

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,227	50,522	98,451
2020 Total Population	5,485	53,117	100,049
2020 Group Quarters	130	1,069	1,847
2025 Total Population	5,697	53,621	100,983
2025 Group Quarters	129	1,061	1,832
2030 Total Population	6,712	55,143	103,057
2025-2030 Annual Rate	3.33%	0.56%	0.41%
2025 Total Daytime Population	34,651	92,726	147,622
Workers	32,337	67,244	99,273
Residents	2,314	25,482	48,349
Household Summary			
2010 Households	1,987	20,521	38,723
2010 Average Household Size	1.99	2.32	2.38
2020 Total Households	2,909	22,516	41,015
2020 Average Household Size	1.84	2.31	2.39
2025 Households	3,040	22,946	41,738
2025 Average Household Size	1.83	2.29	2.38
2030 Households	3,674	23,872	42,945
2030 Average Household Size	1.79	2.27	2.36
2025-2030 Annual Rate	3.86%	0.79%	0.57%
2010 Families	993	12,039	23,880
2010 Average Family Size	2.71	2.93	2.96
2025 Families	1,334	12,936	25,017
2025 Average Family Size	2.68	3.01	3.04
2030 Families	1,604	13,318	25,512
2030 Average Family Size	2.62	2.99	3.03
2025-2030 Annual Rate	3.76%	0.58%	0.39%
Housing Unit Summary			
2000 Housing Units	1,388	19,245	37,406
Owner Occupied Housing Units	63.4%	65.7%	66.5%
Renter Occupied Housing Units	31.9%	29.9%	28.3%
Vacant Housing Units	4.7%	4.4%	5.2%
2010 Housing Units	2,342	22,503	42,469
Owner Occupied Housing Units	45.5%	59.0%	62.3%
Renter Occupied Housing Units	39.4%	32.2%	28.9%
Vacant Housing Units	15.2%	8.8%	8.8%
2020 Housing Units	3,153	24,275	44,590
Owner Occupied Housing Units	37.7%	57.0%	61.3%
Renter Occupied Housing Units	54.6%	35.8%	30.7%
Vacant Housing Units	7.2%	7.4%	8.1%
2025 Housing Units	3,419	24,790	45,331
Owner Occupied Housing Units	37.5%	58.5%	63.0%
Renter Occupied Housing Units	51.4%	34.0%	29.0%
Vacant Housing Units	11.1%	7.4%	7.9%
2030 Housing Units	4,063	25,790	46,687
Owner Occupied Housing Units	32.5%	58.6%	63.6%
Renter Occupied Housing Units	57.9%	34.0%	28.4%
Vacant Housing Units	9.6%	7.4%	8.0%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2025 Households by Income			
Household Income Base	3,040	22,946	41,738
<\$15,000	6.9%	4.8%	4.5%
\$15,000 - \$24,999	2.5%	3.4%	3.3%
\$25,000 - \$34,999	1.8%	2.2%	2.5%
\$35,000 - \$49,999	3.4%	5.0%	5.1%
\$50,000 - \$74,999	8.9%	11.6%	11.0%
\$75,000 - \$99,999	11.6%	12.4%	11.8%
\$100,000 - \$149,999	22.7%	21.7%	19.5%
\$150,000 - \$199,999	13.8%	13.2%	12.7%
\$200,000+	28.5%	25.7%	29.6%
Average Household Income	\$165,783	\$160,860	\$171,847
2030 Households by Income			
Household Income Base	3,674	23,872	42,945
<\$15,000	6.8%	4.4%	4.0%
\$15,000 - \$24,999	2.4%	2.8%	2.6%
\$25,000 - \$34,999	1.9%	1.9%	2.1%
\$35,000 - \$49,999	2.7%	4.2%	4.3%
\$50,000 - \$74,999	7.6%	10.4%	9.8%
\$75,000 - \$99,999	10.4%	11.4%	10.8%
\$100,000 - \$149,999	21.5%	21.1%	18.5%
\$150,000 - \$199,999	13.2%	13.4%	12.6%
\$200,000+	33.6%	30.5%	35.3%
Average Household Income	\$177,768	\$173,966	\$186,668
2025 Owner Occupied Housing Units by Value			
Total	1,281	14,500	28,560
<\$50,000	2.9%	1.6%	1.6%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$100,000 - \$149,999	0.2%	0.1%	0.1%
\$150,000 - \$199,999	0.2%	1.0%	0.7%
\$200,000 - \$249,999	0.4%	1.5%	1.1%
\$250,000 - \$299,999	2.9%	3.2%	2.4%
\$300,000 - \$399,999	7.7%	11.0%	9.7%
\$400,000 - \$499,999	10.2%	15.1%	14.4%
\$500,000 - \$749,999	45.9%	34.7%	30.7%
\$750,000 - \$999,999	25.4%	20.1%	24.2%
\$1,000,000 - \$1,499,999	1.4%	6.5%	8.7%
\$1,500,000 - \$1,999,999	0.9%	2.4%	3.1%
\$2,000,000 +	1.9%	2.6%	3.1%
Average Home Value	\$668,575	\$693,876	\$746,124
2030 Owner Occupied Housing Units by Value			
Total	1,322	15,106	29,675
<\$50,000	2.6%	1.1%	1.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.4%	0.2%
\$200,000 - \$249,999	0.2%	0.7%	0.5%
\$250,000 - \$299,999	1.3%	1.7%	1.2%
\$300,000 - \$399,999	5.7%	7.6%	6.4%
\$400,000 - \$499,999	7.0%	12.1%	11.4%
\$500,000 - \$749,999	47.7%	36.1%	31.0%
\$750,000 - \$999,999	30.3%	25.2%	29.3%
\$1,000,000 - \$1,499,999	2.0%	9.0%	11.5%
\$1,500,000 - \$1,999,999	1.1%	3.3%	4.1%
\$2,000,000 +	2.0%	2.8%	3.3%
Average Home Value	\$709,860	\$767,718	\$818,630

