Market Profile

3401 Eastern Ave, Baltimore, Maryland, 21224
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28634
Longitude: -76.56884

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	38,100	87,954	190,822
2020 Total Population	40,309	92,271	194,212
2020 Group Quarters	168	695	3,995
2022 Total Population	40,045	91,130	191,636
2022 Group Quarters	168	695	3,995
2027 Total Population	40,034	90,046	189,010
2022-2027 Annual Rate	-0.01%	-0.24%	-0.28%
2022 Total Daytime Population	39,032	119,147	269,102
Workers	23,306	76,796	179,907
Residents	15,726	42,351	89,195
Household Summary			
2010 Households	15,755	36,462	78,306
2010 Average Household Size	2.41	2.38	2.32
2020 Total Households	17,459	40,337	87,163
2020 Average Household Size	2.30	2.27	2.18
2022 Households	17,623	40,187	86,484
2022 Average Household Size	2.26	2.25	2.17
2027 Households	17,735	40,118	85,974
2027 Average Household Size	2.25	2.23	2.15
2022-2027 Annual Rate	0.13%	-0.03%	-0.12%
2010 Families	7,456	18,252	38,342
2010 Average Family Size	3.11	3.13	3.12
2022 Families	8,150	19,284	39,381
2022 Average Family Size	2.97	3.03	3.03
2027 Families	8,129	19,133	39,027
2027 Average Family Size	2.95	3.00	3.00
2022-2027 Annual Rate	-0.05%	-0.16%	-0.18%
Housing Unit Summary			
2000 Housing Units	18,039	45,715	93,824
Owner Occupied Housing Units	51.9%	41.4%	41.9%
Renter Occupied Housing Units	32.5%	40.1%	41.5%
Vacant Housing Units	15.6%	18.5%	16.6%
2010 Housing Units	18,864	44,378	94,181
Owner Occupied Housing Units	45.1%	38.3%	38.0%
Renter Occupied Housing Units	38.4%	43.9%	45.2%
Vacant Housing Units	16.5%	17.8%	16.9%
2020 Housing Units	19,966	46,975	101,646
Vacant Housing Units	12.6%	14.1%	14.2%
2022 Housing Units	20,208	47,412	101,790
Owner Occupied Housing Units	51.2%	41.4%	38.4%
Renter Occupied Housing Units	36.1%	43.4%	46.6%
Vacant Housing Units	12.8%	15.2%	15.0%
2027 Housing Units	20,603	47,996	102,893
Owner Occupied Housing Units	50.5%	41.2%	38.3%
Renter Occupied Housing Units	35.6%	42.4%	45.3%
Vacant Housing Units	13.9%	16.4%	16.4%
Median Household Income			
2022	$100,197	$72,997	$62,144
2027	$108,659	$88,666	$76,524
Median Home Value			
2022	$304,373	$285,888	$264,050
2027	$333,692	$316,822	$293,817
Per Capita Income			
2022	$58,637	$51,208	$46,844
2027	$68,834	$60,476	$55,866
Median Age			
2010	31.8	32.5	32.9
2022	34.3	35.2	35.0
2027	35.6	36.4	36.4

