925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	29,185	120,548	243,657
2020 Total Population	27,665	111,603	227,916
2020 Group Quarters	825	5,144	6,613
2023 Total Population	28,643	110,908	224,561
2023 Group Quarters	825	5,143	6,614
2028 Total Population	28,579	111,235	223,931
2023-2028 Annual Rate	-0.04%	0.06%	-0.06%
2023 Total Daytime Population	78,952	222,035	361,392
Workers	64,102	168,261	247,483
Residents	14,850	53,774	113,909
Household Summary			
2010 Households	12,665	50,958	100,936
2010 Average Household Size	2.23	2.17	2.29
2020 Total Households	13,301	53,876	104,651
2020 Average Household Size	2.02	1.98	2.11
2023 Households	13,545	53,738	103,915
2023 Average Household Size	2.05	1.97	2.10
2028 Households	13,737	54,863	105,448
2028 Average Household Size	2.02	1.93	2.06
2023-2028 Annual Rate	0.28%	0.42%	0.29%
2010 Families	5,509	21,779	48,108
2010 Average Family Size	3.15	3.12	3.16
2023 Families	5,385	20,718	46,085
2023 Average Family Size	3.03	2.98	3.03
2028 Families	5,435	21,089	46,612
2028 Average Family Size	2.99	2.93	2.98
2023-2028 Annual Rate	0.19%	0.36%	0.23%
Housing Unit Summary			
2000 Housing Units	15,832	62,591	126,962
Owner Occupied Housing Units	26.1%	28.0%	32.6%
Renter Occupied Housing Units	52.1%	52.7%	48.7%
Vacant Housing Units	21.8%	19.3%	18.7%
2010 Housing Units	16,891	65,015	127,615
Owner Occupied Housing Units	21.7%	25.0%	29.5%
Renter Occupied Housing Units	53.2%	53.3%	49.6%
Vacant Housing Units	25.0%	21.6%	20.9%
2020 Housing Units	16,629	66,275	127,349
Owner Occupied Housing Units	19.3%	21.6%	26.5%
Renter Occupied Housing Units	60.7%	59.7%	55.7%
Vacant Housing Units	20.0%	18.7%	17.8%
2023 Housing Units	17,191	67,222	127,705
Owner Occupied Housing Units	23.1%	25.9%	31.2%
Renter Occupied Housing Units	55.7%	54.0%	50.1%
Vacant Housing Units	21.2%	20.1%	18.6%
2028 Housing Units	17,337	68,161	129,220
Owner Occupied Housing Units	23.8%	26.4%	31.8%
Renter Occupied Housing Units	55.4%	54.1%	49.8%
Vacant Housing Units	20.8%	19.5%	18.4%

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.

November 20, 2023

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230   Prepared by Esri
Rings: 1, 2, 3 mile radii   Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
2023 Households by Income			
Household Income Base	13,545	53,732	103,909
<$15,000	25.0%	22.6%	21.2%
$15,000 - $24,999	10.1%	9.4%	9.5%
$25,000 - $34,999	7.4%	7.0%	7.7%
$35,000 - $49,999	9.3%	9.2%	9.9%
$50,000 - $74,999	14.9%	15.9%	16.3%
$75,000 - $99,999	9.5%	10.4%	10.3%
$100,000 - $149,999	11.7%	11.4%	10.8%
$150,000 - $199,999	4.9%	5.7%	5.9%
$200,000+	7.4%	8.4%	8.4%
Average Household Income	$79,633	$86,775	$87,020
2028 Households by Income			
Household Income Base	13,737	54,857	105,442
<$15,000	23.9%	21.8%	20.5%
$15,000 - $24,999	8.7%	8.4%	8.5%
$25,000 - $34,999	6.7%	6.3%	7.0%
$35,000 - $49,999	9.0%	8.7%	9.3%
$50,000 - $74,999	14.8%	15.3%	15.7%
$75,000 - $99,999	9.2%	10.1%	10.1%
$100,000 - $149,999	12.3%	11.9%	11.4%
$150,000 - $199,999	5.9%	6.9%	7.2%
$200,000+	9.5%	10.6%	10.2%
Average Household Income	$92,762	$100,359	$99,441
2023 Owner Occupied Housing Units by Value			
Total	3,956	17,416	39,850
<$50,000	8.1%	11.8%	11.6%
$50,000 - $99,999	8.0%	12.0%	12.9%
$100,000 - $149,999	4.5%	4.3%	5.8%
$150,000 - $199,999	9.9%	7.8%	9.6%
$200,000 - $249,999	12.9%	8.3%	10.4%
$250,000 - $299,999	9.4%	6.9%	6.8%
$300,000 - $399,999	23.8%	22.2%	20.9%
$400,000 - $499,999	10.8%	10.2%	9.0%
$500,000 - $749,999	8.8%	12.1%	9.4%
$750,000 - $999,999	2.4%	2.7%	2.4%
$1,000,000 - $1,499,999	1.3%	1.6%	1.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.2%	0.1%	0.2%
Average Home Value	$314,090	$314,083	$291,047
2028 Owner Occupied Housing Units by Value			
Total	4,107	17,976	41,016
<$50,000	8.2%	12.1%	12.1%
$50,000 - $99,999	5.3%	8.8%	9.9%
$100,000 - $149,999	2.8%	3.3%	4.2%
$150,000 - $199,999	6.1%	5.2%	6.6%
$200,000 - $249,999	9.3%	6.3%	8.2%
$250,000 - $299,999	8.3%	6.4%	6.4%
$300,000 - $399,999	29.8%	23.7%	23.2%
$400,000 - $499,999	12.6%	12.1%	11.4%
$500,000 - $749,999	12.0%	16.4%	12.8%
$750,000 - $999,999	3.3%	3.5%	3.2%
$1,000,000 - $1,499,999	2.0%	2.1%	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	$357,426	$353,471	$330,377

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.

