



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,108	57,654	100,134
2010 Total Population	15,173	62,257	107,690
2016 Total Population	15,651	64,821	111,995
2016 Group Quarters	419	5,742	6,188
2021 Total Population	16,246	67,562	116,665
2016-2021 Annual Rate	0.75%	0.83%	0.82%
2016 Total Daytime Population	19,692	101,839	138,743
Workers	13,147	73,688	87,377
Residents	6,545	28,151	51,366
Household Summary			
2000 Households	5,093	22,954	39,126
2000 Average Household Size	2.44	2.28	2.40
2010 Households	6,000	24,753	42,441
2010 Average Household Size	2.46	2.28	2.39
2016 Households	6,126	25,586	43,766
2016 Average Household Size	2.49	2.31	2.42
2021 Households	6,337	26,634	45,458
2021 Average Household Size	2.50	2.32	2.43
2016-2021 Annual Rate	0.68%	0.81%	0.76%
2010 Families	3,363	13,823	26,397
2010 Average Family Size	3.15	2.93	2.96
2016 Families	3,392	14,115	26,932
2016 Average Family Size	3.19	2.97	3.00
2021 Families	3,479	14,585	27,793
2021 Average Family Size	3.22	3.00	3.03
2016-2021 Annual Rate	0.51%	0.66%	0.63%
Housing Unit Summary			
2000 Housing Units	5,331	24,282	41,334
Owner Occupied Housing Units	55.2%	55.9%	67.5%
Renter Occupied Housing Units	40.3%	38.7%	27.2%
Vacant Housing Units	4.5%	5.5%	5.3%
2010 Housing Units	6,427	27,481	46,506
Owner Occupied Housing Units	46.2%	51.5%	63.1%
Renter Occupied Housing Units	47.2%	38.6%	28.2%
Vacant Housing Units	6.6%	9.9%	8.7%
2016 Housing Units	6,621	28,805	48,440
Owner Occupied Housing Units	42.2%	47.7%	59.8%
Renter Occupied Housing Units	50.4%	41.2%	30.5%
Vacant Housing Units	7.5%	11.2%	9.6%
2021 Housing Units	6,855	30,038	50,369
Owner Occupied Housing Units	41.9%	47.6%	59.7%
Renter Occupied Housing Units	50.6%	41.1%	30.6%
Vacant Housing Units	7.6%	11.3%	9.8%
Median Household Income			
2016	\$76,739	\$85,098	\$92,583
2021	\$82,859	\$93,707	\$102,347
Median Home Value			
2016	\$341,894	\$478,868	\$458,455
2021	\$376,529	\$508,656	\$480,838
Per Capita Income			
2016	\$39,695	\$47,112	\$49,109
2021	\$42,662	\$50,963	\$53,293
Median Age			
2010	33.4	35.9	40.0
2016	34.4	37.3	41.0
2021	35.0	38.3	41.9

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.



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	6,126	25,586	43,766
<\$15,000	7.8%	7.3%	5.9%
\$15,000 - \$24,999	7.0%	6.0%	4.9%
\$25,000 - \$34,999	5.5%	5.3%	4.8%
\$35,000 - \$49,999	8.9%	8.3%	8.4%
\$50,000 - \$74,999	19.4%	16.3%	15.5%
\$75,000 - \$99,999	16.0%	14.2%	13.8%
\$100,000 - \$149,999	18.5%	19.9%	20.6%
\$150,000 - \$199,999	8.4%	9.6%	11.6%
\$200,000+	8.7%	13.0%	14.4%
Average Household Income	\$97,645	\$115,148	\$122,605
2021 Households by Income			
Household Income Base	6,337	26,634	45,458
<\$15,000	8.9%	8.4%	6.7%
\$15,000 - \$24,999	6.8%	5.8%	4.7%
\$25,000 - \$34,999	5.0%	4.6%	4.2%
\$35,000 - \$49,999	8.3%	7.7%	7.4%
\$50,000 - \$74,999	14.3%	12.0%	11.3%
\$75,000 - \$99,999	17.4%	14.4%	14.0%
\$100,000 - \$149,999	20.2%	21.4%	22.2%
\$150,000 - \$199,999	9.4%	11.1%	13.2%
\$200,000+	9.8%	14.6%	16.2%
Average Household Income	\$105,550	\$125,345	\$133,867
2016 Owner Occupied Housing Units by Value			
Total	2,781	13,706	28,957
<\$50,000	3.5%	1.6%	2.1%
\$50,000 - \$99,999	0.8%	1.3%	1.2%
\$100,000 - \$149,999	1.7%	1.7%	1.3%
\$150,000 - \$199,999	5.6%	4.1%	3.7%
\$200,000 - \$249,999	14.6%	7.2%	6.5%
\$250,000 - \$299,999	15.0%	9.3%	8.7%
\$300,000 - \$399,999	21.1%	14.5%	17.6%
\$400,000 - \$499,999	9.7%	13.0%	15.3%
\$500,000 - \$749,999	13.3%	19.2%	18.8%
\$750,000 - \$999,999	11.6%	18.1%	16.1%
\$1,000,000 +	3.2%	9.9%	8.7%
Average Home Value	\$429,126	\$564,311	\$546,148
2021 Owner Occupied Housing Units by Value			
Total	2,856	14,265	30,045
<\$50,000	2.1%	1.1%	1.4%
\$50,000 - \$99,999	0.7%	1.0%	0.9%
\$100,000 - \$149,999	1.4%	1.3%	1.0%
\$150,000 - \$199,999	3.1%	2.1%	1.8%
\$200,000 - \$249,999	9.9%	4.7%	4.1%
\$250,000 - \$299,999	11.3%	6.6%	5.7%
\$300,000 - \$399,999	28.0%	18.7%	22.2%
\$400,000 - \$499,999	10.4%	13.8%	16.1%
\$500,000 - \$749,999	14.2%	19.9%	19.6%
\$750,000 - \$999,999	15.2%	20.5%	18.2%
\$1,000,000 +	3.6%	10.2%	9.1%
Average Home Value	\$473,319	\$594,542	\$575,930

