

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	24,127	169,436	475,559
2020 Total Population	23,520	165,643	471,896
2020 Group Quarters	234	2,824	15,127
2023 Total Population	22,530	162,138	467,712
2023 Group Quarters	235	2,822	15,132
2028 Total Population	21,959	159,574	464,493
2023-2028 Annual Rate	-0.51%	-0.32%	-0.14%
2023 Total Daytime Population	13,712	122,816	431,549
Workers	3,417	42,041	197,692
Residents	10,295	80,775	233,857
Household Summary			
2010 Households	9,285	65,994	188,079
2010 Average Household Size	2.58	2.51	2.44
2020 Total Households	9,004	66,163	189,603
2020 Average Household Size	2.59	2.46	2.41
2023 Households	8,849	65,566	189,651
2023 Average Household Size	2.52	2.43	2.39
2028 Households	8,732	65,216	190,200
2028 Average Household Size	2.49	2.40	2.36
2023-2028 Annual Rate	-0.27%	-0.11%	0.06%
2010 Families	5,977	41,671	110,449
2010 Average Family Size	3.16	3.11	3.09
2023 Families	5,590	40,359	108,205
2023 Average Family Size	3.17	3.10	3.12
2028 Families	5,518	40,156	108,577
2028 Average Family Size	3.13	3.06	3.09
2023-2028 Annual Rate	-0.26%	-0.10%	0.07%
Housing Unit Summary			
2000 Housing Units	10,076	72,409	213,360
Owner Occupied Housing Units	71.2%	59.8%	54.2%
Renter Occupied Housing Units	21.9%	32.2%	35.6%
Vacant Housing Units	6.9%	8.0%	10.2%
2010 Housing Units	10,103	71,598	210,363
Owner Occupied Housing Units	68.6%	58.4%	52.5%
Renter Occupied Housing Units	23.3%	33.8%	36.9%
Vacant Housing Units	8.1%	7.8%	10.6%
2020 Housing Units	9,809	71,693	209,627
Owner Occupied Housing Units	64.9%	55.1%	49.9%
Renter Occupied Housing Units	26.9%	37.2%	40.6%
Vacant Housing Units	7.9%	7.7%	9.6%
2023 Housing Units	9,627	71,027	209,882
Owner Occupied Housing Units	71.0%	58.2%	53.9%
Renter Occupied Housing Units	20.9%	34.1%	36.4%
Vacant Housing Units	8.1%	7.7%	9.6%
2028 Housing Units	9,634	71,230	211,198
Owner Occupied Housing Units	70.9%	58.7%	54.5%
Renter Occupied Housing Units	19.8%	32.8%	35.6%
Vacant Housing Units	9.4%	8.4%	9.9%

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

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

February 16, 2024

Market Profile

6023 Belair Rd, Baltimore, Maryland, 21206
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	8,849	65,565	189,639
<\$15,000	8.4%	10.5%	12.2%
\$15,000 - \$24,999	5.2%	6.4%	6.8%
\$25,000 - \$34,999	7.3%	8.6%	8.1%
\$35,000 - \$49,999	10.1%	11.9%	10.5%
\$50,000 - \$74,999	20.8%	19.6%	18.0%
\$75,000 - \$99,999	17.3%	15.1%	13.0%
\$100,000 - \$149,999	16.8%	15.7%	15.0%
\$150,000 - \$199,999	7.9%	6.9%	8.1%
\$200,000+	6.1%	5.3%	8.3%
Average Household Income	\$93,828	\$86,618	\$96,934
2028 Households by Income			
Household Income Base	8,732	65,215	190,188
<\$15,000	7.5%	9.8%	11.6%
\$15,000 - \$24,999	4.5%	5.6%	6.0%
\$25,000 - \$34,999	6.2%	7.6%	7.2%
\$35,000 - \$49,999	8.9%	10.8%	9.6%
\$50,000 - \$74,999	19.3%	18.7%	17.0%
\$75,000 - \$99,999	17.0%	15.0%	12.7%
\$100,000 - \$149,999	18.4%	17.0%	15.9%
\$150,000 - \$199,999	10.0%	8.6%	9.7%
\$200,000+	8.2%	7.0%	10.2%
Average Household Income	\$108,172	\$98,968	\$110,046
2023 Owner Occupied Housing Units by Value			
Total	6,835	41,307	113,134
<\$50,000	2.6%	5.4%	6.2%
\$50,000 - \$99,999	2.2%	4.1%	4.8%
\$100,000 - \$149,999	8.0%	8.7%	6.8%
\$150,000 - \$199,999	26.9%	21.6%	15.5%
\$200,000 - \$249,999	28.7%	22.4%	16.6%
\$250,000 - \$299,999	10.5%	10.5%	9.5%
\$300,000 - \$399,999	14.2%	16.0%	22.3%
\$400,000 - \$499,999	1.8%	4.2%	7.1%
\$500,000 - \$749,999	2.5%	3.7%	7.6%
\$750,000 - \$999,999	0.4%	1.9%	2.1%
\$1,000,000 - \$1,499,999	2.0%	1.3%	1.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$259,666	\$268,507	\$301,917
2028 Owner Occupied Housing Units by Value			
Total	6,827	41,792	115,066
<\$50,000	2.5%	5.4%	6.3%
\$50,000 - \$99,999	1.5%	3.4%	3.9%
\$100,000 - \$149,999	4.8%	6.0%	4.6%
\$150,000 - \$199,999	18.0%	14.8%	10.6%
\$200,000 - \$249,999	26.5%	19.1%	13.4%
\$250,000 - \$299,999	13.2%	11.4%	9.5%
\$300,000 - \$399,999	22.5%	22.0%	26.8%
\$400,000 - \$499,999	3.4%	6.5%	9.4%
\$500,000 - \$749,999	3.7%	5.7%	10.3%
\$750,000 - \$999,999	0.5%	3.2%	2.9%
\$1,000,000 - \$1,499,999	3.3%	2.1%	1.9%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$302,567	\$313,738	\$341,648

