



# Market Profile

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,550	14,239	17,371
2010 Total Population	5,499	17,623	21,452
2017 Total Population	5,575	17,877	21,798
2017 Group Quarters	69	371	372
2022 Total Population	5,562	17,875	21,772
2017-2022 Annual Rate	-0.05%	0.00%	-0.02%
2017 Total Daytime Population	5,552	26,387	28,905
Workers	3,145	17,594	18,227
Residents	2,407	8,793	10,678
<b>Household Summary</b>			
2000 Households	1,822	6,106	7,377
2000 Average Household Size	2.45	2.24	2.28
2010 Households	2,056	7,452	9,061
2010 Average Household Size	2.64	2.32	2.33
2017 Households	2,055	7,488	9,132
2017 Average Household Size	2.68	2.34	2.35
2022 Households	2,040	7,462	9,094
2022 Average Household Size	2.69	2.35	2.35
2017-2022 Annual Rate	-0.15%	-0.07%	-0.08%
2010 Families	1,280	4,583	5,734
2010 Average Family Size	3.30	2.90	2.88
2017 Families	1,269	4,555	5,723
2017 Average Family Size	3.36	2.94	2.91
2022 Families	1,254	4,516	5,670
2022 Average Family Size	3.38	2.95	2.92
2017-2022 Annual Rate	-0.24%	-0.17%	-0.19%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,903	6,557	7,984
Owner Occupied Housing Units	49.7%	55.2%	58.9%
Renter Occupied Housing Units	46.1%	37.9%	33.5%
Vacant Housing Units	4.3%	6.9%	7.6%
2010 Housing Units	2,202	8,225	10,091
Owner Occupied Housing Units	51.5%	56.4%	59.2%
Renter Occupied Housing Units	41.8%	34.2%	30.6%
Vacant Housing Units	6.6%	9.4%	10.2%
2017 Housing Units	2,309	8,622	10,619
Owner Occupied Housing Units	47.9%	52.6%	55.3%
Renter Occupied Housing Units	41.1%	34.2%	30.7%
Vacant Housing Units	11.0%	13.2%	14.0%
2022 Housing Units	2,407	8,996	11,079
Owner Occupied Housing Units	45.8%	50.3%	52.9%
Renter Occupied Housing Units	39.0%	32.6%	29.2%
Vacant Housing Units	15.2%	17.1%	17.9%
<b>Median Household Income</b>			
2017	\$51,145	\$55,580	\$57,882
2022	\$58,788	\$63,549	\$66,203
<b>Median Home Value</b>			
2017	\$306,391	\$312,464	\$324,196
2022	\$327,352	\$337,124	\$348,412
<b>Per Capita Income</b>			
2017	\$26,516	\$31,803	\$34,024
2022	\$30,829	\$36,777	\$39,197
<b>Median Age</b>			
2010	37.7	42.7	44.2
2017	38.6	43.7	45.3
2022	39.6	44.6	46.1

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	2,055	7,488	9,132
<\$15,000	13.0%	10.8%	10.3%
\$15,000 - \$24,999	7.3%	8.1%	8.1%
\$25,000 - \$34,999	12.6%	12.0%	11.4%
\$35,000 - \$49,999	15.9%	13.2%	12.6%
\$50,000 - \$74,999	18.5%	19.5%	18.9%
\$75,000 - \$99,999	10.9%	12.7%	13.0%
\$100,000 - \$149,999	16.4%	15.0%	15.4%
\$150,000 - \$199,999	2.5%	3.9%	4.4%
\$200,000+	3.0%	4.9%	6.0%
Average Household Income	\$66,043	\$74,607	\$79,627
<b>2022 Households by Income</b>			
Household Income Base	2,040	7,462	9,094
<\$15,000	10.6%	8.6%	8.2%
\$15,000 - \$24,999	6.0%	6.5%	6.4%
\$25,000 - \$34,999	10.0%	9.4%	8.9%
\$35,000 - \$49,999	12.8%	10.4%	9.9%
\$50,000 - \$74,999	23.0%	23.4%	22.5%
\$75,000 - \$99,999	12.5%	14.4%	14.7%
\$100,000 - \$149,999	18.2%	16.8%	17.2%
\$150,000 - \$199,999	2.9%	4.5%	5.0%
\$200,000+	3.9%	5.9%	7.2%
Average Household Income	\$77,289	\$86,835	\$92,247
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,107	4,536	5,875
<\$50,000	2.6%	3.2%	3.0%
\$50,000 - \$99,999	3.2%	2.7%	3.0%
\$100,000 - \$149,999	5.8%	5.2%	5.3%
\$150,000 - \$199,999	6.6%	6.7%	6.1%
\$200,000 - \$249,999	14.2%	14.7%	13.4%
\$250,000 - \$299,999	15.4%	13.8%	12.1%
\$300,000 - \$399,999	36.0%	30.8%	29.1%
\$400,000 - \$499,999	10.1%	11.1%	11.8%
\$500,000 - \$749,999	3.6%	5.1%	6.2%
\$750,000 - \$999,999	1.0%	2.9%	3.6%
\$1,000,000 +	1.5%	3.9%	6.3%
Average Home Value	\$318,089	\$356,010	\$387,811
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,102	4,528	5,858
<\$50,000	1.7%	2.1%	1.9%
\$50,000 - \$99,999	2.1%	1.7%	1.9%
\$100,000 - \$149,999	3.7%	3.4%	3.4%
\$150,000 - \$199,999	3.9%	4.0%	3.7%
\$200,000 - \$249,999	9.3%	9.5%	8.6%
\$250,000 - \$299,999	17.9%	16.0%	14.0%
\$300,000 - \$399,999	41.5%	35.9%	33.9%
\$400,000 - \$499,999	12.0%	13.1%	13.7%
\$500,000 - \$749,999	4.4%	5.9%	7.0%
\$750,000 - \$999,999	1.4%	3.6%	4.3%
\$1,000,000 +	2.2%	4.8%	7.5%
Average Home Value	\$349,070	\$391,685	\$425,828

