

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	32,241	123,874	219,921
2020 Total Population	35,994	128,290	215,358
2020 Group Quarters	521	3,993	5,635
2023 Total Population	35,298	126,792	213,664
2023 Group Quarters	520	3,993	5,638
2028 Total Population	35,705	127,842	214,562
2023-2028 Annual Rate	0.23%	0.17%	0.08%
2023 Total Daytime Population	66,528	253,391	353,683
Workers	53,919	202,085	252,065
Residents	12,609	51,306	101,618
Household Summary			
2010 Households	15,689	53,592	91,793
2010 Average Household Size	2.00	2.15	2.27
2020 Total Households	18,404	62,479	99,548
2020 Average Household Size	1.93	1.99	2.11
2023 Households	18,204	62,215	99,479
2023 Average Household Size	1.91	1.97	2.09
2028 Households	18,827	63,807	101,588
2028 Average Household Size	1.87	1.94	2.06
2023-2028 Annual Rate	0.68%	0.51%	0.42%
2010 Families	6,113	22,094	42,331
2010 Average Family Size	2.79	3.02	3.13
2023 Families	6,797	23,893	42,969
2023 Average Family Size	2.78	2.89	3.00
2028 Families	6,976	24,396	43,797
2028 Average Family Size	2.73	2.84	2.95
2023-2028 Annual Rate	0.52%	0.42%	0.38%
Housing Unit Summary			
2000 Housing Units	17,683	62,404	114,510
Owner Occupied Housing Units	34.5%	35.6%	33.4%
Renter Occupied Housing Units	46.3%	46.6%	47.5%
Vacant Housing Units	19.2%	17.7%	19.1%
2010 Housing Units	19,025	65,687	115,117
Owner Occupied Housing Units	36.8%	32.1%	30.4%
Renter Occupied Housing Units	45.6%	49.5%	49.3%
Vacant Housing Units	17.5%	18.4%	20.3%
2020 Housing Units	21,542	73,525	118,927
Owner Occupied Housing Units	33.2%	28.6%	27.9%
Renter Occupied Housing Units	52.2%	56.4%	55.8%
Vacant Housing Units	14.5%	15.1%	16.2%
2023 Housing Units	21,800	74,240	119,989
Owner Occupied Housing Units	39.9%	33.8%	32.8%
Renter Occupied Housing Units	43.6%	50.0%	50.1%
Vacant Housing Units	16.5%	16.2%	17.1%
2028 Housing Units	22,000	75,372	121,760
Owner Occupied Housing Units	40.4%	34.2%	33.4%
Renter Occupied Housing Units	45.2%	50.5%	50.0%
Vacant Housing Units	14.4%	15.3%	16.6%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2023 Households by Income			
Household Income Base	18,204	62,207	99,471
<\$15,000	11.1%	14.6%	19.1%
\$15,000 - \$24,999	5.3%	7.0%	8.5%
\$25,000 - \$34,999	4.2%	5.4%	6.9%
\$35,000 - \$49,999	5.8%	7.9%	9.0%
\$50,000 - \$74,999	13.7%	16.6%	16.3%
\$75,000 - \$99,999	9.9%	11.0%	10.6%
\$100,000 - \$149,999	15.5%	14.4%	12.4%
\$150,000 - \$199,999	12.5%	9.4%	7.3%
\$200,000+	21.9%	13.7%	9.9%
Average Household Income	\$153,062	\$116,508	\$96,320
2028 Households by Income			
Household Income Base	18,827	63,799	101,580
<\$15,000	10.1%	13.7%	18.4%
\$15,000 - \$24,999	4.5%	6.1%	7.6%
\$25,000 - \$34,999	3.6%	4.8%	6.2%
\$35,000 - \$49,999	5.0%	7.2%	8.3%
\$50,000 - \$74,999	12.0%	15.5%	15.6%
\$75,000 - \$99,999	9.0%	10.5%	10.3%
\$100,000 - \$149,999	15.3%	14.6%	12.9%
\$150,000 - \$199,999	14.8%	11.1%	8.6%
\$200,000+	25.6%	16.5%	12.0%
Average Household Income	\$174,950	\$133,394	\$109,982
2023 Owner Occupied Housing Units by Value			
Total	8,698	25,069	39,378
<\$50,000	0.7%	5.1%	8.9%
\$50,000 - \$99,999	0.7%	5.8%	9.6%
\$100,000 - \$149,999	1.0%	2.6%	6.7%
\$150,000 - \$199,999	4.1%	6.1%	8.4%
\$200,000 - \$249,999	10.5%	11.4%	10.8%
\$250,000 - \$299,999	8.2%	8.7%	7.0%
\$300,000 - \$399,999	34.5%	30.6%	25.0%
\$400,000 - \$499,999	13.2%	11.8%	9.6%
\$500,000 - \$749,999	18.5%	13.4%	10.4%
\$750,000 - \$999,999	5.3%	2.6%	2.3%
\$1,000,000 - \$1,499,999	3.1%	1.5%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$439,308	\$358,260	\$310,695
2028 Owner Occupied Housing Units by Value			
Total	8,882	25,750	40,644
<\$50,000	0.4%	5.1%	9.2%
\$50,000 - \$99,999	0.5%	4.8%	7.8%
\$100,000 - \$149,999	0.5%	1.8%	4.9%
\$150,000 - \$199,999	1.9%	3.6%	5.7%
\$200,000 - \$249,999	6.0%	7.3%	7.4%
\$250,000 - \$299,999	6.3%	7.2%	6.1%
\$300,000 - \$399,999	34.3%	32.4%	27.7%
\$400,000 - \$499,999	15.5%	14.2%	12.0%
\$500,000 - \$749,999	24.5%	18.2%	14.5%
\$750,000 - \$999,999	6.2%	3.2%	2.8%
\$1,000,000 - \$1,499,999	3.8%	2.0%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$480,711	\$395,326	\$348,753

