

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	8,855	73,993	158,303
2020 Total Population	9,622	79,528	168,224
2020 Group Quarters	8	7,356	10,735
2024 Total Population	9,595	79,430	167,593
2024 Group Quarters	8	7,367	10,748
2029 Total Population	9,530	79,120	167,378
2024-2029 Annual Rate	-0.14%	-0.08%	-0.03%
2024 Total Daytime Population	14,450	107,734	206,272
Workers	10,171	69,934	128,674
Residents	4,279	37,800	77,598
<b>Household Summary</b>			
2010 Households	3,479	30,502	64,365
2010 Average Household Size	2.55	2.22	2.31
2020 Total Households	3,575	31,557	66,781
2020 Average Household Size	2.69	2.29	2.36
2024 Households	3,561	31,511	66,938
2024 Average Household Size	2.69	2.29	2.34
2029 Households	3,554	31,714	67,673
2029 Average Household Size	2.68	2.26	2.31
2024-2029 Annual Rate	-0.04%	0.13%	0.22%
2010 Families	2,465	16,816	38,193
2010 Average Family Size	3.03	2.92	2.93
2024 Families	2,534	17,668	39,800
2024 Average Family Size	3.25	3.04	3.03
2029 Families	2,520	17,585	39,836
2029 Average Family Size	3.24	3.02	3.01
2024-2029 Annual Rate	-0.11%	-0.09%	0.02%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,555	30,507	65,534
Owner Occupied Housing Units	87.6%	56.8%	62.6%
Renter Occupied Housing Units	10.7%	39.7%	33.6%
Vacant Housing Units	1.7%	3.5%	3.8%
2010 Housing Units	3,605	32,552	68,789
Owner Occupied Housing Units	85.3%	55.4%	61.2%
Renter Occupied Housing Units	11.2%	38.3%	32.4%
Vacant Housing Units	3.5%	6.3%	6.4%
2020 Housing Units	3,729	33,724	71,413
Owner Occupied Housing Units	84.6%	53.1%	58.4%
Renter Occupied Housing Units	11.2%	40.5%	35.1%
Vacant Housing Units	4.2%	6.5%	6.5%
2024 Housing Units	3,717	34,034	71,986
Owner Occupied Housing Units	85.8%	54.1%	59.7%
Renter Occupied Housing Units	10.0%	38.5%	33.3%
Vacant Housing Units	4.2%	7.4%	7.0%
2029 Housing Units	3,721	34,082	72,451
Owner Occupied Housing Units	86.8%	55.6%	61.3%
Renter Occupied Housing Units	8.8%	37.5%	32.1%
Vacant Housing Units	4.5%	6.9%	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.

	1 mile	3 miles	5 miles
<b>2024 Households by Income</b>			
Household Income Base	3,561	31,511	66,930
<\$15,000	2.7%	6.5%	6.8%
\$15,000 - \$24,999	1.8%	4.5%	4.4%
\$25,000 - \$34,999	2.5%	5.6%	4.9%
\$35,000 - \$49,999	7.4%	8.3%	7.4%
\$50,000 - \$74,999	10.8%	13.6%	12.9%
\$75,000 - \$99,999	10.1%	11.3%	11.7%
\$100,000 - \$149,999	19.0%	17.0%	17.1%
\$150,000 - \$199,999	15.5%	11.6%	11.8%
\$200,000+	30.2%	21.6%	22.9%
Average Household Income	\$185,235	\$148,137	\$153,664
<b>2029 Households by Income</b>			
Household Income Base	3,554	31,714	67,665
<\$15,000	2.5%	6.4%	6.6%
\$15,000 - \$24,999	1.4%	3.8%	3.6%
\$25,000 - \$34,999	2.0%	5.0%	4.3%
\$35,000 - \$49,999	5.9%	7.1%	6.3%
\$50,000 - \$74,999	8.9%	12.2%	11.4%
\$75,000 - \$99,999	9.1%	11.2%	11.4%
\$100,000 - \$149,999	17.8%	16.6%	16.8%
\$150,000 - \$199,999	17.1%	12.6%	12.7%
\$200,000+	35.5%	25.2%	26.9%
Average Household Income	\$210,872	\$167,232	\$173,972
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,190	18,408	42,940
<\$50,000	0.4%	0.6%	1.4%
\$50,000 - \$99,999	0.0%	0.0%	0.3%
\$100,000 - \$149,999	0.0%	0.2%	1.0%
\$150,000 - \$199,999	0.0%	0.6%	2.4%
\$200,000 - \$249,999	0.4%	1.9%	4.1%
\$250,000 - \$299,999	2.3%	3.8%	5.5%
\$300,000 - \$399,999	30.2%	24.4%	21.5%
\$400,000 - \$499,999	25.9%	21.9%	17.5%
\$500,000 - \$749,999	30.7%	29.2%	29.4%
\$750,000 - \$999,999	9.5%	12.7%	12.4%
\$1,000,000 - \$1,499,999	0.3%	2.8%	2.6%
\$1,500,000 - \$1,999,999	0.1%	1.3%	1.2%
\$2,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$511,633	\$566,149	\$545,232
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	3,228	18,924	44,411
<\$50,000	0.1%	0.3%	1.0%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.4%
\$150,000 - \$199,999	0.0%	0.2%	1.2%
\$200,000 - \$249,999	0.1%	0.8%	2.2%
\$250,000 - \$299,999	0.8%	2.0%	3.5%
\$300,000 - \$399,999	17.6%	15.3%	15.0%
\$400,000 - \$499,999	22.6%	19.5%	16.3%
\$500,000 - \$749,999	42.5%	37.7%	37.0%
\$750,000 - \$999,999	15.6%	18.5%	18.1%
\$1,000,000 - \$1,499,999	0.4%	3.8%	3.4%
\$1,500,000 - \$1,999,999	0.2%	1.3%	1.3%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$576,223	\$626,604	\$608,791

