

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2010 Total Population	24,537	120,115	272,331
2020 Total Population	25,404	112,016	244,729
2020 Group Quarters	2,683	8,786	15,034
2022 Total Population	25,309	110,922	243,746
2022 Group Quarters	2,682	8,786	15,034
2027 Total Population	24,791	109,365	238,694
2022-2027 Annual Rate	-0.41%	-0.28%	-0.42%
2022 Total Daytime Population	26,610	115,395	286,501
Workers	15,162	55,087	151,666
Residents	11,448	60,308	134,835
<b>Household Summary</b>			
2010 Households	11,234	50,388	108,500
2010 Average Household Size	1.94	2.20	2.32
2020 Total Households	11,940	50,105	106,822
2020 Average Household Size	1.90	2.06	2.15
2022 Total Households	11,900	49,964	106,436
2022 Average Household Size	1.90	2.04	2.15
2027 Total Households	11,722	49,756	105,084
2027 Average Household Size	1.89	2.02	2.13
2022-2027 Annual Rate	-0.30%	-0.08%	-0.26%
2010 Families	4,210	23,322	54,592
2010 Average Family Size	2.72	3.06	3.16
2022 Total Families	4,380	22,234	50,904
2022 Average Family Size	2.75	2.90	3.01
2027 Total Families	4,317	22,081	50,165
2027 Average Family Size	2.72	2.87	2.98
2022-2027 Annual Rate	-0.29%	-0.14%	-0.29%
<b>Housing Unit Summary</b>			
2000 Housing Units	12,727	63,249	137,974
Owner Occupied Housing Units	43.6%	36.2%	37.2%
Renter Occupied Housing Units	45.4%	47.6%	46.6%
Vacant Housing Units	10.9%	16.2%	16.3%
2010 Housing Units	12,478	60,981	133,819
Owner Occupied Housing Units	44.7%	35.7%	34.8%
Renter Occupied Housing Units	45.3%	47.0%	46.2%
Vacant Housing Units	10.0%	17.4%	18.9%
2020 Housing Units	13,145	59,194	128,153
Vacant Housing Units	9.2%	15.4%	16.6%
2022 Housing Units	13,305	59,345	128,348
Owner Occupied Housing Units	46.1%	38.2%	36.5%
Renter Occupied Housing Units	43.4%	46.0%	46.5%
Vacant Housing Units	10.6%	15.8%	17.1%
2027 Housing Units	13,371	60,135	129,285
Owner Occupied Housing Units	45.8%	37.9%	36.4%
Renter Occupied Housing Units	41.9%	44.8%	44.9%
Vacant Housing Units	12.3%	17.3%	18.7%
<b>Median Household Income</b>			
2022	\$80,931	\$50,812	\$46,946
2027	\$100,221	\$59,391	\$54,251
<b>Median Home Value</b>			
2022	\$284,823	\$265,124	\$236,114
2027	\$305,040	\$293,000	\$272,333
<b>Per Capita Income</b>			
2022	\$58,194	\$42,094	\$37,611
2027	\$70,526	\$50,376	\$44,488
<b>Median Age</b>			
2010	33.6	34.1	35.0
2022	35.8	36.1	37.0
2027	37.0	37.3	38.2

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

1123 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33088  
Longitude: -76.63466

	1 mile	2 miles	3 miles
<b>2022 Households by Income</b>			
Household Income Base	11,900	49,964	106,430
<\$15,000	10.1%	19.0%	20.4%
\$15,000 - \$24,999	5.2%	8.2%	9.0%
\$25,000 - \$34,999	9.1%	10.7%	11.0%
\$35,000 - \$49,999	9.0%	11.5%	11.4%
\$50,000 - \$74,999	13.5%	13.0%	13.8%
\$75,000 - \$99,999	10.5%	9.8%	9.4%
\$100,000 - \$149,999	19.2%	12.9%	12.2%
\$150,000 - \$199,999	8.3%	5.1%	4.5%
\$200,000+	15.0%	9.8%	8.2%
Average Household Income	\$122,489	\$92,247	\$84,668
<b>2027 Households by Income</b>			
Household Income Base	11,722	49,756	105,078
<\$15,000	8.6%	17.3%	18.7%
\$15,000 - \$24,999	4.2%	7.2%	8.0%
\$25,000 - \$34,999	7.0%	9.7%	10.3%
\$35,000 - \$49,999	6.8%	10.1%	10.1%
\$50,000 - \$74,999	12.3%	12.6%	12.9%
\$75,000 - \$99,999	11.0%	9.9%	9.6%
\$100,000 - \$149,999	20.7%	14.1%	14.3%
\$150,000 - \$199,999	9.3%	6.2%	5.7%
\$200,000+	20.1%	12.8%	10.4%
Average Household Income	\$147,433	\$109,639	\$99,527
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	6,128	22,660	46,777
<\$50,000	0.5%	5.6%	8.6%
\$50,000 - \$99,999	0.8%	9.9%	13.1%
\$100,000 - \$149,999	2.0%	8.2%	9.2%
\$150,000 - \$199,999	8.9%	10.5%	12.0%
\$200,000 - \$249,999	17.3%	10.4%	9.7%
\$250,000 - \$299,999	29.5%	17.6%	15.4%
\$300,000 - \$399,999	17.8%	15.0%	12.0%
\$400,000 - \$499,999	9.1%	6.7%	5.7%
\$500,000 - \$749,999	8.6%	10.5%	9.6%
\$750,000 - \$999,999	4.0%	4.0%	3.1%
\$1,000,000 - \$1,499,999	1.0%	1.0%	0.9%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.3%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$354,142	\$317,186	\$285,905
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	6,116	22,783	47,042
<\$50,000	0.3%	5.8%	8.5%
\$50,000 - \$99,999	0.5%	8.0%	10.5%
\$100,000 - \$149,999	1.0%	5.9%	7.3%
\$150,000 - \$199,999	4.6%	7.0%	8.6%
\$200,000 - \$249,999	12.4%	7.9%	7.9%
\$250,000 - \$299,999	30.2%	17.8%	16.1%
\$300,000 - \$399,999	20.6%	17.9%	14.7%
\$400,000 - \$499,999	11.4%	8.3%	7.4%
\$500,000 - \$749,999	12.0%	14.3%	12.9%
\$750,000 - \$999,999	5.5%	5.1%	4.1%
\$1,000,000 - \$1,499,999	1.0%	1.2%	1.2%
\$1,500,000 - \$1,999,999	0.4%	0.4%	0.3%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$389,137	\$356,832	\$326,055

