Market Profile

400 N Luzerne Ave, Baltimore, Maryland, 21224
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	52,730	129,884	239,316
2020 Total Population	50,539	129,140	238,106
2020 Group Quarters	74	3,356	6,850
2023 Total Population	48,734	127,432	235,826
2023 Group Quarters	74	3,357	6,874
2028 Total Population	47,778	127,877	236,390
2023-2028 Annual Rate	-0.40%	0.07%	0.05%
2023 Total Daytime Population	57,299	207,722	365,154
Workers	33,811	149,184	254,117
Residents	23,488	58,538	111,037
Household Summary			
2010 Households	20,691	52,277	100,353
2010 Average Household Size	2.52	2.32	2.26
2020 Total Households	21,497	58,986	108,955
2020 Average Household Size	2.35	2.13	2.12
2023 Households	21,144	58,942	108,721
2023 Average Household Size	2.30	2.11	2.11
2028 Households	21,034	60,159	110,798
2028 Average Household Size	2.27	2.07	2.07
2023-2028 Annual Rate	-0.10%	0.41%	0.38%
2010 Families	10,779	25,256	46,539
2010 Average Family Size	3.25	3.15	3.11
2023 Families	10,698	26,443	47,443
2023 Average Family Size	3.05	2.98	3.01
2028 Families	10,663	26,874	48,301
2028 Average Family Size	3.00	2.93	2.97
2023-2028 Annual Rate	-0.07%	0.32%	0.36%
Housing Unit Summary			
2000 Housing Units	27,882	64,553	121,076
Owner Occupied Housing Units	39.3%	38.8%	36.8%
Renter Occupied Housing Units	40.0%	42.7%	46.0%
Vacant Housing Units	20.7%	18.5%	17.1%
2010 Housing Units	25,960	64,921	121,497
Owner Occupied Housing Units	35.8%	34.8%	34.1%
Renter Occupied Housing Units	43.9%	45.7%	48.5%
Vacant Housing Units	20.3%	19.5%	17.4%
2020 Housing Units	25,499	69,978	127,815
Vacant Housing Units	15.7%	15.7%	14.8%
2023 Housing Units	25,151	70,517	128,790
Owner Occupied Housing Units	42.8%	36.4%	35.8%
Renter Occupied Housing Units	41.3%	47.1%	48.6%
Vacant Housing Units	15.9%	16.4%	15.6%
2028 Housing Units	25,254	71,303	130,635
Owner Occupied Housing Units	43.5%	37.2%	36.3%
Renter Occupied Housing Units	39.7%	47.2%	48.5%
Vacant Housing Units	16.7%	15.6%	15.2%
Median Household Income			
2023	$65,332	$62,649	$58,809
2028	$72,591	$68,977	$64,096
Median Home Value			
2023	$286,931	$280,846	$260,322
2028	$325,999	$326,342	$319,676
Per Capita Income			
2023	$45,125	$48,373	$44,392
2028	$51,733	$56,088	$51,430
Median Age			
2010	31.6	32.7	32.6
2023	34.4	35.0	34.9
2028	35.5	36.3	36.2

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.

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2023 Households by Income			
Household Income Base	21,144	58,935	108,709
<$15,000	16.5%	16.7%	17.8%
$15,000 - $24,999	7.0%	7.8%	8.3%
$25,000 - $34,999	6.9%	6.4%	7.2%
$35,000 - $49,999	9.0%	8.8%	9.4%
$50,000 - $74,999	15.3%	17.2%	16.7%
$75,000 - $99,999	11.4%	10.8%	11.3%
$100,000 - $149,999	13.6%	12.9%	12.7%
$150,000 - $199,999	9.4%	8.0%	7.2%
$200,000+	10.8%	11.3%	9.5%
Average Household Income	$103,928	$104,031	$95,920
2028 Households by Income			
Household Income Base	21,034	60,152	110,786
<$15,000	15.8%	16.0%	17.1%
$15,000 - $24,999	6.3%	6.9%	7.4%
$25,000 - $34,999	6.2%	5.7%	6.5%
$35,000 - $49,999	8.3%	8.0%	8.7%
$50,000 - $74,999	14.4%	16.3%	16.0%
$75,000 - $99,999	11.0%	10.6%	11.1%
$100,000 - $149,999	13.9%	13.4%	13.2%
$150,000 - $199,999	11.2%	9.5%	8.5%
$200,000+	12.8%	13.6%	11.6%
Average Household Income	$117,389	$118,659	$109,360
2023 Owner Occupied Housing Units by Value			
Total	10,764	25,695	46,120
<$50,000	6.7%	10.0%	7.8%
$50,000 - $99,999	9.7%	10.2%	8.9%
$100,000 - $149,999	3.2%	7.0%	8.1%
$150,000 - $199,999	7.7%	8.5%	11.3%
$200,000 - $249,999	15.3%	10.1%	12.4%
$250,000 - $299,999	10.0%	7.0%	6.9%
$300,000 - $399,999	28.7%	24.9%	23.1%
$400,000 - $499,999	8.2%	8.0%	8.7%
$500,000 - $749,999	7.3%	10.1%	9.2%
$750,000 - $999,999	2.1%	2.7%	2.3%
$1,000,000 - $1,499,999	1.0%	1.4%	1.1%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	$303,825	$307,861	$300,110
2028 Owner Occupied Housing Units by Value			
Total	10,996	26,522	47,357
<$50,000	7.0%	10.3%	8.3%
$50,000 - $99,999	8.2%	8.6%	7.4%
$100,000 - $149,999	2.5%	5.3%	5.9%
$150,000 - $199,999	5.1%	5.9%	7.8%
$200,000 - $249,999	10.2%	6.7%	9.2%
$250,000 - $299,999	8.6%	5.9%	6.3%
$300,000 - $399,999	32.5%	27.5%	26.4%
$400,000 - $499,999	10.8%	10.2%	11.1%
$500,000 - $749,999	10.7%	14.2%	13.1%
$750,000 - $999,999	3.0%	3.3%	2.8%
$1,000,000 - $1,499,999	1.4%	1.9%	1.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	$340,387	$344,718	$338,724

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.

