

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,140	57,377	120,334
2020 Total Population	9,938	62,660	128,773
2020 Group Quarters	48	407	1,008
2022 Total Population	9,904	63,284	129,557
2022 Group Quarters	48	407	1,008
2027 Total Population	9,946	64,270	131,315
2022-2027 Annual Rate	0.08%	0.31%	0.27%
2022 Total Daytime Population	11,125	66,130	123,896
Workers	6,551	35,934	61,768
Residents	4,574	30,196	62,128
<b>Household Summary</b>			
2010 Households	3,488	21,823	44,548
2010 Average Household Size	2.60	2.61	2.68
2020 Total Households	3,860	24,234	48,447
2020 Average Household Size	2.56	2.57	2.64
2022 Total Households	3,862	24,557	48,968
2022 Average Household Size	2.55	2.56	2.63
2027 Total Households	3,891	25,018	49,821
2027 Average Household Size	2.54	2.55	2.62
2022-2027 Annual Rate	0.15%	0.37%	0.35%
2010 Families	2,564	15,493	32,307
2010 Average Family Size	3.07	3.12	3.15
2022 Total Families	2,738	16,949	34,576
2022 Average Family Size	3.08	3.12	3.15
2027 Total Families	2,752	17,247	35,119
2027 Average Family Size	3.07	3.11	3.14
2022-2027 Annual Rate	0.10%	0.35%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,144	18,814	39,668
Owner Occupied Housing Units	82.9%	78.3%	78.2%
Renter Occupied Housing Units	14.6%	18.8%	18.4%
Vacant Housing Units	2.5%	2.9%	3.4%
2010 Housing Units	3,608	22,773	46,589
Owner Occupied Housing Units	80.4%	77.3%	77.6%
Renter Occupied Housing Units	16.3%	18.5%	18.0%
Vacant Housing Units	3.3%	4.2%	4.4%
2020 Housing Units	3,957	25,048	50,385
Vacant Housing Units	2.5%	3.2%	3.8%
2022 Housing Units	3,975	25,496	51,124
Owner Occupied Housing Units	75.1%	75.0%	76.6%
Renter Occupied Housing Units	22.0%	21.4%	19.2%
Vacant Housing Units	2.8%	3.7%	4.2%
2027 Housing Units	4,012	26,015	52,096
Owner Occupied Housing Units	75.8%	75.8%	77.4%
Renter Occupied Housing Units	21.1%	20.4%	18.2%
Vacant Housing Units	3.0%	3.8%	4.4%
<b>Median Household Income</b>			
2022	\$112,100	\$103,523	\$102,213
2027	\$127,557	\$114,913	\$112,021
<b>Median Home Value</b>			
2022	\$395,057	\$353,585	\$349,937
2027	\$416,787	\$377,729	\$374,783
<b>Per Capita Income</b>			
2022	\$58,297	\$54,310	\$51,084
2027	\$66,243	\$62,494	\$58,418
<b>Median Age</b>			
2010	38.3	38.4	37.9
2022	40.0	40.6	40.0
2027	41.3	41.6	40.9

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

Guy Fieri's Flavortown Kitchen  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49767  
Longitude: -76.32893

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	3,862	24,557	48,968
<\$15,000	4.3%	4.7%	4.9%
\$15,000 - \$24,999	3.7%	4.5%	3.8%
\$25,000 - \$34,999	2.7%	3.1%	3.8%
\$35,000 - \$49,999	7.9%	7.2%	7.3%
\$50,000 - \$74,999	12.6%	14.1%	14.3%
\$75,000 - \$99,999	11.9%	14.1%	14.4%
\$100,000 - \$149,999	21.1%	21.6%	22.8%
\$150,000 - \$199,999	13.0%	12.8%	12.9%
\$200,000+	22.9%	18.0%	15.9%
Average Household Income	\$153,380	\$140,528	\$135,046
<b>2027 Households by Income</b>			
Household Income Base	3,891	25,018	49,821
<\$15,000	3.4%	3.9%	4.1%
\$15,000 - \$24,999	3.0%	3.7%	3.1%
\$25,000 - \$34,999	3.1%	3.0%	3.5%
\$35,000 - \$49,999	6.2%	5.9%	6.1%
\$50,000 - \$74,999	9.3%	11.6%	11.9%
\$75,000 - \$99,999	10.8%	13.2%	13.4%
\$100,000 - \$149,999	21.9%	22.1%	23.8%
\$150,000 - \$199,999	16.3%	14.8%	15.0%
\$200,000+	26.0%	21.9%	19.2%
Average Household Income	\$173,357	\$161,220	\$153,865
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,985	19,111	39,174
<\$50,000	1.3%	1.6%	2.7%
\$50,000 - \$99,999	0.0%	0.0%	0.6%
\$100,000 - \$149,999	1.1%	0.9%	2.1%
\$150,000 - \$199,999	6.6%	8.0%	7.3%
\$200,000 - \$249,999	9.0%	12.3%	10.9%
\$250,000 - \$299,999	9.8%	13.4%	13.2%
\$300,000 - \$399,999	23.4%	25.8%	26.5%
\$400,000 - \$499,999	35.9%	19.0%	19.2%
\$500,000 - \$749,999	12.6%	14.4%	13.9%
\$750,000 - \$999,999	0.3%	3.5%	2.6%
\$1,000,000 - \$1,499,999	0.1%	1.0%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$386,341	\$390,904	\$379,656
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,043	19,710	40,315
<\$50,000	0.9%	1.4%	2.5%
\$50,000 - \$99,999	0.0%	0.0%	0.4%
\$100,000 - \$149,999	0.5%	0.5%	1.3%
\$150,000 - \$199,999	4.4%	5.2%	4.7%
\$200,000 - \$249,999	5.4%	9.5%	8.2%
\$250,000 - \$299,999	7.9%	12.2%	11.9%
\$300,000 - \$399,999	24.0%	27.3%	28.1%
\$400,000 - \$499,999	41.1%	21.6%	22.1%
\$500,000 - \$749,999	15.3%	16.8%	16.5%
\$750,000 - \$999,999	0.3%	4.2%	3.1%
\$1,000,000 - \$1,499,999	0.1%	1.2%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$412,040	\$416,118	\$405,869

