

2011 Maryland Ave, Baltimore, Maryland, 21218  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.31258  
Longitude: -76.61762

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2010 Total Population	45,452	155,506	315,828
2020 Total Population	43,652	143,582	291,230
2020 Group Quarters	2,845	8,555	14,706
2024 Total Population	43,369	142,354	283,296
2024 Group Quarters	2,840	8,533	14,688
2029 Total Population	42,769	140,075	277,873
2024-2029 Annual Rate	-0.28%	-0.32%	-0.39%
2024 Total Daytime Population	50,366	256,007	393,340
Workers	31,650	185,578	252,759
Residents	18,716	70,429	140,581
<b>Household Summary</b>			
2010 Households	20,536	65,964	127,241
2010 Average Household Size	1.95	2.15	2.32
2020 Total Households	22,010	68,828	130,097
2020 Average Household Size	1.85	1.96	2.13
2024 Households	21,920	68,916	129,226
2024 Average Household Size	1.85	1.94	2.08
2029 Households	22,201	69,871	130,759
2029 Average Household Size	1.80	1.88	2.01
2024-2029 Annual Rate	0.26%	0.28%	0.24%
2010 Families	6,788	27,970	61,569
2010 Average Family Size	3.01	3.12	3.17
2024 Families	6,708	25,060	54,347
2024 Average Family Size	3.04	3.06	3.07
2029 Families	6,789	25,243	54,453
2029 Average Family Size	2.95	2.97	2.99
2024-2029 Annual Rate	0.24%	0.15%	0.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	26,267	85,990	161,219
Owner Occupied Housing Units	18.5%	26.0%	36.0%
Renter Occupied Housing Units	62.3%	53.8%	45.9%
Vacant Housing Units	19.1%	20.1%	18.1%
2010 Housing Units	25,914	83,655	158,663
Owner Occupied Housing Units	18.8%	25.0%	33.1%
Renter Occupied Housing Units	60.5%	53.9%	47.1%
Vacant Housing Units	20.8%	21.1%	19.8%
2020 Housing Units	26,322	83,044	157,015
Owner Occupied Housing Units	18.7%	23.0%	30.3%
Renter Occupied Housing Units	64.9%	59.9%	52.6%
Vacant Housing Units	16.4%	17.1%	17.1%
2024 Housing Units	26,125	83,596	157,364
Owner Occupied Housing Units	20.6%	24.2%	31.6%
Renter Occupied Housing Units	63.3%	58.3%	50.5%
Vacant Housing Units	16.1%	17.6%	17.9%
2029 Housing Units	26,370	84,427	158,982
Owner Occupied Housing Units	22.4%	25.7%	33.1%
Renter Occupied Housing Units	61.8%	57.1%	49.2%
Vacant Housing Units	15.8%	17.2%	17.8%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2024 Households by Income</b>			
Household Income Base	21,918	68,910	129,220
<\$15,000	23.6%	22.5%	19.2%
\$15,000 - \$24,999	8.4%	9.4%	8.3%
\$25,000 - \$34,999	8.0%	8.2%	7.6%
\$35,000 - \$49,999	9.4%	10.4%	10.4%
\$50,000 - \$74,999	14.4%	15.3%	14.1%
\$75,000 - \$99,999	11.0%	9.9%	10.7%
\$100,000 - \$149,999	11.6%	11.3%	12.8%
\$150,000 - \$199,999	5.6%	5.4%	6.9%
\$200,000+	8.0%	7.5%	9.9%
Average Household Income	\$81,740	\$80,109	\$93,087
<b>2029 Households by Income</b>			
Household Income Base	22,199	69,865	130,753
<\$15,000	22.9%	22.2%	18.7%
\$15,000 - \$24,999	7.2%	8.2%	7.2%
\$25,000 - \$34,999	7.3%	7.5%	6.9%
\$35,000 - \$49,999	8.3%	9.3%	9.2%
\$50,000 - \$74,999	13.3%	14.3%	13.0%
\$75,000 - \$99,999	11.6%	10.4%	11.1%
\$100,000 - \$149,999	12.4%	12.0%	13.4%
\$150,000 - \$199,999	6.6%	6.4%	8.0%
\$200,000+	10.4%	9.7%	12.5%
Average Household Income	\$95,369	\$92,665	\$107,731
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	5,372	20,187	49,648
<\$50,000	5.8%	8.9%	7.8%
\$50,000 - \$99,999	3.9%	9.6%	9.7%
\$100,000 - \$149,999	5.5%	7.3%	8.8%
\$150,000 - \$199,999	7.0%	9.4%	8.9%
\$200,000 - \$249,999	11.3%	12.2%	10.4%
\$250,000 - \$299,999	10.7%	10.5%	10.1%
\$300,000 - \$399,999	28.1%	20.6%	19.9%
\$400,000 - \$499,999	13.1%	9.8%	9.9%
\$500,000 - \$749,999	12.5%	8.7%	10.0%
\$750,000 - \$999,999	1.2%	1.8%	2.7%
\$1,000,000 - \$1,499,999	0.4%	0.9%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$338,189	\$295,959	\$312,657
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	5,901	21,627	52,560
<\$50,000	4.9%	8.1%	7.2%
\$50,000 - \$99,999	1.9%	5.7%	5.9%
\$100,000 - \$149,999	3.4%	4.5%	5.6%
\$150,000 - \$199,999	3.2%	5.7%	5.6%
\$200,000 - \$249,999	7.0%	8.2%	6.7%
\$250,000 - \$299,999	6.7%	7.4%	7.2%
\$300,000 - \$399,999	31.3%	23.4%	21.5%
\$400,000 - \$499,999	16.0%	14.6%	14.1%
\$500,000 - \$749,999	22.0%	16.5%	18.1%
\$750,000 - \$999,999	2.3%	3.8%	5.2%
\$1,000,000 - \$1,499,999	1.1%	1.8%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$407,097	\$374,376	\$396,401

