Market Profile

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

	0.5 miles	1 mile	2 miles
Population Summary			
2010 Total Population	10,010	16,415	84,311
2020 Total Population	11,166	19,803	86,729
2020 Group Quarters	15	134	2,845
2022 Total Population	10,966	19,592	86,201
2022 Group Quarters	15	134	2,845
2027 Total Population	11,483	20,453	85,562
2022-2027 Annual Rate	0.93%	0.86%	-0.15%
2022 Total Daytime Population	9,296	24,987	179,719
Workers	6,445	18,922	143,698
Residents	2,851	6,065	36,021
Household Summary			
2010 Households	4,852	8,400	37,833
2010 Average Household Size	2.06	1.94	2.04
2020 Total Households	5,505	10,481	43,798
2020 Average Household Size	2.03	1.88	1.92
2022 Households	5,424	10,449	43,524
2022 Average Household Size	2.02	1.86	1.92
2027 Households	5,907	10,915	43,697
2027 Average Household Size	1.94	1.86	1.89
2022-2027 Annual Rate	1.72%	0.88%	0.08%
2010 Families	1,734	3,048	14,872
2010 Average Family Size	2.72	2.61	2.93
2022 Families	1,888	3,674	15,689
2022 Average Family Size	2.77	2.61	2.85
2027 Families	2,060	3,852	15,730
2027 Average Family Size	2.65	2.60	2.81
2022-2027 Annual Rate	1.76%	0.95%	0.05%
Housing Unit Summary			
2000 Housing Units	5,004	8,396	40,681
Owner Occupied Housing Units	55.5%	52.9%	30.7%
Renter Occupied Housing Units	34.2%	37.6%	53.0%
Vacant Housing Units	10.2%	9.4%	16.3%
2010 Housing Units	5,427	9,706	45,689
Owner Occupied Housing Units	50.2%	47.1%	28.7%
Renter Occupied Housing Units	39.2%	39.5%	54.1%
Vacant Housing Units	10.6%	13.5%	17.2%
2020 Housing Units	6,343	11,983	51,685
Vacant Housing Units	13.2%	12.5%	15.3%
2022 Housing Units	6,321	12,082	52,201
Owner Occupied Housing Units	46.1%	45.9%	29.6%
Renter Occupied Housing Units	39.7%	40.6%	53.8%
Vacant Housing Units	14.2%	13.5%	16.6%
2027 Housing Units	6,834	12,633	53,038
Owner Occupied Housing Units	42.8%	44.7%	29.5%
Renter Occupied Housing Units	43.6%	41.7%	52.9%
Vacant Housing Units	13.6%	13.6%	17.6%
Median Household Income			
2022	$113,746	$113,644	$70,922
2027	$122,822	$128,482	$90,334
Median Home Value			
2022	$345,425	$385,592	$338,055
2027	$367,536	$424,863	$370,113
Per Capita Income			
2022	$78,651	$88,826	$61,032
2027	$90,745	$103,316	$72,758
Median Age			
2010	29.9	32.3	31.7
2022	32.7	35.6	33.9
2027	34.0	37.1	34.8

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

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

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2022 Households by Income			
Household Income Base	5,417	10,442	43,512
<$15,000	3.6%	7.1%	16.7%
$15,000 - $24,999	3.7%	4.2%	7.1%
$25,000 - $34,999	2.0%	3.5%	7.0%
$35,000 - $49,999	6.4%	6.4%	8.1%
$50,000 - $74,999	11.4%	10.6%	12.6%
$75,000 - $99,999	12.5%	10.0%	9.0%
$100,000 - $149,999	27.0%	22.2%	16.1%
$150,000 - $199,999	12.8%	10.9%	7.0%
$200,000+	20.6%	25.1%	16.3%
Average Household Income	$157,942	$168,822	$120,525
2027 Households by Income			
Household Income Base	5,907	10,915	43,692
<$15,000	3.2%	5.5%	14.4%
$15,000 - $24,999	2.9%	3.1%	6.2%
$25,000 - $34,999	2.0%	3.1%	6.8%
$35,000 - $49,999	4.9%	5.5%	6.1%
$50,000 - $74,999	9.5%	8.5%	10.7%
$75,000 - $99,999	11.7%	8.9%	8.9%
$100,000 - $149,999	27.6%	23.0%	18.1%
$150,000 - $199,999	13.3%	12.3%	9.1%
$200,000+	25.0%	30.1%	19.8%
Average Household Income	$178,891	$194,454	$142,099
2022 Owner Occupied Housing Units by Value			
Total	2,917	5,549	15,426
<$50,000	0.3%	0.3%	2.9%
$50,000 - $99,999	0.3%	0.6%	3.2%
$100,000 - $149,999	0.4%	0.4%	3.0%
$150,000 - $199,999	2.1%	2.2%	5.6%
$200,000 - $249,999	6.3%	5.7%	6.2%
$250,000 - $299,999	23.5%	16.6%	19.5%
$300,000 - $399,999	37.5%	28.5%	25.5%
$400,000 - $499,999	16.0%	14.4%	10.4%
$500,000 - $749,999	12.9%	23.2%	17.7%
$750,000 - $999,999	0.3%	5.5%	4.2%
$1,000,000 - $1,499,999	0.0%	1.5%	1.0%
$1,500,000 - $1,999,999	0.0%	0.4%	0.4%
$2,000,000 +	0.3%	0.9%	0.6%
Average Home Value	$376,971	$466,165	$398,901
2027 Owner Occupied Housing Units by Value			
Total	2,925	5,650	15,635
<$50,000	0.1%	0.1%	3.0%
$50,000 - $99,999	0.2%	0.2%	2.3%
$100,000 - $149,999	0.1%	0.1%	1.7%
$150,000 - $199,999	0.9%	0.9%	3.2%
$200,000 - $249,999	3.3%	3.2%	4.1%
$250,000 - $299,999	18.4%	12.6%	16.3%
$300,000 - $399,999	40.0%	28.8%	27.6%
$400,000 - $499,999	19.6%	16.2%	11.9%
$500,000 - $749,999	17.0%	28.7%	22.5%
$750,000 - $999,999	0.2%	6.3%	5.1%
$1,000,000 - $1,499,999	0.0%	1.6%	1.1%
$1,500,000 - $1,999,999	0.0%	0.4%	0.5%
$2,000,000 +	0.2%	0.8%	0.6%
Average Home Value	$400,889	$497,682	$435,955