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.



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,176	62,258	107,691
0 - 4	7.3%	6.1%	5.8%
5 - 9	6.3%	5.1%	5.5%
10 - 14	5.3%	4.4%	5.3%
15 - 24	13.3%	18.0%	14.8%
25 - 34	20.8%	15.4%	12.8%
35 - 44	13.6%	11.9%	12.4%
45 - 54	12.9%	12.7%	14.5%
55 - 64	10.3%	12.5%	13.6%
65 - 74	5.8%	7.7%	8.2%
75 - 84	3.3%	4.1%	4.9%
85 +	1.1%	2.1%	2.3%
18 +	78.0%	81.8%	80.1%
2016 Population by Age			
Total	15,653	64,821	111,997
0 - 4	6.7%	5.5%	5.3%
5 - 9	6.2%	5.5%	5.7%
10 - 14	5.9%	4.9%	5.6%
15 - 24	12.8%	16.5%	13.8%
25 - 34	19.6%	14.6%	12.5%
35 - 44	14.4%	12.1%	11.8%
45 - 54	12.0%	11.7%	13.0%
55 - 64	10.7%	12.3%	13.7%
65 - 74	7.0%	9.8%	10.7%
75 - 84	3.4%	4.6%	5.4%
85 +	1.3%	2.3%	2.5%
18 +	77.9%	81.4%	80.4%
2021 Population by Age			
Total	16,245	67,561	116,664
0 - 4	6.7%	5.4%	5.1%
5 - 9	6.0%	5.3%	5.3%
10 - 14	5.8%	5.3%	5.7%
15 - 24	12.3%	15.7%	13.0%
25 - 34	19.2%	13.8%	11.9%
35 - 44	15.5%	13.2%	12.7%
45 - 54	11.0%	10.8%	11.9%
55 - 64	10.4%	11.4%	13.2%
65 - 74	7.9%	10.8%	11.9%
75 - 84	4.0%	5.8%	6.6%
85 +	1.3%	2.5%	2.7%
18 +	78.4%	81.4%	80.8%
2010 Population by Sex			
Males	7,465	31,520	53,465
Females	7,708	30,737	54,225
2016 Population by Sex			
Males	7,755	32,894	55,767
Females	7,896	31,927	56,228
2021 Population by Sex			
Males	8,091	34,239	58,125
Females	8,155	33,323	58,540

