

4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201 2
 4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201
 Rings: 0.5, 1, 2 mile radii

Prepared by Esri
 Latitude: 39.28961
 Longitude: -76.62848

	0.5 miles	1 mile	2 miles
Population Summary			
2010 Total Population	10,049	40,874	141,931
2020 Total Population	10,071	40,942	130,603
2020 Group Quarters	566	908	5,425
2023 Total Population	11,430	41,774	130,124
2023 Group Quarters	567	909	5,430
2028 Total Population	11,550	41,484	131,285
2023-2028 Annual Rate	0.21%	-0.14%	0.18%
2023 Total Daytime Population	39,829	118,431	261,671
Workers	34,074	97,769	197,667
Residents	5,755	20,662	64,004
Household Summary			
2010 Households	4,877	19,614	60,170
2010 Average Household Size	1.96	2.01	2.18
2020 Total Households	5,097	22,161	63,353
2020 Average Household Size	1.86	1.81	1.98
2023 Households	5,412	22,213	63,324
2023 Average Household Size	2.01	1.84	1.97
2028 Households	5,575	22,412	65,031
2028 Average Household Size	1.97	1.81	1.94
2023-2028 Annual Rate	0.60%	0.18%	0.53%
2010 Families	1,756	7,136	25,877
2010 Average Family Size	2.97	3.09	3.14
2023 Families	1,825	7,186	24,826
2023 Average Family Size	3.09	2.99	2.97
2028 Families	1,868	7,242	25,473
2028 Average Family Size	3.04	2.94	2.92
2023-2028 Annual Rate	0.47%	0.16%	0.52%
Housing Unit Summary			
2000 Housing Units	4,776	23,509	76,170
Owner Occupied Housing Units	18.4%	18.3%	26.2%
Renter Occupied Housing Units	64.5%	60.3%	53.4%
Vacant Housing Units	17.1%	21.3%	20.4%
2010 Housing Units	5,999	25,435	77,887
Owner Occupied Housing Units	16.0%	16.4%	23.6%
Renter Occupied Housing Units	65.2%	60.7%	53.6%
Vacant Housing Units	18.7%	22.9%	22.7%
2020 Housing Units	6,221	26,869	78,422
Owner Occupied Housing Units	13.6%	14.1%	20.9%
Renter Occupied Housing Units	68.3%	68.4%	59.8%
Vacant Housing Units	18.7%	17.3%	19.2%
2023 Housing Units	6,764	27,381	79,338
Owner Occupied Housing Units	17.1%	17.8%	25.3%
Renter Occupied Housing Units	62.9%	63.3%	54.6%
Vacant Housing Units	20.0%	18.9%	20.2%
2028 Housing Units	6,885	27,555	80,728
Owner Occupied Housing Units	17.7%	18.5%	25.8%
Renter Occupied Housing Units	63.3%	62.9%	54.8%
Vacant Housing Units	19.0%	18.7%	19.4%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	5,412	22,213	63,318
<\$15,000	26.2%	26.8%	23.2%
\$15,000 - \$24,999	11.4%	11.0%	9.7%
\$25,000 - \$34,999	8.0%	7.2%	7.4%
\$35,000 - \$49,999	8.3%	9.0%	9.6%
\$50,000 - \$74,999	15.2%	16.8%	15.7%
\$75,000 - \$99,999	9.1%	9.0%	10.1%
\$100,000 - \$149,999	11.9%	10.1%	10.7%
\$150,000 - \$199,999	4.8%	4.6%	5.7%
\$200,000+	5.0%	5.7%	7.9%
Average Household Income	\$70,377	\$71,473	\$84,140
2028 Households by Income			
Household Income Base	5,575	22,412	65,025
<\$15,000	25.7%	25.9%	22.4%
\$15,000 - \$24,999	10.1%	9.8%	8.7%
\$25,000 - \$34,999	7.2%	6.5%	6.7%
\$35,000 - \$49,999	7.8%	8.6%	9.0%
\$50,000 - \$74,999	14.9%	16.5%	15.2%
\$75,000 - \$99,999	9.0%	8.9%	9.9%
\$100,000 - \$149,999	12.8%	10.8%	11.2%
\$150,000 - \$199,999	5.8%	5.6%	7.0%
\$200,000+	6.7%	7.4%	10.0%
Average Household Income	\$81,543	\$82,486	\$97,102
2023 Owner Occupied Housing Units by Value			
Total	1,144	4,865	20,016
<\$50,000	4.9%	6.8%	11.7%
\$50,000 - \$99,999	2.7%	7.7%	11.2%
\$100,000 - \$149,999	6.4%	5.7%	4.5%
\$150,000 - \$199,999	12.8%	10.4%	6.6%
\$200,000 - \$249,999	20.1%	12.3%	9.0%
\$250,000 - \$299,999	15.0%	10.1%	7.1%
\$300,000 - \$399,999	26.6%	24.5%	24.3%
\$400,000 - \$499,999	3.9%	8.4%	10.2%
\$500,000 - \$749,999	2.2%	9.9%	11.2%
\$750,000 - \$999,999	2.5%	2.9%	2.5%
\$1,000,000 - \$1,499,999	2.8%	1.1%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$305,328	\$317,528	\$313,474
2028 Owner Occupied Housing Units by Value			
Total	1,200	5,069	20,783
<\$50,000	5.1%	7.0%	11.8%
\$50,000 - \$99,999	1.8%	5.4%	8.2%
\$100,000 - \$149,999	3.8%	3.3%	3.4%
\$150,000 - \$199,999	7.0%	6.4%	4.5%
\$200,000 - \$249,999	15.1%	9.0%	6.9%
\$250,000 - \$299,999	13.6%	9.1%	6.4%
\$300,000 - \$399,999	37.1%	30.2%	26.1%
\$400,000 - \$499,999	5.9%	10.0%	12.1%
\$500,000 - \$749,999	3.8%	14.2%	15.3%
\$750,000 - \$999,999	2.8%	3.6%	3.2%
\$1,000,000 - \$1,499,999	3.9%	1.7%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$346,643	\$362,867	\$351,843

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.

