

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	34,161	95,845	204,076
2010 Total Population	35,337	91,412	197,363
2018 Total Population	38,017	96,073	205,429
2018 Group Quarters	193	1,065	9,395
2023 Total Population	37,992	96,148	207,610
2018-2023 Annual Rate	-0.01%	0.02%	0.21%
2018 Total Daytime Population	37,965	130,042	295,159
Workers	21,315	81,726	195,261
Residents	16,650	48,316	99,898
<b>Household Summary</b>			
2000 Households	13,744	38,683	80,661
2000 Average Household Size	2.47	2.45	2.40
2010 Households	14,132	37,604	80,764
2010 Average Household Size	2.49	2.40	2.33
2018 Households	15,228	39,663	84,818
2018 Average Household Size	2.48	2.40	2.31
2023 Households	15,209	39,848	86,431
2023 Average Household Size	2.49	2.39	2.29
2018-2023 Annual Rate	-0.02%	0.09%	0.38%
2010 Families	6,957	19,178	40,341
2010 Average Family Size	3.17	3.14	3.12
2018 Families	7,419	19,904	41,152
2018 Average Family Size	3.22	3.18	3.16
2023 Families	7,396	19,823	41,204
2023 Average Family Size	3.24	3.19	3.16
2018-2023 Annual Rate	-0.06%	-0.08%	0.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	16,312	47,307	96,329
Owner Occupied Housing Units	53.7%	42.9%	42.9%
Renter Occupied Housing Units	30.5%	38.9%	40.8%
Vacant Housing Units	15.7%	18.2%	16.3%
2010 Housing Units	17,003	45,675	96,740
Owner Occupied Housing Units	45.4%	39.5%	38.9%
Renter Occupied Housing Units	37.8%	42.8%	44.5%
Vacant Housing Units	16.9%	17.7%	16.5%
2018 Housing Units	18,129	48,207	102,762
Owner Occupied Housing Units	44.6%	38.1%	36.9%
Renter Occupied Housing Units	39.4%	44.2%	45.6%
Vacant Housing Units	16.0%	17.7%	17.5%
2023 Housing Units	18,232	48,851	105,074
Owner Occupied Housing Units	45.0%	37.6%	36.2%
Renter Occupied Housing Units	38.4%	43.9%	46.1%
Vacant Housing Units	16.6%	18.4%	17.7%
<b>Median Household Income</b>			
2018	\$57,189	\$46,867	\$47,253
2023	\$72,672	\$56,359	\$56,219
<b>Median Home Value</b>			
2018	\$222,556	\$194,342	\$181,197
2023	\$247,162	\$220,717	\$204,272
<b>Per Capita Income</b>			
2018	\$33,274	\$30,776	\$29,810
2023	\$39,919	\$37,163	\$36,243
<b>Median Age</b>			
2010	31.6	32.6	33.0
2018	33.3	34.3	34.4
2023	34.2	35.2	35.4

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2018 Households by Income</b>			
Household Income Base	15,228	39,651	84,803
<\$15,000	12.2%	19.1%	18.7%
\$15,000 - \$24,999	9.7%	11.7%	11.1%
\$25,000 - \$34,999	8.6%	9.2%	9.7%
\$35,000 - \$49,999	13.7%	12.0%	12.2%
\$50,000 - \$74,999	15.6%	14.8%	16.4%
\$75,000 - \$99,999	11.5%	10.0%	10.3%
\$100,000 - \$149,999	15.2%	11.5%	11.0%
\$150,000 - \$199,999	6.3%	5.1%	4.9%
\$200,000+	7.1%	6.6%	5.6%
Average Household Income	\$82,806	\$73,722	\$70,754
<b>2023 Households by Income</b>			
Household Income Base	15,209	39,836	86,416
<\$15,000	10.7%	17.6%	17.1%
\$15,000 - \$24,999	8.1%	10.2%	9.7%
\$25,000 - \$34,999	6.9%	7.5%	8.0%
\$35,000 - \$49,999	11.2%	10.1%	10.2%
\$50,000 - \$74,999	14.0%	13.8%	15.3%
\$75,000 - \$99,999	12.6%	11.0%	11.7%
\$100,000 - \$149,999	19.7%	14.8%	14.4%
\$150,000 - \$199,999	7.8%	6.4%	6.2%
\$200,000+	9.0%	8.4%	7.4%
Average Household Income	\$99,483	\$88,834	\$85,657
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	8,083	18,356	37,937
<\$50,000	2.9%	8.2%	6.9%
\$50,000 - \$99,999	9.5%	14.0%	15.0%
\$100,000 - \$149,999	11.7%	14.3%	18.1%
\$150,000 - \$199,999	17.4%	15.3%	16.0%
\$200,000 - \$249,999	18.9%	13.9%	12.2%
\$250,000 - \$299,999	13.6%	10.1%	9.4%
\$300,000 - \$399,999	14.6%	12.3%	11.2%
\$400,000 - \$499,999	6.6%	6.2%	5.8%
\$500,000 - \$749,999	3.8%	3.9%	3.5%
\$750,000 - \$999,999	0.7%	0.8%	1.0%
\$1,000,000 - \$1,499,999	0.4%	1.0%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$248,379	\$231,986	\$224,404
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	8,201	18,374	37,977
<\$50,000	2.4%	7.3%	6.2%
\$50,000 - \$99,999	8.5%	12.6%	13.6%
\$100,000 - \$149,999	9.1%	11.9%	15.1%
\$150,000 - \$199,999	14.0%	13.1%	14.2%
\$200,000 - \$249,999	17.0%	12.5%	11.4%
\$250,000 - \$299,999	14.6%	10.7%	10.1%
\$300,000 - \$399,999	18.5%	15.2%	13.9%
\$400,000 - \$499,999	8.8%	8.2%	7.6%
\$500,000 - \$749,999	5.6%	5.8%	5.3%
\$750,000 - \$999,999	1.0%	1.3%	1.5%
\$1,000,000 - \$1,499,999	0.6%	1.4%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$276,460	\$262,320	\$253,165

