

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,112	62,123	87,962
2020 Total Population	16,315	67,760	98,544
2020 Group Quarters	4,738	8,623	9,450
2025 Total Population	15,724	67,218	98,693
2025 Group Quarters	4,763	8,657	9,486
2030 Total Population	15,415	66,964	99,524
2025-2030 Annual Rate	-0.40%	-0.08%	0.17%
2025 Total Daytime Population	26,110	95,550	137,183
Workers	18,017	64,954	91,883
Residents	8,093	30,596	45,300
Household Summary			
2010 Households	4,524	23,576	34,846
2010 Average Household Size	2.40	2.28	2.27
2020 Total Households	4,829	26,525	39,943
2020 Average Household Size	2.40	2.23	2.23
2025 Households	4,699	26,693	40,715
2025 Average Household Size	2.33	2.19	2.19
2030 Households	4,621	26,834	41,506
2030 Average Household Size	2.31	2.17	2.17
2025-2030 Annual Rate	-0.33%	0.11%	0.39%
2010 Families	1,495	10,253	16,677
2010 Average Family Size	2.99	2.90	2.90
2025 Families	1,822	11,783	19,448
2025 Average Family Size	3.03	2.96	2.96
2030 Families	1,771	11,763	19,682
2030 Average Family Size	3.01	2.95	2.94
2025-2030 Annual Rate	-0.57%	-0.03%	0.24%
Housing Unit Summary			
2000 Housing Units	4,229	22,705	32,682
Owner Occupied Housing Units	27.9%	37.7%	42.4%
Renter Occupied Housing Units	67.8%	57.6%	53.2%
Vacant Housing Units	4.3%	4.6%	4.5%
2010 Housing Units	4,890	25,731	38,089
Owner Occupied Housing Units	27.9%	37.0%	41.0%
Renter Occupied Housing Units	64.6%	54.6%	50.5%
Vacant Housing Units	7.5%	8.4%	8.5%
2020 Housing Units	5,266	28,776	43,132
Owner Occupied Housing Units	27.3%	35.2%	39.5%
Renter Occupied Housing Units	64.5%	57.0%	53.1%
Vacant Housing Units	8.2%	7.7%	7.3%
2025 Housing Units	5,150	29,059	44,237
Owner Occupied Housing Units	30.1%	38.0%	41.5%
Renter Occupied Housing Units	61.2%	53.9%	50.5%
Vacant Housing Units	8.8%	8.1%	8.0%
2030 Housing Units	5,175	29,546	45,435
Owner Occupied Housing Units	31.1%	39.0%	42.5%
Renter Occupied Housing Units	58.2%	51.8%	48.8%
Vacant Housing Units	10.7%	9.2%	8.6%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2025 Households by Income			
Household Income Base	4,698	26,692	40,714
<\$15,000	16.2%	14.0%	11.5%
\$15,000 - \$24,999	7.3%	6.8%	6.1%
\$25,000 - \$34,999	4.5%	5.5%	5.3%
\$35,000 - \$49,999	10.2%	9.0%	9.7%
\$50,000 - \$74,999	18.8%	14.3%	14.2%
\$75,000 - \$99,999	9.3%	10.0%	10.1%
\$100,000 - \$149,999	15.0%	15.6%	17.2%
\$150,000 - \$199,999	4.4%	9.3%	9.8%
\$200,000+	14.1%	15.5%	16.2%
Average Household Income	\$100,869	\$113,617	\$119,663
2030 Households by Income			
Household Income Base	4,620	26,833	41,505
<\$15,000	15.1%	12.8%	10.3%
\$15,000 - \$24,999	6.5%	5.5%	5.0%
\$25,000 - \$34,999	4.2%	4.8%	4.6%
\$35,000 - \$49,999	9.1%	7.8%	8.4%
\$50,000 - \$74,999	18.2%	13.3%	13.3%
\$75,000 - \$99,999	9.1%	9.9%	10.1%
\$100,000 - \$149,999	15.4%	16.3%	17.6%
\$150,000 - \$199,999	5.1%	10.4%	10.8%
\$200,000+	17.3%	19.1%	19.9%
Average Household Income	\$111,919	\$127,125	\$133,143
2025 Owner Occupied Housing Units by Value			
Total	1,536	11,006	18,331
<\$50,000	0.5%	2.3%	1.5%
\$50,000 - \$99,999	0.1%	0.4%	0.3%
\$100,000 - \$149,999	1.4%	1.3%	1.1%
\$150,000 - \$199,999	1.6%	1.5%	2.0%
\$200,000 - \$249,999	4.2%	2.4%	2.9%
\$250,000 - \$299,999	5.6%	3.9%	4.8%
\$300,000 - \$399,999	18.8%	18.6%	18.3%
\$400,000 - \$499,999	15.8%	19.7%	18.3%
\$500,000 - \$749,999	38.7%	25.6%	28.5%
\$750,000 - \$999,999	7.7%	13.5%	13.0%
\$1,000,000 - \$1,499,999	4.7%	6.2%	5.1%
\$1,500,000 - \$1,999,999	0.5%	2.5%	2.1%
\$2,000,000 +	0.3%	2.2%	2.0%
Average Home Value	\$550,575	\$623,138	\$609,917
2030 Owner Occupied Housing Units by Value			
Total	1,594	11,504	19,288
<\$50,000	0.3%	2.0%	1.3%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.6%	0.3%	0.3%
\$150,000 - \$199,999	0.8%	0.5%	0.7%
\$200,000 - \$249,999	1.6%	1.1%	1.4%
\$250,000 - \$299,999	2.9%	2.4%	3.2%
\$300,000 - \$399,999	12.9%	13.7%	14.2%
\$400,000 - \$499,999	13.9%	17.9%	16.0%
\$500,000 - \$749,999	43.3%	27.7%	29.9%
\$750,000 - \$999,999	11.7%	17.4%	18.3%
\$1,000,000 - \$1,499,999	10.0%	9.7%	8.3%
\$1,500,000 - \$1,999,999	1.4%	4.3%	3.7%
\$2,000,000 +	0.6%	2.9%	2.7%
Average Home Value	\$656,508	\$726,839	\$711,409