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Median Household Income			
2023	\$41,755	\$42,513	\$50,195
2028	\$48,096	\$48,093	\$53,931
Median Home Value			
2023	\$260,610	\$285,213	\$298,855
2028	\$309,775	\$332,822	\$334,014
Per Capita Income			
2023	\$32,684	\$38,132	\$41,111
2028	\$38,573	\$44,696	\$48,257
Median Age			
2010	29.4	32.2	32.9
2020	30.8	33.5	33.8
2023	31.6	33.8	34.8
2028	32.5	34.6	36.1
2020 Population by Age			
Total	10,071	40,942	130,603
0 - 4	4.9%	4.6%	4.7%
5 - 9	4.8%	4.5%	4.6%
10 - 14	5.1%	4.1%	4.5%
15 - 24	16.5%	12.9%	13.6%
25 - 34	28.4%	27.7%	25.2%
35 - 44	13.3%	13.6%	13.5%
45 - 54	8.8%	9.6%	10.1%
55 - 64	10.1%	11.6%	12.0%
65 - 74	5.4%	7.5%	7.7%
75 - 84	2.1%	3.0%	3.1%
85 +	0.7%	0.9%	1.1%
18 +	82.6%	84.4%	83.5%
2023 Population by Age			
Total	11,428	41,775	130,123
0 - 4	5.1%	4.9%	5.2%
5 - 9	4.8%	4.4%	4.9%
10 - 14	4.5%	3.9%	4.6%
15 - 24	18.2%	15.2%	13.5%
25 - 34	25.4%	24.1%	22.3%
35 - 44	12.9%	12.0%	13.2%
45 - 54	9.1%	9.3%	10.4%
55 - 64	9.6%	10.7%	11.4%
65 - 74	6.7%	9.3%	9.0%
75 - 84	2.9%	4.7%	4.2%
85 +	0.9%	1.5%	1.4%
18 +	82.6%	84.2%	82.8%
2028 Population by Age			
Total	11,548	41,483	131,283
0 - 4	5.2%	5.1%	5.3%
5 - 9	4.6%	4.2%	4.6%
10 - 14	4.2%	3.8%	4.4%
15 - 24	18.8%	15.3%	13.8%
25 - 34	22.4%	22.4%	20.1%
35 - 44	14.7%	13.1%	14.5%
45 - 54	9.4%	9.2%	10.5%
55 - 64	8.9%	9.8%	10.4%
65 - 74	7.1%	9.8%	9.5%
75 - 84	3.6%	5.7%	5.3%
85 +	1.1%	1.7%	1.6%
18 +	83.1%	84.5%	83.1%
2020 Population by Sex			

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Males	4,641	19,500	63,398
Females	5,430	21,442	67,205
2023 Population by Sex			
Males	5,477	19,945	63,398
Females	5,953	21,829	66,726
2028 Population by Sex			
Males	5,532	19,715	63,812
Females	6,018	21,769	67,473
2010 Population by Race/Ethnicity			
Total	10,049	40,875	141,931
White Alone	28.8%	28.6%	27.4%
Black Alone	61.2%	62.4%	66.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	6.6%	5.0%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.2%	1.1%
Two or More Races	2.3%	2.4%	2.0%
Hispanic Origin	2.8%	3.2%	3.0%
Diversity Index	56.3	55.5	51.7
2020 Population by Race/Ethnicity			
Total	10,071	40,942	130,603
White Alone	24.4%	27.6%	29.4%
Black Alone	59.3%	56.8%	57.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	7.6%	6.5%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.7%	2.6%	2.4%
Two or More Races	5.6%	6.1%	5.5%
Hispanic Origin	5.2%	5.6%	5.1%
Diversity Index	62.0	63.5	61.7
2023 Population by Race/Ethnicity			
Total	11,431	41,775	130,124
White Alone	22.4%	25.6%	28.0%
Black Alone	61.0%	58.5%	58.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	7.8%	6.6%	4.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.8%	2.7%	2.6%
Two or More Races	5.6%	6.2%	5.7%
Hispanic Origin	5.6%	5.9%	5.5%
Diversity Index	61.3	62.9	61.7
2028 Population by Race/Ethnicity			
Total	11,551	41,484	131,284
White Alone	20.6%	23.5%	26.5%
Black Alone	61.5%	59.2%	58.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.4%	7.1%	5.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.1%	3.1%	3.0%
Two or More Races	6.1%	6.7%	6.2%
Hispanic Origin	6.3%	6.7%	6.3%
Diversity Index	61.9	63.6	62.8

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 by Relationship and Household Type			
Total	10,071	40,942	130,603
In Households	94.4%	97.8%	95.8%
Householder	49.4%	54.2%	48.5%
Opposite-Sex Spouse	5.4%	6.5%	7.2%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	3.7%	4.1%	4.0%
Same-Sex Unmarried Partner	0.4%	0.5%	0.5%
Biological Child	19.5%	17.8%	19.5%
Adopted Child	0.2%	0.2%	0.3%
Stepchild	0.4%	0.4%	0.5%
Grandchild	2.4%	2.4%	2.9%
Brother or Sister	1.7%	1.7%	1.8%
Parent	0.8%	1.0%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.5%	1.6%	1.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	8.1%	6.6%	7.3%
In Group Quarters	5.6%	2.2%	4.2%
Institutionalized	0.6%	0.3%	2.2%
Noninstitutionalized	5.0%	1.9%	2.0%
2023 Population 25+ by Educational Attainment			
Total	7,713	29,908	93,515
Less than 9th Grade	3.8%	3.5%	3.3%
9th - 12th Grade, No Diploma	9.6%	10.2%	10.4%
High School Graduate	19.3%	18.4%	21.0%
GED/Alternative Credential	4.5%	4.8%	5.8%
Some College, No Degree	16.7%	15.8%	15.3%
Associate Degree	4.5%	4.4%	4.4%
Bachelor's Degree	22.0%	21.3%	20.3%
Graduate/Professional Degree	19.6%	21.5%	19.7%
2023 Population 15+ by Marital Status			
Total	9,794	36,240	111,102
Never Married	71.8%	64.5%	60.3%
Married	16.3%	20.1%	24.9%
Widowed	3.3%	5.0%	4.7%
Divorced	8.7%	10.5%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,165	22,694	68,554
Population 16+ Employed	93.8%	94.5%	94.3%
Population 16+ Unemployment rate	6.1%	5.5%	5.7%
Population 16-24 Employed	16.1%	15.6%	13.2%
Population 16-24 Unemployment rate	7.1%	9.0%	12.9%
Population 25-54 Employed	70.5%	68.9%	68.7%
Population 25-54 Unemployment rate	6.6%	4.4%	3.8%
Population 55-64 Employed	10.2%	10.5%	12.2%
Population 55-64 Unemployment rate	2.3%	6.6%	6.1%
Population 65+ Employed	3.2%	5.0%	5.9%
Population 65+ Unemployment rate	4.1%	7.7%	8.7%

