

THE AVENUE at White Marsh
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37123
Longitude: -76.46460

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,223	88,748	228,924
2020 Total Population	9,383	97,317	240,707
2020 Group Quarters	8	1,010	1,974
2024 Total Population	10,287	98,639	240,442
2024 Group Quarters	8	1,011	1,976
2029 Total Population	11,089	100,197	240,257
2024-2029 Annual Rate	1.51%	0.31%	-0.02%
2024 Total Daytime Population	15,147	93,706	198,449
Workers	10,603	47,433	83,853
Residents	4,544	46,273	114,596
Household Summary			
2010 Households	3,903	36,037	92,172
2010 Average Household Size	2.36	2.44	2.47
2020 Total Households	3,812	38,165	94,635
2020 Average Household Size	2.46	2.52	2.52
2024 Households	4,134	38,713	95,386
2024 Average Household Size	2.49	2.52	2.50
2029 Households	4,432	39,518	96,195
2029 Average Household Size	2.50	2.51	2.48
2024-2029 Annual Rate	1.40%	0.41%	0.17%
2010 Families	2,372	22,885	59,176
2010 Average Family Size	3.00	3.03	3.05
2024 Families	2,577	24,406	59,951
2024 Average Family Size	3.16	3.20	3.17
2029 Families	2,789	24,854	60,227
2029 Average Family Size	3.16	3.19	3.15
2024-2029 Annual Rate	1.59%	0.36%	0.09%
Housing Unit Summary			
2000 Housing Units	3,083	33,361	91,100
Owner Occupied Housing Units	67.7%	58.6%	64.1%
Renter Occupied Housing Units	24.8%	37.4%	31.4%
Vacant Housing Units	7.4%	4.0%	4.5%
2010 Housing Units	4,094	37,762	97,528
Owner Occupied Housing Units	67.5%	59.1%	63.4%
Renter Occupied Housing Units	27.9%	36.4%	31.1%
Vacant Housing Units	4.7%	4.6%	5.5%
2020 Housing Units	3,975	40,198	100,461
Owner Occupied Housing Units	62.7%	57.5%	61.4%
Renter Occupied Housing Units	33.2%	37.4%	32.8%
Vacant Housing Units	4.3%	5.0%	5.8%
2024 Housing Units	4,324	40,833	101,247
Owner Occupied Housing Units	63.3%	59.6%	63.5%
Renter Occupied Housing Units	32.3%	35.2%	30.7%
Vacant Housing Units	4.4%	5.2%	5.8%
2029 Housing Units	4,578	41,496	102,074
Owner Occupied Housing Units	63.9%	61.9%	65.7%
Renter Occupied Housing Units	32.9%	33.3%	28.6%
Vacant Housing Units	3.2%	4.8%	5.8%

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.

