

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	8,939	77,234	172,874
2020 Total Population	9,488	83,173	182,091
2020 Group Quarters	31	9,748	10,795
2022 Total Population	9,516	83,771	182,974
2022 Group Quarters	31	9,748	10,795
2027 Total Population	9,452	83,915	182,527
2022-2027 Annual Rate	-0.13%	0.03%	-0.05%
2022 Total Daytime Population	13,962	102,405	206,819
Workers	9,381	60,610	117,580
Residents	4,581	41,795	89,239
<b>Household Summary</b>			
2010 Households	3,602	30,710	70,731
2010 Average Household Size	2.48	2.23	2.30
2020 Total Households	3,632	31,913	72,958
2020 Average Household Size	2.60	2.30	2.35
2022 Total Households	3,621	32,162	73,427
2022 Average Household Size	2.62	2.30	2.34
2027 Total Households	3,587	32,225	73,211
2027 Average Household Size	2.63	2.30	2.35
2022-2027 Annual Rate	-0.19%	0.04%	-0.06%
2010 Families	2,491	16,987	41,869
2010 Average Family Size	2.99	2.92	2.93
2022 Total Families	2,422	16,787	41,483
2022 Average Family Size	3.23	3.13	3.07
2027 Total Families	2,393	16,712	41,180
2027 Average Family Size	3.24	3.14	3.08
2022-2027 Annual Rate	-0.24%	-0.09%	-0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,698	31,207	72,924
Owner Occupied Housing Units	86.6%	55.9%	61.2%
Renter Occupied Housing Units	10.9%	40.5%	35.0%
Vacant Housing Units	2.5%	3.5%	3.9%
2010 Housing Units	3,772	32,712	75,483
Owner Occupied Housing Units	83.9%	54.4%	59.7%
Renter Occupied Housing Units	11.6%	39.5%	34.0%
Vacant Housing Units	4.5%	6.1%	6.3%
2020 Housing Units	3,803	34,298	77,960
Vacant Housing Units	4.5%	7.0%	6.4%
2022 Housing Units	3,795	34,893	78,826
Owner Occupied Housing Units	83.5%	52.2%	58.2%
Renter Occupied Housing Units	11.9%	40.0%	34.9%
Vacant Housing Units	4.6%	7.8%	6.8%
2027 Housing Units	3,798	35,052	79,122
Owner Occupied Housing Units	83.3%	52.6%	58.7%
Renter Occupied Housing Units	11.2%	39.4%	33.9%
Vacant Housing Units	5.6%	8.1%	7.5%
<b>Median Household Income</b>			
2022	\$112,672	\$89,049	\$90,915
2027	\$127,452	\$100,221	\$102,754
<b>Median Home Value</b>			
2022	\$384,445	\$433,963	\$407,629
2027	\$399,770	\$459,839	\$442,957
<b>Per Capita Income</b>			
2022	\$57,251	\$53,010	\$56,249
2027	\$65,762	\$61,745	\$65,010
<b>Median Age</b>			
2010	45.9	38.4	39.1
2022	48.6	39.3	40.5
2027	48.7	40.1	41.2

**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.

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	3,621	32,154	73,419
<\$15,000	2.8%	7.9%	7.3%
\$15,000 - \$24,999	4.5%	5.2%	5.1%
\$25,000 - \$34,999	3.9%	5.4%	5.7%
\$35,000 - \$49,999	5.0%	8.2%	8.2%
\$50,000 - \$74,999	10.1%	16.1%	15.4%
\$75,000 - \$99,999	15.2%	11.6%	12.1%
\$100,000 - \$149,999	24.3%	17.9%	18.3%
\$150,000 - \$199,999	15.1%	10.0%	9.4%
\$200,000+	19.2%	17.8%	18.6%
Average Household Income	\$148,606	\$136,561	\$139,914
<b>2027 Households by Income</b>			
Household Income Base	3,587	32,217	73,203
<\$15,000	2.1%	6.9%	6.2%
\$15,000 - \$24,999	3.7%	4.6%	4.2%
\$25,000 - \$34,999	3.1%	4.8%	4.8%
\$35,000 - \$49,999	4.5%	6.7%	6.6%
\$50,000 - \$74,999	8.7%	15.3%	14.4%
\$75,000 - \$99,999	12.1%	11.6%	12.3%
\$100,000 - \$149,999	24.0%	16.5%	18.0%
\$150,000 - \$199,999	17.9%	11.1%	10.7%
\$200,000+	23.7%	22.6%	22.8%
Average Household Income	\$171,059	\$159,322	\$161,949
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,170	18,199	45,887
<\$50,000	0.3%	0.5%	0.8%
\$50,000 - \$99,999	0.0%	0.0%	0.3%
\$100,000 - \$149,999	0.0%	0.3%	2.1%
\$150,000 - \$199,999	0.2%	1.5%	5.2%
\$200,000 - \$249,999	2.5%	3.7%	6.8%
\$250,000 - \$299,999	10.2%	8.9%	12.8%
\$300,000 - \$399,999	43.5%	27.6%	20.5%
\$400,000 - \$499,999	24.6%	22.1%	17.6%
\$500,000 - \$749,999	15.0%	23.8%	23.4%
\$750,000 - \$999,999	2.8%	6.4%	6.0%
\$1,000,000 - \$1,499,999	0.8%	4.3%	3.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.0%	0.6%	0.6%
Average Home Value	\$425,189	\$508,931	\$475,446
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,162	18,425	46,421
<\$50,000	0.2%	0.3%	0.7%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	1.3%
\$150,000 - \$199,999	0.0%	0.7%	3.3%
\$200,000 - \$249,999	1.3%	2.4%	5.1%
\$250,000 - \$299,999	7.3%	6.7%	11.5%
\$300,000 - \$399,999	41.3%	25.5%	19.6%
\$400,000 - \$499,999	27.7%	23.9%	19.3%
\$500,000 - \$749,999	18.2%	27.5%	27.1%
\$750,000 - \$999,999	3.3%	7.3%	6.8%
\$1,000,000 - \$1,499,999	0.7%	4.9%	4.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.5%	0.5%
Average Home Value	\$443,888	\$533,647	\$506,251

