

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,224	64,396	132,844
2010 Total Population	8,376	68,822	140,353
2020 Total Population	8,313	70,312	144,177
2020 Group Quarters	0	3,955	10,067
2025 Total Population	8,298	70,988	146,388
2020-2025 Annual Rate	-0.04%	0.19%	0.30%
2020 Total Daytime Population	11,954	79,388	174,102
Workers	8,330	47,431	106,340
Residents	3,624	31,957	67,762
<b>Household Summary</b>			
2000 Households	3,390	27,823	55,601
2000 Average Household Size	2.43	2.22	2.26
2010 Households	3,312	28,913	56,704
2010 Average Household Size	2.53	2.25	2.30
2020 Households	3,261	29,401	58,101
2020 Average Household Size	2.55	2.26	2.31
2025 Households	3,245	29,663	59,135
2025 Average Household Size	2.56	2.26	2.31
2020-2025 Annual Rate	-0.10%	0.18%	0.35%
2010 Families	2,308	16,523	33,590
2010 Average Family Size	3.02	2.92	2.94
2020 Families	2,245	16,390	33,607
2020 Average Family Size	3.07	2.96	2.97
2025 Families	2,226	16,401	33,865
2025 Average Family Size	3.08	2.98	2.98
2020-2025 Annual Rate	-0.17%	0.01%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,460	28,799	57,703
Owner Occupied Housing Units	81.4%	59.1%	62.6%
Renter Occupied Housing Units	16.6%	37.5%	33.8%
Vacant Housing Units	2.0%	3.4%	3.6%
2010 Housing Units	3,448	30,866	60,550
Owner Occupied Housing Units	79.8%	57.4%	61.2%
Renter Occupied Housing Units	16.3%	36.3%	32.4%
Vacant Housing Units	3.9%	6.3%	6.4%
2020 Housing Units	3,464	31,581	62,445
Owner Occupied Housing Units	79.2%	56.4%	60.5%
Renter Occupied Housing Units	14.9%	36.7%	32.5%
Vacant Housing Units	5.9%	6.9%	7.0%
2025 Housing Units	3,480	32,067	63,925
Owner Occupied Housing Units	78.9%	56.1%	59.8%
Renter Occupied Housing Units	14.3%	36.4%	32.7%
Vacant Housing Units	6.8%	7.5%	7.5%
<b>Median Household Income</b>			
2020	\$101,532	\$85,947	\$90,744
2025	\$107,920	\$89,659	\$94,865
<b>Median Home Value</b>			
2020	\$371,800	\$385,234	\$384,551
2025	\$391,169	\$418,294	\$420,949
<b>Per Capita Income</b>			
2020	\$49,424	\$50,210	\$52,429
2025	\$55,205	\$54,244	\$56,700
<b>Median Age</b>			
2010	44.7	42.0	40.1
2020	47.0	43.1	41.2
2025	47.4	43.5	41.9

**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
<b>2020 Households by Income</b>			
Household Income Base	3,261	29,401	58,094
<\$15,000	3.9%	6.8%	7.6%
\$15,000 - \$24,999	4.4%	5.4%	5.4%
\$25,000 - \$34,999	5.2%	5.7%	5.3%
\$35,000 - \$49,999	6.4%	9.2%	8.2%
\$50,000 - \$74,999	12.9%	16.2%	14.9%
\$75,000 - \$99,999	15.9%	13.2%	12.5%
\$100,000 - \$149,999	24.2%	19.2%	19.0%
\$150,000 - \$199,999	13.9%	10.7%	10.7%
\$200,000+	13.1%	13.6%	16.5%
Average Household Income	\$123,968	\$119,769	\$129,828
<b>2025 Households by Income</b>			
Household Income Base	3,245	29,663	59,128
<\$15,000	3.5%	6.4%	7.3%
\$15,000 - \$24,999	3.9%	5.0%	5.1%
\$25,000 - \$34,999	4.6%	5.2%	5.0%
\$35,000 - \$49,999	5.9%	9.1%	8.0%
\$50,000 - \$74,999	11.6%	15.8%	14.4%
\$75,000 - \$99,999	15.0%	13.1%	12.3%
\$100,000 - \$149,999	23.9%	19.1%	18.8%
\$150,000 - \$199,999	15.7%	11.4%	11.2%
\$200,000+	15.9%	14.9%	17.9%
Average Household Income	\$138,857	\$129,468	\$140,124
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,743	17,811	37,793
<\$50,000	1.1%	1.1%	1.1%
\$50,000 - \$99,999	0.1%	0.2%	0.6%
\$100,000 - \$149,999	0.4%	1.1%	2.0%
\$150,000 - \$199,999	0.9%	2.8%	4.7%
\$200,000 - \$249,999	5.3%	5.8%	7.6%
\$250,000 - \$299,999	10.5%	11.5%	11.7%
\$300,000 - \$399,999	44.1%	32.3%	26.5%
\$400,000 - \$499,999	27.6%	20.4%	17.8%
\$500,000 - \$749,999	9.2%	16.3%	18.3%
\$750,000 - \$999,999	0.7%	4.3%	5.3%
\$1,000,000 - \$1,499,999	0.0%	2.8%	2.7%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.8%
\$2,000,000 +	0.0%	0.8%	0.9%
Average Home Value	\$386,010	\$459,654	\$462,796
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,746	17,999	38,199
<\$50,000	0.5%	0.7%	0.7%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.1%	0.5%	1.1%
\$150,000 - \$199,999	0.4%	1.2%	2.9%
\$200,000 - \$249,999	2.7%	3.5%	5.3%
\$250,000 - \$299,999	7.3%	8.4%	9.3%
\$300,000 - \$399,999	42.7%	31.2%	26.0%
\$400,000 - \$499,999	33.8%	24.6%	21.2%
\$500,000 - \$749,999	11.4%	19.9%	22.1%
\$750,000 - \$999,999	0.9%	5.3%	6.3%
\$1,000,000 - \$1,499,999	0.0%	3.2%	3.0%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.9%
\$2,000,000 +	0.0%	0.9%	1.0%
Average Home Value	\$408,689	\$495,809	\$498,315