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	35,335	91,410	197,366
0 - 4	7.2%	7.3%	6.5%
5 - 9	4.7%	5.3%	5.2%
10 - 14	4.2%	4.8%	4.8%
15 - 24	13.8%	14.0%	15.2%
25 - 34	28.6%	23.3%	22.0%
35 - 44	13.8%	13.3%	13.1%
45 - 54	10.7%	12.4%	13.3%
55 - 64	8.4%	9.4%	10.0%
65 - 74	4.6%	5.4%	5.4%
75 - 84	2.7%	3.3%	3.3%
85 +	1.3%	1.4%	1.3%
18 +	81.3%	79.4%	80.3%
<b>2018 Population by Age</b>			
Total	38,018	96,075	205,430
0 - 4	6.5%	6.6%	5.9%
5 - 9	5.4%	5.8%	5.3%
10 - 14	4.7%	5.2%	4.9%
15 - 24	11.3%	11.8%	12.9%
25 - 34	26.4%	22.1%	22.3%
35 - 44	15.9%	14.6%	13.8%
45 - 54	10.3%	11.2%	11.6%
55 - 64	9.3%	10.7%	11.2%
65 - 74	6.0%	7.0%	7.3%
75 - 84	2.9%	3.4%	3.4%
85 +	1.4%	1.5%	1.5%
18 +	81.0%	79.7%	81.2%
<b>2023 Population by Age</b>			
Total	37,991	96,149	207,609
0 - 4	6.5%	6.6%	5.8%
5 - 9	5.3%	5.5%	5.0%
10 - 14	4.8%	5.2%	4.8%
15 - 24	11.3%	11.6%	12.4%
25 - 34	24.0%	20.7%	21.2%
35 - 44	17.4%	15.9%	15.1%
45 - 54	10.7%	11.1%	11.1%
55 - 64	8.9%	10.4%	10.7%
65 - 74	6.7%	7.8%	8.3%
75 - 84	3.2%	3.9%	4.0%
85 +	1.3%	1.4%	1.4%
18 +	80.9%	79.8%	81.6%
<b>2010 Population by Sex</b>			
Males	17,800	44,321	97,546
Females	17,537	47,091	99,817
<b>2018 Population by Sex</b>			
Males	19,226	46,903	102,243
Females	18,791	49,170	103,186
<b>2023 Population by Sex</b>			
Males	19,268	47,135	103,689
Females	18,723	49,013	103,922

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	35,337	91,411	197,363
White Alone	57.8%	45.6%	41.8%
Black Alone	25.7%	41.9%	48.7%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	2.2%	2.3%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.9%	6.6%	3.8%
Two or More Races	3.1%	2.6%	2.3%
Hispanic Origin	18.9%	13.0%	7.8%
Diversity Index	72.2	70.3	64.6
<b>2018 Population by Race/Ethnicity</b>			
Total	38,017	96,072	205,428
White Alone	56.7%	44.9%	41.2%
Black Alone	23.7%	40.4%	47.3%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	2.6%	2.7%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.2%	8.2%	4.8%
Two or More Races	3.6%	3.1%	2.8%
Hispanic Origin	23.4%	16.3%	10.1%
Diversity Index	75.8	73.4	67.7
<b>2023 Population by Race/Ethnicity</b>			
Total	37,992	96,147	207,611
White Alone	55.6%	44.3%	40.7%
Black Alone	22.2%	38.9%	46.0%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	2.9%	3.0%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.0%	9.4%	5.6%
Two or More Races	4.1%	3.5%	3.2%
Hispanic Origin	27.5%	19.2%	12.2%
Diversity Index	78.4	75.9	70.2
<b>2010 Population by Relationship and Household Type</b>			
Total	35,337	91,412	197,363
In Households	99.5%	98.8%	95.5%
In Family Households	68.0%	70.3%	67.6%
Householder	19.7%	20.9%	20.4%
Spouse	10.7%	9.7%	9.6%
Child	24.1%	27.8%	27.4%
Other relative	8.0%	7.3%	6.4%
Nonrelative	5.5%	4.6%	3.8%
In Nonfamily Households	31.4%	28.5%	27.9%
In Group Quarters	0.5%	1.2%	4.5%
Institutionalized Population	0.4%	0.3%	3.2%
Noninstitutionalized Population	0.1%	0.9%	1.3%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2018 Population 25+ by Educational Attainment</b>			
Total	27,412	67,820	145,933
Less than 9th Grade	8.9%	7.8%	5.8%
9th - 12th Grade, No Diploma	8.7%	10.2%	10.7%
High School Graduate	17.1%	20.3%	22.8%
GED/Alternative Credential	4.7%	5.1%	6.0%
Some College, No Degree	11.8%	14.4%	15.6%
Associate Degree	3.6%	3.7%	3.9%
Bachelor's Degree	24.4%	20.2%	18.6%
Graduate/Professional Degree	20.8%	18.3%	16.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	31,698	79,167	172,432
Never Married	54.2%	54.4%	55.6%
Married	33.3%	30.5%	29.1%
Widowed	3.9%	4.9%	5.2%
Divorced	8.6%	10.2%	10.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	92.0%	91.9%
Civilian Unemployed (Unemployment Rate)	5.5%	8.0%	8.1%
<b>2018 Employed Population 16+ by Industry</b>			
Total	21,746	48,660	102,086
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	9.8%	7.5%	5.9%
Manufacturing	5.9%	6.1%	5.2%
Wholesale Trade	2.6%	2.0%	2.0%
Retail Trade	6.4%	7.0%	7.8%
Transportation/Utilities	3.7%	4.2%	4.9%
Information	1.6%	1.7%	2.0%
Finance/Insurance/Real Estate	6.2%	5.8%	5.6%
Services	57.9%	59.0%	58.9%
Public Administration	6.0%	6.5%	7.6%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	21,746	48,660	102,085
White Collar	61.3%	61.7%	62.6%
Management/Business/Financial	17.6%	15.8%	14.6%
Professional	28.1%	28.3%	28.6%
Sales	7.6%	8.0%	8.2%
Administrative Support	8.1%	9.6%	11.2%
Services	20.6%	20.8%	21.0%
Blue Collar	18.2%	17.4%	16.4%
Farming/Forestry/Fishing	0.3%	0.3%	0.1%
Construction/Extraction	7.4%	5.6%	4.3%
Installation/Maintenance/Repair	2.4%	2.4%	2.3%
Production	4.0%	4.0%	3.9%
Transportation/Material Moving	4.0%	5.2%	5.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	35,337	91,412	197,363
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	14,131	37,604	80,763
Households with 1 Person	31.7%	34.7%	36.9%
Households with 2+ People	68.3%	65.3%	63.1%
Family Households	49.2%	51.0%	49.9%
Husband-wife Families	26.7%	23.6%	23.4%
With Related Children	10.0%	8.9%	8.8%
Other Family (No Spouse Present)	22.5%	27.4%	26.5%
Other Family with Male Householder	6.4%	6.1%	5.5%
With Related Children	3.1%	2.9%	2.6%
Other Family with Female Householder	16.1%	21.3%	21.0%
With Related Children	10.2%	13.9%	13.7%
Nonfamily Households	19.0%	14.3%	13.2%
All Households with Children	24.0%	26.2%	25.6%
Multigenerational Households	4.8%	5.6%	5.7%
Unmarried Partner Households	11.6%	10.2%	9.6%
Male-female	10.4%	9.1%	8.5%
Same-sex	1.2%	1.1%	1.1%
<b>2010 Households by Size</b>			
Total	14,132	37,604	80,764
1 Person Household	31.7%	34.7%	36.9%
2 Person Household	32.9%	30.5%	29.9%
3 Person Household	15.3%	15.4%	14.8%
4 Person Household	8.5%	9.0%	8.9%
5 Person Household	5.2%	5.1%	4.9%
6 Person Household	2.8%	2.6%	2.4%
7 + Person Household	3.4%	2.7%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	14,132	37,604	80,764
Owner Occupied	54.6%	48.0%	46.7%
Owned with a Mortgage/Loan	42.7%	34.7%	34.7%
Owned Free and Clear	11.9%	13.3%	11.9%
Renter Occupied	45.4%	52.0%	53.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	17,003	45,675	96,740
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%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

