

Market Profile

20416 Middletown Rd, Freeland, Maryland, 21053
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	346	3,820	16,812
2020 Total Population	354	3,812	17,207
2020 Group Quarters	4	29	79
2024 Total Population	350	3,765	17,379
2024 Group Quarters	4	29	79
2029 Total Population	347	3,724	17,474
2024-2029 Annual Rate	-0.17%	-0.22%	0.11%
2024 Total Daytime Population	245	2,396	11,604
Workers	98	825	3,582
Residents	147	1,571	8,022
Household Summary			
2010 Households	122	1,329	5,990
2010 Average Household Size	2.83	2.87	2.80
2020 Total Households	127	1,358	6,257
2020 Average Household Size	2.76	2.79	2.74
2024 Households	127	1,358	6,388
2024 Average Household Size	2.72	2.75	2.71
2029 Households	127	1,356	6,505
2029 Average Household Size	2.70	2.72	2.67
2024-2029 Annual Rate	0.00%	-0.03%	0.36%
2010 Families	98	1,078	4,798
2010 Average Family Size	3.14	3.17	3.13
2024 Families	98	1,068	4,958
2024 Average Family Size	3.18	3.16	3.09
2029 Families	97	1,064	5,035
2029 Average Family Size	3.19	3.14	3.06
2024-2029 Annual Rate	-0.20%	-0.08%	0.31%
Housing Unit Summary			
2000 Housing Units	108	1,161	5,195
Owner Occupied Housing Units	85.2%	86.9%	87.1%
Renter Occupied Housing Units	11.1%	9.8%	10.3%
Vacant Housing Units	3.7%	3.3%	2.6%
2010 Housing Units	130	1,394	6,232
Owner Occupied Housing Units	83.8%	86.1%	85.5%
Renter Occupied Housing Units	10.0%	9.2%	10.6%
Vacant Housing Units	6.2%	4.7%	3.9%
2020 Housing Units	137	1,442	6,507
Owner Occupied Housing Units	83.9%	85.8%	85.6%
Renter Occupied Housing Units	8.8%	8.4%	10.6%
Vacant Housing Units	5.8%	5.0%	4.0%
2024 Housing Units	137	1,441	6,688
Owner Occupied Housing Units	84.7%	86.8%	84.7%
Renter Occupied Housing Units	8.0%	7.4%	10.8%
Vacant Housing Units	7.3%	5.8%	4.5%
2029 Housing Units	137	1,443	6,813
Owner Occupied Housing Units	86.1%	87.5%	84.7%
Renter Occupied Housing Units	6.6%	6.4%	10.7%
Vacant Housing Units	7.3%	6.0%	4.5%

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

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

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2024 Households by Income			
Household Income Base	127	1,358	6,388
<\$15,000	0.0%	0.8%	2.1%
\$15,000 - \$24,999	0.0%	0.1%	2.1%
\$25,000 - \$34,999	1.6%	2.7%	3.8%
\$35,000 - \$49,999	3.9%	4.2%	4.9%
\$50,000 - \$74,999	16.5%	11.3%	10.7%
\$75,000 - \$99,999	18.9%	17.8%	13.6%
\$100,000 - \$149,999	19.7%	19.0%	22.2%
\$150,000 - \$199,999	23.6%	17.5%	15.3%
\$200,000+	15.0%	26.7%	25.3%
Average Household Income	\$146,813	\$181,846	\$164,862
2029 Households by Income			
Household Income Base	127	1,356	6,505
<\$15,000	0.0%	0.8%	1.7%
\$15,000 - \$24,999	0.0%	0.1%	1.6%
\$25,000 - \$34,999	1.6%	2.1%	3.1%
\$35,000 - \$49,999	3.1%	3.4%	4.0%
\$50,000 - \$74,999	13.4%	9.1%	8.9%
\$75,000 - \$99,999	17.3%	15.9%	11.8%
\$100,000 - \$149,999	18.9%	18.1%	21.7%
\$150,000 - \$199,999	26.8%	19.9%	17.9%
\$200,000+	18.9%	30.6%	29.3%
Average Household Income	\$166,127	\$203,166	\$185,743
2024 Owner Occupied Housing Units by Value			
Total	116	1,251	5,666
<\$50,000	0.0%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.0%	0.2%	0.3%
\$150,000 - \$199,999	0.0%	0.3%	1.3%
\$200,000 - \$249,999	0.9%	1.3%	4.1%
\$250,000 - \$299,999	2.6%	2.2%	7.1%
\$300,000 - \$399,999	24.1%	18.8%	27.7%
\$400,000 - \$499,999	18.1%	18.6%	19.0%
\$500,000 - \$749,999	52.6%	48.2%	33.3%
\$750,000 - \$999,999	0.9%	5.0%	4.5%
\$1,000,000 - \$1,499,999	0.0%	1.1%	0.9%
\$1,500,000 - \$1,999,999	0.9%	3.6%	1.4%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$526,293	\$583,267	\$498,707
2029 Owner Occupied Housing Units by Value			
Total	118	1,263	5,773
<\$50,000	0.0%	0.2%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.6%
\$200,000 - \$249,999	0.0%	0.5%	2.5%
\$250,000 - \$299,999	0.8%	0.8%	5.0%
\$300,000 - \$399,999	11.9%	9.9%	24.4%
\$400,000 - \$499,999	13.6%	14.3%	17.9%
\$500,000 - \$749,999	70.3%	61.4%	40.1%
\$750,000 - \$999,999	1.7%	7.4%	6.5%
\$1,000,000 - \$1,499,999	0.0%	1.6%	1.3%
\$1,500,000 - \$1,999,999	0.8%	3.8%	1.5%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$579,060	\$639,272	\$537,602

