

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2010 Total Population	40,165	143,796	261,448
2020 Total Population	41,423	140,228	246,763
2020 Group Quarters	3,687	5,314	8,577
2024 Total Population	41,803	139,840	243,166
2024 Group Quarters	3,683	5,308	8,557
2029 Total Population	42,305	139,869	240,612
2024-2029 Annual Rate	0.24%	0.00%	-0.21%
2024 Total Daytime Population	133,335	268,960	371,028
Workers	118,583	207,497	254,891
Residents	14,752	61,463	116,137
<b>Household Summary</b>			
2010 Households	18,129	62,429	107,888
2010 Average Household Size	1.76	2.13	2.29
2020 Total Households	22,895	69,029	113,137
2020 Average Household Size	1.65	1.95	2.11
2024 Households	23,218	69,742	113,835
2024 Average Household Size	1.64	1.93	2.06
2029 Households	24,254	72,049	116,414
2029 Average Household Size	1.59	1.87	1.99
2024-2029 Annual Rate	0.88%	0.65%	0.45%
2010 Families	5,390	25,519	49,946
2010 Average Family Size	2.75	3.07	3.17
2024 Families	5,940	24,754	45,697
2024 Average Family Size	2.76	2.97	3.08
2029 Families	6,163	25,275	46,206
2029 Average Family Size	2.68	2.88	2.99
2024-2029 Annual Rate	0.74%	0.42%	0.22%
<b>Housing Unit Summary</b>			
2000 Housing Units	17,831	78,561	136,887
Owner Occupied Housing Units	20.3%	26.4%	32.5%
Renter Occupied Housing Units	65.9%	52.3%	48.1%
Vacant Housing Units	13.9%	21.3%	19.4%
2010 Housing Units	21,358	80,355	137,090
Owner Occupied Housing Units	19.3%	25.4%	29.2%
Renter Occupied Housing Units	65.6%	52.3%	49.5%
Vacant Housing Units	15.1%	22.3%	21.3%
2020 Housing Units	27,132	83,317	137,528
Owner Occupied Housing Units	14.8%	23.5%	26.8%
Renter Occupied Housing Units	69.5%	59.4%	55.5%
Vacant Housing Units	15.2%	17.1%	17.7%
2024 Housing Units	28,167	85,496	140,119
Owner Occupied Housing Units	15.1%	24.4%	27.9%
Renter Occupied Housing Units	67.3%	57.2%	53.4%
Vacant Housing Units	17.6%	18.4%	18.8%
2029 Housing Units	28,809	87,225	142,271
Owner Occupied Housing Units	15.7%	25.8%	29.4%
Renter Occupied Housing Units	68.5%	56.8%	52.4%
Vacant Housing Units	15.8%	17.4%	18.2%

**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.

	1 mile	2 miles	3 miles
<b>2024 Households by Income</b>			
Household Income Base	23,212	69,736	113,827
<\$15,000	16.4%	19.4%	19.4%
\$15,000 - \$24,999	8.0%	7.9%	8.7%
\$25,000 - \$34,999	5.2%	6.0%	7.4%
\$35,000 - \$49,999	7.8%	8.8%	9.7%
\$50,000 - \$74,999	15.6%	13.2%	13.5%
\$75,000 - \$99,999	11.4%	10.2%	10.0%
\$100,000 - \$149,999	15.1%	13.9%	13.2%
\$150,000 - \$199,999	8.0%	8.0%	7.3%
\$200,000+	12.4%	12.5%	10.8%
Average Household Income	\$107,061	\$104,485	\$96,577
<b>2029 Households by Income</b>			
Household Income Base	24,248	72,043	116,406
<\$15,000	15.9%	18.8%	18.9%
\$15,000 - \$24,999	6.8%	6.7%	7.5%
\$25,000 - \$34,999	4.7%	5.5%	6.8%
\$35,000 - \$49,999	6.8%	7.8%	8.6%
\$50,000 - \$74,999	14.2%	12.0%	12.4%
\$75,000 - \$99,999	11.6%	10.4%	10.3%
\$100,000 - \$149,999	15.6%	14.3%	13.7%
\$150,000 - \$199,999	9.1%	9.1%	8.4%
\$200,000+	15.3%	15.4%	13.4%
Average Household Income	\$123,243	\$120,720	\$111,659
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,239	20,837	38,996
<\$50,000	1.0%	5.5%	9.2%
\$50,000 - \$99,999	1.1%	5.4%	10.1%
\$100,000 - \$149,999	2.5%	4.1%	6.1%
\$150,000 - \$199,999	4.8%	5.1%	6.2%
\$200,000 - \$249,999	6.2%	8.0%	8.8%
\$250,000 - \$299,999	10.9%	10.0%	10.4%
\$300,000 - \$399,999	26.0%	27.5%	23.3%
\$400,000 - \$499,999	17.4%	13.6%	11.2%
\$500,000 - \$749,999	23.4%	16.4%	11.3%
\$750,000 - \$999,999	3.2%	2.8%	2.0%
\$1,000,000 - \$1,499,999	3.1%	1.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.3%	0.2%	0.3%
Average Home Value	\$446,779	\$371,216	\$316,504
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	4,508	22,446	41,856
<\$50,000	0.6%	4.6%	8.3%
\$50,000 - \$99,999	0.7%	2.9%	6.0%
\$100,000 - \$149,999	0.9%	2.7%	5.1%
\$150,000 - \$199,999	2.0%	2.8%	4.1%
\$200,000 - \$249,999	2.8%	4.7%	6.0%
\$250,000 - \$299,999	6.6%	5.9%	6.9%
\$300,000 - \$399,999	21.9%	24.6%	22.4%
\$400,000 - \$499,999	16.9%	15.6%	14.6%
\$500,000 - \$749,999	37.4%	28.5%	20.4%
\$750,000 - \$999,999	5.3%	5.2%	3.9%
\$1,000,000 - \$1,499,999	4.6%	2.3%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.2%	0.1%	0.4%
Average Home Value	\$524,967	\$451,676	\$390,728

