



# Community Profile

Bluegrass  
 965-999 E South St, Frederick, Maryland, 21701  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.40452  
 Longitude: -77.39394

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,045	52,003	106,566
2020 Total Population	2,042	58,405	129,798
2020 Group Quarters	81	1,767	2,552
2022 Total Population	2,174	59,809	134,307
2022 Group Quarters	81	1,767	2,552
2027 Total Population	2,195	62,045	142,526
2022-2027 Annual Rate	0.19%	0.74%	1.20%
2022 Total Daytime Population	7,989	87,608	147,981
Workers	6,919	58,590	81,689
Residents	1,070	29,018	66,292
<b>Household Summary</b>			
2010 Households	867	21,080	40,555
2010 Average Household Size	2.24	2.38	2.57
2020 Total Households	893	23,488	48,700
2020 Average Household Size	2.20	2.41	2.61
2022 Total Households	883	24,140	50,630
2022 Average Household Size	2.37	2.40	2.60
2027 Total Households	893	25,143	53,793
2027 Average Household Size	2.37	2.40	2.60
2022-2027 Annual Rate	0.23%	0.82%	1.22%
2010 Families	417	12,172	26,341
2010 Average Family Size	3.10	3.08	3.16
2022 Total Families	399	13,407	32,101
2022 Average Family Size	3.42	3.19	3.26
2027 Total Families	401	13,893	34,112
2027 Average Family Size	3.41	3.18	3.25
2022-2027 Annual Rate	0.10%	0.71%	1.22%
<b>Housing Unit Summary</b>			
2000 Housing Units	881	20,154	35,077
Owner Occupied Housing Units	39.4%	53.7%	62.5%
Renter Occupied Housing Units	52.6%	40.9%	32.9%
Vacant Housing Units	8.1%	5.3%	4.7%
2010 Housing Units	997	22,853	43,508
Owner Occupied Housing Units	38.0%	52.7%	60.7%
Renter Occupied Housing Units	48.9%	39.5%	32.5%
Vacant Housing Units	13.0%	7.8%	6.8%
2020 Housing Units	973	24,904	51,538
Vacant Housing Units	8.2%	5.7%	5.5%
2022 Housing Units	968	25,790	54,050
Owner Occupied Housing Units	45.5%	56.4%	62.5%
Renter Occupied Housing Units	45.8%	37.2%	31.2%
Vacant Housing Units	8.8%	6.4%	6.3%
2027 Housing Units	986	26,955	57,582
Owner Occupied Housing Units	46.6%	57.2%	63.8%
Renter Occupied Housing Units	43.9%	36.0%	29.6%
Vacant Housing Units	9.4%	6.7%	6.6%
<b>Median Household Income</b>			
2022	\$63,017	\$84,308	\$98,477
2027	\$69,442	\$92,180	\$106,228
<b>Median Home Value</b>			
2022	\$324,783	\$317,301	\$344,434
2027	\$354,196	\$344,315	\$368,124
<b>Per Capita Income</b>			
2022	\$40,073	\$44,119	\$47,000
2027	\$45,317	\$49,683	\$53,226
<b>Median Age</b>			
2010	38.8	35.6	35.5
2022	40.9	38.1	37.8
2027	41.5	38.7	38.3

