Demographic and Income Profile

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.28501
Longitude: -76.76038

Summary	Census 2010	2019	2024
Population	12,382	12,622	12,718
Households	4,787	4,855	4,882
Families	3,213	3,217	3,221
Average Household Size	2.58	2.59	2.59
Owner Occupied Housing Units	3,761	3,827	3,893
Renter Occupied Housing Units	1,026	1,028	988
Median Age	42.9	44.1	44.0

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.15%	0.58%	0.77%
Households	0.11%	0.53%	0.75%
Families	0.02%	0.47%	0.68%
Owner HHs	0.34%	0.79%	0.92%
Median Household Income	1.67%	1.92%	2.70%

	2019		2024	
Households by Income	Number	Percent	Number	Percent
<$15,000	222	4.6%	199	4.1%
$15,000 - $24,999	241	5.0%	212	4.3%
$25,000 - $34,999	225	4.6%	210	4.3%
$35,000 - $49,999	473	9.7%	427	8.7%
$50,000 - $74,999	649	13.4%	587	12.0%
$75,000 - $99,999	775	16.0%	742	15.2%
$100,000 - $149,999	1,149	23.7%	1,164	23.8%
$150,000 - $199,999	632	13.0%	739	15.1%
$200,000+	487	10.0%	600	12.3%
Median Household Income	$93,603		$101,666	
Average Household Income	$112,558		$126,140	
Per Capita Income	$43,729		$48,911	

	Census 2010		2019		2024	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	702	5.7%	642	5.1%	659	5.2%
5 - 9	715	5.8%	692	5.5%	672	5.3%
10 - 14	766	6.2%	779	6.2%	721	5.7%
15 - 19	774	6.3%	705	5.6%	710	5.6%
20 - 24	660	5.3%	657	5.2%	594	4.7%
25 - 34	1,370	11.1%	1,474	11.7%	1,548	12.2%
35 - 44	1,568	12.7%	1,487	11.8%	1,621	12.7%
45 - 54	2,019	16.3%	1,655	13.1%	1,476	11.6%
55 - 64	1,753	14.2%	1,885	14.9%	1,793	14.1%
65 - 74	1,029	8.3%	1,480	11.7%	1,562	12.3%
75 - 84	745	6.0%	787	6.2%	977	7.7%
85+	281	2.3%	378	3.0%	383	3.0%

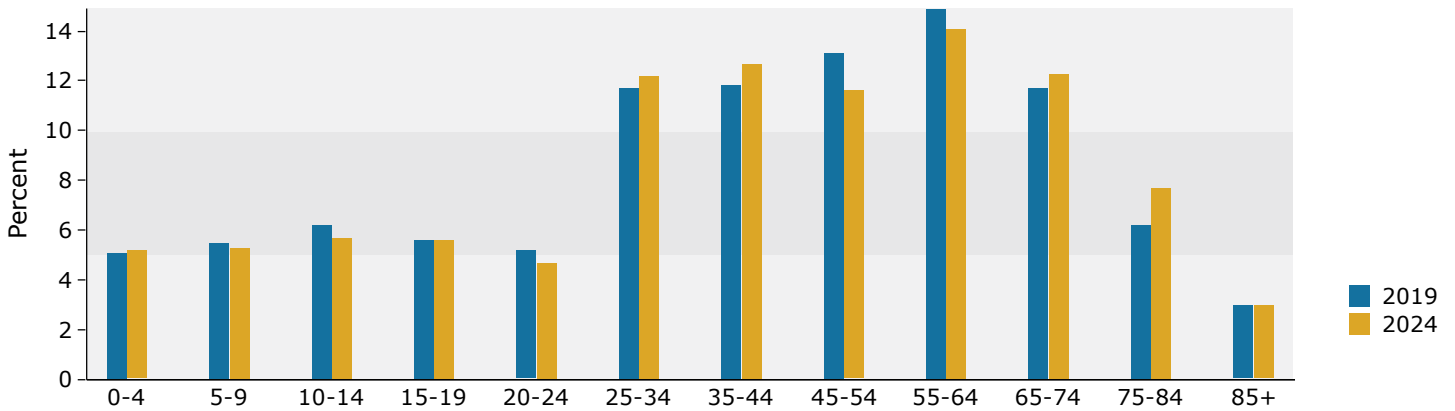|	Census 2010		2019		2024	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	7,395	59.7%	6,535	51.8%	6,023	47.4%
Black Alone	3,082	24.9%	3,665	29.0%	3,960	31.1%
American Indian Alone	31	0.3%	34	0.3%	35	0.3%
Asian Alone	1,215	9.8%	1,509	12.0%	1,682	13.2%
Pacific Islander Alone	8	0.1%	11	0.1%	13	0.1%
Some Other Race Alone	318	2.6%	444	3.5%	520	4.1%
Two or More Races	333	2.7%	424	3.4%	485	3.8%
Hispanic Origin (Any Race)	675	5.5%	958	7.6%	1,149	9.0%

Data Note: Income is expressed in current dollars.