**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.

32 S Calvert St, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28825  
Longitude: -76.61234

	1 mile	2 miles	3 miles
<b>Median Household Income</b>			
2024	\$68,692	\$62,906	\$57,021
2029	\$77,773	\$72,808	\$64,798
<b>Median Home Value</b>			
2024	\$390,127	\$343,169	\$295,594
2029	\$485,329	\$411,921	\$360,641
<b>Per Capita Income</b>			
2024	\$59,637	\$52,284	\$45,338
2029	\$70,766	\$62,358	\$54,153
<b>Median Age</b>			
2010	31.4	32.3	32.4
2020	32.3	33.1	33.4
2024	32.8	33.8	34.2
2029	33.9	35.3	35.7
<b>2020 Population by Age</b>			
Total	41,423	140,228	246,763
0 - 4	3.3%	4.8%	5.2%
5 - 9	2.8%	4.3%	4.8%
10 - 14	2.7%	4.0%	4.6%
15 - 24	14.3%	13.1%	13.9%
25 - 34	34.8%	28.7%	25.2%
35 - 44	14.1%	14.1%	13.8%
45 - 54	8.8%	9.5%	9.7%
55 - 64	9.2%	10.7%	11.2%
65 - 74	6.3%	7.1%	7.4%
75 - 84	2.8%	2.8%	3.1%
85 +	0.8%	0.9%	1.1%
18 +	89.4%	84.6%	82.8%
<b>2024 Population by Age</b>			
Total	41,802	139,843	243,167
0 - 4	3.3%	4.7%	5.1%
5 - 9	2.5%	4.1%	4.7%
10 - 14	2.3%	3.7%	4.3%
15 - 24	12.0%	11.5%	12.7%
25 - 34	37.3%	29.5%	25.4%
35 - 44	16.0%	16.1%	15.7%
45 - 54	8.4%	9.1%	9.5%
55 - 64	8.2%	9.7%	10.3%
65 - 74	6.3%	7.4%	7.8%
75 - 84	2.9%	3.2%	3.5%
85 +	0.8%	0.9%	1.2%
18 +	90.2%	85.4%	83.5%
<b>2029 Population by Age</b>			
Total	42,303	139,870	240,612
0 - 4	3.2%	4.5%	4.9%
5 - 9	2.5%	3.9%	4.4%
10 - 14	2.3%	3.7%	4.3%
15 - 24	11.5%	11.4%	12.6%
25 - 34	34.0%	25.9%	22.4%
35 - 44	18.1%	18.0%	17.1%
45 - 54	9.1%	10.1%	10.5%
55 - 64	7.7%	8.9%	9.3%
65 - 74	6.8%	8.3%	8.7%
75 - 84	3.7%	4.2%	4.5%
85 +	1.0%	1.1%	1.4%
18 +	90.4%	85.7%	84.0%

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

32 S Calvert St, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28825  
Longitude: -76.61234

	1 mile	2 miles	3 miles
<b>2020 Population by Sex</b>			
Males	21,267	68,180	118,757
Females	20,156	72,048	128,006
<b>2024 Population by Sex</b>			
Males	21,820	69,145	119,053
Females	19,983	70,695	124,113
<b>2029 Population by Sex</b>			
Males	21,937	68,692	116,971
Females	20,369	71,176	123,641
<b>2010 Population by Race/Ethnicity</b>			
Total	40,166	143,796	261,448
White Alone	43.0%	35.8%	31.1%
Black Alone	47.3%	56.6%	60.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.1%	3.4%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.7%	2.3%
Two or More Races	2.1%	2.1%	2.2%
Hispanic Origin	3.7%	4.4%	5.2%
Diversity Index	61.7	58.7	57.7
<b>2020 Population by Race/Ethnicity</b>			
Total	41,423	140,228	246,763
White Alone	44.3%	37.6%	32.4%
Black Alone	38.2%	47.2%	50.9%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	8.5%	5.4%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	3.3%	5.1%
Two or More Races	6.3%	6.2%	6.1%
Hispanic Origin	5.9%	6.8%	8.9%
Diversity Index	68.5	67.5	68.7
<b>2024 Population by Race/Ethnicity</b>			
Total	41,803	139,841	243,166
White Alone	42.4%	36.5%	31.8%
Black Alone	38.6%	47.1%	50.5%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	9.2%	5.7%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.5%	5.4%
Two or More Races	6.9%	6.7%	6.6%
Hispanic Origin	6.5%	7.5%	9.6%
Diversity Index	70.0	68.6	69.7
<b>2029 Population by Race/Ethnicity</b>			
Total	42,305	139,868	240,612
White Alone	40.2%	35.1%	30.6%
Black Alone	39.4%	47.4%	50.7%
American Indian Alone	0.3%	0.4%	0.6%
Asian Alone	9.8%	6.1%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	3.8%	5.6%
Two or More Races	7.3%	7.2%	7.0%
Hispanic Origin	7.0%	8.1%	10.1%
Diversity Index	71.1	69.5	70.4

**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.

	1 mile	2 miles	3 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	41,423	140,228	246,763
In Households	91.1%	96.2%	96.5%
Householder	55.0%	49.3%	45.8%
Opposite-Sex Spouse	7.8%	8.2%	8.2%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.4%	4.5%	4.2%
Same-Sex Unmarried Partner	0.6%	0.5%	0.4%
Biological Child	11.8%	17.7%	20.1%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.2%	0.4%	0.6%
Grandchild	0.9%	2.4%	3.1%
Brother or Sister	0.9%	1.6%	1.9%
Parent	0.5%	0.9%	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	0.7%	1.6%	2.0%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	7.5%	8.1%	8.1%
In Group Quarters	8.9%	3.8%	3.5%
Institutionalized	6.1%	2.0%	1.3%
Noninstitutionalized	2.8%	1.8%	2.2%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	33,381	106,257	178,244
Less than 9th Grade	1.8%	3.0%	3.5%
9th - 12th Grade, No Diploma	6.5%	7.0%	7.8%
High School Graduate	10.9%	17.0%	21.0%
GED/Alternative Credential	4.5%	4.6%	4.8%
Some College, No Degree	12.6%	13.1%	14.2%
Associate Degree	3.7%	4.0%	4.5%
Bachelor's Degree	30.7%	26.4%	23.1%
Graduate/Professional Degree	29.3%	24.9%	21.2%
<b>2024 Population 15+ by Marital Status</b>			
Total	38,377	122,370	209,028
Never Married	62.3%	59.2%	57.9%
Married	25.1%	27.3%	27.8%
Widowed	2.9%	4.2%	4.8%
Divorced	9.7%	9.3%	9.5%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	25,583	79,701	131,783
Population 16+ Employed	97.5%	96.4%	96.0%
Population 16+ Unemployment rate	2.5%	3.6%	4.0%
Population 16-24 Employed	10.0%	10.3%	11.0%
Population 16-24 Unemployment rate	5.2%	7.7%	10.3%
Population 25-54 Employed	78.1%	76.5%	74.4%
Population 25-54 Unemployment rate	1.5%	2.6%	2.8%
Population 55-64 Employed	8.3%	9.5%	10.5%
Population 55-64 Unemployment rate	5.2%	5.0%	4.7%
Population 65+ Employed	3.6%	3.8%	4.1%
Population 65+ Unemployment rate	10.2%	7.0%	5.9%

