

Market Profile

7 N Calvert St, Baltimore, Maryland, 21202
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	41,343	150,456	265,590
2020 Total Population	42,403	145,956	250,496
2020 Group Quarters	3,677	5,382	9,070
2024 Total Population	42,875	145,409	246,725
2024 Group Quarters	3,671	5,375	9,058
2029 Total Population	43,163	145,353	244,037
2024-2029 Annual Rate	0.13%	-0.01%	-0.22%
2024 Total Daytime Population	143,326	271,950	375,804
Workers	127,537	206,863	258,241
Residents	15,789	65,087	117,563
Household Summary			
2010 Households	19,031	64,811	109,642
2010 Average Household Size	1.73	2.15	2.29
2020 Total Households	23,889	71,365	114,882
2020 Average Household Size	1.62	1.97	2.10
2024 Households	24,191	72,111	115,533
2024 Average Household Size	1.62	1.94	2.06
2029 Households	25,149	74,466	118,097
2029 Average Household Size	1.57	1.88	1.99
2024-2029 Annual Rate	0.78%	0.64%	0.44%
2010 Families	5,630	27,029	50,811
2010 Average Family Size	2.75	3.09	3.16
2024 Families	6,113	25,954	46,446
2024 Average Family Size	2.76	2.99	3.07
2029 Families	6,314	26,486	46,949
2029 Average Family Size	2.67	2.90	2.97
2024-2029 Annual Rate	0.65%	0.41%	0.22%
Housing Unit Summary			
2000 Housing Units	18,777	82,372	139,014
Owner Occupied Housing Units	17.4%	26.7%	33.1%
Renter Occupied Housing Units	69.4%	51.9%	47.8%
Vacant Housing Units	13.2%	21.4%	19.2%
2010 Housing Units	22,216	83,631	139,050
Owner Occupied Housing Units	17.3%	25.4%	29.7%
Renter Occupied Housing Units	68.4%	52.1%	49.1%
Vacant Housing Units	14.3%	22.5%	21.1%
2020 Housing Units	28,066	86,336	139,456
Owner Occupied Housing Units	13.3%	23.5%	27.4%
Renter Occupied Housing Units	71.8%	59.1%	55.0%
Vacant Housing Units	15.0%	17.3%	17.7%
2024 Housing Units	29,094	88,523	142,005
Owner Occupied Housing Units	13.7%	24.5%	28.4%
Renter Occupied Housing Units	69.5%	57.0%	52.9%
Vacant Housing Units	16.9%	18.5%	18.6%
2029 Housing Units	29,667	90,282	144,163
Owner Occupied Housing Units	14.4%	25.9%	30.0%
Renter Occupied Housing Units	70.4%	56.6%	51.9%
Vacant Housing Units	15.2%	17.5%	18.1%

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	24,185	72,105	115,525
<\$15,000	18.0%	19.7%	19.2%
\$15,000 - \$24,999	8.5%	8.0%	8.6%
\$25,000 - \$34,999	5.6%	6.2%	7.3%
\$35,000 - \$49,999	8.3%	8.8%	9.8%
\$50,000 - \$74,999	15.7%	13.3%	13.5%
\$75,000 - \$99,999	11.3%	10.2%	10.2%
\$100,000 - \$149,999	14.2%	13.8%	13.2%
\$150,000 - \$199,999	7.3%	7.9%	7.3%
\$200,000+	11.0%	12.1%	10.9%
Average Household Income	\$99,981	\$102,379	\$97,058
2029 Households by Income			
Household Income Base	25,143	74,460	118,089
<\$15,000	17.5%	19.1%	18.7%
\$15,000 - \$24,999	7.2%	6.8%	7.4%
\$25,000 - \$34,999	5.1%	5.7%	6.7%
\$35,000 - \$49,999	7.3%	7.8%	8.7%
\$50,000 - \$74,999	14.4%	12.1%	12.4%
\$75,000 - \$99,999	11.6%	10.4%	10.4%
\$100,000 - \$149,999	14.8%	14.2%	13.7%
\$150,000 - \$199,999	8.4%	9.0%	8.5%
\$200,000+	13.7%	15.0%	13.5%
Average Household Income	\$115,352	\$118,491	\$112,211
2024 Owner Occupied Housing Units by Value			
Total	3,953	21,668	40,325
<\$50,000	1.8%	6.3%	9.0%
\$50,000 - \$99,999	2.5%	6.0%	10.0%
\$100,000 - \$149,999	3.9%	4.2%	6.5%
\$150,000 - \$199,999	7.4%	5.3%	6.3%
\$200,000 - \$249,999	6.5%	8.2%	9.1%
\$250,000 - \$299,999	10.1%	10.1%	10.4%
\$300,000 - \$399,999	24.0%	26.8%	23.2%
\$400,000 - \$499,999	14.6%	13.3%	11.1%
\$500,000 - \$749,999	21.7%	15.6%	11.2%
\$750,000 - \$999,999	3.9%	2.7%	2.0%
\$1,000,000 - \$1,499,999	3.3%	1.2%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.4%	0.2%	0.3%
Average Home Value	\$431,919	\$362,174	\$316,349
2029 Owner Occupied Housing Units by Value			
Total	4,234	23,375	43,209
<\$50,000	1.2%	5.2%	8.0%
\$50,000 - \$99,999	1.4%	3.1%	6.0%
\$100,000 - \$149,999	1.6%	3.0%	5.3%
\$150,000 - \$199,999	3.2%	3.0%	4.1%
\$200,000 - \$249,999	4.0%	4.9%	6.0%
\$250,000 - \$299,999	6.7%	6.1%	6.9%
\$300,000 - \$399,999	22.4%	24.3%	22.5%
\$400,000 - \$499,999	14.2%	15.4%	14.7%
\$500,000 - \$749,999	33.8%	27.6%	20.1%
\$750,000 - \$999,999	6.4%	5.1%	4.0%
\$1,000,000 - \$1,499,999	5.0%	2.2%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.4%
Average Home Value	\$513,058	\$442,680	\$392,036