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	10,010	16,415	84,310
0 - 4	5.0%	5.0%	5.9%
5 - 9	2.5%	2.4%	4.5%
10 - 14	1.7%	1.6%	3.6%
15 - 24	15.6%	13.4%	15.7%
25 - 34	38.9%	34.1%	27.3%
35 - 44	13.8%	13.6%	13.5%
45 - 54	8.8%	10.0%	12.0%
55 - 64	7.2%	9.6%	9.0%
65 - 74	3.6%	5.6%	4.8%
75 - 84	2.3%	3.4%	2.7%
85 +	0.9%	1.2%	1.0%
18 +	89.7%	89.8%	83.5%
2022 Population by Age			
Total	10,965	19,592	86,199
0 - 4	4.6%	4.4%	5.1%
5 - 9	3.3%	3.5%	4.3%
10 - 14	2.3%	2.9%	3.8%
15 - 24	9.8%	8.3%	12.7%
25 - 34	38.4%	29.7%	26.8%
35 - 44	15.5%	16.3%	15.1%
45 - 54	8.1%	9.2%	9.6%
55 - 64	8.7%	9.9%	9.8%
65 - 74	5.6%	8.5%	7.6%
75 - 84	2.9%	5.2%	3.8%
85 +	1.0%	2.1%	1.4%
18 +	88.7%	87.9%	84.5%
2027 Population by Age			
Total	11,483	20,453	85,562
0 - 4	4.7%	4.5%	5.1%
5 - 9	3.3%	3.5%	4.2%
10 - 14	2.5%	2.9%	3.7%
15 - 24	10.4%	9.4%	13.1%
25 - 34	32.4%	25.2%	24.3%
35 - 44	18.6%	18.0%	16.4%
45 - 54	8.7%	9.9%	10.0%
55 - 64	8.2%	8.9%	9.0%
65 - 74	6.3%	8.7%	8.0%
75 - 84	3.6%	6.5%	4.6%
85 +	1.1%	2.5%	1.6%
18 +	88.2%	87.4%	84.8%
2010 Population by Sex			
Males	5,173	8,314	42,824
Females	4,838	8,101	41,486
2022 Population by Sex			
Males	5,657	9,867	42,519
Females	5,309	9,725	43,683
2027 Population by Sex			
Males	5,942	10,281	42,248
Females	5,541	10,173	43,314

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

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2010 Population by Race/Ethnicity			
Total	10,012	16,416	84,312
White Alone	86.8%	84.0%	46.9%
Black Alone	7.9%	10.0%	44.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.6%	3.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	2.0%
Two or More Races	1.7%	1.7%	2.2%
Hispanic Origin	3.2%	3.1%	5.0%
Diversity Index	28.6	32.5	62.2
2020 Population by Race/Ethnicity			
Total	11,166	19,803	86,729
White Alone	80.3%	76.9%	46.1%
Black Alone	8.1%	10.3%	37.0%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	3.7%	4.7%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.4%	3.7%
Two or More Races	6.5%	6.7%	6.8%
Hispanic Origin	5.1%	5.1%	7.7%
Diversity Index	40.6	45.0	69.2
2022 Population by Race/Ethnicity			
Total	10,966	19,593	86,202
White Alone	79.8%	76.5%	45.5%
Black Alone	8.1%	10.1%	37.0%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	3.8%	4.8%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	4.0%
Two or More Races	6.8%	6.9%	7.0%
Hispanic Origin	5.2%	5.2%	7.8%
Diversity Index	41.4	45.7	69.6
2027 Population by Race/Ethnicity			
Total	11,483	20,453	85,562
White Alone	77.0%	73.5%	44.6%
Black Alone	8.1%	10.5%	35.6%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	4.3%	5.3%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.3%	5.0%
Two or More Races	8.3%	8.3%	7.8%
Hispanic Origin	6.5%	6.4%	8.6%
Diversity Index	46.5	50.5	71.5
2010 Population by Relationship and Household Type			
Total	10,010	16,415	84,310
In Households	99.8%	99.5%	91.8%
In Family Households	48.8%	50.1%	54.4%
Householder	17.4%	18.5%	17.7%
Spouse	12.7%	14.0%	8.7%
Child	14.3%	13.6%	21.1%
Other relative	2.7%	2.4%	4.3%
Nonrelative	1.7%	1.6%	2.6%
In Nonfamily Households	51.0%	49.3%	37.4%
In Group Quarters	0.2%	0.5%	8.2%
Institutionalized Population	0.0%	0.0%	5.3%
Noninstitutionalized Population	0.2%	0.5%	3.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
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2022 Population 25+ by Educational Attainment			
Total	8,784	15,862	63,791
Less than 9th Grade	1.6%	1.7%	3.3%
9th - 12th Grade, No Diploma	4.2%	3.5%	7.5%
High School Graduate	8.2%	8.0%	14.2%
GED/Alternative Credential	2.2%	1.7%	3.7%
Some College, No Degree	9.0%	8.9%	11.4%
Associate Degree	2.5%	2.5%	3.6%
Bachelor's Degree	40.7%	39.6%	29.2%
Graduate/Professional Degree	31.6%	34.0%	27.0%
2022 Population 15+ by Marital Status			
Total	9,855	17,479	74,775
Never Married	60.3%	54.3%	60.1%
Married	30.8%	34.5%	26.9%
Widowed	2.4%	3.8%	4.1%
Divorced	6.5%	7.4%	8.9%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,258	13,872	51,217
Population 16+ Employed	99.0%	98.3%	96.3%
Population 16+ Unemployment rate	1.0%	1.7%	3.7%
Population 16-24 Employed	11.2%	9.6%	12.9%
Population 16-24 Unemployment rate	3.0%	3.1%	6.0%
Population 25-54 Employed	76.5%	72.5%	72.1%
Population 25-54 Unemployment rate	0.7%	1.2%	3.1%
Population 55-64 Employed	7.9%	9.7%	9.6%
Population 55-64 Unemployment rate	1.4%	2.9%	3.2%
Population 65+ Employed	4.3%	8.3%	5.4%
Population 65+ Unemployment rate	1.4%	3.3%	6.1%
2022 Employed Population 16+ by Industry			
Total	8,174	13,636	49,343
Agriculture/Mining	0.2%	0.3%	0.1%
Construction	2.3%	2.7%	3.7%
Manufacturing	5.3%	5.2%	4.0%
Wholesale Trade	4.0%	3.2%	1.8%
Retail Trade	5.6%	5.3%	6.2%
Transportation/Utilities	2.4%	3.3%	4.5%
Information	1.9%	1.8%	2.1%
Finance/Insurance/Real Estate	8.5%	8.6%	7.1%
Services	61.7%	61.7%	62.1%
Public Administration	7.9%	8.0%	8.3%
2022 Employed Population 16+ by Occupation			
Total	8,174	13,633	49,343
White Collar	85.1%	88.3%	79.7%
Management/Business/Financial	31.7%	33.7%	24.2%
Professional	42.5%	42.2%	41.8%
Sales	5.9%	6.2%	6.1%
Administrative Support	5.0%	6.3%	7.6%
Services	8.8%	6.9%	12.1%
Blue Collar	6.1%	4.7%	8.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.8%	0.7%	1.9%
Installation/Maintenance/Repair	0.8%	0.6%	0.9%
Production	2.5%	2.0%	1.7%
Transportation/Material Moving	1.9%	1.4%	3.7%