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
Median Household Income			
2023	\$99,781	\$71,901	\$57,790
2028	\$114,665	\$80,232	\$62,966
Median Home Value			
2023	\$371,709	\$333,071	\$290,352
2028	\$399,836	\$361,939	\$331,837
Per Capita Income			
2023	\$79,243	\$57,371	\$44,991
2028	\$92,594	\$66,786	\$52,218
Median Age			
2010	32.8	32.0	32.6
2020	33.0	32.6	33.4
2023	35.4	34.4	34.9
2028	36.5	35.6	36.2
2020 Population by Age			
Total	35,994	128,290	215,358
0 - 4	4.9%	5.0%	5.4%
5 - 9	3.4%	4.0%	4.9%
10 - 14	3.3%	3.7%	4.7%
15 - 24	10.1%	12.0%	12.6%
25 - 34	34.8%	32.2%	26.4%
35 - 44	15.5%	14.9%	14.4%
45 - 54	9.2%	8.9%	9.7%
55 - 64	9.1%	9.2%	10.9%
65 - 74	6.5%	6.4%	7.2%
75 - 84	2.5%	2.6%	2.9%
85 +	0.7%	0.9%	1.0%
18 +	86.9%	85.2%	82.4%
2023 Population by Age			
Total	35,296	126,792	213,665
0 - 4	4.8%	5.0%	5.6%
5 - 9	3.8%	4.4%	5.2%
10 - 14	3.2%	3.9%	4.9%
15 - 24	9.9%	12.0%	12.6%
25 - 34	27.4%	26.3%	22.0%
35 - 44	17.4%	15.5%	14.5%
45 - 54	10.1%	9.8%	10.5%
55 - 64	10.2%	9.9%	11.0%
65 - 74	8.1%	7.8%	8.4%
75 - 84	3.9%	4.0%	4.1%
85 +	1.3%	1.4%	1.4%
18 +	86.6%	84.6%	81.8%
2028 Population by Age			
Total	35,703	127,842	214,564
0 - 4	4.8%	5.1%	5.7%
5 - 9	3.6%	4.1%	4.9%
10 - 14	3.1%	3.8%	4.7%
15 - 24	10.4%	12.5%	13.0%
25 - 34	25.0%	23.3%	19.7%
35 - 44	18.4%	16.8%	15.5%
45 - 54	10.9%	10.4%	10.9%
55 - 64	9.3%	9.2%	10.1%
65 - 74	8.3%	8.3%	9.0%
75 - 84	4.8%	4.8%	5.0%
85 +	1.6%	1.6%	1.6%
18 +	86.9%	84.8%	82.1%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
Males	17,425	63,280	103,919
Females	18,569	65,010	111,439
2023 Population by Sex			
Males	17,548	63,475	104,395
Females	17,750	63,317	109,269
2028 Population by Sex			
Males	17,681	63,832	104,544
Females	18,024	64,011	110,018
2010 Population by Race/Ethnicity			
Total	32,241	123,874	219,921
White Alone	62.2%	45.5%	34.5%
Black Alone	27.0%	44.4%	56.8%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	4.1%	3.5%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	3.7%	3.2%
Two or More Races	2.4%	2.3%	2.2%
Hispanic Origin	9.0%	8.1%	6.7%
Diversity Index	61.2	65.3	61.1
2020 Population by Race/Ethnicity			
Total	35,994	128,290	215,358
White Alone	59.9%	45.5%	34.6%
Black Alone	20.6%	34.7%	47.1%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	6.4%	5.5%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.0%	6.7%	7.0%
Two or More Races	7.5%	6.9%	6.4%
Hispanic Origin	10.0%	11.7%	11.4%
Diversity Index	66.1	73.0	71.8
2023 Population by Race/Ethnicity			
Total	35,298	126,792	213,663
White Alone	58.4%	44.2%	33.2%
Black Alone	20.9%	35.2%	47.8%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	6.7%	5.8%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.5%	7.0%	7.3%
Two or More Races	8.0%	7.2%	6.7%
Hispanic Origin	10.9%	12.3%	12.0%
Diversity Index	67.9	74.0	72.3
2028 Population by Race/Ethnicity			
Total	35,705	127,843	214,562
White Alone	55.8%	42.0%	31.3%
Black Alone	20.7%	35.0%	47.7%
American Indian Alone	0.5%	0.7%	0.6%
Asian Alone	7.5%	6.3%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	8.0%	8.3%
Two or More Races	9.0%	7.9%	7.2%
Hispanic Origin	12.6%	13.8%	13.4%
Diversity Index	71.0	75.9	73.9

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2020 Population by Relationship and Household Type			
Total	35,994	128,290	215,358
In Households	98.6%	96.9%	97.4%
Householder	51.2%	48.7%	46.3%
Opposite-Sex Spouse	12.0%	9.7%	8.7%
Same-Sex Spouse	0.5%	0.4%	0.4%
Opposite-Sex Unmarried Partner	5.4%	4.9%	4.3%
Same-Sex Unmarried Partner	0.5%	0.5%	0.4%
Biological Child	14.8%	16.7%	20.3%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.3%	0.4%	0.6%
Grandchild	1.1%	2.1%	2.9%
Brother or Sister	1.2%	1.6%	1.9%
Parent	0.6%	0.8%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	1.0%	1.6%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	9.5%	9.0%	7.9%
In Group Quarters	1.4%	3.1%	2.6%
Institutionalized	0.1%	2.1%	1.4%
Noninstitutionalized	1.4%	1.0%	1.2%
2023 Population 25+ by Educational Attainment			
Total	27,655	94,663	153,471
Less than 9th Grade	1.8%	3.0%	3.6%
9th - 12th Grade, No Diploma	4.6%	6.9%	9.2%
High School Graduate	10.5%	14.1%	19.6%
GED/Alternative Credential	2.8%	3.9%	5.2%
Some College, No Degree	9.6%	11.6%	14.0%
Associate Degree	3.0%	4.3%	4.5%
Bachelor's Degree	34.2%	29.3%	22.9%
Graduate/Professional Degree	33.4%	27.0%	21.1%
2023 Population 15+ by Marital Status			
Total	31,138	109,916	180,342
Never Married	52.4%	56.7%	56.9%
Married	36.4%	31.3%	29.0%
Widowed	2.7%	3.9%	4.9%
Divorced	8.5%	8.1%	9.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,734	76,865	117,192
Population 16+ Employed	96.5%	96.3%	95.0%
Population 16+ Unemployment rate	3.5%	3.7%	5.0%
Population 16-24 Employed	10.0%	12.2%	12.7%
Population 16-24 Unemployment rate	5.8%	8.0%	10.2%
Population 25-54 Employed	72.6%	71.5%	69.8%
Population 25-54 Unemployment rate	2.4%	2.3%	3.6%
Population 55-64 Employed	11.7%	10.7%	11.7%
Population 55-64 Unemployment rate	4.1%	5.7%	6.2%
Population 65+ Employed	5.7%	5.6%	5.8%
Population 65+ Unemployment rate	10.4%	7.9%	7.4%