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

15 W Aylesbury Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43496  
Longitude: -76.62737

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2024	\$135,102	\$100,439	\$103,680
2029	\$155,468	\$110,052	\$114,718
<b>Median Home Value</b>			
2024	\$464,225	\$484,793	\$478,465
2029	\$551,256	\$577,792	\$569,316
<b>Per Capita Income</b>			
2024	\$69,965	\$59,269	\$61,542
2029	\$80,039	\$67,565	\$70,487
<b>Median Age</b>			
2010	44.7	40.9	39.6
2020	42.9	38.8	39.0
2024	42.5	39.4	39.5
2029	43.4	40.7	40.8
<b>2020 Population by Age</b>			
Total	9,622	79,528	168,224
0 - 4	5.8%	4.6%	5.0%
5 - 9	6.4%	5.0%	5.6%
10 - 14	6.6%	5.4%	5.9%
15 - 24	11.1%	17.6%	16.3%
25 - 34	9.9%	12.7%	12.3%
35 - 44	12.9%	11.5%	12.0%
45 - 54	13.9%	11.0%	11.6%
55 - 64	14.1%	11.8%	12.2%
65 - 74	11.3%	10.3%	10.5%
75 - 84	5.4%	6.2%	5.6%
85 +	2.7%	4.0%	3.1%
18 +	76.9%	81.5%	79.9%
<b>2024 Population by Age</b>			
Total	9,595	79,427	167,591
0 - 4	5.6%	4.6%	4.9%
5 - 9	7.4%	5.0%	5.4%
10 - 14	6.8%	4.9%	5.4%
15 - 24	10.2%	17.4%	15.7%
25 - 34	9.0%	12.7%	12.8%
35 - 44	15.0%	12.2%	12.7%
45 - 54	13.3%	10.5%	11.2%
55 - 64	12.7%	10.9%	11.3%
65 - 74	11.4%	10.5%	10.7%
75 - 84	6.1%	7.1%	6.6%
85 +	2.6%	4.2%	3.2%
18 +	76.6%	82.5%	81.1%
<b>2029 Population by Age</b>			
Total	9,530	79,120	167,381
0 - 4	5.3%	4.4%	4.7%
5 - 9	6.6%	4.7%	5.0%
10 - 14	8.0%	5.1%	5.4%
15 - 24	9.6%	16.7%	15.0%
25 - 34	9.5%	12.4%	12.5%
35 - 44	13.5%	12.0%	12.7%
45 - 54	14.1%	10.9%	11.6%
55 - 64	12.0%	10.2%	10.7%
65 - 74	11.3%	10.7%	10.9%
75 - 84	7.3%	8.3%	8.0%
85 +	2.9%	4.6%	3.6%
18 +	76.2%	82.9%	81.7%

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

	1 mile	3 miles	5 miles
<b>2020 Population by Sex</b>			
Males	4,631	37,217	78,792
Females	4,991	42,311	89,432
<b>2024 Population by Sex</b>			
Males	4,698	37,658	79,568
Females	4,897	41,772	88,025
<b>2029 Population by Sex</b>			
Males	4,649	37,422	79,133
Females	4,880	41,698	88,245
<b>2010 Population by Race/Ethnicity</b>			
Total	8,855	73,992	158,304
White Alone	85.5%	78.4%	75.9%
Black Alone	2.7%	9.4%	13.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.0%	8.3%	7.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.6%	1.2%
Two or More Races	1.7%	2.0%	2.1%
Hispanic Origin	3.0%	4.4%	3.7%
Diversity Index	30.3	42.2	44.3
<b>2020 Population by Race/Ethnicity</b>			
Total	9,622	79,528	168,224
White Alone	75.6%	66.3%	65.6%
Black Alone	3.7%	13.8%	17.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	12.0%	9.8%	7.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.8%	3.4%	2.7%
Two or More Races	6.6%	6.3%	6.2%
Hispanic Origin	5.1%	7.4%	6.2%
Diversity Index	46.6	59.1	58.4
<b>2024 Population by Race/Ethnicity</b>			
Total	9,595	79,431	167,593
White Alone	73.5%	64.1%	63.4%
Black Alone	4.1%	14.6%	18.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	12.9%	10.4%	8.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.1%	3.7%	3.0%
Two or More Races	7.2%	6.8%	6.7%
Hispanic Origin	5.7%	8.1%	6.8%
Diversity Index	49.7	61.8	60.9
<b>2029 Population by Race/Ethnicity</b>			
Total	9,531	79,120	167,379
White Alone	71.1%	61.8%	61.3%
Black Alone	4.4%	15.3%	18.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	14.1%	11.3%	9.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	3.9%	3.2%
Two or More Races	7.9%	7.3%	7.2%
Hispanic Origin	6.3%	8.6%	7.3%
Diversity Index	52.9	64.2	63.2

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	9,622	79,528	168,224
In Households	99.9%	90.8%	93.6%
Householder	38.3%	39.9%	39.6%
Opposite-Sex Spouse	22.2%	17.1%	17.7%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.5%	2.1%	2.0%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	30.3%	23.2%	25.2%
Adopted Child	0.7%	0.5%	0.5%
Stepchild	0.7%	0.6%	0.6%
Grandchild	0.9%	0.8%	1.1%
Brother or Sister	0.9%	0.8%	0.9%
Parent	1.2%	1.0%	1.0%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	0.9%	0.9%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.5%	3.1%	3.1%
In Group Quarters	0.1%	9.2%	6.4%
Institutionalized	0.0%	3.4%	2.1%
Noninstitutionalized	0.1%	5.9%	4.3%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	6,716	54,127	114,874
Less than 9th Grade	0.6%	2.1%	1.6%
9th - 12th Grade, No Diploma	0.9%	2.8%	2.3%
High School Graduate	8.2%	12.0%	12.2%
GED/Alternative Credential	0.6%	1.4%	1.5%
Some College, No Degree	12.6%	12.0%	12.5%
Associate Degree	4.4%	5.3%	5.5%
Bachelor's Degree	35.0%	35.4%	33.3%
Graduate/Professional Degree	37.7%	29.1%	31.1%
<b>2024 Population 15+ by Marital Status</b>			
Total	7,696	67,986	141,262
Never Married	24.8%	39.7%	37.6%
Married	62.3%	45.7%	47.9%
Widowed	5.8%	6.3%	5.7%
Divorced	7.1%	8.2%	8.7%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,489	42,334	92,626
Population 16+ Employed	98.2%	98.0%	97.8%
Population 16+ Unemployment rate	1.8%	2.0%	2.2%
Population 16-24 Employed	10.8%	16.1%	13.9%
Population 16-24 Unemployment rate	3.0%	5.2%	6.2%
Population 25-54 Employed	60.1%	57.8%	59.5%
Population 25-54 Unemployment rate	1.3%	1.2%	1.4%
Population 55-64 Employed	18.4%	15.4%	15.8%
Population 55-64 Unemployment rate	2.1%	1.7%	1.8%
Population 65+ Employed	10.6%	10.7%	10.8%
Population 65+ Unemployment rate	2.7%	1.9%	1.8%

