

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	40,815	133,460	300,636
2010 Total Population	40,715	124,355	280,357
2020 Total Population	41,026	122,403	274,153
2020 Group Quarters	3,723	11,119	22,389
2025 Total Population	39,926	120,693	269,704
2020-2025 Annual Rate	-0.54%	-0.28%	-0.33%
2020 Total Daytime Population	42,696	122,047	313,999
Workers	22,469	55,832	162,582
Residents	20,227	66,215	151,417
Household Summary			
2000 Households	18,726	54,226	117,082
2000 Average Household Size	2.04	2.27	2.39
2010 Households	18,332	51,414	111,973
2010 Average Household Size	2.03	2.21	2.31
2020 Households	18,503	50,636	110,032
2020 Average Household Size	2.02	2.20	2.29
2025 Households	17,933	49,682	108,167
2025 Average Household Size	2.02	2.21	2.29
2020-2025 Annual Rate	-0.62%	-0.38%	-0.34%
2010 Families	7,033	23,731	56,755
2010 Average Family Size	2.87	3.06	3.14
2020 Families	7,023	23,010	54,273
2020 Average Family Size	2.85	3.06	3.14
2025 Families	6,810	22,583	52,956
2025 Average Family Size	2.86	3.07	3.15
2020-2025 Annual Rate	-0.61%	-0.37%	-0.49%
Housing Unit Summary			
2000 Housing Units	21,646	64,663	139,736
Owner Occupied Housing Units	36.9%	37.3%	38.5%
Renter Occupied Housing Units	49.6%	46.5%	45.3%
Vacant Housing Units	13.5%	16.1%	16.2%
2010 Housing Units	20,957	62,174	135,407
Owner Occupied Housing Units	37.9%	36.7%	36.5%
Renter Occupied Housing Units	49.6%	46.0%	46.1%
Vacant Housing Units	12.5%	17.3%	17.3%
2020 Housing Units	21,433	62,023	135,298
Owner Occupied Housing Units	37.2%	36.7%	36.0%
Renter Occupied Housing Units	49.1%	44.9%	45.3%
Vacant Housing Units	13.7%	18.4%	18.7%
2025 Housing Units	21,111	61,827	135,169
Owner Occupied Housing Units	36.7%	35.7%	34.8%
Renter Occupied Housing Units	48.2%	44.6%	45.2%
Vacant Housing Units	15.1%	19.6%	20.0%
Median Household Income			
2020	\$54,974	\$52,040	\$47,315
2025	\$57,997	\$54,233	\$50,025
Median Home Value			
2020	\$243,714	\$213,053	\$172,119
2025	\$295,356	\$264,988	\$208,486
Per Capita Income			
2020	\$38,746	\$34,605	\$30,292
2025	\$42,134	\$37,550	\$33,131
Median Age			
2010	32.7	33.7	34.3
2020	34.5	35.3	35.7
2025	35.4	36.5	36.9

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2020 Households by Income			
Household Income Base	18,503	50,631	110,027
<\$15,000	16.9%	18.4%	21.1%
\$15,000 - \$24,999	7.5%	8.8%	9.2%
\$25,000 - \$34,999	8.6%	8.5%	8.8%
\$35,000 - \$49,999	13.1%	12.5%	12.7%
\$50,000 - \$74,999	14.9%	15.6%	16.1%
\$75,000 - \$99,999	10.3%	10.3%	10.2%
\$100,000 - \$149,999	14.0%	12.6%	11.2%
\$150,000 - \$199,999	6.4%	5.6%	4.6%
\$200,000+	8.4%	7.7%	6.1%
Average Household Income	\$87,067	\$82,960	\$74,422
2025 Households by Income			
Household Income Base	17,933	49,677	108,162
<\$15,000	16.3%	17.8%	20.4%
\$15,000 - \$24,999	7.2%	8.5%	8.7%
\$25,000 - \$34,999	8.1%	8.0%	8.3%
\$35,000 - \$49,999	12.7%	12.3%	12.5%
\$50,000 - \$74,999	14.3%	15.2%	15.7%
\$75,000 - \$99,999	10.3%	10.4%	10.4%
\$100,000 - \$149,999	14.7%	13.1%	11.8%
\$150,000 - \$199,999	7.2%	6.2%	5.1%
\$200,000+	9.2%	8.5%	6.9%
Average Household Income	\$95,104	\$90,518	\$81,516
2020 Owner Occupied Housing Units by Value			
Total	7,970	22,785	48,661
<\$50,000	2.9%	6.2%	7.8%
\$50,000 - \$99,999	7.7%	11.9%	17.1%
\$100,000 - \$149,999	13.1%	14.8%	18.8%
\$150,000 - \$199,999	12.9%	14.0%	14.5%
\$200,000 - \$249,999	15.2%	12.2%	10.1%
\$250,000 - \$299,999	14.2%	11.5%	9.4%
\$300,000 - \$399,999	14.0%	11.0%	8.5%
\$400,000 - \$499,999	6.9%	6.7%	4.7%
\$500,000 - \$749,999	6.7%	7.4%	5.9%
\$750,000 - \$999,999	3.6%	2.7%	2.0%
\$1,000,000 - \$1,499,999	1.6%	1.1%	0.8%
\$1,500,000 - \$1,999,999	0.5%	0.3%	0.1%
\$2,000,000 +	0.6%	0.3%	0.4%
Average Home Value	\$313,706	\$276,836	\$238,227
2025 Owner Occupied Housing Units by Value			
Total	7,754	22,085	47,038
<\$50,000	4.2%	7.3%	8.9%
\$50,000 - \$99,999	6.5%	9.6%	13.9%
\$100,000 - \$149,999	7.1%	9.6%	14.1%
\$150,000 - \$199,999	9.7%	11.6%	11.6%
\$200,000 - \$249,999	8.5%	7.9%	8.5%
\$250,000 - \$299,999	15.4%	13.2%	11.2%
\$300,000 - \$399,999	19.1%	14.5%	12.0%
\$400,000 - \$499,999	10.7%	10.1%	7.1%
\$500,000 - \$749,999	9.6%	10.3%	8.2%
\$750,000 - \$999,999	5.1%	3.5%	2.7%
\$1,000,000 - \$1,499,999	2.3%	1.5%	1.1%
\$1,500,000 - \$1,999,999	0.7%	0.4%	0.2%
\$2,000,000 +	0.9%	0.5%	0.5%
Average Home Value	\$376,261	\$322,100	\$277,052