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

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Median Household Income			
2024	\$117,150	\$130,155	\$123,694
2029	\$134,903	\$150,759	\$141,216
Median Home Value			
2024	\$520,492	\$541,459	\$448,093
2029	\$582,831	\$598,871	\$496,959
Per Capita Income			
2024	\$54,362	\$65,979	\$60,969
2029	\$62,188	\$74,444	\$69,608
Median Age			
2010	45.0	44.6	43.8
2020	47.5	47.0	45.9
2024	47.7	47.2	46.1
2029	47.9	47.9	46.9
2020 Population by Age			
Total	354	3,812	17,207
0 - 4	5.4%	4.9%	4.5%
5 - 9	5.4%	6.4%	6.0%
10 - 14	5.6%	6.3%	7.0%
15 - 24	11.6%	11.3%	11.4%
25 - 34	8.5%	7.6%	8.2%
35 - 44	10.5%	10.9%	11.6%
45 - 54	14.1%	14.2%	14.3%
55 - 64	17.2%	17.3%	16.3%
65 - 74	15.0%	14.3%	13.1%
75 - 84	5.9%	5.6%	5.7%
85 +	0.8%	1.2%	1.8%
18 +	79.1%	78.1%	78.1%
2024 Population by Age			
Total	351	3,763	17,379
0 - 4	5.1%	4.8%	4.5%
5 - 9	5.7%	6.4%	5.6%
10 - 14	5.7%	6.1%	6.3%
15 - 24	10.8%	11.0%	11.7%
25 - 34	9.4%	8.2%	8.7%
35 - 44	10.0%	10.8%	11.8%
45 - 54	13.4%	13.8%	13.9%
55 - 64	15.1%	15.4%	14.9%
65 - 74	16.2%	15.3%	13.8%
75 - 84	7.4%	7.0%	7.0%
85 +	1.1%	1.3%	1.9%
18 +	79.2%	78.7%	79.2%
2029 Population by Age			
Total	346	3,722	17,473
0 - 4	5.2%	4.7%	4.4%
5 - 9	5.2%	5.7%	5.1%
10 - 14	6.1%	6.1%	5.9%
15 - 24	10.1%	10.4%	11.0%
25 - 34	9.8%	8.7%	9.8%
35 - 44	10.1%	10.5%	11.2%
45 - 54	12.7%	13.7%	13.8%
55 - 64	13.6%	13.9%	13.8%
65 - 74	16.2%	15.6%	14.1%
75 - 84	9.5%	8.9%	8.6%
85 +	1.4%	1.7%	2.4%
18 +	80.1%	79.5%	80.7%

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2020 Population by Sex			
Males	177	1,907	8,517
Females	177	1,905	8,690
2024 Population by Sex			
Males	177	1,907	8,737
Females	173	1,858	8,642
2029 Population by Sex			
Males	174	1,873	8,737
Females	172	1,851	8,737
2010 Population by Race/Ethnicity			
Total	346	3,820	16,812
White Alone	96.5%	95.9%	95.2%
Black Alone	1.4%	1.7%	1.9%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	0.6%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	1.2%	1.1%	1.1%
Hispanic Origin	1.7%	1.6%	1.7%
Diversity Index	10.0	11.0	12.3
2020 Population by Race/Ethnicity			
Total	354	3,812	17,207
White Alone	90.7%	90.7%	90.8%
Black Alone	1.4%	1.6%	1.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	0.8%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.7%	1.1%
Two or More Races	5.9%	5.6%	4.9%
Hispanic Origin	2.5%	2.6%	2.7%
Diversity Index	21.5	21.7	21.7
2024 Population by Race/Ethnicity			
Total	350	3,764	17,380
White Alone	89.7%	89.6%	89.7%
Black Alone	1.7%	1.8%	2.0%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	0.9%	1.3%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	1.2%
Two or More Races	6.6%	6.2%	5.4%
Hispanic Origin	2.9%	3.0%	3.1%
Diversity Index	23.5	23.9	24.1
2029 Population by Race/Ethnicity			
Total	347	3,723	17,475
White Alone	88.5%	88.5%	88.7%
Black Alone	2.0%	1.9%	2.2%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.2%	1.5%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.0%	1.3%
Two or More Races	7.2%	6.9%	6.0%
Hispanic Origin	3.2%	3.3%	3.5%
Diversity Index	26.0	26.2	26.3

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

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2020 Population by Relationship and Household Type			
Total	354	3,812	17,207
In Households	98.9%	99.2%	99.5%
Householder	36.4%	36.0%	36.6%
Opposite-Sex Spouse	24.9%	24.6%	24.3%
Same-Sex Spouse	0.3%	0.2%	0.1%
Opposite-Sex Unmarried Partner	1.7%	1.7%	1.8%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	26.6%	28.4%	28.3%
Adopted Child	0.8%	0.6%	0.7%
Stepchild	1.1%	1.0%	1.1%
Grandchild	2.3%	2.1%	2.1%
Brother or Sister	0.3%	0.5%	0.5%
Parent	1.1%	1.2%	1.0%
Parent-in-law	0.3%	0.2%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.4%
Other Relatives	0.8%	0.8%	0.7%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	1.4%	1.5%	1.6%
In Group Quarters	1.1%	0.8%	0.5%
Institutionalized	0.0%	0.0%	0.0%
Noninstitutionalized	1.1%	0.8%	0.5%
2024 Population 25+ by Educational Attainment			
Total	254	2,703	12,497
Less than 9th Grade	0.4%	0.3%	1.0%
9th - 12th Grade, No Diploma	3.9%	2.7%	2.5%
High School Graduate	19.7%	18.9%	20.6%
GED/Alternative Credential	1.6%	2.0%	2.2%
Some College, No Degree	21.7%	16.8%	16.3%
Associate Degree	11.0%	9.0%	8.3%
Bachelor's Degree	28.0%	34.1%	30.8%
Graduate/Professional Degree	13.8%	16.4%	18.3%
2024 Population 15+ by Marital Status			
Total	291	3,117	14,524
Never Married	22.3%	17.5%	19.6%
Married	61.9%	63.5%	66.2%
Widowed	4.8%	5.9%	5.2%
Divorced	11.0%	13.1%	9.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	209	2,255	9,619
Population 16+ Employed	98.1%	98.7%	98.6%
Population 16+ Unemployment rate	1.9%	1.3%	1.4%
Population 16-24 Employed	12.2%	12.6%	11.8%
Population 16-24 Unemployment rate	7.4%	4.4%	3.9%
Population 25-54 Employed	50.2%	50.2%	56.1%
Population 25-54 Unemployment rate	1.0%	0.5%	1.1%
Population 55-64 Employed	20.5%	21.1%	21.2%
Population 55-64 Unemployment rate	4.5%	2.3%	1.0%
Population 65+ Employed	17.1%	16.1%	10.9%
Population 65+ Unemployment rate	0.0%	0.0%	1.0%

