

White Marsh Ground Leases  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37179  
Longitude: -76.46899

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,738	94,135	232,306
2020 Total Population	9,945	101,892	243,849
2020 Group Quarters	9	1,019	2,079
2024 Total Population	10,944	103,042	243,114
2024 Group Quarters	9	1,020	2,083
2029 Total Population	11,816	104,529	242,718
2024-2029 Annual Rate	1.55%	0.29%	-0.03%
2024 Total Daytime Population	15,440	97,251	201,773
Workers	10,493	48,788	85,851
Residents	4,947	48,463	115,922
<b>Household Summary</b>			
2010 Households	4,198	38,564	93,274
2010 Average Household Size	2.32	2.42	2.47
2020 Total Households	4,092	40,032	95,636
2020 Average Household Size	2.43	2.52	2.53
2024 Households	4,441	40,574	96,198
2024 Average Household Size	2.46	2.51	2.51
2029 Households	4,763	41,370	96,960
2029 Average Household Size	2.48	2.50	2.48
2024-2029 Annual Rate	1.41%	0.39%	0.16%
2010 Families	2,514	24,280	59,922
2010 Average Family Size	2.97	3.02	3.05
2024 Families	2,752	25,606	60,600
2024 Average Family Size	3.15	3.19	3.18
2029 Families	2,979	26,042	60,852
2029 Average Family Size	3.15	3.18	3.16
2024-2029 Annual Rate	1.60%	0.34%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,389	35,280	92,435
Owner Occupied Housing Units	68.5%	60.0%	64.9%
Renter Occupied Housing Units	24.0%	36.1%	30.6%
Vacant Housing Units	7.5%	3.9%	4.5%
2010 Housing Units	4,404	40,383	98,771
Owner Occupied Housing Units	68.5%	59.1%	64.1%
Renter Occupied Housing Units	26.8%	36.3%	30.4%
Vacant Housing Units	4.7%	4.5%	5.6%
2020 Housing Units	4,288	42,168	101,500
Owner Occupied Housing Units	63.8%	58.5%	62.1%
Renter Occupied Housing Units	31.6%	36.4%	32.1%
Vacant Housing Units	4.5%	5.0%	5.8%
2024 Housing Units	4,665	42,798	102,094
Owner Occupied Housing Units	64.3%	60.5%	64.2%
Renter Occupied Housing Units	30.9%	34.3%	30.0%
Vacant Housing Units	4.8%	5.2%	5.8%
2029 Housing Units	4,942	43,463	102,908
Owner Occupied Housing Units	65.0%	62.9%	66.4%
Renter Occupied Housing Units	31.4%	32.3%	27.8%
Vacant Housing Units	3.6%	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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<b>2024 Households by Income</b>			
Household Income Base	4,441	40,574	96,196
<\$15,000	7.9%	7.1%	7.1%
\$15,000 - \$24,999	3.5%	3.9%	5.1%
\$25,000 - \$34,999	5.8%	6.3%	6.7%
\$35,000 - \$49,999	6.1%	8.6%	10.0%
\$50,000 - \$74,999	16.4%	15.5%	15.6%
\$75,000 - \$99,999	12.3%	13.7%	13.8%
\$100,000 - \$149,999	20.9%	20.3%	19.5%
\$150,000 - \$199,999	17.9%	11.9%	11.1%
\$200,000+	9.1%	12.7%	11.1%
Average Household Income	\$113,231	\$116,972	\$110,569
<b>2029 Households by Income</b>			
Household Income Base	4,763	41,370	96,958
<\$15,000	6.7%	6.4%	6.5%
\$15,000 - \$24,999	2.7%	3.1%	4.1%
\$25,000 - \$34,999	4.6%	5.3%	5.7%
\$35,000 - \$49,999	4.8%	7.1%	8.3%
\$50,000 - \$74,999	13.6%	13.5%	13.8%
\$75,000 - \$99,999	11.8%	13.6%	13.8%
\$100,000 - \$149,999	21.6%	20.9%	20.3%
\$150,000 - \$199,999	21.4%	13.8%	13.1%
\$200,000+	12.9%	16.2%	14.4%
Average Household Income	\$134,131	\$135,550	\$128,802
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,001	25,905	65,574
<\$50,000	3.3%	4.4%	4.7%
\$50,000 - \$99,999	0.4%	0.7%	1.4%
\$100,000 - \$149,999	3.6%	1.3%	3.0%
\$150,000 - \$199,999	8.7%	6.0%	8.1%
\$200,000 - \$249,999	13.8%	10.9%	13.8%
\$250,000 - \$299,999	14.6%	11.5%	13.3%
\$300,000 - \$399,999	28.7%	31.9%	27.7%
\$400,000 - \$499,999	11.7%	15.5%	11.5%
\$500,000 - \$749,999	6.2%	12.1%	11.5%
\$750,000 - \$999,999	0.7%	3.4%	3.1%
\$1,000,000 - \$1,499,999	8.2%	1.7%	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	\$394,660	\$390,442	\$363,860
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	3,214	27,312	68,296
<\$50,000	2.6%	3.0%	3.7%
\$50,000 - \$99,999	0.1%	0.2%	0.6%
\$100,000 - \$149,999	1.4%	0.5%	1.0%
\$150,000 - \$199,999	3.9%	2.7%	3.7%
\$200,000 - \$249,999	8.4%	6.0%	7.8%
\$250,000 - \$299,999	11.3%	7.1%	9.8%
\$300,000 - \$399,999	30.3%	28.1%	27.6%
\$400,000 - \$499,999	15.0%	19.4%	14.8%
\$500,000 - \$749,999	14.6%	22.0%	20.5%
\$750,000 - \$999,999	2.6%	7.6%	6.9%
\$1,000,000 - \$1,499,999	9.6%	2.6%	2.6%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.5%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$469,337	\$477,686	\$456,871

