

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,472	52,019	187,744
2020 Total Population	3,265	57,040	202,199
2020 Group Quarters	22	204	5,406
2022 Total Population	3,758	58,342	202,899
2022 Group Quarters	22	204	5,406
2027 Total Population	4,107	59,640	205,527
2022-2027 Annual Rate	1.79%	0.44%	0.26%
2022 Total Daytime Population	7,253	69,159	236,678
Workers	5,535	40,723	132,228
Residents	1,718	28,436	104,450
<b>Household Summary</b>			
2010 Households	944	19,264	70,335
2010 Average Household Size	2.61	2.68	2.59
2020 Total Households	1,360	20,866	74,826
2020 Average Household Size	2.38	2.72	2.63
2022 Total Households	1,586	21,315	75,493
2022 Average Household Size	2.36	2.73	2.62
2027 Total Households	1,737	21,733	76,251
2027 Average Household Size	2.35	2.73	2.62
2022-2027 Annual Rate	1.84%	0.39%	0.20%
2010 Families	676	13,417	45,923
2010 Average Family Size	3.05	3.15	3.14
2022 Total Families	1,104	14,418	48,066
2022 Average Family Size	2.82	3.26	3.23
2027 Total Families	1,206	14,681	48,536
2027 Average Family Size	2.81	3.27	3.24
2022-2027 Annual Rate	1.78%	0.36%	0.19%
<b>Housing Unit Summary</b>			
2000 Housing Units	970	19,639	71,416
Owner Occupied Housing Units	91.1%	71.6%	61.3%
Renter Occupied Housing Units	9.2%	25.1%	32.8%
Vacant Housing Units	-0.3%	3.3%	5.9%
2010 Housing Units	971	20,369	75,929
Owner Occupied Housing Units	83.8%	69.2%	58.3%
Renter Occupied Housing Units	13.4%	25.4%	34.4%
Vacant Housing Units	2.8%	5.4%	7.4%
2020 Housing Units	1,425	22,016	80,600
Vacant Housing Units	4.6%	5.2%	7.2%
2022 Housing Units	1,701	22,476	81,515
Owner Occupied Housing Units	63.2%	68.3%	59.0%
Renter Occupied Housing Units	30.0%	26.6%	33.6%
Vacant Housing Units	6.8%	5.2%	7.4%
2027 Housing Units	1,860	23,048	83,281
Owner Occupied Housing Units	65.7%	69.2%	60.1%
Renter Occupied Housing Units	27.7%	25.1%	31.5%
Vacant Housing Units	6.6%	5.7%	8.4%
<b>Median Household Income</b>			
2022	\$108,448	\$85,857	\$75,589
2027	\$119,644	\$97,727	\$85,686
<b>Median Home Value</b>			
2022	\$357,285	\$295,407	\$286,967
2027	\$375,442	\$328,476	\$314,850
<b>Per Capita Income</b>			
2022	\$60,940	\$42,513	\$38,926
2027	\$71,752	\$49,251	\$45,135
<b>Median Age</b>			
2010	44.6	37.2	35.4
2022	46.6	39.2	37.8
2027	46.1	40.4	38.9

**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.



# Market Profile

996 Corporate Blvd, Linthicum Heights, Maryland, 21090  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.20995  
 Longitude: -76.67820

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	1,586	21,314	75,477
<\$15,000	2.4%	6.1%	8.8%
\$15,000 - \$24,999	1.6%	6.0%	6.7%
\$25,000 - \$34,999	2.9%	6.6%	7.4%
\$35,000 - \$49,999	8.4%	8.4%	10.6%
\$50,000 - \$74,999	13.9%	15.2%	16.2%
\$75,000 - \$99,999	15.5%	15.2%	13.7%
\$100,000 - \$149,999	21.4%	19.4%	17.8%
\$150,000 - \$199,999	14.6%	11.7%	9.0%
\$200,000+	19.2%	11.3%	9.9%
Average Household Income	\$144,955	\$115,415	\$104,676
<b>2027 Households by Income</b>			
Household Income Base	1,737	21,732	76,235
<\$15,000	1.7%	5.1%	7.6%
\$15,000 - \$24,999	1.2%	4.9%	5.5%
\$25,000 - \$34,999	2.3%	6.0%	6.6%
\$35,000 - \$49,999	4.3%	6.9%	8.7%
\$50,000 - \$74,999	13.8%	13.2%	14.7%
\$75,000 - \$99,999	17.7%	15.0%	14.0%
\$100,000 - \$149,999	18.6%	20.8%	19.8%
\$150,000 - \$199,999	13.9%	13.5%	10.7%
\$200,000+	26.5%	14.6%	12.5%
Average Household Income	\$171,262	\$134,012	\$121,450
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,075	15,340	48,097
<\$50,000	1.1%	2.5%	3.5%
\$50,000 - \$99,999	0.0%	1.3%	3.6%
\$100,000 - \$149,999	0.1%	2.9%	4.3%
\$150,000 - \$199,999	0.3%	8.0%	9.7%
\$200,000 - \$249,999	4.4%	14.8%	14.3%
\$250,000 - \$299,999	20.0%	22.7%	19.6%
\$300,000 - \$399,999	42.1%	24.6%	19.7%
\$400,000 - \$499,999	19.6%	11.7%	11.0%
\$500,000 - \$749,999	8.7%	9.6%	11.7%
\$750,000 - \$999,999	2.4%	1.5%	1.5%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	1.2%	0.2%	0.4%
Average Home Value	\$405,140	\$336,207	\$334,679
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,222	15,942	49,992
<\$50,000	0.9%	2.4%	3.6%
\$50,000 - \$99,999	0.0%	0.8%	2.9%
\$100,000 - \$149,999	0.0%	1.7%	2.6%
\$150,000 - \$199,999	0.1%	5.2%	6.8%
\$200,000 - \$249,999	2.6%	10.8%	11.4%
\$250,000 - \$299,999	15.0%	21.0%	19.4%
\$300,000 - \$399,999	41.7%	28.2%	21.8%
\$400,000 - \$499,999	24.1%	15.1%	13.7%
\$500,000 - \$749,999	11.1%	11.4%	14.2%
\$750,000 - \$999,999	2.9%	2.4%	2.1%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.5%
\$2,000,000 +	1.6%	0.3%	0.5%
Average Home Value	\$432,836	\$368,243	\$368,243

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

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



# Market Profile

996 Corporate Blvd, Linthicum Heights, Maryland, 21090  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.20995  
 Longitude: -76.67820

