

## Market Profile

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

	0.5 miles	1 mile	1.5 miles
<b>Population Summary</b>			
2010 Total Population	4,919	33,289	67,050
2020 Total Population	6,889	38,626	72,267
2020 Group Quarters	9	549	2,803
2024 Total Population	6,829	37,658	72,891
2024 Group Quarters	9	549	2,829
2029 Total Population	7,705	38,217	74,201
2024-2029 Annual Rate	2.44%	0.30%	0.36%
2024 Total Daytime Population	16,016	73,283	168,244
Workers	14,117	61,260	143,285
Residents	1,899	12,023	24,959
<b>Household Summary</b>			
2010 Households	2,863	16,671	30,746
2010 Average Household Size	1.69	1.95	1.97
2020 Total Households	4,193	20,316	37,237
2020 Average Household Size	1.64	1.87	1.87
2024 Households	4,248	20,163	38,220
2024 Average Household Size	1.61	1.84	1.83
2029 Households	4,952	21,175	40,253
2029 Average Household Size	1.55	1.78	1.77
2024-2029 Annual Rate	3.11%	0.98%	1.04%
2010 Families	943	6,178	11,182
2010 Average Family Size	2.46	2.71	2.80
2024 Families	1,337	6,879	12,374
2024 Average Family Size	2.28	2.70	2.74
2029 Families	1,511	7,126	12,841
2029 Average Family Size	2.23	2.62	2.66
2024-2029 Annual Rate	2.48%	0.71%	0.74%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,329	17,215	32,478
Owner Occupied Housing Units	33.7%	40.6%	36.8%
Renter Occupied Housing Units	52.0%	43.2%	47.5%
Vacant Housing Units	14.3%	16.2%	15.8%
2010 Housing Units	3,684	19,817	36,367
Owner Occupied Housing Units	27.9%	38.8%	35.0%
Renter Occupied Housing Units	49.9%	45.3%	49.6%
Vacant Housing Units	22.3%	15.9%	15.5%
2020 Housing Units	5,123	23,838	43,133
Owner Occupied Housing Units	23.4%	32.6%	29.5%
Renter Occupied Housing Units	58.5%	52.6%	56.9%
Vacant Housing Units	18.7%	14.5%	13.7%
2024 Housing Units	5,822	24,504	45,474
Owner Occupied Housing Units	22.0%	33.5%	29.6%
Renter Occupied Housing Units	50.9%	48.8%	54.5%
Vacant Housing Units	27.0%	17.7%	16.0%
2029 Housing Units	6,190	25,127	46,854
Owner Occupied Housing Units	21.5%	34.6%	30.7%
Renter Occupied Housing Units	58.5%	49.6%	55.2%
Vacant Housing Units	20.0%	15.7%	14.1%

**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.

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<b>2024 Households by Income</b>			
Household Income Base	4,248	20,163	38,215
<\$15,000	7.7%	8.9%	11.3%
\$15,000 - \$24,999	3.1%	4.8%	5.9%
\$25,000 - \$34,999	2.5%	3.4%	4.3%
\$35,000 - \$49,999	4.1%	5.5%	6.6%
\$50,000 - \$74,999	9.7%	10.7%	13.2%
\$75,000 - \$99,999	11.2%	10.9%	10.5%
\$100,000 - \$149,999	17.4%	17.5%	17.3%
\$150,000 - \$199,999	13.2%	13.2%	11.4%
\$200,000+	31.1%	25.1%	19.6%
Average Household Income	\$183,941	\$162,873	\$140,311
<b>2029 Households by Income</b>			
Household Income Base	4,952	21,175	40,248
<\$15,000	6.9%	8.3%	10.8%
\$15,000 - \$24,999	2.4%	3.8%	4.9%
\$25,000 - \$34,999	2.0%	2.8%	3.8%
\$35,000 - \$49,999	3.3%	4.5%	5.6%
\$50,000 - \$74,999	8.2%	9.1%	11.7%
\$75,000 - \$99,999	10.3%	10.3%	10.3%
\$100,000 - \$149,999	16.7%	17.0%	17.1%
\$150,000 - \$199,999	14.4%	14.4%	12.5%
\$200,000+	36.0%	29.6%	23.2%
Average Household Income	\$209,121	\$186,273	\$159,887
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,283	8,211	13,423
<\$50,000	1.3%	0.6%	0.7%
\$50,000 - \$99,999	0.0%	0.1%	0.9%
\$100,000 - \$149,999	0.2%	0.6%	1.3%
\$150,000 - \$199,999	1.0%	1.6%	2.7%
\$200,000 - \$249,999	5.8%	5.7%	6.6%
\$250,000 - \$299,999	3.8%	8.8%	10.9%
\$300,000 - \$399,999	25.5%	30.6%	30.9%
\$400,000 - \$499,999	15.7%	19.4%	18.9%
\$500,000 - \$749,999	24.9%	25.7%	22.1%
\$750,000 - \$999,999	12.9%	4.5%	3.2%
\$1,000,000 - \$1,499,999	8.3%	2.3%	1.8%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.1%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$569,977	\$468,950	\$438,502
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	1,330	8,706	14,356
<\$50,000	0.4%	0.2%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.5%
\$100,000 - \$149,999	0.0%	0.1%	0.4%
\$150,000 - \$199,999	0.2%	0.4%	1.0%
\$200,000 - \$249,999	1.1%	1.8%	2.3%
\$250,000 - \$299,999	1.5%	3.8%	5.4%
\$300,000 - \$399,999	13.6%	20.4%	22.9%
\$400,000 - \$499,999	12.6%	19.0%	20.1%
\$500,000 - \$749,999	36.5%	42.3%	37.7%
\$750,000 - \$999,999	22.5%	8.5%	6.2%
\$1,000,000 - \$1,499,999	11.3%	3.3%	3.0%
\$1,500,000 - \$1,999,999	0.2%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$683,208	\$555,437	\$523,908

**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.

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<b>Median Household Income</b>			
2024	\$129,295	\$112,655	\$94,996
2029	\$150,985	\$128,142	\$105,990
<b>Median Home Value</b>			
2024	\$479,104	\$411,177	\$387,539
2029	\$640,689	\$525,231	\$485,383
<b>Per Capita Income</b>			
2024	\$113,297	\$87,550	\$73,773
2029	\$133,152	\$103,572	\$86,929
<b>Median Age</b>			
2010	34.5	32.7	32.0
2020	34.4	32.7	32.3
2024	34.9	33.4	33.1
2029	37.7	35.4	34.5
<b>2020 Population by Age</b>			
Total	6,889	38,626	72,267
0 - 4	3.3%	4.5%	4.5%
5 - 9	2.1%	3.0%	3.2%
10 - 14	1.8%	2.7%	2.8%
15 - 24	10.3%	10.9%	11.8%
25 - 34	34.6%	36.1%	36.4%
35 - 44	15.3%	14.9%	14.9%
45 - 54	10.3%	8.9%	8.6%
55 - 64	10.4%	8.6%	8.4%
65 - 74	7.8%	6.8%	6.2%
75 - 84	3.4%	2.8%	2.6%
85 +	0.8%	0.8%	0.8%
18 +	92.0%	88.6%	88.1%
<b>2024 Population by Age</b>			
Total	6,830	37,656	72,891
0 - 4	3.3%	4.5%	4.4%
5 - 9	2.4%	3.2%	3.3%
10 - 14	1.7%	2.3%	2.5%
15 - 24	8.4%	8.5%	9.4%
25 - 34	34.7%	37.6%	37.6%
35 - 44	18.3%	17.5%	17.5%
45 - 54	9.7%	8.4%	8.2%
55 - 64	9.2%	7.7%	7.5%
65 - 74	7.3%	6.3%	5.8%
75 - 84	4.2%	3.2%	2.9%
85 +	0.8%	0.8%	0.8%
18 +	91.8%	88.7%	88.4%
<b>2029 Population by Age</b>			
Total	7,703	38,217	74,203
0 - 4	3.0%	4.1%	4.2%
5 - 9	2.6%	3.3%	3.3%
10 - 14	2.4%	2.9%	2.9%
15 - 24	8.2%	8.6%	9.4%
25 - 34	26.1%	30.0%	31.7%
35 - 44	23.2%	21.6%	20.7%
45 - 54	11.0%	9.8%	9.3%
55 - 64	8.9%	7.6%	7.3%
65 - 74	7.9%	6.7%	6.3%
75 - 84	5.4%	4.2%	3.7%
85 +	1.2%	1.0%	1.0%
18 +	91.0%	88.3%	88.1%

