



## Community Profile

Rings: 1, 3, 5 mile radii

801 Goucher Blvd, Towson, MD 21286, USA

Latitude: 39.3982

Longitude: -76.58568

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	14,624	129,898	318,245
2020 Total Population	15,100	133,984	319,321
2020 Group Quarters	1,257	9,561	18,685
2023 Total Population	15,886	133,852	315,550
2023 Group Quarters	1,257	9,564	18,631
2028 Total Population	16,587	133,429	312,318
2023-2028 Annual Rate	0.87%	-0.06%	-0.21%
2023 Total Daytime Population	24,639	136,784	301,399
Workers	16,523	72,935	147,633
Residents	8,116	63,849	153,766
<b>Household Summary</b>			
2010 Households	6,591	52,325	128,536
2010 Average Household Size	2.02	2.31	2.34
2020 Total Households	6,700	53,851	128,392
2020 Average Household Size	2.07	2.31	2.34
2023 Households	7,072	54,170	128,083
2023 Average Household Size	2.07	2.29	2.32
2028 Households	7,530	54,525	127,985
2028 Average Household Size	2.04	2.27	2.29
2023-2028 Annual Rate	1.26%	0.13%	-0.02%
2010 Families	3,022	30,019	74,789
2010 Average Family Size	2.76	2.95	2.99
2023 Families	3,018	29,711	72,333
2023 Average Family Size	2.99	3.05	3.07
2028 Families	3,157	29,779	72,130
2028 Average Family Size	2.97	3.03	3.04
2023-2028 Annual Rate	0.90%	0.05%	-0.06%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,109	55,446	136,194
Owner Occupied Housing Units	49.1%	58.8%	61.5%
Renter Occupied Housing Units	45.4%	36.8%	32.6%
Vacant Housing Units	5.5%	4.4%	5.9%
2010 Housing Units	7,040	56,164	138,280
Owner Occupied Housing Units	47.5%	56.4%	59.0%
Renter Occupied Housing Units	46.1%	36.8%	34.0%
Vacant Housing Units	6.4%	6.8%	7.0%
2020 Housing Units	7,416	57,998	138,703
Vacant Housing Units	9.7%	7.2%	7.4%
2023 Housing Units	8,098	58,704	138,720
Owner Occupied Housing Units	41.8%	54.2%	59.7%
Renter Occupied Housing Units	45.6%	38.1%	32.6%
Vacant Housing Units	12.7%	7.7%	7.7%
2028 Housing Units	8,168	58,915	139,141
Owner Occupied Housing Units	43.2%	54.9%	60.2%
Renter Occupied Housing Units	49.0%	37.6%	31.8%
Vacant Housing Units	7.8%	7.5%	8.0%
<b>Median Household Income</b>			
2023	\$67,609	\$75,808	\$77,900
2028	\$73,355	\$82,736	\$85,825
<b>Median Home Value</b>			
2023	\$370,947	\$328,765	\$321,173
2028	\$396,413	\$359,284	\$356,589
<b>Per Capita Income</b>			
2023	\$46,458	\$47,943	\$49,617
2028	\$52,931	\$54,401	\$56,524
<b>Median Age</b>			
2010	35.7	36.5	38.0
2023	39.2	38.2	39.7
2028	40.4	39.1	40.5

