

Market Profile

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

Prepared by Esri
Latitude: 39.43196
Longitude: -76.62061

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,885	77,160	171,114
2020 Total Population	9,432	82,889	180,169
2020 Group Quarters	31	9,739	10,692
2024 Total Population	9,386	82,609	179,084
2024 Group Quarters	31	9,750	10,705
2029 Total Population	9,306	82,495	178,213
2024-2029 Annual Rate	-0.17%	-0.03%	-0.10%
2024 Total Daytime Population	15,949	111,567	215,173
Workers	11,714	71,600	132,411
Residents	4,235	39,967	82,762
Household Summary			
2010 Households	3,572	30,679	70,045
2010 Average Household Size	2.48	2.23	2.30
2020 Total Households	3,602	31,760	72,178
2020 Average Household Size	2.61	2.30	2.35
2024 Households	3,582	31,806	72,183
2024 Average Household Size	2.61	2.29	2.33
2029 Households	3,569	32,096	72,673
2029 Average Household Size	2.60	2.27	2.30
2024-2029 Annual Rate	-0.07%	0.18%	0.14%
2010 Families	2,469	16,968	41,365
2010 Average Family Size	2.99	2.92	2.93
2024 Families	2,490	17,980	42,592
2024 Average Family Size	3.14	3.03	3.02
2029 Families	2,470	17,947	42,516
2029 Average Family Size	3.13	3.01	3.00
2024-2029 Annual Rate	-0.16%	-0.04%	-0.04%
Housing Unit Summary			
2000 Housing Units	3,669	31,161	71,861
Owner Occupied Housing Units	86.6%	56.1%	61.1%
Renter Occupied Housing Units	11.0%	40.3%	35.0%
Vacant Housing Units	2.5%	3.6%	3.8%
2010 Housing Units	3,742	32,688	74,745
Owner Occupied Housing Units	83.8%	54.4%	59.6%
Renter Occupied Housing Units	11.7%	39.4%	34.1%
Vacant Housing Units	4.5%	6.1%	6.3%
2020 Housing Units	3,773	34,138	77,081
Owner Occupied Housing Units	83.7%	51.9%	57.0%
Renter Occupied Housing Units	11.7%	41.1%	36.6%
Vacant Housing Units	4.1%	6.9%	6.4%
2024 Housing Units	3,754	34,526	77,501
Owner Occupied Housing Units	84.9%	53.0%	58.4%
Renter Occupied Housing Units	10.5%	39.1%	34.7%
Vacant Housing Units	4.6%	7.9%	6.9%
2029 Housing Units	3,756	34,572	77,822
Owner Occupied Housing Units	85.8%	54.6%	60.1%
Renter Occupied Housing Units	9.2%	38.2%	33.3%
Vacant Housing Units	5.0%	7.2%	6.6%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

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2024 Households by Income			
Household Income Base	3,582	31,798	72,175
<\$15,000	3.4%	7.3%	7.0%
\$15,000 - \$24,999	2.3%	4.5%	4.6%
\$25,000 - \$34,999	3.5%	5.4%	5.3%
\$35,000 - \$49,999	5.9%	7.9%	8.0%
\$50,000 - \$74,999	9.8%	13.1%	13.7%
\$75,000 - \$99,999	10.6%	11.8%	11.9%
\$100,000 - \$149,999	20.4%	16.8%	16.8%
\$150,000 - \$199,999	16.1%	11.6%	11.3%
\$200,000+	28.0%	21.5%	21.4%
Average Household Income	\$171,686	\$147,856	\$147,406
2029 Households by Income			
Household Income Base	3,569	32,088	72,665
<\$15,000	3.2%	7.3%	6.7%
\$15,000 - \$24,999	1.8%	3.8%	3.7%
\$25,000 - \$34,999	2.8%	4.8%	4.6%
\$35,000 - \$49,999	4.7%	6.8%	6.9%
\$50,000 - \$74,999	8.0%	11.6%	12.2%
\$75,000 - \$99,999	9.4%	11.5%	11.7%
\$100,000 - \$149,999	19.2%	16.5%	16.7%
\$150,000 - \$199,999	17.5%	12.6%	12.3%
\$200,000+	33.5%	25.1%	25.2%
Average Household Income	\$196,407	\$166,620	\$167,068
2024 Owner Occupied Housing Units by Value			
Total	3,187	18,272	45,236
<\$50,000	0.3%	0.7%	1.6%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.0%	0.1%	1.6%
\$150,000 - \$199,999	0.0%	0.6%	3.5%
\$200,000 - \$249,999	0.5%	1.8%	5.1%
\$250,000 - \$299,999	2.3%	3.4%	5.9%
\$300,000 - \$399,999	35.4%	23.6%	21.6%
\$400,000 - \$499,999	28.9%	21.0%	16.8%
\$500,000 - \$749,999	25.9%	30.7%	28.0%
\$750,000 - \$999,999	5.5%	13.0%	11.1%
\$1,000,000 - \$1,499,999	0.8%	2.9%	2.5%
\$1,500,000 - \$1,999,999	0.4%	1.4%	1.1%
\$2,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$488,676	\$573,725	\$525,367
2029 Owner Occupied Housing Units by Value			
Total	3,222	18,856	46,761
<\$50,000	0.1%	0.4%	1.2%
\$50,000 - \$99,999	0.0%	0.0%	0.3%
\$100,000 - \$149,999	0.0%	0.0%	0.8%
\$150,000 - \$199,999	0.0%	0.2%	1.9%
\$200,000 - \$249,999	0.2%	0.8%	3.1%
\$250,000 - \$299,999	0.9%	1.8%	3.9%
\$300,000 - \$399,999	22.1%	14.9%	15.7%
\$400,000 - \$499,999	26.6%	18.3%	16.0%
\$500,000 - \$749,999	38.5%	39.1%	35.6%
\$750,000 - \$999,999	9.8%	18.8%	16.6%
\$1,000,000 - \$1,499,999	1.2%	3.9%	3.4%
\$1,500,000 - \$1,999,999	0.5%	1.4%	1.2%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$551,366	\$632,898	\$590,389