November 20, 2023

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
Median Household Income			
2023	$46,551	$51,904	$51,842
2028	$52,076	$56,012	$55,571
Median Home Value			
2023	$285,608	$292,094	$249,170
2028	$333,143	$333,095	$311,193
Per Capita Income			
2023	$37,765	$42,282	$40,384
2028	$44,739	$49,749	$46,942
Median Age			
2010	31.9	32.6	33.2
2020	33.1	33.6	34.0
2023	34.4	34.5	35.4
2028	35.6	35.8	36.7
2020 Population by Age			
Total	27,665	111,603	227,916
0 - 4	4.9%	4.6%	5.2%
5 - 9	4.9%	4.6%	5.1%
10 - 14	4.8%	4.4%	5.0%
15 - 24	13.6%	13.8%	13.1%
25 - 34	26.0%	25.8%	23.8%
35 - 44	13.6%	13.5%	13.5%
45 - 54	9.8%	10.0%	10.1%
55 - 64	11.4%	11.6%	12.0%
65 - 74	7.1%	7.5%	7.8%
75 - 84	2.9%	3.0%	3.2%
85 +	0.9%	1.0%	1.3%
18 +	82.6%	83.8%	82.0%
2023 Population by Age			
Total	28,644	110,907	224,562
0 - 4	5.5%	5.0%	5.5%
5 - 9	5.2%	4.7%	5.2%
10 - 14	4.7%	4.4%	5.0%
15 - 24	14.2%	13.7%	13.2%
25 - 34	21.6%	23.2%	20.4%
35 - 44	12.7%	13.3%	13.4%
45 - 54	10.2%	10.1%	10.5%
55 - 64	11.3%	11.1%	11.6%
65 - 74	8.9%	8.9%	9.0%
75 - 84	4.3%	4.2%	4.4%
85 +	1.4%	1.4%	1.6%
18 +	81.6%	83.4%	81.3%
2028 Population by Age			
Total	28,580	111,236	223,933
0 - 4	5.7%	5.2%	5.6%
5 - 9	5.0%	4.5%	5.0%
10 - 14	4.6%	4.2%	4.9%
15 - 24	14.5%	13.9%	13.3%
25 - 34	19.4%	21.0%	18.5%
35 - 44	14.2%	14.6%	14.5%
45 - 54	10.0%	10.2%	10.7%
55 - 64	10.5%	10.1%	10.6%
65 - 74	9.4%	9.4%	9.6%
75 - 84	5.3%	5.3%	5.5%
85 +	1.6%	1.6%	1.8%
18 +	81.9%	83.7%	81.7%
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.

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
Males	13,256	54,509	109,077
Females	14,409	57,094	118,839
2023 Population by Sex			
Males	13,799	54,390	108,099
Females	14,844	56,518	116,462
2028 Population by Sex			
Males	13,703	54,450	107,537
Females	14,876	56,785	116,394
2010 Population by Race/Ethnicity			
Total	29,185	120,548	243,659
White Alone	32.0%	32.0%	28.6%
Black Alone	59.3%	61.2%	65.1%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	4.3%	3.2%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.1%	1.4%
Two or More Races	2.4%	2.1%	2.0%
Hispanic Origin	3.5%	3.0%	3.6%
Diversity Index	57.5	54.9	52.9
2020 Population by Race/Ethnicity			
Total	27,665	111,603	227,916
White Alone	29.5%	32.6%	29.6%
Black Alone	55.5%	53.3%	56.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.3%	5.1%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	2.9%	3.7%
Two or More Races	6.0%	5.7%	5.7%
Hispanic Origin	6.1%	5.8%	6.8%
Diversity Index	64.4	64.6	64.0
2023 Population by Race/Ethnicity			
Total	28,643	110,908	224,561
White Alone	27.1%	31.1%	28.3%
Black Alone	57.6%	54.4%	57.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.5%	5.3%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.0%	3.9%
Two or More Races	6.1%	5.9%	5.9%
Hispanic Origin	6.4%	6.1%	7.2%
Diversity Index	63.6	64.6	64.2
2028 Population by Race/Ethnicity			
Total	28,580	111,235	223,931
White Alone	25.0%	29.5%	26.7%
Black Alone	58.2%	54.4%	57.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.0%	5.7%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	3.5%	4.5%
Two or More Races	6.6%	6.5%	6.4%
Hispanic Origin	7.2%	7.0%	8.2%
Diversity Index	64.5	65.9	65.4

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.

November 20, 2023

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
2020 Population by Relationship and Household Type			
Total	27,665	111,603	227,916
In Households	97.0%	95.4%	97.1%
Householder	48.3%	48.3%	45.9%
Opposite-Sex Spouse	7.0%	7.5%	7.9%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.2%	4.1%	4.0%
Same-Sex Unmarried Partner	0.4%	0.5%	0.4%
Biological Child	20.0%	19.2%	21.5%
Adopted Child	0.3%	0.2%	0.3%
Stepchild	0.6%	0.5%	0.6%
Grandchild	2.7%	2.8%	3.5%
Brother or Sister	2.0%	1.7%	1.9%
Parent	1.0%	0.9%	1.1%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.9%	1.7%	2.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	7.9%	7.2%	7.2%
In Group Quaters	3.0%	4.6%	2.9%
Institutionalized	0.4%	2.5%	1.5%
Noninstitutionalized	2.6%	2.1%	1.4%
2023 Population 25+ by Educational Attainment			
Total	20,141	80,069	159,562
Less than 9th Grade	4.0%	3.3%	3.5%
9th - 12th Grade, No Diploma	12.0%	10.8%	9.9%
High School Graduate	18.9%	19.6%	22.8%
GED/Alternative Credential	5.8%	6.0%	5.7%
Some College, No Degree	16.2%	15.3%	15.5%
Associate Degree	3.8%	4.0%	4.7%
Bachelor's Degree	20.7%	20.5%	19.8%
Graduate/Professional Degree	18.4%	20.5%	17.9%
2023 Population 15+ by Marital Status			
Total	24,214	95,285	189,139
Never Married	61.9%	59.3%	57.8%
Married	22.2%	26.1%	27.1%
Widowed	5.3%	4.5%	5.2%
Divorced	10.6%	10.1%	9.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,810	58,965	117,220
Population 16+ Employed	94.9%	94.2%	93.8%
Population 16+ Unemployment rate	5.1%	5.8%	6.2%
Population 16-24 Employed	12.8%	13.0%	13.3%
Population 16-24 Unemployment rate	9.3%	13.3%	13.0%
Population 25-54 Employed	69.1%	69.4%	68.0%
Population 25-54 Unemployment rate	4.7%	3.9%	4.6%
Population 55-64 Employed	13.2%	11.9%	12.7%
Population 55-64 Unemployment rate	4.4%	6.2%	5.9%
Population 65+ Employed	4.8%	5.7%	6.0%
Population 65+ Unemployment rate	1.0%	8.6%	7.8%

