

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	2,754	9,545	13,656
2010 Total Population	3,044	9,375	13,502
2019 Total Population	3,351	10,157	15,087
2019 Group Quarters	23	60	82
2024 Total Population	3,517	10,776	16,180
2019-2024 Annual Rate	0.97%	1.19%	1.41%
2019 Total Daytime Population	3,784	8,046	20,215
Workers	2,740	5,004	15,620
Residents	1,044	3,042	4,595
Household Summary			
2000 Households	1,323	4,604	6,534
2000 Average Household Size	2.04	1.95	1.99
2010 Households	1,454	4,816	6,936
2010 Average Household Size	2.08	1.93	1.94
2019 Households	1,595	5,242	7,807
2019 Average Household Size	2.09	1.93	1.92
2024 Households	1,669	5,603	8,421
2024 Average Household Size	2.09	1.91	1.91
2019-2024 Annual Rate	0.91%	1.34%	1.53%
2010 Families	504	1,610	2,460
2010 Average Family Size	2.80	2.64	2.61
2019 Families	555	1,720	2,770
2019 Average Family Size	2.83	2.66	2.61
2024 Families	585	1,837	2,991
2024 Average Family Size	2.84	2.66	2.61
2019-2024 Annual Rate	1.06%	1.32%	1.55%
Housing Unit Summary			
2000 Housing Units	1,528	5,012	7,238
Owner Occupied Housing Units	41.3%	48.4%	50.6%
Renter Occupied Housing Units	45.3%	43.5%	39.7%
Vacant Housing Units	13.4%	8.1%	9.7%
2010 Housing Units	1,611	5,302	8,014
Owner Occupied Housing Units	38.9%	44.2%	45.7%
Renter Occupied Housing Units	51.4%	46.6%	40.8%
Vacant Housing Units	9.7%	9.2%	13.5%
2019 Housing Units	1,727	5,606	8,498
Owner Occupied Housing Units	37.3%	42.5%	44.7%
Renter Occupied Housing Units	55.1%	51.0%	47.1%
Vacant Housing Units	7.6%	6.5%	8.1%
2024 Housing Units	1,823	5,999	9,080
Owner Occupied Housing Units	35.3%	39.9%	42.2%
Renter Occupied Housing Units	56.3%	53.5%	50.6%
Vacant Housing Units	8.4%	6.6%	7.3%
Median Household Income			
2019	\$91,842	\$90,630	\$92,348
2024	\$97,181	\$96,262	\$100,456
Median Home Value			
2019	\$342,828	\$371,833	\$360,407
2024	\$365,019	\$405,478	\$390,054
Per Capita Income			
2019	\$54,826	\$62,312	\$63,724
2024	\$58,903	\$67,855	\$70,524
Median Age			
2010	29.1	31.5	32.1
2019	31.0	33.9	34.4
2024	32.6	35.7	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.

	5 minutes	10 minutes	15 minutes
2019 Households by Income			
Household Income Base	1,595	5,242	7,807
<\$15,000	10.5%	9.2%	8.7%
\$15,000 - \$24,999	5.4%	6.8%	6.0%
\$25,000 - \$34,999	4.4%	5.2%	4.9%
\$35,000 - \$49,999	12.5%	8.9%	8.7%
\$50,000 - \$74,999	9.3%	13.3%	13.9%
\$75,000 - \$99,999	11.0%	9.7%	10.5%
\$100,000 - \$149,999	21.2%	22.1%	20.9%
\$150,000 - \$199,999	14.7%	11.3%	12.4%
\$200,000+	11.1%	13.5%	14.0%
Average Household Income	\$114,950	\$120,338	\$124,097
2024 Households by Income			
Household Income Base	1,669	5,603	8,421
<\$15,000	9.2%	8.5%	7.8%
\$15,000 - \$24,999	4.9%	6.3%	5.5%
\$25,000 - \$34,999	4.2%	5.3%	4.8%
\$35,000 - \$49,999	13.2%	9.0%	8.5%
\$50,000 - \$74,999	8.6%	12.4%	12.7%
\$75,000 - \$99,999	10.9%	9.7%	10.4%
\$100,000 - \$149,999	21.0%	21.8%	20.9%
\$150,000 - \$199,999	16.2%	12.4%	13.7%
\$200,000+	11.9%	14.7%	15.6%
Average Household Income	\$123,910	\$130,155	\$136,515
2019 Owner Occupied Housing Units by Value			
Total	644	2,381	3,802
<\$50,000	0.8%	1.0%	0.9%
\$50,000 - \$99,999	1.4%	0.9%	0.9%
\$100,000 - \$149,999	2.0%	2.7%	2.6%
\$150,000 - \$199,999	1.9%	2.8%	3.9%
\$200,000 - \$249,999	15.1%	10.5%	11.0%
\$250,000 - \$299,999	12.6%	11.9%	13.8%
\$300,000 - \$399,999	37.9%	28.2%	27.8%
\$400,000 - \$499,999	11.8%	17.9%	14.9%
\$500,000 - \$749,999	10.2%	16.9%	14.0%
\$750,000 - \$999,999	6.2%	6.2%	6.8%
\$1,000,000 - \$1,499,999	0.0%	0.5%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.6%	2.1%
Average Home Value	\$380,210	\$424,727	\$448,120
2024 Owner Occupied Housing Units by Value			
Total	644	2,394	3,829
<\$50,000	0.5%	0.5%	0.5%
\$50,000 - \$99,999	0.6%	0.3%	0.4%
\$100,000 - \$149,999	0.8%	1.1%	1.2%
\$150,000 - \$199,999	0.9%	1.5%	2.2%
\$200,000 - \$249,999	9.9%	6.9%	7.7%
\$250,000 - \$299,999	10.7%	9.8%	11.7%
\$300,000 - \$399,999	40.8%	28.9%	29.1%
\$400,000 - \$499,999	15.2%	21.0%	17.4%
\$500,000 - \$749,999	12.9%	21.1%	17.3%
\$750,000 - \$999,999	7.5%	7.6%	8.6%
\$1,000,000 - \$1,499,999	0.2%	0.5%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.9%	2.5%
Average Home Value	\$414,130	\$468,288	\$492,339

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.