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2010 Population by Age			
Total	52,730	129,885	239,317
0 - 4	7.8%	6.5%	6.4%
5 - 9	5.7%	5.0%	5.1%
10 - 14	5.2%	4.7%	4.7%
15 - 24	15.1%	15.2%	16.4%
25 - 34	23.1%	23.0%	21.7%
35 - 44	13.4%	13.4%	12.9%
45 - 54	12.0%	13.1%	13.2%
55 - 64	8.7%	9.6%	9.9%
65 - 74	5.0%	5.3%	5.4%
75 - 84	2.9%	3.1%	3.1%
85 +	1.1%	1.1%	1.2%
18 +	77.9%	80.6%	80.8%
2023 Population by Age			
Total	48,735	127,433	235,827
0 - 4	6.5%	5.5%	5.4%
5 - 9	5.9%	5.1%	5.1%
10 - 14	5.6%	4.9%	4.8%
15 - 24	12.0%	12.0%	13.3%
25 - 34	21.3%	22.5%	21.6%
35 - 44	15.5%	15.2%	14.3%
45 - 54	10.5%	10.5%	10.4%
55 - 64	10.2%	10.7%	11.0%
65 - 74	7.4%	8.2%	8.6%
75 - 84	3.8%	4.0%	4.1%
85 +	1.3%	1.4%	1.4%
18 +	79.1%	81.8%	82.1%
2028 Population by Age			
Total	47,779	127,876	236,390
0 - 4	6.6%	5.6%	5.5%
5 - 9	5.6%	4.8%	4.8%
10 - 14	5.4%	4.7%	4.7%
15 - 24	12.5%	12.4%	13.6%
25 - 34	19.1%	20.2%	19.3%
35 - 44	16.1%	16.1%	15.4%
45 - 54	11.1%	11.0%	10.8%
55 - 64	9.7%	9.8%	10.0%
65 - 74	8.1%	8.8%	9.1%
75 - 84	4.3%	4.9%	5.1%
85 +	1.5%	1.6%	1.7%
18 +	79.5%	82.2%	82.4%
2010 Population by Sex			
Males	25,580	65,196	117,449
Females	27,151	64,688	121,868
2023 Population by Sex			
Males	23,923	62,954	114,970
Females	24,811	64,478	120,856
2028 Population by Sex			
Males	23,392	63,048	114,951
Females	24,385	64,829	121,440

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

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Latitude: 39.29590
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	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	52,730	129,884	239,316
White Alone	36.1%	35.9%	36.0%
Black Alone	52.0%	54.4%	54.8%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	2.2%	2.6%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	4.1%	3.0%
Two or More Races	2.5%	2.2%	2.3%
Hispanic Origin	12.9%	8.6%	6.6%
Diversity Index	68.6	63.8	62.0
2020 Population by Race/Ethnicity			
Total	50,539	129,140	238,106
White Alone	35.4%	36.1%	34.9%
Black Alone	40.2%	43.6%	46.3%
American Indian Alone	0.9%	0.6%	0.5%
Asian Alone	3.7%	4.4%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.1%	8.5%	7.0%
Two or More Races	7.8%	6.7%	6.5%
Hispanic Origin	18.8%	13.6%	11.6%
Diversity Index	78.5	74.4	72.4
2023 Population by Race/Ethnicity			
Total	48,735	127,432	235,826
White Alone	34.3%	35.1%	33.5%
Black Alone	40.4%	43.8%	46.9%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	3.8%	4.5%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.5%	8.9%	7.4%
Two or More Races	8.1%	7.0%	6.7%
Hispanic Origin	19.6%	14.4%	12.3%
Diversity Index	79.1	75.1	73.0
2028 Population by Race/Ethnicity			
Total	47,777	127,877	236,391
White Alone	31.8%	33.2%	31.5%
Black Alone	40.2%	43.4%	46.8%
American Indian Alone	1.0%	0.7%	0.6%
Asian Alone	4.0%	5.0%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.3%	10.2%	8.5%
Two or More Races	8.7%	7.6%	7.3%
Hispanic Origin	21.8%	16.0%	13.9%
Diversity Index	80.8	76.8	74.6
2010 Population by Relationship and Household Type			
Total	52,730	129,884	239,317
In Households	98.9%	93.5%	94.8%
In Family Households	71.5%	65.1%	64.1%
Householder	20.4%	19.5%	19.5%
Spouse	8.4%	8.4%	8.6%
Child	29.6%	26.8%	26.4%
Other relative	8.2%	6.6%	6.0%
Nonrelative	5.0%	3.9%	3.6%
In Nonfamily Households	27.4%	28.4%	30.8%
In Group Quarters	1.1%	6.5%	5.2%
Institutionalized Population	0.0%	4.6%	2.8%
Noninstitutionalized Population	1.0%	1.8%	2.4%

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.