	1 mile	3 miles	5 miles
<b>2024 Employed Population 16+ by Industry</b>			
Total	5,392	41,481	90,584
Agriculture/Mining	0.0%	0.6%	0.3%
Construction	4.2%	3.1%	3.5%
Manufacturing	7.0%	6.3%	5.4%
Wholesale Trade	2.0%	1.8%	1.5%
Retail Trade	8.8%	8.0%	7.5%
Transportation/Utilities	2.3%	3.4%	3.5%
Information	2.5%	2.1%	1.9%
Finance/Insurance/Real Estate	8.8%	8.3%	8.6%
Services	59.2%	60.0%	60.6%
Public Administration	5.1%	6.2%	7.1%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	5,392	41,479	90,584
White Collar	83.9%	78.8%	79.7%
Management/Business/Financial	28.5%	23.4%	24.2%
Professional	40.0%	38.2%	39.8%
Sales	8.6%	9.1%	8.5%
Administrative Support	6.9%	8.1%	7.2%
Services	9.1%	12.3%	12.0%
Blue Collar	7.0%	8.8%	8.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.8%	1.7%	1.8%
Installation/Maintenance/Repair	1.4%	1.4%	1.4%
Production	0.5%	1.9%	1.7%
Transportation/Material Moving	3.3%	3.6%	3.4%
<b>2020 Households by Type</b>			
Total	3,575	31,557	66,781
Married Couple Households	59.2%	43.6%	45.4%
With Own Children <18	26.3%	17.8%	18.8%
Without Own Children <18	33.0%	25.8%	26.5%
Cohabiting Couple Households	4.3%	5.6%	5.5%
With Own Children <18	0.8%	1.2%	1.3%
Without Own Children <18	3.6%	4.3%	4.2%
Male Householder, No Spouse/Partner	12.0%	18.8%	17.6%
Living Alone	8.6%	13.6%	12.2%
65 Years and over	3.7%	4.4%	3.9%
With Own Children <18	1.0%	1.4%	1.4%
Without Own Children <18, With Relatives	1.8%	2.1%	2.2%
No Relatives Present	0.6%	1.8%	1.8%
Female Householder, No Spouse/Partner	24.4%	32.1%	31.6%
Living Alone	14.4%	21.0%	19.2%
65 Years and over	9.4%	11.5%	10.0%
With Own Children <18	3.6%	4.3%	4.8%
Without Own Children <18, With Relatives	5.8%	5.1%	5.8%
No Relatives Present	0.6%	1.7%	1.8%
<b>2020 Households by Size</b>			
Total	3,575	31,557	66,781
1 Person Household	23.0%	34.6%	31.4%
2 Person Household	32.1%	31.6%	32.0%
3 Person Household	18.6%	14.1%	15.2%
4 Person Household	17.5%	12.4%	13.3%
5 Person Household	6.2%	4.9%	5.3%
6 Person Household	1.5%	1.7%	1.9%
7 + Person Household	1.0%	0.8%	1.0%

15 W Aylesbury Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43496  
Longitude: -76.62737

	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	3,575	31,557	66,781
Owner Occupied	88.3%	56.8%	62.5%
Owned with a Mortgage/Loan	62.5%	37.9%	43.4%
Owned Free and Clear	25.8%	18.9%	19.0%
Renter Occupied	11.7%	43.2%	37.5%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	112	80	83
Percent of Income for Mortgage	21.5%	30.2%	28.9%
Wealth Index	189	144	150
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	3,729	33,724	71,413
Urban Housing Units	100.0%	99.8%	98.3%
Rural Housing Units	0.0%	0.2%	1.7%
<b>2020 Population By Urban/ Rural Status</b>			
Total	9,622	79,528	168,224
Urban Population	100.0%	99.8%	98.0%
Rural Population	0.0%	0.2%	2.0%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Young and Restless (11B)	Exurbanites (1E)
2.	Savvy Suburbanites (1D)	Exurbanites (1E)	Top Tier (1A)
3.	Exurbanites (1E)	Golden Years (9B)	Enterprising Professionals (2D)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,858,052	\$98,687,813	\$215,932,603
Average Spent	\$3,610.80	\$3,131.85	\$3,225.86
Spending Potential Index	152	131	135
Education: Total \$	\$11,669,511	\$76,431,773	\$168,637,718
Average Spent	\$3,277.03	\$2,425.56	\$2,519.31
Spending Potential Index	190	140	146
Entertainment/Recreation: Total \$	\$23,546,421	\$165,952,943	\$366,071,324
Average Spent	\$6,612.31	\$5,266.51	\$5,468.81
Spending Potential Index	162	129	134
Food at Home: Total \$	\$39,198,726	\$297,493,480	\$651,342,550
Average Spent	\$11,007.79	\$9,440.94	\$9,730.53
Spending Potential Index	151	129	133
Food Away from Home: Total \$	\$21,794,275	\$163,920,452	\$358,342,784
Average Spent	\$6,120.27	\$5,202.01	\$5,353.35
Spending Potential Index	157	134	138
Health Care: Total \$	\$42,499,806	\$301,569,528	\$666,127,311
Average Spent	\$11,934.80	\$9,570.29	\$9,951.41
Spending Potential Index	155	124	129
HH Furnishings & Equipment: Total \$	\$17,734,680	\$128,127,071	\$282,051,127
Average Spent	\$4,980.25	\$4,066.11	\$4,213.62
Spending Potential Index	157	128	133
Personal Care Products & Services: Total \$	\$5,592,665	\$42,177,051	\$91,872,777
Average Spent	\$1,570.53	\$1,338.49	\$1,372.51
Spending Potential Index	158	134	138
Shelter: Total \$	\$150,523,832	\$1,117,125,187	\$2,445,755,140
Average Spent	\$42,270.10	\$35,451.91	\$36,537.62
Spending Potential Index	159	133	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,654,978	\$139,503,054	\$308,953,221
Average Spent	\$5,800.33	\$4,427.12	\$4,615.51
Spending Potential Index	166	126	132
Travel: Total \$	\$18,156,592	\$125,161,460	\$276,673,758
Average Spent	\$5,098.73	\$3,971.99	\$4,133.28
Spending Potential Index	168	131	136
Vehicle Maintenance & Repairs: Total \$	\$7,868,838	\$59,755,553	\$130,645,809
Average Spent	\$2,209.73	\$1,896.34	\$1,951.74
Spending Potential Index	149	128	132

