

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

Prepared by Esri
 Latitude: 39.35044
 Longitude: -76.63565

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	15,892	81,777	213,098
2020 Total Population	15,502	78,128	200,937
2020 Group Quarters	3,500	7,692	12,021
2024 Total Population	14,909	75,851	195,150
2024 Group Quarters	3,499	7,682	12,006
2029 Total Population	14,482	73,416	189,785
2024-2029 Annual Rate	-0.58%	-0.65%	-0.56%
2024 Total Daytime Population	14,370	77,254	192,206
Workers	7,072	39,209	93,147
Residents	7,298	38,045	99,059
Household Summary			
2010 Households	5,732	33,430	85,733
2010 Average Household Size	2.14	2.22	2.33
2020 Total Households	5,698	33,193	84,686
2020 Average Household Size	2.11	2.12	2.23
2024 Households	5,556	32,697	83,390
2024 Average Household Size	2.05	2.08	2.20
2029 Households	5,493	32,428	83,127
2029 Average Household Size	2.00	2.03	2.14
2024-2029 Annual Rate	-0.23%	-0.17%	-0.06%
2010 Families	2,854	16,920	45,835
2010 Average Family Size	2.87	2.98	3.09
2024 Families	2,695	15,268	41,116
2024 Average Family Size	2.86	2.95	3.11
2029 Families	2,656	15,089	40,772
2029 Average Family Size	2.79	2.88	3.03
2024-2029 Annual Rate	-0.29%	-0.24%	-0.17%
Housing Unit Summary			
2000 Housing Units	6,870	38,914	101,799
Owner Occupied Housing Units	54.7%	49.3%	46.8%
Renter Occupied Housing Units	32.9%	40.1%	41.0%
Vacant Housing Units	12.4%	10.5%	12.2%
2010 Housing Units	6,282	37,689	99,465
Owner Occupied Housing Units	59.4%	49.3%	45.6%
Renter Occupied Housing Units	31.8%	39.4%	40.6%
Vacant Housing Units	8.8%	11.3%	13.8%
2020 Housing Units	6,184	37,328	97,014
Owner Occupied Housing Units	59.4%	46.2%	43.9%
Renter Occupied Housing Units	32.8%	42.7%	43.4%
Vacant Housing Units	7.2%	11.1%	12.7%
2024 Housing Units	6,061	36,963	95,846
Owner Occupied Housing Units	61.3%	47.9%	45.7%
Renter Occupied Housing Units	30.4%	40.6%	41.3%
Vacant Housing Units	8.3%	11.5%	13.0%
2029 Housing Units	6,079	37,062	96,290
Owner Occupied Housing Units	62.6%	49.7%	47.4%
Renter Occupied Housing Units	27.7%	37.8%	39.0%
Vacant Housing Units	9.6%	12.5%	13.7%

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

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2024 Households by Income			
Household Income Base	5,556	32,697	83,390
<\$15,000	5.6%	13.8%	15.5%
\$15,000 - \$24,999	3.9%	5.6%	7.1%
\$25,000 - \$34,999	5.4%	6.4%	7.5%
\$35,000 - \$49,999	8.2%	9.2%	9.8%
\$50,000 - \$74,999	11.9%	14.0%	15.4%
\$75,000 - \$99,999	12.9%	11.6%	11.2%
\$100,000 - \$149,999	12.0%	12.2%	12.7%
\$150,000 - \$199,999	11.5%	8.5%	7.3%
\$200,000+	28.6%	18.7%	13.6%
Average Household Income	\$173,980	\$129,909	\$108,407
2029 Households by Income			
Household Income Base	5,493	32,428	83,127
<\$15,000	5.2%	13.3%	15.0%
\$15,000 - \$24,999	2.9%	4.6%	6.0%
\$25,000 - \$34,999	4.5%	5.7%	6.7%
\$35,000 - \$49,999	6.9%	8.0%	8.6%
\$50,000 - \$74,999	10.3%	12.6%	14.0%
\$75,000 - \$99,999	12.8%	11.7%	11.4%
\$100,000 - \$149,999	12.3%	12.4%	13.2%
\$150,000 - \$199,999	13.2%	9.6%	8.4%
\$200,000+	31.9%	22.0%	16.7%
Average Household Income	\$194,930	\$148,235	\$125,042
2024 Owner Occupied Housing Units by Value			
Total	3,708	17,675	43,790
<\$50,000	1.3%	2.6%	4.5%
\$50,000 - \$99,999	0.2%	4.0%	5.2%
\$100,000 - \$149,999	2.0%	6.4%	7.9%
\$150,000 - \$199,999	5.7%	7.9%	11.7%
\$200,000 - \$249,999	10.4%	10.5%	11.7%
\$250,000 - \$299,999	6.4%	11.0%	9.3%
\$300,000 - \$399,999	16.5%	17.1%	18.7%
\$400,000 - \$499,999	19.4%	13.2%	10.0%
\$500,000 - \$749,999	24.8%	18.9%	14.7%
\$750,000 - \$999,999	8.7%	5.3%	4.4%
\$1,000,000 - \$1,499,999	4.2%	2.6%	1.4%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.2%	0.3%	0.4%
Average Home Value	\$491,226	\$404,310	\$357,153
2029 Owner Occupied Housing Units by Value			
Total	3,802	18,386	45,575
<\$50,000	0.8%	2.3%	4.5%
\$50,000 - \$99,999	0.0%	2.5%	3.2%
\$100,000 - \$149,999	0.3%	3.2%	3.4%
\$150,000 - \$199,999	1.5%	4.5%	7.0%
\$200,000 - \$249,999	3.6%	5.5%	7.9%
\$250,000 - \$299,999	3.3%	8.6%	7.8%
\$300,000 - \$399,999	13.0%	16.3%	19.2%
\$400,000 - \$499,999	22.9%	15.5%	14.0%
\$500,000 - \$749,999	34.9%	29.0%	22.4%
\$750,000 - \$999,999	14.3%	8.7%	7.7%
\$1,000,000 - \$1,499,999	5.2%	3.5%	2.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$580,542	\$486,120	\$437,681

