

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	1,906	42,599	130,184
2020 Total Population	3,601	61,193	160,184
2020 Group Quarters	99	1,683	6,646
2023 Total Population	3,715	64,186	166,541
2023 Group Quarters	99	1,710	6,647
2028 Total Population	3,843	65,907	170,731
2023-2028 Annual Rate	0.68%	0.53%	0.50%
2023 Total Daytime Population	8,261	83,633	201,175
Workers	6,726	55,535	128,206
Residents	1,535	28,098	72,969
Household Summary			
2010 Households	687	15,500	45,013
2010 Average Household Size	2.64	2.67	2.74
2020 Total Households	1,329	22,441	56,653
2020 Average Household Size	2.64	2.65	2.71
2023 Households	1,390	23,755	59,451
2023 Average Household Size	2.60	2.63	2.69
2028 Households	1,451	24,589	61,510
2028 Average Household Size	2.58	2.61	2.67
2023-2028 Annual Rate	0.86%	0.69%	0.68%
2010 Families	483	11,042	32,410
2010 Average Family Size	3.06	3.15	3.22
2023 Families	934	16,449	41,618
2023 Average Family Size	3.12	3.16	3.24
2028 Families	973	17,020	43,073
2028 Average Family Size	3.10	3.14	3.21
2023-2028 Annual Rate	0.82%	0.68%	0.69%
Housing Unit Summary			
2000 Housing Units	391	12,364	40,416
Owner Occupied Housing Units	86.2%	76.9%	68.3%
Renter Occupied Housing Units	10.0%	18.4%	27.5%
Vacant Housing Units	3.8%	4.8%	4.2%
2010 Housing Units	735	16,316	47,431
Owner Occupied Housing Units	70.5%	72.7%	67.8%
Renter Occupied Housing Units	22.9%	22.3%	27.1%
Vacant Housing Units	6.5%	5.0%	5.1%
2020 Housing Units	1,401	23,386	59,279
Owner Occupied Housing Units	59.6%	62.4%	62.3%
Renter Occupied Housing Units	35.3%	33.6%	33.3%
Vacant Housing Units	4.5%	4.0%	4.5%
2023 Housing Units	1,458	24,691	62,129
Owner Occupied Housing Units	58.8%	65.0%	65.6%
Renter Occupied Housing Units	36.5%	31.2%	30.1%
Vacant Housing Units	4.7%	3.8%	4.3%
2028 Housing Units	1,513	25,401	63,985
Owner Occupied Housing Units	60.0%	66.4%	66.7%
Renter Occupied Housing Units	35.8%	30.4%	29.4%
Vacant Housing Units	4.1%	3.2%	3.9%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	1,390	23,755	59,451
<\$15,000	2.7%	3.3%	4.5%
\$15,000 - \$24,999	0.9%	2.4%	2.4%
\$25,000 - \$34,999	3.4%	2.8%	2.7%
\$35,000 - \$49,999	9.4%	6.6%	6.5%
\$50,000 - \$74,999	8.1%	11.3%	11.6%
\$75,000 - \$99,999	10.4%	11.6%	11.5%
\$100,000 - \$149,999	25.1%	23.5%	22.5%
\$150,000 - \$199,999	22.9%	18.6%	18.6%
\$200,000+	17.2%	19.7%	19.8%
Average Household Income	\$152,226	\$153,674	\$152,221
2028 Households by Income			
Household Income Base	1,451	24,589	61,510
<\$15,000	2.3%	2.9%	3.9%
\$15,000 - \$24,999	0.6%	2.0%	2.0%
\$25,000 - \$34,999	2.8%	2.3%	2.1%
\$35,000 - \$49,999	7.9%	5.5%	5.3%
\$50,000 - \$74,999	6.8%	9.7%	10.0%
\$75,000 - \$99,999	9.3%	10.3%	10.3%
\$100,000 - \$149,999	24.3%	22.8%	22.0%
\$150,000 - \$199,999	25.8%	21.2%	21.1%
\$200,000+	20.1%	23.3%	23.1%
Average Household Income	\$169,932	\$173,140	\$171,228
2023 Owner Occupied Housing Units by Value			
Total	858	16,046	40,758
<\$50,000	0.8%	6.3%	4.7%
\$50,000 - \$99,999	0.1%	1.7%	1.0%
\$100,000 - \$149,999	0.0%	0.5%	0.7%
\$150,000 - \$199,999	0.3%	0.5%	0.6%
\$200,000 - \$249,999	0.6%	1.8%	2.6%
\$250,000 - \$299,999	1.7%	2.5%	3.9%
\$300,000 - \$399,999	27.6%	24.8%	26.0%
\$400,000 - \$499,999	32.8%	27.0%	25.1%
\$500,000 - \$749,999	35.3%	32.8%	31.4%
\$750,000 - \$999,999	0.3%	1.4%	2.3%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.4%
\$2,000,000 +	0.1%	0.1%	0.6%
Average Home Value	\$481,868	\$451,109	\$469,159
2028 Owner Occupied Housing Units by Value			
Total	908	16,865	42,686
<\$50,000	0.6%	4.9%	3.7%
\$50,000 - \$99,999	0.1%	0.8%	0.6%
\$100,000 - \$149,999	0.0%	0.3%	0.4%
\$150,000 - \$199,999	0.1%	0.3%	0.3%
\$200,000 - \$249,999	0.3%	1.3%	1.6%
\$250,000 - \$299,999	1.2%	2.3%	3.1%
\$300,000 - \$399,999	24.2%	22.2%	24.1%
\$400,000 - \$499,999	34.3%	28.7%	27.0%
\$500,000 - \$749,999	38.8%	36.9%	34.7%
\$750,000 - \$999,999	0.3%	1.6%	2.5%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.5%
\$2,000,000 +	0.1%	0.1%	0.7%
Average Home Value	\$494,127	\$475,848	\$494,676

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$124,804	\$119,791	\$118,791
2028	\$138,498	\$133,736	\$132,765
Median Home Value			
2023	\$457,473	\$443,936	\$441,390
2028	\$468,971	\$462,724	\$460,296
Per Capita Income			
2023	\$56,996	\$55,724	\$54,226
2028	\$64,127	\$63,294	\$61,557
Median Age			
2010	33.9	34.8	34.4
2020	34.2	35.1	35.5
2023	37.0	37.1	36.3
2028	37.4	37.9	36.9
2020 Population by Age			
Total	3,601	61,193	160,184
0 - 4	7.3%	6.7%	6.6%
5 - 9	6.6%	6.6%	6.7%
10 - 14	6.1%	6.7%	6.7%
15 - 24	11.4%	11.9%	12.1%
25 - 34	20.5%	18.0%	17.0%
35 - 44	18.6%	16.5%	15.6%
45 - 54	12.6%	13.3%	12.9%
55 - 64	9.9%	11.5%	12.1%
65 - 74	4.6%	5.7%	6.5%
75 - 84	1.9%	2.4%	2.8%
85 +	0.5%	0.7%	0.9%
18 +	76.9%	76.4%	76.3%
2023 Population by Age			
Total	3,715	64,186	166,541
0 - 4	6.0%	6.2%	6.5%
5 - 9	6.4%	6.7%	6.8%
10 - 14	6.2%	6.9%	6.9%
15 - 24	11.0%	11.2%	12.0%
25 - 34	16.5%	15.1%	15.6%
35 - 44	18.3%	17.1%	15.9%
45 - 54	12.8%	13.5%	12.8%
55 - 64	11.2%	11.5%	11.4%
65 - 74	7.2%	7.5%	7.7%
75 - 84	3.3%	3.2%	3.4%
85 +	1.0%	0.9%	1.0%
18 +	78.1%	76.5%	76.2%
2028 Population by Age			
Total	3,843	65,908	170,730
0 - 4	6.2%	6.2%	6.6%
5 - 9	6.0%	6.4%	6.5%
10 - 14	5.8%	6.4%	6.3%
15 - 24	10.5%	10.7%	11.5%
25 - 34	17.0%	14.9%	15.9%
35 - 44	18.0%	17.4%	16.0%
45 - 54	13.3%	13.4%	12.6%
55 - 64	9.9%	11.0%	10.7%
65 - 74	8.0%	8.2%	8.2%
75 - 84	4.1%	4.3%	4.4%
85 +	1.2%	1.2%	1.3%
18 +	79.1%	77.4%	77.1%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Males	1,808	30,670	80,353
Females	1,793	30,523	79,831
2023 Population by Sex			
Males	1,872	32,254	84,114
Females	1,843	31,932	82,427
2028 Population by Sex			
Males	1,912	32,926	85,868
Females	1,931	32,981	84,863
2010 Population by Race/Ethnicity			
Total	1,906	42,600	130,183
White Alone	64.4%	60.5%	57.5%
Black Alone	19.7%	20.2%	26.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.0%	13.0%	9.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	1.9%	2.1%
Two or More Races	2.8%	4.0%	4.0%
Hispanic Origin	6.4%	6.2%	6.4%
Diversity Index	58.9	62.3	63.8
2020 Population by Race/Ethnicity			
Total	3,601	61,193	160,184
White Alone	37.0%	40.5%	43.6%
Black Alone	29.3%	25.9%	28.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	19.7%	17.7%	13.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	6.2%	5.1%
Two or More Races	9.5%	9.1%	9.0%
Hispanic Origin	9.7%	11.9%	10.6%
Diversity Index	77.6	78.3	75.7
2023 Population by Race/Ethnicity			
Total	3,715	64,185	166,541
White Alone	35.3%	38.9%	42.1%
Black Alone	29.8%	26.4%	29.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	20.3%	18.2%	13.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	6.6%	5.4%
Two or More Races	9.8%	9.4%	9.3%
Hispanic Origin	10.4%	12.6%	11.3%
Diversity Index	78.3	79.2	76.7
2028 Population by Race/Ethnicity			
Total	3,844	65,908	170,731
White Alone	32.3%	35.7%	39.2%
Black Alone	30.5%	27.1%	29.8%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	21.5%	19.3%	14.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.7%	7.2%	5.9%
Two or More Races	10.5%	10.1%	10.1%
Hispanic Origin	11.3%	13.7%	12.2%
Diversity Index	79.5	80.6	78.2

