MACKENZIE

Market Profile

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Rings: 1, 2, 3 mile radii

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	50,171	161,434	308,597
2020 Total Population	47,101	149,483	285,432
2020 Group Quarters	3,892	8,517	12,925
2024 Total Population	46,569	147,676	278,722
2024 Group Quarters	3,876	8,495	12,881
2029 Total Population	46,001	145,687	274,220
2024-2029 Annual Rate	-0.25%	-0.27%	-0.33%
2024 Total Daytime Population	61,024	269,747	391,969
Workers	40,420	196,568	255,816
Residents	20,604	73,179	136,153
Household Summary			
2010 Households	22,231	68,118	125,981
2010 Average Household Size	1.91	2.16	2.29
2020 Total Households	23,943	71,367	129,532
2020 Average Household Size	1.80	1.98	2.10
2024 Households	23,808	71,460	129,247
2024 Average Household Size	1.79	1.95	2.06
2029 Households	24,131	72,626	131,250
2029 Average Household Size	1.75	1.89	1.99
2024-2029 Annual Rate	0.27%	0.32%	0.31%
2010 Families	7,306	29,049	60,002
2010 Average Family Size	3.05	3.13	3.15
2024 Families	7,127	26,033	53,329
2024 Average Family Size	3.06	3.05	3.05
2029 Families	7,217	26,264	53,579
2029 Average Family Size	2.98	2.96	2.96
2024-2029 Annual Rate	0.25%	0.18%	0.09%
Housing Unit Summary			
2000 Housing Units	27,774	90,072	158,771
Owner Occupied Housing Units	15.3%	24.8%	35.7%
Renter Occupied Housing Units	65.2%	54.3%	46.2%
Vacant Housing Units	19.5%	20.9%	18.0%
2010 Housing Units	28,100	87,981	157,575
Owner Occupied Housing Units	15.2%	23.4%	32.6%
Renter Occupied Housing Units	63.9%	54.0%	47.3%
Vacant Housing Units	20.9%	22.6%	20.1%
2020 Housing Units	28,621	87,229	156,388
Owner Occupied Housing Units	15.0%	21.5%	30.0%
Renter Occupied Housing Units	68.6%	60.3%	52.9%
Vacant Housing Units	16.3%	18.2%	17.2%
2024 Housing Units	28,412	88,026	157,701
Owner Occupied Housing Units	16.6%	22.7%	31.1%
Renter Occupied Housing Units	67.2%	58.5%	50.8%
Vacant Housing Units	16.2%	18.8%	18.0%
2029 Housing Units	28,700	88,971	159,698
Owner Occupied Housing Units	18.3%	24.2%	32.7%
Renter Occupied Housing Units	65.8%	57.5%	49.5%
Vacant Housing Units	15.9%	18.4%	17.8%

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.

July 29, 2024

MACKENZIE

Market Profile

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

	1 mile	2 miles	3 miles
2024 Households by Income			
Household Income Base	23,802	71,454	129,241
<$15,000	25.3%	23.4%	18.9%
$15,000 - $24,999	9.2%	9.6%	8.3%
$25,000 - $34,999	8.1%	8.1%	7.5%
$35,000 - $49,999	9.7%	10.2%	10.2%
$50,000 - $74,999	14.1%	14.7%	13.8%
$75,000 - $99,999	10.2%	9.9%	10.7%
$100,000 - $149,999	11.1%	11.2%	13.0%
$150,000 - $199,999	4.9%	5.3%	7.2%
$200,000+	7.4%	7.6%	10.5%
Average Household Income	$77,333	$79,855	$95,805
2029 Households by Income			
Household Income Base	24,125	72,620	131,244
<$15,000	24.6%	23.0%	18.4%
$15,000 - $24,999	8.1%	8.4%	7.1%
$25,000 - $34,999	7.5%	7.5%	6.8%
$35,000 - $49,999	8.7%	9.1%	9.0%
$50,000 - $74,999	13.1%	13.7%	12.7%
$75,000 - $99,999	10.7%	10.4%	11.0%
$100,000 - $149,999	11.9%	11.9%	13.5%
$150,000 - $199,999	5.8%	6.3%	8.3%
$200,000+	9.6%	9.8%	13.2%
Average Household Income	$89,920	$92,425	$110,931
2024 Owner Occupied Housing Units by Value			
Total	4,714	19,945	49,070
<$50,000	6.1%	9.8%	7.9%
$50,000 - $99,999	3.9%	10.5%	9.6%
$100,000 - $149,999	5.8%	6.9%	7.7%
$150,000 - $199,999	7.8%	8.1%	8.0%
$200,000 - $249,999	9.4%	11.1%	10.2%
$250,000 - $299,999	10.2%	9.9%	10.1%
$300,000 - $399,999	28.1%	22.1%	21.0%
$400,000 - $499,999	12.2%	9.7%	10.7%
$500,000 - $749,999	14.2%	8.6%	10.6%
$750,000 - $999,999	1.8%	2.0%	2.5%
$1,000,000 - $1,499,999	0.3%	1.0%	1.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	$339,396	$297,488	$318,715
2029 Owner Occupied Housing Units by Value			
Total	5,234	21,460	52,118
<$50,000	5.1%	8.9%	7.0%
$50,000 - $99,999	2.0%	6.4%	5.8%
$100,000 - $149,999	3.5%	4.5%	5.2%
$150,000 - $199,999	3.5%	5.3%	4.9%
$200,000 - $249,999	6.4%	7.7%	6.6%
$250,000 - $299,999	6.9%	6.9%	7.0%
$300,000 - $399,999	31.1%	24.4%	21.8%
$400,000 - $499,999	13.9%	14.0%	14.8%
$500,000 - $749,999	24.0%	15.8%	19.1%
$750,000 - $999,999	3.1%	3.9%	4.8%
$1,000,000 - $1,499,999	0.6%	1.9%	2.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.1%	0.3%	0.5%
Average Home Value	$403,147	$371,220	$400,687

