



Market Profile

2400 York Rd, Lutherville Timonium, Maryland, 21093
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.45345
 Longitude: -76.63207

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,174	57,807	112,188
2020 Total Population	9,693	60,675	119,409
2020 Group Quarters	33	1,184	10,378
2024 Total Population	9,680	60,264	118,915
2024 Group Quarters	33	1,185	10,389
2029 Total Population	9,617	59,719	119,117
2024-2029 Annual Rate	-0.13%	-0.18%	0.03%
2024 Total Daytime Population	15,505	79,433	171,733
Workers	11,429	51,709	115,160
Residents	4,076	27,724	56,573
Household Summary			
2010 Households	3,892	24,857	45,029
2010 Average Household Size	2.36	2.30	2.28
2020 Total Households	3,892	24,960	46,910
2020 Average Household Size	2.48	2.38	2.32
2024 Households	3,880	24,852	47,090
2024 Average Household Size	2.49	2.38	2.30
2029 Households	3,878	24,788	47,783
2029 Average Household Size	2.47	2.36	2.28
2024-2029 Annual Rate	-0.01%	-0.05%	0.29%
2010 Families	2,180	14,839	26,487
2010 Average Family Size	3.04	2.94	2.94
2024 Families	2,287	15,136	27,758
2024 Average Family Size	3.25	3.06	2.98
2029 Families	2,271	15,013	27,838
2029 Average Family Size	3.24	3.04	2.96
2024-2029 Annual Rate	-0.14%	-0.16%	0.06%
Housing Unit Summary			
2000 Housing Units	4,111	24,728	45,131
Owner Occupied Housing Units	43.7%	60.8%	61.9%
Renter Occupied Housing Units	52.8%	36.2%	34.5%
Vacant Housing Units	3.5%	3.0%	3.5%
2010 Housing Units	4,115	26,272	47,885
Owner Occupied Housing Units	43.8%	60.2%	60.9%
Renter Occupied Housing Units	50.7%	34.4%	33.1%
Vacant Housing Units	5.4%	5.4%	6.0%
2020 Housing Units	4,099	26,332	50,244
Owner Occupied Housing Units	42.7%	59.7%	58.2%
Renter Occupied Housing Units	52.3%	35.1%	35.2%
Vacant Housing Units	4.6%	5.2%	6.6%
2024 Housing Units	4,093	26,238	50,826
Owner Occupied Housing Units	45.2%	61.3%	59.1%
Renter Occupied Housing Units	49.6%	33.5%	33.5%
Vacant Housing Units	5.2%	5.3%	7.4%
2029 Housing Units	4,107	26,299	51,205
Owner Occupied Housing Units	47.9%	62.6%	60.6%
Renter Occupied Housing Units	46.5%	31.7%	32.7%
Vacant Housing Units	5.6%	5.7%	6.7%

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

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

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2024 Households by Income			
Household Income Base	3,880	24,852	47,082
<\$15,000	5.3%	4.0%	6.7%
\$15,000 - \$24,999	3.7%	4.0%	4.4%
\$25,000 - \$34,999	6.3%	5.0%	4.9%
\$35,000 - \$49,999	8.5%	8.9%	7.2%
\$50,000 - \$74,999	14.1%	14.1%	12.6%
\$75,000 - \$99,999	13.9%	11.2%	11.1%
\$100,000 - \$149,999	18.2%	17.3%	16.4%
\$150,000 - \$199,999	12.9%	12.6%	12.3%
\$200,000+	17.1%	22.9%	24.5%
Average Household Income	\$131,364	\$153,646	\$159,967
2029 Households by Income			
Household Income Base	3,878	24,788	47,775
<\$15,000	5.0%	3.8%	6.7%
\$15,000 - \$24,999	2.9%	3.2%	3.6%
\$25,000 - \$34,999	5.2%	4.3%	4.3%
\$35,000 - \$49,999	6.8%	7.5%	6.2%
\$50,000 - \$74,999	11.9%	12.4%	11.1%
\$75,000 - \$99,999	13.5%	10.9%	10.7%
\$100,000 - \$149,999	18.5%	16.9%	15.9%
\$150,000 - \$199,999	14.6%	13.9%	13.1%
\$200,000+	21.6%	27.2%	28.4%
Average Household Income	\$153,159	\$175,318	\$180,362
2024 Owner Occupied Housing Units by Value			
Total	1,850	16,073	30,041
<\$50,000	1.0%	0.6%	0.8%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	1.5%	0.4%	0.6%
\$200,000 - \$249,999	2.4%	1.0%	1.6%
\$250,000 - \$299,999	4.2%	3.1%	3.1%
\$300,000 - \$399,999	28.3%	26.8%	22.4%
\$400,000 - \$499,999	26.1%	24.0%	19.7%
\$500,000 - \$749,999	27.7%	27.5%	31.1%
\$750,000 - \$999,999	8.5%	12.3%	14.8%
\$1,000,000 - \$1,499,999	0.3%	2.7%	3.6%
\$1,500,000 - \$1,999,999	0.0%	0.9%	1.4%
\$2,000,000 +	0.0%	0.5%	0.7%
Average Home Value	\$487,710	\$554,419	\$589,722
2029 Owner Occupied Housing Units by Value			
Total	1,968	16,450	31,003
<\$50,000	0.3%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.3%	0.1%	0.2%
\$200,000 - \$249,999	0.6%	0.3%	0.6%
\$250,000 - \$299,999	1.5%	1.3%	1.6%
\$300,000 - \$399,999	16.7%	16.6%	14.5%
\$400,000 - \$499,999	23.3%	21.7%	17.3%
\$500,000 - \$749,999	40.9%	36.4%	38.4%
\$750,000 - \$999,999	16.0%	18.5%	20.4%
\$1,000,000 - \$1,499,999	0.5%	3.6%	4.8%
\$1,500,000 - \$1,999,999	0.0%	1.0%	1.3%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$570,427	\$618,734	\$646,243