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	24,534	120,114	272,331
0 - 4	4.0%	5.7%	6.0%
5 - 9	2.6%	4.9%	5.3%
10 - 14	2.4%	4.6%	5.2%
15 - 24	22.3%	20.3%	18.4%
25 - 34	21.5%	15.7%	15.1%
35 - 44	12.0%	11.7%	11.8%
45 - 54	10.3%	13.6%	14.3%
55 - 64	9.6%	11.0%	11.3%
65 - 74	6.8%	6.5%	6.7%
75 - 84	4.9%	4.1%	4.2%
85 +	3.5%	1.8%	1.7%
18 +	89.6%	81.7%	80.1%
<b>2022 Population by Age</b>			
Total	25,309	110,922	243,745
0 - 4	3.4%	4.8%	5.1%
5 - 9	3.0%	4.8%	5.2%
10 - 14	2.7%	4.6%	5.2%
15 - 24	18.9%	17.8%	15.6%
25 - 34	20.9%	16.5%	16.4%
35 - 44	13.5%	12.1%	11.8%
45 - 54	9.4%	10.6%	10.8%
55 - 64	10.1%	12.1%	12.6%
65 - 74	9.2%	9.4%	10.0%
75 - 84	5.7%	5.0%	5.1%
85 +	3.3%	2.2%	2.1%
18 +	89.5%	83.2%	81.6%
<b>2027 Population by Age</b>			
Total	24,791	109,365	238,695
0 - 4	3.4%	4.9%	5.2%
5 - 9	2.8%	4.6%	4.9%
10 - 14	2.7%	4.5%	5.0%
15 - 24	18.9%	18.0%	15.7%
25 - 34	18.9%	14.8%	14.8%
35 - 44	14.2%	12.9%	12.9%
45 - 54	9.8%	10.7%	10.7%
55 - 64	9.3%	11.0%	11.4%
65 - 74	9.6%	10.2%	10.7%
75 - 84	6.7%	6.0%	6.3%
85 +	3.4%	2.4%	2.3%
18 +	89.6%	83.3%	81.8%
<b>2010 Population by Sex</b>			
Males	11,853	55,814	128,797
Females	12,684	64,301	143,534
<b>2022 Population by Sex</b>			
Males	12,202	52,045	114,424
Females	13,107	58,877	129,321
<b>2027 Population by Sex</b>			
Males	11,967	51,350	112,352
Females	12,824	58,015	126,342

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

1123 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33088  
Longitude: -76.63466

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	24,537	120,114	272,330
White Alone	74.9%	34.3%	22.9%
Black Alone	9.5%	58.0%	71.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	11.5%	4.5%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.8%	0.6%
Two or More Races	2.7%	2.2%	1.9%
Hispanic Origin	3.8%	2.5%	2.0%
Diversity Index	45.9	56.6	45.9
<b>2020 Population by Race/Ethnicity</b>			
Total	25,404	112,016	244,729
White Alone	65.4%	33.8%	24.0%
Black Alone	8.9%	50.3%	63.9%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	16.5%	7.9%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.9%	1.7%
Two or More Races	7.1%	5.7%	4.9%
Hispanic Origin	5.6%	4.7%	3.9%
Diversity Index	58.2	65.6	56.4
<b>2022 Population by Race/Ethnicity</b>			
Total	25,310	110,923	243,745
White Alone	64.9%	33.5%	23.7%
Black Alone	9.1%	50.1%	63.8%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	16.4%	8.0%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.1%	1.9%
Two or More Races	7.3%	5.9%	5.1%
Hispanic Origin	5.7%	4.8%	4.0%
Diversity Index	58.8	66.0	56.7
<b>2027 Population by Race/Ethnicity</b>			
Total	24,792	109,365	238,695
White Alone	62.8%	32.6%	23.1%
Black Alone	8.9%	49.3%	62.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	17.3%	8.5%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.7%	2.5%
Two or More Races	8.0%	6.6%	5.7%
Hispanic Origin	6.0%	5.1%	4.3%
Diversity Index	61.0	67.4	58.3
<b>2010 Population by Relationship and Household Type</b>			
Total	24,537	120,115	272,331
In Households	88.9%	92.3%	92.3%
In Family Households	48.5%	62.4%	66.6%
Householder	17.4%	19.3%	20.1%
Spouse	12.5%	9.0%	8.3%
Child	14.0%	25.7%	28.8%
Other relative	2.7%	5.4%	6.1%
Nonrelative	1.8%	3.0%	3.2%
In Nonfamily Households	40.5%	29.9%	25.7%
In Group Quarters	11.1%	7.7%	7.7%
Institutionalized Population	1.9%	0.8%	3.0%
Noninstitutionalized Population	9.2%	6.9%	4.8%

