

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	35,672	92,669	200,353
2010 Total Population	37,184	88,470	193,256
2018 Total Population	39,882	93,301	201,613
2018 Group Quarters	198	1,306	9,564
2023 Total Population	39,822	93,603	203,920
2018-2023 Annual Rate	-0.03%	0.06%	0.23%
2018 Total Daytime Population	34,306	129,790	296,406
Workers	17,511	83,443	198,730
Residents	16,795	46,347	97,676
<b>Household Summary</b>			
2000 Households	14,663	37,560	79,405
2000 Average Household Size	2.41	2.44	2.38
2010 Households	15,259	36,638	79,584
2010 Average Household Size	2.42	2.38	2.31
2018 Households	16,359	38,767	83,816
2018 Average Household Size	2.43	2.37	2.29
2023 Households	16,317	39,050	85,491
2023 Average Household Size	2.43	2.36	2.27
2018-2023 Annual Rate	-0.05%	0.15%	0.40%
2010 Families	7,255	18,348	39,100
2010 Average Family Size	3.13	3.12	3.11
2018 Families	7,721	19,128	39,975
2018 Average Family Size	3.18	3.17	3.15
2023 Families	7,693	19,106	40,062
2023 Average Family Size	3.20	3.18	3.16
2018-2023 Annual Rate	-0.07%	-0.02%	0.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	17,416	46,105	94,898
Owner Occupied Housing Units	52.4%	41.4%	42.1%
Renter Occupied Housing Units	31.8%	40.1%	41.6%
Vacant Housing Units	15.8%	18.5%	16.3%
2010 Housing Units	18,314	44,571	95,524
Owner Occupied Housing Units	45.2%	38.5%	38.1%
Renter Occupied Housing Units	38.1%	43.7%	45.2%
Vacant Housing Units	16.7%	17.8%	16.7%
2018 Housing Units	19,439	47,123	101,638
Owner Occupied Housing Units	44.5%	37.1%	36.2%
Renter Occupied Housing Units	39.7%	45.2%	46.3%
Vacant Housing Units	15.8%	17.7%	17.5%
2023 Housing Units	19,520	47,796	103,971
Owner Occupied Housing Units	44.8%	36.7%	35.4%
Renter Occupied Housing Units	38.7%	45.0%	46.8%
Vacant Housing Units	16.4%	18.3%	17.8%
<b>Median Household Income</b>			
2018	\$60,324	\$47,495	\$47,301
2023	\$76,791	\$57,369	\$56,381
<b>Median Home Value</b>			
2018	\$229,121	\$204,225	\$182,458
2023	\$255,854	\$231,961	\$206,198
<b>Per Capita Income</b>			
2018	\$35,978	\$31,718	\$30,146
2023	\$42,997	\$38,316	\$36,681
<b>Median Age</b>			
2010	31.7	32.6	32.9
2018	33.5	34.3	34.3
2023	34.4	35.1	35.3

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2018 Households by Income</b>			
Household Income Base	16,359	38,755	83,801
<\$15,000	11.8%	19.3%	18.8%
\$15,000 - \$24,999	9.2%	11.6%	11.1%
\$25,000 - \$34,999	8.1%	8.9%	9.7%
\$35,000 - \$49,999	13.1%	11.7%	12.0%
\$50,000 - \$74,999	15.4%	14.4%	16.3%
\$75,000 - \$99,999	11.7%	10.0%	10.3%
\$100,000 - \$149,999	15.8%	11.7%	11.1%
\$150,000 - \$199,999	7.0%	5.4%	4.9%
\$200,000+	7.9%	7.0%	5.7%
Average Household Income	\$87,241	\$75,331	\$71,074
<b>2023 Households by Income</b>			
Household Income Base	16,317	39,038	85,476
<\$15,000	10.3%	17.7%	17.2%
\$15,000 - \$24,999	7.7%	10.1%	9.7%
\$25,000 - \$34,999	6.5%	7.3%	8.0%
\$35,000 - \$49,999	10.6%	9.9%	10.1%
\$50,000 - \$74,999	13.7%	13.5%	15.2%
\$75,000 - \$99,999	12.6%	10.9%	11.6%
\$100,000 - \$149,999	20.2%	15.0%	14.5%
\$150,000 - \$199,999	8.5%	6.7%	6.2%
\$200,000+	9.9%	8.9%	7.6%
Average Household Income	\$104,455	\$90,819	\$86,104
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	8,651	17,475	36,732
<\$50,000	2.6%	8.2%	7.0%
\$50,000 - \$99,999	8.8%	13.1%	15.1%
\$100,000 - \$149,999	11.0%	12.5%	17.7%
\$150,000 - \$199,999	16.7%	15.0%	15.8%
\$200,000 - \$249,999	18.8%	14.3%	12.2%
\$250,000 - \$299,999	13.6%	10.6%	9.3%
\$300,000 - \$399,999	15.1%	13.2%	11.3%
\$400,000 - \$499,999	7.1%	6.9%	6.0%
\$500,000 - \$749,999	4.3%	4.2%	3.6%
\$750,000 - \$999,999	1.4%	0.9%	1.1%
\$1,000,000 - \$1,499,999	0.5%	1.1%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$261,703	\$240,717	\$226,383
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	8,754	17,530	36,786
<\$50,000	2.0%	7.3%	6.3%
\$50,000 - \$99,999	7.7%	11.8%	13.6%
\$100,000 - \$149,999	8.6%	10.3%	14.7%
\$150,000 - \$199,999	13.3%	12.5%	14.0%
\$200,000 - \$249,999	16.7%	12.7%	11.4%
\$250,000 - \$299,999	14.4%	11.1%	10.0%
\$300,000 - \$399,999	18.8%	16.1%	14.0%
\$400,000 - \$499,999	9.4%	9.1%	7.9%
\$500,000 - \$749,999	6.2%	6.2%	5.4%
\$750,000 - \$999,999	2.0%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.7%	1.5%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$292,692	\$272,412	\$255,373

