


Community Profile

Annapolis Town Center
Beth at Savvi Hair Studio
Rings: 1, 3, 5 mile radii



Population Summary	1 mile	3 miles	5 miles
2010 Total Population	7,703	56,378	102,502
2020 Total Population	9,056	56,774	104,451
2020 Group Quarters	327	1,391	1,967
2025 Total Population	9,007	57,239	105,448
2025 Group Quarters	325	1,380	1,952
2030 Total Population	9,766	58,711	107,598
2025-2030 Annual Rate	1.63%	0.51%	0.40%
2025 Total Daytime Population	33,984	106,814	151,702
Workers	29,926	79,781	101,258
Residents	4,058	27,033	50,444
Household Summary			
2010 Total Households	3,037	22,012	40,202
2010 Average Household Size	2.35	2.30	2.39
2020 Total Households	4,058	24,004	42,625
2020 Average Household Size	2.15	2.31	2.40
2025 Total Households	4,182	24,449	43,407
2025 Average Household Size	2.08	2.28	2.38
2030 Total Households	4,716	25,352	44,650
2030 Average Household Size	2.00	2.26	2.37
2025-2030 Annual Rate	2.43%	0.73%	0.57%
2025 Families	2,056	13,548	26,261
2025 Average Family Size	2.82	3.03	3.05
2030 Families	2,276	13,907	26,779
2030 Average Family Size	2.74	3.01	3.03
2025-2030 Growth Rate	2.0%	0.5%	0.4%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Housing Unit Summary

2010 Total Housing Units	3,523	24,391	44,053
Owner Occupied Housing Units	50.3%	60.9%	69.0%
Renter Occupied Housing Units	49.8%	39.1%	31.0%
Vacant Housing Units	13.8%	9.8%	8.7%
2020 Housing Units	4,361	26,253	46,306
Owner Occupied Housing Units	39.0%	58.2%	67.5%
Renter Occupied Housing Units	61.0%	41.8%	32.5%
Vacant Housing Units	7.0%	8.4%	8.0%
2025 Housing Units	4,542	26,778	47,089
Owner Occupied Housing Units	41.0%	60.1%	69.3%
Renter Occupied Housing Units	59.0%	39.9%	30.7%
Vacant Housing Units	7.9%	8.7%	7.8%
2030 Total Housing Units	5,086	27,785	48,487
Owner Occupied Housing Units	38.2%	60.5%	70.0%
Renter Occupied Housing Units	61.8%	39.5%	30.1%
Vacant Housing Units	7.3%	8.8%	7.9%

Median Household Income

	1 mile	3 miles	5 miles
2025	\$110,644	\$115,244	\$124,866
2030	\$117,496	\$125,249	\$142,553

Per Capita Income

2025	\$65,096	\$68,710	\$71,034
2030	\$72,759	\$75,096	\$77,824

2025 Households by Income

Household Income Base	4,182	24,449	43,407
<\$15,000	6.7%	5.0%	4.4%
\$15,000 - \$24,999	2.8%	3.7%	3.2%
\$25,000 - \$34,999	1.9%	2.6%	2.5%
\$35,000 - \$49,999	3.9%	5.2%	5.0%
\$50,000 - \$74,999	13.0%	11.9%	10.8%
\$75,000 - \$99,999	13.4%	12.7%	11.9%
\$100,000 - \$149,999	23.8%	20.6%	19.8%
\$150,000 - \$199,999	10.8%	12.9%	12.8%
\$200,000+	23.7%	25.5%	29.7%
Average Household Income	\$148,869	\$160,311	\$172,525



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	75	70	73
Percent of Income for Mortgage	32.1%	34.4%	33.0%
Wealth Index	120	155	179

