### Market Profile

7 N Calvert St, Baltimore, Maryland, 21202 Rings: 0.5, 1, 2 mile radii Prepared by Esri

Latitude: 39.28970 Longitude: -76.61224

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	0.5 miles	1 mile	2 miles
Population Summary			
2000 Total Population	4,055	37,676	158,621
2010 Total Population	7,136	40,902	148,955
2018 Total Population	8,945	44,020	154,698
2018 Group Quarters	1,598	8,727	11,470
2023 Total Population	10,556	47,072	157,538
2018-2023 Annual Rate	3.37%	1.35%	0.36%
2018 Total Daytime Population	68,425	156,928	289,469
Workers	65,241	138,959	212,977
Residents	3,184	17,969	76,492
Household Summary			
2000 Households	2,182	15,770	64,257
2000 Average Household Size	1.51	1.78	2.27
2010 Households	3,700	18,652	64,521
2010 Average Household Size	1.50	1.75	2.14
2018 Households	4,807	20,433	68,030
2018 Average Household Size	1.53	1.73	2.11
2023 Households	5,776	22,275	69,925
2023 Average Household Size	1.55	1.72	2.09
2018-2023 Annual Rate	3.74%	1.74%	0.55%
2010 Families	674	5,533	26,740
2010 Average Family Size	2.68	2.75	3.07
2018 Families	844	5,741	27,325
2018 Average Family Size	2.73	2.79	3.09
2023 Families	1,036	6,173	27,692
2023 Average Family Size	2.74	2.78	3.09
2018-2023 Annual Rate	4.18%	1.46%	0.27%
	4.18%	1.40%	0.27%
Housing Unit Summary	2,635	18,252	81,615
2000 Housing Units			
Owner Occupied Housing Units	10.4%	17.4%	26.6%
Renter Occupied Housing Units	72.3%	69.0%	52.2%
Vacant Housing Units	17.2%	13.6%	21.3%
2010 Housing Units	4,436	21,833	83,080
Owner Occupied Housing Units	9.2%	17.2%	25.4%
Renter Occupied Housing Units	74.2%	68.2%	52.3%
Vacant Housing Units	16.6%	14.6%	22.3%
2018 Housing Units	5,664	24,297	88,593
Owner Occupied Housing Units	9.0%	16.3%	24.2%
Renter Occupied Housing Units	75.9%	67.8%	52.6%
Vacant Housing Units	15.1%	15.9%	23.2%
2023 Housing Units	6,547	26,050	91,151
Owner Occupied Housing Units	7.9%	15.4%	23.6%
Renter Occupied Housing Units	80.4%	70.1%	53.1%
Vacant Housing Units	11.8%	14.5%	23.3%
Median Household Income			
2018	\$54,598	\$48,568	\$41,748
2023	\$68,627	\$59,647	\$51,732
Median Home Value	1 / -	1 / -	1- / -
2018	\$326,966	\$314,411	\$236,080
2023	\$377,000	\$353,759	\$275,606
Per Capita Income	43777000	40007700	42757000
2018	\$43,893	\$36,471	\$31,746
2023	\$55,830	\$45,097	\$38,626
Median Age	400,000	ψτυ,υυν	ψ50,020
2010	30.9	31.4	32.4
2010	31.0	31.4	32.4
2023	32.2	33.4	34.7

**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.

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	0.5 miles	1 mile	2 miles
2018 Households by Income			
Household Income Base	4,807	20,433	68,030
<\$15,000	18.8%	23.0%	24.2%
\$15,000 - \$24,999	7.6%	10.1%	11.6%
\$25,000 - \$34,999	6.9%	7.6%	8.8%
\$35,000 - \$49,999	11.3%	10.1%	10.4%
\$50,000 - \$74,999	20.7%	16.2%	14.3%
\$75,000 - \$99,999	10.3%	9.6%	8.9%
\$100,000 - \$149,999	12.6%	10.9%	10.5%
\$150,000 - \$199,999	5.6%	5.6%	5.1%
\$200,000+	6.1%	7.0%	6.3%
Average Household Income	\$75,652	\$74,416	\$69,739
2023 Households by Income			
Household Income Base	5,776	22,275	69,925
<\$15,000	15.0%	19.7%	22.1%
\$15,000 - \$24,999	6.1%	8.6%	10.3%
\$25,000 - \$34,999	5.3%	6.2%	7.4%
\$35,000 - \$49,999	8.4%	8.2%	8.9%
\$50,000 - \$74,999	18.7%	15.2%	13.4%
\$75,000 - \$99,999	14.4%	11.7%	10.0%
\$100,000 - \$149,999	16.5%	14.4%	13.5%
\$150,000 - \$199,999	6.2%	6.7%	6.3%
\$200,000+	9.4%	9.2%	8.2%
Average Household Income	\$96,818	\$91,624	\$84,646
2018 Owner Occupied Housing Units by Value	\$90,818	\$91,024	\$0 <del>7</del> ,0 <del>7</del> 0
Total	510	2 056	21 422
<\$50,000	0.4%	3,956 1.6%	21,433 6.3%
\$50,000 - \$99,999 \$100,000 - \$140,000	0.8%	5.5%	13.6%
\$100,000 - \$149,999	6.3%	7.3%	9.8%
\$150,000 - \$199,999	7.1%	11.0%	11.9%
\$200,000 - \$249,999	6.5%	9.9%	11.6%
\$250,000 - \$299,999	24.3%	11.6%	11.2%
\$300,000 - \$399,999	17.5%	21.7%	15.9%
\$400,000 - \$499,999	16.1%	13.8%	10.0%
\$500,000 - \$749,999	12.4%	10.8%	6.4%
\$750,000 - \$999,999	5.5%	3.7%	1.9%
\$1,000,000 - \$1,499,999	3.3%	2.7%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$402,647	\$366,785	\$277,657
2023 Owner Occupied Housing Units by Value			
Total	516	4,014	21,512
<\$50,000	0.0%	1.0%	5.5%
\$50,000 - \$99,999	0.4%	4.2%	11.8%
\$100,000 - \$149,999	3.3%	5.1%	7.8%
\$150,000 - \$199,999	4.3%	8.3%	9.4%
\$200,000 - \$249,999	4.7%	8.0%	9.8%
\$250,000 - \$299,999	22.3%	10.9%	11.1%
\$300,000 - \$399,999	19.4%	23.2%	18.4%
\$400,000 - \$499,999	18.4%	15.9%	12.6%
\$500,000 - \$749,999	15.1%	14.2%	8.9%
\$750,000 - \$999,999	7.4%	5.1%	2.7%
\$1,000,000 - \$1,499,999	4.5%	3.6%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$450,681	\$413,076	\$314,782