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	37,182	88,469	193,256
0 - 4	7.0%	7.3%	6.5%
5 - 9	4.5%	5.3%	5.1%
10 - 14	3.9%	4.7%	4.7%
15 - 24	13.5%	13.9%	15.3%
25 - 34	29.3%	23.9%	22.4%
35 - 44	14.0%	13.4%	13.1%
45 - 54	10.7%	12.2%	13.2%
55 - 64	8.5%	9.3%	9.9%
65 - 74	4.6%	5.4%	5.3%
75 - 84	2.6%	3.2%	3.3%
85 +	1.3%	1.4%	1.3%
18 +	82.2%	79.7%	80.5%
<b>2018 Population by Age</b>			
Total	39,885	93,301	201,615
0 - 4	6.3%	6.6%	5.8%
5 - 9	5.2%	5.8%	5.2%
10 - 14	4.4%	5.1%	4.8%
15 - 24	11.1%	11.8%	13.0%
25 - 34	27.0%	22.4%	22.6%
35 - 44	16.0%	14.7%	13.8%
45 - 54	10.3%	11.2%	11.5%
55 - 64	9.4%	10.6%	11.1%
65 - 74	6.0%	7.0%	7.3%
75 - 84	2.9%	3.4%	3.4%
85 +	1.4%	1.5%	1.5%
18 +	81.8%	79.9%	81.5%
<b>2023 Population by Age</b>			
Total	39,823	93,606	203,920
0 - 4	6.4%	6.6%	5.8%
5 - 9	5.1%	5.5%	4.9%
10 - 14	4.5%	5.1%	4.7%
15 - 24	11.0%	11.6%	12.5%
25 - 34	24.6%	21.0%	21.5%
35 - 44	17.6%	16.0%	15.2%
45 - 54	10.7%	11.0%	11.0%
55 - 64	9.0%	10.2%	10.6%
65 - 74	6.7%	7.8%	8.2%
75 - 84	3.2%	3.8%	4.0%
85 +	1.3%	1.4%	1.4%
18 +	81.6%	80.1%	81.9%
<b>2010 Population by Sex</b>			
Males	18,763	43,015	95,665
Females	18,421	45,455	97,591
<b>2018 Population by Sex</b>			
Males	20,200	45,682	100,501
Females	19,682	47,619	101,113
<b>2023 Population by Sex</b>			
Males	20,231	46,008	101,987
Females	19,591	47,595	101,934

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	37,183	88,471	193,256
White Alone	60.2%	46.7%	42.0%
Black Alone	23.5%	40.7%	48.5%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	2.4%	2.4%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.7%	6.7%	3.8%
Two or More Races	3.1%	2.6%	2.3%
Hispanic Origin	18.5%	13.2%	7.9%
Diversity Index	70.8	70.4	64.8
<b>2018 Population by Race/Ethnicity</b>			
Total	39,883	93,300	201,613
White Alone	58.7%	45.8%	41.4%
Black Alone	21.8%	39.2%	47.0%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	2.8%	2.8%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.9%	8.2%	4.8%
Two or More Races	3.6%	3.1%	2.8%
Hispanic Origin	23.0%	16.5%	10.2%
Diversity Index	74.6	73.6	67.8
<b>2023 Population by Race/Ethnicity</b>			
Total	39,824	93,604	203,921
White Alone	57.5%	45.3%	40.9%
Black Alone	20.5%	37.7%	45.7%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	3.1%	3.1%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.6%	9.5%	5.6%
Two or More Races	4.1%	3.5%	3.2%
Hispanic Origin	27.0%	19.4%	12.2%
Diversity Index	77.4	76.0	70.3
<b>2010 Population by Relationship and Household Type</b>			
Total	37,184	88,470	193,256
In Households	99.5%	98.5%	95.3%
In Family Households	66.4%	69.2%	66.8%
Householder	19.5%	20.7%	20.2%
Spouse	10.9%	9.7%	9.5%
Child	22.9%	27.2%	27.0%
Other relative	7.7%	7.2%	6.3%
Nonrelative	5.3%	4.5%	3.8%
In Nonfamily Households	33.1%	29.3%	28.5%
In Group Quarters	0.5%	1.5%	4.7%
Institutionalized Population	0.4%	0.5%	3.3%
Noninstitutionalized Population	0.1%	1.0%	1.5%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2018 Population 25+ by Educational Attainment</b>			
Total	29,120	66,047	143,504
Less than 9th Grade	8.4%	7.9%	5.8%
9th - 12th Grade, No Diploma	8.0%	10.1%	10.5%
High School Graduate	16.4%	19.4%	22.3%
GED/Alternative Credential	4.4%	4.8%	5.9%
Some College, No Degree	11.5%	14.2%	15.5%
Associate Degree	3.6%	3.7%	3.9%
Bachelor's Degree	25.3%	20.9%	19.0%
Graduate/Professional Degree	22.5%	19.1%	17.1%
<b>2018 Population 15+ by Marital Status</b>			
Total	33,536	77,019	169,630
Never Married	54.3%	54.3%	56.2%
Married	33.5%	30.4%	28.6%
Widowed	3.8%	5.0%	5.0%
Divorced	8.5%	10.2%	10.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.8%	92.2%	91.9%
Civilian Unemployed (Unemployment Rate)	5.2%	7.8%	8.1%
<b>2018 Employed Population 16+ by Industry</b>			
Total	23,497	47,841	100,362
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	9.0%	7.2%	5.8%
Manufacturing	5.9%	6.0%	5.2%
Wholesale Trade	2.4%	2.0%	2.0%
Retail Trade	6.1%	6.8%	7.6%
Transportation/Utilities	3.5%	4.2%	4.8%
Information	1.6%	1.8%	2.0%
Finance/Insurance/Real Estate	6.4%	5.9%	5.7%
Services	58.5%	59.4%	59.0%
Public Administration	6.3%	6.5%	7.6%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	23,495	47,842	100,360
White Collar	63.7%	62.4%	63.2%
Management/Business/Financial	18.4%	16.1%	14.8%
Professional	30.0%	29.0%	29.2%
Sales	7.6%	8.0%	8.1%
Administrative Support	7.7%	9.3%	11.1%
Services	19.6%	20.8%	20.7%
Blue Collar	16.6%	16.8%	16.1%
Farming/Forestry/Fishing	0.3%	0.3%	0.1%
Construction/Extraction	6.8%	5.4%	4.2%
Installation/Maintenance/Repair	2.3%	2.4%	2.3%
Production	3.7%	3.8%	3.9%
Transportation/Material Moving	3.6%	4.9%	5.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	37,184	88,470	193,256
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	15,259	36,638	79,584
Households with 1 Person	33.1%	35.3%	37.4%
Households with 2+ People	66.9%	64.7%	62.6%
Family Households	47.5%	50.1%	49.1%
Husband-wife Families	26.6%	23.4%	23.0%
With Related Children	9.8%	8.7%	8.6%
Other Family (No Spouse Present)	21.0%	26.7%	26.1%
Other Family with Male Householder	6.1%	6.0%	5.4%
With Related Children	2.9%	2.8%	2.6%
Other Family with Female Householder	14.8%	20.7%	20.7%
With Related Children	9.3%	13.6%	13.5%
Nonfamily Households	19.4%	14.6%	13.5%
All Households with Children	22.6%	25.6%	25.1%
Multigenerational Households	4.4%	5.4%	5.6%
Unmarried Partner Households	11.5%	10.2%	9.6%
Male-female	10.3%	9.1%	8.5%
Same-sex	1.2%	1.1%	1.1%
<b>2010 Households by Size</b>			
Total	15,260	36,638	79,583
1 Person Household	33.1%	35.3%	37.4%
2 Person Household	33.4%	30.6%	29.9%
3 Person Household	14.9%	15.2%	14.7%
4 Person Household	8.2%	8.8%	8.7%
5 Person Household	4.8%	5.0%	4.8%
6 Person Household	2.5%	2.5%	2.3%
7 + Person Household	3.1%	2.6%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	15,259	36,638	79,584
Owner Occupied	54.3%	46.8%	45.8%
Owned with a Mortgage/Loan	42.7%	33.8%	34.0%
Owned Free and Clear	11.6%	13.0%	11.7%
Renter Occupied	45.7%	53.2%	54.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	18,314	44,571	95,524
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

