

|                               | 1 mile | 3 miles | 5 miles |
|-------------------------------|--------|---------|---------|
| <b>Population Summary</b>     |        |         |         |
| 2010 Total Population         | 11,945 | 69,014  | 105,447 |
| 2020 Total Population         | 12,674 | 80,967  | 127,699 |
| 2020 Group Quarters           | 864    | 2,173   | 2,596   |
| 2024 Total Population         | 14,032 | 87,720  | 139,440 |
| 2024 Group Quarters           | 870    | 2,177   | 2,606   |
| 2029 Total Population         | 15,635 | 95,224  | 151,632 |
| 2024-2029 Annual Rate         | 2.19%  | 1.66%   | 1.69%   |
| 2024 Total Daytime Population | 24,491 | 111,454 | 155,344 |
| Workers                       | 18,415 | 71,008  | 89,747  |
| Residents                     | 6,076  | 40,446  | 65,597  |
| <b>Household Summary</b>      |        |         |         |
| 2010 Households               | 5,359  | 27,322  | 40,414  |
| 2010 Average Household Size   | 2.05   | 2.45    | 2.55    |
| 2020 Total Households         | 5,791  | 31,754  | 48,225  |
| 2020 Average Household Size   | 2.04   | 2.48    | 2.59    |
| 2024 Households               | 6,391  | 34,571  | 53,126  |
| 2024 Average Household Size   | 2.06   | 2.47    | 2.58    |
| 2029 Households               | 7,149  | 37,865  | 58,382  |
| 2029 Average Household Size   | 2.07   | 2.46    | 2.55    |
| 2024-2029 Annual Rate         | 2.27%  | 1.84%   | 1.90%   |
| 2010 Families                 | 2,498  | 16,351  | 26,045  |
| 2010 Average Family Size      | 2.81   | 3.11    | 3.15    |
| 2024 Families                 | 3,011  | 20,406  | 33,884  |
| 2024 Average Family Size      | 2.87   | 3.18    | 3.21    |
| 2029 Families                 | 3,371  | 22,220  | 37,087  |
| 2029 Average Family Size      | 2.88   | 3.17    | 3.19    |
| 2024-2029 Annual Rate         | 2.28%  | 1.72%   | 1.82%   |
| <b>Housing Unit Summary</b>   |        |         |         |
| 2000 Housing Units            | 6,031  | 25,408  | 35,326  |
| Owner Occupied Housing Units  | 42.1%  | 53.2%   | 62.5%   |
| Renter Occupied Housing Units | 50.0%  | 41.6%   | 32.9%   |
| Vacant Housing Units          | 8.0%   | 5.2%    | 4.6%    |
| 2010 Housing Units            | 5,995  | 29,549  | 43,412  |
| Owner Occupied Housing Units  | 44.0%  | 52.1%   | 60.3%   |
| Renter Occupied Housing Units | 45.4%  | 40.4%   | 32.8%   |
| Vacant Housing Units          | 10.6%  | 7.5%    | 6.9%    |
| 2020 Housing Units            | 6,323  | 33,685  | 50,904  |
| Owner Occupied Housing Units  | 46.0%  | 49.7%   | 59.2%   |
| Renter Occupied Housing Units | 45.6%  | 44.6%   | 35.5%   |
| Vacant Housing Units          | 7.9%   | 5.8%    | 5.3%    |
| 2024 Housing Units            | 6,861  | 36,306  | 55,551  |
| Owner Occupied Housing Units  | 50.7%  | 53.9%   | 63.2%   |
| Renter Occupied Housing Units | 42.5%  | 41.4%   | 32.4%   |
| Vacant Housing Units          | 6.9%   | 4.8%    | 4.4%    |
| 2029 Housing Units            | 7,623  | 39,554  | 60,787  |
| Owner Occupied Housing Units  | 52.4%  | 54.9%   | 64.6%   |
| Renter Occupied Housing Units | 41.3%  | 40.8%   | 31.4%   |
| Vacant Housing Units          | 6.2%   | 4.3%    | 4.0%    |

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

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

|   | 1 mile    | 3 miles   | 5 miles   |
|---|-----------|-----------|-----------|
| <b>2024 Households by Income</b>                  |           |           |           |
| Household Income Base                             | 6,391     | 34,571    | 53,126    |
| <\$15,000   | 7.1%      | 6.7%      | 5.5%      |
| \$15,000 - \$24,999                               | 5.4%      | 4.1%      | 3.4%      |
| \$25,000 - \$34,999                               | 7.3%      | 5.7%      | 4.8%      |
| \$35,000 - \$49,999                               | 9.9%      | 8.4%      | 7.6%      |
| \$50,000 - \$74,999                               | 17.4%     | 16.6%     | 14.1%     |
| \$75,000 - \$99,999                               | 15.7%     | 13.3%     | 12.9%     |
| \$100,000 - \$149,999                             | 16.6%     | 21.3%     | 22.0%     |
| \$150,000 - \$199,999                             | 8.7%      | 11.5%     | 13.6%     |
| \$200,000+  | 11.9%     | 12.3%     | 16.0%     |
| Average Household Income                          | \$110,242 | \$116,467 | \$130,885 |
| <b>2029 Households by Income</b>                  |           |           |           |
| Household Income Base                             | 7,149     | 37,865    | 58,382    |
| <\$15,000   | 6.4%      | 6.0%      | 4.9%      |
| \$15,000 - \$24,999                               | 4.5%      | 3.2%      | 2.7%      |
| \$25,000 - \$34,999                               | 6.7%      | 4.8%      | 4.0%      |
| \$35,000 - \$49,999                               | 8.7%      | 7.1%      | 6.4%      |
| \$50,000 - \$74,999                               | 15.6%     | 14.9%     | 12.5%     |
| \$75,000 - \$99,999                               | 16.2%     | 13.6%     | 12.8%     |
| \$100,000 - \$149,999                             | 18.0%     | 22.4%     | 22.4%     |
| \$150,000 - \$199,999                             | 10.2%     | 13.2%     | 15.2%     |
| \$200,000+  | 13.7%     | 14.7%     | 19.1%     |
| Average Household Income                          | \$124,006 | \$131,882 | \$148,287 |
| <b>2024 Owner Occupied Housing Units by Value</b> |           |           |           |
| Total   | 3,477     | 19,551    | 35,108    |
| <\$50,000   | 1.9%      | 2.2%      | 1.7%      |
| \$50,000 - \$99,999                               | 0.0%      | 0.1%      | 0.1%      |
| \$100,000 - \$149,999                             | 0.4%      | 0.9%      | 0.6%      |
| \$150,000 - \$199,999                             | 1.4%      | 2.3%      | 1.6%      |
| \$200,000 - \$249,999                             | 4.6%      | 8.6%      | 5.8%      |
| \$250,000 - \$299,999                             | 4.9%      | 8.5%      | 6.7%      |
| \$300,000 - \$399,999                             | 16.7%     | 23.0%     | 21.2%     |
| \$400,000 - \$499,999                             | 19.6%     | 24.0%     | 23.6%     |
| \$500,000 - \$749,999                             | 28.6%     | 19.1%     | 27.3%     |
| \$750,000 - \$999,999                             | 12.7%     | 6.9%      | 7.5%      |
| \$1,000,000 - \$1,499,999                         | 7.3%      | 2.8%      | 2.4%      |
| \$1,500,000 - \$1,999,999                         | 1.2%      | 0.7%      | 0.8%      |
| \$2,000,000 +                                     | 0.8%      | 0.9%      | 0.8%      |
| Average Home Value                                | \$593,090 | \$484,366 | \$513,582 |
| <b>2029 Owner Occupied Housing Units by Value</b> |           |           |           |
| Total   | 3,998     | 21,716    | 39,266    |
| <\$50,000   | 1.0%      | 1.5%      | 1.1%      |
| \$50,000 - \$99,999                               | 0.0%      | 0.0%      | 0.0%      |
| \$100,000 - \$149,999                             | 0.1%      | 0.3%      | 0.2%      |
| \$150,000 - \$199,999                             | 0.3%      | 0.7%      | 0.5%      |
| \$200,000 - \$249,999                             | 1.4%      | 4.3%      | 2.7%      |
| \$250,000 - \$299,999                             | 2.4%      | 5.2%      | 3.7%      |
| \$300,000 - \$399,999                             | 11.8%     | 19.4%     | 16.4%     |
| \$400,000 - \$499,999                             | 19.2%     | 26.1%     | 23.8%     |
| \$500,000 - \$749,999                             | 34.3%     | 25.4%     | 34.9%     |
| \$750,000 - \$999,999                             | 17.1%     | 10.4%     | 11.1%     |
| \$1,000,000 - \$1,499,999                         | 9.9%      | 4.3%      | 3.6%      |
| \$1,500,000 - \$1,999,999                         | 1.6%      | 1.2%      | 1.2%      |
| \$2,000,000 +                                     | 0.9%      | 1.1%      | 0.9%      |
| Average Home Value                                | \$673,187 | \$560,833 | \$581,696 |

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

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

105 N Market St, Frederick, Maryland, 21701  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.41552  
Longitude: -77.41085

|                                | 1 mile    | 3 miles   | 5 miles   |
|--------------------------------|-----------|-----------|-----------|
| <b>Median Household Income</b> |           |           |           |
| 2024                           | \$78,506  | \$89,224  | \$102,370 |
| 2029                           | \$85,615  | \$100,470 | \$110,784 |
| <b>Median Home Value</b>       |           |           |           |
| 2024                           | \$504,653 | \$418,316 | \$452,428 |
| 2029                           | \$600,401 | \$471,064 | \$511,414 |
| <b>Per Capita Income</b>       |           |           |           |
| 2024                           | \$50,532  | \$45,620  | \$49,840  |
| 2029                           | \$57,105  | \$52,122  | \$57,045  |
| <b>Median Age</b>              |           |           |           |
| 2010                           | 39.1      | 34.5      | 35.7      |
| 2020                           | 38.7      | 35.5      | 36.7      |
| 2024                           | 39.3      | 36.2      | 37.4      |
| 2029                           | 40.9      | 37.5      | 38.8      |
| <b>2020 Population by Age</b>  |           |           |           |
| Total                          | 12,674    | 80,967    | 127,699   |
| 0 - 4                          | 4.0%      | 6.3%      | 6.2%      |
| 5 - 9                          | 4.3%      | 6.3%      | 6.5%      |
| 10 - 14                        | 4.2%      | 6.5%      | 6.8%      |
| 15 - 24                        | 13.9%     | 12.9%     | 12.4%     |
| 25 - 34                        | 18.5%     | 17.2%     | 15.5%     |
| 35 - 44                        | 12.2%     | 14.2%     | 14.1%     |
| 45 - 54                        | 11.7%     | 12.0%     | 12.5%     |
| 55 - 64                        | 14.7%     | 11.6%     | 12.1%     |
| 65 - 74                        | 10.3%     | 7.7%      | 8.1%      |
| 75 - 84                        | 4.4%      | 3.4%      | 3.9%      |
| 85 +                           | 1.7%      | 1.7%      | 1.8%      |
| 18 +                           | 85.2%     | 77.4%     | 76.7%     |
| <b>2024 Population by Age</b>  |           |           |           |
| Total                          | 14,032    | 87,719    | 139,441   |
| 0 - 4                          | 4.1%      | 6.3%      | 6.2%      |
| 5 - 9                          | 4.0%      | 6.2%      | 6.3%      |
| 10 - 14                        | 4.0%      | 5.8%      | 6.1%      |
| 15 - 24                        | 13.7%     | 13.2%     | 12.7%     |
| 25 - 34                        | 17.6%     | 16.8%     | 14.9%     |
| 35 - 44                        | 13.8%     | 15.0%     | 15.1%     |
| 45 - 54                        | 11.2%     | 11.7%     | 12.1%     |
| 55 - 64                        | 13.3%     | 11.1%     | 11.6%     |
| 65 - 74                        | 11.1%     | 8.2%      | 8.7%      |
| 75 - 84                        | 5.3%      | 4.1%      | 4.6%      |
| 85 +                           | 1.8%      | 1.7%      | 1.9%      |
| 18 +                           | 85.4%     | 78.3%     | 77.7%     |
| <b>2029 Population by Age</b>  |           |           |           |
| Total                          | 15,635    | 95,223    | 151,631   |
| 0 - 4                          | 4.2%      | 6.1%      | 6.0%      |
| 5 - 9                          | 4.0%      | 5.9%      | 5.9%      |
| 10 - 14                        | 4.2%      | 5.7%      | 6.1%      |
| 15 - 24                        | 13.5%     | 12.8%     | 12.1%     |
| 25 - 34                        | 15.0%     | 15.4%     | 14.1%     |
| 35 - 44                        | 15.0%     | 15.5%     | 15.0%     |
| 45 - 54                        | 11.9%     | 12.2%     | 12.4%     |
| 55 - 64                        | 11.4%     | 10.4%     | 10.9%     |
| 65 - 74                        | 11.8%     | 9.1%      | 9.7%      |
| 75 - 84                        | 6.9%      | 5.1%      | 5.7%      |
| 85 +                           | 2.1%      | 1.9%      | 2.1%      |
| 18 +                           | 85.1%     | 79.1%     | 78.6%     |

