MACKENZIE

Market Profile

2 N Charles St, Baltimore, Maryland, 21201
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	42,202	147,469	268,422
2020 Total Population	43,511	142,336	251,966
2020 Group Quarters	3,687	5,372	9,056
2022 Total Population	44,006	141,717	249,311
2022 Group Quarters	3,687	5,372	9,056
2027 Total Population	43,091	140,236	245,794
2022-2027 Annual Rate	-0.42%	-0.21%	-0.28%
2022 Total Daytime Population	130,354	249,513	359,827
Workers	111,746	182,906	236,258
Residents	18,608	66,607	123,569
Household Summary			
2010 Households	19,204	63,969	110,574
2010 Average Household Size	1.78	2.13	2.29
2020 Total Households	23,809	70,135	115,319
2020 Average Household Size	1.67	1.95	2.11
2022 Households	23,726	69,695	114,719
2022 Average Household Size	1.70	1.96	2.09
2027 Households	23,372	69,642	114,238
2027 Average Household Size	1.69	1.94	2.07
2022-2027 Annual Rate	-0.30%	-0.02%	-0.08%
2010 Families	5,726	26,434	51,422
2010 Average Family Size	2.83	3.08	3.17
2022 Families	6,461	26,602	49,607
2022 Average Family Size	2.79	2.91	2.98
2027 Families	6,422	26,571	49,178
2027 Average Family Size	2.75	2.87	2.94
2022-2027 Annual Rate	-0.12%	-0.02%	-0.17%
Housing Unit Summary			
2000 Housing Units	19,398	81,789	140,209
Owner Occupied Housing Units	16.1%	25.6%	33.0%
Renter Occupied Housing Units	69.3%	52.7%	47.8%
Vacant Housing Units	14.6%	21.7%	19.2%
2010 Housing Units	22,781	83,115	140,337
Owner Occupied Housing Units	16.8%	24.3%	29.7%
Renter Occupied Housing Units	67.5%	52.7%	49.1%
Vacant Housing Units	15.7%	23.0%	21.2%
2020 Housing Units	28,016	85,128	140,318
Vacant Housing Units	15.0%	17.6%	17.8%
2022 Housing Units	28,585	85,587	140,715
Owner Occupied Housing Units	17.0%	27.3%	31.8%
Renter Occupied Housing Units	66.0%	54.2%	49.7%
Vacant Housing Units	17.0%	18.6%	18.5%
2027 Housing Units	28,614	86,757	142,557
Owner Occupied Housing Units	17.3%	27.3%	31.7%
Renter Occupied Housing Units	64.3%	52.9%	48.4%
Vacant Housing Units	18.3%	19.7%	19.9%
Median Household Income			
2022	$53,091	$54,176	$52,390
2027	$63,945	$65,287	$62,003
Median Home Value			
2022	$342,113	$301,606	$268,026
2027	$377,162	$337,559	$293,821
Per Capita Income			
2022	$51,739	$48,980	$43,267
2027	$64,085	$58,687	$51,697
Median Age			
2010	31.6	32.6	32.5
2022	33.1	34.6	34.6
2027	34.0	35.9	35.9

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.

March 29, 2023

Market Profile

2 N Charles St, Baltimore, Maryland, 21201
Rings: 1, 2, 3 mile radii

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Latitude: 39.28981
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	1 mile	2 miles	3 miles
2022 Households by Income			
Household Income Base	23,720	69,682	114,706
<$15,000	21.8%	21.5%	19.9%
$15,000 - $24,999	8.3%	8.1%	8.4%
$25,000 - $34,999	8.2%	8.4%	9.4%
$35,000 - $49,999	9.4%	9.2%	10.6%
$50,000 - $74,999	14.2%	12.6%	12.9%
$75,000 - $99,999	8.8%	8.7%	8.9%
$100,000 - $149,999	13.5%	13.8%	14.1%
$150,000 - $199,999	4.8%	5.7%	5.5%
$200,000+	11.1%	12.0%	10.2%
Average Household Income	$94,723	$99,471	$93,776
2027 Households by Income			
Household Income Base	23,366	69,636	114,232
<$15,000	19.4%	19.2%	17.8%
$15,000 - $24,999	7.2%	7.2%	7.4%
$25,000 - $34,999	8.6%	8.2%	9.0%
$35,000 - $49,999	7.4%	7.7%	9.1%
$50,000 - $74,999	11.6%	11.2%	11.9%
$75,000 - $99,999	8.2%	8.6%	9.0%
$100,000 - $149,999	15.8%	15.4%	15.9%
$150,000 - $199,999	6.5%	7.3%	6.9%
$200,000+	15.3%	15.1%	13.0%
Average Household Income	$116,812	$118,086	$110,973
2022 Owner Occupied Housing Units by Value			
Total	4,828	23,311	44,693
<$50,000	1.5%	7.5%	10.0%
$50,000 - $99,999	2.1%	7.8%	12.7%
$100,000 - $149,999	4.2%	3.8%	5.6%
$150,000 - $199,999	7.4%	6.1%	7.6%
$200,000 - $249,999	6.9%	6.8%	8.1%
$250,000 - $299,999	18.8%	17.5%	16.8%
$300,000 - $399,999	21.7%	23.2%	18.8%
$400,000 - $499,999	8.5%	8.6%	7.2%
$500,000 - $749,999	21.0%	14.1%	9.6%
$750,000 - $999,999	5.2%	3.1%	2.4%
$1,000,000 - $1,499,999	1.6%	0.8%	0.6%
$1,500,000 - $1,999,999	0.4%	0.2%	0.3%
$2,000,000 +	1.0%	0.3%	0.4%
Average Home Value	$424,575	$343,255	$297,023
2027 Owner Occupied Housing Units by Value			
Total	4,938	23,690	45,174
<$50,000	1.4%	6.8%	9.6%
$50,000 - $99,999	1.5%	6.0%	9.9%
$100,000 - $149,999	2.4%	3.8%	5.3%
$150,000 - $199,999	4.5%	4.0%	5.5%
$200,000 - $249,999	4.8%	4.6%	6.1%
$250,000 - $299,999	16.8%	15.1%	15.5%
$300,000 - $399,999	24.1%	26.0%	21.5%
$400,000 - $499,999	9.0%	9.9%	8.9%
$500,000 - $749,999	26.2%	18.5%	12.9%
$750,000 - $999,999	6.2%	3.9%	3.2%
$1,000,000 - $1,499,999	1.8%	0.9%	0.7%
$1,500,000 - $1,999,999	0.4%	0.2%	0.3%
$2,000,000 +	0.9%	0.4%	0.5%
Average Home Value	$461,817	$377,818	$332,362

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.