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	5,497	17,622	21,452
0 - 4	6.5%	5.9%	5.6%
5 - 9	7.2%	6.2%	6.0%
10 - 14	6.9%	5.9%	5.8%
15 - 24	13.3%	11.2%	10.9%
25 - 34	12.4%	11.4%	10.7%
35 - 44	14.6%	12.3%	11.9%
45 - 54	14.8%	13.5%	13.7%
55 - 64	10.8%	12.2%	13.0%
65 - 74	7.3%	10.0%	10.9%
75 - 84	4.3%	7.1%	7.3%
85 +	1.9%	4.4%	4.1%
18 +	75.0%	78.3%	78.8%
<b>2017 Population by Age</b>			
Total	5,574	17,875	21,797
0 - 4	5.9%	5.4%	5.2%
5 - 9	6.6%	5.9%	5.7%
10 - 14	7.0%	6.0%	5.9%
15 - 24	12.6%	10.7%	10.4%
25 - 34	13.1%	11.7%	11.2%
35 - 44	13.5%	11.7%	11.2%
45 - 54	13.8%	12.3%	12.4%
55 - 64	11.6%	12.4%	13.0%
65 - 74	9.2%	11.4%	12.3%
75 - 84	4.6%	7.6%	8.1%
85 +	2.0%	4.7%	4.5%
18 +	76.6%	79.4%	79.9%
<b>2022 Population by Age</b>			
Total	5,561	17,874	21,771
0 - 4	5.8%	5.3%	5.1%
5 - 9	5.7%	5.4%	5.2%
10 - 14	6.6%	6.0%	5.9%
15 - 24	13.2%	10.9%	10.5%
25 - 34	13.1%	11.3%	10.8%
35 - 44	12.4%	11.5%	11.3%
45 - 54	13.5%	11.8%	11.7%
55 - 64	12.0%	12.3%	12.8%
65 - 74	9.7%	12.0%	12.9%
75 - 84	5.9%	8.7%	9.2%
85 +	2.1%	4.8%	4.7%
18 +	78.1%	79.9%	80.5%
<b>2010 Population by Sex</b>			
Males	2,631	8,261	10,104
Females	2,868	9,362	11,348
<b>2017 Population by Sex</b>			
Males	2,681	8,420	10,305
Females	2,894	9,457	11,493
<b>2022 Population by Sex</b>			
Males	2,673	8,418	10,290
Females	2,889	9,457	11,482