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	\$106,499	\$76,625	\$64,500
2029	\$125,919	\$85,555	\$74,335
Median Home Value			
2024	\$438,974	\$343,554	\$298,488
2029	\$532,523	\$445,678	\$384,348
Per Capita Income			
2024	\$67,015	\$56,451	\$46,633
2029	\$76,333	\$65,928	\$55,081
Median Age			
2010	34.8	35.9	36.1
2020	34.3	36.3	37.2
2024	34.8	36.9	37.8
2029	36.5	38.4	39.2
2020 Population by Age			
Total	15,502	78,128	200,937
0 - 4	3.4%	4.4%	4.8%
5 - 9	3.6%	4.2%	5.0%
10 - 14	4.0%	4.6%	5.3%
15 - 24	27.3%	19.7%	16.7%
25 - 34	12.5%	15.4%	15.2%
35 - 44	10.2%	12.0%	12.3%
45 - 54	10.1%	10.3%	11.0%
55 - 64	10.2%	11.9%	12.8%
65 - 74	9.9%	10.1%	10.1%
75 - 84	5.5%	5.1%	4.9%
85 +	3.3%	2.3%	2.0%
18 +	86.8%	84.3%	81.9%
2024 Population by Age			
Total	14,909	75,850	195,151
0 - 4	3.3%	4.3%	4.7%
5 - 9	3.5%	4.3%	4.8%
10 - 14	3.4%	4.1%	4.9%
15 - 24	28.3%	18.7%	16.1%
25 - 34	11.7%	15.9%	15.5%
35 - 44	10.6%	13.0%	13.3%
45 - 54	9.7%	10.1%	10.7%
55 - 64	9.6%	11.1%	11.9%
65 - 74	9.7%	10.3%	10.3%
75 - 84	6.7%	5.9%	5.6%
85 +	3.5%	2.4%	2.1%
18 +	87.8%	85.0%	82.7%
2029 Population by Age			
Total	14,481	73,416	189,784
0 - 4	3.1%	4.1%	4.6%
5 - 9	3.3%	4.0%	4.5%
10 - 14	3.5%	4.2%	4.8%
15 - 24	28.5%	18.6%	15.7%
25 - 34	9.9%	14.3%	14.4%
35 - 44	10.9%	13.3%	13.6%
45 - 54	9.8%	10.8%	11.2%
55 - 64	9.2%	10.2%	10.9%
65 - 74	9.6%	10.5%	10.9%
75 - 84	8.2%	7.2%	6.9%
85 +	3.9%	2.7%	2.4%
18 +	88.2%	85.4%	83.3%

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2020 Population by Sex			
Males	7,011	36,566	92,790
Females	8,491	41,562	108,147
2024 Population by Sex			
Males	6,825	36,070	91,731
Females	8,084	39,781	103,419
2029 Population by Sex			
Males	6,598	34,727	88,729
Females	7,884	38,689	101,055
2010 Population by Race/Ethnicity			
Total	15,892	81,778	213,099
White Alone	80.4%	50.9%	34.7%
Black Alone	10.0%	40.1%	58.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.9%	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	38.4	59.8	55.7
2020 Population by Race/Ethnicity			
Total	15,502	78,128	200,937
White Alone	66.8%	46.9%	34.9%
Black Alone	10.7%	36.0%	51.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	13.8%	9.1%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.7%	1.9%
Two or More Races	6.6%	6.0%	5.3%
Hispanic Origin	5.7%	4.5%	4.2%
Diversity Index	57.1	66.9	63.6
2024 Population by Race/Ethnicity			
Total	14,909	75,852	195,150
White Alone	64.9%	45.6%	34.0%
Black Alone	11.2%	36.3%	51.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	14.3%	9.4%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	1.9%	2.0%
Two or More Races	7.1%	6.5%	5.7%
Hispanic Origin	6.4%	5.0%	4.7%
Diversity Index	59.5	68.0	64.4
2029 Population by Race/Ethnicity			
Total	14,481	73,417	189,785
White Alone	62.3%	43.7%	32.6%
Black Alone	11.9%	37.0%	52.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	15.4%	10.0%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.0%	2.2%
Two or More Races	7.7%	7.0%	6.1%
Hispanic Origin	6.9%	5.4%	5.0%
Diversity Index	62.3	69.2	64.9

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	15,502	78,128	200,937
In Households	77.4%	90.2%	94.0%
Householder	37.1%	42.4%	42.2%
Opposite-Sex Spouse	14.0%	12.2%	11.1%
Same-Sex Spouse	0.6%	0.5%	0.4%
Opposite-Sex Unmarried Partner	2.1%	2.6%	2.6%
Same-Sex Unmarried Partner	0.3%	0.3%	0.3%
Biological Child	16.0%	19.2%	22.6%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.4%	0.5%	0.7%
Grandchild	0.6%	2.3%	3.2%
Brother or Sister	0.6%	1.2%	1.6%
Parent	0.4%	0.8%	1.0%
Parent-in-law	0.1%	0.1%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.6%	1.4%	1.8%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	3.8%	5.8%	5.6%
In Group Quarters	22.6%	9.8%	6.0%
Institutionalized	2.4%	1.2%	0.8%
Noninstitutionalized	20.2%	8.6%	5.2%
2024 Population 25+ by Educational Attainment			
Total	9,162	52,033	135,617
Less than 9th Grade	1.5%	2.5%	2.6%
9th - 12th Grade, No Diploma	1.9%	4.9%	6.0%
High School Graduate	11.3%	17.4%	20.7%
GED/Alternative Credential	1.3%	2.8%	3.5%
Some College, No Degree	7.8%	11.8%	15.2%
Associate Degree	3.8%	4.5%	5.4%
Bachelor's Degree	29.6%	22.3%	21.1%
Graduate/Professional Degree	42.8%	33.7%	25.5%
2024 Population 15+ by Marital Status			
Total	13,386	66,243	166,951
Never Married	47.5%	47.8%	49.3%
Married	41.6%	37.5%	34.2%
Widowed	4.2%	5.3%	6.2%
Divorced	6.6%	9.4%	10.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,848	39,828	101,813
Population 16+ Employed	98.5%	96.6%	96.1%
Population 16+ Unemployment rate	1.5%	3.4%	3.9%
Population 16-24 Employed	18.8%	13.6%	13.1%
Population 16-24 Unemployment rate	2.6%	8.0%	8.4%
Population 25-54 Employed	54.5%	62.2%	63.3%
Population 25-54 Unemployment rate	1.0%	2.7%	3.2%
Population 55-64 Employed	15.3%	15.2%	15.7%
Population 55-64 Unemployment rate	0.9%	2.6%	2.8%
Population 65+ Employed	11.3%	8.9%	8.0%
Population 65+ Unemployment rate	2.4%	2.7%	3.6%