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2024 Employed Population 16+ by Industry			
Total	205	2,226	9,485
Agriculture/Mining	0.5%	2.6%	1.1%
Construction	19.0%	13.2%	10.1%
Manufacturing	3.4%	4.5%	7.1%
Wholesale Trade	0.0%	0.8%	0.9%
Retail Trade	3.4%	6.5%	7.7%
Transportation/Utilities	2.0%	3.9%	4.4%
Information	2.0%	1.8%	1.3%
Finance/Insurance/Real Estate	4.9%	8.3%	10.4%
Services	57.1%	52.0%	50.1%
Public Administration	7.8%	6.4%	7.0%
2024 Employed Population 16+ by Occupation			
Total	202	2,226	9,486
White Collar	68.8%	72.1%	70.5%
Management/Business/Financial	20.0%	24.5%	23.6%
Professional	33.2%	29.7%	30.1%
Sales	4.9%	6.3%	7.6%
Administrative Support	10.7%	11.6%	9.2%
Services	11.2%	10.1%	13.8%
Blue Collar	18.5%	17.8%	15.7%
Farming/Forestry/Fishing	0.0%	0.8%	0.3%
Construction/Extraction	9.8%	6.6%	5.1%
Installation/Maintenance/Repair	2.0%	4.2%	2.8%
Production	0.0%	1.1%	2.8%
Transportation/Material Moving	6.8%	5.0%	4.8%
2020 Households by Type			
Total	127	1,358	6,257
Married Couple Households	66.9%	68.6%	66.8%
With Own Children <18	22.8%	23.6%	23.7%
Without Own Children <18	44.1%	45.1%	43.1%
Cohabiting Couple Households	4.7%	4.5%	5.1%
With Own Children <18	1.6%	1.5%	1.6%
Without Own Children <18	3.1%	2.9%	3.5%
Male Householder, No Spouse/Partner	13.4%	13.3%	11.9%
Living Alone	9.4%	8.5%	7.5%
65 Years and over	4.7%	4.0%	3.2%
With Own Children <18	1.6%	1.5%	1.3%
Without Own Children <18, With Relatives	1.6%	2.4%	2.5%
No Relatives Present	0.8%	1.0%	0.6%
Female Householder, No Spouse/Partner	14.2%	13.5%	16.2%
Living Alone	8.7%	7.9%	9.7%
65 Years and over	5.5%	5.5%	6.1%
With Own Children <18	1.6%	1.9%	2.4%
Without Own Children <18, With Relatives	3.9%	3.3%	3.6%
No Relatives Present	0.8%	0.4%	0.5%
2020 Households by Size			
Total	127	1,358	6,257
1 Person Household	17.3%	16.3%	17.2%
2 Person Household	37.8%	37.3%	37.6%
3 Person Household	17.3%	18.3%	18.0%
4 Person Household	15.7%	17.2%	16.3%
5 Person Household	8.7%	7.5%	6.9%
6 Person Household	2.4%	2.7%	2.8%
7 + Person Household	0.8%	0.7%	1.2%

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2020 Households by Tenure and Mortgage Status			
Total	127	1,358	6,257
Owner Occupied	90.6%	91.1%	89.0%
Owned with a Mortgage/Loan	63.8%	64.0%	62.4%
Owned Free and Clear	26.8%	27.1%	26.6%
Renter Occupied	9.4%	8.9%	11.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	87	92	102
Percent of Income for Mortgage	27.8%	26.0%	22.7%
Wealth Index	150	195	179
2020 Housing Units By Urban/ Rural Status			
Total	137	1,442	6,507
Urban Housing Units	0.0%	0.2%	31.3%
Rural Housing Units	100.0%	99.8%	68.7%
2020 Population By Urban/ Rural Status			
Total	354	3,812	17,207
Urban Population	0.0%	0.3%	30.6%
Rural Population	100.0%	99.7%	69.4%

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

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Pleasantville (2B)	Parks and Rec (5C)
3.		Green Acres (6A)	Pleasantville (2B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$370,538	\$4,820,581	\$20,827,803
Average Spent	\$2,917.62	\$3,549.77	\$3,260.46
Spending Potential Index	122	149	137
Education: Total \$	\$310,727	\$4,291,477	\$17,710,577
Average Spent	\$2,446.67	\$3,160.15	\$2,772.48
Spending Potential Index	142	183	160
Entertainment/Recreation: Total \$	\$681,100	\$8,854,390	\$38,101,580
Average Spent	\$5,362.99	\$6,520.17	\$5,964.56
Spending Potential Index	131	159	146
Food at Home: Total \$	\$1,149,807	\$14,801,873	\$63,812,903
Average Spent	\$9,053.60	\$10,899.76	\$9,989.50
Spending Potential Index	124	149	137
Food Away from Home: Total \$	\$628,974	\$8,174,464	\$35,102,595
Average Spent	\$4,952.55	\$6,019.49	\$5,495.08
Spending Potential Index	127	155	141
Health Care: Total \$	\$1,236,513	\$15,961,170	\$70,555,675
Average Spent	\$9,736.32	\$11,753.44	\$11,045.03
Spending Potential Index	127	153	144
HH Furnishings & Equipment: Total \$	\$514,417	\$6,659,547	\$28,963,919
Average Spent	\$4,050.53	\$4,903.94	\$4,534.11
Spending Potential Index	128	155	143
Personal Care Products & Services: Total \$	\$163,063	\$2,108,725	\$8,981,130
Average Spent	\$1,283.96	\$1,552.82	\$1,405.94
Spending Potential Index	129	156	141
Shelter: Total \$	\$4,384,149	\$56,906,893	\$239,936,608
Average Spent	\$34,520.86	\$41,904.93	\$37,560.52
Spending Potential Index	129	157	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$584,782	\$7,738,647	\$33,492,114
Average Spent	\$4,604.58	\$5,698.56	\$5,242.97
Spending Potential Index	131	163	150
Travel: Total \$	\$516,144	\$6,798,015	\$28,824,646
Average Spent	\$4,064.13	\$5,005.90	\$4,512.31
Spending Potential Index	134	165	149
Vehicle Maintenance & Repairs: Total \$	\$234,612	\$2,984,052	\$13,070,736
Average Spent	\$1,847.34	\$2,197.39	\$2,046.14
Spending Potential Index	125	148	138

