

Audience Profile ?

Chartley Park

Chartley Dr, Reisterstown, MD

View:

Potential Market

Based On:

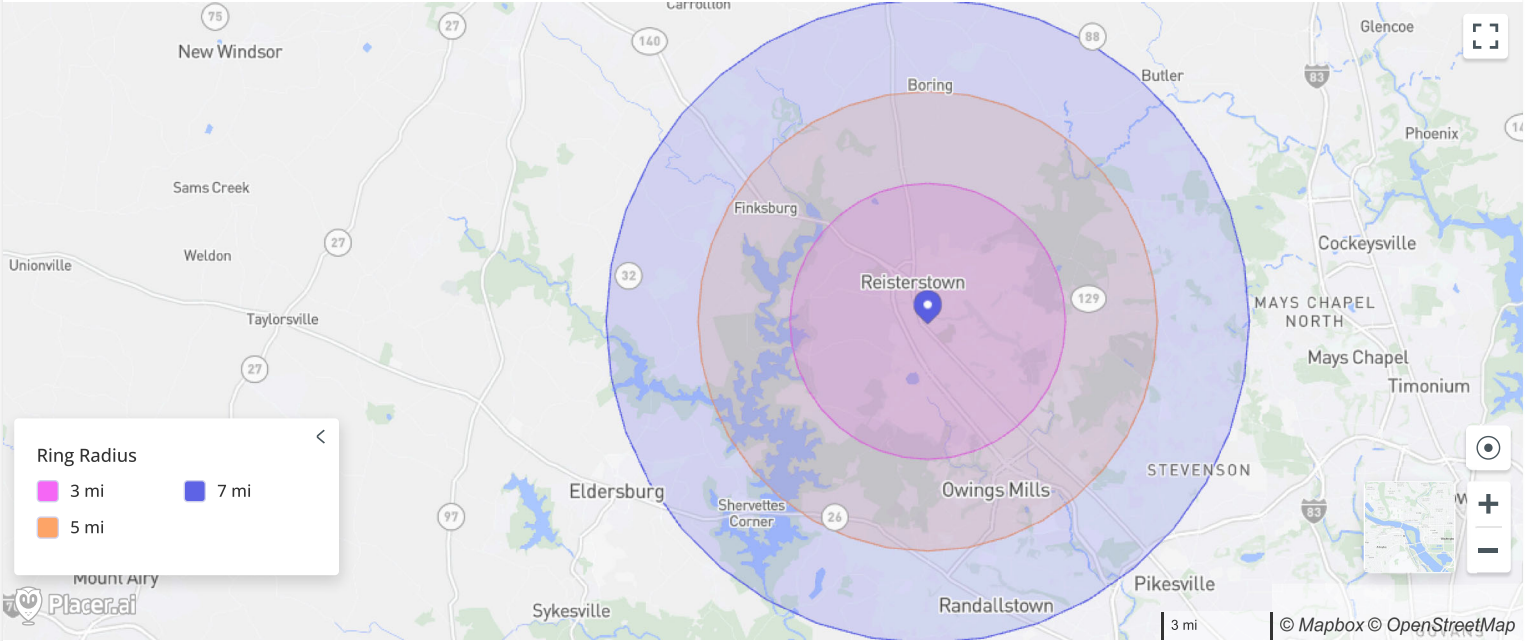
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

Overview									
Population	49,861		94,455		155,471				
Pop density (per sq mile)	1,976		1,124		1,119				
Area (sq mi) - based on Census Block Groups	25.23		84.07		138.92				
Households									
Households	19,170		36,803		60,282				
Family Households	12,834 (66.9%)	104	23,722 (64.5%)	100	39,362 (65.3%)	101			
Non-Family Households	6,336 (33.1%)	93	13,081 (35.5%)	100	20,920 (34.7%)	98			
Persons per Household	2.6	100	2.57	98	2.58	99			
Gender									
Age									
Age - Male									
Age - Female									
Population by Generation									
Ethnicity									
White	20,350 (40.8%)	70	35,103 (37.2%)	64	61,429 (39.5%)	68			
Black	18,555 (37.2%)	309	42,369 (44.9%)	373	70,498 (45.3%)	377			