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$50,741	\$49,031	\$56,113
2029	\$56,234	\$53,540	\$63,297
<b>Median Home Value</b>			
2024	\$320,662	\$262,577	\$271,575
2029	\$373,499	\$344,392	\$355,103
<b>Per Capita Income</b>			
2024	\$41,609	\$38,800	\$42,787
2029	\$49,790	\$46,206	\$51,043
<b>Median Age</b>			
2010	33.0	33.2	33.0
2020	33.6	34.2	34.1
2024	34.2	34.8	34.8
2029	35.6	36.4	36.4
<b>2020 Population by Age</b>			
Total	43,652	143,582	291,230
0 - 4	3.8%	4.5%	4.8%
5 - 9	3.5%	4.4%	4.7%
10 - 14	3.4%	4.3%	4.7%
15 - 24	16.4%	16.1%	15.6%
25 - 34	26.3%	22.6%	21.9%
35 - 44	14.0%	13.0%	13.1%
45 - 54	9.5%	9.8%	10.0%
55 - 64	11.7%	12.1%	11.9%
65 - 74	7.4%	8.2%	8.2%
75 - 84	3.0%	3.7%	3.6%
85 +	1.0%	1.4%	1.4%
18 +	87.2%	84.3%	83.0%
<b>2024 Population by Age</b>			
Total	43,367	142,354	283,295
0 - 4	3.8%	4.4%	4.7%
5 - 9	3.4%	4.1%	4.5%
10 - 14	3.1%	4.0%	4.3%
15 - 24	14.3%	14.5%	14.5%
25 - 34	27.5%	23.4%	22.5%
35 - 44	15.6%	14.5%	14.6%
45 - 54	9.2%	9.5%	9.7%
55 - 64	10.7%	11.1%	11.0%
65 - 74	8.0%	8.8%	8.7%
75 - 84	3.4%	4.2%	4.1%
85 +	1.0%	1.5%	1.4%
18 +	87.8%	85.2%	83.9%
<b>2029 Population by Age</b>			
Total	42,768	140,074	277,872
0 - 4	3.7%	4.3%	4.5%
5 - 9	3.3%	3.8%	4.2%
10 - 14	3.1%	3.8%	4.2%
15 - 24	13.8%	14.2%	14.3%
25 - 34	25.0%	21.5%	20.3%
35 - 44	16.6%	15.3%	15.7%
45 - 54	10.1%	10.3%	10.6%
55 - 64	9.7%	10.0%	9.8%
65 - 74	8.9%	9.7%	9.6%
75 - 84	4.5%	5.2%	5.2%
85 +	1.2%	1.8%	1.6%
18 +	88.0%	85.7%	84.5%

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<b>2020 Population by Sex</b>			
Males	21,581	68,823	138,042
Females	22,071	74,759	153,188
<b>2024 Population by Sex</b>			
Males	21,737	69,425	136,625
Females	21,632	72,929	146,671
<b>2029 Population by Sex</b>			
Males	21,287	67,893	133,161
Females	21,482	72,183	144,712
<b>2010 Population by Race/Ethnicity</b>			
Total	45,452	155,508	315,827
White Alone	31.0%	25.4%	28.5%
Black Alone	60.8%	67.1%	64.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	4.3%	4.5%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.7%	1.5%
Two or More Races	2.4%	2.0%	2.1%
Hispanic Origin	2.9%	2.5%	3.8%
Diversity Index	55.8	50.8	54.0
<b>2020 Population by Race/Ethnicity</b>			
Total	43,652	143,582	291,230
White Alone	32.9%	27.0%	29.5%
Black Alone	51.2%	58.2%	55.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	6.8%	6.9%	5.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	2.1%	3.4%
Two or More Races	6.2%	5.5%	5.6%
Hispanic Origin	5.9%	4.7%	6.4%
Diversity Index	66.2	61.8	64.6
<b>2024 Population by Race/Ethnicity</b>			
Total	43,369	142,354	283,296
White Alone	31.1%	25.9%	28.7%
Black Alone	52.3%	58.4%	55.4%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	6.8%	7.1%	5.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.7%	2.2%	3.6%
Two or More Races	6.6%	5.9%	6.0%
Hispanic Origin	6.5%	5.2%	6.9%
Diversity Index	66.6	62.4	65.4
<b>2029 Population by Race/Ethnicity</b>			
Total	42,769	140,076	277,872
White Alone	29.0%	24.2%	27.4%
Black Alone	53.6%	59.3%	55.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	7.1%	7.5%	6.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.9%	2.4%	3.7%
Two or More Races	6.9%	6.2%	6.4%
Hispanic Origin	6.9%	5.5%	7.3%
Diversity Index	66.7	62.4	65.8

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

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<b>2020 Population by Relationship and Household Type</b>			
Total	43,652	143,582	291,230
In Households	93.5%	94.0%	95.0%
Householder	50.3%	47.8%	44.7%
Opposite-Sex Spouse	6.6%	7.0%	8.2%
Same-Sex Spouse	0.6%	0.5%	0.4%
Opposite-Sex Unmarried Partner	4.0%	3.5%	3.6%
Same-Sex Unmarried Partner	0.7%	0.5%	0.4%
Biological Child	15.1%	18.6%	20.4%
Adopted Child	0.3%	0.3%	0.4%
Stepchild	0.4%	0.5%	0.6%
Grandchild	2.2%	3.2%	3.5%
Brother or Sister	1.4%	1.7%	1.9%
Parent	0.7%	1.0%	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	1.5%	1.9%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	9.1%	7.3%	7.4%
In Group Quarters	6.5%	6.0%	5.0%
Institutionalized	3.7%	2.3%	1.2%
Noninstitutionalized	2.8%	3.6%	3.8%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	32,678	103,968	203,734
Less than 9th Grade	2.7%	3.0%	3.1%
9th - 12th Grade, No Diploma	7.6%	8.1%	7.4%
High School Graduate	15.7%	22.4%	22.2%
GED/Alternative Credential	5.0%	5.3%	4.8%
Some College, No Degree	15.1%	14.5%	14.6%
Associate Degree	4.8%	4.4%	4.7%
Bachelor's Degree	23.6%	20.3%	21.4%
Graduate/Professional Degree	25.4%	22.1%	21.8%
<b>2024 Population 15+ by Marital Status</b>			
Total	38,899	124,610	244,925
Never Married	61.0%	60.1%	57.1%
Married	24.6%	24.3%	27.7%
Widowed	4.7%	5.4%	5.1%
Divorced	9.7%	10.2%	10.1%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	24,648	73,943	148,745
Population 16+ Employed	95.7%	95.5%	95.8%
Population 16+ Unemployment rate	4.3%	4.5%	4.2%
Population 16-24 Employed	13.3%	12.4%	12.2%
Population 16-24 Unemployment rate	9.5%	10.4%	9.6%
Population 25-54 Employed	73.3%	70.3%	70.4%
Population 25-54 Unemployment rate	2.9%	3.3%	3.2%
Population 55-64 Employed	8.5%	11.8%	12.2%
Population 55-64 Unemployment rate	7.2%	5.2%	4.0%
Population 65+ Employed	5.0%	5.5%	5.2%
Population 65+ Unemployment rate	3.5%	4.6%	5.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 10, 2024