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

1811 York Rd, Lutherville Timonium, Maryland, 21093  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.43201  
 Longitude: -76.62068

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	8,938	77,233	172,874
0 - 4	5.2%	4.3%	5.3%
5 - 9	6.4%	4.9%	5.5%
10 - 14	5.9%	5.2%	5.6%
15 - 24	10.1%	20.7%	16.5%
25 - 34	8.0%	11.3%	12.2%
35 - 44	12.9%	10.9%	12.1%
45 - 54	16.3%	13.0%	13.9%
55 - 64	14.6%	11.4%	12.5%
65 - 74	9.2%	7.1%	7.3%
75 - 84	7.9%	7.0%	5.9%
85 +	3.5%	4.2%	3.1%
18 +	78.6%	82.3%	80.0%
<b>2022 Population by Age</b>			
Total	9,516	83,772	182,973
0 - 4	4.4%	3.8%	4.6%
5 - 9	5.6%	4.2%	5.0%
10 - 14	5.9%	4.5%	5.2%
15 - 24	10.0%	20.8%	15.8%
25 - 34	9.4%	12.1%	12.9%
35 - 44	10.2%	10.2%	11.6%
45 - 54	13.4%	10.6%	11.2%
55 - 64	15.1%	11.7%	12.7%
65 - 74	12.7%	10.0%	10.8%
75 - 84	8.8%	7.4%	6.6%
85 +	4.5%	4.6%	3.5%
18 +	80.3%	84.2%	81.9%
<b>2027 Population by Age</b>			
Total	9,452	83,915	182,528
0 - 4	4.6%	3.9%	4.7%
5 - 9	5.3%	4.1%	4.8%
10 - 14	5.4%	4.2%	4.9%
15 - 24	9.9%	20.3%	15.3%
25 - 34	9.1%	11.8%	12.5%
35 - 44	11.6%	11.0%	12.3%
45 - 54	12.3%	10.1%	10.9%
55 - 64	14.0%	10.8%	11.6%
65 - 74	13.0%	10.4%	11.3%
75 - 84	10.1%	8.7%	8.1%
85 +	4.7%	4.8%	3.7%
18 +	81.1%	84.9%	82.5%
<b>2010 Population by Sex</b>			
Males	4,238	35,913	80,546
Females	4,702	41,322	92,329
<b>2022 Population by Sex</b>			
Males	4,525	39,961	86,776
Females	4,991	43,810	96,197
<b>2027 Population by Sex</b>			
Males	4,499	39,981	86,682
Females	4,952	43,933	95,845