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2552 Riva Rd, Annapolis, Maryland, 21401
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.97851
Longitude: -76.55066

	1 mile	3 miles	5 miles
Median Household Income			
2025	\$126,430	\$117,477	\$123,930
2030	\$138,852	\$128,167	\$141,304
Median Home Value			
2025	\$639,243	\$616,837	\$661,300
2030	\$674,008	\$683,211	\$735,495
Per Capita Income			
2025	\$85,514	\$68,809	\$71,126
2030	\$94,553	\$75,257	\$77,886
Median Age			
2010	40.8	39.6	40.0
2020	44.7	42.4	42.7
2025	45.3	42.9	43.1
2030	47.7	44.4	44.3
2020 Population by Age			
Total	5,485	53,117	100,049
0 - 4	3.1%	5.2%	5.2%
5 - 9	3.9%	5.4%	5.5%
10 - 14	3.8%	5.3%	5.7%
15 - 24	9.2%	10.5%	11.1%
25 - 34	18.2%	14.4%	13.1%
35 - 44	12.3%	12.1%	11.9%
45 - 54	12.9%	11.4%	12.1%
55 - 64	14.9%	13.6%	14.3%
65 - 74	13.0%	11.8%	11.7%
75 - 84	6.9%	7.2%	6.6%
85 +	1.9%	3.2%	2.7%
18 +	87.2%	80.8%	80.0%
2025 Population by Age			
Total	5,697	53,620	100,982
0 - 4	3.1%	5.0%	5.0%
5 - 9	3.2%	5.5%	5.6%
10 - 14	3.9%	5.3%	5.7%
15 - 24	9.1%	9.9%	10.6%
25 - 34	17.1%	13.5%	12.4%
35 - 44	13.3%	13.6%	13.2%
45 - 54	12.3%	10.9%	11.3%
55 - 64	13.8%	12.7%	13.3%
65 - 74	13.7%	11.9%	12.0%
75 - 84	8.5%	8.3%	8.0%
85 +	2.0%	3.4%	2.9%
18 +	87.6%	81.1%	80.3%
2030 Population by Age			
Total	6,714	55,143	103,058
0 - 4	2.9%	4.8%	4.9%
5 - 9	3.0%	5.0%	5.2%
10 - 14	3.1%	5.4%	5.8%
15 - 24	9.2%	9.9%	10.5%
25 - 34	14.1%	11.8%	11.3%
35 - 44	14.2%	13.8%	13.3%
45 - 54	12.6%	12.2%	12.3%
55 - 64	13.0%	11.3%	11.7%
65 - 74	14.8%	12.6%	12.7%
75 - 84	10.6%	9.2%	8.9%
85 +	2.6%	3.9%	3.5%
18 +	89.0%	81.6%	80.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2552 Riva Rd, Annapolis, Maryland, 21401
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.97851
Longitude: -76.55066

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	2,714	25,290	48,004
Females	2,771	27,827	52,045
2025 Population by Sex			
Males	2,844	25,947	49,157
Females	2,853	27,674	51,826
2030 Population by Sex			
Males	3,317	26,660	50,063
Females	3,396	28,483	52,994
2010 Population by Race/Ethnicity			
Total	4,226	50,521	98,452
White Alone	75.1%	72.2%	77.3%
Black Alone	14.3%	17.2%	13.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.2%	2.4%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	5.6%	4.4%
Two or More Races	2.2%	2.4%	2.4%
Hispanic Origin	8.7%	10.9%	9.4%
Diversity Index	50.5	55.3	48.7
2020 Population by Race/Ethnicity			
Total	5,485	53,117	100,049
White Alone	72.2%	65.0%	69.9%
Black Alone	12.1%	15.2%	11.9%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	3.2%	2.7%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	9.1%	7.6%
Two or More Races	7.3%	7.4%	7.5%
Hispanic Origin	9.8%	15.2%	13.3%
Diversity Index	55.2	65.8	60.4
2025 Population by Race/Ethnicity			
Total	5,697	53,622	100,982
White Alone	69.4%	62.4%	67.3%
Black Alone	13.1%	16.0%	12.7%
American Indian Alone	0.5%	0.7%	0.6%
Asian Alone	3.7%	3.0%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	9.8%	8.3%
Two or More Races	8.0%	8.0%	8.2%
Hispanic Origin	11.0%	16.6%	14.7%
Diversity Index	59.0	68.7	63.8
2030 Population by Race/Ethnicity			
Total	6,712	55,142	103,055
White Alone	68.5%	60.7%	65.5%
Black Alone	13.2%	16.2%	13.0%
American Indian Alone	0.5%	0.7%	0.6%
Asian Alone	4.1%	3.3%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	10.4%	8.9%
Two or More Races	8.4%	8.6%	8.8%
Hispanic Origin	11.3%	17.7%	15.7%
Diversity Index	60.1	70.6	66.1

