



Market Profile

3158 Braverton St, Edgewater, Maryland, 21037
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.93168
Longitude: -76.56622

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,318	20,735	74,669
2010 Total Population	6,677	24,398	83,359
2016 Total Population	6,878	25,231	87,072
2016 Group Quarters	44	236	1,213
2021 Total Population	7,126	26,363	91,011
2016-2021 Annual Rate	0.71%	0.88%	0.89%
2016 Total Daytime Population	6,861	21,768	104,128
Workers	3,725	9,462	62,693
Residents	3,136	12,306	41,435
Household Summary			
2000 Households	1,982	7,927	30,111
2000 Average Household Size	2.66	2.60	2.42
2010 Households	2,637	9,435	34,079
2010 Average Household Size	2.52	2.56	2.41
2016 Households	2,690	9,637	35,223
2016 Average Household Size	2.54	2.59	2.44
2021 Households	2,771	10,021	36,650
2021 Average Household Size	2.56	2.61	2.45
2016-2021 Annual Rate	0.60%	0.78%	0.80%
2010 Families	1,733	6,522	21,171
2010 Average Family Size	3.03	3.04	2.98
2016 Families	1,751	6,608	21,649
2016 Average Family Size	3.07	3.09	3.02
2021 Families	1,793	6,825	22,378
2021 Average Family Size	3.10	3.11	3.05
2016-2021 Annual Rate	0.48%	0.65%	0.66%
Housing Unit Summary			
2000 Housing Units	2,076	8,173	31,510
Owner Occupied Housing Units	82.3%	82.8%	68.9%
Renter Occupied Housing Units	13.2%	14.2%	26.6%
Vacant Housing Units	4.5%	3.0%	4.4%
2010 Housing Units	2,815	10,036	36,938
Owner Occupied Housing Units	76.6%	78.3%	63.6%
Renter Occupied Housing Units	17.1%	15.7%	28.6%
Vacant Housing Units	6.3%	6.0%	7.7%
2016 Housing Units	2,880	10,383	38,602
Owner Occupied Housing Units	74.1%	75.2%	60.3%
Renter Occupied Housing Units	19.3%	17.6%	30.9%
Vacant Housing Units	6.6%	7.2%	8.8%
2021 Housing Units	2,966	10,774	40,213
Owner Occupied Housing Units	73.9%	75.3%	60.2%
Renter Occupied Housing Units	19.5%	17.7%	31.0%
Vacant Housing Units	6.6%	7.0%	8.9%
Median Household Income			
2016	\$90,998	\$105,259	\$88,047
2021	\$103,471	\$115,506	\$98,119
Median Home Value			
2016	\$361,166	\$455,119	\$435,834
2021	\$379,470	\$474,515	\$462,910
Per Capita Income			
2016	\$43,499	\$54,130	\$47,895
2021	\$48,033	\$59,676	\$52,167
Median Age			
2010	40.6	44.3	41.3
2016	41.7	45.9	42.5
2021	42.8	47.4	43.6

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

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



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2016 Households by Income			
Household Income Base	2,690	9,637	35,223
<\$15,000	3.2%	3.3%	6.1%
\$15,000 - \$24,999	4.0%	4.2%	5.5%
\$25,000 - \$34,999	5.5%	4.6%	5.2%
\$35,000 - \$49,999	9.0%	7.9%	8.4%
\$50,000 - \$74,999	17.0%	13.5%	15.9%
\$75,000 - \$99,999	16.1%	13.1%	15.0%
\$100,000 - \$149,999	21.7%	22.1%	20.1%
\$150,000 - \$199,999	14.4%	13.7%	10.7%
\$200,000+	9.2%	17.7%	13.1%
Average Household Income	\$108,625	\$137,400	\$117,004
2021 Households by Income			
Household Income Base	2,771	10,021	36,650
<\$15,000	3.4%	3.5%	6.9%
\$15,000 - \$24,999	3.8%	4.0%	5.3%
\$25,000 - \$34,999	4.5%	3.7%	4.6%
\$35,000 - \$49,999	7.3%	6.4%	7.4%
\$50,000 - \$74,999	12.5%	9.7%	11.5%
\$75,000 - \$99,999	15.9%	12.8%	15.2%
\$100,000 - \$149,999	24.3%	23.6%	21.9%
\$150,000 - \$199,999	17.9%	16.1%	12.3%
\$200,000+	10.5%	20.1%	14.9%
Average Household Income	\$120,704	\$152,243	\$128,169
2016 Owner Occupied Housing Units by Value			
Total	2,133	7,807	23,274
<\$50,000	3.1%	1.4%	2.2%
\$50,000 - \$99,999	1.1%	0.8%	1.1%
\$100,000 - \$149,999	0.6%	0.6%	1.4%
\$150,000 - \$199,999	5.0%	2.9%	4.0%
\$200,000 - \$249,999	7.7%	4.8%	7.3%
\$250,000 - \$299,999	12.3%	8.2%	9.8%
\$300,000 - \$399,999	33.0%	21.6%	18.7%
\$400,000 - \$499,999	20.7%	17.3%	15.4%
\$500,000 - \$749,999	8.0%	20.6%	18.1%
\$750,000 - \$999,999	6.9%	14.7%	14.7%
\$1,000,000 +	1.6%	7.0%	7.3%
Average Home Value	\$401,488	\$538,214	\$521,334
2021 Owner Occupied Housing Units by Value			
Total	2,192	8,117	24,189
<\$50,000	2.0%	0.9%	1.4%
\$50,000 - \$99,999	0.8%	0.6%	0.9%
\$100,000 - \$149,999	0.4%	0.4%	1.0%
\$150,000 - \$199,999	2.3%	1.3%	2.0%
\$200,000 - \$249,999	4.3%	2.6%	4.5%
\$250,000 - \$299,999	7.4%	4.9%	6.4%
\$300,000 - \$399,999	41.3%	26.1%	23.6%
\$400,000 - \$499,999	22.4%	17.8%	16.3%
\$500,000 - \$749,999	8.8%	21.4%	19.1%
\$750,000 - \$999,999	8.6%	16.7%	17.0%
\$1,000,000 +	1.8%	7.4%	7.8%
Average Home Value	\$433,143	\$566,014	\$555,622