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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Median Household Income			
2024	\$131,133	\$99,906	\$98,696
2029	\$152,064	\$109,352	\$109,139
Median Home Value			
2024	\$439,783	\$493,734	\$460,393
2029	\$500,805	\$586,922	\$550,537
Per Capita Income			
2024	\$66,427	\$57,312	\$59,549
2029	\$76,373	\$65,215	\$68,237
Median Age			
2010	45.9	38.5	39.0
2020	44.5	36.9	38.8
2024	44.2	37.4	39.3
2029	45.1	38.6	40.6
2020 Population by Age			
Total	9,432	82,889	180,169
0 - 4	5.1%	4.6%	5.0%
5 - 9	6.1%	4.9%	5.6%
10 - 14	6.5%	5.3%	5.9%
15 - 24	10.7%	20.4%	16.1%
25 - 34	9.9%	12.6%	12.6%
35 - 44	12.4%	11.2%	12.1%
45 - 54	13.7%	10.8%	11.6%
55 - 64	14.4%	11.4%	12.3%
65 - 74	12.1%	9.6%	10.5%
75 - 84	5.8%	5.5%	5.4%
85 +	3.3%	3.7%	2.9%
18 +	78.0%	81.8%	79.8%
2024 Population by Age			
Total	9,386	82,608	179,083
0 - 4	5.0%	4.5%	5.0%
5 - 9	6.4%	5.0%	5.4%
10 - 14	6.5%	4.8%	5.4%
15 - 24	10.4%	20.0%	15.6%
25 - 34	9.0%	12.8%	13.1%
35 - 44	13.8%	12.0%	12.8%
45 - 54	13.2%	10.3%	11.2%
55 - 64	13.1%	10.6%	11.4%
65 - 74	12.5%	9.8%	10.7%
75 - 84	7.0%	6.3%	6.4%
85 +	3.1%	3.8%	3.0%
18 +	78.5%	82.7%	81.0%
2029 Population by Age			
Total	9,305	82,494	178,212
0 - 4	4.8%	4.3%	4.8%
5 - 9	5.7%	4.6%	5.0%
10 - 14	7.0%	5.1%	5.4%
15 - 24	9.6%	19.2%	14.9%
25 - 34	9.9%	12.5%	12.7%
35 - 44	13.0%	11.9%	12.8%
45 - 54	13.3%	10.7%	11.6%
55 - 64	12.4%	9.9%	10.7%
65 - 74	12.7%	10.1%	10.9%
75 - 84	8.2%	7.5%	7.8%
85 +	3.5%	4.2%	3.4%
18 +	78.8%	83.0%	81.7%

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2020 Population by Sex			
Males	4,563	38,729	84,099
Females	4,869	44,160	96,070
2024 Population by Sex			
Males	4,628	39,107	84,767
Females	4,758	43,502	94,317
2029 Population by Sex			
Males	4,587	38,946	84,024
Females	4,719	43,549	94,188
2020 Population by Race/Ethnicity			
Total	8,886	77,159	171,115
White Alone	86.7%	78.1%	72.0%
Black Alone	2.6%	10.0%	17.7%
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	42.5	48.4
2020 Population by Race/Ethnicity			
Total	9,432	82,889	180,169
White Alone	76.9%	65.3%	62.2%
Black Alone	3.8%	15.1%	21.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.4%	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	45.3	59.9	60.9
2024 Population by Race/Ethnicity			
Total	9,386	82,610	179,085
White Alone	74.8%	63.0%	60.2%
Black Alone	4.2%	16.0%	21.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	11.2%	10.1%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	3.6%	3.0%
Two or More Races	7.2%	6.8%	6.6%
Hispanic Origin	5.9%	8.0%	6.8%
Diversity Index	48.5	62.6	63.1
2029 Population by Race/Ethnicity			
Total	9,305	82,494	178,213
White Alone	72.5%	60.7%	58.2%
Black Alone	4.5%	16.7%	22.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	12.4%	11.0%	8.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.4%	3.8%	3.2%
Two or More Races	7.9%	7.3%	7.1%
Hispanic Origin	6.5%	8.6%	7.3%
Diversity Index	51.7	65.0	65.1

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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2020 Population by Relationship and Household Type			
Total	9,432	82,889	180,169
In Households	99.7%	88.3%	94.1%
Householder	38.9%	38.4%	39.9%
Opposite-Sex Spouse	21.9%	16.6%	17.2%
Same-Sex Spouse	0.4%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.5%	2.0%	2.1%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	29.2%	22.8%	25.4%
Adopted Child	0.7%	0.5%	0.5%
Stepchild	0.7%	0.6%	0.7%
Grandchild	0.9%	0.8%	1.3%
Brother or Sister	1.0%	0.8%	0.9%
Parent	1.2%	1.0%	1.0%
Parent-in-law	0.3%	0.2%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.0%	0.9%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.5%	3.2%	3.2%
In Group Quarters	0.3%	11.7%	5.9%
Institutionalized	0.3%	3.2%	1.9%
Noninstitutionalized	0.1%	8.5%	4.0%
2024 Population 25+ by Educational Attainment			
Total	6,736	54,277	122,838
Less than 9th Grade	1.6%	2.1%	1.7%
9th - 12th Grade, No Diploma	1.5%	2.7%	2.7%
High School Graduate	9.0%	11.4%	13.0%
GED/Alternative Credential	0.8%	1.5%	1.7%
Some College, No Degree	13.1%	12.4%	13.5%
Associate Degree	4.8%	5.2%	5.6%
Bachelor's Degree	34.0%	35.6%	32.3%
Graduate/Professional Degree	35.2%	29.2%	29.6%
2024 Population 15+ by Marital Status			
Total	7,709	70,810	150,825
Never Married	25.5%	42.4%	38.8%
Married	62.7%	43.8%	46.4%
Widowed	4.9%	5.8%	5.7%
Divorced	7.0%	8.0%	9.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,332	43,435	99,471
Population 16+ Employed	98.1%	97.9%	97.5%
Population 16+ Unemployment rate	1.9%	2.1%	2.5%
Population 16-24 Employed	10.7%	17.8%	13.8%
Population 16-24 Unemployment rate	3.5%	5.3%	6.7%
Population 25-54 Employed	58.7%	57.8%	59.9%
Population 25-54 Unemployment rate	1.5%	1.2%	1.5%
Population 55-64 Employed	18.9%	14.8%	15.8%
Population 55-64 Unemployment rate	1.1%	1.7%	2.1%
Population 65+ Employed	11.7%	9.5%	10.4%
Population 65+ Unemployment rate	3.5%	1.9%	2.2%

