

4800 Roland Ave, Baltimore, Maryland, 21210
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.35043
Longitude: -76.63565

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	15,904	84,505	221,606
2010 Total Population	16,026	82,067	213,721
2021 Total Population	16,305	80,253	206,423
2021 Group Quarters	3,913	7,922	15,065
2026 Total Population	15,935	78,327	200,847
2021-2026 Annual Rate	-0.46%	-0.48%	-0.55%
2021 Total Daytime Population	17,143	85,315	208,361
Workers	7,931	40,824	92,903
Residents	9,212	44,491	115,458
Household Summary			
2000 Households	6,208	34,824	89,021
2000 Average Household Size	2.06	2.24	2.36
2010 Households	5,818	33,453	85,360
2010 Average Household Size	2.15	2.23	2.34
2021 Households	5,668	32,396	81,915
2021 Average Household Size	2.19	2.23	2.34
2026 Households	5,480	31,522	79,403
2026 Average Household Size	2.19	2.23	2.34
2021-2026 Annual Rate	-0.67%	-0.55%	-0.62%
2010 Families	2,895	16,986	45,701
2010 Average Family Size	2.88	2.99	3.09
2021 Families	2,796	16,197	43,282
2021 Average Family Size	2.93	3.01	3.11
2026 Families	2,701	15,695	41,837
2026 Average Family Size	2.93	3.01	3.12
2021-2026 Annual Rate	-0.69%	-0.63%	-0.68%
Housing Unit Summary			
2000 Housing Units	6,922	39,007	101,550
Owner Occupied Housing Units	57.2%	49.5%	46.8%
Renter Occupied Housing Units	32.5%	39.8%	40.8%
Vacant Housing Units	10.3%	10.7%	12.3%
2010 Housing Units	6,325	37,771	99,218
Owner Occupied Housing Units	59.6%	49.4%	45.6%
Renter Occupied Housing Units	32.3%	39.1%	40.4%
Vacant Housing Units	8.0%	11.4%	14.0%
2021 Housing Units	6,304	37,474	96,755
Owner Occupied Housing Units	61.6%	51.1%	48.1%
Renter Occupied Housing Units	28.3%	35.4%	36.6%
Vacant Housing Units	10.1%	13.6%	15.3%
2026 Housing Units	6,213	37,134	95,469
Owner Occupied Housing Units	61.6%	51.1%	48.5%
Renter Occupied Housing Units	26.6%	33.8%	34.7%
Vacant Housing Units	11.8%	15.1%	16.8%
Median Household Income			
2021	\$95,012	\$65,249	\$55,540
2026	\$105,526	\$73,722	\$60,517
Median Home Value			
2021	\$421,362	\$298,491	\$255,081
2026	\$529,498	\$418,263	\$342,836
Per Capita Income			
2021	\$55,144	\$44,571	\$35,941
2026	\$60,561	\$49,579	\$39,893
Median Age			
2010	34.9	36.0	35.9
2021	37.9	37.9	37.6
2026	38.4	38.8	38.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	5,663	32,391	81,910
<\$15,000	5.5%	14.0%	15.7%
\$15,000 - \$24,999	4.8%	6.7%	8.1%
\$25,000 - \$34,999	9.8%	9.5%	10.0%
\$35,000 - \$49,999	9.8%	10.6%	12.0%
\$50,000 - \$74,999	12.8%	13.4%	14.8%
\$75,000 - \$99,999	8.7%	10.6%	10.5%
\$100,000 - \$149,999	16.0%	14.5%	14.1%
\$150,000 - \$199,999	8.8%	6.5%	5.7%
\$200,000+	23.7%	14.3%	9.3%
Average Household Income	\$154,269	\$109,970	\$89,906
2026 Households by Income			
Household Income Base	5,475	31,517	79,398
<\$15,000	5.1%	13.2%	14.9%
\$15,000 - \$24,999	4.3%	6.2%	7.5%
\$25,000 - \$34,999	9.2%	8.9%	9.4%
\$35,000 - \$49,999	8.3%	9.5%	11.0%
\$50,000 - \$74,999	11.8%	12.6%	14.3%
\$75,000 - \$99,999	8.8%	10.7%	10.8%
\$100,000 - \$149,999	16.6%	15.4%	15.1%
\$150,000 - \$199,999	9.5%	7.3%	6.4%
\$200,000+	26.4%	16.1%	10.6%
Average Household Income	\$171,488	\$122,745	\$100,208
2021 Owner Occupied Housing Units by Value			
Total	3,880	19,133	46,510
<\$50,000	0.3%	2.4%	4.3%
\$50,000 - \$99,999	0.5%	6.5%	8.5%
\$100,000 - \$149,999	2.9%	9.7%	13.0%
\$150,000 - \$199,999	7.5%	9.4%	13.4%
\$200,000 - \$249,999	8.4%	9.5%	9.7%
\$250,000 - \$299,999	11.2%	12.9%	11.7%
\$300,000 - \$399,999	15.8%	13.5%	14.2%
\$400,000 - \$499,999	16.6%	10.6%	8.4%
\$500,000 - \$749,999	21.5%	16.0%	11.3%
\$750,000 - \$999,999	10.6%	5.9%	3.3%
\$1,000,000 - \$1,499,999	3.2%	2.5%	1.4%
\$1,500,000 - \$1,999,999	1.0%	0.5%	0.3%
\$2,000,000 +	0.6%	0.6%	0.6%
Average Home Value	\$494,923	\$390,625	\$323,803
2026 Owner Occupied Housing Units by Value			
Total	3,823	18,977	46,262
<\$50,000	0.1%	1.3%	3.0%
\$50,000 - \$99,999	0.1%	2.8%	3.7%
\$100,000 - \$149,999	0.4%	4.8%	6.8%
\$150,000 - \$199,999	1.6%	5.2%	8.5%
\$200,000 - \$249,999	3.0%	5.6%	7.2%
\$250,000 - \$299,999	6.8%	11.7%	13.0%
\$300,000 - \$399,999	14.1%	16.0%	18.1%
\$400,000 - \$499,999	20.6%	14.5%	12.8%
\$500,000 - \$749,999	28.9%	23.7%	17.8%
\$750,000 - \$999,999	17.4%	9.2%	5.7%
\$1,000,000 - \$1,499,999	4.8%	3.7%	2.2%
\$1,500,000 - \$1,999,999	1.5%	0.7%	0.4%
\$2,000,000 +	0.8%	0.8%	0.8%
Average Home Value	\$608,181	\$489,857	\$412,811