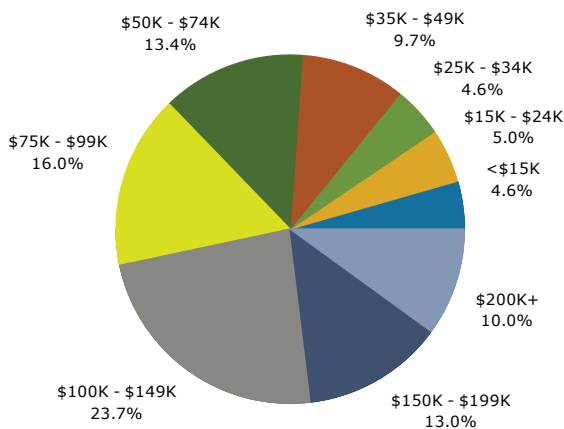**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020
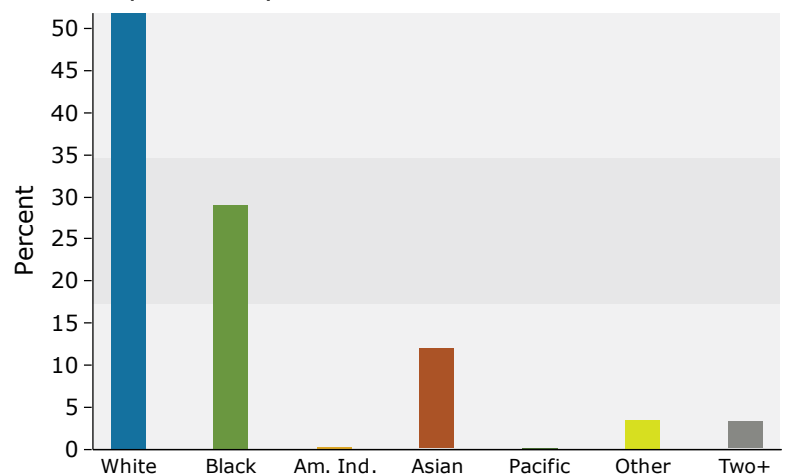
40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Ring: 1 mile radius

Trends 2019-2024

Annual Rate (in percent)

Categories: Population, Households, Families, Owner HHs, Median HH Income

Legend: Area, State, USA

Population by Age

Percent

Age groups: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+

Legend: 2019, 2024

2019 Household Income

- $50K - $74K 13.4%
- $35K - $49K 9.7%
- $25K - $34K 4.6%
- $15K - $24K 5.0%
- <$15K 4.6%
- $200K+ 10.0%
- $150K - $199K 13.0%
- $100K - $149K 23.7%
- $75K - $99K 16.0%

2019 Population by Race

Percent

Categories: White, Black, Am. Ind., Asian, Pacific, Other, Two+

2019 Percent Hispanic Origin: 7.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.
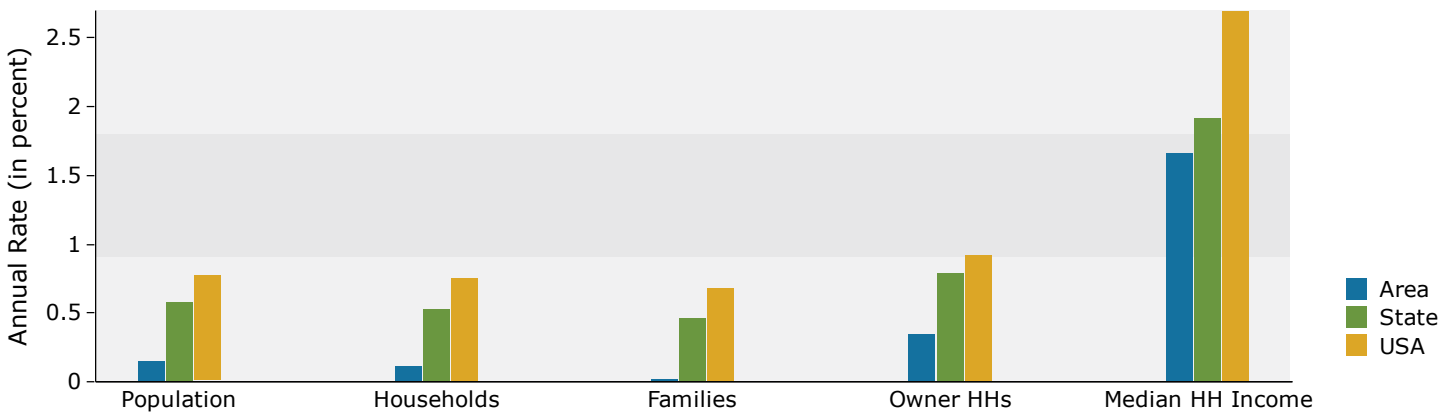
Demographic and Income Profile

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Ring: 3 mile radius

Summary	Census 2010	2019	2024
Population	87,669	90,987	92,442
Households	34,226	35,251	35,719
Families	21,981	22,404	22,630
Average Household Size	2.51	2.53	2.54
Owner Occupied Housing Units	22,530	23,413	24,165
Renter Occupied Housing Units	11,696	11,838	11,555
Median Age	38.4	39.9	40.5

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.32%	0.58%	0.77%
Households	0.26%	0.53%	0.75%
Families	0.20%	0.47%	0.68%
Owner HHs	0.63%	0.79%	0.92%
Median Household Income	1.85%	1.92%	2.70%

Households by Income	2019 Number	2019 Percent	2024 Number	2024 Percent
<$15,000	1,786	5.1%	1,576	4.4%
$15,000 - $24,999	2,034	5.8%	1,729	4.8%
$25,000 - $34,999	2,282	6.5%	2,127	6.0%
$35,000 - $49,999	3,755	10.7%	3,434	9.6%
$50,000 - $74,999	6,188	17.6%	5,759	16.1%
$75,000 - $99,999	5,168	14.7%	5,165	14.5%
$100,000 - $149,999	7,270	20.6%	7,744	21.7%
$150,000 - $199,999	3,487	9.9%	4,149	11.6%
$200,000+	3,278	9.3%	4,031	11.3%
Median Household Income	$81,144		$88,930	
Average Household Income	$104,821		$118,044	
Per Capita Income	$40,731		$45,732	

