



Market Profile

1517 Ritchie Hwy, Arnold, Maryland, 21012
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02655
Longitude: -76.50169

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,406	40,366	104,428
2010 Total Population	2,512	41,487	111,430
2016 Total Population	2,543	43,409	116,225
2016 Group Quarters	34	805	5,969
2021 Total Population	2,612	45,457	121,318
2016-2021 Annual Rate	0.54%	0.93%	0.86%
2016 Total Daytime Population	2,601	34,031	138,457
Workers	1,370	14,997	86,930
Residents	1,231	19,034	51,527
Household Summary			
2000 Households	862	15,351	38,901
2000 Average Household Size	2.77	2.55	2.53
2010 Households	897	16,018	41,775
2010 Average Household Size	2.76	2.54	2.52
2016 Households	902	16,531	43,214
2016 Average Household Size	2.78	2.58	2.55
2021 Households	924	17,200	44,949
2021 Average Household Size	2.79	2.60	2.57
2016-2021 Annual Rate	0.48%	0.80%	0.79%
2010 Families	732	11,154	27,807
2010 Average Family Size	3.02	3.03	3.05
2016 Families	732	11,438	28,483
2016 Average Family Size	3.05	3.08	3.09
2021 Families	748	11,853	29,463
2021 Average Family Size	3.06	3.11	3.12
2016-2021 Annual Rate	0.43%	0.72%	0.68%
Housing Unit Summary			
2000 Housing Units	889	15,927	40,980
Owner Occupied Housing Units	89.1%	77.3%	69.5%
Renter Occupied Housing Units	7.9%	19.1%	25.5%
Vacant Housing Units	3.0%	3.6%	5.1%
2010 Housing Units	928	16,938	45,507
Owner Occupied Housing Units	87.9%	74.7%	65.7%
Renter Occupied Housing Units	8.7%	19.9%	26.1%
Vacant Housing Units	3.3%	5.4%	8.2%
2016 Housing Units	951	17,600	47,414
Owner Occupied Housing Units	84.9%	71.8%	62.7%
Renter Occupied Housing Units	10.0%	22.1%	28.5%
Vacant Housing Units	5.2%	6.1%	8.9%
2021 Housing Units	976	18,334	49,355
Owner Occupied Housing Units	84.6%	71.6%	62.5%
Renter Occupied Housing Units	10.0%	22.2%	28.6%
Vacant Housing Units	5.3%	6.2%	8.9%
Median Household Income			
2016	\$136,321	\$104,060	\$99,894
2021	\$147,268	\$111,766	\$107,297
Median Home Value			
2016	\$630,814	\$434,360	\$461,367
2021	\$650,097	\$454,229	\$479,443
Per Capita Income			
2016	\$60,562	\$49,400	\$47,966
2021	\$65,601	\$53,621	\$51,971
Median Age			
2010	45.4	40.6	38.9
2016	47.1	41.5	40.0
2021	49.1	42.2	40.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	902	16,531	43,214
<\$15,000	3.4%	3.7%	5.2%
\$15,000 - \$24,999	1.6%	2.9%	4.3%
\$25,000 - \$34,999	1.6%	3.0%	4.1%
\$35,000 - \$49,999	5.0%	7.6%	7.9%
\$50,000 - \$74,999	7.5%	15.1%	15.2%
\$75,000 - \$99,999	10.4%	14.6%	13.5%
\$100,000 - \$149,999	25.6%	24.0%	22.4%
\$150,000 - \$199,999	18.8%	13.3%	12.6%
\$200,000+	26.2%	15.7%	15.0%
Average Household Income	\$176,359	\$130,889	\$126,237
2021 Households by Income			
Household Income Base	924	17,200	44,949
<\$15,000	3.5%	4.0%	5.7%
\$15,000 - \$24,999	1.4%	2.7%	4.1%
\$25,000 - \$34,999	1.2%	2.4%	3.5%
\$35,000 - \$49,999	3.7%	6.2%	6.8%
\$50,000 - \$74,999	5.1%	10.9%	11.1%
\$75,000 - \$99,999	9.6%	14.9%	13.6%
\$100,000 - \$149,999	26.6%	26.4%	24.3%
\$150,000 - \$199,999	20.7%	15.0%	14.3%
\$200,000+	28.5%	17.5%	16.6%
Average Household Income	\$191,915	\$143,030	\$137,674
2016 Owner Occupied Housing Units by Value			
Total	807	12,636	29,687
<\$50,000	0.9%	1.6%	1.6%
\$50,000 - \$99,999	1.6%	0.7%	0.8%
\$100,000 - \$149,999	0.4%	0.7%	0.9%
\$150,000 - \$199,999	2.0%	3.3%	2.7%
\$200,000 - \$249,999	0.6%	8.2%	6.5%
\$250,000 - \$299,999	1.4%	9.3%	8.3%
\$300,000 - \$399,999	12.4%	20.6%	19.3%
\$400,000 - \$499,999	14.1%	16.3%	16.2%
\$500,000 - \$749,999	32.0%	17.2%	18.8%
\$750,000 - \$999,999	21.7%	14.9%	15.7%
\$1,000,000 +	13.1%	7.3%	9.2%
Average Home Value	\$670,359	\$525,309	\$555,156
2021 Owner Occupied Housing Units by Value			
Total	826	13,115	30,809
<\$50,000	0.5%	1.0%	1.0%
\$50,000 - \$99,999	1.1%	0.5%	0.5%
\$100,000 - \$149,999	0.2%	0.6%	0.7%
\$150,000 - \$199,999	0.8%	1.6%	1.4%
\$200,000 - \$249,999	0.4%	5.1%	4.0%
\$250,000 - \$299,999	0.7%	5.9%	5.3%
\$300,000 - \$399,999	13.8%	26.0%	23.8%
\$400,000 - \$499,999	13.6%	17.2%	16.8%
\$500,000 - \$749,999	31.4%	18.0%	19.4%
\$750,000 - \$999,999	23.4%	16.5%	17.5%
\$1,000,000 +	14.0%	7.7%	9.6%
Average Home Value	\$691,667	\$552,520	\$580,955

