

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2010 Total Population	43,507	157,771	273,151
2020 Total Population	43,718	151,310	256,603
2020 Group Quarters	3,712	5,498	9,074
2023 Total Population	44,032	150,558	253,688
2023 Group Quarters	3,711	5,498	9,074
2028 Total Population	43,691	151,502	254,010
2023-2028 Annual Rate	-0.16%	0.13%	0.03%
2023 Total Daytime Population	148,446	284,515	387,669
Workers	129,692	213,776	263,772
Residents	18,754	70,739	123,897
<b>Household Summary</b>			
2010 Households	19,999	67,746	112,951
2010 Average Household Size	1.76	2.16	2.29
2020 Total Households	24,153	73,803	117,817
2020 Average Household Size	1.66	1.98	2.10
2023 Households	23,947	73,571	117,575
2023 Average Household Size	1.68	1.97	2.08
2028 Households	24,129	75,320	119,726
2028 Average Household Size	1.66	1.94	2.05
2023-2028 Annual Rate	0.15%	0.47%	0.36%
2010 Families	5,989	28,476	52,210
2010 Average Family Size	2.85	3.11	3.16
2023 Families	6,455	28,643	50,713
2023 Average Family Size	2.85	2.95	2.99
2028 Families	6,527	29,302	51,529
2028 Average Family Size	2.80	2.90	2.95
2023-2028 Annual Rate	0.22%	0.46%	0.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	20,438	87,390	143,156
Owner Occupied Housing Units	14.6%	25.8%	33.6%
Renter Occupied Housing Units	72.0%	52.6%	47.4%
Vacant Housing Units	13.4%	21.7%	19.0%
2010 Housing Units	23,413	88,086	142,949
Owner Occupied Housing Units	14.8%	24.3%	30.3%
Renter Occupied Housing Units	70.6%	52.6%	48.7%
Vacant Housing Units	14.6%	23.1%	21.0%
2020 Housing Units	28,093	89,743	143,055
Owner Occupied Housing Units	11.8%	22.7%	27.8%
Renter Occupied Housing Units	74.2%	59.6%	54.6%
Vacant Housing Units	14.5%	17.8%	17.6%
2023 Housing Units	28,619	90,557	143,908
Owner Occupied Housing Units	15.6%	27.5%	32.7%
Renter Occupied Housing Units	68.0%	53.8%	49.0%
Vacant Housing Units	16.3%	18.8%	18.3%
2028 Housing Units	28,691	91,916	145,898
Owner Occupied Housing Units	16.1%	28.0%	33.3%
Renter Occupied Housing Units	68.0%	53.9%	48.8%
Vacant Housing Units	15.9%	18.1%	17.9%

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

	1 mile	2 miles	3 miles
<b>2023 Households by Income</b>			
Household Income Base	23,941	73,565	117,569
<\$15,000	23.8%	21.5%	19.8%
\$15,000 - \$24,999	10.2%	8.8%	8.9%
\$25,000 - \$34,999	6.3%	6.7%	7.3%
\$35,000 - \$49,999	8.4%	8.6%	9.5%
\$50,000 - \$74,999	18.3%	16.0%	16.3%
\$75,000 - \$99,999	10.1%	10.3%	10.4%
\$100,000 - \$149,999	10.2%	11.6%	11.7%
\$150,000 - \$199,999	4.7%	6.7%	6.8%
\$200,000+	7.8%	9.8%	9.3%
Average Household Income	\$81,835	\$93,906	\$92,657
<b>2028 Households by Income</b>			
Household Income Base	24,123	75,314	119,720
<\$15,000	22.9%	20.7%	19.2%
\$15,000 - \$24,999	9.2%	7.9%	8.0%
\$25,000 - \$34,999	5.8%	6.1%	6.6%
\$35,000 - \$49,999	7.9%	8.0%	8.8%
\$50,000 - \$74,999	17.7%	15.3%	15.6%
\$75,000 - \$99,999	9.9%	10.0%	10.1%
\$100,000 - \$149,999	10.8%	12.0%	12.2%
\$150,000 - \$199,999	5.7%	8.1%	8.1%
\$200,000+	10.0%	12.0%	11.4%
Average Household Income	\$94,869	\$107,672	\$105,730
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	4,453	24,866	47,044
<\$50,000	3.0%	8.5%	10.5%
\$50,000 - \$99,999	3.7%	7.4%	11.2%
\$100,000 - \$149,999	5.5%	3.6%	5.1%
\$150,000 - \$199,999	10.2%	7.0%	8.3%
\$200,000 - \$249,999	8.5%	10.7%	12.5%
\$250,000 - \$299,999	9.2%	7.5%	7.7%
\$300,000 - \$399,999	22.0%	27.1%	22.3%
\$400,000 - \$499,999	11.9%	11.0%	9.1%
\$500,000 - \$749,999	17.6%	12.6%	9.4%
\$750,000 - \$999,999	5.0%	2.9%	2.4%
\$1,000,000 - \$1,499,999	3.3%	1.4%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.2%
Average Home Value	\$403,193	\$339,401	\$300,772
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	4,591	25,716	48,539
<\$50,000	3.0%	8.6%	10.8%
\$50,000 - \$99,999	3.2%	5.4%	8.8%
\$100,000 - \$149,999	3.3%	2.5%	3.8%
\$150,000 - \$199,999	6.1%	4.3%	5.6%
\$200,000 - \$249,999	5.9%	7.3%	9.4%
\$250,000 - \$299,999	8.2%	6.6%	6.9%
\$300,000 - \$399,999	23.8%	29.5%	24.8%
\$400,000 - \$499,999	13.2%	13.2%	11.5%
\$500,000 - \$749,999	23.7%	17.2%	13.1%
\$750,000 - \$999,999	5.6%	3.6%	3.2%
\$1,000,000 - \$1,499,999	4.0%	1.9%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$446,177	\$378,387	\$340,052

