

914 W 36th St, Baltimore, Maryland, 21211 3
 914 W 36th St, Baltimore, Maryland, 21211
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 39.33137
 Longitude: -76.63226

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	26,794	126,465	296,072
2010 Total Population	27,170	119,841	271,312
2020 Total Population	28,680	117,767	263,422
2020 Group Quarters	3,561	9,664	21,856
2025 Total Population	28,665	116,132	258,085
2020-2025 Annual Rate	-0.01%	-0.28%	-0.41%
2020 Total Daytime Population	32,414	119,803	285,955
Workers	19,172	54,540	138,397
Residents	13,242	65,263	147,558
Household Summary			
2000 Households	13,301	52,972	115,208
2000 Average Household Size	1.83	2.24	2.39
2010 Households	12,746	50,329	108,158
2010 Average Household Size	1.88	2.20	2.31
2020 Households	13,268	49,329	105,324
2020 Average Household Size	1.89	2.19	2.29
2025 Households	13,207	48,365	102,992
2025 Average Household Size	1.90	2.20	2.29
2020-2025 Annual Rate	-0.09%	-0.39%	-0.45%
2010 Families	4,519	23,251	54,410
2010 Average Family Size	2.64	3.05	3.16
2020 Families	4,694	22,487	51,759
2020 Average Family Size	2.67	3.06	3.16
2025 Families	4,708	22,069	50,337
2025 Average Family Size	2.68	3.07	3.17
2020-2025 Annual Rate	0.06%	-0.37%	-0.56%
Housing Unit Summary			
2000 Housing Units	14,993	63,045	137,603
Owner Occupied Housing Units	39.5%	36.5%	37.1%
Renter Occupied Housing Units	49.2%	47.5%	46.7%
Vacant Housing Units	11.3%	16.0%	16.3%
2010 Housing Units	14,170	60,732	133,029
Owner Occupied Housing Units	41.3%	36.1%	34.9%
Renter Occupied Housing Units	48.6%	46.8%	46.4%
Vacant Housing Units	10.0%	17.1%	18.7%
2020 Housing Units	15,021	60,300	131,407
Owner Occupied Housing Units	39.9%	36.3%	34.9%
Renter Occupied Housing Units	48.4%	45.5%	45.3%
Vacant Housing Units	11.7%	18.2%	19.8%
2025 Housing Units	15,173	60,041	130,585
Owner Occupied Housing Units	38.7%	35.4%	33.9%
Renter Occupied Housing Units	48.3%	45.1%	44.9%
Vacant Housing Units	13.0%	19.4%	21.1%
Median Household Income			
2020	\$64,911	\$49,396	\$45,362
2025	\$70,445	\$51,165	\$47,725
Median Home Value			
2020	\$264,654	\$214,222	\$173,826
2025	\$310,302	\$269,210	\$210,515
Per Capita Income			
2020	\$45,692	\$34,176	\$29,909
2025	\$50,123	\$36,844	\$32,538
Median Age			
2010	32.3	34.2	34.9
2020	34.4	36.0	36.4
2025	35.2	37.1	37.6

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	13,268	49,324	105,319
<\$15,000	13.8%	20.4%	21.6%
\$15,000 - \$24,999	6.0%	9.0%	9.8%
\$25,000 - \$34,999	7.8%	8.6%	9.2%
\$35,000 - \$49,999	11.6%	12.3%	12.5%
\$50,000 - \$74,999	15.9%	14.6%	15.6%
\$75,000 - \$99,999	10.3%	10.1%	9.9%
\$100,000 - \$149,999	16.4%	11.7%	10.7%
\$150,000 - \$199,999	7.5%	5.5%	4.5%
\$200,000+	10.7%	7.6%	6.1%
Average Household Income	\$99,785	\$81,251	\$73,487
2025 Households by Income			
Household Income Base	13,207	48,360	102,987
<\$15,000	13.0%	19.8%	21.0%
\$15,000 - \$24,999	5.7%	8.7%	9.4%
\$25,000 - \$34,999	7.1%	8.3%	8.7%
\$35,000 - \$49,999	11.1%	12.2%	12.4%
\$50,000 - \$74,999	15.1%	14.3%	15.3%
\$75,000 - \$99,999	10.4%	10.2%	10.1%
\$100,000 - \$149,999	17.2%	12.1%	11.3%
\$150,000 - \$199,999	8.5%	6.1%	5.0%
\$200,000+	11.9%	8.4%	6.8%
Average Household Income	\$109,905	\$88,136	\$80,128
2020 Owner Occupied Housing Units by Value			
Total	5,995	21,889	45,795
<\$50,000	1.2%	5.6%	8.4%
\$50,000 - \$99,999	2.8%	14.7%	19.4%
\$100,000 - \$149,999	7.0%	14.2%	15.9%
\$150,000 - \$199,999	12.1%	12.2%	13.2%
\$200,000 - \$249,999	21.4%	11.7%	9.5%
\$250,000 - \$299,999	18.8%	10.3%	9.2%
\$300,000 - \$399,999	15.3%	11.4%	8.9%
\$400,000 - \$499,999	8.9%	6.6%	5.5%
\$500,000 - \$749,999	6.0%	8.2%	6.4%
\$750,000 - \$999,999	3.4%	3.1%	2.1%
\$1,000,000 - \$1,499,999	1.9%	1.3%	1.0%
\$1,500,000 - \$1,999,999	0.6%	0.3%	0.2%
\$2,000,000 +	0.7%	0.4%	0.3%
Average Home Value	\$342,558	\$284,476	\$243,658
2025 Owner Occupied Housing Units by Value			
Total	5,869	21,255	44,301
<\$50,000	2.0%	6.2%	9.1%
\$50,000 - \$99,999	2.9%	11.3%	15.1%
\$100,000 - \$149,999	4.2%	10.7%	12.9%
\$150,000 - \$199,999	5.8%	9.8%	11.4%
\$200,000 - \$249,999	10.8%	7.5%	7.3%
\$250,000 - \$299,999	22.2%	11.7%	10.6%
\$300,000 - \$399,999	20.3%	15.0%	11.9%
\$400,000 - \$499,999	13.8%	9.8%	8.2%
\$500,000 - \$749,999	8.5%	11.3%	9.0%
\$750,000 - \$999,999	4.5%	3.9%	2.7%
\$1,000,000 - \$1,499,999	2.8%	1.7%	1.2%
\$1,500,000 - \$1,999,999	0.9%	0.4%	0.2%
\$2,000,000 +	1.2%	0.6%	0.4%
Average Home Value	\$407,692	\$332,763	\$282,237

