

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	18,996	91,107	246,754
2010 Total Population	21,795	87,439	232,846
2019 Total Population	22,373	85,224	225,722
2019 Group Quarters	3,840	7,998	13,543
2024 Total Population	22,117	83,293	220,730
2019-2024 Annual Rate	-0.23%	-0.46%	-0.45%
2019 Total Daytime Population	20,769	99,931	223,443
Workers	9,762	53,768	99,197
Residents	11,007	46,163	124,246
Household Summary			
2000 Households	9,018	37,560	98,789
2000 Average Household Size	2.01	2.25	2.38
2010 Households	8,975	35,777	93,338
2010 Average Household Size	2.04	2.23	2.35
2019 Households	9,079	34,726	90,312
2019 Average Household Size	2.04	2.22	2.35
2024 Households	8,946	33,857	88,131
2024 Average Household Size	2.04	2.22	2.35
2019-2024 Annual Rate	-0.29%	-0.51%	-0.49%
2010 Families	4,006	17,515	49,714
2010 Average Family Size	2.83	3.02	3.13
2019 Families	4,004	16,806	47,707
2019 Average Family Size	2.85	3.03	3.14
2024 Families	3,937	16,351	46,471
2024 Average Family Size	2.86	3.03	3.14
2019-2024 Annual Rate	-0.34%	-0.55%	-0.52%
Housing Unit Summary			
2000 Housing Units	9,850	42,669	114,320
Owner Occupied Housing Units	52.4%	45.2%	43.4%
Renter Occupied Housing Units	39.1%	42.8%	43.0%
Vacant Housing Units	8.4%	12.0%	13.6%
2010 Housing Units	9,850	41,057	110,861
Owner Occupied Housing Units	52.3%	45.0%	42.0%
Renter Occupied Housing Units	38.8%	42.1%	42.2%
Vacant Housing Units	8.9%	12.9%	15.8%
2019 Housing Units	10,171	41,410	111,948
Owner Occupied Housing Units	51.0%	44.3%	41.6%
Renter Occupied Housing Units	38.3%	39.6%	39.1%
Vacant Housing Units	10.7%	16.1%	19.3%
2024 Housing Units	10,179	41,279	111,879
Owner Occupied Housing Units	50.7%	43.9%	41.2%
Renter Occupied Housing Units	37.2%	38.2%	37.6%
Vacant Housing Units	12.1%	18.0%	21.2%
Median Household Income			
2019	\$72,972	\$53,921	\$49,763
2024	\$80,302	\$58,967	\$53,435
Median Home Value			
2019	\$274,918	\$237,476	\$190,730
2024	\$317,005	\$275,947	\$225,970
Per Capita Income			
2019	\$47,553	\$38,714	\$31,973
2024	\$52,188	\$42,686	\$35,513
Median Age			
2010	35.7	35.2	35.9
2019	38.9	36.6	37.3
2024	39.9	37.4	38.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2019 Households by Income			
Household Income Base	9,079	34,721	90,307
<\$15,000	10.0%	16.8%	17.7%
\$15,000 - \$24,999	6.4%	8.6%	9.7%
\$25,000 - \$34,999	9.0%	9.8%	10.1%
\$35,000 - \$49,999	9.4%	11.9%	12.6%
\$50,000 - \$74,999	16.1%	13.9%	15.6%
\$75,000 - \$99,999	10.3%	8.6%	9.6%
\$100,000 - \$149,999	15.3%	12.7%	12.0%
\$150,000 - \$199,999	10.4%	7.4%	5.8%
\$200,000+	13.1%	10.4%	6.7%
Average Household Income	\$114,535	\$94,446	\$79,258
2024 Households by Income			
Household Income Base	8,946	33,852	88,126
<\$15,000	9.2%	15.4%	16.3%
\$15,000 - \$24,999	5.6%	7.6%	8.7%
\$25,000 - \$34,999	8.6%	9.6%	10.0%
\$35,000 - \$49,999	8.7%	11.4%	12.1%
\$50,000 - \$74,999	15.3%	13.5%	15.3%
\$75,000 - \$99,999	10.3%	9.0%	10.1%
\$100,000 - \$149,999	16.1%	13.6%	13.0%
\$150,000 - \$199,999	11.8%	8.5%	6.9%
\$200,000+	14.5%	11.4%	7.7%
Average Household Income	\$126,278	\$104,444	\$88,255
2019 Owner Occupied Housing Units by Value			
Total	5,185	18,327	46,533
<\$50,000	0.6%	3.1%	4.4%
\$50,000 - \$99,999	2.3%	13.8%	18.0%
\$100,000 - \$149,999	9.8%	14.1%	17.2%
\$150,000 - \$199,999	15.3%	10.5%	12.8%
\$200,000 - \$249,999	16.1%	11.3%	10.1%
\$250,000 - \$299,999	11.8%	9.7%	9.2%
\$300,000 - \$399,999	13.9%	10.6%	10.7%
\$400,000 - \$499,999	10.0%	8.2%	6.4%
\$500,000 - \$749,999	11.3%	11.0%	7.1%
\$750,000 - \$999,999	6.2%	4.5%	2.4%
\$1,000,000 - \$1,499,999	1.6%	2.3%	1.2%
\$1,500,000 - \$1,999,999	0.6%	0.4%	0.2%
\$2,000,000 +	0.5%	0.5%	0.4%
Average Home Value	\$369,402	\$327,664	\$265,538
2024 Owner Occupied Housing Units by Value			
Total	5,156	18,095	46,086
<\$50,000	0.4%	2.6%	3.8%
\$50,000 - \$99,999	1.6%	12.0%	15.7%
\$100,000 - \$149,999	6.2%	11.0%	14.2%
\$150,000 - \$199,999	11.7%	8.7%	11.3%
\$200,000 - \$249,999	15.2%	10.4%	9.4%
\$250,000 - \$299,999	12.1%	10.4%	9.7%
\$300,000 - \$399,999	16.3%	11.9%	12.5%
\$400,000 - \$499,999	11.1%	9.8%	8.2%
\$500,000 - \$749,999	14.3%	13.7%	9.6%
\$750,000 - \$999,999	8.4%	6.2%	3.4%
\$1,000,000 - \$1,499,999	1.7%	2.5%	1.3%
\$1,500,000 - \$1,999,999	0.5%	0.3%	0.2%
\$2,000,000 +	0.5%	0.5%	0.5%
Average Home Value	\$408,322	\$365,866	\$299,822

