

6057 Falls Rd, Baltimore, Maryland, 21209 4  
 6057 Falls Rd, Baltimore, Maryland, 21209  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.37250  
 Longitude: -76.64983

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	6,867	147,127	433,553
2010 Total Population	7,152	148,261	423,281
2019 Total Population	7,152	149,099	418,257
2019 Group Quarters	63	11,192	24,080
2024 Total Population	7,126	147,933	414,370
2019-2024 Annual Rate	-0.07%	-0.16%	-0.19%
2019 Total Daytime Population	9,765	144,284	431,971
Workers	6,833	64,857	211,114
Residents	2,932	79,427	220,857
<b>Household Summary</b>			
2000 Households	3,106	59,432	174,197
2000 Average Household Size	2.17	2.33	2.37
2010 Households	3,182	58,346	169,397
2010 Average Household Size	2.23	2.36	2.36
2019 Households	3,146	58,153	167,044
2019 Average Household Size	2.25	2.37	2.36
2024 Households	3,120	57,489	165,349
2024 Average Household Size	2.26	2.38	2.36
2019-2024 Annual Rate	-0.17%	-0.23%	-0.20%
2010 Families	1,787	33,149	95,109
2010 Average Family Size	2.86	3.09	3.08
2019 Families	1,741	32,863	92,940
2019 Average Family Size	2.92	3.12	3.09
2024 Families	1,719	32,471	91,715
2024 Average Family Size	2.94	3.13	3.10
2019-2024 Annual Rate	-0.25%	-0.24%	-0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,361	64,434	194,141
Owner Occupied Housing Units	50.1%	54.3%	50.1%
Renter Occupied Housing Units	42.3%	37.9%	39.6%
Vacant Housing Units	7.6%	7.8%	10.3%
2010 Housing Units	3,387	64,598	192,753
Owner Occupied Housing Units	50.9%	52.9%	48.6%
Renter Occupied Housing Units	43.1%	37.4%	39.3%
Vacant Housing Units	6.1%	9.7%	12.1%
2019 Housing Units	3,404	66,063	195,652
Owner Occupied Housing Units	50.9%	53.0%	48.2%
Renter Occupied Housing Units	41.5%	35.1%	37.1%
Vacant Housing Units	7.6%	12.0%	14.6%
2024 Housing Units	3,414	66,305	196,700
Owner Occupied Housing Units	51.3%	53.1%	48.1%
Renter Occupied Housing Units	40.0%	33.6%	36.0%
Vacant Housing Units	8.6%	13.3%	15.9%
<b>Median Household Income</b>			
2019	\$102,830	\$67,583	\$56,408
2024	\$108,533	\$74,320	\$61,244
<b>Median Home Value</b>			
2019	\$430,531	\$301,819	\$234,688
2024	\$500,209	\$349,119	\$272,655
<b>Per Capita Income</b>			
2019	\$63,800	\$42,413	\$35,400
2024	\$69,273	\$46,547	\$39,216
<b>Median Age</b>			
2010	38.5	37.4	37.3
2019	39.0	38.7	38.6
2024	39.1	39.2	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	3,146	58,141	167,032
<\$15,000	6.1%	12.6%	14.4%
\$15,000 - \$24,999	2.3%	7.5%	8.5%
\$25,000 - \$34,999	3.8%	8.3%	9.4%
\$35,000 - \$49,999	5.7%	10.3%	12.4%
\$50,000 - \$74,999	18.0%	14.7%	15.8%
\$75,000 - \$99,999	12.7%	10.5%	10.4%
\$100,000 - \$149,999	18.8%	14.9%	14.2%
\$150,000 - \$199,999	11.5%	8.6%	6.9%
\$200,000+	21.2%	12.6%	8.0%
Average Household Income	\$145,764	\$107,986	\$88,094
<b>2024 Households by Income</b>			
Household Income Base	3,120	57,477	165,337
<\$15,000	6.0%	11.6%	13.1%
\$15,000 - \$24,999	2.1%	6.7%	7.6%
\$25,000 - \$34,999	3.7%	8.1%	9.2%
\$35,000 - \$49,999	5.2%	9.8%	11.8%
\$50,000 - \$74,999	16.4%	14.1%	15.3%
\$75,000 - \$99,999	12.2%	10.6%	10.8%
\$100,000 - \$149,999	18.4%	15.4%	15.2%
\$150,000 - \$199,999	12.5%	9.6%	7.9%
\$200,000+	23.5%	14.1%	9.0%
Average Household Income	\$158,797	\$118,955	\$97,714
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,733	34,978	94,378
<\$50,000	1.4%	2.4%	3.2%
\$50,000 - \$99,999	1.3%	10.0%	11.6%
\$100,000 - \$149,999	0.6%	10.7%	14.0%
\$150,000 - \$199,999	3.3%	8.2%	13.5%
\$200,000 - \$249,999	8.8%	8.2%	11.1%
\$250,000 - \$299,999	14.9%	10.1%	10.1%
\$300,000 - \$399,999	15.6%	16.6%	14.1%
\$400,000 - \$499,999	13.0%	11.9%	8.7%
\$500,000 - \$749,999	27.2%	14.0%	9.0%
\$750,000 - \$999,999	7.4%	4.4%	2.6%
\$1,000,000 - \$1,499,999	2.3%	2.2%	1.2%
\$1,500,000 - \$1,999,999	1.4%	0.6%	0.5%
\$2,000,000 +	2.6%	0.7%	0.4%
Average Home Value	\$529,186	\$372,803	\$304,202
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,753	35,218	94,522
<\$50,000	0.7%	1.9%	2.6%
\$50,000 - \$99,999	0.5%	8.3%	9.8%
\$100,000 - \$149,999	0.2%	8.2%	11.1%
\$150,000 - \$199,999	1.6%	6.7%	11.5%
\$200,000 - \$249,999	6.1%	6.9%	10.2%
\$250,000 - \$299,999	13.3%	9.4%	10.4%
\$300,000 - \$399,999	14.2%	17.4%	15.6%
\$400,000 - \$499,999	13.3%	13.6%	10.8%
\$500,000 - \$749,999	34.1%	17.9%	11.8%
\$750,000 - \$999,999	9.6%	6.0%	3.6%
\$1,000,000 - \$1,499,999	2.2%	2.3%	1.4%
\$1,500,000 - \$1,999,999	1.4%	0.6%	0.6%
\$2,000,000 +	2.6%	0.8%	0.5%
Average Home Value	\$573,160	\$412,893	\$339,969