**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.



# Retail Goods and Services Expenditures

15 W Aylesbury Rd, Lutherville Timonium, Maryland, 21093  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.43496  
 Longitude: -76.62737

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	46.5%	Population	9,595	9,530
Savvy Suburbanites (1D)	31.4%	Households	3,561	3,554
Exurbanites (1E)	12.4%	Families	2,534	2,520
Urban Chic (2A)	7.6%	Median Age	42.5	43.4
In Style (5B)	2.1%	Median Household Income	\$135,102	\$155,468
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		152	\$3,610.80	\$12,858,052
Men's		154	\$680.32	\$2,422,613
Women's		149	\$1,187.31	\$4,228,024
Children's		142	\$522.58	\$1,860,890
Footwear		148	\$736.19	\$2,621,556
Watches & Jewelry		180	\$409.86	\$1,459,504
Apparel Products and Services (1)		153	\$74.55	\$265,465
<b>Computer</b>				
Computers and Hardware for Home Use		153	\$414.18	\$1,474,894
Portable Memory		156	\$6.36	\$22,651
Computer Software		143	\$22.40	\$79,759
Computer Accessories		148	\$35.16	\$125,196
<b>Entertainment &amp; Recreation</b>		162	\$6,612.31	\$23,546,421
Fees and Admissions		185	\$1,526.98	\$5,437,592
Membership Fees for Clubs (2)		185	\$560.01	\$1,994,201
Fees for Participant Sports, excl. Trips		185	\$247.27	\$880,528
Tickets to Theatre/Operas/Concerts		182	\$138.41	\$492,882
Tickets to Movies		153	\$37.68	\$134,183
Tickets to Parks or Museums		159	\$59.40	\$211,523
Admission to Sporting Events, excl. Trips		186	\$146.87	\$523,010
Fees for Recreational Lessons		195	\$336.26	\$1,197,420
Dating Services		137	\$1.08	\$3,846
TV/Video/Audio		148	\$1,961.96	\$6,986,533
Cable and Satellite Television Services		149	\$1,127.08	\$4,013,523
Televisions		147	\$224.77	\$800,403
Satellite Dishes		121	\$1.51	\$5,380
VCRs, Video Cameras, and DVD Players		137	\$6.84	\$24,353
Miscellaneous Video Equipment		133	\$30.16	\$107,388
Video Cassettes and DVDs		146	\$8.41	\$29,947
Video Game Hardware/Accessories		131	\$60.84	\$216,656
Video Game Software		134	\$27.05	\$96,337
Rental/Streaming/Downloaded Video		144	\$247.75	\$882,252
Installation of Televisions		230	\$3.91	\$13,914
Audio (3)		155	\$221.05	\$787,143
Rental and Repair of TV/Radio/Sound Equipment		163	\$2.59	\$9,236
Pets		161	\$1,632.72	\$5,814,103
Toys/Games/Crafts/Hobbies (4)		149	\$271.73	\$967,647
Recreational Vehicles and Fees (5)		173	\$340.96	\$1,214,148
Sports/Recreation/Exercise Equipment (6)		157	\$480.54	\$1,711,192
Photo Equipment and Supplies (7)		169	\$103.40	\$368,215
Reading (8)		166	\$232.43	\$827,692
Catered Affairs (9)		155	\$61.58	\$219,300
<b>Food</b>		153	\$17,128.05	\$60,993,000
Food at Home		151	\$11,007.79	\$39,198,726
Bakery and Cereal Products		154	\$1,440.18	\$5,128,467
Meats, Poultry, Fish, and Eggs		147	\$2,311.25	\$8,230,351
Dairy Products		152	\$1,054.54	\$3,755,222
Fruits and Vegetables		154	\$2,220.82	\$7,908,352
Snacks and Other Food at Home (10)		150	\$3,981.00	\$14,176,334
Food Away from Home		157	\$6,120.27	\$21,794,275
Alcoholic Beverages		161	\$1,048.61	\$3,734,088

**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.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	201	\$93,069.72	\$331,421,280
Value of Retirement Plans	195	\$316,958.85	\$1,128,690,478
Value of Other Financial Assets	177	\$16,097.62	\$57,323,623
Vehicle Loan Amount excluding Interest	144	\$5,071.88	\$18,060,957
Value of Credit Card Debt	160	\$4,635.10	\$16,505,594
<b>Health</b>			
Nonprescription Drugs	147	\$261.80	\$932,268
Prescription Drugs	150	\$619.36	\$2,205,533
Eyeglasses and Contact Lenses	163	\$205.54	\$731,922
<b>Home</b>			
Mortgage Payment and Basics (11)	183	\$24,741.72	\$88,105,253
Maintenance and Remodeling Services	184	\$8,574.59	\$30,534,130
Maintenance and Remodeling Materials (12)	171	\$1,481.26	\$5,274,766
Utilities, Fuel, and Public Services	148	\$8,848.97	\$31,511,189
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	151	\$198.77	\$707,820
Furniture	158	\$1,565.46	\$5,574,598
Rugs	181	\$82.66	\$294,351
Major Appliances (14)	160	\$938.73	\$3,342,801
Housewares (15)	151	\$161.59	\$575,424
Small Appliances	137	\$110.15	\$392,242
Luggage	167	\$34.55	\$123,036
Telephones and Accessories	148	\$149.46	\$532,241
<b>Household Operations</b>			
Child Care	176	\$975.71	\$3,474,498
Lawn and Garden (16)	172	\$1,203.62	\$4,286,085
Moving/Storage/Freight Express	156	\$189.68	\$675,442
Housekeeping Supplies (17)	150	\$1,356.45	\$4,830,334
<b>Insurance</b>			
Owners and Renters Insurance	162	\$1,342.83	\$4,781,819
Vehicle Insurance	141	\$2,994.28	\$10,662,630
Life/Other Insurance	175	\$1,185.35	\$4,221,044
Health Insurance	155	\$7,729.31	\$27,524,068
Personal Care Products (18)	151	\$843.20	\$3,002,645
School Books (19)	159	\$67.87	\$241,698
Smoking Products	117	\$548.69	\$1,953,873
<b>Transportation</b>			
Payments on Vehicles excluding Leases	146	\$4,447.86	\$15,838,819
Gasoline and Motor Oil	140	\$4,653.80	\$16,572,194
Vehicle Maintenance and Repairs	149	\$2,209.73	\$7,868,838
<b>Travel</b>			
Airline Fares	171	\$1,083.33	\$3,857,726
Lodging on Trips	173	\$1,697.90	\$6,046,220
Auto/Truck Rental on Trips	167	\$193.85	\$690,285
Food and Drink on Trips	165	\$1,223.69	\$4,357,566