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	2,473	52,018	187,745
0 - 4	5.4%	6.8%	7.0%
5 - 9	4.9%	6.0%	6.4%
10 - 14	5.3%	6.3%	6.2%
15 - 24	12.2%	13.7%	15.1%
25 - 34	9.9%	14.4%	14.8%
35 - 44	13.1%	13.0%	12.7%
45 - 54	17.8%	15.8%	14.9%
55 - 64	14.6%	11.2%	10.7%
65 - 74	6.8%	6.6%	5.9%
75 - 84	6.9%	4.5%	4.2%
85 +	3.3%	1.7%	2.2%
18 +	79.9%	76.7%	76.6%
<b>2022 Population by Age</b>			
Total	3,758	58,340	202,899
0 - 4	4.6%	5.8%	6.0%
5 - 9	5.3%	6.2%	6.1%
10 - 14	6.1%	6.4%	6.3%
15 - 24	8.9%	10.6%	13.1%
25 - 34	11.5%	14.6%	14.4%
35 - 44	11.7%	13.9%	13.6%
45 - 54	12.9%	12.1%	11.5%
55 - 64	16.0%	13.6%	12.7%
65 - 74	13.1%	9.6%	9.1%
75 - 84	6.4%	5.0%	4.8%
85 +	3.4%	2.1%	2.4%
18 +	80.9%	78.4%	78.2%
<b>2027 Population by Age</b>			
Total	4,109	59,642	205,526
0 - 4	4.7%	5.9%	6.0%
5 - 9	5.1%	5.9%	5.9%
10 - 14	5.7%	6.1%	6.0%
15 - 24	9.3%	10.5%	12.9%
25 - 34	10.4%	12.8%	13.2%
35 - 44	13.4%	15.8%	14.6%
45 - 54	11.7%	11.9%	11.6%
55 - 64	14.7%	12.4%	11.5%
65 - 74	13.6%	10.7%	10.1%
75 - 84	8.3%	6.0%	5.9%
85 +	3.0%	2.1%	2.3%
18 +	81.0%	78.5%	78.6%
<b>2010 Population by Sex</b>			
Males	1,197	25,228	90,577
Females	1,275	26,791	97,167
<b>2022 Population by Sex</b>			
Males	1,833	28,544	98,248
Females	1,925	29,797	104,652
<b>2027 Population by Sex</b>			
Males	2,009	29,258	99,703
Females	2,099	30,383	105,824

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 Population by Race/Ethnicity</b>			
Total	2,473	52,017	187,745
White Alone	91.7%	77.3%	63.2%
Black Alone	3.3%	13.4%	25.8%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.6%	3.8%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	2.5%	2.5%
Two or More Races	1.5%	2.7%	3.0%
Hispanic Origin	2.3%	5.5%	5.9%
Diversity Index	19.5	44.6	58.2
<b>2020 Population by Race/Ethnicity</b>			
Total	3,265	57,040	202,199
White Alone	73.7%	61.7%	49.6%
Black Alone	10.8%	16.0%	26.8%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.4%	6.7%	7.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	7.0%	7.1%
Two or More Races	7.1%	8.0%	8.2%
Hispanic Origin	5.9%	11.2%	11.7%
Diversity Index	50.0	66.2	73.4
<b>2022 Population by Race/Ethnicity</b>			
Total	3,756	58,341	202,900
White Alone	72.5%	60.9%	49.3%
Black Alone	11.3%	16.1%	26.4%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.5%	6.8%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	7.2%	7.4%
Two or More Races	7.4%	8.3%	8.4%
Hispanic Origin	6.1%	11.4%	11.9%
Diversity Index	51.6	66.9	73.8
<b>2027 Population by Race/Ethnicity</b>			
Total	4,109	59,641	205,528
White Alone	70.7%	58.4%	47.5%
Black Alone	11.4%	16.5%	25.8%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	5.7%	7.4%	8.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.1%	7.9%	8.4%
Two or More Races	8.4%	9.2%	9.3%
Hispanic Origin	6.3%	11.7%	12.6%
Diversity Index	53.7	69.2	75.4
<b>2010 Population by Relationship and Household Type</b>			
Total	2,473	52,019	187,744
In Households	99.5%	99.4%	97.1%
In Family Households	85.4%	84.4%	80.3%
Householder	27.0%	25.9%	24.4%
Spouse	22.5%	17.9%	15.4%
Child	29.7%	32.3%	31.7%
Other relative	4.2%	5.1%	5.3%
Nonrelative	2.0%	3.3%	3.6%
In Nonfamily Households	14.1%	15.0%	16.8%
In Group Quarters	0.5%	0.6%	2.9%
Institutionalized Population	0.4%	0.4%	0.9%
Noninstitutionalized Population	0.1%	0.2%	2.0%

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

**Source:** Esri forecasts for 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>2022 Population 25+ by Educational Attainment</b>			
Total	2,818	41,407	138,957
Less than 9th Grade	1.3%	2.8%	3.7%
9th - 12th Grade, No Diploma	3.8%	6.4%	7.9%
High School Graduate	21.4%	29.4%	27.7%
GED/Alternative Credential	3.6%	5.7%	5.0%
Some College, No Degree	14.8%	16.1%	17.7%
Associate Degree	11.5%	8.5%	8.0%
Bachelor's Degree	26.3%	19.2%	17.7%
Graduate/Professional Degree	17.2%	12.0%	12.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,155	47,610	165,517
Never Married	29.5%	35.3%	39.6%
Married	55.0%	47.8%	43.4%
Widowed	3.9%	6.0%	6.6%
Divorced	11.5%	10.9%	10.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,122	31,864	104,643
Population 16+ Employed	97.5%	94.8%	94.8%
Population 16+ Unemployment rate	2.5%	5.2%	5.2%
Population 16-24 Employed	10.4%	12.3%	13.1%
Population 16-24 Unemployment rate	4.9%	11.8%	12.6%
Population 25-54 Employed	59.5%	64.1%	64.3%
Population 25-54 Unemployment rate	1.8%	3.9%	4.0%
Population 55-64 Employed	23.9%	17.8%	16.6%
Population 55-64 Unemployment rate	4.1%	5.4%	4.4%
Population 65+ Employed	6.3%	5.9%	6.1%
Population 65+ Unemployment rate	0.0%	3.0%	2.1%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,068	30,218	99,222
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	6.9%	8.5%	7.9%
Manufacturing	6.2%	4.9%	5.2%
Wholesale Trade	1.8%	2.9%	2.9%
Retail Trade	8.1%	10.0%	10.8%
Transportation/Utilities	6.6%	6.6%	6.6%
Information	1.9%	1.4%	1.3%
Finance/Insurance/Real Estate	2.8%	4.6%	4.5%
Services	50.9%	50.2%	50.1%
Public Administration	14.6%	10.8%	10.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,068	30,219	99,223
White Collar	68.6%	62.0%	60.5%
Management/Business/Financial	22.6%	16.6%	15.7%
Professional	25.6%	25.9%	24.1%
Sales	7.5%	7.5%	8.0%
Administrative Support	12.9%	11.9%	12.6%
Services	13.9%	16.2%	18.0%
Blue Collar	17.5%	21.8%	21.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	2.8%	5.2%	5.4%
Installation/Maintenance/Repair	4.8%	3.9%	3.6%
Production	4.4%	3.6%	3.5%
Transportation/Material Moving	5.4%	8.8%	8.9%

