

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	29,151	113,470	231,230
2020 Total Population	35,886	116,873	221,520
2020 Group Quarters	581	4,195	5,697
2024 Total Population	36,742	116,945	218,971
2024 Group Quarters	587	4,192	5,689
2029 Total Population	38,354	117,205	217,206
2024-2029 Annual Rate	0.86%	0.04%	-0.16%
2024 Total Daytime Population	92,603	242,362	347,783
Workers	81,513	196,360	244,296
Residents	11,090	46,002	103,487
Household Summary			
2010 Households	14,836	51,151	95,951
2010 Average Household Size	1.90	2.04	2.29
2020 Total Households	19,973	58,963	102,024
2020 Average Household Size	1.77	1.91	2.12
2024 Households	20,875	59,693	102,852
2024 Average Household Size	1.73	1.89	2.07
2029 Households	22,489	61,805	105,475
2029 Average Household Size	1.68	1.83	2.01
2024-2029 Annual Rate	1.50%	0.70%	0.50%
2010 Families	5,163	19,508	44,658
2010 Average Family Size	2.67	2.96	3.16
2024 Families	6,291	20,315	41,597
2024 Average Family Size	2.62	2.89	3.10
2029 Families	6,670	20,795	42,150
2029 Average Family Size	2.56	2.80	3.00
2024-2029 Annual Rate	1.18%	0.47%	0.26%
Housing Unit Summary			
2000 Housing Units	14,063	58,876	120,542
Owner Occupied Housing Units	40.4%	31.0%	32.0%
Renter Occupied Housing Units	45.2%	51.1%	48.4%
Vacant Housing Units	14.5%	17.9%	19.6%
2010 Housing Units	17,652	62,606	121,838
Owner Occupied Housing Units	35.0%	29.7%	28.7%
Renter Occupied Housing Units	49.1%	52.0%	50.1%
Vacant Housing Units	16.0%	18.3%	21.2%
2020 Housing Units	23,528	69,467	123,118
Owner Occupied Housing Units	26.8%	26.4%	26.6%
Renter Occupied Housing Units	58.1%	58.5%	56.3%
Vacant Housing Units	14.9%	15.1%	17.3%
2024 Housing Units	25,698	71,714	125,752
Owner Occupied Housing Units	26.1%	27.0%	27.5%
Renter Occupied Housing Units	55.1%	56.2%	54.2%
Vacant Housing Units	18.8%	16.8%	18.2%
2029 Housing Units	26,718	73,289	127,887
Owner Occupied Housing Units	27.0%	28.3%	29.1%
Renter Occupied Housing Units	57.2%	56.1%	53.4%
Vacant Housing Units	15.8%	15.7%	17.5%

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
2024 Households by Income			
Household Income Base	20,875	59,687	102,836
<\$15,000	8.7%	16.3%	19.2%
\$15,000 - \$24,999	5.1%	7.2%	8.5%
\$25,000 - \$34,999	3.5%	5.3%	7.3%
\$35,000 - \$49,999	6.0%	7.7%	9.3%
\$50,000 - \$74,999	13.3%	12.9%	13.4%
\$75,000 - \$99,999	11.7%	10.4%	10.0%
\$100,000 - \$149,999	18.9%	15.4%	13.4%
\$150,000 - \$199,999	11.9%	9.7%	7.5%
\$200,000+	20.9%	15.2%	11.3%
Average Household Income	\$148,270	\$118,635	\$98,974
2029 Households by Income			
Household Income Base	22,489	61,799	105,459
<\$15,000	8.3%	15.8%	18.6%
\$15,000 - \$24,999	4.1%	6.0%	7.2%
\$25,000 - \$34,999	2.9%	4.7%	6.7%
\$35,000 - \$49,999	5.0%	6.7%	8.3%
\$50,000 - \$74,999	11.7%	11.6%	12.3%
\$75,000 - \$99,999	11.4%	10.4%	10.3%
\$100,000 - \$149,999	18.7%	15.6%	14.0%
\$150,000 - \$199,999	13.2%	10.8%	8.6%
\$200,000+	24.7%	18.4%	14.1%
Average Household Income	\$168,685	\$136,259	\$114,573
2024 Owner Occupied Housing Units by Value			
Total	6,706	19,338	34,609
<\$50,000	0.7%	2.4%	8.5%
\$50,000 - \$99,999	0.0%	2.5%	9.1%
\$100,000 - \$149,999	0.6%	3.1%	5.3%
\$150,000 - \$199,999	1.3%	4.8%	6.1%
\$200,000 - \$249,999	4.6%	8.5%	8.1%
\$250,000 - \$299,999	8.5%	11.7%	10.5%
\$300,000 - \$399,999	29.8%	29.7%	24.9%
\$400,000 - \$499,999	22.1%	15.2%	12.1%
\$500,000 - \$749,999	25.3%	17.7%	12.2%
\$750,000 - \$999,999	4.2%	2.8%	2.0%
\$1,000,000 - \$1,499,999	2.4%	1.4%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$473,591	\$395,856	\$325,701
2029 Owner Occupied Housing Units by Value			
Total	7,204	20,692	37,198
<\$50,000	0.2%	2.0%	7.7%
\$50,000 - \$99,999	0.0%	1.3%	5.3%
\$100,000 - \$149,999	0.2%	1.5%	4.2%
\$150,000 - \$199,999	0.3%	2.2%	3.8%
\$200,000 - \$249,999	1.3%	4.5%	5.3%
\$250,000 - \$299,999	3.6%	6.8%	6.8%
\$300,000 - \$399,999	20.0%	25.5%	23.6%
\$400,000 - \$499,999	22.6%	16.9%	15.4%
\$500,000 - \$749,999	40.8%	31.2%	22.0%
\$750,000 - \$999,999	7.4%	5.4%	4.0%
\$1,000,000 - \$1,499,999	3.5%	2.5%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.2%	0.1%	0.2%
Average Home Value	\$552,371	\$478,282	\$399,465

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.

