

1919 Greenspring Dr, Lutherville Timonium, Maryland, 21093  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.43176  
 Longitude: -76.62865

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,011	76,177	170,080
2020 Total Population	9,752	82,119	180,371
2020 Group Quarters	8	9,592	10,808
2022 Total Population	9,810	82,884	181,230
2022 Group Quarters	8	9,591	10,808
2027 Total Population	9,766	82,892	180,832
2022-2027 Annual Rate	-0.09%	0.00%	-0.04%
2022 Total Daytime Population	13,753	102,091	205,605
Workers	9,073	60,615	117,043
Residents	4,680	41,476	88,562
<b>Household Summary</b>			
2010 Households	3,585	30,414	69,292
2010 Average Household Size	2.51	2.22	2.31
2020 Total Households	3,687	31,765	71,798
2020 Average Household Size	2.64	2.28	2.36
2022 Total Households	3,686	31,933	72,279
2022 Average Household Size	2.66	2.30	2.36
2027 Total Households	3,659	31,933	72,080
2027 Average Household Size	2.67	2.30	2.36
2022-2027 Annual Rate	-0.15%	0.00%	-0.06%
2010 Families	2,500	16,758	41,199
2010 Average Family Size	3.02	2.92	2.94
2022 Total Families	2,493	16,635	40,993
2022 Average Family Size	3.27	3.12	3.09
2027 Total Families	2,469	16,532	40,699
2027 Average Family Size	3.28	3.13	3.09
2022-2027 Annual Rate	-0.19%	-0.12%	-0.14%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,631	30,443	70,846
Owner Occupied Housing Units	85.7%	56.8%	61.7%
Renter Occupied Housing Units	12.7%	39.6%	34.4%
Vacant Housing Units	1.7%	3.6%	3.8%
2010 Housing Units	3,722	32,472	73,973
Owner Occupied Housing Units	83.0%	55.2%	60.4%
Renter Occupied Housing Units	13.4%	38.5%	33.2%
Vacant Housing Units	3.7%	6.3%	6.3%
2020 Housing Units	3,842	34,017	76,733
Vacant Housing Units	4.0%	6.6%	6.4%
2022 Housing Units	3,841	34,515	77,606
Owner Occupied Housing Units	82.4%	53.8%	59.0%
Renter Occupied Housing Units	13.5%	38.7%	34.1%
Vacant Housing Units	4.0%	7.5%	6.9%
2027 Housing Units	3,851	34,667	77,903
Owner Occupied Housing Units	82.3%	54.1%	59.4%
Renter Occupied Housing Units	12.7%	38.0%	33.1%
Vacant Housing Units	5.0%	7.9%	7.5%
<b>Median Household Income</b>			
2022	\$114,770	\$89,856	\$94,215
2027	\$130,269	\$101,092	\$105,886
<b>Median Home Value</b>			
2022	\$408,654	\$435,999	\$421,601
2027	\$433,862	\$463,406	\$455,389
<b>Per Capita Income</b>			
2022	\$59,064	\$54,192	\$58,125
2027	\$69,195	\$63,263	\$67,162
<b>Median Age</b>			
2010	44.4	39.2	39.4
2022	47.0	40.1	40.7
2027	47.5	40.9	41.4

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

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

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<b>2022 Households by Income</b>			
Household Income Base	3,686	31,925	72,271
<\$15,000	2.6%	7.7%	7.2%
\$15,000 - \$24,999	4.5%	5.1%	5.0%
\$25,000 - \$34,999	2.9%	5.4%	5.4%
\$35,000 - \$49,999	5.8%	8.1%	7.9%
\$50,000 - \$74,999	11.4%	16.3%	14.9%
\$75,000 - \$99,999	13.6%	11.3%	11.8%
\$100,000 - \$149,999	23.3%	17.9%	18.2%
\$150,000 - \$199,999	13.8%	9.7%	9.6%
\$200,000+	22.1%	18.4%	19.9%
Average Household Income	\$155,338	\$138,880	\$145,050
<b>2027 Households by Income</b>			
Household Income Base	3,659	31,925	72,072
<\$15,000	2.0%	6.7%	6.1%
\$15,000 - \$24,999	3.7%	4.4%	4.2%
\$25,000 - \$34,999	2.3%	4.7%	4.6%
\$35,000 - \$49,999	5.3%	6.6%	6.3%
\$50,000 - \$74,999	10.8%	15.5%	13.9%
\$75,000 - \$99,999	12.4%	11.6%	12.0%
\$100,000 - \$149,999	19.5%	16.4%	17.7%
\$150,000 - \$199,999	14.6%	10.7%	10.9%
\$200,000+	29.4%	23.4%	24.3%
Average Household Income	\$182,469	\$162,433	\$167,832
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,166	18,572	45,790
<\$50,000	0.3%	0.5%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.3%	1.8%
\$150,000 - \$199,999	0.2%	1.5%	4.4%
\$200,000 - \$249,999	2.2%	3.9%	6.0%
\$250,000 - \$299,999	11.0%	9.3%	12.1%
\$300,000 - \$399,999	34.1%	26.7%	20.9%
\$400,000 - \$499,999	24.6%	21.8%	17.9%
\$500,000 - \$749,999	23.2%	23.0%	24.7%
\$750,000 - \$999,999	3.8%	6.9%	6.6%
\$1,000,000 - \$1,499,999	0.4%	5.1%	3.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.5%
\$2,000,000 +	0.1%	0.7%	0.6%
Average Home Value	\$451,256	\$518,629	\$489,792
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,170	18,745	46,293
<\$50,000	0.2%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	1.2%
\$150,000 - \$199,999	0.0%	0.6%	2.8%
\$200,000 - \$249,999	1.2%	2.5%	4.4%
\$250,000 - \$299,999	7.7%	7.0%	10.5%
\$300,000 - \$399,999	31.8%	24.5%	19.8%
\$400,000 - \$499,999	26.9%	23.6%	19.3%
\$500,000 - \$749,999	27.3%	26.7%	28.7%
\$750,000 - \$999,999	4.5%	7.8%	7.4%
\$1,000,000 - \$1,499,999	0.3%	6.0%	4.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.1%	0.6%	0.5%
Average Home Value	\$471,844	\$545,870	\$519,468