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

November 20, 2023

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
2023 Employed Population 16+ by Industry			
Total	14,052	55,546	110,009
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	4.7%	4.2%	4.7%
Manufacturing	3.9%	4.6%	5.0%
Wholesale Trade	1.4%	1.4%	1.3%
Retail Trade	7.6%	7.0%	7.4%
Transportation/Utilities	8.0%	6.8%	6.6%
Information	1.4%	2.0%	2.0%
Finance/Insurance/Real Estate	6.4%	6.0%	6.3%
Services	61.1%	60.9%	59.1%
Public Administration	5.4%	7.0%	7.4%
2023 Employed Population 16+ by Occupation			
Total	14,052	55,548	110,011
White Collar	73.0%	72.4%	69.6%
Management/Business/Financial	19.3%	21.2%	20.1%
Professional	38.1%	36.4%	33.9%
Sales	5.2%	5.5%	6.0%
Administrative Support	10.4%	9.3%	9.7%
Services	14.2%	14.7%	16.5%
Blue Collar	12.9%	12.9%	13.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.9%	1.9%	2.3%
Installation/Maintenance/Repair	1.2%	1.2%	1.3%
Production	2.2%	2.6%	2.6%
Transportation/Material Moving	7.4%	7.0%	7.6%
2020 Households by Type			
Total	13,301	53,876	104,651
Married Couple Households	15.5%	16.4%	18.1%
With Own Children <18	4.5%	4.7%	5.6%
Without Own Children <18	11.0%	11.7%	12.5%
Cohabiting Couple Households	9.5%	9.5%	9.6%
With Own Children <18	2.2%	1.8%	2.0%
Without Own Children <18	7.3%	7.7%	7.6%
Male Householder, No Spouse/Partner	31.8%	31.2%	29.0%
Living Alone	23.7%	23.4%	21.0%
65 Years and over	4.8%	4.9%	4.6%
With Own Children <18	1.2%	1.2%	1.4%
Without Own Children <18, With Relatives	2.8%	2.7%	3.1%
No Relatives Present	4.1%	3.8%	3.6%
Female Householder, No Spouse/Partner	43.2%	43.0%	43.3%
Living Alone	23.1%	24.0%	22.0%
65 Years and over	6.5%	6.2%	6.4%
With Own Children <18	8.3%	7.5%	8.2%
Without Own Children <18, With Relatives	8.3%	7.9%	9.7%
No Relatives Present	3.4%	3.5%	3.4%
2020 Households by Size			
Total	13,301	53,876	104,651
1 Person Household	46.8%	47.4%	43.0%
2 Person Household	28.2%	28.6%	29.2%
3 Person Household	12.1%	11.4%	13.2%
4 Person Household	6.5%	6.5%	7.6%
5 Person Household	3.6%	3.2%	3.7%
6 Person Household	1.5%	1.6%	1.9%
7 + Person Household	1.3%	1.2%	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.

November 20, 2023

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
2020 Households by Tenure and Mortgage Status			
Total	13,301	53,876	104,651
Owner Occupied	24.1%	26.5%	32.3%
Owned with a Mortgage/Loan	17.9%	19.2%	23.5%
Owned Free and Clear	6.2%	7.3%	8.8%
Renter Occupied	75.9%	73.5%	67.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	61	66	77
Percent of Income for Mortgage	36.9%	33.8%	28.9%
Wealth Index	48	57	58
2020 Housing Units By Urban/ Rural Status			
Total	16,629	66,275	127,349
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	27,665	111,603	227,916
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.

November 20, 2023

Market Profile

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	City Commons (11E)	Metro Renters (3B)	Metro Renters (3B)
2.	Metro Renters (3B)	City Commons (11E)	Modest Income Homes (12D)
3.	Retirement Communities (9E)	Modest Income Homes (12D)	City Commons (11E)
2023 Consumer Spending			
Apparel & Services: Total $	$24,463,259	$105,391,460	$203,669,885
Average Spent	$1,806.07	$1,961.21	$1,959.97
Spending Potential Index	82	89	89
Education: Total $	$18,522,809	$80,592,273	$154,662,857
Average Spent	$1,367.50	$1,499.73	$1,488.36
Spending Potential Index	76	84	83
Entertainment/Recreation: Total $	$37,083,585	$159,137,488	$309,802,743
Average Spent	$2,737.81	$2,961.36	$2,981.31
Spending Potential Index	72	78	79
Food at Home: Total $	$73,071,024	$311,572,681	$607,147,129
Average Spent	$5,394.69	$5,798.00	$5,842.73
Spending Potential Index	79	85	86
Food Away from Home: Total $	$39,994,811	$173,293,085	$333,298,705
Average Spent	$2,952.74	$3,224.78	$3,207.42
Spending Potential Index	79	87	86
Health Care: Total $	$71,684,981	$304,797,880	$601,368,870
Average Spent	$5,292.36	$5,671.92	$5,787.12
Spending Potential Index	72	77	79
HH Furnishings & Equipment: Total $	$29,911,001	$129,081,406	$250,341,460
Average Spent	$2,208.27	$2,402.05	$2,409.10
Spending Potential Index	75	81	82
Personal Care Products & Services: Total $	$10,185,364	$43,707,987	$84,448,622
Average Spent	$751.96	$813.35	$812.67
Spending Potential Index	79	85	85
Shelter: Total $	$263,686,387	$1,134,833,509	$2,192,209,443
Average Spent	$19,467.43	$21,117.90	$21,096.18
Spending Potential Index	79	85	85
Support Payments/Cash Contributions/Gifts in Kind: Total $	$28,071,905	$118,875,250	$234,373,482
Average Spent	$2,072.49	$2,212.13	$2,255.43
Spending Potential Index	66	71	72
Travel: Total $	$21,685,292	$94,061,496	$181,806,829
Average Spent	$1,600.98	$1,750.37	$1,749.57
Spending Potential Index	71	78	78
Vehicle Maintenance & Repairs: Total $	$13,559,748	$57,745,922	$112,275,823
Average Spent	$1,001.09	$1,074.58	$1,080.46
Spending Potential Index	76	82	82

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Demographic Summary	2023	2028
Population	28,643	28,579
Population 18+	23,373	23,416
Households	13,545	13,737
Median Household Income	$46,551	$52,076

