

1302 Key Hwy, Baltimore, Maryland, 21230
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.27479
 Longitude: -76.60514

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	16,863	84,112	415,628
2010 Total Population	17,675	86,492	402,294
2019 Total Population	20,722	92,136	406,895
2019 Group Quarters	103	9,174	17,448
2024 Total Population	22,126	95,763	407,779
2019-2024 Annual Rate	1.32%	0.78%	0.04%
2019 Total Daytime Population	30,036	212,447	553,519
Workers	23,877	173,455	349,674
Residents	6,159	38,992	203,845
Household Summary			
2000 Households	8,022	34,418	164,781
2000 Average Household Size	2.02	2.15	2.41
2010 Households	9,006	37,647	161,889
2010 Average Household Size	1.95	2.06	2.38
2019 Households	10,651	41,105	164,663
2019 Average Household Size	1.94	2.02	2.37
2024 Households	11,421	43,183	165,446
2024 Average Household Size	1.93	2.01	2.36
2019-2024 Annual Rate	1.41%	0.99%	0.09%
2010 Families	3,351	15,244	84,895
2010 Average Family Size	2.61	2.96	3.14
2019 Families	3,974	15,862	84,396
2019 Average Family Size	2.60	2.94	3.15
2024 Families	4,261	16,465	84,121
2024 Average Family Size	2.60	2.93	3.16
2019-2024 Annual Rate	1.40%	0.75%	-0.07%
Housing Unit Summary			
2000 Housing Units	8,799	39,974	194,826
Owner Occupied Housing Units	54.7%	30.9%	41.4%
Renter Occupied Housing Units	36.5%	55.2%	43.2%
Vacant Housing Units	8.8%	13.9%	15.4%
2010 Housing Units	10,391	44,242	194,737
Owner Occupied Housing Units	49.0%	28.6%	38.2%
Renter Occupied Housing Units	37.7%	56.5%	45.0%
Vacant Housing Units	13.3%	14.9%	16.9%
2019 Housing Units	11,432	46,695	199,799
Owner Occupied Housing Units	48.0%	28.9%	38.2%
Renter Occupied Housing Units	45.2%	59.1%	44.2%
Vacant Housing Units	6.8%	12.0%	17.6%
2024 Housing Units	12,176	48,337	201,939
Owner Occupied Housing Units	46.0%	28.1%	38.2%
Renter Occupied Housing Units	47.8%	61.2%	43.8%
Vacant Housing Units	6.2%	10.7%	18.1%
Median Household Income			
2019	\$103,417	\$53,812	\$49,529
2024	\$108,841	\$61,004	\$54,873
Median Home Value			
2019	\$361,867	\$264,543	\$196,196
2024	\$395,296	\$306,001	\$226,875
Per Capita Income			
2019	\$69,221	\$38,195	\$30,068
2024	\$76,567	\$44,372	\$34,502
Median Age			
2010	32.5	31.6	33.6
2019	35.0	33.4	35.2
2024	36.6	34.2	36.3

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	10,651	41,097	164,638
<\$15,000	7.5%	19.9%	18.1%
\$15,000 - \$24,999	4.8%	8.3%	9.7%
\$25,000 - \$34,999	4.3%	8.5%	9.9%
\$35,000 - \$49,999	8.2%	10.4%	12.6%
\$50,000 - \$74,999	13.3%	14.6%	15.4%
\$75,000 - \$99,999	9.7%	9.4%	10.1%
\$100,000 - \$149,999	21.8%	13.8%	13.3%
\$150,000 - \$199,999	14.5%	7.8%	6.0%
\$200,000+	16.0%	7.4%	5.0%
Average Household Income	\$135,065	\$84,438	\$73,769
2024 Households by Income			
Household Income Base	11,421	43,175	165,421
<\$15,000	6.8%	17.6%	16.1%
\$15,000 - \$24,999	4.3%	7.2%	8.4%
\$25,000 - \$34,999	4.1%	8.0%	9.6%
\$35,000 - \$49,999	7.8%	9.8%	12.0%
\$50,000 - \$74,999	12.1%	14.0%	15.0%
\$75,000 - \$99,999	9.5%	9.8%	10.6%
\$100,000 - \$149,999	21.7%	15.0%	14.7%
\$150,000 - \$199,999	15.9%	9.4%	7.3%
\$200,000+	17.9%	9.1%	6.2%
Average Household Income	\$148,775	\$97,336	\$84,517
2019 Owner Occupied Housing Units by Value			
Total	5,488	13,483	76,295
<\$50,000	0.9%	2.4%	6.2%
\$50,000 - \$99,999	0.8%	10.6%	16.8%
\$100,000 - \$149,999	2.0%	12.3%	14.7%
\$150,000 - \$199,999	3.6%	10.7%	13.3%
\$200,000 - \$249,999	11.3%	10.6%	13.4%
\$250,000 - \$299,999	14.2%	11.6%	11.6%
\$300,000 - \$399,999	27.7%	19.4%	13.0%
\$400,000 - \$499,999	17.1%	9.9%	5.5%
\$500,000 - \$749,999	13.6%	8.2%	3.7%
\$750,000 - \$999,999	6.1%	2.9%	1.0%
\$1,000,000 - \$1,499,999	1.0%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	1.5%	0.9%	0.3%
Average Home Value	\$434,506	\$314,572	\$233,746
2024 Owner Occupied Housing Units by Value			
Total	5,600	13,590	76,995
<\$50,000	0.4%	1.9%	5.4%
\$50,000 - \$99,999	0.3%	8.6%	14.3%
\$100,000 - \$149,999	0.8%	10.1%	12.2%
\$150,000 - \$199,999	1.9%	8.6%	11.5%
\$200,000 - \$249,999	7.4%	8.7%	12.3%
\$250,000 - \$299,999	11.8%	10.7%	12.6%
\$300,000 - \$399,999	28.7%	21.8%	16.1%
\$400,000 - \$499,999	20.4%	12.2%	7.3%
\$500,000 - \$749,999	17.5%	11.6%	5.6%
\$750,000 - \$999,999	7.9%	4.0%	1.5%
\$1,000,000 - \$1,499,999	1.0%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	1.7%	1.0%	0.5%
Average Home Value	\$478,018	\$353,991	\$266,817