**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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Latitude: 39.28970 Longitude: -76.61224

	0.5 miles	1 mile	2 miles
2010 Population by Age			
Total	7,137	40,901	148,953
0 - 4	2.3%	4.3%	6.2%
5 - 9	1.2%	3.5%	4.9%
10 - 14	1.0%	2.6%	4.2%
15 - 24	20.5%	18.2%	16.3%
25 - 34	34.4%	29.3%	23.2%
35 - 44	13.4%	13.4%	13.0%
45 - 54	11.0%	12.2%	13.3%
55 - 64	7.8%	8.3%	9.6%
65 - 74	4.4%	4.7%	5.3%
75 - 84	2.9%	2.6%	3.0%
85 +	1.1%	0.9%	1.1%
18 +	94.3%	87.6%	81.8%
2018 Population by Age			
Total	8,945	44,017	154,698
0 - 4	2.2%	3.7%	5.5%
5 - 9	1.1%	3.1%	4.8%
10 - 14	0.9%	2.6%	4.2%
15 - 24	18.4%	16.3%	13.8%
25 - 34	38.5%	30.7%	24.2%
35 - 44	13.4%	14.0%	13.3%
45 - 54	9.3%	10.7%	11.5%
55 - 64	7.8%	9.0%	10.9%
65 - 74	4.9%	6.0%	7.2%
75 - 84	2.5%	2.8%	3.2%
85 +	1.0%	1.0%	1.3%
18 +	94.8%	88.8%	83.0%
2023 Population by Age			
Total	10,558	47,072	157,538
0 - 4	2.3%	3.8%	5.5%
5 - 9	1.0%	2.9%	4.5%
10 - 14	0.7%	2.5%	4.1%
15 - 24	17.6%	15.6%	13.2%
25 - 34	37.1%	29.6%	23.2%
35 - 44	15.0%	15.2%	14.6%
45 - 54	8.6%	10.1%	10.8%
55 - 64	7.6%	8.7%	10.5%
65 - 74	5.8%	6.9%	8.2%
75 - 84	3.1%	3.6%	4.0%
85 +	1.1%	1.1%	1.3%
18 +	95.1%	89.2%	83.5%
2010 Population by Sex			
Males	3,765	22,429	74,355
Females	3,371	18,473	74,600
2018 Population by Sex	-,		,
Males	4,673	24,312	77,641
Females	4,272	19,708	77,056
2023 Population by Sex	1/2/2	20,700	,,,000
Males	5,453	25,823	79,138
Females	5,103	21,249	78,400
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Latitude: 39.28970

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	0.5 miles	1 mile	2 miles
2010 Population by Race/Ethnicity			
Total	7,136	40,902	148,954
White Alone	45.7%	39.1%	34.5%
Black Alone	37.3%	51.1%	58.0%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	12.8%	6.1%	3.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	1.2%	1.6%
Two or More Races	2.5%	2.2%	2.1%
Hispanic Origin	5.0%	3.7%	4.4%
Diversity Index	67.1	61.2	58.2
2018 Population by Race/Ethnicity			
Total	8,943	44,021	154,697
White Alone	44.3%	38.5%	34.7%
Black Alone	35.6%	49.7%	56.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	15.2%	7.4%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	1.4%	2.0%
Two or More Races	3.0%	2.6%	2.5%
Hispanic Origin	6.5%	4.8%	5.6%
Diversity Index	69.6	63.6	60.7
2023 Population by Race/Ethnicity		47.072	157 500
Total	10,555	47,072	157,539
White Alone	44.5%	39.0%	34.9%
Black Alone	33.2%	47.5%	54.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone Pacific Islander Alone	16.8% 0.2%	8.5% 0.1%	4.7% 0.1%
Some Other Race Alone	1.8%	1.7%	2.3%
Two or More Races	3.3%	3.0%	2.3%
Hispanic Origin	7.9%	6.0%	6.8%
Diversity Index	71.3	65.9	62.9
2010 Population by Relationship and Household Type	/1.5	05.9	02.9
Total	7,136	40,902	148,955
In Households	78.0%	79.7%	92.6%
In Family Households	25.9%	38.6%	58.3%
Householder	10.2%	13.3%	17.9%
Spouse	6.8%	6.3%	7.4%
Child	6.6%	15.0%	24.3%
Other relative	1.6%	2.7%	5.6%
Nonrelative	0.6%	1.4%	3.2%
In Nonfamily Households	52.1%	41.1%	34.3%
In Group Quarters	22.0%	20.3%	7.4%
Institutionalized Population	13.5%	14.4%	4.3%
Noninstitutionalized Population	8.5%	5.9%	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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	6,926	32,678	110,786
Less than 9th Grade	1.7%	3.9%	5.0%
9th - 12th Grade, No Diploma	5.5%	10.7%	11.1%
High School Graduate	13.2%	14.5%	19.0%
GED/Alternative Credential	3.5%	6.3%	5.2%
Some College, No Degree	7.7%	13.1%	14.7%
Associate Degree	3.3%	3.3%	3.7%
Bachelor's Degree	30.9%	22.8%	20.6%
Graduate/Professional Degree	34.2%	25.5%	20.7%
2018 Population 15+ by Marital Status			
Total	8,569	39,851	132,158
Never Married	68.7%	67.4%	61.3%
Married	19.3%	20.1%	24.3%
Widowed	2.6%	3.5%	4.4%
Divorced	9.4%	9.0%	9.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	93.0%	91.0%
Civilian Unemployed (Unemployment Rate)	5.6%	7.0%	9.0%
2018 Employed Population 16+ by Industry			
Total	5,378	20,985	74,113
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	0.7%	2.0%	3.6%
Manufacturing	1.3%	2.7%	4.1%
Wholesale Trade	1.0%	1.4%	1.4%
Retail Trade	4.4%	5.5%	6.4%
Transportation/Utilities	3.5%	3.4%	4.1%
Information	3.9%	2.9%	2.4%
Finance/Insurance/Real Estate	11.3%	7.3%	6.0%
Services	67.0%	66.5%	63.9%
Public Administration	6.7%	8.2%	7.9%
2018 Employed Population 16+ by Occupation			
Total	5,378	20,986	74,114
White Collar	86.3%	78.2%	70.3%
Management/Business/Financial	20.0%	17.5%	16.3%
Professional	52.0%	45.2%	36.8%
Sales	5.4%	6.8%	7.6%
Administrative Support	8.9%	8.6%	9.5%
Services	10.5%	16.5%	19.7%
Blue Collar	3.2%	5.3%	10.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.4%	0.8%	2.1%
Installation/Maintenance/Repair	0.5%	0.7%	1.3%
Production	1.1%	1.8%	2.7%
Transportation/Material Moving	1.2%	1.9%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	7,136	40,902	148,955
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%