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	3,601	61,193	160,184
In Households	97.3%	97.2%	95.9%
Householder	37.3%	36.0%	35.2%
Opposite-Sex Spouse	17.9%	18.2%	18.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.2%	2.1%	1.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.1%	28.7%	28.9%
Adopted Child	0.6%	0.4%	0.5%
Stepchild	1.2%	0.9%	1.0%
Grandchild	1.4%	1.7%	1.8%
Brother or Sister	1.4%	1.4%	1.2%
Parent	2.1%	1.8%	1.6%
Parent-in-law	0.7%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.4%
Other Relatives	1.7%	1.6%	1.5%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	3.2%	3.2%	3.0%
In Group Quarters	2.7%	2.8%	4.1%
Institutionalized	2.7%	2.6%	3.7%
Noninstitutionalized	0.0%	0.2%	0.4%
2023 Population 25+ by Educational Attainment			
Total	2,615	44,258	112,958
Less than 9th Grade	3.0%	1.9%	1.9%
9th - 12th Grade, No Diploma	4.0%	4.4%	4.0%
High School Graduate	13.6%	14.9%	15.7%
GED/Alternative Credential	3.6%	2.5%	3.2%
Some College, No Degree	14.0%	15.5%	16.0%
Associate Degree	4.0%	8.1%	8.6%
Bachelor's Degree	31.9%	30.3%	27.9%
Graduate/Professional Degree	25.8%	22.3%	22.8%
2023 Population 15+ by Marital Status			
Total	3,022	51,454	132,958
Never Married	37.7%	34.0%	34.5%
Married	49.0%	52.8%	52.9%
Widowed	2.8%	3.8%	3.6%
Divorced	10.4%	9.4%	9.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,136	35,993	89,257
Population 16+ Employed	98.1%	97.2%	96.6%
Population 16+ Unemployment rate	1.9%	2.8%	3.4%
Population 16-24 Employed	8.2%	9.9%	10.6%
Population 16-24 Unemployment rate	6.0%	8.6%	9.4%
Population 25-54 Employed	73.0%	70.5%	68.1%
Population 25-54 Unemployment rate	1.5%	2.0%	2.7%
Population 55-64 Employed	14.3%	15.1%	16.1%
Population 55-64 Unemployment rate	2.0%	3.3%	2.8%
Population 65+ Employed	4.5%	4.6%	5.1%
Population 65+ Unemployment rate	1.1%	1.4%	2.0%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	2,096	34,971	86,191
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	7.8%	6.5%	5.4%
Manufacturing	8.1%	5.4%	5.2%
Wholesale Trade	2.8%	2.7%	2.0%
Retail Trade	4.9%	7.8%	8.2%
Transportation/Utilities	8.4%	5.5%	5.3%
Information	1.8%	1.8%	2.0%
Finance/Insurance/Real Estate	2.6%	4.2%	4.8%
Services	44.9%	51.4%	52.3%
Public Administration	18.8%	14.7%	14.7%
2023 Employed Population 16+ by Occupation			
Total	2,094	34,973	86,193
White Collar	71.4%	75.0%	74.6%
Management/Business/Financial	23.9%	23.5%	22.1%
Professional	33.1%	37.2%	37.0%
Sales	4.1%	5.6%	6.0%
Administrative Support	10.4%	8.6%	9.4%
Services	14.7%	12.1%	12.7%
Blue Collar	13.8%	12.9%	12.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.5%	3.4%	2.5%
Installation/Maintenance/Repair	1.0%	1.9%	2.0%
Production	0.5%	1.7%	2.1%
Transportation/Material Moving	8.8%	5.9%	6.1%
2020 Households by Type			
Total	1,329	22,441	56,653
Married Couple Households	48.8%	51.0%	51.7%
With Own Children <18	23.6%	24.3%	24.2%
Without Own Children <18	25.4%	26.7%	27.5%
Cohabiting Couple Households	6.5%	6.5%	5.9%
With Own Children <18	1.8%	1.9%	1.7%
Without Own Children <18	4.7%	4.6%	4.2%
Male Householder, No Spouse/Partner	18.2%	17.7%	16.9%
Living Alone	12.3%	11.6%	10.8%
65 Years and over	2.2%	1.9%	2.1%
With Own Children <18	1.4%	1.6%	1.6%
Without Own Children <18, With Relatives	2.7%	2.6%	2.6%
No Relatives Present	1.8%	1.9%	1.8%
Female Householder, No Spouse/Partner	26.4%	24.8%	25.6%
Living Alone	12.2%	11.8%	12.1%
65 Years and over	2.1%	3.4%	4.2%
With Own Children <18	7.4%	6.0%	6.1%
Without Own Children <18, With Relatives	5.7%	6.0%	6.4%
No Relatives Present	1.1%	1.0%	1.0%
2020 Households by Size			
Total	1,329	22,441	56,653
1 Person Household	24.5%	23.4%	22.9%
2 Person Household	29.9%	30.6%	30.3%
3 Person Household	19.0%	18.3%	18.5%
4 Person Household	15.8%	16.4%	16.4%
5 Person Household	6.1%	6.9%	7.3%
6 Person Household	2.9%	2.7%	2.9%
7 + Person Household	1.7%	1.6%	1.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	1,329	22,441	56,653
Owner Occupied	62.8%	65.0%	65.1%
Owned with a Mortgage/Loan	56.4%	53.2%	53.3%
Owned Free and Clear	6.3%	11.8%	11.9%
Renter Occupied	37.2%	35.0%	34.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	107	105	106
Percent of Income for Mortgage	22.0%	22.3%	22.3%
Wealth Index	141	157	157
2020 Housing Units By Urban/ Rural Status			
Total	1,401	23,386	59,279
Urban Housing Units	100.0%	99.8%	99.5%
Rural Housing Units	0.0%	0.2%	0.5%
2020 Population By Urban/ Rural Status			
Total	3,601	61,193	160,184
Urban Population	100.0%	99.8%	99.4%
Rural Population	0.0%	0.2%	0.6%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Exurbanites (1E)	Boomburbs (1C)	Pleasantville (2B)
3.	Boomburbs (1C)	Exurbanites (1E)	Savvy Suburbanites (1D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,335,370	\$74,053,695	\$185,535,861
Average Spent	\$3,118.97	\$3,117.39	\$3,120.82
Spending Potential Index	142	142	142
Education: Total \$	\$3,671,217	\$63,612,795	\$162,897,509
Average Spent	\$2,641.16	\$2,677.87	\$2,740.03
Spending Potential Index	147	149	153
Entertainment/Recreation: Total \$	\$7,192,082	\$125,465,692	\$309,010,350
Average Spent	\$5,174.16	\$5,281.65	\$5,197.73
Spending Potential Index	137	140	137
Food at Home: Total \$	\$12,951,945	\$221,155,947	\$554,161,430
Average Spent	\$9,317.95	\$9,309.87	\$9,321.31
Spending Potential Index	137	137	137
Food Away from Home: Total \$	\$7,418,016	\$126,643,172	\$314,934,113
Average Spent	\$5,336.70	\$5,331.22	\$5,297.37
Spending Potential Index	143	143	142
Health Care: Total \$	\$13,042,297	\$231,189,080	\$567,117,483
Average Spent	\$9,382.95	\$9,732.23	\$9,539.24
Spending Potential Index	128	132	130
HH Furnishings & Equipment: Total \$	\$5,785,774	\$100,028,943	\$247,652,710
Average Spent	\$4,162.43	\$4,210.86	\$4,165.66
Spending Potential Index	141	142	141
Personal Care Products & Services: Total \$	\$1,890,076	\$32,451,989	\$80,317,814
Average Spent	\$1,359.77	\$1,366.11	\$1,350.99
Spending Potential Index	142	143	141
Shelter: Total \$	\$50,065,130	\$847,895,966	\$2,117,300,766
Average Spent	\$36,018.08	\$35,693.37	\$35,614.22
Spending Potential Index	145	144	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,686,955	\$103,200,273	\$249,268,340
Average Spent	\$4,091.33	\$4,344.36	\$4,192.84
Spending Potential Index	131	139	134
Travel: Total \$	\$4,582,993	\$79,154,764	\$194,585,557
Average Spent	\$3,297.12	\$3,332.13	\$3,273.04
Spending Potential Index	147	148	145
Vehicle Maintenance & Repairs: Total \$	\$2,413,899	\$42,147,761	\$103,988,022
Average Spent	\$1,736.62	\$1,774.27	\$1,749.14
Spending Potential Index	133	135	134