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2023 Population 25+ by Educational Attainment			
Total	34,108	92,305	168,514
Less than 9th Grade	4.0%	3.8%	3.6%
9th - 12th Grade, No Diploma	8.5%	9.1%	8.6%
High School Graduate	20.6%	18.9%	20.1%
GED/Alternative Credential	3.7%	5.0%	4.8%
Some College, No Degree	12.0%	12.7%	14.2%
Associate Degree	4.5%	4.5%	4.7%
Bachelor's Degree	25.8%	23.8%	23.1%
Graduate/Professional Degree	20.9%	22.2%	21.0%
2023 Population 15+ by Marital Status			
Total	39,954	107,634	199,784
Never Married	53.9%	56.1%	56.0%
Married	33.0%	30.4%	29.8%
Widowed	4.6%	4.7%	5.0%
Divorced	8.5%	8.8%	9.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	26,996	70,634	130,838
Population 16+ Employed	94.8%	95.5%	95.0%
Population 16+ Unemployment rate	5.2%	4.5%	5.0%
Population 16-24 Employed	12.0%	12.4%	13.0%
Population 16-24 Unemployment rate	12.6%	9.0%	10.2%
Population 25-54 Employed	70.9%	69.9%	68.9%
Population 25-54 Unemployment rate	3.5%	3.0%	3.6%
Population 55-64 Employed	12.1%	12.0%	12.0%
Population 55-64 Unemployment rate	5.1%	5.9%	5.8%
Population 65+ Employed	4.9%	5.7%	6.1%
Population 65+ Unemployment rate	8.6%	10.1%	6.7%
2023 Employed Population 16+ by Industry			
Total	25,599	67,440	124,344
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	6.7%	5.7%	5.1%
Manufacturing	6.2%	5.5%	5.4%
Wholesale Trade	1.5%	1.3%	1.2%
Retail Trade	6.0%	6.7%	7.4%
Transportation/Utilities	5.5%	5.4%	5.9%
Information	2.0%	2.5%	2.2%
Finance/Insurance/Real Estate	7.2%	7.4%	6.5%
Services	57.5%	58.3%	59.0%
Public Administration	6.8%	7.0%	7.3%
2023 Employed Population 16+ by Occupation			
Total	25,599	67,440	124,344
White Collar	72.5%	73.2%	72.0%
Management/Business/Financial	22.2%	21.8%	20.8%
Professional	37.8%	37.5%	36.0%
Sales	5.3%	5.7%	5.7%
Administrative Support	7.2%	8.1%	9.4%
Services	14.0%	13.9%	14.5%
Blue Collar	13.5%	12.9%	13.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	3.9%	2.9%	2.4%
Installation/Maintenance/Repair	0.8%	1.3%	1.5%
Production	2.8%	2.5%	2.8%
Transportation/Material Moving	5.7%	6.1%	6.8%

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2010 Households by Type			
Total	20,692	52,278	100,352
Households with 1 Person	33.1%	38.0%	39.7%
Households with 2+ People	66.9%	62.0%	60.3%
Family Households	52.1%	48.3%	46.4%
Husband-wife Families	21.3%	20.8%	20.5%
With Related Children	8.5%	7.5%	7.5%
Other Family (No Spouse Present)	30.7%	27.5%	25.9%
Other Family with Male Householder	6.5%	5.5%	5.1%
With Related Children	3.1%	2.6%	2.4%
Other Family with Female Householder	24.3%	22.0%	20.8%
With Related Children	16.2%	14.4%	13.8%
Nonfamily Households	14.8%	13.7%	13.9%
All Households with Children	28.4%	24.9%	24.2%
Multigenerational Households	6.7%	5.9%	5.3%
Unmarried Partner Households	10.7%	9.8%	9.4%
Male-female	9.5%	8.6%	8.2%
Same-sex	1.1%	1.2%	1.3%
2010 Households by Size			
Total	20,691	52,276	100,351
1 Person Household	33.1%	38.0%	39.7%
2 Person Household	29.1%	29.4%	29.1%
3 Person Household	16.0%	14.5%	14.1%
4 Person Household	9.5%	8.4%	8.4%
5 Person Household	5.7%	4.9%	4.5%
6 Person Household	3.1%	2.4%	2.2%
7 + Person Household	3.4%	2.4%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	20,691	52,277	100,353
Owner Occupied	44.9%	43.2%	41.3%
Owned with a Mortgage/Loan	33.6%	31.9%	31.2%
Owned Free and Clear	11.3%	11.3%	10.0%
Renter Occupied	55.1%	56.8%	58.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	84	82	83
Percent of Income for Mortgage	26.4%	26.9%	26.6%
Wealth Index	72	71	65
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	25,960	64,921	121,497
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	52,730	129,884	239,316
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.
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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Modest Income Homes (12D)	Modest Income Homes (12D)	City Commons (11E)
3.	City Commons (11E)	Laptops and Lattes (3A)	Modest Income Homes (12D)
2023 Consumer Spending			
Apparel & Services: Total $	$50,054,478	$138,044,106	$234,218,347
Average Spent	$2,367.31	$2,342.03	$2,154.31
Spending Potential Index	108	107	98
Education: Total $	$38,526,336	$107,144,258	$182,727,923
Average Spent	$1,822.09	$1,817.79	$1,680.70
Spending Potential Index	102	101	94
Entertainment/Recreation: Total $	$74,717,189	$208,559,261	$355,770,349
Average Spent	$3,533.73	$3,538.38	$3,272.32
Spending Potential Index	93	94	87
Food at Home: Total $	$148,336,278	$406,922,795	$694,043,332
Average Spent	$7,015.53	$6,903.78	$6,383.71
Spending Potential Index	103	102	94
Food Away from Home: Total $	$81,653,407	$227,194,673	$385,091,992
Average Spent	$3,861.78	$3,854.55	$3,542.02
Spending Potential Index	104	104	95
Health Care: Total $	$141,653,307	$395,922,394	$678,651,999
Average Spent	$6,699.46	$6,717.15	$6,242.14
Spending Potential Index	91	91	85
HH Furnishings & Equipment: Total $	$60,564,212	$169,468,682	$288,291,279
Average Spent	$2,864.37	$2,875.18	$2,651.66
Spending Potential Index	97	97	90
Personal Care Products & Services: Total $	$20,523,397	$57,058,107	$97,253,406
Average Spent	$970.65	$968.04	$894.52
Spending Potential Index	102	101	94
Shelter: Total $	$539,484,604	$1,489,547,443	$2,536,185,343
Average Spent	$25,514.78	$25,271.41	$23,327.47
Spending Potential Index	103	102	94
Support Payments/Cash Contributions/Gifts in Kind: Total $	$55,250,849	$155,598,511	$267,966,606
Average Spent	$2,613.07	$2,639.86	$2,464.72
Spending Potential Index	84	84	79
Travel: Total $	$44,102,334	$123,998,705	$210,831,607
Average Spent	$2,085.81	$2,103.74	$1,939.20
Spending Potential Index	93	94	86
Vehicle Maintenance & Repairs: Total $	$26,982,497	$74,935,843	$128,086,752
Average Spent	$1,276.13	$1,271.35	$1,178.12
Spending Potential Index	97	97	90

