

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,829	96,496	235,281
2020 Total Population	9,078	103,867	247,116
2020 Group Quarters	7	1,029	2,212
2024 Total Population	10,190	104,973	246,257
2024 Group Quarters	8	1,029	2,217
2029 Total Population	11,216	106,346	245,792
2024-2029 Annual Rate	1.94%	0.26%	-0.04%
2024 Total Daytime Population	13,322	97,983	204,450
Workers	8,705	48,575	87,125
Residents	4,617	49,408	117,325
Household Summary			
2010 Households	3,805	39,527	94,362
2010 Average Household Size	2.32	2.42	2.48
2020 Total Households	3,741	40,851	96,708
2020 Average Household Size	2.42	2.52	2.53
2024 Households	4,142	41,367	97,247
2024 Average Household Size	2.46	2.51	2.51
2029 Households	4,515	42,130	98,005
2029 Average Household Size	2.48	2.50	2.49
2024-2029 Annual Rate	1.74%	0.37%	0.16%
2010 Families	2,321	24,959	60,579
2010 Average Family Size	2.95	3.02	3.05
2024 Families	2,639	26,210	61,267
2024 Average Family Size	3.13	3.18	3.19
2029 Families	2,907	26,622	61,515
2029 Average Family Size	3.14	3.17	3.16
2024-2029 Annual Rate	1.95%	0.31%	0.08%
Housing Unit Summary			
2000 Housing Units	3,188	36,086	93,667
Owner Occupied Housing Units	70.9%	61.2%	65.6%
Renter Occupied Housing Units	22.4%	35.1%	30.0%
Vacant Housing Units	6.7%	3.7%	4.4%
2010 Housing Units	3,966	41,312	99,940
Owner Occupied Housing Units	69.8%	60.2%	64.6%
Renter Occupied Housing Units	26.2%	35.5%	29.8%
Vacant Housing Units	4.1%	4.3%	5.6%
2020 Housing Units	3,888	42,957	102,648
Owner Occupied Housing Units	66.9%	59.5%	62.6%
Renter Occupied Housing Units	29.3%	35.6%	31.7%
Vacant Housing Units	4.0%	4.9%	5.8%
2024 Housing Units	4,312	43,579	103,215
Owner Occupied Housing Units	66.9%	61.4%	64.7%
Renter Occupied Housing Units	29.2%	33.5%	29.5%
Vacant Housing Units	3.9%	5.1%	5.8%
2029 Housing Units	4,647	44,232	104,033
Owner Occupied Housing Units	67.1%	63.6%	66.8%
Renter Occupied Housing Units	30.1%	31.6%	27.4%
Vacant Housing Units	2.8%	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.

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,142	41,367	97,245
<\$15,000	7.4%	7.1%	7.2%
\$15,000 - \$24,999	3.6%	3.8%	5.1%
\$25,000 - \$34,999	5.8%	6.3%	6.5%
\$35,000 - \$49,999	6.3%	8.4%	9.8%
\$50,000 - \$74,999	14.0%	15.2%	15.6%
\$75,000 - \$99,999	13.2%	13.6%	13.9%
\$100,000 - \$149,999	21.6%	20.5%	19.7%
\$150,000 - \$199,999	20.3%	12.1%	11.1%
\$200,000+	7.8%	12.9%	11.1%
Average Household Income	\$113,001	\$117,850	\$110,881
2029 Households by Income			
Household Income Base	4,515	42,130	98,003
<\$15,000	6.2%	6.4%	6.5%
\$15,000 - \$24,999	2.7%	3.0%	4.0%
\$25,000 - \$34,999	4.6%	5.4%	5.5%
\$35,000 - \$49,999	4.9%	7.0%	8.2%
\$50,000 - \$74,999	11.5%	13.3%	13.7%
\$75,000 - \$99,999	12.4%	13.5%	14.0%
\$100,000 - \$149,999	22.0%	20.9%	20.5%
\$150,000 - \$199,999	24.1%	14.1%	13.1%
\$200,000+	11.7%	16.4%	14.5%
Average Household Income	\$134,449	\$136,487	\$129,198
2024 Owner Occupied Housing Units by Value			
Total	2,884	26,753	66,745
<\$50,000	3.3%	3.8%	4.7%
\$50,000 - \$99,999	0.4%	0.6%	1.3%
\$100,000 - \$149,999	3.1%	1.2%	3.1%
\$150,000 - \$199,999	7.8%	5.7%	8.3%
\$200,000 - \$249,999	15.0%	11.0%	14.0%
\$250,000 - \$299,999	16.2%	11.8%	13.3%
\$300,000 - \$399,999	29.3%	32.5%	27.4%
\$400,000 - \$499,999	14.8%	15.7%	11.4%
\$500,000 - \$749,999	8.4%	11.8%	11.3%
\$750,000 - \$999,999	1.6%	3.5%	3.1%
\$1,000,000 - \$1,499,999	0.1%	1.7%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.4%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$334,341	\$391,946	\$364,642
2029 Owner Occupied Housing Units by Value			
Total	3,117	28,130	69,494
<\$50,000	2.4%	2.4%	3.7%
\$50,000 - \$99,999	0.2%	0.2%	0.5%
\$100,000 - \$149,999	0.9%	0.5%	1.1%
\$150,000 - \$199,999	3.1%	2.6%	3.8%
\$200,000 - \$249,999	8.3%	5.9%	8.0%
\$250,000 - \$299,999	10.4%	7.2%	9.9%
\$300,000 - \$399,999	29.8%	28.7%	27.5%
\$400,000 - \$499,999	19.3%	19.9%	14.9%
\$500,000 - \$749,999	19.3%	21.7%	20.2%
\$750,000 - \$999,999	5.9%	7.8%	6.9%
\$1,000,000 - \$1,499,999	0.4%	2.5%	2.5%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.6%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$424,511	\$479,515	\$456,892

