

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	9,128	53,052	98,922
2010 Total Population	9,372	55,925	106,745
2017 Total Population	9,631	58,231	111,771
2017 Group Quarters	12	682	9,559
2022 Total Population	9,821	59,814	114,960
2017-2022 Annual Rate	0.39%	0.54%	0.56%
2017 Total Daytime Population	14,272	81,007	164,950
Workers	10,584	54,886	110,914
Residents	3,688	26,121	54,036
<b>Household Summary</b>			
2000 Households	4,310	23,059	40,790
2000 Average Household Size	2.12	2.28	2.26
2010 Households	4,280	23,985	42,561
2010 Average Household Size	2.19	2.30	2.29
2017 Households	4,315	24,527	43,970
2017 Average Household Size	2.23	2.35	2.32
2022 Households	4,376	25,047	45,127
2022 Average Household Size	2.24	2.36	2.34
2017-2022 Annual Rate	0.28%	0.42%	0.52%
2010 Families	2,351	14,661	25,216
2010 Average Family Size	2.87	2.93	2.94
2017 Families	2,334	14,853	25,639
2017 Average Family Size	2.94	3.00	3.00
2022 Families	2,350	15,101	26,116
2022 Average Family Size	2.97	3.02	3.02
2017-2022 Annual Rate	0.14%	0.33%	0.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,427	23,781	42,267
Owner Occupied Housing Units	54.6%	62.1%	62.4%
Renter Occupied Housing Units	42.7%	34.8%	34.1%
Vacant Housing Units	2.6%	3.0%	3.5%
2010 Housing Units	4,490	25,344	45,299
Owner Occupied Housing Units	55.3%	61.7%	61.3%
Renter Occupied Housing Units	40.0%	33.0%	32.6%
Vacant Housing Units	4.7%	5.4%	6.0%
2017 Housing Units	4,542	25,788	46,413
Owner Occupied Housing Units	53.2%	60.7%	59.7%
Renter Occupied Housing Units	41.8%	34.4%	35.0%
Vacant Housing Units	5.0%	4.9%	5.3%
2022 Housing Units	4,591	26,210	47,402
Owner Occupied Housing Units	54.0%	61.2%	59.8%
Renter Occupied Housing Units	41.3%	34.3%	35.4%
Vacant Housing Units	4.7%	4.4%	4.8%
<b>Median Household Income</b>			
2017	\$74,100	\$80,054	\$82,347
2022	\$78,552	\$87,084	\$89,825
<b>Median Home Value</b>			
2017	\$330,012	\$367,718	\$382,788
2022	\$351,113	\$386,265	\$403,952
<b>Per Capita Income</b>			
2017	\$42,387	\$46,390	\$48,612
2022	\$46,692	\$51,169	\$53,309
<b>Median Age</b>			
2010	39.9	43.2	41.4
2017	41.1	44.7	42.5
2022	42.1	45.2	43.3

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2017 Households by Income</b>			
Household Income Base	4,315	24,527	43,963
<\$15,000	5.3%	5.0%	7.6%
\$15,000 - \$24,999	5.6%	6.7%	6.8%
\$25,000 - \$34,999	7.2%	8.2%	7.3%
\$35,000 - \$49,999	11.1%	10.2%	9.2%
\$50,000 - \$74,999	21.4%	16.7%	14.9%
\$75,000 - \$99,999	15.6%	12.9%	11.7%
\$100,000 - \$149,999	17.6%	19.1%	17.3%
\$150,000 - \$199,999	8.5%	9.8%	10.4%
\$200,000+	7.8%	11.4%	14.7%
Average Household Income	\$96,519	\$109,012	\$119,592
<b>2022 Households by Income</b>			
Household Income Base	4,376	25,047	45,120
<\$15,000	5.5%	5.0%	7.6%
\$15,000 - \$24,999	5.5%	6.3%	6.4%
\$25,000 - \$34,999	6.7%	7.4%	6.7%
\$35,000 - \$49,999	10.0%	9.0%	8.2%
\$50,000 - \$74,999	19.7%	15.4%	13.8%
\$75,000 - \$99,999	14.9%	12.4%	11.3%
\$100,000 - \$149,999	19.1%	20.5%	18.4%
\$150,000 - \$199,999	10.1%	11.3%	11.7%
\$200,000+	8.7%	12.7%	16.0%
Average Household Income	\$106,890	\$121,078	\$131,926
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	2,416	15,659	27,706
<\$50,000	1.5%	1.5%	1.1%
\$50,000 - \$99,999	0.5%	0.4%	0.7%
\$100,000 - \$149,999	1.4%	1.3%	2.0%
\$150,000 - \$199,999	11.4%	4.3%	4.7%
\$200,000 - \$249,999	14.3%	7.7%	7.7%
\$250,000 - \$299,999	10.5%	12.5%	10.8%
\$300,000 - \$399,999	34.5%	32.8%	27.8%
\$400,000 - \$499,999	11.6%	15.1%	13.7%
\$500,000 - \$749,999	10.4%	15.1%	17.2%
\$750,000 - \$999,999	2.9%	6.0%	7.7%
\$1,000,000 +	1.0%	3.2%	6.5%
Average Home Value	\$358,675	\$431,662	\$474,487
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,481	16,040	28,348
<\$50,000	0.5%	0.4%	0.3%
\$50,000 - \$99,999	0.3%	0.2%	0.4%
\$100,000 - \$149,999	1.0%	0.9%	1.3%
\$150,000 - \$199,999	8.6%	3.1%	3.5%
\$200,000 - \$249,999	11.0%	5.7%	5.9%
\$250,000 - \$299,999	9.2%	10.4%	9.2%
\$300,000 - \$399,999	38.0%	33.9%	28.8%
\$400,000 - \$499,999	13.8%	17.5%	15.8%
\$500,000 - \$749,999	12.7%	17.1%	19.2%
\$750,000 - \$999,999	3.7%	7.1%	8.7%
\$1,000,000 +	1.2%	3.7%	7.0%
Average Home Value	\$388,971	\$460,489	\$501,695