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	16,028	82,067	213,721
0 - 4	3.8%	5.5%	6.0%
5 - 9	4.1%	4.9%	5.3%
10 - 14	4.2%	4.6%	5.2%
15 - 24	26.2%	19.7%	18.4%
25 - 34	11.8%	14.3%	13.9%
35 - 44	11.1%	11.9%	12.1%
45 - 54	11.1%	13.0%	13.8%
55 - 64	11.2%	11.8%	11.9%
65 - 74	6.9%	7.4%	7.0%
75 - 84	5.4%	4.8%	4.3%
85 +	4.2%	2.2%	1.9%
18 +	85.9%	82.2%	80.0%
2021 Population by Age			
Total	16,305	80,255	206,421
0 - 4	3.0%	4.6%	5.2%
5 - 9	3.3%	4.7%	5.3%
10 - 14	3.9%	4.9%	5.4%
15 - 24	27.3%	18.0%	16.4%
25 - 34	9.9%	14.4%	14.4%
35 - 44	9.2%	11.4%	11.7%
45 - 54	9.5%	10.5%	11.1%
55 - 64	10.8%	12.2%	12.5%
65 - 74	10.1%	10.3%	10.2%
75 - 84	7.1%	6.0%	5.3%
85 +	6.0%	3.0%	2.4%
18 +	87.6%	83.2%	81.2%
2026 Population by Age			
Total	15,933	78,328	200,846
0 - 4	3.0%	4.6%	5.2%
5 - 9	3.2%	4.6%	5.1%
10 - 14	3.4%	4.6%	5.2%
15 - 24	27.1%	18.2%	16.5%
25 - 34	10.5%	13.3%	13.4%
35 - 44	8.7%	12.0%	12.4%
45 - 54	9.1%	10.4%	10.9%
55 - 64	9.8%	11.1%	11.5%
65 - 74	10.2%	10.7%	10.6%
75 - 84	8.6%	7.3%	6.6%
85 +	6.5%	3.3%	2.6%
18 +	88.4%	83.7%	81.5%
2010 Population by Sex			
Males	7,187	38,098	98,409
Females	8,839	43,969	115,312
2021 Population by Sex			
Males	7,226	37,325	95,216
Females	9,079	42,929	111,207
2026 Population by Sex			
Males	7,036	36,490	92,883
Females	8,899	41,837	107,964

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	16,026	82,067	213,720
White Alone	80.7%	50.9%	35.1%
Black Alone	9.2%	40.3%	58.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.3%	5.7%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.7%	0.7%
Two or More Races	2.4%	2.2%	2.0%
Hispanic Origin	3.5%	2.6%	2.4%
Diversity Index	38.0	59.8	55.9
2021 Population by Race/Ethnicity			
Total	16,306	80,253	206,422
White Alone	77.7%	50.3%	34.5%
Black Alone	10.0%	38.9%	57.0%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	7.2%	6.5%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.0%	1.0%
Two or More Races	3.3%	2.9%	2.6%
Hispanic Origin	5.4%	4.1%	3.6%
Diversity Index	44.4	62.3	58.5
2026 Population by Race/Ethnicity			
Total	15,936	78,327	200,847
White Alone	76.1%	49.6%	34.0%
Black Alone	10.2%	38.5%	56.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	7.7%	7.0%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.2%	1.2%
Two or More Races	3.8%	3.3%	3.0%
Hispanic Origin	6.7%	5.1%	4.5%
Diversity Index	47.9	63.9	60.0
2010 Population by Relationship and Household Type			
Total	16,026	82,067	213,721
In Households	78.1%	91.0%	93.3%
In Family Households	53.2%	64.3%	68.9%
Householder	18.3%	20.7%	21.4%
Spouse	14.7%	12.6%	11.3%
Child	17.3%	24.7%	28.3%
Other relative	1.7%	3.9%	5.1%
Nonrelative	1.1%	2.4%	2.8%
In Nonfamily Households	24.9%	26.7%	24.4%
In Group Quarters	21.9%	9.0%	6.7%
Institutionalized Population	2.3%	1.3%	1.0%
Noninstitutionalized Population	19.7%	7.7%	5.7%