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

	1 mile	2 miles	3 miles
Median Household Income			
2024	\$103,092	\$76,175	\$58,635
2029	\$113,171	\$85,842	\$67,198
Median Home Value			
2024	\$419,879	\$357,533	\$309,610
2029	\$511,279	\$436,505	\$371,870
Per Capita Income			
2024	\$83,700	\$60,684	\$46,631
2029	\$98,258	\$71,970	\$55,785
Median Age			
2010	31.9	32.0	32.5
2020	32.1	32.7	33.4
2024	32.8	33.5	34.2
2029	34.1	34.8	35.8
2020 Population by Age			
Total	35,886	116,873	221,520
0 - 4	3.8%	4.7%	5.4%
5 - 9	2.6%	3.8%	5.0%
10 - 14	2.3%	3.5%	4.8%
15 - 24	12.5%	12.2%	12.5%
25 - 34	38.2%	32.4%	26.1%
35 - 44	14.5%	14.7%	14.2%
45 - 54	8.6%	9.0%	9.8%
55 - 64	8.1%	9.6%	11.0%
65 - 74	6.1%	6.5%	7.1%
75 - 84	2.6%	2.6%	2.9%
85 +	0.8%	0.8%	1.0%
18 +	90.1%	85.9%	82.0%
2024 Population by Age			
Total	36,744	116,945	218,971
0 - 4	3.8%	4.7%	5.3%
5 - 9	2.6%	3.8%	4.9%
10 - 14	2.0%	3.3%	4.5%
15 - 24	9.3%	10.3%	11.4%
25 - 34	41.2%	33.1%	26.1%
35 - 44	16.8%	17.0%	16.1%
45 - 54	7.9%	8.7%	9.6%
55 - 64	7.1%	8.7%	10.2%
65 - 74	5.6%	6.5%	7.6%
75 - 84	2.9%	3.0%	3.3%
85 +	0.8%	0.8%	1.1%
18 +	90.5%	86.4%	82.8%
2029 Population by Age			
Total	38,353	117,207	217,207
0 - 4	3.6%	4.5%	5.1%
5 - 9	2.8%	3.7%	4.6%
10 - 14	2.4%	3.4%	4.4%
15 - 24	9.1%	10.3%	11.4%
25 - 34	35.2%	28.8%	22.9%
35 - 44	20.2%	19.3%	17.7%
45 - 54	9.1%	9.8%	10.6%
55 - 64	7.1%	8.1%	9.2%
65 - 74	6.0%	7.2%	8.5%
75 - 84	3.7%	3.8%	4.3%
85 +	1.0%	1.0%	1.3%
18 +	90.0%	86.5%	83.3%

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

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

	1 mile	2 miles	3 miles
2020 Population by Sex			
Males	17,965	57,513	106,968
Females	17,921	59,360	114,552
2024 Population by Sex			
Males	18,800	58,534	107,496
Females	17,942	58,411	111,475
2029 Population by Sex			
Males	19,454	58,262	105,858
Females	18,900	58,942	111,348
2010 Population by Race/Ethnicity			
Total	29,152	113,469	231,229
White Alone	70.4%	46.4%	32.9%
Black Alone	19.8%	44.8%	59.1%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	5.3%	3.9%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.0%	2.2%	2.7%
Two or More Races	2.2%	2.3%	2.2%
Hispanic Origin	5.4%	5.8%	6.0%
Diversity Index	51.7	62.7	59.3
2020 Population by Race/Ethnicity			
Total	35,886	116,873	221,520
White Alone	65.9%	46.1%	33.5%
Black Alone	16.3%	37.2%	49.2%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	7.7%	5.9%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	3.7%	6.2%
Two or More Races	7.1%	6.6%	6.3%
Hispanic Origin	6.8%	7.8%	10.3%
Diversity Index	58.8	69.2	70.3
2024 Population by Race/Ethnicity			
Total	36,743	116,944	218,971
White Alone	63.7%	44.6%	32.8%
Black Alone	16.6%	37.4%	48.7%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	8.2%	6.2%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	4.0%	6.5%
Two or More Races	8.2%	7.3%	6.8%
Hispanic Origin	7.9%	8.6%	11.1%
Diversity Index	61.8	70.5	71.4
2029 Population by Race/Ethnicity			
Total	38,353	117,203	217,205
White Alone	61.2%	42.8%	31.6%
Black Alone	17.2%	37.8%	48.8%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	8.9%	6.7%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	4.3%	6.9%
Two or More Races	9.1%	7.8%	7.2%
Hispanic Origin	8.9%	9.3%	11.7%
Diversity Index	64.7	71.8	72.2

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

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

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

	1 mile	2 miles	3 miles
2020 Population by Relationship and Household Type			
Total	35,886	116,873	221,520
In Households	98.4%	96.4%	97.4%
Householder	55.1%	50.5%	46.1%
Opposite-Sex Spouse	12.0%	9.4%	8.4%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	5.7%	4.9%	4.3%
Same-Sex Unmarried Partner	0.4%	0.5%	0.4%
Biological Child	11.5%	15.9%	20.8%
Adopted Child	0.2%	0.2%	0.3%
Stepchild	0.2%	0.4%	0.6%
Grandchild	0.6%	1.8%	3.0%
Brother or Sister	0.9%	1.4%	1.9%
Parent	0.4%	0.8%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.1%	0.2%
Other Relatives	0.5%	1.3%	2.1%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	10.4%	8.7%	7.9%
In Group Quarters	1.6%	3.6%	2.6%
Institutionalized	0.0%	2.4%	1.4%
Noninstitutionalized	1.6%	1.2%	1.2%
2024 Population 25+ by Educational Attainment			
Total	30,223	91,130	161,896
Less than 9th Grade	1.3%	2.5%	3.9%
9th - 12th Grade, No Diploma	2.9%	5.6%	8.0%
High School Graduate	7.2%	13.8%	20.4%
GED/Alternative Credential	2.8%	4.0%	4.8%
Some College, No Degree	9.7%	11.8%	13.7%
Associate Degree	2.6%	3.7%	4.5%
Bachelor's Degree	39.0%	30.7%	23.4%
Graduate/Professional Degree	34.6%	28.0%	21.3%
2024 Population 15+ by Marital Status			
Total	33,651	103,196	186,879
Never Married	54.1%	58.5%	57.3%
Married	35.1%	29.5%	28.5%
Widowed	1.9%	3.5%	4.7%
Divorced	8.8%	8.6%	9.5%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	26,221	71,350	119,063
Population 16+ Employed	98.7%	97.2%	96.3%
Population 16+ Unemployment rate	1.3%	2.8%	3.7%
Population 16-24 Employed	9.6%	9.3%	10.3%
Population 16-24 Unemployment rate	3.1%	6.2%	9.5%
Population 25-54 Employed	80.0%	79.0%	75.5%
Population 25-54 Unemployment rate	0.9%	2.1%	2.6%
Population 55-64 Employed	7.2%	8.4%	10.4%
Population 55-64 Unemployment rate	1.8%	3.9%	4.7%
Population 65+ Employed	3.1%	3.3%	3.8%
Population 65+ Unemployment rate	5.8%	7.4%	5.8%