Population by Age	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
0 - 4	5,494	6.3%	5,028	5.5%	5,132	5.6%
5 - 9	5,517	6.3%	5,327	5.9%	5,217	5.6%
10 - 14	5,607	6.4%	5,644	6.2%	5,427	5.9%
15 - 19	5,714	6.5%	5,330	5.9%	5,212	5.6%
20 - 24	5,528	6.3%	5,224	5.7%	4,881	5.3%
25 - 34	11,952	13.6%	12,764	14.0%	13,110	14.2%
35 - 44	12,344	14.1%	12,040	13.2%	12,877	13.9%
45 - 54	13,862	15.8%	12,113	13.3%	11,476	12.4%
55 - 64	10,975	12.5%	12,573	13.8%	11,924	12.9%
65 - 74	5,561	6.3%	8,751	9.6%	9,661	10.5%
75 - 84	3,547	4.0%	4,223	4.6%	5,463	5.9%
85+	1,568	1.8%	1,968	2.2%	2,061	2.2%

| Race and Ethnicity	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
White Alone	41,468	47.3%	37,589	41.3%	34,989	37.8%
Black Alone	33,602	38.3%	36,904	40.6%	38,493	41.6%
American Indian Alone	275	0.3%	282	0.3%	281	0.3%
Asian Alone	8,308	9.5%	11,107	12.2%	12,900	14.0%
Pacific Islander Alone	39	0.0%	49	0.1%	54	0.1%
Some Other Race Alone	1,634	1.9%	2,166	2.4%	2,483	2.7%
Two or More Races	2,344	2.7%	2,889	3.2%	3,242	3.5%
Hispanic Origin (Any Race)	3,898	4.4%	5,283	5.8%	6,207	6.7%

Data Note: Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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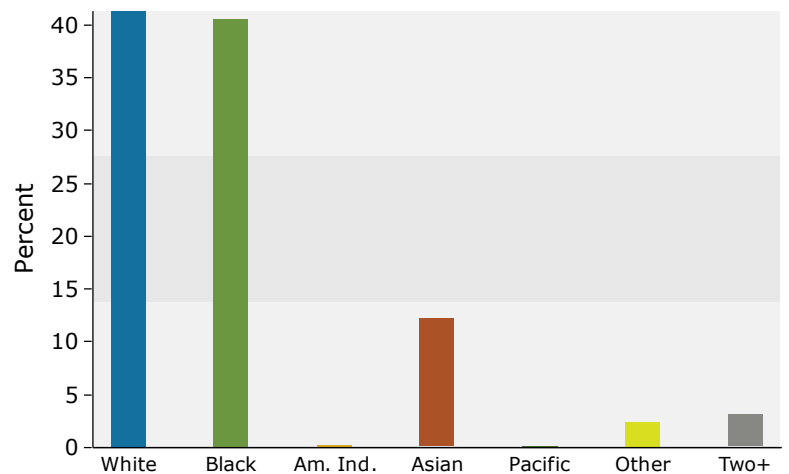
40 West Plaza
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Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28501
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Trends 2019-2024

Legend: Area, State, USA

Population by Age

Legend: 2019, 2024

2019 Household Income

- $35K - $49K 10.7%
- $25K - $34K 6.5%
- $15K - $24K 5.8%
- <$15K 5.1%
- $200K+ 9.3%
- $150K - $199K 9.9%
- $100K - $149K 20.6%
- $75K - $99K 14.7%
- $50K - $74K 17.6%