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	8,939	77,235	172,874
White Alone	86.7%	78.0%	72.1%
Black Alone	2.7%	10.0%	17.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.5%	8.0%	6.7%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	0.9%	1.6%	1.2%
Two or More Races	1.9%	2.1%	2.2%
Hispanic Origin	3.2%	4.3%	3.7%
Diversity Index	28.8	42.6	48.4
<b>2020 Population by Race/Ethnicity</b>			
Total	9,488	83,173	182,091
White Alone	76.8%	65.3%	62.3%
Black Alone	3.8%	15.1%	21.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.5%	9.5%	7.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.9%	3.3%	2.7%
Two or More Races	6.6%	6.4%	6.1%
Hispanic Origin	5.3%	7.3%	6.1%
Diversity Index	45.4	59.9	60.8
<b>2022 Population by Race/Ethnicity</b>			
Total	9,515	83,772	182,973
White Alone	76.1%	64.6%	61.6%
Black Alone	3.9%	15.3%	21.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.6%	9.7%	7.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.1%	3.5%	2.9%
Two or More Races	6.9%	6.6%	6.3%
Hispanic Origin	5.4%	7.5%	6.3%
Diversity Index	46.4	60.8	61.6
<b>2027 Population by Race/Ethnicity</b>			
Total	9,451	83,915	182,527
White Alone	73.6%	62.1%	59.4%
Black Alone	4.2%	15.9%	21.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.4%	10.3%	8.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.6%	4.0%	3.4%
Two or More Races	7.8%	7.3%	7.1%
Hispanic Origin	5.7%	7.7%	6.5%
Diversity Index	49.7	63.2	63.7
<b>2010 Population by Relationship and Household Type</b>			
Total	8,940	77,234	172,874
In Households	99.8%	88.6%	94.3%
In Family Households	84.4%	65.6%	72.7%
Householder	28.2%	22.0%	24.1%
Spouse	23.1%	17.2%	18.0%
Child	28.8%	22.6%	25.8%
Other relative	3.2%	2.5%	3.0%
Nonrelative	1.2%	1.3%	1.7%
In Nonfamily Households	15.4%	23.0%	21.6%
In Group Quarters	0.2%	11.4%	5.7%
Institutionalized Population	0.2%	4.1%	2.4%
Noninstitutionalized Population	0.0%	7.3%	3.4%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,053	55,866	126,984
Less than 9th Grade	1.8%	2.2%	1.8%
9th - 12th Grade, No Diploma	1.3%	2.4%	2.3%
High School Graduate	13.2%	12.5%	14.7%
GED/Alternative Credential	1.3%	1.7%	1.8%
Some College, No Degree	14.3%	13.2%	13.4%
Associate Degree	5.9%	5.8%	6.6%
Bachelor's Degree	31.8%	33.1%	30.9%
Graduate/Professional Degree	30.4%	29.1%	28.5%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,000	73,308	155,862
Never Married	27.5%	41.2%	38.1%
Married	60.5%	44.8%	47.1%
Widowed	4.8%	6.2%	6.0%
Divorced	7.3%	7.8%	8.7%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,106	43,153	97,787
Population 16+ Employed	98.1%	97.0%	96.5%
Population 16+ Unemployment rate	1.9%	3.0%	3.5%
Population 16-24 Employed	10.8%	18.2%	13.8%
Population 16-24 Unemployment rate	4.4%	6.7%	10.4%
Population 25-54 Employed	54.9%	54.3%	58.7%
Population 25-54 Unemployment rate	1.5%	2.1%	2.3%
Population 55-64 Employed	22.0%	16.9%	17.6%
Population 55-64 Unemployment rate	2.2%	2.7%	2.4%
Population 65+ Employed	12.3%	10.6%	9.9%
Population 65+ Unemployment rate	1.1%	1.2%	2.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,007	41,862	94,363
Agriculture/Mining	0.5%	0.3%	0.2%
Construction	4.3%	3.6%	3.6%
Manufacturing	5.8%	5.3%	4.7%
Wholesale Trade	2.7%	2.3%	2.0%
Retail Trade	11.0%	9.1%	8.5%
Transportation/Utilities	4.3%	4.2%	4.1%
Information	2.1%	1.4%	1.5%
Finance/Insurance/Real Estate	7.7%	9.8%	9.7%
Services	57.0%	58.3%	59.1%
Public Administration	4.5%	5.7%	6.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,006	41,861	94,364
White Collar	82.2%	78.1%	76.9%
Management/Business/Financial	23.4%	22.7%	23.1%
Professional	38.9%	35.2%	35.7%
Sales	10.9%	10.7%	8.9%
Administrative Support	9.0%	9.5%	9.2%
Services	10.0%	13.6%	13.5%
Blue Collar	7.7%	8.4%	9.6%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	2.4%	1.8%	2.1%
Installation/Maintenance/Repair	1.5%	1.4%	1.6%
Production	1.2%	1.7%	1.9%
Transportation/Material Moving	2.2%	3.3%	4.0%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,603	30,710	70,731
Households with 1 Person	25.6%	34.6%	31.7%
Households with 2+ People	74.4%	65.4%	68.3%
Family Households	69.1%	55.3%	59.2%
Husband-wife Families	56.6%	43.3%	44.2%
With Related Children	24.0%	18.2%	18.9%
Other Family (No Spouse Present)	12.5%	12.0%	15.0%
Other Family with Male Householder	3.2%	3.1%	3.5%
With Related Children	1.5%	1.5%	1.8%
Other Family with Female Householder	9.2%	8.9%	11.4%
With Related Children	4.5%	4.9%	6.7%
Nonfamily Households	5.2%	10.0%	9.1%
All Households with Children	30.1%	24.7%	27.7%
Multigenerational Households	2.6%	1.9%	2.5%
Unmarried Partner Households	4.4%	5.2%	5.6%
Male-female	3.2%	4.5%	4.8%
Same-sex	1.2%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	3,602	30,709	70,732
1 Person Household	25.7%	34.7%	31.7%
2 Person Household	36.0%	33.5%	34.0%
3 Person Household	17.0%	14.5%	15.7%
4 Person Household	14.0%	11.4%	12.1%
5 Person Household	5.1%	4.1%	4.5%
6 Person Household	1.7%	1.3%	1.4%
7 + Person Household	0.6%	0.5%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,602	30,705	70,731
Owner Occupied	87.8%	57.9%	63.8%
Owned with a Mortgage/Loan	58.4%	38.6%	45.3%
Owned Free and Clear	29.4%	19.4%	18.5%
Renter Occupied	12.2%	42.1%	36.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	129	91	97
Percent of Income for Mortgage	18.0%	25.7%	23.6%
Wealth Index	193	158	162
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,772	32,712	75,483
Housing Units Inside Urbanized Area	99.9%	99.3%	98.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.7%	1.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,939	77,234	172,874
Population Inside Urbanized Area	99.9%	99.1%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	0.9%	1.7%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

1811 York Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43201  
Longitude: -76.62068

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Young and Restless (11B)	Exurbanites (1E)
2.	Exurbanites (1E)	Exurbanites (1E)	Top Tier (1A)
3.	Urban Chic (2A)	College Towns (14B)	Young and Restless (11B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,625,761	\$100,998,612	\$235,323,650
Average Spent	\$3,210.65	\$3,140.31	\$3,204.87
Spending Potential Index	133	130	133
Education: Total \$	\$12,026,436	\$91,693,553	\$212,394,603
Average Spent	\$3,321.30	\$2,850.99	\$2,892.60
Spending Potential Index	169	145	147
Entertainment/Recreation: Total \$	\$18,030,655	\$149,683,424	\$349,804,704
Average Spent	\$4,979.47	\$4,654.05	\$4,763.98
Spending Potential Index	136	127	130
Food at Home: Total \$	\$29,419,680	\$252,050,033	\$588,591,720
Average Spent	\$8,124.74	\$7,836.89	\$8,016.01
Spending Potential Index	131	127	129
Food Away from Home: Total \$	\$20,584,450	\$179,939,803	\$418,934,886
Average Spent	\$5,684.74	\$5,594.80	\$5,705.46
Spending Potential Index	132	130	132
Health Care: Total \$	\$33,166,769	\$281,391,919	\$656,874,725
Average Spent	\$9,159.56	\$8,749.20	\$8,945.96
Spending Potential Index	129	123	126
HH Furnishings & Equipment: Total \$	\$12,811,402	\$105,820,188	\$247,208,682
Average Spent	\$3,538.08	\$3,290.22	\$3,366.73
Spending Potential Index	138	128	131
Personal Care Products & Services: Total \$	\$5,009,254	\$42,721,847	\$99,731,715
Average Spent	\$1,383.39	\$1,328.33	\$1,358.24
Spending Potential Index	136	130	133
Shelter: Total \$	\$119,705,315	\$980,038,571	\$2,292,263,279
Average Spent	\$33,058.63	\$30,471.94	\$31,218.26
Spending Potential Index	144	133	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,832,219	\$110,366,099	\$257,782,031
Average Spent	\$3,543.83	\$3,431.57	\$3,510.73
Spending Potential Index	130	126	129
Travel: Total \$	\$15,522,622	\$121,793,785	\$285,843,306
Average Spent	\$4,286.83	\$3,786.88	\$3,892.89
Spending Potential Index	149	132	136
Vehicle Maintenance & Repairs: Total \$	\$5,648,110	\$50,988,862	\$118,151,062
Average Spent	\$1,559.82	\$1,585.38	\$1,609.10
Spending Potential Index	124	126	128

