

200 W Padonia Rd, Lutherville Timonium, Maryland, 21093
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.45567
 Longitude: -76.63785

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,206	52,770	99,876
2010 Total Population	9,395	55,662	107,627
2020 Total Population	9,366	56,275	110,552
2020 Group Quarters	5	729	9,582
2025 Total Population	9,344	56,436	112,144
2020-2025 Annual Rate	-0.05%	0.06%	0.29%
2020 Total Daytime Population	13,211	70,489	140,520
Workers	9,470	44,804	88,040
Residents	3,741	25,685	52,480
Household Summary			
2000 Households	4,255	23,009	41,363
2000 Average Household Size	2.16	2.27	2.25
2010 Households	4,054	23,926	43,087
2010 Average Household Size	2.32	2.30	2.28
2020 Households	3,968	24,060	44,214
2020 Average Household Size	2.36	2.31	2.28
2025 Households	3,942	24,083	44,996
2025 Average Household Size	2.37	2.31	2.28
2020-2025 Annual Rate	-0.13%	0.02%	0.35%
2010 Families	2,244	14,567	25,415
2010 Average Family Size	3.00	2.93	2.93
2020 Families	2,150	14,374	25,396
2020 Average Family Size	3.08	2.97	2.97
2025 Families	2,122	14,313	25,547
2025 Average Family Size	3.10	2.98	2.98
2020-2025 Annual Rate	-0.26%	-0.09%	0.12%
Housing Unit Summary			
2000 Housing Units	4,395	23,725	42,873
Owner Occupied Housing Units	43.2%	62.1%	62.1%
Renter Occupied Housing Units	53.6%	34.9%	34.4%
Vacant Housing Units	3.2%	3.0%	3.5%
2010 Housing Units	4,261	25,279	45,849
Owner Occupied Housing Units	45.4%	61.6%	61.0%
Renter Occupied Housing Units	49.7%	33.1%	33.0%
Vacant Housing Units	4.9%	5.4%	6.0%
2020 Housing Units	4,283	25,696	47,419
Owner Occupied Housing Units	45.1%	61.6%	59.9%
Renter Occupied Housing Units	47.6%	32.1%	33.4%
Vacant Housing Units	7.4%	6.4%	6.8%
2025 Housing Units	4,307	25,889	48,561
Owner Occupied Housing Units	45.2%	61.5%	59.1%
Renter Occupied Housing Units	46.3%	31.5%	33.6%
Vacant Housing Units	8.5%	7.0%	7.3%
Median Household Income			
2020	\$77,605	\$89,015	\$92,358
2025	\$81,030	\$94,203	\$95,959
Median Home Value			
2020	\$343,386	\$384,685	\$407,574
2025	\$396,967	\$417,706	\$443,377
Per Capita Income			
2020	\$41,508	\$52,835	\$53,793
2025	\$45,097	\$57,540	\$57,912
Median Age			
2010	36.4	43.1	41.3
2020	38.0	44.9	42.6
2025	39.3	45.2	43.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	3,968	24,060	44,207
<\$15,000	6.7%	5.5%	7.1%
\$15,000 - \$24,999	3.4%	5.0%	5.2%
\$25,000 - \$34,999	6.7%	5.5%	5.5%
\$35,000 - \$49,999	10.7%	9.4%	8.5%
\$50,000 - \$74,999	19.9%	16.2%	14.7%
\$75,000 - \$99,999	18.8%	13.4%	12.0%
\$100,000 - \$149,999	17.4%	19.8%	18.7%
\$150,000 - \$199,999	9.7%	10.7%	10.8%
\$200,000+	6.8%	14.5%	17.4%
Average Household Income	\$97,709	\$123,479	\$134,271
2025 Households by Income			
Household Income Base	3,942	24,083	44,989
<\$15,000	6.1%	5.1%	6.9%
\$15,000 - \$24,999	3.1%	4.6%	4.9%
\$25,000 - \$34,999	6.0%	5.0%	5.2%
\$35,000 - \$49,999	10.2%	9.0%	8.3%
\$50,000 - \$74,999	18.7%	15.5%	14.4%
\$75,000 - \$99,999	19.1%	13.3%	11.9%
\$100,000 - \$149,999	18.3%	19.7%	18.5%
\$150,000 - \$199,999	11.0%	11.6%	11.3%
\$200,000+	7.6%	16.2%	18.7%
Average Household Income	\$106,517	\$134,735	\$144,119
2020 Owner Occupied Housing Units by Value			
Total	1,930	15,818	28,377
<\$50,000	1.5%	1.1%	1.0%
\$50,000 - \$99,999	0.2%	0.2%	0.4%
\$100,000 - \$149,999	2.0%	1.0%	1.2%
\$150,000 - \$199,999	11.9%	2.5%	2.8%
\$200,000 - \$249,999	7.7%	5.3%	5.6%
\$250,000 - \$299,999	16.7%	11.3%	9.4%
\$300,000 - \$399,999	23.1%	33.7%	28.2%
\$400,000 - \$499,999	22.6%	20.7%	19.2%
\$500,000 - \$749,999	12.0%	15.7%	19.3%
\$750,000 - \$999,999	1.9%	4.7%	7.2%
\$1,000,000 - \$1,499,999	0.3%	2.7%	3.7%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.9%
\$2,000,000 +	0.1%	0.7%	1.1%
Average Home Value	\$366,744	\$455,059	\$501,152
2025 Owner Occupied Housing Units by Value			
Total	1,946	15,924	28,684
<\$50,000	0.9%	0.7%	0.6%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.9%	0.4%	0.5%
\$150,000 - \$199,999	5.5%	1.1%	1.2%
\$200,000 - \$249,999	4.6%	2.8%	3.2%
\$250,000 - \$299,999	14.3%	8.2%	6.9%
\$300,000 - \$399,999	24.6%	32.4%	27.6%
\$400,000 - \$499,999	30.2%	25.2%	22.8%
\$500,000 - \$749,999	15.5%	19.1%	22.8%
\$750,000 - \$999,999	3.0%	5.8%	8.3%
\$1,000,000 - \$1,499,999	0.5%	3.1%	3.9%
\$1,500,000 - \$1,999,999	0.0%	0.4%	1.0%
\$2,000,000 +	0.1%	0.8%	1.1%
Average Home Value	\$412,750	\$492,789	\$534,979

