



Site Map

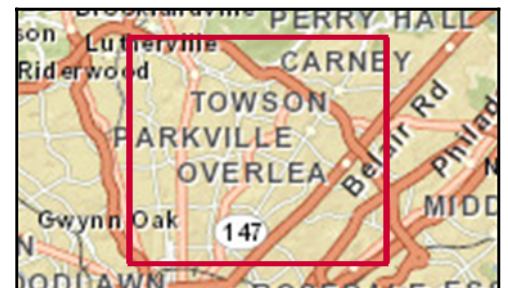
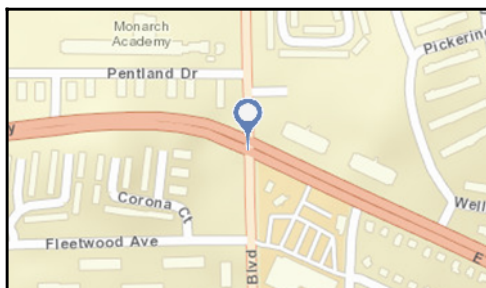
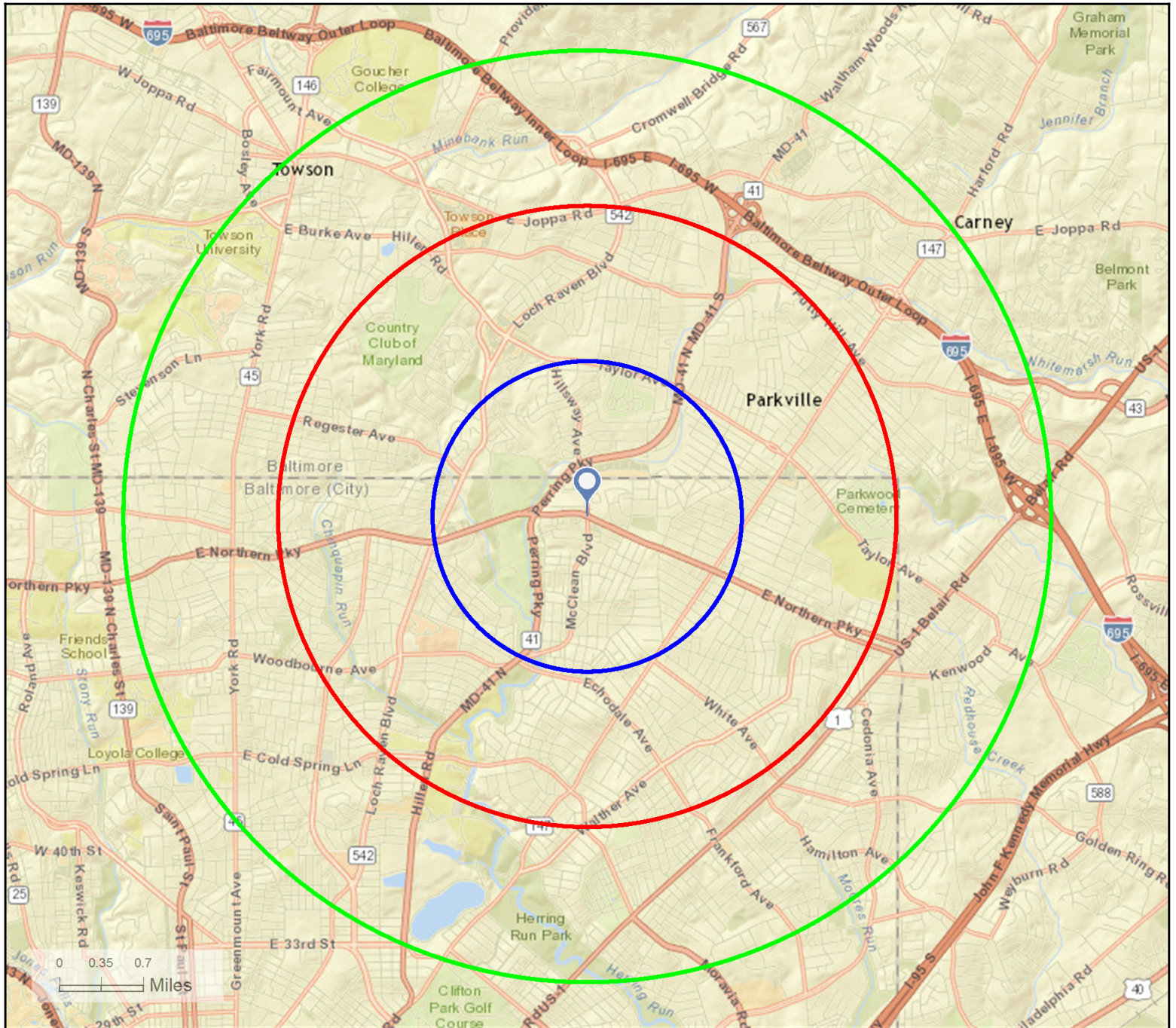
Hamilton Park Shopping Center