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<b>2024 Employed Population 16+ by Industry</b>			
Total	23,600	70,610	142,499
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.3%	3.2%	3.9%
Manufacturing	4.4%	4.4%	4.6%
Wholesale Trade	0.5%	0.7%	1.0%
Retail Trade	6.8%	6.5%	6.6%
Transportation/Utilities	4.2%	6.0%	5.8%
Information	2.2%	2.1%	1.9%
Finance/Insurance/Real Estate	3.6%	4.1%	5.1%
Services	66.6%	65.5%	63.0%
Public Administration	8.3%	7.2%	7.8%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	23,599	70,608	142,497
White Collar	73.8%	70.7%	70.7%
Management/Business/Financial	19.9%	17.8%	19.7%
Professional	41.1%	39.3%	37.6%
Sales	5.2%	5.4%	5.6%
Administrative Support	7.7%	8.3%	7.8%
Services	16.7%	16.4%	16.4%
Blue Collar	9.4%	13.0%	12.9%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	1.3%	1.7%	2.2%
Installation/Maintenance/Repair	1.2%	1.5%	1.5%
Production	2.2%	2.2%	2.1%
Transportation/Material Moving	4.6%	7.4%	6.9%
<b>2020 Households by Type</b>			
Total	22,010	68,828	130,097
Married Couple Households	14.5%	15.6%	19.3%
With Own Children <18	4.0%	4.5%	6.0%
Without Own Children <18	10.5%	11.2%	13.3%
Cohabiting Couple Households	9.5%	8.5%	9.1%
With Own Children <18	1.2%	1.6%	1.9%
Without Own Children <18	8.3%	6.9%	7.2%
Male Householder, No Spouse/Partner	34.2%	31.1%	28.4%
Living Alone	26.5%	23.4%	20.3%
65 Years and over	5.4%	5.1%	4.7%
With Own Children <18	1.1%	1.2%	1.4%
Without Own Children <18, With Relatives	2.4%	2.8%	3.1%
No Relatives Present	4.2%	3.8%	3.7%
Female Householder, No Spouse/Partner	41.8%	44.7%	43.2%
Living Alone	25.6%	25.2%	22.3%
65 Years and over	5.4%	7.2%	6.8%
With Own Children <18	5.4%	7.3%	7.4%
Without Own Children <18, With Relatives	6.7%	8.7%	9.9%
No Relatives Present	4.1%	3.6%	3.5%
<b>2020 Households by Size</b>			
Total	22,010	68,828	130,097
1 Person Household	52.2%	48.5%	42.6%
2 Person Household	27.6%	27.7%	29.4%
3 Person Household	10.0%	11.5%	13.3%
4 Person Household	5.3%	6.6%	7.8%
5 Person Household	2.5%	3.0%	3.7%
6 Person Household	1.4%	1.6%	1.9%
7 + Person Household	1.0%	1.1%	1.3%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	22,010	68,828	130,097
Owner Occupied	22.4%	27.8%	36.5%
Owned with a Mortgage/Loan	16.4%	19.3%	26.5%
Owned Free and Clear	6.0%	8.5%	10.1%
Renter Occupied	77.6%	72.2%	63.5%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	58	68	75
Percent of Income for Mortgage	39.6%	33.5%	30.3%
Wealth Index	47	50	61
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	26,322	83,044	157,015
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	43,652	143,582	291,230
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

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<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Social Security Set (9F)	Modest Income Homes	Modest Income Homes (12D)
3.	City Commons (11E)	City Commons (11E)	City Commons (11E)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$42,346,963	\$131,068,452	\$281,441,309
Average Spent	\$1,931.89	\$1,901.86	\$2,177.90
Spending Potential Index	81	80	91
Education: Total \$	\$28,661,967	\$88,178,356	\$189,917,258
Average Spent	\$1,307.57	\$1,279.50	\$1,469.65
Spending Potential Index	76	74	85
Entertainment/Recreation: Total \$	\$63,371,838	\$194,931,384	\$425,276,618
Average Spent	\$2,891.05	\$2,828.54	\$3,290.95
Spending Potential Index	71	69	80
Food at Home: Total \$	\$124,206,136	\$383,701,930	\$827,107,070
Average Spent	\$5,666.34	\$5,567.68	\$6,400.47
Spending Potential Index	78	76	88
Food Away from Home: Total \$	\$66,810,081	\$204,363,485	\$440,461,348
Average Spent	\$3,047.91	\$2,965.40	\$3,408.46
Spending Potential Index	78	76	88
Health Care: Total \$	\$116,710,065	\$363,114,977	\$796,191,452
Average Spent	\$5,324.36	\$5,268.95	\$6,161.23
Spending Potential Index	69	69	80
HH Furnishings & Equipment: Total \$	\$49,866,133	\$153,747,566	\$335,152,698
Average Spent	\$2,274.91	\$2,230.94	\$2,593.54
Spending Potential Index	72	71	82
Personal Care Products & Services: Total \$	\$17,006,993	\$51,781,938	\$111,378,850
Average Spent	\$775.87	\$751.38	\$861.89
Spending Potential Index	78	75	87
Shelter: Total \$	\$442,822,353	\$1,357,322,650	\$2,930,651,819
Average Spent	\$20,201.75	\$19,695.32	\$22,678.50
Spending Potential Index	76	74	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$47,941,314	\$148,060,677	\$329,452,105
Average Spent	\$2,187.10	\$2,148.42	\$2,549.43
Spending Potential Index	62	61	73
Travel: Total \$	\$46,212,461	\$141,901,927	\$310,793,098
Average Spent	\$2,108.23	\$2,059.06	\$2,405.04
Spending Potential Index	69	68	79
Vehicle Maintenance & Repairs: Total \$	\$24,358,780	\$74,695,848	\$161,383,432
Average Spent	\$1,111.26	\$1,083.87	\$1,248.85
Spending Potential Index	75	73	84