3729 Gough St, Baltimore, Maryland, 21224  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28866  
Longitude: -76.56571

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
<b>2.</b>	Front Porches (8E)	Front Porches (8E)	Modest Income Homes
<b>3.</b>	Emerald City (8B)	City Commons (11E)	Front Porches (8E)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$35,004,541	\$80,361,167	\$163,553,603
Average Spent	\$2,298.70	\$2,026.10	\$1,928.29
Spending Potential Index	106	93	89
Education: Total \$	\$22,794,089	\$52,397,824	\$107,504,477
Average Spent	\$1,496.85	\$1,321.08	\$1,267.47
Spending Potential Index	103	91	88
Entertainment/Recreation: Total \$	\$47,405,433	\$110,804,626	\$227,647,007
Average Spent	\$3,113.04	\$2,793.65	\$2,683.95
Spending Potential Index	97	87	83
Food at Home: Total \$	\$78,516,850	\$183,149,997	\$373,301,042
Average Spent	\$5,156.08	\$4,617.65	\$4,401.20
Spending Potential Index	103	92	88
Food Away from Home: Total \$	\$56,224,788	\$128,610,670	\$262,629,621
Average Spent	\$3,692.20	\$3,242.59	\$3,096.39
Spending Potential Index	105	92	88
Health Care: Total \$	\$78,073,504	\$186,741,913	\$386,814,292
Average Spent	\$5,126.97	\$4,708.21	\$4,560.52
Spending Potential Index	90	82	80
HH Furnishings & Equipment: Total \$	\$30,946,374	\$71,452,934	\$146,846,191
Average Spent	\$2,032.20	\$1,801.50	\$1,731.31
Spending Potential Index	97	86	83
Personal Care Products & Services: Total \$	\$12,617,261	\$29,058,838	\$59,599,526
Average Spent	\$828.56	\$732.64	\$702.68
Spending Potential Index	100	89	85
Shelter: Total \$	\$274,183,614	\$632,653,969	\$1,289,110,847
Average Spent	\$18,005.23	\$15,950.73	\$15,198.55
Spending Potential Index	107	95	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$34,945,333	\$83,146,295	\$171,887,414
Average Spent	\$2,294.81	\$2,096.32	\$2,026.54
Spending Potential Index	92	84	82
Travel: Total \$	\$31,020,753	\$70,940,003	\$146,151,863
Average Spent	\$2,037.09	\$1,788.57	\$1,723.12
Spending Potential Index	95	83	80
Vehicle Maintenance & Repairs: Total \$	\$15,996,656	\$37,207,062	\$76,377,271
Average Spent	\$1,050.48	\$938.08	\$900.48
Spending Potential Index	98	87	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Renters (3B)	34.0%	Population	38,017	37,992
Front Porches (8E)	13.2%	Households	15,228	15,209
Emerald City (8B)	8.9%	Families	7,419	7,396
Fresh Ambitions (13D)	7.4%	Median Age	33.3	34.2
Laptops and Lattes (3A)	6.5%	Median Household Income	\$57,189	\$72,672
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		106	\$2,298.70	\$35,004,541
Men's		107	\$442.43	\$6,737,380
Women's		104	\$769.77	\$11,722,061
Children's		108	\$348.91	\$5,313,275
Footwear		107	\$505.52	\$7,698,077
Watches & Jewelry		103	\$148.08	\$2,254,954
Apparel Products and Services (1)		102	\$83.98	\$1,278,794
<b>Computer</b>				
Computers and Hardware for Home Use		110	\$187.88	\$2,861,076
Portable Memory		108	\$5.86	\$89,247
Computer Software		118	\$12.46	\$189,740
Computer Accessories		103	\$19.34	\$294,494
<b>Entertainment &amp; Recreation</b>		97	\$3,113.04	\$47,405,433
Fees and Admissions		96	\$656.79	\$10,001,673
Membership Fees for Clubs (2)		95	\$215.15	\$3,276,278
Fees for Participant Sports, excl. Trips		92	\$103.44	\$1,575,258
Tickets to Theatre/Operas/Concerts		100	\$66.43	\$1,011,526
Tickets to Movies/Museums/Parks		110	\$87.68	\$1,335,263
Admission to Sporting Events, excl. Trips		90	\$53.24	\$810,727
Fees for Recreational Lessons		94	\$129.83	\$1,977,043
Dating Services		152	\$1.02	\$15,579
TV/Video/Audio		102	\$1,329.66	\$20,248,067
Cable and Satellite Television Services		99	\$955.50	\$14,550,309
Televisions		109	\$129.34	\$1,969,661
Satellite Dishes		90	\$1.58	\$24,059
VCRs, Video Cameras, and DVD Players		112	\$6.20	\$94,375
Miscellaneous Video Equipment		90	\$13.03	\$198,429
Video Cassettes and DVDs		108	\$13.42	\$204,343
Video Game Hardware/Accessories		122	\$36.43	\$554,790
Video Game Software		128	\$19.10	\$290,898
Streaming/Downloaded Video		119	\$39.35	\$599,229
Rental of Video Cassettes and DVDs		116	\$14.84	\$225,948
Installation of Televisions		84	\$0.77	\$11,652
Audio (3)		103	\$95.99	\$1,461,693
Rental and Repair of TV/Radio/Sound Equipment		102	\$4.12	\$62,682
Pets		88	\$557.11	\$8,483,747
Toys/Games/Crafts/Hobbies (4)		107	\$122.94	\$1,872,157
Recreational Vehicles and Fees (5)		75	\$82.24	\$1,252,369
Sports/Recreation/Exercise Equipment (6)		97	\$172.87	\$2,632,423
Photo Equipment and Supplies (7)		102	\$54.29	\$826,762
Reading (8)		96	\$108.12	\$1,646,518
Catered Affairs (9)		95	\$29.01	\$441,717
<b>Food</b>		104	\$8,848.28	\$134,741,639
Food at Home		103	\$5,156.08	\$78,516,850
Bakery and Cereal Products		103	\$676.52	\$10,302,050
Meats, Poultry, Fish, and Eggs		104	\$1,169.77	\$17,813,305
Dairy Products		102	\$527.29	\$8,029,626
Fruits and Vegetables		104	\$1,022.05	\$15,563,733
Snacks and Other Food at Home (10)		102	\$1,760.45	\$26,808,136
Food Away from Home		105	\$3,692.20	\$56,224,788
Alcoholic Beverages		108	\$605.12	\$9,214,759