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

3501 St Paul St, Baltimore, Maryland, 21218
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 39.33074
 Longitude: -76.61605

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	40,716	124,355	280,358
0 - 4	4.6%	5.5%	6.1%
5 - 9	3.5%	4.6%	5.4%
10 - 14	3.2%	4.5%	5.3%
15 - 24	23.1%	21.3%	18.6%
25 - 34	19.6%	16.0%	15.6%
35 - 44	11.9%	11.8%	12.0%
45 - 54	11.7%	13.4%	14.2%
55 - 64	10.0%	10.9%	11.1%
65 - 74	6.2%	6.5%	6.4%
75 - 84	3.9%	3.8%	3.8%
85 +	2.3%	1.7%	1.5%
18 +	86.6%	82.5%	79.7%
2020 Population by Age			
Total	41,025	122,403	274,153
0 - 4	4.1%	4.8%	5.3%
5 - 9	3.6%	4.7%	5.2%
10 - 14	3.3%	4.6%	5.3%
15 - 24	20.3%	18.7%	16.2%
25 - 34	19.8%	16.8%	17.0%
35 - 44	12.1%	11.4%	11.8%
45 - 54	10.0%	11.1%	11.4%
55 - 64	10.5%	12.0%	12.4%
65 - 74	8.5%	9.1%	9.1%
75 - 84	4.9%	4.6%	4.4%
85 +	3.0%	2.2%	1.9%
18 +	87.3%	83.5%	81.3%
2025 Population by Age			
Total	39,925	120,694	269,706
0 - 4	4.0%	4.9%	5.3%
5 - 9	3.4%	4.5%	4.9%
10 - 14	3.2%	4.4%	5.0%
15 - 24	20.1%	18.7%	16.2%
25 - 34	18.6%	15.6%	16.0%
35 - 44	12.7%	12.3%	12.8%
45 - 54	9.7%	10.7%	11.0%
55 - 64	9.8%	11.2%	11.5%
65 - 74	9.2%	9.9%	10.0%
75 - 84	6.1%	5.6%	5.4%
85 +	3.1%	2.3%	2.0%
18 +	87.5%	83.6%	81.8%
2010 Population by Sex			
Males	19,571	58,317	131,956
Females	21,144	66,038	148,401
2020 Population by Sex			
Males	19,733	57,355	129,612
Females	21,293	65,048	144,541
2025 Population by Sex			
Males	19,174	56,561	127,890
Females	20,752	64,132	141,814

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	40,714	124,356	280,357
White Alone	50.9%	35.2%	24.3%
Black Alone	35.8%	56.8%	69.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.3%	4.6%	3.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	0.8%	0.7%
Two or More Races	2.6%	2.3%	1.9%
Hispanic Origin	3.5%	2.7%	2.2%
Diversity Index	63.1	57.5	47.9
2020 Population by Race/Ethnicity			
Total	41,025	122,403	274,153
White Alone	49.7%	34.9%	24.3%
Black Alone	34.9%	55.5%	68.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	10.4%	5.3%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.1%	1.0%
Two or More Races	3.3%	2.8%	2.4%
Hispanic Origin	5.1%	3.9%	3.3%
Diversity Index	65.7	59.9	50.6
2025 Population by Race/Ethnicity			
Total	39,925	120,693	269,703
White Alone	48.5%	33.9%	23.9%
Black Alone	34.6%	55.6%	67.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.1%	5.6%	4.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.8%	1.3%	1.1%
Two or More Races	3.7%	3.2%	2.7%
Hispanic Origin	6.3%	4.8%	4.0%
Diversity Index	67.6	61.2	52.1
2010 Population by Relationship and Household Type			
Total	40,715	124,355	280,357
In Households	91.2%	91.4%	92.3%
In Family Households	51.9%	61.3%	66.8%
Householder	17.1%	19.1%	20.2%
Spouse	10.0%	9.3%	8.6%
Child	18.6%	25.0%	29.0%
Other relative	3.7%	5.1%	5.8%
Nonrelative	2.4%	2.9%	3.2%
In Nonfamily Households	39.3%	30.1%	25.6%
In Group Quarters	8.8%	8.6%	7.7%
Institutionalized Population	1.2%	0.8%	2.8%
Noninstitutionalized Population	7.6%	7.8%	4.9%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