**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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<b>2010 Population by Age</b>			
Total	9,011	76,176	170,080
0 - 4	5.5%	4.2%	5.3%
5 - 9	6.7%	4.9%	5.5%
10 - 14	6.4%	5.1%	5.6%
15 - 24	10.2%	20.3%	16.3%
25 - 34	8.5%	11.2%	12.0%
35 - 44	13.4%	10.8%	12.1%
45 - 54	16.4%	12.9%	13.9%
55 - 64	14.7%	11.5%	12.6%
65 - 74	8.6%	7.4%	7.4%
75 - 84	6.6%	7.3%	5.9%
85 +	2.9%	4.4%	3.2%
18 +	77.3%	82.5%	80.0%
<b>2022 Population by Age</b>			
Total	9,812	82,883	181,231
0 - 4	4.6%	3.7%	4.6%
5 - 9	5.7%	4.1%	5.0%
10 - 14	6.3%	4.5%	5.3%
15 - 24	10.3%	20.5%	15.8%
25 - 34	9.6%	11.9%	12.5%
35 - 44	10.9%	10.2%	11.5%
45 - 54	13.6%	10.6%	11.2%
55 - 64	15.1%	11.9%	12.8%
65 - 74	12.4%	10.5%	10.9%
75 - 84	7.7%	7.5%	6.7%
85 +	3.9%	4.7%	3.6%
18 +	79.3%	84.4%	81.7%
<b>2027 Population by Age</b>			
Total	9,766	82,891	180,833
0 - 4	4.7%	3.8%	4.7%
5 - 9	5.4%	4.0%	4.9%
10 - 14	5.8%	4.2%	5.0%
15 - 24	9.9%	19.9%	15.3%
25 - 34	9.0%	11.6%	12.2%
35 - 44	12.3%	10.8%	12.2%
45 - 54	12.6%	10.1%	11.0%
55 - 64	14.2%	11.0%	11.6%
65 - 74	12.8%	10.8%	11.4%
75 - 84	9.2%	8.9%	8.2%
85 +	4.1%	4.9%	3.7%
18 +	80.4%	85.0%	82.4%
<b>2010 Population by Sex</b>			
Males	4,281	35,328	79,391
Females	4,731	40,849	90,690
<b>2022 Population by Sex</b>			
Males	4,675	39,490	86,093
Females	5,135	43,394	95,137
<b>2027 Population by Sex</b>			
Males	4,667	39,457	86,004
Females	5,099	43,435	94,829

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<b>2010 Population by Race/Ethnicity</b>			
Total	9,011	76,178	170,079
White Alone	85.0%	78.3%	74.0%
Black Alone	3.0%	9.8%	15.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	9.1%	8.0%	6.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.8%	1.6%	1.2%
Two or More Races	1.7%	2.0%	2.1%
Hispanic Origin	3.1%	4.4%	3.6%
Diversity Index	31.1	42.3	46.3
<b>2020 Population by Race/Ethnicity</b>			
Total	9,752	82,119	180,371
White Alone	75.6%	65.8%	64.3%
Black Alone	3.8%	14.6%	19.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.7%	9.6%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	3.4%	2.7%
Two or More Races	6.9%	6.3%	6.1%
Hispanic Origin	5.2%	7.4%	6.0%
Diversity Index	46.7	59.6	59.2
<b>2022 Population by Race/Ethnicity</b>			
Total	9,810	82,885	181,229
White Alone	74.9%	65.1%	63.5%
Black Alone	3.8%	14.8%	19.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.9%	9.7%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	3.6%	2.9%
Two or More Races	7.2%	6.5%	6.3%
Hispanic Origin	5.3%	7.5%	6.2%
Diversity Index	47.7	60.3	60.0
<b>2027 Population by Race/Ethnicity</b>			
Total	9,765	82,892	180,833
White Alone	72.3%	62.7%	61.3%
Black Alone	4.1%	15.4%	19.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	12.8%	10.3%	8.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	4.0%	3.3%
Two or More Races	8.1%	7.2%	7.1%
Hispanic Origin	5.6%	7.8%	6.4%
Diversity Index	51.1	62.8	62.3
<b>2010 Population by Relationship and Household Type</b>			
Total	9,011	76,178	170,080
In Households	100.0%	88.6%	94.2%
In Family Households	85.0%	65.4%	72.8%
Householder	28.1%	22.0%	24.2%
Spouse	23.0%	17.3%	18.5%
Child	29.7%	22.3%	25.7%
Other relative	3.0%	2.5%	2.9%
Nonrelative	1.2%	1.3%	1.6%
In Nonfamily Households	15.0%	23.2%	21.4%
In Group Quarters	0.0%	11.4%	5.8%
Institutionalized Population	0.0%	4.2%	2.4%
Noninstitutionalized Population	0.0%	7.2%	3.5%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,170	55,705	125,528
Less than 9th Grade	1.6%	2.2%	1.8%
9th - 12th Grade, No Diploma	1.2%	2.3%	2.1%
High School Graduate	12.0%	12.6%	13.6%
GED/Alternative Credential	1.0%	1.7%	1.6%
Some College, No Degree	13.4%	13.4%	12.8%
Associate Degree	5.6%	5.9%	6.4%
Bachelor's Degree	35.1%	33.1%	31.5%
Graduate/Professional Degree	30.1%	28.8%	30.1%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,177	72,661	154,108
Never Married	25.7%	40.2%	37.3%
Married	61.7%	45.4%	48.2%
Widowed	4.4%	6.5%	6.0%
Divorced	8.2%	7.9%	8.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,324	42,565	96,485
Population 16+ Employed	97.8%	97.0%	96.7%
Population 16+ Unemployment rate	2.3%	3.0%	3.3%
Population 16-24 Employed	10.8%	18.2%	13.7%
Population 16-24 Unemployment rate	3.8%	6.5%	10.0%
Population 25-54 Employed	55.8%	53.7%	58.2%
Population 25-54 Unemployment rate	2.1%	2.2%	2.1%
Population 55-64 Employed	21.7%	17.2%	17.8%
Population 55-64 Unemployment rate	2.3%	2.8%	2.4%
Population 65+ Employed	11.7%	10.9%	10.3%
Population 65+ Unemployment rate	1.6%	1.3%	2.2%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,205	41,287	93,263
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.4%	3.6%	3.6%
Manufacturing	5.6%	5.3%	4.7%
Wholesale Trade	2.5%	2.2%	2.0%
Retail Trade	10.0%	9.0%	8.2%
Transportation/Utilities	5.5%	4.1%	3.9%
Information	2.4%	1.4%	1.5%
Finance/Insurance/Real Estate	8.7%	10.2%	9.9%
Services	57.1%	58.2%	59.6%
Public Administration	3.6%	5.7%	6.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,205	41,288	93,261
White Collar	83.5%	78.6%	78.1%
Management/Business/Financial	24.3%	23.1%	23.6%
Professional	39.7%	35.1%	36.8%
Sales	11.4%	10.7%	8.9%
Administrative Support	8.0%	9.6%	8.9%
Services	9.0%	13.3%	12.9%
Blue Collar	7.4%	8.2%	9.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.3%	1.7%	2.0%
Installation/Maintenance/Repair	1.1%	1.3%	1.5%
Production	1.3%	1.7%	1.8%
Transportation/Material Moving	2.5%	3.3%	3.8%