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**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	82	\$4,128.65	\$62,871,089
Value of Retirement Plans	78	\$18,105.34	\$275,708,127
Value of Other Financial Assets	84	\$1,183.62	\$18,024,199
Vehicle Loan Amount excluding Interest	94	\$2,631.86	\$40,077,905
Value of Credit Card Debt	97	\$572.13	\$8,712,388
<b>Health</b>			
Nonprescription Drugs	93	\$123.62	\$1,882,448
Prescription Drugs	85	\$307.48	\$4,682,298
Eyeglasses and Contact Lenses	91	\$84.11	\$1,280,787
<b>Home</b>			
Mortgage Payment and Basics (11)	76	\$6,548.36	\$99,718,421
Maintenance and Remodeling Services	73	\$1,491.17	\$22,707,544
Maintenance and Remodeling Materials (12)	71	\$347.33	\$5,289,152
Utilities, Fuel, and Public Services	97	\$4,823.20	\$73,447,648
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$101.46	\$1,544,980
Furniture	102	\$624.19	\$9,505,101
Rugs	99	\$24.45	\$372,329
Major Appliances (14)	86	\$298.53	\$4,545,958
Housewares (15)	97	\$100.18	\$1,525,490
Small Appliances	107	\$52.43	\$798,457
Luggage	105	\$14.45	\$220,027
Telephones and Accessories	104	\$73.34	\$1,116,779
<b>Household Operations</b>			
Child Care	108	\$557.74	\$8,493,219
Lawn and Garden (16)	77	\$331.06	\$5,041,391
Moving/Storage/Freight Express	125	\$80.64	\$1,228,054
Housekeeping Supplies (17)	97	\$693.09	\$10,554,385
<b>Insurance</b>			
Owners and Renters Insurance	75	\$427.79	\$6,514,409
Vehicle Insurance	99	\$1,251.52	\$19,058,210
Life/Other Insurance	80	\$333.60	\$5,080,093
Health Insurance	90	\$3,406.91	\$51,880,435
Personal Care Products (18)	103	\$500.07	\$7,615,054
School Books and Supplies (19)	105	\$162.93	\$2,481,054
Smoking Products	107	\$445.95	\$6,790,999
<b>Transportation</b>			
Payments on Vehicles excluding Leases	96	\$2,293.54	\$34,926,089
Gasoline and Motor Oil	100	\$2,395.01	\$36,471,227
Vehicle Maintenance and Repairs	98	\$1,050.48	\$15,996,656
<b>Travel</b>			
Airline Fares	101	\$530.51	\$8,078,583
Lodging on Trips	89	\$511.79	\$7,793,585
Auto/Truck Rental on Trips	96	\$26.50	\$403,471
Food and Drink on Trips	95	\$491.15	\$7,479,176

