

6080 Falls Rd, Baltimore, Maryland, 21209 2
 6080 Falls Rd, Baltimore, Maryland, 21209
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37348
 Longitude: -76.65077

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,509	143,204	426,015
2010 Total Population	6,773	144,453	416,393
2021 Total Population	6,731	144,253	406,685
2021 Group Quarters	62	11,286	24,219
2026 Total Population	6,679	142,674	399,665
2021-2026 Annual Rate	-0.15%	-0.22%	-0.35%
2021 Total Daytime Population	8,852	148,077	410,779
Workers	6,039	68,810	190,720
Residents	2,813	79,267	220,059
Household Summary			
2000 Households	2,879	57,573	171,500
2000 Average Household Size	2.22	2.34	2.37
2010 Households	2,957	56,551	166,915
2010 Average Household Size	2.27	2.37	2.36
2021 Households	2,908	55,830	162,668
2021 Average Household Size	2.29	2.38	2.35
2026 Households	2,875	55,054	159,665
2026 Average Household Size	2.30	2.39	2.35
2021-2026 Annual Rate	-0.23%	-0.28%	-0.37%
2010 Families	1,647	32,460	93,688
2010 Average Family Size	2.93	3.09	3.07
2021 Families	1,585	31,701	89,812
2021 Average Family Size	2.98	3.13	3.09
2026 Families	1,557	31,165	87,787
2026 Average Family Size	3.00	3.14	3.10
2021-2026 Annual Rate	-0.36%	-0.34%	-0.46%
Housing Unit Summary			
2000 Housing Units	3,119	62,339	190,957
Owner Occupied Housing Units	48.9%	54.8%	50.4%
Renter Occupied Housing Units	43.4%	37.5%	39.5%
Vacant Housing Units	7.7%	7.6%	10.2%
2010 Housing Units	3,154	62,541	189,704
Owner Occupied Housing Units	49.7%	53.4%	48.9%
Renter Occupied Housing Units	44.1%	37.0%	39.1%
Vacant Housing Units	6.2%	9.6%	12.0%
2021 Housing Units	3,149	62,578	187,394
Owner Occupied Housing Units	52.2%	56.1%	50.9%
Renter Occupied Housing Units	40.1%	33.1%	35.9%
Vacant Housing Units	7.7%	10.8%	13.2%
2026 Housing Units	3,152	62,462	186,304
Owner Occupied Housing Units	53.1%	56.6%	51.4%
Renter Occupied Housing Units	38.0%	31.5%	34.3%
Vacant Housing Units	8.8%	11.9%	14.3%
Median Household Income			
2021	\$101,055	\$70,776	\$60,010
2026	\$108,705	\$78,741	\$65,775
Median Home Value			
2021	\$457,839	\$350,772	\$272,754
2026	\$552,337	\$439,823	\$354,010
Per Capita Income			
2021	\$65,444	\$44,867	\$37,864
2026	\$71,676	\$50,003	\$42,119
Median Age			
2010	37.4	37.5	37.4
2021	38.4	39.2	39.1
2026	38.7	39.8	39.9

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

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

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2021 Households by Income			
Household Income Base	2,908	55,818	162,656
<\$15,000	6.9%	12.5%	14.0%
\$15,000 - \$24,999	3.3%	7.2%	7.6%
\$25,000 - \$34,999	3.7%	8.4%	9.0%
\$35,000 - \$49,999	5.9%	9.7%	11.8%
\$50,000 - \$74,999	14.0%	14.0%	15.4%
\$75,000 - \$99,999	15.6%	10.6%	11.1%
\$100,000 - \$149,999	17.4%	14.8%	15.0%
\$150,000 - \$199,999	9.7%	7.7%	6.3%
\$200,000+	23.5%	15.1%	9.7%
Average Household Income	\$149,807	\$115,161	\$94,113
2026 Households by Income			
Household Income Base	2,875	55,042	159,653
<\$15,000	6.4%	11.7%	13.2%
\$15,000 - \$24,999	3.0%	6.6%	7.0%
\$25,000 - \$34,999	3.4%	7.8%	8.5%
\$35,000 - \$49,999	5.1%	8.6%	10.8%
\$50,000 - \$74,999	12.5%	13.2%	14.8%
\$75,000 - \$99,999	15.4%	10.7%	11.3%
\$100,000 - \$149,999	17.6%	15.5%	16.0%
\$150,000 - \$199,999	10.8%	8.6%	7.1%
\$200,000+	25.8%	17.2%	11.2%
Average Household Income	\$164,565	\$128,741	\$104,865
2021 Owner Occupied Housing Units by Value			
Total	1,644	35,106	95,440
<\$50,000	1.2%	2.8%	3.7%
\$50,000 - \$99,999	0.7%	6.1%	6.7%
\$100,000 - \$149,999	0.2%	7.3%	10.6%
\$150,000 - \$199,999	1.9%	7.2%	12.8%
\$200,000 - \$249,999	7.7%	7.0%	11.0%
\$250,000 - \$299,999	16.5%	10.5%	11.4%
\$300,000 - \$399,999	13.4%	17.7%	15.8%
\$400,000 - \$499,999	14.4%	13.9%	10.2%
\$500,000 - \$749,999	33.3%	18.5%	12.0%
\$750,000 - \$999,999	5.8%	5.3%	3.4%
\$1,000,000 - \$1,499,999	2.3%	2.3%	1.4%
\$1,500,000 - \$1,999,999	0.9%	0.5%	0.4%
\$2,000,000 +	1.7%	0.8%	0.6%
Average Home Value	\$519,294	\$413,655	\$342,038
2026 Owner Occupied Housing Units by Value			
Total	1,675	35,377	95,688
<\$50,000	0.5%	2.0%	2.7%
\$50,000 - \$99,999	0.1%	2.7%	3.0%
\$100,000 - \$149,999	0.0%	3.8%	5.2%
\$150,000 - \$199,999	0.4%	3.9%	8.0%
\$200,000 - \$249,999	4.7%	4.1%	8.7%
\$250,000 - \$299,999	15.4%	9.1%	12.5%
\$300,000 - \$399,999	7.5%	17.5%	18.3%
\$400,000 - \$499,999	11.6%	17.1%	14.1%
\$500,000 - \$749,999	46.6%	26.9%	18.8%
\$750,000 - \$999,999	7.8%	8.0%	5.3%
\$1,000,000 - \$1,499,999	2.6%	3.3%	2.1%
\$1,500,000 - \$1,999,999	0.8%	0.6%	0.6%
\$2,000,000 +	1.9%	1.0%	0.8%
Average Home Value	\$582,075	\$498,226	\$422,228

