Data Sources for Neighborhood Economic Research

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Commerce Resources

• Maryland ZoomProspector
• Data Explorer
  – County and Metro area comparisons
• Finance Tracker
  – Incentives information
Community Search
Community Profile

People
The total population of Baltimore is 611,101. The median age is 34.28

611,101
Total Population

47.04% Male
52.96% Female

Age Distribution

<table>
<thead>
<tr>
<th>Year</th>
<th>0-9</th>
<th>10-19</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>77,882</td>
<td>70,109</td>
<td>100,304</td>
<td>59,073</td>
<td>77,551</td>
<td>36,154</td>
<td>79,866</td>
<td></td>
</tr>
</tbody>
</table>

Median Age
34

Educational Attainment
The majority of the population in Baltimore has a high school degree, and 35.75% have a college degree.
Business Search
Data is from InfoUSA, meaning it will not match public data sources
Business Search (Cont.)

- Scroll to “Liquor Stores,” click to expand:

<table>
<thead>
<tr>
<th>Name</th>
<th>Interest</th>
<th>Amount</th>
<th>Stock</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1022 FLEET STREET MGMT LLC</td>
<td>165</td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>6701 HOLABIRD INC</td>
<td>9.85%</td>
<td>$646,000</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>A &amp; B LIQUORS</td>
<td>100</td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>A &amp; D LLC</td>
<td>9.85%</td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>A J CUTRATE LIQUORS</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>AKO LIQUOR</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>AMKO LIQUORS</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>APACHE LOUNGE</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>APPLTREE</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ARIDNAR INC</td>
<td></td>
<td>$646,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>AVENUE BAR</td>
<td></td>
<td>$646,000</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>B &amp; G LIQUOR</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>B &amp; J LIQUORS</td>
<td></td>
<td>$431,000</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>B &amp; Y LIQUORS INC</td>
<td></td>
<td>$1,077,000</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
Business Search (Cont.)

• Use the “Create Custom Cluster” link to map specific business categories

• Type in NAICS code or scroll to industry and highlight in grey using mouse
Map shows only beer, wine & liquor stores, list is below. List can be expanded using [+ ] controls, copied and pasted into MS Excel
1. Click “Business” to do a business search.
2. Enter a NAICS code such as 445310 Beer, Wine, and Liquor Stores OR
   • Navigate to an industry using the “Business Category” menu
3. Choose a search area (place or county)
4. This method is not designed to show all business on the map at one time
Business Search (Second Method)
Resulting list can be printed. Marking companies as favorites allows them to be downloaded as PDF or Excel files

- Javascript must be enabled to download
• System has built-in “heat maps,” color-coded background layers showing demographics, labor force, and consumer expenditure data.
• Layers auto-scale between block groups, tracts, counties, etc. based on zoom level
Community Mapping - Local Layers

- System has built-in “local layers,” color-coded background layers showing geographies, incentive zones, energy-related infrastructure, post-secondary educational facilities, and transportation infrastructure
- Layers can be displayed singly or together
Any two areas can be compared, whether inside or outside Maryland. Comparisons topics include community factors, labor force, demographics, and consumer expenditures.
The work and home location of employed people can be analyzed. Commuting patterns can be revealed. Very basic demographic info on workers is available.

https://onthemap.ces.census.gov/
Maryland ranks first among the states in the percentage of professional and technical workers in the workforce.
Use the tool below to search and sort by company, amount, location and program.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Recipient</th>
<th>Program</th>
<th>Approved Loan Amount</th>
<th>Loan Guarantee Amount</th>
<th>Total Project Costs</th>
<th>New Jobs</th>
<th>Retained Jobs</th>
<th>Promised Train</th>
</tr>
</thead>
</table>
Other Free Sources

• ReferenceUSA
  – Covers 11 million businesses in U.S.
  – Access ReferenceUSA through your local library
  – A valid library card will grant you access through your library’s website
  – Find ReferenceUSA listed in the Business or Reference section
Databases

ReferenceUSA : Business Database

ReferenceUSA: Business Database is a directory database of over 11 million U.S. businesses. Search by company name, type, size or location of a business or a combination. Parent/subsidiary information is also available.

In order to access all the card accessible databases, please type your library card ID number:

[Login]

How to apply for a library card?

Average 4.5 out of 5
Other Free Sources

• Census Business Builder
  – Regional Analyst
  – Search, state, county, city/town or zip code
  – Demographic, business and consumer spending information
Other Free Sources

• Maryland Workforce Exchange
  – mwejobs.maryland.gov → Labor Market Information
  – Employer profile
    • Search by County, MSA or Workforce Investment Area
    • Select industry