

Audience Profile

Jan 1 - Dec 31, 2023

Goucher Commons

801 Goucher Boulevard, Towson, MD 21204

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	15,273		133,299		319,821	
Households	7,166		54,185		129,807	
Persons per Household	1.95	75	2.29	89	2.33	90
Household Median Income	\$72,197.63	104	\$76,499.39	110	\$77,632.54	112
Household Median Disposable Income	\$60,999.8	101	\$64,461.04	107	\$65,427.67	109
Household Median Discretionary Income	\$43,930.37	102	\$47,204.11	110	\$47,697.25	111
Average Income Per Person	\$44,577.02	119	\$44,796.45	120	\$45,909.84	123
Median Rent	\$1,413.84	111	\$1,383.38	109	\$1,418.5	112
Median House Value	\$396,015.55	96	\$366,461.43	89	\$351,551.34	86
Households in Poverty	1,455 (20.3%)	161	6,116 (11.3%)	89	13,195 (10.2%)	8
Household Median Wealth	\$77,015.02	98	\$81,436.19	104	\$83,605.36	106
Average Age	38.67	97	39.56	99	40.25	100
Median Age	36.06	94	37.24	97	38.31	100
Households with Children	1,259 (17.6%)	64	13,690 (25.3%)	92	31,989 (24.6%)	89
High School Graduate or Higher	9,449 (95.2%)	107	81,961 (93.6%)	106	199,095 (92.8%)	105

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	5,259 (53%)	41,972 (47.9%)	100,781 (47%)
Pop density (per sq mi)	5,121	4,830	4,714
Area (based on blockgroups)	3	28	68

Population

Population 2022 Q4	15,273	133,299	319,821
Population 2022 Q3	15,322	133,336	319,413
Population 2022 Q2	15,380	133,598	319,725
Population 2022 Q1	15,442	133,906	320,026
Population 2021 Q4	15,652	134,603	321,276
Population 2021 Q3	15,449	134,029	320,556
Population 2021 Q2	15,471	134,073	320,461
Population 2021 Q1	15,475	134,131	320,400
Population 2020 Q4	15,419	134,215	320,518
Population 5 Years Forecast	15,775	134,360	321,174
Population 10 Years Forecast	16,112	135,256	322,796
Persons per Household	1.95	2.29	2.33

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Group Quarters	1,315	(8.6%)	369	8,989	(6.7%)	289	17,193	(5.4%)	230
Transient Population - Average Last 4 Quarters	726	(4.8%)	384	1,334	(1%)	8	2,372	(0.7%)	60

Households

Households 2022 Q4	7,166		54,185		129,807
Households 2022 Q3	7,193		54,199		129,635
Households 2022 Q2	7,223		54,322		129,780
Households 2022 Q1	7,254		54,464		129,914
Households 2021 Q4	7,367		54,786		130,465
Households 2021 Q3	7,235		54,498		130,100
Households 2021 Q2	7,241		54,516		130,059
Households 2021 Q1	7,240		54,536		130,026
Households 2020 Q4	7,193		54,557		130,054
Households 5 Years Forecast	7,488		54,799		130,562
Households 10 Years Forecast	7,697		55,276		131,358

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Gender	1 Mile	3 Mile	5 Mile
Male	7,086 (46.4%)	62,601 (47%)	150,485 (47.1%)
Female	8,187 (53.6%)	70,698 (53%)	169,336 (52.9%)

Ethnicity	1 Mile	3 Mile	5 Mile
White	10,283 (67.3%)	74,668 (56%)	172,649 (54%)
Black	2,801 (18.3%)	43,639 (32.7%)	109,565 (34.3%)
Asian	990 (6.5%)	5,519 (4.1%)	16,115 (5%)
Hispanic (Ethnic)	616 (4%)	5,170 (3.9%)	12,014 (3.8%)
Other	583 (3.8%)	4,303 (3.2%)	9,478 (3%)

Household by Ethnicity	1 Mile	3 Mile	5 Mile
White	5,006 (69.9%)	30,081 (55.5%)	72,577 (55.9%)
Black	1,126 (15.7%)	18,315 (33.8%)	42,846 (33%)
Asian	391 (5.5%)	2,173 (4%)	6,050 (4.7%)
Other	382 (5.3%)	2,052 (3.8%)	4,380 (3.4%)
Hispanic (Ethnic)	261 (3.6%)	1,564 (2.9%)	3,954 (3%)

