

6218 Reisterstown Rd, Baltimore, Maryland, 21215
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.35384
 Longitude: -76.69914

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	24,629	161,454	394,222
2010 Total Population	23,892	158,072	386,388
2019 Total Population	23,327	156,564	382,078
2019 Group Quarters	216	2,153	14,382
2024 Total Population	22,837	155,069	377,984
2019-2024 Annual Rate	-0.42%	-0.19%	-0.22%
2019 Total Daytime Population	28,938	147,055	380,103
Workers	15,342	61,512	178,088
Residents	13,596	85,543	202,015
Household Summary			
2000 Households	10,082	65,134	157,899
2000 Average Household Size	2.42	2.44	2.42
2010 Households	9,834	64,467	154,047
2010 Average Household Size	2.41	2.42	2.42
2019 Households	9,614	63,649	151,625
2019 Average Household Size	2.40	2.43	2.43
2024 Households	9,399	62,898	149,615
2024 Average Household Size	2.41	2.43	2.43
2019-2024 Annual Rate	-0.45%	-0.24%	-0.27%
2010 Families	5,726	38,663	90,250
2010 Average Family Size	3.20	3.11	3.11
2019 Families	5,575	37,984	88,256
2019 Average Family Size	3.22	3.14	3.14
2024 Families	5,450	37,496	86,982
2024 Average Family Size	3.22	3.15	3.15
2019-2024 Annual Rate	-0.45%	-0.26%	-0.29%
Housing Unit Summary			
2000 Housing Units	10,757	70,788	175,682
Owner Occupied Housing Units	49.0%	52.5%	50.2%
Renter Occupied Housing Units	44.8%	39.6%	39.7%
Vacant Housing Units	6.3%	8.0%	10.1%
2010 Housing Units	10,626	71,863	175,089
Owner Occupied Housing Units	48.0%	50.3%	48.5%
Renter Occupied Housing Units	44.5%	39.4%	39.5%
Vacant Housing Units	7.5%	10.3%	12.0%
2019 Housing Units	10,654	72,709	177,244
Owner Occupied Housing Units	48.4%	50.8%	48.5%
Renter Occupied Housing Units	41.8%	36.7%	37.1%
Vacant Housing Units	9.8%	12.5%	14.5%
2024 Housing Units	10,581	72,863	177,592
Owner Occupied Housing Units	48.4%	51.2%	48.7%
Renter Occupied Housing Units	40.5%	35.1%	35.6%
Vacant Housing Units	11.2%	13.7%	15.8%
Median Household Income			
2019	\$44,070	\$54,908	\$56,369
2024	\$46,457	\$59,792	\$61,637
Median Home Value			
2019	\$156,899	\$212,904	\$220,982
2024	\$182,376	\$253,431	\$257,655
Per Capita Income			
2019	\$25,954	\$32,767	\$34,055
2024	\$28,435	\$36,732	\$37,919
Median Age			
2010	40.4	40.4	37.8
2019	41.5	41.6	39.1
2024	41.9	41.9	39.7

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

Source: 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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2019 Households by Income			
Household Income Base	9,614	63,649	151,620
<\$15,000	19.0%	13.3%	13.4%
\$15,000 - \$24,999	9.9%	9.2%	8.8%
\$25,000 - \$34,999	10.5%	9.5%	9.0%
\$35,000 - \$49,999	15.6%	13.5%	13.3%
\$50,000 - \$74,999	15.3%	16.9%	16.5%
\$75,000 - \$99,999	9.3%	11.5%	11.1%
\$100,000 - \$149,999	13.2%	14.1%	14.4%
\$150,000 - \$199,999	4.6%	5.8%	6.2%
\$200,000+	2.7%	6.2%	7.2%
Average Household Income	\$63,795	\$80,514	\$85,519
2024 Households by Income			
Household Income Base	9,399	62,898	149,610
<\$15,000	17.8%	12.0%	12.1%
\$15,000 - \$24,999	9.4%	8.2%	7.7%
\$25,000 - \$34,999	10.7%	9.2%	8.8%
\$35,000 - \$49,999	14.9%	12.8%	12.6%
\$50,000 - \$74,999	14.9%	16.3%	15.9%
\$75,000 - \$99,999	9.6%	12.0%	11.6%
\$100,000 - \$149,999	14.2%	15.4%	15.7%
\$150,000 - \$199,999	5.5%	6.9%	7.4%
\$200,000+	3.0%	7.3%	8.3%
Average Household Income	\$69,895	\$90,477	\$95,497
2019 Owner Occupied Housing Units by Value			
Total	5,157	36,967	85,940
<\$50,000	3.7%	3.3%	3.6%
\$50,000 - \$99,999	17.7%	11.4%	12.9%
\$100,000 - \$149,999	25.9%	15.3%	13.2%
\$150,000 - \$199,999	19.0%	16.5%	14.5%
\$200,000 - \$249,999	10.4%	13.5%	13.6%
\$250,000 - \$299,999	8.6%	11.1%	10.9%
\$300,000 - \$399,999	8.4%	13.2%	12.9%
\$400,000 - \$499,999	2.2%	6.7%	6.5%
\$500,000 - \$749,999	3.5%	6.7%	7.3%
\$750,000 - \$999,999	0.0%	1.1%	2.3%
\$1,000,000 - \$1,499,999	0.2%	0.8%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.3%	0.2%	0.5%
Average Home Value	\$196,757	\$263,593	\$288,146
2024 Owner Occupied Housing Units by Value			
Total	5,117	37,293	86,392
<\$50,000	3.2%	2.7%	3.0%
\$50,000 - \$99,999	14.2%	9.3%	10.8%
\$100,000 - \$149,999	21.3%	11.5%	10.2%
\$150,000 - \$199,999	17.4%	13.3%	11.7%
\$200,000 - \$249,999	10.7%	12.5%	12.6%
\$250,000 - \$299,999	10.6%	12.2%	11.6%
\$300,000 - \$399,999	11.3%	15.9%	15.5%
\$400,000 - \$499,999	3.1%	8.9%	8.3%
\$500,000 - \$749,999	7.3%	10.5%	10.4%
\$750,000 - \$999,999	0.0%	1.9%	3.3%
\$1,000,000 - \$1,499,999	0.3%	1.0%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.5%	0.2%	0.6%
Average Home Value	\$235,663	\$306,831	\$328,773

