

306 S High St, Baltimore, Maryland, 21202
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri
Latitude: 39.28597
Longitude: -76.60191

	0.5 miles	1 mile	1.5 miles
Population Summary			
2000 Total Population	4,380	33,269	85,852
2010 Total Population	6,446	36,580	85,396
2021 Total Population	7,821	42,981	95,906
2021 Group Quarters	455	3,712	9,191
2026 Total Population	8,550	44,876	99,203
2021-2026 Annual Rate	1.80%	0.87%	0.68%
2021 Total Daytime Population	22,283	84,470	161,620
Workers	18,673	66,869	123,466
Residents	3,610	17,601	38,154
Household Summary			
2000 Households	2,067	15,329	36,023
2000 Average Household Size	1.96	1.97	2.10
2010 Households	3,047	17,367	39,156
2010 Average Household Size	1.97	1.91	1.96
2021 Households	3,849	21,114	44,817
2021 Average Household Size	1.91	1.86	1.93
2026 Households	4,314	22,266	46,695
2026 Average Household Size	1.88	1.85	1.93
2021-2026 Annual Rate	2.31%	1.07%	0.82%
2010 Families	1,268	6,181	13,988
2010 Average Family Size	2.83	2.76	2.87
2021 Families	1,525	7,072	15,405
2021 Average Family Size	2.77	2.73	2.86
2026 Families	1,689	7,378	15,879
2026 Average Family Size	2.72	2.72	2.85
2021-2026 Annual Rate	2.06%	0.85%	0.61%
Housing Unit Summary			
2000 Housing Units	2,856	18,292	43,522
Owner Occupied Housing Units	19.2%	30.4%	30.6%
Renter Occupied Housing Units	53.2%	53.4%	52.2%
Vacant Housing Units	27.6%	16.2%	17.2%
2010 Housing Units	4,042	20,498	47,196
Owner Occupied Housing Units	19.3%	29.9%	29.5%
Renter Occupied Housing Units	56.1%	54.9%	53.4%
Vacant Housing Units	24.6%	15.3%	17.0%
2021 Housing Units	5,100	26,004	55,544
Owner Occupied Housing Units	19.9%	26.6%	28.4%
Renter Occupied Housing Units	55.5%	54.6%	52.3%
Vacant Housing Units	24.5%	18.8%	19.3%
2026 Housing Units	5,739	27,926	58,889
Owner Occupied Housing Units	18.7%	25.8%	27.5%
Renter Occupied Housing Units	56.4%	53.9%	51.7%
Vacant Housing Units	24.8%	20.3%	20.7%
Median Household Income			
2021	\$66,761	\$79,729	\$72,161
2026	\$80,673	\$90,635	\$80,706
Median Home Value			
2021	\$394,388	\$389,649	\$350,024
2026	\$543,767	\$509,441	\$451,395
Per Capita Income			
2021	\$56,889	\$60,663	\$51,846
2026	\$66,375	\$69,085	\$58,582
Median Age			
2010	32.0	32.5	31.7
2021	34.5	34.7	33.9
2026	35.3	35.8	34.8

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	3,849	21,114	44,817
<\$15,000	17.7%	14.3%	15.0%
\$15,000 - \$24,999	7.0%	6.0%	6.2%
\$25,000 - \$34,999	6.4%	5.4%	6.7%
\$35,000 - \$49,999	9.1%	7.7%	8.9%
\$50,000 - \$74,999	13.4%	14.5%	14.4%
\$75,000 - \$99,999	5.6%	9.5%	9.7%
\$100,000 - \$149,999	15.0%	17.8%	17.9%
\$150,000 - \$199,999	8.2%	7.7%	7.4%
\$200,000+	17.7%	17.2%	13.8%
Average Household Income	\$116,280	\$122,052	\$109,700
2026 Households by Income			
Household Income Base	4,314	22,266	46,695
<\$15,000	15.6%	13.0%	14.0%
\$15,000 - \$24,999	6.3%	5.4%	5.7%
\$25,000 - \$34,999	5.8%	4.9%	6.2%
\$35,000 - \$49,999	7.5%	6.5%	7.7%
\$50,000 - \$74,999	13.1%	13.8%	13.7%
\$75,000 - \$99,999	6.4%	9.4%	9.8%
\$100,000 - \$149,999	15.7%	18.6%	18.7%
\$150,000 - \$199,999	9.2%	8.6%	8.3%
\$200,000+	20.3%	19.8%	15.9%
Average Household Income	\$132,297	\$137,869	\$123,272
2021 Owner Occupied Housing Units by Value			
Total	1,017	6,918	15,744
<\$50,000	0.6%	0.5%	2.0%
\$50,000 - \$99,999	0.3%	1.5%	2.7%
\$100,000 - \$149,999	2.5%	1.7%	3.6%
\$150,000 - \$199,999	3.0%	3.3%	5.4%
\$200,000 - \$249,999	4.0%	6.2%	8.1%
\$250,000 - \$299,999	12.4%	13.9%	15.1%
\$300,000 - \$399,999	28.9%	25.6%	26.1%
\$400,000 - \$499,999	14.0%	17.0%	14.6%
\$500,000 - \$749,999	17.8%	20.3%	16.0%
\$750,000 - \$999,999	6.3%	6.3%	3.7%
\$1,000,000 - \$1,499,999	4.2%	2.3%	1.6%
\$1,500,000 - \$1,999,999	1.9%	0.5%	0.4%
\$2,000,000 +	4.3%	1.1%	0.7%
Average Home Value	\$564,009	\$469,919	\$407,534
2026 Owner Occupied Housing Units by Value			
Total	1,076	7,205	16,211
<\$50,000	0.2%	0.3%	1.4%
\$50,000 - \$99,999	0.0%	0.7%	1.4%
\$100,000 - \$149,999	1.2%	0.5%	1.4%
\$150,000 - \$199,999	0.7%	0.8%	1.7%
\$200,000 - \$249,999	1.5%	2.0%	3.8%
\$250,000 - \$299,999	4.5%	5.9%	7.9%
\$300,000 - \$399,999	21.8%	20.3%	23.7%
\$400,000 - \$499,999	14.0%	18.0%	17.2%
\$500,000 - \$749,999	35.0%	36.0%	30.8%
\$750,000 - \$999,999	8.6%	9.7%	6.5%
\$1,000,000 - \$1,499,999	5.3%	3.0%	2.3%
\$1,500,000 - \$1,999,999	2.0%	0.7%	0.7%
\$2,000,000 +	5.2%	1.9%	1.4%
Average Home Value	\$670,795	\$578,893	\$516,892

