

1200 Forest Dr
 1200 Forest Dr, Annapolis, Maryland, 21403
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.95540
 Longitude: -76.50456

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	28,788	58,559	85,574
2010 Total Population	31,693	63,347	92,168
2021 Total Population	32,952	67,417	97,525
2021 Group Quarters	219	5,859	6,197
2026 Total Population	33,639	69,203	99,958
2021-2026 Annual Rate	0.41%	0.52%	0.49%
2021 Total Daytime Population	31,188	86,849	116,460
Workers	15,201	56,898	71,374
Residents	15,987	29,951	45,086
Household Summary			
2000 Households	11,863	23,381	33,399
2000 Average Household Size	2.39	2.28	2.38
2010 Households	12,815	25,220	36,292
2010 Average Household Size	2.46	2.28	2.37
2021 Households	13,088	26,700	38,209
2021 Average Household Size	2.50	2.31	2.39
2026 Households	13,316	27,449	39,198
2026 Average Household Size	2.51	2.31	2.39
2021-2026 Annual Rate	0.35%	0.55%	0.51%
2010 Families	7,461	14,267	22,031
2010 Average Family Size	3.08	2.92	2.96
2021 Families	7,476	14,707	22,653
2021 Average Family Size	3.15	2.97	3.01
2026 Families	7,560	14,988	23,055
2026 Average Family Size	3.17	2.99	3.02
2021-2026 Annual Rate	0.22%	0.38%	0.35%
Housing Unit Summary			
2000 Housing Units	12,423	24,805	35,267
Owner Occupied Housing Units	54.3%	57.8%	65.4%
Renter Occupied Housing Units	41.2%	36.4%	29.3%
Vacant Housing Units	4.5%	5.7%	5.3%
2010 Housing Units	13,812	28,008	39,859
Owner Occupied Housing Units	50.4%	53.1%	61.0%
Renter Occupied Housing Units	42.4%	36.9%	30.1%
Vacant Housing Units	7.2%	10.0%	8.9%
2021 Housing Units	14,239	29,698	41,966
Owner Occupied Housing Units	52.4%	53.8%	61.8%
Renter Occupied Housing Units	39.5%	36.1%	29.3%
Vacant Housing Units	8.1%	10.1%	9.0%
2026 Housing Units	14,520	30,575	43,106
Owner Occupied Housing Units	53.8%	55.1%	62.8%
Renter Occupied Housing Units	37.9%	34.7%	28.1%
Vacant Housing Units	8.3%	10.2%	9.1%
Median Household Income			
2021	\$88,305	\$100,307	\$105,105
2026	\$95,574	\$106,823	\$112,738
Median Home Value			
2021	\$430,813	\$489,248	\$492,239
2026	\$492,331	\$552,295	\$556,213
Per Capita Income			
2021	\$50,979	\$57,006	\$59,080
2026	\$55,932	\$62,429	\$64,886
Median Age			
2010	36.4	36.2	39.1
2021	38.5	38.5	41.0
2026	39.6	39.8	42.1

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	13,088	26,700	38,209
<\$15,000	5.2%	4.5%	3.8%
\$15,000 - \$24,999	5.2%	4.7%	4.3%
\$25,000 - \$34,999	7.1%	6.0%	5.8%
\$35,000 - \$49,999	7.1%	6.5%	6.2%
\$50,000 - \$74,999	17.9%	15.2%	14.6%
\$75,000 - \$99,999	12.5%	12.9%	12.6%
\$100,000 - \$149,999	17.5%	17.7%	18.1%
\$150,000 - \$199,999	11.7%	12.9%	13.6%
\$200,000+	15.8%	19.6%	21.0%
Average Household Income	\$126,865	\$142,925	\$149,401
2026 Households by Income			
Household Income Base	13,316	27,449	39,198
<\$15,000	4.6%	4.1%	3.4%
\$15,000 - \$24,999	4.6%	4.2%	3.8%
\$25,000 - \$34,999	6.4%	5.4%	5.1%
\$35,000 - \$49,999	6.3%	5.6%	5.3%
\$50,000 - \$74,999	17.4%	14.4%	13.6%
\$75,000 - \$99,999	12.5%	12.9%	12.5%
\$100,000 - \$149,999	17.9%	18.2%	18.4%
\$150,000 - \$199,999	12.7%	13.9%	14.6%
\$200,000+	17.6%	21.4%	23.2%
Average Household Income	\$139,676	\$156,582	\$164,147
2021 Owner Occupied Housing Units by Value			
Total	7,463	15,975	25,920
<\$50,000	1.0%	0.8%	0.8%
\$50,000 - \$99,999	0.2%	0.2%	0.2%
\$100,000 - \$149,999	0.9%	0.8%	0.7%
\$150,000 - \$199,999	5.5%	3.1%	2.2%
\$200,000 - \$249,999	7.7%	5.5%	4.8%
\$250,000 - \$299,999	8.7%	7.7%	7.6%
\$300,000 - \$399,999	21.0%	17.0%	17.8%
\$400,000 - \$499,999	16.3%	16.7%	17.2%
\$500,000 - \$749,999	22.6%	26.6%	27.9%
\$750,000 - \$999,999	9.0%	11.3%	11.7%
\$1,000,000 - \$1,499,999	3.6%	5.0%	4.8%
\$1,500,000 - \$1,999,999	1.3%	2.3%	2.0%
\$2,000,000 +	2.2%	3.0%	2.2%
Average Home Value	\$536,431	\$610,642	\$599,428
2026 Owner Occupied Housing Units by Value			
Total	7,810	16,833	27,084
<\$50,000	0.4%	0.3%	0.3%
\$50,000 - \$99,999	0.1%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.2%	0.1%
\$150,000 - \$199,999	1.7%	1.0%	0.7%
\$200,000 - \$249,999	3.6%	2.9%	2.4%
\$250,000 - \$299,999	6.0%	5.9%	5.3%
\$300,000 - \$399,999	20.3%	15.6%	15.7%
\$400,000 - \$499,999	19.3%	17.4%	17.9%
\$500,000 - \$749,999	29.2%	32.1%	33.5%
\$750,000 - \$999,999	11.5%	13.6%	14.2%
\$1,000,000 - \$1,499,999	4.0%	5.4%	5.2%
\$1,500,000 - \$1,999,999	1.4%	2.4%	2.2%
\$2,000,000 +	2.4%	3.2%	2.4%
Average Home Value	\$597,653	\$658,854	\$648,477