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	27,174	119,840	271,310
0 - 4	3.7%	5.7%	6.0%
5 - 9	2.5%	4.9%	5.3%
10 - 14	2.3%	4.6%	5.2%
15 - 24	25.2%	20.3%	18.5%
25 - 34	21.5%	15.7%	15.2%
35 - 44	11.5%	11.8%	11.8%
45 - 54	9.9%	13.6%	14.3%
55 - 64	9.2%	11.1%	11.3%
65 - 74	6.5%	6.5%	6.7%
75 - 84	4.6%	4.1%	4.1%
85 +	3.2%	1.8%	1.7%
18 +	90.1%	81.9%	80.0%
2020 Population by Age			
Total	28,680	117,768	263,422
0 - 4	3.2%	5.0%	5.3%
5 - 9	2.6%	4.9%	5.2%
10 - 14	2.3%	4.7%	5.2%
15 - 24	22.4%	17.8%	16.0%
25 - 34	20.9%	16.3%	16.6%
35 - 44	11.7%	11.5%	11.5%
45 - 54	8.9%	11.2%	11.5%
55 - 64	9.6%	12.3%	12.6%
65 - 74	8.7%	9.2%	9.4%
75 - 84	5.5%	4.8%	4.7%
85 +	4.1%	2.4%	2.1%
18 +	90.6%	82.9%	81.4%
2025 Population by Age			
Total	28,664	116,132	258,086
0 - 4	3.2%	5.1%	5.3%
5 - 9	2.5%	4.7%	4.9%
10 - 14	2.3%	4.6%	5.0%
15 - 24	21.7%	17.8%	16.0%
25 - 34	20.0%	15.2%	15.4%
35 - 44	12.2%	12.1%	12.5%
45 - 54	8.7%	10.8%	11.0%
55 - 64	9.0%	11.3%	11.7%
65 - 74	9.5%	10.1%	10.2%
75 - 84	6.7%	5.9%	5.7%
85 +	4.2%	2.5%	2.2%
18 +	90.8%	83.1%	81.8%
2010 Population by Sex			
Males	13,207	55,735	128,129
Females	13,963	64,106	143,183
2020 Population by Sex			
Males	13,923	54,748	124,916
Females	14,757	63,019	138,506
2025 Population by Sex			
Males	13,909	53,981	122,685
Females	14,755	62,152	135,400

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2010 Population by Race/Ethnicity			
Total	27,171	119,841	271,312
White Alone	73.4%	35.2%	23.1%
Black Alone	9.5%	57.0%	71.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	12.9%	4.6%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.8%	0.6%
Two or More Races	2.8%	2.2%	1.9%
Hispanic Origin	3.9%	2.5%	2.0%
Diversity Index	47.8	57.2	46.3
2020 Population by Race/Ethnicity			
Total	28,681	117,767	263,423
White Alone	70.4%	34.9%	23.3%
Black Alone	10.1%	55.7%	69.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	14.1%	5.3%	3.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.1%	0.8%
Two or More Races	3.5%	2.7%	2.4%
Hispanic Origin	5.7%	3.7%	3.0%
Diversity Index	53.1	59.6	49.0
2025 Population by Race/Ethnicity			
Total	28,664	116,131	258,084
White Alone	68.4%	34.0%	22.9%
Black Alone	10.6%	55.7%	69.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	14.8%	5.6%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.3%	1.0%
Two or More Races	4.0%	3.1%	2.6%
Hispanic Origin	7.1%	4.5%	3.7%
Diversity Index	56.5	60.8	50.5
2010 Population by Relationship and Household Type			
Total	27,170	119,841	271,312
In Households	88.0%	92.2%	92.3%
In Family Households	45.6%	62.2%	66.6%
Householder	16.4%	19.3%	20.1%
Spouse	11.9%	9.1%	8.4%
Child	13.1%	25.5%	28.8%
Other relative	2.6%	5.3%	6.0%
Nonrelative	1.7%	3.0%	3.2%
In Nonfamily Households	42.4%	30.1%	25.7%
In Group Quarters	12.0%	7.8%	7.7%
Institutionalized Population	1.8%	0.8%	2.9%
Noninstitutionalized Population	10.1%	6.9%	4.8%

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.