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2023 Households by Income</b>			
Household Income Base	7,072	54,162	128,073
<\$15,000	14.2%	9.4%	9.1%
\$15,000 - \$24,999	8.6%	6.0%	5.4%
\$25,000 - \$34,999	9.0%	7.5%	7.1%
\$35,000 - \$49,999	6.8%	8.9%	9.6%
\$50,000 - \$74,999	14.7%	17.8%	17.0%
\$75,000 - \$99,999	10.6%	12.2%	12.7%
\$100,000 - \$149,999	14.0%	15.9%	15.7%
\$150,000 - \$199,999	11.6%	9.5%	9.4%
\$200,000+	10.4%	13.0%	14.1%
Average Household Income	\$105,599	\$117,809	\$121,756
<b>2028 Households by Income</b>			
Household Income Base	7,530	54,517	127,975
<\$15,000	14.1%	8.9%	8.6%
\$15,000 - \$24,999	7.9%	5.3%	4.6%
\$25,000 - \$34,999	8.6%	6.6%	6.2%
\$35,000 - \$49,999	6.3%	8.0%	8.6%
\$50,000 - \$74,999	13.8%	16.8%	15.8%
\$75,000 - \$99,999	9.8%	11.7%	12.2%
\$100,000 - \$149,999	14.2%	16.3%	16.3%
\$150,000 - \$199,999	12.9%	10.9%	11.1%
\$200,000+	12.4%	15.3%	16.6%
Average Household Income	\$117,982	\$132,490	\$137,481
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,382	31,808	82,844
<\$50,000	1.8%	3.4%	2.9%
\$50,000 - \$99,999	0.2%	0.9%	1.4%
\$100,000 - \$149,999	0.6%	4.1%	4.0%
\$150,000 - \$199,999	2.6%	12.2%	14.1%
\$200,000 - \$249,999	12.8%	14.4%	15.0%
\$250,000 - \$299,999	12.8%	8.8%	8.2%
\$300,000 - \$399,999	27.2%	21.9%	20.8%
\$400,000 - \$499,999	14.5%	10.9%	10.4%
\$500,000 - \$749,999	26.1%	18.5%	16.6%
\$750,000 - \$999,999	1.2%	3.2%	4.3%
\$1,000,000 - \$1,499,999	0.2%	1.3%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$407,259	\$379,459	\$379,498
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,528	32,342	83,697
<\$50,000	1.4%	3.6%	2.9%
\$50,000 - \$99,999	0.1%	0.8%	1.1%
\$100,000 - \$149,999	0.3%	2.7%	2.6%
\$150,000 - \$199,999	1.5%	8.4%	9.6%
\$200,000 - \$249,999	10.1%	12.0%	12.5%
\$250,000 - \$299,999	12.3%	8.8%	8.4%
\$300,000 - \$399,999	25.3%	23.3%	23.0%
\$400,000 - \$499,999	15.7%	12.3%	12.2%
\$500,000 - \$749,999	31.6%	21.8%	19.9%
\$750,000 - \$999,999	1.5%	4.0%	5.2%
\$1,000,000 - \$1,499,999	0.3%	1.8%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.3%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$433,518	\$412,708	\$414,474

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Age</b>			
Total	14,622	129,897	318,246
0 - 4	4.1%	5.6%	5.6%
5 - 9	3.7%	5.3%	5.3%
10 - 14	3.8%	5.3%	5.5%
15 - 24	24.3%	19.0%	17.1%
25 - 34	13.4%	12.8%	12.9%
35 - 44	10.2%	12.0%	12.3%
45 - 54	10.9%	13.6%	14.1%
55 - 64	10.7%	11.5%	12.0%
65 - 74	6.6%	6.4%	6.7%
75 - 84	7.6%	5.3%	5.3%
85 +	4.7%	3.1%	3.1%
18 +	85.9%	80.3%	79.9%
<b>2023 Population by Age</b>			
Total	15,886	133,852	315,550
0 - 4	3.5%	4.7%	4.7%
5 - 9	3.7%	5.1%	5.1%
10 - 14	3.7%	5.3%	5.4%
15 - 24	19.3%	17.6%	15.5%
25 - 34	15.2%	13.5%	13.4%
35 - 44	10.8%	12.0%	12.3%
45 - 54	9.2%	10.8%	11.1%
55 - 64	11.2%	11.9%	12.6%
65 - 74	10.2%	10.1%	10.7%
75 - 84	8.4%	6.0%	6.1%
85 +	4.8%	3.1%	3.2%
18 +	86.7%	81.9%	81.6%
<b>2028 Population by Age</b>			
Total	16,586	133,431	312,317
0 - 4	3.6%	4.7%	4.8%
5 - 9	3.6%	4.8%	4.8%
10 - 14	3.6%	4.9%	5.1%
15 - 24	18.3%	17.5%	15.3%
25 - 34	14.5%	12.7%	12.7%
35 - 44	11.1%	12.4%	12.9%
45 - 54	9.5%	11.1%	11.2%
55 - 64	10.0%	10.8%	11.3%
65 - 74	10.7%	10.4%	11.1%
75 - 84	9.9%	7.3%	7.4%
85 +	5.2%	3.4%	3.4%
18 +	86.9%	82.6%	82.2%
<b>2010 Population by Sex</b>			
Males	6,616	59,745	147,262
Females	8,008	70,152	170,983
<b>2023 Population by Sex</b>			
Males	7,462	63,132	148,607
Females	8,424	70,720	166,943
<b>2028 Population by Sex</b>			
Males	7,760	62,919	147,013
Females	8,828	70,510	165,305