**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.

2111 York Rd, Lutherville Timonium, Maryland, 21093  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.44172  
 Longitude: -76.62617

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	8,376	68,822	140,354
0 - 4	4.8%	4.6%	5.0%
5 - 9	6.2%	5.3%	5.4%
10 - 14	6.5%	5.5%	5.6%
15 - 24	11.2%	14.8%	16.9%
25 - 34	9.0%	11.9%	11.4%
35 - 44	12.7%	11.7%	11.9%
45 - 54	16.3%	14.1%	13.8%
55 - 64	13.9%	12.4%	12.6%
65 - 74	9.2%	7.9%	7.5%
75 - 84	7.6%	7.5%	6.4%
85 +	2.6%	4.4%	3.6%
18 +	78.5%	81.0%	80.6%
<b>2020 Population by Age</b>			
Total	8,315	70,310	144,177
0 - 4	4.3%	4.1%	4.4%
5 - 9	5.1%	4.5%	4.8%
10 - 14	5.7%	5.0%	5.3%
15 - 24	10.4%	14.9%	16.6%
25 - 34	10.6%	12.7%	12.0%
35 - 44	11.3%	10.6%	11.0%
45 - 54	13.7%	11.7%	11.5%
55 - 64	15.3%	12.8%	12.9%
65 - 74	12.1%	10.7%	10.5%
75 - 84	7.9%	7.5%	6.7%
85 +	3.7%	5.4%	4.3%
18 +	81.3%	83.0%	82.2%
<b>2025 Population by Age</b>			
Total	8,298	70,987	146,389
0 - 4	4.4%	4.2%	4.5%
5 - 9	5.0%	4.4%	4.7%
10 - 14	5.3%	4.6%	4.9%
15 - 24	9.5%	14.1%	15.8%
25 - 34	9.9%	12.9%	12.0%
35 - 44	13.1%	11.4%	11.7%
45 - 54	12.4%	10.6%	10.8%
55 - 64	14.6%	11.9%	11.9%
65 - 74	12.9%	11.3%	11.2%
75 - 84	9.3%	9.0%	8.2%
85 +	3.6%	5.5%	4.4%
18 +	82.1%	83.8%	83.0%
<b>2010 Population by Sex</b>			
Males	3,994	32,668	65,723
Females	4,382	36,154	74,630
<b>2020 Population by Sex</b>			
Males	3,978	33,537	67,826
Females	4,335	36,775	76,352
<b>2025 Population by Sex</b>			
Males	3,985	33,824	68,851
Females	4,313	37,164	77,537

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
<b>2010 Population by Race/Ethnicity</b>			
Total	8,376	68,821	140,353
White Alone	84.7%	78.3%	79.4%
Black Alone	3.5%	9.1%	9.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	8.9%	8.6%	7.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.0%	1.7%	1.2%
Two or More Races	1.8%	2.0%	2.1%
Hispanic Origin	3.5%	4.5%	3.7%
Diversity Index	32.2	42.5	40.0
<b>2020 Population by Race/Ethnicity</b>			
Total	8,312	70,311	144,177
White Alone	77.8%	70.5%	72.0%
Black Alone	4.9%	12.0%	12.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	12.8%	11.8%	10.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.6%	2.6%	1.8%
Two or More Races	2.6%	2.8%	2.9%
Hispanic Origin	5.7%	7.0%	5.8%
Diversity Index	44.2	54.3	51.4
<b>2025 Population by Race/Ethnicity</b>			
Total	8,299	70,988	146,387
White Alone	73.5%	66.2%	67.8%
Black Alone	5.8%	13.5%	14.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	15.3%	13.6%	12.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	3.1%	2.1%
Two or More Races	3.2%	3.3%	3.4%
Hispanic Origin	7.2%	8.6%	7.1%
Diversity Index	50.9	59.9	57.1
<b>2010 Population by Relationship and Household Type</b>			
Total	8,376	68,822	140,353
In Households	100.0%	94.4%	93.0%
In Family Households	84.6%	71.6%	71.7%
Householder	27.9%	24.0%	23.9%
Spouse	23.1%	19.0%	19.0%
Child	28.9%	24.4%	24.8%
Other relative	3.4%	2.8%	2.6%
Nonrelative	1.3%	1.4%	1.4%
In Nonfamily Households	15.4%	22.8%	21.4%
In Group Quarters	0.0%	5.6%	7.0%
Institutionalized Population	0.0%	4.1%	2.9%
Noninstitutionalized Population	0.0%	1.5%	4.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**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
<b>2020 Population 25+ by Educational Attainment</b>			
Total	6,189	50,206	99,309
Less than 9th Grade	1.5%	2.4%	1.9%
9th - 12th Grade, No Diploma	1.5%	2.5%	2.1%
High School Graduate	12.6%	13.2%	12.3%
GED/Alternative Credential	1.4%	2.0%	1.6%
Some College, No Degree	14.6%	15.3%	13.9%
Associate Degree	6.1%	5.5%	5.7%
Bachelor's Degree	36.0%	31.6%	31.9%
Graduate/Professional Degree	26.4%	27.5%	30.6%
<b>2020 Population 15+ by Marital Status</b>			
Total	7,056	60,705	123,239
Never Married	28.8%	33.8%	35.0%
Married	61.0%	50.0%	50.0%
Widowed	3.6%	6.8%	6.0%
Divorced	6.6%	9.5%	9.1%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,134	41,416	83,513
Population 16+ Employed	91.8%	90.8%	90.8%
Population 16+ Unemployment rate	8.2%	9.2%	9.2%
Population 16-24 Employed	8.9%	14.8%	14.0%
Population 16-24 Unemployment rate	11.2%	14.3%	15.9%
Population 25-54 Employed	53.8%	53.7%	55.1%
Population 25-54 Unemployment rate	8.7%	8.7%	8.3%
Population 55-64 Employed	21.5%	17.9%	18.0%
Population 55-64 Unemployment rate	7.0%	7.9%	7.5%
Population 65+ Employed	15.8%	13.7%	12.9%
Population 65+ Unemployment rate	6.5%	7.3%	7.1%
<b>2020 Employed Population 16+ by Industry</b>			
Total	4,712	37,586	75,846
Agriculture/Mining	0.7%	0.2%	0.2%
Construction	5.1%	3.8%	3.6%
Manufacturing	8.0%	6.4%	5.6%
Wholesale Trade	1.8%	2.3%	2.0%
Retail Trade	9.4%	8.2%	7.7%
Transportation/Utilities	2.4%	3.6%	3.2%
Information	2.2%	1.7%	1.7%
Finance/Insurance/Real Estate	8.2%	11.1%	10.9%
Services	57.1%	57.4%	59.4%
Public Administration	5.2%	5.2%	5.8%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	4,710	37,586	75,844
White Collar	82.5%	78.7%	79.4%
Management/Business/Financial	21.3%	20.7%	21.7%
Professional	38.0%	34.5%	36.2%
Sales	11.5%	12.0%	10.5%
Administrative Support	11.8%	11.5%	11.0%
Services	10.0%	13.2%	12.8%
Blue Collar	7.4%	8.1%	7.8%
Farming/Forestry/Fishing	0.6%	0.2%	0.2%
Construction/Extraction	3.0%	1.9%	1.9%
Installation/Maintenance/Repair	1.2%	1.4%	1.5%
Production	1.5%	1.9%	1.7%
Transportation/Material Moving	1.1%	2.6%	2.6%