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Hispanic or Latino	5,298 (10.6%) 56	7,564 (8%) 42	9,889 (6.4%) 33	
Asian	3,309 (6.6%) 115	5,021 (5.3%) 92	6,659 (4.3%) 75	
Two or more races	1,781 (3.6%) 92	3,678 (3.9%) 101	5,797 (3.7%) 96	
Other	561 (1.1%) 227	646 (0.7%) 138	1,092 (0.7%) 142	
Native Hawaiian and Other Pacific Islander	7 (<0.5%) 8	61 (<0.5%) 38	65 (<0.5%) 25	
American Indian and Alaska Native	--	13 (<0.5%) 3	42 (<0.5%) 5	
Hispanic or Latino				
Household Income				
Household Size				
1 Person Household	5,086 (26.5%) 93	10,737 (29.2%) 102	17,366 (28.8%) 101	
2 Persons Household	6,332 (33%) 98	12,159 (33%) 98	20,365 (33.8%) 100	
3 Persons Household	3,383 (17.6%) 115	6,465 (17.6%) 114	10,343 (17.2%) 111	
4 Persons Household	2,244 (11.7%) 92	4,020 (10.9%) 86	6,600 (10.9%) 86	
5 Persons Household	1,601 (8.4%) 141	2,398 (6.5%) 110	3,403 (5.6%) 96	
6 Persons Household	324 (1.7%) 74	580 (1.6%) 69	1,332 (2.2%) 97	
7+ Persons Household	200 (1%) 72	444 (1.2%) 83	873 (1.4%) 100	
Education				
Elementary	2,586 (7.6%) 72	3,906 (6.1%) 57	6,549 (6%) 57	
High School Graduate	6,399 (18.7%) 72	12,385 (19.2%) 73	21,274 (19.5%) 75	
College / Associate Degree	9,607 (28.1%) 100	17,619 (27.3%) 97	29,539 (27.1%) 96	
Bachelor Degree	8,331 (24.4%) 115	16,273 (25.2%) 119	27,504 (25.3%) 119	
Advanced Degree	7,209 (21.1%) 154	14,274 (22.1%) 161	23,964 (22%) 160	
Labor Force				
Marital Status				
Married	20,051 (49.7%) 100	36,515 (47.4%) 96	62,949 (48.7%) 98	
Never Married	13,396 (33.2%) 97	27,883 (36.2%) 106	44,950 (34.8%) 102	
Divorced	4,796 (11.9%) 111	8,643 (11.2%) 105	13,661 (10.6%) 99	
Widowed	2,114 (5.2%) 94	3,931 (5.1%) 92	7,710 (6%) 107	
Family Households				
Married-couple Family	8,974 (69.9%) 96	16,362 (69%) 94	28,093 (71.4%) 97	
Female Householder	3,262 (25.4%) 134	6,063 (25.6%) 135	8,877 (22.6%) 119	
Male Householder	598 (4.7%) 60	1,297 (5.5%) 70	2,392 (6.1%) 71	

Transport to Work



Travel Time to Work



Housing Units



Occupied Housing Units



Vacant Housing Units



Value of Owner-Occupied Housing Units



Types of Housing Units Structure



Health Insurance



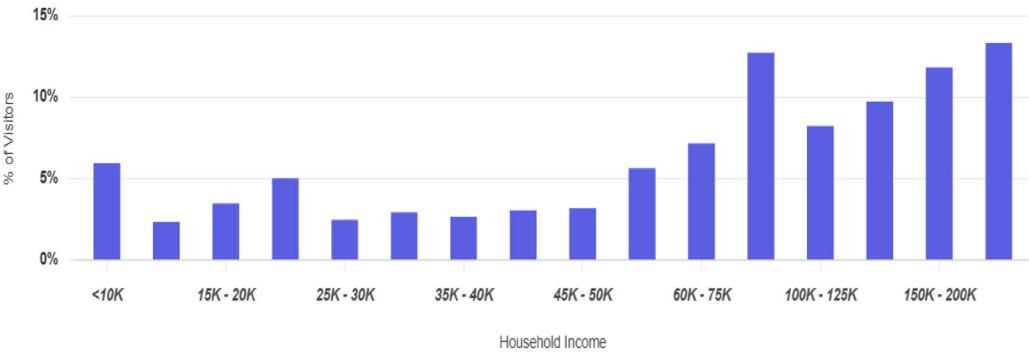
SNAP Households



Household Income ?

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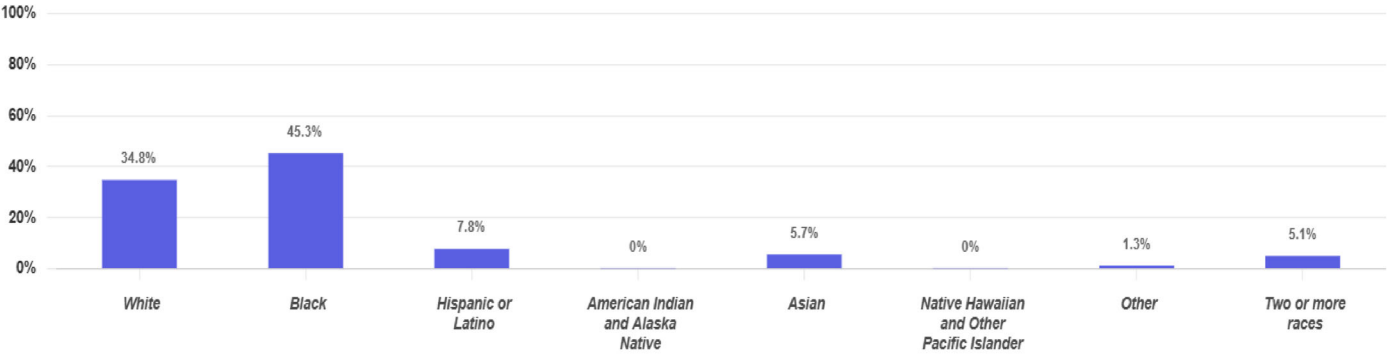


Average Income	113K
Median Income	87K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

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