March 29, 2023

Market Profile

2 N Charles St, Baltimore, Maryland, 21201
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	42,203	147,471	268,422
0 - 4	4.4%	6.2%	6.5%
5 - 9	3.7%	5.0%	5.3%
10 - 14	2.7%	4.3%	4.8%
15 - 24	18.0%	16.4%	17.2%
25 - 34	28.3%	22.6%	20.5%
35 - 44	13.3%	12.9%	12.5%
45 - 54	12.5%	13.5%	13.4%
55 - 64	8.5%	9.7%	9.8%
65 - 74	4.9%	5.3%	5.5%
75 - 84	2.8%	3.0%	3.2%
85 +	0.9%	1.1%	1.3%
18 +	87.0%	81.7%	80.1%
2022 Population by Age			
Total	44,006	141,717	249,311
0 - 4	4.1%	5.2%	5.5%
5 - 9	3.5%	4.7%	5.1%
10 - 14	3.1%	4.3%	4.8%
15 - 24	15.0%	13.1%	14.0%
25 - 34	29.2%	23.6%	21.4%
35 - 44	13.6%	13.9%	13.6%
45 - 54	9.1%	10.4%	10.4%
55 - 64	9.2%	11.0%	11.2%
65 - 74	7.6%	8.3%	8.3%
75 - 84	4.0%	4.1%	4.0%
85 +	1.6%	1.5%	1.6%
18 +	87.2%	83.4%	82.0%
2027 Population by Age			
Total	43,091	140,235	245,794
0 - 4	4.2%	5.3%	5.5%
5 - 9	3.4%	4.5%	4.9%
10 - 14	3.0%	4.1%	4.6%
15 - 24	15.2%	13.3%	14.3%
25 - 34	26.4%	21.3%	19.2%
35 - 44	15.4%	15.2%	14.8%
45 - 54	9.4%	10.5%	10.6%
55 - 64	8.3%	10.1%	10.3%
65 - 74	7.9%	9.0%	9.1%
75 - 84	4.9%	5.0%	5.0%
85 +	1.7%	1.6%	1.7%
18 +	87.3%	83.7%	82.3%
2010 Population by Sex			
Males	22,985	73,561	130,967
Females	19,217	73,908	137,455
2022 Population by Sex			
Males	22,156	69,403	120,883
Females	21,850	72,313	128,427
2027 Population by Sex			
Males	21,749	68,713	119,296
Females	21,342	71,523	126,498

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

March 29, 2023

2 N Charles St, Baltimore, Maryland, 21201
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28981
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	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	42,203	147,468	268,422
White Alone	37.1%	33.1%	31.0%
Black Alone	53.7%	59.7%	61.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.8%	3.3%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.5%	2.1%
Two or More Races	2.1%	2.1%	2.2%
Hispanic Origin	3.3%	4.0%	4.9%
Diversity Index	59.7	56.9	57.2
2020 Population by Race/Ethnicity			
Total	43,511	142,336	251,966
White Alone	37.7%	35.2%	32.3%
Black Alone	45.5%	50.2%	51.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	8.2%	5.2%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	3.0%	4.8%
Two or More Races	6.1%	6.0%	6.1%
Hispanic Origin	5.4%	6.3%	8.5%
Diversity Index	67.6	66.2	68.1
2022 Population by Race/Ethnicity			
Total	44,006	141,718	249,311
White Alone	37.0%	34.8%	32.1%
Black Alone	45.7%	50.0%	51.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	8.3%	5.3%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	3.2%	5.0%
Two or More Races	6.3%	6.2%	6.3%
Hispanic Origin	5.6%	6.5%	8.6%
Diversity Index	68.1	66.7	68.5
2027 Population by Race/Ethnicity			
Total	43,091	140,235	245,793
White Alone	36.1%	34.1%	31.3%
Black Alone	44.4%	48.6%	49.7%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	9.0%	5.8%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	4.1%	6.0%
Two or More Races	7.0%	7.0%	6.9%
Hispanic Origin	6.0%	7.2%	9.4%
Diversity Index	69.7	68.6	70.3
2010 Population by Relationship and Household Type			
Total	42,203	147,469	268,421
In Households	80.8%	92.5%	94.4%
In Family Households	39.9%	58.4%	64.4%
Householder	13.6%	17.9%	19.2%
Spouse	6.1%	7.2%	7.6%
Child	15.8%	24.5%	27.5%
Other relative	2.9%	5.6%	6.4%
Nonrelative	1.6%	3.1%	3.7%
In Nonfamily Households	40.9%	34.1%	30.1%
In Group Quarters	19.2%	7.5%	5.6%
Institutionalized Population	13.9%	4.4%	2.5%
Noninstitutionalized Population	5.3%	3.1%	3.0%

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.