**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.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Young and Restless (11B)	13.9%	Population	79,430	79,120
Exurbanites (1E)	12.2%	Households	31,511	31,714
Golden Years (9B)	9.7%	Families	17,668	17,585
College Towns (14B)	9.6%	Median Age	39.4	40.7
Pleasantville (2B)	9.1%	Median Household Income	\$100,439	\$110,052
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		131	\$3,131.85	\$98,687,813
Men's		131	\$577.74	\$18,205,091
Women's		131	\$1,048.80	\$33,048,714
Children's		127	\$467.30	\$14,725,183
Footwear		132	\$658.99	\$20,765,444
Watches & Jewelry		138	\$315.27	\$9,934,452
Apparel Products and Services (1)		131	\$63.75	\$2,008,930
<b>Computer</b>				
Computers and Hardware for Home Use		136	\$368.21	\$11,602,688
Portable Memory		143	\$5.82	\$183,524
Computer Software		138	\$21.51	\$677,925
Computer Accessories		131	\$31.12	\$980,466
<b>Entertainment &amp; Recreation</b>		129	\$5,266.51	\$165,952,943
Fees and Admissions		135	\$1,114.18	\$35,108,862
Membership Fees for Clubs (2)		135	\$408.10	\$12,859,669
Fees for Participant Sports, excl. Trips		133	\$176.71	\$5,568,242
Tickets to Theatre/Operas/Concerts		138	\$105.34	\$3,319,458
Tickets to Movies		138	\$33.99	\$1,071,164
Tickets to Parks or Museums		130	\$48.82	\$1,538,506
Admission to Sporting Events, excl. Trips		132	\$104.74	\$3,300,339
Fees for Recreational Lessons		136	\$235.35	\$7,416,078
Dating Services		142	\$1.12	\$35,406
TV/Video/Audio		127	\$1,679.04	\$52,908,351
Cable and Satellite Television Services		123	\$925.87	\$29,174,994
Televisions		130	\$198.42	\$6,252,386
Satellite Dishes		119	\$1.49	\$46,966
VCRs, Video Cameras, and DVD Players		129	\$6.43	\$202,736
Miscellaneous Video Equipment		116	\$26.25	\$827,031
Video Cassettes and DVDs		133	\$7.69	\$242,213
Video Game Hardware/Accessories		138	\$63.87	\$2,012,587
Video Game Software		146	\$29.52	\$930,107
Rental/Streaming/Downloaded Video		131	\$226.66	\$7,142,132
Installation of Televisions		143	\$2.43	\$76,700
Audio (3)		132	\$188.39	\$5,936,215
Rental and Repair of TV/Radio/Sound Equipment		128	\$2.04	\$64,284
Pets		127	\$1,284.42	\$40,473,348
Toys/Games/Crafts/Hobbies (4)		127	\$231.10	\$7,282,040
Recreational Vehicles and Fees (5)		122	\$240.56	\$7,580,389
Sports/Recreation/Exercise Equipment (6)		129	\$394.55	\$12,432,589
Photo Equipment and Supplies (7)		135	\$82.42	\$2,597,069
Reading (8)		136	\$190.21	\$5,993,726
Catered Affairs (9)		126	\$50.03	\$1,576,568
<b>Food</b>		131	\$14,642.95	\$461,413,932
Food at Home		129	\$9,440.94	\$297,493,480
Bakery and Cereal Products		129	\$1,211.49	\$38,175,356
Meats, Poultry, Fish, and Eggs		129	\$2,031.17	\$64,004,065
Dairy Products		129	\$893.33	\$28,149,746
Fruits and Vegetables		130	\$1,883.34	\$59,345,941
Snacks and Other Food at Home (10)		129	\$3,421.61	\$107,818,372
Food Away from Home		134	\$5,202.01	\$163,920,452
Alcoholic Beverages		136	\$885.59	\$27,905,786