3501 St Paul St, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

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Latitude: 39.33074
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	1 mile	2 miles	3 miles
2020 Population 25+ by Educational Attainment			
Total	28,198	82,269	186,264
Less than 9th Grade	3.4%	3.7%	3.8%
9th - 12th Grade, No Diploma	5.9%	8.3%	10.7%
High School Graduate	14.7%	19.8%	23.3%
GED/Alternative Credential	2.9%	3.8%	5.1%
Some College, No Degree	12.9%	16.7%	18.1%
Associate Degree	3.8%	4.3%	4.5%
Bachelor's Degree	25.3%	20.1%	17.1%
Graduate/Professional Degree	31.2%	23.2%	17.5%
2020 Population 15+ by Marital Status			
Total	36,536	105,174	230,765
Never Married	55.1%	56.0%	56.5%
Married	30.8%	28.4%	26.7%
Widowed	4.3%	5.3%	5.9%
Divorced	9.8%	10.3%	10.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,521	64,891	137,581
Population 16+ Employed	89.0%	87.2%	86.0%
Population 16+ Unemployment rate	11.0%	12.8%	14.0%
Population 16-24 Employed	13.3%	12.9%	12.6%
Population 16-24 Unemployment rate	18.8%	21.3%	24.6%
Population 25-54 Employed	65.9%	65.7%	66.0%
Population 25-54 Unemployment rate	9.8%	11.8%	12.6%
Population 55-64 Employed	12.4%	14.0%	14.6%
Population 55-64 Unemployment rate	10.1%	10.9%	11.9%
Population 65+ Employed	8.4%	7.4%	6.8%
Population 65+ Unemployment rate	8.0%	8.7%	9.0%
2020 Employed Population 16+ by Industry			
Total	20,928	56,566	118,359
Agriculture/Mining	0.5%	0.3%	0.3%
Construction	3.8%	3.5%	3.7%
Manufacturing	3.3%	4.4%	4.4%
Wholesale Trade	0.9%	1.1%	1.3%
Retail Trade	7.4%	7.5%	7.6%
Transportation/Utilities	3.2%	4.8%	5.6%
Information	2.4%	2.3%	1.9%
Finance/Insurance/Real Estate	4.3%	5.0%	5.3%
Services	67.5%	63.2%	61.7%
Public Administration	6.7%	7.8%	8.3%
2020 Employed Population 16+ by Occupation			
Total	20,927	56,567	118,358
White Collar	78.0%	70.3%	65.3%
Management/Business/Financial	15.0%	14.4%	13.2%
Professional	45.2%	36.7%	31.3%
Sales	6.8%	6.9%	6.9%
Administrative Support	11.0%	12.3%	13.8%
Services	12.8%	17.5%	20.6%
Blue Collar	9.2%	12.2%	14.1%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	2.6%	2.3%	2.8%
Installation/Maintenance/Repair	0.9%	1.1%	1.5%
Production	1.9%	3.0%	3.2%
Transportation/Material Moving	3.4%	5.6%	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	18,332	51,414	111,973
Households with 1 Person	44.7%	40.8%	38.9%
Households with 2+ People	55.3%	59.2%	61.1%
Family Households	38.4%	46.2%	50.7%
Husband-wife Families	22.7%	22.4%	21.5%
With Related Children	7.8%	8.6%	8.5%
Other Family (No Spouse Present)	15.7%	23.7%	29.2%
Other Family with Male Householder	3.5%	4.7%	5.1%
With Related Children	1.7%	2.2%	2.5%
Other Family with Female Householder	12.2%	19.0%	24.1%
With Related Children	7.4%	11.8%	15.6%
Nonfamily Households	16.9%	13.0%	10.4%
All Households with Children	17.2%	23.0%	27.0%
Multigenerational Households	3.4%	5.4%	6.6%
Unmarried Partner Households	8.4%	8.7%	8.4%
Male-female	6.7%	7.0%	7.0%
Same-sex	1.8%	1.6%	1.3%
2010 Households by Size			
Total	18,332	51,412	111,973
1 Person Household	44.7%	40.8%	38.9%
2 Person Household	30.4%	28.9%	27.7%
3 Person Household	12.3%	13.7%	14.5%
4 Person Household	7.2%	8.8%	9.5%
5 Person Household	3.0%	4.3%	5.0%
6 Person Household	1.3%	1.9%	2.2%
7 + Person Household	1.1%	1.7%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	18,332	51,414	111,973
Owner Occupied	43.3%	44.4%	44.2%
Owned with a Mortgage/Loan	32.0%	32.4%	32.9%
Owned Free and Clear	11.3%	11.9%	11.3%
Renter Occupied	56.7%	55.6%	55.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	120	135
Percent of Income for Mortgage	18.5%	17.1%	15.2%
Wealth Index	83	79	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	20,957	62,174	135,407
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	40,715	124,355	280,357
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

3501 St Paul St, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.33074
Longitude: -76.61605

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Metro Renters (3B)	Emerald City (8B)	Family Foundations (12A)
3.	Retirement Communities (9E)	Metro Renters (3B)	Metro Renters (3B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$40,180,592	\$104,219,118	\$203,822,367
Average Spent	\$2,171.57	\$2,058.20	\$1,852.39
Spending Potential Index	101	96	86
Education: Total \$	\$34,299,692	\$86,251,823	\$167,676,612
Average Spent	\$1,853.74	\$1,703.37	\$1,523.89
Spending Potential Index	104	95	85
Entertainment/Recreation: Total \$	\$56,680,803	\$148,916,948	\$290,908,929
Average Spent	\$3,063.33	\$2,940.93	\$2,643.86
Spending Potential Index	94	91	81
Food at Home: Total \$	\$97,007,954	\$255,509,294	\$501,680,329
Average Spent	\$5,242.82	\$5,046.00	\$4,559.40
Spending Potential Index	98	94	85
Food Away from Home: Total \$	\$70,566,643	\$181,784,008	\$353,845,643
Average Spent	\$3,813.79	\$3,590.02	\$3,215.84
Spending Potential Index	101	95	85
Health Care: Total \$	\$97,330,027	\$261,400,918	\$513,905,990
Average Spent	\$5,260.23	\$5,162.35	\$4,670.51
Spending Potential Index	92	90	81
HH Furnishings & Equipment: Total \$	\$38,138,707	\$100,195,831	\$195,647,589
Average Spent	\$2,061.22	\$1,978.75	\$1,778.10
Spending Potential Index	94	91	81
Personal Care Products & Services: Total \$	\$16,944,342	\$44,067,939	\$85,888,650
Average Spent	\$915.76	\$870.29	\$780.58
Spending Potential Index	100	95	85
Shelter: Total \$	\$367,389,908	\$944,073,965	\$1,835,145,177
Average Spent	\$19,855.69	\$18,644.32	\$16,678.29
Spending Potential Index	102	96	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,284,485	\$101,243,054	\$195,977,599
Average Spent	\$2,069.10	\$1,999.43	\$1,781.10
Spending Potential Index	88	85	76
Travel: Total \$	\$41,264,240	\$106,901,305	\$207,013,176
Average Spent	\$2,230.14	\$2,111.17	\$1,881.39
Spending Potential Index	93	88	78
Vehicle Maintenance & Repairs: Total \$	\$21,220,221	\$54,928,793	\$106,567,533
Average Spent	\$1,146.85	\$1,084.78	\$968.51
Spending Potential Index	99	94	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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