March 29, 2023

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2022 Population 25+ by Educational Attainment			
Total	32,656	103,092	175,912
Less than 9th Grade	3.2%	3.6%	4.5%
9th - 12th Grade, No Diploma	8.1%	9.7%	9.9%
High School Graduate	13.8%	18.7%	21.6%
GED/Alternative Credential	4.6%	4.5%	4.6%
Some College, No Degree	13.1%	13.4%	14.2%
Associate Degree	3.6%	4.2%	4.6%
Bachelor's Degree	27.8%	23.5%	21.5%
Graduate/Professional Degree	25.8%	22.3%	19.1%
2022 Population 15+ by Marital Status			
Total	39,248	121,635	210,916
Never Married	65.6%	61.1%	59.8%
Married	21.8%	24.5%	25.5%
Widowed	4.0%	4.9%	5.3%
Divorced	8.6%	9.4%	9.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	24,214	77,470	132,459
Population 16+ Employed	96.0%	94.9%	94.4%
Population 16+ Unemployment rate	4.0%	5.1%	5.6%
Population 16-24 Employed	14.7%	13.6%	13.8%
Population 16-24 Unemployment rate	6.5%	7.6%	8.9%
Population 25-54 Employed	71.6%	70.4%	69.5%
Population 25-54 Unemployment rate	2.9%	4.3%	5.0%
Population 55-64 Employed	8.2%	10.2%	10.8%
Population 55-64 Unemployment rate	4.6%	4.8%	4.5%
Population 65+ Employed	5.5%	5.8%	5.9%
Population 65+ Unemployment rate	9.3%	8.3%	6.4%
2022 Employed Population 16+ by Industry			
Total	23,248	73,544	125,066
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	1.7%	3.3%	4.4%
Manufacturing	3.1%	3.8%	4.0%
Wholesale Trade	1.3%	1.5%	1.6%
Retail Trade	6.6%	6.5%	7.2%
Transportation/Utilities	4.2%	5.1%	5.7%
Information	2.2%	2.0%	1.7%
Finance/Insurance/Real Estate	7.2%	6.0%	5.6%
Services	66.2%	63.6%	61.3%
Public Administration	7.3%	8.1%	8.3%
2022 Employed Population 16+ by Occupation			
Total	23,248	73,543	125,066
White Collar	82.9%	73.8%	68.6%
Management/Business/Financial	22.8%	21.0%	18.6%
Professional	46.6%	39.0%	34.5%
Sales	5.6%	5.5%	5.9%
Administrative Support	8.0%	8.2%	9.6%
Services	11.9%	15.4%	17.9%
Blue Collar	5.2%	10.8%	13.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.5%	1.7%	2.8%
Installation/Maintenance/Repair	0.6%	1.0%	1.3%
Production	1.4%	2.2%	2.5%
Transportation/Material Moving	2.8%	5.8%	6.8%

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

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	1 mile	2 miles	3 miles
2010 Households by Type			
Total	19,205	63,968	110,574
Households with 1 Person	54.8%	44.1%	39.7%
Households with 2+ People	45.2%	55.9%	60.3%
Family Households	29.8%	41.3%	46.5%
Husband-wife Families	13.5%	16.6%	18.4%
With Related Children	3.7%	5.7%	6.7%
Other Family (No Spouse Present)	16.4%	24.7%	28.1%
Other Family with Male Householder	2.4%	4.6%	5.5%
With Related Children	1.1%	2.1%	2.6%
Other Family with Female Householder	13.9%	20.0%	22.6%
With Related Children	9.9%	13.6%	14.9%
Nonfamily Households	15.4%	14.6%	13.8%
All Households with Children	14.9%	21.8%	24.7%
Multigenerational Households	2.3%	4.7%	6.0%
Unmarried Partner Households	8.1%	9.3%	9.7%
Male-female	6.7%	8.1%	8.5%
Same-sex	1.4%	1.3%	1.2%
2010 Households by Size			
Total	19,204	63,967	110,575
1 Person Household	54.8%	44.1%	39.7%
2 Person Household	27.8%	28.3%	28.2%
3 Person Household	9.0%	12.7%	14.1%
4 Person Household	4.8%	7.4%	8.5%
5 Person Household	2.0%	3.9%	4.8%
6 Person Household	0.9%	1.8%	2.3%
7 + Person Household	0.7%	1.8%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	19,204	63,969	110,574
Owner Occupied	19.9%	31.6%	37.7%
Owned with a Mortgage/Loan	16.3%	23.9%	27.8%
Owned Free and Clear	3.6%	7.7%	9.9%
Renter Occupied	80.1%	68.4%	62.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	75	81
Percent of Income for Mortgage	34.0%	29.3%	27.0%
Wealth Index	60	67	64
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	22,781	83,115	140,337
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%
2010 Population By Urban/ Rural Status			
Total Population	42,202	147,469	268,422
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.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	City Commons (11E)	Modest Income Homes (12D)
3.	Retirement Communities (9E)	Social Security Set (9F)	City Commons (11E)
2022 Consumer Spending			
Apparel & Services: Total $	$56,042,800	$172,443,745	$266,004,902
Average Spent	$2,362.08	$2,474.26	$2,318.75
Spending Potential Index	98	103	96
Education: Total $	$45,697,277	$138,821,144	$212,962,705
Average Spent	$1,926.04	$1,991.84	$1,856.39
Spending Potential Index	98	102	95
Entertainment/Recreation: Total $	$75,884,578	$235,594,391	$367,908,979
Average Spent	$3,198.37	$3,380.36	$3,207.04
Spending Potential Index	87	92	87
Food at Home: Total $	$136,156,787	$425,068,763	$660,325,117
Average Spent	$5,738.72	$6,098.99	$5,756.02
Spending Potential Index	93	99	93
Food Away from Home: Total $	$99,758,549	$304,639,844	$469,817,760
Average Spent	$4,204.61	$4,371.04	$4,095.38
Spending Potential Index	97	101	95
Health Care: Total $	$139,079,095	$440,510,483	$697,233,507
Average Spent	$5,861.89	$6,320.55	$6,077.75
Spending Potential Index	83	89	86
HH Furnishings & Equipment: Total $	$52,767,191	$163,723,010	$255,749,150
Average Spent	$2,224.02	$2,349.14	$2,229.35
Spending Potential Index	87	92	87
Personal Care Products & Services: Total $	$22,652,008	$70,162,092	$108,699,971
Average Spent	$954.73	$1,006.70	$947.53
Spending Potential Index	94	99	93
Shelter: Total $	$522,982,110	$1,609,193,640	$2,473,821,264
Average Spent	$22,042.57	$23,089.08	$21,564.18
Spending Potential Index	96	101	94
Support Payments/Cash Contributions/Gifts in Kind: Total $	$49,081,554	$153,671,234	$242,574,010
Average Spent	$2,068.68	$2,204.91	$2,114.51
Spending Potential Index	76	81	78
Travel: Total $	$57,463,208	$176,254,304	$274,048,649
Average Spent	$2,421.95	$2,528.94	$2,388.87
Spending Potential Index	84	88	83
Vehicle Maintenance & Repairs: Total $	$26,620,126	$82,609,262	$129,947,785
Average Spent	$1,121.98	$1,185.30	$1,132.75
Spending Potential Index	89	94	90

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.

