

1215 York Rd, Lutherville Timonium, Maryland, 21093
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.41703
 Longitude: -76.61469

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,204	75,502	232,299
2010 Total Population	14,225	79,414	239,446
2019 Total Population	15,122	83,240	243,260
2019 Group Quarters	1,803	9,063	14,189
2024 Total Population	15,556	85,477	244,864
2019-2024 Annual Rate	0.57%	0.53%	0.13%
2019 Total Daytime Population	17,434	116,685	245,939
Workers	11,235	77,184	131,402
Residents	6,199	39,501	114,537
Household Summary			
2000 Households	5,499	30,608	96,781
2000 Average Household Size	2.14	2.25	2.28
2010 Households	5,693	30,724	97,075
2010 Average Household Size	2.19	2.30	2.32
2019 Households	6,068	32,183	98,016
2019 Average Household Size	2.19	2.30	2.34
2024 Households	6,255	33,211	98,585
2024 Average Household Size	2.20	2.30	2.34
2019-2024 Annual Rate	0.61%	0.63%	0.12%
2010 Families	2,773	17,989	57,487
2010 Average Family Size	2.90	2.94	2.96
2019 Families	2,842	18,414	57,301
2019 Average Family Size	2.94	2.98	3.00
2024 Families	2,887	18,773	57,294
2024 Average Family Size	2.96	2.99	3.01
2019-2024 Annual Rate	0.31%	0.39%	0.00%
Housing Unit Summary			
2000 Housing Units	5,644	31,639	101,516
Owner Occupied Housing Units	57.4%	66.6%	60.2%
Renter Occupied Housing Units	40.0%	30.1%	35.1%
Vacant Housing Units	2.6%	3.3%	4.7%
2010 Housing Units	6,139	32,754	103,917
Owner Occupied Housing Units	52.0%	63.8%	58.8%
Renter Occupied Housing Units	40.8%	30.0%	34.6%
Vacant Housing Units	7.3%	6.2%	6.6%
2019 Housing Units	6,571	34,172	106,163
Owner Occupied Housing Units	48.0%	62.7%	58.5%
Renter Occupied Housing Units	44.3%	31.5%	33.8%
Vacant Housing Units	7.7%	5.8%	7.7%
2024 Housing Units	6,769	35,212	107,411
Owner Occupied Housing Units	47.9%	62.3%	58.5%
Renter Occupied Housing Units	44.5%	32.1%	33.3%
Vacant Housing Units	7.6%	5.7%	8.2%
Median Household Income			
2019	\$77,615	\$91,194	\$76,200
2024	\$79,792	\$95,140	\$81,727
Median Home Value			
2019	\$348,836	\$381,879	\$311,479
2024	\$367,738	\$406,864	\$348,560
Per Capita Income			
2019	\$40,030	\$47,214	\$44,162
2024	\$43,071	\$50,794	\$48,384
Median Age			
2010	37.6	39.4	38.3
2019	38.0	40.4	39.5
2024	38.7	40.9	40.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	6,068	32,176	98,004
<\$15,000	9.8%	7.7%	8.1%
\$15,000 - \$24,999	6.2%	5.1%	6.0%
\$25,000 - \$34,999	7.5%	6.5%	7.7%
\$35,000 - \$49,999	9.6%	8.6%	10.8%
\$50,000 - \$74,999	15.2%	13.4%	16.7%
\$75,000 - \$99,999	13.5%	12.4%	12.5%
\$100,000 - \$149,999	21.6%	21.0%	17.9%
\$150,000 - \$199,999	8.7%	12.0%	9.0%
\$200,000+	8.0%	13.3%	11.4%
Average Household Income	\$97,959	\$122,057	\$109,149
2024 Households by Income			
Household Income Base	6,255	33,204	98,573
<\$15,000	9.0%	7.2%	7.3%
\$15,000 - \$24,999	5.5%	4.7%	5.3%
\$25,000 - \$34,999	7.2%	6.4%	7.3%
\$35,000 - \$49,999	9.6%	8.3%	10.1%
\$50,000 - \$74,999	15.4%	13.1%	16.0%
\$75,000 - \$99,999	13.6%	12.3%	12.6%
\$100,000 - \$149,999	21.6%	21.0%	18.8%
\$150,000 - \$199,999	9.4%	12.8%	10.1%
\$200,000+	8.6%	14.3%	12.7%
Average Household Income	\$105,072	\$130,747	\$119,723
2019 Owner Occupied Housing Units by Value			
Total	3,155	21,431	62,089
<\$50,000	1.4%	1.0%	1.4%
\$50,000 - \$99,999	0.1%	0.4%	3.1%
\$100,000 - \$149,999	1.3%	1.2%	8.8%
\$150,000 - \$199,999	2.4%	3.1%	11.3%
\$200,000 - \$249,999	8.0%	7.2%	11.5%
\$250,000 - \$299,999	18.2%	12.7%	11.8%
\$300,000 - \$399,999	38.1%	29.8%	19.1%
\$400,000 - \$499,999	18.0%	19.7%	13.1%
\$500,000 - \$749,999	10.3%	17.9%	13.2%
\$750,000 - \$999,999	1.4%	4.1%	3.8%
\$1,000,000 - \$1,499,999	0.8%	1.8%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.7%
\$2,000,000 +	0.1%	0.6%	0.5%
Average Home Value	\$376,125	\$444,750	\$379,001
2024 Owner Occupied Housing Units by Value			
Total	3,242	21,920	62,845
<\$50,000	0.7%	0.5%	0.9%
\$50,000 - \$99,999	0.0%	0.2%	2.4%
\$100,000 - \$149,999	0.8%	0.6%	6.8%
\$150,000 - \$199,999	1.4%	1.9%	9.3%
\$200,000 - \$249,999	6.5%	5.6%	10.0%
\$250,000 - \$299,999	14.9%	10.6%	11.1%
\$300,000 - \$399,999	37.9%	29.2%	19.3%
\$400,000 - \$499,999	25.1%	22.2%	15.1%
\$500,000 - \$749,999	9.7%	21.1%	16.4%
\$750,000 - \$999,999	1.9%	5.3%	5.3%
\$1,000,000 - \$1,499,999	0.9%	1.9%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.8%
\$2,000,000 +	0.1%	0.7%	0.6%
Average Home Value	\$395,603	\$471,818	\$415,002

