



# Market Profile

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

Prepared by Esri  
Latitude: 38.97834  
Longitude: -76.49426

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	15,464	56,712	99,186
2010 Total Population	15,974	60,145	108,068
2016 Total Population	16,622	62,527	112,401
2016 Group Quarters	4,882	5,644	6,104
2021 Total Population	17,264	64,921	117,107
2016-2021 Annual Rate	0.76%	0.75%	0.82%
2016 Total Daytime Population	35,427	93,209	136,346
Workers	29,270	66,094	85,764
Residents	6,157	27,115	50,582
<b>Household Summary</b>			
2000 Households	5,552	22,106	38,746
2000 Average Household Size	2.09	2.32	2.41
2010 Households	5,292	23,226	42,476
2010 Average Household Size	2.09	2.34	2.40
2016 Households	5,541	24,004	43,789
2016 Average Household Size	2.12	2.37	2.43
2021 Households	5,806	24,899	45,470
2021 Average Household Size	2.13	2.38	2.44
2016-2021 Annual Rate	0.94%	0.73%	0.76%
2010 Families	2,678	13,298	26,520
2010 Average Family Size	2.76	2.98	2.96
2016 Families	2,768	13,568	27,059
2016 Average Family Size	2.81	3.02	3.01
2021 Families	2,878	13,970	27,924
2021 Average Family Size	2.84	3.05	3.03
2016-2021 Annual Rate	0.78%	0.59%	0.63%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,973	23,501	40,989
Owner Occupied Housing Units	44.2%	55.7%	66.4%
Renter Occupied Housing Units	48.8%	38.4%	28.2%
Vacant Housing Units	7.0%	5.9%	5.5%
2010 Housing Units	6,231	25,841	46,507
Owner Occupied Housing Units	43.0%	52.2%	62.7%
Renter Occupied Housing Units	41.9%	37.7%	28.6%
Vacant Housing Units	15.1%	10.1%	8.7%
2016 Housing Units	6,609	27,006	48,423
Owner Occupied Housing Units	39.7%	48.5%	59.4%
Renter Occupied Housing Units	44.2%	40.4%	31.1%
Vacant Housing Units	16.2%	11.1%	9.6%
2021 Housing Units	6,945	28,100	50,340
Owner Occupied Housing Units	40.0%	48.2%	59.2%
Renter Occupied Housing Units	43.6%	40.5%	31.1%
Vacant Housing Units	16.4%	11.4%	9.7%
<b>Median Household Income</b>			
2016	\$84,331	\$84,053	\$93,124
2021	\$94,350	\$92,084	\$102,930
<b>Median Home Value</b>			
2016	\$638,816	\$471,301	\$451,041
2021	\$666,392	\$495,690	\$472,991
<b>Per Capita Income</b>			
2016	\$44,617	\$45,544	\$48,452
2021	\$47,763	\$49,161	\$52,605
<b>Median Age</b>			
2010	27.0	35.1	39.0
2016	28.6	36.4	40.1
2021	29.4	37.4	41.0

**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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<b>2016 Households by Income</b>			
Household Income Base	5,541	24,004	43,789
<\$15,000	11.2%	7.6%	5.7%
\$15,000 - \$24,999	7.2%	5.9%	4.9%
\$25,000 - \$34,999	6.5%	5.3%	4.6%
\$35,000 - \$49,999	9.5%	8.3%	8.1%
\$50,000 - \$74,999	11.2%	16.7%	15.7%
\$75,000 - \$99,999	10.0%	14.3%	14.0%
\$100,000 - \$149,999	20.0%	19.5%	21.1%
\$150,000 - \$199,999	9.4%	9.6%	11.8%
\$200,000+	14.9%	12.8%	14.0%
Average Household Income	\$116,602	\$114,151	\$121,765
<b>2021 Households by Income</b>			
Household Income Base	5,806	24,899	45,470
<\$15,000	12.4%	8.8%	6.5%
\$15,000 - \$24,999	6.7%	5.6%	4.7%
\$25,000 - \$34,999	5.7%	4.6%	4.0%
\$35,000 - \$49,999	9.2%	7.6%	7.1%
\$50,000 - \$74,999	8.5%	12.5%	11.5%
\$75,000 - \$99,999	9.4%	14.7%	14.1%
\$100,000 - \$149,999	21.0%	21.0%	22.8%
\$150,000 - \$199,999	11.1%	11.0%	13.6%
\$200,000+	16.2%	14.3%	15.7%
Average Household Income	\$125,673	\$124,012	\$133,062
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	2,614	13,069	28,731
<\$50,000	1.1%	1.7%	1.8%
\$50,000 - \$99,999	2.0%	1.3%	1.0%
\$100,000 - \$149,999	2.9%	1.7%	1.2%
\$150,000 - \$199,999	2.2%	3.9%	3.7%
\$200,000 - \$249,999	3.7%	7.5%	7.1%
\$250,000 - \$299,999	3.3%	9.3%	8.7%
\$300,000 - \$399,999	9.8%	15.1%	18.6%
\$400,000 - \$499,999	13.0%	13.2%	15.4%
\$500,000 - \$749,999	21.8%	18.4%	18.0%
\$750,000 - \$999,999	23.8%	17.3%	15.9%
\$1,000,000 +	16.4%	10.5%	8.5%
Average Home Value	\$669,757	\$562,817	\$541,879
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,771	13,510	29,798
<\$50,000	0.6%	1.1%	1.2%
\$50,000 - \$99,999	1.5%	1.1%	0.8%
\$100,000 - \$149,999	2.4%	1.4%	0.9%
\$150,000 - \$199,999	1.4%	2.1%	1.9%
\$200,000 - \$249,999	2.3%	4.9%	4.4%
\$250,000 - \$299,999	2.1%	6.6%	5.8%
\$300,000 - \$399,999	11.8%	19.4%	23.4%
\$400,000 - \$499,999	13.5%	14.0%	16.2%
\$500,000 - \$749,999	21.9%	18.9%	18.8%
\$750,000 - \$999,999	26.1%	19.7%	18.0%
\$1,000,000 +	16.6%	10.8%	8.9%
Average Home Value	\$691,796	\$592,338	\$571,131

