Market Profile

2125 Maryland Ave, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	41,138	153,838	315,968
2020 Total Population	41,635	141,628	290,507
2020 Group Quarters	1,758	8,528	14,795
2024 Total Population	41,439	140,386	282,489
2024 Group Quarters	1,759	8,504	14,780
2029 Total Population	40,874	138,040	276,961
2024-2029 Annual Rate	-0.27%	-0.34%	-0.39%
2024 Total Daytime Population	47,093	252,547	388,692
Workers	28,720	183,063	247,617
Residents	18,373	69,484	141,075
Household Summary			
2010 Households	20,035	64,865	127,095
2010 Average Household Size	1.94	2.16	2.32
2020 Total Households	21,550	67,490	129,604
2020 Average Household Size	1.85	1.97	2.13
2024 Households	21,475	67,585	128,658
2024 Average Household Size	1.85	1.95	2.08
2029 Households	21,765	68,471	130,118
2029 Average Household Size	1.80	1.89	2.01
2024-2029 Annual Rate	0.27%	0.26%	0.23%
2010 Families	6,654	27,614	61,806
2010 Average Family Size	2.96	3.13	3.17
2024 Families	6,613	24,662	54,346
2024 Average Family Size	2.99	3.07	3.08
2029 Families	6,695	24,822	54,428
2029 Average Family Size	2.91	2.98	2.99
2024-2029 Annual Rate	0.25%	0.13%	0.03%
Housing Unit Summary			
2000 Housing Units	25,602	84,184	161,161
Owner Occupied Housing Units	19.4%	26.4%	36.0%
Renter Occupied Housing Units	62.0%	53.8%	46.0%
Vacant Housing Units	18.6%	19.9%	18.0%
2010 Housing Units	25,133	82,013	158,409
Owner Occupied Housing Units	19.7%	25.4%	33.0%
Renter Occupied Housing Units	60.0%	53.7%	47.2%
Vacant Housing Units	20.3%	20.9%	19.8%
2020 Housing Units	25,651	81,352	156,484
Owner Occupied Housing Units	19.6%	23.4%	30.2%
Renter Occupied Housing Units	64.4%	59.6%	52.6%
Vacant Housing Units	16.2%	16.9%	17.2%
2024 Housing Units	25,503	81,760	156,764
Owner Occupied Housing Units	21.4%	24.6%	31.5%
Renter Occupied Housing Units	62.8%	58.1%	50.6%
Vacant Housing Units	15.8%	17.3%	17.9%
2029 Housing Units	25,747	82,547	158,335
Owner Occupied Housing Units	23.2%	26.0%	33.0%
Renter Occupied Housing Units	61.3%	56.9%	49.2%
Vacant Housing Units	15.5%	17.1%	17.8%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 03, 2024