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|  | 1 mile | 3 miles | 5 miles |
|--|--------|---------|---------|
| <b>2020 Population by Sex</b>            |        |         |         |
| Males                                    | 6,102  | 38,966  | 61,370  |
| Females                                  | 6,572  | 42,001  | 66,329  |
| <b>2024 Population by Sex</b>            |        |         |         |
| Males                                    | 6,856  | 42,886  | 68,208  |
| Females                                  | 7,176  | 44,834  | 71,232  |
| <b>2029 Population by Sex</b>            |        |         |         |
| Males                                    | 7,584  | 46,353  | 73,824  |
| Females                                  | 8,051  | 48,870  | 77,808  |
| <b>2010 Population by Race/Ethnicity</b> |        |         |         |
| Total                                    | 11,945 | 69,013  | 105,446 |
| White Alone                              | 78.2%  | 65.0%   | 69.9%   |
| Black Alone                              | 15.0%  | 18.0%   | 15.3%   |
| American Indian Alone                    | 0.4%   | 0.5%    | 0.4%    |
| Asian Alone                              | 1.8%   | 5.7%    | 5.4%    |
| Pacific Islander Alone                   | 0.0%   | 0.1%    | 0.1%    |
| Some Other Race Alone                    | 1.7%   | 6.7%    | 5.2%    |
| Two or More Races                        | 3.0%   | 4.0%    | 3.7%    |
| Hispanic Origin                          | 5.3%   | 13.8%   | 11.6%   |
| Diversity Index                          | 42.8   | 64.6    | 58.7    |
| <b>2020 Population by Race/Ethnicity</b> |        |         |         |
| Total                                    | 12,674 | 80,967  | 127,699 |
| White Alone                              | 71.5%  | 52.3%   | 56.8%   |
| Black Alone                              | 13.2%  | 18.7%   | 16.9%   |
| American Indian Alone                    | 0.5%   | 0.7%    | 0.6%    |
| Asian Alone                              | 2.0%   | 5.8%    | 5.8%    |
| Pacific Islander Alone                   | 0.1%   | 0.1%    | 0.1%    |
| Some Other Race Alone                    | 4.3%   | 10.9%   | 8.8%    |
| Two or More Races                        | 8.4%   | 11.5%   | 11.0%   |
| Hispanic Origin                          | 9.9%   | 21.0%   | 17.8%   |
| Diversity Index                          | 55.8   | 77.5    | 73.5    |
| <b>2024 Population by Race/Ethnicity</b> |        |         |         |
| Total                                    | 14,032 | 87,719  | 139,440 |
| White Alone                              | 68.1%  | 48.7%   | 53.4%   |
| Black Alone                              | 14.8%  | 19.9%   | 18.0%   |
| American Indian Alone                    | 0.5%   | 0.7%    | 0.6%    |
| Asian Alone                              | 2.4%   | 6.7%    | 6.8%    |
| Pacific Islander Alone                   | 0.1%   | 0.1%    | 0.1%    |
| Some Other Race Alone                    | 4.8%   | 11.7%   | 9.6%    |
| Two or More Races                        | 9.3%   | 12.0%   | 11.5%   |
| Hispanic Origin                          | 11.2%  | 22.5%   | 19.2%   |
| Diversity Index                          | 60.2   | 79.8    | 76.2    |
| <b>2029 Population by Race/Ethnicity</b> |        |         |         |
| Total                                    | 15,635 | 95,223  | 151,633 |
| White Alone                              | 65.3%  | 46.6%   | 51.4%   |
| Black Alone                              | 15.8%  | 20.3%   | 18.2%   |
| American Indian Alone                    | 0.6%   | 0.8%    | 0.6%    |
| Asian Alone                              | 2.7%   | 7.3%    | 7.4%    |
| Pacific Islander Alone                   | 0.1%   | 0.1%    | 0.1%    |
| Some Other Race Alone                    | 5.3%   | 12.3%   | 10.1%   |
| Two or More Races                        | 10.3%  | 12.6%   | 12.1%   |
| Hispanic Origin                          | 12.4%  | 23.6%   | 20.3%   |
| Diversity Index                          | 63.6   | 81.2    | 77.8    |

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

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

|   | 1 mile | 3 miles | 5 miles |
|---|--------|---------|---------|
| <b>2020 Population by Relationship and Household Type</b> |        |         |         |
| Total   | 12,674 | 80,967  | 127,699 |
| In Households   | 93.2%  | 97.3%   | 98.0%   |
| Householder   | 46.0%  | 38.8%   | 37.7%   |
| Opposite-Sex Spouse                                       | 14.6%  | 15.4%   | 17.3%   |
| Same-Sex Spouse   | 0.5%   | 0.3%    | 0.2%    |
| Opposite-Sex Unmarried Partner                            | 3.8%   | 3.0%    | 2.6%    |
| Same-Sex Unmarried Partner                                | 0.2%   | 0.2%    | 0.2%    |
| Biological Child  | 18.0%  | 26.7%   | 27.9%   |
| Adopted Child   | 0.4%   | 0.4%    | 0.5%    |
| Stepchild   | 0.7%   | 1.2%    | 1.2%    |
| Grandchild  | 1.4%   | 1.7%    | 1.6%    |
| Brother or Sister   | 1.1%   | 1.5%    | 1.3%    |
| Parent  | 0.8%   | 1.4%    | 1.4%    |
| Parent-in-law   | 0.1%   | 0.4%    | 0.4%    |
| Son-in-law or Daughter-in-law                             | 0.2%   | 0.3%    | 0.3%    |
| Other Relatives   | 0.9%   | 1.9%    | 1.7%    |
| Foster Child  | 0.0%   | 0.0%    | 0.0%    |
| Other Nonrelatives  | 4.6%   | 4.3%    | 3.5%    |
| In Group Quarters   | 6.8%   | 2.7%    | 2.0%    |
| Institutionalized   | 1.0%   | 1.3%    | 1.0%    |
| Noninstitutionalized                                      | 5.8%   | 1.4%    | 1.0%    |
| <b>2024 Population 25+ by Educational Attainment</b>      |        |         |         |
| Total   | 10,402 | 60,211  | 95,748  |
| Less than 9th Grade                                       | 2.0%   | 5.4%    | 4.0%    |
| 9th - 12th Grade, No Diploma                              | 4.1%   | 3.7%    | 3.0%    |
| High School Graduate                                      | 20.2%  | 21.0%   | 19.8%   |
| GED/Alternative Credential                                | 2.9%   | 3.1%    | 2.8%    |
| Some College, No Degree                                   | 14.5%  | 15.5%   | 15.3%   |
| Associate Degree  | 7.8%   | 9.0%    | 9.0%    |
| Bachelor's Degree   | 23.8%  | 24.4%   | 26.2%   |
| Graduate/Professional Degree                              | 24.7%  | 17.8%   | 20.0%   |
| <b>2024 Population 15+ by Marital Status</b>              |        |         |         |
| Total   | 12,326 | 71,767  | 113,450 |
| Never Married   | 44.6%  | 37.2%   | 33.6%   |
| Married   | 36.4%  | 46.5%   | 50.6%   |
| Widowed   | 4.6%   | 4.6%    | 4.6%    |
| Divorced  | 14.3%  | 11.8%   | 11.1%   |
| <b>2024 Civilian Population 16+ in Labor Force</b>        |        |         |         |
| Civilian Population 16+                                   | 8,254  | 48,618  | 75,966  |
| Population 16+ Employed                                   | 97.8%  | 97.7%   | 97.6%   |
| Population 16+ Unemployment rate                          | 2.2%   | 2.3%    | 2.4%    |
| Population 16-24 Employed                                 | 14.2%  | 13.3%   | 12.5%   |
| Population 16-24 Unemployment rate                        | 0.8%   | 5.6%    | 6.8%    |
| Population 25-54 Employed                                 | 62.1%  | 66.7%   | 66.1%   |
| Population 25-54 Unemployment rate                        | 2.8%   | 2.1%    | 2.1%    |
| Population 55-64 Employed                                 | 14.6%  | 13.6%   | 14.5%   |
| Population 55-64 Unemployment rate                        | 2.2%   | 1.0%    | 1.0%    |
| Population 65+ Employed                                   | 9.1%   | 6.4%    | 6.9%    |
| Population 65+ Unemployment rate                          | 0.1%   | 0.1%    | 0.0%    |

|   | 1 mile | 3 miles | 5 miles |
|---|--------|---------|---------|
| <b>2024 Employed Population 16+ by Industry</b>   |        |         |         |
| Total   | 8,072  | 47,496  | 74,139  |
| Agriculture/Mining                                | 0.4%   | 0.1%    | 0.2%    |
| Construction                                      | 8.0%   | 8.4%    | 8.1%    |
| Manufacturing                                     | 6.4%   | 6.6%    | 5.8%    |
| Wholesale Trade                                   | 0.6%   | 0.7%    | 1.0%    |
| Retail Trade                                      | 10.9%  | 10.9%   | 9.7%    |
| Transportation/Utilities                          | 2.6%   | 3.9%    | 3.9%    |
| Information                                       | 1.9%   | 1.7%    | 2.0%    |
| Finance/Insurance/Real Estate                     | 7.6%   | 6.1%    | 6.1%    |
| Services  | 55.4%  | 53.4%   | 53.9%   |
| Public Administration                             | 6.2%   | 8.0%    | 9.3%    |
| <b>2024 Employed Population 16+ by Occupation</b> |        |         |         |
| Total   | 8,073  | 47,497  | 74,142  |
| White Collar                                      | 68.5%  | 64.4%   | 68.0%   |
| Management/Business/Financial                     | 21.2%  | 18.2%   | 20.7%   |
| Professional                                      | 28.3%  | 29.3%   | 31.0%   |
| Sales   | 9.5%   | 7.6%    | 7.6%    |
| Administrative Support                            | 9.4%   | 9.3%    | 8.8%    |
| Services  | 17.5%  | 18.6%   | 16.3%   |
| Blue Collar                                       | 14.0%  | 17.0%   | 15.6%   |
| Farming/Forestry/Fishing                          | 0.3%   | 0.1%    | 0.1%    |
| Construction/Extraction                           | 5.3%   | 5.7%    | 5.0%    |
| Installation/Maintenance/Repair                   | 1.9%   | 2.6%    | 2.6%    |
| Production  | 2.9%   | 3.6%    | 2.9%    |
| Transportation/Material Moving                    | 3.6%   | 5.0%    | 5.1%    |
| <b>2020 Households by Type</b>                    |        |         |         |
| Total   | 5,791  | 31,754  | 48,225  |
| Married Couple Households                         | 32.7%  | 40.4%   | 46.6%   |
| With Own Children <18                             | 9.4%   | 17.5%   | 20.3%   |
| Without Own Children <18                          | 23.2%  | 22.9%   | 26.3%   |
| Cohabiting Couple Households                      | 9.3%   | 8.2%    | 7.3%    |
| With Own Children <18                             | 1.5%   | 2.7%    | 2.4%    |
| Without Own Children <18                          | 7.8%   | 5.5%    | 4.9%    |
| Male Householder, No Spouse/Partner               | 25.0%  | 19.8%   | 17.2%   |
| Living Alone                                      | 18.6%  | 13.3%   | 11.4%   |
| 65 Years and over                                 | 3.6%   | 3.1%    | 2.8%    |
| With Own Children <18                             | 1.5%   | 1.8%    | 1.7%    |
| Without Own Children <18, With Relatives          | 2.6%   | 2.8%    | 2.6%    |
| No Relatives Present                              | 2.4%   | 1.9%    | 1.6%    |
| Female Householder, No Spouse/Partner             | 33.1%  | 31.5%   | 28.9%   |
| Living Alone                                      | 21.0%  | 17.5%   | 16.2%   |
| 65 Years and over                                 | 7.6%   | 7.4%    | 7.4%    |
| With Own Children <18                             | 4.8%   | 6.2%    | 5.6%    |
| Without Own Children <18, With Relatives          | 5.5%   | 6.4%    | 6.0%    |
| No Relatives Present                              | 1.8%   | 1.4%    | 1.2%    |
| <b>2020 Households by Size</b>                    |        |         |         |
| Total   | 5,791  | 31,754  | 48,225  |
| 1 Person Household                                | 39.6%  | 30.8%   | 27.6%   |
| 2 Person Household                                | 36.4%  | 30.4%   | 31.1%   |
| 3 Person Household                                | 11.9%  | 15.9%   | 16.5%   |
| 4 Person Household                                | 6.8%   | 12.1%   | 13.6%   |
| 5 Person Household                                | 2.9%   | 6.0%    | 6.6%    |
| 6 Person Household                                | 1.4%   | 2.9%    | 2.8%    |
| 7 + Person Household                              | 0.9%   | 1.9%    | 1.8%    |

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

105 N Market St, Frederick, Maryland, 21701  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.41552  
Longitude: -77.41085

|  | 1 mile | 3 miles | 5 miles |
|--|--------|---------|---------|
| <b>2020 Households by Tenure and Mortgage Status</b> |        |         |         |
| Total  | 5,791  | 31,754  | 48,225  |
| Owner Occupied                                       | 50.3%  | 52.7%   | 62.5%   |
| Owned with a Mortgage/Loan                           | 38.6%  | 43.6%   | 51.8%   |
| Owned Free and Clear                                 | 11.6%  | 9.0%    | 10.7%   |
| Renter Occupied                                      | 49.7%  | 47.3%   | 37.5%   |
| <b>2024 Affordability, Mortgage and Wealth</b>       |        |         |         |
| Housing Affordability Index                          | 60     | 82      | 87      |
| Percent of Income for Mortgage                       | 40.2%  | 29.3%   | 27.7%   |
| Wealth Index   | 92     | 93      | 116     |
| <b>2020 Housing Units By Urban/ Rural Status</b>     |        |         |         |
| Total  | 6,323  | 33,685  | 50,904  |
| Urban Housing Units                                  | 100.0% | 99.3%   | 97.4%   |
| Rural Housing Units                                  | 0.0%   | 0.7%    | 2.6%    |
| <b>2020 Population By Urban/ Rural Status</b>        |        |         |         |
| Total  | 12,674 | 80,967  | 127,699 |
| Urban Population                                     | 100.0% | 99.2%   | 97.2%   |
| Rural Population                                     | 0.0%   | 0.8%    | 2.8%    |