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

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

February 16, 2024

Market Profile

6023 Belair Rd, Baltimore, Maryland, 21206
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.34799
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	1 mile	3 miles	5 miles
Median Household Income			
2023	\$71,944	\$63,726	\$65,158
2028	\$79,041	\$70,547	\$72,133
Median Home Value			
2023	\$217,964	\$222,829	\$250,759
2028	\$243,836	\$255,244	\$306,368
Per Capita Income			
2023	\$37,062	\$35,034	\$39,474
2028	\$43,255	\$40,444	\$45,228
Median Age			
2010	38.1	36.2	35.4
2020	39.9	38.4	36.4
2023	40.7	38.6	37.7
2028	41.5	39.5	38.6
2020 Population by Age			
Total	23,520	165,643	471,896
0 - 4	5.3%	5.5%	5.5%
5 - 9	5.9%	6.0%	5.7%
10 - 14	6.3%	6.3%	5.9%
15 - 24	12.5%	13.2%	14.6%
25 - 34	13.0%	14.2%	16.2%
35 - 44	13.9%	13.3%	13.2%
45 - 54	13.1%	12.2%	11.1%
55 - 64	14.7%	14.1%	12.7%
65 - 74	9.9%	9.8%	9.1%
75 - 84	4.0%	4.0%	4.1%
85 +	1.4%	1.5%	1.8%
18 +	78.5%	78.5%	79.4%
2023 Population by Age			
Total	22,532	162,139	467,713
0 - 4	5.2%	5.6%	5.5%
5 - 9	5.7%	5.9%	5.6%
10 - 14	6.0%	6.1%	5.7%
15 - 24	11.2%	12.6%	13.8%
25 - 34	14.3%	14.8%	15.6%
35 - 44	13.6%	13.4%	13.5%
45 - 54	12.7%	11.8%	11.2%
55 - 64	14.2%	13.0%	12.2%
65 - 74	10.8%	10.3%	9.7%
75 - 84	4.5%	4.7%	4.9%
85 +	1.9%	1.9%	2.2%
18 +	79.7%	79.0%	80.1%
2028 Population by Age			
Total	21,959	159,573	464,495
0 - 4	5.2%	5.6%	5.5%
5 - 9	5.3%	5.5%	5.3%
10 - 14	5.8%	5.9%	5.5%
15 - 24	10.6%	12.5%	13.8%
25 - 34	14.0%	13.8%	14.4%
35 - 44	13.8%	14.2%	14.3%
45 - 54	12.7%	12.0%	11.4%
55 - 64	13.0%	11.6%	11.0%
65 - 74	11.6%	10.8%	10.3%
75 - 84	6.1%	6.0%	6.0%
85 +	2.0%	2.1%	2.4%
18 +	80.3%	79.6%	80.5%
2020 Population by Sex			

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

February 16, 2024

Market Profile

6023 Belair Rd, Baltimore, Maryland, 21206
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Males	11,088	76,291	220,892
Females	12,432	89,352	251,004
2023 Population by Sex			
Males	10,594	75,907	222,183
Females	11,936	86,231	245,529
2028 Population by Sex			
Males	10,340	74,677	220,523
Females	11,618	84,897	243,970
2010 Population by Race/Ethnicity			
Total	24,128	169,436	475,559
White Alone	40.2%	37.4%	47.2%
Black Alone	55.4%	56.4%	44.1%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	1.0%	2.4%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.3%	2.1%
Two or More Races	2.2%	2.2%	2.3%
Hispanic Origin	2.4%	3.2%	5.0%
Diversity Index	55.3	56.9	62.0
2020 Population by Race/Ethnicity			
Total	23,520	165,643	471,896
White Alone	28.8%	29.1%	39.1%
Black Alone	62.2%	58.8%	43.5%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	1.1%	3.5%	5.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	3.1%	5.4%
Two or More Races	5.0%	5.1%	6.2%
Hispanic Origin	4.1%	5.3%	8.9%
Diversity Index	56.5	60.8	70.6
2023 Population by Race/Ethnicity			
Total	22,531	162,139	467,712
White Alone	27.0%	27.9%	37.8%
Black Alone	63.7%	59.5%	44.0%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	1.1%	3.7%	5.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	3.3%	5.7%
Two or More Races	5.0%	5.2%	6.4%
Hispanic Origin	4.4%	5.7%	9.6%
Diversity Index	55.9	61.0	71.3
2028 Population by Race/Ethnicity			
Total	21,959	159,574	464,492
White Alone	24.8%	25.8%	35.2%
Black Alone	65.0%	60.3%	44.6%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	1.2%	3.9%	6.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.1%	3.8%	6.6%
Two or More Races	5.5%	5.7%	7.0%
Hispanic Origin	5.1%	6.5%	10.9%
Diversity Index	56.0	61.7	72.9