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

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

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2010 Population by Age			
Total	23,892	158,074	386,386
0 - 4	6.7%	6.6%	6.3%
5 - 9	6.2%	5.9%	5.8%
10 - 14	6.3%	6.0%	5.9%
15 - 24	13.6%	13.0%	15.7%
25 - 34	11.4%	12.5%	13.0%
35 - 44	10.8%	11.7%	12.0%
45 - 54	13.5%	14.0%	14.1%
55 - 64	13.2%	13.2%	12.5%
65 - 74	8.7%	8.4%	7.4%
75 - 84	6.2%	6.0%	5.0%
85 +	3.3%	2.9%	2.4%
18 +	76.4%	77.6%	78.1%
2019 Population by Age			
Total	23,326	156,564	382,078
0 - 4	6.2%	6.0%	5.6%
5 - 9	6.3%	6.0%	5.7%
10 - 14	6.2%	6.0%	5.8%
15 - 24	11.7%	10.9%	13.9%
25 - 34	12.6%	13.4%	14.0%
35 - 44	10.3%	11.2%	11.4%
45 - 54	11.0%	11.6%	11.7%
55 - 64	13.8%	13.7%	13.3%
65 - 74	11.4%	11.3%	10.3%
75 - 84	6.7%	6.4%	5.5%
85 +	3.8%	3.4%	2.8%
18 +	78.0%	78.7%	79.6%
2024 Population by Age			
Total	22,837	155,068	377,984
0 - 4	6.3%	6.1%	5.7%
5 - 9	6.0%	5.8%	5.5%
10 - 14	6.1%	6.0%	5.6%
15 - 24	11.2%	10.7%	13.6%
25 - 34	12.3%	12.8%	13.6%
35 - 44	11.4%	12.1%	12.2%
45 - 54	10.3%	11.0%	11.0%
55 - 64	12.5%	12.6%	12.3%
65 - 74	12.5%	11.7%	10.9%
75 - 84	7.6%	7.6%	6.7%
85 +	3.8%	3.6%	2.9%
18 +	78.2%	78.7%	79.9%
2010 Population by Sex			
Males	10,922	71,869	176,911
Females	12,970	86,203	209,477
2019 Population by Sex			
Males	10,680	71,345	175,308
Females	12,647	85,219	206,770
2024 Population by Sex			
Males	10,500	70,894	173,976
Females	12,338	84,175	204,008

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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2010 Population by Race/Ethnicity			
Total	23,891	158,072	386,388
White Alone	32.5%	28.9%	30.9%
Black Alone	61.5%	65.8%	62.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	2.2%	3.3%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	2.6%	1.1%	1.0%
Two or More Races	1.7%	1.7%	2.0%
Hispanic Origin	4.6%	2.6%	2.7%
Diversity Index	55.8	51.0	53.9
2019 Population by Race/Ethnicity			
Total	23,324	156,564	382,079
White Alone	30.9%	27.5%	29.2%
Black Alone	61.9%	65.9%	62.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	2.8%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.3%	1.4%	1.3%
Two or More Races	2.0%	2.0%	2.3%
Hispanic Origin	6.0%	3.5%	3.7%
Diversity Index	57.5	52.3	55.3
2024 Population by Race/Ethnicity			
Total	22,837	155,069	377,984
White Alone	30.2%	26.5%	28.0%
Black Alone	61.7%	66.1%	63.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	3.3%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.9%	1.6%	1.5%
Two or More Races	2.2%	2.3%	2.6%
Hispanic Origin	7.2%	4.1%	4.4%
Diversity Index	59.1	53.3	56.2
2010 Population by Relationship and Household Type			
Total	23,892	158,072	386,388
In Households	99.1%	98.7%	96.4%
In Family Households	79.5%	79.0%	75.6%
Householder	23.8%	24.4%	23.4%
Spouse	13.2%	13.6%	12.6%
Child	33.9%	32.4%	31.0%
Other relative	5.9%	5.8%	5.7%
Nonrelative	2.7%	2.9%	2.9%
In Nonfamily Households	19.6%	19.6%	20.8%
In Group Quarters	0.9%	1.3%	3.6%
Institutionalized Population	0.6%	0.9%	1.0%
Noninstitutionalized Population	0.3%	0.4%	2.6%