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

	1 mile	3 miles	5 miles
Median Household Income			
2025	\$61,244	\$75,683	\$81,654
2030	\$68,167	\$88,036	\$94,889
Median Home Value			
2025	\$512,416	\$499,769	\$506,397
2030	\$597,826	\$608,571	\$607,859
Per Capita Income			
2025	\$31,259	\$45,331	\$49,591
2030	\$34,701	\$51,157	\$55,750
Median Age			
2010	23.3	27.0	29.3
2020	23.6	28.3	31.2
2025	23.6	28.7	32.0
2030	23.5	28.8	32.4
2020 Population by Age			
Total	16,315	67,760	98,544
0 - 4	4.0%	5.0%	5.2%
5 - 9	2.9%	4.3%	4.8%
10 - 14	2.4%	3.8%	4.4%
15 - 24	47.4%	28.9%	23.1%
25 - 34	19.8%	20.5%	18.8%
35 - 44	8.0%	10.6%	11.4%
45 - 54	4.8%	7.8%	8.6%
55 - 64	4.8%	7.8%	9.0%
65 - 74	3.7%	6.5%	7.9%
75 - 84	1.6%	3.3%	4.4%
85 +	0.6%	1.5%	2.3%
18 +	89.4%	84.7%	83.1%
2025 Population by Age			
Total	15,723	67,216	98,694
0 - 4	3.8%	4.8%	5.0%
5 - 9	2.8%	4.3%	4.7%
10 - 14	2.5%	3.9%	4.5%
15 - 24	47.6%	29.1%	23.4%
25 - 34	18.7%	19.1%	17.2%
35 - 44	9.0%	11.7%	12.5%
45 - 54	4.9%	7.6%	8.6%
55 - 64	4.5%	7.3%	8.2%
65 - 74	3.7%	6.6%	7.9%
75 - 84	2.0%	4.1%	5.5%
85 +	0.6%	1.6%	2.5%
18 +	89.5%	84.8%	83.3%
2030 Population by Age			
Total	15,415	66,965	99,523
0 - 4	3.7%	4.6%	4.8%
5 - 9	2.6%	4.0%	4.3%
10 - 14	2.3%	4.0%	4.4%
15 - 24	48.2%	29.2%	23.6%
25 - 34	17.0%	17.9%	16.2%
35 - 44	9.9%	11.7%	12.2%
45 - 54	5.1%	8.3%	9.6%
55 - 64	4.3%	7.0%	7.8%
65 - 74	3.8%	6.6%	7.7%
75 - 84	2.3%	4.9%	6.4%
85 +	0.8%	1.9%	2.9%
18 +	89.8%	85.1%	83.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	7,969	32,485	46,674
Females	8,346	35,275	51,870
2025 Population by Sex			
Males	7,757	32,632	47,364
Females	7,967	34,586	51,329
2030 Population by Sex			
Males	7,595	32,490	47,735
Females	7,820	34,474	51,789
2010 Population by Race/Ethnicity			
Total	15,112	62,123	87,962
White Alone	67.2%	69.0%	70.5%
Black Alone	12.6%	17.0%	16.4%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	14.7%	8.0%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	2.7%	2.9%
Two or More Races	3.8%	3.0%	3.0%
Hispanic Origin	5.3%	6.7%	6.9%
Diversity Index	55.8	55.1	53.8
2020 Population by Race/Ethnicity			
Total	16,315	67,760	98,544
White Alone	53.6%	61.6%	63.5%
Black Alone	12.1%	14.3%	14.1%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	23.7%	12.2%	10.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.2%	4.1%	4.1%
Two or More Races	6.9%	7.5%	7.7%
Hispanic Origin	7.3%	8.7%	8.8%
Diversity Index	68.6	64.5	62.9
2025 Population by Race/Ethnicity			
Total	15,723	67,218	98,692
White Alone	52.2%	60.6%	62.5%
Black Alone	11.5%	13.9%	13.8%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	25.1%	12.8%	10.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.2%	4.2%	4.2%
Two or More Races	7.3%	8.0%	8.1%
Hispanic Origin	7.4%	9.1%	9.1%
Diversity Index	69.4	65.6	64.1
2030 Population by Race/Ethnicity			
Total	15,414	66,965	99,524
White Alone	49.8%	58.8%	60.7%
Black Alone	11.4%	13.9%	14.0%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	27.1%	13.9%	11.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.4%	4.5%	4.6%
Two or More Races	7.7%	8.5%	8.6%
Hispanic Origin	7.7%	9.7%	9.7%
Diversity Index	70.7	67.5	66.1

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

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	16,315	67,760	98,544
In Households	71.0%	87.3%	90.4%
Householder	31.5%	39.1%	40.5%
Opposite-Sex Spouse	8.6%	12.1%	13.9%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.2%	2.7%	2.7%
Same-Sex Unmarried Partner	0.2%	0.1%	0.2%
Biological Child	11.7%	17.6%	19.7%
Adopted Child	0.2%	0.4%	0.4%
Stepchild	0.2%	0.4%	0.4%
Grandchild	0.9%	1.2%	1.1%
Brother or Sister	0.7%	0.9%	0.9%
Parent	0.6%	0.6%	0.7%
Parent-in-law	0.0%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.7%	0.9%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	12.9%	10.7%	8.4%
In Group Quarters	29.0%	12.7%	9.6%
Institutionalized	0.0%	1.3%	1.6%
Noninstitutionalized	29.0%	11.4%	7.9%
2025 Population 25+ by Educational Attainment			
Total	6,830	38,954	61,576
Less than 9th Grade	2.3%	3.0%	2.5%
9th - 12th Grade, No Diploma	1.4%	3.3%	3.4%
High School Graduate	12.5%	11.6%	12.6%
GED/Alternative Credential	1.5%	2.7%	2.3%
Some College, No Degree	7.8%	9.9%	10.3%
Associate Degree	5.6%	5.6%	6.3%
Bachelor's Degree	29.5%	29.6%	29.9%
Graduate/Professional Degree	39.4%	34.4%	32.6%
2025 Population 15+ by Marital Status			
Total	14,310	58,500	84,703
Never Married	68.0%	53.1%	46.7%
Married	24.5%	34.8%	39.3%
Widowed	1.1%	3.1%	4.7%
Divorced	6.4%	9.0%	9.2%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,139	38,032	55,356
Population 16+ Employed	96.4%	97.2%	97.4%
Population 16+ Unemployment rate	3.6%	2.8%	2.6%
Population 16-24 Employed	32.7%	22.6%	19.3%
Population 16-24 Unemployment rate	4.9%	4.1%	3.5%
Population 25-54 Employed	57.2%	59.8%	60.8%
Population 25-54 Unemployment rate	3.0%	2.7%	2.7%
Population 55-64 Employed	6.6%	10.2%	11.5%
Population 55-64 Unemployment rate	3.4%	2.0%	1.4%
Population 65+ Employed	3.6%	7.4%	8.3%
Population 65+ Unemployment rate	0.0%	0.0%	1.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 14, 2025