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

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

	1 mile	2 miles	3 miles
<b>Median Household Income</b>			
2023	\$51,093	\$55,150	\$55,132
2028	\$54,329	\$59,846	\$59,549
<b>Median Home Value</b>			
2023	\$345,561	\$319,329	\$265,473
2028	\$385,564	\$352,296	\$318,958
<b>Per Capita Income</b>			
2023	\$44,762	\$46,054	\$43,123
2028	\$52,655	\$53,692	\$50,024
<b>Median Age</b>			
2010	31.7	32.6	32.7
2020	32.8	33.4	33.6
2023	33.3	34.8	34.9
2028	34.1	36.1	36.2
<b>2020 Population by Age</b>			
Total	43,718	151,310	256,603
0 - 4	3.7%	4.8%	5.1%
5 - 9	3.4%	4.4%	4.7%
10 - 14	3.3%	4.2%	4.5%
15 - 24	14.3%	13.2%	14.1%
25 - 34	31.1%	27.3%	25.0%
35 - 44	13.7%	13.9%	13.8%
45 - 54	9.0%	9.8%	9.7%
55 - 64	10.4%	11.2%	11.3%
65 - 74	7.1%	7.3%	7.5%
75 - 84	3.1%	2.9%	3.2%
85 +	0.9%	1.0%	1.1%
18 +	87.5%	84.2%	83.1%
<b>2023 Population by Age</b>			
Total	44,032	150,556	253,687
0 - 4	4.0%	5.2%	5.3%
5 - 9	3.4%	4.8%	5.0%
10 - 14	3.1%	4.4%	4.7%
15 - 24	15.3%	13.1%	13.9%
25 - 34	28.3%	23.0%	21.4%
35 - 44	13.1%	13.9%	13.8%
45 - 54	9.0%	10.4%	10.4%
55 - 64	9.7%	11.1%	11.2%
65 - 74	8.4%	8.7%	8.7%
75 - 84	4.3%	4.2%	4.2%
85 +	1.3%	1.4%	1.5%
18 +	87.4%	83.3%	82.4%
<b>2028 Population by Age</b>			
Total	43,690	151,502	254,011
0 - 4	4.1%	5.3%	5.4%
5 - 9	3.3%	4.5%	4.7%
10 - 14	2.9%	4.2%	4.6%
15 - 24	15.4%	13.3%	14.2%
25 - 34	26.2%	20.8%	19.1%
35 - 44	14.6%	15.1%	14.9%
45 - 54	9.2%	10.6%	10.7%
55 - 64	8.7%	10.2%	10.2%
65 - 74	8.7%	9.2%	9.3%
75 - 84	5.3%	5.2%	5.2%
85 +	1.6%	1.6%	1.7%
18 +	87.8%	83.5%	82.7%
<b>2020 Population by Sex</b>			

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

	1 mile	2 miles	3 miles
Males	21,784	73,445	123,439
Females	21,934	77,865	133,164
<b>2023 Population by Sex</b>			
Males	21,931	73,698	123,351
Females	22,101	76,860	130,337
<b>2028 Population by Sex</b>			
Males	21,746	73,903	123,160
Females	21,945	77,599	130,850
<b>2010 Population by Race/Ethnicity</b>			
Total	43,507	157,771	273,151
White Alone	32.9%	31.5%	31.4%
Black Alone	58.1%	61.4%	60.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.7%	3.2%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.5%	2.0%
Two or More Races	2.1%	2.1%	2.2%
Hispanic Origin	3.1%	4.0%	4.8%
Diversity Index	57.8	55.9	57.4
<b>2020 Population by Race/Ethnicity</b>			
Total	43,718	151,310	256,603
White Alone	33.8%	34.0%	32.8%
Black Alone	50.0%	51.4%	51.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	7.9%	5.1%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	3.2%	4.5%
Two or More Races	6.0%	6.0%	6.0%
Hispanic Origin	5.2%	6.5%	8.1%
Diversity Index	66.3	66.0	68.0
<b>2023 Population by Race/Ethnicity</b>			
Total	44,032	150,557	253,689
White Alone	31.8%	32.4%	31.5%
Black Alone	51.5%	52.5%	51.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	8.1%	5.2%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	3.3%	4.7%
Two or More Races	6.1%	6.2%	6.2%
Hispanic Origin	5.6%	6.9%	8.5%
Diversity Index	66.4	66.2	68.2
<b>2028 Population by Race/Ethnicity</b>			
Total	43,692	151,502	254,012
White Alone	29.5%	30.6%	29.7%
Black Alone	52.0%	52.6%	51.9%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	8.8%	5.7%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.9%	5.3%
Two or More Races	6.8%	6.8%	6.8%
Hispanic Origin	6.4%	7.9%	9.6%
Diversity Index	67.4	67.5	69.5

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

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

	1 mile	2 miles	3 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	43,718	151,310	256,603
In Households	91.5%	96.4%	96.5%
Householder	54.9%	48.9%	46.0%
Opposite-Sex Spouse	6.4%	7.8%	8.3%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.0%	4.3%	4.1%
Same-Sex Unmarried Partner	0.6%	0.5%	0.4%
Biological Child	14.1%	18.4%	19.8%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.2%	0.5%	0.6%
Grandchild	1.6%	2.7%	3.2%
Brother or Sister	1.1%	1.7%	1.9%
Parent	0.7%	0.9%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.9%	1.7%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	6.1%	8.1%	8.1%
In Group Quarters	8.5%	3.6%	3.5%
Institutionalized	5.8%	2.0%	1.3%
Noninstitutionalized	2.7%	1.7%	2.3%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	32,651	109,331	180,396
Less than 9th Grade	2.7%	3.0%	3.3%
9th - 12th Grade, No Diploma	9.6%	9.2%	9.2%
High School Graduate	14.5%	18.6%	21.0%
GED/Alternative Credential	5.8%	5.0%	5.1%
Some College, No Degree	13.6%	14.0%	14.3%
Associate Degree	4.1%	4.3%	4.5%
Bachelor's Degree	24.2%	23.5%	21.8%
Graduate/Professional Degree	25.6%	22.4%	20.8%
<b>2023 Population 15+ by Marital Status</b>			
Total	39,383	129,037	215,622
Never Married	65.3%	59.5%	57.6%
Married	22.0%	26.7%	27.8%
Widowed	3.6%	4.5%	5.0%
Divorced	9.0%	9.3%	9.6%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	24,341	82,843	137,166
Population 16+ Employed	95.2%	94.8%	94.3%
Population 16+ Unemployment rate	4.8%	5.2%	5.7%
Population 16-24 Employed	15.6%	13.1%	13.1%
Population 16-24 Unemployment rate	6.9%	10.3%	12.9%
Population 25-54 Employed	69.0%	69.2%	68.7%
Population 25-54 Unemployment rate	3.4%	3.7%	4.0%
Population 55-64 Employed	9.4%	11.7%	12.2%
Population 55-64 Unemployment rate	7.5%	6.5%	6.1%
Population 65+ Employed	6.0%	5.9%	6.0%
Population 65+ Unemployment rate	10.1%	7.9%	6.7%