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2023 Employed Population 16+ by Industry			
Total	5,785	21,444	64,669
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	3.8%	4.1%	4.0%
Manufacturing	2.4%	4.5%	4.8%
Wholesale Trade	0.7%	1.3%	1.2%
Retail Trade	8.5%	6.9%	7.0%
Transportation/Utilities	9.2%	7.6%	6.7%
Information	1.1%	2.3%	2.2%
Finance/Insurance/Real Estate	4.4%	6.4%	5.8%
Services	64.4%	61.5%	61.2%
Public Administration	5.4%	5.3%	7.0%
2023 Employed Population 16+ by Occupation			
Total	5,785	21,442	64,669
White Collar	75.6%	73.9%	71.5%
Management/Business/Financial	17.2%	17.7%	20.9%
Professional	41.3%	40.4%	35.9%
Sales	5.0%	5.0%	5.4%
Administrative Support	12.0%	10.8%	9.3%
Services	12.5%	13.6%	15.5%
Blue Collar	11.8%	12.4%	13.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.9%	1.5%	1.8%
Installation/Maintenance/Repair	1.4%	1.4%	1.2%
Production	1.5%	2.1%	2.5%
Transportation/Material Moving	7.0%	7.3%	7.4%
2020 Households by Type			
Total	5,097	22,161	63,353
Married Couple Households	11.8%	12.6%	15.6%
With Own Children <18	3.1%	3.3%	4.4%
Without Own Children <18	8.6%	9.3%	11.2%
Cohabiting Couple Households	8.2%	8.6%	9.2%
With Own Children <18	1.8%	1.6%	1.7%
Without Own Children <18	6.4%	7.1%	7.5%
Male Householder, No Spouse/Partner	33.2%	34.2%	31.4%
Living Alone	25.4%	27.3%	23.6%
65 Years and over	3.7%	5.4%	5.0%
With Own Children <18	1.3%	1.1%	1.3%
Without Own Children <18, With Relatives	2.4%	2.3%	2.8%
No Relatives Present	4.1%	3.5%	3.8%
Female Householder, No Spouse/Partner	46.8%	44.5%	43.8%
Living Alone	25.4%	27.4%	24.0%
65 Years and over	4.9%	6.7%	6.3%
With Own Children <18	9.8%	7.4%	7.8%
Without Own Children <18, With Relatives	7.7%	6.7%	8.4%
No Relatives Present	3.9%	3.0%	3.5%
2020 Households by Size			
Total	5,097	22,161	63,353
1 Person Household	50.8%	54.8%	47.6%
2 Person Household	26.6%	25.8%	28.2%
3 Person Household	11.9%	9.6%	11.7%
4 Person Household	5.7%	4.9%	6.5%
5 Person Household	2.9%	2.7%	3.2%
6 Person Household	1.4%	1.2%	1.6%
7 + Person Household	0.7%	1.0%	1.2%

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2020 Households by Tenure and Mortgage Status			
Total	5,097	22,161	63,353
Owner Occupied	16.6%	17.1%	25.9%
Owned with a Mortgage/Loan	13.4%	12.7%	18.7%
Owned Free and Clear	3.2%	4.3%	7.2%
Renter Occupied	83.4%	82.9%	74.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	57	63
Percent of Income for Mortgage	37.5%	40.3%	35.8%
Wealth Index	38	41	54
2020 Housing Units By Urban/ Rural Status			
Total	6,221	26,869	78,422
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	10,071	40,942	130,603
Urban Population	100.0%	100.0%	100.0%
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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Market Profile

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	City Commons (11E)	City Commons (11E)
3.	College Towns (14B)	Social Security Set (9F)	Modest Income Homes (12D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$8,737,477	\$36,158,309	\$120,886,126
Average Spent	\$1,614.46	\$1,627.80	\$1,909.01
Spending Potential Index	73	74	87
Education: Total \$	\$6,594,660	\$27,619,502	\$91,403,968
Average Spent	\$1,218.53	\$1,243.39	\$1,443.43
Spending Potential Index	68	69	80
Entertainment/Recreation: Total \$	\$13,002,775	\$54,264,600	\$182,108,317
Average Spent	\$2,402.58	\$2,442.92	\$2,875.82
Spending Potential Index	64	65	76
Food at Home: Total \$	\$25,651,727	\$106,721,475	\$358,300,638
Average Spent	\$4,739.79	\$4,804.46	\$5,658.21
Spending Potential Index	70	71	83
Food Away from Home: Total \$	\$14,424,411	\$59,657,719	\$197,835,866
Average Spent	\$2,665.26	\$2,685.71	\$3,124.18
Spending Potential Index	72	72	84
Health Care: Total \$	\$24,582,147	\$103,457,192	\$351,422,133
Average Spent	\$4,542.16	\$4,657.51	\$5,549.59
Spending Potential Index	62	63	75
HH Furnishings & Equipment: Total \$	\$10,584,385	\$43,992,882	\$147,548,827
Average Spent	\$1,955.73	\$1,980.50	\$2,330.06
Spending Potential Index	66	67	79
Personal Care Products & Services: Total \$	\$3,609,049	\$15,051,058	\$49,967,552
Average Spent	\$666.86	\$677.58	\$789.08
Spending Potential Index	70	71	83
Shelter: Total \$	\$93,486,233	\$389,647,472	\$1,296,865,627
Average Spent	\$17,273.88	\$17,541.42	\$20,479.84
Spending Potential Index	70	71	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,508,807	\$40,287,752	\$136,226,722
Average Spent	\$1,756.99	\$1,813.70	\$2,151.27
Spending Potential Index	56	58	69
Travel: Total \$	\$7,697,835	\$32,027,508	\$106,992,574
Average Spent	\$1,422.36	\$1,441.84	\$1,689.61
Spending Potential Index	63	64	75
Vehicle Maintenance & Repairs: Total \$	\$4,813,148	\$19,940,544	\$66,221,018
Average Spent	\$889.35	\$897.70	\$1,045.75
Spending Potential Index	68	69	80

