

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 39.373918, -76.510639

19-Mar-2020

## 111870-Putty Hill Plaza

### Baltimore, MD

|  | 1.00 Mile Radius                          | 3.00 Mile Radius            | 5.00 Mile Radius | 10.00 Mile Radius |           |         |
|--|---|-----------------------------|------------------|-------------------|-----------|---------|
| <b>POPULATION</b>                      | 2019 Estimated Population                 | 13,187                      | 137,464          | 320,322           | 971,101   |         |
|  | 2019 Daytime Population                   | 16,321                      | 126,919          | 294,499           | 1,227,301 |         |
|  | 2024 Population Forecast                  | 13,553                      | 138,664          | 323,479           | 988,131   |         |
|  | 2010 Census Population                    | 12,255                      | 137,328          | 323,220           | 974,860   |         |
|  | 2000 Census Population                    | 11,509                      | 131,559          | 310,723           | 969,678   |         |
|  | 1990 Census Population                    | 10,552                      | 122,944          | 303,818           | 1,029,586 |         |
|  | Historical Annual Growth, 1990 to 2000    | 0.87%                       | 0.68%            | 0.22%             | -0.60%    |         |
|  | Historical Annual Growth, 2000 to 2010    | 0.63%                       | 0.43%            | 0.40%             | 0.05%     |         |
|  | Estimated Annual Growth, 2010 to 2019     | 0.75%                       | 0.01%            | -0.09%            | -0.04%    |         |
|  | Projected Annual Growth, 2019 to 2024     | 0.55%                       | 0.17%            | 0.20%             | 0.35%     |         |
|  | <b>HOUSEHOLDS</b>                         | 2019 Estimated Households   | 5,234            | 56,801            | 128,187   | 391,975 |
|  |   | 2024 Households Forecast    | 5,365            | 57,268            | 129,447   | 399,794 |
| 2010 Census Households                 |   | 4,920                       | 56,717           | 129,186           | 391,531   |         |
| 2000 Census Households                 |   | 4,871                       | 54,370           | 125,096           | 391,317   |         |
| 1990 Census Households                 |   | 4,236                       | 48,738           | 120,430           | 396,554   |         |
| Historical Annual Growth, 1990 to 2000 |   | 1.41%                       | 1.10%            | 0.38%             | -0.13%    |         |
| Historical Annual Growth, 2000 to 2010 |   | 0.10%                       | 0.42%            | 0.32%             | 0.01%     |         |
| Estimated Annual Growth, 2010 to 2019  |   | 0.64%                       | 0.02%            | -0.08%            | 0.01%     |         |
| Projected Annual Growth, 2019 to 2024  |   | 0.49%                       | 0.16%            | 0.20%             | 0.40%     |         |
