

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	19,990	76,805	160,314
2010 Total Population	20,190	77,190	165,022
2020 Total Population	19,573	75,446	160,769
2020 Group Quarters	195	561	2,639
2025 Total Population	19,031	73,679	157,377
2020-2025 Annual Rate	-0.56%	-0.47%	-0.43%
2020 Total Daytime Population	15,428	60,601	133,481
Workers	6,508	25,130	54,192
Residents	8,920	35,471	79,289
<b>Household Summary</b>			
2000 Households	8,129	30,859	64,429
2000 Average Household Size	2.44	2.47	2.46
2010 Households	7,993	30,459	65,124
2010 Average Household Size	2.50	2.52	2.49
2020 Households	7,684	29,610	63,007
2020 Average Household Size	2.52	2.53	2.51
2025 Households	7,440	28,816	61,449
2025 Average Household Size	2.53	2.54	2.52
2020-2025 Annual Rate	-0.64%	-0.54%	-0.50%
2010 Families	5,069	19,394	40,594
2010 Average Family Size	3.08	3.10	3.11
2020 Families	4,851	18,752	38,996
2020 Average Family Size	3.11	3.13	3.14
2025 Families	4,701	18,260	38,007
2025 Average Family Size	3.13	3.14	3.15
2020-2025 Annual Rate	-0.63%	-0.53%	-0.51%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,678	32,841	69,026
Owner Occupied Housing Units	72.9%	67.5%	60.4%
Renter Occupied Housing Units	20.8%	26.5%	32.9%
Vacant Housing Units	6.3%	6.0%	6.7%
2010 Housing Units	8,626	33,178	70,345
Owner Occupied Housing Units	70.2%	65.1%	58.1%
Renter Occupied Housing Units	22.5%	26.7%	34.5%
Vacant Housing Units	7.3%	8.2%	7.4%
2020 Housing Units	8,404	32,631	68,899
Owner Occupied Housing Units	70.6%	65.5%	58.5%
Renter Occupied Housing Units	20.8%	25.3%	32.9%
Vacant Housing Units	8.6%	9.3%	8.6%
2025 Housing Units	8,246	32,138	67,955
Owner Occupied Housing Units	70.3%	65.2%	58.4%
Renter Occupied Housing Units	20.0%	24.4%	32.1%
Vacant Housing Units	9.8%	10.3%	9.6%
<b>Median Household Income</b>			
2020	\$70,166	\$66,777	\$60,816
2025	\$71,043	\$69,079	\$63,383
<b>Median Home Value</b>			
2020	\$185,977	\$193,021	\$189,953
2025	\$207,717	\$223,117	\$219,836
<b>Per Capita Income</b>			
2020	\$32,024	\$32,405	\$30,542
2025	\$33,534	\$34,521	\$32,808
<b>Median Age</b>			
2010	39.0	38.2	36.8
2020	41.2	40.0	38.5
2025	42.0	40.8	39.4

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2020 Households by Income</b>			
Household Income Base	7,684	29,610	63,006
<\$15,000	7.2%	8.9%	10.3%
\$15,000 - \$24,999	5.6%	6.3%	7.2%
\$25,000 - \$34,999	7.3%	7.7%	8.4%
\$35,000 - \$49,999	12.6%	12.7%	13.6%
\$50,000 - \$74,999	20.1%	19.4%	19.7%
\$75,000 - \$99,999	16.2%	15.2%	14.5%
\$100,000 - \$149,999	20.9%	18.9%	16.6%
\$150,000 - \$199,999	7.5%	6.9%	6.2%
\$200,000+	2.5%	4.2%	3.5%
Average Household Income	\$81,869	\$83,083	\$77,552
<b>2025 Households by Income</b>			
Household Income Base	7,440	28,816	61,448
<\$15,000	7.3%	8.8%	9.9%
\$15,000 - \$24,999	5.5%	6.0%	6.8%
\$25,000 - \$34,999	7.0%	7.3%	7.8%
\$35,000 - \$49,999	12.7%	12.5%	13.4%
\$50,000 - \$74,999	19.7%	18.8%	19.2%
\$75,000 - \$99,999	15.8%	15.0%	14.6%
\$100,000 - \$149,999	21.3%	19.5%	17.4%
\$150,000 - \$199,999	8.0%	7.6%	7.0%
\$200,000+	2.6%	4.6%	3.9%
Average Household Income	\$86,125	\$88,882	\$83,621
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	5,935	21,355	40,313
<\$50,000	1.7%	2.2%	2.8%
\$50,000 - \$99,999	3.6%	3.9%	6.0%
\$100,000 - \$149,999	21.2%	18.9%	19.2%
\$150,000 - \$199,999	32.8%	29.0%	27.6%
\$200,000 - \$249,999	22.5%	22.8%	20.2%
\$250,000 - \$299,999	9.9%	11.8%	11.9%
\$300,000 - \$399,999	3.9%	5.8%	6.8%
\$400,000 - \$499,999	1.8%	2.5%	2.7%
\$500,000 - \$749,999	1.8%	1.7%	1.5%
\$750,000 - \$999,999	0.0%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.3%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$210,910	\$223,772	\$221,079
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	5,794	20,963	39,653
<\$50,000	3.0%	3.7%	4.2%
\$50,000 - \$99,999	4.1%	4.5%	5.7%
\$100,000 - \$149,999	17.2%	13.4%	13.2%
\$150,000 - \$199,999	22.3%	18.3%	19.0%
\$200,000 - \$249,999	21.2%	21.8%	20.0%
\$250,000 - \$299,999	14.1%	16.4%	15.5%
\$300,000 - \$399,999	9.6%	10.6%	11.3%
\$400,000 - \$499,999	2.4%	4.3%	5.0%
\$500,000 - \$749,999	4.2%	4.0%	3.3%
\$750,000 - \$999,999	0.2%	0.9%	1.2%
\$1,000,000 - \$1,499,999	0.9%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.5%
\$2,000,000 +	0.4%	0.8%	0.7%
Average Home Value	\$247,303	\$272,583	\$266,157

