

Market Profile

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

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	20,393	87,088	234,003
2020 Total Population	20,327	82,595	217,419
2020 Group Quarters	3,519	7,968	11,783
2024 Total Population	20,139	79,883	211,151
2024 Group Quarters	3,515	7,960	11,765
2029 Total Population	19,521	77,410	205,533
2024-2029 Annual Rate	-0.62%	-0.63%	-0.54%
2024 Total Daytime Population	19,328	82,527	196,482
Workers	10,067	42,207	86,966
Residents	9,261	40,320	109,516
Household Summary			
2010 Households	8,214	35,755	93,517
2010 Average Household Size	2.03	2.22	2.36
2020 Total Households	8,516	35,376	91,890
2020 Average Household Size	1.97	2.11	2.24
2024 Households	8,516	34,860	90,667
2024 Average Household Size	1.95	2.06	2.20
2029 Households	8,417	34,633	90,546
2029 Average Household Size	1.90	2.01	2.14
2024-2029 Annual Rate	-0.23%	-0.13%	-0.03%
2010 Families	3,664	17,494	49,810
2010 Average Family Size	2.80	3.01	3.14
2024 Families	3,623	15,459	44,024
2024 Average Family Size	2.78	2.95	3.13
2029 Families	3,569	15,298	43,716
2029 Average Family Size	2.71	2.87	3.06
2024-2029 Annual Rate	-0.30%	-0.21%	-0.14%
Housing Unit Summary			
2000 Housing Units	9,247	42,671	114,460
Owner Occupied Housing Units	50.7%	45.1%	43.5%
Renter Occupied Housing Units	38.5%	42.9%	42.8%
Vacant Housing Units	10.8%	12.0%	13.6%
2010 Housing Units	8,993	41,073	111,218
Owner Occupied Housing Units	52.6%	44.9%	42.0%
Renter Occupied Housing Units	38.7%	42.1%	42.1%
Vacant Housing Units	8.7%	12.9%	15.9%
2020 Housing Units	9,338	40,544	107,172
Owner Occupied Housing Units	49.9%	41.9%	40.5%
Renter Occupied Housing Units	41.3%	45.4%	45.2%
Vacant Housing Units	8.7%	12.6%	14.2%
2024 Housing Units	9,418	40,157	106,004
Owner Occupied Housing Units	50.5%	43.5%	42.4%
Renter Occupied Housing Units	40.0%	43.3%	43.1%
Vacant Housing Units	9.6%	13.2%	14.5%
2029 Housing Units	9,440	40,292	106,545
Owner Occupied Housing Units	52.3%	45.3%	44.2%
Renter Occupied Housing Units	36.8%	40.7%	40.8%
Vacant Housing Units	10.8%	14.0%	15.0%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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2024 Households by Income			
Household Income Base	8,516	34,860	90,667
<\$15,000	8.3%	14.6%	17.1%
\$15,000 - \$24,999	5.1%	6.8%	7.6%
\$25,000 - \$34,999	6.3%	7.3%	7.9%
\$35,000 - \$49,999	8.5%	9.4%	10.1%
\$50,000 - \$74,999	13.1%	14.6%	15.3%
\$75,000 - \$99,999	12.8%	11.5%	11.0%
\$100,000 - \$149,999	15.2%	12.0%	12.2%
\$150,000 - \$199,999	11.8%	7.5%	6.7%
\$200,000+	19.0%	16.2%	12.1%
Average Household Income	\$138,520	\$119,250	\$101,192
2029 Households by Income			
Household Income Base	8,417	34,633	90,546
<\$15,000	7.7%	14.2%	16.5%
\$15,000 - \$24,999	4.0%	5.6%	6.5%
\$25,000 - \$34,999	5.4%	6.5%	7.1%
\$35,000 - \$49,999	7.2%	8.2%	8.9%
\$50,000 - \$74,999	11.4%	13.4%	14.1%
\$75,000 - \$99,999	12.7%	11.9%	11.3%
\$100,000 - \$149,999	15.3%	12.5%	12.8%
\$150,000 - \$199,999	13.5%	8.6%	7.8%
\$200,000+	22.9%	19.1%	15.0%
Average Household Income	\$159,806	\$135,971	\$116,876
2024 Owner Occupied Housing Units by Value			
Total	4,753	17,458	44,927
<\$50,000	1.4%	3.4%	5.6%
\$50,000 - \$99,999	0.1%	5.9%	6.4%
\$100,000 - \$149,999	1.8%	6.7%	8.1%
\$150,000 - \$199,999	5.7%	8.2%	10.9%
\$200,000 - \$249,999	13.5%	11.0%	11.2%
\$250,000 - \$299,999	12.0%	10.4%	9.8%
\$300,000 - \$399,999	23.1%	17.7%	19.1%
\$400,000 - \$499,999	18.0%	12.8%	10.1%
\$500,000 - \$749,999	17.1%	17.0%	13.1%
\$750,000 - \$999,999	4.4%	4.4%	3.7%
\$1,000,000 - \$1,499,999	2.6%	2.3%	1.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.2%	0.5%
Average Home Value	\$418,971	\$380,563	\$344,870
2029 Owner Occupied Housing Units by Value			
Total	4,941	18,228	47,069
<\$50,000	0.9%	3.1%	5.3%
\$50,000 - \$99,999	0.0%	3.6%	3.8%
\$100,000 - \$149,999	0.4%	3.0%	3.9%
\$150,000 - \$199,999	1.6%	4.9%	6.3%
\$200,000 - \$249,999	5.1%	6.0%	7.4%
\$250,000 - \$299,999	6.9%	8.6%	8.3%
\$300,000 - \$399,999	21.1%	17.9%	20.5%
\$400,000 - \$499,999	23.2%	15.5%	14.0%
\$500,000 - \$749,999	28.7%	26.6%	21.0%
\$750,000 - \$999,999	8.6%	7.5%	6.6%
\$1,000,000 - \$1,499,999	3.3%	3.2%	2.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.6%
Average Home Value	\$509,851	\$462,761	\$426,344

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.