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

400 W Padonia Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45562  
Longitude: -76.64265

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	9,368	55,923	106,745
0 - 4	4.9%	5.0%	4.3%
5 - 9	5.3%	5.8%	5.2%
10 - 14	5.5%	6.2%	5.6%
15 - 24	13.0%	11.4%	17.7%
25 - 34	15.5%	11.8%	10.3%
35 - 44	12.7%	12.3%	11.2%
45 - 54	14.7%	15.2%	14.1%
55 - 64	13.0%	13.8%	12.9%
65 - 74	7.8%	8.5%	7.8%
75 - 84	5.9%	6.9%	6.9%
85 +	1.8%	3.2%	3.9%
18 +	80.9%	79.2%	81.2%
<b>2017 Population by Age</b>			
Total	9,630	58,231	111,772
0 - 4	4.5%	4.5%	3.9%
5 - 9	4.7%	5.2%	4.7%
10 - 14	5.1%	5.9%	5.4%
15 - 24	11.4%	11.4%	17.7%
25 - 34	16.3%	12.2%	10.8%
35 - 44	12.8%	11.2%	10.1%
45 - 54	12.6%	13.3%	12.3%
55 - 64	13.7%	14.4%	13.4%
65 - 74	10.7%	11.2%	10.4%
75 - 84	5.6%	6.8%	6.8%
85 +	2.6%	3.9%	4.6%
18 +	82.7%	81.0%	82.7%
<b>2022 Population by Age</b>			
Total	9,821	59,815	114,959
0 - 4	4.5%	4.5%	3.9%
5 - 9	4.5%	4.8%	4.4%
10 - 14	4.8%	5.3%	4.9%
15 - 24	10.6%	11.0%	17.0%
25 - 34	15.4%	12.5%	11.0%
35 - 44	14.2%	11.6%	10.6%
45 - 54	11.5%	12.0%	11.2%
55 - 64	13.2%	14.0%	12.9%
65 - 74	12.0%	12.6%	11.7%
75 - 84	6.5%	7.7%	7.8%
85 +	2.7%	4.0%	4.6%
18 +	83.4%	82.0%	83.6%
<b>2010 Population by Sex</b>			
Males	4,424	26,444	49,833
Females	4,948	29,481	56,912
<b>2017 Population by Sex</b>			
Males	4,576	27,614	52,364
Females	5,055	30,617	59,408
<b>2022 Population by Sex</b>			
Males	4,697	28,377	53,903
Females	5,124	31,437	61,057

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	9,373	55,925	106,744
White Alone	74.6%	77.8%	80.9%
Black Alone	7.9%	8.3%	8.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	12.6%	9.9%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.8%	1.3%
Two or More Races	2.4%	2.0%	2.0%
Hispanic Origin	5.9%	4.5%	3.7%
Diversity Index	48.5	43.3	38.1
<b>2017 Population by Race/Ethnicity</b>			
Total	9,631	58,231	111,772
White Alone	68.7%	72.3%	75.7%
Black Alone	9.2%	9.6%	9.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	15.8%	12.9%	10.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	2.3%	1.8%
Two or More Races	2.9%	2.6%	2.6%
Hispanic Origin	8.0%	6.3%	5.3%
Diversity Index	56.9	51.6	46.7
<b>2022 Population by Race/Ethnicity</b>			
Total	9,820	59,814	114,959
White Alone	64.2%	67.9%	71.5%
Black Alone	10.1%	10.5%	11.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	18.4%	15.3%	12.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	2.8%	2.1%
Two or More Races	3.3%	3.1%	3.1%
Hispanic Origin	9.8%	7.8%	6.7%
Diversity Index	62.5	57.5	53.0
<b>2010 Population by Relationship and Household Type</b>			
Total	9,372	55,925	106,745
In Households	99.9%	98.8%	91.3%
In Family Households	73.9%	78.4%	70.7%
Householder	24.7%	26.2%	23.6%
Spouse	18.7%	20.8%	19.2%
Child	25.3%	26.8%	24.1%
Other relative	3.5%	3.0%	2.5%
Nonrelative	1.8%	1.5%	1.3%
In Nonfamily Households	25.9%	20.4%	20.6%
In Group Quarters	0.1%	1.2%	8.7%
Institutionalized Population	0.1%	1.1%	3.4%
Noninstitutionalized Population	0.0%	0.1%	5.3%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2017 Population 25+ by Educational Attainment</b>			
Total	7,150	42,539	76,416
Less than 9th Grade	0.8%	2.2%	2.1%
9th - 12th Grade, No Diploma	1.8%	2.0%	2.4%
High School Graduate	19.2%	15.3%	14.2%
GED/Alternative Credential	1.6%	1.4%	1.5%
Some College, No Degree	15.5%	15.4%	13.7%
Associate Degree	6.2%	6.9%	6.0%
Bachelor's Degree	32.0%	30.6%	31.1%
Graduate/Professional Degree	22.9%	26.1%	29.1%
<b>2017 Population 15+ by Marital Status</b>			
Total	8,252	49,186	96,144
Never Married	35.0%	29.6%	35.5%
Married	50.7%	54.8%	49.5%
Widowed	5.4%	6.9%	7.0%
Divorced	9.0%	8.7%	8.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.2%	96.7%	96.8%
Civilian Unemployed (Unemployment Rate)	3.8%	3.3%	3.2%
<b>2017 Employed Population 16+ by Industry</b>			
Total	6,064	32,705	57,811
Agriculture/Mining	0.0%	0.6%	0.4%
Construction	3.4%	4.1%	3.4%
Manufacturing	6.0%	6.1%	5.3%
Wholesale Trade	1.3%	2.5%	2.2%
Retail Trade	10.3%	9.4%	9.5%
Transportation/Utilities	2.3%	2.4%	2.9%
Information	1.7%	1.5%	1.5%
Finance/Insurance/Real Estate	9.8%	9.5%	10.2%
Services	58.4%	58.4%	59.6%
Public Administration	6.7%	5.5%	4.9%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	6,067	32,704	57,813
White Collar	76.7%	77.3%	78.5%
Management/Business/Financial	19.0%	20.1%	21.3%
Professional	33.5%	35.8%	34.9%
Sales	12.6%	11.9%	12.1%
Administrative Support	11.6%	9.5%	10.1%
Services	13.7%	13.5%	13.6%
Blue Collar	9.7%	9.2%	8.0%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	2.0%	2.2%	1.7%
Installation/Maintenance/Repair	2.7%	1.8%	1.6%
Production	3.0%	2.2%	1.9%
Transportation/Material Moving	2.0%	2.7%	2.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,372	55,925	106,745
Population Inside Urbanized Area	99.7%	97.8%	95.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.3%	2.2%	4.9%