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

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	18,228	75,341	167,932
Less than 9th Grade	2.4%	3.6%	3.8%
9th - 12th Grade, No Diploma	4.3%	8.2%	9.7%
High School Graduate	10.8%	21.7%	25.0%
GED/Alternative Credential	2.4%	3.6%	4.8%
Some College, No Degree	8.6%	15.5%	17.0%
Associate Degree	2.9%	5.0%	5.3%
Bachelor's Degree	28.5%	19.7%	16.7%
Graduate/Professional Degree	40.2%	22.7%	17.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	22,999	95,115	205,975
Never Married	52.7%	56.5%	57.1%
Married	33.9%	27.6%	26.0%
Widowed	4.3%	6.2%	6.8%
Divorced	9.1%	9.7%	10.1%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	14,397	54,526	115,781
Population 16+ Employed	97.3%	94.2%	93.4%
Population 16+ Unemployment rate	2.7%	5.8%	6.6%
Population 16-24 Employed	12.5%	15.2%	14.7%
Population 16-24 Unemployment rate	3.2%	7.1%	8.1%
Population 25-54 Employed	66.3%	63.4%	63.2%
Population 25-54 Unemployment rate	2.7%	6.2%	6.8%
Population 55-64 Employed	11.8%	13.2%	14.0%
Population 55-64 Unemployment rate	3.5%	4.3%	4.6%
Population 65+ Employed	9.4%	8.2%	8.1%
Population 65+ Unemployment rate	0.4%	2.3%	5.7%
<b>2022 Employed Population 16+ by Industry</b>			
Total	14,012	51,360	108,130
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	3.0%	3.5%	3.4%
Manufacturing	4.0%	3.3%	3.7%
Wholesale Trade	1.2%	1.0%	1.3%
Retail Trade	6.7%	8.1%	8.0%
Transportation/Utilities	2.2%	5.2%	6.3%
Information	3.1%	1.9%	1.7%
Finance/Insurance/Real Estate	5.3%	4.9%	4.9%
Services	68.1%	63.5%	61.8%
Public Administration	5.8%	8.2%	8.8%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	14,012	51,362	108,132
White Collar	83.8%	69.6%	65.3%
Management/Business/Financial	20.3%	16.6%	15.3%
Professional	49.8%	37.1%	33.1%
Sales	5.9%	5.9%	6.2%
Administrative Support	7.9%	10.0%	10.8%
Services	9.1%	17.0%	19.7%
Blue Collar	7.1%	13.4%	15.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	1.2%	2.2%	2.4%
Installation/Maintenance/Repair	1.1%	1.2%	1.3%
Production	2.1%	2.3%	2.6%
Transportation/Material Moving	2.6%	7.6%	8.6%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	11,234	50,388	108,500
Households with 1 Person	45.2%	41.3%	39.4%
Households with 2+ People	54.8%	58.7%	60.6%
Family Households	37.5%	46.3%	50.3%
Husband-wife Families	27.0%	21.5%	20.9%
With Related Children	8.7%	8.2%	8.1%
Other Family (No Spouse Present)	10.5%	24.8%	29.5%
Other Family with Male Householder	3.3%	4.8%	5.3%
With Related Children	1.7%	2.3%	2.5%
Other Family with Female Householder	7.2%	20.0%	24.1%
With Related Children	3.8%	12.7%	15.3%
Nonfamily Households	17.3%	12.4%	10.3%
All Households with Children	14.3%	23.7%	26.4%
Multigenerational Households	2.0%	5.4%	6.7%
Unmarried Partner Households	8.9%	8.5%	8.2%
Male-female	7.1%	7.0%	6.9%
Same-sex	1.8%	1.5%	1.3%
<b>2010 Households by Size</b>			
Total	11,234	50,388	108,500
1 Person Household	45.2%	41.3%	39.4%
2 Person Household	33.4%	28.5%	27.5%
3 Person Household	12.4%	13.5%	14.2%
4 Person Household	5.8%	8.7%	9.4%
5 Person Household	2.0%	4.3%	5.0%
6 Person Household	0.6%	1.8%	2.3%
7 + Person Household	0.6%	1.8%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	11,234	50,388	108,500
Owner Occupied	49.7%	43.2%	43.0%
Owned with a Mortgage/Loan	36.4%	31.5%	31.0%
Owned Free and Clear	13.3%	11.7%	12.0%
Renter Occupied	50.3%	56.8%	57.0%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	118	80	83
Percent of Income for Mortgage	18.5%	27.5%	26.5%
Wealth Index	96	75	69
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	12,478	60,981	133,819
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	24,537	120,115	272,331
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

1123 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33088  
Longitude: -76.63466