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

6415 Belair Rd, Baltimore, Maryland, 21206  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.35276  
Longitude: -76.53259

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	20,189	77,187	165,022
0 - 4	5.9%	6.3%	6.5%
5 - 9	5.9%	5.9%	6.0%
10 - 14	6.3%	6.4%	6.2%
15 - 24	12.8%	13.4%	14.7%
25 - 34	13.7%	13.7%	14.3%
35 - 44	14.2%	14.1%	13.2%
45 - 54	16.1%	16.0%	15.1%
55 - 64	12.4%	12.4%	11.8%
65 - 74	6.2%	6.1%	5.9%
75 - 84	4.4%	3.9%	4.1%
85 +	2.2%	1.9%	2.2%
18 +	77.5%	77.4%	77.2%
<b>2020 Population by Age</b>			
Total	19,571	75,445	160,770
0 - 4	5.3%	5.6%	5.8%
5 - 9	5.6%	5.8%	5.8%
10 - 14	5.7%	6.0%	6.0%
15 - 24	11.0%	11.3%	12.5%
25 - 34	14.1%	14.5%	15.0%
35 - 44	13.5%	13.4%	13.1%
45 - 54	13.6%	13.3%	12.3%
55 - 64	14.5%	14.1%	13.3%
65 - 74	10.0%	9.8%	9.4%
75 - 84	4.4%	4.3%	4.4%
85 +	2.3%	2.0%	2.5%
18 +	80.2%	79.4%	79.1%
<b>2025 Population by Age</b>			
Total	19,030	73,679	157,378
0 - 4	5.2%	5.5%	5.8%
5 - 9	5.3%	5.5%	5.5%
10 - 14	5.6%	5.8%	5.8%
15 - 24	10.2%	10.8%	12.2%
25 - 34	14.4%	14.2%	14.3%
35 - 44	13.4%	13.9%	13.9%
45 - 54	13.1%	12.7%	11.9%
55 - 64	13.8%	13.0%	12.2%
65 - 74	11.1%	11.0%	10.6%
75 - 84	5.8%	5.5%	5.5%
85 +	2.1%	2.0%	2.3%
18 +	80.7%	79.7%	79.5%
<b>2010 Population by Sex</b>			
Males	9,555	36,439	76,561
Females	10,635	40,751	88,461
<b>2020 Population by Sex</b>			
Males	9,287	35,613	74,916
Females	10,285	39,833	85,853
<b>2025 Population by Sex</b>			
Males	9,081	34,861	73,553
Females	9,950	38,818	83,824

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	20,189	77,189	165,022
White Alone	52.3%	47.1%	41.3%
Black Alone	43.0%	47.5%	52.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.2%	1.9%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.1%	1.2%
Two or More Races	2.1%	2.1%	2.2%
Hispanic Origin	2.6%	2.9%	3.2%
Diversity Index	56.4	57.8	58.4
<b>2020 Population by Race/Ethnicity</b>			
Total	19,574	75,446	160,770
White Alone	47.3%	42.6%	37.0%
Black Alone	46.8%	50.4%	54.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.5%	2.4%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.5%	1.8%
Two or More Races	2.7%	2.7%	2.7%
Hispanic Origin	3.9%	4.2%	4.7%
Diversity Index	59.0	59.9	60.3
<b>2025 Population by Race/Ethnicity</b>			
Total	19,030	73,679	157,377
White Alone	44.7%	40.4%	34.7%
Black Alone	48.6%	51.7%	55.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.7%	2.7%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.9%	2.2%
Two or More Races	3.1%	3.1%	3.1%
Hispanic Origin	4.8%	5.2%	5.7%
Diversity Index	60.4	61.2	61.5
<b>2010 Population by Relationship and Household Type</b>			
Total	20,190	77,190	165,022
In Households	99.0%	99.3%	98.4%
In Family Households	80.4%	81.0%	79.6%
Householder	25.0%	25.0%	24.7%
Spouse	15.2%	15.2%	14.0%
Child	31.8%	32.3%	32.1%
Other relative	5.3%	5.5%	5.6%
Nonrelative	3.1%	3.1%	3.2%
In Nonfamily Households	18.6%	18.2%	18.8%
In Group Quarters	1.0%	0.7%	1.6%
Institutionalized Population	0.7%	0.5%	0.6%
Noninstitutionalized Population	0.3%	0.2%	0.9%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	14,174	53,838	112,395
Less than 9th Grade	3.9%	3.2%	3.4%
9th - 12th Grade, No Diploma	6.4%	5.8%	6.3%
High School Graduate	27.9%	28.0%	27.0%
GED/Alternative Credential	5.3%	4.7%	5.0%
Some College, No Degree	21.8%	22.7%	23.1%
Associate Degree	6.7%	7.2%	7.0%
Bachelor's Degree	16.4%	16.9%	17.1%
Graduate/Professional Degree	11.7%	11.4%	11.1%
<b>2020 Population 15+ by Marital Status</b>			
Total	16,321	62,342	132,437
Never Married	32.7%	37.5%	40.6%
Married	48.0%	44.9%	41.6%
Widowed	6.3%	5.8%	6.4%
Divorced	13.0%	11.8%	11.3%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	11,947	45,146	93,025
Population 16+ Employed	89.9%	89.2%	88.4%
Population 16+ Unemployment rate	10.1%	10.8%	11.6%
Population 16-24 Employed	9.1%	10.0%	10.7%
Population 16-24 Unemployment rate	19.6%	20.1%	23.3%
Population 25-54 Employed	64.1%	64.6%	65.1%
Population 25-54 Unemployment rate	9.3%	10.0%	10.2%
Population 55-64 Employed	19.4%	18.1%	17.1%
Population 55-64 Unemployment rate	8.7%	8.6%	9.4%
Population 65+ Employed	7.4%	7.3%	7.0%
Population 65+ Unemployment rate	7.5%	8.1%	8.8%
<b>2020 Employed Population 16+ by Industry</b>			
Total	10,741	40,288	82,248
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	7.4%	6.3%	6.0%
Manufacturing	4.9%	5.5%	4.8%
Wholesale Trade	1.8%	1.8%	1.7%
Retail Trade	8.2%	9.4%	9.9%
Transportation/Utilities	5.5%	6.3%	6.9%
Information	1.9%	1.9%	1.4%
Finance/Insurance/Real Estate	6.8%	6.4%	6.2%
Services	53.5%	53.8%	54.0%
Public Administration	10.0%	8.6%	9.0%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	10,740	40,288	82,249
White Collar	64.4%	62.5%	61.1%
Management/Business/Financial	12.5%	12.1%	12.0%
Professional	27.9%	24.9%	23.6%
Sales	6.1%	7.8%	8.3%
Administrative Support	17.8%	17.7%	17.3%
Services	16.7%	18.5%	19.7%
Blue Collar	19.0%	19.0%	19.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	5.3%	4.8%	4.7%
Installation/Maintenance/Repair	4.4%	3.7%	3.5%
Production	3.2%	3.3%	3.7%
Transportation/Material Moving	6.1%	7.1%	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