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	4,280	23,984	42,561
Households with 1 Person	35.7%	32.0%	32.3%
Households with 2+ People	64.3%	68.0%	67.7%
Family Households	54.9%	61.1%	59.2%
Husband-wife Families	41.7%	48.5%	48.2%
With Related Children	17.5%	20.0%	20.0%
Other Family (No Spouse Present)	13.2%	12.6%	11.1%
Other Family with Male Householder	3.0%	3.2%	2.9%
With Related Children	1.5%	1.5%	1.4%
Other Family with Female Householder	10.2%	9.4%	8.2%
With Related Children	5.5%	5.4%	4.5%
Nonfamily Households	9.4%	6.9%	8.4%
All Households with Children	24.8%	27.1%	26.1%
Multigenerational Households	2.1%	2.1%	1.9%
Unmarried Partner Households	5.8%	5.2%	4.7%
Male-female	5.1%	4.5%	4.0%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	4,280	23,986	42,561
1 Person Household	35.7%	32.0%	32.3%
2 Person Household	32.3%	34.1%	34.4%
3 Person Household	15.0%	15.0%	14.6%
4 Person Household	11.2%	12.3%	12.2%
5 Person Household	4.1%	4.7%	4.6%
6 Person Household	1.2%	1.4%	1.3%
7 + Person Household	0.5%	0.5%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,280	23,985	42,561
Owner Occupied	58.0%	65.2%	65.3%
Owned with a Mortgage/Loan	40.5%	44.3%	44.3%
Owned Free and Clear	17.5%	20.9%	21.0%
Renter Occupied	42.0%	34.8%	34.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,490	25,344	45,299
Housing Units Inside Urbanized Area	99.7%	98.4%	95.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	1.6%	4.2%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

400 W Padonia Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45562  
Longitude: -76.64265

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	In Style (5B)	Exurbanites (1E)	Top Tier (1A)
<b>2.</b>	Exurbanites (1E)	Young and Restless (11B)	Exurbanites (1E)
<b>3.</b>	Bright Young Professionals	Pleasantville (2B)	In Style (5B)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,073,870	\$71,215,082	\$139,945,887
Average Spent	\$2,566.37	\$2,903.54	\$3,182.76
Spending Potential Index	119	134	147
Education: Total \$	\$7,573,253	\$52,154,814	\$107,002,862
Average Spent	\$1,755.10	\$2,126.42	\$2,433.54
Spending Potential Index	121	146	167
Entertainment/Recreation: Total \$	\$15,976,007	\$101,580,610	\$199,514,529
Average Spent	\$3,702.43	\$4,141.58	\$4,537.51
Spending Potential Index	119	133	145
Food at Home: Total \$	\$24,862,733	\$159,202,285	\$311,750,171
Average Spent	\$5,761.93	\$6,490.90	\$7,090.07
Spending Potential Index	114	129	141
Food Away from Home: Total \$	\$17,070,886	\$109,300,034	\$213,948,668
Average Spent	\$3,956.17	\$4,456.31	\$4,865.79
Spending Potential Index	119	134	146
Health Care: Total \$	\$28,362,810	\$177,988,366	\$347,655,805
Average Spent	\$6,573.07	\$7,256.83	\$7,906.66
Spending Potential Index	118	130	141
HH Furnishings & Equipment: Total \$	\$10,093,394	\$63,663,965	\$124,716,665
Average Spent	\$2,339.14	\$2,595.67	\$2,836.40
Spending Potential Index	120	133	146
Personal Care Products & Services: Total \$	\$4,155,988	\$26,460,256	\$51,762,876
Average Spent	\$963.15	\$1,078.82	\$1,177.23
Spending Potential Index	121	135	148
Shelter: Total \$	\$83,335,313	\$543,661,783	\$1,071,125,453
Average Spent	\$19,312.93	\$22,165.85	\$24,360.37
Spending Potential Index	119	137	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,456,632	\$78,950,103	\$154,300,053
Average Spent	\$2,886.82	\$3,218.91	\$3,509.21
Spending Potential Index	123	137	150
Travel: Total \$	\$11,174,622	\$71,506,308	\$140,525,586
Average Spent	\$2,589.72	\$2,915.41	\$3,195.94
Spending Potential Index	125	141	154
Vehicle Maintenance & Repairs: Total \$	\$5,417,244	\$34,480,536	\$67,404,147
Average Spent	\$1,255.44	\$1,405.82	\$1,532.96
Spending Potential Index	117	131	143

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

# Retail Goods and Services Expenditures

400 W Padonia Rd, Lutherville Timonium, Maryland, 21093  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.45562  
 Longitude: -76.64265

