



Market Profile

1041 Marshall St, Baltimore, Maryland, 21230
 Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri
 Latitude: 39.27721
 Longitude: -76.61291

	0.5 miles	1 mile	1.5 miles
Population Summary			
2010 Total Population	11,945	23,955	54,569
2020 Total Population	14,200	30,269	60,483
2020 Group Quarters	63	532	1,684
2024 Total Population	13,761	31,497	62,090
2024 Group Quarters	63	526	1,687
2029 Total Population	13,733	32,738	63,741
2024-2029 Annual Rate	-0.04%	0.78%	0.53%
2024 Total Daytime Population	12,386	98,699	156,530
Workers	8,498	89,667	134,571
Residents	3,888	9,032	21,959
Household Summary			
2010 Households	6,124	12,825	26,457
2010 Average Household Size	1.94	1.83	1.91
2020 Total Households	7,500	17,208	32,741
2020 Average Household Size	1.88	1.73	1.80
2024 Households	7,382	18,179	33,843
2024 Average Household Size	1.86	1.70	1.78
2029 Households	7,535	19,481	35,886
2029 Average Household Size	1.81	1.65	1.73
2024-2029 Annual Rate	0.41%	1.39%	1.18%
2010 Families	2,139	4,225	9,326
2010 Average Family Size	2.62	2.56	2.78
2024 Families	2,437	5,306	10,460
2024 Average Family Size	2.77	2.59	2.77
2029 Families	2,444	5,579	10,953
2029 Average Family Size	2.73	2.53	2.69
2024-2029 Annual Rate	0.06%	1.01%	0.93%
Housing Unit Summary			
2000 Housing Units	6,316	11,798	26,679
Owner Occupied Housing Units	50.6%	43.8%	32.1%
Renter Occupied Housing Units	40.7%	42.2%	53.0%
Vacant Housing Units	8.7%	14.0%	14.9%
2010 Housing Units	7,022	15,237	31,748
Owner Occupied Housing Units	45.2%	36.6%	29.2%
Renter Occupied Housing Units	42.0%	47.5%	54.1%
Vacant Housing Units	12.8%	15.8%	16.7%
2020 Housing Units	8,643	20,122	38,619
Owner Occupied Housing Units	35.7%	28.0%	24.0%
Renter Occupied Housing Units	51.0%	57.6%	60.8%
Vacant Housing Units	13.2%	14.5%	15.2%
2024 Housing Units	8,566	22,050	41,171
Owner Occupied Housing Units	37.9%	27.2%	23.9%
Renter Occupied Housing Units	48.3%	55.2%	58.3%
Vacant Housing Units	13.8%	17.6%	17.8%
2029 Housing Units	8,742	22,951	42,529
Owner Occupied Housing Units	39.5%	28.2%	24.9%
Renter Occupied Housing Units	46.7%	56.7%	59.5%
Vacant Housing Units	13.8%	15.1%	15.6%

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.

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2024 Households by Income			
Household Income Base	7,382	18,179	33,839
<\$15,000	7.5%	7.5%	13.7%
\$15,000 - \$24,999	5.0%	5.3%	6.6%
\$25,000 - \$34,999	2.5%	3.5%	4.7%
\$35,000 - \$49,999	4.6%	6.5%	7.6%
\$50,000 - \$74,999	9.8%	13.6%	13.4%
\$75,000 - \$99,999	11.4%	12.1%	10.7%
\$100,000 - \$149,999	21.6%	19.9%	16.6%
\$150,000 - \$199,999	12.2%	11.9%	10.0%
\$200,000+	25.4%	19.9%	16.7%
Average Household Income	\$165,454	\$146,164	\$126,644
2029 Households by Income			
Household Income Base	7,535	19,481	35,882
<\$15,000	7.0%	7.0%	13.2%
\$15,000 - \$24,999	4.2%	4.2%	5.5%
\$25,000 - \$34,999	2.0%	2.9%	4.0%
\$35,000 - \$49,999	3.7%	5.4%	6.5%
\$50,000 - \$74,999	8.3%	12.2%	12.0%
\$75,000 - \$99,999	10.9%	11.8%	10.7%
\$100,000 - \$149,999	21.0%	19.6%	16.7%
\$150,000 - \$199,999	13.3%	13.1%	11.2%
\$200,000+	29.4%	23.7%	20.1%
Average Household Income	\$186,869	\$166,702	\$145,342
2024 Owner Occupied Housing Units by Value			
Total	3,246	5,993	9,835
<\$50,000	0.5%	0.6%	1.2%
\$50,000 - \$99,999	0.0%	0.2%	0.9%
\$100,000 - \$149,999	0.7%	0.8%	2.1%
\$150,000 - \$199,999	1.0%	2.1%	3.3%
\$200,000 - \$249,999	4.1%	5.6%	7.1%
\$250,000 - \$299,999	8.7%	10.0%	10.4%
\$300,000 - \$399,999	24.9%	29.1%	30.6%
\$400,000 - \$499,999	26.2%	21.6%	18.0%
\$500,000 - \$749,999	27.2%	24.5%	20.7%
\$750,000 - \$999,999	3.2%	2.7%	3.4%
\$1,000,000 - \$1,499,999	3.3%	2.6%	1.9%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.1%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$486,334	\$460,047	\$432,192
2029 Owner Occupied Housing Units by Value			
Total	3,453	6,454	10,577
<\$50,000	0.1%	0.2%	0.9%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.1%	0.2%	0.8%
\$150,000 - \$199,999	0.2%	0.8%	1.4%
\$200,000 - \$249,999	1.1%	2.2%	3.2%
\$250,000 - \$299,999	3.4%	5.3%	5.9%
\$300,000 - \$399,999	16.2%	20.5%	24.4%
\$400,000 - \$499,999	26.2%	22.7%	19.3%
\$500,000 - \$749,999	43.4%	39.5%	34.3%
\$750,000 - \$999,999	5.0%	4.5%	6.1%
\$1,000,000 - \$1,499,999	4.2%	3.9%	3.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$557,255	\$533,993	\$510,768