	1 mile	2 miles	3 miles
2023 Employed Population 16+ by Industry			
Total	22,914	73,997	111,290
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	4.0%	4.9%	5.2%
Manufacturing	5.4%	5.4%	5.6%
Wholesale Trade	0.9%	1.3%	1.3%
Retail Trade	4.4%	6.0%	7.1%
Transportation/Utilities	2.8%	4.5%	6.0%
Information	2.7%	2.6%	2.3%
Finance/Insurance/Real Estate	9.5%	7.8%	6.8%
Services	62.1%	60.1%	58.6%
Public Administration	8.0%	7.2%	7.0%
2023 Employed Population 16+ by Occupation			
Total	22,912	73,996	111,290
White Collar	88.3%	80.1%	72.3%
Management/Business/Financial	29.8%	25.0%	21.3%
Professional	47.0%	42.3%	36.3%
Sales	5.4%	5.4%	5.8%
Administrative Support	6.1%	7.4%	8.9%
Services	7.4%	10.7%	14.7%
Blue Collar	4.3%	9.2%	13.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.2%	2.2%	2.4%
Installation/Maintenance/Repair	0.4%	1.0%	1.3%
Production	1.1%	1.8%	2.7%
Transportation/Material Moving	1.6%	4.1%	6.5%
2020 Households by Type			
Total	18,404	62,479	99,548
Married Couple Households	24.5%	20.7%	19.6%
With Own Children <18	7.2%	6.6%	6.4%
Without Own Children <18	17.3%	14.2%	13.2%
Cohabiting Couple Households	11.4%	11.0%	10.2%
With Own Children <18	1.0%	1.5%	2.0%
Without Own Children <18	10.3%	9.5%	8.2%
Male Householder, No Spouse/Partner	28.3%	29.8%	29.0%
Living Alone	20.6%	21.8%	20.8%
65 Years and over	3.5%	3.9%	4.3%
With Own Children <18	0.9%	1.0%	1.4%
Without Own Children <18, With Relatives	2.2%	2.4%	2.8%
No Relatives Present	4.6%	4.5%	4.0%
Female Householder, No Spouse/Partner	35.8%	38.5%	41.3%
Living Alone	22.2%	22.8%	21.9%
65 Years and over	4.6%	5.0%	5.7%
With Own Children <18	4.1%	5.3%	7.3%
Without Own Children <18, With Relatives	4.5%	6.0%	8.3%
No Relatives Present	5.0%	4.4%	3.8%
2020 Households by Size			
Total	18,404	62,479	99,548
1 Person Household	42.8%	44.6%	42.7%
2 Person Household	35.3%	31.7%	30.0%
3 Person Household	12.2%	11.8%	13.0%
4 Person Household	5.5%	6.4%	7.5%
5 Person Household	2.4%	2.8%	3.6%
6 Person Household	1.2%	1.5%	1.8%
7 + Person Household	0.7%	1.1%	1.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2020 Households by Tenure and Mortgage Status			
Total	18,404	62,479	99,548
Owner Occupied	38.9%	33.6%	33.3%
Owned with a Mortgage/Loan	31.5%	26.6%	25.1%
Owned Free and Clear	7.4%	7.0%	8.2%
Renter Occupied	61.1%	66.4%	66.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	80	74
Percent of Income for Mortgage	22.4%	27.8%	30.2%
Wealth Index	113	80	64
2020 Housing Units By Urban/ Rural Status			
Total	21,542	73,525	118,927
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	35,994	128,290	215,358
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.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	City Commons (11E)
3.	Social Security Set (9F)	City Commons (11E)	Modest Income Homes (12D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$63,134,204	\$163,234,647	\$216,634,253
Average Spent	\$3,468.15	\$2,623.72	\$2,177.69
Spending Potential Index	158	119	99
Education: Total \$	\$52,102,242	\$128,568,720	\$166,533,760
Average Spent	\$2,862.13	\$2,066.52	\$1,674.06
Spending Potential Index	160	115	93
Entertainment/Recreation: Total \$	\$92,796,646	\$245,397,711	\$326,888,251
Average Spent	\$5,097.60	\$3,944.35	\$3,286.00
Spending Potential Index	135	104	87
Food at Home: Total \$	\$180,744,524	\$476,504,261	\$641,252,596
Average Spent	\$9,928.84	\$7,658.99	\$6,446.11
Spending Potential Index	146	113	95
Food Away from Home: Total \$	\$104,027,553	\$270,525,029	\$355,052,549
Average Spent	\$5,714.54	\$4,348.23	\$3,569.12
Spending Potential Index	153	117	96
Health Care: Total \$	\$166,427,114	\$457,484,691	\$624,625,606
Average Spent	\$9,142.34	\$7,353.29	\$6,278.97
Spending Potential Index	124	100	85
HH Furnishings & Equipment: Total \$	\$76,940,284	\$200,386,777	\$265,080,530
Average Spent	\$4,226.56	\$3,220.88	\$2,664.69
Spending Potential Index	143	109	90
Personal Care Products & Services: Total \$	\$25,886,060	\$67,754,248	\$89,534,225
Average Spent	\$1,422.00	\$1,089.03	\$900.03
Spending Potential Index	149	114	94
Shelter: Total \$	\$685,724,317	\$1,768,720,235	\$2,333,299,345
Average Spent	\$37,668.88	\$28,429.16	\$23,455.20
Spending Potential Index	152	115	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$67,378,970	\$181,778,190	\$244,445,309
Average Spent	\$3,701.33	\$2,921.77	\$2,457.26
Spending Potential Index	118	93	79
Travel: Total \$	\$56,951,165	\$147,576,360	\$193,078,052
Average Spent	\$3,128.50	\$2,372.04	\$1,940.89
Spending Potential Index	139	105	86
Vehicle Maintenance & Repairs: Total \$	\$32,296,281	\$88,047,169	\$118,077,502
Average Spent	\$1,774.13	\$1,415.21	\$1,186.96
Spending Potential Index	135	108	91