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

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

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2010 Population by Age			
Total	6,774	144,454	416,395
0 - 4	7.2%	6.4%	5.9%
5 - 9	5.6%	5.9%	5.5%
10 - 14	4.9%	5.5%	5.5%
15 - 24	9.4%	17.3%	17.5%
25 - 34	18.6%	12.0%	12.9%
35 - 44	15.2%	11.8%	11.7%
45 - 54	12.4%	12.8%	13.9%
55 - 64	13.7%	12.2%	12.2%
65 - 74	7.0%	7.6%	7.3%
75 - 84	4.3%	5.4%	5.2%
85 +	1.8%	3.1%	2.6%
18 +	79.3%	78.8%	79.5%
2021 Population by Age			
Total	6,733	144,254	406,688
0 - 4	6.4%	5.5%	5.2%
5 - 9	5.2%	5.7%	5.3%
10 - 14	4.8%	5.8%	5.5%
15 - 24	9.7%	16.3%	15.5%
25 - 34	18.0%	11.9%	13.7%
35 - 44	14.3%	10.9%	11.3%
45 - 54	10.2%	10.5%	11.0%
55 - 64	13.2%	12.3%	12.8%
65 - 74	10.8%	10.8%	10.6%
75 - 84	5.3%	6.4%	6.0%
85 +	2.0%	3.7%	3.1%
18 +	80.8%	79.8%	81.0%
2026 Population by Age			
Total	6,680	142,674	399,665
0 - 4	6.5%	5.5%	5.2%
5 - 9	5.3%	5.6%	5.1%
10 - 14	4.6%	5.5%	5.2%
15 - 24	9.1%	16.2%	15.4%
25 - 34	18.2%	11.6%	12.8%
35 - 44	14.7%	11.3%	12.1%
45 - 54	9.6%	10.3%	10.8%
55 - 64	12.0%	11.3%	11.7%
65 - 74	11.0%	11.1%	11.1%
75 - 84	6.9%	7.8%	7.3%
85 +	2.2%	3.8%	3.3%
18 +	81.1%	80.3%	81.3%
2010 Population by Sex			
Males	3,175	65,773	191,494
Females	3,598	78,680	224,899
2021 Population by Sex			
Males	3,150	65,919	187,472
Females	3,581	78,334	219,213
2026 Population by Sex			
Males	3,127	65,408	184,692
Females	3,552	77,266	214,972

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2010 Population by Race/Ethnicity			
Total	6,773	144,452	416,393
White Alone	71.0%	57.8%	40.5%
Black Alone	12.0%	35.3%	52.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	13.9%	4.0%	3.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.8%	0.9%
Two or More Races	2.5%	1.8%	1.9%
Hispanic Origin	2.7%	2.5%	2.6%
Diversity Index	49.0	56.3	57.7
2021 Population by Race/Ethnicity			
Total	6,729	144,253	406,683
White Alone	64.4%	56.1%	38.6%
Black Alone	14.9%	34.8%	52.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	16.6%	5.2%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	1.1%	1.2%
Two or More Races	3.4%	2.5%	2.6%
Hispanic Origin	4.1%	4.0%	4.0%
Diversity Index	57.3	59.5	60.3
2026 Population by Race/Ethnicity			
Total	6,679	142,674	399,665
White Alone	61.0%	54.9%	37.5%
Black Alone	16.2%	34.6%	52.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	18.1%	6.0%	5.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.3%	1.5%
Two or More Races	3.9%	2.9%	2.9%
Hispanic Origin	5.0%	5.0%	4.9%
Diversity Index	61.0	61.5	61.8
2010 Population by Relationship and Household Type			
Total	6,773	144,453	416,393
In Households	99.1%	92.6%	94.4%
In Family Households	72.9%	71.4%	71.7%
Householder	24.7%	22.5%	22.5%
Spouse	19.9%	15.0%	12.9%
Child	24.4%	28.2%	28.7%
Other relative	2.2%	3.6%	5.0%
Nonrelative	1.6%	2.0%	2.6%
In Nonfamily Households	26.3%	21.2%	22.7%
In Group Quarters	0.9%	7.4%	5.6%
Institutionalized Population	0.0%	1.5%	1.4%
Noninstitutionalized Population	0.9%	5.8%	4.2%