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	17,673	86,491	402,290
0 - 4	5.2%	6.0%	6.8%
5 - 9	2.3%	4.8%	5.6%
10 - 14	1.6%	3.8%	5.2%
15 - 24	13.0%	16.1%	15.8%
25 - 34	34.0%	26.3%	18.9%
35 - 44	13.8%	13.2%	12.5%
45 - 54	10.1%	12.2%	13.9%
55 - 64	9.8%	8.8%	10.2%
65 - 74	5.6%	4.8%	5.7%
75 - 84	3.4%	2.8%	3.7%
85 +	1.2%	1.2%	1.7%
18 +	89.8%	82.9%	79.0%
2019 Population by Age			
Total	20,723	92,137	406,896
0 - 4	4.5%	5.1%	6.0%
5 - 9	3.3%	4.5%	5.7%
10 - 14	2.5%	4.0%	5.3%
15 - 24	8.8%	13.6%	13.3%
25 - 34	31.0%	26.6%	19.3%
35 - 44	15.7%	14.5%	13.2%
45 - 54	9.3%	10.5%	11.4%
55 - 64	10.8%	9.9%	11.9%
65 - 74	8.3%	6.7%	8.0%
75 - 84	4.3%	3.2%	3.9%
85 +	1.5%	1.3%	1.9%
18 +	88.6%	84.1%	80.1%
2024 Population by Age			
Total	22,129	95,764	407,778
0 - 4	4.6%	5.2%	6.0%
5 - 9	3.3%	4.3%	5.4%
10 - 14	2.6%	3.8%	5.2%
15 - 24	9.1%	13.7%	13.3%
25 - 34	27.1%	24.9%	18.0%
35 - 44	17.0%	15.8%	14.3%
45 - 54	9.7%	10.4%	11.0%
55 - 64	10.0%	9.2%	11.1%
65 - 74	9.2%	7.3%	9.0%
75 - 84	5.7%	3.9%	4.7%
85 +	1.6%	1.4%	1.9%
18 +	88.2%	84.4%	80.3%
2010 Population by Sex			
Males	8,959	44,555	195,540
Females	8,716	41,937	206,754
2019 Population by Sex			
Males	10,452	47,750	198,755
Females	10,270	44,386	208,140
2024 Population by Sex			
Males	11,048	49,453	199,469
Females	11,079	46,310	208,310

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	17,676	86,492	402,295
White Alone	86.0%	45.3%	45.6%
Black Alone	8.2%	45.5%	45.4%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	3.1%	4.2%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	2.4%	2.8%
Two or More Races	1.7%	2.3%	2.5%
Hispanic Origin	2.9%	5.8%	6.1%
Diversity Index	29.5	63.2	63.3
2019 Population by Race/Ethnicity			
Total	20,722	92,137	406,896
White Alone	83.6%	45.2%	43.8%
Black Alone	9.2%	43.5%	44.7%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	3.8%	5.2%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	3.0%	3.9%
Two or More Races	2.1%	2.8%	3.1%
Hispanic Origin	4.2%	7.6%	8.5%
Diversity Index	34.8	66.0	66.8
2024 Population by Race/Ethnicity			
Total	22,127	95,763	407,779
White Alone	82.0%	45.0%	42.6%
Black Alone	9.8%	42.3%	44.2%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	4.3%	5.9%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.2%	3.4%	4.5%
Two or More Races	2.4%	3.1%	3.5%
Hispanic Origin	5.3%	9.1%	10.3%
Diversity Index	38.5	67.9	69.1
2010 Population by Relationship and Household Type			
Total	17,675	86,492	402,294
In Households	99.5%	89.8%	95.8%
In Family Households	51.0%	54.9%	70.1%
Householder	18.9%	17.6%	21.1%
Spouse	14.5%	8.4%	10.2%
Child	13.7%	21.9%	28.7%
Other relative	2.4%	4.3%	6.1%
Nonrelative	1.5%	2.7%	3.9%
In Nonfamily Households	48.4%	34.9%	25.7%
In Group Quarters	0.5%	10.2%	4.2%
Institutionalized Population	0.0%	7.1%	2.0%
Noninstitutionalized Population	0.5%	3.1%	2.1%

