

White Marsh Plaza
7900 Honeygo Blvd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37315
Longitude: -76.47255

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,601	85,922	225,332
2010 Total Population	9,759	96,120	238,952
2019 Total Population	9,800	99,873	245,920
2019 Group Quarters	1	690	1,678
2024 Total Population	9,823	101,695	248,963
2017-2022 Annual Rate	0.05%	0.36%	0.25%
2019 Total Daytime Population	14,487	92,748	199,408
Workers	10,128	46,336	83,307
Residents	4,359	46,412	116,101
Household Summary			
2000 Households	3,217	34,913	91,032
2000 Average Household Size	2.36	2.44	2.45
2010 Households	4,277	39,453	95,866
2010 Average Household Size	2.28	2.42	2.48
2019 Households	4,266	40,570	97,789
2019 Average Household Size	2.30	2.44	2.50
2024 Households	4,264	41,163	98,674
2024 Average Household Size	2.30	2.45	2.51
2017-2022 Annual Rate	-0.01%	0.29%	0.18%
2010 Families	2,587	24,819	61,412
2010 Average Family Size	2.91	3.02	3.05
2019 Families	2,546	25,236	62,119
2019 Average Family Size	2.95	3.07	3.10
2024 Families	2,533	25,511	62,521
2024 Average Family Size	2.97	3.08	3.11
2017-2022 Annual Rate	-0.10%	0.22%	0.13%
Housing Unit Summary			
2000 Housing Units	3,473	36,284	95,436
Owner Occupied Housing Units	69.8%	61.1%	64.8%
Renter Occupied Housing Units	22.8%	35.2%	30.6%
Vacant Housing Units	7.4%	3.8%	4.6%
2010 Housing Units	4,489	41,257	101,589
Owner Occupied Housing Units	67.1%	60.0%	64.0%
Renter Occupied Housing Units	28.2%	35.6%	30.4%
Vacant Housing Units	4.7%	4.4%	5.6%
2019 Housing Units	4,505	42,331	104,259
Owner Occupied Housing Units	66.8%	60.3%	64.0%
Renter Occupied Housing Units	27.9%	35.5%	29.8%
Vacant Housing Units	5.3%	4.2%	6.2%
2024 Housing Units	4,515	42,934	105,542
Owner Occupied Housing Units	67.3%	61.3%	64.7%
Renter Occupied Housing Units	27.2%	34.6%	28.8%
Vacant Housing Units	5.6%	4.1%	6.5%
Median Household Income			
2019	\$78,349	\$70,948	\$67,301
2024	\$82,277	\$78,660	\$75,960
Median Home Value			
2019	\$253,231	\$259,625	\$230,821
2024	\$295,188	\$287,991	\$258,923
Per Capita Income			
2019	\$37,581	\$36,178	\$34,100
2024	\$41,259	\$40,545	\$38,523
Median Age			
2010	37.2	38.0	38.8
2019	38.2	39.4	40.2
2024	38.2	40.1	40.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	4,266	40,570	97,787
<\$15,000	3.9%	6.2%	7.1%
\$15,000 - \$24,999	7.3%	6.8%	7.0%
\$25,000 - \$34,999	6.3%	8.1%	8.7%
\$35,000 - \$49,999	12.4%	13.1%	13.3%
\$50,000 - \$74,999	16.6%	18.1%	18.2%
\$75,000 - \$99,999	19.0%	13.5%	13.8%
\$100,000 - \$149,999	21.6%	20.3%	19.2%
\$150,000 - \$199,999	10.2%	9.0%	7.9%
\$200,000+	2.7%	5.1%	4.8%
Average Household Income	\$87,591	\$89,024	\$85,748
2024 Households by Income			
Household Income Base	4,264	41,163	98,672
<\$15,000	3.8%	5.4%	6.2%
\$15,000 - \$24,999	6.8%	5.8%	5.9%
\$25,000 - \$34,999	6.1%	7.5%	8.0%
\$35,000 - \$49,999	11.4%	11.9%	12.2%
\$50,000 - \$74,999	15.1%	16.9%	17.0%
\$75,000 - \$99,999	18.4%	13.6%	14.0%
\$100,000 - \$149,999	22.4%	21.7%	20.9%
\$150,000 - \$199,999	12.4%	10.9%	9.8%
\$200,000+	3.5%	6.4%	6.1%
Average Household Income	\$96,383	\$100,154	\$97,195
2019 Owner Occupied Housing Units by Value			
Total	3,008	25,540	66,705
<\$50,000	0.8%	1.8%	2.5%
\$50,000 - \$99,999	0.0%	1.4%	3.5%
\$100,000 - \$149,999	4.1%	5.4%	12.2%
\$150,000 - \$199,999	16.3%	15.6%	19.1%
\$200,000 - \$249,999	27.9%	22.1%	20.6%
\$250,000 - \$299,999	14.7%	18.6%	15.1%
\$300,000 - \$399,999	23.8%	21.6%	14.5%
\$400,000 - \$499,999	9.4%	8.2%	6.8%
\$500,000 - \$749,999	2.7%	3.9%	4.3%
\$750,000 - \$999,999	0.0%	0.3%	0.5%
\$1,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$288,177	\$293,455	\$268,724
2024 Owner Occupied Housing Units by Value			
Total	3,037	26,322	68,234
<\$50,000	0.5%	1.3%	1.9%
\$50,000 - \$99,999	0.0%	1.0%	2.7%
\$100,000 - \$149,999	2.2%	3.8%	8.9%
\$150,000 - \$199,999	10.7%	11.5%	15.2%
\$200,000 - \$249,999	23.1%	18.1%	18.3%
\$250,000 - \$299,999	14.9%	18.9%	16.3%
\$300,000 - \$399,999	29.8%	26.2%	18.1%
\$400,000 - \$499,999	13.6%	11.2%	9.1%
\$500,000 - \$749,999	4.5%	5.9%	6.7%
\$750,000 - \$999,999	0.0%	0.6%	1.0%
\$1,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$323,107	\$332,480	\$310,717

