


# Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230



Rings: 1, 2, 3 mile radii

<b>Population Summary</b>	<b>1 mile</b>	<b>2 miles</b>	<b>3 miles</b>
2010 Total Population	29,435	120,332	244,252
2020 Total Population	27,821	111,435	228,522
2020 Group Quarters	825	5,142	6,613
2025 Total Population	28,042	108,967	221,345
2025 Group Quarters	826	5,130	6,601
2030 Total Population	27,905	110,042	220,599
2025-2030 Annual Rate	-0.10%	0.20%	-0.07%
2025 Total Daytime Population	67,999	204,065	346,898
Workers	54,179	153,416	238,621
Residents	13,820	50,649	108,277
<b>Household Summary</b>			
2010 Total Households	12,737	50,888	101,185
2010 Average Household Size	2.23	2.17	2.29
2020 Total Households	13,347	53,809	104,932
2020 Average Household Size	2.02	1.98	2.11
2025 Total Households	13,803	54,859	106,270
2025 Average Household Size	1.97	1.89	2.02
2030 Total Households	14,083	56,817	108,430
2030 Average Household Size	1.92	1.85	1.97
2025-2030 Annual Rate	0.40%	0.70%	0.40%
2025 Families	5,098	19,785	43,617
2025 Average Family Size	2.98	2.94	3.01
2030 Families	5,112	20,101	43,834
2030 Average Family Size	2.91	2.88	2.95
2025-2030 Growth Rate	0.1%	0.3%	0.1%
<b>Median Household Income</b>			
2025	\$55,532	\$59,687	\$58,062
2030	\$61,105	\$64,558	\$63,440

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	2 miles	3 miles
2025	\$40,883	\$43,553	\$41,104
2030	\$45,381	\$48,903	\$46,326

### 2025 Households by Income

Household Income Base	1 mile	2 miles	3 miles
<\$10,000	13.7%	12.6%	12.0%
\$10,000-14,999	8.8%	8.0%	7.9%
\$15,000-19,999	5.3%	4.4%	4.4%
\$20,000-24,999	3.2%	3.4%	3.5%
\$25,000-29,999	2.1%	2.6%	2.9%
\$30,000-34,999	3.1%	3.2%	3.9%
\$35,000-39,999	3.9%	3.5%	3.5%
\$40,000-44,999	4.4%	4.0%	4.0%
\$45,000-49,999	2.1%	2.6%	2.6%
\$50,000-59,999	5.7%	5.7%	6.2%
\$60,000-74,999	9.4%	9.3%	9.4%
\$75000-99999	8.6%	10.4%	9.8%
\$100,000-124,999	8.0%	7.4%	7.1%
\$125,000-149,999	6.0%	5.6%	5.2%
\$150000-199999	8.2%	8.8%	9.0%
\$200,000-249,999	3.4%	3.8%	3.8%
\$250,000-299,999	1.4%	1.5%	1.6%
\$300,000-399,999	1.1%	1.4%	1.5%
\$400,000-499,999	0.7%	0.8%	0.8%
\$500,000+	0.9%	0.8%	0.8%
Average Household Income	\$82,409	\$86,235	\$85,465

### 2025 Affordability, Mortgage and Wealth

Housing Affordability Index	63	66	71
Percent of Income for Mortgage	34.3%	32.4%	30.4%
Wealth Index	44	50	51

### Median Home Value

2025	\$303,952	\$309,056	\$281,768
2030	\$365,453	\$374,714	\$355,313



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	1 mile	2 miles	3 miles
Total Owner Occupied Housing Units	3,467	15,333	36,131
<\$50,000	5.7%	8.5%	8.1%
\$50,000 - \$99,999	7.3%	11.5%	10.8%
\$100,000 - \$149,999	4.8%	5.1%	7.8%
\$150,000 - \$199,999	6.0%	5.2%	7.4%
\$200,000 - \$249,999	12.1%	8.1%	9.3%
\$250,000 - \$299,999	13.1%	9.8%	10.3%
\$300,000 - \$399,999	24.1%	20.3%	19.7%
\$400,000 - \$499,999	14.9%	13.5%	12.0%
\$500,000 - \$749,999	9.3%	13.8%	10.7%
\$750,000 - \$999,999	1.3%	2.2%	2.2%
\$1,000,000 - \$1,499,999	1.2%	1.7%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$325,487	\$336,519	\$316,066