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2010 Households by Type			
Total	4,852	8,399	37,833
Households with 1 Person	36.2%	40.0%	44.1%
Households with 2+ People	63.8%	60.0%	55.9%
Family Households	35.7%	36.3%	39.3%
Husband-wife Families	26.1%	27.6%	19.3%
With Related Children	8.6%	8.1%	6.3%
Other Family (No Spouse Present)	9.7%	8.7%	20.1%
Other Family with Male Householder	3.4%	2.8%	3.9%
With Related Children	1.4%	1.1%	1.8%
Other Family with Female Householder	6.3%	5.9%	16.1%
With Related Children	3.5%	3.3%	11.2%
Nonfamily Households	28.1%	23.7%	16.6%
All Households with Children	13.6%	12.7%	19.6%
Multigenerational Households	2.1%	1.7%	3.4%
Unmarried Partner Households	10.8%	9.6%	9.3%
Male-female	9.7%	8.5%	8.2%
Same-sex	1.1%	1.2%	1.1%
2010 Households by Size			
Total	4,851	8,400	37,833
1 Person Household	36.2%	40.0%	44.1%
2 Person Household	37.8%	38.0%	30.8%
3 Person Household	16.1%	13.5%	12.8%
4 Person Household	6.7%	6.0%	6.7%
5 Person Household	2.0%	1.6%	3.1%
6 Person Household	0.7%	0.5%	1.3%
7 + Person Household	0.4%	0.3%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	4,852	8,400	37,832
Owner Occupied	56.1%	54.4%	34.7%
Owned with a Mortgage/Loan	46.7%	44.8%	27.3%
Owned Free and Clear	9.5%	9.6%	7.4%
Renter Occupied	43.9%	45.6%	65.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	117	84
Percent of Income for Mortgage	16.0%	17.9%	25.1%
Wealth Index	113	131	84
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,427	9,706	45,689
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	10,010	16,415	84,311
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Laptops and Lattes (3A)	Metro Renters (3B)
2.	Emerald City (8B)	Metro Renters (3B)	City Commons (11E)
3.	Laptops and Lattes (3A)	Retirement Communities (9E)	Laptops and Lattes (3A)
2022 Consumer Spending			
Apparel & Services: Total $	$20,977,208	$42,542,938	$129,850,525
Average Spent	$3,867.48	$4,071.48	$2,983.42
Spending Potential Index	161	169	124
Education: Total $	$17,334,027	$35,803,386	$107,224,823
Average Spent	$3,195.80	$3,426.49	$2,463.58
Spending Potential Index	163	175	126
Entertainment/Recreation: Total $	$28,804,113	$59,312,728	$176,784,271
Average Spent	$5,310.49	$5,676.40	$4,061.77
Spending Potential Index	145	155	111
Food at Home: Total $	$50,388,901	$103,327,017	$315,741,356
Average Spent	$9,289.99	$9,888.70	$7,254.42
Spending Potential Index	150	160	117
Food Away from Home: Total $	$37,443,957	$75,706,236	$230,606,795
Average Spent	$6,903.38	$7,245.31	$5,298.38
Spending Potential Index	160	168	123
Health Care: Total $	$51,634,239	$107,888,035	$321,930,327
Average Spent	$9,519.59	$10,325.20	$7,396.62
Spending Potential Index	134	146	104
HH Furnishings & Equipment: Total $	$20,151,064	$41,364,970	$123,115,086
Average Spent	$3,715.17	$3,958.75	$2,828.67
Spending Potential Index	145	155	110
Personal Care Products & Services: Total $	$8,482,953	$17,487,283	$52,506,996
Average Spent	$1,563.97	$1,673.58	$1,206.39
Spending Potential Index	153	164	118
Shelter: Total $	$197,772,745	$406,803,253	$1,220,472,155
Average Spent	$36,462.53	$38,932.27	$28,041.36
Spending Potential Index	159	170	122
Support Payments/Cash Contributions/Gifts in Kind: Total $	$19,155,288	$40,147,597	$115,335,938
Average Spent	$3,531.58	$3,842.24	$2,649.94
Spending Potential Index	130	141	98
Travel: Total $	$22,515,681	$46,811,800	$135,290,650
Average Spent	$4,151.12	$4,480.03	$3,108.41
Spending Potential Index	145	156	108
Vehicle Maintenance & Repairs: Total $	$9,846,833	$19,783,070	$61,055,565
Average Spent	$1,815.42	$1,893.30	$1,402.80
Spending Potential Index	144	150	111

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

February 24, 2023

Restaurant Market Potential

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Demographic Summary	2022	2027
Population	10,966	11,483
Population 18+	9,725	10,126
Households	5,424	5,907
Median Household Income	$113,746	$122,822