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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2019 Population 25+ by Educational Attainment			
Total	16,768	67,039	283,509
Less than 9th Grade	2.2%	4.3%	5.5%
9th - 12th Grade, No Diploma	4.3%	11.0%	12.4%
High School Graduate	9.7%	16.6%	23.8%
GED/Alternative Credential	1.6%	4.8%	5.3%
Some College, No Degree	9.3%	14.0%	17.5%
Associate Degree	2.9%	4.1%	5.2%
Bachelor's Degree	37.8%	23.6%	16.5%
Graduate/Professional Degree	32.2%	21.6%	13.7%
2019 Population 15+ by Marital Status			
Total	18,591	79,614	337,744
Never Married	51.0%	60.1%	51.7%
Married	36.8%	25.9%	31.7%
Widowed	3.7%	4.5%	6.1%
Divorced	8.4%	9.5%	10.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.2%	95.1%	93.8%
Civilian Unemployed (Unemployment Rate)	1.8%	4.9%	6.2%
2019 Employed Population 16+ by Industry			
Total	14,767	48,599	201,302
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	2.9%	4.4%	6.4%
Manufacturing	5.3%	4.0%	4.9%
Wholesale Trade	3.4%	1.9%	2.2%
Retail Trade	5.0%	6.7%	8.7%
Transportation/Utilities	3.3%	5.1%	6.2%
Information	2.2%	2.5%	1.8%
Finance/Insurance/Real Estate	9.3%	6.4%	5.3%
Services	60.2%	60.6%	56.3%
Public Administration	8.2%	8.3%	8.0%
2019 Employed Population 16+ by Occupation			
Total	14,766	48,598	201,303
White Collar	87.4%	74.9%	62.2%
Management/Business/Financial	29.0%	18.7%	13.9%
Professional	42.0%	38.2%	26.9%
Sales	8.1%	7.3%	8.2%
Administrative Support	8.3%	10.6%	13.3%
Services	7.7%	15.2%	20.2%
Blue Collar	4.9%	9.9%	17.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.7%	2.4%	4.2%
Installation/Maintenance/Repair	0.6%	1.4%	2.8%
Production	2.3%	2.3%	3.6%
Transportation/Material Moving	1.2%	3.7%	6.9%
2010 Population By Urban/ Rural Status			
Total Population	17,675	86,492	402,294
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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	9,007	37,647	161,889
Households with 1 Person	39.2%	44.0%	35.9%
Households with 2+ People	60.8%	56.0%	64.1%
Family Households	37.2%	40.5%	52.4%
Husband-wife Families	28.7%	19.3%	25.5%
With Related Children	8.6%	6.7%	10.2%
Other Family (No Spouse Present)	8.5%	21.2%	27.0%
Other Family with Male Householder	2.8%	4.1%	5.9%
With Related Children	1.1%	1.9%	2.9%
Other Family with Female Householder	5.7%	17.1%	21.1%
With Related Children	3.0%	12.0%	14.0%
Nonfamily Households	23.6%	15.6%	11.6%
All Households with Children	12.9%	21.0%	27.6%
Multigenerational Households	1.7%	3.7%	5.9%
Unmarried Partner Households	9.9%	9.3%	9.5%
Male-female	8.7%	8.1%	8.4%
Same-sex	1.2%	1.2%	1.1%
2010 Households by Size			
Total	9,007	37,645	161,887
1 Person Household	39.2%	44.0%	35.9%
2 Person Household	38.4%	29.7%	29.0%
3 Person Household	13.7%	13.0%	15.3%
4 Person Household	6.2%	7.2%	9.9%
5 Person Household	1.6%	3.4%	5.3%
6 Person Household	0.5%	1.4%	2.5%
7 + Person Household	0.3%	1.3%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	9,006	37,647	161,889
Owner Occupied	56.5%	33.6%	45.9%
Owned with a Mortgage/Loan	46.5%	26.4%	33.6%
Owned Free and Clear	10.0%	7.2%	12.3%
Renter Occupied	43.5%	66.4%	54.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,391	44,242	194,737
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
2.	Metro Renters (3B)	City Commons (11E)	City Commons (11E)
3.	Emerald City (8B)	Laptops and Lattes (3A)	Modest Income Homes (12D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$36,823,668	\$91,448,731	\$311,807,556
Average Spent	\$3,457.30	\$2,224.76	\$1,893.61
Spending Potential Index	161	104	88
Education: Total \$	\$26,896,086	\$64,469,374	\$223,473,630
Average Spent	\$2,525.22	\$1,568.41	\$1,357.16
Spending Potential Index	158	98	85
Entertainment/Recreation: Total \$	\$51,971,477	\$126,060,607	\$447,441,533
Average Spent	\$4,879.49	\$3,066.79	\$2,717.32
Spending Potential Index	149	94	83
Food at Home: Total \$	\$84,168,094	\$212,591,007	\$745,812,594
Average Spent	\$7,902.37	\$5,171.90	\$4,529.33
Spending Potential Index	153	100	88
Food Away from Home: Total \$	\$62,759,996	\$154,839,527	\$526,838,382
Average Spent	\$5,892.40	\$3,766.93	\$3,199.49
Spending Potential Index	160	103	87
Health Care: Total \$	\$88,584,551	\$217,087,708	\$796,777,275
Average Spent	\$8,317.02	\$5,281.30	\$4,838.84
Spending Potential Index	140	89	82
HH Furnishings & Equipment: Total \$	\$33,710,711	\$82,535,637	\$291,548,710
Average Spent	\$3,165.03	\$2,007.92	\$1,770.58
Spending Potential Index	148	94	83
Personal Care Products & Services: Total \$	\$14,426,751	\$35,394,430	\$123,331,815
Average Spent	\$1,354.50	\$861.07	\$749.00
Spending Potential Index	153	97	84
Shelter: Total \$	\$321,839,198	\$788,113,902	\$2,715,479,544
Average Spent	\$30,216.81	\$19,173.19	\$16,491.13
Spending Potential Index	163	104	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$39,608,969	\$92,114,872	\$331,118,797
Average Spent	\$3,718.80	\$2,240.97	\$2,010.89
Spending Potential Index	150	90	81
Travel: Total \$	\$35,950,053	\$84,010,938	\$297,118,214
Average Spent	\$3,375.27	\$2,043.81	\$1,804.40
Spending Potential Index	150	91	80
Vehicle Maintenance & Repairs: Total \$	\$18,225,556	\$45,667,706	\$161,037,275
Average Spent	\$1,711.16	\$1,111.00	\$977.98
Spending Potential Index	150	97	85