**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.

March 22, 2017



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<b>2010 Population by Age</b>			
Total	15,971	60,144	108,068
0 - 4	4.6%	6.2%	6.0%
5 - 9	3.3%	5.3%	5.6%
10 - 14	2.7%	4.7%	5.4%
15 - 24	36.6%	18.5%	14.9%
25 - 34	11.9%	15.2%	13.2%
35 - 44	9.2%	12.0%	12.6%
45 - 54	10.2%	13.0%	14.5%
55 - 64	11.1%	12.3%	13.4%
65 - 74	6.3%	7.2%	7.9%
75 - 84	3.0%	3.9%	4.4%
85 +	1.0%	1.7%	2.0%
18 +	87.6%	80.9%	79.6%
<b>2016 Population by Age</b>			
Total	16,623	62,526	112,402
0 - 4	4.2%	5.6%	5.4%
5 - 9	4.2%	5.7%	5.8%
10 - 14	3.3%	5.2%	5.7%
15 - 24	34.3%	17.2%	14.0%
25 - 34	11.3%	14.5%	12.9%
35 - 44	9.4%	12.1%	12.2%
45 - 54	9.4%	11.8%	13.1%
55 - 64	10.4%	12.2%	13.6%
65 - 74	8.6%	9.3%	10.3%
75 - 84	3.6%	4.3%	4.8%
85 +	1.3%	2.0%	2.2%
18 +	86.5%	80.7%	80.0%
<b>2021 Population by Age</b>			
Total	17,264	64,921	117,107
0 - 4	4.1%	5.5%	5.3%
5 - 9	4.1%	5.5%	5.4%
10 - 14	3.9%	5.5%	5.8%
15 - 24	32.7%	16.3%	13.2%
25 - 34	11.5%	13.9%	12.3%
35 - 44	10.4%	13.1%	13.0%
45 - 54	8.5%	11.0%	12.0%
55 - 64	9.3%	11.3%	13.1%
65 - 74	9.3%	10.3%	11.5%
75 - 84	4.8%	5.5%	6.0%
85 +	1.5%	2.2%	2.4%
18 +	86.0%	80.7%	80.4%
<b>2010 Population by Sex</b>			
Males	9,132	30,524	53,633
Females	6,842	29,621	54,435
<b>2016 Population by Sex</b>			
Males	9,437	31,779	55,952
Females	7,185	30,747	56,449
<b>2021 Population by Sex</b>			
Males	9,728	32,968	58,323
Females	7,536	31,953	58,784