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	9,394	55,660	107,623
0 - 4	5.4%	5.0%	4.3%
5 - 9	5.3%	5.8%	5.2%
10 - 14	5.7%	6.1%	5.6%
15 - 24	14.2%	11.4%	17.8%
25 - 34	17.6%	11.9%	10.4%
35 - 44	13.2%	12.3%	11.1%
45 - 54	14.2%	15.1%	14.1%
55 - 64	11.5%	13.7%	12.8%
65 - 74	6.8%	8.5%	7.8%
75 - 84	4.7%	6.9%	6.9%
85 +	1.4%	3.2%	3.9%
18 +	80.0%	79.3%	81.3%
2020 Population by Age			
Total	9,367	56,276	110,554
0 - 4	4.9%	4.5%	3.9%
5 - 9	4.7%	4.9%	4.5%
10 - 14	4.8%	5.5%	5.1%
15 - 24	12.4%	11.5%	17.7%
25 - 34	18.7%	12.4%	11.1%
35 - 44	13.9%	11.2%	10.1%
45 - 54	11.4%	12.5%	11.6%
55 - 64	12.6%	14.1%	13.1%
65 - 74	9.5%	11.8%	11.0%
75 - 84	4.9%	7.1%	7.2%
85 +	2.2%	4.3%	4.8%
18 +	82.7%	81.5%	83.2%
2025 Population by Age			
Total	9,345	56,436	112,145
0 - 4	4.9%	4.6%	3.9%
5 - 9	4.7%	4.8%	4.4%
10 - 14	4.5%	5.1%	4.6%
15 - 24	11.4%	10.7%	16.9%
25 - 34	17.3%	12.7%	11.1%
35 - 44	15.6%	11.9%	11.0%
45 - 54	10.9%	11.3%	10.6%
55 - 64	11.8%	13.1%	12.1%
65 - 74	10.3%	12.7%	11.7%
75 - 84	6.2%	8.6%	8.8%
85 +	2.2%	4.4%	4.9%
18 +	83.1%	82.4%	84.0%
2010 Population by Sex			
Males	4,520	26,294	50,259
Females	4,875	29,368	57,368
2020 Population by Sex			
Males	4,522	26,715	51,842
Females	4,844	29,561	58,711
2025 Population by Sex			
Males	4,533	26,791	52,539
Females	4,812	29,646	59,605