2019 Population by Race

White, Black, Am. Ind., Asian, Pacific, Other, Two+

2019 Percent Hispanic Origin: 5.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020
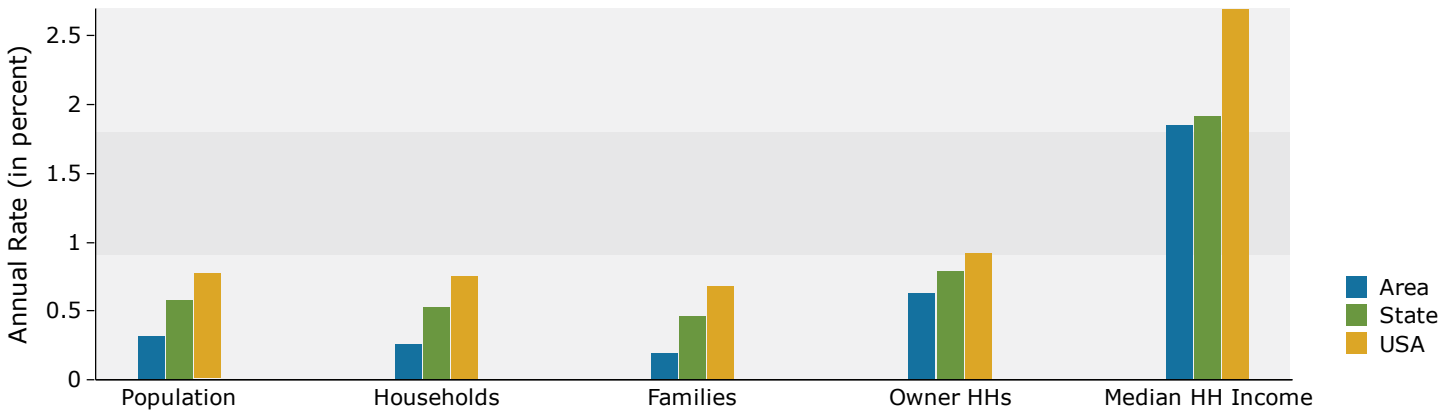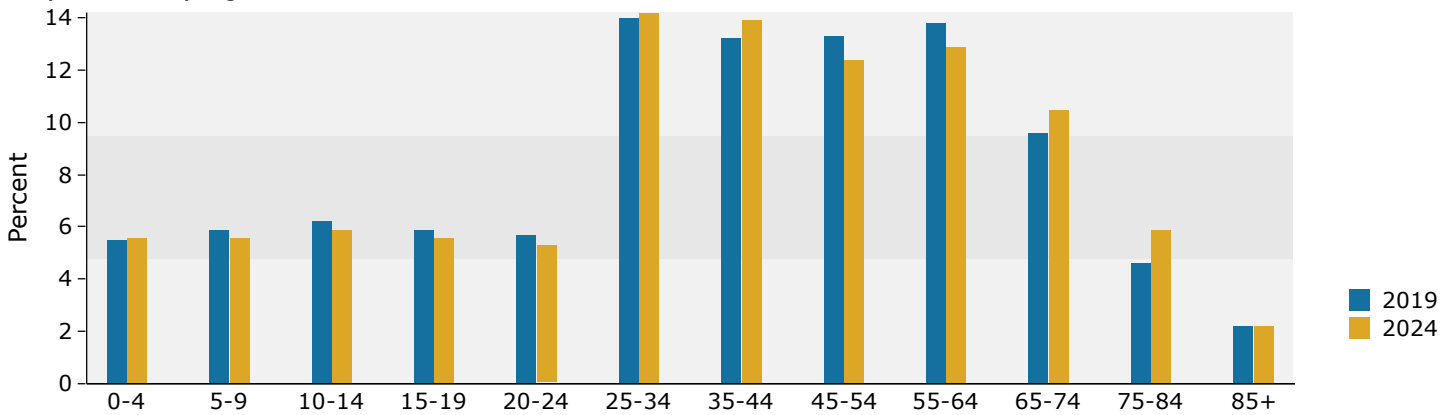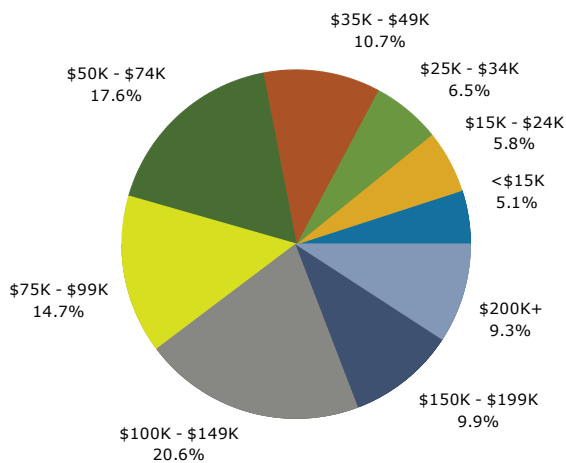
Demographic and Income Profile

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.28501
Longitude: -76.76038

Summary	Census 2010	2019	2024
Population	251,603	258,835	262,545
Households	96,063	98,010	99,011
Families	62,800	63,741	64,352
Average Household Size	2.55	2.57	2.58
Owner Occupied Housing Units	60,393	62,722	64,616
Renter Occupied Housing Units	35,670	35,288	34,395
Median Age	38.1	39.5	40.2

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.29%	0.58%	0.77%
Households	0.20%	0.53%	0.75%
Families	0.19%	0.47%	0.68%
Owner HHs	0.60%	0.79%	0.92%
Median Household Income	2.00%	1.92%	2.70%

Households by Income	2019 Number	2019 Percent	2024 Number	2024 Percent
<$15,000	7,841	8.0%	6,905	7.0%
$15,000 - $24,999	6,710	6.8%	5,712	5.8%
$25,000 - $34,999	7,254	7.4%	6,839	6.9%
$35,000 - $49,999	11,485	11.7%	10,583	10.7%
$50,000 - $74,999	16,559	16.9%	15,626	15.8%
$75,000 - $99,999	13,096	13.4%	13,277	13.4%
$100,000 - $149,999	17,057	17.4%	18,370	18.6%
$150,000 - $199,999	8,847	9.0%	10,563	10.7%
$200,000+	9,156	9.3%	11,131	11.2%
Median Household Income	$73,228		$80,845	
Average Household Income	$99,727		$112,814	
Per Capita Income	$37,905		$42,695	

Population by Age	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
0 - 4	15,614	6.2%	14,334	5.5%	14,619	5.6%
5 - 9	15,777	6.3%	15,329	5.9%	14,903	5.7%
10 - 14	16,647	6.6%	16,330	6.3%	15,843	6.0%
15 - 19	18,513	7.4%	16,912	6.5%	16,881	6.4%
20 - 24	17,643	7.0%	16,577	6.4%	15,481	5.9%
25 - 34	31,896	12.7%	34,935	13.5%	34,893	13.3%
35 - 44	33,235	13.2%	32,173	12.4%	35,203	13.4%
45 - 54	38,987	15.5%	33,600	13.0%	31,757	12.1%
55 - 64	30,222	12.0%	34,705	13.4%	33,275	12.7%
65 - 74	16,191	6.4%	24,498	9.5%	27,147	10.3%
75 - 84	11,217	4.5%	12,676	4.9%	15,761	6.0%
85+	5,661	2.2%	6,766	2.6%	6,782	2.6%