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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2019 Population 25+ by Educational Attainment			
Total	16,238	111,174	263,441
Less than 9th Grade	4.6%	3.6%	3.3%
9th - 12th Grade, No Diploma	7.6%	7.2%	7.5%
High School Graduate	25.5%	22.9%	22.7%
GED/Alternative Credential	4.7%	3.6%	3.6%
Some College, No Degree	21.2%	20.4%	19.9%
Associate Degree	6.2%	6.3%	6.2%
Bachelor's Degree	18.1%	19.4%	19.3%
Graduate/Professional Degree	12.2%	16.6%	17.6%
2019 Population 15+ by Marital Status			
Total	18,979	128,275	316,704
Never Married	40.3%	40.7%	44.9%
Married	37.5%	38.7%	36.8%
Widowed	10.4%	8.9%	7.4%
Divorced	11.7%	11.6%	10.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.6%	94.0%	94.3%
Civilian Unemployed (Unemployment Rate)	7.4%	6.0%	5.7%
2019 Employed Population 16+ by Industry			
Total	9,973	72,573	183,924
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.9%	4.3%	3.7%
Manufacturing	3.4%	3.8%	3.7%
Wholesale Trade	1.9%	1.4%	1.4%
Retail Trade	11.0%	8.0%	8.1%
Transportation/Utilities	7.2%	7.1%	6.9%
Information	1.1%	1.7%	2.0%
Finance/Insurance/Real Estate	4.6%	6.0%	6.7%
Services	56.2%	56.8%	56.9%
Public Administration	8.7%	10.7%	10.5%
2019 Employed Population 16+ by Occupation			
Total	9,972	72,570	183,924
White Collar	62.6%	66.1%	67.0%
Management/Business/Financial	9.5%	13.0%	13.8%
Professional	25.7%	29.8%	29.7%
Sales	10.2%	8.3%	8.5%
Administrative Support	17.2%	15.0%	14.9%
Services	21.9%	18.9%	19.1%
Blue Collar	15.5%	15.0%	13.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.9%	2.6%	2.3%
Installation/Maintenance/Repair	3.3%	3.0%	2.4%
Production	2.0%	2.5%	2.6%
Transportation/Material Moving	6.2%	6.9%	6.6%
2010 Population By Urban/ Rural Status			
Total Population	23,892	158,072	386,388
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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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2010 Households by Type			
Total	9,833	64,467	154,047
Households with 1 Person	36.9%	34.0%	33.8%
Households with 2+ People	63.1%	66.0%	66.2%
Family Households	58.2%	60.0%	58.6%
Husband-wife Families	32.4%	33.3%	31.7%
With Related Children	13.9%	13.5%	13.1%
Other Family (No Spouse Present)	25.9%	26.7%	26.9%
Other Family with Male Householder	5.1%	5.1%	5.1%
With Related Children	2.4%	2.5%	2.5%
Other Family with Female Householder	20.7%	21.6%	21.7%
With Related Children	11.7%	13.0%	13.5%
Nonfamily Households	4.9%	6.1%	7.7%
All Households with Children	28.5%	29.6%	29.6%
Multigenerational Households	5.5%	6.3%	6.2%
Unmarried Partner Households	5.2%	6.0%	6.8%
Male-female	4.7%	5.2%	5.9%
Same-sex	0.5%	0.8%	1.0%
2010 Households by Size			
Total	9,835	64,466	154,048
1 Person Household	36.9%	34.0%	33.8%
2 Person Household	28.0%	30.0%	30.0%
3 Person Household	14.2%	15.6%	15.7%
4 Person Household	9.6%	10.4%	10.7%
5 Person Household	5.1%	5.2%	5.3%
6 Person Household	3.2%	2.5%	2.4%
7 + Person Household	3.1%	2.3%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	9,834	64,467	154,047
Owner Occupied	51.9%	56.1%	55.2%
Owned with a Mortgage/Loan	38.0%	40.6%	41.2%
Owned Free and Clear	13.8%	15.4%	14.0%
Renter Occupied	48.1%	43.9%	44.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,626	71,863	175,089
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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.	Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
2.	Social Security Set (9F)	Modest Income Homes (12D)	Modest Income Homes (12D)
3.	Retirement Communities (9E)	Parks and Rec (5C)	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$15,244,936	\$126,171,041	\$321,117,404
Average Spent	\$1,585.70	\$1,982.29	\$2,117.84
Spending Potential Index	74	93	99
Education: Total \$	\$10,909,828	\$92,057,056	\$238,208,899
Average Spent	\$1,134.79	\$1,446.32	\$1,571.04
Spending Potential Index	71	91	99
Entertainment/Recreation: Total \$	\$22,761,058	\$189,999,564	\$479,629,768
Average Spent	\$2,367.49	\$2,985.11	\$3,163.26
Spending Potential Index	72	91	97
Food at Home: Total \$	\$37,499,174	\$307,095,285	\$774,392,834
Average Spent	\$3,900.48	\$4,824.82	\$5,107.29
Spending Potential Index	75	93	99
Food Away from Home: Total \$	\$25,838,864	\$215,422,394	\$547,303,131
Average Spent	\$2,687.63	\$3,384.54	\$3,609.58
Spending Potential Index	73	92	98
Health Care: Total \$	\$42,581,381	\$351,614,117	\$874,799,790
Average Spent	\$4,429.10	\$5,524.27	\$5,769.50
Spending Potential Index	75	93	97
HH Furnishings & Equipment: Total \$	\$14,646,475	\$123,370,321	\$311,915,698
Average Spent	\$1,523.45	\$1,938.29	\$2,057.15
Spending Potential Index	71	91	96
Personal Care Products & Services: Total \$	\$6,290,325	\$52,430,336	\$132,098,570
Average Spent	\$654.29	\$823.74	\$871.22
Spending Potential Index	74	93	98
Shelter: Total \$	\$135,818,309	\$1,113,589,008	\$2,825,549,234
Average Spent	\$14,127.14	\$17,495.78	\$18,635.11
Spending Potential Index	76	95	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,758,697	\$146,209,966	\$366,275,181
Average Spent	\$1,847.17	\$2,297.13	\$2,415.66
Spending Potential Index	74	93	97
Travel: Total \$	\$15,151,389	\$128,613,433	\$325,625,282
Average Spent	\$1,575.97	\$2,020.67	\$2,147.57
Spending Potential Index	70	90	96
Vehicle Maintenance & Repairs: Total \$	\$8,211,141	\$67,671,253	\$170,637,657
Average Spent	\$854.08	\$1,063.19	\$1,125.39
Spending Potential Index	75	93	98

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.