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	14,222	79,414	239,447
0 - 4	3.9%	4.5%	5.6%
5 - 9	4.3%	5.2%	5.5%
10 - 14	3.8%	5.4%	5.6%
15 - 24	22.2%	20.8%	16.9%
25 - 34	12.8%	9.4%	12.4%
35 - 44	11.4%	11.3%	12.1%
45 - 54	12.4%	13.2%	13.9%
55 - 64	10.3%	11.8%	12.5%
65 - 74	6.7%	7.2%	7.3%
75 - 84	7.2%	6.9%	5.5%
85 +	4.9%	4.3%	2.7%
18 +	85.1%	81.5%	79.7%
2019 Population by Age			
Total	15,121	83,239	243,261
0 - 4	3.4%	4.0%	5.0%
5 - 9	3.9%	4.6%	5.2%
10 - 14	4.0%	5.2%	5.5%
15 - 24	21.4%	20.1%	15.8%
25 - 34	14.2%	10.9%	13.2%
35 - 44	10.1%	9.7%	11.4%
45 - 54	10.8%	11.4%	11.6%
55 - 64	10.7%	12.3%	13.0%
65 - 74	8.3%	9.8%	10.2%
75 - 84	7.5%	7.1%	5.9%
85 +	5.6%	4.9%	3.3%
18 +	85.8%	82.9%	81.1%
2024 Population by Age			
Total	15,556	85,478	244,864
0 - 4	3.5%	4.1%	5.0%
5 - 9	3.7%	4.4%	5.0%
10 - 14	3.7%	4.8%	5.2%
15 - 24	21.0%	19.4%	15.4%
25 - 34	14.0%	11.2%	13.1%
35 - 44	10.7%	10.4%	12.1%
45 - 54	10.1%	10.6%	11.0%
55 - 64	10.1%	11.5%	11.9%
65 - 74	8.9%	10.5%	10.9%
75 - 84	8.6%	8.3%	7.1%
85 +	5.7%	5.0%	3.4%
18 +	86.3%	83.7%	81.7%
2010 Population by Sex			
Males	7,206	36,837	110,793
Females	7,019	42,577	128,653
2019 Population by Sex			
Males	7,661	38,855	113,156
Females	7,461	44,385	130,104
2024 Population by Sex			
Males	7,850	39,969	114,181
Females	7,706	45,508	130,683

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,225	79,415	239,446
White Alone	79.6%	83.0%	64.4%
Black Alone	10.7%	7.7%	26.7%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	6.0%	6.3%	5.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	0.8%	1.1%
Two or More Races	2.1%	2.0%	2.1%
Hispanic Origin	4.4%	3.2%	3.4%
Diversity Index	40.7	34.3	54.3
2019 Population by Race/Ethnicity			
Total	15,122	83,240	243,261
White Alone	71.3%	76.4%	59.9%
Black Alone	14.5%	10.4%	28.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.5%	9.0%	7.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.5%	1.2%	1.5%
Two or More Races	2.9%	2.8%	2.8%
Hispanic Origin	7.2%	5.1%	5.0%
Diversity Index	53.5	45.5	59.9
2024 Population by Race/Ethnicity			
Total	15,556	85,477	244,864
White Alone	66.1%	72.0%	56.8%
Black Alone	16.7%	12.1%	28.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	10.2%	10.7%	8.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.2%	1.5%	1.9%
Two or More Races	3.6%	3.4%	3.3%
Hispanic Origin	9.2%	6.5%	6.2%
Diversity Index	60.4	52.1	63.4
2010 Population by Relationship and Household Type			
Total	14,225	79,414	239,446
In Households	87.6%	88.9%	94.2%
In Family Households	57.7%	67.7%	73.0%
Householder	19.5%	22.5%	24.0%
Spouse	15.3%	18.3%	16.9%
Child	19.3%	23.5%	26.9%
Other relative	2.4%	2.2%	3.4%
Nonrelative	1.3%	1.0%	1.9%
In Nonfamily Households	29.9%	21.3%	21.2%
In Group Quarters	12.4%	11.1%	5.8%
Institutionalized Population	12.0%	4.0%	1.8%
Noninstitutionalized Population	0.4%	7.1%	4.0%