Market Profile

2125 Maryland Ave, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.31388
Longitude: -76.61784

	1 mile	2 miles	3 miles
2024 Households by Income			
Household Income Base	21,475	67,579	128,652
<$15,000	23.3%	22.5%	19.3%
$15,000 - $24,999	8.4%	9.4%	8.4%
$25,000 - $34,999	8.0%	8.1%	7.7%
$35,000 - $49,999	9.5%	10.5%	10.4%
$50,000 - $74,999	14.5%	15.4%	14.2%
$75,000 - $99,999	11.0%	9.9%	10.8%
$100,000 - $149,999	12.1%	11.3%	12.7%
$150,000 - $199,999	5.5%	5.4%	6.7%
$200,000+	7.8%	7.4%	9.8%
Average Household Income	$81,305	$79,810	$92,195
2029 Households by Income			
Household Income Base	21,765	68,465	130,112
<$15,000	22.6%	22.2%	18.9%
$15,000 - $24,999	7.3%	8.2%	7.2%
$25,000 - $34,999	7.3%	7.5%	7.0%
$35,000 - $49,999	8.3%	9.4%	9.3%
$50,000 - $74,999	13.4%	14.4%	13.1%
$75,000 - $99,999	11.5%	10.3%	11.1%
$100,000 - $149,999	12.8%	12.0%	13.3%
$150,000 - $199,999	6.5%	6.4%	7.8%
$200,000+	10.2%	9.5%	12.3%
Average Household Income	$94,921	$92,171	$106,716
2024 Owner Occupied Housing Units by Value			
Total	5,459	20,046	49,364
<$50,000	5.7%	8.8%	8.0%
$50,000 - $99,999	3.8%	9.5%	9.8%
$100,000 - $149,999	5.6%	7.3%	9.1%
$150,000 - $199,999	6.9%	9.4%	9.1%
$200,000 - $249,999	11.4%	12.3%	10.5%
$250,000 - $299,999	11.2%	10.4%	10.0%
$300,000 - $399,999	28.3%	20.4%	19.3%
$400,000 - $499,999	13.4%	9.7%	9.7%
$500,000 - $749,999	11.7%	8.7%	10.0%
$750,000 - $999,999	1.1%	1.9%	2.8%
$1,000,000 - $1,499,999	0.5%	1.1%	1.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.3%	0.3%	0.3%
Average Home Value	$336,023	$299,081	$310,955
2029 Owner Occupied Housing Units by Value			
Total	5,975	21,446	52,226
<$50,000	4.9%	7.9%	7.3%
$50,000 - $99,999	1.8%	5.7%	6.0%
$100,000 - $149,999	3.4%	4.4%	5.7%
$150,000 - $199,999	3.2%	5.8%	5.7%
$200,000 - $249,999	6.8%	8.2%	6.8%
$250,000 - $299,999	6.9%	7.3%	7.3%
$300,000 - $399,999	31.6%	23.1%	21.1%
$400,000 - $499,999	16.5%	14.6%	13.8%
$500,000 - $749,999	21.3%	16.5%	18.2%
$750,000 - $999,999	2.0%	4.0%	5.3%
$1,000,000 - $1,499,999	1.3%	2.0%	2.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	$406,630	$377,572	$395,304

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 03, 2024

Market Profile

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Prepared by Esri
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	1 mile	2 miles	3 miles
Median Household Income			
2024	$50,965	$49,022	$55,563
2029	$56,510	$53,440	$62,539
Median Home Value			
2024	$319,037	$262,673	$267,727
2029	$372,951	$345,617	$353,140
Per Capita Income			
2024	$42,199	$38,646	$42,313
2029	$50,593	$45,949	$50,479
Median Age			
2010	32.8	33.3	33.1
2020	33.4	34.3	34.2
2024	34.0	34.9	34.9
2029	35.4	36.4	36.5
2020 Population by Age			
Total	41,635	141,628	290,507
0 - 4	3.9%	4.5%	4.8%
5 - 9	3.5%	4.4%	4.7%
10 - 14	3.4%	4.3%	4.8%
15 - 24	17.4%	16.1%	15.7%
25 - 34	25.8%	22.4%	21.6%
35 - 44	13.7%	13.0%	13.1%
45 - 54	9.3%	9.9%	10.0%
55 - 64	11.6%	12.1%	12.0%
65 - 74	7.5%	8.2%	8.3%
75 - 84	3.0%	3.7%	3.6%
85 +	1.0%	1.4%	1.4%
18 +	87.2%	84.3%	82.9%
2024 Population by Age			
Total	41,439	140,384	282,489
0 - 4	3.9%	4.4%	4.7%
5 - 9	3.4%	4.1%	4.5%
10 - 14	3.1%	4.0%	4.4%
15 - 24	15.0%	14.5%	14.6%
25 - 34	27.1%	23.3%	22.1%
35 - 44	15.3%	14.5%	14.5%
45 - 54	9.0%	9.5%	9.8%
55 - 64	10.6%	11.2%	11.1%
65 - 74	8.0%	8.8%	8.8%
75 - 84	3.5%	4.2%	4.1%
85 +	1.0%	1.5%	1.5%
18 +	87.8%	85.2%	83.8%
2029 Population by Age			
Total	40,874	138,042	276,962
0 - 4	3.8%	4.3%	4.5%
5 - 9	3.3%	3.8%	4.2%
10 - 14	3.1%	3.8%	4.3%
15 - 24	14.5%	14.3%	14.4%
25 - 34	24.6%	21.3%	20.0%
35 - 44	16.3%	15.3%	15.5%
45 - 54	10.0%	10.3%	10.6%
55 - 64	9.7%	10.1%	9.9%
65 - 74	8.9%	9.8%	9.7%
75 - 84	4.6%	5.2%	5.2%
85 +	1.2%	1.8%	1.7%
18 +	88.0%	85.7%	84.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 03, 2024