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.



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Median Household Income			
2024	\$116,260	\$102,688	\$83,024
2029	\$127,948	\$112,157	\$94,475
Median Home Value			
2024	\$439,000	\$407,799	\$381,631
2029	\$515,771	\$491,655	\$467,419
Per Capita Income			
2024	\$89,293	\$82,732	\$69,044
2029	\$103,227	\$97,255	\$81,826
Median Age			
2010	32.2	31.5	31.8
2020	31.6	31.7	32.3
2024	32.3	32.5	33.0
2029	33.3	33.8	34.4
2020 Population by Age			
Total	14,200	30,269	60,483
0 - 4	3.6%	3.6%	4.1%
5 - 9	2.4%	2.4%	3.2%
10 - 14	1.9%	1.9%	3.1%
15 - 24	13.5%	13.2%	12.7%
25 - 34	38.7%	39.6%	35.0%
35 - 44	12.1%	14.1%	14.6%
45 - 54	7.4%	8.2%	8.9%
55 - 64	8.2%	7.9%	9.0%
65 - 74	7.6%	5.9%	6.3%
75 - 84	3.5%	2.6%	2.6%
85 +	1.0%	0.8%	0.7%
18 +	91.0%	91.2%	88.0%
2024 Population by Age			
Total	13,763	31,497	62,088
0 - 4	3.6%	3.6%	4.1%
5 - 9	2.1%	2.3%	3.1%
10 - 14	1.5%	1.6%	2.6%
15 - 24	9.2%	9.6%	10.5%
25 - 34	44.7%	43.0%	36.8%
35 - 44	13.7%	16.4%	16.7%
45 - 54	6.4%	7.5%	8.4%
55 - 64	6.9%	6.9%	8.1%
65 - 74	7.0%	5.5%	6.0%
75 - 84	4.0%	2.9%	2.8%
85 +	1.0%	0.8%	0.8%
18 +	91.9%	91.6%	88.5%
2029 Population by Age			
Total	13,736	32,738	63,740
0 - 4	3.4%	3.4%	3.9%
5 - 9	2.2%	2.4%	3.2%
10 - 14	1.6%	1.9%	2.9%
15 - 24	8.2%	9.3%	10.3%
25 - 34	41.0%	37.5%	31.4%
35 - 44	17.0%	19.7%	19.7%
45 - 54	6.9%	8.5%	9.7%
55 - 64	6.5%	6.8%	7.8%
65 - 74	7.2%	5.9%	6.6%
75 - 84	4.7%	3.6%	3.6%
85 +	1.2%	1.0%	1.0%
18 +	91.8%	91.2%	88.3%