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2024 Households by Income			
Household Income Base	4,134	38,713	95,384
<\$15,000	7.5%	7.1%	7.2%
\$15,000 - \$24,999	3.4%	3.8%	5.2%
\$25,000 - \$34,999	5.6%	6.2%	6.7%
\$35,000 - \$49,999	6.0%	8.7%	10.0%
\$50,000 - \$74,999	16.5%	15.6%	15.6%
\$75,000 - \$99,999	11.7%	13.6%	13.6%
\$100,000 - \$149,999	20.1%	20.4%	19.5%
\$150,000 - \$199,999	18.7%	11.8%	11.1%
\$200,000+	10.4%	12.8%	11.0%
Average Household Income	\$117,235	\$117,227	\$110,180
2029 Households by Income			
Household Income Base	4,432	39,518	96,193
<\$15,000	6.5%	6.4%	6.6%
\$15,000 - \$24,999	2.6%	3.0%	4.2%
\$25,000 - \$34,999	4.5%	5.3%	5.7%
\$35,000 - \$49,999	4.7%	7.2%	8.4%
\$50,000 - \$74,999	13.6%	13.6%	13.8%
\$75,000 - \$99,999	11.2%	13.5%	13.7%
\$100,000 - \$149,999	20.5%	20.9%	20.3%
\$150,000 - \$199,999	22.0%	13.7%	13.0%
\$200,000+	14.4%	16.3%	14.3%
Average Household Income	\$138,467	\$135,734	\$128,245
2024 Owner Occupied Housing Units by Value			
Total	2,737	24,318	64,290
<\$50,000	3.2%	4.3%	4.8%
\$50,000 - \$99,999	0.1%	0.8%	1.7%
\$100,000 - \$149,999	1.8%	1.3%	3.0%
\$150,000 - \$199,999	6.9%	6.2%	7.7%
\$200,000 - \$249,999	13.0%	10.7%	13.2%
\$250,000 - \$299,999	15.3%	11.0%	13.0%
\$300,000 - \$399,999	31.6%	31.5%	27.8%
\$400,000 - \$499,999	12.0%	15.8%	11.6%
\$500,000 - \$749,999	5.4%	12.7%	12.0%
\$750,000 - \$999,999	0.3%	3.2%	3.1%
\$1,000,000 - \$1,499,999	10.2%	1.8%	1.4%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.3%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$418,106	\$393,042	\$366,420
2029 Owner Occupied Housing Units by Value			
Total	2,927	25,689	67,023
<\$50,000	2.5%	3.0%	3.8%
\$50,000 - \$99,999	0.0%	0.3%	0.8%
\$100,000 - \$149,999	1.0%	0.5%	1.1%
\$150,000 - \$199,999	3.2%	2.9%	3.6%
\$200,000 - \$249,999	8.1%	6.0%	7.3%
\$250,000 - \$299,999	12.4%	6.9%	9.4%
\$300,000 - \$399,999	33.2%	27.7%	27.3%
\$400,000 - \$499,999	15.5%	19.2%	14.8%
\$500,000 - \$749,999	11.1%	22.5%	21.3%
\$750,000 - \$999,999	1.0%	7.4%	6.9%
\$1,000,000 - \$1,499,999	11.8%	2.7%	2.7%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.5%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$475,026	\$479,320	\$460,040

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.

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Median Household Income			
2024	\$97,911	\$89,014	\$82,890
2029	\$112,403	\$101,449	\$94,613
Median Home Value			
2024	\$330,716	\$349,778	\$323,415
2029	\$368,705	\$414,129	\$387,759
Per Capita Income			
2024	\$47,477	\$46,183	\$43,705
2029	\$55,786	\$53,746	\$51,338
Median Age			
2010	35.8	37.2	38.8
2020	38.4	38.5	39.3
2024	39.1	39.0	39.9
2029	40.2	40.3	41.2
2020 Population by Age			
Total	9,383	97,317	240,707
0 - 4	5.8%	5.9%	5.6%
5 - 9	6.0%	6.3%	6.1%
10 - 14	6.6%	6.7%	6.5%
15 - 24	11.3%	11.6%	11.7%
25 - 34	15.1%	14.5%	13.9%
35 - 44	14.7%	13.7%	13.4%
45 - 54	13.0%	12.0%	12.2%
55 - 64	12.4%	12.6%	13.7%
65 - 74	9.8%	9.2%	9.9%
75 - 84	4.0%	4.7%	4.7%
85 +	1.4%	2.9%	2.3%
18 +	78.0%	77.4%	78.0%
2024 Population by Age			
Total	10,287	98,639	240,441
0 - 4	5.7%	5.8%	5.6%
5 - 9	5.9%	6.2%	5.9%
10 - 14	5.8%	6.1%	6.0%
15 - 24	11.9%	11.9%	11.7%
25 - 34	14.8%	14.0%	13.6%
35 - 44	14.6%	14.5%	14.2%
45 - 54	13.1%	12.0%	12.1%
55 - 64	11.9%	11.5%	12.4%
65 - 74	9.7%	9.7%	10.6%
75 - 84	5.1%	5.5%	5.5%
85 +	1.5%	2.9%	2.4%
18 +	78.8%	78.2%	78.9%
2029 Population by Age			
Total	11,090	100,197	240,255
0 - 4	5.5%	5.6%	5.4%
5 - 9	5.6%	5.7%	5.5%
10 - 14	5.9%	6.1%	5.9%
15 - 24	11.5%	11.5%	11.3%
25 - 34	13.5%	13.1%	13.0%
35 - 44	14.8%	14.7%	14.4%
45 - 54	13.2%	12.6%	12.5%
55 - 64	11.6%	10.7%	11.3%
65 - 74	10.1%	10.2%	11.2%
75 - 84	6.5%	6.6%	6.9%
85 +	1.8%	3.1%	2.7%
18 +	79.4%	79.0%	79.8%

