

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	32,048	122,109	215,826
2020 Total Population	36,231	126,395	211,219
2020 Group Quarters	522	4,002	5,587
2025 Total Population	35,286	125,407	207,704
2025 Group Quarters	520	3,995	5,576
2030 Total Population	35,949	126,545	207,829
2025-2030 Annual Rate	0.37%	0.18%	0.01%
2025 Total Daytime Population	66,899	239,998	338,689
Workers	55,452	191,822	243,718
Residents	11,447	48,176	94,971
Household Summary			
2010 Households	15,815	53,017	90,248
2010 Average Household Size	1.98	2.14	2.27
2020 Total Households	18,662	61,779	97,828
2020 Average Household Size	1.91	1.98	2.10
2025 Households	19,020	63,976	100,453
2025 Average Household Size	1.83	1.90	2.01
2030 Households	19,982	66,401	103,062
2030 Average Household Size	1.77	1.85	1.96
2025-2030 Annual Rate	0.99%	0.75%	0.51%
2010 Families	6,107	21,742	41,527
2010 Average Family Size	2.74	3.01	3.13
2025 Families	6,735	22,598	40,143
2025 Average Family Size	2.60	2.86	2.97
2030 Families	6,971	23,049	40,569
2030 Average Family Size	2.54	2.79	2.91
2025-2030 Annual Rate	0.69%	0.40%	0.21%
Housing Unit Summary			
2000 Housing Units	16,902	61,393	112,583
Owner Occupied Housing Units	37.3%	35.6%	33.0%
Renter Occupied Housing Units	44.2%	46.7%	47.8%
Vacant Housing Units	18.4%	17.6%	19.1%
2010 Housing Units	19,035	64,920	113,223
Owner Occupied Housing Units	38.4%	32.1%	30.0%
Renter Occupied Housing Units	44.7%	49.6%	49.7%
Vacant Housing Units	16.9%	18.3%	20.3%
2020 Housing Units	21,787	72,645	116,913
Owner Occupied Housing Units	34.4%	28.5%	27.6%
Renter Occupied Housing Units	51.3%	56.6%	56.1%
Vacant Housing Units	14.6%	15.0%	16.3%
2025 Housing Units	22,577	76,502	121,075
Owner Occupied Housing Units	35.2%	28.8%	28.4%
Renter Occupied Housing Units	49.0%	54.9%	54.5%
Vacant Housing Units	15.8%	16.4%	17.0%
2030 Housing Units	23,197	78,351	123,219
Owner Occupied Housing Units	35.8%	29.6%	29.5%
Renter Occupied Housing Units	50.3%	55.1%	54.1%
Vacant Housing Units	13.9%	15.3%	16.4%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

732 S Broadway, Baltimore, Maryland, 21231
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28266
Longitude: -76.59364