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

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

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Median Household Income			
2024	\$95,778	\$105,835	\$106,929
2029	\$109,257	\$119,124	\$118,897
Median Home Value			
2024	\$448,344	\$474,566	\$512,531
2029	\$544,776	\$567,187	\$600,115
Per Capita Income			
2024	\$53,508	\$63,660	\$63,717
2029	\$62,767	\$73,126	\$72,729
Median Age			
2010	36.0	42.6	41.2
2020	35.6	41.9	40.0
2024	36.1	42.3	40.5
2029	37.9	43.5	41.8
2020 Population by Age			
Total	9,693	60,675	119,409
0 - 4	6.0%	5.2%	4.5%
5 - 9	6.2%	5.7%	5.0%
10 - 14	6.8%	6.2%	5.5%
15 - 24	12.8%	11.8%	17.8%
25 - 34	17.2%	12.3%	11.5%
35 - 44	14.8%	12.3%	11.1%
45 - 54	11.8%	12.2%	11.5%
55 - 64	11.2%	13.1%	12.5%
65 - 74	7.6%	11.1%	10.8%
75 - 84	3.8%	6.4%	6.2%
85 +	1.7%	3.7%	3.7%
18 +	77.0%	78.9%	81.4%
2024 Population by Age			
Total	9,681	60,262	118,915
0 - 4	6.0%	5.2%	4.4%
5 - 9	6.0%	5.7%	4.9%
10 - 14	5.6%	5.6%	5.0%
15 - 24	13.0%	11.8%	17.3%
25 - 34	17.7%	12.0%	11.9%
35 - 44	15.3%	13.2%	11.8%
45 - 54	12.1%	11.8%	11.0%
55 - 64	10.6%	12.1%	11.5%
65 - 74	7.8%	11.4%	11.0%
75 - 84	4.5%	7.5%	7.2%
85 +	1.5%	3.7%	3.9%
18 +	78.8%	80.1%	82.5%
2029 Population by Age			
Total	9,617	59,718	119,117
0 - 4	5.8%	5.0%	4.3%
5 - 9	5.8%	5.3%	4.6%
10 - 14	5.8%	5.9%	5.1%
15 - 24	11.5%	11.1%	16.4%
25 - 34	15.9%	11.8%	11.8%
35 - 44	16.6%	12.9%	11.7%
45 - 54	12.9%	12.2%	11.2%
55 - 64	10.1%	11.3%	10.8%
65 - 74	8.5%	11.7%	11.2%
75 - 84	5.2%	8.7%	8.6%
85 +	1.8%	4.2%	4.3%
18 +	79.4%	80.4%	83.1%

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

March 27, 2025



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2020 Population by Sex			
Males	4,732	28,764	55,968
Females	4,961	31,911	63,441
2024 Population by Sex			
Males	4,810	29,004	56,459
Females	4,870	31,260	62,456
2029 Population by Sex			
Males	4,761	28,654	56,341
Females	4,856	31,065	62,776
2010 Population by Race/Ethnicity			
Total	9,174	57,809	112,188
White Alone	69.3%	77.9%	80.9%
Black Alone	9.6%	8.3%	8.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	14.6%	9.7%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	1.8%	1.2%
Two or More Races	2.7%	2.0%	2.0%
Hispanic Origin	7.5%	4.6%	3.7%
Diversity Index	55.8	43.0	38.0
2020 Population by Race/Ethnicity			
Total	9,693	60,675	119,409
White Alone	55.4%	67.4%	69.9%
Black Alone	11.9%	10.8%	12.2%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	15.5%	11.2%	8.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	8.7%	3.9%	2.7%
Two or More Races	8.0%	6.4%	6.1%
Hispanic Origin	15.1%	7.9%	6.2%
Diversity Index	73.3	58.6	54.5
2024 Population by Race/Ethnicity			
Total	9,680	60,264	118,915
White Alone	53.1%	65.2%	67.6%
Black Alone	12.4%	11.3%	13.1%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	16.1%	11.9%	9.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.4%	4.3%	2.9%
Two or More Races	8.4%	6.9%	6.5%
Hispanic Origin	16.2%	8.6%	6.8%
Diversity Index	75.3	61.3	57.3
2029 Population by Race/Ethnicity			
Total	9,618	59,720	119,117
White Alone	50.8%	63.0%	65.4%
Black Alone	12.7%	11.7%	13.7%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	17.2%	13.0%	10.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.8%	4.5%	3.1%
Two or More Races	8.9%	7.4%	7.0%
Hispanic Origin	17.0%	9.2%	7.3%
Diversity Index	76.9	63.8	60.0