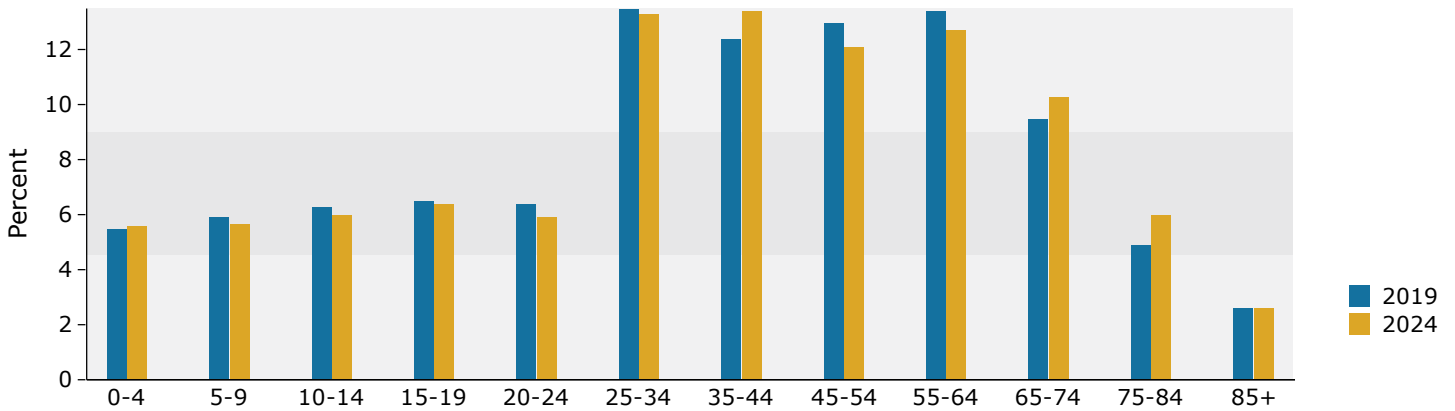| Race and Ethnicity	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
White Alone	98,694	39.2%	90,703	35.0%	85,361	32.5%
Black Alone	122,369	48.6%	126,816	49.0%	128,607	49.0%
American Indian Alone	687	0.3%	692	0.3%	692	0.3%
Asian Alone	20,484	8.1%	28,719	11.1%	34,330	13.1%
Pacific Islander Alone	109	0.0%	130	0.1%	143	0.1%
Some Other Race Alone	3,285	1.3%	4,389	1.7%	5,066	1.9%
Two or More Races	5,975	2.4%	7,385	2.9%	8,347	3.2%
Hispanic Origin (Any Race)	8,503	3.4%	11,634	4.5%	13,784	5.3%

Data Note: Income is expressed in current dollars.

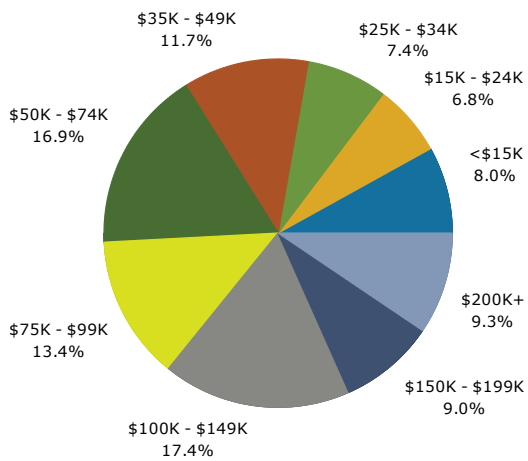**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020
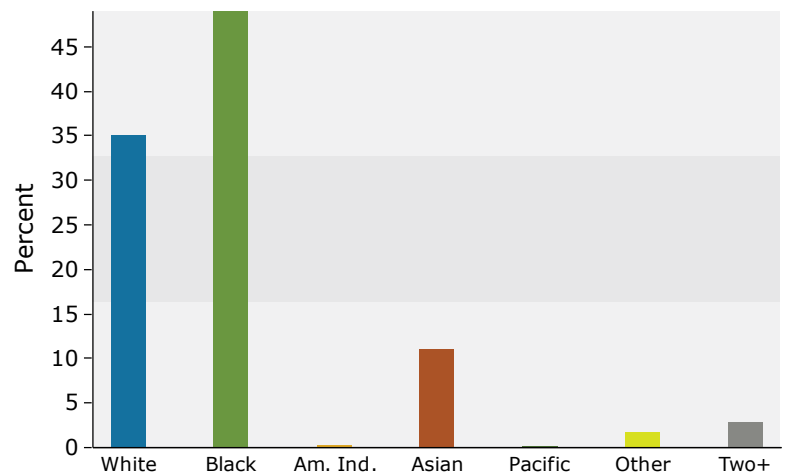
Demographic and Income Profile

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Trends 2019-2024

Bar chart of Annual Rate (in percent) by category (Population, Households, Families, Owner HHs, Median HH Income) comparing Area, State, USA.

Population by Age

Bar chart of Percent by age group (0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+) comparing 2019 and 2024.

2019 Household Income

Pie chart:
- $35K - $49K: 11.7%
- $25K - $34K: 7.4%
- $15K - $24K: 6.8%
- <$15K: 8.0%
- $200K+: 9.3%
- $150K - $199K: 9.0%
- $100K - $149K: 17.4%
- $75K - $99K: 13.4%
- $50K - $74K: 16.9%

2019 Population by Race

Bar chart of Percent by race (White, Black, Am. Ind., Asian, Pacific, Other, Two+).