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	2,511	41,485	111,429
0 - 4	4.2%	5.6%	5.7%
5 - 9	7.2%	6.6%	6.1%
10 - 14	8.4%	7.0%	6.2%
15 - 24	11.8%	12.3%	15.3%
25 - 34	5.4%	11.6%	12.1%
35 - 44	12.1%	13.3%	12.9%
45 - 54	19.7%	16.9%	15.4%
55 - 64	16.5%	13.7%	13.4%
65 - 74	8.4%	7.6%	7.6%
75 - 84	4.4%	3.6%	3.8%
85 +	1.8%	1.6%	1.6%
18 +	74.2%	76.4%	78.2%
2016 Population by Age			
Total	2,542	43,410	116,223
0 - 4	4.0%	5.1%	5.2%
5 - 9	6.5%	6.0%	5.9%
10 - 14	8.2%	6.8%	6.3%
15 - 24	11.2%	12.5%	14.6%
25 - 34	5.8%	11.9%	12.1%
35 - 44	10.6%	12.0%	12.0%
45 - 54	17.9%	15.0%	14.0%
55 - 64	17.9%	14.7%	13.8%
65 - 74	10.9%	10.0%	10.0%
75 - 84	4.9%	4.3%	4.3%
85 +	2.1%	1.8%	1.8%
18 +	76.0%	78.1%	79.0%
2021 Population by Age			
Total	2,615	45,457	121,317
0 - 4	3.7%	5.1%	5.1%
5 - 9	5.2%	5.5%	5.5%
10 - 14	8.0%	6.2%	6.0%
15 - 24	10.4%	11.4%	13.7%
25 - 34	6.8%	12.5%	11.9%
35 - 44	9.2%	12.7%	12.9%
45 - 54	16.9%	13.1%	12.6%
55 - 64	17.9%	14.7%	13.6%
65 - 74	13.3%	11.3%	11.1%
75 - 84	6.2%	5.5%	5.6%
85 +	2.4%	1.9%	1.9%
18 +	78.0%	79.5%	79.9%
2010 Population by Sex			
Males	1,232	20,274	55,881
Females	1,280	21,213	55,549
2016 Population by Sex			
Males	1,250	21,265	58,348
Females	1,292	22,144	57,876
2021 Population by Sex			
Males	1,280	22,307	60,900
Females	1,332	23,150	60,417

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	2,511	41,487	111,430
White Alone	92.1%	87.7%	80.4%
Black Alone	3.4%	6.4%	11.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.8%	2.4%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	1.2%	3.4%
Two or More Races	1.7%	2.2%	2.4%
Hispanic Origin	3.4%	4.3%	8.1%
Diversity Index	20.7	29.0	43.8
2016 Population by Race/Ethnicity			
Total	2,541	43,409	116,225
White Alone	90.5%	85.4%	78.0%
Black Alone	3.9%	7.2%	11.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.1%	2.9%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.2%	1.6%	4.3%
Two or More Races	2.1%	2.7%	2.9%
Hispanic Origin	4.7%	5.8%	10.3%
Diversity Index	25.4	34.5	49.2
2021 Population by Race/Ethnicity			
Total	2,611	45,457	121,319
White Alone	88.8%	83.2%	75.8%
Black Alone	4.3%	7.9%	12.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.5%	3.4%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	2.0%	5.1%
Two or More Races	2.6%	3.2%	3.3%
Hispanic Origin	6.1%	7.5%	12.4%
Diversity Index	30.0	39.7	53.8
2010 Population by Relationship and Household Type			
Total	2,512	41,487	111,430
In Households	98.6%	98.1%	94.6%
In Family Households	89.8%	83.2%	78.4%
Householder	28.0%	26.5%	24.9%
Spouse	25.2%	21.5%	19.6%
Child	32.7%	30.8%	28.1%
Other relative	2.1%	2.7%	3.4%
Nonrelative	1.8%	1.8%	2.4%
In Nonfamily Households	8.9%	14.9%	16.2%
In Group Quarters	1.4%	1.9%	5.4%
Institutionalized Population	0.4%	1.0%	0.9%
Noninstitutionalized Population	1.0%	1.0%	4.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	1,783	30,218	79,023
Less than 9th Grade	3.6%	1.1%	2.1%
9th - 12th Grade, No Diploma	1.3%	2.0%	3.6%
High School Graduate	5.6%	14.6%	15.1%
GED/Alternative Credential	2.0%	2.0%	1.8%
Some College, No Degree	15.1%	18.5%	18.1%
Associate Degree	6.4%	7.7%	6.8%
Bachelor's Degree	34.0%	28.8%	28.8%
Graduate/Professional Degree	32.0%	25.4%	23.7%
2016 Population 15+ by Marital Status			
Total	2,066	35,629	96,001
Never Married	23.2%	28.7%	33.2%
Married	65.3%	55.4%	51.2%
Widowed	3.5%	4.9%	5.1%
Divorced	8.0%	11.0%	10.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	97.6%	97.0%	96.6%
Civilian Unemployed	2.4%	3.0%	3.4%
2016 Employed Population 16+ by Industry			
Total	1,321	24,197	60,951
Agriculture/Mining	2.0%	0.8%	0.4%
Construction	8.3%	5.4%	6.4%
Manufacturing	3.7%	3.8%	3.8%
Wholesale Trade	3.1%	2.9%	2.4%
Retail Trade	10.6%	10.8%	10.4%
Transportation/Utilities	1.4%	2.2%	2.3%
Information	1.9%	2.3%	2.1%
Finance/Insurance/Real Estate	5.5%	5.7%	6.7%
Services	54.4%	56.2%	54.7%
Public Administration	9.1%	10.0%	10.9%
2016 Employed Population 16+ by Occupation			
Total	1,320	24,195	60,952
White Collar	79.9%	75.9%	73.5%
Management/Business/Financial	23.3%	20.2%	22.0%
Professional	33.3%	33.2%	30.1%
Sales	14.2%	12.5%	11.3%
Administrative Support	9.2%	10.0%	10.1%
Services	10.1%	13.9%	14.8%
Blue Collar	9.9%	10.2%	11.7%
Farming/Forestry/Fishing	0.6%	0.1%	0.1%
Construction/Extraction	3.9%	2.4%	3.7%
Installation/Maintenance/Repair	1.7%	2.6%	2.3%
Production	1.1%	2.0%	1.9%
Transportation/Material Moving	2.6%	3.1%	3.7%
2010 Population By Urban/ Rural Status			
Total Population	2,512	41,487	111,430
Population Inside Urbanized Area	100.0%	99.9%	97.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 26, 2017



