

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	27,959	121,325	243,321
2020 Total Population	25,680	112,428	227,858
2020 Group Quarters	815	5,136	6,658
2023 Total Population	26,713	111,740	224,515
2023 Group Quarters	816	5,135	6,659
2028 Total Population	26,618	111,928	223,844
2023-2028 Annual Rate	-0.07%	0.03%	-0.06%
2023 Total Daytime Population	71,303	223,273	363,149
Workers	57,288	169,039	249,077
Residents	14,015	54,234	114,072
Household Summary			
2010 Households	11,732	51,275	100,930
2010 Average Household Size	2.30	2.17	2.29
2020 Total Households	11,874	54,098	104,720
2020 Average Household Size	2.09	1.98	2.11
2023 Households	12,159	53,926	103,942
2023 Average Household Size	2.13	1.98	2.10
2028 Households	12,340	54,986	105,452
2028 Average Household Size	2.09	1.94	2.06
2023-2028 Annual Rate	0.30%	0.39%	0.29%
2010 Families	5,303	22,023	48,266
2010 Average Family Size	3.21	3.12	3.16
2023 Families	5,065	20,904	46,265
2023 Average Family Size	3.08	2.99	3.02
2028 Families	5,111	21,252	46,776
2028 Average Family Size	3.04	2.94	2.97
2023-2028 Annual Rate	0.18%	0.33%	0.22%
Housing Unit Summary			
2000 Housing Units	15,028	62,925	126,582
Owner Occupied Housing Units	25.6%	28.2%	32.7%
Renter Occupied Housing Units	51.6%	52.6%	48.8%
Vacant Housing Units	22.9%	19.2%	18.5%
2010 Housing Units	15,931	65,422	127,279
Owner Occupied Housing Units	21.0%	25.2%	29.6%
Renter Occupied Housing Units	52.6%	53.2%	49.7%
Vacant Housing Units	26.4%	21.6%	20.7%
2020 Housing Units	15,051	66,535	127,195
Owner Occupied Housing Units	19.1%	21.6%	26.6%
Renter Occupied Housing Units	59.8%	59.7%	55.8%
Vacant Housing Units	21.2%	18.6%	17.7%
2023 Housing Units	15,645	67,451	127,531
Owner Occupied Housing Units	22.4%	26.0%	31.2%
Renter Occupied Housing Units	55.4%	53.9%	50.3%
Vacant Housing Units	22.3%	20.1%	18.5%
2028 Housing Units	15,808	68,369	129,038
Owner Occupied Housing Units	23.0%	26.5%	31.8%
Renter Occupied Housing Units	55.0%	53.9%	50.0%
Vacant Housing Units	21.9%	19.6%	18.3%

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.

	1 mile	2 miles	3 miles
2023 Households by Income			
Household Income Base	12,159	53,920	103,936
<\$15,000	25.8%	22.4%	21.2%
\$15,000 - \$24,999	10.1%	9.4%	9.5%
\$25,000 - \$34,999	7.9%	7.1%	7.8%
\$35,000 - \$49,999	10.0%	9.3%	10.0%
\$50,000 - \$74,999	14.8%	16.1%	16.4%
\$75,000 - \$99,999	9.4%	10.4%	10.3%
\$100,000 - \$149,999	11.6%	11.3%	10.7%
\$150,000 - \$199,999	4.9%	5.6%	5.9%
\$200,000+	5.6%	8.3%	8.2%
Average Household Income	\$73,114	\$86,525	\$86,555
2028 Households by Income			
Household Income Base	12,340	54,980	105,446
<\$15,000	24.9%	21.6%	20.5%
\$15,000 - \$24,999	8.9%	8.4%	8.5%
\$25,000 - \$34,999	7.1%	6.5%	7.1%
\$35,000 - \$49,999	9.6%	8.8%	9.4%
\$50,000 - \$74,999	14.6%	15.6%	15.8%
\$75,000 - \$99,999	9.2%	10.1%	10.1%
\$100,000 - \$149,999	12.4%	11.8%	11.3%
\$150,000 - \$199,999	6.0%	6.8%	7.2%
\$200,000+	7.2%	10.5%	10.1%
Average Household Income	\$84,233	\$100,014	\$98,922
2023 Owner Occupied Housing Units by Value			
Total	3,480	17,544	39,798
<\$50,000	9.9%	11.9%	11.5%
\$50,000 - \$99,999	9.4%	12.2%	12.9%
\$100,000 - \$149,999	5.0%	4.3%	5.8%
\$150,000 - \$199,999	11.1%	8.1%	9.8%
\$200,000 - \$249,999	13.4%	8.3%	10.3%
\$250,000 - \$299,999	10.1%	6.8%	6.8%
\$300,000 - \$399,999	24.0%	22.0%	20.7%
\$400,000 - \$499,999	7.0%	10.1%	8.9%
\$500,000 - \$749,999	6.1%	11.9%	9.3%
\$750,000 - \$999,999	2.3%	2.7%	2.4%
\$1,000,000 - \$1,499,999	1.4%	1.6%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.2%
Average Home Value	\$289,760	\$311,768	\$290,321
2028 Owner Occupied Housing Units by Value			
Total	3,622	18,098	40,958
<\$50,000	10.0%	12.3%	12.0%
\$50,000 - \$99,999	6.3%	8.9%	10.0%
\$100,000 - \$149,999	3.2%	3.4%	4.3%
\$150,000 - \$199,999	7.0%	5.5%	6.7%
\$200,000 - \$249,999	10.1%	6.3%	8.2%
\$250,000 - \$299,999	9.1%	6.3%	6.5%
\$300,000 - \$399,999	31.2%	23.6%	23.1%
\$400,000 - \$499,999	8.8%	12.0%	11.3%
\$500,000 - \$749,999	8.7%	16.2%	12.7%
\$750,000 - \$999,999	3.3%	3.4%	3.3%
\$1,000,000 - \$1,499,999	2.2%	2.1%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.2%
Average Home Value	\$335,008	\$351,274	\$329,662

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

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

	1 mile	2 miles	3 miles
Median Household Income			
2023	\$43,361	\$51,921	\$51,709
2028	\$48,880	\$55,916	\$55,380
Median Home Value			
2023	\$256,037	\$288,171	\$247,811
2028	\$314,235	\$331,524	\$310,023
Per Capita Income			
2023	\$33,845	\$41,932	\$40,144
2028	\$39,724	\$49,292	\$46,668
Median Age			
2010	31.5	32.6	33.3
2020	33.0	33.6	34.1
2023	33.8	34.5	35.5
2028	34.9	35.8	36.7
2020 Population by Age			
Total	25,680	112,428	227,858
0 - 4	5.1%	4.7%	5.2%
5 - 9	5.2%	4.6%	5.1%
10 - 14	5.1%	4.5%	5.0%
15 - 24	13.9%	13.8%	13.0%
25 - 34	25.0%	25.7%	23.7%
35 - 44	13.8%	13.5%	13.5%
45 - 54	10.1%	10.0%	10.1%
55 - 64	11.6%	11.6%	12.0%
65 - 74	6.7%	7.5%	7.8%
75 - 84	2.6%	3.0%	3.2%
85 +	0.8%	1.1%	1.3%
18 +	81.6%	83.7%	81.9%
2023 Population by Age			
Total	26,714	111,741	224,515
0 - 4	5.7%	5.1%	5.5%
5 - 9	5.5%	4.7%	5.2%
10 - 14	5.0%	4.4%	5.1%
15 - 24	14.8%	13.7%	13.1%
25 - 34	21.5%	23.1%	20.3%
35 - 44	12.8%	13.3%	13.4%
45 - 54	10.4%	10.1%	10.6%
55 - 64	11.2%	11.1%	11.7%
65 - 74	8.2%	8.9%	9.0%
75 - 84	3.7%	4.2%	4.4%
85 +	1.2%	1.4%	1.6%
18 +	80.7%	83.2%	81.3%
2028 Population by Age			
Total	26,618	111,928	223,845
0 - 4	5.9%	5.2%	5.6%
5 - 9	5.2%	4.5%	5.0%
10 - 14	4.8%	4.2%	4.9%
15 - 24	15.1%	13.9%	13.3%
25 - 34	19.3%	20.9%	18.5%
35 - 44	14.3%	14.6%	14.5%
45 - 54	10.2%	10.2%	10.7%
55 - 64	10.4%	10.1%	10.6%
65 - 74	8.8%	9.4%	9.6%
75 - 84	4.7%	5.3%	5.5%
85 +	1.4%	1.6%	1.8%
18 +	81.0%	83.5%	81.6%
2020 Population by Sex			