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2024 Employed Population 16+ by Industry			
Total	7,734	38,461	97,876
Agriculture/Mining	0.6%	0.4%	0.3%
Construction	2.3%	3.4%	3.6%
Manufacturing	3.8%	4.2%	4.4%
Wholesale Trade	0.5%	0.8%	0.9%
Retail Trade	6.6%	6.2%	6.6%
Transportation/Utilities	1.3%	4.8%	5.7%
Information	2.7%	2.0%	1.7%
Finance/Insurance/Real Estate	7.1%	6.2%	5.4%
Services	69.1%	65.3%	62.8%
Public Administration	6.0%	6.8%	8.6%
2024 Employed Population 16+ by Occupation			
Total	7,734	38,458	97,875
White Collar	83.4%	76.9%	71.7%
Management/Business/Financial	21.4%	19.8%	19.4%
Professional	50.7%	45.1%	38.4%
Sales	6.8%	6.2%	6.3%
Administrative Support	4.6%	5.7%	7.7%
Services	11.2%	12.1%	16.1%
Blue Collar	5.4%	11.0%	12.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.9%	2.1%	2.1%
Installation/Maintenance/Repair	1.1%	1.8%	1.4%
Production	0.9%	1.4%	2.0%
Transportation/Material Moving	1.6%	5.4%	6.6%
2020 Households by Type			
Total	5,698	33,193	84,686
Married Couple Households	39.7%	30.0%	27.3%
With Own Children <18	15.8%	10.8%	10.3%
Without Own Children <18	23.9%	19.1%	17.0%
Cohabiting Couple Households	6.3%	6.9%	6.8%
With Own Children <18	0.9%	1.3%	1.6%
Without Own Children <18	5.4%	5.6%	5.2%
Male Householder, No Spouse/Partner	19.8%	24.2%	24.0%
Living Alone	14.5%	17.4%	16.8%
65 Years and over	4.7%	5.0%	4.8%
With Own Children <18	1.1%	1.2%	1.4%
Without Own Children <18, With Relatives	1.5%	2.4%	3.0%
No Relatives Present	2.7%	3.2%	2.8%
Female Householder, No Spouse/Partner	34.3%	38.9%	41.9%
Living Alone	25.5%	23.0%	22.1%
65 Years and over	12.5%	9.9%	9.3%
With Own Children <18	2.8%	5.0%	6.5%
Without Own Children <18, With Relatives	3.7%	7.9%	10.6%
No Relatives Present	2.3%	2.9%	2.7%
2020 Households by Size			
Total	5,698	33,193	84,686
1 Person Household	40.0%	40.4%	38.9%
2 Person Household	31.3%	30.9%	29.3%
3 Person Household	13.1%	13.5%	14.5%
4 Person Household	9.8%	8.8%	9.8%
5 Person Household	3.7%	3.7%	4.2%
6 Person Household	1.4%	1.6%	2.0%
7 + Person Household	0.7%	1.1%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	5,698	33,193	84,686
Owner Occupied	64.4%	52.0%	50.3%
Owned with a Mortgage/Loan	44.5%	36.5%	36.2%
Owned Free and Clear	19.9%	15.4%	14.1%
Renter Occupied	35.6%	48.0%	49.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	81	79
Percent of Income for Mortgage	25.8%	28.1%	29.0%
Wealth Index	167	112	89
2020 Housing Units By Urban/ Rural Status			
Total	6,184	37,328	97,014
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	15,502	78,128	200,937
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.	Urban Chic (2A)	Urban Chic (2A)	Modest Income Homes (12D)
3.	Top Tier (1A)	Family Foundations (12A)	Emerald City (8B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$20,444,239	\$93,947,708	\$201,963,975
Average Spent	\$3,679.67	\$2,873.28	\$2,421.92
Spending Potential Index	154	121	102
Education: Total \$	\$15,999,861	\$69,527,841	\$143,409,950
Average Spent	\$2,879.74	\$2,126.43	\$1,719.75
Spending Potential Index	167	123	100
Entertainment/Recreation: Total \$	\$34,438,239	\$150,558,593	\$321,655,016
Average Spent	\$6,198.39	\$4,604.66	\$3,857.24
Spending Potential Index	152	113	94
Food at Home: Total \$	\$61,848,469	\$280,207,142	\$605,299,932
Average Spent	\$11,131.83	\$8,569.81	\$7,258.66
Spending Potential Index	152	117	99
Food Away from Home: Total \$	\$33,856,549	\$151,463,461	\$321,866,242
Average Spent	\$6,093.69	\$4,632.34	\$3,859.77
Spending Potential Index	157	119	99
Health Care: Total \$	\$62,105,834	\$277,802,538	\$608,298,324
Average Spent	\$11,178.16	\$8,496.27	\$7,294.62
Spending Potential Index	145	110	95
HH Furnishings & Equipment: Total \$	\$26,397,104	\$117,248,680	\$251,599,446
Average Spent	\$4,751.10	\$3,585.92	\$3,017.14
Spending Potential Index	150	113	95
Personal Care Products & Services: Total \$	\$8,739,678	\$38,530,116	\$81,658,960
Average Spent	\$1,573.02	\$1,178.40	\$979.24
Spending Potential Index	158	118	98
Shelter: Total \$	\$232,020,478	\$1,022,506,030	\$2,167,223,691
Average Spent	\$41,760.35	\$31,272.17	\$25,989.01
Spending Potential Index	157	117	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,469,585	\$121,388,403	\$263,286,006
Average Spent	\$5,124.12	\$3,712.52	\$3,157.29
Spending Potential Index	146	106	90
Travel: Total \$	\$26,032,954	\$112,184,351	\$236,419,376
Average Spent	\$4,685.56	\$3,431.03	\$2,835.10
Spending Potential Index	154	113	93
Vehicle Maintenance & Repairs: Total \$	\$12,303,099	\$55,210,541	\$119,420,878
Average Spent	\$2,214.38	\$1,688.55	\$1,432.08
Spending Potential Index	149	114	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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Retail Goods and Services Expenditures

4800 Roland Ave, Baltimore, Maryland, 21210 2
 4800 Roland Ave, Baltimore, Maryland, 21210
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.35044
 Longitude: -76.63565