37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.27660
 Longitude: -76.61608

	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	3,044	9,375	13,503
0 - 4	5.9%	4.7%	4.9%
5 - 9	3.7%	2.6%	2.5%
10 - 14	2.4%	1.7%	1.6%
15 - 24	18.4%	15.0%	14.0%
25 - 34	36.3%	33.9%	33.9%
35 - 44	12.0%	12.8%	13.1%
45 - 54	9.0%	9.3%	9.9%
55 - 64	6.6%	9.0%	9.4%
65 - 74	3.4%	5.8%	5.8%
75 - 84	1.7%	3.8%	3.6%
85 +	0.8%	1.4%	1.3%
18 +	86.0%	89.8%	89.8%
2019 Population by Age			
Total	3,351	10,158	15,086
0 - 4	5.8%	4.4%	4.5%
5 - 9	4.6%	3.1%	3.1%
10 - 14	3.5%	2.3%	2.4%
15 - 24	12.0%	10.2%	9.6%
25 - 34	36.4%	33.2%	32.0%
35 - 44	13.7%	13.9%	14.2%
45 - 54	8.0%	8.2%	8.9%
55 - 64	8.0%	10.2%	10.7%
65 - 74	4.9%	8.3%	8.5%
75 - 84	2.1%	4.6%	4.6%
85 +	0.9%	1.6%	1.6%
18 +	84.2%	89.1%	88.8%
2024 Population by Age			
Total	3,515	10,776	16,180
0 - 4	6.3%	4.5%	4.5%
5 - 9	5.0%	3.1%	3.2%
10 - 14	4.0%	2.4%	2.5%
15 - 24	12.0%	10.1%	9.7%
25 - 34	30.1%	28.5%	27.5%
35 - 44	17.4%	15.9%	16.2%
45 - 54	8.4%	8.3%	9.0%
55 - 64	7.7%	9.8%	10.2%
65 - 74	5.5%	9.4%	9.5%
75 - 84	2.7%	6.1%	6.0%
85 +	0.9%	1.8%	1.8%
18 +	82.7%	88.7%	88.5%
2010 Population by Sex			
Males	1,581	4,771	6,873
Females	1,463	4,604	6,629
2019 Population by Sex			
Males	1,720	5,143	7,629
Females	1,631	5,014	7,458
2024 Population by Sex			
Males	1,792	5,399	8,101
Females	1,726	5,377	8,079

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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 Walk Time: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	3,043	9,375	13,502
White Alone	71.1%	82.0%	82.9%
Black Alone	22.8%	12.2%	11.1%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	2.6%	3.0%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.3%	0.9%	0.8%
Two or More Races	1.8%	1.6%	1.7%
Hispanic Origin	3.3%	3.1%	3.1%
Diversity Index	47.7	35.3	34.1
2019 Population by Race/Ethnicity			
Total	3,351	10,157	15,087
White Alone	65.0%	78.4%	80.1%
Black Alone	27.6%	14.4%	12.6%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	2.9%	3.6%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.7%	1.2%	1.1%
Two or More Races	2.3%	2.1%	2.1%
Hispanic Origin	4.5%	4.5%	4.4%
Diversity Index	54.3	41.8	39.6
2024 Population by Race/Ethnicity			
Total	3,518	10,775	16,180
White Alone	61.5%	76.3%	78.5%
Black Alone	30.2%	15.5%	13.2%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	3.2%	4.1%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.5%	1.3%
Two or More Races	2.6%	2.3%	2.4%
Hispanic Origin	5.5%	5.6%	5.5%
Diversity Index	57.8	45.7	43.1
2010 Population by Relationship and Household Type			
Total	3,044	9,375	13,502
In Households	99.2%	99.4%	99.4%
In Family Households	48.3%	46.8%	49.1%
Householder	16.6%	17.2%	18.1%
Spouse	10.0%	12.8%	13.6%
Child	16.9%	13.0%	13.4%
Other relative	2.9%	2.3%	2.4%
Nonrelative	1.9%	1.4%	1.6%
In Nonfamily Households	51.0%	52.6%	50.4%
In Group Quarters	0.8%	0.6%	0.6%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.8%	0.6%	0.6%

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.