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

February 07, 2025

	1 mile	2 miles	3 miles
2024 Employed Population 16+ by Industry			
Total	25,874	69,330	114,684
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	3.8%	4.0%	5.0%
Manufacturing	4.7%	4.9%	5.0%
Wholesale Trade	0.8%	1.0%	1.2%
Retail Trade	4.6%	5.4%	6.3%
Transportation/Utilities	3.5%	4.5%	5.8%
Information	2.8%	2.3%	2.2%
Finance/Insurance/Real Estate	7.9%	7.1%	5.7%
Services	64.0%	63.1%	61.1%
Public Administration	7.9%	7.6%	7.6%
2024 Employed Population 16+ by Occupation			
Total	25,875	69,328	114,683
White Collar	88.8%	82.2%	71.6%
Management/Business/Financial	31.6%	26.1%	21.8%
Professional	47.4%	44.6%	37.0%
Sales	4.7%	5.1%	5.5%
Administrative Support	5.0%	6.4%	7.3%
Services	7.0%	10.4%	15.9%
Blue Collar	4.3%	7.4%	12.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.6%	1.4%	2.7%
Installation/Maintenance/Repair	0.9%	1.0%	1.2%
Production	0.6%	1.4%	2.3%
Transportation/Material Moving	2.1%	3.5%	6.2%
2020 Households by Type			
Total	19,973	58,963	102,024
Married Couple Households	22.6%	19.4%	19.0%
With Own Children <18	6.0%	5.8%	6.2%
Without Own Children <18	16.5%	13.6%	12.8%
Cohabiting Couple Households	11.1%	10.5%	10.2%
With Own Children <18	0.7%	1.3%	2.1%
Without Own Children <18	10.4%	9.2%	8.2%
Male Householder, No Spouse/Partner	31.6%	30.6%	29.1%
Living Alone	23.8%	22.9%	20.9%
65 Years and over	3.2%	4.1%	4.4%
With Own Children <18	0.8%	1.0%	1.4%
Without Own Children <18, With Relatives	1.7%	2.3%	2.9%
No Relatives Present	5.3%	4.4%	3.9%
Female Householder, No Spouse/Partner	34.8%	39.4%	41.6%
Living Alone	23.8%	23.9%	21.8%
65 Years and over	4.5%	5.2%	5.7%
With Own Children <18	2.7%	5.5%	7.7%
Without Own Children <18, With Relatives	3.1%	5.7%	8.4%
No Relatives Present	5.1%	4.4%	3.7%
2020 Households by Size			
Total	19,973	58,963	102,024
1 Person Household	47.6%	46.8%	42.7%
2 Person Household	34.2%	31.3%	29.9%
3 Person Household	10.4%	11.4%	13.0%
4 Person Household	5.0%	5.8%	7.5%
5 Person Household	1.6%	2.6%	3.7%
6 Person Household	0.7%	1.2%	1.9%
7 + Person Household	0.4%	0.9%	1.4%

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

	1 mile	2 miles	3 miles
2020 Households by Tenure and Mortgage Status			
Total	19,973	58,963	102,024
Owner Occupied	31.5%	31.1%	32.1%
Owned with a Mortgage/Loan	25.1%	25.0%	24.0%
Owned Free and Clear	6.4%	6.1%	8.0%
Renter Occupied	68.5%	68.9%	67.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	78	69
Percent of Income for Mortgage	25.5%	29.4%	33.1%
Wealth Index	92	73	60
2020 Housing Units By Urban/ Rural Status			
Total	23,528	69,467	123,118
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	35,886	116,873	221,520
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.

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Laptops and Lattes (3A)	City Commons (11E)	City Commons (11E)
3.	Emerald City (8B)	Laptops and Lattes (3A)	Modest Income Homes (12D)
2024 Consumer Spending			
Apparel & Services: Total \$	\$72,128,789	\$166,888,620	\$241,130,535
Average Spent	\$3,455.27	\$2,795.78	\$2,344.44
Spending Potential Index	145	117	98
Education: Total \$	\$50,675,325	\$114,489,757	\$160,709,069
Average Spent	\$2,427.56	\$1,917.98	\$1,562.53
Spending Potential Index	140	111	90
Entertainment/Recreation: Total \$	\$107,035,424	\$247,042,385	\$358,310,473
Average Spent	\$5,127.45	\$4,138.55	\$3,483.75
Spending Potential Index	125	101	85
Food at Home: Total \$	\$206,545,580	\$481,623,948	\$702,884,871
Average Spent	\$9,894.40	\$8,068.35	\$6,833.94
Spending Potential Index	136	110	94
Food Away from Home: Total \$	\$116,570,137	\$264,815,382	\$376,654,411
Average Spent	\$5,584.20	\$4,436.29	\$3,662.10
Spending Potential Index	144	114	94
Health Care: Total \$	\$182,240,199	\$436,943,926	\$659,556,748
Average Spent	\$8,730.07	\$7,319.85	\$6,412.68
Spending Potential Index	114	95	83
HH Furnishings & Equipment: Total \$	\$83,465,408	\$193,610,542	\$282,292,288
Average Spent	\$3,998.34	\$3,243.44	\$2,744.65
Spending Potential Index	126	103	87
Personal Care Products & Services: Total \$	\$29,544,865	\$67,037,964	\$95,159,771
Average Spent	\$1,415.32	\$1,123.05	\$925.21
Spending Potential Index	142	113	93
Shelter: Total \$	\$775,224,298	\$1,760,652,337	\$2,501,805,698
Average Spent	\$37,136.49	\$29,495.12	\$24,324.33
Spending Potential Index	139	111	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$75,526,370	\$179,783,495	\$269,986,926
Average Spent	\$3,618.03	\$3,011.80	\$2,625.00
Spending Potential Index	103	86	75
Travel: Total \$	\$82,666,917	\$186,091,111	\$263,457,587
Average Spent	\$3,960.09	\$3,117.47	\$2,561.52
Spending Potential Index	131	103	84
Vehicle Maintenance & Repairs: Total \$	\$39,127,207	\$92,215,923	\$136,012,353
Average Spent	\$1,874.36	\$1,544.84	\$1,322.41
Spending Potential Index	127	104	89