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Retail Goods and Services Expenditures

4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201 2
 4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201
 Ring: 0.5 mile radius

Prepared by Esri
 Latitude: 39.28961
 Longitude: -76.62848

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	30.6%	Population	11,430	11,550
City Commons (11E)	28.2%	Households	5,412	5,575
College Towns (14B)	8.9%	Families	1,825	1,868
Metro Fusion (11C)	8.1%	Median Age	31.6	32.5
Emerald City (8B)	6.8%	Median Household Income	\$41,755	\$48,096
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		73	\$1,614.46	\$8,737,477
Men's		73	\$297.31	\$1,609,037
Women's		72	\$540.45	\$2,924,893
Children's		74	\$244.72	\$1,324,418
Footwear		77	\$381.33	\$2,063,743
Watches & Jewelry		70	\$117.83	\$637,695
Apparel Products and Services (1)		74	\$32.83	\$177,691
Computer				
Computers and Hardware for Home Use		75	\$191.65	\$1,037,206
Portable Memory		70	\$3.23	\$17,464
Computer Software		82	\$11.85	\$64,156
Computer Accessories		71	\$17.80	\$96,349
Entertainment & Recreation		64	\$2,402.58	\$13,002,775
Fees and Admissions		60	\$427.26	\$2,312,345
Membership Fees for Clubs (2)		61	\$169.99	\$919,960
Fees for Participant Sports, excl. Trips		56	\$67.17	\$363,542
Tickets to Theatre/Operas/Concerts		62	\$33.96	\$183,812
Tickets to Movies		73	\$20.02	\$108,337
Tickets to Parks or Museums		65	\$18.20	\$98,490
Admission to Sporting Events, excl. Trips		63	\$36.76	\$198,965
Fees for Recreational Lessons		55	\$80.11	\$433,580
Dating Services		98	\$1.05	\$5,658
TV/Video/Audio		69	\$930.99	\$5,038,494
Cable and Satellite Television Services		65	\$556.38	\$3,011,115
Televisions		74	\$108.26	\$585,919
Satellite Dishes		73	\$1.24	\$6,699
VCRs, Video Cameras, and DVD Players		74	\$3.58	\$19,402
Miscellaneous Video Equipment		79	\$9.99	\$54,085
Video Cassettes and DVDs		77	\$5.02	\$27,174
Video Game Hardware/Accessories		89	\$35.87	\$194,117
Video Game Software		91	\$17.71	\$95,871
Rental/Streaming/Downloaded Video		77	\$94.54	\$511,674
Installation of Televisions		61	\$0.98	\$5,316
Audio (3)		70	\$94.75	\$512,780
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.65	\$14,343
Pets		59	\$544.83	\$2,948,636
Toys/Games/Crafts/Hobbies (4)		71	\$112.46	\$608,621
Recreational Vehicles and Fees (5)		48	\$72.11	\$390,254
Sports/Recreation/Exercise Equipment (6)		63	\$177.17	\$958,855
Photo Equipment and Supplies (7)		70	\$32.53	\$176,031
Reading (8)		66	\$83.52	\$452,019
Catered Affairs (9)		71	\$21.71	\$117,519
Food		70	\$7,405.05	\$40,076,138
Food at Home		70	\$4,739.79	\$25,651,727
Bakery and Cereal Products		69	\$610.66	\$3,304,866
Meats, Poultry, Fish, and Eggs		70	\$1,031.72	\$5,583,683
Dairy Products		68	\$447.00	\$2,419,160
Fruits and Vegetables		70	\$935.22	\$5,061,400
Snacks and Other Food at Home (10)		70	\$1,715.19	\$9,282,619
Food Away from Home		72	\$2,665.26	\$14,424,411
Alcoholic Beverages		68	\$459.36	\$2,486,083

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	52	\$20,322.47	\$109,985,209
Value of Retirement Plans	49	\$69,197.90	\$374,499,048
Value of Other Financial Assets	54	\$4,596.68	\$24,877,223
Vehicle Loan Amount excluding Interest	69	\$2,496.28	\$13,509,869
Value of Credit Card Debt	66	\$2,091.34	\$11,318,329
Health			
Nonprescription Drugs	64	\$109.75	\$593,984
Prescription Drugs	62	\$227.00	\$1,228,512
Eyeglasses and Contact Lenses	63	\$70.44	\$381,237
Home			
Mortgage Payment and Basics (11)	48	\$6,239.10	\$33,766,034
Maintenance and Remodeling Services	46	\$1,743.30	\$9,434,765
Maintenance and Remodeling Materials (12)	45	\$353.47	\$1,912,962
Utilities, Fuel, and Public Services	67	\$3,892.85	\$21,068,117
Household Furnishings and Equipment			
Household Textiles (13)	71	\$86.91	\$470,355
Furniture	69	\$572.42	\$3,097,935
Rugs	60	\$25.02	\$135,383
Major Appliances (14)	58	\$308.56	\$1,669,937
Housewares (15)	67	\$72.55	\$392,626
Small Appliances	76	\$55.20	\$298,730
Luggage	72	\$10.27	\$55,597
Telephones and Accessories	68	\$73.08	\$395,511
Household Operations			
Child Care	67	\$344.94	\$1,866,800
Lawn and Garden (16)	50	\$333.15	\$1,803,027
Moving/Storage/Freight Express	76	\$68.01	\$368,087
Housekeeping Supplies (17)	67	\$622.28	\$3,367,781
Insurance			
Owners and Renters Insurance	53	\$410.28	\$2,220,451
Vehicle Insurance	71	\$1,530.73	\$8,284,308
Life/Other Insurance	55	\$381.65	\$2,065,468
Health Insurance	62	\$3,055.60	\$16,536,901
Personal Care Products (18)	71	\$390.02	\$2,110,775
School Books and Supplies (19)	74	\$98.47	\$532,915
Smoking Products	82	\$355.74	\$1,925,263
Transportation			
Payments on Vehicles excluding Leases	67	\$2,020.46	\$10,934,713
Gasoline and Motor Oil	69	\$1,750.77	\$9,475,182
Vehicle Maintenance and Repairs	68	\$889.35	\$4,813,148
Travel			
Airline Fares	65	\$303.52	\$1,642,624
Lodging on Trips	60	\$435.79	\$2,358,476
Auto/Truck Rental on Trips	69	\$54.60	\$295,471
Food and Drink on Trips	65	\$363.62	\$1,967,897