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

	5 minutes	10 minutes	15 minutes
2019 Population 25+ by Educational Attainment			
Total	2,480	8,131	12,124
Less than 9th Grade	2.7%	2.4%	2.3%
9th - 12th Grade, No Diploma	4.9%	4.2%	4.6%
High School Graduate	14.6%	11.4%	10.5%
GED/Alternative Credential	2.9%	2.3%	2.0%
Some College, No Degree	11.1%	10.9%	10.0%
Associate Degree	3.3%	2.5%	2.4%
Bachelor's Degree	35.0%	36.2%	37.4%
Graduate/Professional Degree	25.5%	29.9%	30.8%
2019 Population 15+ by Marital Status			
Total	2,886	9,163	13,575
Never Married	66.0%	55.9%	55.4%
Married	26.7%	31.0%	32.4%
Widowed	1.0%	3.8%	3.6%
Divorced	6.3%	9.3%	8.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	98.3%	98.1%
Civilian Unemployed (Unemployment Rate)	2.2%	1.7%	1.9%
2019 Employed Population 16+ by Industry			
Total	2,349	7,206	10,638
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	3.0%	2.6%	2.4%
Manufacturing	3.3%	4.0%	4.6%
Wholesale Trade	6.9%	3.8%	3.5%
Retail Trade	6.2%	4.8%	5.4%
Transportation/Utilities	2.3%	3.2%	3.3%
Information	1.4%	1.7%	1.9%
Finance/Insurance/Real Estate	7.4%	10.6%	9.7%
Services	63.3%	61.9%	61.4%
Public Administration	6.0%	7.1%	7.5%
2019 Employed Population 16+ by Occupation			
Total	2,350	7,205	10,638
White Collar	77.4%	84.8%	85.1%
Management/Business/Financial	25.8%	29.6%	29.2%
Professional	33.7%	39.3%	40.0%
Sales	8.1%	6.9%	7.5%
Administrative Support	9.7%	9.0%	8.4%
Services	16.1%	10.1%	9.6%
Blue Collar	6.6%	5.1%	5.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.2%	0.6%	0.7%
Installation/Maintenance/Repair	0.2%	0.4%	0.9%
Production	5.8%	3.0%	2.4%
Transportation/Material Moving	0.3%	1.1%	1.4%
2010 Population By Urban/ Rural Status			
Total Population	3,044	9,375	13,502
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	1,453	4,817	6,936
Households with 1 Person	37.1%	41.4%	40.4%
Households with 2+ People	62.9%	58.6%	59.6%
Family Households	34.7%	33.4%	35.5%
Husband-wife Families	20.8%	24.9%	26.7%
With Related Children	7.1%	7.5%	7.8%
Other Family (No Spouse Present)	13.9%	8.5%	8.8%
Other Family with Male Householder	3.2%	2.6%	2.8%
With Related Children	1.9%	1.1%	1.2%
Other Family with Female Householder	10.7%	5.9%	6.0%
With Related Children	7.8%	3.6%	3.5%
Nonfamily Households	28.2%	25.2%	24.1%
All Households with Children	16.8%	12.2%	12.5%
Multigenerational Households	2.3%	1.5%	1.7%
Unmarried Partner Households	10.4%	9.4%	9.5%
Male-female	9.1%	8.2%	8.4%
Same-sex	1.2%	1.2%	1.2%
2010 Households by Size			
Total	1,454	4,816	6,936
1 Person Household	37.1%	41.4%	40.4%
2 Person Household	35.9%	36.5%	37.4%
3 Person Household	15.8%	13.8%	13.6%
4 Person Household	7.2%	5.9%	6.0%
5 Person Household	2.5%	1.6%	1.6%
6 Person Household	1.0%	0.6%	0.6%
7 + Person Household	0.6%	0.3%	0.4%
2010 Households by Tenure and Mortgage Status			
Total	1,454	4,816	6,936
Owner Occupied	43.1%	48.7%	52.8%
Owned with a Mortgage/Loan	36.5%	40.6%	43.9%
Owned Free and Clear	6.6%	8.2%	8.9%
Renter Occupied	56.9%	51.3%	47.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,611	5,302	8,014
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.

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

37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Laptops and Lattes (3A)	Retirement Communities	Retirement Communities
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,913,683	\$16,378,596	\$24,906,393
Average Spent	\$3,080.68	\$3,124.49	\$3,190.26
Spending Potential Index	144	146	149
Education: Total \$	\$3,411,293	\$11,643,203	\$17,900,176
Average Spent	\$2,138.74	\$2,221.14	\$2,292.84
Spending Potential Index	134	139	144
Entertainment/Recreation: Total \$	\$6,637,051	\$22,789,274	\$35,078,496
Average Spent	\$4,161.16	\$4,347.44	\$4,493.21
Spending Potential Index	127	133	137
Food at Home: Total \$	\$11,283,133	\$37,720,903	\$57,413,057
Average Spent	\$7,074.06	\$7,195.90	\$7,354.05
Spending Potential Index	137	139	142
Food Away from Home: Total \$	\$8,298,078	\$27,917,415	\$42,525,652
Average Spent	\$5,202.56	\$5,325.72	\$5,447.12
Spending Potential Index	142	145	148
Health Care: Total \$	\$11,292,289	\$39,241,469	\$60,416,829
Average Spent	\$7,079.81	\$7,485.97	\$7,738.80
Spending Potential Index	119	126	130
HH Furnishings & Equipment: Total \$	\$4,335,330	\$14,849,949	\$22,805,809
Average Spent	\$2,718.08	\$2,832.88	\$2,921.20
Spending Potential Index	127	133	137
Personal Care Products & Services: Total \$	\$1,874,445	\$6,416,220	\$9,796,745
Average Spent	\$1,175.20	\$1,224.00	\$1,254.87
Spending Potential Index	133	138	142
Shelter: Total \$	\$41,610,304	\$142,561,557	\$217,233,990
Average Spent	\$26,087.96	\$27,196.02	\$27,825.54
Spending Potential Index	141	147	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,737,658	\$17,194,745	\$26,584,362
Average Spent	\$2,970.32	\$3,280.19	\$3,405.20
Spending Potential Index	120	132	137
Travel: Total \$	\$4,343,807	\$15,495,671	\$24,005,223
Average Spent	\$2,723.39	\$2,956.06	\$3,074.83
Spending Potential Index	121	132	137
Vehicle Maintenance & Repairs: Total \$	\$2,363,922	\$8,231,921	\$12,540,253
Average Spent	\$1,482.08	\$1,570.38	\$1,606.28
Spending Potential Index	130	137	140

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.

