Market Profile

3601 Elm Ave, Baltimore, Maryland, 21211
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	28,691	119,403	270,012
2020 Total Population	29,480	112,458	243,296
2020 Group Quarters	3,024	9,227	15,061
2023 Total Population	28,979	110,877	240,426
2023 Group Quarters	3,017	9,231	15,047
2028 Total Population	28,329	109,902	237,582
2023-2028 Annual Rate	-0.45%	-0.18%	-0.24%
2023 Total Daytime Population	30,930	110,873	274,432
Workers	18,734	53,416	144,639
Residents	12,196	57,457	129,793
Household Summary			
2010 Households	13,380	50,053	107,808
2010 Average Household Size	1.92	2.20	2.31
2020 Total Households	14,106	50,014	106,464
2020 Average Household Size	1.88	2.06	2.14
2023 Households	13,936	49,813	105,822
2023 Average Household Size	1.86	2.04	2.13
2028 Households	13,809	50,099	106,164
2028 Average Household Size	1.83	2.01	2.10
2023-2028 Annual Rate	-0.18%	0.11%	0.06%
2010 Families	4,667	22,978	54,317
2010 Average Family Size	2.72	3.06	3.15
2023 Families	4,765	22,054	50,793
2023 Average Family Size	2.77	2.93	3.01
2028 Families	4,722	22,221	50,953
2028 Average Family Size	2.72	2.88	2.96
2023-2028 Annual Rate	-0.18%	0.15%	0.06%
Housing Unit Summary			
2000 Housing Units	15,581	62,631	136,916
Owner Occupied Housing Units	39.0%	36.4%	37.3%
Renter Occupied Housing Units	50.6%	47.5%	46.5%
Vacant Housing Units	10.4%	16.1%	16.2%
2010 Housing Units	14,926	60,457	132,461
Owner Occupied Housing Units	40.6%	35.9%	35.2%
Renter Occupied Housing Units	49.0%	46.9%	46.2%
Vacant Housing Units	10.4%	17.2%	18.6%
2020 Housing Units	15,617	58,955	127,168
Owner Occupied Housing Units	37.8%	34.3%	33.2%
Renter Occupied Housing Units	52.6%	50.6%	50.5%
Vacant Housing Units	9.7%	15.2%	16.2%
2023 Housing Units	15,620	58,838	126,909
Owner Occupied Housing Units	43.4%	39.3%	37.4%
Renter Occupied Housing Units	45.9%	45.3%	46.0%
Vacant Housing Units	10.8%	15.3%	16.6%
2028 Housing Units	15,653	59,479	127,962
Owner Occupied Housing Units	44.3%	39.9%	38.0%
Renter Occupied Housing Units	43.9%	44.3%	45.0%
Vacant Housing Units	11.8%	15.8%	17.0%

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.

March 01, 2024

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2023 Households by Income			
Household Income Base	13,936	49,813	105,816
<$15,000	12.3%	19.3%	21.3%
$15,000 - $24,999	6.1%	8.1%	9.3%
$25,000 - $34,999	7.2%	8.7%	8.2%
$35,000 - $49,999	8.6%	9.8%	10.5%
$50,000 - $74,999	18.5%	17.0%	17.2%
$75,000 - $99,999	11.0%	11.0%	10.5%
$100,000 - $149,999	13.7%	10.3%	9.9%
$150,000 - $199,999	9.1%	6.2%	5.3%
$200,000+	13.4%	9.6%	7.8%
Average Household Income	$115,510	$93,655	$84,476
2028 Households by Income			
Household Income Base	13,809	50,099	106,158
<$15,000	11.8%	18.9%	20.9%
$15,000 - $24,999	5.2%	7.3%	8.4%
$25,000 - $34,999	6.3%	7.8%	7.5%
$35,000 - $49,999	7.6%	9.1%	9.8%
$50,000 - $74,999	17.3%	16.4%	16.6%
$75,000 - $99,999	10.6%	10.8%	10.4%
$100,000 - $149,999	14.0%	10.8%	10.6%
$150,000 - $199,999	10.9%	7.5%	6.5%
$200,000+	16.3%	11.4%	9.3%
Average Household Income	$132,848	$105,952	$95,275
2023 Owner Occupied Housing Units by Value			
Total	6,769	23,135	47,429
<$50,000	0.5%	5.6%	9.4%
$50,000 - $99,999	0.8%	7.8%	11.1%
$100,000 - $149,999	1.4%	6.1%	7.4%
$150,000 - $199,999	8.6%	12.8%	14.9%
$200,000 - $249,999	26.6%	16.2%	14.0%
$250,000 - $299,999	12.3%	7.2%	6.4%
$300,000 - $399,999	21.6%	17.8%	15.1%
$400,000 - $499,999	15.4%	10.1%	7.4%
$500,000 - $749,999	6.4%	10.3%	9.3%
$750,000 - $999,999	3.5%	3.7%	3.2%
$1,000,000 - $1,499,999	2.6%	2.3%	1.6%
$1,500,000 - $1,999,999	0.1%	0.0%	0.0%
$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	$362,463	$330,290	$291,760
2028 Owner Occupied Housing Units by Value			
Total	6,937	23,738	48,563
<$50,000	0.4%	5.7%	9.8%
$50,000 - $99,999	0.6%	6.2%	8.6%
$100,000 - $149,999	0.7%	4.2%	5.2%
$150,000 - $199,999	4.3%	8.6%	10.4%
$200,000 - $249,999	18.4%	12.2%	11.4%
$250,000 - $299,999	11.2%	7.0%	6.7%
$300,000 - $399,999	26.2%	21.1%	18.8%
$400,000 - $499,999	20.9%	13.2%	9.8%
$500,000 - $749,999	9.1%	14.2%	12.8%
$750,000 - $999,999	4.6%	4.6%	4.1%
$1,000,000 - $1,499,999	3.5%	2.8%	2.1%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	$409,011	$373,430	$335,265

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.