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	945	19,264	70,336
Households with 1 Person	23.8%	23.2%	27.4%
Households with 2+ People	76.2%	76.8%	72.6%
Family Households	71.5%	69.6%	65.3%
Husband-wife Families	59.7%	48.2%	41.1%
With Related Children	23.9%	21.3%	18.4%
Other Family (No Spouse Present)	11.9%	21.5%	24.2%
Other Family with Male Householder	3.5%	5.9%	6.1%
With Related Children	2.0%	3.2%	3.3%
Other Family with Female Householder	8.4%	15.6%	18.1%
With Related Children	4.3%	10.0%	12.0%
Nonfamily Households	4.7%	7.1%	7.3%
All Households with Children	31.1%	35.2%	34.3%
Multigenerational Households	6.1%	6.2%	6.1%
Unmarried Partner Households	4.6%	8.0%	8.2%
Male-female	3.6%	7.3%	7.5%
Same-sex	1.0%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	947	19,261	70,337
1 Person Household	23.8%	23.2%	27.4%
2 Person Household	31.7%	31.5%	29.9%
3 Person Household	18.5%	18.9%	17.8%
4 Person Household	14.8%	14.9%	13.5%
5 Person Household	7.8%	6.7%	6.6%
6 Person Household	2.4%	2.9%	2.8%
7 + Person Household	1.1%	1.8%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	944	19,264	70,334
Owner Occupied	86.2%	73.1%	62.9%
Owned with a Mortgage/Loan	60.8%	54.4%	47.8%
Owned Free and Clear	25.4%	18.7%	15.1%
Renter Occupied	13.8%	26.9%	37.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	139	127	112
Percent of Income for Mortgage	17.4%	18.1%	20.0%
Wealth Index	168	120	103
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	971	20,369	75,929
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,472	52,019	187,744
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

**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.



# Market Profile

996 Corporate Blvd, Linthicum Heights, Maryland, 21090  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.20995  
Longitude: -76.67820

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Comfortable Empty Nesters (5A)	Pleasantville (2B)	Front Porches (8E)
3.		Comfortable Empty Nesters (5A)	Enterprising Professionals (2D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,052,700	\$55,943,981	\$182,334,211
Average Spent	\$3,185.81	\$2,624.63	\$2,415.25
Spending Potential Index	132	109	100
Education: Total \$	\$4,871,197	\$50,395,462	\$161,023,457
Average Spent	\$3,071.37	\$2,364.32	\$2,132.96
Spending Potential Index	157	121	109
Entertainment/Recreation: Total \$	\$7,831,421	\$84,933,679	\$271,833,165
Average Spent	\$4,937.84	\$3,984.69	\$3,600.77
Spending Potential Index	135	109	98
Food at Home: Total \$	\$12,859,546	\$143,474,743	\$464,741,411
Average Spent	\$8,108.16	\$6,731.16	\$6,156.09
Spending Potential Index	131	109	99
Food Away from Home: Total \$	\$8,859,394	\$99,149,265	\$322,794,036
Average Spent	\$5,586.00	\$4,651.62	\$4,275.81
Spending Potential Index	130	108	99
Health Care: Total \$	\$14,908,093	\$161,594,274	\$518,888,321
Average Spent	\$9,399.81	\$7,581.25	\$6,873.33
Spending Potential Index	133	107	97
HH Furnishings & Equipment: Total \$	\$5,562,303	\$59,615,972	\$190,938,612
Average Spent	\$3,507.13	\$2,796.90	\$2,529.22
Spending Potential Index	137	109	99
Personal Care Products & Services: Total \$	\$2,180,297	\$23,743,614	\$77,403,587
Average Spent	\$1,374.71	\$1,113.94	\$1,025.31
Spending Potential Index	135	109	101
Shelter: Total \$	\$50,187,307	\$541,884,168	\$1,763,541,027
Average Spent	\$31,643.95	\$25,422.67	\$23,360.33
Spending Potential Index	138	111	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,500,389	\$60,413,196	\$193,416,882
Average Spent	\$3,468.09	\$2,834.30	\$2,562.05
Spending Potential Index	128	104	94
Travel: Total \$	\$6,531,217	\$67,682,674	\$216,190,446
Average Spent	\$4,118.04	\$3,175.35	\$2,863.72
Spending Potential Index	143	111	100
Vehicle Maintenance & Repairs: Total \$	\$2,503,196	\$28,599,356	\$92,673,023
Average Spent	\$1,578.31	\$1,341.75	\$1,227.57
Spending Potential Index	125	107	97

**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.

Demographic Summary	2022	2027
Population	3,758	4,107
Population 18+	3,040	3,328
Households	1,586	1,737
Median Household Income	\$108,448	\$119,644