2019 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,783	82,713	241,680
2010 Total Population	12,382	87,669	251,603
2019 Total Population	12,622	90,987	258,835
2019 Group Quarters	53	1,657	7,033
2024 Total Population	12,718	92,442	262,545
2019-2024 Annual Rate	0.15%	0.32%	0.29%
2019 Total Daytime Population	10,327	88,042	227,368
Workers	4,514	47,311	101,370
Residents	5,813	40,731	125,998
Household Summary			
2000 Households	4,599	32,553	92,886
2000 Average Household Size	2.55	2.49	2.53
2010 Households	4,787	34,226	96,063
2010 Average Household Size	2.58	2.51	2.55
2019 Households	4,855	35,251	98,010
2019 Average Household Size	2.59	2.53	2.57
2024 Households	4,882	35,719	99,011
2024 Average Household Size	2.59	2.54	2.58
2019-2024 Annual Rate	0.11%	0.26%	0.20%
2010 Families	3,213	21,981	62,800
2010 Average Family Size	3.15	3.12	3.13
2019 Families	3,217	22,404	63,741
2019 Average Family Size	3.20	3.17	3.17
2024 Families	3,221	22,630	64,352
2024 Average Family Size	3.21	3.18	3.19
2019-2024 Annual Rate	0.02%	0.20%	0.19%
Housing Unit Summary			
2000 Housing Units	4,690	33,866	97,864
Owner Occupied Housing Units	78.4%	63.9%	60.0%
Renter Occupied Housing Units	19.6%	32.2%	35.0%
Vacant Housing Units	1.9%	3.9%	5.1%
2010 Housing Units	4,932	36,053	103,230
Owner Occupied Housing Units	76.3%	62.5%	58.5%
Renter Occupied Housing Units	20.8%	32.4%	34.6%
Vacant Housing Units	2.9%	5.1%	6.9%
2019 Housing Units	4,978	37,253	106,293
Owner Occupied Housing Units	76.9%	62.8%	59.0%
Renter Occupied Housing Units	20.7%	31.8%	33.2%
Vacant Housing Units	2.5%	5.4%	7.8%
2024 Housing Units	4,994	37,809	108,023
Owner Occupied Housing Units	78.0%	63.9%	59.8%
Renter Occupied Housing Units	19.8%	30.6%	31.8%
Vacant Housing Units	2.2%	5.5%	8.3%
Median Household Income			
2019	$93,603	$81,144	$73,228
2024	$101,666	$88,930	$80,845
Median Home Value			
2019	$335,491	$306,312	$277,628
2024	$352,029	$342,768	$319,587
Per Capita Income			
2019	$43,729	$40,731	$37,905
2024	$48,911	$45,732	$42,695
Median Age			
2010	42.9	38.4	38.1
2019	44.1	39.9	39.5
2024	44.0	40.5	40.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020

Market Profile

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.28501
Longitude: -76.76038

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	4,855	35,247	98,006
<$15,000	4.6%	5.1%	8.0%
$15,000 - $24,999	5.0%	5.8%	6.8%
$25,000 - $34,999	4.6%	6.5%	7.4%
$35,000 - $49,999	9.7%	10.7%	11.7%
$50,000 - $74,999	13.4%	17.6%	16.9%
$75,000 - $99,999	16.0%	14.7%	13.4%
$100,000 - $149,999	23.7%	20.6%	17.4%
$150,000 - $199,999	13.0%	9.9%	9.0%
$200,000+	10.0%	9.3%	9.3%
Average Household Income	$112,558	$104,821	$99,727
2024 Households by Income			
Household Income Base	4,882	35,715	99,007
<$15,000	4.1%	4.4%	7.0%
$15,000 - $24,999	4.3%	4.8%	5.8%
$25,000 - $34,999	4.3%	6.0%	6.9%
$35,000 - $49,999	8.7%	9.6%	10.7%
$50,000 - $74,999	12.0%	16.1%	15.8%
$75,000 - $99,999	15.2%	14.5%	13.4%
$100,000 - $149,999	23.8%	21.7%	18.6%
$150,000 - $199,999	15.1%	11.6%	10.7%
$200,000+	12.3%	11.3%	11.2%
Average Household Income	$126,140	$118,044	$112,814
2019 Owner Occupied Housing Units by Value			
Total	3,827	23,409	62,713
<$50,000	0.4%	1.2%	1.9%
$50,000 - $99,999	0.3%	1.4%	5.8%
$100,000 - $149,999	1.9%	6.1%	10.2%
$150,000 - $199,999	4.2%	13.3%	13.4%
$200,000 - $249,999	10.3%	13.2%	12.9%
$250,000 - $299,999	17.2%	13.3%	10.5%
$300,000 - $399,999	44.2%	22.6%	16.0%
$400,000 - $499,999	14.5%	11.7%	10.3%
$500,000 - $749,999	6.3%	14.9%	16.5%
$750,000 - $999,999	0.1%	1.8%	1.7%
$1,000,000 - $1,499,999	0.3%	0.3%	0.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.2%	0.1%	0.4%
Average Home Value	$348,870	$346,086	$333,098
2024 Owner Occupied Housing Units by Value			
Total	3,893	24,161	64,607
<$50,000	0.2%	0.8%	1.4%
$50,000 - $99,999	0.2%	1.0%	4.7%
$100,000 - $149,999	0.9%	4.0%	7.5%
$150,000 - $199,999	2.3%	10.0%	10.5%
$200,000 - $249,999	7.2%	11.2%	11.6%
$250,000 - $299,999	14.9%	12.7%	10.8%
$300,000 - $399,999	46.9%	24.2%	17.9%
$400,000 - $499,999	17.6%	13.5%	11.5%
$500,000 - $749,999	9.0%	19.3%	20.5%
$750,000 - $999,999	0.2%	2.8%	2.5%
$1,000,000 - $1,499,999	0.4%	0.3%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.2%	0.2%	0.5%
Average Home Value	$374,101	$382,902	$370,619