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

105 N Market St, Frederick, Maryland, 21701  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.41552  
Longitude: -77.41085

|   | 1 mile               | 3 miles                    | 5 miles                         |
|---|----------------------|----------------------------|---------------------------------|
| <b>Top 3 Tapestry Segments</b>                              |                      |                            |                                 |
| 1.  | Emerald City (8B)    | Bright Young Professionals | Enterprising Professionals (2D) |
| 2.  | Parks and Rec (5C)   | Enterprising Professionals | Bright Young Professionals      |
| 3.  | Set to Impress (11D) | Golden Years (9B)          | Golden Years (9B)               |
| <b>2024 Consumer Spending</b>                               |                      |                            |                                 |
| Apparel & Services: Total \$                                | \$15,575,602         | \$89,335,430               | \$150,345,458                   |
| Average Spent   | \$2,437.12           | \$2,584.11                 | \$2,829.98                      |
| Spending Potential Index                                    | 102                  | 108                        | 119                             |
| Education: Total \$   | \$11,015,186         | \$60,029,905               | \$104,376,941                   |
| Average Spent   | \$1,723.55           | \$1,736.42                 | \$1,964.71                      |
| Spending Potential Index                                    | 100                  | 100                        | 114                             |
| Entertainment/Recreation: Total \$                          | \$25,401,326         | \$144,298,472              | \$250,269,134                   |
| Average Spent   | \$3,974.55           | \$4,173.97                 | \$4,710.86                      |
| Spending Potential Index                                    | 97                   | 102                        | 115                             |
| Food at Home: Total \$                                      | \$46,392,358         | \$264,266,352              | \$445,830,344                   |
| Average Spent   | \$7,259.01           | \$7,644.16                 | \$8,391.94                      |
| Spending Potential Index                                    | 99                   | 105                        | 115                             |
| Food Away from Home: Total \$                               | \$25,253,517         | \$146,535,546              | \$249,189,604                   |
| Average Spent   | \$3,951.42           | \$4,238.68                 | \$4,690.54                      |
| Spending Potential Index                                    | 102                  | 109                        | 121                             |
| Health Care: Total \$                                       | \$46,902,899         | \$265,084,587              | \$457,570,523                   |
| Average Spent   | \$7,338.90           | \$7,667.83                 | \$8,612.93                      |
| Spending Potential Index                                    | 95                   | 100                        | 112                             |
| HH Furnishings & Equipment: Total \$                        | \$19,854,982         | \$113,690,166              | \$195,741,288                   |
| Average Spent   | \$3,106.71           | \$3,288.60                 | \$3,684.47                      |
| Spending Potential Index                                    | 98                   | 104                        | 116                             |
| Personal Care Products & Services: Total \$                 | \$6,452,559          | \$36,705,163               | \$62,339,026                    |
| Average Spent   | \$1,009.63           | \$1,061.73                 | \$1,173.42                      |
| Spending Potential Index                                    | 101                  | 107                        | 118                             |
| Shelter: Total \$   | \$168,713,570        | \$968,406,442              | \$1,653,499,625                 |
| Average Spent   | \$26,398.62          | \$28,012.10                | \$31,124.11                     |
| Spending Potential Index                                    | 99                   | 105                        | 117                             |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$21,119,912         | \$121,533,582              | \$215,934,200                   |
| Average Spent   | \$3,304.63           | \$3,515.48                 | \$4,064.57                      |
| Spending Potential Index                                    | 94                   | 100                        | 116                             |
| Travel: Total \$  | \$18,655,480         | \$106,322,688              | \$186,099,804                   |
| Average Spent   | \$2,919.02           | \$3,075.49                 | \$3,502.99                      |
| Spending Potential Index                                    | 96                   | 101                        | 115                             |
| Vehicle Maintenance & Repairs: Total \$                     | \$9,490,058          | \$54,267,127               | \$92,003,240                    |
| Average Spent   | \$1,484.91           | \$1,569.73                 | \$1,731.79                      |
| Spending Potential Index                                    | 100                  | 106                        | 117                             |

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

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

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



# Retail Goods and Services Expenditures

105 N Market St, Frederick, Maryland, 21701  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2024                 | 2029         |
|---|---------|--------------------------|----------------------|--------------|
| Emerald City (8B)                             | 24.7%   | Population               | 14,032               | 15,635       |
| Parks and Rec (5C)                            | 14.4%   | Households               | 6,391                | 7,149        |
| Set to Impress (11D)                          | 13.7%   | Families                 | 3,011                | 3,371        |
| Metro Renters (3B)                            | 9.6%    | Median Age               | 39.3                 | 40.9         |
| Golden Years (9B)                             | 7.1%    | Median Household Income  | \$78,506             | \$85,615     |
|   |         | Spending Potential Index | Average Amount Spent | Total        |
| <b>Apparel and Services</b>                   |         | 102                      | \$2,437.12           | \$15,575,602 |
| Men's   |         | 102                      | \$449.96             | \$2,875,721  |
| Women's                                       |         | 103                      | \$820.53             | \$5,243,993  |
| Children's                                    |         | 103                      | \$378.74             | \$2,420,511  |
| Footwear                                      |         | 103                      | \$513.75             | \$3,283,355  |
| Watches & Jewelry                             |         | 99                       | \$225.35             | \$1,440,206  |
| Apparel Products and Services (1)             |         | 100                      | \$48.79              | \$311,816    |
| <b>Computer</b>                               |         |                          |                      |              |
| Computers and Hardware for Home Use           |         | 105                      | \$284.58             | \$1,818,738  |
| Portable Memory                               |         | 113                      | \$4.58               | \$29,302     |
| Computer Software                             |         | 107                      | \$16.69              | \$106,687    |
| Computer Accessories                          |         | 99                       | \$23.65              | \$151,158    |
| <b>Entertainment &amp; Recreation</b>         |         | 97                       | \$3,974.55           | \$25,401,326 |
| Fees and Admissions                           |         | 98                       | \$807.40             | \$5,160,067  |
| Membership Fees for Clubs (2)                 |         | 98                       | \$296.32             | \$1,893,808  |
| Fees for Participant Sports, excl. Trips      |         | 97                       | \$129.67             | \$828,727    |
| Tickets to Theatre/Operas/Concerts            |         | 101                      | \$76.68              | \$490,038    |
| Tickets to Movies                             |         | 109                      | \$26.81              | \$171,369    |
| Tickets to Parks or Museums                   |         | 100                      | \$37.52              | \$239,780    |
| Admission to Sporting Events, excl. Trips     |         | 102                      | \$80.82              | \$516,506    |
| Fees for Recreational Lessons                 |         | 92                       | \$158.59             | \$1,013,534  |
| Dating Services                               |         | 125                      | \$0.99               | \$6,305      |
| TV/Video/Audio                                |         | 99                       | \$1,308.24           | \$8,360,980  |
| Cable and Satellite Television Services       |         | 94                       | \$708.27             | \$4,526,523  |
| Televisions                                   |         | 103                      | \$157.66             | \$1,007,627  |
| Satellite Dishes                              |         | 90                       | \$1.12               | \$7,174      |
| VCRs, Video Cameras, and DVD Players          |         | 99                       | \$4.94               | \$31,600     |
| Miscellaneous Video Equipment                 |         | 91                       | \$20.52              | \$131,139    |
| Video Cassettes and DVDs                      |         | 104                      | \$6.01               | \$38,440     |
| Video Game Hardware/Accessories               |         | 114                      | \$53.13              | \$339,537    |
| Video Game Software                           |         | 125                      | \$25.30              | \$161,714    |
| Rental/Streaming/Downloaded Video             |         | 106                      | \$182.87             | \$1,168,751  |
| Installation of Televisions                   |         | 101                      | \$1.71               | \$10,960     |
| Audio (3)                                     |         | 102                      | \$145.23             | \$928,194    |
| Rental and Repair of TV/Radio/Sound Equipment |         | 92                       | \$1.46               | \$9,322      |
| Pets  |         | 94                       | \$954.30             | \$6,098,902  |
| Toys/Games/Crafts/Hobbies (4)                 |         | 101                      | \$184.27             | \$1,177,678  |
| Recreational Vehicles and Fees (5)            |         | 87                       | \$171.57             | \$1,096,482  |
| Sports/Recreation/Exercise Equipment (6)      |         | 100                      | \$306.11             | \$1,956,353  |
| Photo Equipment and Supplies (7)              |         | 103                      | \$62.94              | \$402,240    |
| Reading (8)                                   |         | 99                       | \$138.94             | \$887,937    |
| Catered Affairs (9)                           |         | 103                      | \$40.79              | \$260,688    |
| <b>Food</b>                                   |         | 100                      | \$11,210.43          | \$71,645,875 |
| Food at Home                                  |         | 99                       | \$7,259.01           | \$46,392,358 |
| Bakery and Cereal Products                    |         | 99                       | \$929.65             | \$5,941,395  |
| Meats, Poultry, Fish, and Eggs                |         | 99                       | \$1,562.03           | \$9,982,956  |
| Dairy Products                                |         | 99                       | \$683.39             | \$4,367,558  |
| Fruits and Vegetables                         |         | 99                       | \$1,428.47           | \$9,129,383  |
| Snacks and Other Food at Home (10)            |         | 100                      | \$2,655.46           | \$16,971,066 |
| Food Away from Home                           |         | 102                      | \$3,951.42           | \$25,253,517 |
| Alcoholic Beverages                           |         | 102                      | \$665.79             | \$4,255,084  |

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

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

|  | Spending Potential Index | Average Amount Spent | Total         |
|--|--------------------------|----------------------|---------------|
| <b>Financial</b>                           |                          |                      |               |
| Value of Stocks/Bonds/Mutual Funds         | 91                       | \$42,145.22          | \$269,350,129 |
| Value of Retirement Plans                  | 91                       | \$147,877.80         | \$945,087,032 |
| Value of Other Financial Assets            | 90                       | \$8,221.40           | \$52,542,995  |
| Vehicle Loan Amount excluding Interest     | 99                       | \$3,482.78           | \$22,258,470  |
| Value of Credit Card Debt                  | 99                       | \$2,860.20           | \$18,279,553  |
| <b>Health</b>                              |                          |                      |               |
| Nonprescription Drugs                      | 99                       | \$176.55             | \$1,128,303   |
| Prescription Drugs                         | 96                       | \$397.74             | \$2,541,942   |
| Eyeglasses and Contact Lenses              | 96                       | \$121.44             | \$776,136     |
| <b>Home</b>                                |                          |                      |               |
| Mortgage Payment and Basics (11)           | 88                       | \$11,855.61          | \$75,769,226  |
| Maintenance and Remodeling Services        | 86                       | \$4,013.20           | \$25,648,352  |
| Maintenance and Remodeling Materials (12)  | 86                       | \$743.01             | \$4,748,597   |
| Utilities, Fuel, and Public Services       | 97                       | \$5,767.28           | \$36,858,711  |
| <b>Household Furnishings and Equipment</b> |                          |                      |               |
| Household Textiles (13)                    | 100                      | \$132.37             | \$845,966     |
| Furniture                                  | 99                       | \$982.27             | \$6,277,698   |
| Rugs                                       | 95                       | \$43.17              | \$275,907     |
| Major Appliances (14)                      | 92                       | \$539.67             | \$3,449,009   |
| Housewares (15)                            | 99                       | \$106.54             | \$680,907     |
| Small Appliances                           | 102                      | \$82.41              | \$526,681     |
| Luggage                                    | 102                      | \$21.14              | \$135,098     |
| Telephones and Accessories                 | 101                      | \$102.30             | \$653,831     |
| <b>Household Operations</b>                |                          |                      |               |
| Child Care                                 | 98                       | \$540.94             | \$3,457,173   |
| Lawn and Garden (16)                       | 89                       | \$623.12             | \$3,982,391   |
| Moving/Storage/Freight Express             | 105                      | \$127.62             | \$815,588     |
| Housekeeping Supplies (17)                 | 99                       | \$891.79             | \$5,699,437   |
| <b>Insurance</b>                           |                          |                      |               |
| Owners and Renters Insurance               | 90                       | \$748.12             | \$4,781,220   |
| Vehicle Insurance                          | 100                      | \$2,120.46           | \$13,551,881  |
| Life/Other Insurance                       | 93                       | \$628.91             | \$4,019,379   |
| Health Insurance                           | 95                       | \$4,759.90           | \$30,420,546  |
| Personal Care Products (18)                | 101                      | \$566.55             | \$3,620,804   |
| School Books (19)                          | 108                      | \$46.01              | \$294,064     |
| Smoking Products                           | 104                      | \$485.24             | \$3,101,184   |
| <b>Transportation</b>                      |                          |                      |               |
| Payments on Vehicles excluding Leases      | 98                       | \$2,996.45           | \$19,150,295  |
| Gasoline and Motor Oil                     | 96                       | \$3,206.15           | \$20,490,530  |
| Vehicle Maintenance and Repairs            | 100                      | \$1,484.91           | \$9,490,058   |
| <b>Travel</b>                              |                          |                      |               |
| Airline Fares                              | 97                       | \$615.12             | \$3,931,212   |
| Lodging on Trips                           | 94                       | \$920.63             | \$5,883,740   |
| Auto/Truck Rental on Trips                 | 102                      | \$118.58             | \$757,848     |
| Food and Drink on Trips                    | 98                       | \$726.68             | \$4,644,198   |