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

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

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

January 03, 2025

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Demographic Summary		2024	2029	
Population		350	347	
Population 18+		278	277	
Households		127	127	
Median Household Income		\$117,150	\$134,903	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		199	71.6%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		64	23.0%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days		15	5.4%	91
Spent \$31-50 at Family Restaurant/Steak House/30 Days		23	8.3%	93
Spent \$51-100 at Family Restaurant/Steak House/30 Days		45	16.2%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days		35	12.6%	107
Spent \$201+ at Family Restaurant/Steak House/30 Days		22	7.9%	118
Spent \$1-100 at Fine Dining Restaurants/30 Days		10	3.6%	103
Spent \$101-200 at Fine Dining Restaurants/30 Days		12	4.3%	150
Spent \$201+ at Fine Dining Restaurants/30 Days		11	4.0%	141
Went for Breakfast at Family Restaurant/Steak House/6 Mo		34	12.2%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo		48	17.3%	92
Went for Dinner at Family Restaurant/Steak House/6 Mo		136	48.9%	104
Went for Snacks at Family Restaurant/Steak House/6 Mo		3	1.1%	65
Went on Weekday to Family Restaurant/Steak House/6 Mo		94	33.8%	104
Went on Weekend to Family Restaurant/Steak House/6 Mo		110	39.6%	99
Went to Applebee`s/6 Mo		39	14.0%	92
Went to Bob Evans/6 Mo		5	1.8%	73
Went to Buffalo Wild Wings/6 Mo		22	7.9%	88
Went to California Pizza Kitchen/6 Mo		4	1.4%	81
Went to Carrabba`s/6 Mo		7	2.5%	117
Went to The Cheesecake Factory/6 Mo		20	7.2%	102
Went to Chili`s Grill & Bar/6 Mo		27	9.7%	101
Went to Cracker Barrel/6 Mo		27	9.7%	88
Went to Denny`s/6 Mo		15	5.4%	80
Went to Golden Corral/6 Mo		7	2.5%	60
Went to IHOP/6 Mo		20	7.2%	93
Went to Logan`s Roadhouse/6 Mo		3	1.1%	57
Went to Longhorn Steakhouse/6 Mo		18	6.5%	104
Went to Olive Garden/6 Mo		43	15.5%	98
Went to Outback Steakhouse/6 Mo		23	8.3%	103
Went to Red Lobster/6 Mo		18	6.5%	88
Went to Red Robin/6 Mo		18	6.5%	119
Went to Ruby Tuesday/6 Mo		4	1.4%	82
Went to Texas Roadhouse/6 Mo		36	12.9%	100
Went to T.G.I. Friday`s/6 Mo		6	2.2%	87
Went to Waffle House/6 Mo		9	3.2%	61
Went to Fast Food/Drive-In Restaurant/6 Mo		253	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		98	35.3%	89
Spent \$1-10 at Fast Food Restaurant/30 Days		11	4.0%	111
Spent \$11-20 at Fast Food Restaurant/30 Days		26	9.4%	115
Spent \$21-40 at Fast Food Restaurant/30 Days		45	16.2%	101
Spent \$41-50 at Fast Food Restaurant/30 Days		28	10.1%	110
Spent \$51-100 at Fast Food Restaurant/30 Days		53	19.1%	93
Spent \$101-200 at Fast Food Restaurant/30 Days		35	12.6%	97
Spent \$201+ at Fast Food Restaurant/30 Days		13	4.7%	80
Ordered Eat-In Fast Food/6 Mo		77	27.7%	96

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

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

January 03, 2025

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	30	10.8%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	144	51.8%	98
Ordered Take-Out/Walk-In Fast Food/6 Mo	67	24.1%	106
Bought Breakfast at Fast Food Restaurant/6 Mo	96	34.5%	96
Bought Lunch at Fast Food Restaurant/6 Mo	149	53.6%	100
Bought Dinner at Fast Food Restaurant/6 Mo	148	53.2%	98
Bought Snack at Fast Food Restaurant/6 Mo	39	14.0%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	187	67.3%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	141	50.7%	96
Bought A&W/6 Mo	5	1.8%	83
Bought Arby's/6 Mo	44	15.8%	87
Bought Baskin-Robbins/6 Mo	8	2.9%	86
Bought Boston Market/6 Mo	5	1.8%	101
Bought Burger King/6 Mo	71	25.5%	94
Bought Captain D's/6 Mo	3	1.1%	38
Bought Carl's Jr./6 Mo	11	4.0%	84
Bought Checkers/6 Mo	4	1.4%	60
Bought Chick-Fil-A/6 Mo	90	32.4%	97
Bought Chipotle Mexican Grill/6 Mo	52	18.7%	109
Bought Chuck E. Cheese's/6 Mo	3	1.1%	72
Bought Church's Fried Chicken/6 Mo	3	1.1%	36
Bought Cold Stone Creamery/6 Mo	10	3.6%	116
Bought Dairy Queen/6 Mo	41	14.7%	94
Bought Del Taco/6 Mo	8	2.9%	80
Bought Domino's Pizza/6 Mo	40	14.4%	86
Bought Dunkin' Donuts/6 Mo	51	18.3%	124
Bought Five Guys/6 Mo	31	11.2%	113
Bought Hardee's/6 Mo	7	2.5%	50
Bought Jack in the Box/6 Mo	15	5.4%	79
Bought Jersey Mike's/6 Mo	27	9.7%	114
Bought Jimmy John's/6 Mo	17	6.1%	99
Bought KFC/6 Mo	37	13.3%	77
Bought Krispy Kreme Doughnuts/6 Mo	15	5.4%	81
Bought Little Caesars/6 Mo	25	9.0%	74
Bought Long John Silver's/6 Mo	3	1.1%	42
Bought McDonald's/6 Mo	132	47.5%	96
Bought Panda Express/6 Mo	32	11.5%	88
Bought Panera Bread/6 Mo	46	16.5%	123
Bought Papa John's/6 Mo	18	6.5%	78
Bought Papa Murphy's/6 Mo	14	5.0%	149
Bought Pizza Hut/6 Mo	24	8.6%	70
Bought Popeyes Chicken/6 Mo	32	11.5%	84
Bought Sonic Drive-In/6 Mo	22	7.9%	70
Bought Starbucks/6 Mo	62	22.3%	105
Bought Steak 'N Shake/6 Mo	5	1.8%	63
Bought Subway/6 Mo	55	19.8%	88
Bought Taco Bell/6 Mo	65	23.4%	84
Bought Wendy's/6 Mo	70	25.2%	94
Bought Whataburger/6 Mo	10	3.6%	60
Bought White Castle/6 Mo	6	2.2%	90
Bought Wing-Stop/6 Mo	6	2.2%	59