	1 mile	2 miles	3 miles
<b>2024 Employed Population 16+ by Industry</b>			
Total	24,940	76,870	126,497
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	3.5%	3.9%	4.6%
Manufacturing	3.2%	5.0%	5.0%
Wholesale Trade	0.6%	0.9%	1.1%
Retail Trade	4.8%	5.9%	6.3%
Transportation/Utilities	5.0%	4.9%	5.7%
Information	2.5%	2.4%	2.1%
Finance/Insurance/Real Estate	6.1%	6.2%	5.6%
Services	67.1%	63.1%	61.8%
Public Administration	7.2%	7.5%	7.6%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	24,942	76,870	126,498
White Collar	84.7%	77.9%	71.8%
Management/Business/Financial	26.2%	24.2%	21.5%
Professional	47.9%	41.8%	37.3%
Sales	4.5%	5.3%	5.4%
Administrative Support	6.2%	6.7%	7.5%
Services	9.0%	12.7%	15.9%
Blue Collar	6.3%	9.4%	12.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.0%	1.5%	2.4%
Installation/Maintenance/Repair	1.1%	1.1%	1.3%
Production	0.9%	1.8%	2.3%
Transportation/Material Moving	3.3%	4.9%	6.2%
<b>2020 Households by Type</b>			
Total	22,895	69,029	113,137
Married Couple Households	15.0%	17.6%	18.7%
With Own Children <18	3.5%	5.2%	6.0%
Without Own Children <18	11.5%	12.4%	12.7%
Cohabiting Couple Households	9.1%	10.0%	10.0%
With Own Children <18	0.8%	1.6%	1.9%
Without Own Children <18	8.4%	8.5%	8.0%
Male Householder, No Spouse/Partner	34.8%	30.9%	29.3%
Living Alone	28.2%	23.1%	20.9%
65 Years and over	4.6%	4.6%	4.4%
With Own Children <18	0.7%	1.1%	1.4%
Without Own Children <18, With Relatives	1.6%	2.6%	3.0%
No Relatives Present	4.3%	4.1%	4.0%
Female Householder, No Spouse/Partner	41.0%	41.5%	42.1%
Living Alone	28.4%	23.8%	22.0%
65 Years and over	5.4%	5.8%	6.0%
With Own Children <18	4.7%	6.7%	7.4%
Without Own Children <18, With Relatives	3.7%	7.0%	8.8%
No Relatives Present	4.1%	4.0%	3.8%
<b>2020 Households by Size</b>			
Total	22,895	69,029	113,137
1 Person Household	56.6%	46.9%	42.9%
2 Person Household	28.4%	29.8%	29.8%
3 Person Household	8.2%	11.7%	13.0%
4 Person Household	3.8%	6.2%	7.5%
5 Person Household	1.7%	2.9%	3.6%
6 Person Household	0.9%	1.4%	1.9%
7 + Person Household	0.5%	1.1%	1.3%

32 S Calvert St, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28825  
Longitude: -76.61234

	1 mile	2 miles	3 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	22,895	69,029	113,137
Owner Occupied	17.6%	28.4%	32.6%
Owned with a Mortgage/Loan	13.4%	21.8%	24.0%
Owned Free and Clear	4.1%	6.5%	8.5%
Renter Occupied	82.4%	71.6%	67.4%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	64	67	70
Percent of Income for Mortgage	35.5%	34.1%	32.4%
Wealth Index	62	63	59
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	27,132	83,317	137,528
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	41,423	140,228	246,763
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.

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	City Commons (11E)	City Commons (11E)	Modest Income Homes (12D)
3.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	City Commons (11E)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$59,099,690	\$172,906,325	\$260,120,823
Average Spent	\$2,545.43	\$2,479.23	\$2,285.07
Spending Potential Index	107	104	96
Education: Total \$	\$40,575,038	\$116,501,240	\$174,114,416
Average Spent	\$1,747.57	\$1,670.46	\$1,529.53
Spending Potential Index	101	97	89
Entertainment/Recreation: Total \$	\$86,382,323	\$255,409,320	\$387,409,283
Average Spent	\$3,720.49	\$3,662.20	\$3,403.25
Spending Potential Index	91	90	83
Food at Home: Total \$	\$169,859,977	\$501,883,977	\$759,127,159
Average Spent	\$7,315.87	\$7,196.29	\$6,668.66
Spending Potential Index	100	99	91
Food Away from Home: Total \$	\$94,232,781	\$271,649,494	\$406,285,772
Average Spent	\$4,058.61	\$3,895.06	\$3,569.08
Spending Potential Index	104	100	92
Health Care: Total \$	\$150,905,013	\$462,562,407	\$716,728,957
Average Spent	\$6,499.48	\$6,632.48	\$6,296.21
Spending Potential Index	85	86	82
HH Furnishings & Equipment: Total \$	\$67,852,958	\$200,725,936	\$305,578,044
Average Spent	\$2,922.43	\$2,878.12	\$2,684.39
Spending Potential Index	92	91	85
Personal Care Products & Services: Total \$	\$23,944,792	\$68,839,410	\$102,591,424
Average Spent	\$1,031.30	\$987.06	\$901.23
Spending Potential Index	104	99	91
Shelter: Total \$	\$624,851,630	\$1,805,516,671	\$2,696,357,365
Average Spent	\$26,912.38	\$25,888.51	\$23,686.54
Spending Potential Index	101	97	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$61,056,182	\$188,756,486	\$293,494,664
Average Spent	\$2,629.69	\$2,706.50	\$2,578.25
Spending Potential Index	75	77	74
Travel: Total \$	\$65,240,810	\$189,429,584	\$284,030,031
Average Spent	\$2,809.92	\$2,716.15	\$2,495.10
Spending Potential Index	93	90	82
Vehicle Maintenance & Repairs: Total \$	\$32,518,507	\$96,599,550	\$147,358,995
Average Spent	\$1,400.57	\$1,385.10	\$1,294.50
Spending Potential Index	95	93	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.