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

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<b>2010 Population by Age</b>			
Total	7,151	148,259	423,284
0 - 4	6.9%	6.3%	6.0%
5 - 9	5.5%	5.8%	5.5%
10 - 14	5.0%	5.5%	5.5%
15 - 24	9.3%	17.4%	17.5%
25 - 34	17.5%	12.2%	12.9%
35 - 44	14.7%	11.8%	11.7%
45 - 54	12.8%	12.8%	13.9%
55 - 64	14.2%	12.2%	12.1%
65 - 74	7.6%	7.6%	7.2%
75 - 84	4.8%	5.4%	5.1%
85 +	1.9%	3.0%	2.5%
18 +	79.6%	79.0%	79.4%
<b>2019 Population by Age</b>			
Total	7,152	149,097	418,259
0 - 4	6.2%	5.6%	5.3%
5 - 9	5.1%	5.7%	5.4%
10 - 14	4.7%	5.7%	5.5%
15 - 24	9.8%	16.2%	15.6%
25 - 34	17.5%	12.6%	13.9%
35 - 44	13.8%	10.9%	11.0%
45 - 54	10.1%	10.8%	11.5%
55 - 64	14.0%	12.5%	13.0%
65 - 74	11.0%	10.2%	10.1%
75 - 84	5.3%	6.0%	5.6%
85 +	2.5%	3.7%	3.1%
18 +	81.2%	79.9%	80.6%
<b>2024 Population by Age</b>			
Total	7,127	147,931	414,371
0 - 4	6.4%	5.6%	5.4%
5 - 9	5.1%	5.5%	5.2%
10 - 14	4.6%	5.5%	5.3%
15 - 24	9.2%	16.1%	15.4%
25 - 34	18.2%	12.4%	13.4%
35 - 44	13.9%	11.3%	11.8%
45 - 54	9.6%	10.4%	10.9%
55 - 64	11.9%	11.4%	12.0%
65 - 74	11.4%	10.7%	10.8%
75 - 84	6.9%	7.2%	6.8%
85 +	2.8%	3.8%	3.2%
18 +	81.3%	80.3%	81.0%
<b>2010 Population by Sex</b>			
Males	3,349	67,524	194,678
Females	3,803	80,737	228,603
<b>2019 Population by Sex</b>			
Males	3,336	68,138	192,802
Females	3,816	80,961	225,455
<b>2024 Population by Sex</b>			
Males	3,324	67,785	191,466
Females	3,802	80,149	222,905

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,153	148,262	423,281
White Alone	72.6%	57.0%	40.1%
Black Alone	11.3%	36.0%	53.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	13.1%	4.2%	3.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.7%	0.9%
Two or More Races	2.4%	1.8%	1.9%
Hispanic Origin	2.6%	2.5%	2.6%
Diversity Index	47.2	56.6	57.5
<b>2019 Population by Race/Ethnicity</b>			
Total	7,153	149,098	418,259
White Alone	66.7%	55.8%	38.6%
Black Alone	13.3%	35.1%	53.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	16.2%	5.5%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	1.0%	1.2%
Two or More Races	3.1%	2.4%	2.4%
Hispanic Origin	3.7%	3.7%	3.7%
Diversity Index	54.6	59.3	59.8
<b>2024 Population by Race/Ethnicity</b>			
Total	7,126	147,933	414,370
White Alone	63.1%	54.6%	37.4%
Black Alone	14.3%	34.8%	52.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	18.2%	6.4%	5.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	1.2%	1.4%
Two or More Races	3.6%	2.7%	2.8%
Hispanic Origin	4.6%	4.6%	4.6%
Diversity Index	58.7	61.4	61.4
<b>2010 Population by Relationship and Household Type</b>			
Total	7,152	148,261	423,281
In Households	99.1%	92.8%	94.5%
In Family Households	73.2%	71.1%	71.8%
Householder	25.0%	22.4%	22.5%
Spouse	20.2%	14.9%	12.8%
Child	24.1%	28.0%	28.9%
Other relative	2.2%	3.7%	5.0%
Nonrelative	1.6%	2.1%	2.7%
In Nonfamily Households	26.0%	21.7%	22.7%
In Group Quarters	0.9%	7.2%	5.5%
Institutionalized Population	0.0%	1.5%	1.4%
Noninstitutionalized Population	0.9%	5.7%	4.1%