Market Profile

2125 Maryland Ave, Baltimore, Maryland, 21218
Rings: 1, 2, 3 mile radii

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	1 mile	2 miles	3 miles
2020 Population by Sex			
Males	20,043	67,899	137,513
Females	21,592	73,729	152,994
2024 Population by Sex			
Males	20,238	68,471	136,046
Females	21,201	71,915	146,443
2029 Population by Sex			
Males	19,814	66,914	132,547
Females	21,060	71,126	144,415
2010 Population by Race/Ethnicity			
Total	41,140	153,838	315,967
White Alone	33.9%	25.5%	27.8%
Black Alone	56.9%	67.1%	65.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	5.1%	4.4%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.7%	1.5%
Two or More Races	2.6%	2.0%	2.1%
Hispanic Origin	3.1%	2.4%	3.7%
Diversity Index	58.5	50.7	53.2
2020 Population by Race/Ethnicity			
Total	41,635	141,628	290,507
White Alone	34.8%	27.0%	28.8%
Black Alone	48.1%	58.3%	56.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	7.6%	6.9%	5.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	2.0%	3.2%
Two or More Races	6.5%	5.5%	5.6%
Hispanic Origin	6.3%	4.6%	6.2%
Diversity Index	68.0	61.6	63.9
2024 Population by Race/Ethnicity			
Total	41,439	140,386	282,490
White Alone	32.9%	25.9%	28.0%
Black Alone	49.2%	58.5%	56.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	7.6%	7.1%	5.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.9%	2.2%	3.4%
Two or More Races	7.0%	5.9%	6.0%
Hispanic Origin	6.9%	5.1%	6.7%
Diversity Index	68.5	62.2	64.7
2029 Population by Race/Ethnicity			
Total	40,875	138,040	276,961
White Alone	30.7%	24.2%	26.7%
Black Alone	50.5%	59.4%	56.7%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	7.9%	7.5%	6.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	2.3%	3.6%
Two or More Races	7.3%	6.2%	6.3%
Hispanic Origin	7.3%	5.4%	7.1%
Diversity Index	68.7	62.1	65.1