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

November 21, 2024



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2020 Population by Sex			
Males	7,268	15,290	29,859
Females	6,932	14,979	30,624
2024 Population by Sex			
Males	7,232	16,263	31,236
Females	6,529	15,234	30,854
2029 Population by Sex			
Males	7,172	16,761	31,813
Females	6,561	15,977	31,927
2010 Population by Race/Ethnicity			
Total	11,944	23,954	54,569
White Alone	83.5%	75.1%	55.5%
Black Alone	10.5%	15.4%	34.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.2%	6.0%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.8%	1.1%	1.9%
Two or More Races	1.6%	2.1%	2.3%
Hispanic Origin	3.0%	3.7%	5.1%
Diversity Index	33.2	45.1	61.1
2020 Population by Race/Ethnicity			
Total	14,200	30,269	60,483
White Alone	76.6%	66.4%	53.5%
Black Alone	10.4%	16.3%	29.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	4.8%	8.2%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.8%	3.0%
Two or More Races	6.7%	7.0%	6.9%
Hispanic Origin	5.0%	5.6%	6.9%
Diversity Index	45.3	57.1	66.7
2024 Population by Race/Ethnicity			
Total	13,761	31,498	62,091
White Alone	75.2%	63.9%	51.5%
Black Alone	10.7%	16.9%	29.5%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	5.0%	8.8%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.1%	3.2%
Two or More Races	7.4%	8.1%	7.7%
Hispanic Origin	5.6%	6.8%	7.8%
Diversity Index	47.6	60.6	68.8
2029 Population by Race/Ethnicity			
Total	13,734	32,738	63,740
White Alone	73.3%	61.4%	49.4%
Black Alone	11.3%	17.4%	30.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	5.5%	9.4%	8.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.4%	3.5%
Two or More Races	8.1%	9.1%	8.4%
Hispanic Origin	6.2%	7.9%	8.6%
Diversity Index	50.5	63.7	70.6

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	14,200	30,269	60,483
In Households	99.6%	98.2%	97.2%
Householder	53.1%	55.4%	53.9%
Opposite-Sex Spouse	13.2%	11.9%	10.1%
Same-Sex Spouse	0.4%	0.5%	0.4%
Opposite-Sex Unmarried Partner	6.0%	5.7%	5.1%
Same-Sex Unmarried Partner	0.3%	0.5%	0.5%
Biological Child	10.2%	10.1%	13.6%
Adopted Child	0.2%	0.2%	0.2%
Stepchild	0.2%	0.2%	0.3%
Grandchild	0.6%	0.6%	1.1%
Brother or Sister	0.7%	0.9%	1.1%
Parent	0.3%	0.4%	0.6%
Parent-in-law	0.0%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.1%	0.1%
Other Relatives	0.5%	0.5%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	13.8%	11.2%	9.2%
In Group Quarters	0.4%	1.8%	2.8%
Institutionalized	0.0%	0.0%	0.7%
Noninstitutionalized	0.4%	1.8%	2.1%
2024 Population 25+ by Educational Attainment			
Total	11,504	26,113	49,439
Less than 9th Grade	1.3%	1.2%	1.8%
9th - 12th Grade, No Diploma	2.9%	2.5%	4.4%
High School Graduate	4.8%	6.1%	10.5%
GED/Alternative Credential	2.2%	2.4%	3.2%
Some College, No Degree	7.8%	9.4%	11.5%
Associate Degree	2.6%	2.9%	3.3%
Bachelor's Degree	42.4%	40.2%	34.2%
Graduate/Professional Degree	35.9%	35.3%	31.0%
2024 Population 15+ by Marital Status			
Total	12,763	29,126	55,929
Never Married	49.3%	55.7%	58.7%
Married	39.7%	33.6%	29.7%
Widowed	3.1%	2.1%	2.7%
Divorced	7.9%	8.7%	8.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,052	22,932	41,122
Population 16+ Employed	99.3%	98.7%	97.9%
Population 16+ Unemployment rate	0.7%	1.3%	2.1%
Population 16-24 Employed	10.4%	9.7%	9.5%
Population 16-24 Unemployment rate	0.3%	3.9%	4.3%
Population 25-54 Employed	78.9%	80.3%	79.3%
Population 25-54 Unemployment rate	0.6%	0.8%	1.6%
Population 55-64 Employed	6.5%	6.8%	8.2%
Population 55-64 Unemployment rate	2.7%	1.9%	2.8%
Population 65+ Employed	4.1%	3.3%	3.1%
Population 65+ Unemployment rate	0.0%	2.4%	8.4%