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

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	5,306	99,552	284,795
Less than 9th Grade	1.7%	2.8%	3.3%
9th - 12th Grade, No Diploma	0.8%	5.8%	7.3%
High School Graduate	3.9%	17.1%	20.8%
GED/Alternative Credential	1.0%	2.9%	3.6%
Some College, No Degree	11.9%	14.3%	18.2%
Associate Degree	8.1%	5.2%	5.4%
Bachelor's Degree	31.5%	23.7%	20.9%
Graduate/Professional Degree	41.0%	28.3%	20.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	6,006	123,664	350,199
Never Married	32.7%	41.8%	46.1%
Married	55.3%	41.7%	36.7%
Widowed	4.6%	7.4%	7.1%
Divorced	7.3%	9.1%	10.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.6%	94.9%	94.1%
Civilian Unemployed (Unemployment Rate)	3.4%	5.1%	5.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,311	71,034	200,448
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	3.9%	3.2%	3.7%
Manufacturing	3.3%	3.8%	4.0%
Wholesale Trade	1.2%	1.6%	1.5%
Retail Trade	4.7%	7.0%	8.2%
Transportation/Utilities	1.6%	4.3%	5.8%
Information	2.6%	2.1%	1.8%
Finance/Insurance/Real Estate	9.3%	7.8%	6.6%
Services	62.9%	63.1%	59.5%
Public Administration	10.6%	7.0%	8.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,312	71,034	200,451
White Collar	87.4%	76.0%	68.2%
Management/Business/Financial	22.6%	17.8%	14.8%
Professional	47.4%	38.1%	31.3%
Sales	7.8%	9.1%	8.8%
Administrative Support	9.5%	11.1%	13.3%
Services	6.0%	15.0%	19.1%
Blue Collar	6.6%	9.0%	12.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.9%	1.7%	2.5%
Installation/Maintenance/Repair	1.4%	1.5%	2.1%
Production	0.8%	1.8%	2.6%
Transportation/Material Moving	2.5%	3.9%	5.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,152	148,261	423,281
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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<b>2010 Households by Type</b>			
Total	3,181	58,347	169,397
Households with 1 Person	32.8%	34.8%	34.7%
Households with 2+ People	67.2%	65.2%	65.3%
Family Households	56.2%	56.8%	56.1%
Husband-wife Families	45.6%	37.7%	31.8%
With Related Children	19.5%	16.8%	13.1%
Other Family (No Spouse Present)	10.6%	19.1%	24.3%
Other Family with Male Householder	2.5%	3.8%	4.7%
With Related Children	1.4%	1.9%	2.3%
Other Family with Female Householder	8.0%	15.3%	19.6%
With Related Children	5.4%	9.3%	12.0%
Nonfamily Households	11.0%	8.4%	9.1%
All Households with Children	26.5%	28.3%	27.8%
Multigenerational Households	1.5%	4.1%	5.4%
Unmarried Partner Households	6.7%	5.9%	6.9%
Male-female	4.8%	4.8%	5.8%
Same-sex	1.9%	1.1%	1.1%
<b>2010 Households by Size</b>			
Total	3,183	58,346	169,398
1 Person Household	32.8%	34.8%	34.7%
2 Person Household	36.5%	30.8%	30.5%
3 Person Household	14.2%	14.8%	15.3%
4 Person Household	11.2%	11.1%	10.6%
5 Person Household	3.6%	4.8%	5.0%
6 Person Household	1.1%	2.0%	2.1%
7 + Person Household	0.6%	1.7%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,182	58,346	169,397
Owner Occupied	54.1%	58.6%	55.3%
Owned with a Mortgage/Loan	38.5%	42.0%	40.1%
Owned Free and Clear	15.7%	16.6%	15.2%
Renter Occupied	45.9%	41.4%	44.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,387	64,598	192,753
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Urban Chic (2A)	Family Foundations (12A)
2.	Urban Chic (2A)	Family Foundations (12A)	Modest Income Homes (12D)
3.	Golden Years (9B)	Golden Years (9B)	Emerald City (8B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,110,638	\$153,678,481	\$365,965,054
Average Spent	\$3,531.67	\$2,642.66	\$2,190.83
Spending Potential Index	165	123	102
Education: Total \$	\$8,891,671	\$118,761,007	\$274,408,999
Average Spent	\$2,826.34	\$2,042.22	\$1,642.73
Spending Potential Index	177	128	103
Entertainment/Recreation: Total \$	\$16,506,674	\$230,180,839	\$543,351,256
Average Spent	\$5,246.88	\$3,958.19	\$3,252.74
Spending Potential Index	160	121	99
Food at Home: Total \$	\$25,592,591	\$364,701,840	\$878,074,608
Average Spent	\$8,134.96	\$6,271.42	\$5,256.55
Spending Potential Index	157	121	102
Food Away from Home: Total \$	\$19,090,824	\$262,465,767	\$621,837,779
Average Spent	\$6,068.28	\$4,513.37	\$3,722.60
Spending Potential Index	165	123	101
Health Care: Total \$	\$28,233,365	\$411,716,767	\$985,245,875
Average Spent	\$8,974.37	\$7,079.89	\$5,898.12
Spending Potential Index	151	119	99
HH Furnishings & Equipment: Total \$	\$10,794,218	\$149,645,864	\$352,533,546
Average Spent	\$3,431.09	\$2,573.31	\$2,110.42
Spending Potential Index	161	121	99
Personal Care Products & Services: Total \$	\$4,570,452	\$63,395,617	\$149,488,469
Average Spent	\$1,452.78	\$1,090.15	\$894.90
Spending Potential Index	164	123	101
Shelter: Total \$	\$99,806,211	\$1,365,691,766	\$3,220,674,235
Average Spent	\$31,724.80	\$23,484.46	\$19,280.39
Spending Potential Index	171	127	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,375,386	\$178,285,165	\$416,608,564
Average Spent	\$3,933.69	\$3,065.79	\$2,494.00
Spending Potential Index	159	124	101
Travel: Total \$	\$12,296,129	\$161,710,001	\$369,073,429
Average Spent	\$3,908.50	\$2,780.77	\$2,209.44
Spending Potential Index	174	124	98
Vehicle Maintenance & Repairs: Total \$	\$5,609,340	\$81,446,926	\$193,736,088
Average Spent	\$1,783.01	\$1,400.56	\$1,159.79
Spending Potential Index	156	122	101