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$89,520.23	92	\$106,637.27	109	\$109,854.13	113
Average Income Per Person	\$44,577.02	119	\$44,796.45	120	\$45,909.84	123
Household Median Income	\$72,197.63	104	\$76,499.39	110	\$77,632.54	112
<\$15K	972 (13.6%)	148	4,602 (8.5%)	93	10,381 (8%)	88
\$15K - \$25K	425 (5.9%)	7	2,961 (5.5%)	71	6,831 (5.3%)	68
\$25K - \$35K	646 (9%)	111	3,793 (7%)	86	8,602 (6.6%)	8
\$35K - \$50K	624 (8.7%)	76	5,468 (10.1%)	88	14,399 (11.1%)	97
\$50K - \$75K	1,032 (14.4%)	85	9,779 (18%)	107	22,593 (17.4%)	103
\$75K - \$100K	1,048 (14.6%)	113	6,863 (12.7%)	98	16,851 (13%)	100
\$100K - \$150K	1,079 (15.1%)	91	9,719 (17.9%)	109	22,830 (17.6%)	107
\$150K - \$175K	472 (6.6%)	125	3,304 (6.1%)	116	8,122 (6.3%)	119
\$175K - \$200K	458 (6.4%)	118	3,996 (7.4%)	137	9,499 (7.3%)	136
\$200K - \$250K	230 (3.2%)	86	2,076 (3.8%)	103	5,443 (4.2%)	112
\$250K - \$500K	97 (1.4%)	85	881 (1.6%)	102	2,315 (1.8%)	112
>\$500K	83 (1.2%)	87	743 (1.4%)	103	1,941 (1.5%)	112

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$71,712.2	97	\$77,763.69	105	\$78,994.33	107
Household Median Disposable Income	\$60,999.8	101	\$64,461.04	107	\$65,427.67	109
<\$15K	997 (13.9%)	140	4,887 (9%)	91	11,047 (8.5%)	85
\$15K - \$25K	570 (8%)	88	3,757 (6.9%)	77	8,508 (6.6%)	72
\$25K - \$35K	711 (9.9%)	107	4,507 (8.3%)	90	10,996 (8.5%)	91
\$35K - \$50K	761 (10.6%)	77	7,484 (13.8%)	103	18,073 (13.9%)	104
\$50K - \$75K	1,300 (18.1%)	98	10,198 (18.8%)	102	24,513 (18.9%)	102
\$75K - \$100K	910 (12.7%)	91	7,407 (13.7%)	98	18,285 (14.1%)	101
\$100K - \$150K	1,250 (17.4%)	111	10,083 (18.6%)	119	23,503 (18.1%)	115
\$150K - \$175K	356 (5%)	103	3,094 (5.7%)	119	7,605 (5.9%)	122
\$175K - \$200K	86 (1.2%)	77	737 (1.4%)	87	1,942 (1.5%)	96
\$200K - \$250K	89 (1.2%)	88	810 (1.5%)	98	2,134 (1.6%)	108
\$250K - \$500K	123 (1.7%)	88	1,116 (2.1%)	98	2,944 (2.3%)	108
>\$500K	13 (<0.5%)	99	105 (<0.5%)	106	257 (<0.5%)	108

Discretionary Households Income

Household Average Discretionary Income	\$52,034.13	100	\$56,890.9	110	\$57,815.31	112
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Household Median Discretionary Income	\$43,930.37	102	\$47,204.11	110	\$47,697.25	111
<\$10K	968 (13.5%)	32	4,755 (8.8%)	86	10,728 (8.3%)	8
\$10K - \$20K	973 (13.6%)	105	5,569 (10.3%)	74	12,559 (9.7%)	74
\$20K - \$30K	730 (10.2%)	8	6,484 (12%)	96	16,263 (12.5%)	100
\$30K - \$40K	695 (9.7%)	85	6,390 (11.8%)	104	14,989 (11.5%)	102
\$40K - \$50K	580 (8.1%)	84	5,380 (9.9%)	103	13,321 (10.3%)	107
\$50K - \$75K	1,313 (18.3%)	101	10,105 (18.6%)	103	24,533 (18.9%)	105
\$75K - \$100K	848 (11.8%)	112	6,494 (12%)	113	14,919 (11.5%)	108
\$100K - \$125K	705 (9.8%)	145	4,560 (8.4%)	124	11,608 (8.9%)	32
\$125K - \$150K	225 (3.1%)	71	2,724 (5%)	114	5,888 (4.5%)	103
>\$150K	129 (1.8%)	72	1,724 (3.2%)	127	4,999 (3.9%)	153