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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2019 Population 25+ by Educational Attainment			
Total	10,173	55,009	166,848
Less than 9th Grade	2.6%	1.7%	2.2%
9th - 12th Grade, No Diploma	5.2%	2.3%	3.7%
High School Graduate	15.7%	12.3%	17.3%
GED/Alternative Credential	3.7%	1.5%	2.3%
Some College, No Degree	16.6%	13.5%	16.9%
Associate Degree	5.2%	5.7%	6.6%
Bachelor's Degree	25.8%	32.2%	26.2%
Graduate/Professional Degree	25.1%	30.8%	24.8%
2019 Population 15+ by Marital Status			
Total	13,408	71,743	205,178
Never Married	41.3%	38.6%	38.8%
Married	42.7%	47.2%	45.7%
Widowed	6.7%	6.2%	6.2%
Divorced	9.3%	8.0%	9.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	97.1%	96.1%
Civilian Unemployed (Unemployment Rate)	2.2%	2.9%	3.9%
2019 Employed Population 16+ by Industry			
Total	8,094	43,560	130,194
Agriculture/Mining	0.2%	0.3%	0.2%
Construction	2.1%	2.8%	3.9%
Manufacturing	4.2%	4.4%	4.8%
Wholesale Trade	2.5%	2.1%	1.9%
Retail Trade	8.7%	8.5%	8.4%
Transportation/Utilities	5.4%	3.5%	4.7%
Information	1.3%	1.9%	1.8%
Finance/Insurance/Real Estate	7.8%	9.9%	8.8%
Services	61.5%	60.8%	58.2%
Public Administration	6.2%	5.9%	7.4%
2019 Employed Population 16+ by Occupation			
Total	8,092	43,562	130,193
White Collar	74.7%	79.3%	73.1%
Management/Business/Financial	16.8%	20.5%	17.7%
Professional	31.9%	35.5%	32.8%
Sales	14.6%	12.5%	10.1%
Administrative Support	11.3%	10.8%	12.5%
Services	18.7%	14.4%	16.1%
Blue Collar	6.5%	6.3%	10.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	0.9%	1.4%	2.5%
Installation/Maintenance/Repair	1.6%	1.4%	2.0%
Production	1.6%	1.4%	2.3%
Transportation/Material Moving	2.2%	1.9%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	14,225	79,414	239,446
Population Inside Urbanized Area	100.0%	99.2%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.8%	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	5,694	30,724	97,075
Households with 1 Person	34.4%	31.2%	32.0%
Households with 2+ People	65.6%	68.8%	68.0%
Family Households	48.7%	58.6%	59.2%
Husband-wife Families	38.2%	47.6%	41.6%
With Related Children	15.6%	20.8%	17.7%
Other Family (No Spouse Present)	10.5%	10.9%	17.6%
Other Family with Male Householder	3.1%	2.8%	3.9%
With Related Children	1.4%	1.3%	2.0%
Other Family with Female Householder	7.4%	8.1%	13.7%
With Related Children	3.4%	4.2%	8.3%
Nonfamily Households	16.9%	10.2%	8.7%
All Households with Children	20.6%	26.4%	28.3%
Multigenerational Households	1.6%	1.8%	3.3%
Unmarried Partner Households	5.3%	4.4%	6.1%
Male-female	4.4%	3.5%	5.1%
Same-sex	0.9%	0.8%	1.0%
2010 Households by Size			
Total	5,694	30,724	97,076
1 Person Household	34.4%	31.2%	32.0%
2 Person Household	36.1%	34.4%	33.3%
3 Person Household	14.4%	15.3%	15.8%
4 Person Household	9.8%	12.8%	11.8%
5 Person Household	3.5%	4.5%	4.7%
6 Person Household	1.3%	1.3%	1.6%
7 + Person Household	0.5%	0.4%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	5,693	30,724	97,075
Owner Occupied	56.1%	68.0%	62.9%
Owned with a Mortgage/Loan	36.1%	46.5%	45.3%
Owned Free and Clear	19.9%	21.5%	17.7%
Renter Occupied	43.9%	32.0%	37.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,139	32,754	103,917
Housing Units Inside Urbanized Area	100.0%	99.2%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.8%	0.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	College Towns (14B)	Top Tier (1A)	Parks and Rec (5C)
2.	Pleasantville (2B)	Urban Chic (2A)	Exurbanites (1E)
3.	Urban Chic (2A)	College Towns (14B)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,665,408	\$94,207,629	\$261,625,298
Average Spent	\$2,416.84	\$2,927.25	\$2,669.21
Spending Potential Index	113	137	125
Education: Total \$	\$12,164,428	\$79,109,884	\$205,056,289
Average Spent	\$2,004.68	\$2,458.13	\$2,092.07
Spending Potential Index	126	154	131
Entertainment/Recreation: Total \$	\$21,885,399	\$143,539,639	\$392,596,618
Average Spent	\$3,606.69	\$4,460.11	\$4,005.43
Spending Potential Index	110	136	123
Food at Home: Total \$	\$34,372,887	\$220,401,768	\$618,915,048
Average Spent	\$5,664.62	\$6,848.39	\$6,314.43
Spending Potential Index	109	132	122
Food Away from Home: Total \$	\$25,121,994	\$161,406,786	\$446,015,148
Average Spent	\$4,140.08	\$5,015.28	\$4,550.43
Spending Potential Index	113	136	124
Health Care: Total \$	\$38,691,936	\$252,366,784	\$697,139,506
Average Spent	\$6,376.39	\$7,841.62	\$7,112.51
Spending Potential Index	107	132	120
HH Furnishings & Equipment: Total \$	\$14,302,133	\$93,643,639	\$256,541,999
Average Spent	\$2,356.98	\$2,909.72	\$2,617.35
Spending Potential Index	111	136	123
Personal Care Products & Services: Total \$	\$5,957,392	\$39,156,997	\$107,785,130
Average Spent	\$981.77	\$1,216.70	\$1,099.67
Spending Potential Index	111	137	124
Shelter: Total \$	\$130,099,656	\$845,645,202	\$2,322,965,258
Average Spent	\$21,440.29	\$26,276.15	\$23,699.86
Spending Potential Index	116	142	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,843,598	\$112,217,039	\$302,595,635
Average Spent	\$2,775.81	\$3,486.84	\$3,087.21
Spending Potential Index	112	141	124
Travel: Total \$	\$15,273,063	\$104,289,697	\$278,073,284
Average Spent	\$2,516.98	\$3,240.52	\$2,837.02
Spending Potential Index	112	144	126
Vehicle Maintenance & Repairs: Total \$	\$8,130,808	\$50,995,777	\$139,235,230
Average Spent	\$1,339.95	\$1,584.56	\$1,420.54
Spending Potential Index	117	139	124