March 29, 2023

2 N Charles St, Baltimore, Maryland, 21201
Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Metro Renters (3B)	49.5%	Population	44,006	43,091
City Commons (11E)	17.1%	Households	23,726	23,372
Retirement Communities (9E)	7.1%	Families	6,461	6,422
College Towns (14B)	6.6%	Median Age	33.1	34.0
Laptops and Lattes (3A)	5.0%	Median Household Income	$53,091	$63,945

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	98	$2,362.08	$56,042,800
Men's	101	$466.39	$11,065,596
Women's	94	$789.82	$18,739,211
Children's	96	$340.20	$8,071,532
Footwear	102	$582.15	$13,812,000
Watches & Jewelry	99	$144.45	$3,427,186
Apparel Products and Services (1)	98	$58.60	$1,390,233
Computer			
Computers and Hardware for Home Use	95	$181.36	$4,302,890
Portable Memory	92	$4.55	$108,044
Computer Software	110	$11.98	$284,235
Computer Accessories	94	$19.33	$458,691
Entertainment & Recreation	87	$3,198.37	$75,884,578
Fees and Admissions	86	$721.35	$17,114,859
Membership Fees for Clubs (2)	90	$253.57	$6,016,217
Fees for Participant Sports, excl. Trips	80	$104.85	$2,487,742
Tickets to Theatre/Operas/Concerts	88	$80.99	$1,921,541
Tickets to Movies	97	$61.10	$1,449,648
Tickets to Parks or Museums	86	$33.06	$784,407
Admission to Sporting Events, excl. Trips	80	$58.38	$1,385,116
Fees for Recreational Lessons	80	$127.55	$3,026,225
Dating Services	135	$1.85	$43,963
TV/Video/Audio	91	$1,212.16	$28,759,799
Cable and Satellite Television Services	87	$792.99	$18,814,383
Televisions	99	$125.68	$2,981,863
Satellite Dishes	100	$1.79	$42,469
VCRs, Video Cameras, and DVD Players	95	$5.27	$124,969
Miscellaneous Video Equipment	93	$16.32	$387,265
Video Cassettes and DVDs	102	$8.93	$211,989
Video Game Hardware/Accessories	114	$37.61	$892,301
Video Game Software	122	$22.12	$524,914
Rental/Streaming/Downloaded Video	105	$84.20	$1,997,712
Installation of Televisions	77	$0.65	$15,525
Audio (3)	93	$112.72	$2,674,337
Rental and Repair of TV/Radio/Sound Equipment	115	$3.88	$92,072
Pets	82	$681.91	$16,178,911
Toys/Games/Crafts/Hobbies (4)	96	$126.57	$3,002,967
Recreational Vehicles and Fees (5)	64	$82.22	$1,950,799
Sports/Recreation/Exercise Equipment (6)	89	$181.31	$4,301,870
Photo Equipment and Supplies (7)	104	$54.29	$1,288,178
Reading (8)	89	$104.36	$2,475,930
Catered Affairs (9)	104	$34.70	$823,261
Food	95	$9,943.33	$235,915,336
Food at Home	93	$5,738.72	$136,156,787
Bakery and Cereal Products	91	$726.26	$17,231,274
Meats, Poultry, Fish, and Eggs	93	$1,241.67	$29,459,916
Dairy Products	91	$566.02	$13,429,378
Fruits and Vegetables	93	$1,117.48	$26,513,390
Snacks and Other Food at Home (10)	93	$2,087.28	$49,522,829
Food Away from Home	97	$4,204.61	$99,758,549
Alcoholic Beverages	96	$683.32	$16,212,443

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.

March 29, 2023

MACKENZIE

2 N Charles St, Baltimore, Maryland, 21201
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	$23,205.44	$550,572,225
Value of Retirement Plans	67	$76,366.79	$1,811,878,540
Value of Other Financial Assets	78	$7,608.77	$180,525,587
Vehicle Loan Amount excluding Interest	96	$3,112.89	$73,856,342
Value of Credit Card Debt	88	$2,774.93	$65,837,964
Health			
Nonprescription Drugs	85	$150.15	$3,562,428
Prescription Drugs	79	$300.21	$7,122,859
Eyeglasses and Contact Lenses	82	$90.57	$2,148,909
Home			
Mortgage Payment and Basics (11)	65	$7,828.25	$185,732,978
Maintenance and Remodeling Services	63	$2,061.87	$48,920,028
Maintenance and Remodeling Materials (12)	62	$432.29	$10,256,501
Utilities, Fuel, and Public Services	89	$5,038.56	$119,544,854
Household Furnishings and Equipment			
Household Textiles (13)	94	$108.15	$2,566,012
Furniture	92	$667.26	$15,831,490
Rugs	79	$28.30	$671,564
Major Appliances (14)	75	$322.97	$7,662,885
Housewares (15)	92	$92.39	$2,191,937
Small Appliances	98	$58.56	$1,389,478
Luggage	97	$18.52	$439,483
Telephones and Accessories	89	$101.22	$2,401,631
Household Operations			
Child Care	97	$587.45	$13,937,824
Lawn and Garden (16)	67	$383.07	$9,088,647
Moving/Storage/Freight Express	108	$87.16	$2,067,946
Housekeeping Supplies (17)	89	$787.62	$18,686,998
Insurance			
Owners and Renters Insurance	69	$486.81	$11,550,056
Vehicle Insurance	94	$1,994.07	$47,311,269
Life/Other Insurance	73	$503.78	$11,952,792
Health Insurance	83	$3,911.07	$92,793,970
Personal Care Products (18)	95	$536.05	$12,718,330
School Books and Supplies (19)	98	$144.92	$3,438,462
Smoking Products	105	$459.94	$10,912,596
Transportation			
Payments on Vehicles excluding Leases	88	$2,604.26	$61,788,757
Gasoline and Motor Oil	92	$2,510.96	$59,575,023
Vehicle Maintenance and Repairs	89	$1,121.98	$26,620,126
Travel			
Airline Fares	88	$631.29	$14,977,978
Lodging on Trips	80	$645.52	$15,315,632
Auto/Truck Rental on Trips	90	$56.53	$1,341,190
Food and Drink on Trips	86	$584.99	$13,879,549