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	6,111	62.8%	94
Went to family restaurant/steak house 4+ times/month last 30 days	1,894	19.5%	94
Spent at family restaurant/steak house last 30 days: $1-30	566	5.8%	85
Spent at family restaurant/steak house 30 days: $31-50	727	7.5%	88
Spent at family restaurant/steak house last 30 days: $51-100	1,134	11.7%	82
Spent at family restaurant/steak house last 30 days: $101-200	662	6.8%	79
Spent at family restaurant/steak house last 30 days: $201+	414	4.3%	108
Spent at fine dining last 30 days: $1-100	425	4.4%	145
Spent at fine dining last 30 days: $101+	637	6.6%	176
Went to family restaurant last 6 months: for breakfast	1,027	10.6%	104
Went to family restaurant last 6 months: for lunch	1,457	15.0%	94
Went to family restaurant last 6 months: for dinner	3,908	40.2%	95
Went to family restaurant last 6 months: for snack	137	1.4%	91
Went to family restaurant last 6 months: on weekday	2,638	27.1%	96
Went to family restaurant last 6 months: on weekend	3,556	36.6%	101
Went to family restaurant last 6 months: Applebee`s	1,089	11.2%	77
Went to family restaurant last 6 months: Bob Evans	208	2.1%	85
Went to family restaurant last 6 months: Buffalo Wild Wings	859	8.8%	101
Went to family restaurant last 6 months: California Pizza Kitchen	232	2.4%	134
Went to family restaurant last 6 months: Carrabba's	186	1.9%	96
Went to family restaurant last 6 months: The Cheesecake Factory	806	8.3%	135
Went to family restaurant last 6 months: Chili`s Grill & Bar	879	9.0%	95
Went to family restaurant last 6 months: Cracker Barrel	630	6.5%	65
Went to family restaurant last 6 months: Denny`s	406	4.2%	64
Went to family restaurant last 6 months: Golden Corral	258	2.7%	64
Went to family restaurant last 6 months: IHOP	600	6.2%	83
Went to family restaurant last 6 months: Logan`s Roadhouse	137	1.4%	62
Went to family restaurant last 6 months: LongHorn Steakhouse	452	4.6%	88
Went to family restaurant last 6 months: Olive Garden	947	9.7%	68
Went to family restaurant last 6 months: Outback Steakhouse	527	5.4%	75
Went to family restaurant last 6 months: Red Lobster	461	4.7%	66
Went to family restaurant last 6 months: Red Robin	450	4.6%	77
Went to family restaurant last 6 months: Ruby Tuesday	240	2.5%	88
Went to family restaurant last 6 months: Texas Roadhouse	798	8.2%	78
Went to family restaurant last 6 months: T.G.I. Friday`s	358	3.7%	123
Went to family restaurant last 6 months: Waffle House	349	3.6%	75
Went to family restaurant last 6 months: fast food/drive-in	8,739	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	3,448	35.5%	94
Spent at fast food restaurant last 30 days: <$1-10	470	4.8%	118
Spent at fast food restaurant last 30 days: $11-$20	873	9.0%	105
Spent at fast food restaurant last 30 days: $21-$40	1,440	14.8%	91
Spent at fast food restaurant last 30 days: $41-$50	993	10.2%	116
Spent at fast food restaurant last 30 days: $51-$100	1,765	18.1%	93
Spent at fast food restaurant last 30 days: $101-$200	1,002	10.3%	92
Spent at fast food restaurant last 30 days: $201+	333	3.4%	77
Ordered eat-in fast food in the last 6 months	1,987	20.4%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 24, 2023

Restaurant Market Potential

MACKENZIE

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	1,987	20.4%	90
Went to fast food restaurant in the last 6 months: home delivery	1,463	15.0%	130
Went to fast food restaurant in the last 6 months: take-out/drive-thru	5,180	53.3%	95
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,567	26.4%	124
Went to fast food restaurant in the last 6 months: breakfast	3,198	32.9%	96
Went to fast food restaurant in the last 6 months: lunch	5,076	52.2%	101
Went to fast food restaurant in the last 6 months: dinner	5,159	53.0%	104
Went to fast food restaurant in the last 6 months: snack	1,539	15.8%	128
Went to fast food restaurant in the last 6 months: weekday	5,789	59.5%	97
Went to fast food restaurant in the last 6 months: weekend	5,034	51.8%	103
Went to fast food restaurant in the last 6 months: A & W	179	1.8%	94
Went to fast food restaurant in the last 6 months: Arby`s	1,247	12.8%	75
Went to fast food restaurant in the last 6 months: Baskin-Robbins	303	3.1%	95
Went to fast food restaurant in the last 6 months: Boston Market	173	1.8%	86
Went to fast food restaurant in the last 6 months: Burger King	2,080	21.4%	76
Went to fast food restaurant in the last 6 months: Captain D`s	93	1.0%	32
Went to fast food restaurant in the last 6 months: Carl`s Jr.	375	3.9%	74
Went to fast food restaurant in the last 6 months: Checkers	257	2.6%	99
Went to fast food restaurant in the last 6 months: Chick-fil-A	3,175	32.6%	108
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	2,110	21.7%	151
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	172	1.8%	124
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	241	2.5%	77
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	346	3.6%	136
Went to fast food restaurant in the last 6 months: Dairy Queen	1,062	10.9%	74
Went to fast food restaurant in the last 6 months: Del Taco	250	2.6%	77
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,451	14.9%	100
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,867	19.2%	135
Went to fast food restaurant in the last 6 months: Five Guys	1,274	13.1%	140
Went to fast food restaurant in the last 6 months: Hardee`s	265	2.7%	52
Went to fast food restaurant in the last 6 months: Jack in the Box	403	4.1%	54
Went to fast food restaurant in the last 6 months: Jersey Mike's	803	8.3%	151
Went to fast food restaurant in the last 6 months: Jimmy John`s	751	7.7%	140
Went to fast food restaurant in the last 6 months: KFC	1,225	12.6%	69
Went to fast food restaurant in the last 6 months: Krispy Kreme	676	7.0%	107
Went to fast food restaurant in the last 6 months: Little Caesars	837	8.6%	72
Went to fast food restaurant in the last 6 months: Long John Silver`s	161	1.7%	65
Went to fast food restaurant in the last 6 months: McDonald`s	4,552	46.8%	90
Went to fast food restaurant in the last 6 months: Panda Express	999	10.3%	90
Went to fast food restaurant in the last 6 months: Panera Bread	1,341	13.8%	111
Went to fast food restaurant in the last 6 months: Papa John`s	883	9.1%	114
Went to fast food restaurant in the last 6 months: Papa Murphy`s	310	3.2%	83
Went to fast food restaurant in the last 6 months: Pizza Hut	1,120	11.5%	90
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,477	15.2%	122
Went to fast food restaurant in the last 6 months: Sonic Drive-In	818	8.4%	71
Went to fast food restaurant in the last 6 months: Starbucks	2,703	27.8%	144
Went to fast food restaurant in the last 6 months: Steak `n Shake	367	3.8%	98
Went to fast food restaurant in the last 6 months: Subway	1,607	16.5%	78
Went to fast food restaurant in the last 6 months: Taco Bell	2,393	24.6%	88
Went to fast food restaurant in the last 6 months: Wendy`s	2,365	24.3%	94
Went to fast food restaurant in the last 6 months: Whataburger	331	3.4%	62
Went to fast food restaurant in the last 6 months: White Castle	217	2.2%	86
Went to fast food restaurant in the last 6 months: Wing-Stop	339	3.5%	112
Went to fine dining restaurant last month	1,221	12.6%	156
Went to fine dining restaurant 2+ times last month	654	6.7%	176