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2020 Population 25+ by Educational Attainment			
Total	19,946	79,611	179,880
Less than 9th Grade	3.1%	4.0%	3.7%
9th - 12th Grade, No Diploma	4.5%	9.1%	11.1%
High School Graduate	9.9%	20.2%	23.5%
GED/Alternative Credential	2.2%	3.9%	5.2%
Some College, No Degree	8.7%	16.6%	18.5%
Associate Degree	2.3%	4.2%	4.6%
Bachelor's Degree	29.6%	19.3%	16.2%
Graduate/Professional Degree	39.7%	22.7%	17.3%
2020 Population 15+ by Marital Status			
Total	26,360	100,616	222,097
Never Married	53.1%	54.9%	56.7%
Married	33.5%	28.4%	26.1%
Widowed	4.2%	5.6%	6.3%
Divorced	9.2%	11.0%	10.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	17,174	60,751	129,472
Population 16+ Employed	90.4%	87.0%	86.1%
Population 16+ Unemployment rate	9.6%	13.0%	13.9%
Population 16-24 Employed	13.9%	13.2%	12.7%
Population 16-24 Unemployment rate	14.7%	21.6%	23.6%
Population 25-54 Employed	64.1%	64.8%	65.1%
Population 25-54 Unemployment rate	8.6%	11.9%	12.7%
Population 55-64 Employed	12.2%	14.3%	14.8%
Population 55-64 Unemployment rate	9.5%	11.1%	12.1%
Population 65+ Employed	9.8%	7.6%	7.5%
Population 65+ Unemployment rate	8.2%	8.5%	9.3%
2020 Employed Population 16+ by Industry			
Total	15,531	52,867	111,418
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	3.1%	3.7%	3.5%
Manufacturing	4.1%	3.9%	4.4%
Wholesale Trade	1.1%	1.0%	1.3%
Retail Trade	6.5%	7.6%	7.5%
Transportation/Utilities	2.2%	4.4%	5.4%
Information	3.5%	2.2%	1.9%
Finance/Insurance/Real Estate	5.2%	5.2%	5.1%
Services	68.1%	64.1%	62.4%
Public Administration	5.9%	7.5%	8.1%
2020 Employed Population 16+ by Occupation			
Total	15,531	52,866	111,417
White Collar	84.5%	70.1%	65.5%
Management/Business/Financial	17.4%	14.6%	13.1%
Professional	50.3%	36.5%	32.0%
Sales	6.6%	6.6%	6.9%
Administrative Support	10.3%	12.3%	13.5%
Services	8.8%	17.7%	20.5%
Blue Collar	6.7%	12.2%	13.9%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	1.3%	2.5%	2.7%
Installation/Maintenance/Repair	1.0%	1.4%	1.4%
Production	2.0%	2.5%	3.0%
Transportation/Material Moving	2.1%	5.7%	6.7%

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2010 Households by Type			
Total	12,747	50,330	108,158
Households with 1 Person	46.6%	41.4%	39.4%
Households with 2+ People	53.4%	58.6%	60.6%
Family Households	35.5%	46.2%	50.3%
Husband-wife Families	25.8%	21.8%	20.9%
With Related Children	8.4%	8.4%	8.1%
Other Family (No Spouse Present)	9.7%	24.4%	29.4%
Other Family with Male Householder	3.1%	4.8%	5.3%
With Related Children	1.5%	2.3%	2.5%
Other Family with Female Householder	6.6%	19.6%	24.1%
With Related Children	3.5%	12.4%	15.3%
Nonfamily Households	17.9%	12.4%	10.3%
All Households with Children	13.6%	23.6%	26.4%
Multigenerational Households	1.8%	5.3%	6.7%
Unmarried Partner Households	8.5%	8.5%	8.2%
Male-female	6.8%	7.0%	6.9%
Same-sex	1.7%	1.5%	1.3%
2010 Households by Size			
Total	12,744	50,327	108,158
1 Person Household	46.6%	41.4%	39.4%
2 Person Household	32.7%	28.5%	27.5%
3 Person Household	11.9%	13.5%	14.2%
4 Person Household	5.6%	8.8%	9.4%
5 Person Household	2.0%	4.2%	5.0%
6 Person Household	0.6%	1.8%	2.2%
7 + Person Household	0.5%	1.8%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	12,746	50,329	108,158
Owner Occupied	46.0%	43.5%	42.9%
Owned with a Mortgage/Loan	33.6%	31.7%	31.0%
Owned Free and Clear	12.4%	11.8%	11.9%
Renter Occupied	54.0%	56.5%	57.1%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	122	115	129
Percent of Income for Mortgage	17.0%	18.1%	16.0%
Wealth Index	95	79	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,170	60,732	133,029
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%
2010 Population By Urban/ Rural Status			
Total Population	27,170	119,841	271,312
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%

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.	Emerald City (8B) Modest Income Homes (12D)		Modest Income Homes (12D)
2.	Metro Renters (3B)	Emerald City (8B)	Family Foundations (12A)
3.	Retirement Communities (9E)	Social Security Set (9F)	Metro Renters (3B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$32,905,098	\$99,361,440	\$192,091,920
Average Spent	\$2,480.03	\$2,014.26	\$1,823.82
Spending Potential Index	116	94	85
Education: Total \$	\$28,448,065	\$82,257,031	\$156,546,898
Average Spent	\$2,144.11	\$1,667.52	\$1,486.34
Spending Potential Index	120	93	83
Entertainment/Recreation: Total \$	\$46,626,443	\$142,425,188	\$275,579,410
Average Spent	\$3,514.20	\$2,887.25	\$2,616.49
Spending Potential Index	108	89	81
Food at Home: Total \$	\$78,467,892	\$244,790,576	\$474,692,887
Average Spent	\$5,914.07	\$4,962.41	\$4,506.98
Spending Potential Index	111	93	84
Food Away from Home: Total \$	\$57,908,757	\$173,433,438	\$334,865,610
Average Spent	\$4,364.54	\$3,515.85	\$3,179.39
Spending Potential Index	116	93	84
Health Care: Total \$	\$79,298,507	\$251,138,392	\$491,232,333
Average Spent	\$5,976.67	\$5,091.09	\$4,664.01
Spending Potential Index	104	89	81
HH Furnishings & Equipment: Total \$	\$31,506,944	\$95,890,312	\$185,816,765
Average Spent	\$2,374.66	\$1,943.89	\$1,764.24
Spending Potential Index	109	89	81
Personal Care Products & Services: Total \$	\$13,953,410	\$42,115,033	\$81,415,297
Average Spent	\$1,051.66	\$853.76	\$773.00
Spending Potential Index	114	93	84
Shelter: Total \$	\$300,512,759	\$899,438,415	\$1,722,723,973
Average Spent	\$22,649.44	\$18,233.46	\$16,356.42
Spending Potential Index	117	94	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,219,952	\$97,481,073	\$188,080,829
Average Spent	\$2,428.40	\$1,976.14	\$1,785.74
Spending Potential Index	104	84	76
Travel: Total \$	\$34,363,115	\$101,684,552	\$194,938,371
Average Spent	\$2,589.92	\$2,061.35	\$1,850.84
Spending Potential Index	107	86	77
Vehicle Maintenance & Repairs: Total \$	\$17,675,291	\$53,029,065	\$101,797,010
Average Spent	\$1,332.17	\$1,075.01	\$966.51
Spending Potential Index	115	93	83