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<b>2010 Households by Type</b>			
Total	3,585	30,413	69,292
Households with 1 Person	25.0%	35.3%	31.5%
Households with 2+ People	75.0%	64.7%	68.5%
Family Households	69.7%	55.1%	59.5%
Husband-wife Families	57.1%	43.3%	45.3%
With Related Children	25.2%	17.8%	19.4%
Other Family (No Spouse Present)	12.6%	11.8%	14.1%
Other Family with Male Householder	3.4%	3.0%	3.4%
With Related Children	1.6%	1.4%	1.7%
Other Family with Female Householder	9.3%	8.7%	10.7%
With Related Children	4.7%	4.8%	6.3%
Nonfamily Households	5.3%	9.6%	9.0%
All Households with Children	31.7%	24.2%	27.6%
Multigenerational Households	2.6%	1.8%	2.3%
Unmarried Partner Households	4.4%	5.1%	5.5%
Male-female	3.3%	4.4%	4.6%
Same-sex	1.1%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	3,584	30,414	69,294
1 Person Household	25.0%	35.4%	31.5%
2 Person Household	35.5%	33.5%	34.3%
3 Person Household	17.1%	14.1%	15.5%
4 Person Household	14.5%	11.1%	12.2%
5 Person Household	5.4%	4.1%	4.5%
6 Person Household	1.8%	1.3%	1.4%
7 + Person Household	0.6%	0.5%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,585	30,402	69,293
Owner Occupied	86.1%	58.9%	64.5%
Owned with a Mortgage/Loan	59.7%	39.0%	45.6%
Owned Free and Clear	26.4%	20.0%	18.9%
Renter Occupied	13.9%	41.1%	35.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	123	92	97
Percent of Income for Mortgage	18.8%	25.6%	23.6%
Wealth Index	205	163	171
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,722	32,472	73,973
Housing Units Inside Urbanized Area	100.0%	99.6%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	1.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,011	76,177	170,080
Population Inside Urbanized Area	100.0%	99.4%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	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.