	1 mile	2 miles	3 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	23,182	78,500	129,402
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	3.3%	4.1%	4.6%
Manufacturing	3.5%	5.1%	5.4%
Wholesale Trade	0.5%	1.1%	1.3%
Retail Trade	6.3%	6.7%	6.8%
Transportation/Utilities	6.5%	5.8%	6.2%
Information	2.2%	2.3%	2.1%
Finance/Insurance/Real Estate	6.4%	6.4%	6.3%
Services	64.8%	61.3%	59.9%
Public Administration	6.4%	7.0%	7.2%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	23,180	78,501	129,400
White Collar	79.6%	75.3%	72.1%
Management/Business/Financial	21.3%	22.2%	20.4%
Professional	43.6%	39.2%	36.8%
Sales	4.9%	5.5%	5.6%
Administrative Support	9.8%	8.4%	9.1%
Services	11.6%	13.5%	14.8%
Blue Collar	8.8%	11.1%	13.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.2%	1.6%	2.3%
Installation/Maintenance/Repair	1.3%	1.1%	1.2%
Production	1.5%	2.3%	2.5%
Transportation/Material Moving	4.8%	6.1%	7.0%
<b>2020 Households by Type</b>			
Total	24,153	73,803	117,817
Married Couple Households	12.5%	16.8%	18.9%
With Own Children <18	2.7%	5.0%	5.9%
Without Own Children <18	9.8%	11.8%	12.9%
Cohabiting Couple Households	8.4%	9.8%	9.9%
With Own Children <18	0.9%	1.6%	1.9%
Without Own Children <18	7.5%	8.2%	8.0%
Male Householder, No Spouse/Partner	34.3%	31.1%	29.3%
Living Alone	28.2%	23.2%	20.9%
65 Years and over	5.4%	4.7%	4.4%
With Own Children <18	0.8%	1.2%	1.3%
Without Own Children <18, With Relatives	1.7%	2.8%	3.0%
No Relatives Present	3.5%	4.0%	4.0%
Female Householder, No Spouse/Partner	44.8%	42.3%	42.0%
Living Alone	30.0%	23.7%	22.1%
65 Years and over	6.6%	5.8%	6.1%
With Own Children <18	6.3%	7.0%	7.2%
Without Own Children <18, With Relatives	5.0%	7.7%	8.9%
No Relatives Present	3.5%	3.9%	3.8%
<b>2020 Households by Size</b>			
Total	24,153	73,803	117,817
1 Person Household	58.2%	46.9%	43.0%
2 Person Household	26.5%	29.2%	30.0%
3 Person Household	7.9%	11.8%	12.9%
4 Person Household	3.7%	6.4%	7.4%
5 Person Household	2.0%	3.0%	3.5%
6 Person Household	1.0%	1.6%	1.8%
7 + Person Household	0.6%	1.2%	1.3%

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

March 08, 2024

	1 mile	2 miles	3 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	24,153	73,803	117,817
Owner Occupied	13.8%	27.5%	33.7%
Owned with a Mortgage/Loan	10.2%	20.7%	24.8%
Owned Free and Clear	3.6%	6.9%	8.9%
Renter Occupied	86.2%	72.5%	66.3%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	55	65	77
Percent of Income for Mortgage	40.6%	34.8%	28.9%
Wealth Index	51	62	62
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	28,093	89,743	143,055
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	43,718	151,310	256,603
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

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



# Market Profile

300 Saint Paul Pl, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.29265  
Longitude: -76.61455

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	City Commons (11E)	Modest Income Homes (12D)
3.	Social Security Set (9F)	Social Security Set (9F)	City Commons (11E)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$44,655,342	\$156,895,086	\$245,386,212
Average Spent	\$1,864.76	\$2,132.57	\$2,087.06
Spending Potential Index	85	97	95
Education: Total \$	\$34,615,780	\$120,090,793	\$187,621,594
Average Spent	\$1,445.52	\$1,632.31	\$1,595.76
Spending Potential Index	81	91	89
Entertainment/Recreation: Total \$	\$66,314,331	\$235,364,700	\$372,697,575
Average Spent	\$2,769.21	\$3,199.15	\$3,169.87
Spending Potential Index	73	85	84
Food at Home: Total \$	\$129,877,215	\$462,920,532	\$728,150,369
Average Spent	\$5,423.53	\$6,292.16	\$6,193.07
Spending Potential Index	80	93	91
Food Away from Home: Total \$	\$74,065,881	\$257,088,770	\$402,789,909
Average Spent	\$3,092.91	\$3,494.43	\$3,425.81
Spending Potential Index	83	94	92
Health Care: Total \$	\$124,213,561	\$449,490,564	\$718,293,214
Average Spent	\$5,187.02	\$6,109.62	\$6,109.23
Spending Potential Index	70	83	83
HH Furnishings & Equipment: Total \$	\$54,152,443	\$191,258,874	\$301,661,090
Average Spent	\$2,261.35	\$2,599.65	\$2,565.69
Spending Potential Index	77	88	87
Personal Care Products & Services: Total \$	\$18,543,361	\$64,835,269	\$101,776,938
Average Spent	\$774.35	\$881.26	\$865.63
Spending Potential Index	81	92	91
Shelter: Total \$	\$481,131,102	\$1,686,873,719	\$2,644,122,274
Average Spent	\$20,091.50	\$22,928.51	\$22,488.81
Spending Potential Index	81	93	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$48,327,491	\$175,274,527	\$281,138,662
Average Spent	\$2,018.10	\$2,382.39	\$2,391.14
Spending Potential Index	65	76	76
Travel: Total \$	\$39,670,787	\$139,041,295	\$219,662,522
Average Spent	\$1,656.61	\$1,889.89	\$1,868.28
Spending Potential Index	74	84	83
Vehicle Maintenance & Repairs: Total \$	\$24,164,515	\$85,278,462	\$135,040,563
Average Spent	\$1,009.08	\$1,159.13	\$1,148.55
Spending Potential Index	77	88	88