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	31,691	63,346	92,168
0 - 4	7.6%	6.2%	5.9%
5 - 9	5.9%	5.1%	5.4%
10 - 14	5.2%	4.4%	5.0%
15 - 24	12.2%	17.8%	15.4%
25 - 34	17.2%	15.1%	13.4%
35 - 44	13.4%	12.2%	12.3%
45 - 54	13.3%	13.0%	14.0%
55 - 64	12.5%	12.6%	13.4%
65 - 74	7.0%	7.5%	8.1%
75 - 84	4.0%	4.2%	4.8%
85 +	1.7%	2.0%	2.3%
18 +	78.0%	81.6%	80.6%
2021 Population by Age			
Total	32,953	67,417	97,523
0 - 4	6.4%	5.2%	5.0%
5 - 9	6.3%	5.2%	5.3%
10 - 14	6.6%	5.5%	5.8%
15 - 24	10.8%	16.6%	14.4%
25 - 34	14.3%	12.5%	11.5%
35 - 44	14.7%	13.2%	12.7%
45 - 54	11.4%	10.7%	11.2%
55 - 64	11.5%	12.1%	13.1%
65 - 74	10.3%	11.0%	11.9%
75 - 84	5.4%	5.8%	6.4%
85 +	2.3%	2.4%	2.7%
18 +	77.5%	81.4%	80.9%
2026 Population by Age			
Total	33,638	69,204	99,956
0 - 4	6.5%	5.2%	5.1%
5 - 9	6.1%	5.1%	5.2%
10 - 14	5.9%	5.0%	5.2%
15 - 24	11.2%	16.7%	14.4%
25 - 34	13.7%	11.6%	10.7%
35 - 44	14.6%	13.4%	13.2%
45 - 54	11.7%	10.8%	11.2%
55 - 64	10.6%	11.1%	12.1%
65 - 74	9.9%	10.9%	11.9%
75 - 84	7.2%	7.5%	8.1%
85 +	2.6%	2.6%	2.9%
18 +	77.9%	81.6%	81.3%
2010 Population by Sex			
Males	15,171	32,022	46,018
Females	16,522	31,325	46,150
2021 Population by Sex			
Males	15,868	34,265	48,957
Females	17,084	33,152	48,568
2026 Population by Sex			
Males	16,188	35,159	50,191
Females	17,451	34,044	49,767

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2010 Population by Race/Ethnicity			
Total	31,693	63,346	92,168
White Alone	60.2%	70.2%	75.8%
Black Alone	25.2%	18.5%	14.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.2%	2.3%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	5.9%	4.7%
Two or More Races	2.7%	2.7%	2.5%
Hispanic Origin	17.6%	12.2%	9.9%
Diversity Index	69.7	58.5	51.0
2021 Population by Race/Ethnicity			
Total	32,952	67,416	97,525
White Alone	53.5%	64.4%	70.3%
Black Alone	27.5%	20.8%	16.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.5%	2.7%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.9%	8.2%	6.6%
Two or More Races	3.4%	3.5%	3.3%
Hispanic Origin	23.9%	16.9%	14.2%
Diversity Index	77.0	67.1	60.5
2026 Population by Race/Ethnicity			
Total	33,638	69,203	99,957
White Alone	50.7%	61.6%	67.5%
Black Alone	28.1%	21.7%	17.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.6%	3.0%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.4%	9.2%	7.6%
Two or More Races	3.8%	4.0%	3.9%
Hispanic Origin	27.0%	19.5%	16.6%
Diversity Index	79.6	70.6	64.7
2010 Population by Relationship and Household Type			
Total	31,693	63,347	92,168
In Households	99.3%	91.0%	93.4%
In Family Households	76.6%	68.6%	73.4%
Householder	23.7%	22.3%	23.9%
Spouse	15.6%	16.1%	18.2%
Child	27.2%	23.2%	24.8%
Other relative	5.8%	4.1%	3.8%
Nonrelative	4.2%	2.9%	2.7%
In Nonfamily Households	22.7%	22.3%	20.0%
In Group Quarters	0.7%	9.0%	6.6%
Institutionalized Population	0.5%	1.2%	1.1%
Noninstitutionalized Population	0.2%	7.8%	5.5%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	23,050	45,536	67,781
Less than 9th Grade	5.8%	3.7%	3.1%
9th - 12th Grade, No Diploma	6.5%	5.0%	4.5%
High School Graduate	17.1%	14.8%	15.2%
GED/Alternative Credential	2.6%	2.2%	2.3%
Some College, No Degree	14.1%	14.0%	14.7%
Associate Degree	6.7%	6.7%	6.7%
Bachelor's Degree	25.7%	28.8%	28.3%
Graduate/Professional Degree	21.5%	24.8%	25.2%
2021 Population 15+ by Marital Status			
Total	26,596	56,715	81,823
Never Married	37.3%	39.5%	35.6%
Married	45.4%	44.7%	48.2%
Widowed	5.1%	4.8%	5.5%
Divorced	12.2%	11.0%	10.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	17,732	33,731	49,327
Population 16+ Employed	95.4%	95.8%	95.5%
Population 16+ Unemployment rate	4.6%	4.2%	4.5%
Population 16-24 Employed	10.8%	10.8%	10.0%
Population 16-24 Unemployment rate	7.4%	7.6%	9.9%
Population 25-54 Employed	65.8%	61.9%	59.7%
Population 25-54 Unemployment rate	3.8%	3.6%	3.7%
Population 55-64 Employed	15.0%	17.4%	19.1%
Population 55-64 Unemployment rate	8.1%	6.2%	5.5%
Population 65+ Employed	8.5%	10.0%	11.3%
Population 65+ Unemployment rate	0.3%	0.6%	1.8%
2021 Employed Population 16+ by Industry			
Total	16,919	32,306	47,115
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	8.7%	6.8%	7.3%
Manufacturing	3.4%	3.7%	3.9%
Wholesale Trade	1.1%	1.3%	1.5%
Retail Trade	9.1%	7.9%	7.8%
Transportation/Utilities	2.9%	3.4%	3.5%
Information	1.5%	1.7%	1.7%
Finance/Insurance/Real Estate	5.3%	6.0%	6.6%
Services	56.0%	56.3%	54.9%
Public Administration	11.8%	12.9%	12.6%
2021 Employed Population 16+ by Occupation			
Total	16,917	32,303	47,114
White Collar	68.3%	74.7%	74.9%
Management/Business/Financial	24.8%	28.7%	28.6%
Professional	28.3%	30.4%	30.0%
Sales	7.7%	8.0%	8.4%
Administrative Support	7.5%	7.7%	7.9%
Services	17.7%	14.1%	13.8%
Blue Collar	14.0%	11.2%	11.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.2%	3.4%	3.5%
Installation/Maintenance/Repair	1.4%	1.2%	1.6%
Production	2.6%	2.1%	1.8%
Transportation/Material Moving	4.7%	4.5%	4.4%