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	6,446	36,579	85,393
0 - 4	6.8%	5.3%	5.3%
5 - 9	5.8%	3.5%	3.6%
10 - 14	4.3%	2.7%	2.9%
15 - 24	12.9%	14.4%	15.9%
25 - 34	26.8%	29.7%	29.9%
35 - 44	13.6%	14.3%	13.8%
45 - 54	13.0%	11.6%	11.6%
55 - 64	9.7%	9.5%	8.7%
65 - 74	4.0%	5.0%	4.8%
75 - 84	2.4%	2.9%	2.6%
85 +	0.7%	1.0%	0.9%
18 +	80.5%	86.7%	86.2%
2021 Population by Age			
Total	7,821	42,981	95,904
0 - 4	5.5%	4.4%	4.5%
5 - 9	4.9%	3.6%	3.7%
10 - 14	4.1%	3.0%	3.2%
15 - 24	11.6%	11.9%	12.6%
25 - 34	25.1%	27.8%	29.0%
35 - 44	16.2%	16.6%	15.7%
45 - 54	10.8%	10.3%	10.1%
55 - 64	10.8%	9.7%	9.5%
65 - 74	6.9%	7.4%	7.0%
75 - 84	2.9%	3.9%	3.5%
85 +	1.1%	1.5%	1.3%
18 +	83.1%	87.4%	86.9%
2026 Population by Age			
Total	8,549	44,877	99,204
0 - 4	5.2%	4.3%	4.5%
5 - 9	4.4%	3.3%	3.5%
10 - 14	3.7%	2.8%	3.1%
15 - 24	11.6%	12.5%	12.9%
25 - 34	24.5%	25.4%	26.4%
35 - 44	17.5%	17.9%	17.2%
45 - 54	11.4%	10.8%	10.5%
55 - 64	9.5%	8.8%	8.7%
65 - 74	7.3%	7.4%	7.3%
75 - 84	3.6%	4.8%	4.3%
85 +	1.2%	1.7%	1.4%
18 +	84.6%	87.9%	87.1%
2010 Population by Sex			
Males	3,179	18,598	44,451
Females	3,267	17,982	40,945
2021 Population by Sex			
Males	3,896	21,936	50,141
Females	3,926	21,045	45,765
2026 Population by Sex			
Males	4,289	22,880	51,816
Females	4,260	21,996	47,387

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2010 Population by Race/Ethnicity			
Total	6,446	36,580	85,395
White Alone	41.4%	54.8%	50.5%
Black Alone	47.7%	34.6%	40.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.8%	5.2%	4.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.2%	2.7%	2.2%
Two or More Races	2.3%	2.2%	2.2%
Hispanic Origin	7.0%	6.8%	5.8%
Diversity Index	65.1	63.1	62.8
2021 Population by Race/Ethnicity			
Total	7,822	42,982	95,906
White Alone	45.7%	54.2%	49.8%
Black Alone	41.1%	32.6%	38.8%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	5.4%	6.3%	5.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.3%	3.6%	2.9%
Two or More Races	3.0%	2.9%	2.9%
Hispanic Origin	9.8%	9.4%	8.2%
Diversity Index	68.6	66.5	65.9
2026 Population by Race/Ethnicity			
Total	8,549	44,877	99,202
White Alone	47.9%	53.8%	50.0%
Black Alone	37.0%	31.4%	37.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	6.2%	7.0%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.0%	4.1%	3.3%
Two or More Races	3.5%	3.3%	3.2%
Hispanic Origin	12.0%	11.3%	9.8%
Diversity Index	70.8	68.6	67.7
2010 Population by Relationship and Household Type			
Total	6,446	36,580	85,396
In Households	93.0%	90.5%	90.0%
In Family Households	58.0%	48.6%	49.3%
Householder	19.2%	16.9%	16.3%
Spouse	8.1%	9.8%	8.8%
Child	23.8%	16.6%	17.9%
Other relative	4.6%	3.4%	4.0%
Nonrelative	2.3%	1.8%	2.3%
In Nonfamily Households	35.0%	41.9%	40.6%
In Group Quarters	7.0%	9.5%	10.0%
Institutionalized Population	0.6%	5.9%	6.9%
Noninstitutionalized Population	6.5%	3.6%	3.1%