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	5,485	53,117	100,049
In Households	97.6%	98.0%	98.2%
Householder	50.7%	42.3%	41.0%
Opposite-Sex Spouse	18.0%	17.7%	18.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.6%	2.7%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	16.5%	23.2%	24.4%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.5%	0.7%	0.8%
Grandchild	1.4%	1.9%	1.8%
Brother or Sister	0.9%	1.2%	1.1%
Parent	0.6%	0.9%	0.9%
Parent-in-law	0.3%	0.2%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.8%	1.7%	1.5%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	3.4%	4.3%	3.8%
In Group Quarters	2.4%	2.0%	1.8%
Institutionalized	2.1%	1.5%	1.0%
Noninstitutionalized	0.2%	0.5%	0.8%
2025 Population 25+ by Educational Attainment			
Total	4,600	39,850	73,832
Less than 9th Grade	1.6%	2.8%	2.9%
9th - 12th Grade, No Diploma	0.9%	2.9%	2.7%
High School Graduate	16.3%	13.9%	13.8%
GED/Alternative Credential	1.7%	2.0%	1.8%
Some College, No Degree	10.5%	14.4%	13.6%
Associate Degree	7.6%	7.2%	6.8%
Bachelor's Degree	30.0%	28.2%	29.8%
Graduate/Professional Degree	31.5%	28.6%	28.7%
2025 Population 15+ by Marital Status			
Total	5,119	45,166	84,513
Never Married	35.7%	29.7%	29.5%
Married	49.0%	52.9%	54.4%
Widowed	6.4%	6.3%	5.5%
Divorced	8.9%	11.1%	10.6%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,428	28,705	53,631
Population 16+ Employed	98.1%	97.1%	97.0%
Population 16+ Unemployment rate	1.9%	2.9%	3.0%
Population 16-24 Employed	8.7%	8.9%	9.0%
Population 16-24 Unemployment rate	2.7%	6.2%	7.9%
Population 25-54 Employed	60.5%	61.3%	60.8%
Population 25-54 Unemployment rate	2.6%	3.2%	3.0%
Population 55-64 Employed	17.4%	18.3%	19.4%
Population 55-64 Unemployment rate	0.3%	0.8%	1.5%
Population 65+ Employed	13.5%	11.5%	10.9%
Population 65+ Unemployment rate	0.0%	1.5%	1.7%

	1 mile	3 miles	5 miles
2025 Employed Population 16+ by Industry			
Total	3,364	27,885	52,005
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	8.8%	8.1%	7.3%
Manufacturing	3.1%	4.3%	4.2%
Wholesale Trade	4.2%	2.2%	1.9%
Retail Trade	12.5%	8.0%	7.9%
Transportation/Utilities	2.3%	4.2%	4.3%
Information	1.2%	1.8%	1.9%
Finance/Insurance/Real Estate	6.0%	6.8%	6.7%
Services	51.1%	53.0%	54.1%
Public Administration	10.6%	11.2%	11.2%
2025 Employed Population 16+ by Occupation			
Total	3,362	27,884	52,006
White Collar	83.1%	73.6%	74.9%
Management/Business/Financial	29.8%	27.4%	27.9%
Professional	31.4%	30.4%	31.2%
Sales	12.7%	9.2%	8.8%
Administrative Support	9.1%	6.5%	6.9%
Services	9.9%	14.9%	14.2%
Blue Collar	6.9%	11.5%	10.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.2%	4.8%	3.8%
Installation/Maintenance/Repair	0.7%	1.3%	1.8%
Production	0.7%	1.2%	1.0%
Transportation/Material Moving	2.3%	4.2%	4.3%
2020 Households by Type			
Total	2,909	22,516	41,015
Married Couple Households	35.8%	42.3%	46.6%
With Own Children <18	9.1%	13.8%	16.4%
Without Own Children <18	26.7%	28.4%	30.3%
Cohabiting Couple Households	7.6%	6.7%	6.4%
With Own Children <18	1.1%	1.6%	1.5%
Without Own Children <18	6.5%	5.1%	4.9%
Male Householder, No Spouse/Partner	24.8%	18.3%	17.1%
Living Alone	20.5%	13.1%	12.0%
65 Years and over	5.4%	4.3%	4.0%
With Own Children <18	0.9%	1.2%	1.2%
Without Own Children <18, With Relatives	1.9%	2.4%	2.3%
No Relatives Present	1.5%	1.7%	1.6%
Female Householder, No Spouse/Partner	31.8%	32.7%	29.9%
Living Alone	24.1%	20.7%	18.8%
65 Years and over	9.0%	10.9%	9.8%
With Own Children <18	1.8%	4.5%	4.1%
Without Own Children <18, With Relatives	4.2%	6.0%	5.6%
No Relatives Present	1.7%	1.5%	1.4%
2020 Households by Size			
Total	2,909	22,516	41,015
1 Person Household	44.7%	33.7%	30.8%
2 Person Household	35.8%	34.6%	34.9%
3 Person Household	9.1%	13.1%	13.9%
4 Person Household	6.1%	9.8%	11.4%
5 Person Household	2.5%	4.8%	5.1%
6 Person Household	1.1%	2.2%	2.2%
7 + Person Household	0.7%	1.7%	1.7%