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
<b>2010 Households by Type</b>			
Total	3,312	28,914	56,703
Households with 1 Person	24.5%	33.9%	31.5%
Households with 2+ People	75.5%	66.1%	68.5%
Family Households	69.7%	57.1%	59.2%
Husband-wife Families	57.7%	45.1%	47.1%
With Related Children	24.2%	18.5%	20.2%
Other Family (No Spouse Present)	12.0%	12.0%	12.1%
Other Family with Male Householder	2.8%	3.1%	3.2%
With Related Children	1.3%	1.5%	1.5%
Other Family with Female Householder	9.2%	8.9%	9.0%
With Related Children	4.5%	4.9%	5.0%
Nonfamily Households	5.8%	9.0%	9.2%
All Households with Children	30.2%	25.1%	26.9%
Multigenerational Households	3.0%	1.9%	2.0%
Unmarried Partner Households	4.3%	5.2%	5.1%
Male-female	3.4%	4.5%	4.3%
Same-sex	0.8%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	3,313	28,914	56,704
1 Person Household	24.5%	33.9%	31.5%
2 Person Household	35.9%	34.1%	34.4%
3 Person Household	16.9%	14.4%	15.3%
4 Person Household	14.7%	11.6%	12.4%
5 Person Household	5.5%	4.2%	4.5%
6 Person Household	1.8%	1.4%	1.3%
7 + Person Household	0.6%	0.5%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,312	28,913	56,704
Owner Occupied	83.0%	61.3%	65.4%
Owned with a Mortgage/Loan	55.5%	40.7%	45.4%
Owned Free and Clear	27.5%	20.6%	20.0%
Renter Occupied	17.0%	38.7%	34.6%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	145	118	125
Percent of Income for Mortgage	15.3%	18.7%	17.7%
Wealth Index	186	171	183
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,448	30,866	60,550
Housing Units Inside Urbanized Area	100.0%	99.0%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.0%	2.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,376	68,822	140,353
Population Inside Urbanized Area	100.0%	98.8%	97.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.2%	2.6%

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

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

2111 York Rd, Lutherville Timonium, Maryland, 21093  
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Young and Restless (11B)	Exurbanites (1E)
2.	In Style (5B)	Exurbanites (1E)	Top Tier (1A)
3.	Exurbanites (1E)	Golden Years (9B)	Golden Years (9B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,128,382	\$83,549,439	\$177,753,465
Average Spent	\$2,799.26	\$2,841.72	\$3,059.39
Spending Potential Index	130	132	143
Education: Total \$	\$9,057,911	\$75,653,027	\$163,100,925
Average Spent	\$2,777.65	\$2,573.14	\$2,807.20
Spending Potential Index	155	144	157
Entertainment/Recreation: Total \$	\$14,304,274	\$124,289,151	\$265,076,354
Average Spent	\$4,386.47	\$4,227.38	\$4,562.34
Spending Potential Index	135	130	140
Food at Home: Total \$	\$22,380,195	\$202,814,362	\$430,922,653
Average Spent	\$6,862.99	\$6,898.21	\$7,416.79
Spending Potential Index	129	129	139
Food Away from Home: Total \$	\$15,834,669	\$146,022,863	\$311,215,562
Average Spent	\$4,855.77	\$4,966.60	\$5,356.46
Spending Potential Index	129	132	142
Health Care: Total \$	\$24,656,205	\$215,988,316	\$456,508,296
Average Spent	\$7,560.93	\$7,346.29	\$7,857.15
Spending Potential Index	132	128	137
HH Furnishings & Equipment: Total \$	\$9,593,731	\$84,258,835	\$179,130,066
Average Spent	\$2,941.96	\$2,865.85	\$3,083.08
Spending Potential Index	135	131	141
Personal Care Products & Services: Total \$	\$3,931,773	\$35,942,042	\$76,378,117
Average Spent	\$1,205.70	\$1,222.48	\$1,314.57
Spending Potential Index	131	133	143
Shelter: Total \$	\$87,254,225	\$771,391,884	\$1,656,307,621
Average Spent	\$26,756.89	\$26,236.93	\$28,507.39
Spending Potential Index	138	135	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,102,206	\$89,591,863	\$189,999,716
Average Spent	\$3,097.89	\$3,047.24	\$3,270.16
Spending Potential Index	132	130	140
Travel: Total \$	\$11,504,505	\$96,166,937	\$207,070,304
Average Spent	\$3,527.91	\$3,270.87	\$3,563.97
Spending Potential Index	146	136	148
Vehicle Maintenance & Repairs: Total \$	\$4,898,066	\$45,488,300	\$95,480,711
Average Spent	\$1,502.01	\$1,547.17	\$1,643.36
Spending Potential Index	130	133	142