| 2019 % Households With Children        |   | 31%                         | 26%              | 27%               | 24%       |         |
| 2019 Persons per Household             |   | 2.50                        | 2.41             | 2.46              | 2.39      |         |
| <b>INCOME 2019</b>                     |   | HH Income \$500,000 or more | 0.72%            | 0.48%             | 0.58%     | 0.88%   |
|  | HH Income \$250,000 to \$499,999          | 0.88%                       | 0.56%            | 0.68%             | 1.05%     |         |
|  | HH Income \$200,000 to \$249,999          | 2.07%                       | 1.32%            | 1.62%             | 2.47%     |         |
|  | HH Income \$175,000 to \$199,999          | 3.13%                       | 4.41%            | 3.91%             | 4.68%     |         |
|  | HH Income \$150,000 to \$174,999          | 3.71%                       | 5.03%            | 4.50%             | 4.41%     |         |
|  | HH Income \$100,000 to \$149,999          | 19.49%                      | 18.27%           | 16.77%            | 15.14%    |         |
|  | HH Income \$75,000 to \$99,999            | 15.23%                      | 15.28%           | 14.03%            | 12.34%    |         |
|  | HH Income \$50,000 to \$74,999            | 19.58%                      | 20.72%           | 19.21%            | 17.38%    |         |
|  | HH Income \$35,000 to \$49,999            | 12.40%                      | 12.36%           | 12.93%            | 11.82%    |         |
|  | HH Income \$25,000 to \$34,999            | 7.47%                       | 8.14%            | 8.89%             | 8.82%     |         |
|  | HH Income \$15,000 to \$24,999            | 5.56%                       | 6.69%            | 7.99%             | 8.74%     |         |
|  | HH Income \$0 to \$14,999                 | 9.74%                       | 6.72%            | 8.89%             | 12.27%    |         |
|  | Average Household Income                  | \$80,103                    | \$84,250         | \$80,757          | \$84,757  |         |
|  | Median Household Income                   | \$68,342                    | \$68,840         | \$63,511          | \$60,675  |         |
| Per Capita Income                      | \$31,998                                  | \$34,970                    | \$32,633         | \$34,856          |           |         |
| 2000 Average Household Income          | \$54,035                                  | \$54,537                    | \$52,513         | \$51,472          |           |         |
| 2000 Median Household Income           | \$47,981                                  | \$47,676                    | \$44,212         | \$38,019          |           |         |
| <b>WRKPLACE 2019</b>                   | Workplace Establishments                  | 292                         | 2,986            | 6,158             | 22,962    |         |
|  | Workplace Employees (Full Time Employees) | 8,122                       | 59,470           | 124,933           | 577,879   |         |