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



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,174	62,257	107,689
White Alone	54.8%	70.3%	78.0%
Black Alone	30.7%	18.4%	12.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.6%	2.4%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.1%	6.0%	4.2%
Two or More Races	2.6%	2.6%	2.4%
Hispanic Origin	15.0%	12.4%	9.1%
Diversity Index	70.5	58.6	47.8
2016 Population by Race/Ethnicity			
Total	15,651	64,821	111,995
White Alone	51.5%	67.5%	75.4%
Black Alone	31.1%	18.9%	13.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.9%	2.7%	2.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.3%	7.5%	5.3%
Two or More Races	2.9%	3.0%	2.8%
Hispanic Origin	18.5%	15.5%	11.5%
Diversity Index	74.7	63.6	53.3
2021 Population by Race/Ethnicity			
Total	16,245	67,562	116,663
White Alone	48.9%	65.1%	73.0%
Black Alone	31.2%	19.3%	14.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	3.2%	3.0%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.2%	8.7%	6.3%
Two or More Races	3.3%	3.5%	3.3%
Hispanic Origin	21.8%	18.3%	13.9%
Diversity Index	77.7	67.6	57.9
2010 Population by Relationship and Household Type			
Total	15,173	62,257	107,690
In Households	97.2%	90.7%	94.2%
In Family Households	73.6%	67.9%	75.1%
Householder	22.5%	22.1%	24.5%
Spouse	14.0%	16.0%	18.9%
Child	27.7%	22.8%	25.6%
Other relative	5.5%	4.1%	3.6%
Nonrelative	3.8%	2.9%	2.6%
In Nonfamily Households	23.6%	22.8%	19.1%
In Group Quarters	2.8%	9.3%	5.8%
Institutionalized Population	2.7%	1.3%	1.1%
Noninstitutionalized Population	0.1%	8.0%	4.7%

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.



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	10,709	43,748	77,972
Less than 9th Grade	5.0%	3.4%	2.5%
9th - 12th Grade, No Diploma	5.2%	4.8%	4.0%
High School Graduate	20.6%	15.4%	16.1%
GED/Alternative Credential	1.3%	1.8%	2.1%
Some College, No Degree	16.1%	17.0%	17.9%
Associate Degree	5.7%	5.9%	6.4%
Bachelor's Degree	23.9%	26.7%	27.3%
Graduate/Professional Degree	22.2%	24.9%	23.7%
2016 Population 15+ by Marital Status			
Total	12,714	54,474	93,419
Never Married	42.4%	40.2%	33.4%
Married	38.5%	42.4%	49.1%
Widowed	5.2%	5.7%	6.0%
Divorced	13.9%	11.7%	11.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	96.7%	96.4%
Civilian Unemployed	3.5%	3.3%	3.6%
2016 Employed Population 16+ by Industry			
Total	8,927	32,674	56,871
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	5.0%	6.8%	7.0%
Manufacturing	3.1%	3.2%	3.6%
Wholesale Trade	1.6%	1.5%	2.1%
Retail Trade	12.6%	10.0%	10.2%
Transportation/Utilities	1.7%	1.9%	2.4%
Information	2.3%	1.9%	2.0%
Finance/Insurance/Real Estate	5.1%	7.0%	6.4%
Services	57.7%	56.2%	54.4%
Public Administration	10.9%	11.4%	11.6%
2016 Employed Population 16+ by Occupation			
Total	8,928	32,674	56,871
White Collar	67.4%	71.0%	72.3%
Management/Business/Financial	19.7%	23.1%	22.1%
Professional	26.8%	27.6%	28.3%
Sales	10.9%	10.5%	11.3%
Administrative Support	10.1%	9.9%	10.6%
Services	19.7%	16.6%	15.2%
Blue Collar	12.9%	12.4%	12.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.7%	4.6%	4.1%
Installation/Maintenance/Repair	2.6%	1.8%	2.6%
Production	2.9%	2.0%	1.9%
Transportation/Material Moving	4.7%	4.0%	3.7%
2010 Population By Urban/ Rural Status			
Total Population	15,173	62,257	107,690
Population Inside Urbanized Area	100.0%	99.2%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.8%	2.0%

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



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,000	24,753	42,442
Households with 1 Person	33.0%	34.2%	29.8%
Households with 2+ People	67.0%	65.8%	70.2%
Family Households	56.0%	55.8%	62.2%
Husband-wife Families	34.9%	40.4%	48.0%
With Related Children	14.8%	15.0%	18.8%
Other Family (No Spouse Present)	21.2%	15.4%	14.2%
Other Family with Male Householder	4.5%	3.6%	3.7%
With Related Children	2.5%	1.9%	2.0%
Other Family with Female Householder	16.6%	11.8%	10.5%
With Related Children	11.1%	7.7%	6.4%
Nonfamily Households	10.9%	10.0%	8.1%
All Households with Children	28.9%	25.0%	27.6%
Multigenerational Households	4.1%	2.7%	2.8%
Unmarried Partner Households	8.3%	7.2%	6.3%
Male-female	7.6%	6.5%	5.6%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,000	24,755	42,440
1 Person Household	33.0%	34.2%	29.8%
2 Person Household	32.9%	35.1%	35.8%
3 Person Household	13.9%	13.3%	14.5%
4 Person Household	9.9%	9.6%	11.6%
5 Person Household	5.2%	4.4%	5.1%
6 Person Household	2.5%	1.7%	1.8%
7 + Person Household	2.6%	1.7%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	6,000	24,753	42,441
Owner Occupied	49.5%	57.2%	69.1%
Owned with a Mortgage/Loan	39.5%	44.5%	53.8%
Owned Free and Clear	10.0%	12.7%	15.3%
Renter Occupied	50.5%	42.8%	30.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,427	27,481	46,506
Housing Units Inside Urbanized Area	100.0%	99.2%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.8%	2.0%

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.