	1 mile	2 miles	3 miles
2025 Households by Income			
Household Income Base	19,020	63,968	100,437
<\$15,000	10.1%	14.3%	18.0%
\$15,000 - \$24,999	3.7%	6.0%	7.3%
\$25,000 - \$34,999	3.9%	5.0%	6.1%
\$35,000 - \$49,999	5.9%	7.7%	9.3%
\$50,000 - \$74,999	11.7%	15.0%	15.3%
\$75,000 - \$99,999	9.4%	10.1%	9.7%
\$100,000 - \$149,999	16.3%	15.1%	13.5%
\$150,000 - \$199,999	18.4%	13.3%	10.7%
\$200,000+	20.5%	13.5%	10.2%
Average Household Income	\$141,029	\$110,611	\$94,343
2030 Households by Income			
Household Income Base	19,982	66,393	103,046
<\$15,000	9.6%	13.7%	17.2%
\$15,000 - \$24,999	3.1%	5.2%	6.3%
\$25,000 - \$34,999	3.3%	4.4%	5.5%
\$35,000 - \$49,999	5.2%	7.0%	8.5%
\$50,000 - \$74,999	10.5%	14.3%	14.8%
\$75,000 - \$99,999	8.7%	9.6%	9.5%
\$100,000 - \$149,999	15.5%	15.0%	13.7%
\$150,000 - \$199,999	18.5%	13.9%	11.5%
\$200,000+	25.6%	16.8%	13.0%
Average Household Income	\$153,841	\$120,589	\$103,705
2025 Owner Occupied Housing Units by Value			
Total	7,955	21,978	34,410
<\$50,000	0.5%	3.3%	7.2%
\$50,000 - \$99,999	0.2%	3.5%	6.7%
\$100,000 - \$149,999	0.5%	3.3%	7.9%
\$150,000 - \$199,999	2.2%	4.2%	5.7%
\$200,000 - \$249,999	6.7%	8.4%	9.2%
\$250,000 - \$299,999	10.4%	12.7%	10.2%
\$300,000 - \$399,999	29.6%	27.5%	23.6%
\$400,000 - \$499,999	19.4%	17.3%	14.0%
\$500,000 - \$749,999	22.0%	15.8%	12.0%
\$750,000 - \$999,999	5.1%	2.4%	1.9%
\$1,000,000 - \$1,499,999	2.9%	1.2%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.4%	0.2%	0.4%
Average Home Value	\$468,461	\$385,307	\$336,517
2030 Owner Occupied Housing Units by Value			
Total	8,304	23,177	36,345
<\$50,000	0.2%	3.6%	7.7%
\$50,000 - \$99,999	0.0%	2.4%	5.0%
\$100,000 - \$149,999	0.0%	1.7%	4.7%
\$150,000 - \$199,999	0.5%	2.5%	4.0%
\$200,000 - \$249,999	1.8%	5.0%	6.3%
\$250,000 - \$299,999	3.9%	6.6%	6.0%
\$300,000 - \$399,999	19.4%	22.2%	21.2%
\$400,000 - \$499,999	22.4%	21.6%	17.9%
\$500,000 - \$749,999	36.7%	26.8%	20.4%
\$750,000 - \$999,999	9.5%	4.8%	3.8%
\$1,000,000 - \$1,499,999	4.8%	2.3%	2.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.5%	0.4%	0.6%
Average Home Value	\$571,098	\$463,199	\$407,717

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

732 S Broadway, Baltimore, Maryland, 21231
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28266
Longitude: -76.59364

	1 mile	2 miles	3 miles
Median Household Income			
2025	\$113,198	\$79,082	\$64,884
2030	\$127,202	\$87,455	\$70,692
Median Home Value			
2025	\$399,597	\$353,107	\$313,204
2030	\$511,487	\$427,798	\$376,436
Per Capita Income			
2025	\$75,909	\$56,497	\$45,705
2030	\$85,372	\$63,344	\$51,506
Median Age			
2010	32.8	32.0	32.5
2020	32.9	32.6	33.3
2025	33.8	33.3	34.1
2030	34.6	33.8	34.9
2020 Population by Age			
Total	36,231	126,395	211,219
0 - 4	4.8%	5.0%	5.4%
5 - 9	3.3%	4.0%	4.9%
10 - 14	3.1%	3.7%	4.7%
15 - 24	10.1%	12.0%	12.6%
25 - 34	35.4%	32.4%	26.6%
35 - 44	15.5%	14.9%	14.4%
45 - 54	9.2%	9.0%	9.6%
55 - 64	9.0%	9.2%	10.8%
65 - 74	6.5%	6.4%	7.1%
75 - 84	2.5%	2.6%	2.9%
85 +	0.7%	0.8%	1.0%
18 +	87.3%	85.3%	82.4%
2025 Population by Age			
Total	35,286	125,406	207,703
0 - 4	4.6%	4.7%	5.1%
5 - 9	3.5%	3.9%	4.6%
10 - 14	2.9%	3.4%	4.4%
15 - 24	9.6%	11.7%	12.5%
25 - 34	33.3%	31.4%	25.5%
35 - 44	17.6%	16.2%	15.6%
45 - 54	9.3%	8.9%	9.5%
55 - 64	8.3%	8.4%	9.8%
65 - 74	6.9%	7.0%	8.1%
75 - 84	3.3%	3.4%	3.7%
85 +	0.8%	1.0%	1.1%
18 +	87.5%	86.1%	83.3%
2030 Population by Age			
Total	35,950	126,546	207,830
0 - 4	4.4%	4.6%	5.0%
5 - 9	3.1%	3.5%	4.3%
10 - 14	3.1%	3.4%	4.2%
15 - 24	10.5%	11.9%	12.6%
25 - 34	30.1%	29.8%	24.2%
35 - 44	18.3%	16.7%	16.0%
45 - 54	10.5%	9.7%	10.5%
55 - 64	8.0%	7.9%	8.9%
65 - 74	7.0%	7.2%	8.4%
75 - 84	3.8%	4.1%	4.6%
85 +	1.1%	1.2%	1.3%
18 +	88.0%	86.6%	84.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