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

February 16, 2024

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	23,520	165,643	471,896
In Households	99.0%	98.3%	96.8%
Householder	38.7%	39.9%	40.1%
Opposite-Sex Spouse	12.6%	12.3%	12.4%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.5%	2.6%	2.9%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	27.7%	27.3%	25.3%
Adopted Child	0.7%	0.6%	0.5%
Stepchild	1.3%	1.2%	1.0%
Grandchild	4.0%	3.9%	3.3%
Brother or Sister	1.8%	1.9%	1.8%
Parent	1.7%	1.6%	1.4%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	2.3%	2.2%	2.1%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	4.5%	3.6%	5.1%
In Group Quarters	1.0%	1.7%	3.2%
Institutionalized	0.8%	0.6%	0.8%
Noninstitutionalized	0.2%	1.1%	2.4%
2023 Population 25+ by Educational Attainment			
Total	16,223	113,130	324,629
Less than 9th Grade	3.3%	2.9%	3.4%
9th - 12th Grade, No Diploma	6.5%	6.2%	6.6%
High School Graduate	29.3%	28.7%	24.8%
GED/Alternative Credential	4.7%	4.9%	4.5%
Some College, No Degree	21.2%	20.7%	17.0%
Associate Degree	7.2%	7.4%	6.9%
Bachelor's Degree	16.7%	17.8%	20.3%
Graduate/Professional Degree	11.1%	11.4%	16.5%
2023 Population 15+ by Marital Status			
Total	18,736	133,592	389,155
Never Married	41.4%	44.6%	45.5%
Married	41.9%	37.7%	38.2%
Widowed	4.9%	6.1%	6.2%
Divorced	11.9%	11.5%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,080	87,542	249,757
Population 16+ Employed	95.3%	94.9%	95.3%
Population 16+ Unemployment rate	4.7%	5.1%	4.7%
Population 16-24 Employed	10.1%	11.9%	12.9%
Population 16-24 Unemployment rate	9.1%	11.7%	10.7%
Population 25-54 Employed	61.8%	64.0%	64.1%
Population 25-54 Unemployment rate	3.8%	4.0%	3.6%
Population 55-64 Employed	18.8%	17.1%	15.9%
Population 55-64 Unemployment rate	4.4%	4.4%	4.2%
Population 65+ Employed	9.3%	7.0%	7.2%
Population 65+ Unemployment rate	6.7%	5.6%	4.3%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	12,459	83,039	237,923
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	5.3%	5.5%	5.9%
Manufacturing	6.3%	5.5%	5.7%
Wholesale Trade	2.4%	1.9%	1.6%
Retail Trade	9.5%	10.5%	9.6%
Transportation/Utilities	8.1%	8.5%	7.0%
Information	2.3%	1.6%	1.8%
Finance/Insurance/Real Estate	6.7%	6.0%	6.3%
Services	51.3%	51.6%	54.1%
Public Administration	8.1%	8.7%	7.8%
2023 Employed Population 16+ by Occupation			
Total	12,456	83,038	237,923
White Collar	61.7%	60.1%	65.2%
Management/Business/Financial	15.1%	15.0%	16.9%
Professional	25.1%	23.4%	29.8%
Sales	6.7%	7.1%	7.1%
Administrative Support	14.9%	14.6%	11.4%
Services	15.3%	18.3%	16.5%
Blue Collar	23.0%	21.6%	18.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	3.9%	3.6%	3.5%
Installation/Maintenance/Repair	2.2%	2.9%	2.4%
Production	4.7%	4.6%	3.5%
Transportation/Material Moving	12.2%	10.6%	8.7%
2020 Households by Type			
Total	9,004	66,163	189,603
Married Couple Households	33.5%	31.5%	31.5%
With Own Children <18	11.7%	11.0%	11.7%
Without Own Children <18	21.8%	20.6%	19.8%
Cohabiting Couple Households	7.1%	7.1%	7.7%
With Own Children <18	2.4%	2.5%	2.4%
Without Own Children <18	4.8%	4.6%	5.4%
Male Householder, No Spouse/Partner	19.6%	20.4%	21.9%
Living Alone	12.3%	13.3%	14.4%
65 Years and over	3.5%	3.8%	4.0%
With Own Children <18	2.2%	1.9%	1.7%
Without Own Children <18, With Relatives	3.5%	3.5%	3.3%
No Relatives Present	1.7%	1.7%	2.5%
Female Householder, No Spouse/Partner	39.7%	41.0%	38.9%
Living Alone	16.2%	17.8%	18.5%
65 Years and over	6.3%	7.1%	7.6%
With Own Children <18	8.5%	9.3%	7.8%
Without Own Children <18, With Relatives	13.6%	12.4%	10.2%
No Relatives Present	1.5%	1.6%	2.4%
2020 Households by Size			
Total	9,004	66,163	189,603
1 Person Household	28.4%	31.1%	32.9%
2 Person Household	31.6%	30.6%	30.5%
3 Person Household	17.6%	17.1%	16.1%
4 Person Household	11.9%	11.6%	11.3%
5 Person Household	6.0%	5.5%	5.2%
6 Person Household	2.6%	2.5%	2.4%
7 + Person Household	1.9%	1.7%	1.6%

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

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Prepared by Esri
Latitude: 39.34799
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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	9,004	66,163	189,603
Owner Occupied	70.7%	59.7%	55.1%
Owned with a Mortgage/Loan	57.7%	47.0%	41.5%
Owned Free and Clear	13.0%	12.7%	13.6%
Renter Occupied	29.3%	40.3%	44.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	106	97
Percent of Income for Mortgage	18.2%	21.0%	23.1%
Wealth Index	77	68	81
2020 Housing Units By Urban/ Rural Status			
Total	9,809	71,693	209,627
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	23,520	165,643	471,896
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.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
3.	Front Porches (8E)	Bright Young Professionals	Bright Young Professionals
2023 Consumer Spending			
Apparel & Services: Total \$	\$17,257,668	\$120,651,809	\$393,775,889
Average Spent	\$1,950.24	\$1,840.16	\$2,076.32
Spending Potential Index	89	84	94
Education: Total \$	\$15,765,272	\$102,484,740	\$327,256,885
Average Spent	\$1,781.59	\$1,563.08	\$1,725.57
Spending Potential Index	99	87	96
Entertainment/Recreation: Total \$	\$28,774,431	\$196,328,930	\$634,309,463
Average Spent	\$3,251.72	\$2,994.37	\$3,344.61
Spending Potential Index	86	79	88
Food at Home: Total \$	\$53,229,448	\$368,235,989	\$1,194,069,883
Average Spent	\$6,015.31	\$5,616.26	\$6,296.14
Spending Potential Index	88	83	93
Food Away from Home: Total \$	\$28,366,008	\$198,802,536	\$651,325,612
Average Spent	\$3,205.56	\$3,032.10	\$3,434.34
Spending Potential Index	86	81	92
Health Care: Total \$	\$55,650,964	\$381,660,924	\$1,223,233,643
Average Spent	\$6,288.96	\$5,821.02	\$6,449.92
Spending Potential Index	85	79	88
HH Furnishings & Equipment: Total \$	\$22,650,038	\$156,333,411	\$506,148,107
Average Spent	\$2,559.62	\$2,384.37	\$2,668.84
Spending Potential Index	87	81	90
Personal Care Products & Services: Total \$	\$7,456,790	\$51,642,684	\$168,156,173
Average Spent	\$842.67	\$787.64	\$886.66
Spending Potential Index	88	82	93
Shelter: Total \$	\$195,763,044	\$1,344,914,084	\$4,383,292,453
Average Spent	\$22,122.62	\$20,512.37	\$23,112.41
Spending Potential Index	89	83	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,815,496	\$159,649,759	\$508,674,507
Average Spent	\$2,691.32	\$2,434.95	\$2,682.16
Spending Potential Index	86	78	86
Travel: Total \$	\$17,032,208	\$116,378,668	\$377,687,467
Average Spent	\$1,924.76	\$1,774.99	\$1,991.49
Spending Potential Index	86	79	89
Vehicle Maintenance & Repairs: Total \$	\$9,806,756	\$68,259,618	\$222,373,421
Average Spent	\$1,108.23	\$1,041.08	\$1,172.54
Spending Potential Index	85	79	89

