

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	15,964	82,123	212,425
2020 Total Population	15,617	78,473	200,071
2020 Group Quarters	3,488	7,692	11,596
2023 Total Population	15,195	77,099	196,875
2023 Group Quarters	3,492	7,692	11,595
2028 Total Population	14,879	75,454	193,871
2023-2028 Annual Rate	-0.42%	-0.43%	-0.31%
2023 Total Daytime Population	14,931	80,763	191,889
Workers	7,321	41,334	89,445
Residents	7,610	39,429	102,444
Household Summary			
2010 Households	5,735	33,589	85,430
2010 Average Household Size	2.16	2.22	2.33
2020 Total Households	5,739	33,350	84,386
2020 Average Household Size	2.11	2.12	2.23
2023 Total Households	5,637	33,038	83,582
2023 Average Household Size	2.08	2.10	2.22
2028 Total Households	5,565	32,732	83,437
2028 Average Household Size	2.05	2.07	2.18
2023-2028 Annual Rate	-0.26%	-0.19%	-0.03%
2010 Families	2,852	17,024	45,739
2010 Average Family Size	2.88	2.98	3.10
2023 Families	2,766	16,282	43,437
2023 Average Family Size	2.87	2.90	3.04
2028 Families	2,736	16,143	43,354
2028 Average Family Size	2.83	2.86	2.99
2023-2028 Annual Rate	-0.22%	-0.17%	-0.04%
Housing Unit Summary			
2000 Housing Units	6,925	39,028	101,536
Owner Occupied Housing Units	56.4%	49.6%	46.9%
Renter Occupied Housing Units	31.4%	39.9%	40.9%
Vacant Housing Units	12.2%	10.5%	12.3%
2010 Housing Units	6,270	37,851	99,196
Owner Occupied Housing Units	59.4%	49.4%	45.6%
Renter Occupied Housing Units	32.1%	39.3%	40.5%
Vacant Housing Units	8.5%	11.3%	13.9%
2020 Housing Units	6,203	37,492	96,678
Vacant Housing Units	7.5%	11.0%	12.7%
2023 Housing Units	6,128	37,359	96,045
Owner Occupied Housing Units	62.7%	50.7%	48.3%
Renter Occupied Housing Units	29.3%	37.7%	38.8%
Vacant Housing Units	8.0%	11.6%	13.0%
2028 Housing Units	6,135	37,469	96,701
Owner Occupied Housing Units	63.1%	51.2%	48.7%
Renter Occupied Housing Units	27.6%	36.1%	37.6%
Vacant Housing Units	9.3%	12.6%	13.7%
Median Household Income			
2023	\$97,438	\$69,479	\$60,959
2028	\$116,520	\$77,151	\$66,262
Median Home Value			
2023	\$421,429	\$322,354	\$265,445
2028	\$468,851	\$383,328	\$328,779
Per Capita Income			
2023	\$69,460	\$54,713	\$44,960
2028	\$78,501	\$62,494	\$51,398
Median Age			
2010	34.5	35.9	36.1
2023	36.4	37.7	38.1
2028	36.7	38.5	38.8

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

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



Market Profile

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
2023 Households by Income			
Household Income Base	5,637	33,038	83,582
<\$15,000	5.4%	14.4%	15.9%
\$15,000 - \$24,999	4.2%	6.3%	7.5%
\$25,000 - \$34,999	7.2%	7.0%	7.6%
\$35,000 - \$49,999	8.6%	8.8%	9.5%
\$50,000 - \$74,999	14.2%	16.3%	17.7%
\$75,000 - \$99,999	11.4%	11.5%	11.3%
\$100,000 - \$149,999	11.2%	11.0%	11.4%
\$150,000 - \$199,999	11.2%	8.3%	7.3%
\$200,000+	26.7%	16.5%	11.7%
Average Household Income	\$177,333	\$125,992	\$104,886
2028 Households by Income			
Household Income Base	5,565	32,732	83,437
<\$15,000	5.0%	13.8%	15.5%
\$15,000 - \$24,999	3.5%	5.4%	6.7%
\$25,000 - \$34,999	6.1%	6.2%	6.8%
\$35,000 - \$49,999	7.3%	8.0%	8.8%
\$50,000 - \$74,999	12.7%	15.4%	16.8%
\$75,000 - \$99,999	10.7%	11.0%	11.0%
\$100,000 - \$149,999	11.4%	11.3%	11.9%
\$150,000 - \$199,999	13.2%	9.8%	8.8%
\$200,000+	30.0%	19.1%	13.7%
Average Household Income	\$199,713	\$142,384	\$118,412
2023 Owner Occupied Housing Units by Value			
Total	3,844	18,927	46,331
<\$50,000	0.9%	3.4%	5.0%
\$50,000 - \$99,999	0.3%	5.7%	7.1%
\$100,000 - \$149,999	1.5%	5.0%	6.6%
\$150,000 - \$199,999	8.1%	11.1%	15.0%
\$200,000 - \$249,999	12.7%	14.2%	14.1%
\$250,000 - \$299,999	4.7%	7.3%	6.6%
\$300,000 - \$399,999	18.3%	15.4%	17.4%
\$400,000 - \$499,999	15.8%	11.9%	8.8%
\$500,000 - \$749,999	23.4%	17.1%	13.6%
\$750,000 - \$999,999	9.2%	5.6%	3.7%
\$1,000,000 - \$1,499,999	4.8%	3.3%	1.8%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$483,719	\$390,409	\$335,055
2028 Owner Occupied Housing Units by Value			
Total	3,873	19,190	47,058
<\$50,000	0.7%	3.4%	5.4%
\$50,000 - \$99,999	0.2%	4.5%	5.8%
\$100,000 - \$149,999	0.6%	3.3%	4.4%
\$150,000 - \$199,999	3.6%	7.1%	10.6%
\$200,000 - \$249,999	8.1%	10.2%	11.3%
\$250,000 - \$299,999	4.2%	7.1%	6.7%
\$300,000 - \$399,999	18.4%	17.3%	20.4%
\$400,000 - \$499,999	20.7%	14.6%	11.3%
\$500,000 - \$749,999	28.0%	21.8%	17.1%
\$750,000 - \$999,999	10.4%	6.5%	4.6%
\$1,000,000 - \$1,499,999	5.1%	4.1%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.0%	0.1%
Average Home Value	\$525,581	\$435,418	\$375,157