East Northern Parkway And McClean Boulevard, Baltimore, Maryland, 21214

Rings: 1, 2, 3 mile radii

Latitude: 39.368310

Longitude: -76.56706



December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
Population Summary			
2000 Total Population	25,886	98,986	197,578
2010 Total Population	25,911	98,614	196,343
2014 Total Population	25,661	97,960	196,000
2014 Group Quarters	190	2,002	8,209
2019 Total Population	25,653	98,118	197,293
2014-2019 Annual Rate	-0.01%	0.03%	0.13%
Household Summary			
2000 Households	11,138	41,235	79,221
2000 Average Household Size	2.30	2.37	2.39
2010 Households	10,991	40,331	77,745
2010 Average Household Size	2.34	2.40	2.42
2014 Households	10,876	40,106	77,690
2014 Average Household Size	2.34	2.39	2.42
2019 Households	10,833	40,109	78,140
2019 Average Household Size	2.35	2.40	2.42
2014-2019 Annual Rate	-0.08%	0.00%	0.12%
2010 Families	6,437	24,256	46,877
2010 Average Family Size	2.98	3.00	3.05
2014 Families	6,330	23,959	46,489
2014 Average Family Size	2.99	3.01	3.06
2019 Families	6,275	23,822	46,460
2019 Average Family Size	3.01	3.03	3.07
2014-2019 Annual Rate	-0.17%	-0.11%	-0.01%
Housing Unit Summary			
2000 Housing Units	11,842	44,009	84,432
Owner Occupied Housing Units	46.0%	60.7%	62.4%
Renter Occupied Housing Units	48.0%	33.0%	31.4%
Vacant Housing Units	6.0%	6.3%	6.2%
2010 Housing Units	11,800	43,413	84,238
Owner Occupied Housing Units	44.4%	59.0%	60.1%
Renter Occupied Housing Units	48.7%	33.9%	32.2%
Vacant Housing Units	6.9%	7.1%	7.7%
2014 Housing Units	11,927	43,779	85,089
Owner Occupied Housing Units	42.6%	56.7%	57.8%
Renter Occupied Housing Units	48.6%	34.9%	33.6%
Vacant Housing Units	8.8%	8.4%	8.7%
2019 Housing Units	12,027	44,140	86,072
Owner Occupied Housing Units	42.2%	56.3%	57.5%
Renter Occupied Housing Units	47.9%	34.6%	33.3%
Vacant Housing Units	9.9%	9.1%	9.2%
Median Household Income			
2014	\$44,490	\$50,678	\$51,997
2019	\$50,703	\$55,528	\$57,964
Median Home Value			
2014	\$203,453	\$214,866	\$220,156
2019	\$217,157	\$227,717	\$237,503
Per Capita Income			
2014	\$22,858	\$25,781	\$27,622
2019	\$25,844	\$29,508	\$31,832
Median Age			
2010	34.4	36.3	36.5
2014	34.8	37.0	37.1
2019	35.2	37.7	37.7