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	5,776	33,140	72,906
Less than 9th Grade	2.6%	2.7%	3.3%
9th - 12th Grade, No Diploma	9.6%	6.8%	7.9%
High School Graduate	15.9%	11.4%	12.7%
GED/Alternative Credential	1.8%	2.7%	3.8%
Some College, No Degree	12.1%	10.7%	11.9%
Associate Degree	3.2%	2.8%	3.2%
Bachelor's Degree	25.1%	31.4%	29.5%
Graduate/Professional Degree	29.7%	31.5%	27.8%
2021 Population 15+ by Marital Status			
Total	6,686	38,270	84,985
Never Married	59.9%	58.0%	61.1%
Married	25.5%	27.7%	26.4%
Widowed	4.8%	4.1%	3.6%
Divorced	9.8%	10.3%	8.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,583	25,364	54,938
Population 16+ Employed	92.2%	95.1%	94.7%
Population 16+ Unemployment rate	7.8%	4.9%	5.3%
Population 16-24 Employed	11.4%	10.7%	10.9%
Population 16-24 Unemployment rate	11.1%	10.1%	10.0%
Population 25-54 Employed	73.6%	74.1%	75.3%
Population 25-54 Unemployment rate	7.1%	3.8%	4.2%
Population 55-64 Employed	11.3%	9.6%	9.0%
Population 55-64 Unemployment rate	5.2%	6.4%	6.6%
Population 65+ Employed	3.7%	5.6%	4.8%
Population 65+ Unemployment rate	17.4%	6.8%	7.7%
2021 Employed Population 16+ by Industry			
Total	4,227	24,114	52,027
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	3.1%	3.0%	3.4%
Manufacturing	1.8%	4.0%	4.0%
Wholesale Trade	0.7%	1.8%	1.8%
Retail Trade	4.6%	4.5%	5.2%
Transportation/Utilities	2.2%	3.2%	3.6%
Information	2.6%	2.4%	2.1%
Finance/Insurance/Real Estate	7.8%	8.2%	7.3%
Services	66.1%	64.0%	63.5%
Public Administration	10.9%	8.5%	8.7%
2021 Employed Population 16+ by Occupation			
Total	4,227	24,115	52,027
White Collar	81.8%	85.4%	83.0%
Management/Business/Financial	21.5%	26.6%	24.9%
Professional	49.3%	46.9%	45.4%
Sales	3.8%	4.9%	5.5%
Administrative Support	7.3%	7.0%	7.2%
Services	12.3%	8.4%	10.0%
Blue Collar	6.0%	6.3%	7.0%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.5%	1.4%	1.5%
Installation/Maintenance/Repair	1.3%	0.8%	0.8%
Production	0.5%	1.6%	1.7%
Transportation/Material Moving	2.7%	2.2%	3.0%

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2010 Households by Type			
Total	3,047	17,367	39,156
Households with 1 Person	44.9%	46.6%	46.0%
Households with 2+ People	55.1%	53.4%	54.0%
Family Households	41.6%	35.6%	35.7%
Husband-wife Families	17.4%	20.7%	19.2%
With Related Children	4.9%	6.0%	6.0%
Other Family (No Spouse Present)	24.2%	14.9%	16.5%
Other Family with Male Householder	3.2%	2.9%	3.4%
With Related Children	1.2%	1.2%	1.5%
Other Family with Female Householder	21.0%	12.0%	13.1%
With Related Children	15.9%	8.3%	8.7%
Nonfamily Households	13.5%	17.8%	18.2%
All Households with Children	22.2%	15.6%	16.4%
Multigenerational Households	2.8%	2.1%	2.9%
Unmarried Partner Households	8.3%	8.6%	9.3%
Male-female	7.4%	7.5%	8.0%
Same-sex	1.0%	1.1%	1.3%
2010 Households by Size			
Total	3,047	17,367	39,156
1 Person Household	44.9%	46.6%	46.0%
2 Person Household	30.4%	32.6%	31.5%
3 Person Household	12.7%	11.6%	11.8%
4 Person Household	6.2%	5.4%	5.8%
5 Person Household	3.3%	2.1%	2.6%
6 Person Household	1.4%	0.9%	1.1%
7 + Person Household	1.0%	0.8%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,047	17,367	39,156
Owner Occupied	25.6%	35.3%	35.6%
Owned with a Mortgage/Loan	20.0%	28.3%	28.6%
Owned Free and Clear	5.5%	6.9%	7.0%
Renter Occupied	74.4%	64.7%	64.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	98	99
Percent of Income for Mortgage	24.8%	20.5%	20.3%
Wealth Index	95	99	88
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,042	20,498	47,196
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	6,446	36,580	85,396
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.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Exurbanites (1E)	City Commons (11E)	City Commons (11E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$11,243,235	\$63,800,599	\$121,955,414
Average Spent	\$2,921.08	\$3,021.72	\$2,721.19
Spending Potential Index	138	143	128
Education: Total \$	\$9,153,833	\$53,083,820	\$100,853,906
Average Spent	\$2,378.24	\$2,514.15	\$2,250.35
Spending Potential Index	138	146	130
Entertainment/Recreation: Total \$	\$15,010,267	\$86,090,233	\$165,175,907
Average Spent	\$3,899.78	\$4,077.40	\$3,685.56
Spending Potential Index	121	126	114
Food at Home: Total \$	\$27,076,826	\$154,073,072	\$295,044,462
Average Spent	\$7,034.77	\$7,297.20	\$6,583.32
Spending Potential Index	129	134	121
Food Away from Home: Total \$	\$19,997,931	\$113,518,713	\$217,110,732
Average Spent	\$5,195.62	\$5,376.47	\$4,844.38
Spending Potential Index	137	142	128
Health Care: Total \$	\$27,135,099	\$154,744,579	\$298,290,889
Average Spent	\$7,049.91	\$7,329.00	\$6,655.75
Spending Potential Index	113	118	107
HH Furnishings & Equipment: Total \$	\$10,470,414	\$59,870,026	\$114,965,335
Average Spent	\$2,720.29	\$2,835.56	\$2,565.22
Spending Potential Index	121	126	114
Personal Care Products & Services: Total \$	\$4,505,149	\$25,769,855	\$49,178,989
Average Spent	\$1,170.47	\$1,220.51	\$1,097.33
Spending Potential Index	130	136	122
Shelter: Total \$	\$104,639,865	\$605,958,126	\$1,148,976,898
Average Spent	\$27,186.25	\$28,699.35	\$25,637.08
Spending Potential Index	135	142	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,468,403	\$55,389,400	\$106,767,576
Average Spent	\$2,459.96	\$2,623.35	\$2,382.30
Spending Potential Index	103	110	100
Travel: Total \$	\$11,428,070	\$66,620,378	\$126,817,673
Average Spent	\$2,969.10	\$3,155.27	\$2,829.68
Spending Potential Index	117	125	112
Vehicle Maintenance & Repairs: Total \$	\$5,227,196	\$29,053,174	\$56,662,021
Average Spent	\$1,358.07	\$1,376.01	\$1,264.30
Spending Potential Index	123	124	114