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Demographic Summary		2023	2028	
Population		35,298	35,705	
Population 18+		30,564	31,031	
Households		18,204	18,827	
Median Household Income		\$99,781	\$114,665	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		18,062	59.1%	89
Went to Family Restaurant/Steak House 4+ Times/30 Days		5,233	17.1%	83
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,769	5.8%	87
Spent \$31-50 at Family Restaurant/Steak House/30 Days		2,202	7.2%	84
Spent \$51-100 at Family Restaurant/Steak House/30 Days		3,521	11.5%	78
Spent \$101-200 at Family Restaurant/Steak House/30 Days		2,398	7.8%	80
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,606	5.3%	107
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,236	4.0%	135
Spent \$101-200 at Fine Dining Restaurants/30 Days		1,250	4.1%	176
Spent \$201+ at Fine Dining Restaurants/30 Days		1,240	4.1%	203
Went for Breakfast at Family Restaurant/Steak House/6 Mo		2,612	8.5%	84
Went for Lunch at Family Restaurant/Steak House/6 Mo		4,566	14.9%	92
Went for Dinner at Family Restaurant/Steak House/6 Mo		12,270	40.1%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo		504	1.6%	117
Went on Workday to Family Restaurant/Steak House/6 Mo		8,097	26.5%	89
Went on Weekend to Family Restaurant/Steak House/6 Mo		10,408	34.1%	93
Went to Applebee`s/6 Mo		3,048	10.0%	75
Went to Bob Evans/6 Mo		451	1.5%	66
Went to Buffalo Wild Wings/6 Mo		2,294	7.5%	93
Went to California Pizza Kitchen/6 Mo		655	2.1%	153
Went to Carrabba`s/6 Mo		468	1.5%	78
Went to The Cheesecake Factory/6 Mo		2,428	7.9%	128
Went to Chili`s Grill & Bar/6 Mo		2,142	7.0%	78
Went to Cracker Barrel/6 Mo		1,611	5.3%	54
Went to Denny`s/6 Mo		1,230	4.0%	71
Went to Golden Corral/6 Mo		529	1.7%	59
Went to IHOP/6 Mo		1,919	6.3%	88
Went to Logan`s Roadhouse/6 Mo		289	0.9%	55
Went to Longhorn Steakhouse/6 Mo		1,111	3.6%	66
Went to Olive Garden/6 Mo		2,660	8.7%	64
Went to Outback Steakhouse/6 Mo		1,632	5.3%	76
Went to Red Lobster/6 Mo		1,434	4.7%	76
Went to Red Robin/6 Mo		1,150	3.8%	75
Went to Ruby Tuesday/6 Mo		285	0.9%	56
Went to Texas Roadhouse/6 Mo		2,229	7.3%	68
Went to T.G.I. Friday`s/6 Mo		661	2.2%	99
Went to Waffle House/6 Mo		967	3.2%	72
Went to Fast Food/Drive-In Restaurant/6 Mo		26,986	88.3%	97
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		10,312	33.7%	87
Spent \$1-10 at Fast Food Restaurant/30 Days		1,429	4.7%	114
Spent \$11-20 at Fast Food Restaurant/30 Days		2,888	9.4%	112
Spent \$21-40 at Fast Food Restaurant/30 Days		5,160	16.9%	102
Spent \$41-50 at Fast Food Restaurant/30 Days		2,708	8.9%	96
Spent \$51-100 at Fast Food Restaurant/30 Days		5,663	18.5%	90
Spent \$101-200 at Fast Food Restaurant/30 Days		3,168	10.4%	84
Spent \$201+ at Fast Food Restaurant/30 Days		1,249	4.1%	78
Ordered Eat-In Fast Food/6 Mo		5,966	19.5%	95

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	5,159	16.9%	126
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	15,509	50.7%	87
Ordered Take-Out/Walk-In Fast Food/6 Mo	8,374	27.4%	123
Bought Breakfast at Fast Food Restaurant/6 Mo	9,791	32.0%	92
Bought Lunch at Fast Food Restaurant/6 Mo	15,511	50.7%	95
Bought Dinner at Fast Food Restaurant/6 Mo	15,994	52.3%	97
Bought Snack at Fast Food Restaurant/6 Mo	4,517	14.8%	111
Bought from Fast Food Restaurant on Weekday/6 Mo	18,811	61.5%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	15,725	51.4%	98
Bought A&W/6 Mo	466	1.5%	74
Bought Arby`s/6 Mo	3,152	10.3%	58
Bought Baskin-Robbins/6 Mo	1,010	3.3%	106
Bought Boston Market/6 Mo	671	2.2%	113
Bought Burger King/6 Mo	6,781	22.2%	80
Bought Captain D`s/6 Mo	427	1.4%	50
Bought Carl`s Jr./6 Mo	1,518	5.0%	106
Bought Checkers/6 Mo	779	2.5%	103
Bought Chick-Fil-A/6 Mo	9,665	31.6%	97
Bought Chipotle Mexican Grill/6 Mo	7,017	23.0%	143
Bought Chuck E. Cheese`s/6 Mo	316	1.0%	99
Bought Church`s Fried Chicken/6 Mo	687	2.2%	69
Bought Cold Stone Creamery/6 Mo	834	2.7%	97
Bought Dairy Queen/6 Mo	3,150	10.3%	68
Bought Del Taco/6 Mo	924	3.0%	92
Bought Domino`s Pizza/6 Mo	5,276	17.3%	107
Bought Dunkin` Donuts/6 Mo	5,784	18.9%	128
Bought Five Guys/6 Mo	3,292	10.8%	111
Bought Hardee`s/6 Mo	609	2.0%	39
Bought Jack in the Box/6 Mo	1,521	5.0%	74
Bought Jersey Mike`s/6 Mo	2,181	7.1%	99
Bought Jimmy John`s/6 Mo	1,689	5.5%	94
Bought KFC/6 Mo	3,716	12.2%	70
Bought Krispy Kreme Doughnuts/6 Mo	2,175	7.1%	103
Bought Little Caesars/6 Mo	2,396	7.8%	67
Bought Long John Silver`s/6 Mo	307	1.0%	43
Bought McDonald`s/6 Mo	14,006	45.8%	91
Bought Panda Express/6 Mo	3,825	12.5%	103
Bought Panera Bread/6 Mo	4,292	14.0%	109
Bought Papa John`s/6 Mo	2,394	7.8%	97
Bought Papa Murphy`s/6 Mo	802	2.6%	73
Bought Pizza Hut/6 Mo	2,799	9.2%	74
Bought Popeyes Chicken/6 Mo	4,740	15.5%	111
Bought Sonic Drive-In/6 Mo	2,355	7.7%	65
Bought Starbucks/6 Mo	8,110	26.5%	129
Bought Steak `N Shake/6 Mo	688	2.3%	77
Bought Subway/6 Mo	5,485	17.9%	83
Bought Taco Bell/6 Mo	7,249	23.7%	87
Bought Wendy`s/6 Mo	6,740	22.1%	84
Bought Whataburger/6 Mo	1,386	4.5%	77
Bought White Castle/6 Mo	836	2.7%	110
Bought Wing-Stop/6 Mo	1,077	3.5%	104

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 2023 and 2028.



Restaurant Market Potential

631 S Broadway, Baltimore, Maryland, 21231
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.28373
Longitude: -76.59302

Went to Fine Dining Restaurant/6 Mo	5,787	18.9%	156
Went to Fine Dining Restaurant/30 Days	4,409	14.4%	159
Went to Fine Dining Restaurant 2+ Times/30 Days	2,553	8.4%	202
Used DoorDash Site/App for Take-Out/Del/30 Days	5,505	18.0%	156
Used Grubhub Site/App for Take-Out/Del/30 Days	3,374	11.0%	202
Used Postmates Site/App for Take-Out/Del/30 Days	1,064	3.5%	205
Used Restrnt Site/App for Take-Out/Del/30 Days	7,278	23.8%	108
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,125	13.5%	209
Used Yelp Site/App for Take-Out/Del/30 Days	910	3.0%	180

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 2023 and 2028.