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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 6057 Falls Rd, Baltimore, Maryland, 21209  
 Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Enterprising Professionals (2D)	40.0%	Population	7,152	7,126
Urban Chic (2A)	32.7%	Households	3,146	3,120
Golden Years (9B)	17.0%	Families	1,741	1,719
In Style (5B)	6.7%	Median Age	39.0	39.1
Top Tier (1A)	2.4%	Median Household Income	\$102,830	\$108,533
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		165	\$3,531.67	\$11,110,638
Men's		163	\$674.33	\$2,121,439
Women's		171	\$1,230.55	\$3,871,317
Children's		151	\$486.05	\$1,529,123
Footwear		162	\$780.80	\$2,456,405
Watches & Jewelry		174	\$240.93	\$757,978
Apparel Products and Services (1)		179	\$119.00	\$374,377
<b>Computer</b>				
Computers and Hardware for Home Use		169	\$280.51	\$882,489
Portable Memory		174	\$7.78	\$24,472
Computer Software		173	\$17.58	\$55,313
Computer Accessories		157	\$29.84	\$93,865
<b>Entertainment &amp; Recreation</b>		160	\$5,246.88	\$16,506,674
Fees and Admissions		180	\$1,286.58	\$4,047,581
Membership Fees for Clubs (2)		185	\$437.99	\$1,377,908
Fees for Participant Sports, excl. Trips		174	\$186.71	\$587,398
Tickets to Theatre/Operas/Concerts		187	\$140.93	\$443,378
Tickets to Movies		171	\$93.59	\$294,442
Tickets to Parks or Museums		173	\$55.85	\$175,694
Admission to Sporting Events, excl. Trips		164	\$103.77	\$326,453
Fees for Recreational Lessons		186	\$266.43	\$838,186
Dating Services		187	\$1.31	\$4,121
TV/Video/Audio		150	\$1,838.45	\$5,783,762
Cable and Satellite Television Services		148	\$1,299.50	\$4,088,224
Televisions		152	\$165.17	\$519,613
Satellite Dishes		153	\$2.40	\$7,556
VCRs, Video Cameras, and DVD Players		152	\$8.78	\$27,629
Miscellaneous Video Equipment		149	\$37.93	\$119,324
Video Cassettes and DVDs		147	\$16.81	\$52,898
Video Game Hardware/Accessories		150	\$41.73	\$131,270
Video Game Software		156	\$23.70	\$74,557
Rental/Streaming/Downloaded Video		163	\$76.43	\$240,442
Installation of Televisions		171	\$1.95	\$6,149
Audio (3)		163	\$159.59	\$502,072
Rental and Repair of TV/Radio/Sound Equipment		142	\$4.46	\$14,028
Pets		152	\$1,005.64	\$3,163,752
Toys/Games/Crafts/Hobbies (4)		154	\$182.10	\$572,884
Recreational Vehicles and Fees (5)		170	\$271.47	\$854,030
Sports/Recreation/Exercise Equipment (6)		165	\$341.05	\$1,072,941
Photo Equipment and Supplies (7)		170	\$88.44	\$278,227
Reading (8)		169	\$179.84	\$565,778
Catered Affairs (9)		200	\$53.31	\$167,720
<b>Food</b>		161	\$14,203.25	\$44,683,414
Food at Home		157	\$8,134.96	\$25,592,591
Bakery and Cereal Products		156	\$1,056.13	\$3,322,597
Meats, Poultry, Fish, and Eggs		157	\$1,795.97	\$5,650,118
Dairy Products		157	\$843.17	\$2,652,598
Fruits and Vegetables		163	\$1,658.47	\$5,217,557
Snacks and Other Food at Home (10)		155	\$2,781.22	\$8,749,722
Food Away from Home		165	\$6,068.28	\$19,090,824
Alcoholic Beverages		181	\$1,043.67	\$3,283,378

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

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	177	\$38,049.85	\$119,704,843
Value of Retirement Plans	168	\$160,423.58	\$504,692,578
Value of Other Financial Assets	169	\$9,581.22	\$30,142,527
Vehicle Loan Amount excluding Interest	147	\$4,187.86	\$13,174,995
Value of Credit Card Debt	162	\$3,951.06	\$12,430,020
<b>Health</b>			
Nonprescription Drugs	149	\$214.59	\$675,107
Prescription Drugs	139	\$507.38	\$1,596,205
Eyeglasses and Contact Lenses	151	\$136.33	\$428,897
<b>Home</b>			
Mortgage Payment and Basics (11)	167	\$16,837.48	\$52,970,714
Maintenance and Remodeling Services	169	\$3,616.82	\$11,378,528
Maintenance and Remodeling Materials (12)	145	\$706.89	\$2,223,889
Utilities, Fuel, and Public Services	149	\$7,226.65	\$22,735,032
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	157	\$157.23	\$494,650
Furniture	161	\$986.76	\$3,104,339
Rugs	156	\$50.47	\$158,791
Major Appliances (14)	148	\$525.44	\$1,653,020
Housewares (15)	159	\$169.34	\$532,745
Small Appliances	159	\$77.38	\$243,438
Luggage	177	\$24.69	\$77,671
Telephones and Accessories	177	\$133.90	\$421,241
<b>Household Operations</b>			
Child Care	182	\$930.77	\$2,928,210
Lawn and Garden (16)	159	\$746.38	\$2,348,118
Moving/Storage/Freight Express	180	\$119.32	\$375,389
Housekeeping Supplies (17)	151	\$1,134.80	\$3,570,072
<b>Insurance</b>			
Owners and Renters Insurance	143	\$826.60	\$2,600,499
Vehicle Insurance	150	\$2,317.76	\$7,291,678
Life/Other Insurance	153	\$703.33	\$2,212,681
Health Insurance	152	\$5,965.11	\$18,766,244
Personal Care Products (18)	160	\$802.07	\$2,523,306
School Books and Supplies (19)	166	\$257.35	\$809,615
Smoking Products	132	\$532.46	\$1,675,119
<b>Transportation</b>			
Payments on Vehicles excluding Leases	144	\$3,655.28	\$11,499,500
Gasoline and Motor Oil	150	\$3,427.20	\$10,781,969
Vehicle Maintenance and Repairs	156	\$1,783.01	\$5,609,340
<b>Travel</b>			
Airline Fares	186	\$1,016.62	\$3,198,278
Lodging on Trips	172	\$1,068.40	\$3,361,173
Auto/Truck Rental on Trips	181	\$47.41	\$149,143
Food and Drink on Trips	172	\$928.39	\$2,920,713