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

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



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2010 Population by Age			
Total	6,675	24,398	83,358
0 - 4	6.4%	5.5%	6.2%
5 - 9	5.4%	6.0%	5.7%
10 - 14	5.4%	6.1%	5.5%
15 - 24	11.1%	10.2%	11.0%
25 - 34	13.9%	9.7%	13.6%
35 - 44	14.3%	13.5%	13.2%
45 - 54	16.1%	16.9%	15.2%
55 - 64	13.2%	15.1%	13.9%
65 - 74	7.8%	9.0%	8.3%
75 - 84	4.6%	5.2%	5.1%
85 +	1.9%	2.8%	2.3%
18 +	79.5%	78.7%	79.3%
2016 Population by Age			
Total	6,878	25,232	87,074
0 - 4	5.7%	4.9%	5.5%
5 - 9	6.4%	5.9%	6.0%
10 - 14	5.7%	6.2%	5.9%
15 - 24	9.3%	9.6%	10.0%
25 - 34	13.4%	10.0%	13.1%
35 - 44	14.2%	12.0%	12.7%
45 - 54	14.8%	15.1%	13.8%
55 - 64	13.6%	16.1%	14.1%
65 - 74	9.8%	11.8%	10.9%
75 - 84	4.9%	5.6%	5.5%
85 +	2.3%	2.8%	2.6%
18 +	79.3%	79.4%	79.4%
2021 Population by Age			
Total	7,128	26,363	91,011
0 - 4	5.4%	4.7%	5.3%
5 - 9	5.7%	5.3%	5.5%
10 - 14	6.4%	6.1%	6.0%
15 - 24	9.0%	9.1%	9.6%
25 - 34	11.2%	9.1%	12.0%
35 - 44	15.5%	12.6%	13.4%
45 - 54	13.5%	13.6%	12.6%
55 - 64	14.3%	16.1%	13.8%
65 - 74	10.8%	13.7%	12.3%
75 - 84	5.7%	7.0%	6.7%
85 +	2.4%	2.9%	2.8%
18 +	79.3%	80.4%	80.0%
2010 Population by Sex			
Males	3,266	11,940	40,538
Females	3,411	12,458	42,821
2016 Population by Sex			
Males	3,384	12,436	42,536
Females	3,494	12,795	44,537
2021 Population by Sex			
Males	3,524	13,052	44,571
Females	3,603	13,310	46,441

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



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2010 Population by Race/Ethnicity			
Total	6,677	24,397	83,359
White Alone	88.1%	89.1%	76.2%
Black Alone	2.5%	4.2%	14.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.0%	1.8%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	2.6%	5.0%
Two or More Races	2.4%	1.9%	2.2%
Hispanic Origin	8.6%	5.6%	9.9%
Diversity Index	34.4	28.8	50.6
2016 Population by Race/Ethnicity			
Total	6,879	25,232	87,072
White Alone	85.1%	86.9%	73.7%
Black Alone	2.8%	4.7%	14.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.3%	2.1%	2.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.3%	3.4%	6.3%
Two or More Races	2.9%	2.4%	2.7%
Hispanic Origin	11.5%	7.4%	12.5%
Diversity Index	42.2	34.5	55.8
2021 Population by Race/Ethnicity			
Total	7,127	26,362	91,012
White Alone	82.2%	84.8%	71.5%
Black Alone	3.1%	5.2%	15.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.7%	2.5%	2.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.9%	4.2%	7.4%
Two or More Races	3.5%	2.9%	3.1%
Hispanic Origin	14.6%	9.2%	14.9%
Diversity Index	49.1	39.9	60.1
2010 Population by Relationship and Household Type			
Total	6,677	24,398	83,359
In Households	99.3%	99.0%	98.5%
In Family Households	82.4%	83.8%	78.6%
Householder	26.5%	27.3%	25.4%
Spouse	19.9%	22.4%	19.3%
Child	28.1%	28.3%	26.8%
Other relative	4.1%	3.2%	4.1%
Nonrelative	3.8%	2.5%	3.0%
In Nonfamily Households	17.0%	15.2%	19.9%
In Group Quarters	0.7%	1.0%	1.5%
Institutionalized Population	0.7%	0.9%	1.2%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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

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



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2016 Population 25+ by Educational Attainment			
Total	5,017	18,502	63,243
Less than 9th Grade	2.5%	1.9%	2.9%
9th - 12th Grade, No Diploma	4.1%	3.4%	4.8%
High School Graduate	29.0%	21.5%	19.1%
GED/Alternative Credential	4.3%	2.3%	2.2%
Some College, No Degree	21.0%	21.6%	18.5%
Associate Degree	6.7%	6.9%	6.7%
Bachelor's Degree	19.8%	24.7%	25.4%
Graduate/Professional Degree	12.7%	17.8%	20.4%
2016 Population 15+ by Marital Status			
Total	5,657	20,928	71,974
Never Married	27.9%	23.7%	30.7%
Married	51.8%	56.2%	50.2%
Widowed	4.5%	6.9%	6.6%
Divorced	15.8%	13.2%	12.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	96.0%	96.2%
Civilian Unemployed	5.4%	4.0%	3.8%
2016 Employed Population 16+ by Industry			
Total	3,821	13,102	45,681
Agriculture/Mining	0.6%	0.5%	0.6%
Construction	6.8%	8.6%	8.2%
Manufacturing	4.0%	4.2%	4.0%
Wholesale Trade	2.3%	2.5%	2.0%
Retail Trade	12.0%	10.6%	10.9%
Transportation/Utilities	3.9%	3.4%	2.9%
Information	2.1%	2.7%	2.1%
Finance/Insurance/Real Estate	5.7%	5.3%	6.3%
Services	49.2%	49.7%	51.2%
Public Administration	13.4%	12.6%	11.7%
2016 Employed Population 16+ by Occupation			
Total	3,819	13,101	45,680
White Collar	67.7%	71.1%	70.1%
Management/Business/Financial	19.3%	23.2%	22.3%
Professional	21.5%	23.9%	25.0%
Sales	11.9%	12.5%	11.6%
Administrative Support	14.9%	11.6%	11.2%
Services	16.9%	14.2%	15.3%
Blue Collar	15.4%	14.7%	14.5%
Farming/Forestry/Fishing	0.7%	0.4%	0.5%
Construction/Extraction	2.6%	4.7%	4.8%
Installation/Maintenance/Repair	6.3%	3.8%	3.0%
Production	1.3%	2.4%	2.4%
Transportation/Material Moving	4.5%	3.4%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	6,677	24,398	83,359
Population Inside Urbanized Area	99.9%	90.1%	91.9%
Population Inside Urbanized Cluster	0.0%	0.5%	0.3%
Rural Population	0.1%	9.4%	7.8%