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	26.9%	Population	43,369	42,769
Social Security Set (9F)	19.6%	Households	21,920	22,201
City Commons (11E)	11.7%	Families	6,708	6,789
Modest Income Homes (12D)	9.9%	Median Age	34.2	35.6
Set to Impress (11D)	9.2%	Median Household Income	\$50,741	\$56,234
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		81	\$1,931.89	\$42,346,963
Men's		81	\$355.39	\$7,790,134
Women's		82	\$651.51	\$14,281,117
Children's		81	\$296.15	\$6,491,513
Footwear		81	\$405.67	\$8,892,236
Watches & Jewelry		80	\$183.23	\$4,016,489
Apparel Products and Services (1)		82	\$39.94	\$875,473
<b>Computer</b>				
Computers and Hardware for Home Use		82	\$221.77	\$4,861,160
Portable Memory		90	\$3.68	\$80,677
Computer Software		91	\$14.25	\$312,261
Computer Accessories		79	\$18.87	\$413,657
<b>Entertainment &amp; Recreation</b>		71	\$2,891.05	\$63,371,838
Fees and Admissions		68	\$561.02	\$12,297,647
Membership Fees for Clubs (2)		70	\$211.95	\$4,645,835
Fees for Participant Sports, excl. Trips		62	\$83.08	\$1,821,214
Tickets to Theatre/Operas/Concerts		72	\$54.55	\$1,195,819
Tickets to Movies		81	\$19.87	\$435,488
Tickets to Parks or Museums		71	\$26.73	\$585,886
Admission to Sporting Events, excl. Trips		74	\$58.47	\$1,281,566
Fees for Recreational Lessons		61	\$105.49	\$2,312,414
Dating Services		113	\$0.89	\$19,427
TV/Video/Audio		76	\$1,004.68	\$22,022,687
Cable and Satellite Television Services		71	\$539.39	\$11,823,484
Televisions		80	\$122.04	\$2,675,207
Satellite Dishes		86	\$1.07	\$23,519
VCRs, Video Cameras, and DVD Players		77	\$3.83	\$83,906
Miscellaneous Video Equipment		66	\$15.03	\$329,426
Video Cassettes and DVDs		81	\$4.70	\$103,065
Video Game Hardware/Accessories		95	\$44.29	\$970,872
Video Game Software		106	\$21.47	\$470,670
Rental/Streaming/Downloaded Video		81	\$139.64	\$3,060,839
Installation of Televisions		59	\$1.01	\$22,030
Audio (3)		78	\$111.07	\$2,434,755
Rental and Repair of TV/Radio/Sound Equipment		71	\$1.14	\$24,913
Pets		68	\$688.95	\$15,101,810
Toys/Games/Crafts/Hobbies (4)		77	\$140.17	\$3,072,474
Recreational Vehicles and Fees (5)		56	\$110.61	\$2,424,540
Sports/Recreation/Exercise Equipment (6)		67	\$205.09	\$4,495,630
Photo Equipment and Supplies (7)		77	\$47.08	\$1,032,021
Reading (8)		74	\$103.36	\$2,265,706
Catered Affairs (9)		76	\$30.08	\$659,322
<b>Food</b>		78	\$8,714.24	\$191,016,218
Food at Home		78	\$5,666.34	\$124,206,136
Bakery and Cereal Products		77	\$720.34	\$15,789,912
Meats, Poultry, Fish, and Eggs		79	\$1,240.09	\$27,182,777
Dairy Products		76	\$526.37	\$11,537,950
Fruits and Vegetables		77	\$1,115.46	\$24,450,893
Snacks and Other Food at Home (10)		78	\$2,064.08	\$45,244,604
Food Away from Home		78	\$3,047.91	\$66,810,081
Alcoholic Beverages		81	\$527.37	\$11,559,957

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	58	\$26,711.10	\$585,507,257
Value of Retirement Plans	56	\$91,617.98	\$2,008,266,045
Value of Other Financial Assets	59	\$5,379.52	\$117,918,982
Vehicle Loan Amount excluding Interest	73	\$2,561.51	\$56,148,272
Value of Credit Card Debt	73	\$2,125.31	\$46,586,781
<b>Health</b>			
Nonprescription Drugs	72	\$128.67	\$2,820,338
Prescription Drugs	71	\$294.34	\$6,452,015
Eyeglasses and Contact Lenses	70	\$88.29	\$1,935,316
<b>Home</b>			
Mortgage Payment and Basics (11)	54	\$7,254.92	\$159,027,835
Maintenance and Remodeling Services	50	\$2,352.99	\$51,577,593
Maintenance and Remodeling Materials (12)	50	\$432.51	\$9,480,545
Utilities, Fuel, and Public Services	73	\$4,366.38	\$95,711,136
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$103.95	\$2,278,654
Furniture	73	\$717.96	\$15,737,690
Rugs	67	\$30.66	\$671,998
Major Appliances (14)	64	\$376.17	\$8,245,613
Housewares (15)	74	\$79.54	\$1,743,416
Small Appliances	85	\$68.15	\$1,493,771
Luggage	76	\$15.69	\$343,887
Telephones and Accessories	82	\$83.11	\$1,821,850
<b>Household Operations</b>			
Child Care	69	\$383.61	\$8,408,790
Lawn and Garden (16)	58	\$406.49	\$8,910,280
Moving/Storage/Freight Express	85	\$103.40	\$2,266,513
Housekeeping Supplies (17)	76	\$684.00	\$14,993,229
<b>Insurance</b>			
Owners and Renters Insurance	59	\$486.48	\$10,663,654
Vehicle Insurance	77	\$1,642.47	\$36,002,985
Life/Other Insurance	63	\$425.78	\$9,333,062
Health Insurance	69	\$3,467.93	\$76,017,011
Personal Care Products (18)	79	\$443.90	\$9,730,185
School Books (19)	85	\$35.97	\$788,407
Smoking Products	90	\$420.76	\$9,223,167
<b>Transportation</b>			
Payments on Vehicles excluding Leases	72	\$2,206.21	\$48,360,212
Gasoline and Motor Oil	74	\$2,467.08	\$54,078,425
Vehicle Maintenance and Repairs	75	\$1,111.26	\$24,358,780
<b>Travel</b>			
Airline Fares	71	\$451.26	\$9,891,719
Lodging on Trips	66	\$650.28	\$14,254,097
Auto/Truck Rental on Trips	75	\$87.51	\$1,918,212
Food and Drink on Trips	72	\$533.64	\$11,697,391