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Urban Chic (2A)	13.0%	Population	149,099	147,933
Family Foundations (12A)	10.3%	Households	58,153	57,489
Golden Years (9B)	9.1%	Families	32,863	32,471
Emerald City (8B)	8.2%	Median Age	38.7	39.2
Modest Income Homes (12D)	8.1%	Median Household Income	\$67,583	\$74,320
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		123	\$2,642.66	\$153,678,481
Men's		123	\$509.57	\$29,633,049
Women's		126	\$910.29	\$52,936,084
Children's		114	\$369.24	\$21,472,537
Footwear		123	\$593.30	\$34,502,321
Watches & Jewelry		126	\$173.54	\$10,091,765
Apparel Products and Services (1)		131	\$86.71	\$5,042,725
<b>Computer</b>				
Computers and Hardware for Home Use		127	\$210.26	\$12,226,973
Portable Memory		123	\$5.50	\$319,765
Computer Software		131	\$13.31	\$774,017
Computer Accessories		121	\$23.04	\$1,339,843
<b>Entertainment &amp; Recreation</b>		121	\$3,958.19	\$230,180,839
Fees and Admissions		127	\$907.47	\$52,771,835
Membership Fees for Clubs (2)		130	\$307.00	\$17,852,887
Fees for Participant Sports, excl. Trips		123	\$132.14	\$7,684,152
Tickets to Theatre/Operas/Concerts		133	\$99.95	\$5,812,378
Tickets to Movies		124	\$67.87	\$3,946,560
Tickets to Parks or Museums		124	\$40.09	\$2,331,229
Admission to Sporting Events, excl. Trips		125	\$78.85	\$4,585,253
Fees for Recreational Lessons		126	\$180.52	\$10,497,586
Dating Services		151	\$1.06	\$61,791
TV/Video/Audio		121	\$1,478.50	\$85,979,261
Cable and Satellite Television Services		121	\$1,060.96	\$61,697,824
Televisions		120	\$130.55	\$7,591,992
Satellite Dishes		112	\$1.76	\$102,427
VCRs, Video Cameras, and DVD Players		119	\$6.87	\$399,458
Miscellaneous Video Equipment		118	\$30.11	\$1,750,942
Video Cassettes and DVDs		117	\$13.44	\$781,320
Video Game Hardware/Accessories		123	\$34.17	\$1,986,814
Video Game Software		124	\$18.92	\$1,100,312
Rental/Streaming/Downloaded Video		124	\$58.04	\$3,375,310
Installation of Televisions		123	\$1.40	\$81,611
Audio (3)		121	\$118.30	\$6,879,761
Rental and Repair of TV/Radio/Sound Equipment		126	\$3.98	\$231,489
Pets		115	\$761.69	\$44,294,765
Toys/Games/Crafts/Hobbies (4)		119	\$140.64	\$8,178,506
Recreational Vehicles and Fees (5)		118	\$188.17	\$10,942,913
Sports/Recreation/Exercise Equipment (6)		119	\$245.99	\$14,304,922
Photo Equipment and Supplies (7)		125	\$65.01	\$3,780,773
Reading (8)		126	\$134.47	\$7,819,614
Catered Affairs (9)		136	\$36.25	\$2,108,249
<b>Food</b>		122	\$10,784.79	\$627,167,607
Food at Home		121	\$6,271.42	\$364,701,840
Bakery and Cereal Products		121	\$821.15	\$47,752,088
Meats, Poultry, Fish, and Eggs		122	\$1,393.47	\$81,034,268
Dairy Products		120	\$645.13	\$37,516,210
Fruits and Vegetables		123	\$1,247.15	\$72,525,531
Snacks and Other Food at Home (10)		120	\$2,164.53	\$125,873,742
Food Away from Home		123	\$4,513.37	\$262,465,767
Alcoholic Beverages		129	\$742.74	\$43,192,520

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	129	\$27,610.11	\$1,605,610,925
Value of Retirement Plans	124	\$118,057.29	\$6,865,385,704
Value of Other Financial Assets	137	\$7,770.48	\$451,876,673
Vehicle Loan Amount excluding Interest	115	\$3,273.06	\$190,338,313
Value of Credit Card Debt	122	\$2,984.74	\$173,571,640
<b>Health</b>			
Nonprescription Drugs	120	\$172.32	\$10,021,045
Prescription Drugs	118	\$429.51	\$24,977,168
Eyeglasses and Contact Lenses	118	\$106.76	\$6,208,135
<b>Home</b>			
Mortgage Payment and Basics (11)	117	\$11,768.86	\$684,394,664
Maintenance and Remodeling Services	119	\$2,530.96	\$147,182,644
Maintenance and Remodeling Materials (12)	108	\$529.24	\$30,776,741
Utilities, Fuel, and Public Services	119	\$5,797.60	\$337,148,046
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	122	\$122.50	\$7,123,458
Furniture	123	\$755.12	\$43,912,742
Rugs	122	\$39.58	\$2,301,945
Major Appliances (14)	115	\$406.53	\$23,640,915
Housewares (15)	120	\$127.34	\$7,405,481
Small Appliances	123	\$59.54	\$3,462,590
Luggage	126	\$17.66	\$1,027,041
Telephones and Accessories	123	\$92.81	\$5,396,917
<b>Household Operations</b>			
Child Care	123	\$628.14	\$36,528,285
Lawn and Garden (16)	116	\$546.53	\$31,782,345
Moving/Storage/Freight Express	132	\$87.60	\$5,094,291
Housekeeping Supplies (17)	119	\$894.12	\$51,995,926
<b>Insurance</b>			
Owners and Renters Insurance	113	\$656.69	\$38,188,304
Vehicle Insurance	119	\$1,842.65	\$107,155,528
Life/Other Insurance	119	\$547.68	\$31,849,376
Health Insurance	119	\$4,694.55	\$273,002,355
Personal Care Products (18)	122	\$611.69	\$35,571,807
School Books and Supplies (19)	122	\$189.80	\$11,037,537
Smoking Products	120	\$484.86	\$28,196,239
<b>Transportation</b>			
Payments on Vehicles excluding Leases	113	\$2,868.93	\$166,836,638
Gasoline and Motor Oil	117	\$2,671.73	\$155,369,310
Vehicle Maintenance and Repairs	122	\$1,400.56	\$81,446,926
<b>Travel</b>			
Airline Fares	128	\$700.12	\$40,714,018
Lodging on Trips	123	\$764.99	\$44,486,588
Auto/Truck Rental on Trips	126	\$33.06	\$1,922,435
Food and Drink on Trips	123	\$665.94	\$38,726,176