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.

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$99,028	\$89,974	\$83,711
2029	\$112,991	\$102,198	\$95,594
Median Home Value			
2024	\$314,379	\$348,633	\$319,326
2029	\$383,208	\$413,185	\$384,013
Per Capita Income			
2024	\$45,713	\$46,429	\$43,821
2029	\$54,003	\$54,048	\$51,550
Median Age			
2010	37.5	38.0	38.9
2020	39.7	38.8	39.4
2024	40.4	39.4	40.0
2029	41.5	40.6	41.4
2020 Population by Age			
Total	9,078	103,867	247,116
0 - 4	5.3%	5.9%	5.6%
5 - 9	6.1%	6.2%	6.1%
10 - 14	6.4%	6.6%	6.5%
15 - 24	11.5%	11.5%	11.7%
25 - 34	13.6%	14.3%	13.8%
35 - 44	14.1%	13.6%	13.4%
45 - 54	13.1%	12.0%	12.2%
55 - 64	13.5%	12.8%	13.7%
65 - 74	10.6%	9.5%	9.9%
75 - 84	4.5%	4.7%	4.7%
85 +	1.4%	2.9%	2.3%
18 +	78.7%	77.6%	78.1%
2024 Population by Age			
Total	10,192	104,974	246,256
0 - 4	5.2%	5.8%	5.5%
5 - 9	5.8%	6.2%	5.9%
10 - 14	6.0%	6.1%	6.0%
15 - 24	11.5%	11.7%	11.7%
25 - 34	13.8%	13.8%	13.5%
35 - 44	14.5%	14.5%	14.2%
45 - 54	12.7%	12.0%	12.1%
55 - 64	12.6%	11.6%	12.5%
65 - 74	10.6%	9.9%	10.6%
75 - 84	5.8%	5.6%	5.5%
85 +	1.6%	2.9%	2.4%
18 +	79.4%	78.3%	79.0%
2029 Population by Age			
Total	11,216	106,346	245,790
0 - 4	5.1%	5.6%	5.3%
5 - 9	5.3%	5.7%	5.4%
10 - 14	5.9%	6.1%	5.9%
15 - 24	11.0%	11.3%	11.2%
25 - 34	13.1%	13.0%	13.0%
35 - 44	14.5%	14.7%	14.4%
45 - 54	13.0%	12.6%	12.6%
55 - 64	11.9%	10.7%	11.4%
65 - 74	11.1%	10.4%	11.3%
75 - 84	7.0%	6.8%	6.9%
85 +	1.9%	3.1%	2.7%
18 +	80.2%	79.1%	79.9%