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Median Household Income			
2024	\$90,585	\$68,983	\$59,832
2029	\$104,008	\$78,407	\$67,854
Median Home Value			
2024	\$366,364	\$325,000	\$289,605
2029	\$459,800	\$419,597	\$373,410
Per Capita Income			
2024	\$59,181	\$52,479	\$43,894
2029	\$69,516	\$61,264	\$51,971
Median Age			
2010	35.0	35.1	35.9
2020	35.1	35.6	37.2
2024	36.0	36.1	37.8
2029	37.6	37.6	39.2
2020 Population by Age			
Total	20,327	82,595	217,419
0 - 4	3.8%	4.3%	4.9%
5 - 9	3.3%	4.1%	5.0%
10 - 14	3.2%	4.2%	5.3%
15 - 24	21.9%	20.0%	16.2%
25 - 34	17.7%	16.6%	15.6%
35 - 44	12.5%	11.8%	12.3%
45 - 54	9.9%	10.2%	10.9%
55 - 64	10.3%	12.0%	13.0%
65 - 74	9.6%	9.8%	10.0%
75 - 84	4.9%	4.9%	4.8%
85 +	2.9%	2.2%	2.0%
18 +	87.9%	84.8%	81.8%
2024 Population by Age			
Total	20,138	79,884	211,151
0 - 4	3.7%	4.2%	4.8%
5 - 9	3.4%	4.1%	4.9%
10 - 14	2.9%	3.9%	4.9%
15 - 24	22.3%	18.8%	15.6%
25 - 34	16.2%	17.3%	15.9%
35 - 44	13.4%	12.8%	13.3%
45 - 54	9.8%	9.9%	10.6%
55 - 64	9.7%	11.1%	12.2%
65 - 74	9.5%	9.9%	10.4%
75 - 84	6.1%	5.6%	5.5%
85 +	3.0%	2.3%	2.1%
18 +	88.4%	85.5%	82.7%
2029 Population by Age			
Total	19,521	77,409	205,533
0 - 4	3.4%	4.0%	4.6%
5 - 9	3.2%	3.9%	4.5%
10 - 14	3.1%	4.0%	4.8%
15 - 24	22.4%	18.6%	15.2%
25 - 34	13.8%	15.8%	14.7%
35 - 44	14.1%	13.2%	13.8%
45 - 54	10.3%	10.4%	11.2%
55 - 64	9.3%	10.2%	11.0%
65 - 74	9.4%	10.3%	11.1%
75 - 84	7.6%	6.9%	6.8%
85 +	3.4%	2.6%	2.4%
18 +	88.6%	85.9%	83.3%

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2020 Population by Sex			
Males	9,480	38,892	100,626
Females	10,847	43,703	116,793
2024 Population by Sex			
Males	9,533	38,303	99,461
Females	10,606	41,580	111,690
2029 Population by Sex			
Males	9,192	36,932	96,261
Females	10,329	40,478	109,272
2010 Population by Race/Ethnicity			
Total	20,393	87,087	234,003
White Alone	77.9%	46.0%	30.3%
Black Alone	12.6%	45.1%	63.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	5.6%	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	3.5%	2.6%	2.2%
Diversity Index	41.5	60.3	52.7
2020 Population by Race/Ethnicity			
Total	20,327	82,595	217,419
White Alone	65.6%	43.0%	31.1%
Black Alone	12.7%	39.6%	56.2%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	12.9%	9.4%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.8%	1.8%
Two or More Races	6.6%	5.9%	5.1%
Hispanic Origin	5.2%	4.7%	4.0%
Diversity Index	57.8	67.7	61.4
2024 Population by Race/Ethnicity			
Total	20,138	79,884	211,151
White Alone	63.9%	41.9%	30.3%
Black Alone	13.3%	39.7%	56.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	13.2%	9.7%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.0%	2.0%
Two or More Races	7.2%	6.4%	5.5%
Hispanic Origin	5.9%	5.2%	4.5%
Diversity Index	60.1	68.7	62.1
2029 Population by Race/Ethnicity			
Total	19,521	77,412	205,533
White Alone	61.3%	40.0%	28.9%
Black Alone	14.1%	40.4%	56.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	14.2%	10.3%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.2%	2.1%
Two or More Races	7.8%	6.8%	5.8%
Hispanic Origin	6.4%	5.6%	4.8%
Diversity Index	62.8	69.7	62.4

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.

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2020 Population by Relationship and Household Type			
Total	20,327	82,595	217,419
In Households	82.7%	90.4%	94.6%
Householder	42.1%	42.8%	42.4%
Opposite-Sex Spouse	13.5%	11.1%	10.2%
Same-Sex Spouse	0.6%	0.5%	0.4%
Opposite-Sex Unmarried Partner	3.3%	2.8%	2.7%
Same-Sex Unmarried Partner	0.4%	0.3%	0.3%
Biological Child	14.3%	18.4%	22.7%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.4%	0.5%	0.7%
Grandchild	0.9%	2.5%	3.5%
Brother or Sister	0.6%	1.3%	1.7%
Parent	0.6%	0.9%	1.1%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.7%	1.5%	2.0%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	4.6%	6.8%	5.9%
In Group Quarters	17.3%	9.6%	5.4%
Institutionalized	2.2%	1.3%	0.8%
Noninstitutionalized	15.1%	8.4%	4.7%
2024 Population 25+ by Educational Attainment			
Total	13,637	55,080	147,675
Less than 9th Grade	1.7%	2.6%	2.7%
9th - 12th Grade, No Diploma	3.6%	5.6%	6.7%
High School Graduate	12.9%	18.7%	22.3%
GED/Alternative Credential	2.9%	2.8%	3.7%
Some College, No Degree	7.5%	11.8%	16.3%
Associate Degree	3.7%	4.7%	5.3%
Bachelor's Degree	28.5%	22.1%	19.5%
Graduate/Professional Degree	39.2%	31.8%	23.5%
2024 Population 15+ by Marital Status			
Total	18,136	70,090	180,512
Never Married	48.6%	50.6%	50.9%
Married	38.5%	34.4%	32.2%
Widowed	4.7%	5.4%	6.2%
Divorced	8.2%	9.6%	10.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,311	41,758	108,138
Population 16+ Employed	97.7%	96.5%	95.7%
Population 16+ Unemployment rate	2.3%	3.5%	4.3%
Population 16-24 Employed	15.4%	14.1%	13.0%
Population 16-24 Unemployment rate	4.6%	7.3%	9.1%
Population 25-54 Employed	62.8%	63.2%	63.8%
Population 25-54 Unemployment rate	1.8%	2.9%	3.6%
Population 55-64 Employed	13.9%	14.7%	15.4%
Population 55-64 Unemployment rate	1.2%	3.1%	3.2%
Population 65+ Employed	7.9%	8.0%	7.8%
Population 65+ Unemployment rate	3.3%	2.6%	3.4%