Median Home Value

2025	\$567,308	\$633,476	\$659,115
2030	\$625,000	\$698,253	\$732,731

2025 Home Value

	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,709	14,681	30,054
<\$50,000	5.2%	1.9%	1.5%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	1.8%	0.9%	0.7%
\$200,000 - \$249,999	2.0%	1.6%	1.1%
\$250,000 - \$299,999	7.3%	3.2%	2.4%
\$300,000 - \$399,999	17.9%	11.0%	9.6%
\$400,000 - \$499,999	7.3%	13.6%	14.5%
\$500,000 - \$749,999	31.9%	33.0%	31.4%
\$750,000 - \$999,999	21.1%	21.5%	23.7%
\$1,000,000 - \$1,499,999	1.6%	6.9%	8.7%
\$1,500,000 - \$1,999,999	0.8%	3.0%	3.0%
\$2,000,000 +	3.2%	3.2%	3.2%
Average Home Value	\$612,740	\$719,009	\$745,862

2025 Population by Sex

Males	4,491	27,752	51,328
Females	4,516	29,487	54,120

Median Age

2010	34.6	36.8	40.0
2020	37.6	41.3	42.6
2025	39.0	42.1	43.1
2030	41.2	43.6	44.3



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Age	1 mile	3 miles	5 miles
Total	9,007	57,239	105,448
0 - 4	4.5%	5.1%	5.0%
5 - 9	5.0%	5.4%	5.6%
10 - 14	5.2%	5.2%	5.8%
15 - 24	11.8%	10.7%	10.6%
25 - 34	17.5%	14.0%	12.3%
35 - 44	14.6%	13.4%	13.3%
45 - 54	12.2%	10.7%	11.2%
55 - 64	11.7%	12.4%	13.3%
65 - 74	10.4%	11.8%	12.0%
75 - 84	5.9%	7.9%	7.9%
85 +	1.6%	3.2%	2.9%
18 +	82.0%	81.2%	80.2%

2025 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,622	42,143	76,936
Less than 9th Grade	4.6%	3.6%	2.8%
9th - 12th Grade, No Diploma	3.2%	3.0%	2.5%
High School Graduate	21.8%	13.5%	13.8%
GED/Alternative Credential	2.6%	1.8%	1.9%
Some College, No Degree	15.1%	13.7%	13.6%
Associate Degree	5.9%	6.6%	6.7%
Bachelor's Degree	23.0%	28.9%	29.9%
Graduate/Professional Degree	23.7%	28.9%	28.8%

2025 Population 15+ by Marital Status	1 mile	3 miles	5 miles
Total	7,684	48,244	88,148
Never Married	41.2%	31.5%	29.2%
Married	42.9%	51.5%	54.8%
Widowed	5.5%	5.8%	5.4%
Divorced	10.4%	11.3%	10.6%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	9,056	56,774	104,451
White Alone	48.8%	63.2%	70.3%
Black Alone	25.8%	15.9%	11.7%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	2.8%	2.6%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.2%	10.1%	7.4%
Two or More Races	14.2%	10.1%	7.4%
Hispanic Origin	21.6%	16.8%	13.0%
Diversity Index	78.1	68.2	59.7

2025 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	9,007	57,240	105,448
White Alone	47.2%	60.5%	67.7%
Black Alone	26.0%	16.7%	12.4%
American Indian Alone	0.6%	0.8%	0.6%
Asian Alone	3.1%	2.9%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.7%	10.9%	8.1%
Two or More Races	8.4%	8.1%	8.2%
Hispanic Origin	22.6%	18.3%	14.3%
Diversity Index	79.2	71.0	63.2

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	4,973	30,688	56,070
White Collar	67.2%	73.5%	75.1%
Management/Business/Financial	25.8%	28.8%	28.1%
Professional	24.8%	29.7%	31.3%
Sales	9.2%	8.9%	8.8%
Administrative Support	7.4%	6.2%	6.9%
Services	18.2%	15.5%	14.2%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	4,973	30,688	56,070
Blue Collar	14.7%	11.0%	10.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.7%	4.4%	3.6%
Installation/Maintenance/Repair	1.2%	1.3%	1.7%
Production	1.3%	1.1%	1.0%
Transportation/Material Moving	7.5%	4.1%	4.3%