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,103	69.2%	103
Went to family restaurant/steak house 4+ times/month last 30 days	625	20.6%	99
Spent at family restaurant/steak house last 30 days: \$1-30	174	5.7%	83
Spent at family restaurant/steak house 30 days: \$31-50	291	9.6%	113
Spent at family restaurant/steak house last 30 days: \$51-100	449	14.8%	104
Spent at family restaurant/steak house last 30 days: \$101-200	286	9.4%	110
Spent at family restaurant/steak house last 30 days: \$201+	121	4.0%	101
Spent at fine dining last 30 days: \$1-100	133	4.4%	145
Spent at fine dining last 30 days: \$101+	140	4.6%	123
Went to family restaurant last 6 months: for breakfast	355	11.7%	116
Went to family restaurant last 6 months: for lunch	470	15.5%	97
Went to family restaurant last 6 months: for dinner	1,360	44.7%	106
Went to family restaurant last 6 months: for snack	39	1.3%	83
Went to family restaurant last 6 months: on weekday	923	30.4%	108
Went to family restaurant last 6 months: on weekend	1,129	37.1%	102
Went to family restaurant last 6 months: Applebee`s	497	16.3%	112
Went to family restaurant last 6 months: Bob Evans	96	3.2%	126
Went to family restaurant last 6 months: Buffalo Wild Wings	245	8.1%	92
Went to family restaurant last 6 months: California Pizza Kitchen	66	2.2%	122
Went to family restaurant last 6 months: Carrabba`s	53	1.7%	87
Went to family restaurant last 6 months: The Cheesecake Factory	254	8.4%	136
Went to family restaurant last 6 months: Chili`s Grill & Bar	258	8.5%	89
Went to family restaurant last 6 months: Cracker Barrel	271	8.9%	89
Went to family restaurant last 6 months: Denny`s	175	5.8%	88
Went to family restaurant last 6 months: Golden Corral	75	2.5%	59
Went to family restaurant last 6 months: IHOP	225	7.4%	100
Went to family restaurant last 6 months: Logan`s Roadhouse	35	1.2%	51
Went to family restaurant last 6 months: LongHorn Steakhouse	152	5.0%	94
Went to family restaurant last 6 months: Olive Garden	458	15.1%	106
Went to family restaurant last 6 months: Outback Steakhouse	249	8.2%	114
Went to family restaurant last 6 months: Red Lobster	245	8.1%	112
Went to family restaurant last 6 months: Red Robin	228	7.5%	124
Went to family restaurant last 6 months: Ruby Tuesday	91	3.0%	107
Went to family restaurant last 6 months: Texas Roadhouse	299	9.8%	94
Went to family restaurant last 6 months: T.G.I. Friday`s	132	4.3%	146
Went to family restaurant last 6 months: Waffle House	81	2.7%	56
Went to family restaurant last 6 months: fast food/drive-in	2,722	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	1,113	36.6%	97
Spent at fast food restaurant last 30 days: <\$1-10	115	3.8%	93
Spent at fast food restaurant last 30 days: \$11-\$20	250	8.2%	96
Spent at fast food restaurant last 30 days: \$21-\$40	509	16.7%	102
Spent at fast food restaurant last 30 days: \$41-\$50	312	10.3%	117
Spent at fast food restaurant last 30 days: \$51-\$100	546	18.0%	92
Spent at fast food restaurant last 30 days: \$101-\$200	296	9.7%	87
Spent at fast food restaurant last 30 days: \$201+	126	4.1%	93
Ordered eat-in fast food in the last 6 months	656	21.6%	95

**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 2022 and 2027.



Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	656	21.6%	95
Went to fast food restaurant in the last 6 months: home delivery	325	10.7%	92
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,639	53.9%	96
Went to fast food restaurant in the last 6 months: take-out/walk-in	710	23.4%	110
Went to fast food restaurant in the last 6 months: breakfast	981	32.3%	95
Went to fast food restaurant in the last 6 months: lunch	1,502	49.4%	96
Went to fast food restaurant in the last 6 months: dinner	1,532	50.4%	99
Went to fast food restaurant in the last 6 months: snack	403	13.3%	107
Went to fast food restaurant in the last 6 months: weekday	1,865	61.3%	100
Went to fast food restaurant in the last 6 months: weekend	1,448	47.6%	95
Went to fast food restaurant in the last 6 months: A & W	50	1.6%	84
Went to fast food restaurant in the last 6 months: Arby`s	432	14.2%	83
Went to fast food restaurant in the last 6 months: Baskin-Robbins	144	4.7%	145
Went to fast food restaurant in the last 6 months: Boston Market	104	3.4%	166
Went to fast food restaurant in the last 6 months: Burger King	853	28.1%	99
Went to fast food restaurant in the last 6 months: Captain D`s	29	1.0%	32
Went to fast food restaurant in the last 6 months: Carl`s Jr.	168	5.5%	106
Went to fast food restaurant in the last 6 months: Checkers	65	2.1%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	874	28.8%	95
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	518	17.0%	119
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	31	1.0%	71
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	42	1.4%	43
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	74	2.4%	93
Went to fast food restaurant in the last 6 months: Dairy Queen	375	12.3%	84
Went to fast food restaurant in the last 6 months: Del Taco	131	4.3%	129
Went to fast food restaurant in the last 6 months: Domino`s Pizza	379	12.5%	84
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	654	21.5%	151
Went to fast food restaurant in the last 6 months: Five Guys	337	11.1%	118
Went to fast food restaurant in the last 6 months: Hardee`s	86	2.8%	54
Went to fast food restaurant in the last 6 months: Jack in the Box	187	6.2%	80
Went to fast food restaurant in the last 6 months: Jersey Mike's	208	6.8%	125
Went to fast food restaurant in the last 6 months: Jimmy John`s	144	4.7%	86
Went to fast food restaurant in the last 6 months: KFC	525	17.3%	95
Went to fast food restaurant in the last 6 months: Krispy Kreme	147	4.8%	75
Went to fast food restaurant in the last 6 months: Little Caesars	224	7.4%	62
Went to fast food restaurant in the last 6 months: Long John Silver`s	46	1.5%	59
Went to fast food restaurant in the last 6 months: McDonald`s	1,567	51.5%	99
Went to fast food restaurant in the last 6 months: Panda Express	340	11.2%	98
Went to fast food restaurant in the last 6 months: Panera Bread	483	15.9%	127
Went to fast food restaurant in the last 6 months: Papa John`s	199	6.5%	82
Went to fast food restaurant in the last 6 months: Papa Murphy`s	82	2.7%	70
Went to fast food restaurant in the last 6 months: Pizza Hut	285	9.4%	73
Went to fast food restaurant in the last 6 months: Popeyes Chicken	381	12.5%	101
Went to fast food restaurant in the last 6 months: Sonic Drive-In	240	7.9%	67
Went to fast food restaurant in the last 6 months: Starbucks	625	20.6%	106
Went to fast food restaurant in the last 6 months: Steak `n Shake	74	2.4%	63
Went to fast food restaurant in the last 6 months: Subway	606	19.9%	95
Went to fast food restaurant in the last 6 months: Taco Bell	810	26.6%	95
Went to fast food restaurant in the last 6 months: Wendy`s	813	26.7%	103
Went to fast food restaurant in the last 6 months: Whataburger	90	3.0%	54
Went to fast food restaurant in the last 6 months: White Castle	91	3.0%	115
Went to fast food restaurant in the last 6 months: Wing-Stop	66	2.2%	70
Went to fine dining restaurant last month	326	10.7%	134
Went to fine dining restaurant 2+ times last month	150	4.9%	129

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**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 2022 and 2027.