37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 5 minute radius

Prepared by Esri
 Latitude: 39.27660
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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Metro Renters (3B)	50.3%	Population	3,351	3,517
City Commons (11E)	35.1%	Households	1,595	1,669
Laptops and Lattes (3A)	14.5%	Families	555	585
Top Tier (1A)	0.0%	Median Age	31.0	32.6
Professional Pride (1B)	0.0%	Median Household Income	\$91,842	\$97,181
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		144	\$3,080.68	\$4,913,683
Men's		144	\$598.25	\$954,213
Women's		139	\$1,004.35	\$1,601,934
Children's		143	\$461.32	\$735,798
Footwear		150	\$721.49	\$1,150,771
Watches & Jewelry		148	\$204.15	\$325,612
Apparel Products and Services (1)		137	\$91.13	\$145,354
Computer				
Computers and Hardware for Home Use		148	\$245.42	\$391,440
Portable Memory		131	\$5.83	\$9,302
Computer Software		162	\$16.46	\$26,258
Computer Accessories		127	\$24.07	\$38,392
Entertainment & Recreation		127	\$4,161.16	\$6,637,051
Fees and Admissions		128	\$911.23	\$1,453,405
Membership Fees for Clubs (2)		129	\$305.12	\$486,673
Fees for Participant Sports, excl. Trips		118	\$126.39	\$201,588
Tickets to Theatre/Operas/Concerts		133	\$100.09	\$159,643
Tickets to Movies		144	\$79.07	\$126,118
Tickets to Parks or Museums		140	\$45.25	\$72,168
Admission to Sporting Events, excl. Trips		123	\$77.51	\$123,625
Fees for Recreational Lessons		123	\$176.30	\$281,197
Dating Services		214	\$1.50	\$2,393
TV/Video/Audio		136	\$1,663.00	\$2,652,478
Cable and Satellite Television Services		132	\$1,159.92	\$1,850,069
Televisions		145	\$157.02	\$250,442
Satellite Dishes		108	\$1.69	\$2,694
VCRs, Video Cameras, and DVD Players		142	\$8.22	\$13,110
Miscellaneous Video Equipment		131	\$33.39	\$53,251
Video Cassettes and DVDs		132	\$15.15	\$24,159
Video Game Hardware/Accessories		172	\$47.91	\$76,424
Video Game Software		173	\$26.35	\$42,028
Rental/Streaming/Downloaded Video		159	\$74.29	\$118,496
Installation of Televisions		87	\$0.99	\$1,572
Audio (3)		136	\$132.34	\$211,076
Rental and Repair of TV/Radio/Sound Equipment		182	\$5.74	\$9,156
Pets		116	\$767.96	\$1,224,895
Toys/Games/Crafts/Hobbies (4)		140	\$165.42	\$263,851
Recreational Vehicles and Fees (5)		91	\$145.18	\$231,567
Sports/Recreation/Exercise Equipment (6)		123	\$254.96	\$406,661
Photo Equipment and Supplies (7)		148	\$77.00	\$122,809
Reading (8)		124	\$132.33	\$211,061
Catered Affairs (9)		165	\$44.09	\$70,325
Food		139	\$12,276.62	\$19,581,211
Food at Home		137	\$7,074.06	\$11,283,133
Bakery and Cereal Products		136	\$923.21	\$1,472,518
Meats, Poultry, Fish, and Eggs		139	\$1,591.79	\$2,538,905
Dairy Products		134	\$716.95	\$1,143,541
Fruits and Vegetables		136	\$1,386.24	\$2,211,056
Snacks and Other Food at Home (10)		136	\$2,455.87	\$3,917,112
Food Away from Home		142	\$5,202.56	\$8,298,078
Alcoholic Beverages		142	\$822.37	\$1,311,682

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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.

37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 5 minute radius

Prepared by Esri
 Latitude: 39.27660
 Longitude: -76.61608

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$21,641.61	\$34,518,373
Value of Retirement Plans	96	\$91,638.09	\$146,162,754
Value of Other Financial Assets	133	\$7,550.84	\$12,043,588
Vehicle Loan Amount excluding Interest	134	\$3,837.55	\$6,120,891
Value of Credit Card Debt	127	\$3,103.02	\$4,949,312
Health			
Nonprescription Drugs	125	\$179.76	\$286,716
Prescription Drugs	113	\$410.85	\$655,299
Eyeglasses and Contact Lenses	116	\$105.38	\$168,075
Home			
Mortgage Payment and Basics (11)	92	\$9,285.80	\$14,810,844
Maintenance and Remodeling Services	90	\$1,915.05	\$3,054,504
Maintenance and Remodeling Materials (12)	85	\$414.23	\$660,696
Utilities, Fuel, and Public Services	131	\$6,375.74	\$10,169,300
Household Furnishings and Equipment			
Household Textiles (13)	136	\$135.86	\$216,703
Furniture	138	\$846.66	\$1,350,423
Rugs	118	\$38.20	\$60,922
Major Appliances (14)	111	\$391.59	\$624,584
Housewares (15)	126	\$133.59	\$213,081
Small Appliances	143	\$69.69	\$111,151
Luggage	138	\$19.29	\$30,767
Telephones and Accessories	133	\$100.12	\$159,691
Household Operations			
Child Care	149	\$760.34	\$1,212,743
Lawn and Garden (16)	96	\$451.05	\$719,425
Moving/Storage/Freight Express	171	\$113.75	\$181,437
Housekeeping Supplies (17)	129	\$966.79	\$1,542,031
Insurance			
Owners and Renters Insurance	97	\$564.38	\$900,192
Vehicle Insurance	137	\$2,112.94	\$3,370,145
Life/Other Insurance	105	\$485.84	\$774,917
Health Insurance	121	\$4,741.78	\$7,563,141
Personal Care Products (18)	138	\$690.81	\$1,101,836
School Books and Supplies (19)	142	\$220.54	\$351,762
Smoking Products	157	\$633.59	\$1,010,583
Transportation			
Payments on Vehicles excluding Leases	128	\$3,257.61	\$5,195,883
Gasoline and Motor Oil	135	\$3,077.82	\$4,909,118
Vehicle Maintenance and Repairs	130	\$1,482.08	\$2,363,922
Travel			
Airline Fares	130	\$708.45	\$1,129,977
Lodging on Trips	115	\$716.10	\$1,142,176
Auto/Truck Rental on Trips	126	\$33.13	\$52,844
Food and Drink on Trips	123	\$662.09	\$1,056,038