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

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January 03, 2025

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
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Went to Fine Dining Restaurant/6 Mo	52	18.7%	121
Went to Fine Dining Restaurant/30 Days	41	14.7%	126
Went to Fine Dining Restaurant 2+ Times/30 Days	17	6.1%	111
Used DoorDash Site/App for Take-Out/Del/30 Days	32	11.5%	91
Used Grubhub Site/App for Take-Out/Del/30 Days	13	4.7%	101
Used Postmates Site/App for Take-Out/Del/30 Days	1	0.4%	32
Used Restrnt Site/App for Take-Out/Del/30 Days	66	23.7%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	17	6.1%	85
Used Yelp Site/App for Take-Out/Del/30 Days	3	1.1%	82

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

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Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Demographic Summary		2024	2029	
Population		3,765	3,724	
Population 18+		2,960	2,960	
Households		1,358	1,356	
Median Household Income		\$130,155	\$150,759	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		2,111	71.3%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		668	22.6%	97
Spent \$1-30 at Family Restaurant/Steak House/30 Days		148	5.0%	84
Spent \$31-50 at Family Restaurant/Steak House/30 Days		243	8.2%	92
Spent \$51-100 at Family Restaurant/Steak House/30 Days		458	15.5%	97
Spent \$101-200 at Family Restaurant/Steak House/30 Days		369	12.5%	106
Spent \$201+ at Family Restaurant/Steak House/30 Days		233	7.9%	117
Spent \$1-100 at Fine Dining Restaurants/30 Days		119	4.0%	116
Spent \$101-200 at Fine Dining Restaurants/30 Days		145	4.9%	170
Spent \$201+ at Fine Dining Restaurants/30 Days		138	4.7%	166
Went for Breakfast at Family Restaurant/Steak House/6 Mo		358	12.1%	99
Went for Lunch at Family Restaurant/Steak House/6 Mo		511	17.3%	92
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,447	48.9%	104
Went for Snacks at Family Restaurant/Steak House/6 Mo		37	1.2%	75
Went on Weekday to Family Restaurant/Steak House/6 Mo		995	33.6%	103
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,174	39.7%	99
Went to Applebee`s/6 Mo		371	12.5%	82
Went to Bob Evans/6 Mo		48	1.6%	66
Went to Buffalo Wild Wings/6 Mo		217	7.3%	81
Went to California Pizza Kitchen/6 Mo		61	2.1%	116
Went to Carrabba`s/6 Mo		71	2.4%	111
Went to The Cheesecake Factory/6 Mo		240	8.1%	115
Went to Chili`s Grill & Bar/6 Mo		268	9.1%	94
Went to Cracker Barrel/6 Mo		262	8.9%	80
Went to Denny`s/6 Mo		141	4.8%	71
Went to Golden Corral/6 Mo		59	2.0%	47
Went to IHOP/6 Mo		212	7.2%	93
Went to Logan`s Roadhouse/6 Mo		32	1.1%	57
Went to Longhorn Steakhouse/6 Mo		174	5.9%	94
Went to Olive Garden/6 Mo		429	14.5%	92
Went to Outback Steakhouse/6 Mo		238	8.0%	100
Went to Red Lobster/6 Mo		183	6.2%	84
Went to Red Robin/6 Mo		179	6.0%	111
Went to Ruby Tuesday/6 Mo		37	1.2%	71
Went to Texas Roadhouse/6 Mo		345	11.7%	90
Went to T.G.I. Friday`s/6 Mo		65	2.2%	89
Went to Waffle House/6 Mo		96	3.2%	61
Went to Fast Food/Drive-In Restaurant/6 Mo		2,686	90.7%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		1,013	34.2%	86
Spent \$1-10 at Fast Food Restaurant/30 Days		119	4.0%	113
Spent \$11-20 at Fast Food Restaurant/30 Days		275	9.3%	114
Spent \$21-40 at Fast Food Restaurant/30 Days		471	15.9%	99
Spent \$41-50 at Fast Food Restaurant/30 Days		286	9.7%	105
Spent \$51-100 at Fast Food Restaurant/30 Days		552	18.6%	91
Spent \$101-200 at Fast Food Restaurant/30 Days		368	12.4%	96
Spent \$201+ at Fast Food Restaurant/30 Days		154	5.2%	88
Ordered Eat-In Fast Food/6 Mo		806	27.2%	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 2024 and 2029.