March 01, 2024

3601 Elm Ave, Baltimore, Maryland, 21211
Rings: 1, 2, 3 mile radii

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Median Household Income			
2023	$69,869	$54,472	$50,729
2028	$78,619	$58,322	$53,701
Median Home Value			
2023	$298,800	$260,652	$225,730
2028	$354,730	$328,917	$284,138
Per Capita Income			
2023	$56,038	$42,717	$37,635
2028	$65,315	$48,954	$43,037
Median Age			
2010	32.2	34.2	34.9
2020	32.1	34.9	36.4
2023	34.2	36.2	37.0
2028	35.0	37.3	38.1
2020 Population by Age			
Total	29,480	112,458	243,296
0 - 4	3.5%	4.3%	4.7%
5 - 9	2.4%	4.2%	4.8%
10 - 14	2.2%	4.2%	5.0%
15 - 24	24.2%	19.1%	16.1%
25 - 34	24.6%	18.3%	17.5%
35 - 44	12.8%	12.4%	12.3%
45 - 54	8.0%	10.1%	10.6%
55 - 64	8.4%	12.2%	13.2%
65 - 74	7.6%	9.1%	9.6%
75 - 84	4.2%	4.3%	4.5%
85 +	2.0%	1.8%	1.8%
18 +	90.6%	84.8%	82.6%
2023 Population by Age			
Total	28,980	110,876	240,428
0 - 4	3.2%	4.7%	5.1%
5 - 9	2.8%	4.7%	5.2%
10 - 14	2.6%	4.6%	5.2%
15 - 24	21.5%	18.2%	15.8%
25 - 34	21.8%	16.3%	16.3%
35 - 44	12.8%	12.2%	11.9%
45 - 54	8.9%	10.6%	10.8%
55 - 64	9.5%	11.8%	12.3%
65 - 74	9.0%	9.7%	10.3%
75 - 84	5.3%	5.1%	5.3%
85 +	2.8%	2.1%	2.0%
18 +	90.1%	83.3%	81.6%
2028 Population by Age			
Total	28,332	109,901	237,579
0 - 4	3.2%	4.8%	5.2%
5 - 9	2.6%	4.5%	4.9%
10 - 14	2.5%	4.5%	5.0%
15 - 24	21.8%	18.5%	15.9%
25 - 34	19.9%	14.7%	14.7%
35 - 44	13.6%	12.9%	12.9%
45 - 54	9.2%	10.7%	10.8%
55 - 64	8.6%	10.7%	11.2%
65 - 74	9.1%	10.2%	10.7%
75 - 84	6.3%	6.3%	6.5%
85 +	3.1%	2.4%	2.3%
18 +	90.3%	83.5%	81.9%
2020 Population by Sex			

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

March 01, 2024

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Males	14,380	52,760	113,924
Females	15,100	59,698	129,372
2023 Population by Sex			
Males	14,154	52,257	113,009
Females	14,825	58,620	127,417
2028 Population by Sex			
Males	13,794	51,634	111,553
Females	14,536	58,268	126,029
2010 Population by Race/Ethnicity			
Total	28,690	119,402	270,013
White Alone	73.0%	35.8%	23.4%
Black Alone	9.8%	56.2%	70.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	12.9%	4.6%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.8%	0.6%
Two or More Races	2.8%	2.2%	1.9%
Hispanic Origin	3.9%	2.6%	2.1%
Diversity Index	48.2	57.5	46.5
2020 Population by Race/Ethnicity			
Total	29,480	112,458	243,296
White Alone	63.5%	35.0%	24.4%
Black Alone	9.1%	48.8%	63.4%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	17.6%	8.1%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.9%	1.7%
Two or More Races	7.4%	5.8%	5.0%
Hispanic Origin	6.1%	4.8%	3.9%
Diversity Index	60.3	66.3	56.8
2023 Population by Race/Ethnicity			
Total	28,979	110,878	240,425
White Alone	61.7%	33.7%	23.3%
Black Alone	9.8%	49.5%	64.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	18.0%	8.3%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.1%	1.8%
Two or More Races	7.8%	6.0%	5.1%
Hispanic Origin	6.7%	5.2%	4.2%
Diversity Index	62.4	66.7	56.6
2028 Population by Race/Ethnicity			
Total	28,330	109,903	237,581
White Alone	58.4%	31.4%	21.7%
Black Alone	10.3%	50.4%	64.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	19.5%	8.9%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.4%	2.1%
Two or More Races	8.8%	6.6%	5.6%
Hispanic Origin	7.6%	5.9%	4.7%
Diversity Index	65.8	67.5	57.1

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.

Market Profile

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2020 Population by Relationship and Household Type			
Total	29,480	112,458	243,296
In Households	89.7%	91.8%	93.8%
Householder	48.1%	44.5%	43.8%
Opposite-Sex Spouse	11.8%	9.1%	8.4%
Same-Sex Spouse	0.7%	0.5%	0.4%
Opposite-Sex Unmarried Partner	4.0%	3.2%	3.0%
Same-Sex Unmarried Partner	0.5%	0.4%	0.4%
Biological Child	10.9%	18.3%	21.4%
Adopted Child	0.4%	0.4%	0.4%
Stepchild	0.3%	0.5%	0.7%
Grandchild	0.9%	2.9%	3.8%
Brother or Sister	0.7%	1.5%	1.9%
Parent	0.6%	0.9%	1.1%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.6%	1.8%	2.1%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	10.1%	7.4%	6.1%
In Group Quaters	10.3%	8.2%	6.2%
Institutionalized	1.3%	0.7%	1.8%
Noninstitutionalized	8.9%	7.5%	4.4%
2023 Population 25+ by Educational Attainment			
Total	20,263	75,235	165,427
Less than 9th Grade	1.4%	2.7%	3.0%
9th - 12th Grade, No Diploma	3.5%	7.7%	9.4%
High School Graduate	11.8%	20.4%	24.3%
GED/Alternative Credential	2.5%	4.1%	5.2%
Some College, No Degree	7.9%	14.1%	16.3%
Associate Degree	3.2%	5.2%	5.2%
Bachelor's Degree	29.0%	20.4%	17.1%
Graduate/Professional Degree	40.7%	25.5%	19.5%
2023 Population 15+ by Marital Status			
Total	26,503	95,395	203,353
Never Married	53.4%	54.1%	56.7%
Married	33.4%	29.8%	26.9%
Widowed	4.2%	5.6%	6.0%
Divorced	9.0%	10.4%	10.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	17,733	57,787	118,080
Population 16+ Employed	96.4%	94.1%	93.4%
Population 16+ Unemployment rate	3.6%	5.9%	6.6%
Population 16-24 Employed	15.8%	15.3%	14.5%
Population 16-24 Unemployment rate	9.8%	11.9%	12.5%
Population 25-54 Employed	64.1%	62.6%	62.4%
Population 25-54 Unemployment rate	2.6%	4.6%	5.5%
Population 55-64 Employed	12.2%	14.3%	15.2%
Population 55-64 Unemployment rate	2.5%	6.0%	5.6%
Population 65+ Employed	7.9%	7.8%	7.9%
Population 65+ Unemployment rate	0.8%	2.7%	5.4%