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2024 Employed Population 16+ by Industry			
Total	11,056	40,281	103,492
Agriculture/Mining	0.4%	0.4%	0.3%
Construction	1.9%	3.3%	3.6%
Manufacturing	3.9%	3.7%	4.5%
Wholesale Trade	0.7%	0.6%	0.8%
Retail Trade	7.6%	6.4%	7.1%
Transportation/Utilities	1.8%	4.3%	5.8%
Information	3.1%	2.0%	1.7%
Finance/Insurance/Real Estate	6.5%	5.3%	4.9%
Services	67.8%	66.8%	62.7%
Public Administration	6.4%	7.1%	8.7%
2024 Employed Population 16+ by Occupation			
Total	11,057	40,280	103,492
White Collar	81.4%	75.8%	69.9%
Management/Business/Financial	18.1%	18.9%	18.4%
Professional	50.6%	44.7%	37.2%
Sales	7.7%	6.0%	6.4%
Administrative Support	4.9%	6.1%	8.0%
Services	11.7%	13.6%	17.0%
Blue Collar	6.9%	10.6%	13.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	1.6%	2.2%	2.2%
Installation/Maintenance/Repair	1.7%	1.5%	1.5%
Production	1.0%	1.7%	2.0%
Transportation/Material Moving	2.4%	5.0%	7.1%
2020 Households by Type			
Total	8,516	35,376	91,890
Married Couple Households	33.6%	27.1%	25.0%
With Own Children <18	12.1%	9.5%	9.1%
Without Own Children <18	21.5%	17.5%	16.0%
Cohabiting Couple Households	8.5%	7.4%	7.1%
With Own Children <18	1.0%	1.3%	1.8%
Without Own Children <18	7.5%	6.0%	5.4%
Male Householder, No Spouse/Partner	23.5%	25.8%	24.8%
Living Alone	17.6%	18.5%	17.3%
65 Years and over	5.3%	5.0%	4.9%
With Own Children <18	0.9%	1.1%	1.5%
Without Own Children <18, With Relatives	1.6%	2.6%	3.2%
No Relatives Present	3.4%	3.7%	2.8%
Female Householder, No Spouse/Partner	34.4%	39.7%	43.1%
Living Alone	25.1%	23.2%	22.1%
65 Years and over	10.5%	9.3%	9.0%
With Own Children <18	2.7%	5.1%	7.1%
Without Own Children <18, With Relatives	4.0%	8.2%	11.1%
No Relatives Present	2.6%	3.2%	2.7%
2020 Households by Size			
Total	8,516	35,376	91,890
1 Person Household	42.8%	41.7%	39.5%
2 Person Household	32.8%	30.4%	29.2%
3 Person Household	11.9%	13.2%	14.3%
4 Person Household	7.9%	8.6%	9.4%
5 Person Household	2.8%	3.5%	4.2%
6 Person Household	1.2%	1.6%	2.1%
7 + Person Household	0.7%	1.1%	1.5%

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2020 Households by Tenure and Mortgage Status			
Total	8,516	35,376	91,890
Owner Occupied	54.7%	48.0%	47.3%
Owned with a Mortgage/Loan	40.3%	33.5%	33.5%
Owned Free and Clear	14.4%	14.5%	13.7%
Renter Occupied	45.3%	52.0%	52.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	90	77	76
Percent of Income for Mortgage	25.3%	29.5%	30.3%
Wealth Index	116	99	80
2020 Housing Units By Urban/ Rural Status			
Total	9,338	40,544	107,172
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	20,327	82,595	217,419
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

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Top 3 Tapestry Segments			
1.	Emerald City (8B)	Emerald City (8B)	Family Foundations (12A)
2.	Retirement Communities (9E)	Modest Income Homes	Modest Income Homes (12D)
3.	Laptops and Lattes (3A)	Urban Chic (2A)	Emerald City (8B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$25,783,825	\$93,519,094	\$207,132,814
Average Spent	\$3,027.69	\$2,682.70	\$2,284.54
Spending Potential Index	127	113	96
Education: Total \$	\$19,173,734	\$68,142,174	\$144,647,409
Average Spent	\$2,251.50	\$1,954.74	\$1,595.37
Spending Potential Index	130	113	92
Entertainment/Recreation: Total \$	\$42,035,707	\$147,254,483	\$326,638,512
Average Spent	\$4,936.09	\$4,224.17	\$3,602.62
Spending Potential Index	121	103	88
Food at Home: Total \$	\$76,731,123	\$277,557,055	\$619,379,373
Average Spent	\$9,010.23	\$7,962.05	\$6,831.37
Spending Potential Index	123	109	94
Food Away from Home: Total \$	\$42,258,759	\$149,465,531	\$327,465,140
Average Spent	\$4,962.28	\$4,287.59	\$3,611.73
Spending Potential Index	128	110	93
Health Care: Total \$	\$75,426,802	\$272,000,133	\$621,646,776
Average Spent	\$8,857.07	\$7,802.64	\$6,856.37
Spending Potential Index	115	101	89
HH Furnishings & Equipment: Total \$	\$32,529,854	\$114,902,275	\$256,031,023
Average Spent	\$3,819.85	\$3,296.11	\$2,823.86
Spending Potential Index	121	104	89
Personal Care Products & Services: Total \$	\$10,819,255	\$37,959,312	\$83,040,913
Average Spent	\$1,270.46	\$1,088.91	\$915.89
Spending Potential Index	128	109	92
Shelter: Total \$	\$284,896,977	\$1,004,931,852	\$2,200,261,172
Average Spent	\$33,454.32	\$28,827.65	\$24,267.50
Spending Potential Index	125	108	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$33,658,617	\$117,290,121	\$266,521,021
Average Spent	\$3,952.40	\$3,364.60	\$2,939.56
Spending Potential Index	113	96	84
Travel: Total \$	\$31,573,907	\$109,114,891	\$238,704,085
Average Spent	\$3,707.60	\$3,130.09	\$2,632.76
Spending Potential Index	122	103	87
Vehicle Maintenance & Repairs: Total \$	\$15,314,484	\$54,458,974	\$122,081,122
Average Spent	\$1,798.32	\$1,562.22	\$1,346.48
Spending Potential Index	121	105	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 16, 2024