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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March 29, 2023

MACKENZIE

2 N Charles St, Baltimore, Maryland, 21201
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Metro Renters (3B)	30.5%	Population	141,717	140,236
City Commons (11E)	15.6%	Households	69,695	69,642
Social Security Set (9F)	10.6%	Families	26,602	26,571
Modest Income Homes (12D)	8.7%	Median Age	34.6	35.9
Laptops and Lattes (3A)	8.4%	Median Household Income	$54,176	$65,287

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	103	$2,474.26	$172,443,745
Men's	104	$481.80	$33,579,107
Women's	99	$830.59	$57,888,061
Children's	101	$355.10	$24,748,367
Footwear	108	$612.77	$42,706,754
Watches & Jewelry	103	$151.18	$10,536,517
Apparel Products and Services (1)	105	$63.01	$4,391,745
Computer			
Computers and Hardware for Home Use	98	$186.47	$12,996,209
Portable Memory	97	$4.77	$332,725
Computer Software	111	$12.14	$845,922
Computer Accessories	98	$20.10	$1,401,014
Entertainment & Recreation	92	$3,380.36	$235,594,391
Fees and Admissions	90	$753.28	$52,499,644
Membership Fees for Clubs (2)	93	$262.67	$18,306,876
Fees for Participant Sports, excl. Trips	84	$109.88	$7,658,218
Tickets to Theatre/Operas/Concerts	93	$85.37	$5,949,737
Tickets to Movies	99	$62.46	$4,353,442
Tickets to Parks or Museums	89	$34.30	$2,390,697
Admission to Sporting Events, excl. Trips	84	$61.36	$4,276,687
Fees for Recreational Lessons	85	$135.20	$9,423,046
Dating Services	147	$2.02	$140,940
TV/Video/Audio	97	$1,297.06	$90,398,896
Cable and Satellite Television Services	95	$866.79	$60,410,700
Televisions	102	$130.39	$9,087,592
Satellite Dishes	100	$1.79	$124,880
VCRs, Video Cameras, and DVD Players	99	$5.53	$385,558
Miscellaneous Video Equipment	97	$17.10	$1,191,823
Video Cassettes and DVDs	106	$9.21	$641,743
Video Game Hardware/Accessories	117	$38.42	$2,677,466
Video Game Software	122	$22.25	$1,550,688
Rental/Streaming/Downloaded Video	106	$84.85	$5,913,785
Installation of Televisions	80	$0.67	$47,040
Audio (3)	95	$115.91	$8,078,581
Rental and Repair of TV/Radio/Sound Equipment	123	$4.15	$289,040
Pets	87	$720.04	$50,182,985
Toys/Games/Crafts/Hobbies (4)	100	$131.72	$9,180,435
Recreational Vehicles and Fees (5)	71	$90.69	$6,320,815
Sports/Recreation/Exercise Equipment (6)	91	$186.82	$13,020,319
Photo Equipment and Supplies (7)	105	$54.58	$3,804,247
Reading (8)	94	$110.73	$7,716,989
Catered Affairs (9)	108	$35.95	$2,505,394
Food	100	$10,470.03	$729,708,607
Food at Home	99	$6,098.99	$425,068,763
Bakery and Cereal Products	98	$776.80	$54,139,418
Meats, Poultry, Fish, and Eggs	99	$1,325.78	$92,400,205
Dairy Products	97	$601.63	$41,930,366
Fruits and Vegetables	99	$1,184.88	$82,580,066
Snacks and Other Food at Home (10)	99	$2,209.90	$154,018,709
Food Away from Home	101	$4,371.04	$304,639,844
Alcoholic Beverages	99	$707.87	$49,334,733

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March 29, 2023

2 N Charles St, Baltimore, Maryland, 21201
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	80	$24,768.63	$1,726,249,717
Value of Retirement Plans	74	$83,899.03	$5,847,342,781
Value of Other Financial Assets	86	$8,424.93	$587,175,332
Vehicle Loan Amount excluding Interest	98	$3,193.27	$222,555,108
Value of Credit Card Debt	94	$2,955.94	$206,014,308
Health			
Nonprescription Drugs	92	$161.04	$11,223,760
Prescription Drugs	87	$331.49	$23,103,173
Eyeglasses and Contact Lenses	88	$97.37	$6,786,492
Home			
Mortgage Payment and Basics (11)	70	$8,528.39	$594,386,209
Maintenance and Remodeling Services	69	$2,249.43	$156,774,356
Maintenance and Remodeling Materials (12)	67	$472.07	$32,900,943
Utilities, Fuel, and Public Services	95	$5,400.77	$376,406,589
Household Furnishings and Equipment			
Household Textiles (13)	99	$114.23	$7,961,307
Furniture	96	$699.69	$48,765,090
Rugs	86	$30.54	$2,128,210
Major Appliances (14)	81	$347.18	$24,196,400
Housewares (15)	95	$95.58	$6,661,762
Small Appliances	102	$60.89	$4,243,712
Luggage	100	$19.09	$1,330,659
Telephones and Accessories	96	$108.92	$7,591,019
Household Operations			
Child Care	98	$590.69	$41,168,307
Lawn and Garden (16)	73	$417.64	$29,107,540
Moving/Storage/Freight Express	109	$88.12	$6,141,720
Housekeeping Supplies (17)	95	$842.28	$58,702,838
Insurance			
Owners and Renters Insurance	76	$537.72	$37,476,407
Vehicle Insurance	99	$2,093.55	$145,909,905
Life/Other Insurance	81	$555.16	$38,691,747
Health Insurance	90	$4,219.10	$294,050,354
Personal Care Products (18)	100	$563.52	$39,274,293
School Books and Supplies (19)	101	$149.64	$10,428,820
Smoking Products	114	$496.50	$34,603,830
Transportation			
Payments on Vehicles excluding Leases	92	$2,720.08	$189,576,276
Gasoline and Motor Oil	96	$2,630.49	$183,331,890
Vehicle Maintenance and Repairs	94	$1,185.30	$82,609,262
Travel			
Airline Fares	91	$654.03	$45,582,950
Lodging on Trips	84	$678.31	$47,275,045
Auto/Truck Rental on Trips	93	$58.41	$4,071,010
Food and Drink on Trips	90	$610.11	$42,521,462