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

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

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

February 16, 2024

Retail Goods and Services Expenditures

6023 Belair Rd, Baltimore, Maryland, 21206
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	53.9%	Population	22,530	21,959
Family Foundations (12A)	12.4%	Households	8,849	8,732
Front Porches (8E)	12.4%	Families	5,590	5,518
Metro Fusion (11C)	6.7%	Median Age	40.7	41.5
City Strivers (11A)	6.2%	Median Household Income	\$71,944	\$79,041
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$1,950.24	\$17,257,668
Men's		87	\$356.59	\$3,155,424
Women's		88	\$655.40	\$5,799,664
Children's		88	\$291.88	\$2,582,854
Footwear		91	\$455.73	\$4,032,711
Watches & Jewelry		89	\$149.55	\$1,323,380
Apparel Products and Services (1)		92	\$41.09	\$363,635
Computer				
Computers and Hardware for Home Use		88	\$224.78	\$1,989,114
Portable Memory		90	\$4.13	\$36,543
Computer Software		92	\$13.30	\$117,681
Computer Accessories		86	\$21.63	\$191,429
Entertainment & Recreation		86	\$3,251.72	\$28,774,431
Fees and Admissions		91	\$649.77	\$5,749,798
Membership Fees for Clubs (2)		90	\$250.99	\$2,221,017
Fees for Participant Sports, excl. Trips		92	\$109.73	\$971,023
Tickets to Theatre/Operas/Concerts		93	\$50.97	\$451,070
Tickets to Movies		85	\$23.54	\$208,302
Tickets to Parks or Museums		80	\$22.26	\$196,938
Admission to Sporting Events, excl. Trips		91	\$53.13	\$470,122
Fees for Recreational Lessons		95	\$137.94	\$1,220,630
Dating Services		113	\$1.21	\$10,696
TV/Video/Audio		87	\$1,174.09	\$10,389,500
Cable and Satellite Television Services		88	\$754.64	\$6,677,793
Televisions		84	\$122.59	\$1,084,799
Satellite Dishes		73	\$1.25	\$11,095
VCRs, Video Cameras, and DVD Players		79	\$3.80	\$33,633
Miscellaneous Video Equipment		111	\$14.07	\$124,506
Video Cassettes and DVDs		85	\$5.57	\$49,326
Video Game Hardware/Accessories		86	\$34.42	\$304,585
Video Game Software		88	\$17.00	\$150,406
Rental/Streaming/Downloaded Video		83	\$101.94	\$902,102
Installation of Televisions		98	\$1.57	\$13,877
Audio (3)		85	\$115.00	\$1,017,601
Rental and Repair of TV/Radio/Sound Equipment		80	\$2.24	\$19,778
Pets		83	\$760.47	\$6,729,373
Toys/Games/Crafts/Hobbies (4)		87	\$137.16	\$1,213,707
Recreational Vehicles and Fees (5)		80	\$120.11	\$1,062,826
Sports/Recreation/Exercise Equipment (6)		80	\$224.56	\$1,987,156
Photo Equipment and Supplies (7)		92	\$42.92	\$379,794
Reading (8)		90	\$113.84	\$1,007,392
Catered Affairs (9)		95	\$28.80	\$254,883
Food		88	\$9,220.87	\$81,595,456
Food at Home		88	\$6,015.31	\$53,229,448
Bakery and Cereal Products		90	\$790.68	\$6,996,687
Meats, Poultry, Fish, and Eggs		89	\$1,305.94	\$11,556,302
Dairy Products		89	\$584.66	\$5,173,644
Fruits and Vegetables		90	\$1,206.52	\$10,676,468
Snacks and Other Food at Home (10)		87	\$2,127.51	\$18,826,348
Food Away from Home		86	\$3,205.56	\$28,366,008
Alcoholic Beverages		89	\$603.06	\$5,336,469

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

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

February 16, 2024

Retail Goods and Services Expenditures

6023 Belair Rd, Baltimore, Maryland, 21206
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	95	\$37,442.29	\$331,326,865
Value of Retirement Plans	92	\$130,056.10	\$1,150,866,399
Value of Other Financial Assets	88	\$7,551.93	\$66,827,054
Vehicle Loan Amount excluding Interest	79	\$2,892.46	\$25,595,387
Value of Credit Card Debt	92	\$2,902.25	\$25,682,017
Health			
Nonprescription Drugs	81	\$138.11	\$1,222,121
Prescription Drugs	83	\$304.52	\$2,694,696
Eyeglasses and Contact Lenses	88	\$98.40	\$870,720
Home			
Mortgage Payment and Basics (11)	88	\$11,429.57	\$101,140,292
Maintenance and Remodeling Services	84	\$3,176.36	\$28,107,630
Maintenance and Remodeling Materials (12)	76	\$594.99	\$5,265,023
Utilities, Fuel, and Public Services	87	\$5,029.10	\$44,502,540
Household Furnishings and Equipment			
Household Textiles (13)	89	\$108.41	\$959,304
Furniture	85	\$703.67	\$6,226,757
Rugs	89	\$37.20	\$329,164
Major Appliances (14)	84	\$443.18	\$3,921,706
Housewares (15)	85	\$91.22	\$807,174
Small Appliances	86	\$62.24	\$550,778
Luggage	86	\$12.40	\$109,739
Telephones and Accessories	90	\$96.82	\$856,773
Household Operations			
Child Care	91	\$467.82	\$4,139,725
Lawn and Garden (16)	85	\$568.38	\$5,029,618
Moving/Storage/Freight Express	87	\$77.69	\$687,509
Housekeeping Supplies (17)	86	\$804.92	\$7,122,775
Insurance			
Owners and Renters Insurance	83	\$648.28	\$5,736,665
Vehicle Insurance	84	\$1,834.25	\$16,231,322
Life/Other Insurance	87	\$605.71	\$5,359,967
Health Insurance	86	\$4,248.05	\$37,590,962
Personal Care Products (18)	87	\$479.28	\$4,241,128
School Books and Supplies (19)	84	\$112.41	\$994,728
Smoking Products	85	\$370.27	\$3,276,519
Transportation			
Payments on Vehicles excluding Leases	82	\$2,467.00	\$21,830,500
Gasoline and Motor Oil	82	\$2,089.55	\$18,490,403
Vehicle Maintenance and Repairs	85	\$1,108.23	\$9,806,756
Travel			
Airline Fares	87	\$404.38	\$3,578,358
Lodging on Trips	86	\$619.84	\$5,484,933
Auto/Truck Rental on Trips	86	\$68.35	\$604,788
Food and Drink on Trips	87	\$484.68	\$4,288,951

