Market Profile

1920 Greenmount Ave, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.31231
Longitude: -76.60963

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	47,488	161,237	316,859
2020 Total Population	44,350	149,408	297,116
2020 Group Quarters	3,755	7,812	14,788
2022 Total Population	43,895	148,442	293,656
2022 Group Quarters	3,755	7,812	14,789
2027 Total Population	42,772	145,087	287,323
2022-2027 Annual Rate	-0.52%	-0.46%	-0.44%
2022 Total Daytime Population	50,532	242,362	385,003
Workers	29,924	164,905	235,923
Residents	20,608	77,457	149,080
Household Summary			
2010 Households	18,881	66,901	129,049
2010 Average Household Size	2.14	2.21	2.29
2020 Total Households	20,065	69,979	133,236
2020 Average Household Size	2.02	2.02	2.12
2022 Households	19,921	69,580	132,370
2022 Average Household Size	2.01	2.02	2.11
2027 Households	19,563	68,594	130,694
2027 Average Household Size	1.99	2.00	2.09
2022-2027 Annual Rate	-0.36%	-0.29%	-0.25%
2010 Families	7,345	29,559	61,519
2010 Average Family Size	3.17	3.16	3.14
2022 Families	7,304	28,579	59,312
2022 Average Family Size	3.04	2.97	2.97
2027 Families	7,133	28,195	58,425
2027 Average Family Size	3.01	2.93	2.94
2022-2027 Annual Rate	-0.47%	-0.27%	-0.30%
Housing Unit Summary			
2000 Housing Units	24,980	86,358	161,404
Owner Occupied Housing Units	23.6%	27.2%	36.8%
Renter Occupied Housing Units	56.7%	53.2%	45.4%
Vacant Housing Units	19.7%	19.7%	17.8%
2010 Housing Units	24,428	83,691	159,626
Owner Occupied Housing Units	22.0%	26.1%	34.1%
Renter Occupied Housing Units	55.3%	53.9%	46.7%
Vacant Housing Units	22.7%	20.1%	19.2%
2020 Housing Units	24,569	84,039	159,309
Vacant Housing Units	18.3%	16.7%	16.4%
2022 Housing Units	24,494	84,147	159,549
Owner Occupied Housing Units	25.1%	27.9%	35.8%
Renter Occupied Housing Units	56.2%	54.8%	47.1%
Vacant Housing Units	18.7%	17.3%	17.0%
2027 Housing Units	24,619	84,729	160,594
Owner Occupied Housing Units	25.4%	28.0%	35.8%
Renter Occupied Housing Units	54.1%	53.0%	45.6%
Vacant Housing Units	20.5%	19.0%	18.6%
Median Household Income			
2022	$43,636	$44,283	$53,823
2027	$49,212	$51,522	$64,042
Median Home Value			
2022	$243,023	$246,557	$261,199
2027	$272,477	$275,900	$287,659
Per Capita Income			
2022	$34,708	$37,086	$42,977
2027	$42,118	$44,873	$51,303
Median Age			
2010	33.2	32.6	33.0
2022	35.0	34.4	35.0
2027	36.6	35.6	36.3