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March 29, 2023

Retail Goods and Services Expenditures

2 N Charles St, Baltimore, Maryland, 21201
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Metro Renters (3B)	23.8%	Population	249,311	245,794
Modest Income Homes (12D)	16.7%	Households	114,719	114,238
City Commons (11E)	14.1%	Families	49,607	49,178
Social Security Set (9F)	7.5%	Median Age	34.6	35.9
Emerald City (8B)	7.4%	Median Household Income	$52,390	$62,003

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	96	$2,318.75	$266,004,902
Men's	97	$448.37	$51,436,856
Women's	93	$783.63	$89,896,762
Children's	94	$333.32	$38,238,336
Footwear	101	$573.55	$65,797,086
Watches & Jewelry	96	$140.46	$16,113,115
Apparel Products and Services (1)	98	$58.48	$6,708,884
Computer			
Computers and Hardware for Home Use	91	$174.41	$20,008,176
Portable Memory	90	$4.47	$512,656
Computer Software	102	$11.19	$1,283,713
Computer Accessories	93	$19.04	$2,184,482
Entertainment & Recreation	87	$3,207.04	$367,908,979
Fees and Admissions	84	$706.47	$81,045,577
Membership Fees for Clubs (2)	87	$245.44	$28,156,696
Fees for Participant Sports, excl. Trips	80	$104.47	$11,984,978
Tickets to Theatre/Operas/Concerts	87	$79.84	$9,158,627
Tickets to Movies	92	$58.29	$6,687,503
Tickets to Parks or Museums	84	$32.26	$3,701,367
Admission to Sporting Events, excl. Trips	80	$58.60	$6,722,861
Fees for Recreational Lessons	79	$125.73	$14,423,876
Dating Services	134	$1.83	$209,669
TV/Video/Audio	93	$1,240.31	$142,287,225
Cable and Satellite Television Services	91	$833.69	$95,640,207
Televisions	97	$124.05	$14,230,992
Satellite Dishes	95	$1.70	$194,490
VCRs, Video Cameras, and DVD Players	95	$5.29	$606,549
Miscellaneous Video Equipment	91	$16.13	$1,850,873
Video Cassettes and DVDs	100	$8.69	$996,918
Video Game Hardware/Accessories	110	$36.13	$4,144,930
Video Game Software	115	$20.84	$2,390,176
Rental/Streaming/Downloaded Video	100	$79.81	$9,155,189
Installation of Televisions	75	$0.63	$71,904
Audio (3)	90	$109.40	$12,550,553
Rental and Repair of TV/Radio/Sound Equipment	118	$3.96	$454,444
Pets	83	$686.20	$78,720,082
Toys/Games/Crafts/Hobbies (4)	95	$124.64	$14,298,057
Recreational Vehicles and Fees (5)	69	$88.20	$10,117,861
Sports/Recreation/Exercise Equipment (6)	85	$173.92	$19,951,963
Photo Equipment and Supplies (7)	97	$50.62	$5,807,381
Reading (8)	89	$104.31	$11,966,611
Catered Affairs (9)	98	$32.82	$3,764,620
Food	94	$9,851.40	$1,130,142,877
Food at Home	93	$5,756.02	$660,325,117
Bakery and Cereal Products	92	$733.72	$84,171,053
Meats, Poultry, Fish, and Eggs	94	$1,253.38	$143,785,956
Dairy Products	91	$565.95	$64,925,763
Fruits and Vegetables	93	$1,113.09	$127,692,512
Snacks and Other Food at Home (10)	94	$2,089.89	$239,749,832
Food Away from Home	95	$4,095.38	$469,817,760
Alcoholic Beverages	93	$660.30	$75,748,642

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March 29, 2023

Retail Goods and Services Expenditures

2 N Charles St, Baltimore, Maryland, 21201
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	76	$23,721.93	$2,721,356,648
Value of Retirement Plans	72	$81,642.26	$9,365,918,973
Value of Other Financial Assets	84	$8,161.33	$936,259,880
Vehicle Loan Amount excluding Interest	94	$3,053.56	$350,301,009
Value of Credit Card Debt	89	$2,816.26	$323,078,816
Health			
Nonprescription Drugs	88	$154.39	$17,710,953
Prescription Drugs	85	$324.41	$37,215,914
Eyeglasses and Contact Lenses	85	$93.23	$10,695,123
Home			
Mortgage Payment and Basics (11)	69	$8,314.82	$953,867,274
Maintenance and Remodeling Services	67	$2,190.23	$251,260,992
Maintenance and Remodeling Materials (12)	66	$463.94	$53,222,920
Utilities, Fuel, and Public Services	92	$5,186.66	$595,007,875
Household Furnishings and Equipment			
Household Textiles (13)	94	$107.83	$12,369,888
Furniture	91	$662.63	$76,016,275
Rugs	82	$29.27	$3,358,015
Major Appliances (14)	79	$337.31	$38,696,142
Housewares (15)	89	$89.47	$10,263,390
Small Appliances	96	$57.42	$6,587,282
Luggage	94	$17.80	$2,042,123
Telephones and Accessories	89	$101.66	$11,662,112
Household Operations			
Child Care	91	$546.04	$62,640,636
Lawn and Garden (16)	72	$410.01	$47,035,720
Moving/Storage/Freight Express	101	$81.51	$9,350,623
Housekeeping Supplies (17)	90	$800.73	$91,858,747
Insurance			
Owners and Renters Insurance	75	$533.24	$61,172,369
Vehicle Insurance	94	$1,993.39	$228,679,611
Life/Other Insurance	79	$540.31	$61,983,932
Health Insurance	86	$4,056.53	$465,360,838
Personal Care Products (18)	94	$531.46	$60,968,545
School Books and Supplies (19)	95	$141.25	$16,203,518
Smoking Products	109	$476.76	$54,693,628
Transportation			
Payments on Vehicles excluding Leases	88	$2,614.95	$299,984,396
Gasoline and Motor Oil	92	$2,510.66	$288,020,973
Vehicle Maintenance and Repairs	90	$1,132.75	$129,947,785
Travel			
Airline Fares	85	$610.27	$70,009,497
Lodging on Trips	80	$645.78	$74,083,340
Auto/Truck Rental on Trips	87	$54.48	$6,249,655
Food and Drink on Trips	85	$576.67	$66,155,280