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	14,625	129,899	318,246
White Alone	75.0%	60.2%	58.2%
Black Alone	14.8%	32.3%	33.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.7%	4.0%	4.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	0.9%
Two or More Races	2.5%	2.3%	2.2%
Hispanic Origin	3.3%	3.4%	3.0%
Diversity Index	44.8	56.1	57.1
<b>2020 Population by Race/Ethnicity</b>			
Total	15,100	133,984	319,321
White Alone	61.7%	50.9%	49.8%
Black Alone	21.4%	35.6%	35.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.2%	4.9%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.3%	2.2%
Two or More Races	6.4%	5.9%	5.8%
Hispanic Origin	5.7%	5.4%	4.9%
Diversity Index	61.0	64.8	65.3
<b>2023 Population by Race/Ethnicity</b>			
Total	15,886	133,852	315,551
White Alone	60.0%	49.7%	48.5%
Black Alone	22.4%	36.1%	36.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.4%	5.2%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.5%	2.3%
Two or More Races	6.7%	6.2%	6.1%
Hispanic Origin	6.3%	5.9%	5.3%
Diversity Index	62.7	65.8	66.3
<b>2028 Population by Race/Ethnicity</b>			
Total	16,588	133,428	312,318
White Alone	56.3%	47.1%	45.8%
Black Alone	24.2%	37.1%	37.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.1%	5.7%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.9%	2.7%
Two or More Races	7.4%	6.9%	6.8%
Hispanic Origin	7.1%	6.7%	6.1%
Diversity Index	66.1	67.8	68.2
<b>2010 Population by Relationship and Household Type</b>			
Total	14,624	129,898	318,245
In Households	91.0%	92.9%	94.3%
In Family Households	58.5%	70.4%	72.6%
Householder	20.3%	23.1%	23.5%
Spouse	14.6%	15.1%	15.6%
Child	19.1%	26.5%	27.4%
Other relative	3.0%	3.6%	3.9%
Nonrelative	1.4%	2.1%	2.2%
In Nonfamily Households	32.5%	22.5%	21.7%
In Group Quarters	9.0%	7.1%	5.7%
Institutionalized Population	1.4%	2.6%	1.6%
Noninstitutionalized Population	7.6%	4.5%	4.1%

**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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<b>2023 Population 25+ by Educational Attainment</b>			
Total	11,092	90,185	218,772
Less than 9th Grade	2.0%	2.0%	2.2%
9th - 12th Grade, No Diploma	1.6%	3.6%	4.0%
High School Graduate	11.5%	17.9%	18.9%
GED/Alternative Credential	1.8%	3.4%	3.1%
Some College, No Degree	18.3%	16.4%	15.7%
Associate Degree	5.3%	6.5%	6.5%
Bachelor's Degree	32.8%	26.7%	25.2%
Graduate/Professional Degree	26.7%	23.5%	24.5%
<b>2023 Population 15+ by Marital Status</b>			
Total	14,153	113,755	267,643
Never Married	43.2%	44.6%	41.6%
Married	37.5%	39.7%	42.7%
Widowed	8.5%	5.8%	6.0%
Divorced	10.9%	9.9%	9.7%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,221	73,671	171,023
Population 16+ Employed	95.9%	95.7%	95.8%
Population 16+ Unemployment rate	4.1%	4.3%	4.2%
Population 16-24 Employed	16.1%	15.6%	13.3%
Population 16-24 Unemployment rate	12.2%	9.6%	9.7%
Population 25-54 Employed	60.1%	58.4%	59.4%
Population 25-54 Unemployment rate	1.9%	3.3%	3.2%
Population 55-64 Employed	13.7%	16.7%	17.7%
Population 55-64 Unemployment rate	4.0%	2.8%	3.3%
Population 65+ Employed	10.1%	9.3%	9.6%
Population 65+ Unemployment rate	2.7%	4.3%	3.3%
<b>2023 Employed Population 16+ by Industry</b>			
Total	7,884	70,498	163,868
Agriculture/Mining	0.5%	0.3%	0.4%
Construction	3.5%	4.4%	4.4%
Manufacturing	5.7%	5.2%	5.3%
Wholesale Trade	1.2%	1.4%	1.6%
Retail Trade	9.9%	9.2%	8.9%
Transportation/Utilities	4.1%	5.5%	5.6%
Information	1.2%	1.6%	1.8%
Finance/Insurance/Real Estate	6.2%	7.6%	7.5%
Services	58.9%	57.0%	56.7%
Public Administration	8.8%	7.8%	7.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	7,883	70,498	163,869
White Collar	75.8%	72.0%	72.5%
Management/Business/Financial	16.5%	19.4%	19.6%
Professional	39.4%	33.5%	34.5%
Sales	8.9%	8.2%	8.0%
Administrative Support	11.0%	10.9%	10.4%
Services	15.3%	15.8%	14.1%
Blue Collar	8.9%	12.2%	13.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	2.4%	2.3%	2.5%
Installation/Maintenance/Repair	1.5%	1.9%	1.9%
Production	1.6%	2.3%	2.5%
Transportation/Material Moving	3.4%	5.6%	6.3%