2552 Riva Rd, Annapolis, Maryland, 21401
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.97851
Longitude: -76.55066

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	2,909	22,516	41,015
Owner Occupied	40.8%	61.4%	66.7%
Owned with a Mortgage/Loan	29.7%	45.4%	50.0%
Owned Free and Clear	11.2%	16.0%	16.7%
Renter Occupied	59.2%	38.6%	33.3%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	73	72
Percent of Income for Mortgage	31.6%	32.9%	33.4%
Wealth Index	135	160	178
2020 Housing Units By Urban/ Rural Status			
Total	3,153	24,275	44,590
Urban Housing Units	100.0%	98.4%	94.6%
Rural Housing Units	0.0%	1.6%	5.4%
2020 Population By Urban/ Rural Status			
Total	5,485	53,117	100,049
Urban Population	100.0%	97.9%	93.2%
Rural Population	0.0%	2.1%	6.8%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Retirement Communities (J3)	Urban Chic (H4)	Urban Chic (H4)
2.	Urban Chic (H4)	City Greens (K6)	Top Tier (L3)
3.	City Greens (K6)	Burbs and Beyond (K8)	Burbs and Beyond (K8)
2025 Consumer Spending			
Apparel & Services: Total \$	\$10,581,466	\$76,172,563	\$146,971,877
Average Spent	\$3,480.75	\$3,319.64	\$3,521.30
Spending Potential Index	142	136	144
Education: Total \$	\$8,275,976	\$58,352,054	\$117,068,909
Average Spent	\$2,722.36	\$2,543.02	\$2,804.85
Spending Potential Index	153	143	157
Entertainment/Recreation: Total \$	\$17,605,795	\$128,812,050	\$249,508,368
Average Spent	\$5,791.38	\$5,613.70	\$5,977.97
Spending Potential Index	141	137	145
Food at Home: Total \$	\$31,568,381	\$227,006,052	\$436,344,322
Average Spent	\$10,384.34	\$9,893.06	\$10,454.37
Spending Potential Index	140	133	140
Food Away from Home: Total \$	\$17,828,116	\$128,692,890	\$249,119,707
Average Spent	\$5,864.51	\$5,608.51	\$5,968.65
Spending Potential Index	142	136	145
Health Care: Total \$	\$32,199,630	\$238,264,671	\$456,286,587
Average Spent	\$10,591.98	\$10,383.71	\$10,932.16
Spending Potential Index	137	134	141
HH Furnishings & Equipment: Total \$	\$12,404,235	\$91,438,186	\$176,612,721
Average Spent	\$4,080.34	\$3,984.93	\$4,231.46
Spending Potential Index	140	137	145
Personal Care Products & Services: Total \$	\$4,595,185	\$33,586,961	\$64,538,142
Average Spent	\$1,511.57	\$1,463.74	\$1,546.27
Spending Potential Index	144	140	147
Shelter: Total \$	\$118,077,584	\$864,629,958	\$1,667,995,070
Average Spent	\$38,841.31	\$37,681.08	\$39,963.46
Spending Potential Index	146	142	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,966,806	\$108,909,169	\$207,483,460
Average Spent	\$4,594.34	\$4,746.32	\$4,971.09
Spending Potential Index	139	144	151
Travel: Total \$	\$15,990,359	\$118,787,019	\$232,206,015
Average Spent	\$5,259.99	\$5,176.81	\$5,563.42
Spending Potential Index	146	143	154
Vehicle Maintenance & Repairs: Total \$	\$5,679,113	\$41,793,028	\$79,871,711
Average Spent	\$1,868.13	\$1,821.36	\$1,913.64
Spending Potential Index	139	135	142

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2552 Riva Rd, Annapolis, Maryland, 21401
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.97851
 Longitude: -76.55066

Demographic Summary		2025	2030
Population		5,697	6,712
Population 18+		4,992	5,976
Households		3,040	3,674
Median Household Income		\$126,430	\$138,852