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2010 Households by Type			
Total	12,815	25,220	36,292
Households with 1 Person	31.7%	33.7%	30.8%
Households with 2+ People	68.3%	66.3%	69.2%
Family Households	58.2%	56.6%	60.7%
Husband-wife Families	38.4%	40.9%	46.1%
With Related Children	15.8%	15.4%	17.8%
Other Family (No Spouse Present)	19.9%	15.7%	14.6%
Other Family with Male Householder	4.5%	3.7%	3.8%
With Related Children	2.6%	2.0%	2.0%
Other Family with Female Householder	15.4%	12.0%	10.8%
With Related Children	10.3%	7.6%	6.7%
Nonfamily Households	10.1%	9.7%	8.5%
All Households with Children	29.3%	25.4%	26.8%
Multigenerational Households	3.6%	2.7%	2.9%
Unmarried Partner Households	8.1%	7.1%	6.5%
Male-female	7.3%	6.4%	5.8%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	12,817	25,220	36,292
1 Person Household	31.7%	33.7%	30.8%
2 Person Household	33.1%	35.1%	35.7%
3 Person Household	14.7%	13.5%	14.2%
4 Person Household	10.6%	9.8%	11.1%
5 Person Household	5.3%	4.5%	4.9%
6 Person Household	2.2%	1.7%	1.8%
7 + Person Household	2.4%	1.7%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	12,815	25,220	36,292
Owner Occupied	54.3%	59.0%	67.0%
Owned with a Mortgage/Loan	43.8%	46.3%	52.3%
Owned Free and Clear	10.5%	12.7%	14.7%
Renter Occupied	45.7%	41.0%	33.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	112	117
Percent of Income for Mortgage	20.5%	20.5%	19.6%
Wealth Index	146	181	200
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	13,812	28,008	39,859
Housing Units Inside Urbanized Area	100.0%	99.8%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	2.0%
2010 Population By Urban/ Rural Status			
Total Population	31,693	63,347	92,168
Population Inside Urbanized Area	100.0%	99.8%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	2.5%

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.	Old and Newcomers (8F)	Exurbanites (1E)	Exurbanites (1E)
2.	Urban Chic (2A)	Urban Chic (2A)	Top Tier (1A)
3.	Enterprising Professionals (2D)	Golden Years (9B)	Urban Chic (2A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$37,911,215	\$86,252,998	\$127,273,918
Average Spent	\$2,896.64	\$3,230.45	\$3,330.99
Spending Potential Index	137	152	157
Education: Total \$	\$33,500,531	\$77,777,983	\$117,118,381
Average Spent	\$2,559.64	\$2,913.03	\$3,065.20
Spending Potential Index	148	169	178
Entertainment/Recreation: Total \$	\$56,473,984	\$129,365,232	\$193,343,044
Average Spent	\$4,314.94	\$4,845.14	\$5,060.14
Spending Potential Index	134	150	157
Food at Home: Total \$	\$95,799,484	\$217,115,257	\$321,395,868
Average Spent	\$7,319.64	\$8,131.66	\$8,411.52
Spending Potential Index	134	149	154
Food Away from Home: Total \$	\$68,045,043	\$154,622,616	\$227,997,815
Average Spent	\$5,199.04	\$5,791.11	\$5,967.12
Spending Potential Index	137	153	157
Health Care: Total \$	\$105,786,106	\$243,075,032	\$365,038,834
Average Spent	\$8,082.68	\$9,103.93	\$9,553.74
Spending Potential Index	130	146	153
HH Furnishings & Equipment: Total \$	\$39,672,463	\$91,211,094	\$136,890,786
Average Spent	\$3,031.21	\$3,416.15	\$3,582.68
Spending Potential Index	134	152	159
Personal Care Products & Services: Total \$	\$16,130,337	\$36,935,865	\$55,003,340
Average Spent	\$1,232.45	\$1,383.37	\$1,439.54
Spending Potential Index	137	154	160
Shelter: Total \$	\$374,760,279	\$855,746,909	\$1,270,069,876
Average Spent	\$28,633.88	\$32,050.45	\$33,240.07
Spending Potential Index	142	159	165
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$41,384,100	\$96,621,283	\$146,138,275
Average Spent	\$3,161.99	\$3,618.77	\$3,824.71
Spending Potential Index	132	151	160
Travel: Total \$	\$46,247,994	\$107,427,830	\$162,589,931
Average Spent	\$3,533.62	\$4,023.51	\$4,255.28
Spending Potential Index	140	159	168
Vehicle Maintenance & Repairs: Total \$	\$18,930,058	\$42,987,093	\$63,743,261
Average Spent	\$1,446.37	\$1,610.00	\$1,668.28
Spending Potential Index	131	145	151

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Prepared by Esri
 Latitude: 38.95540
 Longitude: -76.50456