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
In Style (5B)	38.6%	Population	9,631	9,821
Exurbanites (1E)	24.1%	Households	4,315	4,376
Bright Young Professionals (8C)	15.4%	Families	2,334	2,350
Enterprising Professionals (2D)	11.3%	Median Age	41.1	42.1
Silver & Gold (9A)	6.4%	Median Household Income	\$74,100	\$78,552
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		119	\$2,566.37	\$11,073,870
Men's		119	\$502.80	\$2,169,581
Women's		120	\$889.34	\$3,837,523
Children's		113	\$378.48	\$1,633,121
Footwear		118	\$544.50	\$2,349,519
Watches & Jewelry		126	\$149.27	\$644,106
Apparel Products and Services (1)		125	\$101.97	\$440,020
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$210.63	\$908,878
Portable Memory		120	\$6.36	\$27,434
Computer Software		123	\$14.14	\$61,018
Computer Accessories		123	\$22.31	\$96,280
<b>Entertainment &amp; Recreation</b>		119	\$3,702.43	\$15,976,007
Fees and Admissions		127	\$805.37	\$3,475,164
Membership Fees for Clubs (2)		128	\$269.18	\$1,161,506
Fees for Participant Sports, excl. Trips		129	\$127.77	\$551,339
Tickets to Theatre/Operas/Concerts		127	\$75.40	\$325,345
Tickets to Movies/Museums/Parks		123	\$94.55	\$407,970
Admission to Sporting Events, excl. Trips		126	\$70.07	\$302,355
Fees for Recreational Lessons		126	\$167.45	\$722,526
Dating Services		119	\$0.96	\$4,121
TV/Video/Audio		115	\$1,468.32	\$6,335,786
Cable and Satellite Television Services		113	\$1,077.02	\$4,647,360
Televisions		119	\$141.50	\$610,562
Satellite Dishes		127	\$1.84	\$7,927
VCRs, Video Cameras, and DVD Players		117	\$7.64	\$32,976
Miscellaneous Video Equipment		118	\$11.32	\$48,845
Video Cassettes and DVDs		115	\$17.57	\$75,800
Video Game Hardware/Accessories		112	\$32.83	\$141,681
Video Game Software		114	\$17.73	\$76,513
Streaming/Downloaded Video		119	\$30.54	\$131,778
Rental of Video Cassettes and DVDs		116	\$17.70	\$76,372
Installation of Televisions		144	\$1.28	\$5,543
Audio (3)		120	\$106.78	\$460,741
Rental and Repair of TV/Radio/Sound Equipment		113	\$4.56	\$19,687
Pets		118	\$700.34	\$3,021,959
Toys/Games/Crafts/Hobbies (4)		116	\$141.16	\$609,107
Recreational Vehicles and Fees (5)		120	\$122.04	\$526,616
Sports/Recreation/Exercise Equipment (6)		121	\$206.94	\$892,929
Photo Equipment and Supplies (7)		122	\$67.93	\$293,103
Reading (8)		121	\$151.42	\$653,384
Catered Affairs (9)		128	\$38.92	\$167,960
<b>Food</b>		116	\$9,718.10	\$41,933,619
Food at Home		114	\$5,761.93	\$24,862,733
Bakery and Cereal Products		114	\$755.29	\$3,259,090
Meats, Poultry, Fish, and Eggs		113	\$1,291.52	\$5,572,900
Dairy Products		114	\$605.96	\$2,614,736
Fruits and Vegetables		116	\$1,128.47	\$4,869,368
Snacks and Other Food at Home (10)		115	\$1,980.68	\$8,546,639
Food Away from Home		119	\$3,956.17	\$17,070,886
Alcoholic Beverages		122	\$680.66	\$2,937,039

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	134	\$8,272.05	\$35,693,877
Value of Retirement Plans	127	\$30,908.40	\$133,369,762
Value of Other Financial Assets	127	\$1,646.54	\$7,104,803
Vehicle Loan Amount excluding Interest	114	\$3,092.52	\$13,344,211
Value of Credit Card Debt	118	\$690.60	\$2,979,952
<b>Health</b>			
Nonprescription Drugs	116	\$147.81	\$637,794
Prescription Drugs	115	\$445.94	\$1,924,221
Eyeglasses and Contact Lenses	118	\$111.30	\$480,261
<b>Home</b>			
Mortgage Payment and Basics (11)	123	\$10,595.12	\$45,717,947
Maintenance and Remodeling Services	126	\$2,445.67	\$10,553,057
Maintenance and Remodeling Materials (12)	114	\$463.36	\$1,999,383
Utilities, Fuel, and Public Services	114	\$5,715.96	\$24,664,373
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	121	\$115.42	\$498,030
Furniture	121	\$691.49	\$2,983,797
Rugs	124	\$28.74	\$124,014
Major Appliances (14)	119	\$381.29	\$1,645,274
Housewares (15)	120	\$113.63	\$490,306
Small Appliances	118	\$56.81	\$245,150
Luggage	126	\$14.93	\$64,414
Telephones and Accessories	118	\$81.89	\$353,354
<b>Household Operations</b>			
Child Care	118	\$563.78	\$2,432,711
Lawn and Garden (16)	121	\$508.47	\$2,194,051
Moving/Storage/Freight Express	123	\$78.97	\$340,763
Housekeeping Supplies (17)	116	\$828.35	\$3,574,336
<b>Insurance</b>			
Owners and Renters Insurance	117	\$606.17	\$2,615,617
Vehicle Insurance	116	\$1,366.57	\$5,896,751
Life/Other Insurance	122	\$520.15	\$2,244,451
Health Insurance	117	\$4,284.50	\$18,487,596
Personal Care Products (18)	118	\$555.14	\$2,395,414
School Books and Supplies (19)	118	\$182.04	\$785,495
Smoking Products	102	\$425.62	\$1,836,560
<b>Transportation</b>			
Payments on Vehicles excluding Leases	116	\$2,599.70	\$11,217,703
Gasoline and Motor Oil	113	\$3,141.83	\$13,556,999
Vehicle Maintenance and Repairs	117	\$1,255.44	\$5,417,244
<b>Travel</b>			
Airline Fares	127	\$645.23	\$2,784,184
Lodging on Trips	125	\$652.92	\$2,817,371
Auto/Truck Rental on Trips	127	\$33.52	\$144,660
Food and Drink on Trips	124	\$610.46	\$2,634,154