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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<b>2010 Population by Race/Ethnicity</b>			
Total	15,974	60,145	108,067
White Alone	75.9%	69.1%	77.7%
Black Alone	14.6%	19.5%	13.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.2%	2.3%	2.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.6%	6.2%	4.2%
Two or More Races	3.3%	2.7%	2.4%
Hispanic Origin	9.8%	12.7%	9.2%
Diversity Index	50.7	59.9	48.2
<b>2016 Population by Race/Ethnicity</b>			
Total	16,621	62,527	112,400
White Alone	72.7%	66.2%	75.1%
Black Alone	15.7%	20.1%	13.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.5%	2.6%	2.6%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	4.9%	7.7%	5.3%
Two or More Races	3.8%	3.1%	2.9%
Hispanic Origin	12.7%	15.8%	11.7%
Diversity Index	56.9	64.9	53.6
<b>2021 Population by Race/Ethnicity</b>			
Total	17,264	64,922	117,107
White Alone	69.9%	63.7%	72.8%
Black Alone	16.6%	20.5%	14.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.7%	2.8%	2.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.0%	9.0%	6.3%
Two or More Races	4.3%	3.6%	3.3%
Hispanic Origin	15.6%	18.8%	14.1%
Diversity Index	62.0	68.9	58.3
<b>2010 Population by Relationship and Household Type</b>			
Total	15,974	60,145	108,068
In Households	69.2%	90.5%	94.3%
In Family Households	48.0%	68.8%	75.3%
Householder	16.5%	22.0%	24.4%
Spouse	12.3%	15.8%	18.7%
Child	14.8%	23.8%	26.0%
Other relative	2.7%	4.2%	3.6%
Nonrelative	1.7%	3.0%	2.6%
In Nonfamily Households	21.2%	21.7%	19.0%
In Group Quarters	30.8%	9.5%	5.7%
Institutionalized Population	0.4%	1.2%	1.0%
Noninstitutionalized Population	30.4%	8.3%	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.



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<b>2016 Population 25+ by Educational Attainment</b>			
Total	8,971	41,450	77,623
Less than 9th Grade	2.2%	3.5%	2.5%
9th - 12th Grade, No Diploma	4.6%	4.9%	3.9%
High School Graduate	12.6%	15.3%	15.8%
GED/Alternative Credential	1.7%	2.0%	2.1%
Some College, No Degree	15.8%	16.2%	17.6%
Associate Degree	4.0%	6.3%	6.6%
Bachelor's Degree	32.8%	27.2%	27.6%
Graduate/Professional Degree	26.3%	24.7%	24.0%
<b>2016 Population 15+ by Marital Status</b>			
Total	14,673	52,180	93,400
Never Married	53.6%	41.4%	34.0%
Married	34.9%	41.8%	48.5%
Widowed	3.8%	5.5%	5.8%
Divorced	7.6%	11.3%	11.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.7%	96.6%	96.6%
Civilian Unemployed	3.3%	3.4%	3.4%
<b>2016 Employed Population 16+ by Industry</b>			
Total	6,752	31,427	58,072
Agriculture/Mining	0.2%	0.1%	0.4%
Construction	6.0%	6.7%	6.7%
Manufacturing	3.5%	3.2%	3.6%
Wholesale Trade	2.6%	1.7%	2.2%
Retail Trade	9.4%	10.4%	10.2%
Transportation/Utilities	2.8%	1.9%	2.3%
Information	1.6%	1.9%	2.0%
Finance/Insurance/Real Estate	9.0%	6.5%	6.5%
Services	53.8%	56.3%	54.6%
Public Administration	11.3%	11.5%	11.5%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	6,751	31,430	58,074
White Collar	74.7%	70.8%	72.6%
Management/Business/Financial	26.3%	21.4%	22.1%
Professional	26.8%	28.1%	28.6%
Sales	10.5%	11.0%	11.3%
Administrative Support	11.1%	10.3%	10.5%
Services	17.1%	16.7%	15.1%
Blue Collar	8.2%	12.5%	12.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.3%	4.6%	3.9%
Installation/Maintenance/Repair	0.5%	1.9%	2.6%
Production	1.0%	1.8%	2.0%
Transportation/Material Moving	4.3%	4.1%	3.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,974	60,145	108,068
Population Inside Urbanized Area	100.0%	100.0%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.9%

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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<b>2010 Households by Type</b>			
Total	5,292	23,227	42,476
Households with 1 Person	38.0%	32.7%	29.4%
Households with 2+ People	62.0%	67.3%	70.6%
Family Households	50.6%	57.3%	62.4%
Husband-wife Families	37.5%	41.0%	47.8%
With Related Children	12.7%	16.1%	19.3%
Other Family (No Spouse Present)	13.1%	16.2%	14.6%
Other Family with Male Householder	2.9%	3.7%	3.8%
With Related Children	1.5%	2.0%	2.1%
Other Family with Female Householder	10.2%	12.5%	10.8%
With Related Children	6.4%	8.1%	6.8%
Nonfamily Households	11.4%	10.1%	8.2%
All Households with Children	20.9%	26.7%	28.5%
Multigenerational Households	1.5%	2.9%	2.8%
Unmarried Partner Households	6.8%	7.2%	6.4%
Male-female	6.0%	6.5%	5.7%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	5,290	23,227	42,475
1 Person Household	38.0%	32.7%	29.4%
2 Person Household	36.2%	34.6%	35.4%
3 Person Household	12.0%	13.9%	14.8%
4 Person Household	8.2%	10.3%	11.9%
5 Person Household	3.4%	4.8%	5.2%
6 Person Household	1.2%	1.9%	1.8%
7 + Person Household	1.1%	1.9%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,292	23,226	42,476
Owner Occupied	50.7%	58.1%	68.7%
Owned with a Mortgage/Loan	38.2%	45.7%	54.5%
Owned Free and Clear	12.5%	12.3%	14.1%
Renter Occupied	49.3%	41.9%	31.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,231	25,841	46,507
Housing Units Inside Urbanized Area	100.0%	100.0%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.9%