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	15.7%	Population	418,257	414,370
Modest Income Homes (12D)	11.5%	Households	167,044	165,349
Emerald City (8B)	6.4%	Families	92,940	91,715
Social Security Set (9F)	5.7%	Median Age	38.6	39.4
City Strivers (11A)	5.5%	Median Household Income	\$56,408	\$61,244
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		102	\$2,190.83	\$365,965,054
Men's		102	\$421.96	\$70,485,053
Women's		104	\$746.75	\$124,739,322
Children's		97	\$312.57	\$52,213,776
Footwear		104	\$498.56	\$83,281,612
Watches & Jewelry		102	\$141.24	\$23,593,549
Apparel Products and Services (1)		105	\$69.75	\$11,651,741
<b>Computer</b>				
Computers and Hardware for Home Use		105	\$173.63	\$29,004,624
Portable Memory		99	\$4.42	\$738,069
Computer Software		109	\$11.07	\$1,849,350
Computer Accessories		100	\$19.06	\$3,184,686
<b>Entertainment &amp; Recreation</b>		99	\$3,252.74	\$543,351,256
Fees and Admissions		101	\$719.01	\$120,105,872
Membership Fees for Clubs (2)		102	\$241.00	\$40,258,300
Fees for Participant Sports, excl. Trips		98	\$105.22	\$17,576,083
Tickets to Theatre/Operas/Concerts		105	\$78.84	\$13,169,000
Tickets to Movies		101	\$55.41	\$9,256,116
Tickets to Parks or Museums		101	\$32.78	\$5,475,032
Admission to Sporting Events, excl. Trips		101	\$63.84	\$10,664,463
Fees for Recreational Lessons		98	\$141.00	\$23,552,632
Dating Services		131	\$0.92	\$154,247
TV/Video/Audio		103	\$1,257.21	\$210,008,805
Cable and Satellite Television Services		103	\$905.70	\$151,292,075
Televisions		102	\$110.51	\$18,459,851
Satellite Dishes		91	\$1.43	\$239,206
VCRs, Video Cameras, and DVD Players		100	\$5.79	\$967,084
Miscellaneous Video Equipment		100	\$25.49	\$4,258,130
Video Cassettes and DVDs		99	\$11.36	\$1,896,876
Video Game Hardware/Accessories		108	\$29.99	\$5,010,228
Video Game Software		107	\$16.35	\$2,731,688
Rental/Streaming/Downloaded Video		104	\$48.67	\$8,129,668
Installation of Televisions		95	\$1.08	\$180,903
Audio (3)		100	\$97.24	\$16,243,409
Rental and Repair of TV/Radio/Sound Equipment		114	\$3.59	\$599,687
Pets		95	\$625.48	\$104,482,508
Toys/Games/Crafts/Hobbies (4)		100	\$118.02	\$19,714,619
Recreational Vehicles and Fees (5)		91	\$145.20	\$24,254,648
Sports/Recreation/Exercise Equipment (6)		95	\$197.41	\$32,975,669
Photo Equipment and Supplies (7)		102	\$53.29	\$8,901,656
Reading (8)		102	\$108.62	\$18,143,912
Catered Affairs (9)		107	\$28.52	\$4,763,566
<b>Food</b>		101	\$8,979.15	\$1,499,912,387
Food at Home		102	\$5,256.55	\$878,074,608
Bakery and Cereal Products		102	\$690.08	\$115,273,564
Meats, Poultry, Fish, and Eggs		103	\$1,174.45	\$196,185,130
Dairy Products		100	\$538.09	\$89,884,068
Fruits and Vegetables		102	\$1,033.58	\$172,652,551
Snacks and Other Food at Home (10)		101	\$1,820.35	\$304,079,294
Food Away from Home		101	\$3,722.60	\$621,837,779
Alcoholic Beverages		103	\$594.27	\$99,268,632