**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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<b>2022 Households by Income</b>			
Household Income Base	883	24,140	50,630
<\$15,000	8.8%	6.0%	4.4%
\$15,000 - \$24,999	6.6%	4.6%	3.4%
\$25,000 - \$34,999	6.9%	5.4%	5.2%
\$35,000 - \$49,999	11.4%	10.8%	9.5%
\$50,000 - \$74,999	25.7%	16.3%	14.2%
\$75,000 - \$99,999	14.0%	15.5%	14.0%
\$100,000 - \$149,999	12.0%	23.2%	24.7%
\$150,000 - \$199,999	6.9%	9.1%	12.1%
\$200,000+	7.5%	9.1%	12.5%
Average Household Income	\$93,044	\$109,326	\$124,995
<b>2027 Households by Income</b>			
Household Income Base	893	25,143	53,793
<\$15,000	7.3%	5.0%	3.6%
\$15,000 - \$24,999	5.4%	3.8%	2.8%
\$25,000 - \$34,999	5.3%	4.6%	4.4%
\$35,000 - \$49,999	8.6%	8.8%	7.5%
\$50,000 - \$74,999	27.8%	15.9%	13.0%
\$75,000 - \$99,999	16.3%	15.9%	13.7%
\$100,000 - \$149,999	13.0%	24.8%	26.1%
\$150,000 - \$199,999	7.6%	10.4%	13.9%
\$200,000+	8.7%	10.7%	15.0%
Average Household Income	\$105,024	\$122,669	\$141,422
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	440	14,548	33,785
<\$50,000	4.1%	1.3%	1.3%
\$50,000 - \$99,999	0.7%	0.2%	0.3%
\$100,000 - \$149,999	0.7%	1.3%	1.2%
\$150,000 - \$199,999	5.5%	8.0%	5.8%
\$200,000 - \$249,999	22.0%	17.8%	13.1%
\$250,000 - \$299,999	10.5%	17.0%	16.1%
\$300,000 - \$399,999	26.1%	25.3%	27.6%
\$400,000 - \$499,999	17.5%	15.6%	17.5%
\$500,000 - \$749,999	10.0%	11.9%	15.4%
\$750,000 - \$999,999	1.1%	0.9%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	1.4%	0.4%	0.4%
Average Home Value	\$367,312	\$355,944	\$380,212
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	459	15,431	36,743
<\$50,000	3.5%	1.2%	1.2%
\$50,000 - \$99,999	0.4%	0.1%	0.2%
\$100,000 - \$149,999	0.4%	0.9%	0.7%
\$150,000 - \$199,999	3.3%	5.3%	3.6%
\$200,000 - \$249,999	16.1%	13.6%	9.7%
\$250,000 - \$299,999	9.2%	16.3%	14.6%
\$300,000 - \$399,999	31.2%	28.4%	29.6%
\$400,000 - \$499,999	20.7%	18.2%	20.3%
\$500,000 - \$749,999	11.8%	14.2%	18.2%
\$750,000 - \$999,999	1.3%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	1.5%	0.4%	0.5%
Average Home Value	\$394,803	\$378,430	\$403,684

**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.

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<b>2010 Population by Age</b>			
Total	2,044	52,006	106,567
0 - 4	6.0%	6.7%	7.3%
5 - 9	5.9%	6.2%	7.0%
10 - 14	4.9%	6.0%	6.7%
15 - 24	12.7%	13.6%	12.9%
25 - 34	15.5%	16.6%	15.4%
35 - 44	14.3%	14.9%	15.4%
45 - 54	15.8%	14.5%	14.8%
55 - 64	12.1%	10.2%	10.2%
65 - 74	5.6%	5.3%	5.1%
75 - 84	4.2%	3.8%	3.4%
85 +	3.1%	2.2%	1.8%
18 +	80.1%	77.5%	75.0%
<b>2022 Population by Age</b>			
Total	2,172	59,810	134,309
0 - 4	4.9%	5.7%	6.3%
5 - 9	4.7%	5.8%	6.5%
10 - 14	5.1%	5.9%	6.7%
15 - 24	11.4%	12.9%	12.2%
25 - 34	15.6%	14.9%	14.2%
35 - 44	13.6%	14.2%	14.4%
45 - 54	12.0%	12.7%	13.0%
55 - 64	13.8%	12.3%	11.9%
65 - 74	9.5%	8.5%	8.4%
75 - 84	5.3%	4.5%	4.3%
85 +	4.2%	2.5%	2.1%
18 +	82.4%	79.2%	76.7%
<b>2027 Population by Age</b>			
Total	2,196	62,042	142,525
0 - 4	4.8%	5.8%	6.3%
5 - 9	4.6%	5.5%	6.3%
10 - 14	4.6%	5.4%	6.3%
15 - 24	11.4%	12.6%	11.8%
25 - 34	15.2%	15.4%	14.5%
35 - 44	14.2%	14.0%	14.3%
45 - 54	11.0%	12.1%	12.4%
55 - 64	12.7%	11.8%	11.4%
65 - 74	10.6%	9.2%	9.0%
75 - 84	6.4%	5.5%	5.4%
85 +	4.5%	2.6%	2.3%
18 +	83.2%	80.1%	77.5%
<b>2010 Population by Sex</b>			
Males	985	25,255	51,777
Females	1,060	26,748	54,789
<b>2022 Population by Sex</b>			
Males	1,035	29,215	65,466
Females	1,139	30,595	68,842
<b>2027 Population by Sex</b>			
Males	1,045	30,284	69,315
Females	1,150	31,761	73,211