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Emerald City (8B)	34.3%	Population	14,909	14,482
Urban Chic (2A)	20.1%	Households	5,556	5,493
Top Tier (1A)	14.9%	Families	2,695	2,656
Golden Years (9B)	13.5%	Median Age	34.8	36.5
Laptops and Lattes (3A)	9.1%	Median Household Income	\$106,499	\$125,919
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		154	\$3,679.67	\$20,444,239
Men's		155	\$681.11	\$3,784,269
Women's		155	\$1,235.63	\$6,865,186
Children's		146	\$536.68	\$2,981,821
Footwear		154	\$766.10	\$4,256,468
Watches & Jewelry		169	\$385.00	\$2,139,037
Apparel Products and Services (1)		154	\$75.14	\$417,458
Computer				
Computers and Hardware for Home Use		160	\$433.13	\$2,406,454
Portable Memory		170	\$6.93	\$38,522
Computer Software		164	\$25.63	\$142,422
Computer Accessories		157	\$37.26	\$207,036
Entertainment & Recreation		152	\$6,198.39	\$34,438,239
Fees and Admissions		160	\$1,318.19	\$7,323,852
Membership Fees for Clubs (2)		160	\$482.11	\$2,678,612
Fees for Participant Sports, excl. Trips		155	\$206.39	\$1,146,700
Tickets to Theatre/Operas/Concerts		165	\$125.23	\$695,787
Tickets to Movies		163	\$40.10	\$222,801
Tickets to Parks or Museums		154	\$57.82	\$321,254
Admission to Sporting Events, excl. Trips		157	\$123.97	\$688,764
Fees for Recreational Lessons		163	\$281.15	\$1,562,084
Dating Services		178	\$1.41	\$7,849
TV/Video/Audio		148	\$1,965.06	\$10,917,846
Cable and Satellite Television Services		144	\$1,087.06	\$6,039,699
Televisions		151	\$230.79	\$1,282,259
Satellite Dishes		135	\$1.69	\$9,398
VCRs, Video Cameras, and DVD Players		154	\$7.68	\$42,655
Miscellaneous Video Equipment		120	\$27.08	\$150,465
Video Cassettes and DVDs		164	\$9.44	\$52,452
Video Game Hardware/Accessories		158	\$73.38	\$407,681
Video Game Software		173	\$35.09	\$194,981
Rental/Streaming/Downloaded Video		154	\$265.36	\$1,474,348
Installation of Televisions		166	\$2.83	\$15,710
Audio (3)		156	\$222.17	\$1,234,350
Rental and Repair of TV/Radio/Sound Equipment		157	\$2.49	\$13,848
Pets		150	\$1,513.94	\$8,411,456
Toys/Games/Crafts/Hobbies (4)		150	\$273.87	\$1,521,636
Recreational Vehicles and Fees (5)		144	\$283.50	\$1,575,151
Sports/Recreation/Exercise Equipment (6)		149	\$455.36	\$2,529,986
Photo Equipment and Supplies (7)		163	\$99.83	\$554,682
Reading (8)		162	\$226.78	\$1,259,985
Catered Affairs (9)		156	\$61.85	\$343,646
Food		154	\$17,225.53	\$95,705,018
Food at Home		152	\$11,131.83	\$61,848,469
Bakery and Cereal Products		153	\$1,433.02	\$7,961,841
Meats, Poultry, Fish, and Eggs		151	\$2,377.68	\$13,210,416
Dairy Products		153	\$1,055.33	\$5,863,387
Fruits and Vegetables		155	\$2,236.09	\$12,423,721
Snacks and Other Food at Home (10)		152	\$4,029.72	\$22,389,103
Food Away from Home		157	\$6,093.69	\$33,856,549
Alcoholic Beverages		161	\$1,054.11	\$5,856,627

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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 Ring: 1 mile radius

Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	161	\$74,397.80	\$413,354,186
Value of Retirement Plans	153	\$247,496.08	\$1,375,088,225
Value of Other Financial Assets	151	\$13,717.89	\$76,216,607
Vehicle Loan Amount excluding Interest	142	\$5,005.27	\$27,809,259
Value of Credit Card Debt	152	\$4,404.79	\$24,473,010
Health			
Nonprescription Drugs	145	\$258.43	\$1,435,832
Prescription Drugs	139	\$577.04	\$3,206,058
Eyeglasses and Contact Lenses	150	\$190.05	\$1,055,927
Home			
Mortgage Payment and Basics (11)	145	\$19,619.71	\$109,007,103
Maintenance and Remodeling Services	143	\$6,693.33	\$37,188,168
Maintenance and Remodeling Materials (12)	132	\$1,142.43	\$6,347,327
Utilities, Fuel, and Public Services	145	\$8,629.82	\$47,947,264
Household Furnishings and Equipment			
Household Textiles (13)	153	\$201.67	\$1,120,453
Furniture	150	\$1,485.08	\$8,251,088
Rugs	159	\$72.63	\$403,541
Major Appliances (14)	142	\$834.58	\$4,636,926
Housewares (15)	153	\$164.34	\$913,068
Small Appliances	155	\$124.95	\$694,245
Luggage	159	\$32.87	\$182,612
Telephones and Accessories	153	\$154.89	\$860,545
Household Operations			
Child Care	156	\$863.31	\$4,796,571
Lawn and Garden (16)	143	\$998.60	\$5,548,226
Moving/Storage/Freight Express	167	\$202.65	\$1,125,939
Housekeeping Supplies (17)	150	\$1,353.35	\$7,519,224
Insurance			
Owners and Renters Insurance	137	\$1,133.78	\$6,299,269
Vehicle Insurance	147	\$3,111.03	\$17,284,898
Life/Other Insurance	148	\$999.38	\$5,552,548
Health Insurance	145	\$7,246.62	\$40,262,215
Personal Care Products (18)	155	\$865.43	\$4,808,315
School Books (19)	163	\$69.36	\$385,356
Smoking Products	142	\$664.12	\$3,689,833
Transportation			
Payments on Vehicles excluding Leases	142	\$4,321.55	\$24,010,507
Gasoline and Motor Oil	142	\$4,732.35	\$26,292,958
Vehicle Maintenance and Repairs	149	\$2,214.38	\$12,303,099
Travel			
Airline Fares	160	\$1,016.07	\$5,645,268
Lodging on Trips	152	\$1,498.02	\$8,322,984
Auto/Truck Rental on Trips	158	\$184.06	\$1,022,634
Food and Drink on Trips	154	\$1,148.67	\$6,382,037