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	37.1%	Population	23,327	22,837
Social Security Set (9F)	16.7%	Households	9,614	9,399
Retirement Communities (9E)	11.5%	Families	5,575	5,450
Golden Years (9B)	9.9%	Median Age	41.5	41.9
City Strivers (11A)	9.2%	Median Household Income	\$44,070	\$46,457
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,585.70	\$15,244,936
Men's		74	\$304.53	\$2,927,791
Women's		75	\$543.44	\$5,224,620
Children's		68	\$220.14	\$2,116,418
Footwear		76	\$364.82	\$3,507,348
Watches & Jewelry		73	\$101.42	\$975,018
Apparel Products and Services (1)		77	\$51.36	\$493,742
Computer				
Computers and Hardware for Home Use		75	\$124.44	\$1,196,405
Portable Memory		70	\$3.12	\$29,977
Computer Software		78	\$7.89	\$75,837
Computer Accessories		74	\$13.99	\$134,480
Entertainment & Recreation		72	\$2,367.49	\$22,761,058
Fees and Admissions		72	\$510.12	\$4,904,298
Membership Fees for Clubs (2)		72	\$169.92	\$1,633,638
Fees for Participant Sports, excl. Trips		71	\$75.85	\$729,234
Tickets to Theatre/Operas/Concerts		75	\$56.51	\$543,254
Tickets to Movies		71	\$39.16	\$376,475
Tickets to Parks or Museums		73	\$23.66	\$227,428
Admission to Sporting Events, excl. Trips		73	\$46.31	\$445,225
Fees for Recreational Lessons		68	\$98.02	\$942,378
Dating Services		99	\$0.69	\$6,667
TV/Video/Audio		77	\$939.62	\$9,033,521
Cable and Satellite Television Services		78	\$686.89	\$6,603,713
Televisions		74	\$80.47	\$773,602
Satellite Dishes		65	\$1.02	\$9,803
VCRs, Video Cameras, and DVD Players		71	\$4.10	\$39,390
Miscellaneous Video Equipment		74	\$18.88	\$181,499
Video Cassettes and DVDs		72	\$8.26	\$79,376
Video Game Hardware/Accessories		76	\$21.07	\$202,573
Video Game Software		76	\$11.53	\$110,829
Rental/Streaming/Downloaded Video		74	\$34.69	\$333,508
Installation of Televisions		71	\$0.81	\$7,746
Audio (3)		71	\$69.25	\$665,809
Rental and Repair of TV/Radio/Sound Equipment		85	\$2.67	\$25,673
Pets		69	\$457.08	\$4,394,406
Toys/Games/Crafts/Hobbies (4)		72	\$84.44	\$811,795
Recreational Vehicles and Fees (5)		63	\$100.32	\$964,434
Sports/Recreation/Exercise Equipment (6)		66	\$137.62	\$1,323,033
Photo Equipment and Supplies (7)		73	\$38.11	\$366,424
Reading (8)		75	\$80.11	\$770,209
Catered Affairs (9)		75	\$20.07	\$192,937
Food		74	\$6,588.10	\$63,338,038
Food at Home		75	\$3,900.48	\$37,499,174
Bakery and Cereal Products		76	\$512.94	\$4,931,394
Meats, Poultry, Fish, and Eggs		77	\$875.10	\$8,413,201
Dairy Products		75	\$399.37	\$3,839,532
Fruits and Vegetables		75	\$765.03	\$7,355,007
Snacks and Other Food at Home (10)		75	\$1,348.04	\$12,960,040
Food Away from Home		73	\$2,687.63	\$25,838,864
Alcoholic Beverages		74	\$425.77	\$4,093,382

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$15,581.97	\$149,805,012
Value of Retirement Plans	72	\$68,281.14	\$656,454,853
Value of Other Financial Assets	88	\$5,003.29	\$48,101,618
Vehicle Loan Amount excluding Interest	70	\$2,003.21	\$19,258,854
Value of Credit Card Debt	75	\$1,825.50	\$17,550,361
Health			
Nonprescription Drugs	77	\$110.25	\$1,059,973
Prescription Drugs	77	\$281.62	\$2,707,484
Eyeglasses and Contact Lenses	72	\$65.31	\$627,897
Home			
Mortgage Payment and Basics (11)	66	\$6,639.27	\$63,829,943
Maintenance and Remodeling Services	67	\$1,426.31	\$13,712,578
Maintenance and Remodeling Materials (12)	64	\$311.77	\$2,997,375
Utilities, Fuel, and Public Services	75	\$3,661.71	\$35,203,704
Household Furnishings and Equipment			
Household Textiles (13)	75	\$75.27	\$723,656
Furniture	74	\$453.21	\$4,357,116
Rugs	71	\$23.13	\$222,353
Major Appliances (14)	69	\$245.45	\$2,359,797
Housewares (15)	72	\$76.20	\$732,564
Small Appliances	74	\$36.11	\$347,203
Luggage	72	\$10.13	\$97,364
Telephones and Accessories	67	\$50.30	\$483,604
Household Operations			
Child Care	68	\$345.39	\$3,320,572
Lawn and Garden (16)	68	\$317.61	\$3,053,549
Moving/Storage/Freight Express	79	\$52.54	\$505,166
Housekeeping Supplies (17)	75	\$562.06	\$5,403,687
Insurance			
Owners and Renters Insurance	71	\$409.37	\$3,935,671
Vehicle Insurance	75	\$1,153.13	\$11,086,190
Life/Other Insurance	73	\$334.36	\$3,214,571
Health Insurance	75	\$2,936.43	\$28,230,885
Personal Care Products (18)	75	\$373.79	\$3,593,615
School Books and Supplies (19)	71	\$110.15	\$1,058,997
Smoking Products	82	\$331.20	\$3,184,201
Transportation			
Payments on Vehicles excluding Leases	69	\$1,758.13	\$16,902,658
Gasoline and Motor Oil	72	\$1,647.42	\$15,838,292
Vehicle Maintenance and Repairs	75	\$854.08	\$8,211,141
Travel			
Airline Fares	71	\$388.97	\$3,739,546
Lodging on Trips	70	\$434.45	\$4,176,780
Auto/Truck Rental on Trips	69	\$18.18	\$174,826
Food and Drink on Trips	70	\$380.41	\$3,657,238