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

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2024                 | 2029          |
|---|---------|--------------------------|----------------------|---------------|
| Bright Young Professionals (8C)               | 14.9%   | Population               | 87,720               | 95,224        |
| Enterprising Professionals (2D)               | 14.8%   | Households               | 34,571               | 37,865        |
| Golden Years (9B)                             | 8.5%    | Families                 | 20,406               | 22,220        |
| Metro Fusion (11C)                            | 7.0%    | Median Age               | 36.2                 | 37.5          |
| Home Improvement (4B)                         | 6.9%    | Median Household Income  | \$89,224             | \$100,470     |
|   |         | Spending Potential Index | Average Amount Spent | Total         |
| <b>Apparel and Services</b>                   |         | 108                      | \$2,584.11           | \$89,335,430  |
| Men's   |         | 107                      | \$472.31             | \$16,328,184  |
| Women's                                       |         | 107                      | \$857.23             | \$29,635,448  |
| Children's                                    |         | 115                      | \$423.13             | \$14,628,001  |
| Footwear                                      |         | 112                      | \$557.78             | \$19,283,076  |
| Watches & Jewelry                             |         | 98                       | \$222.51             | \$7,692,460   |
| Apparel Products and Services (1)             |         | 105                      | \$51.15              | \$1,768,260   |
| <b>Computer</b>                               |         |                          |                      |               |
| Computers and Hardware for Home Use           |         | 111                      | \$299.92             | \$10,368,571  |
| Portable Memory                               |         | 110                      | \$4.49               | \$155,176     |
| Computer Software                             |         | 110                      | \$17.16              | \$593,168     |
| Computer Accessories                          |         | 103                      | \$24.55              | \$848,697     |
| <b>Entertainment &amp; Recreation</b>         |         | 102                      | \$4,173.97           | \$144,298,472 |
| Fees and Admissions                           |         | 102                      | \$840.91             | \$29,071,201  |
| Membership Fees for Clubs (2)                 |         | 100                      | \$302.41             | \$10,454,549  |
| Fees for Participant Sports, excl. Trips      |         | 102                      | \$136.02             | \$4,702,465   |
| Tickets to Theatre/Operas/Concerts            |         | 102                      | \$77.90              | \$2,693,017   |
| Tickets to Movies                             |         | 117                      | \$28.85              | \$997,256     |
| Tickets to Parks or Museums                   |         | 109                      | \$40.75              | \$1,408,715   |
| Admission to Sporting Events, excl. Trips     |         | 101                      | \$79.59              | \$2,751,573   |
| Fees for Recreational Lessons                 |         | 101                      | \$174.48             | \$6,031,806   |
| Dating Services                               |         | 116                      | \$0.92               | \$31,819      |
| TV/Video/Audio                                |         | 104                      | \$1,374.97           | \$47,534,251  |
| Cable and Satellite Television Services       |         | 97                       | \$735.44             | \$25,425,025  |
| Televisions                                   |         | 109                      | \$166.93             | \$5,770,898   |
| Satellite Dishes                              |         | 98                       | \$1.23               | \$42,633      |
| VCRs, Video Cameras, and DVD Players          |         | 106                      | \$5.27               | \$182,346     |
| Miscellaneous Video Equipment                 |         | 127                      | \$28.79              | \$995,288     |
| Video Cassettes and DVDs                      |         | 105                      | \$6.08               | \$210,193     |
| Video Game Hardware/Accessories               |         | 121                      | \$56.23              | \$1,943,987   |
| Video Game Software                           |         | 124                      | \$25.22              | \$871,870     |
| Rental/Streaming/Downloaded Video             |         | 112                      | \$193.81             | \$6,700,197   |
| Installation of Televisions                   |         | 96                       | \$1.63               | \$56,346      |
| Audio (3)                                     |         | 107                      | \$152.82             | \$5,283,254   |
| Rental and Repair of TV/Radio/Sound Equipment |         | 95                       | \$1.51               | \$52,217      |
| Pets  |         | 99                       | \$999.06             | \$34,538,633  |
| Toys/Games/Crafts/Hobbies (4)                 |         | 104                      | \$190.22             | \$6,576,112   |
| Recreational Vehicles and Fees (5)            |         | 93                       | \$183.56             | \$6,345,917   |
| Sports/Recreation/Exercise Equipment (6)      |         | 111                      | \$339.41             | \$11,733,888  |
| Photo Equipment and Supplies (7)              |         | 103                      | \$62.87              | \$2,173,351   |
| Reading (8)                                   |         | 101                      | \$141.58             | \$4,894,479   |
| Catered Affairs (9)                           |         | 104                      | \$41.38              | \$1,430,640   |
| <b>Food</b>                                   |         | 106                      | \$11,882.85          | \$410,801,898 |
| Food at Home                                  |         | 105                      | \$7,644.16           | \$264,266,352 |
| Bakery and Cereal Products                    |         | 104                      | \$970.61             | \$33,554,793  |
| Meats, Poultry, Fish, and Eggs                |         | 106                      | \$1,667.40           | \$57,643,801  |
| Dairy Products                                |         | 104                      | \$717.44             | \$24,802,491  |
| Fruits and Vegetables                         |         | 104                      | \$1,499.98           | \$51,855,865  |
| Snacks and Other Food at Home (10)            |         | 105                      | \$2,788.74           | \$96,409,403  |
| Food Away from Home                           |         | 109                      | \$4,238.68           | \$146,535,546 |
| Alcoholic Beverages                           |         | 104                      | \$680.33             | \$23,519,823  |

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**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

|  | Spending Potential Index | Average Amount Spent | Total           |
|--|--------------------------|----------------------|-----------------|
| <b>Financial</b>                           |                          |                      |                 |
| Value of Stocks/Bonds/Mutual Funds         | 88                       | \$40,924.69          | \$1,414,807,392 |
| Value of Retirement Plans                  | 92                       | \$148,667.20         | \$5,139,573,929 |
| Value of Other Financial Assets            | 93                       | \$8,494.42           | \$293,660,458   |
| Vehicle Loan Amount excluding Interest     | 111                      | \$3,911.46           | \$135,222,954   |
| Value of Credit Card Debt                  | 104                      | \$2,995.67           | \$103,563,313   |
| <b>Health</b>                              |                          |                      |                 |
| Nonprescription Drugs                      | 105                      | \$187.14             | \$6,469,726     |
| Prescription Drugs                         | 96                       | \$397.65             | \$13,747,176    |
| Eyeglasses and Contact Lenses              | 97                       | \$123.18             | \$4,258,489     |
| <b>Home</b>                                |                          |                      |                 |
| Mortgage Payment and Basics (11)           | 96                       | \$12,947.30          | \$447,601,203   |
| Maintenance and Remodeling Services        | 94                       | \$4,367.28           | \$150,981,394   |
| Maintenance and Remodeling Materials (12)  | 94                       | \$812.27             | \$28,080,999    |
| Utilities, Fuel, and Public Services       | 103                      | \$6,123.60           | \$211,699,097   |
| <b>Household Furnishings and Equipment</b> |                          |                      |                 |
| Household Textiles (13)                    | 106                      | \$139.76             | \$4,831,795     |
| Furniture                                  | 105                      | \$1,036.05           | \$35,817,226    |
| Rugs                                       | 96                       | \$43.68              | \$1,510,085     |
| Major Appliances (14)                      | 99                       | \$581.94             | \$20,118,332    |
| Housewares (15)                            | 104                      | \$111.76             | \$3,863,721     |
| Small Appliances                           | 108                      | \$87.28              | \$3,017,204     |
| Luggage                                    | 106                      | \$22.00              | \$760,488       |
| Telephones and Accessories                 | 102                      | \$103.03             | \$3,561,854     |
| <b>Household Operations</b>                |                          |                      |                 |
| Child Care                                 | 106                      | \$585.23             | \$20,232,061    |
| Lawn and Garden (16)                       | 94                       | \$659.62             | \$22,803,790    |
| Moving/Storage/Freight Express             | 107                      | \$130.27             | \$4,503,656     |
| Housekeeping Supplies (17)                 | 104                      | \$942.87             | \$32,595,970    |
| <b>Insurance</b>                           |                          |                      |                 |
| Owners and Renters Insurance               | 97                       | \$803.58             | \$27,780,405    |
| Vehicle Insurance                          | 108                      | \$2,295.83           | \$79,369,058    |
| Life/Other Insurance                       | 98                       | \$659.50             | \$22,799,483    |
| Health Insurance                           | 100                      | \$4,975.76           | \$172,017,148   |
| Personal Care Products (18)                | 107                      | \$597.70             | \$20,662,974    |
| School Books (19)                          | 111                      | \$47.03              | \$1,625,961     |
| Smoking Products                           | 104                      | \$487.44             | \$16,851,125    |
| <b>Transportation</b>                      |                          |                      |                 |
| Payments on Vehicles excluding Leases      | 106                      | \$3,243.21           | \$112,120,991   |
| Gasoline and Motor Oil                     | 105                      | \$3,502.13           | \$121,072,116   |
| Vehicle Maintenance and Repairs            | 106                      | \$1,569.73           | \$54,267,127    |
| <b>Travel</b>                              |                          |                      |                 |
| Airline Fares                              | 103                      | \$655.73             | \$22,669,322    |
| Lodging on Trips                           | 98                       | \$967.71             | \$33,454,561    |
| Auto/Truck Rental on Trips                 | 105                      | \$122.32             | \$4,228,866     |
| Food and Drink on Trips                    | 102                      | \$760.79             | \$26,301,196    |

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

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2024                 | 2029          |
|---|---------|--------------------------|----------------------|---------------|
| Enterprising Professionals (2D)               | 16.2%   | Population               | 139,440              | 151,632       |
| Bright Young Professionals (8C)               | 9.7%    | Households               | 53,126               | 58,382        |
| Golden Years (9B)                             | 8.8%    | Families                 | 33,884               | 37,087        |
| Exurbanites (1E)                              | 8.7%    | Median Age               | 37.4                 | 38.8          |
| Boomburbs (1C)                                | 7.0%    | Median Household Income  | \$102,370            | \$110,784     |
|   |         | Spending Potential Index | Average Amount Spent | Total         |
| <b>Apparel and Services</b>                   |         | 119                      | \$2,829.98           | \$150,345,458 |
| Men's   |         | 118                      | \$519.57             | \$27,602,730  |
| Women's                                       |         | 117                      | \$937.76             | \$49,819,406  |
| Children's                                    |         | 125                      | \$460.05             | \$24,440,615  |
| Footwear                                      |         | 122                      | \$607.51             | \$32,274,656  |
| Watches & Jewelry                             |         | 109                      | \$248.73             | \$13,213,938  |
| Apparel Products and Services (1)             |         | 116                      | \$56.36              | \$2,994,114   |
| <b>Computer</b>                               |         |                          |                      |               |
| Computers and Hardware for Home Use           |         | 121                      | \$327.65             | \$17,406,976  |
| Portable Memory                               |         | 118                      | \$4.82               | \$255,889     |
| Computer Software                             |         | 117                      | \$18.34              | \$974,434     |
| Computer Accessories                          |         | 114                      | \$27.04              | \$1,436,533   |
| <b>Entertainment &amp; Recreation</b>         |         | 115                      | \$4,710.86           | \$250,269,134 |
| Fees and Admissions                           |         | 118                      | \$972.20             | \$51,648,920  |
| Membership Fees for Clubs (2)                 |         | 115                      | \$347.81             | \$18,477,625  |
| Fees for Participant Sports, excl. Trips      |         | 119                      | \$158.84             | \$8,438,795   |
| Tickets to Theatre/Operas/Concerts            |         | 117                      | \$89.09              | \$4,732,840   |
| Tickets to Movies                             |         | 129                      | \$31.86              | \$1,692,642   |
| Tickets to Parks or Museums                   |         | 123                      | \$46.21              | \$2,454,908   |
| Admission to Sporting Events, excl. Trips     |         | 115                      | \$90.89              | \$4,828,701   |
| Fees for Recreational Lessons                 |         | 120                      | \$206.54             | \$10,972,899  |
| Dating Services                               |         | 120                      | \$0.95               | \$50,509      |
| TV/Video/Audio                                |         | 114                      | \$1,515.90           | \$80,533,665  |
| Cable and Satellite Television Services       |         | 108                      | \$817.46             | \$43,428,463  |
| Televisions                                   |         | 120                      | \$182.64             | \$9,702,927   |
| Satellite Dishes                              |         | 106                      | \$1.32               | \$69,895      |
| VCRs, Video Cameras, and DVD Players          |         | 116                      | \$5.79               | \$307,356     |
| Miscellaneous Video Equipment                 |         | 141                      | \$31.82              | \$1,690,684   |
| Video Cassettes and DVDs                      |         | 116                      | \$6.67               | \$354,290     |
| Video Game Hardware/Accessories               |         | 128                      | \$59.22              | \$3,146,009   |
| Video Game Software                           |         | 129                      | \$26.07              | \$1,384,730   |
| Rental/Streaming/Downloaded Video             |         | 123                      | \$211.68             | \$11,245,950  |
| Installation of Televisions                   |         | 114                      | \$1.94               | \$103,069     |
| Audio (3)                                     |         | 119                      | \$169.57             | \$9,008,364   |
| Rental and Repair of TV/Radio/Sound Equipment |         | 109                      | \$1.73               | \$91,928      |
| Pets  |         | 112                      | \$1,130.69           | \$60,069,130  |
| Toys/Games/Crafts/Hobbies (4)                 |         | 115                      | \$209.32             | \$11,120,137  |
| Recreational Vehicles and Fees (5)            |         | 110                      | \$217.47             | \$11,553,298  |
| Sports/Recreation/Exercise Equipment (6)      |         | 128                      | \$390.92             | \$20,768,158  |
| Photo Equipment and Supplies (7)              |         | 115                      | \$69.99              | \$3,718,403   |
| Reading (8)                                   |         | 113                      | \$158.30             | \$8,409,836   |
| Catered Affairs (9)                           |         | 116                      | \$46.07              | \$2,447,587   |
| <b>Food</b>                                   |         | 117                      | \$13,082.48          | \$695,019,948 |
| Food at Home                                  |         | 115                      | \$8,391.94           | \$445,830,344 |
| Bakery and Cereal Products                    |         | 114                      | \$1,069.37           | \$56,811,413  |
| Meats, Poultry, Fish, and Eggs                |         | 115                      | \$1,817.22           | \$96,541,662  |
| Dairy Products                                |         | 114                      | \$791.11             | \$42,028,251  |
| Fruits and Vegetables                         |         | 114                      | \$1,650.89           | \$87,705,412  |
| Snacks and Other Food at Home (10)            |         | 115                      | \$3,063.35           | \$162,743,606 |
| Food Away from Home                           |         | 121                      | \$4,690.54           | \$249,189,604 |
| Alcoholic Beverages                           |         | 115                      | \$751.84             | \$39,942,417  |