6415 Belair Rd, Baltimore, Maryland, 21206  
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	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	7,992	30,460	65,125
Households with 1 Person	29.0%	28.8%	30.3%
Households with 2+ People	71.0%	71.2%	69.7%
Family Households	63.4%	63.7%	62.3%
Husband-wife Families	38.8%	38.6%	35.3%
With Related Children	16.7%	16.5%	15.0%
Other Family (No Spouse Present)	24.7%	25.0%	27.0%
Other Family with Male Householder	5.5%	5.8%	5.7%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	19.1%	19.2%	21.4%
With Related Children	11.7%	12.1%	13.8%
Nonfamily Households	7.6%	7.5%	7.4%
All Households with Children	32.1%	32.2%	32.4%
Multigenerational Households	5.9%	6.2%	6.2%
Unmarried Partner Households	7.9%	7.8%	7.9%
Male-female	6.7%	6.6%	6.9%
Same-sex	1.3%	1.2%	1.1%
<b>2010 Households by Size</b>			
Total	7,993	30,460	65,124
1 Person Household	29.0%	28.8%	30.3%
2 Person Household	31.1%	31.0%	30.6%
3 Person Household	17.8%	17.4%	17.3%
4 Person Household	12.1%	12.2%	11.9%
5 Person Household	5.7%	6.0%	5.7%
6 Person Household	2.5%	2.7%	2.5%
7 + Person Household	1.9%	1.9%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,993	30,459	65,124
Owner Occupied	75.8%	70.9%	62.7%
Owned with a Mortgage/Loan	58.9%	55.6%	49.2%
Owned Free and Clear	16.9%	15.4%	13.5%
Renter Occupied	24.2%	29.1%	37.3%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	179	167	157
Percent of Income for Mortgage	11.1%	12.1%	13.0%
Wealth Index	79	81	74
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,626	33,178	70,345
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	20,190	77,190	165,022
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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

6415 Belair Rd, Baltimore, Maryland, 21206  
Rings: 1, 2, 3 mile radii

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	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Bright Young Professionals	Bright Young Professionals (8C)
3.	Comfortable Empty Nesters (5A)	Metro Fusion (11C)	Family Foundations (12A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,746,083	\$58,091,715	\$117,467,238
Average Spent	\$1,919.06	\$1,961.90	\$1,864.35
Spending Potential Index	89	91	87
Education: Total \$	\$13,805,583	\$52,386,681	\$101,093,473
Average Spent	\$1,796.67	\$1,769.22	\$1,604.48
Spending Potential Index	100	99	90
Entertainment/Recreation: Total \$	\$22,446,288	\$87,586,548	\$173,831,237
Average Spent	\$2,921.17	\$2,958.01	\$2,758.92
Spending Potential Index	90	91	85
Food at Home: Total \$	\$36,842,626	\$144,371,616	\$291,139,935
Average Spent	\$4,794.72	\$4,875.77	\$4,620.76
Spending Potential Index	90	91	87
Food Away from Home: Total \$	\$25,279,035	\$100,449,911	\$203,625,166
Average Spent	\$3,289.83	\$3,392.43	\$3,231.79
Spending Potential Index	87	90	86
Health Care: Total \$	\$39,157,220	\$153,700,249	\$306,901,983
Average Spent	\$5,095.94	\$5,190.82	\$4,870.92
Spending Potential Index	89	90	85
HH Furnishings & Equipment: Total \$	\$15,045,495	\$59,143,431	\$117,549,587
Average Spent	\$1,958.03	\$1,997.41	\$1,865.66
Spending Potential Index	90	91	85
Personal Care Products & Services: Total \$	\$6,231,674	\$24,694,025	\$50,029,244
Average Spent	\$810.99	\$833.98	\$794.03
Spending Potential Index	88	91	86
Shelter: Total \$	\$139,841,335	\$543,846,010	\$1,083,384,354
Average Spent	\$18,199.03	\$18,366.97	\$17,194.67
Spending Potential Index	94	95	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,035,469	\$59,768,485	\$119,575,382
Average Spent	\$1,956.72	\$2,018.52	\$1,897.81
Spending Potential Index	84	86	81
Travel: Total \$	\$17,193,437	\$66,720,628	\$130,441,894
Average Spent	\$2,237.56	\$2,253.31	\$2,070.28
Spending Potential Index	93	93	86
Vehicle Maintenance & Repairs: Total \$	\$7,821,980	\$30,893,946	\$62,086,176
Average Spent	\$1,017.96	\$1,043.36	\$985.39
Spending Potential Index	88	90	85