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 24, 2023

Restaurant Market Potential

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Demographic Summary	2022	2027
Population	19,592	20,453
Population 18+	17,217	17,883
Households	10,449	10,915
Median Household Income	$113,644	$128,482

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	10,752	62.4%	93
Went to family restaurant/steak house 4+ times/month last 30 days	3,305	19.2%	93
Spent at family restaurant/steak house last 30 days: $1-30	974	5.7%	83
Spent at family restaurant/steak house 30 days: $31-50	1,331	7.7%	91
Spent at family restaurant/steak house last 30 days: $51-100	2,105	12.2%	86
Spent at family restaurant/steak house last 30 days: $101-200	1,208	7.0%	82
Spent at family restaurant/steak house last 30 days: $201+	732	4.3%	108
Spent at fine dining last 30 days: $1-100	688	4.0%	132
Spent at fine dining last 30 days: $101+	1,150	6.7%	179
Went to family restaurant last 6 months: for breakfast	1,764	10.2%	101
Went to family restaurant last 6 months: for lunch	2,618	15.2%	95
Went to family restaurant last 6 months: for dinner	6,954	40.4%	96
Went to family restaurant last 6 months: for snack	236	1.4%	89
Went to family restaurant last 6 months: on weekday	4,766	27.7%	98
Went to family restaurant last 6 months: on weekend	6,093	35.4%	98
Went to family restaurant last 6 months: Applebee`s	2,072	12.0%	83
Went to family restaurant last 6 months: Bob Evans	435	2.5%	101
Went to family restaurant last 6 months: Buffalo Wild Wings	1,344	7.8%	90
Went to family restaurant last 6 months: California Pizza Kitchen	471	2.7%	153
Went to family restaurant last 6 months: Carrabba's	356	2.1%	104
Went to family restaurant last 6 months: The Cheesecake Factory	1,285	7.5%	122
Went to family restaurant last 6 months: Chili`s Grill & Bar	1,478	8.6%	90
Went to family restaurant last 6 months: Cracker Barrel	1,178	6.8%	68
Went to family restaurant last 6 months: Denny`s	818	4.8%	72
Went to family restaurant last 6 months: Golden Corral	446	2.6%	62
Went to family restaurant last 6 months: IHOP	1,053	6.1%	83
Went to family restaurant last 6 months: Logan`s Roadhouse	220	1.3%	56
Went to family restaurant last 6 months: LongHorn Steakhouse	751	4.4%	82
Went to family restaurant last 6 months: Olive Garden	1,794	10.4%	73
Went to family restaurant last 6 months: Outback Steakhouse	1,038	6.0%	84
Went to family restaurant last 6 months: Red Lobster	903	5.2%	73
Went to family restaurant last 6 months: Red Robin	772	4.5%	74
Went to family restaurant last 6 months: Ruby Tuesday	401	2.3%	83
Went to family restaurant last 6 months: Texas Roadhouse	1,357	7.9%	75
Went to family restaurant last 6 months: T.G.I. Friday`s	625	3.6%	122
Went to family restaurant last 6 months: Waffle House	508	3.0%	62
Went to family restaurant last 6 months: fast food/drive-in	15,314	88.9%	98
Went to fast food/drive-in restaurant 9+ times/month	5,876	34.1%	90
Spent at fast food restaurant last 30 days: <$1-10	807	4.7%	115
Spent at fast food restaurant last 30 days: $11-$20	1,595	9.3%	109
Spent at fast food restaurant last 30 days: $21-$40	2,530	14.7%	90
Spent at fast food restaurant last 30 days: $41-$50	1,676	9.7%	111
Spent at fast food restaurant last 30 days: $51-$100	3,046	17.7%	91
Spent at fast food restaurant last 30 days: $101-$200	1,731	10.1%	89
Spent at fast food restaurant last 30 days: $201+	549	3.2%	72
Ordered eat-in fast food in the last 6 months	3,555	20.6%	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 2022 and 2027.

February 24, 2023

Restaurant Market Potential

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	3,555	20.6%	91
Went to fast food restaurant in the last 6 months: home delivery	2,579	15.0%	129
Went to fast food restaurant in the last 6 months: take-out/drive-thru	8,820	51.2%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	4,537	26.4%	124
Went to fast food restaurant in the last 6 months: breakfast	5,463	31.7%	93
Went to fast food restaurant in the last 6 months: lunch	8,689	50.5%	98
Went to fast food restaurant in the last 6 months: dinner	8,748	50.8%	100
Went to fast food restaurant in the last 6 months: snack	2,555	14.8%	120
Went to fast food restaurant in the last 6 months: weekday	10,101	58.7%	95
Went to fast food restaurant in the last 6 months: weekend	8,603	50.0%	100
Went to fast food restaurant in the last 6 months: A & W	311	1.8%	92
Went to fast food restaurant in the last 6 months: Arby`s	2,044	11.9%	69
Went to fast food restaurant in the last 6 months: Baskin-Robbins	556	3.2%	99
Went to fast food restaurant in the last 6 months: Boston Market	362	2.1%	102
Went to fast food restaurant in the last 6 months: Burger King	3,716	21.6%	76
Went to fast food restaurant in the last 6 months: Captain D`s	174	1.0%	34
Went to fast food restaurant in the last 6 months: Carl`s Jr.	632	3.7%	70
Went to fast food restaurant in the last 6 months: Checkers	445	2.6%	97
Went to fast food restaurant in the last 6 months: Chick-fil-A	5,015	29.1%	97
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,446	20.0%	140
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	273	1.6%	111
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	406	2.4%	74
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	523	3.0%	116
Went to fast food restaurant in the last 6 months: Dairy Queen	1,865	10.8%	74
Went to fast food restaurant in the last 6 months: Del Taco	452	2.6%	78
Went to fast food restaurant in the last 6 months: Domino`s Pizza	2,362	13.7%	92
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	3,337	19.4%	136
Went to fast food restaurant in the last 6 months: Five Guys	2,022	11.7%	125
Went to fast food restaurant in the last 6 months: Hardee`s	411	2.4%	45
Went to fast food restaurant in the last 6 months: Jack in the Box	743	4.3%	56
Went to fast food restaurant in the last 6 months: Jersey Mike's	1,242	7.2%	131
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,092	6.3%	115
Went to fast food restaurant in the last 6 months: KFC	2,213	12.9%	71
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,071	6.2%	96
Went to fast food restaurant in the last 6 months: Little Caesars	1,337	7.8%	65
Went to fast food restaurant in the last 6 months: Long John Silver`s	273	1.6%	62
Went to fast food restaurant in the last 6 months: McDonald`s	8,003	46.5%	90
Went to fast food restaurant in the last 6 months: Panda Express	1,629	9.5%	83
Went to fast food restaurant in the last 6 months: Panera Bread	2,359	13.7%	110
Went to fast food restaurant in the last 6 months: Papa John`s	1,322	7.7%	96
Went to fast food restaurant in the last 6 months: Papa Murphy`s	505	2.9%	76
Went to fast food restaurant in the last 6 months: Pizza Hut	1,744	10.1%	79
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,343	13.6%	110
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,217	7.1%	60
Went to fast food restaurant in the last 6 months: Starbucks	4,416	25.6%	133
Went to fast food restaurant in the last 6 months: Steak `n Shake	554	3.2%	84
Went to fast food restaurant in the last 6 months: Subway	2,813	16.3%	78
Went to fast food restaurant in the last 6 months: Taco Bell	4,236	24.6%	87
Went to fast food restaurant in the last 6 months: Wendy`s	4,059	23.6%	91
Went to fast food restaurant in the last 6 months: Whataburger	520	3.0%	55
Went to fast food restaurant in the last 6 months: White Castle	367	2.1%	82
Went to fast food restaurant in the last 6 months: Wing-Stop	498	2.9%	93
Went to fine dining restaurant last month	2,140	12.4%	155
Went to fine dining restaurant 2+ times last month	1,144	6.6%	174