# Retail Goods and Services Expenditures

32 S Calvert St, Baltimore, Maryland, 21202  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.28825  
 Longitude: -76.61234

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	55.8%	Population	41,803	42,305
City Commons (11E)	10.8%	Households	23,218	24,254
Laptops and Lattes (3A)	7.6%	Families	5,940	6,163
Retirement Communities (9E)	7.2%	Median Age	32.8	33.9
College Towns (14B)	6.7%	Median Household Income	\$68,692	\$77,773
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		107	\$2,545.43	\$59,099,690
Men's		106	\$468.11	\$10,868,497
Women's		106	\$844.56	\$19,609,090
Children's		104	\$382.81	\$8,888,005
Footwear		107	\$535.76	\$12,439,201
Watches & Jewelry		114	\$260.75	\$6,054,036
Apparel Products and Services (1)		110	\$53.44	\$1,240,861
<b>Computer</b>				
Computers and Hardware for Home Use		110	\$297.86	\$6,915,699
Portable Memory		122	\$4.98	\$115,607
Computer Software		128	\$19.99	\$464,037
Computer Accessories		108	\$25.56	\$593,455
<b>Entertainment &amp; Recreation</b>		91	\$3,720.49	\$86,382,323
Fees and Admissions		89	\$738.85	\$17,154,549
Membership Fees for Clubs (2)		93	\$279.52	\$6,489,824
Fees for Participant Sports, excl. Trips		77	\$103.01	\$2,391,600
Tickets to Theatre/Operas/Concerts		96	\$72.91	\$1,692,879
Tickets to Movies		107	\$26.42	\$613,461
Tickets to Parks or Museums		96	\$35.84	\$832,221
Admission to Sporting Events, excl. Trips		92	\$72.64	\$1,686,551
Fees for Recreational Lessons		85	\$147.31	\$3,420,297
Dating Services		151	\$1.19	\$27,716
TV/Video/Audio		95	\$1,260.25	\$29,260,579
Cable and Satellite Television Services		87	\$654.16	\$15,188,202
Televisions		102	\$155.75	\$3,616,164
Satellite Dishes		106	\$1.33	\$30,958
VCRs, Video Cameras, and DVD Players		103	\$5.12	\$118,916
Miscellaneous Video Equipment		85	\$19.22	\$446,300
Video Cassettes and DVDs		108	\$6.26	\$145,330
Video Game Hardware/Accessories		127	\$58.79	\$1,364,996
Video Game Software		142	\$28.71	\$666,543
Rental/Streaming/Downloaded Video		106	\$182.25	\$4,231,471
Installation of Televisions		69	\$1.18	\$27,503
Audio (3)		103	\$145.95	\$3,388,566
Rental and Repair of TV/Radio/Sound Equipment		97	\$1.53	\$35,631
Pets		88	\$894.54	\$20,769,488
Toys/Games/Crafts/Hobbies (4)		99	\$180.56	\$4,192,326
Recreational Vehicles and Fees (5)		71	\$139.62	\$3,241,766
Sports/Recreation/Exercise Equipment (6)		86	\$262.68	\$6,098,984
Photo Equipment and Supplies (7)		107	\$65.12	\$1,511,874
Reading (8)		98	\$137.38	\$3,189,737
Catered Affairs (9)		105	\$41.48	\$963,019
<b>Food</b>		102	\$11,374.48	\$264,092,758
Food at Home		100	\$7,315.87	\$169,859,977
Bakery and Cereal Products		99	\$925.16	\$21,480,417
Meats, Poultry, Fish, and Eggs		102	\$1,603.00	\$37,218,531
Dairy Products		98	\$678.91	\$15,762,826
Fruits and Vegetables		101	\$1,460.98	\$33,921,036
Snacks and Other Food at Home (10)		100	\$2,647.82	\$61,477,167
Food Away from Home		104	\$4,058.61	\$94,232,781
Alcoholic Beverages		109	\$713.57	\$16,567,777

**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.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	71	\$32,863.72	\$763,029,825
Value of Retirement Plans	67	\$108,538.54	\$2,520,047,748
Value of Other Financial Assets	72	\$6,580.83	\$152,793,676
Vehicle Loan Amount excluding Interest	93	\$3,274.00	\$76,015,716
Value of Credit Card Debt	95	\$2,737.59	\$63,561,387
<b>Health</b>			
Nonprescription Drugs	89	\$157.30	\$3,652,256
Prescription Drugs	81	\$333.86	\$7,751,593
Eyeglasses and Contact Lenses	87	\$110.22	\$2,559,180
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$8,868.59	\$205,910,889
Maintenance and Remodeling Services	60	\$2,810.54	\$65,255,077
Maintenance and Remodeling Materials (12)	56	\$486.81	\$11,302,864
Utilities, Fuel, and Public Services	91	\$5,397.04	\$125,308,493
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$135.30	\$3,141,510
Furniture	93	\$916.85	\$21,287,501
Rugs	88	\$39.96	\$927,820
Major Appliances (14)	79	\$461.84	\$10,722,994
Housewares (15)	96	\$102.38	\$2,377,150
Small Appliances	114	\$91.99	\$2,135,857
Luggage	100	\$20.72	\$480,982
Telephones and Accessories	111	\$111.98	\$2,599,893
<b>Household Operations</b>			
Child Care	97	\$534.40	\$12,407,800
Lawn and Garden (16)	70	\$486.79	\$11,302,380
Moving/Storage/Freight Express	116	\$141.46	\$3,284,479
Housekeeping Supplies (17)	97	\$874.42	\$20,302,277
<b>Insurance</b>			
Owners and Renters Insurance	68	\$559.43	\$12,988,758
Vehicle Insurance	99	\$2,090.36	\$48,534,020
Life/Other Insurance	77	\$519.10	\$12,052,430
Health Insurance	85	\$4,228.44	\$98,175,932
Personal Care Products (18)	105	\$586.51	\$13,617,681
School Books (19)	109	\$46.23	\$1,073,466
Smoking Products	109	\$507.45	\$11,781,960
<b>Transportation</b>			
Payments on Vehicles excluding Leases	90	\$2,752.03	\$63,896,518
Gasoline and Motor Oil	94	\$3,140.48	\$72,915,755
Vehicle Maintenance and Repairs	95	\$1,400.57	\$32,518,507
<b>Travel</b>			
Airline Fares	99	\$625.74	\$14,528,478
Lodging on Trips	87	\$858.24	\$19,926,677
Auto/Truck Rental on Trips	99	\$114.39	\$2,655,962
Food and Drink on Trips	95	\$708.39	\$16,447,445