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	19,915	69,574	132,364
<$15,000	22.0%	23.0%	18.7%
$15,000 - $24,999	8.9%	9.0%	8.1%
$25,000 - $34,999	11.5%	10.3%	9.6%
$35,000 - $49,999	11.7%	11.3%	10.8%
$50,000 - $74,999	15.0%	13.5%	13.4%
$75,000 - $99,999	9.6%	8.9%	9.4%
$100,000 - $149,999	11.7%	12.7%	14.5%
$150,000 - $199,999	3.5%	4.2%	5.4%
$200,000+	6.0%	7.1%	10.1%
Average Household Income	$73,955	$78,402	$94,137
2027 Households by Income			
Household Income Base	19,557	68,588	130,688
<$15,000	20.3%	21.0%	16.8%
$15,000 - $24,999	8.0%	8.1%	7.1%
$25,000 - $34,999	11.0%	9.9%	8.9%
$35,000 - $49,999	11.2%	9.9%	9.2%
$50,000 - $74,999	13.7%	12.6%	12.4%
$75,000 - $99,999	8.7%	8.9%	9.6%
$100,000 - $149,999	13.6%	14.4%	16.3%
$150,000 - $199,999	5.0%	5.3%	6.8%
$200,000+	8.5%	9.7%	12.9%
Average Household Income	$89,233	$94,130	$111,526
2022 Owner Occupied Housing Units by Value			
Total	6,158	23,465	57,158
<$50,000	13.7%	9.8%	8.2%
$50,000 - $99,999	15.2%	12.5%	11.1%
$100,000 - $149,999	6.8%	7.7%	7.9%
$150,000 - $199,999	7.0%	10.3%	10.1%
$200,000 - $249,999	8.4%	10.3%	8.8%
$250,000 - $299,999	17.0%	16.7%	17.1%
$300,000 - $399,999	15.8%	16.0%	16.6%
$400,000 - $499,999	6.9%	5.5%	6.4%
$500,000 - $749,999	7.8%	7.4%	9.1%
$750,000 - $999,999	0.8%	2.5%	3.2%
$1,000,000 - $1,499,999	0.3%	0.5%	0.8%
$1,500,000 - $1,999,999	0.1%	0.2%	0.3%
$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	$252,278	$275,380	$299,235
2027 Owner Occupied Housing Units by Value			
Total	6,254	23,679	57,496
<$50,000	11.2%	9.0%	8.0%
$50,000 - $99,999	11.2%	9.7%	8.6%
$100,000 - $149,999	8.1%	7.3%	6.6%
$150,000 - $199,999	5.2%	7.5%	7.4%
$200,000 - $249,999	6.6%	8.0%	7.0%
$250,000 - $299,999	17.3%	16.4%	16.6%
$300,000 - $399,999	18.6%	19.5%	19.5%
$400,000 - $499,999	8.6%	7.2%	8.0%
$500,000 - $749,999	11.3%	10.6%	12.4%
$750,000 - $999,999	1.3%	3.6%	4.3%
$1,000,000 - $1,499,999	0.4%	0.7%	1.0%
$1,500,000 - $1,999,999	0.2%	0.2%	0.3%
$2,000,000 +	0.1%	0.3%	0.4%
Average Home Value	$289,661	$312,695	$336,662

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	47,487	161,238	316,860
0 - 4	5.0%	6.2%	6.1%
5 - 9	4.2%	5.2%	5.1%
10 - 14	4.0%	4.8%	4.8%
15 - 24	19.0%	18.7%	18.2%
25 - 34	21.0%	18.9%	19.1%
35 - 44	13.0%	12.2%	12.4%
45 - 54	14.8%	13.7%	13.5%
55 - 64	9.9%	10.0%	10.3%
65 - 74	5.2%	5.8%	5.8%
75 - 84	2.9%	3.3%	3.4%
85 +	1.1%	1.2%	1.4%
18 +	84.1%	80.6%	80.7%
2022 Population by Age			
Total	43,893	148,441	293,657
0 - 4	4.6%	5.2%	5.2%
5 - 9	4.3%	5.0%	5.0%
10 - 14	4.0%	4.8%	4.8%
15 - 24	15.0%	15.8%	15.1%
25 - 34	22.1%	20.4%	19.9%
35 - 44	13.3%	12.6%	13.2%
45 - 54	11.4%	10.4%	10.5%
55 - 64	11.6%	11.3%	11.5%
65 - 74	8.3%	8.7%	8.7%
75 - 84	3.8%	4.3%	4.3%
85 +	1.5%	1.6%	1.7%
18 +	84.8%	82.4%	82.3%
2027 Population by Age			
Total	42,772	145,088	287,321
0 - 4	4.6%	5.3%	5.3%
5 - 9	4.0%	4.7%	4.8%
10 - 14	3.9%	4.6%	4.6%
15 - 24	15.0%	15.9%	15.4%
25 - 34	20.1%	18.5%	18.0%
35 - 44	14.6%	13.7%	14.3%
45 - 54	11.3%	10.3%	10.6%
55 - 64	10.8%	10.4%	10.5%
65 - 74	9.3%	9.5%	9.5%
75 - 84	4.8%	5.2%	5.2%
85 +	1.6%	1.7%	1.9%
18 +	85.2%	82.7%	82.6%
2010 Population by Sex			
Males	25,269	78,713	152,364
Females	22,219	82,524	164,494
2022 Population by Sex			
Males	22,137	71,199	140,761
Females	21,758	77,243	152,894
2027 Population by Sex			
Males	21,648	69,677	137,999
Females	21,124	75,410	149,324