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	14,755	63.1%	95
Went to Family Restaurant/Steak House 4+ Times/30 Days	4,674	20.0%	97
Spent $1-30 at Family Restaurant/Steak House/30 Days	1,703	7.3%	109
Spent $31-50 at Family Restaurant/Steak House/30 Days	1,929	8.3%	96
Spent $51-100 at Family Restaurant/Steak House/30 Days	3,227	13.8%	93
Spent $101-200 at Family Restaurant/Steak House/30 Days	1,855	7.9%	81
Spent $201+ at Family Restaurant/Steak House/30 Days	1,014	4.3%	88
Spent $1-100 at Fine Dining Restaurants/30 Days	632	2.7%	90
Spent $101-200 at Fine Dining Restaurants/30 Days	545	2.3%	100
Spent $201+ at Fine Dining Restaurants/30 Days	443	1.9%	95
Went for Breakfast at Family Restaurant/Steak House/6 Mo	2,418	10.3%	101
Went for Lunch at Family Restaurant/Steak House/6 Mo	3,558	15.2%	93
Went for Dinner at Family Restaurant/Steak House/6 Mo	9,174	39.3%	90
Went for Snacks at Family Restaurant/Steak House/6 Mo	490	2.1%	149
Went on Workday to Family Restaurant/Steak House/6 Mo	6,385	27.3%	92
Went on Weekend to Family Restaurant/Steak House/6 Mo	7,933	33.9%	93
Went to Applebee`s/6 Mo	3,424	14.6%	110
Went to Bob Evans/6 Mo	495	2.1%	94
Went to Buffalo Wild Wings/6 Mo	1,900	8.1%	100
Went to California Pizza Kitchen/6 Mo	337	1.4%	103
Went to Carrabba`s/6 Mo	505	2.2%	111
Went to The Cheesecake Factory/6 Mo	1,642	7.0%	114
Went to Chili`s Grill & Bar/6 Mo	1,946	8.3%	92
Went to Cracker Barrel/6 Mo	1,784	7.6%	78
Went to Denny`s/6 Mo	1,503	6.4%	113
Went to Golden Corral/6 Mo	853	3.6%	124
Went to IHOP/6 Mo	1,710	7.3%	102
Went to Logan`s Roadhouse/6 Mo	397	1.7%	98
Went to Longhorn Steakhouse/6 Mo	1,320	5.6%	102
Went to Olive Garden/6 Mo	2,804	12.0%	88
Went to Outback Steakhouse/6 Mo	1,554	6.6%	95
Went to Red Lobster/6 Mo	1,649	7.1%	114
Went to Red Robin/6 Mo	933	4.0%	79
Went to Ruby Tuesday/6 Mo	472	2.0%	122
Went to Texas Roadhouse/6 Mo	2,148	9.2%	86
Went to T.G.I. Friday`s/6 Mo	713	3.1%	140
Went to Waffle House/6 Mo	1,123	4.8%	110
Went to Fast Food/Drive-In Restaurant/6 Mo	21,075	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	9,351	40.0%	103
Spent $1-10 at Fast Food Restaurant/30 Days	947	4.1%	98
Spent $11-20 at Fast Food Restaurant/30 Days	2,238	9.6%	114
Spent $21-40 at Fast Food Restaurant/30 Days	3,835	16.4%	99
Spent $41-50 at Fast Food Restaurant/30 Days	2,254	9.6%	104
Spent $51-100 at Fast Food Restaurant/30 Days	4,790	20.5%	100
Spent $101-200 at Fast Food Restaurant/30 Days	2,471	10.6%	86
Spent $201+ at Fast Food Restaurant/30 Days	1,013	4.3%	83
Ordered Eat-In Fast Food/6 Mo	4,473	19.1%	94

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	3,846	16.5%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,564	53.8%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,418	23.2%	104
Bought Breakfast at Fast Food Restaurant/6 Mo	8,167	34.9%	100
Bought Lunch at Fast Food Restaurant/6 Mo	12,024	51.4%	96
Bought Dinner at Fast Food Restaurant/6 Mo	12,285	52.6%	97
Bought Snack at Fast Food Restaurant/6 Mo	2,844	12.2%	91
Bought from Fast Food Restaurant on Weekday/6 Mo	14,475	61.9%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	12,136	51.9%	99
Bought A&W/6 Mo	390	1.7%	81
Bought Arby`s/6 Mo	3,487	14.9%	83
Bought Baskin-Robbins/6 Mo	689	2.9%	94
Bought Boston Market/6 Mo	584	2.5%	129
Bought Burger King/6 Mo	6,831	29.2%	105
Bought Captain D`s/6 Mo	907	3.9%	139
Bought Carl`s Jr./6 Mo	1,005	4.3%	92
Bought Checkers/6 Mo	1,213	5.2%	210
Bought Chick-Fil-A/6 Mo	7,637	32.7%	100
Bought Chipotle Mexican Grill/6 Mo	4,404	18.8%	117
Bought Chuck E. Cheese`s/6 Mo	475	2.0%	195
Bought Church`s Fried Chicken/6 Mo	1,322	5.7%	175
Bought Cold Stone Creamery/6 Mo	671	2.9%	102
Bought Dairy Queen/6 Mo	2,954	12.6%	83
Bought Del Taco/6 Mo	711	3.0%	93
Bought Domino`s Pizza/6 Mo	4,304	18.4%	114
Bought Dunkin` Donuts/6 Mo	3,937	16.8%	114
Bought Five Guys/6 Mo	2,360	10.1%	104
Bought Hardee`s/6 Mo	1,050	4.5%	88
Bought Jack in the Box/6 Mo	1,322	5.7%	84
Bought Jersey Mike`s/6 Mo	1,484	6.3%	88
Bought Jimmy John`s/6 Mo	1,348	5.8%	98
Bought KFC/6 Mo	4,290	18.4%	106
Bought Krispy Kreme Doughnuts/6 Mo	1,929	8.3%	120
Bought Little Caesars/6 Mo	2,909	12.4%	106
Bought Long John Silver`s/6 Mo	536	2.3%	97
Bought McDonald`s/6 Mo	11,707	50.1%	99
Bought Panda Express/6 Mo	2,750	11.8%	97
Bought Panera Bread/6 Mo	2,769	11.8%	92
Bought Papa John`s/6 Mo	2,203	9.4%	116
Bought Papa Murphy`s/6 Mo	762	3.3%	91
Bought Pizza Hut/6 Mo	3,074	13.2%	107
Bought Popeyes Chicken/6 Mo	4,042	17.3%	124
Bought Sonic Drive-In/6 Mo	2,555	10.9%	93
Bought Starbucks/6 Mo	4,644	19.9%	97
Bought Steak `N Shake/6 Mo	787	3.4%	115
Bought Subway/6 Mo	4,841	20.7%	96
Bought Taco Bell/6 Mo	6,467	27.7%	102
Bought Wendy`s/6 Mo	6,592	28.2%	108
Bought Whataburger/6 Mo	1,167	5.0%	84
Bought White Castle/6 Mo	916	3.9%	158
Bought Wing-Stop/6 Mo	1,095	4.7%	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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Went to Fine Dining Restaurant/6 Mo	2,737	11.7%	96
Went to Fine Dining Restaurant/30 Days	1,931	8.3%	91
Went to Fine Dining Restaurant 2+ Times/30 Days	897	3.8%	93
Used DoorDash Site/App for Take-Out/Del/30 Days	3,694	15.8%	137
Used Grubhub Site/App for Take-Out/Del/30 Days	1,805	7.7%	141
Used Postmates Site/App for Take-Out/Del/30 Days	623	2.7%	157
Used Restrnt Site/App for Take-Out/Del/30 Days	4,826	20.6%	93
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,299	9.8%	152
Used Yelp Site/App for Take-Out/Del/30 Days	449	1.9%	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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Demographic Summary		2023	2028
Population		110,908	111,235
Population 18+		92,474	93,117
Households		53,738	54,863
Median Household Income		$51,904	$56,012