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2010 Households by Type			
Total	897	16,018	41,775
Households with 1 Person	13.9%	23.3%	26.1%
Households with 2+ People	86.1%	76.7%	73.9%
Family Households	81.6%	69.6%	66.6%
Husband-wife Families	73.1%	56.5%	52.3%
With Related Children	33.7%	26.0%	22.6%
Other Family (No Spouse Present)	8.5%	13.1%	14.2%
Other Family with Male Householder	3.2%	3.5%	3.7%
With Related Children	1.3%	2.0%	2.1%
Other Family with Female Householder	5.2%	9.6%	10.5%
With Related Children	2.8%	5.8%	6.5%
Nonfamily Households	4.5%	7.1%	7.4%
All Households with Children	38.0%	34.1%	31.5%
Multigenerational Households	2.7%	3.0%	3.1%
Unmarried Partner Households	3.6%	5.5%	6.0%
Male-female	3.1%	4.8%	5.2%
Same-sex	0.4%	0.7%	0.7%
2010 Households by Size			
Total	896	16,019	41,776
1 Person Household	14.0%	23.3%	26.1%
2 Person Household	36.2%	34.6%	34.8%
3 Person Household	18.0%	17.0%	15.7%
4 Person Household	19.8%	15.6%	13.8%
5 Person Household	8.5%	6.4%	6.1%
6 Person Household	2.2%	2.0%	2.1%
7 + Person Household	1.5%	1.1%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	897	16,018	41,775
Owner Occupied	91.0%	79.0%	71.5%
Owned with a Mortgage/Loan	70.9%	64.5%	57.0%
Owned Free and Clear	20.1%	14.5%	14.5%
Renter Occupied	9.0%	21.0%	28.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	928	16,938	45,507
Housing Units Inside Urbanized Area	100.0%	99.7%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	2.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Top Tier (1A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Exurbanites (1E)	Exurbanites (1E)
3.	Enterprising Professionals	Pleasantville (2B)	Top Tier (1A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$3,909,939	\$55,362,594	\$139,915,921
Average Spent	\$4,334.74	\$3,349.02	\$3,237.75
Spending Potential Index	215	166	161
Education: Total \$	\$3,572,736	\$44,504,743	\$111,729,614
Average Spent	\$3,960.90	\$2,692.20	\$2,585.50
Spending Potential Index	280	190	183
Entertainment/Recreation: Total \$	\$5,761,884	\$79,892,222	\$201,664,257
Average Spent	\$6,387.90	\$4,832.87	\$4,666.64
Spending Potential Index	219	166	160
Food at Home: Total \$	\$8,749,563	\$127,943,624	\$325,271,126
Average Spent	\$9,700.18	\$7,739.62	\$7,526.98
Spending Potential Index	195	155	151
Food Away from Home: Total \$	\$5,825,361	\$83,570,898	\$211,164,545
Average Spent	\$6,458.27	\$5,055.40	\$4,886.48
Spending Potential Index	209	163	158
Health Care: Total \$	\$10,155,597	\$139,819,377	\$353,776,611
Average Spent	\$11,258.98	\$8,458.01	\$8,186.62
Spending Potential Index	213	160	155
HH Furnishings & Equipment: Total \$	\$3,540,367	\$49,076,112	\$123,554,399
Average Spent	\$3,925.02	\$2,968.73	\$2,859.13
Spending Potential Index	222	168	162
Personal Care Products & Services: Total \$	\$1,449,082	\$20,271,032	\$51,437,686
Average Spent	\$1,606.52	\$1,226.24	\$1,190.30
Spending Potential Index	219	167	162
Shelter: Total \$	\$30,839,046	\$437,113,708	\$1,110,666,828
Average Spent	\$34,189.63	\$26,442.06	\$25,701.55
Spending Potential Index	220	170	165
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,840,451	\$64,105,187	\$162,409,469
Average Spent	\$5,366.35	\$3,877.88	\$3,758.26
Spending Potential Index	231	167	162
Travel: Total \$	\$4,343,316	\$56,363,517	\$141,547,354
Average Spent	\$4,815.21	\$3,409.56	\$3,275.50
Spending Potential Index	259	183	176
Vehicle Maintenance & Repairs: Total \$	\$1,967,983	\$27,604,082	\$69,714,662
Average Spent	\$2,181.80	\$1,669.84	\$1,613.24
Spending Potential Index	211	161	156