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**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	136	\$62,806.98	\$1,979,110,756
Value of Retirement Plans	130	\$211,202.43	\$6,655,199,803
Value of Other Financial Assets	128	\$11,632.46	\$366,550,410
Vehicle Loan Amount excluding Interest	125	\$4,420.67	\$139,299,622
Value of Credit Card Debt	129	\$3,729.49	\$117,520,061
<b>Health</b>			
Nonprescription Drugs	126	\$223.13	\$7,031,039
Prescription Drugs	119	\$491.80	\$15,497,031
Eyeglasses and Contact Lenses	126	\$159.66	\$5,031,019
<b>Home</b>			
Mortgage Payment and Basics (11)	125	\$16,915.84	\$533,034,906
Maintenance and Remodeling Services	124	\$5,803.52	\$182,874,822
Maintenance and Remodeling Materials (12)	115	\$997.74	\$31,439,827
Utilities, Fuel, and Public Services	125	\$7,434.87	\$234,280,142
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	130	\$171.24	\$5,395,880
Furniture	129	\$1,274.85	\$40,171,778
Rugs	133	\$60.44	\$1,904,505
Major Appliances (14)	122	\$720.11	\$22,691,358
Housewares (15)	129	\$138.43	\$4,362,157
Small Appliances	131	\$105.20	\$3,315,105
Luggage	135	\$27.95	\$880,585
Telephones and Accessories	129	\$130.46	\$4,110,853
<b>Household Operations</b>			
Child Care	132	\$729.60	\$22,990,528
Lawn and Garden (16)	123	\$863.12	\$27,197,628
Moving/Storage/Freight Express	139	\$169.41	\$5,338,402
Housekeeping Supplies (17)	128	\$1,156.87	\$36,454,130
<b>Insurance</b>			
Owners and Renters Insurance	119	\$985.85	\$31,065,126
Vehicle Insurance	127	\$2,695.70	\$84,944,256
Life/Other Insurance	127	\$859.66	\$27,088,839
Health Insurance	124	\$6,204.46	\$195,508,602
Personal Care Products (18)	131	\$735.74	\$23,183,925
School Books (19)	139	\$59.22	\$1,865,976
Smoking Products	120	\$561.33	\$17,688,027
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,757.48	\$118,401,889
Gasoline and Motor Oil	123	\$4,111.14	\$129,546,157
Vehicle Maintenance and Repairs	128	\$1,896.34	\$59,755,553
<b>Travel</b>			
Airline Fares	135	\$854.97	\$26,941,097
Lodging on Trips	130	\$1,273.96	\$40,143,887
Auto/Truck Rental on Trips	134	\$155.62	\$4,903,791
Food and Drink on Trips	131	\$973.19	\$30,666,170

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**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

15 W Aylesbury Rd, Lutherville Timonium, Maryland, 21093  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.43496  
 Longitude: -76.62737

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Exurbanites (1E)	11.9%	Population	167,593	167,378
Top Tier (1A)	9.7%	Households	66,938	67,673
Enterprising Professionals (2D)	8.0%	Families	39,800	39,836
Young and Restless (11B)	7.3%	Median Age	39.5	40.8
Golden Years (9B)	7.2%	Median Household Income	\$103,680	\$114,718
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		135	\$3,225.86	\$215,932,603
Men's		135	\$594.79	\$39,814,324
Women's		135	\$1,077.84	\$72,148,749
Children's		132	\$484.51	\$32,432,414
Footwear		135	\$675.26	\$45,200,422
Watches & Jewelry		144	\$327.86	\$21,946,125
Apparel Products and Services (1)		135	\$65.59	\$4,390,569
<b>Computer</b>				
Computers and Hardware for Home Use		139	\$376.25	\$25,185,290
Portable Memory		144	\$5.88	\$393,519
Computer Software		139	\$21.76	\$1,456,477
Computer Accessories		134	\$31.88	\$2,134,111
<b>Entertainment &amp; Recreation</b>		134	\$5,468.81	\$366,071,324
Fees and Admissions		141	\$1,167.04	\$78,119,025
Membership Fees for Clubs (2)		141	\$426.61	\$28,556,314
Fees for Participant Sports, excl. Trips		140	\$186.11	\$12,458,126
Tickets to Theatre/Operas/Concerts		144	\$109.18	\$7,308,033
Tickets to Movies		140	\$34.56	\$2,313,248
Tickets to Parks or Museums		136	\$50.76	\$3,397,628
Admission to Sporting Events, excl. Trips		139	\$110.16	\$7,373,674
Fees for Recreational Lessons		144	\$248.52	\$16,635,495
Dating Services		144	\$1.14	\$76,507
TV/Video/Audio		131	\$1,733.04	\$116,006,276
Cable and Satellite Television Services		127	\$962.15	\$64,404,233
Televisions		134	\$204.20	\$13,668,569
Satellite Dishes		122	\$1.52	\$101,612
VCRs, Video Cameras, and DVD Players		132	\$6.57	\$439,655
Miscellaneous Video Equipment		119	\$26.93	\$1,802,543
Video Cassettes and DVDs		136	\$7.84	\$524,515
Video Game Hardware/Accessories		138	\$64.13	\$4,292,770
Video Game Software		145	\$29.33	\$1,963,522
Rental/Streaming/Downloaded Video		134	\$231.76	\$15,513,504
Installation of Televisions		152	\$2.59	\$173,191
Audio (3)		136	\$193.90	\$12,979,521
Rental and Repair of TV/Radio/Sound Equipment		134	\$2.13	\$142,641
Pets		132	\$1,334.27	\$89,313,534
Toys/Games/Crafts/Hobbies (4)		131	\$238.88	\$15,990,015
Recreational Vehicles and Fees (5)		129	\$255.28	\$17,088,180
Sports/Recreation/Exercise Equipment (6)		134	\$407.92	\$27,305,659
Photo Equipment and Supplies (7)		140	\$85.27	\$5,708,032
Reading (8)		140	\$195.41	\$13,080,033
Catered Affairs (9)		130	\$51.70	\$3,460,569
<b>Food</b>		135	\$15,083.89	\$1,009,685,334
Food at Home		133	\$9,730.53	\$651,342,550
Bakery and Cereal Products		134	\$1,251.74	\$83,789,177
Meats, Poultry, Fish, and Eggs		133	\$2,089.06	\$139,837,665
Dairy Products		133	\$921.32	\$61,671,215
Fruits and Vegetables		134	\$1,941.95	\$129,990,056
Snacks and Other Food at Home (10)		133	\$3,526.46	\$236,054,437
Food Away from Home		138	\$5,353.35	\$358,342,784
Alcoholic Beverages		139	\$910.47	\$60,944,984