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 24, 2023

Restaurant Market Potential

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Demographic Summary	2022	2027
Population	86,201	85,562
Population 18+	72,827	72,525
Households	43,524	43,697
Median Household Income	$70,922	$90,334

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	44,530	61.1%	91
Went to family restaurant/steak house 4+ times/month last 30 days	14,204	19.5%	94
Spent at family restaurant/steak house last 30 days: $1-30	4,397	6.0%	88
Spent at family restaurant/steak house 30 days: $31-50	5,392	7.4%	87
Spent at family restaurant/steak house last 30 days: $51-100	8,277	11.4%	80
Spent at family restaurant/steak house last 30 days: $101-200	4,675	6.4%	75
Spent at family restaurant/steak house last 30 days: $201+	2,873	3.9%	100
Spent at fine dining last 30 days: $1-100	2,659	3.7%	121
Spent at fine dining last 30 days: $101+	3,944	5.4%	145
Went to family restaurant last 6 months: for breakfast	7,507	10.3%	102
Went to family restaurant last 6 months: for lunch	10,659	14.6%	92
Went to family restaurant last 6 months: for dinner	27,523	37.8%	89
Went to family restaurant last 6 months: for snack	1,171	1.6%	104
Went to family restaurant last 6 months: on weekday	18,537	25.5%	90
Went to family restaurant last 6 months: on weekend	25,383	34.9%	96
Went to family restaurant last 6 months: Applebee`s	9,439	13.0%	89
Went to family restaurant last 6 months: Bob Evans	1,643	2.3%	90
Went to family restaurant last 6 months: Buffalo Wild Wings	6,452	8.9%	102
Went to family restaurant last 6 months: California Pizza Kitchen	1,641	2.3%	126
Went to family restaurant last 6 months: Carrabba's	1,273	1.7%	88
Went to family restaurant last 6 months: The Cheesecake Factory	5,253	7.2%	118
Went to family restaurant last 6 months: Chili`s Grill & Bar	6,418	8.8%	93
Went to family restaurant last 6 months: Cracker Barrel	4,858	6.7%	67
Went to family restaurant last 6 months: Denny`s	3,698	5.1%	77
Went to family restaurant last 6 months: Golden Corral	2,701	3.7%	89
Went to family restaurant last 6 months: IHOP	4,805	6.6%	89
Went to family restaurant last 6 months: Logan`s Roadhouse	1,095	1.5%	66
Went to family restaurant last 6 months: LongHorn Steakhouse	3,237	4.4%	84
Went to family restaurant last 6 months: Olive Garden	7,532	10.3%	72
Went to family restaurant last 6 months: Outback Steakhouse	4,072	5.6%	78
Went to family restaurant last 6 months: Red Lobster	4,022	5.5%	77
Went to family restaurant last 6 months: Red Robin	3,470	4.8%	79
Went to family restaurant last 6 months: Ruby Tuesday	2,082	2.9%	102
Went to family restaurant last 6 months: Texas Roadhouse	5,785	7.9%	76
Went to family restaurant last 6 months: T.G.I. Friday`s	3,206	4.4%	148
Went to family restaurant last 6 months: Waffle House	3,019	4.1%	87
Went to family restaurant last 6 months: fast food/drive-in	64,201	88.2%	97
Went to fast food/drive-in restaurant 9+ times/month	26,509	36.4%	96
Spent at fast food restaurant last 30 days: <$1-10	3,369	4.6%	113
Spent at fast food restaurant last 30 days: $11-$20	6,379	8.8%	103
Spent at fast food restaurant last 30 days: $21-$40	11,041	15.2%	93
Spent at fast food restaurant last 30 days: $41-$50	6,794	9.3%	106
Spent at fast food restaurant last 30 days: $51-$100	12,905	17.7%	91
Spent at fast food restaurant last 30 days: $101-$200	7,291	10.0%	89
Spent at fast food restaurant last 30 days: $201+	2,462	3.4%	76
Ordered eat-in fast food in the last 6 months	14,405	19.8%	87

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.
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February 24, 2023