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
College Towns (14B)	41.4%	Population	15,122	15,556
Pleasantville (2B)	21.3%	Households	6,068	6,255
Urban Chic (2A)	8.3%	Families	2,842	2,887
Retirement Communities (9E)	7.8%	Median Age	38.0	38.7
Golden Years (9B)	6.0%	Median Household Income	\$77,615	\$79,792
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		113	\$2,416.84	\$14,665,408
Men's		117	\$483.17	\$2,931,858
Women's		114	\$822.72	\$4,992,241
Children's		105	\$337.54	\$2,048,215
Footwear		113	\$541.12	\$3,283,517
Watches & Jewelry		114	\$157.31	\$954,542
Apparel Products and Services (1)		113	\$74.99	\$455,035
Computer				
Computers and Hardware for Home Use		121	\$200.19	\$1,214,758
Portable Memory		112	\$4.99	\$30,250
Computer Software		124	\$12.60	\$76,442
Computer Accessories		113	\$21.45	\$130,180
Entertainment & Recreation		110	\$3,606.69	\$21,885,399
Fees and Admissions		114	\$816.50	\$4,954,536
Membership Fees for Clubs (2)		118	\$277.90	\$1,686,293
Fees for Participant Sports, excl. Trips		108	\$116.29	\$705,663
Tickets to Theatre/Operas/Concerts		122	\$92.11	\$558,938
Tickets to Movies		116	\$63.55	\$385,620
Tickets to Parks or Museums		112	\$36.18	\$219,516
Admission to Sporting Events, excl. Trips		112	\$70.52	\$427,897
Fees for Recreational Lessons		111	\$158.99	\$964,772
Dating Services		137	\$0.96	\$5,836
TV/Video/Audio		110	\$1,344.53	\$8,158,627
Cable and Satellite Television Services		108	\$949.43	\$5,761,111
Televisions		112	\$121.65	\$738,185
Satellite Dishes		98	\$1.54	\$9,337
VCRs, Video Cameras, and DVD Players		114	\$6.57	\$39,856
Miscellaneous Video Equipment		102	\$25.87	\$156,950
Video Cassettes and DVDs		110	\$12.64	\$76,680
Video Game Hardware/Accessories		128	\$35.60	\$215,994
Video Game Software		129	\$19.57	\$118,737
Rental/Streaming/Downloaded Video		119	\$55.54	\$337,029
Installation of Televisions		109	\$1.24	\$7,529
Audio (3)		114	\$111.25	\$675,080
Rental and Repair of TV/Radio/Sound Equipment		116	\$3.65	\$22,140
Pets		105	\$691.65	\$4,196,944
Toys/Games/Crafts/Hobbies (4)		113	\$132.89	\$806,384
Recreational Vehicles and Fees (5)		113	\$181.01	\$1,098,388
Sports/Recreation/Exercise Equipment (6)		108	\$222.93	\$1,352,717
Photo Equipment and Supplies (7)		118	\$61.22	\$371,455
Reading (8)		115	\$122.35	\$742,416
Catered Affairs (9)		126	\$33.61	\$203,933
Food		111	\$9,804.69	\$59,494,881
Food at Home		109	\$5,664.62	\$34,372,887
Bakery and Cereal Products		110	\$743.43	\$4,511,122
Meats, Poultry, Fish, and Eggs		110	\$1,253.78	\$7,607,947
Dairy Products		109	\$585.11	\$3,550,454
Fruits and Vegetables		110	\$1,120.23	\$6,797,528
Snacks and Other Food at Home (10)		109	\$1,962.07	\$11,905,836
Food Away from Home		113	\$4,140.08	\$25,121,994
Alcoholic Beverages		116	\$671.25	\$4,073,160

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	119	\$25,427.47	\$154,293,863
Value of Retirement Plans	110	\$104,709.19	\$635,375,335
Value of Other Financial Assets	123	\$7,003.90	\$42,499,661
Vehicle Loan Amount excluding Interest	105	\$3,010.97	\$18,270,586
Value of Credit Card Debt	109	\$2,654.39	\$16,106,818
Health			
Nonprescription Drugs	106	\$152.22	\$923,670
Prescription Drugs	104	\$378.88	\$2,299,047
Eyeglasses and Contact Lenses	108	\$97.84	\$593,684
Home			
Mortgage Payment and Basics (11)	104	\$10,450.51	\$63,413,713
Maintenance and Remodeling Services	104	\$2,215.94	\$13,446,327
Maintenance and Remodeling Materials (12)	97	\$476.38	\$2,890,689
Utilities, Fuel, and Public Services	109	\$5,298.39	\$32,150,617
Household Furnishings and Equipment			
Household Textiles (13)	112	\$112.56	\$683,020
Furniture	113	\$693.15	\$4,206,019
Rugs	113	\$36.69	\$222,658
Major Appliances (14)	105	\$371.62	\$2,255,012
Housewares (15)	110	\$117.29	\$711,698
Small Appliances	116	\$56.37	\$342,078
Luggage	114	\$16.00	\$97,096
Telephones and Accessories	113	\$85.50	\$518,784
Household Operations			
Child Care	110	\$561.44	\$3,406,824
Lawn and Garden (16)	103	\$484.53	\$2,940,109
Moving/Storage/Freight Express	118	\$78.44	\$475,994
Housekeeping Supplies (17)	106	\$798.13	\$4,843,062
Insurance			
Owners and Renters Insurance	100	\$578.58	\$3,510,847
Vehicle Insurance	110	\$1,707.46	\$10,360,892
Life/Other Insurance	104	\$479.82	\$2,911,544
Health Insurance	108	\$4,231.25	\$25,675,249
Personal Care Products (18)	111	\$554.42	\$3,364,233
School Books and Supplies (19)	120	\$185.68	\$1,126,701
Smoking Products	113	\$454.69	\$2,759,071
Transportation			
Payments on Vehicles excluding Leases	103	\$2,622.79	\$15,915,097
Gasoline and Motor Oil	109	\$2,486.43	\$15,087,669
Vehicle Maintenance and Repairs	117	\$1,339.95	\$8,130,808
Travel			
Airline Fares	116	\$632.24	\$3,836,438
Lodging on Trips	111	\$688.19	\$4,175,917
Auto/Truck Rental on Trips	115	\$30.05	\$182,319
Food and Drink on Trips	112	\$605.13	\$3,671,947