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**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	143	\$66,209.28	\$4,431,916,693
Value of Retirement Plans	138	\$223,988.81	\$14,993,363,086
Value of Other Financial Assets	135	\$12,234.10	\$818,926,094
Vehicle Loan Amount excluding Interest	129	\$4,571.13	\$305,982,010
Value of Credit Card Debt	134	\$3,880.21	\$259,733,266
<b>Health</b>			
Nonprescription Drugs	130	\$230.35	\$15,419,383
Prescription Drugs	124	\$514.52	\$34,441,234
Eyeglasses and Contact Lenses	131	\$166.23	\$11,127,396
<b>Home</b>			
Mortgage Payment and Basics (11)	133	\$18,011.93	\$1,205,682,435
Maintenance and Remodeling Services	132	\$6,169.80	\$412,994,053
Maintenance and Remodeling Materials (12)	123	\$1,066.84	\$71,412,459
Utilities, Fuel, and Public Services	129	\$7,702.16	\$515,567,062
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	134	\$176.33	\$11,803,475
Furniture	134	\$1,324.56	\$88,663,447
Rugs	139	\$63.40	\$4,243,828
Major Appliances (14)	128	\$754.93	\$50,533,674
Housewares (15)	133	\$142.53	\$9,540,748
Small Appliances	133	\$106.89	\$7,154,674
Luggage	140	\$28.99	\$1,940,627
Telephones and Accessories	131	\$132.99	\$8,901,948
<b>Household Operations</b>			
Child Care	139	\$769.51	\$51,509,458
Lawn and Garden (16)	130	\$910.53	\$60,948,807
Moving/Storage/Freight Express	142	\$172.67	\$11,558,358
Housekeeping Supplies (17)	132	\$1,191.41	\$79,750,274
<b>Insurance</b>			
Owners and Renters Insurance	126	\$1,042.87	\$69,807,438
Vehicle Insurance	130	\$2,765.22	\$185,098,231
Life/Other Insurance	134	\$903.52	\$60,480,110
Health Insurance	129	\$6,455.18	\$432,096,557
Personal Care Products (18)	135	\$753.85	\$50,461,020
School Books (19)	142	\$60.30	\$4,036,685
Smoking Products	122	\$571.93	\$38,284,061
<b>Transportation</b>			
Payments on Vehicles excluding Leases	128	\$3,898.02	\$260,925,545
Gasoline and Motor Oil	127	\$4,234.10	\$283,422,061
Vehicle Maintenance and Repairs	132	\$1,951.74	\$130,645,809
<b>Travel</b>			
Airline Fares	140	\$886.00	\$59,307,078
Lodging on Trips	136	\$1,332.98	\$89,227,086
Auto/Truck Rental on Trips	139	\$161.20	\$10,790,247
Food and Drink on Trips	136	\$1,010.45	\$67,637,588

**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.

- (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

15 W Aylesbury Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43496  
Longitude: -76.62737

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	910		6,269		10,765							
Total Employees:	10,387		74,794		139,768							
Total Population:	9,595		79,430		167,593							
Employee/Population Ratio (per 100 Residents)	108		94		83							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	1.4%	122	1.2%	58	0.9%	513	0.7%	131	1.2%	1,395	1.0%
Construction	51	5.6%	457	4.4%	233	3.7%	3,217	4.3%	455	4.2%	6,161	4.4%
Manufacturing	20	2.2%	357	3.4%	78	1.2%	2,280	3.0%	172	1.6%	7,150	5.1%
Transportation	13	1.4%	115	1.1%	81	1.3%	581	0.8%	140	1.3%	1,079	0.8%
Communication	8	0.9%	77	0.7%	35	0.6%	505	0.7%	78	0.7%	2,162	1.5%
Utility	1	0.1%	11	0.1%	14	0.2%	123	0.2%	20	0.2%	268	0.2%
Wholesale Trade	17	1.9%	250	2.4%	80	1.3%	963	1.3%	177	1.6%	2,022	1.4%
Retail Trade Summary	157	17.3%	2,673	25.7%	875	14.0%	14,560	19.5%	1,540	14.3%	25,260	18.1%
Home Improvement	11	1.2%	70	0.7%	31	0.5%	340	0.5%	59	0.5%	1,057	0.8%
General Merchandise Stores	4	0.4%	110	1.1%	37	0.6%	720	1.0%	73	0.7%	1,613	1.2%
Food Stores	14	1.5%	219	2.1%	69	1.1%	1,371	1.8%	135	1.3%	3,334	2.4%
Auto Dealers & Gas Stations	15	1.6%	720	6.9%	68	1.1%	2,187	2.9%	120	1.1%	3,042	2.2%
Apparel & Accessory Stores	6	0.7%	61	0.6%	107	1.7%	1,314	1.8%	137	1.3%	1,509	1.1%
Furniture & Home Furnishings	20	2.2%	184	1.8%	65	1.0%	548	0.7%	124	1.2%	983	0.7%
Eating & Drinking Places	42	4.6%	730	7.0%	273	4.4%	5,615	7.5%	492	4.6%	8,854	6.3%
Miscellaneous Retail	46	5.1%	581	5.6%	224	3.6%	2,465	3.3%	400	3.7%	4,869	3.5%
Finance, Insurance, Real Estate Summary	146	16.0%	1,555	15.0%	918	14.6%	9,024	12.1%	1,511	14.0%	16,838	12.0%
Banks, Savings & Lending Institutions	30	3.3%	313	3.0%	149	2.4%	1,291	1.7%	247	2.3%	2,243	1.6%
Securities Brokers	23	2.5%	161	1.6%	190	3.0%	1,903	2.5%	301	2.8%	3,182	2.3%
Insurance Carriers & Agents	25	2.7%	245	2.4%	151	2.4%	1,859	2.5%	265	2.5%	4,942	3.5%
Real Estate, Holding, Other Investment Offices	68	7.5%	836	8.0%	428	6.8%	3,971	5.3%	699	6.5%	6,471	4.6%
Services Summary	393	43.2%	4,529	43.6%	3,052	48.7%	38,698	51.7%	5,184	48.2%	71,626	51.2%
Hotels & Lodging	2	0.2%	56	0.5%	16	0.3%	419	0.6%	42	0.4%	1,292	0.9%
Automotive Services	11	1.2%	451	4.3%	80	1.3%	1,009	1.3%	179	1.7%	1,576	1.1%
Movies & Amusements	28	3.1%	253	2.4%	128	2.0%	1,150	1.5%	240	2.2%	2,343	1.7%
Health Services	84	9.2%	1,159	11.2%	981	15.6%	15,392	20.6%	1,434	13.3%	24,681	17.7%
Legal Services	27	3.0%	252	2.4%	345	5.5%	2,539	3.4%	480	4.5%	3,844	2.8%
Education Institutions & Libraries	14	1.5%	285	2.7%	94	1.5%	3,248	4.3%	192	1.8%	7,798	5.6%
Other Services	226	24.8%	2,073	20.0%	1,409	22.5%	14,940	20.0%	2,617	24.3%	30,092	21.5%
Government	2	0.2%	192	1.8%	127	2.0%	4,009	5.4%	158	1.5%	5,153	3.7%
Unclassified Establishments	89	9.8%	51	0.5%	720	11.5%	321	0.4%	1,198	11.1%	653	0.5%
Totals	910	100.0%	10,387	100.0%	6,269	100.0%	74,794	100.0%	10,765	100.0%	139,768	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