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

Guy Fieri's Flavortown Kitchen  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49767  
Longitude: -76.32893

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	9,140	57,376	120,336
0 - 4	6.3%	6.5%	6.5%
5 - 9	6.8%	7.0%	7.0%
10 - 14	8.3%	7.4%	7.4%
15 - 24	12.4%	11.6%	12.4%
25 - 34	11.9%	13.0%	12.8%
35 - 44	14.5%	14.4%	14.5%
45 - 54	17.2%	16.1%	16.3%
55 - 64	11.8%	11.6%	11.6%
65 - 74	6.0%	6.6%	6.4%
75 - 84	3.4%	4.1%	3.7%
85 +	1.4%	1.9%	1.5%
18 +	73.2%	74.8%	74.6%
<b>2022 Population by Age</b>			
Total	9,907	63,284	129,556
0 - 4	5.4%	5.5%	5.6%
5 - 9	6.1%	6.2%	6.3%
10 - 14	6.6%	6.8%	6.8%
15 - 24	11.6%	11.5%	11.6%
25 - 34	13.0%	12.3%	12.7%
35 - 44	13.7%	13.7%	13.8%
45 - 54	13.2%	13.3%	13.3%
55 - 64	14.5%	13.7%	13.4%
65 - 74	9.7%	9.9%	9.7%
75 - 84	4.5%	5.1%	5.0%
85 +	1.8%	2.0%	1.8%
18 +	78.2%	77.7%	77.4%
<b>2027 Population by Age</b>			
Total	9,947	64,271	131,315
0 - 4	5.3%	5.5%	5.6%
5 - 9	5.8%	5.9%	6.0%
10 - 14	6.2%	6.2%	6.4%
15 - 24	10.1%	10.7%	10.9%
25 - 34	13.8%	12.6%	12.7%
35 - 44	14.4%	13.8%	14.3%
45 - 54	11.9%	12.8%	12.7%
55 - 64	13.6%	12.9%	12.5%
65 - 74	11.0%	10.8%	10.6%
75 - 84	6.1%	6.6%	6.3%
85 +	2.0%	2.2%	2.0%
18 +	79.0%	78.8%	78.3%
<b>2010 Population by Sex</b>			
Males	4,426	27,693	58,463
Females	4,713	29,684	61,870
<b>2022 Population by Sex</b>			
Males	4,822	30,727	63,260
Females	5,082	32,557	66,297
<b>2027 Population by Sex</b>			
Males	4,861	31,218	64,155
Females	5,085	33,051	67,160

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

Guy Fieri's Flavortown Kitchen  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
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Longitude: -76.32893

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	9,139	57,377	120,334
White Alone	87.6%	86.3%	82.5%
Black Alone	5.4%	6.9%	11.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.1%	3.7%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.6%	0.8%	1.0%
Two or More Races	1.9%	2.1%	2.2%
Hispanic Origin	3.4%	3.4%	3.6%
Diversity Index	27.9	29.7	35.4
<b>2020 Population by Race/Ethnicity</b>			
Total	9,938	62,660	128,773
White Alone	77.8%	77.0%	73.8%
Black Alone	7.0%	8.6%	12.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	6.3%	5.5%	4.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.7%	1.7%	2.1%
Two or More Races	7.1%	6.9%	6.9%
Hispanic Origin	5.5%	5.1%	5.5%
Diversity Index	44.5	45.0	49.1
<b>2022 Population by Race/Ethnicity</b>			
Total	9,906	63,283	129,558
White Alone	77.2%	76.4%	73.3%
Black Alone	7.0%	8.7%	12.7%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	6.4%	5.6%	4.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.9%	1.8%	2.3%
Two or More Races	7.4%	7.2%	7.1%
Hispanic Origin	5.6%	5.2%	5.5%
Diversity Index	45.3	45.9	49.8
<b>2027 Population by Race/Ethnicity</b>			
Total	9,946	64,270	131,315
White Alone	75.5%	74.7%	71.6%
Black Alone	7.3%	9.1%	13.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	6.8%	5.9%	4.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.2%	2.2%	2.7%
Two or More Races	8.0%	7.8%	7.7%
Hispanic Origin	5.9%	5.5%	5.8%
Diversity Index	47.9	48.4	52.1
<b>2010 Population by Relationship and Household Type</b>			
Total	9,139	57,377	120,334
In Households	99.4%	99.2%	99.1%
In Family Households	87.5%	85.8%	86.5%
Householder	27.1%	26.9%	26.9%
Spouse	22.4%	22.0%	21.4%
Child	34.1%	32.5%	33.2%
Other relative	2.4%	2.8%	3.1%
Nonrelative	1.5%	1.7%	1.9%
In Nonfamily Households	11.9%	13.4%	12.6%
In Group Quarters	0.6%	0.8%	0.9%
Institutionalized Population	0.6%	0.5%	0.7%
Noninstitutionalized Population	0.0%	0.3%	0.2%

