



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
Population Summary			
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
2022 Total Population	16,082	134,679	317,624
2022 Group Quarters	1,257	9,561	18,685
2027 Total Population	16,662	134,126	313,879
2022-2027 Annual Rate	0.71%	-0.08%	-0.24%
2022 Total Daytime Population	22,425	136,022	307,223
Workers	14,455	69,328	147,788
Residents	7,970	66,694	159,435
Household Summary			
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
2022 Total Households	7,149	54,281	128,366
2022 Average Household Size	2.07	2.31	2.33
2027 Total Households	7,472	54,130	127,196
2027 Average Household Size	2.06	2.30	2.32
2022-2027 Annual Rate	0.89%	-0.06%	-0.18%
2010 Families	3,022	30,019	74,789
2010 Average Family Size	2.76	2.95	2.99
2022 Total Families	3,041	29,736	72,432
2022 Average Family Size	2.97	3.05	3.06
2027 Total Families	3,136	29,517	71,504
2027 Average Family Size	2.96	3.04	3.05
2022-2027 Annual Rate	0.62%	-0.15%	-0.26%
Housing Unit Summary			
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%
2022 Housing Units	8,175	58,836	139,209
Owner Occupied Housing Units	41.1%	53.4%	58.9%
Renter Occupied Housing Units	46.3%	38.8%	33.3%
Vacant Housing Units	12.6%	7.7%	7.8%
2027 Housing Units	8,266	59,085	139,731
Owner Occupied Housing Units	42.9%	54.1%	59.0%
Renter Occupied Housing Units	47.5%	37.5%	32.0%
Vacant Housing Units	9.6%	8.4%	9.0%
Median Household Income			
2022	\$74,461	\$76,491	\$79,211
2027	\$84,417	\$86,941	\$91,649
Median Home Value			
2022	\$334,711	\$294,201	\$291,024
2027	\$355,753	\$333,490	\$332,559
Per Capita Income			
2022	\$46,546	\$46,298	\$48,582
2027	\$55,284	\$53,950	\$56,846
Median Age			
2010	35.7	36.5	38.0
2022	39.0	38.0	39.6
2027	40.0	38.9	40.3

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	7,149	54,273	128,356
<\$15,000	11.2%	8.9%	8.4%
\$15,000 - \$24,999	8.8%	6.2%	5.5%
\$25,000 - \$34,999	6.9%	7.3%	7.4%
\$35,000 - \$49,999	8.6%	9.6%	9.9%
\$50,000 - \$74,999	14.8%	17.1%	16.1%
\$75,000 - \$99,999	10.8%	12.5%	12.3%
\$100,000 - \$149,999	18.7%	18.1%	18.5%
\$150,000 - \$199,999	10.6%	8.3%	8.3%
\$200,000+	9.6%	12.0%	13.5%
Average Household Income	\$106,028	\$114,010	\$119,321
2027 Households by Income			
Household Income Base	7,472	54,122	127,186
<\$15,000	9.5%	7.6%	7.1%
\$15,000 - \$24,999	7.4%	5.3%	4.6%
\$25,000 - \$34,999	6.1%	6.4%	6.6%
\$35,000 - \$49,999	7.3%	7.9%	8.5%
\$50,000 - \$74,999	15.1%	15.9%	14.4%
\$75,000 - \$99,999	10.4%	12.9%	12.2%
\$100,000 - \$149,999	18.8%	19.2%	19.7%
\$150,000 - \$199,999	12.5%	9.8%	9.8%
\$200,000+	12.9%	15.2%	17.1%
Average Household Income	\$124,916	\$132,932	\$139,441
2022 Owner Occupied Housing Units by Value			
Total	3,361	31,431	82,035
<\$50,000	0.7%	1.7%	1.8%
\$50,000 - \$99,999	0.1%	0.9%	1.3%
\$100,000 - \$149,999	0.9%	5.5%	5.5%
\$150,000 - \$199,999	4.9%	13.3%	14.7%
\$200,000 - \$249,999	13.6%	13.4%	12.8%
\$250,000 - \$299,999	19.4%	17.3%	17.0%
\$300,000 - \$399,999	29.9%	15.9%	15.6%
\$400,000 - \$499,999	14.0%	12.1%	11.1%
\$500,000 - \$749,999	15.6%	14.8%	14.3%
\$750,000 - \$999,999	0.7%	3.0%	3.7%
\$1,000,000 - \$1,499,999	0.1%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$367,480	\$370,966	\$370,381
2027 Owner Occupied Housing Units by Value			
Total	3,549	31,943	82,459
<\$50,000	0.4%	2.0%	2.0%
\$50,000 - \$99,999	0.1%	0.8%	1.1%
\$100,000 - \$149,999	0.4%	3.8%	3.5%
\$150,000 - \$199,999	2.9%	9.2%	9.9%
\$200,000 - \$249,999	10.3%	11.0%	10.4%
\$250,000 - \$299,999	18.7%	17.5%	17.5%
\$300,000 - \$399,999	30.9%	16.9%	17.2%
\$400,000 - \$499,999	16.3%	14.2%	13.4%
\$500,000 - \$749,999	18.9%	17.7%	17.6%
\$750,000 - \$999,999	1.0%	4.0%	4.7%
\$1,000,000 - \$1,499,999	0.2%	1.7%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.8%	0.5%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$390,934	\$406,756	\$407,574