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

	1 mile	2 miles	3 miles
Males	12,298	54,962	108,995
Females	13,382	57,466	118,863
2023 Population by Sex			
Males	12,914	54,795	107,998
Females	13,799	56,945	116,517
2028 Population by Sex			
Males	12,808	54,791	107,419
Females	13,810	57,138	116,426
2010 Population by Race/Ethnicity			
Total	27,959	121,327	243,322
White Alone	29.6%	32.0%	28.4%
Black Alone	61.7%	61.3%	65.2%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	4.2%	3.2%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.1%	1.5%
Two or More Races	2.5%	2.1%	2.0%
Hispanic Origin	3.5%	3.1%	3.6%
Diversity Index	56.1	54.9	52.8
2020 Population by Race/Ethnicity			
Total	25,680	112,428	227,858
White Alone	26.4%	32.4%	29.4%
Black Alone	58.7%	53.4%	56.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.2%	5.1%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	3.1%	3.7%
Two or More Races	5.9%	5.8%	5.7%
Hispanic Origin	6.2%	6.0%	6.8%
Diversity Index	62.8	64.9	63.9
2023 Population by Race/Ethnicity			
Total	26,712	111,740	224,514
White Alone	24.2%	30.8%	28.1%
Black Alone	60.6%	54.4%	57.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.4%	5.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	3.2%	3.9%
Two or More Races	5.9%	5.9%	5.8%
Hispanic Origin	6.4%	6.4%	7.2%
Diversity Index	61.9	64.9	64.0
2028 Population by Race/Ethnicity			
Total	26,618	111,928	223,843
White Alone	22.1%	29.3%	26.5%
Black Alone	61.2%	54.4%	57.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	5.8%	5.7%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	3.7%	4.5%
Two or More Races	6.4%	6.5%	6.4%
Hispanic Origin	7.3%	7.3%	8.2%
Diversity Index	62.6	66.2	65.3

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

	1 mile	2 miles	3 miles
2020 Population by Relationship and Household Type			
Total	25,680	112,428	227,858
In Households	96.8%	95.4%	97.1%
Householder	46.9%	48.1%	45.9%
Opposite-Sex Spouse	6.6%	7.6%	7.9%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.1%	4.1%	4.0%
Same-Sex Unmarried Partner	0.4%	0.5%	0.4%
Biological Child	21.2%	19.3%	21.6%
Adopted Child	0.3%	0.2%	0.3%
Stepchild	0.6%	0.5%	0.6%
Grandchild	2.9%	2.8%	3.5%
Brother or Sister	2.1%	1.7%	1.9%
Parent	1.1%	0.9%	1.1%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	2.0%	1.7%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	7.9%	7.2%	7.1%
In Group Quarters	3.2%	4.6%	2.9%
Institutionalized	0.4%	2.5%	1.5%
Noninstitutionalized	2.7%	2.1%	1.4%
2023 Population 25+ by Educational Attainment			
Total	18,432	80,526	159,505
Less than 9th Grade	4.1%	3.4%	3.5%
9th - 12th Grade, No Diploma	12.5%	10.8%	10.0%
High School Graduate	20.3%	19.7%	22.9%
GED/Alternative Credential	6.3%	6.1%	5.7%
Some College, No Degree	16.7%	15.4%	15.7%
Associate Degree	3.9%	4.0%	4.7%
Bachelor's Degree	19.5%	20.3%	19.6%
Graduate/Professional Degree	16.7%	20.3%	17.8%
2023 Population 15+ by Marital Status			
Total	22,381	95,834	189,005
Never Married	63.0%	59.2%	57.6%
Married	21.4%	26.2%	27.1%
Widowed	5.1%	4.5%	5.3%
Divorced	10.5%	10.1%	9.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,688	59,357	116,968
Population 16+ Employed	94.5%	94.2%	93.9%
Population 16+ Unemployment rate	5.5%	5.8%	6.1%
Population 16-24 Employed	13.2%	13.0%	13.4%
Population 16-24 Unemployment rate	9.9%	13.2%	12.9%
Population 25-54 Employed	69.6%	69.4%	67.9%
Population 25-54 Unemployment rate	5.0%	3.9%	4.6%
Population 55-64 Employed	13.1%	12.0%	12.7%
Population 55-64 Unemployment rate	4.4%	6.2%	5.9%
Population 65+ Employed	4.1%	5.7%	5.9%
Population 65+ Unemployment rate	0.9%	8.4%	7.8%

	1 mile	2 miles	3 miles
2023 Employed Population 16+ by Industry			
Total	12,940	55,933	109,804
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	4.6%	4.2%	4.7%
Manufacturing	3.9%	4.7%	4.9%
Wholesale Trade	1.6%	1.5%	1.3%
Retail Trade	7.7%	7.0%	7.5%
Transportation/Utilities	8.4%	7.0%	6.7%
Information	1.2%	2.0%	2.0%
Finance/Insurance/Real Estate	6.0%	5.9%	6.2%
Services	61.0%	60.6%	58.9%
Public Administration	5.4%	7.0%	7.4%
2023 Employed Population 16+ by Occupation			
Total	12,938	55,932	109,807
White Collar	70.9%	72.2%	69.4%
Management/Business/Financial	18.1%	21.1%	20.0%
Professional	36.4%	36.0%	33.6%
Sales	5.5%	5.6%	6.0%
Administrative Support	11.0%	9.6%	9.7%
Services	15.4%	14.9%	16.6%
Blue Collar	13.7%	12.9%	14.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.0%	1.9%	2.3%
Installation/Maintenance/Repair	1.1%	1.2%	1.3%
Production	2.4%	2.7%	2.6%
Transportation/Material Moving	8.0%	7.0%	7.7%
2020 Households by Type			
Total	11,874	54,098	104,720
Married Couple Households	14.9%	16.5%	18.1%
With Own Children <18	4.7%	4.8%	5.6%
Without Own Children <18	10.3%	11.8%	12.5%
Cohabiting Couple Households	9.6%	9.5%	9.6%
With Own Children <18	2.5%	1.8%	2.0%
Without Own Children <18	7.2%	7.7%	7.5%
Male Householder, No Spouse/Partner	31.7%	31.1%	29.0%
Living Alone	23.3%	23.3%	20.9%
65 Years and over	4.4%	4.9%	4.6%
With Own Children <18	1.4%	1.2%	1.4%
Without Own Children <18, With Relatives	3.0%	2.7%	3.1%
No Relatives Present	4.0%	3.8%	3.6%
Female Householder, No Spouse/Partner	43.7%	42.8%	43.4%
Living Alone	22.0%	23.8%	22.0%
65 Years and over	5.7%	6.2%	6.4%
With Own Children <18	9.2%	7.5%	8.2%
Without Own Children <18, With Relatives	9.1%	8.0%	9.7%
No Relatives Present	3.3%	3.5%	3.4%
2020 Households by Size			
Total	11,874	54,098	104,720
1 Person Household	45.3%	47.2%	43.0%
2 Person Household	27.7%	28.7%	29.2%
3 Person Household	12.8%	11.5%	13.2%
4 Person Household	7.0%	6.6%	7.6%
5 Person Household	4.0%	3.3%	3.7%
6 Person Household	1.7%	1.6%	1.9%
7 + Person Household	1.4%	1.2%	1.4%

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

1111 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28244
Longitude: -76.63272

	1 mile	2 miles	3 miles
2020 Households by Tenure and Mortgage Status			
Total	11,874	54,098	104,720
Owner Occupied	24.2%	26.6%	32.2%
Owned with a Mortgage/Loan	18.0%	19.2%	23.5%
Owned Free and Clear	6.2%	7.4%	8.8%
Renter Occupied	75.8%	73.4%	67.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	67	78
Percent of Income for Mortgage	35.5%	33.4%	28.8%
Wealth Index	42	56	58
2020 Housing Units By Urban/ Rural Status			
Total	15,051	66,535	127,195
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	25,680	112,428	227,858
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.