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

March 01, 2024

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Market Profile

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Latitude: 39.33178
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	1 mile	2 miles	3 miles
2023 Employed Population 16+ by Industry			
Total	17,088	54,399	110,321
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	2.5%	3.6%	3.8%
Manufacturing	3.5%	4.8%	4.7%
Wholesale Trade	0.8%	0.8%	0.9%
Retail Trade	5.8%	7.3%	8.3%
Transportation/Utilities	3.7%	5.7%	6.7%
Information	2.4%	2.1%	1.9%
Finance/Insurance/Real Estate	5.3%	5.0%	5.3%
Services	70.6%	63.4%	60.3%
Public Administration	5.2%	6.8%	7.9%
2023 Employed Population 16+ by Occupation			
Total	17,088	54,399	110,324
White Collar	83.7%	71.1%	67.6%
Management/Business/Financial	17.6%	16.9%	16.5%
Professional	54.0%	39.7%	34.7%
Sales	5.7%	6.1%	6.2%
Administrative Support	6.4%	8.4%	10.2%
Services	8.7%	15.2%	17.3%
Blue Collar	7.5%	13.7%	15.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	1.5%	1.9%	2.2%
Installation/Maintenance/Repair	1.3%	1.6%	1.6%
Production	1.2%	2.3%	2.6%
Transportation/Material Moving	3.3%	7.7%	8.5%
2020 Households by Type			
Total	14,106	50,014	106,464
Married Couple Households	25.7%	21.7%	20.0%
With Own Children <18	8.0%	7.0%	6.4%
Without Own Children <18	17.8%	14.7%	13.5%
Cohabiting Couple Households	9.2%	8.1%	7.6%
With Own Children <18	0.8%	1.5%	1.8%
Without Own Children <18	8.4%	6.6%	5.8%
Male Householder, No Spouse/Partner	30.1%	28.2%	27.3%
Living Alone	22.1%	20.5%	19.6%
65 Years and over	4.1%	5.2%	5.2%
With Own Children <18	0.7%	1.3%	1.4%
Without Own Children <18, With Relatives	1.5%	2.8%	3.3%
No Relatives Present	5.9%	3.7%	3.0%
Female Householder, No Spouse/Partner	34.9%	42.0%	45.1%
Living Alone	24.9%	23.7%	23.2%
65 Years and over	7.3%	8.5%	8.4%
With Own Children <18	1.7%	6.0%	7.9%
Without Own Children <18, With Relatives	3.3%	8.8%	11.3%
No Relatives Present	5.1%	3.5%	2.8%
2020 Households by Size			
Total	14,106	50,014	106,464
1 Person Household	47.0%	44.2%	42.8%
2 Person Household	33.1%	29.2%	28.2%
3 Person Household	10.9%	12.8%	13.5%
4 Person Household	5.8%	7.6%	8.4%
5 Person Household	1.9%	3.3%	3.8%
6 Person Household	0.9%	1.7%	2.0%
7 + Person Household	0.6%	1.2%	1.3%

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March 01, 2024

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2020 Households by Tenure and Mortgage Status			
Total	14,106	50,014	106,464
Owner Occupied	41.8%	40.4%	39.6%
Owned with a Mortgage/Loan	30.0%	28.4%	27.7%
Owned Free and Clear	11.8%	12.0%	12.0%
Renter Occupied	58.2%	59.6%	60.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	87	78	84
Percent of Income for Mortgage	25.7%	28.8%	26.7%
Wealth Index	91	75	67
2020 Housing Units By Urban/ Rural Status			
Total	15,617	58,955	127,168
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	29,480	112,458	243,296
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