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	14,405	19.8%	87
Went to fast food restaurant in the last 6 months: home delivery	10,689	14.7%	126
Went to fast food restaurant in the last 6 months: take-out/drive-thru	37,101	50.9%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	18,202	25.0%	117
Went to fast food restaurant in the last 6 months: breakfast	23,299	32.0%	94
Went to fast food restaurant in the last 6 months: lunch	35,878	49.3%	95
Went to fast food restaurant in the last 6 months: dinner	36,255	49.8%	98
Went to fast food restaurant in the last 6 months: snack	10,340	14.2%	115
Went to fast food restaurant in the last 6 months: weekday	41,475	57.0%	93
Went to fast food restaurant in the last 6 months: weekend	36,035	49.5%	99
Went to fast food restaurant in the last 6 months: A & W	1,152	1.6%	81
Went to fast food restaurant in the last 6 months: Arby`s	8,862	12.2%	71
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,411	3.3%	101
Went to fast food restaurant in the last 6 months: Boston Market	1,575	2.2%	105
Went to fast food restaurant in the last 6 months: Burger King	18,065	24.8%	88
Went to fast food restaurant in the last 6 months: Captain D`s	1,181	1.6%	54
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,436	4.7%	90
Went to fast food restaurant in the last 6 months: Checkers	2,525	3.5%	130
Went to fast food restaurant in the last 6 months: Chick-fil-A	21,725	29.8%	99
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	14,117	19.4%	135
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,661	2.3%	160
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	2,957	4.1%	127
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,330	3.2%	122
Went to fast food restaurant in the last 6 months: Dairy Queen	7,909	10.9%	74
Went to fast food restaurant in the last 6 months: Del Taco	2,069	2.8%	85
Went to fast food restaurant in the last 6 months: Domino`s Pizza	11,156	15.3%	103
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	13,053	17.9%	126
Went to fast food restaurant in the last 6 months: Five Guys	8,459	11.6%	124
Went to fast food restaurant in the last 6 months: Hardee`s	2,215	3.0%	58
Went to fast food restaurant in the last 6 months: Jack in the Box	3,878	5.3%	69
Went to fast food restaurant in the last 6 months: Jersey Mike's	5,022	6.9%	126
Went to fast food restaurant in the last 6 months: Jimmy John`s	4,600	6.3%	115
Went to fast food restaurant in the last 6 months: KFC	10,886	14.9%	82
Went to fast food restaurant in the last 6 months: Krispy Kreme	5,240	7.2%	111
Went to fast food restaurant in the last 6 months: Little Caesars	7,310	10.0%	84
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,296	1.8%	70
Went to fast food restaurant in the last 6 months: McDonald`s	34,842	47.8%	92
Went to fast food restaurant in the last 6 months: Panda Express	7,359	10.1%	88
Went to fast food restaurant in the last 6 months: Panera Bread	8,874	12.2%	98
Went to fast food restaurant in the last 6 months: Papa John`s	6,135	8.4%	106
Went to fast food restaurant in the last 6 months: Papa Murphy`s	2,214	3.0%	79
Went to fast food restaurant in the last 6 months: Pizza Hut	8,932	12.3%	96
Went to fast food restaurant in the last 6 months: Popeyes Chicken	11,831	16.2%	131
Went to fast food restaurant in the last 6 months: Sonic Drive-In	6,619	9.1%	77
Went to fast food restaurant in the last 6 months: Starbucks	17,243	23.7%	123
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,697	3.7%	96
Went to fast food restaurant in the last 6 months: Subway	12,409	17.0%	81
Went to fast food restaurant in the last 6 months: Taco Bell	18,716	25.7%	91
Went to fast food restaurant in the last 6 months: Wendy`s	18,616	25.6%	98
Went to fast food restaurant in the last 6 months: Whataburger	2,701	3.7%	68
Went to fast food restaurant in the last 6 months: White Castle	2,036	2.8%	108
Went to fast food restaurant in the last 6 months: Wing-Stop	3,025	4.2%	133
Went to fine dining restaurant last month	7,540	10.4%	129
Went to fine dining restaurant 2+ times last month	4,111	5.6%	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 2022 and 2027.

February 24, 2023

MACKENZIE

13 E Randall St, Baltimore, Maryland, 21230 2
13 E Randall St, Baltimore, Maryland, 21230
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 39.27138
Longitude: -76.61356

Data for all businesses in area	0.5 miles	1 mile	2 miles
Total Businesses:	552	1,389	8,198
Total Employees:	4,242	18,237	149,964
Total Residential Population:	10,966	19,592	86,201
Employee/Residential Population Ratio (per 100 Residents)	39	93	174

by SIC Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	4	0.7%	38	0.9%	9	0.6%	151	0.8%	41	0.5%	539	0.4%
Construction	15	2.7%	116	2.7%	45	3.2%	432	2.4%	204	2.5%	2,097	1.4%
Manufacturing	11	2.0%	169	4.0%	36	2.6%	1,462	8.0%	168	2.0%	4,624	3.1%
Transportation	4	0.7%	71	1.7%	23	1.7%	377	2.1%	153	1.9%	2,596	1.7%
Communication	1	0.2%	6	0.1%	9	0.6%	60	0.3%	52	0.6%	530	0.4%
Utility	0	0.0%	62	1.5%	6	0.4%	347	1.9%	22	0.3%	1,284	0.9%
Wholesale Trade	8	1.4%	61	1.4%	28	2.0%	341	1.9%	159	1.9%	2,493	1.7%
Retail Trade Summary	147	26.6%	997	23.5%	271	19.5%	4,143	22.7%	1,471	17.9%	16,236	10.8%
Home Improvement	2	0.4%	16	0.4%	7	0.5%	147	0.8%	34	0.4%	616	0.4%
General Merchandise Stores	3	0.5%	14	0.3%	9	0.6%	64	0.4%	56	0.7%	305	0.2%
Food Stores	19	3.4%	117	2.8%	32	2.3%	310	1.7%	159	1.9%	1,349	0.9%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.5%	15	0.4%	7	0.5%	32	0.2%	66	0.8%	387	0.3%
Apparel & Accessory Stores	5	0.9%	14	0.3%	8	0.6%	1,532	8.4%	85	1.0%	3,623	2.4%
Furniture & Home Furnishings	4	0.7%	88	2.1%	12	0.9%	280	1.5%	54	0.7%	609	0.4%
Eating & Drinking Places	89	16.1%	673	15.9%	148	10.7%	1,591	8.7%	733	8.9%	7,770	5.2%
Miscellaneous Retail	23	4.2%	61	1.4%	49	3.5%	188	1.0%	284	3.5%	1,578	1.1%
Finance, Insurance, Real Estate Summary	70	12.7%	562	13.2%	172	12.4%	1,823	10.0%	925	11.3%	11,990	8.0%
Banks, Savings & Lending Institutions	9	1.6%	83	2.0%	25	1.8%	485	2.7%	154	1.9%	2,995	2.0%
Securities Brokers	8	1.4%	48	1.1%	23	1.7%	182	1.0%	163	2.0%	3,156	2.1%
Insurance Carriers & Agents	9	1.6%	63	1.5%	17	1.2%	364	2.0%	79	1.0%	1,249	0.8%
Real Estate, Holding, Other Investment Offices	44	8.0%	368	8.7%	107	7.7%	792	4.3%	529	6.5%	4,589	3.1%
Services Summary	195	35.3%	2,082	49.1%	493	35.5%	7,998	43.9%	3,278	40.0%	82,385	54.9%
Hotels & Lodging	0	0.0%	0	0.0%	8	0.6%	771	4.2%	72	0.9%	4,353	2.9%
Automotive Services	5	0.9%	16	0.4%	20	1.4%	362	2.0%	136	1.7%	1,499	1.0%
Motion Pictures & Amusements	7	1.3%	47	1.1%	32	2.3%	661	3.6%	149	1.8%	2,330	1.6%
Health Services	18	3.3%	210	5.0%	50	3.6%	514	2.8%	472	5.8%	31,870	21.3%
Legal Services	15	2.7%	60	1.4%	40	2.9%	433	2.4%	460	5.6%	7,589	5.1%
Education Institutions & Libraries	16	2.9%	563	13.3%	22	1.6%	763	4.2%	168	2.0%	6,120	4.1%
Other Services	135	24.5%	1,186	28.0%	321	23.1%	4,494	24.6%	1,820	22.2%	28,624	19.1%
Government	2	0.4%	15	0.4%	13	0.9%	682	3.7%	261	3.2%	23,078	15.4%
Unclassified Establishments	94	17.0%	63	1.5%	283	20.4%	421	2.3%	1,464	17.9%	2,112	1.4%
Totals	552	100.0%	4,242	100.0%	1,389	100.0%	18,237	100.0%	8,198	100.0%	149,964	100.0%