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

August 24, 2017



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<b>2010 Population by Race/Ethnicity</b>			
Total	5,498	17,623	21,453
White Alone	67.4%	74.8%	76.9%
Black Alone	21.2%	16.1%	14.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	1.9%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.4%	4.8%	4.2%
Two or More Races	2.0%	2.0%	2.0%
Hispanic Origin	11.5%	9.2%	8.1%
Diversity Index	60.2	51.2	47.7
<b>2017 Population by Race/Ethnicity</b>			
Total	5,574	17,877	21,797
White Alone	65.7%	73.2%	75.4%
Black Alone	21.1%	16.3%	15.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.8%	1.9%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	6.0%	5.2%
Two or More Races	2.2%	2.3%	2.2%
Hispanic Origin	13.5%	11.0%	9.6%
Diversity Index	63.5	54.7	51.1
<b>2022 Population by Race/Ethnicity</b>			
Total	5,562	17,874	21,771
White Alone	65.7%	73.2%	75.4%
Black Alone	21.1%	16.3%	15.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.8%	1.9%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	5.9%	5.2%
Two or More Races	2.2%	2.3%	2.2%
Hispanic Origin	13.4%	10.9%	9.6%
Diversity Index	63.4	54.7	51.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,499	17,623	21,452
In Households	98.7%	97.9%	98.3%
In Family Households	80.4%	78.3%	79.6%
Householder	24.9%	25.9%	26.7%
Spouse	16.7%	18.7%	19.9%
Child	30.8%	26.9%	26.6%
Other relative	4.6%	3.9%	3.7%
Nonrelative	3.5%	2.9%	2.7%
In Nonfamily Households	18.3%	19.6%	18.7%
In Group Quarters	1.3%	2.1%	1.7%
Institutionalized Population	1.1%	2.0%	1.6%
Noninstitutionalized Population	0.2%	0.1%	0.1%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	3,779	12,849	15,860
Less than 9th Grade	6.1%	7.1%	6.5%
9th - 12th Grade, No Diploma	7.8%	6.9%	6.5%
High School Graduate	27.3%	23.9%	23.3%
GED/Alternative Credential	3.7%	3.4%	3.4%
Some College, No Degree	24.6%	21.2%	21.0%
Associate Degree	8.5%	7.1%	6.8%
Bachelor's Degree	14.0%	16.9%	18.1%
Graduate/Professional Degree	8.0%	13.5%	14.5%
<b>2017 Population 15+ by Marital Status</b>			
Total	4,485	14,768	18,126
Never Married	28.1%	26.7%	25.9%
Married	50.0%	51.7%	52.9%
Widowed	6.6%	8.7%	8.6%
Divorced	15.4%	12.9%	12.6%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.5%	98.1%	98.1%
Civilian Unemployed (Unemployment Rate)	1.5%	1.9%	1.9%
<b>2017 Employed Population 16+ by Industry</b>			
Total	3,230	9,177	11,222
Agriculture/Mining	0.2%	0.5%	0.9%
Construction	5.2%	5.4%	5.7%
Manufacturing	5.7%	6.0%	5.5%
Wholesale Trade	2.9%	2.4%	2.3%
Retail Trade	11.5%	10.8%	10.3%
Transportation/Utilities	6.2%	4.8%	4.9%
Information	0.7%	1.4%	1.3%
Finance/Insurance/Real Estate	4.5%	5.5%	6.0%
Services	56.1%	57.5%	57.4%
Public Administration	7.0%	5.7%	5.7%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	3,229	9,177	11,220
White Collar	56.8%	59.1%	60.0%
Management/Business/Financial	10.8%	12.0%	12.7%
Professional	21.5%	23.7%	23.5%
Sales	13.1%	12.7%	12.6%
Administrative Support	11.4%	10.6%	11.2%
Services	22.3%	24.8%	24.0%
Blue Collar	20.8%	16.1%	16.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.9%	4.5%	4.3%
Installation/Maintenance/Repair	3.4%	2.2%	2.3%
Production	6.0%	4.3%	3.9%
Transportation/Material Moving	5.4%	5.1%	5.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,499	17,623	21,452
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	90.5%	88.7%	79.8%
Rural Population	9.5%	11.3%	20.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	2,056	7,452	9,061
Households with 1 Person	31.3%	32.4%	30.9%
Households with 2+ People	68.7%	67.6%	69.1%
Family Households	62.3%	61.5%	63.3%
Husband-wife Families	41.5%	44.4%	47.2%
With Related Children	20.1%	16.9%	17.2%
Other Family (No Spouse Present)	20.8%	17.0%	16.1%
Other Family with Male Householder	5.2%	4.3%	4.1%
With Related Children	3.2%	2.6%	2.4%
Other Family with Female Householder	15.7%	12.8%	12.0%
With Related Children	10.3%	8.5%	7.9%
Nonfamily Households	6.4%	6.1%	5.8%
All Households with Children	34.3%	28.5%	28.0%
Multigenerational Households	3.9%	3.0%	3.0%
Unmarried Partner Households	7.7%	6.5%	6.2%
Male-female	7.1%	5.9%	5.6%
Same-sex	0.6%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	2,058	7,453	9,059
1 Person Household	31.3%	32.4%	30.9%
2 Person Household	30.5%	35.5%	37.0%
3 Person Household	15.0%	13.1%	13.2%
4 Person Household	12.3%	10.9%	11.0%
5 Person Household	6.6%	5.0%	4.9%
6 Person Household	2.8%	2.0%	1.9%
7 + Person Household	1.5%	1.1%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,056	7,452	9,061
Owner Occupied	55.2%	62.3%	65.9%
Owned with a Mortgage/Loan	43.6%	43.7%	45.5%
Owned Free and Clear	11.6%	18.6%	20.4%
Renter Occupied	44.8%	37.7%	34.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,202	8,225	10,091
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	91.4%	88.5%	79.4%
Rural Housing Units	8.6%	11.5%	20.6%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
<b>2.</b>	Soccer Moms (4A)	Retirement Communities	Comfortable Empty Nesters
<b>3.</b>	Midlife Constants (5E)	Comfortable Empty Nesters	Retirement Communities
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,664,190	\$14,709,612	\$19,044,400
Average Spent	\$1,783.06	\$1,964.42	\$2,085.46
Spending Potential Index	83	91	97
Education: Total \$	\$2,426,360	\$9,871,180	\$12,801,003
Average Spent	\$1,180.71	\$1,318.27	\$1,401.77
Spending Potential Index	81	91	96
Entertainment/Recreation: Total \$	\$5,267,369	\$21,671,063	\$28,189,735
Average Spent	\$2,563.20	\$2,894.11	\$3,086.92
Spending Potential Index	82	93	99
Food at Home: Total \$	\$8,564,337	\$34,902,303	\$44,958,220
Average Spent	\$4,167.56	\$4,661.10	\$4,923.15
Spending Potential Index	83	93	98
Food Away from Home: Total \$	\$5,727,345	\$23,061,633	\$29,798,648
Average Spent	\$2,787.03	\$3,079.81	\$3,263.10
Spending Potential Index	84	92	98
Health Care: Total \$	\$9,387,926	\$39,964,398	\$52,178,600
Average Spent	\$4,568.33	\$5,337.13	\$5,713.82
Spending Potential Index	82	95	102
HH Furnishings & Equipment: Total \$	\$3,322,978	\$13,582,626	\$17,682,728
Average Spent	\$1,617.02	\$1,813.92	\$1,936.35
Spending Potential Index	83	93	100
Personal Care Products & Services: Total \$	\$1,366,051	\$5,624,314	\$7,304,579
Average Spent	\$664.75	\$751.11	\$799.89
Spending Potential Index	83	94	100
Shelter: Total \$	\$27,537,944	\$113,025,652	\$145,917,058
Average Spent	\$13,400.46	\$15,094.24	\$15,978.65
Spending Potential Index	83	93	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,957,366	\$16,924,321	\$22,205,455
Average Spent	\$1,925.73	\$2,260.19	\$2,431.61
Spending Potential Index	82	97	104
Travel: Total \$	\$3,447,518	\$14,395,950	\$18,938,679
Average Spent	\$1,677.62	\$1,922.54	\$2,073.88
Spending Potential Index	81	93	100
Vehicle Maintenance & Repairs: Total \$	\$1,815,102	\$7,472,862	\$9,704,740
Average Spent	\$883.26	\$997.98	\$1,062.72
Spending Potential Index	82	93	99