**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.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Urban Chic (2A)	Exurbanites (1E)	Exurbanites (1E)
<b>2.</b>	Golden Years (9B)	Urban Chic (2A)	Top Tier (1A)
<b>3.</b>	Laptops and Lattes (3A)	Top Tier (1A)	Enterprising Professionals
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,929,034	\$71,625,323	\$137,185,897
Average Spent	\$3,055.23	\$2,983.89	\$3,132.88
Spending Potential Index	152	148	156
Education: Total \$	\$13,385,786	\$54,973,362	\$106,509,222
Average Spent	\$2,415.77	\$2,290.18	\$2,432.33
Spending Potential Index	171	162	172
Entertainment/Recreation: Total \$	\$23,907,030	\$101,819,057	\$198,076,559
Average Spent	\$4,314.57	\$4,241.75	\$4,523.43
Spending Potential Index	148	146	155
Food at Home: Total \$	\$39,631,762	\$169,305,569	\$322,771,740
Average Spent	\$7,152.46	\$7,053.22	\$7,371.07
Spending Potential Index	144	142	148
Food Away from Home: Total \$	\$25,519,430	\$108,756,218	\$208,166,605
Average Spent	\$4,605.56	\$4,530.75	\$4,753.86
Spending Potential Index	149	146	154
Health Care: Total \$	\$41,286,743	\$178,106,973	\$350,163,008
Average Spent	\$7,451.14	\$7,419.89	\$7,996.60
Spending Potential Index	141	140	151
HH Furnishings & Equipment: Total \$	\$14,543,111	\$62,216,226	\$121,178,336
Average Spent	\$2,624.64	\$2,591.91	\$2,767.32
Spending Potential Index	149	147	157
Personal Care Products & Services: Total \$	\$6,142,484	\$26,180,439	\$50,795,570
Average Spent	\$1,108.55	\$1,090.67	\$1,160.01
Spending Potential Index	151	149	158
Shelter: Total \$	\$136,303,771	\$569,824,302	\$1,091,656,429
Average Spent	\$24,599.13	\$23,738.72	\$24,929.92
Spending Potential Index	158	152	160
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,708,661	\$81,271,965	\$160,414,876
Average Spent	\$3,376.41	\$3,385.77	\$3,663.36
Spending Potential Index	146	146	158
Travel: Total \$	\$16,302,918	\$68,954,654	\$137,019,568
Average Spent	\$2,942.23	\$2,872.63	\$3,129.09
Spending Potential Index	158	154	168
Vehicle Maintenance & Repairs: Total \$	\$8,231,833	\$35,411,969	\$68,749,460
Average Spent	\$1,485.62	\$1,475.25	\$1,570.02
Spending Potential Index	143	142	152