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**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

|  | Spending Potential Index | Average Amount Spent | Total           |
|--|--------------------------|----------------------|-----------------|
| <b>Financial</b>                           |                          |                      |                 |
| Value of Stocks/Bonds/Mutual Funds         | 105                      | \$48,482.01          | \$2,575,655,346 |
| Value of Retirement Plans                  | 109                      | \$176,509.53         | \$9,377,245,126 |
| Value of Other Financial Assets            | 111                      | \$10,078.37          | \$535,423,553   |
| Vehicle Loan Amount excluding Interest     | 123                      | \$4,332.46           | \$230,166,281   |
| Value of Credit Card Debt                  | 116                      | \$3,342.00           | \$177,547,198   |
| <b>Health</b>                              |                          |                      |                 |
| Nonprescription Drugs                      | 117                      | \$208.55             | \$11,079,560    |
| Prescription Drugs                         | 107                      | \$444.81             | \$23,631,207    |
| Eyeglasses and Contact Lenses              | 109                      | \$138.35             | \$7,349,837     |
| <b>Home</b>                                |                          |                      |                 |
| Mortgage Payment and Basics (11)           | 114                      | \$15,354.32          | \$815,713,788   |
| Maintenance and Remodeling Services        | 112                      | \$5,234.19           | \$278,071,485   |
| Maintenance and Remodeling Materials (12)  | 112                      | \$969.39             | \$51,499,969    |
| Utilities, Fuel, and Public Services       | 113                      | \$6,750.15           | \$358,608,241   |
| <b>Household Furnishings and Equipment</b> |                          |                      |                 |
| Household Textiles (13)                    | 116                      | \$153.30             | \$8,144,239     |
| Furniture                                  | 117                      | \$1,161.48           | \$61,704,982    |
| Rugs                                       | 110                      | \$50.12              | \$2,662,811     |
| Major Appliances (14)                      | 113                      | \$662.25             | \$35,182,940    |
| Housewares (15)                            | 116                      | \$123.95             | \$6,584,729     |
| Small Appliances                           | 116                      | \$93.65              | \$4,975,302     |
| Luggage                                    | 118                      | \$24.49              | \$1,301,153     |
| Telephones and Accessories                 | 112                      | \$113.50             | \$6,029,892     |
| <b>Household Operations</b>                |                          |                      |                 |
| Child Care                                 | 121                      | \$670.14             | \$35,602,046    |
| Lawn and Garden (16)                       | 110                      | \$768.80             | \$40,843,421    |
| Moving/Storage/Freight Express             | 116                      | \$141.34             | \$7,509,090     |
| Housekeeping Supplies (17)                 | 115                      | \$1,041.49           | \$55,330,069    |
| <b>Insurance</b>                           |                          |                      |                 |
| Owners and Renters Insurance               | 112                      | \$928.85             | \$49,346,180    |
| Vehicle Insurance                          | 118                      | \$2,500.72           | \$132,853,290   |
| Life/Other Insurance                       | 113                      | \$761.33             | \$40,446,502    |
| Health Insurance                           | 112                      | \$5,583.92           | \$296,651,500   |
| Personal Care Products (18)                | 117                      | \$655.24             | \$34,810,335    |
| School Books (19)                          | 120                      | \$51.15              | \$2,717,186     |
| Smoking Products                           | 109                      | \$509.94             | \$27,091,175    |
| <b>Transportation</b>                      |                          |                      |                 |
| Payments on Vehicles excluding Leases      | 118                      | \$3,592.71           | \$190,866,077   |
| Gasoline and Motor Oil                     | 115                      | \$3,832.46           | \$203,603,266   |
| Vehicle Maintenance and Repairs            | 117                      | \$1,731.79           | \$92,003,240    |
| <b>Travel</b>                              |                          |                      |                 |
| Airline Fares                              | 118                      | \$747.54             | \$39,713,858    |
| Lodging on Trips                           | 113                      | \$1,112.06           | \$59,079,329    |
| Auto/Truck Rental on Trips                 | 119                      | \$137.81             | \$7,321,302     |
| Food and Drink on Trips                    | 116                      | \$859.38             | \$45,655,391    |

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

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105 N Market St, Frederick, Maryland, 21701  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

| Demographic Summary     |  | 2024     | 2029     |
|-------------------------|--|----------|----------|
| Population              |  | 14,032   | 15,635   |
| Population 18+          |  | 11,990   | 13,303   |
| Households              |  | 6,391    | 7,149    |
| Median Household Income |  | \$78,506 | \$85,615 |

  

| Product/Consumer Behavior                                | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Went to Family Restaurant/Steak House/6 Mo               | 8,575              | 71.5%   | 100 |
| Went to Family Restaurant/Steak House 4+ Times/30 Days   | 2,792              | 23.3%   | 100 |
| Spent \$1-30 at Family Restaurant/Steak House/30 Days    | 823                | 6.9%    | 115 |
| Spent \$31-50 at Family Restaurant/Steak House/30 Days   | 1,149              | 9.6%    | 108 |
| Spent \$51-100 at Family Restaurant/Steak House/30 Days  | 2,000              | 16.7%   | 105 |
| Spent \$101-200 at Family Restaurant/Steak House/30 Days | 1,344              | 11.2%   | 96  |
| Spent \$201+ at Family Restaurant/Steak House/30 Days    | 722                | 6.0%    | 90  |
| Spent \$1-100 at Fine Dining Restaurants/30 Days         | 423                | 3.5%    | 101 |
| Spent \$101-200 at Fine Dining Restaurants/30 Days       | 352                | 2.9%    | 102 |
| Spent \$201+ at Fine Dining Restaurants/30 Days          | 295                | 2.5%    | 88  |
| Went for Breakfast at Family Restaurant/Steak House/6 Mo | 1,518              | 12.7%   | 103 |
| Went for Lunch at Family Restaurant/Steak House/6 Mo     | 2,145              | 17.9%   | 95  |
| Went for Dinner at Family Restaurant/Steak House/6 Mo    | 5,803              | 48.4%   | 103 |
| Went for Snacks at Family Restaurant/Steak House/6 Mo    | 198                | 1.7%    | 99  |
| Went on Workday to Family Restaurant/Steak House/6 Mo    | 4,106              | 34.2%   | 105 |
| Went on Weekend to Family Restaurant/Steak House/6 Mo    | 4,708              | 39.3%   | 98  |
| Went to Applebee's/6 Mo                                  | 1,733              | 14.5%   | 95  |
| Went to Bob Evans/6 Mo                                   | 294                | 2.5%    | 100 |
| Went to Buffalo Wild Wings/6 Mo                          | 1,115              | 9.3%    | 103 |
| Went to California Pizza Kitchen/6 Mo                    | 158                | 1.3%    | 74  |
| Went to Carrabba's/6 Mo                                  | 288                | 2.4%    | 111 |
| Went to The Cheesecake Factory/6 Mo                      | 811                | 6.8%    | 96  |
| Went to Chili's Grill & Bar/6 Mo                         | 1,184              | 9.9%    | 102 |
| Went to Cracker Barrel/6 Mo                              | 1,227              | 10.2%   | 93  |
| Went to Denny's/6 Mo                                     | 669                | 5.6%    | 83  |
| Went to Golden Corral/6 Mo                               | 436                | 3.6%    | 86  |
| Went to IHOP/6 Mo  | 892                | 7.4%    | 96  |
| Went to Logan's Roadhouse/6 Mo                           | 192                | 1.6%    | 84  |
| Went to Longhorn Steakhouse/6 Mo                         | 806                | 6.7%    | 108 |
| Went to Olive Garden/6 Mo                                | 1,954              | 16.3%   | 104 |
| Went to Outback Steakhouse/6 Mo                          | 950                | 7.9%    | 99  |
| Went to Red Lobster/6 Mo                                 | 830                | 6.9%    | 94  |
| Went to Red Robin/6 Mo                                   | 759                | 6.3%    | 116 |
| Went to Ruby Tuesday/6 Mo                                | 204                | 1.7%    | 96  |
| Went to Texas Roadhouse/6 Mo                             | 1,566              | 13.1%   | 101 |
| Went to T.G.I. Friday's/6 Mo                             | 357                | 3.0%    | 120 |
| Went to Waffle House/6 Mo                                | 718                | 6.0%    | 113 |
| Went to Fast Food/Drive-In Restaurant/6 Mo               | 10,849             | 90.5%   | 99  |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days         | 4,623              | 38.6%   | 97  |
| Spent \$1-10 at Fast Food Restaurant/30 Days             | 490                | 4.1%    | 115 |
| Spent \$11-20 at Fast Food Restaurant/30 Days            | 1,055              | 8.8%    | 108 |
| Spent \$21-40 at Fast Food Restaurant/30 Days            | 2,009              | 16.8%   | 104 |
| Spent \$41-50 at Fast Food Restaurant/30 Days            | 1,095              | 9.1%    | 100 |
| Spent \$51-100 at Fast Food Restaurant/30 Days           | 2,340              | 19.5%   | 95  |
| Spent \$101-200 at Fast Food Restaurant/30 Days          | 1,401              | 11.7%   | 90  |
| Spent \$201+ at Fast Food Restaurant/30 Days             | 635                | 5.3%    | 90  |
| Ordered Eat-In Fast Food/6 Mo                            | 3,360              | 28.0%   | 97  |

**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 2024 and 2029.



105 N Market St, Frederick, Maryland, 21701  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.41552  
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| Product/Consumer Behavior                        | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Ordered Home Delivery Fast Food/6 Mo             | 1,666              | 13.9%   | 107 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo      | 6,274              | 52.3%   | 99  |
| Ordered Take-Out/Walk-In Fast Food/6 Mo          | 2,747              | 22.9%   | 101 |
| Bought Breakfast at Fast Food Restaurant/6 Mo    | 4,219              | 35.2%   | 98  |
| Bought Lunch at Fast Food Restaurant/6 Mo        | 6,310              | 52.6%   | 98  |
| Bought Dinner at Fast Food Restaurant/6 Mo       | 6,755              | 56.3%   | 103 |
| Bought Snack at Fast Food Restaurant/6 Mo        | 1,771              | 14.8%   | 106 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 7,998              | 66.7%   | 101 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 6,204              | 51.7%   | 98  |
| Bought A&W/6 Mo                                  | 275                | 2.3%    | 106 |
| Bought Arby`s/6 Mo                               | 2,230              | 18.6%   | 102 |
| Bought Baskin-Robbins/6 Mo                       | 378                | 3.2%    | 94  |
| Bought Boston Market/6 Mo                        | 201                | 1.7%    | 94  |
| Bought Burger King/6 Mo                          | 3,138              | 26.2%   | 97  |
| Bought Captain D`s/6 Mo                          | 309                | 2.6%    | 90  |
| Bought Carl`s Jr./6 Mo                           | 387                | 3.2%    | 68  |
| Bought Checkers/6 Mo                             | 310                | 2.6%    | 109 |
| Bought Chick-Fil-A/6 Mo                          | 4,063              | 33.9%   | 101 |
| Bought Chipotle Mexican Grill/6 Mo               | 2,183              | 18.2%   | 106 |
| Bought Chuck E. Cheese`s/6 Mo                    | 136                | 1.1%    | 76  |
| Bought Church`s Fried Chicken/6 Mo               | 333                | 2.8%    | 92  |
| Bought Cold Stone Creamery/6 Mo                  | 356                | 3.0%    | 96  |
| Bought Dairy Queen/6 Mo                          | 1,870              | 15.6%   | 99  |
| Bought Del Taco/6 Mo                             | 264                | 2.2%    | 61  |
| Bought Domino`s Pizza/6 Mo                       | 1,954              | 16.3%   | 97  |
| Bought Dunkin` Donuts/6 Mo                       | 1,986              | 16.6%   | 112 |
| Bought Five Guys/6 Mo                            | 1,299              | 10.8%   | 110 |
| Bought Hardee`s/6 Mo                             | 573                | 4.8%    | 96  |
| Bought Jack in the Box/6 Mo                      | 559                | 4.7%    | 69  |
| Bought Jersey Mike`s/6 Mo                        | 1,078              | 9.0%    | 106 |
| Bought Jimmy John`s/6 Mo                         | 888                | 7.4%    | 120 |
| Bought KFC/6 Mo                                  | 1,791              | 14.9%   | 86  |
| Bought Krispy Kreme Doughnuts/6 Mo               | 823                | 6.9%    | 103 |
| Bought Little Caesars/6 Mo                       | 1,285              | 10.7%   | 88  |
| Bought Long John Silver`s/6 Mo                   | 243                | 2.0%    | 78  |
| Bought McDonald`s/6 Mo                           | 5,744              | 47.9%   | 97  |
| Bought Panda Express/6 Mo                        | 1,474              | 12.3%   | 93  |
| Bought Panera Bread/6 Mo                         | 1,838              | 15.3%   | 114 |
| Bought Papa John`s/6 Mo                          | 1,035              | 8.6%    | 104 |
| Bought Papa Murphy`s/6 Mo                        | 395                | 3.3%    | 97  |
| Bought Pizza Hut/6 Mo                            | 1,389              | 11.6%   | 94  |
| Bought Popeyes Chicken/6 Mo                      | 1,592              | 13.3%   | 96  |
| Bought Sonic Drive-In/6 Mo                       | 1,178              | 9.8%    | 87  |
| Bought Starbucks/6 Mo                            | 2,601              | 21.7%   | 102 |
| Bought Steak `N Shake/6 Mo                       | 378                | 3.2%    | 110 |
| Bought Subway/6 Mo                               | 2,512              | 21.0%   | 93  |
| Bought Taco Bell/6 Mo                            | 3,297              | 27.5%   | 99  |
| Bought Wendy`s/6 Mo                              | 3,260              | 27.2%   | 101 |
| Bought Whataburger/6 Mo                          | 633                | 5.3%    | 88  |
| Bought White Castle/6 Mo                         | 322                | 2.7%    | 112 |
| Bought Wing-Stop/6 Mo                            | 387                | 3.2%    | 88  |