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.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	52.8%	Population	36,742	38,354
Laptops and Lattes (3A)	17.7%	Households	20,875	22,489
Emerald City (8B)	8.9%	Families	6,291	6,670
Retirement Communities (9E)	8.0%	Median Age	32.8	34.1
City Commons (11E)	6.0%	Median Household Income	\$103,092	\$113,171
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		145	\$3,455.27	\$72,128,789
Men's		145	\$639.87	\$13,357,187
Women's		141	\$1,127.11	\$23,528,439
Children's		139	\$511.19	\$10,671,006
Footwear		146	\$727.55	\$15,187,642
Watches & Jewelry		165	\$376.45	\$7,858,477
Apparel Products and Services (1)		150	\$73.10	\$1,526,038
Computer				
Computers and Hardware for Home Use		150	\$406.09	\$8,477,037
Portable Memory		165	\$6.70	\$139,856
Computer Software		176	\$27.43	\$572,555
Computer Accessories		148	\$35.14	\$733,485
Entertainment & Recreation		125	\$5,127.45	\$107,035,424
Fees and Admissions		128	\$1,054.46	\$22,011,766
Membership Fees for Clubs (2)		132	\$398.23	\$8,313,154
Fees for Participant Sports, excl. Trips		109	\$144.96	\$3,025,982
Tickets to Theatre/Operas/Concerts		135	\$102.88	\$2,147,716
Tickets to Movies		146	\$36.07	\$752,866
Tickets to Parks or Museums		134	\$50.11	\$1,046,127
Admission to Sporting Events, excl. Trips		126	\$99.81	\$2,083,505
Fees for Recreational Lessons		128	\$220.79	\$4,608,979
Dating Services		203	\$1.60	\$33,436
TV/Video/Audio		127	\$1,683.54	\$35,143,826
Cable and Satellite Television Services		115	\$869.64	\$18,153,645
Televisions		136	\$208.38	\$4,349,884
Satellite Dishes		135	\$1.69	\$35,289
VCRs, Video Cameras, and DVD Players		140	\$6.97	\$145,488
Miscellaneous Video Equipment		115	\$26.06	\$544,013
Video Cassettes and DVDs		148	\$8.52	\$177,810
Video Game Hardware/Accessories		167	\$77.42	\$1,616,043
Video Game Software		186	\$37.78	\$788,632
Rental/Streaming/Downloaded Video		142	\$244.94	\$5,113,064
Installation of Televisions		99	\$1.69	\$35,252
Audio (3)		139	\$198.32	\$4,139,934
Rental and Repair of TV/Radio/Sound Equipment		135	\$2.14	\$44,772
Pets		123	\$1,240.96	\$25,904,942
Toys/Games/Crafts/Hobbies (4)		134	\$244.48	\$5,103,621
Recreational Vehicles and Fees (5)		102	\$201.44	\$4,205,028
Sports/Recreation/Exercise Equipment (6)		118	\$360.50	\$7,525,514
Photo Equipment and Supplies (7)		152	\$92.64	\$1,933,879
Reading (8)		136	\$190.47	\$3,976,055
Catered Affairs (9)		149	\$58.96	\$1,230,793
Food		138	\$15,478.60	\$323,115,717
Food at Home		136	\$9,894.40	\$206,545,580
Bakery and Cereal Products		134	\$1,252.06	\$26,136,728
Meats, Poultry, Fish, and Eggs		137	\$2,157.96	\$45,047,433
Dairy Products		133	\$920.55	\$19,216,411
Fruits and Vegetables		138	\$1,993.62	\$41,616,825
Snacks and Other Food at Home (10)		134	\$3,570.21	\$74,528,184
Food Away from Home		144	\$5,584.20	\$116,570,137
Alcoholic Beverages		151	\$987.55	\$20,615,048

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
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$47,304.82	\$987,488,171
Value of Retirement Plans	94	\$153,278.00	\$3,199,678,253
Value of Other Financial Assets	101	\$9,189.27	\$191,825,942
Vehicle Loan Amount excluding Interest	125	\$4,417.21	\$92,209,233
Value of Credit Card Debt	130	\$3,754.97	\$78,385,026
Health			
Nonprescription Drugs	118	\$208.99	\$4,362,593
Prescription Drugs	104	\$429.88	\$8,973,685
Eyeglasses and Contact Lenses	119	\$150.22	\$3,135,882
Home			
Mortgage Payment and Basics (11)	95	\$12,787.65	\$266,942,122
Maintenance and Remodeling Services	87	\$4,041.79	\$84,372,400
Maintenance and Remodeling Materials (12)	79	\$682.09	\$14,238,613
Utilities, Fuel, and Public Services	121	\$7,187.40	\$150,036,905
Household Furnishings and Equipment			
Household Textiles (13)	139	\$183.63	\$3,833,345
Furniture	126	\$1,248.81	\$26,068,902
Rugs	124	\$56.74	\$1,184,533
Major Appliances (14)	107	\$631.94	\$13,191,736
Housewares (15)	130	\$139.88	\$2,919,923
Small Appliances	155	\$124.67	\$2,602,581
Luggage	138	\$28.62	\$597,493
Telephones and Accessories	152	\$153.47	\$3,203,708
Household Operations			
Child Care	141	\$778.23	\$16,245,513
Lawn and Garden (16)	96	\$674.26	\$14,075,255
Moving/Storage/Freight Express	160	\$194.71	\$4,064,469
Housekeeping Supplies (17)	131	\$1,180.95	\$24,652,423
Insurance			
Owners and Renters Insurance	92	\$757.56	\$15,814,098
Vehicle Insurance	132	\$2,790.15	\$58,244,378
Life/Other Insurance	106	\$718.98	\$15,008,755
Health Insurance	114	\$5,674.78	\$118,460,955
Personal Care Products (18)	143	\$798.68	\$16,672,545
School Books (19)	143	\$60.71	\$1,267,232
Smoking Products	137	\$640.07	\$13,361,400
Transportation			
Payments on Vehicles excluding Leases	121	\$3,686.13	\$76,948,040
Gasoline and Motor Oil	126	\$4,198.44	\$87,642,442
Vehicle Maintenance and Repairs	127	\$1,874.36	\$39,127,207
Travel			
Airline Fares	141	\$894.81	\$18,679,191
Lodging on Trips	124	\$1,216.86	\$25,402,037
Auto/Truck Rental on Trips	136	\$158.07	\$3,299,716
Food and Drink on Trips	133	\$990.12	\$20,668,676