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
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%
2022 Population by Age			
Total	16,081	134,679	317,623
0 - 4	3.6%	4.8%	4.8%
5 - 9	3.7%	5.1%	5.1%
10 - 14	3.7%	5.2%	5.3%
15 - 24	19.2%	17.5%	15.5%
25 - 34	15.5%	13.8%	13.5%
35 - 44	10.6%	11.8%	12.1%
45 - 54	9.3%	10.8%	11.2%
55 - 64	11.3%	12.0%	12.7%
65 - 74	9.8%	9.8%	10.3%
75 - 84	8.3%	5.9%	5.9%
85 +	5.1%	3.2%	3.4%
18 +	86.7%	81.8%	81.5%
2027 Population by Age			
Total	16,661	134,127	313,878
0 - 4	3.6%	4.8%	4.8%
5 - 9	3.6%	4.8%	4.9%
10 - 14	3.6%	4.9%	5.1%
15 - 24	18.3%	17.3%	15.2%
25 - 34	14.8%	13.0%	12.9%
35 - 44	11.0%	12.5%	12.9%
45 - 54	9.5%	10.9%	11.1%
55 - 64	10.1%	10.9%	11.5%
65 - 74	10.5%	10.3%	11.0%
75 - 84	9.7%	7.2%	7.2%
85 +	5.1%	3.4%	3.4%
18 +	86.8%	82.4%	82.1%
2010 Population by Sex			
Males	6,616	59,745	147,262
Females	8,008	70,152	170,983
2022 Population by Sex			
Males	7,525	63,299	149,112
Females	8,557	71,379	168,512
2027 Population by Sex			
Males	7,789	63,238	147,815
Females	8,873	70,889	166,063