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2024 Employed Population 16+ by Industry			
Total	9,980	22,643	40,239
Agriculture/Mining	0.1%	0.1%	0.0%
Construction	4.0%	3.7%	3.9%
Manufacturing	4.6%	4.3%	4.5%
Wholesale Trade	1.1%	0.9%	0.9%
Retail Trade	5.4%	4.5%	5.1%
Transportation/Utilities	3.9%	4.0%	4.3%
Information	2.3%	2.6%	2.7%
Finance/Insurance/Real Estate	8.3%	7.0%	7.2%
Services	63.9%	64.9%	64.0%
Public Administration	6.4%	8.0%	7.5%
2024 Employed Population 16+ by Occupation			
Total	9,981	22,643	40,239
White Collar	89.9%	88.4%	85.9%
Management/Business/Financial	36.9%	31.8%	28.3%
Professional	44.2%	47.1%	46.4%
Sales	4.7%	4.4%	5.0%
Administrative Support	4.0%	5.2%	6.2%
Services	6.9%	6.9%	8.5%
Blue Collar	3.2%	4.7%	5.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.4%	0.6%	0.9%
Installation/Maintenance/Repair	0.7%	0.9%	1.1%
Production	0.6%	0.6%	0.8%
Transportation/Material Moving	1.5%	2.5%	2.8%
2020 Households by Type			
Total	7,500	17,208	32,741
Married Couple Households	25.8%	22.3%	19.5%
With Own Children <18	7.0%	5.8%	5.4%
Without Own Children <18	18.8%	16.5%	14.1%
Cohabiting Couple Households	12.1%	11.2%	10.3%
With Own Children <18	0.7%	0.7%	1.0%
Without Own Children <18	11.3%	10.5%	9.3%
Male Householder, No Spouse/Partner	30.7%	32.6%	32.2%
Living Alone	21.1%	24.5%	24.7%
65 Years and over	4.2%	3.0%	3.9%
With Own Children <18	0.6%	0.7%	0.9%
Without Own Children <18, With Relatives	1.9%	1.7%	2.0%
No Relatives Present	7.1%	5.6%	4.7%
Female Householder, No Spouse/Partner	31.4%	33.9%	37.9%
Living Alone	20.2%	23.4%	24.7%
65 Years and over	6.4%	4.2%	4.9%
With Own Children <18	1.8%	2.1%	4.4%
Without Own Children <18, With Relatives	3.2%	3.1%	4.3%
No Relatives Present	6.3%	5.3%	4.5%
2020 Households by Size			
Total	7,500	17,208	32,741
1 Person Household	41.3%	47.9%	49.4%
2 Person Household	37.8%	34.1%	31.4%
3 Person Household	12.0%	10.4%	10.4%
4 Person Household	6.3%	5.0%	5.1%
5 Person Household	1.7%	1.5%	2.1%
6 Person Household	0.5%	0.7%	0.9%
7 + Person Household	0.4%	0.4%	0.5%

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2020 Households by Tenure and Mortgage Status			
Total	7,500	17,208	32,741
Owner Occupied	41.2%	32.7%	28.3%
Owned with a Mortgage/Loan	32.9%	26.3%	22.7%
Owned Free and Clear	8.3%	6.4%	5.6%
Renter Occupied	58.8%	67.3%	71.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	92	79
Percent of Income for Mortgage	23.6%	24.9%	28.8%
Wealth Index	108	91	77
2020 Housing Units By Urban/ Rural Status			
Total	8,643	20,122	38,619
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	14,200	30,269	60,483
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.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Retirement Communities (9E)	Emerald City (8B)	Emerald City (8B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$28,061,488	\$61,547,284	\$101,088,756
Average Spent	\$3,801.34	\$3,385.63	\$2,986.99
Spending Potential Index	160	142	125
Education: Total \$	\$19,994,498	\$43,680,032	\$69,894,915
Average Spent	\$2,708.55	\$2,402.77	\$2,065.27
Spending Potential Index	157	139	120
Entertainment/Recreation: Total \$	\$42,373,753	\$92,002,097	\$148,989,624
Average Spent	\$5,740.15	\$5,060.90	\$4,402.38
Spending Potential Index	140	124	108
Food at Home: Total \$	\$81,896,492	\$176,807,281	\$290,514,320
Average Spent	\$11,094.08	\$9,725.91	\$8,584.18
Spending Potential Index	152	133	118
Food Away from Home: Total \$	\$45,601,657	\$100,047,988	\$161,521,501
Average Spent	\$6,177.41	\$5,503.49	\$4,772.67
Spending Potential Index	159	141	123
Health Care: Total \$	\$72,989,641	\$156,383,058	\$259,249,108
Average Spent	\$9,887.52	\$8,602.40	\$7,660.35
Spending Potential Index	129	112	100
HH Furnishings & Equipment: Total \$	\$32,769,075	\$71,690,173	\$116,758,020
Average Spent	\$4,439.05	\$3,943.57	\$3,449.99
Spending Potential Index	140	125	109
Personal Care Products & Services: Total \$	\$11,659,155	\$25,380,569	\$40,935,396
Average Spent	\$1,579.40	\$1,396.15	\$1,209.57
Spending Potential Index	159	140	121
Shelter: Total \$	\$306,945,652	\$665,567,962	\$1,072,342,553
Average Spent	\$41,580.28	\$36,611.91	\$31,685.80
Spending Potential Index	156	137	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,386,161	\$65,251,988	\$106,431,280
Average Spent	\$4,116.25	\$3,589.42	\$3,144.85
Spending Potential Index	117	102	90
Travel: Total \$	\$32,658,084	\$71,080,932	\$113,081,511
Average Spent	\$4,424.02	\$3,910.06	\$3,341.36
Spending Potential Index	146	129	110
Vehicle Maintenance & Repairs: Total \$	\$15,409,155	\$33,618,543	\$55,527,472
Average Spent	\$2,087.40	\$1,849.31	\$1,640.74
Spending Potential Index	141	125	111

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.