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Retail Goods and Services Expenditures

4800 Roland Ave, Baltimore, Maryland, 21210 2
 4800 Roland Ave, Baltimore, Maryland, 21210
 Ring: 2 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Emerald City (8B)	20.7%	Population	75,851	73,416
Urban Chic (2A)	12.8%	Households	32,697	32,428
Family Foundations (12A)	11.0%	Families	15,268	15,089
Modest Income Homes (12D)	8.9%	Median Age	36.9	38.4
Golden Years (9B)	7.1%	Median Household Income	\$76,625	\$85,555
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		121	\$2,873.28	\$93,947,708
Men's		120	\$529.00	\$17,296,872
Women's		121	\$968.31	\$31,660,672
Children's		118	\$432.69	\$14,147,795
Footwear		119	\$593.77	\$19,414,451
Watches & Jewelry		127	\$290.23	\$9,489,698
Apparel Products and Services (1)		122	\$59.28	\$1,938,220
Computer				
Computers and Hardware for Home Use		121	\$328.84	\$10,751,991
Portable Memory		129	\$5.25	\$171,721
Computer Software		128	\$20.01	\$654,365
Computer Accessories		118	\$28.15	\$920,384
Entertainment & Recreation		113	\$4,604.66	\$150,558,593
Fees and Admissions		114	\$942.93	\$30,830,988
Membership Fees for Clubs (2)		117	\$352.36	\$11,521,014
Fees for Participant Sports, excl. Trips		109	\$145.70	\$4,763,968
Tickets to Theatre/Operas/Concerts		117	\$88.83	\$2,904,471
Tickets to Movies		118	\$29.04	\$949,444
Tickets to Parks or Museums		113	\$42.38	\$1,385,750
Admission to Sporting Events, excl. Trips		120	\$94.97	\$3,105,080
Fees for Recreational Lessons		109	\$188.45	\$6,161,803
Dating Services		153	\$1.21	\$39,458
TV/Video/Audio		116	\$1,533.21	\$50,131,214
Cable and Satellite Television Services		113	\$850.00	\$27,792,406
Televisions		120	\$182.52	\$5,967,972
Satellite Dishes		122	\$1.52	\$49,582
VCRs, Video Cameras, and DVD Players		115	\$5.72	\$186,895
Miscellaneous Video Equipment		98	\$22.18	\$725,210
Video Cassettes and DVDs		118	\$6.81	\$222,714
Video Game Hardware/Accessories		129	\$60.07	\$1,964,232
Video Game Software		139	\$28.10	\$918,793
Rental/Streaming/Downloaded Video		118	\$203.75	\$6,661,981
Installation of Televisions		113	\$1.92	\$62,678
Audio (3)		119	\$168.78	\$5,518,697
Rental and Repair of TV/Radio/Sound Equipment		116	\$1.84	\$60,054
Pets		110	\$1,112.45	\$36,373,819
Toys/Games/Crafts/Hobbies (4)		116	\$211.33	\$6,909,829
Recreational Vehicles and Fees (5)		101	\$200.35	\$6,550,952
Sports/Recreation/Exercise Equipment (6)		106	\$324.08	\$10,596,340
Photo Equipment and Supplies (7)		119	\$72.94	\$2,385,060
Reading (8)		116	\$162.76	\$5,321,849
Catered Affairs (9)		113	\$44.61	\$1,458,543
Food		118	\$13,202.15	\$431,670,603
Food at Home		117	\$8,569.81	\$280,207,142
Bakery and Cereal Products		117	\$1,099.27	\$35,942,862
Meats, Poultry, Fish, and Eggs		118	\$1,856.36	\$60,697,411
Dairy Products		116	\$802.10	\$26,226,186
Fruits and Vegetables		118	\$1,698.50	\$55,535,709
Snacks and Other Food at Home (10)		117	\$3,113.59	\$101,804,973
Food Away from Home		119	\$4,632.34	\$151,463,461
Alcoholic Beverages		123	\$802.48	\$26,238,691

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4800 Roland Ave, Baltimore, Maryland, 21210 2
 4800 Roland Ave, Baltimore, Maryland, 21210
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.35044
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	110	\$51,028.96	\$1,668,493,930
Value of Retirement Plans	107	\$172,885.06	\$5,652,822,708
Value of Other Financial Assets	107	\$9,681.98	\$316,571,714
Vehicle Loan Amount excluding Interest	112	\$3,945.67	\$129,011,655
Value of Credit Card Debt	115	\$3,327.95	\$108,814,056
Health			
Nonprescription Drugs	112	\$198.67	\$6,495,982
Prescription Drugs	113	\$466.01	\$15,237,013
Eyeglasses and Contact Lenses	112	\$141.19	\$4,616,491
Home			
Mortgage Payment and Basics (11)	102	\$13,760.45	\$449,925,384
Maintenance and Remodeling Services	98	\$4,596.90	\$150,304,738
Maintenance and Remodeling Materials (12)	94	\$816.05	\$26,682,371
Utilities, Fuel, and Public Services	114	\$6,772.40	\$221,437,220
Household Furnishings and Equipment			
Household Textiles (13)	119	\$156.14	\$5,105,433
Furniture	115	\$1,136.55	\$37,161,853
Rugs	114	\$51.99	\$1,699,887
Major Appliances (14)	107	\$628.30	\$20,543,505
Housewares (15)	114	\$122.38	\$4,001,391
Small Appliances	121	\$97.43	\$3,185,558
Luggage	120	\$24.85	\$812,575
Telephones and Accessories	122	\$123.36	\$4,033,420
Household Operations			
Child Care	114	\$633.10	\$20,700,354
Lawn and Garden (16)	104	\$726.84	\$23,765,503
Moving/Storage/Freight Express	125	\$151.65	\$4,958,439
Housekeeping Supplies (17)	115	\$1,040.33	\$34,015,615
Insurance			
Owners and Renters Insurance	103	\$853.24	\$27,898,375
Vehicle Insurance	116	\$2,453.56	\$80,223,901
Life/Other Insurance	108	\$731.32	\$23,912,024
Health Insurance	111	\$5,536.13	\$181,014,993
Personal Care Products (18)	118	\$661.49	\$21,628,889
School Books (19)	126	\$53.56	\$1,751,395
Smoking Products	124	\$577.94	\$18,896,778
Transportation			
Payments on Vehicles excluding Leases	112	\$3,399.07	\$111,139,288
Gasoline and Motor Oil	112	\$3,748.22	\$122,555,426
Vehicle Maintenance and Repairs	114	\$1,688.55	\$55,210,541
Travel			
Airline Fares	114	\$726.30	\$23,747,695
Lodging on Trips	111	\$1,094.21	\$35,777,487
Auto/Truck Rental on Trips	118	\$136.98	\$4,478,824
Food and Drink on Trips	115	\$852.69	\$27,880,412