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|---------------------------------|--------------------------------------|------------------|------------------|-------------------|---------|
| <b>POPULATION BY AGE 2019</b>   | Count of Pop 0 to 4 years            | 997              | 9,342            | 21,318            | 65,087  |
|                                 | Count of Pop 5 to 14 years           | 1,682            | 15,808           | 36,364            | 107,785 |
|                                 | Count of Pop 14 to 22 years          | 1,215            | 11,614           | 30,594            | 100,759 |
|                                 | Count of Pop 22 to 30 years          | 1,222            | 13,017           | 32,396            | 95,293  |
|                                 | Count of Pop 30 to 45 years          | 3,140            | 28,133           | 63,529            | 202,053 |
|                                 | Count of Pop 45 to 60 years          | 2,460            | 26,581           | 61,037            | 177,347 |
|                                 | Count of Pop 60 to 75 years          | 1,864            | 23,514           | 54,333            | 157,970 |
|                                 | Count of Pop 75+ years               | 607              | 9,454            | 20,751            | 64,807  |
|                                 | Population 0 to 4 Years              | 7.56%            | 6.80%            | 6.66%             | 6.70%   |
|                                 | Population 5 to 13 Years             | 12.75%           | 11.50%           | 11.35%            | 11.10%  |
|                                 | Population 14 to 21 Years            | 9.21%            | 8.45%            | 9.55%             | 10.38%  |
|                                 | Population 22 to 29 Years            | 9.27%            | 9.47%            | 10.11%            | 9.81%   |
|                                 | Population 30 to 44 Years            | 23.81%           | 20.47%           | 19.83%            | 20.81%  |
|                                 | Population 45 to 59 Years            | 18.66%           | 19.34%           | 19.05%            | 18.26%  |
| Population 60 to 74 Years       | 14.14%                               | 17.11%           | 16.96%           | 16.27%            |         |
| Population 74 Years Plus        | 4.60%                                | 6.88%            | 6.48%            | 6.67%             |         |
| Median Age                      | 37.2                                 | 40.0             | 39.1             | 38.4              |         |
| <b>GENDER 2019</b>              | Male Population                      | 6,401            | 65,441           | 151,181           | 465,283 |
|                                 | Female Population                    | 6,787            | 72,023           | 169,141           | 505,818 |
| <b>RACE 2019</b>                | 2019 Estimated Population            | 13,187           | 137,464          | 320,322           | 971,101 |
|                                 | White                                | 63.11%           | 63.30%           | 53.10%            | 52.94%  |
|                                 | Black or African American            | 23.37%           | 26.89%           | 38.49%            | 38.72%  |
|                                 | Asian or Pacific Islander            | 9.40%            | 5.77%            | 4.52%             | 4.01%   |
|                                 | Other Races                          | 4.12%            | 4.04%            | 3.89%             | 4.33%   |
| <b>HISPANIC</b>                 | 2019 Hispanic Population             | 458              | 5,748            | 11,934            | 44,120  |
|                                 | 2019 Hispanic Population %           | 3.47%            | 4.18%            | 3.73%             | 4.54%   |
|                                 | 2024 Hispanic Population Forecast    | 473              | 5,801            | 12,078            | 45,352  |
|                                 | 2024 Hispanic Population % Projected | 3.49%            | 4.18%            | 3.73%             | 4.59%   |
|                                 | 2000 Hispanic Population %           | 1.98%            | 1.57%            | 1.43%             | 1.67%   |
| 1990 Hispanic Population %      | 1.24%                                | 1.06%            | 1.15%            | 1.02%             |         |
| <b>EDUCATION (AGE 25+) 2019</b> | Adult Population (25 Years or Older) | 8,833            | 95,862           | 219,891           | 660,956 |
|                                 | Elementary                           | 4.41%            | 3.57%            | 3.37%             | 4.21%   |
|                                 | Some High School                     | 2.72%            | 5.21%            | 6.30%             | 8.63%   |
|                                 | High School Graduate                 | 22.81%           | 29.48%           | 31.24%            | 28.68%  |
|                                 | Some College                         | 26.37%           | 21.96%           | 21.72%            | 18.92%  |
|                                 | Associates Degree                    | 9.47%            | 7.63%            | 7.20%             | 5.69%   |
|                                 | Bachelors Degree                     | 20.28%           | 19.85%           | 18.11%            | 18.38%  |
|                                 | Graduate Degree                      | 13.94%           | 12.30%           | 12.05%            | 15.50%  |
| % College (4+)                  | 34.22%                               | 32.15%           | 30.16%           | 33.88%            |         |
| <b>HOUSING 2019</b>             | Total Housing Units                  | 5,681            | 60,176           | 137,227           | 444,760 |
|                                 | Owner Occupied Percent               | 52.33%           | 62.00%           | 60.75%            | 50.33%  |
|                                 | Renter Occupied Percent              | 39.81%           | 32.40%           | 32.67%            | 37.80%  |
|                                 | Vacant Housing Percent               | 7.86%            | 5.61%            | 6.59%             | 11.87%  |