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

2011 Maryland Ave, Baltimore, Maryland, 21218  
 Ring: 2 mile radius

Prepared by Esri  
 Latitude: 39.31258  
 Longitude: -76.61762

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	23.4%	Population	142,354	140,075
Modest Income Homes (12D)	16.6%	Households	68,916	69,871
City Commons (11E)	13.9%	Families	25,060	25,243
Social Security Set (9F)	11.1%	Median Age	34.8	36.4
Emerald City (8B)	7.5%	Median Household Income	\$49,031	\$53,540
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		80	\$1,901.86	\$131,068,452
Men's		79	\$345.87	\$23,835,992
Women's		81	\$647.27	\$44,607,036
Children's		80	\$294.21	\$20,275,830
Footwear		79	\$394.74	\$27,204,094
Watches & Jewelry		79	\$180.54	\$12,442,187
Apparel Products and Services (1)		81	\$39.23	\$2,703,314
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$213.49	\$14,713,007
Portable Memory		86	\$3.50	\$240,881
Computer Software		88	\$13.70	\$944,414
Computer Accessories		77	\$18.28	\$1,259,468
<b>Entertainment &amp; Recreation</b>		69	\$2,828.54	\$194,931,384
Fees and Admissions		66	\$547.95	\$37,762,380
Membership Fees for Clubs (2)		69	\$207.67	\$14,311,677
Fees for Participant Sports, excl. Trips		61	\$81.58	\$5,622,273
Tickets to Theatre/Operas/Concerts		69	\$52.57	\$3,623,194
Tickets to Movies		76	\$18.66	\$1,286,026
Tickets to Parks or Museums		69	\$25.86	\$1,782,415
Admission to Sporting Events, excl. Trips		73	\$57.98	\$3,995,673
Fees for Recreational Lessons		60	\$102.74	\$7,080,747
Dating Services		111	\$0.88	\$60,376
TV/Video/Audio		75	\$991.61	\$68,337,606
Cable and Satellite Television Services		72	\$540.67	\$37,260,695
Televisions		79	\$120.22	\$8,285,131
Satellite Dishes		89	\$1.11	\$76,289
VCRs, Video Cameras, and DVD Players		74	\$3.70	\$255,329
Miscellaneous Video Equipment		64	\$14.44	\$995,193
Video Cassettes and DVDs		77	\$4.45	\$306,751
Video Game Hardware/Accessories		92	\$42.62	\$2,937,269
Video Game Software		100	\$20.21	\$1,393,004
Rental/Streaming/Downloaded Video		78	\$134.34	\$9,258,384
Installation of Televisions		59	\$1.00	\$68,637
Audio (3)		76	\$107.71	\$7,422,951
Rental and Repair of TV/Radio/Sound Equipment		71	\$1.13	\$77,971
Pets		67	\$673.42	\$46,409,071
Toys/Games/Crafts/Hobbies (4)		75	\$137.37	\$9,466,789
Recreational Vehicles and Fees (5)		56	\$110.28	\$7,599,736
Sports/Recreation/Exercise Equipment (6)		64	\$194.97	\$13,436,881
Photo Equipment and Supplies (7)		74	\$45.14	\$3,111,200
Reading (8)		71	\$99.68	\$6,869,238
Catered Affairs (9)		71	\$28.13	\$1,938,484
<b>Food</b>		76	\$8,533.08	\$588,065,415
Food at Home		76	\$5,567.68	\$383,701,930
Bakery and Cereal Products		76	\$709.03	\$48,863,785
Meats, Poultry, Fish, and Eggs		78	\$1,222.37	\$84,240,869
Dairy Products		75	\$515.57	\$35,530,865
Fruits and Vegetables		76	\$1,093.43	\$75,355,157
Snacks and Other Food at Home (10)		76	\$2,027.27	\$139,711,253
Food Away from Home		76	\$2,965.40	\$204,363,485
Alcoholic Beverages		79	\$512.82	\$35,341,782

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	58	\$26,655.85	\$1,837,014,535
Value of Retirement Plans	57	\$91,717.86	\$6,320,827,877
Value of Other Financial Assets	59	\$5,343.67	\$368,264,031
Vehicle Loan Amount excluding Interest	71	\$2,522.10	\$173,812,945
Value of Credit Card Debt	72	\$2,084.67	\$143,667,004
<b>Health</b>			
Nonprescription Drugs	71	\$126.24	\$8,700,121
Prescription Drugs	72	\$297.26	\$20,485,947
Eyeglasses and Contact Lenses	69	\$86.69	\$5,974,598
<b>Home</b>			
Mortgage Payment and Basics (11)	54	\$7,279.59	\$501,680,226
Maintenance and Remodeling Services	50	\$2,353.27	\$162,178,285
Maintenance and Remodeling Materials (12)	50	\$434.86	\$29,969,139
Utilities, Fuel, and Public Services	73	\$4,349.19	\$299,728,813
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	77	\$101.93	\$7,024,801
Furniture	72	\$709.80	\$48,916,559
Rugs	66	\$30.23	\$2,083,437
Major Appliances (14)	64	\$376.45	\$25,943,704
Housewares (15)	72	\$77.20	\$5,319,984
Small Appliances	82	\$66.06	\$4,552,672
Luggage	74	\$15.40	\$1,061,295
Telephones and Accessories	80	\$80.82	\$5,570,000
<b>Household Operations</b>			
Child Care	68	\$376.89	\$25,973,778
Lawn and Garden (16)	58	\$408.04	\$28,120,775
Moving/Storage/Freight Express	82	\$99.41	\$6,850,924
Housekeeping Supplies (17)	74	\$670.75	\$46,225,149
<b>Insurance</b>			
Owners and Renters Insurance	59	\$490.88	\$33,829,417
Vehicle Insurance	76	\$1,614.20	\$111,244,509
Life/Other Insurance	63	\$423.58	\$29,191,190
Health Insurance	69	\$3,441.03	\$237,141,960
Personal Care Products (18)	77	\$431.23	\$29,718,579
School Books (19)	82	\$34.76	\$2,395,543
Smoking Products	90	\$420.13	\$28,953,632
<b>Transportation</b>			
Payments on Vehicles excluding Leases	72	\$2,178.68	\$150,145,869
Gasoline and Motor Oil	73	\$2,444.43	\$168,460,120
Vehicle Maintenance and Repairs	73	\$1,083.87	\$74,695,848
<b>Travel</b>			
Airline Fares	69	\$434.95	\$29,975,114
Lodging on Trips	65	\$641.71	\$44,223,811
Auto/Truck Rental on Trips	73	\$84.97	\$5,855,526
Food and Drink on Trips	70	\$520.97	\$35,903,096