Retail Goods and Services Expenditures

4531 Falls Rd, Baltimore, Maryland, 21209 2
 4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Emerald City (8B)	44.0%	Population	20,139	19,521
Retirement Communities (9E)	16.9%	Households	8,516	8,417
Laptops and Lattes (3A)	13.7%	Families	3,623	3,569
Urban Chic (2A)	9.3%	Median Age	36.0	37.6
Golden Years (9B)	8.3%	Median Household Income	\$90,585	\$104,008
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		127	\$3,027.69	\$25,783,825
Men's		127	\$561.32	\$4,780,218
Women's		126	\$1,010.20	\$8,602,848
Children's		123	\$451.42	\$3,844,314
Footwear		127	\$633.92	\$5,398,493
Watches & Jewelry		136	\$308.87	\$2,630,361
Apparel Products and Services (1)		127	\$61.95	\$527,590
Computer				
Computers and Hardware for Home Use		132	\$356.28	\$3,034,117
Portable Memory		142	\$5.78	\$49,207
Computer Software		139	\$21.70	\$184,799
Computer Accessories		128	\$30.34	\$258,408
Entertainment & Recreation		121	\$4,936.09	\$42,035,707
Fees and Admissions		124	\$1,027.06	\$8,746,435
Membership Fees for Clubs (2)		125	\$378.20	\$3,220,763
Fees for Participant Sports, excl. Trips		119	\$158.00	\$1,345,518
Tickets to Theatre/Operas/Concerts		129	\$97.95	\$834,157
Tickets to Movies		134	\$32.98	\$280,861
Tickets to Parks or Museums		125	\$46.70	\$397,718
Admission to Sporting Events, excl. Trips		126	\$99.47	\$847,046
Fees for Recreational Lessons		123	\$212.52	\$1,809,803
Dating Services		157	\$1.24	\$10,569
TV/Video/Audio		120	\$1,591.24	\$13,550,962
Cable and Satellite Television Services		114	\$859.34	\$7,318,097
Televisions		125	\$190.44	\$1,621,770
Satellite Dishes		114	\$1.43	\$12,142
VCRs, Video Cameras, and DVD Players		126	\$6.25	\$53,232
Miscellaneous Video Equipment		103	\$23.39	\$199,187
Video Cassettes and DVDs		133	\$7.69	\$65,447
Video Game Hardware/Accessories		138	\$64.25	\$547,190
Video Game Software		153	\$30.99	\$263,935
Rental/Streaming/Downloaded Video		129	\$222.41	\$1,894,029
Installation of Televisions		122	\$2.08	\$17,675
Audio (3)		127	\$181.04	\$1,541,730
Rental and Repair of TV/Radio/Sound Equipment		122	\$1.94	\$16,529
Pets		118	\$1,198.32	\$10,204,852
Toys/Games/Crafts/Hobbies (4)		124	\$225.66	\$1,921,741
Recreational Vehicles and Fees (5)		109	\$215.68	\$1,836,736
Sports/Recreation/Exercise Equipment (6)		120	\$366.31	\$3,119,458
Photo Equipment and Supplies (7)		133	\$81.57	\$694,630
Reading (8)		127	\$178.20	\$1,517,537
Catered Affairs (9)		131	\$52.06	\$443,355
Food		125	\$13,972.51	\$118,989,882
Food at Home		123	\$9,010.23	\$76,731,123
Bakery and Cereal Products		123	\$1,154.24	\$9,829,532
Meats, Poultry, Fish, and Eggs		123	\$1,932.77	\$16,459,491
Dairy Products		123	\$849.36	\$7,233,139
Fruits and Vegetables		125	\$1,798.81	\$15,318,698
Snacks and Other Food at Home (10)		123	\$3,275.04	\$27,890,264
Food Away from Home		128	\$4,962.28	\$42,258,759
Alcoholic Beverages		131	\$855.18	\$7,282,718

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 16, 2024

Retail Goods and Services Expenditures

4531 Falls Rd, Baltimore, Maryland, 21209 2
 4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$54,092.39	\$460,650,780
Value of Retirement Plans	113	\$182,739.98	\$1,556,213,665
Value of Other Financial Assets	113	\$10,235.34	\$87,164,119
Vehicle Loan Amount excluding Interest	117	\$4,135.18	\$35,215,198
Value of Credit Card Debt	122	\$3,539.05	\$30,138,549
Health			
Nonprescription Drugs	117	\$208.49	\$1,775,468
Prescription Drugs	112	\$463.55	\$3,947,565
Eyeglasses and Contact Lenses	119	\$150.42	\$1,280,957
Home			
Mortgage Payment and Basics (11)	108	\$14,635.93	\$124,639,573
Maintenance and Remodeling Services	105	\$4,921.36	\$41,910,269
Maintenance and Remodeling Materials (12)	100	\$869.22	\$7,402,266
Utilities, Fuel, and Public Services	117	\$6,953.37	\$59,214,892
Household Furnishings and Equipment			
Household Textiles (13)	125	\$164.68	\$1,402,445
Furniture	121	\$1,196.49	\$10,189,329
Rugs	123	\$55.89	\$475,926
Major Appliances (14)	111	\$654.42	\$5,573,018
Housewares (15)	123	\$132.02	\$1,124,294
Small Appliances	130	\$104.37	\$888,791
Luggage	127	\$26.35	\$224,392
Telephones and Accessories	129	\$130.24	\$1,109,131
Household Operations			
Child Care	126	\$696.28	\$5,929,531
Lawn and Garden (16)	108	\$756.92	\$6,445,962
Moving/Storage/Freight Express	136	\$165.36	\$1,408,207
Housekeeping Supplies (17)	121	\$1,094.47	\$9,320,472
Insurance			
Owners and Renters Insurance	106	\$876.50	\$7,464,235
Vehicle Insurance	121	\$2,558.67	\$21,789,593
Life/Other Insurance	114	\$767.95	\$6,539,828
Health Insurance	115	\$5,742.57	\$48,903,746
Personal Care Products (18)	127	\$708.10	\$6,030,222
School Books (19)	133	\$56.58	\$481,869
Smoking Products	122	\$571.84	\$4,869,784
Transportation			
Payments on Vehicles excluding Leases	117	\$3,555.43	\$30,278,012
Gasoline and Motor Oil	116	\$3,882.87	\$33,066,497
Vehicle Maintenance and Repairs	121	\$1,798.32	\$15,314,484
Travel			
Airline Fares	126	\$802.54	\$6,834,455
Lodging on Trips	119	\$1,170.19	\$9,965,301
Auto/Truck Rental on Trips	127	\$148.05	\$1,260,796
Food and Drink on Trips	123	\$917.12	\$7,810,190