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

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2021 Population 25+ by Educational Attainment			
Total	4,976	96,082	278,633
Less than 9th Grade	0.9%	3.1%	3.3%
9th - 12th Grade, No Diploma	1.5%	5.3%	6.3%
High School Graduate	3.3%	17.4%	21.0%
GED/Alternative Credential	0.4%	2.0%	3.1%
Some College, No Degree	11.2%	14.0%	17.7%
Associate Degree	7.2%	5.2%	5.3%
Bachelor's Degree	29.6%	23.5%	21.6%
Graduate/Professional Degree	45.9%	29.5%	21.8%
2021 Population 15+ by Marital Status			
Total	5,630	119,641	341,664
Never Married	34.1%	42.7%	47.3%
Married	52.0%	40.7%	35.3%
Widowed	5.5%	7.2%	6.9%
Divorced	8.3%	9.4%	10.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,145	70,217	202,990
Population 16+ Employed	95.2%	93.0%	92.0%
Population 16+ Unemployment rate	4.8%	7.0%	8.0%
Population 16-24 Employed	6.2%	13.0%	13.5%
Population 16-24 Unemployment rate	19.2%	10.3%	11.3%
Population 25-54 Employed	64.9%	58.3%	60.1%
Population 25-54 Unemployment rate	4.2%	7.1%	8.5%
Population 55-64 Employed	16.3%	17.1%	16.4%
Population 55-64 Unemployment rate	3.0%	4.9%	5.6%
Population 65+ Employed	12.6%	11.5%	10.1%
Population 65+ Unemployment rate	2.0%	5.8%	4.5%
2021 Employed Population 16+ by Industry			
Total	3,944	65,299	186,724
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	3.7%	3.1%	3.7%
Manufacturing	2.9%	3.7%	3.9%
Wholesale Trade	1.1%	1.6%	1.4%
Retail Trade	4.7%	7.2%	8.3%
Transportation/Utilities	1.4%	4.1%	5.6%
Information	2.2%	1.7%	1.5%
Finance/Insurance/Real Estate	9.1%	8.1%	6.8%
Services	63.4%	63.1%	59.5%
Public Administration	11.5%	7.3%	9.2%
2021 Employed Population 16+ by Occupation			
Total	3,946	65,299	186,724
White Collar	88.6%	78.6%	70.6%
Management/Business/Financial	25.7%	21.4%	17.9%
Professional	49.9%	40.6%	34.4%
Sales	6.0%	7.8%	7.5%
Administrative Support	7.0%	8.9%	10.8%
Services	4.8%	12.3%	16.3%
Blue Collar	6.6%	9.1%	13.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	1.6%	2.4%
Installation/Maintenance/Repair	1.1%	1.2%	1.6%
Production	0.6%	1.5%	2.2%
Transportation/Material Moving	3.2%	4.7%	6.7%

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2010 Households by Type			
Total	2,957	56,551	166,915
Households with 1 Person	32.6%	34.4%	34.8%
Households with 2+ People	67.4%	65.6%	65.2%
Family Households	55.7%	57.4%	56.1%
Husband-wife Families	44.9%	38.4%	32.0%
With Related Children	19.9%	17.2%	13.2%
Other Family (No Spouse Present)	10.9%	19.0%	24.1%
Other Family with Male Householder	2.6%	3.8%	4.7%
With Related Children	1.5%	1.9%	2.3%
Other Family with Female Householder	8.2%	15.2%	19.4%
With Related Children	5.6%	9.2%	11.8%
Nonfamily Households	11.7%	8.2%	9.1%
All Households with Children	27.2%	28.7%	27.7%
Multigenerational Households	1.6%	4.1%	5.3%
Unmarried Partner Households	7.1%	5.8%	6.8%
Male-female	5.1%	4.7%	5.7%
Same-sex	1.9%	1.1%	1.1%
2010 Households by Size			
Total	2,958	56,551	166,914
1 Person Household	32.6%	34.4%	34.8%
2 Person Household	36.0%	30.8%	30.6%
3 Person Household	14.6%	14.8%	15.2%
4 Person Household	11.5%	11.3%	10.6%
5 Person Household	3.5%	4.9%	4.9%
6 Person Household	1.1%	2.0%	2.1%
7 + Person Household	0.7%	1.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	2,957	56,551	166,915
Owner Occupied	53.0%	59.1%	55.5%
Owned with a Mortgage/Loan	38.6%	42.4%	40.3%
Owned Free and Clear	14.4%	16.7%	15.2%
Renter Occupied	47.0%	40.9%	44.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	101	110
Percent of Income for Mortgage	19.0%	20.8%	19.1%
Wealth Index	193	143	105
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,154	62,541	189,704
Housing Units Inside Urbanized Area	100.0%	99.9%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	6,773	144,453	416,393
Population Inside Urbanized Area	100.0%	99.9%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.2%

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.	Enterprising Professionals (2D)	Urban Chic (2A)	Family Foundations (12A)
2.	Urban Chic (2A)	Family Foundations (12A)	Modest Income Homes (12D)
3.	Golden Years (9B)	Golden Years (9B)	Emerald City (8B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$9,746,011	\$148,030,015	\$360,537,963
Average Spent	\$3,351.45	\$2,651.44	\$2,216.40
Spending Potential Index	158	125	105
Education: Total \$	\$8,967,740	\$128,638,037	\$302,541,558
Average Spent	\$3,083.82	\$2,304.10	\$1,859.87
Spending Potential Index	179	133	108
Entertainment/Recreation: Total \$	\$14,543,031	\$219,307,604	\$525,992,136
Average Spent	\$5,001.04	\$3,928.13	\$3,233.53
Spending Potential Index	155	122	100
Food at Home: Total \$	\$24,267,807	\$372,903,353	\$910,522,411
Average Spent	\$8,345.19	\$6,679.26	\$5,597.43
Spending Potential Index	153	123	103
Food Away from Home: Total \$	\$17,736,359	\$263,051,832	\$635,992,695
Average Spent	\$6,099.16	\$4,711.66	\$3,909.76
Spending Potential Index	161	124	103
Health Care: Total \$	\$26,131,088	\$418,321,720	\$1,018,667,561
Average Spent	\$8,985.93	\$7,492.78	\$6,262.25
Spending Potential Index	144	120	100
HH Furnishings & Equipment: Total \$	\$10,198,868	\$153,828,209	\$368,690,500
Average Spent	\$3,507.18	\$2,755.30	\$2,266.52
Spending Potential Index	156	122	101
Personal Care Products & Services: Total \$	\$4,118,039	\$62,881,491	\$152,041,475
Average Spent	\$1,416.11	\$1,126.30	\$934.67
Spending Potential Index	158	126	104
Shelter: Total \$	\$98,592,778	\$1,439,331,902	\$3,429,988,608
Average Spent	\$33,903.98	\$25,780.62	\$21,085.82
Spending Potential Index	168	128	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,485,263	\$157,821,706	\$368,442,255
Average Spent	\$3,605.66	\$2,826.83	\$2,265.00
Spending Potential Index	151	118	95
Travel: Total \$	\$12,429,572	\$176,141,913	\$409,101,824
Average Spent	\$4,274.27	\$3,154.97	\$2,514.95
Spending Potential Index	169	125	99
Vehicle Maintenance & Repairs: Total \$	\$4,695,220	\$73,792,629	\$180,955,532
Average Spent	\$1,614.59	\$1,321.74	\$1,112.42
Spending Potential Index	146	119	100