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

4531 Falls Rd, Baltimore, Maryland, 21209
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 39.34405
 Longitude: -76.64042

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	21,796	87,438	232,845
0 - 4	4.2%	5.4%	6.2%
5 - 9	3.9%	4.8%	5.5%
10 - 14	3.7%	4.5%	5.4%
15 - 24	21.6%	20.4%	17.9%
25 - 34	15.8%	14.8%	14.1%
35 - 44	11.9%	11.8%	12.0%
45 - 54	11.1%	13.0%	14.1%
55 - 64	10.8%	11.4%	11.8%
65 - 74	7.4%	7.1%	7.0%
75 - 84	5.7%	4.6%	4.3%
85 +	4.0%	2.1%	1.9%
18 +	86.3%	82.4%	79.5%
2019 Population by Age			
Total	22,373	85,224	225,725
0 - 4	3.6%	4.7%	5.5%
5 - 9	3.4%	4.7%	5.5%
10 - 14	3.5%	4.7%	5.5%
15 - 24	21.5%	18.9%	15.7%
25 - 34	13.6%	15.3%	15.0%
35 - 44	11.0%	10.8%	11.4%
45 - 54	10.1%	10.9%	11.6%
55 - 64	11.0%	12.2%	13.0%
65 - 74	10.3%	9.7%	9.7%
75 - 84	6.9%	5.3%	4.9%
85 +	5.2%	2.8%	2.3%
18 +	87.7%	83.5%	80.6%
2024 Population by Age			
Total	22,115	83,293	220,729
0 - 4	3.5%	4.7%	5.6%
5 - 9	3.3%	4.5%	5.2%
10 - 14	3.1%	4.5%	5.3%
15 - 24	21.2%	18.9%	15.7%
25 - 34	13.7%	14.6%	14.2%
35 - 44	10.4%	11.2%	12.2%
45 - 54	9.7%	10.3%	11.0%
55 - 64	10.3%	11.5%	12.0%
65 - 74	10.9%	10.4%	10.4%
75 - 84	8.3%	6.5%	6.0%
85 +	5.5%	3.0%	2.4%
18 +	88.3%	83.8%	80.9%
2010 Population by Sex			
Males	9,805	40,745	107,461
Females	11,990	46,694	125,385
2019 Population by Sex			
Males	10,016	39,745	104,175
Females	12,357	45,479	121,547
2024 Population by Sex			
Males	9,875	38,866	102,077
Females	12,242	44,427	118,654

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	21,794	87,438	232,845
White Alone	75.1%	45.7%	30.2%
Black Alone	15.8%	45.4%	63.5%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	5.4%	5.7%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.7%	0.7%
Two or More Races	2.5%	2.2%	1.9%
Hispanic Origin	3.3%	2.6%	2.2%
Diversity Index	44.7	60.3	52.6
2019 Population by Race/Ethnicity			
Total	22,372	85,222	225,722
White Alone	73.3%	45.4%	29.9%
Black Alone	15.7%	43.9%	62.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	6.2%	6.8%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.0%	0.9%
Two or More Races	3.1%	2.7%	2.4%
Hispanic Origin	4.8%	3.7%	3.1%
Diversity Index	48.6	62.6	54.9
2024 Population by Race/Ethnicity			
Total	22,116	83,291	220,729
White Alone	72.1%	44.7%	29.4%
Black Alone	15.5%	43.3%	61.8%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	6.8%	7.5%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.2%	1.1%
Two or More Races	3.6%	3.0%	2.7%
Hispanic Origin	6.1%	4.6%	3.9%
Diversity Index	51.4	64.2	56.4
2010 Population by Relationship and Household Type			
Total	21,795	87,439	232,846
In Households	83.9%	91.3%	94.4%
In Family Households	53.7%	63.2%	69.9%
Householder	18.6%	20.0%	21.4%
Spouse	13.4%	11.3%	10.4%
Child	17.5%	24.7%	29.3%
Other relative	2.6%	4.5%	5.7%
Nonrelative	1.6%	2.6%	3.1%
In Nonfamily Households	30.1%	28.1%	24.5%
In Group Quarters	16.1%	8.7%	5.6%
Institutionalized Population	2.3%	1.4%	0.8%
Noninstitutionalized Population	13.8%	7.4%	4.8%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2019 Population 25+ by Educational Attainment			
Total	15,236	57,146	153,018
Less than 9th Grade	3.0%	3.6%	4.0%
9th - 12th Grade, No Diploma	5.4%	8.5%	9.5%
High School Graduate	13.2%	18.0%	22.2%
GED/Alternative Credential	2.7%	3.5%	4.2%
Some College, No Degree	12.5%	15.1%	18.2%
Associate Degree	3.2%	4.3%	5.1%
Bachelor's Degree	24.6%	20.3%	17.6%
Graduate/Professional Degree	35.4%	26.8%	19.2%
2019 Population 15+ by Marital Status			
Total	20,047	73,256	188,543
Never Married	49.0%	51.3%	51.2%
Married	34.8%	32.9%	31.4%
Widowed	6.5%	6.3%	7.0%
Divorced	9.7%	9.4%	10.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	93.9%	93.1%
Civilian Unemployed (Unemployment Rate)	3.0%	6.1%	6.9%
2019 Employed Population 16+ by Industry			
Total	11,545	39,835	103,571
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	2.6%	3.6%	3.7%
Manufacturing	4.7%	3.7%	4.0%
Wholesale Trade	1.1%	1.2%	1.4%
Retail Trade	9.1%	7.1%	7.7%
Transportation/Utilities	2.4%	4.2%	5.8%
Information	3.7%	2.6%	2.0%
Finance/Insurance/Real Estate	7.4%	5.6%	5.7%
Services	63.0%	63.7%	61.0%
Public Administration	6.2%	8.0%	8.7%
2019 Employed Population 16+ by Occupation			
Total	11,547	39,835	103,571
White Collar	81.9%	75.0%	66.3%
Management/Business/Financial	19.9%	16.3%	13.9%
Professional	43.0%	39.5%	31.8%
Sales	9.6%	7.9%	7.6%
Administrative Support	9.4%	11.2%	13.0%
Services	11.2%	14.8%	20.2%
Blue Collar	6.9%	10.3%	13.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.1%	2.2%	2.5%
Installation/Maintenance/Repair	1.3%	1.3%	1.7%
Production	2.1%	1.9%	2.7%
Transportation/Material Moving	2.5%	4.7%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	21,795	87,439	232,846
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