732 S Broadway, Baltimore, Maryland, 21231
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28266
Longitude: -76.59364

	1 mile	2 miles	3 miles
2020 Population by Sex			
Males	17,619	62,381	101,936
Females	18,612	64,014	109,283
2025 Population by Sex			
Males	17,430	62,757	101,683
Females	17,856	62,650	106,021
2030 Population by Sex			
Males	17,704	63,141	101,470
Females	18,245	63,404	106,359
2010 Population by Race/Ethnicity			
Total	32,047	122,108	215,826
White Alone	66.1%	45.9%	34.8%
Black Alone	23.5%	44.0%	56.5%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	4.1%	3.6%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	3.6%	3.2%
Two or More Races	2.3%	2.3%	2.2%
Hispanic Origin	8.3%	8.0%	6.7%
Diversity Index	58.1	65.3	61.3
2020 Population by Race/Ethnicity			
Total	36,231	126,395	211,219
White Alone	63.1%	45.9%	34.9%
Black Alone	18.1%	34.4%	46.8%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	6.4%	5.6%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.5%	6.6%	7.0%
Two or More Races	7.5%	6.9%	6.5%
Hispanic Origin	9.4%	11.6%	11.4%
Diversity Index	63.3	72.9	72.0
2025 Population by Race/Ethnicity			
Total	35,285	125,406	207,703
White Alone	62.0%	45.3%	34.4%
Black Alone	17.5%	33.7%	46.0%
American Indian Alone	0.5%	0.7%	0.6%
Asian Alone	6.9%	6.0%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	6.7%	7.3%
Two or More Races	8.2%	7.6%	7.0%
Hispanic Origin	10.1%	12.1%	12.2%
Diversity Index	64.9	73.8	73.1
2030 Population by Race/Ethnicity			
Total	35,948	126,545	207,829
White Alone	60.0%	43.7%	33.1%
Black Alone	17.8%	33.8%	46.0%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	7.6%	6.6%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	7.0%	7.7%
Two or More Races	8.9%	8.1%	7.5%
Hispanic Origin	10.7%	12.8%	12.9%
Diversity Index	67.1	75.0	74.0