**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.

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 Longitude: -76.62617

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Pleasantville (2B)	41.0%	Population	8,313	8,298
In Style (5B)	24.1%	Households	3,261	3,245
Exurbanites (1E)	21.2%	Families	2,245	2,226
Savvy Suburbanites (1D)	13.2%	Median Age	47.0	47.4
Urban Chic (2A)	0.5%	Median Household Income	\$101,532	\$107,920
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		130	\$2,799.26	\$9,128,382
Men's		133	\$556.33	\$1,814,204
Women's		135	\$1,014.23	\$3,307,420
Children's		121	\$386.41	\$1,260,097
Footwear		127	\$608.30	\$1,983,654
Watches & Jewelry		127	\$148.40	\$483,931
Apparel Products and Services (1)		148	\$85.58	\$279,076
<b>Computer</b>				
Computers and Hardware for Home Use		137	\$223.69	\$729,447
Portable Memory		130	\$5.03	\$16,396
Computer Software		137	\$13.31	\$43,420
Computer Accessories		140	\$24.70	\$80,555
<b>Entertainment &amp; Recreation</b>		135	\$4,386.47	\$14,304,274
Fees and Admissions		150	\$1,076.28	\$3,509,755
Membership Fees for Clubs (2)		152	\$364.83	\$1,189,715
Fees for Participant Sports, excl. Trips		142	\$140.01	\$456,574
Tickets to Theatre/Operas/Concerts		157	\$127.10	\$414,480
Tickets to Movies		131	\$74.89	\$244,227
Tickets to Parks or Museums		135	\$44.42	\$144,839
Admission to Sporting Events, excl. Trips		144	\$90.38	\$294,726
Fees for Recreational Lessons		161	\$233.48	\$761,364
Dating Services		144	\$1.17	\$3,831
TV/Video/Audio		126	\$1,473.94	\$4,806,522
Cable and Satellite Television Services		128	\$1,034.79	\$3,374,438
Televisions		122	\$131.16	\$427,699
Satellite Dishes		130	\$1.52	\$4,947
VCRs, Video Cameras, and DVD Players		120	\$6.28	\$20,495
Miscellaneous Video Equipment		127	\$31.67	\$103,276
Video Cassettes and DVDs		120	\$11.98	\$39,058
Video Game Hardware/Accessories		112	\$31.73	\$103,487
Video Game Software		114	\$18.80	\$61,292
Rental/Streaming/Downloaded Video		117	\$63.32	\$206,472
Installation of Televisions		153	\$1.65	\$5,377
Audio (3)		130	\$138.08	\$450,295
Rental and Repair of TV/Radio/Sound Equipment		122	\$2.97	\$9,686
Pets		128	\$889.05	\$2,899,182
Toys/Games/Crafts/Hobbies (4)		126	\$153.66	\$501,077
Recreational Vehicles and Fees (5)		177	\$275.76	\$899,240
Sports/Recreation/Exercise Equipment (6)		125	\$252.75	\$824,215
Photo Equipment and Supplies (7)		134	\$68.65	\$223,867
Reading (8)		142	\$153.09	\$499,219
Catered Affairs (9)		145	\$43.30	\$141,197
<b>Food</b>		129	\$11,718.76	\$38,214,864
Food at Home		129	\$6,862.99	\$22,380,195
Bakery and Cereal Products		130	\$899.00	\$2,931,649
Meats, Poultry, Fish, and Eggs		128	\$1,498.09	\$4,885,286
Dairy Products		130	\$715.58	\$2,333,519
Fruits and Vegetables		133	\$1,386.24	\$4,520,516
Snacks and Other Food at Home (10)		126	\$2,364.07	\$7,709,225
Food Away from Home		129	\$4,855.77	\$15,834,669
Alcoholic Beverages		140	\$872.62	\$2,845,598

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2111 York Rd, Lutherville Timonium, Maryland, 21093 2  
 2111 York Rd, Lutherville Timonium, Maryland, 21093  
 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	157	\$38,239.82	\$124,700,065
Value of Retirement Plans	159	\$151,458.24	\$493,905,335
Value of Other Financial Assets	156	\$12,784.31	\$41,689,634
Vehicle Loan Amount excluding Interest	118	\$3,441.41	\$11,222,447
Value of Credit Card Debt	134	\$3,482.58	\$11,356,688
<b>Health</b>			
Nonprescription Drugs	123	\$182.96	\$596,627
Prescription Drugs	126	\$441.78	\$1,440,655
Eyeglasses and Contact Lenses	133	\$124.73	\$406,737
<b>Home</b>			
Mortgage Payment and Basics (11)	157	\$16,418.17	\$53,539,654
Maintenance and Remodeling Services	158	\$4,060.55	\$13,241,455
Maintenance and Remodeling Materials (12)	143	\$789.43	\$2,574,339
Utilities, Fuel, and Public Services	127	\$6,189.46	\$20,183,819
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	131	\$132.10	\$430,794
Furniture	134	\$858.22	\$2,798,645
Rugs	148	\$51.86	\$169,102
Major Appliances (14)	137	\$491.32	\$1,602,185
Housewares (15)	129	\$125.13	\$408,036
Small Appliances	126	\$62.43	\$203,568
Luggage	138	\$20.23	\$65,965
Telephones and Accessories	144	\$127.36	\$415,317
<b>Household Operations</b>			
Child Care	136	\$700.89	\$2,285,614
Lawn and Garden (16)	147	\$719.08	\$2,344,907
Moving/Storage/Freight Express	121	\$72.50	\$236,436
Housekeeping Supplies (17)	126	\$974.01	\$3,176,254
<b>Insurance</b>			
Owners and Renters Insurance	134	\$802.65	\$2,617,449
Vehicle Insurance	122	\$2,195.62	\$7,159,931
Life/Other Insurance	142	\$768.80	\$2,507,057
Health Insurance	132	\$4,901.88	\$15,985,022
Personal Care Products (18)	124	\$618.93	\$2,018,322
School Books and Supplies (19)	128	\$189.35	\$617,485
Smoking Products	107	\$429.49	\$1,400,572
<b>Transportation</b>			
Payments on Vehicles excluding Leases	118	\$3,044.81	\$9,929,133
Gasoline and Motor Oil	122	\$2,879.13	\$9,388,829
Vehicle Maintenance and Repairs	130	\$1,502.01	\$4,898,066
<b>Travel</b>			
Airline Fares	150	\$900.24	\$2,935,673
Lodging on Trips	150	\$973.91	\$3,175,930
Auto/Truck Rental on Trips	147	\$42.26	\$137,816
Food and Drink on Trips	144	\$824.84	\$2,689,811