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Renters (3B)	25.6%	Population	96,073	96,148
Front Porches (8E)	10.7%	Households	39,663	39,848
City Commons (11E)	10.1%	Families	19,904	19,823
Modest Income Homes (12D)	9.3%	Median Age	34.3	35.2
Laptops and Lattes (3A)	7.3%	Median Household Income	\$46,867	\$56,359
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		93	\$2,026.10	\$80,361,167
Men's		95	\$391.81	\$15,540,551
Women's		92	\$680.51	\$26,991,048
Children's		94	\$303.98	\$12,056,765
Footwear		95	\$445.67	\$17,676,432
Watches & Jewelry		90	\$129.48	\$5,135,451
Apparel Products and Services (1)		90	\$74.65	\$2,960,921
<b>Computer</b>				
Computers and Hardware for Home Use		96	\$163.12	\$6,469,781
Portable Memory		94	\$5.09	\$201,895
Computer Software		102	\$10.74	\$426,152
Computer Accessories		90	\$16.95	\$672,238
<b>Entertainment &amp; Recreation</b>		87	\$2,793.65	\$110,804,626
Fees and Admissions		84	\$573.74	\$22,756,152
Membership Fees for Clubs (2)		84	\$189.10	\$7,500,291
Fees for Participant Sports, excl. Trips		81	\$91.85	\$3,642,979
Tickets to Theatre/Operas/Concerts		88	\$58.00	\$2,300,641
Tickets to Movies/Museums/Parks		93	\$74.34	\$2,948,591
Admission to Sporting Events, excl. Trips		80	\$47.65	\$1,890,056
Fees for Recreational Lessons		81	\$111.89	\$4,437,759
Dating Services		134	\$0.90	\$35,835
TV/Video/Audio		93	\$1,212.53	\$48,092,628
Cable and Satellite Television Services		92	\$884.44	\$35,079,659
Televisions		97	\$115.07	\$4,564,171
Satellite Dishes		77	\$1.35	\$53,626
VCRs, Video Cameras, and DVD Players		98	\$5.43	\$215,409
Miscellaneous Video Equipment		81	\$11.76	\$466,633
Video Cassettes and DVDs		95	\$11.78	\$467,177
Video Game Hardware/Accessories		108	\$32.18	\$1,276,188
Video Game Software		113	\$16.86	\$668,753
Streaming/Downloaded Video		102	\$33.65	\$1,334,584
Rental of Video Cassettes and DVDs		99	\$12.68	\$502,871
Installation of Televisions		73	\$0.67	\$26,439
Audio (3)		89	\$82.92	\$3,288,756
Rental and Repair of TV/Radio/Sound Equipment		93	\$3.74	\$148,363
Pets		80	\$507.00	\$20,108,998
Toys/Games/Crafts/Hobbies (4)		94	\$108.13	\$4,288,659
Recreational Vehicles and Fees (5)		68	\$74.77	\$2,965,697
Sports/Recreation/Exercise Equipment (6)		84	\$149.38	\$5,924,785
Photo Equipment and Supplies (7)		88	\$46.76	\$1,854,696
Reading (8)		86	\$97.06	\$3,849,588
Catered Affairs (9)		80	\$24.29	\$963,423
<b>Food</b>		92	\$7,860.24	\$311,760,667
Food at Home		92	\$4,617.65	\$183,149,997
Bakery and Cereal Products		92	\$608.01	\$24,115,440
Meats, Poultry, Fish, and Eggs		93	\$1,051.97	\$41,724,405
Dairy Products		91	\$472.24	\$18,730,533
Fruits and Vegetables		92	\$908.98	\$36,053,034
Snacks and Other Food at Home (10)		91	\$1,576.45	\$62,526,584
Food Away from Home		92	\$3,242.59	\$128,610,670
Alcoholic Beverages		95	\$529.95	\$21,019,605

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$3,738.20	\$148,268,276
Value of Retirement Plans	72	\$16,732.74	\$663,670,693
Value of Other Financial Assets	77	\$1,093.60	\$43,375,297
Vehicle Loan Amount excluding Interest	85	\$2,373.32	\$94,133,088
Value of Credit Card Debt	87	\$512.64	\$20,332,688
<b>Health</b>			
Nonprescription Drugs	85	\$113.43	\$4,499,159
Prescription Drugs	81	\$291.54	\$11,563,287
Eyeglasses and Contact Lenses	82	\$76.10	\$3,018,271
<b>Home</b>			
Mortgage Payment and Basics (11)	69	\$5,928.55	\$235,144,066
Maintenance and Remodeling Services	67	\$1,371.71	\$54,406,157
Maintenance and Remodeling Materials (12)	66	\$322.70	\$12,799,132
Utilities, Fuel, and Public Services	89	\$4,412.69	\$175,020,545
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$90.10	\$3,573,591
Furniture	91	\$555.75	\$22,042,728
Rugs	91	\$22.30	\$884,381
Major Appliances (14)	79	\$274.50	\$10,887,481
Housewares (15)	86	\$89.09	\$3,533,683
Small Appliances	95	\$46.31	\$1,836,825
Luggage	90	\$12.39	\$491,575
Telephones and Accessories	88	\$62.07	\$2,461,836
<b>Household Operations</b>			
Child Care	94	\$482.19	\$19,125,218
Lawn and Garden (16)	71	\$306.70	\$12,164,652
Moving/Storage/Freight Express	106	\$68.40	\$2,713,086
Housekeeping Supplies (17)	87	\$627.19	\$24,876,271
<b>Insurance</b>			
Owners and Renters Insurance	71	\$403.83	\$16,016,990
Vehicle Insurance	89	\$1,124.03	\$44,582,413
Life/Other Insurance	74	\$307.01	\$12,176,749
Health Insurance	83	\$3,125.34	\$123,960,550
Personal Care Products (18)	91	\$441.99	\$17,530,590
School Books and Supplies (19)	92	\$141.85	\$5,626,275
Smoking Products	102	\$423.74	\$16,806,744
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,052.15	\$81,394,622
Gasoline and Motor Oil	89	\$2,137.05	\$84,761,693
Vehicle Maintenance and Repairs	87	\$938.08	\$37,207,062
<b>Travel</b>			
Airline Fares	87	\$459.65	\$18,231,281
Lodging on Trips	80	\$456.50	\$18,106,142
Auto/Truck Rental on Trips	83	\$22.98	\$911,425
Food and Drink on Trips	83	\$431.61	\$17,118,998