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	0.5 miles	1 mile	2 miles
2010 Households by Type	oro mico	1 mile	2 111103
Total	3,699	18,652	64,520
Households with 1 Person	63.4%	54.2%	43.6%
Households with 2+ People	36.6%	45.8%	56.4%
Family Households	18.2%	29.7%	41.4%
Husband-wife Families	13.2%	14.0%	17.1%
With Related Children	2.9%	3.8%	5.8%
Other Family (No Spouse Present)	5.1%	15.6%	24.4%
Other Family with Male Householder	1.4%	2.3%	4.6%
With Related Children	0.6%	1.0%	2.1%
Other Family with Female Householder	3.6%	13.3%	19.8%
With Related Children	1.9%	9.6%	13.4%
Nonfamily Households	18.4%	16.1%	14.9%
,			
All Households with Children	5.5%	14.6%	21.7%
Multigenerational Households	0.5%	2.1%	4.7%
Unmarried Partner Households	7.4%	8.1%	9.4%
Male-female	6.0%	6.7%	8.1%
Same-sex	1.4%	1.4%	1.3%
2010 Households by Size			
Total	3,699	18,651	64,520
1 Person Household	63.4%	54.2%	43.6%
2 Person Household	28.9%	28.8%	28.6%
3 Person Household	5.1%	9.0%	12.9%
4 Person Household	1.8%	4.6%	7.3%
5 Person Household	0.6%	2.0%	3.9%
6 Person Household	0.2%	0.9%	1.9%
7 + Person Household	0.1%	0.6%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	3,700	18,652	64,521
Owner Occupied	11.0%	20.1%	32.7%
Owned with a Mortgage/Loan	8.5%	16.5%	24.9%
Owned Free and Clear	2.5%	3.7%	7.8%
Renter Occupied	89.0%	79.9%	67.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,436	21,833	83,080
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
-			

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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.	College Towns (14B)	City Commons (11E)	City Commons (11E)
	3.	<b>Retirement Communities</b>	College Towns (14B)	Modest Income Homes
2018 Consumer Spending				
Apparel & Services: Total \$		\$10,189,781	\$42,557,097	\$131,109,064
Average Spent		\$2,119.78	\$2,082.76	\$1,927.22
Spending Potential Index		97	96	89
Education: Total \$		\$6,777,739	\$28,193,719	\$85,846,395
Average Spent		\$1,409.97	\$1,379.81	\$1,261.89
Spending Potential Index		97	95	87
Entertainment/Recreation: Total \$		\$13,643,554	\$57,285,953	\$180,069,679
Average Spent		\$2,838.27	\$2,803.60	\$2,646.92
Spending Potential Index		88	87	82
Food at Home: Total \$		\$22,454,623	\$95,224,186	\$299,276,123
Average Spent		\$4,671.23	\$4,660.31	\$4,399.18
Spending Potential Index		93	93	88
Food Away from Home: Total \$		\$16,671,740	\$68,779,084	\$210,714,481
Average Spent		\$3,468.22	\$3,366.08	\$3,097.38
Spending Potential Index		99	96	88
Health Care: Total \$		\$21,914,236	\$93,490,701	\$302,254,980
Average Spent		\$4,558.82	\$4,575.48	\$4,442.97
Spending Potential Index		80	80	78
HH Furnishings & Equipment: Total \$		\$8,980,302	\$37,252,621	\$115,963,120
Average Spent		\$1,868.17	\$1,823.16	\$1,704.59
Spending Potential Index		89	87	82
Personal Care Products & Services: Total \$		\$3,685,059	\$15,280,829	\$47,461,286
Average Spent		\$766.60	\$747.85	\$697.65
Spending Potential Index		93	90	84
Shelter: Total \$		\$79,196,265	\$332,588,740	\$1,033,213,071
Average Spent		\$16,475.20	\$16,277.04	\$15,187.61
Spending Potential Index		98	97	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$9,934,633	\$42,404,800	\$135,431,793
Average Spent		\$2,066.70	\$2,075.31	\$1,990.77
Spending Potential Index		83	83	80
Travel: Total \$		\$8,884,547	\$36,612,351	\$113,795,248
Average Spent		\$1,848.25	\$1,791.82	\$1,672.72
Spending Potential Index		86	83	78
Vehicle Maintenance & Repairs: Total \$		\$4,582,207	\$19,201,492	\$60,430,809
Average Spent		\$953.24	\$939.73	\$888.30
Spending Potential Index		89	87	83