3501 St Paul St, Baltimore, Maryland, 21218
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.33074
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Emerald City (8B)	19.5%	Population	41,026	39,926
Metro Renters (3B)	17.3%	Households	18,503	17,933
Retirement Communities (9E)	9.6%	Families	7,023	6,810
Dorms to Diplomas (14C)	8.4%	Median Age	34.5	35.4
Front Porches (8E)	5.7%	Median Household Income	\$54,974	\$57,997
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		101	\$2,171.57	\$40,180,592
Men's		105	\$438.66	\$8,116,558
Women's		99	\$749.44	\$13,866,832
Children's		97	\$308.47	\$5,707,649
Footwear		104	\$497.45	\$9,204,348
Watches & Jewelry		102	\$119.06	\$2,202,990
Apparel Products and Services (1)		101	\$58.49	\$1,082,215
Computer				
Computers and Hardware for Home Use		104	\$168.61	\$3,119,796
Portable Memory		103	\$4.00	\$74,040
Computer Software		109	\$10.65	\$197,142
Computer Accessories		98	\$17.37	\$321,380
Entertainment & Recreation		94	\$3,063.33	\$56,680,803
Fees and Admissions		96	\$686.64	\$12,704,903
Membership Fees for Clubs (2)		98	\$234.94	\$4,347,172
Fees for Participant Sports, excl. Trips		90	\$88.86	\$1,644,101
Tickets to Theatre/Operas/Concerts		101	\$81.53	\$1,508,575
Tickets to Movies		103	\$59.08	\$1,093,087
Tickets to Parks or Museums		96	\$31.48	\$582,494
Admission to Sporting Events, excl. Trips		92	\$57.62	\$1,066,226
Fees for Recreational Lessons		91	\$132.10	\$2,444,212
Dating Services		127	\$1.03	\$19,037
TV/Video/Audio		98	\$1,138.50	\$21,065,633
Cable and Satellite Television Services		95	\$768.61	\$14,221,655
Televisions		101	\$109.28	\$2,022,085
Satellite Dishes		85	\$1.00	\$18,532
VCRs, Video Cameras, and DVD Players		100	\$5.23	\$96,796
Miscellaneous Video Equipment		92	\$23.03	\$426,040
Video Cassettes and DVDs		101	\$10.08	\$186,589
Video Game Hardware/Accessories		116	\$32.91	\$608,903
Video Game Software		115	\$19.03	\$352,131
Rental/Streaming/Downloaded Video		110	\$59.13	\$1,094,039
Installation of Televisions		81	\$0.88	\$16,242
Audio (3)		100	\$106.41	\$1,968,880
Rental and Repair of TV/Radio/Sound Equipment		120	\$2.90	\$53,740
Pets		89	\$615.18	\$11,382,696
Toys/Games/Crafts/Hobbies (4)		100	\$121.15	\$2,241,627
Recreational Vehicles and Fees (5)		75	\$116.28	\$2,151,620
Sports/Recreation/Exercise Equipment (6)		95	\$192.62	\$3,564,002
Photo Equipment and Supplies (7)		111	\$56.63	\$1,047,890
Reading (8)		96	\$103.69	\$1,918,651
Catered Affairs (9)		109	\$32.63	\$603,781
Food		99	\$9,056.62	\$167,574,597
Food at Home		98	\$5,242.82	\$97,007,954
Bakery and Cereal Products		97	\$674.58	\$12,481,819
Meats, Poultry, Fish, and Eggs		98	\$1,148.82	\$21,256,633
Dairy Products		97	\$534.44	\$9,888,716
Fruits and Vegetables		99	\$1,030.94	\$19,075,498
Snacks and Other Food at Home (10)		98	\$1,854.04	\$34,305,288
Food Away from Home		101	\$3,813.79	\$70,566,643
Alcoholic Beverages		101	\$628.61	\$11,631,170

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	88	\$21,416.58	\$396,270,958
Value of Retirement Plans	82	\$78,575.78	\$1,453,887,568
Value of Other Financial Assets	86	\$7,050.21	\$130,450,071
Vehicle Loan Amount excluding Interest	97	\$2,843.92	\$52,621,011
Value of Credit Card Debt	95	\$2,469.55	\$45,693,998
Health			
Nonprescription Drugs	95	\$140.39	\$2,597,656
Prescription Drugs	88	\$308.05	\$5,699,783
Eyeglasses and Contact Lenses	91	\$85.28	\$1,577,997
Home			
Mortgage Payment and Basics (11)	78	\$8,127.62	\$150,385,282
Maintenance and Remodeling Services	78	\$2,004.77	\$37,094,257
Maintenance and Remodeling Materials (12)	74	\$408.60	\$7,560,277
Utilities, Fuel, and Public Services	96	\$4,682.21	\$86,634,848
Household Furnishings and Equipment			
Household Textiles (13)	100	\$101.53	\$1,878,547
Furniture	98	\$628.48	\$11,628,681
Rugs	90	\$31.61	\$584,950
Major Appliances (14)	85	\$303.84	\$5,621,932
Housewares (15)	94	\$91.03	\$1,684,270
Small Appliances	103	\$51.07	\$944,960
Luggage	104	\$15.26	\$282,406
Telephones and Accessories	98	\$86.24	\$1,595,697
Household Operations			
Child Care	99	\$507.69	\$9,393,724
Lawn and Garden (16)	80	\$393.03	\$7,272,217
Moving/Storage/Freight Express	119	\$71.29	\$1,319,131
Housekeeping Supplies (17)	95	\$740.24	\$13,696,579
Insurance			
Owners and Renters Insurance	80	\$480.46	\$8,889,869
Vehicle Insurance	100	\$1,794.85	\$33,210,151
Life/Other Insurance	85	\$459.21	\$8,496,850
Health Insurance	92	\$3,409.55	\$63,086,967
Personal Care Products (18)	101	\$504.35	\$9,332,007
School Books and Supplies (19)	105	\$154.85	\$2,865,177
Smoking Products	106	\$427.59	\$7,911,689
Transportation			
Payments on Vehicles excluding Leases	91	\$2,359.38	\$43,655,639
Gasoline and Motor Oil	97	\$2,290.27	\$42,376,941
Vehicle Maintenance and Repairs	99	\$1,146.85	\$21,220,221
Travel			
Airline Fares	96	\$577.35	\$10,682,747
Lodging on Trips	89	\$581.11	\$10,752,258
Auto/Truck Rental on Trips	97	\$28.01	\$518,350
Food and Drink on Trips	93	\$535.41	\$9,906,625