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2024 Employed Population 16+ by Industry			
Total	5,230	42,522	97,032
Agriculture/Mining	0.0%	0.5%	0.3%
Construction	3.8%	3.0%	3.6%
Manufacturing	6.1%	6.2%	5.4%
Wholesale Trade	2.4%	1.8%	1.5%
Retail Trade	9.7%	8.2%	7.8%
Transportation/Utilities	1.8%	3.4%	3.6%
Information	2.4%	2.0%	1.9%
Finance/Insurance/Real Estate	8.0%	7.9%	8.4%
Services	59.8%	60.8%	60.0%
Public Administration	6.0%	6.1%	7.4%
2024 Employed Population 16+ by Occupation			
Total	5,229	42,522	97,032
White Collar	83.3%	78.1%	78.2%
Management/Business/Financial	28.2%	22.5%	23.6%
Professional	38.8%	38.2%	38.5%
Sales	8.9%	9.1%	8.5%
Administrative Support	7.4%	8.3%	7.6%
Services	9.0%	13.1%	12.9%
Blue Collar	7.6%	8.8%	8.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.6%	1.7%	1.9%
Installation/Maintenance/Repair	1.5%	1.4%	1.6%
Production	0.8%	1.9%	1.7%
Transportation/Material Moving	3.6%	3.6%	3.6%
2020 Households by Type			
Total	3,602	31,760	72,178
Married Couple Households	57.7%	43.8%	43.6%
With Own Children <18	24.9%	18.2%	18.0%
Without Own Children <18	32.8%	25.6%	25.6%
Cohabiting Couple Households	4.4%	5.6%	5.6%
With Own Children <18	0.7%	1.2%	1.4%
Without Own Children <18	3.7%	4.4%	4.2%
Male Householder, No Spouse/Partner	13.3%	19.0%	17.9%
Living Alone	9.5%	13.5%	12.4%
65 Years and over	4.5%	4.1%	3.9%
With Own Children <18	1.1%	1.4%	1.4%
Without Own Children <18, With Relatives	2.1%	2.1%	2.4%
No Relatives Present	0.6%	2.0%	1.8%
Female Householder, No Spouse/Partner	24.6%	31.6%	32.8%
Living Alone	14.9%	20.1%	19.4%
65 Years and over	10.1%	10.5%	9.9%
With Own Children <18	3.4%	4.4%	5.3%
Without Own Children <18, With Relatives	5.8%	5.2%	6.3%
No Relatives Present	0.5%	1.9%	1.8%
2020 Households by Size			
Total	3,602	31,760	72,178
1 Person Household	24.5%	33.6%	31.8%
2 Person Household	32.1%	31.7%	31.9%
3 Person Household	18.4%	14.4%	15.3%
4 Person Household	17.1%	12.8%	13.1%
5 Person Household	5.5%	4.9%	5.2%
6 Person Household	1.5%	1.7%	1.9%
7 + Person Household	1.1%	0.8%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	3,602	31,760	72,178
Owner Occupied	87.7%	55.8%	60.9%
Owned with a Mortgage/Loan	60.5%	37.8%	42.7%
Owned Free and Clear	27.2%	18.0%	18.2%
Renter Occupied	12.3%	44.2%	39.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	115	78	82
Percent of Income for Mortgage	21.0%	30.9%	29.2%
Wealth Index	181	141	142
2020 Housing Units By Urban/ Rural Status			
Total	3,773	34,138	77,081
Urban Housing Units	100.0%	99.9%	98.6%
Rural Housing Units	0.0%	0.1%	1.4%
2020 Population By Urban/ Rural Status			
Total	9,432	82,889	180,169
Urban Population	100.0%	99.8%	98.4%
Rural Population	0.0%	0.2%	1.6%

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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Top 3 Tapestry Segments			
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)
2024 Consumer Spending			
Apparel & Services: Total \$	\$12,028,466	\$99,656,386	\$225,100,619
Average Spent	\$3,358.03	\$3,133.26	\$3,118.47
Spending Potential Index	141	132	131
Education: Total \$	\$10,577,073	\$77,637,074	\$172,998,901
Average Spent	\$2,952.84	\$2,440.96	\$2,396.67
Spending Potential Index	171	141	139
Entertainment/Recreation: Total \$	\$22,105,809	\$166,958,179	\$378,672,651
Average Spent	\$6,171.36	\$5,249.27	\$5,246.01
Spending Potential Index	151	128	128
Food at Home: Total \$	\$36,890,580	\$299,605,582	\$678,512,880
Average Spent	\$10,298.88	\$9,419.78	\$9,399.90
Spending Potential Index	141	129	129
Food Away from Home: Total \$	\$20,439,177	\$165,329,928	\$372,139,538
Average Spent	\$5,706.08	\$5,198.07	\$5,155.50
Spending Potential Index	147	134	132
Health Care: Total \$	\$40,280,309	\$302,330,739	\$692,658,524
Average Spent	\$11,245.20	\$9,505.46	\$9,595.87
Spending Potential Index	146	124	125
HH Furnishings & Equipment: Total \$	\$16,724,679	\$128,918,887	\$292,654,628
Average Spent	\$4,669.09	\$4,053.29	\$4,054.34
Spending Potential Index	148	128	128
Personal Care Products & Services: Total \$	\$5,257,219	\$42,417,035	\$95,265,124
Average Spent	\$1,467.68	\$1,333.62	\$1,319.77
Spending Potential Index	147	134	133
Shelter: Total \$	\$140,900,547	\$1,125,023,975	\$2,533,256,732
Average Spent	\$39,335.72	\$35,371.44	\$35,094.92
Spending Potential Index	148	133	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,243,601	\$139,084,013	\$318,605,991
Average Spent	\$5,372.31	\$4,372.89	\$4,413.86
Spending Potential Index	153	125	126
Travel: Total \$	\$16,927,069	\$126,005,630	\$285,045,931
Average Spent	\$4,725.59	\$3,961.69	\$3,948.93
Spending Potential Index	156	131	130
Vehicle Maintenance & Repairs: Total \$	\$7,474,964	\$60,060,335	\$136,116,966
Average Spent	\$2,086.81	\$1,888.33	\$1,885.72
Spending Potential Index	141	127	127

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

March 21, 2025

Retail Goods and Services Expenditures

1811 York Rd, Lutherville Timonium, Maryland, 21093
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.43196
Longitude: -76.62061

