

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	11,663	75,514	167,812
2020 Total Population	12,171	82,024	184,489
2020 Group Quarters	110	599	1,000
2024 Total Population	12,197	84,024	187,427
2024 Group Quarters	109	602	991
2029 Total Population	12,468	86,605	190,693
2024-2029 Annual Rate	0.44%	0.61%	0.35%
2024 Total Daytime Population	18,234	79,271	194,003
Workers	12,337	38,626	103,400
Residents	5,897	40,645	90,603
Household Summary			
2010 Households	4,874	28,186	63,437
2010 Average Household Size	2.36	2.65	2.63
2020 Total Households	4,959	30,163	68,946
2020 Average Household Size	2.43	2.70	2.66
2024 Households	5,102	31,155	70,651
2024 Average Household Size	2.37	2.68	2.64
2029 Households	5,261	32,412	72,694
2029 Average Household Size	2.35	2.65	2.61
2024-2029 Annual Rate	0.62%	0.79%	0.57%
2010 Families	2,870	18,900	42,132
2010 Average Family Size	2.97	3.15	3.14
2024 Families	2,980	20,142	45,377
2024 Average Family Size	3.09	3.31	3.28
2029 Families	3,056	20,853	46,477
2029 Average Family Size	3.07	3.29	3.25
2024-2029 Annual Rate	0.50%	0.70%	0.48%
Housing Unit Summary			
2000 Housing Units	4,890	29,043	64,376
Owner Occupied Housing Units	51.3%	66.7%	58.5%
Renter Occupied Housing Units	44.7%	27.5%	36.0%
Vacant Housing Units	3.9%	5.8%	5.5%
2010 Housing Units	5,140	30,505	68,152
Owner Occupied Housing Units	50.6%	62.9%	55.2%
Renter Occupied Housing Units	44.2%	29.5%	37.9%
Vacant Housing Units	5.2%	7.6%	6.9%
2020 Housing Units	5,237	32,273	73,544
Owner Occupied Housing Units	47.3%	62.2%	54.5%
Renter Occupied Housing Units	47.4%	31.3%	39.2%
Vacant Housing Units	5.4%	6.5%	6.3%
2024 Housing Units	5,377	33,278	75,360
Owner Occupied Housing Units	48.8%	64.6%	56.5%
Renter Occupied Housing Units	46.1%	29.0%	37.3%
Vacant Housing Units	5.1%	6.4%	6.2%
2029 Housing Units	5,533	34,616	77,556
Owner Occupied Housing Units	50.3%	67.1%	58.6%
Renter Occupied Housing Units	44.8%	26.5%	35.1%
Vacant Housing Units	4.9%	6.4%	6.3%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	5,102	31,150	70,635
<\$15,000	8.6%	8.0%	8.9%
\$15,000 - \$24,999	7.2%	6.4%	5.9%
\$25,000 - \$34,999	6.5%	5.6%	6.6%
\$35,000 - \$49,999	9.7%	9.7%	9.7%
\$50,000 - \$74,999	15.1%	14.1%	14.9%
\$75,000 - \$99,999	15.8%	14.8%	13.9%
\$100,000 - \$149,999	25.7%	22.4%	20.5%
\$150,000 - \$199,999	7.2%	10.0%	9.9%
\$200,000+	4.4%	9.1%	9.8%
Average Household Income	\$89,214	\$104,174	\$104,111
2029 Households by Income			
Household Income Base	5,261	32,407	72,678
<\$15,000	7.7%	7.2%	8.1%
\$15,000 - \$24,999	5.7%	5.1%	4.8%
\$25,000 - \$34,999	5.5%	4.7%	5.6%
\$35,000 - \$49,999	8.3%	8.2%	8.3%
\$50,000 - \$74,999	13.5%	12.5%	13.4%
\$75,000 - \$99,999	17.3%	15.0%	14.1%
\$100,000 - \$149,999	28.1%	23.5%	21.5%
\$150,000 - \$199,999	8.5%	12.0%	11.8%
\$200,000+	5.5%	11.8%	12.4%
Average Household Income	\$100,991	\$120,563	\$120,032
2024 Owner Occupied Housing Units by Value			
Total	2,624	21,485	42,527
<\$50,000	5.1%	5.6%	4.6%
\$50,000 - \$99,999	0.7%	2.3%	2.1%
\$100,000 - \$149,999	3.5%	2.4%	2.3%
\$150,000 - \$199,999	14.4%	5.1%	4.7%
\$200,000 - \$249,999	8.7%	6.6%	6.1%
\$250,000 - \$299,999	13.3%	9.7%	8.7%
\$300,000 - \$399,999	32.7%	34.3%	30.1%
\$400,000 - \$499,999	10.9%	16.1%	20.2%
\$500,000 - \$749,999	2.9%	12.6%	14.4%
\$750,000 - \$999,999	0.6%	2.7%	3.3%
\$1,000,000 - \$1,499,999	0.5%	1.0%	1.6%
\$1,500,000 - \$1,999,999	6.2%	1.0%	0.6%
\$2,000,000 +	0.5%	0.7%	1.3%
Average Home Value	\$399,962	\$396,329	\$425,858
2029 Owner Occupied Housing Units by Value			
Total	2,782	23,226	45,435
<\$50,000	4.7%	4.6%	3.6%
\$50,000 - \$99,999	0.3%	0.9%	1.0%
\$100,000 - \$149,999	0.6%	0.9%	0.9%
\$150,000 - \$199,999	9.2%	2.3%	2.0%
\$200,000 - \$249,999	5.8%	3.2%	3.4%
\$250,000 - \$299,999	11.9%	6.4%	5.8%
\$300,000 - \$399,999	30.9%	29.2%	25.3%
\$400,000 - \$499,999	15.8%	19.1%	23.2%
\$500,000 - \$749,999	6.5%	21.9%	22.2%
\$750,000 - \$999,999	2.6%	6.3%	6.6%
\$1,000,000 - \$1,499,999	1.8%	2.3%	3.2%
\$1,500,000 - \$1,999,999	9.0%	1.7%	1.1%
\$2,000,000 +	1.0%	1.0%	1.6%
Average Home Value	\$509,962	\$493,350	\$515,497