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



Market Profile

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Urban Chic (2A)	Exurbanites (1E)
2.	Urban Chic (2A)	Exurbanites (1E)	Top Tier (1A)
3.	Enterprising Professionals	Golden Years (9B)	Urban Chic (2A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$16,181,485	\$76,907,660	\$137,475,418
Average Spent	\$2,641.44	\$3,005.85	\$3,141.15
Spending Potential Index	131	149	156
Education: Total \$	\$11,528,305	\$58,529,303	\$106,866,996
Average Spent	\$1,881.87	\$2,287.55	\$2,441.78
Spending Potential Index	133	162	173
Entertainment/Recreation: Total \$	\$22,384,815	\$109,640,529	\$199,453,664
Average Spent	\$3,654.07	\$4,285.18	\$4,557.27
Spending Potential Index	125	147	156
Food at Home: Total \$	\$38,579,186	\$182,388,709	\$324,308,649
Average Spent	\$6,297.61	\$7,128.46	\$7,410.06
Spending Potential Index	126	143	149
Food Away from Home: Total \$	\$24,830,732	\$116,944,139	\$208,702,174
Average Spent	\$4,053.34	\$4,570.63	\$4,768.59
Spending Potential Index	131	148	154
Health Care: Total \$	\$38,176,747	\$192,821,620	\$355,131,218
Average Spent	\$6,231.92	\$7,536.22	\$8,114.32
Spending Potential Index	118	142	153
HH Furnishings & Equipment: Total \$	\$13,733,550	\$66,956,249	\$121,955,000
Average Spent	\$2,241.85	\$2,616.91	\$2,786.52
Spending Potential Index	127	148	158
Personal Care Products & Services: Total \$	\$5,770,720	\$28,241,475	\$51,252,489
Average Spent	\$942.00	\$1,103.79	\$1,171.06
Spending Potential Index	129	151	160
Shelter: Total \$	\$126,627,942	\$612,639,030	\$1,096,827,556
Average Spent	\$20,670.57	\$23,944.31	\$25,061.18
Spending Potential Index	133	154	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,226,473	\$87,903,870	\$163,105,687
Average Spent	\$2,812.03	\$3,435.62	\$3,726.77
Spending Potential Index	121	148	161
Travel: Total \$	\$14,375,343	\$74,131,149	\$138,402,866
Average Spent	\$2,346.61	\$2,897.33	\$3,162.34
Spending Potential Index	126	156	170
Vehicle Maintenance & Repairs: Total \$	\$7,866,311	\$38,171,444	\$69,281,203
Average Spent	\$1,284.09	\$1,491.89	\$1,582.99
Spending Potential Index	124	144	153