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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2021 Population 25+ by Educational Attainment			
Total	10,200	54,417	139,694
Less than 9th Grade	1.7%	3.1%	3.9%
9th - 12th Grade, No Diploma	2.7%	6.4%	7.4%
High School Graduate	9.6%	17.9%	21.4%
GED/Alternative Credential	1.3%	2.6%	3.1%
Some College, No Degree	10.9%	13.5%	17.2%
Associate Degree	3.1%	4.4%	5.4%
Bachelor's Degree	25.0%	21.5%	19.7%
Graduate/Professional Degree	45.6%	30.6%	21.9%
2021 Population 15+ by Marital Status			
Total	14,647	68,872	173,514
Never Married	50.7%	49.8%	51.3%
Married	37.4%	34.4%	31.5%
Widowed	4.6%	6.3%	6.7%
Divorced	7.3%	9.6%	10.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,341	38,949	100,296
Population 16+ Employed	96.9%	92.3%	91.2%
Population 16+ Unemployment rate	3.1%	7.7%	8.8%
Population 16-24 Employed	12.1%	12.7%	13.1%
Population 16-24 Unemployment rate	0.9%	8.1%	10.6%
Population 25-54 Employed	55.8%	60.8%	62.7%
Population 25-54 Unemployment rate	3.6%	8.8%	9.5%
Population 55-64 Employed	15.9%	15.7%	15.2%
Population 55-64 Unemployment rate	1.7%	5.2%	6.6%
Population 65+ Employed	16.2%	10.8%	9.0%
Population 65+ Unemployment rate	4.4%	4.2%	4.4%
2021 Employed Population 16+ by Industry			
Total	7,112	35,964	91,497
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	2.0%	3.2%	3.6%
Manufacturing	4.2%	3.8%	3.8%
Wholesale Trade	1.1%	1.6%	1.4%
Retail Trade	8.6%	7.1%	7.7%
Transportation/Utilities	1.5%	4.5%	5.2%
Information	3.0%	2.2%	1.7%
Finance/Insurance/Real Estate	8.7%	6.4%	6.3%
Services	63.5%	63.0%	60.7%
Public Administration	7.4%	7.8%	9.3%
2021 Employed Population 16+ by Occupation			
Total	7,114	35,966	91,495
White Collar	87.0%	78.8%	71.1%
Management/Business/Financial	26.7%	20.1%	17.7%
Professional	47.5%	43.2%	36.4%
Sales	7.6%	6.9%	6.7%
Administrative Support	5.3%	8.6%	10.3%
Services	8.1%	11.4%	16.1%
Blue Collar	4.9%	9.8%	12.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.6%	1.9%	2.5%
Installation/Maintenance/Repair	0.8%	1.1%	1.2%
Production	1.5%	1.7%	2.2%
Transportation/Material Moving	2.0%	5.0%	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	5,818	33,453	85,360
Households with 1 Person	39.9%	37.9%	36.5%
Households with 2+ People	60.1%	62.1%	63.5%
Family Households	49.8%	50.8%	53.5%
Husband-wife Families	39.9%	30.8%	28.3%
With Related Children	16.9%	12.3%	11.9%
Other Family (No Spouse Present)	9.8%	20.0%	25.3%
Other Family with Male Householder	2.5%	4.0%	4.9%
With Related Children	1.3%	2.0%	2.4%
Other Family with Female Householder	7.3%	16.0%	20.4%
With Related Children	4.0%	10.0%	12.5%
Nonfamily Households	10.3%	11.3%	9.9%
All Households with Children	22.3%	24.6%	27.3%
Multigenerational Households	1.5%	4.7%	5.8%
Unmarried Partner Households	6.3%	7.5%	7.5%
Male-female	4.5%	5.9%	6.2%
Same-sex	1.8%	1.6%	1.3%
2010 Households by Size			
Total	5,818	33,453	85,360
1 Person Household	39.9%	37.9%	36.5%
2 Person Household	33.5%	31.0%	29.3%
3 Person Household	12.5%	14.1%	15.1%
4 Person Household	9.1%	9.9%	10.4%
5 Person Household	3.6%	4.2%	4.8%
6 Person Household	1.0%	1.6%	2.0%
7 + Person Household	0.5%	1.3%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	5,818	33,453	85,360
Owner Occupied	64.8%	55.8%	53.0%
Owned with a Mortgage/Loan	46.3%	40.9%	39.4%
Owned Free and Clear	18.5%	14.9%	13.6%
Renter Occupied	35.2%	44.2%	47.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	108	106	106
Percent of Income for Mortgage	18.6%	19.2%	19.3%
Wealth Index	195	125	95
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,325	37,771	99,218
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	16,026	82,067	213,721
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.	Emerald City (8B)	Emerald City (8B)	Family Foundations (12A)
2.	Top Tier (1A)	Urban Chic (2A)	Modest Income Homes (12D)
3.	Urban Chic (2A)	Family Foundations (12A)	Emerald City (8B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$19,812,667	\$83,550,447	\$174,887,442
Average Spent	\$3,495.53	\$2,579.04	\$2,134.99
Spending Potential Index	165	122	101
Education: Total \$	\$18,076,982	\$71,791,031	\$143,967,274
Average Spent	\$3,189.31	\$2,216.05	\$1,757.52
Spending Potential Index	185	128	102
Entertainment/Recreation: Total \$	\$29,541,942	\$121,924,187	\$253,027,757
Average Spent	\$5,212.06	\$3,763.56	\$3,088.91
Spending Potential Index	161	116	96
Food at Home: Total \$	\$49,033,536	\$209,049,638	\$440,920,638
Average Spent	\$8,650.94	\$6,452.95	\$5,382.66
Spending Potential Index	159	118	99
Food Away from Home: Total \$	\$35,253,496	\$148,224,892	\$308,522,227
Average Spent	\$6,219.74	\$4,575.41	\$3,766.37
Spending Potential Index	164	121	99
Health Care: Total \$	\$54,593,990	\$232,545,533	\$489,853,098
Average Spent	\$9,631.97	\$7,178.22	\$5,980.02
Spending Potential Index	154	115	96
HH Furnishings & Equipment: Total \$	\$20,807,954	\$85,361,240	\$176,997,770
Average Spent	\$3,671.13	\$2,634.93	\$2,160.75
Spending Potential Index	163	117	96
Personal Care Products & Services: Total \$	\$8,410,711	\$35,166,221	\$73,376,867
Average Spent	\$1,483.89	\$1,085.51	\$895.77
Spending Potential Index	165	121	100
Shelter: Total \$	\$195,703,938	\$801,685,165	\$1,654,886,949
Average Spent	\$34,527.86	\$24,746.42	\$20,202.49
Spending Potential Index	171	123	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,884,747	\$86,378,179	\$174,876,255
Average Spent	\$3,861.11	\$2,666.32	\$2,134.85
Spending Potential Index	162	112	89
Travel: Total \$	\$24,498,025	\$95,916,607	\$194,921,641
Average Spent	\$4,322.16	\$2,960.75	\$2,379.56
Spending Potential Index	171	117	94
Vehicle Maintenance & Repairs: Total \$	\$9,676,980	\$41,744,920	\$87,357,890
Average Spent	\$1,707.30	\$1,288.58	\$1,066.45
Spending Potential Index	154	116	96

