

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2010 Total Population	28,129	119,872	270,269
2020 Total Population	28,975	112,783	243,299
2020 Group Quarters	3,034	9,264	15,042
2022 Total Population	28,773	111,869	242,065
2022 Group Quarters	3,031	9,264	15,042
2027 Total Population	28,160	110,440	237,020
2022-2027 Annual Rate	-0.43%	-0.26%	-0.42%
2022 Total Daytime Population	35,018	117,029	270,384
Workers	22,054	56,395	136,720
Residents	12,964	60,634	133,664
<b>Household Summary</b>			
2010 Households	13,024	50,286	107,801
2010 Average Household Size	1.92	2.20	2.31
2020 Total Households	13,780	50,194	106,356
2020 Average Household Size	1.88	2.06	2.15
2022 Total Households	13,722	50,102	105,962
2022 Average Household Size	1.88	2.05	2.14
2027 Total Households	13,514	49,947	104,613
2027 Average Household Size	1.86	2.03	2.12
2022-2027 Annual Rate	-0.31%	-0.06%	-0.26%
2010 Families	4,571	23,106	54,251
2010 Average Family Size	2.74	3.06	3.15
2022 Total Families	4,709	22,155	50,725
2022 Average Family Size	2.75	2.91	3.00
2027 Total Families	4,625	22,036	49,983
2027 Average Family Size	2.72	2.88	2.97
2022-2027 Annual Rate	-0.36%	-0.11%	-0.29%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,191	62,898	137,044
Owner Occupied Housing Units	39.3%	36.4%	37.2%
Renter Occupied Housing Units	50.0%	47.5%	46.6%
Vacant Housing Units	10.6%	16.0%	16.2%
2010 Housing Units	14,555	60,713	132,607
Owner Occupied Housing Units	40.8%	35.9%	35.1%
Renter Occupied Housing Units	48.7%	46.9%	46.2%
Vacant Housing Units	10.5%	17.2%	18.7%
2020 Housing Units	15,279	59,175	127,190
Vacant Housing Units	9.8%	15.2%	16.4%
2022 Housing Units	15,477	59,373	127,383
Owner Occupied Housing Units	42.2%	38.3%	36.5%
Renter Occupied Housing Units	46.5%	46.1%	46.7%
Vacant Housing Units	11.3%	15.6%	16.8%
2027 Housing Units	15,558	60,176	128,305
Owner Occupied Housing Units	41.9%	38.1%	36.4%
Renter Occupied Housing Units	45.0%	44.9%	45.1%
Vacant Housing Units	13.1%	17.0%	18.5%
<b>Median Household Income</b>			
2022	\$73,693	\$51,004	\$47,129
2027	\$90,466	\$59,762	\$54,444
<b>Median Home Value</b>			
2022	\$285,915	\$268,148	\$238,294
2027	\$306,061	\$296,253	\$273,182
<b>Per Capita Income</b>			
2022	\$56,808	\$42,598	\$37,795
2027	\$68,376	\$50,813	\$44,685
<b>Median Age</b>			
2010	32.4	34.2	34.9
2022	34.3	36.1	36.9
2027	35.1	37.3	38.1

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2022 Households by Income</b>			
Household Income Base	13,722	50,102	105,956
<\$15,000	12.3%	19.1%	20.3%
\$15,000 - \$24,999	5.2%	8.1%	9.0%
\$25,000 - \$34,999	9.6%	10.6%	10.9%
\$35,000 - \$49,999	10.5%	11.4%	11.5%
\$50,000 - \$74,999	13.0%	12.9%	13.8%
\$75,000 - \$99,999	9.8%	9.7%	9.4%
\$100,000 - \$149,999	17.8%	12.8%	12.4%
\$150,000 - \$199,999	7.4%	5.2%	4.5%
\$200,000+	14.6%	10.1%	8.2%
Average Household Income	\$117,329	\$93,283	\$84,938
<b>2027 Households by Income</b>			
Household Income Base	13,514	49,947	104,607
<\$15,000	10.5%	17.3%	18.6%
\$15,000 - \$24,999	4.2%	7.2%	8.0%
\$25,000 - \$34,999	7.8%	9.6%	10.3%
\$35,000 - \$49,999	8.6%	10.0%	10.1%
\$50,000 - \$74,999	12.0%	12.5%	12.8%
\$75,000 - \$99,999	10.1%	9.9%	9.7%
\$100,000 - \$149,999	19.2%	14.1%	14.4%
\$150,000 - \$199,999	8.4%	6.3%	5.7%
\$200,000+	19.1%	13.0%	10.4%
Average Household Income	\$140,212	\$110,549	\$99,788
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	6,529	22,748	46,454
<\$50,000	0.5%	5.2%	8.4%
\$50,000 - \$99,999	1.4%	9.4%	12.7%
\$100,000 - \$149,999	2.0%	7.8%	9.2%
\$150,000 - \$199,999	8.4%	10.8%	12.3%
\$200,000 - \$249,999	16.7%	10.5%	9.6%
\$250,000 - \$299,999	29.2%	17.6%	15.7%
\$300,000 - \$399,999	17.3%	15.0%	12.0%
\$400,000 - \$499,999	9.5%	6.9%	5.8%
\$500,000 - \$749,999	9.1%	11.2%	9.6%
\$750,000 - \$999,999	4.1%	4.1%	3.1%
\$1,000,000 - \$1,499,999	1.1%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.6%	0.4%	0.3%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$358,301	\$322,242	\$287,720
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	6,511	22,904	46,712
<\$50,000	0.3%	5.6%	8.3%
\$50,000 - \$99,999	1.2%	7.6%	10.2%
\$100,000 - \$149,999	1.0%	5.2%	7.4%
\$150,000 - \$199,999	4.4%	7.2%	8.8%
\$200,000 - \$249,999	12.0%	8.0%	7.7%
\$250,000 - \$299,999	29.9%	17.7%	16.5%
\$300,000 - \$399,999	19.8%	17.9%	14.7%
\$400,000 - \$499,999	11.9%	8.6%	7.6%
\$500,000 - \$749,999	12.3%	15.1%	12.9%
\$750,000 - \$999,999	5.5%	5.3%	4.1%
\$1,000,000 - \$1,499,999	1.2%	1.1%	1.3%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.3%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$391,097	\$361,655	\$327,543