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	55,931	60.5%	91
Went to Family Restaurant/Steak House 4+ Times/30 Days	17,728	19.2%	93
Spent $1-30 at Family Restaurant/Steak House/30 Days	6,386	6.9%	103
Spent $31-50 at Family Restaurant/Steak House/30 Days	7,064	7.6%	89
Spent $51-100 at Family Restaurant/Steak House/30 Days	11,938	12.9%	87
Spent $101-200 at Family Restaurant/Steak House/30 Days	6,790	7.3%	75
Spent $201+ at Family Restaurant/Steak House/30 Days	4,082	4.4%	90
Spent $1-100 at Fine Dining Restaurants/30 Days	2,922	3.2%	105
Spent $101-200 at Fine Dining Restaurants/30 Days	2,547	2.8%	119
Spent $201+ at Fine Dining Restaurants/30 Days	2,307	2.5%	125
Went for Breakfast at Family Restaurant/Steak House/6 Mo	8,759	9.5%	93
Went for Lunch at Family Restaurant/Steak House/6 Mo	13,606	14.7%	90
Went for Dinner at Family Restaurant/Steak House/6 Mo	34,968	37.8%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,854	2.0%	142
Went on Workday to Family Restaurant/Steak House/6 Mo	24,039	26.0%	87
Went on Weekend to Family Restaurant/Steak House/6 Mo	30,499	33.0%	90
Went to Applebee`s/6 Mo	12,477	13.5%	101
Went to Bob Evans/6 Mo	2,009	2.2%	97
Went to Buffalo Wild Wings/6 Mo	7,477	8.1%	100
Went to California Pizza Kitchen/6 Mo	1,404	1.5%	108
Went to Carrabba`s/6 Mo	1,853	2.0%	103
Went to The Cheesecake Factory/6 Mo	6,712	7.3%	117
Went to Chili`s Grill & Bar/6 Mo	7,096	7.7%	85
Went to Cracker Barrel/6 Mo	6,615	7.2%	73
Went to Denny`s/6 Mo	4,917	5.3%	94
Went to Golden Corral/6 Mo	2,959	3.2%	109
Went to IHOP/6 Mo	6,205	6.7%	94
Went to Logan`s Roadhouse/6 Mo	1,544	1.7%	97
Went to Longhorn Steakhouse/6 Mo	4,752	5.1%	93
Went to Olive Garden/6 Mo	9,670	10.5%	77
Went to Outback Steakhouse/6 Mo	6,039	6.5%	93
Went to Red Lobster/6 Mo	6,239	6.7%	109
Went to Red Robin/6 Mo	3,537	3.8%	76
Went to Ruby Tuesday/6 Mo	1,681	1.8%	110
Went to Texas Roadhouse/6 Mo	8,122	8.8%	82
Went to T.G.I. Friday`s/6 Mo	2,606	2.8%	129
Went to Waffle House/6 Mo	4,502	4.9%	111
Went to Fast Food/Drive-In Restaurant/6 Mo	80,950	87.5%	96
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	35,100	38.0%	98
Spent $1-10 at Fast Food Restaurant/30 Days	3,771	4.1%	99
Spent $11-20 at Fast Food Restaurant/30 Days	8,739	9.5%	112
Spent $21-40 at Fast Food Restaurant/30 Days	15,165	16.4%	99
Spent $41-50 at Fast Food Restaurant/30 Days	8,353	9.0%	98
Spent $51-100 at Fast Food Restaurant/30 Days	17,697	19.1%	93
Spent $101-200 at Fast Food Restaurant/30 Days	9,473	10.2%	83
Spent $201+ at Fast Food Restaurant/30 Days	3,826	4.1%	79
Ordered Eat-In Fast Food/6 Mo	17,317	18.7%	92

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 2 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	14,984	16.2%	121
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	47,982	51.9%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	21,864	23.6%	106
Bought Breakfast at Fast Food Restaurant/6 Mo	31,318	33.9%	97
Bought Lunch at Fast Food Restaurant/6 Mo	45,973	49.7%	93
Bought Dinner at Fast Food Restaurant/6 Mo	47,542	51.4%	95
Bought Snack at Fast Food Restaurant/6 Mo	11,567	12.5%	94
Bought from Fast Food Restaurant on Weekday/6 Mo	55,663	60.2%	92
Bought from Fast Food Restaurant on Weekend/6 Mo	46,745	50.5%	96
Bought A&W/6 Mo	1,554	1.7%	81
Bought Arby`s/6 Mo	12,543	13.6%	76
Bought Baskin-Robbins/6 Mo	2,711	2.9%	94
Bought Boston Market/6 Mo	2,132	2.3%	119
Bought Burger King/6 Mo	25,155	27.2%	97
Bought Captain D`s/6 Mo	3,543	3.8%	137
Bought Carl`s Jr./6 Mo	3,680	4.0%	85
Bought Checkers/6 Mo	4,383	4.7%	191
Bought Chick-Fil-A/6 Mo	29,977	32.4%	99
Bought Chipotle Mexican Grill/6 Mo	17,612	19.0%	119
Bought Chuck E. Cheese`s/6 Mo	1,688	1.8%	175
Bought Church`s Fried Chicken/6 Mo	5,471	5.9%	183
Bought Cold Stone Creamery/6 Mo	2,436	2.6%	94
Bought Dairy Queen/6 Mo	10,613	11.5%	76
Bought Del Taco/6 Mo	2,577	2.8%	85
Bought Domino`s Pizza/6 Mo	15,744	17.0%	106
Bought Dunkin` Donuts/6 Mo	15,073	16.3%	110
Bought Five Guys/6 Mo	9,177	9.9%	102
Bought Hardee`s/6 Mo	3,922	4.2%	83
Bought Jack in the Box/6 Mo	4,390	4.7%	70
Bought Jersey Mike`s/6 Mo	5,848	6.3%	88
Bought Jimmy John`s/6 Mo	5,150	5.6%	95
Bought KFC/6 Mo	15,805	17.1%	99
Bought Krispy Kreme Doughnuts/6 Mo	7,534	8.1%	118
Bought Little Caesars/6 Mo	10,506	11.4%	97
Bought Long John Silver`s/6 Mo	2,057	2.2%	94
Bought McDonald`s/6 Mo	44,458	48.1%	95
Bought Panda Express/6 Mo	10,376	11.2%	92
Bought Panera Bread/6 Mo	10,917	11.8%	92
Bought Papa John`s/6 Mo	8,187	8.9%	109
Bought Papa Murphy`s/6 Mo	2,659	2.9%	80
Bought Pizza Hut/6 Mo	11,386	12.3%	100
Bought Popeyes Chicken/6 Mo	16,318	17.6%	127
Bought Sonic Drive-In/6 Mo	9,660	10.4%	89
Bought Starbucks/6 Mo	18,801	20.3%	99
Bought Steak `N Shake/6 Mo	2,785	3.0%	103
Bought Subway/6 Mo	18,420	19.9%	92
Bought Taco Bell/6 Mo	24,255	26.2%	96
Bought Wendy`s/6 Mo	24,205	26.2%	100
Bought Whataburger/6 Mo	4,773	5.2%	87
Bought White Castle/6 Mo	3,521	3.8%	153
Bought Wing-Stop/6 Mo	4,069	4.4%	130