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	3,538	70.9%	98
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,113	22.3%	91
Spent \$1-30 at Family Restaurant/Steak House/30 Days	279	5.6%	105
Spent \$31-50 at Family Restaurant/Steak House/30 Days	409	8.2%	98
Spent \$51-100 at Family Restaurant/Steak House/30 Days	802	16.1%	97
Spent \$101-200 at Family Restaurant/Steak House/30 Days	574	11.5%	91
Spent \$201+ at Family Restaurant/Steak House/30 Days	370	7.4%	98
Spent \$1-100 at Fine Dining Restaurants/30 Days	223	4.5%	125
Spent \$101-200 at Fine Dining Restaurants/30 Days	223	4.5%	140
Spent \$201+ at Fine Dining Restaurants/30 Days	203	4.1%	128
Went for Breakfast at Family Restaurant/Steak House/6 Mo	607	12.2%	95
Went for Lunch at Family Restaurant/Steak House/6 Mo	928	18.6%	96
Went for Dinner at Family Restaurant/Steak House/6 Mo	2,335	46.8%	99
Went for Snacks at Family Restaurant/Steak House/6 Mo	86	1.7%	98
Went on Weekday to Family Restaurant/Steak House/6 Mo	1,687	33.8%	104
Went on Weekend to Family Restaurant/Steak House/6 Mo	1,946	39.0%	94
Went to Applebee`s/6 Mo	657	13.2%	84
Went to Bob Evans/6 Mo	110	2.2%	82
Went to Buffalo Wild Wings/6 Mo	374	7.5%	83
Went to California Pizza Kitchen/6 Mo	107	2.1%	121
Went to Carrabba`s/6 Mo	114	2.3%	103
Went to The Cheesecake Factory/6 Mo	420	8.4%	114
Went to Chili`s Grill & Bar/6 Mo	400	8.0%	80
Went to Cracker Barrel/6 Mo	425	8.5%	74
Went to Denny`s/6 Mo	277	5.5%	83
Went to Golden Corral/6 Mo	124	2.5%	51
Went to IHOP/6 Mo	354	7.1%	92
Went to Logan`s Roadhouse/6 Mo	70	1.4%	67
Went to Longhorn Steakhouse/6 Mo	343	6.9%	99
Went to Olive Garden/6 Mo	735	14.7%	90
Went to Outback Steakhouse/6 Mo	388	7.8%	97
Went to Red Lobster/6 Mo	309	6.2%	81
Went to Red Robin/6 Mo	276	5.5%	105
Went to Ruby Tuesday/6 Mo	52	1.0%	60
Went to Texas Roadhouse/6 Mo	582	11.7%	81
Went to T.G.I. Friday`s/6 Mo	124	2.5%	102
Went to Waffle House/6 Mo	205	4.1%	71
Went to Fast Food/Drive-In Restaurant/6 Mo	4,450	89.1%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,698	34.0%	86
Spent \$1-10 at Fast Food Restaurant/30 Days	164	3.3%	113
Spent \$11-20 at Fast Food Restaurant/30 Days	434	8.7%	111
Spent \$21-40 at Fast Food Restaurant/30 Days	753	15.1%	97
Spent \$41-50 at Fast Food Restaurant/30 Days	459	9.2%	103
Spent \$51-100 at Fast Food Restaurant/30 Days	990	19.8%	93
Spent \$101-200 at Fast Food Restaurant/30 Days	540	10.8%	81
Spent \$201+ at Fast Food Restaurant/30 Days	278	5.6%	84
Ordered Eat-In Fast Food/6 Mo	1,560	31.3%	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 2025 and 2030.

2552 Riva Rd, Annapolis, Maryland, 21401
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.97851
 Longitude: -76.55066

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	579	11.6%	94
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,227	44.6%	91
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,255	25.1%	110
Bought Breakfast at Fast Food Restaurant/6 Mo	1,654	33.1%	92
Bought Lunch at Fast Food Restaurant/6 Mo	2,506	50.2%	94
Bought Dinner at Fast Food Restaurant/6 Mo	2,516	50.4%	94
Bought Snack at Fast Food Restaurant/6 Mo	693	13.9%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	3,143	63.0%	96
Bought from Fast Food Restaurant on Weekend/6 Mo	2,477	49.6%	95
Bought A&W/6 Mo	85	1.7%	78
Bought Arby`s/6 Mo	710	14.2%	80
Bought Baskin-Robbins/6 Mo	135	2.7%	80
Bought Boston Market/6 Mo	66	1.3%	95
Bought Burger King/6 Mo	1,096	22.0%	83
Bought Captain D`s/6 Mo	84	1.7%	60
Bought Carl`s Jr./6 Mo	200	4.0%	91
Bought Checkers/6 Mo	74	1.5%	61
Bought Chick-Fil-A/6 Mo	1,558	31.2%	92
Bought Chipotle Mexican Grill/6 Mo	941	18.9%	109
Bought Chuck E. Cheese`s/6 Mo	64	1.3%	74
Bought Church`s Fried Chicken/6 Mo	93	1.9%	63
Bought Cold Stone Creamery/6 Mo	137	2.7%	95
Bought Dairy Queen/6 Mo	647	13.0%	82
Bought Del Taco/6 Mo	196	3.9%	109
Bought Domino`s Pizza/6 Mo	703	14.1%	83
Bought Dunkin` Donuts/6 Mo	805	16.1%	114
Bought Five Guys/6 Mo	536	10.7%	107
Bought Hardee`s/6 Mo	126	2.5%	54
Bought Jack in the Box/6 Mo	272	5.5%	80
Bought Jersey Mike`s/6 Mo	550	11.0%	116
Bought Jimmy John`s/6 Mo	328	6.6%	110
Bought KFC/6 Mo	624	12.5%	73
Bought Krispy Kreme Doughnuts/6 Mo	280	5.6%	91
Bought Little Caesars/6 Mo	419	8.4%	65
Bought Long John Silver`s/6 Mo	69	1.4%	56
Bought McDonald`s/6 Mo	2,245	45.0%	90
Bought Panda Express/6 Mo	620	12.4%	93
Bought Panera Bread/6 Mo	829	16.6%	125
Bought Papa John`s/6 Mo	350	7.0%	88
Bought Papa Murphy`s/6 Mo	149	3.0%	93
Bought Pizza Hut/6 Mo	420	8.4%	68
Bought Popeyes Chicken/6 Mo	522	10.5%	82
Bought Sonic Drive-In/6 Mo	351	7.0%	65
Bought Starbucks/6 Mo	1,182	23.7%	110
Bought Steak `N Shake/6 Mo	120	2.4%	84
Bought Subway/6 Mo	872	17.5%	77
Bought Taco Bell/6 Mo	1,205	24.1%	86
Bought Wendy`s/6 Mo	1,122	22.5%	84
Bought Whataburger/6 Mo	196	3.9%	63
Bought White Castle/6 Mo	100	2.0%	80
Bought Wing-Stop/6 Mo	130	2.6%	68