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

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Median Household Income			
2024	\$63,103	\$61,490	\$57,496
2029	\$71,402	\$70,882	\$65,406
Median Home Value			
2024	\$374,736	\$336,924	\$293,927
2029	\$467,471	\$402,665	\$360,732
Per Capita Income			
2024	\$56,259	\$50,928	\$45,554
2029	\$66,918	\$60,854	\$54,406
Median Age			
2010	31.6	32.4	32.5
2020	32.6	33.2	33.4
2024	33.1	33.9	34.3
2029	34.2	35.4	35.8
2020 Population by Age			
Total	42,403	145,956	250,496
0 - 4	3.3%	4.8%	5.2%
5 - 9	2.9%	4.3%	4.8%
10 - 14	2.9%	4.1%	4.6%
15 - 24	14.1%	13.1%	14.0%
25 - 34	33.7%	28.2%	25.2%
35 - 44	14.0%	14.1%	13.8%
45 - 54	8.8%	9.6%	9.7%
55 - 64	9.7%	10.8%	11.2%
65 - 74	6.8%	7.2%	7.4%
75 - 84	3.0%	2.8%	3.1%
85 +	0.8%	0.9%	1.1%
18 +	89.1%	84.3%	82.9%
2024 Population by Age			
Total	42,875	145,407	246,726
0 - 4	3.3%	4.8%	5.0%
5 - 9	2.6%	4.1%	4.6%
10 - 14	2.5%	3.8%	4.2%
15 - 24	11.9%	11.6%	12.7%
25 - 34	35.9%	28.9%	25.3%
35 - 44	15.9%	16.0%	15.7%
45 - 54	8.4%	9.2%	9.5%
55 - 64	8.5%	9.9%	10.4%
65 - 74	6.9%	7.5%	7.8%
75 - 84	3.2%	3.2%	3.5%
85 +	0.9%	1.0%	1.2%
18 +	89.9%	85.1%	83.7%
2029 Population by Age			
Total	43,163	145,354	244,035
0 - 4	3.2%	4.6%	4.8%
5 - 9	2.5%	4.0%	4.4%
10 - 14	2.4%	3.8%	4.2%
15 - 24	11.6%	11.4%	12.7%
25 - 34	32.8%	25.5%	22.2%
35 - 44	17.8%	17.8%	17.2%
45 - 54	9.2%	10.2%	10.5%
55 - 64	7.9%	9.0%	9.4%
65 - 74	7.4%	8.4%	8.8%
75 - 84	4.1%	4.2%	4.5%
85 +	1.1%	1.2%	1.4%
18 +	90.2%	85.4%	84.1%

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2020 Population by Sex			
Males	21,514	70,868	120,585
Females	20,889	75,088	129,911
2024 Population by Sex			
Males	22,068	71,832	120,836
Females	20,807	73,577	125,889
2029 Population by Sex			
Males	22,068	71,334	118,676
Females	21,095	74,019	125,361
2010 Population by Race/Ethnicity			
Total	41,342	150,456	265,591
White Alone	38.8%	34.0%	31.3%
Black Alone	51.4%	58.6%	60.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.1%	3.3%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.6%	2.2%
Two or More Races	2.2%	2.1%	2.2%
Hispanic Origin	3.7%	4.3%	5.0%
Diversity Index	61.0	57.8	57.6
2020 Population by Race/Ethnicity			
Total	42,403	145,956	250,496
White Alone	40.7%	36.1%	32.6%
Black Alone	41.7%	48.8%	50.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	8.5%	5.2%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	3.4%	4.9%
Two or More Races	6.3%	6.1%	6.1%
Hispanic Origin	5.8%	6.9%	8.6%
Diversity Index	68.7	67.2	68.5
2024 Population by Race/Ethnicity			
Total	42,874	145,409	246,725
White Alone	38.8%	35.1%	32.0%
Black Alone	42.1%	48.7%	50.5%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	9.2%	5.4%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.6%	5.2%
Two or More Races	6.8%	6.7%	6.6%
Hispanic Origin	6.5%	7.6%	9.3%
Diversity Index	69.9	68.3	69.5
2029 Population by Race/Ethnicity			
Total	43,163	145,353	244,038
White Alone	36.7%	33.8%	30.7%
Black Alone	43.0%	48.9%	50.7%
American Indian Alone	0.4%	0.4%	0.6%
Asian Alone	9.8%	5.8%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	3.9%	5.4%
Two or More Races	7.2%	7.1%	7.0%
Hispanic Origin	7.0%	8.1%	9.8%
Diversity Index	70.8	69.1	70.2

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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2020 Population by Relationship and Household Type			
Total	42,403	145,956	250,496
In Households	91.3%	96.3%	96.4%
Householder	55.7%	48.9%	45.8%
Opposite-Sex Spouse	7.3%	8.1%	8.2%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.3%	4.4%	4.2%
Same-Sex Unmarried Partner	0.6%	0.5%	0.4%
Biological Child	12.3%	18.1%	20.0%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.2%	0.4%	0.6%
Grandchild	1.1%	2.5%	3.1%
Brother or Sister	1.0%	1.7%	1.9%
Parent	0.6%	0.9%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.2%	0.2%
Other Relatives	0.7%	1.7%	2.0%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	6.8%	8.1%	8.1%
In Group Quarters	8.7%	3.7%	3.6%
Institutionalized	6.0%	1.9%	1.3%
Noninstitutionalized	2.7%	1.7%	2.3%
2024 Population 25+ by Educational Attainment			
Total	34,167	110,134	180,975
Less than 9th Grade	2.0%	3.0%	3.4%
9th - 12th Grade, No Diploma	7.0%	7.2%	7.7%
High School Graduate	11.9%	17.6%	20.9%
GED/Alternative Credential	5.0%	4.7%	4.8%
Some College, No Degree	13.1%	13.3%	14.1%
Associate Degree	3.8%	4.1%	4.4%
Bachelor's Degree	29.1%	26.0%	23.2%
Graduate/Professional Degree	28.1%	24.0%	21.5%
2024 Population 15+ by Marital Status			
Total	39,273	126,956	212,427
Never Married	63.0%	59.3%	57.9%
Married	23.9%	27.0%	27.7%
Widowed	3.2%	4.4%	4.8%
Divorced	9.8%	9.3%	9.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,632	81,829	134,008
Population 16+ Employed	97.4%	96.4%	96.0%
Population 16+ Unemployment rate	2.6%	3.6%	4.0%
Population 16-24 Employed	10.0%	10.4%	11.0%
Population 16-24 Unemployment rate	5.4%	8.0%	10.4%
Population 25-54 Employed	77.5%	76.2%	74.2%
Population 25-54 Unemployment rate	1.5%	2.6%	2.8%
Population 55-64 Employed	8.6%	9.6%	10.6%
Population 55-64 Unemployment rate	5.2%	5.2%	4.7%
Population 65+ Employed	3.9%	3.8%	4.2%
Population 65+ Unemployment rate	9.6%	6.9%	5.8%