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	61.1%	Population	9,386	9,306
Exurbanites (1E)	19.4%	Households	3,582	3,569
Urban Chic (2A)	12.4%	Families	2,490	2,470
Savvy Suburbanites (1D)	5.4%	Median Age	44.2	45.1
In Style (5B)	1.1%	Median Household Income	\$131,133	\$152,064
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		141	\$3,358.03	\$12,028,466
Men's		144	\$636.02	\$2,278,210
Women's		139	\$1,109.89	\$3,975,639
Children's		132	\$485.86	\$1,740,337
Footwear		138	\$687.92	\$2,464,126
Watches & Jewelry		162	\$368.76	\$1,320,904
Apparel Products and Services (1)		143	\$69.58	\$249,249
Computer				
Computers and Hardware for Home Use		143	\$388.31	\$1,390,927
Portable Memory		148	\$6.02	\$21,567
Computer Software		135	\$21.09	\$75,562
Computer Accessories		139	\$33.09	\$118,517
Entertainment & Recreation		151	\$6,171.36	\$22,105,809
Fees and Admissions		169	\$1,398.11	\$5,008,030
Membership Fees for Clubs (2)		169	\$510.86	\$1,829,884
Fees for Participant Sports, excl. Trips		172	\$229.02	\$820,333
Tickets to Theatre/Operas/Concerts		168	\$128.10	\$458,844
Tickets to Movies		144	\$35.50	\$127,149
Tickets to Parks or Museums		149	\$55.66	\$199,359
Admission to Sporting Events, excl. Trips		170	\$134.36	\$481,263
Fees for Recreational Lessons		176	\$303.59	\$1,087,473
Dating Services		132	\$1.04	\$3,724
TV/Video/Audio		139	\$1,849.99	\$6,626,671
Cable and Satellite Television Services		141	\$1,061.79	\$3,803,334
Televisions		139	\$211.93	\$759,145
Satellite Dishes		115	\$1.44	\$5,143
VCRs, Video Cameras, and DVD Players		129	\$6.44	\$23,076
Miscellaneous Video Equipment		128	\$29.07	\$104,121
Video Cassettes and DVDs		138	\$7.96	\$28,501
Video Game Hardware/Accessories		125	\$57.89	\$207,371
Video Game Software		126	\$25.56	\$91,539
Rental/Streaming/Downloaded Video		136	\$235.22	\$842,558
Installation of Televisions		212	\$3.61	\$12,932
Audio (3)		145	\$206.69	\$740,381
Rental and Repair of TV/Radio/Sound Equipment		150	\$2.39	\$8,569
Pets		151	\$1,531.08	\$5,484,333
Toys/Games/Crafts/Hobbies (4)		140	\$255.29	\$914,458
Recreational Vehicles and Fees (5)		158	\$312.86	\$1,120,666
Sports/Recreation/Exercise Equipment (6)		148	\$452.90	\$1,622,272
Photo Equipment and Supplies (7)		158	\$96.36	\$345,146
Reading (8)		155	\$216.38	\$775,085
Catered Affairs (9)		147	\$58.39	\$209,150
Food		143	\$16,004.96	\$57,329,758
Food at Home		141	\$10,298.88	\$36,890,580
Bakery and Cereal Products		144	\$1,345.09	\$4,818,107
Meats, Poultry, Fish, and Eggs		137	\$2,163.27	\$7,748,818
Dairy Products		143	\$986.22	\$3,532,637
Fruits and Vegetables		143	\$2,072.91	\$7,425,159
Snacks and Other Food at Home (10)		141	\$3,731.40	\$13,365,859
Food Away from Home		147	\$5,706.08	\$20,439,177
Alcoholic Beverages		149	\$974.68	\$3,491,304

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

1811 York Rd, Lutherville Timonium, Maryland, 21093
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.43196
Longitude: -76.62061

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	182	\$84,454.41	\$302,515,690
Value of Retirement Plans	180	\$291,801.11	\$1,045,231,574
Value of Other Financial Assets	165	\$14,973.98	\$53,636,783
Vehicle Loan Amount excluding Interest	135	\$4,777.68	\$17,113,651
Value of Credit Card Debt	151	\$4,353.51	\$15,594,273
Health			
Nonprescription Drugs	140	\$248.46	\$890,000
Prescription Drugs	143	\$591.23	\$2,117,788
Eyeglasses and Contact Lenses	152	\$192.46	\$689,403
Home			
Mortgage Payment and Basics (11)	169	\$22,853.16	\$81,860,012
Maintenance and Remodeling Services	170	\$7,923.15	\$28,380,712
Maintenance and Remodeling Materials (12)	161	\$1,393.79	\$4,992,568
Utilities, Fuel, and Public Services	140	\$8,323.12	\$29,813,409
Household Furnishings and Equipment			
Household Textiles (13)	141	\$186.19	\$666,922
Furniture	148	\$1,463.57	\$5,242,521
Rugs	166	\$75.70	\$271,149
Major Appliances (14)	150	\$880.26	\$3,153,098
Housewares (15)	142	\$151.68	\$543,328
Small Appliances	129	\$103.95	\$372,356
Luggage	154	\$31.96	\$114,484
Telephones and Accessories	140	\$141.85	\$508,090
Household Operations			
Child Care	162	\$897.84	\$3,216,062
Lawn and Garden (16)	160	\$1,116.51	\$3,999,338
Moving/Storage/Freight Express	147	\$178.57	\$639,620
Housekeeping Supplies (17)	141	\$1,275.24	\$4,567,919
Insurance			
Owners and Renters Insurance	153	\$1,262.79	\$4,523,327
Vehicle Insurance	133	\$2,825.83	\$10,122,140
Life/Other Insurance	162	\$1,093.96	\$3,918,567
Health Insurance	146	\$7,284.04	\$26,091,433
Personal Care Products (18)	141	\$790.79	\$2,832,614
School Books (19)	147	\$62.57	\$224,124
Smoking Products	113	\$529.75	\$1,897,582
Transportation			
Payments on Vehicles excluding Leases	138	\$4,204.52	\$15,060,595
Gasoline and Motor Oil	132	\$4,399.89	\$15,760,394
Vehicle Maintenance and Repairs	141	\$2,086.81	\$7,474,964
Travel			
Airline Fares	158	\$999.62	\$3,580,626
Lodging on Trips	160	\$1,568.74	\$5,619,227
Auto/Truck Rental on Trips	155	\$180.51	\$646,587
Food and Drink on Trips	153	\$1,137.10	\$4,073,088

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.