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

July 29, 2024

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Median Household Income			
2024	$45,742	$47,732	$57,368
2029	$51,424	$52,733	$65,182
Median Home Value			
2024	$323,980	$268,129	$282,782
2029	$372,741	$342,628	$361,464
Per Capita Income			
2024	$39,966	$38,852	$44,480
2029	$47,644	$46,299	$53,135
Median Age			
2010	33.0	32.7	33.0
2020	34.0	33.8	34.0
2024	34.7	34.4	34.7
2029	36.1	35.9	36.3
2020 Population by Age			
Total	47,101	149,483	285,432
0 - 4	4.0%	4.5%	4.9%
5 - 9	3.8%	4.5%	4.6%
10 - 14	3.7%	4.3%	4.6%
15 - 24	14.9%	16.0%	15.0%
25 - 34	25.9%	23.3%	22.9%
35 - 44	13.9%	13.2%	13.3%
45 - 54	9.8%	9.7%	9.9%
55 - 64	12.1%	11.9%	11.7%
65 - 74	7.7%	8.0%	8.1%
75 - 84	3.1%	3.4%	3.5%
85 +	1.0%	1.2%	1.4%
18 +	86.3%	84.1%	83.2%
2024 Population by Age			
Total	46,570	147,676	278,723
0 - 4	3.9%	4.5%	4.8%
5 - 9	3.6%	4.1%	4.5%
10 - 14	3.3%	4.0%	4.2%
15 - 24	13.4%	14.6%	13.8%
25 - 34	26.6%	24.1%	23.5%
35 - 44	15.6%	14.6%	14.9%
45 - 54	9.5%	9.4%	9.6%
55 - 64	11.1%	11.0%	10.8%
65 - 74	8.5%	8.6%	8.5%
75 - 84	3.4%	3.8%	3.9%
85 +	1.1%	1.2%	1.4%
18 +	87.1%	85.0%	84.0%
2029 Population by Age			
Total	46,000	145,688	274,219
0 - 4	3.8%	4.3%	4.6%
5 - 9	3.4%	3.9%	4.2%
10 - 14	3.2%	3.9%	4.2%
15 - 24	13.1%	14.4%	13.6%
25 - 34	24.5%	21.9%	21.0%
35 - 44	16.4%	15.5%	16.1%
45 - 54	10.2%	10.2%	10.5%
55 - 64	9.9%	9.8%	9.7%
65 - 74	9.5%	9.6%	9.4%
75 - 84	4.6%	4.9%	5.0%
85 +	1.3%	1.5%	1.6%
18 +	87.5%	85.5%	84.5%

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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2020 Population by Sex			
Males	23,407	71,784	136,087
Females	23,694	77,699	149,345
2024 Population by Sex			
Males	23,457	72,134	135,254
Females	23,112	75,542	143,468
2029 Population by Sex			
Males	23,019	70,680	132,211
Females	22,982	75,007	142,009
2010 Population by Race/Ethnicity			
Total	50,171	161,433	308,597
White Alone	25.9%	24.7%	30.1%
Black Alone	67.0%	67.7%	62.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.5%	4.2%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.0%	1.6%
Two or More Races	2.2%	2.1%	2.1%
Hispanic Origin	2.7%	2.9%	4.0%
Diversity Index	50.9	50.8	55.4
2020 Population by Race/Ethnicity			
Total	47,101	149,483	285,432
White Alone	28.0%	26.5%	31.1%
Black Alone	58.3%	58.4%	53.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.6%	6.7%	5.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	2.5%	3.5%
Two or More Races	5.6%	5.6%	5.8%
Hispanic Origin	5.1%	5.4%	6.7%
Diversity Index	61.6	62.3	65.6
2024 Population by Race/Ethnicity			
Total	46,569	147,677	278,722
White Alone	26.6%	25.4%	30.3%
Black Alone	59.0%	58.6%	53.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	5.7%	6.9%	5.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.3%	2.7%	3.7%
Two or More Races	6.0%	6.0%	6.2%
Hispanic Origin	5.7%	5.9%	7.3%
Diversity Index	62.0	63.0	66.5
2029 Population by Race/Ethnicity			
Total	46,000	145,687	274,220
White Alone	24.8%	23.7%	29.0%
Black Alone	60.1%	59.4%	53.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	5.9%	7.3%	6.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.4%	2.9%	3.9%
Two or More Races	6.3%	6.3%	6.6%
Hispanic Origin	6.0%	6.2%	7.7%
Diversity Index	61.8	63.0	67.1

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

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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2020 Population by Relationship and Household Type			
Total	47,101	149,483	285,432
In Households	91.7%	94.3%	95.5%
Householder	50.9%	47.7%	45.3%
Opposite-Sex Spouse	5.9%	6.8%	8.4%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	3.8%	3.6%	3.8%
Same-Sex Unmarried Partner	0.7%	0.5%	0.4%
Biological Child	16.1%	18.8%	20.0%
Adopted Child	0.3%	0.3%	0.4%
Stepchild	0.4%	0.5%	0.6%
Grandchild	2.2%	3.1%	3.3%
Brother or Sister	1.4%	1.8%	1.9%
Parent	0.8%	1.0%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	1.4%	1.9%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	7.1%	7.6%	7.6%
In Group Quarters	8.3%	5.7%	4.5%
Institutionalized	5.7%	2.0%	1.3%
Noninstitutionalized	2.6%	3.7%	3.3%
2024 Population 25+ by Educational Attainment			
Total	35,275	107,428	202,661
Less than 9th Grade	3.2%	3.1%	3.1%
9th - 12th Grade, No Diploma	8.7%	8.5%	7.4%
High School Graduate	17.4%	22.0%	21.9%
GED/Alternative Credential	5.6%	5.4%	4.6%
Some College, No Degree	15.9%	14.8%	14.2%
Associate Degree	5.2%	4.4%	4.5%
Bachelor's Degree	20.9%	20.7%	22.0%
Graduate/Professional Degree	23.2%	20.9%	22.3%
2024 Population 15+ by Marital Status			
Total	41,530	128,995	241,118
Never Married	62.6%	61.0%	57.0%
Married	22.8%	23.7%	27.8%
Widowed	4.8%	5.1%	5.1%
Divorced	9.8%	10.1%	10.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,002	76,708	148,464
Population 16+ Employed	95.7%	95.5%	95.9%
Population 16+ Unemployment rate	4.3%	4.5%	4.1%
Population 16-24 Employed	12.7%	12.6%	11.8%
Population 16-24 Unemployment rate	8.4%	10.3%	9.6%
Population 25-54 Employed	73.6%	71.2%	71.4%
Population 25-54 Unemployment rate	3.0%	3.2%	3.1%
Population 55-64 Employed	8.8%	11.3%	11.8%
Population 55-64 Unemployment rate	7.8%	5.7%	3.9%
Population 65+ Employed	4.9%	4.9%	5.0%
Population 65+ Unemployment rate	6.3%	5.0%	5.2%