	1 mile	3 miles	5 miles
2025 Employed Population 16+ by Industry			
Total	7,848	36,976	53,929
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	3.8%	4.8%	4.4%
Manufacturing	3.1%	3.4%	3.6%
Wholesale Trade	0.7%	0.5%	0.7%
Retail Trade	6.1%	8.2%	8.4%
Transportation/Utilities	2.1%	2.1%	2.3%
Information	1.5%	1.5%	1.7%
Finance/Insurance/Real Estate	2.6%	4.4%	4.8%
Services	76.6%	71.4%	70.3%
Public Administration	3.3%	3.1%	3.5%
2025 Employed Population 16+ by Occupation			
Total	7,847	36,974	53,930
White Collar	74.9%	71.3%	73.2%
Management/Business/Financial	14.8%	16.6%	18.3%
Professional	48.1%	41.0%	41.0%
Sales	6.0%	6.3%	7.0%
Administrative Support	6.1%	7.3%	6.9%
Services	18.0%	17.9%	16.5%
Blue Collar	7.1%	10.9%	10.3%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	2.9%	3.5%	3.0%
Installation/Maintenance/Repair	0.9%	0.8%	0.9%
Production	1.4%	2.4%	2.4%
Transportation/Material Moving	1.7%	4.0%	4.0%
2020 Households by Type			
Total	4,829	26,525	39,943
Married Couple Households	28.0%	31.6%	35.0%
With Own Children <18	11.6%	12.8%	14.0%
Without Own Children <18	16.4%	18.8%	21.1%
Cohabiting Couple Households	7.6%	7.4%	7.0%
With Own Children <18	1.0%	1.3%	1.3%
Without Own Children <18	6.6%	6.1%	5.7%
Male Householder, No Spouse/Partner	29.8%	25.3%	22.5%
Living Alone	16.9%	16.1%	14.9%
65 Years and over	2.2%	2.8%	3.1%
With Own Children <18	1.0%	1.3%	1.2%
Without Own Children <18, With Relatives	2.2%	2.1%	2.0%
No Relatives Present	9.8%	5.9%	4.4%
Female Householder, No Spouse/Partner	34.6%	35.6%	35.4%
Living Alone	18.0%	20.2%	21.2%
65 Years and over	3.7%	6.0%	8.0%
With Own Children <18	3.2%	4.2%	4.5%
Without Own Children <18, With Relatives	4.6%	4.9%	5.1%
No Relatives Present	8.8%	6.4%	4.7%
2020 Households by Size			
Total	4,829	26,525	39,943
1 Person Household	34.9%	36.3%	36.1%
2 Person Household	32.9%	32.6%	33.1%
3 Person Household	14.7%	13.7%	13.5%
4 Person Household	11.4%	10.9%	10.7%
5 Person Household	4.0%	4.0%	4.2%
6 Person Household	1.1%	1.4%	1.5%
7 + Person Household	0.9%	1.0%	1.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,829	26,525	39,943
Owner Occupied	29.7%	38.2%	42.7%
Owned with a Mortgage/Loan	21.0%	25.5%	28.5%
Owned Free and Clear	8.7%	12.7%	14.2%
Renter Occupied	70.3%	61.8%	57.3%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	46	58	62
Percent of Income for Mortgage	52.4%	41.3%	38.8%
Wealth Index	71	88	99
2020 Housing Units By Urban/ Rural Status			
Total	5,266	28,776	43,132
Urban Housing Units	99.6%	97.7%	94.1%
Rural Housing Units	0.4%	2.3%	5.9%
2020 Population By Urban/ Rural Status			
Total	16,315	67,760	98,544
Urban Population	99.6%	97.7%	93.8%
Rural Population	0.4%	2.3%	6.2%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Dorms to Diplomas (B1)	Emerging Hub (D1)	City Greens (K6)
2.	City Greens (K6)	City Greens (K6)	Emerging Hub (D1)
3.	Urban Chic (H4)	Dorms to Diplomas (B1)	Dorms to Diplomas (B1)
2025 Consumer Spending			
Apparel & Services: Total \$	\$10,482,716	\$67,363,309	\$107,122,647
Average Spent	\$2,230.84	\$2,523.63	\$2,631.04
Spending Potential Index	91	103	107
Education: Total \$	\$9,386,326	\$55,012,187	\$85,500,645
Average Spent	\$1,997.52	\$2,060.92	\$2,099.98
Spending Potential Index	112	116	118
Entertainment/Recreation: Total \$	\$16,512,205	\$105,793,816	\$169,841,007
Average Spent	\$3,513.98	\$3,963.35	\$4,171.46
Spending Potential Index	86	96	102
Food at Home: Total \$	\$30,636,059	\$196,835,260	\$314,999,108
Average Spent	\$6,519.70	\$7,374.04	\$7,736.68
Spending Potential Index	88	99	104
Food Away from Home: Total \$	\$17,737,153	\$112,781,107	\$179,060,637
Average Spent	\$3,774.67	\$4,225.12	\$4,397.90
Spending Potential Index	91	102	107
Health Care: Total \$	\$28,890,040	\$187,995,049	\$304,498,335
Average Spent	\$6,148.13	\$7,042.86	\$7,478.78
Spending Potential Index	79	91	97
HH Furnishings & Equipment: Total \$	\$11,770,904	\$75,481,312	\$120,998,791
Average Spent	\$2,504.98	\$2,827.76	\$2,971.85
Spending Potential Index	86	97	102
Personal Care Products & Services: Total \$	\$4,477,621	\$28,595,881	\$45,593,437
Average Spent	\$952.89	\$1,071.29	\$1,119.82
Spending Potential Index	91	102	107
Shelter: Total \$	\$114,710,125	\$724,782,527	\$1,158,014,515
Average Spent	\$24,411.60	\$27,152.53	\$28,441.96
Spending Potential Index	92	102	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,853,136	\$78,306,121	\$127,925,888
Average Spent	\$2,522.48	\$2,933.58	\$3,141.98
Spending Potential Index	76	89	95
Travel: Total \$	\$14,047,630	\$90,401,496	\$146,997,157
Average Spent	\$2,989.49	\$3,386.71	\$3,610.39
Spending Potential Index	83	94	100
Vehicle Maintenance & Repairs: Total \$	\$5,696,459	\$36,270,067	\$57,517,370
Average Spent	\$1,212.27	\$1,358.79	\$1,412.68
Spending Potential Index	90	101	105