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

902 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33147  
Longitude: -76.63167

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	28,130	119,871	270,268
0 - 4	3.8%	5.7%	6.0%
5 - 9	2.6%	4.8%	5.3%
10 - 14	2.4%	4.6%	5.2%
15 - 24	24.8%	20.3%	18.5%
25 - 34	21.5%	15.8%	15.2%
35 - 44	11.6%	11.8%	11.8%
45 - 54	10.0%	13.6%	14.3%
55 - 64	9.3%	11.0%	11.3%
65 - 74	6.5%	6.5%	6.7%
75 - 84	4.5%	4.1%	4.1%
85 +	3.1%	1.8%	1.7%
18 +	89.9%	82.0%	80.0%
<b>2022 Population by Age</b>			
Total	28,772	111,869	242,065
0 - 4	3.3%	4.8%	5.2%
5 - 9	2.8%	4.8%	5.2%
10 - 14	2.6%	4.6%	5.2%
15 - 24	21.6%	18.1%	15.6%
25 - 34	21.4%	16.4%	16.4%
35 - 44	12.8%	12.2%	11.8%
45 - 54	9.0%	10.6%	10.8%
55 - 64	9.6%	12.0%	12.5%
65 - 74	8.8%	9.4%	10.0%
75 - 84	5.2%	5.0%	5.1%
85 +	3.0%	2.2%	2.1%
18 +	90.1%	83.2%	81.5%
<b>2027 Population by Age</b>			
Total	28,159	110,441	237,020
0 - 4	3.2%	4.8%	5.2%
5 - 9	2.7%	4.5%	5.0%
10 - 14	2.5%	4.5%	5.0%
15 - 24	21.7%	18.4%	15.8%
25 - 34	19.6%	14.7%	14.8%
35 - 44	13.6%	12.9%	12.9%
45 - 54	9.3%	10.6%	10.7%
55 - 64	8.9%	11.0%	11.4%
65 - 74	9.2%	10.1%	10.7%
75 - 84	6.2%	6.0%	6.2%
85 +	3.1%	2.4%	2.3%
18 +	90.2%	83.3%	81.8%
<b>2010 Population by Sex</b>			
Males	13,720	55,804	127,691
Females	14,409	64,068	142,578
<b>2022 Population by Sex</b>			
Males	13,983	52,575	113,528
Females	14,789	59,294	128,537
<b>2027 Population by Sex</b>			
Males	13,698	51,942	111,480
Females	14,462	58,497	125,539