4531 Falls Rd, Baltimore, Maryland, 21209
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34405
Longitude: -76.64042

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	8,975	35,778	93,338
Households with 1 Person	43.5%	39.0%	36.8%
Households with 2+ People	56.5%	61.0%	63.2%
Family Households	44.6%	49.0%	53.3%
Husband-wife Families	32.2%	27.5%	25.9%
With Related Children	12.5%	10.9%	10.7%
Other Family (No Spouse Present)	12.5%	21.4%	27.4%
Other Family with Male Householder	3.2%	4.4%	5.1%
With Related Children	1.7%	2.2%	2.5%
Other Family with Female Householder	9.3%	17.0%	22.2%
With Related Children	5.4%	10.5%	13.8%
Nonfamily Households	11.8%	12.1%	10.0%
All Households with Children	19.8%	24.0%	27.5%
Multigenerational Households	2.2%	5.0%	6.3%
Unmarried Partner Households	7.6%	7.7%	7.8%
Male-female	6.0%	6.2%	6.5%
Same-sex	1.6%	1.5%	1.3%
2010 Households by Size			
Total	8,974	35,778	93,339
1 Person Household	43.5%	39.0%	36.8%
2 Person Household	32.1%	30.2%	28.8%
3 Person Household	12.5%	13.9%	15.0%
4 Person Household	7.5%	9.5%	10.1%
5 Person Household	2.9%	4.3%	5.0%
6 Person Household	0.9%	1.7%	2.2%
7 + Person Household	0.7%	1.5%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	8,975	35,777	93,338
Owner Occupied	57.4%	51.7%	49.9%
Owned with a Mortgage/Loan	42.4%	37.5%	36.7%
Owned Free and Clear	15.1%	14.1%	13.2%
Renter Occupied	42.6%	48.3%	50.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,850	41,057	110,861
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

4531 Falls Rd, Baltimore, Maryland, 21209
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34405
Longitude: -76.64042

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Emerald City (8B)	Family Foundations (12A)
2.	Retirement Communities (9E)	Modest Income Homes (12D)	Modest Income Homes (12D)
3.	Golden Years (9B)	Family Foundations (12A)	Emerald City (8B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$25,491,689	\$82,289,116	\$180,391,057
Average Spent	\$2,807.76	\$2,369.67	\$1,997.42
Spending Potential Index	131	111	93
Education: Total \$	\$19,262,561	\$61,318,203	\$131,126,060
Average Spent	\$2,121.66	\$1,765.77	\$1,451.92
Spending Potential Index	133	111	91
Entertainment/Recreation: Total \$	\$38,106,413	\$120,870,063	\$264,723,309
Average Spent	\$4,197.20	\$3,480.68	\$2,931.21
Spending Potential Index	128	106	90
Food at Home: Total \$	\$60,205,702	\$196,113,913	\$433,722,349
Average Spent	\$6,631.31	\$5,647.47	\$4,802.49
Spending Potential Index	128	109	93
Food Away from Home: Total \$	\$43,680,965	\$140,843,381	\$306,197,809
Average Spent	\$4,811.21	\$4,055.85	\$3,390.44
Spending Potential Index	131	110	92
Health Care: Total \$	\$67,844,365	\$217,571,448	\$482,026,649
Average Spent	\$7,472.67	\$6,265.38	\$5,337.35
Spending Potential Index	126	106	90
HH Furnishings & Equipment: Total \$	\$24,918,614	\$78,938,992	\$171,482,352
Average Spent	\$2,744.64	\$2,273.20	\$1,898.78
Spending Potential Index	129	107	89
Personal Care Products & Services: Total \$	\$10,560,755	\$33,571,816	\$73,130,637
Average Spent	\$1,163.21	\$966.76	\$809.76
Spending Potential Index	131	109	91
Shelter: Total \$	\$226,978,922	\$719,722,077	\$1,573,017,074
Average Spent	\$25,000.43	\$20,725.74	\$17,417.59
Spending Potential Index	135	112	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,222,663	\$92,446,406	\$201,308,784
Average Spent	\$3,328.85	\$2,662.17	\$2,229.04
Spending Potential Index	134	107	90
Travel: Total \$	\$26,909,869	\$81,662,182	\$176,112,366
Average Spent	\$2,963.97	\$2,351.61	\$1,950.04
Spending Potential Index	132	105	87
Vehicle Maintenance & Repairs: Total \$	\$13,927,927	\$43,860,165	\$94,189,705
Average Spent	\$1,534.08	\$1,263.04	\$1,042.94
Spending Potential Index	134	110	91