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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March 29, 2023

Retail Goods and Services Expenditures

2 N Charles St, Baltimore, Maryland, 21201
Ring: 3 mile radius

Prepared by Esri

Latitude: 39.28981
Longitude: -76.61561

(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.

March 29, 2023

MACKENZIE

2 N Charles St, Baltimore, Maryland, 21201
Rings: 1, 2, 3 mile radii

Data for all businesses in area	1 mile	2 miles	3 miles
Total Businesses:	6,048	11,278	15,631
Total Employees:	121,368	188,832	237,935
Total Residential Population:	44,006	141,717	249,311
Employee/Residential Population Ratio (per 100 Residents)	276	133	95

by SIC Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	25	0.4%	218	0.2%	52	0.5%	515	0.3%	97	0.6%	1,209	0.5%
Construction	121	2.0%	1,267	1.0%	307	2.7%	2,841	1.5%	506	3.2%	4,933	2.1%
Manufacturing	100	1.7%	2,614	2.2%	215	1.9%	5,053	2.7%	328	2.1%	7,684	3.2%
Transportation	82	1.4%	1,825	1.5%	180	1.6%	2,983	1.6%	290	1.9%	4,363	1.8%
Communication	36	0.6%	458	0.4%	67	0.6%	636	0.3%	103	0.7%	791	0.3%
Utility	14	0.2%	911	0.8%	24	0.2%	1,298	0.7%	38	0.2%	1,475	0.6%
Wholesale Trade	78	1.3%	700	0.6%	180	1.6%	2,271	1.2%	296	1.9%	4,253	1.8%
Retail Trade Summary	954	15.8%	8,622	7.1%	2,001	17.7%	18,361	9.7%	2,994	19.2%	25,855	10.9%
Home Improvement	17	0.3%	291	0.2%	48	0.4%	693	0.4%	69	0.4%	908	0.4%
General Merchandise Stores	27	0.4%	137	0.1%	86	0.8%	446	0.2%	132	0.8%	915	0.4%
Food Stores	93	1.5%	540	0.4%	245	2.2%	1,626	0.9%	392	2.5%	2,893	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	31	0.5%	160	0.1%	85	0.8%	391	0.2%	176	1.1%	957	0.4%
Apparel & Accessory Stores	61	1.0%	499	0.4%	107	0.9%	3,398	1.8%	165	1.1%	4,155	1.7%
Furniture & Home Furnishings	35	0.6%	478	0.4%	74	0.7%	718	0.4%	120	0.8%	981	0.4%
Eating & Drinking Places	478	7.9%	5,488	4.5%	935	8.3%	9,022	4.8%	1,301	8.3%	11,902	5.0%
Miscellaneous Retail	211	3.5%	1,029	0.8%	422	3.7%	2,067	1.1%	638	4.1%	3,143	1.3%
Finance, Insurance, Real Estate Summary	739	12.2%	9,900	8.2%	1,183	10.5%	13,443	7.1%	1,517	9.7%	16,279	6.8%
Banks, Savings & Lending Institutions	113	1.9%	2,715	2.2%	189	1.7%	3,162	1.7%	259	1.7%	3,684	1.5%
Securities Brokers	149	2.5%	2,829	2.3%	196	1.7%	3,488	1.8%	223	1.4%	3,755	1.6%
Insurance Carriers & Agents	61	1.0%	588	0.5%	92	0.8%	1,232	0.7%	119	0.8%	1,894	0.8%
Real Estate, Holding, Other Investment Offices	416	6.9%	3,768	3.1%	707	6.3%	5,561	2.9%	915	5.9%	6,947	2.9%
Services Summary	2,532	41.9%	69,146	57.0%	4,667	41.4%	110,005	58.3%	6,351	40.6%	138,053	58.0%
Hotels & Lodging	61	1.0%	4,012	3.3%	84	0.7%	4,467	2.4%	91	0.6%	4,538	1.9%
Automotive Services	96	1.6%	944	0.8%	199	1.8%	1,763	0.9%	334	2.1%	2,563	1.1%
Motion Pictures & Amusements	105	1.7%	1,496	1.2%	197	1.7%	2,698	1.4%	268	1.7%	3,325	1.4%
Health Services	397	6.6%	29,784	24.5%	707	6.3%	47,130	25.0%	963	6.2%	57,002	24.0%
Legal Services	445	7.4%	7,554	6.2%	535	4.7%	8,018	4.2%	588	3.8%	8,258	3.5%
Education Institutions & Libraries	123	2.0%	5,133	4.2%	266	2.4%	11,114	5.9%	367	2.3%	16,082	6.8%
Other Services	1,304	21.6%	20,224	16.7%	2,680	23.8%	34,815	18.4%	3,740	23.9%	46,284	19.5%
Government	273	4.5%	24,075	19.8%	333	3.0%	28,652	15.2%	378	2.4%	29,592	12.4%
Unclassified Establishments	1,094	18.1%	1,632	1.3%	2,068	18.3%	2,774	1.5%	2,732	17.5%	3,446	1.4%
Totals	6,048	100.0%	121,368	100.0%	11,278	100.0%	188,832	100.0%	15,631	100.0%	237,935	100.0%