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.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Metro Renters (3B)	67.6%	Population	7,821	8,550
City Commons (11E)	19.7%	Households	3,849	4,314
Exurbanites (1E)	4.1%	Families	1,525	1,689
Social Security Set (9F)	3.6%	Median Age	34.5	35.3
City Strivers (11A)	3.1%	Median Household Income	\$66,761	\$80,673
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		138	\$2,921.08	\$11,243,235
Men's		142	\$575.38	\$2,214,654
Women's		132	\$971.56	\$3,739,542
Children's		136	\$423.34	\$1,629,444
Footwear		144	\$723.10	\$2,783,196
Watches & Jewelry		139	\$179.33	\$690,257
Apparel Products and Services (1)		138	\$72.92	\$280,661
Computer				
Computers and Hardware for Home Use		133	\$222.84	\$857,695
Portable Memory		129	\$5.60	\$21,543
Computer Software		155	\$14.86	\$57,188
Computer Accessories		130	\$23.38	\$89,974
Entertainment & Recreation		121	\$3,899.78	\$15,010,267
Fees and Admissions		120	\$889.29	\$3,422,887
Membership Fees for Clubs (2)		126	\$313.33	\$1,206,025
Fees for Participant Sports, excl. Trips		110	\$127.36	\$490,225
Tickets to Theatre/Operas/Concerts		123	\$99.29	\$382,152
Tickets to Movies		135	\$74.92	\$288,348
Tickets to Parks or Museums		120	\$40.66	\$156,485
Admission to Sporting Events, excl. Trips		112	\$71.91	\$276,800
Fees for Recreational Lessons		113	\$159.46	\$613,754
Dating Services		197	\$2.36	\$9,097
TV/Video/Audio		125	\$1,472.31	\$5,666,933
Cable and Satellite Television Services		119	\$960.04	\$3,695,204
Televisions		137	\$153.65	\$591,390
Satellite Dishes		137	\$2.15	\$8,262
VCRs, Video Cameras, and DVD Players		130	\$6.36	\$24,471
Miscellaneous Video Equipment		131	\$20.32	\$78,196
Video Cassettes and DVDs		141	\$10.83	\$41,671
Video Game Hardware/Accessories		160	\$46.31	\$178,238
Video Game Software		170	\$27.11	\$104,338
Rental/Streaming/Downloaded Video		146	\$102.81	\$395,705
Installation of Televisions		107	\$0.79	\$3,049
Audio (3)		128	\$137.33	\$528,568
Rental and Repair of TV/Radio/Sound Equipment		157	\$4.63	\$17,840
Pets		113	\$826.60	\$3,181,594
Toys/Games/Crafts/Hobbies (4)		134	\$155.24	\$597,530
Recreational Vehicles and Fees (5)		88	\$99.86	\$384,367
Sports/Recreation/Exercise Equipment (6)		122	\$220.49	\$848,685
Photo Equipment and Supplies (7)		147	\$67.35	\$259,224
Reading (8)		122	\$125.61	\$483,482
Catered Affairs (9)		148	\$43.64	\$167,969
Food		132	\$12,230.39	\$47,074,757
Food at Home		129	\$7,034.77	\$27,076,826
Bakery and Cereal Products		127	\$889.31	\$3,422,950
Meats, Poultry, Fish, and Eggs		129	\$1,525.59	\$5,871,997
Dairy Products		127	\$693.22	\$2,668,212
Fruits and Vegetables		130	\$1,372.67	\$5,283,406
Snacks and Other Food at Home (10)		130	\$2,553.98	\$9,830,261
Food Away from Home		137	\$5,195.62	\$19,997,931
Alcoholic Beverages		136	\$850.00	\$3,271,632

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$27,617.70	\$106,300,509
Value of Retirement Plans	91	\$91,375.64	\$351,704,831
Value of Other Financial Assets	107	\$9,230.65	\$35,528,754
Vehicle Loan Amount excluding Interest	133	\$3,803.40	\$14,639,280
Value of Credit Card Debt	123	\$3,402.19	\$13,095,043
Health			
Nonprescription Drugs	116	\$180.21	\$693,631
Prescription Drugs	106	\$353.53	\$1,360,741
Eyeglasses and Contact Lenses	113	\$109.58	\$421,790
Home			
Mortgage Payment and Basics (11)	89	\$9,503.75	\$36,579,928
Maintenance and Remodeling Services	86	\$2,471.37	\$9,512,285
Maintenance and Remodeling Materials (12)	84	\$519.66	\$2,000,154
Utilities, Fuel, and Public Services	123	\$6,120.15	\$23,556,474
Household Furnishings and Equipment			
Household Textiles (13)	131	\$132.62	\$510,443
Furniture	128	\$819.58	\$3,154,578
Rugs	110	\$34.42	\$132,484
Major Appliances (14)	103	\$389.98	\$1,501,034
Housewares (15)	128	\$112.99	\$434,905
Small Appliances	137	\$71.80	\$276,365
Luggage	136	\$22.73	\$87,488
Telephones and Accessories	124	\$123.78	\$476,434
Household Operations			
Child Care	140	\$745.07	\$2,867,788
Lawn and Garden (16)	91	\$458.40	\$1,764,367
Moving/Storage/Freight Express	150	\$107.00	\$411,861
Housekeeping Supplies (17)	123	\$960.67	\$3,697,630
Insurance			
Owners and Renters Insurance	93	\$579.13	\$2,229,090
Vehicle Insurance	130	\$2,432.32	\$9,361,990
Life/Other Insurance	101	\$607.89	\$2,339,759
Health Insurance	114	\$4,720.45	\$18,169,031
Personal Care Products (18)	132	\$656.77	\$2,527,895
School Books and Supplies (19)	135	\$176.73	\$680,220
Smoking Products	146	\$559.80	\$2,154,654
Transportation			
Payments on Vehicles excluding Leases	122	\$3,180.41	\$12,241,404
Gasoline and Motor Oil	127	\$3,068.61	\$11,811,080
Vehicle Maintenance and Repairs	123	\$1,358.07	\$5,227,196
Travel			
Airline Fares	124	\$778.28	\$2,995,602
Lodging on Trips	111	\$789.66	\$3,039,395
Auto/Truck Rental on Trips	127	\$69.82	\$268,746
Food and Drink on Trips	120	\$717.36	\$2,761,132