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	61.7%	Population	19,573	19,031
Front Porches (8E)	16.2%	Households	7,684	7,440
Comfortable Empty Nesters (5A)	7.3%	Families	4,851	4,701
City Strivers (11A)	6.7%	Median Age	41.2	42.0
Golden Years (9B)	3.7%	Median Household Income	\$70,166	\$71,043
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		89	\$1,919.06	\$14,746,083
Men's		91	\$381.27	\$2,929,713
Women's		90	\$676.67	\$5,199,557
Children's		84	\$267.80	\$2,057,791
Footwear		92	\$442.94	\$3,403,550
Watches & Jewelry		82	\$95.49	\$733,781
Apparel Products and Services (1)		95	\$54.88	\$421,692
<b>Computer</b>				
Computers and Hardware for Home Use		92	\$149.06	\$1,145,346
Portable Memory		87	\$3.38	\$25,997
Computer Software		92	\$8.91	\$68,450
Computer Accessories		96	\$16.99	\$130,549
<b>Entertainment &amp; Recreation</b>		90	\$2,921.17	\$22,446,288
Fees and Admissions		96	\$690.44	\$5,305,338
Membership Fees for Clubs (2)		97	\$232.37	\$1,785,510
Fees for Participant Sports, excl. Trips		89	\$87.48	\$672,226
Tickets to Theatre/Operas/Concerts		103	\$83.44	\$641,188
Tickets to Movies		87	\$49.94	\$383,735
Tickets to Parks or Museums		89	\$29.11	\$223,650
Admission to Sporting Events, excl. Trips		89	\$55.89	\$429,457
Fees for Recreational Lessons		104	\$151.35	\$1,162,995
Dating Services		106	\$0.86	\$6,577
TV/Video/Audio		89	\$1,037.57	\$7,972,676
Cable and Satellite Television Services		90	\$732.49	\$5,628,448
Televisions		85	\$91.29	\$701,434
Satellite Dishes		84	\$0.98	\$7,499
VCRs, Video Cameras, and DVD Players		83	\$4.33	\$33,249
Miscellaneous Video Equipment		84	\$20.90	\$160,574
Video Cassettes and DVDs		85	\$8.46	\$64,981
Video Game Hardware/Accessories		83	\$23.67	\$181,860
Video Game Software		86	\$14.12	\$108,462
Rental/Streaming/Downloaded Video		85	\$45.63	\$350,650
Installation of Televisions		82	\$0.89	\$6,844
Audio (3)		87	\$92.85	\$713,484
Rental and Repair of TV/Radio/Sound Equipment		81	\$1.98	\$15,191
Pets		84	\$583.32	\$4,482,258
Toys/Games/Crafts/Hobbies (4)		88	\$106.84	\$820,971
Recreational Vehicles and Fees (5)		98	\$151.99	\$1,167,907
Sports/Recreation/Exercise Equipment (6)		84	\$170.57	\$1,310,668
Photo Equipment and Supplies (7)		91	\$46.54	\$357,586
Reading (8)		95	\$102.14	\$784,824
Catered Affairs (9)		106	\$31.76	\$244,060
<b>Food</b>		89	\$8,084.55	\$62,121,661
Food at Home		90	\$4,794.72	\$36,842,626
Bakery and Cereal Products		91	\$631.18	\$4,849,992
Meats, Poultry, Fish, and Eggs		90	\$1,047.70	\$8,050,538
Dairy Products		91	\$499.36	\$3,837,113
Fruits and Vegetables		92	\$961.82	\$7,390,656
Snacks and Other Food at Home (10)		88	\$1,654.65	\$12,714,327
Food Away from Home		87	\$3,289.83	\$25,279,035
Alcoholic Beverages		90	\$562.31	\$4,320,769

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	89	\$21,631.62	\$166,217,354
Value of Retirement Plans	95	\$90,488.01	\$695,309,901
Value of Other Financial Assets	89	\$7,291.32	\$56,026,489
Vehicle Loan Amount excluding Interest	81	\$2,358.11	\$18,119,751
Value of Credit Card Debt	92	\$2,403.84	\$18,471,110
<b>Health</b>			
Nonprescription Drugs	86	\$126.84	\$974,632
Prescription Drugs	86	\$302.51	\$2,324,480
Eyeglasses and Contact Lenses	90	\$84.40	\$648,543
<b>Home</b>			
Mortgage Payment and Basics (11)	94	\$9,829.27	\$75,528,114
Maintenance and Remodeling Services	95	\$2,434.64	\$18,707,781
Maintenance and Remodeling Materials (12)	85	\$470.60	\$3,616,077
Utilities, Fuel, and Public Services	88	\$4,314.13	\$33,149,744
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$92.33	\$709,462
Furniture	93	\$593.00	\$4,556,574
Rugs	92	\$32.45	\$249,311
Major Appliances (14)	90	\$321.55	\$2,470,789
Housewares (15)	83	\$80.90	\$621,645
Small Appliances	89	\$44.15	\$339,283
Luggage	94	\$13.74	\$105,614
Telephones and Accessories	92	\$81.28	\$624,576
<b>Household Operations</b>			
Child Care	92	\$472.69	\$3,632,125
Lawn and Garden (16)	90	\$439.20	\$3,374,783
Moving/Storage/Freight Express	83	\$49.96	\$383,870
Housekeeping Supplies (17)	87	\$674.36	\$5,181,787
<b>Insurance</b>			
Owners and Renters Insurance	85	\$506.19	\$3,889,576
Vehicle Insurance	87	\$1,560.97	\$11,994,486
Life/Other Insurance	90	\$485.70	\$3,732,115
Health Insurance	90	\$3,318.21	\$25,497,126
Personal Care Products (18)	86	\$426.96	\$3,280,766
School Books and Supplies (19)	85	\$125.84	\$966,949
Smoking Products	88	\$352.72	\$2,710,309
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$2,089.22	\$16,053,592
Gasoline and Motor Oil	84	\$1,985.23	\$15,254,495
Vehicle Maintenance and Repairs	88	\$1,017.96	\$7,821,980
<b>Travel</b>			
Airline Fares	95	\$568.24	\$4,366,373
Lodging on Trips	95	\$614.59	\$4,722,519
Auto/Truck Rental on Trips	93	\$26.94	\$207,031
Food and Drink on Trips	92	\$527.27	\$4,051,573