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 2 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Went to Fine Dining Restaurant/6 Mo	12,558	13.6%	112
Went to Fine Dining Restaurant/30 Days	9,186	9.9%	110
Went to Fine Dining Restaurant 2+ Times/30 Days	4,733	5.1%	124
Used DoorDash Site/App for Take-Out/Del/30 Days	15,358	16.6%	144
Used Grubhub Site/App for Take-Out/Del/30 Days	7,889	8.5%	156
Used Postmates Site/App for Take-Out/Del/30 Days	2,462	2.7%	156
Used Restrnt Site/App for Take-Out/Del/30 Days	18,896	20.4%	92
Used Uber Eats Site/App for Take-Out/Del/30 Days	9,763	10.6%	164
Used Yelp Site/App for Take-Out/Del/30 Days	1,842	2.0%	120

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Demographic Summary	2023	2028
Population	224,561	223,931
Population 18+	182,679	182,963
Households	103,915	105,448
Median Household Income	$51,842	$55,571

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	112,243	61.4%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days	36,252	19.8%	97
Spent $1-30 at Family Restaurant/Steak House/30 Days	12,664	6.9%	104
Spent $31-50 at Family Restaurant/Steak House/30 Days	14,198	7.8%	91
Spent $51-100 at Family Restaurant/Steak House/30 Days	24,127	13.2%	89
Spent $101-200 at Family Restaurant/Steak House/30 Days	13,459	7.4%	75
Spent $201+ at Family Restaurant/Steak House/30 Days	8,178	4.5%	91
Spent $1-100 at Fine Dining Restaurants/30 Days	5,511	3.0%	100
Spent $101-200 at Fine Dining Restaurants/30 Days	4,748	2.6%	112
Spent $201+ at Fine Dining Restaurants/30 Days	4,199	2.3%	115
Went for Breakfast at Family Restaurant/Steak House/6 Mo	17,860	9.8%	96
Went for Lunch at Family Restaurant/Steak House/6 Mo	26,817	14.7%	90
Went for Dinner at Family Restaurant/Steak House/6 Mo	68,478	37.5%	86
Went for Snacks at Family Restaurant/Steak House/6 Mo	3,697	2.0%	144
Went on Workday to Family Restaurant/Steak House/6 Mo	47,519	26.0%	87
Went on Weekend to Family Restaurant/Steak House/6 Mo	60,159	32.9%	90
Went to Applebee`s/6 Mo	26,065	14.3%	107
Went to Bob Evans/6 Mo	4,172	2.3%	102
Went to Buffalo Wild Wings/6 Mo	14,802	8.1%	100
Went to California Pizza Kitchen/6 Mo	2,624	1.4%	103
Went to Carrabba`s/6 Mo	3,692	2.0%	104
Went to The Cheesecake Factory/6 Mo	13,119	7.2%	116
Went to Chili`s Grill & Bar/6 Mo	14,276	7.8%	87
Went to Cracker Barrel/6 Mo	13,516	7.4%	75
Went to Denny`s/6 Mo	9,983	5.5%	96
Went to Golden Corral/6 Mo	6,384	3.5%	119
Went to IHOP/6 Mo	12,558	6.9%	96
Went to Logan`s Roadhouse/6 Mo	3,297	1.8%	104
Went to Longhorn Steakhouse/6 Mo	9,876	5.4%	98
Went to Olive Garden/6 Mo	19,759	10.8%	80
Went to Outback Steakhouse/6 Mo	12,614	6.9%	98
Went to Red Lobster/6 Mo	13,331	7.3%	118
Went to Red Robin/6 Mo	6,959	3.8%	75
Went to Ruby Tuesday/6 Mo	3,634	2.0%	120
Went to Texas Roadhouse/6 Mo	16,423	9.0%	84
Went to T.G.I. Friday`s/6 Mo	5,558	3.0%	139
Went to Waffle House/6 Mo	9,518	5.2%	119
Went to Fast Food/Drive-In Restaurant/6 Mo	161,773	88.6%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	71,420	39.1%	100
Spent $1-10 at Fast Food Restaurant/30 Days	7,191	3.9%	96
Spent $11-20 at Fast Food Restaurant/30 Days	17,378	9.5%	113
Spent $21-40 at Fast Food Restaurant/30 Days	30,671	16.8%	101
Spent $41-50 at Fast Food Restaurant/30 Days	16,628	9.1%	98
Spent $51-100 at Fast Food Restaurant/30 Days	34,831	19.1%	93
Spent $101-200 at Fast Food Restaurant/30 Days	18,943	10.4%	84
Spent $201+ at Fast Food Restaurant/30 Days	7,911	4.3%	83
Ordered Eat-In Fast Food/6 Mo	33,172	18.2%	89