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

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Laptops and Lattes (3A)	34.6%	Population	20,722	22,126
Metro Renters (3B)	28.5%	Households	10,651	11,421
Emerald City (8B)	15.8%	Families	3,974	4,261
Retirement Communities (9E)	12.8%	Median Age	35.0	36.6
City Commons (11E)	5.4%	Median Household Income	\$103,417	\$108,841
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		161	\$3,457.30	\$36,823,668
Men's		165	\$681.37	\$7,257,282
Women's		160	\$1,153.36	\$12,284,404
Children's		152	\$490.05	\$5,219,484
Footwear		164	\$787.82	\$8,391,068
Watches & Jewelry		169	\$233.96	\$2,491,953
Apparel Products and Services (1)		167	\$110.74	\$1,179,477
Computer				
Computers and Hardware for Home Use		168	\$278.44	\$2,965,623
Portable Memory		150	\$6.71	\$71,439
Computer Software		175	\$17.76	\$189,200
Computer Accessories		149	\$28.30	\$301,436
Entertainment & Recreation		149	\$4,879.49	\$51,971,477
Fees and Admissions		158	\$1,128.19	\$12,016,315
Membership Fees for Clubs (2)		162	\$382.51	\$4,074,103
Fees for Participant Sports, excl. Trips		144	\$154.75	\$1,648,266
Tickets to Theatre/Operas/Concerts		168	\$126.21	\$1,344,215
Tickets to Movies		166	\$90.82	\$967,281
Tickets to Parks or Museums		162	\$52.34	\$557,461
Admission to Sporting Events, excl. Trips		150	\$94.56	\$1,007,186
Fees for Recreational Lessons		157	\$225.46	\$2,401,326
Dating Services		221	\$1.55	\$16,477
TV/Video/Audio		149	\$1,829.22	\$19,483,064
Cable and Satellite Television Services		146	\$1,282.45	\$13,659,387
Televisions		157	\$170.76	\$1,818,728
Satellite Dishes		128	\$2.01	\$21,402
VCRs, Video Cameras, and DVD Players		152	\$8.79	\$93,589
Miscellaneous Video Equipment		142	\$36.15	\$385,079
Video Cassettes and DVDs		146	\$16.72	\$178,060
Video Game Hardware/Accessories		169	\$47.14	\$502,129
Video Game Software		177	\$26.88	\$286,318
Rental/Streaming/Downloaded Video		173	\$80.82	\$860,815
Installation of Televisions		130	\$1.48	\$15,748
Audio (3)		154	\$150.68	\$1,604,852
Rental and Repair of TV/Radio/Sound Equipment		170	\$5.35	\$56,957
Pets		138	\$913.20	\$9,726,495
Toys/Games/Crafts/Hobbies (4)		156	\$183.48	\$1,954,261
Recreational Vehicles and Fees (5)		135	\$216.24	\$2,303,215
Sports/Recreation/Exercise Equipment (6)		146	\$301.57	\$3,211,975
Photo Equipment and Supplies (7)		171	\$89.01	\$948,031
Reading (8)		153	\$163.34	\$1,739,682
Catered Affairs (9)		207	\$55.25	\$588,438
Food		156	\$13,794.77	\$146,928,089
Food at Home		153	\$7,902.37	\$84,168,094
Bakery and Cereal Products		152	\$1,031.52	\$10,986,668
Meats, Poultry, Fish, and Eggs		153	\$1,751.47	\$18,654,949
Dairy Products		152	\$814.76	\$8,678,014
Fruits and Vegetables		155	\$1,582.32	\$16,853,256
Snacks and Other Food at Home (10)		151	\$2,722.30	\$28,995,207
Food Away from Home		160	\$5,892.40	\$62,759,996
Alcoholic Beverages		170	\$979.88	\$10,436,707

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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	141	\$30,275.71	\$322,466,607
Value of Retirement Plans	129	\$122,802.01	\$1,307,964,193
Value of Other Financial Assets	149	\$8,444.91	\$89,946,787
Vehicle Loan Amount excluding Interest	142	\$4,070.56	\$43,355,575
Value of Credit Card Debt	148	\$3,615.72	\$38,511,067
Health			
Nonprescription Drugs	143	\$205.27	\$2,186,364
Prescription Drugs	130	\$474.07	\$5,049,282
Eyeglasses and Contact Lenses	139	\$125.76	\$1,339,483
Home			
Mortgage Payment and Basics (11)	124	\$12,487.88	\$133,008,430
Maintenance and Remodeling Services	123	\$2,636.15	\$28,077,590
Maintenance and Remodeling Materials (12)	113	\$550.14	\$5,859,583
Utilities, Fuel, and Public Services	144	\$6,993.40	\$74,486,717
Household Furnishings and Equipment			
Household Textiles (13)	153	\$152.97	\$1,629,313
Furniture	156	\$958.64	\$10,210,499
Rugs	151	\$49.07	\$522,686
Major Appliances (14)	130	\$459.47	\$4,893,841
Housewares (15)	147	\$156.35	\$1,665,323
Small Appliances	160	\$77.70	\$827,575
Luggage	161	\$22.51	\$239,703
Telephones and Accessories	157	\$118.92	\$1,266,635
Household Operations			
Child Care	172	\$878.69	\$9,358,915
Lawn and Garden (16)	125	\$589.21	\$6,275,681
Moving/Storage/Freight Express	183	\$121.48	\$1,293,929
Housekeeping Supplies (17)	146	\$1,094.19	\$11,654,209
Insurance			
Owners and Renters Insurance	119	\$690.04	\$7,349,570
Vehicle Insurance	149	\$2,304.32	\$24,543,290
Life/Other Insurance	130	\$597.39	\$6,362,760
Health Insurance	141	\$5,529.92	\$58,899,155
Personal Care Products (18)	154	\$773.46	\$8,238,078
School Books and Supplies (19)	156	\$242.86	\$2,586,702
Smoking Products	156	\$628.97	\$6,699,112
Transportation			
Payments on Vehicles excluding Leases	140	\$3,548.37	\$37,793,648
Gasoline and Motor Oil	145	\$3,326.92	\$35,435,001
Vehicle Maintenance and Repairs	150	\$1,711.16	\$18,225,556
Travel			
Airline Fares	162	\$883.22	\$9,407,199
Lodging on Trips	145	\$898.83	\$9,573,436
Auto/Truck Rental on Trips	158	\$41.41	\$441,014
Food and Drink on Trips	150	\$809.89	\$8,626,144

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1302 Key Hwy, Baltimore, Maryland, 21230
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 39.27479
 Longitude: -76.60514