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

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	City Commons (11E)	Metro Renters (3B)	Metro Renters (3B)
2.	Metro Renters (3B)	City Commons (11E)	Modest Income Homes (12D)
3.	Emerald City (8B)	Modest Income Homes (12D)	City Commons (11E)
2023 Consumer Spending			
Apparel & Services: Total \$	\$20,284,660	\$105,352,576	\$202,521,950
Average Spent	\$1,668.28	\$1,953.65	\$1,948.41
Spending Potential Index	76	89	89
Education: Total \$	\$15,342,868	\$80,531,141	\$153,709,955
Average Spent	\$1,261.85	\$1,493.36	\$1,478.81
Spending Potential Index	70	83	82
Entertainment/Recreation: Total \$	\$30,518,285	\$159,319,291	\$308,357,002
Average Spent	\$2,509.93	\$2,954.41	\$2,966.63
Spending Potential Index	66	78	78
Food at Home: Total \$	\$60,408,489	\$311,709,550	\$604,147,158
Average Spent	\$4,968.21	\$5,780.32	\$5,812.35
Spending Potential Index	73	85	85
Food Away from Home: Total \$	\$33,094,631	\$173,314,859	\$331,426,970
Average Spent	\$2,721.82	\$3,213.94	\$3,188.58
Spending Potential Index	73	86	86
Health Care: Total \$	\$58,662,170	\$305,427,279	\$599,167,209
Average Spent	\$4,824.59	\$5,663.82	\$5,764.44
Spending Potential Index	66	77	78
HH Furnishings & Equipment: Total \$	\$24,661,909	\$129,165,656	\$249,080,685
Average Spent	\$2,028.28	\$2,395.24	\$2,396.34
Spending Potential Index	69	81	81
Personal Care Products & Services: Total \$	\$8,381,628	\$43,730,958	\$84,000,421
Average Spent	\$689.34	\$810.94	\$808.15
Spending Potential Index	72	85	85
Shelter: Total \$	\$217,526,272	\$1,134,856,436	\$2,180,125,948
Average Spent	\$17,890.14	\$21,044.70	\$20,974.45
Spending Potential Index	72	85	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,853,680	\$119,119,113	\$233,547,151
Average Spent	\$1,879.57	\$2,208.94	\$2,246.90
Spending Potential Index	60	71	72
Travel: Total \$	\$17,848,553	\$94,143,068	\$180,874,754
Average Spent	\$1,467.93	\$1,745.78	\$1,740.15
Spending Potential Index	65	78	77
Vehicle Maintenance & Repairs: Total \$	\$11,198,940	\$57,836,871	\$111,767,798
Average Spent	\$921.04	\$1,072.52	\$1,075.29
Spending Potential Index	70	82	82

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.



Health and Beauty Market Potential

1111 Washington Blvd, Baltimore, Maryland, 21230
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.28244
 Longitude: -76.63272