**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.

# Retail Goods and Services Expenditures

32 S Calvert St, Baltimore, Maryland, 21202  
 Ring: 2 mile radius

Prepared by Esri  
 Latitude: 39.28825  
 Longitude: -76.61234

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	32.4%	Population	139,840	139,869
City Commons (11E)	15.1%	Households	69,742	72,049
Laptops and Lattes (3A)	9.4%	Families	24,754	25,275
Social Security Set (9F)	9.0%	Median Age	33.8	35.3
Modest Income Homes (12D)	6.9%	Median Household Income	\$62,906	\$72,808
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		104	\$2,479.23	\$172,906,325
Men's		103	\$451.79	\$31,508,438
Women's		104	\$833.57	\$58,134,643
Children's		104	\$380.36	\$26,527,321
Footwear		104	\$517.19	\$36,070,212
Watches & Jewelry		108	\$244.97	\$17,084,560
Apparel Products and Services (1)		106	\$51.35	\$3,581,151
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$281.15	\$19,607,935
Portable Memory		113	\$4.60	\$320,948
Computer Software		118	\$18.40	\$1,283,522
Computer Accessories		102	\$24.17	\$1,685,941
<b>Entertainment &amp; Recreation</b>		90	\$3,662.20	\$255,409,320
Fees and Admissions		87	\$722.67	\$50,400,488
Membership Fees for Clubs (2)		90	\$273.09	\$19,046,119
Fees for Participant Sports, excl. Trips		79	\$104.75	\$7,305,162
Tickets to Theatre/Operas/Concerts		92	\$69.69	\$4,860,552
Tickets to Movies		100	\$24.70	\$1,722,885
Tickets to Parks or Museums		91	\$34.23	\$2,387,443
Admission to Sporting Events, excl. Trips		93	\$73.55	\$5,129,271
Fees for Recreational Lessons		82	\$141.51	\$9,868,944
Dating Services		146	\$1.15	\$80,113
TV/Video/Audio		95	\$1,259.76	\$87,858,354
Cable and Satellite Television Services		90	\$675.72	\$47,126,253
Televisions		101	\$154.00	\$10,740,162
Satellite Dishes		110	\$1.37	\$95,215
VCRs, Video Cameras, and DVD Players		98	\$4.87	\$339,966
Miscellaneous Video Equipment		82	\$18.65	\$1,300,464
Video Cassettes and DVDs		102	\$5.91	\$411,945
Video Game Hardware/Accessories		119	\$55.35	\$3,859,964
Video Game Software		131	\$26.46	\$1,845,494
Rental/Streaming/Downloaded Video		101	\$174.68	\$12,182,780
Installation of Televisions		74	\$1.26	\$87,954
Audio (3)		98	\$140.01	\$9,764,581
Rental and Repair of TV/Radio/Sound Equipment		93	\$1.49	\$103,578
Pets		86	\$875.53	\$61,060,919
Toys/Games/Crafts/Hobbies (4)		97	\$177.26	\$12,362,218
Recreational Vehicles and Fees (5)		72	\$142.57	\$9,942,800
Sports/Recreation/Exercise Equipment (6)		83	\$253.97	\$17,712,431
Photo Equipment and Supplies (7)		100	\$60.87	\$4,244,913
Reading (8)		94	\$131.30	\$9,157,053
Catered Affairs (9)		97	\$38.29	\$2,670,143
<b>Food</b>		99	\$11,091.36	\$773,533,471
Food at Home		99	\$7,196.29	\$501,883,977
Bakery and Cereal Products		98	\$914.23	\$63,760,422
Meats, Poultry, Fish, and Eggs		100	\$1,578.61	\$110,095,374
Dairy Products		96	\$666.99	\$46,517,204
Fruits and Vegetables		99	\$1,424.78	\$99,367,040
Snacks and Other Food at Home (10)		98	\$2,611.68	\$182,143,937
Food Away from Home		100	\$3,895.06	\$271,649,494
Alcoholic Beverages		104	\$677.28	\$47,235,119

**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.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	73	\$33,897.39	\$2,364,071,581
Value of Retirement Plans	71	\$114,638.16	\$7,995,094,218
Value of Other Financial Assets	74	\$6,759.55	\$471,424,760
Vehicle Loan Amount excluding Interest	92	\$3,235.57	\$225,655,167
Value of Credit Card Debt	93	\$2,699.38	\$188,260,131
<b>Health</b>			
Nonprescription Drugs	90	\$159.18	\$11,101,672
Prescription Drugs	87	\$358.27	\$24,986,614
Eyeglasses and Contact Lenses	87	\$110.51	\$7,707,089
<b>Home</b>			
Mortgage Payment and Basics (11)	69	\$9,270.56	\$646,547,269
Maintenance and Remodeling Services	64	\$2,966.83	\$206,912,362
Maintenance and Remodeling Materials (12)	62	\$532.86	\$37,162,748
Utilities, Fuel, and Public Services	92	\$5,481.27	\$382,274,591
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	100	\$132.21	\$9,220,350
Furniture	92	\$910.95	\$63,531,746
Rugs	87	\$39.51	\$2,755,668
Major Appliances (14)	81	\$475.23	\$33,143,348
Housewares (15)	93	\$100.11	\$6,981,644
Small Appliances	108	\$87.07	\$6,072,341
Luggage	97	\$20.12	\$1,403,375
Telephones and Accessories	104	\$105.63	\$7,367,191
<b>Household Operations</b>			
Child Care	93	\$512.06	\$35,711,934
Lawn and Garden (16)	73	\$510.12	\$35,576,734
Moving/Storage/Freight Express	109	\$132.85	\$9,264,941
Housekeeping Supplies (17)	95	\$862.87	\$60,178,216
<b>Insurance</b>			
Owners and Renters Insurance	73	\$601.30	\$41,935,805
Vehicle Insurance	97	\$2,064.59	\$143,988,867
Life/Other Insurance	79	\$535.39	\$37,339,130
Health Insurance	87	\$4,326.88	\$301,765,399
Personal Care Products (18)	101	\$563.72	\$39,314,982
School Books (19)	104	\$44.20	\$3,082,324
Smoking Products	111	\$518.81	\$36,183,177
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,762.58	\$192,667,849
Gasoline and Motor Oil	93	\$3,117.24	\$217,402,257
Vehicle Maintenance and Repairs	93	\$1,385.10	\$96,599,550
<b>Travel</b>			
Airline Fares	93	\$588.22	\$41,023,894
Lodging on Trips	86	\$841.64	\$58,697,510
Auto/Truck Rental on Trips	95	\$110.84	\$7,730,258
Food and Drink on Trips	92	\$684.58	\$47,743,789