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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<b>2010 Population by Race/Ethnicity</b>			
Total	2,044	52,002	106,566
White Alone	73.9%	70.1%	69.8%
Black Alone	19.8%	16.1%	15.3%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	1.4%	4.8%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	4.7%	5.1%
Two or More Races	2.9%	3.7%	3.8%
Hispanic Origin	4.0%	10.7%	11.6%
Diversity Index	45.9	57.7	58.8
<b>2020 Population by Race/Ethnicity</b>			
Total	2,042	58,405	129,798
White Alone	66.6%	59.0%	56.8%
Black Alone	14.8%	16.7%	16.6%
American Indian Alone	1.3%	0.6%	0.6%
Asian Alone	1.6%	5.2%	6.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.0%	8.0%	8.7%
Two or More Races	11.7%	10.4%	11.0%
Hispanic Origin	11.9%	16.3%	17.6%
Diversity Index	62.0	71.2	73.5
<b>2022 Population by Race/Ethnicity</b>			
Total	2,173	59,810	134,307
White Alone	66.8%	58.4%	56.1%
Black Alone	14.3%	16.7%	16.6%
American Indian Alone	1.2%	0.6%	0.6%
Asian Alone	1.6%	5.1%	6.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.2%	8.3%	8.9%
Two or More Races	11.8%	10.8%	11.4%
Hispanic Origin	11.9%	16.5%	17.7%
Diversity Index	61.9	71.7	74.0
<b>2027 Population by Race/Ethnicity</b>			
Total	2,194	62,045	142,525
White Alone	64.9%	56.3%	54.1%
Black Alone	14.8%	17.2%	16.9%
American Indian Alone	1.3%	0.6%	0.6%
Asian Alone	1.7%	5.3%	6.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.7%	9.0%	9.5%
Two or More Races	12.6%	11.5%	12.1%
Hispanic Origin	12.3%	17.0%	18.1%
Diversity Index	63.9	73.4	75.4
<b>2010 Population by Relationship and Household Type</b>			
Total	2,045	52,003	106,565
In Households	95.1%	96.6%	98.0%
In Family Households	65.5%	74.7%	80.9%
Householder	21.4%	23.5%	24.7%
Spouse	12.4%	16.4%	18.3%
Child	25.7%	28.0%	30.7%
Other relative	3.8%	4.2%	4.4%
Nonrelative	2.2%	2.7%	2.7%
In Nonfamily Households	29.6%	21.9%	17.1%
In Group Quarters	4.9%	3.4%	2.0%
Institutionalized Population	0.0%	1.7%	1.1%
Noninstitutionalized Population	4.9%	1.7%	0.9%

**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>2022 Population 25+ by Educational Attainment</b>			
Total	1,607	41,656	91,695
Less than 9th Grade	2.6%	4.4%	4.1%
9th - 12th Grade, No Diploma	4.1%	4.2%	3.7%
High School Graduate	27.1%	21.6%	19.6%
GED/Alternative Credential	4.4%	3.1%	2.6%
Some College, No Degree	18.8%	16.2%	16.4%
Associate Degree	6.5%	9.0%	9.0%
Bachelor's Degree	20.8%	23.8%	24.6%
Graduate/Professional Degree	15.7%	17.6%	20.1%
<b>2022 Population 15+ by Marital Status</b>			
Total	1,855	49,389	108,098
Never Married	45.0%	34.8%	33.0%
Married	35.0%	47.8%	51.3%
Widowed	6.9%	5.9%	5.3%
Divorced	13.1%	11.5%	10.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,158	32,308	71,204
Population 16+ Employed	96.0%	95.9%	96.1%
Population 16+ Unemployment rate	3.9%	4.1%	3.9%
Population 16-24 Employed	14.0%	11.4%	10.9%
Population 16-24 Unemployment rate	0.0%	11.9%	13.0%
Population 25-54 Employed	61.0%	66.6%	66.9%
Population 25-54 Unemployment rate	5.4%	2.9%	2.8%
Population 55-64 Employed	19.2%	16.9%	16.9%
Population 55-64 Unemployment rate	0.5%	3.5%	2.2%
Population 65+ Employed	5.8%	5.1%	5.3%
Population 65+ Unemployment rate	7.2%	2.9%	3.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	1,112	30,982	68,403
Agriculture/Mining	0.6%	0.5%	0.7%
Construction	10.9%	6.9%	7.3%
Manufacturing	4.5%	5.6%	6.0%
Wholesale Trade	2.1%	1.5%	1.5%
Retail Trade	12.5%	10.6%	9.7%
Transportation/Utilities	3.2%	3.2%	3.6%
Information	1.0%	2.2%	2.1%
Finance/Insurance/Real Estate	7.6%	6.9%	6.6%
Services	50.4%	53.9%	53.5%
Public Administration	7.1%	8.7%	9.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	1,112	30,981	68,405
White Collar	61.2%	69.0%	69.2%
Management/Business/Financial	23.1%	19.9%	20.6%
Professional	21.2%	30.6%	30.0%
Sales	8.0%	7.9%	8.0%
Administrative Support	8.9%	10.5%	10.6%
Services	12.9%	15.8%	15.2%
Blue Collar	25.8%	15.2%	15.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.3%
Construction/Extraction	3.9%	4.6%	4.5%
Installation/Maintenance/Repair	2.7%	2.3%	2.5%
Production	2.1%	3.7%	3.4%
Transportation/Material Moving	17.2%	4.6%	4.9%