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
2014 Households by Income			
Household Income Base	10,876	40,106	77,690
<\$15,000	14.6%	11.5%	11.4%
\$15,000 - \$24,999	10.9%	8.9%	8.6%
\$25,000 - \$34,999	12.7%	11.9%	11.5%
\$35,000 - \$49,999	16.7%	16.6%	16.0%
\$50,000 - \$74,999	21.9%	22.5%	20.9%
\$75,000 - \$99,999	11.6%	12.2%	11.9%
\$100,000 - \$149,999	9.1%	11.8%	12.8%
\$150,000 - \$199,999	1.3%	2.3%	3.6%
\$200,000+	1.3%	2.2%	3.4%
Average Household Income	\$53,911	\$62,402	\$67,915
2019 Households by Income			
Household Income Base	10,833	40,109	78,140
<\$15,000	14.5%	11.2%	10.9%
\$15,000 - \$24,999	9.0%	7.3%	6.9%
\$25,000 - \$34,999	9.5%	8.8%	8.4%
\$35,000 - \$49,999	16.0%	15.7%	15.0%
\$50,000 - \$74,999	22.7%	22.7%	20.9%
\$75,000 - \$99,999	14.2%	14.6%	14.2%
\$100,000 - \$149,999	10.3%	13.1%	14.1%
\$150,000 - \$199,999	1.9%	3.3%	4.8%
\$200,000+	1.9%	3.3%	4.7%
Average Household Income	\$61,139	\$71,442	\$78,170
2014 Owner Occupied Housing Units by Value			
Total	5,072	24,808	49,136
<\$50,000	0.4%	0.3%	0.4%
\$50,000 - \$99,999	1.9%	1.7%	1.8%
\$100,000 - \$149,999	9.1%	5.6%	6.4%
\$150,000 - \$199,999	36.1%	30.7%	28.3%
\$200,000 - \$249,999	35.7%	39.4%	32.6%
\$250,000 - \$299,999	12.8%	14.2%	14.5%
\$300,000 - \$399,999	3.1%	5.7%	8.6%
\$400,000 - \$499,999	0.5%	1.4%	2.9%
\$500,000 - \$749,999	0.3%	0.7%	2.9%
\$750,000 - \$999,999	0.0%	0.1%	0.8%
\$1,000,000 +	0.1%	0.2%	0.8%
Average Home Value	\$208,024	\$223,571	\$250,766
2019 Owner Occupied Housing Units by Value			
Total	5,074	24,853	49,455
<\$50,000	0.5%	0.4%	0.5%
\$50,000 - \$99,999	1.7%	1.5%	1.7%
\$100,000 - \$149,999	5.8%	3.4%	3.9%
\$150,000 - \$199,999	30.2%	24.6%	22.0%
\$200,000 - \$249,999	34.2%	36.4%	29.3%
\$250,000 - \$299,999	16.2%	16.8%	15.5%
\$300,000 - \$399,999	6.3%	9.3%	12.2%
\$400,000 - \$499,999	1.9%	3.3%	5.7%
\$500,000 - \$749,999	2.1%	2.7%	5.2%
\$750,000 - \$999,999	0.7%	1.1%	2.7%
\$1,000,000 +	0.3%	0.4%	1.3%
Average Home Value	\$236,780	\$256,414	\$294,545

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
2010 Population by Age			
Total	25,911	98,617	196,344
0 - 4	7.3%	6.3%	6.1%
5 - 9	6.3%	5.6%	5.7%
10 - 14	6.0%	6.0%	5.8%
15 - 24	15.7%	15.9%	17.0%
25 - 34	15.6%	14.5%	13.5%
35 - 44	13.3%	13.2%	12.9%
45 - 54	14.9%	14.9%	14.6%
55 - 64	10.8%	11.9%	12.0%
65 - 74	5.5%	6.1%	6.3%
75 - 84	3.2%	3.8%	4.1%
85 +	1.4%	1.8%	1.9%
18 +	76.4%	78.2%	78.6%
2014 Population by Age			
Total	25,661	97,961	195,999
0 - 4	6.9%	6.0%	5.8%
5 - 9	6.5%	5.9%	5.9%
10 - 14	5.9%	5.6%	5.6%
15 - 24	14.5%	14.9%	16.1%
25 - 34	16.5%	15.1%	14.0%
35 - 44	12.8%	12.8%	12.4%
45 - 54	13.4%	13.7%	13.5%
55 - 64	12.3%	12.9%	13.0%
65 - 74	6.7%	7.6%	7.7%
75 - 84	3.2%	3.7%	4.0%
85 +	1.5%	1.9%	2.0%
18 +	77.3%	79.1%	79.3%
2019 Population by Age			
Total	25,652	98,119	197,292
0 - 4	6.8%	5.9%	5.8%
5 - 9	6.2%	5.8%	5.7%
10 - 14	6.0%	5.8%	5.9%
15 - 24	12.9%	13.4%	14.9%
25 - 34	17.9%	15.5%	14.2%
35 - 44	12.3%	12.7%	12.3%
45 - 54	11.9%	12.4%	12.2%
55 - 64	12.5%	13.1%	13.1%
65 - 74	8.3%	9.3%	9.4%
75 - 84	3.8%	4.2%	4.5%
85 +	1.5%	1.9%	2.0%
18 +	77.6%	79.3%	79.4%
2010 Population by Sex			
Males	11,748	45,289	90,465
Females	14,163	53,325	105,878
2014 Population by Sex			
Males	11,691	45,159	90,656
Females	13,970	52,801	105,344
2019 Population by Sex			
Males	11,769	45,447	91,655
Females	13,884	52,671	105,637