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2020 Population by Relationship and Household Type			
Total	36,231	126,395	211,219
In Households	98.6%	96.8%	97.4%
Householder	51.4%	48.8%	46.3%
Opposite-Sex Spouse	12.5%	9.7%	8.7%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	5.5%	4.9%	4.3%
Same-Sex Unmarried Partner	0.4%	0.5%	0.4%
Biological Child	14.4%	16.6%	20.3%
Adopted Child	0.2%	0.2%	0.3%
Stepchild	0.3%	0.4%	0.6%
Grandchild	1.0%	2.0%	2.9%
Brother or Sister	1.1%	1.6%	1.9%
Parent	0.6%	0.8%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.9%	1.6%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	9.5%	9.0%	7.9%
In Group Quarters	1.4%	3.2%	2.6%
Institutionalized	0.0%	2.1%	1.4%
Noninstitutionalized	1.4%	1.0%	1.2%
2025 Population 25+ by Educational Attainment			
Total	28,042	95,700	152,396
Less than 9th Grade	1.9%	2.9%	4.1%
9th - 12th Grade, No Diploma	2.6%	5.7%	7.7%
High School Graduate	9.7%	15.1%	20.5%
GED/Alternative Credential	2.7%	3.4%	4.7%
Some College, No Degree	8.6%	10.6%	12.6%
Associate Degree	3.1%	4.5%	4.7%
Bachelor's Degree	34.7%	28.5%	22.7%
Graduate/Professional Degree	36.6%	29.2%	22.9%
2025 Population 15+ by Marital Status			
Total	31,433	110,397	178,341
Never Married	52.3%	58.0%	58.2%
Married	37.2%	30.2%	28.2%
Widowed	2.4%	3.6%	4.5%
Divorced	8.0%	8.3%	9.2%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	24,661	78,218	116,983
Population 16+ Employed	97.5%	96.8%	95.6%
Population 16+ Unemployment rate	2.5%	3.2%	4.4%
Population 16-24 Employed	9.8%	11.4%	11.9%
Population 16-24 Unemployment rate	3.7%	6.8%	9.0%
Population 25-54 Employed	76.6%	76.0%	73.7%
Population 25-54 Unemployment rate	1.9%	2.1%	3.1%
Population 55-64 Employed	9.2%	8.6%	9.8%
Population 55-64 Unemployment rate	3.1%	5.5%	5.9%
Population 65+ Employed	4.4%	4.0%	4.6%
Population 65+ Unemployment rate	8.1%	8.5%	7.7%

	1 mile	2 miles	3 miles
2025 Employed Population 16+ by Industry			
Total	24,047	75,685	111,881
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.8%	4.6%	5.0%
Manufacturing	4.7%	4.6%	4.8%
Wholesale Trade	1.0%	1.1%	1.2%
Retail Trade	4.5%	5.7%	6.8%
Transportation/Utilities	2.5%	4.2%	5.4%
Information	2.5%	2.4%	2.1%
Finance/Insurance/Real Estate	9.2%	7.3%	6.4%
Services	63.4%	62.2%	60.8%
Public Administration	8.3%	7.6%	7.4%
2025 Employed Population 16+ by Occupation			
Total	24,046	75,686	111,880
White Collar	89.3%	80.1%	72.4%
Management/Business/Financial	31.4%	25.9%	22.1%
Professional	47.0%	42.4%	36.7%
Sales	5.8%	5.5%	5.9%
Administrative Support	5.1%	6.4%	7.7%
Services	7.1%	11.3%	15.5%
Blue Collar	3.6%	8.6%	12.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.0%	2.2%	2.5%
Installation/Maintenance/Repair	0.3%	1.0%	1.3%
Production	0.9%	1.5%	2.2%
Transportation/Material Moving	1.4%	3.9%	6.1%
2020 Households by Type			
Total	18,662	61,779	97,828
Married Couple Households	25.3%	20.7%	19.5%
With Own Children <18	7.4%	6.5%	6.4%
Without Own Children <18	17.9%	14.1%	13.1%
Cohabiting Couple Households	11.5%	11.0%	10.2%
With Own Children <18	0.9%	1.5%	2.0%
Without Own Children <18	10.6%	9.5%	8.2%
Male Householder, No Spouse/Partner	28.2%	29.8%	29.0%
Living Alone	20.5%	21.8%	20.8%
65 Years and over	3.3%	3.8%	4.3%
With Own Children <18	0.9%	1.0%	1.4%
Without Own Children <18, With Relatives	2.1%	2.4%	2.8%
No Relatives Present	4.7%	4.5%	4.0%
Female Householder, No Spouse/Partner	34.9%	38.5%	41.3%
Living Alone	22.0%	22.8%	21.9%
65 Years and over	4.4%	4.9%	5.7%
With Own Children <18	3.8%	5.2%	7.4%
Without Own Children <18, With Relatives	4.2%	5.9%	8.2%
No Relatives Present	5.0%	4.5%	3.8%
2020 Households by Size			
Total	18,662	61,779	97,828
1 Person Household	42.5%	44.7%	42.7%
2 Person Household	35.8%	31.8%	30.1%
3 Person Household	12.1%	11.8%	13.0%
4 Person Household	5.5%	6.4%	7.4%
5 Person Household	2.3%	2.8%	3.6%
6 Person Household	1.0%	1.5%	1.8%
7 + Person Household	0.7%	1.1%	1.4%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