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	12,382	87,670	251,602
0 - 4	5.7%	6.3%	6.2%
5 - 9	5.8%	6.3%	6.3%
10 - 14	6.2%	6.4%	6.6%
15 - 24	11.6%	12.8%	14.4%
25 - 34	11.1%	13.6%	12.7%
35 - 44	12.7%	14.1%	13.2%
45 - 54	16.3%	15.8%	15.5%
55 - 64	14.2%	12.5%	12.0%
65 - 74	8.3%	6.3%	6.4%
75 - 84	6.0%	4.0%	4.5%
85 +	2.3%	1.8%	2.2%
18 +	78.2%	76.9%	76.6%
2019 Population by Age			
Total	12,621	90,985	258,835
0 - 4	5.1%	5.5%	5.5%
5 - 9	5.5%	5.9%	5.9%
10 - 14	6.2%	6.2%	6.3%
15 - 24	10.8%	11.6%	12.9%
25 - 34	11.7%	14.0%	13.5%
35 - 44	11.8%	13.2%	12.4%
45 - 54	13.1%	13.3%	13.0%
55 - 64	14.9%	13.8%	13.4%
65 - 74	11.7%	9.6%	9.5%
75 - 84	6.2%	4.6%	4.9%
85 +	3.0%	2.2%	2.6%
18 +	79.6%	78.7%	78.5%
2024 Population by Age			
Total	12,716	92,441	262,545
0 - 4	5.2%	5.6%	5.6%
5 - 9	5.3%	5.6%	5.7%
10 - 14	5.7%	5.9%	6.0%
15 - 24	10.3%	10.9%	12.3%
25 - 34	12.2%	14.2%	13.3%
35 - 44	12.7%	13.9%	13.4%
45 - 54	11.6%	12.4%	12.1%
55 - 64	14.1%	12.9%	12.7%
65 - 74	12.3%	10.5%	10.3%
75 - 84	7.7%	5.9%	6.0%
85 +	3.0%	2.2%	2.6%
18 +	80.2%	79.3%	79.1%
2010 Population by Sex			
Males	5,976	41,634	118,041
Females	6,406	46,035	133,562
2019 Population by Sex			
Males	6,127	43,367	121,868
Females	6,496	47,620	136,967
2024 Population by Sex			
Males	6,201	44,202	124,051
Females	6,517	48,240	138,494

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	12,382	87,670	251,603
White Alone	59.7%	47.3%	39.2%
Black Alone	24.9%	38.3%	48.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.8%	9.5%	8.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	1.9%	1.3%
Two or More Races	2.7%	2.7%	2.4%
Hispanic Origin	5.5%	4.4%	3.4%
Diversity Index	61.6	65.3	62.9
2019 Population by Race/Ethnicity			
Total	12,622	90,986	258,834
White Alone	51.8%	41.3%	35.0%
Black Alone	29.0%	40.6%	49.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	12.0%	12.2%	11.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	2.4%	1.7%
Two or More Races	3.4%	3.2%	2.9%
Hispanic Origin	7.6%	5.8%	4.5%
Diversity Index	68.5	68.8	65.7
2024 Population by Race/Ethnicity			
Total	12,718	92,442	262,546
White Alone	47.4%	37.8%	32.5%
Black Alone	31.1%	41.6%	49.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	13.2%	14.0%	13.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	2.7%	1.9%
Two or More Races	3.8%	3.5%	3.2%
Hispanic Origin	9.0%	6.7%	5.3%
Diversity Index	71.7	70.6	67.3
2010 Population by Relationship and Household Type			
Total	12,382	87,669	251,603
In Households	99.6%	98.1%	97.2%
In Family Households	84.0%	80.6%	80.8%
Householder	26.1%	25.1%	25.0%
Spouse	20.1%	17.0%	15.7%
Child	30.6%	31.1%	32.3%
Other relative	5.1%	5.0%	5.2%
Nonrelative	2.1%	2.3%	2.6%
In Nonfamily Households	15.6%	17.6%	16.5%
In Group Quarters	0.4%	1.9%	2.8%
Institutionalized Population	0.2%	1.5%	1.2%
Noninstitutionalized Population	0.2%	0.4%	1.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020