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Old and Newcomers (8F)	14.3%	Population	32,952	33,639
Urban Chic (2A)	13.2%	Households	13,088	13,316
Enterprising Professionals (2D)	12.4%	Families	7,476	7,560
City Lights (8A)	10.9%	Median Age	38.5	39.6
Bright Young Professionals (8C)	10.6%	Median Household Income	\$88,305	\$95,574
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		137	\$2,896.64	\$37,911,215
Men's		140	\$569.53	\$7,454,031
Women's		137	\$1,010.46	\$13,224,913
Children's		131	\$408.03	\$5,340,292
Footwear		136	\$683.36	\$8,943,842
Watches & Jewelry		134	\$172.80	\$2,261,571
Apparel Products and Services (1)		144	\$76.11	\$996,086
Computer				
Computers and Hardware for Home Use		142	\$239.04	\$3,128,613
Portable Memory		135	\$5.88	\$76,998
Computer Software		147	\$14.17	\$185,417
Computer Accessories		135	\$24.29	\$317,927
Entertainment & Recreation		134	\$4,314.94	\$56,473,984
Fees and Admissions		143	\$1,058.27	\$13,850,655
Membership Fees for Clubs (2)		143	\$356.50	\$4,665,888
Fees for Participant Sports, excl. Trips		142	\$163.34	\$2,137,792
Tickets to Theatre/Operas/Concerts		145	\$116.83	\$1,529,127
Tickets to Movies		141	\$78.52	\$1,027,700
Tickets to Parks or Museums		136	\$46.22	\$604,915
Admission to Sporting Events, excl. Trips		139	\$89.59	\$1,172,615
Fees for Recreational Lessons		146	\$205.47	\$2,689,222
Dating Services		149	\$1.79	\$23,396
TV/Video/Audio		131	\$1,535.91	\$20,101,925
Cable and Satellite Television Services		129	\$1,041.61	\$13,632,585
Televisions		133	\$149.67	\$1,958,847
Satellite Dishes		127	\$1.99	\$26,103
VCRs, Video Cameras, and DVD Players		131	\$6.42	\$84,079
Miscellaneous Video Equipment		134	\$20.76	\$271,735
Video Cassettes and DVDs		134	\$10.26	\$134,323
Video Game Hardware/Accessories		130	\$37.57	\$491,668
Video Game Software		134	\$21.43	\$280,445
Rental/Streaming/Downloaded Video		134	\$94.42	\$1,235,712
Installation of Televisions		172	\$1.27	\$16,584
Audio (3)		137	\$147.06	\$1,924,712
Rental and Repair of TV/Radio/Sound Equipment		116	\$3.45	\$45,131
Pets		128	\$934.36	\$12,228,899
Toys/Games/Crafts/Hobbies (4)		130	\$150.77	\$1,973,300
Recreational Vehicles and Fees (5)		127	\$143.85	\$1,882,771
Sports/Recreation/Exercise Equipment (6)		132	\$237.13	\$3,103,590
Photo Equipment and Supplies (7)		140	\$64.38	\$842,619
Reading (8)		141	\$145.59	\$1,905,483
Catered Affairs (9)		154	\$45.14	\$590,787
Food		135	\$12,518.68	\$163,844,527
Food at Home		134	\$7,319.64	\$95,799,484
Bakery and Cereal Products		134	\$936.69	\$12,259,422
Meats, Poultry, Fish, and Eggs		134	\$1,575.31	\$20,617,708
Dairy Products		135	\$740.35	\$9,689,638
Fruits and Vegetables		137	\$1,449.91	\$18,976,423
Snacks and Other Food at Home (10)		133	\$2,617.38	\$34,256,293
Food Away from Home		137	\$5,199.04	\$68,045,043
Alcoholic Beverages		142	\$887.73	\$11,618,620

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1200 Forest Dr
 1200 Forest Dr, Annapolis, Maryland, 21403
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 38.95540
 Longitude: -76.50456

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	144	\$39,294.22	\$514,282,720
Value of Retirement Plans	137	\$137,456.78	\$1,799,034,287
Value of Other Financial Assets	138	\$11,911.73	\$155,900,737
Vehicle Loan Amount excluding Interest	128	\$3,660.34	\$47,906,467
Value of Credit Card Debt	135	\$3,753.79	\$49,129,660
Health			
Nonprescription Drugs	126	\$195.31	\$2,556,176
Prescription Drugs	122	\$406.47	\$5,319,852
Eyeglasses and Contact Lenses	130	\$125.72	\$1,645,370
Home			
Mortgage Payment and Basics (11)	134	\$14,235.30	\$186,311,640
Maintenance and Remodeling Services	135	\$3,886.02	\$50,860,197
Maintenance and Remodeling Materials (12)	122	\$752.93	\$9,854,364
Utilities, Fuel, and Public Services	130	\$6,452.59	\$84,451,467
Household Furnishings and Equipment			
Household Textiles (13)	138	\$139.74	\$1,828,883
Furniture	134	\$855.39	\$11,195,380
Rugs	136	\$42.77	\$559,781
Major Appliances (14)	129	\$487.77	\$6,383,888
Housewares (15)	135	\$119.27	\$1,561,065
Small Appliances	136	\$71.39	\$934,404
Luggage	142	\$23.75	\$310,792
Telephones and Accessories	134	\$134.32	\$1,757,955
Household Operations			
Child Care	140	\$744.05	\$9,738,178
Lawn and Garden (16)	127	\$638.12	\$8,351,732
Moving/Storage/Freight Express	146	\$104.19	\$1,363,682
Housekeeping Supplies (17)	131	\$1,021.74	\$13,372,564
Insurance			
Owners and Renters Insurance	121	\$757.96	\$9,920,193
Vehicle Insurance	131	\$2,442.23	\$31,963,944
Life/Other Insurance	129	\$781.04	\$10,222,208
Health Insurance	130	\$5,368.58	\$70,263,914
Personal Care Products (18)	135	\$670.25	\$8,772,292
School Books and Supplies (19)	136	\$177.46	\$2,322,594
Smoking Products	121	\$465.92	\$6,097,982
Transportation			
Payments on Vehicles excluding Leases	125	\$3,255.63	\$42,609,711
Gasoline and Motor Oil	130	\$3,132.91	\$41,003,475
Vehicle Maintenance and Repairs	131	\$1,446.37	\$18,930,058
Travel			
Airline Fares	146	\$915.50	\$11,982,079
Lodging on Trips	138	\$976.67	\$12,782,696
Auto/Truck Rental on Trips	144	\$79.37	\$1,038,781
Food and Drink on Trips	139	\$828.59	\$10,844,521