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2020 Population by Sex			
Males	4,312	45,793	114,018
Females	5,071	51,524	126,689
2024 Population by Sex			
Males	4,857	47,291	115,906
Females	5,430	51,348	124,536
2029 Population by Sex			
Males	5,237	47,938	115,397
Females	5,852	52,259	124,860
2010 Population by Race/Ethnicity			
Total	9,221	88,747	228,925
White Alone	69.5%	68.3%	67.7%
Black Alone	16.2%	19.0%	23.2%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	10.4%	8.1%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.7%	1.4%
Two or More Races	2.5%	2.6%	2.4%
Hispanic Origin	3.7%	4.7%	3.9%
Diversity Index	51.6	53.6	52.4
2020 Population by Race/Ethnicity			
Total	9,383	97,317	240,707
White Alone	51.5%	51.9%	52.9%
Black Alone	28.2%	27.6%	30.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	11.6%	10.5%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	3.3%	3.3%
Two or More Races	6.0%	6.3%	6.3%
Hispanic Origin	5.1%	6.3%	6.1%
Diversity Index	67.3	68.1	66.2
2024 Population by Race/Ethnicity			
Total	10,287	98,639	240,443
White Alone	49.0%	49.4%	50.7%
Black Alone	29.1%	28.8%	31.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	12.5%	11.1%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.6%	3.6%
Two or More Races	6.4%	6.7%	6.7%
Hispanic Origin	5.5%	6.9%	6.7%
Diversity Index	69.1	69.9	68.0
2029 Population by Race/Ethnicity			
Total	11,089	100,196	240,256
White Alone	46.6%	47.1%	48.5%
Black Alone	29.7%	29.7%	32.1%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	13.8%	12.0%	7.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.7%	3.9%
Two or More Races	6.8%	7.1%	7.2%
Hispanic Origin	5.8%	7.3%	7.2%
Diversity Index	70.6	71.4	69.6

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.