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



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2010 Population by Race/Ethnicity			
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
2020 Population by Race/Ethnicity			
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
2022 Population by Race/Ethnicity			
Total	16,083	134,678	317,624
White Alone	61.0%	50.4%	49.4%
Black Alone	21.6%	35.6%	35.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.2%	5.0%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.5%	2.4%
Two or More Races	6.6%	6.1%	6.0%
Hispanic Origin	5.9%	5.6%	5.0%
Diversity Index	61.7	65.3	65.7
2027 Population by Race/Ethnicity			
Total	16,663	134,127	313,878
White Alone	58.3%	48.7%	47.9%
Black Alone	22.6%	35.7%	35.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.7%	5.4%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.0%	2.9%
Two or More Races	7.4%	6.9%	6.8%
Hispanic Origin	6.1%	5.9%	5.3%
Diversity Index	64.1	66.8	67.2
2010 Population by Relationship and Household Type			
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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2022 Population 25+ by Educational Attainment			
Total	11,220	90,691	219,883
Less than 9th Grade	1.7%	2.1%	2.4%
9th - 12th Grade, No Diploma	1.7%	3.6%	4.1%
High School Graduate	14.0%	20.0%	20.1%
GED/Alternative Credential	1.4%	2.9%	2.9%
Some College, No Degree	12.1%	15.8%	15.9%
Associate Degree	6.8%	7.2%	7.0%
Bachelor's Degree	34.8%	25.4%	24.3%
Graduate/Professional Degree	27.5%	22.9%	23.3%
2022 Population 15+ by Marital Status			
Total	14,314	114,322	269,053
Never Married	48.6%	44.9%	41.2%
Married	35.8%	39.5%	43.3%
Widowed	6.9%	5.8%	6.2%
Divorced	8.8%	9.8%	9.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,510	71,486	166,810
Population 16+ Employed	95.9%	95.5%	95.8%
Population 16+ Unemployment rate	4.1%	4.5%	4.2%
Population 16-24 Employed	15.0%	15.2%	12.9%
Population 16-24 Unemployment rate	16.0%	12.4%	10.4%
Population 25-54 Employed	62.3%	60.0%	60.8%
Population 25-54 Unemployment rate	1.7%	3.1%	3.7%
Population 55-64 Employed	13.7%	16.3%	17.4%
Population 55-64 Unemployment rate	1.9%	2.2%	2.3%
Population 65+ Employed	8.9%	8.5%	8.9%
Population 65+ Unemployment rate	0.8%	2.7%	2.0%
2022 Employed Population 16+ by Industry			
Total	8,159	68,302	159,753
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	1.9%	3.7%	4.6%
Manufacturing	3.5%	4.2%	4.3%
Wholesale Trade	2.2%	1.8%	1.6%
Retail Trade	10.4%	9.6%	8.8%
Transportation/Utilities	4.6%	5.4%	5.4%
Information	1.3%	1.2%	1.6%
Finance/Insurance/Real Estate	6.0%	7.3%	7.4%
Services	60.6%	59.1%	57.9%
Public Administration	9.2%	7.4%	8.2%
2022 Employed Population 16+ by Occupation			
Total	8,162	68,298	159,754
White Collar	73.7%	69.2%	70.9%
Management/Business/Financial	18.8%	18.1%	18.9%
Professional	35.6%	31.4%	33.2%
Sales	9.1%	8.4%	7.9%
Administrative Support	10.1%	11.3%	10.9%
Services	16.8%	17.5%	15.5%
Blue Collar	9.5%	13.3%	13.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.9%	2.9%	3.2%
Installation/Maintenance/Repair	1.7%	2.1%	2.0%
Production	1.8%	2.5%	2.4%
Transportation/Material Moving	4.1%	5.7%	5.9%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	111	114
Percent of Income for Mortgage	23.7%	20.3%	19.4%
Wealth Index	93	113	122
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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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Top 3 Tapestry Segments			
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)
2022 Consumer Spending			
Apparel & Services: Total \$	\$17,765,029	\$144,276,827	\$354,160,251
Average Spent	\$2,484.97	\$2,657.96	\$2,758.99
Spending Potential Index	103	110	115
Education: Total \$	\$15,101,616	\$128,382,451	\$315,239,954
Average Spent	\$2,112.41	\$2,365.15	\$2,455.79
Spending Potential Index	108	121	125
Entertainment/Recreation: Total \$	\$25,972,658	\$211,628,991	\$523,174,317
Average Spent	\$3,633.05	\$3,898.77	\$4,075.65
Spending Potential Index	99	106	111
Food at Home: Total \$	\$44,333,812	\$361,908,932	\$891,022,208
Average Spent	\$6,201.40	\$6,667.32	\$6,941.26
Spending Potential Index	100	108	112
Food Away from Home: Total \$	\$31,735,089	\$255,068,213	\$626,524,122
Average Spent	\$4,439.09	\$4,699.03	\$4,880.76
Spending Potential Index	103	109	113
Health Care: Total \$	\$48,763,294	\$399,318,880	\$991,817,607
Average Spent	\$6,821.00	\$7,356.51	\$7,726.48
Spending Potential Index	96	104	109
HH Furnishings & Equipment: Total \$	\$18,132,215	\$148,759,794	\$368,486,852
Average Spent	\$2,536.33	\$2,740.55	\$2,870.60
Spending Potential Index	99	107	112
Personal Care Products & Services: Total \$	\$7,475,969	\$60,759,250	\$150,020,923
Average Spent	\$1,045.74	\$1,119.35	\$1,168.70
Spending Potential Index	103	110	115
Shelter: Total \$	\$172,394,832	\$1,395,825,918	\$3,435,581,783
Average Spent	\$24,114.54	\$25,714.82	\$26,763.95
Spending Potential Index	105	112	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,763,925	\$150,491,964	\$373,026,323
Average Spent	\$2,624.69	\$2,772.46	\$2,905.96
Spending Potential Index	97	102	107
Travel: Total \$	\$20,576,153	\$168,456,515	\$419,976,971
Average Spent	\$2,878.19	\$3,103.42	\$3,271.72
Spending Potential Index	100	108	114
Vehicle Maintenance & Repairs: Total \$	\$8,918,040	\$71,925,452	\$176,536,119
Average Spent	\$1,247.45	\$1,325.06	\$1,375.26
Spending Potential Index	99	105	109

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.