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	28,129	119,873	270,269
White Alone	73.0%	35.6%	23.3%
Black Alone	9.9%	56.5%	70.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	12.9%	4.6%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.8%	0.6%
Two or More Races	2.8%	2.2%	1.9%
Hispanic Origin	3.9%	2.6%	2.0%
Diversity Index	48.2	57.4	46.4
<b>2020 Population by Race/Ethnicity</b>			
Total	28,975	112,783	243,299
White Alone	63.6%	34.8%	24.4%
Black Alone	9.0%	49.0%	63.4%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	17.6%	8.1%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.9%	1.7%
Two or More Races	7.4%	5.8%	5.0%
Hispanic Origin	6.1%	4.8%	3.9%
Diversity Index	60.2	66.2	56.8
<b>2022 Population by Race/Ethnicity</b>			
Total	28,772	111,869	242,065
White Alone	63.0%	34.6%	24.1%
Black Alone	9.2%	48.8%	63.3%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	17.6%	8.2%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.1%	1.9%
Two or More Races	7.6%	6.0%	5.1%
Hispanic Origin	6.2%	4.9%	4.0%
Diversity Index	60.9	66.6	57.1
<b>2027 Population by Race/Ethnicity</b>			
Total	28,161	110,440	237,020
White Alone	60.8%	33.5%	23.5%
Black Alone	8.9%	48.0%	62.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	18.7%	8.7%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	2.7%	2.5%
Two or More Races	8.3%	6.7%	5.8%
Hispanic Origin	6.5%	5.2%	4.3%
Diversity Index	63.1	68.0	58.7
<b>2010 Population by Relationship and Household Type</b>			
Total	28,129	119,872	270,269
In Households	89.1%	92.2%	92.2%
In Family Households	46.1%	61.9%	66.5%
Householder	16.5%	19.3%	20.1%
Spouse	12.0%	9.2%	8.4%
Child	13.4%	25.3%	28.8%
Other relative	2.6%	5.2%	6.0%
Nonrelative	1.7%	2.9%	3.2%
In Nonfamily Households	42.9%	30.3%	25.7%
In Group Quarters	10.9%	7.8%	7.8%
Institutionalized Population	1.7%	0.8%	3.0%
Noninstitutionalized Population	9.3%	7.0%	4.9%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	20,078	75,777	166,580
Less than 9th Grade	2.4%	3.7%	3.8%
9th - 12th Grade, No Diploma	3.9%	8.0%	9.7%
High School Graduate	10.7%	21.0%	24.8%
GED/Alternative Credential	2.2%	3.4%	4.8%
Some College, No Degree	8.5%	15.2%	16.9%
Associate Degree	3.2%	5.1%	5.3%
Bachelor's Degree	29.9%	20.1%	16.9%
Graduate/Professional Degree	39.2%	23.4%	17.9%
<b>2022 Population 15+ by Marital Status</b>			
Total	26,290	96,072	204,423
Never Married	55.2%	56.0%	57.0%
Married	32.3%	28.2%	26.1%
Widowed	4.0%	6.0%	6.9%
Divorced	8.5%	9.9%	10.0%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	16,514	55,076	115,189
Population 16+ Employed	96.9%	94.3%	93.4%
Population 16+ Unemployment rate	3.1%	5.7%	6.6%
Population 16-24 Employed	15.0%	15.1%	14.7%
Population 16-24 Unemployment rate	4.3%	6.7%	8.2%
Population 25-54 Employed	64.9%	63.6%	63.2%
Population 25-54 Unemployment rate	3.1%	6.2%	6.8%
Population 55-64 Employed	11.1%	13.2%	14.0%
Population 55-64 Unemployment rate	3.7%	4.0%	4.5%
Population 65+ Employed	9.0%	8.1%	8.1%
Population 65+ Unemployment rate	0.3%	2.4%	5.6%
<b>2022 Employed Population 16+ by Industry</b>			
Total	16,006	51,944	107,588
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	3.2%	3.6%	3.4%
Manufacturing	3.5%	3.3%	3.8%
Wholesale Trade	1.0%	1.0%	1.3%
Retail Trade	6.8%	8.1%	8.0%
Transportation/Utilities	2.5%	5.0%	6.2%
Information	3.0%	1.9%	1.6%
Finance/Insurance/Real Estate	4.8%	4.9%	4.9%
Services	68.3%	63.7%	61.8%
Public Administration	6.5%	8.1%	8.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	16,004	51,946	107,587
White Collar	84.1%	70.1%	65.4%
Management/Business/Financial	19.3%	16.8%	15.3%
Professional	50.8%	37.7%	33.1%
Sales	5.7%	5.9%	6.2%
Administrative Support	8.2%	9.7%	10.8%
Services	8.8%	17.1%	19.7%
Blue Collar	7.1%	12.8%	14.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.3%	2.2%	2.4%
Installation/Maintenance/Repair	1.0%	1.2%	1.3%
Production	1.8%	2.2%	2.7%
Transportation/Material Moving	2.9%	7.1%	8.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	13,023	50,285	107,801
Households with 1 Person	46.7%	41.5%	39.4%
Households with 2+ People	53.3%	58.5%	60.6%
Family Households	35.1%	46.0%	50.3%
Husband-wife Families	25.4%	21.9%	21.0%
With Related Children	8.3%	8.4%	8.2%
Other Family (No Spouse Present)	9.7%	24.1%	29.3%
Other Family with Male Householder	3.1%	4.7%	5.3%
With Related Children	1.5%	2.3%	2.5%
Other Family with Female Householder	6.6%	19.3%	24.0%
With Related Children	3.5%	12.3%	15.3%
Nonfamily Households	18.2%	12.5%	10.3%
All Households with Children	13.5%	23.4%	26.4%
Multigenerational Households	1.8%	5.2%	6.7%
Unmarried Partner Households	8.5%	8.5%	8.2%
Male-female	6.8%	7.0%	6.9%
Same-sex	1.7%	1.5%	1.3%
<b>2010 Households by Size</b>			
Total	13,023	50,286	107,799
1 Person Household	46.7%	41.5%	39.4%
2 Person Household	32.6%	28.6%	27.5%
3 Person Household	11.8%	13.5%	14.2%
4 Person Household	5.6%	8.7%	9.4%
5 Person Household	2.0%	4.2%	5.0%
6 Person Household	0.7%	1.8%	2.2%
7 + Person Household	0.6%	1.7%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	13,023	50,285	107,802
Owner Occupied	45.6%	43.3%	43.1%
Owned with a Mortgage/Loan	33.3%	31.6%	31.2%
Owned Free and Clear	12.3%	11.7%	11.9%
Renter Occupied	54.4%	56.7%	56.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	107	79	82
Percent of Income for Mortgage	20.4%	27.7%	26.6%
Wealth Index	93	76	69
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	14,555	60,713	132,607
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	28,129	119,872	270,269
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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

902 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33147  
Longitude: -76.63167

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Emerald City (8B)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Metro Renters (3B)	Emerald City (8B)	Family Foundations (12A)
3.	Dorms to Diplomas (14C)	Social Security Set (9F)	Metro Renters (3B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$38,766,326	\$113,286,918	\$218,624,033
Average Spent	\$2,825.12	\$2,261.13	\$2,063.23
Spending Potential Index	117	94	86
Education: Total \$	\$33,798,221	\$92,001,735	\$173,410,121
Average Spent	\$2,463.07	\$1,836.29	\$1,636.53
Spending Potential Index	126	94	83
Entertainment/Recreation: Total \$	\$54,942,271	\$160,940,777	\$310,503,593
Average Spent	\$4,003.96	\$3,212.26	\$2,930.33
Spending Potential Index	109	88	80
Food at Home: Total \$	\$94,782,115	\$284,420,604	\$550,157,043
Average Spent	\$6,907.31	\$5,676.83	\$5,192.02
Spending Potential Index	112	92	84
Food Away from Home: Total \$	\$69,427,618	\$199,733,459	\$384,244,784
Average Spent	\$5,059.58	\$3,986.54	\$3,626.25
Spending Potential Index	117	92	84
Health Care: Total \$	\$101,533,784	\$310,752,751	\$605,937,094
Average Spent	\$7,399.34	\$6,202.40	\$5,718.44
Spending Potential Index	104	88	81
HH Furnishings & Equipment: Total \$	\$38,323,722	\$112,079,993	\$216,591,907
Average Spent	\$2,792.87	\$2,237.04	\$2,044.05
Spending Potential Index	109	87	80
Personal Care Products & Services: Total \$	\$16,034,177	\$47,128,068	\$90,849,483
Average Spent	\$1,168.50	\$940.64	\$857.38
Spending Potential Index	115	92	84
Shelter: Total \$	\$370,118,584	\$1,062,647,175	\$2,028,672,438
Average Spent	\$26,972.64	\$21,209.68	\$19,145.28
Spending Potential Index	118	93	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,442,735	\$110,051,538	\$210,063,760
Average Spent	\$2,801.54	\$2,196.55	\$1,982.44
Spending Potential Index	103	81	73
Travel: Total \$	\$42,790,757	\$121,117,612	\$231,996,863
Average Spent	\$3,118.41	\$2,417.42	\$2,189.43
Spending Potential Index	109	84	76
Vehicle Maintenance & Repairs: Total \$	\$19,147,329	\$56,590,170	\$109,628,269
Average Spent	\$1,395.37	\$1,129.50	\$1,034.60
Spending Potential Index	111	90	82