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Top Tier (1A)	12.4%	Population	83,240	85,477
Urban Chic (2A)	11.7%	Households	32,183	33,211
College Towns (14B)	11.6%	Families	18,414	18,773
Golden Years (9B)	10.1%	Median Age	40.4	40.9
Exurbanites (1E)	9.9%	Median Household Income	\$91,194	\$95,140
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		137	\$2,927.25	\$94,207,629
Men's		139	\$575.26	\$18,513,732
Women's		141	\$1,015.20	\$32,672,338
Children's		125	\$402.55	\$12,955,116
Footwear		134	\$644.42	\$20,739,432
Watches & Jewelry		139	\$192.16	\$6,184,249
Apparel Products and Services (1)		147	\$97.65	\$3,142,764
Computer				
Computers and Hardware for Home Use		143	\$237.59	\$7,646,216
Portable Memory		140	\$6.23	\$200,623
Computer Software		146	\$14.79	\$475,874
Computer Accessories		137	\$26.07	\$839,065
Entertainment & Recreation		136	\$4,460.11	\$143,539,639
Fees and Admissions		149	\$1,060.13	\$34,118,229
Membership Fees for Clubs (2)		153	\$362.40	\$11,663,227
Fees for Participant Sports, excl. Trips		142	\$151.85	\$4,886,831
Tickets to Theatre/Operas/Concerts		157	\$118.39	\$3,810,107
Tickets to Movies		140	\$76.74	\$2,469,873
Tickets to Parks or Museums		139	\$44.91	\$1,445,191
Admission to Sporting Events, excl. Trips		144	\$90.69	\$2,918,552
Fees for Recreational Lessons		149	\$214.08	\$6,889,746
Dating Services		154	\$1.08	\$34,702
TV/Video/Audio		130	\$1,594.36	\$51,311,253
Cable and Satellite Television Services		129	\$1,134.64	\$36,515,966
Televisions		131	\$142.42	\$4,583,655
Satellite Dishes		125	\$1.97	\$63,429
VCRs, Video Cameras, and DVD Players		132	\$7.60	\$244,735
Miscellaneous Video Equipment		126	\$32.07	\$1,032,240
Video Cassettes and DVDs		129	\$14.79	\$476,057
Video Game Hardware/Accessories		134	\$37.26	\$1,199,204
Video Game Software		137	\$20.83	\$670,394
Rental/Streaming/Downloaded Video		136	\$63.49	\$2,043,453
Installation of Televisions		149	\$1.70	\$54,750
Audio (3)		137	\$133.59	\$4,299,441
Rental and Repair of TV/Radio/Sound Equipment		126	\$3.98	\$127,930
Pets		129	\$855.96	\$27,547,224
Toys/Games/Crafts/Hobbies (4)		133	\$156.73	\$5,044,168
Recreational Vehicles and Fees (5)		150	\$239.61	\$7,711,401
Sports/Recreation/Exercise Equipment (6)		137	\$284.30	\$9,149,540
Photo Equipment and Supplies (7)		141	\$73.49	\$2,365,227
Reading (8)		144	\$153.95	\$4,954,724
Catered Affairs (9)		156	\$41.57	\$1,337,874
Food		134	\$11,863.67	\$381,808,554
Food at Home		132	\$6,848.39	\$220,401,768
Bakery and Cereal Products		132	\$897.38	\$28,880,355
Meats, Poultry, Fish, and Eggs		132	\$1,509.69	\$48,586,504
Dairy Products		133	\$710.01	\$22,850,261
Fruits and Vegetables		135	\$1,374.66	\$44,240,658
Snacks and Other Food at Home (10)		131	\$2,356.65	\$75,843,991
Food Away from Home		136	\$5,015.28	\$161,406,786
Alcoholic Beverages		146	\$844.48	\$27,177,960

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	156	\$33,561.56	\$1,080,111,817
Value of Retirement Plans	148	\$140,708.14	\$4,528,410,229
Value of Other Financial Assets	153	\$8,671.96	\$279,089,628
Vehicle Loan Amount excluding Interest	123	\$3,528.71	\$113,564,418
Value of Credit Card Debt	135	\$3,305.92	\$106,394,284
Health			
Nonprescription Drugs	130	\$186.55	\$6,003,724
Prescription Drugs	127	\$462.78	\$14,893,759
Eyeglasses and Contact Lenses	133	\$120.87	\$3,890,044
Home			
Mortgage Payment and Basics (11)	139	\$13,996.31	\$450,443,171
Maintenance and Remodeling Services	141	\$3,013.37	\$96,979,418
Maintenance and Remodeling Materials (12)	127	\$621.92	\$20,015,128
Utilities, Fuel, and Public Services	130	\$6,298.43	\$202,702,318
Household Furnishings and Equipment			
Household Textiles (13)	135	\$135.50	\$4,360,752
Furniture	138	\$845.75	\$27,218,666
Rugs	143	\$46.50	\$1,496,630
Major Appliances (14)	130	\$459.97	\$14,803,187
Housewares (15)	136	\$144.13	\$4,638,388
Small Appliances	136	\$65.99	\$2,123,760
Luggage	143	\$20.06	\$645,587
Telephones and Accessories	143	\$107.78	\$3,468,841
Household Operations			
Child Care	139	\$710.48	\$22,865,327
Lawn and Garden (16)	136	\$637.15	\$20,505,357
Moving/Storage/Freight Express	141	\$93.94	\$3,023,225
Housekeeping Supplies (17)	130	\$974.08	\$31,348,896
Insurance			
Owners and Renters Insurance	126	\$731.98	\$23,557,388
Vehicle Insurance	129	\$2,003.01	\$64,462,869
Life/Other Insurance	135	\$621.65	\$20,006,613
Health Insurance	132	\$5,193.28	\$167,135,218
Personal Care Products (18)	134	\$671.71	\$21,617,760
School Books and Supplies (19)	140	\$217.15	\$6,988,692
Smoking Products	122	\$493.15	\$15,870,910
Transportation			
Payments on Vehicles excluding Leases	123	\$3,119.74	\$100,402,567
Gasoline and Motor Oil	127	\$2,911.86	\$93,712,439
Vehicle Maintenance and Repairs	139	\$1,584.56	\$50,995,777
Travel			
Airline Fares	150	\$819.02	\$26,358,537
Lodging on Trips	144	\$896.48	\$28,851,458
Auto/Truck Rental on Trips	148	\$38.88	\$1,251,122
Food and Drink on Trips	143	\$771.94	\$24,843,201