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1200 Forest Dr
 1200 Forest Dr, Annapolis, Maryland, 21403
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.95540
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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Exurbanites (1E)	14.6%	Population	67,417	69,203
Urban Chic (2A)	14.3%	Households	26,700	27,449
Golden Years (9B)	12.5%	Families	14,707	14,988
Top Tier (1A)	8.4%	Median Age	38.5	39.8
Old and Newcomers (8F)	7.2%	Median Household Income	\$100,307	\$106,823
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		152	\$3,230.45	\$86,252,998
Men's		158	\$640.76	\$17,108,421
Women's		153	\$1,131.04	\$30,198,779
Children's		143	\$444.50	\$11,868,145
Footwear		151	\$755.15	\$20,162,380
Watches & Jewelry		154	\$198.23	\$5,292,731
Apparel Products and Services (1)		165	\$86.96	\$2,321,782
Computer				
Computers and Hardware for Home Use		160	\$268.09	\$7,157,950
Portable Memory		151	\$6.55	\$174,912
Computer Software		163	\$15.69	\$418,862
Computer Accessories		151	\$27.19	\$725,938
Entertainment & Recreation		150	\$4,845.14	\$129,365,232
Fees and Admissions		162	\$1,202.80	\$32,114,632
Membership Fees for Clubs (2)		164	\$407.21	\$10,872,461
Fees for Participant Sports, excl. Trips		161	\$185.61	\$4,955,697
Tickets to Theatre/Operas/Concerts		165	\$133.69	\$3,569,486
Tickets to Movies		157	\$86.96	\$2,321,762
Tickets to Parks or Museums		151	\$51.24	\$1,368,202
Admission to Sporting Events, excl. Trips		160	\$103.04	\$2,751,280
Fees for Recreational Lessons		166	\$233.08	\$6,223,296
Dating Services		163	\$1.96	\$52,449
TV/Video/Audio		146	\$1,712.70	\$45,728,991
Cable and Satellite Television Services		145	\$1,166.40	\$31,142,926
Televisions		148	\$165.79	\$4,426,707
Satellite Dishes		141	\$2.21	\$59,088
VCRs, Video Cameras, and DVD Players		144	\$7.07	\$188,680
Miscellaneous Video Equipment		151	\$23.47	\$626,610
Video Cassettes and DVDs		146	\$11.23	\$299,972
Video Game Hardware/Accessories		140	\$40.61	\$1,084,205
Video Game Software		144	\$23.10	\$616,760
Rental/Streaming/Downloaded Video		147	\$102.97	\$2,749,200
Installation of Televisions		201	\$1.49	\$39,750
Audio (3)		154	\$164.52	\$4,392,678
Rental and Repair of TV/Radio/Sound Equipment		130	\$3.84	\$102,416
Pets		144	\$1,048.75	\$28,001,550
Toys/Games/Crafts/Hobbies (4)		143	\$165.70	\$4,424,260
Recreational Vehicles and Fees (5)		146	\$165.08	\$4,407,562
Sports/Recreation/Exercise Equipment (6)		146	\$263.24	\$7,028,552
Photo Equipment and Supplies (7)		156	\$71.82	\$1,917,538
Reading (8)		159	\$164.54	\$4,393,299
Catered Affairs (9)		174	\$51.04	\$1,362,820
Food		151	\$13,922.77	\$371,737,873
Food at Home		149	\$8,131.66	\$217,115,257
Bakery and Cereal Products		149	\$1,040.89	\$27,791,715
Meats, Poultry, Fish, and Eggs		148	\$1,749.00	\$46,698,202
Dairy Products		150	\$823.39	\$21,984,481
Fruits and Vegetables		153	\$1,614.89	\$43,117,539
Snacks and Other Food at Home (10)		148	\$2,903.50	\$77,523,320
Food Away from Home		153	\$5,791.11	\$154,622,616
Alcoholic Beverages		160	\$1,005.06	\$26,835,186

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1200 Forest Dr
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	168	\$45,847.96	\$1,224,140,399
Value of Retirement Plans	159	\$159,709.32	\$4,264,238,959
Value of Other Financial Assets	165	\$14,216.49	\$379,580,216
Vehicle Loan Amount excluding Interest	141	\$4,022.65	\$107,404,827
Value of Credit Card Debt	151	\$4,174.98	\$111,471,871
Health			
Nonprescription Drugs	140	\$217.53	\$5,807,950
Prescription Drugs	137	\$458.18	\$12,233,411
Eyeglasses and Contact Lenses	146	\$141.81	\$3,786,377
Home			
Mortgage Payment and Basics (11)	152	\$16,230.97	\$433,366,780
Maintenance and Remodeling Services	157	\$4,509.42	\$120,401,502
Maintenance and Remodeling Materials (12)	138	\$853.79	\$22,796,281
Utilities, Fuel, and Public Services	144	\$7,172.20	\$191,497,839
Household Furnishings and Equipment			
Household Textiles (13)	154	\$156.13	\$4,168,721
Furniture	150	\$958.37	\$25,588,556
Rugs	156	\$49.17	\$1,312,815
Major Appliances (14)	147	\$552.67	\$14,756,207
Housewares (15)	153	\$134.75	\$3,597,772
Small Appliances	150	\$79.01	\$2,109,535
Luggage	159	\$26.53	\$708,267
Telephones and Accessories	150	\$150.58	\$4,020,451
Household Operations			
Child Care	155	\$823.08	\$21,976,280
Lawn and Garden (16)	147	\$736.79	\$19,672,183
Moving/Storage/Freight Express	162	\$115.45	\$3,082,390
Housekeeping Supplies (17)	146	\$1,141.61	\$30,481,062
Insurance			
Owners and Renters Insurance	138	\$861.73	\$23,008,191
Vehicle Insurance	145	\$2,698.54	\$72,051,017
Life/Other Insurance	148	\$892.17	\$23,821,052
Health Insurance	146	\$6,042.98	\$161,347,644
Personal Care Products (18)	150	\$746.34	\$19,927,328
School Books and Supplies (19)	150	\$195.88	\$5,229,991
Smoking Products	131	\$504.77	\$13,477,229
Transportation			
Payments on Vehicles excluding Leases	138	\$3,606.90	\$96,304,172
Gasoline and Motor Oil	143	\$3,451.64	\$92,158,692
Vehicle Maintenance and Repairs	145	\$1,610.00	\$42,987,093
Travel			
Airline Fares	166	\$1,042.54	\$27,835,829
Lodging on Trips	158	\$1,118.09	\$29,852,997
Auto/Truck Rental on Trips	164	\$90.05	\$2,404,368
Food and Drink on Trips	158	\$939.70	\$25,090,061