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

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	1 mile	3 miles	5 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	6,968	44,304	90,268
Less than 9th Grade	0.8%	1.8%	2.0%
9th - 12th Grade, No Diploma	3.8%	3.0%	3.6%
High School Graduate	21.0%	20.6%	21.1%
GED/Alternative Credential	2.7%	3.2%	3.4%
Some College, No Degree	14.9%	16.3%	17.3%
Associate Degree	8.3%	9.7%	10.4%
Bachelor's Degree	27.5%	26.4%	24.6%
Graduate/Professional Degree	21.0%	18.9%	17.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,119	51,594	105,345
Never Married	30.3%	29.3%	29.6%
Married	54.8%	56.0%	56.4%
Widowed	4.6%	5.6%	5.3%
Divorced	10.3%	9.1%	8.7%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,594	34,623	70,406
Population 16+ Employed	95.4%	96.2%	96.2%
Population 16+ Unemployment rate	4.6%	3.8%	3.8%
Population 16-24 Employed	9.8%	11.6%	11.8%
Population 16-24 Unemployment rate	9.7%	8.8%	8.0%
Population 25-54 Employed	61.1%	62.8%	63.2%
Population 25-54 Unemployment rate	5.0%	3.5%	3.2%
Population 55-64 Employed	21.1%	18.6%	18.2%
Population 55-64 Unemployment rate	1.9%	1.5%	2.6%
Population 65+ Employed	8.0%	7.0%	6.9%
Population 65+ Unemployment rate	1.4%	3.9%	4.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,337	33,298	67,765
Agriculture/Mining	0.1%	0.4%	0.4%
Construction	5.8%	6.3%	6.4%
Manufacturing	4.3%	5.2%	5.3%
Wholesale Trade	2.0%	2.3%	2.5%
Retail Trade	8.1%	11.0%	11.7%
Transportation/Utilities	4.9%	4.7%	5.0%
Information	1.4%	1.4%	1.3%
Finance/Insurance/Real Estate	8.0%	8.1%	7.2%
Services	51.6%	49.6%	49.6%
Public Administration	13.8%	11.0%	10.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,338	33,299	67,766
White Collar	76.9%	74.2%	71.6%
Management/Business/Financial	23.9%	22.4%	21.0%
Professional	35.6%	30.6%	29.2%
Sales	7.0%	9.6%	9.7%
Administrative Support	10.3%	11.6%	11.7%
Services	10.4%	11.8%	13.0%
Blue Collar	12.7%	14.0%	15.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.6%	3.4%	3.7%
Installation/Maintenance/Repair	2.6%	3.0%	2.8%
Production	2.0%	3.0%	3.0%
Transportation/Material Moving	4.5%	4.5%	5.8%

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

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,487	21,823	44,549
Households with 1 Person	21.9%	23.9%	22.3%
Households with 2+ People	78.1%	76.1%	77.7%
Family Households	73.5%	71.0%	72.5%
Husband-wife Families	60.6%	58.2%	57.7%
With Related Children	31.2%	28.4%	28.0%
Other Family (No Spouse Present)	12.9%	12.8%	14.8%
Other Family with Male Householder	2.9%	3.7%	4.1%
With Related Children	2.0%	2.3%	2.5%
Other Family with Female Householder	10.0%	9.1%	10.7%
With Related Children	6.6%	5.6%	6.8%
Nonfamily Households	4.6%	5.1%	5.2%
All Households with Children	40.3%	36.7%	37.7%
Multigenerational Households	3.5%	3.6%	4.1%
Unmarried Partner Households	5.0%	5.5%	5.9%
Male-female	4.4%	5.0%	5.4%
Same-sex	0.6%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	3,488	21,824	44,548
1 Person Household	21.8%	23.9%	22.3%
2 Person Household	30.8%	31.5%	31.8%
3 Person Household	18.2%	17.8%	18.4%
4 Person Household	18.8%	17.0%	17.0%
5 Person Household	6.9%	6.6%	7.1%
6 Person Household	2.6%	2.3%	2.4%
7 + Person Household	0.8%	0.9%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,488	21,823	44,548
Owner Occupied	83.1%	80.6%	81.1%
Owned with a Mortgage/Loan	70.1%	66.2%	65.7%
Owned Free and Clear	13.0%	14.5%	15.4%
Renter Occupied	16.9%	19.4%	18.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	127	130	130
Percent of Income for Mortgage	18.6%	18.0%	18.0%
Wealth Index	181	161	152
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,608	22,773	46,589
Housing Units Inside Urbanized Area	100.0%	98.3%	96.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.7%	3.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,140	57,377	120,334
Population Inside Urbanized Area	100.0%	98.3%	96.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.7%	3.7%

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

Guy Fieri's Flavortown Kitchen  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Old and Newcomers (8F)	Workday Drive (4A)
2.	Savvy Suburbanites (1D)	Enterprising Professionals (2D)	Savvy Suburbanites (1D)
3.	In Style (5B)	Savvy Suburbanites (1D)	Old and Newcomers (8F)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,278,724	\$77,523,510	\$149,473,612
Average Spent	\$3,438.30	\$3,156.88	\$3,052.48
Spending Potential Index	143	131	127
Education: Total \$	\$11,522,770	\$67,650,703	\$127,354,276
Average Spent	\$2,983.63	\$2,754.84	\$2,600.77
Spending Potential Index	152	140	133
Entertainment/Recreation: Total \$	\$20,371,033	\$118,256,151	\$227,222,340
Average Spent	\$5,274.74	\$4,815.58	\$4,640.22
Spending Potential Index	144	131	126
Food at Home: Total \$	\$33,211,952	\$194,340,670	\$375,618,504
Average Spent	\$8,599.68	\$7,913.86	\$7,670.69
Spending Potential Index	139	128	124
Food Away from Home: Total \$	\$23,563,939	\$138,096,389	\$266,438,044
Average Spent	\$6,101.49	\$5,623.50	\$5,441.06
Spending Potential Index	141	130	126
Health Care: Total \$	\$38,836,906	\$224,232,081	\$433,320,794
Average Spent	\$10,056.16	\$9,131.09	\$8,849.06
Spending Potential Index	142	129	125
HH Furnishings & Equipment: Total \$	\$14,567,114	\$84,204,217	\$162,144,233
Average Spent	\$3,771.91	\$3,428.93	\$3,311.23
Spending Potential Index	147	134	129
Personal Care Products & Services: Total \$	\$5,701,302	\$33,240,010	\$63,893,598
Average Spent	\$1,476.26	\$1,353.59	\$1,304.80
Spending Potential Index	145	133	128
Shelter: Total \$	\$127,475,166	\$749,743,063	\$1,432,153,569
Average Spent	\$33,007.55	\$30,530.73	\$29,246.72
Spending Potential Index	144	133	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,717,818	\$89,982,651	\$172,739,628
Average Spent	\$4,069.86	\$3,664.24	\$3,527.60
Spending Potential Index	150	135	130
Travel: Total \$	\$16,855,760	\$97,948,865	\$186,577,624
Average Spent	\$4,364.52	\$3,988.63	\$3,810.19
Spending Potential Index	152	139	133
Vehicle Maintenance & Repairs: Total \$	\$6,871,875	\$39,611,491	\$76,976,347
Average Spent	\$1,779.36	\$1,613.04	\$1,571.97
Spending Potential Index	141	128	125

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

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

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

Guy Fieri's Flavortown Kitchen  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.49767  
 Longitude: -76.32893

