



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			
2000 Total Population	12,824	127,022	311,898
2010 Total Population	13,118	130,144	317,809
2018 Total Population	13,616	133,408	321,376
2018 Group Quarters	584	9,487	18,669
2023 Total Population	13,932	134,761	321,357
2018-2023 Annual Rate	0.46%	0.20%	0.00%
2018 Total Daytime Population	25,691	141,359	307,742
Workers	19,154	76,065	151,372
Residents	6,537	65,294	156,370
Household Summary			
2000 Households	6,455	53,100	127,933
2000 Average Household Size	1.92	2.26	2.32
2010 Households	6,344	52,414	128,231
2010 Average Household Size	1.98	2.31	2.34
2018 Households	6,524	53,171	128,357
2018 Average Household Size	2.00	2.33	2.36
2023 Households	6,660	53,539	127,866
2023 Average Household Size	2.00	2.34	2.37
2018-2023 Annual Rate	0.41%	0.14%	-0.08%
2010 Families	2,902	30,061	74,655
2010 Average Family Size	2.69	2.96	3.00
2018 Families	2,915	30,007	73,825
2018 Average Family Size	2.77	3.03	3.06
2023 Families	2,944	29,995	73,209
2023 Average Family Size	2.80	3.06	3.09
2018-2023 Annual Rate	0.20%	-0.01%	-0.17%
Housing Unit Summary			
2000 Housing Units	6,811	55,622	136,051
Owner Occupied Housing Units	48.8%	58.6%	61.5%
Renter Occupied Housing Units	46.0%	36.9%	32.5%
Vacant Housing Units	5.2%	4.5%	6.0%
2010 Housing Units	6,752	56,332	138,008
Owner Occupied Housing Units	47.1%	56.2%	59.1%
Renter Occupied Housing Units	46.9%	36.9%	33.9%
Vacant Housing Units	6.0%	7.0%	7.1%
2018 Housing Units	6,838	57,674	140,223
Owner Occupied Housing Units	47.4%	54.2%	57.1%
Renter Occupied Housing Units	48.0%	38.0%	34.4%
Vacant Housing Units	4.6%	7.8%	8.5%
2023 Housing Units	6,961	58,513	141,590
Owner Occupied Housing Units	48.2%	54.4%	57.0%
Renter Occupied Housing Units	47.5%	37.1%	33.3%
Vacant Housing Units	4.3%	8.5%	9.7%
Median Household Income			
2018	\$60,082	\$62,541	\$64,457
2023	\$70,849	\$74,475	\$76,733
Median Home Value			
2018	\$274,884	\$254,692	\$243,890
2023	\$295,511	\$278,454	\$273,182
Per Capita Income			
2018	\$38,893	\$36,754	\$37,791
2023	\$44,826	\$42,549	\$43,865
Median Age			
2010	36.0	36.6	38.0
2018	37.5	37.7	39.2
2023	37.9	38.4	39.9

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	6,524	53,164	128,343
<\$15,000	18.1%	11.7%	10.4%
\$15,000 - \$24,999	7.9%	7.8%	7.7%
\$25,000 - \$34,999	6.6%	8.5%	8.2%
\$35,000 - \$49,999	10.0%	11.4%	11.6%
\$50,000 - \$74,999	15.1%	17.9%	18.1%
\$75,000 - \$99,999	13.2%	12.9%	13.2%
\$100,000 - \$149,999	14.5%	15.0%	15.3%
\$150,000 - \$199,999	7.8%	6.9%	7.0%
\$200,000+	6.9%	8.0%	8.4%
Average Household Income	\$83,475	\$88,939	\$91,281
2023 Households by Income			
Household Income Base	6,660	53,532	127,852
<\$15,000	17.0%	10.7%	9.4%
\$15,000 - \$24,999	7.2%	6.7%	6.7%
\$25,000 - \$34,999	5.5%	6.9%	6.6%
\$35,000 - \$49,999	8.5%	9.4%	9.5%
\$50,000 - \$74,999	13.5%	16.4%	16.5%
\$75,000 - \$99,999	13.8%	13.9%	14.0%
\$100,000 - \$149,999	17.0%	18.1%	18.6%
\$150,000 - \$199,999	9.0%	8.1%	8.2%
\$200,000+	8.5%	9.8%	10.4%