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| <b>HOMES BUILT BY YEAR 2019</b>                     | Homes Built 2010 or later                      | 0.03%            | 0.10%            | 0.14%             | 0.24%     |
|   | Homes Built 2000 to 2009                       | 6.43%            | 5.67%            | 6.13%             | 5.65%     |
|   | Homes Built 1990 to 1999                       | 15.43%           | 13.69%           | 10.04%            | 6.50%     |
|   | Homes Built 1980 to 1989                       | 25.60%           | 14.71%           | 10.90%            | 8.28%     |
|   | Homes Built 1970 to 1979                       | 24.05%           | 13.87%           | 12.04%            | 9.60%     |
|   | Homes Built 1960 to 1979                       | 4.99%            | 11.04%           | 11.38%            | 10.31%    |
|   | Homes Built 1950 to 1959                       | 13.90%           | 21.98%           | 25.59%            | 18.42%    |
|   | Homes Built 1940 to 1949                       | 5.01%            | 7.37%            | 10.17%            | 11.16%    |
|   | Homes Built 1939 or earlier                    | 4.56%            | 11.57%           | 13.63%            | 29.84%    |
| <b>HOME VALUE (OWNER OCCUPIED) 2019</b>             | Property Value \$1,000,000 or more             | 0.36%            | 0.26%            | 0.37%             | 1.73%     |
|   | Property Value \$750,000 to \$999,999          | 0.41%            | 0.68%            | 1.88%             | 3.75%     |
|   | Property Value \$500,000 to \$749,999          | 3.96%            | 4.31%            | 5.48%             | 8.97%     |
|   | Property Value \$400,000 to \$499,999          | 7.71%            | 8.73%            | 8.06%             | 10.43%    |
|   | Property Value \$300,000 to \$399,999          | 21.20%           | 21.50%           | 17.43%            | 16.25%    |
|   | Property Value \$200,000 to \$299,999          | 49.76%           | 41.35%           | 34.05%            | 24.14%    |
|   | Property Value \$150,000 to \$199,999          | 10.54%           | 13.46%           | 16.08%            | 13.11%    |
|   | Property Value \$100,000 to \$149,999          | 2.47%            | 6.42%            | 11.08%            | 11.21%    |
|   | Property Value \$60,000 to \$99,999            | 0.84%            | 1.21%            | 2.83%             | 5.72%     |
|   | Property Value \$40,000 to \$59,999            | 0.34%            | 0.23%            | 0.54%             | 1.50%     |
|   | Property Value \$0 to \$39,999                 | 2.40%            | 1.84%            | 2.20%             | 3.19%     |
|   | Median Home Value                              | \$257,282        | \$263,862        | \$247,766         | \$261,334 |
| Median Rent per Month (Census 2000)                 | \$686  | \$672            | \$615            | \$557             |           |
| <b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019</b> | Employed Civilian Population 16+ by Occupation | 5,682            | 71,313           | 161,896           | 467,148   |
|   | Managerial/Executive                           | 14.50%           | 14.65%           | 14.35%            | 15.74%    |
|   | Professional Specialty                         | 29.95%           | 27.51%           | 25.31%            | 27.87%    |
|   | Healthcare Support                             | 4.12%            | 3.74%            | 4.05%             | 3.46%     |
|   | Sales  | 13.76%           | 9.53%            | 9.43%             | 9.19%     |
|   | Office & Administrative Support                | 11.19%           | 13.97%           | 13.64%            | 11.91%    |
|   | Protective Service                             | 3.96%            | 3.41%            | 3.55%             | 2.85%     |
|   | Food Preparation                               | 5.00%            | 4.51%            | 5.04%             | 5.36%     |
|   | Building Maintenance & Cleaning                | 2.74%            | 2.40%            | 3.02%             | 3.48%     |
|   | Personal Care                                  | 2.47%            | 2.86%            | 3.00%             | 2.81%     |
|   | Farming, Fishing, & Forestry                   | 0.03%            | 0.06%            | 0.04%             | 0.09%     |
|   | Construction                                   | 5.81%            | 7.12%            | 6.96%             | 6.42%     |
|   | Production & Transportation                    | 6.48%            | 10.26%           | 11.62%            | 10.83%    |
|   | Percent White Collar                           | 73.51%           | 69.40%           | 66.77%            | 68.17%    |
|   | Percent Blue Collar                            | 26.49%           | 30.60%           | 33.23%            | 31.83%    |
| Median Employee Salary                              | 44,358   | 45,684           | 46,197           | 47,954            |           |
| Average Employee Salary                             | 54,201   | 55,197           | 55,399           | 58,374            |           |
| <b>UNEMPLOYMENT</b>                                 | 2000 Census Unemployed (Age 16 and Up)         | 266              | 2,502            | 7,832             | 34,603    |
|   | 2019 Estimated Unemployed (Age 16 and Up)      | 244              | 2,565            | 7,179             | 23,698    |
|   | 2019 Estimated Unemployed Rate (Age 16 and Up) | 3.25%            | 3.48%            | 4.29%             | 4.82%     |