2025 Civilian Population 16+ in Labor Force	1 mile	3 miles	5 miles
Civilian Population 16+	4,973	30,688	56,070
Population 16+ Employed	97.8%	97.1%	97.0%
Population 16+ Unemployment rate	2.2%	2.9%	3.0%
Population 16-24 Employed	9.7%	9.0%	8.7%
Population 16-24 Unemployment rate	2.0%	5.7%	8.3%
Population 25-54 Employed	61.9%	59.8%	59.1%
Population 25-54 Unemployment rate	3.0%	3.3%	2.9%
Population 55-64 Employed	15%	17%	19%
Population 55-64 Unemployment rate	0.5%	0.8%	1.4%
Population 65+ Employed	11%	11%	10%
Population 65+ Unemployment rate	0.2%	1.4%	1.7%

2025 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	4,865	29,802	54,368
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	8.8%	8.0%	7.0%
Manufacturing	2.4%	4.2%	4.3%
Wholesale Trade	2.4%	2.1%	1.9%
Retail Trade	12.1%	7.8%	7.9%
Transportation/Utilities	6.3%	4.3%	4.3%
Information	1%	2%	2%
Finance/Insurance/Real Estate	4.4%	6.7%	6.8%
Services	54.0%	53.8%	54.4%
Public Administration	8.2%	11.2%	11.2%

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$13,468,103	\$81,371,507	\$153,334,649
Average Spent	\$3,220.49	\$3,328.21	\$3,532.49
Spending Potential Index	132	136	144
Education: Total \$	\$10,051,853	\$62,183,962	\$122,497,404
Average Spent	\$2,403.60	\$2,543.42	\$2,822.07
Spending Potential Index	135	143	158
Entertainment/Recreation: Total \$	\$21,643,671	\$136,501,466	\$260,453,779
Average Spent	\$5,175.44	\$5,583.11	\$6,000.27
Spending Potential Index	126	136	146
Food at Home: Total \$	\$40,105,523	\$241,629,154	\$455,187,104
Average Spent	\$9,590.03	\$9,882.99	\$10,486.49
Spending Potential Index	129	133	141
Food Away from Home: Total \$	\$22,609,766	\$137,459,317	\$260,086,371
Average Spent	\$5,406.45	\$5,622.29	\$5,991.81
Spending Potential Index	131	136	145
Health Care: Total \$	\$39,489,062	\$250,955,011	\$475,764,032
Average Spent	\$9,442.63	\$10,264.43	\$10,960.54
Spending Potential Index	122	133	142
HH Furnishings & Equipment: Total \$	\$15,399,522	\$96,863,802	\$184,305,537
Average Spent	\$3,682.33	\$3,961.87	\$4,245.99
Spending Potential Index	127	136	146
Personal Care Products & Services: Total \$	\$5,781,333	\$35,701,108	\$67,319,229
Average Spent	\$1,382.43	\$1,460.23	\$1,550.88
Spending Potential Index	132	139	148
Shelter: Total \$	\$148,123,623	\$919,891,081	\$1,740,449,931
Average Spent	\$35,419.33	\$37,624.90	\$40,096.07
Spending Potential Index	133	141	151
Support Payments/Gifts in Kind: Total \$	\$16,699,686	\$113,994,946	\$216,059,577
Average Spent	\$3,993.23	\$4,662.56	\$4,977.53
Spending Potential Index	121	141	151



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$19,158,705	\$125,706,021	\$242,632,692
Average Spent	\$4,581.23	\$5,141.56	\$5,589.71
Spending Potential Index	127	142	155
Vehicle Maintenance & Repairs: Total \$	\$7,216,683	\$44,307,170	\$83,237,567
Average Spent	\$1,725.65	\$1,812.23	\$1,917.61
Spending Potential Index	128	134	142

Top Tapestry Segment


1 mile	3 miles	5 miles
<p>Emerging Hub (D1):</p> <p>This segment is characterized by young, high-earning, mobile urban professionals.</p> <p>Learn more about this segment...</p>	<p>Urban Chic (H4):</p> <p>This segment is characterized by affluent, educated families in the suburbs of coastal metropolises.</p> <p>Learn more about this segment...</p>	<p>Top Tier (L3):</p> <p>This segment is characterized by highly educated professionals in affluent suburbs.</p> <p>Learn more about this segment...</p>

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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.