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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4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201 2
 4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.28961
 Longitude: -76.62848

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	31.6%	Population	41,774	41,484
City Commons (11E)	20.8%	Households	22,213	22,412
Social Security Set (9F)	8.3%	Families	7,186	7,242
Retirement Communities (9E)	7.6%	Median Age	33.8	34.6
College Towns (14B)	7.1%	Median Household Income	\$42,513	\$48,093
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,627.80	\$36,158,309
Men's		73	\$300.62	\$6,677,658
Women's		73	\$546.50	\$12,139,385
Children's		73	\$243.64	\$5,411,923
Footwear		77	\$383.79	\$8,525,219
Watches & Jewelry		71	\$119.73	\$2,659,504
Apparel Products and Services (1)		75	\$33.52	\$744,620
Computer				
Computers and Hardware for Home Use		75	\$192.61	\$4,278,355
Portable Memory		71	\$3.26	\$72,338
Computer Software		82	\$11.91	\$264,498
Computer Accessories		72	\$17.99	\$399,713
Entertainment & Recreation		65	\$2,442.92	\$54,264,600
Fees and Admissions		61	\$436.51	\$9,696,199
Membership Fees for Clubs (2)		63	\$174.11	\$3,867,406
Fees for Participant Sports, excl. Trips		58	\$69.28	\$1,538,971
Tickets to Theatre/Operas/Concerts		64	\$34.89	\$775,063
Tickets to Movies		73	\$20.09	\$446,229
Tickets to Parks or Museums		65	\$18.20	\$404,216
Admission to Sporting Events, excl. Trips		64	\$37.27	\$827,840
Fees for Recreational Lessons		56	\$81.62	\$1,813,017
Dating Services		99	\$1.06	\$23,457
TV/Video/Audio		70	\$944.59	\$20,982,184
Cable and Satellite Television Services		66	\$570.28	\$12,667,645
Televisions		74	\$108.28	\$2,405,206
Satellite Dishes		73	\$1.24	\$27,464
VCRs, Video Cameras, and DVD Players		74	\$3.56	\$78,992
Miscellaneous Video Equipment		80	\$10.12	\$224,764
Video Cassettes and DVDs		77	\$5.04	\$112,014
Video Game Hardware/Accessories		88	\$35.47	\$787,929
Video Game Software		91	\$17.57	\$390,229
Rental/Streaming/Downloaded Video		76	\$94.14	\$2,091,082
Installation of Televisions		63	\$1.01	\$22,408
Audio (3)		71	\$95.30	\$2,116,921
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.59	\$57,532
Pets		60	\$556.46	\$12,360,622
Toys/Games/Crafts/Hobbies (4)		71	\$112.84	\$2,506,607
Recreational Vehicles and Fees (5)		49	\$73.88	\$1,641,108
Sports/Recreation/Exercise Equipment (6)		63	\$178.03	\$3,954,530
Photo Equipment and Supplies (7)		70	\$32.95	\$731,820
Reading (8)		68	\$85.69	\$1,903,389
Catered Affairs (9)		72	\$21.98	\$488,140
Food		71	\$7,490.17	\$166,379,194
Food at Home		71	\$4,804.46	\$106,721,475
Bakery and Cereal Products		70	\$620.07	\$13,773,691
Meats, Poultry, Fish, and Eggs		71	\$1,044.38	\$23,198,924
Dairy Products		69	\$454.89	\$10,104,452
Fruits and Vegetables		71	\$950.26	\$21,108,235
Snacks and Other Food at Home (10)		71	\$1,734.85	\$38,536,172
Food Away from Home		72	\$2,685.71	\$59,657,719
Alcoholic Beverages		69	\$467.96	\$10,394,791