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

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Metro Renters (3B)	17.5%	Population	15,651	16,246
Urban Chic (2A)	16.8%	Households	6,126	6,337
Enterprising Professionals (2D)	13.0%	Families	3,392	3,479
Old and Newcomers (8F)	12.4%	Median Age	34.4	35.0
Exurbanites (1E)	10.9%	Median Household Income	\$76,739	\$82,859
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,641.44	\$16,181,485
Men's		133	\$531.74	\$3,257,441
Women's		130	\$892.79	\$5,469,221
Children's		132	\$426.84	\$2,614,823
Footwear		130	\$557.40	\$3,414,649
Watches & Jewelry		131	\$135.74	\$831,553
Apparel Products and Services (1)		134	\$96.93	\$593,797
Computer				
Computers and Hardware for Home Use		137	\$237.56	\$1,455,312
Portable Memory		135	\$6.36	\$38,972
Computer Software		137	\$17.67	\$108,219
Computer Accessories		127	\$22.62	\$138,587
Entertainment & Recreation		125	\$3,654.07	\$22,384,815
Fees and Admissions		132	\$764.49	\$4,683,280
Membership Fees for Clubs (2)		131	\$250.62	\$1,535,303
Fees for Participant Sports, excl. Trips		132	\$117.80	\$721,626
Tickets to Theatre/Operas/Concerts		133	\$70.09	\$429,360
Tickets to Movies/Museums/Parks		139	\$92.22	\$564,932
Admission to Sporting Events, excl. Trips		135	\$71.77	\$439,672
Fees for Recreational Lessons		131	\$160.77	\$984,879
Dating Services		178	\$1.23	\$7,507
TV/Video/Audio		125	\$1,507.07	\$9,232,308
Cable and Satellite Television Services		123	\$1,100.23	\$6,740,022
Televisions		131	\$144.21	\$883,430
Satellite Dishes		113	\$1.65	\$10,121
VCRs, Video Cameras, and DVD Players		136	\$11.04	\$67,614
Miscellaneous Video Equipment		130	\$10.02	\$61,396
Video Cassettes and DVDs		135	\$24.92	\$152,649
Video Game Hardware/Accessories		138	\$35.39	\$216,803
Video Game Software		143	\$19.71	\$120,749
Streaming/Downloaded Video		142	\$25.82	\$158,185
Rental of Video Cassettes and DVDs		136	\$22.27	\$136,443
Installation of Televisions		109	\$1.00	\$6,124
Audio (3)		129	\$105.34	\$645,307
Rental and Repair of TV/Radio/Sound Equipment		139	\$5.46	\$33,464
Pets		120	\$640.74	\$3,925,174
Toys/Games/Crafts/Hobbies (4)		126	\$143.59	\$879,644
Recreational Vehicles and Fees (5)		115	\$123.24	\$754,983
Sports/Recreation/Exercise Equipment (6)		127	\$210.52	\$1,289,655
Photo Equipment and Supplies (7)		131	\$72.23	\$442,474
Reading (8)		123	\$161.07	\$986,707
Catered Affairs (9)		120	\$31.11	\$190,590
Food		128	\$10,350.95	\$63,409,919
Food at Home		126	\$6,297.61	\$38,579,186
Bakery and Cereal Products		125	\$841.47	\$5,154,830
Meats, Poultry, Fish, and Eggs		126	\$1,394.90	\$8,545,147
Dairy Products		125	\$662.41	\$4,057,949
Fruits and Vegetables		129	\$1,228.06	\$7,523,078
Snacks and Other Food at Home (10)		127	\$2,170.78	\$13,298,183
Food Away from Home		131	\$4,053.34	\$24,830,732
Alcoholic Beverages		135	\$690.29	\$4,228,732

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

1730 West St, Annapolis, Maryland, 21401 3
1730 West St, Annapolis, Maryland, 21401
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.97985
Longitude: -76.52086

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$8,796.26	\$53,885,875
Value of Retirement Plans	110	\$28,892.32	\$176,994,323
Value of Other Financial Assets	126	\$1,419.18	\$8,693,868
Vehicle Loan Amount excluding Interest	127	\$3,102.80	\$19,007,781
Value of Credit Card Debt	122	\$699.11	\$4,282,763
Health			
Nonprescription Drugs	121	\$150.99	\$924,971
Prescription Drugs	111	\$466.40	\$2,857,137
Eyeglasses and Contact Lenses	119	\$106.28	\$651,095
Home			
Mortgage Payment and Basics (11)	114	\$9,798.54	\$60,025,865
Maintenance and Remodeling Services	109	\$1,907.38	\$11,684,629
Maintenance and Remodeling Materials (12)	101	\$367.25	\$2,249,762
Utilities, Fuel, and Public Services	120	\$5,873.03	\$35,978,171
Household Furnishings and Equipment			
Household Textiles (13)	127	\$111.03	\$680,162
Furniture	132	\$649.11	\$3,976,465
Rugs	123	\$30.13	\$184,553
Major Appliances (14)	118	\$334.60	\$2,049,790
Housewares (15)	129	\$107.49	\$658,475
Small Appliances	128	\$60.34	\$369,637
Luggage	130	\$12.01	\$73,565
Telephones and Accessories	132	\$93.98	\$575,721
Household Operations			
Child Care	137	\$579.04	\$3,547,224
Lawn and Garden (16)	112	\$454.48	\$2,784,136
Moving/Storage/Freight Express	147	\$93.20	\$570,962
Housekeeping Supplies (17)	124	\$870.35	\$5,331,780
Insurance			
Owners and Renters Insurance	105	\$486.79	\$2,982,073
Vehicle Insurance	124	\$1,391.34	\$8,523,345
Life/Other Insurance	113	\$468.11	\$2,867,670
Health Insurance	118	\$3,973.00	\$24,338,587
Personal Care Products (18)	130	\$562.54	\$3,446,090
School Books and Supplies (19)	132	\$216.57	\$1,326,712
Smoking Products	119	\$487.07	\$2,983,778
Transportation			
Payments on Vehicles excluding Leases	123	\$2,550.17	\$15,622,357
Gasoline and Motor Oil	123	\$3,768.24	\$23,084,250
Vehicle Maintenance and Repairs	124	\$1,284.09	\$7,866,311
Travel			
Airline Fares	132	\$600.73	\$3,680,059
Lodging on Trips	123	\$570.92	\$3,497,475
Auto/Truck Rental on Trips	129	\$31.10	\$190,543
Food and Drink on Trips	125	\$547.14	\$3,351,809

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

1730 West St, Annapolis, Maryland, 21401 3
1730 West St, Annapolis, Maryland, 21401
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.97985
Longitude: -76.52086

- (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.