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1200 Forest Dr
 1200 Forest Dr, Annapolis, Maryland, 21403
 Drive Time: 15 minute radius

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 Latitude: 38.95540
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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Exurbanites (1E)	17.2%	Population	97,525	99,958
Top Tier (1A)	11.8%	Households	38,209	39,198
Urban Chic (2A)	11.0%	Families	22,653	23,055
Golden Years (9B)	9.3%	Median Age	41.0	42.1
Enterprising Professionals (2D)	7.0%	Median Household Income	\$105,105	\$112,738
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		157	\$3,330.99	\$127,273,918
Men's		163	\$662.16	\$25,300,479
Women's		159	\$1,173.54	\$44,839,843
Children's		146	\$454.32	\$17,359,256
Footwear		154	\$772.81	\$29,528,408
Watches & Jewelry		159	\$204.47	\$7,812,727
Apparel Products and Services (1)		172	\$90.88	\$3,472,561
Computer				
Computers and Hardware for Home Use		166	\$279.00	\$10,660,284
Portable Memory		156	\$6.75	\$257,896
Computer Software		167	\$16.06	\$613,700
Computer Accessories		157	\$28.28	\$1,080,448
Entertainment & Recreation		157	\$5,060.14	\$193,343,044
Fees and Admissions		172	\$1,273.19	\$48,647,424
Membership Fees for Clubs (2)		172	\$428.76	\$16,382,551
Fees for Participant Sports, excl. Trips		172	\$197.73	\$7,555,114
Tickets to Theatre/Operas/Concerts		176	\$142.21	\$5,433,713
Tickets to Movies		161	\$89.53	\$3,420,710
Tickets to Parks or Museums		158	\$53.50	\$2,044,175
Admission to Sporting Events, excl. Trips		170	\$109.85	\$4,197,093
Fees for Recreational Lessons		177	\$249.70	\$9,540,624
Dating Services		160	\$1.92	\$73,444
TV/Video/Audio		151	\$1,774.40	\$67,797,942
Cable and Satellite Television Services		151	\$1,216.49	\$46,480,947
Televisions		152	\$170.14	\$6,500,784
Satellite Dishes		142	\$2.23	\$85,244
VCRs, Video Cameras, and DVD Players		148	\$7.24	\$276,628
Miscellaneous Video Equipment		158	\$24.48	\$935,198
Video Cassettes and DVDs		148	\$11.34	\$433,323
Video Game Hardware/Accessories		139	\$40.26	\$1,538,456
Video Game Software		142	\$22.74	\$869,035
Rental/Streaming/Downloaded Video		147	\$103.58	\$3,957,705
Installation of Televisions		218	\$1.61	\$61,489
Audio (3)		159	\$170.50	\$6,514,485
Rental and Repair of TV/Radio/Sound Equipment		128	\$3.79	\$144,649
Pets		150	\$1,096.28	\$41,887,645
Toys/Games/Crafts/Hobbies (4)		146	\$169.32	\$6,469,723
Recreational Vehicles and Fees (5)		159	\$179.66	\$6,864,460
Sports/Recreation/Exercise Equipment (6)		150	\$269.52	\$10,298,212
Photo Equipment and Supplies (7)		160	\$73.62	\$2,812,955
Reading (8)		167	\$172.02	\$6,572,701
Catered Affairs (9)		179	\$52.64	\$2,011,160
Food		156	\$14,378.65	\$549,393,683
Food at Home		154	\$8,411.52	\$321,395,868
Bakery and Cereal Products		154	\$1,078.77	\$41,218,690
Meats, Poultry, Fish, and Eggs		154	\$1,810.36	\$69,172,011
Dairy Products		156	\$853.50	\$32,611,281
Fruits and Vegetables		158	\$1,674.73	\$63,989,727
Snacks and Other Food at Home (10)		152	\$2,994.17	\$114,404,158
Food Away from Home		157	\$5,967.12	\$227,997,815
Alcoholic Beverages		167	\$1,049.04	\$40,082,920