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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



Market Profile

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
2010 Population by Age			
Total	15,963	82,122	212,426
0 - 4	3.8%	5.5%	6.1%
5 - 9	4.1%	4.8%	5.4%
10 - 14	4.1%	4.6%	5.3%
15 - 24	26.8%	19.8%	17.8%
25 - 34	11.8%	14.3%	14.1%
35 - 44	11.0%	11.9%	12.2%
45 - 54	10.9%	13.0%	13.9%
55 - 64	11.1%	11.8%	12.0%
65 - 74	6.8%	7.4%	7.1%
75 - 84	5.4%	4.8%	4.3%
85 +	4.2%	2.2%	1.9%
18 +	86.1%	82.2%	79.8%
2023 Population by Age			
Total	15,198	77,098	196,875
0 - 4	3.2%	4.5%	5.1%
5 - 9	3.7%	4.6%	5.4%
10 - 14	4.0%	4.7%	5.4%
15 - 24	27.1%	18.4%	15.7%
25 - 34	10.6%	14.5%	14.4%
35 - 44	10.9%	11.9%	12.2%
45 - 54	9.3%	10.2%	11.0%
55 - 64	11.2%	11.9%	12.3%
65 - 74	9.8%	10.7%	10.6%
75 - 84	6.2%	6.1%	5.5%
85 +	4.1%	2.6%	2.1%
18 +	86.8%	83.4%	81.0%
2028 Population by Age			
Total	14,879	75,456	193,872
0 - 4	3.2%	4.5%	5.3%
5 - 9	3.6%	4.4%	5.1%
10 - 14	3.6%	4.5%	5.2%
15 - 24	27.1%	18.6%	15.9%
25 - 34	10.6%	13.3%	13.4%
35 - 44	10.7%	12.4%	12.8%
45 - 54	9.4%	10.4%	11.1%
55 - 64	10.0%	10.7%	11.1%
65 - 74	9.8%	10.8%	10.8%
75 - 84	7.2%	7.4%	6.8%
85 +	4.6%	3.0%	2.5%
18 +	87.2%	83.6%	81.3%
2010 Population by Sex			
Males	7,139	38,125	97,987
Females	8,825	43,998	114,438
2023 Population by Sex			
Males	7,120	36,192	91,819
Females	8,075	40,907	105,056
2028 Population by Sex			
Males	6,971	35,378	90,366
Females	7,908	40,075	103,505

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

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	15,964	82,123	212,425
White Alone	80.6%	50.9%	34.7%
Black Alone	9.5%	40.2%	58.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.2%	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%	2.7%	2.4%
Diversity Index	38.1	59.7	55.7
2020 Population by Race/Ethnicity			
Total	15,617	78,473	200,071
White Alone	66.9%	46.9%	34.9%
Black Alone	10.0%	36.1%	51.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	14.4%	9.1%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.7%	1.9%
Two or More Races	6.6%	6.0%	5.3%
Hispanic Origin	5.7%	4.5%	4.2%
Diversity Index	56.9	66.9	63.6
2023 Population by Race/Ethnicity			
Total	15,195	77,099	196,875
White Alone	64.9%	45.5%	33.7%
Black Alone	10.8%	36.7%	52.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	15.0%	9.3%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.8%	2.0%
Two or More Races	7.0%	6.3%	5.5%
Hispanic Origin	6.3%	5.0%	4.6%
Diversity Index	59.4	67.8	63.9
2028 Population by Race/Ethnicity			
Total	14,879	75,454	193,871
White Alone	61.7%	43.2%	31.8%
Black Alone	11.4%	37.3%	52.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	16.3%	10.1%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.1%	2.3%
Two or More Races	7.9%	7.1%	6.1%
Hispanic Origin	7.3%	5.7%	5.2%
Diversity Index	63.1	69.6	64.9
2010 Population by Relationship and Household Type			
Total	15,964	82,123	212,424
In Households	77.4%	91.0%	93.9%
In Family Households	52.7%	64.2%	69.5%
Householder	18.2%	20.7%	21.6%
Spouse	14.5%	12.6%	11.4%
Child	17.2%	24.6%	28.6%
Other relative	1.7%	3.9%	5.1%
Nonrelative	1.1%	2.4%	2.8%
In Nonfamily Households	24.8%	26.8%	24.4%
In Group Quarters	22.6%	9.0%	6.1%
Institutionalized Population	2.2%	1.3%	0.9%
Noninstitutionalized Population	20.4%	7.7%	5.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