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

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Urban Chic (2A)	16.2%	Population	64,821	67,562
Exurbanites (1E)	12.4%	Households	25,586	26,634
Golden Years (9B)	11.9%	Families	14,115	14,585
Top Tier (1A)	9.1%	Median Age	37.3	38.3
Old and Newcomers (8F)	7.1%	Median Household Income	\$85,098	\$93,707
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		149	\$3,005.85	\$76,907,660
Men's		151	\$607.45	\$15,542,121
Women's		151	\$1,035.60	\$26,496,932
Children's		141	\$455.99	\$11,666,994
Footwear		147	\$631.18	\$16,149,456
Watches & Jewelry		155	\$160.29	\$4,101,258
Apparel Products and Services (1)		160	\$115.33	\$2,950,898
Computer				
Computers and Hardware for Home Use		155	\$269.21	\$6,888,118
Portable Memory		151	\$7.11	\$182,031
Computer Software		154	\$19.93	\$509,930
Computer Accessories		152	\$27.01	\$690,951
Entertainment & Recreation		147	\$4,285.18	\$109,640,529
Fees and Admissions		163	\$939.40	\$24,035,361
Membership Fees for Clubs (2)		165	\$315.71	\$8,077,787
Fees for Participant Sports, excl. Trips		161	\$143.71	\$3,677,059
Tickets to Theatre/Operas/Concerts		168	\$88.63	\$2,267,626
Tickets to Movies/Museums/Parks		157	\$104.19	\$2,665,907
Admission to Sporting Events, excl. Trips		161	\$85.65	\$2,191,511
Fees for Recreational Lessons		163	\$200.21	\$5,122,561
Dating Services		187	\$1.29	\$32,911
TV/Video/Audio		143	\$1,720.62	\$44,023,869
Cable and Satellite Television Services		141	\$1,267.57	\$32,431,976
Televisions		148	\$162.63	\$4,160,987
Satellite Dishes		128	\$1.87	\$47,879
VCRs, Video Cameras, and DVD Players		151	\$12.22	\$312,715
Miscellaneous Video Equipment		134	\$10.30	\$263,482
Video Cassettes and DVDs		146	\$27.05	\$691,987
Video Game Hardware/Accessories		143	\$36.73	\$939,820
Video Game Software		145	\$19.93	\$509,947
Streaming/Downloaded Video		153	\$27.75	\$709,970
Rental of Video Cassettes and DVDs		146	\$23.83	\$609,795
Installation of Televisions		133	\$1.22	\$31,199
Audio (3)		151	\$123.43	\$3,158,147
Rental and Repair of TV/Radio/Sound Equipment		155	\$6.10	\$155,964
Pets		141	\$754.46	\$19,303,517
Toys/Games/Crafts/Hobbies (4)		141	\$161.15	\$4,123,133
Recreational Vehicles and Fees (5)		139	\$149.88	\$3,834,784
Sports/Recreation/Exercise Equipment (6)		146	\$240.87	\$6,162,979
Photo Equipment and Supplies (7)		151	\$83.30	\$2,131,343
Reading (8)		149	\$195.61	\$5,004,958
Catered Affairs (9)		154	\$39.89	\$1,020,583
Food		145	\$11,699.09	\$299,332,848
Food at Home		143	\$7,128.46	\$182,388,709
Bakery and Cereal Products		142	\$957.70	\$24,503,804
Meats, Poultry, Fish, and Eggs		141	\$1,571.81	\$40,216,331
Dairy Products		143	\$756.25	\$19,349,451
Fruits and Vegetables		147	\$1,402.95	\$35,895,761
Snacks and Other Food at Home (10)		143	\$2,439.75	\$62,423,362
Food Away from Home		148	\$4,570.63	\$116,944,139
Alcoholic Beverages		155	\$794.68	\$20,332,593