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1200 Forest Dr
 1200 Forest Dr, Annapolis, Maryland, 21403
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	180	\$49,183.29	\$1,879,244,248
Value of Retirement Plans	173	\$173,222.27	\$6,618,649,742
Value of Other Financial Assets	180	\$15,462.22	\$590,796,077
Vehicle Loan Amount excluding Interest	144	\$4,110.58	\$157,061,281
Value of Credit Card Debt	157	\$4,353.83	\$166,355,351
Health			
Nonprescription Drugs	145	\$224.51	\$8,578,212
Prescription Drugs	144	\$479.30	\$18,313,627
Eyeglasses and Contact Lenses	154	\$148.71	\$5,682,251
Home			
Mortgage Payment and Basics (11)	166	\$17,650.12	\$674,393,511
Maintenance and Remodeling Services	171	\$4,909.33	\$187,580,438
Maintenance and Remodeling Materials (12)	149	\$918.66	\$35,100,950
Utilities, Fuel, and Public Services	150	\$7,447.68	\$284,568,337
Household Furnishings and Equipment			
Household Textiles (13)	160	\$161.94	\$6,187,442
Furniture	156	\$996.72	\$38,083,741
Rugs	167	\$52.52	\$2,006,693
Major Appliances (14)	156	\$587.66	\$22,454,087
Housewares (15)	159	\$140.48	\$5,367,445
Small Appliances	154	\$80.98	\$3,094,311
Luggage	164	\$27.49	\$1,050,259
Telephones and Accessories	158	\$158.48	\$6,055,370
Household Operations			
Child Care	161	\$854.40	\$32,645,802
Lawn and Garden (16)	158	\$794.41	\$30,353,595
Moving/Storage/Freight Express	163	\$116.19	\$4,439,380
Housekeeping Supplies (17)	152	\$1,187.87	\$45,387,512
Insurance			
Owners and Renters Insurance	147	\$921.82	\$35,221,908
Vehicle Insurance	149	\$2,774.99	\$106,029,602
Life/Other Insurance	158	\$954.45	\$36,468,654
Health Insurance	153	\$6,341.37	\$242,297,491
Personal Care Products (18)	155	\$771.43	\$29,475,447
School Books and Supplies (19)	154	\$201.47	\$7,698,080
Smoking Products	130	\$499.85	\$19,098,932
Transportation			
Payments on Vehicles excluding Leases	143	\$3,728.48	\$142,461,440
Gasoline and Motor Oil	148	\$3,554.46	\$135,812,486
Vehicle Maintenance and Repairs	151	\$1,668.28	\$63,743,261
Travel			
Airline Fares	175	\$1,099.90	\$42,025,970
Lodging on Trips	168	\$1,191.51	\$45,526,401
Auto/Truck Rental on Trips	172	\$94.72	\$3,619,078
Food and Drink on Trips	166	\$990.03	\$37,828,052

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1200 Forest Dr
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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1200 Forest Dr
 1200 Forest Dr, Annapolis, Maryland, 21403
 Drive Time: 5, 10, 15 minute radii

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 Latitude: 38.95540
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Data for all businesses in area	5 minutes				10 minutes				15 minutes			
Total Businesses:	1,541				5,450				6,703			
Total Employees:	13,389				73,440				86,662			
Total Residential Population:	32,952				67,417				97,525			
Employee/Residential Population Ratio (per 100 Residents)	41				109				89			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	32	2.1%	216	1.6%	65	1.2%	476	0.6%	107	1.6%	1,105	1.3%
Construction	116	7.5%	639	4.8%	282	5.2%	3,230	4.4%	396	5.9%	4,022	4.6%
Manufacturing	35	2.3%	460	3.4%	97	1.8%	1,269	1.7%	123	1.8%	1,965	2.3%
Transportation	50	3.2%	469	3.5%	129	2.4%	1,323	1.8%	153	2.3%	1,510	1.7%
Communication	14	0.9%	246	1.8%	50	0.9%	640	0.9%	57	0.9%	678	0.8%
Utility	2	0.1%	5	0.0%	8	0.1%	38	0.1%	11	0.2%	87	0.1%
Wholesale Trade	26	1.7%	149	1.1%	93	1.7%	741	1.0%	114	1.7%	972	1.1%
Retail Trade Summary	280	18.2%	3,449	25.8%	1,134	20.8%	16,863	23.0%	1,333	19.9%	19,767	22.8%
Home Improvement	18	1.2%	89	0.7%	31	0.6%	434	0.6%	44	0.7%	581	0.7%
General Merchandise Stores	11	0.7%	132	1.0%	47	0.9%	1,314	1.8%	56	0.8%	1,530	1.8%
Food Stores	19	1.2%	341	2.5%	78	1.4%	1,575	2.1%	95	1.4%	1,981	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	61	4.0%	1,176	8.8%	158	2.9%	2,470	3.4%	188	2.8%	2,902	3.3%
Apparel & Accessory Stores	6	0.4%	45	0.3%	135	2.5%	1,470	2.0%	135	2.0%	1,473	1.7%
Furniture & Home Furnishings	26	1.7%	140	1.0%	79	1.4%	769	1.0%	93	1.4%	991	1.1%
Eating & Drinking Places	65	4.2%	940	7.0%	312	5.7%	6,526	8.9%	371	5.5%	7,631	8.8%
Miscellaneous Retail	74	4.8%	587	4.4%	294	5.4%	2,305	3.1%	351	5.2%	2,678	3.1%
Finance, Insurance, Real Estate Summary	159	10.3%	1,340	10.0%	571	10.5%	4,841	6.6%	686	10.2%	5,636	6.5%
Banks, Savings & Lending Institutions	21	1.4%	141	1.1%	88	1.6%	768	1.0%	112	1.7%	967	1.1%
Securities Brokers	23	1.5%	176	1.3%	108	2.0%	779	1.1%	128	1.9%	865	1.0%
Insurance Carriers & Agents	25	1.6%	122	0.9%	77	1.4%	429	0.6%	96	1.4%	604	0.7%
Real Estate, Holding, Other Investment Offices	90	5.8%	902	6.7%	298	5.5%	2,866	3.9%	349	5.2%	3,199	3.7%
Services Summary	642	41.7%	5,514	41.2%	2,212	40.6%	32,333	44.0%	2,756	41.1%	37,880	43.7%
Hotels & Lodging	6	0.4%	225	1.7%	46	0.8%	1,483	2.0%	52	0.8%	1,537	1.8%
Automotive Services	48	3.1%	309	2.3%	118	2.2%	886	1.2%	141	2.1%	1,026	1.2%
Motion Pictures & Amusements	46	3.0%	306	2.3%	139	2.6%	911	1.2%	178	2.7%	1,280	1.5%
Health Services	87	5.6%	687	5.1%	395	7.2%	8,071	11.0%	493	7.4%	9,533	11.0%
Legal Services	48	3.1%	271	2.0%	209	3.8%	1,054	1.4%	238	3.6%	1,189	1.4%
Education Institutions & Libraries	24	1.6%	673	5.0%	74	1.4%	9,538	13.0%	94	1.4%	10,238	11.8%
Other Services	384	24.9%	3,043	22.7%	1,231	22.6%	10,391	14.1%	1,560	23.3%	13,078	15.1%
Government	24	1.6%	751	5.6%	262	4.8%	10,934	14.9%	280	4.2%	12,140	14.0%
Unclassified Establishments	162	10.5%	152	1.1%	547	10.0%	752	1.0%	687	10.2%	899	1.0%
Totals	1,541	100.0%	13,389	100.0%	5,450	100.0%	73,440	100.0%	6,703	100.0%	86,662	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.