	1 mile	2 miles	3 miles
2023 Population 25+ by Educational Attainment			
Total	9,435	52,300	134,504
Less than 9th Grade	1.5%	2.5%	2.4%
9th - 12th Grade, No Diploma	2.0%	5.7%	7.0%
High School Graduate	11.0%	17.1%	20.4%
GED/Alternative Credential	1.7%	2.9%	3.6%
Some College, No Degree	8.8%	12.3%	15.5%
Associate Degree	4.1%	4.6%	5.7%
Bachelor's Degree	27.3%	21.9%	20.8%
Graduate/Professional Degree	43.4%	33.0%	24.6%
2023 Population 15+ by Marital Status			
Total	13,548	66,485	165,500
Never Married	48.1%	47.7%	50.0%
Married	40.8%	36.5%	33.6%
Widowed	4.7%	5.7%	6.2%
Divorced	6.4%	10.0%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,853	40,260	101,767
Population 16+ Employed	98.1%	95.3%	94.6%
Population 16+ Unemployment rate	1.9%	4.7%	5.4%
Population 16-24 Employed	18.1%	14.0%	13.5%
Population 16-24 Unemployment rate	3.5%	10.3%	11.0%
Population 25-54 Employed	53.5%	59.7%	61.4%
Population 25-54 Unemployment rate	1.3%	3.8%	4.5%
Population 55-64 Employed	17.9%	16.7%	16.6%
Population 55-64 Unemployment rate	1.4%	3.9%	4.3%
Population 65+ Employed	10.5%	9.6%	8.5%
Population 65+ Unemployment rate	2.9%	3.3%	4.6%
2023 Employed Population 16+ by Industry			
Total	7,707	38,354	96,298
Agriculture/Mining	0.7%	0.4%	0.4%
Construction	2.3%	3.6%	3.8%
Manufacturing	4.0%	4.4%	4.7%
Wholesale Trade	0.5%	1.0%	1.0%
Retail Trade	7.5%	6.8%	7.4%
Transportation/Utilities	1.4%	5.1%	6.1%
Information	2.8%	2.1%	1.8%
Finance/Insurance/Real Estate	7.7%	7.0%	6.1%
Services	67.3%	63.3%	60.6%
Public Administration	5.7%	6.5%	8.1%
2023 Employed Population 16+ by Occupation			
Total	7,709	38,353	96,299
White Collar	83.7%	77.0%	71.8%
Management/Business/Financial	20.4%	19.1%	18.5%
Professional	50.8%	44.4%	37.6%
Sales	7.2%	6.5%	6.6%
Administrative Support	5.3%	7.0%	9.1%
Services	10.6%	11.6%	15.3%
Blue Collar	5.8%	11.4%	12.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.8%	2.0%	2.0%
Installation/Maintenance/Repair	1.2%	1.6%	1.3%
Production	1.1%	1.7%	2.2%
Transportation/Material Moving	1.7%	5.9%	7.1%

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

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	5,735	33,588	85,430
Households with 1 Person	39.9%	38.0%	36.6%
Households with 2+ People	60.1%	62.0%	63.4%
Family Households	49.7%	50.7%	53.5%
Husband-wife Families	39.8%	30.8%	28.2%
With Related Children	16.9%	12.3%	11.9%
Other Family (No Spouse Present)	9.9%	19.9%	25.3%
Other Family with Male Householder	2.6%	4.0%	4.9%
With Related Children	1.3%	2.0%	2.4%
Other Family with Female Householder	7.4%	15.9%	20.4%
With Related Children	4.0%	9.9%	12.5%
Nonfamily Households	10.3%	11.4%	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	5,734	33,589	85,430
1 Person Household	40.0%	38.0%	36.6%
2 Person Household	33.4%	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	0.9%	1.6%	2.0%
7 + Person Household	0.6%	1.3%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	5,735	33,588	85,430
Owner Occupied	65.0%	55.7%	53.0%
Owned with a Mortgage/Loan	46.3%	40.9%	39.4%
Owned Free and Clear	18.7%	14.9%	13.6%
Renter Occupied	35.0%	44.3%	47.0%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	80	86
Percent of Income for Mortgage	26.0%	27.9%	26.2%
Wealth Index	192	123	95
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,270	37,851	99,196
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	15,964	82,123	212,425
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.

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



Market Profile

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Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.35043
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	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Emerald City (8B)	Family Foundations (12A)
2.	Urban Chic (2A)	Urban Chic (2A)	Modest Income Homes (12D)
3.	Top Tier (1A)	Family Foundations (12A)	Emerald City (8B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$20,567,429	\$88,556,776	\$188,978,579
Average Spent	\$3,648.65	\$2,680.45	\$2,261.00
Spending Potential Index	166	122	103
Education: Total \$	\$18,683,166	\$74,337,275	\$151,725,565
Average Spent	\$3,314.38	\$2,250.05	\$1,815.29
Spending Potential Index	185	125	101
Entertainment/Recreation: Total \$	\$34,129,385	\$143,075,354	\$301,784,491
Average Spent	\$6,054.53	\$4,330.63	\$3,610.64
Spending Potential Index	160	115	95
Food at Home: Total \$	\$61,384,314	\$266,448,802	\$572,103,741
Average Spent	\$10,889.54	\$8,064.92	\$6,844.82
Spending Potential Index	160	119	101
Food Away from Home: Total \$	\$34,358,140	\$146,897,636	\$310,702,324
Average Spent	\$6,095.11	\$4,446.32	\$3,717.34
Spending Potential Index	164	119	100
Health Care: Total \$	\$63,437,990	\$275,571,723	\$591,924,584
Average Spent	\$11,253.86	\$8,341.05	\$7,081.96
Spending Potential Index	153	113	96
HH Furnishings & Equipment: Total \$	\$27,469,059	\$114,590,515	\$241,433,246
Average Spent	\$4,872.99	\$3,468.45	\$2,888.58
Spending Potential Index	165	117	98
Personal Care Products & Services: Total \$	\$8,986,290	\$38,041,854	\$80,211,726
Average Spent	\$1,594.16	\$1,151.46	\$959.68
Spending Potential Index	167	120	100
Shelter: Total \$	\$235,619,769	\$991,250,317	\$2,088,219,493
Average Spent	\$41,798.79	\$30,003.34	\$24,984.08
Spending Potential Index	169	121	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,751,978	\$116,148,306	\$241,227,299
Average Spent	\$5,100.58	\$3,515.60	\$2,886.12
Spending Potential Index	163	112	92
Travel: Total \$	\$21,211,173	\$86,189,427	\$179,220,192
Average Spent	\$3,762.85	\$2,608.80	\$2,144.24
Spending Potential Index	167	116	95
Vehicle Maintenance & Repairs: Total \$	\$11,408,283	\$49,869,399	\$106,054,716
Average Spent	\$2,023.82	\$1,509.46	\$1,268.87
Spending Potential Index	154	115	97

