

GEOCODING ASSIGNMENT

To: roshan@healthyfoods.com

From: shweta@healthyfoods.com

Subject: Memo – Insights from the Baltimore City Market

Dear Roshan,

I am writing in to share some new findings regarding the Supermarket spread in Baltimore City. This may be useful for us as we go about planning where to locate our Health Food stores in the city.

I have created two maps that plot the location of Supermarkets in Baltimore City, against the Mean Income and Proportion of Black Population in the city's different census tracts, respectively. We found the data on supermarkets from Baltimore City's Open Data portal, and it also provides us with a distinction between Full, Limited and Small Supermarkets. Demographic data was available via the American Community Survey's latest 2013-17 Estimates.

The maps clearly show the correlation between low income regions and those with a high proportion of Black population. The city seems to witness significant segregation with the Black population being concentrated in certain areas. Income inequality also seems to be relatively high, as can be seen from the map legend, which shows that the highest income group depicted, has almost 9 times the average income, as the lowest income group.

These stark trends, depicted along with the Supermarket locations, reveal the underserved areas in the city. The most noticeable pattern is that the Full Supermarkets are largely located in areas with low proportions of Black population, and high average income. Thus, these seem to be catering largely to the Non-Black, Richer sections of the population. Areas dominated by Black populations are served largely by Limited or Small Supermarkets. These are unlikely to meet the health food needs of these communities, due to the limited variety of products stocked. As we seek to move into the Baltimore City Market, locating our stores in these regions may be both economically lucrative due to the lack of competitors present, as well as would help us fulfill our mission of serving those with most need.

It would be great to know your views regarding what these maps reveal. Looking forward to your response.

Best,

Shweta

City of Baltimore: The Spread of Supermarkets by Income and Race