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

August 18, 2023

Retail Goods and Services Expenditures

400 N Luzerne Ave, Baltimore, Maryland, 21224
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	22.2%	Population	48,734	47,778
Modest Income Homes (12D)	13.2%	Households	21,144	21,034
City Commons (11E)	12.8%	Families	10,698	10,663
Trendsetters (3C)	8.1%	Median Age	34.4	35.5
Social Security Set (9F)	6.9%	Median Household Income	$65,332	$72,591

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	108	$2,367.31	$50,054,478
Men's	106	$432.81	$9,151,247
Women's	106	$788.59	$16,673,974
Children's	107	$354.47	$7,494,996
Footwear	113	$561.80	$11,878,634
Watches & Jewelry	106	$179.71	$3,799,727
Apparel Products and Services (1)	112	$49.94	$1,055,901
Computer			
Computers and Hardware for Home Use	107	$272.77	$5,767,356
Portable Memory	101	$4.65	$98,275
Computer Software	117	$16.85	$356,314
Computer Accessories	102	$25.66	$542,479
Entertainment & Recreation	93	$3,533.73	$74,717,189
Fees and Admissions	90	$641.43	$13,562,350
Membership Fees for Clubs (2)	91	$254.19	$5,374,606
Fees for Participant Sports, excl. Trips	84	$100.54	$2,125,912
Tickets to Theatre/Operas/Concerts	93	$50.82	$1,074,507
Tickets to Movies	103	$28.57	$603,980
Tickets to Parks or Museums	94	$26.04	$550,501
Admission to Sporting Events, excl. Trips	92	$53.69	$1,135,216
Fees for Recreational Lessons	87	$125.95	$2,663,106
Dating Services	152	$1.63	$34,522
TV/Video/Audio	100	$1,358.71	$28,728,667
Cable and Satellite Television Services	97	$836.06	$17,677,633
Televisions	105	$153.05	$3,236,010
Satellite Dishes	101	$1.72	$36,302
VCRs, Video Cameras, and DVD Players	102	$4.91	$103,782
Miscellaneous Video Equipment	114	$14.34	$303,278
Video Cassettes and DVDs	105	$6.88	$145,562
Video Game Hardware/Accessories	122	$49.03	$1,036,592
Video Game Software	124	$24.03	$508,016
Rental/Streaming/Downloaded Video	105	$129.95	$2,747,732
Installation of Televisions	91	$1.47	$31,144
Audio (3)	99	$133.65	$2,825,864
Rental and Repair of TV/Radio/Sound Equipment	131	$3.63	$76,749
Pets	88	$809.15	$17,108,741
Toys/Games/Crafts/Hobbies (4)	101	$160.51	$3,393,922
Recreational Vehicles and Fees (5)	75	$112.75	$2,384,087
Sports/Recreation/Exercise Equipment (6)	88	$248.00	$5,243,703
Photo Equipment and Supplies (7)	101	$47.34	$1,000,977
Reading (8)	97	$123.26	$2,606,259
Catered Affairs (9)	107	$32.56	$688,484
Food	103	$10,877.30	$229,989,685
Food at Home	103	$7,015.53	$148,336,278
Bakery and Cereal Products	103	$908.28	$19,204,718
Meats, Poultry, Fish, and Eggs	104	$1,531.35	$32,378,763
Dairy Products	101	$666.00	$14,081,871
Fruits and Vegetables	104	$1,397.29	$29,544,396
Snacks and Other Food at Home (10)	103	$2,512.61	$53,126,529
Food Away from Home	104	$3,861.78	$81,653,407
Alcoholic Beverages	100	$676.33	$14,300,298

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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August 18, 2023

Retail Goods and Services Expenditures

400 N Luzerne Ave, Baltimore, Maryland, 21224
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	$32,157.11	$679,929,984
Value of Retirement Plans	76	$108,198.83	$2,287,756,094
Value of Other Financial Assets	84	$7,228.06	$152,830,078
Vehicle Loan Amount excluding Interest	95	$3,461.07	$73,180,896
Value of Credit Card Debt	99	$3,122.51	$66,022,405
Health			
Nonprescription Drugs	93	$159.17	$3,365,457
Prescription Drugs	90	$331.96	$7,018,941
Eyeglasses and Contact Lenses	94	$104.08	$2,200,721
Home			
Mortgage Payment and Basics (11)	75	$9,711.51	$205,340,095
Maintenance and Remodeling Services	71	$2,695.67	$56,997,169
Maintenance and Remodeling Materials (12)	68	$533.69	$11,284,393
Utilities, Fuel, and Public Services	98	$5,695.16	$120,418,501
Household Furnishings and Equipment			
Household Textiles (13)	104	$127.42	$2,694,236
Furniture	100	$821.07	$17,360,757
Rugs	91	$38.09	$805,432
Major Appliances (14)	87	$457.10	$9,664,851
Housewares (15)	98	$105.38	$2,228,242
Small Appliances	110	$79.78	$1,686,858
Luggage	104	$14.89	$314,868
Telephones and Accessories	100	$107.40	$2,270,778
Household Operations			
Child Care	98	$503.89	$10,654,269
Lawn and Garden (16)	76	$509.59	$10,774,740
Moving/Storage/Freight Express	107	$96.35	$2,037,319
Housekeeping Supplies (17)	98	$915.30	$19,353,041
Insurance			
Owners and Renters Insurance	79	$614.90	$13,001,432
Vehicle Insurance	101	$2,201.57	$46,549,899
Life/Other Insurance	84	$578.76	$12,237,203
Health Insurance	91	$4,517.50	$95,518,120
Personal Care Products (18)	103	$569.25	$12,036,224
School Books and Supplies (19)	103	$138.42	$2,926,748
Smoking Products	116	$501.35	$10,600,626
Transportation			
Payments on Vehicles excluding Leases	94	$2,852.47	$60,312,546
Gasoline and Motor Oil	99	$2,511.92	$53,112,083
Vehicle Maintenance and Repairs	97	$1,276.13	$26,982,497
Travel			
Airline Fares	96	$447.88	$9,470,029
Lodging on Trips	89	$641.82	$13,570,584
Auto/Truck Rental on Trips	100	$79.29	$1,676,528
Food and Drink on Trips	95	$531.67	$11,241,594