Demographic Summary		2023	2028	
Population		126,792	127,842	
Population 18+		107,209	108,371	
Households		62,215	63,807	
Median Household Income		\$71,901	\$80,232	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		64,686	60.3%	91
Went to Family Restaurant/Steak House 4+ Times/30 Days		19,992	18.6%	91
Spent \$1-30 at Family Restaurant/Steak House/30 Days		6,937	6.5%	97
Spent \$31-50 at Family Restaurant/Steak House/30 Days		8,113	7.6%	88
Spent \$51-100 at Family Restaurant/Steak House/30 Days		13,395	12.5%	84
Spent \$101-200 at Family Restaurant/Steak House/30 Days		8,267	7.7%	79
Spent \$201+ at Family Restaurant/Steak House/30 Days		5,119	4.8%	97
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,730	3.5%	116
Spent \$101-200 at Fine Dining Restaurants/30 Days		3,428	3.2%	138
Spent \$201+ at Fine Dining Restaurants/30 Days		3,163	3.0%	147
Went for Breakfast at Family Restaurant/Steak House/6 Mo		9,840	9.2%	90
Went for Lunch at Family Restaurant/Steak House/6 Mo		16,142	15.1%	92
Went for Dinner at Family Restaurant/Steak House/6 Mo		42,099	39.3%	90
Went for Snacks at Family Restaurant/Steak House/6 Mo		2,017	1.9%	134
Went on Workday to Family Restaurant/Steak House/6 Mo		28,210	26.3%	88
Went on Weekend to Family Restaurant/Steak House/6 Mo		36,505	34.1%	93
Went to Applebee's/6 Mo		12,890	12.0%	90
Went to Bob Evans/6 Mo		2,048	1.9%	85
Went to Buffalo Wild Wings/6 Mo		8,632	8.1%	99
Went to California Pizza Kitchen/6 Mo		1,828	1.7%	122
Went to Carrabba's/6 Mo		1,857	1.7%	89
Went to The Cheesecake Factory/6 Mo		7,902	7.4%	119
Went to Chili's Grill & Bar/6 Mo		8,350	7.8%	86
Went to Cracker Barrel/6 Mo		7,058	6.6%	67
Went to Denny's/6 Mo		5,366	5.0%	88
Went to Golden Corral/6 Mo		2,761	2.6%	88
Went to IHOP/6 Mo		6,945	6.5%	91
Went to Logan's Roadhouse/6 Mo		1,475	1.4%	80
Went to Longhorn Steakhouse/6 Mo		4,936	4.6%	83
Went to Olive Garden/6 Mo		10,761	10.0%	74
Went to Outback Steakhouse/6 Mo		6,424	6.0%	85
Went to Red Lobster/6 Mo		6,307	5.9%	95
Went to Red Robin/6 Mo		4,224	3.9%	78
Went to Ruby Tuesday/6 Mo		1,498	1.4%	84
Went to Texas Roadhouse/6 Mo		9,194	8.6%	80
Went to T.G.I. Friday's/6 Mo		2,602	2.4%	111
Went to Waffle House/6 Mo		4,463	4.2%	95
Went to Fast Food/Drive-In Restaurant/6 Mo		94,108	87.8%	97
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		39,082	36.5%	94
Spent \$1-10 at Fast Food Restaurant/30 Days		4,663	4.3%	106
Spent \$11-20 at Fast Food Restaurant/30 Days		10,006	9.3%	111
Spent \$21-40 at Fast Food Restaurant/30 Days		17,728	16.5%	100
Spent \$41-50 at Fast Food Restaurant/30 Days		9,613	9.0%	97
Spent \$51-100 at Fast Food Restaurant/30 Days		20,230	18.9%	92
Spent \$101-200 at Fast Food Restaurant/30 Days		11,523	10.7%	87
Spent \$201+ at Fast Food Restaurant/30 Days		4,374	4.1%	78
Ordered Eat-In Fast Food/6 Mo		20,802	19.4%	95

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	17,346	16.2%	121
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	56,061	52.3%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	26,498	24.7%	111
Bought Breakfast at Fast Food Restaurant/6 Mo	35,692	33.3%	95
Bought Lunch at Fast Food Restaurant/6 Mo	53,928	50.3%	94
Bought Dinner at Fast Food Restaurant/6 Mo	55,748	52.0%	96
Bought Snack at Fast Food Restaurant/6 Mo	14,590	13.6%	102
Bought from Fast Food Restaurant on Weekday/6 Mo	65,330	60.9%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	54,886	51.2%	98
Bought A&W/6 Mo	1,807	1.7%	82
Bought Arby`s/6 Mo	13,684	12.8%	71
Bought Baskin-Robbins/6 Mo	3,252	3.0%	97
Bought Boston Market/6 Mo	2,298	2.1%	110
Bought Burger King/6 Mo	26,845	25.0%	90
Bought Captain D`s/6 Mo	2,795	2.6%	93
Bought Carl`s Jr./6 Mo	4,868	4.5%	97
Bought Checkers/6 Mo	3,809	3.6%	143
Bought Chick-Fil-A/6 Mo	34,669	32.3%	99
Bought Chipotle Mexican Grill/6 Mo	21,931	20.5%	127
Bought Chuck E. Cheese`s/6 Mo	1,531	1.4%	137
Bought Church`s Fried Chicken/6 Mo	4,513	4.2%	130
Bought Cold Stone Creamery/6 Mo	2,925	2.7%	97
Bought Dairy Queen/6 Mo	12,299	11.5%	76
Bought Del Taco/6 Mo	3,075	2.9%	87
Bought Domino`s Pizza/6 Mo	18,328	17.1%	106
Bought Dunkin` Donuts/6 Mo	17,837	16.6%	112
Bought Five Guys/6 Mo	10,902	10.2%	104
Bought Hardee`s/6 Mo	3,489	3.3%	64
Bought Jack in the Box/6 Mo	5,587	5.2%	77
Bought Jersey Mike`s/6 Mo	7,036	6.6%	91
Bought Jimmy John`s/6 Mo	6,150	5.7%	98
Bought KFC/6 Mo	16,125	15.0%	87
Bought Krispy Kreme Doughnuts/6 Mo	7,991	7.5%	108
Bought Little Caesars/6 Mo	10,871	10.1%	87
Bought Long John Silver`s/6 Mo	1,823	1.7%	72
Bought McDonald`s/6 Mo	50,916	47.5%	94
Bought Panda Express/6 Mo	12,739	11.9%	98
Bought Panera Bread/6 Mo	13,713	12.8%	100
Bought Papa John`s/6 Mo	8,839	8.2%	102
Bought Papa Murphy`s/6 Mo	2,974	2.8%	77
Bought Pizza Hut/6 Mo	12,047	11.2%	91
Bought Popeyes Chicken/6 Mo	17,402	16.2%	117
Bought Sonic Drive-In/6 Mo	10,242	9.6%	81
Bought Starbucks/6 Mo	24,566	22.9%	112
Bought Steak `N Shake/6 Mo	2,879	2.7%	92
Bought Subway/6 Mo	20,382	19.0%	88
Bought Taco Bell/6 Mo	27,288	25.5%	93
Bought Wendy`s/6 Mo	26,271	24.5%	93
Bought Whataburger/6 Mo	5,410	5.0%	85
Bought White Castle/6 Mo	3,414	3.2%	128
Bought Wing-Stop/6 Mo	4,214	3.9%	116

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 2023 and 2028.