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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.	Dorms to Diplomas (14C)	Social Security Set (9F)	Metro Renters (3B)
2023 Consumer Spending			
Apparel & Services: Total $	$35,173,025	$102,865,419	$197,491,938
Average Spent	$2,523.90	$2,065.03	$1,866.27
Spending Potential Index	115	94	85
Education: Total $	$29,369,793	$80,203,344	$150,783,222
Average Spent	$2,107.48	$1,610.09	$1,424.88
Spending Potential Index	118	90	79
Entertainment/Recreation: Total $	$55,186,791	$160,790,403	$308,163,770
Average Spent	$3,960.02	$3,227.88	$2,912.10
Spending Potential Index	105	85	77
Food at Home: Total $	$102,845,573	$309,258,683	$595,333,232
Average Spent	$7,379.85	$6,208.39	$5,625.80
Spending Potential Index	109	91	83
Food Away from Home: Total $	$59,154,573	$168,795,468	$323,094,140
Average Spent	$4,244.73	$3,388.58	$3,053.18
Spending Potential Index	114	91	82
Health Care: Total $	$103,063,258	$315,027,117	$611,216,817
Average Spent	$7,395.47	$6,324.19	$5,775.90
Spending Potential Index	101	86	78
HH Furnishings & Equipment: Total $	$44,748,968	$129,056,776	$247,320,949
Average Spent	$3,211.03	$2,590.83	$2,337.14
Spending Potential Index	109	88	79
Personal Care Products & Services: Total $	$15,052,680	$43,319,304	$82,722,895
Average Spent	$1,080.13	$869.64	$781.72
Spending Potential Index	113	91	82
Shelter: Total $	$389,639,526	$1,122,723,893	$2,139,201,510
Average Spent	$27,959.21	$22,538.77	$20,215.09
Spending Potential Index	113	91	82
Support Payments/Cash Contributions/Gifts in Kind: Total $	$43,421,806	$126,381,310	$240,955,987
Average Spent	$3,115.80	$2,537.12	$2,276.99
Spending Potential Index	100	81	73
Travel: Total $	$33,428,071	$94,543,506	$180,368,815
Average Spent	$2,398.68	$1,897.97	$1,704.45
Spending Potential Index	107	84	76
Vehicle Maintenance & Repairs: Total $	$19,747,632	$57,719,476	$110,843,959
Average Spent	$1,417.02	$1,158.72	$1,047.46
Spending Potential Index	108	88	80

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 01, 2024

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Emerald City (8B)	38.2%	Population	28,979	28,329
Metro Renters (3B)	17.0%	Households	13,936	13,809
Dorms to Diplomas (14C)	10.9%	Families	4,765	4,722
Retirement Communities (9E)	10.4%	Median Age	34.2	35.0
Laptops and Lattes (3A)	9.0%	Median Household Income	$69,869	$78,619

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	115	$2,523.90	$35,173,025
Men's	117	$480.24	$6,692,639
Women's	114	$853.48	$11,894,159
Children's	108	$358.85	$5,000,967
Footwear	117	$581.22	$8,099,902
Watches & Jewelry	118	$198.44	$2,765,526
Apparel Products and Services (1)	116	$51.65	$719,831
Computer			
Computers and Hardware for Home Use	121	$310.35	$4,325,024
Portable Memory	114	$5.25	$73,111
Computer Software	133	$19.23	$268,028
Computer Accessories	115	$28.85	$402,056
Entertainment & Recreation	105	$3,960.02	$55,186,791
Fees and Admissions	105	$747.86	$10,422,149
Membership Fees for Clubs (2)	107	$297.33	$4,143,587
Fees for Participant Sports, excl. Trips	101	$120.73	$1,682,512
Tickets to Theatre/Operas/Concerts	109	$59.28	$826,079
Tickets to Movies	120	$33.05	$460,542
Tickets to Parks or Museums	109	$30.27	$421,811
Admission to Sporting Events, excl. Trips	106	$62.08	$865,155
Fees for Recreational Lessons	99	$143.62	$2,001,491
Dating Services	140	$1.50	$20,972
TV/Video/Audio	108	$1,458.22	$20,321,778
Cable and Satellite Television Services	101	$869.56	$12,118,245
Televisions	115	$167.00	$2,327,247
Satellite Dishes	115	$1.97	$27,455
VCRs, Video Cameras, and DVD Players	117	$5.65	$78,712
Miscellaneous Video Equipment	121	$15.27	$212,773
Video Cassettes and DVDs	123	$8.02	$111,766
Video Game Hardware/Accessories	131	$52.59	$732,927
Video Game Software	137	$26.58	$370,471
Rental/Streaming/Downloaded Video	121	$149.26	$2,080,040
Installation of Televisions	107	$1.72	$23,957
Audio (3)	116	$156.99	$2,187,763
Rental and Repair of TV/Radio/Sound Equipment	130	$3.62	$50,423
Pets	99	$912.12	$12,711,319
Toys/Games/Crafts/Hobbies (4)	111	$176.52	$2,459,922
Recreational Vehicles and Fees (5)	86	$129.74	$1,808,052
Sports/Recreation/Exercise Equipment (6)	108	$302.88	$4,220,993
Photo Equipment and Supplies (7)	117	$54.80	$763,721
Reading (8)	112	$141.54	$1,972,511
Catered Affairs (9)	120	$36.33	$506,346
Food	110	$11,624.58	$162,000,145
Food at Home	109	$7,379.85	$102,845,573
Bakery and Cereal Products	108	$948.96	$13,224,763
Meats, Poultry, Fish, and Eggs	108	$1,587.39	$22,121,875
Dairy Products	107	$707.17	$9,855,095
Fruits and Vegetables	109	$1,464.61	$20,410,810
Snacks and Other Food at Home (10)	109	$2,671.72	$37,233,031
Food Away from Home	114	$4,244.73	$59,154,573
Alcoholic Beverages	114	$767.29	$10,692,897

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.