Demographic Summary	2022	2027
Population	58,342	59,640
Population 18+	45,717	46,821
Households	21,315	21,733
Median Household Income	\$85,857	\$97,727

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	30,637	67.0%	100
Went to family restaurant/steak house 4+ times/month last 30 days	9,091	19.9%	96
Spent at family restaurant/steak house last 30 days: \$1-30	2,848	6.2%	91
Spent at family restaurant/steak house 30 days: \$31-50	4,025	8.8%	104
Spent at family restaurant/steak house last 30 days: \$51-100	6,291	13.8%	97
Spent at family restaurant/steak house last 30 days: \$101-200	4,188	9.2%	107
Spent at family restaurant/steak house last 30 days: \$201+	1,681	3.7%	93
Spent at fine dining last 30 days: \$1-100	1,531	3.3%	111
Spent at fine dining last 30 days: \$101+	1,786	3.9%	105
Went to family restaurant last 6 months: for breakfast	4,741	10.4%	103
Went to family restaurant last 6 months: for lunch	6,786	14.8%	93
Went to family restaurant last 6 months: for dinner	19,852	43.4%	103
Went to family restaurant last 6 months: for snack	717	1.6%	102
Went to family restaurant last 6 months: on weekday	13,538	29.6%	105
Went to family restaurant last 6 months: on weekend	16,501	36.1%	100
Went to family restaurant last 6 months: Applebee`s	6,996	15.3%	105
Went to family restaurant last 6 months: Bob Evans	1,007	2.2%	88
Went to family restaurant last 6 months: Buffalo Wild Wings	3,797	8.3%	95
Went to family restaurant last 6 months: California Pizza Kitchen	820	1.8%	101
Went to family restaurant last 6 months: Carrabba`s	825	1.8%	91
Went to family restaurant last 6 months: The Cheesecake Factory	3,298	7.2%	118
Went to family restaurant last 6 months: Chili`s Grill & Bar	4,292	9.4%	99
Went to family restaurant last 6 months: Cracker Barrel	4,238	9.3%	93
Went to family restaurant last 6 months: Denny`s	2,690	5.9%	90
Went to family restaurant last 6 months: Golden Corral	1,689	3.7%	89
Went to family restaurant last 6 months: IHOP	3,533	7.7%	104
Went to family restaurant last 6 months: Logan`s Roadhouse	687	1.5%	66
Went to family restaurant last 6 months: LongHorn Steakhouse	2,396	5.2%	99
Went to family restaurant last 6 months: Olive Garden	6,657	14.6%	102
Went to family restaurant last 6 months: Outback Steakhouse	3,567	7.8%	108
Went to family restaurant last 6 months: Red Lobster	3,280	7.2%	100
Went to family restaurant last 6 months: Red Robin	3,198	7.0%	116
Went to family restaurant last 6 months: Ruby Tuesday	1,563	3.4%	122
Went to family restaurant last 6 months: Texas Roadhouse	4,755	10.4%	99
Went to family restaurant last 6 months: T.G.I. Friday`s	1,949	4.3%	143
Went to family restaurant last 6 months: Waffle House	1,776	3.9%	81
Went to family restaurant last 6 months: fast food/drive-in	41,314	90.4%	100
Went to fast food/drive-in restaurant 9+ times/month	17,275	37.8%	100
Spent at fast food restaurant last 30 days: <\$1-10	1,765	3.9%	95
Spent at fast food restaurant last 30 days: \$11-\$20	3,769	8.2%	97
Spent at fast food restaurant last 30 days: \$21-\$40	7,559	16.5%	101
Spent at fast food restaurant last 30 days: \$41-\$50	4,078	8.9%	101
Spent at fast food restaurant last 30 days: \$51-\$100	8,368	18.3%	94
Spent at fast food restaurant last 30 days: \$101-\$200	5,154	11.3%	100
Spent at fast food restaurant last 30 days: \$201+	2,176	4.8%	107
Ordered eat-in fast food in the last 6 months	9,875	21.6%	95

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**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 2022 and 2027.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	9,875	21.6%	95
Went to fast food restaurant in the last 6 months: home delivery	5,598	12.2%	105
Went to fast food restaurant in the last 6 months: take-out/drive-thru	25,214	55.2%	98
Went to fast food restaurant in the last 6 months: take-out/walk-in	10,348	22.6%	106
Went to fast food restaurant in the last 6 months: breakfast	15,422	33.7%	99
Went to fast food restaurant in the last 6 months: lunch	22,773	49.8%	97
Went to fast food restaurant in the last 6 months: dinner	23,732	51.9%	102
Went to fast food restaurant in the last 6 months: snack	5,633	12.3%	99
Went to fast food restaurant in the last 6 months: weekday	28,631	62.6%	102
Went to fast food restaurant in the last 6 months: weekend	22,311	48.8%	98
Went to fast food restaurant in the last 6 months: A & W	689	1.5%	77
Went to fast food restaurant in the last 6 months: Arby`s	7,210	15.8%	92
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,682	3.7%	113
Went to fast food restaurant in the last 6 months: Boston Market	1,339	2.9%	142
Went to fast food restaurant in the last 6 months: Burger King	13,085	28.6%	101
Went to fast food restaurant in the last 6 months: Captain D`s	1,073	2.3%	79
Went to fast food restaurant in the last 6 months: Carl`s Jr.	2,220	4.9%	93
Went to fast food restaurant in the last 6 months: Checkers	1,309	2.9%	108
Went to fast food restaurant in the last 6 months: Chick-fil-A	14,060	30.8%	102
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	7,154	15.6%	109
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	653	1.4%	100
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,214	2.7%	83
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,048	2.3%	88
Went to fast food restaurant in the last 6 months: Dairy Queen	6,273	13.7%	94
Went to fast food restaurant in the last 6 months: Del Taco	1,766	3.9%	115
Went to fast food restaurant in the last 6 months: Domino`s Pizza	6,712	14.7%	99
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	8,373	18.3%	129
Went to fast food restaurant in the last 6 months: Five Guys	4,844	10.6%	113
Went to fast food restaurant in the last 6 months: Hardee`s	1,849	4.0%	77
Went to fast food restaurant in the last 6 months: Jack in the Box	2,875	6.3%	82
Went to fast food restaurant in the last 6 months: Jersey Mike's	2,658	5.8%	106
Went to fast food restaurant in the last 6 months: Jimmy John`s	2,245	4.9%	89
Went to fast food restaurant in the last 6 months: KFC	8,340	18.2%	100
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,681	5.9%	91
Went to fast food restaurant in the last 6 months: Little Caesars	4,550	10.0%	84
Went to fast food restaurant in the last 6 months: Long John Silver`s	908	2.0%	78
Went to fast food restaurant in the last 6 months: McDonald`s	23,827	52.1%	101
Went to fast food restaurant in the last 6 months: Panda Express	5,106	11.2%	98
Went to fast food restaurant in the last 6 months: Panera Bread	6,356	13.9%	112
Went to fast food restaurant in the last 6 months: Papa John`s	3,428	7.5%	94
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,562	3.4%	89
Went to fast food restaurant in the last 6 months: Pizza Hut	5,181	11.3%	89
Went to fast food restaurant in the last 6 months: Popeyes Chicken	6,086	13.3%	107
Went to fast food restaurant in the last 6 months: Sonic Drive-In	4,570	10.0%	84
Went to fast food restaurant in the last 6 months: Starbucks	8,900	19.5%	101
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,382	3.0%	79
Went to fast food restaurant in the last 6 months: Subway	9,030	19.8%	94
Went to fast food restaurant in the last 6 months: Taco Bell	12,469	27.3%	97
Went to fast food restaurant in the last 6 months: Wendy`s	12,410	27.1%	105
Went to fast food restaurant in the last 6 months: Whataburger	1,809	4.0%	72
Went to fast food restaurant in the last 6 months: White Castle	1,390	3.0%	117
Went to fast food restaurant in the last 6 months: Wing-Stop	1,230	2.7%	86
Went to fine dining restaurant last month	4,019	8.8%	110
Went to fine dining restaurant 2+ times last month	1,990	4.4%	114