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	9,757	96,118	238,952
0 - 4	6.4%	6.5%	6.3%
5 - 9	5.7%	5.7%	5.8%
10 - 14	5.6%	5.8%	6.0%
15 - 24	11.1%	12.3%	12.9%
25 - 34	17.9%	15.5%	14.2%
35 - 44	14.3%	13.2%	13.2%
45 - 54	14.2%	14.4%	15.2%
55 - 64	12.6%	11.5%	12.2%
65 - 74	6.1%	5.9%	6.5%
75 - 84	4.4%	5.5%	5.1%
85 +	1.8%	3.6%	2.7%
18 +	78.9%	78.3%	78.1%
2019 Population by Age			
Total	9,801	99,871	245,921
0 - 4	5.8%	5.8%	5.6%
5 - 9	5.7%	5.8%	5.7%
10 - 14	5.5%	5.8%	5.8%
15 - 24	10.2%	10.8%	11.0%
25 - 34	17.5%	15.2%	14.6%
35 - 44	15.2%	13.7%	13.2%
45 - 54	11.6%	11.8%	12.5%
55 - 64	12.3%	12.5%	13.5%
65 - 74	9.6%	9.2%	9.8%
75 - 84	4.6%	5.2%	5.2%
85 +	2.0%	4.1%	3.2%
18 +	80.2%	79.5%	79.7%
2024 Population by Age			
Total	9,824	101,693	248,963
0 - 4	5.9%	5.9%	5.6%
5 - 9	5.6%	5.5%	5.4%
10 - 14	5.4%	5.6%	5.6%
15 - 24	9.3%	10.5%	10.6%
25 - 34	18.1%	14.9%	14.2%
35 - 44	16.3%	14.4%	14.0%
45 - 54	11.7%	11.5%	11.9%
55 - 64	10.6%	11.1%	12.3%
65 - 74	9.7%	10.1%	10.8%
75 - 84	5.4%	6.4%	6.3%
85 +	2.1%	4.1%	3.1%
18 +	80.3%	79.9%	80.0%
2010 Population by Sex			
Males	4,488	45,248	113,124
Females	5,271	50,872	125,828
2019 Population by Sex			
Males	4,509	47,289	116,852
Females	5,291	52,584	129,068
2024 Population by Sex			
Males	4,529	48,183	118,508
Females	5,294	53,512	130,455