August 18, 2023

400 N Luzerne Ave, Baltimore, Maryland, 21224
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	32.3%	Population	127,432	127,877
Modest Income Homes (12D)	13.2%	Households	58,942	60,159
Laptops and Lattes (3A)	7.9%	Families	26,443	26,874
City Commons (11E)	7.9%	Median Age	35.0	36.3
Emerald City (8B)	4.5%	Median Household Income	$62,649	$68,977

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	107	$2,342.03	$138,044,106
Men's	105	$431.31	$25,422,437
Women's	105	$781.84	$46,083,022
Children's	105	$348.02	$20,512,814
Footwear	111	$551.34	$32,497,075
Watches & Jewelry	107	$180.58	$10,643,871
Apparel Products and Services (1)	110	$48.94	$2,884,886
Computer			
Computers and Hardware for Home Use	106	$271.69	$16,013,662
Portable Memory	101	$4.63	$273,087
Computer Software	116	$16.74	$986,844
Computer Accessories	102	$25.50	$1,503,233
Entertainment & Recreation	94	$3,538.38	$208,559,261
Fees and Admissions	91	$645.88	$38,069,177
Membership Fees for Clubs (2)	93	$257.99	$15,206,501
Fees for Participant Sports, excl. Trips	85	$101.50	$5,982,619
Tickets to Theatre/Operas/Concerts	94	$51.15	$3,015,159
Tickets to Movies	102	$28.29	$1,667,563
Tickets to Parks or Museums	94	$26.24	$1,546,718
Admission to Sporting Events, excl. Trips	95	$55.24	$3,255,984
Fees for Recreational Lessons	85	$123.90	$7,302,898
Dating Services	146	$1.56	$91,735
TV/Video/Audio	100	$1,349.13	$79,520,352
Cable and Satellite Television Services	96	$826.08	$48,690,839
Televisions	104	$152.28	$8,975,782
Satellite Dishes	102	$1.75	$103,105
VCRs, Video Cameras, and DVD Players	101	$4.88	$287,504
Miscellaneous Video Equipment	113	$14.23	$838,538
Video Cassettes and DVDs	105	$6.86	$404,406
Video Game Hardware/Accessories	121	$48.62	$2,865,538
Video Game Software	123	$23.88	$1,407,254
Rental/Streaming/Downloaded Video	106	$130.66	$7,701,068
Installation of Televisions	90	$1.45	$85,220
Audio (3)	100	$134.91	$7,951,743
Rental and Repair of TV/Radio/Sound Equipment	128	$3.55	$209,353
Pets	88	$814.38	$48,001,430
Toys/Games/Crafts/Hobbies (4)	101	$159.73	$9,414,621
Recreational Vehicles and Fees (5)	77	$115.13	$6,786,287
Sports/Recreation/Exercise Equipment (6)	90	$251.77	$14,839,889
Photo Equipment and Supplies (7)	102	$47.65	$2,808,776
Reading (8)	97	$122.64	$7,228,535
Catered Affairs (9)	106	$32.07	$1,890,193
Food	102	$10,758.33	$634,117,469
Food at Home	102	$6,903.78	$406,922,795
Bakery and Cereal Products	101	$892.22	$52,589,383
Meats, Poultry, Fish, and Eggs	102	$1,502.69	$88,571,638
Dairy Products	99	$654.95	$38,604,174
Fruits and Vegetables	102	$1,369.69	$80,732,410
Snacks and Other Food at Home (10)	101	$2,484.23	$146,425,191
Food Away from Home	104	$3,854.55	$227,194,673
Alcoholic Beverages	101	$683.00	$40,257,542

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August 18, 2023

Retail Goods and Services Expenditures

400 N Luzerne Ave, Baltimore, Maryland, 21224
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	83	$32,573.73	$1,919,960,727
Value of Retirement Plans	78	$109,967.15	$6,481,683,740
Value of Other Financial Assets	84	$7,230.69	$426,191,059
Vehicle Loan Amount excluding Interest	96	$3,510.83	$206,935,302
Value of Credit Card Debt	98	$3,089.16	$182,081,542
Health			
Nonprescription Drugs	94	$159.79	$9,418,360
Prescription Drugs	90	$333.27	$19,643,400
Eyeglasses and Contact Lenses	93	$103.67	$6,110,724
Home			
Mortgage Payment and Basics (11)	76	$9,875.46	$582,079,095
Maintenance and Remodeling Services	73	$2,771.35	$163,348,935
Maintenance and Remodeling Materials (12)	70	$549.91	$32,412,704
Utilities, Fuel, and Public Services	97	$5,646.01	$332,787,200
Household Furnishings and Equipment			
Household Textiles (13)	103	$125.81	$7,415,379
Furniture	100	$821.87	$48,442,824
Rugs	92	$38.38	$2,262,195
Major Appliances (14)	87	$459.83	$27,103,380
Housewares (15)	98	$105.57	$6,222,456
Small Appliances	108	$78.40	$4,620,852
Luggage	103	$14.83	$874,257
Telephones and Accessories	99	$106.07	$6,251,948
Household Operations			
Child Care	99	$512.61	$30,214,397
Lawn and Garden (16)	78	$520.36	$30,670,821
Moving/Storage/Freight Express	107	$95.82	$5,647,569
Housekeeping Supplies (17)	98	$909.60	$53,613,411
Insurance			
Owners and Renters Insurance	81	$628.66	$37,054,466
Vehicle Insurance	101	$2,187.88	$128,957,875
Life/Other Insurance	84	$584.63	$34,459,051
Health Insurance	92	$4,530.68	$267,047,442
Personal Care Products (18)	102	$564.42	$33,268,121
School Books and Supplies (19)	103	$138.29	$8,151,177
Smoking Products	114	$492.08	$29,004,426
Transportation			
Payments on Vehicles excluding Leases	95	$2,882.98	$169,928,724
Gasoline and Motor Oil	99	$2,495.38	$147,082,545
Vehicle Maintenance and Repairs	97	$1,271.35	$74,935,843
Travel			
Airline Fares	96	$449.07	$26,468,938
Lodging on Trips	90	$651.14	$38,379,609
Auto/Truck Rental on Trips	101	$79.71	$4,698,291
Food and Drink on Trips	96	$534.75	$31,519,171