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March 21, 2025

Retail Goods and Services Expenditures

1811 York Rd, Lutherville Timonium, Maryland, 21093
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.43196
Longitude: -76.62061

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Young and Restless (11B)	13.7%	Population	82,609	82,495
Exurbanites (1E)	12.6%	Households	31,806	32,096
College Towns (14B)	9.6%	Families	17,980	17,947
Pleasantville (2B)	9.0%	Median Age	37.4	38.6
Top Tier (1A)	8.8%	Median Household Income	\$99,906	\$109,352
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		132	\$3,133.26	\$99,656,386
Men's		131	\$577.93	\$18,381,745
Women's		131	\$1,046.48	\$33,284,460
Children's		128	\$469.02	\$14,917,737
Footwear		132	\$658.84	\$20,955,094
Watches & Jewelry		139	\$317.24	\$10,090,055
Apparel Products and Services (1)		131	\$63.74	\$2,027,295
Computer				
Computers and Hardware for Home Use		136	\$368.15	\$11,709,366
Portable Memory		143	\$5.83	\$185,270
Computer Software		138	\$21.51	\$684,282
Computer Accessories		130	\$31.00	\$986,076
Entertainment & Recreation		128	\$5,249.27	\$166,958,179
Fees and Admissions		135	\$1,113.76	\$35,424,167
Membership Fees for Clubs (2)		135	\$407.92	\$12,974,216
Fees for Participant Sports, excl. Trips		132	\$175.72	\$5,589,019
Tickets to Theatre/Operas/Concerts		138	\$105.02	\$3,340,152
Tickets to Movies		137	\$33.91	\$1,078,557
Tickets to Parks or Museums		130	\$48.78	\$1,551,423
Admission to Sporting Events, excl. Trips		133	\$105.23	\$3,346,992
Fees for Recreational Lessons		137	\$236.06	\$7,508,073
Dating Services		142	\$1.12	\$35,735
TV/Video/Audio		126	\$1,671.19	\$53,154,003
Cable and Satellite Television Services		122	\$918.76	\$29,221,928
Televisions		130	\$197.74	\$6,289,447
Satellite Dishes		119	\$1.49	\$47,410
VCRs, Video Cameras, and DVD Players		129	\$6.41	\$203,976
Miscellaneous Video Equipment		116	\$26.23	\$834,265
Video Cassettes and DVDs		133	\$7.66	\$243,480
Video Game Hardware/Accessories		138	\$64.07	\$2,037,930
Video Game Software		147	\$29.69	\$944,180
Rental/Streaming/Downloaded Video		131	\$226.43	\$7,201,793
Installation of Televisions		143	\$2.43	\$77,322
Audio (3)		132	\$188.26	\$5,987,810
Rental and Repair of TV/Radio/Sound Equipment		127	\$2.03	\$64,461
Pets		126	\$1,279.46	\$40,694,453
Toys/Games/Crafts/Hobbies (4)		127	\$230.97	\$7,346,234
Recreational Vehicles and Fees (5)		121	\$239.64	\$7,622,146
Sports/Recreation/Exercise Equipment (6)		128	\$392.17	\$12,473,467
Photo Equipment and Supplies (7)		135	\$82.63	\$2,628,129
Reading (8)		135	\$189.29	\$6,020,418
Catered Affairs (9)		127	\$50.15	\$1,595,161
Food		131	\$14,617.86	\$464,935,510
Food at Home		129	\$9,419.78	\$299,605,582
Bakery and Cereal Products		129	\$1,209.15	\$38,458,216
Meats, Poultry, Fish, and Eggs		129	\$2,026.01	\$64,439,315
Dairy Products		129	\$890.69	\$28,329,190
Fruits and Vegetables		130	\$1,880.26	\$59,803,527
Snacks and Other Food at Home (10)		129	\$3,413.67	\$108,575,333
Food Away from Home		134	\$5,198.07	\$165,329,928
Alcoholic Beverages		135	\$884.61	\$28,135,881

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

1811 York Rd, Lutherville Timonium, Maryland, 21093
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.43196
Longitude: -76.62061

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	135	\$62,555.38	\$1,989,636,302
Value of Retirement Plans	130	\$210,270.06	\$6,687,849,529
Value of Other Financial Assets	127	\$11,520.79	\$366,430,259
Vehicle Loan Amount excluding Interest	125	\$4,408.21	\$140,207,561
Value of Credit Card Debt	129	\$3,724.27	\$118,454,052
Health			
Nonprescription Drugs	124	\$221.08	\$7,031,611
Prescription Drugs	118	\$488.33	\$15,531,785
Eyeglasses and Contact Lenses	126	\$159.31	\$5,067,145
Home			
Mortgage Payment and Basics (11)	125	\$16,846.69	\$535,825,743
Maintenance and Remodeling Services	123	\$5,758.17	\$183,144,231
Maintenance and Remodeling Materials (12)	115	\$991.73	\$31,542,816
Utilities, Fuel, and Public Services	124	\$7,407.80	\$235,612,628
Household Furnishings and Equipment			
Household Textiles (13)	130	\$171.05	\$5,440,280
Furniture	128	\$1,271.38	\$40,437,512
Rugs	133	\$60.44	\$1,922,258
Major Appliances (14)	122	\$716.72	\$22,796,102
Housewares (15)	129	\$137.80	\$4,383,023
Small Appliances	131	\$105.14	\$3,344,071
Luggage	135	\$27.92	\$888,149
Telephones and Accessories	128	\$129.88	\$4,130,863
Household Operations			
Child Care	133	\$733.55	\$23,331,407
Lawn and Garden (16)	123	\$857.43	\$27,271,355
Moving/Storage/Freight Express	139	\$169.37	\$5,386,992
Housekeeping Supplies (17)	127	\$1,150.82	\$36,603,098
Insurance			
Owners and Renters Insurance	118	\$978.81	\$31,132,138
Vehicle Insurance	127	\$2,685.23	\$85,406,337
Life/Other Insurance	127	\$855.99	\$27,225,694
Health Insurance	123	\$6,162.43	\$196,002,139
Personal Care Products (18)	131	\$733.96	\$23,344,289
School Books (19)	140	\$59.46	\$1,891,323
Smoking Products	120	\$560.32	\$17,821,394
Transportation			
Payments on Vehicles excluding Leases	123	\$3,749.35	\$119,251,751
Gasoline and Motor Oil	123	\$4,099.65	\$130,393,494
Vehicle Maintenance and Repairs	127	\$1,888.33	\$60,060,335
Travel			
Airline Fares	134	\$852.89	\$27,126,952
Lodging on Trips	129	\$1,270.63	\$40,413,680
Auto/Truck Rental on Trips	134	\$155.49	\$4,945,483
Food and Drink on Trips	131	\$970.85	\$30,878,878