Average Household Income	\$96,938	\$103,863	\$106,918
2018 Owner Occupied Housing Units by Value			
Total	3,239	31,261	80,056
<\$50,000	0.8%	1.5%	1.7%
\$50,000 - \$99,999	0.9%	3.1%	4.3%
\$100,000 - \$149,999	2.8%	10.2%	11.5%
\$150,000 - \$199,999	11.8%	18.1%	19.0%
\$200,000 - \$249,999	23.7%	15.8%	15.5%
\$250,000 - \$299,999	20.0%	14.5%	12.7%
\$300,000 - \$399,999	23.9%	16.0%	14.9%
\$400,000 - \$499,999	9.6%	8.4%	7.5%
\$500,000 - \$749,999	5.4%	8.3%	7.8%
\$750,000 - \$999,999	1.0%	2.7%	3.3%
\$1,000,000 - \$1,499,999	0.0%	1.0%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$304,163	\$314,032	\$313,410
2023 Owner Occupied Housing Units by Value			
Total	3,354	31,835	80,686
<\$50,000	0.5%	1.0%	1.2%
\$50,000 - \$99,999	0.6%	2.6%	3.5%
\$100,000 - \$149,999	1.6%	8.1%	8.7%
\$150,000 - \$199,999	7.9%	15.4%	16.0%
\$200,000 - \$249,999	20.8%	14.6%	14.4%
\$250,000 - \$299,999	20.4%	14.6%	13.3%
\$300,000 - \$399,999	27.3%	17.9%	17.2%
\$400,000 - \$499,999	12.3%	10.1%	9.1%
\$500,000 - \$749,999	7.0%	10.3%	9.9%
\$750,000 - \$999,999	1.4%	3.7%	4.3%
\$1,000,000 - \$1,499,999	0.0%	1.2%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.1%	0.2%	0.5%
Average Home Value	\$328,758	\$343,112	\$347,041

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	13,115	130,144	317,809
0 - 4	4.5%	5.6%	5.6%
5 - 9	3.9%	5.3%	5.3%
10 - 14	4.1%	5.3%	5.5%
15 - 24	21.7%	19.0%	17.1%
25 - 34	14.7%	12.8%	12.9%
35 - 44	11.0%	12.0%	12.3%
45 - 54	11.4%	13.6%	14.1%
55 - 64	11.2%	11.5%	12.0%
65 - 74	6.8%	6.5%	6.7%
75 - 84	6.9%	5.3%	5.3%
85 +	3.9%	3.1%	3.1%
18 +	84.9%	80.3%	79.9%
2018 Population by Age			
Total	13,614	133,405	321,377
0 - 4	4.0%	5.0%	5.0%
5 - 9	3.9%	5.2%	5.2%
10 - 14	3.9%	5.3%	5.4%
15 - 24	19.3%	17.7%	15.9%
25 - 34	15.9%	13.7%	13.4%
35 - 44	11.4%	11.5%	11.7%
45 - 54	10.0%	11.6%	12.0%
55 - 64	11.6%	12.3%	12.9%
65 - 74	9.1%	9.0%	9.5%
75 - 84	6.7%	5.3%	5.5%
85 +	4.3%	3.4%	3.6%
18 +	85.7%	81.4%	81.3%
2023 Population by Age			
Total	13,934	134,760	321,357
0 - 4	4.1%	4.9%	4.9%
5 - 9	3.8%	4.9%	4.9%
10 - 14	3.7%	5.1%	5.2%
15 - 24	18.3%	17.2%	15.3%
25 - 34	16.3%	13.7%	13.4%
35 - 44	12.1%	12.1%	12.3%
45 - 54	9.5%	11.0%	11.2%
55 - 64	10.6%	11.6%	12.1%
65 - 74	9.9%	10.0%	10.5%
75 - 84	7.5%	6.2%	6.5%
85 +	4.2%	3.4%	3.6%
18 +	86.2%	82.1%	81.9%
2010 Population by Sex			
Males	6,079	59,843	147,023
Females	7,039	70,301	170,786
2018 Population by Sex			
Males	6,345	61,739	149,193
Females	7,271	71,669	172,183
2023 Population by Sex			
Males	6,480	62,705	149,806
Females	7,452	72,056	171,551

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	13,117	130,144	317,810
White Alone	73.4%	60.2%	58.1%
Black Alone	16.0%	32.3%	33.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.0%	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	2.6%	2.3%	2.2%
Hispanic Origin	3.4%	3.4%	3.0%
Diversity Index	46.8	56.2	57.2
2018 Population by Race/Ethnicity			
Total	13,617	133,408	321,376
White Alone	66.0%	56.4%	54.9%