**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.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	61.8%	Population	9,516	9,452
Exurbanites (1E)	19.1%	Households	3,621	3,587
Urban Chic (2A)	12.2%	Families	2,422	2,393
Savvy Suburbanites (1D)	5.4%	Median Age	48.6	48.7
In Style (5B)	1.0%	Median Household Income	\$112,672	\$127,452
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		133	\$3,210.65	\$11,625,761
Men's		135	\$624.53	\$2,261,438
Women's		136	\$1,139.95	\$4,127,772
Children's		124	\$438.54	\$1,587,947
Footwear		132	\$753.65	\$2,728,954
Watches & Jewelry		131	\$191.02	\$691,668
Apparel Products and Services (1)		151	\$90.41	\$327,372
<b>Computer</b>				
Computers and Hardware for Home Use		143	\$273.35	\$989,816
Portable Memory		129	\$6.37	\$23,070
Computer Software		145	\$15.85	\$57,383
Computer Accessories		129	\$26.44	\$95,730
<b>Entertainment &amp; Recreation</b>		136	\$4,979.47	\$18,030,655
Fees and Admissions		157	\$1,317.38	\$4,770,222
Membership Fees for Clubs (2)		153	\$432.22	\$1,565,052
Fees for Participant Sports, excl. Trips		146	\$190.65	\$690,358
Tickets to Theatre/Operas/Concerts		169	\$154.73	\$560,286
Tickets to Movies		133	\$83.99	\$304,139
Tickets to Parks or Museums		137	\$52.67	\$190,706
Admission to Sporting Events, excl. Trips		155	\$113.24	\$410,032
Fees for Recreational Lessons		180	\$288.03	\$1,042,942
Dating Services		135	\$1.85	\$6,708
TV/Video/Audio		126	\$1,687.64	\$6,110,944
Cable and Satellite Television Services		129	\$1,182.92	\$4,283,370
Televisions		121	\$154.25	\$558,530
Satellite Dishes		103	\$1.84	\$6,675
VCRs, Video Cameras, and DVD Players		120	\$6.71	\$24,298
Miscellaneous Video Equipment		140	\$24.71	\$89,464
Video Cassettes and DVDs		112	\$9.74	\$35,260
Video Game Hardware/Accessories		104	\$34.31	\$124,253
Video Game Software		103	\$18.76	\$67,915
Rental/Streaming/Downloaded Video		110	\$87.54	\$316,969
Installation of Televisions		205	\$1.72	\$6,246
Audio (3)		133	\$161.89	\$586,213
Rental and Repair of TV/Radio/Sound Equipment		97	\$3.25	\$11,751
Pets		130	\$1,074.86	\$3,892,070
Toys/Games/Crafts/Hobbies (4)		119	\$156.46	\$566,534
Recreational Vehicles and Fees (5)		161	\$206.85	\$749,008
Sports/Recreation/Exercise Equipment (6)		119	\$243.94	\$883,306
Photo Equipment and Supplies (7)		132	\$69.10	\$250,203
Reading (8)		144	\$168.51	\$610,164
Catered Affairs (9)		165	\$55.17	\$199,757
<b>Food</b>		131	\$13,809.48	\$50,004,131
Food at Home		131	\$8,124.74	\$29,419,680
Bakery and Cereal Products		133	\$1,058.57	\$3,833,088
Meats, Poultry, Fish, and Eggs		132	\$1,764.46	\$6,389,106
Dairy Products		134	\$833.84	\$3,019,330
Fruits and Vegetables		136	\$1,636.94	\$5,927,377
Snacks and Other Food at Home (10)		127	\$2,830.92	\$10,250,778
Food Away from Home		132	\$5,684.74	\$20,584,450
Alcoholic Beverages		146	\$1,042.31	\$3,774,213

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	157	\$48,876.11	\$176,980,410
Value of Retirement Plans	162	\$185,104.62	\$670,263,847
Value of Other Financial Assets	161	\$15,721.65	\$56,928,108
Vehicle Loan Amount excluding Interest	110	\$3,570.31	\$12,928,075
Value of Credit Card Debt	140	\$4,395.41	\$15,915,797
<b>Health</b>			
Nonprescription Drugs	115	\$202.47	\$733,131
Prescription Drugs	116	\$441.02	\$1,596,937
Eyeglasses and Contact Lenses	134	\$147.12	\$532,714
<b>Home</b>			
Mortgage Payment and Basics (11)	164	\$19,904.97	\$72,075,882
Maintenance and Remodeling Services	161	\$5,267.15	\$19,072,344
Maintenance and Remodeling Materials (12)	137	\$959.65	\$3,474,878
Utilities, Fuel, and Public Services	127	\$7,199.37	\$26,068,913
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	138	\$159.08	\$576,046
Furniture	134	\$972.62	\$3,521,872
Rugs	154	\$54.88	\$198,727
Major Appliances (14)	138	\$590.07	\$2,136,647
Housewares (15)	133	\$132.81	\$480,918
Small Appliances	126	\$75.46	\$273,252
Luggage	136	\$25.94	\$93,942
Telephones and Accessories	144	\$163.44	\$591,829
<b>Household Operations</b>			
Child Care	148	\$890.52	\$3,224,585
Lawn and Garden (16)	143	\$814.94	\$2,950,902
Moving/Storage/Freight Express	122	\$98.57	\$356,915
Housekeeping Supplies (17)	127	\$1,127.27	\$4,081,837
<b>Insurance</b>			
Owners and Renters Insurance	130	\$920.24	\$3,332,194
Vehicle Insurance	121	\$2,568.93	\$9,302,085
Life/Other Insurance	145	\$993.66	\$3,598,031
Health Insurance	131	\$6,139.59	\$22,231,469
Personal Care Products (18)	129	\$731.09	\$2,647,275
School Books and Supplies (19)	130	\$192.63	\$697,519
Smoking Products	98	\$428.31	\$1,550,893
<b>Transportation</b>			
Payments on Vehicles excluding Leases	116	\$3,421.67	\$12,389,881
Gasoline and Motor Oil	123	\$3,360.95	\$12,170,002
Vehicle Maintenance and Repairs	124	\$1,559.82	\$5,648,110
<b>Travel</b>			
Airline Fares	155	\$1,111.33	\$4,024,124
Lodging on Trips	152	\$1,227.19	\$4,443,652
Auto/Truck Rental on Trips	150	\$93.77	\$339,540
Food and Drink on Trips	146	\$987.41	\$3,575,421