Restaurant Market Potential

631 S Broadway, Baltimore, Maryland, 21231
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.28373
Longitude: -76.59302

Went to Fine Dining Restaurant/6 Mo	16,725	15.6%	129
Went to Fine Dining Restaurant/30 Days	12,419	11.6%	128
Went to Fine Dining Restaurant 2+ Times/30 Days	6,748	6.3%	152
Used DoorDash Site/App for Take-Out/Del/30 Days	18,009	16.8%	145
Used Grubhub Site/App for Take-Out/Del/30 Days	9,828	9.2%	168
Used Postmates Site/App for Take-Out/Del/30 Days	3,152	2.9%	173
Used Restrnt Site/App for Take-Out/Del/30 Days	23,363	21.8%	98
Used Uber Eats Site/App for Take-Out/Del/30 Days	12,271	11.4%	177
Used Yelp Site/App for Take-Out/Del/30 Days	2,477	2.3%	139

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 2023 and 2028.

Demographic Summary		2023	2028	
Population		213,664	214,562	
Population 18+		174,697	176,063	
Households		99,479	101,588	
Median Household Income		\$57,790	\$62,966	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		106,644	61.0%	92
Went to Family Restaurant/Steak House 4+ Times/30 Days		33,795	19.3%	94
Spent \$1-30 at Family Restaurant/Steak House/30 Days		11,798	6.8%	101
Spent \$31-50 at Family Restaurant/Steak House/30 Days		13,343	7.6%	89
Spent \$51-100 at Family Restaurant/Steak House/30 Days		22,608	12.9%	87
Spent \$101-200 at Family Restaurant/Steak House/30 Days		13,225	7.6%	77
Spent \$201+ at Family Restaurant/Steak House/30 Days		7,969	4.6%	93
Spent \$1-100 at Fine Dining Restaurants/30 Days		5,463	3.1%	104
Spent \$101-200 at Fine Dining Restaurants/30 Days		4,835	2.8%	119
Spent \$201+ at Fine Dining Restaurants/30 Days		4,268	2.4%	122
Went for Breakfast at Family Restaurant/Steak House/6 Mo		16,675	9.5%	94
Went for Lunch at Family Restaurant/Steak House/6 Mo		25,775	14.8%	90
Went for Dinner at Family Restaurant/Steak House/6 Mo		66,552	38.1%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo		3,419	2.0%	139
Went on Workday to Family Restaurant/Steak House/6 Mo		45,446	26.0%	87
Went on Weekend to Family Restaurant/Steak House/6 Mo		58,219	33.3%	91
Went to Applebee`s/6 Mo		23,905	13.7%	103
Went to Bob Evans/6 Mo		3,621	2.1%	92
Went to Buffalo Wild Wings/6 Mo		14,266	8.2%	101
Went to California Pizza Kitchen/6 Mo		2,705	1.5%	111
Went to Carrabba`s/6 Mo		3,343	1.9%	98
Went to The Cheesecake Factory/6 Mo		12,551	7.2%	116
Went to Chili`s Grill & Bar/6 Mo		13,776	7.9%	87
Went to Cracker Barrel/6 Mo		12,172	7.0%	71
Went to Denny`s/6 Mo		9,549	5.5%	96
Went to Golden Corral/6 Mo		5,678	3.3%	111
Went to IHOP/6 Mo		12,028	6.9%	96
Went to Logan`s Roadhouse/6 Mo		2,892	1.7%	96
Went to Longhorn Steakhouse/6 Mo		8,827	5.1%	91
Went to Olive Garden/6 Mo		18,414	10.5%	78
Went to Outback Steakhouse/6 Mo		11,371	6.5%	93
Went to Red Lobster/6 Mo		11,944	6.8%	110
Went to Red Robin/6 Mo		6,651	3.8%	75
Went to Ruby Tuesday/6 Mo		3,123	1.8%	108
Went to Texas Roadhouse/6 Mo		15,350	8.8%	82
Went to T.G.I. Friday`s/6 Mo		5,044	2.9%	132
Went to Waffle House/6 Mo		8,420	4.8%	110
Went to Fast Food/Drive-In Restaurant/6 Mo		154,662	88.5%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		67,332	38.5%	99
Spent \$1-10 at Fast Food Restaurant/30 Days		7,088	4.1%	99
Spent \$11-20 at Fast Food Restaurant/30 Days		16,208	9.3%	110
Spent \$21-40 at Fast Food Restaurant/30 Days		29,107	16.7%	100
Spent \$41-50 at Fast Food Restaurant/30 Days		15,920	9.1%	98
Spent \$51-100 at Fast Food Restaurant/30 Days		33,595	19.2%	94
Spent \$101-200 at Fast Food Restaurant/30 Days		18,540	10.6%	86
Spent \$201+ at Fast Food Restaurant/30 Days		7,509	4.3%	82
Ordered Eat-In Fast Food/6 Mo		32,463	18.6%	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 2023 and 2028.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	28,663	16.4%	122
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	90,984	52.1%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	41,763	23.9%	107
Bought Breakfast at Fast Food Restaurant/6 Mo	59,269	33.9%	97
Bought Lunch at Fast Food Restaurant/6 Mo	87,257	49.9%	93
Bought Dinner at Fast Food Restaurant/6 Mo	90,547	51.8%	96
Bought Snack at Fast Food Restaurant/6 Mo	21,972	12.6%	94
Bought from Fast Food Restaurant on Weekday/6 Mo	105,984	60.7%	92
Bought from Fast Food Restaurant on Weekend/6 Mo	89,498	51.2%	98
Bought A&W/6 Mo	2,881	1.6%	80
Bought Arby`s/6 Mo	23,333	13.4%	75
Bought Baskin-Robbins/6 Mo	5,366	3.1%	98
Bought Boston Market/6 Mo	4,397	2.5%	130
Bought Burger King/6 Mo	48,465	27.7%	99
Bought Captain D`s/6 Mo	6,389	3.7%	131
Bought Carl`s Jr./6 Mo	7,208	4.1%	88
Bought Checkers/6 Mo	7,943	4.5%	184
Bought Chick-Fil-A/6 Mo	55,767	31.9%	97
Bought Chipotle Mexican Grill/6 Mo	33,227	19.0%	118
Bought Chuck E. Cheese`s/6 Mo	3,078	1.8%	169
Bought Church`s Fried Chicken/6 Mo	9,902	5.7%	175
Bought Cold Stone Creamery/6 Mo	4,615	2.6%	94
Bought Dairy Queen/6 Mo	19,915	11.4%	75
Bought Del Taco/6 Mo	4,896	2.8%	85
Bought Domino`s Pizza/6 Mo	30,205	17.3%	107
Bought Dunkin` Donuts/6 Mo	29,299	16.8%	113
Bought Five Guys/6 Mo	17,444	10.0%	103
Bought Hardee`s/6 Mo	7,284	4.2%	81
Bought Jack in the Box/6 Mo	8,958	5.1%	76
Bought Jersey Mike`s/6 Mo	11,263	6.4%	89
Bought Jimmy John`s/6 Mo	9,379	5.4%	91
Bought KFC/6 Mo	30,650	17.5%	101
Bought Krispy Kreme Doughnuts/6 Mo	13,900	8.0%	116
Bought Little Caesars/6 Mo	19,699	11.3%	96
Bought Long John Silver`s/6 Mo	3,819	2.2%	93
Bought McDonald`s/6 Mo	85,150	48.7%	97
Bought Panda Express/6 Mo	20,090	11.5%	95
Bought Panera Bread/6 Mo	20,605	11.8%	92
Bought Papa John`s/6 Mo	15,197	8.7%	107
Bought Papa Murphy`s/6 Mo	4,930	2.8%	79
Bought Pizza Hut/6 Mo	21,433	12.3%	100
Bought Popeyes Chicken/6 Mo	31,512	18.0%	130
Bought Sonic Drive-In/6 Mo	18,024	10.3%	87
Bought Starbucks/6 Mo	35,723	20.4%	100
Bought Steak `N Shake/6 Mo	5,123	2.9%	100
Bought Subway/6 Mo	34,990	20.0%	93
Bought Taco Bell/6 Mo	45,682	26.1%	96
Bought Wendy`s/6 Mo	46,433	26.6%	101
Bought Whataburger/6 Mo	8,928	5.1%	86
Bought White Castle/6 Mo	6,832	3.9%	157
Bought Wing-Stop/6 Mo	7,782	4.5%	132