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Enterprising Professionals (2D)	72.2%	Population	3,715	3,843
Exurbanites (1E)	15.5%	Households	1,390	1,451
Boomburbs (1C)	9.8%	Families	934	973
Comfortable Empty Nesters (5A)	2.5%	Median Age	37.0	37.4
	0.0%	Median Household Income	\$124,804	\$138,498
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		142	\$3,118.97	\$4,335,370
Men's		144	\$589.91	\$819,972
Women's		143	\$1,065.92	\$1,481,624
Children's		140	\$465.91	\$647,616
Footwear		140	\$697.57	\$969,629
Watches & Jewelry		141	\$237.57	\$330,224
Apparel Products and Services (1)		139	\$62.09	\$86,307
Computer				
Computers and Hardware for Home Use		153	\$390.91	\$543,371
Portable Memory		138	\$6.35	\$8,828
Computer Software		156	\$22.60	\$31,418
Computer Accessories		143	\$35.75	\$49,691
Entertainment & Recreation		137	\$5,174.16	\$7,192,082
Fees and Admissions		148	\$1,053.02	\$1,463,700
Membership Fees for Clubs (2)		144	\$399.22	\$554,916
Fees for Participant Sports, excl. Trips		152	\$182.28	\$253,369
Tickets to Theatre/Operas/Concerts		140	\$76.57	\$106,436
Tickets to Movies		150	\$41.52	\$57,715
Tickets to Parks or Museums		144	\$40.07	\$55,702
Admission to Sporting Events, excl. Trips		134	\$78.41	\$108,988
Fees for Recreational Lessons		161	\$233.44	\$324,475
Dating Services		141	\$1.51	\$2,099
TV/Video/Audio		130	\$1,765.27	\$2,453,722
Cable and Satellite Television Services		124	\$1,065.93	\$1,481,648
Televisions		137	\$200.18	\$278,252
Satellite Dishes		126	\$2.15	\$2,994
VCRs, Video Cameras, and DVD Players		146	\$7.05	\$9,799
Miscellaneous Video Equipment		149	\$18.84	\$26,192
Video Cassettes and DVDs		140	\$9.15	\$12,722
Video Game Hardware/Accessories		138	\$55.54	\$77,202
Video Game Software		142	\$27.51	\$38,238
Rental/Streaming/Downloaded Video		142	\$175.34	\$243,724
Installation of Televisions		147	\$2.36	\$3,278
Audio (3)		146	\$197.67	\$274,763
Rental and Repair of TV/Radio/Sound Equipment		127	\$3.53	\$4,910
Pets		134	\$1,234.91	\$1,716,529
Toys/Games/Crafts/Hobbies (4)		137	\$216.64	\$301,134
Recreational Vehicles and Fees (5)		131	\$197.36	\$274,336
Sports/Recreation/Exercise Equipment (6)		148	\$416.50	\$578,940
Photo Equipment and Supplies (7)		146	\$68.48	\$95,189
Reading (8)		140	\$177.53	\$246,768
Catered Affairs (9)		146	\$44.43	\$61,763
Food		139	\$14,654.65	\$20,369,961
Food at Home		137	\$9,317.95	\$12,951,945
Bakery and Cereal Products		135	\$1,187.94	\$1,651,237
Meats, Poultry, Fish, and Eggs		137	\$2,012.65	\$2,797,590
Dairy Products		137	\$904.09	\$1,256,682
Fruits and Vegetables		140	\$1,872.99	\$2,603,450
Snacks and Other Food at Home (10)		136	\$3,340.28	\$4,642,985
Food Away from Home		143	\$5,336.70	\$7,418,016
Alcoholic Beverages		150	\$1,010.40	\$1,404,462

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	142	\$55,804.88	\$77,568,785
Value of Retirement Plans	137	\$193,351.95	\$268,759,204
Value of Other Financial Assets	148	\$12,679.02	\$17,623,833
Vehicle Loan Amount excluding Interest	137	\$4,979.83	\$6,921,965
Value of Credit Card Debt	137	\$4,348.06	\$6,043,808
Health			
Nonprescription Drugs	125	\$213.93	\$297,358
Prescription Drugs	113	\$415.15	\$577,061
Eyeglasses and Contact Lenses	127	\$141.63	\$196,869
Home			
Mortgage Payment and Basics (11)	143	\$18,489.28	\$25,700,098
Maintenance and Remodeling Services	140	\$5,334.71	\$7,415,250
Maintenance and Remodeling Materials (12)	122	\$958.50	\$1,332,320
Utilities, Fuel, and Public Services	129	\$7,457.42	\$10,365,810
Household Furnishings and Equipment			
Household Textiles (13)	141	\$172.66	\$239,999
Furniture	140	\$1,156.65	\$1,607,745
Rugs	140	\$58.23	\$80,936
Major Appliances (14)	132	\$699.47	\$972,268
Housewares (15)	147	\$158.33	\$220,076
Small Appliances	142	\$103.26	\$143,532
Luggage	150	\$21.56	\$29,974
Telephones and Accessories	130	\$139.96	\$194,539
Household Operations			
Child Care	162	\$839.21	\$1,166,505
Lawn and Garden (16)	130	\$872.24	\$1,212,411
Moving/Storage/Freight Express	146	\$130.97	\$182,052
Housekeeping Supplies (17)	134	\$1,252.17	\$1,740,521
Insurance			
Owners and Renters Insurance	124	\$969.50	\$1,347,611
Vehicle Insurance	133	\$2,877.87	\$4,000,241
Life/Other Insurance	130	\$898.70	\$1,249,192
Health Insurance	128	\$6,334.45	\$8,804,885
Personal Care Products (18)	141	\$776.47	\$1,079,291
School Books and Supplies (19)	144	\$192.99	\$268,258
Smoking Products	110	\$477.15	\$663,242
Transportation			
Payments on Vehicles excluding Leases	132	\$3,992.81	\$5,550,007
Gasoline and Motor Oil	133	\$3,364.61	\$4,676,813
Vehicle Maintenance and Repairs	133	\$1,736.62	\$2,413,899
Travel			
Airline Fares	155	\$723.37	\$1,005,481
Lodging on Trips	144	\$1,041.31	\$1,447,414
Auto/Truck Rental on Trips	149	\$118.17	\$164,261
Food and Drink on Trips	145	\$813.10	\$1,130,213

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Enterprising Professionals (2D)	38.4%	Population	64,186	65,907
Boomburbs (1C)	17.0%	Households	23,755	24,589
Exurbanites (1E)	6.7%	Families	16,449	17,020
Savvy Suburbanites (1D)	6.4%	Median Age	37.1	37.9
Professional Pride (1B)	5.4%	Median Household Income	\$119,791	\$133,736
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		142	\$3,117.39	\$74,053,695
Men's		143	\$587.03	\$13,944,858
Women's		142	\$1,059.51	\$25,168,775
Children's		143	\$475.33	\$11,291,434
Footwear		140	\$696.59	\$16,547,557
Watches & Jewelry		141	\$237.89	\$5,651,130
Apparel Products and Services (1)		137	\$61.04	\$1,449,941
Computer				
Computers and Hardware for Home Use		149	\$380.86	\$9,047,417
Portable Memory		140	\$6.42	\$152,547
Computer Software		147	\$21.17	\$502,916
Computer Accessories		142	\$35.53	\$844,104
Entertainment & Recreation		140	\$5,281.65	\$125,465,692
Fees and Admissions		153	\$1,092.74	\$25,957,967
Membership Fees for Clubs (2)		150	\$416.32	\$9,889,595
Fees for Participant Sports, excl. Trips		156	\$187.08	\$4,444,140
Tickets to Theatre/Operas/Concerts		145	\$78.96	\$1,875,633
Tickets to Movies		151	\$41.79	\$992,627
Tickets to Parks or Museums		150	\$41.60	\$988,292
Admission to Sporting Events, excl. Trips		144	\$84.28	\$2,002,120
Fees for Recreational Lessons		166	\$241.31	\$5,732,309
Dating Services		131	\$1.40	\$33,253
TV/Video/Audio		132	\$1,792.17	\$42,572,898
Cable and Satellite Television Services		127	\$1,092.37	\$25,949,167
Televisions		137	\$200.36	\$4,759,636
Satellite Dishes		131	\$2.24	\$53,208
VCRs, Video Cameras, and DVD Players		144	\$6.95	\$164,999
Miscellaneous Video Equipment		150	\$18.92	\$449,455
Video Cassettes and DVDs		142	\$9.29	\$220,721
Video Game Hardware/Accessories		135	\$54.52	\$1,295,129
Video Game Software		137	\$26.57	\$631,122
Rental/Streaming/Downloaded Video		143	\$176.47	\$4,192,008
Installation of Televisions		151	\$2.43	\$57,632
Audio (3)		147	\$198.77	\$4,721,761
Rental and Repair of TV/Radio/Sound Equipment		118	\$3.29	\$78,062
Pets		135	\$1,242.56	\$29,516,928
Toys/Games/Crafts/Hobbies (4)		139	\$220.75	\$5,243,935
Recreational Vehicles and Fees (5)		139	\$208.67	\$4,956,850
Sports/Recreation/Exercise Equipment (6)		155	\$434.27	\$10,316,072
Photo Equipment and Supplies (7)		147	\$68.68	\$1,631,537
Reading (8)		139	\$176.68	\$4,197,093
Catered Affairs (9)		149	\$45.14	\$1,072,413
Food		139	\$14,641.09	\$347,799,118
Food at Home		137	\$9,309.87	\$221,155,947
Bakery and Cereal Products		136	\$1,193.24	\$28,345,468
Meats, Poultry, Fish, and Eggs		136	\$2,004.26	\$47,611,192
Dairy Products		137	\$902.63	\$21,442,001
Fruits and Vegetables		138	\$1,857.34	\$44,121,230
Snacks and Other Food at Home (10)		137	\$3,352.39	\$79,636,055
Food Away from Home		143	\$5,331.22	\$126,643,172
Alcoholic Beverages		147	\$991.73	\$23,558,589