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Retail Goods and Services Expenditures

4800 Roland Ave, Baltimore, Maryland, 21210 2
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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Family Foundations (12A)	17.6%	Population	195,150	189,785
Modest Income Homes (12D)	14.4%	Households	83,390	83,127
Emerald City (8B)	11.2%	Families	41,116	40,772
Urban Chic (2A)	7.6%	Median Age	37.8	39.2
City Strivers (11A)	6.7%	Median Household Income	\$64,500	\$74,335
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,421.92	\$201,963,975
Men's		101	\$443.89	\$37,015,957
Women's		103	\$822.71	\$68,605,405
Children's		101	\$371.52	\$30,981,251
Footwear		100	\$499.37	\$41,642,608
Watches & Jewelry		103	\$234.60	\$19,563,578
Apparel Products and Services (1)		102	\$49.83	\$4,155,177
Computer				
Computers and Hardware for Home Use		100	\$272.08	\$22,689,057
Portable Memory		104	\$4.25	\$354,392
Computer Software		105	\$16.39	\$1,366,913
Computer Accessories		98	\$23.31	\$1,943,977
Entertainment & Recreation		94	\$3,857.24	\$321,655,016
Fees and Admissions		94	\$773.48	\$64,500,679
Membership Fees for Clubs (2)		96	\$290.20	\$24,200,109
Fees for Participant Sports, excl. Trips		91	\$121.58	\$10,138,560
Tickets to Theatre/Operas/Concerts		95	\$72.17	\$6,018,061
Tickets to Movies		96	\$23.77	\$1,981,918
Tickets to Parks or Museums		94	\$35.05	\$2,922,629
Admission to Sporting Events, excl. Trips		101	\$79.75	\$6,649,992
Fees for Recreational Lessons		87	\$149.93	\$12,502,904
Dating Services		132	\$1.04	\$86,505
TV/Video/Audio		99	\$1,312.73	\$109,468,521
Cable and Satellite Television Services		98	\$738.23	\$61,560,943
Televisions		102	\$156.15	\$13,021,567
Satellite Dishes		106	\$1.33	\$110,861
VCRs, Video Cameras, and DVD Players		95	\$4.72	\$393,693
Miscellaneous Video Equipment		85	\$19.31	\$1,609,895
Video Cassettes and DVDs		97	\$5.59	\$466,099
Video Game Hardware/Accessories		109	\$50.38	\$4,201,209
Video Game Software		114	\$23.12	\$1,928,135
Rental/Streaming/Downloaded Video		99	\$170.68	\$14,232,743
Installation of Televisions		92	\$1.57	\$130,905
Audio (3)		98	\$140.12	\$11,684,827
Rental and Repair of TV/Radio/Sound Equipment		96	\$1.53	\$127,644
Pets		92	\$927.39	\$77,335,416
Toys/Games/Crafts/Hobbies (4)		98	\$178.35	\$14,872,434
Recreational Vehicles and Fees (5)		85	\$167.52	\$13,969,243
Sports/Recreation/Exercise Equipment (6)		88	\$269.20	\$22,448,200
Photo Equipment and Supplies (7)		97	\$59.20	\$4,936,587
Reading (8)		95	\$133.19	\$11,106,424
Catered Affairs (9)		91	\$36.19	\$3,017,511
Food		99	\$11,118.43	\$927,166,174
Food at Home		99	\$7,258.66	\$605,299,932
Bakery and Cereal Products		99	\$931.39	\$77,668,754
Meats, Poultry, Fish, and Eggs		100	\$1,578.91	\$131,664,903
Dairy Products		98	\$677.15	\$56,467,689
Fruits and Vegetables		99	\$1,427.68	\$119,054,288
Snacks and Other Food at Home (10)		100	\$2,643.53	\$220,444,298
Food Away from Home		99	\$3,859.77	\$321,866,242
Alcoholic Beverages		101	\$662.40	\$55,237,127

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	90	\$41,914.77	\$3,495,272,896
Value of Retirement Plans	89	\$144,858.62	\$12,079,760,559
Value of Other Financial Assets	89	\$8,118.27	\$676,982,566
Vehicle Loan Amount excluding Interest	96	\$3,380.07	\$281,864,024
Value of Credit Card Debt	97	\$2,812.53	\$234,537,209
Health			
Nonprescription Drugs	97	\$171.52	\$14,303,455
Prescription Drugs	100	\$412.66	\$34,411,889
Eyeglasses and Contact Lenses	94	\$118.98	\$9,921,566
Home			
Mortgage Payment and Basics (11)	85	\$11,530.02	\$961,488,546
Maintenance and Remodeling Services	82	\$3,847.25	\$320,822,476
Maintenance and Remodeling Materials (12)	81	\$700.70	\$58,430,957
Utilities, Fuel, and Public Services	98	\$5,828.82	\$486,064,909
Household Furnishings and Equipment			
Household Textiles (13)	100	\$131.76	\$10,987,095
Furniture	97	\$962.12	\$80,231,582
Rugs	94	\$42.78	\$3,567,326
Major Appliances (14)	91	\$536.61	\$44,748,009
Housewares (15)	96	\$102.81	\$8,573,553
Small Appliances	101	\$81.29	\$6,778,656
Luggage	100	\$20.76	\$1,731,476
Telephones and Accessories	101	\$101.95	\$8,501,516
Household Operations			
Child Care	94	\$517.41	\$43,147,207
Lawn and Garden (16)	88	\$618.87	\$51,607,453
Moving/Storage/Freight Express	102	\$124.31	\$10,366,305
Housekeeping Supplies (17)	98	\$884.25	\$73,737,764
Insurance			
Owners and Renters Insurance	90	\$741.42	\$61,827,327
Vehicle Insurance	99	\$2,099.33	\$175,062,879
Life/Other Insurance	92	\$619.86	\$51,690,188
Health Insurance	95	\$4,764.03	\$397,272,149
Personal Care Products (18)	99	\$554.00	\$46,198,122
School Books (19)	104	\$44.07	\$3,674,985
Smoking Products	110	\$511.53	\$42,656,420
Transportation			
Payments on Vehicles excluding Leases	96	\$2,923.07	\$243,755,220
Gasoline and Motor Oil	96	\$3,207.77	\$267,496,145
Vehicle Maintenance and Repairs	97	\$1,432.08	\$119,420,878
Travel			
Airline Fares	93	\$589.02	\$49,118,691
Lodging on Trips	92	\$907.27	\$75,657,269
Auto/Truck Rental on Trips	98	\$113.86	\$9,494,888
Food and Drink on Trips	95	\$707.18	\$58,971,454

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.