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Top Tier (1A)	54.4%	Population	2,543	2,612
Savvy Suburbanites (1D)	45.6%	Households	902	924
Enterprising Professionals (2D)	0.1%	Families	732	748
Professional Pride (1B)	0.0%	Median Age	47.1	49.1
Boomburbs (1C)	0.0%	Median Household Income	\$136,321	\$147,268
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		215	\$4,334.74	\$3,909,939
Men's		219	\$879.40	\$793,217
Women's		220	\$1,504.64	\$1,357,184
Children's		192	\$618.50	\$557,887
Footwear		211	\$902.95	\$814,459
Watches & Jewelry		242	\$250.92	\$226,331
Apparel Products and Services (1)		247	\$178.34	\$160,861
Computer				
Computers and Hardware for Home Use		218	\$377.63	\$340,618
Portable Memory		214	\$10.04	\$9,054
Computer Software		218	\$28.25	\$25,485
Computer Accessories		230	\$40.96	\$36,949
Entertainment & Recreation		219	\$6,387.90	\$5,761,884
Fees and Admissions		273	\$1,578.38	\$1,423,700
Membership Fees for Clubs (2)		285	\$546.08	\$492,568
Fees for Participant Sports, excl. Trips		262	\$234.08	\$211,141
Tickets to Theatre/Operas/Concerts		286	\$151.00	\$136,200
Tickets to Movies/Museums/Parks		221	\$146.86	\$132,467
Admission to Sporting Events, excl. Trips		263	\$139.90	\$126,190
Fees for Recreational Lessons		292	\$359.32	\$324,106
Dating Services		165	\$1.14	\$1,028
TV/Video/Audio		194	\$2,328.74	\$2,100,523
Cable and Satellite Television Services		190	\$1,707.87	\$1,540,499
Televisions		206	\$227.00	\$204,752
Satellite Dishes		187	\$2.73	\$2,459
VCRs, Video Cameras, and DVD Players		198	\$16.05	\$14,480
Miscellaneous Video Equipment		159	\$12.23	\$11,028
Video Cassettes and DVDs		178	\$32.83	\$29,615
Video Game Hardware/Accessories		175	\$44.93	\$40,526
Video Game Software		166	\$22.83	\$20,593
Streaming/Downloaded Video		189	\$34.37	\$31,004
Rental of Video Cassettes and DVDs		182	\$29.77	\$26,852
Installation of Televisions		248	\$2.28	\$2,054
Audio (3)		230	\$188.17	\$169,733
Rental and Repair of TV/Radio/Sound Equipment		195	\$7.68	\$6,928
Pets		210	\$1,126.96	\$1,016,521
Toys/Games/Crafts/Hobbies (4)		198	\$226.48	\$204,284
Recreational Vehicles and Fees (5)		250	\$268.84	\$242,490
Sports/Recreation/Exercise Equipment (6)		219	\$362.07	\$326,591
Photo Equipment and Supplies (7)		229	\$126.16	\$113,793
Reading (8)		224	\$294.30	\$265,457
Catered Affairs (9)		294	\$75.97	\$68,525
Food		200	\$16,158.45	\$14,574,924
Food at Home		195	\$9,700.18	\$8,749,563
Bakery and Cereal Products		195	\$1,314.61	\$1,185,778
Meats, Poultry, Fish, and Eggs		191	\$2,119.62	\$1,911,893
Dairy Products		195	\$1,035.26	\$933,808
Fruits and Vegetables		201	\$1,921.34	\$1,733,051
Snacks and Other Food at Home (10)		193	\$3,309.35	\$2,985,033
Food Away from Home		209	\$6,458.27	\$5,825,361
Alcoholic Beverages		225	\$1,151.25	\$1,038,429

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.02655
 Longitude: -76.50169

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	318	\$23,868.41	\$21,529,307
Value of Retirement Plans	304	\$79,576.05	\$71,777,601
Value of Other Financial Assets	245	\$2,775.57	\$2,503,562
Vehicle Loan Amount excluding Interest	191	\$4,645.13	\$4,189,911
Value of Credit Card Debt	220	\$1,255.26	\$1,132,248
Health			
Nonprescription Drugs	210	\$261.03	\$235,446
Prescription Drugs	198	\$831.65	\$750,147
Eyeglasses and Contact Lenses	223	\$199.22	\$179,693
Home			
Mortgage Payment and Basics (11)	266	\$22,786.30	\$20,553,245
Maintenance and Remodeling Services	269	\$4,718.75	\$4,256,314
Maintenance and Remodeling Materials (12)	226	\$820.69	\$740,264
Utilities, Fuel, and Public Services	200	\$9,737.10	\$8,782,868
Household Furnishings and Equipment			
Household Textiles (13)	226	\$196.75	\$177,473
Furniture	221	\$1,088.70	\$982,010
Rugs	275	\$67.08	\$60,506
Major Appliances (14)	226	\$640.68	\$577,891
Housewares (15)	211	\$176.29	\$159,014
Small Appliances	209	\$98.58	\$88,922
Luggage	273	\$25.18	\$22,714
Telephones and Accessories	198	\$140.56	\$126,789
Household Operations			
Child Care	237	\$1,001.55	\$903,397
Lawn and Garden (16)	247	\$1,005.51	\$906,967
Moving/Storage/Freight Express	191	\$121.39	\$109,497
Housekeeping Supplies (17)	203	\$1,428.67	\$1,288,661
Insurance			
Owners and Renters Insurance	226	\$1,045.51	\$943,051
Vehicle Insurance	202	\$2,256.60	\$2,035,451
Life/Other Insurance	253	\$1,048.73	\$945,951
Health Insurance	213	\$7,198.26	\$6,492,827
Personal Care Products (18)	204	\$887.13	\$800,189
School Books and Supplies (19)	217	\$356.92	\$321,943
Smoking Products	148	\$606.11	\$546,712
Transportation			
Payments on Vehicles excluding Leases	192	\$3,996.11	\$3,604,487
Gasoline and Motor Oil	188	\$5,775.21	\$5,209,241
Vehicle Maintenance and Repairs	211	\$2,181.80	\$1,967,983
Travel			
Airline Fares	270	\$1,232.29	\$1,111,526
Lodging on Trips	268	\$1,241.37	\$1,119,716
Auto/Truck Rental on Trips	260	\$62.44	\$56,318
Food and Drink on Trips	251	\$1,101.98	\$993,984