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Metro Renters (3B)	47.2%	Population	42,981	44,876
Laptops and Lattes (3A)	17.1%	Households	21,114	22,266
City Commons (11E)	7.9%	Families	7,072	7,378
Retirement Communities (9E)	7.6%	Median Age	34.7	35.8
Social Security Set (9F)	6.1%	Median Household Income	\$79,729	\$90,635
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		143	\$3,021.72	\$63,800,599
Men's		148	\$599.93	\$12,666,993
Women's		136	\$1,004.45	\$21,207,969
Children's		138	\$428.33	\$9,043,659
Footwear		148	\$741.47	\$15,655,383
Watches & Jewelry		149	\$192.45	\$4,063,353
Apparel Products and Services (1)		151	\$79.77	\$1,684,173
Computer				
Computers and Hardware for Home Use		138	\$231.83	\$4,894,827
Portable Memory		137	\$5.93	\$125,126
Computer Software		161	\$15.48	\$326,837
Computer Accessories		131	\$23.68	\$500,056
Entertainment & Recreation		126	\$4,077.40	\$86,090,233
Fees and Admissions		129	\$957.71	\$20,221,084
Membership Fees for Clubs (2)		135	\$335.77	\$7,089,547
Fees for Participant Sports, excl. Trips		118	\$135.96	\$2,870,697
Tickets to Theatre/Operas/Concerts		135	\$108.68	\$2,294,675
Tickets to Movies		139	\$77.34	\$1,632,924
Tickets to Parks or Museums		126	\$42.85	\$904,641
Admission to Sporting Events, excl. Trips		118	\$76.10	\$1,606,728
Fees for Recreational Lessons		127	\$178.35	\$3,765,777
Dating Services		222	\$2.66	\$56,095
TV/Video/Audio		128	\$1,504.76	\$31,771,466
Cable and Satellite Television Services		123	\$994.19	\$20,991,242
Televisions		136	\$152.17	\$3,212,956
Satellite Dishes		134	\$2.11	\$44,518
VCRs, Video Cameras, and DVD Players		130	\$6.37	\$134,515
Miscellaneous Video Equipment		136	\$21.15	\$446,521
Video Cassettes and DVDs		140	\$10.72	\$226,252
Video Game Hardware/Accessories		155	\$44.93	\$948,681
Video Game Software		163	\$26.11	\$551,202
Rental/Streaming/Downloaded Video		143	\$100.74	\$2,127,038
Installation of Televisions		123	\$0.91	\$19,192
Audio (3)		131	\$140.75	\$2,971,747
Rental and Repair of TV/Radio/Sound Equipment		156	\$4.62	\$97,601
Pets		119	\$864.07	\$18,244,055
Toys/Games/Crafts/Hobbies (4)		135	\$155.75	\$3,288,414
Recreational Vehicles and Fees (5)		98	\$110.11	\$2,324,924
Sports/Recreation/Exercise Equipment (6)		130	\$234.61	\$4,953,534
Photo Equipment and Supplies (7)		150	\$68.95	\$1,455,715
Reading (8)		131	\$134.73	\$2,844,736
Catered Affairs (9)		161	\$47.46	\$1,002,007
Food		137	\$12,673.67	\$267,591,785
Food at Home		134	\$7,297.20	\$154,073,072
Bakery and Cereal Products		133	\$927.41	\$19,581,291
Meats, Poultry, Fish, and Eggs		134	\$1,580.60	\$33,372,855
Dairy Products		133	\$728.37	\$15,378,831
Fruits and Vegetables		136	\$1,438.16	\$30,365,409
Snacks and Other Food at Home (10)		133	\$2,622.65	\$55,374,686
Food Away from Home		142	\$5,376.47	\$113,518,713
Alcoholic Beverages		143	\$896.30	\$18,924,401

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	111	\$30,398.13	\$641,826,159
Value of Retirement Plans	101	\$101,173.71	\$2,136,181,713
Value of Other Financial Assets	114	\$9,776.08	\$206,412,236
Vehicle Loan Amount excluding Interest	129	\$3,679.02	\$77,678,867
Value of Credit Card Debt	127	\$3,511.80	\$74,148,049
Health			
Nonprescription Drugs	119	\$184.80	\$3,901,809
Prescription Drugs	108	\$361.31	\$7,628,800
Eyeglasses and Contact Lenses	119	\$114.84	\$2,424,669
Home			
Mortgage Payment and Basics (11)	98	\$10,425.01	\$220,113,696
Maintenance and Remodeling Services	96	\$2,753.97	\$58,147,425
Maintenance and Remodeling Materials (12)	90	\$558.55	\$11,793,223
Utilities, Fuel, and Public Services	125	\$6,206.01	\$131,033,650
Household Furnishings and Equipment			
Household Textiles (13)	136	\$137.47	\$2,902,491
Furniture	132	\$841.74	\$17,772,453
Rugs	117	\$36.74	\$775,828
Major Appliances (14)	107	\$405.38	\$8,559,186
Housewares (15)	134	\$118.27	\$2,497,204
Small Appliances	139	\$73.00	\$1,541,246
Luggage	142	\$23.69	\$500,195
Telephones and Accessories	134	\$134.49	\$2,839,577
Household Operations			
Child Care	146	\$772.26	\$16,305,553
Lawn and Garden (16)	97	\$487.78	\$10,298,924
Moving/Storage/Freight Express	153	\$108.71	\$2,295,347
Housekeeping Supplies (17)	127	\$992.61	\$20,957,983
Insurance			
Owners and Renters Insurance	96	\$602.53	\$12,721,771
Vehicle Insurance	131	\$2,444.42	\$51,611,422
Life/Other Insurance	107	\$645.50	\$13,629,071
Health Insurance	119	\$4,900.19	\$103,462,681
Personal Care Products (18)	136	\$676.52	\$14,284,017
School Books and Supplies (19)	137	\$178.90	\$3,777,222
Smoking Products	141	\$542.77	\$11,460,067
Transportation			
Payments on Vehicles excluding Leases	121	\$3,145.46	\$66,413,147
Gasoline and Motor Oil	128	\$3,074.55	\$64,916,103
Vehicle Maintenance and Repairs	124	\$1,376.01	\$29,053,174
Travel			
Airline Fares	133	\$838.04	\$17,694,379
Lodging on Trips	118	\$838.84	\$17,711,245
Auto/Truck Rental on Trips	135	\$74.18	\$1,566,289
Food and Drink on Trips	127	\$755.68	\$15,955,391