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Emerald City (8B)	32.4%	Population	16,305	15,935
Top Tier (1A)	17.0%	Households	5,668	5,480
Urban Chic (2A)	15.6%	Families	2,796	2,701
Laptops and Lattes (3A)	13.7%	Median Age	37.9	38.4
Golden Years (9B)	11.5%	Median Household Income	\$95,012	\$105,526
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		165	\$3,495.53	\$19,812,667
Men's		171	\$696.22	\$3,946,176
Women's		164	\$1,212.48	\$6,872,354
Children's		155	\$480.39	\$2,722,836
Footwear		163	\$816.39	\$4,627,307
Watches & Jewelry		174	\$223.67	\$1,267,757
Apparel Products and Services (1)		179	\$94.51	\$535,687
Computer				
Computers and Hardware for Home Use		171	\$286.85	\$1,625,874
Portable Memory		162	\$7.04	\$39,880
Computer Software		178	\$17.06	\$96,681
Computer Accessories		163	\$29.37	\$166,486
Entertainment & Recreation		161	\$5,212.06	\$29,541,942
Fees and Admissions		177	\$1,310.26	\$7,426,528
Membership Fees for Clubs (2)		179	\$445.95	\$2,527,657
Fees for Participant Sports, excl. Trips		172	\$197.69	\$1,120,505
Tickets to Theatre/Operas/Concerts		182	\$147.01	\$833,273
Tickets to Movies		168	\$93.38	\$529,306
Tickets to Parks or Museums		161	\$54.73	\$310,196
Admission to Sporting Events, excl. Trips		174	\$112.26	\$636,279
Fees for Recreational Lessons		183	\$256.92	\$1,456,209
Dating Services		193	\$2.31	\$13,103
TV/Video/Audio		155	\$1,821.81	\$10,326,008
Cable and Satellite Television Services		153	\$1,232.44	\$6,985,458
Televisions		158	\$177.69	\$1,007,126
Satellite Dishes		160	\$2.51	\$14,232
VCRs, Video Cameras, and DVD Players		156	\$7.63	\$43,220
Miscellaneous Video Equipment		164	\$25.45	\$144,233
Video Cassettes and DVDs		157	\$12.08	\$68,478
Video Game Hardware/Accessories		152	\$44.06	\$249,722
Video Game Software		158	\$25.24	\$143,069
Rental/Streaming/Downloaded Video		158	\$111.11	\$629,792
Installation of Televisions		205	\$1.52	\$8,633
Audio (3)		166	\$177.85	\$1,008,057
Rental and Repair of TV/Radio/Sound Equipment		143	\$4.23	\$23,987
Pets		153	\$1,118.40	\$6,339,103
Toys/Games/Crafts/Hobbies (4)		156	\$180.14	\$1,021,006
Recreational Vehicles and Fees (5)		160	\$180.53	\$1,023,262
Sports/Recreation/Exercise Equipment (6)		160	\$288.83	\$1,637,110
Photo Equipment and Supplies (7)		173	\$79.48	\$450,476
Reading (8)		171	\$176.44	\$1,000,074
Catered Affairs (9)		193	\$56.85	\$322,232
Food		161	\$14,870.68	\$84,287,032
Food at Home		159	\$8,650.94	\$49,033,536
Bakery and Cereal Products		158	\$1,107.73	\$6,278,626
Meats, Poultry, Fish, and Eggs		158	\$1,857.81	\$10,530,039
Dairy Products		160	\$876.30	\$4,966,855
Fruits and Vegetables		162	\$1,717.56	\$9,735,136
Snacks and Other Food at Home (10)		157	\$3,091.55	\$17,522,881
Food Away from Home		164	\$6,219.74	\$35,253,496
Alcoholic Beverages		174	\$1,088.97	\$6,172,271

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	181	\$49,384.76	\$279,912,818
Value of Retirement Plans	172	\$172,134.66	\$975,659,237
Value of Other Financial Assets	172	\$14,828.02	\$84,045,239
Vehicle Loan Amount excluding Interest	149	\$4,254.79	\$24,116,128
Value of Credit Card Debt	160	\$4,443.19	\$25,184,021
Health			
Nonprescription Drugs	148	\$228.93	\$1,297,547
Prescription Drugs	144	\$480.53	\$2,723,633
Eyeglasses and Contact Lenses	157	\$152.20	\$862,671
Home			
Mortgage Payment and Basics (11)	163	\$17,350.98	\$98,345,350
Maintenance and Remodeling Services	167	\$4,801.33	\$27,213,917
Maintenance and Remodeling Materials (12)	146	\$904.06	\$5,124,220
Utilities, Fuel, and Public Services	152	\$7,583.83	\$42,985,149
Household Furnishings and Equipment			
Household Textiles (13)	166	\$168.04	\$952,472
Furniture	162	\$1,035.97	\$5,871,906
Rugs	170	\$53.32	\$302,230
Major Appliances (14)	156	\$588.01	\$3,332,836
Housewares (15)	165	\$145.14	\$822,638
Small Appliances	160	\$84.24	\$477,459
Luggage	171	\$28.68	\$162,545
Telephones and Accessories	164	\$164.24	\$930,938
Household Operations			
Child Care	173	\$920.38	\$5,216,742
Lawn and Garden (16)	155	\$776.40	\$4,400,615
Moving/Storage/Freight Express	172	\$122.11	\$692,147
Housekeeping Supplies (17)	155	\$1,207.63	\$6,844,860
Insurance			
Owners and Renters Insurance	146	\$912.26	\$5,170,682
Vehicle Insurance	153	\$2,855.29	\$16,183,770
Life/Other Insurance	159	\$959.55	\$5,438,755
Health Insurance	155	\$6,392.68	\$36,233,691
Personal Care Products (18)	160	\$796.77	\$4,516,085
School Books and Supplies (19)	160	\$208.46	\$1,181,527
Smoking Products	141	\$539.54	\$3,058,127
Transportation			
Payments on Vehicles excluding Leases	147	\$3,830.76	\$21,712,740
Gasoline and Motor Oil	151	\$3,631.40	\$20,582,803
Vehicle Maintenance and Repairs	154	\$1,707.30	\$9,676,980
Travel			
Airline Fares	179	\$1,123.39	\$6,367,371
Lodging on Trips	169	\$1,201.82	\$6,811,911
Auto/Truck Rental on Trips	177	\$97.08	\$550,252
Food and Drink on Trips	169	\$1,008.27	\$5,714,858