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	146	\$57,449.04	\$1,364,701,980
Value of Retirement Plans	145	\$205,425.19	\$4,879,875,484
Value of Other Financial Assets	145	\$12,386.56	\$294,242,734
Vehicle Loan Amount excluding Interest	141	\$5,131.20	\$121,891,686
Value of Credit Card Debt	139	\$4,399.46	\$104,509,262
Health			
Nonprescription Drugs	129	\$221.08	\$5,251,809
Prescription Drugs	120	\$443.11	\$10,526,079
Eyeglasses and Contact Lenses	132	\$147.04	\$3,492,960
Home			
Mortgage Payment and Basics (11)	150	\$19,441.82	\$461,840,366
Maintenance and Remodeling Services	149	\$5,644.38	\$134,082,137
Maintenance and Remodeling Materials (12)	134	\$1,051.29	\$24,973,477
Utilities, Fuel, and Public Services	132	\$7,642.17	\$181,539,721
Household Furnishings and Equipment			
Household Textiles (13)	141	\$172.76	\$4,103,810
Furniture	142	\$1,168.95	\$27,768,313
Rugs	143	\$59.35	\$1,409,770
Major Appliances (14)	138	\$727.51	\$17,282,032
Housewares (15)	146	\$157.43	\$3,739,658
Small Appliances	139	\$100.85	\$2,395,653
Luggage	148	\$21.28	\$505,568
Telephones and Accessories	134	\$143.74	\$3,414,493
Household Operations			
Child Care	163	\$843.22	\$20,030,765
Lawn and Garden (16)	137	\$920.44	\$21,864,982
Moving/Storage/Freight Express	142	\$127.19	\$3,021,311
Housekeeping Supplies (17)	136	\$1,268.99	\$30,144,888
Insurance			
Owners and Renters Insurance	133	\$1,040.85	\$24,725,339
Vehicle Insurance	134	\$2,918.41	\$69,326,791
Life/Other Insurance	138	\$956.01	\$22,710,024
Health Insurance	133	\$6,552.71	\$155,659,521
Personal Care Products (18)	141	\$776.63	\$18,448,893
School Books and Supplies (19)	144	\$192.51	\$4,573,162
Smoking Products	112	\$483.71	\$11,490,561
Transportation			
Payments on Vehicles excluding Leases	137	\$4,142.86	\$98,413,654
Gasoline and Motor Oil	134	\$3,388.95	\$80,504,565
Vehicle Maintenance and Repairs	135	\$1,774.27	\$42,147,761
Travel			
Airline Fares	154	\$717.44	\$17,042,891
Lodging on Trips	148	\$1,064.61	\$25,289,827
Auto/Truck Rental on Trips	150	\$118.61	\$2,817,641
Food and Drink on Trips	146	\$818.70	\$19,448,288

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Enterprising Professionals (2D)	35.3%	Population	166,541	170,731
Pleasantville (2B)	8.9%	Households	59,451	61,510
Savvy Suburbanites (1D)	8.6%	Families	41,618	43,073
Professional Pride (1B)	7.4%	Median Age	36.3	36.9
Boomburbs (1C)	7.1%	Median Household Income	\$118,791	\$132,765
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		142	\$3,120.82	\$185,535,861
Men's		143	\$583.00	\$34,660,019
Women's		141	\$1,053.30	\$62,619,848
Children's		144	\$476.72	\$28,341,377
Footwear		141	\$703.52	\$41,825,103
Watches & Jewelry		144	\$242.61	\$14,423,130
Apparel Products and Services (1)		139	\$61.67	\$3,666,383
Computer				
Computers and Hardware for Home Use		149	\$382.19	\$22,721,461
Portable Memory		138	\$6.36	\$378,113
Computer Software		150	\$21.69	\$1,289,330
Computer Accessories		141	\$35.41	\$2,105,169
Entertainment & Recreation		137	\$5,197.73	\$309,010,350
Fees and Admissions		151	\$1,072.56	\$63,764,831
Membership Fees for Clubs (2)		147	\$407.93	\$24,251,592
Fees for Participant Sports, excl. Trips		152	\$182.25	\$10,835,103
Tickets to Theatre/Operas/Concerts		144	\$78.63	\$4,674,610
Tickets to Movies		149	\$41.27	\$2,453,753
Tickets to Parks or Museums		146	\$40.56	\$2,411,257
Admission to Sporting Events, excl. Trips		143	\$83.57	\$4,968,361
Fees for Recreational Lessons		163	\$236.92	\$14,085,221
Dating Services		134	\$1.43	\$84,934
TV/Video/Audio		131	\$1,776.62	\$105,621,840
Cable and Satellite Television Services		126	\$1,083.18	\$64,395,906
Televisions		136	\$198.60	\$11,806,814
Satellite Dishes		125	\$2.13	\$126,870
VCRs, Video Cameras, and DVD Players		143	\$6.89	\$409,803
Miscellaneous Video Equipment		148	\$18.73	\$1,113,244
Video Cassettes and DVDs		139	\$9.10	\$540,717
Video Game Hardware/Accessories		138	\$55.62	\$3,306,441
Video Game Software		141	\$27.37	\$1,627,307
Rental/Streaming/Downloaded Video		141	\$173.53	\$10,316,790
Installation of Televisions		147	\$2.36	\$140,217
Audio (3)		145	\$195.64	\$11,630,933
Rental and Repair of TV/Radio/Sound Equipment		125	\$3.48	\$206,797
Pets		133	\$1,222.13	\$72,656,772
Toys/Games/Crafts/Hobbies (4)		138	\$218.93	\$13,015,689
Recreational Vehicles and Fees (5)		136	\$204.79	\$12,175,264
Sports/Recreation/Exercise Equipment (6)		147	\$413.12	\$24,560,671
Photo Equipment and Supplies (7)		146	\$68.44	\$4,069,104
Reading (8)		140	\$176.85	\$10,514,073
Catered Affairs (9)		146	\$44.27	\$2,632,105
Food		139	\$14,618.69	\$869,095,543
Food at Home		137	\$9,321.31	\$554,161,430
Bakery and Cereal Products		136	\$1,198.35	\$71,243,246
Meats, Poultry, Fish, and Eggs		137	\$2,014.14	\$119,742,925
Dairy Products		137	\$904.30	\$53,761,528
Fruits and Vegetables		139	\$1,865.96	\$110,933,342
Snacks and Other Food at Home (10)		136	\$3,338.55	\$198,480,389
Food Away from Home		142	\$5,297.37	\$314,934,113
Alcoholic Beverages		146	\$987.37	\$58,699,984