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

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Metro Renters (3B)	46.1%	Population	95,906	99,203
Laptops and Lattes (3A)	12.5%	Households	44,817	46,695
City Commons (11E)	9.3%	Families	15,405	15,879
Emerald City (8B)	6.9%	Median Age	33.9	34.8
Social Security Set (9F)	4.1%	Median Household Income	\$72,161	\$80,706
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		128	\$2,721.19	\$121,955,414
Men's		133	\$538.69	\$24,142,404
Women's		123	\$906.25	\$40,615,279
Children's		126	\$390.49	\$17,500,546
Footwear		133	\$668.49	\$29,959,541
Watches & Jewelry		132	\$170.03	\$7,620,421
Apparel Products and Services (1)		132	\$69.58	\$3,118,412
Computer				
Computers and Hardware for Home Use		125	\$209.27	\$9,378,910
Portable Memory		122	\$5.31	\$238,172
Computer Software		144	\$13.88	\$622,011
Computer Accessories		121	\$21.72	\$973,407
Entertainment & Recreation		114	\$3,685.56	\$165,175,907
Fees and Admissions		115	\$853.19	\$38,237,341
Membership Fees for Clubs (2)		120	\$298.94	\$13,397,763
Fees for Participant Sports, excl. Trips		106	\$122.31	\$5,481,551
Tickets to Theatre/Operas/Concerts		119	\$96.04	\$4,304,439
Tickets to Movies		127	\$70.29	\$3,150,077
Tickets to Parks or Museums		114	\$38.73	\$1,735,597
Admission to Sporting Events, excl. Trips		106	\$68.35	\$3,063,265
Fees for Recreational Lessons		111	\$156.27	\$7,003,637
Dating Services		188	\$2.25	\$101,011
TV/Video/Audio		117	\$1,371.28	\$61,456,575
Cable and Satellite Television Services		112	\$901.14	\$40,386,578
Televisions		125	\$140.36	\$6,290,531
Satellite Dishes		126	\$1.98	\$88,533
VCRs, Video Cameras, and DVD Players		120	\$5.88	\$263,737
Miscellaneous Video Equipment		122	\$18.94	\$848,958
Video Cassettes and DVDs		130	\$9.94	\$445,353
Video Game Hardware/Accessories		144	\$41.65	\$1,866,710
Video Game Software		152	\$24.30	\$1,088,980
Rental/Streaming/Downloaded Video		133	\$93.54	\$4,192,058
Installation of Televisions		107	\$0.79	\$35,277
Audio (3)		120	\$128.52	\$5,759,915
Rental and Repair of TV/Radio/Sound Equipment		143	\$4.24	\$189,947
Pets		108	\$783.67	\$35,121,776
Toys/Games/Crafts/Hobbies (4)		124	\$143.04	\$6,410,614
Recreational Vehicles and Fees (5)		88	\$98.89	\$4,432,177
Sports/Recreation/Exercise Equipment (6)		117	\$211.71	\$9,488,007
Photo Equipment and Supplies (7)		136	\$62.27	\$2,790,788
Reading (8)		117	\$120.41	\$5,396,281
Catered Affairs (9)		142	\$41.74	\$1,870,537
Food		124	\$11,427.70	\$512,155,195
Food at Home		121	\$6,583.32	\$295,044,462
Bakery and Cereal Products		119	\$835.19	\$37,430,633
Meats, Poultry, Fish, and Eggs		121	\$1,425.43	\$63,883,697
Dairy Products		119	\$653.99	\$29,309,824
Fruits and Vegetables		122	\$1,290.32	\$57,828,123
Snacks and Other Food at Home (10)		121	\$2,378.39	\$106,592,185
Food Away from Home		128	\$4,844.38	\$217,110,732
Alcoholic Beverages		127	\$797.76	\$35,753,404

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$27,035.18	\$1,211,635,795
Value of Retirement Plans	90	\$90,513.49	\$4,056,543,013
Value of Other Financial Assets	101	\$8,686.86	\$389,319,185
Vehicle Loan Amount excluding Interest	120	\$3,442.03	\$154,261,323
Value of Credit Card Debt	115	\$3,185.77	\$142,776,854
Health			
Nonprescription Drugs	109	\$168.86	\$7,567,660
Prescription Drugs	100	\$332.87	\$14,918,422
Eyeglasses and Contact Lenses	107	\$104.01	\$4,661,413
Home			
Mortgage Payment and Basics (11)	88	\$9,367.86	\$419,839,358
Maintenance and Remodeling Services	86	\$2,464.73	\$110,461,926
Maintenance and Remodeling Materials (12)	83	\$509.27	\$22,823,968
Utilities, Fuel, and Public Services	114	\$5,685.97	\$254,827,971
Household Furnishings and Equipment			
Household Textiles (13)	123	\$124.24	\$5,568,237
Furniture	120	\$764.60	\$34,267,168
Rugs	105	\$33.05	\$1,481,404
Major Appliances (14)	98	\$371.49	\$16,649,280
Housewares (15)	121	\$106.39	\$4,768,002
Small Appliances	126	\$66.45	\$2,978,133
Luggage	128	\$21.35	\$956,650
Telephones and Accessories	119	\$119.14	\$5,339,467
Household Operations			
Child Care	131	\$692.64	\$31,042,159
Lawn and Garden (16)	88	\$443.28	\$19,866,404
Moving/Storage/Freight Express	139	\$98.84	\$4,429,680
Housekeeping Supplies (17)	115	\$898.43	\$40,264,913
Insurance			
Owners and Renters Insurance	89	\$554.86	\$24,867,376
Vehicle Insurance	121	\$2,246.92	\$100,700,162
Life/Other Insurance	97	\$583.93	\$26,170,150
Health Insurance	108	\$4,446.11	\$199,261,125
Personal Care Products (18)	123	\$612.32	\$27,442,377
School Books and Supplies (19)	126	\$163.89	\$7,345,205
Smoking Products	131	\$503.97	\$22,586,494
Transportation			
Payments on Vehicles excluding Leases	112	\$2,920.66	\$130,895,147
Gasoline and Motor Oil	118	\$2,830.44	\$126,851,712
Vehicle Maintenance and Repairs	114	\$1,264.30	\$56,662,021
Travel			
Airline Fares	118	\$744.62	\$33,371,492
Lodging on Trips	106	\$753.97	\$33,790,780
Auto/Truck Rental on Trips	120	\$66.21	\$2,967,271
Food and Drink on Trips	114	\$679.79	\$30,466,177