15 W Aylesbury Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43496  
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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	1	0.1%	17	0.2%	10	0.2%	67	0.1%	18	0.2%	94	0.1%
Mining	0	0.0%	0	0.0%	1	0.0%	3	0.0%	3	0.0%	11	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	3	0.0%	2	0.0%	61	0.0%
Construction	53	5.8%	466	4.5%	249	4.0%	3,421	4.6%	489	4.5%	6,515	4.7%
Manufacturing	24	2.6%	403	3.9%	97	1.5%	2,343	3.1%	201	1.9%	7,088	5.1%
Wholesale Trade	16	1.8%	247	2.4%	78	1.2%	956	1.3%	173	1.6%	2,004	1.4%
Retail Trade	110	12.1%	1,901	18.3%	569	9.1%	8,691	11.6%	991	9.2%	15,966	11.4%
Motor Vehicle & Parts Dealers	10	1.1%	696	6.7%	50	0.8%	2,086	2.8%	90	0.8%	2,818	2.0%
Furniture & Home Furnishings Stores	12	1.3%	97	0.9%	36	0.6%	281	0.4%	68	0.6%	573	0.4%
Electronics & Appliance Stores	5	0.5%	131	1.3%	18	0.3%	270	0.4%	37	0.3%	367	0.3%
Building Material & Garden Equipment & Supplies Dealers	10	1.1%	69	0.7%	30	0.5%	336	0.4%	58	0.5%	1,053	0.8%
Food & Beverage Stores	15	1.6%	226	2.2%	65	1.0%	1,374	1.8%	129	1.2%	3,481	2.5%
Health & Personal Care Stores	13	1.4%	87	0.8%	68	1.1%	836	1.1%	111	1.0%	1,244	0.9%
Gasoline Stations & Fuel Dealers	5	0.5%	23	0.2%	18	0.3%	101	0.1%	30	0.3%	224	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	8	0.9%	183	1.8%	124	2.0%	1,564	2.1%	161	1.5%	1,806	1.3%
Sporting Goods, Hobby, Book, & Music Stores	23	2.5%	214	2.1%	95	1.5%	715	1.0%	184	1.7%	2,192	1.6%
General Merchandise Stores	8	0.9%	173	1.7%	65	1.0%	1,128	1.5%	123	1.1%	2,210	1.6%
Transportation & Warehousing	7	0.8%	71	0.7%	51	0.8%	433	0.6%	96	0.9%	863	0.6%
Information	14	1.5%	141	1.4%	92	1.5%	1,506	2.0%	190	1.8%	4,180	3.0%
Finance & Insurance	80	8.8%	766	7.4%	498	7.9%	5,145	6.9%	831	7.7%	10,570	7.6%
Central Bank/Credit Intermediation & Related Activities	29	3.2%	312	3.0%	146	2.3%	1,275	1.7%	245	2.3%	2,238	1.6%
Securities & Commodity Contracts	26	2.9%	210	2.0%	200	3.2%	1,995	2.7%	318	3.0%	3,323	2.4%
Funds, Trusts & Other Financial Vehicles	25	2.7%	245	2.4%	152	2.4%	1,875	2.5%	268	2.5%	5,009	3.6%
Real Estate, Rental & Leasing	63	6.9%	761	7.3%	385	6.1%	3,666	4.9%	635	5.9%	5,987	4.3%
Professional, Scientific & Tech Services	112	12.3%	1,004	9.7%	908	14.5%	9,426	12.6%	1,549	14.4%	17,588	12.6%
Legal Services	28	3.1%	258	2.5%	378	6.0%	2,723	3.6%	529	4.9%	4,135	3.0%
Management of Companies & Enterprises	3	0.3%	24	0.2%	22	0.4%	155	0.2%	46	0.4%	364	0.3%
Administrative, Support & Waste Management Services	35	3.8%	303	2.9%	228	3.6%	1,812	2.4%	392	3.6%	3,461	2.5%
Educational Services	20	2.2%	328	3.2%	118	1.9%	3,163	4.2%	239	2.2%	7,767	5.6%
Health Care & Social Assistance	106	11.6%	1,605	15.5%	1,130	18.0%	17,706	23.7%	1,703	15.8%	29,639	21.2%
Arts, Entertainment & Recreation	24	2.6%	216	2.1%	109	1.7%	959	1.3%	203	1.9%	1,947	1.4%
Accommodation & Food Services	47	5.2%	803	7.7%	303	4.8%	6,145	8.2%	559	5.2%	10,355	7.4%
Accommodation	2	0.2%	56	0.5%	16	0.3%	419	0.6%	42	0.4%	1,292	0.9%
Food Services & Drinking Places	44	4.8%	747	7.2%	287	4.6%	5,725	7.7%	517	4.8%	9,063	6.5%
Other Services (except Public Administration)	104	11.4%	1,088	10.5%	575	9.2%	4,854	6.5%	1,088	10.1%	9,490	6.8%
Automotive Repair & Maintenance	9	1.0%	439	4.2%	52	0.8%	811	1.1%	127	1.2%	1,276	0.9%
Public Administration	2	0.2%	192	1.8%	128	2.0%	4,019	5.4%	159	1.5%	5,163	3.7%
Unclassified Establishments	89	9.8%	51	0.5%	720	11.5%	321	0.4%	1,198	11.1%	653	0.5%
<b>Total</b>	<b>910</b>	<b>100.0%</b>	<b>10,387</b>	<b>100.0%</b>	<b>6,269</b>	<b>100.0%</b>	<b>74,794</b>	<b>100.0%</b>	<b>10,765</b>	<b>100.0%</b>	<b>139,768</b>	<b>100.0%</b>

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