Households Income by Ethnicity

Average Income - White	\$84,899.38	97	\$98,976.62	114	\$100,102.42	115
Median Income - White	\$78,601.05	103	\$93,216.4	123	\$93,263.37	123
Average Income - Black	\$73,892.74	121	\$70,077.53	114	\$71,112.63	116
Median Income - Black	\$57,474.98	120	\$58,900.8	123	\$60,337.96	126

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Average Income - Asian	\$79,263.16 7	\$93,594.47 90	\$89,582.17 86
Median Income - Asian	\$63,749.75 64	\$83,411.32 84	\$77,030.73 7
Average Income - Hispanic	\$67,281.94 94	\$90,266.6 127	\$89,805.21 126
Median Income - Hispanic	\$64,207.04 109	\$74,781.62 127	\$81,879.57 139
Average Income - Other	\$73,009.43 92	\$85,960.26 109	\$88,458.2 112
Median Income - Other	\$66,428.14 98	\$76,842.03 114	\$81,374.55 121

Age

Average Age	38.67 97	39.56 99	40.25 100
Median Age	36.06 94	37.24 97	38.31 100
0-4	1,038 (6.8%) 111	8,084 (6.1%) 99	19,363 (6.1%) 99
5-13	1,573 (10.3%) 94	14,118 (10.6%) 96	34,355 (10.7%) 98
14-17	445 (2.9%) 59	5,709 (4.3%) 87	13,851 (4.3%) 88
18-21	1,708 (11.2%) 185	12,626 (9.5%) 157	24,970 (7.8%) 29
22-24	588 (3.8%) 94	5,223 (3.9%) 95	12,823 (4%) 98
25-29	654 (4.3%) 66	7,236 (5.4%) 84	17,977 (5.6%) 87
30-34	1,248 (8.2%) 34	8,592 (6.4%) 106	19,562 (6.1%) 100

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35-39	1,437	(9.4%)	157	9,028	(6.8%)	113	20,574	(6.4%)	107
40-44	984	(6.4%)	106	7,807	(5.9%)	96	19,257	(6%)	99
45-49	786	(5.1%)	86	7,441	(5.6%)	93	18,317	(5.7%)	95
50-54	725	(4.7%)	7	7,438	(5.6%)	91	18,513	(5.8%)	94
55-59	684	(4.5%)	70	7,748	(5.8%)	91	19,472	(6.1%)	95
60-64	709	(4.6%)	72	8,079	(6.1%)	94	20,318	(6.4%)	98
65-69	731	(4.8%)	8	7,660	(5.7%)	98	19,256	(6%)	103
70-74	640	(4.2%)	87	6,250	(4.7%)	97	15,753	(4.9%)	102
75-79	499	(3.3%)	93	4,445	(3.3%)	95	11,108	(3.5%)	99
80-84	364	(2.4%)	107	2,878	(2.2%)	97	7,084	(2.2%)	99
85+	460	(3%)	175	2,937	(2.2%)	128	7,268	(2.3%)	32

Age - Male

Male Average Age	37.26	96	37.8	97	38.53	99			
Male Median Age	35.75	96	35.67	96	36.61	99			
0-4	533	(7.5%)	119	4,154	(6.6%)	105	9,951	(6.6%)	104
5-13	800	(11.3%)	99	7,227	(11.5%)	101	17,605	(11.7%)	102