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Emerald City (8B)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Metro Renters (3B)	Emerald City (8B)	Family Foundations (12A)
3.	Retirement Communities (9E)	City Commons (11E)	Metro Renters (3B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$34,738,807	\$111,736,761	\$218,731,160
Average Spent	\$2,919.23	\$2,236.35	\$2,055.05
Spending Potential Index	121	93	85
Education: Total \$	\$29,108,247	\$90,416,997	\$173,154,666
Average Spent	\$2,446.07	\$1,809.64	\$1,626.84
Spending Potential Index	125	92	83
Entertainment/Recreation: Total \$	\$49,824,176	\$158,833,205	\$310,994,110
Average Spent	\$4,186.91	\$3,178.95	\$2,921.89
Spending Potential Index	114	87	80
Food at Home: Total \$	\$85,560,033	\$280,712,915	\$550,665,940
Average Spent	\$7,189.92	\$5,618.30	\$5,173.68
Spending Potential Index	116	91	84
Food Away from Home: Total \$	\$62,021,901	\$196,987,533	\$384,711,734
Average Spent	\$5,211.92	\$3,942.59	\$3,614.49
Spending Potential Index	121	91	84
Health Care: Total \$	\$92,837,389	\$307,315,075	\$607,399,380
Average Spent	\$7,801.46	\$6,150.73	\$5,706.71
Spending Potential Index	110	87	81
HH Furnishings & Equipment: Total \$	\$34,874,298	\$110,602,393	\$216,893,719
Average Spent	\$2,930.61	\$2,213.64	\$2,037.79
Spending Potential Index	114	86	80
Personal Care Products & Services: Total \$	\$14,494,814	\$46,491,907	\$90,933,436
Average Spent	\$1,218.05	\$930.51	\$854.35
Spending Potential Index	119	91	84
Shelter: Total \$	\$332,344,115	\$1,046,561,191	\$2,029,709,538
Average Spent	\$27,928.08	\$20,946.31	\$19,069.77
Spending Potential Index	122	91	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,617,788	\$108,549,663	\$210,566,331
Average Spent	\$2,993.09	\$2,172.56	\$1,978.34
Spending Potential Index	110	80	73
Travel: Total \$	\$39,143,977	\$119,355,296	\$232,391,573
Average Spent	\$3,289.41	\$2,388.83	\$2,183.39
Spending Potential Index	115	83	76
Vehicle Maintenance & Repairs: Total \$	\$17,198,931	\$55,927,789	\$109,865,331
Average Spent	\$1,445.29	\$1,119.36	\$1,032.22
Spending Potential Index	115	89	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Emerald City (8B)	47.9%	Population	25,309	24,791
Metro Renters (3B)	12.8%	Households	11,900	11,722
Retirement Communities (9E)	12.6%	Families	4,380	4,317
Laptops and Lattes (3A)	10.5%	Median Age	35.8	37.0
Golden Years (9B)	5.7%	Median Household Income	\$80,931	\$100,221
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		121	\$2,919.23	\$34,738,807
Men's		127	\$584.17	\$6,951,629
Women's		119	\$999.04	\$11,888,567
Children's		116	\$408.92	\$4,866,147
Footwear		122	\$696.43	\$8,287,558
Watches & Jewelry		123	\$180.59	\$2,148,990
Apparel Products and Services (1)		123	\$73.40	\$873,473
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$232.48	\$2,766,571
Portable Memory		117	\$5.79	\$68,932
Computer Software		135	\$14.70	\$174,913
Computer Accessories		123	\$25.16	\$299,463
<b>Entertainment &amp; Recreation</b>		114	\$4,186.91	\$49,824,176
Fees and Admissions		117	\$982.94	\$11,697,031
Membership Fees for Clubs (2)		120	\$339.92	\$4,044,993
Fees for Participant Sports, excl. Trips		114	\$149.52	\$1,779,345
Tickets to Theatre/Operas/Concerts		120	\$109.73	\$1,305,754
Tickets to Movies		125	\$78.86	\$938,386
Tickets to Parks or Museums		114	\$44.07	\$524,408
Admission to Sporting Events, excl. Trips		111	\$81.29	\$967,389
Fees for Recreational Lessons		111	\$177.51	\$2,112,333
Dating Services		150	\$2.05	\$24,424
TV/Video/Audio		115	\$1,532.59	\$18,237,801
Cable and Satellite Television Services		110	\$1,011.87	\$12,041,251
Televisions		122	\$155.87	\$1,854,859
Satellite Dishes		132	\$2.36	\$28,139
VCRs, Video Cameras, and DVD Players		120	\$6.66	\$79,214
Miscellaneous Video Equipment		117	\$20.67	\$246,026
Video Cassettes and DVDs		128	\$11.17	\$132,951
Video Game Hardware/Accessories		130	\$42.80	\$509,292
Video Game Software		139	\$25.34	\$301,556
Rental/Streaming/Downloaded Video		130	\$103.40	\$1,230,467
Installation of Televisions		118	\$0.99	\$11,805
Audio (3)		121	\$147.38	\$1,753,779
Rental and Repair of TV/Radio/Sound Equipment		121	\$4.07	\$48,462
Pets		109	\$900.42	\$10,714,962
Toys/Games/Crafts/Hobbies (4)		120	\$157.80	\$1,877,839
Recreational Vehicles and Fees (5)		95	\$121.96	\$1,451,314
Sports/Recreation/Exercise Equipment (6)		117	\$239.68	\$2,852,200
Photo Equipment and Supplies (7)		130	\$67.81	\$806,990
Reading (8)		120	\$140.80	\$1,675,500
Catered Affairs (9)		130	\$43.51	\$517,796
<b>Food</b>		118	\$12,401.84	\$147,581,933
Food at Home		116	\$7,189.92	\$85,560,033
Bakery and Cereal Products		115	\$913.70	\$10,873,061
Meats, Poultry, Fish, and Eggs		115	\$1,539.43	\$18,319,274
Dairy Products		116	\$718.98	\$8,555,890
Fruits and Vegetables		117	\$1,406.81	\$16,741,096
Snacks and Other Food at Home (10)		117	\$2,610.98	\$31,070,712
Food Away from Home		121	\$5,211.92	\$62,021,901
Alcoholic Beverages		122	\$867.83	\$10,327,222

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	113	\$35,119.33	\$417,919,984
Value of Retirement Plans	104	\$118,511.98	\$1,410,292,526
Value of Other Financial Assets	107	\$10,470.79	\$124,602,434
Vehicle Loan Amount excluding Interest	118	\$3,817.60	\$45,429,425
Value of Credit Card Debt	114	\$3,590.33	\$42,724,926
<b>Health</b>			
Nonprescription Drugs	110	\$194.17	\$2,310,628
Prescription Drugs	106	\$400.43	\$4,765,174
Eyeglasses and Contact Lenses	110	\$121.34	\$1,443,920
<b>Home</b>			
Mortgage Payment and Basics (11)	99	\$11,952.06	\$142,229,555
Maintenance and Remodeling Services	100	\$3,258.81	\$38,779,788
Maintenance and Remodeling Materials (12)	94	\$656.67	\$7,814,423
Utilities, Fuel, and Public Services	112	\$6,356.88	\$75,646,926
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$137.60	\$1,637,386
Furniture	118	\$853.49	\$10,156,501
Rugs	110	\$39.42	\$469,120
Major Appliances (14)	105	\$451.65	\$5,374,601
Housewares (15)	119	\$119.26	\$1,419,140
Small Appliances	122	\$72.66	\$864,682
Luggage	125	\$23.76	\$282,706
Telephones and Accessories	116	\$131.86	\$1,569,094
<b>Household Operations</b>			
Child Care	121	\$732.58	\$8,717,728
Lawn and Garden (16)	99	\$561.36	\$6,680,224
Moving/Storage/Freight Express	132	\$106.95	\$1,272,652
Housekeeping Supplies (17)	113	\$999.85	\$11,898,254
<b>Insurance</b>			
Owners and Renters Insurance	98	\$698.10	\$8,307,381
Vehicle Insurance	117	\$2,474.83	\$29,450,502
Life/Other Insurance	103	\$709.23	\$8,439,780
Health Insurance	110	\$5,161.49	\$61,421,718
Personal Care Products (18)	119	\$671.48	\$7,990,663
School Books and Supplies (19)	122	\$180.31	\$2,145,686
Smoking Products	119	\$519.89	\$6,186,654
<b>Transportation</b>			
Payments on Vehicles excluding Leases	111	\$3,287.49	\$39,121,113
Gasoline and Motor Oil	114	\$3,115.38	\$37,073,043
Vehicle Maintenance and Repairs	115	\$1,445.29	\$17,198,931
<b>Travel</b>			
Airline Fares	119	\$850.83	\$10,124,857
Lodging on Trips	111	\$892.58	\$10,621,706
Auto/Truck Rental on Trips	121	\$75.34	\$896,599
Food and Drink on Trips	115	\$782.21	\$9,308,265