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6218 Reisterstown Rd, Baltimore, Maryland, 21215
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.35384
 Longitude: -76.69914

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	26.9%	Population	156,564	155,069
Modest Income Homes (12D)	12.2%	Households	63,649	62,898
Parks and Rec (5C)	8.7%	Families	37,984	37,496
Retirement Communities (9E)	7.5%	Median Age	41.6	41.9
Golden Years (9B)	5.8%	Median Household Income	\$54,908	\$59,792
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$1,982.29	\$126,171,041
Men's		91	\$377.23	\$24,010,435
Women's		94	\$680.65	\$43,322,797
Children's		87	\$281.85	\$17,939,748
Footwear		94	\$449.85	\$28,632,603
Watches & Jewelry		94	\$129.56	\$8,246,267
Apparel Products and Services (1)		95	\$63.15	\$4,019,191
Computer				
Computers and Hardware for Home Use		94	\$155.38	\$9,890,046
Portable Memory		90	\$4.01	\$254,970
Computer Software		97	\$9.85	\$626,828
Computer Accessories		92	\$17.52	\$1,115,068
Entertainment & Recreation		91	\$2,985.11	\$189,999,564
Fees and Admissions		92	\$653.17	\$41,573,421
Membership Fees for Clubs (2)		92	\$218.48	\$13,905,901
Fees for Participant Sports, excl. Trips		92	\$98.32	\$6,257,927
Tickets to Theatre/Operas/Concerts		94	\$70.96	\$4,516,300
Tickets to Movies		90	\$49.29	\$3,137,156
Tickets to Parks or Museums		92	\$29.79	\$1,896,338
Admission to Sporting Events, excl. Trips		93	\$58.77	\$3,740,609
Fees for Recreational Lessons		88	\$126.73	\$8,066,393
Dating Services		119	\$0.83	\$52,796
TV/Video/Audio		95	\$1,162.02	\$73,961,684
Cable and Satellite Television Services		96	\$843.47	\$53,685,861
Televisions		93	\$100.57	\$6,401,387
Satellite Dishes		84	\$1.32	\$84,047
VCRs, Video Cameras, and DVD Players		91	\$5.26	\$334,679
Miscellaneous Video Equipment		95	\$24.07	\$1,531,716
Video Cassettes and DVDs		91	\$10.45	\$664,902
Video Game Hardware/Accessories		95	\$26.47	\$1,684,490
Video Game Software		94	\$14.36	\$913,784
Rental/Streaming/Downloaded Video		93	\$43.58	\$2,773,522
Installation of Televisions		89	\$1.02	\$64,829
Audio (3)		90	\$88.25	\$5,617,066
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.23	\$205,399
Pets		88	\$580.72	\$36,962,191
Toys/Games/Crafts/Hobbies (4)		90	\$106.65	\$6,788,348
Recreational Vehicles and Fees (5)		81	\$129.42	\$8,237,670
Sports/Recreation/Exercise Equipment (6)		87	\$180.88	\$11,513,089
Photo Equipment and Supplies (7)		92	\$47.90	\$3,049,028
Reading (8)		93	\$99.76	\$6,349,614
Catered Affairs (9)		92	\$24.58	\$1,564,520
Food		93	\$8,209.36	\$522,517,679
Food at Home		93	\$4,824.82	\$307,095,285
Bakery and Cereal Products		93	\$633.27	\$40,307,114
Meats, Poultry, Fish, and Eggs		94	\$1,076.95	\$68,546,760
Dairy Products		92	\$493.43	\$31,406,280
Fruits and Vegetables		93	\$946.50	\$60,243,551
Snacks and Other Food at Home (10)		93	\$1,674.68	\$106,591,580
Food Away from Home		92	\$3,384.54	\$215,422,394
Alcoholic Beverages		93	\$538.19	\$34,255,451

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	93	\$19,853.05	\$1,263,627,070
Value of Retirement Plans	93	\$88,263.85	\$5,617,905,561
Value of Other Financial Assets	107	\$6,084.33	\$387,261,549
Vehicle Loan Amount excluding Interest	91	\$2,586.65	\$164,637,609
Value of Credit Card Debt	94	\$2,286.64	\$145,542,188
Health			
Nonprescription Drugs	95	\$136.40	\$8,681,912
Prescription Drugs	95	\$348.41	\$22,175,747
Eyeglasses and Contact Lenses	91	\$82.02	\$5,220,470
Home			
Mortgage Payment and Basics (11)	87	\$8,762.45	\$557,721,043
Maintenance and Remodeling Services	88	\$1,877.55	\$119,504,201
Maintenance and Remodeling Materials (12)	84	\$409.03	\$26,034,641
Utilities, Fuel, and Public Services	94	\$4,568.19	\$290,760,593
Household Furnishings and Equipment			
Household Textiles (13)	94	\$93.94	\$5,979,431
Furniture	93	\$572.09	\$36,412,879
Rugs	90	\$29.07	\$1,850,182
Major Appliances (14)	89	\$315.59	\$20,086,853
Housewares (15)	91	\$96.30	\$6,129,702
Small Appliances	92	\$44.82	\$2,852,815
Luggage	92	\$12.90	\$821,342
Telephones and Accessories	87	\$65.75	\$4,184,862
Household Operations			
Child Care	89	\$453.44	\$28,861,174
Lawn and Garden (16)	88	\$412.69	\$26,267,408
Moving/Storage/Freight Express	98	\$65.40	\$4,162,624
Housekeeping Supplies (17)	93	\$695.32	\$44,256,630
Insurance			
Owners and Renters Insurance	91	\$525.58	\$33,452,615
Vehicle Insurance	93	\$1,440.63	\$91,694,690
Life/Other Insurance	92	\$424.79	\$27,037,346
Health Insurance	93	\$3,666.57	\$233,373,201
Personal Care Products (18)	93	\$466.86	\$29,714,943
School Books and Supplies (19)	90	\$140.25	\$8,926,618
Smoking Products	98	\$397.44	\$25,296,846
Transportation			
Payments on Vehicles excluding Leases	89	\$2,259.06	\$143,787,001
Gasoline and Motor Oil	91	\$2,085.02	\$132,709,325
Vehicle Maintenance and Repairs	93	\$1,063.19	\$67,671,253
Travel			
Airline Fares	91	\$496.05	\$31,573,345
Lodging on Trips	90	\$559.95	\$35,640,421
Auto/Truck Rental on Trips	89	\$23.41	\$1,489,903
Food and Drink on Trips	90	\$486.78	\$30,983,366