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

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Emerald City (8B)	39.4%	Population	28,773	28,160
Metro Renters (3B)	14.6%	Households	13,722	13,514
Dorms to Diplomas (14C)	11.5%	Families	4,709	4,625
Retirement Communities (9E)	11.0%	Median Age	34.3	35.1
Laptops and Lattes (3A)	9.1%	Median Household Income	\$73,693	\$90,466
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		117	\$2,825.12	\$38,766,326
Men's		123	\$568.75	\$7,804,387
Women's		115	\$966.70	\$13,265,084
Children's		111	\$393.15	\$5,394,864
Footwear		119	\$675.36	\$9,267,324
Watches & Jewelry		119	\$173.83	\$2,385,357
Apparel Products and Services (1)		117	\$69.89	\$959,067
<b>Computer</b>				
Computers and Hardware for Home Use		119	\$226.76	\$3,111,537
Portable Memory		113	\$5.59	\$76,641
Computer Software		134	\$14.63	\$200,768
Computer Accessories		119	\$24.32	\$333,709
<b>Entertainment &amp; Recreation</b>		109	\$4,003.96	\$54,942,271
Fees and Admissions		110	\$929.57	\$12,755,540
Membership Fees for Clubs (2)		114	\$323.13	\$4,433,947
Fees for Participant Sports, excl. Trips		107	\$139.51	\$1,914,293
Tickets to Theatre/Operas/Concerts		114	\$104.67	\$1,436,281
Tickets to Movies		121	\$76.64	\$1,051,621
Tickets to Parks or Museums		109	\$41.98	\$576,084
Admission to Sporting Events, excl. Trips		104	\$76.44	\$1,048,910
Fees for Recreational Lessons		103	\$165.23	\$2,267,239
Dating Services		145	\$1.98	\$27,165
TV/Video/Audio		111	\$1,478.74	\$20,291,327
Cable and Satellite Television Services		105	\$966.63	\$13,264,142
Televisions		120	\$152.60	\$2,094,013
Satellite Dishes		130	\$2.33	\$31,963
VCRs, Video Cameras, and DVD Players		117	\$6.50	\$89,192
Miscellaneous Video Equipment		111	\$19.54	\$268,178
Video Cassettes and DVDs		126	\$10.97	\$150,486
Video Game Hardware/Accessories		133	\$43.57	\$597,880
Video Game Software		142	\$25.79	\$353,862
Rental/Streaming/Downloaded Video		128	\$102.26	\$1,403,178
Installation of Televisions		111	\$0.93	\$12,756
Audio (3)		118	\$143.29	\$1,966,171
Rental and Repair of TV/Radio/Sound Equipment		129	\$4.34	\$59,505
Pets		104	\$861.39	\$11,820,032
Toys/Games/Crafts/Hobbies (4)		116	\$152.46	\$2,092,075
Recreational Vehicles and Fees (5)		88	\$112.46	\$1,543,229
Sports/Recreation/Exercise Equipment (6)		111	\$227.61	\$3,123,258
Photo Equipment and Supplies (7)		127	\$66.17	\$907,956
Reading (8)		115	\$134.29	\$1,842,774
Catered Affairs (9)		125	\$41.89	\$574,812
<b>Food</b>		114	\$11,966.89	\$164,209,733
Food at Home		112	\$6,907.31	\$94,782,115
Bakery and Cereal Products		110	\$876.61	\$12,028,821
Meats, Poultry, Fish, and Eggs		110	\$1,478.64	\$20,289,893
Dairy Products		111	\$689.19	\$9,457,000
Fruits and Vegetables		112	\$1,348.87	\$18,509,159
Snacks and Other Food at Home (10)		113	\$2,514.01	\$34,497,242
Food Away from Home		117	\$5,059.58	\$69,427,618
Alcoholic Beverages		117	\$831.41	\$11,408,556

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	105	\$32,591.36	\$447,218,671
Value of Retirement Plans	95	\$108,729.87	\$1,491,991,274
Value of Other Financial Assets	100	\$9,801.50	\$134,496,144
Vehicle Loan Amount excluding Interest	115	\$3,730.46	\$51,189,312
Value of Credit Card Debt	109	\$3,422.41	\$46,962,364
<b>Health</b>			
Nonprescription Drugs	105	\$185.49	\$2,545,265
Prescription Drugs	100	\$380.95	\$5,227,402
Eyeglasses and Contact Lenses	105	\$115.50	\$1,584,915
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$10,952.76	\$150,293,797
Maintenance and Remodeling Services	91	\$2,974.09	\$40,810,406
Maintenance and Remodeling Materials (12)	86	\$602.80	\$8,271,572
Utilities, Fuel, and Public Services	109	\$6,139.01	\$84,239,464
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	115	\$132.76	\$1,821,747
Furniture	113	\$820.79	\$11,262,844
Rugs	104	\$37.15	\$509,772
Major Appliances (14)	99	\$424.95	\$5,831,214
Housewares (15)	114	\$114.57	\$1,572,081
Small Appliances	119	\$71.03	\$974,688
Luggage	120	\$22.81	\$312,997
Telephones and Accessories	109	\$124.42	\$1,707,292
<b>Household Operations</b>			
Child Care	115	\$694.68	\$9,532,358
Lawn and Garden (16)	91	\$520.24	\$7,138,703
Moving/Storage/Freight Express	130	\$104.76	\$1,437,544
Housekeeping Supplies (17)	108	\$955.98	\$13,117,960
<b>Insurance</b>			
Owners and Renters Insurance	92	\$650.58	\$8,927,256
Vehicle Insurance	114	\$2,407.95	\$33,041,857
Life/Other Insurance	96	\$660.48	\$9,063,121
Health Insurance	104	\$4,899.34	\$67,228,782
Personal Care Products (18)	115	\$649.38	\$8,910,859
School Books and Supplies (19)	122	\$181.44	\$2,489,735
Smoking Products	118	\$516.28	\$7,084,405
<b>Transportation</b>			
Payments on Vehicles excluding Leases	107	\$3,167.83	\$43,468,998
Gasoline and Motor Oil	111	\$3,037.11	\$41,675,200
Vehicle Maintenance and Repairs	111	\$1,395.37	\$19,147,329
<b>Travel</b>			
Airline Fares	113	\$808.74	\$11,097,523
Lodging on Trips	104	\$840.40	\$11,531,958
Auto/Truck Rental on Trips	114	\$71.46	\$980,575
Food and Drink on Trips	110	\$744.66	\$10,218,246