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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	2	0.1%	7	0.1%	8	0.1%	47	0.1%	14	0.2%	62	0.1%
Mining	0	0.0%	0	0.0%	1	0.0%	8	0.0%	3	0.0%	45	0.1%
Utilities	0	0.0%	0	0.0%	2	0.0%	20	0.0%	4	0.1%	64	0.1%
Construction	127	8.2%	733	5.5%	316	5.8%	3,470	4.7%	439	6.5%	4,348	5.0%
Manufacturing	38	2.5%	440	3.3%	96	1.8%	1,098	1.5%	120	1.8%	1,268	1.5%
Wholesale Trade	26	1.7%	148	1.1%	89	1.6%	729	1.0%	111	1.7%	960	1.1%
Retail Trade	204	13.2%	2,460	18.4%	793	14.6%	10,123	13.8%	930	13.9%	11,889	13.7%
Motor Vehicle & Parts Dealers	58	3.8%	1,152	8.6%	144	2.6%	2,393	3.3%	170	2.5%	2,803	3.2%
Furniture & Home Furnishings Stores	13	0.8%	69	0.5%	50	0.9%	501	0.7%	57	0.9%	521	0.6%
Electronics & Appliance Stores	5	0.3%	35	0.3%	18	0.3%	210	0.3%	22	0.3%	390	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	18	1.2%	89	0.7%	31	0.6%	434	0.6%	44	0.7%	581	0.7%
Food & Beverage Stores	22	1.4%	384	2.9%	71	1.3%	1,527	2.1%	91	1.4%	1,981	2.3%
Health & Personal Care Stores	14	0.9%	102	0.8%	75	1.4%	546	0.7%	86	1.3%	663	0.8%
Gasoline Stations	5	0.3%	27	0.2%	15	0.3%	80	0.1%	19	0.3%	102	0.1%
Clothing & Clothing Accessories Stores	10	0.6%	53	0.4%	163	3.0%	1,659	2.3%	166	2.5%	1,670	1.9%
Sport Goods, Hobby, Book, & Music Stores	10	0.6%	57	0.4%	46	0.8%	517	0.7%	52	0.8%	569	0.7%
General Merchandise Stores	11	0.7%	132	1.0%	47	0.9%	1,314	1.8%	56	0.8%	1,530	1.8%
Miscellaneous Store Retailers	30	1.9%	318	2.4%	103	1.9%	759	1.0%	124	1.8%	829	1.0%
Nonstore Retailers	10	0.6%	44	0.3%	31	0.6%	183	0.2%	44	0.7%	251	0.3%
Transportation & Warehousing	32	2.1%	339	2.5%	78	1.4%	995	1.4%	92	1.4%	1,155	1.3%
Information	33	2.1%	441	3.3%	127	2.3%	1,466	2.0%	155	2.3%	2,211	2.6%
Finance & Insurance	71	4.6%	443	3.3%	277	5.1%	1,991	2.7%	340	5.1%	2,452	2.8%
Central Bank/Credit Intermediation & Related Activities	22	1.4%	140	1.0%	88	1.6%	762	1.0%	112	1.7%	961	1.1%
Securities, Commodity Contracts & Other Financial	24	1.6%	182	1.4%	112	2.1%	800	1.1%	132	2.0%	886	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	25	1.6%	122	0.9%	77	1.4%	429	0.6%	96	1.4%	604	0.7%
Real Estate, Rental & Leasing	86	5.6%	740	5.5%	278	5.1%	2,413	3.3%	338	5.0%	2,760	3.2%
Professional, Scientific & Tech Services	208	13.5%	1,233	9.2%	730	13.4%	5,013	6.8%	891	13.3%	6,197	7.2%
Legal Services	54	3.5%	291	2.2%	237	4.3%	1,344	1.8%	270	4.0%	1,494	1.7%
Management of Companies & Enterprises	6	0.4%	136	1.0%	22	0.4%	246	0.3%	25	0.4%	261	0.3%
Administrative & Support & Waste Management & Remediation	63	4.1%	279	2.1%	179	3.3%	1,138	1.5%	236	3.5%	1,615	1.9%
Educational Services	30	1.9%	701	5.2%	91	1.7%	9,565	13.0%	120	1.8%	10,276	11.9%
Health Care & Social Assistance	118	7.7%	1,435	10.7%	470	8.6%	9,348	12.7%	607	9.1%	11,599	13.4%
Arts, Entertainment & Recreation	47	3.0%	338	2.5%	143	2.6%	1,080	1.5%	176	2.6%	1,438	1.7%
Accommodation & Food Services	72	4.7%	1,170	8.7%	368	6.8%	8,093	11.0%	434	6.5%	9,264	10.7%
Accommodation	6	0.4%	225	1.7%	46	0.8%	1,483	2.0%	52	0.8%	1,537	1.8%
Food Services & Drinking Places	66	4.3%	945	7.1%	322	5.9%	6,610	9.0%	382	5.7%	7,727	8.9%
Other Services (except Public Administration)	192	12.5%	1,437	10.7%	573	10.5%	4,950	6.7%	702	10.5%	5,801	6.7%
Automotive Repair & Maintenance	39	2.5%	263	2.0%	87	1.6%	650	0.9%	102	1.5%	747	0.9%
Public Administration	25	1.6%	757	5.7%	262	4.8%	10,893	14.8%	280	4.2%	12,099	14.0%
Unclassified Establishments	162	10.5%	152	1.1%	547	10.0%	752	1.0%	687	10.2%	899	1.0%
Total	1,541	100.0%	13,389	100.0%	5,450	100.0%	73,440	100.0%	6,703	100.0%	86,662	100.0%

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