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2024 Employed Population 16+ by Industry			
Total	24,968	78,849	128,656
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	3.4%	4.0%	4.5%
Manufacturing	3.0%	4.9%	5.1%
Wholesale Trade	0.5%	0.9%	1.1%
Retail Trade	4.9%	6.0%	6.2%
Transportation/Utilities	5.1%	5.1%	5.6%
Information	2.4%	2.3%	2.1%
Finance/Insurance/Real Estate	5.8%	6.1%	5.6%
Services	67.7%	62.9%	62.0%
Public Administration	7.1%	7.5%	7.6%
2024 Employed Population 16+ by Occupation			
Total	24,966	78,851	128,655
White Collar	83.3%	77.1%	72.0%
Management/Business/Financial	25.2%	23.7%	21.5%
Professional	47.0%	41.2%	37.6%
Sales	4.5%	5.4%	5.4%
Administrative Support	6.6%	6.8%	7.5%
Services	9.8%	13.1%	15.7%
Blue Collar	6.9%	9.8%	12.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.1%	1.6%	2.4%
Installation/Maintenance/Repair	1.2%	1.1%	1.3%
Production	1.0%	1.9%	2.3%
Transportation/Material Moving	3.5%	5.1%	6.2%
2020 Households by Type			
Total	23,889	71,365	114,882
Married Couple Households	14.0%	17.4%	18.8%
With Own Children <18	3.0%	5.2%	6.0%
Without Own Children <18	11.0%	12.2%	12.8%
Cohabiting Couple Households	8.8%	10.0%	10.0%
With Own Children <18	0.8%	1.6%	1.9%
Without Own Children <18	8.1%	8.4%	8.1%
Male Householder, No Spouse/Partner	34.8%	30.8%	29.3%
Living Alone	28.4%	23.0%	20.9%
65 Years and over	5.0%	4.6%	4.4%
With Own Children <18	0.7%	1.1%	1.3%
Without Own Children <18, With Relatives	1.7%	2.7%	3.0%
No Relatives Present	3.9%	4.0%	4.0%
Female Householder, No Spouse/Partner	42.4%	41.8%	42.0%
Living Alone	29.4%	23.7%	22.0%
65 Years and over	5.9%	5.8%	6.0%
With Own Children <18	5.1%	6.8%	7.3%
Without Own Children <18, With Relatives	4.1%	7.4%	8.8%
No Relatives Present	3.9%	3.9%	3.8%
2020 Households by Size			
Total	23,889	71,365	114,882
1 Person Household	57.9%	46.6%	42.9%
2 Person Household	27.7%	29.7%	29.9%
3 Person Household	7.7%	11.8%	13.0%
4 Person Household	3.5%	6.3%	7.5%
5 Person Household	1.7%	3.0%	3.6%
6 Person Household	0.9%	1.5%	1.8%
7 + Person Household	0.5%	1.1%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	23,889	71,365	114,882
Owner Occupied	15.7%	28.5%	33.3%
Owned with a Mortgage/Loan	11.8%	21.8%	24.6%
Owned Free and Clear	3.9%	6.7%	8.7%
Renter Occupied	84.3%	71.5%	66.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	61	66	71
Percent of Income for Mortgage	37.2%	34.3%	32.0%
Wealth Index	57	62	60
2020 Housing Units By Urban/ Rural Status			
Total	28,066	86,336	139,456
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	42,403	145,956	250,496
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	City Commons (11E)	Modest Income Homes (12D)
3.	Retirement Communities (9E)	Social Security Set (9F)	City Commons (11E)
2024 Consumer Spending			
Apparel & Services: Total \$	\$57,666,453	\$175,253,330	\$264,863,511
Average Spent	\$2,383.80	\$2,430.33	\$2,292.54
Spending Potential Index	100	102	96
Education: Total \$	\$39,392,801	\$117,706,870	\$177,769,936
Average Spent	\$1,628.41	\$1,632.30	\$1,538.69
Spending Potential Index	94	94	89
Entertainment/Recreation: Total \$	\$84,094,345	\$259,049,406	\$395,149,640
Average Spent	\$3,476.27	\$3,592.37	\$3,420.23
Spending Potential Index	85	88	84
Food at Home: Total \$	\$165,883,024	\$509,223,263	\$773,368,610
Average Spent	\$6,857.22	\$7,061.66	\$6,693.92
Spending Potential Index	94	97	92
Food Away from Home: Total \$	\$91,690,584	\$274,893,601	\$413,966,782
Average Spent	\$3,790.28	\$3,812.09	\$3,583.10
Spending Potential Index	97	98	92
Health Care: Total \$	\$147,620,298	\$471,330,590	\$730,820,175
Average Spent	\$6,102.28	\$6,536.18	\$6,325.64
Spending Potential Index	79	85	82
HH Furnishings & Equipment: Total \$	\$66,102,389	\$203,723,194	\$311,474,436
Average Spent	\$2,732.52	\$2,825.13	\$2,695.98
Spending Potential Index	86	89	85
Personal Care Products & Services: Total \$	\$23,302,249	\$69,644,072	\$104,542,804
Average Spent	\$963.26	\$965.79	\$904.87
Spending Potential Index	97	97	91
Shelter: Total \$	\$608,070,858	\$1,826,509,067	\$2,748,864,797
Average Spent	\$25,136.24	\$25,329.13	\$23,792.90
Spending Potential Index	94	95	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,502,303	\$192,226,041	\$299,802,634
Average Spent	\$2,459.69	\$2,665.70	\$2,594.95
Spending Potential Index	70	76	74
Travel: Total \$	\$63,315,440	\$191,574,559	\$289,949,628
Average Spent	\$2,617.31	\$2,656.66	\$2,509.67
Spending Potential Index	86	88	83
Vehicle Maintenance & Repairs: Total \$	\$31,757,442	\$98,175,696	\$150,040,152
Average Spent	\$1,312.78	\$1,361.45	\$1,298.68
Spending Potential Index	89	92	88