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 2025 and 2030.

2552 Riva Rd, Annapolis, Maryland, 21401
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.97851
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Went to Fine Dining Restaurant/6 Mo	1,043	20.9%	126
Went to Fine Dining Restaurant/30 Days	817	16.4%	131
Went to Fine Dining Restaurant 2+ Times/30 Days	428	8.6%	141
Used DoorDash Site/App for Take-Out/Del/30 Days	624	12.5%	98
Used Grubhub Site/App for Take-Out/Del/30 Days	233	4.7%	109
Used Postmates Site/App for Take-Out/Del/30 Days	38	0.8%	88
Used Restrnt Site/App for Take-Out/Del/30 Days	1,119	22.4%	107
Used Uber Eats Site/App for Take-Out/Del/30 Days	388	7.8%	105
Used Yelp Site/App for Take-Out/Del/30 Days	63	1.3%	123

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 2025 and 2030.

Demographic Summary		2025	2030
Population		53,621	55,143
Population 18+		43,462	45,003
Households		22,946	23,872
Median Household Income		\$117,477	\$128,167

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	31,451	72.4%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	10,384	23.9%	98
Spent \$1-30 at Family Restaurant/Steak House/30 Days	2,302	5.3%	99
Spent \$31-50 at Family Restaurant/Steak House/30 Days	3,572	8.2%	98
Spent \$51-100 at Family Restaurant/Steak House/30 Days	6,980	16.1%	97
Spent \$101-200 at Family Restaurant/Steak House/30 Days	5,421	12.5%	99
Spent \$201+ at Family Restaurant/Steak House/30 Days	3,607	8.3%	109
Spent \$1-100 at Fine Dining Restaurants/30 Days	1,854	4.3%	120
Spent \$101-200 at Fine Dining Restaurants/30 Days	1,930	4.4%	139
Spent \$201+ at Fine Dining Restaurants/30 Days	2,091	4.8%	151
Went for Breakfast at Family Restaurant/Steak House/6 Mo	5,569	12.8%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo	8,159	18.8%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo	20,591	47.4%	100
Went for Snacks at Family Restaurant/Steak House/6 Mo	725	1.7%	95
Went on Weekday to Family Restaurant/Steak House/6 Mo	15,145	34.9%	107
Went on Weekend to Family Restaurant/Steak House/6 Mo	17,166	39.5%	95
Went to Applebee`s/6 Mo	5,801	13.3%	86
Went to Bob Evans/6 Mo	859	2.0%	74
Went to Buffalo Wild Wings/6 Mo	3,162	7.3%	81
Went to California Pizza Kitchen/6 Mo	980	2.3%	127
Went to Carrabba`s/6 Mo	1,063	2.5%	111
Went to The Cheesecake Factory/6 Mo	3,595	8.3%	112
Went to Chili`s Grill & Bar/6 Mo	3,769	8.7%	87
Went to Cracker Barrel/6 Mo	4,097	9.4%	82
Went to Denny`s/6 Mo	2,707	6.2%	94
Went to Golden Corral/6 Mo	1,501	3.5%	70
Went to IHOP/6 Mo	3,309	7.6%	99
Went to Logan`s Roadhouse/6 Mo	598	1.4%	66
Went to Longhorn Steakhouse/6 Mo	2,850	6.6%	94
Went to Olive Garden/6 Mo	6,692	15.4%	94
Went to Outback Steakhouse/6 Mo	3,607	8.3%	103
Went to Red Lobster/6 Mo	2,910	6.7%	88
Went to Red Robin/6 Mo	2,416	5.6%	106
Went to Ruby Tuesday/6 Mo	619	1.4%	82
Went to Texas Roadhouse/6 Mo	5,202	12.0%	83
Went to T.G.I. Friday`s/6 Mo	1,114	2.6%	105
Went to Waffle House/6 Mo	1,906	4.4%	76
Went to Fast Food/Drive-In Restaurant/6 Mo	39,084	89.9%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	15,263	35.1%	88
Spent \$1-10 at Fast Food Restaurant/30 Days	1,432	3.3%	114
Spent \$11-20 at Fast Food Restaurant/30 Days	3,734	8.6%	110
Spent \$21-40 at Fast Food Restaurant/30 Days	6,585	15.2%	98
Spent \$41-50 at Fast Food Restaurant/30 Days	3,939	9.1%	101
Spent \$51-100 at Fast Food Restaurant/30 Days	8,700	20.0%	93
Spent \$101-200 at Fast Food Restaurant/30 Days	5,098	11.7%	88
Spent \$201+ at Fast Food Restaurant/30 Days	2,484	5.7%	86
Ordered Eat-In Fast Food/6 Mo	14,000	32.2%	97

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 2025 and 2030.