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August 18, 2023

Retail Goods and Services Expenditures

400 N Luzerne Ave, Baltimore, Maryland, 21224
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	25.0%	Population	235,826	236,390
City Commons (11E)	10.1%	Households	108,721	110,798
Modest Income Homes (12D)	8.4%	Families	47,443	48,301
Social Security Set (9F)	6.5%	Median Age	34.9	36.2
Laptops and Lattes (3A)	6.4%	Median Household Income	$58,809	$64,096

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	98	$2,154.31	$234,218,347
Men's	97	$396.54	$43,111,993
Women's	97	$721.32	$78,423,034
Children's	97	$320.44	$34,839,084
Footwear	102	$506.80	$55,099,788
Watches & Jewelry	97	$164.19	$17,851,397
Apparel Products and Services (1)	101	$45.01	$4,893,051
Computer			
Computers and Hardware for Home Use	98	$250.45	$27,229,495
Portable Memory	93	$4.27	$464,618
Computer Software	106	$15.37	$1,671,525
Computer Accessories	94	$23.62	$2,567,829
Entertainment & Recreation	87	$3,272.32	$355,770,349
Fees and Admissions	84	$597.74	$64,987,138
Membership Fees for Clubs (2)	86	$237.69	$25,842,226
Fees for Participant Sports, excl. Trips	79	$95.00	$10,328,725
Tickets to Theatre/Operas/Concerts	87	$47.46	$5,159,439
Tickets to Movies	95	$26.14	$2,841,477
Tickets to Parks or Museums	87	$24.18	$2,629,031
Admission to Sporting Events, excl. Trips	87	$50.76	$5,518,254
Fees for Recreational Lessons	79	$115.09	$12,513,154
Dating Services	133	$1.42	$154,831
TV/Video/Audio	92	$1,249.04	$135,796,951
Cable and Satellite Television Services	89	$766.74	$83,360,862
Televisions	96	$140.61	$15,286,946
Satellite Dishes	93	$1.59	$173,123
VCRs, Video Cameras, and DVD Players	94	$4.52	$491,706
Miscellaneous Video Equipment	105	$13.20	$1,435,501
Video Cassettes and DVDs	98	$6.38	$693,331
Video Game Hardware/Accessories	111	$44.69	$4,858,217
Video Game Software	113	$21.96	$2,387,226
Rental/Streaming/Downloaded Video	97	$120.25	$13,073,527
Installation of Televisions	84	$1.36	$147,491
Audio (3)	92	$124.49	$13,534,381
Rental and Repair of TV/Radio/Sound Equipment	117	$3.26	$354,640
Pets	82	$751.68	$81,723,232
Toys/Games/Crafts/Hobbies (4)	93	$147.63	$16,050,153
Recreational Vehicles and Fees (5)	71	$106.21	$11,547,771
Sports/Recreation/Exercise Equipment (6)	83	$232.95	$25,326,533
Photo Equipment and Supplies (7)	94	$43.78	$4,759,473
Reading (8)	90	$113.96	$12,389,693
Catered Affairs (9)	97	$29.34	$3,189,404
Food	94	$9,925.73	$1,079,135,324
Food at Home	94	$6,383.71	$694,043,332
Bakery and Cereal Products	94	$825.93	$89,795,885
Meats, Poultry, Fish, and Eggs	94	$1,389.23	$151,038,642
Dairy Products	92	$606.32	$65,919,849
Fruits and Vegetables	94	$1,266.97	$137,746,298
Snacks and Other Food at Home (10)	94	$2,295.26	$249,542,658
Food Away from Home	95	$3,542.02	$385,091,992
Alcoholic Beverages	93	$627.11	$68,179,760

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August 18, 2023

Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	77	$30,429.46	$3,308,321,167
Value of Retirement Plans	73	$102,987.26	$11,196,877,860
Value of Other Financial Assets	79	$6,727.22	$731,390,555
Vehicle Loan Amount excluding Interest	89	$3,235.28	$351,742,593
Value of Credit Card Debt	90	$2,859.67	$310,906,467
Health			
Nonprescription Drugs	87	$148.23	$16,115,591
Prescription Drugs	84	$310.55	$33,762,947
Eyeglasses and Contact Lenses	87	$96.29	$10,468,973
Home			
Mortgage Payment and Basics (11)	71	$9,211.93	$1,001,530,355
Maintenance and Remodeling Services	68	$2,587.30	$281,294,179
Maintenance and Remodeling Materials (12)	65	$511.41	$55,601,450
Utilities, Fuel, and Public Services	90	$5,231.68	$568,793,641
Household Furnishings and Equipment			
Household Textiles (13)	95	$116.23	$12,636,424
Furniture	92	$758.61	$82,476,821
Rugs	85	$35.42	$3,850,514
Major Appliances (14)	81	$426.01	$46,316,201
Housewares (15)	91	$97.52	$10,602,570
Small Appliances	99	$72.20	$7,849,674
Luggage	95	$13.67	$1,485,746
Telephones and Accessories	91	$98.04	$10,658,950
Household Operations			
Child Care	90	$466.72	$50,742,523
Lawn and Garden (16)	72	$484.31	$52,654,670
Moving/Storage/Freight Express	99	$88.43	$9,614,048
Housekeeping Supplies (17)	90	$841.82	$91,523,158
Insurance			
Owners and Renters Insurance	75	$584.72	$63,570,967
Vehicle Insurance	93	$2,021.43	$219,771,540
Life/Other Insurance	78	$543.45	$59,084,665
Health Insurance	85	$4,206.79	$457,366,002
Personal Care Products (18)	94	$520.77	$56,618,675
School Books and Supplies (19)	95	$127.67	$13,880,668
Smoking Products	105	$453.30	$49,283,048
Transportation			
Payments on Vehicles excluding Leases	88	$2,659.58	$289,152,121
Gasoline and Motor Oil	91	$2,302.79	$250,361,297
Vehicle Maintenance and Repairs	90	$1,178.12	$128,086,752
Travel			
Airline Fares	89	$413.40	$44,945,335
Lodging on Trips	83	$600.42	$65,278,776
Auto/Truck Rental on Trips	93	$73.43	$7,983,628
Food and Drink on Trips	88	$493.07	$53,606,893