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	55	\$21,550.33	\$478,697,421
Value of Retirement Plans	51	\$72,319.68	\$1,606,437,112
Value of Other Financial Assets	56	\$4,792.57	\$106,457,265
Vehicle Loan Amount excluding Interest	68	\$2,486.91	\$55,241,688
Value of Credit Card Debt	67	\$2,125.27	\$47,208,538
Health			
Nonprescription Drugs	66	\$111.97	\$2,487,182
Prescription Drugs	63	\$233.19	\$5,179,872
Eyeglasses and Contact Lenses	65	\$71.92	\$1,597,502
Home			
Mortgage Payment and Basics (11)	50	\$6,449.15	\$143,254,913
Maintenance and Remodeling Services	48	\$1,811.47	\$40,238,278
Maintenance and Remodeling Materials (12)	46	\$362.02	\$8,041,635
Utilities, Fuel, and Public Services	68	\$3,936.27	\$87,436,439
Household Furnishings and Equipment			
Household Textiles (13)	72	\$87.86	\$1,951,621
Furniture	70	\$574.99	\$12,772,154
Rugs	62	\$25.62	\$569,009
Major Appliances (14)	59	\$313.05	\$6,953,720
Housewares (15)	69	\$73.72	\$1,637,533
Small Appliances	76	\$55.51	\$1,233,120
Luggage	72	\$10.34	\$229,719
Telephones and Accessories	69	\$74.25	\$1,649,267
Household Operations			
Child Care	67	\$345.66	\$7,678,183
Lawn and Garden (16)	51	\$345.13	\$7,666,331
Moving/Storage/Freight Express	76	\$68.44	\$1,520,295
Housekeeping Supplies (17)	68	\$632.78	\$14,055,838
Insurance			
Owners and Renters Insurance	54	\$421.52	\$9,363,133
Vehicle Insurance	71	\$1,539.70	\$34,201,315
Life/Other Insurance	57	\$392.23	\$8,712,585
Health Insurance	63	\$3,132.05	\$69,572,284
Personal Care Products (18)	71	\$394.78	\$8,769,338
School Books and Supplies (19)	73	\$98.40	\$2,185,803
Smoking Products	82	\$354.65	\$7,877,775
Transportation			
Payments on Vehicles excluding Leases	67	\$2,022.78	\$44,931,920
Gasoline and Motor Oil	69	\$1,753.54	\$38,951,472
Vehicle Maintenance and Repairs	69	\$897.70	\$19,940,544
Travel			
Airline Fares	66	\$308.26	\$6,847,306
Lodging on Trips	61	\$442.52	\$9,829,590
Auto/Truck Rental on Trips	70	\$55.26	\$1,227,499
Food and Drink on Trips	66	\$368.19	\$8,178,715

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201 2
 4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.28961
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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	27.3%	Population	130,124	131,285
City Commons (11E)	17.4%	Households	63,324	65,031
Modest Income Homes (12D)	14.2%	Families	24,826	25,473
Social Security Set (9F)	9.6%	Median Age	34.8	36.1
Laptops and Lattes (3A)	5.5%	Median Household Income	\$50,195	\$53,931
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$1,909.01	\$120,886,126
Men's		85	\$349.24	\$22,115,231
Women's		86	\$641.91	\$40,648,576
Children's		86	\$283.98	\$17,982,726
Footwear		90	\$449.76	\$28,480,864
Watches & Jewelry		85	\$144.14	\$9,127,740
Apparel Products and Services (1)		90	\$39.97	\$2,530,989
Computer				
Computers and Hardware for Home Use		86	\$219.54	\$13,902,376
Portable Memory		82	\$3.75	\$237,432
Computer Software		93	\$13.46	\$852,369
Computer Accessories		83	\$20.85	\$1,320,442
Entertainment & Recreation		76	\$2,875.82	\$182,108,317
Fees and Admissions		72	\$513.96	\$32,545,915
Membership Fees for Clubs (2)		74	\$205.84	\$13,034,312
Fees for Participant Sports, excl. Trips		68	\$81.00	\$5,129,029
Tickets to Theatre/Operas/Concerts		75	\$41.17	\$2,607,339
Tickets to Movies		82	\$22.69	\$1,437,025
Tickets to Parks or Museums		76	\$21.06	\$1,333,429
Admission to Sporting Events, excl. Trips		77	\$45.00	\$2,849,785
Fees for Recreational Lessons		66	\$95.91	\$6,073,599
Dating Services		121	\$1.29	\$81,397
TV/Video/Audio		82	\$1,117.51	\$70,764,918
Cable and Satellite Television Services		80	\$687.49	\$43,534,307
Televisions		86	\$125.86	\$7,969,673
Satellite Dishes		84	\$1.43	\$90,726
VCRs, Video Cameras, and DVD Players		84	\$4.05	\$256,622
Miscellaneous Video Equipment		93	\$11.73	\$742,547
Video Cassettes and DVDs		87	\$5.68	\$359,947
Video Game Hardware/Accessories		101	\$40.52	\$2,565,681
Video Game Software		102	\$19.73	\$1,249,328
Rental/Streaming/Downloaded Video		87	\$107.02	\$6,777,103
Installation of Televisions		71	\$1.15	\$72,767
Audio (3)		81	\$109.75	\$6,949,750
Rental and Repair of TV/Radio/Sound Equipment		112	\$3.10	\$196,467
Pets		71	\$657.03	\$41,605,536
Toys/Games/Crafts/Hobbies (4)		83	\$130.66	\$8,274,184
Recreational Vehicles and Fees (5)		61	\$91.19	\$5,774,613
Sports/Recreation/Exercise Equipment (6)		72	\$202.58	\$12,828,396
Photo Equipment and Supplies (7)		81	\$37.87	\$2,398,314
Reading (8)		79	\$99.86	\$6,323,312
Catered Affairs (9)		83	\$25.16	\$1,593,128
Food		83	\$8,782.40	\$556,136,504
Food at Home		83	\$5,658.21	\$358,300,638
Bakery and Cereal Products		83	\$732.36	\$46,376,144
Meats, Poultry, Fish, and Eggs		84	\$1,232.34	\$78,036,851
Dairy Products		81	\$534.27	\$33,832,162
Fruits and Vegetables		83	\$1,118.51	\$70,828,413
Snacks and Other Food at Home (10)		83	\$2,040.73	\$129,227,068
Food Away from Home		84	\$3,124.18	\$197,835,866
Alcoholic Beverages		81	\$548.26	\$34,718,274