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 2023 and 2028.



Restaurant Market Potential

631 S Broadway, Baltimore, Maryland, 21231
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28373
Longitude: -76.59302

Went to Fine Dining Restaurant/6 Mo	23,582	13.5%	111
Went to Fine Dining Restaurant/30 Days	17,223	9.9%	109
Went to Fine Dining Restaurant 2+ Times/30 Days	8,838	5.1%	122
Used DoorDash Site/App for Take-Out/Del/30 Days	28,764	16.5%	142
Used Grubhub Site/App for Take-Out/Del/30 Days	14,927	8.5%	157
Used Postmates Site/App for Take-Out/Del/30 Days	4,855	2.8%	163
Used Restrnt Site/App for Take-Out/Del/30 Days	36,115	20.7%	93
Used Uber Eats Site/App for Take-Out/Del/30 Days	18,693	10.7%	166
Used Yelp Site/App for Take-Out/Del/30 Days	3,531	2.0%	122

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 2023 and 2028.



Business Summary

631 S Broadway, Baltimore, Maryland, 21231
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28373
Longitude: -76.59302

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	2,922		10,008		13,783							
Total Employees:	46,203		181,946		226,642							
Total Residential Population:	35,298		126,792		213,664							
Employee/Residential Population Ratio (per 100 Residents)	131		143		106							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	0.4%	194	0.4%	59	0.6%	594	0.3%	87	0.6%	1,212	0.5%
Construction	73	2.5%	519	1.1%	275	2.7%	2,514	1.4%	451	3.3%	4,368	1.9%
Manufacturing	53	1.8%	1,162	2.5%	188	1.9%	4,676	2.6%	298	2.2%	7,148	3.2%
Transportation	63	2.2%	925	2.0%	193	1.9%	3,018	1.7%	316	2.3%	4,689	2.1%
Communication	19	0.7%	154	0.3%	73	0.7%	606	0.3%	98	0.7%	734	0.3%
Utility	10	0.3%	324	0.7%	27	0.3%	1,561	0.9%	37	0.3%	1,674	0.7%
Wholesale Trade	47	1.6%	684	1.5%	169	1.7%	2,204	1.2%	281	2.0%	4,228	1.9%
Retail Trade Summary	585	20.0%	8,253	17.9%	1,819	18.2%	18,556	10.2%	2,495	18.1%	23,778	10.5%
Home Improvement	13	0.4%	180	0.4%	37	0.4%	580	0.3%	55	0.4%	920	0.4%
General Merchandise Stores	22	0.8%	108	0.2%	81	0.8%	579	0.3%	122	0.9%	851	0.4%
Food Stores	59	2.0%	685	1.5%	212	2.1%	1,689	0.9%	309	2.2%	2,577	1.1%
Auto Dealers & Gas Stations	26	0.9%	145	0.3%	75	0.7%	489	0.3%	148	1.1%	1,068	0.5%
Apparel & Accessory Stores	32	1.1%	2,070	4.5%	92	0.9%	3,650	2.0%	128	0.9%	3,830	1.7%
Furniture & Home Furnishings	20	0.7%	150	0.3%	73	0.7%	601	0.3%	103	0.7%	853	0.4%
Eating & Drinking Places	322	11.0%	4,415	9.6%	891	8.9%	9,110	5.0%	1,134	8.2%	10,906	4.8%
Miscellaneous Retail	91	3.1%	500	1.1%	357	3.6%	1,859	1.0%	495	3.6%	2,773	1.2%
Finance, Insurance, Real Estate Summary	356	12.2%	5,505	11.9%	1,138	11.4%	14,849	8.2%	1,424	10.3%	16,607	7.3%
Banks, Savings & Lending Institutions	59	2.0%	1,077	2.3%	186	1.9%	3,051	1.7%	237	1.7%	3,300	1.5%
Securities Brokers	70	2.4%	2,028	4.4%	192	1.9%	3,592	2.0%	226	1.6%	3,894	1.7%
Insurance Carriers & Agents	34	1.2%	685	1.5%	100	1.0%	1,957	1.1%	115	0.8%	2,056	0.9%
Real Estate, Holding, Other Investment Offices	193	6.6%	1,715	3.7%	659	6.6%	6,249	3.4%	847	6.1%	7,358	3.2%
Services Summary	1,132	38.7%	24,459	52.9%	3,963	39.6%	107,686	59.2%	5,490	39.8%	130,484	57.6%
Hotels & Lodging	39	1.3%	1,885	4.1%	83	0.8%	4,538	2.5%	92	0.7%	4,647	2.1%
Automotive Services	32	1.1%	419	0.9%	155	1.5%	1,418	0.8%	272	2.0%	2,108	0.9%
Movies & Amusements	57	2.0%	528	1.1%	164	1.6%	2,410	1.3%	221	1.6%	2,999	1.3%
Health Services	183	6.3%	5,305	11.5%	624	6.2%	46,966	25.8%	849	6.2%	54,532	24.1%
Legal Services	119	4.1%	2,206	4.8%	502	5.0%	8,461	4.7%	563	4.1%	8,748	3.9%
Education Institutions & Libraries	55	1.9%	1,856	4.0%	204	2.0%	8,091	4.4%	321	2.3%	12,915	5.7%
Other Services	647	22.1%	12,259	26.5%	2,232	22.3%	35,802	19.7%	3,171	23.0%	44,535	19.6%
Government	57	2.0%	3,493	7.6%	307	3.1%	23,758	13.1%	389	2.8%	29,250	12.9%
Unclassified Establishments	514	17.6%	531	1.1%	1,796	17.9%	1,924	1.1%	2,417	17.5%	2,469	1.1%
Totals	2,922	100.0%	46,203	100.0%	10,008	100.0%	181,946	100.0%	13,783	100.0%	226,642	100.0%