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.02655
Longitude: -76.50169

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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April 26, 2017



Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.02655
 Longitude: -76.50169

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Savvy Suburbanites (1D)	18.4%	Population	43,409	45,457
Exurbanites (1E)	17.2%	Households	16,531	17,200
Pleasantville (2B)	16.6%	Families	11,438	11,853
Enterprising Professionals (2D)	13.1%	Median Age	41.5	42.2
Top Tier (1A)	11.2%	Median Household Income	\$104,060	\$111,766
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		166	\$3,349.02	\$55,362,594
Men's		169	\$678.02	\$11,208,288
Women's		167	\$1,146.93	\$18,959,960
Children's		157	\$505.34	\$8,353,755
Footwear		164	\$704.88	\$11,652,298
Watches & Jewelry		177	\$183.96	\$3,040,988
Apparel Products and Services (1)		180	\$129.90	\$2,147,304
Computer				
Computers and Hardware for Home Use		172	\$297.92	\$4,924,853
Portable Memory		168	\$7.88	\$130,272
Computer Software		172	\$22.29	\$368,394
Computer Accessories		172	\$30.68	\$507,095
Entertainment & Recreation		166	\$4,832.87	\$79,892,222
Fees and Admissions		193	\$1,113.60	\$18,408,955
Membership Fees for Clubs (2)		196	\$374.61	\$6,192,654
Fees for Participant Sports, excl. Trips		189	\$169.10	\$2,795,345
Tickets to Theatre/Operas/Concerts		197	\$103.67	\$1,713,692
Tickets to Movies/Museums/Parks		176	\$116.76	\$1,930,240
Admission to Sporting Events, excl. Trips		189	\$100.55	\$1,662,175
Fees for Recreational Lessons		201	\$247.69	\$4,094,590
Dating Services		178	\$1.23	\$20,259
TV/Video/Audio		154	\$1,856.25	\$30,685,723
Cable and Satellite Television Services		152	\$1,359.07	\$22,466,841
Televisions		163	\$179.65	\$2,969,765
Satellite Dishes		145	\$2.12	\$35,009
VCRs, Video Cameras, and DVD Players		163	\$13.18	\$217,910
Miscellaneous Video Equipment		142	\$10.92	\$180,549
Video Cassettes and DVDs		154	\$28.42	\$469,750
Video Game Hardware/Accessories		152	\$38.90	\$643,059
Video Game Software		150	\$20.71	\$342,363
Streaming/Downloaded Video		163	\$29.54	\$488,399
Rental of Video Cassettes and DVDs		155	\$25.37	\$419,330
Installation of Televisions		166	\$1.53	\$25,285
Audio (3)		172	\$140.54	\$2,323,266
Rental and Repair of TV/Radio/Sound Equipment		160	\$6.30	\$104,195
Pets		159	\$854.02	\$14,117,838
Toys/Games/Crafts/Hobbies (4)		158	\$180.41	\$2,982,385
Recreational Vehicles and Fees (5)		173	\$185.68	\$3,069,493
Sports/Recreation/Exercise Equipment (6)		168	\$278.05	\$4,596,515
Photo Equipment and Supplies (7)		174	\$95.75	\$1,582,834
Reading (8)		167	\$219.07	\$3,621,484
Catered Affairs (9)		193	\$50.03	\$826,996
Food		158	\$12,795.02	\$211,514,522
Food at Home		155	\$7,739.62	\$127,943,624
Bakery and Cereal Products		155	\$1,042.72	\$17,237,134
Meats, Poultry, Fish, and Eggs		153	\$1,698.75	\$28,082,092
Dairy Products		155	\$823.21	\$13,608,450
Fruits and Vegetables		160	\$1,526.78	\$25,239,171
Snacks and Other Food at Home (10)		155	\$2,648.16	\$43,776,776
Food Away from Home		163	\$5,055.40	\$83,570,898
Alcoholic Beverages		173	\$884.82	\$14,626,970

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Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.02655
Longitude: -76.50169

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	194	\$14,539.57	\$240,353,693
Value of Retirement Plans	190	\$49,682.43	\$821,300,246
Value of Other Financial Assets	169	\$1,911.61	\$31,600,794
Vehicle Loan Amount excluding Interest	153	\$3,739.06	\$61,810,478
Value of Credit Card Debt	168	\$959.57	\$15,862,679
Health			
Nonprescription Drugs	158	\$196.05	\$3,240,858
Prescription Drugs	149	\$622.83	\$10,296,004
Eyeglasses and Contact Lenses	164	\$147.00	\$2,430,062
Home			
Mortgage Payment and Basics (11)	183	\$15,695.82	\$259,467,647
Maintenance and Remodeling Services	179	\$3,134.94	\$51,823,734
Maintenance and Remodeling Materials (12)	157	\$571.78	\$9,452,109
Utilities, Fuel, and Public Services	155	\$7,538.76	\$124,623,233
Household Furnishings and Equipment			
Household Textiles (13)	169	\$147.56	\$2,439,232
Furniture	169	\$831.84	\$13,751,207
Rugs	189	\$46.05	\$761,331
Major Appliances (14)	167	\$471.87	\$7,800,428
Housewares (15)	164	\$136.97	\$2,264,189
Small Appliances	164	\$77.29	\$1,277,684
Luggage	188	\$17.40	\$287,629
Telephones and Accessories	158	\$112.11	\$1,853,372
Household Operations			
Child Care	180	\$762.99	\$12,613,055
Lawn and Garden (16)	170	\$692.78	\$11,452,338
Moving/Storage/Freight Express	165	\$104.79	\$1,732,344
Housekeeping Supplies (17)	158	\$1,109.53	\$18,341,667
Insurance			
Owners and Renters Insurance	158	\$732.65	\$12,111,366
Vehicle Insurance	158	\$1,767.66	\$29,221,248
Life/Other Insurance	174	\$719.79	\$11,898,868
Health Insurance	160	\$5,408.35	\$89,405,354
Personal Care Products (18)	161	\$701.28	\$11,592,792
School Books and Supplies (19)	166	\$273.13	\$4,515,064
Smoking Products	129	\$528.44	\$8,735,698
Transportation			
Payments on Vehicles excluding Leases	153	\$3,186.11	\$52,669,530
Gasoline and Motor Oil	151	\$4,628.34	\$76,511,121
Vehicle Maintenance and Repairs	161	\$1,669.84	\$27,604,082
Travel			
Airline Fares	190	\$868.76	\$14,361,414
Lodging on Trips	185	\$856.78	\$14,163,349
Auto/Truck Rental on Trips	186	\$44.58	\$736,887
Food and Drink on Trips	179	\$786.94	\$13,008,983