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2024 Employed Population 16+ by Industry			
Total	23,924	73,231	142,313
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.6%	3.5%	4.0%
Manufacturing	4.7%	4.2%	4.7%
Wholesale Trade	0.5%	0.7%	1.0%
Retail Trade	6.8%	6.4%	6.5%
Transportation/Utilities	5.2%	6.2%	5.7%
Information	2.5%	2.0%	1.9%
Finance/Insurance/Real Estate	3.5%	4.3%	5.2%
Services	65.1%	65.4%	62.9%
Public Administration	7.9%	7.1%	7.7%
2024 Employed Population 16+ by Occupation			
Total	23,923	73,232	142,312
White Collar	71.4%	70.8%	71.5%
Management/Business/Financial	18.6%	18.3%	20.4%
Professional	40.0%	39.1%	38.0%
Sales	5.1%	5.2%	5.6%
Administrative Support	7.6%	8.1%	7.6%
Services	17.1%	16.4%	15.9%
Blue Collar	11.5%	12.8%	12.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	1.7%	1.7%	2.2%
Installation/Maintenance/Repair	1.3%	1.4%	1.5%
Production	2.4%	2.3%	2.1%
Transportation/Material Moving	6.0%	7.3%	6.7%
2020 Households by Type			
Total	23,943	71,367	129,532
Married Couple Households	12.7%	15.2%	19.4%
With Own Children <18	3.3%	4.3%	6.0%
Without Own Children <18	9.3%	10.9%	13.4%
Cohabitating Couple Households	8.9%	8.7%	9.3%
With Own Children <18	1.3%	1.6%	1.8%
Without Own Children <18	7.6%	7.0%	7.5%
Male Householder, No Spouse/Partner	34.3%	31.4%	28.7%
Living Alone	27.5%	23.5%	20.5%
65 Years and over	6.2%	5.1%	4.6%
With Own Children <18	1.0%	1.3%	1.3%
Without Own Children <18, With Relatives	2.3%	2.9%	3.0%
No Relatives Present	3.4%	3.8%	3.8%
Female Householder, No Spouse/Partner	44.2%	44.8%	42.6%
Living Alone	27.4%	24.8%	22.3%
65 Years and over	6.3%	6.8%	6.7%
With Own Children <18	6.7%	7.5%	7.2%
Without Own Children <18, With Relatives	6.6%	8.8%	9.5%
No Relatives Present	3.4%	3.6%	3.6%
2020 Households by Size			
Total	23,943	71,367	129,532
1 Person Household	55.0%	48.3%	42.8%
2 Person Household	25.9%	27.6%	29.6%
3 Person Household	9.4%	11.6%	13.2%
4 Person Household	5.0%	6.5%	7.6%
5 Person Household	2.5%	3.1%	3.6%
6 Person Household	1.3%	1.7%	1.9%
7 + Person Household	1.0%	1.2%	1.3%

July 29, 2024

1201 W Mount Royal Ave, Baltimore, Maryland, 21217 Prepared by Esri
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Longitude: -76.61928

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2020 Households by Tenure and Mortgage Status			
Total	23,943	71,367	129,532
Owner Occupied	18.0%	26.3%	36.2%
Owned with a Mortgage/Loan	13.2%	18.3%	26.3%
Owned Free and Clear	4.8%	8.0%	9.8%
Renter Occupied	82.0%	73.7%	63.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	51	65	74
Percent of Income for Mortgage	44.3%	35.2%	30.9%
Wealth Index	43	48	62
2020 Housing Units By Urban/ Rural Status			
Total	28,621	87,229	156,388
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	47,101	149,483	285,432
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.

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

July 29, 2024

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Social Security Set (9F)	Modest Income Homes	Modest Income Homes (12D)
3.	City Commons (11E)	City Commons (11E)	City Commons (11E)
2024 Consumer Spending			
Apparel & Services: Total $	$43,825,770	$136,045,475	$290,162,096
Average Spent	$1,840.80	$1,903.80	$2,245.02
Spending Potential Index	77	80	94
Education: Total $	$29,283,486	$90,924,655	$196,034,913
Average Spent	$1,229.99	$1,272.39	$1,516.75
Spending Potential Index	71	74	88
Entertainment/Recreation: Total $	$64,964,809	$201,504,750	$437,345,765
Average Spent	$2,728.70	$2,819.83	$3,383.80
Spending Potential Index	67	69	83
Food at Home: Total $	$128,677,776	$398,293,726	$850,911,296
Average Spent	$5,404.81	$5,573.66	$6,583.61
Spending Potential Index	74	76	90
Food Away from Home: Total $	$68,684,195	$211,599,467	$454,276,257
Average Spent	$2,884.92	$2,961.09	$3,514.79
Spending Potential Index	74	76	90
Health Care: Total $	$120,175,922	$375,793,185	$814,740,216
Average Spent	$5,047.71	$5,258.79	$6,303.75
Spending Potential Index	66	68	82
HH Furnishings & Equipment: Total $	$51,045,634	$159,009,763	$344,454,261
Average Spent	$2,144.05	$2,225.16	$2,665.09
Spending Potential Index	68	70	84
Personal Care Products & Services: Total $	$17,510,858	$53,620,481	$114,830,969
Average Spent	$735.50	$750.36	$888.46
Spending Potential Index	74	75	89
Shelter: Total $	$456,674,130	$1,405,193,224	$3,021,035,881
Average Spent	$19,181.54	$19,664.05	$23,374.13
Spending Potential Index	72	74	88
Support Payments/Cash Contributions/Gifts in Kind: Total $	$48,706,630	$152,585,201	$336,860,182
Average Spent	$2,045.81	$2,135.25	$2,606.33
Spending Potential Index	58	61	74
Travel: Total $	$47,313,457	$146,371,220	$320,287,986
Average Spent	$1,987.29	$2,048.30	$2,478.11
Spending Potential Index	66	68	82
Vehicle Maintenance & Repairs: Total $	$24,984,879	$77,451,075	$165,713,857
Average Spent	$1,049.43	$1,083.84	$1,282.15
Spending Potential Index	71	73	87