4800 Roland Ave, Baltimore, Maryland, 21210 2
4800 Roland Ave, Baltimore, Maryland, 21210
Ring: 3 mile radius

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Latitude: 39.35044
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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** 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

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

Prepared by Esri
 Latitude: 39.35044
 Longitude: -76.63565

Data for all businesses in area	1 mile		2 miles		3 miles	
Total Businesses:	537		2,951		7,319	
Total Employees:	5,089		34,032		83,499	
Total Population:	14,909		75,851		195,150	
Employee/Population Ratio (per 100 Residents)	34		45		43	

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%	14	0.3%	6	0.2%	28	0.1%	12	0.2%	50	0.1%
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%	4	0.0%	3	0.0%	450	0.5%
Construction	14	2.6%	97	1.9%	85	2.9%	594	1.8%	287	3.9%	2,340	2.8%
Building Construction	7	1.3%	61	1.2%	37	1.3%	254	0.8%	132	1.8%	997	1.2%
Heavy/Civil Eng Construction	2	0.4%	11	0.2%	4	0.1%	27	0.1%	11	0.1%	100	0.1%
Specialty Trade Contractor	5	0.9%	25	0.5%	44	1.5%	313	0.9%	143	1.9%	1,244	1.5%
Manufacturing	13	2.4%	62	1.2%	66	2.2%	584	1.7%	148	2.0%	1,721	2.1%
Wholesale Trade	9	1.7%	46	0.9%	41	1.4%	266	0.8%	102	1.4%	833	1.0%
Durable Goods	6	1.1%	35	0.7%	28	0.9%	180	0.5%	66	0.9%	438	0.5%
Nondurable Goods	2	0.4%	11	0.2%	11	0.4%	81	0.2%	31	0.4%	367	0.4%
Trade Broker	0	0.0%	0	0.0%	2	0.1%	5	0.0%	5	0.1%	28	0.0%
Retail Trade	62	11.6%	513	10.1%	295	10.0%	2,144	6.3%	722	9.9%	5,181	6.2%
Motor Vehicle & Parts Dealers	1	0.2%	4	0.1%	14	0.5%	42	0.1%	58	0.8%	232	0.3%
Furniture & Home Furnishings Stores	1	0.2%	10	0.2%	4	0.1%	25	0.1%	19	0.3%	133	0.2%
Electronics & Appliance Stores	2	0.4%	11	0.2%	17	0.6%	106	0.3%	34	0.5%	193	0.2%
Building Material & Garden Equipment & Supplies Dealers	4	0.7%	28	0.6%	13	0.4%	100	0.3%	29	0.4%	215	0.3%
Food & Beverage Stores	9	1.7%	264	5.2%	58	2.0%	929	2.7%	143	1.9%	2,027	2.4%
Health & Personal Care Stores	8	1.5%	29	0.6%	28	0.9%	146	0.4%	75	1.0%	451	0.5%
Gasoline Stations & Fuel Dealers	5	0.9%	28	0.6%	8	0.3%	45	0.1%	31	0.4%	134	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	8	1.5%	36	0.7%	30	1.0%	109	0.3%	95	1.3%	482	0.6%
Sporting Goods, Hobby, Book, & Music Stores	16	3.0%	78	1.5%	84	2.9%	455	1.3%	154	2.1%	890	1.1%
General Merchandise Stores	7	1.3%	24	0.5%	38	1.3%	187	0.6%	84	1.1%	423	0.5%
Transportation & Warehousing	6	1.1%	32	0.6%	34	1.1%	304	0.9%	127	1.7%	1,183	1.4%
Truck Transportation	2	0.4%	16	0.3%	15	0.5%	86	0.3%	48	0.7%	264	0.3%
Information	12	2.2%	133	2.6%	91	3.1%	1,650	4.8%	193	2.6%	3,523	4.2%
Finance & Insurance	18	3.4%	103	2.0%	74	2.5%	484	1.4%	208	2.8%	1,475	1.8%
Central Bank/Credit Intermediation & Related Activities	8	1.5%	65	1.3%	27	0.9%	148	0.4%	87	1.2%	489	0.6%
Securities & Commodity Contracts	9	1.7%	36	0.7%	31	1.1%	193	0.6%	78	1.1%	573	0.7%
Funds, Trusts & Other Financial Vehicles	1	0.2%	1	0.0%	16	0.5%	142	0.4%	43	0.6%	413	0.5%
Real Estate, Rental & Leasing	36	6.7%	226	4.4%	178	6.0%	1,029	3.0%	417	5.7%	2,581	3.1%
Professional, Scientific & Tech Services	69	12.8%	374	7.3%	386	13.1%	2,485	7.3%	826	11.3%	7,837	9.4%
Legal Services	15	2.8%	68	1.3%	75	2.5%	316	0.9%	159	2.2%	1,198	1.4%
Management of Companies & Enterprises	0	0.0%	3	0.1%	13	0.4%	167	0.5%	32	0.4%	479	0.6%
Administrative, Support & Waste Management Services	14	2.6%	69	1.4%	76	2.6%	407	1.2%	233	3.2%	1,729	2.1%
Educational Services	26	4.8%	1,396	27.4%	113	3.8%	3,877	11.4%	248	3.4%	8,964	10.7%

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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