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

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

March 27, 2025

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	9,693	60,675	119,409
In Households	99.7%	98.0%	91.3%
Householder	40.4%	41.2%	39.2%
Opposite-Sex Spouse	16.9%	19.4%	18.3%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.1%	1.9%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	27.5%	26.6%	23.7%
Adopted Child	0.6%	0.6%	0.5%
Stepchild	1.0%	0.7%	0.6%
Grandchild	1.2%	1.0%	0.8%
Brother or Sister	1.5%	0.9%	0.7%
Parent	1.3%	1.1%	0.9%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.5%	1.0%	0.8%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	4.1%	2.6%	2.9%
In Group Quarters	0.3%	2.0%	8.7%
Institutionalized	0.0%	1.7%	2.7%
Noninstitutionalized	0.3%	0.3%	6.0%
2024 Population 25+ by Educational Attainment			
Total	6,717	43,214	81,292
Less than 9th Grade	1.9%	1.9%	1.7%
9th - 12th Grade, No Diploma	4.3%	2.5%	2.2%
High School Graduate	8.9%	12.7%	11.2%
GED/Alternative Credential	2.8%	1.2%	1.1%
Some College, No Degree	12.7%	12.4%	11.4%
Associate Degree	7.4%	5.5%	5.2%
Bachelor's Degree	40.6%	35.6%	36.1%
Graduate/Professional Degree	21.4%	28.2%	31.1%
2024 Population 15+ by Marital Status			
Total	7,975	50,338	101,898
Never Married	39.7%	32.2%	37.4%
Married	51.2%	54.2%	48.1%
Widowed	2.5%	5.6%	6.1%
Divorced	6.6%	8.0%	8.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,795	33,763	63,857
Population 16+ Employed	97.2%	97.8%	97.9%
Population 16+ Unemployment rate	2.8%	2.2%	2.1%
Population 16-24 Employed	15.0%	12.9%	15.2%
Population 16-24 Unemployment rate	5.9%	6.2%	6.6%
Population 25-54 Employed	64.9%	59.5%	56.9%
Population 25-54 Unemployment rate	1.9%	1.3%	1.1%
Population 55-64 Employed	13.7%	16.7%	16.4%
Population 55-64 Unemployment rate	3.3%	1.9%	1.6%
Population 65+ Employed	6.4%	11.0%	11.5%
Population 65+ Unemployment rate	2.7%	2.2%	1.5%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	5,634	33,028	62,504
Agriculture/Mining	0.2%	0.8%	0.4%
Construction	2.9%	3.6%	3.2%
Manufacturing	5.1%	7.5%	6.4%
Wholesale Trade	1.6%	2.2%	1.8%
Retail Trade	10.5%	8.4%	7.3%
Transportation/Utilities	2.7%	3.4%	3.2%
Information	2.9%	2.3%	2.0%
Finance/Insurance/Real Estate	10.1%	9.9%	9.6%
Services	55.7%	55.8%	59.4%
Public Administration	8.3%	6.1%	6.6%
2024 Employed Population 16+ by Occupation			
Total	5,635	33,025	62,502
White Collar	73.8%	79.2%	80.3%
Management/Business/Financial	20.9%	25.2%	24.8%
Professional	35.3%	36.7%	38.8%
Sales	9.1%	9.5%	9.0%
Administrative Support	8.5%	7.8%	7.7%
Services	15.7%	10.6%	11.7%
Blue Collar	10.5%	10.2%	7.9%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	2.1%	2.0%	1.6%
Installation/Maintenance/Repair	1.2%	1.7%	1.4%
Production	2.3%	2.4%	1.8%
Transportation/Material Moving	5.0%	3.9%	3.0%
2020 Households by Type			
Total	3,892	24,960	46,910
Married Couple Households	41.9%	47.5%	47.1%
With Own Children <18	20.1%	19.5%	18.8%
Without Own Children <18	21.8%	28.0%	28.3%
Cohabiting Couple Households	7.7%	5.5%	5.2%
With Own Children <18	2.3%	1.4%	1.1%
Without Own Children <18	5.4%	4.1%	4.0%
Male Householder, No Spouse/Partner	19.6%	17.1%	17.7%
Living Alone	13.0%	12.1%	12.6%
65 Years and over	3.1%	4.0%	4.2%
With Own Children <18	2.1%	1.4%	1.3%
Without Own Children <18, With Relatives	2.5%	2.1%	2.0%
No Relatives Present	2.1%	1.5%	1.8%
Female Householder, No Spouse/Partner	30.8%	29.8%	30.0%
Living Alone	17.7%	18.8%	19.4%
65 Years and over	7.4%	10.5%	10.7%
With Own Children <18	6.3%	4.6%	3.9%
Without Own Children <18, With Relatives	5.6%	5.2%	5.0%
No Relatives Present	1.2%	1.2%	1.7%
2020 Households by Size			
Total	3,892	24,960	46,910
1 Person Household	30.7%	30.9%	32.0%
2 Person Household	30.3%	32.1%	32.6%
3 Person Household	16.2%	15.4%	14.8%
4 Person Household	14.0%	13.6%	13.2%
5 Person Household	5.5%	5.3%	5.1%
6 Person Household	2.2%	1.8%	1.6%
7 + Person Household	1.2%	0.9%	0.8%