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

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 09, 2025

Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	54.8%	Population	42,875	43,163
City Commons (11E)	11.9%	Households	24,191	25,149
Retirement Communities (9E)	6.9%	Families	6,113	6,314
Laptops and Lattes (3A)	6.5%	Median Age	33.1	34.2
College Towns (14B)	6.4%	Median Household Income	\$63,103	\$71,402
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,383.80	\$57,666,453
Men's		99	\$437.73	\$10,589,187
Women's		99	\$792.72	\$19,176,772
Children's		98	\$359.65	\$8,700,392
Footwear		100	\$501.50	\$12,131,762
Watches & Jewelry		106	\$242.20	\$5,859,110
Apparel Products and Services (1)		103	\$49.99	\$1,209,232
Computer				
Computers and Hardware for Home Use		103	\$278.09	\$6,727,222
Portable Memory		114	\$4.65	\$112,423
Computer Software		119	\$18.65	\$451,118
Computer Accessories		100	\$23.86	\$577,272
Entertainment & Recreation		85	\$3,476.27	\$84,094,345
Fees and Admissions		83	\$687.39	\$16,628,770
Membership Fees for Clubs (2)		86	\$260.16	\$6,293,433
Fees for Participant Sports, excl. Trips		72	\$96.10	\$2,324,876
Tickets to Theatre/Operas/Concerts		89	\$67.84	\$1,641,128
Tickets to Movies		100	\$24.61	\$595,349
Tickets to Parks or Museums		89	\$33.36	\$807,084
Admission to Sporting Events, excl. Trips		86	\$67.93	\$1,643,390
Fees for Recreational Lessons		79	\$136.27	\$3,296,416
Dating Services		142	\$1.12	\$27,095
TV/Video/Audio		89	\$1,183.16	\$28,621,715
Cable and Satellite Television Services		82	\$615.96	\$14,900,632
Televisions		96	\$146.12	\$3,534,796
Satellite Dishes		101	\$1.26	\$30,516
VCRs, Video Cameras, and DVD Players		96	\$4.78	\$115,683
Miscellaneous Video Equipment		79	\$17.98	\$434,954
Video Cassettes and DVDs		101	\$5.85	\$141,413
Video Game Hardware/Accessories		119	\$55.06	\$1,331,900
Video Game Software		132	\$26.84	\$649,294
Rental/Streaming/Downloaded Video		99	\$170.42	\$4,122,661
Installation of Televisions		65	\$1.11	\$26,798
Audio (3)		96	\$136.35	\$3,298,413
Rental and Repair of TV/Radio/Sound Equipment		90	\$1.43	\$34,656
Pets		82	\$834.99	\$20,199,162
Toys/Games/Crafts/Hobbies (4)		93	\$169.00	\$4,088,371
Recreational Vehicles and Fees (5)		66	\$129.96	\$3,143,908
Sports/Recreation/Exercise Equipment (6)		80	\$244.71	\$5,919,864
Photo Equipment and Supplies (7)		99	\$60.47	\$1,462,909
Reading (8)		92	\$128.11	\$3,099,216
Catered Affairs (9)		97	\$38.46	\$930,430
Food		95	\$10,647.50	\$257,573,607
Food at Home		94	\$6,857.22	\$165,883,024
Bakery and Cereal Products		93	\$867.27	\$20,980,184
Meats, Poultry, Fish, and Eggs		96	\$1,504.00	\$36,383,189
Dairy Products		92	\$636.02	\$15,386,019
Fruits and Vegetables		95	\$1,367.58	\$33,083,098
Snacks and Other Food at Home (10)		93	\$2,482.35	\$60,050,534
Food Away from Home		97	\$3,790.28	\$91,690,584
Alcoholic Beverages		102	\$665.85	\$16,107,615

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 09, 2025

Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	66	\$30,610.83	\$740,506,534
Value of Retirement Plans	62	\$101,398.31	\$2,452,926,628
Value of Other Financial Assets	68	\$6,148.86	\$148,746,978
Vehicle Loan Amount excluding Interest	87	\$3,066.82	\$74,189,373
Value of Credit Card Debt	89	\$2,561.92	\$61,975,409
Health			
Nonprescription Drugs	83	\$147.75	\$3,574,209
Prescription Drugs	76	\$315.39	\$7,629,588
Eyeglasses and Contact Lenses	82	\$103.18	\$2,496,078
Home			
Mortgage Payment and Basics (11)	61	\$8,264.63	\$199,929,773
Maintenance and Remodeling Services	56	\$2,619.06	\$63,357,685
Maintenance and Remodeling Materials (12)	53	\$455.05	\$11,008,182
Utilities, Fuel, and Public Services	85	\$5,072.48	\$122,708,431
Household Furnishings and Equipment			
Household Textiles (13)	96	\$126.71	\$3,065,209
Furniture	87	\$858.17	\$20,759,971
Rugs	82	\$37.24	\$900,809
Major Appliances (14)	74	\$432.80	\$10,469,933
Housewares (15)	89	\$95.71	\$2,315,295
Small Appliances	107	\$86.02	\$2,080,845
Luggage	93	\$19.35	\$468,131
Telephones and Accessories	103	\$104.37	\$2,524,803
Household Operations			
Child Care	90	\$496.12	\$12,001,730
Lawn and Garden (16)	65	\$455.81	\$11,026,596
Moving/Storage/Freight Express	109	\$132.12	\$3,196,179
Housekeeping Supplies (17)	91	\$819.54	\$19,825,578
Insurance			
Owners and Renters Insurance	64	\$525.50	\$12,712,347
Vehicle Insurance	92	\$1,961.19	\$47,443,161
Life/Other Insurance	72	\$485.84	\$11,752,856
Health Insurance	79	\$3,971.69	\$96,079,136
Personal Care Products (18)	98	\$548.38	\$13,265,943
School Books (19)	102	\$43.26	\$1,046,617
Smoking Products	103	\$479.91	\$11,609,596
Transportation			
Payments on Vehicles excluding Leases	85	\$2,581.18	\$62,441,260
Gasoline and Motor Oil	88	\$2,945.92	\$71,264,692
Vehicle Maintenance and Repairs	89	\$1,312.78	\$31,757,442
Travel			
Airline Fares	92	\$581.34	\$14,063,263
Lodging on Trips	81	\$799.51	\$19,341,036
Auto/Truck Rental on Trips	92	\$106.75	\$2,582,379
Food and Drink on Trips	89	\$660.45	\$15,976,861

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April 09, 2025

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** 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** includes school books 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.