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

### Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 0.5 mile radius Prepared by Esri Latitude: 39.28970

Longitude: -76.61224

Top Tapestry Segments	Percent	Demographic Summary	2018	202
Metro Renters (3B)	79.2%	Population	8,945	10,55
College Towns (14B)	11.5%	Households	4,807	5,77
Retirement Communities (9E)	9.2%	Families	844	1,03
Exurbanites (1E)	0.1%	Median Age	31.0	32.
High Rise Renters (13E)	0.1%	Median Household Income	\$54,598	\$68,62
		Spending Potential Index	Average Amount Spent	Tota
Apparel and Services		97	\$2,119.78	\$10,189,78
Men's		100	\$414.41	
		95	•	\$1,992,08
Women's			\$708.26	\$3,404,62
Children's		98	\$315.85	\$1,518,29
Footwear		97	\$458.77	\$2,205,29
Watches & Jewelry		101	\$144.96	\$696,83
Apparel Products and Services (1)		94	\$77.52	\$372,65
Computer				
Computers and Hardware for Home U	Jse	105	\$179.20	\$861,39
Portable Memory		101	\$5.49	\$26,39
Computer Software		114	\$11.99	\$57,6
Computer Accessories		96	\$18.07	\$86,84
Entertainment & Recreation		88	\$2,838.27	\$13,643,5
Fees and Admissions		86	\$590.86	\$2,840,26
Membership Fees for Clubs (2)		87	\$196.27	\$943,46
Fees for Participant Sports, excl. T	rips	83	\$93.43	\$449,13
Tickets to Theatre/Operas/Concert	•	91	\$60.37	\$290,18
Tickets to Movies/Museums/Parks		101	\$80.41	\$386,5
Admission to Sporting Events, exc	Trine	82	\$48.95	\$235,2
Fees for Recreational Lessons		80	\$110.40	\$530,6
		155	\$110.40	
Dating Services				\$4,9
TV/Video/Audio	• • • •	93	\$1,214.23	\$5,836,8
Cable and Satellite Television Serv	Ices	89	\$858.03	\$4,124,5
Televisions		104	\$122.96	\$591,00
Satellite Dishes		75	\$1.32	\$6,3
VCRs, Video Cameras, and DVD PI	ayers	105	\$5.80	\$27,8
Miscellaneous Video Equipment		83	\$12.00	\$57,6
Video Cassettes and DVDs		103	\$12.78	\$61,4
Video Game Hardware/Accessories	5	120	\$35.83	\$172,2
Video Game Software		128	\$19.22	\$92,3
Streaming/Downloaded Video		116	\$38.50	\$185,0
Rental of Video Cassettes and DVD	)s	108	\$13.88	\$66,7
Installation of Televisions		68	\$0.63	\$3,0
Audio (3)		96	\$89.18	\$428,6
Rental and Repair of TV/Radio/Sou	ind Equipment	120	\$4.10	\$19,7
Pets		80	\$509.53	\$2,449,3
Toys/Games/Crafts/Hobbies (4)		98	\$113.50	\$545,60
Recreational Vehicles and Fees (5)		64	\$69.75	\$335,2
Sports/Recreation/Exercise Equipment	at (6)	91	\$162.70	\$782,1
Photo Equipment and Supplies (7)	(0)	97	\$51.87	\$249,33
Reading (8)		87	\$98.13	\$471,68
Catered Affairs (9)		103	\$27.70	\$133,1
Food		95	\$8,139.46	\$39,126,3
Food at Home		93	\$4,671.23	\$22,454,6
Bakery and Cereal Products		93	\$611.03	\$2,937,2
Meats, Poultry, Fish, and Eggs		93	\$1,050.70	\$5,050,6
Dairy Products		92	\$476.50	\$2,290,5
Fruits and Vegetables		94	\$920.76	\$4,426,0
Snacks and Other Food at Home (	10)	93	\$1,612.25	\$7,750,0
Food Away from Home		99	\$3,468.22	\$16,671,74
Toou Away nominome				