Market Profile

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.28501
Longitude: -76.76038

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	9,148	64,433	179,351
Less than 9th Grade	3.7%	3.2%	3.0%
9th - 12th Grade, No Diploma	4.3%	4.4%	6.1%
High School Graduate	17.4%	20.2%	21.7%
GED/Alternative Credential	1.6%	2.1%	2.8%
Some College, No Degree	19.5%	19.0%	19.5%
Associate Degree	7.7%	7.4%	7.0%
Bachelor's Degree	24.0%	23.4%	21.6%
Graduate/Professional Degree	21.8%	20.3%	18.3%
2019 Population 15+ by Marital Status			
Total	10,509	74,988	212,841
Never Married	31.3%	35.3%	38.4%
Married	54.1%	49.2%	45.3%
Widowed	4.5%	5.3%	6.2%
Divorced	10.1%	10.3%	10.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	96.3%	95.6%
Civilian Unemployed (Unemployment Rate)	4.2%	3.7%	4.4%
2019 Employed Population 16+ by Industry			
Total	6,942	50,913	135,101
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	5.8%	5.6%	4.8%
Manufacturing	3.0%	4.2%	4.5%
Wholesale Trade	2.4%	2.1%	2.0%
Retail Trade	10.5%	8.2%	8.3%
Transportation/Utilities	4.8%	6.1%	6.4%
Information	1.9%	1.9%	2.0%
Finance/Insurance/Real Estate	7.2%	7.0%	6.4%
Services	52.5%	53.6%	54.3%
Public Administration	11.8%	11.3%	11.2%
2019 Employed Population 16+ by Occupation			
Total	6,942	50,911	135,102
White Collar	77.7%	71.4%	68.2%
Management/Business/Financial	16.0%	16.6%	15.3%
Professional	30.9%	29.9%	28.7%
Sales	12.7%	10.0%	9.1%
Administrative Support	18.2%	14.9%	15.0%
Services	12.2%	14.7%	17.1%
Blue Collar	10.1%	13.9%	14.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	2.7%	3.2%	2.7%
Installation/Maintenance/Repair	2.3%	2.7%	2.9%
Production	1.6%	2.8%	3.0%
Transportation/Material Moving	3.4%	5.1%	6.1%
2010 Population By Urban/ Rural Status			
Total Population	12,382	87,669	251,603
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.28501
Longitude: -76.76038

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,787	34,226	96,063
Households with 1 Person	27.5%	28.8%	28.3%
Households with 2+ People	72.5%	71.2%	71.7%
Family Households	67.1%	64.2%	65.4%
Husband-wife Families	51.5%	43.6%	41.0%
With Related Children	22.4%	20.7%	19.2%
Other Family (No Spouse Present)	15.6%	20.6%	24.4%
Other Family with Male Householder	4.3%	4.7%	5.1%
With Related Children	1.9%	2.4%	2.5%
Other Family with Female Householder	11.4%	15.9%	19.3%
With Related Children	5.4%	9.6%	12.0%
Nonfamily Households	5.4%	7.0%	6.3%
All Households with Children	30.4%	33.1%	34.3%
Multigenerational Households	5.2%	4.7%	5.8%
Unmarried Partner Households	4.8%	6.1%	6.3%
Male-female	4.2%	5.3%	5.6%
Same-sex	0.6%	0.8%	0.7%
2010 Households by Size			
Total	4,787	34,226	96,063
1 Person Household	27.5%	28.8%	28.3%
2 Person Household	32.3%	31.2%	30.1%
3 Person Household	16.2%	17.0%	17.7%
4 Person Household	13.2%	13.0%	13.6%
5 Person Household	6.4%	6.0%	6.2%
6 Person Household	2.4%	2.4%	2.4%
7 + Person Household	1.9%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	4,787	34,226	96,063
Owner Occupied	78.6%	65.8%	62.9%
Owned with a Mortgage/Loan	58.1%	52.9%	49.5%
Owned Free and Clear	20.4%	13.0%	13.4%
Renter Occupied	21.4%	34.2%	37.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,932	36,053	103,230
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 26, 2020

40 West Plaza
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Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Parks and Rec (5C)	Family Foundations (12A)
2.	In Style (5B)	Enterprising Professionals	Parks and Rec (5C)
3.	City Lights (8A)	Pleasantville (2B)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total $	$12,789,408	$89,052,125	$237,806,834
Average Spent	$2,634.28	$2,526.23	$2,426.35
Spending Potential Index	123	118	113
Education: Total $	$11,152,077	$70,655,504	$183,478,295
Average Spent	$2,297.03	$2,004.35	$1,872.04
Spending Potential Index	144	126	117
Entertainment/Recreation: Total $	$20,145,665	$135,586,706	$360,219,917
Average Spent	$4,149.47	$3,846.32	$3,675.34
Spending Potential Index	127	118	112
Food at Home: Total $	$30,472,580	$210,945,878	$568,130,640
Average Spent	$6,276.54	$5,984.11	$5,796.66
Spending Potential Index	121	116	112
Food Away from Home: Total $	$21,625,218	$152,044,402	$405,347,413
Average Spent	$4,454.22	$4,313.19	$4,135.78
Spending Potential Index	121	117	113
Health Care: Total $	$35,728,437	$240,197,679	$648,380,092
Average Spent	$7,359.10	$6,813.93	$6,615.45
Spending Potential Index	124	115	111
HH Furnishings & Equipment: Total $	$12,878,116	$88,574,062	$234,810,349
Average Spent	$2,652.55	$2,512.67	$2,395.78
Spending Potential Index	124	118	112
Personal Care Products & Services: Total $	$5,282,529	$36,847,011	$98,644,565
Average Spent	$1,088.06	$1,045.28	$1,006.47
Spending Potential Index	123	118	114
Shelter: Total $	$117,690,537	$796,773,784	$2,107,416,284
Average Spent	$24,241.10	$22,602.87	$21,502.05
Spending Potential Index	131	122	116
Support Payments/Cash Contributions/Gifts in Kind: Total $	$15,420,449	$102,129,343	$273,444,650
Average Spent	$3,176.20	$2,897.20	$2,789.97
Spending Potential Index	128	117	112
Travel: Total $	$14,662,291	$97,293,139	$252,962,342
Average Spent	$3,020.04	$2,760.01	$2,580.99
Spending Potential Index	135	123	115
Vehicle Maintenance & Repairs: Total $	$6,753,809	$46,689,432	$124,766,384
Average Spent	$1,391.10	$1,324.49	$1,273.00
Spending Potential Index	122	116	111

February 26, 2020

Site Map

40 West Plaza
6447 Baltimore National Pike, Catonsville, Maryland, 21228
Rings: 1, 3, 5 mile radii

February 26, 2020