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<b>2020 Population by Sex</b>			
Males	3,352	19,051	36,138
Females	3,537	19,575	36,129
<b>2024 Population by Sex</b>			
Males	3,359	18,913	37,109
Females	3,470	18,745	35,782
<b>2029 Population by Sex</b>			
Males	3,767	19,030	37,508
Females	3,938	19,187	36,693
<b>2010 Population by Race/Ethnicity</b>			
Total	4,918	33,289	67,050
White Alone	73.2%	71.0%	59.0%
Black Alone	16.2%	19.5%	31.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.7%	4.1%	4.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.8%	2.5%
Two or More Races	2.5%	2.2%	2.1%
Hispanic Origin	5.8%	7.1%	6.4%
Diversity Index	49.7	52.6	60.3
<b>2020 Population by Race/Ethnicity</b>			
Total	6,889	38,626	72,267
White Alone	69.6%	67.1%	57.6%
Black Alone	9.4%	15.5%	24.7%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	10.2%	6.3%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	3.5%	3.7%
Two or More Races	7.5%	7.4%	7.0%
Hispanic Origin	6.9%	8.0%	8.1%
Diversity Index	55.5	58.7	65.6
<b>2024 Population by Race/Ethnicity</b>			
Total	6,829	37,658	72,891
White Alone	68.1%	65.8%	55.9%
Black Alone	9.3%	15.3%	24.8%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	10.7%	6.5%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	3.9%	4.0%
Two or More Races	8.3%	8.1%	7.8%
Hispanic Origin	7.7%	8.9%	9.1%
Diversity Index	57.8	60.7	67.7
<b>2029 Population by Race/Ethnicity</b>			
Total	7,706	38,218	74,201
White Alone	65.2%	63.5%	53.7%
Black Alone	9.9%	15.8%	25.4%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	11.9%	7.2%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	4.3%	4.3%
Two or More Races	9.1%	8.8%	8.5%
Hispanic Origin	8.4%	9.7%	9.9%
Diversity Index	61.1	63.5	69.8

**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.

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<b>2020 Population by Relationship and Household Type</b>			
Total	6,889	38,626	72,267
In Households	99.9%	98.6%	96.1%
Householder	60.2%	52.8%	51.5%
Opposite-Sex Spouse	14.0%	12.7%	10.9%
Same-Sex Spouse	0.7%	0.5%	0.4%
Opposite-Sex Unmarried Partner	5.6%	5.6%	5.3%
Same-Sex Unmarried Partner	0.5%	0.4%	0.4%
Biological Child	10.2%	13.0%	13.4%
Adopted Child	0.1%	0.2%	0.2%
Stepchild	0.2%	0.2%	0.3%
Grandchild	0.4%	0.8%	1.1%
Brother or Sister	0.8%	0.9%	1.1%
Parent	0.5%	0.4%	0.6%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.1%	0.1%
Other Relatives	0.3%	0.7%	0.9%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	6.1%	10.2%	9.7%
In Group Quarters	0.1%	1.4%	3.9%
Institutionalized	0.0%	0.0%	2.8%
Noninstitutionalized	0.1%	1.4%	1.1%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	5,750	30,709	58,598
Less than 9th Grade	0.4%	1.4%	1.6%
9th - 12th Grade, No Diploma	2.4%	3.1%	4.4%
High School Graduate	6.0%	8.2%	10.3%
GED/Alternative Credential	2.5%	2.7%	3.4%
Some College, No Degree	9.7%	8.1%	9.4%
Associate Degree	1.7%	2.7%	3.4%
Bachelor's Degree	36.1%	39.0%	35.7%
Graduate/Professional Degree	41.2%	34.8%	31.8%
<b>2024 Population 15+ by Marital Status</b>			
Total	6,323	33,892	65,418
Never Married	47.4%	52.2%	56.1%
Married	41.8%	37.1%	33.1%
Widowed	0.8%	2.3%	2.7%
Divorced	10.0%	8.4%	8.1%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,052	26,249	47,589
Population 16+ Employed	98.8%	98.5%	97.9%
Population 16+ Unemployment rate	1.2%	1.5%	2.1%
Population 16-24 Employed	8.9%	8.7%	8.8%
Population 16-24 Unemployment rate	1.5%	2.4%	3.9%
Population 25-54 Employed	75.7%	79.8%	80.5%
Population 25-54 Unemployment rate	0.6%	1.1%	1.6%
Population 55-64 Employed	10.6%	8.1%	7.5%
Population 55-64 Unemployment rate	0.6%	1.9%	3.8%
Population 65+ Employed	4.7%	3.4%	3.2%
Population 65+ Unemployment rate	10.6%	6.6%	6.6%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	4,993	25,868	46,584
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	3.9%	3.8%	4.2%
Manufacturing	3.3%	5.2%	5.0%
Wholesale Trade	0.6%	0.8%	0.9%
Retail Trade	5.1%	4.5%	4.2%
Transportation/Utilities	1.1%	2.7%	3.7%
Information	2.7%	2.7%	2.5%
Finance/Insurance/Real Estate	7.7%	9.0%	8.1%
Services	63.5%	63.0%	63.6%
Public Administration	12.1%	8.2%	7.6%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	4,989	25,870	46,583
White Collar	91.5%	89.9%	87.0%
Management/Business/Financial	29.6%	33.2%	29.7%
Professional	52.8%	46.7%	47.2%
Sales	4.3%	5.2%	4.8%
Administrative Support	4.7%	4.7%	5.2%
Services	6.2%	6.7%	7.6%
Blue Collar	2.2%	3.5%	5.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.6%	0.8%	1.1%
Installation/Maintenance/Repair	0.2%	0.5%	0.8%
Production	0.7%	0.8%	1.1%
Transportation/Material Moving	0.8%	1.3%	2.3%
<b>2020 Households by Type</b>			
Total	4,193	20,316	37,237
Married Couple Households	24.9%	25.0%	22.0%
With Own Children <18	5.1%	7.2%	6.5%
Without Own Children <18	19.8%	17.7%	15.5%
Cohabiting Couple Households	10.1%	11.3%	11.2%
With Own Children <18	0.5%	0.8%	1.0%
Without Own Children <18	9.6%	10.5%	10.2%
Male Householder, No Spouse/Partner	30.4%	29.3%	30.4%
Living Alone	24.6%	21.5%	22.6%
65 Years and over	3.4%	3.6%	3.7%
With Own Children <18	0.8%	0.8%	0.8%
Without Own Children <18, With Relatives	1.6%	1.9%	2.0%
No Relatives Present	3.3%	5.2%	5.0%
Female Householder, No Spouse/Partner	34.6%	34.4%	36.4%
Living Alone	26.1%	22.6%	23.3%
65 Years and over	3.8%	5.0%	4.9%
With Own Children <18	2.1%	3.2%	3.8%
Without Own Children <18, With Relatives	2.4%	3.6%	4.2%
No Relatives Present	4.0%	5.1%	5.1%
<b>2020 Households by Size</b>			
Total	4,193	20,316	37,237
1 Person Household	50.7%	44.0%	45.9%
2 Person Household	35.1%	35.5%	33.7%
3 Person Household	8.3%	11.5%	11.3%
4 Person Household	3.4%	5.6%	5.4%
5 Person Household	1.4%	2.0%	2.0%
6 Person Household	0.8%	0.8%	1.0%
7 + Person Household	0.3%	0.5%	0.6%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,193	20,316	37,237
Owner Occupied	28.5%	38.2%	34.1%
Owned with a Mortgage/Loan	20.3%	30.7%	27.7%
Owned Free and Clear	8.2%	7.5%	6.4%
Renter Occupied	71.5%	61.8%	65.9%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	98	100	89
Percent of Income for Mortgage	23.2%	22.8%	25.5%
Wealth Index	122	106	88
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	5,123	23,838	43,133
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	6,889	38,626	72,267
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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	0.5 miles	1 mile	1.5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	City Commons (11E)	Emerald City (8B)	Emerald City (8B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$18,033,895	\$76,047,537	\$125,341,309
Average Spent	\$4,245.27	\$3,771.64	\$3,279.47
Spending Potential Index	178	158	138
Education: Total \$	\$12,887,114	\$53,919,964	\$87,551,083
Average Spent	\$3,033.69	\$2,674.20	\$2,290.71
Spending Potential Index	176	155	133
Entertainment/Recreation: Total \$	\$26,993,694	\$113,887,083	\$186,028,030
Average Spent	\$6,354.45	\$5,648.32	\$4,867.30
Spending Potential Index	155	138	119
Food at Home: Total \$	\$51,219,109	\$218,472,611	\$359,588,237
Average Spent	\$12,057.23	\$10,835.32	\$9,408.38
Spending Potential Index	165	148	129
Food Away from Home: Total \$	\$29,199,272	\$122,497,912	\$201,078,527
Average Spent	\$6,873.65	\$6,075.38	\$5,261.08
Spending Potential Index	177	156	135
Health Care: Total \$	\$45,387,280	\$194,708,204	\$320,467,923
Average Spent	\$10,684.39	\$9,656.71	\$8,384.82
Spending Potential Index	139	126	109
HH Furnishings & Equipment: Total \$	\$21,015,437	\$88,442,617	\$145,185,753
Average Spent	\$4,947.14	\$4,386.38	\$3,798.69
Spending Potential Index	156	139	120
Personal Care Products & Services: Total \$	\$7,373,387	\$31,044,852	\$50,938,013
Average Spent	\$1,735.73	\$1,539.69	\$1,332.76
Spending Potential Index	174	155	134
Shelter: Total \$	\$194,209,140	\$818,484,950	\$1,338,817,479
Average Spent	\$45,717.78	\$40,593.41	\$35,029.24
Spending Potential Index	171	152	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,212,723	\$81,713,451	\$133,189,575
Average Spent	\$4,522.77	\$4,052.64	\$3,484.81
Spending Potential Index	129	116	99
Travel: Total \$	\$21,067,811	\$87,980,334	\$142,667,837
Average Spent	\$4,959.47	\$4,363.45	\$3,732.81
Spending Potential Index	163	144	123
Vehicle Maintenance & Repairs: Total \$	\$9,706,583	\$41,253,763	\$68,289,816
Average Spent	\$2,284.98	\$2,046.01	\$1,786.76
Spending Potential Index	154	138	121