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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July 16, 2024

Retail Goods and Services Expenditures

4531 Falls Rd, Baltimore, Maryland, 21209 2
 4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Emerald City (8B)	19.5%	Population	79,883	77,410
Modest Income Homes (12D)	15.8%	Households	34,860	34,633
Urban Chic (2A)	10.4%	Families	15,459	15,298
Family Foundations (12A)	9.3%	Median Age	36.1	37.6
Metro Renters (3B)	7.8%	Median Household Income	\$68,983	\$78,407
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		113	\$2,682.70	\$93,519,094
Men's		112	\$493.31	\$17,196,742
Women's		113	\$905.46	\$31,564,482
Children's		110	\$405.14	\$14,123,024
Footwear		111	\$554.68	\$19,336,075
Watches & Jewelry		118	\$268.70	\$9,366,924
Apparel Products and Services (1)		114	\$55.42	\$1,931,846
Computer				
Computers and Hardware for Home Use		113	\$305.28	\$10,642,041
Portable Memory		121	\$4.92	\$171,554
Computer Software		121	\$18.85	\$656,971
Computer Accessories		110	\$26.16	\$912,065
Entertainment & Recreation		103	\$4,224.17	\$147,254,483
Fees and Admissions		104	\$856.07	\$29,842,496
Membership Fees for Clubs (2)		106	\$321.15	\$11,195,463
Fees for Participant Sports, excl. Trips		98	\$130.80	\$4,559,622
Tickets to Theatre/Operas/Concerts		106	\$80.91	\$2,820,570
Tickets to Movies		109	\$26.94	\$939,137
Tickets to Parks or Museums		103	\$38.76	\$1,351,156
Admission to Sporting Events, excl. Trips		110	\$87.29	\$3,042,949
Fees for Recreational Lessons		98	\$169.06	\$5,893,451
Dating Services		146	\$1.15	\$40,148
TV/Video/Audio		107	\$1,423.34	\$49,617,462
Cable and Satellite Television Services		104	\$787.04	\$27,436,270
Televisions		111	\$169.95	\$5,924,575
Satellite Dishes		117	\$1.46	\$50,723
VCRs, Video Cameras, and DVD Players		106	\$5.29	\$184,434
Miscellaneous Video Equipment		90	\$20.42	\$711,741
Video Cassettes and DVDs		110	\$6.32	\$220,454
Video Game Hardware/Accessories		123	\$57.02	\$1,987,760
Video Game Software		132	\$26.84	\$935,688
Rental/Streaming/Downloaded Video		110	\$189.27	\$6,597,859
Installation of Televisions		100	\$1.70	\$59,139
Audio (3)		110	\$156.34	\$5,449,983
Rental and Repair of TV/Radio/Sound Equipment		106	\$1.69	\$58,835
Pets		100	\$1,015.57	\$35,402,664
Toys/Games/Crafts/Hobbies (4)		108	\$196.80	\$6,860,324
Recreational Vehicles and Fees (5)		91	\$180.04	\$6,276,278
Sports/Recreation/Exercise Equipment (6)		97	\$294.65	\$10,271,456
Photo Equipment and Supplies (7)		110	\$67.20	\$2,342,420
Reading (8)		107	\$149.30	\$5,204,511
Catered Affairs (9)		104	\$41.22	\$1,436,871
Food		109	\$12,249.64	\$427,022,586
Food at Home		109	\$7,962.05	\$277,557,055
Bakery and Cereal Products		109	\$1,020.29	\$35,567,423
Meats, Poultry, Fish, and Eggs		110	\$1,729.37	\$60,285,780
Dairy Products		108	\$743.68	\$25,924,779
Fruits and Vegetables		109	\$1,575.61	\$54,925,856
Snacks and Other Food at Home (10)		109	\$2,893.09	\$100,853,217
Food Away from Home		110	\$4,287.59	\$149,465,531
Alcoholic Beverages		114	\$743.61	\$25,922,284