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3501 St Paul St, Baltimore, Maryland, 21218
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.33074
 Longitude: -76.61605

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Modest Income Homes (12D)	14.8%	Population	122,403	120,693
Emerald City (8B)	14.5%	Households	50,636	49,682
Metro Renters (3B)	11.6%	Families	23,010	22,583
Family Foundations (12A)	11.2%	Median Age	35.3	36.5
Social Security Set (9F)	8.3%	Median Household Income	\$52,040	\$54,233
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,058.20	\$104,219,118
Men's		97	\$406.94	\$20,605,754
Women's		95	\$713.27	\$36,117,362
Children's		93	\$297.04	\$15,041,073
Footwear		99	\$472.59	\$23,929,884
Watches & Jewelry		96	\$112.04	\$5,673,399
Apparel Products and Services (1)		97	\$56.32	\$2,851,645
Computer				
Computers and Hardware for Home Use		96	\$155.82	\$7,889,915
Portable Memory		97	\$3.76	\$190,420
Computer Software		99	\$9.63	\$487,740
Computer Accessories		93	\$16.43	\$831,960
Entertainment & Recreation		91	\$2,940.93	\$148,916,948
Fees and Admissions		90	\$643.12	\$32,565,020
Membership Fees for Clubs (2)		92	\$219.41	\$11,109,821
Fees for Participant Sports, excl. Trips		85	\$83.73	\$4,239,991
Tickets to Theatre/Operas/Concerts		94	\$75.88	\$3,842,456
Tickets to Movies		94	\$54.02	\$2,735,391
Tickets to Parks or Museums		89	\$29.34	\$1,485,482
Admission to Sporting Events, excl. Trips		88	\$55.48	\$2,809,145
Fees for Recreational Lessons		86	\$124.24	\$6,291,228
Dating Services		126	\$1.02	\$51,506
TV/Video/Audio		95	\$1,111.32	\$56,272,832
Cable and Satellite Television Services		94	\$764.49	\$38,710,864
Televisions		97	\$104.39	\$5,286,003
Satellite Dishes		84	\$0.98	\$49,455
VCRs, Video Cameras, and DVD Players		94	\$4.90	\$248,360
Miscellaneous Video Equipment		91	\$22.80	\$1,154,408
Video Cassettes and DVDs		95	\$9.53	\$482,694
Video Game Hardware/Accessories		106	\$29.95	\$1,516,523
Video Game Software		104	\$17.18	\$870,076
Rental/Streaming/Downloaded Video		100	\$53.76	\$2,722,130
Installation of Televisions		79	\$0.85	\$43,144
Audio (3)		94	\$99.54	\$5,040,558
Rental and Repair of TV/Radio/Sound Equipment		121	\$2.94	\$148,617
Pets		85	\$592.62	\$30,008,082
Toys/Games/Crafts/Hobbies (4)		95	\$115.54	\$5,850,661
Recreational Vehicles and Fees (5)		74	\$115.73	\$5,860,300
Sports/Recreation/Exercise Equipment (6)		90	\$181.92	\$9,211,575
Photo Equipment and Supplies (7)		101	\$51.88	\$2,627,038
Reading (8)		91	\$98.15	\$4,970,131
Catered Affairs (9)		102	\$30.64	\$1,551,310
Food		95	\$8,636.02	\$437,293,302
Food at Home		94	\$5,046.00	\$255,509,294
Bakery and Cereal Products		94	\$651.36	\$32,982,428
Meats, Poultry, Fish, and Eggs		95	\$1,114.28	\$56,422,803
Dairy Products		93	\$511.60	\$25,905,187
Fruits and Vegetables		94	\$984.17	\$49,834,326
Snacks and Other Food at Home (10)		95	\$1,784.59	\$90,364,551
Food Away from Home		95	\$3,590.02	\$181,784,008
Alcoholic Beverages		94	\$585.09	\$29,626,819

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	84	\$20,402.53	\$1,033,102,470
Value of Retirement Plans	81	\$77,695.73	\$3,934,200,782
Value of Other Financial Assets	89	\$7,285.27	\$368,896,723
Vehicle Loan Amount excluding Interest	94	\$2,736.06	\$138,542,985
Value of Credit Card Debt	92	\$2,389.76	\$121,007,812
Health			
Nonprescription Drugs	93	\$137.51	\$6,963,161
Prescription Drugs	89	\$312.00	\$15,798,295
Eyeglasses and Contact Lenses	89	\$83.02	\$4,203,668
Home			
Mortgage Payment and Basics (11)	77	\$8,016.20	\$405,908,344
Maintenance and Remodeling Services	76	\$1,947.87	\$98,632,175
Maintenance and Remodeling Materials (12)	73	\$403.44	\$20,428,744
Utilities, Fuel, and Public Services	94	\$4,589.99	\$232,418,696
Household Furnishings and Equipment			
Household Textiles (13)	97	\$98.02	\$4,963,582
Furniture	94	\$601.63	\$30,464,224
Rugs	87	\$30.38	\$1,538,083
Major Appliances (14)	83	\$298.34	\$15,106,797
Housewares (15)	90	\$87.34	\$4,422,754
Small Appliances	97	\$47.96	\$2,428,627
Luggage	97	\$14.19	\$718,575
Telephones and Accessories	94	\$82.79	\$4,192,088
Household Operations			
Child Care	92	\$474.08	\$24,005,759
Lawn and Garden (16)	79	\$386.93	\$19,592,531
Moving/Storage/Freight Express	107	\$64.63	\$3,272,705
Housekeeping Supplies (17)	93	\$720.38	\$36,477,269
Insurance			
Owners and Renters Insurance	82	\$490.37	\$24,830,211
Vehicle Insurance	96	\$1,725.00	\$87,347,037
Life/Other Insurance	86	\$466.63	\$23,628,123
Health Insurance	90	\$3,348.41	\$169,550,225
Personal Care Products (18)	96	\$478.44	\$24,226,261
School Books and Supplies (19)	96	\$140.93	\$7,136,137
Smoking Products	105	\$423.30	\$21,434,126
Transportation			
Payments on Vehicles excluding Leases	89	\$2,294.42	\$116,180,092
Gasoline and Motor Oil	93	\$2,193.86	\$111,088,440
Vehicle Maintenance and Repairs	94	\$1,084.78	\$54,928,793
Travel			
Airline Fares	90	\$538.01	\$27,242,744
Lodging on Trips	86	\$555.92	\$28,149,567
Auto/Truck Rental on Trips	91	\$26.13	\$1,323,342
Food and Drink on Trips	88	\$506.90	\$25,667,513