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

914 W 36th St, Baltimore, Maryland, 21211 3
 914 W 36th St, Baltimore, Maryland, 21211
 Ring: 1 mile radius

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 Latitude: 39.33137
 Longitude: -76.63226

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Emerald City (8B)	40.8%	Population	28,680	28,665
Metro Renters (3B)	13.1%	Households	13,268	13,207
Retirement Communities (9E)	12.1%	Families	4,694	4,708
Dorms to Diplomas (14C)	11.2%	Median Age	34.4	35.2
Laptops and Lattes (3A)	8.9%	Median Household Income	\$64,911	\$70,445
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		116	\$2,480.03	\$32,905,098
Men's		121	\$505.92	\$6,712,573
Women's		114	\$857.26	\$11,374,151
Children's		110	\$350.32	\$4,648,025
Footwear		117	\$562.71	\$7,465,978
Watches & Jewelry		118	\$137.92	\$1,829,873
Apparel Products and Services (1)		114	\$65.91	\$874,496
Computer				
Computers and Hardware for Home Use		121	\$196.09	\$2,601,712
Portable Memory		118	\$4.56	\$60,527
Computer Software		128	\$12.43	\$164,896
Computer Accessories		115	\$20.28	\$269,090
Entertainment & Recreation		108	\$3,514.20	\$46,626,443
Fees and Admissions		112	\$800.12	\$10,615,954
Membership Fees for Clubs (2)		114	\$273.70	\$3,631,386
Fees for Participant Sports, excl. Trips		107	\$105.05	\$1,393,861
Tickets to Theatre/Operas/Concerts		117	\$94.79	\$1,257,631
Tickets to Movies		121	\$69.30	\$919,521
Tickets to Parks or Museums		111	\$36.35	\$482,256
Admission to Sporting Events, excl. Trips		106	\$66.60	\$883,676
Fees for Recreational Lessons		106	\$153.21	\$2,032,782
Dating Services		138	\$1.12	\$14,841
TV/Video/Audio		110	\$1,283.54	\$17,030,021
Cable and Satellite Television Services		105	\$853.57	\$11,325,132
Televisions		117	\$125.89	\$1,670,274
Satellite Dishes		103	\$1.20	\$15,868
VCRs, Video Cameras, and DVD Players		116	\$6.07	\$80,570
Miscellaneous Video Equipment		105	\$26.20	\$347,663
Video Cassettes and DVDs		117	\$11.69	\$155,103
Video Game Hardware/Accessories		135	\$38.23	\$507,202
Video Game Software		135	\$22.30	\$295,941
Rental/Streaming/Downloaded Video		129	\$69.67	\$924,381
Installation of Televisions		99	\$1.07	\$14,138
Audio (3)		117	\$124.47	\$1,651,507
Rental and Repair of TV/Radio/Sound Equipment		131	\$3.18	\$42,243
Pets		102	\$706.09	\$9,368,348
Toys/Games/Crafts/Hobbies (4)		114	\$139.20	\$1,846,860
Recreational Vehicles and Fees (5)		86	\$134.64	\$1,786,386
Sports/Recreation/Exercise Equipment (6)		112	\$226.81	\$3,009,287
Photo Equipment and Supplies (7)		130	\$66.36	\$880,470
Reading (8)		112	\$120.10	\$1,593,442
Catered Affairs (9)		125	\$37.36	\$495,675
Food		113	\$10,278.61	\$136,376,649
Food at Home		111	\$5,914.07	\$78,467,892
Bakery and Cereal Products		109	\$759.94	\$10,082,938
Meats, Poultry, Fish, and Eggs		110	\$1,286.28	\$17,066,330
Dairy Products		110	\$605.19	\$8,029,689
Fruits and Vegetables		112	\$1,166.67	\$15,479,335
Snacks and Other Food at Home (10)		111	\$2,095.99	\$27,809,600
Food Away from Home		116	\$4,364.54	\$57,908,757
Alcoholic Beverages		117	\$726.30	\$9,636,548

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	106	\$25,782.63	\$342,083,980
Value of Retirement Plans	96	\$91,654.67	\$1,216,074,157
Value of Other Financial Assets	96	\$7,815.41	\$103,694,794
Vehicle Loan Amount excluding Interest	112	\$3,274.55	\$43,446,677
Value of Credit Card Debt	108	\$2,808.70	\$37,265,865
Health			
Nonprescription Drugs	107	\$158.47	\$2,102,612
Prescription Drugs	99	\$345.64	\$4,585,986
Eyeglasses and Contact Lenses	104	\$97.45	\$1,292,919
Home			
Mortgage Payment and Basics (11)	90	\$9,437.25	\$125,213,379
Maintenance and Remodeling Services	92	\$2,352.07	\$31,207,322
Maintenance and Remodeling Materials (12)	86	\$472.81	\$6,273,248
Utilities, Fuel, and Public Services	108	\$5,257.29	\$69,753,674
Household Furnishings and Equipment			
Household Textiles (13)	114	\$115.41	\$1,531,221
Furniture	113	\$720.74	\$9,562,719
Rugs	108	\$37.85	\$502,243
Major Appliances (14)	98	\$349.59	\$4,638,401
Housewares (15)	108	\$104.89	\$1,391,746
Small Appliances	118	\$58.50	\$776,235
Luggage	121	\$17.77	\$235,709
Telephones and Accessories	113	\$99.39	\$1,318,647
Household Operations			
Child Care	114	\$588.66	\$7,810,407
Lawn and Garden (16)	93	\$452.61	\$6,005,273
Moving/Storage/Freight Express	137	\$82.49	\$1,094,419
Housekeeping Supplies (17)	108	\$837.47	\$11,111,526
Insurance			
Owners and Renters Insurance	91	\$546.59	\$7,252,176
Vehicle Insurance	113	\$2,032.90	\$26,972,521
Life/Other Insurance	96	\$518.55	\$6,880,166
Health Insurance	104	\$3,861.58	\$51,235,468
Personal Care Products (18)	116	\$576.36	\$7,647,132
School Books and Supplies (19)	123	\$180.98	\$2,401,223
Smoking Products	117	\$468.35	\$6,214,126
Transportation			
Payments on Vehicles excluding Leases	105	\$2,697.06	\$35,784,634
Gasoline and Motor Oil	110	\$2,601.04	\$34,510,641
Vehicle Maintenance and Repairs	115	\$1,332.17	\$17,675,291
Travel			
Airline Fares	112	\$671.54	\$8,910,053
Lodging on Trips	104	\$673.27	\$8,932,907
Auto/Truck Rental on Trips	113	\$32.63	\$432,968
Food and Drink on Trips	108	\$621.49	\$8,245,883