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Renters (3B)	26.1%	Population	205,429	207,610
Modest Income Homes (12D)	10.9%	Households	84,818	86,431
Front Porches (8E)	8.8%	Families	41,152	41,204
City Commons (11E)	6.9%	Median Age	34.4	35.4
Laptops and Lattes (3A)	6.7%	Median Household Income	\$47,253	\$56,219
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		89	\$1,928.29	\$163,553,603
Men's		90	\$372.54	\$31,598,273
Women's		88	\$650.09	\$55,139,096
Children's		89	\$287.26	\$24,365,073
Footwear		90	\$422.19	\$35,809,527
Watches & Jewelry		87	\$124.55	\$10,563,918
Apparel Products and Services (1)		87	\$71.66	\$6,077,716
<b>Computer</b>				
Computers and Hardware for Home Use		91	\$155.35	\$13,176,802
Portable Memory		89	\$4.84	\$410,525
Computer Software		96	\$10.17	\$862,645
Computer Accessories		86	\$16.22	\$1,375,606
<b>Entertainment &amp; Recreation</b>		83	\$2,683.95	\$227,647,007
Fees and Admissions		81	\$552.28	\$46,843,255
Membership Fees for Clubs (2)		81	\$182.90	\$15,512,929
Fees for Participant Sports, excl. Trips		79	\$89.05	\$7,553,361
Tickets to Theatre/Operas/Concerts		84	\$55.72	\$4,726,345
Tickets to Movies/Museums/Parks		88	\$70.26	\$5,959,260
Admission to Sporting Events, excl. Trips		78	\$46.34	\$3,930,477
Fees for Recreational Lessons		78	\$107.16	\$9,089,070
Dating Services		127	\$0.85	\$71,812
TV/Video/Audio		89	\$1,159.99	\$98,388,205
Cable and Satellite Television Services		88	\$847.98	\$71,923,933
Televisions		93	\$109.76	\$9,309,258
Satellite Dishes		73	\$1.28	\$108,358
VCRs, Video Cameras, and DVD Players		93	\$5.15	\$437,161
Miscellaneous Video Equipment		79	\$11.44	\$970,157
Video Cassettes and DVDs		90	\$11.21	\$950,709
Video Game Hardware/Accessories		102	\$30.36	\$2,575,461
Video Game Software		106	\$15.90	\$1,348,448
Streaming/Downloaded Video		96	\$31.83	\$2,699,709
Rental of Video Cassettes and DVDs		93	\$11.91	\$1,010,487
Installation of Televisions		70	\$0.64	\$54,132
Audio (3)		85	\$79.00	\$6,700,319
Rental and Repair of TV/Radio/Sound Equipment		88	\$3.54	\$300,071
Pets		77	\$490.40	\$41,594,373
Toys/Games/Crafts/Hobbies (4)		89	\$102.77	\$8,716,861
Recreational Vehicles and Fees (5)		67	\$73.08	\$6,198,326
Sports/Recreation/Exercise Equipment (6)		81	\$143.94	\$12,208,755
Photo Equipment and Supplies (7)		84	\$44.84	\$3,803,040
Reading (8)		83	\$93.42	\$7,923,610
Catered Affairs (9)		76	\$23.23	\$1,970,582
<b>Food</b>		88	\$7,497.59	\$635,930,663
Food at Home		88	\$4,401.20	\$373,301,042
Bakery and Cereal Products		88	\$580.05	\$49,199,076
Meats, Poultry, Fish, and Eggs		89	\$1,000.25	\$84,839,185
Dairy Products		87	\$450.14	\$38,179,770
Fruits and Vegetables		88	\$865.54	\$73,413,657
Snacks and Other Food at Home (10)		87	\$1,505.22	\$127,669,353
Food Away from Home		88	\$3,096.39	\$262,629,621
Alcoholic Beverages		91	\$506.99	\$43,002,285

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	73	\$3,668.00	\$311,112,508
Value of Retirement Plans	72	\$16,541.13	\$1,402,985,819
Value of Other Financial Assets	77	\$1,080.42	\$91,639,310
Vehicle Loan Amount excluding Interest	82	\$2,284.76	\$193,788,568
Value of Credit Card Debt	84	\$492.53	\$41,775,653
<b>Health</b>			
Nonprescription Drugs	82	\$109.55	\$9,291,774
Prescription Drugs	78	\$283.36	\$24,033,802
Eyeglasses and Contact Lenses	79	\$73.60	\$6,242,261
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$5,850.26	\$496,207,572
Maintenance and Remodeling Services	67	\$1,358.72	\$115,243,604
Maintenance and Remodeling Materials (12)	66	\$321.48	\$27,267,068
Utilities, Fuel, and Public Services	85	\$4,235.00	\$359,204,429
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	87	\$86.04	\$7,297,973
Furniture	87	\$533.66	\$45,263,754
Rugs	87	\$21.42	\$1,816,567
Major Appliances (14)	77	\$266.68	\$22,619,552
Housewares (15)	83	\$85.61	\$7,261,244
Small Appliances	90	\$44.00	\$3,731,743
Luggage	86	\$11.81	\$1,001,952
Telephones and Accessories	83	\$58.70	\$4,978,995
<b>Household Operations</b>			
Child Care	89	\$460.34	\$39,044,816
Lawn and Garden (16)	70	\$302.10	\$25,623,546
Moving/Storage/Freight Express	100	\$64.39	\$5,461,386
Housekeeping Supplies (17)	84	\$601.59	\$51,025,609
<b>Insurance</b>			
Owners and Renters Insurance	70	\$399.34	\$33,870,857
Vehicle Insurance	86	\$1,077.34	\$91,377,926
Life/Other Insurance	72	\$300.82	\$25,515,071
Health Insurance	80	\$3,027.20	\$256,761,172
Personal Care Products (18)	87	\$421.70	\$35,767,866
School Books and Supplies (19)	87	\$134.89	\$11,440,984
Smoking Products	97	\$402.48	\$34,137,635
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$1,976.36	\$167,630,841
Gasoline and Motor Oil	85	\$2,043.86	\$173,355,950
Vehicle Maintenance and Repairs	84	\$900.48	\$76,377,271
<b>Travel</b>			
Airline Fares	83	\$440.10	\$37,328,052
Lodging on Trips	77	\$443.06	\$37,579,141
Auto/Truck Rental on Trips	79	\$22.02	\$1,867,378
Food and Drink on Trips	80	\$415.92	\$35,277,808