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

March 08, 2024



Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	50.8%	Population	44,032	43,691
City Commons (11E)	16.2%	Households	23,947	24,129
Social Security Set (9F)	8.1%	Families	6,455	6,527
Retirement Communities (9E)	7.0%	Median Age	33.3	34.1
College Towns (14B)	6.6%	Median Household Income	\$51,093	\$54,329
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		85	\$1,864.76	\$44,655,342
Men's		85	\$347.06	\$8,311,004
Women's		84	\$623.25	\$14,924,900
Children's		83	\$275.47	\$6,596,640
Footwear		88	\$439.15	\$10,516,314
Watches & Jewelry		84	\$141.28	\$3,383,204
Apparel Products and Services (1)		87	\$38.56	\$923,281
<b>Computer</b>				
Computers and Hardware for Home Use		87	\$223.02	\$5,340,581
Portable Memory		81	\$3.74	\$89,512
Computer Software		97	\$14.02	\$335,660
Computer Accessories		82	\$20.54	\$491,888
<b>Entertainment &amp; Recreation</b>		73	\$2,769.21	\$66,314,331
Fees and Admissions		70	\$500.39	\$11,982,735
Membership Fees for Clubs (2)		72	\$201.02	\$4,813,826
Fees for Participant Sports, excl. Trips		65	\$78.05	\$1,869,042
Tickets to Theatre/Operas/Concerts		73	\$39.93	\$956,137
Tickets to Movies		84	\$23.15	\$554,444
Tickets to Parks or Museums		75	\$20.79	\$497,794
Admission to Sporting Events, excl. Trips		73	\$42.81	\$1,025,168
Fees for Recreational Lessons		64	\$93.41	\$2,236,907
Dating Services		115	\$1.23	\$29,418
TV/Video/Audio		78	\$1,058.77	\$25,354,412
Cable and Satellite Television Services		73	\$630.91	\$15,108,385
Televisions		84	\$122.38	\$2,930,693
Satellite Dishes		84	\$1.43	\$34,206
VCRs, Video Cameras, and DVD Players		83	\$4.01	\$95,974
Miscellaneous Video Equipment		91	\$11.55	\$276,575
Video Cassettes and DVDs		88	\$5.73	\$137,300
Video Game Hardware/Accessories		101	\$40.76	\$976,160
Video Game Software		105	\$20.29	\$485,971
Rental/Streaming/Downloaded Video		88	\$108.12	\$2,589,129
Installation of Televisions		70	\$1.13	\$27,075
Audio (3)		81	\$109.59	\$2,624,245
Rental and Repair of TV/Radio/Sound Equipment		103	\$2.87	\$68,700
Pets		69	\$633.90	\$15,179,924
Toys/Games/Crafts/Hobbies (4)		81	\$127.92	\$3,063,273
Recreational Vehicles and Fees (5)		55	\$82.64	\$1,978,959
Sports/Recreation/Exercise Equipment (6)		73	\$203.96	\$4,884,237
Photo Equipment and Supplies (7)		82	\$38.49	\$921,703
Reading (8)		77	\$97.48	\$2,334,466
Catered Affairs (9)		84	\$25.67	\$614,623
<b>Food</b>		81	\$8,516.44	\$203,943,096
Food at Home		80	\$5,423.53	\$129,877,215
Bakery and Cereal Products		79	\$697.63	\$16,706,199
Meats, Poultry, Fish, and Eggs		80	\$1,176.42	\$28,171,811
Dairy Products		78	\$514.01	\$12,308,902
Fruits and Vegetables		80	\$1,074.83	\$25,738,935
Snacks and Other Food at Home (10)		80	\$1,960.64	\$46,951,368
Food Away from Home		83	\$3,092.91	\$74,065,881
Alcoholic Beverages		81	\$546.11	\$13,077,797

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	62	\$24,370.31	\$583,595,920
Value of Retirement Plans	57	\$80,028.91	\$1,916,452,323
Value of Other Financial Assets	63	\$5,411.19	\$129,581,779
Vehicle Loan Amount excluding Interest	77	\$2,811.55	\$67,328,155
Value of Credit Card Debt	76	\$2,395.10	\$57,355,577
<b>Health</b>			
Nonprescription Drugs	73	\$124.39	\$2,978,700
Prescription Drugs	69	\$254.47	\$6,093,864
Eyeglasses and Contact Lenses	72	\$80.46	\$1,926,731
<b>Home</b>			
Mortgage Payment and Basics (11)	55	\$7,150.63	\$171,236,179
Maintenance and Remodeling Services	53	\$2,007.35	\$48,070,093
Maintenance and Remodeling Materials (12)	50	\$392.39	\$9,396,646
Utilities, Fuel, and Public Services	75	\$4,378.58	\$104,853,747
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	82	\$99.90	\$2,392,406
Furniture	79	\$653.79	\$15,656,373
Rugs	70	\$29.27	\$700,977
Major Appliances (14)	66	\$348.50	\$8,345,562
Housewares (15)	79	\$84.67	\$2,027,483
Small Appliances	88	\$63.64	\$1,523,911
Luggage	83	\$11.93	\$285,753
Telephones and Accessories	78	\$84.03	\$2,012,293
<b>Household Operations</b>			
Child Care	79	\$408.74	\$9,788,020
Lawn and Garden (16)	57	\$382.84	\$9,167,766
Moving/Storage/Freight Express	88	\$78.85	\$1,888,271
Housekeeping Supplies (17)	76	\$712.63	\$17,065,469
<b>Insurance</b>			
Owners and Renters Insurance	59	\$460.74	\$11,033,297
Vehicle Insurance	80	\$1,731.58	\$41,466,247
Life/Other Insurance	63	\$435.20	\$10,421,627
Health Insurance	71	\$3,490.36	\$83,583,693
Personal Care Products (18)	81	\$450.05	\$10,777,416
School Books and Supplies (19)	84	\$112.89	\$2,703,402
Smoking Products	91	\$392.45	\$9,397,922
<b>Transportation</b>			
Payments on Vehicles excluding Leases	75	\$2,277.37	\$54,536,296
Gasoline and Motor Oil	78	\$1,971.61	\$47,214,095
Vehicle Maintenance and Repairs	77	\$1,009.08	\$24,164,515
<b>Travel</b>			
Airline Fares	77	\$358.38	\$8,582,133
Lodging on Trips	70	\$506.40	\$12,126,697
Auto/Truck Rental on Trips	80	\$63.72	\$1,525,810
Food and Drink on Trips	76	\$422.93	\$10,127,954

