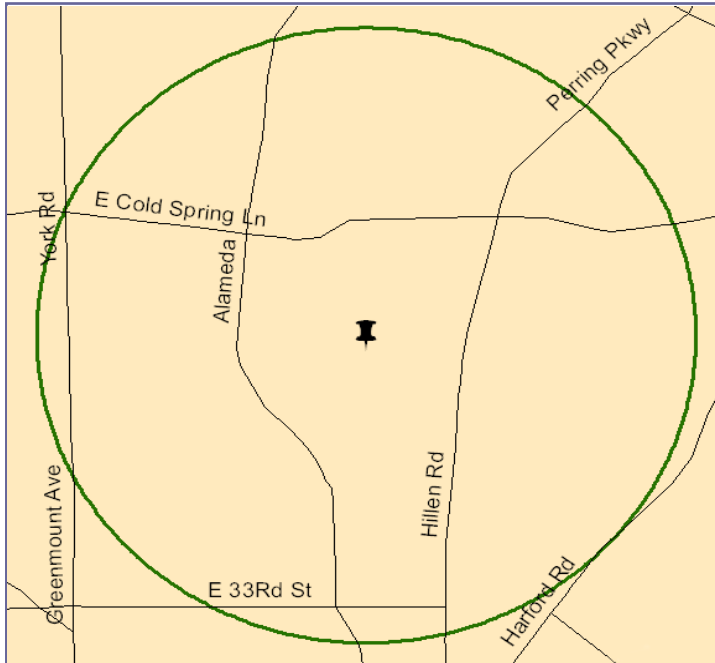




DrillDown Market Overview



	2008 DRILLDOWN	2007 Traditional Est.	2000 Census
<b>MARKET SIZE</b>			
Total Population	45,070	46,156	46,083
Population per Acre	10.6	10.8	10.8
Total Households	16,996	18,008	17,608
% Change USPS Delivery Addr.	2.9%		
% Change in IRS Returns	1.0%		
<b>MARKET STRENGTH</b>			
Average Household Income	\$46,286	\$47,605	\$42,166
Median Household Income	\$38,021	\$38,616	\$34,122
Aggregate Neighborhood Income	\$798.2 Million	\$854.6 Million	\$737.1 Million
% Informal Economy	0.1%		
Aggregate Income per Acre	\$ 0.2 Million	(3.9 times the Baltimore-Towson MSA* )	
Average Income New Home Buyers	48,975	(0.84% above Census Avg HH Inc )	
% Change in IRS Adj Gross Income*	-28.4%	(1998-2005)	
<b>MARKET STABILITY</b>			
% Owner Occupancy - Unit	63.3%	62.2%	62.2%
% Owner Occupancy - Bldg	72.9%		
Median Home Sale Value	\$146,091	\$109,622	\$69,090
New Residential Units '00 - '06	40	2.4 per 1K households	
Residential Rehab Permits	1,928	113.4 per 1K households	
% Change in Crime '02 - '06	-78.9% (Violent)	-19.3% (Property)	-19.0% (Total)
Incidents per 1,000 Persons	3.3 (Violent)	41.2 (Property)	53.6 (Total)

\* IRS Income adjusted for inflation

\* Baltimore Towson MSA Income per Acre = \$47,611

Data developed by Social Compact with support from the Annie E. Casey Foundation; the Baltimore Development Corporation (BDC); the Baltimore Neighborhood Indicators Alliance-Jacob France Institute (BNIA-JFI); the Citi Foundation; the City of Baltimore Department of Planning; Enterprise Community Partners; and the Maryland Department of Transportation; the Baltimore Drilldown aims to create a citywide baseline of neighborhood economic indicators while building detailed profiles of several distinct commercial markets - informing retail attraction, economic development, and transportation planning throughout Baltimore City.

For further information please contact the Baltimore Neighborhood Indicators Alliance at [BNIA-JFI@ubalt.edu](mailto:BNIA-JFI@ubalt.edu) or (410) 837-6651



### DrillDown Market Overview

BUSINESS	Total #	Total Revenue	Total Employees	
All Businesses	1,298	\$2495.9 Million	20,847	x \$2,787 / yr = \$58.1 Million in annual employee spending

RETAIL DEMAND	Estimated Revenue	Resident Expenditures	Estimated Leakage	Estimated Sq. Ft. Potential
All Retail	\$407.3 Million	\$241.7 Million	-\$165.6 Million	
Apparel	\$11.9 Million	\$26.8 Million	\$14.9 Million	43,905
Grocery	-	\$51.7 Million	-	131,633
Restaurant	\$23.4 Million	\$38.9 Million	\$15.5 Million	66,363

GROCERY DEMAND	Total #	# per 10K HH	Average Distance	Total Expenditures	Total Leakage	Estimated Sq. Ft. Potential
All Grocers	1	0.6		\$51.7 Million		
Full Service Grocers Only	1	0.6	0.3mi		\$45.2 Million	131,633

FINANCIAL SERVICES	Total #	# per 10K HH	Average Distance
Banks & Credit Unions	10	5.8	
Banks Only	10	5.8	0.46 mi
Pawnshops, Checkcashers, Payday Lenders	12	7.1	0.56 mi

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