Demographic Summary		2023	2028	
Population		26,713	26,618	
Population 18+		21,547	21,568	
Households		12,159	12,340	
Median Household Income		\$43,361	\$48,880	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk		5,460	25.3%	101
Typically Spend 4-6 Hrs Exercising/Wk		4,524	21.0%	95
Typically Spend 7+ Hrs Exercising/Wk		5,162	24.0%	99
Exercise at Home 2+ Times/Wk		10,433	48.4%	98
Exercise at Club 2+ Times/Wk		2,621	12.2%	104
Exercise at Oth Facility (Not Club) 2+ Times/Wk		1,887	8.8%	113
Member of LA Fitness Club/Gym		542	2.5%	149
Member of Planet Fitness Club/Gym		1,132	5.3%	119
Member of YMCA Fitness Club/Gym		746	3.5%	124
Own Elliptical		876	4.1%	75
Own Stationary Bicycle		1,754	8.1%	76
Own Treadmill		1,956	9.1%	77
Own Weight Lifting Equipment		3,832	17.8%	93
Control Diet for Blood Sugar Level		2,639	12.2%	101
Control Diet for Cholesterol Level		2,590	12.0%	93
Control Diet for Food Allergies		619	2.9%	124
Control Diet to Maintain Weight		2,059	9.6%	83
Control Diet for Physical Fitness		3,196	14.8%	104
Control Diet for Salt Restriction		1,055	4.9%	117
Control Diet for Weight Loss		4,891	22.7%	108
Use Doctor's Care/Diet for Diet Method		1,092	5.1%	116
Use Exercise Program for Diet Method		2,391	11.1%	111
Buy Foods Specifically Labeled: Fat-Free		1,905	8.8%	96
Buy Foods Specifically Labeled: Gluten-Free		1,442	6.7%	119
Buy Foods Specifically Labeled: High Fiber		1,966	9.1%	115
Buy Foods Specifically Labeled: High Protein		2,216	10.3%	104
Buy Foods Specifically Labeled: Hormone-Free		681	3.2%	95
Buy Foods Specifically Labeled: Lactose-Free		1,556	7.2%	130
Buy Foods Specifically Labeled: Low-Calorie		1,631	7.6%	101
Buy Foods Specifically Labeled: Low-Carb		2,004	9.3%	91
Buy Foods Specifically Labeled: Low-Cholesterol		1,164	5.4%	104
Buy Foods Specifically Labeled: Low-Fat		1,802	8.4%	91
Buy Foods Specifically Labeled: Low-Sodium		3,046	14.1%	110
Buy Foods Specifically Labeled: Natural/Organic		3,830	17.8%	103
Buy Foods Specifically Labeled: Probiotic		1,133	5.3%	110
Buy Foods Specifically Labeled: Sugar-Free		2,742	12.7%	99
Consider Self to Be Semi-Vegetarian		1,983	9.2%	108
Used Meal/Dietary/Weight Loss Supplement/6 Mo		2,532	11.8%	117
Used Vitamins or Dietary Supplements/6 Mo		13,315	61.8%	93
Provide Services as Primary Caregiver/Caretaker		1,316	6.1%	101
Assist w/Chores as Caregiver/Caretaker		798	3.7%	94
Assist w/Personal Care as Caregiver/Caretaker		711	3.3%	109
Give Medication as Caregiver/Caretaker		569	2.6%	99
Make Doctor Appointments as Caregiver/Caretaker		752	3.5%	96
Provide Transportation as Caregiver/Caretaker		913	4.2%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	16,178	75.1%	94
Visited Doctor 1-2 Times/12 Mo	4,741	22.0%	98
Visited Doctor 3-5 Times/12 Mo	4,731	22.0%	95
Visited Doctor 6+ Times/12 Mo	6,706	31.1%	91
Visited Acupuncturist Doctor/12 Mo	372	1.7%	103
Visited Allergist Doctor/12 Mo	470	2.2%	106
Visited Cardiologist Doctor/12 Mo	1,438	6.7%	79
Visited Chiropractor/12 Mo	1,486	6.9%	82
Visited Dentist/12 Mo	8,051	37.4%	90
Visited Dermatologist Doctor/12 Mo	1,970	9.1%	79
Visited Ear or Nose or Throat Doctor/12 Mo	1,065	4.9%	109
Visited Eye Doctor/12 Mo	3,859	17.9%	83
Visited Gastroenterologist Doctor/12 Mo	968	4.5%	83
Visited General or Family Doctor/12 Mo	7,917	36.7%	86
Visited Internist Doctor/12 Mo	859	4.0%	75
Visited Physical Therapist Doctor/12 Mo	998	4.6%	83
Visited Podiatrist Doctor/12 Mo	667	3.1%	91
Visited Psychiatrist/Psychologist Doctor/12 Mo	1,155	5.4%	119
Visited Urologist Doctor/12 Mo	731	3.4%	73
Visited Nurse Practitioner/12 Mo	1,378	6.4%	88
Wear Regular/Sun/Tinted Prescription Eyeglasses	9,714	45.1%	97
Wear Bi-Focal/Multi-Focal/Progressive Glasses	3,449	16.0%	78
Wear Soft Contact Lenses	3,310	15.4%	104
Spent \$1-99 on Eyeglasses/12 Mo	828	3.8%	106
Spent \$100-199 on Eyeglasses/12 Mo	1,189	5.5%	101
Spent \$200-249 on Eyeglasses/12 Mo	700	3.2%	97
Spent \$250+ on Eyeglasses/12 Mo	2,176	10.1%	91
Spent \$1-199 on Contact Lenses/12 Mo	1,382	6.4%	111
Spent \$200+ on Contact Lenses/12 Mo	1,133	5.3%	95
Bought Prescrp Eyewear at Discount Optical Ctr	1,214	5.6%	82
Bought Prescrp Eyewear at Private Eye Doctor	4,801	22.3%	87
Bought Prescrp Eyewear at Retail Optical Chain	3,598	16.7%	110
Bought Prescrp Eyewear Online	1,406	6.5%	101
Used Acne Prescription Drug	746	3.5%	120
Used Allergy or Hay Fever Prescription Drug	1,266	5.9%	89
Used Anxiety or Panic Prescription Drug	1,830	8.5%	107
Used Arthritis/Osteoarthritis Prescription Drug	700	3.2%	92
Used Rheumatoid Arthritis Prescription Drug	498	2.3%	98
Used Asthma Prescription Drug	1,112	5.2%	107
Used Backache or Back Pain Prescription Drug	1,690	7.8%	106
Used Depression Prescription Drug	1,763	8.2%	111
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	1,230	5.7%	94
Used Heartburn or Acid Reflux Prescription Drug	1,232	5.7%	83
Used High Blood Pressure Prescription Drug	3,269	15.2%	96
Used High Cholesterol Prescription Drug	2,071	9.6%	82
Used Insomnia Prescription Drug	679	3.2%	123
Used Migraine Headache Prescription Drug	615	2.9%	95
Used Sinus Congestion/Headache Prescription Drug	602	2.8%	92
Used Urinary Tract Infection Prescription Drug	560	2.6%	78
Filled Prescription at Discount/Dept Store/12 Mo	717	3.3%	74
Filled Prescription at Drug Store/Pharmacy/12 Mo	7,179	33.3%	92
Filled Prescription at Supermarket/12 Mo	1,772	8.2%	78
Filled Prescription by Mail Order/12 Mo	1,746	8.1%	73
Filled Prescription Online/12 Mo	1,221	5.7%	77
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	1,530	7.1%	89
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	1,817	8.4%	82
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	1,572	7.3%	101
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	1,343	6.2%	82
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	1,421	6.6%	93
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	476	2.2%	68
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	598	2.8%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	9,398	43.6%	96
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	5,647	26.2%	116
Used Medicated Skin Cream/Lotion/Spray/6 Mo	6,083	28.2%	97
Used Non-Medicated Nasal Spray/6 Mo	2,310	10.7%	96
Used Pain Relieving Rub or Liquid or Patch/6 Mo	5,952	27.6%	100
Used Sleeping Aid or Snore Relief/6 Mo	3,073	14.3%	101
Used Sore Throat Remedy or Cough Drops/6 Mo	8,245	38.3%	106
Used Sunburn Remedy/12 Mo	2,006	9.3%	81
Used Suntan or Sunscreen Prod/12 Mo	6,986	32.4%	81
Used Toothache/Gum/Canker Sore Remedy/6 Mo	1,969	9.1%	125
HH Used Children`s Cold Tablets/Liquids/6 Mo	988	8.1%	102
HH Used Children`s Cough Syrup/6 Mo	855	7.0%	114
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	1,615	13.3%	90
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	1,361	11.2%	98
Used Body Wash or Shower Gel/6 Mo	14,833	68.8%	107
Used Breath Freshener/6 Mo	7,661	35.6%	108
Used Gum Breath Freshener/6 Mo	4,970	23.1%	117
Used Mints Breath Freshener/6 Mo	3,297	15.3%	105
Used Thin Film Breath Freshener/6 Mo	602	2.8%	124
Used Complexion Care Prod/6 Mo	11,517	53.5%	100
Used Denture Adhesive or Fixative/6 Mo	1,154	5.4%	138
Used Denture Cleaner/6 Mo	1,731	8.0%	108
Used Eyeliner/Eyebrow Pencil/6 Mo	4,978	23.1%	96
Used Facial Moisturizer/6 Mo	10,357	48.1%	98