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37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 10 minute radius

Prepared by Esri
 Latitude: 39.27660
 Longitude: -76.61608

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Metro Renters (3B)	40.3%	Population	10,157	10,776
Laptops and Lattes (3A)	23.3%	Households	5,242	5,603
Retirement Communities (9E)	21.2%	Families	1,720	1,837
City Commons (11E)	10.7%	Median Age	33.9	35.7
Emerald City (8B)	4.5%	Median Household Income	\$90,630	\$96,262
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		146	\$3,124.49	\$16,378,596
Men's		148	\$613.79	\$3,217,502
Women's		144	\$1,037.15	\$5,436,765
Children's		138	\$445.57	\$2,335,661
Footwear		150	\$719.24	\$3,770,234
Watches & Jewelry		153	\$211.07	\$1,106,437
Apparel Products and Services (1)		147	\$97.67	\$511,996
Computer				
Computers and Hardware for Home Use		152	\$251.05	\$1,316,006
Portable Memory		135	\$6.00	\$31,453
Computer Software		161	\$16.34	\$85,675
Computer Accessories		134	\$25.44	\$133,366
Entertainment & Recreation		133	\$4,347.44	\$22,789,274
Fees and Admissions		138	\$985.17	\$5,164,249
Membership Fees for Clubs (2)		141	\$333.22	\$1,746,739
Fees for Participant Sports, excl. Trips		128	\$136.95	\$717,880
Tickets to Theatre/Operas/Concerts		147	\$110.64	\$579,952
Tickets to Movies		149	\$81.61	\$427,825
Tickets to Parks or Museums		144	\$46.71	\$244,863
Admission to Sporting Events, excl. Trips		131	\$82.82	\$434,132
Fees for Recreational Lessons		134	\$191.77	\$1,005,233
Dating Services		207	\$1.45	\$7,625
TV/Video/Audio		137	\$1,672.50	\$8,767,232
Cable and Satellite Television Services		133	\$1,172.13	\$6,144,310
Televisions		144	\$156.36	\$819,653
Satellite Dishes		111	\$1.75	\$9,189
VCRs, Video Cameras, and DVD Players		140	\$8.09	\$42,388
Miscellaneous Video Equipment		130	\$33.10	\$173,497
Video Cassettes and DVDs		133	\$15.23	\$79,854
Video Game Hardware/Accessories		160	\$44.55	\$233,535
Video Game Software		165	\$25.13	\$131,723
Rental/Streaming/Downloaded Video		159	\$74.12	\$388,520
Installation of Televisions		110	\$1.25	\$6,552
Audio (3)		139	\$135.71	\$711,377
Rental and Repair of TV/Radio/Sound Equipment		161	\$5.08	\$26,636
Pets		122	\$809.34	\$4,242,583
Toys/Games/Crafts/Hobbies (4)		140	\$165.57	\$867,892
Recreational Vehicles and Fees (5)		110	\$175.53	\$920,119
Sports/Recreation/Exercise Equipment (6)		129	\$266.74	\$1,398,258
Photo Equipment and Supplies (7)		153	\$79.64	\$417,483
Reading (8)		136	\$144.89	\$759,497
Catered Affairs (9)		180	\$48.07	\$251,960
Food		142	\$12,521.62	\$65,638,318
Food at Home		139	\$7,195.90	\$37,720,903
Bakery and Cereal Products		138	\$938.77	\$4,921,024
Meats, Poultry, Fish, and Eggs		140	\$1,602.24	\$8,398,916
Dairy Products		138	\$738.14	\$3,869,348
Fruits and Vegetables		141	\$1,431.95	\$7,506,277
Snacks and Other Food at Home (10)		138	\$2,484.80	\$13,025,337
Food Away from Home		145	\$5,325.72	\$27,917,415
Alcoholic Beverages		152	\$874.90	\$4,586,230

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37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 10 minute radius

Prepared by Esri
 Latitude: 39.27660
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	121	\$26,055.18	\$136,581,253
Value of Retirement Plans	111	\$105,466.75	\$552,856,724
Value of Other Financial Assets	139	\$7,875.59	\$41,283,823
Vehicle Loan Amount excluding Interest	131	\$3,731.74	\$19,561,788
Value of Credit Card Debt	132	\$3,226.71	\$16,914,427
Health			
Nonprescription Drugs	131	\$187.68	\$983,842
Prescription Drugs	118	\$431.13	\$2,260,001
Eyeglasses and Contact Lenses	123	\$111.78	\$585,943
Home			
Mortgage Payment and Basics (11)	105	\$10,595.28	\$55,540,473
Maintenance and Remodeling Services	105	\$2,235.69	\$11,719,504
Maintenance and Remodeling Materials (12)	97	\$472.25	\$2,475,560
Utilities, Fuel, and Public Services	131	\$6,378.56	\$33,436,430
Household Furnishings and Equipment			
Household Textiles (13)	138	\$138.46	\$725,814
Furniture	141	\$863.99	\$4,529,031
Rugs	130	\$42.20	\$221,210
Major Appliances (14)	115	\$407.81	\$2,137,731
Housewares (15)	132	\$140.64	\$737,226
Small Appliances	145	\$70.63	\$370,245
Luggage	144	\$20.09	\$105,335
Telephones and Accessories	140	\$105.88	\$555,027
Household Operations			
Child Care	151	\$772.11	\$4,047,419
Lawn and Garden (16)	109	\$510.29	\$2,674,942
Moving/Storage/Freight Express	171	\$113.88	\$596,962
Housekeeping Supplies (17)	133	\$994.99	\$5,215,713
Insurance			
Owners and Renters Insurance	105	\$608.82	\$3,191,437
Vehicle Insurance	136	\$2,111.63	\$11,069,149
Life/Other Insurance	114	\$523.14	\$2,742,317
Health Insurance	127	\$4,984.14	\$26,126,866
Personal Care Products (18)	141	\$704.47	\$3,692,810
School Books and Supplies (19)	142	\$220.17	\$1,154,112
Smoking Products	146	\$590.71	\$3,096,502
Transportation			
Payments on Vehicles excluding Leases	127	\$3,224.43	\$16,902,436
Gasoline and Motor Oil	133	\$3,046.18	\$15,968,088
Vehicle Maintenance and Repairs	137	\$1,570.38	\$8,231,921
Travel			
Airline Fares	142	\$774.21	\$4,058,399
Lodging on Trips	126	\$782.26	\$4,100,583
Auto/Truck Rental on Trips	138	\$36.21	\$189,819
Food and Drink on Trips	132	\$712.42	\$3,734,495