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	29.3%	Population	150,558	151,502
City Commons (11E)	15.9%	Households	73,571	75,320
Social Security Set (9F)	10.5%	Families	28,643	29,302
Modest Income Homes (12D)	10.1%	Median Age	34.8	36.1
Laptops and Lattes (3A)	7.5%	Median Household Income	\$55,150	\$59,846
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		97	\$2,132.57	\$156,895,086
Men's		96	\$391.66	\$28,814,596
Women's		96	\$715.02	\$52,604,988
Children's		95	\$316.00	\$23,248,611
Footwear		101	\$502.67	\$36,981,749
Watches & Jewelry		96	\$162.53	\$11,957,727
Apparel Products and Services (1)		100	\$44.68	\$3,287,414
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$247.03	\$18,173,878
Portable Memory		91	\$4.20	\$308,778
Computer Software		106	\$15.26	\$1,122,343
Computer Accessories		93	\$23.34	\$1,716,806
<b>Entertainment &amp; Recreation</b>		85	\$3,199.15	\$235,364,700
Fees and Admissions		81	\$577.10	\$42,457,985
Membership Fees for Clubs (2)		83	\$230.74	\$16,975,802
Fees for Participant Sports, excl. Trips		76	\$90.58	\$6,663,761
Tickets to Theatre/Operas/Concerts		84	\$46.11	\$3,392,661
Tickets to Movies		93	\$25.64	\$1,886,082
Tickets to Parks or Museums		85	\$23.53	\$1,731,361
Admission to Sporting Events, excl. Trips		85	\$49.88	\$3,669,832
Fees for Recreational Lessons		75	\$109.18	\$8,032,150
Dating Services		136	\$1.45	\$106,336
TV/Video/Audio		91	\$1,233.42	\$90,743,691
Cable and Satellite Television Services		88	\$754.44	\$55,504,639
Televisions		96	\$139.44	\$10,258,915
Satellite Dishes		92	\$1.58	\$116,446
VCRs, Video Cameras, and DVD Players		94	\$4.51	\$331,718
Miscellaneous Video Equipment		103	\$13.07	\$961,706
Video Cassettes and DVDs		97	\$6.36	\$467,752
Video Game Hardware/Accessories		112	\$45.09	\$3,317,528
Video Game Software		114	\$22.12	\$1,627,412
Rental/Streaming/Downloaded Video		97	\$119.48	\$8,790,068
Installation of Televisions		80	\$1.29	\$95,181
Audio (3)		91	\$122.66	\$9,024,002
Rental and Repair of TV/Radio/Sound Equipment		121	\$3.38	\$248,325
Pets		79	\$731.55	\$53,820,860
Toys/Games/Crafts/Hobbies (4)		92	\$145.53	\$10,706,456
Recreational Vehicles and Fees (5)		67	\$101.08	\$7,436,787
Sports/Recreation/Exercise Equipment (6)		81	\$227.36	\$16,727,424
Photo Equipment and Supplies (7)		92	\$42.81	\$3,149,638
Reading (8)		88	\$111.68	\$8,216,153
Catered Affairs (9)		94	\$28.62	\$2,105,706
<b>Food</b>		93	\$9,786.59	\$720,009,302
Food at Home		93	\$6,292.16	\$462,920,532
Bakery and Cereal Products		92	\$813.57	\$59,855,190
Meats, Poultry, Fish, and Eggs		93	\$1,368.82	\$100,705,575
Dairy Products		90	\$595.60	\$43,819,026
Fruits and Vegetables		93	\$1,246.79	\$91,727,945
Snacks and Other Food at Home (10)		93	\$2,267.37	\$166,812,796
Food Away from Home		94	\$3,494.43	\$257,088,770
Alcoholic Beverages		91	\$615.86	\$45,309,306

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$29,071.56	\$2,138,823,926
Value of Retirement Plans	69	\$97,382.20	\$7,164,506,185
Value of Other Financial Assets	75	\$6,460.19	\$475,282,664
Vehicle Loan Amount excluding Interest	88	\$3,186.90	\$234,463,272
Value of Credit Card Debt	88	\$2,793.35	\$205,509,475
<b>Health</b>			
Nonprescription Drugs	86	\$146.19	\$10,755,445
Prescription Drugs	83	\$306.42	\$22,543,926
Eyeglasses and Contact Lenses	85	\$94.44	\$6,947,865
<b>Home</b>			
Mortgage Payment and Basics (11)	67	\$8,628.88	\$634,835,206
Maintenance and Remodeling Services	64	\$2,425.82	\$178,470,363
Maintenance and Remodeling Materials (12)	61	\$481.45	\$35,420,434
Utilities, Fuel, and Public Services	89	\$5,142.60	\$378,345,954
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	94	\$114.70	\$8,438,875
Furniture	91	\$747.57	\$54,999,437
Rugs	83	\$34.39	\$2,530,295
Major Appliances (14)	78	\$411.86	\$30,300,672
Housewares (15)	89	\$95.79	\$7,047,511
Small Appliances	99	\$71.72	\$5,276,234
Luggage	94	\$13.46	\$990,446
Telephones and Accessories	90	\$96.46	\$7,096,435
<b>Household Operations</b>			
Child Care	88	\$454.85	\$33,463,644
Lawn and Garden (16)	69	\$460.67	\$33,892,079
Moving/Storage/Freight Express	98	\$88.03	\$6,476,519
Housekeeping Supplies (17)	89	\$828.33	\$60,941,417
<b>Insurance</b>			
Owners and Renters Insurance	72	\$560.61	\$41,244,813
Vehicle Insurance	92	\$1,992.44	\$146,585,460
Life/Other Insurance	76	\$524.02	\$38,552,723
Health Insurance	83	\$4,116.20	\$302,832,740
Personal Care Products (18)	93	\$513.73	\$37,795,851
School Books and Supplies (19)	94	\$126.23	\$9,287,114
Smoking Products	106	\$460.36	\$33,869,347
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,613.22	\$192,257,246
Gasoline and Motor Oil	89	\$2,264.54	\$166,604,806
Vehicle Maintenance and Repairs	88	\$1,159.13	\$85,278,462
<b>Travel</b>			
Airline Fares	86	\$402.99	\$29,648,125
Lodging on Trips	81	\$582.81	\$42,878,171
Auto/Truck Rental on Trips	91	\$72.33	\$5,321,055
Food and Drink on Trips	86	\$481.63	\$35,434,295