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Exurbanites (1E)	19.8%	Population	58,231	59,814
Young and Restless (11B)	17.6%	Households	24,527	25,047
Pleasantville (2B)	10.6%	Families	14,853	15,101
Golden Years (9B)	9.9%	Median Age	44.7	45.2
Savvy Suburbanites (1D)	8.0%	Median Household Income	\$80,054	\$87,084
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		134	\$2,903.54	\$71,215,082
Men's		135	\$570.93	\$14,003,129
Women's		137	\$1,010.60	\$24,786,923
Children's		126	\$421.03	\$10,326,722
Footwear		133	\$614.41	\$15,069,699
Watches & Jewelry		145	\$171.59	\$4,208,638
Apparel Products and Services (1)		141	\$114.97	\$2,819,970
<b>Computer</b>				
Computers and Hardware for Home Use		139	\$239.86	\$5,883,029
Portable Memory		133	\$7.05	\$173,027
Computer Software		142	\$16.42	\$402,732
Computer Accessories		139	\$25.05	\$614,352
<b>Entertainment &amp; Recreation</b>		133	\$4,141.58	\$101,580,610
Fees and Admissions		144	\$918.99	\$22,540,158
Membership Fees for Clubs (2)		148	\$311.49	\$7,640,006
Fees for Participant Sports, excl. Trips		142	\$140.96	\$3,457,250
Tickets to Theatre/Operas/Concerts		148	\$88.34	\$2,166,701
Tickets to Movies/Museums/Parks		139	\$107.14	\$2,627,809
Admission to Sporting Events, excl. Trips		141	\$78.52	\$1,925,915
Fees for Recreational Lessons		144	\$191.46	\$4,695,854
Dating Services		135	\$1.09	\$26,623
TV/Video/Audio		129	\$1,655.86	\$40,613,175
Cable and Satellite Television Services		127	\$1,210.30	\$29,685,040
Televisions		135	\$161.59	\$3,963,338
Satellite Dishes		135	\$1.96	\$47,982
VCRs, Video Cameras, and DVD Players		134	\$8.74	\$214,254
Miscellaneous Video Equipment		131	\$12.57	\$308,294
Video Cassettes and DVDs		129	\$19.73	\$483,920
Video Game Hardware/Accessories		129	\$37.64	\$923,109
Video Game Software		130	\$20.17	\$494,716
Streaming/Downloaded Video		134	\$34.33	\$841,912
Rental of Video Cassettes and DVDs		132	\$20.11	\$493,304
Installation of Televisions		153	\$1.36	\$33,433
Audio (3)		137	\$121.69	\$2,984,808
Rental and Repair of TV/Radio/Sound Equipment		141	\$5.67	\$139,064
Pets		128	\$761.65	\$18,681,075
Toys/Games/Crafts/Hobbies (4)		128	\$155.24	\$3,807,646
Recreational Vehicles and Fees (5)		129	\$131.87	\$3,234,264
Sports/Recreation/Exercise Equipment (6)		134	\$229.07	\$5,618,323
Photo Equipment and Supplies (7)		136	\$75.49	\$1,851,459
Reading (8)		136	\$169.77	\$4,164,062
Catered Affairs (9)		144	\$43.64	\$1,070,448
<b>Food</b>		131	\$10,947.21	\$268,502,319
Food at Home		129	\$6,490.90	\$159,202,285
Bakery and Cereal Products		129	\$853.21	\$20,926,685
Meats, Poultry, Fish, and Eggs		127	\$1,455.05	\$35,687,894
Dairy Products		128	\$683.49	\$16,764,051
Fruits and Vegetables		131	\$1,280.74	\$31,412,798
Snacks and Other Food at Home (10)		129	\$2,218.41	\$54,410,857
Food Away from Home		134	\$4,456.31	\$109,300,034
Alcoholic Beverages		140	\$776.25	\$19,039,030

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	153	\$9,501.62	\$233,046,256
Value of Retirement Plans	142	\$34,528.41	\$846,878,374
Value of Other Financial Assets	139	\$1,812.41	\$44,453,046
Vehicle Loan Amount excluding Interest	126	\$3,422.30	\$83,938,646
Value of Credit Card Debt	132	\$769.76	\$18,879,872
<b>Health</b>			
Nonprescription Drugs	129	\$164.34	\$4,030,837
Prescription Drugs	125	\$486.49	\$11,932,185
Eyeglasses and Contact Lenses	130	\$122.60	\$3,007,130
<b>Home</b>			
Mortgage Payment and Basics (11)	135	\$11,590.35	\$284,276,431
Maintenance and Remodeling Services	138	\$2,689.43	\$65,963,698
Maintenance and Remodeling Materials (12)	126	\$509.73	\$12,502,231
Utilities, Fuel, and Public Services	128	\$6,423.34	\$157,545,357
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	137	\$130.94	\$3,211,565
Furniture	136	\$778.10	\$19,084,475
Rugs	143	\$33.15	\$812,951
Major Appliances (14)	128	\$409.68	\$10,048,262
Housewares (15)	132	\$125.29	\$3,072,950
Small Appliances	134	\$64.53	\$1,582,734
Luggage	145	\$17.17	\$421,168
Telephones and Accessories	129	\$89.20	\$2,187,817
<b>Household Operations</b>			
Child Care	134	\$641.76	\$15,740,417
Lawn and Garden (16)	131	\$551.20	\$13,519,301
Moving/Storage/Freight Express	142	\$91.01	\$2,232,163
Housekeeping Supplies (17)	129	\$921.07	\$22,591,077
<b>Insurance</b>			
Owners and Renters Insurance	127	\$654.62	\$16,055,911
Vehicle Insurance	131	\$1,537.97	\$37,721,892
Life/Other Insurance	137	\$584.30	\$14,331,061
Health Insurance	130	\$4,743.31	\$116,339,084
Personal Care Products (18)	132	\$620.53	\$15,219,667
School Books and Supplies (19)	134	\$207.18	\$5,081,573
Smoking Products	115	\$477.61	\$11,714,277
<b>Transportation</b>			
Payments on Vehicles excluding Leases	127	\$2,851.40	\$69,936,175
Gasoline and Motor Oil	126	\$3,503.69	\$85,934,947
Vehicle Maintenance and Repairs	131	\$1,405.82	\$34,480,536
<b>Travel</b>			
Airline Fares	145	\$738.80	\$18,120,610
Lodging on Trips	140	\$732.22	\$17,959,281
Auto/Truck Rental on Trips	142	\$37.37	\$916,633
Food and Drink on Trips	139	\$684.36	\$16,785,312