**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 2024 and 2029.

# Restaurant Market Potential

105 N Market St, Frederick, Maryland, 21701  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

|  |       |       |     |
|--|-------|-------|-----|
| Went to Fine Dining Restaurant/6 Mo              | 1,903 | 15.9% | 103 |
| Went to Fine Dining Restaurant/30 Days           | 1,443 | 12.0% | 103 |
| Went to Fine Dining Restaurant 2+ Times/30 Days  | 649   | 5.4%  | 99  |
| Used DoorDash Site/App for Take-Out/Del/30 Days  | 1,562 | 13.0% | 104 |
| Used Grubhub Site/App for Take-Out/Del/30 Days   | 618   | 5.2%  | 112 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 87    | 0.7%  | 65  |
| Used Restrnt Site/App for Take-Out/Del/30 Days   | 2,726 | 22.7% | 105 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 952   | 7.9%  | 110 |
| Used Yelp Site/App for Take-Out/Del/30 Days      | 129   | 1.1%  | 81  |

**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 2024 and 2029.

105 N Market St, Frederick, Maryland, 21701  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

| Demographic Summary     |  | 2024     | 2029      |
|-------------------------|--|----------|-----------|
| Population              |  | 87,720   | 95,224    |
| Population 18+          |  | 68,713   | 75,275    |
| Households              |  | 34,571   | 37,865    |
| Median Household Income |  | \$89,224 | \$100,470 |

  

| Product/Consumer Behavior                                | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Went to Family Restaurant/Steak House/6 Mo               | 50,018             | 72.8%   | 102 |
| Went to Family Restaurant/Steak House 4+ Times/30 Days   | 16,805             | 24.5%   | 105 |
| Spent \$1-30 at Family Restaurant/Steak House/30 Days    | 4,275              | 6.2%    | 105 |
| Spent \$31-50 at Family Restaurant/Steak House/30 Days   | 6,362              | 9.3%    | 104 |
| Spent \$51-100 at Family Restaurant/Steak House/30 Days  | 11,590             | 16.9%   | 106 |
| Spent \$101-200 at Family Restaurant/Steak House/30 Days | 8,254              | 12.0%   | 102 |
| Spent \$201+ at Family Restaurant/Steak House/30 Days    | 4,808              | 7.0%    | 104 |
| Spent \$1-100 at Fine Dining Restaurants/30 Days         | 2,409              | 3.5%    | 101 |
| Spent \$101-200 at Fine Dining Restaurants/30 Days       | 1,895              | 2.8%    | 96  |
| Spent \$201+ at Fine Dining Restaurants/30 Days          | 1,691              | 2.5%    | 88  |
| Went for Breakfast at Family Restaurant/Steak House/6 Mo | 8,652              | 12.6%   | 103 |
| Went for Lunch at Family Restaurant/Steak House/6 Mo     | 13,018             | 18.9%   | 101 |
| Went for Dinner at Family Restaurant/Steak House/6 Mo    | 33,074             | 48.1%   | 103 |
| Went for Snacks at Family Restaurant/Steak House/6 Mo    | 1,263              | 1.8%    | 110 |
| Went on Workday to Family Restaurant/Steak House/6 Mo    | 22,532             | 32.8%   | 101 |
| Went on Weekend to Family Restaurant/Steak House/6 Mo    | 28,507             | 41.5%   | 104 |
| Went to Applebee`s/6 Mo                                  | 9,907              | 14.4%   | 94  |
| Went to Bob Evans/6 Mo                                   | 1,455              | 2.1%    | 86  |
| Went to Buffalo Wild Wings/6 Mo                          | 6,833              | 9.9%    | 111 |
| Went to California Pizza Kitchen/6 Mo                    | 1,056              | 1.5%    | 87  |
| Went to Carrabba`s/6 Mo                                  | 1,740              | 2.5%    | 117 |
| Went to The Cheesecake Factory/6 Mo                      | 5,509              | 8.0%    | 114 |
| Went to Chili`s Grill & Bar/6 Mo                         | 8,023              | 11.7%   | 121 |
| Went to Cracker Barrel/6 Mo                              | 7,256              | 10.6%   | 96  |
| Went to Denny`s/6 Mo                                     | 4,783              | 7.0%    | 104 |
| Went to Golden Corral/6 Mo                               | 2,907              | 4.2%    | 100 |
| Went to IHOP/6 Mo  | 5,759              | 8.4%    | 108 |
| Went to Logan`s Roadhouse/6 Mo                           | 1,208              | 1.8%    | 92  |
| Went to Longhorn Steakhouse/6 Mo                         | 4,492              | 6.5%    | 105 |
| Went to Olive Garden/6 Mo                                | 11,911             | 17.3%   | 110 |
| Went to Outback Steakhouse/6 Mo                          | 5,578              | 8.1%    | 101 |
| Went to Red Lobster/6 Mo                                 | 5,124              | 7.5%    | 101 |
| Went to Red Robin/6 Mo                                   | 4,364              | 6.4%    | 117 |
| Went to Ruby Tuesday/6 Mo                                | 1,044              | 1.5%    | 86  |
| Went to Texas Roadhouse/6 Mo                             | 9,486              | 13.8%   | 107 |
| Went to T.G.I. Friday`s/6 Mo                             | 1,802              | 2.6%    | 106 |
| Went to Waffle House/6 Mo                                | 4,012              | 5.8%    | 110 |
| Went to Fast Food/Drive-In Restaurant/6 Mo               | 63,088             | 91.8%   | 101 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days         | 28,288             | 41.2%   | 104 |
| Spent \$1-10 at Fast Food Restaurant/30 Days             | 2,295              | 3.3%    | 94  |
| Spent \$11-20 at Fast Food Restaurant/30 Days            | 5,534              | 8.1%    | 99  |
| Spent \$21-40 at Fast Food Restaurant/30 Days            | 11,298             | 16.4%   | 102 |
| Spent \$41-50 at Fast Food Restaurant/30 Days            | 6,254              | 9.1%    | 99  |
| Spent \$51-100 at Fast Food Restaurant/30 Days           | 14,413             | 21.0%   | 102 |
| Spent \$101-200 at Fast Food Restaurant/30 Days          | 9,145              | 13.3%   | 103 |
| Spent \$201+ at Fast Food Restaurant/30 Days             | 4,129              | 6.0%    | 102 |
| Ordered Eat-In Fast Food/6 Mo                            | 19,728             | 28.7%   | 99  |

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105 N Market St, Frederick, Maryland, 21701  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

| Product/Consumer Behavior                        | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Ordered Home Delivery Fast Food/6 Mo             | 10,279             | 15.0%   | 116 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo      | 36,493             | 53.1%   | 101 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo          | 15,755             | 22.9%   | 101 |
| Bought Breakfast at Fast Food Restaurant/6 Mo    | 24,914             | 36.3%   | 101 |
| Bought Lunch at Fast Food Restaurant/6 Mo        | 37,203             | 54.1%   | 101 |
| Bought Dinner at Fast Food Restaurant/6 Mo       | 38,935             | 56.7%   | 104 |
| Bought Snack at Fast Food Restaurant/6 Mo        | 10,147             | 14.8%   | 105 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 45,756             | 66.6%   | 101 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 37,431             | 54.5%   | 103 |
| Bought A&W/6 Mo                                  | 1,347              | 2.0%    | 91  |
| Bought Arby`s/6 Mo                               | 11,695             | 17.0%   | 93  |
| Bought Baskin-Robbins/6 Mo                       | 2,519              | 3.7%    | 109 |
| Bought Boston Market/6 Mo                        | 1,216              | 1.8%    | 99  |
| Bought Burger King/6 Mo                          | 18,317             | 26.7%   | 98  |
| Bought Captain D`s/6 Mo                          | 1,751              | 2.5%    | 89  |
| Bought Carl`s Jr./6 Mo                           | 2,964              | 4.3%    | 91  |
| Bought Checkers/6 Mo                             | 1,747              | 2.5%    | 107 |
| Bought Chick-Fil-A/6 Mo                          | 25,370             | 36.9%   | 110 |
| Bought Chipotle Mexican Grill/6 Mo               | 13,251             | 19.3%   | 112 |
| Bought Chuck E. Cheese`s/6 Mo                    | 1,130              | 1.6%    | 110 |
| Bought Church`s Fried Chicken/6 Mo               | 2,410              | 3.5%    | 116 |
| Bought Cold Stone Creamery/6 Mo                  | 2,309              | 3.4%    | 109 |
| Bought Dairy Queen/6 Mo                          | 10,575             | 15.4%   | 98  |
| Bought Del Taco/6 Mo                             | 2,288              | 3.3%    | 92  |
| Bought Domino`s Pizza/6 Mo                       | 12,458             | 18.1%   | 108 |
| Bought Dunkin` Donuts/6 Mo                       | 10,831             | 15.8%   | 106 |
| Bought Five Guys/6 Mo                            | 7,284              | 10.6%   | 107 |
| Bought Hardee`s/6 Mo                             | 2,756              | 4.0%    | 80  |
| Bought Jack in the Box/6 Mo                      | 5,369              | 7.8%    | 115 |
| Bought Jersey Mike`s/6 Mo                        | 6,223              | 9.1%    | 107 |
| Bought Jimmy John`s/6 Mo                         | 4,822              | 7.0%    | 114 |
| Bought KFC/6 Mo                                  | 11,188             | 16.3%   | 94  |
| Bought Krispy Kreme Doughnuts/6 Mo               | 5,173              | 7.5%    | 113 |
| Bought Little Caesars/6 Mo                       | 8,623              | 12.5%   | 103 |
| Bought Long John Silver`s/6 Mo                   | 1,629              | 2.4%    | 91  |
| Bought McDonald`s/6 Mo                           | 33,595             | 48.9%   | 99  |
| Bought Panda Express/6 Mo                        | 10,476             | 15.2%   | 116 |
| Bought Panera Bread/6 Mo                         | 9,752              | 14.2%   | 105 |
| Bought Papa John`s/6 Mo                          | 6,450              | 9.4%    | 113 |
| Bought Papa Murphy`s/6 Mo                        | 2,526              | 3.7%    | 109 |
| Bought Pizza Hut/6 Mo                            | 8,711              | 12.7%   | 102 |
| Bought Popeyes Chicken/6 Mo                      | 10,134             | 14.7%   | 107 |
| Bought Sonic Drive-In/6 Mo                       | 8,284              | 12.1%   | 107 |
| Bought Starbucks/6 Mo                            | 15,772             | 23.0%   | 108 |
| Bought Steak `N Shake/6 Mo                       | 2,119              | 3.1%    | 107 |
| Bought Subway/6 Mo                               | 15,417             | 22.4%   | 99  |
| Bought Taco Bell/6 Mo                            | 19,288             | 28.1%   | 101 |
| Bought Wendy`s/6 Mo                              | 18,721             | 27.2%   | 101 |
| Bought Whataburger/6 Mo                          | 5,807              | 8.5%    | 141 |
| Bought White Castle/6 Mo                         | 1,500              | 2.2%    | 91  |
| Bought Wing-Stop/6 Mo                            | 3,204              | 4.7%    | 127 |

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# Restaurant Market Potential

105 N Market St, Frederick, Maryland, 21701  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

|  |        |       |     |
|--|--------|-------|-----|
| Went to Fine Dining Restaurant/6 Mo              | 10,358 | 15.1% | 98  |
| Went to Fine Dining Restaurant/30 Days           | 7,893  | 11.5% | 98  |
| Went to Fine Dining Restaurant 2+ Times/30 Days  | 3,619  | 5.3%  | 96  |
| Used DoorDash Site/App for Take-Out/Del/30 Days  | 9,602  | 14.0% | 111 |
| Used Grubhub Site/App for Take-Out/Del/30 Days   | 3,368  | 4.9%  | 106 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 738    | 1.1%  | 96  |
| Used Restrnt Site/App for Take-Out/Del/30 Days   | 15,850 | 23.1% | 106 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 6,057  | 8.8%  | 122 |
| Used Yelp Site/App for Take-Out/Del/30 Days      | 846    | 1.2%  | 93  |