**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
Urban Chic (2A)	36.2%	Population	16,622	17,264
Golden Years (9B)	12.2%	Households	5,541	5,806
Laptops and Lattes (3A)	12.0%	Families	2,768	2,878
Front Porches (8E)	10.7%	Median Age	28.6	29.4
Social Security Set (9F)	8.2%	Median Household Income	\$84,331	\$94,350
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		152	\$3,055.23	\$16,929,034
Men's		155	\$620.55	\$3,438,479
Women's		153	\$1,045.67	\$5,794,084
Children's		144	\$463.40	\$2,567,693
Footwear		150	\$643.81	\$3,567,336
Watches & Jewelry		157	\$162.97	\$903,017
Apparel Products and Services (1)		165	\$118.83	\$658,425
<b>Computer</b>				
Computers and Hardware for Home Use		159	\$275.17	\$1,524,712
Portable Memory		154	\$7.22	\$40,019
Computer Software		155	\$20.00	\$110,845
Computer Accessories		153	\$27.14	\$150,401
<b>Entertainment &amp; Recreation</b>		148	\$4,314.57	\$23,907,030
Fees and Admissions		168	\$971.18	\$5,381,322
Membership Fees for Clubs (2)		171	\$326.93	\$1,811,509
Fees for Participant Sports, excl. Trips		162	\$144.57	\$801,055
Tickets to Theatre/Operas/Concerts		174	\$91.89	\$509,186
Tickets to Movies/Museums/Parks		162	\$107.37	\$594,938
Admission to Sporting Events, excl. Trips		164	\$87.59	\$485,357
Fees for Recreational Lessons		172	\$211.42	\$1,171,458
Dating Services		204	\$1.41	\$7,818
TV/Video/Audio		143	\$1,723.18	\$9,548,164
Cable and Satellite Television Services		141	\$1,264.46	\$7,006,369
Televisions		149	\$163.78	\$907,508
Satellite Dishes		123	\$1.79	\$9,932
VCRs, Video Cameras, and DVD Players		153	\$12.38	\$68,623
Miscellaneous Video Equipment		128	\$9.82	\$54,402
Video Cassettes and DVDs		149	\$27.55	\$152,645
Video Game Hardware/Accessories		145	\$37.28	\$206,548
Video Game Software		145	\$20.04	\$111,063
Streaming/Downloaded Video		157	\$28.44	\$157,596
Rental of Video Cassettes and DVDs		148	\$24.10	\$133,537
Installation of Televisions		121	\$1.11	\$6,178
Audio (3)		154	\$125.96	\$697,965
Rental and Repair of TV/Radio/Sound Equipment		164	\$6.46	\$35,797
Pets		139	\$745.11	\$4,128,669
Toys/Games/Crafts/Hobbies (4)		143	\$163.04	\$903,415
Recreational Vehicles and Fees (5)		136	\$146.35	\$810,910
Sports/Recreation/Exercise Equipment (6)		148	\$245.26	\$1,358,958
Photo Equipment and Supplies (7)		154	\$84.55	\$468,505
Reading (8)		149	\$195.83	\$1,085,107
Catered Affairs (9)		155	\$40.06	\$221,981
<b>Food</b>		146	\$11,758.02	\$65,151,193
Food at Home		144	\$7,152.46	\$39,631,762
Bakery and Cereal Products		142	\$960.36	\$5,321,361
Meats, Poultry, Fish, and Eggs		142	\$1,574.36	\$8,723,534
Dairy Products		144	\$762.98	\$4,227,645
Fruits and Vegetables		148	\$1,418.63	\$7,860,609
Snacks and Other Food at Home (10)		142	\$2,436.13	\$13,498,614
Food Away from Home		149	\$4,605.56	\$25,519,430
Alcoholic Beverages		158	\$809.69	\$4,486,471

**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

23 West St, Annapolis, Maryland, 21401  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 38.97834  
Longitude: -76.49426

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	151	\$11,348.01	\$62,879,296
Value of Retirement Plans	151	\$39,654.84	\$219,727,448
Value of Other Financial Assets	138	\$1,561.82	\$8,654,063
Vehicle Loan Amount excluding Interest	134	\$3,271.41	\$18,126,902
Value of Credit Card Debt	149	\$849.62	\$4,707,743
<b>Health</b>			
Nonprescription Drugs	143	\$177.80	\$985,209
Prescription Drugs	131	\$550.87	\$3,052,393
Eyeglasses and Contact Lenses	145	\$129.97	\$720,167
<b>Home</b>			
Mortgage Payment and Basics (11)	146	\$12,522.35	\$69,386,321
Maintenance and Remodeling Services	141	\$2,471.76	\$13,696,002
Maintenance and Remodeling Materials (12)	119	\$431.14	\$2,388,939
Utilities, Fuel, and Public Services	139	\$6,772.27	\$37,525,142
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	153	\$133.24	\$738,308
Furniture	153	\$751.34	\$4,163,190
Rugs	160	\$39.03	\$216,288
Major Appliances (14)	142	\$402.11	\$2,228,075
Housewares (15)	147	\$122.93	\$681,168
Small Appliances	152	\$71.42	\$395,738
Luggage	160	\$14.80	\$82,014
Telephones and Accessories	146	\$103.90	\$575,720
<b>Household Operations</b>			
Child Care	161	\$681.46	\$3,775,972
Lawn and Garden (16)	141	\$573.25	\$3,176,394
Moving/Storage/Freight Express	167	\$106.11	\$587,931
Housekeeping Supplies (17)	142	\$1,000.33	\$5,542,808
<b>Insurance</b>			
Owners and Renters Insurance	127	\$587.53	\$3,255,506
Vehicle Insurance	142	\$1,589.15	\$8,805,464
Life/Other Insurance	145	\$598.59	\$3,316,796
Health Insurance	140	\$4,740.39	\$26,266,507
Personal Care Products (18)	149	\$645.29	\$3,575,531
School Books and Supplies (19)	151	\$248.47	\$1,376,755
Smoking Products	127	\$518.74	\$2,874,366
<b>Transportation</b>			
Payments on Vehicles excluding Leases	132	\$2,758.17	\$15,283,024
Gasoline and Motor Oil	135	\$4,135.99	\$22,917,522
Vehicle Maintenance and Repairs	143	\$1,485.62	\$8,231,833
<b>Travel</b>			
Airline Fares	169	\$768.86	\$4,260,238
Lodging on Trips	156	\$723.53	\$4,009,100
Auto/Truck Rental on Trips	161	\$38.65	\$214,141
Food and Drink on Trips	155	\$677.54	\$3,754,237