March 29, 2023

MACKENZIE

Business Summary

2 N Charles St, Baltimore, Maryland, 21201
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28981
Longitude: -76.61561

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	11	0.2%	41	0.0%	14	0.1%	75	0.0%	25	0.2%	433	0.2%
Mining	5	0.1%	36	0.0%	6	0.1%	91	0.0%	8	0.1%	102	0.0%
Utilities	7	0.1%	876	0.7%	10	0.1%	955	0.5%	10	0.1%	955	0.4%
Construction	152	2.5%	2,045	1.7%	366	3.2%	3,842	2.0%	577	3.7%	6,014	2.5%
Manufacturing	70	1.2%	1,075	0.9%	183	1.6%	3,302	1.7%	321	2.1%	5,889	2.5%
Wholesale Trade	69	1.1%	677	0.6%	164	1.5%	2,215	1.2%	273	1.7%	4,156	1.7%
Retail Trade	462	7.6%	2,962	2.4%	1,025	9.1%	9,002	4.8%	1,614	10.3%	13,321	5.6%
Motor Vehicle & Parts Dealers	26	0.4%	136	0.1%	63	0.6%	287	0.2%	136	0.9%	760	0.3%
Furniture & Home Furnishings Stores	17	0.3%	228	0.2%	39	0.3%	389	0.2%	62	0.4%	519	0.2%
Electronics & Appliance Stores	15	0.2%	235	0.2%	30	0.3%	295	0.2%	44	0.3%	353	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	17	0.3%	291	0.2%	48	0.4%	693	0.4%	69	0.4%	908	0.4%
Food & Beverage Stores	90	1.5%	405	0.3%	254	2.3%	1,443	0.8%	413	2.6%	2,605	1.1%
Health & Personal Care Stores	62	1.0%	324	0.3%	104	0.9%	622	0.3%	156	1.0%	966	0.4%
Gasoline Stations	5	0.1%	23	0.0%	22	0.2%	104	0.1%	40	0.3%	197	0.1%
Clothing & Clothing Accessories Stores	85	1.4%	637	0.5%	136	1.2%	3,546	1.9%	202	1.3%	4,330	1.8%
Sport Goods, Hobby, Book, & Music Stores	17	0.3%	80	0.1%	43	0.4%	298	0.2%	68	0.4%	477	0.2%
General Merchandise Stores	27	0.4%	137	0.1%	86	0.8%	446	0.2%	132	0.8%	915	0.4%
Miscellaneous Store Retailers	92	1.5%	393	0.3%	175	1.6%	788	0.4%	248	1.6%	1,176	0.5%
Nonstore Retailers	8	0.1%	70	0.1%	25	0.2%	92	0.0%	44	0.3%	115	0.0%
Transportation & Warehousing	59	1.0%	1,669	1.4%	136	1.2%	2,706	1.4%	242	1.5%	3,879	1.6%
Information	153	2.5%	3,224	2.7%	259	2.3%	5,312	2.8%	350	2.2%	6,460	2.7%
Finance & Insurance	336	5.6%	6,305	5.2%	496	4.4%	8,071	4.3%	627	4.0%	9,530	4.0%
Central Bank/Credit Intermediation & Related Activities	99	1.6%	2,518	2.1%	178	1.6%	2,976	1.6%	248	1.6%	3,491	1.5%
Securities, Commodity Contracts & Other Financial	175	2.9%	3,197	2.6%	225	2.0%	3,861	2.0%	259	1.7%	4,144	1.7%
Insurance Carriers & Related Activities; Funds, Trusts &	62	1.0%	590	0.5%	93	0.8%	1,234	0.7%	120	0.8%	1,896	0.8%
Real Estate, Rental & Leasing	351	5.8%	2,948	2.4%	624	5.5%	4,739	2.5%	819	5.2%	5,968	2.5%
Professional, Scientific & Tech Services	949	15.7%	16,071	13.2%	1,403	12.4%	21,032	11.1%	1,749	11.2%	26,283	11.0%
Legal Services	463	7.7%	7,640	6.3%	562	5.0%	8,156	4.3%	626	4.0%	8,466	3.6%
Management of Companies & Enterprises	33	0.5%	346	0.3%	57	0.5%	561	0.3%	76	0.5%	767	0.3%
Administrative & Support & Waste Management & Remediation	194	3.2%	3,078	2.5%	339	3.0%	4,251	2.3%	461	2.9%	5,580	2.3%
Educational Services	112	1.9%	4,924	4.1%	255	2.3%	10,818	5.7%	353	2.3%	15,574	6.5%
Health Care & Social Assistance	486	8.0%	31,163	25.7%	931	8.3%	50,113	26.5%	1,304	8.3%	61,254	25.7%
Arts, Entertainment & Recreation	136	2.2%	2,730	2.2%	247	2.2%	4,656	2.5%	326	2.1%	5,447	2.3%
Accommodation & Food Services	549	9.1%	9,567	7.9%	1,038	9.2%	13,635	7.2%	1,420	9.1%	16,681	7.0%
Accommodation	61	1.0%	4,012	3.3%	84	0.7%	4,467	2.4%	91	0.6%	4,538	1.9%
Food Services & Drinking Places	488	8.1%	5,555	4.6%	954	8.5%	9,169	4.9%	1,328	8.5%	12,143	5.1%
Other Services (except Public Administration)	544	9.0%	5,553	4.6%	1,323	11.7%	11,660	6.2%	1,964	12.6%	16,232	6.8%
Automotive Repair & Maintenance	20	0.3%	95	0.1%	91	0.8%	471	0.2%	197	1.3%	977	0.4%
Public Administration	276	4.6%	24,451	20.1%	336	3.0%	29,028	15.4%	381	2.4%	29,968	12.6%
Unclassified Establishments	1,093	18.1%	1,625	1.3%	2,067	18.3%	2,767	1.5%	2,731	17.5%	3,439	1.4%
Total	6,048	100.0%	121,368	100.0%	11,278	100.0%	188,832	100.0%	15,631	100.0%	237,935	100.0%

March 29, 2023