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 16, 2024

Retail Goods and Services Expenditures

4531 Falls Rd, Baltimore, Maryland, 21209 2
 4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	98	\$45,367.89	\$1,581,524,786
Value of Retirement Plans	95	\$153,876.69	\$5,364,141,452
Value of Other Financial Assets	95	\$8,642.38	\$301,273,234
Vehicle Loan Amount excluding Interest	103	\$3,633.08	\$126,649,192
Value of Credit Card Debt	106	\$3,066.61	\$106,901,887
Health			
Nonprescription Drugs	103	\$182.86	\$6,374,558
Prescription Drugs	104	\$431.42	\$15,039,329
Eyeglasses and Contact Lenses	103	\$129.82	\$4,525,685
Home			
Mortgage Payment and Basics (11)	90	\$12,228.85	\$426,297,697
Maintenance and Remodeling Services	87	\$4,052.39	\$141,266,223
Maintenance and Remodeling Materials (12)	84	\$725.83	\$25,302,503
Utilities, Fuel, and Public Services	105	\$6,277.00	\$218,816,211
Household Furnishings and Equipment			
Household Textiles (13)	110	\$145.34	\$5,066,431
Furniture	106	\$1,044.57	\$36,413,632
Rugs	104	\$47.33	\$1,649,945
Major Appliances (14)	97	\$573.28	\$19,984,661
Housewares (15)	105	\$112.91	\$3,935,882
Small Appliances	114	\$91.50	\$3,189,827
Luggage	110	\$22.81	\$795,311
Telephones and Accessories	113	\$114.95	\$4,007,153
Household Operations			
Child Care	104	\$575.62	\$20,065,957
Lawn and Garden (16)	93	\$653.45	\$22,779,093
Moving/Storage/Freight Express	116	\$140.99	\$4,915,039
Housekeeping Supplies (17)	107	\$964.36	\$33,617,622
Insurance			
Owners and Renters Insurance	93	\$770.32	\$26,853,381
Vehicle Insurance	108	\$2,284.13	\$79,624,927
Life/Other Insurance	98	\$663.38	\$23,125,396
Health Insurance	102	\$5,086.16	\$177,303,538
Personal Care Products (18)	110	\$614.88	\$21,434,578
School Books (19)	117	\$49.96	\$1,741,699
Smoking Products	118	\$553.24	\$19,285,787
Transportation			
Payments on Vehicles excluding Leases	103	\$3,141.51	\$109,513,073
Gasoline and Motor Oil	104	\$3,480.08	\$121,315,763
Vehicle Maintenance and Repairs	105	\$1,562.22	\$54,458,974
Travel			
Airline Fares	104	\$662.22	\$23,084,816
Lodging on Trips	101	\$993.06	\$34,617,903
Auto/Truck Rental on Trips	109	\$126.10	\$4,395,686
Food and Drink on Trips	105	\$781.32	\$27,236,849

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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July 16, 2024

Retail Goods and Services Expenditures

4531 Falls Rd, Baltimore, Maryland, 21209 2
 4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Family Foundations (12A)	18.0%	Population	211,151	205,533
Modest Income Homes (12D)	17.5%	Households	90,667	90,546
Emerald City (8B)	10.3%	Families	44,024	43,716
Urban Chic (2A)	6.6%	Median Age	37.8	39.2
City Strivers (11A)	6.4%	Median Household Income	\$59,832	\$67,854
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,284.54	\$207,132,814
Men's		95	\$416.93	\$37,802,130
Women's		98	\$779.72	\$70,694,794
Children's		96	\$352.21	\$31,933,932
Footwear		94	\$469.93	\$42,607,280
Watches & Jewelry		96	\$218.81	\$19,838,916
Apparel Products and Services (1)		96	\$46.94	\$4,255,761
Computer				
Computers and Hardware for Home Use		94	\$254.36	\$23,061,638
Portable Memory		98	\$3.98	\$361,203
Computer Software		99	\$15.42	\$1,397,784
Computer Accessories		92	\$21.83	\$1,978,844
Entertainment & Recreation		88	\$3,602.62	\$326,638,512
Fees and Admissions		87	\$716.00	\$64,917,833
Membership Fees for Clubs (2)		89	\$269.54	\$24,438,266
Fees for Participant Sports, excl. Trips		84	\$112.42	\$10,192,964
Tickets to Theatre/Operas/Concerts		88	\$66.79	\$6,055,572
Tickets to Movies		90	\$22.11	\$2,004,501
Tickets to Parks or Museums		87	\$32.51	\$2,947,427
Admission to Sporting Events, excl. Trips		95	\$74.90	\$6,791,061
Fees for Recreational Lessons		79	\$136.74	\$12,398,075
Dating Services		125	\$0.99	\$89,968
TV/Video/Audio		93	\$1,237.88	\$112,234,949
Cable and Satellite Television Services		92	\$697.61	\$63,250,474
Televisions		97	\$147.42	\$13,366,064
Satellite Dishes		103	\$1.29	\$116,835
VCRs, Video Cameras, and DVD Players		89	\$4.42	\$400,731
Miscellaneous Video Equipment		79	\$17.99	\$1,631,514
Video Cassettes and DVDs		90	\$5.22	\$473,453
Video Game Hardware/Accessories		103	\$47.78	\$4,332,308
Video Game Software		108	\$21.89	\$1,984,604
Rental/Streaming/Downloaded Video		93	\$160.32	\$14,535,829
Installation of Televisions		85	\$1.45	\$131,148
Audio (3)		92	\$131.05	\$11,882,361
Rental and Repair of TV/Radio/Sound Equipment		90	\$1.43	\$129,629
Pets		85	\$864.19	\$78,353,548
Toys/Games/Crafts/Hobbies (4)		92	\$168.06	\$15,237,929
Recreational Vehicles and Fees (5)		78	\$154.77	\$14,032,549
Sports/Recreation/Exercise Equipment (6)		82	\$249.20	\$22,594,070
Photo Equipment and Supplies (7)		90	\$55.05	\$4,990,936
Reading (8)		89	\$123.92	\$11,235,764
Catered Affairs (9)		85	\$33.54	\$3,040,935
Food		93	\$10,443.10	\$946,844,513
Food at Home		94	\$6,831.37	\$619,379,373
Bakery and Cereal Products		93	\$876.32	\$79,453,629
Meats, Poultry, Fish, and Eggs		95	\$1,488.67	\$134,973,365
Dairy Products		92	\$636.08	\$57,671,916
Fruits and Vegetables		93	\$1,340.08	\$121,501,266
Snacks and Other Food at Home (10)		94	\$2,490.20	\$225,779,197
Food Away from Home		93	\$3,611.73	\$327,465,140
Alcoholic Beverages		95	\$619.46	\$56,164,336

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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July 16, 2024

Retail Goods and Services Expenditures

4531 Falls Rd, Baltimore, Maryland, 21209 2
 4531 Falls Rd, Baltimore, Maryland, 21209
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.34419
 Longitude: -76.64017