**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.

March 22, 2017



# Retail Goods and Services Expenditures

23 West St, Annapolis, Maryland, 21401  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 38.97834  
Longitude: -76.49426

- (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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March 22, 2017



# Retail Goods and Services Expenditures

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

Prepared by Esri  
 Latitude: 38.97834  
 Longitude: -76.49426

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Exurbanites (1E)	15.0%	Population	62,527	64,921
Urban Chic (2A)	13.4%	Households	24,004	24,899
Top Tier (1A)	11.7%	Families	13,568	13,970
Golden Years (9B)	9.2%	Median Age	36.4	37.4
Old and Newcomers (8F)	7.6%	Median Household Income	\$84,053	\$92,084
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		148	\$2,983.89	\$71,625,323
Men's		150	\$603.25	\$14,480,504
Women's		149	\$1,024.01	\$24,580,383
Children's		141	\$455.70	\$10,938,700
Footwear		146	\$627.43	\$15,060,819
Watches & Jewelry		153	\$159.15	\$3,820,335
Apparel Products and Services (1)		159	\$114.34	\$2,744,582
<b>Computer</b>				
Computers and Hardware for Home Use		154	\$267.31	\$6,416,522
Portable Memory		150	\$7.07	\$169,797
Computer Software		153	\$19.79	\$475,156
Computer Accessories		150	\$26.71	\$641,056
<b>Entertainment &amp; Recreation</b>		146	\$4,241.75	\$101,819,057
Fees and Admissions		162	\$934.28	\$22,426,379
Membership Fees for Clubs (2)		164	\$313.32	\$7,520,987
Fees for Participant Sports, excl. Trips		159	\$142.28	\$3,415,195
Tickets to Theatre/Operas/Concerts		167	\$88.06	\$2,113,869
Tickets to Movies/Museums/Parks		156	\$103.59	\$2,486,527
Admission to Sporting Events, excl. Trips		160	\$85.40	\$2,049,981
Fees for Recreational Lessons		163	\$200.35	\$4,809,162
Dating Services		186	\$1.28	\$30,658
TV/Video/Audio		141	\$1,698.54	\$40,771,648
Cable and Satellite Television Services		139	\$1,248.68	\$29,973,302
Televisions		147	\$161.23	\$3,870,126
Satellite Dishes		126	\$1.84	\$44,275
VCRs, Video Cameras, and DVD Players		150	\$12.13	\$291,179
Miscellaneous Video Equipment		133	\$10.27	\$246,403
Video Cassettes and DVDs		145	\$26.78	\$642,728
Video Game Hardware/Accessories		143	\$36.68	\$880,495
Video Game Software		144	\$19.87	\$476,920
Streaming/Downloaded Video		152	\$27.59	\$662,377
Rental of Video Cassettes and DVDs		145	\$23.68	\$568,428
Installation of Televisions		130	\$1.20	\$28,913
Audio (3)		150	\$122.53	\$2,941,236
Rental and Repair of TV/Radio/Sound Equipment		154	\$6.05	\$145,267
Pets		139	\$744.46	\$17,870,072
Toys/Games/Crafts/Hobbies (4)		140	\$160.15	\$3,844,274
Recreational Vehicles and Fees (5)		139	\$149.28	\$3,583,422
Sports/Recreation/Exercise Equipment (6)		145	\$239.54	\$5,749,873
Photo Equipment and Supplies (7)		150	\$82.79	\$1,987,181
Reading (8)		147	\$192.99	\$4,632,436
Catered Affairs (9)		154	\$39.73	\$953,772
<b>Food</b>		143	\$11,583.98	\$278,061,788
Food at Home		142	\$7,053.22	\$169,305,569
Bakery and Cereal Products		140	\$947.55	\$22,744,890
Meats, Poultry, Fish, and Eggs		140	\$1,554.65	\$37,317,919
Dairy Products		141	\$748.38	\$17,964,024
Fruits and Vegetables		145	\$1,388.28	\$33,324,306
Snacks and Other Food at Home (10)		141	\$2,414.37	\$57,954,430
Food Away from Home		146	\$4,530.75	\$108,756,218
Alcoholic Beverages		154	\$788.15	\$18,918,806

**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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# Retail Goods and Services Expenditures