**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.

February 27, 2025



# Retail Goods and Services Expenditures

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Ring: 0.5 mile radius

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	76.4%	Population	6,829	7,705
Laptops and Lattes (3A)	15.0%	Households	4,248	4,952
City Commons (11E)	4.7%	Families	1,337	1,511
Exurbanites (1E)	3.9%	Median Age	34.9	37.7
	0.0%	Median Household Income	\$129,295	\$150,985
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		178	\$4,245.27	\$18,033,895
Men's		178	\$783.98	\$3,330,360
Women's		173	\$1,379.85	\$5,861,619
Children's		171	\$628.82	\$2,671,239
Footwear		178	\$889.16	\$3,777,135
Watches & Jewelry		208	\$474.09	\$2,013,955
Apparel Products and Services (1)		184	\$89.36	\$379,586
<b>Computer</b>				
Computers and Hardware for Home Use		183	\$495.77	\$2,106,011
Portable Memory		200	\$8.16	\$34,644
Computer Software		215	\$33.52	\$142,403
Computer Accessories		181	\$42.92	\$182,327
<b>Entertainment &amp; Recreation</b>		155	\$6,354.45	\$26,993,694
Fees and Admissions		161	\$1,333.69	\$5,665,508
Membership Fees for Clubs (2)		166	\$501.93	\$2,132,219
Fees for Participant Sports, excl. Trips		138	\$183.61	\$779,981
Tickets to Theatre/Operas/Concerts		169	\$128.92	\$547,659
Tickets to Movies		178	\$44.01	\$186,947
Tickets to Parks or Museums		167	\$62.50	\$265,514
Admission to Sporting Events, excl. Trips		159	\$125.65	\$533,771
Fees for Recreational Lessons		165	\$285.12	\$1,211,191
Dating Services		246	\$1.94	\$8,225
TV/Video/Audio		154	\$2,049.34	\$8,705,605
Cable and Satellite Television Services		140	\$1,055.68	\$4,484,525
Televisions		166	\$254.20	\$1,079,852
Satellite Dishes		163	\$2.04	\$8,675
VCRs, Video Cameras, and DVD Players		171	\$8.53	\$36,227
Miscellaneous Video Equipment		142	\$32.06	\$136,203
Video Cassettes and DVDs		179	\$10.32	\$43,849
Video Game Hardware/Accessories		201	\$93.42	\$396,858
Video Game Software		223	\$45.27	\$192,288
Rental/Streaming/Downloaded Video		173	\$298.84	\$1,269,469
Installation of Televisions		129	\$2.19	\$9,321
Audio (3)		171	\$244.13	\$1,037,080
Rental and Repair of TV/Radio/Sound Equipment		167	\$2.65	\$11,256
Pets		152	\$1,540.46	\$6,543,859
Toys/Games/Crafts/Hobbies (4)		165	\$300.56	\$1,276,793
Recreational Vehicles and Fees (5)		131	\$257.96	\$1,095,804
Sports/Recreation/Exercise Equipment (6)		147	\$449.12	\$1,907,850
Photo Equipment and Supplies (7)		189	\$115.68	\$491,418
Reading (8)		168	\$234.52	\$996,230
Catered Affairs (9)		185	\$73.12	\$310,629
<b>Food</b>		169	\$18,930.88	\$80,418,381
Food at Home		165	\$12,057.23	\$51,219,109
Bakery and Cereal Products		163	\$1,527.98	\$6,490,868
Meats, Poultry, Fish, and Eggs		167	\$2,622.35	\$11,139,761
Dairy Products		162	\$1,122.58	\$4,768,731
Fruits and Vegetables		168	\$2,434.06	\$10,339,897
Snacks and Other Food at Home (10)		164	\$4,350.25	\$18,479,852
Food Away from Home		177	\$6,873.65	\$29,199,272
Alcoholic Beverages		187	\$1,218.49	\$5,176,149

**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.

# Retail Goods and Services Expenditures

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Ring: 0.5 mile radius

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	131	\$60,821.77	\$258,370,862
Value of Retirement Plans	121	\$195,973.93	\$832,497,251
Value of Other Financial Assets	127	\$11,565.37	\$49,129,711
Vehicle Loan Amount excluding Interest	154	\$5,442.59	\$23,120,131
Value of Credit Card Debt	160	\$4,621.25	\$19,631,057
<b>Health</b>			
Nonprescription Drugs	143	\$253.78	\$1,078,041
Prescription Drugs	125	\$518.68	\$2,203,333
Eyeglasses and Contact Lenses	146	\$184.88	\$785,364
<b>Home</b>			
Mortgage Payment and Basics (11)	122	\$16,530.35	\$70,220,927
Maintenance and Remodeling Services	112	\$5,245.96	\$22,284,847
Maintenance and Remodeling Materials (12)	102	\$879.99	\$3,738,181
Utilities, Fuel, and Public Services	147	\$8,774.97	\$37,276,092
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	171	\$224.69	\$954,470
Furniture	156	\$1,548.77	\$6,579,156
Rugs	157	\$71.53	\$303,873
Major Appliances (14)	134	\$789.15	\$3,352,295
Housewares (15)	160	\$171.19	\$727,207
Small Appliances	188	\$151.21	\$642,351
Luggage	171	\$35.51	\$150,828
Telephones and Accessories	187	\$189.02	\$802,978
<b>Household Operations</b>			
Child Care	180	\$995.16	\$4,227,426
Lawn and Garden (16)	122	\$851.17	\$3,615,790
Moving/Storage/Freight Express	196	\$237.67	\$1,009,608
Housekeeping Supplies (17)	159	\$1,439.62	\$6,115,522
<b>Insurance</b>			
Owners and Renters Insurance	115	\$950.16	\$4,036,279
Vehicle Insurance	160	\$3,388.23	\$14,393,190
Life/Other Insurance	133	\$900.75	\$3,826,379
Health Insurance	139	\$6,943.69	\$29,496,792
Personal Care Products (18)	174	\$975.04	\$4,141,989
School Books (19)	174	\$73.89	\$313,902
Smoking Products	162	\$756.08	\$3,211,841
<b>Transportation</b>			
Payments on Vehicles excluding Leases	149	\$4,525.02	\$19,222,306
Gasoline and Motor Oil	154	\$5,121.93	\$21,757,971
Vehicle Maintenance and Repairs	154	\$2,284.98	\$9,706,583
<b>Travel</b>			
Airline Fares	177	\$1,121.36	\$4,763,520
Lodging on Trips	156	\$1,533.90	\$6,516,019
Auto/Truck Rental on Trips	169	\$196.14	\$833,221
Food and Drink on Trips	166	\$1,234.44	\$5,243,904

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February 27, 2025

# Retail Goods and Services Expenditures

1351-1383 Point St 2  
1351-1383 Point St, Baltimore, Maryland, 21231  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.28015  
Longitude: -76.59881

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	43.6%	Population	37,658	38,217
Laptops and Lattes (3A)	24.7%	Households	20,163	21,175
Emerald City (8B)	9.1%	Families	6,879	7,126
Retirement Communities (9E)	8.1%	Median Age	33.4	35.4
Trendsetters (3C)	4.7%	Median Household Income	\$112,655	\$128,142
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		158	\$3,771.64	\$76,047,537
Men's		158	\$697.34	\$14,060,406
Women's		155	\$1,235.43	\$24,910,068
Children's		152	\$555.94	\$11,209,336
Footwear		158	\$788.91	\$15,906,717
Watches & Jewelry		182	\$414.53	\$8,358,182
Apparel Products and Services (1)		163	\$79.49	\$1,602,828
<b>Computer</b>				
Computers and Hardware for Home Use		162	\$439.30	\$8,857,551
Portable Memory		177	\$7.20	\$145,246
Computer Software		189	\$29.46	\$593,986
Computer Accessories		161	\$38.23	\$770,895
<b>Entertainment &amp; Recreation</b>		138	\$5,648.32	\$113,887,083
Fees and Admissions		142	\$1,173.68	\$23,664,911
Membership Fees for Clubs (2)		146	\$442.06	\$8,913,181
Fees for Participant Sports, excl. Trips		122	\$162.99	\$3,286,318
Tickets to Theatre/Operas/Concerts		149	\$113.64	\$2,291,371
Tickets to Movies		158	\$38.99	\$786,141
Tickets to Parks or Museums		146	\$54.85	\$1,105,951
Admission to Sporting Events, excl. Trips		140	\$111.01	\$2,238,321
Fees for Recreational Lessons		144	\$248.40	\$5,008,440
Dating Services		222	\$1.75	\$35,189
TV/Video/Audio		139	\$1,844.82	\$37,197,154
Cable and Satellite Television Services		128	\$965.34	\$19,464,125
Televisions		149	\$227.05	\$4,578,070
Satellite Dishes		145	\$1.81	\$36,593
VCRs, Video Cameras, and DVD Players		152	\$7.58	\$152,822
Miscellaneous Video Equipment		121	\$27.35	\$551,512
Video Cassettes and DVDs		161	\$9.29	\$187,271
Video Game Hardware/Accessories		177	\$82.06	\$1,654,639
Video Game Software		197	\$40.00	\$806,612
Rental/Streaming/Downloaded Video		153	\$264.16	\$5,326,174
Installation of Televisions		115	\$1.96	\$39,515
Audio (3)		152	\$215.84	\$4,352,078
Rental and Repair of TV/Radio/Sound Equipment		149	\$2.37	\$47,743
Pets		135	\$1,365.44	\$27,531,446
Toys/Games/Crafts/Hobbies (4)		147	\$267.87	\$5,401,033
Recreational Vehicles and Fees (5)		116	\$228.13	\$4,599,755
Sports/Recreation/Exercise Equipment (6)		129	\$393.43	\$7,932,671
Photo Equipment and Supplies (7)		166	\$101.28	\$2,042,182
Reading (8)		149	\$209.21	\$4,218,216
Catered Affairs (9)		163	\$64.46	\$1,299,714
<b>Food</b>		151	\$16,910.70	\$340,970,523
Food at Home		148	\$10,835.32	\$218,472,611
Bakery and Cereal Products		147	\$1,375.33	\$27,730,691
Meats, Poultry, Fish, and Eggs		150	\$2,357.68	\$47,537,944
Dairy Products		146	\$1,009.80	\$20,360,610
Fruits and Vegetables		151	\$2,186.49	\$44,086,246
Snacks and Other Food at Home (10)		147	\$3,906.02	\$78,757,120
Food Away from Home		156	\$6,075.38	\$122,497,912
Alcoholic Beverages		165	\$1,076.04	\$21,696,112