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

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Emerald City (8B)	34.0%	Population	15,195	14,879
Urban Chic (2A)	16.4%	Households	5,637	5,565
Top Tier (1A)	14.8%	Families	2,766	2,736
Laptops and Lattes (3A)	14.8%	Median Age	36.4	36.7
Golden Years (9B)	11.9%	Median Household Income	\$97,438	\$116,520
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		166	\$3,648.65	\$20,567,429
Men's		168	\$686.09	\$3,867,507
Women's		166	\$1,236.08	\$6,967,776
Children's		153	\$507.51	\$2,860,833
Footwear		166	\$827.67	\$4,665,586
Watches & Jewelry		186	\$313.69	\$1,768,287
Apparel Products and Services (1)		174	\$77.60	\$437,440
Computer				
Computers and Hardware for Home Use		170	\$433.83	\$2,445,483
Portable Memory		161	\$7.40	\$41,720
Computer Software		179	\$25.83	\$145,611
Computer Accessories		168	\$42.07	\$237,170
Entertainment & Recreation		160	\$6,054.53	\$34,129,385
Fees and Admissions		174	\$1,242.17	\$7,002,093
Membership Fees for Clubs (2)		175	\$486.67	\$2,743,335
Fees for Participant Sports, excl. Trips		170	\$203.70	\$1,148,238
Tickets to Theatre/Operas/Concerts		176	\$96.10	\$541,706
Tickets to Movies		169	\$46.62	\$262,777
Tickets to Parks or Museums		156	\$43.49	\$245,126
Admission to Sporting Events, excl. Trips		173	\$100.86	\$568,529
Fees for Recreational Lessons		181	\$262.71	\$1,480,878
Dating Services		191	\$2.04	\$11,504
TV/Video/Audio		155	\$2,100.57	\$11,840,914
Cable and Satellite Television Services		152	\$1,308.43	\$7,375,599
Televisions		157	\$228.30	\$1,286,917
Satellite Dishes		146	\$2.49	\$14,045
VCRs, Video Cameras, and DVD Players		161	\$7.77	\$43,787
Miscellaneous Video Equipment		174	\$22.01	\$124,076
Video Cassettes and DVDs		164	\$10.70	\$60,309
Video Game Hardware/Accessories		157	\$63.12	\$355,828
Video Game Software		163	\$31.62	\$178,220
Rental/Streaming/Downloaded Video		158	\$195.17	\$1,100,189
Installation of Televisions		175	\$2.82	\$15,903
Audio (3)		166	\$223.76	\$1,261,353
Rental and Repair of TV/Radio/Sound Equipment		158	\$4.38	\$24,687
Pets		155	\$1,424.55	\$8,030,192
Toys/Games/Crafts/Hobbies (4)		157	\$248.37	\$1,400,083
Recreational Vehicles and Fees (5)		158	\$237.15	\$1,336,819
Sports/Recreation/Exercise Equipment (6)		160	\$448.38	\$2,527,530
Photo Equipment and Supplies (7)		171	\$79.90	\$450,404
Reading (8)		173	\$219.00	\$1,234,524
Catered Affairs (9)		179	\$54.43	\$306,825
Food		161	\$16,984.65	\$95,742,454
Food at Home		160	\$10,889.54	\$61,384,314
Bakery and Cereal Products		160	\$1,407.39	\$7,933,435
Meats, Poultry, Fish, and Eggs		159	\$2,340.34	\$13,192,518
Dairy Products		161	\$1,059.05	\$5,969,837
Fruits and Vegetables		163	\$2,190.11	\$12,345,677
Snacks and Other Food at Home (10)		159	\$3,892.65	\$21,942,848
Food Away from Home		164	\$6,095.11	\$34,358,140
Alcoholic Beverages		175	\$1,180.64	\$6,655,282

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	187	\$73,782.42	\$415,911,514
Value of Retirement Plans	171	\$241,449.92	\$1,361,053,183
Value of Other Financial Assets	185	\$15,871.58	\$89,468,119
Vehicle Loan Amount excluding Interest	145	\$5,278.09	\$29,752,595
Value of Credit Card Debt	160	\$5,058.49	\$28,514,696
Health			
Nonprescription Drugs	148	\$252.37	\$1,422,622
Prescription Drugs	145	\$532.46	\$3,001,470
Eyeglasses and Contact Lenses	157	\$175.24	\$987,836
Home			
Mortgage Payment and Basics (11)	160	\$20,738.50	\$116,902,943
Maintenance and Remodeling Services	160	\$6,089.13	\$34,324,448
Maintenance and Remodeling Materials (12)	137	\$1,076.43	\$6,067,864
Utilities, Fuel, and Public Services	152	\$8,795.57	\$49,580,627
Household Furnishings and Equipment			
Household Textiles (13)	166	\$202.67	\$1,142,452
Furniture	161	\$1,325.15	\$7,469,851
Rugs	173	\$72.12	\$406,549
Major Appliances (14)	152	\$800.85	\$4,514,383
Housewares (15)	167	\$179.38	\$1,011,183
Small Appliances	164	\$119.47	\$673,437
Luggage	170	\$24.34	\$137,187
Telephones and Accessories	164	\$175.96	\$991,859
Household Operations			
Child Care	172	\$887.29	\$5,001,672
Lawn and Garden (16)	155	\$1,039.14	\$5,857,623
Moving/Storage/Freight Express	170	\$152.03	\$856,999
Housekeeping Supplies (17)	157	\$1,462.69	\$8,245,201
Insurance			
Owners and Renters Insurance	146	\$1,139.07	\$6,420,921
Vehicle Insurance	152	\$3,292.96	\$18,562,441
Life/Other Insurance	157	\$1,089.47	\$6,141,346
Health Insurance	153	\$7,547.01	\$42,542,483
Personal Care Products (18)	164	\$904.87	\$5,100,734
School Books and Supplies (19)	161	\$215.73	\$1,216,055
Smoking Products	140	\$604.78	\$3,409,137
Transportation			
Payments on Vehicles excluding Leases	146	\$4,422.90	\$24,931,865
Gasoline and Motor Oil	148	\$3,759.07	\$21,189,867
Vehicle Maintenance and Repairs	154	\$2,023.82	\$11,408,283
Travel			
Airline Fares	175	\$817.12	\$4,606,091
Lodging on Trips	165	\$1,192.17	\$6,720,258
Auto/Truck Rental on Trips	171	\$135.50	\$763,799
Food and Drink on Trips	166	\$930.73	\$5,246,549