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Modest Income Homes (12D)	17.4%	Population	274,153	269,704
Family Foundations (12A)	13.3%	Households	110,032	108,167
Metro Renters (3B)	12.3%	Families	54,273	52,956
City Commons (11E)	10.2%	Median Age	35.7	36.9
City Strivers (11A)	8.4%	Median Household Income	\$47,315	\$50,025
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$1,852.39	\$203,822,367
Men's		87	\$363.15	\$39,957,748
Women's		85	\$640.72	\$70,500,039
Children's		85	\$270.41	\$29,753,567
Footwear		89	\$427.40	\$47,028,204
Watches & Jewelry		86	\$99.92	\$10,994,136
Apparel Products and Services (1)		88	\$50.79	\$5,588,674
Computer				
Computers and Hardware for Home Use		85	\$138.59	\$15,248,829
Portable Memory		87	\$3.35	\$369,090
Computer Software		87	\$8.51	\$935,842
Computer Accessories		83	\$14.71	\$1,618,188
Entertainment & Recreation		81	\$2,643.86	\$290,908,929
Fees and Admissions		80	\$571.08	\$62,836,817
Membership Fees for Clubs (2)		81	\$194.88	\$21,442,877
Fees for Participant Sports, excl. Trips		75	\$73.96	\$8,137,899
Tickets to Theatre/Operas/Concerts		83	\$67.44	\$7,420,127
Tickets to Movies		83	\$47.63	\$5,240,421
Tickets to Parks or Museums		79	\$26.08	\$2,869,838
Admission to Sporting Events, excl. Trips		79	\$49.63	\$5,461,231
Fees for Recreational Lessons		76	\$110.53	\$12,161,446
Dating Services		116	\$0.94	\$102,978
TV/Video/Audio		86	\$1,008.85	\$111,006,113
Cable and Satellite Television Services		86	\$698.66	\$76,874,684
Televisions		87	\$94.19	\$10,364,017
Satellite Dishes		74	\$0.87	\$96,274
VCRs, Video Cameras, and DVD Players		84	\$4.37	\$480,935
Miscellaneous Video Equipment		83	\$20.73	\$2,281,505
Video Cassettes and DVDs		85	\$8.51	\$936,547
Video Game Hardware/Accessories		94	\$26.77	\$2,945,063
Video Game Software		93	\$15.25	\$1,677,829
Rental/Streaming/Downloaded Video		88	\$47.47	\$5,223,475
Installation of Televisions		69	\$0.75	\$82,439
Audio (3)		83	\$88.54	\$9,742,721
Rental and Repair of TV/Radio/Sound Equipment		112	\$2.73	\$300,623
Pets		77	\$531.94	\$58,530,745
Toys/Games/Crafts/Hobbies (4)		85	\$104.08	\$11,452,131
Recreational Vehicles and Fees (5)		67	\$104.60	\$11,509,075
Sports/Recreation/Exercise Equipment (6)		80	\$162.09	\$17,834,968
Photo Equipment and Supplies (7)		90	\$46.17	\$5,079,709
Reading (8)		81	\$87.46	\$9,622,926
Catered Affairs (9)		92	\$27.60	\$3,036,445
Food		85	\$7,775.25	\$855,525,972
Food at Home		85	\$4,559.40	\$501,680,329
Bakery and Cereal Products		85	\$589.73	\$64,888,701
Meats, Poultry, Fish, and Eggs		87	\$1,011.57	\$111,304,701
Dairy Products		84	\$460.79	\$50,701,123
Fruits and Vegetables		85	\$885.98	\$97,486,594
Snacks and Other Food at Home (10)		86	\$1,611.34	\$177,299,209
Food Away from Home		85	\$3,215.84	\$353,845,643
Alcoholic Beverages		83	\$518.94	\$57,100,496