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

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# Retail Goods and Services Expenditures

1351-1383 Point St 2  
1351-1383 Point St, Baltimore, Maryland, 21231  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.28015  
Longitude: -76.59881

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	116	\$53,900.63	\$1,086,798,346
Value of Retirement Plans	108	\$174,958.89	\$3,527,696,195
Value of Other Financial Assets	114	\$10,359.52	\$208,879,041
Vehicle Loan Amount excluding Interest	135	\$4,785.00	\$96,480,045
Value of Credit Card Debt	143	\$4,130.60	\$83,285,303
<b>Health</b>			
Nonprescription Drugs	129	\$229.12	\$4,619,726
Prescription Drugs	116	\$478.48	\$9,647,607
Eyeglasses and Contact Lenses	132	\$166.68	\$3,360,693
<b>Home</b>			
Mortgage Payment and Basics (11)	107	\$14,525.63	\$292,880,327
Maintenance and Remodeling Services	99	\$4,614.22	\$93,036,594
Maintenance and Remodeling Materials (12)	90	\$779.32	\$15,713,438
Utilities, Fuel, and Public Services	133	\$7,898.78	\$159,263,062
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	152	\$200.56	\$4,043,921
Furniture	139	\$1,371.56	\$27,654,750
Rugs	139	\$63.45	\$1,279,296
Major Appliances (14)	120	\$703.90	\$14,192,697
Housewares (15)	143	\$153.30	\$3,091,057
Small Appliances	167	\$134.76	\$2,717,099
Luggage	152	\$31.43	\$633,688
Telephones and Accessories	164	\$166.06	\$3,348,253
<b>Household Operations</b>			
Child Care	155	\$858.91	\$17,318,260
Lawn and Garden (16)	109	\$759.05	\$15,304,710
Moving/Storage/Freight Express	174	\$211.63	\$4,267,088
Housekeeping Supplies (17)	143	\$1,291.18	\$26,034,149
<b>Insurance</b>			
Owners and Renters Insurance	103	\$852.80	\$17,194,999
Vehicle Insurance	143	\$3,029.61	\$61,085,975
Life/Other Insurance	119	\$805.44	\$16,240,000
Health Insurance	126	\$6,281.35	\$126,650,924
Personal Care Products (18)	155	\$867.32	\$17,487,860
School Books (19)	154	\$65.59	\$1,322,413
Smoking Products	149	\$693.84	\$13,989,840
<b>Transportation</b>			
Payments on Vehicles excluding Leases	132	\$4,019.39	\$81,043,012
Gasoline and Motor Oil	137	\$4,564.35	\$92,030,978
Vehicle Maintenance and Repairs	138	\$2,046.01	\$41,253,763
<b>Travel</b>			
Airline Fares	155	\$982.78	\$19,815,860
Lodging on Trips	137	\$1,348.60	\$27,191,830
Auto/Truck Rental on Trips	149	\$173.34	\$3,495,154
Food and Drink on Trips	146	\$1,088.23	\$21,941,937

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February 27, 2025

# Retail Goods and Services Expenditures

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Ring: 1.5 mile radius

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	47.3%	Population	72,891	74,201
Laptops and Lattes (3A)	16.3%	Households	38,220	40,253
Emerald City (8B)	9.0%	Families	12,374	12,841
City Commons (11E)	7.4%	Median Age	33.1	34.5
Social Security Set (9F)	4.5%	Median Household Income	\$94,996	\$105,990
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		138	\$3,279.47	\$125,341,309
Men's		137	\$603.96	\$23,083,206
Women's		135	\$1,078.14	\$41,206,515
Children's		134	\$489.98	\$18,726,904
Footwear		138	\$688.08	\$26,298,575
Watches & Jewelry		154	\$350.50	\$13,396,190
Apparel Products and Services (1)		141	\$68.81	\$2,629,920
<b>Computer</b>				
Computers and Hardware for Home Use		141	\$381.96	\$14,598,601
Portable Memory		154	\$6.28	\$239,951
Computer Software		163	\$25.53	\$975,698
Computer Accessories		139	\$32.97	\$1,260,173
<b>Entertainment &amp; Recreation</b>		119	\$4,867.30	\$186,028,030
Fees and Admissions		121	\$997.65	\$38,130,310
Membership Fees for Clubs (2)		124	\$376.07	\$14,373,336
Fees for Participant Sports, excl. Trips		104	\$139.19	\$5,319,932
Tickets to Theatre/Operas/Concerts		127	\$96.82	\$3,700,629
Tickets to Movies		137	\$33.89	\$1,295,211
Tickets to Parks or Museums		126	\$47.21	\$1,804,545
Admission to Sporting Events, excl. Trips		121	\$95.57	\$3,652,516
Fees for Recreational Lessons		120	\$207.39	\$7,926,262
Dating Services		191	\$1.51	\$57,880
TV/Video/Audio		121	\$1,608.64	\$61,482,048
Cable and Satellite Television Services		111	\$838.43	\$32,044,624
Televisions		130	\$198.68	\$7,593,377
Satellite Dishes		129	\$1.61	\$61,706
VCRs, Video Cameras, and DVD Players		132	\$6.58	\$251,447
Miscellaneous Video Equipment		108	\$24.45	\$934,662
Video Cassettes and DVDs		139	\$8.01	\$306,223
Video Game Hardware/Accessories		157	\$72.90	\$2,786,103
Video Game Software		175	\$35.42	\$1,353,898
Rental/Streaming/Downloaded Video		134	\$231.50	\$8,848,084
Installation of Televisions		97	\$1.65	\$63,051
Audio (3)		132	\$187.38	\$7,161,826
Rental and Repair of TV/Radio/Sound Equipment		127	\$2.02	\$77,048
Pets		116	\$1,173.27	\$44,842,315
Toys/Games/Crafts/Hobbies (4)		128	\$232.58	\$8,889,342
Recreational Vehicles and Fees (5)		98	\$192.62	\$7,361,752
Sports/Recreation/Exercise Equipment (6)		112	\$342.02	\$13,071,826
Photo Equipment and Supplies (7)		141	\$86.33	\$3,299,690
Reading (8)		128	\$179.35	\$6,854,796
Catered Affairs (9)		138	\$54.84	\$2,095,951
<b>Food</b>		131	\$14,669.46	\$560,666,764
Food at Home		129	\$9,408.38	\$359,588,237
Bakery and Cereal Products		127	\$1,192.34	\$45,571,201
Meats, Poultry, Fish, and Eggs		131	\$2,053.48	\$78,484,074
Dairy Products		127	\$875.13	\$33,447,644
Fruits and Vegetables		131	\$1,889.92	\$72,232,576
Snacks and Other Food at Home (10)		128	\$3,397.51	\$129,852,741
Food Away from Home		135	\$5,261.08	\$201,078,527
Alcoholic Beverages		142	\$926.83	\$35,423,423