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

1811 York Rd, Lutherville Timonium, Maryland, 21093
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.43196
Longitude: -76.62061

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Exurbanites (1E)	10.5%	Population	179,084	178,213
Top Tier (1A)	8.5%	Households	72,183	72,673
Young and Restless (11B)	8.0%	Families	42,592	42,516
Enterprising Professionals (2D)	7.4%	Median Age	39.3	40.6
Urban Chic (2A)	7.1%	Median Household Income	\$98,696	\$109,139
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$3,118.47	\$225,100,619
Men's		130	\$574.17	\$41,445,134
Women's		131	\$1,043.62	\$75,331,391
Children's		129	\$471.71	\$34,049,221
Footwear		131	\$653.23	\$47,152,146
Watches & Jewelry		137	\$312.38	\$22,548,774
Apparel Products and Services (1)		130	\$63.37	\$4,573,953
Computer				
Computers and Hardware for Home Use		134	\$362.86	\$26,192,331
Portable Memory		139	\$5.65	\$408,026
Computer Software		135	\$21.02	\$1,517,266
Computer Accessories		129	\$30.67	\$2,213,726
Entertainment & Recreation		128	\$5,246.01	\$378,672,651
Fees and Admissions		134	\$1,109.45	\$80,083,758
Membership Fees for Clubs (2)		135	\$406.39	\$29,334,213
Fees for Participant Sports, excl. Trips		133	\$177.11	\$12,784,038
Tickets to Theatre/Operas/Concerts		136	\$103.72	\$7,487,062
Tickets to Movies		134	\$33.18	\$2,395,376
Tickets to Parks or Museums		130	\$48.67	\$3,513,200
Admission to Sporting Events, excl. Trips		133	\$105.62	\$7,624,166
Fees for Recreational Lessons		135	\$233.63	\$16,864,263
Dating Services		143	\$1.13	\$81,441
TV/Video/Audio		126	\$1,677.79	\$121,108,079
Cable and Satellite Television Services		123	\$930.78	\$67,186,342
Televisions		130	\$198.31	\$14,314,640
Satellite Dishes		119	\$1.49	\$107,412
VCRs, Video Cameras, and DVD Players		127	\$6.33	\$456,882
Miscellaneous Video Equipment		116	\$26.35	\$1,902,158
Video Cassettes and DVDs		130	\$7.52	\$542,755
Video Game Hardware/Accessories		135	\$62.74	\$4,528,777
Video Game Software		141	\$28.66	\$2,068,688
Rental/Streaming/Downloaded Video		130	\$224.59	\$16,211,537
Installation of Televisions		143	\$2.43	\$175,760
Audio (3)		131	\$186.55	\$13,466,049
Rental and Repair of TV/Radio/Sound Equipment		128	\$2.04	\$147,080
Pets		126	\$1,277.80	\$92,235,138
Toys/Games/Crafts/Hobbies (4)		127	\$230.72	\$16,653,874
Recreational Vehicles and Fees (5)		123	\$242.38	\$17,495,956
Sports/Recreation/Exercise Equipment (6)		128	\$390.46	\$28,184,437
Photo Equipment and Supplies (7)		133	\$81.47	\$5,880,477
Reading (8)		133	\$186.42	\$13,456,273
Catered Affairs (9)		125	\$49.52	\$3,574,660
Food		130	\$14,555.40	\$1,050,652,418
Food at Home		129	\$9,399.90	\$678,512,880
Bakery and Cereal Products		129	\$1,207.91	\$87,190,830
Meats, Poultry, Fish, and Eggs		129	\$2,022.76	\$146,008,574
Dairy Products		128	\$888.17	\$64,110,435
Fruits and Vegetables		129	\$1,870.99	\$135,053,561
Snacks and Other Food at Home (10)		128	\$3,410.08	\$246,149,480
Food Away from Home		132	\$5,155.50	\$372,139,538
Alcoholic Beverages		134	\$874.78	\$63,144,471

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.

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March 21, 2025

Retail Goods and Services Expenditures

1811 York Rd, Lutherville Timonium, Maryland, 21093
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.43196
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	135	\$62,460.95	\$4,508,618,874
Value of Retirement Plans	131	\$212,262.95	\$15,321,776,664
Value of Other Financial Assets	128	\$11,631.32	\$839,583,376
Vehicle Loan Amount excluding Interest	126	\$4,440.20	\$320,506,951
Value of Credit Card Debt	129	\$3,734.96	\$269,600,507
Health			
Nonprescription Drugs	126	\$223.16	\$16,108,256
Prescription Drugs	121	\$500.80	\$36,149,240
Eyeglasses and Contact Lenses	126	\$159.43	\$11,508,357
Home			
Mortgage Payment and Basics (11)	126	\$17,089.70	\$1,233,586,049
Maintenance and Remodeling Services	125	\$5,839.86	\$421,538,785
Maintenance and Remodeling Materials (12)	117	\$1,017.10	\$73,417,058
Utilities, Fuel, and Public Services	125	\$7,460.99	\$538,556,907
Household Furnishings and Equipment			
Household Textiles (13)	129	\$170.35	\$12,296,461
Furniture	129	\$1,276.94	\$92,173,695
Rugs	132	\$60.24	\$4,348,626
Major Appliances (14)	123	\$725.17	\$52,344,912
Housewares (15)	128	\$137.24	\$9,906,736
Small Appliances	129	\$103.54	\$7,473,753
Luggage	135	\$27.89	\$2,012,953
Telephones and Accessories	127	\$128.41	\$9,268,909
Household Operations			
Child Care	133	\$734.25	\$53,000,305
Lawn and Garden (16)	124	\$869.64	\$62,773,080
Moving/Storage/Freight Express	137	\$165.96	\$11,979,562
Housekeeping Supplies (17)	127	\$1,150.90	\$83,075,068
Insurance			
Owners and Renters Insurance	121	\$1,003.26	\$72,418,522
Vehicle Insurance	127	\$2,686.36	\$193,909,278
Life/Other Insurance	128	\$863.44	\$62,325,574
Health Insurance	125	\$6,229.15	\$449,638,395
Personal Care Products (18)	130	\$727.44	\$52,508,869
School Books (19)	137	\$58.14	\$4,196,394
Smoking Products	121	\$565.25	\$40,801,759
Transportation			
Payments on Vehicles excluding Leases	124	\$3,783.04	\$273,071,001
Gasoline and Motor Oil	123	\$4,111.18	\$296,757,495
Vehicle Maintenance and Repairs	127	\$1,885.72	\$136,116,966
Travel			
Airline Fares	133	\$843.14	\$60,860,124
Lodging on Trips	129	\$1,271.75	\$91,799,000
Auto/Truck Rental on Trips	133	\$154.58	\$11,157,843
Food and Drink on Trips	130	\$967.71	\$69,852,000