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Retail Goods and Services Expenditures

400 N Luzerne Ave, Baltimore, Maryland, 21224
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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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 18, 2023

Business Summary

400 N Luzerne Ave, Baltimore, Maryland, 21224
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.29590
Longitude: -76.58096

Data for all businesses in area	1 mile	2 miles	3 miles
Total Businesses:	1,785	8,362	14,148
Total Employees:	29,441	132,429	227,192
Total Residential Population:	48,734	127,432	235,826
Employee/Residential Population Ratio (per 100 Residents)	60	104	96

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	0.6%	134	0.5%	58	0.7%	541	0.4%	97	0.7%	1,211	0.5%
Construction	66	3.7%	505	1.7%	258	3.1%	2,346	1.8%	491	3.5%	4,881	2.1%
Manufacturing	30	1.7%	324	1.1%	166	2.0%	3,677	2.8%	300	2.1%	6,833	3.0%
Transportation	28	1.6%	167	0.6%	186	2.2%	3,095	2.3%	310	2.2%	4,474	2.0%
Communication	20	1.1%	54	0.2%	60	0.7%	481	0.4%	99	0.7%	748	0.3%
Utility	3	0.2%	36	0.1%	29	0.3%	1,267	1.0%	38	0.3%	1,677	0.7%
Wholesale Trade	28	1.6%	467	1.6%	156	1.9%	2,067	1.6%	291	2.1%	3,793	1.7%
Retail Trade Summary	429	24.0%	2,332	7.9%	1,515	18.1%	14,889	11.2%	2,591	18.3%	25,085	11.0%
Home Improvement	8	0.4%	111	0.4%	30	0.4%	385	0.3%	56	0.4%	1,009	0.4%
General Merchandise Stores	27	1.5%	120	0.4%	80	1.0%	592	0.4%	126	0.9%	907	0.4%
Food Stores	71	4.0%	392	1.3%	177	2.1%	1,463	1.1%	317	2.2%	2,940	1.3%
Auto Dealers & Gas Stations	18	1.0%	98	0.3%	92	1.1%	542	0.4%	159	1.1%	1,169	0.5%
Apparel & Accessory Stores	17	1.0%	68	0.2%	76	0.9%	2,209	1.7%	134	0.9%	3,910	1.7%
Furniture & Home Furnishings	12	0.7%	37	0.1%	67	0.8%	482	0.4%	104	0.7%	841	0.4%
Eating & Drinking Places	199	11.1%	1,221	4.1%	711	8.5%	7,654	5.8%	1,176	8.3%	11,498	5.1%
Miscellaneous Retail	77	4.3%	285	1.0%	282	3.4%	1,561	1.2%	518	3.7%	2,811	1.2%
Finance, Insurance, Real Estate Summary	131	7.3%	713	2.4%	922	11.0%	12,987	9.8%	1,461	10.3%	16,927	7.5%
Banks, Savings & Lending Institutions	30	1.7%	182	0.6%	157	1.9%	2,840	2.1%	245	1.7%	3,384	1.5%
Securities Brokers	9	0.5%	56	0.2%	162	1.9%	3,329	2.5%	229	1.6%	3,930	1.7%
Insurance Carriers & Agents	17	1.0%	75	0.3%	88	1.1%	1,614	1.2%	116	0.8%	2,067	0.9%
Real Estate, Holding, Other Investment Offices	75	4.2%	399	1.4%	515	6.2%	5,203	3.9%	871	6.2%	7,546	3.3%
Services Summary	703	39.4%	24,105	81.9%	3,299	39.5%	74,983	56.6%	5,649	39.9%	132,750	58.4%
Hotels & Lodging	7	0.4%	77	0.3%	67	0.8%	3,627	2.7%	96	0.7%	4,732	2.1%
Automotive Services	28	1.6%	123	0.4%	150	1.8%	1,034	0.8%	280	2.0%	2,187	1.0%
Movies & Amusements	22	1.2%	199	0.7%	139	1.7%	1,402	1.1%	233	1.6%	3,118	1.4%
Health Services	148	8.3%	16,114	54.7%	467	5.6%	25,014	18.9%	932	6.6%	56,496	24.9%
Legal Services	15	0.8%	88	0.3%	440	5.3%	7,748	5.9%	570	4.0%	8,764	3.9%
Education Institutions & Libraries	55	3.1%	2,176	7.4%	158	1.9%	5,629	4.3%	312	2.2%	12,913	5.7%
Other Services	427	23.9%	5,329	18.1%	1,878	22.5%	30,528	23.1%	3,226	22.8%	44,539	19.6%
Government	16	0.9%	357	1.2%	230	2.8%	14,535	11.0%	373	2.6%	26,322	11.6%
Unclassified Establishments	321	18.0%	248	0.8%	1,483	17.7%	1,561	1.2%	2,450	17.3%	2,491	1.1%
Totals	1,785	100.0%	29,441	100.0%	8,362	100.0%	132,429	100.0%	14,148	100.0%	227,192	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