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February 27, 2025

# Retail Goods and Services Expenditures

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Ring: 1.5 mile radius

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	98	\$45,264.35	\$1,730,003,632
Value of Retirement Plans	91	\$148,086.09	\$5,659,850,221
Value of Other Financial Assets	97	\$8,812.33	\$336,807,287
Vehicle Loan Amount excluding Interest	119	\$4,207.53	\$160,811,707
Value of Credit Card Debt	123	\$3,566.40	\$136,307,879
<b>Health</b>			
Nonprescription Drugs	113	\$200.67	\$7,669,708
Prescription Drugs	101	\$419.83	\$16,045,790
Eyeglasses and Contact Lenses	113	\$143.46	\$5,482,995
<b>Home</b>			
Mortgage Payment and Basics (11)	91	\$12,293.40	\$469,853,605
Maintenance and Remodeling Services	84	\$3,899.84	\$149,052,041
Maintenance and Remodeling Materials (12)	77	\$665.62	\$25,440,065
Utilities, Fuel, and Public Services	116	\$6,901.57	\$263,778,132
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	132	\$174.07	\$6,652,834
Furniture	120	\$1,191.10	\$45,523,683
Rugs	118	\$53.77	\$2,055,139
Major Appliances (14)	103	\$607.43	\$23,215,883
Housewares (15)	124	\$132.62	\$5,068,718
Small Appliances	146	\$117.19	\$4,478,911
Luggage	131	\$27.14	\$1,037,119
Telephones and Accessories	142	\$143.40	\$5,480,643
<b>Household Operations</b>			
Child Care	132	\$730.32	\$27,912,905
Lawn and Garden (16)	93	\$650.75	\$24,871,663
Moving/Storage/Freight Express	150	\$182.52	\$6,975,896
Housekeeping Supplies (17)	124	\$1,122.65	\$42,907,689
<b>Insurance</b>			
Owners and Renters Insurance	89	\$738.43	\$28,222,936
Vehicle Insurance	125	\$2,657.51	\$101,570,157
Life/Other Insurance	102	\$691.17	\$26,416,647
Health Insurance	109	\$5,454.96	\$208,488,570
Personal Care Products (18)	135	\$753.13	\$28,784,737
School Books (19)	136	\$57.71	\$2,205,849
Smoking Products	132	\$617.86	\$23,614,453
<b>Transportation</b>			
Payments on Vehicles excluding Leases	116	\$3,525.48	\$134,743,809
Gasoline and Motor Oil	120	\$4,000.58	\$152,902,095
Vehicle Maintenance and Repairs	121	\$1,786.76	\$68,289,816
<b>Travel</b>			
Airline Fares	132	\$836.48	\$31,970,280
Lodging on Trips	117	\$1,150.21	\$43,961,013
Auto/Truck Rental on Trips	129	\$149.42	\$5,710,673
Food and Drink on Trips	126	\$934.00	\$35,697,494

**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.

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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.

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

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# Restaurant Market Potential

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Demographic Summary		2024	2029	
Population		6,829	7,705	
Population 18+		6,268	7,012	
Households		4,248	4,952	
Median Household Income		\$129,295	\$150,985	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		4,095	65.3%	92
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,107	17.7%	76
Spent \$1-30 at Family Restaurant/Steak House/30 Days		346	5.5%	93
Spent \$31-50 at Family Restaurant/Steak House/30 Days		466	7.4%	83
Spent \$51-100 at Family Restaurant/Steak House/30 Days		826	13.2%	83
Spent \$101-200 at Family Restaurant/Steak House/30 Days		574	9.2%	78
Spent \$201+ at Family Restaurant/Steak House/30 Days		380	6.1%	90
Spent \$1-100 at Fine Dining Restaurants/30 Days		265	4.2%	122
Spent \$101-200 at Fine Dining Restaurants/30 Days		301	4.8%	167
Spent \$201+ at Fine Dining Restaurants/30 Days		353	5.6%	201
Went for Breakfast at Family Restaurant/Steak House/6 Mo		573	9.1%	75
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,032	16.5%	88
Went for Dinner at Family Restaurant/Steak House/6 Mo		2,789	44.5%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo		138	2.2%	132
Went on Weekday to Family Restaurant/Steak House/6 Mo		1,778	28.4%	87
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,423	38.7%	96
Went to Applebee`s/6 Mo		656	10.5%	68
Went to Bob Evans/6 Mo		66	1.1%	43
Went to Buffalo Wild Wings/6 Mo		550	8.8%	98
Went to California Pizza Kitchen/6 Mo		171	2.7%	154
Went to Carrabba`s/6 Mo		89	1.4%	66
Went to The Cheesecake Factory/6 Mo		595	9.5%	135
Went to Chili`s Grill & Bar/6 Mo		432	6.9%	71
Went to Cracker Barrel/6 Mo		361	5.8%	52
Went to Denny`s/6 Mo		279	4.5%	66
Went to Golden Corral/6 Mo		146	2.3%	55
Went to IHOP/6 Mo		423	6.7%	87
Went to Logan`s Roadhouse/6 Mo		71	1.1%	59
Went to Longhorn Steakhouse/6 Mo		280	4.5%	72
Went to Olive Garden/6 Mo		675	10.8%	68
Went to Outback Steakhouse/6 Mo		385	6.1%	76
Went to Red Lobster/6 Mo		332	5.3%	72
Went to Red Robin/6 Mo		251	4.0%	74
Went to Ruby Tuesday/6 Mo		63	1.0%	57
Went to Texas Roadhouse/6 Mo		590	9.4%	73
Went to T.G.I. Friday`s/6 Mo		118	1.9%	76
Went to Waffle House/6 Mo		232	3.7%	70
Went to Fast Food/Drive-In Restaurant/6 Mo		5,631	89.8%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,117	33.8%	85
Spent \$1-10 at Fast Food Restaurant/30 Days		245	3.9%	110
Spent \$11-20 at Fast Food Restaurant/30 Days		580	9.3%	113
Spent \$21-40 at Fast Food Restaurant/30 Days		1,086	17.3%	108
Spent \$41-50 at Fast Food Restaurant/30 Days		549	8.8%	95
Spent \$51-100 at Fast Food Restaurant/30 Days		1,091	17.4%	85
Spent \$101-200 at Fast Food Restaurant/30 Days		760	12.1%	93
Spent \$201+ at Fast Food Restaurant/30 Days		309	4.9%	84
Ordered Eat-In Fast Food/6 Mo		1,685	26.9%	93

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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# Restaurant Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	988	15.8%	122
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,972	47.4%	90
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,705	27.2%	120
Bought Breakfast at Fast Food Restaurant/6 Mo	2,081	33.2%	93
Bought Lunch at Fast Food Restaurant/6 Mo	3,186	50.8%	94
Bought Dinner at Fast Food Restaurant/6 Mo	3,417	54.5%	100
Bought Snack at Fast Food Restaurant/6 Mo	1,011	16.1%	115
Bought from Fast Food Restaurant on Weekday/6 Mo	3,954	63.1%	95
Bought from Fast Food Restaurant on Weekend/6 Mo	3,367	53.7%	102
Bought A&W/6 Mo	86	1.4%	63
Bought Arby`s/6 Mo	639	10.2%	56
Bought Baskin-Robbins/6 Mo	225	3.6%	107
Bought Boston Market/6 Mo	123	2.0%	110
Bought Burger King/6 Mo	1,252	20.0%	74
Bought Captain D`s/6 Mo	71	1.1%	39
Bought Carl`s Jr./6 Mo	272	4.3%	92
Bought Checkers/6 Mo	118	1.9%	79
Bought Chick-Fil-A/6 Mo	2,122	33.9%	101
Bought Chipotle Mexican Grill/6 Mo	1,667	26.6%	155
Bought Chuck E. Cheese`s/6 Mo	60	1.0%	64
Bought Church`s Fried Chicken/6 Mo	153	2.4%	81
Bought Cold Stone Creamery/6 Mo	173	2.8%	89
Bought Dairy Queen/6 Mo	702	11.2%	71
Bought Del Taco/6 Mo	206	3.3%	91
Bought Domino`s Pizza/6 Mo	1,019	16.3%	97
Bought Dunkin` Donuts/6 Mo	1,189	19.0%	128
Bought Five Guys/6 Mo	761	12.1%	123
Bought Hardee`s/6 Mo	90	1.4%	29
Bought Jack in the Box/6 Mo	321	5.1%	75
Bought Jersey Mike`s/6 Mo	560	8.9%	105
Bought Jimmy John`s/6 Mo	413	6.6%	107
Bought KFC/6 Mo	717	11.4%	66
Bought Krispy Kreme Doughnuts/6 Mo	411	6.6%	98
Bought Little Caesars/6 Mo	534	8.5%	70
Bought Long John Silver`s/6 Mo	48	0.8%	29
Bought McDonald`s/6 Mo	2,781	44.4%	90
Bought Panda Express/6 Mo	868	13.8%	105
Bought Panera Bread/6 Mo	976	15.6%	116
Bought Papa John`s/6 Mo	502	8.0%	96
Bought Papa Murphy`s/6 Mo	131	2.1%	62
Bought Pizza Hut/6 Mo	500	8.0%	64
Bought Popeyes Chicken/6 Mo	887	14.2%	103
Bought Sonic Drive-In/6 Mo	480	7.7%	68
Bought Starbucks/6 Mo	1,860	29.7%	140
Bought Steak `N Shake/6 Mo	101	1.6%	56
Bought Subway/6 Mo	1,055	16.8%	74
Bought Taco Bell/6 Mo	1,465	23.4%	84
Bought Wendy`s/6 Mo	1,369	21.8%	81
Bought Whataburger/6 Mo	286	4.6%	76
Bought White Castle/6 Mo	114	1.8%	76
Bought Wing-Stop/6 Mo	243	3.9%	105

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Went to Fine Dining Restaurant/6 Mo	1,477	23.6%	153
Went to Fine Dining Restaurant/30 Days	1,134	18.1%	155
Went to Fine Dining Restaurant 2+ Times/30 Days	618	9.9%	180
Used DoorDash Site/App for Take-Out/Del/30 Days	1,165	18.6%	148
Used Grubhub Site/App for Take-Out/Del/30 Days	645	10.3%	223
Used Postmates Site/App for Take-Out/Del/30 Days	126	2.0%	180
Used Restrnt Site/App for Take-Out/Del/30 Days	1,521	24.3%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	893	14.2%	198
Used Yelp Site/App for Take-Out/Del/30 Days	140	2.2%	169