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	66	\$26,020.51	\$1,647,722,914
Value of Retirement Plans	62	\$88,126.27	\$5,580,507,950
Value of Other Financial Assets	68	\$5,780.22	\$366,026,393
Vehicle Loan Amount excluding Interest	79	\$2,888.16	\$182,889,580
Value of Credit Card Debt	80	\$2,516.38	\$159,347,378
Health			
Nonprescription Drugs	78	\$133.24	\$8,437,334
Prescription Drugs	77	\$281.84	\$17,847,543
Eyeglasses and Contact Lenses	77	\$85.39	\$5,407,088
Home			
Mortgage Payment and Basics (11)	60	\$7,800.80	\$493,978,114
Maintenance and Remodeling Services	58	\$2,196.30	\$139,078,744
Maintenance and Remodeling Materials (12)	56	\$442.16	\$27,999,274
Utilities, Fuel, and Public Services	81	\$4,671.63	\$295,826,072
Household Furnishings and Equipment			
Household Textiles (13)	84	\$102.78	\$6,508,236
Furniture	81	\$672.34	\$42,575,094
Rugs	74	\$30.74	\$1,946,469
Major Appliances (14)	71	\$374.05	\$23,686,425
Housewares (15)	79	\$85.46	\$5,411,732
Small Appliances	88	\$63.99	\$4,051,827
Luggage	84	\$11.98	\$758,745
Telephones and Accessories	80	\$86.53	\$5,479,354
Household Operations			
Child Care	78	\$402.25	\$25,472,035
Lawn and Garden (16)	62	\$418.90	\$26,526,489
Moving/Storage/Freight Express	87	\$78.40	\$4,964,750
Housekeeping Supplies (17)	80	\$747.46	\$47,332,236
Insurance			
Owners and Renters Insurance	66	\$515.65	\$32,653,209
Vehicle Insurance	83	\$1,800.93	\$114,042,373
Life/Other Insurance	69	\$476.56	\$30,177,516
Health Insurance	76	\$3,741.18	\$236,906,181
Personal Care Products (18)	83	\$460.18	\$29,140,360
School Books and Supplies (19)	84	\$112.91	\$7,150,129
Smoking Products	97	\$421.86	\$26,713,726
Transportation			
Payments on Vehicles excluding Leases	78	\$2,369.90	\$150,071,335
Gasoline and Motor Oil	81	\$2,046.55	\$129,595,817
Vehicle Maintenance and Repairs	80	\$1,045.75	\$66,221,018
Travel			
Airline Fares	77	\$357.11	\$22,613,384
Lodging on Trips	73	\$522.98	\$33,116,889
Auto/Truck Rental on Trips	81	\$64.62	\$4,092,138
Food and Drink on Trips	77	\$430.68	\$27,272,684

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201 2
 4 N Martin Luther King Jr Blvd, Baltimore, Maryland, 21201
 Rings: 0.5, 1, 2 mile radii