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	17,621	40,181	86,465
<$15,000	9.0%	15.1%	15.4%
$15,000 - $24,999	4.4%	6.4%	7.1%
$25,000 - $34,999	6.2%	7.7%	8.7%
$35,000 - $49,999	8.1%	9.4%	10.8%
$50,000 - $74,999	11.3%	12.1%	14.0%
$75,000 - $99,999	10.8%	9.4%	10.2%
$100,000 - $149,999	22.8%	17.8%	16.1%
$150,000 - $199,999	11.1%	7.8%	6.1%
$200,000+	16.2%	14.3%	11.5%
Average Household Income	$133,452	$115,763	$103,324
2027 Households by Income			
Household Income Base	17,733	40,112	85,962
<$15,000	7.5%	13.0%	13.5%
$15,000 - $24,999	3.5%	5.5%	6.2%
$25,000 - $34,999	5.3%	6.9%	8.0%
$35,000 - $49,999	6.2%	7.3%	8.7%
$50,000 - $74,999	10.7%	11.3%	12.7%
$75,000 - $99,999	11.0%	9.8%	10.5%
$100,000 - $149,999	23.2%	19.3%	18.2%
$150,000 - $199,999	11.9%	9.3%	7.5%
$200,000+	20.7%	17.5%	14.6%
Average Household Income	$155,618	$135,394	$122,125
2022 Owner Occupied Housing Units by Value			
Total	10,336	19,616	39,043
<$50,000	2.7%	8.4%	8.6%
$50,000 - $99,999	4.2%	7.7%	9.7%
$100,000 - $149,999	3.3%	5.7%	9.4%
$150,000 - $199,999	7.1%	7.9%	10.1%
$200,000 - $249,999	9.8%	8.2%	8.0%
$250,000 - $299,999	21.6%	17.0%	14.9%
$300,000 - $399,999	28.5%	23.3%	18.8%
$400,000 - $499,999	9.3%	8.0%	6.8%
$500,000 - $749,999	10.3%	10.7%	9.6%
$750,000 - $999,999	2.3%	2.5%	2.7%
$1,000,000 - $1,499,999	0.5%	0.5%	0.7%
$1,500,000 - $1,999,999	0.3%	0.2%	0.3%
$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	$339,928	$311,297	$299,833
2027 Owner Occupied Housing Units by Value			
Total	10,406	19,755	39,330
<$50,000	2.8%	8.0%	8.4%
$50,000 - $99,999	3.4%	6.1%	7.4%
$100,000 - $149,999	2.2%	4.9%	7.6%
$150,000 - $199,999	4.6%	5.7%	8.0%
$200,000 - $249,999	7.0%	6.1%	6.8%
$250,000 - $299,999	19.2%	14.9%	13.6%
$300,000 - $399,999	32.2%	26.1%	21.6%
$400,000 - $499,999	10.9%	9.5%	8.3%
$500,000 - $749,999	13.9%	14.6%	13.0%
$750,000 - $999,999	3.1%	3.4%	3.7%
$1,000,000 - $1,499,999	0.6%	0.6%	0.8%
$1,500,000 - $1,999,999	0.2%	0.2%	0.4%
$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	$369,573	$344,043	$337,680

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.

March 15, 2023

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Latitude: 39.28634
Longitude: -76.56884

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	38,100	87,954	190,819
0 - 4	7.0%	7.4%	6.5%
5 - 9	4.4%	5.3%	5.1%
10 - 14	3.9%	4.7%	4.7%
15 - 24	13.5%	13.9%	15.3%
25 - 34	29.4%	23.9%	22.5%
35 - 44	14.1%	13.3%	13.1%
45 - 54	10.7%	12.2%	13.2%
55 - 64	8.4%	9.3%	9.9%
65 - 74	4.6%	5.4%	5.3%
75 - 84	2.6%	3.2%	3.2%
85 +	1.3%	1.4%	1.3%
18 +	82.3%	79.6%	80.6%
2022 Population by Age			
Total	40,046	91,131	191,636
0 - 4	6.0%	6.2%	5.6%
5 - 9	5.2%	5.7%	5.2%
10 - 14	4.5%	5.2%	4.9%
15 - 24	10.5%	11.0%	11.9%
25 - 34	25.7%	21.6%	22.4%
35 - 44	17.5%	15.9%	14.6%
45 - 54	10.1%	10.5%	10.5%
55 - 64	9.1%	10.5%	11.0%
65 - 74	6.6%	7.7%	8.2%
75 - 84	3.3%	4.0%	4.1%
85 +	1.5%	1.6%	1.6%
18 +	81.9%	80.2%	81.6%
2027 Population by Age			
Total	40,035	90,048	189,008
0 - 4	6.0%	6.2%	5.6%
5 - 9	5.0%	5.4%	4.9%
10 - 14	4.5%	5.0%	4.8%
15 - 24	11.4%	11.7%	12.3%
25 - 34	21.8%	19.2%	19.9%
35 - 44	18.4%	16.7%	15.9%
45 - 54	11.4%	11.2%	10.9%
55 - 64	8.7%	9.8%	10.1%
65 - 74	7.3%	8.4%	8.9%
75 - 84	3.9%	4.6%	4.9%
85 +	1.7%	1.7%	1.7%
18 +	82.1%	80.5%	81.9%
2010 Population by Sex			
Males	19,218	42,694	94,550
Females	18,883	45,259	96,272
2022 Population by Sex			
Males	20,311	44,685	93,965
Females	19,734	46,445	97,671
2027 Population by Sex			
Males	20,270	44,173	92,888
Females	19,764	45,873	96,121