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1215 York Rd, Lutherville Timonium, Maryland, 21093
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.41703
 Longitude: -76.61469

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Parks and Rec (5C)	8.6%	Population	243,260	244,864
Exurbanites (1E)	8.2%	Households	98,016	98,585
Urban Chic (2A)	7.7%	Families	57,301	57,294
Top Tier (1A)	7.1%	Median Age	39.5	40.2
Family Foundations (12A)	6.0%	Median Household Income	\$76,200	\$81,727
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,669.21	\$261,625,298
Men's		125	\$518.15	\$50,787,044
Women's		127	\$914.18	\$89,603,936
Children's		118	\$379.93	\$37,239,417
Footwear		124	\$597.31	\$58,546,000
Watches & Jewelry		125	\$172.73	\$16,930,301
Apparel Products and Services (1)		131	\$86.91	\$8,518,600
Computer				
Computers and Hardware for Home Use		129	\$213.85	\$20,961,104
Portable Memory		124	\$5.53	\$541,885
Computer Software		131	\$13.29	\$1,302,637
Computer Accessories		124	\$23.55	\$2,307,888
Entertainment & Recreation		123	\$4,005.43	\$392,596,618
Fees and Admissions		130	\$927.34	\$90,894,591
Membership Fees for Clubs (2)		132	\$313.11	\$30,689,867
Fees for Participant Sports, excl. Trips		126	\$134.73	\$13,205,664
Tickets to Theatre/Operas/Concerts		136	\$102.31	\$10,028,157
Tickets to Movies		127	\$69.79	\$6,840,119
Tickets to Parks or Museums		126	\$40.66	\$3,985,011
Admission to Sporting Events, excl. Trips		125	\$79.04	\$7,746,826
Fees for Recreational Lessons		130	\$186.69	\$18,298,295
Dating Services		147	\$1.03	\$100,652
TV/Video/Audio		121	\$1,475.74	\$144,646,207
Cable and Satellite Television Services		120	\$1,052.15	\$103,127,980
Televisions		122	\$131.94	\$12,932,602
Satellite Dishes		112	\$1.76	\$172,970
VCRs, Video Cameras, and DVD Players		122	\$7.06	\$692,260
Miscellaneous Video Equipment		119	\$30.29	\$2,968,470
Video Cassettes and DVDs		119	\$13.65	\$1,337,933
Video Game Hardware/Accessories		125	\$34.85	\$3,415,481
Video Game Software		126	\$19.23	\$1,885,080
Rental/Streaming/Downloaded Video		126	\$59.10	\$5,792,284
Installation of Televisions		129	\$1.47	\$144,456
Audio (3)		123	\$120.36	\$11,797,058
Rental and Repair of TV/Radio/Sound Equipment		123	\$3.87	\$379,632
Pets		116	\$767.81	\$75,257,975
Toys/Games/Crafts/Hobbies (4)		122	\$143.47	\$14,062,094
Recreational Vehicles and Fees (5)		125	\$199.54	\$19,557,870
Sports/Recreation/Exercise Equipment (6)		122	\$252.91	\$24,789,505
Photo Equipment and Supplies (7)		127	\$66.39	\$6,506,850
Reading (8)		127	\$135.76	\$13,306,540
Catered Affairs (9)		137	\$36.47	\$3,574,985
Food		123	\$10,864.86	\$1,064,930,197
Food at Home		122	\$6,314.43	\$618,915,048
Bakery and Cereal Products		122	\$828.23	\$81,179,914
Meats, Poultry, Fish, and Eggs		122	\$1,399.36	\$137,159,787
Dairy Products		122	\$651.56	\$63,863,602
Fruits and Vegetables		124	\$1,259.73	\$123,474,005
Snacks and Other Food at Home (10)		121	\$2,175.54	\$213,237,740
Food Away from Home		124	\$4,550.43	\$446,015,148
Alcoholic Beverages		130	\$748.50	\$73,365,426