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	144	\$56,784.95	\$3,375,922,166
Value of Retirement Plans	142	\$200,708.46	\$11,932,318,662
Value of Other Financial Assets	143	\$12,224.62	\$726,765,706
Vehicle Loan Amount excluding Interest	137	\$4,980.16	\$296,075,422
Value of Credit Card Debt	139	\$4,381.63	\$260,492,236
Health			
Nonprescription Drugs	126	\$214.84	\$12,772,577
Prescription Drugs	117	\$432.24	\$25,696,882
Eyeglasses and Contact Lenses	131	\$145.87	\$8,671,978
Home			
Mortgage Payment and Basics (11)	146	\$18,868.09	\$1,121,726,864
Maintenance and Remodeling Services	142	\$5,399.82	\$321,024,859
Maintenance and Remodeling Materials (12)	126	\$992.72	\$59,018,192
Utilities, Fuel, and Public Services	131	\$7,591.96	\$451,349,832
Household Furnishings and Equipment			
Household Textiles (13)	140	\$171.66	\$10,205,161
Furniture	140	\$1,153.66	\$68,586,153
Rugs	142	\$59.31	\$3,526,150
Major Appliances (14)	134	\$710.37	\$42,232,432
Housewares (15)	144	\$155.24	\$9,228,949
Small Appliances	139	\$101.03	\$6,006,391
Luggage	148	\$21.22	\$1,261,775
Telephones and Accessories	132	\$141.86	\$8,433,970
Household Operations			
Child Care	162	\$835.70	\$49,683,475
Lawn and Garden (16)	133	\$891.26	\$52,986,287
Moving/Storage/Freight Express	141	\$126.07	\$7,495,042
Housekeeping Supplies (17)	135	\$1,257.30	\$74,747,501
Insurance			
Owners and Renters Insurance	128	\$999.78	\$59,437,682
Vehicle Insurance	133	\$2,896.58	\$172,204,305
Life/Other Insurance	135	\$935.70	\$55,628,130
Health Insurance	130	\$6,432.09	\$382,394,145
Personal Care Products (18)	140	\$772.80	\$45,943,460
School Books and Supplies (19)	143	\$191.89	\$11,408,052
Smoking Products	113	\$488.39	\$29,035,153
Transportation			
Payments on Vehicles excluding Leases	134	\$4,049.61	\$240,753,504
Gasoline and Motor Oil	133	\$3,373.18	\$200,539,179
Vehicle Maintenance and Repairs	134	\$1,749.14	\$103,988,022
Travel			
Airline Fares	152	\$706.80	\$42,019,741
Lodging on Trips	145	\$1,042.60	\$61,983,321
Auto/Truck Rental on Trips	147	\$116.74	\$6,940,072
Food and Drink on Trips	144	\$807.66	\$48,016,285

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2023	2028
Population		3,715	3,843
Population 18+		2,903	3,038
Households		1,390	1,451
Median Household Income		\$124,804	\$138,498

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	1,861	64.1%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days	554	19.1%	93
Spent \$1-30 at Family Restaurant/Steak House/30 Days	158	5.4%	81
Spent \$31-50 at Family Restaurant/Steak House/30 Days	247	8.5%	99
Spent \$51-100 at Family Restaurant/Steak House/30 Days	403	13.9%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days	302	10.4%	106
Spent \$201+ at Family Restaurant/Steak House/30 Days	179	6.2%	125
Spent \$1-100 at Fine Dining Restaurants/30 Days	112	3.9%	128
Spent \$101-200 at Fine Dining Restaurants/30 Days	98	3.4%	145
Spent \$201+ at Fine Dining Restaurants/30 Days	89	3.1%	153
Went for Breakfast at Family Restaurant/Steak House/6 Mo	279	9.6%	94
Went for Lunch at Family Restaurant/Steak House/6 Mo	490	16.9%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo	1,294	44.6%	102
Went for Snacks at Family Restaurant/Steak House/6 Mo	39	1.3%	95
Went on Workday to Family Restaurant/Steak House/6 Mo	837	28.8%	97
Went on Weekend to Family Restaurant/Steak House/6 Mo	1,095	37.7%	103
Went to Applebee's/6 Mo	241	8.3%	62
Went to Bob Evans/6 Mo	50	1.7%	77
Went to Buffalo Wild Wings/6 Mo	198	6.8%	84
Went to California Pizza Kitchen/6 Mo	62	2.1%	153
Went to Carrabba's/6 Mo	60	2.1%	106
Went to The Cheesecake Factory/6 Mo	261	9.0%	145
Went to Chili's Grill & Bar/6 Mo	215	7.4%	82
Went to Cracker Barrel/6 Mo	236	8.1%	83
Went to Denny's/6 Mo	119	4.1%	72
Went to Golden Corral/6 Mo	49	1.7%	57
Went to IHOP/6 Mo	208	7.2%	100
Went to Logan's Roadhouse/6 Mo	19	0.7%	38
Went to Longhorn Steakhouse/6 Mo	113	3.9%	70
Went to Olive Garden/6 Mo	329	11.3%	83
Went to Outback Steakhouse/6 Mo	200	6.9%	98
Went to Red Lobster/6 Mo	144	5.0%	80
Went to Red Robin/6 Mo	182	6.3%	124
Went to Ruby Tuesday/6 Mo	28	1.0%	58
Went to Texas Roadhouse/6 Mo	278	9.6%	90
Went to T.G.I. Friday's/6 Mo	57	2.0%	90
Went to Waffle House/6 Mo	95	3.3%	75
Went to Fast Food/Drive-In Restaurant/6 Mo	2,669	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,067	36.8%	94
Spent \$1-10 at Fast Food Restaurant/30 Days	115	4.0%	96
Spent \$11-20 at Fast Food Restaurant/30 Days	197	6.8%	81
Spent \$21-40 at Fast Food Restaurant/30 Days	491	16.9%	102
Spent \$41-50 at Fast Food Restaurant/30 Days	243	8.4%	90
Spent \$51-100 at Fast Food Restaurant/30 Days	641	22.1%	108
Spent \$101-200 at Fast Food Restaurant/30 Days	351	12.1%	98
Spent \$201+ at Fast Food Restaurant/30 Days	181	6.2%	120
Ordered Eat-In Fast Food/6 Mo	496	17.1%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

1726 Dorsey Rd, Hanover, Maryland, 21076
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.17643
 Longitude: -76.74023

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	372	12.8%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,693	58.3%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	765	26.4%	118
Bought Breakfast at Fast Food Restaurant/6 Mo	932	32.1%	92
Bought Lunch at Fast Food Restaurant/6 Mo	1,562	53.8%	100
Bought Dinner at Fast Food Restaurant/6 Mo	1,609	55.4%	102
Bought Snack at Fast Food Restaurant/6 Mo	427	14.7%	110
Bought from Fast Food Restaurant on Weekday/6 Mo	1,891	65.1%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	1,575	54.3%	103
Bought A&W/6 Mo	53	1.8%	88
Bought Arby`s/6 Mo	362	12.5%	70
Bought Baskin-Robbins/6 Mo	117	4.0%	129
Bought Boston Market/6 Mo	89	3.1%	158
Bought Burger King/6 Mo	606	20.9%	75
Bought Captain D`s/6 Mo	35	1.2%	43
Bought Carl`s Jr./6 Mo	131	4.5%	96
Bought Checkers/6 Mo	45	1.6%	63
Bought Chick-Fil-A/6 Mo	1,113	38.3%	117
Bought Chipotle Mexican Grill/6 Mo	572	19.7%	123
Bought Chuck E. Cheese`s/6 Mo	19	0.7%	63
Bought Church`s Fried Chicken/6 Mo	63	2.2%	67
Bought Cold Stone Creamery/6 Mo	86	3.0%	105
Bought Dairy Queen/6 Mo	343	11.8%	78
Bought Del Taco/6 Mo	112	3.9%	117
Bought Domino`s Pizza/6 Mo	435	15.0%	93
Bought Dunkin` Donuts/6 Mo	440	15.2%	102
Bought Five Guys/6 Mo	367	12.6%	130
Bought Hardee`s/6 Mo	83	2.9%	56
Bought Jack in the Box/6 Mo	218	7.5%	111
Bought Jersey Mike`s/6 Mo	270	9.3%	129
Bought Jimmy John`s/6 Mo	181	6.2%	106
Bought KFC/6 Mo	398	13.7%	79
Bought Krispy Kreme Doughnuts/6 Mo	199	6.9%	100
Bought Little Caesars/6 Mo	212	7.3%	62
Bought Long John Silver`s/6 Mo	42	1.4%	61
Bought McDonald`s/6 Mo	1,360	46.8%	93
Bought Panda Express/6 Mo	414	14.3%	118
Bought Panera Bread/6 Mo	468	16.1%	125
Bought Papa John`s/6 Mo	224	7.7%	95
Bought Papa Murphy`s/6 Mo	80	2.8%	77
Bought Pizza Hut/6 Mo	269	9.3%	75
Bought Popeyes Chicken/6 Mo	483	16.6%	120
Bought Sonic Drive-In/6 Mo	277	9.5%	81
Bought Starbucks/6 Mo	751	25.9%	126
Bought Steak `N Shake/6 Mo	60	2.1%	70
Bought Subway/6 Mo	531	18.3%	85
Bought Taco Bell/6 Mo	718	24.7%	91
Bought Wendy`s/6 Mo	610	21.0%	80
Bought Whataburger/6 Mo	183	6.3%	106
Bought White Castle/6 Mo	37	1.3%	51
Bought Wing-Stop/6 Mo	140	4.8%	143