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
2010 Population by Race/Ethnicity			
Total	25,912	98,614	196,343
White Alone	27.4%	39.7%	44.8%
Black Alone	67.3%	54.5%	49.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.6%	2.1%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	0.9%
Two or More Races	2.5%	2.3%	2.2%
Hispanic Origin	3.4%	3.0%	2.8%
Diversity Index	50.6	57.1	58.1
2014 Population by Race/Ethnicity			
Total	25,661	97,960	196,002
White Alone	27.3%	39.2%	44.2%
Black Alone	66.8%	54.3%	48.9%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.7%	2.4%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.2%	1.1%
Two or More Races	2.8%	2.6%	2.6%
Hispanic Origin	4.1%	3.6%	3.5%
Diversity Index	52.1	58.3	59.4
2019 Population by Race/Ethnicity			
Total	25,652	98,118	197,294
White Alone	26.9%	38.4%	43.2%
Black Alone	66.2%	53.8%	48.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.0%	2.9%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.5%	1.4%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	5.2%	4.7%	4.6%
Diversity Index	54.0	60.1	61.4
2010 Population by Relationship and Household Type			
Total	25,911	98,614	196,343
In Households	99.3%	98.0%	95.9%
In Family Households	77.5%	76.9%	75.5%
Householder	24.7%	24.5%	23.9%
Spouse	11.7%	13.5%	14.0%
Child	31.8%	30.7%	30.1%
Other relative	5.8%	5.2%	4.8%
Nonrelative	3.5%	3.0%	2.8%
In Nonfamily Households	21.7%	21.1%	20.3%
In Group Quarters	0.7%	2.0%	4.1%
Institutionalized Population	0.6%	0.6%	0.8%
Noninstitutionalized Population	0.1%	1.4%	3.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
2014 Population 25+ by Educational Attainment			
Total	17,008	66,278	130,444
Less than 9th Grade	4.8%	4.0%	3.9%
9th - 12th Grade, No Diploma	9.6%	7.4%	8.0%
High School Graduate	26.4%	25.8%	24.6%
GED/Alternative Credential	5.0%	4.4%	3.8%
Some College, No Degree	23.9%	22.8%	22.2%
Associate Degree	7.0%	6.4%	5.9%
Bachelor's Degree	15.1%	16.9%	17.3%
Graduate/Professional Degree	8.2%	12.3%	14.3%
2014 Population 15+ by Marital Status			
Total	20,729	80,830	161,957
Never Married	42.2%	42.0%	42.3%
Married	39.3%	40.4%	40.0%
Widowed	6.0%	6.3%	6.4%
Divorced	12.5%	11.4%	11.3%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	92.5%	91.8%	91.6%
Civilian Unemployed	7.5%	8.2%	8.4%
2014 Employed Population 16+ by Industry			
Total	13,424	50,860	99,163
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.1%	4.6%	4.3%
Manufacturing	4.8%	4.4%	4.4%
Wholesale Trade	1.2%	1.4%	1.3%
Retail Trade	8.2%	9.5%	9.6%
Transportation/Utilities	6.7%	6.0%	5.1%
Information	1.9%	1.8%	1.7%
Finance/Insurance/Real Estate	6.6%	6.7%	6.6%
Services	56.4%	55.9%	57.8%
Public Administration	9.0%	9.8%	9.1%
2014 Employed Population 16+ by Occupation			
Total	13,423	50,861	99,164
White Collar	56.8%	63.9%	65.9%
Management/Business/Financial	12.1%	13.6%	14.3%
Professional	20.7%	24.3%	25.5%
Sales	7.4%	8.6%	9.1%
Administrative Support	16.5%	17.4%	17.0%
Services	26.2%	21.2%	20.2%
Blue Collar	17.0%	14.9%	13.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.8%	3.5%	3.2%
Installation/Maintenance/Repair	2.3%	2.4%	2.4%
Production	3.6%	3.4%	3.1%
Transportation/Material Moving	7.3%	5.5%	5.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
2010 Households by Type			
Total	10,991	40,331	77,744
Households with 1 Person	33.4%	31.0%	30.8%
Households with 2+ People	66.6%	69.0%	69.2%
Family Households	58.6%	60.1%	60.3%
Husband-wife Families	27.7%	33.2%	35.3%
With Related Children	12.0%	14.1%	15.3%
Other Family (No Spouse Present)	30.9%	26.9%	25.0%
Other Family with Male Householder	6.1%	5.6%	5.2%
With Related Children	3.5%	3.0%	2.7%
Other Family with Female Householder	24.8%	21.4%	19.8%
With Related Children	16.6%	13.3%	12.2%
Nonfamily Households	8.1%	8.9%	8.9%
All Households with Children	32.7%	30.9%	30.8%
Multigenerational Households	5.5%	5.5%	5.4%
Unmarried Partner Households	8.5%	7.9%	7.5%
Male-female	7.5%	6.7%	6.3%
Same-sex	1.0%	1.2%	1.2%
2010 Households by Size			
Total	10,990	40,331	77,743
1 Person Household	33.4%	31.0%	30.8%
2 Person Household	30.6%	31.6%	31.3%
3 Person Household	17.3%	17.5%	17.3%
4 Person Household	10.2%	11.3%	11.9%
5 Person Household	5.0%	5.2%	5.3%
6 Person Household	2.1%	2.1%	2.0%
7 + Person Household	1.3%	1.3%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	10,991	40,331	77,745
Owner Occupied	47.7%	63.5%	65.1%
Owned with a Mortgage/Loan	39.1%	50.0%	50.4%
Owned Free and Clear	8.5%	13.4%	14.6%
Renter Occupied	52.3%	36.5%	34.9%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014