Used Personal Foot Care Prod/6 Mo	4,274	19.8%	109
Used Hair Coloring Prod at Home/6 Mo	3,692	17.1%	102
Used Hair Conditioning Treatment at Home/6 Mo	6,617	30.7%	119
Used Hair Growth Prod/6 Mo	1,288	6.0%	148
Used Hair Spray at Home/6 Mo	4,166	19.3%	78
Used Hair Styling Gel/Lotion/Mousse/6 Mo	7,733	35.9%	101
Used Mouthwash/6 Mo	15,023	69.7%	106
Used Mouthwash 8+ Times/7 Days	4,209	19.5%	120
Used Sensitive Toothpaste/6 Mo	4,248	19.7%	98
Used Whitening Toothpaste/6 Mo	8,722	40.5%	103
Used Tooth Whitener (Not Toothpaste)/6 Mo	2,047	9.5%	102
Used Tooth Whitener (Gel)/6 Mo	498	2.3%	137
Used Tooth Whitener (Strips)/6 Mo	1,138	5.3%	101
Visited Day Spa/6 Mo	917	4.3%	110
Purchased Prod at Salon or Day Spa/6 Mo	655	3.0%	81
Used Prof Service for Haircut/6 Mo	10,951	50.8%	87
Used Prof Svc for Hair Color/Highlights/6 Mo	2,232	10.4%	74
Used Prof Service for Facial/6 Mo	587	2.7%	116
Used Prof Service for Massage/6 Mo	1,504	7.0%	108
Used Prof Service for Manicure/6 Mo	2,672	12.4%	121
Used Prof Service for Pedicure/6 Mo	3,261	15.1%	113
Spent \$1-99 at Barber Shop/6 Mo	2,940	13.6%	94
Spent \$100+ at Barber Shop/6 Mo	1,764	8.2%	101
Spent \$1-99 at Beauty Salon/6 Mo	2,242	10.4%	83
Spent \$100+ at Beauty Salon/6 Mo	3,254	15.1%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Demographic Summary		2023	2028
Population		111,740	111,928
Population 18+		92,977	93,509
Households		53,926	54,986
Median Household Income		\$51,921	\$55,916
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	23,043	24.8%	99
Typically Spend 4-6 Hrs Exercising/Wk	20,303	21.8%	99
Typically Spend 7+ Hrs Exercising/Wk	21,859	23.5%	97
Exercise at Home 2+ Times/Wk	44,748	48.1%	98
Exercise at Club 2+ Times/Wk	11,848	12.7%	109
Exercise at Oth Facility (Not Club) 2+ Times/Wk	8,198	8.8%	114
Member of LA Fitness Club/Gym	2,250	2.4%	144
Member of Planet Fitness Club/Gym	4,597	4.9%	112
Member of YMCA Fitness Club/Gym	3,284	3.5%	127
Own Elliptical	3,668	3.9%	73
Own Stationary Bicycle	7,502	8.1%	76
Own Treadmill	8,257	8.9%	75
Own Weight Lifting Equipment	16,694	18.0%	94
Control Diet for Blood Sugar Level	11,642	12.5%	103
Control Diet for Cholesterol Level	11,498	12.4%	96
Control Diet for Food Allergies	2,687	2.9%	124
Control Diet to Maintain Weight	9,842	10.6%	91
Control Diet for Physical Fitness	14,295	15.4%	107
Control Diet for Salt Restriction	4,226	4.5%	108
Control Diet for Weight Loss	19,960	21.5%	102
Use Doctor's Care/Diet for Diet Method	4,131	4.4%	102
Use Exercise Program for Diet Method	10,488	11.3%	113
Buy Foods Specifically Labeled: Fat-Free	8,172	8.8%	95
Buy Foods Specifically Labeled: Gluten-Free	6,039	6.5%	116
Buy Foods Specifically Labeled: High Fiber	8,495	9.1%	115
Buy Foods Specifically Labeled: High Protein	9,752	10.5%	106
Buy Foods Specifically Labeled: Hormone-Free	2,899	3.1%	94
Buy Foods Specifically Labeled: Lactose-Free	6,577	7.1%	127
Buy Foods Specifically Labeled: Low-Calorie	6,962	7.5%	100
Buy Foods Specifically Labeled: Low-Carb	8,415	9.1%	89
Buy Foods Specifically Labeled: Low-Cholesterol	5,224	5.6%	108
Buy Foods Specifically Labeled: Low-Fat	7,359	7.9%	86
Buy Foods Specifically Labeled: Low-Sodium	13,237	14.2%	111
Buy Foods Specifically Labeled: Natural/Organic	16,714	18.0%	104
Buy Foods Specifically Labeled: Probiotic	4,900	5.3%	110
Buy Foods Specifically Labeled: Sugar-Free	11,771	12.7%	99
Consider Self to Be Semi-Vegetarian	8,155	8.8%	103
Used Meal/Dietary/Weight Loss Supplement/6 Mo	10,448	11.2%	112
Used Vitamins or Dietary Supplements/6 Mo	56,906	61.2%	93
Provide Services as Primary Caregiver/Caretaker	5,576	6.0%	99
Assist w/Chores as Caregiver/Caretaker	3,328	3.6%	91
Assist w/Personal Care as Caregiver/Caretaker	2,958	3.2%	106
Give Medication as Caregiver/Caretaker	2,474	2.7%	100
Make Doctor Appointments as Caregiver/Caretaker	3,146	3.4%	93
Provide Transportation as Caregiver/Caretaker	3,862	4.2%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	69,082	74.3%	93
Visited Doctor 1-2 Times/12 Mo	20,521	22.1%	98
Visited Doctor 3-5 Times/12 Mo	20,614	22.2%	96
Visited Doctor 6+ Times/12 Mo	27,942	30.1%	88
Visited Acupuncturist Doctor/12 Mo	1,589	1.7%	102
Visited Allergist Doctor/12 Mo	2,245	2.4%	118
Visited Cardiologist Doctor/12 Mo	5,887	6.3%	75
Visited Chiropractor/12 Mo	6,325	6.8%	81
Visited Dentist/12 Mo	34,593	37.2%	90
Visited Dermatologist Doctor/12 Mo	8,631	9.3%	81
Visited Ear or Nose or Throat Doctor/12 Mo	4,312	4.6%	102
Visited Eye Doctor/12 Mo	16,657	17.9%	83
Visited Gastroenterologist Doctor/12 Mo	4,125	4.4%	82
Visited General or Family Doctor/12 Mo	33,891	36.5%	85
Visited Internist Doctor/12 Mo	4,143	4.5%	84
Visited Physical Therapist Doctor/12 Mo	4,341	4.7%	83
Visited Podiatrist Doctor/12 Mo	2,902	3.1%	91
Visited Psychiatrist/Psychologist Doctor/12 Mo	5,019	5.4%	120
Visited Urologist Doctor/12 Mo	3,027	3.3%	70
Visited Nurse Practitioner/12 Mo	5,450	5.9%	81
Wear Regular/Sun/Tinted Prescription Eyeglasses	42,017	45.2%	97
Wear Bi-Focal/Multi-Focal/Progressive Glasses	15,150	16.3%	79
Wear Soft Contact Lenses	14,667	15.8%	107
Spent \$1-99 on Eyeglasses/12 Mo	3,564	3.8%	106
Spent \$100-199 on Eyeglasses/12 Mo	5,252	5.6%	104
Spent \$200-249 on Eyeglasses/12 Mo	3,158	3.4%	102
Spent \$250+ on Eyeglasses/12 Mo	9,693	10.4%	94
Spent \$1-199 on Contact Lenses/12 Mo	5,926	6.4%	110
Spent \$200+ on Contact Lenses/12 Mo	5,221	5.6%	101
Bought Prescrp Eyewear at Discount Optical Ctr	5,123	5.5%	80
Bought Prescrp Eyewear at Private Eye Doctor	20,490	22.0%	86
Bought Prescrp Eyewear at Retail Optical Chain	15,947	17.2%	113
Bought Prescrp Eyewear Online	6,361	6.8%	106
Used Acne Prescription Drug	3,061	3.3%	114
Used Allergy or Hay Fever Prescription Drug	5,602	6.0%	91
Used Anxiety or Panic Prescription Drug	7,529	8.1%	102
Used Arthritis/Osteoarthritis Prescription Drug	2,856	3.1%	87
Used Rheumatoid Arthritis Prescription Drug	2,148	2.3%	98
Used Asthma Prescription Drug	4,445	4.8%	99
Used Backache or Back Pain Prescription Drug	6,911	7.4%	101
Used Depression Prescription Drug	6,676	7.2%	97
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	5,104	5.5%	90
Used Heartburn or Acid Reflux Prescription Drug	5,318	5.7%	83
Used High Blood Pressure Prescription Drug	13,749	14.8%	94
Used High Cholesterol Prescription Drug	8,636	9.3%	79
Used Insomnia Prescription Drug	2,663	2.9%	112
Used Migraine Headache Prescription Drug	2,559	2.8%	91
Used Sinus Congestion/Headache Prescription Drug	2,777	3.0%	98
Used Urinary Tract Infection Prescription Drug	2,257	2.4%	73
Filled Prescription at Discount/Dept Store/12 Mo	2,955	3.2%	71
Filled Prescription at Drug Store/Pharmacy/12 Mo	31,423	33.8%	94
Filled Prescription at Supermarket/12 Mo	7,235	7.8%	74
Filled Prescription by Mail Order/12 Mo	7,965	8.6%	77
Filled Prescription Online/12 Mo	5,473	5.9%	80
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	6,353	6.8%	86
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	7,902	8.5%	82
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	6,379	6.9%	95
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	5,999	6.5%	85
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	5,622	6.0%	85
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	2,039	2.2%	68
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	2,416	2.6%	76