3504 Eastern Ave, Baltimore, Maryland, 21224  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28661  
Longitude: -76.56782

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
<b>2.</b>	Front Porches (8E)	City Commons (11E)	Modest Income Homes
<b>3.</b>	Laptops and Lattes (3A)	Front Porches (8E)	Front Porches (8E)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$39,520,298	\$80,485,986	\$162,611,202
Average Spent	\$2,415.81	\$2,076.15	\$1,940.10
Spending Potential Index	111	95	89
Education: Total \$	\$25,860,815	\$52,481,414	\$106,896,455
Average Spent	\$1,580.83	\$1,353.77	\$1,275.37
Spending Potential Index	109	94	88
Entertainment/Recreation: Total \$	\$53,544,500	\$110,534,008	\$225,926,337
Average Spent	\$3,273.09	\$2,851.24	\$2,695.50
Spending Potential Index	102	89	84
Food at Home: Total \$	\$88,284,267	\$183,054,457	\$370,892,254
Average Spent	\$5,396.68	\$4,721.91	\$4,425.08
Spending Potential Index	108	94	88
Food Away from Home: Total \$	\$63,461,145	\$128,741,527	\$261,181,747
Average Spent	\$3,879.28	\$3,320.91	\$3,116.13
Spending Potential Index	110	95	89
Health Care: Total \$	\$87,971,084	\$185,445,579	\$383,132,322
Average Spent	\$5,377.53	\$4,783.59	\$4,571.11
Spending Potential Index	94	84	80
HH Furnishings & Equipment: Total \$	\$34,939,579	\$71,285,619	\$145,766,737
Average Spent	\$2,135.80	\$1,838.82	\$1,739.13
Spending Potential Index	102	88	83
Personal Care Products & Services: Total \$	\$14,250,193	\$29,030,411	\$59,193,491
Average Spent	\$871.09	\$748.84	\$706.23
Spending Potential Index	105	90	85
Shelter: Total \$	\$309,770,507	\$633,549,267	\$1,281,230,923
Average Spent	\$18,935.79	\$16,342.49	\$15,286.23
Spending Potential Index	113	97	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$39,723,352	\$82,889,673	\$170,369,146
Average Spent	\$2,428.23	\$2,138.15	\$2,032.66
Spending Potential Index	98	86	82
Travel: Total \$	\$35,265,447	\$70,803,389	\$144,920,115
Average Spent	\$2,155.72	\$1,826.38	\$1,729.03
Spending Potential Index	100	85	80
Vehicle Maintenance & Repairs: Total \$	\$17,992,440	\$37,088,853	\$75,813,073
Average Spent	\$1,099.85	\$956.71	\$904.52
Spending Potential Index	102	89	84

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

3504 Eastern Ave, Baltimore, Maryland, 21224 2  
 3504 Eastern Ave, Baltimore, Maryland, 21224  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.28661  
 Longitude: -76.56782