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	29,539	16.2%	121
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	95,058	52.0%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	42,911	23.5%	105
Bought Breakfast at Fast Food Restaurant/6 Mo	62,546	34.2%	98
Bought Lunch at Fast Food Restaurant/6 Mo	90,628	49.6%	92
Bought Dinner at Fast Food Restaurant/6 Mo	94,007	51.5%	95
Bought Snack at Fast Food Restaurant/6 Mo	22,064	12.1%	90
Bought from Fast Food Restaurant on Weekday/6 Mo	110,509	60.5%	92
Bought from Fast Food Restaurant on Weekend/6 Mo	92,781	50.8%	97
Bought A&W/6 Mo	3,033	1.7%	80
Bought Arby`s/6 Mo	25,172	13.8%	77
Bought Baskin-Robbins/6 Mo	5,605	3.1%	98
Bought Boston Market/6 Mo	4,707	2.6%	133
Bought Burger King/6 Mo	52,050	28.5%	102
Bought Captain D`s/6 Mo	7,900	4.3%	154
Bought Carl`s Jr./6 Mo	6,827	3.7%	80
Bought Checkers/6 Mo	9,287	5.1%	205
Bought Chick-Fil-A/6 Mo	58,813	32.2%	98
Bought Chipotle Mexican Grill/6 Mo	33,746	18.5%	115
Bought Chuck E. Cheese`s/6 Mo	3,514	1.9%	185
Bought Church`s Fried Chicken/6 Mo	12,242	6.7%	207
Bought Cold Stone Creamery/6 Mo	4,765	2.6%	93
Bought Dairy Queen/6 Mo	20,734	11.3%	75
Bought Del Taco/6 Mo	4,926	2.7%	82
Bought Domino`s Pizza/6 Mo	30,691	16.8%	104
Bought Dunkin` Donuts/6 Mo	30,058	16.5%	111
Bought Five Guys/6 Mo	18,122	9.9%	102
Bought Hardee`s/6 Mo	8,575	4.7%	92
Bought Jack in the Box/6 Mo	8,679	4.8%	70
Bought Jersey Mike`s/6 Mo	11,692	6.4%	89
Bought Jimmy John`s/6 Mo	9,680	5.3%	90
Bought KFC/6 Mo	33,544	18.4%	106
Bought Krispy Kreme Doughnuts/6 Mo	15,016	8.2%	119
Bought Little Caesars/6 Mo	21,280	11.6%	99
Bought Long John Silver`s/6 Mo	4,485	2.5%	104
Bought McDonald`s/6 Mo	89,125	48.8%	97
Bought Panda Express/6 Mo	19,876	10.9%	90
Bought Panera Bread/6 Mo	20,778	11.4%	89
Bought Papa John`s/6 Mo	16,138	8.8%	109
Bought Papa Murphy`s/6 Mo	5,157	2.8%	79
Bought Pizza Hut/6 Mo	23,247	12.7%	103
Bought Popeyes Chicken/6 Mo	34,485	18.9%	136
Bought Sonic Drive-In/6 Mo	19,571	10.7%	91
Bought Starbucks/6 Mo	34,986	19.2%	93
Bought Steak `N Shake/6 Mo	5,530	3.0%	103
Bought Subway/6 Mo	37,179	20.4%	94
Bought Taco Bell/6 Mo	48,344	26.5%	97
Bought Wendy`s/6 Mo	49,639	27.2%	104
Bought Whataburger/6 Mo	9,452	5.2%	87
Bought White Castle/6 Mo	7,674	4.2%	169
Bought Wing-Stop/6 Mo	8,526	4.7%	138

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.

November 20, 2023

Restaurant Market Potential

925 Washington Blvd, Baltimore, Maryland, 21230
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.28269
Longitude: -76.63175

Went to Fine Dining Restaurant/6 Mo	23,429	12.8%	106
Went to Fine Dining Restaurant/30 Days	17,160	9.4%	104
Went to Fine Dining Restaurant 2+ Times/30 Days	8,575	4.7%	114
Used DoorDash Site/App for Take-Out/Del/30 Days	29,986	16.4%	142
Used Grubhub Site/App for Take-Out/Del/30 Days	15,134	8.3%	152
Used Postmates Site/App for Take-Out/Del/30 Days	4,628	2.5%	149
Used Restrnt Site/App for Take-Out/Del/30 Days	36,585	20.0%	90
Used Uber Eats Site/App for Take-Out/Del/30 Days	18,595	10.2%	158
Used Yelp Site/App for Take-Out/Del/30 Days	3,391	1.9%	112

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.

November 20, 2023

Business Summary

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

Data for all businesses in area	1 mile	2 miles	3 miles
Total Businesses:	2,332	8,750	13,882
Total Employees:	56,486	154,446	223,795
Total Residential Population:	28,643	110,908	224,561
Employee/Residential Population Ratio (per 100 Residents)	197	139	100

by SIC Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	8	0.3%	51	0.1%	39	0.4%	378	0.2%	71	0.5%	775	0.3%
Construction	66	2.8%	773	1.4%	231	2.6%	2,198	1.4%	446	3.2%	4,473	2.0%
Manufacturing	56	2.4%	1,625	2.9%	191	2.2%	4,790	3.1%	295	2.1%	7,186	3.2%
Transportation	43	1.8%	307	0.5%	175	2.0%	2,909	1.9%	306	2.2%	4,330	1.9%
Communication	24	1.0%	172	0.3%	54	0.6%	568	0.4%	97	0.7%	792	0.4%
Utility	7	0.3%	234	0.4%	19	0.2%	1,428	0.9%	31	0.2%	1,653	0.7%
Wholesale Trade	65	2.8%	1,101	1.9%	186	2.1%	2,552	1.7%	297	2.1%	4,290	1.9%
Retail Trade Summary	413	17.7%	2,858	5.1%	1,469	16.8%	12,778	8.3%	2,523	18.2%	23,025	10.3%
Home Improvement	10	0.4%	247	0.4%	34	0.4%	475	0.3%	57	0.4%	752	0.3%
General Merchandise Stores	19	0.8%	78	0.1%	62	0.7%	337	0.2%	124	0.9%	714	0.3%
Food Stores	60	2.6%	319	0.6%	181	2.1%	1,203	0.8%	311	2.2%	2,457	1.1%
Auto Dealers & Gas Stations	19	0.8%	83	0.1%	72	0.8%	398	0.3%	161	1.2%	795	0.4%
Apparel & Accessory Stores	26	1.1%	117	0.2%	82	0.9%	1,098	0.7%	141	1.0%	3,981	1.8%
Furniture & Home Furnishings	19	0.8%	294	0.5%	66	0.8%	661	0.4%	107	0.8%	969	0.4%
Eating & Drinking Places	171	7.3%	1,218	2.2%	660	7.5%	7,019	4.5%	1,084	7.8%	10,461	4.7%
Miscellaneous Retail	89	3.8%	502	0.9%	312	3.6%	1,586	1.0%	538	3.9%	2,897	1.3%
Finance, Insurance, Real Estate Summary	212	9.1%	1,901	3.4%	951	10.9%	12,503	8.1%	1,355	9.8%	15,535	6.9%
Banks, Savings & Lending Institutions	38	1.6%	355	0.6%	148	1.7%	2,575	1.7%	223	1.6%	3,148	1.4%
Securities Brokers	32	1.4%	354	0.6%	173	2.0%	3,387	2.2%	214	1.5%	3,789	1.7%
Insurance Carriers & Agents	11	0.5%	175	0.3%	76	0.9%	1,226	0.8%	106	0.8%	1,809	0.8%
Real Estate, Holding, Other Investment Offices	132	5.7%	1,018	1.8%	554	6.3%	5,315	3.4%	812	5.8%	6,789	3.0%
Services Summary	971	41.6%	37,572	66.5%	3,529	40.3%	84,489	54.7%	5,664	40.8%	129,915	58.1%
Hotels & Lodging	14	0.6%	1,365	2.4%	66	0.8%	4,196	2.7%	87	0.6%	4,577	2.0%
Automotive Services	58	2.5%	743	1.3%	164	1.9%	1,591	1.0%	293	2.1%	2,418	1.1%
Movies & Amusements	35	1.5%	1,402	2.5%	138	1.6%	2,303	1.5%	218	1.6%	2,934	1.3%
Health Services	187	8.0%	22,309	39.5%	490	5.6%	30,832	20.0%	889	6.4%	53,914	24.1%
Legal Services	85	3.6%	1,310	2.3%	480	5.5%	8,299	5.4%	559	4.0%	8,716	3.9%
Education Institutions & Libraries	71	3.0%	3,143	5.6%	205	2.3%	8,701	5.6%	332	2.4%	14,115	6.3%
Other Services	520	22.3%	7,301	12.9%	1,987	22.7%	28,567	18.5%	3,286	23.7%	43,239	19.3%
Government	84	3.6%	9,498	16.8%	330	3.8%	28,135	18.2%	390	2.8%	29,337	13.1%
Unclassified Establishments	383	16.4%	392	0.7%	1,576	18.0%	1,719	1.1%	2,408	17.3%	2,485	1.1%
Totals	2,332	100.0%	56,486	100.0%	8,750	100.0%	154,446	100.0%	13,882	100.0%	223,795	100.0%