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 21, 2017



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2010 Households by Type			
Total	2,637	9,435	34,079
Households with 1 Person	28.3%	25.3%	29.8%
Households with 2+ People	71.7%	74.7%	70.2%
Family Households	65.7%	69.1%	62.1%
Husband-wife Families	49.4%	56.5%	47.1%
With Related Children	19.9%	22.7%	18.2%
Other Family (No Spouse Present)	16.3%	12.6%	15.1%
Other Family with Male Householder	5.9%	4.2%	4.0%
With Related Children	3.2%	2.2%	2.2%
Other Family with Female Householder	10.4%	8.4%	11.1%
With Related Children	6.2%	4.9%	6.9%
Nonfamily Households	6.0%	5.6%	8.1%
All Households with Children	29.7%	30.1%	27.7%
Multigenerational Households	4.2%	3.5%	3.2%
Unmarried Partner Households	6.9%	5.6%	6.6%
Male-female	6.3%	5.0%	5.9%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	2,637	9,434	34,080
1 Person Household	28.3%	25.3%	29.8%
2 Person Household	34.1%	36.2%	35.7%
3 Person Household	15.6%	15.5%	14.4%
4 Person Household	13.5%	14.2%	11.5%
5 Person Household	5.0%	5.8%	5.1%
6 Person Household	2.0%	2.0%	1.9%
7 + Person Household	1.5%	1.2%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	2,637	9,435	34,079
Owner Occupied	81.8%	83.3%	69.0%
Owned with a Mortgage/Loan	67.6%	66.4%	53.6%
Owned Free and Clear	14.3%	16.8%	15.4%
Renter Occupied	18.2%	16.7%	31.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,815	10,036	36,938
Housing Units Inside Urbanized Area	99.9%	91.5%	93.4%
Housing Units Inside Urbanized Cluster	0.0%	0.4%	0.2%
Rural Housing Units	0.1%	8.0%	6.4%

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

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Pleasantville (2B)	Exurbanites (1E)
2.	Home Improvement (4B)	Top Tier (1A)	Urban Chic (2A)
3.	Golden Years (9B)	Golden Years (9B)	Pleasantville (2B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,376,658	\$33,043,636	\$105,824,660
Average Spent	\$2,742.25	\$3,428.83	\$3,004.42
Spending Potential Index	136	170	149
Education: Total \$	\$6,121,522	\$27,575,824	\$81,890,811
Average Spent	\$2,275.66	\$2,861.45	\$2,324.92
Spending Potential Index	161	202	164
Entertainment/Recreation: Total \$	\$10,801,447	\$48,834,435	\$153,365,959
Average Spent	\$4,015.41	\$5,067.39	\$4,354.14
Spending Potential Index	138	174	149
Food at Home: Total \$	\$17,187,010	\$76,736,787	\$251,052,409
Average Spent	\$6,389.22	\$7,962.73	\$7,127.51
Spending Potential Index	128	160	143
Food Away from Home: Total \$	\$10,985,442	\$49,640,820	\$160,664,363
Average Spent	\$4,083.81	\$5,151.07	\$4,561.35
Spending Potential Index	132	167	147
Health Care: Total \$	\$19,320,980	\$88,048,961	\$274,228,231
Average Spent	\$7,182.52	\$9,136.55	\$7,785.49
Spending Potential Index	136	172	147
HH Furnishings & Equipment: Total \$	\$6,597,108	\$29,852,902	\$93,708,730
Average Spent	\$2,452.46	\$3,097.74	\$2,660.44
Spending Potential Index	139	175	151
Personal Care Products & Services: Total \$	\$2,713,041	\$12,398,780	\$39,384,150
Average Spent	\$1,008.57	\$1,286.58	\$1,118.14
Spending Potential Index	138	176	153
Shelter: Total \$	\$59,539,387	\$264,406,015	\$844,872,163
Average Spent	\$22,133.60	\$27,436.55	\$23,986.38
Spending Potential Index	142	176	154
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,579,538	\$40,437,078	\$125,089,777
Average Spent	\$3,189.42	\$4,196.02	\$3,551.37
Spending Potential Index	137	181	153
Travel: Total \$	\$7,685,458	\$35,206,593	\$105,610,568
Average Spent	\$2,857.05	\$3,653.27	\$2,998.34
Spending Potential Index	154	196	161
Vehicle Maintenance & Repairs: Total \$	\$3,734,060	\$16,867,083	\$53,405,305
Average Spent	\$1,388.13	\$1,750.24	\$1,516.21
Spending Potential Index	134	169	146