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Top Tier (1A)	15.9%	Population	111,771	114,960
Exurbanites (1E)	13.4%	Households	43,970	45,127
In Style (5B)	10.3%	Families	25,639	26,116
Golden Years (9B)	10.0%	Median Age	42.5	43.3
Young and Restless (11B)	9.8%	Median Household Income	\$82,347	\$89,825
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		147	\$3,182.76	\$139,945,887
Men's		148	\$627.45	\$27,588,900
Women's		150	\$1,109.86	\$48,800,473
Children's		137	\$459.00	\$20,182,069
Footwear		145	\$670.95	\$29,501,763
Watches & Jewelry		160	\$189.37	\$8,326,405
Apparel Products and Services (1)		154	\$126.14	\$5,546,276
<b>Computer</b>				
Computers and Hardware for Home Use		153	\$263.95	\$11,605,695
Portable Memory		147	\$7.82	\$343,648
Computer Software		157	\$18.13	\$797,327
Computer Accessories		152	\$27.50	\$1,209,299
<b>Entertainment &amp; Recreation</b>		145	\$4,537.51	\$199,514,529
Fees and Admissions		159	\$1,009.84	\$44,402,617
Membership Fees for Clubs (2)		163	\$342.62	\$15,064,785
Fees for Participant Sports, excl. Trips		155	\$153.32	\$6,741,487
Tickets to Theatre/Operas/Concerts		164	\$97.91	\$4,305,143
Tickets to Movies/Museums/Parks		152	\$117.12	\$5,149,839
Admission to Sporting Events, excl. Trips		156	\$87.22	\$3,835,006
Fees for Recreational Lessons		158	\$210.44	\$9,252,940
Dating Services		149	\$1.21	\$53,417
TV/Video/Audio		141	\$1,814.20	\$79,770,481
Cable and Satellite Television Services		139	\$1,324.45	\$58,235,905
Televisions		149	\$177.29	\$7,795,502
Satellite Dishes		146	\$2.12	\$93,376
VCRs, Video Cameras, and DVD Players		147	\$9.61	\$422,625
Miscellaneous Video Equipment		145	\$13.88	\$610,400
Video Cassettes and DVDs		141	\$21.52	\$946,445
Video Game Hardware/Accessories		143	\$41.62	\$1,829,963
Video Game Software		144	\$22.26	\$978,831
Streaming/Downloaded Video		148	\$37.88	\$1,665,442
Rental of Video Cassettes and DVDs		143	\$21.83	\$960,015
Installation of Televisions		170	\$1.51	\$66,396
Audio (3)		151	\$134.10	\$5,896,279
Rental and Repair of TV/Radio/Sound Equipment		152	\$6.12	\$269,302
Pets		139	\$830.33	\$36,509,829
Toys/Games/Crafts/Hobbies (4)		140	\$170.33	\$7,489,441
Recreational Vehicles and Fees (5)		142	\$144.49	\$6,353,090
Sports/Recreation/Exercise Equipment (6)		147	\$251.42	\$11,054,963
Photo Equipment and Supplies (7)		149	\$82.51	\$3,627,967
Reading (8)		149	\$186.50	\$8,200,480
Catered Affairs (9)		157	\$47.89	\$2,105,660
<b>Food</b>		143	\$11,955.85	\$525,698,839
Food at Home		141	\$7,090.07	\$311,750,171
Bakery and Cereal Products		141	\$934.15	\$41,074,737
Meats, Poultry, Fish, and Eggs		139	\$1,588.01	\$69,824,612
Dairy Products		140	\$748.43	\$32,908,264
Fruits and Vegetables		143	\$1,397.64	\$61,454,322
Snacks and Other Food at Home (10)		141	\$2,421.84	\$106,488,237
Food Away from Home		146	\$4,865.79	\$213,948,668
Alcoholic Beverages		153	\$851.09	\$37,422,291

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	168	\$10,398.33	\$457,214,776
Value of Retirement Plans	156	\$38,031.31	\$1,672,236,565
Value of Other Financial Assets	150	\$1,950.88	\$85,780,018
Vehicle Loan Amount excluding Interest	135	\$3,684.10	\$161,990,071
Value of Credit Card Debt	144	\$840.08	\$36,938,404
<b>Health</b>			
Nonprescription Drugs	141	\$179.51	\$7,892,979
Prescription Drugs	137	\$530.89	\$23,343,108
Eyeglasses and Contact Lenses	142	\$134.61	\$5,919,017
<b>Home</b>			
Mortgage Payment and Basics (11)	147	\$12,635.20	\$555,569,954
Maintenance and Remodeling Services	151	\$2,938.99	\$129,227,587
Maintenance and Remodeling Materials (12)	138	\$560.71	\$24,654,381
Utilities, Fuel, and Public Services	139	\$7,016.92	\$308,533,789
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	150	\$143.47	\$6,308,339
Furniture	149	\$851.40	\$37,435,873
Rugs	159	\$36.88	\$1,621,679
Major Appliances (14)	139	\$445.15	\$19,573,446
Housewares (15)	143	\$136.19	\$5,988,361
Small Appliances	147	\$70.86	\$3,115,723
Luggage	160	\$18.92	\$831,988
Telephones and Accessories	142	\$98.14	\$4,315,289
<b>Household Operations</b>			
Child Care	146	\$701.06	\$30,825,752
Lawn and Garden (16)	143	\$600.53	\$26,405,388
Moving/Storage/Freight Express	154	\$98.79	\$4,343,805
Housekeeping Supplies (17)	141	\$1,001.55	\$44,037,968
<b>Insurance</b>			
Owners and Renters Insurance	138	\$713.84	\$31,387,760
Vehicle Insurance	142	\$1,675.31	\$73,663,217
Life/Other Insurance	150	\$639.25	\$28,107,963
Health Insurance	141	\$5,166.96	\$227,191,182
Personal Care Products (18)	144	\$678.79	\$29,846,280
School Books and Supplies (19)	149	\$230.18	\$10,120,897
Smoking Products	127	\$528.60	\$23,242,594
<b>Transportation</b>			
Payments on Vehicles excluding Leases	137	\$3,080.14	\$135,433,671
Gasoline and Motor Oil	137	\$3,811.22	\$167,579,307
Vehicle Maintenance and Repairs	143	\$1,532.96	\$67,404,147
<b>Travel</b>			
Airline Fares	160	\$813.02	\$35,748,553
Lodging on Trips	153	\$803.91	\$35,347,757
Auto/Truck Rental on Trips	155	\$40.84	\$1,795,594
Food and Drink on Trips	152	\$749.19	\$32,941,837