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Guadalajara
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Demographic Summary		2025	2030	
Population		15,724	15,415	
Population 18+		14,079	13,849	
Households		4,699	4,621	
Median Household Income		\$61,244	\$68,167	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		9,805	69.6%	96
Went to Family Restaurant/Steak House 4+ Times/30 Days		3,010	21.4%	88
Spent \$1-30 at Family Restaurant/Steak House/30 Days		943	6.7%	126
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,214	8.6%	103
Spent \$51-100 at Family Restaurant/Steak House/30 Days		2,170	15.4%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,507	10.7%	85
Spent \$201+ at Family Restaurant/Steak House/30 Days		901	6.4%	84
Spent \$1-100 at Fine Dining Restaurants/30 Days		472	3.4%	94
Spent \$101-200 at Fine Dining Restaurants/30 Days		415	3.0%	92
Spent \$201+ at Fine Dining Restaurants/30 Days		309	2.2%	69
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,263	9.0%	70
Went for Lunch at Family Restaurant/Steak House/6 Mo		2,330	16.6%	86
Went for Dinner at Family Restaurant/Steak House/6 Mo		6,818	48.4%	103
Went for Snacks at Family Restaurant/Steak House/6 Mo		270	1.9%	109
Went on Weekday to Family Restaurant/Steak House/6 Mo		4,341	30.8%	95
Went on Weekend to Family Restaurant/Steak House/6 Mo		5,684	40.4%	97
Went to Applebee`s/6 Mo		2,197	15.6%	100
Went to Bob Evans/6 Mo		373	2.6%	99
Went to Buffalo Wild Wings/6 Mo		1,197	8.5%	94
Went to California Pizza Kitchen/6 Mo		207	1.5%	83
Went to Carrabba`s/6 Mo		255	1.8%	82
Went to The Cheesecake Factory/6 Mo		1,124	8.0%	108
Went to Chili`s Grill & Bar/6 Mo		1,333	9.5%	95
Went to Cracker Barrel/6 Mo		1,601	11.4%	99
Went to Denny`s/6 Mo		899	6.4%	96
Went to Golden Corral/6 Mo		605	4.3%	87
Went to IHOP/6 Mo		1,082	7.7%	100
Went to Logan`s Roadhouse/6 Mo		261	1.9%	89
Went to Longhorn Steakhouse/6 Mo		708	5.0%	72
Went to Olive Garden/6 Mo		2,277	16.2%	99
Went to Outback Steakhouse/6 Mo		1,183	8.4%	105
Went to Red Lobster/6 Mo		795	5.7%	74
Went to Red Robin/6 Mo		915	6.5%	124
Went to Ruby Tuesday/6 Mo		214	1.5%	88
Went to Texas Roadhouse/6 Mo		2,154	15.3%	106
Went to T.G.I. Friday`s/6 Mo		490	3.5%	143
Went to Waffle House/6 Mo		895	6.4%	110
Went to Fast Food/Drive-In Restaurant/6 Mo		13,021	92.5%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		5,981	42.5%	107
Spent \$1-10 at Fast Food Restaurant/30 Days		340	2.4%	83
Spent \$11-20 at Fast Food Restaurant/30 Days		1,385	9.8%	126
Spent \$21-40 at Fast Food Restaurant/30 Days		2,317	16.5%	106
Spent \$41-50 at Fast Food Restaurant/30 Days		1,089	7.7%	86
Spent \$51-100 at Fast Food Restaurant/30 Days		3,276	23.3%	109
Spent \$101-200 at Fast Food Restaurant/30 Days		1,648	11.7%	88
Spent \$201+ at Fast Food Restaurant/30 Days		1,105	7.8%	119
Ordered Eat-In Fast Food/6 Mo		4,906	34.9%	105

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 2025 and 2030.

Guadalajara
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	2,102	14.9%	121
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,984	49.6%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,914	27.8%	121
Bought Breakfast at Fast Food Restaurant/6 Mo	4,842	34.4%	96
Bought Lunch at Fast Food Restaurant/6 Mo	7,860	55.8%	105
Bought Dinner at Fast Food Restaurant/6 Mo	8,346	59.3%	111
Bought Snack at Fast Food Restaurant/6 Mo	2,504	17.8%	128
Bought from Fast Food Restaurant on Weekday/6 Mo	9,612	68.3%	104
Bought from Fast Food Restaurant on Weekend/6 Mo	8,340	59.2%	113
Bought A&W/6 Mo	347	2.5%	113
Bought Arby`s/6 Mo	2,420	17.2%	96
Bought Baskin-Robbins/6 Mo	461	3.3%	97
Bought Boston Market/6 Mo	148	1.1%	75
Bought Burger King/6 Mo	3,529	25.1%	95
Bought Captain D`s/6 Mo	392	2.8%	100
Bought Carl`s Jr./6 Mo	467	3.3%	75
Bought Checkers/6 Mo	484	3.4%	143
Bought Chick-Fil-A/6 Mo	5,525	39.2%	116
Bought Chipotle Mexican Grill/6 Mo	3,391	24.1%	139
Bought Chuck E. Cheese`s/6 Mo	323	2.3%	133
Bought Church`s Fried Chicken/6 Mo	211	1.5%	51
Bought Cold Stone Creamery/6 Mo	722	5.1%	178
Bought Dairy Queen/6 Mo	2,758	19.6%	125
Bought Del Taco/6 Mo	491	3.5%	96
Bought Domino`s Pizza/6 Mo	2,754	19.6%	115
Bought Dunkin` Donuts/6 Mo	1,947	13.8%	98
Bought Five Guys/6 Mo	2,002	14.2%	142
Bought Hardee`s/6 Mo	924	6.6%	139
Bought Jack in the Box/6 Mo	567	4.0%	59
Bought Jersey Mike`s/6 Mo	1,506	10.7%	113
Bought Jimmy John`s/6 Mo	1,126	8.0%	134
Bought KFC/6 Mo	2,390	17.0%	99
Bought Krispy Kreme Doughnuts/6 Mo	897	6.4%	103
Bought Little Caesars/6 Mo	2,072	14.7%	115
Bought Long John Silver`s/6 Mo	405	2.9%	116
Bought McDonald`s/6 Mo	7,686	54.6%	110
Bought Panda Express/6 Mo	2,350	16.7%	124
Bought Panera Bread/6 Mo	2,126	15.1%	113
Bought Papa John`s/6 Mo	1,280	9.1%	114
Bought Papa Murphy`s/6 Mo	523	3.7%	115
Bought Pizza Hut/6 Mo	1,749	12.4%	101
Bought Popeyes Chicken/6 Mo	1,993	14.2%	112
Bought Sonic Drive-In/6 Mo	1,894	13.4%	123
Bought Starbucks/6 Mo	3,284	23.3%	109
Bought Steak `N Shake/6 Mo	577	4.1%	143
Bought Subway/6 Mo	3,607	25.6%	114
Bought Taco Bell/6 Mo	4,760	33.8%	121
Bought Wendy`s/6 Mo	4,071	28.9%	108
Bought Whataburger/6 Mo	902	6.4%	103
Bought White Castle/6 Mo	287	2.0%	82
Bought Wing-Stop/6 Mo	545	3.9%	101

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 2025 and 2030.

Guadalajara
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.02566
 Longitude: -78.51582

Went to Fine Dining Restaurant/6 Mo	2,098	14.9%	90
Went to Fine Dining Restaurant/30 Days	1,495	10.6%	85
Went to Fine Dining Restaurant 2+ Times/30 Days	669	4.8%	78
Used DoorDash Site/App for Take-Out/Del/30 Days	2,318	16.5%	130
Used Grubhub Site/App for Take-Out/Del/30 Days	709	5.0%	118
Used Postmates Site/App for Take-Out/Del/30 Days	103	0.7%	85
Used Restrnt Site/App for Take-Out/Del/30 Days	3,545	25.2%	120
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,209	8.6%	116
Used Yelp Site/App for Take-Out/Del/30 Days	181	1.3%	126

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 2025 and 2030.