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2020 Population by Relationship and Household Type			
Total	9,383	97,317	240,707
In Households	99.9%	99.0%	99.2%
Householder	40.9%	39.3%	39.3%
Opposite-Sex Spouse	16.2%	16.6%	16.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.7%	2.6%	2.7%
Same-Sex Unmarried Partner	0.2%	0.1%	0.2%
Biological Child	27.9%	28.2%	27.6%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.0%	1.1%	1.2%
Grandchild	2.2%	2.2%	2.8%
Brother or Sister	1.5%	1.5%	1.5%
Parent	1.8%	1.7%	1.6%
Parent-in-law	0.4%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.6%	1.6%	1.8%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	2.6%	2.6%	3.0%
In Group Quarters	0.1%	1.0%	0.8%
Institutionalized	0.0%	0.9%	0.7%
Noninstitutionalized	0.1%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	7,275	69,048	170,136
Less than 9th Grade	1.9%	3.3%	3.7%
9th - 12th Grade, No Diploma	4.1%	3.8%	4.6%
High School Graduate	17.9%	22.7%	26.7%
GED/Alternative Credential	3.1%	3.5%	4.4%
Some College, No Degree	15.4%	16.4%	17.0%
Associate Degree	14.3%	8.7%	8.4%
Bachelor's Degree	24.7%	25.3%	21.9%
Graduate/Professional Degree	18.7%	16.3%	13.4%
2024 Population 15+ by Marital Status			
Total	8,496	80,741	198,340
Never Married	35.5%	34.5%	34.9%
Married	50.7%	48.7%	47.5%
Widowed	5.2%	7.0%	7.0%
Divorced	8.6%	9.8%	10.5%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,886	54,436	131,623
Population 16+ Employed	98.0%	97.8%	97.3%
Population 16+ Unemployment rate	2.0%	2.2%	2.7%
Population 16-24 Employed	11.5%	12.4%	12.2%
Population 16-24 Unemployment rate	0.2%	5.3%	6.4%
Population 25-54 Employed	67.7%	65.8%	64.2%
Population 25-54 Unemployment rate	2.1%	1.8%	2.2%
Population 55-64 Employed	14.3%	15.5%	16.7%
Population 55-64 Unemployment rate	4.3%	2.1%	2.4%
Population 65+ Employed	6.5%	6.3%	7.0%
Population 65+ Unemployment rate	0.0%	1.2%	2.1%

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2024 Employed Population 16+ by Industry			
Total	5,767	53,224	128,006
Agriculture/Mining	0.0%	0.4%	0.2%
Construction	6.9%	5.9%	6.4%
Manufacturing	6.5%	4.7%	5.9%
Wholesale Trade	1.1%	1.8%	1.9%
Retail Trade	5.7%	10.2%	10.0%
Transportation/Utilities	10.4%	6.8%	6.8%
Information	1.5%	1.6%	1.7%
Finance/Insurance/Real Estate	7.4%	6.6%	6.6%
Services	53.6%	53.1%	52.2%
Public Administration	7.1%	8.9%	8.3%
2024 Employed Population 16+ by Occupation			
Total	5,768	53,224	128,007
White Collar	72.8%	68.8%	65.2%
Management/Business/Financial	21.5%	19.3%	17.6%
Professional	37.4%	31.9%	28.4%
Sales	5.2%	8.0%	8.0%
Administrative Support	8.7%	9.5%	11.2%
Services	12.1%	14.6%	15.5%
Blue Collar	15.1%	16.6%	19.2%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	3.3%	3.2%	4.2%
Installation/Maintenance/Repair	2.4%	2.6%	3.3%
Production	2.6%	2.8%	3.5%
Transportation/Material Moving	6.7%	8.0%	8.2%
2020 Households by Type			
Total	3,812	38,165	94,635
Married Couple Households	40.0%	42.6%	41.2%
With Own Children <18	15.5%	17.2%	15.5%
Without Own Children <18	24.5%	25.3%	25.7%
Cohabiting Couple Households	7.3%	7.0%	7.3%
With Own Children <18	2.1%	2.3%	2.5%
Without Own Children <18	5.2%	4.6%	4.9%
Male Householder, No Spouse/Partner	16.4%	17.5%	18.4%
Living Alone	11.5%	11.7%	12.1%
65 Years and over	2.7%	3.6%	3.9%
With Own Children <18	1.3%	1.7%	1.7%
Without Own Children <18, With Relatives	2.5%	2.9%	3.2%
No Relatives Present	1.0%	1.2%	1.4%
Female Householder, No Spouse/Partner	36.4%	32.9%	33.0%
Living Alone	18.0%	17.1%	16.5%
65 Years and over	7.7%	8.9%	8.3%
With Own Children <18	7.9%	7.2%	7.0%
Without Own Children <18, With Relatives	8.7%	7.4%	8.4%
No Relatives Present	1.8%	1.2%	1.2%
2020 Households by Size			
Total	3,812	38,165	94,635
1 Person Household	29.6%	28.8%	28.6%
2 Person Household	31.6%	31.0%	31.6%
3 Person Household	16.9%	16.9%	16.8%
4 Person Household	12.9%	13.4%	12.9%
5 Person Household	5.5%	6.0%	5.9%
6 Person Household	2.2%	2.5%	2.5%
7 + Person Household	1.4%	1.4%	1.6%