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Old and Newcomers (8F)	60.7%	Population	5,575	5,562
Soccer Moms (4A)	33.2%	Households	2,055	2,040
Midlife Constants (5E)	6.1%	Families	1,269	1,254
Top Tier (1A)	0.0%	Median Age	38.6	39.6
Professional Pride (1B)	0.0%	Median Household Income	\$51,145	\$58,788
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		83	\$1,783.06	\$3,664,190
Men's		83	\$349.31	\$717,826
Women's		82	\$606.77	\$1,246,917
Children's		84	\$279.90	\$575,187
Footwear		83	\$382.95	\$786,954
Watches & Jewelry		81	\$96.64	\$198,605
Apparel Products and Services (1)		83	\$67.49	\$138,701
<b>Computer</b>				
Computers and Hardware for Home Use		85	\$146.15	\$300,331
Portable Memory		87	\$4.62	\$9,492
Computer Software		85	\$9.81	\$20,160
Computer Accessories		84	\$15.19	\$31,220
<b>Entertainment &amp; Recreation</b>		82	\$2,563.20	\$5,267,369
Fees and Admissions		81	\$518.09	\$1,064,674
Membership Fees for Clubs (2)		80	\$169.16	\$347,617
Fees for Participant Sports, excl. Trips		85	\$83.89	\$172,396
Tickets to Theatre/Operas/Concerts		80	\$47.91	\$98,446
Tickets to Movies/Museums/Parks		83	\$64.13	\$131,780
Admission to Sporting Events, excl. Trips		85	\$47.18	\$96,958
Fees for Recreational Lessons		79	\$105.07	\$215,927
Dating Services		93	\$0.75	\$1,551
TV/Video/Audio		83	\$1,060.71	\$2,179,765
Cable and Satellite Television Services		82	\$782.50	\$1,608,046
Televisions		84	\$99.85	\$205,199
Satellite Dishes		86	\$1.25	\$2,562
VCRs, Video Cameras, and DVD Players		86	\$5.61	\$11,521
Miscellaneous Video Equipment		83	\$7.98	\$16,408
Video Cassettes and DVDs		84	\$12.85	\$26,406
Video Game Hardware/Accessories		86	\$25.20	\$51,779
Video Game Software		90	\$13.88	\$28,529
Streaming/Downloaded Video		87	\$22.16	\$45,542
Rental of Video Cassettes and DVDs		85	\$12.91	\$26,540
Installation of Televisions		84	\$0.75	\$1,546
Audio (3)		81	\$72.35	\$148,682
Rental and Repair of TV/Radio/Sound Equipment		85	\$3.41	\$7,006
Pets		82	\$486.00	\$998,731
Toys/Games/Crafts/Hobbies (4)		83	\$101.12	\$207,806
Recreational Vehicles and Fees (5)		80	\$81.48	\$167,444
Sports/Recreation/Exercise Equipment (6)		83	\$141.78	\$291,350
Photo Equipment and Supplies (7)		84	\$46.40	\$95,347
Reading (8)		82	\$102.66	\$210,974
Catered Affairs (9)		82	\$24.95	\$51,277
<b>Food</b>		83	\$6,954.59	\$14,291,682
Food at Home		83	\$4,167.56	\$8,564,337
Bakery and Cereal Products		83	\$547.46	\$1,125,035
Meats, Poultry, Fish, and Eggs		82	\$942.19	\$1,936,191
Dairy Products		82	\$438.27	\$900,654
Fruits and Vegetables		82	\$803.30	\$1,650,784
Snacks and Other Food at Home (10)		83	\$1,436.34	\$2,951,673
Food Away from Home		84	\$2,787.03	\$5,727,345
Alcoholic Beverages		83	\$463.76	\$953,026

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.





# Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.78814  
 Longitude: -76.05936

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	81	\$4,989.56	\$10,253,542
Value of Retirement Plans	79	\$19,263.51	\$39,586,514
Value of Other Financial Assets	82	\$1,071.01	\$2,200,928
Vehicle Loan Amount excluding Interest	83	\$2,258.18	\$4,640,559
Value of Credit Card Debt	82	\$477.83	\$981,937
<b>Health</b>			
Nonprescription Drugs	82	\$104.67	\$215,101
Prescription Drugs	82	\$316.50	\$650,407
Eyeglasses and Contact Lenses	82	\$77.64	\$159,546
<b>Home</b>			
Mortgage Payment and Basics (11)	80	\$6,868.20	\$14,114,152
Maintenance and Remodeling Services	79	\$1,534.42	\$3,153,224
Maintenance and Remodeling Materials (12)	76	\$307.20	\$631,306
Utilities, Fuel, and Public Services	82	\$4,106.55	\$8,438,958
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	83	\$79.36	\$163,083
Furniture	84	\$481.02	\$988,502
Rugs	80	\$18.69	\$38,400
Major Appliances (14)	82	\$261.73	\$537,862
Housewares (15)	84	\$79.65	\$163,681
Small Appliances	83	\$40.01	\$82,218
Luggage	82	\$9.70	\$19,928
Telephones and Accessories	87	\$60.49	\$124,307
<b>Household Operations</b>			
Child Care	81	\$388.38	\$798,121
Lawn and Garden (16)	80	\$337.46	\$693,472
Moving/Storage/Freight Express	87	\$55.35	\$113,748
Housekeeping Supplies (17)	83	\$590.58	\$1,213,632
<b>Insurance</b>			
Owners and Renters Insurance	80	\$414.54	\$851,885
Vehicle Insurance	82	\$970.53	\$1,994,447
Life/Other Insurance	79	\$338.13	\$694,863
Health Insurance	82	\$2,979.07	\$6,121,993
Personal Care Products (18)	83	\$392.37	\$806,315
School Books and Supplies (19)	84	\$130.10	\$267,352
Smoking Products	83	\$346.11	\$711,258
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$1,868.37	\$3,839,493
Gasoline and Motor Oil	82	\$2,286.04	\$4,697,805
Vehicle Maintenance and Repairs	82	\$883.26	\$1,815,102
<b>Travel</b>			
Airline Fares	81	\$410.82	\$844,230
Lodging on Trips	81	\$423.32	\$869,927
Auto/Truck Rental on Trips	82	\$21.55	\$44,283
Food and Drink on Trips	81	\$400.60	\$823,224

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**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

- (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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August 24, 2017



# Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.78814  
 Longitude: -76.05936