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 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Young and Restless (11B)	14.3%	Population	70,312	70,988
Exurbanites (1E)	13.6%	Households	29,401	29,663
Golden Years (9B)	12.3%	Families	16,390	16,401
College Towns (14B)	10.0%	Median Age	43.1	43.5
Pleasantville (2B)	9.9%	Median Household Income	\$85,947	\$89,659
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		132	\$2,841.72	\$83,549,439
Men's		135	\$565.72	\$16,632,649
Women's		133	\$1,005.84	\$29,572,736
Children's		126	\$402.21	\$11,825,510
Footwear		132	\$634.32	\$18,649,754
Watches & Jewelry		131	\$152.69	\$4,489,263
Apparel Products and Services (1)		140	\$80.93	\$2,379,528
<b>Computer</b>				
Computers and Hardware for Home Use		139	\$226.05	\$6,646,081
Portable Memory		134	\$5.17	\$152,022
Computer Software		140	\$13.62	\$400,382
Computer Accessories		137	\$24.13	\$709,487
<b>Entertainment &amp; Recreation</b>		130	\$4,227.38	\$124,289,151
Fees and Admissions		138	\$991.00	\$29,136,460
Membership Fees for Clubs (2)		141	\$337.21	\$9,914,251
Fees for Participant Sports, excl. Trips		135	\$132.58	\$3,897,924
Tickets to Theatre/Operas/Concerts		143	\$115.89	\$3,407,345
Tickets to Movies		136	\$77.78	\$2,286,884
Tickets to Parks or Museums		130	\$42.63	\$1,253,298
Admission to Sporting Events, excl. Trips		133	\$83.24	\$2,447,382
Fees for Recreational Lessons		138	\$200.50	\$5,894,757
Dating Services		146	\$1.18	\$34,618
TV/Video/Audio		128	\$1,493.70	\$43,916,213
Cable and Satellite Television Services		126	\$1,020.14	\$29,993,239
Televisions		131	\$140.82	\$4,140,317
Satellite Dishes		130	\$1.52	\$44,730
VCRs, Video Cameras, and DVD Players		128	\$6.66	\$195,692
Miscellaneous Video Equipment		127	\$31.64	\$930,378
Video Cassettes and DVDs		128	\$12.82	\$376,846
Video Game Hardware/Accessories		133	\$37.83	\$1,112,122
Video Game Software		134	\$22.14	\$650,999
Rental/Streaming/Downloaded Video		134	\$72.31	\$2,126,069
Installation of Televisions		151	\$1.63	\$48,021
Audio (3)		134	\$142.73	\$4,196,507
Rental and Repair of TV/Radio/Sound Equipment		142	\$3.45	\$101,293
Pets		124	\$859.43	\$25,268,135
Toys/Games/Crafts/Hobbies (4)		128	\$156.12	\$4,590,191
Recreational Vehicles and Fees (5)		134	\$209.04	\$6,145,933
Sports/Recreation/Exercise Equipment (6)		129	\$260.70	\$7,664,951
Photo Equipment and Supplies (7)		137	\$70.31	\$2,067,115
Reading (8)		136	\$146.36	\$4,303,232
Catered Affairs (9)		136	\$40.71	\$1,196,921
<b>Food</b>		130	\$11,864.81	\$348,837,225
Food at Home		129	\$6,898.21	\$202,814,362
Bakery and Cereal Products		129	\$894.94	\$26,311,985
Meats, Poultry, Fish, and Eggs		129	\$1,508.20	\$44,342,633
Dairy Products		129	\$709.59	\$20,862,591
Fruits and Vegetables		131	\$1,371.80	\$40,332,321
Snacks and Other Food at Home (10)		128	\$2,413.69	\$70,964,832
Food Away from Home		132	\$4,966.60	\$146,022,863
Alcoholic Beverages		137	\$849.30	\$24,970,254

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	142	\$34,627.13	\$1,018,072,327
Value of Retirement Plans	136	\$129,212.37	\$3,798,972,919
Value of Other Financial Assets	140	\$11,467.90	\$337,167,646
Vehicle Loan Amount excluding Interest	128	\$3,733.50	\$109,768,703
Value of Credit Card Debt	129	\$3,342.59	\$98,275,452
<b>Health</b>			
Nonprescription Drugs	126	\$186.71	\$5,489,351
Prescription Drugs	124	\$432.95	\$12,729,093
Eyeglasses and Contact Lenses	127	\$118.98	\$3,498,129
<b>Home</b>			
Mortgage Payment and Basics (11)	129	\$13,545.82	\$398,260,767
Maintenance and Remodeling Services	133	\$3,412.86	\$100,341,625
Maintenance and Remodeling Materials (12)	121	\$666.95	\$19,609,038
Utilities, Fuel, and Public Services	127	\$6,209.44	\$182,563,713
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	132	\$133.66	\$3,929,742
Furniture	132	\$846.98	\$24,902,189
Rugs	132	\$46.31	\$1,361,696
Major Appliances (14)	127	\$456.72	\$13,428,140
Housewares (15)	131	\$127.36	\$3,744,397
Small Appliances	131	\$64.73	\$1,903,177
Luggage	139	\$20.44	\$600,885
Telephones and Accessories	137	\$121.40	\$3,569,378
<b>Household Operations</b>			
Child Care	131	\$676.96	\$19,903,335
Lawn and Garden (16)	129	\$631.30	\$18,560,876
Moving/Storage/Freight Express	142	\$85.49	\$2,513,383
Housekeeping Supplies (17)	128	\$991.78	\$29,159,455
<b>Insurance</b>			
Owners and Renters Insurance	122	\$729.72	\$21,454,396
Vehicle Insurance	129	\$2,317.62	\$68,140,441
Life/Other Insurance	127	\$687.00	\$20,198,504
Health Insurance	128	\$4,747.69	\$139,586,897
Personal Care Products (18)	130	\$647.15	\$19,026,755
School Books and Supplies (19)	137	\$201.51	\$5,924,739
Smoking Products	121	\$486.43	\$14,301,605
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,169.36	\$93,182,345
Gasoline and Motor Oil	126	\$2,989.96	\$87,907,918
Vehicle Maintenance and Repairs	133	\$1,547.17	\$45,488,300
<b>Travel</b>			
Airline Fares	139	\$835.48	\$24,564,072
Lodging on Trips	136	\$880.71	\$25,893,819
Auto/Truck Rental on Trips	138	\$39.77	\$1,169,413
Food and Drink on Trips	135	\$773.92	\$22,754,112