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	38,101	87,954	190,821
White Alone	60.3%	46.4%	41.9%
Black Alone	23.6%	41.0%	48.5%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	2.4%	2.4%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.5%	6.7%	3.8%
Two or More Races	3.1%	2.6%	2.3%
Hispanic Origin	18.2%	13.2%	7.9%
Diversity Index	69.8	70.0	64.6
2020 Population by Race/Ethnicity			
Total	40,309	92,271	194,212
White Alone	53.8%	42.1%	39.0%
Black Alone	15.9%	31.3%	40.4%
American Indian Alone	1.1%	0.9%	0.7%
Asian Alone	3.8%	4.0%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.7%	13.8%	8.9%
Two or More Races	8.7%	7.9%	6.9%
Hispanic Origin	25.1%	20.9%	14.2%
Diversity Index	78.0	79.8	75.0
2022 Population by Race/Ethnicity			
Total	40,045	91,130	191,636
White Alone	53.7%	42.0%	38.9%
Black Alone	15.1%	30.3%	39.6%
American Indian Alone	1.1%	0.9%	0.7%
Asian Alone	3.9%	4.2%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.3%	14.5%	9.5%
Two or More Races	8.9%	8.1%	7.1%
Hispanic Origin	25.5%	21.5%	14.6%
Diversity Index	78.3	80.3	75.7
2027 Population by Race/Ethnicity			
Total	40,034	90,047	189,010
White Alone	51.7%	40.6%	37.8%
Black Alone	14.1%	28.6%	38.2%
American Indian Alone	1.2%	0.9%	0.7%
Asian Alone	4.2%	4.6%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.7%	16.7%	11.0%
Two or More Races	9.2%	8.5%	7.7%
Hispanic Origin	27.4%	23.2%	15.9%
Diversity Index	79.8	81.7	77.4
2010 Population by Relationship and Household Type			
Total	38,101	87,954	190,821
In Households	99.5%	98.8%	95.3%
In Family Households	66.1%	69.4%	66.6%
Householder	19.5%	20.7%	20.2%
Spouse	10.9%	9.7%	9.4%
Child	22.8%	27.3%	26.9%
Other relative	7.6%	7.2%	6.3%
Nonrelative	5.3%	4.5%	3.8%
In Nonfamily Households	33.4%	29.4%	28.7%
In Group Quarters	0.5%	1.2%	4.7%
Institutionalized Population	0.4%	0.3%	3.2%
Noninstitutionalized Population	0.1%	0.9%	1.5%

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

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2022 Population 25+ by Educational Attainment			
Total	29,549	65,520	138,734
Less than 9th Grade	6.8%	6.7%	5.1%
9th - 12th Grade, No Diploma	6.8%	9.0%	8.5%
High School Graduate	15.4%	19.2%	22.0%
GED/Alternative Credential	2.5%	3.3%	4.4%
Some College, No Degree	9.3%	12.0%	13.8%
Associate Degree	3.8%	4.1%	4.4%
Bachelor's Degree	29.8%	23.8%	22.4%
Graduate/Professional Degree	25.6%	22.0%	19.3%
2022 Population 15+ by Marital Status			
Total	33,749	75,527	161,521
Never Married	54.3%	54.0%	56.3%
Married	33.8%	31.5%	28.9%
Widowed	3.9%	5.1%	5.5%
Divorced	8.0%	9.4%	9.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,480	51,855	106,516
Population 16+ Employed	96.8%	95.4%	95.1%
Population 16+ Unemployment rate	3.2%	4.6%	4.9%
Population 16-24 Employed	10.1%	10.9%	11.9%
Population 16-24 Unemployment rate	10.8%	9.7%	9.3%
Population 25-54 Employed	75.8%	73.3%	71.3%
Population 25-54 Unemployment rate	2.3%	3.7%	4.1%
Population 55-64 Employed	9.3%	10.8%	11.1%
Population 55-64 Unemployment rate	2.1%	3.5%	3.7%
Population 65+ Employed	4.8%	5.0%	5.6%
Population 65+ Unemployment rate	2.5%	7.1%	7.2%
2022 Employed Population 16+ by Industry			
Total	24,663	49,482	101,346
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	8.5%	7.5%	6.1%
Manufacturing	5.2%	5.1%	4.8%
Wholesale Trade	1.6%	1.7%	1.9%
Retail Trade	5.6%	6.4%	7.2%
Transportation/Utilities	4.2%	4.8%	5.8%
Information	1.6%	1.6%	1.7%
Finance/Insurance/Real Estate	7.3%	6.3%	6.2%
Services	58.7%	58.8%	58.4%
Public Administration	7.3%	7.6%	7.8%
2022 Employed Population 16+ by Occupation			
Total	24,662	49,484	101,346
White Collar	71.8%	68.5%	67.8%
Management/Business/Financial	23.5%	20.4%	19.6%
Professional	34.7%	33.6%	32.8%
Sales	6.4%	6.2%	6.4%
Administrative Support	7.1%	8.3%	9.1%
Services	14.3%	15.5%	16.1%
Blue Collar	13.9%	15.9%	16.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.2%	4.8%	3.7%
Installation/Maintenance/Repair	1.7%	1.7%	1.9%
Production	2.6%	3.1%	3.1%
Transportation/Material Moving	4.4%	6.2%	7.2%