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Young and Restless (11B)	13.6%	Population	83,771	83,915
Exurbanites (1E)	12.4%	Households	32,162	32,225
College Towns (14B)	9.5%	Families	16,787	16,712
Pleasantville (2B)	9.0%	Median Age	39.3	40.1
Top Tier (1A)	8.8%	Median Household Income	\$89,049	\$100,221
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		130	\$3,140.31	\$100,998,612
Men's		135	\$621.85	\$19,999,900
Women's		130	\$1,092.08	\$35,123,358
Children's		125	\$441.86	\$14,211,247
Footwear		130	\$741.64	\$23,852,635
Watches & Jewelry		129	\$188.59	\$6,065,411
Apparel Products and Services (1)		134	\$80.06	\$2,574,869
<b>Computer</b>				
Computers and Hardware for Home Use		135	\$256.83	\$8,260,103
Portable Memory		126	\$6.22	\$200,136
Computer Software		140	\$15.28	\$491,573
Computer Accessories		132	\$27.10	\$871,749
<b>Entertainment &amp; Recreation</b>		127	\$4,654.05	\$149,683,424
Fees and Admissions		134	\$1,128.72	\$36,301,971
Membership Fees for Clubs (2)		136	\$383.10	\$12,321,379
Fees for Participant Sports, excl. Trips		131	\$171.80	\$5,525,284
Tickets to Theatre/Operas/Concerts		138	\$127.02	\$4,085,104
Tickets to Movies		135	\$84.90	\$2,730,683
Tickets to Parks or Museums		125	\$48.35	\$1,555,051
Admission to Sporting Events, excl. Trips		132	\$96.79	\$3,112,922
Fees for Recreational Lessons		134	\$214.96	\$6,913,445
Dating Services		132	\$1.81	\$58,102
TV/Video/Audio		125	\$1,672.51	\$53,791,419
Cable and Satellite Television Services		123	\$1,122.99	\$36,117,749
Televisions		131	\$166.71	\$5,361,661
Satellite Dishes		134	\$2.40	\$77,216
VCRs, Video Cameras, and DVD Players		127	\$7.08	\$227,572
Miscellaneous Video Equipment		126	\$22.20	\$714,073
Video Cassettes and DVDs		132	\$11.47	\$368,808
Video Game Hardware/Accessories		130	\$42.83	\$1,377,368
Video Game Software		136	\$24.67	\$793,382
Rental/Streaming/Downloaded Video		132	\$105.33	\$3,387,667
Installation of Televisions		154	\$1.29	\$41,338
Audio (3)		133	\$161.39	\$5,190,505
Rental and Repair of TV/Radio/Sound Equipment		124	\$4.17	\$134,080
Pets		122	\$1,007.69	\$32,409,193
Toys/Games/Crafts/Hobbies (4)		125	\$164.78	\$5,299,583
Recreational Vehicles and Fees (5)		121	\$155.81	\$5,011,259
Sports/Recreation/Exercise Equipment (6)		123	\$252.73	\$8,128,429
Photo Equipment and Supplies (7)		134	\$70.18	\$2,257,123
Reading (8)		133	\$155.76	\$5,009,630
Catered Affairs (9)		139	\$46.37	\$1,491,205
<b>Food</b>		128	\$13,431.68	\$431,989,836
Food at Home		127	\$7,836.89	\$252,050,033
Bakery and Cereal Products		126	\$1,002.90	\$32,255,238
Meats, Poultry, Fish, and Eggs		126	\$1,685.68	\$54,214,923
Dairy Products		126	\$786.49	\$25,295,092
Fruits and Vegetables		128	\$1,540.63	\$49,549,606
Snacks and Other Food at Home (10)		126	\$2,821.19	\$90,735,174
Food Away from Home		130	\$5,594.80	\$179,939,803
Alcoholic Beverages		133	\$948.75	\$30,513,837

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	136	\$42,323.08	\$1,361,194,828
Value of Retirement Plans	131	\$148,800.90	\$4,785,734,405
Value of Other Financial Assets	131	\$12,815.85	\$412,183,331
Vehicle Loan Amount excluding Interest	126	\$4,085.19	\$131,387,762
Value of Credit Card Debt	127	\$4,013.31	\$129,075,954
<b>Health</b>			
Nonprescription Drugs	120	\$210.79	\$6,779,561
Prescription Drugs	118	\$448.85	\$14,435,935
Eyeglasses and Contact Lenses	124	\$136.75	\$4,398,210
<b>Home</b>			
Mortgage Payment and Basics (11)	124	\$15,049.69	\$484,028,245
Maintenance and Remodeling Services	126	\$4,118.85	\$132,470,547
Maintenance and Remodeling Materials (12)	113	\$794.95	\$25,567,251
Utilities, Fuel, and Public Services	124	\$7,037.46	\$226,338,911
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	131	\$151.13	\$4,860,519
Furniture	129	\$936.67	\$30,125,208
Rugs	131	\$46.69	\$1,501,682
Major Appliances (14)	124	\$530.20	\$17,052,259
Housewares (15)	131	\$131.06	\$4,215,004
Small Appliances	129	\$77.11	\$2,480,072
Luggage	134	\$25.54	\$821,259
Telephones and Accessories	129	\$146.28	\$4,704,649
<b>Household Operations</b>			
Child Care	130	\$785.40	\$25,260,033
Lawn and Garden (16)	121	\$691.54	\$22,241,207
Moving/Storage/Freight Express	138	\$111.37	\$3,581,954
Housekeeping Supplies (17)	124	\$1,101.20	\$35,416,865
<b>Insurance</b>			
Owners and Renters Insurance	116	\$827.18	\$26,603,711
Vehicle Insurance	126	\$2,678.14	\$86,134,250
Life/Other Insurance	124	\$849.45	\$27,320,094
Health Insurance	124	\$5,802.59	\$186,622,993
Personal Care Products (18)	128	\$725.94	\$23,347,765
School Books and Supplies (19)	133	\$197.64	\$6,356,528
Smoking Products	120	\$522.36	\$16,800,153
<b>Transportation</b>			
Payments on Vehicles excluding Leases	122	\$3,606.51	\$115,992,528
Gasoline and Motor Oil	124	\$3,402.00	\$109,415,162
Vehicle Maintenance and Repairs	126	\$1,585.38	\$50,988,862
<b>Travel</b>			
Airline Fares	136	\$969.06	\$31,167,029
Lodging on Trips	131	\$1,053.63	\$33,886,766
Auto/Truck Rental on Trips	135	\$84.35	\$2,712,982
Food and Drink on Trips	131	\$890.28	\$28,633,224