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 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: 39.43196
Longitude: -76.62061

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		1,096		6,101		10,605						
Total Employees:		11,620		71,607		132,284						
Total Population:		9,386		82,609		179,084						
Employee/Population Ratio (per 100 Residents)		124		87		74						
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	3	0.3%	36	0.3%	11	0.2%	72	0.1%	19	0.2%	110	0.1%
Mining	0	0.0%	0	0.0%	1	0.0%	3	0.0%	3	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	15	0.0%	3	0.0%	72	0.1%
Construction	60	5.5%	508	4.4%	256	4.2%	3,224	4.5%	509	4.8%	5,958	4.5%
Building Construction	28	2.5%	251	2.2%	120	2.0%	2,015	2.8%	220	2.1%	3,134	2.4%
Heavy/Civil Eng Construction	3	0.3%	20	0.2%	22	0.4%	184	0.3%	37	0.3%	566	0.4%
Specialty Trade Contractor	28	2.5%	238	2.0%	114	1.9%	1,025	1.4%	252	2.4%	2,258	1.7%
Manufacturing	24	2.2%	370	3.2%	101	1.7%	2,181	3.0%	208	2.0%	6,615	5.0%
Wholesale Trade	17	1.6%	218	1.9%	79	1.3%	759	1.1%	177	1.7%	1,955	1.5%
Durable Goods	16	1.5%	195	1.7%	57	0.9%	601	0.8%	133	1.3%	1,515	1.1%
Nondurable Goods	2	0.2%	24	0.2%	20	0.3%	156	0.2%	41	0.4%	414	0.3%
Trade Broker	0	0.0%	0	0.0%	1	0.0%	2	0.0%	3	0.0%	26	0.0%
Retail Trade	124	11.3%	1,969	16.9%	575	9.4%	8,569	12.0%	1,048	9.9%	16,086	12.2%
Motor Vehicle & Parts Dealers	12	1.1%	722	6.2%	44	0.7%	1,855	2.6%	93	0.9%	2,626	2.0%
Furniture & Home Furnishings Stores	11	1.0%	101	0.9%	37	0.6%	283	0.4%	69	0.7%	545	0.4%
Electronics & Appliance Stores	8	0.7%	140	1.2%	22	0.4%	259	0.4%	40	0.4%	377	0.3%
Building Material & Garden Equipment & Supplies Dealers	11	1.0%	78	0.7%	30	0.5%	433	0.6%	64	0.6%	1,621	1.2%
Food & Beverage Stores	15	1.4%	228	2.0%	64	1.1%	1,551	2.2%	136	1.3%	3,773	2.9%
Health & Personal Care Stores	15	1.4%	83	0.7%	69	1.1%	771	1.1%	116	1.1%	1,149	0.9%
Gasoline Stations & Fuel Dealers	6	0.6%	28	0.2%	19	0.3%	106	0.1%	38	0.4%	190	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	8	0.7%	192	1.6%	124	2.0%	1,563	2.2%	168	1.6%	1,822	1.4%
Sporting Goods, Hobby, Book, & Music Stores	28	2.5%	269	2.3%	102	1.7%	777	1.1%	192	1.8%	2,124	1.6%
General Merchandise Stores	8	0.7%	128	1.1%	64	1.1%	970	1.4%	132	1.2%	1,860	1.4%
Transportation & Warehousing	9	0.8%	54	0.5%	55	0.9%	502	0.7%	106	1.0%	1,003	0.8%
Truck Transportation	3	0.3%	15	0.1%	13	0.2%	55	0.1%	28	0.3%	102	0.1%
Information	15	1.4%	131	1.1%	93	1.5%	1,249	1.7%	191	1.8%	3,517	2.7%
Finance & Insurance	100	9.1%	869	7.5%	502	8.2%	4,386	6.1%	828	7.8%	8,756	6.6%
Central Bank/Credit Intermediation & Related Activities	31	2.8%	290	2.5%	137	2.3%	957	1.3%	242	2.3%	1,665	1.3%
Securities & Commodity Contracts	35	3.2%	302	2.6%	218	3.6%	1,795	2.5%	332	3.1%	3,019	2.3%
Funds, Trusts & Other Financial Vehicles	34	3.1%	277	2.4%	147	2.4%	1,634	2.3%	254	2.4%	4,071	3.1%
Real Estate, Rental & Leasing	69	6.3%	624	5.4%	386	6.3%	3,135	4.4%	659	6.2%	5,254	4.0%
Professional, Scientific & Tech Services	140	12.8%	1,061	9.1%	944	15.5%	8,272	11.6%	1,532	14.4%	14,826	11.2%
Legal Services	45	4.1%	315	2.7%	399	6.5%	2,710	3.8%	523	4.9%	3,924	3.0%
Management of Companies & Enterprises	5	0.5%	39	0.3%	23	0.4%	168	0.2%	48	0.5%	503	0.4%
Administrative, Support & Waste Management Services	42	3.8%	324	2.8%	225	3.7%	1,885	2.6%	383	3.6%	3,549	2.7%
Educational Services	23	2.1%	487	4.2%	128	2.1%	3,505	4.9%	240	2.3%	7,272	5.5%