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

Prepared by Esri
 Latitude: 39.35044
 Longitude: -76.63565

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	91	16.9%	908	17.8%	483	16.4%	14,010	41.2%	1,162	15.9%	29,820	35.7%
Ambulatory Health Care	67	12.5%	641	12.6%	338	11.4%	4,395	12.9%	766	10.5%	8,996	10.8%
Hospital	3	0.6%	60	1.2%	28	0.9%	7,674	22.6%	74	1.0%	15,059	18.0%
Nursing/Residential Care	2	0.4%	96	1.9%	17	0.6%	544	1.6%	70	1.0%	1,562	1.9%
Social Assistance	18	3.4%	111	2.2%	100	3.4%	1,397	4.1%	252	3.4%	4,203	5.0%
Arts, Entertainment & Recreation	19	3.5%	344	6.8%	85	2.9%	835	2.5%	185	2.5%	1,988	2.4%
Accommodation & Food Services	39	7.3%	463	9.1%	216	7.3%	2,276	6.7%	454	6.2%	4,016	4.8%
Accommodation	3	0.6%	53	1.0%	7	0.2%	176	0.5%	22	0.3%	400	0.5%
Food Services & Drinking Places	36	6.7%	410	8.1%	209	7.1%	2,100	6.2%	431	5.9%	3,616	4.3%
Other Services (except Public Administration)	69	12.8%	271	5.3%	450	15.3%	2,675	7.9%	1,230	16.8%	7,177	8.6%
Repair & Maintenance	6	1.1%	25	0.5%	57	1.9%	253	0.7%	164	2.2%	761	0.9%
Automotive Repair & Maintenance	4	0.7%	17	0.3%	38	1.3%	153	0.5%	123	1.7%	575	0.7%
Personal & Laundry Service	17	3.2%	71	1.4%	106	3.6%	564	1.7%	278	3.8%	1,320	1.6%
Civic and Other Orgs	45	8.4%	175	3.4%	286	9.7%	1,858	5.5%	788	10.8%	5,096	6.1%
Public Administration	2	0.4%	19	0.4%	11	0.4%	152	0.5%	60	0.8%	2,015	2.4%
Unclassified Establishments	36	6.7%	16	0.3%	249	8.4%	61	0.2%	670	9.2%	139	0.2%
Total	537	100.0%	5,089	100.0%	2,951	100.0%	34,032	100.0%	7,319	100.0%	83,499	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

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

Prepared by Esri
 Latitude: 39.35044
 Longitude: -76.63565

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.3%	38	0.8%	29	1.0%	244	0.7%	72	1.0%	660	0.8%
Construction	13	2.4%	90	1.8%	75	2.5%	537	1.6%	265	3.6%	2,207	2.6%
Manufacturing	11	2.0%	49	1.0%	63	2.1%	667	2.0%	140	1.9%	2,028	2.4%
Transportation	6	1.1%	35	0.7%	37	1.3%	322	0.9%	137	1.9%	1,224	1.5%
Communication	1	0.2%	9	0.2%	33	1.1%	718	2.1%	76	1.0%	1,934	2.3%
Utility	1	0.2%	2	0.0%	8	0.3%	42	0.1%	21	0.3%	534	0.6%
Wholesale Trade	9	1.7%	46	0.9%	42	1.4%	275	0.8%	106	1.4%	858	1.0%
Retail Trade Summary	101	18.8%	938	18.4%	520	17.6%	4,313	12.7%	1,190	16.3%	8,937	10.7%
Home Improvement	4	0.7%	28	0.6%	13	0.4%	100	0.3%	28	0.4%	207	0.3%
General Merchandise Stores	5	0.9%	16	0.3%	26	0.9%	150	0.4%	57	0.8%	335	0.4%
Food Stores	10	1.9%	277	5.4%	62	2.1%	983	2.9%	147	2.0%	2,159	2.6%
Auto Dealers & Gas Stations	7	1.3%	32	0.6%	23	0.8%	87	0.3%	89	1.2%	367	0.4%
Apparel & Accessory Stores	6	1.1%	25	0.5%	24	0.8%	77	0.2%	81	1.1%	419	0.5%
Furniture & Home Furnishings	4	0.7%	30	0.6%	29	1.0%	160	0.5%	67	0.9%	377	0.5%
Eating & Drinking Places	34	6.3%	396	7.8%	202	6.8%	2,042	6.0%	414	5.7%	3,488	4.2%
Miscellaneous Retail	31	5.8%	135	2.6%	142	4.8%	713	2.1%	307	4.2%	1,585	1.9%
Finance, Insurance, Real Estate Summary	51	9.5%	323	6.3%	254	8.6%	1,656	4.9%	637	8.7%	4,525	5.4%
Banks, Savings & Lending Institutions	8	1.5%	65	1.3%	25	0.8%	143	0.4%	87	1.2%	491	0.6%
Securities Brokers	7	1.3%	28	0.6%	27	0.9%	178	0.5%	68	0.9%	536	0.6%
Insurance Carriers & Agents	1	0.2%	1	0.0%	15	0.5%	139	0.4%	42	0.6%	410	0.5%
Real Estate, Holding, Other Investment Offices	35	6.5%	228	4.5%	187	6.3%	1,196	3.5%	441	6.0%	3,088	3.7%
Services Summary	298	55.5%	3,524	69.3%	1,630	55.2%	25,052	73.6%	3,946	53.9%	58,448	70.0%
Hotels & Lodging	3	0.6%	53	1.0%	7	0.2%	176	0.5%	22	0.3%	400	0.5%
Automotive Services	8	1.5%	26	0.5%	59	2.0%	230	0.7%	177	2.4%	850	1.0%
Movies & Amusements	15	2.8%	332	6.5%	82	2.8%	773	2.3%	171	2.3%	1,713	2.0%
Health Services	68	12.7%	691	13.6%	369	12.5%	12,442	36.6%	856	11.7%	25,080	30.0%
Legal Services	13	2.4%	64	1.3%	69	2.3%	300	0.9%	145	2.0%	1,148	1.4%
Education Institutions & Libraries	30	5.6%	1,448	28.4%	108	3.7%	4,066	11.9%	239	3.3%	9,206	11.0%
Other Services	161	30.0%	910	17.9%	936	31.7%	7,064	20.8%	2,336	31.9%	20,051	24.0%
Government	2	0.4%	19	0.4%	10	0.3%	144	0.4%	58	0.8%	2,004	2.4%
Unclassified Establishments	36	6.7%	16	0.4%	249	8.4%	61	0.4%	670	9.2%	139	2.4%
Totals	537	100.0%	5,089	100.0%	2,951	100.0%	34,032	100.0%	7,319	100.0%	83,499	100.0%

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