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Renters (3B)	32.8%	Population	39,882	39,822
Front Porches (8E)	12.3%	Households	16,359	16,317
Laptops and Lattes (3A)	10.6%	Families	7,721	7,693
Emerald City (8B)	10.6%	Median Age	33.5	34.4
Fresh Ambitions (13D)	6.6%	Median Household Income	\$60,324	\$76,791
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		111	\$2,415.81	\$39,520,298
Men's		112	\$465.10	\$7,608,623
Women's		109	\$809.64	\$13,244,874
Children's		113	\$364.60	\$5,964,548
Footwear		113	\$530.54	\$8,679,156
Watches & Jewelry		110	\$156.93	\$2,567,223
Apparel Products and Services (1)		108	\$89.00	\$1,455,874
<b>Computer</b>				
Computers and Hardware for Home Use		116	\$197.26	\$3,227,053
Portable Memory		113	\$6.15	\$100,575
Computer Software		124	\$13.07	\$213,823
Computer Accessories		108	\$20.30	\$332,025
<b>Entertainment &amp; Recreation</b>		102	\$3,273.09	\$53,544,500
Fees and Admissions		102	\$696.24	\$11,389,853
Membership Fees for Clubs (2)		101	\$228.71	\$3,741,456
Fees for Participant Sports, excl. Trips		97	\$109.06	\$1,784,174
Tickets to Theatre/Operas/Concerts		107	\$70.56	\$1,154,331
Tickets to Movies/Museums/Parks		116	\$92.24	\$1,508,964
Admission to Sporting Events, excl. Trips		95	\$56.36	\$921,933
Fees for Recreational Lessons		100	\$138.24	\$2,261,518
Dating Services		160	\$1.07	\$17,478
TV/Video/Audio		107	\$1,390.58	\$22,748,468
Cable and Satellite Television Services		104	\$998.85	\$16,340,123
Televisions		115	\$135.32	\$2,213,649
Satellite Dishes		94	\$1.66	\$27,127
VCRs, Video Cameras, and DVD Players		117	\$6.48	\$105,995
Miscellaneous Video Equipment		95	\$13.75	\$224,919
Video Cassettes and DVDs		113	\$14.03	\$229,503
Video Game Hardware/Accessories		127	\$37.95	\$620,900
Video Game Software		133	\$19.92	\$325,872
Streaming/Downloaded Video		124	\$41.21	\$674,165
Rental of Video Cassettes and DVDs		121	\$15.54	\$254,191
Installation of Televisions		89	\$0.82	\$13,342
Audio (3)		108	\$100.79	\$1,648,893
Rental and Repair of TV/Radio/Sound Equipment		106	\$4.27	\$69,789
Pets		92	\$585.31	\$9,575,019
Toys/Games/Crafts/Hobbies (4)		112	\$129.03	\$2,110,767
Recreational Vehicles and Fees (5)		80	\$87.23	\$1,427,031
Sports/Recreation/Exercise Equipment (6)		102	\$182.65	\$2,987,977
Photo Equipment and Supplies (7)		107	\$57.18	\$935,474
Reading (8)		101	\$114.09	\$1,866,443
Catered Affairs (9)		101	\$30.78	\$503,467
<b>Food</b>		109	\$9,275.96	\$151,745,413
Food at Home		108	\$5,396.68	\$88,284,267
Bakery and Cereal Products		107	\$708.14	\$11,584,438
Meats, Poultry, Fish, and Eggs		108	\$1,222.67	\$20,001,699
Dairy Products		107	\$552.58	\$9,039,647
Fruits and Vegetables		109	\$1,071.34	\$17,526,074
Snacks and Other Food at Home (10)		107	\$1,841.95	\$30,132,409
Food Away from Home		110	\$3,879.28	\$63,461,145
Alcoholic Beverages		114	\$639.31	\$10,458,505

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 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	87	\$4,409.36	\$72,132,743
Value of Retirement Plans	83	\$19,219.50	\$314,411,863
Value of Other Financial Assets	88	\$1,244.17	\$20,353,439
Vehicle Loan Amount excluding Interest	98	\$2,746.84	\$44,935,524
Value of Credit Card Debt	102	\$600.13	\$9,817,541
<b>Health</b>			
Nonprescription Drugs	97	\$129.38	\$2,116,532
Prescription Drugs	89	\$321.11	\$5,253,012
Eyeglasses and Contact Lenses	95	\$88.24	\$1,443,539
<b>Home</b>			
Mortgage Payment and Basics (11)	80	\$6,931.00	\$113,384,221
Maintenance and Remodeling Services	78	\$1,583.14	\$25,898,563
Maintenance and Remodeling Materials (12)	75	\$367.95	\$6,019,279
Utilities, Fuel, and Public Services	102	\$5,041.34	\$82,471,301
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	108	\$106.47	\$1,741,713
Furniture	107	\$655.45	\$10,722,553
Rugs	105	\$25.92	\$424,093
Major Appliances (14)	90	\$312.77	\$5,116,613
Housewares (15)	102	\$105.34	\$1,723,273
Small Appliances	112	\$54.93	\$898,658
Luggage	111	\$15.27	\$249,846
Telephones and Accessories	110	\$77.16	\$1,262,216
<b>Household Operations</b>			
Child Care	115	\$592.62	\$9,694,634
Lawn and Garden (16)	81	\$348.78	\$5,705,742
Moving/Storage/Freight Express	131	\$84.48	\$1,382,016
Housekeeping Supplies (17)	101	\$725.69	\$11,871,502
<b>Insurance</b>			
Owners and Renters Insurance	79	\$449.18	\$7,348,072
Vehicle Insurance	104	\$1,309.55	\$21,422,958
Life/Other Insurance	85	\$352.45	\$5,765,762
Health Insurance	95	\$3,574.37	\$58,473,133
Personal Care Products (18)	108	\$524.45	\$8,579,498
School Books and Supplies (19)	110	\$170.83	\$2,794,621
Smoking Products	112	\$463.47	\$7,581,875
<b>Transportation</b>			
Payments on Vehicles excluding Leases	100	\$2,399.07	\$39,246,376
Gasoline and Motor Oil	104	\$2,499.82	\$40,894,595
Vehicle Maintenance and Repairs	102	\$1,099.85	\$17,992,440
<b>Travel</b>			
Airline Fares	107	\$562.43	\$9,200,864
Lodging on Trips	95	\$541.86	\$8,864,346
Auto/Truck Rental on Trips	101	\$28.02	\$458,413
Food and Drink on Trips	100	\$518.91	\$8,488,915