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# Retail Goods and Services Expenditures

902 W 36th St, Baltimore, Maryland, 21211  
 Ring: 2 mile radius

Prepared by Esri  
 Latitude: 39.33147  
 Longitude: -76.63167

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Modest Income Homes (12D)	17.5%	Population	111,869	110,440
Emerald City (8B)	15.2%	Households	50,102	49,947
Social Security Set (9F)	9.9%	Families	22,155	22,036
City Commons (11E)	9.2%	Median Age	36.1	37.3
Metro Renters (3B)	8.7%	Median Household Income	\$51,004	\$59,762
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$2,261.13	\$113,286,918
Men's		95	\$437.78	\$21,933,444
Women's		92	\$775.43	\$38,850,604
Children's		90	\$318.20	\$15,942,570
Footwear		97	\$552.59	\$27,685,869
Watches & Jewelry		94	\$137.62	\$6,894,905
Apparel Products and Services (1)		97	\$57.95	\$2,903,369
<b>Computer</b>				
Computers and Hardware for Home Use		90	\$171.72	\$8,603,297
Portable Memory		89	\$4.40	\$220,245
Computer Software		98	\$10.75	\$538,718
Computer Accessories		93	\$18.98	\$951,085
<b>Entertainment &amp; Recreation</b>		88	\$3,212.26	\$160,940,777
Fees and Admissions		85	\$711.40	\$35,642,648
Membership Fees for Clubs (2)		87	\$245.60	\$12,304,964
Fees for Participant Sports, excl. Trips		82	\$107.35	\$5,378,500
Tickets to Theatre/Operas/Concerts		88	\$81.03	\$4,059,674
Tickets to Movies		90	\$56.80	\$2,845,619
Tickets to Parks or Museums		82	\$31.80	\$1,593,444
Admission to Sporting Events, excl. Trips		82	\$60.07	\$3,009,678
Fees for Recreational Lessons		79	\$127.02	\$6,364,104
Dating Services		126	\$1.73	\$86,665
TV/Video/Audio		93	\$1,236.70	\$61,961,156
Cable and Satellite Television Services		92	\$840.80	\$42,125,577
Televisions		95	\$121.41	\$6,082,815
Satellite Dishes		94	\$1.68	\$83,951
VCRs, Video Cameras, and DVD Players		94	\$5.23	\$262,180
Miscellaneous Video Equipment		90	\$15.82	\$792,765
Video Cassettes and DVDs		97	\$8.45	\$423,165
Video Game Hardware/Accessories		104	\$34.11	\$1,708,980
Video Game Software		108	\$19.57	\$980,490
Rental/Streaming/Downloaded Video		96	\$76.61	\$3,838,420
Installation of Televisions		79	\$0.66	\$33,287
Audio (3)		89	\$108.57	\$5,439,536
Rental and Repair of TV/Radio/Sound Equipment		113	\$3.79	\$189,989
Pets		84	\$692.51	\$34,696,269
Toys/Games/Crafts/Hobbies (4)		92	\$121.24	\$6,074,279
Recreational Vehicles and Fees (5)		73	\$93.75	\$4,696,874
Sports/Recreation/Exercise Equipment (6)		83	\$170.63	\$8,549,018
Photo Equipment and Supplies (7)		94	\$48.85	\$2,447,353
Reading (8)		90	\$106.04	\$5,312,753
Catered Affairs (9)		94	\$31.55	\$1,580,874
<b>Food</b>		92	\$9,663.37	\$484,154,064
Food at Home		92	\$5,676.83	\$284,420,604
Bakery and Cereal Products		91	\$726.23	\$36,385,579
Meats, Poultry, Fish, and Eggs		92	\$1,234.06	\$61,828,845
Dairy Products		90	\$560.10	\$28,062,040
Fruits and Vegetables		91	\$1,097.71	\$54,997,454
Snacks and Other Food at Home (10)		92	\$2,058.73	\$103,146,686
Food Away from Home		92	\$3,986.54	\$199,733,459
Alcoholic Beverages		91	\$650.78	\$32,605,614

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	82	\$25,553.33	\$1,280,272,958
Value of Retirement Plans	78	\$88,518.06	\$4,434,931,968
Value of Other Financial Assets	89	\$8,702.74	\$436,024,852
Vehicle Loan Amount excluding Interest	91	\$2,970.40	\$148,822,860
Value of Credit Card Debt	89	\$2,812.33	\$140,903,541
<b>Health</b>			
Nonprescription Drugs	88	\$155.41	\$7,786,187
Prescription Drugs	88	\$335.80	\$16,824,043
Eyeglasses and Contact Lenses	86	\$94.95	\$4,757,046
<b>Home</b>			
Mortgage Payment and Basics (11)	73	\$8,868.24	\$444,316,729
Maintenance and Remodeling Services	73	\$2,374.56	\$118,970,168
Maintenance and Remodeling Materials (12)	70	\$492.91	\$24,695,783
Utilities, Fuel, and Public Services	91	\$5,166.75	\$258,864,444
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$106.67	\$5,344,154
Furniture	90	\$655.24	\$32,828,789
Rugs	85	\$30.33	\$1,519,715
Major Appliances (14)	81	\$347.54	\$17,412,545
Housewares (15)	89	\$88.77	\$4,447,417
Small Appliances	94	\$56.08	\$2,809,516
Luggage	92	\$17.49	\$876,141
Telephones and Accessories	89	\$101.51	\$5,085,937
<b>Household Operations</b>			
Child Care	86	\$518.84	\$25,994,843
Lawn and Garden (16)	77	\$435.96	\$21,842,381
Moving/Storage/Freight Express	97	\$78.06	\$3,910,916
Housekeeping Supplies (17)	90	\$797.57	\$39,959,654
<b>Insurance</b>			
Owners and Renters Insurance	79	\$562.33	\$28,174,003
Vehicle Insurance	92	\$1,954.09	\$97,904,023
Life/Other Insurance	82	\$565.17	\$28,316,219
Health Insurance	88	\$4,129.16	\$206,879,121
Personal Care Products (18)	92	\$522.79	\$26,192,814
School Books and Supplies (19)	93	\$138.38	\$6,932,940
Smoking Products	105	\$460.03	\$23,048,340
<b>Transportation</b>			
Payments on Vehicles excluding Leases	87	\$2,577.15	\$129,120,588
Gasoline and Motor Oil	90	\$2,458.56	\$123,178,712
Vehicle Maintenance and Repairs	90	\$1,129.50	\$56,590,170
<b>Travel</b>			
Airline Fares	86	\$612.34	\$30,679,678
Lodging on Trips	82	\$661.31	\$33,132,766
Auto/Truck Rental on Trips	87	\$54.31	\$2,720,969
Food and Drink on Trips	86	\$580.13	\$29,065,433