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<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.	Urban Chic (2A)	College Towns (14B)	Young and Restless (11B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,365,117	\$101,765,975	\$239,389,188
Average Spent	\$3,354.62	\$3,186.86	\$3,312.02
Spending Potential Index	139	132	137
Education: Total \$	\$12,811,153	\$92,046,106	\$217,530,622
Average Spent	\$3,475.62	\$2,882.48	\$3,009.60
Spending Potential Index	177	147	153
Entertainment/Recreation: Total \$	\$19,206,392	\$151,306,519	\$356,396,700
Average Spent	\$5,210.63	\$4,738.25	\$4,930.85
Spending Potential Index	142	129	134
Food at Home: Total \$	\$31,145,513	\$254,717,218	\$598,224,428
Average Spent	\$8,449.68	\$7,976.61	\$8,276.60
Spending Potential Index	136	129	134
Food Away from Home: Total \$	\$21,832,559	\$181,314,096	\$426,566,155
Average Spent	\$5,923.10	\$5,677.95	\$5,901.66
Spending Potential Index	137	132	137
Health Care: Total \$	\$35,387,285	\$286,067,196	\$667,679,590
Average Spent	\$9,600.46	\$8,958.36	\$9,237.53
Spending Potential Index	135	126	130
HH Furnishings & Equipment: Total \$	\$13,664,741	\$107,061,244	\$251,998,513
Average Spent	\$3,707.20	\$3,352.68	\$3,486.47
Spending Potential Index	145	131	136
Personal Care Products & Services: Total \$	\$5,318,588	\$43,227,353	\$101,500,397
Average Spent	\$1,442.92	\$1,353.69	\$1,404.29
Spending Potential Index	142	133	138
Shelter: Total \$	\$126,051,075	\$987,101,122	\$2,338,456,046
Average Spent	\$34,197.25	\$30,911.63	\$32,353.19
Spending Potential Index	149	135	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,768,136	\$112,601,916	\$263,244,424
Average Spent	\$3,735.25	\$3,526.19	\$3,642.06
Spending Potential Index	138	130	134
Travel: Total \$	\$16,524,619	\$123,370,252	\$292,662,776
Average Spent	\$4,483.08	\$3,863.41	\$4,049.07
Spending Potential Index	156	135	141
Vehicle Maintenance & Repairs: Total \$	\$6,043,870	\$51,604,283	\$119,919,576
Average Spent	\$1,639.68	\$1,616.02	\$1,659.12
Spending Potential Index	130	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	46.1%	Population	9,810	9,766
Savvy Suburbanites (1D)	29.8%	Households	3,686	3,659
Urban Chic (2A)	14.8%	Families	2,493	2,469
Exurbanites (1E)	5.9%	Median Age	47.0	47.5
Top Tier (1A)	2.3%	Median Household Income	\$114,770	\$130,269
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		139	\$3,354.62	\$12,365,117
Men's		140	\$648.70	\$2,391,119
Women's		142	\$1,191.24	\$4,390,920
Children's		131	\$463.48	\$1,708,391
Footwear		138	\$785.87	\$2,896,707
Watches & Jewelry		138	\$201.27	\$741,873
Apparel Products and Services (1)		156	\$93.28	\$343,843
<b>Computer</b>				
Computers and Hardware for Home Use		148	\$282.18	\$1,040,131
Portable Memory		135	\$6.66	\$24,551
Computer Software		149	\$16.27	\$59,963
Computer Accessories		136	\$27.86	\$102,679
<b>Entertainment &amp; Recreation</b>		142	\$5,210.63	\$19,206,392
Fees and Admissions		164	\$1,383.01	\$5,097,773
Membership Fees for Clubs (2)		161	\$454.26	\$1,674,418
Fees for Participant Sports, excl. Trips		154	\$202.15	\$745,111
Tickets to Theatre/Operas/Concerts		175	\$160.99	\$593,391
Tickets to Movies		139	\$87.57	\$322,777
Tickets to Parks or Museums		142	\$54.70	\$201,607
Admission to Sporting Events, excl. Trips		166	\$121.25	\$446,916
Fees for Recreational Lessons		188	\$300.25	\$1,106,724
Dating Services		135	\$1.85	\$6,829
TV/Video/Audio		132	\$1,761.71	\$6,493,668
Cable and Satellite Television Services		134	\$1,229.92	\$4,533,467
Televisions		128	\$162.64	\$599,499
Satellite Dishes		110	\$1.97	\$7,275
VCRs, Video Cameras, and DVD Players		127	\$7.10	\$26,186
Miscellaneous Video Equipment		149	\$26.28	\$96,875
Video Cassettes and DVDs		118	\$10.28	\$37,891
Video Game Hardware/Accessories		110	\$36.25	\$133,613
Video Game Software		109	\$19.80	\$72,966
Rental/Streaming/Downloaded Video		117	\$93.07	\$343,054
Installation of Televisions		202	\$1.70	\$6,257
Audio (3)		139	\$169.34	\$624,201
Rental and Repair of TV/Radio/Sound Equipment		100	\$3.36	\$12,383
Pets		135	\$1,122.21	\$4,136,455
Toys/Games/Crafts/Hobbies (4)		126	\$165.49	\$610,009
Recreational Vehicles and Fees (5)		170	\$217.73	\$802,553
Sports/Recreation/Exercise Equipment (6)		126	\$257.73	\$949,991
Photo Equipment and Supplies (7)		139	\$72.39	\$266,833
Reading (8)		149	\$174.28	\$642,392
Catered Affairs (9)		169	\$56.51	\$208,314
<b>Food</b>		137	\$14,372.78	\$52,978,072
Food at Home		136	\$8,449.68	\$31,145,513
Bakery and Cereal Products		139	\$1,100.62	\$4,056,893
Meats, Poultry, Fish, and Eggs		137	\$1,833.06	\$6,756,671
Dairy Products		139	\$866.00	\$3,192,080
Fruits and Vegetables		141	\$1,695.89	\$6,251,042
Snacks and Other Food at Home (10)		132	\$2,954.10	\$10,888,826
Food Away from Home		137	\$5,923.10	\$21,832,559
Alcoholic Beverages		152	\$1,084.92	\$3,999,009

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

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



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	164	\$50,951.90	\$187,808,687
Value of Retirement Plans	172	\$195,882.34	\$722,022,302
Value of Other Financial Assets	165	\$16,170.06	\$59,602,851
Vehicle Loan Amount excluding Interest	118	\$3,817.60	\$14,071,674
Value of Credit Card Debt	146	\$4,586.41	\$16,905,511
<b>Health</b>			
Nonprescription Drugs	121	\$212.19	\$782,114
Prescription Drugs	122	\$464.30	\$1,711,417
Eyeglasses and Contact Lenses	140	\$154.53	\$569,595
<b>Home</b>			
Mortgage Payment and Basics (11)	172	\$20,806.33	\$76,692,149
Maintenance and Remodeling Services	168	\$5,499.03	\$20,269,436
Maintenance and Remodeling Materials (12)	144	\$1,009.50	\$3,721,028
Utilities, Fuel, and Public Services	133	\$7,508.10	\$27,674,856
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	143	\$165.10	\$608,553
Furniture	141	\$1,021.34	\$3,764,659
Rugs	160	\$57.17	\$210,747
Major Appliances (14)	145	\$623.34	\$2,297,626
Housewares (15)	139	\$138.96	\$512,218
Small Appliances	131	\$78.30	\$288,617
Luggage	142	\$27.00	\$99,537
Telephones and Accessories	152	\$173.17	\$638,313
<b>Household Operations</b>			
Child Care	156	\$938.39	\$3,458,906
Lawn and Garden (16)	150	\$856.87	\$3,158,428
Moving/Storage/Freight Express	124	\$100.38	\$370,016
Housekeeping Supplies (17)	133	\$1,181.75	\$4,355,928
<b>Insurance</b>			
Owners and Renters Insurance	137	\$975.34	\$3,595,112
Vehicle Insurance	127	\$2,687.33	\$9,905,510
Life/Other Insurance	153	\$1,048.50	\$3,864,778
Health Insurance	137	\$6,428.83	\$23,696,661
Personal Care Products (18)	135	\$761.59	\$2,807,234
School Books and Supplies (19)	135	\$200.26	\$738,140
Smoking Products	103	\$449.86	\$1,658,171
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,649.63	\$13,452,531
Gasoline and Motor Oil	128	\$3,503.28	\$12,913,089
Vehicle Maintenance and Repairs	130	\$1,639.68	\$6,043,870
<b>Travel</b>			
Airline Fares	161	\$1,153.54	\$4,251,963
Lodging on Trips	160	\$1,288.65	\$4,749,950
Auto/Truck Rental on Trips	156	\$97.48	\$359,328
Food and Drink on Trips	152	\$1,033.03	\$3,807,748