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Emerald City (8B)	38.2%	Population	22,373	22,117
Retirement Communities (9E)	18.1%	Households	9,079	8,946
Golden Years (9B)	12.7%	Families	4,004	3,937
Laptops and Lattes (3A)	11.1%	Median Age	38.9	39.9
Urban Chic (2A)	8.7%	Median Household Income	\$72,972	\$80,302
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,807.76	\$25,491,689
Men's		132	\$546.37	\$4,960,477
Women's		134	\$962.94	\$8,742,569
Children's		122	\$392.39	\$3,562,491
Footwear		131	\$628.73	\$5,708,260
Watches & Jewelry		135	\$185.98	\$1,688,535
Apparel Products and Services (1)		138	\$91.35	\$829,356
Computer				
Computers and Hardware for Home Use		137	\$226.62	\$2,057,478
Portable Memory		131	\$5.83	\$52,902
Computer Software		140	\$14.16	\$128,604
Computer Accessories		130	\$24.69	\$224,133
Entertainment & Recreation		128	\$4,197.20	\$38,106,413
Fees and Admissions		136	\$969.89	\$8,805,592
Membership Fees for Clubs (2)		139	\$328.23	\$2,979,984
Fees for Participant Sports, excl. Trips		131	\$141.00	\$1,280,163
Tickets to Theatre/Operas/Concerts		143	\$107.97	\$980,266
Tickets to Movies		135	\$74.06	\$672,387
Tickets to Parks or Museums		132	\$42.57	\$386,462
Admission to Sporting Events, excl. Trips		131	\$82.51	\$749,150
Fees for Recreational Lessons		134	\$192.41	\$1,746,870
Dating Services		163	\$1.14	\$10,310
TV/Video/Audio		127	\$1,551.55	\$14,086,563
Cable and Satellite Television Services		125	\$1,102.68	\$10,011,203
Televisions		129	\$139.53	\$1,266,802
Satellite Dishes		117	\$1.83	\$16,626
VCRs, Video Cameras, and DVD Players		130	\$7.52	\$68,265
Miscellaneous Video Equipment		124	\$31.53	\$286,283
Video Cassettes and DVDs		127	\$14.51	\$131,716
Video Game Hardware/Accessories		132	\$36.83	\$334,384
Video Game Software		136	\$20.61	\$187,124
Rental/Streaming/Downloaded Video		138	\$64.36	\$584,365
Installation of Televisions		132	\$1.51	\$13,683
Audio (3)		130	\$126.50	\$1,148,492
Rental and Repair of TV/Radio/Sound Equipment		132	\$4.14	\$37,619
Pets		122	\$804.70	\$7,305,902
Toys/Games/Crafts/Hobbies (4)		128	\$151.29	\$1,373,606
Recreational Vehicles and Fees (5)		125	\$200.08	\$1,816,493
Sports/Recreation/Exercise Equipment (6)		127	\$263.24	\$2,389,925
Photo Equipment and Supplies (7)		137	\$71.27	\$647,065
Reading (8)		135	\$144.55	\$1,312,329
Catered Affairs (9)		152	\$40.64	\$368,937
Food		129	\$11,442.52	\$103,886,667
Food at Home		128	\$6,631.31	\$60,205,702
Bakery and Cereal Products		128	\$868.42	\$7,884,371
Meats, Poultry, Fish, and Eggs		128	\$1,463.88	\$13,290,573
Dairy Products		128	\$685.67	\$6,225,180
Fruits and Vegetables		130	\$1,323.88	\$12,019,548
Snacks and Other Food at Home (10)		127	\$2,289.46	\$20,786,030
Food Away from Home		131	\$4,811.21	\$43,680,965
Alcoholic Beverages		139	\$801.54	\$7,277,206

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	140	\$30,065.87	\$272,967,999
Value of Retirement Plans	129	\$123,314.52	\$1,119,572,545
Value of Other Financial Assets	143	\$8,101.56	\$73,554,101
Vehicle Loan Amount excluding Interest	119	\$3,413.43	\$30,990,494
Value of Credit Card Debt	129	\$3,142.76	\$28,533,074
Health			
Nonprescription Drugs	127	\$182.83	\$1,659,890
Prescription Drugs	122	\$445.73	\$4,046,755
Eyeglasses and Contact Lenses	125	\$113.01	\$1,026,024
Home			
Mortgage Payment and Basics (11)	121	\$12,174.82	\$110,535,191
Maintenance and Remodeling Services	123	\$2,632.90	\$23,904,073
Maintenance and Remodeling Materials (12)	113	\$551.71	\$5,008,947
Utilities, Fuel, and Public Services	124	\$6,029.71	\$54,743,693
Household Furnishings and Equipment			
Household Textiles (13)	130	\$130.35	\$1,183,474
Furniture	131	\$804.26	\$7,301,889
Rugs	135	\$43.77	\$397,351
Major Appliances (14)	120	\$424.77	\$3,856,511
Housewares (15)	128	\$136.21	\$1,236,619
Small Appliances	131	\$63.82	\$579,444
Luggage	135	\$18.85	\$171,173
Telephones and Accessories	134	\$100.90	\$916,051
Household Operations			
Child Care	132	\$672.61	\$6,106,620
Lawn and Garden (16)	121	\$570.15	\$5,176,426
Moving/Storage/Freight Express	144	\$95.96	\$871,224
Housekeeping Supplies (17)	126	\$946.06	\$8,589,304
Insurance			
Owners and Renters Insurance	116	\$671.19	\$6,093,694
Vehicle Insurance	125	\$1,938.52	\$17,599,813
Life/Other Insurance	122	\$562.95	\$5,111,031
Health Insurance	126	\$4,934.32	\$44,798,692
Personal Care Products (18)	130	\$650.81	\$5,908,686
School Books and Supplies (19)	129	\$200.96	\$1,824,496
Smoking Products	124	\$499.54	\$4,535,285
Transportation			
Payments on Vehicles excluding Leases	118	\$3,002.78	\$27,262,261
Gasoline and Motor Oil	122	\$2,794.68	\$25,372,916
Vehicle Maintenance and Repairs	134	\$1,534.08	\$13,927,927
Travel			
Airline Fares	138	\$752.45	\$6,831,524
Lodging on Trips	130	\$806.68	\$7,323,887
Auto/Truck Rental on Trips	137	\$35.93	\$326,193
Food and Drink on Trips	132	\$710.26	\$6,448,476