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.

July 29, 2024

Retail Goods and Services Expenditures

MACKENZIE

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	30.0%	Population	46,569	46,001
Social Security Set (9F)	18.6%	Households	23,808	24,131
City Commons (11E)	15.7%	Families	7,127	7,217
Modest Income Homes (12D)	8.7%	Median Age	34.7	36.1
Set to Impress (11D)	8.4%	Median Household Income	$45,742	$51,424

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	77	$1,840.80	$43,825,770
Men's	77	$337.52	$8,035,688
Women's	78	$623.15	$14,835,879
Children's	77	$281.65	$6,705,566
Footwear	77	$385.53	$9,178,754
Watches & Jewelry	77	$174.79	$4,161,482
Apparel Products and Services (1)	78	$38.16	$908,400
Computer			
Computers and Hardware for Home Use	77	$209.23	$4,981,404
Portable Memory	85	$3.46	$82,453
Computer Software	87	$13.59	$323,656
Computer Accessories	76	$17.98	$427,963
Entertainment & Recreation	67	$2,728.70	$64,964,809
Fees and Admissions	64	$526.98	$12,546,455
Membership Fees for Clubs (2)	66	$199.51	$4,749,967
Fees for Participant Sports, excl. Trips	58	$77.54	$1,846,132
Tickets to Theatre/Operas/Concerts	68	$51.37	$1,222,998
Tickets to Movies	75	$18.55	$441,580
Tickets to Parks or Museums	67	$25.00	$595,174
Admission to Sporting Events, excl. Trips	69	$54.85	$1,305,871
Fees for Recreational Lessons	58	$99.31	$2,364,356
Dating Services	109	$0.86	$20,376
TV/Video/Audio	72	$955.30	$22,743,811
Cable and Satellite Television Services	68	$516.82	$12,304,465
Televisions	76	$115.82	$2,757,352
Satellite Dishes	83	$1.04	$24,844
VCRs, Video Cameras, and DVD Players	73	$3.62	$86,080
Miscellaneous Video Equipment	62	$13.97	$332,573
Video Cassettes and DVDs	78	$4.48	$106,553
Video Game Hardware/Accessories	90	$41.67	$992,135
Video Game Software	99	$20.13	$479,187
Rental/Streaming/Downloaded Video	76	$131.15	$3,122,396
Installation of Televisions	55	$0.94	$22,432
Audio (3)	73	$104.58	$2,489,806
Rental and Repair of TV/Radio/Sound Equipment	69	$1.09	$25,987
Pets	64	$650.24	$15,480,813
Toys/Games/Crafts/Hobbies (4)	73	$132.50	$3,154,503
Recreational Vehicles and Fees (5)	52	$103.59	$2,466,173
Sports/Recreation/Exercise Equipment (6)	62	$189.66	$4,515,388
Photo Equipment and Supplies (7)	72	$44.30	$1,054,590
Reading (8)	70	$97.98	$2,332,823
Catered Affairs (9)	71	$28.15	$670,252
Food	74	$8,289.73	$197,361,972
Food at Home	74	$5,404.81	$128,677,776
Bakery and Cereal Products	73	$687.18	$16,360,379
Meats, Poultry, Fish, and Eggs	75	$1,185.83	$28,232,211
Dairy Products	73	$501.53	$11,940,418
Fruits and Vegetables	74	$1,064.81	$25,350,971
Snacks and Other Food at Home (10)	74	$1,965.47	$46,793,798
Food Away from Home	74	$2,884.92	$68,684,195
Alcoholic Beverages	77	$500.72	$11,921,207

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.

July 29, 2024

Retail Goods and Services Expenditures

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	54	$25,043.87	$596,244,497
Value of Retirement Plans	53	$85,648.88	$2,039,128,518
Value of Other Financial Assets	56	$5,062.64	$120,531,372
Vehicle Loan Amount excluding Interest	68	$2,403.14	$57,213,996
Value of Credit Card Debt	70	$2,017.22	$48,026,007
Health			
Nonprescription Drugs	68	$121.63	$2,895,725
Prescription Drugs	67	$279.32	$6,650,030
Eyeglasses and Contact Lenses	66	$83.51	$1,988,147
Home			
Mortgage Payment and Basics (11)	50	$6,752.79	$160,770,496
Maintenance and Remodeling Services	47	$2,181.75	$51,943,010
Maintenance and Remodeling Materials (12)	46	$397.92	$9,473,682
Utilities, Fuel, and Public Services	70	$4,147.11	$98,734,466
Household Furnishings and Equipment			
Household Textiles (13)	75	$98.94	$2,355,670
Furniture	68	$676.67	$16,110,174
Rugs	64	$29.00	$690,323
Major Appliances (14)	60	$354.75	$8,445,942
Housewares (15)	70	$75.14	$1,788,980
Small Appliances	81	$64.96	$1,546,463
Luggage	72	$14.82	$352,881
Telephones and Accessories	77	$78.26	$1,863,215
Household Operations			
Child Care	65	$360.65	$8,586,288
Lawn and Garden (16)	55	$381.53	$9,083,404
Moving/Storage/Freight Express	81	$98.93	$2,355,265
Housekeeping Supplies (17)	72	$650.50	$15,487,049
Insurance			
Owners and Renters Insurance	55	$454.79	$10,827,551
Vehicle Insurance	73	$1,556.42	$37,055,268
Life/Other Insurance	59	$400.68	$9,539,492
Health Insurance	66	$3,291.60	$78,366,461
Personal Care Products (18)	75	$421.28	$10,029,728
School Books (19)	79	$33.52	$797,993
Smoking Products	86	$403.95	$9,617,284
Transportation			
Payments on Vehicles excluding Leases	68	$2,074.56	$49,391,107
Gasoline and Motor Oil	70	$2,335.09	$55,593,934
Vehicle Maintenance and Repairs	71	$1,049.43	$24,984,879
Travel			
Airline Fares	67	$426.29	$10,149,199
Lodging on Trips	62	$613.02	$14,594,899
Auto/Truck Rental on Trips	71	$82.38	$1,961,410
Food and Drink on Trips	68	$503.35	$11,983,664