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

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Young and Restless (11B)	13.6%	Population	82,884	82,892
Exurbanites (1E)	12.1%	Households	31,933	31,933
College Towns (14B)	9.5%	Families	16,635	16,532
Top Tier (1A)	9.0%	Median Age	40.1	40.9
Pleasantville (2B)	9.0%	Median Household Income	\$89,856	\$101,092
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		132	\$3,186.86	\$101,765,975
Men's		137	\$632.59	\$20,200,610
Women's		132	\$1,110.53	\$35,462,629
Children's		126	\$445.28	\$14,219,075
Footwear		132	\$751.04	\$23,983,030
Watches & Jewelry		131	\$191.46	\$6,113,799
Apparel Products and Services (1)		137	\$81.93	\$2,616,265
<b>Computer</b>				
Computers and Hardware for Home Use		137	\$260.92	\$8,332,013
Portable Memory		128	\$6.32	\$201,847
Computer Software		141	\$15.43	\$492,595
Computer Accessories		135	\$27.63	\$882,178
<b>Entertainment &amp; Recreation</b>		129	\$4,738.25	\$151,306,519
Fees and Admissions		136	\$1,147.07	\$36,629,512
Membership Fees for Clubs (2)		138	\$389.58	\$12,440,463
Fees for Participant Sports, excl. Trips		134	\$176.01	\$5,620,596
Tickets to Theatre/Operas/Concerts		141	\$129.19	\$4,125,458
Tickets to Movies		136	\$85.90	\$2,743,014
Tickets to Parks or Museums		127	\$49.08	\$1,567,352
Admission to Sporting Events, excl. Trips		134	\$98.29	\$3,138,850
Fees for Recreational Lessons		136	\$217.20	\$6,935,936
Dating Services		132	\$1.81	\$57,844
TV/Video/Audio		128	\$1,704.40	\$54,426,611
Cable and Satellite Television Services		125	\$1,148.35	\$36,670,121
Televisions		133	\$168.96	\$5,395,467
Satellite Dishes		135	\$2.42	\$77,327
VCRs, Video Cameras, and DVD Players		128	\$7.15	\$228,480
Miscellaneous Video Equipment		129	\$22.71	\$725,121
Video Cassettes and DVDs		133	\$11.58	\$369,895
Video Game Hardware/Accessories		131	\$43.07	\$1,375,501
Video Game Software		136	\$24.79	\$791,684
Rental/Streaming/Downloaded Video		133	\$106.30	\$3,394,419
Installation of Televisions		157	\$1.32	\$42,069
Audio (3)		134	\$163.54	\$5,222,261
Rental and Repair of TV/Radio/Sound Equipment		125	\$4.20	\$134,265
Pets		124	\$1,029.00	\$32,858,998
Toys/Games/Crafts/Hobbies (4)		127	\$166.64	\$5,321,220
Recreational Vehicles and Fees (5)		124	\$158.77	\$5,070,160
Sports/Recreation/Exercise Equipment (6)		125	\$256.44	\$8,188,863
Photo Equipment and Supplies (7)		136	\$70.74	\$2,258,843
Reading (8)		136	\$159.01	\$5,077,547
Catered Affairs (9)		140	\$46.69	\$1,490,819
<b>Food</b>		130	\$13,654.57	\$436,031,314
Food at Home		129	\$7,976.61	\$254,717,218
Bakery and Cereal Products		128	\$1,020.78	\$32,596,465
Meats, Poultry, Fish, and Eggs		128	\$1,716.04	\$54,798,148
Dairy Products		129	\$800.75	\$25,570,305
Fruits and Vegetables		131	\$1,568.52	\$50,087,523
Snacks and Other Food at Home (10)		129	\$2,870.53	\$91,664,777
Food Away from Home		132	\$5,677.95	\$181,314,096
Alcoholic Beverages		136	\$965.26	\$30,823,757

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	140	\$43,361.94	\$1,384,676,682
Value of Retirement Plans	134	\$152,302.68	\$4,863,481,594
Value of Other Financial Assets	137	\$13,412.87	\$428,313,189
Vehicle Loan Amount excluding Interest	128	\$4,152.97	\$132,616,751
Value of Credit Card Debt	129	\$4,077.70	\$130,213,179
<b>Health</b>			
Nonprescription Drugs	123	\$215.58	\$6,884,118
Prescription Drugs	122	\$461.29	\$14,730,283
Eyeglasses and Contact Lenses	127	\$139.51	\$4,454,835
<b>Home</b>			
Mortgage Payment and Basics (11)	127	\$15,352.66	\$490,256,625
Maintenance and Remodeling Services	130	\$4,231.81	\$135,134,528
Maintenance and Remodeling Materials (12)	116	\$814.64	\$26,013,977
Utilities, Fuel, and Public Services	127	\$7,169.74	\$228,951,326
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	133	\$153.41	\$4,898,728
Furniture	131	\$951.60	\$30,387,332
Rugs	134	\$47.69	\$1,522,771
Major Appliances (14)	126	\$542.08	\$17,310,353
Housewares (15)	134	\$133.77	\$4,271,724
Small Appliances	131	\$78.20	\$2,497,142
Luggage	137	\$25.98	\$829,591
Telephones and Accessories	131	\$148.72	\$4,749,190
<b>Household Operations</b>			
Child Care	131	\$788.50	\$25,179,153
Lawn and Garden (16)	125	\$712.31	\$22,746,298
Moving/Storage/Freight Express	139	\$112.69	\$3,598,671
Housekeeping Supplies (17)	127	\$1,125.46	\$35,939,228
<b>Insurance</b>			
Owners and Renters Insurance	120	\$849.36	\$27,122,498
Vehicle Insurance	129	\$2,724.04	\$86,986,625
Life/Other Insurance	127	\$868.53	\$27,734,646
Health Insurance	126	\$5,937.80	\$189,611,710
Personal Care Products (18)	131	\$738.69	\$23,588,496
School Books and Supplies (19)	135	\$200.00	\$6,386,599
Smoking Products	121	\$528.88	\$16,888,770
<b>Transportation</b>			
Payments on Vehicles excluding Leases	124	\$3,671.74	\$117,249,682
Gasoline and Motor Oil	126	\$3,456.01	\$110,360,764
Vehicle Maintenance and Repairs	128	\$1,616.02	\$51,604,283
<b>Travel</b>			
Airline Fares	138	\$987.19	\$31,523,934
Lodging on Trips	134	\$1,076.31	\$34,369,679
Auto/Truck Rental on Trips	138	\$86.00	\$2,746,288
Food and Drink on Trips	134	\$907.81	\$28,989,143