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	24.1%	Population	253,688	254,010
Modest Income Homes (12D)	16.6%	Households	117,575	119,726
City Commons (11E)	13.0%	Families	50,713	51,529
Emerald City (8B)	8.2%	Median Age	34.9	36.2
Social Security Set (9F)	7.3%	Median Household Income	\$55,132	\$59,549
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		95	\$2,087.06	\$245,386,212
Men's		94	\$382.72	\$44,998,176
Women's		94	\$702.20	\$82,560,584
Children's		93	\$309.96	\$36,443,857
Footwear		98	\$490.38	\$57,656,561
Watches & Jewelry		94	\$158.26	\$18,607,395
Apparel Products and Services (1)		98	\$43.54	\$5,119,640
<b>Computer</b>				
Computers and Hardware for Home Use		94	\$240.85	\$28,318,488
Portable Memory		90	\$4.12	\$484,789
Computer Software		102	\$14.73	\$1,731,352
Computer Accessories		91	\$22.84	\$2,685,680
<b>Entertainment &amp; Recreation</b>		84	\$3,169.87	\$372,697,575
Fees and Admissions		80	\$570.98	\$67,133,440
Membership Fees for Clubs (2)		82	\$228.25	\$26,837,072
Fees for Participant Sports, excl. Trips		76	\$90.45	\$10,635,006
Tickets to Theatre/Operas/Concerts		83	\$45.54	\$5,353,907
Tickets to Movies		91	\$24.99	\$2,938,481
Tickets to Parks or Museums		84	\$23.34	\$2,744,195
Admission to Sporting Events, excl. Trips		85	\$49.67	\$5,839,792
Fees for Recreational Lessons		74	\$107.36	\$12,622,751
Dating Services		129	\$1.38	\$162,236
TV/Video/Audio		90	\$1,224.34	\$143,951,699
Cable and Satellite Television Services		88	\$753.73	\$88,620,170
Televisions		95	\$137.75	\$16,195,665
Satellite Dishes		92	\$1.58	\$185,191
VCRs, Video Cameras, and DVD Players		92	\$4.44	\$521,587
Miscellaneous Video Equipment		101	\$12.80	\$1,504,621
Video Cassettes and DVDs		95	\$6.21	\$729,871
Video Game Hardware/Accessories		109	\$43.83	\$5,153,788
Video Game Software		110	\$21.38	\$2,513,974
Rental/Streaming/Downloaded Video		95	\$117.21	\$13,781,213
Installation of Televisions		80	\$1.28	\$150,721
Audio (3)		89	\$120.80	\$14,203,296
Rental and Repair of TV/Radio/Sound Equipment		120	\$3.33	\$391,601
Pets		79	\$725.24	\$85,270,406
Toys/Games/Crafts/Hobbies (4)		90	\$143.24	\$16,841,297
Recreational Vehicles and Fees (5)		68	\$102.24	\$12,021,088
Sports/Recreation/Exercise Equipment (6)		80	\$224.31	\$26,372,689
Photo Equipment and Supplies (7)		89	\$41.75	\$4,908,390
Reading (8)		87	\$109.90	\$12,921,456
Catered Affairs (9)		92	\$27.87	\$3,277,110
<b>Food</b>		91	\$9,618.88	\$1,130,940,278
Food at Home		91	\$6,193.07	\$728,150,369
Bakery and Cereal Products		91	\$801.44	\$94,229,324
Meats, Poultry, Fish, and Eggs		92	\$1,348.40	\$158,538,446
Dairy Products		89	\$585.47	\$68,836,971
Fruits and Vegetables		91	\$1,224.65	\$143,988,475
Snacks and Other Food at Home (10)		91	\$2,233.10	\$262,557,154
Food Away from Home		92	\$3,425.81	\$402,789,909
Alcoholic Beverages		89	\$602.97	\$70,893,951