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Modest Income Homes (12D)	18.3%	Population	110,922	109,365
Emerald City (8B)	14.8%	Households	49,964	49,756
City Commons (11E)	9.6%	Families	22,234	22,081
Social Security Set (9F)	9.5%	Median Age	36.1	37.3
Metro Renters (3B)	8.5%	Median Household Income	\$50,812	\$59,391
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		93	\$2,236.35	\$111,736,761
Men's		94	\$432.42	\$21,605,269
Women's		91	\$767.42	\$38,343,347
Children's		89	\$314.86	\$15,731,777
Footwear		96	\$546.61	\$27,310,611
Watches & Jewelry		93	\$136.09	\$6,799,371
Apparel Products and Services (1)		96	\$57.23	\$2,859,345
<b>Computer</b>				
Computers and Hardware for Home Use		89	\$169.57	\$8,472,504
Portable Memory		88	\$4.35	\$217,103
Computer Software		97	\$10.60	\$529,750
Computer Accessories		92	\$18.80	\$939,244
<b>Entertainment &amp; Recreation</b>		87	\$3,178.95	\$158,833,205
Fees and Admissions		83	\$701.95	\$35,072,001
Membership Fees for Clubs (2)		86	\$242.38	\$12,110,211
Fees for Participant Sports, excl. Trips		81	\$106.13	\$5,302,558
Tickets to Theatre/Operas/Concerts		87	\$79.91	\$3,992,588
Tickets to Movies		89	\$56.05	\$2,800,311
Tickets to Parks or Museums		81	\$31.41	\$1,569,524
Admission to Sporting Events, excl. Trips		81	\$59.42	\$2,968,770
Fees for Recreational Lessons		78	\$124.94	\$6,242,732
Dating Services		125	\$1.71	\$85,306
TV/Video/Audio		92	\$1,226.35	\$61,273,446
Cable and Satellite Television Services		91	\$834.27	\$41,683,709
Televisions		94	\$120.37	\$6,014,143
Satellite Dishes		93	\$1.66	\$82,879
VCRs, Video Cameras, and DVD Players		93	\$5.19	\$259,239
Miscellaneous Video Equipment		89	\$15.67	\$783,159
Video Cassettes and DVDs		96	\$8.36	\$417,613
Video Game Hardware/Accessories		103	\$33.82	\$1,689,552
Video Game Software		107	\$19.39	\$968,846
Rental/Streaming/Downloaded Video		95	\$75.86	\$3,790,073
Installation of Televisions		77	\$0.65	\$32,540
Audio (3)		88	\$107.34	\$5,363,143
Rental and Repair of TV/Radio/Sound Equipment		112	\$3.77	\$188,550
Pets		83	\$685.78	\$34,264,063
Toys/Games/Crafts/Hobbies (4)		91	\$120.09	\$6,000,177
Recreational Vehicles and Fees (5)		72	\$92.80	\$4,636,668
Sports/Recreation/Exercise Equipment (6)		82	\$168.35	\$8,411,629
Photo Equipment and Supplies (7)		92	\$48.26	\$2,411,021
Reading (8)		89	\$104.74	\$5,233,344
Catered Affairs (9)		93	\$31.04	\$1,550,766
<b>Food</b>		91	\$9,560.89	\$477,700,447
Food at Home		91	\$5,618.30	\$280,712,915
Bakery and Cereal Products		90	\$718.67	\$35,907,582
Meats, Poultry, Fish, and Eggs		91	\$1,221.83	\$61,047,590
Dairy Products		89	\$553.81	\$27,670,342
Fruits and Vegetables		90	\$1,085.40	\$54,230,892
Snacks and Other Food at Home (10)		91	\$2,038.60	\$101,856,509
Food Away from Home		91	\$3,942.59	\$196,987,533
Alcoholic Beverages		90	\$643.22	\$32,137,982

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	81	\$25,254.00	\$1,261,790,718
Value of Retirement Plans	77	\$87,591.32	\$4,376,412,539
Value of Other Financial Assets	88	\$8,637.88	\$431,582,945
Vehicle Loan Amount excluding Interest	91	\$2,949.57	\$147,372,118
Value of Credit Card Debt	88	\$2,785.52	\$139,175,627
<b>Health</b>			
Nonprescription Drugs	88	\$154.16	\$7,702,533
Prescription Drugs	88	\$333.87	\$16,681,236
Eyeglasses and Contact Lenses	85	\$94.04	\$4,698,439
<b>Home</b>			
Mortgage Payment and Basics (11)	72	\$8,774.74	\$438,421,115
Maintenance and Remodeling Services	72	\$2,347.85	\$117,308,027
Maintenance and Remodeling Materials (12)	70	\$488.63	\$24,413,739
Utilities, Fuel, and Public Services	91	\$5,125.77	\$256,103,875
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	92	\$105.51	\$5,271,826
Furniture	89	\$648.67	\$32,410,035
Rugs	84	\$30.02	\$1,500,118
Major Appliances (14)	80	\$344.61	\$17,218,024
Housewares (15)	88	\$87.74	\$4,383,643
Small Appliances	93	\$55.51	\$2,773,405
Luggage	91	\$17.27	\$863,095
Telephones and Accessories	88	\$100.16	\$5,004,322
<b>Household Operations</b>			
Child Care	85	\$512.16	\$25,589,323
Lawn and Garden (16)	76	\$432.59	\$21,614,038
Moving/Storage/Freight Express	95	\$77.04	\$3,849,213
Housekeeping Supplies (17)	89	\$790.29	\$39,486,051
<b>Insurance</b>			
Owners and Renters Insurance	79	\$559.29	\$27,944,133
Vehicle Insurance	91	\$1,937.04	\$96,782,141
Life/Other Insurance	82	\$560.58	\$28,008,821
Health Insurance	87	\$4,095.36	\$204,620,730
Personal Care Products (18)	92	\$517.44	\$25,853,152
School Books and Supplies (19)	92	\$136.87	\$6,838,685
Smoking Products	105	\$457.46	\$22,856,363
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,559.00	\$127,857,889
Gasoline and Motor Oil	89	\$2,437.52	\$121,788,244
Vehicle Maintenance and Repairs	89	\$1,119.36	\$55,927,789
<b>Travel</b>			
Airline Fares	84	\$603.89	\$30,172,557
Lodging on Trips	81	\$654.08	\$32,680,299
Auto/Truck Rental on Trips	86	\$53.60	\$2,678,073
Food and Drink on Trips	85	\$573.56	\$28,657,575