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Governor Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.19154
Longitude: -76.61004

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$78,584	\$83,805	\$80,814
2029	\$86,598	\$94,442	\$90,819
Median Home Value			
2024	\$313,213	\$353,528	\$371,254
2029	\$356,919	\$412,356	\$434,187
Per Capita Income			
2024	\$36,691	\$38,938	\$39,319
2029	\$41,889	\$45,480	\$45,853
Median Age			
2010	35.3	37.4	35.1
2020	36.1	37.1	35.8
2024	36.9	37.9	36.8
2029	38.4	39.6	38.5
2020 Population by Age			
Total	12,171	82,024	184,489
0 - 4	6.4%	6.2%	6.6%
5 - 9	6.0%	6.5%	6.8%
10 - 14	6.9%	6.5%	6.7%
15 - 24	11.9%	11.7%	12.0%
25 - 34	17.3%	16.0%	16.7%
35 - 44	13.2%	13.5%	13.8%
45 - 54	11.7%	12.0%	11.7%
55 - 64	12.7%	13.4%	12.8%
65 - 74	8.0%	8.4%	7.8%
75 - 84	4.5%	4.2%	3.6%
85 +	1.5%	1.6%	1.4%
18 +	77.3%	77.3%	76.3%
2024 Population by Age			
Total	12,199	84,024	187,427
0 - 4	6.4%	6.2%	6.5%
5 - 9	6.2%	6.4%	6.6%
10 - 14	5.7%	6.2%	6.4%
15 - 24	12.7%	11.5%	11.8%
25 - 34	16.1%	14.9%	15.5%
35 - 44	14.6%	15.3%	15.6%
45 - 54	11.6%	11.7%	11.5%
55 - 64	11.9%	12.4%	11.9%
65 - 74	8.8%	9.2%	8.6%
75 - 84	4.6%	4.6%	4.1%
85 +	1.6%	1.6%	1.4%
18 +	78.1%	77.6%	76.8%
2029 Population by Age			
Total	12,471	86,604	190,695
0 - 4	6.2%	6.0%	6.3%
5 - 9	5.9%	6.0%	6.2%
10 - 14	5.8%	6.2%	6.3%
15 - 24	12.7%	11.5%	11.9%
25 - 34	14.0%	13.0%	13.4%
35 - 44	15.7%	16.1%	16.4%
45 - 54	11.9%	12.5%	12.3%
55 - 64	10.5%	11.0%	10.5%
65 - 74	10.1%	10.5%	9.9%
75 - 84	5.5%	5.6%	5.1%
85 +	1.8%	1.8%	1.6%
18 +	78.8%	78.5%	77.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	5,816	40,198	89,566
Females	6,355	41,826	94,923
2024 Population by Sex			
Males	5,949	41,922	92,651
Females	6,248	42,102	94,776
2029 Population by Sex			
Males	6,072	42,988	93,830
Females	6,396	43,617	96,863
2010 Population by Race/Ethnicity			
Total	11,664	75,514	167,811
White Alone	58.4%	72.8%	64.6%
Black Alone	29.1%	17.5%	25.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.7%	3.0%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	2.9%	3.4%
Two or More Races	3.6%	3.2%	3.3%
Hispanic Origin	8.1%	6.4%	7.4%
Diversity Index	63.3	50.4	58.3
2020 Population by Race/Ethnicity			
Total	12,171	82,024	184,489
White Alone	45.2%	58.2%	50.9%
Black Alone	32.4%	20.6%	26.9%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	5.6%	4.0%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.7%	7.6%	8.6%
Two or More Races	8.5%	8.9%	8.7%
Hispanic Origin	12.7%	12.7%	13.7%
Diversity Index	74.6	69.1	73.4
2024 Population by Race/Ethnicity			
Total	12,198	84,024	187,428
White Alone	42.8%	56.0%	48.9%
Black Alone	33.2%	21.3%	27.4%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	6.1%	4.3%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.4%	8.2%	9.2%
Two or More Races	8.8%	9.4%	9.1%
Hispanic Origin	13.8%	13.9%	14.9%
Diversity Index	76.2	71.4	75.1
2029 Population by Race/Ethnicity			
Total	12,469	86,605	190,693
White Alone	40.4%	53.8%	47.0%
Black Alone	34.2%	21.8%	27.8%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	6.6%	4.7%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	8.9%	9.8%
Two or More Races	9.2%	9.9%	9.6%
Hispanic Origin	14.7%	14.9%	15.8%
Diversity Index	77.4	73.4	76.5