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

6080 Falls Rd, Baltimore, Maryland, 21209 2
 6080 Falls Rd, Baltimore, Maryland, 21209
 Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Enterprising Professionals (2D)	45.8%	Population	6,731	6,679
Urban Chic (2A)	34.5%	Households	2,908	2,875
Golden Years (9B)	9.4%	Families	1,585	1,557
In Style (5B)	6.8%	Median Age	38.4	38.7
Top Tier (1A)	2.1%	Median Household Income	\$101,055	\$108,705
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		158	\$3,351.45	\$9,746,011
Men's		163	\$663.24	\$1,928,696
Women's		159	\$1,172.92	\$3,410,841
Children's		153	\$475.65	\$1,383,199
Footwear		154	\$772.75	\$2,247,171
Watches & Jewelry		159	\$204.59	\$594,951
Apparel Products and Services (1)		172	\$90.73	\$263,845
Computer				
Computers and Hardware for Home Use		172	\$288.58	\$839,192
Portable Memory		159	\$6.90	\$20,051
Computer Software		176	\$16.87	\$49,050
Computer Accessories		149	\$26.87	\$78,142
Entertainment & Recreation		155	\$5,001.04	\$14,543,031
Fees and Admissions		174	\$1,291.80	\$3,756,557
Membership Fees for Clubs (2)		174	\$433.37	\$1,260,239
Fees for Participant Sports, excl. Trips		174	\$200.38	\$582,703
Tickets to Theatre/Operas/Concerts		170	\$137.49	\$399,821
Tickets to Movies		166	\$92.22	\$268,169
Tickets to Parks or Museums		164	\$55.77	\$162,165
Admission to Sporting Events, excl. Trips		172	\$110.50	\$321,345
Fees for Recreational Lessons		185	\$260.04	\$756,188
Dating Services		170	\$2.04	\$5,927
TV/Video/Audio		146	\$1,709.73	\$4,971,882
Cable and Satellite Television Services		142	\$1,146.07	\$3,332,767
Televisions		151	\$169.09	\$491,718
Satellite Dishes		137	\$2.15	\$6,251
VCRs, Video Cameras, and DVD Players		147	\$7.18	\$20,881
Miscellaneous Video Equipment		150	\$23.35	\$67,904
Video Cassettes and DVDs		144	\$11.06	\$32,168
Video Game Hardware/Accessories		144	\$41.61	\$120,990
Video Game Software		145	\$23.11	\$67,210
Rental/Streaming/Downloaded Video		152	\$106.69	\$310,266
Installation of Televisions		219	\$1.62	\$4,707
Audio (3)		163	\$174.16	\$506,446
Rental and Repair of TV/Radio/Sound Equipment		123	\$3.64	\$10,575
Pets		148	\$1,079.44	\$3,139,009
Toys/Games/Crafts/Hobbies (4)		146	\$168.71	\$490,619
Recreational Vehicles and Fees (5)		153	\$172.97	\$502,989
Sports/Recreation/Exercise Equipment (6)		156	\$281.17	\$817,650
Photo Equipment and Supplies (7)		169	\$77.56	\$225,555
Reading (8)		159	\$164.13	\$477,297
Catered Affairs (9)		191	\$56.12	\$163,199
Food		156	\$14,444.35	\$42,004,166
Food at Home		153	\$8,345.19	\$24,267,807
Bakery and Cereal Products		152	\$1,061.80	\$3,087,726
Meats, Poultry, Fish, and Eggs		152	\$1,795.07	\$5,220,053
Dairy Products		155	\$848.57	\$2,467,646
Fruits and Vegetables		158	\$1,671.61	\$4,861,028
Snacks and Other Food at Home (10)		151	\$2,968.14	\$8,631,353
Food Away from Home		161	\$6,099.16	\$17,736,359
Alcoholic Beverages		171	\$1,071.05	\$3,114,624

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	174	\$47,486.48	\$138,090,674
Value of Retirement Plans	163	\$163,306.38	\$474,894,948
Value of Other Financial Assets	164	\$14,063.77	\$40,897,454
Vehicle Loan Amount excluding Interest	146	\$4,171.26	\$12,130,029
Value of Credit Card Debt	157	\$4,360.49	\$12,680,291
Health			
Nonprescription Drugs	138	\$213.81	\$621,761
Prescription Drugs	126	\$421.69	\$1,226,274
Eyeglasses and Contact Lenses	146	\$141.26	\$410,774
Home			
Mortgage Payment and Basics (11)	163	\$17,403.65	\$50,609,812
Maintenance and Remodeling Services	164	\$4,726.42	\$13,744,441
Maintenance and Remodeling Materials (12)	146	\$901.28	\$2,620,934
Utilities, Fuel, and Public Services	144	\$7,185.98	\$20,896,819
Household Furnishings and Equipment			
Household Textiles (13)	160	\$162.07	\$471,309
Furniture	154	\$984.53	\$2,863,017
Rugs	160	\$50.41	\$146,589
Major Appliances (14)	149	\$562.31	\$1,635,203
Housewares (15)	157	\$137.97	\$401,228
Small Appliances	156	\$82.23	\$239,112
Luggage	169	\$28.32	\$82,345
Telephones and Accessories	144	\$144.08	\$418,998
Household Operations			
Child Care	181	\$959.86	\$2,791,282
Lawn and Garden (16)	147	\$738.97	\$2,148,916
Moving/Storage/Freight Express	176	\$125.02	\$363,551
Housekeeping Supplies (17)	148	\$1,155.89	\$3,361,337
Insurance			
Owners and Renters Insurance	136	\$850.65	\$2,473,695
Vehicle Insurance	147	\$2,736.03	\$7,956,375
Life/Other Insurance	149	\$900.61	\$2,618,960
Health Insurance	146	\$6,011.79	\$17,482,281
Personal Care Products (18)	154	\$765.30	\$2,225,487
School Books and Supplies (19)	158	\$205.89	\$598,733
Smoking Products	124	\$474.74	\$1,380,549
Transportation			
Payments on Vehicles excluding Leases	142	\$3,704.09	\$10,771,480
Gasoline and Motor Oil	149	\$3,586.37	\$10,429,157
Vehicle Maintenance and Repairs	146	\$1,614.59	\$4,695,220
Travel			
Airline Fares	179	\$1,127.76	\$3,279,513
Lodging on Trips	166	\$1,180.57	\$3,433,101
Auto/Truck Rental on Trips	177	\$97.33	\$283,045
Food and Drink on Trips	167	\$994.57	\$2,892,213