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	317	10.7%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,506	50.9%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	746	25.2%	111
Bought Breakfast at Fast Food Restaurant/6 Mo	992	33.5%	93
Bought Lunch at Fast Food Restaurant/6 Mo	1,558	52.6%	98
Bought Dinner at Fast Food Restaurant/6 Mo	1,558	52.6%	97
Bought Snack at Fast Food Restaurant/6 Mo	417	14.1%	101
Bought from Fast Food Restaurant on Weekday/6 Mo	1,968	66.5%	100
Bought from Fast Food Restaurant on Weekend/6 Mo	1,482	50.1%	95
Bought A&W/6 Mo	53	1.8%	83
Bought Arby's/6 Mo	430	14.5%	80
Bought Baskin-Robbins/6 Mo	96	3.2%	97
Bought Boston Market/6 Mo	60	2.0%	114
Bought Burger King/6 Mo	704	23.8%	88
Bought Captain D's/6 Mo	32	1.1%	38
Bought Carl's Jr./6 Mo	117	4.0%	84
Bought Checkers/6 Mo	41	1.4%	58
Bought Chick-Fil-A/6 Mo	959	32.4%	97
Bought Chipotle Mexican Grill/6 Mo	578	19.5%	114
Bought Chuck E. Cheese's/6 Mo	25	0.8%	56
Bought Church's Fried Chicken/6 Mo	34	1.1%	38
Bought Cold Stone Creamery/6 Mo	103	3.5%	113
Bought Dairy Queen/6 Mo	412	13.9%	89
Bought Del Taco/6 Mo	84	2.8%	79
Bought Domino's Pizza/6 Mo	408	13.8%	82
Bought Dunkin' Donuts/6 Mo	565	19.1%	129
Bought Five Guys/6 Mo	332	11.2%	114
Bought Hardee's/6 Mo	68	2.3%	46
Bought Jack in the Box/6 Mo	149	5.0%	74
Bought Jersey Mike's/6 Mo	295	10.0%	117
Bought Jimmy John's/6 Mo	173	5.8%	95
Bought KFC/6 Mo	367	12.4%	71
Bought Krispy Kreme Doughnuts/6 Mo	169	5.7%	86
Bought Little Caesars/6 Mo	219	7.4%	61
Bought Long John Silver's/6 Mo	34	1.1%	44
Bought McDonald's/6 Mo	1,375	46.5%	94
Bought Panda Express/6 Mo	342	11.6%	88
Bought Panera Bread/6 Mo	510	17.2%	128
Bought Papa John's/6 Mo	184	6.2%	75
Bought Papa Murphy's/6 Mo	130	4.4%	130
Bought Pizza Hut/6 Mo	233	7.9%	64
Bought Popeyes Chicken/6 Mo	343	11.6%	84
Bought Sonic Drive-In/6 Mo	218	7.4%	65
Bought Starbucks/6 Mo	693	23.4%	111
Bought Steak 'N Shake/6 Mo	55	1.9%	65
Bought Subway/6 Mo	559	18.9%	84
Bought Taco Bell/6 Mo	665	22.5%	81
Bought Wendy's/6 Mo	721	24.4%	91
Bought Whataburger/6 Mo	104	3.5%	59
Bought White Castle/6 Mo	65	2.2%	92
Bought Wing-Stop/6 Mo	78	2.6%	72

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

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January 03, 2025

Restaurant Market Potential

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Ring: 3 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Went to Fine Dining Restaurant/6 Mo	607	20.5%	133
Went to Fine Dining Restaurant/30 Days	485	16.4%	140
Went to Fine Dining Restaurant 2+ Times/30 Days	217	7.3%	134
Used DoorDash Site/App for Take-Out/Del/30 Days	349	11.8%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	147	5.0%	108
Used Postmates Site/App for Take-Out/Del/30 Days	23	0.8%	69
Used Restrnt Site/App for Take-Out/Del/30 Days	728	24.6%	113
Used Uber Eats Site/App for Take-Out/Del/30 Days	195	6.6%	91
Used Yelp Site/App for Take-Out/Del/30 Days	39	1.3%	100

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

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

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Demographic Summary		2024	2029
Population		17,379	17,474
Population 18+		13,769	14,093
Households		6,388	6,505
Median Household Income		\$123,694	\$141,216
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		10,033	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		3,251	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days		754	92
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,221	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days		2,245	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,738	108
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,046	113
Spent \$1-100 at Fine Dining Restaurants/30 Days		515	108
Spent \$101-200 at Fine Dining Restaurants/30 Days		590	149
Spent \$201+ at Fine Dining Restaurants/30 Days		534	138
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,763	104
Went for Lunch at Family Restaurant/Steak House/6 Mo		2,490	96
Went for Dinner at Family Restaurant/Steak House/6 Mo		6,984	108
Went for Snacks at Family Restaurant/Steak House/6 Mo		167	73
Went on Weekday to Family Restaurant/Steak House/6 Mo		4,801	107
Went on Weekend to Family Restaurant/Steak House/6 Mo		5,654	103
Went to Applebee's/6 Mo		1,926	91
Went to Bob Evans/6 Mo		323	96
Went to Buffalo Wild Wings/6 Mo		1,122	91
Went to California Pizza Kitchen/6 Mo		212	87
Went to Carrabba's/6 Mo		377	127
Went to The Cheesecake Factory/6 Mo		975	100
Went to Chili's Grill & Bar/6 Mo		1,265	95
Went to Cracker Barrel/6 Mo		1,507	99
Went to Denny's/6 Mo		667	72
Went to Golden Corral/6 Mo		336	58
Went to IHOP/6 Mo		961	90
Went to Logan's Roadhouse/6 Mo		202	77
Went to Longhorn Steakhouse/6 Mo		968	113
Went to Olive Garden/6 Mo		2,188	101
Went to Outback Steakhouse/6 Mo		1,216	110
Went to Red Lobster/6 Mo		913	90
Went to Red Robin/6 Mo		857	114
Went to Ruby Tuesday/6 Mo		201	83
Went to Texas Roadhouse/6 Mo		1,864	105
Went to T.G.I. Friday's/6 Mo		293	86
Went to Waffle House/6 Mo		547	75
Went to Fast Food/Drive-In Restaurant/6 Mo		12,604	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,942	91
Spent \$1-10 at Fast Food Restaurant/30 Days		551	112
Spent \$11-20 at Fast Food Restaurant/30 Days		1,296	115
Spent \$21-40 at Fast Food Restaurant/30 Days		2,196	99
Spent \$41-50 at Fast Food Restaurant/30 Days		1,319	104
Spent \$51-100 at Fast Food Restaurant/30 Days		2,669	95
Spent \$101-200 at Fast Food Restaurant/30 Days		1,750	98
Spent \$201+ at Fast Food Restaurant/30 Days		732	90
Ordered Eat-In Fast Food/6 Mo		3,956	100