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October 13, 2022



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<b>2010 Households by Type</b>			
Total	867	21,084	40,555
Households with 1 Person	40.8%	33.2%	27.6%
Households with 2+ People	59.2%	66.8%	72.4%
Family Households	48.1%	57.7%	65.0%
Husband-wife Families	27.5%	40.4%	48.3%
With Related Children	8.8%	19.5%	24.7%
Other Family (No Spouse Present)	20.6%	17.3%	16.7%
Other Family with Male Householder	3.6%	4.7%	4.6%
With Related Children	2.2%	2.7%	2.7%
Other Family with Female Householder	17.1%	12.6%	12.1%
With Related Children	12.7%	8.5%	8.1%
Nonfamily Households	11.1%	9.1%	7.5%
All Households with Children	23.9%	31.1%	36.0%
Multigenerational Households	2.8%	3.2%	3.7%
Unmarried Partner Households	9.2%	7.8%	7.0%
Male-female	8.1%	6.9%	6.1%
Same-sex	1.2%	0.9%	0.8%
<b>2010 Households by Size</b>			
Total	867	21,079	40,556
1 Person Household	40.8%	33.2%	27.6%
2 Person Household	29.9%	30.6%	30.3%
3 Person Household	15.6%	15.6%	16.9%
4 Person Household	7.3%	12.1%	14.5%
5 Person Household	4.2%	5.3%	6.6%
6 Person Household	1.0%	2.1%	2.6%
7 + Person Household	1.3%	1.1%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	867	21,080	40,555
Owner Occupied	43.7%	57.2%	65.1%
Owned with a Mortgage/Loan	34.7%	47.7%	55.4%
Owned Free and Clear	9.0%	9.4%	9.7%
Renter Occupied	56.3%	42.8%	34.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	83	114	123
Percent of Income for Mortgage	27.2%	19.8%	18.4%
Wealth Index	65	97	125
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	997	22,853	43,508
Housing Units Inside Urbanized Area	100.0%	98.8%	97.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.2%	2.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,045	52,003	106,566
Population Inside Urbanized Area	100.0%	98.7%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.3%	2.9%

**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.	Front Porches (8E)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Emerald City (8B)	Bright Young Professionals (8C)	Boomburbs (1C)
3.	Metro Renters (3B)	Emerald City (8B)	Bright Young Professionals (8C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,936,707	\$61,292,951	\$145,234,247
Average Spent	\$2,193.33	\$2,539.06	\$2,868.54
Spending Potential Index	91	105	119
Education: Total \$	\$1,636,536	\$52,672,841	\$124,470,717
Average Spent	\$1,853.38	\$2,181.97	\$2,458.44
Spending Potential Index	95	111	125
Entertainment/Recreation: Total \$	\$2,822,136	\$89,865,404	\$214,892,561
Average Spent	\$3,196.08	\$3,722.68	\$4,244.37
Spending Potential Index	87	101	116
Food at Home: Total \$	\$4,873,604	\$153,599,252	\$362,776,026
Average Spent	\$5,519.37	\$6,362.85	\$7,165.24
Spending Potential Index	89	103	116
Food Away from Home: Total \$	\$3,472,069	\$109,635,186	\$260,630,054
Average Spent	\$3,932.13	\$4,541.64	\$5,147.74
Spending Potential Index	91	105	119
Health Care: Total \$	\$5,284,758	\$167,919,706	\$401,896,928
Average Spent	\$5,985.00	\$6,956.08	\$7,937.92
Spending Potential Index	84	98	112
HH Furnishings & Equipment: Total \$	\$1,970,041	\$63,562,734	\$152,921,052
Average Spent	\$2,231.08	\$2,633.09	\$3,020.36
Spending Potential Index	87	103	118
Personal Care Products & Services: Total \$	\$812,913	\$25,784,330	\$61,426,672
Average Spent	\$920.63	\$1,068.12	\$1,213.25
Spending Potential Index	90	105	119
Shelter: Total \$	\$18,831,554	\$592,370,232	\$1,404,756,478
Average Spent	\$21,326.79	\$24,538.95	\$27,745.54
Spending Potential Index	93	107	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,019,142	\$64,666,739	\$159,146,366
Average Spent	\$2,286.68	\$2,678.82	\$3,143.32
Spending Potential Index	84	99	116
Travel: Total \$	\$2,216,359	\$72,592,983	\$176,436,261
Average Spent	\$2,510.03	\$3,007.17	\$3,484.82
Spending Potential Index	87	105	121
Vehicle Maintenance & Repairs: Total \$	\$978,854	\$30,723,081	\$73,004,581
Average Spent	\$1,108.55	\$1,272.70	\$1,441.92
Spending Potential Index	88	101	115

**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.