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Exurbanites (1E)	11.6%	Population	181,230	180,832
Top Tier (1A)	9.8%	Households	72,279	72,080
Young and Restless (11B)	7.7%	Families	40,993	40,699
Urban Chic (2A)	7.6%	Median Age	40.7	41.4
Enterprising Professionals (2D)	7.5%	Median Household Income	\$94,215	\$105,886
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		137	\$3,312.02	\$239,389,188
Men's		142	\$653.86	\$47,260,158
Women's		137	\$1,153.65	\$83,384,380
Children's		132	\$464.75	\$33,591,413
Footwear		137	\$780.10	\$56,385,061
Watches & Jewelry		137	\$200.44	\$14,487,928
Apparel Products and Services (1)		144	\$86.42	\$6,246,678
<b>Computer</b>				
Computers and Hardware for Home Use		142	\$271.22	\$19,603,512
Portable Memory		134	\$6.62	\$478,749
Computer Software		147	\$16.01	\$1,156,964
Computer Accessories		138	\$28.18	\$2,036,671
<b>Entertainment &amp; Recreation</b>		134	\$4,930.85	\$356,396,700
Fees and Admissions		144	\$1,213.29	\$87,695,539
Membership Fees for Clubs (2)		145	\$410.56	\$29,674,888
Fees for Participant Sports, excl. Trips		142	\$185.46	\$13,405,064
Tickets to Theatre/Operas/Concerts		148	\$135.51	\$9,794,552
Tickets to Movies		141	\$89.10	\$6,440,132
Tickets to Parks or Museums		134	\$51.66	\$3,734,253
Admission to Sporting Events, excl. Trips		142	\$104.31	\$7,539,603
Fees for Recreational Lessons		147	\$234.71	\$16,964,481
Dating Services		144	\$1.97	\$142,566
TV/Video/Audio		132	\$1,754.78	\$126,833,731
Cable and Satellite Television Services		129	\$1,185.65	\$85,697,330
Televisions		136	\$172.79	\$12,489,384
Satellite Dishes		135	\$2.41	\$174,009
VCRs, Video Cameras, and DVD Players		132	\$7.36	\$531,804
Miscellaneous Video Equipment		135	\$23.78	\$1,719,156
Video Cassettes and DVDs		135	\$11.77	\$850,808
Video Game Hardware/Accessories		132	\$43.51	\$3,144,937
Video Game Software		137	\$24.83	\$1,794,834
Rental/Streaming/Downloaded Video		136	\$108.17	\$7,818,409
Installation of Televisions		165	\$1.39	\$100,290
Audio (3)		139	\$168.99	\$12,214,611
Rental and Repair of TV/Radio/Sound Equipment		123	\$4.13	\$298,160
Pets		129	\$1,065.72	\$77,029,163
Toys/Games/Crafts/Hobbies (4)		131	\$172.27	\$12,451,333
Recreational Vehicles and Fees (5)		131	\$168.27	\$12,162,534
Sports/Recreation/Exercise Equipment (6)		131	\$268.39	\$19,399,193
Photo Equipment and Supplies (7)		141	\$73.58	\$5,318,299
Reading (8)		141	\$164.91	\$11,919,208
Catered Affairs (9)		150	\$50.17	\$3,626,317
<b>Food</b>		135	\$14,178.26	\$1,024,790,583
Food at Home		134	\$8,276.60	\$598,224,428
Bakery and Cereal Products		133	\$1,060.35	\$76,640,743
Meats, Poultry, Fish, and Eggs		133	\$1,781.80	\$128,786,870
Dairy Products		134	\$833.96	\$60,277,720
Fruits and Vegetables		136	\$1,633.43	\$118,062,902
Snacks and Other Food at Home (10)		133	\$2,967.06	\$214,456,192
Food Away from Home		137	\$5,901.66	\$426,566,155
Alcoholic Beverages		142	\$1,011.06	\$73,078,335

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	146	\$45,331.72	\$3,276,531,356
Value of Retirement Plans	141	\$160,778.10	\$11,620,880,381
Value of Other Financial Assets	142	\$13,897.26	\$1,004,480,373
Vehicle Loan Amount excluding Interest	130	\$4,223.90	\$305,298,923
Value of Credit Card Debt	135	\$4,260.39	\$307,936,471
<b>Health</b>			
Nonprescription Drugs	126	\$220.96	\$15,970,884
Prescription Drugs	123	\$468.24	\$33,843,849
Eyeglasses and Contact Lenses	132	\$144.85	\$10,469,947
<b>Home</b>			
Mortgage Payment and Basics (11)	135	\$16,352.80	\$1,181,964,354
Maintenance and Remodeling Services	137	\$4,475.94	\$323,516,406
Maintenance and Remodeling Materials (12)	123	\$860.09	\$62,166,510
Utilities, Fuel, and Public Services	130	\$7,377.86	\$533,264,245
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	138	\$159.37	\$11,519,017
Furniture	136	\$986.49	\$71,302,252
Rugs	140	\$49.83	\$3,601,538
Major Appliances (14)	132	\$564.65	\$40,812,435
Housewares (15)	137	\$137.52	\$9,940,028
Small Appliances	135	\$80.72	\$5,834,497
Luggage	142	\$26.95	\$1,947,810
Telephones and Accessories	137	\$155.63	\$11,248,744
<b>Household Operations</b>			
Child Care	140	\$842.80	\$60,916,677
Lawn and Garden (16)	130	\$741.04	\$53,561,887
Moving/Storage/Freight Express	143	\$115.81	\$8,370,343
Housekeeping Supplies (17)	131	\$1,163.06	\$84,064,639
<b>Insurance</b>			
Owners and Renters Insurance	124	\$880.39	\$63,633,503
Vehicle Insurance	132	\$2,789.58	\$201,628,001
Life/Other Insurance	133	\$908.66	\$65,676,754
Health Insurance	131	\$6,133.63	\$443,332,538
Personal Care Products (18)	135	\$762.45	\$55,109,259
School Books and Supplies (19)	138	\$204.54	\$14,784,124
Smoking Products	122	\$534.19	\$38,610,487
<b>Transportation</b>			
Payments on Vehicles excluding Leases	127	\$3,764.68	\$272,107,328
Gasoline and Motor Oil	130	\$3,555.56	\$256,992,079
Vehicle Maintenance and Repairs	132	\$1,659.12	\$119,919,576
<b>Travel</b>			
Airline Fares	145	\$1,039.96	\$75,167,604
Lodging on Trips	140	\$1,128.15	\$81,541,753
Auto/Truck Rental on Trips	144	\$90.20	\$6,519,326
Food and Drink on Trips	140	\$948.93	\$68,587,502