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	12,171	82,024	184,489
In Households	99.1%	99.3%	99.5%
Householder	40.0%	37.0%	37.4%
Opposite-Sex Spouse	13.0%	15.1%	14.6%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.1%	3.2%	3.2%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	27.4%	26.9%	27.8%
Adopted Child	0.4%	0.5%	0.4%
Stepchild	1.4%	1.4%	1.4%
Grandchild	3.3%	3.8%	3.5%
Brother or Sister	1.7%	1.7%	1.7%
Parent	1.4%	1.5%	1.5%
Parent-in-law	0.4%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.5%
Other Relatives	2.1%	2.2%	2.2%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.8%	4.5%	4.4%
In Group Quarters	0.9%	0.7%	0.5%
Institutionalized	0.2%	0.4%	0.3%
Noninstitutionalized	0.7%	0.3%	0.2%
2024 Population 25+ by Educational Attainment			
Total	8,429	58,561	128,630
Less than 9th Grade	2.5%	3.5%	3.9%
9th - 12th Grade, No Diploma	5.8%	6.9%	6.7%
High School Graduate	33.7%	31.1%	29.2%
GED/Alternative Credential	6.3%	4.7%	4.4%
Some College, No Degree	19.0%	19.6%	19.9%
Associate Degree	8.4%	8.1%	7.7%
Bachelor's Degree	17.7%	16.1%	17.4%
Graduate/Professional Degree	6.5%	9.9%	10.6%
2024 Population 15+ by Marital Status			
Total	9,979	68,248	150,823
Never Married	32.6%	34.1%	36.6%
Married	46.9%	47.7%	45.6%
Widowed	8.8%	7.0%	6.0%
Divorced	11.7%	11.2%	11.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,554	45,017	100,168
Population 16+ Employed	95.7%	96.5%	96.8%
Population 16+ Unemployment rate	4.3%	3.5%	3.2%
Population 16-24 Employed	12.1%	11.0%	11.4%
Population 16-24 Unemployment rate	13.1%	11.3%	8.8%
Population 25-54 Employed	70.7%	68.3%	69.0%
Population 25-54 Unemployment rate	3.1%	2.4%	2.5%
Population 55-64 Employed	13.8%	15.8%	14.9%
Population 55-64 Unemployment rate	1.5%	1.2%	1.3%
Population 65+ Employed	3.4%	4.8%	4.7%
Population 65+ Unemployment rate	6.2%	6.1%	3.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	6,271	43,454	96,997
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	5.5%	8.3%	7.6%
Manufacturing	7.4%	6.4%	5.8%
Wholesale Trade	0.6%	1.6%	1.8%
Retail Trade	12.8%	12.0%	11.9%
Transportation/Utilities	14.0%	8.3%	8.7%
Information	1.1%	1.0%	1.2%
Finance/Insurance/Real Estate	2.8%	3.4%	4.0%
Services	48.3%	50.0%	48.9%
Public Administration	7.4%	8.9%	9.8%
2024 Employed Population 16+ by Occupation			
Total	6,272	43,455	96,997
White Collar	55.0%	57.1%	58.5%
Management/Business/Financial	13.9%	15.3%	15.7%
Professional	21.5%	22.9%	23.3%
Sales	6.4%	7.0%	7.5%
Administrative Support	13.2%	11.8%	12.0%
Services	15.3%	18.2%	18.1%
Blue Collar	29.7%	24.7%	23.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.8%	6.0%	5.2%
Installation/Maintenance/Repair	8.0%	5.6%	5.0%
Production	6.0%	3.7%	3.5%
Transportation/Material Moving	11.0%	9.4%	9.5%
2020 Households by Type			
Total	4,959	30,163	68,946
Married Couple Households	33.5%	41.5%	39.6%
With Own Children <18	12.5%	15.8%	15.6%
Without Own Children <18	21.0%	25.7%	24.1%
Cohabiting Couple Households	8.1%	9.0%	9.0%
With Own Children <18	3.1%	3.2%	3.4%
Without Own Children <18	5.0%	5.8%	5.6%
Male Householder, No Spouse/Partner	21.5%	19.7%	19.8%
Living Alone	13.5%	12.1%	12.4%
65 Years and over	3.5%	3.4%	3.2%
With Own Children <18	1.9%	1.8%	1.9%
Without Own Children <18, With Relatives	4.1%	3.9%	3.6%
No Relatives Present	2.0%	2.0%	2.0%
Female Householder, No Spouse/Partner	36.9%	29.8%	31.5%
Living Alone	18.3%	13.5%	13.8%
65 Years and over	9.1%	6.4%	5.7%
With Own Children <18	7.6%	6.2%	7.7%
Without Own Children <18, With Relatives	9.4%	8.8%	8.8%
No Relatives Present	1.6%	1.3%	1.2%
2020 Households by Size			
Total	4,959	30,163	68,946
1 Person Household	31.8%	25.6%	26.2%
2 Person Household	29.5%	31.5%	30.9%
3 Person Household	16.9%	17.6%	17.6%
4 Person Household	11.7%	13.0%	13.2%
5 Person Household	6.1%	7.0%	6.9%
6 Person Household	2.3%	3.0%	3.0%
7 + Person Household	1.7%	2.3%	2.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Governor Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.19154
Longitude: -76.61004