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	100	\$21,425.24	\$3,578,958,388
Value of Retirement Plans	98	\$93,395.43	\$15,601,146,046
Value of Other Financial Assets	114	\$6,463.12	\$1,079,625,232
Vehicle Loan Amount excluding Interest	97	\$2,783.51	\$464,968,216
Value of Credit Card Debt	101	\$2,471.86	\$412,910,188
<b>Health</b>			
Nonprescription Drugs	101	\$144.84	\$24,193,992
Prescription Drugs	100	\$365.01	\$60,973,525
Eyeglasses and Contact Lenses	98	\$88.32	\$14,753,288
<b>Home</b>			
Mortgage Payment and Basics (11)	92	\$9,276.07	\$1,549,512,418
Maintenance and Remodeling Services	93	\$1,978.03	\$330,417,746
Maintenance and Remodeling Materials (12)	87	\$426.95	\$71,319,216
Utilities, Fuel, and Public Services	101	\$4,931.70	\$823,810,324
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	102	\$102.52	\$17,124,877
Furniture	102	\$626.18	\$104,599,050
Rugs	99	\$32.04	\$5,352,657
Major Appliances (14)	95	\$337.16	\$56,319,834
Housewares (15)	98	\$104.52	\$17,459,330
Small Appliances	102	\$49.80	\$8,318,432
Luggage	102	\$14.26	\$2,381,788
Telephones and Accessories	97	\$73.38	\$12,257,504
<b>Household Operations</b>			
Child Care	99	\$504.81	\$84,325,184
Lawn and Garden (16)	93	\$435.06	\$72,674,117
Moving/Storage/Freight Express	109	\$72.28	\$12,074,193
Housekeeping Supplies (17)	100	\$750.32	\$125,336,515
<b>Insurance</b>			
Owners and Renters Insurance	94	\$545.78	\$91,168,897
Vehicle Insurance	101	\$1,565.85	\$261,566,355
Life/Other Insurance	98	\$449.64	\$75,110,475
Health Insurance	100	\$3,916.68	\$654,257,692
Personal Care Products (18)	102	\$509.15	\$85,050,608
School Books and Supplies (19)	101	\$157.14	\$26,249,886
Smoking Products	108	\$436.25	\$72,872,560
<b>Transportation</b>			
Payments on Vehicles excluding Leases	96	\$2,428.92	\$405,737,013
Gasoline and Motor Oil	99	\$2,264.15	\$378,212,127
Vehicle Maintenance and Repairs	101	\$1,159.79	\$193,736,088
<b>Travel</b>			
Airline Fares	101	\$549.34	\$91,764,215
Lodging on Trips	98	\$607.41	\$101,464,638
Auto/Truck Rental on Trips	99	\$25.91	\$4,328,205
Food and Drink on Trips	99	\$532.22	\$88,904,885

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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 civic 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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

6057 Falls Rd, Baltimore, Maryland, 21209 4  
 6057 Falls Rd, Baltimore, Maryland, 21209  
 Rings: 1, 3, 5 mile radii

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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	514		4,703		16,380							
Total Employees:	6,915		61,595		197,689							
Total Residential Population:	7,152		149,099		418,257							
Employee/Residential Population Ratio (per 100 Residents)	97		41		47							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	1.9%	265	3.8%	40	0.9%	474	0.8%	146	0.9%	1,618	0.8%
Construction	15	2.9%	125	1.8%	153	3.3%	1,131	1.8%	620	3.8%	5,867	3.0%
Manufacturing	12	2.3%	136	2.0%	90	1.9%	1,300	2.1%	272	1.7%	4,291	2.2%
Transportation	8	1.6%	123	1.8%	62	1.3%	570	0.9%	248	1.5%	2,622	1.3%
Communication	12	2.3%	979	14.2%	60	1.3%	1,971	3.2%	149	0.9%	2,697	1.4%
Utility	0	0.0%	0	0.0%	3	0.1%	16	0.0%	21	0.1%	552	0.3%
Wholesale Trade	5	1.0%	66	1.0%	73	1.6%	760	1.2%	251	1.5%	3,656	1.8%
Retail Trade Summary	79	15.4%	792	11.5%	806	17.1%	6,555	10.6%	2,994	18.3%	30,336	15.3%
Home Improvement	1	0.2%	5	0.1%	15	0.3%	164	0.3%	62	0.4%	735	0.4%
General Merchandise Stores	2	0.4%	8	0.1%	28	0.6%	189	0.3%	132	0.8%	1,666	0.8%
Food Stores	7	1.4%	266	3.8%	100	2.1%	1,603	2.6%	372	2.3%	4,840	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.6%	14	0.2%	77	1.6%	401	0.7%	234	1.4%	3,321	1.7%
Apparel & Accessory Stores	8	1.6%	19	0.3%	45	1.0%	197	0.3%	265	1.6%	2,186	1.1%
Furniture & Home Furnishings	9	1.8%	90	1.3%	52	1.1%	313	0.5%	168	1.0%	1,344	0.7%
Eating & Drinking Places	25	4.9%	243	3.5%	246	5.2%	2,296	3.7%	937	5.7%	10,549	5.3%
Miscellaneous Retail	25	4.9%	147	2.1%	243	5.2%	1,392	2.3%	823	5.0%	5,696	2.9%
Finance, Insurance, Real Estate Summary	92	17.9%	981	14.2%	523	11.1%	3,912	6.4%	1,866	11.4%	13,571	6.9%
Banks, Savings & Lending Institutions	8	1.6%	56	0.8%	66	1.4%	485	0.8%	263	1.6%	1,985	1.0%
Securities Brokers	15	2.9%	136	2.0%	66	1.4%	551	0.9%	314	1.9%	2,391	1.2%
Insurance Carriers & Agents	7	1.4%	67	1.0%	63	1.3%	394	0.6%	276	1.7%	1,948	1.0%
Real Estate, Holding, Other Investment Offices	62	12.1%	722	10.4%	328	7.0%	2,480	4.0%	1,014	6.2%	7,247	3.7%
Services Summary	186	36.2%	3,375	48.8%	2,287	48.6%	42,882	69.6%	7,533	46.0%	122,352	61.9%
Hotels & Lodging	2	0.4%	43	0.6%	22	0.5%	790	1.3%	56	0.3%	1,785	0.9%
Automotive Services	8	1.6%	49	0.7%	121	2.6%	727	1.2%	392	2.4%	2,483	1.3%
Motion Pictures & Amusements	12	2.3%	244	3.5%	104	2.2%	1,470	2.4%	346	2.1%	3,476	1.8%
Health Services	34	6.6%	848	12.3%	469	10.0%	20,320	33.0%	1,384	8.4%	36,976	18.7%
Legal Services	11	2.1%	616	8.9%	128	2.7%	1,267	2.1%	546	3.3%	4,029	2.0%
Education Institutions & Libraries	11	2.1%	498	7.2%	141	3.0%	5,147	8.4%	443	2.7%	27,489	13.9%
Other Services	107	20.8%	1,078	15.6%	1,301	27.7%	13,163	21.4%	4,366	26.7%	46,114	23.3%
Government	0	0.0%	0	0.0%	46	1.0%	1,675	2.7%	222	1.4%	8,946	4.5%
Unclassified Establishments	95	18.5%	73	1.1%	562	11.9%	349	0.6%	2,059	12.6%	1,181	0.6%
Totals	514	100.0%	6,915	100.0%	4,703	100.0%	61,595	100.0%	16,380	100.0%	197,689	100.0%