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

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

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

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

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

1919 Greenspring Dr, Lutherville Timonium, Maryland, 21093  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.43176  
 Longitude: -76.62865

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	974		5,626		9,967							
Total Employees:	10,297		66,363		126,273							
Total Residential Population:	9,810		82,884		181,230							
Employee/Residential Population Ratio (per 100 Residents)	105		80		70							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	1.2%	116	1.1%	49	0.9%	444	0.7%	109	1.1%	1,267	1.0%
Construction	52	5.3%	484	4.7%	218	3.9%	3,003	4.5%	446	4.5%	5,309	4.2%
Manufacturing	22	2.3%	393	3.8%	81	1.4%	2,475	3.7%	169	1.7%	7,086	5.6%
Transportation	8	0.8%	74	0.7%	60	1.1%	455	0.7%	117	1.2%	962	0.8%
Communication	8	0.8%	100	1.0%	36	0.6%	426	0.6%	79	0.8%	2,032	1.6%
Utility	2	0.2%	19	0.2%	9	0.2%	97	0.1%	15	0.2%	254	0.2%
Wholesale Trade	23	2.4%	283	2.7%	74	1.3%	899	1.4%	175	1.8%	2,078	1.6%
<b>Retail Trade Summary</b>	<b>191</b>	<b>19.6%</b>	<b>3,153</b>	<b>30.6%</b>	<b>906</b>	<b>16.1%</b>	<b>14,426</b>	<b>21.7%</b>	<b>1,616</b>	<b>16.2%</b>	<b>24,755</b>	<b>19.6%</b>
Home Improvement	12	1.2%	59	0.6%	29	0.5%	290	0.4%	56	0.6%	965	0.8%
General Merchandise Stores	8	0.8%	154	1.5%	36	0.6%	666	1.0%	75	0.8%	1,570	1.2%
Food Stores	16	1.6%	246	2.4%	67	1.2%	1,313	2.0%	134	1.3%	3,196	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	16	1.6%	749	7.3%	64	1.1%	2,157	3.3%	117	1.2%	2,842	2.3%
Apparel & Accessory Stores	9	0.9%	83	0.8%	120	2.1%	1,515	2.3%	155	1.6%	1,714	1.4%
Furniture & Home Furnishings	28	2.9%	347	3.4%	72	1.3%	699	1.1%	135	1.4%	1,221	1.0%
Eating & Drinking Places	45	4.6%	798	7.7%	265	4.7%	5,363	8.1%	482	4.8%	8,535	6.8%
Miscellaneous Retail	57	5.9%	717	7.0%	253	4.5%	2,423	3.7%	462	4.6%	4,711	3.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>155</b>	<b>15.9%</b>	<b>1,510</b>	<b>14.7%</b>	<b>865</b>	<b>15.4%</b>	<b>7,778</b>	<b>11.7%</b>	<b>1,432</b>	<b>14.4%</b>	<b>14,862</b>	<b>11.8%</b>
Banks, Savings & Lending Institutions	29	3.0%	191	1.9%	137	2.4%	923	1.4%	229	2.3%	1,607	1.3%
Securities Brokers	27	2.8%	154	1.5%	189	3.4%	1,613	2.4%	287	2.9%	2,796	2.2%
Insurance Carriers & Agents	37	3.8%	335	3.3%	157	2.8%	1,848	2.8%	273	2.7%	4,628	3.7%
Real Estate, Holding, Other Investment Offices	62	6.4%	829	8.1%	383	6.8%	3,394	5.1%	643	6.5%	5,833	4.6%
<b>Services Summary</b>	<b>397</b>	<b>40.8%</b>	<b>4,003</b>	<b>38.9%</b>	<b>2,503</b>	<b>44.5%</b>	<b>32,008</b>	<b>48.2%</b>	<b>4,430</b>	<b>44.4%</b>	<b>62,138</b>	<b>49.2%</b>
Hotels & Lodging	2	0.2%	55	0.5%	15	0.3%	392	0.6%	40	0.4%	1,293	1.0%
Automotive Services	15	1.5%	300	2.9%	81	1.4%	935	1.4%	189	1.9%	1,662	1.3%
Motion Pictures & Amusements	34	3.5%	278	2.7%	134	2.4%	1,497	2.3%	256	2.6%	3,030	2.4%
Health Services	85	8.7%	1,122	10.9%	618	11.0%	11,202	16.9%	990	9.9%	19,226	15.2%
Legal Services	26	2.7%	218	2.1%	355	6.3%	2,420	3.6%	470	4.7%	3,665	2.9%
Education Institutions & Libraries	16	1.6%	261	2.5%	86	1.5%	2,836	4.3%	177	1.8%	7,154	5.7%
Other Services	219	22.5%	1,769	17.2%	1,215	21.6%	12,725	19.2%	2,307	23.1%	26,110	20.7%
<b>Government</b>	<b>2</b>	<b>0.2%</b>	<b>131</b>	<b>1.3%</b>	<b>108</b>	<b>1.9%</b>	<b>3,980</b>	<b>6.0%</b>	<b>133</b>	<b>1.3%</b>	<b>4,741</b>	<b>3.8%</b>
<b>Unclassified Establishments</b>	<b>102</b>	<b>10.5%</b>	<b>33</b>	<b>0.3%</b>	<b>715</b>	<b>12.7%</b>	<b>372</b>	<b>0.6%</b>	<b>1,246</b>	<b>12.5%</b>	<b>788</b>	<b>0.6%</b>
<b>Totals</b>	<b>974</b>	<b>100.0%</b>	<b>10,297</b>	<b>100.0%</b>	<b>5,626</b>	<b>100.0%</b>	<b>66,363</b>	<b>100.0%</b>	<b>9,967</b>	<b>100.0%</b>	<b>126,273</b>	<b>100.0%</b>