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<b>2010 Households by Type</b>			
Total	6,590	52,325	128,537
Households with 1 Person	39.4%	32.7%	32.8%
Households with 2+ People	60.6%	67.3%	67.2%
Family Households	45.9%	57.4%	58.2%
Husband-wife Families	32.9%	37.4%	38.7%
With Related Children	13.1%	16.2%	16.3%
Other Family (No Spouse Present)	12.9%	19.9%	19.5%
Other Family with Male Householder	3.7%	4.4%	4.2%
With Related Children	1.5%	2.3%	2.2%
Other Family with Female Householder	9.3%	15.6%	15.2%
With Related Children	4.5%	9.4%	9.2%
Nonfamily Households	14.7%	9.9%	9.0%
All Households with Children	19.3%	28.2%	28.1%
Multigenerational Households	1.6%	3.6%	4.1%
Unmarried Partner Households	5.6%	6.5%	6.6%
Male-female	4.9%	5.5%	5.5%
Same-sex	0.8%	1.0%	1.1%
<b>2010 Households by Size</b>			
Total	6,591	52,325	128,535
1 Person Household	39.4%	32.7%	32.8%
2 Person Household	34.2%	32.6%	32.2%
3 Person Household	13.4%	16.4%	15.9%
4 Person Household	9.0%	11.4%	11.6%
5 Person Household	2.7%	4.5%	4.8%
6 Person Household	0.9%	1.6%	1.8%
7 + Person Household	0.4%	0.8%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,590	52,325	128,536
Owner Occupied	50.7%	60.5%	63.5%
Owned with a Mortgage/Loan	34.2%	44.7%	47.0%
Owned Free and Clear	16.5%	15.8%	16.5%
Renter Occupied	49.3%	39.5%	36.5%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	72	89	92
Percent of Income for Mortgage	33.0%	26.1%	24.8%
Wealth Index	93	118	124
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,040	56,164	138,280
Housing Units Inside Urbanized Area	100.0%	99.6%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,624	129,898	318,245
Population Inside Urbanized Area	100.0%	99.6%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	0.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Emerald City (8B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Social Security Set (9F)	Urban Chic (2A)	Family Foundations (12A)
3.	Urban Chic (2A)	Emerald City (8B)	Urban Chic (2A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$15,784,437	\$134,418,364	\$325,648,185
Average Spent	\$2,231.96	\$2,481.42	\$2,542.48
Spending Potential Index	102	113	116
Education: Total \$	\$13,161,092	\$117,810,816	\$286,899,560
Average Spent	\$1,861.01	\$2,174.84	\$2,239.95
Spending Potential Index	104	121	125
Entertainment/Recreation: Total \$	\$25,774,483	\$219,752,471	\$536,822,169
Average Spent	\$3,644.58	\$4,056.72	\$4,191.21
Spending Potential Index	96	107	111
Food at Home: Total \$	\$47,453,532	\$406,340,669	\$987,924,389
Average Spent	\$6,710.06	\$7,501.21	\$7,713.16
Spending Potential Index	99	110	113
Food Away from Home: Total \$	\$26,489,991	\$223,190,063	\$540,949,976
Average Spent	\$3,745.76	\$4,120.18	\$4,223.43
Spending Potential Index	101	111	113
Health Care: Total \$	\$48,896,736	\$419,023,938	\$1,026,977,390
Average Spent	\$6,914.13	\$7,735.35	\$8,018.06
Spending Potential Index	94	105	109
HH Furnishings & Equipment: Total \$	\$20,533,224	\$175,277,318	\$428,140,343
Average Spent	\$2,903.45	\$3,235.69	\$3,342.68
Spending Potential Index	98	109	113
Personal Care Products & Services: Total \$	\$6,874,097	\$58,034,714	\$141,217,259
Average Spent	\$972.02	\$1,071.34	\$1,102.54
Spending Potential Index	102	112	115
Shelter: Total \$	\$178,968,350	\$1,516,056,017	\$3,687,149,548
Average Spent	\$25,306.61	\$27,987.00	\$28,787.19
Spending Potential Index	102	113	116
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,989,280	\$180,742,863	\$443,775,128
Average Spent	\$2,967.94	\$3,336.59	\$3,464.75
Spending Potential Index	95	107	111
Travel: Total \$	\$15,636,222	\$132,504,060	\$324,500,185
Average Spent	\$2,211.00	\$2,446.08	\$2,533.51
Spending Potential Index	98	109	113
Vehicle Maintenance & Repairs: Total \$	\$9,058,864	\$75,996,211	\$183,887,136
Average Spent	\$1,280.95	\$1,402.92	\$1,435.69
Spending Potential Index	98	107	110

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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