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Renters (3B)	26.7%	Population	93,301	93,603
City Commons (11E)	10.6%	Households	38,767	39,050
Front Porches (8E)	10.2%	Families	19,128	19,106
Modest Income Homes (12D)	9.0%	Median Age	34.3	35.1
Laptops and Lattes (3A)	8.2%	Median Household Income	\$47,495	\$57,369
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		95	\$2,076.15	\$80,485,986
Men's		97	\$401.89	\$15,579,971
Women's		94	\$696.57	\$27,003,855
Children's		96	\$311.55	\$12,078,036
Footwear		97	\$457.01	\$17,716,910
Watches & Jewelry		93	\$132.71	\$5,144,756
Apparel Products and Services (1)		92	\$76.42	\$2,962,457
<b>Computer</b>				
Computers and Hardware for Home Use		98	\$167.33	\$6,486,865
Portable Memory		96	\$5.22	\$202,217
Computer Software		105	\$11.05	\$428,202
Computer Accessories		92	\$17.33	\$671,899
<b>Entertainment &amp; Recreation</b>		89	\$2,851.24	\$110,534,008
Fees and Admissions		86	\$586.25	\$22,727,270
Membership Fees for Clubs (2)		85	\$193.15	\$7,487,798
Fees for Participant Sports, excl. Trips		83	\$93.44	\$3,622,476
Tickets to Theatre/Operas/Concerts		90	\$59.41	\$2,303,016
Tickets to Movies/Museums/Parks		96	\$76.39	\$2,961,225
Admission to Sporting Events, excl. Trips		82	\$48.50	\$1,880,366
Fees for Recreational Lessons		83	\$114.43	\$4,436,227
Dating Services		139	\$0.93	\$36,162
TV/Video/Audio		95	\$1,238.18	\$48,000,374
Cable and Satellite Television Services		94	\$901.79	\$34,959,686
Televisions		100	\$117.84	\$4,568,480
Satellite Dishes		78	\$1.38	\$53,508
VCRs, Video Cameras, and DVD Players		101	\$5.57	\$215,798
Miscellaneous Video Equipment		83	\$11.97	\$464,113
Video Cassettes and DVDs		97	\$12.07	\$467,749
Video Game Hardware/Accessories		111	\$33.08	\$1,282,574
Video Game Software		116	\$17.36	\$673,008
Streaming/Downloaded Video		104	\$34.61	\$1,341,583
Rental of Video Cassettes and DVDs		102	\$13.04	\$505,693
Installation of Televisions		74	\$0.68	\$26,377
Audio (3)		91	\$84.94	\$3,292,834
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.84	\$148,971
Pets		81	\$515.70	\$19,992,041
Toys/Games/Crafts/Hobbies (4)		96	\$110.77	\$4,294,190
Recreational Vehicles and Fees (5)		69	\$75.76	\$2,936,806
Sports/Recreation/Exercise Equipment (6)		86	\$152.66	\$5,918,312
Photo Equipment and Supplies (7)		90	\$47.87	\$1,855,906
Reading (8)		88	\$99.10	\$3,841,908
Catered Affairs (9)		82	\$24.95	\$967,201
<b>Food</b>		94	\$8,042.82	\$311,795,984
Food at Home		94	\$4,721.91	\$183,054,457
Bakery and Cereal Products		94	\$621.51	\$24,094,265
Meats, Poultry, Fish, and Eggs		95	\$1,076.00	\$41,713,393
Dairy Products		93	\$482.99	\$18,723,996
Fruits and Vegetables		94	\$930.10	\$36,057,264
Snacks and Other Food at Home (10)		93	\$1,611.31	\$62,465,539
Food Away from Home		95	\$3,320.91	\$128,741,527
Alcoholic Beverages		97	\$543.49	\$21,069,591

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	75	\$3,793.70	\$147,070,544
Value of Retirement Plans	73	\$16,894.43	\$654,946,301
Value of Other Financial Assets	78	\$1,107.40	\$42,930,605
Vehicle Loan Amount excluding Interest	86	\$2,417.56	\$93,721,519
Value of Credit Card Debt	89	\$522.17	\$20,243,104
<b>Health</b>			
Nonprescription Drugs	87	\$115.42	\$4,474,320
Prescription Drugs	82	\$295.29	\$11,447,658
Eyeglasses and Contact Lenses	83	\$77.38	\$2,999,607
<b>Home</b>			
Mortgage Payment and Basics (11)	69	\$5,974.76	\$231,623,629
Maintenance and Remodeling Services	68	\$1,381.31	\$53,549,288
Maintenance and Remodeling Materials (12)	66	\$324.41	\$12,576,569
Utilities, Fuel, and Public Services	91	\$4,495.70	\$174,284,923
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$92.15	\$3,572,528
Furniture	93	\$567.78	\$22,011,202
Rugs	93	\$22.79	\$883,623
Major Appliances (14)	80	\$278.20	\$10,785,041
Housewares (15)	88	\$90.96	\$3,526,312
Small Appliances	97	\$47.46	\$1,839,698
Luggage	93	\$12.71	\$492,741
Telephones and Accessories	91	\$63.76	\$2,471,679
<b>Household Operations</b>			
Child Care	96	\$495.07	\$19,192,456
Lawn and Garden (16)	72	\$309.57	\$12,001,136
Moving/Storage/Freight Express	109	\$70.48	\$2,732,475
Housekeeping Supplies (17)	89	\$639.76	\$24,801,563
<b>Insurance</b>			
Owners and Renters Insurance	72	\$406.28	\$15,750,427
Vehicle Insurance	91	\$1,146.95	\$44,463,871
Life/Other Insurance	75	\$310.63	\$12,042,215
Health Insurance	84	\$3,175.80	\$123,116,132
Personal Care Products (18)	93	\$452.22	\$17,531,356
School Books and Supplies (19)	94	\$145.49	\$5,640,128
Smoking Products	104	\$433.34	\$16,799,362
<b>Transportation</b>			
Payments on Vehicles excluding Leases	87	\$2,091.08	\$81,064,945
Gasoline and Motor Oil	91	\$2,181.24	\$84,560,154
Vehicle Maintenance and Repairs	89	\$956.71	\$37,088,853
<b>Travel</b>			
Airline Fares	89	\$470.90	\$18,255,561
Lodging on Trips	81	\$464.81	\$18,019,243
Auto/Truck Rental on Trips	85	\$23.50	\$910,959
Food and Drink on Trips	85	\$440.56	\$17,079,166