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Modest Income Homes (12D)	21.4%	Population	243,746	238,694
Family Foundations (12A)	14.8%	Households	106,436	105,084
Metro Renters (3B)	11.6%	Families	50,904	50,165
City Commons (11E)	10.8%	Median Age	37.0	38.2
Emerald City (8B)	8.2%	Median Household Income	\$46,946	\$54,251
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		85	\$2,055.05	\$218,731,160
Men's		85	\$393.89	\$41,924,267
Women's		84	\$705.92	\$75,135,362
Children's		82	\$291.04	\$30,977,199
Footwear		88	\$503.54	\$53,594,407
Watches & Jewelry		86	\$125.11	\$13,316,221
Apparel Products and Services (1)		88	\$52.62	\$5,600,140
<b>Computer</b>				
Computers and Hardware for Home Use		81	\$153.88	\$16,377,880
Portable Memory		81	\$3.98	\$423,814
Computer Software		87	\$9.54	\$1,015,550
Computer Accessories		84	\$17.21	\$1,832,211
<b>Entertainment &amp; Recreation</b>		80	\$2,921.89	\$310,994,110
Fees and Admissions		76	\$637.27	\$67,828,213
Membership Fees for Clubs (2)		78	\$220.06	\$23,422,773
Fees for Participant Sports, excl. Trips		74	\$96.90	\$10,313,659
Tickets to Theatre/Operas/Concerts		79	\$72.44	\$7,710,020
Tickets to Movies		80	\$50.46	\$5,371,165
Tickets to Parks or Museums		74	\$28.54	\$3,037,989
Admission to Sporting Events, excl. Trips		75	\$54.55	\$5,806,151
Fees for Recreational Lessons		71	\$112.72	\$11,997,600
Dating Services		116	\$1.59	\$168,856
TV/Video/Audio		85	\$1,137.75	\$121,097,818
Cable and Satellite Television Services		85	\$778.50	\$82,860,858
Televisions		87	\$111.17	\$11,832,942
Satellite Dishes		84	\$1.51	\$160,351
VCRs, Video Cameras, and DVD Players		86	\$4.78	\$508,760
Miscellaneous Video Equipment		82	\$14.45	\$1,538,062
Video Cassettes and DVDs		87	\$7.58	\$807,109
Video Game Hardware/Accessories		95	\$31.16	\$3,316,752
Video Game Software		97	\$17.71	\$1,884,622
Rental/Streaming/Downloaded Video		87	\$69.08	\$7,352,098
Installation of Televisions		68	\$0.57	\$60,246
Audio (3)		80	\$97.70	\$10,399,086
Rental and Repair of TV/Radio/Sound Equipment		105	\$3.54	\$376,931
Pets		76	\$632.14	\$67,282,655
Toys/Games/Crafts/Hobbies (4)		84	\$110.42	\$11,753,076
Recreational Vehicles and Fees (5)		67	\$86.47	\$9,203,072
Sports/Recreation/Exercise Equipment (6)		74	\$151.90	\$16,167,304
Photo Equipment and Supplies (7)		84	\$43.76	\$4,658,025
Reading (8)		81	\$94.86	\$10,096,376
Catered Affairs (9)		83	\$27.66	\$2,943,535
<b>Food</b>		84	\$8,788.17	\$935,377,674
Food at Home		84	\$5,173.68	\$550,665,940
Bakery and Cereal Products		83	\$661.98	\$70,458,713
Meats, Poultry, Fish, and Eggs		84	\$1,129.81	\$120,252,615
Dairy Products		82	\$507.45	\$54,011,040
Fruits and Vegetables		83	\$995.68	\$105,976,050
Snacks and Other Food at Home (10)		84	\$1,878.76	\$199,967,522
Food Away from Home		84	\$3,614.49	\$384,711,734
Alcoholic Beverages		83	\$589.94	\$62,790,787