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Old and Newcomers (8F)	27.9%	Population	17,877	17,875
Retirement Communities (9E)	21.5%	Households	7,488	7,462
Comfortable Empty Nesters (5A)	16.1%	Families	4,555	4,516
Soccer Moms (4A)	13.4%	Median Age	43.7	44.6
Midlife Constants (5E)	8.3%	Median Household Income	\$55,580	\$63,549
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$1,964.42	\$14,709,612
Men's		92	\$387.90	\$2,904,564
Women's		92	\$682.72	\$5,112,203
Children's		87	\$290.96	\$2,178,729
Footwear		90	\$417.80	\$3,128,515
Watches & Jewelry		93	\$109.79	\$822,093
Apparel Products and Services (1)		92	\$75.25	\$563,507
<b>Computer</b>				
Computers and Hardware for Home Use		93	\$161.10	\$1,206,325
Portable Memory		94	\$4.98	\$37,271
Computer Software		94	\$10.81	\$80,943
Computer Accessories		95	\$17.20	\$128,800
<b>Entertainment &amp; Recreation</b>		93	\$2,894.11	\$21,671,063
Fees and Admissions		92	\$584.70	\$4,378,217
Membership Fees for Clubs (2)		94	\$196.90	\$1,474,355
Fees for Participant Sports, excl. Trips		96	\$95.31	\$713,650
Tickets to Theatre/Operas/Concerts		94	\$55.82	\$418,017
Tickets to Movies/Museums/Parks		90	\$69.42	\$519,849
Admission to Sporting Events, excl. Trips		95	\$52.95	\$396,502
Fees for Recreational Lessons		85	\$113.50	\$849,876
Dating Services		99	\$0.80	\$5,969
TV/Video/Audio		94	\$1,201.81	\$8,999,182
Cable and Satellite Television Services		94	\$897.84	\$6,723,053
Televisions		93	\$110.89	\$830,321
Satellite Dishes		90	\$1.31	\$9,818
VCRs, Video Cameras, and DVD Players		93	\$6.08	\$45,500
Miscellaneous Video Equipment		92	\$8.83	\$66,136
Video Cassettes and DVDs		91	\$13.92	\$104,204
Video Game Hardware/Accessories		90	\$26.32	\$197,087
Video Game Software		93	\$14.37	\$107,589
Streaming/Downloaded Video		92	\$23.53	\$176,196
Rental of Video Cassettes and DVDs		90	\$13.72	\$102,752
Installation of Televisions		100	\$0.89	\$6,640
Audio (3)		90	\$80.41	\$602,107
Rental and Repair of TV/Radio/Sound Equipment		92	\$3.71	\$27,779
Pets		93	\$552.73	\$4,138,814
Toys/Games/Crafts/Hobbies (4)		91	\$110.23	\$825,424
Recreational Vehicles and Fees (5)		90	\$91.69	\$686,563
Sports/Recreation/Exercise Equipment (6)		89	\$152.99	\$1,145,572
Photo Equipment and Supplies (7)		91	\$50.69	\$379,574
Reading (8)		97	\$120.87	\$905,052
Catered Affairs (9)		93	\$28.40	\$212,664
<b>Food</b>		93	\$7,740.91	\$57,963,937
Food at Home		93	\$4,661.10	\$34,902,303
Bakery and Cereal Products		93	\$615.64	\$4,609,931
Meats, Poultry, Fish, and Eggs		92	\$1,052.14	\$7,878,410
Dairy Products		92	\$492.75	\$3,689,732
Fruits and Vegetables		93	\$903.21	\$6,763,268
Snacks and Other Food at Home (10)		93	\$1,597.35	\$11,960,963
Food Away from Home		92	\$3,079.81	\$23,061,633
Alcoholic Beverages		94	\$520.28	\$3,895,885

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# Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.78814  
 Longitude: -76.05936

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	101	\$6,279.36	\$47,019,828
Value of Retirement Plans	96	\$23,344.85	\$174,806,225
Value of Other Financial Assets	101	\$1,314.64	\$9,843,989
Vehicle Loan Amount excluding Interest	91	\$2,475.79	\$18,538,712
Value of Credit Card Debt	92	\$538.74	\$4,034,098
<b>Health</b>			
Nonprescription Drugs	95	\$121.18	\$907,390
Prescription Drugs	97	\$378.12	\$2,831,358
Eyeglasses and Contact Lenses	95	\$89.31	\$668,769
<b>Home</b>			
Mortgage Payment and Basics (11)	91	\$7,875.16	\$58,969,219
Maintenance and Remodeling Services	95	\$1,844.16	\$13,809,040
Maintenance and Remodeling Materials (12)	88	\$357.09	\$2,673,872
Utilities, Fuel, and Public Services	93	\$4,674.05	\$34,999,309
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$89.04	\$666,705
Furniture	93	\$533.51	\$3,994,920
Rugs	94	\$21.91	\$164,071
Major Appliances (14)	93	\$298.47	\$2,234,934
Housewares (15)	95	\$89.97	\$673,706
Small Appliances	94	\$45.21	\$338,501
Luggage	92	\$10.92	\$81,759
Telephones and Accessories	95	\$65.83	\$492,963
<b>Household Operations</b>			
Child Care	85	\$407.89	\$3,054,261
Lawn and Garden (16)	96	\$401.17	\$3,003,970
Moving/Storage/Freight Express	94	\$60.42	\$452,413
Housekeeping Supplies (17)	94	\$671.10	\$5,025,208
<b>Insurance</b>			
Owners and Renters Insurance	95	\$493.03	\$3,691,821
Vehicle Insurance	93	\$1,094.20	\$8,193,396
Life/Other Insurance	93	\$396.56	\$2,969,406
Health Insurance	95	\$3,472.13	\$25,999,330
Personal Care Products (18)	93	\$437.96	\$3,279,463
School Books and Supplies (19)	91	\$140.66	\$1,053,290
Smoking Products	92	\$383.30	\$2,870,116
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,050.53	\$15,354,354
Gasoline and Motor Oil	91	\$2,532.14	\$18,960,630
Vehicle Maintenance and Repairs	93	\$997.98	\$7,472,862
<b>Travel</b>			
Airline Fares	92	\$468.91	\$3,511,183
Lodging on Trips	93	\$489.21	\$3,663,234
Auto/Truck Rental on Trips	92	\$24.16	\$180,940
Food and Drink on Trips	93	\$458.71	\$3,434,822

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## Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

- (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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# Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.78814  
 Longitude: -76.05936