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Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	31.6%	Population	145,409	145,353
City Commons (11E)	15.0%	Households	72,111	74,466
Social Security Set (9F)	9.5%	Families	25,954	26,486
Modest Income Homes (12D)	8.5%	Median Age	33.9	35.4
Laptops and Lattes (3A)	8.5%	Median Household Income	\$61,490	\$70,882
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,430.33	\$175,253,330
Men's		100	\$442.37	\$31,899,499
Women's		102	\$818.87	\$59,049,707
Children's		102	\$373.74	\$26,950,516
Footwear		101	\$506.48	\$36,522,872
Watches & Jewelry		105	\$238.60	\$17,205,385
Apparel Products and Services (1)		103	\$50.27	\$3,625,351
Computer				
Computers and Hardware for Home Use		101	\$274.78	\$19,814,706
Portable Memory		110	\$4.49	\$323,845
Computer Software		115	\$17.94	\$1,293,986
Computer Accessories		99	\$23.62	\$1,703,331
Entertainment & Recreation		88	\$3,592.37	\$259,049,406
Fees and Admissions		86	\$706.77	\$50,966,050
Membership Fees for Clubs (2)		88	\$267.15	\$19,264,187
Fees for Participant Sports, excl. Trips		77	\$102.86	\$7,417,298
Tickets to Theatre/Operas/Concerts		89	\$68.05	\$4,907,171
Tickets to Movies		98	\$24.12	\$1,739,140
Tickets to Parks or Museums		89	\$33.47	\$2,413,349
Admission to Sporting Events, excl. Trips		91	\$72.37	\$5,218,745
Fees for Recreational Lessons		80	\$137.64	\$9,925,000
Dating Services		143	\$1.13	\$81,160
TV/Video/Audio		93	\$1,239.39	\$89,373,960
Cable and Satellite Television Services		88	\$666.68	\$48,074,681
Televisions		99	\$151.36	\$10,914,418
Satellite Dishes		108	\$1.35	\$97,627
VCRs, Video Cameras, and DVD Players		96	\$4.77	\$344,037
Miscellaneous Video Equipment		81	\$18.33	\$1,321,867
Video Cassettes and DVDs		100	\$5.77	\$416,098
Video Game Hardware/Accessories		117	\$54.22	\$3,910,156
Video Game Software		128	\$25.86	\$1,864,622
Rental/Streaming/Downloaded Video		99	\$171.24	\$12,348,310
Installation of Televisions		73	\$1.24	\$89,381
Audio (3)		96	\$137.12	\$9,887,852
Rental and Repair of TV/Radio/Sound Equipment		91	\$1.45	\$104,910
Pets		85	\$858.44	\$61,903,303
Toys/Games/Crafts/Hobbies (4)		95	\$173.97	\$12,545,258
Recreational Vehicles and Fees (5)		71	\$139.97	\$10,093,198
Sports/Recreation/Exercise Equipment (6)		82	\$248.91	\$17,949,437
Photo Equipment and Supplies (7)		97	\$59.32	\$4,277,537
Reading (8)		92	\$128.33	\$9,253,754
Catered Affairs (9)		94	\$37.26	\$2,686,908
Food		97	\$10,873.75	\$784,116,864
Food at Home		97	\$7,061.66	\$509,223,263
Bakery and Cereal Products		96	\$897.37	\$64,710,578
Meats, Poultry, Fish, and Eggs		98	\$1,549.43	\$111,730,922
Dairy Products		95	\$654.26	\$47,179,298
Fruits and Vegetables		97	\$1,396.11	\$100,674,930
Snacks and Other Food at Home (10)		97	\$2,564.48	\$184,927,535
Food Away from Home		98	\$3,812.09	\$274,893,601
Alcoholic Beverages		101	\$661.85	\$47,726,807

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

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April 09, 2025

Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$33,310.49	\$2,402,052,627
Value of Retirement Plans	70	\$113,018.95	\$8,149,909,207
Value of Other Financial Assets	73	\$6,654.97	\$479,896,649
Vehicle Loan Amount excluding Interest	90	\$3,180.86	\$229,374,926
Value of Credit Card Debt	92	\$2,647.74	\$190,931,438
Health			
Nonprescription Drugs	88	\$156.85	\$11,310,806
Prescription Drugs	86	\$355.65	\$25,645,925
Eyeglasses and Contact Lenses	86	\$108.62	\$7,832,627
Home			
Mortgage Payment and Basics (11)	67	\$9,122.85	\$657,857,538
Maintenance and Remodeling Services	63	\$2,923.42	\$210,810,398
Maintenance and Remodeling Materials (12)	61	\$527.99	\$38,073,826
Utilities, Fuel, and Public Services	91	\$5,401.41	\$389,501,195
Household Furnishings and Equipment			
Household Textiles (13)	98	\$129.67	\$9,350,805
Furniture	90	\$895.13	\$64,549,054
Rugs	85	\$38.69	\$2,790,181
Major Appliances (14)	80	\$468.37	\$33,774,625
Housewares (15)	92	\$98.17	\$7,079,192
Small Appliances	106	\$85.15	\$6,140,543
Luggage	95	\$19.70	\$1,420,737
Telephones and Accessories	102	\$103.42	\$7,457,826
Household Operations			
Child Care	90	\$499.47	\$36,016,952
Lawn and Garden (16)	72	\$503.29	\$36,292,565
Moving/Storage/Freight Express	107	\$129.62	\$9,347,003
Housekeeping Supplies (17)	94	\$847.36	\$61,103,954
Insurance			
Owners and Renters Insurance	72	\$595.45	\$42,938,690
Vehicle Insurance	96	\$2,029.38	\$146,340,582
Life/Other Insurance	78	\$527.15	\$38,013,501
Health Insurance	85	\$4,265.22	\$307,569,443
Personal Care Products (18)	99	\$552.09	\$39,811,913
School Books (19)	102	\$43.34	\$3,125,199
Smoking Products	110	\$513.13	\$37,002,627
Transportation			
Payments on Vehicles excluding Leases	89	\$2,720.54	\$196,180,994
Gasoline and Motor Oil	92	\$3,066.82	\$221,151,719
Vehicle Maintenance and Repairs	92	\$1,361.45	\$98,175,696
Travel			
Airline Fares	90	\$573.05	\$41,323,539
Lodging on Trips	84	\$824.22	\$59,435,152
Auto/Truck Rental on Trips	93	\$108.55	\$7,827,347
Food and Drink on Trips	90	\$669.85	\$48,303,448