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$17,890.24	\$1,968,498,944
Value of Retirement Plans	73	\$69,516.32	\$7,649,019,614
Value of Other Financial Assets	82	\$6,695.11	\$736,676,045
Vehicle Loan Amount excluding Interest	85	\$2,470.66	\$271,852,114
Value of Credit Card Debt	83	\$2,153.63	\$236,968,123
Health			
Nonprescription Drugs	84	\$124.44	\$13,692,220
Prescription Drugs	81	\$284.57	\$31,311,553
Eyeglasses and Contact Lenses	80	\$74.98	\$8,249,987
Home			
Mortgage Payment and Basics (11)	69	\$7,192.96	\$791,455,812
Maintenance and Remodeling Services	67	\$1,730.65	\$190,426,406
Maintenance and Remodeling Materials (12)	66	\$361.46	\$39,772,375
Utilities, Fuel, and Public Services	85	\$4,177.83	\$459,694,460
Household Furnishings and Equipment			
Household Textiles (13)	88	\$88.72	\$9,761,961
Furniture	85	\$542.74	\$59,718,640
Rugs	77	\$27.06	\$2,977,232
Major Appliances (14)	75	\$269.22	\$29,622,295
Housewares (15)	81	\$78.52	\$8,639,260
Small Appliances	87	\$42.93	\$4,723,335
Luggage	86	\$12.62	\$1,389,033
Telephones and Accessories	84	\$74.20	\$8,164,234
Household Operations			
Child Care	83	\$425.71	\$46,841,474
Lawn and Garden (16)	71	\$347.21	\$38,204,541
Moving/Storage/Freight Express	94	\$56.73	\$6,241,636
Housekeeping Supplies (17)	84	\$651.62	\$71,699,205
Insurance			
Owners and Renters Insurance	75	\$446.88	\$49,170,735
Vehicle Insurance	87	\$1,561.22	\$171,783,978
Life/Other Insurance	79	\$425.68	\$46,838,121
Health Insurance	82	\$3,035.19	\$333,968,007
Personal Care Products (18)	86	\$429.65	\$47,275,732
School Books and Supplies (19)	85	\$125.18	\$13,773,901
Smoking Products	97	\$389.60	\$42,869,001
Transportation			
Payments on Vehicles excluding Leases	81	\$2,078.57	\$228,708,898
Gasoline and Motor Oil	84	\$1,980.98	\$217,971,298
Vehicle Maintenance and Repairs	84	\$968.51	\$106,567,533
Travel			
Airline Fares	80	\$476.69	\$52,451,253
Lodging on Trips	77	\$497.39	\$54,728,321
Auto/Truck Rental on Trips	80	\$23.07	\$2,538,070
Food and Drink on Trips	79	\$452.06	\$49,741,251

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- (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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

3501 St Paul St, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.33074
Longitude: -76.61605

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	1,732		4,571		11,133							
Total Employees:	17,246		43,342		164,844							
Total Residential Population:	41,026		122,403		274,153							
Employee/Residential Population Ratio (per 100 Residents)	42		35		60							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	14	0.8%	110	0.6%	38	0.8%	508	1.2%	71	0.6%	766	0.5%
Construction	65	3.8%	761	4.4%	186	4.1%	1,678	3.9%	359	3.2%	3,394	2.1%
Manufacturing	35	2.0%	592	3.4%	104	2.3%	2,039	4.7%	199	1.8%	3,964	2.4%
Transportation	21	1.2%	238	1.4%	73	1.6%	1,150	2.7%	176	1.6%	1,880	1.1%
Communication	18	1.0%	222	1.3%	42	0.9%	942	2.2%	104	0.9%	1,432	0.9%
Utility	2	0.1%	17	0.1%	10	0.2%	467	1.1%	20	0.2%	533	0.3%
Wholesale Trade	24	1.4%	368	2.1%	61	1.3%	801	1.8%	141	1.3%	1,502	0.9%
Retail Trade Summary	366	21.1%	2,678	15.5%	877	19.2%	6,269	14.5%	2,141	19.2%	14,909	9.0%
Home Improvement	10	0.6%	89	0.5%	22	0.5%	172	0.4%	43	0.4%	370	0.2%
General Merchandise Stores	14	0.8%	77	0.4%	43	0.9%	247	0.6%	104	0.9%	641	0.4%
Food Stores	53	3.1%	594	3.4%	124	2.7%	1,265	2.9%	307	2.8%	2,592	1.6%
Auto Dealers, Gas Stations, Auto Aftermarket	16	0.9%	108	0.6%	56	1.2%	262	0.6%	124	1.1%	692	0.4%
Apparel & Accessory Stores	17	1.0%	50	0.3%	31	0.7%	91	0.2%	122	1.1%	710	0.4%
Furniture & Home Furnishings	14	0.8%	85	0.5%	42	0.9%	271	0.6%	85	0.8%	527	0.3%
Eating & Drinking Places	148	8.5%	1,284	7.4%	330	7.2%	2,960	6.8%	830	7.5%	6,947	4.2%
Miscellaneous Retail	94	5.4%	391	2.3%	230	5.0%	1,001	2.3%	526	4.7%	2,431	1.5%
Finance, Insurance, Real Estate Summary	157	9.1%	1,115	6.5%	363	7.9%	2,320	5.4%	963	8.6%	8,831	5.4%
Banks, Savings & Lending Institutions	26	1.5%	208	1.2%	43	0.9%	332	0.8%	130	1.2%	1,892	1.1%
Securities Brokers	16	0.9%	147	0.9%	36	0.8%	322	0.7%	132	1.2%	1,554	0.9%
Insurance Carriers & Agents	7	0.4%	25	0.1%	22	0.5%	87	0.2%	87	0.8%	850	0.5%
Real Estate, Holding, Other Investment Offices	109	6.3%	735	4.3%	262	5.7%	1,579	3.6%	614	5.5%	4,535	2.8%
Services Summary	749	43.2%	10,583	61.4%	2,030	44.4%	24,382	56.3%	5,005	45.0%	106,503	64.6%
Hotels & Lodging	3	0.2%	139	0.8%	15	0.3%	248	0.6%	52	0.5%	2,343	1.4%
Automotive Services	33	1.9%	172	1.0%	117	2.6%	610	1.4%	261	2.3%	1,311	0.8%
Motion Pictures & Amusements	36	2.1%	287	1.7%	115	2.5%	1,063	2.5%	234	2.1%	2,512	1.5%
Health Services	120	6.9%	3,644	21.1%	252	5.5%	5,181	12.0%	771	6.9%	51,135	31.0%
Legal Services	28	1.6%	128	0.7%	85	1.9%	473	1.1%	393	3.5%	5,874	3.6%
Education Institutions & Libraries	48	2.8%	2,218	12.9%	135	3.0%	6,283	14.5%	312	2.8%	15,529	9.4%
Other Services	482	27.8%	3,994	23.2%	1,310	28.7%	10,523	24.3%	2,981	26.8%	27,799	16.9%
Government	8	0.5%	240	1.4%	53	1.2%	2,010	4.6%	267	2.4%	19,293	11.7%
Unclassified Establishments	271	15.6%	324	1.9%	734	16.1%	776	1.8%	1,685	15.1%	1,836	1.1%
Totals	1,732	100.0%	17,246	100.0%	4,571	100.0%	43,342	100.0%	11,133	100.0%	164,844	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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