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Emerald City (8B)	20.7%	Population	77,099	75,454
Urban Chic (2A)	13.0%	Households	33,038	32,732
Family Foundations (12A)	11.2%	Families	16,282	16,143
Modest Income Homes (12D)	8.7%	Median Age	37.7	38.5
Golden Years (9B)	7.2%	Median Household Income	\$69,479	\$77,151
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		122	\$2,680.45	\$88,556,776
Men's		122	\$498.01	\$16,453,245
Women's		123	\$914.51	\$30,213,442
Children's		115	\$382.18	\$12,626,450
Footwear		123	\$615.31	\$20,328,769
Watches & Jewelry		127	\$213.75	\$7,061,994
Apparel Products and Services (1)		127	\$56.69	\$1,872,877
Computer				
Computers and Hardware for Home Use		123	\$314.14	\$10,378,496
Portable Memory		117	\$5.39	\$178,195
Computer Software		130	\$18.77	\$620,005
Computer Accessories		121	\$30.30	\$1,001,074
Entertainment & Recreation		115	\$4,330.63	\$143,075,354
Fees and Admissions		117	\$829.93	\$27,419,232
Membership Fees for Clubs (2)		118	\$328.25	\$10,844,807
Fees for Participant Sports, excl. Trips		114	\$136.45	\$4,507,900
Tickets to Theatre/Operas/Concerts		120	\$65.53	\$2,164,898
Tickets to Movies		119	\$32.90	\$1,086,915
Tickets to Parks or Museums		112	\$31.23	\$1,031,911
Admission to Sporting Events, excl. Trips		120	\$69.98	\$2,312,032
Fees for Recreational Lessons		113	\$163.99	\$5,417,889
Dating Services		150	\$1.60	\$52,880
TV/Video/Audio		118	\$1,597.31	\$52,771,983
Cable and Satellite Television Services		116	\$1,000.06	\$33,040,049
Televisions		120	\$174.64	\$5,769,730
Satellite Dishes		115	\$1.96	\$64,864
VCRs, Video Cameras, and DVD Players		119	\$5.75	\$189,915
Miscellaneous Video Equipment		129	\$16.35	\$540,275
Video Cassettes and DVDs		121	\$7.92	\$261,819
Video Game Hardware/Accessories		127	\$51.12	\$1,688,957
Video Game Software		129	\$24.97	\$824,943
Rental/Streaming/Downloaded Video		119	\$147.18	\$4,862,676
Installation of Televisions		116	\$1.87	\$61,742
Audio (3)		120	\$161.65	\$5,340,686
Rental and Repair of TV/Radio/Sound Equipment		138	\$3.82	\$126,327
Pets		109	\$1,007.54	\$33,286,987
Toys/Games/Crafts/Hobbies (4)		116	\$184.02	\$6,079,674
Recreational Vehicles and Fees (5)		104	\$156.26	\$5,162,591
Sports/Recreation/Exercise Equipment (6)		110	\$309.24	\$10,216,681
Photo Equipment and Supplies (7)		119	\$55.77	\$1,842,518
Reading (8)		121	\$153.39	\$5,067,588
Catered Affairs (9)		122	\$37.17	\$1,228,099
Food		119	\$12,511.24	\$413,346,438
Food at Home		119	\$8,064.92	\$266,448,802
Bakery and Cereal Products		119	\$1,044.83	\$34,519,254
Meats, Poultry, Fish, and Eggs		119	\$1,745.44	\$57,665,838
Dairy Products		117	\$772.59	\$25,524,958
Fruits and Vegetables		120	\$1,605.93	\$53,056,713
Snacks and Other Food at Home (10)		118	\$2,896.12	\$95,682,039
Food Away from Home		119	\$4,446.32	\$146,897,636
Alcoholic Beverages		122	\$824.61	\$27,243,336