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# Retail Goods and Services Expenditures

2011 Maryland Ave, Baltimore, Maryland, 21218  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.31258  
 Longitude: -76.61762

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	19.9%	Population	283,296	277,873
Modest Income Homes (12D)	16.8%	Households	129,226	130,759
City Commons (11E)	11.4%	Families	54,347	54,453
Emerald City (8B)	8.6%	Median Age	34.8	36.4
Family Foundations (12A)	7.7%	Median Household Income	\$56,113	\$63,297
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$2,177.90	\$281,441,309
Men's		90	\$395.91	\$51,161,221
Women's		93	\$740.70	\$95,717,982
Children's		92	\$337.34	\$43,593,578
Footwear		90	\$450.11	\$58,165,779
Watches & Jewelry		92	\$208.93	\$26,999,337
Apparel Products and Services (1)		92	\$44.91	\$5,803,413
<b>Computer</b>				
Computers and Hardware for Home Use		90	\$242.86	\$31,384,337
Portable Memory		96	\$3.90	\$503,721
Computer Software		98	\$15.38	\$1,987,281
Computer Accessories		88	\$20.83	\$2,691,435
<b>Entertainment &amp; Recreation</b>		80	\$3,290.95	\$425,276,618
Fees and Admissions		78	\$643.76	\$83,190,569
Membership Fees for Clubs (2)		81	\$243.84	\$31,510,822
Fees for Participant Sports, excl. Trips		73	\$97.13	\$12,551,569
Tickets to Theatre/Operas/Concerts		80	\$60.94	\$7,874,436
Tickets to Movies		86	\$21.10	\$2,727,185
Tickets to Parks or Museums		80	\$30.07	\$3,885,855
Admission to Sporting Events, excl. Trips		86	\$67.96	\$8,782,449
Fees for Recreational Lessons		71	\$121.72	\$15,729,848
Dating Services		125	\$0.99	\$128,404
TV/Video/Audio		86	\$1,145.00	\$147,963,166
Cable and Satellite Television Services		84	\$630.34	\$81,456,289
Televisions		91	\$138.42	\$17,887,831
Satellite Dishes		101	\$1.26	\$162,980
VCRs, Video Cameras, and DVD Players		85	\$4.22	\$545,852
Miscellaneous Video Equipment		74	\$16.83	\$2,174,907
Video Cassettes and DVDs		87	\$5.02	\$649,080
Video Game Hardware/Accessories		103	\$47.66	\$6,159,378
Video Game Software		110	\$22.27	\$2,877,749
Rental/Streaming/Downloaded Video		89	\$153.23	\$19,801,468
Installation of Televisions		71	\$1.20	\$154,570
Audio (3)		87	\$123.22	\$15,922,823
Rental and Repair of TV/Radio/Sound Equipment		83	\$1.32	\$170,238
Pets		78	\$786.17	\$101,593,519
Toys/Games/Crafts/Hobbies (4)		87	\$157.95	\$20,411,653
Recreational Vehicles and Fees (5)		67	\$132.75	\$17,155,179
Sports/Recreation/Exercise Equipment (6)		74	\$226.47	\$29,266,130
Photo Equipment and Supplies (7)		85	\$52.09	\$6,731,202
Reading (8)		82	\$114.52	\$14,798,883
Catered Affairs (9)		81	\$32.24	\$4,166,317
<b>Food</b>		88	\$9,808.93	\$1,267,568,418
Food at Home		88	\$6,400.47	\$827,107,070
Bakery and Cereal Products		87	\$816.48	\$105,510,901
Meats, Poultry, Fish, and Eggs		89	\$1,402.29	\$181,212,397
Dairy Products		86	\$592.83	\$76,608,767
Fruits and Vegetables		87	\$1,256.35	\$162,353,142
Snacks and Other Food at Home (10)		88	\$2,332.52	\$301,421,863
Food Away from Home		88	\$3,408.46	\$440,461,348
Alcoholic Beverages		90	\$587.35	\$75,901,475