732 S Broadway, Baltimore, Maryland, 21231
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28266
Longitude: -76.59364

	1 mile	2 miles	3 miles
2020 Households by Tenure and Mortgage Status			
Total	18,662	61,779	97,828
Owner Occupied	40.1%	33.5%	33.0%
Owned with a Mortgage/Loan	32.5%	26.5%	24.8%
Owned Free and Clear	7.6%	6.9%	8.2%
Renter Occupied	59.9%	66.5%	67.0%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	78	71
Percent of Income for Mortgage	22.1%	27.9%	30.2%
Wealth Index	90	66	56
2020 Housing Units By Urban/ Rural Status			
Total	21,787	72,645	116,913
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	36,231	126,395	211,219
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.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Laptops and Lattes (D5)	Metro Renters (D4)	Metro Renters (D4)
2.	Metro Renters (D4)	Laptops and Lattes (D5)	Laptops and Lattes (D5)
3.	Emerging Hub (D1)	Social Security Set (A3)	Modest Income Homes (E1)
2025 Consumer Spending			
Apparel & Services: Total \$	\$61,568,388	\$163,520,339	\$218,737,975
Average Spent	\$3,237.03	\$2,555.96	\$2,177.52
Spending Potential Index	132	104	89
Education: Total \$	\$44,548,344	\$116,163,405	\$153,421,112
Average Spent	\$2,342.18	\$1,815.73	\$1,527.29
Spending Potential Index	131	102	86
Entertainment/Recreation: Total \$	\$91,035,198	\$242,709,076	\$328,629,354
Average Spent	\$4,786.29	\$3,793.75	\$3,271.47
Spending Potential Index	116	92	80
Food at Home: Total \$	\$175,177,186	\$475,079,486	\$647,134,968
Average Spent	\$9,210.16	\$7,425.90	\$6,442.17
Spending Potential Index	124	100	87
Food Away from Home: Total \$	\$102,496,363	\$269,595,920	\$356,338,709
Average Spent	\$5,388.87	\$4,214.02	\$3,547.32
Spending Potential Index	131	102	86
Health Care: Total \$	\$154,255,469	\$427,028,250	\$599,943,304
Average Spent	\$8,110.17	\$6,674.82	\$5,972.38
Spending Potential Index	105	86	77
HH Furnishings & Equipment: Total \$	\$64,401,781	\$172,346,686	\$233,868,408
Average Spent	\$3,386.00	\$2,693.93	\$2,328.14
Spending Potential Index	116	93	80
Personal Care Products & Services: Total \$	\$25,228,681	\$67,324,404	\$90,107,842
Average Spent	\$1,326.43	\$1,052.34	\$897.01
Spending Potential Index	127	100	86
Shelter: Total \$	\$651,377,432	\$1,716,153,193	\$2,276,092,327
Average Spent	\$34,246.97	\$26,824.95	\$22,658.28
Spending Potential Index	129	101	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$60,356,526	\$163,986,334	\$229,660,354
Average Spent	\$3,173.32	\$2,563.25	\$2,286.25
Spending Potential Index	96	78	69
Travel: Total \$	\$81,322,687	\$208,837,975	\$275,862,145
Average Spent	\$4,275.64	\$3,264.32	\$2,746.18
Spending Potential Index	118	90	76
Vehicle Maintenance & Repairs: Total \$	\$29,363,935	\$80,860,839	\$111,260,902
Average Spent	\$1,543.85	\$1,263.92	\$1,107.59
Spending Potential Index	114	94	82

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.