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.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	120	\$47,273.89	\$1,561,834,789
Value of Retirement Plans	113	\$159,390.11	\$5,265,930,585
Value of Other Financial Assets	120	\$10,283.30	\$339,739,533
Vehicle Loan Amount excluding Interest	111	\$4,051.40	\$133,850,133
Value of Credit Card Debt	117	\$3,708.71	\$122,528,497
Health			
Nonprescription Drugs	113	\$193.16	\$6,381,705
Prescription Drugs	113	\$415.29	\$13,720,375
Eyeglasses and Contact Lenses	115	\$127.77	\$4,221,393
Home			
Mortgage Payment and Basics (11)	107	\$13,849.49	\$457,559,314
Maintenance and Remodeling Services	106	\$4,012.31	\$132,558,699
Maintenance and Remodeling Materials (12)	96	\$756.71	\$25,000,311
Utilities, Fuel, and Public Services	116	\$6,706.49	\$221,568,861
Household Furnishings and Equipment			
Household Textiles (13)	121	\$147.70	\$4,879,696
Furniture	118	\$970.24	\$32,054,926
Rugs	117	\$48.77	\$1,611,414
Major Appliances (14)	110	\$579.99	\$19,161,694
Housewares (15)	118	\$126.94	\$4,193,683
Small Appliances	122	\$88.54	\$2,925,210
Luggage	121	\$17.35	\$573,258
Telephones and Accessories	118	\$126.93	\$4,193,522
Household Operations			
Child Care	116	\$597.48	\$19,739,664
Lawn and Garden (16)	107	\$714.70	\$23,612,203
Moving/Storage/Freight Express	123	\$110.57	\$3,653,070
Housekeeping Supplies (17)	116	\$1,082.79	\$35,773,272
Insurance			
Owners and Renters Insurance	107	\$835.84	\$27,614,605
Vehicle Insurance	116	\$2,522.37	\$83,334,209
Life/Other Insurance	111	\$768.96	\$25,404,994
Health Insurance	114	\$5,611.90	\$185,405,859
Personal Care Products (18)	120	\$660.02	\$21,805,870
School Books and Supplies (19)	119	\$159.66	\$5,274,701
Smoking Products	121	\$525.13	\$17,349,269
Transportation			
Payments on Vehicles excluding Leases	112	\$3,369.61	\$111,325,340
Gasoline and Motor Oil	113	\$2,873.18	\$94,924,029
Vehicle Maintenance and Repairs	115	\$1,509.46	\$49,869,399
Travel			
Airline Fares	119	\$553.66	\$18,291,663
Lodging on Trips	114	\$823.08	\$27,192,983
Auto/Truck Rental on Trips	121	\$96.16	\$3,176,974
Food and Drink on Trips	117	\$653.25	\$21,582,013

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Family Foundations (12A)	17.8%	Population	196,875	193,871
Modest Income Homes (12D)	14.4%	Households	83,582	83,437
Emerald City (8B)	11.3%	Families	43,437	43,354
Urban Chic (2A)	7.6%	Median Age	38.1	38.8
City Strivers (11A)	6.7%	Median Household Income	\$60,959	\$66,262
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,261.00	\$188,978,579
Men's		101	\$414.88	\$34,676,916
Women's		103	\$770.73	\$64,419,385
Children's		99	\$328.46	\$27,453,650
Footwear		105	\$522.44	\$43,666,951
Watches & Jewelry		104	\$176.31	\$14,736,341
Apparel Products and Services (1)		108	\$48.16	\$4,025,336
Computer				
Computers and Hardware for Home Use		101	\$258.26	\$21,585,668
Portable Memory		97	\$4.47	\$373,391
Computer Software		106	\$15.29	\$1,277,835
Computer Accessories		100	\$25.11	\$2,098,891
Entertainment & Recreation		95	\$3,610.64	\$301,784,491
Fees and Admissions		95	\$675.80	\$56,484,368
Membership Fees for Clubs (2)		96	\$267.85	\$22,387,164
Fees for Participant Sports, excl. Trips		93	\$111.38	\$9,309,717
Tickets to Theatre/Operas/Concerts		98	\$53.68	\$4,486,834
Tickets to Movies		97	\$26.71	\$2,232,879
Tickets to Parks or Museums		93	\$25.87	\$2,162,311
Admission to Sporting Events, excl. Trips		99	\$58.03	\$4,849,846
Fees for Recreational Lessons		90	\$130.85	\$10,936,451
Dating Services		134	\$1.43	\$119,167
TV/Video/Audio		101	\$1,362.40	\$113,871,961
Cable and Satellite Television Services		100	\$863.88	\$72,204,443
Televisions		101	\$147.58	\$12,334,877
Satellite Dishes		96	\$1.65	\$138,125
VCRs, Video Cameras, and DVD Players		98	\$4.74	\$396,096
Miscellaneous Video Equipment		109	\$13.76	\$1,149,980
Video Cassettes and DVDs		99	\$6.49	\$542,379
Video Game Hardware/Accessories		108	\$43.65	\$3,648,149
Video Game Software		108	\$20.90	\$1,746,554
Rental/Streaming/Downloaded Video		99	\$122.11	\$10,206,596
Installation of Televisions		93	\$1.49	\$124,608
Audio (3)		98	\$132.78	\$11,098,049
Rental and Repair of TV/Radio/Sound Equipment		121	\$3.38	\$282,104
Pets		91	\$837.86	\$70,030,238
Toys/Games/Crafts/Hobbies (4)		98	\$154.52	\$12,914,945
Recreational Vehicles and Fees (5)		86	\$129.23	\$10,801,234
Sports/Recreation/Exercise Equipment (6)		89	\$249.72	\$20,871,770
Photo Equipment and Supplies (7)		97	\$45.58	\$3,809,727
Reading (8)		99	\$125.77	\$10,512,504
Catered Affairs (9)		98	\$29.76	\$2,487,743
Food		100	\$10,562.16	\$882,806,064
Food at Home		101	\$6,844.82	\$572,103,741
Bakery and Cereal Products		101	\$889.21	\$74,322,052
Meats, Poultry, Fish, and Eggs		101	\$1,488.11	\$124,379,373
Dairy Products		99	\$651.92	\$54,489,065
Fruits and Vegetables		101	\$1,359.28	\$113,611,184
Snacks and Other Food at Home (10)		100	\$2,456.30	\$205,302,066
Food Away from Home		100	\$3,717.34	\$310,702,324
Alcoholic Beverages		101	\$680.31	\$56,861,405