Black Alone	20.2%	33.7%	34.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.2%	5.4%	6.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.0%	1.4%	1.2%
Two or More Races	3.4%	2.9%	2.7%
Hispanic Origin	4.9%	4.8%	4.2%
Diversity Index	56.1	60.5	60.9
2023 Population by Race/Ethnicity			
Total	13,931	134,760	321,356
White Alone	60.2%	53.2%	52.2%
Black Alone	23.3%	34.8%	35.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	10.9%	6.6%	7.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.2%	1.7%	1.5%
Two or More Races	4.0%	3.4%	3.2%
Hispanic Origin	6.3%	6.2%	5.4%
Diversity Index	62.2	63.9	63.8
2010 Population by Relationship and Household Type			
Total	13,118	130,144	317,809
In Households	95.6%	92.9%	94.3%
In Family Households	60.9%	70.4%	72.6%
Householder	21.1%	23.1%	23.5%
Spouse	14.9%	15.1%	15.6%
Child	20.2%	26.4%	27.4%
Other relative	3.2%	3.6%	3.9%
Nonrelative	1.5%	2.1%	2.2%
In Nonfamily Households	34.7%	22.5%	21.8%
In Group Quarters	4.4%	7.1%	5.7%
Institutionalized Population	1.2%	2.6%	1.6%
Noninstitutionalized Population	3.2%	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	9,389	89,166	220,264
Less than 9th Grade	2.3%	2.6%	2.7%
9th - 12th Grade, No Diploma	2.5%	4.3%	4.6%
High School Graduate	15.5%	21.0%	20.6%
GED/Alternative Credential	1.4%	2.9%	3.2%
Some College, No Degree	15.1%	18.0%	18.1%
Associate Degree	6.3%	6.7%	6.3%
Bachelor's Degree	28.2%	22.7%	22.2%
Graduate/Professional Degree	28.8%	21.9%	22.2%
2018 Population 15+ by Marital Status			
Total	12,011	112,794	271,418
Never Married	48.7%	43.5%	41.3%
Married	36.6%	40.4%	42.2%
Widowed	5.2%	6.3%	6.6%
Divorced	9.5%	9.8%	9.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	95.1%	94.9%
Civilian Unemployed (Unemployment Rate)	5.2%	4.9%	5.1%
2018 Employed Population 16+ by Industry			
Total	7,227	68,469	167,341
Agriculture/Mining	0.6%	0.2%	0.2%
Construction	2.4%	3.4%	4.2%
Manufacturing	2.7%	3.8%	4.1%
Wholesale Trade	1.6%	1.4%	1.5%
Retail Trade	9.0%	9.2%	8.7%
Transportation/Utilities	3.6%	4.8%	4.3%
Information	2.5%	1.6%	1.9%
Finance/Insurance/Real Estate	6.7%	7.9%	7.5%
Services	62.5%	60.6%	59.8%
Public Administration	8.4%	7.1%	7.8%
2018 Employed Population 16+ by Occupation			
Total	7,228	68,470	167,339
White Collar	73.9%	68.3%	70.4%
Management/Business/Financial	18.3%	15.9%	15.8%
Professional	32.2%	29.5%	31.3%
Sales	10.1%	10.3%	9.7%
Administrative Support	13.2%	12.6%	13.6%
Services	17.0%	19.5%	17.3%
Blue Collar	9.2%	12.3%	12.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.4%	2.6%	2.9%
Installation/Maintenance/Repair	2.6%	2.5%	2.4%
Production	2.2%	2.9%	2.8%
Transportation/Material Moving	2.0%	4.2%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	13,118	130,144	317,809
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	6,344	52,414	128,231
Households with 1 Person	39.1%	32.7%	32.7%
Households with 2+ People	60.9%	67.3%	67.3%
Family Households	45.7%	57.4%	58.2%
Husband-wife Families	32.6%	37.4%	38.8%
With Related Children	13.2%	16.1%	16.4%