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Health and Beauty Market Potential

1111 Washington Blvd, Baltimore, Maryland, 21230
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.28244
 Longitude: -76.63272

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	40,210	43.2%	96
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	22,870	24.6%	109
Used Medicated Skin Cream/Lotion/Spray/6 Mo	25,488	27.4%	94
Used Non-Medicated Nasal Spray/6 Mo	9,770	10.5%	94
Used Pain Relieving Rub or Liquid or Patch/6 Mo	25,476	27.4%	99
Used Sleeping Aid or Snore Relief/6 Mo	12,665	13.6%	97
Used Sore Throat Remedy or Cough Drops/6 Mo	33,709	36.3%	100
Used Sunburn Remedy/12 Mo	8,589	9.2%	80
Used Suntan or Sunscreen Prod/12 Mo	30,960	33.3%	84
Used Toothache/Gum/Canker Sore Remedy/6 Mo	7,978	8.6%	118
HH Used Children`s Cold Tablets/Liquids/6 Mo	3,613	6.7%	84
HH Used Children`s Cough Syrup/6 Mo	3,125	5.8%	94
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	5,935	11.0%	75
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	5,089	9.4%	82
Used Body Wash or Shower Gel/6 Mo	62,180	66.9%	104
Used Breath Freshener/6 Mo	31,746	34.1%	104
Used Gum Breath Freshener/6 Mo	20,304	21.8%	111
Used Mints Breath Freshener/6 Mo	14,014	15.1%	103
Used Thin Film Breath Freshener/6 Mo	2,575	2.8%	123
Used Complexion Care Prod/6 Mo	48,820	52.5%	99
Used Denture Adhesive or Fixative/6 Mo	5,250	5.6%	146
Used Denture Cleaner/6 Mo	7,743	8.3%	112
Used Eyeliner/Eyebrow Pencil/6 Mo	21,203	22.8%	94
Used Facial Moisturizer/6 Mo	44,079	47.4%	97
Used Personal Foot Care Prod/6 Mo	17,349	18.7%	102
Used Hair Coloring Prod at Home/6 Mo	15,124	16.3%	97
Used Hair Conditioning Treatment at Home/6 Mo	26,727	28.7%	112
Used Hair Growth Prod/6 Mo	5,012	5.4%	134
Used Hair Spray at Home/6 Mo	16,555	17.8%	72
Used Hair Styling Gel/Lotion/Mousse/6 Mo	31,687	34.1%	96
Used Mouthwash/6 Mo	62,560	67.3%	103
Used Mouthwash 8+ Times/7 Days	16,615	17.9%	110
Used Sensitive Toothpaste/6 Mo	17,706	19.0%	95
Used Whitening Toothpaste/6 Mo	36,246	39.0%	99
Used Tooth Whitener (Not Toothpaste)/6 Mo	8,371	9.0%	97
Used Tooth Whitener (Gel)/6 Mo	1,843	2.0%	117
Used Tooth Whitener (Strips)/6 Mo	4,815	5.2%	99
Visited Day Spa/6 Mo	3,889	4.2%	108
Purchased Prod at Salon or Day Spa/6 Mo	2,953	3.2%	85
Used Prof Service for Haircut/6 Mo	47,065	50.6%	87
Used Prof Svc for Hair Color/Highlights/6 Mo	9,878	10.6%	75
Used Prof Service for Facial/6 Mo	2,431	2.6%	111
Used Prof Service for Massage/6 Mo	6,273	6.7%	105
Used Prof Service for Manicure/6 Mo	10,955	11.8%	115
Used Prof Service for Pedicure/6 Mo	13,331	14.3%	107
Spent \$1-99 at Barber Shop/6 Mo	12,300	13.2%	91
Spent \$100+ at Barber Shop/6 Mo	8,183	8.8%	109
Spent \$1-99 at Beauty Salon/6 Mo	8,829	9.5%	75
Spent \$100+ at Beauty Salon/6 Mo	14,436	15.5%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Health and Beauty Market Potential

1111 Washington Blvd, Baltimore, Maryland, 21230
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.28244
 Longitude: -76.63272

Demographic Summary		2023	2028
Population		224,515	223,844
Population 18+		182,533	182,764
Households		103,942	105,452
Median Household Income		\$51,709	\$55,380
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	45,888	25.1%	100
Typically Spend 4-6 Hrs Exercising/Wk	38,917	21.3%	96
Typically Spend 7+ Hrs Exercising/Wk	43,153	23.6%	97
Exercise at Home 2+ Times/Wk	87,396	47.9%	97
Exercise at Club 2+ Times/Wk	22,378	12.3%	104
Exercise at Oth Facility (Not Club) 2+ Times/Wk	15,495	8.5%	110
Member of LA Fitness Club/Gym	4,385	2.4%	143
Member of Planet Fitness Club/Gym	9,695	5.3%	120
Member of YMCA Fitness Club/Gym	6,543	3.6%	129
Own Elliptical	7,038	3.9%	71
Own Stationary Bicycle	14,614	8.0%	75
Own Treadmill	16,328	8.9%	76
Own Weight Lifting Equipment	31,308	17.2%	90
Control Diet for Blood Sugar Level	24,160	13.2%	109
Control Diet for Cholesterol Level	23,711	13.0%	101
Control Diet for Food Allergies	5,159	2.8%	122
Control Diet to Maintain Weight	18,997	10.4%	90
Control Diet for Physical Fitness	27,259	14.9%	104
Control Diet for Salt Restriction	8,972	4.9%	117
Control Diet for Weight Loss	39,461	21.6%	103
Use Doctor's Care/Diet for Diet Method	8,285	4.5%	104
Use Exercise Program for Diet Method	19,904	10.9%	109
Buy Foods Specifically Labeled: Fat-Free	16,269	8.9%	97
Buy Foods Specifically Labeled: Gluten-Free	11,975	6.6%	117
Buy Foods Specifically Labeled: High Fiber	16,696	9.1%	115
Buy Foods Specifically Labeled: High Protein	18,559	10.2%	103
Buy Foods Specifically Labeled: Hormone-Free	5,604	3.1%	93
Buy Foods Specifically Labeled: Lactose-Free	13,087	7.2%	129
Buy Foods Specifically Labeled: Low-Calorie	13,450	7.4%	98
Buy Foods Specifically Labeled: Low-Carb	16,711	9.2%	90
Buy Foods Specifically Labeled: Low-Cholesterol	10,700	5.9%	113
Buy Foods Specifically Labeled: Low-Fat	14,140	7.7%	84
Buy Foods Specifically Labeled: Low-Sodium	26,939	14.8%	115
Buy Foods Specifically Labeled: Natural/Organic	31,758	17.4%	101
Buy Foods Specifically Labeled: Probiotic	9,605	5.3%	110
Buy Foods Specifically Labeled: Sugar-Free	23,138	12.7%	99
Consider Self to Be Semi-Vegetarian	15,702	8.6%	101
Used Meal/Dietary/Weight Loss Supplement/6 Mo	20,336	11.1%	111
Used Vitamins or Dietary Supplements/6 Mo	113,253	62.0%	94
Provide Services as Primary Caregiver/Caretaker	11,977	6.6%	108
Assist w/Chores as Caregiver/Caretaker	7,036	3.9%	98
Assist w/Personal Care as Caregiver/Caretaker	6,403	3.5%	116
Give Medication as Caregiver/Caretaker	5,408	3.0%	111
Make Doctor Appointments as Caregiver/Caretaker	6,718	3.7%	102
Provide Transportation as Caregiver/Caretaker	8,104	4.4%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	137,232	75.2%	94
Visited Doctor 1-2 Times/12 Mo	40,476	22.2%	99
Visited Doctor 3-5 Times/12 Mo	41,096	22.5%	97
Visited Doctor 6+ Times/12 Mo	55,646	30.5%	89
Visited Acupuncturist Doctor/12 Mo	2,990	1.6%	98
Visited Allergist Doctor/12 Mo	4,403	2.4%	117
Visited Cardiologist Doctor/12 Mo	12,289	6.7%	80
Visited Chiropractor/12 Mo	11,990	6.6%	78
Visited Dentist/12 Mo	67,701	37.1%	89
Visited Dermatologist Doctor/12 Mo	16,533	9.1%	79
Visited Ear or Nose or Throat Doctor/12 Mo	8,674	4.8%	104
Visited Eye Doctor/12 Mo	33,791	18.5%	86
Visited Gastroenterologist Doctor/12 Mo	8,190	4.5%	83
Visited General or Family Doctor/12 Mo	67,753	37.1%	87
Visited Internist Doctor/12 Mo	8,277	4.5%	85
Visited Physical Therapist Doctor/12 Mo	8,678	4.8%	85
Visited Podiatrist Doctor/12 Mo	5,972	3.3%	96
Visited Psychiatrist/Psychologist Doctor/12 Mo	9,603	5.3%	117
Visited Urologist Doctor/12 Mo	6,391	3.5%	75
Visited Nurse Practitioner/12 Mo	10,655	5.8%	81
Wear Regular/Sun/Tinted Prescription Eyeglasses	83,090	45.5%	98
Wear Bi-Focal/Multi-Focal/Progressive Glasses	31,006	17.0%	82
Wear Soft Contact Lenses	27,470	15.0%	102
Spent \$1-99 on Eyeglasses/12 Mo	7,025	3.8%	106
Spent \$100-199 on Eyeglasses/12 Mo	10,392	5.7%	105
Spent \$200-249 on Eyeglasses/12 Mo	6,358	3.5%	104
Spent \$250+ on Eyeglasses/12 Mo	19,247	10.5%	95
Spent \$1-199 on Contact Lenses/12 Mo	11,293	6.2%	107
Spent \$200+ on Contact Lenses/12 Mo	9,653	5.3%	95
Bought Prescrp Eyewear at Discount Optical Ctr	10,377	5.7%	83
Bought Prescrp Eyewear at Private Eye Doctor	40,206	22.0%	86
Bought Prescrp Eyewear at Retail Optical Chain	31,726	17.4%	115
Bought Prescrp Eyewear Online	12,029	6.6%	103
Used Acne Prescription Drug	5,973	3.3%	114
Used Allergy or Hay Fever Prescription Drug	11,040	6.0%	92
Used Anxiety or Panic Prescription Drug	14,455	7.9%	100
Used Arthritis/Osteoarthritis Prescription Drug	5,953	3.3%	92
Used Rheumatoid Arthritis Prescription Drug	4,589	2.5%	106
Used Asthma Prescription Drug	8,717	4.8%	99
Used Backache or Back Pain Prescription Drug	14,367	7.9%	106
Used Depression Prescription Drug	13,011	7.1%	97
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	10,944	6.0%	98
Used Heartburn or Acid Reflux Prescription Drug	10,948	6.0%	87
Used High Blood Pressure Prescription Drug	29,399	16.1%	102
Used High Cholesterol Prescription Drug	18,007	9.9%	84
Used Insomnia Prescription Drug	5,482	3.0%	117
Used Migraine Headache Prescription Drug	5,316	2.9%	97
Used Sinus Congestion/Headache Prescription Drug	5,680	3.1%	102
Used Urinary Tract Infection Prescription Drug	4,494	2.5%	74
Filled Prescription at Discount/Dept Store/12 Mo	5,850	3.2%	71
Filled Prescription at Drug Store/Pharmacy/12 Mo	62,485	34.2%	95
Filled Prescription at Supermarket/12 Mo	13,907	7.6%	72
Filled Prescription by Mail Order/12 Mo	16,048	8.8%	79
Filled Prescription Online/12 Mo	10,519	5.8%	78
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	12,432	6.8%	86
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	15,826	8.7%	84
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	12,700	7.0%	96
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	12,403	6.8%	89
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	11,486	6.3%	89
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	4,173	2.3%	71
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	5,078	2.8%	81