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	132	\$28,287.53	\$2,772,630,705
Value of Retirement Plans	127	\$120,949.38	\$11,854,974,409
Value of Other Financial Assets	133	\$7,528.85	\$737,947,403
Vehicle Loan Amount excluding Interest	115	\$3,293.24	\$322,790,455
Value of Credit Card Debt	123	\$3,017.29	\$295,742,926
Health			
Nonprescription Drugs	120	\$172.32	\$16,890,141
Prescription Drugs	116	\$422.90	\$41,450,637
Eyeglasses and Contact Lenses	119	\$108.13	\$10,598,936
Home			
Mortgage Payment and Basics (11)	120	\$12,119.47	\$1,187,902,210
Maintenance and Remodeling Services	122	\$2,603.76	\$255,210,213
Maintenance and Remodeling Materials (12)	112	\$545.65	\$53,481,978
Utilities, Fuel, and Public Services	120	\$5,812.91	\$569,757,716
Household Furnishings and Equipment			
Household Textiles (13)	124	\$123.91	\$12,145,445
Furniture	125	\$766.43	\$75,122,255
Rugs	125	\$40.41	\$3,960,732
Major Appliances (14)	117	\$415.17	\$40,693,760
Housewares (15)	122	\$129.51	\$12,693,967
Small Appliances	123	\$59.96	\$5,877,307
Luggage	128	\$17.90	\$1,754,203
Telephones and Accessories	127	\$95.78	\$9,387,688
Household Operations			
Child Care	126	\$642.59	\$62,984,394
Lawn and Garden (16)	118	\$554.25	\$54,325,284
Moving/Storage/Freight Express	132	\$87.44	\$8,570,653
Housekeeping Supplies (17)	120	\$898.96	\$88,112,779
Insurance			
Owners and Renters Insurance	113	\$657.11	\$64,406,812
Vehicle Insurance	120	\$1,857.54	\$182,069,084
Life/Other Insurance	120	\$551.04	\$54,010,742
Health Insurance	120	\$4,715.89	\$462,232,558
Personal Care Products (18)	123	\$614.39	\$60,220,521
School Books and Supplies (19)	125	\$194.39	\$19,053,342
Smoking Products	117	\$472.47	\$46,309,721
Transportation			
Payments on Vehicles excluding Leases	114	\$2,895.06	\$283,761,778
Gasoline and Motor Oil	118	\$2,694.05	\$264,060,104
Vehicle Maintenance and Repairs	124	\$1,420.54	\$139,235,230
Travel			
Airline Fares	131	\$713.78	\$69,962,119
Lodging on Trips	126	\$780.93	\$76,543,298
Auto/Truck Rental on Trips	129	\$33.71	\$3,304,229
Food and Drink on Trips	126	\$679.35	\$66,587,486

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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 civic 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.

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1215 York Rd, Lutherville Timonium, Maryland, 21093
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.41703
Longitude: -76.61469

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,012		5,753		10,240							
Total Employees:	12,064		79,097		133,887							
Total Residential Population:	15,122		83,240		243,260							
Employee/Residential Population Ratio (per 100 Residents)	80		95		55							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	0.8%	60	0.5%	66	1.1%	683	0.9%	125	1.2%	1,243	0.9%
Construction	30	3.0%	235	1.9%	208	3.6%	2,611	3.3%	433	4.2%	4,542	3.4%
Manufacturing	15	1.5%	427	3.5%	85	1.5%	1,651	2.1%	169	1.7%	5,940	4.4%
Transportation	6	0.6%	26	0.2%	59	1.0%	521	0.7%	128	1.2%	1,109	0.8%
Communication	6	0.6%	82	0.7%	37	0.6%	579	0.7%	80	0.8%	1,869	1.4%
Utility	2	0.2%	12	0.1%	5	0.1%	41	0.1%	12	0.1%	140	0.1%
Wholesale Trade	11	1.1%	90	0.7%	81	1.4%	1,852	2.3%	173	1.7%	2,815	2.1%
Retail Trade Summary	131	12.9%	2,762	22.9%	953	16.6%	15,083	19.1%	1,848	18.0%	27,114	20.3%
Home Improvement	2	0.2%	71	0.6%	24	0.4%	235	0.3%	52	0.5%	1,091	0.8%
General Merchandise Stores	4	0.4%	58	0.5%	41	0.7%	869	1.1%	81	0.8%	1,604	1.2%
Food Stores	11	1.1%	291	2.4%	79	1.4%	1,625	2.1%	169	1.7%	3,587	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	20	2.0%	1,034	8.6%	57	1.0%	2,414	3.1%	142	1.4%	3,598	2.7%
Apparel & Accessory Stores	12	1.2%	130	1.1%	124	2.2%	1,503	1.9%	187	1.8%	1,835	1.4%
Furniture & Home Furnishings	12	1.2%	189	1.6%	78	1.4%	817	1.0%	147	1.4%	1,357	1.0%
Eating & Drinking Places	34	3.4%	604	5.0%	278	4.8%	4,808	6.1%	552	5.4%	8,492	6.3%
Miscellaneous Retail	35	3.5%	385	3.2%	271	4.7%	2,814	3.6%	517	5.0%	5,549	4.1%
Finance, Insurance, Real Estate Summary	158	15.6%	1,192	9.9%	876	15.2%	6,816	8.6%	1,435	14.0%	12,188	9.1%
Banks, Savings & Lending Institutions	23	2.3%	220	1.8%	139	2.4%	1,064	1.3%	209	2.0%	1,699	1.3%
Securities Brokers	41	4.1%	335	2.8%	197	3.4%	1,356	1.7%	274	2.7%	2,121	1.6%
Insurance Carriers & Agents	28	2.8%	196	1.6%	199	3.5%	1,712	2.2%	296	2.9%	2,997	2.2%
Real Estate, Holding, Other Investment Offices	66	6.5%	441	3.7%	340	5.9%	2,685	3.4%	656	6.4%	5,371	4.0%
Services Summary	501	49.5%	6,757	56.0%	2,691	46.8%	45,180	57.1%	4,657	45.5%	72,030	53.8%
Hotels & Lodging	1	0.1%	6	0.0%	18	0.3%	635	0.8%	42	0.4%	1,710	1.3%
Automotive Services	27	2.7%	315	2.6%	93	1.6%	980	1.2%	212	2.1%	1,699	1.3%
Motion Pictures & Amusements	15	1.5%	81	0.7%	146	2.5%	1,312	1.7%	281	2.7%	2,865	2.1%
Health Services	158	15.6%	2,175	18.0%	672	11.7%	19,167	24.2%	993	9.7%	25,711	19.2%
Legal Services	48	4.7%	397	3.3%	351	6.1%	2,402	3.0%	426	4.2%	3,365	2.5%
Education Institutions & Libraries	18	1.8%	579	4.8%	113	2.0%	3,479	4.4%	235	2.3%	8,993	6.7%
Other Services	234	23.1%	3,203	26.6%	1,299	22.6%	17,205	21.8%	2,468	24.1%	27,688	20.7%
Government	10	1.0%	388	3.2%	105	1.8%	3,914	4.9%	130	1.3%	4,465	3.3%
Unclassified Establishments	133	13.1%	33	0.3%	587	10.2%	164	0.2%	1,049	10.2%	433	0.3%
Totals	1,012	100.0%	12,064	100.0%	5,753	100.0%	79,097	100.0%	10,240	100.0%	133,887	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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