**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.

### Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 0.5 mile radius

Prepared by Esri

Latitude: 39.28970 Longitude: -76.61224

	Counding Detential	A	
	Spending Potential Index	Average Amount Spent	Total
Financial	Index	opene	Total
Value of Stocks/Bonds/Mutual Funds	71	\$3,556.68	\$17,096,979
Value of Retirement Plans	66	\$15,342.52	\$73,751,472
Value of Other Financial Assets	81	\$1,150.33	\$5,529,658
Vehicle Loan Amount excluding Interest	88	\$2,464.98	\$11,849,135
Value of Credit Card Debt	85	\$499.31	\$2,400,160
Health			, , ,
Nonprescription Drugs	84	\$112.22	\$539,437
Prescription Drugs	75	\$270.58	\$1,300,674
Eyeglasses and Contact Lenses	81	\$75.17	\$361,347
Home		4	+/-··
Mortgage Payment and Basics (11)	62	\$5,336.67	\$25,653,361
Maintenance and Remodeling Services	59	\$1,213.64	\$5,833,976
Maintenance and Remodeling Materials (12)	59	\$290.86	\$1,398,146
Utilities, Fuel, and Public Services	87	\$4,289.68	\$20,620,514
Household Furnishings and Equipment		. ,	
Household Textiles (13)	94	\$93.07	\$447,388
Furniture	96	\$583.68	\$2,805,768
Rugs	88	\$21.65	\$104,062
Major Appliances (14)	75	\$261.85	\$1,258,723
Housewares (15)	88	\$91.60	\$440,337
Small Appliances	99	\$48.49	\$233,099
Luggage	97	\$13.30	\$63,910
Telephones and Accessories	96	\$67.55	\$324,696
Household Operations			
Child Care	100	\$515.54	\$2,478,204
Lawn and Garden (16)	67	\$289.08	\$1,389,589
Moving/Storage/Freight Express	121	\$78.20	\$375,886
Housekeeping Supplies (17)	87	\$625.83	\$3,008,360
Insurance			
Owners and Renters Insurance	64	\$363.23	\$1,746,034
Vehicle Insurance	90	\$1,137.99	\$5,470,309
Life/Other Insurance	68	\$281.69	\$1,354,072
Health Insurance	80	\$3,027.64	\$14,553,864
Personal Care Products (18)	95	\$459.71	\$2,209,847
School Books and Supplies (19)	103	\$153.45	\$737,616
Smoking Products	100	\$415.90	\$1,999,243
Transportation			
Payments on Vehicles excluding Leases	89	\$2,133.28	\$10,254,694
Gasoline and Motor Oil	91	\$2,188.06	\$10,518,001
Vehicle Maintenance and Repairs	89	\$953.24	\$4,582,207
Travel			
Airline Fares	92	\$484.37	\$2,328,362
Lodging on Trips	81	\$461.87	\$2,220,193
Auto/Truck Rental on Trips	87	\$24.01	\$115,401
Food and Drink on Trips	86	\$446.17	\$2,144,762

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#### Datastory Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 0.5 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

### Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 1 mile radius

Prepared by Esri

Latitude: 39.28970 Longitude: -76.61224

	Spending Potential	Average Amount	
	Index	Spent	Total
Financial		opene	
Value of Stocks/Bonds/Mutual Funds	70	\$3,540.40	\$72,340,946
Value of Retirement Plans	67	\$15,499.84	\$316,708,244
Value of Other Financial Assets	78	\$1,101.63	\$22,509,578
Vehicle Loan Amount excluding Interest	86	\$2,414.47	\$49,334,796
Value of Credit Card Debt Health	85	\$499.21	\$10,200,410
Nonprescription Drugs	84	\$112.44	\$2,297,564
Prescription Drugs	77	\$277.68	\$5,673,843
Eveglasses and Contact Lenses	80	\$74.52	\$1,522,704
Home		<i>\</i> , 1132	<i><i>q</i>1/<i>322</i>// 01</i>
Mortgage Payment and Basics (11)	62	\$5,333.53	\$108,979,926
Maintenance and Remodeling Services	60	\$1,228.99	\$25,111,869
Maintenance and Remodeling Materials (12)	59	\$291.06	\$5,947,130
Utilities, Fuel, and Public Services	88	\$4,351.58	\$88,915,892
Household Furnishings and Equipment		<i> </i>	<i>400/919/092</i>
Household Textiles (13)	93	\$91.84	\$1,876,626
Furniture	94	\$571.99	\$11,687,498
Rugs	89	\$21.99	\$449,290
Major Appliances (14)	76	\$263.58	\$5,385,694
Housewares (15)	87	\$89.89	\$1,836,780
Small Appliances	97	\$47.50	\$970,539
Luggage	93	\$12.73	\$260,214
Telephones and Accessories	91	\$64.21	\$1,312,058
Household Operations		+•	<i>41,012,000</i>
Child Care	97	\$499.49	\$10,205,982
Lawn and Garden (16)	67	\$287.82	\$5,880,948
Moving/Storage/Freight Express	114	\$74.05	\$1,513,031
Housekeeping Supplies (17)	87	\$625.72	\$12,785,330
Insurance			, , ,
Owners and Renters Insurance	65	\$369.41	\$7,548,161
Vehicle Insurance	90	\$1,128.36	\$23,055,719
Life/Other Insurance	69	\$286.07	\$5,845,339
Health Insurance	80	\$3,040.05	\$62,117,371
Personal Care Products (18)	93	\$451.02	\$9,215,708
School Books and Supplies (19)	100	\$149.00	\$3,044,492
Smoking Products	104	\$432.44	\$8,836,032
Transportation			
Payments on Vehicles excluding Leases	87	\$2,082.77	\$42,557,324
Gasoline and Motor Oil	90	\$2,159.06	\$44,116,173
Vehicle Maintenance and Repairs	87	\$939.73	\$19,201,492
Travel			
Airline Fares	89	\$466.93	\$9,540,807
Lodging on Trips	79	\$451.84	\$9,232,351
Auto/Truck Rental on Trips	84	\$23.15	\$473,120
Food and Drink on Trips	84	\$432.48	\$8,836,910

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals. Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

### Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 2 mile radius Prepared by Esri Latitude: 39.28970