November 20, 2023

925 Washington Blvd, Baltimore, Maryland, 21230
Rings: 1, 2, 3 mile radii

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	2	0.1%	23	0.0%	14	0.2%	65	0.0%	19	0.1%	149	0.1%
Mining	3	0.1%	17	0.0%	7	0.1%	49	0.0%	9	0.1%	118	0.1%
Utilities	1	0.0%	208	0.4%	8	0.1%	1,083	0.7%	9	0.1%	1,199	0.5%
Construction	78	3.3%	871	1.5%	272	3.1%	2,571	1.7%	515	3.7%	5,155	2.3%
Manufacturing	54	2.3%	1,083	1.9%	170	1.9%	3,237	2.1%	283	2.0%	5,494	2.5%
Wholesale Trade	64	2.7%	1,096	1.9%	182	2.1%	2,515	1.6%	290	2.1%	4,225	1.9%
Retail Trade	229	9.8%	1,516	2.7%	767	8.8%	5,420	3.5%	1,359	9.8%	11,967	5.3%
Motor Vehicle & Parts Dealers	14	0.6%	62	0.1%	54	0.6%	321	0.2%	123	0.9%	633	0.3%
Furniture & Home Furnishings Stores	8	0.3%	55	0.1%	35	0.4%	284	0.2%	52	0.4%	422	0.2%
Electronics & Appliance Stores	9	0.4%	202	0.4%	22	0.3%	294	0.2%	42	0.3%	432	0.2%
Building Material & Garden Equipment & Supplies Dealers	10	0.4%	247	0.4%	34	0.4%	475	0.3%	57	0.4%	752	0.3%
Food & Beverage Stores	68	2.9%	281	0.5%	200	2.3%	1,086	0.7%	339	2.4%	2,238	1.0%
Health & Personal Care Stores	21	0.9%	106	0.2%	74	0.8%	449	0.3%	136	1.0%	930	0.4%
Gasoline Stations & Fuel Dealers	5	0.2%	20	0.0%	17	0.2%	77	0.0%	38	0.3%	162	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	35	1.5%	203	0.4%	106	1.2%	1,217	0.8%	172	1.2%	4,126	1.8%
Sporting Goods, Hobby, Book, & Music Stores	29	1.2%	204	0.4%	130	1.5%	696	0.5%	217	1.6%	1,236	0.6%
General Merchandise Stores	31	1.3%	136	0.2%	95	1.1%	522	0.3%	182	1.3%	1,037	0.5%
Transportation & Warehousing	36	1.5%	269	0.5%	145	1.7%	2,652	1.7%	256	1.8%	3,967	1.8%
Information	57	2.4%	1,193	2.1%	209	2.4%	3,920	2.5%	322	2.3%	6,224	2.8%
Finance & Insurance	88	3.8%	902	1.6%	414	4.7%	7,409	4.8%	564	4.1%	8,967	4.0%
Central Bank/Credit Intermediation & Related Activities	36	1.5%	338	0.6%	134	1.5%	2,376	1.5%	207	1.5%	2,940	1.3%
Securities & Commodity Contracts	41	1.8%	390	0.7%	203	2.3%	3,805	2.5%	250	1.8%	4,216	1.9%
Funds, Trusts & Other Financial Vehicles	11	0.5%	175	0.3%	77	0.9%	1,228	0.8%	107	0.8%	1,811	0.8%
Real Estate, Rental & Leasing	121	5.2%	829	1.5%	484	5.5%	3,700	2.4%	723	5.2%	5,130	2.3%
Professional, Scientific & Tech Services	248	10.6%	3,605	6.4%	1,128	12.9%	19,972	12.9%	1,544	11.1%	24,701	11.0%
Legal Services	88	3.8%	1,327	2.3%	499	5.7%	8,407	5.4%	587	4.2%	8,875	4.0%
Management of Companies & Enterprises	15	0.6%	218	0.4%	48	0.5%	1,353	0.9%	64	0.5%	1,491	0.7%
Administrative, Support & Waste Management Services	68	2.9%	985	1.7%	265	3.0%	4,277	2.8%	416	3.0%	5,554	2.5%
Educational Services	64	2.7%	2,977	5.3%	193	2.2%	8,443	5.5%	317	2.3%	13,762	6.1%
Health Care & Social Assistance	230	9.9%	23,240	41.1%	643	7.3%	33,225	21.5%	1,187	8.6%	58,190	26.0%
Arts, Entertainment & Recreation	51	2.2%	2,044	3.6%	192	2.2%	4,120	2.7%	288	2.1%	5,083	2.3%
Accommodation & Food Services	189	8.1%	2,614	4.6%	737	8.4%	11,310	7.3%	1,195	8.6%	15,222	6.8%
Accommodation	14	0.6%	1,365	2.4%	66	0.8%	4,196	2.7%	87	0.6%	4,577	2.0%
Food Services & Drinking Places	174	7.5%	1,250	2.2%	672	7.7%	7,114	4.6%	1,107	8.0%	10,645	4.8%
Other Services (except Public Administration)	263	11.3%	2,719	4.8%	963	11.0%	8,903	5.8%	1,724	12.4%	15,007	6.7%
Automotive Repair & Maintenance	15	0.6%	120	0.2%	67	0.8%	418	0.3%	165	1.2%	907	0.4%
Public Administration	87	3.7%	9,685	17.1%	333	3.8%	28,511	18.5%	393	2.8%	29,713	13.3%
Unclassified Establishments	382	16.4%	392	0.7%	1,575	18.0%	1,712	1.1%	2,407	17.3%	2,478	1.1%
Total	2,332	100.0%	56,486	100.0%	8,750	100.0%	154,446	100.0%	13,882	100.0%	223,795	100.0%

November 20, 2023