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

400 W Padonia Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45562  
Longitude: -76.64265

<b>Data for all businesses in area</b>	<b>1 mile</b>		<b>3 miles</b>		<b>5 miles</b>							
Total Businesses:	792		3,614		6,616							
Total Employees:	12,441		58,642		114,605							
Total Residential Population:	9,631		58,231		111,771							
Employee/Residential Population Ratio (per 100 Residents)	129		101		103							
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	1.3%	119	1.0%	41	1.1%	443	0.8%	69	1.0%	730	0.6%
Construction	46	5.8%	583	4.7%	213	5.9%	2,713	4.6%	304	4.6%	4,358	3.8%
Manufacturing	23	2.9%	2,260	18.2%	111	3.1%	10,740	18.3%	171	2.6%	13,718	12.0%
Transportation	10	1.3%	145	1.2%	45	1.2%	427	0.7%	87	1.3%	846	0.7%
Communication	5	0.6%	112	0.9%	29	0.8%	596	1.0%	56	0.8%	807	0.7%
Utility	2	0.3%	15	0.1%	8	0.2%	64	0.1%	10	0.2%	122	0.1%
Wholesale Trade	27	3.4%	286	2.3%	117	3.2%	1,387	2.4%	163	2.5%	3,039	2.7%
<b>Retail Trade Summary</b>	<b>173</b>	<b>21.8%</b>	<b>3,149</b>	<b>25.3%</b>	<b>707</b>	<b>19.6%</b>	<b>12,887</b>	<b>22.0%</b>	<b>1,207</b>	<b>18.2%</b>	<b>21,246</b>	<b>18.5%</b>
Home Improvement	9	1.1%	172	1.4%	40	1.1%	862	1.5%	48	0.7%	996	0.9%
General Merchandise Stores	6	0.8%	279	2.2%	23	0.6%	846	1.4%	29	0.4%	1,616	1.4%
Food Stores	10	1.3%	326	2.6%	56	1.5%	1,470	2.5%	93	1.4%	2,098	1.8%
Auto Dealers, Gas Stations, Auto Aftermarket	18	2.3%	386	3.1%	62	1.7%	1,743	3.0%	87	1.3%	2,896	2.5%
Apparel & Accessory Stores	10	1.3%	91	0.7%	46	1.3%	396	0.7%	152	2.3%	1,945	1.7%
Furniture & Home Furnishings	25	3.2%	175	1.4%	92	2.5%	1,044	1.8%	117	1.8%	1,326	1.2%
Eating & Drinking Places	45	5.7%	962	7.7%	179	5.0%	3,789	6.5%	317	4.8%	6,292	5.5%
Miscellaneous Retail	50	6.3%	756	6.1%	209	5.8%	2,737	4.7%	362	5.5%	4,077	3.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>146</b>	<b>18.4%</b>	<b>1,723</b>	<b>13.8%</b>	<b>591</b>	<b>16.4%</b>	<b>7,357</b>	<b>12.5%</b>	<b>1,008</b>	<b>15.2%</b>	<b>10,863</b>	<b>9.5%</b>
Banks, Savings & Lending Institutions	30	3.8%	252	2.0%	94	2.6%	900	1.5%	154	2.3%	1,380	1.2%
Securities Brokers	28	3.5%	271	2.2%	119	3.3%	1,347	2.3%	210	3.2%	2,224	1.9%
Insurance Carriers & Agents	35	4.4%	543	4.4%	160	4.4%	2,379	4.1%	260	3.9%	3,444	3.0%
Real Estate, Holding, Other Investment Offices	54	6.8%	656	5.3%	217	6.0%	2,731	4.7%	384	5.8%	3,815	3.3%
<b>Services Summary</b>	<b>305</b>	<b>38.5%</b>	<b>3,925</b>	<b>31.5%</b>	<b>1,460</b>	<b>40.4%</b>	<b>21,062</b>	<b>35.9%</b>	<b>2,946</b>	<b>44.5%</b>	<b>53,804</b>	<b>46.9%</b>
Hotels & Lodging	3	0.4%	121	1.0%	15	0.4%	669	1.1%	29	0.4%	1,103	1.0%
Automotive Services	20	2.5%	165	1.3%	88	2.4%	843	1.4%	136	2.1%	1,189	1.0%
Motion Pictures & Amusements	28	3.5%	518	4.2%	114	3.2%	1,488	2.5%	166	2.5%	1,949	1.7%
Health Services	51	6.4%	508	4.1%	298	8.2%	4,924	8.4%	664	10.0%	19,997	17.4%
Legal Services	18	2.3%	95	0.8%	73	2.0%	475	0.8%	340	5.1%	2,293	2.0%
Education Institutions & Libraries	11	1.4%	219	1.8%	63	1.7%	2,217	3.8%	135	2.0%	5,701	5.0%
Other Services	174	22.0%	2,298	18.5%	809	22.4%	10,445	17.8%	1,477	22.3%	21,571	18.8%
<b>Government</b>	<b>4</b>	<b>0.5%</b>	<b>105</b>	<b>0.8%</b>	<b>21</b>	<b>0.6%</b>	<b>888</b>	<b>1.5%</b>	<b>131</b>	<b>2.0%</b>	<b>4,388</b>	<b>3.8%</b>
<b>Unclassified Establishments</b>	<b>42</b>	<b>5.3%</b>	<b>20</b>	<b>0.2%</b>	<b>271</b>	<b>7.5%</b>	<b>78</b>	<b>0.1%</b>	<b>463</b>	<b>7.0%</b>	<b>683</b>	<b>0.6%</b>
<b>Totals</b>	<b>792</b>	<b>100.0%</b>	<b>12,441</b>	<b>100.0%</b>	<b>3,614</b>	<b>100.0%</b>	<b>58,642</b>	<b>100.0%</b>	<b>6,616</b>	<b>100.0%</b>	<b>114,605</b>	<b>100.0%</b>