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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July 29, 2024

Retail Goods and Services Expenditures

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	23.3%	Population	147,676	145,687
Modest Income Homes (12D)	16.2%	Households	71,460	72,626
City Commons (11E)	15.0%	Families	26,033	26,264
Social Security Set (9F)	11.3%	Median Age	34.4	35.9
Emerald City (8B)	7.4%	Median Household Income	$47,732	$52,733

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	80	$1,903.80	$136,045,475
Men's	78	$345.57	$24,694,464
Women's	81	$649.43	$46,408,364
Children's	80	$294.72	$21,060,446
Footwear	79	$395.00	$28,226,695
Watches & Jewelry	79	$179.86	$12,852,610
Apparel Products and Services (1)	81	$39.22	$2,802,897
Computer			
Computers and Hardware for Home Use	79	$213.31	$15,243,122
Portable Memory	86	$3.49	$249,595
Computer Software	88	$13.72	$980,338
Computer Accessories	77	$18.28	$1,306,068
Entertainment & Recreation	69	$2,819.83	$201,504,750
Fees and Admissions	66	$544.07	$38,879,241
Membership Fees for Clubs (2)	68	$206.15	$14,731,741
Fees for Participant Sports, excl. Trips	61	$80.82	$5,775,502
Tickets to Theatre/Operas/Concerts	69	$52.26	$3,734,171
Tickets to Movies	76	$18.65	$1,332,777
Tickets to Parks or Museums	69	$25.76	$1,841,122
Admission to Sporting Events, excl. Trips	73	$57.68	$4,121,976
Fees for Recreational Lessons	59	$101.86	$7,278,833
Dating Services	111	$0.88	$63,118
TV/Video/Audio	75	$991.89	$70,880,169
Cable and Satellite Television Services	72	$540.94	$38,655,245
Televisions	79	$120.31	$8,597,578
Satellite Dishes	90	$1.12	$79,804
VCRs, Video Cameras, and DVD Players	74	$3.71	$265,419
Miscellaneous Video Equipment	63	$14.34	$1,024,844
Video Cassettes and DVDs	77	$4.47	$319,323
Video Game Hardware/Accessories	92	$42.72	$3,052,944
Video Game Software	100	$20.28	$1,449,375
Rental/Streaming/Downloaded Video	78	$134.35	$9,600,683
Installation of Televisions	58	$0.98	$69,985
Audio (3)	76	$107.53	$7,684,235
Rental and Repair of TV/Radio/Sound Equipment	71	$1.13	$80,734
Pets	66	$670.69	$47,927,431
Toys/Games/Crafts/Hobbies (4)	75	$137.36	$9,815,750
Recreational Vehicles and Fees (5)	55	$109.24	$7,806,438
Sports/Recreation/Exercise Equipment (6)	64	$194.19	$13,876,788
Photo Equipment and Supplies (7)	73	$44.92	$3,209,839
Reading (8)	71	$99.43	$7,105,223
Catered Affairs (9)	71	$28.04	$2,003,872
Food	76	$8,534.75	$609,893,193
Food at Home	76	$5,573.66	$398,293,726
Bakery and Cereal Products	76	$709.54	$50,703,544
Meats, Poultry, Fish, and Eggs	78	$1,224.45	$87,499,533
Dairy Products	75	$515.80	$36,859,127
Fruits and Vegetables	76	$1,094.33	$78,200,885
Snacks and Other Food at Home (10)	76	$2,029.54	$145,030,637
Food Away from Home	76	$2,961.09	$211,599,467
Alcoholic Beverages	78	$511.64	$36,561,705

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July 29, 2024

Retail Goods and Services Expenditures

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	57	$26,296.73	$1,879,164,182
Value of Retirement Plans	56	$90,561.03	$6,471,491,147
Value of Other Financial Assets	58	$5,298.65	$378,641,774
Vehicle Loan Amount excluding Interest	71	$2,516.21	$179,808,378
Value of Credit Card Debt	72	$2,079.18	$148,578,006
Health			
Nonprescription Drugs	71	$126.17	$9,016,210
Prescription Drugs	72	$297.24	$21,240,635
Eyeglasses and Contact Lenses	68	$86.48	$6,180,170
Home			
Mortgage Payment and Basics (11)	53	$7,181.53	$513,192,481
Maintenance and Remodeling Services	50	$2,317.53	$165,610,480
Maintenance and Remodeling Materials (12)	50	$429.10	$30,663,162
Utilities, Fuel, and Public Services	73	$4,349.51	$310,816,308
Household Furnishings and Equipment			
Household Textiles (13)	77	$102.02	$7,290,104
Furniture	72	$707.97	$50,591,443
Rugs	66	$30.05	$2,147,361
Major Appliances (14)	64	$374.94	$26,793,363
Housewares (15)	72	$77.17	$5,514,564
Small Appliances	82	$66.25	$4,734,232
Luggage	74	$15.35	$1,096,577
Telephones and Accessories	80	$80.81	$5,774,784
Household Operations			
Child Care	68	$374.09	$26,732,822
Lawn and Garden (16)	58	$404.46	$28,902,725
Moving/Storage/Freight Express	82	$99.54	$7,113,214
Housekeeping Supplies (17)	74	$670.78	$47,933,693
Insurance			
Owners and Renters Insurance	59	$487.11	$34,808,865
Vehicle Insurance	76	$1,615.51	$115,444,229
Life/Other Insurance	62	$420.63	$30,058,471
Health Insurance	69	$3,435.26	$245,483,815
Personal Care Products (18)	77	$431.23	$30,815,753
School Books (19)	82	$34.74	$2,482,625
Smoking Products	91	$423.55	$30,266,935
Transportation			
Payments on Vehicles excluding Leases	71	$2,175.14	$155,435,195
Gasoline and Motor Oil	73	$2,446.17	$174,803,081
Vehicle Maintenance and Repairs	73	$1,083.84	$77,451,075
Travel			
Airline Fares	68	$432.67	$30,918,758
Lodging on Trips	65	$637.54	$45,558,479
Auto/Truck Rental on Trips	73	$84.66	$6,049,749
Food and Drink on Trips	70	$518.67	$37,063,957