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.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	40.2%	Population	116,945	117,205
City Commons (11E)	11.6%	Households	59,693	61,805
Laptops and Lattes (3A)	10.7%	Families	20,315	20,795
Emerald City (8B)	7.8%	Median Age	33.5	34.8
Social Security Set (9F)	6.7%	Median Household Income	\$76,175	\$85,842
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		117	\$2,795.78	\$166,888,620
Men's		116	\$512.21	\$30,575,308
Women's		116	\$929.03	\$55,456,615
Children's		116	\$424.95	\$25,366,816
Footwear		117	\$585.33	\$34,940,390
Watches & Jewelry		126	\$286.09	\$17,077,793
Apparel Products and Services (1)		119	\$58.16	\$3,471,698
Computer				
Computers and Hardware for Home Use		119	\$321.23	\$19,175,147
Portable Memory		129	\$5.27	\$314,632
Computer Software		136	\$21.21	\$1,266,239
Computer Accessories		116	\$27.62	\$1,648,544
Entertainment & Recreation		101	\$4,138.55	\$247,042,385
Fees and Admissions		101	\$831.57	\$49,639,093
Membership Fees for Clubs (2)		104	\$313.53	\$18,715,435
Fees for Participant Sports, excl. Trips		89	\$118.54	\$7,075,785
Tickets to Theatre/Operas/Concerts		106	\$80.39	\$4,798,647
Tickets to Movies		115	\$28.37	\$1,693,325
Tickets to Parks or Museums		105	\$39.41	\$2,352,331
Admission to Sporting Events, excl. Trips		104	\$82.30	\$4,912,915
Fees for Recreational Lessons		97	\$167.75	\$10,013,601
Dating Services		163	\$1.29	\$77,055
TV/Video/Audio		105	\$1,397.35	\$83,411,824
Cable and Satellite Television Services		98	\$738.85	\$44,104,265
Televisions		112	\$171.72	\$10,250,342
Satellite Dishes		117	\$1.46	\$87,285
VCRs, Video Cameras, and DVD Players		111	\$5.55	\$331,223
Miscellaneous Video Equipment		93	\$21.06	\$1,257,016
Video Cassettes and DVDs		117	\$6.74	\$402,123
Video Game Hardware/Accessories		134	\$62.41	\$3,725,151
Video Game Software		148	\$30.06	\$1,794,656
Rental/Streaming/Downloaded Video		115	\$197.47	\$11,787,299
Installation of Televisions		84	\$1.42	\$84,821
Audio (3)		112	\$158.93	\$9,486,950
Rental and Repair of TV/Radio/Sound Equipment		106	\$1.69	\$100,695
Pets		98	\$992.95	\$59,272,111
Toys/Games/Crafts/Hobbies (4)		109	\$199.23	\$11,892,412
Recreational Vehicles and Fees (5)		82	\$162.28	\$9,686,799
Sports/Recreation/Exercise Equipment (6)		95	\$289.36	\$17,272,736
Photo Equipment and Supplies (7)		116	\$70.88	\$4,231,185
Reading (8)		107	\$150.06	\$8,957,816
Catered Affairs (9)		113	\$44.87	\$2,678,406
Food		112	\$12,504.64	\$746,439,330
Food at Home		110	\$8,068.35	\$481,623,948
Bakery and Cereal Products		109	\$1,023.80	\$61,113,977
Meats, Poultry, Fish, and Eggs		112	\$1,766.36	\$105,439,507
Dairy Products		108	\$749.05	\$44,712,873
Fruits and Vegetables		111	\$1,607.66	\$95,966,105
Snacks and Other Food at Home (10)		110	\$2,921.47	\$174,391,487
Food Away from Home		114	\$4,436.29	\$264,815,382
Alcoholic Beverages		119	\$775.53	\$46,293,507

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
Financial			
Value of Stocks/Bonds/Mutual Funds	83	\$38,306.08	\$2,286,605,022
Value of Retirement Plans	79	\$127,758.85	\$7,626,308,952
Value of Other Financial Assets	83	\$7,553.98	\$450,919,938
Vehicle Loan Amount excluding Interest	103	\$3,627.72	\$216,549,295
Value of Credit Card Debt	105	\$3,042.96	\$181,643,226
Health			
Nonprescription Drugs	99	\$175.46	\$10,473,950
Prescription Drugs	92	\$381.84	\$22,793,178
Eyeglasses and Contact Lenses	98	\$123.47	\$7,370,071
Home			
Mortgage Payment and Basics (11)	78	\$10,484.05	\$625,824,561
Maintenance and Remodeling Services	72	\$3,340.21	\$199,387,172
Maintenance and Remodeling Materials (12)	68	\$586.59	\$35,015,312
Utilities, Fuel, and Public Services	101	\$6,044.88	\$360,837,261
Household Furnishings and Equipment			
Household Textiles (13)	113	\$148.79	\$8,881,503
Furniture	103	\$1,022.12	\$61,013,464
Rugs	99	\$45.13	\$2,694,237
Major Appliances (14)	90	\$527.88	\$31,511,009
Housewares (15)	105	\$112.90	\$6,739,083
Small Appliances	123	\$98.94	\$5,905,908
Luggage	111	\$22.91	\$1,367,520
Telephones and Accessories	119	\$120.49	\$7,192,612
Household Operations			
Child Care	108	\$599.66	\$35,795,519
Lawn and Garden (16)	81	\$565.50	\$33,756,366
Moving/Storage/Freight Express	125	\$152.49	\$9,102,377
Housekeeping Supplies (17)	107	\$964.91	\$57,598,092
Insurance			
Owners and Renters Insurance	79	\$656.13	\$39,166,318
Vehicle Insurance	108	\$2,300.19	\$137,305,385
Life/Other Insurance	88	\$596.73	\$35,620,706
Health Insurance	95	\$4,769.30	\$284,693,967
Personal Care Products (18)	114	\$638.19	\$38,095,527
School Books (19)	117	\$49.69	\$2,965,955
Smoking Products	119	\$557.68	\$33,289,463
Transportation			
Payments on Vehicles excluding Leases	101	\$3,068.23	\$183,151,617
Gasoline and Motor Oil	104	\$3,468.82	\$207,064,252
Vehicle Maintenance and Repairs	104	\$1,544.84	\$92,215,923
Travel			
Airline Fares	108	\$686.22	\$40,962,443
Lodging on Trips	98	\$963.14	\$57,492,755
Auto/Truck Rental on Trips	109	\$126.09	\$7,526,816
Food and Drink on Trips	105	\$783.13	\$46,747,450