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

1726 Dorsey Rd, Hanover, Maryland, 21076
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17643
Longitude: -76.74023

Went to Fine Dining Restaurant/6 Mo	460	15.8%	131
Went to Fine Dining Restaurant/30 Days	359	12.4%	137
Went to Fine Dining Restaurant 2+ Times/30 Days	182	6.3%	152
Used DoorDash Site/App for Take-Out/Del/30 Days	407	14.0%	121
Used Grubhub Site/App for Take-Out/Del/30 Days	221	7.6%	139
Used Postmates Site/App for Take-Out/Del/30 Days	56	1.9%	113
Used Restrnt Site/App for Take-Out/Del/30 Days	741	25.5%	115
Used Uber Eats Site/App for Take-Out/Del/30 Days	229	7.9%	122
Used Yelp Site/App for Take-Out/Del/30 Days	89	3.1%	185

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Demographic Summary		2023	2028
Population		64,186	65,907
Population 18+		49,092	51,011
Households		23,755	24,589
Median Household Income		\$119,791	\$133,736

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	32,434	66.1%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	9,948	20.3%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days	2,767	5.6%	84
Spent \$31-50 at Family Restaurant/Steak House/30 Days	4,254	8.7%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days	7,167	14.6%	98
Spent \$101-200 at Family Restaurant/Steak House/30 Days	5,253	10.7%	109
Spent \$201+ at Family Restaurant/Steak House/30 Days	2,919	5.9%	121
Spent \$1-100 at Fine Dining Restaurants/30 Days	1,774	3.6%	120
Spent \$101-200 at Fine Dining Restaurants/30 Days	1,447	2.9%	127
Spent \$201+ at Fine Dining Restaurants/30 Days	1,354	2.8%	138
Went for Breakfast at Family Restaurant/Steak House/6 Mo	4,834	9.8%	97
Went for Lunch at Family Restaurant/Steak House/6 Mo	8,068	16.4%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo	22,554	45.9%	105
Went for Snacks at Family Restaurant/Steak House/6 Mo	642	1.3%	93
Went on Workday to Family Restaurant/Steak House/6 Mo	14,705	30.0%	101
Went on Weekend to Family Restaurant/Steak House/6 Mo	18,771	38.2%	104
Went to Applebee`s/6 Mo	4,777	9.7%	73
Went to Bob Evans/6 Mo	816	1.7%	74
Went to Buffalo Wild Wings/6 Mo	3,811	7.8%	96
Went to California Pizza Kitchen/6 Mo	970	2.0%	141
Went to Carrabba`s/6 Mo	1,071	2.2%	112
Went to The Cheesecake Factory/6 Mo	4,043	8.2%	133
Went to Chili`s Grill & Bar/6 Mo	4,343	8.8%	98
Went to Cracker Barrel/6 Mo	4,221	8.6%	88
Went to Denny`s/6 Mo	2,199	4.5%	79
Went to Golden Corral/6 Mo	875	1.8%	61
Went to IHOP/6 Mo	3,480	7.1%	99
Went to Logan`s Roadhouse/6 Mo	505	1.0%	59
Went to Longhorn Steakhouse/6 Mo	2,214	4.5%	82
Went to Olive Garden/6 Mo	6,350	12.9%	95
Went to Outback Steakhouse/6 Mo	3,531	7.2%	102
Went to Red Lobster/6 Mo	2,572	5.2%	85
Went to Red Robin/6 Mo	3,064	6.2%	124
Went to Ruby Tuesday/6 Mo	547	1.1%	67
Went to Texas Roadhouse/6 Mo	5,098	10.4%	97
Went to T.G.I. Friday`s/6 Mo	990	2.0%	92
Went to Waffle House/6 Mo	1,754	3.6%	81
Went to Fast Food/Drive-In Restaurant/6 Mo	45,089	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	18,575	37.8%	97
Spent \$1-10 at Fast Food Restaurant/30 Days	1,935	3.9%	96
Spent \$11-20 at Fast Food Restaurant/30 Days	3,747	7.6%	91
Spent \$21-40 at Fast Food Restaurant/30 Days	8,241	16.8%	101
Spent \$41-50 at Fast Food Restaurant/30 Days	4,221	8.6%	93
Spent \$51-100 at Fast Food Restaurant/30 Days	10,507	21.4%	104
Spent \$101-200 at Fast Food Restaurant/30 Days	6,168	12.6%	102
Spent \$201+ at Fast Food Restaurant/30 Days	2,960	6.0%	116
Ordered Eat-In Fast Food/6 Mo	9,294	18.9%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	6,614	13.5%	101
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	29,189	59.5%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	12,530	25.5%	114
Bought Breakfast at Fast Food Restaurant/6 Mo	16,480	33.6%	96
Bought Lunch at Fast Food Restaurant/6 Mo	26,585	54.2%	101
Bought Dinner at Fast Food Restaurant/6 Mo	27,643	56.3%	104
Bought Snack at Fast Food Restaurant/6 Mo	7,165	14.6%	109
Bought from Fast Food Restaurant on Weekday/6 Mo	32,549	66.3%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	26,668	54.3%	103
Bought A&W/6 Mo	914	1.9%	90
Bought Arby`s/6 Mo	7,110	14.5%	81
Bought Baskin-Robbins/6 Mo	1,870	3.8%	122
Bought Boston Market/6 Mo	1,246	2.5%	131
Bought Burger King/6 Mo	11,083	22.6%	81
Bought Captain D`s/6 Mo	726	1.5%	53
Bought Carl`s Jr./6 Mo	2,206	4.5%	96
Bought Checkers/6 Mo	860	1.8%	71
Bought Chick-Fil-A/6 Mo	18,901	38.5%	118
Bought Chipotle Mexican Grill/6 Mo	9,643	19.6%	122
Bought Chuck E. Cheese`s/6 Mo	344	0.7%	67
Bought Church`s Fried Chicken/6 Mo	1,089	2.2%	69
Bought Cold Stone Creamery/6 Mo	1,529	3.1%	111
Bought Dairy Queen/6 Mo	6,543	13.3%	88
Bought Del Taco/6 Mo	1,801	3.7%	112
Bought Domino`s Pizza/6 Mo	7,433	15.1%	94
Bought Dunkin` Donuts/6 Mo	7,686	15.7%	106
Bought Five Guys/6 Mo	5,834	11.9%	122
Bought Hardee`s/6 Mo	1,481	3.0%	59
Bought Jack in the Box/6 Mo	3,587	7.3%	108
Bought Jersey Mike`s/6 Mo	4,645	9.5%	131
Bought Jimmy John`s/6 Mo	3,275	6.7%	114
Bought KFC/6 Mo	7,032	14.3%	83
Bought Krispy Kreme Doughnuts/6 Mo	3,494	7.1%	103
Bought Little Caesars/6 Mo	4,320	8.8%	75
Bought Long John Silver`s/6 Mo	765	1.6%	66
Bought McDonald`s/6 Mo	23,525	47.9%	95
Bought Panda Express/6 Mo	6,909	14.1%	116
Bought Panera Bread/6 Mo	7,777	15.8%	123
Bought Papa John`s/6 Mo	4,054	8.3%	102
Bought Papa Murphy`s/6 Mo	1,715	3.5%	97
Bought Pizza Hut/6 Mo	4,842	9.9%	80
Bought Popeyes Chicken/6 Mo	7,407	15.1%	108
Bought Sonic Drive-In/6 Mo	5,169	10.5%	89
Bought Starbucks/6 Mo	12,130	24.7%	121
Bought Steak `N Shake/6 Mo	1,163	2.4%	81
Bought Subway/6 Mo	9,320	19.0%	88
Bought Taco Bell/6 Mo	12,573	25.6%	94
Bought Wendy`s/6 Mo	11,249	22.9%	87
Bought Whataburger/6 Mo	3,386	6.9%	116
Bought White Castle/6 Mo	807	1.6%	66
Bought Wing-Stop/6 Mo	2,053	4.2%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

1726 Dorsey Rd, Hanover, Maryland, 21076
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17643
Longitude: -76.74023

Went to Fine Dining Restaurant/6 Mo	7,270	14.8%	122
Went to Fine Dining Restaurant/30 Days	5,589	11.4%	126
Went to Fine Dining Restaurant 2+ Times/30 Days	2,656	5.4%	131
Used DoorDash Site/App for Take-Out/Del/30 Days	6,641	13.5%	117
Used Grubhub Site/App for Take-Out/Del/30 Days	3,375	6.9%	126
Used Postmates Site/App for Take-Out/Del/30 Days	862	1.8%	103
Used Restrnt Site/App for Take-Out/Del/30 Days	12,570	25.6%	116
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,604	7.3%	114
Used Yelp Site/App for Take-Out/Del/30 Days	1,259	2.6%	155