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**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	24.5%	Population	243,166	240,612
Modest Income Homes (12D)	15.5%	Households	113,835	116,414
City Commons (11E)	14.1%	Families	45,697	46,206
Social Security Set (9F)	7.5%	Median Age	34.2	35.7
Emerald City (8B)	6.9%	Median Household Income	\$57,021	\$64,798
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		96	\$2,285.07	\$260,120,823
Men's		94	\$414.37	\$47,170,231
Women's		97	\$775.25	\$88,250,562
Children's		97	\$354.33	\$40,335,333
Footwear		95	\$473.46	\$53,896,082
Watches & Jewelry		97	\$220.57	\$25,108,360
Apparel Products and Services (1)		97	\$47.09	\$5,360,255
<b>Computer</b>				
Computers and Hardware for Home Use		94	\$255.33	\$29,065,533
Portable Memory		101	\$4.13	\$469,669
Computer Software		105	\$16.41	\$1,867,733
Computer Accessories		92	\$21.91	\$2,494,164
<b>Entertainment &amp; Recreation</b>		83	\$3,403.25	\$387,409,283
Fees and Admissions		81	\$665.10	\$75,712,192
Membership Fees for Clubs (2)		83	\$251.61	\$28,641,785
Fees for Participant Sports, excl. Trips		74	\$98.55	\$11,218,309
Tickets to Theatre/Operas/Concerts		83	\$63.26	\$7,201,447
Tickets to Movies		90	\$22.28	\$2,535,963
Tickets to Parks or Museums		84	\$31.40	\$3,574,134
Admission to Sporting Events, excl. Trips		88	\$69.66	\$7,929,923
Fees for Recreational Lessons		74	\$127.30	\$14,490,803
Dating Services		133	\$1.05	\$119,829
TV/Video/Audio		89	\$1,183.29	\$134,699,932
Cable and Satellite Television Services		85	\$644.55	\$73,371,820
Televisions		94	\$143.87	\$16,377,941
Satellite Dishes		106	\$1.33	\$150,852
VCRs, Video Cameras, and DVD Players		90	\$4.46	\$507,505
Miscellaneous Video Equipment		77	\$17.43	\$1,984,499
Video Cassettes and DVDs		92	\$5.31	\$604,381
Video Game Hardware/Accessories		109	\$50.58	\$5,758,306
Video Game Software		117	\$23.79	\$2,707,795
Rental/Streaming/Downloaded Video		93	\$160.68	\$18,291,056
Installation of Televisions		70	\$1.19	\$135,236
Audio (3)		90	\$128.73	\$14,654,536
Rental and Repair of TV/Radio/Sound Equipment		86	\$1.37	\$156,004
Pets		80	\$812.43	\$92,482,931
Toys/Games/Crafts/Hobbies (4)		90	\$164.74	\$18,753,638
Recreational Vehicles and Fees (5)		68	\$134.82	\$15,346,954
Sports/Recreation/Exercise Equipment (6)		77	\$234.68	\$26,714,462
Photo Equipment and Supplies (7)		90	\$54.73	\$6,230,286
Reading (8)		85	\$119.35	\$13,586,411
Catered Affairs (9)		86	\$34.11	\$3,882,477
<b>Food</b>		91	\$10,237.74	\$1,165,412,930
Food at Home		91	\$6,668.66	\$759,127,159
Bakery and Cereal Products		91	\$848.91	\$96,635,481
Meats, Poultry, Fish, and Eggs		93	\$1,463.34	\$166,579,530
Dairy Products		89	\$616.98	\$70,234,084
Fruits and Vegetables		91	\$1,311.98	\$149,349,500
Snacks and Other Food at Home (10)		91	\$2,427.45	\$276,328,563
Food Away from Home		92	\$3,569.08	\$406,285,772
Alcoholic Beverages		94	\$615.38	\$70,052,017

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	69	\$32,170.22	\$3,662,097,326
Value of Retirement Plans	68	\$110,519.87	\$12,581,029,386
Value of Other Financial Assets	71	\$6,443.98	\$733,550,277
Vehicle Loan Amount excluding Interest	86	\$3,040.48	\$346,113,541
Value of Credit Card Debt	87	\$2,502.38	\$284,858,407
<b>Health</b>			
Nonprescription Drugs	85	\$150.63	\$17,146,956
Prescription Drugs	85	\$352.96	\$40,179,601
Eyeglasses and Contact Lenses	82	\$103.70	\$11,804,623
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$8,897.14	\$1,012,805,759
Maintenance and Remodeling Services	61	\$2,865.38	\$326,180,836
Maintenance and Remodeling Materials (12)	61	\$529.51	\$60,276,339
Utilities, Fuel, and Public Services	87	\$5,202.85	\$592,266,356
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$122.27	\$13,918,721
Furniture	86	\$854.87	\$97,313,963
Rugs	80	\$36.60	\$4,166,570
Major Appliances (14)	77	\$454.68	\$51,758,253
Housewares (15)	86	\$92.67	\$10,548,610
Small Appliances	98	\$79.15	\$9,009,786
Luggage	89	\$18.53	\$2,109,869
Telephones and Accessories	96	\$97.53	\$11,102,320
<b>Household Operations</b>			
Child Care	84	\$465.95	\$53,041,590
Lawn and Garden (16)	70	\$492.17	\$56,026,534
Moving/Storage/Freight Express	98	\$118.87	\$13,531,424
Housekeeping Supplies (17)	89	\$802.93	\$91,402,009
<b>Insurance</b>			
Owners and Renters Insurance	71	\$590.91	\$67,266,341
Vehicle Insurance	91	\$1,930.78	\$219,790,507
Life/Other Insurance	75	\$509.74	\$58,026,185
Health Insurance	82	\$4,113.49	\$468,259,388
Personal Care Products (18)	92	\$516.99	\$58,851,261
School Books (19)	96	\$40.94	\$4,660,488
Smoking Products	106	\$496.28	\$56,494,419
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,617.11	\$297,919,176
Gasoline and Motor Oil	88	\$2,937.99	\$334,445,678
Vehicle Maintenance and Repairs	87	\$1,294.50	\$147,358,995
<b>Travel</b>			
Airline Fares	83	\$528.60	\$60,172,887
Lodging on Trips	79	\$780.43	\$88,840,582
Auto/Truck Rental on Trips	88	\$102.03	\$11,614,270
Food and Drink on Trips	85	\$629.21	\$71,626,662