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Demographic Summary	2022	2027
Population	202,899	205,527
Population 18+	158,641	161,584
Households	75,493	76,251
Median Household Income	\$75,589	\$85,686

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	105,108	66.3%	99
Went to family restaurant/steak house 4+ times/month last 30 days	31,767	20.0%	97
Spent at family restaurant/steak house last 30 days: \$1-30	10,681	6.7%	98
Spent at family restaurant/steak house 30 days: \$31-50	13,618	8.6%	101
Spent at family restaurant/steak house last 30 days: \$51-100	21,487	13.5%	96
Spent at family restaurant/steak house last 30 days: \$101-200	13,864	8.7%	102
Spent at family restaurant/steak house last 30 days: \$201+	5,622	3.5%	90
Spent at fine dining last 30 days: \$1-100	4,762	3.0%	99
Spent at fine dining last 30 days: \$101+	6,049	3.8%	102
Went to family restaurant last 6 months: for breakfast	16,111	10.2%	100
Went to family restaurant last 6 months: for lunch	23,214	14.6%	92
Went to family restaurant last 6 months: for dinner	67,223	42.4%	100
Went to family restaurant last 6 months: for snack	2,449	1.5%	100
Went to family restaurant last 6 months: on weekday	45,316	28.6%	101
Went to family restaurant last 6 months: on weekend	56,584	35.7%	98
Went to family restaurant last 6 months: Applebee`s	24,451	15.4%	106
Went to family restaurant last 6 months: Bob Evans	3,227	2.0%	81
Went to family restaurant last 6 months: Buffalo Wild Wings	13,642	8.6%	99
Went to family restaurant last 6 months: California Pizza Kitchen	2,793	1.8%	99
Went to family restaurant last 6 months: Carrabba`s	2,888	1.8%	91
Went to family restaurant last 6 months: The Cheesecake Factory	10,369	6.5%	107
Went to family restaurant last 6 months: Chili`s Grill & Bar	15,252	9.6%	101
Went to family restaurant last 6 months: Cracker Barrel	14,050	8.9%	88
Went to family restaurant last 6 months: Denny`s	9,256	5.8%	89
Went to family restaurant last 6 months: Golden Corral	6,763	4.3%	102
Went to family restaurant last 6 months: IHOP	12,692	8.0%	108
Went to family restaurant last 6 months: Logan`s Roadhouse	2,400	1.5%	67
Went to family restaurant last 6 months: LongHorn Steakhouse	8,271	5.2%	98
Went to family restaurant last 6 months: Olive Garden	22,654	14.3%	100
Went to family restaurant last 6 months: Outback Steakhouse	12,374	7.8%	108
Went to family restaurant last 6 months: Red Lobster	10,959	6.9%	96
Went to family restaurant last 6 months: Red Robin	10,868	6.9%	113
Went to family restaurant last 6 months: Ruby Tuesday	5,485	3.5%	123
Went to family restaurant last 6 months: Texas Roadhouse	16,964	10.7%	102
Went to family restaurant last 6 months: T.G.I. Friday`s	6,668	4.2%	141
Went to family restaurant last 6 months: Waffle House	7,020	4.4%	92
Went to family restaurant last 6 months: fast food/drive-in	143,620	90.5%	100
Went to fast food/drive-in restaurant 9+ times/month	60,020	37.8%	100
Spent at fast food restaurant last 30 days: <\$1-10	6,437	4.1%	99
Spent at fast food restaurant last 30 days: \$11-\$20	12,997	8.2%	96
Spent at fast food restaurant last 30 days: \$21-\$40	26,122	16.5%	101
Spent at fast food restaurant last 30 days: \$41-\$50	13,879	8.7%	99
Spent at fast food restaurant last 30 days: \$51-\$100	29,226	18.4%	95
Spent at fast food restaurant last 30 days: \$101-\$200	18,112	11.4%	102
Spent at fast food restaurant last 30 days: \$201+	7,067	4.5%	100
Ordered eat-in fast food in the last 6 months	34,114	21.5%	95