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6218 Reisterstown Rd, Baltimore, Maryland, 21215
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.35384
 Longitude: -76.69914

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	17.1%	Population	382,078	377,984
Modest Income Homes (12D)	13.4%	Households	151,625	149,615
Parks and Rec (5C)	7.7%	Families	88,256	86,982
Emerald City (8B)	5.5%	Median Age	39.1	39.7
Golden Years (9B)	4.9%	Median Household Income	\$56,369	\$61,637
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,117.84	\$321,117,404
Men's		98	\$405.61	\$61,500,402
Women's		100	\$722.94	\$109,615,781
Children's		94	\$304.02	\$46,096,282
Footwear		100	\$480.93	\$72,920,988
Watches & Jewelry		100	\$137.44	\$20,839,144
Apparel Products and Services (1)		101	\$66.91	\$10,144,806
Computer				
Computers and Hardware for Home Use		101	\$167.13	\$25,341,158
Portable Memory		96	\$4.29	\$650,674
Computer Software		105	\$10.63	\$1,612,163
Computer Accessories		98	\$18.53	\$2,810,060
Entertainment & Recreation		97	\$3,163.26	\$479,629,768
Fees and Admissions		98	\$697.41	\$105,744,514
Membership Fees for Clubs (2)		99	\$233.50	\$35,404,806
Fees for Participant Sports, excl. Trips		97	\$103.52	\$15,695,526
Tickets to Theatre/Operas/Concerts		101	\$75.91	\$11,509,551
Tickets to Movies		97	\$53.38	\$8,093,575
Tickets to Parks or Museums		98	\$31.82	\$4,823,978
Admission to Sporting Events, excl. Trips		98	\$61.85	\$9,377,721
Fees for Recreational Lessons		95	\$136.56	\$20,705,200
Dating Services		126	\$0.88	\$134,157
TV/Video/Audio		100	\$1,224.07	\$185,599,412
Cable and Satellite Television Services		100	\$882.90	\$133,869,416
Televisions		99	\$107.23	\$16,258,487
Satellite Dishes		89	\$1.40	\$212,696
VCRs, Video Cameras, and DVD Players		98	\$5.65	\$856,512
Miscellaneous Video Equipment		99	\$25.16	\$3,815,610
Video Cassettes and DVDs		97	\$11.10	\$1,682,741
Video Game Hardware/Accessories		104	\$28.90	\$4,382,252
Video Game Software		103	\$15.70	\$2,379,993
Rental/Streaming/Downloaded Video		101	\$47.09	\$7,139,645
Installation of Televisions		92	\$1.05	\$159,659
Audio (3)		97	\$94.44	\$14,319,079
Rental and Repair of TV/Radio/Sound Equipment		110	\$3.45	\$523,320
Pets		92	\$611.30	\$92,688,857
Toys/Games/Crafts/Hobbies (4)		97	\$114.41	\$17,347,853
Recreational Vehicles and Fees (5)		87	\$139.54	\$21,157,730
Sports/Recreation/Exercise Equipment (6)		93	\$192.98	\$29,260,415
Photo Equipment and Supplies (7)		99	\$51.42	\$7,796,727
Reading (8)		99	\$105.25	\$15,958,160
Catered Affairs (9)		101	\$26.88	\$4,076,101
Food		99	\$8,716.87	\$1,321,695,966
Food at Home		99	\$5,107.29	\$774,392,834
Bakery and Cereal Products		99	\$670.20	\$101,618,935
Meats, Poultry, Fish, and Eggs		100	\$1,140.03	\$172,857,271
Dairy Products		98	\$522.33	\$79,198,834
Fruits and Vegetables		99	\$1,002.99	\$152,078,491
Snacks and Other Food at Home (10)		98	\$1,771.73	\$268,639,302
Food Away from Home		98	\$3,609.58	\$547,303,131
Alcoholic Beverages		100	\$574.64	\$87,130,312