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Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.02655
Longitude: -76.50169

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.02655
Longitude: -76.50169

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Savvy Suburbanites (1D)	17.0%	Population	116,225	121,318
Exurbanites (1E)	14.8%	Households	43,214	44,949
Top Tier (1A)	11.2%	Families	28,483	29,463
Urban Chic (2A)	10.7%	Median Age	40.0	40.9
Enterprising Professionals (2D)	9.4%	Median Household Income	\$99,894	\$107,297
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		161	\$3,237.75	\$139,915,921
Men's		163	\$655.46	\$28,325,200
Women's		162	\$1,112.68	\$48,083,320
Children's		151	\$485.74	\$20,990,625
Footwear		159	\$681.08	\$29,432,286
Watches & Jewelry		170	\$176.77	\$7,638,861
Apparel Products and Services (1)		175	\$126.02	\$5,445,628
Computer				
Computers and Hardware for Home Use		166	\$288.47	\$12,465,915
Portable Memory		162	\$7.61	\$329,038
Computer Software		166	\$21.43	\$926,132
Computer Accessories		166	\$29.62	\$1,279,934
Entertainment & Recreation		160	\$4,666.64	\$201,664,257
Fees and Admissions		185	\$1,068.49	\$46,173,736
Membership Fees for Clubs (2)		188	\$359.97	\$15,555,625
Fees for Participant Sports, excl. Trips		181	\$162.36	\$7,016,197
Tickets to Theatre/Operas/Concerts		190	\$100.24	\$4,331,922
Tickets to Movies/Museums/Parks		170	\$112.81	\$4,875,060
Admission to Sporting Events, excl. Trips		181	\$96.23	\$4,158,309
Fees for Recreational Lessons		191	\$235.65	\$10,183,492
Dating Services		178	\$1.23	\$53,131
TV/Video/Audio		150	\$1,808.92	\$78,170,718
Cable and Satellite Television Services		148	\$1,327.71	\$57,375,701
Televisions		158	\$173.75	\$7,508,444
Satellite Dishes		139	\$2.03	\$87,902
VCRs, Video Cameras, and DVD Players		158	\$12.82	\$554,148
Miscellaneous Video Equipment		137	\$10.53	\$455,001
Video Cassettes and DVDs		150	\$27.76	\$1,199,439
Video Game Hardware/Accessories		147	\$37.61	\$1,625,170
Video Game Software		146	\$20.08	\$867,679
Streaming/Downloaded Video		158	\$28.75	\$1,242,307
Rental of Video Cassettes and DVDs		151	\$24.68	\$1,066,571
Installation of Televisions		155	\$1.43	\$61,597
Audio (3)		166	\$135.49	\$5,855,076
Rental and Repair of TV/Radio/Sound Equipment		160	\$6.29	\$271,681
Pets		154	\$823.12	\$35,570,223
Toys/Games/Crafts/Hobbies (4)		152	\$173.52	\$7,498,502
Recreational Vehicles and Fees (5)		163	\$175.31	\$7,575,779
Sports/Recreation/Exercise Equipment (6)		161	\$265.79	\$11,486,036
Photo Equipment and Supplies (7)		167	\$91.71	\$3,963,304
Reading (8)		162	\$212.62	\$9,188,284
Catered Affairs (9)		182	\$47.15	\$2,037,675
Food		154	\$12,413.47	\$536,435,671
Food at Home		151	\$7,526.98	\$325,271,126
Bakery and Cereal Products		150	\$1,013.24	\$43,786,022
Meats, Poultry, Fish, and Eggs		149	\$1,653.47	\$71,453,019
Dairy Products		151	\$800.75	\$34,603,807
Fruits and Vegetables		156	\$1,486.34	\$64,230,580
Snacks and Other Food at Home (10)		150	\$2,573.19	\$111,197,698
Food Away from Home		158	\$4,886.48	\$211,164,545
Alcoholic Beverages		167	\$855.57	\$36,972,515

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.02655
 Longitude: -76.50169