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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 civic 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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

3729 Gough St, Baltimore, Maryland, 21224  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28866  
Longitude: -76.56571

<b>Data for all businesses in area</b>	<b>1 mile</b>		<b>2 miles</b>		<b>3 miles</b>							
Total Businesses:	1,340		3,689		9,461							
Total Employees:	15,377		68,984		169,691							
Total Residential Population:	38,017		96,073		205,429							
Employee/Residential Population Ratio (per 100 Residents)	40		72		83							
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	14	1.0%	120	0.8%	26	0.7%	289	0.4%	50	0.5%	766	0.5%
Construction	72	5.4%	867	5.6%	157	4.3%	1,746	2.5%	322	3.4%	3,475	2.0%
Manufacturing	51	3.8%	1,344	8.7%	127	3.4%	3,345	4.8%	266	2.8%	7,252	4.3%
Transportation	65	4.9%	626	4.1%	153	4.1%	1,516	2.2%	296	3.1%	4,554	2.7%
Communication	13	1.0%	44	0.3%	39	1.1%	167	0.2%	81	0.9%	418	0.2%
Utility	6	0.4%	24	0.2%	11	0.3%	149	0.2%	32	0.3%	1,717	1.0%
Wholesale Trade	54	4.0%	1,007	6.5%	137	3.7%	2,272	3.3%	258	2.7%	3,716	2.2%
<b>Retail Trade Summary</b>	359	26.8%	2,948	19.2%	1,015	27.5%	11,905	17.3%	2,170	22.9%	25,358	14.9%
Home Improvement	7	0.5%	136	0.9%	21	0.6%	544	0.8%	44	0.5%	759	0.4%
General Merchandise Stores	5	0.4%	133	0.9%	22	0.6%	300	0.4%	56	0.6%	695	0.4%
Food Stores	54	4.0%	400	2.6%	135	3.7%	2,294	3.3%	262	2.8%	3,437	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	29	2.2%	291	1.9%	77	2.1%	748	1.1%	151	1.6%	1,398	0.8%
Apparel & Accessory Stores	12	0.9%	70	0.5%	53	1.4%	1,969	2.9%	122	1.3%	4,072	2.4%
Furniture & Home Furnishings	19	1.4%	88	0.6%	43	1.2%	249	0.4%	88	0.9%	629	0.4%
Eating & Drinking Places	175	13.1%	1,397	9.1%	495	13.4%	4,805	7.0%	1,029	10.9%	11,784	6.9%
Miscellaneous Retail	57	4.3%	435	2.8%	170	4.6%	995	1.4%	417	4.4%	2,585	1.5%
<b>Finance, Insurance, Real Estate Summary</b>	118	8.8%	1,177	7.7%	327	8.9%	5,497	8.0%	984	10.4%	15,164	8.9%
Banks, Savings & Lending Institutions	31	2.3%	354	2.3%	72	2.0%	1,778	2.6%	174	1.8%	4,944	2.9%
Securities Brokers	2	0.1%	15	0.1%	27	0.7%	1,374	2.0%	130	1.4%	2,780	1.6%
Insurance Carriers & Agents	22	1.6%	311	2.0%	47	1.3%	906	1.3%	138	1.5%	2,765	1.6%
Real Estate, Holding, Other Investment Offices	64	4.8%	497	3.2%	181	4.9%	1,439	2.1%	542	5.7%	4,674	2.8%
<b>Services Summary</b>	490	36.6%	7,021	45.7%	1,440	39.0%	40,819	59.2%	4,078	43.1%	88,233	52.0%
Hotels & Lodging	2	0.1%	6	0.0%	19	0.5%	1,057	1.5%	79	0.8%	5,011	3.0%
Automotive Services	34	2.5%	283	1.8%	95	2.6%	934	1.4%	260	2.7%	2,341	1.4%
Motion Pictures & Amusements	27	2.0%	173	1.1%	81	2.2%	504	0.7%	219	2.3%	2,054	1.2%
Health Services	57	4.3%	2,202	14.3%	209	5.7%	19,736	28.6%	470	5.0%	28,505	16.8%
Legal Services	17	1.3%	94	0.6%	36	1.0%	235	0.3%	478	5.1%	7,471	4.4%
Education Institutions & Libraries	24	1.8%	866	5.6%	112	3.0%	4,350	6.3%	246	2.6%	11,185	6.6%
Other Services	327	24.4%	3,395	22.1%	888	24.1%	14,003	20.3%	2,325	24.6%	31,666	18.7%
<b>Government</b>	12	0.9%	135	0.9%	28	0.8%	919	1.3%	301	3.2%	18,022	10.6%
<b>Unclassified Establishments</b>	87	6.5%	64	0.4%	229	6.2%	360	0.5%	624	6.6%	1,015	0.6%
<b>Totals</b>	1,340	100.0%	15,377	100.0%	3,689	100.0%	68,984	100.0%	9,461	100.0%	169,691	100.0%