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Emerald City (8B)	20.2%	Population	80,253	78,327
Urban Chic (2A)	12.0%	Households	32,396	31,522
Family Foundations (12A)	11.4%	Families	16,197	15,695
Modest Income Homes (12D)	9.1%	Median Age	37.9	38.8
Golden Years (9B)	7.3%	Median Household Income	\$65,249	\$73,722
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		122	\$2,579.04	\$83,550,447
Men's		124	\$505.08	\$16,362,496
Women's		121	\$894.48	\$28,977,614
Children's		115	\$357.60	\$11,584,780
Footwear		123	\$616.55	\$19,973,614
Watches & Jewelry		124	\$159.10	\$5,154,256
Apparel Products and Services (1)		128	\$67.34	\$2,181,418
Computer				
Computers and Hardware for Home Use		121	\$203.40	\$6,589,295
Portable Memory		118	\$5.12	\$165,933
Computer Software		129	\$12.42	\$402,353
Computer Accessories		121	\$21.76	\$704,847
Entertainment & Recreation		116	\$3,763.56	\$121,924,187
Fees and Admissions		119	\$878.54	\$28,461,033
Membership Fees for Clubs (2)		121	\$301.27	\$9,760,062
Fees for Participant Sports, excl. Trips		116	\$133.82	\$4,335,264
Tickets to Theatre/Operas/Concerts		123	\$99.18	\$3,213,107
Tickets to Movies		120	\$66.47	\$2,153,447
Tickets to Parks or Museums		112	\$38.10	\$1,234,221
Admission to Sporting Events, excl. Trips		117	\$75.34	\$2,440,649
Fees for Recreational Lessons		116	\$162.53	\$5,265,432
Dating Services		152	\$1.82	\$58,851
TV/Video/Audio		119	\$1,395.88	\$45,220,810
Cable and Satellite Television Services		118	\$948.56	\$30,729,663
Televisions		122	\$136.55	\$4,423,748
Satellite Dishes		122	\$1.91	\$61,751
VCRs, Video Cameras, and DVD Players		120	\$5.88	\$190,361
Miscellaneous Video Equipment		119	\$18.41	\$596,485
Video Cassettes and DVDs		122	\$9.34	\$302,656
Video Game Hardware/Accessories		126	\$36.37	\$1,178,153
Video Game Software		130	\$20.78	\$673,299
Rental/Streaming/Downloaded Video		122	\$85.52	\$2,770,470
Installation of Televisions		123	\$0.91	\$29,537
Audio (3)		119	\$127.82	\$4,140,993
Rental and Repair of TV/Radio/Sound Equipment		129	\$3.82	\$123,695
Pets		112	\$813.22	\$26,344,958
Toys/Games/Crafts/Hobbies (4)		118	\$136.05	\$4,407,414
Recreational Vehicles and Fees (5)		106	\$119.49	\$3,870,864
Sports/Recreation/Exercise Equipment (6)		111	\$200.84	\$6,506,569
Photo Equipment and Supplies (7)		124	\$56.82	\$1,840,748
Reading (8)		121	\$125.25	\$4,057,502
Catered Affairs (9)		129	\$37.95	\$1,229,318
Food		119	\$11,028.35	\$357,274,530
Food at Home		118	\$6,452.95	\$209,049,638
Bakery and Cereal Products		118	\$825.78	\$26,751,952
Meats, Poultry, Fish, and Eggs		118	\$1,396.49	\$45,240,678
Dairy Products		118	\$643.25	\$20,838,833
Fruits and Vegetables		119	\$1,259.89	\$40,815,321
Snacks and Other Food at Home (10)		118	\$2,327.54	\$75,402,855
Food Away from Home		121	\$4,575.41	\$148,224,892
Alcoholic Beverages		123	\$770.61	\$24,964,749

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	120	\$32,678.91	\$1,058,665,871
Value of Retirement Plans	114	\$114,016.43	\$3,693,676,133
Value of Other Financial Assets	123	\$10,560.32	\$342,111,968
Vehicle Loan Amount excluding Interest	117	\$3,334.78	\$108,033,459
Value of Credit Card Debt	118	\$3,268.81	\$105,896,224
Health			
Nonprescription Drugs	113	\$175.40	\$5,682,271
Prescription Drugs	113	\$377.55	\$12,231,004
Eyeglasses and Contact Lenses	115	\$111.07	\$3,598,137
Home			
Mortgage Payment and Basics (11)	108	\$11,479.52	\$371,890,515
Maintenance and Remodeling Services	108	\$3,115.52	\$100,930,334
Maintenance and Remodeling Materials (12)	100	\$620.06	\$20,087,374
Utilities, Fuel, and Public Services	117	\$5,832.99	\$188,965,537
Household Furnishings and Equipment			
Household Textiles (13)	121	\$122.97	\$3,983,771
Furniture	119	\$758.16	\$24,561,485
Rugs	118	\$36.95	\$1,196,871
Major Appliances (14)	111	\$419.40	\$13,587,033
Housewares (15)	118	\$103.84	\$3,363,866
Small Appliances	121	\$63.57	\$2,059,475
Luggage	122	\$20.41	\$661,294
Telephones and Accessories	117	\$117.25	\$3,798,289
Household Operations			
Child Care	118	\$623.99	\$20,214,878
Lawn and Garden (16)	108	\$541.64	\$17,546,941
Moving/Storage/Freight Express	125	\$88.99	\$2,882,983
Housekeeping Supplies (17)	116	\$907.80	\$29,408,971
Insurance			
Owners and Renters Insurance	108	\$672.59	\$21,789,150
Vehicle Insurance	118	\$2,196.77	\$71,166,538
Life/Other Insurance	113	\$681.56	\$22,079,745
Health Insurance	116	\$4,775.35	\$154,702,120
Personal Care Products (18)	120	\$594.78	\$19,268,454
School Books and Supplies (19)	121	\$157.89	\$5,115,087
Smoking Products	123	\$472.88	\$15,319,512
Transportation			
Payments on Vehicles excluding Leases	113	\$2,933.13	\$95,021,565
Gasoline and Motor Oil	116	\$2,781.25	\$90,101,245
Vehicle Maintenance and Repairs	116	\$1,288.58	\$41,744,920
Travel			
Airline Fares	120	\$754.93	\$24,456,593
Lodging on Trips	115	\$818.59	\$26,519,008
Auto/Truck Rental on Trips	120	\$66.02	\$2,138,737
Food and Drink on Trips	118	\$701.76	\$22,734,201