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Exurbanites (1E)	11.9%	Population	144,177	146,388
Top Tier (1A)	11.6%	Households	58,101	59,135
Golden Years (9B)	8.9%	Families	33,607	33,865
Enterprising Professionals (2D)	8.1%	Median Age	41.2	41.9
Young and Restless (11B)	7.3%	Median Household Income	\$90,744	\$94,865
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		143	\$3,059.39	\$177,753,465
Men's		146	\$610.73	\$35,483,948
Women's		144	\$1,088.22	\$63,226,927
Children's		135	\$428.51	\$24,896,842
Footwear		141	\$677.88	\$39,385,392
Watches & Jewelry		142	\$165.44	\$9,612,098
Apparel Products and Services (1)		153	\$88.61	\$5,148,259
<b>Computer</b>				
Computers and Hardware for Home Use		149	\$243.28	\$14,134,959
Portable Memory		146	\$5.64	\$327,709
Computer Software		151	\$14.74	\$856,268
Computer Accessories		146	\$25.74	\$1,495,517
<b>Entertainment &amp; Recreation</b>		140	\$4,562.34	\$265,076,354
Fees and Admissions		152	\$1,089.43	\$63,297,124
Membership Fees for Clubs (2)		154	\$369.50	\$21,468,303
Fees for Participant Sports, excl. Trips		148	\$145.12	\$8,431,377
Tickets to Theatre/Operas/Concerts		157	\$126.91	\$7,373,465
Tickets to Movies		146	\$83.99	\$4,880,001
Tickets to Parks or Museums		142	\$46.62	\$2,708,444
Admission to Sporting Events, excl. Trips		147	\$91.96	\$5,342,910
Fees for Recreational Lessons		155	\$224.07	\$13,018,980
Dating Services		157	\$1.27	\$73,644
TV/Video/Audio		137	\$1,594.01	\$92,613,523
Cable and Satellite Television Services		135	\$1,090.46	\$63,356,547
Televisions		138	\$149.16	\$8,666,318
Satellite Dishes		137	\$1.60	\$92,690
VCRs, Video Cameras, and DVD Players		137	\$7.16	\$415,866
Miscellaneous Video Equipment		135	\$33.58	\$1,950,927
Video Cassettes and DVDs		137	\$13.69	\$795,504
Video Game Hardware/Accessories		140	\$39.83	\$2,313,930
Video Game Software		142	\$23.34	\$1,355,818
Rental/Streaming/Downloaded Video		143	\$76.94	\$4,470,253
Installation of Televisions		164	\$1.77	\$102,954
Audio (3)		144	\$152.96	\$8,887,217
Rental and Repair of TV/Radio/Sound Equipment		146	\$3.54	\$205,499
Pets		133	\$924.89	\$53,737,141
Toys/Games/Crafts/Hobbies (4)		138	\$167.44	\$9,728,312
Recreational Vehicles and Fees (5)		146	\$227.61	\$13,224,325
Sports/Recreation/Exercise Equipment (6)		139	\$280.91	\$16,321,166
Photo Equipment and Supplies (7)		148	\$75.81	\$4,404,353
Reading (8)		147	\$158.01	\$9,180,699
Catered Affairs (9)		148	\$44.23	\$2,569,713
<b>Food</b>		140	\$12,773.24	\$742,138,215
Food at Home		139	\$7,416.79	\$430,922,653
Bakery and Cereal Products		139	\$961.65	\$55,872,587
Meats, Poultry, Fish, and Eggs		139	\$1,620.10	\$94,129,437
Dairy Products		139	\$764.89	\$44,440,801
Fruits and Vegetables		142	\$1,480.69	\$86,029,768
Snacks and Other Food at Home (10)		138	\$2,589.46	\$150,450,060
Food Away from Home		142	\$5,356.46	\$311,215,562
Alcoholic Beverages		149	\$929.56	\$54,008,308