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

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	69	\$32,199.58	\$4,161,023,034
Value of Retirement Plans	69	\$111,157.99	\$14,364,502,085
Value of Other Financial Assets	70	\$6,406.61	\$827,900,349
Vehicle Loan Amount excluding Interest	83	\$2,937.39	\$379,587,325
Value of Credit Card Debt	84	\$2,418.80	\$312,571,205
<b>Health</b>			
Nonprescription Drugs	83	\$146.95	\$18,989,792
Prescription Drugs	84	\$349.75	\$45,196,785
Eyeglasses and Contact Lenses	80	\$100.86	\$13,033,675
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$8,868.81	\$1,146,080,524
Maintenance and Remodeling Services	62	\$2,884.87	\$372,799,973
Maintenance and Remodeling Materials (12)	62	\$534.71	\$69,098,274
Utilities, Fuel, and Public Services	85	\$5,049.44	\$652,519,438
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	89	\$117.02	\$15,122,327
Furniture	84	\$827.73	\$106,963,780
Rugs	78	\$35.51	\$4,588,734
Major Appliances (14)	76	\$445.38	\$57,554,868
Housewares (15)	83	\$89.15	\$11,521,098
Small Appliances	93	\$74.73	\$9,657,699
Luggage	86	\$17.87	\$2,309,140
Telephones and Accessories	92	\$92.74	\$11,984,015
<b>Household Operations</b>			
Child Care	80	\$444.25	\$57,408,463
Lawn and Garden (16)	70	\$490.36	\$63,367,039
Moving/Storage/Freight Express	92	\$112.41	\$14,526,901
Housekeeping Supplies (17)	86	\$773.75	\$99,988,401
<b>Insurance</b>			
Owners and Renters Insurance	72	\$591.19	\$76,397,739
Vehicle Insurance	88	\$1,857.08	\$239,982,432
Life/Other Insurance	74	\$503.11	\$65,014,700
Health Insurance	81	\$4,026.73	\$520,358,133
Personal Care Products (18)	88	\$493.65	\$63,792,057
School Books (19)	92	\$39.16	\$5,059,896
Smoking Products	102	\$476.75	\$61,609,085
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$2,537.10	\$327,859,066
Gasoline and Motor Oil	85	\$2,827.22	\$365,350,967
Vehicle Maintenance and Repairs	84	\$1,248.85	\$161,383,432
<b>Travel</b>			
Airline Fares	79	\$504.22	\$65,158,802
Lodging on Trips	77	\$757.00	\$97,824,719
Auto/Truck Rental on Trips	85	\$98.26	\$12,697,694
Food and Drink on Trips	81	\$605.89	\$78,296,698

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

2011 Maryland Ave, Baltimore, Maryland, 21218  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.31258  
Longitude: -76.61762

<b>Data for all businesses in area</b>	<b>1 mile</b>		<b>2 miles</b>		<b>3 miles</b>							
Total Businesses:	3,167		11,234		17,056							
Total Employees:	33,282		192,165		253,460							
Total Population:	43,369		142,354		283,296							
Employee/Population Ratio (per 100 Residents)	77		135		89							
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	23	0.7%	164	0.5%	65	0.6%	568	0.3%	95	0.6%	771	0.3%
Construction	115	3.6%	1,294	3.9%	287	2.6%	2,664	1.4%	490	2.9%	4,432	1.7%
Manufacturing	67	2.1%	1,374	4.1%	179	1.6%	3,843	2.0%	337	2.0%	6,763	2.7%
Transportation	63	2.0%	670	2.0%	176	1.6%	2,803	1.5%	305	1.8%	4,016	1.6%
Communication	13	0.4%	75	0.2%	74	0.7%	886	0.5%	119	0.7%	1,406	0.6%
Utility	2	0.1%	13	0.0%	24	0.2%	1,020	0.5%	46	0.3%	1,631	0.6%
Wholesale Trade	37	1.2%	339	1.0%	136	1.2%	1,105	0.6%	271	1.6%	3,354	1.3%
Retail Trade Summary	459	14.5%	3,289	9.9%	1,488	13.2%	10,977	5.7%	2,729	16.0%	21,675	8.6%
Home Improvement	8	0.3%	63	0.2%	28	0.2%	245	0.1%	54	0.3%	644	0.3%
General Merchandise Stores	17	0.5%	92	0.3%	75	0.7%	437	0.2%	134	0.8%	765	0.3%
Food Stores	52	1.6%	436	1.3%	185	1.6%	1,286	0.7%	360	2.1%	2,842	1.1%
Auto Dealers & Gas Stations	32	1.0%	139	0.4%	80	0.7%	359	0.2%	152	0.9%	704	0.3%
Apparel & Accessory Stores	20	0.6%	88	0.3%	71	0.6%	284	0.1%	160	0.9%	1,211	0.5%
Furniture & Home Furnishings	20	0.6%	363	1.1%	60	0.5%	593	0.3%	117	0.7%	1,104	0.4%
Eating & Drinking Places	198	6.3%	1,596	4.8%	648	5.8%	6,097	3.2%	1,187	7.0%	11,590	4.6%
Miscellaneous Retail	112	3.5%	513	1.5%	340	3.0%	1,675	0.9%	563	3.3%	2,815	1.1%
Finance, Insurance, Real Estate Summary	310	9.8%	2,220	6.7%	989	8.8%	10,921	5.7%	1,526	8.9%	16,230	6.4%
Banks, Savings & Lending Institutions	38	1.2%	332	1.0%	145	1.3%	1,454	0.8%	230	1.3%	2,285	0.9%
Securities Brokers	40	1.3%	398	1.2%	153	1.4%	2,398	1.2%	240	1.4%	4,354	1.7%
Insurance Carriers & Agents	15	0.5%	159	0.5%	70	0.6%	1,551	0.8%	116	0.7%	1,933	0.8%
Real Estate, Holding, Other Investment Offices	216	6.8%	1,331	4.0%	622	5.5%	5,518	2.9%	940	5.5%	7,658	3.0%
Services Summary	1,432	45.2%	15,998	48.1%	5,947	52.9%	132,212	68.8%	8,346	48.9%	162,708	64.2%
Hotels & Lodging	14	0.4%	95	0.3%	62	0.6%	2,344	1.2%	98	0.6%	4,677	1.8%
Automotive Services	61	1.9%	350	1.1%	202	1.8%	1,245	0.6%	328	1.9%	2,197	0.9%
Movies & Amusements	56	1.8%	451	1.4%	169	1.5%	2,165	1.1%	293	1.7%	4,010	1.6%
Health Services	226	7.1%	2,868	8.6%	1,818	16.2%	68,935	35.9%	2,046	12.0%	71,459	28.2%
Legal Services	97	3.1%	575	1.7%	495	4.4%	7,928	4.1%	581	3.4%	8,710	3.4%
Education Institutions & Libraries	77	2.4%	3,699	11.1%	280	2.5%	13,503	7.0%	435	2.6%	20,119	7.9%
Other Services	901	28.4%	7,960	23.9%	2,923	26.0%	36,093	18.8%	4,565	26.8%	51,536	20.3%
Government	106	3.3%	7,409	22.3%	327	2.9%	23,492	12.2%	396	2.3%	28,358	11.2%
Unclassified Establishments	540	17.1%	438	1.3%	1,542	13.7%	1,674	0.9%	2,395	14.0%	2,115	0.8%
<b>Totals</b>	<b>3,167</b>	<b>100.0%</b>	<b>33,282</b>	<b>100.0%</b>	<b>11,234</b>	<b>100.0%</b>	<b>192,165</b>	<b>100.0%</b>	<b>17,056</b>	<b>100.0%</b>	<b>253,460</b>	<b>100.0%</b>