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Demographic Summary		2024	2029
Population		37,658	38,217
Population 18+		33,417	33,732
Households		20,163	21,175
Median Household Income		\$112,655	\$128,142
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		21,854	92
Went to Family Restaurant/Steak House 4+ Times/30 Days		6,112	79
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,896	95
Spent \$31-50 at Family Restaurant/Steak House/30 Days		2,503	84
Spent \$51-100 at Family Restaurant/Steak House/30 Days		4,437	83
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,054	78
Spent \$201+ at Family Restaurant/Steak House/30 Days		2,036	91
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,350	116
Spent \$101-200 at Fine Dining Restaurants/30 Days		1,514	157
Spent \$201+ at Fine Dining Restaurants/30 Days		1,716	183
Went for Breakfast at Family Restaurant/Steak House/6 Mo		3,131	76
Went for Lunch at Family Restaurant/Steak House/6 Mo		5,459	87
Went for Dinner at Family Restaurant/Steak House/6 Mo		14,745	94
Went for Snacks at Family Restaurant/Steak House/6 Mo		696	125
Went on Weekday to Family Restaurant/Steak House/6 Mo		9,503	87
Went on Weekend to Family Restaurant/Steak House/6 Mo		12,737	95
Went to Applebee's/6 Mo		3,768	74
Went to Bob Evans/6 Mo		413	50
Went to Buffalo Wild Wings/6 Mo		2,878	96
Went to California Pizza Kitchen/6 Mo		900	152
Went to Carrabba's/6 Mo		528	73
Went to The Cheesecake Factory/6 Mo		3,037	129
Went to Chili's Grill & Bar/6 Mo		2,352	73
Went to Cracker Barrel/6 Mo		1,943	53
Went to Denny's/6 Mo		1,619	72
Went to Golden Corral/6 Mo		885	63
Went to IHOP/6 Mo		2,291	89
Went to Logan's Roadhouse/6 Mo		409	64
Went to Longhorn Steakhouse/6 Mo		1,555	74
Went to Olive Garden/6 Mo		3,691	70
Went to Outback Steakhouse/6 Mo		2,089	78
Went to Red Lobster/6 Mo		1,865	76
Went to Red Robin/6 Mo		1,355	75
Went to Ruby Tuesday/6 Mo		364	62
Went to Texas Roadhouse/6 Mo		3,126	72
Went to T.G.I. Friday's/6 Mo		717	87
Went to Waffle House/6 Mo		1,286	73
Went to Fast Food/Drive-In Restaurant/6 Mo		29,962	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		11,549	87
Spent \$1-10 at Fast Food Restaurant/30 Days		1,304	110
Spent \$11-20 at Fast Food Restaurant/30 Days		2,979	109
Spent \$21-40 at Fast Food Restaurant/30 Days		5,789	108
Spent \$41-50 at Fast Food Restaurant/30 Days		2,988	97
Spent \$51-100 at Fast Food Restaurant/30 Days		5,901	86
Spent \$101-200 at Fast Food Restaurant/30 Days		3,960	91
Spent \$201+ at Fast Food Restaurant/30 Days		1,639	83
Ordered Eat-In Fast Food/6 Mo		8,891	92

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	5,355	16.0%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	15,688	46.9%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	8,956	26.8%	118
Bought Breakfast at Fast Food Restaurant/6 Mo	11,065	33.1%	92
Bought Lunch at Fast Food Restaurant/6 Mo	16,954	50.7%	94
Bought Dinner at Fast Food Restaurant/6 Mo	18,100	54.2%	99
Bought Snack at Fast Food Restaurant/6 Mo	5,273	15.8%	113
Bought from Fast Food Restaurant on Weekday/6 Mo	20,977	62.8%	95
Bought from Fast Food Restaurant on Weekend/6 Mo	17,778	53.2%	101
Bought A&W/6 Mo	518	1.6%	72
Bought Arby's/6 Mo	3,546	10.6%	58
Bought Baskin-Robbins/6 Mo	1,176	3.5%	105
Bought Boston Market/6 Mo	738	2.2%	124
Bought Burger King/6 Mo	7,128	21.3%	79
Bought Captain D's/6 Mo	468	1.4%	49
Bought Carl's Jr./6 Mo	1,474	4.4%	94
Bought Checkers/6 Mo	706	2.1%	89
Bought Chick-Fil-A/6 Mo	10,983	32.9%	98
Bought Chipotle Mexican Grill/6 Mo	8,415	25.2%	147
Bought Chuck E. Cheese's/6 Mo	354	1.1%	71
Bought Church's Fried Chicken/6 Mo	848	2.5%	84
Bought Cold Stone Creamery/6 Mo	990	3.0%	96
Bought Dairy Queen/6 Mo	3,654	10.9%	70
Bought Del Taco/6 Mo	1,090	3.3%	90
Bought Domino's Pizza/6 Mo	5,499	16.5%	98
Bought Dunkin' Donuts/6 Mo	6,258	18.7%	126
Bought Five Guys/6 Mo	3,930	11.8%	119
Bought Hardee's/6 Mo	611	1.8%	37
Bought Jack in the Box/6 Mo	1,757	5.3%	77
Bought Jersey Mike's/6 Mo	2,796	8.4%	98
Bought Jimmy John's/6 Mo	2,091	6.3%	102
Bought KFC/6 Mo	4,130	12.4%	71
Bought Krispy Kreme Doughnuts/6 Mo	2,234	6.7%	100
Bought Little Caesars/6 Mo	2,875	8.6%	70
Bought Long John Silver's/6 Mo	329	1.0%	38
Bought McDonald's/6 Mo	14,940	44.7%	90
Bought Panda Express/6 Mo	4,617	13.8%	105
Bought Panera Bread/6 Mo	4,949	14.8%	110
Bought Papa John's/6 Mo	2,622	7.8%	94
Bought Papa Murphy's/6 Mo	663	2.0%	59
Bought Pizza Hut/6 Mo	2,779	8.3%	67
Bought Popeyes Chicken/6 Mo	4,866	14.6%	106
Bought Sonic Drive-In/6 Mo	2,483	7.4%	66
Bought Starbucks/6 Mo	9,497	28.4%	134
Bought Steak 'N Shake/6 Mo	556	1.7%	58
Bought Subway/6 Mo	5,800	17.4%	77
Bought Taco Bell/6 Mo	8,026	24.0%	87
Bought Wendy's/6 Mo	7,594	22.7%	84
Bought Whataburger/6 Mo	1,430	4.3%	71
Bought White Castle/6 Mo	733	2.2%	91
Bought Wing-Stop/6 Mo	1,323	4.0%	108

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Went to Fine Dining Restaurant/6 Mo	7,350	22.0%	142
Went to Fine Dining Restaurant/30 Days	5,642	16.9%	144
Went to Fine Dining Restaurant 2+ Times/30 Days	3,052	9.1%	166
Used DoorDash Site/App for Take-Out/Del/30 Days	6,026	18.0%	143
Used Grubhub Site/App for Take-Out/Del/30 Days	3,309	9.9%	215
Used Postmates Site/App for Take-Out/Del/30 Days	677	2.0%	181
Used Restrnt Site/App for Take-Out/Del/30 Days	7,931	23.7%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,525	13.5%	188
Used Yelp Site/App for Take-Out/Del/30 Days	702	2.1%	159

**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

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Ring: 1.5 mile radius

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

Demographic Summary		2024	2029
Population		72,891	74,201
Population 18+		64,401	65,378
Households		38,220	40,253
Median Household Income		\$94,996	\$105,990
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		41,550	90
Went to Family Restaurant/Steak House 4+ Times/30 Days		11,975	80
Spent \$1-30 at Family Restaurant/Steak House/30 Days		3,625	95
Spent \$31-50 at Family Restaurant/Steak House/30 Days		4,768	83
Spent \$51-100 at Family Restaurant/Steak House/30 Days		8,557	83
Spent \$101-200 at Family Restaurant/Steak House/30 Days		5,813	77
Spent \$201+ at Family Restaurant/Steak House/30 Days		3,754	87
Spent \$1-100 at Fine Dining Restaurants/30 Days		2,482	111
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,691	145
Spent \$201+ at Fine Dining Restaurants/30 Days		2,976	165
Went for Breakfast at Family Restaurant/Steak House/6 Mo		5,990	76
Went for Lunch at Family Restaurant/Steak House/6 Mo		10,348	86
Went for Dinner at Family Restaurant/Steak House/6 Mo		27,831	92
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,320	123
Went on Weekday to Family Restaurant/Steak House/6 Mo		17,953	86
Went on Weekend to Family Restaurant/Steak House/6 Mo		24,170	94
Went to Applebee's/6 Mo		7,491	76
Went to Bob Evans/6 Mo		829	53
Went to Buffalo Wild Wings/6 Mo		5,568	96
Went to California Pizza Kitchen/6 Mo		1,634	143
Went to Carrabba's/6 Mo		1,085	78
Went to The Cheesecake Factory/6 Mo		5,717	126
Went to Chili's Grill & Bar/6 Mo		4,635	75
Went to Cracker Barrel/6 Mo		3,931	55
Went to Denny's/6 Mo		3,137	73
Went to Golden Corral/6 Mo		1,918	71
Went to IHOP/6 Mo		4,398	88
Went to Logan's Roadhouse/6 Mo		797	65
Went to Longhorn Steakhouse/6 Mo		3,116	77
Went to Olive Garden/6 Mo		7,235	71
Went to Outback Steakhouse/6 Mo		4,131	80
Went to Red Lobster/6 Mo		3,754	79
Went to Red Robin/6 Mo		2,667	76
Went to Ruby Tuesday/6 Mo		737	65
Went to Texas Roadhouse/6 Mo		6,178	74
Went to T.G.I. Friday's/6 Mo		1,397	88
Went to Waffle House/6 Mo		2,673	78
Went to Fast Food/Drive-In Restaurant/6 Mo		56,597	96
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		22,409	88
Spent \$1-10 at Fast Food Restaurant/30 Days		2,454	107
Spent \$11-20 at Fast Food Restaurant/30 Days		5,502	105
Spent \$21-40 at Fast Food Restaurant/30 Days		10,887	105
Spent \$41-50 at Fast Food Restaurant/30 Days		5,729	97
Spent \$51-100 at Fast Food Restaurant/30 Days		11,231	85
Spent \$101-200 at Fast Food Restaurant/30 Days		7,570	91
Spent \$201+ at Fast Food Restaurant/30 Days		3,120	82
Ordered Eat-In Fast Food/6 Mo		16,831	91