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

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	159	\$11,930.99	\$305,266,349
Value of Retirement Plans	152	\$39,822.04	\$1,018,886,755
Value of Other Financial Assets	148	\$1,669.68	\$42,720,341
Vehicle Loan Amount excluding Interest	139	\$3,377.85	\$86,425,752
Value of Credit Card Debt	146	\$834.80	\$21,359,105
Health			
Nonprescription Drugs	144	\$179.09	\$4,582,138
Prescription Drugs	136	\$568.93	\$14,556,610
Eyeglasses and Contact Lenses	145	\$129.23	\$3,306,605
Home			
Mortgage Payment and Basics (11)	147	\$12,573.99	\$321,717,988
Maintenance and Remodeling Services	144	\$2,527.77	\$64,675,623
Maintenance and Remodeling Materials (12)	126	\$458.28	\$11,725,527
Utilities, Fuel, and Public Services	140	\$6,817.76	\$174,439,306
Household Furnishings and Equipment			
Household Textiles (13)	150	\$130.76	\$3,345,669
Furniture	151	\$743.53	\$19,024,039
Rugs	156	\$38.16	\$976,236
Major Appliances (14)	143	\$406.36	\$10,397,050
Housewares (15)	148	\$123.87	\$3,169,234
Small Appliances	149	\$70.07	\$1,792,880
Luggage	158	\$14.63	\$374,405
Telephones and Accessories	145	\$103.07	\$2,637,177
Household Operations			
Child Care	153	\$646.41	\$16,539,004
Lawn and Garden (16)	144	\$585.42	\$14,978,611
Moving/Storage/Freight Express	162	\$102.67	\$2,627,016
Housekeeping Supplies (17)	143	\$1,007.00	\$25,765,007
Insurance			
Owners and Renters Insurance	133	\$615.27	\$15,742,193
Vehicle Insurance	143	\$1,597.92	\$40,884,401
Life/Other Insurance	145	\$600.59	\$15,366,656
Health Insurance	142	\$4,797.13	\$122,739,377
Personal Care Products (18)	148	\$640.95	\$16,399,313
School Books and Supplies (19)	148	\$243.77	\$6,237,162
Smoking Products	128	\$523.48	\$13,393,811
Transportation			
Payments on Vehicles excluding Leases	136	\$2,834.54	\$72,524,514
Gasoline and Motor Oil	137	\$4,206.74	\$107,633,666
Vehicle Maintenance and Repairs	144	\$1,491.89	\$38,171,444
Travel			
Airline Fares	163	\$741.88	\$18,981,866
Lodging on Trips	155	\$717.29	\$18,352,643
Auto/Truck Rental on Trips	159	\$38.29	\$979,701
Food and Drink on Trips	153	\$670.24	\$17,148,844

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

1730 West St, Annapolis, Maryland, 21401 3
1730 West St, Annapolis, Maryland, 21401
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.97985
Longitude: -76.52086

- (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.

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

1730 West St, Annapolis, Maryland, 21401 3
 1730 West St, Annapolis, Maryland, 21401
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.97985
 Longitude: -76.52086

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Exurbanites (1E)	17.5%	Population	111,995	116,665
Top Tier (1A)	11.8%	Households	43,766	45,458
Urban Chic (2A)	9.7%	Families	26,932	27,793
Golden Years (9B)	7.7%	Median Age	41.0	41.9
Pleasantville (2B)	6.9%	Median Household Income	\$92,583	\$102,347
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		156	\$3,141.15	\$137,475,418
Men's		158	\$635.06	\$27,793,854
Women's		159	\$1,090.75	\$47,737,706
Children's		144	\$464.82	\$20,343,485
Footwear		153	\$657.47	\$28,774,838
Watches & Jewelry		165	\$170.93	\$7,480,911
Apparel Products and Services (1)		169	\$122.12	\$5,344,625
Computer				
Computers and Hardware for Home Use		162	\$280.92	\$12,294,649
Portable Memory		157	\$7.39	\$323,563
Computer Software		161	\$20.84	\$912,016
Computer Accessories		163	\$29.01	\$1,269,605
Entertainment & Recreation		156	\$4,557.27	\$199,453,664
Fees and Admissions		177	\$1,022.04	\$44,730,779
Membership Fees for Clubs (2)		181	\$345.49	\$15,120,784
Fees for Participant Sports, excl. Trips		177	\$158.09	\$6,919,111
Tickets to Theatre/Operas/Concerts		183	\$96.38	\$4,218,163
Tickets to Movies/Museums/Parks		164	\$108.95	\$4,768,114
Admission to Sporting Events, excl. Trips		172	\$91.85	\$4,020,005
Fees for Recreational Lessons		179	\$220.06	\$9,631,010
Dating Services		177	\$1.22	\$53,591
TV/Video/Audio		149	\$1,793.31	\$78,486,214
Cable and Satellite Television Services		148	\$1,323.87	\$57,940,616
Televisions		154	\$169.79	\$7,431,063
Satellite Dishes		137	\$2.00	\$87,530
VCRs, Video Cameras, and DVD Players		156	\$12.61	\$552,032
Miscellaneous Video Equipment		135	\$10.41	\$455,660
Video Cassettes and DVDs		149	\$27.45	\$1,201,179
Video Game Hardware/Accessories		142	\$36.53	\$1,598,634
Video Game Software		143	\$19.64	\$859,355
Streaming/Downloaded Video		155	\$28.13	\$1,231,002
Rental of Video Cassettes and DVDs		148	\$24.21	\$1,059,514
Installation of Televisions		150	\$1.38	\$60,216
Audio (3)		160	\$131.16	\$5,740,407
Rental and Repair of TV/Radio/Sound Equipment		156	\$6.15	\$269,007
Pets		151	\$808.79	\$35,397,641
Toys/Games/Crafts/Hobbies (4)		147	\$167.99	\$7,352,344
Recreational Vehicles and Fees (5)		155	\$166.89	\$7,304,087
Sports/Recreation/Exercise Equipment (6)		154	\$255.30	\$11,173,258
Photo Equipment and Supplies (7)		161	\$88.41	\$3,869,354
Reading (8)		160	\$209.85	\$9,184,250
Catered Affairs (9)		173	\$44.69	\$1,955,737
Food		151	\$12,178.65	\$533,010,824
Food at Home		149	\$7,410.06	\$324,308,649
Bakery and Cereal Products		148	\$997.03	\$43,635,917
Meats, Poultry, Fish, and Eggs		147	\$1,629.44	\$71,314,134
Dairy Products		148	\$786.63	\$34,427,637
Fruits and Vegetables		153	\$1,461.67	\$63,971,573
Snacks and Other Food at Home (10)		148	\$2,535.29	\$110,959,389
Food Away from Home		154	\$4,768.59	\$208,702,174
Alcoholic Beverages		163	\$832.67	\$36,442,652