**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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<b>Median Household Income</b>			
2024	\$94,863	\$88,962	\$83,289
2029	\$109,595	\$101,408	\$95,088
<b>Median Home Value</b>			
2024	\$319,664	\$347,861	\$320,461
2029	\$373,436	\$412,413	\$384,792
<b>Per Capita Income</b>			
2024	\$46,023	\$46,175	\$43,790
2029	\$54,204	\$53,787	\$51,493
<b>Median Age</b>			
2010	36.2	37.9	38.9
2020	38.7	38.7	39.4
2024	39.4	39.2	40.0
2029	40.6	40.5	41.3
<b>2020 Population by Age</b>			
Total	9,945	101,892	243,849
0 - 4	5.7%	5.9%	5.6%
5 - 9	6.1%	6.2%	6.1%
10 - 14	6.7%	6.7%	6.5%
15 - 24	11.3%	11.5%	11.7%
25 - 34	14.5%	14.4%	13.9%
35 - 44	14.6%	13.6%	13.4%
45 - 54	12.9%	12.0%	12.2%
55 - 64	12.7%	12.7%	13.7%
65 - 74	10.0%	9.4%	9.9%
75 - 84	4.1%	4.7%	4.7%
85 +	1.4%	2.9%	2.3%
18 +	77.9%	77.5%	78.1%
<b>2024 Population by Age</b>			
Total	10,945	103,043	243,114
0 - 4	5.6%	5.8%	5.5%
5 - 9	5.9%	6.2%	5.9%
10 - 14	5.9%	6.1%	6.0%
15 - 24	11.8%	11.7%	11.7%
25 - 34	14.4%	13.9%	13.6%
35 - 44	14.6%	14.5%	14.2%
45 - 54	13.0%	11.9%	12.1%
55 - 64	12.1%	11.6%	12.5%
65 - 74	9.9%	9.8%	10.6%
75 - 84	5.3%	5.5%	5.5%
85 +	1.5%	2.9%	2.4%
18 +	78.7%	78.3%	78.9%
<b>2029 Population by Age</b>			
Total	11,815	104,528	242,718
0 - 4	5.4%	5.6%	5.4%
5 - 9	5.5%	5.7%	5.5%
10 - 14	6.0%	6.1%	5.9%
15 - 24	11.6%	11.4%	11.2%
25 - 34	13.2%	13.1%	13.0%
35 - 44	14.6%	14.7%	14.4%
45 - 54	13.2%	12.6%	12.6%
55 - 64	11.6%	10.7%	11.3%
65 - 74	10.5%	10.3%	11.3%
75 - 84	6.6%	6.8%	6.9%
85 +	1.8%	3.1%	2.7%
18 +	79.5%	79.1%	79.9%