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Old and Newcomers (8F)	22.8%	Population	21,798	21,772
Comfortable Empty Nesters (5A)	18.2%	Households	9,132	9,094
Retirement Communities (9E)	17.6%	Families	5,723	5,670
Soccer Moms (4A)	11.2%	Median Age	45.3	46.1
Silver & Gold (9A)	10.3%	Median Household Income	\$57,882	\$66,203
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		97	\$2,085.46	\$19,044,400
Men's		97	\$411.71	\$3,759,779
Women's		98	\$727.57	\$6,644,182
Children's		91	\$305.05	\$2,785,686
Footwear		96	\$442.81	\$4,043,781
Watches & Jewelry		99	\$117.65	\$1,074,396
Apparel Products and Services (1)		99	\$80.66	\$736,576
<b>Computer</b>				
Computers and Hardware for Home Use		99	\$170.65	\$1,558,385
Portable Memory		98	\$5.23	\$47,730
Computer Software		99	\$11.40	\$104,081
Computer Accessories		101	\$18.34	\$167,497
<b>Entertainment &amp; Recreation</b>		99	\$3,086.92	\$28,189,735
Fees and Admissions		99	\$629.84	\$5,751,684
Membership Fees for Clubs (2)		101	\$213.38	\$1,948,553
Fees for Participant Sports, excl. Trips		103	\$102.54	\$936,431
Tickets to Theatre/Operas/Concerts		101	\$60.09	\$548,746
Tickets to Movies/Museums/Parks		96	\$73.58	\$671,942
Admission to Sporting Events, excl. Trips		102	\$56.68	\$517,605
Fees for Recreational Lessons		92	\$122.76	\$1,121,008
Dating Services		100	\$0.81	\$7,400
TV/Video/Audio		99	\$1,270.33	\$11,600,695
Cable and Satellite Television Services		100	\$949.63	\$8,672,006
Televisions		98	\$117.25	\$1,070,737
Satellite Dishes		97	\$1.40	\$12,785
VCRs, Video Cameras, and DVD Players		97	\$6.36	\$58,094
Miscellaneous Video Equipment		98	\$9.38	\$85,676
Video Cassettes and DVDs		96	\$14.60	\$133,317
Video Game Hardware/Accessories		93	\$27.30	\$249,285
Video Game Software		96	\$14.80	\$135,110
Streaming/Downloaded Video		96	\$24.61	\$224,708
Rental of Video Cassettes and DVDs		94	\$14.36	\$131,142
Installation of Televisions		110	\$0.98	\$8,910
Audio (3)		96	\$85.84	\$783,867
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.84	\$35,058
Pets		99	\$592.96	\$5,414,922
Toys/Games/Crafts/Hobbies (4)		96	\$116.65	\$1,065,264
Recreational Vehicles and Fees (5)		98	\$99.67	\$910,178
Sports/Recreation/Exercise Equipment (6)		95	\$163.17	\$1,490,023
Photo Equipment and Supplies (7)		97	\$53.94	\$492,621
Reading (8)		103	\$129.44	\$1,182,077
Catered Affairs (9)		102	\$30.91	\$282,270
<b>Food</b>		98	\$8,186.25	\$74,756,868
Food at Home		98	\$4,923.15	\$44,958,220
Bakery and Cereal Products		98	\$650.26	\$5,938,185
Meats, Poultry, Fish, and Eggs		97	\$1,110.50	\$10,141,052
Dairy Products		98	\$520.68	\$4,754,818
Fruits and Vegetables		98	\$954.89	\$8,720,048
Snacks and Other Food at Home (10)		98	\$1,686.83	\$15,404,116
Food Away from Home		98	\$3,263.10	\$29,798,648
Alcoholic Beverages		99	\$553.13	\$5,051,181

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	111	\$6,908.46	\$63,088,081
Value of Retirement Plans	105	\$25,603.29	\$233,809,242
Value of Other Financial Assets	110	\$1,430.60	\$13,064,198
Vehicle Loan Amount excluding Interest	96	\$2,625.70	\$23,977,888
Value of Credit Card Debt	98	\$574.26	\$5,244,118
<b>Health</b>			
Nonprescription Drugs	101	\$129.07	\$1,178,655
Prescription Drugs	104	\$404.85	\$3,697,115
Eyeglasses and Contact Lenses	101	\$95.55	\$872,525
<b>Home</b>			
Mortgage Payment and Basics (11)	100	\$8,577.51	\$78,329,824
Maintenance and Remodeling Services	104	\$2,022.94	\$18,473,470
Maintenance and Remodeling Materials (12)	96	\$389.64	\$3,558,216
Utilities, Fuel, and Public Services	99	\$4,963.75	\$45,328,989
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	99	\$94.73	\$865,106
Furniture	99	\$566.99	\$5,177,778
Rugs	102	\$23.58	\$215,312
Major Appliances (14)	100	\$321.70	\$2,937,772
Housewares (15)	101	\$95.89	\$875,680
Small Appliances	99	\$47.84	\$436,861
Luggage	99	\$11.71	\$106,939
Telephones and Accessories	100	\$69.14	\$631,417
<b>Household Operations</b>			
Child Care	90	\$430.95	\$3,935,401
Lawn and Garden (16)	104	\$435.92	\$3,980,852
Moving/Storage/Freight Express	99	\$63.10	\$576,213
Housekeeping Supplies (17)	100	\$713.14	\$6,512,433
<b>Insurance</b>			
Owners and Renters Insurance	103	\$534.31	\$4,879,322
Vehicle Insurance	99	\$1,161.03	\$10,602,509
Life/Other Insurance	101	\$430.90	\$3,935,019
Health Insurance	102	\$3,715.85	\$33,933,099
Personal Care Products (18)	99	\$464.19	\$4,238,961
School Books and Supplies (19)	96	\$148.51	\$1,356,200
Smoking Products	96	\$398.97	\$3,643,416
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,178.26	\$19,891,901
Gasoline and Motor Oil	97	\$2,680.62	\$24,479,394
Vehicle Maintenance and Repairs	99	\$1,062.72	\$9,704,740
<b>Travel</b>			
Airline Fares	99	\$504.83	\$4,610,082
Lodging on Trips	101	\$529.07	\$4,831,465
Auto/Truck Rental on Trips	99	\$26.08	\$238,124
Food and Drink on Trips	100	\$494.32	\$4,514,156