**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.

February 27, 2025

## Restaurant Market Potential

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Ring: 1.5 mile radius

Prepared by Esri  
 Latitude: 39.28015  
 Longitude: -76.59881

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	10,227	15.9%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	29,807	46.3%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	16,674	25.9%	114
Bought Breakfast at Fast Food Restaurant/6 Mo	21,036	32.7%	91
Bought Lunch at Fast Food Restaurant/6 Mo	32,055	49.8%	93
Bought Dinner at Fast Food Restaurant/6 Mo	34,399	53.4%	98
Bought Snack at Fast Food Restaurant/6 Mo	9,996	15.5%	111
Bought from Fast Food Restaurant on Weekday/6 Mo	39,668	61.6%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	33,690	52.3%	99
Bought A&W/6 Mo	989	1.5%	71
Bought Arby's/6 Mo	7,093	11.0%	60
Bought Baskin-Robbins/6 Mo	2,186	3.4%	101
Bought Boston Market/6 Mo	1,397	2.2%	122
Bought Burger King/6 Mo	13,846	21.5%	79
Bought Captain D's/6 Mo	1,081	1.7%	59
Bought Carl's Jr./6 Mo	2,684	4.2%	88
Bought Checkers/6 Mo	1,525	2.4%	99
Bought Chick-Fil-A/6 Mo	21,137	32.8%	98
Bought Chipotle Mexican Grill/6 Mo	15,621	24.3%	141
Bought Chuck E. Cheese's/6 Mo	725	1.1%	75
Bought Church's Fried Chicken/6 Mo	1,821	2.8%	94
Bought Cold Stone Creamery/6 Mo	1,882	2.9%	95
Bought Dairy Queen/6 Mo	7,151	11.1%	71
Bought Del Taco/6 Mo	1,952	3.0%	84
Bought Domino's Pizza/6 Mo	10,596	16.5%	98
Bought Dunkin' Donuts/6 Mo	11,602	18.0%	122
Bought Five Guys/6 Mo	7,410	11.5%	116
Bought Hardee's/6 Mo	1,320	2.0%	41
Bought Jack in the Box/6 Mo	3,258	5.1%	74
Bought Jersey Mike's/6 Mo	5,307	8.2%	97
Bought Jimmy John's/6 Mo	4,108	6.4%	104
Bought KFC/6 Mo	8,250	12.8%	74
Bought Krispy Kreme Doughnuts/6 Mo	4,319	6.7%	101
Bought Little Caesars/6 Mo	5,838	9.1%	74
Bought Long John Silver's/6 Mo	743	1.2%	44
Bought McDonald's/6 Mo	28,544	44.3%	89
Bought Panda Express/6 Mo	8,704	13.5%	103
Bought Panera Bread/6 Mo	9,241	14.3%	107
Bought Papa John's/6 Mo	5,197	8.1%	97
Bought Papa Murphy's/6 Mo	1,246	1.9%	57
Bought Pizza Hut/6 Mo	5,576	8.7%	70
Bought Popeyes Chicken/6 Mo	9,495	14.7%	107
Bought Sonic Drive-In/6 Mo	5,068	7.9%	70
Bought Starbucks/6 Mo	17,470	27.1%	128
Bought Steak 'N Shake/6 Mo	1,172	1.8%	63
Bought Subway/6 Mo	11,365	17.6%	78
Bought Taco Bell/6 Mo	15,514	24.1%	87
Bought Wendy's/6 Mo	14,826	23.0%	86
Bought Whataburger/6 Mo	2,913	4.5%	76
Bought White Castle/6 Mo	1,421	2.2%	92
Bought Wing-Stop/6 Mo	2,587	4.0%	109

**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.

February 27, 2025

## Restaurant Market Potential

1351-1383 Point St 2  
1351-1383 Point St, Baltimore, Maryland, 21231  
Ring: 1.5 mile radius

Prepared by Esri  
Latitude: 39.28015  
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Went to Fine Dining Restaurant/6 Mo	13,282	20.6%	134
Went to Fine Dining Restaurant/30 Days	10,115	15.7%	134
Went to Fine Dining Restaurant 2+ Times/30 Days	5,485	8.5%	155
Used DoorDash Site/App for Take-Out/Del/30 Days	11,368	17.7%	140
Used Grubhub Site/App for Take-Out/Del/30 Days	6,019	9.3%	203
Used Postmates Site/App for Take-Out/Del/30 Days	1,286	2.0%	179
Used Restrnt Site/App for Take-Out/Del/30 Days	14,695	22.8%	105
Used Uber Eats Site/App for Take-Out/Del/30 Days	8,393	13.0%	181
Used Yelp Site/App for Take-Out/Del/30 Days	1,262	2.0%	148

**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

1351-1383 Point St 2  
1351-1383 Point St, Baltimore, Maryland, 21231  
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri  
Latitude: 39.28015  
Longitude: -76.59881

Data for all businesses in area		0.5 miles				1 mile				1.5 miles			
Total Businesses:		878				3,651				7,331			
Total Employees:		12,744				55,281				125,176			
Total Population:		6,829				37,658				72,891			
Employee/Population Ratio (per 100 Residents)		187				147				172			
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Agriculture, Forestry, Fishing & Hunting	1	0.1%	3	0.0%	5	0.1%	55	0.1%	8	0.1%	79	0.1%	
Mining	0	0.0%	0	0.0%	1	0.0%	25	0.1%	3	0.0%	48	0.0%	
Utilities	3	0.3%	53	0.4%	7	0.2%	95	0.2%	11	0.1%	165	0.1%	
Construction	30	3.4%	239	1.9%	121	3.3%	1,045	1.9%	200	2.7%	1,670	1.3%	
Building Construction	11	1.3%	85	0.7%	46	1.3%	329	0.6%	80	1.1%	568	0.5%	
Heavy/Civil Eng Construction	7	0.8%	92	0.7%	22	0.6%	318	0.6%	35	0.5%	468	0.4%	
Specialty Trade Contractor	12	1.4%	63	0.5%	53	1.4%	398	0.7%	84	1.1%	634	0.5%	
Manufacturing	16	1.8%	297	2.3%	72	2.0%	1,454	2.6%	128	1.8%	2,235	1.8%	
Wholesale Trade	16	1.8%	337	2.6%	59	1.6%	804	1.4%	98	1.3%	1,119	0.9%	
Durable Goods	10	1.1%	132	1.0%	42	1.1%	487	0.9%	70	0.9%	699	0.6%	
Nondurable Goods	5	0.6%	205	1.6%	16	0.4%	311	0.6%	26	0.3%	399	0.3%	
Trade Broker	0	0.0%	0	0.0%	1	0.0%	6	0.0%	2	0.0%	21	0.0%	
Retail Trade	87	9.9%	759	6.0%	273	7.5%	5,026	9.1%	483	6.6%	6,519	5.2%	
Motor Vehicle & Parts Dealers	3	0.3%	12	0.1%	18	0.5%	100	0.2%	34	0.5%	172	0.1%	
Furniture & Home Furnishings Stores	10	1.1%	67	0.5%	14	0.4%	78	0.1%	17	0.2%	91	0.1%	
Electronics & Appliance Stores	2	0.2%	21	0.2%	8	0.2%	113	0.2%	18	0.3%	258	0.2%	
Building Material & Garden Equipment & Supplies Dealers	3	0.3%	22	0.2%	15	0.4%	235	0.4%	18	0.3%	301	0.2%	
Food & Beverage Stores	15	1.7%	203	1.6%	59	1.6%	753	1.4%	98	1.3%	986	0.8%	
Health & Personal Care Stores	8	0.9%	103	0.8%	25	0.7%	269	0.5%	55	0.8%	479	0.4%	
Gasoline Stations & Fuel Dealers	1	0.1%	5	0.0%	2	0.1%	10	0.0%	10	0.1%	39	0.0%	
Clothing, Clothing Accessories, Shoe and Jewelry Stores	22	2.5%	248	1.9%	41	1.1%	3,077	5.6%	72	1.0%	3,433	2.7%	
Sporting Goods, Hobby, Book, & Music Stores	13	1.5%	45	0.3%	54	1.5%	231	0.4%	91	1.2%	379	0.3%	
General Merchandise Stores	11	1.3%	34	0.3%	36	1.0%	160	0.3%	69	0.9%	380	0.3%	
Transportation & Warehousing	12	1.4%	104	0.8%	53	1.4%	1,146	2.1%	89	1.2%	1,925	1.5%	
Truck Transportation	1	0.1%	8	0.1%	12	0.3%	274	0.5%	20	0.3%	356	0.3%	
Information	27	3.1%	303	2.4%	111	3.0%	1,502	2.7%	196	2.7%	3,717	3.0%	
Finance & Insurance	81	9.2%	1,816	14.3%	238	6.5%	4,257	7.7%	380	5.2%	6,103	4.9%	
Central Bank/Credit Intermediation & Related Activities	17	1.9%	116	0.9%	70	1.9%	560	1.0%	120	1.6%	1,047	0.8%	
Securities & Commodity Contracts	52	5.9%	1,592	12.5%	116	3.2%	2,536	4.6%	180	2.5%	3,386	2.7%	
Funds, Trusts & Other Financial Vehicles	13	1.5%	109	0.9%	51	1.4%	1,161	2.1%	79	1.1%	1,670	1.3%	
Real Estate, Rental & Leasing	65	7.4%	735	5.8%	240	6.6%	1,870	3.4%	392	5.3%	3,050	2.4%	
Professional, Scientific & Tech Services	123	14.0%	1,798	14.1%	615	16.8%	10,051	18.2%	1,112	15.2%	25,828	20.6%	
Legal Services	24	2.7%	328	2.6%	221	6.0%	3,961	7.2%	417	5.7%	7,431	5.9%	
Management of Companies & Enterprises	6	0.7%	104	0.8%	19	0.5%	342	0.6%	35	0.5%	621	0.5%	
Administrative, Support & Waste Management Services	27	3.1%	264	2.1%	128	3.5%	1,938	3.5%	231	3.1%	3,637	2.9%	
Educational Services	23	2.6%	738	5.8%	64	1.8%	1,750	3.2%	123	1.7%	4,889	3.9%	