March 01, 2024

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	100	$39,215.46	$546,506,650
Value of Retirement Plans	92	$130,155.86	$1,813,852,020
Value of Other Financial Assets	99	$8,515.50	$118,672,055
Vehicle Loan Amount excluding Interest	106	$3,857.58	$53,759,167
Value of Credit Card Debt	105	$3,332.27	$46,438,457
Health			
Nonprescription Drugs	101	$173.24	$2,414,298
Prescription Drugs	98	$362.08	$5,045,981
Eyeglasses and Contact Lenses	103	$114.78	$1,599,573
Home			
Mortgage Payment and Basics (11)	89	$11,458.04	$159,679,312
Maintenance and Remodeling Services	87	$3,308.52	$46,107,488
Maintenance and Remodeling Materials (12)	81	$634.83	$8,847,016
Utilities, Fuel, and Public Services	104	$6,044.35	$84,234,083
Household Furnishings and Equipment			
Household Textiles (13)	113	$138.23	$1,926,424
Furniture	110	$911.08	$12,696,752
Rugs	104	$43.21	$602,117
Major Appliances (14)	97	$509.95	$7,106,722
Housewares (15)	111	$119.69	$1,667,932
Small Appliances	119	$86.57	$1,206,453
Luggage	116	$16.66	$232,130
Telephones and Accessories	111	$119.41	$1,664,067
Household Operations			
Child Care	110	$568.39	$7,921,126
Lawn and Garden (16)	89	$594.51	$8,285,137
Moving/Storage/Freight Express	121	$108.10	$1,506,477
Housekeeping Supplies (17)	105	$982.14	$13,687,160
Insurance			
Owners and Renters Insurance	90	$699.86	$9,753,265
Vehicle Insurance	109	$2,365.02	$32,958,921
Life/Other Insurance	94	$648.48	$9,037,179
Health Insurance	100	$4,949.10	$68,970,727
Personal Care Products (18)	112	$620.13	$8,642,106
School Books and Supplies (19)	118	$157.53	$2,195,361
Smoking Products	114	$493.87	$6,882,569
Transportation			
Payments on Vehicles excluding Leases	105	$3,157.22	$43,999,018
Gasoline and Motor Oil	107	$2,701.26	$37,644,757
Vehicle Maintenance and Repairs	108	$1,417.02	$19,747,632
Travel			
Airline Fares	111	$519.39	$7,238,222
Lodging on Trips	103	$739.16	$10,300,955
Auto/Truck Rental on Trips	114	$90.30	$1,258,468
Food and Drink on Trips	108	$604.90	$8,429,845

March 01, 2024

MACKENZIE

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Modest Income Homes (12D)	17.2%	Population	110,877	109,902
Emerald City (8B)	15.5%	Households	49,813	50,099
Social Security Set (9F)	9.8%	Families	22,054	22,221
City Commons (11E)	9.2%	Median Age	36.2	37.3
Metro Renters (3B)	8.8%	Median Household Income	$54,472	$58,322

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	94	$2,065.03	$102,865,419
Men's	93	$379.27	$18,892,457
Women's	94	$702.76	$35,006,536
Children's	91	$300.80	$14,983,926
Footwear	96	$480.40	$23,930,040
Watches & Jewelry	94	$158.25	$7,882,771
Apparel Products and Services (1)	98	$43.56	$2,169,690
Computer			
Computers and Hardware for Home Use	93	$236.97	$11,804,307
Portable Memory	89	$4.09	$203,807
Computer Software	98	$14.23	$709,072
Computer Accessories	92	$22.92	$1,141,705
Entertainment & Recreation	85	$3,227.88	$160,790,403
Fees and Admissions	83	$588.27	$29,303,395
Membership Fees for Clubs (2)	84	$234.47	$11,679,589
Fees for Participant Sports, excl. Trips	80	$95.21	$4,742,759
Tickets to Theatre/Operas/Concerts	86	$47.18	$2,350,235
Tickets to Movies	89	$24.63	$1,226,819
Tickets to Parks or Museums	84	$23.35	$1,163,247
Admission to Sporting Events, excl. Trips	88	$51.26	$2,553,422
Fees for Recreational Lessons	76	$110.84	$5,521,097
Dating Services	124	$1.33	$66,226
TV/Video/Audio	92	$1,239.83	$61,759,762
Cable and Satellite Television Services	90	$775.89	$38,649,248
Televisions	94	$136.64	$6,806,399
Satellite Dishes	91	$1.55	$77,015
VCRs, Video Cameras, and DVD Players	92	$4.43	$220,810
Miscellaneous Video Equipment	100	$12.59	$627,269
Video Cassettes and DVDs	94	$6.15	$306,552
Video Game Hardware/Accessories	104	$41.95	$2,089,818
Video Game Software	105	$20.31	$1,011,926
Rental/Streaming/Downloaded Video	93	$114.64	$5,710,322
Installation of Televisions	81	$1.31	$65,379
Audio (3)	90	$121.08	$6,031,533
Rental and Repair of TV/Radio/Sound Equipment	118	$3.28	$163,490
Pets	80	$741.42	$36,932,381
Toys/Games/Crafts/Hobbies (4)	90	$141.95	$7,070,854
Recreational Vehicles and Fees (5)	73	$109.05	$5,432,131
Sports/Recreation/Exercise Equipment (6)	81	$226.04	$11,259,745
Photo Equipment and Supplies (7)	88	$41.28	$2,056,136
Reading (8)	89	$112.86	$5,621,752
Catered Affairs (9)	89	$27.19	$1,354,248
Food	91	$9,596.98	$478,054,151
Food at Home	91	$6,208.39	$309,258,683
Bakery and Cereal Products	92	$805.45	$40,122,096
Meats, Poultry, Fish, and Eggs	92	$1,348.93	$67,194,325
Dairy Products	89	$588.79	$29,329,644
Fruits and Vegetables	92	$1,228.09	$61,174,684
Snacks and Other Food at Home (10)	91	$2,237.13	$111,437,933
Food Away from Home	91	$3,388.58	$168,795,468
Alcoholic Beverages	90	$605.61	$30,167,151