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	9,394	55,663	107,627
White Alone	69.4%	77.6%	80.8%
Black Alone	9.7%	8.4%	8.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	14.4%	9.9%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	1.8%	1.3%
Two or More Races	2.7%	2.0%	2.0%
Hispanic Origin	7.5%	4.6%	3.7%
Diversity Index	55.9	43.4	38.2
2020 Population by Race/Ethnicity			
Total	9,366	56,277	110,553
White Alone	60.0%	70.1%	73.5%
Black Alone	12.6%	10.7%	11.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	18.4%	13.6%	10.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.1%	2.6%	1.9%
Two or More Races	3.5%	2.8%	2.8%
Hispanic Origin	10.9%	6.9%	5.9%
Diversity Index	67.0	54.6	49.9
2025 Population by Race/Ethnicity			
Total	9,345	56,437	112,143
White Alone	55.2%	65.8%	69.2%
Black Alone	14.0%	11.8%	12.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	20.5%	15.8%	12.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.0%	3.0%	2.3%
Two or More Races	4.0%	3.3%	3.3%
Hispanic Origin	12.9%	8.4%	7.2%
Diversity Index	71.6	60.1	55.8
2010 Population by Relationship and Household Type			
Total	9,395	55,662	107,627
In Households	99.9%	98.8%	91.4%
In Family Households	73.9%	78.2%	70.5%
Householder	24.0%	26.2%	23.6%
Spouse	17.8%	20.7%	19.1%
Child	26.0%	26.7%	24.0%
Other relative	3.9%	3.0%	2.5%
Nonrelative	2.2%	1.5%	1.3%
In Nonfamily Households	26.0%	20.5%	20.9%
In Group Quarters	0.1%	1.2%	8.6%
Institutionalized Population	0.1%	1.1%	3.4%
Noninstitutionalized Population	0.0%	0.1%	5.2%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	6,855	41,368	76,075
Less than 9th Grade	3.4%	2.4%	2.0%
9th - 12th Grade, No Diploma	1.5%	2.1%	2.2%
High School Graduate	15.9%	13.4%	12.4%
GED/Alternative Credential	3.2%	1.6%	1.6%
Some College, No Degree	16.0%	15.6%	13.8%
Associate Degree	3.9%	6.1%	5.4%
Bachelor's Degree	33.3%	32.8%	32.6%
Graduate/Professional Degree	22.8%	26.1%	30.0%
2020 Population 15+ by Marital Status			
Total	8,022	47,861	95,689
Never Married	38.5%	29.7%	35.1%
Married	46.4%	54.5%	49.5%
Widowed	5.4%	6.4%	6.4%
Divorced	9.7%	9.4%	9.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,335	33,846	63,105
Population 16+ Employed	89.4%	91.0%	90.9%
Population 16+ Unemployment rate	10.6%	9.0%	9.1%
Population 16-24 Employed	13.0%	11.6%	14.9%
Population 16-24 Unemployment rate	15.1%	14.2%	15.1%
Population 25-54 Employed	60.2%	56.0%	52.6%
Population 25-54 Unemployment rate	10.6%	8.6%	8.3%
Population 55-64 Employed	15.9%	19.0%	18.5%
Population 55-64 Unemployment rate	8.6%	8.0%	7.5%
Population 65+ Employed	10.8%	13.4%	14.0%
Population 65+ Unemployment rate	7.4%	7.3%	7.1%
2020 Employed Population 16+ by Industry			
Total	5,666	30,795	57,370
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	2.9%	4.4%	3.7%
Manufacturing	9.9%	7.0%	6.1%
Wholesale Trade	1.6%	2.4%	2.1%
Retail Trade	9.1%	8.4%	7.8%
Transportation/Utilities	4.3%	3.3%	3.2%
Information	2.3%	1.9%	1.6%
Finance/Insurance/Real Estate	9.8%	12.0%	11.6%
Services	53.9%	55.4%	58.4%
Public Administration	6.2%	5.1%	5.2%
2020 Employed Population 16+ by Occupation			
Total	5,666	30,796	57,370
White Collar	77.5%	79.5%	79.9%
Management/Business/Financial	22.1%	22.4%	22.3%
Professional	33.8%	34.2%	35.0%
Sales	9.3%	11.3%	11.3%
Administrative Support	12.3%	11.5%	11.4%
Services	13.3%	11.9%	12.7%
Blue Collar	9.2%	8.6%	7.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.2%	2.1%	1.8%
Installation/Maintenance/Repair	1.1%	1.4%	1.3%
Production	4.0%	2.2%	1.7%
Transportation/Material Moving	2.9%	2.7%	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,055	23,926	43,086
Households with 1 Person	33.6%	32.2%	32.4%
Households with 2+ People	66.4%	67.8%	67.6%
Family Households	55.3%	60.9%	59.0%
Husband-wife Families	41.1%	48.2%	47.8%
With Related Children	18.7%	19.8%	19.9%
Other Family (No Spouse Present)	14.2%	12.6%	11.2%
Other Family with Male Householder	3.6%	3.2%	3.0%
With Related Children	1.8%	1.5%	1.4%
Other Family with Female Householder	10.6%	9.4%	8.2%
With Related Children	6.0%	5.4%	4.5%
Nonfamily Households	11.1%	6.9%	8.6%
All Households with Children	27.0%	27.0%	26.0%
Multigenerational Households	2.4%	2.1%	1.9%
Unmarried Partner Households	6.6%	5.2%	4.7%
Male-female	5.9%	4.5%	4.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	4,052	23,927	43,088
1 Person Household	33.6%	32.2%	32.4%
2 Person Household	31.3%	34.1%	34.4%
3 Person Household	16.4%	14.9%	14.6%
4 Person Household	12.1%	12.3%	12.2%
5 Person Household	4.5%	4.6%	4.5%
6 Person Household	1.5%	1.4%	1.3%
7 + Person Household	0.6%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	4,054	23,926	43,087
Owner Occupied	47.7%	65.0%	64.9%
Owned with a Mortgage/Loan	33.8%	44.1%	44.1%
Owned Free and Clear	13.9%	20.9%	20.9%
Renter Occupied	52.3%	35.0%	35.1%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	123	120
Percent of Income for Mortgage	18.5%	18.1%	18.4%
Wealth Index	106	182	195
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,261	25,279	45,849
Housing Units Inside Urbanized Area	100.0%	98.6%	95.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.4%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	9,395	55,662	107,627
Population Inside Urbanized Area	99.9%	98.1%	95.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	1.9%	4.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	In Style (5B)	Exurbanites (1E)	Top Tier (1A)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Exurbanites (1E)
3.	Bright Young Professionals (8C)	Pleasantville (2B)	In Style (5B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$9,223,153	\$69,897,869	\$139,456,067
Average Spent	\$2,324.38	\$2,905.15	\$3,154.12
Spending Potential Index	108	135	147
Education: Total \$	\$7,716,153	\$62,930,526	\$128,940,889
Average Spent	\$1,944.60	\$2,615.57	\$2,916.29
Spending Potential Index	109	146	163
Entertainment/Recreation: Total \$	\$13,747,483	\$104,553,544	\$209,162,493
Average Spent	\$3,464.59	\$4,345.53	\$4,730.68
Spending Potential Index	107	134	146
Food at Home: Total \$	\$22,350,427	\$170,372,649	\$338,384,415
Average Spent	\$5,632.67	\$7,081.16	\$7,653.33
Spending Potential Index	105	133	143
Food Away from Home: Total \$	\$16,181,486	\$122,343,147	\$243,580,391
Average Spent	\$4,078.00	\$5,084.92	\$5,509.12
Spending Potential Index	108	135	146
Health Care: Total \$	\$24,035,271	\$182,273,712	\$362,097,091
Average Spent	\$6,057.28	\$7,575.80	\$8,189.65
Spending Potential Index	105	132	142
HH Furnishings & Equipment: Total \$	\$9,415,896	\$71,003,199	\$141,570,729
Average Spent	\$2,372.96	\$2,951.09	\$3,201.94
Spending Potential Index	109	135	147
Personal Care Products & Services: Total \$	\$3,988,133	\$30,188,692	\$60,188,615
Average Spent	\$1,005.07	\$1,254.73	\$1,361.30
Spending Potential Index	109	137	148
Shelter: Total \$	\$83,688,296	\$648,215,984	\$1,295,849,903
Average Spent	\$21,090.80	\$26,941.65	\$29,308.59
Spending Potential Index	109	139	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,283,054	\$76,058,198	\$151,587,582
Average Spent	\$2,591.50	\$3,161.19	\$3,428.50
Spending Potential Index	111	135	146
Travel: Total \$	\$10,628,480	\$81,916,412	\$163,431,234
Average Spent	\$2,678.55	\$3,404.67	\$3,696.37
Spending Potential Index	111	141	153
Vehicle Maintenance & Repairs: Total \$	\$5,042,518	\$37,672,288	\$75,810,849
Average Spent	\$1,270.80	\$1,565.76	\$1,714.63
Spending Potential Index	110	135	148