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	80,369	44.0%	97
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	46,682	25.6%	113
Used Medicated Skin Cream/Lotion/Spray/6 Mo	51,066	28.0%	96
Used Non-Medicated Nasal Spray/6 Mo	19,217	10.5%	95
Used Pain Relieving Rub or Liquid or Patch/6 Mo	51,796	28.4%	103
Used Sleeping Aid or Snore Relief/6 Mo	24,744	13.6%	96
Used Sore Throat Remedy or Cough Drops/6 Mo	67,810	37.1%	103
Used Sunburn Remedy/12 Mo	16,063	8.8%	76
Used Suntan or Sunscreen Prod/12 Mo	57,572	31.5%	79
Used Toothache/Gum/Canker Sore Remedy/6 Mo	16,563	9.1%	125
HH Used Children`s Cold Tablets/Liquids/6 Mo	7,555	7.3%	91
HH Used Children`s Cough Syrup/6 Mo	6,561	6.3%	102
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	12,244	11.8%	80
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	10,426	10.0%	87
Used Body Wash or Shower Gel/6 Mo	123,757	67.8%	106
Used Breath Freshener/6 Mo	64,092	35.1%	107
Used Gum Breath Freshener/6 Mo	40,761	22.3%	114
Used Mints Breath Freshener/6 Mo	28,768	15.8%	108
Used Thin Film Breath Freshener/6 Mo	5,139	2.8%	125
Used Complexion Care Prod/6 Mo	97,350	53.3%	100
Used Denture Adhesive or Fixative/6 Mo	11,197	6.1%	159
Used Denture Cleaner/6 Mo	16,468	9.0%	121
Used Eyeliner/Eyebrow Pencil/6 Mo	42,276	23.2%	96
Used Facial Moisturizer/6 Mo	87,281	47.8%	97
Used Personal Foot Care Prod/6 Mo	35,534	19.5%	107
Used Hair Coloring Prod at Home/6 Mo	30,968	17.0%	101
Used Hair Conditioning Treatment at Home/6 Mo	55,027	30.1%	117
Used Hair Growth Prod/6 Mo	9,837	5.4%	134
Used Hair Spray at Home/6 Mo	31,837	17.4%	71
Used Hair Styling Gel/Lotion/Mousse/6 Mo	62,515	34.2%	96
Used Mouthwash/6 Mo	126,141	69.1%	105
Used Mouthwash 8+ Times/7 Days	34,757	19.0%	117
Used Sensitive Toothpaste/6 Mo	34,568	18.9%	94
Used Whitening Toothpaste/6 Mo	70,275	38.5%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	15,871	8.7%	93
Used Tooth Whitener (Gel)/6 Mo	3,606	2.0%	117
Used Tooth Whitener (Strips)/6 Mo	8,984	4.9%	94
Visited Day Spa/6 Mo	7,636	4.2%	108
Purchased Prod at Salon or Day Spa/6 Mo	5,652	3.1%	82
Used Prof Service for Haircut/6 Mo	90,264	49.5%	85
Used Prof Svc for Hair Color/Highlights/6 Mo	19,384	10.6%	75
Used Prof Service for Facial/6 Mo	4,701	2.6%	110
Used Prof Service for Massage/6 Mo	11,998	6.6%	102
Used Prof Service for Manicure/6 Mo	22,580	12.4%	121
Used Prof Service for Pedicure/6 Mo	27,486	15.1%	112
Spent \$1-99 at Barber Shop/6 Mo	23,692	13.0%	89
Spent \$100+ at Barber Shop/6 Mo	15,899	8.7%	108
Spent \$1-99 at Beauty Salon/6 Mo	17,145	9.4%	75
Spent \$100+ at Beauty Salon/6 Mo	28,609	15.7%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Business Summary

1111 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28244
Longitude: -76.63272