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

**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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Rings: 1, 2, 3 mile radii

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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	0	0.0%	0	0.0%	1	0.0%	3	0.0%	4	0.0%	247	0.1%
Mining	1	0.1%	4	0.0%	4	0.1%	21	0.0%	5	0.1%	33	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	78	0.1%	16	0.2%	1,603	0.9%
Construction	80	6.0%	925	6.0%	179	4.9%	1,946	2.8%	375	4.0%	4,016	2.4%
Manufacturing	67	5.0%	1,396	9.1%	147	4.0%	4,325	6.3%	255	2.7%	6,697	3.9%
Wholesale Trade	52	3.9%	991	6.4%	133	3.6%	2,231	3.2%	247	2.6%	3,645	2.1%
Retail Trade	162	12.1%	1,403	9.1%	485	13.1%	5,787	8.4%	1,091	11.5%	12,137	7.2%
Motor Vehicle & Parts Dealers	23	1.7%	191	1.2%	58	1.6%	572	0.8%	111	1.2%	1,112	0.7%
Furniture & Home Furnishings Stores	7	0.5%	29	0.2%	21	0.6%	134	0.2%	43	0.5%	376	0.2%
Electronics & Appliance Stores	9	0.7%	21	0.1%	19	0.5%	75	0.1%	39	0.4%	182	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.5%	136	0.9%	21	0.6%	544	0.8%	44	0.5%	759	0.4%
Food & Beverage Stores	48	3.6%	313	2.0%	147	4.0%	1,149	1.7%	292	3.1%	2,271	1.3%
Health & Personal Care Stores	14	1.0%	142	0.9%	34	0.9%	259	0.4%	106	1.1%	725	0.4%
Gasoline Stations	6	0.4%	100	0.7%	19	0.5%	176	0.3%	40	0.4%	286	0.2%
Clothing & Clothing Accessories Stores	15	1.1%	76	0.5%	60	1.6%	1,989	2.9%	150	1.6%	4,227	2.5%
Sport Goods, Hobby, Book, & Music Stores	5	0.4%	28	0.2%	13	0.4%	62	0.1%	37	0.4%	251	0.1%
General Merchandise Stores	5	0.4%	133	0.9%	22	0.6%	300	0.4%	56	0.6%	695	0.4%
Miscellaneous Store Retailers	17	1.3%	216	1.4%	61	1.7%	484	0.7%	147	1.6%	1,029	0.6%
Nonstore Retailers	6	0.4%	17	0.1%	10	0.3%	43	0.1%	25	0.3%	223	0.1%
Transportation & Warehousing	52	3.9%	585	3.8%	119	3.2%	1,369	2.0%	230	2.4%	4,234	2.5%
Information	38	2.8%	264	1.7%	91	2.5%	1,848	2.7%	256	2.7%	4,908	2.9%
Finance & Insurance	56	4.2%	686	4.5%	151	4.1%	4,093	5.9%	465	4.9%	10,812	6.4%
Central Bank/Credit Intermediation & Related Activities	32	2.4%	360	2.3%	76	2.1%	1,806	2.6%	175	1.8%	4,868	2.9%
Securities, Commodity Contracts & Other Financial	2	0.1%	15	0.1%	29	0.8%	1,381	2.0%	149	1.6%	3,163	1.9%
Insurance Carriers & Related Activities; Funds, Trusts &	22	1.6%	311	2.0%	47	1.3%	906	1.3%	142	1.5%	2,781	1.6%
Real Estate, Rental & Leasing	78	5.8%	535	3.5%	217	5.9%	1,685	2.4%	585	6.2%	4,453	2.6%
Professional, Scientific & Tech Services	118	8.8%	1,777	11.6%	284	7.7%	5,796	8.4%	1,192	12.6%	20,584	12.1%
Legal Services	22	1.6%	121	0.8%	42	1.1%	283	0.4%	502	5.3%	7,624	4.5%
Management of Companies & Enterprises	1	0.1%	19	0.1%	3	0.1%	50	0.1%	11	0.1%	150	0.1%
Administrative & Support & Waste Management & Remediation	42	3.1%	365	2.4%	120	3.3%	1,783	2.6%	327	3.5%	4,530	2.7%
Educational Services	22	1.6%	850	5.5%	111	3.0%	4,257	6.2%	244	2.6%	10,779	6.4%
Health Care & Social Assistance	86	6.4%	2,549	16.6%	288	7.8%	20,579	29.8%	675	7.1%	30,746	18.1%
Arts, Entertainment & Recreation	21	1.6%	199	1.3%	69	1.9%	694	1.0%	201	2.1%	3,503	2.1%
Accommodation & Food Services	181	13.5%	1,459	9.5%	521	14.1%	5,945	8.6%	1,122	11.9%	16,924	10.0%
Accommodation	2	0.1%	6	0.0%	19	0.5%	1,057	1.5%	79	0.8%	5,011	3.0%
Food Services & Drinking Places	179	13.4%	1,453	9.4%	502	13.6%	4,888	7.1%	1,043	11.0%	11,913	7.0%
Other Services (except Public Administration)	182	13.6%	1,171	7.6%	508	13.8%	5,214	7.6%	1,233	13.0%	10,475	6.2%
Automotive Repair & Maintenance	28	2.1%	197	1.3%	66	1.8%	434	0.6%	130	1.4%	780	0.5%
Public Administration	12	0.9%	135	0.9%	28	0.8%	920	1.3%	303	3.2%	18,198	10.7%
Unclassified Establishments	87	6.5%	64	0.4%	229	6.2%	360	0.5%	624	6.6%	1,015	0.6%
<b>Total</b>	<b>1,340</b>	<b>100.0%</b>	<b>15,377</b>	<b>100.0%</b>	<b>3,689</b>	<b>100.0%</b>	<b>68,984</b>	<b>100.0%</b>	<b>9,461</b>	<b>100.0%</b>	<b>169,691</b>	<b>100.0%</b>

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