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	83	\$38,624.34	\$3,501,952,960
Value of Retirement Plans	83	\$133,904.74	\$12,140,740,908
Value of Other Financial Assets	83	\$7,513.92	\$681,264,568
Vehicle Loan Amount excluding Interest	90	\$3,172.70	\$287,659,062
Value of Credit Card Debt	91	\$2,633.19	\$238,742,996
Health			
Nonprescription Drugs	91	\$161.54	\$14,646,749
Prescription Drugs	95	\$392.54	\$35,590,660
Eyeglasses and Contact Lenses	88	\$111.49	\$10,108,834
Home			
Mortgage Payment and Basics (11)	79	\$10,618.05	\$962,706,840
Maintenance and Remodeling Services	76	\$3,531.44	\$320,185,315
Maintenance and Remodeling Materials (12)	75	\$649.62	\$58,899,034
Utilities, Fuel, and Public Services	92	\$5,503.63	\$498,997,694
Household Furnishings and Equipment			
Household Textiles (13)	94	\$123.98	\$11,240,831
Furniture	91	\$902.54	\$81,830,606
Rugs	87	\$39.70	\$3,599,185
Major Appliances (14)	85	\$502.40	\$45,551,198
Housewares (15)	90	\$96.24	\$8,726,207
Small Appliances	95	\$76.59	\$6,944,420
Luggage	94	\$19.38	\$1,756,682
Telephones and Accessories	95	\$95.86	\$8,691,552
Household Operations			
Child Care	87	\$479.00	\$43,429,836
Lawn and Garden (16)	82	\$575.64	\$52,191,765
Moving/Storage/Freight Express	96	\$116.26	\$10,541,024
Housekeeping Supplies (17)	92	\$831.99	\$75,434,415
Insurance			
Owners and Renters Insurance	84	\$693.34	\$62,862,646
Vehicle Insurance	93	\$1,980.45	\$179,561,858
Life/Other Insurance	85	\$577.79	\$52,386,211
Health Insurance	90	\$4,480.58	\$406,240,304
Personal Care Products (18)	93	\$520.33	\$47,177,207
School Books (19)	97	\$41.31	\$3,745,056
Smoking Products	106	\$493.22	\$44,718,377
Transportation			
Payments on Vehicles excluding Leases	90	\$2,754.08	\$249,704,227
Gasoline and Motor Oil	91	\$3,026.88	\$274,438,200
Vehicle Maintenance and Repairs	91	\$1,346.48	\$122,081,122
Travel			
Airline Fares	86	\$543.74	\$49,299,431
Lodging on Trips	86	\$842.17	\$76,357,304
Auto/Truck Rental on Trips	92	\$106.26	\$9,634,499
Food and Drink on Trips	89	\$658.47	\$59,701,471

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 16, 2024

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

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

Prepared by Esri
Latitude: 39.34419
Longitude: -76.64017

Data for all businesses in area				1 mile		2 miles		3 miles				
Total Businesses:				976		3,432		8,264				
Total Employees:				9,143		38,787		82,299				
Total Population:				20,139		79,883		211,151				
Employee/Population Ratio (per 100 Residents)				45		49		39				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	1.1%	73	0.8%	31	0.9%	216	0.6%	74	0.9%	624	0.8%
Construction	34	3.5%	280	3.1%	99	2.9%	1,075	2.8%	278	3.4%	2,551	3.1%
Manufacturing	31	3.2%	424	4.6%	66	1.9%	975	2.5%	143	1.7%	2,278	2.8%
Transportation	14	1.4%	112	1.2%	52	1.5%	486	1.3%	164	2.0%	1,632	2.0%
Communication	14	1.4%	578	6.3%	34	1.0%	687	1.8%	81	1.0%	2,038	2.5%
Utility	2	0.2%	3	0.0%	12	0.3%	81	0.2%	19	0.2%	106	0.1%
Wholesale Trade	15	1.5%	130	1.4%	44	1.3%	524	1.4%	113	1.4%	1,089	1.3%
Retail Trade Summary	182	18.6%	1,736	19.0%	603	17.6%	4,611	11.9%	1,364	16.5%	9,968	12.1%
Home Improvement	5	0.5%	36	0.4%	14	0.4%	110	0.3%	31	0.4%	243	0.3%
General Merchandise Stores	10	1.0%	67	0.7%	31	0.9%	191	0.5%	71	0.9%	462	0.6%
Food Stores	25	2.6%	571	6.2%	76	2.2%	1,111	2.9%	172	2.1%	2,169	2.6%
Auto Dealers & Gas Stations	5	0.5%	26	0.3%	36	1.0%	120	0.3%	114	1.4%	445	0.5%
Apparel & Accessory Stores	8	0.8%	27	0.3%	32	0.9%	110	0.3%	90	1.1%	459	0.6%
Furniture & Home Furnishings	12	1.2%	68	0.7%	34	1.0%	168	0.4%	68	0.8%	464	0.6%
Eating & Drinking Places	72	7.4%	717	7.8%	228	6.6%	2,102	5.4%	480	5.8%	3,934	4.8%
Miscellaneous Retail	45	4.6%	224	2.4%	152	4.4%	698	1.8%	340	4.1%	1,793	2.2%
Finance, Insurance, Real Estate Summary	70	7.2%	440	4.8%	278	8.1%	1,870	4.8%	707	8.6%	5,169	6.3%
Banks, Savings & Lending Institutions	9	0.9%	53	0.6%	33	1.0%	192	0.5%	98	1.2%	799	1.0%
Securities Brokers	6	0.6%	44	0.5%	31	0.9%	222	0.6%	79	1.0%	688	0.8%
Insurance Carriers & Agents	4	0.4%	15	0.2%	15	0.4%	141	0.4%	48	0.6%	334	0.4%
Real Estate, Holding, Other Investment Offices	51	5.2%	328	3.6%	199	5.8%	1,316	3.4%	482	5.8%	3,348	4.1%
Services Summary	483	49.5%	5,215	57.0%	1,757	51.2%	27,610	71.2%	4,092	49.5%	53,100	64.5%
Hotels & Lodging	2	0.2%	18	0.2%	6	0.2%	173	0.4%	22	0.3%	378	0.5%
Automotive Services	17	1.7%	70	0.8%	75	2.2%	303	0.8%	207	2.5%	950	1.2%
Movies & Amusements	36	3.7%	529	5.8%	75	2.2%	885	2.3%	178	2.2%	1,758	2.1%
Health Services	79	8.1%	1,153	12.6%	390	11.4%	12,393	32.0%	664	8.0%	16,043	19.5%
Legal Services	27	2.8%	112	1.2%	70	2.0%	292	0.8%	152	1.8%	1,315	1.6%
Education Institutions & Libraries	31	3.2%	1,079	11.8%	114	3.3%	4,479	11.5%	258	3.1%	10,871	13.2%
Other Services	291	29.8%	2,253	24.6%	1,026	29.9%	9,084	23.4%	2,610	31.6%	21,784	26.5%
Government	4	0.4%	72	0.8%	16	0.5%	336	0.9%	82	1.0%	3,016	3.7%
Unclassified Establishments	115	11.8%	82	0.9%	440	12.8%	316	0.8%	1,148	13.9%	728	0.9%
Totals	976	100.0%	9,143	100.0%	3,432	100.0%	38,787	100.0%	8,264	100.0%	82,299	100.0%