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37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 15 minute radius

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Metro Renters (3B)	34.7%	Population	15,087	16,180
Laptops and Lattes (3A)	26.2%	Households	7,807	8,421
Retirement Communities (9E)	17.5%	Families	2,770	2,991
Emerald City (8B)	10.0%	Median Age	34.4	36.3
City Commons (11E)	7.2%	Median Household Income	\$92,348	\$100,456
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		149	\$3,190.26	\$24,906,393
Men's		152	\$627.65	\$4,900,053
Women's		147	\$1,061.55	\$8,287,545
Children's		141	\$454.60	\$3,549,069
Footwear		152	\$730.40	\$5,702,261
Watches & Jewelry		156	\$215.55	\$1,682,783
Apparel Products and Services (1)		151	\$100.51	\$784,681
Computer				
Computers and Hardware for Home Use		155	\$256.28	\$2,000,745
Portable Memory		139	\$6.18	\$48,235
Computer Software		163	\$16.50	\$128,833
Computer Accessories		138	\$26.17	\$204,274
Entertainment & Recreation		137	\$4,493.21	\$35,078,496
Fees and Admissions		143	\$1,021.60	\$7,975,652
Membership Fees for Clubs (2)		146	\$345.74	\$2,699,169
Fees for Participant Sports, excl. Trips		132	\$141.99	\$1,108,506
Tickets to Theatre/Operas/Concerts		152	\$114.37	\$892,854
Tickets to Movies		152	\$83.49	\$651,815
Tickets to Parks or Museums		148	\$47.90	\$373,917
Admission to Sporting Events, excl. Trips		136	\$86.05	\$671,759
Fees for Recreational Lessons		140	\$200.63	\$1,566,341
Dating Services		207	\$1.45	\$11,289
TV/Video/Audio		140	\$1,708.63	\$13,339,288
Cable and Satellite Television Services		136	\$1,198.90	\$9,359,776
Televisions		147	\$159.31	\$1,243,756
Satellite Dishes		117	\$1.84	\$14,391
VCRs, Video Cameras, and DVD Players		143	\$8.24	\$64,339
Miscellaneous Video Equipment		133	\$33.89	\$264,604
Video Cassettes and DVDs		137	\$15.63	\$122,014
Video Game Hardware/Accessories		160	\$44.58	\$348,053
Video Game Software		166	\$25.27	\$197,296
Rental/Streaming/Downloaded Video		161	\$75.25	\$587,472
Installation of Televisions		117	\$1.33	\$10,391
Audio (3)		143	\$139.31	\$1,087,575
Rental and Repair of TV/Radio/Sound Equipment		161	\$5.08	\$39,623
Pets		128	\$844.15	\$6,590,269
Toys/Games/Crafts/Hobbies (4)		144	\$169.77	\$1,325,422
Recreational Vehicles and Fees (5)		119	\$190.69	\$1,488,719
Sports/Recreation/Exercise Equipment (6)		134	\$277.17	\$2,163,900
Photo Equipment and Supplies (7)		157	\$81.69	\$637,779
Reading (8)		141	\$150.04	\$1,171,356
Catered Affairs (9)		186	\$49.46	\$386,113
Food		145	\$12,801.17	\$99,938,709
Food at Home		142	\$7,354.05	\$57,413,057
Bakery and Cereal Products		141	\$959.73	\$7,492,631
Meats, Poultry, Fish, and Eggs		143	\$1,632.25	\$12,742,978
Dairy Products		141	\$757.10	\$5,910,710
Fruits and Vegetables		144	\$1,465.66	\$11,442,377
Snacks and Other Food at Home (10)		141	\$2,539.31	\$19,824,360
Food Away from Home		148	\$5,447.12	\$42,525,652
Alcoholic Beverages		156	\$897.75	\$7,008,705

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37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 15 minute radius