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
Pleasantville (2B)	56.9%	Population	6,878	7,126
Home Improvement (4B)	20.8%	Households	2,690	2,771
Golden Years (9B)	12.5%	Families	1,751	1,793
Exurbanites (1E)	8.3%	Median Age	41.7	42.8
Top Tier (1A)	1.4%	Median Household Income	\$90,998	\$103,471
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		136	\$2,742.25	\$7,376,658
Men's		139	\$556.72	\$1,497,586
Women's		137	\$940.51	\$2,529,965
Children's		125	\$403.97	\$1,086,672
Footwear		136	\$583.49	\$1,569,599
Watches & Jewelry		145	\$150.65	\$405,245
Apparel Products and Services (1)		148	\$106.91	\$287,593
Computer				
Computers and Hardware for Home Use		141	\$244.40	\$657,443
Portable Memory		133	\$6.27	\$16,868
Computer Software		146	\$18.83	\$50,645
Computer Accessories		146	\$26.02	\$69,996
Entertainment & Recreation		138	\$4,015.41	\$10,801,447
Fees and Admissions		163	\$939.09	\$2,526,164
Membership Fees for Clubs (2)		167	\$319.77	\$860,189
Fees for Participant Sports, excl. Trips		157	\$140.60	\$378,209
Tickets to Theatre/Operas/Concerts		167	\$88.20	\$237,259
Tickets to Movies/Museums/Parks		143	\$95.12	\$255,886
Admission to Sporting Events, excl. Trips		155	\$82.56	\$222,083
Fees for Recreational Lessons		172	\$211.85	\$569,873
Dating Services		143	\$0.99	\$2,665
TV/Video/Audio		128	\$1,545.10	\$4,156,310
Cable and Satellite Television Services		127	\$1,141.82	\$3,071,494
Televisions		135	\$148.69	\$399,964
Satellite Dishes		115	\$1.68	\$4,523
VCRs, Video Cameras, and DVD Players		133	\$10.76	\$28,941
Miscellaneous Video Equipment		104	\$7.97	\$21,431
Video Cassettes and DVDs		124	\$22.91	\$61,637
Video Game Hardware/Accessories		118	\$30.25	\$81,361
Video Game Software		113	\$15.53	\$41,772
Streaming/Downloaded Video		128	\$23.24	\$62,526
Rental of Video Cassettes and DVDs		123	\$20.06	\$53,971
Installation of Televisions		126	\$1.16	\$3,128
Audio (3)		141	\$115.64	\$311,075
Rental and Repair of TV/Radio/Sound Equipment		137	\$5.39	\$14,487
Pets		132	\$704.58	\$1,895,321
Toys/Games/Crafts/Hobbies (4)		128	\$146.94	\$395,258
Recreational Vehicles and Fees (5)		139	\$149.33	\$401,709
Sports/Recreation/Exercise Equipment (6)		136	\$224.88	\$604,923
Photo Equipment and Supplies (7)		140	\$77.30	\$207,925
Reading (8)		141	\$185.24	\$498,294
Catered Affairs (9)		166	\$42.95	\$115,543
Food		130	\$10,473.03	\$28,172,452
Food at Home		128	\$6,389.22	\$17,187,010
Bakery and Cereal Products		129	\$866.98	\$2,332,187
Meats, Poultry, Fish, and Eggs		127	\$1,406.17	\$3,782,590
Dairy Products		129	\$686.17	\$1,845,808
Fruits and Vegetables		133	\$1,268.72	\$3,412,844
Snacks and Other Food at Home (10)		126	\$2,161.18	\$5,813,580
Food Away from Home		132	\$4,083.81	\$10,985,442
Alcoholic Beverages		143	\$730.14	\$1,964,084

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

3158 Braverton St, Edgewater, Maryland, 21037
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.93168
 Longitude: -76.56622

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	159	\$11,889.22	\$31,981,994
Value of Retirement Plans	162	\$42,439.28	\$114,161,666
Value of Other Financial Assets	130	\$1,470.12	\$3,954,634
Vehicle Loan Amount excluding Interest	121	\$2,938.18	\$7,903,711
Value of Credit Card Debt	146	\$833.31	\$2,241,593
Health			
Nonprescription Drugs	130	\$162.14	\$436,165
Prescription Drugs	126	\$526.30	\$1,415,760
Eyeglasses and Contact Lenses	140	\$124.88	\$335,940
Home			
Mortgage Payment and Basics (11)	162	\$13,838.77	\$37,226,289
Maintenance and Remodeling Services	154	\$2,707.18	\$7,282,308
Maintenance and Remodeling Materials (12)	132	\$479.31	\$1,289,346
Utilities, Fuel, and Public Services	131	\$6,399.53	\$17,214,742
Household Furnishings and Equipment			
Household Textiles (13)	142	\$123.64	\$332,587
Furniture	138	\$677.66	\$1,822,916
Rugs	164	\$40.03	\$107,687
Major Appliances (14)	141	\$398.52	\$1,072,023
Housewares (15)	134	\$111.70	\$300,473
Small Appliances	138	\$65.08	\$175,074
Luggage	158	\$14.56	\$39,154
Telephones and Accessories	124	\$88.08	\$236,927
Household Operations			
Child Care	146	\$618.44	\$1,663,599
Lawn and Garden (16)	144	\$588.14	\$1,582,109
Moving/Storage/Freight Express	132	\$83.46	\$224,511
Housekeeping Supplies (17)	131	\$917.65	\$2,468,491
Insurance			
Owners and Renters Insurance	136	\$630.28	\$1,695,460
Vehicle Insurance	132	\$1,482.81	\$3,988,764
Life/Other Insurance	150	\$623.08	\$1,676,091
Health Insurance	137	\$4,610.47	\$12,402,159
Personal Care Products (18)	132	\$571.20	\$1,536,525
School Books and Supplies (19)	134	\$219.75	\$591,122
Smoking Products	105	\$430.52	\$1,158,110
Transportation			
Payments on Vehicles excluding Leases	124	\$2,577.40	\$6,933,211
Gasoline and Motor Oil	124	\$3,801.76	\$10,226,724
Vehicle Maintenance and Repairs	134	\$1,388.13	\$3,734,060
Travel			
Airline Fares	159	\$726.23	\$1,953,558
Lodging on Trips	155	\$719.83	\$1,936,356
Auto/Truck Rental on Trips	155	\$37.25	\$100,210
Food and Drink on Trips	150	\$658.80	\$1,772,173

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

3158 Braverton St, Edgewater, Maryland, 21037
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.93168
Longitude: -76.56622