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	47,488	161,238	316,859
White Alone	25.3%	24.6%	31.2%
Black Alone	67.8%	67.6%	61.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.5%	4.3%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.1%	1.8%
Two or More Races	2.1%	2.1%	2.1%
Hispanic Origin	2.6%	3.3%	4.4%
Diversity Index	50.0	51.3	56.6
2020 Population by Race/Ethnicity			
Total	44,350	149,408	297,116
White Alone	27.3%	26.2%	31.6%
Black Alone	58.5%	58.2%	52.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.8%	6.6%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.8%	3.9%
Two or More Races	5.4%	5.8%	5.8%
Hispanic Origin	5.7%	5.8%	7.3%
Diversity Index	62.1	63.0	66.7
2022 Population by Race/Ethnicity			
Total	43,894	148,442	293,655
White Alone	26.9%	25.8%	31.4%
Black Alone	58.4%	58.1%	52.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	5.9%	6.7%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	3.1%	4.1%
Two or More Races	5.6%	6.0%	6.0%
Hispanic Origin	5.8%	6.0%	7.4%
Diversity Index	62.6	63.3	67.1
2027 Population by Race/Ethnicity			
Total	42,772	145,087	287,322
White Alone	26.0%	24.9%	30.6%
Black Alone	57.4%	57.0%	51.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	6.3%	7.1%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	3.9%	5.0%
Two or More Races	6.2%	6.6%	6.7%
Hispanic Origin	6.4%	6.5%	8.0%
Diversity Index	64.2	65.0	68.8
2010 Population by Relationship and Household Type			
Total	47,488	161,238	316,858
In Households	85.0%	91.7%	93.3%
In Family Households	52.0%	61.2%	64.4%
Householder	15.7%	18.4%	19.4%
Spouse	5.6%	6.8%	8.3%
Child	22.3%	26.9%	27.2%
Other relative	5.3%	5.9%	6.1%
Nonrelative	2.9%	3.2%	3.4%
In Nonfamily Households	33.1%	30.5%	28.9%
In Group Quarters	15.0%	8.3%	6.7%
Institutionalized Population	10.4%	3.9%	2.3%
Noninstitutionalized Population	4.6%	4.3%	4.4%

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.
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2022 Population 25+ by Educational Attainment			
Total	31,660	102,789	205,164
Less than 9th Grade	4.5%	3.9%	4.1%
9th - 12th Grade, No Diploma	10.2%	10.2%	9.3%
High School Graduate	21.9%	22.4%	22.1%
GED/Alternative Credential	5.5%	4.6%	4.5%
Some College, No Degree	15.1%	15.0%	14.7%
Associate Degree	5.7%	4.7%	4.6%
Bachelor's Degree	19.4%	19.9%	20.7%
Graduate/Professional Degree	17.7%	19.4%	20.0%
2022 Population 15+ by Marital Status			
Total	38,238	126,209	249,448
Never Married	64.4%	61.6%	58.7%
Married	21.2%	23.6%	26.1%
Widowed	5.2%	5.4%	5.6%
Divorced	9.2%	9.5%	9.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	22,662	74,145	152,799
Population 16+ Employed	93.4%	93.8%	94.4%
Population 16+ Unemployment rate	6.6%	6.2%	5.6%
Population 16-24 Employed	15.6%	15.5%	13.7%
Population 16-24 Unemployment rate	7.4%	8.6%	8.3%
Population 25-54 Employed	68.1%	67.4%	68.1%
Population 25-54 Unemployment rate	6.5%	5.9%	5.3%
Population 55-64 Employed	10.3%	10.9%	11.8%
Population 55-64 Unemployment rate	6.4%	5.3%	4.2%
Population 65+ Employed	6.0%	6.3%	6.4%
Population 65+ Unemployment rate	7.1%	5.3%	6.0%
2022 Employed Population 16+ by Industry			
Total	21,158	69,533	144,213
Agriculture/Mining	0.2%	0.3%	0.2%
Construction	3.5%	3.3%	4.1%
Manufacturing	2.7%	3.3%	4.0%
Wholesale Trade	1.0%	1.0%	1.4%
Retail Trade	8.7%	7.3%	7.5%
Transportation/Utilities	5.3%	5.7%	5.8%
Information	1.9%	1.9%	1.8%
Finance/Insurance/Real Estate	3.7%	4.5%	5.4%
Services	65.3%	64.5%	61.3%
Public Administration	7.7%	8.3%	8.4%
2022 Employed Population 16+ by Occupation			
Total	21,158	69,534	144,213
White Collar	65.8%	68.6%	68.7%
Management/Business/Financial	14.3%	15.6%	18.3%
Professional	36.4%	37.7%	35.0%
Sales	5.5%	5.5%	6.0%
Administrative Support	9.6%	9.8%	9.5%
Services	20.8%	18.5%	17.7%
Blue Collar	13.4%	12.9%	13.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	2.3%	2.1%	2.6%
Installation/Maintenance/Repair	1.0%	1.0%	1.3%
Production	2.9%	2.5%	2.6%
Transportation/Material Moving	7.0%	7.1%	6.9%