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April 09, 2025

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- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** 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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	24.2%	Population	246,725	244,037
Modest Income Homes (12D)	15.8%	Households	115,533	118,097
City Commons (11E)	13.6%	Families	46,446	46,949
Emerald City (8B)	7.7%	Median Age	34.3	35.8
Social Security Set (9F)	7.4%	Median Household Income	\$57,496	\$65,406
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,292.54	\$264,863,511
Men's		94	\$416.09	\$48,072,167
Women's		97	\$777.31	\$89,805,288
Children's		97	\$354.93	\$41,006,588
Footwear		95	\$474.89	\$54,864,968
Watches & Jewelry		98	\$222.04	\$25,652,541
Apparel Products and Services (1)		97	\$47.28	\$5,461,960
Computer				
Computers and Hardware for Home Use		95	\$256.21	\$29,600,231
Portable Memory		102	\$4.14	\$478,030
Computer Software		105	\$16.46	\$1,901,236
Computer Accessories		93	\$22.00	\$2,542,005
Entertainment & Recreation		84	\$3,420.23	\$395,149,640
Fees and Admissions		81	\$669.70	\$77,372,012
Membership Fees for Clubs (2)		84	\$253.37	\$29,273,044
Fees for Participant Sports, excl. Trips		74	\$99.25	\$11,466,882
Tickets to Theatre/Operas/Concerts		84	\$63.67	\$7,355,456
Tickets to Movies		91	\$22.35	\$2,582,229
Tickets to Parks or Museums		84	\$31.55	\$3,644,496
Admission to Sporting Events, excl. Trips		89	\$70.03	\$8,091,013
Fees for Recreational Lessons		74	\$128.42	\$14,836,987
Dating Services		134	\$1.06	\$121,906
TV/Video/Audio		90	\$1,187.69	\$137,216,918
Cable and Satellite Television Services		86	\$647.58	\$74,816,520
Televisions		95	\$144.31	\$16,672,649
Satellite Dishes		106	\$1.32	\$153,045
VCRs, Video Cameras, and DVD Players		90	\$4.47	\$516,352
Miscellaneous Video Equipment		77	\$17.46	\$2,017,428
Video Cassettes and DVDs		92	\$5.33	\$615,414
Video Game Hardware/Accessories		109	\$50.61	\$5,846,948
Video Game Software		117	\$23.80	\$2,749,791
Rental/Streaming/Downloaded Video		93	\$161.02	\$18,602,859
Installation of Televisions		71	\$1.20	\$138,613
Audio (3)		91	\$129.21	\$14,928,030
Rental and Repair of TV/Radio/Sound Equipment		87	\$1.38	\$159,270
Pets		81	\$816.65	\$94,350,062
Toys/Games/Crafts/Hobbies (4)		91	\$165.36	\$19,104,127
Recreational Vehicles and Fees (5)		69	\$135.96	\$15,707,874
Sports/Recreation/Exercise Equipment (6)		77	\$235.56	\$27,214,799
Photo Equipment and Supplies (7)		90	\$55.05	\$6,359,996
Reading (8)		86	\$119.98	\$13,861,870
Catered Affairs (9)		87	\$34.29	\$3,961,981
Food		92	\$10,277.02	\$1,187,335,392
Food at Home		92	\$6,693.92	\$773,368,610
Bakery and Cereal Products		91	\$852.40	\$98,479,862
Meats, Poultry, Fish, and Eggs		93	\$1,468.31	\$169,638,415
Dairy Products		90	\$619.53	\$71,576,063
Fruits and Vegetables		91	\$1,317.55	\$152,220,808
Snacks and Other Food at Home (10)		92	\$2,436.13	\$281,453,463
Food Away from Home		92	\$3,583.10	\$413,966,782
Alcoholic Beverages		95	\$618.23	\$71,426,222

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 09, 2025

Retail Goods and Services Expenditures

7 N Calvert St, Baltimore, Maryland, 21202
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.29013
 Longitude: -76.61210

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	70	\$32,482.27	\$3,752,774,138
Value of Retirement Plans	69	\$111,509.07	\$12,882,977,927
Value of Other Financial Assets	71	\$6,490.18	\$749,829,412
Vehicle Loan Amount excluding Interest	86	\$3,048.87	\$352,245,399
Value of Credit Card Debt	87	\$2,514.96	\$290,560,609
Health			
Nonprescription Drugs	85	\$151.16	\$17,463,509
Prescription Drugs	86	\$354.36	\$40,939,935
Eyeglasses and Contact Lenses	82	\$104.25	\$12,044,836
Home			
Mortgage Payment and Basics (11)	66	\$8,974.67	\$1,036,870,784
Maintenance and Remodeling Services	62	\$2,891.72	\$334,089,469
Maintenance and Remodeling Materials (12)	62	\$533.64	\$61,653,106
Utilities, Fuel, and Public Services	88	\$5,221.62	\$603,268,883
Household Furnishings and Equipment			
Household Textiles (13)	93	\$122.72	\$14,177,761
Furniture	87	\$858.32	\$99,164,730
Rugs	81	\$36.87	\$4,259,549
Major Appliances (14)	78	\$457.08	\$52,807,641
Housewares (15)	87	\$93.06	\$10,751,096
Small Appliances	99	\$79.36	\$9,169,166
Luggage	90	\$18.63	\$2,151,965
Telephones and Accessories	97	\$97.85	\$11,305,281
Household Operations			
Child Care	85	\$468.76	\$54,156,959
Lawn and Garden (16)	71	\$495.65	\$57,264,438
Moving/Storage/Freight Express	98	\$119.32	\$13,785,097
Housekeeping Supplies (17)	89	\$806.04	\$93,124,585
Insurance			
Owners and Renters Insurance	72	\$594.49	\$68,683,617
Vehicle Insurance	91	\$1,936.31	\$223,708,267
Life/Other Insurance	76	\$513.18	\$59,289,660
Health Insurance	83	\$4,132.66	\$477,458,661
Personal Care Products (18)	93	\$518.83	\$59,942,236
School Books (19)	96	\$41.03	\$4,740,847
Smoking Products	106	\$496.69	\$57,384,265
Transportation			
Payments on Vehicles excluding Leases	86	\$2,625.36	\$303,315,347
Gasoline and Motor Oil	88	\$2,945.98	\$340,357,577
Vehicle Maintenance and Repairs	88	\$1,298.68	\$150,040,152
Travel			
Airline Fares	84	\$531.86	\$61,446,898
Lodging on Trips	80	\$785.45	\$90,745,507
Auto/Truck Rental on Trips	88	\$102.53	\$11,845,895
Food and Drink on Trips	85	\$632.63	\$73,089,872