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

Prepared by Esri  
 Latitude: 38.97834  
 Longitude: -76.49426

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	156	\$11,730.51	\$281,579,257
Value of Retirement Plans	150	\$39,412.05	\$946,046,777
Value of Other Financial Assets	146	\$1,647.88	\$39,555,820
Vehicle Loan Amount excluding Interest	137	\$3,342.70	\$80,238,167
Value of Credit Card Debt	145	\$826.75	\$19,845,246
<b>Health</b>			
Nonprescription Drugs	142	\$176.43	\$4,234,932
Prescription Drugs	133	\$556.70	\$13,362,970
Eyeglasses and Contact Lenses	143	\$127.64	\$3,063,950
<b>Home</b>			
Mortgage Payment and Basics (11)	146	\$12,469.67	\$299,321,991
Maintenance and Remodeling Services	142	\$2,496.26	\$59,920,118
Maintenance and Remodeling Materials (12)	125	\$452.38	\$10,858,992
Utilities, Fuel, and Public Services	138	\$6,730.22	\$161,552,214
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	149	\$129.64	\$3,111,957
Furniture	150	\$737.43	\$17,701,179
Rugs	156	\$37.97	\$911,390
Major Appliances (14)	142	\$401.09	\$9,627,671
Housewares (15)	146	\$122.20	\$2,933,344
Small Appliances	147	\$69.35	\$1,664,748
Luggage	158	\$14.56	\$349,477
Telephones and Accessories	144	\$102.57	\$2,462,182
<b>Household Operations</b>			
Child Care	153	\$648.26	\$15,560,734
Lawn and Garden (16)	141	\$575.92	\$13,824,425
Moving/Storage/Freight Express	160	\$101.24	\$2,430,281
Housekeeping Supplies (17)	141	\$994.39	\$23,869,231
<b>Insurance</b>			
Owners and Renters Insurance	131	\$604.25	\$14,504,405
Vehicle Insurance	141	\$1,578.32	\$37,885,978
Life/Other Insurance	143	\$593.47	\$14,245,762
Health Insurance	140	\$4,725.47	\$113,430,256
Personal Care Products (18)	146	\$634.26	\$15,224,808
School Books and Supplies (19)	148	\$242.72	\$5,826,337
Smoking Products	126	\$516.54	\$12,399,102
<b>Transportation</b>			
Payments on Vehicles excluding Leases	135	\$2,803.95	\$67,306,115
Gasoline and Motor Oil	135	\$4,158.92	\$99,830,774
Vehicle Maintenance and Repairs	142	\$1,475.25	\$35,411,969
<b>Travel</b>			
Airline Fares	162	\$736.98	\$17,690,486
Lodging on Trips	153	\$711.16	\$17,070,780
Auto/Truck Rental on Trips	158	\$37.85	\$908,521
Food and Drink on Trips	152	\$664.26	\$15,944,892

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March 22, 2017



# Retail Goods and Services Expenditures

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

Prepared by Esri  
Latitude: 38.97834  
Longitude: -76.49426

- (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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March 22, 2017



# Retail Goods and Services Expenditures

23 West St, Annapolis, Maryland, 21401  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.97834  
 Longitude: -76.49426

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Exurbanites (1E)	16.6%	Population	112,401	117,107
Top Tier (1A)	10.6%	Households	43,789	45,470
Enterprising Professionals (2D)	10.5%	Families	27,059	27,924
Urban Chic (2A)	9.7%	Median Age	40.1	41.0
Golden Years (9B)	7.3%	Median Household Income	\$93,124	\$102,930
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		156	\$3,132.88	\$137,185,897
Men's		158	\$633.26	\$27,729,668
Women's		158	\$1,081.76	\$47,369,151
Children's		146	\$469.32	\$20,551,030
Footwear		153	\$657.48	\$28,790,444
Watches & Jewelry		164	\$169.79	\$7,435,009
Apparel Products and Services (1)		168	\$121.28	\$5,310,595
<b>Computer</b>				
Computers and Hardware for Home Use		162	\$280.10	\$12,265,291
Portable Memory		157	\$7.38	\$323,346
Computer Software		161	\$20.77	\$909,418
Computer Accessories		161	\$28.68	\$1,255,802
<b>Entertainment &amp; Recreation</b>		155	\$4,523.43	\$198,076,559
Fees and Admissions		176	\$1,014.58	\$44,427,550
Membership Fees for Clubs (2)		178	\$341.57	\$14,956,982
Fees for Participant Sports, excl. Trips		175	\$156.15	\$6,837,460
Tickets to Theatre/Operas/Concerts		180	\$95.20	\$4,168,612
Tickets to Movies/Museums/Parks		164	\$109.02	\$4,773,999
Admission to Sporting Events, excl. Trips		172	\$91.42	\$4,003,135
Fees for Recreational Lessons		179	\$220.00	\$9,633,441
Dating Services		178	\$1.23	\$53,919
TV/Video/Audio		148	\$1,778.83	\$77,892,991
Cable and Satellite Television Services		146	\$1,309.98	\$57,362,552
Televisions		154	\$169.12	\$7,405,665
Satellite Dishes		137	\$2.00	\$87,551
VCRs, Video Cameras, and DVD Players		156	\$12.59	\$551,111
Miscellaneous Video Equipment		136	\$10.47	\$458,429
Video Cassettes and DVDs		148	\$27.44	\$1,201,556
Video Game Hardware/Accessories		144	\$36.85	\$1,613,475
Video Game Software		144	\$19.84	\$868,833
Streaming/Downloaded Video		155	\$28.23	\$1,236,165
Rental of Video Cassettes and DVDs		149	\$24.28	\$1,063,179
Installation of Televisions		148	\$1.36	\$59,554
Audio (3)		159	\$130.54	\$5,716,122
Rental and Repair of TV/Radio/Sound Equipment		156	\$6.14	\$268,798
Pets		150	\$801.29	\$35,087,695
Toys/Games/Crafts/Hobbies (4)		147	\$168.05	\$7,358,866
Recreational Vehicles and Fees (5)		154	\$165.82	\$7,261,298
Sports/Recreation/Exercise Equipment (6)		154	\$255.52	\$11,189,148
Photo Equipment and Supplies (7)		160	\$88.18	\$3,861,397
Reading (8)		158	\$206.88	\$9,058,910
Catered Affairs (9)		171	\$44.27	\$1,938,705
<b>Food</b>		150	\$12,124.93	\$530,938,345
Food at Home		148	\$7,371.07	\$322,771,740
Bakery and Cereal Products		147	\$991.30	\$43,408,079
Meats, Poultry, Fish, and Eggs		146	\$1,621.51	\$71,004,321
Dairy Products		147	\$782.48	\$34,263,915
Fruits and Vegetables		152	\$1,453.23	\$63,635,647
Snacks and Other Food at Home (10)		147	\$2,522.55	\$110,459,779
Food Away from Home		154	\$4,753.86	\$208,166,605
Alcoholic Beverages		162	\$828.25	\$36,268,137