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Urban Chic (2A)	13.5%	Population	144,253	142,674
Family Foundations (12A)	9.9%	Households	55,830	55,054
Golden Years (9B)	9.1%	Families	31,701	31,165
Modest Income Homes (12D)	8.2%	Median Age	39.2	39.8
Emerald City (8B)	8.0%	Median Household Income	\$70,776	\$78,741
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,651.44	\$148,030,015
Men's		127	\$517.18	\$28,874,349
Women's		125	\$925.79	\$51,686,750
Children's		118	\$367.10	\$20,495,099
Footwear		126	\$629.06	\$35,120,418
Watches & Jewelry		127	\$163.37	\$9,120,681
Apparel Products and Services (1)		134	\$70.86	\$3,956,332
Computer				
Computers and Hardware for Home Use		126	\$211.33	\$11,798,787
Portable Memory		123	\$5.32	\$297,078
Computer Software		131	\$12.59	\$702,863
Computer Accessories		123	\$22.10	\$1,234,115
Entertainment & Recreation		122	\$3,928.13	\$219,307,604
Fees and Admissions		127	\$940.04	\$52,482,547
Membership Fees for Clubs (2)		129	\$320.08	\$17,869,997
Fees for Participant Sports, excl. Trips		125	\$144.14	\$8,047,290
Tickets to Theatre/Operas/Concerts		131	\$105.48	\$5,889,218
Tickets to Movies		123	\$68.39	\$3,818,302
Tickets to Parks or Museums		118	\$40.07	\$2,237,305
Admission to Sporting Events, excl. Trips		126	\$81.38	\$4,543,449
Fees for Recreational Lessons		127	\$178.69	\$9,976,158
Dating Services		151	\$1.81	\$100,828
TV/Video/Audio		122	\$1,431.82	\$79,938,484
Cable and Satellite Television Services		122	\$982.02	\$54,826,273
Televisions		123	\$137.70	\$7,687,643
Satellite Dishes		118	\$1.85	\$103,206
VCRs, Video Cameras, and DVD Players		121	\$5.94	\$331,828
Miscellaneous Video Equipment		123	\$19.15	\$1,069,077
Video Cassettes and DVDs		121	\$9.27	\$517,587
Video Game Hardware/Accessories		121	\$35.10	\$1,959,671
Video Game Software		124	\$19.80	\$1,105,669
Rental/Streaming/Downloaded Video		121	\$84.72	\$4,729,662
Installation of Televisions		139	\$1.03	\$57,625
Audio (3)		123	\$131.63	\$7,348,630
Rental and Repair of TV/Radio/Sound Equipment		122	\$3.61	\$201,612
Pets		117	\$850.19	\$47,466,222
Toys/Games/Crafts/Hobbies (4)		119	\$137.49	\$7,676,093
Recreational Vehicles and Fees (5)		116	\$131.37	\$7,334,196
Sports/Recreation/Exercise Equipment (6)		116	\$208.62	\$11,647,409
Photo Equipment and Supplies (7)		126	\$57.80	\$3,227,183
Reading (8)		127	\$131.22	\$7,326,096
Catered Affairs (9)		136	\$40.02	\$2,234,079
Food		123	\$11,390.92	\$635,955,185
Food at Home		123	\$6,679.26	\$372,903,353
Bakery and Cereal Products		122	\$856.58	\$47,822,965
Meats, Poultry, Fish, and Eggs		123	\$1,446.14	\$80,737,802
Dairy Products		122	\$669.66	\$37,386,985
Fruits and Vegetables		124	\$1,311.92	\$73,244,603
Snacks and Other Food at Home (10)		122	\$2,394.97	\$133,710,998
Food Away from Home		124	\$4,711.66	\$263,051,832
Alcoholic Beverages		129	\$807.64	\$45,090,582