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2010 Households by Type			
Total	15,755	36,462	78,307
Households with 1 Person	33.3%	35.3%	37.5%
Households with 2+ People	66.7%	64.7%	62.5%
Family Households	47.3%	50.1%	49.0%
Husband-wife Families	26.5%	23.3%	22.9%
With Related Children	9.7%	8.7%	8.5%
Other Family (No Spouse Present)	20.9%	26.8%	26.0%
Other Family with Male Householder	6.1%	6.0%	5.4%
With Related Children	2.9%	2.8%	2.5%
Other Family with Female Householder	14.8%	20.8%	20.7%
With Related Children	9.3%	13.7%	13.4%
Nonfamily Households	19.4%	14.6%	13.6%
All Households with Children	22.5%	25.6%	24.9%
Multigenerational Households	4.3%	5.4%	5.6%
Unmarried Partner Households	11.5%	10.2%	9.6%
Male-female	10.3%	9.1%	8.4%
Same-sex	1.3%	1.1%	1.1%
2010 Households by Size			
Total	15,755	36,463	78,304
1 Person Household	33.3%	35.3%	37.5%
2 Person Household	33.4%	30.6%	30.0%
3 Person Household	14.8%	15.2%	14.6%
4 Person Household	8.2%	8.7%	8.7%
5 Person Household	4.8%	5.0%	4.8%
6 Person Household	2.5%	2.5%	2.3%
7 + Person Household	3.1%	2.6%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	15,755	36,461	78,306
Owner Occupied	54.0%	46.6%	45.7%
Owned with a Mortgage/Loan	42.6%	33.6%	33.9%
Owned Free and Clear	11.5%	12.9%	11.7%
Renter Occupied	46.0%	53.4%	54.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	104	96
Percent of Income for Mortgage	16.0%	20.6%	22.4%
Wealth Index	96	82	72
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	18,864	44,378	94,181
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	38,100	87,954	190,822
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.	Front Porches (8E)	City Commons (11E)	Modest Income Homes (12D)
3.	Emerald City (8B)	Front Porches (8E)	Laptops and Lattes (3A)
2022 Consumer Spending			
Apparel & Services: Total $	$57,873,648	$115,019,325	$219,103,591
Average Spent	$3,283.98	$2,862.10	$2,533.46
Spending Potential Index	136	119	105
Education: Total $	$47,890,392	$93,745,477	$179,026,419
Average Spent	$2,717.49	$2,332.73	$2,070.05
Spending Potential Index	139	119	106
Entertainment/Recreation: Total $	$79,024,469	$157,784,250	$303,828,656
Average Spent	$4,484.17	$3,926.25	$3,513.12
Spending Potential Index	122	107	96
Food at Home: Total $	$141,624,944	$284,174,548	$542,205,006
Average Spent	$8,036.37	$7,071.31	$6,269.43
Spending Potential Index	130	114	101
Food Away from Home: Total $	$103,525,770	$203,912,183	$387,984,792
Average Spent	$5,874.47	$5,074.08	$4,486.20
Spending Potential Index	136	118	104
Health Care: Total $	$142,761,392	$291,583,029	$567,524,607
Average Spent	$8,100.86	$7,255.66	$6,562.19
Spending Potential Index	114	102	93
HH Furnishings & Equipment: Total $	$55,275,718	$109,657,682	$211,786,921
Average Spent	$3,136.57	$2,728.69	$2,448.86
Spending Potential Index	122	107	96
Personal Care Products & Services: Total $	$23,331,393	$46,597,115	$89,472,966
Average Spent	$1,323.92	$1,159.51	$1,034.56
Spending Potential Index	130	114	101
Shelter: Total $	$549,562,904	$1,081,952,198	$2,058,058,403
Average Spent	$31,184.41	$26,922.94	$23,796.98
Spending Potential Index	136	118	104
Support Payments/Cash Contributions/Gifts in Kind: Total $	$52,338,349	$103,195,067	$200,559,943
Average Spent	$2,969.89	$2,567.87	$2,319.04
Spending Potential Index	109	95	85
Travel: Total $	$61,049,939	$119,139,464	$230,521,472
Average Spent	$3,464.22	$2,964.63	$2,665.48
Spending Potential Index	121	103	93
Vehicle Maintenance & Repairs: Total $	$27,342,470	$54,862,074	$105,591,484
Average Spent	$1,551.52	$1,365.17	$1,220.94
Spending Potential Index	123	108	97

March 15, 2023