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Renters (3B)	26.9%	Population	201,613	203,920
Modest Income Homes (12D)	10.8%	Households	83,816	85,491
Front Porches (8E)	8.2%	Families	39,975	40,062
City Commons (11E)	6.9%	Median Age	34.3	35.3
Laptops and Lattes (3A)	6.8%	Median Household Income	\$47,301	\$56,381
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		89	\$1,940.10	\$162,611,202
Men's		91	\$375.04	\$31,434,768
Women's		88	\$653.66	\$54,787,395
Children's		90	\$289.15	\$24,235,124
Footwear		90	\$424.88	\$35,611,856
Watches & Jewelry		87	\$125.35	\$10,506,643
Apparel Products and Services (1)		87	\$72.01	\$6,035,416
<b>Computer</b>				
Computers and Hardware for Home Use		92	\$156.49	\$13,116,369
Portable Memory		90	\$4.87	\$408,377
Computer Software		97	\$10.26	\$859,592
Computer Accessories		87	\$16.31	\$1,366,788
<b>Entertainment &amp; Recreation</b>		84	\$2,695.50	\$225,926,337
Fees and Admissions		81	\$554.10	\$46,442,699
Membership Fees for Clubs (2)		81	\$183.48	\$15,378,507
Fees for Participant Sports, excl. Trips		79	\$89.27	\$7,481,945
Tickets to Theatre/Operas/Concerts		85	\$55.95	\$4,689,531
Tickets to Movies/Museums/Parks		89	\$70.73	\$5,928,499
Admission to Sporting Events, excl. Trips		78	\$46.45	\$3,893,211
Fees for Recreational Lessons		78	\$107.37	\$8,999,195
Dating Services		128	\$0.86	\$71,810
TV/Video/Audio		89	\$1,166.14	\$97,741,468
Cable and Satellite Television Services		88	\$851.78	\$71,392,885
Televisions		94	\$110.54	\$9,265,179
Satellite Dishes		73	\$1.28	\$107,339
VCRs, Video Cameras, and DVD Players		94	\$5.19	\$435,169
Miscellaneous Video Equipment		79	\$11.47	\$961,471
Video Cassettes and DVDs		91	\$11.29	\$946,343
Video Game Hardware/Accessories		103	\$30.67	\$2,570,921
Video Game Software		107	\$16.08	\$1,347,499
Streaming/Downloaded Video		97	\$32.12	\$2,692,490
Rental of Video Cassettes and DVDs		94	\$12.01	\$1,006,896
Installation of Televisions		70	\$0.64	\$53,495
Audio (3)		85	\$79.48	\$6,661,980
Rental and Repair of TV/Radio/Sound Equipment		89	\$3.58	\$299,800
Pets		77	\$491.96	\$41,234,071
Toys/Games/Crafts/Hobbies (4)		90	\$103.40	\$8,666,432
Recreational Vehicles and Fees (5)		67	\$73.03	\$6,120,969
Sports/Recreation/Exercise Equipment (6)		81	\$144.62	\$12,121,660
Photo Equipment and Supplies (7)		85	\$45.11	\$3,780,698
Reading (8)		83	\$93.77	\$7,859,265
Catered Affairs (9)		77	\$23.37	\$1,959,075
<b>Food</b>		88	\$7,541.21	\$632,074,001
Food at Home		88	\$4,425.08	\$370,892,254
Bakery and Cereal Products		88	\$583.08	\$48,871,687
Meats, Poultry, Fish, and Eggs		89	\$1,005.80	\$84,302,333
Dairy Products		87	\$452.50	\$37,926,381
Fruits and Vegetables		88	\$870.16	\$72,933,308
Snacks and Other Food at Home (10)		88	\$1,513.54	\$126,858,545
Food Away from Home		89	\$3,116.13	\$261,181,747
Alcoholic Beverages		91	\$510.23	\$42,765,192

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	73	\$3,665.06	\$307,191,066
Value of Retirement Plans	71	\$16,506.73	\$1,383,527,819
Value of Other Financial Assets	77	\$1,082.26	\$90,710,947
Vehicle Loan Amount excluding Interest	82	\$2,297.06	\$192,530,053
Value of Credit Card Debt	84	\$493.95	\$41,401,117
<b>Health</b>			
Nonprescription Drugs	82	\$109.93	\$9,214,182
Prescription Drugs	79	\$283.77	\$23,784,533
Eyeglasses and Contact Lenses	79	\$73.79	\$6,184,674
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$5,831.19	\$488,746,770
Maintenance and Remodeling Services	66	\$1,353.58	\$113,451,390
Maintenance and Remodeling Materials (12)	65	\$320.31	\$26,846,689
Utilities, Fuel, and Public Services	86	\$4,252.20	\$356,402,403
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	88	\$86.51	\$7,251,055
Furniture	88	\$536.58	\$44,974,228
Rugs	87	\$21.49	\$1,801,162
Major Appliances (14)	77	\$267.09	\$22,386,041
Housewares (15)	83	\$85.99	\$7,207,010
Small Appliances	90	\$44.28	\$3,711,385
Luggage	87	\$11.88	\$995,546
Telephones and Accessories	84	\$59.10	\$4,953,616
<b>Household Operations</b>			
Child Care	90	\$462.91	\$38,799,619
Lawn and Garden (16)	70	\$301.83	\$25,298,411
Moving/Storage/Freight Express	100	\$65.00	\$5,448,202
Housekeeping Supplies (17)	84	\$604.20	\$50,641,347
<b>Insurance</b>			
Owners and Renters Insurance	70	\$398.58	\$33,407,517
Vehicle Insurance	86	\$1,082.57	\$90,736,322
Life/Other Insurance	72	\$300.56	\$25,191,497
Health Insurance	80	\$3,034.40	\$254,330,980
Personal Care Products (18)	87	\$424.08	\$35,544,390
School Books and Supplies (19)	88	\$135.90	\$11,390,454
Smoking Products	98	\$405.43	\$33,981,394
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$1,986.18	\$166,473,758
Gasoline and Motor Oil	86	\$2,055.02	\$172,243,544
Vehicle Maintenance and Repairs	84	\$904.52	\$75,813,073
<b>Travel</b>			
Airline Fares	84	\$442.06	\$37,051,531
Lodging on Trips	78	\$444.08	\$37,220,989
Auto/Truck Rental on Trips	80	\$22.10	\$1,852,372
Food and Drink on Trips	81	\$417.39	\$34,983,574