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.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	26.0%	Population	218,971	217,206
City Commons (11E)	15.1%	Households	102,852	105,475
Modest Income Homes (12D)	12.9%	Families	41,597	42,150
Social Security Set (9F)	7.8%	Median Age	34.2	35.8
Laptops and Lattes (3A)	6.9%	Median Household Income	\$58,635	\$67,198
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		98	\$2,344.44	\$241,130,535
Men's		97	\$424.99	\$43,710,907
Women's		99	\$793.28	\$81,590,794
Children's		99	\$364.30	\$37,468,544
Footwear		98	\$486.92	\$50,080,669
Watches & Jewelry		100	\$226.73	\$23,319,769
Apparel Products and Services (1)		99	\$48.22	\$4,959,852
Computer				
Computers and Hardware for Home Use		97	\$262.02	\$26,948,940
Portable Memory		104	\$4.22	\$434,535
Computer Software		108	\$16.88	\$1,736,466
Computer Accessories		95	\$22.51	\$2,315,146
Entertainment & Recreation		85	\$3,483.75	\$358,310,473
Fees and Admissions		83	\$683.18	\$70,266,819
Membership Fees for Clubs (2)		85	\$257.71	\$26,506,102
Fees for Participant Sports, excl. Trips		76	\$101.00	\$10,387,936
Tickets to Theatre/Operas/Concerts		86	\$65.06	\$6,691,801
Tickets to Movies		93	\$22.93	\$2,358,573
Tickets to Parks or Museums		86	\$32.28	\$3,320,408
Admission to Sporting Events, excl. Trips		89	\$70.67	\$7,268,233
Fees for Recreational Lessons		77	\$132.45	\$13,622,800
Dating Services		137	\$1.08	\$110,965
TV/Video/Audio		91	\$1,206.65	\$124,105,912
Cable and Satellite Television Services		87	\$655.87	\$67,458,035
Televisions		96	\$146.95	\$15,114,114
Satellite Dishes		107	\$1.34	\$137,353
VCRs, Video Cameras, and DVD Players		92	\$4.57	\$470,148
Miscellaneous Video Equipment		79	\$17.82	\$1,832,641
Video Cassettes and DVDs		95	\$5.48	\$563,323
Video Game Hardware/Accessories		111	\$51.64	\$5,311,093
Video Game Software		120	\$24.30	\$2,499,671
Rental/Streaming/Downloaded Video		95	\$164.46	\$16,914,858
Installation of Televisions		72	\$1.22	\$125,525
Audio (3)		92	\$131.59	\$13,534,449
Rental and Repair of TV/Radio/Sound Equipment		88	\$1.41	\$144,701
Pets		82	\$832.31	\$85,604,434
Toys/Games/Crafts/Hobbies (4)		93	\$168.57	\$17,337,975
Recreational Vehicles and Fees (5)		70	\$138.08	\$14,202,312
Sports/Recreation/Exercise Equipment (6)		79	\$240.62	\$24,747,809
Photo Equipment and Supplies (7)		92	\$56.38	\$5,799,148
Reading (8)		88	\$122.63	\$12,613,119
Catered Affairs (9)		89	\$35.32	\$3,632,946
Food		94	\$10,496.05	\$1,079,539,282
Food at Home		94	\$6,833.94	\$702,884,871
Bakery and Cereal Products		93	\$869.74	\$89,454,882
Meats, Poultry, Fish, and Eggs		95	\$1,500.09	\$154,287,579
Dairy Products		91	\$632.71	\$65,075,021
Fruits and Vegetables		93	\$1,347.12	\$138,554,303
Snacks and Other Food at Home (10)		94	\$2,484.28	\$255,513,086
Food Away from Home		94	\$3,662.10	\$376,654,411
Alcoholic Beverages		97	\$630.73	\$64,871,686

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
Financial			
Value of Stocks/Bonds/Mutual Funds	71	\$32,768.33	\$3,370,288,672
Value of Retirement Plans	69	\$112,467.02	\$11,567,457,599
Value of Other Financial Assets	72	\$6,559.11	\$674,618,019
Vehicle Loan Amount excluding Interest	88	\$3,103.11	\$319,161,251
Value of Credit Card Debt	89	\$2,567.33	\$264,055,121
Health			
Nonprescription Drugs	86	\$153.41	\$15,778,326
Prescription Drugs	86	\$355.25	\$36,538,097
Eyeglasses and Contact Lenses	84	\$105.88	\$10,889,797
Home			
Mortgage Payment and Basics (11)	67	\$9,101.75	\$936,132,829
Maintenance and Remodeling Services	63	\$2,925.43	\$300,886,794
Maintenance and Remodeling Materials (12)	62	\$537.30	\$55,262,275
Utilities, Fuel, and Public Services	89	\$5,300.34	\$545,150,115
Household Furnishings and Equipment			
Household Textiles (13)	95	\$125.27	\$12,884,492
Furniture	88	\$872.75	\$89,763,727
Rugs	82	\$37.57	\$3,864,119
Major Appliances (14)	79	\$463.66	\$47,688,387
Housewares (15)	89	\$94.91	\$9,761,911
Small Appliances	101	\$81.30	\$8,362,060
Luggage	92	\$19.00	\$1,953,778
Telephones and Accessories	98	\$99.11	\$10,193,691
Household Operations			
Child Care	87	\$481.94	\$49,568,862
Lawn and Garden (16)	72	\$500.60	\$51,487,632
Moving/Storage/Freight Express	101	\$122.54	\$12,603,619
Housekeeping Supplies (17)	91	\$821.61	\$84,504,300
Insurance			
Owners and Renters Insurance	72	\$598.42	\$61,548,763
Vehicle Insurance	93	\$1,971.85	\$202,808,949
Life/Other Insurance	77	\$519.82	\$53,464,753
Health Insurance	84	\$4,188.55	\$430,800,851
Personal Care Products (18)	95	\$530.14	\$54,525,494
School Books (19)	98	\$41.52	\$4,270,849
Smoking Products	107	\$502.05	\$51,636,506
Transportation			
Payments on Vehicles excluding Leases	88	\$2,666.52	\$274,257,223
Gasoline and Motor Oil	90	\$2,996.58	\$308,204,561
Vehicle Maintenance and Repairs	89	\$1,322.41	\$136,012,353
Travel			
Airline Fares	86	\$546.04	\$56,160,854
Lodging on Trips	81	\$800.10	\$82,291,927
Auto/Truck Rental on Trips	90	\$104.47	\$10,744,485
Food and Drink on Trips	87	\$645.25	\$66,365,174