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	1,995		8,725		13,980							
Total Employees:	50,511		154,292		226,301							
Total Residential Population:	26,713		111,740		224,515							
Employee/Residential Population Ratio (per 100 Residents)	189		138		101							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	0.4%	45	0.1%	41	0.5%	436	0.3%	72	0.5%	772	0.3%
Construction	58	2.9%	686	1.4%	232	2.7%	2,195	1.4%	466	3.3%	5,009	2.2%
Manufacturing	52	2.6%	1,358	2.7%	191	2.2%	4,816	3.1%	303	2.2%	7,274	3.2%
Transportation	39	2.0%	273	0.5%	179	2.1%	2,985	1.9%	314	2.2%	4,429	2.0%
Communication	21	1.1%	146	0.3%	54	0.6%	567	0.4%	101	0.7%	856	0.4%
Utility	5	0.3%	117	0.2%	19	0.2%	1,409	0.9%	31	0.2%	1,659	0.7%
Wholesale Trade	60	3.0%	1,075	2.1%	187	2.1%	2,564	1.7%	312	2.2%	4,522	2.0%
Retail Trade Summary	367	18.4%	2,502	5.0%	1,462	16.8%	12,630	8.2%	2,533	18.1%	23,536	10.4%
Home Improvement	9	0.5%	240	0.5%	33	0.4%	464	0.3%	62	0.4%	863	0.4%
General Merchandise Stores	16	0.8%	73	0.1%	61	0.7%	332	0.2%	126	0.9%	767	0.3%
Food Stores	57	2.9%	300	0.6%	181	2.1%	1,203	0.8%	312	2.2%	2,482	1.1%
Auto Dealers & Gas Stations	17	0.9%	73	0.1%	73	0.8%	399	0.3%	163	1.2%	818	0.4%
Apparel & Accessory Stores	23	1.2%	107	0.2%	82	0.9%	973	0.6%	142	1.0%	3,981	1.8%
Furniture & Home Furnishings	17	0.9%	229	0.5%	65	0.7%	660	0.4%	109	0.8%	1,022	0.5%
Eating & Drinking Places	150	7.5%	1,030	2.0%	655	7.5%	6,942	4.5%	1,077	7.7%	10,621	4.7%
Miscellaneous Retail	77	3.9%	451	0.9%	312	3.6%	1,657	1.1%	544	3.9%	2,981	1.3%
Finance, Insurance, Real Estate Summary	165	8.3%	1,304	2.6%	945	10.8%	12,405	8.0%	1,354	9.7%	15,508	6.9%
Banks, Savings & Lending Institutions	31	1.6%	224	0.4%	146	1.7%	2,548	1.7%	223	1.6%	3,149	1.4%
Securities Brokers	22	1.1%	233	0.5%	172	2.0%	3,365	2.2%	213	1.5%	3,775	1.7%
Insurance Carriers & Agents	7	0.4%	92	0.2%	76	0.9%	1,204	0.8%	105	0.8%	1,806	0.8%
Real Estate, Holding, Other Investment Offices	105	5.3%	755	1.5%	551	6.3%	5,287	3.4%	813	5.8%	6,779	3.0%
Services Summary	835	41.9%	34,588	68.5%	3,524	40.4%	84,479	54.8%	5,695	40.7%	130,876	57.8%
Hotels & Lodging	11	0.6%	930	1.8%	65	0.7%	4,182	2.7%	87	0.6%	4,579	2.0%
Automotive Services	52	2.6%	612	1.2%	167	1.9%	1,609	1.0%	293	2.1%	2,410	1.1%
Movies & Amusements	29	1.5%	1,282	2.5%	138	1.6%	2,291	1.5%	220	1.6%	2,960	1.3%
Health Services	176	8.8%	22,065	43.7%	490	5.6%	30,847	20.0%	893	6.4%	54,405	24.0%
Legal Services	58	2.9%	732	1.4%	479	5.5%	8,284	5.4%	559	4.0%	8,717	3.9%
Education Institutions & Libraries	66	3.3%	3,061	6.1%	204	2.3%	8,669	5.6%	330	2.4%	14,024	6.2%
Other Services	444	22.3%	5,906	11.7%	1,982	22.7%	28,597	18.5%	3,312	23.7%	43,780	19.3%
Government	72	3.6%	8,083	16.0%	328	3.8%	28,103	18.2%	390	2.8%	29,370	13.0%
Unclassified Establishments	316	15.8%	331	0.7%	1,563	17.9%	1,705	1.1%	2,410	17.2%	2,490	1.1%
Totals	1,995	100.0%	50,511	100.0%	8,725	100.0%	154,292	100.0%	13,980	100.0%	226,301	100.0%

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

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.



Business Summary

1111 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28244
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.1%	23	0.0%	15	0.2%	65	0.0%	19	0.1%	123	0.1%
Mining	3	0.2%	14	0.0%	7	0.1%	49	0.0%	10	0.1%	130	0.1%
Utilities	1	0.1%	98	0.2%	8	0.1%	1,064	0.7%	9	0.1%	1,199	0.5%
Construction	69	3.5%	780	1.5%	273	3.1%	2,563	1.7%	536	3.8%	5,701	2.5%
Manufacturing	51	2.6%	1,051	2.1%	170	1.9%	3,269	2.1%	290	2.1%	5,575	2.5%
Wholesale Trade	59	3.0%	1,070	2.1%	184	2.1%	2,528	1.6%	304	2.2%	4,446	2.0%
Retail Trade	206	10.3%	1,353	2.7%	765	8.8%	5,340	3.5%	1,376	9.8%	12,312	5.4%
Motor Vehicle & Parts Dealers	12	0.6%	54	0.1%	55	0.6%	319	0.2%	125	0.9%	656	0.3%
Furniture & Home Furnishings Stores	9	0.5%	52	0.1%	34	0.4%	279	0.2%	54	0.4%	430	0.2%
Electronics & Appliance Stores	7	0.4%	140	0.3%	22	0.3%	293	0.2%	43	0.3%	476	0.2%
Building Material & Garden Equipment & Supplies Dealers	9	0.5%	240	0.5%	33	0.4%	464	0.3%	62	0.4%	863	0.4%
Food & Beverage Stores	66	3.3%	268	0.5%	201	2.3%	1,088	0.7%	340	2.4%	2,258	1.0%
Health & Personal Care Stores	16	0.8%	82	0.2%	75	0.9%	450	0.3%	137	1.0%	947	0.4%
Gasoline Stations & Fuel Dealers	4	0.2%	19	0.0%	18	0.2%	80	0.1%	38	0.3%	162	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	30	1.5%	187	0.4%	105	1.2%	1,092	0.7%	173	1.2%	4,126	1.8%
Sporting Goods, Hobby, Book, & Music Stores	26	1.3%	186	0.4%	129	1.5%	754	0.5%	219	1.6%	1,261	0.6%
General Merchandise Stores	27	1.4%	125	0.2%	93	1.1%	521	0.3%	186	1.3%	1,131	0.5%
Transportation & Warehousing	32	1.6%	239	0.5%	149	1.7%	2,727	1.8%	263	1.9%	4,057	1.8%
Information	48	2.4%	861	1.7%	208	2.4%	3,915	2.5%	326	2.3%	6,260	2.8%
Finance & Insurance	66	3.3%	567	1.1%	413	4.7%	7,340	4.8%	563	4.0%	8,950	4.0%
Central Bank/Credit Intermediation & Related Activities	31	1.6%	224	0.4%	133	1.5%	2,351	1.5%	208	1.5%	2,941	1.3%
Securities & Commodity Contracts	29	1.5%	251	0.5%	202	2.3%	3,783	2.5%	249	1.8%	4,201	1.9%
Funds, Trusts & Other Financial Vehicles	7	0.4%	92	0.2%	77	0.9%	1,206	0.8%	106	0.8%	1,808	0.8%
Real Estate, Rental & Leasing	98	4.9%	651	1.3%	481	5.5%	3,665	2.4%	724	5.2%	5,120	2.3%
Professional, Scientific & Tech Services	193	9.7%	2,466	4.9%	1,124	12.9%	20,006	13.0%	1,558	11.1%	25,004	11.0%
Legal Services	61	3.1%	746	1.5%	498	5.7%	8,392	5.4%	588	4.2%	8,876	3.9%
Management of Companies & Enterprises	13	0.7%	137	0.3%	47	0.5%	1,348	0.9%	65	0.5%	1,495	0.7%
Administrative, Support & Waste Management Services	59	3.0%	743	1.5%	263	3.0%	4,265	2.8%	424	3.0%	5,666	2.5%
Educational Services	60	3.0%	2,901	5.7%	192	2.2%	8,407	5.4%	315	2.3%	13,668	6.0%
Health Care & Social Assistance	216	10.8%	22,877	45.3%	641	7.3%	33,222	21.5%	1,192	8.5%	58,740	26.0%
Arts, Entertainment & Recreation	42	2.1%	1,913	3.8%	192	2.2%	4,114	2.7%	290	2.1%	5,109	2.3%
Accommodation & Food Services	163	8.2%	1,988	3.9%	732	8.4%	11,223	7.3%	1,188	8.5%	15,394	6.8%
Accommodation	11	0.6%	930	1.8%	65	0.7%	4,182	2.7%	87	0.6%	4,579	2.0%
Food Services & Drinking Places	152	7.6%	1,058	2.1%	667	7.6%	7,041	4.6%	1,101	7.9%	10,814	4.8%
Other Services (except Public Administration)	226	11.3%	2,187	4.3%	967	11.1%	9,006	5.8%	1,728	12.4%	15,124	6.7%
Automotive Repair & Maintenance	14	0.7%	121	0.2%	69	0.8%	444	0.3%	164	1.2%	897	0.4%
Public Administration	74	3.7%	8,259	16.4%	331	3.8%	28,479	18.5%	393	2.8%	29,746	13.1%
Unclassified Establishments	316	15.8%	331	0.7%	1,562	17.9%	1,698	1.1%	2,409	17.2%	2,483	1.1%
Total	1,995	100.0%	50,511	100.0%	8,725	100.0%	154,292	100.0%	13,980	100.0%	226,301	100.0%

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

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

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