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.

July 29, 2024

Retail Goods and Services Expenditures

MACKENZIE

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	20.7%	Population	278,722	274,220
Modest Income Homes (12D)	17.0%	Households	129,247	131,250
City Commons (11E)	11.4%	Families	53,329	53,579
Emerald City (8B)	9.5%	Median Age	34.7	36.3
Social Security Set (9F)	7.0%	Median Household Income	$57,368	$65,182

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	94	$2,245.02	$290,162,096
Men's	93	$408.20	$52,758,191
Women's	95	$762.24	$98,517,212
Children's	95	$347.09	$44,859,840
Footwear	93	$464.30	$60,009,640
Watches & Jewelry	95	$216.88	$28,030,598
Apparel Products and Services (1)	95	$46.32	$5,986,615
Computer			
Computers and Hardware for Home Use	93	$250.58	$32,386,540
Portable Memory	99	$4.03	$521,144
Computer Software	102	$15.94	$2,060,745
Computer Accessories	90	$21.51	$2,779,933
Entertainment & Recreation	83	$3,383.80	$437,345,765
Fees and Admissions	80	$663.70	$85,781,593
Membership Fees for Clubs (2)	83	$251.30	$32,479,629
Fees for Participant Sports, excl. Trips	75	$99.50	$12,860,203
Tickets to Theatre/Operas/Concerts	83	$62.89	$8,127,712
Tickets to Movies	88	$21.82	$2,820,525
Tickets to Parks or Museums	83	$31.00	$4,007,062
Admission to Sporting Events, excl. Trips	88	$69.78	$9,018,252
Fees for Recreational Lessons	73	$126.39	$16,335,764
Dating Services	129	$1.02	$132,446
TV/Video/Audio	89	$1,174.45	$151,794,183
Cable and Satellite Television Services	85	$644.61	$83,314,207
Televisions	93	$142.15	$18,372,924
Satellite Dishes	104	$1.30	$167,516
VCRs, Video Cameras, and DVD Players	88	$4.36	$563,582
Miscellaneous Video Equipment	76	$17.26	$2,230,609
Video Cassettes and DVDs	90	$5.19	$671,129
Video Game Hardware/Accessories	106	$49.20	$6,358,971
Video Game Software	114	$23.05	$2,978,861
Rental/Streaming/Downloaded Video	92	$157.81	$20,396,191
Installation of Televisions	72	$1.22	$158,000
Audio (3)	89	$126.94	$16,406,762
Rental and Repair of TV/Radio/Sound Equipment	85	$1.36	$175,429
Pets	80	$808.35	$104,476,825
Toys/Games/Crafts/Hobbies (4)	89	$162.62	$21,017,594
Recreational Vehicles and Fees (5)	69	$136.26	$17,610,715
Sports/Recreation/Exercise Equipment (6)	76	$232.88	$30,099,297
Photo Equipment and Supplies (7)	88	$53.95	$6,972,979
Reading (8)	84	$118.14	$15,268,829
Catered Affairs (9)	84	$33.45	$4,323,750
Food	90	$10,098.40	$1,305,187,553
Food at Home	90	$6,583.61	$850,911,296
Bakery and Cereal Products	90	$839.54	$108,508,334
Meats, Poultry, Fish, and Eggs	92	$1,442.20	$186,400,622
Dairy Products	88	$609.84	$78,819,994
Fruits and Vegetables	90	$1,293.94	$167,237,934
Snacks and Other Food at Home (10)	90	$2,398.08	$309,944,412
Food Away from Home	90	$3,514.79	$454,276,257
Alcoholic Beverages	93	$606.27	$78,358,226

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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July 29, 2024