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$20,806.71	\$3,154,817,974
Value of Retirement Plans	96	\$91,771.22	\$13,914,811,503
Value of Other Financial Assets	111	\$6,301.30	\$955,433,898
Vehicle Loan Amount excluding Interest	96	\$2,736.92	\$414,984,784
Value of Credit Card Debt	99	\$2,412.15	\$365,741,763
Health			
Nonprescription Drugs	99	\$141.93	\$21,520,683
Prescription Drugs	98	\$358.87	\$54,413,051
Eyeglasses and Contact Lenses	95	\$86.12	\$13,058,423
Home			
Mortgage Payment and Basics (11)	91	\$9,168.95	\$1,390,241,951
Maintenance and Remodeling Services	92	\$1,955.88	\$296,560,023
Maintenance and Remodeling Materials (12)	87	\$424.07	\$64,299,204
Utilities, Fuel, and Public Services	99	\$4,813.40	\$729,831,266
Household Furnishings and Equipment			
Household Textiles (13)	99	\$99.62	\$15,105,099
Furniture	99	\$608.91	\$92,326,439
Rugs	95	\$30.87	\$4,680,259
Major Appliances (14)	94	\$331.60	\$50,278,485
Housewares (15)	96	\$101.82	\$15,438,542
Small Appliances	99	\$48.06	\$7,286,679
Luggage	99	\$13.82	\$2,094,830
Telephones and Accessories	94	\$71.14	\$10,787,304
Household Operations			
Child Care	96	\$491.26	\$74,486,549
Lawn and Garden (16)	91	\$429.08	\$65,058,992
Moving/Storage/Freight Express	106	\$70.10	\$10,628,929
Housekeeping Supplies (17)	97	\$730.83	\$110,811,378
Insurance			
Owners and Renters Insurance	93	\$541.20	\$82,059,702
Vehicle Insurance	99	\$1,525.99	\$231,378,601
Life/Other Insurance	96	\$441.45	\$66,934,855
Health Insurance	98	\$3,831.96	\$581,021,068
Personal Care Products (18)	99	\$494.97	\$75,049,717
School Books and Supplies (19)	98	\$151.78	\$23,012,935
Smoking Products	104	\$420.88	\$63,816,475
Transportation			
Payments on Vehicles excluding Leases	94	\$2,387.83	\$362,054,623
Gasoline and Motor Oil	97	\$2,213.02	\$335,549,536
Vehicle Maintenance and Repairs	98	\$1,125.39	\$170,637,657
Travel			
Airline Fares	97	\$531.00	\$80,512,676
Lodging on Trips	95	\$592.22	\$89,794,751
Auto/Truck Rental on Trips	96	\$25.07	\$3,801,789
Food and Drink on Trips	96	\$517.52	\$78,469,216

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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.

6218 Reisterstown Rd, Baltimore, Maryland, 21215
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.35384
 Longitude: -76.69914