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Modest Income Homes (12D)	18.2%	Population	117,767	116,132
Emerald City (8B)	14.4%	Households	49,329	48,365
Social Security Set (9F)	9.4%	Families	22,487	22,069
City Commons (11E)	9.2%	Median Age	36.0	37.1
Metro Renters (3B)	8.4%	Median Household Income	\$49,396	\$51,165
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		94	\$2,014.26	\$99,361,440
Men's		95	\$396.67	\$19,567,184
Women's		93	\$698.29	\$34,445,822
Children's		91	\$291.17	\$14,363,250
Footwear		97	\$464.27	\$22,902,219
Watches & Jewelry		94	\$109.11	\$5,382,313
Apparel Products and Services (1)		95	\$54.75	\$2,700,651
Computer				
Computers and Hardware for Home Use		94	\$152.23	\$7,509,549
Portable Memory		95	\$3.67	\$180,938
Computer Software		96	\$9.38	\$462,873
Computer Accessories		91	\$16.08	\$793,238
Entertainment & Recreation		89	\$2,887.25	\$142,425,188
Fees and Admissions		87	\$626.34	\$30,896,780
Membership Fees for Clubs (2)		89	\$213.76	\$10,544,578
Fees for Participant Sports, excl. Trips		83	\$81.76	\$4,033,121
Tickets to Theatre/Operas/Concerts		91	\$73.84	\$3,642,249
Tickets to Movies		92	\$52.82	\$2,605,515
Tickets to Parks or Museums		87	\$28.62	\$1,411,680
Admission to Sporting Events, excl. Trips		86	\$54.17	\$2,672,209
Fees for Recreational Lessons		83	\$120.38	\$5,938,217
Dating Services		123	\$1.00	\$49,211
TV/Video/Audio		94	\$1,097.13	\$54,120,552
Cable and Satellite Television Services		93	\$755.92	\$37,288,797
Televisions		95	\$102.85	\$5,073,475
Satellite Dishes		82	\$0.96	\$47,456
VCRs, Video Cameras, and DVD Players		93	\$4.85	\$239,192
Miscellaneous Video Equipment		90	\$22.40	\$1,104,999
Video Cassettes and DVDs		94	\$9.41	\$464,168
Video Game Hardware/Accessories		104	\$29.50	\$1,455,312
Video Game Software		103	\$16.94	\$835,499
Rental/Streaming/Downloaded Video		98	\$52.85	\$2,607,266
Installation of Televisions		78	\$0.84	\$41,202
Audio (3)		92	\$97.66	\$4,817,634
Rental and Repair of TV/Radio/Sound Equipment		121	\$2.95	\$145,552
Pets		84	\$583.93	\$28,804,495
Toys/Games/Crafts/Hobbies (4)		93	\$113.65	\$5,606,234
Recreational Vehicles and Fees (5)		72	\$111.81	\$5,515,582
Sports/Recreation/Exercise Equipment (6)		88	\$177.60	\$8,760,897
Photo Equipment and Supplies (7)		99	\$50.69	\$2,500,463
Reading (8)		90	\$96.50	\$4,760,278
Catered Affairs (9)		99	\$29.60	\$1,459,908
Food		93	\$8,478.26	\$418,224,014
Food at Home		93	\$4,962.41	\$244,790,576
Bakery and Cereal Products		92	\$640.74	\$31,607,186
Meats, Poultry, Fish, and Eggs		94	\$1,095.73	\$54,051,244
Dairy Products		91	\$502.35	\$24,780,261
Fruits and Vegetables		92	\$965.19	\$47,611,784
Snacks and Other Food at Home (10)		93	\$1,758.40	\$86,740,101
Food Away from Home		93	\$3,515.85	\$173,433,438
Alcoholic Beverages		92	\$569.69	\$28,102,211

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	\$20,073.37	\$990,199,263
Value of Retirement Plans	80	\$76,250.67	\$3,761,369,151
Value of Other Financial Assets	89	\$7,286.05	\$359,413,411
Vehicle Loan Amount excluding Interest	92	\$2,695.47	\$132,964,975
Value of Credit Card Debt	90	\$2,338.44	\$115,352,801
Health			
Nonprescription Drugs	92	\$136.17	\$6,717,331
Prescription Drugs	89	\$310.70	\$15,326,354
Eyeglasses and Contact Lenses	87	\$81.60	\$4,025,220
Home			
Mortgage Payment and Basics (11)	74	\$7,799.91	\$384,761,998
Maintenance and Remodeling Services	74	\$1,903.11	\$93,878,496
Maintenance and Remodeling Materials (12)	71	\$393.86	\$19,428,491
Utilities, Fuel, and Public Services	93	\$4,536.64	\$223,788,161
Household Furnishings and Equipment			
Household Textiles (13)	95	\$96.65	\$4,767,770
Furniture	92	\$591.25	\$29,165,654
Rugs	85	\$29.78	\$1,469,157
Major Appliances (14)	82	\$294.03	\$14,504,407
Housewares (15)	89	\$85.96	\$4,240,335
Small Appliances	95	\$47.20	\$2,328,185
Luggage	95	\$13.89	\$684,987
Telephones and Accessories	91	\$80.28	\$3,960,057
Household Operations			
Child Care	89	\$458.76	\$22,630,239
Lawn and Garden (16)	78	\$380.50	\$18,769,832
Moving/Storage/Freight Express	106	\$63.85	\$3,149,718
Housekeeping Supplies (17)	92	\$710.18	\$35,032,294
Insurance			
Owners and Renters Insurance	81	\$484.14	\$23,881,936
Vehicle Insurance	94	\$1,701.03	\$83,909,870
Life/Other Insurance	85	\$459.69	\$22,676,124
Health Insurance	89	\$3,299.76	\$162,773,652
Personal Care Products (18)	94	\$470.67	\$23,217,514
School Books and Supplies (19)	94	\$138.83	\$6,848,345
Smoking Products	105	\$422.71	\$20,851,944
Transportation			
Payments on Vehicles excluding Leases	88	\$2,261.36	\$111,550,489
Gasoline and Motor Oil	91	\$2,164.22	\$106,758,757
Vehicle Maintenance and Repairs	93	\$1,075.01	\$53,029,065
Travel			
Airline Fares	87	\$523.51	\$25,824,467
Lodging on Trips	84	\$543.00	\$26,785,883
Auto/Truck Rental on Trips	88	\$25.44	\$1,255,012
Food and Drink on Trips	86	\$495.63	\$24,448,914