**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.



- (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

32 S Calvert St, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28825  
Longitude: -76.61234

Data for all businesses in area		1 mile		2 miles		3 miles						
Total Businesses:		6,071		11,893		16,307						
Total Employees:		112,150		188,727		233,798						
Total Population:		41,803		139,840		243,166						
Employee/Population Ratio (per 100 Residents)		268		135		96						
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%	43	0.0%	17	0.1%	126	0.1%	25	0.1%	150	0.1%
Mining	6	0.1%	66	0.1%	8	0.1%	116	0.1%	9	0.1%	129	0.1%
Utilities	10	0.2%	120	0.1%	14	0.1%	237	0.1%	17	0.1%	644	0.3%
Construction	147	2.4%	1,394	1.2%	341	2.9%	2,975	1.6%	586	3.6%	5,381	2.3%
Building Construction	59	1.0%	447	0.4%	136	1.1%	1,144	0.6%	248	1.5%	2,083	0.9%
Heavy/Civil Eng Construction	28	0.5%	416	0.4%	50	0.4%	627	0.3%	66	0.4%	817	0.3%
Specialty Trade Contractor	60	1.0%	531	0.5%	154	1.3%	1,205	0.6%	272	1.7%	2,480	1.1%
Manufacturing	95	1.6%	1,224	1.1%	212	1.8%	3,571	1.9%	358	2.2%	6,504	2.8%
Wholesale Trade	85	1.4%	782	0.7%	191	1.6%	2,350	1.3%	311	1.9%	4,004	1.7%
Durable Goods	61	1.0%	485	0.4%	133	1.1%	1,346	0.7%	212	1.3%	2,444	1.1%
Nondurable Goods	24	0.4%	292	0.3%	55	0.5%	980	0.5%	92	0.6%	1,521	0.7%
Trade Broker	1	0.0%	5	0.0%	3	0.0%	23	0.0%	7	0.0%	39	0.0%
Retail Trade	396	6.5%	2,335	2.1%	836	7.0%	8,054	4.3%	1,340	8.2%	12,016	5.1%
Motor Vehicle & Parts Dealers	23	0.4%	113	0.1%	52	0.4%	241	0.1%	112	0.7%	646	0.3%
Furniture & Home Furnishings Stores	17	0.3%	90	0.1%	30	0.3%	175	0.1%	55	0.3%	324	0.1%
Electronics & Appliance Stores	16	0.3%	253	0.2%	29	0.2%	343	0.2%	41	0.3%	391	0.2%
Building Material & Garden Equipment & Supplies Dealers	13	0.2%	184	0.2%	33	0.3%	470	0.3%	54	0.3%	674	0.3%
Food & Beverage Stores	77	1.3%	430	0.4%	205	1.7%	1,436	0.8%	347	2.1%	2,697	1.1%
Health & Personal Care Stores	50	0.8%	323	0.3%	87	0.7%	626	0.3%	131	0.8%	924	0.4%
Gasoline Stations & Fuel Dealers	5	0.1%	16	0.0%	21	0.2%	93	0.1%	43	0.3%	226	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	67	1.1%	373	0.3%	109	0.9%	3,402	1.8%	155	0.9%	3,807	1.6%
Sporting Goods, Hobby, Book, & Music Stores	80	1.3%	345	0.3%	153	1.3%	685	0.4%	222	1.4%	1,117	0.5%
General Merchandise Stores	49	0.8%	210	0.2%	117	1.0%	583	0.3%	180	1.1%	1,210	0.5%
Transportation & Warehousing	69	1.1%	1,470	1.3%	156	1.3%	2,462	1.3%	278	1.7%	3,819	1.6%
Truck Transportation	15	0.3%	158	0.1%	37	0.3%	497	0.3%	79	0.5%	823	0.3%
Information	173	2.9%	2,815	2.5%	292	2.5%	5,189	2.8%	399	2.5%	6,213	2.7%
Finance & Insurance	346	5.7%	5,582	5.0%	501	4.2%	7,155	3.8%	629	3.9%	8,256	3.5%
Central Bank/Credit Intermediation & Related Activities	97	1.6%	987	0.9%	167	1.4%	1,421	0.8%	232	1.4%	1,901	0.8%
Securities & Commodity Contracts	184	3.0%	3,489	3.1%	239	2.0%	3,965	2.1%	281	1.7%	4,340	1.9%
Funds, Trusts & Other Financial Vehicles	65	1.1%	1,106	1.0%	94	0.8%	1,769	0.9%	116	0.7%	2,016	0.9%
Real Estate, Rental & Leasing	357	5.9%	2,785	2.5%	620	5.2%	4,284	2.3%	829	5.1%	5,677	2.4%
Professional, Scientific & Tech Services	1,013	16.7%	17,615	15.7%	1,549	13.0%	22,388	11.9%	1,930	11.8%	28,952	12.4%
Legal Services	436	7.2%	7,653	6.8%	525	4.4%	8,183	4.3%	596	3.6%	8,503	3.6%
Management of Companies & Enterprises	35	0.6%	1,451	1.3%	57	0.5%	1,805	1.0%	74	0.5%	2,129	0.9%
Administrative, Support & Waste Management Services	198	3.3%	3,261	2.9%	360	3.0%	4,677	2.5%	480	2.9%	5,926	2.5%
Educational Services	116	1.9%	5,182	4.6%	248	2.1%	11,535	6.1%	337	2.1%	14,664	6.3%

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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.



# Business Summary

32 S Calvert St, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28825  
Longitude: -76.61234

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	589	9.7%	32,687	29.1%	1,796	15.1%	61,178	32.4%	2,250	13.8%	70,579	30.2%
Ambulatory Health Care	439	7.2%	5,946	5.3%	1,470	12.4%	20,139	10.7%	1,768	10.8%	23,669	10.1%
Hospital	51	0.8%	25,110	22.4%	85	0.7%	37,614	19.9%	104	0.6%	41,357	17.7%
Nursing/Residential Care	22	0.4%	406	0.4%	39	0.3%	737	0.4%	74	0.5%	1,673	0.7%
Social Assistance	78	1.3%	1,225	1.1%	202	1.7%	2,687	1.4%	304	1.9%	3,880	1.7%
Arts, Entertainment & Recreation	141	2.3%	2,236	2.0%	259	2.2%	3,556	1.9%	346	2.1%	4,395	1.9%
Accommodation & Food Services	526	8.7%	9,331	8.3%	975	8.2%	12,981	6.9%	1,323	8.1%	15,675	6.7%
Accommodation	69	1.1%	3,591	3.2%	93	0.8%	4,009	2.1%	100	0.6%	4,084	1.8%
Food Services & Drinking Places	456	7.5%	5,740	5.1%	882	7.4%	8,971	4.8%	1,223	7.5%	11,590	5.0%
Other Services (except Public Administration)	683	11.3%	6,154	5.5%	1,544	13.0%	10,537	5.6%	2,276	14.0%	14,000	6.0%
Repair & Maintenance	44	0.7%	223	0.2%	106	0.9%	602	0.3%	216	1.3%	1,126	0.5%
Automotive Repair & Maintenance	24	0.4%	106	0.1%	68	0.6%	366	0.2%	156	1.0%	755	0.3%
Personal & Laundry Service	240	4.0%	2,180	1.9%	441	3.7%	3,108	1.6%	619	3.8%	4,243	1.8%
Civic and Other Orgs	399	6.6%	3,752	3.4%	997	8.4%	6,827	3.6%	1,442	8.8%	8,631	3.7%
Public Administration	233	3.8%	15,517	13.8%	358	3.0%	23,363	12.4%	401	2.5%	24,425	10.4%
Unclassified Establishments	843	13.9%	98	0.1%	1,558	13.1%	188	0.1%	2,111	12.9%	259	0.1%
<b>Total</b>	<b>6,071</b>	<b>100.0%</b>	<b>112,150</b>	<b>100.0%</b>	<b>11,893</b>	<b>100.0%</b>	<b>188,727</b>	<b>100.0%</b>	<b>16,307</b>	<b>100.0%</b>	<b>233,798</b>	<b>100.0%</b>