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

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

Data for all businesses in area	1 mile				2 miles				3 miles			
Total Businesses:	4,866				10,711				15,535			
Total Employees:	72,911				180,694				226,660			
Total Population:	36,742				116,945				218,971			
Employee/Population Ratio (per 100 Residents)	198				155				104			
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	5	0.1%	19	0.0%	15	0.1%	115	0.1%	23	0.1%	144	0.1%
Mining	3	0.1%	44	0.1%	8	0.1%	113	0.1%	11	0.1%	163	0.1%
Utilities	10	0.2%	129	0.2%	14	0.1%	237	0.1%	16	0.1%	593	0.3%
Construction	141	2.9%	1,284	1.8%	297	2.8%	2,634	1.5%	562	3.6%	5,135	2.3%
Building Construction	57	1.2%	434	0.6%	120	1.1%	1,001	0.6%	229	1.5%	1,941	0.9%
Heavy/Civil Eng Construction	28	0.6%	394	0.5%	46	0.4%	590	0.3%	67	0.4%	829	0.4%
Specialty Trade Contractor	55	1.1%	457	0.6%	131	1.2%	1,043	0.6%	266	1.7%	2,365	1.0%
Manufacturing	86	1.8%	1,518	2.1%	196	1.8%	3,245	1.8%	348	2.2%	6,534	2.9%
Wholesale Trade	76	1.6%	899	1.2%	172	1.6%	2,145	1.2%	314	2.0%	4,160	1.8%
Durable Goods	54	1.1%	548	0.8%	121	1.1%	1,226	0.7%	210	1.4%	2,436	1.1%
Nondurable Goods	20	0.4%	344	0.5%	48	0.5%	891	0.5%	97	0.6%	1,687	0.7%
Trade Broker	1	0.0%	7	0.0%	3	0.0%	28	0.0%	6	0.0%	38	0.0%
Retail Trade	308	6.3%	4,761	6.5%	719	6.7%	7,657	4.2%	1,265	8.1%	11,813	5.2%
Motor Vehicle & Parts Dealers	19	0.4%	107	0.1%	42	0.4%	204	0.1%	109	0.7%	688	0.3%
Furniture & Home Furnishings Stores	16	0.3%	93	0.1%	28	0.3%	138	0.1%	55	0.3%	328	0.1%
Electronics & Appliance Stores	12	0.3%	204	0.3%	24	0.2%	294	0.2%	42	0.3%	400	0.2%
Building Material & Garden Equipment & Supplies Dealers	13	0.3%	232	0.3%	28	0.3%	438	0.2%	50	0.3%	661	0.3%
Food & Beverage Stores	65	1.3%	719	1.0%	170	1.6%	1,315	0.7%	325	2.1%	2,499	1.1%
Health & Personal Care Stores	29	0.6%	231	0.3%	77	0.7%	576	0.3%	121	0.8%	884	0.4%
Gasoline Stations & Fuel Dealers	3	0.1%	12	0.0%	14	0.1%	63	0.0%	43	0.3%	241	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	49	1.0%	2,701	3.7%	102	0.9%	3,539	2.0%	144	0.9%	3,756	1.7%
Sporting Goods, Hobby, Book, & Music Stores	66	1.4%	298	0.4%	137	1.3%	598	0.3%	202	1.3%	1,045	0.5%
General Merchandise Stores	37	0.8%	163	0.2%	99	0.9%	492	0.3%	175	1.1%	1,312	0.6%
Transportation & Warehousing	65	1.3%	1,339	1.8%	137	1.3%	2,163	1.2%	274	1.8%	4,175	1.8%
Truck Transportation	16	0.3%	310	0.4%	31	0.3%	446	0.3%	71	0.5%	891	0.4%
Information	139	2.9%	1,883	2.6%	269	2.5%	5,014	2.8%	374	2.4%	5,983	2.6%
Finance & Insurance	327	6.7%	5,506	7.5%	483	4.5%	7,145	4.0%	617	4.0%	8,193	3.6%
Central Bank/Credit Intermediation & Related Activities	98	2.0%	855	1.2%	154	1.4%	1,375	0.8%	227	1.5%	1,879	0.8%
Securities & Commodity Contracts	166	3.4%	3,231	4.4%	233	2.2%	3,928	2.2%	276	1.8%	4,298	1.9%
Funds, Trusts & Other Financial Vehicles	63	1.3%	1,420	1.9%	96	0.9%	1,843	1.0%	114	0.7%	2,016	0.9%
Real Estate, Rental & Leasing	295	6.1%	2,403	3.3%	561	5.2%	3,998	2.2%	795	5.1%	5,518	2.4%
Professional, Scientific & Tech Services	866	17.8%	14,365	19.7%	1,469	13.7%	22,026	12.2%	1,866	12.0%	29,181	12.9%
Legal Services	362	7.4%	6,587	9.0%	506	4.7%	8,086	4.5%	583	3.8%	8,459	3.7%
Management of Companies & Enterprises	33	0.7%	1,316	1.8%	48	0.5%	1,717	0.9%	73	0.5%	2,129	0.9%
Administrative, Support & Waste Management Services	171	3.5%	2,826	3.9%	313	2.9%	4,442	2.5%	462	3.0%	5,788	2.5%
Educational Services	66	1.4%	1,566	2.1%	209	1.9%	9,658	5.3%	312	2.0%	13,493	6.0%