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	24.2%	Population	9,904	9,946
Savvy Suburbanites (1D)	18.4%	Households	3,862	3,891
In Style (5B)	13.4%	Families	2,738	2,752
Bright Young Professionals (8C)	11.9%	Median Age	40.0	41.3
Parks and Rec (5C)	8.6%	Median Household Income	\$112,100	\$127,557
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		143	\$3,438.30	\$13,278,724
Men's		144	\$663.25	\$2,561,459
Women's		144	\$1,208.69	\$4,667,953
Children's		143	\$504.41	\$1,948,042
Footwear		140	\$798.41	\$3,083,469
Watches & Jewelry		141	\$206.56	\$797,751
Apparel Products and Services (1)		144	\$86.28	\$333,207
<b>Computer</b>				
Computers and Hardware for Home Use		145	\$276.59	\$1,068,203
Portable Memory		140	\$6.93	\$26,761
Computer Software		142	\$15.47	\$59,744
Computer Accessories		149	\$30.43	\$117,539
<b>Entertainment &amp; Recreation</b>		144	\$5,274.74	\$20,371,033
Fees and Admissions		157	\$1,320.96	\$5,101,536
Membership Fees for Clubs (2)		156	\$440.25	\$1,700,229
Fees for Participant Sports, excl. Trips		161	\$210.30	\$812,183
Tickets to Theatre/Operas/Concerts		154	\$141.63	\$546,967
Tickets to Movies		149	\$94.18	\$363,731
Tickets to Parks or Museums		147	\$56.58	\$218,516
Admission to Sporting Events, excl. Trips		161	\$118.20	\$456,471
Fees for Recreational Lessons		161	\$258.08	\$996,714
Dating Services		127	\$1.74	\$6,724
TV/Video/Audio		138	\$1,846.09	\$7,129,587
Cable and Satellite Television Services		136	\$1,246.46	\$4,813,810
Televisions		145	\$184.19	\$711,329
Satellite Dishes		149	\$2.66	\$10,265
VCRs, Video Cameras, and DVD Players		142	\$7.91	\$30,538
Miscellaneous Video Equipment		149	\$26.25	\$101,392
Video Cassettes and DVDs		142	\$12.39	\$47,842
Video Game Hardware/Accessories		132	\$43.40	\$167,611
Video Game Software		135	\$24.56	\$94,836
Rental/Streaming/Downloaded Video		144	\$114.76	\$443,200
Installation of Televisions		161	\$1.35	\$5,206
Audio (3)		147	\$178.63	\$689,872
Rental and Repair of TV/Radio/Sound Equipment		105	\$3.54	\$13,687
Pets		137	\$1,138.42	\$4,396,594
Toys/Games/Crafts/Hobbies (4)		143	\$187.46	\$723,972
Recreational Vehicles and Fees (5)		149	\$191.18	\$738,339
Sports/Recreation/Exercise Equipment (6)		144	\$294.06	\$1,135,664
Photo Equipment and Supplies (7)		149	\$77.73	\$300,176
Reading (8)		146	\$171.13	\$660,913
Catered Affairs (9)		144	\$48.09	\$185,727
<b>Food</b>		140	\$14,701.16	\$56,775,891
Food at Home		139	\$8,599.68	\$33,211,952
Bakery and Cereal Products		139	\$1,105.46	\$4,269,301
Meats, Poultry, Fish, and Eggs		138	\$1,842.78	\$7,116,818
Dairy Products		139	\$866.42	\$3,346,096
Fruits and Vegetables		140	\$1,683.58	\$6,501,982
Snacks and Other Food at Home (10)		139	\$3,101.44	\$11,977,755
Food Away from Home		141	\$6,101.49	\$23,563,939
Alcoholic Beverages		146	\$1,042.91	\$4,027,734

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

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



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	161	\$49,872.22	\$192,606,510
Value of Retirement Plans	162	\$184,408.43	\$712,185,363
Value of Other Financial Assets	146	\$14,297.44	\$55,216,710
Vehicle Loan Amount excluding Interest	142	\$4,608.96	\$17,799,816
Value of Credit Card Debt	145	\$4,568.66	\$17,644,178
<b>Health</b>			
Nonprescription Drugs	134	\$235.20	\$908,351
Prescription Drugs	135	\$511.65	\$1,975,998
Eyeglasses and Contact Lenses	144	\$158.14	\$610,727
<b>Home</b>			
Mortgage Payment and Basics (11)	158	\$19,090.65	\$73,728,075
Maintenance and Remodeling Services	157	\$5,120.41	\$19,775,034
Maintenance and Remodeling Materials (12)	145	\$1,018.66	\$3,934,053
Utilities, Fuel, and Public Services	138	\$7,798.36	\$30,117,249
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	144	\$165.49	\$639,119
Furniture	146	\$1,059.47	\$4,091,665
Rugs	152	\$54.25	\$209,516
Major Appliances (14)	150	\$641.86	\$2,478,878
Housewares (15)	144	\$144.11	\$556,559
Small Appliances	138	\$82.73	\$319,521
Luggage	148	\$28.06	\$108,366
Telephones and Accessories	147	\$167.41	\$646,528
<b>Household Operations</b>			
Child Care	156	\$941.54	\$3,636,242
Lawn and Garden (16)	147	\$840.02	\$3,244,171
Moving/Storage/Freight Express	137	\$110.87	\$428,166
Housekeeping Supplies (17)	140	\$1,238.39	\$4,782,681
<b>Insurance</b>			
Owners and Renters Insurance	145	\$1,029.00	\$3,973,995
Vehicle Insurance	138	\$2,920.81	\$11,280,159
Life/Other Insurance	150	\$1,026.47	\$3,964,214
Health Insurance	142	\$6,655.01	\$25,701,638
Personal Care Products (18)	140	\$794.34	\$3,067,739
School Books and Supplies (19)	140	\$207.84	\$802,691
Smoking Products	121	\$526.99	\$2,035,218
<b>Transportation</b>			
Payments on Vehicles excluding Leases	142	\$4,194.30	\$16,198,373
Gasoline and Motor Oil	136	\$3,729.52	\$14,403,418
Vehicle Maintenance and Repairs	141	\$1,779.36	\$6,871,875
<b>Travel</b>			
Airline Fares	153	\$1,094.11	\$4,225,444
Lodging on Trips	154	\$1,237.66	\$4,779,841
Auto/Truck Rental on Trips	153	\$95.33	\$368,156
Food and Drink on Trips	150	\$1,017.45	\$3,929,373