Guadalajara
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Demographic Summary		2025	2030
Population		67,218	66,964
Population 18+		56,978	56,996
Households		26,693	26,834
Median Household Income		\$75,683	\$88,036
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	40,224	70.6%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days	12,570	22.1%	90
Spent \$1-30 at Family Restaurant/Steak House/30 Days	3,523	6.2%	116
Spent \$31-50 at Family Restaurant/Steak House/30 Days	4,847	8.5%	102
Spent \$51-100 at Family Restaurant/Steak House/30 Days	8,885	15.6%	94
Spent \$101-200 at Family Restaurant/Steak House/30 Days	6,425	11.3%	89
Spent \$201+ at Family Restaurant/Steak House/30 Days	3,773	6.6%	87
Spent \$1-100 at Fine Dining Restaurants/30 Days	2,106	3.7%	104
Spent \$101-200 at Fine Dining Restaurants/30 Days	1,938	3.4%	106
Spent \$201+ at Fine Dining Restaurants/30 Days	1,568	2.8%	86
Went for Breakfast at Family Restaurant/Steak House/6 Mo	5,855	10.3%	80
Went for Lunch at Family Restaurant/Steak House/6 Mo	9,906	17.4%	90
Went for Dinner at Family Restaurant/Steak House/6 Mo	27,284	47.9%	102
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,032	1.8%	103
Went on Weekday to Family Restaurant/Steak House/6 Mo	18,056	31.7%	97
Went on Weekend to Family Restaurant/Steak House/6 Mo	23,118	40.6%	98
Went to Applebee`s/6 Mo	8,660	15.2%	97
Went to Bob Evans/6 Mo	1,443	2.5%	95
Went to Buffalo Wild Wings/6 Mo	5,158	9.1%	100
Went to California Pizza Kitchen/6 Mo	941	1.6%	93
Went to Carrabba`s/6 Mo	1,159	2.0%	92
Went to The Cheesecake Factory/6 Mo	4,601	8.1%	109
Went to Chili`s Grill & Bar/6 Mo	5,600	9.8%	99
Went to Cracker Barrel/6 Mo	5,943	10.4%	91
Went to Denny`s/6 Mo	3,444	6.0%	91
Went to Golden Corral/6 Mo	2,369	4.2%	85
Went to IHOP/6 Mo	4,445	7.8%	101
Went to Logan`s Roadhouse/6 Mo	1,025	1.8%	86
Went to Longhorn Steakhouse/6 Mo	3,417	6.0%	86
Went to Olive Garden/6 Mo	9,153	16.1%	98
Went to Outback Steakhouse/6 Mo	4,613	8.1%	101
Went to Red Lobster/6 Mo	3,560	6.3%	82
Went to Red Robin/6 Mo	3,506	6.2%	117
Went to Ruby Tuesday/6 Mo	836	1.5%	85
Went to Texas Roadhouse/6 Mo	8,253	14.5%	101
Went to T.G.I. Friday`s/6 Mo	1,683	3.0%	121
Went to Waffle House/6 Mo	3,567	6.3%	109
Went to Fast Food/Drive-In Restaurant/6 Mo	52,181	91.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	23,091	40.5%	102
Spent \$1-10 at Fast Food Restaurant/30 Days	1,680	3.0%	102
Spent \$11-20 at Fast Food Restaurant/30 Days	5,141	9.0%	115
Spent \$21-40 at Fast Food Restaurant/30 Days	9,024	15.8%	102
Spent \$41-50 at Fast Food Restaurant/30 Days	4,905	8.6%	96
Spent \$51-100 at Fast Food Restaurant/30 Days	12,258	21.5%	100
Spent \$101-200 at Fast Food Restaurant/30 Days	7,171	12.6%	94
Spent \$201+ at Fast Food Restaurant/30 Days	3,998	7.0%	106
Ordered Eat-In Fast Food/6 Mo	19,030	33.4%	100

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 2025 and 2030.

Guadalajara
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	8,344	14.6%	119
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	27,918	49.0%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	14,759	25.9%	113
Bought Breakfast at Fast Food Restaurant/6 Mo	19,930	35.0%	98
Bought Lunch at Fast Food Restaurant/6 Mo	30,883	54.2%	102
Bought Dinner at Fast Food Restaurant/6 Mo	32,574	57.2%	107
Bought Snack at Fast Food Restaurant/6 Mo	9,257	16.3%	117
Bought from Fast Food Restaurant on Weekday/6 Mo	38,010	66.7%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	32,273	56.6%	108
Bought A&W/6 Mo	1,268	2.2%	102
Bought Arby`s/6 Mo	9,646	16.9%	95
Bought Baskin-Robbins/6 Mo	1,872	3.3%	97
Bought Boston Market/6 Mo	695	1.2%	87
Bought Burger King/6 Mo	14,029	24.6%	93
Bought Captain D`s/6 Mo	1,385	2.4%	87
Bought Carl`s Jr./6 Mo	1,966	3.5%	78
Bought Checkers/6 Mo	1,649	2.9%	120
Bought Chick-Fil-A/6 Mo	21,373	37.5%	111
Bought Chipotle Mexican Grill/6 Mo	12,684	22.3%	129
Bought Chuck E. Cheese`s/6 Mo	1,044	1.8%	106
Bought Church`s Fried Chicken/6 Mo	1,173	2.1%	70
Bought Cold Stone Creamery/6 Mo	2,311	4.1%	141
Bought Dairy Queen/6 Mo	9,750	17.1%	109
Bought Del Taco/6 Mo	1,839	3.2%	89
Bought Domino`s Pizza/6 Mo	10,457	18.4%	108
Bought Dunkin` Donuts/6 Mo	8,261	14.5%	102
Bought Five Guys/6 Mo	7,384	13.0%	129
Bought Hardee`s/6 Mo	2,846	5.0%	106
Bought Jack in the Box/6 Mo	2,992	5.3%	77
Bought Jersey Mike`s/6 Mo	5,912	10.4%	110
Bought Jimmy John`s/6 Mo	4,379	7.7%	129
Bought KFC/6 Mo	9,231	16.2%	94
Bought Krispy Kreme Doughnuts/6 Mo	3,591	6.3%	102
Bought Little Caesars/6 Mo	7,583	13.3%	104
Bought Long John Silver`s/6 Mo	1,302	2.3%	93
Bought McDonald`s/6 Mo	29,398	51.6%	104
Bought Panda Express/6 Mo	8,599	15.1%	113
Bought Panera Bread/6 Mo	8,599	15.1%	113
Bought Papa John`s/6 Mo	5,102	8.9%	113
Bought Papa Murphy`s/6 Mo	2,002	3.5%	109
Bought Pizza Hut/6 Mo	6,608	11.6%	94
Bought Popeyes Chicken/6 Mo	7,367	12.9%	102
Bought Sonic Drive-In/6 Mo	6,688	11.7%	108
Bought Starbucks/6 Mo	13,496	23.7%	110
Bought Steak `N Shake/6 Mo	2,039	3.6%	125
Bought Subway/6 Mo	13,202	23.2%	103
Bought Taco Bell/6 Mo	17,585	30.9%	110
Bought Wendy`s/6 Mo	15,688	27.5%	103
Bought Whataburger/6 Mo	3,502	6.2%	99
Bought White Castle/6 Mo	1,227	2.1%	86
Bought Wing-Stop/6 Mo	2,150	3.8%	98

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 2025 and 2030.