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2020 Households by Tenure and Mortgage Status			
Total	3,812	38,165	94,635
Owner Occupied	65.4%	60.6%	65.2%
Owned with a Mortgage/Loan	52.5%	45.5%	48.7%
Owned Free and Clear	12.9%	15.0%	16.5%
Renter Occupied	34.6%	39.4%	34.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	114	98	98
Percent of Income for Mortgage	21.1%	24.6%	24.4%
Wealth Index	94	100	95
2020 Housing Units By Urban/ Rural Status			
Total	3,975	40,198	100,461
Urban Housing Units	100.0%	99.9%	99.4%
Rural Housing Units	0.0%	0.1%	0.6%
2020 Population By Urban/ Rural Status			
Total	9,383	97,317	240,707
Urban Population	100.0%	99.9%	99.4%
Rural Population	0.0%	0.1%	0.6%

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.	Enterprising Professionals (2D)	Bright Young Professionals	Parks and Rec (5C)
2.	Workday Drive (4A)	Enterprising Professionals	Bright Young Professionals
3.	Bright Young Professionals	Pleasantville (2B)	Pleasantville (2B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$10,359,856	\$97,396,243	\$224,246,515
Average Spent	\$2,506.01	\$2,515.85	\$2,350.94
Spending Potential Index	105	106	99
Education: Total \$	\$7,477,776	\$69,280,735	\$159,819,701
Average Spent	\$1,808.85	\$1,789.60	\$1,675.50
Spending Potential Index	105	104	97
Entertainment/Recreation: Total \$	\$17,343,891	\$163,520,854	\$379,684,776
Average Spent	\$4,195.43	\$4,223.93	\$3,980.51
Spending Potential Index	103	103	97
Food at Home: Total \$	\$31,195,792	\$293,097,805	\$680,994,643
Average Spent	\$7,546.15	\$7,571.04	\$7,139.36
Spending Potential Index	103	104	98
Food Away from Home: Total \$	\$17,210,606	\$159,866,183	\$367,731,540
Average Spent	\$4,163.18	\$4,129.52	\$3,855.19
Spending Potential Index	107	106	99
Health Care: Total \$	\$31,394,594	\$304,370,967	\$719,958,070
Average Spent	\$7,594.24	\$7,862.24	\$7,547.84
Spending Potential Index	99	102	98
HH Furnishings & Equipment: Total \$	\$13,472,706	\$127,309,106	\$295,830,495
Average Spent	\$3,259.00	\$3,288.54	\$3,101.40
Spending Potential Index	103	104	98
Personal Care Products & Services: Total \$	\$4,364,916	\$40,517,714	\$93,104,062
Average Spent	\$1,055.86	\$1,046.62	\$976.08
Spending Potential Index	106	105	98
Shelter: Total \$	\$116,472,310	\$1,075,695,432	\$2,470,384,126
Average Spent	\$28,174.24	\$27,786.41	\$25,898.81
Spending Potential Index	106	104	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,099,814	\$139,014,813	\$325,491,388
Average Spent	\$3,410.70	\$3,590.91	\$3,412.36
Spending Potential Index	97	102	97
Travel: Total \$	\$13,029,980	\$121,510,580	\$279,810,283
Average Spent	\$3,151.91	\$3,138.75	\$2,933.45
Spending Potential Index	104	103	97
Vehicle Maintenance & Repairs: Total \$	\$6,302,021	\$59,821,434	\$139,112,745
Average Spent	\$1,524.44	\$1,545.25	\$1,458.42
Spending Potential Index	103	104	98

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.