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	185	\$13,892.01	\$600,329,469
Value of Retirement Plans	181	\$47,446.29	\$2,050,343,800
Value of Other Financial Assets	163	\$1,844.46	\$79,706,554
Vehicle Loan Amount excluding Interest	147	\$3,583.15	\$154,842,224
Value of Credit Card Debt	161	\$922.50	\$39,864,910
Health			
Nonprescription Drugs	154	\$191.24	\$8,264,401
Prescription Drugs	145	\$607.17	\$26,238,275
Eyeglasses and Contact Lenses	159	\$142.16	\$6,143,393
Home			
Mortgage Payment and Basics (11)	173	\$14,839.02	\$641,253,514
Maintenance and Remodeling Services	170	\$2,974.40	\$128,535,877
Maintenance and Remodeling Materials (12)	148	\$535.60	\$23,145,608
Utilities, Fuel, and Public Services	150	\$7,301.11	\$315,510,344
Household Furnishings and Equipment			
Household Textiles (13)	164	\$142.69	\$6,166,041
Furniture	163	\$803.62	\$34,727,661
Rugs	180	\$43.96	\$1,899,741
Major Appliances (14)	160	\$453.01	\$19,576,547
Housewares (15)	158	\$132.45	\$5,723,536
Small Appliances	159	\$75.05	\$3,243,317
Luggage	180	\$16.64	\$719,008
Telephones and Accessories	152	\$108.31	\$4,680,302
Household Operations			
Child Care	171	\$722.49	\$31,221,761
Lawn and Garden (16)	163	\$665.48	\$28,757,935
Moving/Storage/Freight Express	164	\$104.01	\$4,494,628
Housekeeping Supplies (17)	153	\$1,075.66	\$46,483,365
Insurance			
Owners and Renters Insurance	151	\$697.41	\$30,138,036
Vehicle Insurance	153	\$1,709.70	\$73,883,110
Life/Other Insurance	166	\$689.08	\$29,777,853
Health Insurance	155	\$5,223.27	\$225,718,196
Personal Care Products (18)	157	\$681.63	\$29,455,865
School Books and Supplies (19)	160	\$263.66	\$11,393,904
Smoking Products	127	\$520.70	\$22,501,470
Transportation			
Payments on Vehicles excluding Leases	146	\$3,047.34	\$131,687,765
Gasoline and Motor Oil	145	\$4,464.16	\$192,914,194
Vehicle Maintenance and Repairs	156	\$1,613.24	\$69,714,662
Travel			
Airline Fares	184	\$837.52	\$36,192,688
Lodging on Trips	177	\$820.72	\$35,466,430
Auto/Truck Rental on Trips	179	\$42.98	\$1,857,552
Food and Drink on Trips	172	\$755.24	\$32,637,157

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Retail Goods and Services Expenditures

1517 Ritchie Hwy, Arnold, Maryland, 21012
Ring: 5 mile radius

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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April 26, 2017



Business Summary

1517 Ritchie Hwy, Arnold, Maryland, 21012
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02655
Longitude: -76.50169

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		150		1,390		7,710						
Total Employees:		1,579		15,966		90,360						
Total Residential Population:		2,543		43,409		116,225						
Employee/Residential Population Ratio:		0.62:1		0.37:1		0.78:1						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.3%	21	1.3%	39	2.8%	420	2.6%	129	1.7%	1,068	1.2%
Construction	11	7.3%	55	3.5%	117	8.4%	703	4.4%	539	7.0%	4,791	5.3%
Manufacturing	6	4.0%	49	3.1%	28	2.0%	586	3.7%	142	1.8%	2,250	2.5%
Transportation	4	2.7%	19	1.2%	27	1.9%	207	1.3%	188	2.4%	1,589	1.8%
Communication	2	1.3%	12	0.8%	11	0.8%	101	0.6%	74	1.0%	945	1.0%
Utility	0	0.0%	1	0.1%	3	0.2%	7	0.0%	20	0.3%	105	0.1%
Wholesale Trade	2	1.3%	8	0.5%	35	2.5%	144	0.9%	187	2.4%	1,378	1.5%
Retail Trade Summary	23	15.3%	283	17.9%	192	13.8%	2,411	15.1%	1,529	19.8%	22,571	25.0%
Home Improvement	3	2.0%	37	2.3%	12	0.9%	106	0.7%	68	0.9%	764	0.8%
General Merchandise Stores	0	0.0%	0	0.0%	1	0.1%	17	0.1%	38	0.5%	2,003	2.2%
Food Stores	2	1.3%	104	6.6%	16	1.2%	374	2.3%	109	1.4%	2,275	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.7%	19	1.2%	32	2.3%	502	3.1%	206	2.7%	3,013	3.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	6	0.4%	51	0.3%	175	2.3%	1,922	2.1%
Furniture & Home Furnishings	3	2.0%	16	1.0%	21	1.5%	269	1.7%	161	2.1%	1,577	1.7%
Eating & Drinking Places	4	2.7%	54	3.4%	41	2.9%	716	4.5%	374	4.9%	8,090	9.0%
Miscellaneous Retail	7	4.7%	52	3.3%	63	4.5%	375	2.3%	397	5.1%	2,928	3.2%
Finance, Insurance, Real Estate Summary	13	8.7%	90	5.7%	148	10.6%	824	5.2%	921	11.9%	9,941	11.0%
Banks, Savings & Lending Institutions	4	2.7%	9	0.6%	43	3.1%	156	1.0%	284	3.7%	1,309	1.4%
Securities Brokers	1	0.7%	2	0.1%	24	1.7%	79	0.5%	134	1.7%	3,723	4.1%
Insurance Carriers & Agents	4	2.7%	53	3.4%	27	1.9%	241	1.5%	136	1.8%	1,364	1.5%
Real Estate, Holding, Other Investment Offices	3	2.0%	26	1.6%	54	3.9%	348	2.2%	367	4.8%	3,545	3.9%
Services Summary	76	50.7%	992	62.8%	641	46.1%	8,547	53.5%	3,037	39.4%	36,443	40.3%
Hotels & Lodging	0	0.0%	0	0.0%	5	0.4%	42	0.3%	55	0.7%	1,611	1.8%
Automotive Services	1	0.7%	10	0.6%	12	0.9%	102	0.6%	142	1.8%	923	1.0%
Motion Pictures & Amusements	8	5.3%	80	5.1%	39	2.8%	430	2.7%	192	2.5%	1,511	1.7%
Health Services	18	12.0%	263	16.7%	121	8.7%	1,370	8.6%	484	6.3%	8,161	9.0%
Legal Services	2	1.3%	10	0.6%	38	2.7%	213	1.3%	242	3.1%	1,176	1.3%
Education Institutions & Libraries	3	2.0%	141	8.9%	30	2.2%	2,794	17.5%	118	1.5%	7,262	8.0%
Other Services	43	28.7%	488	30.9%	395	28.4%	3,595	22.5%	1,804	23.4%	15,799	17.5%
Government	3	2.0%	45	2.8%	26	1.9%	1,915	12.0%	447	5.8%	8,885	9.8%
Unclassified Establishments	9	6.0%	4	0.3%	123	8.8%	103	0.6%	496	6.4%	394	0.4%
Totals	150	100.0%	1,579	100.0%	1,390	100.0%	15,966	100.0%	7,710	100.0%	90,360	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