Guadalajara
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.02566
 Longitude: -78.51582

Went to Fine Dining Restaurant/6 Mo	9,558	16.8%	101
Went to Fine Dining Restaurant/30 Days	7,042	12.4%	99
Went to Fine Dining Restaurant 2+ Times/30 Days	3,275	5.8%	95
Used DoorDash Site/App for Take-Out/Del/30 Days	8,977	15.8%	124
Used Grubhub Site/App for Take-Out/Del/30 Days	2,936	5.2%	120
Used Postmates Site/App for Take-Out/Del/30 Days	494	0.9%	100
Used Restrnt Site/App for Take-Out/Del/30 Days	13,662	24.0%	115
Used Uber Eats Site/App for Take-Out/Del/30 Days	5,196	9.1%	123
Used Yelp Site/App for Take-Out/Del/30 Days	664	1.2%	114

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 2025 and 2030.

Guadalajara
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Demographic Summary		2025	2030
Population		98,693	99,524
Population 18+		82,184	83,345
Households		40,715	41,506
Median Household Income		\$81,654	\$94,889

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	58,300	70.9%	98
Went to Family Restaurant/Steak House 4+ Times/30 Days	18,380	22.4%	92
Spent \$1-30 at Family Restaurant/Steak House/30 Days	4,858	5.9%	111
Spent \$31-50 at Family Restaurant/Steak House/30 Days	6,940	8.4%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days	13,033	15.9%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days	9,398	11.4%	90
Spent \$201+ at Family Restaurant/Steak House/30 Days	5,607	6.8%	90
Spent \$1-100 at Fine Dining Restaurants/30 Days	3,103	3.8%	106
Spent \$101-200 at Fine Dining Restaurants/30 Days	2,966	3.6%	113
Spent \$201+ at Fine Dining Restaurants/30 Days	2,508	3.0%	96
Went for Breakfast at Family Restaurant/Steak House/6 Mo	8,916	10.8%	85
Went for Lunch at Family Restaurant/Steak House/6 Mo	14,589	17.8%	92
Went for Dinner at Family Restaurant/Steak House/6 Mo	39,092	47.6%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,458	1.8%	101
Went on Weekday to Family Restaurant/Steak House/6 Mo	26,263	32.0%	98
Went on Weekend to Family Restaurant/Steak House/6 Mo	33,296	40.5%	98
Went to Applebee`s/6 Mo	12,253	14.9%	96
Went to Bob Evans/6 Mo	1,967	2.4%	89
Went to Buffalo Wild Wings/6 Mo	7,234	8.8%	98
Went to California Pizza Kitchen/6 Mo	1,414	1.7%	97
Went to Carrabba`s/6 Mo	1,723	2.1%	95
Went to The Cheesecake Factory/6 Mo	6,652	8.1%	109
Went to Chili`s Grill & Bar/6 Mo	7,933	9.7%	97
Went to Cracker Barrel/6 Mo	8,323	10.1%	88
Went to Denny`s/6 Mo	4,869	5.9%	89
Went to Golden Corral/6 Mo	3,255	4.0%	81
Went to IHOP/6 Mo	6,321	7.7%	100
Went to Logan`s Roadhouse/6 Mo	1,421	1.7%	83
Went to Longhorn Steakhouse/6 Mo	5,094	6.2%	89
Went to Olive Garden/6 Mo	13,086	15.9%	97
Went to Outback Steakhouse/6 Mo	6,594	8.0%	100
Went to Red Lobster/6 Mo	5,258	6.4%	84
Went to Red Robin/6 Mo	4,996	6.1%	116
Went to Ruby Tuesday/6 Mo	1,161	1.4%	82
Went to Texas Roadhouse/6 Mo	11,440	13.9%	97
Went to T.G.I. Friday`s/6 Mo	2,398	2.9%	120
Went to Waffle House/6 Mo	4,840	5.9%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	74,794	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	32,330	39.3%	99
Spent \$1-10 at Fast Food Restaurant/30 Days	2,487	3.0%	104
Spent \$11-20 at Fast Food Restaurant/30 Days	7,202	8.8%	112
Spent \$21-40 at Fast Food Restaurant/30 Days	12,822	15.6%	101
Spent \$41-50 at Fast Food Restaurant/30 Days	7,217	8.8%	98
Spent \$51-100 at Fast Food Restaurant/30 Days	17,356	21.1%	99
Spent \$101-200 at Fast Food Restaurant/30 Days	10,211	12.4%	93
Spent \$201+ at Fast Food Restaurant/30 Days	5,460	6.6%	100
Ordered Eat-In Fast Food/6 Mo	27,048	32.9%	99

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 2025 and 2030.

Guadalajara
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	11,414	13.9%	113
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	39,552	48.1%	99
Ordered Take-Out/Walk-In Fast Food/6 Mo	20,843	25.4%	111
Bought Breakfast at Fast Food Restaurant/6 Mo	28,580	34.8%	97
Bought Lunch at Fast Food Restaurant/6 Mo	43,831	53.3%	100
Bought Dinner at Fast Food Restaurant/6 Mo	45,678	55.6%	104
Bought Snack at Fast Food Restaurant/6 Mo	12,801	15.6%	112
Bought from Fast Food Restaurant on Weekday/6 Mo	53,956	65.7%	100
Bought from Fast Food Restaurant on Weekend/6 Mo	44,967	54.7%	105
Bought A&W/6 Mo	1,760	2.1%	98
Bought Arby`s/6 Mo	13,457	16.4%	92
Bought Baskin-Robbins/6 Mo	2,623	3.2%	94
Bought Boston Market/6 Mo	1,083	1.3%	94
Bought Burger King/6 Mo	20,016	24.4%	92
Bought Captain D`s/6 Mo	1,909	2.3%	83
Bought Carl`s Jr./6 Mo	2,942	3.6%	81
Bought Checkers/6 Mo	2,155	2.6%	109
Bought Chick-Fil-A/6 Mo	29,833	36.3%	107
Bought Chipotle Mexican Grill/6 Mo	17,587	21.4%	124
Bought Chuck E. Cheese`s/6 Mo	1,381	1.7%	97
Bought Church`s Fried Chicken/6 Mo	1,760	2.1%	72
Bought Cold Stone Creamery/6 Mo	3,072	3.7%	130
Bought Dairy Queen/6 Mo	13,213	16.1%	102
Bought Del Taco/6 Mo	2,656	3.2%	89
Bought Domino`s Pizza/6 Mo	14,358	17.5%	103
Bought Dunkin` Donuts/6 Mo	12,354	15.0%	106
Bought Five Guys/6 Mo	10,199	12.4%	124
Bought Hardee`s/6 Mo	3,557	4.3%	92
Bought Jack in the Box/6 Mo	4,424	5.4%	79
Bought Jersey Mike`s/6 Mo	8,539	10.4%	110
Bought Jimmy John`s/6 Mo	6,043	7.3%	123
Bought KFC/6 Mo	12,770	15.5%	91
Bought Krispy Kreme Doughnuts/6 Mo	5,051	6.2%	100
Bought Little Caesars/6 Mo	10,043	12.2%	95
Bought Long John Silver`s/6 Mo	1,712	2.1%	84
Bought McDonald`s/6 Mo	41,072	50.0%	100
Bought Panda Express/6 Mo	11,788	14.3%	107
Bought Panera Bread/6 Mo	12,484	15.2%	114
Bought Papa John`s/6 Mo	7,028	8.6%	107
Bought Papa Murphy`s/6 Mo	2,863	3.5%	108
Bought Pizza Hut/6 Mo	9,111	11.1%	90
Bought Popeyes Chicken/6 Mo	10,355	12.6%	99
Bought Sonic Drive-In/6 Mo	8,856	10.8%	99
Bought Starbucks/6 Mo	19,362	23.6%	110
Bought Steak `N Shake/6 Mo	2,666	3.2%	113
Bought Subway/6 Mo	18,239	22.2%	98
Bought Taco Bell/6 Mo	24,005	29.2%	104
Bought Wendy`s/6 Mo	21,967	26.7%	100
Bought Whataburger/6 Mo	4,885	5.9%	96
Bought White Castle/6 Mo	1,801	2.2%	88
Bought Wing-Stop/6 Mo	3,035	3.7%	96