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Latitude: 39.33074
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.1%	16	0.1%	7	0.2%	312	0.7%	17	0.2%	344	0.2%
Mining	1	0.1%	8	0.0%	1	0.0%	8	0.0%	5	0.0%	84	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	29	0.0%
Construction	69	4.0%	799	4.6%	204	4.5%	1,817	4.2%	402	3.6%	3,704	2.2%
Manufacturing	37	2.1%	394	2.3%	96	2.1%	1,570	3.6%	173	1.6%	2,710	1.6%
Wholesale Trade	23	1.3%	362	2.1%	57	1.2%	776	1.8%	127	1.1%	1,449	0.9%
Retail Trade	206	11.9%	1,325	7.7%	523	11.4%	3,109	7.2%	1,271	11.4%	7,576	4.6%
Motor Vehicle & Parts Dealers	14	0.8%	96	0.6%	40	0.9%	195	0.4%	89	0.8%	558	0.3%
Furniture & Home Furnishings Stores	4	0.2%	25	0.1%	13	0.3%	105	0.2%	36	0.3%	236	0.1%
Electronics & Appliance Stores	8	0.5%	50	0.3%	23	0.5%	126	0.3%	48	0.4%	253	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	10	0.6%	89	0.5%	22	0.5%	172	0.4%	43	0.4%	370	0.2%
Food & Beverage Stores	53	3.1%	568	3.3%	131	2.9%	1,148	2.6%	338	3.0%	2,454	1.5%
Health & Personal Care Stores	20	1.2%	135	0.8%	55	1.2%	365	0.8%	134	1.2%	745	0.5%
Gasoline Stations	3	0.2%	12	0.1%	17	0.4%	68	0.2%	35	0.3%	134	0.1%
Clothing & Clothing Accessories Stores	21	1.2%	63	0.4%	39	0.9%	116	0.3%	159	1.4%	867	0.5%
Sport Goods, Hobby, Book, & Music Stores	15	0.9%	90	0.5%	43	0.9%	222	0.5%	71	0.6%	414	0.3%
General Merchandise Stores	14	0.8%	77	0.4%	43	0.9%	247	0.6%	104	0.9%	641	0.4%
Miscellaneous Store Retailers	42	2.4%	121	0.7%	89	1.9%	296	0.7%	192	1.7%	728	0.4%
Nonstore Retailers	3	0.2%	1	0.0%	9	0.2%	50	0.1%	23	0.2%	176	0.1%
Transportation & Warehousing	16	0.9%	213	1.2%	61	1.3%	1,114	2.6%	154	1.4%	1,789	1.1%
Information	48	2.8%	837	4.9%	119	2.6%	2,228	5.1%	283	2.5%	5,699	3.5%
Finance & Insurance	54	3.1%	391	2.3%	107	2.3%	760	1.8%	375	3.4%	4,590	2.8%
Central Bank/Credit Intermediation & Related Activities	27	1.6%	214	1.2%	45	1.0%	342	0.8%	134	1.2%	1,849	1.1%
Securities, Commodity Contracts & Other Financial	20	1.2%	152	0.9%	41	0.9%	331	0.8%	152	1.4%	1,883	1.1%
Insurance Carriers & Related Activities; Funds, Trusts &	7	0.4%	25	0.1%	22	0.5%	87	0.2%	88	0.8%	858	0.5%
Real Estate, Rental & Leasing	102	5.9%	677	3.9%	254	5.6%	1,425	3.3%	577	5.2%	3,867	2.3%
Professional, Scientific & Tech Services	182	10.5%	1,095	6.3%	451	9.9%	3,022	7.0%	1,194	10.7%	12,971	7.9%
Legal Services	34	2.0%	155	0.9%	97	2.1%	526	1.2%	418	3.8%	6,003	3.6%
Management of Companies & Enterprises	6	0.3%	55	0.3%	17	0.4%	167	0.4%	36	0.3%	365	0.2%
Administrative & Support & Waste Management & Remediation	45	2.6%	436	2.5%	147	3.2%	1,469	3.4%	355	3.2%	3,458	2.1%
Educational Services	49	2.8%	2,085	12.1%	142	3.1%	6,111	14.1%	313	2.8%	14,900	9.0%
Health Care & Social Assistance	177	10.2%	4,235	24.6%	421	9.2%	7,279	16.8%	1,140	10.2%	55,622	33.7%
Arts, Entertainment & Recreation	33	1.9%	463	2.7%	118	2.6%	1,437	3.3%	239	2.1%	3,352	2.0%
Accommodation & Food Services	152	8.8%	1,431	8.3%	351	7.7%	3,266	7.5%	900	8.1%	9,462	5.7%
Accommodation	3	0.2%	139	0.8%	15	0.3%	248	0.6%	52	0.5%	2,343	1.4%
Food Services & Drinking Places	149	8.6%	1,292	7.5%	337	7.4%	3,017	7.0%	848	7.6%	7,119	4.3%
Other Services (except Public Administration)	250	14.4%	1,859	10.8%	708	15.5%	4,686	10.8%	1,615	14.5%	11,478	7.0%
Automotive Repair & Maintenance	26	1.5%	130	0.8%	84	1.8%	391	0.9%	156	1.4%	651	0.4%
Public Administration	8	0.5%	240	1.4%	53	1.2%	2,010	4.6%	269	2.4%	19,570	11.9%
Unclassified Establishments	271	15.6%	324	1.9%	734	16.1%	776	1.8%	1,684	15.1%	1,824	1.1%
Total	1,732	100.0%	17,246	100.0%	4,571	100.0%	43,342	100.0%	11,133	100.0%	164,844	100.0%

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