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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February 16, 2024

Retail Goods and Services Expenditures

6023 Belair Rd, Baltimore, Maryland, 21206
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	27.3%	Population	162,138	159,574
Family Foundations (12A)	15.1%	Households	65,566	65,216
Bright Young Professionals (8C)	11.3%	Families	40,359	40,156
Metro Fusion (11C)	8.5%	Median Age	38.6	39.5
City Strivers (11A)	8.1%	Median Household Income	\$63,726	\$70,547
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		84	\$1,840.16	\$120,651,809
Men's		82	\$337.25	\$22,112,150
Women's		83	\$618.64	\$40,562,012
Children's		84	\$277.49	\$18,194,220
Footwear		86	\$427.96	\$28,059,705
Watches & Jewelry		83	\$140.27	\$9,196,798
Apparel Products and Services (1)		87	\$38.54	\$2,526,924
Computer				
Computers and Hardware for Home Use		83	\$211.60	\$13,873,825
Portable Memory		82	\$3.75	\$245,966
Computer Software		86	\$12.36	\$810,328
Computer Accessories		82	\$20.47	\$1,342,088
Entertainment & Recreation		79	\$2,994.37	\$196,328,930
Fees and Admissions		82	\$580.68	\$38,072,931
Membership Fees for Clubs (2)		81	\$225.51	\$14,786,092
Fees for Participant Sports, excl. Trips		82	\$97.59	\$6,398,273
Tickets to Theatre/Operas/Concerts		84	\$45.75	\$2,999,539
Tickets to Movies		81	\$22.38	\$1,467,063
Tickets to Parks or Museums		77	\$21.45	\$1,406,710
Admission to Sporting Events, excl. Trips		82	\$47.81	\$3,134,872
Fees for Recreational Lessons		82	\$119.06	\$7,806,389
Dating Services		106	\$1.13	\$73,993
TV/Video/Audio		81	\$1,101.30	\$72,207,724
Cable and Satellite Television Services		81	\$700.02	\$45,897,739
Televisions		81	\$117.97	\$7,734,566
Satellite Dishes		74	\$1.26	\$82,663
VCRs, Video Cameras, and DVD Players		77	\$3.72	\$243,794
Miscellaneous Video Equipment		95	\$11.95	\$783,623
Video Cassettes and DVDs		82	\$5.33	\$349,602
Video Game Hardware/Accessories		85	\$34.38	\$2,253,913
Video Game Software		86	\$16.68	\$1,093,717
Rental/Streaming/Downloaded Video		80	\$98.43	\$6,453,644
Installation of Televisions		83	\$1.34	\$88,130
Audio (3)		80	\$107.91	\$7,074,939
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.31	\$151,396
Pets		75	\$695.75	\$45,617,844
Toys/Games/Crafts/Hobbies (4)		81	\$128.61	\$8,432,647
Recreational Vehicles and Fees (5)		73	\$109.06	\$7,150,328
Sports/Recreation/Exercise Equipment (6)		75	\$211.13	\$13,842,788
Photo Equipment and Supplies (7)		83	\$38.87	\$2,548,669
Reading (8)		82	\$103.97	\$6,817,009
Catered Affairs (9)		82	\$25.00	\$1,638,991
Food		82	\$8,648.36	\$567,038,525
Food at Home		83	\$5,616.26	\$368,235,989
Bakery and Cereal Products		83	\$733.54	\$48,095,397
Meats, Poultry, Fish, and Eggs		83	\$1,221.24	\$80,072,055
Dairy Products		82	\$541.26	\$35,488,373
Fruits and Vegetables		83	\$1,119.84	\$73,423,613
Snacks and Other Food at Home (10)		82	\$2,000.37	\$131,156,552
Food Away from Home		81	\$3,032.10	\$198,802,536
Alcoholic Beverages		82	\$556.42	\$36,482,187