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|------------------------------------|--|------------------|------------------|-------------------|---------|
| <b>TRANSPORTATION TO WORK 2019</b> | Drive to Work Alone                                    | 85.25%           | 80.97%           | 77.80%            | 70.32%  |
|                                    | Drive to Work Carpool                                  | 8.26%            | 10.35%           | 10.15%            | 9.70%   |
|                                    | Travel to Work by Public Transportation                | 1.86%            | 3.67%            | 6.48%             | 10.33%  |
|                                    | Drive to Work on Motorcycle                            | 0.05%            | 0.18%            | 0.15%             | 0.12%   |
|                                    | Drive to Work on Bicycle                               | 0.00%            | 0.06%            | 0.11%             | 0.55%   |
|                                    | Walk to Work   | 2.17%            | 1.72%            | 2.12%             | 4.78%   |
|                                    | Other Means  | 0.53%            | 0.73%            | 0.69%             | 0.88%   |
|                                    | Work at Home   | 1.73%            | 2.16%            | 2.34%             | 3.06%   |
| <b>TRAVEL TIME TO WORK 2019</b>    | Travel Time in Less than 5 minutes                     | 1.45%            | 1.21%            | 0.96%             | 1.59%   |
|                                    | Travel to Work in 5 to 9 minutes                       | 4.36%            | 5.01%            | 5.05%             | 6.22%   |
|                                    | Travel to Work in 10 to 14 minutes                     | 13.63%           | 8.79%            | 9.04%             | 10.86%  |
|                                    | Travel to Work in 15 to 19 minutes                     | 12.35%           | 14.18%           | 13.36%            | 14.63%  |
|                                    | Travel to Work in 20 to 29 minutes                     | 24.54%           | 24.30%           | 23.94%            | 23.15%  |
|                                    | Travel to Work in 30 to 44 minutes                     | 30.30%           | 30.00%           | 29.18%            | 25.14%  |
|                                    | Travel to Work in 45 to 59 minutes                     | 7.33%            | 9.36%            | 9.35%             | 8.27%   |
|                                    | Travel to Work in 60 minutes or more                   | 6.04%            | 7.14%            | 9.12%             | 10.13%  |
| Average Travel Time to Work        | 25.4   | 27.1             | 28.2             | 28.1              |         |
| <b>SPENDING PATTERNS 2019</b>      | Grocery Store Market Basket Weekly Per Capita Spending | \$50.19          | \$50.41          | \$50.40           | \$50.61 |
|                                    | Apparel and Related Services                           | \$13.48          | \$13.24          | \$13.11           | \$12.98 |
|                                    | Transportation   | \$86.02          | \$85.51          | \$84.34           | \$82.78 |
|                                    | Healthcare   | \$33.39          | \$34.20          | \$33.86           | \$34.03 |
|                                    | Entertainment  | \$21.47          | \$21.41          | \$21.11           | \$20.80 |
| <b>LIFESTYLE SEGMENTATION 2019</b> | Category A - Crème de la Crème                         | 580              | 8,611            | 25,785            | 102,023 |
|                                    | Category B - Urban Cliff Climbers                      | 4,048            | 6,922            | 12,503            | 23,338  |
|                                    | Category C - Urban Cliff Dwellers                      | 1,728            | 14,267           | 19,385            | 27,661  |
|                                    | Category D - Seasoned Urban Dwellers                   | 0                | 5,140            | 8,321             | 19,169  |
|                                    | Category E - Thriving Alone                            | 8                | 5,024            | 10,663            | 101,026 |
|                                    | Category F - Going it Alone                            | 125              | 41,314           | 79,375            | 170,761 |
|                                    | Category G - Struggling Alone                          | 0                | 865              | 4,551             | 39,044  |
|                                    | Category H - Single in the Suburbs                     | 5,239            | 11,119           | 17,967            | 35,341  |
|                                    | Category I - Married in the Suburbs                    | 302              | 14,475           | 20,413            | 37,028  |
|                                    | Category J - Retired in the Suburbs                    | 1,074            | 4,369            | 10,448            | 27,791  |
|                                    | Category K - Living with Nature                        | 0                | 0                | 0                 | 2       |
|                                    | Category L - Working with Nature                       | 0                | 0                | 980               | 9,531   |
|                                    | Category M - Harlem Gateway                            | 0                | 20,487           | 96,975            | 312,975 |
|                                    | Category N - Espaniola                                 | 0                | 0                | 0                 | 0       |
|                                    | Category O - Specialties                               | 0                | 4,035            | 7,741             | 30,578  |

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