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Goods and Services Expenditures

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

- (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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 24, 2017





# Business Summary

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

<b>Data for all businesses in area</b>	<b>1 mile</b>				<b>3 miles</b>				<b>5 miles</b>			
Total Businesses:	299				1,528				1,635			
Total Employees:	2,967				18,766				19,715			
Total Residential Population:	5,575				17,877				21,798			
Employee/Residential Population Ratio (per 100 Residents)	53				105				90			
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	2.3%	42	1.4%	31	2.0%	194	1.0%	37	2.3%	224	1.1%
Construction	24	8.0%	168	5.7%	112	7.3%	758	4.0%	129	7.9%	835	4.2%
Manufacturing	7	2.3%	169	5.7%	41	2.7%	1,281	6.8%	46	2.8%	1,425	7.2%
Transportation	11	3.7%	42	1.4%	38	2.5%	178	0.9%	41	2.5%	191	1.0%
Communication	2	0.7%	10	0.3%	7	0.5%	48	0.3%	7	0.4%	48	0.2%
Utility	2	0.7%	18	0.6%	8	0.5%	133	0.7%	9	0.6%	139	0.7%
Wholesale Trade	13	4.3%	86	2.9%	50	3.3%	417	2.2%	54	3.3%	469	2.4%
<b>Retail Trade Summary</b>	<b>74</b>	<b>24.7%</b>	<b>1,214</b>	<b>40.9%</b>	<b>312</b>	<b>20.4%</b>	<b>5,033</b>	<b>26.8%</b>	<b>326</b>	<b>19.9%</b>	<b>5,226</b>	<b>26.5%</b>
Home Improvement	8	2.7%	111	3.7%	24	1.6%	496	2.6%	27	1.7%	523	2.7%
General Merchandise Stores	3	1.0%	201	6.8%	14	0.9%	759	4.0%	14	0.9%	773	3.9%
Food Stores	5	1.7%	191	6.4%	31	2.0%	783	4.2%	33	2.0%	800	4.1%
Auto Dealers, Gas Stations, Auto Aftermarket	8	2.7%	78	2.6%	30	2.0%	448	2.4%	32	2.0%	480	2.4%
Apparel & Accessory Stores	2	0.7%	8	0.3%	15	1.0%	55	0.3%	15	0.9%	55	0.3%
Furniture & Home Furnishings	8	2.7%	40	1.3%	30	2.0%	108	0.6%	31	1.9%	110	0.6%
Eating & Drinking Places	18	6.0%	465	15.7%	72	4.7%	1,798	9.6%	74	4.5%	1,877	9.5%
Miscellaneous Retail	22	7.4%	121	4.1%	97	6.3%	587	3.1%	100	6.1%	608	3.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>32</b>	<b>10.7%</b>	<b>214</b>	<b>7.2%</b>	<b>153</b>	<b>10.0%</b>	<b>1,350</b>	<b>7.2%</b>	<b>162</b>	<b>9.9%</b>	<b>1,388</b>	<b>7.0%</b>
Banks, Savings & Lending Institutions	6	2.0%	38	1.3%	29	1.9%	342	1.8%	29	1.8%	343	1.7%
Securities Brokers	3	1.0%	19	0.6%	21	1.4%	137	0.7%	22	1.3%	139	0.7%
Insurance Carriers & Agents	9	3.0%	55	1.9%	32	2.1%	288	1.5%	34	2.1%	291	1.5%
Real Estate, Holding, Other Investment Offices	13	4.3%	102	3.4%	71	4.6%	582	3.1%	77	4.7%	615	3.1%
<b>Services Summary</b>	<b>110</b>	<b>36.8%</b>	<b>878</b>	<b>29.6%</b>	<b>645</b>	<b>42.2%</b>	<b>7,798</b>	<b>41.6%</b>	<b>686</b>	<b>42.0%</b>	<b>8,134</b>	<b>41.3%</b>
Hotels & Lodging	5	1.7%	74	2.5%	15	1.0%	253	1.3%	16	1.0%	258	1.3%
Automotive Services	14	4.7%	78	2.6%	46	3.0%	243	1.3%	50	3.1%	258	1.3%
Motion Pictures & Amusements	6	2.0%	19	0.6%	28	1.8%	184	1.0%	32	2.0%	233	1.2%
Health Services	14	4.7%	148	5.0%	139	9.1%	3,124	16.6%	142	8.7%	3,153	16.0%
Legal Services	2	0.7%	12	0.4%	23	1.5%	151	0.8%	24	1.5%	154	0.8%
Education Institutions & Libraries	3	1.0%	102	3.4%	22	1.4%	836	4.5%	24	1.5%	956	4.8%
Other Services	66	22.1%	444	15.0%	371	24.3%	3,007	16.0%	399	24.4%	3,123	15.8%
<b>Government</b>	<b>9</b>	<b>3.0%</b>	<b>118</b>	<b>4.0%</b>	<b>82</b>	<b>5.4%</b>	<b>1,545</b>	<b>8.2%</b>	<b>86</b>	<b>5.3%</b>	<b>1,603</b>	<b>8.1%</b>
<b>Unclassified Establishments</b>	<b>9</b>	<b>3.0%</b>	<b>7</b>	<b>0.2%</b>	<b>48</b>	<b>3.1%</b>	<b>32</b>	<b>0.2%</b>	<b>53</b>	<b>3.2%</b>	<b>33</b>	<b>0.2%</b>
<b>Totals</b>	<b>299</b>	<b>100.0%</b>	<b>2,967</b>	<b>100.0%</b>	<b>1,528</b>	<b>100.0%</b>	<b>18,766</b>	<b>100.0%</b>	<b>1,635</b>	<b>100.0%</b>	<b>19,715</b>	<b>100.0%</b>