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Emerald City (8B)	18.6%	Population	85,224	83,293
Modest Income Homes (12D)	16.1%	Households	34,726	33,857
Family Foundations (12A)	9.8%	Families	16,806	16,351
Urban Chic (2A)	9.6%	Median Age	36.6	37.4
Metro Renters (3B)	7.7%	Median Household Income	\$53,921	\$58,967
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,369.67	\$82,289,116
Men's		111	\$460.44	\$15,989,270
Women's		111	\$803.35	\$27,897,127
Children's		105	\$337.07	\$11,704,967
Footwear		112	\$539.43	\$18,732,340
Watches & Jewelry		113	\$155.59	\$5,403,099
Apparel Products and Services (1)		111	\$73.79	\$2,562,313
Computer				
Computers and Hardware for Home Use		115	\$190.21	\$6,605,356
Portable Memory		108	\$4.83	\$167,622
Computer Software		121	\$12.29	\$426,783
Computer Accessories		108	\$20.48	\$711,213
Entertainment & Recreation		106	\$3,480.68	\$120,870,063
Fees and Admissions		107	\$764.68	\$26,554,323
Membership Fees for Clubs (2)		109	\$256.93	\$8,922,314
Fees for Participant Sports, excl. Trips		105	\$112.25	\$3,897,822
Tickets to Theatre/Operas/Concerts		111	\$83.85	\$2,911,632
Tickets to Movies		111	\$60.93	\$2,115,879
Tickets to Parks or Museums		108	\$35.05	\$1,217,003
Admission to Sporting Events, excl. Trips		107	\$67.75	\$2,352,751
Fees for Recreational Lessons		102	\$146.90	\$5,101,404
Dating Services		146	\$1.02	\$35,519
TV/Video/Audio		111	\$1,355.97	\$47,087,487
Cable and Satellite Television Services		110	\$967.66	\$33,602,837
Televisions		112	\$121.23	\$4,209,774
Satellite Dishes		98	\$1.54	\$53,416
VCRs, Video Cameras, and DVD Players		112	\$6.46	\$224,386
Miscellaneous Video Equipment		108	\$27.59	\$958,108
Video Cassettes and DVDs		109	\$12.48	\$433,292
Video Game Hardware/Accessories		122	\$34.06	\$1,182,877
Video Game Software		123	\$18.65	\$647,768
Rental/Streaming/Downloaded Video		117	\$54.71	\$1,899,968
Installation of Televisions		97	\$1.11	\$38,437
Audio (3)		109	\$106.47	\$3,697,361
Rental and Repair of TV/Radio/Sound Equipment		127	\$4.01	\$139,262
Pets		101	\$668.60	\$23,217,885
Toys/Games/Crafts/Hobbies (4)		109	\$128.36	\$4,457,601
Recreational Vehicles and Fees (5)		90	\$144.14	\$5,005,512
Sports/Recreation/Exercise Equipment (6)		103	\$213.93	\$7,429,070
Photo Equipment and Supplies (7)		112	\$58.14	\$2,018,876
Reading (8)		109	\$115.87	\$4,023,786
Catered Affairs (9)		116	\$30.97	\$1,075,524
Food		110	\$9,703.31	\$336,957,294
Food at Home		109	\$5,647.47	\$196,113,913
Bakery and Cereal Products		109	\$739.65	\$25,685,135
Meats, Poultry, Fish, and Eggs		110	\$1,260.41	\$43,768,836
Dairy Products		108	\$575.98	\$20,001,578
Fruits and Vegetables		109	\$1,106.57	\$38,426,788
Snacks and Other Food at Home (10)		109	\$1,964.86	\$68,231,576
Food Away from Home		110	\$4,055.85	\$140,843,381
Alcoholic Beverages		112	\$645.01	\$22,398,713

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	104	\$22,371.18	\$776,861,509
Value of Retirement Plans	101	\$96,148.86	\$3,338,865,466
Value of Other Financial Assets	119	\$6,780.30	\$235,452,792
Vehicle Loan Amount excluding Interest	107	\$3,056.06	\$106,124,660
Value of Credit Card Debt	107	\$2,622.10	\$91,055,032
Health			
Nonprescription Drugs	108	\$154.95	\$5,380,962
Prescription Drugs	106	\$387.11	\$13,442,865
Eyeglasses and Contact Lenses	104	\$93.92	\$3,261,419
Home			
Mortgage Payment and Basics (11)	94	\$9,496.13	\$329,762,501
Maintenance and Remodeling Services	95	\$2,031.00	\$70,528,349
Maintenance and Remodeling Materials (12)	90	\$438.55	\$15,229,082
Utilities, Fuel, and Public Services	109	\$5,289.74	\$183,691,638
Household Furnishings and Equipment			
Household Textiles (13)	110	\$110.59	\$3,840,322
Furniture	110	\$676.35	\$23,486,774
Rugs	105	\$34.02	\$1,181,467
Major Appliances (14)	101	\$356.98	\$12,396,543
Housewares (15)	106	\$112.36	\$3,901,960
Small Appliances	113	\$54.71	\$1,899,936
Luggage	111	\$15.48	\$537,656
Telephones and Accessories	107	\$80.78	\$2,805,238
Household Operations			
Child Care	106	\$541.48	\$18,803,294
Lawn and Garden (16)	97	\$454.31	\$15,776,450
Moving/Storage/Freight Express	123	\$81.54	\$2,831,503
Housekeeping Supplies (17)	107	\$803.65	\$27,907,534
Insurance			
Owners and Renters Insurance	98	\$570.19	\$19,800,472
Vehicle Insurance	110	\$1,697.49	\$58,946,865
Life/Other Insurance	101	\$467.04	\$16,218,281
Health Insurance	106	\$4,158.84	\$144,420,029
Personal Care Products (18)	110	\$552.77	\$19,195,496
School Books and Supplies (19)	112	\$173.43	\$6,022,600
Smoking Products	118	\$476.43	\$16,544,442
Transportation			
Payments on Vehicles excluding Leases	104	\$2,636.24	\$91,546,008
Gasoline and Motor Oil	108	\$2,464.44	\$85,580,128
Vehicle Maintenance and Repairs	110	\$1,263.04	\$43,860,165
Travel			
Airline Fares	108	\$587.16	\$20,389,879
Lodging on Trips	103	\$640.17	\$22,230,563
Auto/Truck Rental on Trips	107	\$27.96	\$970,853
Food and Drink on Trips	105	\$568.31	\$19,735,058