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Modest Income Homes (12D)	21.1%	Population	242,065	237,020
Family Foundations (12A)	14.1%	Households	105,962	104,613
Metro Renters (3B)	11.5%	Families	50,725	49,983
City Commons (11E)	10.9%	Median Age	36.9	38.1
Emerald City (8B)	8.4%	Median Household Income	\$47,129	\$54,444
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$2,063.23	\$218,624,033
Men's		86	\$395.54	\$41,911,863
Women's		84	\$708.16	\$75,037,570
Children's		83	\$292.23	\$30,965,141
Footwear		89	\$505.94	\$53,609,965
Watches & Jewelry		86	\$125.57	\$13,305,677
Apparel Products and Services (1)		88	\$52.91	\$5,606,574
<b>Computer</b>				
Computers and Hardware for Home Use		81	\$154.37	\$16,357,466
Portable Memory		81	\$3.99	\$423,135
Computer Software		88	\$9.59	\$1,015,925
Computer Accessories		84	\$17.27	\$1,829,449
<b>Entertainment &amp; Recreation</b>		80	\$2,930.33	\$310,503,593
Fees and Admissions		76	\$639.63	\$67,776,708
Membership Fees for Clubs (2)		78	\$220.82	\$23,398,829
Fees for Participant Sports, excl. Trips		74	\$97.06	\$10,284,768
Tickets to Theatre/Operas/Concerts		79	\$72.82	\$7,716,071
Tickets to Movies		80	\$50.64	\$5,365,461
Tickets to Parks or Museums		74	\$28.62	\$3,032,757
Admission to Sporting Events, excl. Trips		75	\$54.63	\$5,788,419
Fees for Recreational Lessons		71	\$113.44	\$12,020,557
Dating Services		117	\$1.60	\$169,845
TV/Video/Audio		85	\$1,140.65	\$120,865,771
Cable and Satellite Television Services		85	\$780.60	\$82,714,057
Televisions		87	\$111.41	\$11,805,427
Satellite Dishes		84	\$1.51	\$160,046
VCRs, Video Cameras, and DVD Players		86	\$4.79	\$507,266
Miscellaneous Video Equipment		82	\$14.49	\$1,535,419
Video Cassettes and DVDs		87	\$7.60	\$805,313
Video Game Hardware/Accessories		95	\$31.26	\$3,312,241
Video Game Software		98	\$17.75	\$1,881,309
Rental/Streaming/Downloaded Video		87	\$69.19	\$7,331,440
Installation of Televisions		68	\$0.57	\$60,175
Audio (3)		81	\$97.93	\$10,376,482
Rental and Repair of TV/Radio/Sound Equipment		106	\$3.55	\$376,595
Pets		77	\$633.64	\$67,141,655
Toys/Games/Crafts/Hobbies (4)		84	\$110.72	\$11,731,624
Recreational Vehicles and Fees (5)		68	\$86.71	\$9,187,658
Sports/Recreation/Exercise Equipment (6)		74	\$152.44	\$16,152,624
Photo Equipment and Supplies (7)		84	\$43.89	\$4,650,912
Reading (8)		81	\$95.22	\$10,090,057
Catered Affairs (9)		83	\$27.77	\$2,942,793
<b>Food</b>		84	\$8,818.27	\$934,401,827
Food at Home		84	\$5,192.02	\$550,157,043
Bakery and Cereal Products		84	\$664.59	\$70,421,442
Meats, Poultry, Fish, and Eggs		85	\$1,133.92	\$120,152,912
Dairy Products		82	\$509.44	\$53,980,985
Fruits and Vegetables		83	\$999.58	\$105,917,264
Snacks and Other Food at Home (10)		84	\$1,884.49	\$199,684,441
Food Away from Home		84	\$3,626.25	\$384,244,784
Alcoholic Beverages		83	\$591.75	\$62,703,395