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105 N Market St, Frederick, Maryland, 21701  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

| Demographic Summary                                      |  | 2024                      | 2029      |     |
|--|--|---------------------------|-----------|-----|
| Population   |  | 139,440                   | 151,632   |     |
| Population 18+   |  | 108,305                   | 119,253   |     |
| Households   |  | 53,126                    | 58,382    |     |
| Median Household Income                                  |  | \$102,370                 | \$110,784 |     |
| Product/Consumer Behavior                                |  | Expected Number of Adults | Percent   | MPI |
| Went to Family Restaurant/Steak House/6 Mo               |  | 79,464                    | 73.4%     | 103 |
| Went to Family Restaurant/Steak House 4+ Times/30 Days   |  | 26,757                    | 24.7%     | 106 |
| Spent \$1-30 at Family Restaurant/Steak House/30 Days    |  | 6,419                     | 5.9%      | 100 |
| Spent \$31-50 at Family Restaurant/Steak House/30 Days   |  | 9,882                     | 9.1%      | 102 |
| Spent \$51-100 at Family Restaurant/Steak House/30 Days  |  | 18,214                    | 16.8%     | 105 |
| Spent \$101-200 at Family Restaurant/Steak House/30 Days |  | 13,612                    | 12.6%     | 107 |
| Spent \$201+ at Family Restaurant/Steak House/30 Days    |  | 8,106                     | 7.5%      | 112 |
| Spent \$1-100 at Fine Dining Restaurants/30 Days         |  | 4,025                     | 3.7%      | 107 |
| Spent \$101-200 at Fine Dining Restaurants/30 Days       |  | 3,333                     | 3.1%      | 107 |
| Spent \$201+ at Fine Dining Restaurants/30 Days          |  | 3,169                     | 2.9%      | 104 |
| Went for Breakfast at Family Restaurant/Steak House/6 Mo |  | 13,988                    | 12.9%     | 105 |
| Went for Lunch at Family Restaurant/Steak House/6 Mo     |  | 20,734                    | 19.1%     | 102 |
| Went for Dinner at Family Restaurant/Steak House/6 Mo    |  | 53,499                    | 49.4%     | 105 |
| Went for Snacks at Family Restaurant/Steak House/6 Mo    |  | 1,878                     | 1.7%      | 104 |
| Went on Workday to Family Restaurant/Steak House/6 Mo    |  | 36,709                    | 33.9%     | 104 |
| Went on Weekend to Family Restaurant/Steak House/6 Mo    |  | 45,593                    | 42.1%     | 105 |
| Went to Applebee`s/6 Mo                                  |  | 15,142                    | 14.0%     | 91  |
| Went to Bob Evans/6 Mo                                   |  | 2,251                     | 2.1%      | 85  |
| Went to Buffalo Wild Wings/6 Mo                          |  | 10,401                    | 9.6%      | 107 |
| Went to California Pizza Kitchen/6 Mo                    |  | 1,795                     | 1.7%      | 94  |
| Went to Carrabba`s/6 Mo                                  |  | 2,878                     | 2.7%      | 123 |
| Went to The Cheesecake Factory/6 Mo                      |  | 8,735                     | 8.1%      | 114 |
| Went to Chili`s Grill & Bar/6 Mo                         |  | 12,308                    | 11.4%     | 118 |
| Went to Cracker Barrel/6 Mo                              |  | 11,660                    | 10.8%     | 98  |
| Went to Denny`s/6 Mo                                     |  | 7,104                     | 6.6%      | 98  |
| Went to Golden Corral/6 Mo                               |  | 4,133                     | 3.8%      | 91  |
| Went to IHOP/6 Mo  |  | 8,964                     | 8.3%      | 107 |
| Went to Logan`s Roadhouse/6 Mo                           |  | 1,886                     | 1.7%      | 91  |
| Went to Longhorn Steakhouse/6 Mo                         |  | 7,122                     | 6.6%      | 105 |
| Went to Olive Garden/6 Mo                                |  | 18,575                    | 17.2%     | 109 |
| Went to Outback Steakhouse/6 Mo                          |  | 9,038                     | 8.3%      | 104 |
| Went to Red Lobster/6 Mo                                 |  | 7,856                     | 7.3%      | 98  |
| Went to Red Robin/6 Mo                                   |  | 6,949                     | 6.4%      | 118 |
| Went to Ruby Tuesday/6 Mo                                |  | 1,605                     | 1.5%      | 84  |
| Went to Texas Roadhouse/6 Mo                             |  | 15,019                    | 13.9%     | 107 |
| Went to T.G.I. Friday`s/6 Mo                             |  | 2,564                     | 2.4%      | 96  |
| Went to Waffle House/6 Mo                                |  | 5,985                     | 5.5%      | 104 |
| Went to Fast Food/Drive-In Restaurant/6 Mo               |  | 99,584                    | 91.9%     | 101 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days         |  | 43,973                    | 40.6%     | 102 |
| Spent \$1-10 at Fast Food Restaurant/30 Days             |  | 3,661                     | 3.4%      | 95  |
| Spent \$11-20 at Fast Food Restaurant/30 Days            |  | 8,778                     | 8.1%      | 99  |
| Spent \$21-40 at Fast Food Restaurant/30 Days            |  | 17,632                    | 16.3%     | 101 |
| Spent \$41-50 at Fast Food Restaurant/30 Days            |  | 9,867                     | 9.1%      | 99  |
| Spent \$51-100 at Fast Food Restaurant/30 Days           |  | 22,563                    | 20.8%     | 102 |
| Spent \$101-200 at Fast Food Restaurant/30 Days          |  | 14,375                    | 13.3%     | 102 |
| Spent \$201+ at Fast Food Restaurant/30 Days             |  | 6,811                     | 6.3%      | 107 |
| Ordered Eat-In Fast Food/6 Mo                            |  | 31,752                    | 29.3%     | 102 |

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105 N Market St, Frederick, Maryland, 21701  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

| Product/Consumer Behavior                        | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Ordered Home Delivery Fast Food/6 Mo             | 15,302             | 14.1%   | 109 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo      | 58,343             | 53.9%   | 102 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo          | 25,003             | 23.1%   | 101 |
| Bought Breakfast at Fast Food Restaurant/6 Mo    | 39,473             | 36.4%   | 102 |
| Bought Lunch at Fast Food Restaurant/6 Mo        | 59,519             | 55.0%   | 102 |
| Bought Dinner at Fast Food Restaurant/6 Mo       | 61,266             | 56.6%   | 104 |
| Bought Snack at Fast Food Restaurant/6 Mo        | 16,325             | 15.1%   | 108 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 72,977             | 67.4%   | 102 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 58,705             | 54.2%   | 103 |
| Bought A&W/6 Mo                                  | 2,131              | 2.0%    | 91  |
| Bought Arby`s/6 Mo                               | 18,650             | 17.2%   | 94  |
| Bought Baskin-Robbins/6 Mo                       | 4,057              | 3.7%    | 111 |
| Bought Boston Market/6 Mo                        | 1,834              | 1.7%    | 95  |
| Bought Burger King/6 Mo                          | 28,004             | 25.9%   | 95  |
| Bought Captain D`s/6 Mo                          | 2,529              | 2.3%    | 81  |
| Bought Carl`s Jr./6 Mo                           | 4,811              | 4.4%    | 94  |
| Bought Checkers/6 Mo                             | 2,456              | 2.3%    | 95  |
| Bought Chick-Fil-A/6 Mo                          | 40,452             | 37.4%   | 112 |
| Bought Chipotle Mexican Grill/6 Mo               | 21,170             | 19.5%   | 114 |
| Bought Chuck E. Cheese`s/6 Mo                    | 1,586              | 1.5%    | 98  |
| Bought Church`s Fried Chicken/6 Mo               | 3,319              | 3.1%    | 102 |
| Bought Cold Stone Creamery/6 Mo                  | 3,729              | 3.4%    | 111 |
| Bought Dairy Queen/6 Mo                          | 16,961             | 15.7%   | 100 |
| Bought Del Taco/6 Mo                             | 3,876              | 3.6%    | 99  |
| Bought Domino`s Pizza/6 Mo                       | 19,053             | 17.6%   | 105 |
| Bought Dunkin` Donuts/6 Mo                       | 17,046             | 15.7%   | 106 |
| Bought Five Guys/6 Mo                            | 11,620             | 10.7%   | 109 |
| Bought Hardee`s/6 Mo                             | 4,096              | 3.8%    | 76  |
| Bought Jack in the Box/6 Mo                      | 8,116              | 7.5%    | 110 |
| Bought Jersey Mike`s/6 Mo                        | 10,565             | 9.8%    | 115 |
| Bought Jimmy John`s/6 Mo                         | 8,004              | 7.4%    | 120 |
| Bought KFC/6 Mo                                  | 17,070             | 15.8%   | 91  |
| Bought Krispy Kreme Doughnuts/6 Mo               | 8,004              | 7.4%    | 111 |
| Bought Little Caesars/6 Mo                       | 12,904             | 11.9%   | 98  |
| Bought Long John Silver`s/6 Mo                   | 2,369              | 2.2%    | 84  |
| Bought McDonald`s/6 Mo                           | 52,437             | 48.4%   | 98  |
| Bought Panda Express/6 Mo                        | 16,646             | 15.4%   | 117 |
| Bought Panera Bread/6 Mo                         | 16,273             | 15.0%   | 112 |
| Bought Papa John`s/6 Mo                          | 10,067             | 9.3%    | 112 |
| Bought Papa Murphy`s/6 Mo                        | 4,326              | 4.0%    | 118 |
| Bought Pizza Hut/6 Mo                            | 13,154             | 12.1%   | 98  |
| Bought Popeyes Chicken/6 Mo                      | 15,524             | 14.3%   | 104 |
| Bought Sonic Drive-In/6 Mo                       | 13,025             | 12.0%   | 107 |
| Bought Starbucks/6 Mo                            | 25,289             | 23.3%   | 110 |
| Bought Steak `N Shake/6 Mo                       | 3,160              | 2.9%    | 102 |
| Bought Subway/6 Mo                               | 23,779             | 22.0%   | 97  |
| Bought Taco Bell/6 Mo                            | 29,793             | 27.5%   | 99  |
| Bought Wendy`s/6 Mo                              | 28,814             | 26.6%   | 99  |
| Bought Whataburger/6 Mo                          | 9,195              | 8.5%    | 142 |
| Bought White Castle/6 Mo                         | 2,348              | 2.2%    | 90  |
| Bought Wing-Stop/6 Mo                            | 4,744              | 4.4%    | 119 |

**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 2024 and 2029.

# Restaurant Market Potential

105 N Market St, Frederick, Maryland, 21701  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.41552  
 Longitude: -77.41085

|  |        |       |     |
|--|--------|-------|-----|
| Went to Fine Dining Restaurant/6 Mo              | 17,694 | 16.3% | 106 |
| Went to Fine Dining Restaurant/30 Days           | 13,629 | 12.6% | 108 |
| Went to Fine Dining Restaurant 2+ Times/30 Days  | 6,325  | 5.8%  | 106 |
| Used DoorDash Site/App for Take-Out/Del/30 Days  | 14,833 | 13.7% | 109 |
| Used Grubhub Site/App for Take-Out/Del/30 Days   | 5,234  | 4.8%  | 105 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 1,100  | 1.0%  | 91  |
| Used Restrnt Site/App for Take-Out/Del/30 Days   | 25,602 | 23.6% | 109 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 8,980  | 8.3%  | 115 |
| Used Yelp Site/App for Take-Out/Del/30 Days      | 1,451  | 1.3%  | 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 2024 and 2029.



# Business Summary

105 N Market St, Frederick, Maryland, 21701  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.41552  
Longitude: -77.41085