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<b>2020 Population by Sex</b>			
Males	4,551	47,956	115,433
Females	5,394	53,936	128,416
<b>2024 Population by Sex</b>			
Males	5,159	49,409	117,147
Females	5,785	53,633	125,967
<b>2029 Population by Sex</b>			
Males	5,580	50,008	116,533
Females	6,236	54,521	126,185
<b>2010 Population by Race/Ethnicity</b>			
Total	9,737	94,134	232,306
White Alone	70.4%	69.2%	66.9%
Black Alone	15.6%	18.6%	23.9%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	10.4%	7.8%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.6%	1.4%
Two or More Races	2.4%	2.5%	2.4%
Hispanic Origin	3.4%	4.5%	3.9%
Diversity Index	50.4	52.5	52.9
<b>2020 Population by Race/Ethnicity</b>			
Total	9,945	101,892	243,849
White Alone	52.1%	52.5%	52.3%
Black Alone	27.2%	27.4%	30.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	12.2%	10.3%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	3.2%	3.3%
Two or More Races	6.0%	6.2%	6.3%
Hispanic Origin	4.7%	6.2%	6.1%
Diversity Index	66.8	67.6	66.5
<b>2024 Population by Race/Ethnicity</b>			
Total	10,945	103,042	243,115
White Alone	49.7%	50.0%	50.1%
Black Alone	28.1%	28.7%	31.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	13.2%	10.9%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	3.4%	3.7%
Two or More Races	6.4%	6.6%	6.7%
Hispanic Origin	5.1%	6.7%	6.7%
Diversity Index	68.5	69.4	68.2
<b>2029 Population by Race/Ethnicity</b>			
Total	11,816	104,528	242,717
White Alone	47.3%	47.6%	48.0%
Black Alone	28.6%	29.5%	32.6%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	14.5%	11.8%	7.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	3.6%	3.9%
Two or More Races	6.8%	7.0%	7.1%
Hispanic Origin	5.4%	7.1%	7.2%
Diversity Index	70.2	71.0	69.8

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	9,945	101,892	243,849
In Households	99.9%	99.0%	99.1%
Householder	41.0%	39.4%	39.2%
Opposite-Sex Spouse	16.1%	16.7%	15.9%
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	28.0%	28.0%	27.5%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.9%	1.1%	1.2%
Grandchild	2.2%	2.2%	2.9%
Brother or Sister	1.5%	1.5%	1.5%
Parent	1.9%	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	0.1%	0.1%	0.1%
Other Nonrelatives	2.6%	2.6%	3.0%
In Group Quarters	0.1%	1.0%	0.9%
Institutionalized	0.0%	0.9%	0.7%
Noninstitutionalized	0.1%	0.1%	0.1%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	7,745	72,362	172,177
Less than 9th Grade	2.3%	3.4%	3.7%
9th - 12th Grade, No Diploma	3.8%	3.8%	4.5%
High School Graduate	17.7%	22.8%	26.5%
GED/Alternative Credential	3.0%	3.5%	4.2%
Some College, No Degree	15.2%	16.7%	17.1%
Associate Degree	15.7%	8.7%	8.4%
Bachelor's Degree	24.3%	25.1%	21.9%
Graduate/Professional Degree	17.9%	16.2%	13.6%
<b>2024 Population 15+ by Marital Status</b>			
Total	9,033	84,453	200,667
Never Married	34.4%	34.4%	35.1%
Married	51.9%	48.7%	47.3%
Widowed	4.9%	7.0%	7.1%
Divorced	8.8%	9.9%	10.5%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,138	56,789	132,997
Population 16+ Employed	98.0%	97.7%	97.3%
Population 16+ Unemployment rate	2.0%	2.3%	2.7%
Population 16-24 Employed	11.6%	12.4%	12.1%
Population 16-24 Unemployment rate	0.6%	5.4%	6.5%
Population 25-54 Employed	66.8%	65.7%	64.2%
Population 25-54 Unemployment rate	2.0%	1.7%	2.2%
Population 55-64 Employed	15.1%	15.5%	16.7%
Population 55-64 Unemployment rate	3.7%	2.6%	2.3%
Population 65+ Employed	6.4%	6.4%	7.1%
Population 65+ Unemployment rate	0.0%	1.2%	2.1%