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February 16, 2024

Retail Goods and Services Expenditures

6023 Belair Rd, Baltimore, Maryland, 21206
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.34799
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	\$32,202.61	\$2,111,396,119
Value of Retirement Plans	80	\$112,876.59	\$7,400,866,392
Value of Other Financial Assets	78	\$6,669.02	\$437,260,806
Vehicle Loan Amount excluding Interest	77	\$2,803.14	\$183,790,840
Value of Credit Card Debt	83	\$2,633.13	\$172,643,671
Health			
Nonprescription Drugs	78	\$132.50	\$8,687,268
Prescription Drugs	78	\$286.27	\$18,769,811
Eyeglasses and Contact Lenses	81	\$89.67	\$5,879,298
Home			
Mortgage Payment and Basics (11)	78	\$10,065.20	\$659,934,911
Maintenance and Remodeling Services	75	\$2,830.43	\$185,580,093
Maintenance and Remodeling Materials (12)	69	\$544.92	\$35,727,996
Utilities, Fuel, and Public Services	81	\$4,699.64	\$308,136,653
Household Furnishings and Equipment			
Household Textiles (13)	83	\$101.25	\$6,638,674
Furniture	81	\$665.10	\$43,608,256
Rugs	81	\$33.74	\$2,212,041
Major Appliances (14)	77	\$408.47	\$26,781,644
Housewares (15)	80	\$86.20	\$5,651,616
Small Appliances	82	\$59.28	\$3,886,461
Luggage	82	\$11.82	\$775,085
Telephones and Accessories	81	\$87.32	\$5,725,267
Household Operations			
Child Care	82	\$423.40	\$27,760,845
Lawn and Garden (16)	75	\$504.88	\$33,102,807
Moving/Storage/Freight Express	81	\$73.07	\$4,790,901
Housekeeping Supplies (17)	81	\$754.93	\$49,497,856
Insurance			
Owners and Renters Insurance	76	\$593.54	\$38,915,742
Vehicle Insurance	81	\$1,750.56	\$114,777,496
Life/Other Insurance	79	\$546.81	\$35,852,451
Health Insurance	79	\$3,926.46	\$257,442,210
Personal Care Products (18)	82	\$451.46	\$29,600,454
School Books and Supplies (19)	81	\$108.03	\$7,082,941
Smoking Products	82	\$356.04	\$23,344,072
Transportation			
Payments on Vehicles excluding Leases	78	\$2,355.85	\$154,463,646
Gasoline and Motor Oil	79	\$1,989.14	\$130,419,899
Vehicle Maintenance and Repairs	79	\$1,041.08	\$68,259,618
Travel			
Airline Fares	80	\$371.87	\$24,381,790
Lodging on Trips	78	\$565.67	\$37,088,538
Auto/Truck Rental on Trips	81	\$64.39	\$4,221,989
Food and Drink on Trips	80	\$446.80	\$29,295,146

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February 16, 2024

Retail Goods and Services Expenditures

6023 Belair Rd, Baltimore, Maryland, 21206
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	14.0%	Population	467,712	464,493
Family Foundations (12A)	8.5%	Households	189,651	190,200
Bright Young Professionals (8C)	7.3%	Families	108,205	108,577
Front Porches (8E)	6.7%	Median Age	37.7	38.6
Modest Income Homes (12D)	5.3%	Median Household Income	\$65,158	\$72,133
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		94	\$2,076.32	\$393,775,889
Men's		94	\$382.79	\$72,596,610
Women's		94	\$700.77	\$132,901,090
Children's		93	\$309.32	\$58,662,560
Footwear		97	\$481.71	\$91,357,177
Watches & Jewelry		94	\$158.43	\$30,046,991
Apparel Products and Services (1)		97	\$43.30	\$8,211,461
Computer				
Computers and Hardware for Home Use		95	\$241.86	\$45,868,129
Portable Memory		92	\$4.22	\$801,006
Computer Software		99	\$14.32	\$2,715,093
Computer Accessories		93	\$23.21	\$4,401,925
Entertainment & Recreation				
Fees and Admissions		88	\$3,344.61	\$634,309,463
Membership Fees for Clubs (2)		90	\$639.48	\$121,278,300
Fees for Participant Sports, excl. Trips		90	\$249.61	\$47,338,324
Fees for Theatre/Operas/Concerts		89	\$106.42	\$20,182,795
Tickets to Theatre/Operas/Concerts		92	\$50.20	\$9,519,808
Tickets to Movies		93	\$25.57	\$4,850,254
Tickets to Parks or Museums		87	\$24.28	\$4,605,535
Admission to Sporting Events, excl. Trips		90	\$52.69	\$9,992,989
Fees for Recreational Lessons		89	\$129.45	\$24,550,597
Dating Services		117	\$1.25	\$237,998
TV/Video/Audio		91	\$1,235.58	\$234,329,696
Cable and Satellite Television Services		90	\$775.90	\$147,150,070
Televisions		92	\$134.68	\$25,541,798
Satellite Dishes		86	\$1.47	\$278,669
VCRs, Video Cameras, and DVD Players		90	\$4.35	\$824,990
Miscellaneous Video Equipment		104	\$13.14	\$2,491,700
Video Cassettes and DVDs		94	\$6.13	\$1,162,855
Video Game Hardware/Accessories		99	\$39.76	\$7,540,741
Video Game Software		100	\$19.46	\$3,691,412
Rental/Streaming/Downloaded Video		92	\$113.54	\$21,533,322
Installation of Televisions		91	\$1.47	\$279,634
Audio (3)		91	\$122.91	\$23,309,423
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.77	\$525,081
Pets		84	\$777.57	\$147,467,323
Toys/Games/Crafts/Hobbies (4)		91	\$144.74	\$27,450,490
Recreational Vehicles and Fees (5)		79	\$119.13	\$22,592,827
Sports/Recreation/Exercise Equipment (6)		85	\$239.32	\$45,387,199
Photo Equipment and Supplies (7)		93	\$43.54	\$8,257,842
Reading (8)		92	\$116.57	\$22,107,423
Catered Affairs (9)		94	\$28.68	\$5,438,362
Food				
Food at Home		92	\$9,730.48	\$1,845,395,496
Bakery and Cereal Products		93	\$6,296.14	\$1,194,069,883
Bakery and Cereal Products		93	\$818.47	\$155,222,777
Meats, Poultry, Fish, and Eggs		93	\$1,367.44	\$259,335,798
Dairy Products		92	\$604.89	\$114,717,160
Fruits and Vegetables		93	\$1,254.07	\$237,836,402
Snacks and Other Food at Home (10)		92	\$2,251.28	\$426,957,746
Food Away from Home		92	\$3,434.34	\$651,325,612
Alcoholic Beverages		93	\$625.55	\$118,635,380

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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February 16, 2024