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	154	\$37,590.19	\$2,184,027,344
Value of Retirement Plans	149	\$141,774.05	\$8,237,214,041
Value of Other Financial Assets	152	\$12,411.38	\$721,113,578
Vehicle Loan Amount excluding Interest	135	\$3,950.91	\$229,551,676
Value of Credit Card Debt	139	\$3,622.93	\$210,495,981
<b>Health</b>			
Nonprescription Drugs	134	\$199.03	\$11,564,094
Prescription Drugs	131	\$459.07	\$26,672,543
Eyeglasses and Contact Lenses	137	\$127.90	\$7,431,163
<b>Home</b>			
Mortgage Payment and Basics (11)	142	\$14,902.53	\$865,851,631
Maintenance and Remodeling Services	146	\$3,754.97	\$218,167,360
Maintenance and Remodeling Materials (12)	133	\$731.88	\$42,523,128
Utilities, Fuel, and Public Services	135	\$6,617.17	\$384,464,122
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	141	\$142.84	\$8,299,287
Furniture	142	\$908.36	\$52,776,900
Rugs	144	\$50.48	\$2,932,915
Major Appliances (14)	137	\$491.37	\$28,549,351
Housewares (15)	140	\$135.62	\$7,879,872
Small Appliances	141	\$69.50	\$4,037,927
Luggage	150	\$22.08	\$1,283,041
Telephones and Accessories	148	\$130.46	\$7,579,723
<b>Household Operations</b>			
Child Care	144	\$744.29	\$43,243,916
Lawn and Garden (16)	140	\$685.69	\$39,839,534
Moving/Storage/Freight Express	153	\$91.92	\$5,340,888
Housekeeping Supplies (17)	137	\$1,060.15	\$61,596,036
<b>Insurance</b>			
Owners and Renters Insurance	131	\$782.34	\$45,455,007
Vehicle Insurance	136	\$2,457.64	\$142,791,401
Life/Other Insurance	137	\$744.11	\$43,233,509
Health Insurance	137	\$5,081.93	\$295,265,030
Personal Care Products (18)	139	\$694.34	\$40,341,781
School Books and Supplies (19)	146	\$214.96	\$12,489,552
Smoking Products	127	\$510.83	\$29,679,941
<b>Transportation</b>			
Payments on Vehicles excluding Leases	130	\$3,365.92	\$195,563,191
Gasoline and Motor Oil	135	\$3,183.72	\$184,977,056
Vehicle Maintenance and Repairs	142	\$1,643.36	\$95,480,711
<b>Travel</b>			
Airline Fares	153	\$916.48	\$53,248,628
Lodging on Trips	148	\$958.41	\$55,684,634
Auto/Truck Rental on Trips	152	\$43.74	\$2,541,239
Food and Drink on Trips	147	\$840.74	\$48,848,103

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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.

2111 York Rd, Lutherville Timonium, Maryland, 21093 2  
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 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.44172  
 Longitude: -76.62617

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,019		4,402		8,902							
Total Employees:	10,797		54,536		125,289							
Total Residential Population:	8,313		70,312		144,177							
Employee/Residential Population Ratio (per 100 Residents)	130		78		87							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	1.0%	99	0.9%	43	1.0%	356	0.7%	104	1.2%	1,227	1.0%
Construction	62	6.1%	593	5.5%	214	4.9%	1,959	3.6%	415	4.7%	5,199	4.1%
Manufacturing	22	2.2%	332	3.1%	76	1.7%	3,711	6.8%	176	2.0%	9,479	7.6%
Transportation	9	0.9%	128	1.2%	42	1.0%	333	0.6%	95	1.1%	592	0.5%
Communication	8	0.8%	58	0.5%	29	0.7%	400	0.7%	78	0.9%	2,076	1.7%
Utility	1	0.1%	13	0.1%	8	0.2%	87	0.2%	14	0.2%	223	0.2%
Wholesale Trade	24	2.4%	264	2.4%	81	1.8%	1,028	1.9%	174	2.0%	2,313	1.8%
Retail Trade Summary	215	21.1%	2,888	26.7%	701	15.9%	12,510	22.9%	1,518	17.1%	25,082	20.0%
Home Improvement	14	1.4%	96	0.9%	30	0.7%	385	0.7%	52	0.6%	960	0.8%
General Merchandise Stores	10	1.0%	120	1.1%	30	0.7%	580	1.1%	61	0.7%	1,600	1.3%
Food Stores	20	2.0%	337	3.1%	55	1.2%	1,212	2.2%	126	1.4%	2,808	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.2%	350	3.2%	64	1.5%	2,776	5.1%	106	1.2%	3,305	2.6%
Apparel & Accessory Stores	12	1.2%	80	0.7%	54	1.2%	375	0.7%	155	1.7%	1,805	1.4%
Furniture & Home Furnishings	34	3.3%	327	3.0%	75	1.7%	778	1.4%	148	1.7%	1,557	1.2%
Eating & Drinking Places	52	5.1%	940	8.7%	199	4.5%	4,266	7.8%	444	5.0%	8,286	6.6%
Miscellaneous Retail	62	6.1%	637	5.9%	195	4.4%	2,138	3.9%	426	4.8%	4,761	3.8%
Finance, Insurance, Real Estate Summary	175	17.2%	1,649	15.3%	721	16.4%	6,448	11.8%	1,334	15.0%	12,921	10.3%
Banks, Savings & Lending Institutions	27	2.6%	227	2.1%	108	2.5%	894	1.6%	201	2.3%	1,632	1.3%
Securities Brokers	33	3.2%	242	2.2%	164	3.7%	1,435	2.6%	280	3.1%	2,446	2.0%
Insurance Carriers & Agents	45	4.4%	448	4.1%	149	3.4%	1,599	2.9%	300	3.4%	3,989	3.2%
Real Estate, Holding, Other Investment Offices	71	7.0%	731	6.8%	299	6.8%	2,520	4.6%	553	6.2%	4,855	3.9%
Services Summary	409	40.1%	4,442	41.1%	1,872	42.5%	25,723	47.2%	3,847	43.2%	61,350	49.0%
Hotels & Lodging	3	0.3%	186	1.7%	14	0.3%	845	1.5%	39	0.4%	1,824	1.5%
Automotive Services	18	1.8%	352	3.3%	80	1.8%	885	1.6%	183	2.1%	1,495	1.2%
Motion Pictures & Amusements	43	4.2%	347	3.2%	115	2.6%	1,345	2.5%	238	2.7%	2,976	2.4%
Health Services	84	8.2%	1,118	10.4%	427	9.7%	7,569	13.9%	817	9.2%	18,899	15.1%
Legal Services	19	1.9%	116	1.1%	182	4.1%	1,252	2.3%	377	4.2%	3,063	2.4%
Education Institutions & Libraries	12	1.2%	235	2.2%	80	1.8%	2,478	4.5%	157	1.8%	5,695	4.5%
Other Services	231	22.7%	2,088	19.3%	973	22.1%	11,350	20.8%	2,035	22.9%	27,398	21.9%
Government	3	0.3%	280	2.6%	51	1.2%	1,826	3.3%	122	1.4%	4,296	3.4%
Unclassified Establishments	81	7.9%	52	0.5%	563	12.8%	156	0.3%	1,024	11.5%	530	0.4%
Totals	1,019	100.0%	10,797	100.0%	4,402	100.0%	54,536	100.0%	8,902	100.0%	125,289	100.0%