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

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	4,194	48,804	116,944
Females	4,884	55,063	130,172
2024 Population by Sex			
Males	4,853	50,244	118,640
Females	5,337	54,729	127,617
2029 Population by Sex			
Males	5,347	50,771	118,000
Females	5,869	55,575	127,792
2010 Population by Race/Ethnicity			
Total	8,829	96,496	235,282
White Alone	72.9%	69.6%	66.8%
Black Alone	13.8%	18.2%	24.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	10.0%	7.8%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.6%	1.4%
Two or More Races	2.4%	2.5%	2.4%
Hispanic Origin	2.7%	4.4%	3.9%
Diversity Index	46.7	52.0	53.0
2020 Population by Race/Ethnicity			
Total	9,078	103,867	247,116
White Alone	56.1%	53.0%	52.0%
Black Alone	22.9%	27.1%	31.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	13.6%	10.4%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	3.0%	3.4%
Two or More Races	5.8%	6.2%	6.3%
Hispanic Origin	3.9%	6.0%	6.1%
Diversity Index	64.0	67.2	66.6
2024 Population by Race/Ethnicity			
Total	10,190	104,972	246,257
White Alone	53.7%	50.5%	49.9%
Black Alone	23.6%	28.3%	32.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	14.7%	11.0%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	3.3%	3.7%
Two or More Races	6.2%	6.6%	6.7%
Hispanic Origin	4.2%	6.5%	6.8%
Diversity Index	66.0	69.0	68.3
2029 Population by Race/Ethnicity			
Total	11,216	106,348	245,792
White Alone	51.2%	48.1%	47.7%
Black Alone	24.1%	29.2%	32.8%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	16.2%	12.0%	7.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	3.5%	3.9%
Two or More Races	6.7%	6.9%	7.1%
Hispanic Origin	4.6%	6.9%	7.3%
Diversity Index	67.9	70.7	69.9

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.

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	9,078	103,867	247,116
In Households	99.9%	99.0%	99.1%
Householder	40.7%	39.3%	39.2%
Opposite-Sex Spouse	17.2%	16.9%	15.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.7%	2.5%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	27.7%	28.1%	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	1.3%	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	1.5%	1.6%	1.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.3%	2.5%	3.0%
In Group Quarters	0.1%	1.0%	0.9%
Institutionalized	0.0%	0.9%	0.8%
Noninstitutionalized	0.1%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	7,290	73,795	174,459
Less than 9th Grade	2.0%	3.4%	3.7%
9th - 12th Grade, No Diploma	3.6%	3.7%	4.5%
High School Graduate	18.0%	22.5%	26.3%
GED/Alternative Credential	3.1%	3.3%	4.2%
Some College, No Degree	16.4%	16.7%	17.0%
Associate Degree	15.2%	8.7%	8.5%
Bachelor's Degree	26.1%	25.4%	21.9%
Graduate/Professional Degree	15.6%	16.4%	13.8%
2024 Population 15+ by Marital Status			
Total	8,454	86,034	203,372
Never Married	33.9%	34.2%	35.3%
Married	52.5%	49.1%	47.0%
Widowed	5.2%	6.9%	7.1%
Divorced	8.4%	9.8%	10.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,680	57,815	134,796
Population 16+ Employed	98.2%	97.7%	97.3%
Population 16+ Unemployment rate	1.8%	2.3%	2.7%
Population 16-24 Employed	10.9%	12.3%	12.1%
Population 16-24 Unemployment rate	2.2%	5.4%	6.5%
Population 25-54 Employed	64.9%	65.6%	64.2%
Population 25-54 Unemployment rate	1.8%	1.7%	2.1%
Population 55-64 Employed	17.3%	15.7%	16.7%
Population 55-64 Unemployment rate	1.8%	2.6%	2.4%
Population 65+ Employed	6.9%	6.5%	7.0%
Population 65+ Unemployment rate	0.0%	1.3%	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

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	5,580	56,488	131,127
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	4.5%	5.8%	6.4%
Manufacturing	9.3%	4.6%	5.8%
Wholesale Trade	2.3%	1.7%	1.8%
Retail Trade	3.6%	9.9%	10.0%
Transportation/Utilities	9.1%	6.8%	6.5%
Information	2.2%	1.6%	1.7%
Finance/Insurance/Real Estate	9.6%	6.7%	6.7%
Services	51.8%	54.0%	52.3%
Public Administration	7.7%	8.8%	8.4%
2024 Employed Population 16+ by Occupation			
Total	5,578	56,488	131,127
White Collar	74.9%	68.8%	65.2%
Management/Business/Financial	24.0%	19.4%	17.8%
Professional	36.6%	31.6%	28.5%
Sales	5.5%	7.9%	7.9%
Administrative Support	8.9%	9.9%	11.0%
Services	13.9%	14.9%	15.5%
Blue Collar	11.1%	16.3%	19.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.2%	3.3%	4.2%
Installation/Maintenance/Repair	3.5%	2.6%	3.2%
Production	1.8%	2.7%	3.5%
Transportation/Material Moving	4.6%	7.6%	8.2%
2020 Households by Type			
Total	3,741	40,851	96,708
Married Couple Households	42.8%	43.4%	41.2%
With Own Children <18	17.0%	17.4%	15.6%
Without Own Children <18	25.9%	26.0%	25.7%
Cohabiting Couple Households	6.8%	6.8%	7.2%
With Own Children <18	1.7%	2.2%	2.4%
Without Own Children <18	5.1%	4.6%	4.8%
Male Householder, No Spouse/Partner	14.9%	17.2%	18.4%
Living Alone	10.2%	11.5%	12.1%
65 Years and over	2.5%	3.7%	3.9%
With Own Children <18	1.3%	1.7%	1.7%
Without Own Children <18, With Relatives	2.4%	2.9%	3.2%
No Relatives Present	1.1%	1.2%	1.4%
Female Householder, No Spouse/Partner	35.4%	32.7%	33.2%
Living Alone	18.3%	17.1%	16.4%
65 Years and over	8.2%	8.9%	8.3%
With Own Children <18	7.0%	7.0%	6.9%
Without Own Children <18, With Relatives	8.5%	7.4%	8.6%
No Relatives Present	1.6%	1.2%	1.3%
2020 Households by Size			
Total	3,741	40,851	96,708
1 Person Household	28.5%	28.6%	28.5%
2 Person Household	31.4%	31.1%	31.5%
3 Person Household	16.5%	17.0%	16.9%
4 Person Household	14.6%	13.3%	12.9%
5 Person Household	5.5%	6.0%	6.0%
6 Person Household	2.1%	2.5%	2.6%
7 + Person Household	1.4%	1.5%	1.6%