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Metro Renters (3B)	35.4%	Population	92,136	95,763
City Commons (11E)	14.8%	Households	41,105	43,183
Laptops and Lattes (3A)	9.3%	Families	15,862	16,465
Emerald City (8B)	6.7%	Median Age	33.4	34.2
Retirement Communities (9E)	4.7%	Median Household Income	\$53,812	\$61,004
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		104	\$2,224.76	\$91,448,731
Men's		105	\$436.22	\$17,930,940
Women's		101	\$730.61	\$30,031,858
Children's		102	\$328.27	\$13,493,374
Footwear		108	\$519.10	\$21,337,805
Watches & Jewelry		104	\$143.50	\$5,898,674
Apparel Products and Services (1)		101	\$67.05	\$2,756,080
Computer				
Computers and Hardware for Home Use		108	\$178.70	\$7,345,477
Portable Memory		97	\$4.32	\$177,642
Computer Software		115	\$11.67	\$479,761
Computer Accessories		95	\$18.05	\$741,840
Entertainment & Recreation		94	\$3,066.79	\$126,060,607
Fees and Admissions		95	\$679.50	\$27,930,713
Membership Fees for Clubs (2)		96	\$227.05	\$9,333,073
Fees for Participant Sports, excl. Trips		89	\$94.92	\$3,901,762
Tickets to Theatre/Operas/Concerts		100	\$75.53	\$3,104,756
Tickets to Movies		107	\$58.57	\$2,407,402
Tickets to Parks or Museums		102	\$33.03	\$1,357,820
Admission to Sporting Events, excl. Trips		90	\$56.87	\$2,337,602
Fees for Recreational Lessons		92	\$132.49	\$5,445,818
Dating Services		147	\$1.03	\$42,479
TV/Video/Audio		99	\$1,208.81	\$49,688,186
Cable and Satellite Television Services		96	\$845.65	\$34,760,605
Televisions		104	\$113.03	\$4,646,241
Satellite Dishes		82	\$1.28	\$52,467
VCRs, Video Cameras, and DVD Players		103	\$5.94	\$244,010
Miscellaneous Video Equipment		94	\$24.00	\$986,565
Video Cassettes and DVDs		97	\$11.14	\$457,947
Video Game Hardware/Accessories		120	\$33.45	\$1,375,040
Video Game Software		123	\$18.66	\$766,896
Rental/Streaming/Downloaded Video		115	\$53.73	\$2,208,645
Installation of Televisions		70	\$0.80	\$32,861
Audio (3)		100	\$97.30	\$3,999,491
Rental and Repair of TV/Radio/Sound Equipment		122	\$3.83	\$157,419
Pets		86	\$570.90	\$23,466,970
Toys/Games/Crafts/Hobbies (4)		101	\$119.70	\$4,920,340
Recreational Vehicles and Fees (5)		71	\$113.58	\$4,668,768
Sports/Recreation/Exercise Equipment (6)		90	\$186.67	\$7,673,265
Photo Equipment and Supplies (7)		107	\$55.59	\$2,284,839
Reading (8)		93	\$99.69	\$4,097,647
Catered Affairs (9)		121	\$32.35	\$1,329,879
Food		101	\$8,938.83	\$367,430,534
Food at Home		100	\$5,171.90	\$212,591,007
Bakery and Cereal Products		100	\$675.71	\$27,775,166
Meats, Poultry, Fish, and Eggs		101	\$1,159.78	\$47,672,850
Dairy Products		99	\$527.49	\$21,682,489
Fruits and Vegetables		100	\$1,020.84	\$41,961,715
Snacks and Other Food at Home (10)		99	\$1,788.07	\$73,498,788
Food Away from Home		103	\$3,766.93	\$154,839,527
Alcoholic Beverages		104	\$601.51	\$24,724,980

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	80	\$17,172.30	\$705,867,526
Value of Retirement Plans	75	\$71,839.64	\$2,952,968,245
Value of Other Financial Assets	94	\$5,364.02	\$220,488,217
Vehicle Loan Amount excluding Interest	95	\$2,724.71	\$111,999,119
Value of Credit Card Debt	95	\$2,314.57	\$95,140,579
Health			
Nonprescription Drugs	92	\$132.32	\$5,439,046
Prescription Drugs	84	\$307.10	\$12,623,405
Eyeglasses and Contact Lenses	87	\$79.12	\$3,252,063
Home			
Mortgage Payment and Basics (11)	72	\$7,263.08	\$298,548,953
Maintenance and Remodeling Services	71	\$1,519.01	\$62,438,828
Maintenance and Remodeling Materials (12)	67	\$327.21	\$13,450,156
Utilities, Fuel, and Public Services	96	\$4,643.98	\$190,890,982
Household Furnishings and Equipment			
Household Textiles (13)	99	\$99.37	\$4,084,628
Furniture	100	\$613.08	\$25,200,591
Rugs	89	\$28.85	\$1,186,080
Major Appliances (14)	83	\$294.04	\$12,086,456
Housewares (15)	93	\$98.69	\$4,056,726
Small Appliances	105	\$51.12	\$2,101,343
Luggage	101	\$14.15	\$581,802
Telephones and Accessories	99	\$74.40	\$3,058,132
Household Operations			
Child Care	105	\$533.64	\$21,935,477
Lawn and Garden (16)	74	\$349.64	\$14,371,928
Moving/Storage/Freight Express	122	\$80.84	\$3,322,770
Housekeeping Supplies (17)	95	\$711.24	\$29,235,464
Insurance			
Owners and Renters Insurance	74	\$429.25	\$17,644,409
Vehicle Insurance	99	\$1,535.11	\$63,100,708
Life/Other Insurance	79	\$365.89	\$15,040,051
Health Insurance	90	\$3,522.10	\$144,776,068
Personal Care Products (18)	100	\$503.14	\$20,681,744
School Books and Supplies (19)	103	\$160.25	\$6,587,017
Smoking Products	110	\$442.72	\$18,198,031
Transportation			
Payments on Vehicles excluding Leases	92	\$2,347.86	\$96,508,774
Gasoline and Motor Oil	98	\$2,232.25	\$91,756,483
Vehicle Maintenance and Repairs	97	\$1,111.00	\$45,667,706
Travel			
Airline Fares	97	\$530.32	\$21,798,759
Lodging on Trips	87	\$538.03	\$22,115,601
Auto/Truck Rental on Trips	95	\$24.97	\$1,026,531
Food and Drink on Trips	92	\$496.69	\$20,416,603