1517 Ritchie Hwy, Arnold, Maryland, 21012
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02655
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	4	0.3%	13	0.1%	8	0.1%	24	0.0%
Mining	0	0.0%	0	0.0%	1	0.1%	3	0.0%	2	0.0%	12	0.0%
Utilities	0	0.0%	1	0.1%	2	0.1%	5	0.0%	12	0.2%	78	0.1%
Construction	13	8.7%	103	6.5%	122	8.8%	776	4.9%	594	7.7%	5,178	5.7%
Manufacturing	4	2.7%	12	0.8%	27	1.9%	173	1.1%	129	1.7%	1,321	1.5%
Wholesale Trade	2	1.3%	8	0.5%	35	2.5%	144	0.9%	180	2.3%	1,360	1.5%
Retail Trade	19	12.7%	229	14.5%	148	10.6%	1,662	10.4%	1,123	14.6%	14,249	15.8%
Motor Vehicle & Parts Dealers	1	0.7%	2	0.1%	22	1.6%	472	3.0%	166	2.2%	2,853	3.2%
Furniture & Home Furnishings Stores	1	0.7%	6	0.4%	9	0.6%	42	0.3%	70	0.9%	600	0.7%
Electronics & Appliance Stores	2	1.3%	10	0.6%	11	0.8%	216	1.4%	81	1.1%	930	1.0%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.0%	37	2.3%	12	0.9%	106	0.7%	68	0.9%	764	0.8%
Food & Beverage Stores	2	1.3%	111	7.0%	16	1.2%	370	2.3%	99	1.3%	2,240	2.5%
Health & Personal Care Stores	3	2.0%	34	2.2%	17	1.2%	162	1.0%	104	1.3%	780	0.9%
Gasoline Stations	3	2.0%	17	1.1%	10	0.7%	30	0.2%	42	0.5%	163	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	10	0.7%	63	0.4%	214	2.8%	2,144	2.4%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	6	0.4%	10	0.7%	69	0.4%	72	0.9%	690	0.8%
General Merchandise Stores	0	0.0%	0	0.0%	1	0.1%	17	0.1%	38	0.5%	2,003	2.2%
Miscellaneous Store Retailers	1	0.7%	3	0.2%	26	1.9%	80	0.5%	145	1.9%	880	1.0%
Nonstore Retailers	0	0.0%	1	0.1%	6	0.4%	35	0.2%	24	0.3%	203	0.2%
Transportation & Warehousing	2	1.3%	15	0.9%	17	1.2%	143	0.9%	109	1.4%	1,191	1.3%
Information	4	2.7%	52	3.3%	29	2.1%	697	4.4%	176	2.3%	3,058	3.4%
Finance & Insurance	9	6.0%	64	4.1%	95	6.8%	477	3.0%	561	7.3%	6,431	7.1%
Central Bank/Credit Intermediation & Related Activities	4	2.7%	9	0.6%	43	3.1%	156	1.0%	286	3.7%	1,320	1.5%
Securities, Commodity Contracts & Other Financial	1	0.7%	2	0.1%	24	1.7%	79	0.5%	136	1.8%	3,725	4.1%
Insurance Carriers & Related Activities; Funds, Trusts &	4	2.7%	53	3.4%	29	2.1%	242	1.5%	140	1.8%	1,385	1.5%
Real Estate, Rental & Leasing	4	2.7%	17	1.1%	56	4.0%	361	2.3%	364	4.7%	3,344	3.7%
Professional, Scientific & Tech Services	22	14.7%	107	6.8%	231	16.6%	1,548	9.7%	1,011	13.1%	7,243	8.0%
Legal Services	4	2.7%	22	1.4%	44	3.2%	239	1.5%	283	3.7%	1,350	1.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.1%	141	0.2%
Administrative & Support & Waste Management & Remediation	5	3.3%	111	7.0%	63	4.5%	545	3.4%	303	3.9%	2,310	2.6%
Educational Services	8	5.3%	162	10.3%	39	2.8%	2,772	17.4%	157	2.0%	7,358	8.1%
Health Care & Social Assistance	24	16.0%	374	23.7%	167	12.0%	2,293	14.4%	626	8.1%	10,812	12.0%
Arts, Entertainment & Recreation	3	2.0%	61	3.9%	35	2.5%	445	2.8%	187	2.4%	1,571	1.7%
Accommodation & Food Services	4	2.7%	54	3.4%	46	3.3%	758	4.7%	442	5.7%	9,806	10.9%
Accommodation	0	0.0%	0	0.0%	5	0.4%	42	0.3%	55	0.7%	1,611	1.8%
Food Services & Drinking Places	4	2.7%	54	3.4%	41	2.9%	717	4.5%	387	5.0%	8,195	9.1%
Other Services (except Public Administration)	14	9.3%	162	10.3%	123	8.8%	1,111	7.0%	778	10.1%	5,564	6.2%
Automotive Repair & Maintenance	1	0.7%	10	0.6%	9	0.6%	52	0.3%	115	1.5%	685	0.8%
Public Administration	3	2.0%	45	2.8%	27	1.9%	1,938	12.1%	448	5.8%	8,916	9.9%
Unclassified Establishments	8	5.3%	4	0.3%	122	8.8%	102	0.6%	495	6.4%	393	0.4%
Total	150	100.0%	1,579	100.0%	1,390	100.0%	15,966	100.0%	7,710	100.0%	90,360	100.0%

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