2552 Riva Rd, Annapolis, Maryland, 21401
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.97851
 Longitude: -76.55066

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	4,750	10.9%	89
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	19,953	45.9%	94
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,292	23.7%	103
Bought Breakfast at Fast Food Restaurant/6 Mo	14,654	33.7%	94
Bought Lunch at Fast Food Restaurant/6 Mo	22,224	51.1%	96
Bought Dinner at Fast Food Restaurant/6 Mo	22,162	51.0%	95
Bought Snack at Fast Food Restaurant/6 Mo	5,857	13.5%	97
Bought from Fast Food Restaurant on Weekday/6 Mo	27,942	64.3%	98
Bought from Fast Food Restaurant on Weekend/6 Mo	21,169	48.7%	93
Bought A&W/6 Mo	768	1.8%	81
Bought Arby`s/6 Mo	6,227	14.3%	80
Bought Baskin-Robbins/6 Mo	1,403	3.2%	95
Bought Boston Market/6 Mo	607	1.4%	100
Bought Burger King/6 Mo	9,887	22.8%	86
Bought Captain D`s/6 Mo	829	1.9%	68
Bought Carl`s Jr./6 Mo	2,026	4.7%	106
Bought Checkers/6 Mo	867	2.0%	83
Bought Chick-Fil-A/6 Mo	13,731	31.6%	93
Bought Chipotle Mexican Grill/6 Mo	7,770	17.9%	103
Bought Chuck E. Cheese`s/6 Mo	572	1.3%	76
Bought Church`s Fried Chicken/6 Mo	903	2.1%	70
Bought Cold Stone Creamery/6 Mo	1,297	3.0%	104
Bought Dairy Queen/6 Mo	5,637	13.0%	82
Bought Del Taco/6 Mo	1,802	4.2%	115
Bought Domino`s Pizza/6 Mo	6,328	14.6%	86
Bought Dunkin` Donuts/6 Mo	6,827	15.7%	111
Bought Five Guys/6 Mo	4,500	10.3%	103
Bought Hardee`s/6 Mo	1,129	2.6%	55
Bought Jack in the Box/6 Mo	2,697	6.2%	91
Bought Jersey Mike`s/6 Mo	4,854	11.2%	118
Bought Jimmy John`s/6 Mo	2,582	5.9%	99
Bought KFC/6 Mo	6,090	14.0%	82
Bought Krispy Kreme Doughnuts/6 Mo	2,469	5.7%	92
Bought Little Caesars/6 Mo	3,997	9.2%	72
Bought Long John Silver`s/6 Mo	639	1.5%	60
Bought McDonald`s/6 Mo	19,631	45.2%	91
Bought Panda Express/6 Mo	5,563	12.8%	95
Bought Panera Bread/6 Mo	6,529	15.0%	113
Bought Papa John`s/6 Mo	3,025	7.0%	87
Bought Papa Murphy`s/6 Mo	1,700	3.9%	122
Bought Pizza Hut/6 Mo	3,829	8.8%	72
Bought Popeyes Chicken/6 Mo	4,945	11.4%	90
Bought Sonic Drive-In/6 Mo	3,317	7.6%	70
Bought Starbucks/6 Mo	9,912	22.8%	106
Bought Steak `N Shake/6 Mo	924	2.1%	74
Bought Subway/6 Mo	8,235	18.9%	84
Bought Taco Bell/6 Mo	10,482	24.1%	86
Bought Wendy`s/6 Mo	10,051	23.1%	86
Bought Whataburger/6 Mo	1,879	4.3%	70
Bought White Castle/6 Mo	841	1.9%	77
Bought Wing-Stop/6 Mo	1,340	3.1%	80

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 2025 and 2030.