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.34405
 Longitude: -76.64042

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	18.6%	Population	225,722	220,730
Modest Income Homes (12D)	18.0%	Households	90,312	88,131
Emerald City (8B)	9.6%	Families	47,707	46,471
City Strivers (11A)	6.7%	Median Age	37.3	38.2
Urban Chic (2A)	6.2%	Median Household Income	\$49,763	\$53,435
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$1,997.42	\$180,391,057
Men's		92	\$382.49	\$34,543,499
Women's		94	\$677.35	\$61,172,458
Children's		89	\$287.19	\$25,936,562
Footwear		95	\$458.59	\$41,416,467
Watches & Jewelry		94	\$129.13	\$11,662,246
Apparel Products and Services (1)		94	\$62.67	\$5,659,825
Computer				
Computers and Hardware for Home Use		95	\$157.46	\$14,220,385
Portable Memory		89	\$3.99	\$360,005
Computer Software		100	\$10.19	\$920,122
Computer Accessories		90	\$17.14	\$1,548,283
Entertainment & Recreation		90	\$2,931.21	\$264,723,309
Fees and Admissions		89	\$633.26	\$57,191,374
Membership Fees for Clubs (2)		89	\$211.16	\$19,070,180
Fees for Participant Sports, excl. Trips		87	\$93.07	\$8,405,605
Tickets to Theatre/Operas/Concerts		91	\$68.83	\$6,216,518
Tickets to Movies		91	\$50.03	\$4,517,967
Tickets to Parks or Museums		91	\$29.56	\$2,669,396
Admission to Sporting Events, excl. Trips		91	\$57.17	\$5,162,758
Fees for Recreational Lessons		85	\$122.57	\$11,069,646
Dating Services		126	\$0.88	\$79,303
TV/Video/Audio		95	\$1,158.82	\$104,655,639
Cable and Satellite Television Services		95	\$835.91	\$75,492,415
Televisions		94	\$101.76	\$9,190,468
Satellite Dishes		83	\$1.30	\$117,150
VCRs, Video Cameras, and DVD Players		92	\$5.31	\$479,356
Miscellaneous Video Equipment		92	\$23.51	\$2,122,913
Video Cassettes and DVDs		91	\$10.40	\$939,354
Video Game Hardware/Accessories		101	\$28.11	\$2,538,556
Video Game Software		100	\$15.24	\$1,376,181
Rental/Streaming/Downloaded Video		96	\$44.84	\$4,049,601
Installation of Televisions		81	\$0.92	\$83,107
Audio (3)		90	\$88.06	\$7,952,808
Rental and Repair of TV/Radio/Sound Equipment		110	\$3.47	\$313,732
Pets		85	\$564.24	\$50,957,387
Toys/Games/Crafts/Hobbies (4)		91	\$107.68	\$9,724,414
Recreational Vehicles and Fees (5)		76	\$121.03	\$10,930,258
Sports/Recreation/Exercise Equipment (6)		85	\$175.84	\$15,880,275
Photo Equipment and Supplies (7)		92	\$48.14	\$4,347,554
Reading (8)		91	\$96.65	\$8,728,320
Catered Affairs (9)		96	\$25.56	\$2,308,089
Food		93	\$8,192.93	\$739,920,158
Food at Home		93	\$4,802.49	\$433,722,349
Bakery and Cereal Products		93	\$630.15	\$56,909,950
Meats, Poultry, Fish, and Eggs		94	\$1,077.19	\$97,283,080
Dairy Products		91	\$489.16	\$44,176,725
Fruits and Vegetables		92	\$938.11	\$84,722,685
Snacks and Other Food at Home (10)		93	\$1,667.88	\$150,629,909
Food Away from Home		92	\$3,390.44	\$306,197,809
Alcoholic Beverages		92	\$532.62	\$48,102,214