Market Profile

Hamilton Park Shopping Center
East Northern Parkway And McClean Boulevard, Baltimore, M...
Rings: 1, 2, 3 mile radii

Latitude: 39.36831
Longitude: -76.56706

	1 mile	2 mile	3 mile
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Metro Fusion (11C)	Family Foundations (12A)	Family Foundations (12A)
3.	Young and Restless (11B)	City Strivers (11A)	City Strivers (11A)
2014 Consumer Spending			
Apparel & Services: Total \$	\$12,994,080	\$54,402,178	\$114,085,639
Average Spent	\$1,194.75	\$1,356.46	\$1,468.47
Spending Potential Index	53	60	65
Computers & Accessories: Total \$	\$2,122,530	\$8,871,625	\$18,716,312
Average Spent	\$195.16	\$221.20	\$240.91
Spending Potential Index	77	87	95
Education: Total \$	\$13,045,453	\$56,416,335	\$118,281,727
Average Spent	\$1,199.47	\$1,406.68	\$1,522.48
Spending Potential Index	81	95	103
Entertainment/Recreation: Total \$	\$25,998,868	\$112,074,482	\$236,546,116
Average Spent	\$2,390.48	\$2,794.46	\$3,044.74
Spending Potential Index	74	87	94
Food at Home: Total \$	\$42,223,319	\$176,135,979	\$369,831,123
Average Spent	\$3,882.25	\$4,391.76	\$4,760.34
Spending Potential Index	76	86	93
Food Away from Home: Total \$	\$26,610,665	\$111,327,247	\$234,496,321
Average Spent	\$2,446.73	\$2,775.83	\$3,018.36
Spending Potential Index	76	87	94
Health Care: Total \$	\$35,353,071	\$155,142,288	\$327,948,204
Average Spent	\$3,250.56	\$3,868.31	\$4,221.24
Spending Potential Index	70	84	91
HH Furnishings & Equipment: Total \$	\$12,836,592	\$54,686,570	\$115,492,690
Average Spent	\$1,180.27	\$1,363.55	\$1,486.58
Spending Potential Index	66	76	83
Investments: Total \$	\$15,868,253	\$70,217,499	\$159,528,745
Average Spent	\$1,459.02	\$1,750.80	\$2,053.40
Spending Potential Index	54	65	76
Retail Goods: Total \$	\$188,930,671	\$804,596,983	\$1,695,777,965
Average Spent	\$17,371.34	\$20,061.76	\$21,827.49
Spending Potential Index	70	81	88
Shelter: Total \$	\$139,826,891	\$588,573,455	\$1,236,600,045
Average Spent	\$12,856.46	\$14,675.45	\$15,917.11
Spending Potential Index	80	92	99
TV/Video/Audio: Total \$	\$10,628,616	\$44,680,981	\$93,738,791
Average Spent	\$977.25	\$1,114.07	\$1,206.57
Spending Potential Index	77	87	95
Travel: Total \$	\$14,789,357	\$65,074,802	\$138,487,570
Average Spent	\$1,359.82	\$1,622.57	\$1,782.57
Spending Potential Index	71	85	94
Vehicle Maintenance & Repairs: Total \$	\$8,756,611	\$37,211,282	\$78,497,775
Average Spent	\$805.13	\$927.82	\$1,010.40
Spending Potential Index	74	85	93

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 03, 2014