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	41,635	141,628	290,507
In Households	95.8%	94.0%	94.9%
Householder	51.4%	47.7%	44.7%
Opposite-Sex Spouse	7.0%	7.1%	8.2%
Same-Sex Spouse	0.6%	0.5%	0.4%
Opposite-Sex Unmarried Partner	4.1%	3.5%	3.6%
Same-Sex Unmarried Partner	0.7%	0.5%	0.4%
Biological Child	15.2%	18.6%	20.5%
Adopted Child	0.3%	0.3%	0.4%
Stepchild	0.4%	0.5%	0.6%
Grandchild	2.2%	3.2%	3.5%
Brother or Sister	1.4%	1.7%	1.9%
Parent	0.7%	1.0%	1.1%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.5%	1.9%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	9.8%	7.2%	7.2%
In Group Quarters	4.2%	6.0%	5.1%
Institutionalized	0.6%	2.4%	1.2%
Noninstitutionalized	3.6%	3.6%	3.8%
2024 Population 25+ by Educational Attainment			
Total	30,891	102,461	202,723
Less than 9th Grade	2.4%	2.9%	3.1%
9th - 12th Grade, No Diploma	6.8%	8.0%	7.4%
High School Graduate	15.1%	22.5%	22.5%
GED/Alternative Credential	4.2%	5.3%	4.8%
Some College, No Degree	15.0%	14.6%	14.8%
Associate Degree	5.1%	4.4%	4.7%
Bachelor's Degree	24.7%	20.2%	21.0%
Graduate/Professional Degree	26.6%	22.1%	21.7%
2024 Population 15+ by Marital Status			
Total	37,125	122,851	244,027
Never Married	60.9%	59.9%	57.1%
Married	24.8%	24.5%	27.6%
Widowed	4.6%	5.4%	5.2%
Divorced	9.6%	10.2%	10.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	24,351	72,866	147,479
Population 16+ Employed	96.0%	95.5%	95.7%
Population 16+ Unemployment rate	4.0%	4.5%	4.3%
Population 16-24 Employed	13.7%	12.4%	12.3%
Population 16-24 Unemployment rate	9.4%	10.5%	9.6%
Population 25-54 Employed	72.9%	70.1%	69.9%
Population 25-54 Unemployment rate	2.7%	3.3%	3.2%
Population 55-64 Employed	8.5%	11.9%	12.5%
Population 55-64 Unemployment rate	6.3%	5.2%	4.0%
Population 65+ Employed	5.0%	5.6%	5.3%
Population 65+ Unemployment rate	2.8%	4.3%	5.3%