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

September 23, 2024

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<b>2024 Employed Population 16+ by Industry</b>			
Total	6,018	55,490	129,373
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	6.7%	5.9%	6.4%
Manufacturing	7.5%	4.7%	5.8%
Wholesale Trade	1.3%	1.7%	1.8%
Retail Trade	5.3%	10.2%	10.0%
Transportation/Utilities	9.7%	6.8%	6.6%
Information	2.0%	1.6%	1.7%
Finance/Insurance/Real Estate	7.5%	6.6%	6.7%
Services	53.0%	53.3%	52.4%
Public Administration	7.1%	8.9%	8.3%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	6,018	55,489	129,372
White Collar	73.1%	68.3%	65.2%
Management/Business/Financial	22.0%	19.3%	17.7%
Professional	36.8%	31.4%	28.5%
Sales	5.2%	7.9%	7.8%
Administrative Support	9.1%	9.7%	11.1%
Services	12.7%	15.0%	15.6%
Blue Collar	14.2%	16.7%	19.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.9%	3.3%	4.2%
Installation/Maintenance/Repair	2.8%	2.7%	3.2%
Production	2.6%	2.9%	3.5%
Transportation/Material Moving	6.0%	7.9%	8.3%
<b>2020 Households by Type</b>			
Total	4,092	40,032	95,636
Married Couple Households	39.8%	42.9%	41.2%
With Own Children <18	15.7%	17.2%	15.5%
Without Own Children <18	24.1%	25.8%	25.7%
Cohabiting Couple Households	7.1%	6.9%	7.3%
With Own Children <18	2.0%	2.3%	2.4%
Without Own Children <18	5.1%	4.6%	4.8%
Male Householder, No Spouse/Partner	15.9%	17.4%	18.4%
Living Alone	11.1%	11.7%	12.1%
65 Years and over	2.6%	3.7%	3.9%
With Own Children <18	1.2%	1.7%	1.7%
Without Own Children <18, With Relatives	2.5%	2.9%	3.2%
No Relatives Present	1.1%	1.2%	1.4%
Female Householder, No Spouse/Partner	37.2%	32.8%	33.1%
Living Alone	18.9%	17.1%	16.4%
65 Years and over	8.2%	8.9%	8.2%
With Own Children <18	7.9%	7.0%	6.9%
Without Own Children <18, With Relatives	8.7%	7.4%	8.5%
No Relatives Present	1.7%	1.2%	1.3%
<b>2020 Households by Size</b>			
Total	4,092	40,032	95,636
1 Person Household	30.0%	28.8%	28.5%
2 Person Household	31.1%	31.1%	31.6%
3 Person Household	16.4%	17.0%	16.8%
4 Person Household	13.4%	13.3%	12.9%
5 Person Household	5.4%	5.9%	6.0%
6 Person Household	2.1%	2.5%	2.6%
7 + Person Household	1.4%	1.5%	1.6%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,092	40,032	95,636
Owner Occupied	66.8%	61.6%	65.9%
Owned with a Mortgage/Loan	53.6%	46.3%	49.4%
Owned Free and Clear	13.2%	15.4%	16.5%
Renter Occupied	33.2%	38.4%	34.1%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	114	98	99
Percent of Income for Mortgage	21.1%	24.5%	24.1%
Wealth Index	90	101	96
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,288	42,168	101,500
Urban Housing Units	100.0%	99.9%	99.5%
Rural Housing Units	0.0%	0.1%	0.5%
<b>2020 Population By Urban/ Rural Status</b>			
Total	9,945	101,892	243,849
Urban Population	100.0%	99.9%	99.5%
Rural Population	0.0%	0.1%	0.5%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Bright Young Professionals	Parks and Rec (5C)
2.	Workday Drive (4A)	Enterprising Professionals	Bright Young Professionals
3.	Home Improvement (4B)	Pleasantville (2B)	Pleasantville (2B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,709,458	\$101,436,437	\$226,632,628
Average Spent	\$2,411.50	\$2,500.04	\$2,355.90
Spending Potential Index	101	105	99
Education: Total \$	\$7,782,749	\$72,635,617	\$162,000,913
Average Spent	\$1,752.48	\$1,790.20	\$1,684.04
Spending Potential Index	101	104	97
Entertainment/Recreation: Total \$	\$18,077,622	\$171,103,548	\$384,340,927
Average Spent	\$4,070.62	\$4,217.07	\$3,995.31
Spending Potential Index	100	103	98
Food at Home: Total \$	\$32,263,794	\$305,860,640	\$688,560,600
Average Spent	\$7,264.98	\$7,538.34	\$7,157.74
Spending Potential Index	99	103	98
Food Away from Home: Total \$	\$17,731,780	\$166,765,554	\$371,679,223
Average Spent	\$3,992.74	\$4,110.16	\$3,863.69
Spending Potential Index	103	106	99
Health Care: Total \$	\$33,201,494	\$318,590,873	\$729,431,060
Average Spent	\$7,476.13	\$7,852.09	\$7,582.60
Spending Potential Index	97	102	99
HH Furnishings & Equipment: Total \$	\$14,036,780	\$133,041,780	\$299,353,930
Average Spent	\$3,160.73	\$3,278.99	\$3,111.85
Spending Potential Index	100	104	98
Personal Care Products & Services: Total \$	\$4,489,565	\$42,318,830	\$94,099,063
Average Spent	\$1,010.94	\$1,043.00	\$978.18
Spending Potential Index	102	105	98
Shelter: Total \$	\$119,575,020	\$1,123,823,368	\$2,497,806,546
Average Spent	\$26,925.25	\$27,698.12	\$25,965.26
Spending Potential Index	101	104	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,848,112	\$145,737,285	\$329,672,168
Average Spent	\$3,343.42	\$3,591.89	\$3,427.02
Spending Potential Index	95	103	98
Travel: Total \$	\$13,492,676	\$127,173,166	\$283,306,197
Average Spent	\$3,038.21	\$3,134.35	\$2,945.03
Spending Potential Index	100	103	97
Vehicle Maintenance & Repairs: Total \$	\$6,565,287	\$62,455,761	\$140,648,491
Average Spent	\$1,478.34	\$1,539.30	\$1,462.07
Spending Potential Index	100	104	99

**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.