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	96	\$37,840.90	\$3,162,818,222
Value of Retirement Plans	92	\$130,423.34	\$10,901,043,221
Value of Other Financial Assets	96	\$8,246.01	\$689,217,732
Vehicle Loan Amount excluding Interest	95	\$3,443.34	\$287,801,001
Value of Credit Card Debt	99	\$3,145.76	\$262,929,276
Health			
Nonprescription Drugs	97	\$165.86	\$13,862,621
Prescription Drugs	97	\$358.82	\$29,991,223
Eyeglasses and Contact Lenses	97	\$107.65	\$8,997,713
Home			
Mortgage Payment and Basics (11)	88	\$11,427.24	\$955,111,485
Maintenance and Remodeling Services	86	\$3,279.37	\$274,095,989
Maintenance and Remodeling Materials (12)	81	\$636.21	\$53,175,800
Utilities, Fuel, and Public Services	99	\$5,744.15	\$480,107,615
Household Furnishings and Equipment			
Household Textiles (13)	101	\$123.78	\$10,345,639
Furniture	99	\$813.77	\$68,016,912
Rugs	97	\$40.22	\$3,361,583
Major Appliances (14)	93	\$489.37	\$40,902,350
Housewares (15)	98	\$105.02	\$8,777,620
Small Appliances	102	\$73.85	\$6,172,159
Luggage	100	\$14.39	\$1,202,658
Telephones and Accessories	97	\$104.82	\$8,761,264
Household Operations			
Child Care	95	\$489.93	\$40,949,579
Lawn and Garden (16)	88	\$593.01	\$49,564,691
Moving/Storage/Freight Express	102	\$91.10	\$7,614,336
Housekeeping Supplies (17)	99	\$919.73	\$76,872,953
Insurance			
Owners and Renters Insurance	91	\$713.75	\$59,657,029
Vehicle Insurance	99	\$2,149.10	\$179,626,065
Life/Other Insurance	94	\$647.92	\$54,154,620
Health Insurance	97	\$4,779.31	\$399,464,031
Personal Care Products (18)	100	\$553.04	\$46,223,827
School Books and Supplies (19)	99	\$132.61	\$11,083,934
Smoking Products	107	\$465.53	\$38,910,116
Transportation			
Payments on Vehicles excluding Leases	95	\$2,869.25	\$239,817,374
Gasoline and Motor Oil	96	\$2,442.22	\$204,125,341
Vehicle Maintenance and Repairs	97	\$1,268.87	\$106,054,716
Travel			
Airline Fares	96	\$448.63	\$37,497,517
Lodging on Trips	94	\$678.36	\$56,698,628
Auto/Truck Rental on Trips	100	\$79.65	\$6,657,408
Food and Drink on Trips	96	\$539.27	\$45,072,923

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

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:	516		2,905		7,142							
Total Employees:	5,671		34,451		78,366							
Total Residential Population:	15,195		77,099		196,875							
Employee/Residential Population Ratio (per 100 Residents)	37		45		40							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.2%	19	0.3%	24	0.8%	195	0.6%	58	0.8%	876	1.1%
Construction	13	2.5%	85	1.5%	71	2.4%	573	1.7%	246	3.4%	2,178	2.8%
Manufacturing	6	1.2%	39	0.7%	58	2.0%	731	2.1%	127	1.8%	1,837	2.3%
Transportation	6	1.2%	49	0.9%	37	1.3%	346	1.0%	123	1.7%	1,171	1.5%
Communication	2	0.4%	10	0.2%	31	1.1%	768	2.2%	67	0.9%	2,011	2.6%
Utility	1	0.2%	1	0.0%	5	0.2%	13	0.0%	10	0.1%	72	0.1%
Wholesale Trade	7	1.4%	35	0.6%	38	1.3%	440	1.3%	97	1.4%	961	1.2%
Retail Trade Summary	99	19.2%	965	17.0%	531	18.3%	4,425	12.8%	1,247	17.5%	9,261	11.8%
Home Improvement	4	0.8%	26	0.5%	13	0.4%	103	0.3%	28	0.4%	212	0.3%
General Merchandise Stores	5	1.0%	27	0.5%	25	0.9%	150	0.4%	59	0.8%	385	0.5%
Food Stores	12	2.3%	310	5.5%	64	2.2%	1,123	3.3%	148	2.1%	2,160	2.8%
Auto Dealers & Gas Stations	4	0.8%	22	0.4%	25	0.9%	89	0.3%	105	1.5%	443	0.6%
Apparel & Accessory Stores	7	1.4%	46	0.8%	27	0.9%	89	0.3%	84	1.2%	474	0.6%
Furniture & Home Furnishings	4	0.8%	30	0.5%	30	1.0%	150	0.4%	68	1.0%	420	0.5%
Eating & Drinking Places	33	6.4%	375	6.6%	200	6.9%	2,007	5.8%	435	6.1%	3,599	4.6%
Miscellaneous Retail	30	5.8%	130	2.3%	148	5.1%	712	2.1%	320	4.5%	1,568	2.0%
Finance, Insurance, Real Estate Summary	52	10.1%	340	6.0%	243	8.4%	1,711	5.0%	621	8.7%	4,451	5.7%
Banks, Savings & Lending Institutions	11	2.1%	71	1.3%	29	1.0%	190	0.6%	88	1.2%	535	0.7%
Securities Brokers	8	1.6%	33	0.6%	30	1.0%	199	0.6%	71	1.0%	628	0.8%
Insurance Carriers & Agents	2	0.4%	4	0.1%	13	0.4%	37	0.1%	42	0.6%	252	0.3%
Real Estate, Holding, Other Investment Offices	31	6.0%	232	4.1%	171	5.9%	1,285	3.7%	421	5.9%	3,037	3.9%
Services Summary	258	50.0%	4,025	71.0%	1,420	48.9%	24,720	71.8%	3,331	46.6%	52,285	66.7%
Hotels & Lodging	3	0.6%	51	0.9%	7	0.2%	202	0.6%	20	0.3%	392	0.5%
Automotive Services	8	1.6%	26	0.5%	53	1.8%	213	0.6%	173	2.4%	842	1.1%
Movies & Amusements	12	2.3%	65	1.1%	74	2.5%	571	1.7%	161	2.3%	1,488	1.9%
Health Services	61	11.8%	812	14.3%	334	11.5%	11,682	33.9%	673	9.4%	19,688	25.1%
Legal Services	16	3.1%	73	1.3%	70	2.4%	295	0.9%	148	2.1%	1,130	1.4%
Education Institutions & Libraries	23	4.5%	1,382	24.4%	93	3.2%	3,904	11.3%	215	3.0%	8,760	11.2%
Other Services	136	26.4%	1,616	28.5%	788	27.1%	7,853	22.8%	1,941	27.2%	19,985	25.5%
Government	2	0.4%	30	0.5%	11	0.4%	157	0.5%	61	0.9%	2,330	3.0%
Unclassified Establishments	64	12.4%	71	1.3%	436	15.0%	372	1.1%	1,154	16.2%	932	1.2%
Totals	516	100.0%	5,671	100.0%	2,905	100.0%	34,451	100.0%	7,142	100.0%	78,366	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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