- (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 21, 2017



Retail Goods and Services Expenditures

3158 Braverton St, Edgewater, Maryland, 21037
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.93168
 Longitude: -76.56622

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Pleasantville (2B)	28.6%	Population	25,231	26,363
Top Tier (1A)	19.5%	Households	9,637	10,021
Golden Years (9B)	11.3%	Families	6,608	6,825
Professional Pride (1B)	9.5%	Median Age	45.9	47.4
Silver & Gold (9A)	9.2%	Median Household Income	\$105,259	\$115,506
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		170	\$3,428.83	\$33,043,636
Men's		173	\$694.05	\$6,688,566
Women's		175	\$1,197.23	\$11,537,718
Children's		152	\$489.87	\$4,720,913
Footwear		168	\$718.55	\$6,924,660
Watches & Jewelry		185	\$191.91	\$1,849,473
Apparel Products and Services (1)		190	\$137.21	\$1,322,305
Computer				
Computers and Hardware for Home Use		175	\$302.99	\$2,919,895
Portable Memory		168	\$7.89	\$76,020
Computer Software		177	\$22.86	\$220,255
Computer Accessories		184	\$32.66	\$314,750
Entertainment & Recreation		174	\$5,067.39	\$48,834,435
Fees and Admissions		205	\$1,185.57	\$11,425,329
Membership Fees for Clubs (2)		213	\$407.87	\$3,930,627
Fees for Participant Sports, excl. Trips		202	\$180.70	\$1,741,389
Tickets to Theatre/Operas/Concerts		213	\$112.18	\$1,081,069
Tickets to Movies/Museums/Parks		176	\$117.26	\$1,130,047
Admission to Sporting Events, excl. Trips		195	\$104.00	\$1,002,233
Fees for Recreational Lessons		213	\$262.45	\$2,529,258
Dating Services		161	\$1.11	\$10,706
TV/Video/Audio		161	\$1,934.54	\$18,643,201
Cable and Satellite Television Services		160	\$1,433.94	\$13,818,852
Televisions		167	\$184.13	\$1,774,506
Satellite Dishes		151	\$2.20	\$21,177
VCRs, Video Cameras, and DVD Players		164	\$13.27	\$127,872
Miscellaneous Video Equipment		130	\$10.01	\$96,432
Video Cassettes and DVDs		152	\$28.09	\$270,741
Video Game Hardware/Accessories		143	\$36.59	\$352,575
Video Game Software		138	\$19.02	\$183,297
Streaming/Downloaded Video		157	\$28.45	\$274,144
Rental of Video Cassettes and DVDs		151	\$24.68	\$237,871
Installation of Televisions		177	\$1.63	\$15,716
Audio (3)		178	\$146.11	\$1,408,093
Rental and Repair of TV/Radio/Sound Equipment		164	\$6.43	\$61,924
Pets		168	\$901.30	\$8,685,819
Toys/Games/Crafts/Hobbies (4)		158	\$180.87	\$1,743,090
Recreational Vehicles and Fees (5)		182	\$195.70	\$1,885,926
Sports/Recreation/Exercise Equipment (6)		170	\$281.79	\$2,715,623
Photo Equipment and Supplies (7)		177	\$97.47	\$939,334
Reading (8)		179	\$235.20	\$2,266,622
Catered Affairs (9)		212	\$54.94	\$529,492
Food		162	\$13,113.79	\$126,377,607
Food at Home		160	\$7,962.73	\$76,736,787
Bakery and Cereal Products		160	\$1,078.32	\$10,391,788
Meats, Poultry, Fish, and Eggs		158	\$1,750.13	\$16,866,028
Dairy Products		160	\$849.78	\$8,189,303
Fruits and Vegetables		165	\$1,576.23	\$15,190,094
Snacks and Other Food at Home (10)		158	\$2,708.27	\$26,099,574
Food Away from Home		167	\$5,151.07	\$49,640,820
Alcoholic Beverages		178	\$911.98	\$8,788,780

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Retail Goods and Services Expenditures

3158 Braverton St, Edgewater, Maryland, 21037
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.93168
Longitude: -76.56622

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	226	\$16,959.06	\$163,434,466
Value of Retirement Plans	216	\$56,615.89	\$545,607,319
Value of Other Financial Assets	179	\$2,025.29	\$19,517,714
Vehicle Loan Amount excluding Interest	154	\$3,757.59	\$36,211,938
Value of Credit Card Debt	177	\$1,011.69	\$9,749,620
Health			
Nonprescription Drugs	169	\$209.92	\$2,022,955
Prescription Drugs	164	\$688.99	\$6,639,776
Eyeglasses and Contact Lenses	177	\$157.81	\$1,520,767
Home			
Mortgage Payment and Basics (11)	202	\$17,275.01	\$166,479,310
Maintenance and Remodeling Services	201	\$3,523.57	\$33,956,605
Maintenance and Remodeling Materials (12)	171	\$622.13	\$5,995,462
Utilities, Fuel, and Public Services	164	\$7,986.54	\$76,966,270
Household Furnishings and Equipment			
Household Textiles (13)	178	\$154.61	\$1,489,950
Furniture	174	\$856.56	\$8,254,633
Rugs	204	\$49.89	\$480,762
Major Appliances (14)	180	\$508.55	\$4,900,920
Housewares (15)	171	\$142.87	\$1,376,792
Small Appliances	170	\$80.29	\$773,780
Luggage	201	\$18.60	\$179,296
Telephones and Accessories	156	\$110.70	\$1,066,861
Household Operations			
Child Care	177	\$750.37	\$7,231,269
Lawn and Garden (16)	190	\$773.76	\$7,456,678
Moving/Storage/Freight Express	166	\$105.04	\$1,012,285
Housekeeping Supplies (17)	165	\$1,162.79	\$11,205,830
Insurance			
Owners and Renters Insurance	177	\$819.54	\$7,897,886
Vehicle Insurance	165	\$1,850.52	\$17,833,468
Life/Other Insurance	192	\$797.04	\$7,681,080
Health Insurance	173	\$5,835.74	\$56,239,035
Personal Care Products (18)	166	\$720.35	\$6,942,011
School Books and Supplies (19)	168	\$276.51	\$2,664,754
Smoking Products	130	\$531.05	\$5,117,734
Transportation			
Payments on Vehicles excluding Leases	156	\$3,245.25	\$31,274,472
Gasoline and Motor Oil	155	\$4,752.15	\$45,796,485
Vehicle Maintenance and Repairs	169	\$1,750.24	\$16,867,083
Travel			
Airline Fares	203	\$925.80	\$8,921,974
Lodging on Trips	200	\$927.95	\$8,942,669
Auto/Truck Rental on Trips	200	\$48.15	\$464,068
Food and Drink on Trips	192	\$840.48	\$8,099,664