Retail Goods and Services Expenditures

6023 Belair Rd, Baltimore, Maryland, 21206
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	89	\$34,957.83	\$6,629,786,939
Value of Retirement Plans	86	\$121,129.08	\$22,972,252,069
Value of Other Financial Assets	87	\$7,462.16	\$1,415,205,478
Vehicle Loan Amount excluding Interest	87	\$3,168.17	\$600,846,913
Value of Credit Card Debt	92	\$2,913.93	\$552,630,615
Health			
Nonprescription Drugs	87	\$148.47	\$28,158,226
Prescription Drugs	86	\$317.80	\$60,271,322
Eyeglasses and Contact Lenses	89	\$99.10	\$18,794,581
Home			
Mortgage Payment and Basics (11)	84	\$10,813.03	\$2,050,701,647
Maintenance and Remodeling Services	81	\$3,065.48	\$581,372,022
Maintenance and Remodeling Materials (12)	75	\$591.97	\$112,266,814
Utilities, Fuel, and Public Services	90	\$5,237.59	\$993,314,037
Household Furnishings and Equipment			
Household Textiles (13)	93	\$114.22	\$21,661,180
Furniture	91	\$749.26	\$142,097,137
Rugs	89	\$37.21	\$7,057,298
Major Appliances (14)	85	\$450.84	\$85,502,066
Housewares (15)	91	\$97.37	\$18,466,823
Small Appliances	94	\$68.22	\$12,938,646
Luggage	93	\$13.38	\$2,536,916
Telephones and Accessories	91	\$98.26	\$18,635,062
Household Operations			
Child Care	91	\$471.41	\$89,402,824
Lawn and Garden (16)	82	\$548.71	\$104,063,932
Moving/Storage/Freight Express	94	\$84.21	\$15,970,752
Housekeeping Supplies (17)	90	\$842.56	\$159,792,220
Insurance			
Owners and Renters Insurance	83	\$645.24	\$122,369,712
Vehicle Insurance	91	\$1,971.98	\$373,987,941
Life/Other Insurance	86	\$593.91	\$112,635,664
Health Insurance	88	\$4,345.46	\$824,120,979
Personal Care Products (18)	92	\$510.33	\$96,783,730
School Books and Supplies (19)	92	\$123.00	\$23,326,802
Smoking Products	94	\$408.88	\$77,545,074
Transportation			
Payments on Vehicles excluding Leases	87	\$2,639.53	\$500,588,990
Gasoline and Motor Oil	89	\$2,250.07	\$426,728,722
Vehicle Maintenance and Repairs	89	\$1,172.54	\$222,373,421
Travel			
Airline Fares	90	\$420.89	\$79,821,356
Lodging on Trips	87	\$629.14	\$119,317,522
Auto/Truck Rental on Trips	92	\$72.88	\$13,821,116
Food and Drink on Trips	90	\$501.19	\$95,051,653

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

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

February 16, 2024

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

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

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

Business Summary

6023 Belair Rd, Baltimore, Maryland, 21206
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				490		4,183		15,624				
Total Employees:				2,946		38,296		185,638				
Total Residential Population:				22,530		162,138		467,712				
Employee/Residential Population Ratio (per 100 Residents)				13		24		40				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	1.0%	35	1.2%	52	1.2%	294	0.8%	168	1.1%	1,705	0.9%
Construction	27	5.5%	153	5.2%	294	7.0%	2,271	5.9%	894	5.7%	8,247	4.4%
Manufacturing	6	1.2%	26	0.9%	75	1.8%	986	2.6%	307	2.0%	4,782	2.6%
Transportation	16	3.3%	167	5.7%	118	2.8%	1,026	2.7%	330	2.1%	3,504	1.9%
Communication	3	0.6%	12	0.4%	30	0.7%	222	0.6%	131	0.8%	957	0.5%
Utility	0	0.0%	0	0.0%	7	0.2%	64	0.2%	25	0.2%	247	0.1%
Wholesale Trade	9	1.8%	53	1.8%	129	3.1%	1,526	4.0%	395	2.5%	5,922	3.2%
Retail Trade Summary	91	18.6%	474	16.1%	832	19.9%	8,427	22.0%	3,198	20.5%	37,528	20.2%
Home Improvement	1	0.2%	6	0.2%	37	0.9%	991	2.6%	105	0.7%	2,930	1.6%
General Merchandise Stores	8	1.6%	41	1.4%	52	1.2%	813	2.1%	182	1.2%	3,915	2.1%
Food Stores	8	1.6%	43	1.5%	114	2.7%	1,712	4.5%	397	2.5%	5,387	2.9%
Auto Dealers & Gas Stations	22	4.5%	80	2.7%	101	2.4%	802	2.1%	325	2.1%	3,422	1.8%
Apparel & Accessory Stores	2	0.4%	4	0.1%	56	1.3%	275	0.7%	207	1.3%	1,709	0.9%
Furniture & Home Furnishings	5	1.0%	21	0.7%	52	1.2%	337	0.9%	189	1.2%	1,777	1.0%
Eating & Drinking Places	31	6.3%	204	6.9%	236	5.6%	2,493	6.5%	1,081	6.9%	12,927	7.0%
Miscellaneous Retail	14	2.9%	75	2.5%	183	4.4%	1,003	2.6%	713	4.6%	5,462	2.9%
Finance, Insurance, Real Estate Summary	30	6.1%	192	6.5%	294	7.0%	1,722	4.5%	1,283	8.2%	8,951	4.8%
Banks, Savings & Lending Institutions	5	1.0%	29	1.0%	54	1.3%	335	0.9%	257	1.6%	1,768	1.0%
Securities Brokers	6	1.2%	59	2.0%	27	0.6%	184	0.5%	136	0.9%	913	0.5%
Insurance Carriers & Agents	6	1.2%	22	0.7%	43	1.0%	222	0.6%	185	1.2%	1,421	0.8%
Real Estate, Holding, Other Investment Offices	13	2.7%	82	2.8%	170	4.1%	981	2.6%	704	4.5%	4,849	2.6%
Services Summary	233	47.6%	1,766	59.9%	1,776	42.5%	18,162	47.4%	6,684	42.8%	104,888	56.5%
Hotels & Lodging	1	0.2%	6	0.2%	10	0.2%	162	0.4%	45	0.3%	885	0.5%
Automotive Services	29	5.9%	134	4.5%	142	3.4%	837	2.2%	457	2.9%	2,502	1.3%
Movies & Amusements	8	1.6%	57	1.9%	89	2.1%	692	1.8%	312	2.0%	2,518	1.4%
Health Services	26	5.3%	152	5.2%	322	7.7%	5,350	14.0%	1,435	9.2%	47,027	25.3%
Legal Services	2	0.4%	12	0.4%	41	1.0%	209	0.5%	254	1.6%	1,298	0.7%
Education Institutions & Libraries	13	2.7%	590	20.0%	96	2.3%	3,710	9.7%	374	2.4%	15,266	8.2%
Other Services	152	31.0%	817	27.7%	1,076	25.7%	7,202	18.8%	3,806	24.4%	35,392	19.1%
Government	2	0.4%	29	1.0%	40	1.0%	3,195	8.3%	166	1.1%	7,090	3.8%
Unclassified Establishments	69	14.1%	40	1.4%	537	12.8%	402	1.0%	2,043	13.1%	1,816	1.0%
Totals	490	100.0%	2,946	100.0%	4,183	100.0%	38,296	100.0%	15,624	100.0%	185,638	100.0%