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

4800 Roland Ave, Baltimore, Maryland, 21210
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.35043
 Longitude: -76.63565

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Family Foundations (12A)	17.7%	Population	206,423	200,847
Modest Income Homes (12D)	14.9%	Households	81,915	79,403
Emerald City (8B)	10.6%	Families	43,282	41,837
Urban Chic (2A)	7.3%	Median Age	37.6	38.5
City Strivers (11A)	6.8%	Median Household Income	\$55,540	\$60,517
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		101	\$2,134.99	\$174,887,442
Men's		101	\$411.46	\$33,704,867
Women's		100	\$738.67	\$60,508,208
Children's		96	\$299.35	\$24,520,850
Footwear		103	\$516.86	\$42,338,246
Watches & Jewelry		101	\$130.25	\$10,669,727
Apparel Products and Services (1)		106	\$56.10	\$4,595,074
Computer				
Computers and Hardware for Home Use		97	\$163.49	\$13,392,596
Portable Memory		97	\$4.21	\$345,182
Computer Software		104	\$10.01	\$820,126
Computer Accessories		99	\$17.75	\$1,454,213
Entertainment & Recreation		96	\$3,088.91	\$253,027,757
Fees and Admissions		95	\$702.09	\$57,511,351
Membership Fees for Clubs (2)		97	\$240.37	\$19,689,831
Fees for Participant Sports, excl. Trips		93	\$107.27	\$8,787,116
Tickets to Theatre/Operas/Concerts		98	\$79.57	\$6,518,013
Tickets to Movies		96	\$53.22	\$4,359,141
Tickets to Parks or Museums		91	\$30.79	\$2,522,181
Admission to Sporting Events, excl. Trips		93	\$60.10	\$4,923,141
Fees for Recreational Lessons		92	\$129.15	\$10,579,320
Dating Services		135	\$1.62	\$132,607
TV/Video/Audio		100	\$1,170.14	\$95,852,370
Cable and Satellite Television Services		100	\$804.40	\$65,892,323
Televisions		101	\$112.81	\$9,240,784
Satellite Dishes		96	\$1.51	\$124,028
VCRs, Video Cameras, and DVD Players		99	\$4.87	\$398,762
Miscellaneous Video Equipment		98	\$15.22	\$1,246,480
Video Cassettes and DVDs		99	\$7.62	\$623,868
Video Game Hardware/Accessories		105	\$30.43	\$2,492,902
Video Game Software		107	\$17.15	\$1,404,595
Rental/Streaming/Downloaded Video		99	\$69.44	\$5,688,074
Installation of Televisions		91	\$0.67	\$55,111
Audio (3)		96	\$102.72	\$8,414,226
Rental and Repair of TV/Radio/Sound Equipment		112	\$3.31	\$271,217
Pets		92	\$668.86	\$54,789,821
Toys/Games/Crafts/Hobbies (4)		97	\$112.53	\$9,218,196
Recreational Vehicles and Fees (5)		86	\$97.36	\$7,975,135
Sports/Recreation/Exercise Equipment (6)		90	\$161.41	\$13,221,869
Photo Equipment and Supplies (7)		99	\$45.49	\$3,726,006
Reading (8)		98	\$101.40	\$8,306,042
Catered Affairs (9)		102	\$29.99	\$2,456,377
Food		99	\$9,149.03	\$749,442,866
Food at Home		99	\$5,382.66	\$440,920,638
Bakery and Cereal Products		99	\$690.58	\$56,568,586
Meats, Poultry, Fish, and Eggs		99	\$1,172.83	\$96,072,346
Dairy Products		97	\$533.54	\$43,705,047
Fruits and Vegetables		99	\$1,045.39	\$85,632,966
Snacks and Other Food at Home (10)		99	\$1,940.32	\$158,941,694
Food Away from Home		99	\$3,766.37	\$308,522,227
Alcoholic Beverages		100	\$628.56	\$51,488,869