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6415 Belair Rd, Baltimore, Maryland, 21206  
 Ring: 2 mile radius

Prepared by Esri  
 Latitude: 39.35276  
 Longitude: -76.53259

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	46.2%	Population	75,446	73,679
Bright Young Professionals (8C)	7.7%	Households	29,610	28,816
Metro Fusion (11C)	7.3%	Families	18,752	18,260
Family Foundations (12A)	7.2%	Median Age	40.0	40.8
Front Porches (8E)	6.7%	Median Household Income	\$66,777	\$69,079
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$1,961.90	\$58,091,715
Men's		92	\$387.22	\$11,465,695
Women's		91	\$689.55	\$20,417,633
Children's		88	\$280.51	\$8,305,872
Footwear		94	\$450.58	\$13,341,571
Watches & Jewelry		85	\$99.44	\$2,944,565
Apparel Products and Services (1)		94	\$54.59	\$1,616,378
<b>Computer</b>				
Computers and Hardware for Home Use		94	\$152.23	\$4,507,501
Portable Memory		90	\$3.47	\$102,697
Computer Software		93	\$9.08	\$268,901
Computer Accessories		97	\$17.10	\$506,372
<b>Entertainment &amp; Recreation</b>		91	\$2,958.01	\$87,586,548
Fees and Admissions		96	\$691.52	\$20,476,030
Membership Fees for Clubs (2)		97	\$232.69	\$6,889,899
Fees for Participant Sports, excl. Trips		92	\$90.59	\$2,682,381
Tickets to Theatre/Operas/Concerts		101	\$81.64	\$2,417,339
Tickets to Movies		91	\$52.11	\$1,543,064
Tickets to Parks or Museums		91	\$29.83	\$883,235
Admission to Sporting Events, excl. Trips		90	\$56.63	\$1,676,949
Fees for Recreational Lessons		101	\$147.16	\$4,357,504
Dating Services		107	\$0.87	\$25,660
TV/Video/Audio		91	\$1,058.62	\$31,345,657
Cable and Satellite Television Services		91	\$739.00	\$21,881,910
Televisions		89	\$95.53	\$2,828,725
Satellite Dishes		89	\$1.04	\$30,651
VCRs, Video Cameras, and DVD Players		87	\$4.56	\$134,948
Miscellaneous Video Equipment		88	\$22.02	\$652,117
Video Cassettes and DVDs		89	\$8.86	\$262,363
Video Game Hardware/Accessories		88	\$25.10	\$743,077
Video Game Software		90	\$14.90	\$441,286
Rental/Streaming/Downloaded Video		90	\$48.44	\$1,434,287
Installation of Televisions		86	\$0.93	\$27,456
Audio (3)		90	\$96.10	\$2,845,503
Rental and Repair of TV/Radio/Sound Equipment		88	\$2.14	\$63,335
Pets		85	\$593.86	\$17,584,060
Toys/Games/Crafts/Hobbies (4)		90	\$109.83	\$3,252,156
Recreational Vehicles and Fees (5)		95	\$147.25	\$4,359,985
Sports/Recreation/Exercise Equipment (6)		87	\$177.03	\$5,241,993
Photo Equipment and Supplies (7)		93	\$47.44	\$1,404,649
Reading (8)		95	\$102.02	\$3,020,941
Catered Affairs (9)		102	\$30.43	\$901,079
<b>Food</b>		91	\$8,268.20	\$244,821,527
Food at Home		91	\$4,875.77	\$144,371,616
Bakery and Cereal Products		92	\$637.99	\$18,890,745
Meats, Poultry, Fish, and Eggs		91	\$1,065.88	\$31,560,823
Dairy Products		92	\$504.27	\$14,931,466
Fruits and Vegetables		93	\$972.57	\$28,797,901
Snacks and Other Food at Home (10)		90	\$1,695.06	\$50,190,682
Food Away from Home		90	\$3,392.43	\$100,449,911
Alcoholic Beverages		92	\$574.88	\$17,022,139

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	91	\$22,113.78	\$654,789,094
Value of Retirement Plans	95	\$90,277.41	\$2,673,114,185
Value of Other Financial Assets	91	\$7,446.15	\$220,480,583
Vehicle Loan Amount excluding Interest	86	\$2,521.59	\$74,664,314
Value of Credit Card Debt	94	\$2,431.53	\$71,997,613
<b>Health</b>			
Nonprescription Drugs	88	\$130.18	\$3,854,770
Prescription Drugs	88	\$308.01	\$9,120,103
Eyeglasses and Contact Lenses	90	\$84.67	\$2,507,158
<b>Home</b>			
Mortgage Payment and Basics (11)	94	\$9,842.93	\$291,449,204
Maintenance and Remodeling Services	95	\$2,426.68	\$71,853,949
Maintenance and Remodeling Materials (12)	86	\$474.85	\$14,060,227
Utilities, Fuel, and Public Services	90	\$4,418.59	\$130,834,539
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$94.09	\$2,786,017
Furniture	94	\$601.66	\$17,815,033
Rugs	92	\$32.38	\$958,830
Major Appliances (14)	91	\$326.25	\$9,660,362
Housewares (15)	87	\$83.95	\$2,485,674
Small Appliances	91	\$45.19	\$1,338,164
Luggage	96	\$14.05	\$416,047
Telephones and Accessories	93	\$82.44	\$2,441,172
<b>Household Operations</b>			
Child Care	94	\$483.38	\$14,312,981
Lawn and Garden (16)	90	\$441.59	\$13,075,492
Moving/Storage/Freight Express	89	\$53.73	\$1,591,041
Housekeeping Supplies (17)	89	\$692.29	\$20,498,650
<b>Insurance</b>			
Owners and Renters Insurance	87	\$520.34	\$15,407,147
Vehicle Insurance	90	\$1,618.17	\$47,913,902
Life/Other Insurance	90	\$490.02	\$14,509,560
Health Insurance	91	\$3,376.73	\$99,985,018
Personal Care Products (18)	89	\$442.92	\$13,114,909
School Books and Supplies (19)	89	\$131.69	\$3,899,373
Smoking Products	89	\$356.24	\$10,548,132
<b>Transportation</b>			
Payments on Vehicles excluding Leases	85	\$2,200.93	\$65,169,542
Gasoline and Motor Oil	88	\$2,073.76	\$61,403,964
Vehicle Maintenance and Repairs	90	\$1,043.36	\$30,893,946
<b>Travel</b>			
Airline Fares	95	\$571.11	\$16,910,524
Lodging on Trips	94	\$613.39	\$18,162,480
Auto/Truck Rental on Trips	95	\$27.27	\$807,487
Food and Drink on Trips	93	\$532.95	\$15,780,667