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 01, 2024

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	81	$31,874.60	$1,587,769,435
Value of Retirement Plans	77	$108,810.55	$5,420,179,769
Value of Other Financial Assets	82	$6,981.78	$347,783,430
Vehicle Loan Amount excluding Interest	87	$3,149.35	$156,878,631
Value of Credit Card Debt	89	$2,803.39	$139,645,482
Health			
Nonprescription Drugs	88	$150.06	$7,474,792
Prescription Drugs	88	$324.63	$16,170,622
Eyeglasses and Contact Lenses	87	$96.61	$4,812,408
Home			
Mortgage Payment and Basics (11)	73	$9,487.10	$472,580,842
Maintenance and Remodeling Services	72	$2,716.48	$135,315,775
Maintenance and Remodeling Materials (12)	69	$539.70	$26,884,032
Utilities, Fuel, and Public Services	90	$5,202.02	$259,128,155
Household Furnishings and Equipment			
Household Textiles (13)	92	$112.67	$5,612,613
Furniture	90	$738.69	$36,796,367
Rugs	84	$35.14	$1,750,305
Major Appliances (14)	81	$429.64	$21,401,721
Housewares (15)	88	$94.50	$4,707,258
Small Appliances	95	$68.71	$3,422,484
Luggage	91	$13.06	$650,646
Telephones and Accessories	89	$96.13	$4,788,740
Household Operations			
Child Care	84	$432.76	$21,556,931
Lawn and Garden (16)	75	$503.42	$25,077,076
Moving/Storage/Freight Express	94	$84.72	$4,220,377
Housekeeping Supplies (17)	89	$829.29	$41,309,666
Insurance			
Owners and Renters Insurance	79	$614.51	$30,610,485
Vehicle Insurance	91	$1,970.16	$98,139,626
Life/Other Insurance	81	$559.62	$27,876,531
Health Insurance	86	$4,258.19	$212,113,182
Personal Care Products (18)	91	$503.71	$25,091,230
School Books and Supplies (19)	91	$122.26	$6,090,025
Smoking Products	103	$448.47	$22,339,827
Transportation			
Payments on Vehicles excluding Leases	86	$2,610.03	$130,013,506
Gasoline and Motor Oil	88	$2,236.61	$111,412,163
Vehicle Maintenance and Repairs	88	$1,158.72	$57,719,476
Travel			
Airline Fares	85	$397.81	$19,815,922
Lodging on Trips	82	$594.04	$29,590,814
Auto/Truck Rental on Trips	90	$71.55	$3,564,124
Food and Drink on Trips	86	$480.18	$23,919,363

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 01, 2024

MACKENZIE

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Modest Income Homes (12D)	20.8%	Population	240,426	237,582
Family Foundations (12A)	14.4%	Households	105,822	106,164
Metro Renters (3B)	11.5%	Families	50,793	50,953
City Commons (11E)	10.9%	Median Age	37.0	38.1
Emerald City (8B)	8.5%	Median Household Income	$50,729	$53,701

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	85	$1,866.27	$197,491,938
Men's	83	$339.88	$35,966,707
Women's	85	$634.95	$67,192,044
Children's	83	$275.38	$29,141,285
Footwear	87	$434.85	$46,016,219
Watches & Jewelry	84	$141.78	$15,003,651
Apparel Products and Services (1)	89	$39.43	$4,172,033
Computer			
Computers and Hardware for Home Use	82	$210.62	$22,287,787
Portable Memory	79	$3.65	$386,246
Computer Software	87	$12.51	$1,323,848
Computer Accessories	82	$20.49	$2,167,980
Entertainment & Recreation	77	$2,912.10	$308,163,770
Fees and Admissions	74	$525.10	$55,567,271
Membership Fees for Clubs (2)	76	$210.19	$22,242,841
Fees for Participant Sports, excl. Trips	71	$85.20	$9,015,688
Tickets to Theatre/Operas/Concerts	77	$42.16	$4,461,938
Tickets to Movies	78	$21.64	$2,290,185
Tickets to Parks or Museums	75	$20.98	$2,220,065
Admission to Sporting Events, excl. Trips	80	$46.68	$4,939,941
Fees for Recreational Lessons	67	$97.03	$10,268,382
Dating Services	113	$1.21	$128,231
TV/Video/Audio	83	$1,131.28	$119,714,280
Cable and Satellite Television Services	83	$713.71	$75,526,699
Televisions	85	$124.09	$13,131,745
Satellite Dishes	82	$1.41	$149,723
VCRs, Video Cameras, and DVD Players	82	$3.95	$417,600
Miscellaneous Video Equipment	90	$11.37	$1,203,580
Video Cassettes and DVDs	83	$5.43	$575,055
Video Game Hardware/Accessories	95	$38.08	$4,029,674
Video Game Software	94	$18.12	$1,917,792
Rental/Streaming/Downloaded Video	83	$102.68	$10,865,521
Installation of Televisions	71	$1.15	$121,886
Audio (3)	80	$108.23	$11,452,983
Rental and Repair of TV/Radio/Sound Equipment	109	$3.04	$322,020
Pets	72	$668.00	$70,688,721
Toys/Games/Crafts/Hobbies (4)	81	$128.05	$13,550,137
Recreational Vehicles and Fees (5)	66	$99.21	$10,498,629
Sports/Recreation/Exercise Equipment (6)	71	$199.95	$21,159,221
Photo Equipment and Supplies (7)	78	$36.52	$3,864,356
Reading (8)	79	$100.33	$10,617,226
Catered Affairs (9)	78	$23.66	$2,503,931
Food	82	$8,678.98	$918,427,371
Food at Home	83	$5,625.80	$595,333,232
Bakery and Cereal Products	83	$730.91	$77,346,253
Meats, Poultry, Fish, and Eggs	83	$1,226.32	$129,771,248
Dairy Products	81	$530.90	$56,180,868
Fruits and Vegetables	83	$1,109.58	$117,418,469
Snacks and Other Food at Home (10)	83	$2,028.09	$214,616,393
Food Away from Home	82	$3,053.18	$323,094,140
Alcoholic Beverages	81	$543.40	$57,503,155