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	94	\$25,785.46	\$2,112,216,193
Value of Retirement Plans	91	\$91,523.10	\$7,497,114,648
Value of Other Financial Assets	102	\$8,768.01	\$718,231,491
Vehicle Loan Amount excluding Interest	97	\$2,774.61	\$227,282,232
Value of Credit Card Debt	98	\$2,715.71	\$222,457,316
Health			
Nonprescription Drugs	95	\$146.77	\$12,022,342
Prescription Drugs	96	\$319.80	\$26,196,532
Eyeglasses and Contact Lenses	95	\$91.76	\$7,516,859
Home			
Mortgage Payment and Basics (11)	87	\$9,285.19	\$760,596,362
Maintenance and Remodeling Services	86	\$2,476.29	\$202,845,355
Maintenance and Remodeling Materials (12)	82	\$506.13	\$41,459,411
Utilities, Fuel, and Public Services	98	\$4,903.18	\$401,644,317
Household Furnishings and Equipment			
Household Textiles (13)	100	\$101.14	\$8,284,916
Furniture	98	\$623.67	\$51,087,749
Rugs	96	\$30.09	\$2,465,007
Major Appliances (14)	91	\$344.20	\$28,195,445
Housewares (15)	96	\$84.48	\$6,920,056
Small Appliances	100	\$52.34	\$4,287,152
Luggage	99	\$16.58	\$1,358,066
Telephones and Accessories	97	\$97.50	\$7,987,064
Household Operations			
Child Care	95	\$502.83	\$41,189,378
Lawn and Garden (16)	88	\$443.31	\$36,313,823
Moving/Storage/Freight Express	100	\$70.91	\$5,808,240
Housekeeping Supplies (17)	98	\$760.67	\$62,310,312
Insurance			
Owners and Renters Insurance	90	\$563.29	\$46,142,224
Vehicle Insurance	98	\$1,831.23	\$150,005,091
Life/Other Insurance	94	\$565.15	\$46,294,146
Health Insurance	97	\$3,988.99	\$326,757,799
Personal Care Products (18)	99	\$492.80	\$40,367,665
School Books and Supplies (19)	99	\$128.85	\$10,554,625
Smoking Products	107	\$411.72	\$33,725,993
Transportation			
Payments on Vehicles excluding Leases	94	\$2,447.61	\$200,496,339
Gasoline and Motor Oil	96	\$2,314.44	\$189,587,567
Vehicle Maintenance and Repairs	96	\$1,066.45	\$87,357,890
Travel			
Airline Fares	95	\$600.66	\$49,202,893
Lodging on Trips	93	\$659.20	\$53,998,520
Auto/Truck Rental on Trips	96	\$52.83	\$4,327,172
Food and Drink on Trips	95	\$567.02	\$46,447,333

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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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

4800 Roland Ave, Baltimore, Maryland, 21210
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.35043
Longitude: -76.63565