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Exurbanites (1E)	10.4%	Population	182,974	182,527
Top Tier (1A)	8.7%	Households	73,427	73,211
Young and Restless (11B)	7.9%	Families	41,483	41,180
Enterprising Professionals (2D)	7.3%	Median Age	40.5	41.2
Urban Chic (2A)	7.1%	Median Household Income	\$90,915	\$102,754
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		133	\$3,204.87	\$235,323,650
Men's		137	\$631.67	\$46,381,641
Women's		133	\$1,115.31	\$81,894,120
Children's		128	\$450.75	\$33,097,246
Footwear		133	\$757.00	\$55,584,578
Watches & Jewelry		132	\$193.16	\$14,183,032
Apparel Products and Services (1)		139	\$83.25	\$6,112,647
<b>Computer</b>				
Computers and Hardware for Home Use		137	\$261.23	\$19,181,129
Portable Memory		130	\$6.40	\$469,833
Computer Software		142	\$15.47	\$1,135,782
Computer Accessories		133	\$27.34	\$2,007,444
<b>Entertainment &amp; Recreation</b>		130	\$4,763.98	\$349,804,704
Fees and Admissions		139	\$1,165.88	\$85,607,039
Membership Fees for Clubs (2)		140	\$394.68	\$28,980,380
Fees for Participant Sports, excl. Trips		136	\$178.40	\$13,099,448
Tickets to Theatre/Operas/Concerts		142	\$130.26	\$9,564,339
Tickets to Movies		136	\$86.09	\$6,321,629
Tickets to Parks or Museums		129	\$49.79	\$3,655,937
Admission to Sporting Events, excl. Trips		137	\$100.09	\$7,349,300
Fees for Recreational Lessons		141	\$224.64	\$16,494,812
Dating Services		140	\$1.92	\$141,193
TV/Video/Audio		128	\$1,702.13	\$124,982,040
Cable and Satellite Television Services		125	\$1,149.85	\$84,430,030
Televisions		132	\$167.71	\$12,314,501
Satellite Dishes		131	\$2.35	\$172,311
VCRs, Video Cameras, and DVD Players		128	\$7.14	\$524,554
Miscellaneous Video Equipment		131	\$23.11	\$1,696,599
Video Cassettes and DVDs		132	\$11.47	\$842,173
Video Game Hardware/Accessories		129	\$42.45	\$3,117,299
Video Game Software		134	\$24.29	\$1,783,365
Rental/Streaming/Downloaded Video		132	\$105.30	\$7,731,677
Installation of Televisions		156	\$1.31	\$96,470
Audio (3)		134	\$163.13	\$11,977,978
Rental and Repair of TV/Radio/Sound Equipment		120	\$4.02	\$295,081
Pets		124	\$1,029.86	\$75,619,578
Toys/Games/Crafts/Hobbies (4)		127	\$167.41	\$12,292,604
Recreational Vehicles and Fees (5)		126	\$161.11	\$11,829,974
Sports/Recreation/Exercise Equipment (6)		127	\$259.59	\$19,060,782
Photo Equipment and Supplies (7)		136	\$71.08	\$5,219,262
Reading (8)		136	\$159.32	\$11,698,665
Catered Affairs (9)		144	\$48.11	\$3,532,511
<b>Food</b>		131	\$13,721.47	\$1,007,526,606
Food at Home		129	\$8,016.01	\$588,591,720
Bakery and Cereal Products		129	\$1,027.11	\$75,417,832
Meats, Poultry, Fish, and Eggs		129	\$1,725.84	\$126,723,214
Dairy Products		130	\$807.03	\$59,257,829
Fruits and Vegetables		131	\$1,579.93	\$116,009,807
Snacks and Other Food at Home (10)		129	\$2,876.10	\$211,183,038
Food Away from Home		132	\$5,705.46	\$418,934,886
Alcoholic Beverages		137	\$974.06	\$71,522,192