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

2011 Maryland Ave, Baltimore, Maryland, 21218  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.31258  
Longitude: -76.61762

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	7	0.2%	26	0.1%	19	0.2%	60	0.0%	24	0.1%	94	0.0%
Mining	1	0.0%	6	0.0%	7	0.1%	133	0.1%	8	0.0%	136	0.1%
Utilities	1	0.0%	4	0.0%	8	0.1%	895	0.5%	12	0.1%	1,326	0.5%
Construction	130	4.1%	1,391	4.2%	330	2.9%	3,027	1.6%	555	3.3%	4,964	2.0%
Manufacturing	45	1.4%	515	1.5%	148	1.3%	2,438	1.3%	319	1.9%	5,176	2.0%
Wholesale Trade	36	1.1%	329	1.0%	132	1.2%	1,080	0.6%	264	1.5%	3,296	1.3%
Retail Trade	249	7.9%	1,629	4.9%	793	7.1%	4,587	2.4%	1,451	8.5%	9,473	3.7%
Motor Vehicle & Parts Dealers	21	0.7%	82	0.2%	57	0.5%	260	0.1%	104	0.6%	452	0.2%
Furniture & Home Furnishings Stores	7	0.2%	91	0.3%	18	0.2%	127	0.1%	46	0.3%	328	0.1%
Electronics & Appliance Stores	7	0.2%	64	0.2%	29	0.3%	246	0.1%	50	0.3%	491	0.2%
Building Material & Garden Equipment & Supplies Dealers	9	0.3%	73	0.2%	29	0.3%	255	0.1%	54	0.3%	654	0.3%
Food & Beverage Stores	52	1.6%	380	1.1%	186	1.7%	1,110	0.6%	370	2.2%	2,521	1.0%
Health & Personal Care Stores	30	0.9%	216	0.6%	88	0.8%	515	0.3%	138	0.8%	925	0.4%
Gasoline Stations & Fuel Dealers	11	0.3%	57	0.2%	22	0.2%	99	0.1%	49	0.3%	255	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	25	0.8%	99	0.3%	95	0.8%	342	0.2%	195	1.1%	1,325	0.5%
Sporting Goods, Hobby, Book, & Music Stores	57	1.8%	422	1.3%	157	1.4%	1,050	0.5%	249	1.5%	1,544	0.6%
General Merchandise Stores	30	0.9%	146	0.4%	112	1.0%	583	0.3%	194	1.1%	978	0.4%
Transportation & Warehousing	52	1.6%	589	1.8%	149	1.3%	2,636	1.4%	257	1.5%	3,660	1.4%
Information	66	2.1%	1,184	3.6%	255	2.3%	5,222	2.7%	396	2.3%	7,244	2.9%
Finance & Insurance	101	3.2%	981	2.9%	380	3.4%	5,502	2.9%	603	3.5%	8,680	3.4%
Central Bank/Credit Intermediation & Related Activities	36	1.1%	315	0.9%	131	1.2%	1,281	0.7%	213	1.2%	2,099	0.8%
Securities & Commodity Contracts	50	1.6%	507	1.5%	179	1.6%	2,668	1.4%	273	1.6%	4,646	1.8%
Funds, Trusts & Other Financial Vehicles	15	0.5%	159	0.5%	71	0.6%	1,553	0.8%	117	0.7%	1,935	0.8%
Real Estate, Rental & Leasing	184	5.8%	1,037	3.1%	546	4.9%	3,899	2.0%	844	4.9%	5,999	2.4%
Professional, Scientific & Tech Services	355	11.2%	3,908	11.7%	1,372	12.2%	21,591	11.2%	1,971	11.6%	28,052	11.1%
Legal Services	104	3.3%	603	1.8%	516	4.6%	8,031	4.2%	613	3.6%	8,879	3.5%
Management of Companies & Enterprises	17	0.5%	146	0.4%	43	0.4%	1,260	0.7%	70	0.4%	1,509	0.6%
Administrative, Support & Waste Management Services	94	3.0%	719	2.2%	326	2.9%	4,114	2.1%	512	3.0%	5,724	2.3%
Educational Services	78	2.5%	3,639	10.9%	259	2.3%	12,942	6.7%	423	2.5%	19,375	7.6%
Health Care & Social Assistance	304	9.6%	3,871	11.6%	2,075	18.5%	72,640	37.8%	2,459	14.4%	77,452	30.6%
Arts, Entertainment & Recreation	73	2.3%	538	1.6%	216	1.9%	3,083	1.6%	356	2.1%	5,693	2.2%
Accommodation & Food Services	217	6.9%	1,724	5.2%	730	6.5%	8,546	4.4%	1,319	7.7%	16,491	6.5%
Accommodation	14	0.4%	95	0.3%	62	0.6%	2,344	1.2%	98	0.6%	4,677	1.8%
Food Services & Drinking Places	203	6.4%	1,628	4.9%	667	5.9%	6,201	3.2%	1,221	7.2%	11,814	4.7%
Other Services (except Public Administration)	509	16.1%	3,200	9.6%	1,572	14.0%	12,975	6.8%	2,419	14.2%	18,267	7.2%
Automotive Repair & Maintenance	37	1.2%	218	0.7%	87	0.8%	400	0.2%	169	1.0%	736	0.3%
Public Administration	107	3.4%	7,409	22.3%	331	2.9%	23,868	12.4%	401	2.4%	28,743	11.3%
Unclassified Establishments	540	17.1%	438	1.3%	1,541	13.7%	1,667	0.9%	2,394	14.0%	2,107	0.8%
<b>Total</b>	<b>3,167</b>	<b>100.0%</b>	<b>33,282</b>	<b>100.0%</b>	<b>11,234</b>	<b>100.0%</b>	<b>192,165</b>	<b>100.0%</b>	<b>17,056</b>	<b>100.0%</b>	<b>253,460</b>	<b>100.0%</b>

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