Data for all businesses in area	1 mile				2 miles				3 miles			
Total Businesses:	511				2,867				7,181			
Total Employees:	5,377				35,100				83,222			
Total Residential Population:	16,305				80,253				206,423			
Employee/Residential Population Ratio (per 100 Residents)	33				44				40			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.4%	24	0.4%	27	0.9%	167	0.5%	62	0.9%	873	1.0%
Construction	14	2.7%	94	1.7%	77	2.7%	650	1.9%	253	3.5%	2,276	2.7%
Manufacturing	4	0.8%	30	0.6%	52	1.8%	787	2.2%	123	1.7%	2,054	2.5%
Transportation	4	0.8%	21	0.4%	33	1.2%	358	1.0%	119	1.7%	1,310	1.6%
Communication	2	0.4%	8	0.1%	38	1.3%	1,297	3.7%	77	1.1%	2,522	3.0%
Utility	1	0.2%	1	0.0%	4	0.1%	15	0.0%	13	0.2%	505	0.6%
Wholesale Trade	6	1.2%	19	0.4%	33	1.2%	256	0.7%	93	1.3%	1,015	1.2%
Retail Trade Summary	99	19.4%	998	18.6%	539	18.8%	4,535	12.9%	1,325	18.5%	9,398	11.3%
Home Improvement	3	0.6%	23	0.4%	15	0.5%	145	0.4%	33	0.5%	276	0.3%
General Merchandise Stores	4	0.8%	10	0.2%	22	0.8%	130	0.4%	61	0.8%	360	0.4%
Food Stores	13	2.5%	316	5.9%	64	2.2%	1,076	3.1%	163	2.3%	2,073	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	4	0.8%	17	0.3%	28	1.0%	96	0.3%	120	1.7%	575	0.7%
Apparel & Accessory Stores	6	1.2%	44	0.8%	24	0.8%	90	0.3%	78	1.1%	439	0.5%
Furniture & Home Furnishings	4	0.8%	30	0.6%	29	1.0%	169	0.5%	71	1.0%	397	0.5%
Eating & Drinking Places	31	6.1%	335	6.2%	198	6.9%	2,012	5.7%	435	6.1%	3,553	4.3%
Miscellaneous Retail	34	6.7%	223	4.1%	158	5.5%	817	2.3%	365	5.1%	1,724	2.1%
Finance, Insurance, Real Estate Summary	51	10.0%	424	7.9%	251	8.8%	1,841	5.2%	630	8.8%	4,811	5.8%
Banks, Savings & Lending Institutions	12	2.3%	231	4.3%	34	1.2%	362	1.0%	95	1.3%	915	1.1%
Securities Brokers	8	1.6%	31	0.6%	26	0.9%	134	0.4%	67	0.9%	491	0.6%
Insurance Carriers & Agents	2	0.4%	3	0.1%	18	0.6%	151	0.4%	49	0.7%	302	0.4%
Real Estate, Holding, Other Investment Offices	29	5.7%	158	2.9%	173	6.0%	1,194	3.4%	420	5.8%	3,103	3.7%
Services Summary	258	50.5%	3,655	68.0%	1,387	48.4%	24,719	70.4%	3,376	47.0%	56,107	67.4%
Hotels & Lodging	4	0.8%	86	1.6%	7	0.2%	236	0.7%	22	0.3%	425	0.5%
Automotive Services	7	1.4%	25	0.5%	60	2.1%	233	0.7%	186	2.6%	882	1.1%
Motion Pictures & Amusements	14	2.7%	110	2.0%	82	2.9%	786	2.2%	164	2.3%	1,624	2.0%
Health Services	57	11.2%	775	14.4%	279	9.7%	11,089	31.6%	688	9.6%	22,085	26.5%
Legal Services	14	2.7%	63	1.2%	59	2.1%	299	0.9%	129	1.8%	1,098	1.3%
Education Institutions & Libraries	22	4.3%	1,183	22.0%	92	3.2%	4,763	13.6%	216	3.0%	9,794	11.8%
Other Services	140	27.4%	1,412	26.3%	808	28.2%	7,313	20.8%	1,972	27.5%	20,199	24.3%
Government	3	0.6%	19	0.4%	5	0.2%	59	0.2%	51	0.7%	1,295	1.6%
Unclassified Establishments	64	12.5%	84	1.6%	420	14.6%	417	1.2%	1,058	14.7%	1,057	1.3%
Totals	511	100.0%	5,377	100.0%	2,867	100.0%	35,100	100.0%	7,181	100.0%	83,222	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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Latitude: 39.35043
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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	1	0.2%	7	0.1%	3	0.1%	11	0.0%	8	0.1%	327	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	16	3.1%	105	2.0%	89	3.1%	713	2.0%	280	3.9%	2,516	3.0%
Manufacturing	4	0.8%	40	0.7%	55	1.9%	629	1.8%	126	1.8%	1,616	1.9%
Wholesale Trade	6	1.2%	19	0.4%	30	1.0%	234	0.7%	84	1.2%	973	1.2%
Retail Trade	64	12.5%	636	11.8%	323	11.3%	2,373	6.8%	850	11.8%	5,557	6.7%
Motor Vehicle & Parts Dealers	1	0.2%	2	0.0%	22	0.8%	64	0.2%	89	1.2%	460	0.6%
Furniture & Home Furnishings Stores	1	0.2%	10	0.2%	6	0.2%	31	0.1%	24	0.3%	166	0.2%
Electronics & Appliance Stores	2	0.4%	11	0.2%	19	0.7%	119	0.3%	40	0.6%	205	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.6%	23	0.4%	15	0.5%	145	0.4%	33	0.5%	276	0.3%
Food & Beverage Stores	10	2.0%	289	5.4%	63	2.2%	1,013	2.9%	171	2.4%	1,951	2.3%
Health & Personal Care Stores	8	1.6%	58	1.1%	33	1.2%	190	0.5%	91	1.3%	521	0.6%
Gasoline Stations	3	0.6%	15	0.3%	7	0.2%	32	0.1%	31	0.4%	115	0.1%
Clothing & Clothing Accessories Stores	8	1.6%	53	1.0%	30	1.0%	108	0.3%	94	1.3%	494	0.6%
Sport Goods, Hobby, Book, & Music Stores	7	1.4%	98	1.8%	30	1.0%	281	0.8%	61	0.8%	497	0.6%
General Merchandise Stores	4	0.8%	10	0.2%	22	0.8%	130	0.4%	61	0.8%	360	0.4%
Miscellaneous Store Retailers	13	2.5%	61	1.1%	67	2.3%	250	0.7%	125	1.7%	482	0.6%
Nonstore Retailers	4	0.8%	6	0.1%	10	0.3%	9	0.0%	31	0.4%	29	0.0%
Transportation & Warehousing	2	0.4%	15	0.3%	27	0.9%	273	0.8%	110	1.5%	1,108	1.3%
Information	12	2.3%	91	1.7%	90	3.1%	2,249	6.4%	186	2.6%	4,262	5.1%
Finance & Insurance	23	4.5%	267	5.0%	81	2.8%	653	1.9%	223	3.1%	1,734	2.1%
Central Bank/Credit Intermediation & Related Activities	11	2.2%	227	4.2%	34	1.2%	362	1.0%	98	1.4%	925	1.1%
Securities, Commodity Contracts & Other Financial	10	2.0%	36	0.7%	29	1.0%	140	0.4%	77	1.1%	508	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	2	0.4%	3	0.1%	18	0.6%	151	0.4%	49	0.7%	302	0.4%
Real Estate, Rental & Leasing	30	5.9%	152	2.8%	170	5.9%	1,108	3.2%	408	5.7%	2,899	3.5%
Professional, Scientific & Tech Services	61	11.9%	387	7.2%	309	10.8%	2,112	6.0%	666	9.3%	6,960	8.4%
Legal Services	15	2.9%	67	1.2%	67	2.3%	330	0.9%	145	2.0%	1,160	1.4%
Management of Companies & Enterprises	0	0.0%	3	0.1%	10	0.3%	56	0.2%	29	0.4%	217	0.3%
Administrative & Support & Waste Management & Remediation	15	2.9%	110	2.0%	84	2.9%	532	1.5%	232	3.2%	2,360	2.8%
Educational Services	22	4.3%	1,156	21.5%	108	3.8%	4,650	13.2%	227	3.2%	9,580	11.5%
Health Care & Social Assistance	81	15.9%	1,121	20.8%	397	13.8%	12,792	36.4%	985	13.7%	27,229	32.7%
Arts, Entertainment & Recreation	14	2.7%	118	2.2%	68	2.4%	875	2.5%	150	2.1%	1,772	2.1%
Accommodation & Food Services	37	7.2%	435	8.1%	210	7.3%	2,293	6.5%	470	6.5%	4,098	4.9%
Accommodation	4	0.8%	86	1.6%	7	0.2%	236	0.7%	22	0.3%	425	0.5%
Food Services & Drinking Places	33	6.5%	349	6.5%	203	7.1%	2,057	5.9%	448	6.2%	3,672	4.4%
Other Services (except Public Administration)	56	11.0%	613	11.4%	386	13.5%	3,062	8.7%	1,035	14.4%	7,646	9.2%
Automotive Repair & Maintenance	4	0.8%	16	0.3%	41	1.4%	145	0.4%	142	2.0%	623	0.7%
Public Administration	3	0.6%	19	0.4%	6	0.2%	68	0.2%	52	0.7%	1,304	1.6%
Unclassified Establishments	64	12.5%	84	1.6%	420	14.6%	417	1.2%	1,058	14.7%	1,057	1.3%
Total	511	100.0%	5,377	100.0%	2,867	100.0%	35,100	100.0%	7,181	100.0%	83,222	100.0%

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