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



Business Summary

631 S Broadway, Baltimore, Maryland, 21231
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28373
Longitude: -76.59302

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.1%	7	0.0%	16	0.2%	112	0.1%	22	0.2%	425	0.2%
Mining	1	0.0%	3	0.0%	7	0.1%	97	0.1%	11	0.1%	125	0.1%
Utilities	4	0.1%	282	0.6%	9	0.1%	1,178	0.6%	9	0.1%	1,199	0.5%
Construction	92	3.1%	722	1.6%	327	3.3%	2,990	1.6%	518	3.8%	4,954	2.2%
Manufacturing	59	2.0%	1,107	2.4%	178	1.8%	3,115	1.7%	279	2.0%	5,361	2.4%
Wholesale Trade	45	1.5%	665	1.4%	165	1.6%	2,180	1.2%	277	2.0%	4,204	1.9%
Retail Trade	243	8.3%	3,679	8.0%	869	8.7%	9,027	5.0%	1,286	9.3%	12,342	5.4%
Motor Vehicle & Parts Dealers	21	0.7%	122	0.3%	60	0.6%	379	0.2%	114	0.8%	836	0.4%
Furniture & Home Furnishings Stores	12	0.4%	106	0.2%	38	0.4%	248	0.1%	50	0.4%	355	0.2%
Electronics & Appliance Stores	5	0.2%	28	0.1%	26	0.3%	305	0.2%	38	0.3%	389	0.2%
Building Material & Garden Equipment & Supplies Dealers	13	0.4%	180	0.4%	37	0.4%	580	0.3%	55	0.4%	920	0.4%
Food & Beverage Stores	55	1.9%	583	1.3%	208	2.1%	1,452	0.8%	330	2.4%	2,374	1.0%
Health & Personal Care Stores	22	0.8%	247	0.5%	91	0.9%	662	0.4%	128	0.9%	865	0.4%
Gasoline Stations & Fuel Dealers	5	0.2%	22	0.0%	15	0.1%	110	0.1%	34	0.2%	232	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	35	1.2%	2,077	4.5%	116	1.2%	3,774	2.1%	155	1.1%	3,962	1.7%
Sporting Goods, Hobby, Book, & Music Stores	45	1.5%	185	0.4%	158	1.6%	690	0.4%	206	1.5%	1,017	0.4%
General Merchandise Stores	31	1.1%	128	0.3%	120	1.2%	827	0.5%	177	1.3%	1,393	0.6%
Transportation & Warehousing	36	1.2%	756	1.6%	147	1.5%	2,749	1.5%	253	1.8%	4,315	1.9%
Information	79	2.7%	2,104	4.6%	254	2.5%	5,476	3.0%	326	2.4%	6,195	2.7%
Finance & Insurance	167	5.7%	3,792	8.2%	494	4.9%	8,811	4.8%	602	4.4%	9,483	4.2%
Central Bank/Credit Intermediation & Related Activities	55	1.9%	1,023	2.2%	170	1.7%	2,838	1.6%	225	1.6%	3,103	1.4%
Securities & Commodity Contracts	77	2.6%	2,083	4.5%	223	2.2%	4,015	2.2%	261	1.9%	4,322	1.9%
Funds, Trusts & Other Financial Vehicles	34	1.2%	686	1.5%	101	1.0%	1,959	1.1%	116	0.8%	2,058	0.9%
Real Estate, Rental & Leasing	163	5.6%	1,393	3.0%	572	5.7%	4,516	2.5%	756	5.5%	5,540	2.4%
Professional, Scientific & Tech Services	376	12.9%	7,669	16.6%	1,303	13.0%	24,854	13.7%	1,592	11.6%	28,160	12.4%
Legal Services	126	4.3%	2,257	4.9%	526	5.3%	8,617	4.7%	594	4.3%	8,935	3.9%
Management of Companies & Enterprises	13	0.4%	364	0.8%	54	0.5%	1,425	0.8%	71	0.5%	1,582	0.7%
Administrative, Support & Waste Management Services	101	3.5%	1,189	2.6%	299	3.0%	4,393	2.4%	407	3.0%	5,411	2.4%
Educational Services	56	1.9%	1,883	4.1%	195	1.9%	7,816	4.3%	307	2.2%	12,577	5.5%
Health Care & Social Assistance	230	7.9%	5,844	12.6%	783	7.8%	49,404	27.2%	1,118	8.1%	58,573	25.8%
Arts, Entertainment & Recreation	74	2.5%	1,244	2.7%	207	2.1%	4,035	2.2%	283	2.1%	4,901	2.2%
Accommodation & Food Services	366	12.5%	6,342	13.7%	993	9.9%	13,810	7.6%	1,249	9.1%	15,739	6.9%
Accommodation	39	1.3%	1,885	4.1%	83	0.8%	4,538	2.5%	92	0.7%	4,647	2.1%
Food Services & Drinking Places	327	11.2%	4,457	9.6%	911	9.1%	9,272	5.1%	1,157	8.4%	11,092	4.9%
Other Services (except Public Administration)	245	8.4%	3,078	6.7%	1,028	10.3%	9,907	5.4%	1,608	11.7%	13,468	5.9%
Automotive Repair & Maintenance	17	0.6%	90	0.2%	66	0.7%	282	0.2%	152	1.1%	789	0.3%
Public Administration	58	2.0%	3,550	7.7%	310	3.1%	24,134	13.3%	392	2.8%	29,626	13.1%
Unclassified Establishments	514	17.6%	529	1.1%	1,795	17.9%	1,917	1.1%	2,416	17.5%	2,462	1.1%
Total	2,922	100.0%	46,203	100.0%	10,008	100.0%	181,946	100.0%	13,783	100.0%	226,642	100.0%

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March 27, 2024