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 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.43176  
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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%	3	0.0%	7	0.1%	23	0.0%	14	0.1%	46	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.0%	8	0.0%
Utilities	1	0.1%	4	0.0%	1	0.0%	9	0.0%	4	0.0%	75	0.1%
Construction	53	5.4%	493	4.8%	235	4.2%	3,300	5.0%	479	4.8%	5,799	4.6%
Manufacturing	26	2.7%	437	4.2%	98	1.7%	2,597	3.9%	191	1.9%	7,207	5.7%
Wholesale Trade	19	2.0%	264	2.6%	69	1.2%	866	1.3%	165	1.7%	2,021	1.6%
Retail Trade	141	14.5%	2,328	22.6%	616	10.9%	8,864	13.4%	1,089	10.9%	15,849	12.6%
Motor Vehicle & Parts Dealers	10	1.0%	724	7.0%	48	0.9%	2,063	3.1%	86	0.9%	2,612	2.1%
Furniture & Home Furnishings Stores	17	1.7%	166	1.6%	43	0.8%	367	0.6%	78	0.8%	675	0.5%
Electronics & Appliance Stores	7	0.7%	227	2.2%	21	0.4%	346	0.5%	41	0.4%	506	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.2%	59	0.6%	29	0.5%	290	0.4%	56	0.6%	965	0.8%
Food & Beverage Stores	16	1.6%	239	2.3%	59	1.0%	1,205	1.8%	126	1.3%	3,124	2.5%
Health & Personal Care Stores	14	1.4%	106	1.0%	70	1.2%	838	1.3%	115	1.2%	1,240	1.0%
Gasoline Stations	6	0.6%	25	0.2%	16	0.3%	94	0.1%	30	0.3%	231	0.2%
Clothing & Clothing Accessories Stores	12	1.2%	248	2.4%	141	2.5%	1,787	2.7%	181	1.8%	2,022	1.6%
Sport Goods, Hobby, Book, & Music Stores	13	1.3%	159	1.5%	35	0.6%	374	0.6%	75	0.8%	1,002	0.8%
General Merchandise Stores	8	0.8%	154	1.5%	36	0.6%	666	1.0%	75	0.8%	1,570	1.2%
Miscellaneous Store Retailers	20	2.1%	221	2.1%	94	1.7%	648	1.0%	167	1.7%	1,587	1.3%
Nonstore Retailers	7	0.7%	0	0.0%	26	0.5%	186	0.3%	57	0.6%	316	0.3%
Transportation & Warehousing	4	0.4%	43	0.4%	39	0.7%	333	0.5%	84	0.8%	813	0.6%
Information	14	1.4%	161	1.6%	88	1.6%	1,273	1.9%	189	1.9%	3,702	2.9%
Finance & Insurance	96	9.9%	733	7.1%	490	8.7%	4,477	6.7%	807	8.1%	9,198	7.3%
Central Bank/Credit Intermediation & Related Activities	29	3.0%	191	1.9%	136	2.4%	918	1.4%	228	2.3%	1,610	1.3%
Securities, Commodity Contracts & Other Financial	30	3.1%	207	2.0%	197	3.5%	1,700	2.6%	304	3.1%	2,918	2.3%
Insurance Carriers & Related Activities; Funds, Trusts &	37	3.8%	335	3.3%	158	2.8%	1,859	2.8%	276	2.8%	4,670	3.7%
Real Estate, Rental & Leasing	58	6.0%	740	7.2%	354	6.3%	3,016	4.5%	608	6.1%	5,306	4.2%
Professional, Scientific & Tech Services	116	11.9%	840	8.2%	862	15.3%	7,828	11.8%	1,430	14.3%	14,636	11.6%
Legal Services	29	3.0%	229	2.2%	384	6.8%	2,578	3.9%	514	5.2%	3,927	3.1%
Management of Companies & Enterprises	4	0.4%	30	0.3%	20	0.4%	140	0.2%	43	0.4%	349	0.3%
Administrative & Support & Waste Management & Remediation	32	3.3%	282	2.7%	200	3.6%	1,453	2.2%	355	3.6%	2,904	2.3%
Educational Services	24	2.5%	327	3.2%	119	2.1%	2,754	4.1%	233	2.3%	7,142	5.7%
Health Care & Social Assistance	111	11.4%	1,544	15.0%	752	13.4%	13,574	20.5%	1,234	12.4%	24,719	19.6%
Arts, Entertainment & Recreation	24	2.5%	222	2.2%	102	1.8%	1,284	1.9%	184	1.8%	2,557	2.0%
Accommodation & Food Services	51	5.2%	870	8.4%	290	5.2%	5,839	8.8%	543	5.4%	10,007	7.9%
Accommodation	2	0.2%	55	0.5%	15	0.3%	392	0.6%	40	0.4%	1,293	1.0%
Food Services & Drinking Places	48	4.9%	815	7.9%	275	4.9%	5,447	8.2%	502	5.0%	8,714	6.9%
Other Services (except Public Administration)	92	9.4%	813	7.9%	459	8.2%	4,369	6.6%	934	9.4%	8,395	6.6%
Automotive Repair & Maintenance	12	1.2%	280	2.7%	53	0.9%	720	1.1%	140	1.4%	1,333	1.1%
Public Administration	2	0.2%	131	1.3%	109	1.9%	3,990	6.0%	134	1.3%	4,751	3.8%
Unclassified Establishments	102	10.5%	33	0.3%	715	12.7%	372	0.6%	1,246	12.5%	788	0.6%
<b>Total</b>	<b>974</b>	<b>100.0%</b>	<b>10,297</b>	<b>100.0%</b>	<b>5,626</b>	<b>100.0%</b>	<b>66,363</b>	<b>100.0%</b>	<b>9,967</b>	<b>100.0%</b>	<b>126,273</b>	<b>100.0%</b>

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