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14-17	218	(3.1%)	60	2,920	(4.7%)	91	7,087	(4.7%)	92
18-21	681	(9.6%)	154	5,578	(8.9%)	113	11,373	(7.6%)	121
22-24	242	(3.4%)	7	2,626	(4.2%)	96	6,331	(4.2%)	97
25-29	317	(4.5%)	65	3,763	(6%)	88	9,185	(6.1%)	89
30-34	616	(8.7%)	35	4,297	(6.9%)	108	9,706	(6.4%)	101
35-39	725	(10.2%)	165	4,404	(7%)	114	9,927	(6.6%)	107
40-44	510	(7.2%)	117	3,786	(6%)	98	9,169	(6.1%)	99
45-49	390	(5.5%)	91	3,518	(5.6%)	93	8,600	(5.7%)	95
50-54	344	(4.9%)	7	3,466	(5.5%)	90	8,601	(5.7%)	93
55-59	325	(4.6%)	7	3,550	(5.7%)	90	8,986	(6%)	94
60-64	341	(4.8%)	7	3,619	(5.8%)	92	9,201	(6.1%)	97
65-69	325	(4.6%)	5	3,322	(5.3%)	95	8,516	(5.7%)	102
70-74	272	(3.8%)	86	2,659	(4.2%)	95	6,841	(4.5%)	102
75-79	202	(2.9%)	91	1,805	(2.9%)	92	4,592	(3.1%)	97
80-84	122	(1.7%)	93	1,047	(1.7%)	90	2,653	(1.8%)	95
85+	123	(1.7%)	153	860	(1.4%)	121	2,161	(1.4%)	77

Age - Female

Female Average Age	39.89		97	41.12		100	41.77		101
Female Median Age	36.38		89	38.74		95	40.93		100
0-4	505	(6.2%)	105	3,930	(5.6%)	95	9,412	(5.6%)	95
5-13	773	(9.4%)	89	6,891	(9.7%)	92	16,750	(9.9%)	93
14-17	227	(2.8%)	58	2,789	(3.9%)	83	6,764	(4%)	84
18-21	1,027	(12.5%)	215	7,048	(10%)	171	13,597	(8%)	138
22-24	346	(4.2%)	109	2,597	(3.7%)	95	6,492	(3.8%)	99
25-29	337	(4.1%)	67	3,473	(4.9%)	8	8,792	(5.2%)	85
30-34	632	(7.7%)	32	4,295	(6.1%)	104	9,856	(5.8%)	100
35-39	712	(8.7%)	148	4,624	(6.5%)	111	10,647	(6.3%)	107
40-44	474	(5.8%)	96	4,021	(5.7%)	94	10,088	(6%)	99
45-49	396	(4.8%)	8	3,923	(5.5%)	93	9,717	(5.7%)	96
50-54	381	(4.7%)	7	3,972	(5.6%)	91	9,912	(5.9%)	95
55-59	359	(4.4%)	65	4,198	(5.9%)	92	10,486	(6.2%)	96
60-64	368	(4.5%)	65	4,460	(6.3%)	95	11,117	(6.6%)	99
65-69	406	(5%)	5	4,338	(6.1%)	100	10,740	(6.3%)	104
70-74	368	(4.5%)	87	3,591	(5.1%)	99	8,912	(5.3%)	102
75-79	297	(3.6%)	94	2,640	(3.7%)	96	6,516	(3.8%)	99
80-84	242	(3%)	114	1,831	(2.6%)	100	4,431	(2.6%)	101
85+	337	(4.1%)	180	2,077	(2.9%)	25	5,107	(3%)	52

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
















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● 1 Mile ● 3 Mile ● 5 Mile

Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	7,086	68,728	162,417
Professional Specialty	2,471 (34.9%) 	21,848 (31.8%) 	53,417 (32.9%) 
Managerial/Executive	1,153 (16.3%) 	12,952 (18.8%) 	30,593 (18.8%) 
Office Admin	814 (11.5%) 	7,730 (11.2%) 	17,067 (10.5%) 
Sales	759 (10.7%) 	6,332 (9.2%) 	14,853 (9.1%) 
Production & Transportation	423 (6%) 	5,346 (7.8%) 	14,225 (8.8%) 
Food Preparation & Serving	398 (5.6%) 	3,501 (5.1%) 	6,743 (4.2%) 
Construction	365 (5.2%) 	3,358 (4.9%) 	8,252 (5.1%) 
Personal Care	207 (2.9%) 	1,960 (2.9%) 	4,503 (2.8%) 
Protective	187 (2.6%) 	2,091 (3%) 	4,100 (2.5%) 
Building Maintenance & Cleaning	184 (2.6%) 	1,348 (2%) 	3,835 (2.4%) 
Healthcare support	125 (1.8%) 	2,189 (3.2%) 	4,582 (2.8%) 
Farming, Fishing & Forestry		73 (<0.5%) 	247 (<0.5%) 