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 01, 2024

MACKENZIE

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	$28,317.46	$2,996,610,447
Value of Retirement Plans	70	$98,563.09	$10,430,143,059
Value of Other Financial Assets	72	$6,196.39	$655,714,808
Vehicle Loan Amount excluding Interest	79	$2,892.28	$306,066,743
Value of Credit Card Debt	81	$2,549.46	$269,788,453
Health			
Nonprescription Drugs	81	$137.91	$14,593,883
Prescription Drugs	81	$299.66	$31,710,412
Eyeglasses and Contact Lenses	79	$87.55	$9,264,295
Home			
Mortgage Payment and Basics (11)	67	$8,643.53	$914,676,063
Maintenance and Remodeling Services	65	$2,467.98	$261,166,536
Maintenance and Remodeling Materials (12)	63	$497.70	$52,667,756
Utilities, Fuel, and Public Services	82	$4,768.33	$504,594,178
Household Furnishings and Equipment			
Household Textiles (13)	83	$101.37	$10,727,404
Furniture	81	$669.56	$70,854,081
Rugs	76	$31.60	$3,343,563
Major Appliances (14)	74	$393.64	$41,655,480
Housewares (15)	79	$84.56	$8,947,809
Small Appliances	84	$61.21	$6,477,708
Luggage	81	$11.68	$1,236,071
Telephones and Accessories	80	$85.56	$9,054,014
Household Operations			
Child Care	75	$388.28	$41,088,537
Lawn and Garden (16)	69	$460.13	$48,691,955
Moving/Storage/Freight Express	84	$75.10	$7,946,930
Housekeeping Supplies (17)	81	$754.82	$79,876,421
Insurance			
Owners and Renters Insurance	73	$571.67	$60,495,042
Vehicle Insurance	83	$1,797.18	$190,181,531
Life/Other Insurance	74	$513.82	$54,373,424
Health Insurance	79	$3,899.53	$412,655,937
Personal Care Products (18)	82	$453.11	$47,949,354
School Books and Supplies (19)	82	$109.74	$11,612,409
Smoking Products	96	$414.50	$43,862,747
Transportation			
Payments on Vehicles excluding Leases	79	$2,396.28	$253,578,726
Gasoline and Motor Oil	80	$2,036.98	$215,556,960
Vehicle Maintenance and Repairs	80	$1,047.46	$110,843,959
Travel			
Airline Fares	76	$352.34	$37,285,640
Lodging on Trips	74	$536.96	$56,822,625
Auto/Truck Rental on Trips	81	$64.33	$6,808,012
Food and Drink on Trips	77	$431.59	$45,671,978

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.

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![MACKENZIE logo]

Retail Goods and Services Expenditures

3601 Elm Ave, Baltimore, Maryland, 21211
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

(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.

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3601 Elm Ave, Baltimore, Maryland, 21211
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.33178
Longitude: -76.63096

Data for all businesses in area	1 mile	2 miles	3 miles
Total Businesses:	1,434	4,773	10,278
Total Employees:	15,603	44,139	134,981
Total Residential Population:	28,979	110,877	240,426
Employee/Residential Population Ratio (per 100 Residents)	54	40	56

by SIC 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 & Mining	16	1.1%	130	0.8%	35	0.7%	509	1.2%	70	0.7%	777	0.6%
Construction	51	3.6%	597	3.8%	175	3.7%	1,654	3.7%	307	3.0%	2,658	2.0%
Manufacturing	31	2.2%	470	3.0%	95	2.0%	1,482	3.4%	171	1.7%	3,022	2.2%
Transportation	19	1.3%	150	1.0%	83	1.7%	888	2.0%	181	1.8%	2,903	2.2%
Communication	18	1.3%	605	3.9%	38	0.8%	810	1.8%	74	0.7%	1,056	0.8%
Utility	3	0.2%	9	0.1%	8	0.2%	48	0.1%	15	0.1%	864	0.6%
Wholesale Trade	21	1.5%	192	1.2%	62	1.3%	741	1.7%	135	1.3%	1,307	1.0%
Retail Trade Summary	293	20.4%	2,387	15.3%	896	18.8%	6,497	14.7%	1,780	17.3%	11,786	8.7%
Home Improvement	6	0.4%	44	0.3%	22	0.5%	166	0.4%	37	0.4%	299	0.2%
General Merchandise Stores	14	1.0%	105	0.7%	45	0.9%	315	0.7%	91	0.9%	530	0.4%
Food Stores	39	2.7%	559	3.6%	116	2.4%	1,406	3.2%	221	2.2%	2,129	1.6%
Auto Dealers & Gas Stations	8	0.6%	34	0.2%	61	1.3%	245	0.6%	125	1.2%	451	0.3%
Apparel & Accessory Stores	12	0.8%	29	0.2%	68	1.4%	425	1.0%	113	1.1%	589	0.4%
Furniture & Home Furnishings	15	1.0%	67	0.4%	43	0.9%	303	0.7%	77	0.7%	537	0.4%
Eating & Drinking Places	124	8.6%	1,204	7.7%	317	6.6%	2,645	6.0%	659	6.4%	5,284	3.9%
Miscellaneous Retail	75	5.2%	345	2.2%	224	4.7%	991	2.2%	456	4.4%	1,966	1.5%
Finance, Insurance, Real Estate Summary	112	7.8%	831	5.3%	395	8.3%	2,503	5.7%	912	8.9%	7,589	5.6%
Banks, Savings & Lending Institutions	11	0.8%	63	0.4%	57	1.2%	314	0.7%	131	1.3%	1,336	1.0%
Securities Brokers	10	0.7%	104	0.7%	44	0.9%	362	0.8%	118	1.1%	1,240	0.9%
Insurance Carriers & Agents	5	0.3%	14	0.1%	17	0.4%	56	0.1%	56	0.5%	527	0.4%
Real Estate, Holding, Other Investment Offices	86	6.0%	649	4.2%	278	5.8%	1,770	4.0%	607	5.9%	4,486	3.3%
Services Summary	661	46.1%	10,013	64.2%	2,153	45.1%	26,866	60.9%	4,647	45.2%	82,514	61.1%
Hotels & Lodging	2	0.1%	112	0.7%	13	0.3%	220	0.5%	36	0.4%	1,300	1.0%
Automotive Services	21	1.5%	77	0.5%	105	2.2%	550	1.2%	237	2.3%	1,133	0.8%
Movies & Amusements	37	2.6%	378	2.4%	105	2.2%	910	2.1%	199	1.9%	1,819	1.3%
Health Services	163	11.4%	4,002	25.6%	377	7.9%	6,733	15.3%	810	7.9%	33,866	25.1%
Legal Services	37	2.6%	153	1.0%	108	2.3%	475	1.1%	321	3.1%	3,444	2.6%
Education Institutions & Libraries	36	2.5%	958	6.1%	143	3.0%	6,296	14.3%	316	3.1%	13,973	10.4%
Other Services	366	25.5%	4,332	27.8%	1,303	27.3%	11,682	26.5%	2,728	26.5%	26,978	20.0%
Government	5	0.3%	87	0.6%	46	1.0%	1,500	3.4%	240	2.3%	18,814	13.9%
Unclassified Establishments	203	14.2%	133	0.9%	785	16.4%	642	1.5%	1,746	17.0%	1,693	1.3%
Totals	1,434	100.0%	15,603	100.0%	4,773	100.0%	44,139	100.0%	10,278	100.0%	134,981	100.0%