**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.

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Guy Fieri's Flavortown Kitchen  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.49767  
 Longitude: -76.32893

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Old and Newcomers (8F)	12.7%	Population	63,284	64,270
Enterprising Professionals (2D)	12.1%	Households	24,557	25,018
Savvy Suburbanites (1D)	11.3%	Families	16,949	17,247
Exurbanites (1E)	10.6%	Median Age	40.6	41.6
Workday Drive (4A)	9.6%	Median Household Income	\$103,523	\$114,913
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		131	\$3,156.88	\$77,523,510
Men's		133	\$613.46	\$15,064,660
Women's		132	\$1,111.17	\$27,286,996
Children's		129	\$456.58	\$11,212,240
Footwear		128	\$731.17	\$17,955,301
Watches & Jewelry		130	\$190.92	\$4,688,469
Apparel Products and Services (1)		135	\$80.67	\$1,981,132
<b>Computer</b>				
Computers and Hardware for Home Use		134	\$256.58	\$6,300,751
Portable Memory		130	\$6.40	\$157,238
Computer Software		133	\$14.50	\$356,101
Computer Accessories		134	\$27.43	\$673,525
<b>Entertainment &amp; Recreation</b>		131	\$4,815.58	\$118,256,151
Fees and Admissions		143	\$1,201.22	\$29,498,365
Membership Fees for Clubs (2)		142	\$400.70	\$9,839,987
Fees for Participant Sports, excl. Trips		145	\$190.05	\$4,667,177
Tickets to Theatre/Operas/Concerts		141	\$129.80	\$3,187,593
Tickets to Movies		136	\$85.67	\$2,103,857
Tickets to Parks or Museums		134	\$51.69	\$1,269,375
Admission to Sporting Events, excl. Trips		145	\$106.12	\$2,605,982
Fees for Recreational Lessons		147	\$235.51	\$5,783,372
Dating Services		122	\$1.67	\$41,021
TV/Video/Audio		126	\$1,685.08	\$41,380,599
Cable and Satellite Television Services		125	\$1,141.94	\$28,042,622
Televisions		131	\$166.28	\$4,083,432
Satellite Dishes		129	\$2.31	\$56,633
VCRs, Video Cameras, and DVD Players		128	\$7.14	\$175,244
Miscellaneous Video Equipment		132	\$23.37	\$573,789
Video Cassettes and DVDs		128	\$11.13	\$273,282
Video Game Hardware/Accessories		121	\$39.76	\$976,343
Video Game Software		123	\$22.33	\$548,448
Rental/Streaming/Downloaded Video		129	\$103.25	\$2,535,543
Installation of Televisions		152	\$1.28	\$31,444
Audio (3)		134	\$162.89	\$3,999,981
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.41	\$83,838
Pets		126	\$1,046.81	\$25,706,499
Toys/Games/Crafts/Hobbies (4)		128	\$168.81	\$4,145,379
Recreational Vehicles and Fees (5)		136	\$174.03	\$4,273,672
Sports/Recreation/Exercise Equipment (6)		130	\$266.94	\$6,555,316
Photo Equipment and Supplies (7)		136	\$70.99	\$1,743,351
Reading (8)		134	\$156.69	\$3,847,889
Catered Affairs (9)		136	\$45.38	\$1,114,338
<b>Food</b>		129	\$13,537.36	\$332,437,059
Food at Home		128	\$7,913.86	\$194,340,670
Bakery and Cereal Products		128	\$1,015.76	\$24,944,028
Meats, Poultry, Fish, and Eggs		127	\$1,698.99	\$41,722,072
Dairy Products		128	\$798.61	\$19,611,385
Fruits and Vegetables		129	\$1,554.70	\$38,178,688
Snacks and Other Food at Home (10)		127	\$2,845.81	\$69,884,497
Food Away from Home		130	\$5,623.50	\$138,096,389
Alcoholic Beverages		136	\$966.57	\$23,736,156

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	146	\$45,396.00	\$1,114,789,499
Value of Retirement Plans	145	\$165,457.41	\$4,063,137,596
Value of Other Financial Assets	137	\$13,386.59	\$328,734,610
Vehicle Loan Amount excluding Interest	128	\$4,147.63	\$101,853,446
Value of Credit Card Debt	132	\$4,159.73	\$102,150,571
<b>Health</b>			
Nonprescription Drugs	123	\$215.60	\$5,294,541
Prescription Drugs	122	\$463.15	\$11,373,477
Eyeglasses and Contact Lenses	130	\$142.96	\$3,510,775
<b>Home</b>			
Mortgage Payment and Basics (11)	142	\$17,199.73	\$422,373,792
Maintenance and Remodeling Services	142	\$4,624.83	\$113,571,938
Maintenance and Remodeling Materials (12)	131	\$916.49	\$22,506,223
Utilities, Fuel, and Public Services	126	\$7,110.95	\$174,623,512
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	132	\$151.79	\$3,727,585
Furniture	132	\$960.69	\$23,591,782
Rugs	139	\$49.52	\$1,216,175
Major Appliances (14)	134	\$575.44	\$14,131,185
Housewares (15)	132	\$132.31	\$3,249,082
Small Appliances	128	\$76.32	\$1,874,132
Luggage	136	\$25.81	\$633,855
Telephones and Accessories	134	\$152.12	\$3,735,699
<b>Household Operations</b>			
Child Care	141	\$852.23	\$20,928,284
Lawn and Garden (16)	133	\$759.38	\$18,648,077
Moving/Storage/Freight Express	129	\$104.29	\$2,561,059
Housekeeping Supplies (17)	128	\$1,133.21	\$27,828,129
<b>Insurance</b>			
Owners and Renters Insurance	129	\$919.65	\$22,583,955
Vehicle Insurance	126	\$2,663.68	\$65,412,112
Life/Other Insurance	135	\$926.24	\$22,745,735
Health Insurance	129	\$6,049.52	\$148,558,157
Personal Care Products (18)	129	\$730.14	\$17,929,992
School Books and Supplies (19)	129	\$191.55	\$4,703,857
Smoking Products	111	\$482.51	\$11,849,042
<b>Transportation</b>			
Payments on Vehicles excluding Leases	127	\$3,767.58	\$92,520,547
Gasoline and Motor Oil	125	\$3,415.57	\$83,876,158
Vehicle Maintenance and Repairs	128	\$1,613.04	\$39,611,491
<b>Travel</b>			
Airline Fares	141	\$1,008.65	\$24,769,510
Lodging on Trips	140	\$1,126.30	\$27,658,628
Auto/Truck Rental on Trips	141	\$87.91	\$2,158,719
Food and Drink on Trips	137	\$930.41	\$22,847,990