Business Summary

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

Prepared by Esri
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	0	0.0%	0	0.0%	2	0.1%	5	0.0%	7	0.1%	315	0.4%
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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	14	2.7%	90	1.6%	81	2.8%	648	1.9%	268	3.8%	2,417	3.1%
Manufacturing	8	1.6%	55	1.0%	62	2.1%	697	2.0%	132	1.8%	1,604	2.0%
Wholesale Trade	7	1.4%	35	0.6%	37	1.3%	431	1.3%	94	1.3%	941	1.2%
Retail Trade	62	12.0%	558	9.8%	309	10.6%	2,264	6.6%	764	10.7%	5,372	6.9%
Motor Vehicle & Parts Dealers	0	0.0%	1	0.0%	17	0.6%	51	0.1%	76	1.1%	246	0.3%
Furniture & Home Furnishings Stores	1	0.2%	11	0.2%	5	0.2%	31	0.1%	20	0.3%	147	0.2%
Electronics & Appliance Stores	2	0.4%	10	0.2%	19	0.7%	96	0.3%	38	0.5%	230	0.3%
Building Material & Garden Equipment & Supplies Dealers	4	0.8%	26	0.5%	13	0.4%	103	0.3%	28	0.4%	212	0.3%
Food & Beverage Stores	10	1.9%	292	5.1%	63	2.2%	1,042	3.0%	154	2.2%	2,021	2.6%
Health & Personal Care Stores	7	1.4%	29	0.5%	33	1.1%	164	0.5%	80	1.1%	485	0.6%
Gasoline Stations & Fuel Dealers	4	0.8%	21	0.4%	7	0.2%	38	0.1%	30	0.4%	196	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	9	1.7%	56	1.0%	32	1.1%	119	0.3%	99	1.4%	533	0.7%
Sporting Goods, Hobby, Book, & Music Stores	15	2.9%	77	1.4%	82	2.8%	442	1.3%	151	2.1%	840	1.1%
General Merchandise Stores	7	1.4%	33	0.6%	37	1.3%	179	0.5%	89	1.2%	462	0.6%
Transportation & Warehousing	5	1.0%	44	0.8%	33	1.1%	342	1.0%	117	1.6%	1,188	1.5%
Information	13	2.5%	269	4.7%	83	2.9%	1,751	5.1%	175	2.5%	3,682	4.7%
Finance & Insurance	22	4.3%	109	1.9%	76	2.6%	447	1.3%	211	3.0%	1,438	1.8%
Central Bank/Credit Intermediation & Related Activities	10	1.9%	67	1.2%	29	1.0%	190	0.6%	87	1.2%	527	0.7%
Securities & Commodity Contracts	10	1.9%	38	0.7%	34	1.2%	219	0.6%	82	1.1%	659	0.8%
Funds, Trusts & Other Financial Vehicles	2	0.4%	4	0.1%	13	0.4%	37	0.1%	42	0.6%	252	0.3%
Real Estate, Rental & Leasing	32	6.2%	233	4.1%	159	5.5%	1,139	3.3%	392	5.5%	2,678	3.4%
Professional, Scientific & Tech Services	61	11.8%	318	5.6%	327	11.3%	2,193	6.4%	704	9.9%	6,166	7.9%
Legal Services	18	3.5%	80	1.4%	79	2.7%	331	1.0%	165	2.3%	1,202	1.5%
Management of Companies & Enterprises	0	0.0%	2	0.0%	12	0.4%	113	0.3%	32	0.4%	320	0.4%
Administrative, Support & Waste Management Services	14	2.7%	81	1.4%	79	2.7%	408	1.2%	225	3.2%	1,672	2.1%
Educational Services	20	3.9%	1,175	20.7%	102	3.5%	3,584	10.4%	222	3.1%	8,362	10.7%
Health Care & Social Assistance	83	16.1%	1,569	27.7%	440	15.1%	13,719	39.8%	945	13.2%	24,919	31.8%
Arts, Entertainment & Recreation	14	2.7%	64	1.1%	70	2.4%	653	1.9%	162	2.3%	1,785	2.3%
Accommodation & Food Services	38	7.4%	440	7.8%	213	7.3%	2,238	6.5%	470	6.6%	4,079	5.2%
Accommodation	3	0.6%	51	0.9%	7	0.2%	202	0.6%	20	0.3%	392	0.5%
Food Services & Drinking Places	35	6.8%	389	6.9%	206	7.1%	2,036	5.9%	449	6.3%	3,687	4.7%
Other Services (except Public Administration)	59	11.4%	527	9.3%	372	12.8%	3,280	9.5%	1,007	14.1%	8,158	10.4%
Automotive Repair & Maintenance	5	1.0%	19	0.3%	37	1.3%	133	0.4%	124	1.7%	550	0.7%
Public Administration	2	0.4%	30	0.5%	12	0.4%	166	0.5%	62	0.9%	2,339	3.0%
Unclassified Establishments	64	12.4%	71	1.3%	436	15.0%	372	1.1%	1,154	16.2%	932	1.2%
Total	516	100.0%	5,671	100.0%	2,905	100.0%	34,451	100.0%	7,142	100.0%	78,366	100.0%

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