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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.

306 S High St, Baltimore, Maryland, 21202
Rings: 0.5, 1, 1.5 mile radii

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Latitude: 39.28597
Longitude: -76.60191

Data for all businesses in area	0.5 miles				1 mile				1.5 miles			
Total Businesses:	1,386				4,965				8,231			
Total Employees:	29,177				89,708				161,488			
Total Residential Population:	7,821				42,981				95,906			
Employee/Residential Population Ratio (per 100 Residents)	373				209				168			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	0.4%	116	0.4%	19	0.4%	220	0.2%	41	0.5%	411	0.3%
Construction	30	2.2%	347	1.2%	108	2.2%	1,253	1.4%	186	2.3%	1,966	1.2%
Manufacturing	29	2.1%	482	1.7%	75	1.5%	1,556	1.7%	144	1.7%	3,529	2.2%
Transportation	27	1.9%	377	1.3%	84	1.7%	1,907	2.1%	128	1.6%	2,528	1.6%
Communication	11	0.8%	116	0.4%	38	0.8%	283	0.3%	63	0.8%	464	0.3%
Utility	5	0.4%	617	2.1%	15	0.3%	998	1.1%	19	0.2%	1,150	0.7%
Wholesale Trade	19	1.4%	206	0.7%	66	1.3%	709	0.8%	116	1.4%	1,417	0.9%
Retail Trade Summary	289	20.9%	4,348	14.9%	897	18.1%	9,280	10.3%	1,579	19.2%	17,016	10.5%
Home Improvement	8	0.6%	81	0.3%	16	0.3%	161	0.2%	30	0.4%	539	0.3%
General Merchandise Stores	10	0.7%	50	0.2%	28	0.6%	145	0.2%	57	0.7%	320	0.2%
Food Stores	23	1.7%	252	0.9%	80	1.6%	593	0.7%	175	2.1%	1,273	0.8%
Auto Dealers, Gas Stations, Auto Aftermarket	7	0.5%	41	0.1%	35	0.7%	141	0.2%	60	0.7%	313	0.2%
Apparel & Accessory Stores	24	1.7%	264	0.9%	58	1.2%	512	0.6%	88	1.1%	3,480	2.2%
Furniture & Home Furnishings	12	0.9%	108	0.4%	35	0.7%	393	0.4%	52	0.6%	572	0.4%
Eating & Drinking Places	169	12.2%	3,281	11.2%	487	9.8%	6,430	7.2%	811	9.9%	8,975	5.6%
Miscellaneous Retail	37	2.7%	271	0.9%	157	3.2%	904	1.0%	306	3.7%	1,544	1.0%
Finance, Insurance, Real Estate Summary	184	13.3%	4,597	15.8%	651	13.1%	11,118	12.4%	974	11.8%	14,018	8.7%
Banks, Savings & Lending Institutions	32	2.3%	1,646	5.6%	108	2.2%	3,400	3.8%	155	1.9%	3,849	2.4%
Securities Brokers	45	3.2%	1,811	6.2%	128	2.6%	3,227	3.6%	170	2.1%	3,615	2.2%
Insurance Carriers & Agents	14	1.0%	235	0.8%	64	1.3%	971	1.1%	87	1.1%	1,618	1.0%
Real Estate, Holding, Other Investment Offices	93	6.7%	905	3.1%	351	7.1%	3,519	3.9%	562	6.8%	4,936	3.1%
Services Summary	520	37.5%	13,658	46.8%	2,042	41.1%	45,869	51.1%	3,377	41.0%	97,367	60.3%
Hotels & Lodging	23	1.7%	2,216	7.6%	57	1.1%	4,776	5.3%	78	0.9%	5,446	3.4%
Automotive Services	24	1.7%	304	1.0%	79	1.6%	829	0.9%	118	1.4%	1,067	0.7%
Motion Pictures & Amusements	29	2.1%	375	1.3%	90	1.8%	1,240	1.4%	151	1.8%	1,968	1.2%
Health Services	52	3.8%	1,374	4.7%	281	5.7%	8,134	9.1%	513	6.2%	44,782	27.7%
Legal Services	86	6.2%	1,456	5.0%	389	7.8%	6,841	7.6%	491	6.0%	7,629	4.7%
Education Institutions & Libraries	23	1.7%	1,191	4.1%	87	1.8%	3,902	4.3%	180	2.2%	8,679	5.4%
Other Services	284	20.5%	6,742	23.1%	1,058	21.3%	20,147	22.5%	1,845	22.4%	27,797	17.2%
Government	34	2.5%	3,992	13.7%	156	3.1%	15,443	17.2%	214	2.6%	19,714	12.2%
Unclassified Establishments	233	16.8%	322	1.1%	814	16.4%	1,071	1.2%	1,389	16.9%	1,909	1.2%
Totals	1,386	100.0%	29,177	100.0%	4,965	100.0%	89,708	100.0%	8,231	100.0%	161,488	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.