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2010 Households by Type			
Total	18,882	66,902	129,049
Households with 1 Person	46.7%	43.2%	39.3%
Households with 2+ People	53.3%	56.8%	60.7%
Family Households	38.9%	44.2%	47.7%
Husband-wife Families	13.9%	16.3%	20.3%
With Related Children	4.7%	5.9%	7.5%
Other Family (No Spouse Present)	25.0%	27.8%	27.4%
Other Family with Male Householder	4.7%	4.8%	5.2%
With Related Children	2.1%	2.3%	2.5%
Other Family with Female Householder	20.3%	23.0%	22.2%
With Related Children	13.2%	15.3%	14.4%
Nonfamily Households	14.4%	12.6%	13.1%
All Households with Children	20.4%	24.0%	24.9%
Multigenerational Households	5.3%	5.8%	6.0%
Unmarried Partner Households	9.3%	8.9%	9.2%
Male-female	7.7%	7.4%	7.9%
Same-sex	1.7%	1.4%	1.3%
2010 Households by Size			
Total	18,882	66,903	129,048
1 Person Household	46.7%	43.2%	39.3%
2 Person Household	26.5%	26.8%	28.6%
3 Person Household	11.9%	13.1%	14.2%
4 Person Household	7.1%	8.1%	8.7%
5 Person Household	4.1%	4.4%	4.7%
6 Person Household	2.0%	2.2%	2.2%
7 + Person Household	1.8%	2.0%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	18,882	66,901	129,049
Owner Occupied	28.4%	32.6%	42.2%
Owned with a Mortgage/Loan	19.5%	23.6%	31.6%
Owned Free and Clear	8.9%	9.0%	10.6%
Renter Occupied	71.6%	67.4%	57.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	75	75	85
Percent of Income for Mortgage	29.4%	29.3%	25.6%
Wealth Index	45	53	68
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	24,428	83,691	159,626
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	47,488	161,237	316,859
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
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.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Modest Income Homes (12D)	City Commons (11E)	Modest Income Homes (12D)
3.	Social Security Set (9F)	Modest Income Homes (12D)	City Commons (11E)
2022 Consumer Spending			
Apparel & Services: Total $	$36,571,583	$135,371,021	$305,942,022
Average Spent	$1,835.83	$1,945.54	$2,311.26
Spending Potential Index	76	81	96
Education: Total $	$28,814,793	$108,136,464	$245,133,962
Average Spent	$1,446.45	$1,554.13	$1,851.88
Spending Potential Index	74	79	94
Entertainment/Recreation: Total $	$50,537,383	$186,972,742	$426,618,950
Average Spent	$2,536.89	$2,687.16	$3,222.93
Spending Potential Index	69	73	88
Food at Home: Total $	$91,169,328	$336,775,273	$761,607,214
Average Spent	$4,576.54	$4,840.12	$5,753.62
Spending Potential Index	74	78	93
Food Away from Home: Total $	$64,691,302	$238,620,114	$539,614,127
Average Spent	$3,247.39	$3,429.44	$4,076.56
Spending Potential Index	75	80	95
Health Care: Total $	$96,602,867	$357,027,307	$812,822,087
Average Spent	$4,849.30	$5,131.18	$6,140.53
Spending Potential Index	68	72	87
HH Furnishings & Equipment: Total $	$35,069,964	$129,887,146	$297,159,622
Average Spent	$1,760.45	$1,866.73	$2,244.92
Spending Potential Index	69	73	88
Personal Care Products & Services: Total $	$14,981,885	$55,414,928	$125,703,935
Average Spent	$752.06	$796.42	$949.64
Spending Potential Index	74	78	93
Shelter: Total $	$339,630,945	$1,255,036,775	$2,851,293,462
Average Spent	$17,048.89	$18,037.32	$21,540.33
Spending Potential Index	74	79	94
Support Payments/Cash Contributions/Gifts in Kind: Total $	$33,287,537	$122,891,929	$283,725,474
Average Spent	$1,670.98	$1,766.20	$2,143.43
Spending Potential Index	62	65	79
Travel: Total $	$37,169,233	$138,229,644	$319,825,920
Average Spent	$1,865.83	$1,986.63	$2,416.15
Spending Potential Index	65	69	84
Vehicle Maintenance & Repairs: Total $	$18,034,198	$66,435,602	$149,746,056
Average Spent	$905.29	$954.81	$1,131.27
Spending Potential Index	72	76	90

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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