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# Business Summary

32 S Calvert St, Baltimore, Maryland, 21202  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.28825  
Longitude: -76.61234

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%	268	0.2%	57	0.5%	567	0.3%	96	0.6%	924	0.4%
Construction	119	2.0%	1,024	0.9%	283	2.4%	2,345	1.2%	513	3.1%	4,621	2.0%
Manufacturing	124	2.0%	2,401	2.1%	247	2.1%	4,991	2.6%	377	2.3%	8,006	3.4%
Transportation	93	1.5%	1,700	1.5%	214	1.8%	2,870	1.5%	342	2.1%	5,003	2.1%
Communication	41	0.7%	292	0.3%	74	0.6%	458	0.2%	116	0.7%	607	0.3%
Utility	19	0.3%	186	0.2%	31	0.3%	636	0.3%	49	0.3%	1,178	0.5%
Wholesale Trade	87	1.4%	792	0.7%	196	1.6%	2,375	1.3%	319	2.0%	4,079	1.7%
<b>Retail Trade Summary</b>	<b>868</b>	<b>14.3%</b>	<b>8,190</b>	<b>7.3%</b>	<b>1,750</b>	<b>14.7%</b>	<b>17,227</b>	<b>9.1%</b>	<b>2,620</b>	<b>16.1%</b>	<b>23,940</b>	<b>10.2%</b>
Home Improvement	13	0.2%	185	0.2%	33	0.3%	469	0.3%	54	0.3%	669	0.3%
General Merchandise Stores	32	0.5%	150	0.1%	84	0.7%	462	0.2%	128	0.8%	897	0.4%
Food Stores	87	1.4%	575	0.5%	202	1.7%	1,596	0.8%	331	2.0%	2,970	1.3%
Auto Dealers & Gas Stations	28	0.5%	129	0.1%	73	0.6%	334	0.2%	155	0.9%	870	0.4%
Apparel & Accessory Stores	45	0.7%	318	0.3%	84	0.7%	3,319	1.8%	124	0.8%	3,710	1.6%
Furniture & Home Furnishings	37	0.6%	359	0.3%	69	0.6%	591	0.3%	116	0.7%	838	0.4%
Eating & Drinking Places	445	7.3%	5,658	5.0%	858	7.2%	8,808	4.7%	1,189	7.3%	11,318	4.8%
Miscellaneous Retail	182	3.0%	815	0.7%	346	2.9%	1,648	0.9%	523	3.2%	2,668	1.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>756</b>	<b>12.4%</b>	<b>10,022</b>	<b>8.9%</b>	<b>1,199</b>	<b>10.1%</b>	<b>13,412</b>	<b>7.1%</b>	<b>1,545</b>	<b>9.5%</b>	<b>16,206</b>	<b>6.9%</b>
Banks, Savings & Lending Institutions	112	1.8%	1,160	1.0%	182	1.5%	1,593	0.8%	246	1.5%	2,075	0.9%
Securities Brokers	160	2.6%	3,272	2.9%	210	1.8%	3,730	2.0%	247	1.5%	4,084	1.8%
Insurance Carriers & Agents	64	1.1%	1,102	1.0%	93	0.8%	1,765	0.9%	115	0.7%	2,012	0.9%
Real Estate, Holding, Other Investment Offices	421	6.9%	4,487	4.0%	714	6.0%	6,324	3.4%	937	5.8%	8,036	3.4%
<b>Services Summary</b>	<b>2,863</b>	<b>47.2%</b>	<b>72,027</b>	<b>64.2%</b>	<b>5,928</b>	<b>49.8%</b>	<b>120,664</b>	<b>63.9%</b>	<b>7,821</b>	<b>48.0%</b>	<b>144,918</b>	<b>62.0%</b>
Hotels & Lodging	69	1.1%	3,591	3.2%	93	0.8%	4,009	2.1%	100	0.6%	4,084	1.8%
Automotive Services	120	2.0%	1,166	1.0%	194	1.6%	1,719	0.9%	314	1.9%	2,351	1.0%
Movies & Amusements	105	1.7%	1,416	1.3%	198	1.7%	2,158	1.1%	270	1.7%	2,771	1.2%
Health Services	500	8.2%	31,371	28.0%	1,568	13.2%	58,311	30.9%	1,899	11.7%	66,378	28.4%
Legal Services	422	7.0%	7,559	6.7%	502	4.2%	8,038	4.3%	562	3.5%	8,296	3.5%
Education Institutions & Libraries	125	2.1%	5,382	4.8%	260	2.2%	11,905	6.3%	353	2.2%	15,220	6.5%
Other Services	1,521	25.1%	21,542	19.2%	3,113	26.2%	34,524	18.3%	4,323	26.5%	45,816	19.6%
<b>Government</b>	<b>230</b>	<b>3.8%</b>	<b>15,145</b>	<b>13.5%</b>	<b>354</b>	<b>3.0%</b>	<b>22,989</b>	<b>12.2%</b>	<b>397</b>	<b>2.4%</b>	<b>24,051</b>	<b>10.3%</b>
<b>Unclassified Establishments</b>	<b>844</b>	<b>13.9%</b>	<b>104</b>	<b>13.5%</b>	<b>1,559</b>	<b>13.1%</b>	<b>194</b>	<b>12.2%</b>	<b>2,112</b>	<b>12.9%</b>	<b>265</b>	<b>10.3%</b>
<b>Totals</b>	<b>6,071</b>	<b>100.0%</b>	<b>112,150</b>	<b>100.0%</b>	<b>11,893</b>	<b>100.0%</b>	<b>188,727</b>	<b>100.0%</b>	<b>16,307</b>	<b>100.0%</b>	<b>233,798</b>	<b>100.0%</b>

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