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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 civic 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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

3504 Eastern Ave, Baltimore, Maryland, 21224 2  
 3504 Eastern Ave, Baltimore, Maryland, 21224  
 Rings: 1, 2, 3 mile radii

Prepared by Esri  
 Latitude: 39.28661  
 Longitude: -76.56782

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	1,395		3,755		9,655							
Total Employees:	14,696		71,454		182,505							
Total Residential Population:	39,882		93,301		201,613							
Employee/Residential Population Ratio (per 100 Residents)	37		77		91							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	14	1.0%	106	0.7%	26	0.7%	287	0.4%	50	0.5%	682	0.4%
Construction	72	5.2%	862	5.9%	157	4.2%	1,740	2.4%	325	3.4%	3,520	1.9%
Manufacturing	52	3.7%	1,276	8.7%	132	3.5%	3,470	4.9%	267	2.8%	7,382	4.0%
Transportation	70	5.0%	632	4.3%	159	4.2%	1,629	2.3%	293	3.0%	4,513	2.5%
Communication	13	0.9%	45	0.3%	39	1.0%	167	0.2%	83	0.9%	432	0.2%
Utility	5	0.4%	24	0.2%	11	0.3%	214	0.3%	33	0.3%	1,716	0.9%
Wholesale Trade	56	4.0%	1,039	7.1%	134	3.6%	2,252	3.2%	260	2.7%	3,707	2.0%
Retail Trade Summary	378	27.1%	3,140	21.4%	1,024	27.3%	12,517	17.5%	2,224	23.0%	25,666	14.1%
Home Improvement	6	0.4%	122	0.8%	21	0.6%	524	0.7%	45	0.5%	761	0.4%
General Merchandise Stores	5	0.4%	141	1.0%	22	0.6%	320	0.4%	55	0.6%	670	0.4%
Food Stores	55	3.9%	410	2.8%	133	3.5%	2,295	3.2%	275	2.8%	3,521	1.9%
Auto Dealers, Gas Stations, Auto Aftermarket	31	2.2%	320	2.2%	73	1.9%	753	1.1%	149	1.5%	1,381	0.8%
Apparel & Accessory Stores	12	0.9%	73	0.5%	54	1.4%	2,328	3.3%	127	1.3%	4,097	2.2%
Furniture & Home Furnishings	19	1.4%	98	0.7%	44	1.2%	261	0.4%	88	0.9%	624	0.3%
Eating & Drinking Places	188	13.5%	1,492	10.2%	509	13.6%	4,995	7.0%	1,058	11.0%	11,973	6.6%
Miscellaneous Retail	61	4.4%	483	3.3%	169	4.5%	1,040	1.5%	427	4.4%	2,639	1.4%
Finance, Insurance, Real Estate Summary	132	9.5%	1,296	8.8%	339	9.0%	5,869	8.2%	999	10.3%	15,294	8.4%
Banks, Savings & Lending Institutions	32	2.3%	380	2.6%	74	2.0%	1,906	2.7%	176	1.8%	4,967	2.7%
Securities Brokers	2	0.1%	18	0.1%	28	0.7%	1,471	2.1%	132	1.4%	2,792	1.5%
Insurance Carriers & Agents	28	2.0%	341	2.3%	47	1.3%	984	1.4%	139	1.4%	2,775	1.5%
Real Estate, Holding, Other Investment Offices	69	4.9%	557	3.8%	189	5.0%	1,507	2.1%	552	5.7%	4,761	2.6%
Services Summary	503	36.1%	6,070	41.3%	1,470	39.1%	41,526	58.1%	4,179	43.3%	100,280	54.9%
Hotels & Lodging	2	0.1%	6	0.0%	20	0.5%	1,135	1.6%	80	0.8%	5,076	2.8%
Automotive Services	34	2.4%	250	1.7%	93	2.5%	912	1.3%	260	2.7%	2,404	1.3%
Motion Pictures & Amusements	29	2.1%	193	1.3%	83	2.2%	511	0.7%	224	2.3%	2,113	1.2%
Health Services	52	3.7%	1,188	8.1%	214	5.7%	19,833	27.8%	507	5.3%	36,816	20.2%
Legal Services	21	1.5%	117	0.8%	39	1.0%	265	0.4%	485	5.0%	7,527	4.1%
Education Institutions & Libraries	23	1.6%	770	5.2%	111	3.0%	4,242	5.9%	259	2.7%	14,108	7.7%
Other Services	343	24.6%	3,546	24.1%	909	24.2%	14,628	20.5%	2,364	24.5%	32,236	17.7%
Government	11	0.8%	142	1.0%	30	0.8%	1,400	2.0%	304	3.1%	18,299	10.0%
Unclassified Establishments	88	6.3%	65	0.4%	236	6.3%	383	0.5%	639	6.6%	1,015	0.6%
Totals	1,395	100.0%	14,696	100.0%	3,755	100.0%	71,454	100.0%	9,655	100.0%	182,505	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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	0	0.0%	0	0.0%	1	0.0%	4	0.0%	5	0.1%	151	0.1%
Mining	1	0.1%	4	0.0%	4	0.1%	23	0.0%	5	0.1%	33	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	146	0.2%	16	0.2%	1,605	0.9%