**Source:** Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

**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.

February 27, 2025

## Business Summary

1351-1383 Point St 2  
 1351-1383 Point St, Baltimore, Maryland, 21231  
 Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri  
 Latitude: 39.28015  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	34	3.9%	368	2.9%	267	7.3%	5,907	10.7%	1,334	18.2%	30,556	24.4%
Ambulatory Health Care	21	2.4%	159	1.3%	190	5.2%	2,370	4.3%	1,165	15.9%	17,276	13.8%
Hospital	3	0.3%	91	0.7%	16	0.4%	2,476	4.5%	48	0.7%	10,812	8.6%
Nursing/Residential Care	1	0.1%	30	0.2%	7	0.2%	154	0.3%	21	0.3%	685	0.6%
Social Assistance	8	0.9%	89	0.7%	53	1.4%	908	1.6%	100	1.4%	1,783	1.4%
Arts, Entertainment & Recreation	30	3.4%	206	1.6%	98	2.7%	1,042	1.9%	170	2.3%	2,463	2.0%
Accommodation & Food Services	152	17.3%	3,299	25.9%	442	12.1%	7,772	14.1%	705	9.6%	11,036	8.8%
Accommodation	20	2.3%	1,226	9.6%	50	1.4%	2,425	4.4%	78	1.1%	3,881	3.1%
Food Services & Drinking Places	133	15.2%	2,073	16.3%	391	10.7%	5,347	9.7%	627	8.6%	7,154	5.7%
Other Services (except Public Administration)	73	8.3%	1,068	8.4%	399	10.9%	3,470	6.3%	786	10.7%	6,581	5.3%
Repair & Maintenance	8	0.9%	31	0.2%	35	1.0%	158	0.3%	55	0.8%	303	0.2%
Automotive Repair & Maintenance	6	0.7%	25	0.2%	23	0.6%	111	0.2%	32	0.4%	187	0.1%
Personal & Laundry Service	33	3.8%	831	6.5%	146	4.0%	1,605	2.9%	288	3.9%	2,457	2.0%
Civic and Other Orgs	32	3.6%	207	1.6%	218	6.0%	1,707	3.1%	443	6.0%	3,822	3.0%
Public Administration	3	0.3%	240	1.9%	91	2.5%	5,683	10.3%	217	3.0%	12,828	10.3%
Unclassified Establishments	69	7.9%	11	0.1%	348	9.5%	48	0.1%	630	8.6%	107	0.1%
Total	878	100.0%	12,744	100.0%	3,651	100.0%	55,281	100.0%	7,331	100.0%	125,176	100.0%

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February 27, 2025

## Business Summary

1351-1383 Point St 2  
1351-1383 Point St, Baltimore, Maryland, 21231  
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri  
Latitude: 39.28015  
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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	0.2%	6	0.1%	17	0.5%	239	0.4%	30	0.4%	369	0.3%
Construction	22	2.5%	155	1.2%	98	2.7%	745	1.4%	163	2.2%	1,243	1.0%
Manufacturing	16	1.8%	348	2.7%	78	2.1%	1,774	3.2%	136	1.9%	2,844	2.3%
Transportation	21	2.4%	142	1.1%	82	2.3%	1,352	2.5%	129	1.8%	2,188	1.8%
Communication	5	0.6%	28	0.2%	26	0.7%	157	0.3%	53	0.7%	330	0.3%
Utility	5	0.6%	75	0.6%	13	0.4%	148	0.3%	24	0.3%	343	0.3%
Wholesale Trade	17	1.9%	349	2.7%	62	1.7%	820	1.5%	102	1.4%	1,140	0.9%
Retail Trade Summary	224	25.5%	2,846	22.3%	677	18.5%	10,453	18.9%	1,132	15.4%	13,804	11.0%
Home Improvement	4	0.5%	27	0.2%	16	0.4%	240	0.4%	19	0.3%	306	0.2%
General Merchandise Stores	9	1.0%	30	0.2%	28	0.8%	136	0.3%	49	0.7%	317	0.3%
Food Stores	17	1.9%	224	1.8%	65	1.8%	853	1.5%	112	1.5%	1,149	0.9%
Auto Dealers & Gas Stations	4	0.5%	17	0.1%	21	0.6%	111	0.2%	43	0.6%	211	0.2%
Apparel & Accessory Stores	20	2.3%	238	1.9%	34	0.9%	3,038	5.5%	54	0.7%	3,365	2.7%
Furniture & Home Furnishings	14	1.6%	93	0.7%	26	0.7%	205	0.4%	42	0.6%	375	0.3%
Eating & Drinking Places	129	14.7%	2,047	16.1%	383	10.5%	5,287	9.6%	611	8.3%	7,038	5.6%
Miscellaneous Retail	26	3.0%	170	1.3%	104	2.9%	582	1.1%	202	2.8%	1,043	0.8%
Finance, Insurance, Real Estate Summary	157	17.9%	2,522	19.8%	518	14.2%	6,567	11.9%	830	11.3%	9,930	7.9%
Banks, Savings & Lending Institutions	17	1.9%	116	0.9%	78	2.1%	654	1.2%	134	1.8%	1,209	1.0%
Securities Brokers	49	5.6%	1,583	12.4%	106	2.9%	2,428	4.4%	160	2.2%	3,194	2.5%
Insurance Carriers & Agents	13	1.5%	109	0.9%	51	1.4%	1,159	2.1%	78	1.1%	1,666	1.3%
Real Estate, Holding, Other Investment Offices	79	9.0%	715	5.6%	284	7.8%	2,327	4.2%	458	6.3%	3,861	3.1%
Services Summary	337	38.4%	6,024	47.3%	1,640	44.9%	27,410	49.6%	3,887	53.0%	80,415	64.2%
Hotels & Lodging	20	2.3%	1,226	9.6%	50	1.4%	2,425	4.4%	78	1.1%	3,881	3.1%
Automotive Services	16	1.8%	290	2.3%	62	1.7%	709	1.3%	126	1.7%	1,308	1.0%
Movies & Amusements	25	2.9%	120	0.9%	78	2.1%	580	1.1%	131	1.8%	1,648	1.3%
Health Services	26	3.0%	279	2.2%	212	5.8%	4,970	9.0%	1,225	16.7%	28,698	22.9%
Legal Services	21	2.4%	313	2.5%	211	5.8%	3,879	7.0%	402	5.5%	7,322	5.8%
Education Institutions & Libraries	18	2.0%	715	5.6%	58	1.6%	1,727	3.1%	127	1.7%	5,034	4.0%
Other Services	211	24.0%	3,080	24.2%	970	26.6%	13,119	23.7%	1,797	24.5%	32,525	26.0%
Government	3	0.3%	240	1.9%	91	2.5%	5,564	10.1%	214	2.9%	12,456	9.9%
Unclassified Establishments	69	7.9%	11	1.9%	349	9.6%	52	10.1%	631	8.6%	113	9.9%
Totals	878	100.0%	12,744	100.0%	3,651	100.0%	55,281	100.0%	7,331	100.0%	125,176	100.0%

**Source:** Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

**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.

February 27, 2025