August 18, 2023

400 N Luzerne Ave, Baltimore, Maryland, 21224
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.29590
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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%	5	0.0%	14	0.2%	47	0.0%	23	0.2%	429	0.2%
Mining	1	0.1%	55	0.2%	6	0.1%	88	0.1%	9	0.1%	111	0.0%
Utilities	0	0.0%	0	0.0%	8	0.1%	1,121	0.8%	9	0.1%	1,193	0.5%
Construction	76	4.3%	577	2.0%	305	3.6%	2,780	2.1%	562	4.0%	5,658	2.5%
Manufacturing	36	2.0%	331	1.1%	156	1.9%	2,720	2.1%	288	2.0%	5,188	2.3%
Wholesale Trade	28	1.6%	461	1.6%	153	1.8%	2,046	1.5%	287	2.0%	3,769	1.7%
Retail Trade	217	12.2%	1,019	3.5%	758	9.1%	6,910	5.2%	1,331	9.4%	12,900	5.7%
Motor Vehicle & Parts Dealers	12	0.7%	51	0.2%	74	0.9%	421	0.3%	123	0.9%	928	0.4%
Furniture & Home Furnishings Stores	7	0.4%	15	0.1%	36	0.4%	224	0.2%	50	0.4%	359	0.2%
Electronics & Appliance Stores	4	0.2%	14	0.0%	21	0.3%	206	0.2%	39	0.3%	396	0.2%
Building Material & Garden Equipment & Supplies Dealers	8	0.4%	111	0.4%	30	0.4%	385	0.3%	56	0.4%	1,009	0.4%
Food & Beverage Stores	78	4.4%	361	1.2%	186	2.2%	1,334	1.0%	324	2.3%	2,560	1.1%
Health & Personal Care Stores	15	0.8%	111	0.4%	71	0.8%	551	0.4%	132	0.9%	909	0.4%
Gasoline Stations & Fuel Dealers	6	0.3%	47	0.2%	19	0.2%	122	0.1%	36	0.3%	241	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	19	1.1%	75	0.3%	91	1.1%	2,272	1.7%	164	1.2%	4,048	1.8%
Sporting Goods, Hobby, Book, & Music Stores	30	1.7%	83	0.3%	120	1.4%	578	0.4%	217	1.5%	958	0.4%
General Merchandise Stores	38	2.1%	150	0.5%	109	1.3%	818	0.6%	189	1.3%	1,490	0.7%
Transportation & Warehousing	22	1.2%	142	0.5%	146	1.7%	2,855	2.2%	249	1.8%	4,361	1.9%
Information	39	2.2%	1,348	4.6%	211	2.5%	4,319	3.3%	328	2.3%	6,180	2.7%
Finance & Insurance	56	3.1%	314	1.1%	419	5.0%	7,992	6.0%	614	4.3%	9,614	4.2%
Central Bank/Credit Intermediation & Related Activities	30	1.7%	181	0.6%	144	1.7%	2,645	2.0%	232	1.6%	3,186	1.4%
Securities & Commodity Contracts	10	0.6%	57	0.2%	186	2.2%	3,731	2.8%	265	1.9%	4,359	1.9%
Funds, Trusts & Other Financial Vehicles	17	1.0%	75	0.3%	89	1.1%	1,616	1.2%	117	0.8%	2,069	0.9%
Real Estate, Rental & Leasing	67	3.8%	320	1.1%	446	5.3%	3,638	2.7%	780	5.5%	5,693	2.5%
Professional, Scientific & Tech Services	135	7.6%	1,175	4.0%	1,127	13.5%	22,493	17.0%	1,621	11.5%	27,763	12.2%
Legal Services	18	1.0%	99	0.3%	460	5.5%	7,884	6.0%	601	4.2%	8,949	3.9%
Management of Companies & Enterprises	4	0.2%	38	0.1%	41	0.5%	1,305	1.0%	72	0.5%	1,591	0.7%
Administrative, Support & Waste Management Services	47	2.6%	368	1.2%	262	3.1%	3,756	2.8%	417	2.9%	5,475	2.4%
Educational Services	56	3.1%	2,112	7.2%	154	1.8%	5,511	4.2%	302	2.1%	12,595	5.5%
Health Care & Social Assistance	195	10.9%	16,510	56.1%	614	7.3%	26,826	20.3%	1,210	8.6%	60,806	26.8%
Arts, Entertainment & Recreation	24	1.3%	190	0.6%	163	1.9%	2,507	1.9%	287	2.0%	4,921	2.2%
Accommodation & Food Services	210	11.8%	1,351	4.6%	794	9.5%	11,408	8.6%	1,299	9.2%	16,431	7.2%
Accommodation	7	0.4%	77	0.3%	67	0.8%	3,627	2.7%	96	0.7%	4,732	2.1%
Food Services & Drinking Places	203	11.4%	1,274	4.3%	726	8.7%	7,780	5.9%	1,203	8.5%	11,699	5.1%
Other Services (except Public Administration)	234	13.1%	2,520	8.6%	870	10.4%	7,734	5.8%	1,637	11.6%	13,338	5.9%
Automotive Repair & Maintenance	22	1.2%	92	0.3%	88	1.1%	331	0.2%	159	1.1%	693	0.3%
Public Administration	16	0.9%	357	1.2%	232	2.8%	14,817	11.2%	376	2.7%	26,698	11.8%
Unclassified Establishments	321	18.0%	248	0.8%	1,482	17.7%	1,554	1.2%	2,448	17.3%	2,477	1.1%
Total	1,785	100.0%	29,441	100.0%	8,362	100.0%	132,429	100.0%	14,148	100.0%	227,192	100.0%

August 18, 2023