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March 21, 2017



Retail Goods and Services Expenditures

3158 Braverton St, Edgewater, Maryland, 21037
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.93168
Longitude: -76.56622

- (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 21, 2017



Retail Goods and Services Expenditures

3158 Braverton St, Edgewater, Maryland, 21037
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.93168
 Longitude: -76.56622

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Exurbanites (1E)	10.8%	Population	87,072	91,011
Urban Chic (2A)	10.5%	Households	35,223	36,650
Pleasantville (2B)	10.0%	Families	21,649	22,378
Top Tier (1A)	9.8%	Median Age	42.5	43.6
Golden Years (9B)	9.6%	Median Household Income	\$88,047	\$98,119
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		149	\$3,004.42	\$105,824,660
Men's		151	\$607.13	\$21,385,038
Women's		152	\$1,043.07	\$36,740,191
Children's		138	\$445.16	\$15,679,959
Footwear		147	\$630.03	\$22,191,468
Watches & Jewelry		157	\$162.75	\$5,732,675
Apparel Products and Services (1)		161	\$116.27	\$4,095,330
Computer				
Computers and Hardware for Home Use		155	\$268.00	\$9,439,623
Portable Memory		150	\$7.05	\$248,470
Computer Software		155	\$20.02	\$705,183
Computer Accessories		156	\$27.73	\$976,873
Entertainment & Recreation		149	\$4,354.14	\$153,365,959
Fees and Admissions		168	\$967.46	\$34,076,971
Membership Fees for Clubs (2)		171	\$327.12	\$11,522,301
Fees for Participant Sports, excl. Trips		167	\$149.76	\$5,275,057
Tickets to Theatre/Operas/Concerts		173	\$91.22	\$3,213,077
Tickets to Movies/Museums/Parks		156	\$103.51	\$3,645,864
Admission to Sporting Events, excl. Trips		164	\$87.25	\$3,073,326
Fees for Recreational Lessons		168	\$207.42	\$7,305,820
Dating Services		171	\$1.18	\$41,525
TV/Video/Audio		143	\$1,725.63	\$60,781,944
Cable and Satellite Television Services		142	\$1,276.53	\$44,963,204
Televisions		148	\$162.71	\$5,731,274
Satellite Dishes		130	\$1.90	\$66,894
VCRs, Video Cameras, and DVD Players		149	\$12.06	\$424,707
Miscellaneous Video Equipment		131	\$10.06	\$354,394
Video Cassettes and DVDs		143	\$26.35	\$928,154
Video Game Hardware/Accessories		137	\$35.19	\$1,239,402
Video Game Software		137	\$18.89	\$665,206
Streaming/Downloaded Video		148	\$26.82	\$944,660
Rental of Video Cassettes and DVDs		142	\$23.17	\$816,116
Installation of Televisions		142	\$1.31	\$46,038
Audio (3)		152	\$124.74	\$4,393,887
Rental and Repair of TV/Radio/Sound Equipment		150	\$5.91	\$208,008
Pets		144	\$772.59	\$27,212,851
Toys/Games/Crafts/Hobbies (4)		141	\$160.74	\$5,661,824
Recreational Vehicles and Fees (5)		147	\$158.06	\$5,567,386
Sports/Recreation/Exercise Equipment (6)		146	\$242.32	\$8,535,066
Photo Equipment and Supplies (7)		153	\$84.10	\$2,962,340
Reading (8)		153	\$200.89	\$7,076,009
Catered Affairs (9)		164	\$42.35	\$1,491,567
Food		145	\$11,688.86	\$411,716,772
Food at Home		143	\$7,127.51	\$251,052,409
Bakery and Cereal Products		142	\$960.52	\$33,832,318
Meats, Poultry, Fish, and Eggs		141	\$1,569.24	\$55,273,371
Dairy Products		143	\$757.12	\$26,668,202
Fruits and Vegetables		147	\$1,403.87	\$49,448,686
Snacks and Other Food at Home (10)		142	\$2,436.76	\$85,829,831
Food Away from Home		147	\$4,561.35	\$160,664,363
Alcoholic Beverages		155	\$796.23	\$28,045,445

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

3158 Braverton St, Edgewater, Maryland, 21037
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.93168
Longitude: -76.56622