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,038		5,190		12,607							
Total Employees:	14,552		57,272		164,584							
Total Residential Population:	23,327		156,564		382,078							
Employee/Residential Population Ratio (per 100 Residents)	62		37		43							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	0.5%	26	0.2%	39	0.8%	459	0.8%	87	0.7%	756	0.5%
Construction	46	4.4%	340	2.3%	207	4.0%	1,584	2.8%	509	4.0%	4,501	2.7%
Manufacturing	16	1.5%	246	1.7%	79	1.5%	991	1.7%	207	1.6%	3,209	1.9%
Transportation	17	1.6%	166	1.1%	97	1.9%	782	1.4%	228	1.8%	1,953	1.2%
Communication	13	1.3%	66	0.5%	50	1.0%	1,321	2.3%	139	1.1%	2,743	1.7%
Utility	1	0.1%	8	0.1%	5	0.1%	31	0.1%	18	0.1%	539	0.3%
Wholesale Trade	31	3.0%	322	2.2%	101	1.9%	1,003	1.8%	231	1.8%	2,312	1.4%
Retail Trade Summary	214	20.6%	2,204	15.1%	871	16.8%	7,254	12.7%	2,477	19.6%	23,341	14.2%
Home Improvement	4	0.4%	170	1.2%	14	0.3%	241	0.4%	54	0.4%	792	0.5%
General Merchandise Stores	16	1.5%	203	1.4%	39	0.8%	503	0.9%	127	1.0%	2,062	1.3%
Food Stores	23	2.2%	371	2.5%	114	2.2%	1,542	2.7%	323	2.6%	4,257	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	34	3.3%	247	1.7%	98	1.9%	551	1.0%	231	1.8%	1,951	1.2%
Apparel & Accessory Stores	13	1.3%	39	0.3%	72	1.4%	268	0.5%	189	1.5%	1,088	0.7%
Furniture & Home Furnishings	6	0.6%	43	0.3%	49	0.9%	344	0.6%	137	1.1%	965	0.6%
Eating & Drinking Places	64	6.2%	851	5.8%	242	4.7%	2,525	4.4%	755	6.0%	8,197	5.0%
Miscellaneous Retail	53	5.1%	281	1.9%	243	4.7%	1,281	2.2%	662	5.3%	4,030	2.4%
Finance, Insurance, Real Estate Summary	106	10.2%	707	4.9%	630	12.1%	4,763	8.3%	1,312	10.4%	9,605	5.8%
Banks, Savings & Lending Institutions	16	1.5%	127	0.9%	80	1.5%	597	1.0%	182	1.4%	1,454	0.9%
Securities Brokers	8	0.8%	95	0.7%	81	1.6%	711	1.2%	160	1.3%	1,285	0.8%
Insurance Carriers & Agents	12	1.2%	38	0.3%	68	1.3%	407	0.7%	167	1.3%	1,024	0.6%
Real Estate, Holding, Other Investment Offices	69	6.6%	447	3.1%	402	7.7%	3,048	5.3%	804	6.4%	5,842	3.5%
Services Summary	430	41.4%	7,679	52.8%	2,333	45.0%	35,392	61.8%	5,727	45.4%	94,647	57.5%
Hotels & Lodging	5	0.5%	109	0.7%	20	0.4%	773	1.3%	54	0.4%	1,584	1.0%
Automotive Services	58	5.6%	383	2.6%	167	3.2%	932	1.6%	340	2.7%	1,797	1.1%
Motion Pictures & Amusements	10	1.0%	235	1.6%	92	1.8%	1,103	1.9%	242	1.9%	2,429	1.5%
Health Services	47	4.5%	669	4.6%	386	7.4%	10,710	18.7%	1,020	8.1%	28,885	17.6%
Legal Services	3	0.3%	12	0.1%	92	1.8%	1,059	1.8%	199	1.6%	1,628	1.0%
Education Institutions & Libraries	27	2.6%	627	4.3%	126	2.4%	4,493	7.8%	338	2.7%	24,104	14.6%
Other Services	280	27.0%	5,644	38.8%	1,450	27.9%	16,321	28.5%	3,534	28.0%	34,220	20.8%
Government	34	3.3%	2,759	19.0%	57	1.1%	3,387	5.9%	117	0.9%	20,028	12.2%
Unclassified Establishments	125	12.0%	30	0.2%	721	13.9%	305	0.5%	1,555	12.3%	949	0.6%
Totals	1,038	100.0%	14,552	100.0%	5,190	100.0%	57,272	100.0%	12,607	100.0%	164,584	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	2	0.0%	3	0.1%	4	0.0%	6	0.0%	13	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	6	0.0%	5	0.0%	46	0.0%
Construction	47	4.5%	410	2.8%	231	4.5%	1,861	3.2%	551	4.4%	4,923	3.0%
Manufacturing	20	1.9%	261	1.8%	91	1.8%	961	1.7%	234	1.9%	2,989	1.8%
Wholesale Trade	26	2.5%	303	2.1%	91	1.8%	952	1.7%	210	1.7%	2,200	1.3%
Retail Trade	142	13.7%	1,293	8.9%	605	11.7%	4,549	7.9%	1,650	13.1%	14,601	8.9%
Motor Vehicle & Parts Dealers	25	2.4%	218	1.5%	71	1.4%	433	0.8%	152	1.2%	1,599	1.0%
Furniture & Home Furnishings Stores	4	0.4%	37	0.3%	21	0.4%	157	0.3%	59	0.5%	435	0.3%
Electronics & Appliance Stores	3	0.3%	6	0.0%	24	0.5%	169	0.3%	62	0.5%	460	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.4%	170	1.2%	14	0.3%	241	0.4%	54	0.4%	792	0.5%
Food & Beverage Stores	24	2.3%	342	2.4%	112	2.2%	1,432	2.5%	338	2.7%	4,030	2.4%
Health & Personal Care Stores	18	1.7%	130	0.9%	73	1.4%	491	0.9%	202	1.6%	1,393	0.8%
Gasoline Stations	8	0.8%	29	0.2%	26	0.5%	117	0.2%	79	0.6%	353	0.2%
Clothing & Clothing Accessories Stores	16	1.5%	51	0.4%	94	1.8%	353	0.6%	236	1.9%	1,335	0.8%
Sport Goods, Hobby, Book, & Music Stores	5	0.5%	42	0.3%	25	0.5%	135	0.2%	84	0.7%	644	0.4%
General Merchandise Stores	16	1.5%	203	1.4%	39	0.8%	503	0.9%	127	1.0%	2,062	1.3%
Miscellaneous Store Retailers	12	1.2%	58	0.4%	83	1.6%	422	0.7%	216	1.7%	1,331	0.8%
Nonstore Retailers	7	0.7%	7	0.0%	22	0.4%	96	0.2%	42	0.3%	168	0.1%
Transportation & Warehousing	14	1.3%	128	0.9%	82	1.6%	741	1.3%	196	1.6%	1,832	1.1%
Information	26	2.5%	205	1.4%	98	1.9%	1,903	3.3%	287	2.3%	4,855	2.9%
Finance & Insurance	40	3.9%	268	1.8%	240	4.6%	1,744	3.0%	534	4.2%	3,866	2.3%
Central Bank/Credit Intermediation & Related Activities	18	1.7%	134	0.9%	83	1.6%	599	1.0%	192	1.5%	1,475	0.9%
Securities, Commodity Contracts & Other Financial	9	0.9%	96	0.7%	88	1.7%	737	1.3%	175	1.4%	1,366	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	12	1.2%	38	0.3%	69	1.3%	408	0.7%	168	1.3%	1,025	0.6%
Real Estate, Rental & Leasing	87	8.4%	513	3.5%	398	7.7%	2,785	4.9%	815	6.5%	5,446	3.3%
Professional, Scientific & Tech Services	64	6.2%	1,062	7.3%	470	9.1%	5,179	9.0%	1,087	8.6%	9,611	5.8%
Legal Services	6	0.6%	23	0.2%	114	2.2%	1,159	2.0%	239	1.9%	1,806	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	25	0.5%	235	0.4%	42	0.3%	391	0.2%
Administrative & Support & Waste Management & Remediation	47	4.5%	2,653	18.2%	223	4.3%	4,826	8.4%	493	3.9%	7,350	4.5%
Educational Services	27	2.6%	617	4.2%	142	2.7%	4,522	7.9%	374	3.0%	24,005	14.6%
Health Care & Social Assistance	87	8.4%	1,181	8.1%	595	11.5%	13,078	22.8%	1,546	12.3%	35,849	21.8%
Arts, Entertainment & Recreation	7	0.7%	219	1.5%	78	1.5%	1,074	1.9%	196	1.6%	2,669	1.6%
Accommodation & Food Services	72	6.9%	999	6.9%	271	5.2%	3,402	5.9%	837	6.6%	10,084	6.1%
Accommodation	5	0.5%	109	0.7%	20	0.4%	773	1.3%	54	0.4%	1,584	1.0%
Food Services & Drinking Places	67	6.5%	890	6.1%	251	4.8%	2,629	4.6%	783	6.2%	8,500	5.2%
Other Services (except Public Administration)	171	16.5%	1,650	11.3%	769	14.8%	5,758	10.1%	1,871	14.8%	12,874	7.8%
Automotive Repair & Maintenance	44	4.2%	319	2.2%	121	2.3%	705	1.2%	246	2.0%	1,322	0.8%
Public Administration	34	3.3%	2,759	19.0%	57	1.1%	3,387	5.9%	117	0.9%	20,028	12.2%
Unclassified Establishments	125	12.0%	30	0.2%	721	13.9%	305	0.5%	1,555	12.3%	949	0.6%
Total	1,038	100.0%	14,552	100.0%	5,190	100.0%	57,272	100.0%	12,607	100.0%	164,584	100.0%

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