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$23,092.81	\$2,446,960,537
Value of Retirement Plans	71	\$81,017.61	\$8,584,788,128
Value of Other Financial Assets	83	\$8,141.87	\$862,728,749
Vehicle Loan Amount excluding Interest	85	\$2,750.46	\$291,444,280
Value of Credit Card Debt	82	\$2,582.12	\$273,606,599
<b>Health</b>			
Nonprescription Drugs	81	\$142.95	\$15,147,710
Prescription Drugs	82	\$313.00	\$33,165,896
Eyeglasses and Contact Lenses	79	\$87.07	\$9,226,303
<b>Home</b>			
Mortgage Payment and Basics (11)	67	\$8,148.98	\$863,482,212
Maintenance and Remodeling Services	66	\$2,160.19	\$228,897,668
Maintenance and Remodeling Materials (12)	65	\$454.97	\$48,209,275
Utilities, Fuel, and Public Services	84	\$4,779.78	\$506,474,884
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$97.11	\$10,290,401
Furniture	83	\$599.32	\$63,505,398
Rugs	78	\$27.86	\$2,951,899
Major Appliances (14)	75	\$320.68	\$33,979,540
Housewares (15)	80	\$80.48	\$8,527,360
Small Appliances	85	\$51.00	\$5,403,797
Luggage	83	\$15.79	\$1,672,627
Telephones and Accessories	81	\$91.97	\$9,745,283
<b>Household Operations</b>			
Child Care	78	\$470.09	\$49,811,196
Lawn and Garden (16)	71	\$404.66	\$42,878,703
Moving/Storage/Freight Express	86	\$69.25	\$7,337,861
Housekeeping Supplies (17)	83	\$734.25	\$77,802,729
<b>Insurance</b>			
Owners and Renters Insurance	74	\$528.26	\$55,975,805
Vehicle Insurance	85	\$1,795.93	\$190,300,848
Life/Other Insurance	77	\$525.20	\$55,651,636
Health Insurance	81	\$3,815.19	\$404,265,535
Personal Care Products (18)	84	\$477.18	\$50,563,156
School Books and Supplies (19)	84	\$125.24	\$13,270,333
Smoking Products	98	\$429.62	\$45,523,255
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$2,392.27	\$253,489,210
Gasoline and Motor Oil	83	\$2,259.35	\$239,405,707
Vehicle Maintenance and Repairs	82	\$1,034.60	\$109,628,269
<b>Travel</b>			
Airline Fares	77	\$548.32	\$58,101,461
Lodging on Trips	75	\$602.95	\$63,889,835
Auto/Truck Rental on Trips	78	\$48.82	\$5,173,295
Food and Drink on Trips	78	\$526.76	\$55,816,527

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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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary

902 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33147  
Longitude: -76.63167

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	1,446		4,974		10,651							
Total Employees:	19,721		48,868		138,189							
Total Residential Population:	28,773		111,869		242,065							
Employee/Residential Population Ratio (per 100 Residents)	69		44		57							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	17	1.2%	129	0.7%	38	0.8%	518	1.1%	75	0.7%	800	0.6%
Construction	50	3.5%	591	3.0%	177	3.6%	1,658	3.4%	319	3.0%	2,780	2.0%
Manufacturing	31	2.1%	480	2.4%	92	1.8%	1,543	3.2%	176	1.7%	3,334	2.4%
Transportation	17	1.2%	180	0.9%	81	1.6%	1,070	2.2%	174	1.6%	2,999	2.2%
Communication	22	1.5%	752	3.8%	44	0.9%	977	2.0%	78	0.7%	1,213	0.9%
Utility	3	0.2%	9	0.0%	7	0.1%	46	0.1%	16	0.2%	926	0.7%
Wholesale Trade	19	1.3%	138	0.7%	60	1.2%	794	1.6%	135	1.3%	1,339	1.0%
Retail Trade Summary	297	20.5%	2,270	11.5%	939	18.9%	6,350	13.0%	1,907	17.9%	11,917	8.6%
Home Improvement	8	0.6%	66	0.3%	28	0.6%	212	0.4%	45	0.4%	371	0.3%
General Merchandise Stores	14	1.0%	104	0.5%	46	0.9%	304	0.6%	89	0.8%	520	0.4%
Food Stores	37	2.6%	536	2.7%	119	2.4%	1,375	2.8%	252	2.4%	2,109	1.5%
Auto Dealers, Gas Stations, Auto Aftermarket	7	0.5%	32	0.2%	62	1.2%	299	0.6%	134	1.3%	599	0.4%
Apparel & Accessory Stores	12	0.8%	29	0.1%	65	1.3%	367	0.8%	113	1.1%	567	0.4%
Furniture & Home Furnishings	15	1.0%	68	0.3%	42	0.8%	228	0.5%	76	0.7%	457	0.3%
Eating & Drinking Places	122	8.4%	1,108	5.6%	326	6.6%	2,548	5.2%	701	6.6%	5,313	3.8%
Miscellaneous Retail	81	5.6%	328	1.7%	250	5.0%	1,017	2.1%	497	4.7%	1,980	1.4%
Finance, Insurance, Real Estate Summary	112	7.7%	826	4.2%	403	8.1%	2,556	5.2%	931	8.7%	7,282	5.3%
Banks, Savings & Lending Institutions	13	0.9%	85	0.4%	65	1.3%	391	0.8%	138	1.3%	1,380	1.0%
Securities Brokers	8	0.6%	87	0.4%	39	0.8%	334	0.7%	115	1.1%	1,168	0.8%
Insurance Carriers & Agents	6	0.4%	18	0.1%	19	0.4%	140	0.3%	61	0.6%	500	0.4%
Real Estate, Holding, Other Investment Offices	85	5.9%	635	3.2%	280	5.6%	1,692	3.5%	616	5.8%	4,234	3.1%
Services Summary	660	45.6%	14,073	71.4%	2,262	45.5%	30,988	63.4%	4,809	45.2%	86,367	62.5%
Hotels & Lodging	2	0.1%	112	0.6%	13	0.3%	220	0.5%	39	0.4%	1,295	0.9%
Automotive Services	22	1.5%	86	0.4%	111	2.2%	564	1.2%	253	2.4%	1,202	0.9%
Motion Pictures & Amusements	40	2.8%	362	1.8%	105	2.1%	838	1.7%	210	2.0%	1,875	1.4%
Health Services	139	9.6%	7,501	38.0%	402	8.1%	10,543	21.6%	797	7.5%	36,870	26.7%
Legal Services	36	2.5%	186	0.9%	106	2.1%	508	1.0%	322	3.0%	3,322	2.4%
Education Institutions & Libraries	40	2.8%	2,053	10.4%	145	2.9%	7,196	14.7%	326	3.1%	14,786	10.7%
Other Services	381	26.3%	3,773	19.1%	1,379	27.7%	11,119	22.8%	2,862	26.9%	27,018	19.6%
Government	3	0.2%	65	0.3%	45	0.9%	1,576	3.2%	230	2.2%	17,354	12.6%
Unclassified Establishments	217	15.0%	208	1.1%	826	16.6%	792	1.6%	1,800	16.9%	1,881	1.4%
Totals	1,446	100.0%	19,721	100.0%	4,974	100.0%	48,868	100.0%	10,651	100.0%	138,189	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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