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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	0	0.0%	0	0.0%	7	0.2%	22	0.0%	14	0.2%	44	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	3	0.0%	1	0.0%	9	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	8	0.0%	3	0.0%	65	0.1%
Construction	66	6.5%	629	5.8%	233	5.3%	2,222	4.1%	452	5.1%	5,678	4.5%
Manufacturing	29	2.8%	401	3.7%	89	2.0%	3,779	6.9%	193	2.2%	9,504	7.6%
Wholesale Trade	21	2.1%	254	2.4%	77	1.7%	1,012	1.9%	168	1.9%	2,277	1.8%
Retail Trade	156	15.3%	1,891	17.5%	482	10.9%	8,095	14.8%	1,030	11.6%	16,446	13.1%
Motor Vehicle & Parts Dealers	7	0.7%	319	3.0%	51	1.2%	2,702	5.0%	82	0.9%	3,176	2.5%
Furniture & Home Furnishings Stores	23	2.3%	178	1.6%	44	1.0%	346	0.6%	83	0.9%	791	0.6%
Electronics & Appliance Stores	6	0.6%	176	1.6%	20	0.5%	441	0.8%	48	0.5%	733	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	14	1.4%	96	0.9%	30	0.7%	385	0.7%	52	0.6%	960	0.8%
Food & Beverage Stores	20	2.0%	329	3.0%	53	1.2%	1,257	2.3%	116	1.3%	2,814	2.2%
Health & Personal Care Stores	18	1.8%	157	1.5%	54	1.2%	763	1.4%	115	1.3%	1,312	1.0%
Gasoline Stations	5	0.5%	31	0.3%	13	0.3%	74	0.1%	24	0.3%	129	0.1%
Clothing & Clothing Accessories Stores	15	1.5%	204	1.9%	64	1.5%	593	1.1%	181	2.0%	2,167	1.7%
Sport Goods, Hobby, Book, & Music Stores	11	1.1%	114	1.1%	34	0.8%	381	0.7%	72	0.8%	1,018	0.8%
General Merchandise Stores	10	1.0%	120	1.1%	30	0.7%	580	1.1%	61	0.7%	1,600	1.3%
Miscellaneous Store Retailers	18	1.8%	163	1.5%	69	1.6%	468	0.9%	152	1.7%	1,463	1.2%
Nonstore Retailers	9	0.9%	4	0.0%	20	0.5%	105	0.2%	43	0.5%	283	0.2%
Transportation & Warehousing	4	0.4%	88	0.8%	25	0.6%	234	0.4%	64	0.7%	443	0.4%
Information	14	1.4%	125	1.2%	76	1.7%	1,136	2.1%	178	2.0%	3,699	3.0%
Finance & Insurance	106	10.4%	959	8.9%	428	9.7%	3,997	7.3%	796	8.9%	8,210	6.6%
Central Bank/Credit Intermediation & Related Activities	26	2.6%	221	2.0%	108	2.5%	886	1.6%	202	2.3%	1,627	1.3%
Securities, Commodity Contracts & Other Financial	35	3.4%	290	2.7%	170	3.9%	1,494	2.7%	290	3.3%	2,531	2.0%
Insurance Carriers & Related Activities; Funds, Trusts &	45	4.4%	448	4.1%	150	3.4%	1,618	3.0%	304	3.4%	4,052	3.2%
Real Estate, Rental & Leasing	69	6.8%	639	5.9%	282	6.4%	2,272	4.2%	530	6.0%	4,437	3.5%
Professional, Scientific & Tech Services	116	11.4%	1,101	10.2%	575	13.1%	6,153	11.3%	1,215	13.6%	16,582	13.2%
Legal Services	25	2.5%	143	1.3%	210	4.8%	1,410	2.6%	416	4.7%	3,317	2.6%
Management of Companies & Enterprises	3	0.3%	21	0.2%	15	0.3%	114	0.2%	37	0.4%	305	0.2%
Administrative & Support & Waste Management & Remediation	41	4.0%	358	3.3%	181	4.1%	1,341	2.5%	343	3.9%	2,859	2.3%
Educational Services	24	2.4%	310	2.9%	113	2.6%	2,677	4.9%	219	2.5%	5,906	4.7%
Health Care & Social Assistance	102	10.0%	1,323	12.3%	525	11.9%	9,220	16.9%	1,043	11.7%	23,937	19.1%
Arts, Entertainment & Recreation	28	2.7%	286	2.6%	81	1.8%	1,116	2.0%	162	1.8%	2,490	2.0%
Accommodation & Food Services	58	5.7%	1,144	10.6%	219	5.0%	5,153	9.4%	502	5.6%	10,283	8.2%
Accommodation	3	0.3%	186	1.7%	14	0.3%	845	1.5%	39	0.4%	1,824	1.5%
Food Services & Drinking Places	55	5.4%	957	8.9%	205	4.7%	4,309	7.9%	462	5.2%	8,459	6.8%
Other Services (except Public Administration)	96	9.4%	936	8.7%	377	8.6%	4,000	7.3%	807	9.1%	7,290	5.8%
Automotive Repair & Maintenance	14	1.4%	327	3.0%	55	1.2%	689	1.3%	134	1.5%	1,174	0.9%
Public Administration	3	0.3%	280	2.6%	51	1.2%	1,826	3.3%	122	1.4%	4,296	3.4%
Unclassified Establishments	81	7.9%	52	0.5%	563	12.8%	156	0.3%	1,024	11.5%	530	0.4%
<b>Total</b>	<b>1,019</b>	<b>100.0%</b>	<b>10,797</b>	<b>100.0%</b>	<b>4,402</b>	<b>100.0%</b>	<b>54,536</b>	<b>100.0%</b>	<b>8,902</b>	<b>100.0%</b>	<b>125,289</b>	<b>100.0%</b>

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