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January 03, 2025

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	1,379	10.0%	77
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	7,456	54.2%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,281	23.8%	105
Bought Breakfast at Fast Food Restaurant/6 Mo	4,815	35.0%	98
Bought Lunch at Fast Food Restaurant/6 Mo	7,470	54.3%	101
Bought Dinner at Fast Food Restaurant/6 Mo	7,436	54.0%	99
Bought Snack at Fast Food Restaurant/6 Mo	1,911	13.9%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	9,373	68.1%	103
Bought from Fast Food Restaurant on Weekend/6 Mo	7,012	50.9%	96
Bought A&W/6 Mo	280	2.0%	94
Bought Arby's/6 Mo	2,492	18.1%	99
Bought Baskin-Robbins/6 Mo	390	2.8%	84
Bought Boston Market/6 Mo	255	1.9%	104
Bought Burger King/6 Mo	3,453	25.1%	92
Bought Captain D's/6 Mo	203	1.5%	51
Bought Carl's Jr./6 Mo	399	2.9%	61
Bought Checkers/6 Mo	213	1.5%	65
Bought Chick-Fil-A/6 Mo	4,738	34.4%	103
Bought Chipotle Mexican Grill/6 Mo	2,543	18.5%	108
Bought Chuck E. Cheese's/6 Mo	131	1.0%	64
Bought Church's Fried Chicken/6 Mo	174	1.3%	42
Bought Cold Stone Creamery/6 Mo	446	3.2%	105
Bought Dairy Queen/6 Mo	2,141	15.5%	99
Bought Del Taco/6 Mo	305	2.2%	61
Bought Domino's Pizza/6 Mo	1,932	14.0%	84
Bought Dunkin' Donuts/6 Mo	2,508	18.2%	123
Bought Five Guys/6 Mo	1,533	11.1%	113
Bought Hardee's/6 Mo	486	3.5%	71
Bought Jack in the Box/6 Mo	535	3.9%	57
Bought Jersey Mike's/6 Mo	1,371	10.0%	117
Bought Jimmy John's/6 Mo	985	7.2%	116
Bought KFC/6 Mo	1,923	14.0%	80
Bought Krispy Kreme Doughnuts/6 Mo	754	5.5%	82
Bought Little Caesars/6 Mo	1,171	8.5%	70
Bought Long John Silver's/6 Mo	222	1.6%	62
Bought McDonald's/6 Mo	6,556	47.6%	96
Bought Panda Express/6 Mo	1,491	10.8%	82
Bought Panera Bread/6 Mo	2,409	17.5%	130
Bought Papa John's/6 Mo	1,000	7.3%	87
Bought Papa Murphy's/6 Mo	585	4.2%	125
Bought Pizza Hut/6 Mo	1,258	9.1%	74
Bought Popeyes Chicken/6 Mo	1,595	11.6%	84
Bought Sonic Drive-In/6 Mo	1,182	8.6%	76
Bought Starbucks/6 Mo	3,006	21.8%	103
Bought Steak 'N Shake/6 Mo	347	2.5%	88
Bought Subway/6 Mo	2,786	20.2%	90
Bought Taco Bell/6 Mo	3,359	24.4%	88
Bought Wendy's/6 Mo	3,540	25.7%	96
Bought Whataburger/6 Mo	612	4.4%	74
Bought White Castle/6 Mo	344	2.5%	104
Bought Wing-Stop/6 Mo	318	2.3%	63

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

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

January 03, 2025

Restaurant Market Potential

20416 Middletown Rd, Freeland, Maryland, 21053
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.68551
 Longitude: -76.73490

Went to Fine Dining Restaurant/6 Mo	2,598	18.9%	122
Went to Fine Dining Restaurant/30 Days	2,047	14.9%	127
Went to Fine Dining Restaurant 2+ Times/30 Days	916	6.7%	121
Used DoorDash Site/App for Take-Out/Del/30 Days	1,486	10.8%	86
Used Grubhub Site/App for Take-Out/Del/30 Days	608	4.4%	96
Used Postmates Site/App for Take-Out/Del/30 Days	80	0.6%	52
Used Restrnt Site/App for Take-Out/Del/30 Days	3,301	24.0%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	808	5.9%	81
Used Yelp Site/App for Take-Out/Del/30 Days	126	0.9%	69

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

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

Business Summary

20416 Middletown Rd, Freeland, Maryland, 21053
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68551
Longitude: -76.73490

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	11				81				369			
Total Employees:	52				413				2,396			
Total Population:	350				3,765				17,379			
Employee/Population Ratio (per 100 Residents)	15				11				14			
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	0	0.0%	2	3.9%	4	4.9%	13	3.1%	9	2.4%	30	1.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.2%
Construction	2	18.2%	5	9.6%	11	13.6%	52	12.6%	46	12.5%	302	12.6%
Building Construction	1	9.1%	2	3.9%	4	4.9%	12	2.9%	15	4.1%	169	7.0%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	7	0.3%
Specialty Trade Contractor	1	9.1%	3	5.8%	6	7.4%	41	9.9%	29	7.9%	126	5.3%
Manufacturing	0	0.0%	0	0.0%	2	2.5%	39	9.4%	21	5.7%	360	15.0%
Wholesale Trade	1	9.1%	16	30.8%	3	3.7%	67	16.2%	10	2.7%	110	4.6%
Durable Goods	0	0.0%	1	1.9%	1	1.2%	4	1.0%	4	1.1%	12	0.5%
Nondurable Goods	0	0.0%	14	26.9%	2	2.5%	55	13.3%	4	1.1%	90	3.8%
Trade Broker	0	0.0%	1	1.9%	1	1.2%	8	1.9%	1	0.3%	8	0.3%
Retail Trade	1	9.1%	5	9.6%	7	8.6%	23	5.6%	34	9.2%	198	8.3%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	1	1.2%	2	0.5%	2	0.5%	17	0.7%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	1.2%	1	0.2%	3	0.8%	11	0.5%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	2	0.1%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	1	1.2%	3	0.7%	4	1.1%	19	0.8%
Food & Beverage Stores	0	0.0%	3	5.8%	1	1.2%	9	2.2%	7	1.9%	86	3.6%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	2	0.1%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	1	1.2%	1	0.2%	2	0.5%	4	0.2%
Sporting Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	1.2%	1	0.2%	8	2.2%	19	0.8%
General Merchandise Stores	1	9.1%	2	3.9%	2	2.5%	6	1.4%	5	1.4%	39	1.6%
Transportation & Warehousing	0	0.0%	1	1.9%	3	3.7%	12	2.9%	9	2.4%	47	2.0%
Truck Transportation	0	0.0%	0	0.0%	2	2.5%	6	1.4%	4	1.1%	17	0.7%
Information	0	0.0%	0	0.0%	1	1.2%	2	0.5%	7	1.9%	72	3.0%
Finance & Insurance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	1.9%	30	1.3%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	1.1%	21	0.9%
Securities & Commodity Contracts	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	8	0.3%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%
Real Estate, Rental & Leasing	0	0.0%	1	1.9%	2	2.5%	4	1.0%	15	4.1%	49	2.0%
Professional, Scientific & Tech Services	2	18.2%	6	11.5%	14	17.3%	64	15.5%	49	13.3%	215	9.0%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	7	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	1	9.1%	6	11.5%	5	6.2%	26	6.3%	21	5.7%	101	4.2%
Educational Services	0	0.0%	1	1.9%	1	1.2%	8	1.9%	8	2.2%	153	6.4%