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 09, 2025

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

7 N Calvert St, Baltimore, Maryland, 21202
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.29013
Longitude: -76.61210

Data for all businesses in area		1 mile		2 miles		3 miles						
Total Businesses:		6,110		11,525		15,702						
Total Employees:		121,726		190,824		238,168						
Total Population:		42,875		145,409		246,725						
Employee/Population Ratio (per 100 Residents)		284		131		97						
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	11	0.2%	42	0.0%	18	0.2%	122	0.1%	25	0.2%	150	0.1%
Mining	5	0.1%	60	0.1%	7	0.1%	107	0.1%	9	0.1%	125	0.1%
Utilities	9	0.1%	105	0.1%	13	0.1%	412	0.2%	16	0.1%	644	0.3%
Construction	146	2.4%	1,379	1.1%	355	3.1%	3,110	1.6%	588	3.7%	5,415	2.3%
Building Construction	62	1.0%	465	0.4%	142	1.2%	1,187	0.6%	247	1.6%	2,105	0.9%
Heavy/Civil Eng Construction	27	0.4%	420	0.3%	49	0.4%	640	0.3%	64	0.4%	812	0.3%
Specialty Trade Contractor	56	0.9%	495	0.4%	164	1.4%	1,284	0.7%	277	1.8%	2,498	1.1%
Manufacturing	90	1.5%	1,180	1.0%	206	1.8%	3,682	1.9%	351	2.2%	6,576	2.8%
Wholesale Trade	76	1.2%	707	0.6%	180	1.6%	2,244	1.2%	302	1.9%	3,997	1.7%
Durable Goods	55	0.9%	431	0.3%	123	1.1%	1,300	0.7%	202	1.3%	2,407	1.0%
Nondurable Goods	20	0.3%	269	0.2%	54	0.5%	923	0.5%	93	0.6%	1,551	0.7%
Trade Broker	1	0.0%	7	0.0%	3	0.0%	21	0.0%	7	0.0%	39	0.0%
Retail Trade	396	6.5%	2,325	1.9%	846	7.3%	8,189	4.3%	1,384	8.8%	12,476	5.2%
Motor Vehicle & Parts Dealers	23	0.4%	112	0.1%	54	0.5%	250	0.1%	113	0.7%	649	0.3%
Furniture & Home Furnishings Stores	16	0.3%	82	0.1%	29	0.3%	179	0.1%	54	0.3%	283	0.1%
Electronics & Appliance Stores	14	0.2%	240	0.2%	31	0.3%	347	0.2%	43	0.3%	396	0.2%
Building Material & Garden Equipment & Supplies Dealers	13	0.2%	169	0.1%	35	0.3%	478	0.3%	53	0.3%	638	0.3%
Food & Beverage Stores	77	1.3%	424	0.3%	199	1.7%	1,480	0.8%	341	2.2%	2,835	1.2%
Health & Personal Care Stores	53	0.9%	344	0.3%	86	0.8%	647	0.3%	138	0.9%	951	0.4%
Gasoline Stations & Fuel Dealers	7	0.1%	27	0.0%	23	0.2%	101	0.1%	43	0.3%	234	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	69	1.1%	378	0.3%	113	1.0%	3,419	1.8%	181	1.1%	4,088	1.7%
Sporting Goods, Hobby, Book, & Music Stores	76	1.2%	342	0.3%	155	1.3%	683	0.4%	227	1.4%	1,094	0.5%
General Merchandise Stores	48	0.8%	207	0.2%	121	1.1%	605	0.3%	191	1.2%	1,307	0.6%
Transportation & Warehousing	72	1.2%	1,531	1.3%	158	1.4%	2,594	1.4%	282	1.8%	3,917	1.6%
Truck Transportation	15	0.3%	167	0.1%	37	0.3%	504	0.3%	79	0.5%	828	0.3%
Information	174	2.9%	3,765	3.1%	298	2.6%	5,130	2.7%	405	2.6%	6,294	2.6%
Finance & Insurance	329	5.4%	5,453	4.5%	490	4.3%	7,005	3.7%	615	3.9%	8,086	3.4%
Central Bank/Credit Intermediation & Related Activities	89	1.5%	932	0.8%	163	1.4%	1,355	0.7%	231	1.5%	1,860	0.8%
Securities & Commodity Contracts	177	2.9%	3,431	2.8%	235	2.0%	3,913	2.0%	271	1.7%	4,230	1.8%
Funds, Trusts & Other Financial Vehicles	62	1.0%	1,090	0.9%	92	0.8%	1,738	0.9%	114	0.7%	1,996	0.8%
Real Estate, Rental & Leasing	365	6.0%	2,899	2.4%	636	5.5%	4,381	2.3%	827	5.3%	5,722	2.4%
Professional, Scientific & Tech Services	996	16.3%	17,448	14.3%	1,553	13.5%	32,165	16.9%	1,921	12.2%	38,791	16.3%
Legal Services	431	7.0%	7,623	6.3%	520	4.5%	8,076	4.2%	581	3.7%	8,363	3.5%
Management of Companies & Enterprises	34	0.6%	623	0.5%	56	0.5%	969	0.5%	74	0.5%	1,293	0.5%
Administrative, Support & Waste Management Services	203	3.3%	3,366	2.8%	362	3.1%	4,739	2.5%	485	3.1%	6,078	2.5%
Educational Services	123	2.0%	6,773	5.6%	257	2.2%	11,898	6.2%	356	2.3%	15,765	6.6%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

April 09, 2025

Business Summary

7 N Calvert St, Baltimore, Maryland, 21202
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.29013
Longitude: -76.61210