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	140	\$43,383.06	\$3,185,487,624
Value of Retirement Plans	135	\$154,114.23	\$11,316,145,848
Value of Other Financial Assets	136	\$13,306.16	\$977,031,531
Vehicle Loan Amount excluding Interest	127	\$4,109.75	\$301,766,266
Value of Credit Card Debt	131	\$4,121.13	\$302,602,318
<b>Health</b>			
Nonprescription Drugs	122	\$214.46	\$15,747,444
Prescription Drugs	120	\$455.06	\$33,413,915
Eyeglasses and Contact Lenses	127	\$140.11	\$10,287,790
<b>Home</b>			
Mortgage Payment and Basics (11)	129	\$15,681.48	\$1,151,444,068
Maintenance and Remodeling Services	131	\$4,283.47	\$314,522,008
Maintenance and Remodeling Materials (12)	118	\$826.88	\$60,715,056
Utilities, Fuel, and Public Services	127	\$7,156.43	\$525,475,308
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	134	\$154.04	\$11,310,429
Furniture	132	\$954.47	\$70,084,156
Rugs	134	\$47.88	\$3,515,681
Major Appliances (14)	127	\$544.68	\$39,993,996
Housewares (15)	133	\$132.86	\$9,755,394
Small Appliances	131	\$78.18	\$5,740,258
Luggage	137	\$26.03	\$1,911,125
Telephones and Accessories	132	\$150.71	\$11,066,408
<b>Household Operations</b>			
Child Care	135	\$812.66	\$59,671,285
Lawn and Garden (16)	125	\$712.75	\$52,334,749
Moving/Storage/Freight Express	138	\$111.76	\$8,206,331
Housekeeping Supplies (17)	127	\$1,127.03	\$82,754,446
<b>Insurance</b>			
Owners and Renters Insurance	120	\$850.90	\$62,479,196
Vehicle Insurance	128	\$2,707.93	\$198,834,858
Life/Other Insurance	128	\$875.37	\$64,276,075
Health Insurance	127	\$5,939.47	\$436,117,688
Personal Care Products (18)	131	\$738.32	\$54,212,572
School Books and Supplies (19)	133	\$197.83	\$14,526,357
Smoking Products	120	\$524.04	\$38,478,977
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,655.14	\$268,386,072
Gasoline and Motor Oil	126	\$3,446.44	\$253,061,632
Vehicle Maintenance and Repairs	128	\$1,609.10	\$118,151,062
<b>Travel</b>			
Airline Fares	140	\$998.29	\$73,301,258
Lodging on Trips	135	\$1,083.88	\$79,586,389
Auto/Truck Rental on Trips	139	\$86.70	\$6,366,411
Food and Drink on Trips	135	\$913.51	\$67,075,957

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary

1811 York Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43201  
Longitude: -76.62068

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,054		5,698		10,127							
Total Employees:	11,266		66,861		127,777							
Total Residential Population:	9,516		83,771		182,974							
Employee/Residential Population Ratio (per 100 Residents)	118		80		70							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	1.2%	115	1.0%	50	0.9%	442	0.7%	108	1.1%	1,259	1.0%
Construction	52	4.9%	474	4.2%	226	4.0%	3,070	4.6%	457	4.5%	5,379	4.2%
Manufacturing	22	2.1%	376	3.3%	82	1.4%	2,451	3.7%	168	1.7%	7,001	5.5%
Transportation	8	0.8%	65	0.6%	60	1.1%	527	0.8%	121	1.2%	1,037	0.8%
Communication	9	0.9%	103	0.9%	37	0.6%	445	0.7%	81	0.8%	2,040	1.6%
Utility	2	0.2%	17	0.2%	9	0.2%	93	0.1%	14	0.1%	225	0.2%
Wholesale Trade	21	2.0%	264	2.3%	78	1.4%	911	1.4%	174	1.7%	2,062	1.6%
Retail Trade Summary	187	17.7%	3,561	31.6%	901	15.8%	14,169	21.2%	1,692	16.7%	25,938	20.3%
Home Improvement	11	1.0%	53	0.5%	28	0.5%	286	0.4%	60	0.6%	1,207	0.9%
General Merchandise Stores	6	0.6%	132	1.2%	36	0.6%	658	1.0%	79	0.8%	1,664	1.3%
Food Stores	15	1.4%	221	2.0%	64	1.1%	1,225	1.8%	141	1.4%	3,344	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	17	1.6%	727	6.5%	63	1.1%	2,075	3.1%	130	1.3%	3,034	2.4%
Apparel & Accessory Stores	9	0.9%	75	0.7%	120	2.1%	1,514	2.3%	157	1.6%	1,722	1.3%
Furniture & Home Furnishings	25	2.4%	323	2.9%	73	1.3%	703	1.1%	138	1.4%	1,269	1.0%
Eating & Drinking Places	47	4.5%	1,359	12.1%	261	4.6%	5,329	8.0%	506	5.0%	9,027	7.1%
Miscellaneous Retail	57	5.4%	671	6.0%	255	4.5%	2,380	3.6%	480	4.7%	4,671	3.7%
Finance, Insurance, Real Estate Summary	167	15.8%	1,633	14.5%	878	15.4%	7,818	11.7%	1,449	14.3%	14,939	11.7%
Banks, Savings & Lending Institutions	27	2.6%	177	1.6%	137	2.4%	923	1.4%	235	2.3%	1,664	1.3%
Securities Brokers	30	2.8%	248	2.2%	198	3.5%	1,664	2.5%	286	2.8%	2,768	2.2%
Insurance Carriers & Agents	43	4.1%	369	3.3%	160	2.8%	1,871	2.8%	279	2.8%	4,623	3.6%
Real Estate, Holding, Other Investment Offices	67	6.4%	838	7.4%	383	6.7%	3,361	5.0%	649	6.4%	5,884	4.6%
Services Summary	458	43.5%	4,507	40.0%	2,545	44.7%	32,539	48.7%	4,488	44.3%	62,373	48.8%
Hotels & Lodging	2	0.2%	50	0.4%	15	0.3%	412	0.6%	39	0.4%	1,242	1.0%
Automotive Services	16	1.5%	290	2.6%	81	1.4%	910	1.4%	198	2.0%	1,731	1.4%
Motion Pictures & Amusements	36	3.4%	290	2.6%	133	2.3%	1,487	2.2%	262	2.6%	3,052	2.4%
Health Services	115	10.9%	1,406	12.5%	627	11.0%	11,448	17.1%	1,004	9.9%	19,196	15.0%
Legal Services	35	3.3%	278	2.5%	364	6.4%	2,472	3.7%	470	4.6%	3,670	2.9%
Education Institutions & Libraries	18	1.7%	368	3.3%	89	1.6%	3,011	4.5%	173	1.7%	6,949	5.4%
Other Services	236	22.4%	1,825	16.2%	1,236	21.7%	12,799	19.1%	2,341	23.1%	26,533	20.8%
Government	2	0.2%	117	1.0%	109	1.9%	4,022	6.0%	133	1.3%	4,745	3.7%
Unclassified Establishments	114	10.8%	34	0.3%	722	12.7%	374	0.6%	1,243	12.3%	779	0.6%
Totals	1,054	100.0%	11,266	100.0%	5,698	100.0%	66,861	100.0%	10,127	100.0%	127,777	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.