Prepared by Esri
 Latitude: 39.27660
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	128	\$27,471.54	\$214,470,308
Value of Retirement Plans	117	\$111,541.09	\$870,801,279
Value of Other Financial Assets	140	\$7,961.11	\$62,152,380
Vehicle Loan Amount excluding Interest	134	\$3,815.99	\$29,791,420
Value of Credit Card Debt	136	\$3,326.50	\$25,969,977
Health			
Nonprescription Drugs	134	\$192.54	\$1,503,131
Prescription Drugs	122	\$445.87	\$3,480,889
Eyeglasses and Contact Lenses	129	\$116.50	\$909,514
Home			
Mortgage Payment and Basics (11)	112	\$11,282.04	\$88,078,887
Maintenance and Remodeling Services	112	\$2,381.65	\$18,593,524
Maintenance and Remodeling Materials (12)	104	\$506.33	\$3,952,885
Utilities, Fuel, and Public Services	134	\$6,531.83	\$50,993,976
Household Furnishings and Equipment			
Household Textiles (13)	142	\$141.83	\$1,107,236
Furniture	144	\$885.17	\$6,910,501
Rugs	137	\$44.32	\$346,035
Major Appliances (14)	120	\$425.04	\$3,318,288
Housewares (15)	136	\$144.95	\$1,131,608
Small Appliances	148	\$72.15	\$563,264
Luggage	147	\$20.62	\$160,984
Telephones and Accessories	145	\$109.20	\$852,492
Household Operations			
Child Care	156	\$795.51	\$6,210,510
Lawn and Garden (16)	115	\$541.10	\$4,224,355
Moving/Storage/Freight Express	172	\$114.16	\$891,230
Housekeeping Supplies (17)	136	\$1,020.58	\$7,967,656
Insurance			
Owners and Renters Insurance	110	\$640.27	\$4,998,613
Vehicle Insurance	139	\$2,155.49	\$16,827,878
Life/Other Insurance	119	\$548.25	\$4,280,194
Health Insurance	131	\$5,145.40	\$40,170,106
Personal Care Products (18)	144	\$719.10	\$5,614,043
School Books and Supplies (19)	145	\$225.05	\$1,756,957
Smoking Products	148	\$596.12	\$4,653,929
Transportation			
Payments on Vehicles excluding Leases	131	\$3,317.38	\$25,898,779
Gasoline and Motor Oil	136	\$3,115.40	\$24,321,908
Vehicle Maintenance and Repairs	140	\$1,606.28	\$12,540,253
Travel			
Airline Fares	147	\$801.44	\$6,256,860
Lodging on Trips	132	\$817.55	\$6,382,648
Auto/Truck Rental on Trips	144	\$37.68	\$294,149
Food and Drink on Trips	137	\$739.77	\$5,775,394

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37 W Cross St, Baltimore, Maryland, 21230 3
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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.

37 W Cross St, Baltimore, Maryland, 21230 3
 37 W Cross St, Baltimore, Maryland, 21230
 Walk Time: 5, 10, 15 minute radii

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 Longitude: -76.61608

Data for all businesses in area		5 minutes				10 minutes				15 minutes			
Total Businesses:		311				500				976			
Total Employees:		2,333				4,528				12,920			
Total Residential Population:		3,351				10,157				15,087			
Employee/Residential Population Ratio (per 100 Residents)		70				45				86			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Agriculture & Mining	2	0.6%	11	0.5%	2	0.4%	18	0.4%	6	0.6%	52	0.4%	
Construction	8	2.6%	58	2.5%	15	3.0%	101	2.2%	31	3.2%	322	2.5%	
Manufacturing	5	1.6%	58	2.5%	7	1.4%	84	1.9%	24	2.5%	755	5.8%	
Transportation	1	0.3%	6	0.3%	4	0.8%	81	1.8%	11	1.1%	259	2.0%	
Communication	0	0.0%	1	0.0%	1	0.2%	6	0.1%	6	0.6%	37	0.3%	
Utility	0	0.0%	0	0.0%	0	0.0%	4	0.1%	4	0.4%	128	1.0%	
Wholesale Trade	3	1.0%	30	1.3%	7	1.4%	57	1.3%	16	1.6%	174	1.3%	
Retail Trade Summary	100	32.2%	765	32.8%	140	28.0%	1,123	24.8%	212	21.7%	2,154	16.7%	
Home Improvement	1	0.3%	9	0.4%	1	0.2%	15	0.3%	4	0.4%	76	0.6%	
General Merchandise Stores	3	1.0%	11	0.5%	3	0.6%	12	0.3%	4	0.4%	19	0.1%	
Food Stores	10	3.2%	68	2.9%	14	2.8%	89	2.0%	20	2.0%	118	0.9%	
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.3%	19	0.8%	4	0.8%	19	0.4%	6	0.6%	29	0.2%	
Apparel & Accessory Stores	4	1.3%	14	0.6%	5	1.0%	18	0.4%	8	0.8%	50	0.4%	
Furniture & Home Furnishings	3	1.0%	104	4.5%	5	1.0%	110	2.4%	8	0.8%	217	1.7%	
Eating & Drinking Places	59	19.0%	473	20.3%	84	16.8%	696	15.4%	122	12.5%	1,290	10.0%	
Miscellaneous Retail	16	5.1%	67	2.9%	24	4.8%	164	3.6%	41	4.2%	355	2.7%	
Finance, Insurance, Real Estate Summary	49	15.8%	378	16.2%	70	14.0%	651	14.4%	128	13.1%	1,538	11.9%	
Banks, Savings & Lending Institutions	6	1.9%	42	1.8%	7	1.4%	154	3.4%	13	1.3%	520	4.0%	
Securities Brokers	6	1.9%	45	1.9%	9	1.8%	69	1.5%	19	1.9%	186	1.4%	
Insurance Carriers & Agents	7	2.3%	24	1.0%	11	2.2%	49	1.1%	17	1.7%	118	0.9%	
Real Estate, Holding, Other Investment Offices	31	10.0%	267	11.4%	43	8.6%	379	8.4%	79	8.1%	714	5.5%	
Services Summary	111	35.7%	996	42.7%	196	39.2%	2,340	51.7%	386	39.5%	6,727	52.1%	
Hotels & Lodging	0	0.0%	0	0.0%	2	0.4%	240	5.3%	10	1.0%	956	7.4%	
Automotive Services	3	1.0%	11	0.5%	6	1.2%	60	1.3%	15	1.5%	304	2.4%	
Motion Pictures & Amusements	4	1.3%	30	1.3%	8	1.6%	49	1.1%	20	2.0%	192	1.5%	
Health Services	12	3.9%	172	7.4%	21	4.2%	257	5.7%	39	4.0%	758	5.9%	
Legal Services	4	1.3%	16	0.7%	11	2.2%	136	3.0%	38	3.9%	691	5.3%	
Education Institutions & Libraries	7	2.3%	144	6.2%	15	3.0%	320	7.1%	25	2.6%	839	6.5%	
Other Services	80	25.7%	624	26.7%	134	26.8%	1,277	28.2%	240	24.6%	2,988	23.1%	
Government	2	0.6%	13	0.6%	4	0.8%	36	0.8%	14	1.4%	673	5.2%	
Unclassified Establishments	31	10.0%	15	0.6%	53	10.6%	27	0.6%	139	14.2%	102	0.8%	
Totals	311	100.0%	2,333	100.0%	500	100.0%	4,528	100.0%	976	100.0%	12,920	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.