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2010 Population by Race/Ethnicity			
Total	9,760	96,118	238,951
White Alone	72.4%	69.5%	65.9%
Black Alone	14.1%	18.4%	25.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	10.1%	7.7%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.6%	1.4%
Two or More Races	2.4%	2.5%	2.4%
Hispanic Origin	2.8%	4.4%	3.8%
Diversity Index	47.5	52.1	53.7
2019 Population by Race/Ethnicity			
Total	9,799	99,874	245,920
White Alone	62.6%	61.1%	59.4%
Black Alone	19.0%	22.9%	28.4%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	13.9%	10.1%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	2.3%	2.1%
Two or More Races	3.2%	3.2%	3.1%
Hispanic Origin	4.2%	6.4%	5.7%
Diversity Index	58.8	61.7	60.9
2024 Population by Race/Ethnicity			
Total	9,822	101,695	248,964
White Alone	56.5%	56.0%	55.4%
Black Alone	21.9%	25.5%	30.3%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	16.4%	11.6%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	2.8%	2.5%
Two or More Races	3.7%	3.7%	3.6%
Hispanic Origin	5.2%	7.8%	7.0%
Diversity Index	64.5	66.4	64.8
2010 Population by Relationship and Household Type			
Total	9,759	96,120	238,952
In Households	100.0%	99.3%	99.3%
In Family Households	78.9%	80.4%	81.3%
Householder	26.1%	25.8%	25.7%
Spouse	19.4%	18.3%	17.4%
Child	27.7%	29.4%	30.7%
Other relative	4.0%	4.4%	4.7%
Nonrelative	1.7%	2.5%	2.8%
In Nonfamily Households	21.1%	18.9%	18.0%
In Group Quarters	0.0%	0.7%	0.7%
Institutionalized Population	0.0%	0.4%	0.5%
Noninstitutionalized Population	0.0%	0.3%	0.2%

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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2019 Population 25+ by Educational Attainment			
Total	7,137	71,690	176,785
Less than 9th Grade	2.2%	3.5%	3.6%
9th - 12th Grade, No Diploma	4.8%	5.1%	6.6%
High School Graduate	21.5%	23.7%	26.8%
GED/Alternative Credential	2.5%	3.4%	4.1%
Some College, No Degree	21.7%	20.2%	21.1%
Associate Degree	8.2%	8.8%	8.1%
Bachelor's Degree	24.4%	21.7%	18.6%
Graduate/Professional Degree	14.9%	13.6%	10.9%
2019 Population 15+ by Marital Status			
Total	8,139	82,453	203,820
Never Married	31.7%	31.7%	33.4%
Married	48.6%	50.3%	47.9%
Widowed	7.8%	8.4%	7.8%
Divorced	11.9%	9.6%	11.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	96.8%	96.0%
Civilian Unemployed (Unemployment Rate)	2.1%	3.2%	4.0%
2019 Employed Population 16+ by Industry			
Total	5,567	54,545	132,397
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	5.2%	7.0%	7.3%
Manufacturing	4.5%	4.9%	5.3%
Wholesale Trade	2.7%	1.9%	2.0%
Retail Trade	9.2%	10.6%	10.4%
Transportation/Utilities	7.3%	6.5%	6.5%
Information	2.5%	1.3%	1.6%
Finance/Insurance/Real Estate	5.9%	6.9%	6.8%
Services	54.5%	51.9%	51.3%
Public Administration	8.1%	9.0%	8.7%
2019 Employed Population 16+ by Occupation			
Total	5,567	54,545	132,395
White Collar	71.8%	65.0%	62.6%
Management/Business/Financial	15.3%	14.9%	13.6%
Professional	28.2%	25.8%	23.6%
Sales	11.4%	9.4%	9.2%
Administrative Support	17.0%	15.0%	16.2%
Services	14.4%	17.6%	18.2%
Blue Collar	13.8%	17.4%	19.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	2.0%	4.2%	4.7%
Installation/Maintenance/Repair	4.9%	3.7%	3.9%
Production	2.3%	2.9%	3.6%
Transportation/Material Moving	4.5%	6.6%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	9,759	96,120	238,952
Population Inside Urbanized Area	100.0%	99.9%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.5%