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,959	30,163	68,946
Owner Occupied	49.9%	66.5%	58.2%
Owned with a Mortgage/Loan	39.2%	51.6%	46.0%
Owned Free and Clear	10.7%	14.9%	12.2%
Renter Occupied	50.1%	33.5%	41.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	93	85
Percent of Income for Mortgage	24.9%	26.4%	28.8%
Wealth Index	61	87	85
2020 Housing Units By Urban/ Rural Status			
Total	5,237	32,273	73,544
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	12,171	82,024	184,489
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Governor Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.19154
Longitude: -76.61004

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Pleasantville (2B)	Pleasantville (2B)
3.	Old and Newcomers (8F)	Front Porches (8E)	Bright Young Professionals
2024 Consumer Spending			
Apparel & Services: Total \$	\$9,921,424	\$69,005,088	\$160,561,550
Average Spent	\$1,944.61	\$2,214.90	\$2,272.60
Spending Potential Index	82	93	95
Education: Total \$	\$6,945,014	\$49,505,378	\$112,275,423
Average Spent	\$1,361.23	\$1,589.00	\$1,589.16
Spending Potential Index	79	92	92
Entertainment/Recreation: Total \$	\$16,365,466	\$117,304,893	\$264,644,542
Average Spent	\$3,207.66	\$3,765.20	\$3,745.80
Spending Potential Index	78	92	92
Food at Home: Total \$	\$30,464,629	\$209,701,294	\$481,558,676
Average Spent	\$5,971.12	\$6,730.90	\$6,816.02
Spending Potential Index	82	92	93
Food Away from Home: Total \$	\$16,255,532	\$114,172,514	\$262,233,338
Average Spent	\$3,186.11	\$3,664.66	\$3,711.67
Spending Potential Index	82	94	95
Health Care: Total \$	\$30,084,128	\$215,966,999	\$487,666,606
Average Spent	\$5,896.54	\$6,932.02	\$6,902.47
Spending Potential Index	77	90	90
HH Furnishings & Equipment: Total \$	\$12,699,802	\$90,732,712	\$206,217,774
Average Spent	\$2,489.18	\$2,912.30	\$2,918.82
Spending Potential Index	79	92	92
Personal Care Products & Services: Total \$	\$4,190,814	\$28,971,877	\$66,183,089
Average Spent	\$821.41	\$929.93	\$936.76
Spending Potential Index	82	93	94
Shelter: Total \$	\$111,473,235	\$775,230,923	\$1,762,582,959
Average Spent	\$21,848.93	\$24,883.03	\$24,947.74
Spending Potential Index	82	93	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,110,778	\$98,819,206	\$220,284,539
Average Spent	\$2,569.73	\$3,171.86	\$3,117.93
Spending Potential Index	73	91	89
Travel: Total \$	\$12,057,141	\$86,838,228	\$195,010,751
Average Spent	\$2,363.22	\$2,787.30	\$2,760.20
Spending Potential Index	78	92	91
Vehicle Maintenance & Repairs: Total \$	\$6,138,371	\$42,766,121	\$97,786,848
Average Spent	\$1,203.13	\$1,372.69	\$1,384.08
Spending Potential Index	81	93	93

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.