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Modest Income Homes (12D)	22.7%	Population	263,422	258,085
Family Foundations (12A)	14.3%	Households	105,324	102,992
Metro Renters (3B)	11.3%	Families	51,759	50,337
City Commons (11E)	10.7%	Median Age	36.4	37.6
Emerald City (8B)	7.8%	Median Household Income	\$45,362	\$47,725
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		85	\$1,823.82	\$192,091,920
Men's		85	\$355.74	\$37,468,149
Women's		84	\$632.07	\$66,571,943
Children's		84	\$266.75	\$28,094,760
Footwear		88	\$420.98	\$44,338,910
Watches & Jewelry		85	\$98.98	\$10,424,711
Apparel Products and Services (1)		85	\$49.31	\$5,193,448
Computer				
Computers and Hardware for Home Use		84	\$136.04	\$14,328,328
Portable Memory		85	\$3.28	\$345,763
Computer Software		86	\$8.32	\$875,797
Computer Accessories		82	\$14.49	\$1,525,936
Entertainment & Recreation		81	\$2,616.49	\$275,579,410
Fees and Admissions		78	\$558.53	\$58,826,920
Membership Fees for Clubs (2)		80	\$191.01	\$20,118,445
Fees for Participant Sports, excl. Trips		75	\$73.41	\$7,732,139
Tickets to Theatre/Operas/Concerts		81	\$65.41	\$6,889,608
Tickets to Movies		82	\$46.84	\$4,933,708
Tickets to Parks or Museums		78	\$25.60	\$2,695,898
Admission to Sporting Events, excl. Trips		78	\$49.22	\$5,184,505
Fees for Recreational Lessons		73	\$106.11	\$11,175,585
Dating Services		114	\$0.92	\$97,032
TV/Video/Audio		86	\$1,005.70	\$105,923,854
Cable and Satellite Television Services		86	\$696.71	\$73,380,657
Televisions		87	\$93.90	\$9,890,031
Satellite Dishes		75	\$0.88	\$92,558
VCRs, Video Cameras, and DVD Players		84	\$4.38	\$461,609
Miscellaneous Video Equipment		84	\$20.88	\$2,198,986
Video Cassettes and DVDs		85	\$8.52	\$897,451
Video Game Hardware/Accessories		94	\$26.55	\$2,796,748
Video Game Software		92	\$15.16	\$1,596,800
Rental/Streaming/Downloaded Video		88	\$47.23	\$4,974,121
Installation of Televisions		69	\$0.75	\$79,095
Audio (3)		83	\$87.96	\$9,264,474
Rental and Repair of TV/Radio/Sound Equipment		114	\$2.77	\$291,323
Pets		76	\$530.24	\$55,846,829
Toys/Games/Crafts/Hobbies (4)		85	\$103.12	\$10,860,815
Recreational Vehicles and Fees (5)		64	\$100.46	\$10,581,329
Sports/Recreation/Exercise Equipment (6)		79	\$160.36	\$16,889,739
Photo Equipment and Supplies (7)		89	\$45.36	\$4,777,482
Reading (8)		80	\$86.28	\$9,087,215
Catered Affairs (9)		88	\$26.44	\$2,785,227
Food		84	\$7,686.36	\$809,558,497
Food at Home		84	\$4,506.98	\$474,692,887
Bakery and Cereal Products		84	\$582.20	\$61,319,997
Meats, Poultry, Fish, and Eggs		86	\$999.36	\$105,256,680
Dairy Products		82	\$454.09	\$47,827,052
Fruits and Vegetables		83	\$871.58	\$91,798,160
Snacks and Other Food at Home (10)		85	\$1,599.74	\$168,490,998
Food Away from Home		84	\$3,179.39	\$334,865,610
Alcoholic Beverages		82	\$511.34	\$53,855,858