902 W 36th St, Baltimore, Maryland, 21211  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.33147  
Longitude: -76.63167

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	0.1%	3	0.0%	8	0.2%	314	0.6%	17	0.2%	345	0.2%
Mining	0	0.0%	0	0.0%	1	0.0%	0	0.0%	5	0.0%	75	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	841	0.6%
Construction	52	3.6%	602	3.1%	193	3.9%	1,781	3.6%	357	3.4%	3,260	2.4%
Manufacturing	37	2.6%	440	2.2%	93	1.9%	1,260	2.6%	153	1.4%	2,143	1.6%
Wholesale Trade	18	1.2%	130	0.7%	56	1.1%	769	1.6%	118	1.1%	1,273	0.9%
Retail Trade	160	11.1%	1,043	5.3%	578	11.6%	3,554	7.3%	1,164	10.9%	6,273	4.5%
Motor Vehicle & Parts Dealers	3	0.2%	15	0.1%	44	0.9%	222	0.5%	101	0.9%	460	0.3%
Furniture & Home Furnishings Stores	2	0.1%	10	0.1%	12	0.2%	103	0.2%	28	0.3%	210	0.2%
Electronics & Appliance Stores	11	0.8%	56	0.3%	25	0.5%	105	0.2%	39	0.4%	205	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	8	0.6%	66	0.3%	28	0.6%	212	0.4%	45	0.4%	371	0.3%
Food & Beverage Stores	30	2.1%	446	2.3%	117	2.4%	1,209	2.5%	279	2.6%	1,983	1.4%
Health & Personal Care Stores	18	1.2%	91	0.5%	61	1.2%	344	0.7%	133	1.2%	692	0.5%
Gasoline Stations	4	0.3%	17	0.1%	18	0.4%	76	0.2%	33	0.3%	139	0.1%
Clothing & Clothing Accessories Stores	13	0.9%	30	0.2%	75	1.5%	404	0.8%	145	1.4%	671	0.5%
Sport Goods, Hobby, Book, & Music Stores	12	0.8%	107	0.5%	43	0.9%	246	0.5%	69	0.6%	362	0.3%
General Merchandise Stores	14	1.0%	104	0.5%	46	0.9%	304	0.6%	89	0.8%	520	0.4%
Miscellaneous Store Retailers	40	2.8%	100	0.5%	94	1.9%	320	0.7%	177	1.7%	645	0.5%
Nonstore Retailers	5	0.3%	3	0.0%	15	0.3%	8	0.0%	24	0.2%	14	0.0%
Transportation & Warehousing	12	0.8%	93	0.5%	70	1.4%	838	1.7%	161	1.5%	2,767	2.0%
Information	48	3.3%	1,292	6.6%	122	2.5%	2,129	4.4%	243	2.3%	4,146	3.0%
Finance & Insurance	29	2.0%	193	1.0%	130	2.6%	877	1.8%	329	3.1%	3,232	2.3%
Central Bank/Credit Intermediation & Related Activities	14	1.0%	87	0.4%	65	1.3%	390	0.8%	132	1.2%	1,306	0.9%
Securities, Commodity Contracts & Other Financial	9	0.6%	88	0.4%	46	0.9%	347	0.7%	135	1.3%	1,426	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	6	0.4%	18	0.1%	19	0.4%	140	0.3%	62	0.6%	501	0.4%
Real Estate, Rental & Leasing	83	5.7%	574	2.9%	268	5.4%	1,520	3.1%	574	5.4%	3,548	2.6%
Professional, Scientific & Tech Services	191	13.2%	1,318	6.7%	488	9.8%	3,387	6.9%	1,075	10.1%	11,223	8.1%
Legal Services	42	2.9%	213	1.1%	120	2.4%	564	1.2%	345	3.2%	3,417	2.5%
Management of Companies & Enterprises	4	0.3%	35	0.2%	18	0.4%	167	0.3%	40	0.4%	395	0.3%
Administrative & Support & Waste Management & Remediation	43	3.0%	446	2.3%	152	3.1%	1,292	2.6%	311	2.9%	2,926	2.1%
Educational Services	50	3.5%	1,962	9.9%	151	3.0%	7,019	14.4%	326	3.1%	14,428	10.4%
Health Care & Social Assistance	181	12.5%	8,086	41.0%	586	11.8%	12,673	25.9%	1,160	10.9%	41,491	30.0%
Arts, Entertainment & Recreation	33	2.3%	348	1.8%	112	2.3%	1,012	2.1%	231	2.2%	2,408	1.7%
Accommodation & Food Services	126	8.7%	1,230	6.2%	348	7.0%	2,840	5.8%	758	7.1%	6,750	4.9%
Accommodation	2	0.1%	112	0.6%	13	0.3%	220	0.5%	39	0.4%	1,295	0.9%
Food Services & Drinking Places	124	8.6%	1,118	5.7%	336	6.8%	2,620	5.4%	720	6.8%	5,455	3.9%
Other Services (except Public Administration)	158	10.9%	1,653	8.4%	729	14.7%	5,058	10.4%	1,595	15.0%	11,358	8.2%
Automotive Repair & Maintenance	16	1.1%	60	0.3%	82	1.6%	367	0.8%	166	1.6%	661	0.5%
Public Administration	3	0.2%	65	0.3%	46	0.9%	1,585	3.2%	232	2.2%	17,429	12.6%
Unclassified Establishments	217	15.0%	208	1.1%	826	16.6%	792	1.6%	1,799	16.9%	1,879	1.4%
<b>Total</b>	<b>1,446</b>	<b>100.0%</b>	<b>19,721</b>	<b>100.0%</b>	<b>4,974</b>	<b>100.0%</b>	<b>48,868</b>	<b>100.0%</b>	<b>10,651</b>	<b>100.0%</b>	<b>138,189</b>	<b>100.0%</b>

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