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	130	\$35,605.68	\$1,987,864,896
Value of Retirement Plans	125	\$125,367.74	\$6,999,280,988
Value of Other Financial Assets	132	\$11,396.47	\$636,264,736
Vehicle Loan Amount excluding Interest	117	\$3,357.44	\$187,445,709
Value of Credit Card Debt	123	\$3,416.16	\$190,724,185
Health			
Nonprescription Drugs	117	\$180.92	\$10,100,525
Prescription Drugs	117	\$389.22	\$21,730,322
Eyeglasses and Contact Lenses	120	\$115.98	\$6,475,103
Home			
Mortgage Payment and Basics (11)	119	\$12,669.57	\$707,341,998
Maintenance and Remodeling Services	120	\$3,454.42	\$192,860,374
Maintenance and Remodeling Materials (12)	109	\$674.74	\$37,670,932
Utilities, Fuel, and Public Services	120	\$5,991.90	\$334,527,961
Household Furnishings and Equipment			
Household Textiles (13)	125	\$127.14	\$7,098,242
Furniture	123	\$782.37	\$43,679,568
Rugs	125	\$39.36	\$2,197,546
Major Appliances (14)	118	\$444.46	\$24,813,924
Housewares (15)	122	\$107.75	\$6,015,827
Small Appliances	123	\$64.78	\$3,616,560
Luggage	126	\$21.14	\$1,180,256
Telephones and Accessories	123	\$122.80	\$6,855,948
Household Operations			
Child Care	123	\$655.10	\$36,574,108
Lawn and Garden (16)	117	\$586.33	\$32,735,056
Moving/Storage/Freight Express	128	\$90.81	\$5,069,916
Housekeeping Supplies (17)	121	\$941.62	\$52,570,896
Insurance			
Owners and Renters Insurance	114	\$713.11	\$39,812,819
Vehicle Insurance	120	\$2,234.86	\$124,772,203
Life/Other Insurance	121	\$729.41	\$40,722,723
Health Insurance	121	\$4,988.12	\$278,486,908
Personal Care Products (18)	123	\$611.75	\$34,154,214
School Books and Supplies (19)	122	\$159.48	\$8,903,902
Smoking Products	120	\$460.27	\$25,696,779
Transportation			
Payments on Vehicles excluding Leases	115	\$2,999.26	\$167,448,596
Gasoline and Motor Oil	118	\$2,845.13	\$158,843,789
Vehicle Maintenance and Repairs	119	\$1,321.74	\$73,792,629
Travel			
Airline Fares	128	\$806.68	\$45,037,062
Lodging on Trips	124	\$878.61	\$49,052,592
Auto/Truck Rental on Trips	127	\$70.03	\$3,909,628
Food and Drink on Trips	125	\$742.64	\$41,461,688

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Family Foundations (12A)	15.8%	Population	406,685	399,665
Modest Income Homes (12D)	11.2%	Households	162,668	159,665
Emerald City (8B)	6.5%	Families	89,812	87,787
Urban Chic (2A)	5.7%	Median Age	39.1	39.9
Social Security Set (9F)	5.7%	Median Household Income	\$60,010	\$65,775
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,216.40	\$360,537,963
Men's		105	\$427.98	\$69,619,335
Women's		104	\$769.14	\$125,114,685
Children's		100	\$309.98	\$50,424,339
Footwear		107	\$534.96	\$87,020,397
Watches & Jewelry		104	\$134.42	\$21,866,332
Apparel Products and Services (1)		111	\$58.23	\$9,472,081
Computer				
Computers and Hardware for Home Use		102	\$171.07	\$27,827,908
Portable Memory		101	\$4.38	\$712,655
Computer Software		108	\$10.39	\$1,690,049
Computer Accessories		103	\$18.58	\$3,021,701
Entertainment & Recreation		100	\$3,233.53	\$525,992,136
Fees and Admissions		100	\$743.85	\$121,000,242
Membership Fees for Clubs (2)		102	\$254.00	\$41,317,216
Fees for Participant Sports, excl. Trips		99	\$113.75	\$18,503,466
Tickets to Theatre/Operas/Concerts		105	\$84.53	\$13,750,749
Tickets to Movies		100	\$55.73	\$9,065,040
Tickets to Parks or Museums		95	\$32.27	\$5,249,010
Admission to Sporting Events, excl. Trips		99	\$63.87	\$10,389,474
Fees for Recreational Lessons		98	\$138.09	\$22,463,249
Dating Services		134	\$1.61	\$262,037
TV/Video/Audio		103	\$1,214.66	\$197,585,555
Cable and Satellite Television Services		104	\$835.53	\$135,913,990
Televisions		104	\$116.86	\$19,009,554
Satellite Dishes		100	\$1.57	\$255,836
VCRs, Video Cameras, and DVD Players		103	\$5.05	\$820,726
Miscellaneous Video Equipment		103	\$15.97	\$2,598,491
Video Cassettes and DVDs		103	\$7.90	\$1,285,493
Video Game Hardware/Accessories		107	\$30.99	\$5,040,747
Video Game Software		109	\$17.50	\$2,847,065
Rental/Streaming/Downloaded Video		102	\$71.82	\$11,682,360
Installation of Televisions		99	\$0.73	\$119,546
Audio (3)		100	\$107.40	\$17,470,773
Rental and Repair of TV/Radio/Sound Equipment		112	\$3.33	\$540,974
Pets		96	\$700.47	\$113,943,474
Toys/Games/Crafts/Hobbies (4)		101	\$116.54	\$18,958,040
Recreational Vehicles and Fees (5)		92	\$104.06	\$16,927,277
Sports/Recreation/Exercise Equipment (6)		94	\$168.81	\$27,459,434
Photo Equipment and Supplies (7)		103	\$47.21	\$7,679,375
Reading (8)		104	\$106.98	\$17,401,423
Catered Affairs (9)		107	\$31.33	\$5,095,808
Food		103	\$9,507.19	\$1,546,515,106
Food at Home		103	\$5,597.43	\$910,522,411
Bakery and Cereal Products		103	\$719.00	\$116,958,332
Meats, Poultry, Fish, and Eggs		103	\$1,217.63	\$198,068,655
Dairy Products		102	\$556.55	\$90,532,718
Fruits and Vegetables		103	\$1,089.81	\$177,276,641
Snacks and Other Food at Home (10)		102	\$2,014.45	\$327,686,065
Food Away from Home		103	\$3,909.76	\$635,992,695
Alcoholic Beverages		105	\$656.04	\$106,715,994