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2020 Households by Tenure and Mortgage Status			
Total	3,892	24,960	46,910
Owner Occupied	45.0%	63.0%	62.3%
Owned with a Mortgage/Loan	32.2%	42.4%	42.0%
Owned Free and Clear	12.8%	20.6%	20.4%
Renter Occupied	55.0%	37.0%	37.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	86	80
Percent of Income for Mortgage	29.3%	28.1%	30.0%
Wealth Index	105	154	160
2020 Housing Units By Urban/ Rural Status			
Total	4,099	26,332	50,244
Urban Housing Units	100.0%	99.2%	95.7%
Rural Housing Units	0.0%	0.8%	4.3%
2020 Population By Urban/ Rural Status			
Total	9,693	60,675	119,409
Urban Population	100.0%	99.0%	94.9%
Rural Population	0.0%	1.0%	5.1%

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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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	Pleasantville (2B)	In Style (5B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$10,875,730	\$79,873,950	\$156,373,883
Average Spent	\$2,803.02	\$3,213.98	\$3,320.75
Spending Potential Index	118	135	139
Education: Total \$	\$8,002,744	\$62,013,576	\$125,417,809
Average Spent	\$2,062.56	\$2,495.32	\$2,663.36
Spending Potential Index	119	144	154
Entertainment/Recreation: Total \$	\$18,387,118	\$136,296,598	\$268,013,632
Average Spent	\$4,738.95	\$5,484.33	\$5,691.52
Spending Potential Index	116	134	139
Food at Home: Total \$	\$32,282,263	\$241,193,683	\$473,676,539
Average Spent	\$8,320.17	\$9,705.20	\$10,058.96
Spending Potential Index	114	133	138
Food Away from Home: Total \$	\$17,947,416	\$132,994,805	\$260,932,301
Average Spent	\$4,625.62	\$5,351.47	\$5,541.14
Spending Potential Index	119	138	142
Health Care: Total \$	\$33,553,889	\$249,231,042	\$485,904,360
Average Spent	\$8,647.91	\$10,028.61	\$10,318.63
Spending Potential Index	112	130	134
HH Furnishings & Equipment: Total \$	\$14,309,035	\$105,363,392	\$205,571,470
Average Spent	\$3,687.90	\$4,239.63	\$4,365.50
Spending Potential Index	117	134	138
Personal Care Products & Services: Total \$	\$4,521,994	\$34,164,010	\$67,218,952
Average Spent	\$1,165.46	\$1,374.70	\$1,427.46
Spending Potential Index	117	138	143
Shelter: Total \$	\$119,566,304	\$905,203,233	\$1,789,998,111
Average Spent	\$30,816.06	\$36,423.76	\$38,012.28
Spending Potential Index	116	137	143
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,659,826	\$116,925,901	\$227,502,516
Average Spent	\$4,036.04	\$4,704.89	\$4,831.23
Spending Potential Index	115	134	138
Travel: Total \$	\$13,721,570	\$102,510,122	\$203,315,695
Average Spent	\$3,536.49	\$4,124.82	\$4,317.60
Spending Potential Index	117	136	142
Vehicle Maintenance & Repairs: Total \$	\$6,652,739	\$49,001,525	\$94,920,187
Average Spent	\$1,714.62	\$1,971.73	\$2,015.72
Spending Potential Index	116	133	136

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

March 27, 2025