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$29,112.91	\$3,422,950,458
Value of Retirement Plans	70	\$99,092.88	\$11,650,845,555
Value of Other Financial Assets	75	\$6,454.04	\$758,834,335
Vehicle Loan Amount excluding Interest	87	\$3,173.08	\$373,075,257
Value of Credit Card Debt	88	\$2,769.39	\$325,611,043
<b>Health</b>			
Nonprescription Drugs	86	\$146.13	\$17,180,679
Prescription Drugs	84	\$309.38	\$36,375,625
Eyeglasses and Contact Lenses	84	\$93.85	\$11,033,847
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$8,810.13	\$1,035,851,316
Maintenance and Remodeling Services	65	\$2,484.16	\$292,075,047
Maintenance and Remodeling Materials (12)	64	\$499.25	\$58,699,120
Utilities, Fuel, and Public Services	88	\$5,128.99	\$603,040,936
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	92	\$112.63	\$13,242,030
Furniture	89	\$738.09	\$86,781,362
Rugs	82	\$34.04	\$4,001,835
Major Appliances (14)	79	\$415.03	\$48,797,074
Housewares (15)	87	\$93.91	\$11,042,046
Small Appliances	96	\$69.90	\$8,218,990
Luggage	92	\$13.15	\$1,545,776
Telephones and Accessories	88	\$95.10	\$11,181,478
<b>Household Operations</b>			
Child Care	86	\$444.40	\$52,250,625
Lawn and Garden (16)	70	\$469.10	\$55,154,780
Moving/Storage/Freight Express	95	\$85.61	\$10,066,106
Housekeeping Supplies (17)	88	\$819.19	\$96,316,344
<b>Insurance</b>			
Owners and Renters Insurance	74	\$575.62	\$67,678,745
Vehicle Insurance	91	\$1,974.90	\$232,198,892
Life/Other Insurance	76	\$529.24	\$62,225,183
Health Insurance	83	\$4,118.40	\$484,220,552
Personal Care Products (18)	91	\$504.28	\$59,290,580
School Books and Supplies (19)	92	\$123.76	\$14,550,706
Smoking Products	105	\$455.65	\$53,573,183
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,606.72	\$306,485,519
Gasoline and Motor Oil	89	\$2,247.61	\$264,262,670
Vehicle Maintenance and Repairs	88	\$1,148.55	\$135,040,563
<b>Travel</b>			
Airline Fares	85	\$394.83	\$46,421,798
Lodging on Trips	80	\$579.59	\$68,145,569
Auto/Truck Rental on Trips	90	\$71.05	\$8,354,281
Food and Drink on Trips	85	\$475.27	\$55,879,402

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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

**Source:** Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary

300 Saint Paul Pl, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.29265  
Longitude: -76.61455

Data for all businesses in area	1 mile				2 miles				3 miles			
Total Businesses:	5,664				11,297				15,324			
Total Employees:	119,693				191,972				235,941			
Total Residential Population:	44,032				150,558				253,688			
Employee/Residential Population Ratio (per 100 Residents)	272				128				93			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	24	0.4%	219	0.2%	53	0.5%	516	0.3%	94	0.6%	1,237	0.5%
Construction	109	1.9%	946	0.8%	315	2.8%	2,748	1.4%	487	3.2%	4,546	1.9%
Manufacturing	87	1.5%	2,221	1.9%	209	1.9%	4,899	2.6%	319	2.1%	7,267	3.1%
Transportation	92	1.6%	1,993	1.7%	200	1.8%	3,218	1.7%	307	2.0%	4,290	1.8%
Communication	38	0.7%	467	0.4%	71	0.6%	635	0.3%	113	0.7%	944	0.4%
Utility	14	0.2%	888	0.7%	26	0.2%	1,409	0.7%	36	0.2%	1,676	0.7%
Wholesale Trade	72	1.3%	598	0.5%	184	1.6%	2,416	1.3%	298	1.9%	4,173	1.8%
Retail Trade Summary	796	14.1%	7,270	6.1%	1,953	17.3%	17,863	9.3%	2,882	18.8%	25,499	10.8%
Home Improvement	15	0.3%	186	0.2%	43	0.4%	601	0.3%	62	0.4%	805	0.3%
General Merchandise Stores	29	0.5%	146	0.1%	90	0.8%	441	0.2%	142	0.9%	975	0.4%
Food Stores	73	1.3%	436	0.4%	229	2.0%	1,708	0.9%	368	2.4%	3,063	1.3%
Auto Dealers & Gas Stations	31	0.5%	159	0.1%	96	0.8%	443	0.2%	162	1.1%	834	0.4%
Apparel & Accessory Stores	50	0.9%	348	0.3%	103	0.9%	3,051	1.6%	168	1.1%	4,108	1.7%
Furniture & Home Furnishings	32	0.6%	388	0.3%	78	0.7%	741	0.4%	122	0.8%	971	0.4%
Eating & Drinking Places	387	6.8%	4,698	3.9%	905	8.0%	8,911	4.6%	1,256	8.2%	11,828	5.0%
Miscellaneous Retail	180	3.2%	909	0.8%	410	3.6%	1,966	1.0%	602	3.9%	2,915	1.2%
Finance, Insurance, Real Estate Summary	701	12.4%	10,163	8.5%	1,209	10.7%	14,534	7.6%	1,519	9.9%	17,213	7.3%
Banks, Savings & Lending Institutions	106	1.9%	2,176	1.8%	192	1.7%	2,962	1.5%	250	1.6%	3,365	1.4%
Securities Brokers	144	2.5%	2,841	2.4%	206	1.8%	3,716	1.9%	233	1.5%	3,972	1.7%
Insurance Carriers & Agents	60	1.1%	1,026	0.9%	93	0.8%	1,629	0.8%	116	0.8%	2,036	0.9%
Real Estate, Holding, Other Investment Offices	391	6.9%	4,120	3.4%	719	6.4%	6,227	3.2%	920	6.0%	7,840	3.3%
Services Summary	2,411	42.6%	69,270	57.9%	4,659	41.2%	113,100	58.9%	6,194	40.4%	136,949	58.0%
Hotels & Lodging	57	1.0%	3,844	3.2%	84	0.7%	4,541	2.4%	92	0.6%	4,688	2.0%
Automotive Services	88	1.6%	907	0.8%	203	1.8%	1,787	0.9%	308	2.0%	2,369	1.0%
Movies & Amusements	91	1.6%	1,361	1.1%	182	1.6%	2,640	1.4%	256	1.7%	3,382	1.4%
Health Services	401	7.1%	29,652	24.8%	708	6.3%	48,061	25.0%	972	6.3%	54,708	23.2%
Legal Services	439	7.8%	7,984	6.7%	537	4.8%	8,621	4.5%	583	3.8%	8,824	3.7%
Education Institutions & Libraries	121	2.1%	5,436	4.5%	269	2.4%	10,954	5.7%	368	2.4%	14,940	6.3%
Other Services	1,214	21.4%	20,085	16.8%	2,675	23.7%	36,495	19.0%	3,615	23.6%	48,038	20.4%
Government	287	5.1%	24,366	20.4%	356	3.2%	28,479	14.8%	395	2.6%	29,496	12.5%
Unclassified Establishments	1,034	18.3%	1,292	1.1%	2,061	18.2%	2,155	1.1%	2,681	17.5%	2,651	1.1%
Totals	5,664	100.0%	119,693	100.0%	11,297	100.0%	191,972	100.0%	15,324	100.0%	235,941	100.0%