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$27,570.88	\$4,484,900,502
Value of Retirement Plans	98	\$98,338.70	\$15,996,558,930
Value of Other Financial Assets	107	\$9,222.50	\$1,500,205,517
Vehicle Loan Amount excluding Interest	101	\$2,872.85	\$467,320,676
Value of Credit Card Debt	102	\$2,835.06	\$461,174,023
Health			
Nonprescription Drugs	99	\$152.70	\$24,839,544
Prescription Drugs	100	\$333.67	\$54,277,649
Eyeglasses and Contact Lenses	99	\$96.31	\$15,666,644
Home			
Mortgage Payment and Basics (11)	93	\$9,956.10	\$1,619,539,505
Maintenance and Remodeling Services	93	\$2,666.93	\$433,823,800
Maintenance and Remodeling Materials (12)	87	\$537.25	\$87,394,104
Utilities, Fuel, and Public Services	102	\$5,094.41	\$828,697,570
Household Furnishings and Equipment			
Household Textiles (13)	104	\$105.35	\$17,136,451
Furniture	102	\$650.96	\$105,889,994
Rugs	101	\$31.77	\$5,168,118
Major Appliances (14)	96	\$363.43	\$59,118,202
Housewares (15)	101	\$88.55	\$14,403,850
Small Appliances	103	\$54.20	\$8,815,956
Luggage	103	\$17.30	\$2,813,936
Telephones and Accessories	103	\$103.00	\$16,755,532
Household Operations			
Child Care	99	\$524.37	\$85,298,315
Lawn and Garden (16)	94	\$472.08	\$76,791,924
Moving/Storage/Freight Express	103	\$73.35	\$11,931,318
Housekeeping Supplies (17)	102	\$791.83	\$128,804,647
Insurance			
Owners and Renters Insurance	95	\$592.81	\$96,430,638
Vehicle Insurance	102	\$1,899.57	\$308,998,511
Life/Other Insurance	99	\$596.37	\$97,009,749
Health Insurance	101	\$4,172.69	\$678,762,370
Personal Care Products (18)	103	\$512.23	\$83,324,138
School Books and Supplies (19)	103	\$133.84	\$21,771,560
Smoking Products	109	\$417.34	\$67,887,589
Transportation			
Payments on Vehicles excluding Leases	98	\$2,542.65	\$413,608,125
Gasoline and Motor Oil	100	\$2,400.41	\$390,469,092
Vehicle Maintenance and Repairs	100	\$1,112.42	\$180,955,532
Travel			
Airline Fares	101	\$635.04	\$103,301,110
Lodging on Trips	99	\$699.27	\$113,748,162
Auto/Truck Rental on Trips	101	\$55.59	\$9,043,383
Food and Drink on Trips	100	\$597.35	\$97,170,281

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

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

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

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 6080 Falls Rd, Baltimore, Maryland, 21209
 Rings: 1, 3, 5 mile radii

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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	552		4,966		16,966							
Total Employees:	7,496		60,682		184,134							
Total Residential Population:	6,731		144,253		406,685							
Employee/Residential Population Ratio (per 100 Residents)	111		42		45							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	2.2%	265	3.5%	42	0.8%	479	0.8%	144	0.8%	1,624	0.9%
Construction	15	2.7%	110	1.5%	161	3.2%	1,206	2.0%	644	3.8%	5,932	3.2%
Manufacturing	12	2.2%	187	2.5%	76	1.5%	1,018	1.7%	246	1.4%	3,620	2.0%
Transportation	11	2.0%	130	1.7%	71	1.4%	577	1.0%	263	1.6%	2,490	1.4%
Communication	10	1.8%	907	12.1%	56	1.1%	2,174	3.6%	146	0.9%	3,135	1.7%
Utility	0	0.0%	0	0.0%	7	0.1%	76	0.1%	26	0.2%	656	0.4%
Wholesale Trade	6	1.1%	59	0.8%	68	1.4%	500	0.8%	241	1.4%	2,453	1.3%
Retail Trade Summary	76	13.8%	796	10.6%	774	15.6%	6,328	10.4%	2,909	17.1%	29,667	16.1%
Home Improvement	1	0.2%	5	0.1%	16	0.3%	178	0.3%	70	0.4%	753	0.4%
General Merchandise Stores	3	0.5%	10	0.1%	32	0.6%	168	0.3%	143	0.8%	1,688	0.9%
Food Stores	7	1.3%	261	3.5%	90	1.8%	1,577	2.6%	322	1.9%	4,481	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.5%	52	0.7%	81	1.6%	395	0.7%	230	1.4%	2,689	1.5%
Apparel & Accessory Stores	4	0.7%	9	0.1%	40	0.8%	146	0.2%	253	1.5%	2,294	1.2%
Furniture & Home Furnishings	10	1.8%	81	1.1%	48	1.0%	260	0.4%	169	1.0%	1,356	0.7%
Eating & Drinking Places	23	4.2%	212	2.8%	232	4.7%	2,302	3.8%	906	5.3%	11,132	6.0%
Miscellaneous Retail	26	4.7%	165	2.2%	235	4.7%	1,304	2.1%	815	4.8%	5,275	2.9%
Finance, Insurance, Real Estate Summary	91	16.5%	1,316	17.6%	543	10.9%	4,483	7.4%	1,919	11.3%	15,502	8.4%
Banks, Savings & Lending Institutions	9	1.6%	205	2.7%	74	1.5%	837	1.4%	302	1.8%	2,595	1.4%
Securities Brokers	15	2.7%	120	1.6%	77	1.6%	648	1.1%	309	1.8%	2,578	1.4%
Insurance Carriers & Agents	8	1.4%	74	1.0%	54	1.1%	377	0.6%	244	1.4%	2,147	1.2%
Real Estate, Holding, Other Investment Offices	59	10.7%	917	12.2%	338	6.8%	2,621	4.3%	1,064	6.3%	8,182	4.4%
Services Summary	227	41.1%	3,611	48.2%	2,362	47.6%	41,688	68.7%	7,727	45.5%	108,770	59.1%
Hotels & Lodging	2	0.4%	16	0.2%	20	0.4%	603	1.0%	52	0.3%	1,455	0.8%
Automotive Services	10	1.8%	57	0.8%	111	2.2%	570	0.9%	375	2.2%	2,232	1.2%
Motion Pictures & Amusements	16	2.9%	242	3.2%	111	2.2%	1,115	1.8%	362	2.1%	3,351	1.8%
Health Services	38	6.9%	779	10.4%	515	10.4%	17,107	28.2%	1,563	9.2%	34,733	18.9%
Legal Services	20	3.6%	581	7.8%	142	2.9%	1,222	2.0%	599	3.5%	3,962	2.2%
Education Institutions & Libraries	15	2.7%	684	9.1%	141	2.8%	5,495	9.1%	410	2.4%	16,911	9.2%
Other Services	126	22.8%	1,253	16.7%	1,322	26.6%	15,576	25.7%	4,367	25.7%	46,125	25.0%
Government	0	0.0%	1	0.0%	41	0.8%	1,578	2.6%	209	1.2%	8,473	4.6%
Unclassified Establishments	93	16.8%	116	1.5%	766	15.4%	575	0.9%	2,493	14.7%	1,812	1.0%
Totals	552	100.0%	7,496	100.0%	4,966	100.0%	60,682	100.0%	16,966	100.0%	184,134	100.0%