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Guy Fieri's Flavortown Kitchen  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.49767  
 Longitude: -76.32893

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	14.1%	Population	129,557	131,315
Savvy Suburbanites (1D)	12.6%	Households	48,968	49,821
Old and Newcomers (8F)	10.3%	Families	34,576	35,119
Enterprising Professionals (2D)	9.4%	Median Age	40.0	40.9
Professional Pride (1B)	8.8%	Median Household Income	\$102,213	\$112,021
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		127	\$3,052.48	\$149,473,612
Men's		128	\$590.44	\$28,912,648
Women's		128	\$1,071.65	\$52,476,351
Children's		127	\$448.17	\$21,946,164
Footwear		125	\$709.03	\$34,719,664
Watches & Jewelry		125	\$182.89	\$8,955,795
Apparel Products and Services (1)		128	\$76.56	\$3,749,129
<b>Computer</b>				
Computers and Hardware for Home Use		129	\$246.36	\$12,063,800
Portable Memory		126	\$6.21	\$304,058
Computer Software		127	\$13.91	\$681,023
Computer Accessories		130	\$26.71	\$1,307,799
<b>Entertainment &amp; Recreation</b>		126	\$4,640.22	\$227,222,340
Fees and Admissions		136	\$1,143.53	\$55,996,374
Membership Fees for Clubs (2)		135	\$380.89	\$18,651,484
Fees for Participant Sports, excl. Trips		139	\$182.14	\$8,918,993
Tickets to Theatre/Operas/Concerts		134	\$122.86	\$6,016,385
Tickets to Movies		132	\$83.04	\$4,066,389
Tickets to Parks or Museums		130	\$50.17	\$2,456,490
Admission to Sporting Events, excl. Trips		138	\$100.67	\$4,929,776
Fees for Recreational Lessons		139	\$222.18	\$10,879,629
Dating Services		115	\$1.58	\$77,228
TV/Video/Audio		123	\$1,637.56	\$80,187,888
Cable and Satellite Television Services		121	\$1,107.65	\$54,239,572
Televisions		128	\$162.63	\$7,963,517
Satellite Dishes		126	\$2.26	\$110,641
VCRs, Video Cameras, and DVD Players		125	\$6.99	\$342,199
Miscellaneous Video Equipment		127	\$22.45	\$1,099,277
Video Cassettes and DVDs		125	\$10.90	\$533,955
Video Game Hardware/Accessories		120	\$39.32	\$1,925,422
Video Game Software		121	\$22.05	\$1,079,550
Rental/Streaming/Downloaded Video		127	\$101.45	\$4,967,572
Installation of Televisions		139	\$1.17	\$57,254
Audio (3)		129	\$157.35	\$7,704,961
Rental and Repair of TV/Radio/Sound Equipment		100	\$3.35	\$163,968
Pets		122	\$1,009.93	\$49,454,311
Toys/Games/Crafts/Hobbies (4)		126	\$165.23	\$8,090,950
Recreational Vehicles and Fees (5)		130	\$166.26	\$8,141,630
Sports/Recreation/Exercise Equipment (6)		126	\$257.92	\$12,629,875
Photo Equipment and Supplies (7)		131	\$68.36	\$3,347,331
Reading (8)		127	\$149.26	\$7,308,834
Catered Affairs (9)		127	\$42.52	\$2,082,179
<b>Food</b>		125	\$13,111.76	\$642,056,548
Food at Home		124	\$7,670.69	\$375,618,504
Bakery and Cereal Products		124	\$983.60	\$48,165,159
Meats, Poultry, Fish, and Eggs		123	\$1,647.87	\$80,693,069
Dairy Products		124	\$771.72	\$37,789,401
Fruits and Vegetables		125	\$1,501.38	\$73,519,513
Snacks and Other Food at Home (10)		124	\$2,766.12	\$135,451,362
Food Away from Home		126	\$5,441.06	\$266,438,044
Alcoholic Beverages		130	\$923.82	\$45,237,552

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	138	\$42,749.22	\$2,093,343,791
Value of Retirement Plans	138	\$157,066.15	\$7,691,215,373
Value of Other Financial Assets	129	\$12,649.08	\$619,399,905
Vehicle Loan Amount excluding Interest	126	\$4,094.45	\$200,497,103
Value of Credit Card Debt	128	\$4,017.37	\$196,722,690
<b>Health</b>			
Nonprescription Drugs	120	\$210.23	\$10,294,518
Prescription Drugs	119	\$452.01	\$22,134,177
Eyeglasses and Contact Lenses	125	\$137.96	\$6,755,642
<b>Home</b>			
Mortgage Payment and Basics (11)	136	\$16,414.08	\$803,764,622
Maintenance and Remodeling Services	134	\$4,383.83	\$214,667,216
Maintenance and Remodeling Materials (12)	126	\$887.04	\$43,436,513
Utilities, Fuel, and Public Services	123	\$6,930.85	\$339,389,756
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	127	\$146.22	\$7,160,144
Furniture	128	\$930.84	\$45,581,565
Rugs	133	\$47.32	\$2,317,312
Major Appliances (14)	130	\$557.53	\$27,300,886
Housewares (15)	128	\$127.83	\$6,259,644
Small Appliances	124	\$74.10	\$3,628,593
Luggage	131	\$24.93	\$1,220,879
Telephones and Accessories	129	\$147.26	\$7,210,874
<b>Household Operations</b>			
Child Care	136	\$817.69	\$40,040,552
Lawn and Garden (16)	128	\$728.89	\$35,692,341
Moving/Storage/Freight Express	124	\$100.60	\$4,926,255
Housekeeping Supplies (17)	124	\$1,101.38	\$53,932,584
<b>Insurance</b>			
Owners and Renters Insurance	126	\$894.37	\$43,795,631
Vehicle Insurance	123	\$2,608.48	\$127,731,927
Life/Other Insurance	130	\$890.32	\$43,597,201
Health Insurance	125	\$5,858.64	\$286,886,040
Personal Care Products (18)	125	\$708.06	\$34,672,286
School Books and Supplies (19)	126	\$186.51	\$9,132,925
Smoking Products	109	\$476.95	\$23,355,310
<b>Transportation</b>			
Payments on Vehicles excluding Leases	125	\$3,706.79	\$181,513,975
Gasoline and Motor Oil	122	\$3,342.06	\$163,653,807
Vehicle Maintenance and Repairs	125	\$1,571.97	\$76,976,347
<b>Travel</b>			
Airline Fares	134	\$957.44	\$46,883,810
Lodging on Trips	133	\$1,075.46	\$52,663,355
Auto/Truck Rental on Trips	134	\$83.97	\$4,111,673
Food and Drink on Trips	132	\$891.25	\$43,642,740