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 2025 and 2030.

Guadalajara
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.02566
 Longitude: -78.51582

Went to Fine Dining Restaurant/6 Mo	14,395	17.5%	106
Went to Fine Dining Restaurant/30 Days	10,737	13.1%	105
Went to Fine Dining Restaurant 2+ Times/30 Days	5,159	6.3%	103
Used DoorDash Site/App for Take-Out/Del/30 Days	12,391	15.1%	119
Used Grubhub Site/App for Take-Out/Del/30 Days	4,125	5.0%	117
Used Postmates Site/App for Take-Out/Del/30 Days	742	0.9%	104
Used Restrnt Site/App for Take-Out/Del/30 Days	19,210	23.4%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	7,300	8.9%	120
Used Yelp Site/App for Take-Out/Del/30 Days	942	1.1%	112

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 2025 and 2030.

Business Summary

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	714		4,368		6,220							
Total Employees:	17,987		69,873		95,741							
Total Population:	15,724		67,218		98,693							
Employee/Population Ratio (per 100 Residents)	114.4		103.9		97.0							
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	9	0.1%	8	0.2%	49	0.1%	16	0.3%	145	0.1%
Mining	0	0.0%	0	0.0%	4	0.1%	18	0.0%	5	0.1%	27	0.0%
Utilities	0	0.0%	0	0.0%	6	0.1%	32	0.1%	8	0.1%	170	0.2%
Construction	8	1.1%	39	0.2%	183	4.2%	2,182	3.1%	295	4.7%	3,194	3.3%
Building Construction	3	0.4%	16	0.1%	75	1.7%	1,153	1.6%	124	2.0%	1,613	1.7%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	13	0.3%	101	0.1%	20	0.3%	140	0.1%
Specialty Trade Contractor	5	0.7%	23	0.1%	95	2.2%	928	1.3%	151	2.4%	1,441	1.5%
Manufacturing	2	0.3%	10	0.1%	95	2.2%	1,454	2.1%	134	2.1%	2,766	2.9%
Wholesale Trade	2	0.3%	21	0.1%	76	1.7%	780	1.1%	119	1.9%	1,048	1.1%
Durable Goods	1	0.1%	4	0.0%	47	1.1%	454	0.7%	79	1.3%	654	0.7%
Nondurable Goods	1	0.1%	17	0.1%	26	0.6%	303	0.4%	35	0.6%	368	0.4%
Trade Broker	0	0.0%	0	0.0%	3	0.1%	23	0.0%	4	0.1%	26	0.0%
Retail Trade	21	2.9%	210	1.2%	359	8.2%	3,992	5.7%	599	9.6%	7,987	8.3%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	13	0.3%	94	0.1%	52	0.8%	1,107	1.2%
Furniture & Home Furnishings Stores	0	0.0%	1	0.0%	17	0.4%	105	0.1%	34	0.6%	243	0.3%
Electronics & Appliance Stores	2	0.3%	22	0.1%	22	0.5%	312	0.5%	28	0.5%	380	0.4%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.0%	12	0.3%	127	0.2%	26	0.4%	432	0.5%
Food & Beverage Stores	2	0.3%	15	0.1%	66	1.5%	1,331	1.9%	99	1.6%	2,061	2.1%
Health & Personal Care Stores	6	0.8%	54	0.3%	38	0.9%	317	0.5%	73	1.2%	627	0.7%
Gasoline Stations & Fuel Dealers	1	0.1%	2	0.0%	12	0.3%	89	0.1%	23	0.4%	172	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	43	1.0%	423	0.6%	74	1.2%	647	0.7%
Sporting Goods, Hobby, Book, & Music Stores	8	1.1%	113	0.6%	109	2.5%	971	1.4%	143	2.3%	1,509	1.6%
General Merchandise Stores	1	0.1%	3	0.0%	27	0.6%	222	0.3%	46	0.7%	809	0.8%
Transportation & Warehousing	4	0.6%	12	0.1%	43	1.0%	421	0.6%	69	1.1%	743	0.8%
Truck Transportation	0	0.0%	0	0.0%	10	0.2%	109	0.2%	17	0.3%	145	0.1%
Information	14	2.0%	151	0.8%	103	2.4%	1,854	2.6%	154	2.5%	2,774	2.9%
Finance & Insurance	5	0.7%	208	1.2%	160	3.7%	2,152	3.1%	288	4.6%	3,188	3.3%
Central Bank/Credit Intermediation & Related Activities	1	0.1%	3	0.0%	40	0.9%	335	0.5%	86	1.4%	721	0.8%
Securities & Commodity Contracts	4	0.6%	204	1.1%	88	2.0%	1,638	2.3%	126	2.0%	2,032	2.1%
Funds, Trusts & Other Financial Vehicles	0	0.0%	1	0.0%	31	0.7%	179	0.3%	76	1.2%	434	0.5%
Real Estate, Rental & Leasing	18	2.5%	168	0.9%	194	4.4%	3,887	5.6%	306	4.9%	4,750	5.0%
Professional, Scientific & Tech Services	27	3.8%	238	1.3%	520	11.9%	4,406	6.3%	703	11.3%	6,045	6.3%
Legal Services	0	0.0%	2	0.0%	107	2.5%	988	1.4%	144	2.3%	1,253	1.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.1%	30	0.0%	6	0.1%	40	0.0%
Administrative, Support & Waste Management Services	8	1.1%	43	0.2%	100	2.3%	1,076	1.5%	167	2.7%	2,335	2.4%
Educational Services	42	5.9%	5,322	29.6%	164	3.8%	10,616	15.2%	211	3.4%	11,750	12.3%