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

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



Business Summary

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

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	362	7.4%	8,639	11.8%	1,706	15.9%	60,652	33.6%	2,081	13.4%	66,419	29.3%
Ambulatory Health Care	262	5.4%	3,526	4.8%	1,437	13.4%	19,636	10.9%	1,651	10.6%	22,498	9.9%
Hospital	26	0.5%	3,721	5.1%	75	0.7%	38,127	21.1%	98	0.6%	39,018	17.2%
Nursing/Residential Care	12	0.3%	261	0.4%	34	0.3%	708	0.4%	57	0.4%	1,376	0.6%
Social Assistance	62	1.3%	1,131	1.6%	160	1.5%	2,181	1.2%	275	1.8%	3,526	1.6%
Arts, Entertainment & Recreation	113	2.3%	1,612	2.2%	229	2.1%	3,406	1.9%	323	2.1%	3,996	1.8%
Accommodation & Food Services	491	10.1%	9,108	12.5%	926	8.7%	12,655	7.0%	1,268	8.2%	15,151	6.7%
Accommodation	64	1.3%	3,422	4.7%	90	0.8%	3,999	2.2%	100	0.6%	4,080	1.8%
Food Services & Drinking Places	427	8.8%	5,686	7.8%	836	7.8%	8,656	4.8%	1,168	7.5%	11,071	4.9%
Other Services (except Public Administration)	500	10.3%	4,570	6.3%	1,243	11.6%	9,272	5.1%	2,135	13.7%	13,396	5.9%
Repair & Maintenance	39	0.8%	184	0.3%	82	0.8%	490	0.3%	205	1.3%	1,093	0.5%
Automotive Repair & Maintenance	26	0.5%	126	0.2%	46	0.4%	274	0.1%	150	1.0%	741	0.3%
Personal & Laundry Service	177	3.6%	1,923	2.6%	399	3.7%	2,955	1.6%	577	3.7%	4,134	1.8%
Civic and Other Orgs	285	5.9%	2,462	3.4%	762	7.1%	5,827	3.2%	1,353	8.7%	8,169	3.6%
Public Administration	157	3.2%	9,061	12.4%	331	3.1%	22,223	12.3%	404	2.6%	24,449	10.8%
Unclassified Establishments	651	13.4%	65	0.1%	1,366	12.8%	176	0.1%	2,012	12.9%	245	0.1%
Total	4,866	100.0%	72,911	100.0%	10,711	100.0%	180,694	100.0%	15,535	100.0%	226,660	100.0%

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

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

February 07, 2025



Business Summary

821 Key Hwy, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.27968
Longitude: -76.60616

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	18	0.4%	236	0.3%	52	0.5%	554	0.3%	86	0.6%	867	0.4%
Construction	113	2.3%	908	1.3%	244	2.3%	2,046	1.1%	491	3.2%	4,385	1.9%
Manufacturing	94	1.9%	2,025	2.8%	223	2.1%	4,609	2.5%	372	2.4%	8,027	3.5%
Transportation	95	1.9%	1,587	2.2%	191	1.8%	2,534	1.4%	345	2.2%	5,912	2.6%
Communication	37	0.8%	252	0.3%	64	0.6%	387	0.2%	108	0.7%	570	0.3%
Utility	20	0.4%	218	0.3%	31	0.3%	640	0.3%	47	0.3%	1,101	0.5%
Wholesale Trade	79	1.6%	918	1.3%	176	1.6%	2,166	1.2%	321	2.1%	4,232	1.9%
Retail Trade Summary	750	15.4%	10,534	14.4%	1,587	14.8%	16,514	9.1%	2,486	16.0%	23,171	10.2%
Home Improvement	14	0.3%	235	0.3%	29	0.3%	441	0.2%	50	0.3%	656	0.3%
General Merchandise Stores	28	0.6%	133	0.2%	69	0.6%	389	0.2%	126	0.8%	935	0.4%
Food Stores	75	1.5%	841	1.1%	180	1.7%	1,511	0.8%	307	2.0%	2,729	1.2%
Auto Dealers & Gas Stations	23	0.5%	119	0.2%	56	0.5%	267	0.1%	151	1.0%	926	0.4%
Apparel & Accessory Stores	38	0.8%	2,675	3.7%	76	0.7%	3,456	1.9%	116	0.8%	3,669	1.6%
Furniture & Home Furnishings	32	0.7%	315	0.4%	61	0.6%	492	0.3%	111	0.7%	809	0.4%
Eating & Drinking Places	416	8.6%	5,609	7.7%	815	7.6%	8,506	4.7%	1,138	7.3%	10,826	4.8%
Miscellaneous Retail	124	2.5%	605	0.8%	301	2.8%	1,452	0.8%	487	3.1%	2,621	1.2%
Finance, Insurance, Real Estate Summary	677	13.9%	9,332	12.8%	1,119	10.4%	13,038	7.2%	1,494	9.6%	15,951	7.0%
Banks, Savings & Lending Institutions	109	2.2%	999	1.4%	171	1.6%	1,558	0.9%	239	1.5%	2,041	0.9%
Securities Brokers	149	3.1%	3,062	4.2%	204	1.9%	3,695	2.0%	243	1.6%	4,045	1.8%
Insurance Carriers & Agents	62	1.3%	1,416	1.9%	95	0.9%	1,839	1.0%	113	0.7%	2,012	0.9%
Real Estate, Holding, Other Investment Offices	356	7.3%	3,856	5.3%	648	6.0%	5,946	3.3%	900	5.8%	7,853	3.5%
Services Summary	2,178	44.8%	38,104	52.3%	5,330	49.8%	116,172	64.3%	7,372	47.5%	138,119	60.9%
Hotels & Lodging	64	1.3%	3,422	4.7%	90	0.8%	3,999	2.2%	100	0.6%	4,080	1.8%
Automotive Services	93	1.9%	1,069	1.5%	164	1.5%	1,577	0.9%	303	1.9%	2,339	1.0%
Movies & Amusements	90	1.9%	1,101	1.5%	174	1.6%	2,025	1.1%	254	1.6%	2,584	1.1%
Health Services	296	6.1%	7,468	10.2%	1,526	14.3%	58,345	32.3%	1,768	11.4%	62,653	27.6%
Legal Services	346	7.1%	6,481	8.9%	483	4.5%	7,942	4.4%	552	3.5%	8,258	3.6%
Education Institutions & Libraries	63	1.3%	1,587	2.2%	220	2.0%	9,992	5.5%	325	2.1%	13,993	6.2%
Other Services	1,225	25.2%	16,976	23.3%	2,673	25.0%	32,292	17.9%	4,071	26.2%	44,211	19.5%
Government	155	3.2%	8,727	12.0%	328	3.1%	21,851	12.1%	400	2.6%	24,075	10.6%
Unclassified Establishments	652	13.4%	70	12.0%	1,367	12.8%	182	12.1%	2,013	13.0%	251	10.6%
Totals	4,866	100.0%	72,911	100.0%	10,711	100.0%	180,694	100.0%	15,535	100.0%	226,660	100.0%

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

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