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

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

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

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

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

Guy Fieri's Flavortown Kitchen  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49767  
Longitude: -76.32893

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	489				2,248				4,233			
Total Employees:	5,138				26,627				45,010			
Total Residential Population:	9,904				63,284				129,557			
Employee/Residential Population Ratio (per 100 Residents)	52				42				35			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	1.8%	78	1.5%	42	1.9%	295	1.1%	86	2.0%	676	1.5%
Construction	20	4.1%	62	1.2%	114	5.1%	485	1.8%	292	6.9%	1,768	3.9%
Manufacturing	4	0.8%	59	1.1%	26	1.2%	320	1.2%	69	1.6%	1,186	2.6%
Transportation	7	1.4%	29	0.6%	38	1.7%	214	0.8%	85	2.0%	539	1.2%
Communication	5	1.0%	26	0.5%	14	0.6%	70	0.3%	27	0.6%	160	0.4%
Utility	1	0.2%	1	0.0%	3	0.1%	9	0.0%	7	0.2%	24	0.1%
Wholesale Trade	8	1.6%	68	1.3%	34	1.5%	313	1.2%	81	1.9%	822	1.8%
<b>Retail Trade Summary</b>	<b>75</b>	<b>15.3%</b>	<b>1,354</b>	<b>26.4%</b>	<b>451</b>	<b>20.1%</b>	<b>8,717</b>	<b>32.7%</b>	<b>854</b>	<b>20.2%</b>	<b>13,751</b>	<b>30.6%</b>
Home Improvement	1	0.2%	5	0.1%	21	0.9%	570	2.1%	41	1.0%	856	1.9%
General Merchandise Stores	5	1.0%	165	3.2%	24	1.1%	1,428	5.4%	40	0.9%	1,627	3.6%
Food Stores	8	1.6%	236	4.6%	51	2.3%	1,443	5.4%	98	2.3%	2,441	5.4%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.6%	28	0.5%	31	1.4%	866	3.3%	92	2.2%	1,614	3.6%
Apparel & Accessory Stores	6	1.2%	50	1.0%	37	1.6%	286	1.1%	53	1.3%	365	0.8%
Furniture & Home Furnishings	3	0.6%	25	0.5%	34	1.5%	319	1.2%	53	1.3%	473	1.1%
Eating & Drinking Places	31	6.3%	736	14.3%	121	5.4%	2,747	10.3%	234	5.5%	4,802	10.7%
Miscellaneous Retail	18	3.7%	108	2.1%	132	5.9%	1,058	4.0%	243	5.7%	1,574	3.5%
<b>Finance, Insurance, Real Estate Summary</b>	<b>49</b>	<b>10.0%</b>	<b>407</b>	<b>7.9%</b>	<b>263</b>	<b>11.7%</b>	<b>2,358</b>	<b>8.9%</b>	<b>439</b>	<b>10.4%</b>	<b>3,585</b>	<b>8.0%</b>
Banks, Savings & Lending Institutions	11	2.2%	130	2.5%	58	2.6%	570	2.1%	99	2.3%	1,060	2.4%
Securities Brokers	7	1.4%	24	0.5%	40	1.8%	173	0.6%	65	1.5%	274	0.6%
Insurance Carriers & Agents	9	1.8%	26	0.5%	50	2.2%	287	1.1%	73	1.7%	422	0.9%
Real Estate, Holding, Other Investment Offices	23	4.7%	227	4.4%	115	5.1%	1,328	5.0%	202	4.8%	1,829	4.1%
<b>Services Summary</b>	<b>268</b>	<b>54.8%</b>	<b>2,996</b>	<b>58.3%</b>	<b>987</b>	<b>43.9%</b>	<b>12,164</b>	<b>45.7%</b>	<b>1,779</b>	<b>42.0%</b>	<b>20,037</b>	<b>44.5%</b>
Hotels & Lodging	2	0.4%	19	0.4%	3	0.1%	30	0.1%	24	0.6%	362	0.8%
Automotive Services	7	1.4%	27	0.5%	56	2.5%	265	1.0%	147	3.5%	696	1.5%
Motion Pictures & Amusements	15	3.1%	99	1.9%	62	2.8%	606	2.3%	120	2.8%	1,086	2.4%
Health Services	130	26.6%	1,720	33.5%	287	12.8%	5,362	20.1%	398	9.4%	6,478	14.4%
Legal Services	3	0.6%	6	0.1%	63	2.8%	299	1.1%	103	2.4%	474	1.1%
Education Institutions & Libraries	11	2.2%	300	5.8%	36	1.6%	1,559	5.9%	66	1.6%	3,349	7.4%
Other Services	101	20.7%	825	16.1%	480	21.4%	4,042	15.2%	921	21.8%	7,592	16.9%
<b>Government</b>	<b>3</b>	<b>0.6%</b>	<b>30</b>	<b>0.6%</b>	<b>71</b>	<b>3.2%</b>	<b>1,590</b>	<b>6.0%</b>	<b>99</b>	<b>2.3%</b>	<b>2,281</b>	<b>5.1%</b>
<b>Unclassified Establishments</b>	<b>40</b>	<b>8.2%</b>	<b>29</b>	<b>0.6%</b>	<b>205</b>	<b>9.1%</b>	<b>92</b>	<b>0.3%</b>	<b>415</b>	<b>9.8%</b>	<b>183</b>	<b>0.4%</b>
<b>Totals</b>	<b>489</b>	<b>100.0%</b>	<b>5,138</b>	<b>100.0%</b>	<b>2,248</b>	<b>100.0%</b>	<b>26,627</b>	<b>100.0%</b>	<b>4,233</b>	<b>100.0%</b>	<b>45,010</b>	<b>100.0%</b>