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	1 mile	2 miles	3 miles
2024 Employed Population 16+ by Industry			
Total	23,372	69,576	141,205
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.2%	3.1%	3.9%
Manufacturing	4.2%	4.4%	4.5%
Wholesale Trade	0.5%	0.8%	1.0%
Retail Trade	6.6%	6.6%	6.7%
Transportation/Utilities	4.1%	6.1%	5.9%
Information	2.3%	2.1%	1.9%
Finance/Insurance/Real Estate	3.5%	4.1%	5.1%
Services	67.2%	65.5%	63.1%
Public Administration	8.4%	7.2%	7.7%
2024 Employed Population 16+ by Occupation			
Total	23,372	69,575	141,205
White Collar	74.3%	70.5%	70.4%
Management/Business/Financial	19.8%	17.6%	19.4%
Professional	41.8%	39.2%	37.4%
Sales	5.1%	5.5%	5.7%
Administrative Support	7.5%	8.3%	7.9%
Services	16.5%	16.5%	16.6%
Blue Collar	9.2%	13.0%	13.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	1.2%	1.7%	2.2%
Installation/Maintenance/Repair	1.2%	1.5%	1.5%
Production	2.2%	2.2%	2.1%
Transportation/Material Moving	4.5%	7.4%	7.1%
2020 Households by Type			
Total	21,550	67,490	129,604
Married Couple Households	15.0%	15.8%	19.2%
With Own Children <18	4.2%	4.5%	6.0%
Without Own Children <18	10.8%	11.2%	13.2%
Cohabitating Couple Households	9.6%	8.5%	9.0%
With Own Children <18	1.2%	1.5%	1.9%
Without Own Children <18	8.3%	6.9%	7.1%
Male Householder, No Spouse/Partner	34.0%	31.1%	28.3%
Living Alone	26.2%	23.3%	20.2%
65 Years and over	5.4%	5.1%	4.7%
With Own Children <18	1.1%	1.2%	1.4%
Without Own Children <18, With Relatives	2.4%	2.8%	3.1%
No Relatives Present	4.3%	3.8%	3.7%
Female Householder, No Spouse/Partner	41.4%	44.7%	43.5%
Living Alone	25.5%	25.1%	22.4%
65 Years and over	5.4%	7.1%	6.9%
With Own Children <18	5.1%	7.3%	7.5%
Without Own Children <18, With Relatives	6.6%	8.8%	10.1%
No Relatives Present	4.2%	3.5%	3.5%
2020 Households by Size			
Total	21,550	67,490	129,604
1 Person Household	51.6%	48.4%	42.6%
2 Person Household	27.8%	27.7%	29.3%
3 Person Household	10.3%	11.5%	13.3%
4 Person Household	5.4%	6.6%	7.9%
5 Person Household	2.5%	3.0%	3.7%
6 Person Household	1.4%	1.6%	1.9%
7 + Person Household	1.0%	1.1%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	21,550	67,490	129,604
Owner Occupied	23.3%	28.2%	36.5%
Owned with a Mortgage/Loan	17.1%	19.6%	26.3%
Owned Free and Clear	6.2%	8.6%	10.2%
Renter Occupied	76.7%	71.8%	63.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	68	76
Percent of Income for Mortgage	39.2%	33.5%	30.2%
Wealth Index	47	50	61
2020 Housing Units By Urban/ Rural Status			
Total	25,651	81,352	156,484
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	41,635	141,628	290,507
Urban Population	100.0%	100.0%	100.0%
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.	Social Security Set (9F)	Modest Income Homes	Modest Income Homes (12D)
3.	City Commons (11E)	City Commons (11E)	City Commons (11E)
2024 Consumer Spending			
Apparel & Services: Total $	$41,249,244	$127,974,745	$277,489,252
Average Spent	$1,920.80	$1,893.54	$2,156.80
Spending Potential Index	81	80	91
Education: Total $	$28,116,050	$86,238,094	$187,135,062
Average Spent	$1,309.25	$1,275.99	$1,454.52
Spending Potential Index	76	74	84
Entertainment/Recreation: Total $	$61,785,909	$190,490,178	$419,543,300
Average Spent	$2,877.11	$2,818.53	$3,260.92
Spending Potential Index	70	69	80
Food at Home: Total $	$120,933,175	$374,551,524	$816,008,822
Average Spent	$5,631.35	$5,541.93	$6,342.46
Spending Potential Index	77	76	87
Food Away from Home: Total $	$65,176,710	$199,530,316	$434,011,165
Average Spent	$3,035.00	$2,952.29	$3,373.37
Spending Potential Index	78	76	87
Health Care: Total $	$113,585,362	$354,891,140	$787,026,481
Average Spent	$5,289.19	$5,251.03	$6,117.20
Spending Potential Index	69	68	80
HH Furnishings & Equipment: Total $	$48,661,974	$150,231,356	$330,680,289
Average Spent	$2,265.98	$2,222.85	$2,570.23
Spending Potential Index	72	70	81
Personal Care Products & Services: Total $	$16,583,926	$50,549,657	$109,761,447
Average Spent	$772.24	$747.94	$853.13
Spending Potential Index	78	75	86
Shelter: Total $	$431,792,266	$1,325,096,809	$2,888,066,911
Average Spent	$20,106.74	$19,606.37	$22,447.63
Spending Potential Index	75	74	84
Support Payments/Cash Contributions/Gifts in Kind: Total $	$46,746,394	$144,893,392	$325,650,772
Average Spent	$2,176.78	$2,143.87	$2,531.14
Spending Potential Index	62	61	72
Travel: Total $	$45,059,599	$138,674,415	$306,254,528
Average Spent	$2,098.24	$2,051.85	$2,380.38
Spending Potential Index	69	68	78
Vehicle Maintenance & Repairs: Total $	$23,772,816	$72,946,225	$159,315,995
Average Spent	$1,107.00	$1,079.33	$1,238.29
Spending Potential Index	75	73	84

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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