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**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

23 West St, Annapolis, Maryland, 21401  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.97834  
 Longitude: -76.49426

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	177	\$13,268.57	\$581,017,389
Value of Retirement Plans	170	\$44,549.21	\$1,950,765,178
Value of Other Financial Assets	157	\$1,777.52	\$77,836,008
Vehicle Loan Amount excluding Interest	144	\$3,518.18	\$154,057,731
Value of Credit Card Debt	155	\$886.29	\$38,809,586
<b>Health</b>			
Nonprescription Drugs	151	\$187.58	\$8,213,900
Prescription Drugs	143	\$601.03	\$26,318,453
Eyeglasses and Contact Lenses	154	\$137.39	\$6,015,954
<b>Home</b>			
Mortgage Payment and Basics (11)	164	\$14,018.03	\$613,835,433
Maintenance and Remodeling Services	161	\$2,824.40	\$123,677,449
Maintenance and Remodeling Materials (12)	141	\$510.60	\$22,358,797
Utilities, Fuel, and Public Services	146	\$7,136.80	\$312,513,157
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	158	\$137.68	\$6,028,980
Furniture	158	\$778.84	\$34,104,788
Rugs	170	\$41.50	\$1,817,462
Major Appliances (14)	155	\$438.74	\$19,211,786
Housewares (15)	155	\$129.73	\$5,680,603
Small Appliances	155	\$72.98	\$3,195,915
Luggage	171	\$15.80	\$691,920
Telephones and Accessories	148	\$105.60	\$4,623,923
<b>Household Operations</b>			
Child Care	161	\$682.82	\$29,899,805
Lawn and Garden (16)	157	\$641.69	\$28,098,746
Moving/Storage/Freight Express	163	\$103.60	\$4,536,534
Housekeeping Supplies (17)	150	\$1,052.87	\$46,103,947
<b>Insurance</b>			
Owners and Renters Insurance	146	\$674.36	\$29,529,650
Vehicle Insurance	149	\$1,670.55	\$73,151,547
Life/Other Insurance	159	\$657.02	\$28,770,035
Health Insurance	151	\$5,093.38	\$223,033,805
Personal Care Products (18)	153	\$666.52	\$29,186,285
School Books and Supplies (19)	155	\$254.57	\$11,147,213
Smoking Products	127	\$520.91	\$22,809,965
<b>Transportation</b>			
Payments on Vehicles excluding Leases	143	\$2,977.81	\$130,395,395
Gasoline and Motor Oil	142	\$4,377.12	\$191,669,909
Vehicle Maintenance and Repairs	152	\$1,570.02	\$68,749,460
<b>Travel</b>			
Airline Fares	175	\$797.43	\$34,918,855
Lodging on Trips	168	\$781.08	\$34,202,924
Auto/Truck Rental on Trips	172	\$41.35	\$1,810,657
Food and Drink on Trips	165	\$722.41	\$31,633,493

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March 22, 2017



# Retail Goods and Services Expenditures

23 West St, Annapolis, Maryland, 21401  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 38.97834  
Longitude: -76.49426

- (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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