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

Guy Fieri's Flavortown Kitchen  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49767  
Longitude: -76.32893

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%	6	0.3%	43	0.2%	14	0.3%	93	0.2%
Mining	0	0.0%	1	0.0%	2	0.1%	14	0.1%	2	0.0%	17	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	23	4.7%	67	1.3%	127	5.6%	622	2.3%	319	7.5%	2,048	4.6%
Manufacturing	3	0.6%	44	0.9%	32	1.4%	350	1.3%	75	1.8%	1,241	2.8%
Wholesale Trade	7	1.4%	66	1.3%	32	1.4%	308	1.2%	78	1.8%	810	1.8%
Retail Trade	42	8.6%	600	11.7%	318	14.1%	5,873	22.1%	594	14.0%	8,735	19.4%
Motor Vehicle & Parts Dealers	2	0.4%	27	0.5%	29	1.3%	856	3.2%	73	1.7%	1,528	3.4%
Furniture & Home Furnishings Stores	2	0.4%	19	0.4%	23	1.0%	175	0.7%	31	0.7%	205	0.5%
Electronics & Appliance Stores	0	0.0%	0	0.0%	9	0.4%	134	0.5%	17	0.4%	229	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	5	0.1%	21	0.9%	570	2.1%	41	1.0%	856	1.9%
Food & Beverage Stores	4	0.8%	195	3.8%	44	2.0%	1,384	5.2%	89	2.1%	2,331	5.2%
Health & Personal Care Stores	10	2.0%	84	1.6%	48	2.1%	375	1.4%	76	1.8%	590	1.3%
Gasoline Stations	0	0.0%	1	0.0%	2	0.1%	10	0.0%	19	0.4%	86	0.2%
Clothing & Clothing Accessories Stores	6	1.2%	50	1.0%	45	2.0%	356	1.3%	64	1.5%	443	1.0%
Sport Goods, Hobby, Book, & Music Stores	7	1.4%	33	0.6%	19	0.8%	229	0.9%	36	0.9%	274	0.6%
General Merchandise Stores	5	1.0%	165	3.2%	24	1.1%	1,428	5.4%	40	0.9%	1,627	3.6%
Miscellaneous Store Retailers	1	0.2%	20	0.4%	36	1.6%	346	1.3%	66	1.6%	551	1.2%
Nonstore Retailers	3	0.6%	0	0.0%	18	0.8%	9	0.0%	43	1.0%	16	0.0%
Transportation & Warehousing	3	0.6%	18	0.4%	18	0.8%	120	0.5%	63	1.5%	424	0.9%
Information	8	1.6%	60	1.2%	24	1.1%	234	0.9%	48	1.1%	473	1.1%
Finance & Insurance	27	5.5%	181	3.5%	148	6.6%	1,029	3.9%	242	5.7%	1,764	3.9%
Central Bank/Credit Intermediation & Related Activities	11	2.2%	130	2.5%	56	2.5%	563	2.1%	99	2.3%	1,060	2.4%
Securities, Commodity Contracts & Other Financial	8	1.6%	25	0.5%	42	1.9%	180	0.7%	70	1.7%	282	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	9	1.8%	26	0.5%	50	2.2%	287	1.1%	73	1.7%	422	0.9%
Real Estate, Rental & Leasing	22	4.5%	214	4.2%	120	5.3%	1,238	4.6%	226	5.3%	1,772	3.9%
Professional, Scientific & Tech Services	44	9.0%	335	6.5%	236	10.5%	1,659	6.2%	425	10.0%	2,850	6.3%
Legal Services	5	1.0%	18	0.4%	73	3.2%	337	1.3%	118	2.8%	527	1.2%
Management of Companies & Enterprises	0	0.0%	3	0.1%	4	0.2%	28	0.1%	11	0.3%	76	0.2%
Administrative & Support & Waste Management & Remediation	15	3.1%	51	1.0%	80	3.6%	388	1.5%	151	3.6%	943	2.1%
Educational Services	16	3.3%	357	6.9%	57	2.5%	1,674	6.3%	97	2.3%	3,460	7.7%
Health Care & Social Assistance	148	30.3%	1,958	38.1%	349	15.5%	6,526	24.5%	509	12.0%	8,620	19.2%
Arts, Entertainment & Recreation	8	1.6%	56	1.1%	39	1.7%	469	1.8%	80	1.9%	915	2.0%
Accommodation & Food Services	35	7.2%	773	15.0%	129	5.7%	2,830	10.6%	273	6.4%	5,303	11.8%
Accommodation	2	0.4%	19	0.4%	3	0.1%	30	0.1%	24	0.6%	362	0.8%
Food Services & Drinking Places	33	6.7%	754	14.7%	126	5.6%	2,801	10.5%	249	5.9%	4,941	11.0%
Other Services (except Public Administration)	45	9.2%	295	5.7%	248	11.0%	1,513	5.7%	512	12.1%	2,978	6.6%
Automotive Repair & Maintenance	7	1.4%	25	0.5%	43	1.9%	204	0.8%	108	2.6%	515	1.1%
Public Administration	3	0.6%	30	0.6%	71	3.2%	1,614	6.1%	99	2.3%	2,302	5.1%
Unclassified Establishments	40	8.2%	29	0.6%	205	9.1%	92	0.3%	415	9.8%	183	0.4%
<b>Total</b>	<b>489</b>	<b>100.0%</b>	<b>5,138</b>	<b>100.0%</b>	<b>2,248</b>	<b>100.0%</b>	<b>26,627</b>	<b>100.0%</b>	<b>4,233</b>	<b>100.0%</b>	<b>45,010</b>	<b>100.0%</b>

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