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	29.1%	Population	160,769	157,377
Bright Young Professionals (8C)	12.5%	Households	63,007	61,449
Family Foundations (12A)	12.2%	Families	38,996	38,007
Metro Fusion (11C)	8.3%	Median Age	38.5	39.4
City Strivers (11A)	5.7%	Median Household Income	\$60,816	\$63,383
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		87	\$1,864.35	\$117,467,238
Men's		87	\$365.76	\$23,045,540
Women's		87	\$652.61	\$41,118,691
Children's		85	\$270.57	\$17,047,997
Footwear		89	\$427.73	\$26,950,294
Watches & Jewelry		82	\$96.07	\$6,053,277
Apparel Products and Services (1)		89	\$51.60	\$3,251,439
<b>Computer</b>				
Computers and Hardware for Home Use		88	\$143.55	\$9,044,492
Portable Memory		86	\$3.34	\$210,612
Computer Software		88	\$8.58	\$540,815
Computer Accessories		90	\$15.88	\$1,000,401
<b>Entertainment &amp; Recreation</b>		85	\$2,758.92	\$173,831,237
Fees and Admissions		88	\$631.01	\$39,757,902
Membership Fees for Clubs (2)		89	\$212.43	\$13,384,535
Fees for Participant Sports, excl. Trips		85	\$83.95	\$5,289,295
Tickets to Theatre/Operas/Concerts		92	\$74.00	\$4,662,485
Tickets to Movies		86	\$49.55	\$3,122,001
Tickets to Parks or Museums		85	\$27.88	\$1,756,339
Admission to Sporting Events, excl. Trips		83	\$52.13	\$3,284,336
Fees for Recreational Lessons		90	\$130.23	\$8,205,522
Dating Services		105	\$0.85	\$53,389
TV/Video/Audio		86	\$1,004.98	\$63,320,549
Cable and Satellite Television Services		86	\$698.03	\$43,981,033
Televisions		86	\$92.34	\$5,818,088
Satellite Dishes		84	\$0.98	\$61,784
VCRs, Video Cameras, and DVD Players		83	\$4.34	\$273,570
Miscellaneous Video Equipment		84	\$21.04	\$1,325,697
Video Cassettes and DVDs		85	\$8.46	\$533,239
Video Game Hardware/Accessories		87	\$24.70	\$1,556,426
Video Game Software		88	\$14.46	\$910,891
Rental/Streaming/Downloaded Video		87	\$46.77	\$2,946,675
Installation of Televisions		81	\$0.87	\$55,099
Audio (3)		85	\$90.76	\$5,718,743
Rental and Repair of TV/Radio/Sound Equipment		91	\$2.21	\$139,303
Pets		80	\$553.47	\$34,872,437
Toys/Games/Crafts/Hobbies (4)		86	\$104.18	\$6,564,370
Recreational Vehicles and Fees (5)		83	\$130.06	\$8,194,849
Sports/Recreation/Exercise Equipment (6)		83	\$168.11	\$10,592,201
Photo Equipment and Supplies (7)		88	\$44.87	\$2,826,880
Reading (8)		88	\$94.21	\$5,936,115
Catered Affairs (9)		94	\$28.03	\$1,765,934
<b>Food</b>		86	\$7,852.54	\$494,765,101
Food at Home		87	\$4,620.76	\$291,139,935
Bakery and Cereal Products		87	\$602.01	\$37,930,644
Meats, Poultry, Fish, and Eggs		87	\$1,015.30	\$63,970,824
Dairy Products		86	\$474.74	\$29,911,814
Fruits and Vegetables		88	\$915.74	\$57,698,203
Snacks and Other Food at Home (10)		86	\$1,612.97	\$101,628,450
Food Away from Home		86	\$3,231.79	\$203,625,166
Alcoholic Beverages		86	\$537.25	\$33,850,722