### Housing Unit Summary

2010 Total Housing Units	17,000	64,959	127,852
Owner Occupied Housing Units	29.2%	31.9%	37.4%
Renter Occupied Housing Units	70.8%	68.1%	62.6%
Vacant Housing Units	25.1%	21.7%	20.9%
2020 Housing Units	16,668	66,212	127,628
Owner Occupied Housing Units	24.3%	26.5%	32.3%
Renter Occupied Housing Units	75.7%	73.5%	67.7%
Vacant Housing Units	19.9%	18.7%	17.8%
2025 Housing Units	17,262	69,026	130,316
Owner Occupied Housing Units	25.1%	28.0%	34.0%
Renter Occupied Housing Units	74.8%	72.0%	66.0%
Vacant Housing Units	20.0%	20.5%	18.4%
2030 Total Housing Units	17,521	70,725	132,383
Owner Occupied Housing Units	25.8%	28.6%	35.1%
Renter Occupied Housing Units	74.3%	71.4%	64.9%
Vacant Housing Units	19.6%	19.7%	18.1%

**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	1 mile	2 miles	3 miles
Males	13,635	53,932	107,469
Females	14,407	55,035	113,876

Median Age	1 mile	2 miles	3 miles
2010	31.9	32.6	33.2
2020	33.1	33.6	34.0
2025	33.7	34.2	34.9
2030	34.3	34.9	35.9

2025 Population by Age	1 mile	2 miles	3 miles
Total	28,040	108,968	221,348
0 - 4	4.7%	4.5%	5.0%
5 - 9	4.4%	4.2%	4.8%
10 - 14	4.3%	4.0%	4.6%
15 - 24	14.3%	13.8%	13.1%
25 - 34	25.5%	25.4%	22.8%
35 - 44	14.5%	14.7%	14.9%
45 - 54	9.4%	9.4%	9.9%
55 - 64	10.4%	10.5%	10.9%
65 - 74	8.1%	8.6%	8.9%
75 - 84	3.4%	3.8%	4.1%
85 +	1.0%	1.1%	1.3%
18 +	83.9%	84.8%	82.8%

2025 Population 15+ by Marital Status	1 mile	2 miles	3 miles
Total	24,283	95,162	189,472
Never Married	62.9%	60.6%	59.1%
Married	23.7%	25.6%	26.2%
Widowed	4.0%	4.0%	5.2%
Divorced	9.5%	9.8%	9.5%

2025 Pop 25+ by Educational Attainment	1 mile	2 miles	3 miles
Total	20,283	80,156	160,546
Less than 9th Grade	3.8%	3.5%	3.8%
9th - 12th Grade, No Diploma	9.5%	9.2%	8.7%
High School Graduate	18.7%	20.9%	24.2%
GED/Alternative Credential	4.9%	5.2%	5.0%
Some College, No Degree	14.8%	13.8%	14.2%
Associate Degree	4.4%	4.4%	5.0%
Bachelor's Degree	21.6%	20.9%	19.7%
Graduate/Professional Degree	22.3%	22.1%	19.2%

### 2020 Population by Race/Ethnicity

Total	27,821	111,435	228,522
White Alone	29.3%	32.6%	29.5%
Black Alone	55.7%	53.4%	56.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.3%	5.1%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	2.9%	3.7%
Two or More Races	3.3%	2.9%	3.7%
Hispanic Origin	6.1%	5.8%	6.8%
Diversity Index	64.2	64.6	63.9

### 2025 Population by Race/Ethnicity

Total	28,042	108,968	221,345
White Alone	28.1%	32.0%	28.9%
Black Alone	55.6%	52.8%	56.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.1%	5.5%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	3.0%	3.9%
Two or More Races	6.5%	6.4%	6.2%
Hispanic Origin	6.3%	6.3%	7.3%
Diversity Index	64.9	65.7	65.0



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation	1 mile	2 miles	3 miles
Total	15,145	59,722	118,707
White Collar	73.2%	72.5%	69.4%
Management/Business/Financial	20.1%	22.0%	20.8%
Professional	38.8%	36.6%	34.0%
Sales	5.2%	5.7%	6.2%
Administrative Support	9.2%	8.1%	8.4%
Services	14.8%	15.6%	17.5%

### 2025 Employed Pop 16+ by Occupation

Total	15,145	59,722	118,707
Blue Collar	11.9%	12.0%	13.0%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	1.8%	2.0%	2.4%
Installation/Maintenance/Repair	1.3%	1.3%	1.3%
Production	1.7%	2.1%	2.1%
Transportation/Material Moving	7.0%	6.6%	7.1%
White Collar	73.2%	72.5%	69.4%
Management/Business/Financial	20.1%	22.0%	20.8%
Professional	38.8%	36.6%	34.0%
Sales	5.2%	5.7%	6.2%
Administrative Support	9.2%	8.1%	8.4%
Services	14.8%	15.6%	17.5%