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



# Business Summary

8600-8698 Alicia Dr, Easton, Maryland, 21601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.78814  
Longitude: -76.05936

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	6	0.2%	8	0.5%	44	0.2%	10	0.6%	50	0.3%
Mining	0	0.0%	0	0.0%	2	0.1%	12	0.1%	2	0.1%	12	0.1%
Utilities	1	0.3%	12	0.4%	5	0.3%	43	0.2%	5	0.3%	44	0.2%
Construction	25	8.4%	170	5.7%	118	7.7%	804	4.3%	135	8.3%	885	4.5%
Manufacturing	7	2.3%	69	2.3%	39	2.6%	634	3.4%	43	2.6%	716	3.6%
Wholesale Trade	13	4.3%	86	2.9%	50	3.3%	417	2.2%	54	3.3%	469	2.4%
Retail Trade	55	18.4%	727	24.5%	234	15.3%	3,185	17.0%	245	15.0%	3,297	16.7%
Motor Vehicle & Parts Dealers	7	2.3%	75	2.5%	24	1.6%	424	2.3%	26	1.6%	456	2.3%
Furniture & Home Furnishings Stores	3	1.0%	28	0.9%	16	1.0%	68	0.4%	16	1.0%	69	0.3%
Electronics & Appliance Stores	5	1.7%	13	0.4%	12	0.8%	34	0.2%	12	0.7%	35	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	8	2.7%	111	3.7%	24	1.6%	496	2.6%	27	1.7%	522	2.6%
Food & Beverage Stores	4	1.3%	171	5.8%	29	1.9%	740	3.9%	31	1.9%	757	3.8%
Health & Personal Care Stores	5	1.7%	43	1.4%	21	1.4%	189	1.0%	21	1.3%	191	1.0%
Gasoline Stations	1	0.3%	3	0.1%	6	0.4%	23	0.1%	6	0.4%	24	0.1%
Clothing & Clothing Accessories Stores	3	1.0%	10	0.3%	20	1.3%	72	0.4%	20	1.2%	72	0.4%
Sport Goods, Hobby, Book, & Music Stores	4	1.3%	15	0.5%	17	1.1%	122	0.7%	17	1.0%	125	0.6%
General Merchandise Stores	3	1.0%	201	6.8%	14	0.9%	759	4.0%	14	0.9%	773	3.9%
Miscellaneous Store Retailers	9	3.0%	56	1.9%	43	2.8%	252	1.3%	46	2.8%	269	1.4%
Nonstore Retailers	2	0.7%	1	0.0%	9	0.6%	5	0.0%	9	0.6%	5	0.0%
Transportation & Warehousing	6	2.0%	31	1.0%	25	1.6%	148	0.8%	29	1.8%	160	0.8%
Information	3	1.0%	122	4.1%	20	1.3%	754	4.0%	22	1.3%	819	4.2%
Finance & Insurance	18	6.0%	112	3.8%	83	5.4%	767	4.1%	85	5.2%	773	3.9%
Central Bank/Credit Intermediation & Related Activities	6	2.0%	38	1.3%	29	1.9%	342	1.8%	29	1.8%	343	1.7%
Securities, Commodity Contracts & Other Financial	3	1.0%	19	0.6%	21	1.4%	137	0.7%	22	1.3%	139	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	9	3.0%	55	1.9%	32	2.1%	288	1.5%	34	2.1%	291	1.5%
Real Estate, Rental & Leasing	22	7.4%	116	3.9%	83	5.4%	545	2.9%	90	5.5%	580	2.9%
Professional, Scientific & Tech Services	22	7.4%	123	4.1%	151	9.9%	1,057	5.6%	163	10.0%	1,107	5.6%
Legal Services	3	1.0%	15	0.5%	31	2.0%	182	1.0%	32	2.0%	185	0.9%
Management of Companies & Enterprises	0	0.0%	8	0.3%	3	0.2%	106	0.6%	4	0.2%	114	0.6%
Administrative & Support & Waste Management & Remediation	16	5.4%	141	4.8%	49	3.2%	402	2.1%	54	3.3%	433	2.2%
Educational Services	5	1.7%	106	3.6%	25	1.6%	837	4.5%	27	1.7%	960	4.9%
Health Care & Social Assistance	18	6.0%	254	8.6%	176	11.5%	4,230	22.5%	181	11.1%	4,273	21.7%
Arts, Entertainment & Recreation	7	2.3%	25	0.8%	33	2.2%	199	1.1%	37	2.3%	245	1.2%
Accommodation & Food Services	23	7.7%	560	18.9%	88	5.8%	2,080	11.1%	91	5.6%	2,165	11.0%
Accommodation	5	1.7%	74	2.5%	15	1.0%	253	1.3%	16	1.0%	258	1.3%
Food Services & Drinking Places	18	6.0%	486	16.4%	73	4.8%	1,827	9.7%	75	4.6%	1,907	9.7%
Other Services (except Public Administration)	39	13.0%	182	6.1%	206	13.5%	946	5.0%	220	13.5%	999	5.1%
Automotive Repair & Maintenance	9	3.0%	57	1.9%	33	2.2%	179	1.0%	36	2.2%	190	1.0%
Public Administration	9	3.0%	118	4.0%	82	5.4%	1,545	8.2%	86	5.3%	1,603	8.1%
Unclassified Establishments	8	2.7%	0	0.0%	46	3.0%	12	0.1%	51	3.1%	13	0.1%
<b>Total</b>	<b>299</b>	<b>100.0%</b>	<b>2,967</b>	<b>100.0%</b>	<b>1,528</b>	<b>100.0%</b>	<b>18,766</b>	<b>100.0%</b>	<b>1,635</b>	<b>100.0%</b>	<b>19,715</b>	<b>100.0%</b>

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