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Demographic Summary		2023	2028	
Population		166,541	170,731	
Population 18+		126,908	131,640	
Households		59,451	61,510	
Median Household Income		\$118,791	\$132,765	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		80,991	63.8%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days		24,230	19.1%	93
Spent \$1-30 at Family Restaurant/Steak House/30 Days		6,944	5.5%	82
Spent \$31-50 at Family Restaurant/Steak House/30 Days		10,553	8.3%	97
Spent \$51-100 at Family Restaurant/Steak House/30 Days		17,677	13.9%	94
Spent \$101-200 at Family Restaurant/Steak House/30 Days		12,872	10.1%	104
Spent \$201+ at Family Restaurant/Steak House/30 Days		7,178	5.7%	115
Spent \$1-100 at Fine Dining Restaurants/30 Days		4,117	3.2%	108
Spent \$101-200 at Fine Dining Restaurants/30 Days		3,567	2.8%	121
Spent \$201+ at Fine Dining Restaurants/30 Days		3,330	2.6%	131
Went for Breakfast at Family Restaurant/Steak House/6 Mo		12,043	9.5%	93
Went for Lunch at Family Restaurant/Steak House/6 Mo		19,672	15.5%	95
Went for Dinner at Family Restaurant/Steak House/6 Mo		55,854	44.0%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,692	1.3%	95
Went on Workday to Family Restaurant/Steak House/6 Mo		36,249	28.6%	96
Went on Weekend to Family Restaurant/Steak House/6 Mo		46,407	36.6%	100
Went to Applebee`s/6 Mo		12,818	10.1%	76
Went to Bob Evans/6 Mo		2,172	1.7%	76
Went to Buffalo Wild Wings/6 Mo		9,466	7.5%	92
Went to California Pizza Kitchen/6 Mo		2,418	1.9%	136
Went to Carrabba`s/6 Mo		2,436	1.9%	98
Went to The Cheesecake Factory/6 Mo		10,106	8.0%	129
Went to Chili`s Grill & Bar/6 Mo		11,172	8.8%	97
Went to Cracker Barrel/6 Mo		9,962	7.8%	80
Went to Denny`s/6 Mo		5,472	4.3%	76
Went to Golden Corral/6 Mo		2,186	1.7%	59
Went to IHOP/6 Mo		9,043	7.1%	100
Went to Logan`s Roadhouse/6 Mo		1,199	0.9%	55
Went to Longhorn Steakhouse/6 Mo		5,641	4.4%	80
Went to Olive Garden/6 Mo		15,460	12.2%	90
Went to Outback Steakhouse/6 Mo		8,982	7.1%	101
Went to Red Lobster/6 Mo		6,397	5.0%	81
Went to Red Robin/6 Mo		7,443	5.9%	116
Went to Ruby Tuesday/6 Mo		1,460	1.2%	69
Went to Texas Roadhouse/6 Mo		11,915	9.4%	88
Went to T.G.I. Friday`s/6 Mo		2,664	2.1%	96
Went to Waffle House/6 Mo		4,142	3.3%	74
Went to Fast Food/Drive-In Restaurant/6 Mo		112,566	88.7%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		45,633	36.0%	92
Spent \$1-10 at Fast Food Restaurant/30 Days		4,990	3.9%	95
Spent \$11-20 at Fast Food Restaurant/30 Days		9,634	7.6%	90
Spent \$21-40 at Fast Food Restaurant/30 Days		20,579	16.2%	98
Spent \$41-50 at Fast Food Restaurant/30 Days		10,453	8.2%	89
Spent \$51-100 at Fast Food Restaurant/30 Days		26,570	20.9%	102
Spent \$101-200 at Fast Food Restaurant/30 Days		14,828	11.7%	95
Spent \$201+ at Fast Food Restaurant/30 Days		7,037	5.5%	106
Ordered Eat-In Fast Food/6 Mo		22,418	17.7%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	16,708	13.2%	98
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	71,687	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	31,481	24.8%	111
Bought Breakfast at Fast Food Restaurant/6 Mo	40,990	32.3%	93
Bought Lunch at Fast Food Restaurant/6 Mo	65,898	51.9%	97
Bought Dinner at Fast Food Restaurant/6 Mo	68,522	54.0%	100
Bought Snack at Fast Food Restaurant/6 Mo	17,847	14.1%	105
Bought from Fast Food Restaurant on Weekday/6 Mo	80,406	63.4%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	66,515	52.4%	100
Bought A&W/6 Mo	2,049	1.6%	78
Bought Arby`s/6 Mo	17,440	13.7%	77
Bought Baskin-Robbins/6 Mo	4,628	3.6%	117
Bought Boston Market/6 Mo	3,354	2.6%	136
Bought Burger King/6 Mo	28,177	22.2%	80
Bought Captain D`s/6 Mo	1,793	1.4%	50
Bought Carl`s Jr./6 Mo	5,584	4.4%	94
Bought Checkers/6 Mo	2,335	1.8%	74
Bought Chick-Fil-A/6 Mo	46,008	36.3%	111
Bought Chipotle Mexican Grill/6 Mo	24,191	19.1%	119
Bought Chuck E. Cheese`s/6 Mo	911	0.7%	69
Bought Church`s Fried Chicken/6 Mo	2,511	2.0%	61
Bought Cold Stone Creamery/6 Mo	3,988	3.1%	112
Bought Dairy Queen/6 Mo	15,721	12.4%	82
Bought Del Taco/6 Mo	4,743	3.7%	114
Bought Domino`s Pizza/6 Mo	18,765	14.8%	92
Bought Dunkin` Donuts/6 Mo	20,765	16.4%	110
Bought Five Guys/6 Mo	14,541	11.5%	118
Bought Hardee`s/6 Mo	3,621	2.9%	56
Bought Jack in the Box/6 Mo	8,670	6.8%	101
Bought Jersey Mike`s/6 Mo	11,403	9.0%	125
Bought Jimmy John`s/6 Mo	7,684	6.1%	103
Bought KFC/6 Mo	17,554	13.8%	80
Bought Krispy Kreme Doughnuts/6 Mo	8,624	6.8%	99
Bought Little Caesars/6 Mo	10,922	8.6%	73
Bought Long John Silver`s/6 Mo	1,810	1.4%	60
Bought McDonald`s/6 Mo	58,896	46.4%	92
Bought Panda Express/6 Mo	16,653	13.1%	108
Bought Panera Bread/6 Mo	19,070	15.0%	117
Bought Papa John`s/6 Mo	10,002	7.9%	97
Bought Papa Murphy`s/6 Mo	3,834	3.0%	84
Bought Pizza Hut/6 Mo	11,889	9.4%	76
Bought Popeyes Chicken/6 Mo	18,342	14.5%	104
Bought Sonic Drive-In/6 Mo	12,228	9.6%	82
Bought Starbucks/6 Mo	30,561	24.1%	117
Bought Steak `N Shake/6 Mo	2,837	2.2%	76
Bought Subway/6 Mo	22,848	18.0%	83
Bought Taco Bell/6 Mo	31,513	24.8%	91
Bought Wendy`s/6 Mo	29,252	23.0%	88
Bought Whataburger/6 Mo	6,950	5.5%	92
Bought White Castle/6 Mo	2,263	1.8%	72
Bought Wing-Stop/6 Mo	4,760	3.8%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Restaurant Market Potential

1726 Dorsey Rd, Hanover, Maryland, 21076
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17643
Longitude: -76.74023

Went to Fine Dining Restaurant/6 Mo	17,657	13.9%	115
Went to Fine Dining Restaurant/30 Days	13,553	10.7%	118
Went to Fine Dining Restaurant 2+ Times/30 Days	6,450	5.1%	123
Used DoorDash Site/App for Take-Out/Del/30 Days	16,488	13.0%	112
Used Grubhub Site/App for Take-Out/Del/30 Days	8,486	6.7%	122
Used Postmates Site/App for Take-Out/Del/30 Days	2,188	1.7%	101
Used Restrnt Site/App for Take-Out/Del/30 Days	31,097	24.5%	111
Used Uber Eats Site/App for Take-Out/Del/30 Days	9,231	7.3%	113
Used Yelp Site/App for Take-Out/Del/30 Days	3,071	2.4%	146