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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.

Business Summary

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

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 Latitude: 39.34419
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	8	0.1%	5	0.1%	20	0.1%	10	0.1%	31	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	49	0.1%	2	0.0%	49	0.1%
Construction	35	3.6%	285	3.1%	109	3.2%	1,126	2.9%	304	3.7%	2,799	3.4%
Manufacturing	31	3.2%	383	4.2%	71	2.1%	892	2.3%	150	1.8%	1,987	2.4%
Wholesale Trade	14	1.4%	122	1.3%	43	1.3%	514	1.3%	109	1.3%	1,059	1.3%
Retail Trade	101	10.3%	919	10.1%	348	10.1%	2,320	6.0%	829	10.0%	5,731	7.0%
Motor Vehicle & Parts Dealers	1	0.1%	4	0.0%	23	0.7%	64	0.2%	81	1.0%	289	0.4%
Furniture & Home Furnishings Stores	0	0.0%	1	0.0%	7	0.2%	41	0.1%	19	0.2%	157	0.2%
Electronics & Appliance Stores	9	0.9%	67	0.7%	18	0.5%	96	0.2%	34	0.4%	191	0.2%
Building Material & Garden Equipment & Supplies Dealers	5	0.5%	36	0.4%	14	0.4%	111	0.3%	32	0.4%	253	0.3%
Food & Beverage Stores	22	2.3%	488	5.3%	70	2.0%	970	2.5%	178	2.2%	2,018	2.5%
Health & Personal Care Stores	10	1.0%	42	0.5%	33	1.0%	184	0.5%	88	1.1%	573	0.7%
Gasoline Stations & Fuel Dealers	4	0.4%	22	0.2%	12	0.3%	56	0.1%	33	0.4%	155	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	9	0.9%	29	0.3%	38	1.1%	135	0.3%	104	1.3%	517	0.6%
Sporting Goods, Hobby, Book, & Music Stores	24	2.5%	146	1.6%	83	2.4%	429	1.1%	161	1.9%	1,029	1.3%
General Merchandise Stores	16	1.6%	82	0.9%	49	1.4%	233	0.6%	101	1.2%	549	0.7%
Transportation & Warehousing	12	1.2%	93	1.0%	49	1.4%	475	1.2%	158	1.9%	1,633	2.0%
Information	34	3.5%	841	9.2%	91	2.7%	1,768	4.6%	204	2.5%	3,847	4.7%
Finance & Insurance	20	2.0%	115	1.3%	89	2.6%	605	1.6%	236	2.9%	1,870	2.3%
Central Bank/Credit Intermediation & Related Activities	9	0.9%	53	0.6%	36	1.0%	201	0.5%	98	1.2%	798	1.0%
Securities & Commodity Contracts	7	0.7%	47	0.5%	37	1.1%	262	0.7%	90	1.1%	738	0.9%
Funds, Trusts & Other Financial Vehicles	4	0.4%	15	0.2%	15	0.4%	141	0.4%	48	0.6%	334	0.4%
Real Estate, Rental & Leasing	52	5.3%	292	3.2%	189	5.5%	1,161	3.0%	457	5.5%	2,986	3.6%
Professional, Scientific & Tech Services	140	14.3%	1,001	10.9%	389	11.3%	2,833	7.3%	859	10.4%	6,718	8.2%
Legal Services	30	3.1%	152	1.7%	77	2.2%	353	0.9%	168	2.0%	1,411	1.7%
Management of Companies & Enterprises	2	0.2%	12	0.1%	15	0.4%	134	0.3%	34	0.4%	330	0.4%
Administrative, Support & Waste Management Services	28	2.9%	118	1.3%	108	3.1%	758	2.0%	284	3.4%	1,867	2.3%
Educational Services	38	3.9%	1,125	12.3%	119	3.5%	4,107	10.6%	264	3.2%	10,434	12.7%
Health Care & Social Assistance	118	12.1%	1,702	18.6%	519	15.1%	14,241	36.7%	981	11.9%	20,742	25.2%
Arts, Entertainment & Recreation	33	3.4%	506	5.5%	82	2.4%	1,185	3.1%	198	2.4%	2,129	2.6%
Accommodation & Food Services	76	7.8%	759	8.3%	242	7.1%	2,324	6.0%	518	6.3%	4,413	5.4%
Accommodation	2	0.2%	18	0.2%	6	0.2%	173	0.4%	22	0.3%	378	0.5%
Food Services & Drinking Places	75	7.7%	741	8.1%	235	6.8%	2,151	5.5%	496	6.0%	4,035	4.9%
Other Services (except Public Administration)	121	12.4%	708	7.7%	506	14.7%	3,612	9.3%	1,436	17.4%	9,920	12.1%
Automotive Repair & Maintenance	10	1.0%	52	0.6%	50	1.5%	203	0.5%	139	1.7%	605	0.7%
Public Administration	4	0.4%	72	0.8%	17	0.5%	345	0.9%	84	1.0%	3,025	3.7%
Unclassified Establishments	115	11.8%	82	0.9%	440	12.8%	316	0.8%	1,148	13.9%	728	0.9%
Total	976	100.0%	9,143	100.0%	3,432	100.0%	38,787	100.0%	8,264	100.0%	82,299	100.0%

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July 16, 2024