### 2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	15,145	59,722	118,707
Population 16+ Employed	95.7%	95.0%	94.7%
Population 16+ Unemployment rate	4.3%	5.0%	5.3%
Population 16-24 Employed	12.0%	11.9%	12.0%
Population 16-24 Unemployment rate	7.6%	11.7%	11.7%
Population 25-54 Employed	69.9%	68.6%	67.3%
Population 25-54 Unemployment rate	3.9%	3.4%	4.0%
Population 55-64 Employed	11%	10%	11%
Population 55-64 Unemployment rate	3.9%	5.4%	5.1%
Population 65+ Employed	3%	4%	5%
Population 65+ Unemployment rate	1.0%	8.7%	7.6%

**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	1 mile	2 miles	3 miles
Total	14,496	56,745	112,405
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	4.4%	4.0%	4.5%
Manufacturing	3.2%	4.0%	4.3%
Wholesale Trade	1.3%	1.3%	1.2%
Retail Trade	7.1%	6.8%	7.2%
Transportation/Utilities	7.3%	6.1%	6.0%
Information	1%	2%	2%
Finance/Insurance/Real Estate	5.8%	5.5%	5.8%
Services	63.9%	63.1%	61.2%
Public Administration	5.7%	7.3%	7.8%

### 2025 Consumer Spending

Apparel & Services: Total \$	\$26,750,770	\$110,253,298	\$210,108,996
Average Spent	\$1,938.04	\$2,009.76	\$1,977.12
Spending Potential Index	79	82	81
Education: Total \$	\$19,032,939	\$77,595,635	\$146,951,179
Average Spent	\$1,378.90	\$1,414.46	\$1,382.81
Spending Potential Index	77	79	78
Entertainment/Recreation: Total \$	\$39,679,902	\$164,268,258	\$316,704,774
Average Spent	\$2,874.73	\$2,994.37	\$2,980.19
Spending Potential Index	70	73	73
Food at Home: Total \$	\$79,789,049	\$327,128,757	\$627,519,389
Average Spent	\$5,780.56	\$5,963.08	\$5,904.95
Spending Potential Index	78	80	79
Food Away from Home: Total \$	\$43,081,742	\$178,769,909	\$339,564,888
Average Spent	\$3,121.19	\$3,258.72	\$3,195.30
Spending Potential Index	76	79	77
Health Care: Total \$	\$73,073,636	\$300,284,734	\$588,796,881
Average Spent	\$5,294.04	\$5,473.76	\$5,540.57
Spending Potential Index	68	71	72
HH Furnishings & Equipment: Total \$	\$28,159,490	\$116,625,287	\$225,622,569
Average Spent	\$2,040.10	\$2,125.91	\$2,123.11
Spending Potential Index	70	73	73
Personal Care Products & Services: Total \$	\$10,966,452	\$45,253,817	\$86,504,203
Average Spent	\$794.50	\$824.91	\$814.00
Spending Potential Index	76	79	78

2025 Consumer Spending	1 mile	2 miles	3 miles
Shelter: Total \$	\$277,123,266	\$1,142,134,103	\$2,170,913,879
Average Spent	\$20,077.03	\$20,819.45	\$20,428.29
Spending Potential Index	75	78	77
Support Payments/Gifts in Kind: Total \$	\$27,319,220	\$112,490,283	\$222,549,788
Average Spent	\$1,979.22	\$2,050.53	\$2,094.19
Spending Potential Index	60	62	63
Travel: Total \$	\$32,271,255	\$136,101,265	\$261,459,138
Average Spent	\$2,337.99	\$2,480.93	\$2,460.33
Spending Potential Index	65	69	68
Vehicle Maintenance & Repairs: Total \$	\$13,757,930	\$55,874,697	\$108,088,729
Average Spent	\$996.73	\$1,018.51	\$1,017.11
Spending Potential Index	74	76	75

**Top Tapestry Segment**


1 mile	2 miles	3 miles
<b>Metro Renters (D4):</b>	<b>Metro Renters (D4):</b>	<b>Metro Renters (D4):</b>
This segment is characterized by young, educated professionals in urban rentals.	This segment is characterized by young, educated professionals in urban rentals.	This segment is characterized by young, educated professionals in urban rentals.
<a href="#">Learn more about this segment...</a>	<a href="#">Learn more about this segment...</a>	<a href="#">Learn more about this segment...</a>

**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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.