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$17,898.83	\$1,885,176,662
Value of Retirement Plans	73	\$69,289.94	\$7,297,893,597
Value of Other Financial Assets	83	\$6,772.33	\$713,289,064
Vehicle Loan Amount excluding Interest	85	\$2,489.66	\$262,221,300
Value of Credit Card Debt	82	\$2,128.53	\$224,185,324
Health			
Nonprescription Drugs	84	\$124.79	\$13,143,303
Prescription Drugs	82	\$287.70	\$30,301,646
Eyeglasses and Contact Lenses	79	\$74.38	\$7,834,404
Home			
Mortgage Payment and Basics (11)	68	\$7,109.51	\$748,801,570
Maintenance and Remodeling Services	67	\$1,714.28	\$180,554,393
Maintenance and Remodeling Materials (12)	65	\$359.27	\$37,839,559
Utilities, Fuel, and Public Services	85	\$4,171.80	\$439,391,094
Household Furnishings and Equipment			
Household Textiles (13)	87	\$88.09	\$9,278,046
Furniture	84	\$537.51	\$56,612,213
Rugs	76	\$26.73	\$2,815,522
Major Appliances (14)	75	\$269.08	\$28,340,542
Housewares (15)	81	\$78.21	\$8,237,077
Small Appliances	86	\$42.54	\$4,479,996
Luggage	85	\$12.44	\$1,310,084
Telephones and Accessories	82	\$72.42	\$7,627,219
Household Operations			
Child Care	81	\$416.29	\$43,845,713
Lawn and Garden (16)	71	\$346.79	\$36,525,129
Moving/Storage/Freight Express	94	\$56.55	\$5,956,012
Housekeeping Supplies (17)	84	\$648.13	\$68,264,077
Insurance			
Owners and Renters Insurance	75	\$451.78	\$47,583,383
Vehicle Insurance	86	\$1,556.65	\$163,952,662
Life/Other Insurance	79	\$425.68	\$44,833,903
Health Insurance	82	\$3,029.00	\$319,026,193
Personal Care Products (18)	86	\$426.80	\$44,952,769
School Books and Supplies (19)	84	\$124.26	\$13,087,617
Smoking Products	97	\$391.12	\$41,193,871
Transportation			
Payments on Vehicles excluding Leases	81	\$2,091.82	\$220,319,169
Gasoline and Motor Oil	84	\$1,980.93	\$208,639,643
Vehicle Maintenance and Repairs	83	\$966.51	\$101,797,010
Travel			
Airline Fares	78	\$465.51	\$49,029,124
Lodging on Trips	75	\$489.51	\$51,557,039
Auto/Truck Rental on Trips	78	\$22.60	\$2,380,047
Food and Drink on Trips	78	\$445.78	\$46,951,054

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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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

914 W 36th St, Baltimore, Maryland, 21211 3
 914 W 36th St, Baltimore, Maryland, 21211
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 39.33137
 Longitude: -76.63226