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$23,053.36	\$2,453,707,104
Value of Retirement Plans	71	\$80,858.35	\$8,606,239,081
Value of Other Financial Assets	83	\$8,126.87	\$864,991,061
Vehicle Loan Amount excluding Interest	85	\$2,748.15	\$292,502,126
Value of Credit Card Debt	82	\$2,575.33	\$274,107,980
<b>Health</b>			
Nonprescription Drugs	81	\$142.73	\$15,192,122
Prescription Drugs	82	\$312.66	\$33,278,029
Eyeglasses and Contact Lenses	79	\$86.80	\$9,238,984
<b>Home</b>			
Mortgage Payment and Basics (11)	67	\$8,130.42	\$865,369,225
Maintenance and Remodeling Services	66	\$2,156.48	\$229,526,848
Maintenance and Remodeling Materials (12)	65	\$454.66	\$48,392,229
Utilities, Fuel, and Public Services	84	\$4,768.36	\$507,524,776
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$96.78	\$10,300,426
Furniture	82	\$597.52	\$63,597,283
Rugs	78	\$27.77	\$2,956,090
Major Appliances (14)	75	\$320.23	\$34,084,506
Housewares (15)	80	\$80.18	\$8,534,357
Small Appliances	85	\$50.88	\$5,414,991
Luggage	83	\$15.73	\$1,673,882
Telephones and Accessories	80	\$91.39	\$9,727,104
<b>Household Operations</b>			
Child Care	78	\$468.33	\$49,847,468
Lawn and Garden (16)	71	\$404.37	\$43,039,460
Moving/Storage/Freight Express	86	\$69.15	\$7,359,625
Housekeeping Supplies (17)	83	\$732.08	\$77,919,875
<b>Insurance</b>			
Owners and Renters Insurance	74	\$528.13	\$56,211,728
Vehicle Insurance	85	\$1,791.78	\$190,709,526
Life/Other Insurance	76	\$524.10	\$55,782,919
Health Insurance	81	\$3,807.25	\$405,228,546
Personal Care Products (18)	84	\$475.66	\$50,626,876
School Books and Supplies (19)	84	\$124.79	\$13,282,529
Smoking Products	98	\$428.60	\$45,618,741
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$2,389.85	\$254,365,717
Gasoline and Motor Oil	82	\$2,255.28	\$240,043,099
Vehicle Maintenance and Repairs	82	\$1,032.22	\$109,865,331
<b>Travel</b>			
Airline Fares	76	\$546.35	\$58,151,591
Lodging on Trips	75	\$601.53	\$64,024,953
Auto/Truck Rental on Trips	78	\$48.66	\$5,179,060
Food and Drink on Trips	78	\$525.37	\$55,918,323

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary

1123 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33088  
Longitude: -76.63466

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	1,252		4,898		10,783							
Total Employees:	12,288		47,819		141,247							
Total Residential Population:	25,309		110,922		243,746							
Employee/Residential Population Ratio (per 100 Residents)	49		43		58							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	16	1.3%	109	0.9%	37	0.8%	390	0.8%	75	0.7%	788	0.6%
Construction	46	3.7%	535	4.4%	177	3.6%	1,668	3.5%	324	3.0%	2,802	2.0%
Manufacturing	32	2.6%	481	3.9%	90	1.8%	1,471	3.1%	177	1.6%	3,338	2.4%
Transportation	16	1.3%	173	1.4%	81	1.7%	1,020	2.1%	177	1.6%	2,777	2.0%
Communication	21	1.7%	808	6.6%	44	0.9%	981	2.1%	78	0.7%	1,195	0.8%
Utility	3	0.2%	9	0.1%	7	0.1%	38	0.1%	17	0.2%	874	0.6%
Wholesale Trade	16	1.3%	118	1.0%	60	1.2%	794	1.7%	141	1.3%	1,364	1.0%
Retail Trade Summary	260	20.8%	1,943	15.8%	929	19.0%	6,329	13.2%	1,949	18.1%	11,954	8.5%
Home Improvement	7	0.6%	57	0.5%	27	0.6%	205	0.4%	45	0.4%	376	0.3%
General Merchandise Stores	13	1.0%	100	0.8%	45	0.9%	300	0.6%	92	0.9%	528	0.4%
Food Stores	32	2.6%	531	4.3%	120	2.4%	1,371	2.9%	261	2.4%	2,135	1.5%
Auto Dealers, Gas Stations, Auto Aftermarket	5	0.4%	24	0.2%	59	1.2%	286	0.6%	139	1.3%	616	0.4%
Apparel & Accessory Stores	11	0.9%	27	0.2%	65	1.3%	367	0.8%	115	1.1%	571	0.4%
Furniture & Home Furnishings	14	1.1%	61	0.5%	41	0.8%	223	0.5%	79	0.7%	468	0.3%
Eating & Drinking Places	103	8.2%	843	6.9%	326	6.7%	2,579	5.4%	713	6.6%	5,298	3.8%
Miscellaneous Retail	74	5.9%	301	2.4%	246	5.0%	998	2.1%	503	4.7%	1,962	1.4%
Finance, Insurance, Real Estate Summary	95	7.6%	700	5.7%	397	8.1%	2,455	5.1%	925	8.6%	7,087	5.0%
Banks, Savings & Lending Institutions	9	0.7%	45	0.4%	65	1.3%	387	0.8%	136	1.3%	1,306	0.9%
Securities Brokers	6	0.5%	63	0.5%	39	0.8%	334	0.7%	112	1.0%	1,126	0.8%
Insurance Carriers & Agents	6	0.5%	18	0.1%	17	0.3%	62	0.1%	62	0.6%	486	0.3%
Real Estate, Holding, Other Investment Offices	75	6.0%	574	4.7%	277	5.7%	1,672	3.5%	615	5.7%	4,170	3.0%
Services Summary	546	43.6%	7,155	58.2%	2,223	45.4%	30,412	63.6%	4,871	45.2%	89,799	63.6%
Hotels & Lodging	2	0.2%	112	0.9%	12	0.2%	218	0.5%	37	0.3%	1,235	0.9%
Automotive Services	21	1.7%	79	0.6%	110	2.2%	553	1.2%	257	2.4%	1,219	0.9%
Motion Pictures & Amusements	41	3.3%	374	3.0%	102	2.1%	814	1.7%	210	1.9%	1,876	1.3%
Health Services	60	4.8%	816	6.6%	396	8.1%	10,501	22.0%	815	7.6%	39,894	28.2%
Legal Services	31	2.5%	170	1.4%	105	2.1%	501	1.0%	311	2.9%	3,064	2.2%
Education Institutions & Libraries	37	3.0%	1,991	16.2%	141	2.9%	7,023	14.7%	334	3.1%	15,189	10.8%
Other Services	354	28.3%	3,612	29.4%	1,357	27.7%	10,803	22.6%	2,906	26.9%	27,321	19.3%
Government	3	0.2%	67	0.5%	42	0.9%	1,529	3.2%	227	2.1%	17,423	12.3%
Unclassified Establishments	200	16.0%	192	1.6%	811	16.6%	732	1.5%	1,822	16.9%	1,846	1.3%
Totals	1,252	100.0%	12,288	100.0%	4,898	100.0%	47,819	100.0%	10,783	100.0%	141,247	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