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1302 Key Hwy, Baltimore, Maryland, 21230
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 39.27479
 Longitude: -76.60514

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Metro Renters (3B)	15.4%	Population	406,895	407,779
City Commons (11E)	10.7%	Households	164,663	165,446
Modest Income Homes (12D)	10.2%	Families	84,396	84,121
Front Porches (8E)	10.1%	Median Age	35.2	36.3
Parks and Rec (5C)	9.0%	Median Household Income	\$49,529	\$54,873
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		88	\$1,893.61	\$311,807,556
Men's		89	\$368.23	\$60,633,339
Women's		87	\$629.90	\$103,721,197
Children's		87	\$279.98	\$46,101,584
Footwear		92	\$440.00	\$72,451,917
Watches & Jewelry		86	\$118.24	\$19,470,552
Apparel Products and Services (1)		86	\$57.26	\$9,428,966
Computer				
Computers and Hardware for Home Use		91	\$150.54	\$24,788,610
Portable Memory		84	\$3.74	\$615,879
Computer Software		95	\$9.67	\$1,592,082
Computer Accessories		84	\$15.94	\$2,624,638
Entertainment & Recreation		83	\$2,717.32	\$447,441,533
Fees and Admissions		83	\$593.24	\$97,684,637
Membership Fees for Clubs (2)		83	\$197.24	\$32,478,777
Fees for Participant Sports, excl. Trips		79	\$85.09	\$14,011,106
Tickets to Theatre/Operas/Concerts		87	\$65.42	\$10,771,983
Tickets to Movies		89	\$48.75	\$8,027,016
Tickets to Parks or Museums		88	\$28.36	\$4,669,844
Admission to Sporting Events, excl. Trips		80	\$50.55	\$8,323,330
Fees for Recreational Lessons		82	\$116.99	\$19,263,975
Dating Services		120	\$0.84	\$138,607
TV/Video/Audio		88	\$1,074.13	\$176,869,975
Cable and Satellite Television Services		87	\$765.61	\$126,067,147
Televisions		89	\$96.71	\$15,924,009
Satellite Dishes		75	\$1.17	\$193,195
VCRs, Video Cameras, and DVD Players		88	\$5.08	\$836,584
Miscellaneous Video Equipment		84	\$21.30	\$3,506,930
Video Cassettes and DVDs		86	\$9.83	\$1,619,326
Video Game Hardware/Accessories		99	\$27.70	\$4,560,723
Video Game Software		100	\$15.21	\$2,505,197
Rental/Streaming/Downloaded Video		94	\$44.10	\$7,261,663
Installation of Televisions		67	\$0.76	\$124,782
Audio (3)		85	\$83.44	\$13,739,512
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.22	\$530,905
Pets		78	\$516.30	\$85,015,777
Toys/Games/Crafts/Hobbies (4)		87	\$102.99	\$16,958,467
Recreational Vehicles and Fees (5)		68	\$108.59	\$17,881,168
Sports/Recreation/Exercise Equipment (6)		78	\$161.92	\$26,662,580
Photo Equipment and Supplies (7)		89	\$46.14	\$7,597,027
Reading (8)		83	\$88.67	\$14,600,531
Catered Affairs (9)		95	\$25.33	\$4,171,372
Food		87	\$7,728.82	\$1,272,650,976
Food at Home		88	\$4,529.33	\$745,812,594
Bakery and Cereal Products		88	\$593.92	\$97,797,152
Meats, Poultry, Fish, and Eggs		89	\$1,016.73	\$167,418,488
Dairy Products		86	\$462.55	\$76,164,171
Fruits and Vegetables		87	\$888.16	\$146,246,619
Snacks and Other Food at Home (10)		87	\$1,567.97	\$258,186,164
Food Away from Home		87	\$3,199.49	\$526,838,382
Alcoholic Beverages		87	\$504.09	\$83,005,653

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$16,155.03	\$2,660,136,137
Value of Retirement Plans	74	\$70,424.74	\$11,596,349,312
Value of Other Financial Assets	89	\$5,076.95	\$835,986,266
Vehicle Loan Amount excluding Interest	83	\$2,384.48	\$392,635,126
Value of Credit Card Debt	85	\$2,083.08	\$343,006,957
Health			
Nonprescription Drugs	83	\$119.84	\$19,733,660
Prescription Drugs	80	\$293.70	\$48,361,700
Eyeglasses and Contact Lenses	80	\$72.28	\$11,901,114
Home			
Mortgage Payment and Basics (11)	70	\$7,060.65	\$1,162,627,671
Maintenance and Remodeling Services	70	\$1,488.10	\$245,035,374
Maintenance and Remodeling Materials (12)	67	\$326.71	\$53,796,604
Utilities, Fuel, and Public Services	86	\$4,184.59	\$689,047,427
Household Furnishings and Equipment			
Household Textiles (13)	87	\$87.37	\$14,387,390
Furniture	87	\$533.75	\$87,888,522
Rugs	80	\$25.84	\$4,255,536
Major Appliances (14)	78	\$275.36	\$45,341,266
Housewares (15)	82	\$86.83	\$14,297,800
Small Appliances	90	\$43.74	\$7,202,144
Luggage	86	\$12.05	\$1,984,148
Telephones and Accessories	82	\$62.15	\$10,234,520
Household Operations			
Child Care	87	\$441.38	\$72,679,671
Lawn and Garden (16)	71	\$335.23	\$55,199,282
Moving/Storage/Freight Express	98	\$65.12	\$10,722,782
Housekeeping Supplies (17)	84	\$633.11	\$104,249,060
Insurance			
Owners and Renters Insurance	73	\$421.59	\$69,420,839
Vehicle Insurance	87	\$1,351.13	\$222,481,879
Life/Other Insurance	76	\$351.90	\$57,945,706
Health Insurance	82	\$3,221.27	\$530,423,359
Personal Care Products (18)	87	\$435.12	\$71,648,191
School Books and Supplies (19)	88	\$136.16	\$22,419,950
Smoking Products	97	\$391.42	\$64,452,090
Transportation			
Payments on Vehicles excluding Leases	82	\$2,083.14	\$343,016,041
Gasoline and Motor Oil	86	\$1,962.24	\$323,108,140
Vehicle Maintenance and Repairs	85	\$977.98	\$161,037,275
Travel			
Airline Fares	83	\$454.77	\$74,883,515
Lodging on Trips	78	\$486.34	\$80,082,023
Auto/Truck Rental on Trips	82	\$21.44	\$3,529,873
Food and Drink on Trips	81	\$438.09	\$72,138,006