Longitude: -76.61224

Top Tapestry Segments	Percent	Demographic Summary	2018	202
Metro Renters (3B)	30.7%	Population	154,698	157,53
City Commons (11E)	15.7%	Households	68,030	69,92
Modest Income Homes (12D)	9.4%	Families	27,325	27,69
Social Security Set (9F)	8.9%	Median Age	33.8	34.
Laptops and Lattes (3A)	8.7%	Median Household Income	\$41,748	\$51,73
		Spending Potential Index	Average Amount Spent	Tota
Apparel and Services		89	\$1,927.22	\$131,109,06
Men's		90	\$374.61	\$25,484,75
Women's		87	\$647.26	\$44,033,03
Children's		89	\$286.75	\$19,507,93
Footwear		90	\$422.95	\$28,773,59
Watches & Jewelry		87	\$124.62	\$8,477,82
		86	\$124.02	
Apparel Products and Services (1)		00	\$71.05	\$4,831,92
Computer				
Computers and Hardware for Home	Use	92	\$156.45	\$10,643,1
Portable Memory		90	\$4.87	\$331,1
Computer Software		98	\$10.38	\$706,0
Computer Accessories		86	\$16.15	\$1,099,0
Entertainment & Recreation		82	\$2,646.92	\$180,069,6
Fees and Admissions		78	\$534.85	\$36,385,7
Membership Fees for Clubs (2)		78	\$176.92	\$12,036,0
Fees for Participant Sports, excl.	Trips	76	\$86.31	\$5,871,4
Tickets to Theatre/Operas/Concer	rts	82	\$54.40	\$3,700,9
Tickets to Movies/Museums/Parks	5	88	\$69.87	\$4,753,5
Admission to Sporting Events, ex		75	\$44.76	\$3,044,8
Fees for Recreational Lessons		74	\$101.68	\$6,917,0
Dating Services		136	\$0.91	\$61,8
TV/Video/Audio		89	\$1,162.74	\$79,101,4
Cable and Satellite Television Ser	vices	88	\$846.59	\$57,593,3
Televisions	VICCS	94	\$111.31	\$7,572,3
Satellite Dishes		70	\$1.23	\$83,5
	lavoro	95		
VCRs, Video Cameras, and DVD F	layers		\$5.23	\$355,9
Miscellaneous Video Equipment		77	\$11.11	\$755,9
Video Cassettes and DVDs		92	\$11.36	\$772,5
Video Game Hardware/Accessorie	es	106	\$31.60	\$2,149,6
Video Game Software		112	\$16.72	\$1,137,1
Streaming/Downloaded Video		98	\$32.56	\$2,215,2
Rental of Video Cassettes and DV	Ds	94	\$12.07	\$820,8
Installation of Televisions		66	\$0.61	\$41,3
Audio (3)		84	\$78.61	\$5,347,5
Rental and Repair of TV/Radio/So	und Equipment	110	\$3.76	\$256,0
Pets		75	\$478.94	\$32,582,1
Toys/Games/Crafts/Hobbies (4)		89	\$102.60	\$6,979,9
Recreational Vehicles and Fees (5)		62	\$68.30	\$4,646,6
Sports/Recreation/Exercise Equipme	ent (6)	79	\$140.61	\$9,565,6
Photo Equipment and Supplies (7)		83	\$44.16	\$3,004,3
Reading (8)		82	\$91.87	\$6,249,6
Catered Affairs (9)		85	\$22.84	\$1,554,0
Food		88	\$7,496.55	\$509,990,6
Food at Home		88	\$4,399.18	\$299,276,1
Bakery and Cereal Products		88	\$578.95	\$39,386,1
Meats, Poultry, Fish, and Eggs		89	\$1,003.05	\$68,237,8
Dairy Products		87	\$448.45	
Fruits and Vegetables				\$30,508,2
		88	\$862.05	\$58,645,3
	(10)	~~	#1 FAC C7	#100 400 F
Snacks and Other Food at Home Food Away from Home	(10)	87 88	\$1,506.67 \$3,097.38	\$102,498,5 \$210,714,4

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

### Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 2 mile radius

Prepared by Esri

Latitude: 39.28970 Longitude: -76.61224

	Spending Potential Index	Average Amount Spent	Total					
Financial		•						
Value of Stocks/Bonds/Mutual Funds	68	\$3,441.03	\$234,093,400					
Value of Retirement Plans	66	\$15,361.69	\$1,045,055,462					
Value of Other Financial Assets	75	\$1,057.85	\$71,965,611					
Vehicle Loan Amount excluding Interest	81	\$2,264.23	\$154,035,650					
Value of Credit Card Debt	81	\$478.07	\$32,523,007					
Health								
Nonprescription Drugs	81	\$108.55	\$7,384,894					
Prescription Drugs	77	\$277.51	\$18,879,275					
Eyeglasses and Contact Lenses	77	\$71.57	\$4,868,787					
Home								
Mortgage Payment and Basics (11)	61	\$5,291.55	\$359,983,858					
Maintenance and Remodeling Services	60	\$1,233.51	\$83,915,558					
Maintenance and Remodeling Materials (12)	59	\$290.31	\$19,750,098					
Utilities, Fuel, and Public Services	84	\$4,186.97	\$284,839,307					
Household Furnishings and Equipment								
Household Textiles (13)	87	\$85.86	\$5,840,721					
Furniture	87	\$531.83	\$36,180,470					
Rugs	85	\$20.97	\$1,426,791					
Major Appliances (14)	74	\$256.85	\$17,473,399					
Housewares (15)	81	\$84.25	\$5,731,384					
Small Appliances	90	\$44.19	\$3,006,283					
Luggage	85	\$11.68	\$794,666					
Telephones and Accessories	83	\$58.35	\$3,969,842					
Household Operations								
Child Care	88	\$450.38	\$30,639,674					
Lawn and Garden (16)	66	\$284.56	\$19,358,544					
Moving/Storage/Freight Express	103	\$66.72	\$4,538,869					
Housekeeping Supplies (17)	83	\$596.15	\$40,556,309					
Insurance								
Owners and Renters Insurance	66	\$372.61	\$25,348,860					
Vehicle Insurance	85	\$1,067.47	\$72,619,810					
Life/Other Insurance	68	\$282.20	\$19,198,174					
Health Insurance	78	\$2,946.12	\$200,424,850					
Personal Care Products (18)	87	\$421.09	\$28,647,044					
School Books and Supplies (19)	91	\$135.77	\$9,236,119					
Smoking Products	100	\$416.40	\$28,327,921					
Transportation								
Payments on Vehicles excluding Leases	82	\$1,952.47	\$132,826,747					
Gasoline and Motor Oil	85	\$2,032.43	\$138,266,521					
Vehicle Maintenance and Repairs	83	\$888.30	\$60,430,809					
Travel								
Airline Fares	82	\$430.56	\$29,290,675					
Lodging on Trips	75	\$426.83	\$29,037,316					
Auto/Truck Rental on Trips	78	\$21.47	\$1,460,579					
Food and Drink on Trips	78	\$403.80	\$27,470,614					