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	1,336		4,579		10,076							
Total Employees:	15,243		43,060		132,792							
Total Residential Population:	28,680		117,767		263,422							
Employee/Residential Population Ratio (per 100 Residents)	53		37		50							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	15	1.1%	89	0.6%	33	0.7%	483	1.1%	71	0.7%	762	0.6%
Construction	52	3.9%	611	4.0%	183	4.0%	1,679	3.9%	332	3.3%	2,938	2.2%
Manufacturing	37	2.8%	533	3.5%	101	2.2%	1,946	4.5%	183	1.8%	3,667	2.8%
Transportation	15	1.1%	109	0.7%	78	1.7%	1,006	2.3%	161	1.6%	1,782	1.3%
Communication	26	1.9%	860	5.6%	49	1.1%	1,008	2.3%	89	0.9%	1,224	0.9%
Utility	3	0.2%	9	0.1%	9	0.2%	450	1.0%	18	0.2%	509	0.4%
Wholesale Trade	17	1.3%	191	1.3%	60	1.3%	825	1.9%	133	1.3%	1,423	1.1%
Retail Trade Summary	280	21.0%	2,325	15.3%	930	20.3%	6,591	15.3%	2,005	19.9%	13,117	9.9%
Home Improvement	7	0.5%	63	0.4%	24	0.5%	198	0.5%	39	0.4%	335	0.3%
General Merchandise Stores	12	0.9%	97	0.6%	48	1.0%	351	0.8%	89	0.9%	545	0.4%
Food Stores	34	2.5%	549	3.6%	132	2.9%	1,410	3.3%	301	3.0%	2,427	1.8%
Auto Dealers, Gas Stations, Auto Aftermarket	6	0.4%	33	0.2%	60	1.3%	331	0.8%	139	1.4%	686	0.5%
Apparel & Accessory Stores	11	0.8%	26	0.2%	58	1.3%	330	0.8%	110	1.1%	551	0.4%
Furniture & Home Furnishings	15	1.1%	88	0.6%	42	0.9%	250	0.6%	83	0.8%	487	0.4%
Eating & Drinking Places	115	8.6%	1,150	7.5%	323	7.1%	2,725	6.3%	730	7.2%	5,965	4.5%
Miscellaneous Retail	80	6.0%	319	2.1%	243	5.3%	997	2.3%	513	5.1%	2,122	1.6%
Finance, Insurance, Real Estate Summary	103	7.7%	720	4.7%	348	7.6%	2,238	5.2%	843	8.4%	6,568	4.9%
Banks, Savings & Lending Institutions	13	1.0%	77	0.5%	47	1.0%	391	0.9%	108	1.1%	1,208	0.9%
Securities Brokers	8	0.6%	72	0.5%	31	0.7%	251	0.6%	99	1.0%	1,050	0.8%
Insurance Carriers & Agents	5	0.4%	13	0.1%	22	0.5%	83	0.2%	75	0.7%	560	0.4%
Real Estate, Holding, Other Investment Offices	78	5.8%	558	3.7%	248	5.4%	1,513	3.5%	561	5.6%	3,750	2.8%
Services Summary	598	44.8%	9,539	62.6%	2,048	44.7%	24,887	57.8%	4,510	44.8%	84,872	63.9%
Hotels & Lodging	2	0.1%	135	0.9%	13	0.3%	279	0.6%	40	0.4%	1,659	1.2%
Automotive Services	25	1.9%	98	0.6%	119	2.6%	575	1.3%	264	2.6%	1,223	0.9%
Motion Pictures & Amusements	46	3.4%	442	2.9%	106	2.3%	971	2.3%	223	2.2%	2,444	1.8%
Health Services	106	7.9%	3,314	21.7%	273	6.0%	5,449	12.7%	634	6.3%	37,045	27.9%
Legal Services	23	1.7%	137	0.9%	77	1.7%	393	0.9%	265	2.6%	2,998	2.3%
Education Institutions & Libraries	34	2.5%	1,902	12.5%	136	3.0%	6,754	15.7%	299	3.0%	15,280	11.5%
Other Services	361	27.0%	3,510	23.0%	1,326	29.0%	10,465	24.3%	2,785	27.6%	24,223	18.2%
Government	3	0.2%	48	0.3%	39	0.9%	1,245	2.9%	205	2.0%	14,541	11.0%
Unclassified Establishments	187	14.0%	209	1.4%	701	15.3%	702	1.6%	1,524	15.1%	1,389	1.0%
Totals	1,336	100.0%	15,243	100.0%	4,579	100.0%	43,060	100.0%	10,076	100.0%	132,792	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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	1	0.1%	2	0.0%	6	0.1%	310	0.7%	15	0.1%	340	0.3%
Mining	0	0.0%	0	0.0%	1	0.0%	8	0.0%	4	0.0%	70	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	28	0.0%
Construction	54	4.0%	621	4.1%	201	4.4%	1,818	4.2%	371	3.7%	3,242	2.4%
Manufacturing	39	2.9%	463	3.0%	99	2.2%	1,643	3.8%	159	1.6%	2,458	1.9%
Wholesale Trade	16	1.2%	182	1.2%	55	1.2%	798	1.9%	117	1.2%	1,360	1.0%
Retail Trade	152	11.4%	1,053	6.9%	578	12.6%	3,640	8.5%	1,236	12.3%	6,827	5.1%
Motor Vehicle & Parts Dealers	4	0.3%	23	0.2%	46	1.0%	276	0.6%	105	1.0%	553	0.4%
Furniture & Home Furnishings Stores	3	0.2%	10	0.1%	14	0.3%	107	0.2%	35	0.3%	210	0.2%
Electronics & Appliance Stores	10	0.7%	77	0.5%	25	0.5%	126	0.3%	48	0.5%	251	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.5%	63	0.4%	24	0.5%	198	0.5%	39	0.4%	335	0.3%
Food & Beverage Stores	28	2.1%	450	3.0%	135	2.9%	1,266	2.9%	340	3.4%	2,329	1.8%
Health & Personal Care Stores	16	1.2%	83	0.5%	60	1.3%	359	0.8%	128	1.3%	714	0.5%
Gasoline Stations	2	0.1%	10	0.1%	14	0.3%	55	0.1%	34	0.3%	133	0.1%
Clothing & Clothing Accessories Stores	13	1.0%	31	0.2%	69	1.5%	362	0.8%	145	1.4%	667	0.5%
Sport Goods, Hobby, Book, & Music Stores	12	0.9%	96	0.6%	43	0.9%	221	0.5%	68	0.7%	326	0.2%
General Merchandise Stores	12	0.9%	97	0.6%	48	1.0%	351	0.8%	89	0.9%	545	0.4%
Miscellaneous Store Retailers	43	3.2%	108	0.7%	90	2.0%	298	0.7%	183	1.8%	655	0.5%
Nonstore Retailers	4	0.3%	4	0.0%	10	0.2%	20	0.0%	23	0.2%	109	0.1%
Transportation & Warehousing	10	0.7%	83	0.5%	66	1.4%	967	2.2%	143	1.4%	1,722	1.3%
Information	56	4.2%	1,462	9.6%	120	2.6%	2,135	5.0%	245	2.4%	4,184	3.2%
Finance & Insurance	27	2.0%	164	1.1%	108	2.4%	748	1.7%	306	3.0%	3,068	2.3%
Central Bank/Credit Intermediation & Related Activities	13	1.0%	78	0.5%	50	1.1%	404	0.9%	114	1.1%	1,203	0.9%
Securities, Commodity Contracts & Other Financial	9	0.7%	73	0.5%	36	0.8%	261	0.6%	116	1.2%	1,302	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	5	0.4%	13	0.1%	22	0.5%	83	0.2%	75	0.7%	563	0.4%
Real Estate, Rental & Leasing	80	6.0%	528	3.5%	245	5.4%	1,389	3.2%	535	5.3%	3,208	2.4%
Professional, Scientific & Tech Services	164	12.3%	1,169	7.7%	423	9.2%	2,871	6.7%	939	9.3%	8,407	6.3%
Legal Services	28	2.1%	164	1.1%	88	1.9%	443	1.0%	284	2.8%	3,088	2.3%
Management of Companies & Enterprises	3	0.2%	32	0.2%	15	0.3%	146	0.3%	32	0.3%	318	0.2%
Administrative & Support & Waste Management & Remediation	42	3.1%	389	2.6%	147	3.2%	1,482	3.4%	319	3.2%	3,034	2.3%
Educational Services	45	3.4%	1,834	12.0%	144	3.1%	6,609	15.3%	302	3.0%	14,862	11.2%
Health Care & Social Assistance	140	10.5%	3,727	24.5%	457	10.0%	7,420	17.2%	996	9.9%	41,589	31.3%
Arts, Entertainment & Recreation	36	2.7%	643	4.2%	112	2.4%	1,436	3.3%	233	2.3%	3,242	2.4%
Accommodation & Food Services	120	9.0%	1,301	8.5%	345	7.5%	3,071	7.1%	785	7.8%	7,759	5.8%
Accommodation	2	0.1%	135	0.9%	13	0.3%	279	0.6%	40	0.4%	1,659	1.2%
Food Services & Drinking Places	118	8.8%	1,166	7.6%	332	7.3%	2,793	6.5%	745	7.4%	6,100	4.6%
Other Services (except Public Administration)	161	12.1%	1,332	8.7%	718	15.7%	4,621	10.7%	1,603	15.9%	11,036	8.3%
Automotive Repair & Maintenance	17	1.3%	62	0.4%	87	1.9%	378	0.9%	168	1.7%	664	0.5%
Public Administration	3	0.2%	48	0.3%	39	0.9%	1,245	2.9%	207	2.1%	14,650	11.0%
Unclassified Establishments	187	14.0%	209	1.4%	701	15.3%	702	1.6%	1,524	15.1%	1,387	1.0%
Total	1,336	100.0%	15,243	100.0%	4,579	100.0%	43,060	100.0%	10,076	100.0%	132,792	100.0%

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