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
In Style (5B)	42.6%	Population	9,366	9,344
Enterprising Professionals (2D)	20.2%	Households	3,968	3,942
Bright Young Professionals (8C)	18.3%	Families	2,150	2,122
Exurbanites (1E)	12.9%	Median Age	38.0	39.3
Savvy Suburbanites (1D)	3.8%	Median Household Income	\$77,605	\$81,030
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		108	\$2,324.38	\$9,223,153
Men's		109	\$457.44	\$1,815,111
Women's		109	\$823.11	\$3,266,100
Children's		106	\$338.50	\$1,343,187
Footwear		108	\$515.61	\$2,045,936
Watches & Jewelry		109	\$126.50	\$501,968
Apparel Products and Services (1)		109	\$63.22	\$250,851
Computer				
Computers and Hardware for Home Use		111	\$180.32	\$715,520
Portable Memory		108	\$4.17	\$16,546
Computer Software		112	\$10.88	\$43,177
Computer Accessories		112	\$19.83	\$78,682
Entertainment & Recreation		107	\$3,464.59	\$13,747,483
Fees and Admissions		113	\$814.04	\$3,230,115
Membership Fees for Clubs (2)		114	\$273.48	\$1,085,183
Fees for Participant Sports, excl. Trips		117	\$114.76	\$455,376
Tickets to Theatre/Operas/Concerts		114	\$91.72	\$363,947
Tickets to Movies		113	\$64.69	\$256,673
Tickets to Parks or Museums		109	\$35.67	\$141,545
Admission to Sporting Events, excl. Trips		111	\$69.44	\$275,531
Fees for Recreational Lessons		113	\$163.36	\$648,206
Dating Services		114	\$0.92	\$3,654
TV/Video/Audio		104	\$1,218.40	\$4,834,630
Cable and Satellite Television Services		102	\$825.74	\$3,276,552
Televisions		108	\$116.52	\$462,370
Satellite Dishes		114	\$1.33	\$5,291
VCRs, Video Cameras, and DVD Players		109	\$5.68	\$22,519
Miscellaneous Video Equipment		107	\$26.72	\$106,018
Video Cassettes and DVDs		109	\$10.88	\$43,170
Video Game Hardware/Accessories		108	\$30.76	\$122,049
Video Game Software		111	\$18.23	\$72,322
Rental/Streaming/Downloaded Video		114	\$61.54	\$244,198
Installation of Televisions		119	\$1.29	\$5,109
Audio (3)		110	\$117.20	\$465,069
Rental and Repair of TV/Radio/Sound Equipment		103	\$2.51	\$9,963
Pets		102	\$710.31	\$2,818,494
Toys/Games/Crafts/Hobbies (4)		108	\$131.06	\$520,027
Recreational Vehicles and Fees (5)		100	\$156.20	\$619,791
Sports/Recreation/Exercise Equipment (6)		111	\$225.33	\$894,111
Photo Equipment and Supplies (7)		114	\$58.22	\$231,015
Reading (8)		110	\$118.66	\$470,846
Catered Affairs (9)		108	\$32.37	\$128,453
Food		107	\$9,710.66	\$38,531,913
Food at Home		105	\$5,632.67	\$22,350,427
Bakery and Cereal Products		105	\$728.72	\$2,891,545
Meats, Poultry, Fish, and Eggs		105	\$1,223.88	\$4,856,339
Dairy Products		105	\$579.41	\$2,299,100
Fruits and Vegetables		107	\$1,115.38	\$4,425,814
Snacks and Other Food at Home (10)		105	\$1,985.29	\$7,877,628
Food Away from Home		108	\$4,078.00	\$16,181,486
Alcoholic Beverages		112	\$698.19	\$2,770,417

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	118	\$28,809.62	\$114,316,577
Value of Retirement Plans	113	\$107,906.32	\$428,172,274
Value of Other Financial Assets	110	\$9,039.26	\$35,867,802
Vehicle Loan Amount excluding Interest	109	\$3,172.99	\$12,590,443
Value of Credit Card Debt	108	\$2,804.40	\$11,127,869
Health			
Nonprescription Drugs	104	\$153.63	\$609,611
Prescription Drugs	102	\$356.00	\$1,412,615
Eyeglasses and Contact Lenses	104	\$97.30	\$386,089
Home			
Mortgage Payment and Basics (11)	108	\$11,362.87	\$45,087,864
Maintenance and Remodeling Services	111	\$2,847.71	\$11,299,699
Maintenance and Remodeling Materials (12)	103	\$565.15	\$2,242,513
Utilities, Fuel, and Public Services	103	\$5,046.34	\$20,023,893
Household Furnishings and Equipment			
Household Textiles (13)	108	\$109.14	\$433,049
Furniture	109	\$697.41	\$2,767,328
Rugs	116	\$40.79	\$161,859
Major Appliances (14)	106	\$380.33	\$1,509,136
Housewares (15)	107	\$103.95	\$412,478
Small Appliances	107	\$53.10	\$210,706
Luggage	115	\$16.93	\$67,171
Telephones and Accessories	110	\$96.86	\$384,354
Household Operations			
Child Care	114	\$585.41	\$2,322,897
Lawn and Garden (16)	106	\$516.25	\$2,048,482
Moving/Storage/Freight Express	116	\$70.01	\$277,795
Housekeeping Supplies (17)	105	\$815.58	\$3,236,216
Insurance			
Owners and Renters Insurance	103	\$615.70	\$2,443,090
Vehicle Insurance	105	\$1,886.01	\$7,483,679
Life/Other Insurance	105	\$569.85	\$2,261,175
Health Insurance	105	\$3,908.88	\$15,510,417
Personal Care Products (18)	107	\$535.80	\$2,126,050
School Books and Supplies (19)	109	\$160.48	\$636,775
Smoking Products	96	\$385.91	\$1,531,292
Transportation			
Payments on Vehicles excluding Leases	104	\$2,695.25	\$10,694,734
Gasoline and Motor Oil	104	\$2,459.78	\$9,760,426
Vehicle Maintenance and Repairs	110	\$1,270.80	\$5,042,518
Travel			
Airline Fares	113	\$679.25	\$2,695,275
Lodging on Trips	110	\$714.91	\$2,836,746
Auto/Truck Rental on Trips	115	\$33.17	\$131,619
Food and Drink on Trips	111	\$635.04	\$2,519,826