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	85	\$18,323.80	\$1,654,858,774
Value of Retirement Plans	85	\$80,760.12	\$7,293,607,730
Value of Other Financial Assets	103	\$5,834.00	\$526,880,459
Vehicle Loan Amount excluding Interest	90	\$2,582.54	\$233,234,566
Value of Credit Card Debt	91	\$2,236.46	\$201,978,777
Health			
Nonprescription Drugs	92	\$132.14	\$11,934,118
Prescription Drugs	92	\$334.69	\$30,226,654
Eyeglasses and Contact Lenses	88	\$79.37	\$7,167,815
Home			
Mortgage Payment and Basics (11)	80	\$8,031.26	\$725,319,064
Maintenance and Remodeling Services	80	\$1,705.63	\$154,039,282
Maintenance and Remodeling Materials (12)	76	\$372.44	\$33,635,794
Utilities, Fuel, and Public Services	93	\$4,532.51	\$409,340,420
Household Furnishings and Equipment			
Household Textiles (13)	93	\$93.35	\$8,430,541
Furniture	92	\$566.97	\$51,204,191
Rugs	87	\$28.30	\$2,555,994
Major Appliances (14)	86	\$302.81	\$27,347,051
Housewares (15)	88	\$93.93	\$8,482,787
Small Appliances	94	\$45.60	\$4,118,494
Luggage	92	\$12.82	\$1,157,694
Telephones and Accessories	86	\$65.07	\$5,876,914
Household Operations			
Child Care	89	\$453.76	\$40,980,081
Lawn and Garden (16)	81	\$381.65	\$34,467,698
Moving/Storage/Freight Express	101	\$66.80	\$6,032,765
Housekeeping Supplies (17)	91	\$685.11	\$61,873,215
Insurance			
Owners and Renters Insurance	85	\$492.20	\$44,451,460
Vehicle Insurance	93	\$1,440.12	\$130,060,165
Life/Other Insurance	87	\$401.78	\$36,285,136
Health Insurance	90	\$3,548.11	\$320,436,478
Personal Care Products (18)	93	\$465.41	\$42,031,814
School Books and Supplies (19)	92	\$142.47	\$12,866,717
Smoking Products	103	\$416.23	\$37,590,758
Transportation			
Payments on Vehicles excluding Leases	88	\$2,236.17	\$201,953,144
Gasoline and Motor Oil	91	\$2,084.17	\$188,225,762
Vehicle Maintenance and Repairs	91	\$1,042.94	\$94,189,705
Travel			
Airline Fares	89	\$483.26	\$43,644,601
Lodging on Trips	86	\$533.78	\$48,206,897
Auto/Truck Rental on Trips	87	\$22.79	\$2,058,652
Food and Drink on Trips	87	\$471.51	\$42,583,228

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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.

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4531 Falls Rd, Baltimore, Maryland, 21209
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34405
Longitude: -76.64042

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	855		2,923		7,284							
Total Employees:	8,426		45,549		86,828							
Total Residential Population:	22,373		85,224		225,722							
Employee/Residential Population Ratio (per 100 Residents)	38		53		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	1.2%	50	0.6%	23	0.8%	147	0.3%	55	0.8%	809	0.9%
Construction	38	4.4%	284	3.4%	98	3.4%	1,166	2.6%	276	3.8%	2,487	2.9%
Manufacturing	28	3.3%	366	4.3%	64	2.2%	1,156	2.5%	143	2.0%	2,398	2.8%
Transportation	11	1.3%	73	0.9%	38	1.3%	389	0.9%	126	1.7%	1,604	1.8%
Communication	18	2.1%	608	7.2%	38	1.3%	735	1.6%	87	1.2%	2,102	2.4%
Utility	2	0.2%	2	0.0%	3	0.1%	12	0.0%	9	0.1%	432	0.5%
Wholesale Trade	10	1.2%	140	1.7%	38	1.3%	470	1.0%	111	1.5%	1,345	1.5%
Retail Trade Summary	168	19.6%	1,546	18.3%	626	21.4%	4,685	10.3%	1,492	20.5%	10,347	11.9%
Home Improvement	5	0.6%	52	0.6%	16	0.5%	137	0.3%	35	0.5%	303	0.3%
General Merchandise Stores	5	0.6%	49	0.6%	24	0.8%	159	0.3%	64	0.9%	438	0.5%
Food Stores	20	2.3%	436	5.2%	80	2.7%	1,041	2.3%	213	2.9%	2,235	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	4	0.5%	16	0.2%	44	1.5%	164	0.4%	128	1.8%	610	0.7%
Apparel & Accessory Stores	15	1.8%	104	1.2%	34	1.2%	180	0.4%	85	1.2%	464	0.5%
Furniture & Home Furnishings	10	1.2%	57	0.7%	31	1.1%	166	0.4%	71	1.0%	415	0.5%
Eating & Drinking Places	55	6.4%	525	6.2%	227	7.8%	2,056	4.5%	497	6.8%	3,909	4.5%
Miscellaneous Retail	53	6.2%	307	3.6%	171	5.9%	782	1.7%	398	5.5%	1,974	2.3%
Finance, Insurance, Real Estate Summary	70	8.2%	456	5.4%	245	8.4%	1,584	3.5%	634	8.7%	4,415	5.1%
Banks, Savings & Lending Institutions	11	1.3%	97	1.2%	32	1.1%	233	0.5%	79	1.1%	638	0.7%
Securities Brokers	6	0.7%	35	0.4%	24	0.8%	151	0.3%	71	1.0%	597	0.7%
Insurance Carriers & Agents	6	0.7%	19	0.2%	16	0.5%	57	0.1%	57	0.8%	267	0.3%
Real Estate, Holding, Other Investment Offices	46	5.4%	305	3.6%	173	5.9%	1,143	2.5%	426	5.8%	2,913	3.4%
Services Summary	410	48.0%	4,760	56.5%	1,376	47.1%	34,550	75.9%	3,337	45.8%	57,874	66.7%
Hotels & Lodging	5	0.6%	114	1.4%	8	0.3%	266	0.6%	24	0.3%	504	0.6%
Automotive Services	15	1.8%	61	0.7%	66	2.3%	346	0.8%	209	2.9%	1,113	1.3%
Motion Pictures & Amusements	25	2.9%	301	3.6%	63	2.2%	808	1.8%	160	2.2%	1,951	2.2%
Health Services	68	8.0%	750	8.9%	240	8.2%	10,395	22.8%	455	6.2%	14,179	16.3%
Legal Services	25	2.9%	147	1.7%	46	1.6%	238	0.5%	103	1.4%	1,071	1.2%
Education Institutions & Libraries	25	2.9%	1,145	13.6%	99	3.4%	14,571	32.0%	243	3.3%	20,584	23.7%
Other Services	247	28.9%	2,241	26.6%	854	29.2%	7,927	17.4%	2,144	29.4%	18,472	21.3%
Government	1	0.1%	35	0.4%	17	0.6%	346	0.8%	71	1.0%	2,188	2.5%
Unclassified Establishments	90	10.5%	107	1.3%	357	12.2%	309	0.7%	943	12.9%	825	1.0%
Totals	855	100.0%	8,426	100.0%	2,923	100.0%	45,549	100.0%	7,284	100.0%	86,828	100.0%