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

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	6	0.1%	26	0.0%	21	0.1%	367	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	20	3.6%	136	1.8%	178	3.6%	1,396	2.3%	705	4.2%	6,624	3.6%
Manufacturing	14	2.5%	183	2.4%	75	1.5%	841	1.4%	267	1.6%	3,245	1.8%
Wholesale Trade	5	0.9%	49	0.7%	61	1.2%	462	0.8%	216	1.3%	2,341	1.3%
Retail Trade	52	9.4%	586	7.8%	522	10.5%	3,848	6.3%	1,915	11.3%	17,879	9.7%
Motor Vehicle & Parts Dealers	2	0.4%	47	0.6%	65	1.3%	317	0.5%	166	1.0%	2,425	1.3%
Furniture & Home Furnishings Stores	6	1.1%	50	0.7%	17	0.3%	91	0.1%	78	0.5%	644	0.3%
Electronics & Appliance Stores	4	0.7%	30	0.4%	28	0.6%	156	0.3%	73	0.4%	695	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	5	0.1%	16	0.3%	178	0.3%	70	0.4%	753	0.4%
Food & Beverage Stores	6	1.1%	259	3.5%	94	1.9%	1,506	2.5%	323	1.9%	4,142	2.2%
Health & Personal Care Stores	4	0.7%	37	0.5%	62	1.2%	414	0.7%	221	1.3%	1,511	0.8%
Gasoline Stations	1	0.2%	5	0.1%	16	0.3%	77	0.1%	64	0.4%	264	0.1%
Clothing & Clothing Accessories Stores	6	1.1%	13	0.2%	50	1.0%	174	0.3%	307	1.8%	2,722	1.5%
Sport Goods, Hobby, Book, & Music Stores	7	1.3%	79	1.1%	34	0.7%	356	0.6%	122	0.7%	966	0.5%
General Merchandise Stores	3	0.5%	10	0.1%	32	0.6%	168	0.3%	143	0.8%	1,688	0.9%
Miscellaneous Store Retailers	10	1.8%	44	0.6%	80	1.6%	374	0.6%	264	1.6%	1,869	1.0%
Nonstore Retailers	2	0.4%	5	0.1%	28	0.6%	36	0.1%	84	0.5%	200	0.1%
Transportation & Warehousing	10	1.8%	130	1.7%	57	1.1%	527	0.9%	231	1.4%	2,242	1.2%
Information	17	3.1%	1,130	15.1%	123	2.5%	3,158	5.2%	347	2.0%	6,173	3.4%
Finance & Insurance	34	6.2%	400	5.3%	215	4.3%	1,888	3.1%	888	5.2%	7,467	4.1%
Central Bank/Credit Intermediation & Related Activities	9	1.6%	204	2.7%	76	1.5%	842	1.4%	311	1.8%	2,614	1.4%
Securities, Commodity Contracts & Other Financial	17	3.1%	123	1.6%	85	1.7%	669	1.1%	333	2.0%	2,705	1.5%
Insurance Carriers & Related Activities; Funds, Trusts &	8	1.4%	74	1.0%	54	1.1%	377	0.6%	244	1.4%	2,147	1.2%
Real Estate, Rental & Leasing	47	8.5%	808	10.8%	328	6.6%	2,413	4.0%	1,012	6.0%	7,481	4.1%
Professional, Scientific & Tech Services	77	13.9%	1,243	16.6%	571	11.5%	6,650	11.0%	1,914	11.3%	18,101	9.8%
Legal Services	22	4.0%	591	7.9%	156	3.1%	1,278	2.1%	658	3.9%	4,266	2.3%
Management of Companies & Enterprises	10	1.8%	94	1.3%	21	0.4%	186	0.3%	74	0.4%	527	0.3%
Administrative & Support & Waste Management & Remediation	20	3.6%	139	1.9%	170	3.4%	1,202	2.0%	589	3.5%	8,037	4.4%
Educational Services	19	3.4%	697	9.3%	160	3.2%	5,566	9.2%	457	2.7%	16,634	9.0%
Health Care & Social Assistance	45	8.2%	850	11.3%	711	14.3%	21,172	34.9%	2,173	12.8%	44,350	24.1%
Arts, Entertainment & Recreation	9	1.6%	218	2.9%	85	1.7%	999	1.6%	303	1.8%	3,304	1.8%
Accommodation & Food Services	25	4.5%	228	3.0%	260	5.2%	2,998	4.9%	997	5.9%	12,948	7.0%
Accommodation	2	0.4%	16	0.2%	20	0.4%	603	1.0%	52	0.3%	1,455	0.8%
Food Services & Drinking Places	23	4.2%	212	2.8%	241	4.9%	2,395	3.9%	945	5.6%	11,493	6.2%
Other Services (except Public Administration)	58	10.5%	489	6.5%	612	12.3%	5,186	8.5%	2,153	12.7%	16,098	8.7%
Automotive Repair & Maintenance	7	1.3%	33	0.4%	82	1.7%	426	0.7%	279	1.6%	1,641	0.9%
Public Administration	0	0.0%	1	0.0%	43	0.9%	1,589	2.6%	211	1.2%	8,492	4.6%
Unclassified Establishments	93	16.8%	116	1.5%	766	15.4%	575	0.9%	2,493	14.7%	1,812	1.0%
Total	552	100.0%	7,496	100.0%	4,966	100.0%	60,682	100.0%	16,966	100.0%	184,134	100.0%

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