Employment by Industry

Total Employees (16+ Years Old)	7,086	68,728	162,417
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Educational Services	2,168	(30.6%)	22,248	(32.4%)	52,632	(32.4%)
Wholesale Retail	856	(12.1%)	7,610	(11.1%)	17,681	(10.9%)
Professional Services	839	(11.8%)	6,416	(9.3%)	16,097	(9.9%)
Entertainment Services	714	(10.1%)	5,361	(7.8%)	11,518	(7.1%)
Public Administration	565	(8%)	5,429	(7.9%)	12,103	(7.5%)
Financial, Insurance & Real Estate	420	(5.9%)	5,408	(7.9%)	12,454	(7.7%)
Agriculture/Mining/Construction	407	(5.7%)	3,209	(4.7%)	7,890	(4.9%)
Manufacturing	328	(4.6%)	3,148	(4.6%)	7,676	(4.7%)
Administrative/Waste Services	281	(4%)	2,334	(3.4%)	5,193	(3.2%)
Transportation	218	(3.1%)	3,582	(5.2%)	8,423	(5.2%)
Other Professional Services	206	(2.9%)	2,870	(4.2%)	7,646	(4.7%)
Information	79	(1.1%)	1,056	(1.5%)	2,991	(1.8%)
Management Services	5	(<0.5%)	57	(<0.5%)	113	(<0.5%)

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● 1 Mile ● 3 Mile ● 5 Mile

Language Spoken

Speak English at Home	12,469	(87.6%)	112	110,967	(88.6%)	114	263,935	(87.8%)	113
Speak Other Language at Home	1,470	(10.3%)	127	10,686	(8.5%)	105	28,131	(9.4%)	115
Speak Spanish at Home	296	(2.1%)	15	3,562	(2.8%)	20	8,392	(2.8%)	20

Ancestry

Other	3,325	(21.8%)	100	44,690	(33.5%)	154	112,605	(35.2%)	162
Unclassified	2,949	(19.3%)	116	22,963	(17.2%)	103	53,572	(16.8%)	100
Scottish/Irish	1,773	(11.6%)	171	12,504	(9.4%)	138	25,984	(8.1%)	120
German	1,550	(10.1%)	127	12,447	(9.3%)	116	29,359	(9.2%)	114
British	1,016	(6.7%)	123	8,205	(6.2%)	114	17,262	(5.4%)	100
Italian	859	(5.6%)	188	5,813	(4.4%)	146	12,668	(4%)	32
Other European (e.g. Greek/Russian)	589	(3.9%)	120	5,071	(3.8%)	118	13,337	(4.2%)	30
American	513	(3.4%)	68	3,806	(2.9%)	58	9,361	(2.9%)	59
Polish	419	(2.7%)	177	2,667	(2%)	129	7,417	(2.3%)	150
Chinese	337	(2.2%)	185	1,701	(1.3%)	107	4,358	(1.4%)	114
Middle Eastern	297	(1.9%)	308	1,246	(0.9%)	148	2,703	(0.8%)	34

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Audience Profile

Jan 1 - Dec 31, 2023

Goucher Commons

801 Goucher Boulevard, Towson, MD 21204

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other Asian	245	(1.6%)	520	894	(0.7%)	217	2,509	(0.8%)	254
South Central Asian (e.g. Indian)	179	(1.2%)	89	931	(0.7%)	53	4,094	(1.3%)	98
Puerto Rican	150	(1%)	38	1,533	(1.2%)	45	2,958	(0.9%)	36
French	145	(0.9%)	75	1,115	(0.8%)	66	2,547	(0.8%)	63
Scandinavian	136	(0.9%)	46	1,178	(0.9%)	45	2,648	(0.8%)	43
South East Asian (e.g. Vietnamese)	134	(0.9%)	54	1,252	(0.9%)	58	2,942	(0.9%)	57
Dominican	124	(0.8%)	143	371	(<0.5%)	49	828	(<0.5%)	46
South American	102	(0.7%)	63	741	(0.6%)	52	1,719	(0.5%)	50
Other Hispanic	100	(0.7%)	50	761	(0.6%)	43	1,845	(0.6%)	44
Korean	78	(0.5%)	120	580	(<0.5%)	103	1,870	(0.6%)	138
Central American	64	(<0.5%)	28	818	(0.6%)	41	2,107	(0.7%)	44
Dutch	60	(<0.5%)	63	503	(<0.5%)	61	1,295	(<0.5%)	65
Mexican	59	(<0.5%)	4	731	(0.5%)	5	1,965	(0.6%)	6
Native American (Indian/Eskimo)	25	(<0.5%)	20	321	(<0.5%)	30	784	(<0.5%)	31
Japanese	17	(<0.5%)	48	161	(<0.5%)	52	342	(<0.5%)	46
Cuban	17	(<0.5%)	17	215	(<0.5%)	25	592	(<0.5%)	28