March 01, 2024

Business Summary

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	1	0.1%	3	0.0%	7	0.1%	312	0.7%	16	0.2%	343	0.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	77	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	781	0.6%
Construction	53	3.7%	608	3.9%	191	4.0%	1,747	4.0%	342	3.3%	2,897	2.1%
Manufacturing	37	2.6%	420	2.7%	94	2.0%	1,234	2.8%	150	1.5%	2,001	1.5%
Wholesale Trade	21	1.5%	184	1.2%	60	1.3%	724	1.6%	132	1.3%	1,287	1.0%
Retail Trade	154	10.7%	1,068	6.8%	544	11.4%	3,615	8.2%	1,065	10.4%	6,161	4.6%
Motor Vehicle & Parts Dealers	3	0.2%	13	0.1%	44	0.9%	168	0.4%	93	0.9%	311	0.2%
Furniture & Home Furnishings Stores	1	0.1%	9	0.1%	10	0.2%	97	0.2%	24	0.2%	195	0.1%
Electronics & Appliance Stores	11	0.8%	55	0.4%	27	0.6%	185	0.4%	42	0.4%	293	0.2%
Building Material & Garden Equipment & Supplies Dealers	6	0.4%	44	0.3%	22	0.5%	166	0.4%	37	0.4%	299	0.2%
Food & Beverage Stores	31	2.2%	453	2.9%	114	2.4%	1,251	2.8%	245	2.4%	1,999	1.5%
Health & Personal Care Stores	19	1.3%	111	0.7%	57	1.2%	341	0.8%	119	1.2%	660	0.5%
Gasoline Stations & Fuel Dealers	5	0.3%	21	0.1%	17	0.4%	77	0.2%	32	0.3%	140	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	13	0.9%	31	0.2%	78	1.6%	461	1.0%	143	1.4%	682	0.5%
Sporting Goods, Hobby, Book, & Music Stores	41	2.9%	204	1.3%	105	2.2%	481	1.1%	198	1.9%	889	0.7%
General Merchandise Stores	24	1.7%	127	0.8%	70	1.5%	388	0.9%	133	1.3%	692	0.5%
Transportation & Warehousing	16	1.1%	128	0.8%	75	1.6%	877	2.0%	171	1.7%	2,882	2.1%
Information	48	3.3%	1,174	7.5%	119	2.5%	2,148	4.9%	239	2.3%	4,066	3.0%
Finance & Insurance	28	2.0%	185	1.2%	124	2.6%	744	1.7%	320	3.1%	3,326	2.5%
Central Bank/Credit Intermediation & Related Activities	11	0.8%	65	0.4%	56	1.2%	312	0.7%	124	1.2%	1,258	0.9%
Securities & Commodity Contracts	11	0.8%	106	0.7%	51	1.1%	376	0.9%	140	1.4%	1,541	1.1%
Funds, Trusts & Other Financial Vehicles	5	0.3%	14	0.1%	17	0.4%	56	0.1%	56	0.5%	527	0.4%
Real Estate, Rental & Leasing	80	5.6%	584	3.7%	259	5.4%	1,579	3.6%	555	5.4%	3,512	2.6%
Professional, Scientific & Tech Services	183	12.8%	1,301	8.3%	470	9.8%	3,300	7.5%	1,033	10.1%	11,175	8.3%
Legal Services	44	3.1%	179	1.1%	121	2.5%	530	1.2%	342	3.3%	3,535	2.6%
Management of Companies & Enterprises	4	0.3%	35	0.2%	20	0.4%	171	0.4%	40	0.4%	677	0.5%
Administrative, Support & Waste Management Services	39	2.7%	375	2.4%	142	3.0%	1,060	2.4%	294	2.9%	2,648	2.0%
Educational Services	42	2.9%	836	5.4%	145	3.0%	5,902	13.4%	311	3.0%	13,391	9.9%
Health Care & Social Assistance	204	14.2%	5,001	32.1%	543	11.4%	9,341	21.2%	1,157	11.3%	39,006	28.9%
Arts, Entertainment & Recreation	32	2.2%	445	2.9%	116	2.4%	1,234	2.8%	230	2.2%	2,497	1.8%
Accommodation & Food Services	129	9.0%	1,326	8.5%	341	7.1%	2,926	6.6%	714	6.9%	6,696	5.0%
Accommodation	2	0.1%	112	0.7%	13	0.3%	220	0.5%	36	0.4%	1,300	1.0%
Food Services & Drinking Places	126	8.8%	1,214	7.8%	328	6.9%	2,706	6.1%	678	6.6%	5,395	4.0%
Other Services (except Public Administration)	157	10.9%	1,711	11.0%	693	14.5%	5,073	11.5%	1,514	14.7%	10,980	8.1%
Automotive Repair & Maintenance	15	1.0%	56	0.4%	74	1.6%	349	0.8%	151	1.5%	615	0.5%
Public Administration	5	0.3%	87	0.6%	47	1.0%	1,509	3.4%	241	2.3%	18,886	14.0%
Unclassified Establishments	203	14.2%	133	0.9%	785	16.4%	642	1.5%	1,746	17.0%	1,691	1.3%
Total	1,434	100.0%	15,603	100.0%	4,773	100.0%	44,139	100.0%	10,278	100.0%	134,981	100.0%

March 01, 2024