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Business Summary

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	451	63.2%	10,333	57.5%	1,105	25.3%	20,994	30.1%	1,470	23.6%	27,719	28.9%
Ambulatory Health Care	431	60.4%	9,193	51.1%	955	21.9%	17,224	24.6%	1,235	19.9%	20,175	21.1%
Hospital	14	2.0%	802	4.5%	38	0.9%	1,700	2.4%	46	0.7%	3,322	3.5%
Nursing/Residential Care	0	0.0%	0	0.0%	19	0.4%	581	0.8%	43	0.7%	2,093	2.2%
Social Assistance	6	0.8%	339	1.9%	94	2.1%	1,488	2.1%	146	2.4%	2,130	2.2%
Arts, Entertainment & Recreation	16	2.2%	379	2.1%	110	2.5%	1,618	2.3%	148	2.4%	2,453	2.6%
Accommodation & Food Services	22	3.1%	270	1.5%	327	7.5%	5,504	7.9%	436	7.0%	7,680	8.0%
Accommodation	1	0.1%	34	0.2%	40	0.9%	1,120	1.6%	63	1.0%	1,658	1.7%
Food Services & Drinking Places	21	2.9%	237	1.3%	287	6.6%	4,384	6.3%	373	6.0%	6,022	6.3%
Other Services (except Public Administration)	46	6.4%	413	2.3%	498	11.4%	3,064	4.4%	722	11.6%	4,614	4.8%
Repair & Maintenance	3	0.4%	9	0.1%	76	1.7%	433	0.6%	117	1.9%	749	0.8%
Automotive Repair & Maintenance	3	0.4%	9	0.1%	51	1.2%	317	0.5%	83	1.3%	609	0.6%
Personal & Laundry Service	4	0.6%	13	0.1%	124	2.8%	844	1.2%	197	3.2%	1,293	1.4%
Civic and Other Orgs	39	5.5%	391	2.2%	298	6.8%	1,787	2.6%	408	6.6%	2,573	2.7%
Public Administration	11	1.5%	158	0.9%	167	3.8%	5,525	7.9%	182	2.9%	6,082	6.3%
Unclassified Establishments	16	2.2%	3	0.0%	140	3.2%	218	0.3%	184	3.0%	228	0.2%
Total	714	100.0%	17,987	100.0%	4,368	100.0%	69,873	100.0%	6,220	100.0%	95,741	100.0%

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Business Summary

Guadalajara
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.02566
Longitude: -78.51582

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	0.6%	23	0.1%	56	1.3%	521	0.8%	94	1.5%	887	0.9%
Construction	8	1.1%	39	0.2%	162	3.7%	2,029	2.9%	264	4.2%	2,988	3.1%
Manufacturing	5	0.7%	19	0.1%	92	2.1%	1,500	2.1%	134	2.1%	3,070	3.2%
Transportation	4	0.6%	12	0.1%	47	1.1%	754	1.1%	86	1.4%	1,777	1.9%
Communication	3	0.4%	21	0.1%	37	0.8%	525	0.8%	57	0.9%	837	0.9%
Utility	1	0.1%	11	0.1%	9	0.2%	63	0.1%	12	0.2%	219	0.2%
Wholesale Trade	2	0.3%	21	0.1%	77	1.8%	782	1.1%	120	1.9%	1,053	1.1%
Retail Trade Summary	42	5.9%	446	2.5%	661	15.1%	8,452	12.1%	994	16.0%	14,120	14.8%
Home Improvement	0	0.0%	1	0.0%	11	0.3%	125	0.2%	25	0.4%	428	0.5%
General Merchandise Stores	0	0.0%	1	0.0%	17	0.4%	177	0.3%	28	0.5%	720	0.8%
Food Stores	3	0.4%	26	0.1%	76	1.7%	1,518	2.2%	115	1.9%	2,281	2.4%
Auto Dealers & Gas Stations	1	0.1%	2	0.0%	25	0.6%	182	0.3%	74	1.2%	1,274	1.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	34	0.8%	394	0.6%	58	0.9%	565	0.6%
Furniture & Home Furnishings	2	0.3%	22	0.1%	45	1.0%	406	0.6%	71	1.1%	623	0.7%
Eating & Drinking Places	21	2.9%	237	1.3%	279	6.4%	4,210	6.0%	361	5.8%	5,823	6.1%
Miscellaneous Retail	14	2.0%	158	0.9%	174	4.0%	1,441	2.1%	261	4.2%	2,406	2.5%
Finance, Insurance, Real Estate Summary	22	3.1%	373	2.1%	359	8.2%	6,052	8.7%	587	9.4%	7,917	8.3%
Banks, Savings & Lending Institutions	1	0.1%	3	0.0%	44	1.0%	347	0.5%	89	1.4%	735	0.8%
Securities Brokers	4	0.6%	204	1.1%	84	1.9%	1,609	2.3%	121	1.9%	1,995	2.1%
Insurance Carriers & Agents	0	0.0%	1	0.0%	31	0.7%	179	0.3%	76	1.2%	434	0.5%
Real Estate, Holding, Other Investment Offices	17	2.4%	165	0.9%	199	4.6%	3,918	5.6%	301	4.8%	4,752	5.0%
Services Summary	597	83.6%	16,862	93.8%	2,565	58.7%	43,507	62.3%	3,510	56.4%	56,618	59.1%
Hotels & Lodging	1	0.1%	34	0.2%	40	0.9%	1,120	1.6%	63	1.0%	1,658	1.7%
Automotive Services	5	0.7%	15	0.1%	70	1.6%	492	0.7%	113	1.8%	843	0.9%
Movies & Amusements	14	2.0%	361	2.0%	107	2.5%	1,676	2.4%	152	2.4%	2,507	2.6%
Health Services	444	62.2%	9,992	55.5%	1,000	22.9%	19,315	27.6%	1,297	20.9%	24,978	26.1%
Legal Services	0	0.0%	2	0.0%	101	2.3%	973	1.4%	132	2.1%	1,173	1.2%
Education Institutions & Libraries	46	6.4%	5,403	30.0%	151	3.5%	10,877	15.6%	185	3.0%	11,976	12.5%
Other Services	88	12.3%	1,056	5.9%	1,096	25.1%	9,054	13.0%	1,568	25.2%	13,483	14.1%
Government	11	1.5%	158	0.9%	163	3.7%	5,469	7.8%	178	2.9%	6,026	6.3%
Unclassified Establishments	16	2.2%	3	0.9%	140	3.2%	218	7.8%	184	3.0%	229	6.3%
Totals	714	100.0%	17,987	100.0%	4,368	100.0%	69,873	100.0%	6,220	100.0%	95,741	100.0%

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