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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%	12	0.1%	12	0.2%	37	0.0%	17	0.2%	51	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	5	0.0%
Utilities	1	0.1%	4	0.0%	1	0.0%	4	0.0%	2	0.0%	13	0.0%
Construction	35	3.5%	325	2.7%	225	3.9%	2,783	3.5%	471	4.6%	5,039	3.8%
Manufacturing	17	1.7%	416	3.4%	98	1.7%	1,695	2.1%	190	1.9%	5,983	4.5%
Wholesale Trade	11	1.1%	88	0.7%	78	1.4%	1,840	2.3%	161	1.6%	2,774	2.1%
Retail Trade	93	9.2%	2,132	17.7%	643	11.2%	10,019	12.7%	1,248	12.2%	18,192	13.6%
Motor Vehicle & Parts Dealers	15	1.5%	1,014	8.4%	36	0.6%	2,311	2.9%	95	0.9%	3,369	2.5%
Furniture & Home Furnishings Stores	5	0.5%	48	0.4%	46	0.8%	470	0.6%	74	0.7%	670	0.5%
Electronics & Appliance Stores	5	0.5%	131	1.1%	24	0.4%	354	0.4%	57	0.6%	612	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.2%	71	0.6%	24	0.4%	235	0.3%	52	0.5%	1,091	0.8%
Food & Beverage Stores	10	1.0%	267	2.2%	68	1.2%	1,516	1.9%	164	1.6%	3,614	2.7%
Health & Personal Care Stores	12	1.2%	135	1.1%	81	1.4%	846	1.1%	143	1.4%	1,446	1.1%
Gasoline Stations	5	0.5%	20	0.2%	21	0.4%	102	0.1%	48	0.5%	229	0.2%
Clothing & Clothing Accessories Stores	14	1.4%	196	1.6%	149	2.6%	1,882	2.4%	227	2.2%	2,287	1.7%
Sport Goods, Hobby, Book, & Music Stores	8	0.8%	74	0.6%	44	0.8%	545	0.7%	83	0.8%	1,076	0.8%
General Merchandise Stores	4	0.4%	58	0.5%	41	0.7%	869	1.1%	81	0.8%	1,604	1.2%
Miscellaneous Store Retailers	13	1.3%	118	1.0%	95	1.7%	748	0.9%	187	1.8%	1,844	1.4%
Nonstore Retailers	1	0.1%	0	0.0%	14	0.2%	142	0.2%	37	0.4%	350	0.3%
Transportation & Warehousing	5	0.5%	37	0.3%	41	0.7%	419	0.5%	94	0.9%	948	0.7%
Information	15	1.5%	190	1.6%	101	1.8%	2,162	2.7%	200	2.0%	4,116	3.1%
Finance & Insurance	94	9.3%	754	6.2%	543	9.4%	4,210	5.3%	794	7.8%	6,936	5.2%
Central Bank/Credit Intermediation & Related Activities	23	2.3%	220	1.8%	140	2.4%	1,059	1.3%	210	2.1%	1,694	1.3%
Securities, Commodity Contracts & Other Financial	43	4.2%	338	2.8%	204	3.5%	1,438	1.8%	286	2.8%	2,217	1.7%
Insurance Carriers & Related Activities; Funds, Trusts &	28	2.8%	196	1.6%	199	3.5%	1,713	2.2%	298	2.9%	3,024	2.3%
Real Estate, Rental & Leasing	53	5.2%	354	2.9%	323	5.6%	2,365	3.0%	650	6.3%	4,944	3.7%
Professional, Scientific & Tech Services	149	14.7%	1,317	10.9%	875	15.2%	9,742	12.3%	1,331	13.0%	13,379	10.0%
Legal Services	61	6.0%	482	4.0%	381	6.6%	2,616	3.3%	466	4.6%	3,626	2.7%
Management of Companies & Enterprises	4	0.4%	31	0.3%	17	0.3%	157	0.2%	36	0.4%	339	0.3%
Administrative & Support & Waste Management & Remediation	42	4.2%	1,200	9.9%	214	3.7%	2,633	3.3%	398	3.9%	4,096	3.1%
Educational Services	22	2.2%	608	5.0%	153	2.7%	3,513	4.4%	295	2.9%	9,123	6.8%
Health Care & Social Assistance	186	18.4%	2,499	20.7%	824	14.3%	21,584	27.3%	1,284	12.5%	30,652	22.9%
Arts, Entertainment & Recreation	10	1.0%	61	0.5%	94	1.6%	1,036	1.3%	186	1.8%	2,400	1.8%
Accommodation & Food Services	36	3.6%	615	5.1%	311	5.4%	5,590	7.1%	619	6.0%	10,454	7.8%
Accommodation	1	0.1%	6	0.0%	18	0.3%	635	0.8%	42	0.4%	1,710	1.3%
Food Services & Drinking Places	35	3.5%	609	5.0%	294	5.1%	4,955	6.3%	577	5.6%	8,743	6.5%
Other Services (except Public Administration)	90	8.9%	998	8.3%	507	8.8%	5,230	6.6%	1,084	10.6%	9,544	7.1%
Automotive Repair & Maintenance	18	1.8%	244	2.0%	65	1.1%	783	1.0%	157	1.5%	1,347	1.0%
Public Administration	10	1.0%	388	3.2%	105	1.8%	3,914	4.9%	130	1.3%	4,465	3.3%
Unclassified Establishments	133	13.1%	33	0.3%	587	10.2%	164	0.2%	1,049	10.2%	433	0.3%
Total	1,012	100.0%	12,064	100.0%	5,753	100.0%	79,097	100.0%	10,240	100.0%	133,887	100.0%

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