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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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	4	0.1%	2	0.2%	42	0.3%
Construction	8	2.6%	58	2.5%	15	3.0%	106	2.3%	35	3.6%	363	2.8%
Manufacturing	5	1.6%	52	2.2%	7	1.4%	74	1.6%	20	2.0%	365	2.8%
Wholesale Trade	3	1.0%	30	1.3%	7	1.4%	57	1.3%	16	1.6%	174	1.3%
Retail Trade	37	11.9%	261	11.2%	53	10.6%	392	8.7%	86	8.8%	826	6.4%
Motor Vehicle & Parts Dealers	3	1.0%	13	0.6%	3	0.6%	13	0.3%	4	0.4%	19	0.1%
Furniture & Home Furnishings Stores	2	0.6%	94	4.0%	3	0.6%	98	2.2%	3	0.3%	101	0.8%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.2%	3	0.1%	3	0.3%	106	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.3%	9	0.4%	1	0.2%	15	0.3%	4	0.4%	76	0.6%
Food & Beverage Stores	11	3.5%	55	2.4%	14	2.8%	68	1.5%	21	2.2%	98	0.8%
Health & Personal Care Stores	4	1.3%	23	1.0%	6	1.2%	49	1.1%	9	0.9%	99	0.8%
Gasoline Stations	1	0.3%	6	0.3%	1	0.2%	6	0.1%	2	0.2%	10	0.1%
Clothing & Clothing Accessories Stores	4	1.3%	14	0.6%	5	1.0%	18	0.4%	10	1.0%	58	0.4%
Sport Goods, Hobby, Book, & Music Stores	1	0.3%	3	0.1%	1	0.2%	6	0.1%	3	0.3%	23	0.2%
General Merchandise Stores	3	1.0%	11	0.5%	3	0.6%	12	0.3%	4	0.4%	19	0.1%
Miscellaneous Store Retailers	7	2.3%	33	1.4%	11	2.2%	45	1.0%	18	1.8%	68	0.5%
Nonstore Retailers	1	0.3%	0	0.0%	2	0.4%	60	1.3%	4	0.4%	150	1.2%
Transportation & Warehousing	1	0.3%	6	0.3%	3	0.6%	17	0.4%	6	0.6%	38	0.3%
Information	5	1.6%	55	2.4%	11	2.2%	112	2.5%	29	3.0%	626	4.8%
Finance & Insurance	18	5.8%	111	4.8%	27	5.4%	273	6.0%	51	5.2%	833	6.4%
Central Bank/Credit Intermediation & Related Activities	6	1.9%	42	1.8%	7	1.4%	154	3.4%	12	1.2%	504	3.9%
Securities, Commodity Contracts & Other Financial	6	1.9%	45	1.9%	9	1.8%	69	1.5%	23	2.4%	211	1.6%
Insurance Carriers & Related Activities; Funds, Trusts &	7	2.3%	24	1.0%	11	2.2%	49	1.1%	17	1.7%	118	0.9%
Real Estate, Rental & Leasing	27	8.7%	242	10.4%	38	7.6%	345	7.6%	69	7.1%	615	4.8%
Professional, Scientific & Tech Services	27	8.7%	287	12.3%	52	10.4%	670	14.8%	123	12.6%	1,910	14.8%
Legal Services	6	1.9%	22	0.9%	13	2.6%	142	3.1%	41	4.2%	702	5.4%
Management of Companies & Enterprises	2	0.6%	19	0.8%	3	0.6%	28	0.6%	9	0.9%	88	0.7%
Administrative & Support & Waste Management & Remediation	6	1.9%	48	2.1%	11	2.2%	187	4.1%	26	2.7%	628	4.9%
Educational Services	8	2.6%	156	6.7%	16	3.2%	326	7.2%	27	2.8%	834	6.5%
Health Care & Social Assistance	16	5.1%	204	8.7%	29	5.8%	376	8.3%	54	5.5%	1,070	8.3%
Arts, Entertainment & Recreation	7	2.3%	43	1.8%	12	2.4%	103	2.3%	24	2.5%	508	3.9%
Accommodation & Food Services	60	19.3%	485	20.8%	86	17.2%	949	21.0%	133	13.6%	2,261	17.5%
Accommodation	0	0.0%	0	0.0%	2	0.4%	240	5.3%	10	1.0%	956	7.4%
Food Services & Drinking Places	60	19.3%	485	20.8%	85	17.0%	709	15.7%	123	12.6%	1,305	10.1%
Other Services (except Public Administration)	47	15.1%	248	10.6%	73	14.6%	446	9.8%	115	11.8%	945	7.3%
Automotive Repair & Maintenance	3	1.0%	11	0.5%	3	0.6%	13	0.3%	6	0.6%	22	0.2%
Public Administration	2	0.6%	13	0.6%	4	0.8%	36	0.8%	14	1.4%	689	5.3%
Unclassified Establishments	31	10.0%	15	0.6%	53	10.6%	27	0.6%	139	14.2%	101	0.8%
Total	311	100.0%	2,333	100.0%	500	100.0%	4,528	100.0%	976	100.0%	12,920	100.0%

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