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January 03, 2025

Business Summary

20416 Middletown Rd, Freeland, Maryland, 21053
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68551
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	0	0.0%	2	3.9%	4	4.9%	28	6.8%	18	4.9%	220	9.2%
Ambulatory Health Care	0	0.0%	0	0.0%	1	1.2%	10	2.4%	6	1.6%	65	2.7%
Hospital	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nursing/Residential Care	0	0.0%	1	1.9%	1	1.2%	4	1.0%	4	1.1%	34	1.4%
Social Assistance	0	0.0%	1	1.9%	2	2.5%	14	3.4%	8	2.2%	121	5.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	1	1.2%	21	5.1%	5	1.4%	45	1.9%
Accommodation & Food Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	3.8%	152	6.3%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	34	1.4%
Food Services & Drinking Places	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	3.0%	118	4.9%
Other Services (except Public Administration)	2	18.2%	8	15.4%	13	16.1%	44	10.7%	60	16.3%	209	8.7%
Repair & Maintenance	0	0.0%	1	1.9%	2	2.5%	4	1.0%	15	4.1%	41	1.7%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	2	2.5%	2	0.5%	8	2.2%	22	0.9%
Personal & Laundry Service	0	0.0%	1	1.9%	3	3.7%	9	2.2%	12	3.3%	45	1.9%
Civic and Other Orgs	2	18.2%	6	11.5%	8	9.9%	31	7.5%	33	8.9%	123	5.1%
Public Administration	0	0.0%	1	1.9%	1	1.2%	9	2.2%	8	2.2%	94	3.9%
Unclassified Establishments	1	9.1%	0	0.0%	9	11.1%	2	0.5%	28	7.6%	2	0.1%
Total	11	100.0%	52	100.0%	81	100.0%	413	100.0%	369	100.0%	2,396	100.0%

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Business Summary

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68551
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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	9.1%	10	19.2%	9	11.1%	52	12.6%	24	6.5%	115	4.8%
Construction	2	18.2%	5	9.6%	11	13.6%	51	12.3%	43	11.7%	292	12.2%
Manufacturing	0	0.0%	0	0.0%	3	3.7%	40	9.7%	21	5.7%	359	15.0%
Transportation	0	0.0%	1	1.9%	3	3.7%	12	2.9%	10	2.7%	52	2.2%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	3	0.1%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.2%
Wholesale Trade	1	9.1%	16	30.8%	3	3.7%	67	16.2%	10	2.7%	110	4.6%
Retail Trade Summary	1	9.1%	5	9.6%	7	8.6%	23	5.6%	45	12.2%	318	13.3%
Home Improvement	0	0.0%	0	0.0%	1	1.2%	3	0.7%	4	1.1%	19	0.8%
General Merchandise Stores	1	9.1%	2	3.9%	2	2.5%	6	1.4%	5	1.4%	38	1.6%
Food Stores	0	0.0%	3	5.8%	1	1.2%	9	2.2%	7	1.9%	86	3.6%
Auto Dealers & Gas Stations	0	0.0%	0	0.0%	1	1.2%	2	0.5%	2	0.5%	17	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	3	0.1%
Furniture & Home Furnishings	0	0.0%	0	0.0%	1	1.2%	1	0.2%	3	0.8%	12	0.5%
Eating & Drinking Places	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	3.0%	117	4.9%
Miscellaneous Retail	0	0.0%	0	0.0%	2	2.5%	2	0.5%	12	3.3%	27	1.1%
Finance, Insurance, Real Estate Summary	0	0.0%	1	1.9%	2	2.5%	4	1.0%	22	6.0%	80	3.3%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	1.1%	21	0.9%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	8	0.3%
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%
Real Estate, Holding, Other Investment Offices	0	0.0%	1	1.9%	2	2.5%	4	1.0%	16	4.3%	50	2.1%
Services Summary	5	45.5%	14	26.9%	34	42.0%	153	37.0%	156	42.3%	965	40.3%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	34	1.4%
Automotive Services	0	0.0%	0	0.0%	2	2.5%	2	0.5%	11	3.0%	36	1.5%
Movies & Amusements	0	0.0%	0	0.0%	1	1.2%	21	5.1%	8	2.2%	52	2.2%
Health Services	0	0.0%	0	0.0%	1	1.2%	10	2.4%	8	2.2%	86	3.6%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	7	0.3%
Education Institutions & Libraries	0	0.0%	1	1.9%	1	1.2%	8	1.9%	6	1.6%	149	6.2%
Other Services	4	36.4%	12	23.1%	28	34.6%	111	26.9%	118	32.0%	601	25.1%
Government	0	0.0%	1	1.9%	1	1.2%	9	2.2%	8	2.2%	94	3.9%
Unclassified Establishments	1	9.1%	0	1.9%	9	11.1%	2	2.2%	28	7.6%	2	3.9%
Totals	11	100.0%	52	100.0%	81	100.0%	413	100.0%	369	100.0%	2,396	100.0%

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