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801 Goucher Boulevard, Towson, MD 21204

Benchmark: Nationwide

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Hawaiian/Pacific Islander	11	(<0.5%)	81	(<0.5%)	150	(<0.5%)

Education (Age 25+)

Total Educated Population	9,921		87,539		214,459	
Elementary (0 to 8 Years)	271	(2.7%)	2,121	(2.4%)	5,654	(2.6%)
Some High School (9 to 11 Years)	201	(2%)	3,457	(3.9%)	9,710	(4.5%)
High School Graduate (12 Years)	1,462	(14.7%)	18,262	(20.9%)	46,358	(21.6%)
Some College (13 to 16 Years)	2,177	(21.9%)	16,493	(18.8%)	38,989	(18.2%)
Associates Degree Only	551	(5.6%)	5,234	(6%)	12,967	(6%)
Bachelor's Degree Only	2,819	(28.4%)	22,058	(25.2%)	50,904	(23.7%)
Graduate Degree	2,440	(24.6%)	19,914	(22.7%)	49,877	(23.3%)

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Audience Profile

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801 Goucher Boulevard, Towson, MD 21204

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,166	54,185	129,807
One Person Households	3,124 (43.6%)	17,947 (33.1%)	42,955 (33.1%)
Married Couple	2,234 (31.2%)	20,477 (37.8%)	51,088 (39.4%)
Male Householder	302 (4.2%)	2,690 (5%)	5,880 (4.5%)
Female Householder	632 (8.8%)	8,502 (15.7%)	20,056 (15.5%)
Non Family Households	874 (12.2%)	4,569 (8.4%)	9,828 (7.6%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,166	54,185	129,807
1 Person Household	3,124 (43.6%)	17,947 (33.1%)	42,955 (33.1%)
2 Person Household	2,382 (33.2%)	17,656 (32.6%)	41,687 (32.1%)
3 Person Household	861 (12%)	8,829 (16.3%)	20,480 (15.8%)
4 Person Household	545 (7.6%)	6,087 (11.2%)	14,928 (11.5%)
5 Person Household	164 (2.3%)	2,380 (4.4%)	6,111 (4.7%)
6 Person Household	59 (0.8%)	857 (1.6%)	2,288 (1.8%)
7+ Person Household	31 (<0.5%)	429 (0.8%)	1,358 (1%)

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801 Goucher Boulevard, Towson, MD 21204

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	7,628	58,360	139,512
Owner Occupied Housing	3,810	33,183	82,122
Renter Occupied Housing	3,356	21,002	47,685
Vacant Housing	462	4,175	9,705

Housing Rent

Average Rent	\$1,447.85	\$1,453.32	\$1,510.04
Median Rent	\$1,413.84	\$1,383.38	\$1,418.5
Total Cash Rents Housing	3,310	20,576	46,221
<\$300	221 (6.7%)	473 (2.3%)	895 (1.9%)
\$300-\$500	185 (5.6%)	588 (2.9%)	932 (2%)
\$500-\$750	230 (6.9%)	650 (3.2%)	1,414 (3.1%)
\$750-\$1000	140 (4.2%)	1,887 (9.2%)	4,237 (9.2%)
\$1000-\$1500	1,062 (32.1%)	8,725 (42.4%)	18,677 (40.4%)
\$1500-\$2000	869 (26.3%)	5,490 (26.7%)	11,924 (25.8%)
\$2000-\$2500	360 (10.9%)	1,887 (9.2%)	5,637 (12.2%)