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**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45562  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	1	0.0%	3	0.0%	8	0.1%	30	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Utilities	0	0.0%	3	0.0%	4	0.1%	21	0.0%	5	0.1%	28	0.0%
Construction	51	6.4%	658	5.3%	231	6.4%	2,984	5.1%	336	5.1%	4,793	4.2%
Manufacturing	23	2.9%	2,262	18.2%	113	3.1%	10,705	18.3%	172	2.6%	13,656	11.9%
Wholesale Trade	25	3.2%	280	2.3%	110	3.0%	1,358	2.3%	155	2.3%	3,008	2.6%
Retail Trade	124	15.7%	2,151	17.3%	513	14.2%	8,977	15.3%	860	13.0%	14,714	12.8%
Motor Vehicle & Parts Dealers	13	1.6%	360	2.9%	47	1.3%	1,658	2.8%	64	1.0%	2,771	2.4%
Furniture & Home Furnishings Stores	13	1.6%	78	0.6%	48	1.3%	353	0.6%	61	0.9%	512	0.4%
Electronics & Appliance Stores	10	1.3%	76	0.6%	37	1.0%	719	1.2%	53	0.8%	867	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.1%	172	1.4%	40	1.1%	862	1.5%	48	0.7%	996	0.9%
Food & Beverage Stores	13	1.6%	375	3.0%	57	1.6%	1,599	2.7%	82	1.2%	2,102	1.8%
Health & Personal Care Stores	14	1.8%	409	3.3%	57	1.6%	933	1.6%	100	1.5%	1,359	1.2%
Gasoline Stations	5	0.6%	26	0.2%	15	0.4%	85	0.1%	23	0.3%	125	0.1%
Clothing & Clothing Accessories Stores	13	1.6%	110	0.9%	55	1.5%	451	0.8%	181	2.7%	2,162	1.9%
Sport Goods, Hobby, Book, & Music Stores	8	1.0%	112	0.9%	34	0.9%	538	0.9%	61	0.9%	828	0.7%
General Merchandise Stores	6	0.8%	279	2.2%	23	0.6%	846	1.4%	29	0.4%	1,616	1.4%
Miscellaneous Store Retailers	16	2.0%	128	1.0%	83	2.3%	819	1.4%	131	2.0%	1,081	0.9%
Nonstore Retailers	4	0.5%	25	0.2%	16	0.4%	115	0.2%	26	0.4%	294	0.3%
Transportation & Warehousing	6	0.8%	98	0.8%	27	0.7%	266	0.5%	59	0.9%	649	0.6%
Information	18	2.3%	358	2.9%	84	2.3%	1,531	2.6%	157	2.4%	2,535	2.2%
Finance & Insurance	94	11.9%	1,077	8.7%	380	10.5%	4,726	8.1%	633	9.6%	7,159	6.2%
Central Bank/Credit Intermediation & Related Activities	30	3.8%	248	2.0%	94	2.6%	893	1.5%	155	2.3%	1,375	1.2%
Securities, Commodity Contracts & Other Financial	29	3.7%	279	2.2%	123	3.4%	1,408	2.4%	216	3.3%	2,291	2.0%
Insurance Carriers & Related Activities; Funds, Trusts &	35	4.4%	551	4.4%	163	4.5%	2,425	4.1%	263	4.0%	3,493	3.0%
Real Estate, Rental & Leasing	62	7.8%	654	5.3%	244	6.8%	2,638	4.5%	405	6.1%	3,641	3.2%
Professional, Scientific & Tech Services	94	11.9%	900	7.2%	425	11.8%	4,350	7.4%	988	14.9%	12,664	11.1%
Legal Services	19	2.4%	102	0.8%	85	2.4%	567	1.0%	370	5.6%	2,499	2.2%
Management of Companies & Enterprises	1	0.1%	6	0.0%	5	0.1%	46	0.1%	7	0.1%	91	0.1%
Administrative & Support & Waste Management & Remediation	34	4.3%	419	3.4%	140	3.9%	1,468	2.5%	251	3.8%	2,306	2.0%
Educational Services	22	2.8%	307	2.5%	91	2.5%	2,477	4.2%	173	2.6%	5,817	5.1%
Health Care & Social Assistance	60	7.6%	871	7.0%	368	10.2%	7,237	12.3%	821	12.4%	24,034	21.0%
Arts, Entertainment & Recreation	15	1.9%	395	3.2%	63	1.7%	1,130	1.9%	95	1.4%	1,482	1.3%
Accommodation & Food Services	48	6.1%	1,085	8.7%	198	5.5%	4,487	7.7%	356	5.4%	7,481	6.5%
Accommodation	3	0.4%	121	1.0%	15	0.4%	669	1.1%	29	0.4%	1,103	1.0%
Food Services & Drinking Places	46	5.8%	964	7.7%	183	5.1%	3,818	6.5%	327	4.9%	6,378	5.6%
Other Services (except Public Administration)	68	8.6%	791	6.4%	326	9.0%	3,268	5.6%	539	8.1%	5,441	4.7%
Automotive Repair & Maintenance	14	1.8%	136	1.1%	68	1.9%	762	1.3%	95	1.4%	938	0.8%
Public Administration	4	0.5%	105	0.8%	21	0.6%	888	1.5%	131	2.0%	4,388	3.8%
Unclassified Establishments	42	5.3%	20	0.2%	271	7.5%	78	0.1%	463	7.0%	683	0.6%
<b>Total</b>	<b>792</b>	<b>100.0%</b>	<b>12,441</b>	<b>100.0%</b>	<b>3,614</b>	<b>100.0%</b>	<b>58,642</b>	<b>100.0%</b>	<b>6,616</b>	<b>100.0%</b>	<b>114,605</b>	<b>100.0%</b>

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