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Exurbanites (1E)	19.5%	Population	56,275	56,436
Young and Restless (11B)	17.5%	Households	24,060	24,083
Pleasantville (2B)	11.4%	Families	14,374	14,313
Golden Years (9B)	11.0%	Median Age	44.9	45.2
Savvy Suburbanites (1D)	8.1%	Median Household Income	\$89,015	\$94,203
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		135	\$2,905.15	\$69,897,869
Men's		137	\$576.61	\$13,873,206
Women's		137	\$1,033.27	\$24,860,368
Children's		129	\$410.64	\$9,880,079
Footwear		134	\$644.73	\$15,512,260
Watches & Jewelry		134	\$155.78	\$3,748,004
Apparel Products and Services (1)		145	\$84.12	\$2,023,952
Computer				
Computers and Hardware for Home Use		142	\$231.37	\$5,566,793
Portable Memory		136	\$5.28	\$127,025
Computer Software		142	\$13.81	\$332,380
Computer Accessories		140	\$24.69	\$594,067
Entertainment & Recreation		134	\$4,345.53	\$104,553,544
Fees and Admissions		144	\$1,029.93	\$24,780,065
Membership Fees for Clubs (2)		146	\$349.21	\$8,401,956
Fees for Participant Sports, excl. Trips		141	\$139.10	\$3,346,631
Tickets to Theatre/Operas/Concerts		148	\$119.47	\$2,874,486
Tickets to Movies		139	\$79.70	\$1,917,594
Tickets to Parks or Museums		134	\$44.07	\$1,060,359
Admission to Sporting Events, excl. Trips		138	\$86.47	\$2,080,499
Fees for Recreational Lessons		145	\$210.72	\$5,069,965
Dating Services		147	\$1.19	\$28,576
TV/Video/Audio		130	\$1,523.46	\$36,654,557
Cable and Satellite Television Services		129	\$1,044.57	\$25,132,284
Televisions		132	\$142.85	\$3,437,057
Satellite Dishes		136	\$1.59	\$38,194
VCRs, Video Cameras, and DVD Players		129	\$6.72	\$161,687
Miscellaneous Video Equipment		132	\$32.87	\$790,942
Video Cassettes and DVDs		130	\$12.99	\$312,523
Video Game Hardware/Accessories		131	\$37.10	\$892,539
Video Game Software		132	\$21.72	\$522,554
Rental/Streaming/Downloaded Video		134	\$72.50	\$1,744,360
Installation of Televisions		163	\$1.76	\$42,443
Audio (3)		137	\$145.33	\$3,496,707
Rental and Repair of TV/Radio/Sound Equipment		142	\$3.46	\$83,268
Pets		127	\$882.48	\$21,232,442
Toys/Games/Crafts/Hobbies (4)		130	\$158.27	\$3,808,032
Recreational Vehicles and Fees (5)		142	\$221.15	\$5,320,780
Sports/Recreation/Exercise Equipment (6)		132	\$267.66	\$6,439,863
Photo Equipment and Supplies (7)		138	\$70.63	\$1,699,317
Reading (8)		140	\$150.85	\$3,629,565
Catered Affairs (9)		137	\$41.10	\$988,922
Food		134	\$12,166.08	\$292,715,796
Food at Home		133	\$7,081.16	\$170,372,649
Bakery and Cereal Products		132	\$918.51	\$22,099,445
Meats, Poultry, Fish, and Eggs		133	\$1,549.87	\$37,289,871
Dairy Products		132	\$728.70	\$17,532,569
Fruits and Vegetables		135	\$1,413.20	\$34,001,539
Snacks and Other Food at Home (10)		131	\$2,470.87	\$59,449,224
Food Away from Home		135	\$5,084.92	\$122,343,147
Alcoholic Beverages		141	\$878.96	\$21,147,791

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	148	\$36,168.18	\$870,206,426
Value of Retirement Plans	143	\$136,248.50	\$3,278,138,916
Value of Other Financial Assets	150	\$12,237.91	\$294,444,000
Vehicle Loan Amount excluding Interest	130	\$3,805.63	\$91,563,410
Value of Credit Card Debt	133	\$3,451.43	\$83,041,356
Health			
Nonprescription Drugs	129	\$191.49	\$4,607,291
Prescription Drugs	127	\$444.62	\$10,697,631
Eyeglasses and Contact Lenses	131	\$122.19	\$2,939,946
Home			
Mortgage Payment and Basics (11)	137	\$14,362.35	\$345,558,237
Maintenance and Remodeling Services	141	\$3,632.37	\$87,394,914
Maintenance and Remodeling Materials (12)	128	\$705.03	\$16,962,962
Utilities, Fuel, and Public Services	130	\$6,344.29	\$152,643,615
Household Furnishings and Equipment			
Household Textiles (13)	135	\$136.43	\$3,282,410
Furniture	135	\$866.71	\$20,852,974
Rugs	135	\$47.43	\$1,141,262
Major Appliances (14)	132	\$474.11	\$11,407,027
Housewares (15)	136	\$131.48	\$3,163,493
Small Appliances	133	\$65.53	\$1,576,768
Luggage	143	\$20.97	\$504,469
Telephones and Accessories	142	\$125.30	\$3,014,699
Household Operations			
Child Care	136	\$699.47	\$16,829,182
Lawn and Garden (16)	136	\$665.97	\$16,023,226
Moving/Storage/Freight Express	144	\$86.42	\$2,079,317
Housekeeping Supplies (17)	132	\$1,021.06	\$24,566,675
Insurance			
Owners and Renters Insurance	127	\$759.50	\$18,273,523
Vehicle Insurance	131	\$2,357.65	\$56,725,012
Life/Other Insurance	132	\$715.00	\$17,202,798
Health Insurance	132	\$4,896.88	\$117,818,842
Personal Care Products (18)	132	\$659.03	\$15,856,361
School Books and Supplies (19)	138	\$203.35	\$4,892,650
Smoking Products	119	\$477.30	\$11,483,809
Transportation			
Payments on Vehicles excluding Leases	126	\$3,241.88	\$77,999,614
Gasoline and Motor Oil	129	\$3,046.23	\$73,292,278
Vehicle Maintenance and Repairs	135	\$1,565.76	\$37,672,288
Travel			
Airline Fares	145	\$870.62	\$20,947,055
Lodging on Trips	142	\$919.85	\$22,131,551
Auto/Truck Rental on Trips	144	\$41.60	\$1,000,824
Food and Drink on Trips	140	\$802.93	\$19,318,376