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	135	(4.1%)	100	451	(2.2%)	54	1,391	(3%)	74
\$3000-\$3500	31	(0.9%)	47	107	(0.5%)	26	404	(0.9%)	44
>\$3500	77	(2.3%)	108	318	(1.5%)	72	710	(1.5%)	72

Value of Owner-Occupied Housing Units

Average House Value	\$416,080.42	7	\$445,065.79	84	\$442,454.95	84			
Median House Value	\$396,015.55	96	\$366,461.43	89	\$351,551.34	86			
Owner Occupied Housing	3,810		33,183		82,122				
<\$100K	27	(0.7%)	8	591	(1.8%)	19	2,186	(2.7%)	28
\$100K - \$200K	254	(6.7%)	49	4,131	(12.4%)	91	10,776	(13.1%)	96
\$200K - \$300K	636	(16.7%)	118	7,606	(22.9%)	162	20,157	(24.5%)	173
\$300K - \$400K	1,029	(27%)	232	6,415	(19.3%)	166	15,406	(18.8%)	161
\$400K - \$500K	762	(20%)	210	4,564	(13.8%)	144	10,164	(12.4%)	30
\$500K - \$1000K	1,047	(27.5%)	106	8,129	(24.5%)	95	18,240	(22.2%)	86
>\$1000K	55	(1.4%)	9	1,747	(5.3%)	34	5,193	(6.3%)	40

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Audience Profile

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801 Goucher Boulevard, Towson, MD 21204

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	1,455	(20.3%)	161	6,116	(11.3%)	89	13,195	(10.2%)	8
Households Above Poverty	5,711	(79.7%)	91	48,069	(88.7%)	102	116,612	(89.8%)	103
Households in Poverty (Married)	46	(0.6%)	29	492	(0.9%)	41	1,311	(1%)	45
Households in Poverty (Male Householder)	53	(0.7%)	115	281	(0.5%)	8	509	(<0.5%)	61
Households in Poverty (Female Householder)	51	(0.7%)	23	755	(1.4%)	45	2,457	(1.9%)	62
Households in Poverty (Non-Family)	1,020	(14.2%)	235	3,681	(6.8%)	112	7,490	(5.8%)	95
Households in Poverty (Non-Family Student)	285	(4%)	636	907	(1.7%)	268	1,428	(1.1%)	176

Wealth per Household

Household Average Wealth	\$240,516.68	101	\$244,565.75	103	\$246,988.22	104			
Household Median Wealth	\$77,015.02	98	\$81,436.19	104	\$83,605.36	106			
<\$0K	1,288	(18%)	102	9,508	(17.5%)	100	22,506	(17.3%)	99
\$0K - \$5K	634	(8.8%)	102	4,586	(8.5%)	97	10,809	(8.3%)	96
\$5K - \$10K	338	(4.7%)	102	2,477	(4.6%)	99	5,849	(4.5%)	98
\$10K - \$25K	462	(6.4%)	101	3,438	(6.3%)	99	8,172	(6.3%)	98
\$25K - \$50K	479	(6.7%)	98	3,655	(6.7%)	98	8,756	(6.7%)	98

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\$50K - \$100K	707	(9.9%)	96	5,453	(10.1%)	98	13,110	(10.1%)	98
\$100K - \$250K	1,257	(17.5%)	97	9,681	(17.9%)	99	23,361	(18%)	100
\$250K - \$500K	929	(13%)	99	7,145	(13.2%)	101	17,275	(13.3%)	102
>\$500K	1,072	(15%)	103	8,242	(15.2%)	105	19,969	(15.4%)	106

Vehicles per Household

Total Number of Vehicles	9,889			85,150			203,428		
Average Number of Vehicles	1.38		75	1.57		86	1.57		85
No Vehicles	1,363	(19%)	232	5,704	(10.5%)	128	14,426	(11.1%)	135
1 Vehicle	2,686	(37.5%)	116	21,484	(39.6%)	123	50,877	(39.2%)	121
2 Vehicles	2,289	(31.9%)	86	19,675	(36.3%)	98	46,699	(36%)	97
3 or more Vehicles	828	(11.6%)	52	7,322	(13.5%)	61	17,805	(13.7%)	61

Population Change

Births	184			1,510			3,558		
Deaths	147			1,182			3,018		
Migration	-416			-1,632			-1,995		

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	965	4,433	7,702
Total Employees	25,270	100,762	163,360

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