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



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.0%	4	0.0%	21	0.1%	356	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	8	0.0%
Construction	20	3.9%	168	2.4%	168	3.6%	1,324	2.1%	678	4.1%	6,529	3.3%
Manufacturing	13	2.5%	139	2.0%	91	1.9%	1,086	1.8%	293	1.8%	3,908	2.0%
Wholesale Trade	4	0.8%	56	0.8%	67	1.4%	729	1.2%	231	1.4%	3,558	1.8%
Retail Trade	53	10.3%	551	8.0%	537	11.4%	4,097	6.7%	1,962	12.0%	19,111	9.7%
Motor Vehicle & Parts Dealers	1	0.2%	7	0.1%	57	1.2%	314	0.5%	160	1.0%	3,004	1.5%
Furniture & Home Furnishings Stores	5	1.0%	55	0.8%	18	0.4%	110	0.2%	73	0.4%	671	0.3%
Electronics & Appliance Stores	3	0.6%	35	0.5%	31	0.7%	188	0.3%	74	0.5%	636	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	5	0.1%	15	0.3%	164	0.3%	62	0.4%	735	0.4%
Food & Beverage Stores	7	1.4%	268	3.9%	104	2.2%	1,556	2.5%	379	2.3%	4,532	2.3%
Health & Personal Care Stores	4	0.8%	37	0.5%	61	1.3%	417	0.7%	227	1.4%	1,602	0.8%
Gasoline Stations	2	0.4%	7	0.1%	19	0.4%	87	0.1%	75	0.5%	316	0.2%
Clothing & Clothing Accessories Stores	10	1.9%	24	0.3%	59	1.3%	237	0.4%	327	2.0%	2,683	1.4%
Sport Goods, Hobby, Book, & Music Stores	6	1.2%	55	0.8%	33	0.7%	303	0.5%	119	0.7%	956	0.5%
General Merchandise Stores	2	0.4%	8	0.1%	28	0.6%	189	0.3%	132	0.8%	1,666	0.8%
Miscellaneous Store Retailers	11	2.1%	42	0.6%	96	2.0%	459	0.7%	287	1.8%	2,019	1.0%
Nonstore Retailers	1	0.2%	8	0.1%	15	0.3%	72	0.1%	46	0.3%	290	0.1%
Transportation & Warehousing	7	1.4%	124	1.8%	48	1.0%	506	0.8%	211	1.3%	2,489	1.3%
Information	16	3.1%	1,104	16.0%	125	2.7%	2,806	4.6%	352	2.1%	6,020	3.0%
Finance & Insurance	32	6.2%	261	3.8%	202	4.3%	1,447	2.3%	882	5.4%	6,457	3.3%
Central Bank/Credit Intermediation & Related Activities	8	1.6%	56	0.8%	68	1.4%	490	0.8%	274	1.7%	2,015	1.0%
Securities, Commodity Contracts & Other Financial	17	3.3%	138	2.0%	71	1.5%	562	0.9%	332	2.0%	2,494	1.3%
Insurance Carriers & Related Activities; Funds, Trusts &	7	1.4%	67	1.0%	63	1.3%	394	0.6%	276	1.7%	1,948	1.0%
Real Estate, Rental & Leasing	51	9.9%	589	8.5%	335	7.1%	2,338	3.8%	996	6.1%	6,627	3.4%
Professional, Scientific & Tech Services	59	11.5%	1,206	17.4%	533	11.3%	4,845	7.9%	1,847	11.3%	17,958	9.1%
Legal Services	14	2.7%	632	9.1%	141	3.0%	1,326	2.2%	610	3.7%	4,407	2.2%
Management of Companies & Enterprises	9	1.8%	107	1.5%	16	0.3%	167	0.3%	59	0.4%	559	0.3%
Administrative & Support & Waste Management & Remediation	16	3.1%	124	1.8%	168	3.6%	1,158	1.9%	588	3.6%	8,865	4.5%
Educational Services	14	2.7%	514	7.4%	157	3.3%	5,229	8.5%	491	3.0%	27,269	13.8%
Health Care & Social Assistance	42	8.2%	966	14.0%	658	14.0%	23,339	37.9%	1,993	12.2%	45,092	22.8%
Arts, Entertainment & Recreation	9	1.8%	232	3.4%	80	1.7%	1,361	2.2%	280	1.7%	3,665	1.9%
Accommodation & Food Services	26	5.1%	286	4.1%	279	5.9%	3,204	5.2%	1,030	6.3%	12,701	6.4%
Accommodation	2	0.4%	43	0.6%	22	0.5%	790	1.3%	56	0.3%	1,785	0.9%
Food Services & Drinking Places	25	4.9%	243	3.5%	256	5.4%	2,415	3.9%	974	5.9%	10,916	5.5%
Other Services (except Public Administration)	47	9.1%	417	6.0%	629	13.4%	5,930	9.6%	2,182	13.3%	16,382	8.3%
Automotive Repair & Maintenance	6	1.2%	31	0.4%	85	1.8%	568	0.9%	288	1.8%	1,870	0.9%
Public Administration	0	0.0%	0	0.0%	46	1.0%	1,675	2.7%	222	1.4%	8,946	4.5%
Unclassified Establishments	95	18.5%	73	1.1%	562	11.9%	349	0.6%	2,059	12.6%	1,181	0.6%
<b>Total</b>	<b>514</b>	<b>100.0%</b>	<b>6,915</b>	<b>100.0%</b>	<b>4,703</b>	<b>100.0%</b>	<b>61,595</b>	<b>100.0%</b>	<b>16,380</b>	<b>100.0%</b>	<b>197,689</b>	<b>100.0%</b>

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