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## Datastory Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202 Ring: 2 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

## Datastory Business Summary

7 N Calvert St, Baltimore, Maryland, 21202 Rings: 0.5, 1, 2 mile radii

#### Prepared by Esri

Latitude: 39.28970 Longitude: -76.61224

Data for all businesses in area		1 mile				2 miles							
Total Businesses:	<b>0.5 miles</b> 2,597				4,910				8,795				
Total Employees:	57,276				120,872				184,356				
Total Residential Population:	8,945			44,020				154,698					
Employee/Residential Population Ratio (per 100 Residents)	640			275				119					
	Businesses Employees		Businesses Employees			Businesses Employees							
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	-	
Agriculture & Mining	3	0.1%	96	0.2%	9	0.2%	159	0.1%	29	0.3%	369	0.2%	
Construction	48	1.8%	712	1.2%	97	2.0%	1,208	1.0%	239	2.7%	2,628	1.4%	
Manufacturing	45	1.7%	965	1.7%	98	2.0%	2,788	2.3%	201	2.3%	5,533	3.0%	
Transportation	50	1.9%	1,216	2.1%	75	1.5%	1,885	1.6%	168	1.9%	3,417	1.9%	
Communication	22	0.8%	107	0.2%	41	0.8%	239	0.2%	69	0.8%	397	0.2%	
Utility	13	0.5%	971	1.7%	16	0.3%	1,602	1.3%	23	0.3%	1,869	1.0%	
Wholesale Trade	33	1.3%	320	0.6%	64	1.3%	639	0.5%	153	1.7%	1,818	1.0%	
Retail Trade Summary	404	15.6%	4,976	8.7%	993	20.2%	11,132	9.2%	1,948	22.1%	21,273	11.5%	
Home Improvement	3	0.1%	37	0.1%	15	0.3%	253	0.2%	39	0.4%	539	0.3%	
General Merchandise Stores	12	0.5%	75	0.1%	18	0.4%	108	0.1%	42	0.5%	258	0.1%	
Food Stores	31	1.2%	130	0.2%	106	2.2%	1,353	1.1%	264	3.0%	3,112	1.7%	
Auto Dealers, Gas Stations, Auto Aftermarket	6	0.2%	30	0.1%	22	0.4%	102	0.1%	68	0.8%	334	0.2%	
Apparel & Accessory Stores	41	1.6%	393	0.7%	82	1.7%	731	0.6%	116	1.3%	3,741	2.0%	
Furniture & Home Furnishings	14	0.5%	129	0.2%	31	0.6%	336	0.3%	61	0.7%	535	0.3%	
Eating & Drinking Places	202	7.8%	3,502	6.1%	517	10.5%	6,996	5.8%	977	11.1%	10,589	5.7%	
Miscellaneous Retail	96	3.7%	680	1.2%	202	4.1%	1,253	1.0%	382	4.3%	2,166	1.2%	
Finance, Insurance, Real Estate Summary	351	13.5%	6,729	11.7%	608	12.4%	11,657	9.6%	924	10.5%	14,323	7.8%	
Banks, Savings & Lending Institutions	62	2.4%	2,604	4.5%	104	2.1%	4,257	3.5%	157	1.8%	4,642	2.5%	
Securities Brokers	71	2.7%	1,072	1.9%	105	2.1%	2,497	2.1%	131	1.5%	2,777	1.5%	
Insurance Carriers & Agents	47	1.8%	1,241	2.2%	76	1.5%	1,770	1.5%	113	1.3%	2,421	1.3%	
Real Estate, Holding, Other Investment Offices	171	6.6%	1,812	3.2%	322	6.6%	3,132	2.6%	523	5.9%	4,483	2.4%	
Services Summary	1,242	47.8%	28,845	50.4%	2,254	45.9%	68,291	56.5%	4,050	46.0%	106,064	57.5%	
Hotels & Lodging	38	1.5%	3,196	5.6%	65	1.3%	4,765	3.9%	79	0.9%	4,972	2.7%	
Automotive Services	67	2.6%	561	1.0%	114	2.3%	1,111	0.9%	193	2.2%	1,738	0.9%	
Motion Pictures & Amusements	53	2.0%	700	1.2%	100	2.0%	1,308	1.1%	194	2.2%	2,089	1.1%	
Health Services	120	4.6%	6,328	11.0%	296	6.0%	24,441	20.2%	503	5.7%	41,815	22.7%	
Legal Services	352	13.6%	6,513	11.4%	425	8.7%	7,252	6.0%	493	5.6%	7,585	4.1%	
Education Institutions & Libraries	45	1.7%	2,178	3.8%	136	2.8%	11,937	9.9%	286	3.3%	17,335	9.4%	
Other Services	566	21.8%	9,368	16.4%	1,117	22.7%	17,476	14.5%	2,302	26.2%	30,529	16.6%	
Government	191	7.4%	11,840	20.7%	287	5.8%	20,618	17.1%	355	4.0%	25,639	13.9%	
Unclassified Establishments	193	7.4%	498	0.9%	367	7.5%	654	0.5%	636	7.2%	1,025	0.6%	
Totals	2,597	100.0%	57,276	100.0%	4,910	100.0%	120,872	100.0%	8,795	100.0%	184,356	100.0%	