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	887	14.5%	37,347	30.7%	1,820	15.8%	53,279	27.9%	2,252	14.3%	62,474	26.2%
Ambulatory Health Care	722	11.8%	10,159	8.3%	1,476	12.8%	21,240	11.1%	1,771	11.3%	24,775	10.4%
Hospital	58	0.9%	25,412	20.9%	90	0.8%	28,175	14.8%	107	0.7%	31,846	13.4%
Nursing/Residential Care	23	0.4%	508	0.4%	42	0.4%	969	0.5%	74	0.5%	1,790	0.8%
Social Assistance	84	1.4%	1,266	1.0%	211	1.8%	2,895	1.5%	301	1.9%	4,064	1.7%
Arts, Entertainment & Recreation	143	2.3%	2,195	1.8%	267	2.3%	3,626	1.9%	362	2.3%	4,656	1.9%
Accommodation & Food Services	519	8.5%	9,383	7.7%	970	8.4%	13,043	6.8%	1,326	8.4%	16,022	6.7%
Accommodation	69	1.1%	3,636	3.0%	92	0.8%	4,056	2.1%	100	0.6%	4,152	1.7%
Food Services & Drinking Places	450	7.4%	5,747	4.7%	878	7.6%	8,987	4.7%	1,226	7.8%	11,870	5.0%
Other Services (except Public Administration)	684	11.2%	6,243	5.1%	1,609	14.0%	10,883	5.7%	2,307	14.7%	14,675	6.2%
Repair & Maintenance	43	0.7%	218	0.2%	118	1.0%	670	0.3%	223	1.4%	1,168	0.5%
Automotive Repair & Maintenance	24	0.4%	105	0.1%	79	0.7%	439	0.2%	163	1.0%	787	0.3%
Personal & Laundry Service	239	3.9%	2,224	1.8%	455	4.0%	3,186	1.7%	633	4.0%	4,399	1.9%
Civic and Other Orgs	401	6.6%	3,801	3.1%	1,036	9.0%	7,027	3.7%	1,451	9.2%	9,108	3.8%
Public Administration	274	4.5%	18,795	15.4%	357	3.1%	23,056	12.1%	404	2.6%	24,753	10.4%
Unclassified Establishments	574	9.4%	108	0.1%	1,068	9.3%	190	0.1%	1,410	9.0%	260	0.1%
Total	6,110	100.0%	121,726	100.0%	11,525	100.0%	190,824	100.0%	15,702	100.0%	238,168	100.0%

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

April 09, 2025

Business Summary

7 N Calvert St, Baltimore, Maryland, 21202
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.29013
Longitude: -76.61210

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	27	0.4%	264	0.2%	58	0.5%	572	0.3%	98	0.6%	939	0.4%
Construction	118	1.9%	1,022	0.8%	296	2.6%	2,490	1.3%	516	3.3%	4,690	2.0%
Manufacturing	123	2.0%	2,428	2.0%	244	2.1%	5,109	2.7%	372	2.4%	8,074	3.4%
Transportation	95	1.6%	1,695	1.4%	211	1.8%	2,958	1.6%	341	2.2%	5,056	2.1%
Communication	40	0.7%	287	0.2%	76	0.7%	460	0.2%	121	0.8%	636	0.3%
Utility	20	0.3%	183	0.1%	32	0.3%	815	0.4%	49	0.3%	1,192	0.5%
Wholesale Trade	78	1.3%	717	0.6%	185	1.6%	2,271	1.2%	310	2.0%	4,073	1.7%
Retail Trade Summary	861	14.1%	8,185	6.7%	1,756	15.2%	17,371	9.1%	2,670	17.0%	24,696	10.4%
Home Improvement	13	0.2%	171	0.1%	35	0.3%	476	0.3%	53	0.3%	635	0.3%
General Merchandise Stores	31	0.5%	147	0.1%	86	0.8%	478	0.3%	134	0.8%	933	0.4%
Food Stores	86	1.4%	577	0.5%	197	1.7%	1,656	0.9%	331	2.1%	3,151	1.3%
Auto Dealers & Gas Stations	30	0.5%	139	0.1%	77	0.7%	351	0.2%	155	1.0%	881	0.4%
Apparel & Accessory Stores	47	0.8%	319	0.3%	88	0.8%	3,332	1.8%	147	0.9%	3,970	1.7%
Furniture & Home Furnishings	34	0.6%	340	0.3%	70	0.6%	594	0.3%	117	0.8%	801	0.3%
Eating & Drinking Places	439	7.2%	5,658	4.7%	854	7.4%	8,808	4.6%	1,190	7.6%	11,574	4.9%
Miscellaneous Retail	181	3.0%	834	0.7%	350	3.0%	1,676	0.9%	543	3.5%	2,753	1.2%
Finance, Insurance, Real Estate Summary	751	12.3%	9,197	7.6%	1,206	10.5%	12,567	6.6%	1,531	9.8%	15,269	6.4%
Banks, Savings & Lending Institutions	106	1.7%	1,114	0.9%	176	1.5%	1,522	0.8%	244	1.6%	2,030	0.8%
Securities Brokers	151	2.5%	3,205	2.6%	205	1.8%	3,675	1.9%	235	1.5%	3,968	1.7%
Insurance Carriers & Agents	61	1.0%	1,086	0.9%	91	0.8%	1,734	0.9%	113	0.7%	1,992	0.8%
Real Estate, Holding, Other Investment Offices	433	7.1%	3,791	3.1%	733	6.4%	5,636	3.0%	939	6.0%	7,280	3.1%
Services Summary	3,151	51.6%	79,211	65.1%	6,038	52.4%	123,334	64.6%	7,883	50.2%	148,898	62.5%
Hotels & Lodging	69	1.1%	3,636	3.0%	92	0.8%	4,056	2.1%	100	0.6%	4,152	1.7%
Automotive Services	123	2.0%	1,199	1.0%	212	1.8%	1,842	1.0%	328	2.1%	2,419	1.0%
Movies & Amusements	108	1.8%	1,452	1.2%	205	1.8%	2,244	1.2%	284	1.8%	2,982	1.3%
Health Services	792	13.0%	35,989	29.6%	1,582	13.7%	50,197	26.3%	1,904	12.1%	58,089	24.4%
Legal Services	419	6.9%	7,542	6.2%	499	4.3%	7,938	4.2%	550	3.5%	8,166	3.4%
Education Institutions & Libraries	130	2.1%	6,962	5.7%	267	2.3%	12,247	6.4%	367	2.3%	16,308	6.8%
Other Services	1,510	24.7%	22,431	18.4%	3,181	27.6%	44,810	23.5%	4,350	27.7%	56,782	23.8%
Government	271	4.4%	18,423	15.1%	353	3.1%	22,682	11.9%	400	2.5%	24,379	10.2%
Unclassified Establishments	575	9.4%	114	15.1%	1,069	9.3%	196	11.9%	1,411	9.0%	266	10.2%
Totals	6,110	100.0%	121,726	100.0%	11,525	100.0%	190,824	100.0%	15,702	100.0%	238,168	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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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