Construction	80	5.7%	918	6.2%	181	4.8%	1,945	2.7%	378	3.9%	4,065	2.2%
Manufacturing	66	4.7%	1,321	9.0%	151	4.0%	4,456	6.2%	258	2.7%	6,716	3.7%
Wholesale Trade	55	3.9%	1,021	6.9%	130	3.5%	2,207	3.1%	248	2.6%	3,636	2.0%
Retail Trade	169	12.1%	1,499	10.2%	480	12.8%	6,207	8.7%	1,115	11.5%	12,238	6.7%
Motor Vehicle & Parts Dealers	25	1.8%	216	1.5%	56	1.5%	576	0.8%	109	1.1%	1,094	0.6%
Furniture & Home Furnishings Stores	7	0.5%	39	0.3%	21	0.6%	144	0.2%	42	0.4%	369	0.2%
Electronics & Appliance Stores	9	0.6%	23	0.2%	20	0.5%	80	0.1%	40	0.4%	185	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.4%	122	0.8%	21	0.6%	524	0.7%	45	0.5%	761	0.4%
Food & Beverage Stores	49	3.5%	329	2.2%	143	3.8%	1,138	1.6%	304	3.1%	2,338	1.3%
Health & Personal Care Stores	16	1.1%	158	1.1%	35	0.9%	271	0.4%	107	1.1%	729	0.4%
Gasoline Stations	6	0.4%	103	0.7%	18	0.5%	178	0.2%	40	0.4%	288	0.2%
Clothing & Clothing Accessories Stores	15	1.1%	79	0.5%	60	1.6%	2,348	3.3%	156	1.6%	4,254	2.3%
Sport Goods, Hobby, Book, & Music Stores	5	0.4%	31	0.2%	13	0.3%	67	0.1%	40	0.4%	263	0.1%
General Merchandise Stores	5	0.4%	141	1.0%	22	0.6%	320	0.4%	55	0.6%	670	0.4%
Miscellaneous Store Retailers	18	1.3%	240	1.6%	62	1.7%	520	0.7%	153	1.6%	1,048	0.6%
Nonstore Retailers	6	0.4%	17	0.1%	11	0.3%	43	0.1%	25	0.3%	240	0.1%
Transportation & Warehousing	54	3.9%	574	3.9%	121	3.2%	1,436	2.0%	227	2.4%	4,190	2.3%
Information	40	2.9%	277	1.9%	93	2.5%	1,866	2.6%	264	2.7%	5,129	2.8%
Finance & Insurance	63	4.5%	745	5.1%	155	4.1%	4,395	6.2%	471	4.9%	10,857	5.9%
Central Bank/Credit Intermediation & Related Activities	33	2.4%	386	2.6%	78	2.1%	1,932	2.7%	178	1.8%	4,889	2.7%
Securities, Commodity Contracts & Other Financial	2	0.1%	18	0.1%	30	0.8%	1,479	2.1%	150	1.6%	3,177	1.7%
Insurance Carriers & Related Activities; Funds, Trusts &	28	2.0%	341	2.3%	47	1.3%	984	1.4%	143	1.5%	2,791	1.5%
Real Estate, Rental & Leasing	84	6.0%	598	4.1%	223	5.9%	1,743	2.4%	595	6.2%	4,535	2.5%
Professional, Scientific & Tech Services	130	9.3%	1,954	13.3%	300	8.0%	6,267	8.8%	1,216	12.6%	20,898	11.5%
Legal Services	25	1.8%	144	1.0%	46	1.2%	319	0.4%	509	5.3%	7,680	4.2%
Management of Companies & Enterprises	1	0.1%	15	0.1%	3	0.1%	52	0.1%	11	0.1%	150	0.1%
Administrative & Support & Waste Management & Remediation	46	3.3%	386	2.6%	123	3.3%	1,866	2.6%	326	3.4%	4,564	2.5%
Educational Services	22	1.6%	761	5.2%	110	2.9%	4,154	5.8%	254	2.6%	13,643	7.5%
Health Care & Social Assistance	80	5.7%	1,529	10.4%	293	7.8%	20,699	29.0%	716	7.4%	39,081	21.4%
Arts, Entertainment & Recreation	26	1.9%	237	1.6%	74	2.0%	754	1.1%	208	2.2%	3,575	2.0%
Accommodation & Food Services	194	13.9%	1,555	10.6%	537	14.3%	6,213	8.7%	1,151	11.9%	17,178	9.4%
Accommodation	2	0.1%	6	0.0%	20	0.5%	1,135	1.6%	80	0.8%	5,076	2.8%
Food Services & Drinking Places	192	13.8%	1,548	10.5%	516	13.7%	5,078	7.1%	1,071	11.1%	12,101	6.6%
Other Services (except Public Administration)	186	13.3%	1,096	7.5%	508	13.5%	5,238	7.3%	1,247	12.9%	10,772	5.9%
Automotive Repair & Maintenance	27	1.9%	159	1.1%	64	1.7%	438	0.6%	127	1.3%	799	0.4%
Public Administration	11	0.8%	142	1.0%	30	0.8%	1,401	2.0%	306	3.2%	18,475	10.1%
Unclassified Establishments	88	6.3%	65	0.4%	236	6.3%	383	0.5%	639	6.6%	1,015	0.6%
<b>Total</b>	<b>1,395</b>	<b>100.0%</b>	<b>14,696</b>	<b>100.0%</b>	<b>3,755</b>	<b>100.0%</b>	<b>71,454</b>	<b>100.0%</b>	<b>9,655</b>	<b>100.0%</b>	<b>182,505</b>	<b>100.0%</b>

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