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	34,114	21.5%	95
Went to fast food restaurant in the last 6 months: home delivery	20,618	13.0%	112
Went to fast food restaurant in the last 6 months: take-out/drive-thru	86,636	54.6%	97
Went to fast food restaurant in the last 6 months: take-out/walk-in	35,219	22.2%	104
Went to fast food restaurant in the last 6 months: breakfast	53,757	33.9%	99
Went to fast food restaurant in the last 6 months: lunch	77,988	49.2%	95
Went to fast food restaurant in the last 6 months: dinner	82,254	51.8%	102
Went to fast food restaurant in the last 6 months: snack	19,014	12.0%	97
Went to fast food restaurant in the last 6 months: weekday	98,156	61.9%	101
Went to fast food restaurant in the last 6 months: weekend	78,508	49.5%	99
Went to fast food restaurant in the last 6 months: A & W	2,467	1.6%	79
Went to fast food restaurant in the last 6 months: Arby`s	24,681	15.6%	91
Went to fast food restaurant in the last 6 months: Baskin-Robbins	5,460	3.4%	105
Went to fast food restaurant in the last 6 months: Boston Market	4,445	2.8%	136
Went to fast food restaurant in the last 6 months: Burger King	45,987	29.0%	102
Went to fast food restaurant in the last 6 months: Captain D`s	3,845	2.4%	81
Went to fast food restaurant in the last 6 months: Carl`s Jr.	8,248	5.2%	100
Went to fast food restaurant in the last 6 months: Checkers	5,085	3.2%	121
Went to fast food restaurant in the last 6 months: Chick-fil-A	48,446	30.5%	101
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	24,328	15.3%	107
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	2,645	1.7%	117
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	5,104	3.2%	101
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	4,055	2.6%	98
Went to fast food restaurant in the last 6 months: Dairy Queen	21,776	13.7%	94
Went to fast food restaurant in the last 6 months: Del Taco	6,092	3.8%	115
Went to fast food restaurant in the last 6 months: Domino`s Pizza	25,094	15.8%	106
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	27,631	17.4%	122
Went to fast food restaurant in the last 6 months: Five Guys	16,785	10.6%	113
Went to fast food restaurant in the last 6 months: Hardee`s	6,332	4.0%	76
Went to fast food restaurant in the last 6 months: Jack in the Box	10,799	6.8%	89
Went to fast food restaurant in the last 6 months: Jersey Mike's	8,928	5.6%	103
Went to fast food restaurant in the last 6 months: Jimmy John`s	8,285	5.2%	95
Went to fast food restaurant in the last 6 months: KFC	29,135	18.4%	101
Went to fast food restaurant in the last 6 months: Krispy Kreme	10,287	6.5%	100
Went to fast food restaurant in the last 6 months: Little Caesars	16,953	10.7%	90
Went to fast food restaurant in the last 6 months: Long John Silver`s	3,051	1.9%	75
Went to fast food restaurant in the last 6 months: McDonald`s	82,653	52.1%	100
Went to fast food restaurant in the last 6 months: Panda Express	17,978	11.3%	99
Went to fast food restaurant in the last 6 months: Panera Bread	21,416	13.5%	108
Went to fast food restaurant in the last 6 months: Papa John`s	12,378	7.8%	98
Went to fast food restaurant in the last 6 months: Papa Murphy`s	5,722	3.6%	94
Went to fast food restaurant in the last 6 months: Pizza Hut	19,027	12.0%	94
Went to fast food restaurant in the last 6 months: Popeyes Chicken	21,882	13.8%	111
Went to fast food restaurant in the last 6 months: Sonic Drive-In	16,002	10.1%	85
Went to fast food restaurant in the last 6 months: Starbucks	30,366	19.1%	99
Went to fast food restaurant in the last 6 months: Steak `n Shake	4,984	3.1%	82
Went to fast food restaurant in the last 6 months: Subway	31,188	19.7%	93
Went to fast food restaurant in the last 6 months: Taco Bell	43,817	27.6%	98
Went to fast food restaurant in the last 6 months: Wendy`s	43,951	27.7%	107
Went to fast food restaurant in the last 6 months: Whataburger	6,634	4.2%	76
Went to fast food restaurant in the last 6 months: White Castle	4,940	3.1%	120
Went to fast food restaurant in the last 6 months: Wing-Stop	5,047	3.2%	102
Went to fine dining restaurant last month	13,077	8.2%	103
Went to fine dining restaurant 2+ times last month	6,451	4.1%	107

**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 2022 and 2027.





# Business Summary

996 Corporate Blvd, Linthicum Heights, Maryland, 21090  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.20995  
 Longitude: -76.67820

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	332		2,394		8,910							
Total Employees:	6,291		43,544		144,067							
Total Residential Population:	3,758		58,342		202,899							
Employee/Residential Population Ratio (per 100 Residents)	167		75		71							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.3%	10	0.2%	25	1.0%	175	0.4%	92	1.0%	750	0.5%
Construction	25	7.5%	333	5.3%	214	8.9%	4,201	9.6%	703	7.9%	9,826	6.8%
Manufacturing	10	3.0%	287	4.6%	81	3.4%	1,692	3.9%	277	3.1%	9,944	6.9%
Transportation	16	4.8%	364	5.8%	118	4.9%	2,463	5.7%	341	3.8%	6,035	4.2%
Communication	3	0.9%	39	0.6%	25	1.0%	214	0.5%	86	1.0%	743	0.5%
Utility	1	0.3%	17	0.3%	7	0.3%	381	0.9%	30	0.3%	741	0.5%
Wholesale Trade	14	4.2%	402	6.4%	120	5.0%	2,578	5.9%	414	4.6%	7,936	5.5%
Retail Trade Summary	47	14.2%	816	13.0%	498	20.8%	5,789	13.3%	1,881	21.1%	25,337	17.6%
Home Improvement	3	0.9%	26	0.4%	27	1.1%	296	0.7%	87	1.0%	1,450	1.0%
General Merchandise Stores	2	0.6%	15	0.2%	26	1.1%	217	0.5%	108	1.2%	2,195	1.5%
Food Stores	4	1.2%	95	1.5%	57	2.4%	707	1.6%	214	2.4%	2,872	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.2%	33	0.5%	58	2.4%	538	1.2%	224	2.5%	2,633	1.8%
Apparel & Accessory Stores	2	0.6%	32	0.5%	20	0.8%	159	0.4%	84	0.9%	862	0.6%
Furniture & Home Furnishings	2	0.6%	28	0.4%	30	1.3%	257	0.6%	128	1.4%	1,155	0.8%
Eating & Drinking Places	21	6.3%	481	7.6%	183	7.6%	2,821	6.5%	566	6.4%	9,733	6.8%
Miscellaneous Retail	8	2.4%	107	1.7%	96	4.0%	794	1.8%	470	5.3%	4,436	3.1%
Finance, Insurance, Real Estate Summary	31	9.3%	394	6.3%	171	7.1%	1,503	3.5%	635	7.1%	5,041	3.5%
Banks, Savings & Lending Institutions	4	1.2%	158	2.5%	31	1.3%	466	1.1%	138	1.5%	1,512	1.0%
Securities Brokers	3	0.9%	20	0.3%	20	0.8%	102	0.2%	68	0.8%	427	0.3%
Insurance Carriers & Agents	7	2.1%	122	1.9%	29	1.2%	287	0.7%	93	1.0%	757	0.5%
Real Estate, Holding, Other Investment Offices	17	5.1%	93	1.5%	91	3.8%	649	1.5%	337	3.8%	2,345	1.6%
Services Summary	145	43.7%	3,226	51.3%	877	36.6%	22,750	52.2%	3,387	38.0%	65,735	45.6%
Hotels & Lodging	15	4.5%	878	14.0%	35	1.5%	1,530	3.5%	73	0.8%	2,662	1.8%
Automotive Services	13	3.9%	252	4.0%	116	4.8%	1,287	3.0%	396	4.4%	3,337	2.3%
Motion Pictures & Amusements	6	1.8%	53	0.8%	51	2.1%	387	0.9%	180	2.0%	7,444	5.2%
Health Services	14	4.2%	263	4.2%	83	3.5%	1,791	4.1%	536	6.0%	12,864	8.9%
Legal Services	4	1.2%	33	0.5%	18	0.8%	102	0.2%	128	1.4%	619	0.4%
Education Institutions & Libraries	5	1.5%	163	2.6%	37	1.5%	1,413	3.2%	132	1.5%	6,105	4.2%
Other Services	88	26.5%	1,584	25.2%	537	22.4%	16,241	37.3%	1,942	21.8%	32,705	22.7%
Government	3	0.9%	73	1.2%	22	0.9%	1,033	2.4%	104	1.2%	9,927	6.9%
Unclassified Establishments	35	10.5%	330	5.2%	237	9.9%	763	1.8%	959	10.8%	2,052	1.4%
Totals	332	100.0%	6,291	100.0%	2,394	100.0%	43,544	100.0%	8,910	100.0%	144,067	100.0%

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.