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	83	\$20,288.95	\$1,278,345,872
Value of Retirement Plans	85	\$80,755.72	\$5,088,175,338
Value of Other Financial Assets	85	\$6,984.09	\$440,046,444
Vehicle Loan Amount excluding Interest	84	\$2,442.47	\$153,892,998
Value of Credit Card Debt	87	\$2,266.14	\$142,782,580
<b>Health</b>			
Nonprescription Drugs	84	\$124.03	\$7,814,999
Prescription Drugs	83	\$290.01	\$18,272,935
Eyeglasses and Contact Lenses	84	\$78.57	\$4,950,207
<b>Home</b>			
Mortgage Payment and Basics (11)	83	\$8,748.83	\$551,237,650
Maintenance and Remodeling Services	84	\$2,144.25	\$135,102,675
Maintenance and Remodeling Materials (12)	78	\$427.09	\$26,909,561
Utilities, Fuel, and Public Services	86	\$4,187.48	\$263,840,547
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	88	\$89.02	\$5,608,731
Furniture	88	\$560.97	\$35,345,305
Rugs	84	\$29.46	\$1,855,949
Major Appliances (14)	83	\$298.55	\$18,810,474
Housewares (15)	83	\$80.38	\$5,064,251
Small Appliances	87	\$42.85	\$2,699,632
Luggage	90	\$13.20	\$831,669
Telephones and Accessories	89	\$78.63	\$4,954,123
<b>Household Operations</b>			
Child Care	87	\$448.93	\$28,285,942
Lawn and Garden (16)	82	\$399.29	\$25,158,380
Moving/Storage/Freight Express	88	\$52.95	\$3,336,118
Housekeeping Supplies (17)	85	\$660.95	\$41,644,453
<b>Insurance</b>			
Owners and Renters Insurance	81	\$482.19	\$30,381,175
Vehicle Insurance	86	\$1,549.71	\$97,642,386
Life/Other Insurance	84	\$452.38	\$28,503,047
Health Insurance	85	\$3,163.17	\$199,302,029
Personal Care Products (18)	85	\$425.18	\$26,789,295
School Books and Supplies (19)	85	\$125.77	\$7,924,476
Smoking Products	86	\$344.47	\$21,703,903
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$2,099.74	\$132,298,010
Gasoline and Motor Oil	84	\$1,980.45	\$124,782,288
Vehicle Maintenance and Repairs	85	\$985.39	\$62,086,176
<b>Travel</b>			
Airline Fares	88	\$525.09	\$33,084,222
Lodging on Trips	86	\$558.09	\$35,163,641
Auto/Truck Rental on Trips	88	\$25.22	\$1,589,233
Food and Drink on Trips	86	\$491.49	\$30,967,511

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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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

6415 Belair Rd, Baltimore, Maryland, 21206  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.35276  
Longitude: -76.53259

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	432		1,922		3,933							
Total Employees:	2,988		14,644		36,616							
Total Residential Population:	19,573		75,446		160,769							
Employee/Residential Population Ratio (per 100 Residents)	15		19		23							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.7%	31	1.0%	25	1.3%	135	0.9%	46	1.2%	242	0.7%
Construction	29	6.7%	172	5.8%	127	6.6%	910	6.2%	302	7.7%	2,348	6.4%
Manufacturing	5	1.2%	35	1.2%	26	1.4%	188	1.3%	82	2.1%	1,128	3.1%
Transportation	11	2.5%	142	4.8%	36	1.9%	286	2.0%	92	2.3%	977	2.7%
Communication	3	0.7%	21	0.7%	18	0.9%	143	1.0%	30	0.8%	230	0.6%
Utility	0	0.0%	0	0.0%	3	0.2%	21	0.1%	7	0.2%	72	0.2%
Wholesale Trade	12	2.8%	80	2.7%	38	2.0%	289	2.0%	132	3.4%	1,624	4.4%
Retail Trade Summary	90	20.8%	627	21.0%	426	22.2%	3,971	27.1%	853	21.7%	9,115	24.9%
Home Improvement	2	0.5%	21	0.7%	14	0.7%	454	3.1%	32	0.8%	951	2.6%
General Merchandise Stores	5	1.2%	26	0.9%	18	0.9%	300	2.0%	42	1.1%	794	2.2%
Food Stores	6	1.4%	47	1.6%	57	3.0%	820	5.6%	106	2.7%	1,556	4.2%
Auto Dealers, Gas Stations, Auto Aftermarket	20	4.6%	189	6.3%	55	2.9%	406	2.8%	111	2.8%	1,239	3.4%
Apparel & Accessory Stores	4	0.9%	23	0.8%	27	1.4%	97	0.7%	54	1.4%	275	0.8%
Furniture & Home Furnishings	8	1.9%	38	1.3%	28	1.5%	135	0.9%	58	1.5%	338	0.9%
Eating & Drinking Places	27	6.2%	204	6.8%	130	6.8%	1,263	8.6%	247	6.3%	2,835	7.7%
Miscellaneous Retail	19	4.4%	78	2.6%	97	5.0%	495	3.4%	203	5.2%	1,128	3.1%
Finance, Insurance, Real Estate Summary	32	7.4%	210	7.0%	143	7.4%	888	6.1%	312	7.9%	1,962	5.4%
Banks, Savings & Lending Institutions	4	0.9%	24	0.8%	25	1.3%	200	1.4%	45	1.1%	381	1.0%
Securities Brokers	6	1.4%	75	2.5%	14	0.7%	112	0.8%	24	0.6%	176	0.5%
Insurance Carriers & Agents	8	1.9%	38	1.3%	36	1.9%	190	1.3%	67	1.7%	332	0.9%
Real Estate, Holding, Other Investment Offices	14	3.2%	73	2.4%	68	3.5%	387	2.6%	176	4.5%	1,073	2.9%
Services Summary	202	46.8%	1,652	55.3%	877	45.6%	6,724	45.9%	1,652	42.0%	16,766	45.8%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	7	0.0%	9	0.2%	143	0.4%
Automotive Services	34	7.9%	137	4.6%	90	4.7%	411	2.8%	152	3.9%	931	2.5%
Motion Pictures & Amusements	6	1.4%	31	1.0%	53	2.8%	281	1.9%	107	2.7%	785	2.1%
Health Services	19	4.4%	128	4.3%	126	6.6%	1,315	9.0%	260	6.6%	5,137	14.0%
Legal Services	2	0.5%	10	0.3%	15	0.8%	60	0.4%	24	0.6%	120	0.3%
Education Institutions & Libraries	9	2.1%	677	22.7%	40	2.1%	1,732	11.8%	79	2.0%	3,310	9.0%
Other Services	132	30.6%	671	22.5%	552	28.7%	2,917	19.9%	1,021	26.0%	6,340	17.3%
Government	1	0.2%	7	0.2%	5	0.3%	993	6.8%	16	0.4%	1,895	5.2%
Unclassified Establishments	42	9.7%	10	0.3%	198	10.3%	98	0.7%	409	10.4%	258	0.7%
Totals	432	100.0%	2,988	100.0%	1,922	100.0%	14,644	100.0%	3,933	100.0%	36,616	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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