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Top Tier (1A)	15.3%	Population	110,552	112,144
Exurbanites (1E)	13.0%	Households	44,214	44,996
In Style (5B)	10.5%	Families	25,396	25,547
Golden Years (9B)	10.4%	Median Age	42.6	43.2
Young and Restless (11B)	9.5%	Median Household Income	\$92,358	\$95,959
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		147	\$3,154.12	\$139,456,067
Men's		150	\$629.06	\$27,813,124
Women's		149	\$1,123.80	\$49,687,646
Children's		139	\$441.10	\$19,503,002
Footwear		146	\$698.07	\$30,864,405
Watches & Jewelry		146	\$170.44	\$7,536,050
Apparel Products and Services (1)		158	\$91.64	\$4,051,840
Computer				
Computers and Hardware for Home Use		154	\$251.03	\$11,099,243
Portable Memory		150	\$5.79	\$255,883
Computer Software		155	\$15.11	\$668,143
Computer Accessories		152	\$26.80	\$1,185,009
Entertainment & Recreation		146	\$4,730.68	\$209,162,493
Fees and Admissions		157	\$1,125.15	\$49,747,319
Membership Fees for Clubs (2)		160	\$382.43	\$16,908,851
Fees for Participant Sports, excl. Trips		152	\$149.90	\$6,627,716
Tickets to Theatre/Operas/Concerts		163	\$131.55	\$5,816,486
Tickets to Movies		150	\$86.21	\$3,811,583
Tickets to Parks or Museums		145	\$47.67	\$2,107,529
Admission to Sporting Events, excl. Trips		152	\$95.29	\$4,213,079
Fees for Recreational Lessons		159	\$230.81	\$10,204,896
Dating Services		159	\$1.29	\$57,177
TV/Video/Audio		142	\$1,653.60	\$73,112,289
Cable and Satellite Television Services		140	\$1,133.07	\$50,097,420
Televisions		144	\$154.89	\$6,848,211
Satellite Dishes		144	\$1.69	\$74,756
VCRs, Video Cameras, and DVD Players		141	\$7.37	\$325,790
Miscellaneous Video Equipment		140	\$35.02	\$1,548,254
Video Cassettes and DVDs		141	\$14.12	\$624,213
Video Game Hardware/Accessories		144	\$40.78	\$1,803,055
Video Game Software		145	\$23.87	\$1,055,301
Rental/Streaming/Downloaded Video		146	\$78.81	\$3,484,290
Installation of Televisions		175	\$1.89	\$83,463
Audio (3)		149	\$158.41	\$7,003,959
Rental and Repair of TV/Radio/Sound Equipment		152	\$3.70	\$163,576
Pets		138	\$959.76	\$42,434,702
Toys/Games/Crafts/Hobbies (4)		142	\$172.61	\$7,631,900
Recreational Vehicles and Fees (5)		155	\$240.76	\$10,644,950
Sports/Recreation/Exercise Equipment (6)		144	\$290.95	\$12,864,165
Photo Equipment and Supplies (7)		152	\$77.87	\$3,443,053
Reading (8)		153	\$164.46	\$7,271,552
Catered Affairs (9)		152	\$45.52	\$2,012,563
Food		144	\$13,162.46	\$581,964,806
Food at Home		143	\$7,653.33	\$338,384,415
Bakery and Cereal Products		143	\$993.82	\$43,940,616
Meats, Poultry, Fish, and Eggs		143	\$1,672.02	\$73,926,489
Dairy Products		143	\$789.18	\$34,892,612
Fruits and Vegetables		146	\$1,526.02	\$67,471,607
Snacks and Other Food at Home (10)		142	\$2,672.30	\$118,153,091
Food Away from Home		146	\$5,509.12	\$243,580,391
Alcoholic Beverages		154	\$954.95	\$42,222,173