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

1730 West St, Annapolis, Maryland, 21401 3
1730 West St, Annapolis, Maryland, 21401
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.97985
Longitude: -76.52086

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	183	\$13,684.03	\$598,895,214
Value of Retirement Plans	174	\$45,459.17	\$1,989,566,181
Value of Other Financial Assets	160	\$1,805.17	\$79,005,197
Vehicle Loan Amount excluding Interest	145	\$3,523.67	\$154,216,823
Value of Credit Card Debt	156	\$890.99	\$38,994,936
Health			
Nonprescription Drugs	153	\$190.10	\$8,320,097
Prescription Drugs	146	\$613.81	\$26,864,009
Eyeglasses and Contact Lenses	155	\$138.89	\$6,078,501
Home			
Mortgage Payment and Basics (11)	165	\$14,176.08	\$620,430,152
Maintenance and Remodeling Services	164	\$2,879.07	\$126,005,417
Maintenance and Remodeling Materials (12)	142	\$516.56	\$22,607,917
Utilities, Fuel, and Public Services	148	\$7,204.57	\$315,315,011
Household Furnishings and Equipment			
Household Textiles (13)	159	\$138.59	\$6,065,722
Furniture	159	\$782.53	\$34,248,333
Rugs	172	\$41.97	\$1,836,872
Major Appliances (14)	157	\$444.22	\$19,441,919
Housewares (15)	157	\$130.99	\$5,732,733
Small Appliances	156	\$73.42	\$3,213,229
Luggage	173	\$15.94	\$697,751
Telephones and Accessories	148	\$105.61	\$4,622,300
Household Operations			
Child Care	160	\$675.78	\$29,576,217
Lawn and Garden (16)	161	\$655.05	\$28,668,742
Moving/Storage/Freight Express	164	\$104.29	\$4,564,527
Housekeeping Supplies (17)	151	\$1,062.03	\$46,480,661
Insurance			
Owners and Renters Insurance	149	\$687.39	\$30,084,445
Vehicle Insurance	150	\$1,683.18	\$73,666,189
Life/Other Insurance	161	\$666.76	\$29,181,512
Health Insurance	153	\$5,164.08	\$226,011,008
Personal Care Products (18)	154	\$670.23	\$29,333,267
School Books and Supplies (19)	155	\$254.50	\$11,138,272
Smoking Products	128	\$522.65	\$22,874,143
Transportation			
Payments on Vehicles excluding Leases	143	\$2,984.57	\$130,622,738
Gasoline and Motor Oil	143	\$4,397.22	\$192,448,569
Vehicle Maintenance and Repairs	153	\$1,582.99	\$69,281,203
Travel			
Airline Fares	176	\$804.59	\$35,213,522
Lodging on Trips	170	\$790.62	\$34,602,202
Auto/Truck Rental on Trips	174	\$41.88	\$1,832,822
Food and Drink on Trips	166	\$729.67	\$31,934,604

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

1730 West St, Annapolis, Maryland, 21401 3
1730 West St, Annapolis, Maryland, 21401
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.97985
Longitude: -76.52086

- (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.

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