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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.

1302 Key Hwy, Baltimore, Maryland, 21230
 Drive Time: 5, 10, 15 minute radii

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 Latitude: 39.27479
 Longitude: -76.60514

Data for all businesses in area	5 minutes				10 minutes				15 minutes			
Total Businesses:	1,374				7,808				20,263			
Total Employees:	21,573				151,609				311,449			
Total Residential Population:	20,722				92,136				406,895			
Employee/Residential Population Ratio (per 100 Residents)	104				165				77			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	0.6%	129	0.6%	36	0.5%	424	0.3%	148	0.7%	1,334	0.4%
Construction	40	2.9%	316	1.5%	237	3.0%	2,801	1.8%	1,002	4.9%	12,474	4.0%
Manufacturing	24	1.7%	796	3.7%	205	2.6%	6,125	4.0%	584	2.9%	15,269	4.9%
Transportation	25	1.8%	626	2.9%	163	2.1%	2,906	1.9%	547	2.7%	8,749	2.8%
Communication	9	0.7%	47	0.2%	67	0.9%	360	0.2%	178	0.9%	1,105	0.4%
Utility	4	0.3%	156	0.7%	22	0.3%	446	0.3%	53	0.3%	1,422	0.5%
Wholesale Trade	18	1.3%	134	0.6%	171	2.2%	2,652	1.7%	616	3.0%	9,839	3.2%
Retail Trade Summary	283	20.6%	5,805	26.9%	1,495	19.1%	17,949	11.8%	4,338	21.4%	42,594	13.7%
Home Improvement	7	0.5%	153	0.7%	41	0.5%	936	0.6%	139	0.7%	2,257	0.7%
General Merchandise Stores	8	0.6%	51	0.2%	52	0.7%	307	0.2%	199	1.0%	2,077	0.7%
Food Stores	28	2.0%	309	1.4%	166	2.1%	1,356	0.9%	571	2.8%	4,897	1.6%
Auto Dealers, Gas Stations, Auto Aftermarket	8	0.6%	38	0.2%	64	0.8%	576	0.4%	351	1.7%	3,284	1.1%
Apparel & Accessory Stores	10	0.7%	2,919	13.5%	90	1.2%	3,751	2.5%	196	1.0%	4,524	1.5%
Furniture & Home Furnishings	10	0.7%	131	0.6%	58	0.7%	630	0.4%	216	1.1%	1,669	0.5%
Eating & Drinking Places	163	11.9%	1,806	8.4%	709	9.1%	8,032	5.3%	1,724	8.5%	17,595	5.6%
Miscellaneous Retail	51	3.7%	397	1.8%	314	4.0%	2,361	1.6%	940	4.6%	6,291	2.0%
Finance, Insurance, Real Estate Summary	178	13.0%	2,609	12.1%	868	11.1%	13,491	8.9%	1,834	9.1%	20,276	6.5%
Banks, Savings & Lending Institutions	19	1.4%	666	3.1%	125	1.6%	4,382	2.9%	274	1.4%	5,821	1.9%
Securities Brokers	28	2.0%	295	1.4%	152	1.9%	2,942	1.9%	232	1.1%	3,610	1.2%
Insurance Carriers & Agents	23	1.7%	652	3.0%	95	1.2%	1,782	1.2%	230	1.1%	2,656	0.9%
Real Estate, Holding, Other Investment Offices	107	7.8%	997	4.6%	496	6.4%	4,384	2.9%	1,098	5.4%	8,189	2.6%
Services Summary	554	40.3%	9,349	43.3%	3,155	40.4%	81,785	53.9%	8,010	39.5%	166,716	53.5%
Hotels & Lodging	12	0.9%	1,056	4.9%	68	0.9%	5,318	3.5%	115	0.6%	6,415	2.1%
Automotive Services	20	1.5%	237	1.1%	174	2.2%	1,580	1.0%	605	3.0%	4,809	1.5%
Motion Pictures & Amusements	32	2.3%	251	1.2%	148	1.9%	1,642	1.1%	389	1.9%	3,481	1.1%
Health Services	48	3.5%	1,131	5.2%	443	5.7%	33,953	22.4%	1,053	5.2%	66,459	21.3%
Legal Services	62	4.5%	1,151	5.3%	443	5.7%	7,732	5.1%	575	2.8%	8,377	2.7%
Education Institutions & Libraries	26	1.9%	869	4.0%	171	2.2%	7,857	5.2%	467	2.3%	21,137	6.8%
Other Services	354	25.8%	4,653	21.6%	1,708	21.9%	23,703	15.6%	4,805	23.7%	56,038	18.0%
Government	27	2.0%	1,393	6.5%	269	3.4%	21,430	14.1%	427	2.1%	28,943	9.3%
Unclassified Establishments	204	14.8%	213	1.0%	1,120	14.3%	1,240	0.8%	2,526	12.5%	2,727	0.9%
Totals	1,374	100.0%	21,573	100.0%	7,808	100.0%	151,609	100.0%	20,263	100.0%	311,449	100.0%

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

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.