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	173	\$12,971.14	\$456,882,405
Value of Retirement Plans	164	\$42,994.74	\$1,514,403,886
Value of Other Financial Assets	152	\$1,717.89	\$60,509,315
Vehicle Loan Amount excluding Interest	138	\$3,374.15	\$118,847,808
Value of Credit Card Debt	150	\$855.66	\$30,138,883
Health			
Nonprescription Drugs	147	\$182.11	\$6,414,393
Prescription Drugs	141	\$590.97	\$20,815,788
Eyeglasses and Contact Lenses	149	\$133.00	\$4,684,757
Home			
Mortgage Payment and Basics (11)	157	\$13,485.41	\$474,996,554
Maintenance and Remodeling Services	156	\$2,739.27	\$96,485,204
Maintenance and Remodeling Materials (12)	136	\$494.31	\$17,411,138
Utilities, Fuel, and Public Services	142	\$6,938.47	\$244,393,756
Household Furnishings and Equipment			
Household Textiles (13)	152	\$132.43	\$4,664,707
Furniture	152	\$746.35	\$26,288,797
Rugs	164	\$39.98	\$1,408,134
Major Appliances (14)	149	\$422.77	\$14,891,308
Housewares (15)	150	\$125.52	\$4,421,160
Small Appliances	149	\$70.44	\$2,481,143
Luggage	164	\$15.14	\$533,398
Telephones and Accessories	143	\$101.69	\$3,581,834
Household Operations			
Child Care	152	\$641.88	\$22,608,812
Lawn and Garden (16)	153	\$621.97	\$21,907,477
Moving/Storage/Freight Express	157	\$99.49	\$3,504,203
Housekeeping Supplies (17)	145	\$1,019.92	\$35,924,490
Insurance			
Owners and Renters Insurance	143	\$659.77	\$23,239,026
Vehicle Insurance	144	\$1,617.65	\$56,978,354
Life/Other Insurance	154	\$636.10	\$22,405,439
Health Insurance	147	\$4,958.84	\$174,665,278
Personal Care Products (18)	148	\$641.35	\$22,590,389
School Books and Supplies (19)	148	\$242.41	\$8,538,237
Smoking Products	124	\$509.79	\$17,956,361
Transportation			
Payments on Vehicles excluding Leases	137	\$2,862.05	\$100,809,827
Gasoline and Motor Oil	138	\$4,230.25	\$149,001,954
Vehicle Maintenance and Repairs	146	\$1,516.21	\$53,405,305
Travel			
Airline Fares	167	\$761.34	\$26,816,592
Lodging on Trips	161	\$749.15	\$26,387,266
Auto/Truck Rental on Trips	164	\$39.51	\$1,391,774
Food and Drink on Trips	158	\$692.97	\$24,408,615

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 21, 2017



Retail Goods and Services Expenditures

3158 Braverton St, Edgewater, Maryland, 21037
Ring: 5 mile radius

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

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March 21, 2017



Business Summary

3158 Braverton St, Edgewater, Maryland, 21037
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.93168
Longitude: -76.56622

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	412		1,049		5,603							
Total Employees:	3,863		11,099		66,844							
Total Residential Population:	6,878		25,231		87,072							
Employee/Residential Population Ratio:	0.56:1		0.44:1		0.77:1							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.2%	45	1.2%	39	3.7%	401	3.6%	127	2.3%	1,188	1.8%
Construction	33	8.0%	443	11.5%	106	10.1%	1,341	12.1%	443	7.9%	4,771	7.1%
Manufacturing	7	1.7%	26	0.7%	14	1.3%	128	1.2%	103	1.8%	1,922	2.9%
Transportation	8	1.9%	33	0.9%	26	2.5%	195	1.8%	157	2.8%	1,374	2.1%
Communication	1	0.2%	8	0.2%	7	0.7%	48	0.4%	56	1.0%	807	1.2%
Utility	2	0.5%	52	1.3%	3	0.3%	58	0.5%	13	0.2%	112	0.2%
Wholesale Trade	11	2.7%	203	5.3%	26	2.5%	335	3.0%	159	2.8%	1,219	1.8%
Retail Trade Summary	113	27.4%	1,777	46.0%	233	22.2%	3,547	32.0%	1,192	21.3%	18,294	27.4%
Home Improvement	3	0.7%	35	0.9%	16	1.5%	174	1.6%	60	1.1%	689	1.0%
General Merchandise Stores	2	0.5%	162	4.2%	4	0.4%	253	2.3%	32	0.6%	1,981	3.0%
Food Stores	12	2.9%	296	7.7%	20	1.9%	595	5.4%	87	1.6%	1,951	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	11	2.7%	47	1.2%	27	2.6%	202	1.8%	156	2.8%	2,376	3.6%
Apparel & Accessory Stores	1	0.2%	1	0.0%	8	0.8%	87	0.8%	139	2.5%	1,745	2.6%
Furniture & Home Furnishings	9	2.2%	61	1.6%	23	2.2%	143	1.3%	131	2.3%	1,347	2.0%
Eating & Drinking Places	50	12.1%	1,015	26.3%	82	7.8%	1,729	15.6%	292	5.2%	5,839	8.7%
Miscellaneous Retail	26	6.3%	161	4.2%	52	5.0%	364	3.3%	295	5.3%	2,366	3.5%
Finance, Insurance, Real Estate Summary	58	14.1%	212	5.5%	133	12.7%	597	5.4%	669	11.9%	6,271	9.4%
Banks, Savings & Lending Institutions	33	8.0%	109	2.8%	63	6.0%	206	1.9%	220	3.9%	1,066	1.6%
Securities Brokers	5	1.2%	19	0.5%	14	1.3%	61	0.5%	81	1.4%	1,514	2.3%
Insurance Carriers & Agents	11	2.7%	43	1.1%	25	2.4%	117	1.1%	109	1.9%	1,128	1.7%
Real Estate, Holding, Other Investment Offices	9	2.2%	42	1.1%	31	3.0%	213	1.9%	259	4.6%	2,564	3.8%
Services Summary	147	35.7%	1,041	26.9%	376	35.8%	3,827	34.5%	2,119	37.8%	24,698	36.9%
Hotels & Lodging	0	0.0%	1	0.0%	6	0.6%	125	1.1%	34	0.6%	1,375	2.1%
Automotive Services	12	2.9%	73	1.9%	26	2.5%	133	1.2%	143	2.6%	827	1.2%
Motion Pictures & Amusements	12	2.9%	57	1.5%	27	2.6%	213	1.9%	131	2.3%	1,076	1.6%
Health Services	22	5.3%	156	4.0%	51	4.9%	750	6.8%	361	6.4%	7,133	10.7%
Legal Services	3	0.7%	16	0.4%	10	1.0%	40	0.4%	136	2.4%	663	1.0%
Education Institutions & Libraries	4	1.0%	68	1.8%	17	1.6%	594	5.4%	88	1.6%	3,146	4.7%
Other Services	93	22.6%	670	17.3%	239	22.8%	1,973	17.8%	1,227	21.9%	10,478	15.7%
Government	0	0.0%	6	0.2%	16	1.5%	539	4.9%	229	4.1%	5,902	8.8%
Unclassified Establishments	23	5.6%	16	0.4%	70	6.7%	82	0.7%	335	6.0%	284	0.4%
Totals	412	100.0%	3,863	100.0%	1,049	100.0%	11,099	100.0%	5,603	100.0%	66,844	100.0%