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

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

February 16, 2024

Business Summary

6023 Belair Rd, Baltimore, Maryland, 21206
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.34799
Longitude: -76.53746

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	2	0.4%	4	0.1%	10	0.2%	26	0.1%	30	0.2%	405	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	5	0.0%	75	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	14	0.0%	2	0.0%	22	0.0%
Construction	28	5.7%	159	5.4%	313	7.5%	2,593	6.8%	965	6.2%	9,048	4.9%
Manufacturing	5	1.0%	23	0.8%	96	2.3%	1,299	3.4%	339	2.2%	4,949	2.7%
Wholesale Trade	9	1.8%	53	1.8%	128	3.1%	1,521	4.0%	393	2.5%	5,916	3.2%
Retail Trade	57	11.6%	256	8.7%	562	13.4%	5,543	14.5%	2,002	12.8%	23,614	12.7%
Motor Vehicle & Parts Dealers	17	3.5%	57	1.9%	77	1.8%	691	1.8%	243	1.6%	2,966	1.6%
Furniture & Home Furnishings Stores	1	0.2%	1	0.0%	27	0.6%	186	0.5%	92	0.6%	1,032	0.6%
Electronics & Appliance Stores	4	0.8%	19	0.6%	22	0.5%	118	0.3%	75	0.5%	542	0.3%
Building Material & Garden Equipment & Supplies Dealers	1	0.2%	6	0.2%	36	0.9%	985	2.6%	104	0.7%	2,917	1.6%
Food & Beverage Stores	9	1.8%	39	1.3%	123	2.9%	1,517	4.0%	410	2.6%	4,977	2.7%
Health & Personal Care Stores	2	0.4%	33	1.1%	47	1.1%	319	0.8%	204	1.3%	1,881	1.0%
Gasoline Stations & Fuel Dealers	5	1.0%	23	0.8%	25	0.6%	118	0.3%	83	0.5%	462	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	2	0.4%	4	0.1%	61	1.5%	294	0.8%	251	1.6%	1,915	1.0%
Sporting Goods, Hobby, Book, & Music Stores	5	1.0%	15	0.5%	71	1.7%	310	0.8%	279	1.8%	2,431	1.3%
General Merchandise Stores	11	2.2%	59	2.0%	74	1.8%	1,004	2.6%	260	1.7%	4,490	2.4%
Transportation & Warehousing	17	3.5%	178	6.0%	101	2.4%	1,107	2.9%	288	1.8%	3,157	1.7%
Information	6	1.2%	23	0.8%	61	1.5%	519	1.4%	295	1.9%	4,299	2.3%
Finance & Insurance	16	3.3%	127	4.3%	122	2.9%	747	2.0%	586	3.8%	4,124	2.2%
Central Bank/Credit Intermediation & Related Activities	3	0.6%	24	0.8%	50	1.2%	316	0.8%	254	1.6%	1,744	0.9%
Securities & Commodity Contracts	7	1.4%	81	2.7%	29	0.7%	209	0.5%	147	0.9%	958	0.5%
Funds, Trusts & Other Financial Vehicles	6	1.2%	22	0.7%	43	1.0%	222	0.6%	185	1.2%	1,421	0.8%
Real Estate, Rental & Leasing	13	2.7%	59	2.0%	190	4.5%	997	2.6%	724	4.6%	4,729	2.5%
Professional, Scientific & Tech Services	31	6.3%	175	5.9%	310	7.4%	1,769	4.6%	1,310	8.4%	10,299	5.5%
Legal Services	3	0.6%	17	0.6%	51	1.2%	245	0.6%	297	1.9%	1,499	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%	9	0.2%	77	0.2%	45	0.3%	427	0.2%
Administrative, Support & Waste Management Services	16	3.3%	97	3.3%	139	3.3%	1,086	2.8%	484	3.1%	5,168	2.8%
Educational Services	15	3.1%	594	20.2%	103	2.5%	3,658	9.6%	406	2.6%	14,514	7.8%
Health Care & Social Assistance	56	11.4%	402	13.6%	486	11.6%	7,207	18.8%	1,910	12.2%	54,523	29.4%
Arts, Entertainment & Recreation	8	1.6%	59	2.0%	80	1.9%	663	1.7%	285	1.8%	2,496	1.3%
Accommodation & Food Services	34	6.9%	223	7.6%	259	6.2%	2,755	7.2%	1,177	7.5%	14,253	7.7%
Accommodation	1	0.2%	6	0.2%	10	0.2%	162	0.4%	45	0.3%	885	0.5%
Food Services & Drinking Places	33	6.7%	217	7.4%	249	6.0%	2,593	6.8%	1,132	7.2%	13,368	7.2%
Other Services (except Public Administration)	105	21.4%	446	15.1%	636	15.2%	3,114	8.1%	2,169	13.9%	14,672	7.9%
Automotive Repair & Maintenance	23	4.7%	98	3.3%	112	2.7%	515	1.3%	351	2.2%	1,798	1.0%
Public Administration	2	0.4%	29	1.0%	40	1.0%	3,205	8.4%	167	1.1%	7,140	3.8%
Unclassified Establishments	69	14.1%	40	1.4%	536	12.8%	395	1.0%	2,042	13.1%	1,809	1.0%
Total	490	100.0%	2,946	100.0%	4,183	100.0%	38,296	100.0%	15,624	100.0%	185,638	100.0%

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February 16, 2024