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March 21, 2025

Business Summary

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

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Latitude: 39.43196
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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
Health Care & Social Assistance	178	16.2%	2,195	18.9%	1,137	18.6%	18,788	26.2%	1,729	16.3%	31,057	23.5%
Ambulatory Health Care	135	12.3%	1,608	13.8%	921	15.1%	10,489	14.7%	1,339	12.6%	16,133	12.2%
Hospital	6	0.6%	108	0.9%	39	0.6%	3,515	4.9%	76	0.7%	6,750	5.1%
Nursing/Residential Care	7	0.6%	172	1.5%	34	0.6%	3,062	4.3%	58	0.6%	4,258	3.2%
Social Assistance	29	2.6%	306	2.6%	144	2.4%	1,720	2.4%	255	2.4%	3,915	3.0%
Arts, Entertainment & Recreation	28	2.5%	273	2.4%	115	1.9%	1,010	1.4%	212	2.0%	1,863	1.4%
Accommodation & Food Services	54	4.9%	1,433	12.3%	304	5.0%	5,842	8.2%	608	5.7%	10,713	8.1%
Accommodation	2	0.2%	48	0.4%	16	0.3%	375	0.5%	39	0.4%	1,077	0.8%
Food Services & Drinking Places	52	4.7%	1,386	11.9%	288	4.7%	5,467	7.6%	570	5.4%	9,636	7.3%
Other Services (except Public Administration)	128	11.7%	908	7.8%	591	9.7%	4,042	5.6%	1,163	11.0%	8,392	6.3%
Repair & Maintenance	17	1.6%	293	2.5%	70	1.1%	714	1.0%	188	1.8%	1,809	1.4%
Automotive Repair & Maintenance	12	1.1%	266	2.3%	47	0.8%	590	0.8%	133	1.3%	1,241	0.9%
Personal & Laundry Service	54	4.9%	355	3.1%	204	3.3%	1,590	2.2%	399	3.8%	2,768	2.1%
Civic and Other Orgs	57	5.2%	259	2.2%	316	5.2%	1,738	2.4%	576	5.4%	3,816	2.9%
Public Administration	4	0.4%	117	1.0%	127	2.1%	3,991	5.6%	152	1.4%	4,718	3.6%
Unclassified Establishments	74	6.8%	3	0.0%	445	7.3%	10	0.0%	787	7.4%	57	0.0%
Total	1,096	100.0%	11,620	100.0%	6,101	100.0%	71,607	100.0%	10,605	100.0%	132,284	100.0%

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Business Summary

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

Prepared by Esri
Latitude: 39.43196
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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	19	1.7%	161	1.4%	64	1.1%	521	0.7%	134	1.3%	1,318	1.0%
Construction	57	5.2%	495	4.3%	237	3.9%	3,008	4.2%	468	4.4%	5,559	4.2%
Manufacturing	21	1.9%	337	2.9%	87	1.4%	2,078	2.9%	184	1.7%	6,498	4.9%
Transportation	16	1.5%	91	0.8%	85	1.4%	647	0.9%	152	1.4%	1,223	0.9%
Communication	8	0.7%	82	0.7%	35	0.6%	414	0.6%	78	0.7%	1,968	1.5%
Utility	1	0.1%	13	0.1%	14	0.2%	133	0.2%	19	0.2%	243	0.2%
Wholesale Trade	18	1.6%	219	1.9%	80	1.3%	765	1.1%	181	1.7%	1,975	1.5%
Retail Trade Summary	177	16.1%	3,368	29.0%	881	14.4%	14,163	19.8%	1,649	15.6%	25,929	19.6%
Home Improvement	12	1.1%	78	0.7%	31	0.5%	436	0.6%	65	0.6%	1,624	1.2%
General Merchandise Stores	3	0.3%	43	0.4%	37	0.6%	599	0.8%	78	0.7%	1,354	1.0%
Food Stores	15	1.4%	230	2.0%	72	1.2%	1,582	2.2%	145	1.4%	3,762	2.8%
Auto Dealers & Gas Stations	18	1.6%	750	6.5%	63	1.0%	1,961	2.7%	131	1.2%	2,816	2.1%
Apparel & Accessory Stores	6	0.6%	55	0.5%	108	1.8%	1,332	1.9%	141	1.3%	1,536	1.2%
Furniture & Home Furnishings	21	1.9%	185	1.6%	68	1.1%	530	0.7%	129	1.2%	994	0.8%
Eating & Drinking Places	48	4.4%	1,362	11.7%	271	4.4%	5,333	7.5%	539	5.1%	9,373	7.1%
Miscellaneous Retail	54	4.9%	665	5.7%	231	3.8%	2,389	3.3%	420	4.0%	4,470	3.4%
Finance, Insurance, Real Estate Summary	175	16.0%	1,554	13.4%	929	15.2%	7,813	10.9%	1,532	14.4%	14,472	10.9%
Banks, Savings & Lending Institutions	31	2.8%	290	2.5%	140	2.3%	970	1.4%	245	2.3%	1,672	1.3%
Securities Brokers	31	2.8%	247	2.1%	210	3.4%	1,701	2.4%	316	3.0%	2,876	2.2%
Insurance Carriers & Agents	34	3.1%	277	2.4%	146	2.4%	1,617	2.3%	250	2.4%	3,999	3.0%
Real Estate, Holding, Other Investment Offices	79	7.2%	740	6.4%	434	7.1%	3,524	4.9%	722	6.8%	5,926	4.5%
Services Summary	527	48.1%	5,182	44.6%	3,118	51.1%	38,075	53.2%	5,271	49.7%	68,334	51.7%
Hotels & Lodging	2	0.2%	48	0.4%	16	0.3%	375	0.5%	39	0.4%	1,077	0.8%
Automotive Services	16	1.5%	294	2.5%	75	1.2%	796	1.1%	185	1.7%	1,565	1.2%
Movies & Amusements	34	3.1%	314	2.7%	135	2.2%	1,184	1.6%	255	2.4%	2,258	1.7%
Health Services	146	13.3%	1,822	15.7%	973	15.9%	16,635	23.2%	1,430	13.5%	26,243	19.8%
Legal Services	40	3.6%	288	2.5%	364	6.0%	2,512	3.5%	476	4.5%	3,634	2.8%
Education Institutions & Libraries	15	1.4%	441	3.8%	100	1.6%	3,595	5.0%	190	1.8%	7,263	5.5%
Other Services	273	24.9%	1,975	17.0%	1,455	23.9%	12,977	18.1%	2,696	25.4%	26,295	19.9%
Government	4	0.4%	117	1.0%	126	2.1%	3,981	5.6%	151	1.4%	4,708	3.6%
Unclassified Establishments	74	6.8%	3	1.0%	445	7.3%	10	5.6%	787	7.4%	57	3.6%
Totals	1,096	100.0%	11,620	100.0%	6,101	100.0%	71,607	100.0%	10,605	100.0%	132,284	100.0%

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