Prepared by Esri
 Latitude: 39.28961
 Longitude: -76.62848

Data for all businesses in area	0.5 miles				1 mile				2 miles			
Total Businesses:	771				4,274				9,938			
Total Employees:	32,093				93,104				168,920			
Total Residential Population:	11,430				41,774				130,124			
Employee/Residential Population Ratio (per 100 Residents)	281				223				130			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.4%	17	0.1%	18	0.4%	116	0.1%	41	0.4%	385	0.2%
Construction	13	1.7%	145	0.5%	93	2.2%	946	1.0%	280	2.8%	2,516	1.5%
Manufacturing	10	1.3%	127	0.4%	73	1.7%	1,917	2.1%	199	2.0%	4,527	2.7%
Transportation	8	1.0%	57	0.2%	67	1.6%	529	0.6%	196	2.0%	3,052	1.8%
Communication	8	1.0%	72	0.2%	32	0.7%	382	0.4%	65	0.7%	629	0.4%
Utility	1	0.1%	4	0.0%	12	0.3%	931	1.0%	20	0.2%	1,536	0.9%
Wholesale Trade	14	1.8%	175	0.5%	70	1.6%	751	0.8%	185	1.9%	2,345	1.4%
Retail Trade Summary	148	19.2%	912	2.8%	606	14.2%	4,250	4.6%	1,673	16.8%	13,701	8.1%
Home Improvement	3	0.4%	92	0.3%	14	0.3%	269	0.3%	39	0.4%	498	0.3%
General Merchandise Stores	6	0.8%	20	0.1%	29	0.7%	148	0.2%	74	0.7%	377	0.2%
Food Stores	23	3.0%	117	0.4%	67	1.6%	370	0.4%	200	2.0%	1,393	0.8%
Auto Dealers & Gas Stations	5	0.6%	20	0.1%	19	0.4%	105	0.1%	79	0.8%	451	0.3%
Apparel & Accessory Stores	8	1.0%	24	0.1%	42	1.0%	170	0.2%	90	0.9%	610	0.4%
Furniture & Home Furnishings	4	0.5%	22	0.1%	24	0.6%	358	0.4%	74	0.7%	743	0.4%
Eating & Drinking Places	66	8.6%	477	1.5%	261	6.1%	2,065	2.2%	758	7.6%	7,893	4.7%
Miscellaneous Retail	33	4.3%	140	0.4%	149	3.5%	765	0.8%	359	3.6%	1,736	1.0%
Finance, Insurance, Real Estate Summary	64	8.3%	489	1.5%	485	11.3%	6,635	7.1%	1,058	10.6%	13,264	7.9%
Banks, Savings & Lending Institutions	15	1.9%	100	0.3%	76	1.8%	1,580	1.7%	166	1.7%	2,811	1.7%
Securities Brokers	4	0.5%	49	0.2%	95	2.2%	1,368	1.5%	185	1.9%	3,551	2.1%
Insurance Carriers & Agents	2	0.3%	52	0.2%	38	0.9%	770	0.8%	80	0.8%	1,171	0.7%
Real Estate, Holding, Other Investment Offices	43	5.6%	288	0.9%	277	6.5%	2,916	3.1%	628	6.3%	5,731	3.4%
Services Summary	374	48.5%	26,097	81.3%	1,848	43.2%	57,275	61.5%	4,084	41.1%	96,419	57.1%
Hotels & Lodging	5	0.6%	189	0.6%	32	0.7%	2,547	2.7%	72	0.7%	4,310	2.6%
Automotive Services	18	2.3%	165	0.5%	73	1.7%	784	0.8%	191	1.9%	1,794	1.1%
Movies & Amusements	11	1.4%	244	0.8%	59	1.4%	1,530	1.6%	158	1.6%	2,502	1.5%
Health Services	109	14.1%	21,044	65.6%	311	7.3%	28,041	30.1%	623	6.3%	36,185	21.4%
Legal Services	20	2.6%	208	0.6%	320	7.5%	6,192	6.7%	504	5.1%	8,460	5.0%
Education Institutions & Libraries	43	5.6%	2,390	7.4%	103	2.4%	4,251	4.6%	240	2.4%	10,019	5.9%
Other Services	167	21.7%	1,857	5.8%	950	22.2%	13,929	15.0%	2,295	23.1%	33,149	19.6%
Government	24	3.1%	3,912	12.2%	205	4.8%	18,557	19.9%	346	3.5%	28,655	17.0%
Unclassified Establishments	105	13.6%	88	0.3%	766	17.9%	816	0.9%	1,791	18.0%	1,891	1.1%
Totals	771	100.0%	32,093	100.0%	4,274	100.0%	93,104	100.0%	9,938	100.0%	168,920	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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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%	2	0.0%	8	0.2%	43	0.0%	13	0.1%	60	0.0%
Mining	1	0.1%	11	0.0%	5	0.1%	34	0.0%	7	0.1%	49	0.0%
Utilities	0	0.0%	0	0.0%	5	0.1%	899	1.0%	9	0.1%	1,199	0.7%
Construction	17	2.2%	185	0.6%	113	2.6%	1,132	1.2%	325	3.3%	2,919	1.7%
Manufacturing	12	1.6%	149	0.5%	54	1.3%	857	0.9%	175	1.8%	2,961	1.8%
Wholesale Trade	14	1.8%	173	0.5%	69	1.6%	746	0.8%	180	1.8%	2,312	1.4%
Retail Trade	77	10.0%	389	1.2%	329	7.7%	2,070	2.2%	869	8.7%	5,454	3.2%
Motor Vehicle & Parts Dealers	3	0.4%	17	0.1%	16	0.4%	94	0.1%	58	0.6%	358	0.2%
Furniture & Home Furnishings Stores	2	0.3%	8	0.0%	8	0.2%	85	0.1%	39	0.4%	354	0.2%
Electronics & Appliance Stores	1	0.1%	14	0.0%	13	0.3%	255	0.3%	26	0.3%	310	0.2%
Building Material & Garden Equipment & Supplies Dealers	3	0.4%	92	0.3%	14	0.3%	269	0.3%	39	0.4%	498	0.3%
Food & Beverage Stores	23	3.0%	88	0.3%	71	1.7%	333	0.4%	219	2.2%	1,257	0.7%
Health & Personal Care Stores	9	1.2%	38	0.1%	35	0.8%	188	0.2%	87	0.9%	523	0.3%
Gasoline Stations & Fuel Dealers	1	0.1%	3	0.0%	3	0.1%	10	0.0%	21	0.2%	93	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	12	1.6%	55	0.2%	56	1.3%	274	0.3%	115	1.2%	732	0.4%
Sporting Goods, Hobby, Book, & Music Stores	9	1.2%	25	0.1%	64	1.5%	329	0.4%	154	1.5%	776	0.5%
General Merchandise Stores	11	1.4%	48	0.1%	48	1.1%	234	0.3%	111	1.1%	553	0.3%
Transportation & Warehousing	7	0.9%	57	0.2%	57	1.3%	450	0.5%	164	1.7%	2,839	1.7%
Information	18	2.3%	272	0.8%	108	2.5%	2,281	2.4%	239	2.4%	5,036	3.0%
Finance & Insurance	23	3.0%	204	0.6%	217	5.1%	3,782	4.1%	445	4.5%	7,741	4.6%
Central Bank/Credit Intermediation & Related Activities	15	1.9%	100	0.3%	66	1.5%	1,428	1.5%	150	1.5%	2,599	1.5%
Securities & Commodity Contracts	6	0.8%	52	0.2%	113	2.6%	1,581	1.7%	215	2.2%	3,969	2.3%
Funds, Trusts & Other Financial Vehicles	2	0.3%	52	0.2%	38	0.9%	772	0.8%	81	0.8%	1,173	0.7%
Real Estate, Rental & Leasing	38	4.9%	240	0.7%	243	5.7%	1,812	1.9%	546	5.5%	4,105	2.4%
Professional, Scientific & Tech Services	72	9.3%	830	2.6%	652	15.3%	11,412	12.3%	1,219	12.3%	21,228	12.6%
Legal Services	21	2.7%	211	0.7%	330	7.7%	6,250	6.7%	526	5.3%	8,576	5.1%
Management of Companies & Enterprises	3	0.4%	27	0.1%	25	0.6%	948	1.0%	57	0.6%	1,420	0.8%
Administrative, Support & Waste Management Services	19	2.5%	208	0.6%	125	2.9%	2,538	2.7%	293	2.9%	4,456	2.6%
Educational Services	38	4.9%	2,243	7.0%	90	2.1%	4,034	4.3%	228	2.3%	9,750	5.8%
Health Care & Social Assistance	123	16.0%	21,294	66.4%	381	8.9%	29,086	31.2%	811	8.2%	39,165	23.2%
Arts, Entertainment & Recreation	18	2.3%	284	0.9%	81	1.9%	2,323	2.5%	221	2.2%	4,339	2.6%
Accommodation & Food Services	71	9.2%	669	2.1%	299	7.0%	4,656	5.0%	844	8.5%	12,306	7.3%
Accommodation	5	0.6%	189	0.6%	32	0.7%	2,547	2.7%	72	0.7%	4,310	2.6%
Food Services & Drinking Places	67	8.7%	481	1.5%	267	6.2%	2,108	2.3%	771	7.8%	7,995	4.7%
Other Services (except Public Administration)	89	11.5%	795	2.5%	440	10.3%	4,303	4.6%	1,153	11.6%	10,666	6.3%
Automotive Repair & Maintenance	1	0.1%	1	0.0%	12	0.3%	52	0.1%	86	0.9%	467	0.3%
Public Administration	25	3.2%	3,972	12.4%	207	4.8%	18,889	20.3%	349	3.5%	29,031	17.2%
Unclassified Establishments	105	13.6%	88	0.3%	765	17.9%	810	0.9%	1,790	18.0%	1,884	1.1%
Total	771	100.0%	32,093	100.0%	4,274	100.0%	93,104	100.0%	9,938	100.0%	168,920	100.0%

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