Retail Goods and Services Expenditures

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.30747
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	71	$32,940.70	$4,257,486,121
Value of Retirement Plans	70	$113,366.20	$14,652,240,648
Value of Other Financial Assets	72	$6,541.66	$845,489,464
Vehicle Loan Amount excluding Interest	85	$3,011.37	$389,209,907
Value of Credit Card Debt	86	$2,485.89	$321,293,312
Health			
Nonprescription Drugs	85	$150.28	$19,422,747
Prescription Drugs	86	$355.95	$46,005,439
Eyeglasses and Contact Lenses	82	$103.55	$13,383,132
Home			
Mortgage Payment and Basics (11)	67	$9,066.85	$1,171,863,707
Maintenance and Remodeling Services	63	$2,941.61	$380,194,262
Maintenance and Remodeling Materials (12)	63	$543.98	$70,307,811
Utilities, Fuel, and Public Services	87	$5,173.38	$668,643,856
Household Furnishings and Equipment			
Household Textiles (13)	91	$120.50	$15,574,897
Furniture	86	$849.51	$109,796,481
Rugs	80	$36.58	$4,728,299
Major Appliances (14)	78	$455.93	$58,928,086
Housewares (15)	86	$91.72	$11,854,923
Small Appliances	96	$77.23	$9,981,160
Luggage	89	$18.38	$2,375,242
Telephones and Accessories	94	$95.72	$12,372,038
Household Operations			
Child Care	83	$459.84	$59,432,368
Lawn and Garden (16)	72	$500.22	$64,651,740
Moving/Storage/Freight Express	96	$116.29	$15,030,274
Housekeeping Supplies (17)	88	$794.96	$102,746,057
Insurance			
Owners and Renters Insurance	73	$601.37	$77,724,728
Vehicle Insurance	90	$1,906.82	$246,450,376
Life/Other Insurance	76	$514.82	$66,539,059
Health Insurance	82	$4,118.76	$532,337,389
Personal Care Products (18)	91	$508.78	$65,757,682
School Books (19)	95	$40.29	$5,207,283
Smoking Products	105	$488.45	$63,130,749
Transportation			
Payments on Vehicles excluding Leases	85	$2,599.77	$336,012,932
Gasoline and Motor Oil	87	$2,901.89	$375,060,807
Vehicle Maintenance and Repairs	87	$1,282.15	$165,713,857
Travel			
Airline Fares	82	$521.67	$67,423,774
Lodging on Trips	79	$778.85	$100,663,738
Auto/Truck Rental on Trips	87	$101.20	$13,079,799
Food and Drink on Trips	84	$624.14	$80,668,677

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.

July 29, 2024

Retail Goods and Services Expenditures

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.30747
Longitude: -76.61928

(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.

July 29, 2024

MACKENZIE

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Rings: 1, 2, 3 mile radii

Data for all businesses in area	1 mile	2 miles	3 miles
Total Businesses:	3,593	12,130	17,228
Total Employees:	43,101	205,698	258,376
Total Population:	46,569	147,676	278,722
Employee/Population Ratio (per 100 Residents)	93	139	93

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	22	0.6%	151	0.4%	65	0.5%	580	0.3%	94	0.5%	777	0.3%
Construction	110	3.1%	1,013	2.4%	312	2.6%	2,978	1.4%	494	2.9%	4,539	1.8%
Manufacturing	70	1.9%	1,526	3.5%	203	1.7%	4,436	2.2%	344	2.0%	7,355	2.8%
Transportation	67	1.9%	776	1.8%	192	1.6%	2,885	1.4%	318	1.8%	4,178	1.6%
Communication	14	0.4%	130	0.3%	80	0.7%	803	0.4%	121	0.7%	1,411	0.5%
Utility	3	0.1%	274	0.6%	30	0.2%	1,157	0.6%	45	0.3%	1,660	0.6%
Wholesale Trade	39	1.1%	333	0.8%	162	1.3%	1,497	0.7%	282	1.6%	3,647	1.4%
Retail Trade Summary	503	14.0%	3,422	7.9%	1,676	13.8%	13,296	6.5%	2,769	16.1%	24,344	9.4%
Home Improvement	8	0.2%	53	0.1%	32	0.3%	416	0.2%	54	0.3%	704	0.3%
General Merchandise Stores	24	0.7%	117	0.3%	81	0.7%	474	0.2%	136	0.8%	767	0.3%
Food Stores	53	1.5%	408	0.9%	210	1.7%	1,377	0.7%	363	2.1%	2,905	1.1%
Auto Dealers & Gas Stations	28	0.8%	133	0.3%	85	0.7%	402	0.2%	156	0.9%	758	0.3%
Apparel & Accessory Stores	24	0.7%	100	0.2%	92	0.8%	540	0.3%	158	0.9%	3,375	1.3%
Furniture & Home Furnishings	22	0.6%	396	0.9%	68	0.6%	767	0.4%	118	0.7%	1,111	0.4%
Eating & Drinking Places	216	6.0%	1,629	3.8%	736	6.1%	7,470	3.6%	1,217	7.1%	11,755	4.5%
Miscellaneous Retail	129	3.6%	586	1.4%	371	3.1%	1,851	0.9%	567	3.3%	2,969	1.1%
Finance, Insurance, Real Estate Summary	363	10.1%	2,809	6.5%	1,102	9.1%	12,855	6.2%	1,553	9.0%	16,760	6.5%
Banks, Savings & Lending Institutions	40	1.1%	393	0.9%	164	1.4%	1,610	0.8%	236	1.4%	2,335	0.9%
Securities Brokers	49	1.4%	487	1.1%	190	1.6%	3,753	1.8%	245	1.4%	4,372	1.7%
Insurance Carriers & Agents	21	0.6%	264	0.6%	77	0.6%	1,598	0.8%	118	0.7%	2,270	0.9%
Real Estate, Holding, Other Investment Offices	253	7.0%	1,664	3.9%	671	5.5%	5,894	2.9%	955	5.5%	7,782	3.0%
Services Summary	1,654	46.0%	21,450	49.8%	6,266	51.7%	139,100	67.6%	8,376	48.6%	163,374	63.2%
Hotels & Lodging	19	0.5%	312	0.7%	82	0.7%	4,325	2.1%	100	0.6%	4,712	1.8%
Automotive Services	61	1.7%	365	0.8%	220	1.8%	1,549	0.8%	330	1.9%	2,283	0.9%
Movies & Amusements	65	1.8%	570	1.3%	183	1.5%	2,559	1.2%	288	1.7%	3,848	1.5%
Health Services	270	7.5%	4,788	11.1%	1,836	15.1%	68,653	33.4%	2,043	11.9%	71,573	27.7%
Legal Services	125	3.5%	979	2.3%	512	4.2%	8,397	4.1%	586	3.4%	8,735	3.4%
Education Institutions & Libraries	86	2.4%	4,165	9.7%	301	2.5%	13,976	6.8%	426	2.5%	19,540	7.6%
Other Services	1,028	28.6%	10,271	23.8%	3,133	25.8%	39,642	19.3%	4,604	26.7%	52,684	20.4%
Government	137	3.8%	10,755	25.0%	338	2.8%	24,297	11.8%	401	2.3%	28,213	10.9%
Unclassified Establishments	608	16.9%	464	1.1%	1,704	14.0%	1,811	0.9%	2,430	14.1%	2,117	0.8%
Totals	3,593	100.0%	43,101	100.0%	12,130	100.0%	205,698	100.0%	17,228	100.0%	258,376	100.0%