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

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

## Datastory Business Summary

7 N Calvert St, Baltimore, Maryland, 21202 Rings: 0.5, 1, 2 mile radii

#### Prepared by Esri

Latitude: 39.28970

Longitude: -76.61224

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Perce
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.0%	9	0.0%	4	0.0%	64	0.0
Mining	0	0.0%	3	0.0%	2	0.0%	16	0.0%	2	0.0%	16	0.0
Utilities	12	0.5%	969	1.7%	15	0.3%	1,600	1.3%	17	0.2%	1,679	0.9
Construction	62	2.4%	914	1.6%	123	2.5%	1,510	1.2%	288	3.3%	3,129	1.7
Manufacturing	28	1.1%	526	0.9%	72	1.5%	1,620	1.3%	170	1.9%	4,566	2.5
Wholesale Trade	30	1.2%	310	0.5%	58	1.2%	624	0.5%	144	1.6%	1,792	1.0
Retail Trade	201	7.7%	1,450	2.5%	459	9.3%	3,344	2.8%	937	10.7%	9,366	5.1
Motor Vehicle & Parts Dealers	4	0.2%	26	0.0%	14	0.3%	68	0.1%	44	0.5%	230	0.1
Furniture & Home Furnishings Stores	3	0.1%	65	0.1%	12	0.2%	219	0.2%	29	0.3%	364	0.2
Electronics & Appliance Stores	10	0.4%	51	0.1%	17	0.3%	97	0.1%	31	0.4%	147	0.1
Bldg Material & Garden Equipment & Supplies Dealers	3	0.1%	37	0.1%	15	0.3%	253	0.2%	39	0.4%	539	0.3
Food & Beverage Stores	30	1.2%	130	0.2%	105	2.1%	634	0.5%	291	3.3%	1,980	1.1
Health & Personal Care Stores	30	1.2%	192	0.3%	55	1.1%	359	0.3%	93	1.1%	599	0.3
Gasoline Stations	1	0.0%	4	0.0%	8	0.2%	34	0.0%	24	0.3%	104	0.1
Clothing & Clothing Accessories Stores	58	2.2%	515	0.9%	102	2.1%	865	0.7%	140	1.6%	3,887	2.19
Sport Goods, Hobby, Book, & Music Stores	8	0.3%	101	0.2%	23	0.5%	162	0.1%	43	0.5%	351	0.2
General Merchandise Stores	12	0.5%	75	0.1%	18	0.4%	108	0.1%	42	0.5%	258	0.1
Miscellaneous Store Retailers	35	1.3%	193	0.3%	79	1.6%	354	0.3%	143	1.6%	691	0.4
Nonstore Retailers	5	0.2%	61	0.1%	10	0.2%	189	0.2%	16	0.2%	216	0.1
Transportation & Warehousing	36	1.4%	1,001	1.7%	49	1.0%	1,562	1.3%	118	1.3%	2,890	1.6
Information	87	3.4%	1,449	2.5%	161	3.3%	4,003	3.3%	250	2.8%	5,314	2.9
Finance & Insurance	193	7.4%	5,082	8.9%	304	6.2%	8,814	7.3%	428	4.9%	10,160	5.5
Central Bank/Credit Intermediation & Related Activities	59	2.3%	2,502	4.4%	100	2.0%	4,144	3.4%	160	1.8%	4,556	2.5
Securities, Commodity Contracts & Other Financial	83	3.2%	1,323	2.3%	123	2.5%	2,883	2.4%	151	1.7%	3,167	1.7
Insurance Carriers & Related Activities; Funds, Trusts &	51	2.0%	1,256	2.2%	80	1.6%	1,786	1.5%	117	1.3%	2,437	1.3
Real Estate, Rental & Leasing	159	6.1%	1,462	2.6%	303	6.2%	2,670	2.2%	513	5.8%	4,070	2.2
Professional, Scientific & Tech Services	563	21.7%	10,697	18.7%	813	16.6%	13,954	11.5%	1,166	13.3%	19,098	10.4
Legal Services	363	14.0%	6,573	11.5%	440	9.0%	7,331	6.1%	513	5.8%	7,706	4.2
Management of Companies & Enterprises	4	0.2%	62	0.1%	6	0.1%	82	0.1%	14	0.2%	160	0.1
Administrative & Support & Waste Management & Remediation	114	4.4%	1,666	2.9%	164	3.3%	2,714	2.2%	282	3.2%	3,858	2.1
Educational Services	38	1.5%	1,860	3.2%	125	2.5%	11,488	9.5%	272	3.1%	16,758	9.1
Health Care & Social Assistance	167	6.4%	6,980	12.2%	391	8.0%	25,671	21.2%	738	8.4%	44,819	24.3
Arts, Entertainment & Recreation	52	2.0%	1,516	2.6%	119	2.4%	2,617	2.2%	228	2.6%	4,273	2.3
Accommodation & Food Services	241	9.3%	6,705	11.7%	585	11.9%	11,792	9.8%	1,065	12.1%	15,641	8.5
Accommodation	38	1.5%	3,196	5.6%	65	1.3%	4,765	3.9%	79	0.9%	4,972	2.7
Food Services & Drinking Places	203	7.8%	3,508	6.1%	520	10.6%	7,027	5.8%	986	11.2%	10,669	5.8
Other Services (except Public Administration)	203	8.5%	2,117	3.7%	520	10.2%	5,335	4.4%	1,167	13.3%	9,863	5.3
Automotive Repair & Maintenance	6	0.2%	34	0.1%	21	0.4%	101	0.1%	68	0.8%	371	0.2
Public Administration	193	7.4%	12,009	21.0%	21	5.9%	20,794	17.2%	357	4.1%	25,815	14.0
	193	7.470	12,009	21.0 %	209	5.570	20,794	1/.2/0	227	4.170	25,015	14.0
Unclassified Establishments	193	7.4%	498	0.9%	367	7.5%	654	0.5%	636	7.2%	1,025	0.6
					207				100		_,	110
Total	2,597	100.0%	57,276	100.0%	4,910	100.0%	120,872	100.0%	8,795	100.0%	184,356	100.0
Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esr	i Total Residen	itial Population		2018.							-	

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