# Business Summary

1811 York Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43201  
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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	2	0.2%	5	0.0%	8	0.1%	25	0.0%	13	0.1%	42	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.0%	8	0.0%
Utilities	1	0.1%	4	0.0%	1	0.0%	9	0.0%	4	0.0%	75	0.1%
Construction	54	5.1%	488	4.3%	242	4.2%	3,359	5.0%	491	4.8%	5,875	4.6%
Manufacturing	26	2.5%	416	3.7%	98	1.7%	2,569	3.8%	190	1.9%	7,151	5.6%
Wholesale Trade	18	1.7%	248	2.2%	73	1.3%	878	1.3%	163	1.6%	2,004	1.6%
Retail Trade	137	13.0%	2,177	19.3%	615	10.8%	8,643	12.9%	1,140	11.3%	16,510	12.9%
Motor Vehicle & Parts Dealers	11	1.0%	701	6.2%	47	0.8%	1,982	3.0%	96	0.9%	2,787	2.2%
Furniture & Home Furnishings Stores	15	1.4%	146	1.3%	44	0.8%	374	0.6%	81	0.8%	688	0.5%
Electronics & Appliance Stores	7	0.7%	222	2.0%	20	0.4%	344	0.5%	42	0.4%	506	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	11	1.0%	53	0.5%	28	0.5%	286	0.4%	60	0.6%	1,207	0.9%
Food & Beverage Stores	15	1.4%	212	1.9%	56	1.0%	1,111	1.7%	133	1.3%	3,251	2.5%
Health & Personal Care Stores	15	1.4%	103	0.9%	70	1.2%	824	1.2%	122	1.2%	1,260	1.0%
Gasoline Stations	6	0.6%	26	0.2%	16	0.3%	93	0.1%	33	0.3%	248	0.2%
Clothing & Clothing Accessories Stores	12	1.1%	219	1.9%	141	2.5%	1,787	2.7%	185	1.8%	2,036	1.6%
Sport Goods, Hobby, Book, & Music Stores	12	1.1%	144	1.3%	36	0.6%	373	0.6%	77	0.8%	1,112	0.9%
General Merchandise Stores	6	0.6%	132	1.2%	36	0.6%	658	1.0%	79	0.8%	1,664	1.3%
Miscellaneous Store Retailers	20	1.9%	208	1.8%	95	1.7%	627	0.9%	171	1.7%	1,431	1.1%
Nonstore Retailers	7	0.7%	11	0.1%	25	0.4%	185	0.3%	61	0.6%	321	0.3%
Transportation & Warehousing	4	0.4%	39	0.3%	39	0.7%	406	0.6%	85	0.8%	860	0.7%
Information	15	1.4%	159	1.4%	89	1.6%	1,312	2.0%	189	1.9%	3,660	2.9%
Finance & Insurance	103	9.8%	844	7.5%	503	8.8%	4,550	6.8%	817	8.1%	9,223	7.2%
Central Bank/Credit Intermediation & Related Activities	27	2.6%	176	1.6%	137	2.4%	918	1.4%	234	2.3%	1,670	1.3%
Securities, Commodity Contracts & Other Financial	34	3.2%	299	2.7%	206	3.6%	1,751	2.6%	302	3.0%	2,889	2.3%
Insurance Carriers & Related Activities; Funds, Trusts &	43	4.1%	369	3.3%	160	2.8%	1,881	2.8%	282	2.8%	4,665	3.7%
Real Estate, Rental & Leasing	59	5.6%	732	6.5%	354	6.2%	2,975	4.4%	616	6.1%	5,328	4.2%
Professional, Scientific & Tech Services	130	12.3%	909	8.1%	887	15.6%	8,031	12.0%	1,420	14.0%	14,542	11.4%
Legal Services	40	3.8%	303	2.7%	396	6.9%	2,644	4.0%	515	5.1%	3,935	3.1%
Management of Companies & Enterprises	5	0.5%	32	0.3%	20	0.4%	138	0.2%	44	0.4%	386	0.3%
Administrative & Support & Waste Management & Remediation	37	3.5%	297	2.6%	199	3.5%	1,444	2.2%	359	3.5%	3,102	2.4%
Educational Services	27	2.6%	431	3.8%	122	2.1%	2,907	4.3%	232	2.3%	6,953	5.4%
Health Care & Social Assistance	144	13.7%	1,836	16.3%	765	13.4%	13,839	20.7%	1,262	12.5%	24,878	19.5%
Arts, Entertainment & Recreation	26	2.5%	246	2.2%	103	1.8%	1,283	1.9%	187	1.8%	2,569	2.0%
Accommodation & Food Services	52	4.9%	1,424	12.6%	287	5.0%	5,828	8.7%	568	5.6%	10,484	8.2%
Accommodation	2	0.2%	50	0.4%	15	0.3%	412	0.6%	39	0.4%	1,242	1.0%
Food Services & Drinking Places	50	4.7%	1,374	12.2%	272	4.8%	5,416	8.1%	529	5.2%	9,242	7.2%
Other Services (except Public Administration)	99	9.4%	826	7.3%	460	8.1%	4,257	6.4%	968	9.6%	8,592	6.7%
Automotive Repair & Maintenance	12	1.1%	269	2.4%	52	0.9%	691	1.0%	149	1.5%	1,408	1.1%
Public Administration	2	0.2%	117	1.0%	110	1.9%	4,032	6.0%	134	1.3%	4,755	3.7%
Unclassified Establishments	114	10.8%	34	0.3%	722	12.7%	374	0.6%	1,243	12.3%	779	0.6%
<b>Total</b>	<b>1,054</b>	<b>100.0%</b>	<b>11,266</b>	<b>100.0%</b>	<b>5,698</b>	<b>100.0%</b>	<b>66,861</b>	<b>100.0%</b>	<b>10,127</b>	<b>100.0%</b>	<b>127,777</b>	<b>100.0%</b>

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