1302 Key Hwy, Baltimore, Maryland, 21230
 Drive Time: 5, 10, 15 minute radii

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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%	50	0.2%	10	0.1%	73	0.0%	25	0.1%	201	0.1%
Mining	0	0.0%	1	0.0%	4	0.1%	35	0.0%	12	0.1%	174	0.1%
Utilities	3	0.2%	19	0.1%	13	0.2%	142	0.1%	18	0.1%	183	0.1%
Construction	49	3.6%	400	1.9%	278	3.6%	3,220	2.1%	1,109	5.5%	13,481	4.3%
Manufacturing	22	1.6%	745	3.5%	172	2.2%	4,305	2.8%	574	2.8%	12,943	4.2%
Wholesale Trade	17	1.2%	132	0.6%	161	2.1%	2,611	1.7%	594	2.9%	9,700	3.1%
Retail Trade	115	8.4%	3,955	18.3%	764	9.8%	9,715	6.4%	2,513	12.4%	24,276	7.8%
Motor Vehicle & Parts Dealers	7	0.5%	32	0.1%	46	0.6%	477	0.3%	255	1.3%	2,733	0.9%
Furniture & Home Furnishings Stores	5	0.4%	108	0.5%	27	0.3%	291	0.2%	111	0.5%	979	0.3%
Electronics & Appliance Stores	5	0.4%	15	0.1%	32	0.4%	322	0.2%	86	0.4%	609	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.5%	153	0.7%	41	0.5%	936	0.6%	139	0.7%	2,252	0.7%
Food & Beverage Stores	27	2.0%	279	1.3%	169	2.2%	1,280	0.8%	628	3.1%	4,715	1.5%
Health & Personal Care Stores	13	0.9%	134	0.6%	79	1.0%	599	0.4%	231	1.1%	1,834	0.6%
Gasoline Stations	1	0.1%	6	0.0%	18	0.2%	99	0.1%	97	0.5%	551	0.2%
Clothing & Clothing Accessories Stores	12	0.9%	2,933	13.6%	116	1.5%	3,894	2.6%	244	1.2%	4,728	1.5%
Sport Goods, Hobby, Book, & Music Stores	5	0.4%	52	0.2%	34	0.4%	353	0.2%	116	0.6%	766	0.2%
General Merchandise Stores	8	0.6%	51	0.2%	52	0.7%	307	0.2%	199	1.0%	2,077	0.7%
Miscellaneous Store Retailers	22	1.6%	96	0.4%	129	1.7%	710	0.5%	344	1.7%	2,248	0.7%
Nonstore Retailers	4	0.3%	95	0.4%	19	0.2%	447	0.3%	64	0.3%	785	0.3%
Transportation & Warehousing	16	1.2%	358	1.7%	121	1.5%	2,436	1.6%	470	2.3%	8,042	2.6%
Information	37	2.7%	375	1.7%	218	2.8%	3,957	2.6%	473	2.3%	7,770	2.5%
Finance & Insurance	73	5.3%	1,626	7.5%	398	5.1%	9,403	6.2%	782	3.9%	12,451	4.0%
Central Bank/Credit Intermediation & Related Activities	19	1.4%	654	3.0%	121	1.5%	4,261	2.8%	283	1.4%	5,758	1.8%
Securities, Commodity Contracts & Other Financial	31	2.3%	319	1.5%	180	2.3%	3,347	2.2%	267	1.3%	4,025	1.3%
Insurance Carriers & Related Activities; Funds, Trusts &	24	1.7%	653	3.0%	97	1.2%	1,794	1.2%	232	1.1%	2,668	0.9%
Real Estate, Rental & Leasing	90	6.6%	829	3.8%	449	5.8%	3,749	2.5%	1,085	5.4%	7,864	2.5%
Professional, Scientific & Tech Services	196	14.3%	3,474	16.1%	1,046	13.4%	18,355	12.1%	1,985	9.8%	29,396	9.4%
Legal Services	68	4.9%	1,195	5.5%	467	6.0%	7,864	5.2%	624	3.1%	8,627	2.8%
Management of Companies & Enterprises	9	0.7%	88	0.4%	35	0.4%	356	0.2%	79	0.4%	843	0.3%
Administrative & Support & Waste Management & Remediation	39	2.8%	789	3.7%	249	3.2%	3,049	2.0%	679	3.4%	8,430	2.7%
Educational Services	30	2.2%	852	3.9%	162	2.1%	7,413	4.9%	476	2.3%	20,627	6.6%
Health Care & Social Assistance	72	5.2%	1,569	7.3%	576	7.4%	36,047	23.8%	1,487	7.3%	73,657	23.6%
Arts, Entertainment & Recreation	35	2.5%	561	2.6%	180	2.3%	3,530	2.3%	402	2.0%	5,738	1.8%
Accommodation & Food Services	177	12.9%	2,884	13.4%	788	10.1%	13,440	8.9%	1,874	9.2%	24,351	7.8%
Accommodation	12	0.9%	1,056	4.9%	68	0.9%	5,318	3.5%	115	0.6%	6,415	2.1%
Food Services & Drinking Places	166	12.1%	1,828	8.5%	719	9.2%	8,122	5.4%	1,759	8.7%	17,936	5.8%
Other Services (except Public Administration)	162	11.8%	1,218	5.6%	795	10.2%	6,735	4.4%	2,668	13.2%	19,281	6.2%
Automotive Repair & Maintenance	10	0.7%	56	0.3%	67	0.9%	418	0.3%	367	1.8%	2,031	0.7%
Public Administration	27	2.0%	1,436	6.7%	272	3.5%	21,806	14.4%	430	2.1%	29,319	9.4%
Unclassified Establishments	204	14.8%	212	1.0%	1,119	14.3%	1,233	0.8%	2,525	12.5%	2,720	0.9%
Total	1,374	100.0%	21,573	100.0%	7,808	100.0%	151,609	100.0%	20,263	100.0%	311,449	100.0%

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