| Data for all businesses in area                |            | 1 mile  |           | 3 miles |            | 5 miles |           |         |            |         |           |         |
|--|------------|---------|-----------|---------|------------|---------|-----------|---------|------------|---------|-----------|---------|
| Total Businesses:                              |            | 1,677   |           | 5,203   |            | 6,440   |           |         |            |         |           |         |
| Total Employees:                               |            | 18,365  |           | 70,651  |            | 86,074  |           |         |            |         |           |         |
| Total Population:                              |            | 14,032  |           | 87,720  |            | 139,440 |           |         |            |         |           |         |
| Employee/Population Ratio (per 100 Residents)  |            | 131     |           | 81      |            | 62      |           |         |            |         |           |         |
| by SIC Codes                                   | Businesses |         | Employees |         | Businesses |         | Employees |         | Businesses |         | Employees |         |
|  | Number     | Percent | Number    | Percent | Number     | Percent | Number    | Percent | Number     | Percent | Number    | Percent |
| Agriculture & Mining                           | 19         | 1.1%    | 107       | 0.6%    | 61         | 1.2%    | 541       | 0.8%    | 88         | 1.4%    | 951       | 1.1%    |
| Construction                                   | 84         | 5.0%    | 637       | 3.5%    | 313        | 6.0%    | 3,900     | 5.5%    | 446        | 6.9%    | 4,942     | 5.7%    |
| Manufacturing                                  | 43         | 2.6%    | 626       | 3.4%    | 135        | 2.6%    | 2,994     | 4.2%    | 178        | 2.8%    | 3,947     | 4.6%    |
| Transportation                                 | 21         | 1.3%    | 552       | 3.0%    | 87         | 1.7%    | 1,362     | 1.9%    | 123        | 1.9%    | 1,573     | 1.8%    |
| Communication                                  | 8          | 0.5%    | 59        | 0.3%    | 43         | 0.8%    | 244       | 0.3%    | 50         | 0.8%    | 291       | 0.3%    |
| Utility  | 4          | 0.2%    | 12        | 0.1%    | 23         | 0.4%    | 212       | 0.3%    | 30         | 0.5%    | 255       | 0.3%    |
| Wholesale Trade                                | 40         | 2.4%    | 577       | 3.1%    | 155        | 3.0%    | 1,964     | 2.8%    | 210        | 3.3%    | 2,816     | 3.3%    |
| Retail Trade Summary                           | 263        | 15.7%   | 2,589     | 14.1%   | 1,010      | 19.4%   | 18,182    | 25.7%   | 1,175      | 18.2%   | 20,617    | 24.0%   |
| Home Improvement                               | 8          | 0.5%    | 56        | 0.3%    | 47         | 0.9%    | 1,001     | 1.4%    | 67         | 1.0%    | 1,400     | 1.6%    |
| General Merchandise Stores                     | 7          | 0.4%    | 288       | 1.6%    | 31         | 0.6%    | 2,123     | 3.0%    | 35         | 0.5%    | 2,147     | 2.5%    |
| Food Stores                                    | 23         | 1.4%    | 164       | 0.9%    | 101        | 1.9%    | 2,228     | 3.2%    | 118        | 1.8%    | 2,679     | 3.1%    |
| Auto Dealers & Gas Stations                    | 20         | 1.2%    | 143       | 0.8%    | 116        | 2.2%    | 2,500     | 3.5%    | 133        | 2.1%    | 2,738     | 3.2%    |
| Apparel & Accessory Stores                     | 17         | 1.0%    | 84        | 0.5%    | 62         | 1.2%    | 540       | 0.8%    | 68         | 1.1%    | 577       | 0.7%    |
| Furniture & Home Furnishings                   | 19         | 1.1%    | 74        | 0.4%    | 73         | 1.4%    | 781       | 1.1%    | 91         | 1.4%    | 926       | 1.1%    |
| Eating & Drinking Places                       | 88         | 5.2%    | 1,389     | 7.6%    | 322        | 6.2%    | 6,761     | 9.6%    | 370        | 5.7%    | 7,637     | 8.9%    |
| Miscellaneous Retail                           | 82         | 4.9%    | 393       | 2.1%    | 260        | 5.0%    | 2,247     | 3.2%    | 292        | 4.5%    | 2,513     | 2.9%    |
| Finance, Insurance, Real Estate Summary        | 202        | 12.0%   | 1,745     | 9.5%    | 540        | 10.4%   | 4,402     | 6.2%    | 655        | 10.2%   | 5,167     | 6.0%    |
| Banks, Savings & Lending Institutions          | 32         | 1.9%    | 193       | 1.1%    | 101        | 1.9%    | 967       | 1.4%    | 114        | 1.8%    | 1,075     | 1.2%    |
| Securities Brokers                             | 37         | 2.2%    | 182       | 1.0%    | 72         | 1.4%    | 316       | 0.4%    | 88         | 1.4%    | 383       | 0.4%    |
| Insurance Carriers & Agents                    | 29         | 1.7%    | 134       | 0.7%    | 84         | 1.6%    | 478       | 0.7%    | 92         | 1.4%    | 532       | 0.6%    |
| Real Estate, Holding, Other Investment Offices | 105        | 6.3%    | 1,236     | 6.7%    | 283        | 5.4%    | 2,642     | 3.7%    | 361        | 5.6%    | 3,177     | 3.7%    |
| Services Summary                               | 777        | 46.3%   | 8,609     | 46.9%   | 2,312      | 44.4%   | 27,824    | 39.4%   | 2,843      | 44.1%   | 36,140    | 42.0%   |
| Hotels & Lodging                               | 4          | 0.2%    | 19        | 0.1%    | 28         | 0.5%    | 437       | 0.6%    | 33         | 0.5%    | 536       | 0.6%    |
| Automotive Services                            | 32         | 1.9%    | 133       | 0.7%    | 149        | 2.9%    | 849       | 1.2%    | 180        | 2.8%    | 1,033     | 1.2%    |
| Movies & Amusements                            | 42         | 2.5%    | 344       | 1.9%    | 112        | 2.2%    | 952       | 1.3%    | 144        | 2.2%    | 1,194     | 1.4%    |
| Health Services                                | 105        | 6.3%    | 1,116     | 6.1%    | 565        | 10.9%   | 6,088     | 8.6%    | 622        | 9.7%    | 6,839     | 7.9%    |
| Legal Services                                 | 86         | 5.1%    | 396       | 2.2%    | 113        | 2.2%    | 507       | 0.7%    | 128        | 2.0%    | 554       | 0.6%    |
| Education Institutions & Libraries             | 32         | 1.9%    | 1,888     | 10.3%   | 87         | 1.7%    | 4,124     | 5.8%    | 120        | 1.9%    | 5,784     | 6.7%    |
| Other Services                                 | 476        | 28.4%   | 4,713     | 25.7%   | 1,258      | 24.2%   | 14,867    | 21.0%   | 1,616      | 25.1%   | 20,199    | 23.5%   |
| Government                                     | 84         | 5.0%    | 2,684     | 14.6%   | 160        | 3.1%    | 8,638     | 12.2%   | 173        | 2.7%    | 8,905     | 10.3%   |
| Unclassified Establishments                    | 133        | 7.9%    | 168       | 0.9%    | 363        | 7.0%    | 388       | 0.5%    | 469        | 7.3%    | 471       | 0.5%    |
| Totals   | 1,677      | 100.0%  | 18,365    | 100.0%  | 5,203      | 100.0%  | 70,651    | 100.0%  | 6,440      | 100.0%  | 86,074    | 100.0%  |

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Business Summary

105 N Market St, Frederick, Maryland, 21701  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.41552  
Longitude: -77.41085

| 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                | 2            | 0.1%          | 10            | 0.1%          | 3            | 0.1%          | 11            | 0.0%          | 8            | 0.1%          | 123           | 0.1%          |
| Mining  | 0            | 0.0%          | 0             | 0.0%          | 1            | 0.0%          | 10            | 0.0%          | 2            | 0.0%          | 106           | 0.1%          |
| Utilities   | 2            | 0.1%          | 7             | 0.0%          | 9            | 0.2%          | 128           | 0.2%          | 10           | 0.2%          | 131           | 0.2%          |
| Construction  | 95           | 5.7%          | 699           | 3.8%          | 349          | 6.7%          | 4,178         | 5.9%          | 496          | 7.7%          | 5,401         | 6.3%          |
| Manufacturing   | 44           | 2.6%          | 649           | 3.5%          | 155          | 3.0%          | 2,917         | 4.1%          | 205          | 3.2%          | 4,005         | 4.7%          |
| Wholesale Trade   | 40           | 2.4%          | 577           | 3.1%          | 154          | 3.0%          | 1,957         | 2.8%          | 208          | 3.2%          | 2,803         | 3.3%          |
| Retail Trade  | 163          | 9.7%          | 1,118         | 6.1%          | 644          | 12.4%         | 11,082        | 15.7%         | 751          | 11.7%         | 12,484        | 14.5%         |
| Motor Vehicle & Parts Dealers                           | 17           | 1.0%          | 134           | 0.7%          | 99           | 1.9%          | 2,420         | 3.4%          | 109          | 1.7%          | 2,622         | 3.0%          |
| Furniture & Home Furnishings Stores                     | 12           | 0.7%          | 45            | 0.2%          | 40           | 0.8%          | 504           | 0.7%          | 49           | 0.8%          | 559           | 0.6%          |
| Electronics & Appliance Stores                          | 6            | 0.4%          | 34            | 0.2%          | 28           | 0.5%          | 192           | 0.3%          | 33           | 0.5%          | 226           | 0.3%          |
| Building Material & Garden Equipment & Supplies Dealers | 8            | 0.5%          | 56            | 0.3%          | 44           | 0.8%          | 989           | 1.4%          | 64           | 1.0%          | 1,386         | 1.6%          |
| Food & Beverage Stores                                  | 23           | 1.4%          | 128           | 0.7%          | 92           | 1.8%          | 2,043         | 2.9%          | 111          | 1.7%          | 2,392         | 2.8%          |
| Health & Personal Care Stores                           | 8            | 0.5%          | 63            | 0.3%          | 66           | 1.3%          | 831           | 1.2%          | 74           | 1.1%          | 906           | 1.1%          |
| Gasoline Stations & Fuel Dealers                        | 3            | 0.2%          | 9             | 0.0%          | 19           | 0.4%          | 87            | 0.1%          | 27           | 0.4%          | 136           | 0.2%          |
| Clothing, Clothing Accessories, Shoe and Jewelry Stores | 21           | 1.3%          | 106           | 0.6%          | 79           | 1.5%          | 626           | 0.9%          | 90           | 1.4%          | 676           | 0.8%          |
| Sporting Goods, Hobby, Book, & Music Stores             | 51           | 3.0%          | 223           | 1.2%          | 126          | 2.4%          | 1,157         | 1.6%          | 138          | 2.1%          | 1,323         | 1.5%          |
| General Merchandise Stores                              | 14           | 0.8%          | 319           | 1.7%          | 52           | 1.0%          | 2,233         | 3.2%          | 57           | 0.9%          | 2,258         | 2.6%          |
| Transportation & Warehousing                            | 19           | 1.1%          | 544           | 3.0%          | 71           | 1.4%          | 1,298         | 1.8%          | 98           | 1.5%          | 1,480         | 1.7%          |
| Information   | 36           | 2.1%          | 683           | 3.7%          | 105          | 2.0%          | 1,628         | 2.3%          | 123          | 1.9%          | 1,924         | 2.2%          |
| Finance & Insurance                                     | 97           | 5.8%          | 507           | 2.8%          | 263          | 5.1%          | 1,784         | 2.5%          | 301          | 4.7%          | 2,016         | 2.3%          |
| Central Bank/Credit Intermediation & Related Activities | 28           | 1.7%          | 187           | 1.0%          | 100          | 1.9%          | 982           | 1.4%          | 113          | 1.8%          | 1,090         | 1.3%          |
| Securities & Commodity Contracts                        | 41           | 2.4%          | 186           | 1.0%          | 79           | 1.5%          | 324           | 0.5%          | 96           | 1.5%          | 394           | 0.5%          |
| Funds, Trusts & Other Financial Vehicles                | 29           | 1.7%          | 134           | 0.7%          | 84           | 1.6%          | 478           | 0.7%          | 92           | 1.4%          | 532           | 0.6%          |
| Real Estate, Rental & Leasing                           | 88           | 5.2%          | 1,091         | 5.9%          | 285          | 5.5%          | 2,511         | 3.6%          | 369          | 5.7%          | 3,098         | 3.6%          |
| Professional, Scientific & Tech Services                | 267          | 15.9%         | 1,938         | 10.6%         | 598          | 11.5%         | 6,757         | 9.6%          | 772          | 12.0%         | 10,486        | 12.2%         |
| Legal Services  | 93           | 5.5%          | 419           | 2.3%          | 128          | 2.5%          | 576           | 0.8%          | 147          | 2.3%          | 644           | 0.7%          |
| Management of Companies & Enterprises                   | 5            | 0.3%          | 35            | 0.2%          | 15           | 0.3%          | 126           | 0.2%          | 18           | 0.3%          | 149           | 0.2%          |
| Administrative, Support & Waste Management Services     | 46           | 2.7%          | 205           | 1.1%          | 143          | 2.7%          | 898           | 1.3%          | 202          | 3.1%          | 1,248         | 1.4%          |
| Educational Services                                    | 43           | 2.6%          | 1,740         | 9.5%          | 109          | 2.1%          | 4,046         | 5.7%          | 151          | 2.3%          | 5,737         | 6.7%          |
| Health Care & Social Assistance                         | 157          | 9.4%          | 2,215         | 12.1%         | 683          | 13.1%         | 8,684         | 12.3%         | 764          | 11.9%         | 9,800         | 11.4%         |
| Arts, Entertainment & Recreation                        | 41           | 2.4%          | 443           | 2.4%          | 103          | 2.0%          | 1,146         | 1.6%          | 130          | 2.0%          | 1,338         | 1.6%          |
| Accommodation & Food Services                           | 96           | 5.7%          | 1,434         | 7.8%          | 366          | 7.0%          | 7,362         | 10.4%         | 420          | 6.5%          | 8,355         | 9.7%          |
| Accommodation   | 4            | 0.2%          | 19            | 0.1%          | 28           | 0.5%          | 437           | 0.6%          | 33           | 0.5%          | 536           | 0.6%          |
| Food Services & Drinking Places                         | 92           | 5.5%          | 1,415         | 7.7%          | 338          | 6.5%          | 6,925         | 9.8%          | 387          | 6.0%          | 7,820         | 9.1%          |
| Other Services (except Public Administration)           | 219          | 13.1%         | 1,589         | 8.7%          | 621          | 11.9%         | 5,072         | 7.2%          | 770          | 12.0%         | 5,991         | 7.0%          |
| Automotive Repair & Maintenance                         | 25           | 1.5%          | 113           | 0.6%          | 109          | 2.1%          | 680           | 1.0%          | 133          | 2.1%          | 839           | 1.0%          |
| Public Administration                                   | 85           | 5.1%          | 2,714         | 14.8%         | 161          | 3.1%          | 8,668         | 12.3%         | 174          | 2.7%          | 8,930         | 10.4%         |
| Unclassified Establishments                             | 133          | 7.9%          | 168           | 0.9%          | 363          | 7.0%          | 388           | 0.5%          | 469          | 7.3%          | 471           | 0.5%          |
| <b>Total</b>  | <b>1,677</b> | <b>100.0%</b> | <b>18,365</b> | <b>100.0%</b> | <b>5,203</b> | <b>100.0%</b> | <b>70,651</b> | <b>100.0%</b> | <b>6,440</b> | <b>100.0%</b> | <b>86,074</b> | <b>100.0%</b> |

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