# Business Summary

996 Corporate Blvd, Linthicum Heights, Maryland, 21090  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.20995  
Longitude: -76.67820

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%	3	0.1%	7	0.0%	10	0.1%	24	0.0%
Mining	0	0.0%	5	0.1%	3	0.1%	33	0.1%	8	0.1%	100	0.1%
Utilities	0	0.0%	0	0.0%	1	0.0%	4	0.0%	5	0.1%	38	0.0%
Construction	27	8.1%	347	5.5%	230	9.6%	4,360	10.0%	758	8.5%	10,344	7.2%
Manufacturing	10	3.0%	283	4.5%	91	3.8%	1,799	4.1%	307	3.4%	10,135	7.0%
Wholesale Trade	14	4.2%	400	6.4%	116	4.8%	2,549	5.9%	400	4.5%	7,839	5.4%
Retail Trade	24	7.2%	288	4.6%	296	12.4%	2,709	6.2%	1,252	14.1%	14,827	10.3%
Motor Vehicle & Parts Dealers	3	0.9%	28	0.4%	39	1.6%	378	0.9%	177	2.0%	2,344	1.6%
Furniture & Home Furnishings Stores	2	0.6%	21	0.3%	18	0.8%	139	0.3%	65	0.7%	611	0.4%
Electronics & Appliance Stores	1	0.3%	4	0.1%	10	0.4%	108	0.2%	51	0.6%	512	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.9%	26	0.4%	27	1.1%	295	0.7%	84	0.9%	1,413	1.0%
Food & Beverage Stores	3	0.9%	59	0.9%	45	1.9%	480	1.1%	183	2.1%	2,206	1.5%
Health & Personal Care Stores	2	0.6%	36	0.6%	19	0.8%	190	0.4%	109	1.2%	803	0.6%
Gasoline Stations	1	0.3%	4	0.1%	19	0.8%	159	0.4%	47	0.5%	289	0.2%
Clothing & Clothing Accessories Stores	3	0.9%	34	0.5%	24	1.0%	183	0.4%	103	1.2%	953	0.7%
Sport Goods, Hobby, Book, & Music Stores	1	0.3%	2	0.0%	15	0.6%	56	0.1%	61	0.7%	579	0.4%
General Merchandise Stores	2	0.6%	15	0.2%	26	1.1%	217	0.5%	108	1.2%	2,195	1.5%
Miscellaneous Store Retailers	3	0.9%	59	0.9%	31	1.3%	297	0.7%	175	2.0%	2,655	1.8%
Nonstore Retailers	0	0.0%	0	0.0%	23	1.0%	206	0.5%	88	1.0%	266	0.2%
Transportation & Warehousing	14	4.2%	357	5.7%	114	4.8%	2,353	5.4%	325	3.6%	5,923	4.1%
Information	13	3.9%	179	2.8%	60	2.5%	628	1.4%	186	2.1%	2,632	1.8%
Finance & Insurance	15	4.5%	303	4.8%	81	3.4%	852	2.0%	302	3.4%	2,701	1.9%
Central Bank/Credit Intermediation & Related Activities	4	1.2%	158	2.5%	29	1.2%	457	1.0%	134	1.5%	1,504	1.0%
Securities, Commodity Contracts & Other Financial	4	1.2%	22	0.3%	23	1.0%	106	0.2%	74	0.8%	438	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	7	2.1%	123	2.0%	30	1.3%	288	0.7%	94	1.1%	759	0.5%
Real Estate, Rental & Leasing	21	6.3%	238	3.8%	115	4.8%	1,187	2.7%	394	4.4%	3,257	2.3%
Professional, Scientific & Tech Services	45	13.6%	788	12.5%	214	8.9%	12,845	29.5%	809	9.1%	19,369	13.4%
Legal Services	4	1.2%	34	0.5%	20	0.8%	111	0.3%	150	1.7%	707	0.5%
Management of Companies & Enterprises	1	0.3%	7	0.1%	9	0.4%	113	0.3%	28	0.3%	276	0.2%
Administrative & Support & Waste Management & Remediation	15	4.5%	503	8.0%	96	4.0%	1,832	4.2%	308	3.5%	4,232	2.9%
Educational Services	4	1.2%	155	2.5%	40	1.7%	1,423	3.3%	151	1.7%	6,184	4.3%
Health Care & Social Assistance	18	5.4%	354	5.6%	118	4.9%	2,301	5.3%	669	7.5%	16,072	11.2%
Arts, Entertainment & Recreation	7	2.1%	52	0.8%	39	1.6%	313	0.7%	148	1.7%	7,290	5.1%
Accommodation & Food Services	38	11.4%	1,372	21.8%	231	9.6%	4,510	10.4%	677	7.6%	12,819	8.9%
Accommodation	15	4.5%	878	14.0%	35	1.5%	1,530	3.5%	73	0.8%	2,662	1.8%
Food Services & Drinking Places	23	6.9%	493	7.8%	196	8.2%	2,981	6.8%	604	6.8%	10,157	7.1%
Other Services (except Public Administration)	26	7.8%	257	4.1%	280	11.7%	1,929	4.4%	1,111	12.5%	8,042	5.6%
Automotive Repair & Maintenance	5	1.5%	21	0.3%	67	2.8%	361	0.8%	287	3.2%	1,772	1.2%
Public Administration	3	0.9%	73	1.2%	22	0.9%	1,033	2.4%	104	1.2%	9,918	6.9%
Unclassified Establishments	35	10.5%	330	5.2%	237	9.9%	763	1.8%	958	10.8%	2,045	1.4%
<b>Total</b>	<b>332</b>	<b>100.0%</b>	<b>6,291</b>	<b>100.0%</b>	<b>2,394</b>	<b>100.0%</b>	<b>43,544</b>	<b>100.0%</b>	<b>8,910</b>	<b>100.0%</b>	<b>144,067</b>	<b>100.0%</b>

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March 22, 2023