306 S High St, Baltimore, Maryland, 21202
 Rings: 0.5, 1, 1.5 mile radii

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.1%	10	0.0%	5	0.1%	28	0.0%	12	0.1%	99	0.1%
Mining	0	0.0%	2	0.0%	1	0.0%	9	0.0%	4	0.0%	26	0.0%
Utilities	2	0.1%	602	2.1%	8	0.2%	944	1.1%	10	0.1%	1,041	0.6%
Construction	39	2.8%	455	1.6%	136	2.7%	1,564	1.7%	227	2.8%	2,374	1.5%
Manufacturing	27	1.9%	431	1.5%	67	1.3%	1,031	1.1%	120	1.5%	2,227	1.4%
Wholesale Trade	17	1.2%	194	0.7%	59	1.2%	677	0.8%	104	1.3%	1,375	0.9%
Retail Trade	114	8.2%	992	3.4%	394	7.9%	2,686	3.0%	739	9.0%	7,773	4.8%
Motor Vehicle & Parts Dealers	6	0.4%	20	0.1%	30	0.6%	107	0.1%	50	0.6%	250	0.2%
Furniture & Home Furnishings Stores	9	0.6%	85	0.3%	19	0.4%	224	0.2%	27	0.3%	284	0.2%
Electronics & Appliance Stores	2	0.1%	21	0.1%	13	0.3%	157	0.2%	21	0.3%	276	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	8	0.6%	81	0.3%	16	0.3%	161	0.2%	30	0.4%	539	0.3%
Food & Beverage Stores	20	1.4%	189	0.6%	75	1.5%	471	0.5%	170	2.1%	1,099	0.7%
Health & Personal Care Stores	10	0.7%	96	0.3%	40	0.8%	310	0.3%	81	1.0%	608	0.4%
Gasoline Stations	1	0.1%	21	0.1%	5	0.1%	35	0.0%	10	0.1%	63	0.0%
Clothing & Clothing Accessories Stores	26	1.9%	286	1.0%	75	1.5%	628	0.7%	116	1.4%	3,627	2.2%
Sport Goods, Hobby, Book, & Music Stores	5	0.4%	80	0.3%	16	0.3%	156	0.2%	27	0.3%	197	0.1%
General Merchandise Stores	10	0.7%	50	0.2%	28	0.6%	145	0.2%	57	0.7%	320	0.2%
Miscellaneous Store Retailers	16	1.2%	58	0.2%	68	1.4%	262	0.3%	133	1.6%	465	0.3%
Nonstore Retailers	2	0.1%	4	0.0%	9	0.2%	31	0.0%	16	0.2%	45	0.0%
Transportation & Warehousing	14	1.0%	287	1.0%	53	1.1%	1,698	1.9%	87	1.1%	2,225	1.4%
Information	40	2.9%	507	1.7%	130	2.6%	2,807	3.1%	218	2.6%	4,514	2.8%
Finance & Insurance	98	7.1%	3,734	12.8%	318	6.4%	7,764	8.7%	439	5.3%	9,413	5.8%
Central Bank/Credit Intermediation & Related Activities	31	2.2%	1,624	5.6%	103	2.1%	3,290	3.7%	151	1.8%	3,739	2.3%
Securities, Commodity Contracts & Other Financial	52	3.8%	1,872	6.4%	149	3.0%	3,490	3.9%	199	2.4%	4,043	2.5%
Insurance Carriers & Related Activities; Funds, Trusts &	14	1.0%	238	0.8%	66	1.3%	984	1.1%	89	1.1%	1,631	1.0%
Real Estate, Rental & Leasing	73	5.3%	872	3.0%	289	5.8%	3,071	3.4%	482	5.9%	4,182	2.6%
Professional, Scientific & Tech Services	201	14.5%	4,827	16.5%	809	16.3%	14,935	16.6%	1,161	14.1%	18,391	11.4%
Legal Services	90	6.5%	1,480	5.1%	406	8.2%	6,929	7.7%	514	6.2%	7,766	4.8%
Management of Companies & Enterprises	7	0.5%	67	0.2%	30	0.6%	270	0.3%	45	0.5%	403	0.2%
Administrative & Support & Waste Management & Remediation	57	4.1%	798	2.7%	174	3.5%	3,046	3.4%	255	3.1%	3,745	2.3%
Educational Services	22	1.6%	1,199	4.1%	84	1.7%	3,903	4.4%	177	2.2%	8,472	5.2%
Health Care & Social Assistance	70	5.1%	1,662	5.7%	355	7.2%	9,608	10.7%	646	7.8%	46,785	29.0%
Arts, Entertainment & Recreation	42	3.0%	1,087	3.7%	115	2.3%	2,259	2.5%	187	2.3%	3,497	2.2%
Accommodation & Food Services	193	13.9%	5,506	18.9%	553	11.1%	11,281	12.6%	903	11.0%	14,534	9.0%
Accommodation	23	1.7%	2,216	7.6%	57	1.1%	4,776	5.3%	78	0.9%	5,446	3.4%
Food Services & Drinking Places	170	12.3%	3,291	11.3%	495	10.0%	6,505	7.3%	825	10.0%	9,087	5.6%
Other Services (except Public Administration)	99	7.1%	1,592	5.5%	416	8.4%	5,426	6.0%	813	9.9%	8,597	5.3%
Automotive Repair & Maintenance	13	0.9%	43	0.1%	25	0.5%	102	0.1%	40	0.5%	187	0.1%
Public Administration	35	2.5%	4,033	13.8%	157	3.2%	15,638	17.4%	215	2.6%	19,914	12.3%
Unclassified Establishments	233	16.8%	320	1.1%	813	16.4%	1,064	1.2%	1,388	16.9%	1,902	1.2%
Total	1,386	100.0%	29,177	100.0%	4,965	100.0%	89,708	100.0%	8,231	100.0%	161,488	100.0%

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