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2010 Households by Type			
Total	4,277	39,453	95,866
Households with 1 Person	30.9%	30.1%	29.0%
Households with 2+ People	69.1%	69.9%	71.0%
Family Households	60.5%	62.9%	64.1%
Husband-wife Families	44.7%	44.6%	43.3%
With Related Children	19.0%	19.1%	18.2%
Other Family (No Spouse Present)	15.8%	18.3%	20.8%
Other Family with Male Householder	3.6%	4.9%	5.3%
With Related Children	1.9%	2.7%	2.9%
Other Family with Female Householder	12.2%	13.4%	15.4%
With Related Children	7.4%	8.5%	9.6%
Nonfamily Households	8.6%	7.0%	6.9%
All Households with Children	28.7%	30.8%	31.2%
Multigenerational Households	3.9%	4.2%	5.2%
Unmarried Partner Households	7.0%	7.2%	7.5%
Male-female	6.3%	6.6%	6.7%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	4,277	39,451	95,866
1 Person Household	30.9%	30.1%	29.0%
2 Person Household	35.0%	32.1%	31.9%
3 Person Household	15.5%	16.8%	17.1%
4 Person Household	12.0%	12.8%	12.7%
5 Person Household	4.3%	5.2%	5.6%
6 Person Household	1.6%	1.8%	2.2%
7 + Person Household	0.7%	1.1%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	4,277	39,453	95,866
Owner Occupied	70.4%	62.7%	67.8%
Owned with a Mortgage/Loan	57.2%	47.8%	50.7%
Owned Free and Clear	13.2%	14.9%	17.1%
Renter Occupied	29.6%	37.3%	32.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,489	41,257	101,589
Housing Units Inside Urbanized Area	100.0%	99.9%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	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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Top 3 Tapestry Segments			
	1. Enterprising Professionals	Bright Young Professionals	Parks and Rec (5C)
	2. Home Improvement (4B)	Enterprising Professionals	Bright Young Professionals
	3. Soccer Moms (4A)	Pleasantville (2B)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$9,356,728	\$88,770,362	\$203,456,879
Average Spent	\$2,193.33	\$2,188.08	\$2,080.57
Spending Potential Index	102	102	97
Education: Total \$	\$6,798,728	\$65,837,782	\$155,385,211
Average Spent	\$1,593.70	\$1,622.82	\$1,588.98
Spending Potential Index	100	102	100
Entertainment/Recreation: Total \$	\$13,472,469	\$132,961,771	\$310,425,166
Average Spent	\$3,158.10	\$3,277.34	\$3,174.44
Spending Potential Index	97	100	97
Food at Home: Total \$	\$21,510,126	\$211,582,977	\$489,956,474
Average Spent	\$5,042.22	\$5,215.26	\$5,010.34
Spending Potential Index	97	101	97
Food Away from Home: Total \$	\$16,140,377	\$152,447,380	\$347,588,427
Average Spent	\$3,783.49	\$3,757.64	\$3,554.47
Spending Potential Index	103	102	97
Health Care: Total \$	\$23,117,794	\$238,038,775	\$559,091,168
Average Spent	\$5,419.08	\$5,867.36	\$5,717.32
Spending Potential Index	91	99	96
HH Furnishings & Equipment: Total \$	\$8,986,456	\$87,607,558	\$202,945,949
Average Spent	\$2,106.53	\$2,159.42	\$2,075.35
Spending Potential Index	99	101	97
Personal Care Products & Services: Total \$	\$3,845,291	\$37,076,461	\$84,467,154
Average Spent	\$901.38	\$913.89	\$863.77
Spending Potential Index	102	103	97
Shelter: Total \$	\$81,021,107	\$782,269,488	\$1,816,185,912
Average Spent	\$18,992.29	\$19,281.97	\$18,572.50
Spending Potential Index	103	104	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,636,877	\$100,768,554	\$234,857,299
Average Spent	\$2,259.00	\$2,483.82	\$2,401.67
Spending Potential Index	91	100	97
Travel: Total \$	\$9,761,701	\$93,984,122	\$218,456,878
Average Spent	\$2,288.26	\$2,316.59	\$2,233.96
Spending Potential Index	102	103	100
Vehicle Maintenance & Repairs: Total \$	\$4,561,421	\$46,707,327	\$108,644,685
Average Spent	\$1,069.25	\$1,151.28	\$1,111.01
Spending Potential Index	93	101	97

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.