February 24, 2023

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by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.1%	60	0.3%	11	0.1%	101	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.1%	47	0.0%
Utilities	0	0.0%	1	0.0%	1	0.1%	50	0.3%	10	0.1%	955	0.6%
Construction	16	2.9%	124	2.9%	51	3.7%	505	2.8%	244	3.0%	2,920	1.9%
Manufacturing	14	2.5%	145	3.4%	34	2.4%	849	4.7%	151	1.8%	3,341	2.2%
Wholesale Trade	8	1.4%	61	1.4%	27	1.9%	337	1.8%	146	1.8%	2,449	1.6%
Retail Trade	53	9.6%	293	6.9%	115	8.3%	2,495	13.7%	709	8.6%	8,185	5.5%
Motor Vehicle & Parts Dealers	2	0.4%	10	0.2%	4	0.3%	20	0.1%	56	0.7%	344	0.2%
Furniture & Home Furnishings Stores	2	0.4%	84	2.0%	5	0.4%	122	0.7%	26	0.3%	305	0.2%
Electronics & Appliance Stores	1	0.2%	0	0.0%	5	0.4%	145	0.8%	23	0.3%	274	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.4%	16	0.4%	7	0.5%	147	0.8%	34	0.4%	616	0.4%
Food & Beverage Stores	18	3.3%	96	2.3%	28	2.0%	256	1.4%	156	1.9%	1,166	0.8%
Health & Personal Care Stores	4	0.7%	26	0.6%	12	0.9%	84	0.5%	69	0.8%	446	0.3%
Gasoline Stations	1	0.2%	5	0.1%	3	0.2%	12	0.1%	10	0.1%	43	0.0%
Clothing & Clothing Accessories Stores	5	0.9%	14	0.3%	9	0.6%	1,533	8.4%	107	1.3%	3,757	2.5%
Sport Goods, Hobby, Book, & Music Stores	1	0.2%	4	0.1%	4	0.3%	30	0.2%	28	0.3%	239	0.2%
General Merchandise Stores	3	0.5%	14	0.3%	9	0.6%	64	0.4%	56	0.7%	305	0.2%
Miscellaneous Store Retailers	11	2.0%	25	0.6%	22	1.6%	66	0.4%	125	1.5%	603	0.4%
Nonstore Retailers	3	0.5%	0	0.0%	8	0.6%	15	0.1%	20	0.2%	88	0.1%
Transportation & Warehousing	3	0.5%	71	1.7%	14	1.0%	335	1.8%	109	1.3%	2,316	1.5%
Information	10	1.8%	134	3.2%	39	2.8%	928	5.1%	202	2.5%	4,364	2.9%
Finance & Insurance	26	4.7%	194	4.6%	70	5.0%	1,042	5.7%	411	5.0%	7,567	5.0%
Central Bank/Credit Intermediation & Related Activities	8	1.4%	80	1.9%	24	1.7%	475	2.6%	142	1.7%	2,806	1.9%
Securities, Commodity Contracts & Other Financial	9	1.6%	51	1.2%	28	2.0%	203	1.1%	188	2.3%	3,510	2.3%
Insurance Carriers & Related Activities; Funds, Trusts &	9	1.6%	63	1.5%	17	1.2%	364	2.0%	80	1.0%	1,251	0.8%
Real Estate, Rental & Leasing	38	6.9%	324	7.6%	95	6.8%	656	3.6%	468	5.7%	3,974	2.6%
Professional, Scientific & Tech Services	53	9.6%	352	8.3%	154	11.1%	2,089	11.5%	1,131	13.8%	19,169	12.8%
Legal Services	16	2.9%	65	1.5%	44	3.2%	455	2.5%	482	5.9%	7,709	5.1%
Management of Companies & Enterprises	3	0.5%	32	0.8%	13	0.9%	121	0.7%	43	0.5%	436	0.3%
Administrative & Support & Waste Management & Remediation	12	2.2%	130	3.1%	38	2.7%	642	3.5%	249	3.0%	3,685	2.5%
Educational Services	16	2.9%	554	13.1%	26	1.9%	786	4.3%	158	1.9%	5,947	4.0%
Health Care & Social Assistance	23	4.2%	424	10.0%	68	4.9%	1,081	5.9%	604	7.4%	33,932	22.6%
Arts, Entertainment & Recreation	13	2.4%	75	1.8%	39	2.8%	1,231	6.8%	193	2.4%	4,178	2.8%
Accommodation & Food Services	90	16.3%	685	16.1%	159	11.4%	2,387	13.1%	818	10.0%	12,230	8.2%
Accommodation	0	0.0%	0	0.0%	8	0.6%	771	4.2%	72	0.9%	4,353	2.9%
Food Services & Drinking Places	90	16.3%	685	16.1%	150	10.8%	1,616	8.9%	746	9.1%	7,877	5.3%
Other Services (except Public Administration)	77	13.9%	566	13.3%	149	10.7%	1,540	8.4%	807	9.8%	8,609	5.7%
Automotive Repair & Maintenance	4	0.7%	15	0.4%	9	0.6%	54	0.3%	52	0.6%	373	0.2%
Public Administration	2	0.4%	15	0.4%	13	0.9%	682	3.7%	264	3.2%	23,454	15.6%
Unclassified Establishments	94	17.0%	63	1.5%	283	20.4%	421	2.3%	1,463	17.8%	2,105	1.4%
Total	552	100.0%	4,242	100.0%	1,389	100.0%	18,237	100.0%	8,198	100.0%	149,964	100.0%

February 24, 2023