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	163	\$39,633.81	\$1,752,369,150
Value of Retirement Plans	156	\$148,774.28	\$6,577,905,914
Value of Other Financial Assets	160	\$13,114.83	\$579,859,166
Vehicle Loan Amount excluding Interest	140	\$4,087.83	\$180,739,320
Value of Credit Card Debt	143	\$3,731.06	\$164,965,201
Health			
Nonprescription Drugs	140	\$207.15	\$9,158,848
Prescription Drugs	138	\$482.70	\$21,341,941
Eyeglasses and Contact Lenses	142	\$133.28	\$5,892,760
Home			
Mortgage Payment and Basics (11)	148	\$15,514.73	\$685,968,230
Maintenance and Remodeling Services	153	\$3,921.50	\$173,385,030
Maintenance and Remodeling Materials (12)	138	\$761.83	\$33,683,380
Utilities, Fuel, and Public Services	140	\$6,863.27	\$303,452,520
Household Furnishings and Equipment			
Household Textiles (13)	146	\$148.12	\$6,549,004
Furniture	147	\$942.29	\$41,662,535
Rugs	151	\$52.90	\$2,339,103
Major Appliances (14)	143	\$512.98	\$22,680,946
Housewares (15)	146	\$141.55	\$6,258,441
Small Appliances	145	\$71.53	\$3,162,720
Luggage	155	\$22.77	\$1,006,709
Telephones and Accessories	154	\$135.99	\$6,012,570
Household Operations			
Child Care	147	\$757.71	\$33,501,219
Lawn and Garden (16)	147	\$717.99	\$31,745,386
Moving/Storage/Freight Express	156	\$93.77	\$4,145,995
Housekeeping Supplies (17)	142	\$1,100.33	\$48,650,136
Insurance			
Owners and Renters Insurance	137	\$821.71	\$36,330,980
Vehicle Insurance	141	\$2,542.11	\$112,396,749
Life/Other Insurance	144	\$779.83	\$34,479,189
Health Insurance	143	\$5,290.72	\$233,923,885
Personal Care Products (18)	144	\$715.74	\$31,645,637
School Books and Supplies (19)	151	\$222.12	\$9,820,609
Smoking Products	131	\$526.92	\$23,297,185
Transportation			
Payments on Vehicles excluding Leases	135	\$3,488.39	\$154,235,541
Gasoline and Motor Oil	139	\$3,284.36	\$145,214,524
Vehicle Maintenance and Repairs	148	\$1,714.63	\$75,810,849
Travel			
Airline Fares	158	\$946.13	\$41,832,287
Lodging on Trips	154	\$998.27	\$44,137,299
Auto/Truck Rental on Trips	156	\$45.01	\$1,989,921
Food and Drink on Trips	152	\$871.67	\$38,539,820

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

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

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

200 W Padonia Rd, Lutherville Timonium, Maryland, 21093
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45567
Longitude: -76.63785