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

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



Business Summary

3158 Braverton St, Edgewater, Maryland, 21037
Rings: 1, 3, 5 mile radii

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Latitude: 38.93168
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	2	0.1%	6	0.6%	19	0.2%	14	0.2%	42	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	2	0.0%	12	0.0%
Utilities	2	0.5%	52	1.3%	3	0.3%	58	0.5%	9	0.2%	99	0.1%
Construction	38	9.2%	471	12.2%	118	11.2%	1,393	12.6%	487	8.7%	5,060	7.6%
Manufacturing	9	2.2%	55	1.4%	14	1.3%	150	1.4%	105	1.9%	1,302	1.9%
Wholesale Trade	11	2.7%	203	5.3%	26	2.5%	335	3.0%	152	2.7%	1,202	1.8%
Retail Trade	60	14.6%	719	18.6%	147	14.0%	1,766	15.9%	879	15.7%	12,281	18.4%
Motor Vehicle & Parts Dealers	10	2.4%	41	1.1%	23	2.2%	186	1.7%	129	2.3%	2,266	3.4%
Furniture & Home Furnishings Stores	5	1.2%	19	0.5%	13	1.2%	66	0.6%	69	1.2%	585	0.9%
Electronics & Appliance Stores	1	0.2%	6	0.2%	5	0.5%	37	0.3%	54	1.0%	695	1.0%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.7%	35	0.9%	16	1.5%	174	1.6%	60	1.1%	689	1.0%
Food & Beverage Stores	13	3.2%	308	8.0%	22	2.1%	638	5.7%	88	1.6%	2,037	3.0%
Health & Personal Care Stores	6	1.5%	95	2.5%	14	1.3%	139	1.3%	88	1.6%	649	1.0%
Gasoline Stations	1	0.2%	6	0.2%	4	0.4%	16	0.1%	28	0.5%	112	0.2%
Clothing & Clothing Accessories Stores	3	0.7%	5	0.1%	12	1.1%	99	0.9%	163	2.9%	1,893	2.8%
Sport Goods, Hobby, Book, & Music Stores	4	1.0%	23	0.6%	11	1.0%	71	0.6%	51	0.9%	487	0.7%
General Merchandise Stores	2	0.5%	162	4.2%	4	0.4%	253	2.3%	32	0.6%	1,981	3.0%
Miscellaneous Store Retailers	10	2.4%	19	0.5%	21	2.0%	83	0.7%	103	1.8%	751	1.1%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.1%	4	0.0%	15	0.3%	135	0.2%
Transportation & Warehousing	5	1.2%	26	0.7%	16	1.5%	141	1.3%	92	1.6%	1,039	1.6%
Information	3	0.7%	30	0.8%	15	1.4%	248	2.2%	119	2.1%	2,677	4.0%
Finance & Insurance	49	11.9%	170	4.4%	102	9.7%	388	3.5%	414	7.4%	3,743	5.6%
Central Bank/Credit Intermediation & Related Activities	33	8.0%	109	2.8%	63	6.0%	206	1.9%	222	4.0%	1,079	1.6%
Securities, Commodity Contracts & Other Financial	5	1.2%	19	0.5%	14	1.3%	61	0.5%	81	1.4%	1,514	2.3%
Insurance Carriers & Related Activities; Funds, Trusts &	11	2.7%	43	1.1%	25	2.4%	121	1.1%	112	2.0%	1,150	1.7%
Real Estate, Rental & Leasing	15	3.6%	47	1.2%	38	3.6%	208	1.9%	280	5.0%	2,447	3.7%
Professional, Scientific & Tech Services	29	7.0%	102	2.6%	95	9.1%	649	5.8%	628	11.2%	4,588	6.9%
Legal Services	3	0.7%	16	0.4%	12	1.1%	45	0.4%	157	2.8%	731	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	3	0.0%	4	0.1%	140	0.2%
Administrative & Support & Waste Management & Remediation	15	3.6%	215	5.6%	53	5.1%	589	5.3%	228	4.1%	1,968	2.9%
Educational Services	6	1.5%	71	1.8%	22	2.1%	565	5.1%	109	1.9%	2,956	4.4%
Health Care & Social Assistance	31	7.5%	295	7.6%	73	7.0%	1,130	10.2%	457	8.2%	8,821	13.2%
Arts, Entertainment & Recreation	8	1.9%	52	1.3%	24	2.3%	257	2.3%	125	2.2%	1,160	1.7%
Accommodation & Food Services	51	12.4%	1,029	26.6%	90	8.6%	1,876	16.9%	334	6.0%	7,284	10.9%
Accommodation	0	0.0%	1	0.0%	6	0.6%	125	1.1%	34	0.6%	1,375	2.1%
Food Services & Drinking Places	51	12.4%	1,028	26.6%	84	8.0%	1,751	15.8%	300	5.4%	5,910	8.8%
Other Services (except Public Administration)	55	13.3%	302	7.8%	121	11.5%	701	6.3%	602	10.7%	3,816	5.7%
Automotive Repair & Maintenance	9	2.2%	67	1.7%	20	1.9%	110	1.0%	112	2.0%	640	1.0%
Public Administration	0	0.0%	6	0.2%	16	1.5%	539	4.9%	231	4.1%	5,926	8.9%
Unclassified Establishments	23	5.6%	16	0.4%	70	6.7%	82	0.7%	334	6.0%	281	0.4%
Total	412	100.0%	3,863	100.0%	1,049	100.0%	11,099	100.0%	5,603	100.0%	66,844	100.0%

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March 21, 2017