Other Family (No Spouse Present)	13.1%	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	9.4%	15.6%	15.2%
With Related Children	4.6%	9.4%	9.2%
Nonfamily Households	15.2%	9.9%	9.0%
All Households with Children	19.5%	28.2%	28.1%
Multigenerational Households	1.6%	3.6%	4.1%
Unmarried Partner Households	5.8%	6.5%	6.6%
Male-female	5.0%	5.5%	5.5%
Same-sex	0.8%	1.0%	1.1%
2010 Households by Size			
Total	6,343	52,413	128,231
1 Person Household	39.1%	32.7%	32.7%
2 Person Household	34.2%	32.7%	32.2%
3 Person Household	13.6%	16.4%	15.9%
4 Person Household	9.0%	11.4%	11.6%
5 Person Household	2.8%	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	6,344	52,414	128,231
Owner Occupied	50.1%	60.4%	63.6%
Owned with a Mortgage/Loan	34.3%	44.6%	47.0%
Owned Free and Clear	15.8%	15.8%	16.5%
Renter Occupied	49.9%	39.6%	36.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,752	56,332	138,008
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%

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)	College Towns (14B)	Urban Chic (2A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$14,482,643	\$123,492,443	\$303,169,712
Average Spent	\$2,219.90	\$2,322.55	\$2,361.93
Spending Potential Index	102	107	109
Education: Total \$	\$9,939,046	\$87,776,343	\$214,666,324
Average Spent	\$1,523.46	\$1,650.83	\$1,672.42
Spending Potential Index	105	114	116
Entertainment/Recreation: Total \$	\$20,633,881	\$178,543,527	\$442,565,864
Average Spent	\$3,162.77	\$3,357.91	\$3,447.93
Spending Potential Index	98	104	107
Food at Home: Total \$	\$32,846,649	\$280,107,899	\$688,546,360
Average Spent	\$5,034.74	\$5,268.06	\$5,364.31
Spending Potential Index	100	105	107
Food Away from Home: Total \$	\$23,410,729	\$198,429,709	\$487,686,815
Average Spent	\$3,588.40	\$3,731.92	\$3,799.46
Spending Potential Index	102	106	108
Health Care: Total \$	\$35,335,269	\$310,228,084	\$776,052,460
Average Spent	\$5,416.20	\$5,834.54	\$6,046.05
Spending Potential Index	95	102	106
HH Furnishings & Equipment: Total \$	\$13,408,610	\$115,584,604	\$286,607,004
Average Spent	\$2,055.27	\$2,173.83	\$2,232.89
Spending Potential Index	98	104	107
Personal Care Products & Services: Total \$	\$5,451,282	\$46,470,157	\$115,022,247
Average Spent	\$835.57	\$873.98	\$896.11
Spending Potential Index	101	106	108
Shelter: Total \$	\$115,461,608	\$986,234,739	\$2,421,004,151
Average Spent	\$17,697.98	\$18,548.36	\$18,861.49
Spending Potential Index	105	111	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,135,591	\$141,220,374	\$352,460,825
Average Spent	\$2,473.27	\$2,655.97	\$2,745.94
Spending Potential Index	99	107	110
Travel: Total \$	\$13,887,649	\$121,718,114	\$303,792,667
Average Spent	\$2,128.70	\$2,289.18	\$2,366.78
Spending Potential Index	99	106	110
Vehicle Maintenance & Repairs: Total \$	\$6,888,814	\$59,361,132	\$146,780,312
Average Spent	\$1,055.92	\$1,116.42	\$1,143.53
Spending Potential Index	98	104	106

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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