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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%	2	0.1%	4	0.2%	8	0.1%	7	0.2%	17	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	7	0.0%
Construction	29	6.7%	167	5.6%	134	7.0%	992	6.8%	319	8.1%	2,530	6.9%
Manufacturing	5	1.2%	35	1.2%	35	1.8%	309	2.1%	99	2.5%	1,299	3.5%
Wholesale Trade	11	2.5%	77	2.6%	33	1.7%	274	1.9%	123	3.1%	1,600	4.4%
Retail Trade	62	14.4%	403	13.5%	284	14.8%	2,563	17.5%	584	14.8%	6,036	16.5%
Motor Vehicle & Parts Dealers	14	3.2%	165	5.5%	44	2.3%	361	2.5%	87	2.2%	1,136	3.1%
Furniture & Home Furnishings Stores	3	0.7%	12	0.4%	12	0.6%	45	0.3%	29	0.7%	173	0.5%
Electronics & Appliance Stores	6	1.4%	28	0.9%	15	0.8%	65	0.4%	25	0.6%	121	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.5%	21	0.7%	14	0.7%	454	3.1%	32	0.8%	951	2.6%
Food & Beverage Stores	7	1.6%	36	1.2%	57	3.0%	715	4.9%	111	2.8%	1,414	3.9%
Health & Personal Care Stores	5	1.2%	30	1.0%	27	1.4%	180	1.2%	55	1.4%	381	1.0%
Gasoline Stations	5	1.2%	25	0.8%	11	0.6%	45	0.3%	24	0.6%	103	0.3%
Clothing & Clothing Accessories Stores	4	0.9%	23	0.8%	29	1.5%	105	0.7%	60	1.5%	298	0.8%
Sport Goods, Hobby, Book, & Music Stores	1	0.2%	2	0.1%	12	0.6%	61	0.4%	28	0.7%	211	0.6%
General Merchandise Stores	5	1.2%	26	0.9%	18	0.9%	300	2.0%	42	1.1%	794	2.2%
Miscellaneous Store Retailers	7	1.6%	35	1.2%	29	1.5%	225	1.5%	57	1.4%	375	1.0%
Nonstore Retailers	2	0.5%	0	0.0%	16	0.8%	7	0.0%	34	0.9%	78	0.2%
Transportation & Warehousing	13	3.0%	153	5.1%	36	1.9%	301	2.1%	80	2.0%	920	2.5%
Information	7	1.6%	30	1.0%	30	1.6%	213	1.5%	56	1.4%	498	1.4%
Finance & Insurance	20	4.6%	139	4.7%	78	4.1%	507	3.5%	140	3.6%	901	2.5%
Central Bank/Credit Intermediation & Related Activities	4	0.9%	24	0.8%	26	1.4%	203	1.4%	46	1.2%	387	1.1%
Securities, Commodity Contracts & Other Financial	7	1.6%	76	2.5%	16	0.8%	115	0.8%	27	0.7%	182	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	8	1.9%	38	1.3%	36	1.9%	190	1.3%	67	1.7%	332	0.9%
Real Estate, Rental & Leasing	16	3.7%	63	2.1%	81	4.2%	346	2.4%	212	5.4%	1,111	3.0%
Professional, Scientific & Tech Services	26	6.0%	128	4.3%	139	7.2%	714	4.9%	275	7.0%	1,632	4.5%
Legal Services	4	0.9%	17	0.6%	21	1.1%	87	0.6%	38	1.0%	185	0.5%
Management of Companies & Enterprises	1	0.2%	8	0.3%	6	0.3%	54	0.4%	9	0.2%	77	0.2%
Administrative & Support & Waste Management & Remediation	17	3.9%	99	3.3%	73	3.8%	337	2.3%	147	3.7%	1,037	2.8%
Educational Services	9	2.1%	677	22.7%	47	2.4%	1,733	11.8%	87	2.2%	3,240	8.8%
Health Care & Social Assistance	44	10.2%	344	11.5%	208	10.8%	2,083	14.2%	400	10.2%	6,773	18.5%
Arts, Entertainment & Recreation	6	1.4%	36	1.2%	34	1.8%	249	1.7%	74	1.9%	738	2.0%
Accommodation & Food Services	30	6.9%	227	7.6%	138	7.2%	1,319	9.0%	266	6.8%	3,064	8.4%
Accommodation	0	0.0%	0	0.0%	1	0.1%	7	0.0%	9	0.2%	143	0.4%
Food Services & Drinking Places	30	6.9%	227	7.6%	137	7.1%	1,312	9.0%	257	6.5%	2,920	8.0%
Other Services (except Public Administration)	93	21.5%	383	12.8%	361	18.8%	1,553	10.6%	631	16.0%	2,989	8.2%
Automotive Repair & Maintenance	26	6.0%	108	3.6%	68	3.5%	309	2.1%	118	3.0%	609	1.7%
Public Administration	1	0.2%	7	0.2%	5	0.3%	993	6.8%	16	0.4%	1,895	5.2%
Unclassified Establishments	42	9.7%	10	0.3%	198	10.3%	98	0.7%	408	10.4%	251	0.7%
<b>Total</b>	<b>432</b>	<b>100.0%</b>	<b>2,988</b>	<b>100.0%</b>	<b>1,922</b>	<b>100.0%</b>	<b>14,644</b>	<b>100.0%</b>	<b>3,933</b>	<b>100.0%</b>	<b>36,616</b>	<b>100.0%</b>

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