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

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





# Business Summary

300 Saint Paul Pl, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.29265  
Longitude: -76.61455

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	11	0.2%	40	0.0%	15	0.1%	90	0.0%	23	0.2%	431	0.2%
Mining	5	0.1%	36	0.0%	7	0.1%	93	0.0%	8	0.1%	105	0.0%
Utilities	6	0.1%	845	0.7%	9	0.1%	1,199	0.6%	9	0.1%	1,199	0.5%
Construction	135	2.4%	1,228	1.0%	372	3.3%	3,243	1.7%	555	3.6%	5,108	2.2%
Manufacturing	58	1.0%	791	0.7%	183	1.6%	3,183	1.7%	311	2.0%	5,538	2.3%
Wholesale Trade	71	1.3%	593	0.5%	180	1.6%	2,388	1.2%	291	1.9%	4,121	1.7%
Retail Trade	391	6.9%	2,405	2.0%	993	8.8%	8,561	4.5%	1,530	10.0%	13,012	5.5%
Motor Vehicle & Parts Dealers	25	0.4%	133	0.1%	71	0.6%	331	0.2%	124	0.8%	645	0.3%
Furniture & Home Furnishings Stores	15	0.3%	125	0.1%	36	0.3%	304	0.2%	57	0.4%	423	0.2%
Electronics & Appliance Stores	14	0.2%	250	0.2%	32	0.3%	368	0.2%	45	0.3%	423	0.2%
Building Material & Garden Equipment & Supplies Dealers	15	0.3%	186	0.2%	43	0.4%	601	0.3%	62	0.4%	805	0.3%
Food & Beverage Stores	67	1.2%	304	0.3%	245	2.2%	1,547	0.8%	393	2.6%	2,783	1.2%
Health & Personal Care Stores	54	1.0%	318	0.3%	99	0.9%	667	0.3%	148	1.0%	1,004	0.4%
Gasoline Stations & Fuel Dealers	6	0.1%	26	0.0%	25	0.2%	112	0.1%	38	0.2%	189	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	70	1.2%	460	0.4%	127	1.1%	3,176	1.7%	202	1.3%	4,261	1.8%
Sporting Goods, Hobby, Book, & Music Stores	78	1.4%	391	0.3%	181	1.6%	848	0.4%	254	1.7%	1,209	0.5%
General Merchandise Stores	48	0.8%	211	0.2%	134	1.2%	607	0.3%	207	1.4%	1,269	0.5%
Transportation & Warehousing	71	1.3%	1,834	1.5%	158	1.4%	2,942	1.5%	258	1.7%	3,934	1.7%
Information	151	2.7%	3,355	2.8%	264	2.3%	5,471	2.8%	369	2.4%	6,842	2.9%
Finance & Insurance	322	5.7%	6,243	5.2%	513	4.5%	8,535	4.4%	624	4.1%	9,606	4.1%
Central Bank/Credit Intermediation & Related Activities	90	1.6%	1,964	1.6%	179	1.6%	2,766	1.4%	236	1.5%	3,161	1.3%
Securities & Commodity Contracts	171	3.0%	3,251	2.7%	240	2.1%	4,138	2.2%	271	1.8%	4,407	1.9%
Funds, Trusts & Other Financial Vehicles	61	1.1%	1,028	0.9%	94	0.8%	1,631	0.8%	117	0.8%	2,038	0.9%
Real Estate, Rental & Leasing	328	5.8%	2,469	2.1%	623	5.5%	4,481	2.3%	813	5.3%	6,002	2.5%
Professional, Scientific & Tech Services	898	15.9%	16,527	13.8%	1,385	12.3%	22,752	11.9%	1,707	11.1%	28,318	12.0%
Legal Services	452	8.0%	8,067	6.7%	563	5.0%	8,764	4.6%	619	4.0%	9,032	3.8%
Management of Companies & Enterprises	32	0.6%	1,187	1.0%	59	0.5%	1,450	0.8%	75	0.5%	1,607	0.7%
Administrative, Support & Waste Management Services	177	3.1%	3,242	2.7%	343	3.0%	4,659	2.4%	441	2.9%	5,749	2.4%
Educational Services	107	1.9%	5,180	4.3%	258	2.3%	10,641	5.5%	354	2.3%	14,404	6.1%
Health Care & Social Assistance	484	8.5%	30,819	25.7%	931	8.2%	51,462	26.8%	1,295	8.5%	59,240	25.1%
Arts, Entertainment & Recreation	124	2.2%	2,500	2.1%	240	2.1%	4,482	2.3%	323	2.1%	5,584	2.4%
Accommodation & Food Services	452	8.0%	8,596	7.2%	1,007	8.9%	13,579	7.1%	1,377	9.0%	16,740	7.1%
Accommodation	57	1.0%	3,844	3.2%	84	0.7%	4,541	2.4%	92	0.6%	4,688	2.0%
Food Services & Drinking Places	395	7.0%	4,752	4.0%	922	8.2%	9,038	4.7%	1,285	8.4%	12,052	5.1%
Other Services (except Public Administration)	518	9.1%	5,777	4.8%	1,338	11.8%	11,758	6.1%	1,884	12.3%	15,888	6.7%
Automotive Repair & Maintenance	16	0.3%	75	0.1%	98	0.9%	521	0.3%	178	1.2%	887	0.4%
Public Administration	290	5.1%	24,742	20.7%	359	3.2%	28,855	15.0%	398	2.6%	29,872	12.7%
Unclassified Establishments	1,033	18.2%	1,285	1.1%	2,060	18.2%	2,148	1.1%	2,680	17.5%	2,644	1.1%
<b>Total</b>	<b>5,664</b>	<b>100.0%</b>	<b>119,693</b>	<b>100.0%</b>	<b>11,297</b>	<b>100.0%</b>	<b>191,972</b>	<b>100.0%</b>	<b>15,324</b>	<b>100.0%</b>	<b>235,941</b>	<b>100.0%</b>

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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.

March 08, 2024