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Business Summary

1726 Dorsey Rd, Hanover, Maryland, 21076
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17643
Longitude: -76.74023

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	360		2,595		6,832							
Total Employees:	10,508		57,986		135,094							
Total Residential Population:	3,715		64,186		166,541							
Employee/Residential Population Ratio (per 100 Residents)	283		90		81							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.1%	40	0.4%	27	1.0%	303	0.5%	74	1.1%	884	0.7%
Construction	35	9.7%	525	5.0%	211	8.1%	2,870	4.9%	506	7.4%	7,427	5.5%
Manufacturing	16	4.4%	538	5.1%	85	3.3%	2,492	4.3%	210	3.1%	16,262	12.0%
Transportation	16	4.4%	345	3.3%	92	3.5%	1,767	3.0%	260	3.8%	5,185	3.8%
Communication	4	1.1%	51	0.5%	25	1.0%	260	0.4%	62	0.9%	727	0.5%
Utility	3	0.8%	27	0.3%	13	0.5%	124	0.2%	30	0.4%	568	0.4%
Wholesale Trade	27	7.5%	870	8.3%	141	5.4%	3,802	6.6%	325	4.8%	8,089	6.0%
Retail Trade Summary	58	16.1%	817	7.8%	595	22.9%	9,759	16.8%	1,340	19.6%	22,237	16.5%
Home Improvement	7	1.9%	58	0.6%	44	1.7%	456	0.8%	90	1.3%	1,561	1.2%
General Merchandise Stores	3	0.8%	20	0.2%	28	1.1%	564	1.0%	65	1.0%	1,228	0.9%
Food Stores	7	1.9%	149	1.4%	68	2.6%	1,341	2.3%	144	2.1%	2,803	2.1%
Auto Dealers & Gas Stations	8	2.2%	46	0.4%	55	2.1%	585	1.0%	117	1.7%	1,540	1.1%
Apparel & Accessory Stores	1	0.3%	18	0.2%	44	1.7%	596	1.0%	75	1.1%	875	0.6%
Furniture & Home Furnishings	6	1.7%	58	0.6%	46	1.8%	593	1.0%	121	1.8%	1,560	1.2%
Eating & Drinking Places	17	4.7%	311	3.0%	165	6.4%	3,576	6.2%	443	6.5%	8,969	6.6%
Miscellaneous Retail	8	2.2%	156	1.5%	145	5.6%	2,049	3.5%	285	4.2%	3,701	2.7%
Finance, Insurance, Real Estate Summary	28	7.8%	313	3.0%	206	7.9%	1,922	3.3%	588	8.6%	7,068	5.2%
Banks, Savings & Lending Institutions	4	1.1%	108	1.0%	29	1.1%	465	0.8%	86	1.3%	1,523	1.1%
Securities Brokers	4	1.1%	54	0.5%	32	1.2%	285	0.5%	88	1.3%	702	0.5%
Insurance Carriers & Agents	6	1.7%	79	0.8%	29	1.1%	400	0.7%	77	1.1%	970	0.7%
Real Estate, Holding, Other Investment Offices	14	3.9%	73	0.7%	116	4.5%	771	1.3%	337	4.9%	3,873	2.9%
Services Summary	126	35.0%	2,276	21.7%	848	32.7%	17,942	30.9%	2,500	36.6%	46,204	34.2%
Hotels & Lodging	6	1.7%	243	2.3%	40	1.5%	1,279	2.2%	78	1.1%	2,742	2.0%
Automotive Services	14	3.9%	158	1.5%	73	2.8%	669	1.2%	186	2.7%	2,011	1.5%
Movies & Amusements	6	1.7%	71	0.7%	51	2.0%	6,715	11.6%	157	2.3%	7,808	5.8%
Health Services	14	3.9%	224	2.1%	103	4.0%	1,468	2.5%	296	4.3%	5,948	4.4%
Legal Services	3	0.8%	19	0.2%	23	0.9%	104	0.2%	75	1.1%	405	0.3%
Education Institutions & Libraries	3	0.8%	69	0.7%	25	1.0%	871	1.5%	92	1.3%	3,936	2.9%
Other Services	81	22.5%	1,491	14.2%	533	20.5%	6,836	11.8%	1,617	23.7%	23,355	17.3%
Government	4	1.1%	4,480	42.6%	21	0.8%	15,702	27.1%	82	1.2%	17,791	13.2%
Unclassified Establishments	40	11.1%	226	2.2%	330	12.7%	1,042	1.8%	854	12.5%	2,654	2.0%
Totals	360	100.0%	10,508	100.0%	2,595	100.0%	57,986	100.0%	6,832	100.0%	135,094	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.

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	0.3%	1	0.0%	3	0.1%	10	0.0%	9	0.1%	82	0.1%
Mining	0	0.0%	3	0.0%	1	0.0%	13	0.0%	4	0.1%	47	0.0%
Utilities	1	0.3%	8	0.1%	3	0.1%	35	0.1%	7	0.1%	71	0.1%
Construction	37	10.3%	535	5.1%	223	8.6%	2,963	5.1%	544	8.0%	7,849	5.8%
Manufacturing	18	5.0%	625	5.9%	101	3.9%	2,868	4.9%	235	3.4%	16,690	12.4%
Wholesale Trade	27	7.5%	869	8.3%	140	5.4%	3,797	6.5%	324	4.7%	8,086	6.0%
Retail Trade	35	9.7%	388	3.7%	397	15.3%	5,619	9.7%	834	12.2%	12,418	9.2%
Motor Vehicle & Parts Dealers	7	1.9%	42	0.4%	44	1.7%	486	0.8%	89	1.3%	1,273	0.9%
Furniture & Home Furnishings Stores	2	0.6%	23	0.2%	22	0.8%	185	0.3%	60	0.9%	802	0.6%
Electronics & Appliance Stores	3	0.8%	26	0.2%	17	0.7%	353	0.6%	46	0.7%	658	0.5%
Building Material & Garden Equipment & Supplies Dealers	7	1.9%	56	0.5%	40	1.5%	417	0.7%	85	1.2%	1,511	1.1%
Food & Beverage Stores	4	1.1%	44	0.4%	49	1.9%	885	1.5%	117	1.7%	2,219	1.6%
Health & Personal Care Stores	2	0.6%	26	0.2%	30	1.2%	318	0.5%	67	1.0%	632	0.5%
Gasoline Stations & Fuel Dealers	1	0.3%	4	0.0%	12	0.5%	101	0.2%	30	0.4%	272	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.3%	20	0.2%	55	2.1%	649	1.1%	93	1.4%	966	0.7%
Sporting Goods, Hobby, Book, & Music Stores	4	1.1%	58	0.6%	45	1.7%	599	1.0%	112	1.6%	1,415	1.0%
General Merchandise Stores	5	1.4%	89	0.8%	84	3.2%	1,627	2.8%	135	2.0%	2,669	2.0%
Transportation & Warehousing	15	4.2%	347	3.3%	86	3.3%	1,761	3.0%	240	3.5%	5,004	3.7%
Information	10	2.8%	192	1.8%	58	2.2%	1,002	1.7%	197	2.9%	3,788	2.8%
Finance & Insurance	14	3.9%	242	2.3%	94	3.6%	1,157	2.0%	262	3.8%	3,416	2.5%
Central Bank/Credit Intermediation & Related Activities	4	1.1%	108	1.0%	29	1.1%	461	0.8%	86	1.3%	1,517	1.1%
Securities & Commodity Contracts	4	1.1%	54	0.5%	36	1.4%	295	0.5%	97	1.4%	727	0.5%
Funds, Trusts & Other Financial Vehicles	6	1.7%	79	0.8%	29	1.1%	401	0.7%	79	1.2%	1,172	0.9%
Real Estate, Rental & Leasing	19	5.3%	192	1.8%	138	5.3%	1,249	2.2%	362	5.3%	4,079	3.0%
Professional, Scientific & Tech Services	40	11.1%	745	7.1%	255	9.8%	3,321	5.7%	794	11.6%	12,450	9.2%
Legal Services	3	0.8%	29	0.3%	26	1.0%	139	0.2%	84	1.2%	476	0.4%
Management of Companies & Enterprises	1	0.3%	8	0.1%	6	0.2%	54	0.1%	30	0.4%	389	0.3%
Administrative, Support & Waste Management Services	17	4.7%	432	4.1%	102	3.9%	1,668	2.9%	266	3.9%	4,482	3.3%
Educational Services	5	1.4%	84	0.8%	35	1.3%	959	1.7%	124	1.8%	4,161	3.1%
Health Care & Social Assistance	17	4.7%	258	2.5%	124	4.8%	1,724	3.0%	386	5.6%	7,418	5.5%
Arts, Entertainment & Recreation	4	1.1%	37	0.4%	37	1.4%	6,531	11.3%	121	1.8%	7,389	5.5%
Accommodation & Food Services	25	6.9%	574	5.5%	221	8.5%	4,996	8.6%	553	8.1%	12,025	8.9%
Accommodation	6	1.7%	243	2.3%	40	1.5%	1,279	2.2%	78	1.1%	2,742	2.0%
Food Services & Drinking Places	20	5.6%	331	3.1%	181	7.0%	3,717	6.4%	475	7.0%	9,284	6.9%
Other Services (except Public Administration)	30	8.3%	265	2.5%	218	8.4%	1,516	2.6%	605	8.9%	4,809	3.6%
Automotive Repair & Maintenance	9	2.5%	36	0.3%	47	1.8%	236	0.4%	119	1.7%	1,087	0.8%
Public Administration	4	1.1%	4,480	42.6%	21	0.8%	15,702	27.1%	82	1.2%	17,786	13.2%
Unclassified Establishments	40	11.1%	226	2.2%	330	12.7%	1,042	1.8%	854	12.5%	2,654	2.0%
Total	360	100.0%	10,508	100.0%	2,595	100.0%	57,986	100.0%	6,832	100.0%	135,094	100.0%

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