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	1	0.1%	3	0.0%	7	0.1%	191	0.4%	17	0.2%	345	0.2%
Mining	0	0.0%	0	0.0%	1	0.0%	0	0.0%	5	0.0%	60	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	792	0.6%
Construction	47	3.8%	541	4.4%	192	3.9%	1,786	3.7%	363	3.4%	3,294	2.3%
Manufacturing	38	3.0%	460	3.7%	90	1.8%	1,208	2.5%	156	1.4%	2,168	1.5%
Wholesale Trade	15	1.2%	109	0.9%	55	1.1%	766	1.6%	123	1.1%	1,298	0.9%
Retail Trade	144	11.5%	983	8.0%	569	11.6%	3,506	7.3%	1,191	11.0%	6,310	4.5%
Motor Vehicle & Parts Dealers	2	0.2%	10	0.1%	42	0.9%	215	0.4%	103	1.0%	468	0.3%
Furniture & Home Furnishings Stores	1	0.1%	5	0.0%	12	0.2%	101	0.2%	30	0.3%	215	0.2%
Electronics & Appliance Stores	10	0.8%	55	0.4%	25	0.5%	106	0.2%	39	0.4%	202	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.6%	57	0.5%	27	0.6%	205	0.4%	45	0.4%	376	0.3%
Food & Beverage Stores	26	2.1%	439	3.6%	118	2.4%	1,211	2.5%	290	2.7%	1,991	1.4%
Health & Personal Care Stores	16	1.3%	71	0.6%	59	1.2%	329	0.7%	136	1.3%	685	0.5%
Gasoline Stations	3	0.2%	14	0.1%	17	0.3%	71	0.1%	36	0.3%	148	0.1%
Clothing & Clothing Accessories Stores	12	1.0%	29	0.2%	75	1.5%	403	0.8%	148	1.4%	681	0.5%
Sport Goods, Hobby, Book, & Music Stores	11	0.9%	106	0.9%	43	0.9%	242	0.5%	70	0.6%	363	0.3%
General Merchandise Stores	13	1.0%	100	0.8%	45	0.9%	300	0.6%	92	0.9%	528	0.4%
Miscellaneous Store Retailers	38	3.0%	96	0.8%	92	1.9%	314	0.7%	178	1.7%	639	0.5%
Nonstore Retailers	5	0.4%	3	0.0%	15	0.3%	9	0.0%	24	0.2%	14	0.0%
Transportation & Warehousing	11	0.9%	87	0.7%	71	1.4%	790	1.7%	166	1.5%	2,552	1.8%
Information	47	3.8%	1,336	10.9%	120	2.4%	2,099	4.4%	243	2.3%	3,998	2.8%
Finance & Insurance	21	1.7%	127	1.0%	127	2.6%	795	1.7%	324	3.0%	3,103	2.2%
Central Bank/Credit Intermediation & Related Activities	9	0.7%	45	0.4%	65	1.3%	387	0.8%	131	1.2%	1,240	0.9%
Securities, Commodity Contracts & Other Financial	6	0.5%	64	0.5%	45	0.9%	346	0.7%	132	1.2%	1,377	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	6	0.5%	18	0.1%	17	0.3%	62	0.1%	62	0.6%	487	0.3%
Real Estate, Rental & Leasing	74	5.9%	514	4.2%	264	5.4%	1,488	3.1%	573	5.3%	3,483	2.5%
Professional, Scientific & Tech Services	179	14.3%	1,264	10.3%	476	9.7%	3,325	7.0%	1,070	9.9%	10,991	7.8%
Legal Services	38	3.0%	198	1.6%	118	2.4%	556	1.2%	334	3.1%	3,159	2.2%
Management of Companies & Enterprises	4	0.3%	31	0.3%	18	0.4%	162	0.3%	40	0.4%	397	0.3%
Administrative & Support & Waste Management & Remediation	37	3.0%	382	3.1%	150	3.1%	1,284	2.7%	316	2.9%	2,933	2.1%
Educational Services	48	3.8%	1,905	15.5%	147	3.0%	6,849	14.3%	332	3.1%	14,813	10.5%
Health Care & Social Assistance	99	7.9%	1,391	11.3%	574	11.7%	12,443	26.0%	1,185	11.0%	44,591	31.6%
Arts, Entertainment & Recreation	34	2.7%	357	2.9%	108	2.2%	987	2.1%	234	2.2%	2,428	1.7%
Accommodation & Food Services	106	8.5%	961	7.8%	347	7.1%	2,868	6.0%	768	7.1%	6,673	4.7%
Accommodation	2	0.2%	112	0.9%	12	0.2%	218	0.5%	37	0.3%	1,235	0.9%
Food Services & Drinking Places	104	8.3%	849	6.9%	335	6.8%	2,650	5.5%	731	6.8%	5,437	3.8%
Other Services (except Public Administration)	144	11.5%	1,579	12.8%	726	14.8%	5,002	10.5%	1,623	15.1%	11,672	8.3%
Automotive Repair & Maintenance	15	1.2%	55	0.4%	81	1.7%	361	0.8%	168	1.6%	656	0.5%
Public Administration	3	0.2%	67	0.5%	43	0.9%	1,538	3.2%	228	2.1%	17,501	12.4%
Unclassified Establishments	200	16.0%	192	1.6%	811	16.6%	732	1.5%	1,822	16.9%	1,844	1.3%
<b>Total</b>	<b>1,252</b>	<b>100.0%</b>	<b>12,288</b>	<b>100.0%</b>	<b>4,898</b>	<b>100.0%</b>	<b>47,819</b>	<b>100.0%</b>	<b>10,783</b>	<b>100.0%</b>	<b>141,247</b>	<b>100.0%</b>

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.