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4531 Falls Rd, Baltimore, Maryland, 21209
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34405
Longitude: -76.64042

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%	0	0.0%	1	0.0%	5	0.1%	309	0.4%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	40	4.7%	295	3.5%	108	3.7%	1,232	2.7%	306	4.2%	2,810	3.2%
Manufacturing	26	3.0%	276	3.3%	62	2.1%	968	2.1%	140	1.9%	1,902	2.2%
Wholesale Trade	9	1.1%	132	1.6%	35	1.2%	447	1.0%	102	1.4%	1,299	1.5%
Retail Trade	106	12.4%	979	11.6%	381	13.0%	2,525	5.5%	956	13.1%	6,208	7.1%
Motor Vehicle & Parts Dealers	1	0.1%	2	0.0%	31	1.1%	108	0.2%	95	1.3%	481	0.6%
Furniture & Home Furnishings Stores	2	0.2%	12	0.1%	11	0.4%	48	0.1%	27	0.4%	183	0.2%
Electronics & Appliance Stores	5	0.6%	45	0.5%	16	0.5%	101	0.2%	39	0.5%	203	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	5	0.6%	52	0.6%	16	0.5%	137	0.3%	35	0.5%	303	0.3%
Food & Beverage Stores	19	2.2%	410	4.9%	84	2.9%	1,013	2.2%	239	3.3%	2,214	2.5%
Health & Personal Care Stores	10	1.2%	60	0.7%	38	1.3%	201	0.4%	103	1.4%	648	0.7%
Gasoline Stations	3	0.4%	14	0.2%	13	0.4%	56	0.1%	34	0.5%	129	0.1%
Clothing & Clothing Accessories Stores	18	2.1%	115	1.4%	42	1.4%	205	0.5%	105	1.4%	517	0.6%
Sport Goods, Hobby, Book, & Music Stores	8	0.9%	43	0.5%	24	0.8%	156	0.3%	55	0.8%	407	0.5%
General Merchandise Stores	5	0.6%	49	0.6%	24	0.8%	159	0.3%	64	0.9%	438	0.5%
Miscellaneous Store Retailers	27	3.2%	124	1.5%	76	2.6%	283	0.6%	144	2.0%	599	0.7%
Nonstore Retailers	3	0.4%	53	0.6%	6	0.2%	58	0.1%	16	0.2%	86	0.1%
Transportation & Warehousing	7	0.8%	41	0.5%	33	1.1%	357	0.8%	117	1.6%	1,572	1.8%
Information	36	4.2%	854	10.1%	88	3.0%	1,592	3.5%	196	2.7%	3,696	4.3%
Finance & Insurance	23	2.7%	151	1.8%	78	2.7%	454	1.0%	223	3.1%	1,538	1.8%
Central Bank/Credit Intermediation & Related Activities	11	1.3%	97	1.2%	35	1.2%	243	0.5%	88	1.2%	666	0.8%
Securities, Commodity Contracts & Other Financial	6	0.7%	35	0.4%	27	0.9%	154	0.3%	78	1.1%	605	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	6	0.7%	19	0.2%	16	0.5%	57	0.1%	57	0.8%	267	0.3%
Real Estate, Rental & Leasing	53	6.2%	315	3.7%	174	6.0%	1,086	2.4%	429	5.9%	2,700	3.1%
Professional, Scientific & Tech Services	116	13.6%	1,097	13.0%	295	10.1%	2,152	4.7%	642	8.8%	5,088	5.9%
Legal Services	27	3.2%	154	1.8%	53	1.8%	271	0.6%	121	1.7%	1,149	1.3%
Management of Companies & Enterprises	0	0.0%	5	0.1%	8	0.3%	80	0.2%	23	0.3%	243	0.3%
Administrative & Support & Waste Management & Remediation	29	3.4%	156	1.9%	96	3.3%	673	1.5%	232	3.2%	2,214	2.5%
Educational Services	34	4.0%	1,191	14.1%	107	3.7%	14,471	31.8%	250	3.4%	20,397	23.5%
Health Care & Social Assistance	101	11.8%	1,127	13.4%	361	12.4%	12,015	26.4%	778	10.7%	18,301	21.1%
Arts, Entertainment & Recreation	20	2.3%	252	3.0%	61	2.1%	1,195	2.6%	151	2.1%	2,382	2.7%
Accommodation & Food Services	63	7.4%	665	7.9%	241	8.2%	2,370	5.2%	532	7.3%	4,527	5.2%
Accommodation	5	0.6%	114	1.4%	8	0.3%	266	0.6%	24	0.3%	504	0.6%
Food Services & Drinking Places	58	6.8%	551	6.5%	233	8.0%	2,103	4.6%	508	7.0%	4,024	4.6%
Other Services (except Public Administration)	99	11.6%	749	8.9%	421	14.4%	3,279	7.2%	1,188	16.3%	8,619	9.9%
Automotive Repair & Maintenance	7	0.8%	40	0.5%	47	1.6%	272	0.6%	152	2.1%	812	0.9%
Public Administration	1	0.1%	35	0.4%	17	0.6%	346	0.8%	71	1.0%	2,188	2.5%
Unclassified Establishments	90	10.5%	107	1.3%	357	12.2%	309	0.7%	943	12.9%	825	1.0%
Total	855	100.0%	8,426	100.0%	2,923	100.0%	45,549	100.0%	7,284	100.0%	86,828	100.0%

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