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

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	3,741	40,851	96,708
Owner Occupied	69.5%	62.5%	66.4%
Owned with a Mortgage/Loan	55.2%	47.0%	49.9%
Owned Free and Clear	14.3%	15.6%	16.5%
Renter Occupied	30.5%	37.5%	33.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	99	100
Percent of Income for Mortgage	19.9%	24.3%	23.9%
Wealth Index	88	102	96
2020 Housing Units By Urban/ Rural Status			
Total	3,888	42,957	102,648
Urban Housing Units	100.0%	100.0%	99.3%
Rural Housing Units	0.0%	0.0%	0.7%
2020 Population By Urban/ Rural Status			
Total	9,078	103,867	247,116
Urban Population	100.0%	100.0%	99.3%
Rural Population	0.0%	0.0%	0.7%

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

White Marsh Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37427
Longitude: -76.47224

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Bright Young Professionals	Parks and Rec (5C)
2.	Home Improvement (4B)	Enterprising Professionals	Bright Young Professionals
3.	Workday Drive (4A)	Pleasantville (2B)	Pleasantville (2B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$9,955,570	\$103,976,636	\$229,566,343
Average Spent	\$2,403.57	\$2,513.52	\$2,360.65
Spending Potential Index	101	106	99
Education: Total \$	\$7,222,967	\$74,897,769	\$164,242,306
Average Spent	\$1,743.84	\$1,810.57	\$1,688.92
Spending Potential Index	101	105	98
Entertainment/Recreation: Total \$	\$16,970,615	\$175,538,224	\$389,557,932
Average Spent	\$4,097.20	\$4,243.44	\$4,005.86
Spending Potential Index	100	104	98
Food at Home: Total \$	\$29,726,346	\$313,233,081	\$697,667,185
Average Spent	\$7,176.81	\$7,572.05	\$7,174.18
Spending Potential Index	98	104	98
Food Away from Home: Total \$	\$16,403,317	\$171,205,950	\$376,716,612
Average Spent	\$3,960.24	\$4,138.71	\$3,873.81
Spending Potential Index	102	106	100
Health Care: Total \$	\$31,741,668	\$326,277,032	\$739,704,174
Average Spent	\$7,663.37	\$7,887.37	\$7,606.45
Spending Potential Index	100	103	99
HH Furnishings & Equipment: Total \$	\$13,256,031	\$136,539,338	\$303,450,378
Average Spent	\$3,200.39	\$3,300.68	\$3,120.41
Spending Potential Index	101	104	99
Personal Care Products & Services: Total \$	\$4,114,257	\$43,479,391	\$95,351,873
Average Spent	\$993.30	\$1,051.06	\$980.51
Spending Potential Index	100	106	98
Shelter: Total \$	\$108,727,139	\$1,154,070,774	\$2,531,342,958
Average Spent	\$26,249.91	\$27,898.34	\$26,030.04
Spending Potential Index	98	105	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,572,132	\$149,969,439	\$334,221,444
Average Spent	\$3,518.14	\$3,625.34	\$3,436.83
Spending Potential Index	100	103	98
Travel: Total \$	\$12,550,651	\$130,712,354	\$287,176,029
Average Spent	\$3,030.09	\$3,159.82	\$2,953.06
Spending Potential Index	100	104	97
Vehicle Maintenance & Repairs: Total \$	\$6,185,070	\$63,933,926	\$142,536,493
Average Spent	\$1,493.26	\$1,545.53	\$1,465.72
Spending Potential Index	101	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.