July 29, 2024

1201 W Mount Royal Ave, Baltimore, Maryland, 21217
Rings: 1, 2, 3 mile radii

Prepared by Esri

Latitude: 39.30747
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by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	7	0.2%	25	0.1%	19	0.2%	68	0.0%	24	0.1%	94	0.0%
Mining	2	0.1%	13	0.0%	7	0.1%	133	0.1%	8	0.0%	137	0.1%
Utilities	3	0.1%	267	0.6%	9	0.1%	977	0.5%	12	0.1%	1,326	0.5%
Construction	126	3.5%	1,114	2.6%	359	3.0%	3,390	1.6%	561	3.3%	5,081	2.0%
Manufacturing	43	1.2%	417	1.0%	170	1.4%	2,832	1.4%	326	1.9%	5,725	2.2%
Wholesale Trade	38	1.1%	323	0.7%	159	1.3%	1,470	0.7%	274	1.6%	3,588	1.4%
Retail Trade	274	7.6%	1,728	4.0%	887	7.3%	5,499	2.7%	1,458	8.5%	11,960	4.6%
Motor Vehicle & Parts Dealers	18	0.5%	85	0.2%	60	0.5%	275	0.1%	109	0.6%	507	0.2%
Furniture & Home Furnishings Stores	6	0.2%	88	0.2%	25	0.2%	183	0.1%	46	0.3%	329	0.1%
Electronics & Appliance Stores	11	0.3%	100	0.2%	30	0.2%	344	0.2%	49	0.3%	489	0.2%
Building Material & Garden Equipment & Supplies Dealers	9	0.3%	63	0.1%	33	0.3%	426	0.2%	54	0.3%	714	0.3%
Food & Beverage Stores	53	1.5%	367	0.9%	208	1.7%	1,168	0.6%	374	2.2%	2,584	1.0%
Health & Personal Care Stores	36	1.0%	233	0.5%	99	0.8%	649	0.3%	138	0.8%	945	0.4%
Gasoline Stations & Fuel Dealers	10	0.3%	48	0.1%	25	0.2%	130	0.1%	49	0.3%	254	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	32	0.9%	119	0.3%	117	1.0%	607	0.3%	193	1.1%	3,488	1.3%
Sporting Goods, Hobby, Book, & Music Stores	60	1.7%	448	1.0%	168	1.4%	1,094	0.5%	251	1.5%	1,671	0.6%
General Merchandise Stores	38	1.1%	177	0.4%	122	1.0%	623	0.3%	195	1.1%	978	0.4%
Transportation & Warehousing	55	1.5%	691	1.6%	161	1.3%	2,704	1.3%	263	1.5%	3,766	1.5%
Information	76	2.1%	1,535	3.6%	281	2.3%	5,539	2.7%	401	2.3%	7,310	2.8%
Finance & Insurance	118	3.3%	1,244	2.9%	448	3.7%	7,066	3.4%	616	3.6%	9,086	3.5%
Central Bank/Credit Intermediation & Related Activities	38	1.1%	376	0.9%	150	1.2%	1,429	0.7%	219	1.3%	2,149	0.8%
Securities & Commodity Contracts	60	1.7%	604	1.4%	220	1.8%	4,037	2.0%	278	1.6%	4,664	1.8%
Funds, Trusts & Other Financial Vehicles	21	0.6%	264	0.6%	78	0.6%	1,600	0.8%	119	0.7%	2,272	0.9%
Real Estate, Rental & Leasing	219	6.1%	1,298	3.0%	588	4.8%	4,247	2.1%	854	5.0%	6,138	2.4%
Professional, Scientific & Tech Services	411	11.4%	5,322	12.3%	1,465	12.1%	23,423	11.4%	1,998	11.6%	28,864	11.2%
Legal Services	132	3.7%	1,009	2.3%	535	4.4%	8,514	4.1%	621	3.6%	8,917	3.5%
Management of Companies & Enterprises	20	0.6%	211	0.5%	50	0.4%	1,324	0.6%	72	0.4%	1,525	0.6%
Administrative, Support & Waste Management Services	98	2.7%	837	1.9%	353	2.9%	4,526	2.2%	515	3.0%	5,836	2.3%
Educational Services	85	2.4%	4,092	9.5%	279	2.3%	13,385	6.5%	414	2.4%	18,888	7.3%
Health Care & Social Assistance	359	10.0%	5,971	13.9%	2,101	17.3%	72,564	35.3%	2,450	14.2%	77,590	30.0%
Arts, Entertainment & Recreation	92	2.6%	939	2.2%	240	2.0%	3,917	1.9%	356	2.1%	5,563	2.2%
Accommodation & Food Services	240	6.7%	1,978	4.6%	839	6.9%	11,915	5.8%	1,351	7.8%	16,694	6.5%
Accommodation	19	0.5%	312	0.7%	82	0.7%	4,325	2.1%	100	0.6%	4,712	1.8%
Food Services & Drinking Places	222	6.2%	1,666	3.9%	757	6.2%	7,590	3.7%	1,251	7.3%	11,982	4.6%
Other Services (except Public Administration)	581	16.2%	3,869	9.0%	1,669	13.8%	14,241	6.9%	2,438	14.2%	18,499	7.2%
Automotive Repair & Maintenance	30	0.8%	193	0.4%	95	0.8%	410	0.2%	171	1.0%	788	0.3%
Public Administration	138	3.8%	10,762	25.0%	342	2.8%	24,673	12.0%	406	2.4%	28,598	11.1%
Unclassified Establishments	608	16.9%	464	1.1%	1,703	14.0%	1,804	0.9%	2,429	14.1%	2,110	0.8%
Total	3,593	100.0%	43,101	100.0%	12,130	100.0%	205,698	100.0%	17,228	100.0%	258,376	100.0%

July 29, 2024