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,020		3,912		7,463							
Total Employees:	13,439		55,511		108,926							
Total Residential Population:	9,366		56,275		110,552							
Employee/Residential Population Ratio (per 100 Residents)	143		99		99							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	0.9%	96	0.7%	41	1.0%	380	0.7%	77	1.0%	706	0.6%
Construction	61	6.0%	689	5.1%	234	6.0%	2,748	5.0%	358	4.8%	4,931	4.5%
Manufacturing	22	2.2%	1,678	12.5%	89	2.3%	7,029	12.7%	156	2.1%	9,290	8.5%
Transportation	12	1.2%	154	1.1%	42	1.1%	318	0.6%	77	1.0%	513	0.5%
Communication	6	0.6%	99	0.7%	28	0.7%	472	0.9%	55	0.7%	766	0.7%
Utility	2	0.2%	28	0.2%	8	0.2%	129	0.2%	13	0.2%	202	0.2%
Wholesale Trade	22	2.2%	263	2.0%	99	2.5%	1,374	2.5%	151	2.0%	2,089	1.9%
Retail Trade Summary	219	21.5%	3,473	25.8%	722	18.5%	12,751	23.0%	1,220	16.3%	21,429	19.7%
Home Improvement	11	1.1%	186	1.4%	39	1.0%	768	1.4%	46	0.6%	907	0.8%
General Merchandise Stores	13	1.3%	304	2.3%	31	0.8%	839	1.5%	47	0.6%	1,183	1.1%
Food Stores	14	1.4%	397	3.0%	56	1.4%	1,437	2.6%	94	1.3%	2,151	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	21	2.1%	537	4.0%	62	1.6%	1,539	2.8%	93	1.2%	3,178	2.9%
Apparel & Accessory Stores	15	1.5%	78	0.6%	45	1.2%	305	0.5%	142	1.9%	1,777	1.6%
Furniture & Home Furnishings	29	2.8%	200	1.5%	88	2.2%	942	1.7%	112	1.5%	1,216	1.1%
Eating & Drinking Places	63	6.2%	1,093	8.1%	202	5.2%	4,511	8.1%	345	4.6%	6,953	6.4%
Miscellaneous Retail	53	5.2%	678	5.0%	199	5.1%	2,410	4.3%	342	4.6%	4,064	3.7%
Finance, Insurance, Real Estate Summary	179	17.5%	1,860	13.8%	651	16.6%	7,473	13.5%	1,168	15.7%	11,384	10.5%
Banks, Savings & Lending Institutions	32	3.1%	282	2.1%	95	2.4%	863	1.6%	164	2.2%	1,335	1.2%
Securities Brokers	34	3.3%	295	2.2%	135	3.5%	1,438	2.6%	264	3.5%	2,325	2.1%
Insurance Carriers & Agents	42	4.1%	616	4.6%	158	4.0%	2,681	4.8%	264	3.5%	3,705	3.4%
Real Estate, Holding, Other Investment Offices	72	7.1%	667	5.0%	262	6.7%	2,491	4.5%	476	6.4%	4,020	3.7%
Services Summary	394	38.6%	4,939	36.8%	1,558	39.8%	21,882	39.4%	3,193	42.8%	53,046	48.7%
Hotels & Lodging	4	0.4%	250	1.9%	15	0.4%	908	1.6%	33	0.4%	1,718	1.6%
Automotive Services	22	2.2%	201	1.5%	85	2.2%	872	1.6%	139	1.9%	1,275	1.2%
Motion Pictures & Amusements	36	3.5%	479	3.6%	115	2.9%	1,679	3.0%	179	2.4%	2,388	2.2%
Health Services	76	7.5%	903	6.7%	355	9.1%	5,943	10.7%	702	9.4%	17,515	16.1%
Legal Services	19	1.9%	103	0.8%	79	2.0%	499	0.9%	357	4.8%	2,399	2.2%
Education Institutions & Libraries	13	1.3%	305	2.3%	58	1.5%	2,135	3.8%	132	1.8%	4,553	4.2%
Other Services	223	21.9%	2,698	20.1%	852	21.8%	9,846	17.7%	1,651	22.1%	23,199	21.3%
Government	4	0.4%	109	0.8%	17	0.4%	788	1.4%	111	1.5%	4,151	3.8%
Unclassified Establishments	89	8.7%	51	0.4%	423	10.8%	168	0.3%	884	11.8%	418	0.4%
Totals	1,020	100.0%	13,439	100.0%	3,912	100.0%	55,511	100.0%	7,463	100.0%	108,926	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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	1	0.1%	4	0.0%	5	0.1%	16	0.0%	14	0.2%	47	0.0%
Mining	0	0.0%	2	0.0%	1	0.0%	8	0.0%	1	0.0%	9	0.0%
Utilities	0	0.0%	2	0.0%	3	0.1%	51	0.1%	3	0.0%	65	0.1%
Construction	66	6.5%	758	5.6%	253	6.5%	2,969	5.3%	387	5.2%	5,290	4.9%
Manufacturing	27	2.6%	1,713	12.7%	104	2.7%	7,113	12.8%	170	2.3%	9,342	8.6%
Wholesale Trade	21	2.1%	259	1.9%	94	2.4%	1,351	2.4%	145	1.9%	2,054	1.9%
Retail Trade	149	14.6%	2,333	17.4%	500	12.8%	8,093	14.6%	838	11.2%	14,189	13.0%
Motor Vehicle & Parts Dealers	17	1.7%	508	3.8%	50	1.3%	1,464	2.6%	74	1.0%	3,073	2.8%
Furniture & Home Furnishings Stores	19	1.9%	117	0.9%	53	1.4%	421	0.8%	66	0.9%	575	0.5%
Electronics & Appliance Stores	5	0.5%	52	0.4%	23	0.6%	525	0.9%	35	0.5%	648	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	11	1.1%	186	1.4%	39	1.0%	768	1.4%	46	0.6%	907	0.8%
Food & Beverage Stores	15	1.5%	399	3.0%	55	1.4%	1,499	2.7%	82	1.1%	2,081	1.9%
Health & Personal Care Stores	15	1.5%	381	2.8%	52	1.3%	754	1.4%	92	1.2%	1,108	1.0%
Gasoline Stations	4	0.4%	29	0.2%	12	0.3%	75	0.1%	19	0.3%	105	0.1%
Clothing & Clothing Accessories Stores	17	1.7%	96	0.7%	52	1.3%	506	0.9%	165	2.2%	2,107	1.9%
Sport Goods, Hobby, Book, & Music Stores	8	0.8%	108	0.8%	37	0.9%	548	1.0%	58	0.8%	752	0.7%
General Merchandise Stores	13	1.3%	304	2.3%	31	0.8%	839	1.5%	47	0.6%	1,183	1.1%
Miscellaneous Store Retailers	18	1.8%	92	0.7%	72	1.8%	465	0.8%	125	1.7%	1,375	1.3%
Nonstore Retailers	8	0.8%	61	0.5%	22	0.6%	230	0.4%	31	0.4%	275	0.3%
Transportation & Warehousing	5	0.5%	110	0.8%	23	0.6%	205	0.4%	47	0.6%	350	0.3%
Information	21	2.1%	315	2.3%	70	1.8%	1,069	1.9%	137	1.8%	2,146	2.0%
Finance & Insurance	109	10.7%	1,205	9.0%	397	10.1%	5,086	9.2%	706	9.5%	7,506	6.9%
Central Bank/Credit Intermediation & Related Activities	31	3.0%	275	2.0%	95	2.4%	856	1.5%	165	2.2%	1,330	1.2%
Securities, Commodity Contracts & Other Financial	35	3.4%	303	2.3%	140	3.6%	1,495	2.7%	273	3.7%	2,409	2.2%
Insurance Carriers & Related Activities; Funds, Trusts &	43	4.2%	627	4.7%	162	4.1%	2,735	4.9%	268	3.6%	3,768	3.5%
Real Estate, Rental & Leasing	72	7.1%	600	4.5%	249	6.4%	2,197	4.0%	441	5.9%	3,520	3.2%
Professional, Scientific & Tech Services	112	11.0%	1,176	8.8%	429	11.0%	4,363	7.9%	1,064	14.3%	14,761	13.6%
Legal Services	23	2.3%	126	0.9%	99	2.5%	632	1.1%	394	5.3%	2,644	2.4%
Management of Companies & Enterprises	3	0.3%	24	0.2%	15	0.4%	108	0.2%	31	0.4%	228	0.2%
Administrative & Support & Waste Management & Remediation	49	4.8%	491	3.7%	163	4.2%	1,520	2.7%	284	3.8%	2,239	2.1%
Educational Services	24	2.4%	356	2.6%	92	2.4%	2,421	4.4%	181	2.4%	4,721	4.3%
Health Care & Social Assistance	89	8.7%	1,262	9.4%	431	11.0%	7,711	13.9%	885	11.9%	21,210	19.5%
Arts, Entertainment & Recreation	26	2.5%	403	3.0%	79	2.0%	1,349	2.4%	127	1.7%	1,974	1.8%
Accommodation & Food Services	68	6.7%	1,351	10.1%	223	5.7%	5,463	9.8%	394	5.3%	8,814	8.1%
Accommodation	4	0.4%	250	1.9%	15	0.4%	908	1.6%	33	0.4%	1,718	1.6%
Food Services & Drinking Places	64	6.3%	1,101	8.2%	208	5.3%	4,555	8.2%	360	4.8%	7,096	6.5%
Other Services (except Public Administration)	83	8.1%	916	6.8%	344	8.8%	3,464	6.2%	613	8.2%	5,892	5.4%
Automotive Repair & Maintenance	15	1.5%	160	1.2%	68	1.7%	784	1.4%	98	1.3%	992	0.9%
Public Administration	4	0.4%	109	0.8%	17	0.4%	788	1.4%	111	1.5%	4,151	3.8%
Unclassified Establishments	89	8.7%	51	0.4%	423	10.8%	168	0.3%	884	11.8%	418	0.4%
Total	1,020	100.0%	13,439	100.0%	3,912	100.0%	55,511	100.0%	7,463	100.0%	108,926	100.0%

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