Restaurant Market Potential

2552 Riva Rd, Annapolis, Maryland, 21401
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.97851
 Longitude: -76.55066

Went to Fine Dining Restaurant/6 Mo	9,055	20.8%	126
Went to Fine Dining Restaurant/30 Days	7,188	16.5%	133
Went to Fine Dining Restaurant 2+ Times/30 Days	3,709	8.5%	140
Used DoorDash Site/App for Take-Out/Del/30 Days	5,212	12.0%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	1,887	4.3%	101
Used Postmates Site/App for Take-Out/Del/30 Days	348	0.8%	93
Used Restrnt Site/App for Take-Out/Del/30 Days	9,435	21.7%	104
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,139	7.2%	97
Used Yelp Site/App for Take-Out/Del/30 Days	541	1.2%	122

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Demographic Summary		2025	2030
Population		100,983	103,057
Population 18+		81,074	83,296
Households		41,738	42,945
Median Household Income		\$123,930	\$141,304

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	58,513	72.2%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days	19,000	23.4%	96
Spent \$1-30 at Family Restaurant/Steak House/30 Days	4,094	5.0%	95
Spent \$31-50 at Family Restaurant/Steak House/30 Days	6,509	8.0%	96
Spent \$51-100 at Family Restaurant/Steak House/30 Days	12,925	15.9%	97
Spent \$101-200 at Family Restaurant/Steak House/30 Days	10,215	12.6%	100
Spent \$201+ at Family Restaurant/Steak House/30 Days	6,792	8.4%	110
Spent \$1-100 at Fine Dining Restaurants/30 Days	3,495	4.3%	121
Spent \$101-200 at Fine Dining Restaurants/30 Days	3,705	4.6%	143
Spent \$201+ at Fine Dining Restaurants/30 Days	4,255	5.3%	165
Went for Breakfast at Family Restaurant/Steak House/6 Mo	10,293	12.7%	99
Went for Lunch at Family Restaurant/Steak House/6 Mo	15,120	18.6%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo	38,577	47.6%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,285	1.6%	90
Went on Weekday to Family Restaurant/Steak House/6 Mo	27,910	34.4%	106
Went on Weekend to Family Restaurant/Steak House/6 Mo	32,174	39.7%	96
Went to Applebee`s/6 Mo	10,487	12.9%	83
Went to Bob Evans/6 Mo	1,511	1.9%	70
Went to Buffalo Wild Wings/6 Mo	5,859	7.2%	80
Went to California Pizza Kitchen/6 Mo	1,863	2.3%	130
Went to Carrabba`s/6 Mo	1,936	2.4%	108
Went to The Cheesecake Factory/6 Mo	6,896	8.5%	115
Went to Chili`s Grill & Bar/6 Mo	7,104	8.8%	88
Went to Cracker Barrel/6 Mo	7,370	9.1%	79
Went to Denny`s/6 Mo	4,743	5.8%	88
Went to Golden Corral/6 Mo	2,587	3.2%	65
Went to IHOP/6 Mo	6,191	7.6%	99
Went to Logan`s Roadhouse/6 Mo	1,076	1.3%	64
Went to Longhorn Steakhouse/6 Mo	5,240	6.5%	93
Went to Olive Garden/6 Mo	12,153	15.0%	92
Went to Outback Steakhouse/6 Mo	6,517	8.0%	100
Went to Red Lobster/6 Mo	5,284	6.5%	85
Went to Red Robin/6 Mo	4,492	5.5%	106
Went to Ruby Tuesday/6 Mo	1,106	1.4%	79
Went to Texas Roadhouse/6 Mo	9,514	11.7%	82
Went to T.G.I. Friday`s/6 Mo	2,032	2.5%	103
Went to Waffle House/6 Mo	3,361	4.2%	72
Went to Fast Food/Drive-In Restaurant/6 Mo	72,879	89.9%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	28,065	34.6%	87
Spent \$1-10 at Fast Food Restaurant/30 Days	2,740	3.4%	117
Spent \$11-20 at Fast Food Restaurant/30 Days	7,017	8.7%	111
Spent \$21-40 at Fast Food Restaurant/30 Days	12,197	15.0%	97
Spent \$41-50 at Fast Food Restaurant/30 Days	7,315	9.0%	101
Spent \$51-100 at Fast Food Restaurant/30 Days	16,061	19.8%	93
Spent \$101-200 at Fast Food Restaurant/30 Days	9,516	11.7%	88
Spent \$201+ at Fast Food Restaurant/30 Days	4,652	5.7%	87
Ordered Eat-In Fast Food/6 Mo	26,154	32.3%	97

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	8,712	10.8%	87
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	37,219	45.9%	94
Ordered Take-Out/Walk-In Fast Food/6 Mo	19,690	24.3%	106
Bought Breakfast at Fast Food Restaurant/6 Mo	27,066	33.4%	93
Bought Lunch at Fast Food Restaurant/6 Mo	41,585	51.3%	96
Bought Dinner at Fast Food Restaurant/6 Mo	41,438	51.1%	95
Bought Snack at Fast Food Restaurant/6 Mo	11,039	13.6%	98
Bought from Fast Food Restaurant on Weekday/6 Mo	52,043	64.2%	98
Bought from Fast Food Restaurant on Weekend/6 Mo	39,686	49.0%	94
Bought A&W/6 Mo	1,398	1.7%	79
Bought Arby`s/6 Mo	11,220	13.8%	77
Bought Baskin-Robbins/6 Mo	2,673	3.3%	97
Bought Boston Market/6 Mo	1,179	1.4%	104
Bought Burger King/6 Mo	18,167	22.4%	85
Bought Captain D`s/6 Mo	1,349	1.7%	60
Bought Carl`s Jr./6 Mo	3,656	4.5%	102
Bought Checkers/6 Mo	1,511	1.9%	77
Bought Chick-Fil-A/6 Mo	25,841	31.9%	94
Bought Chipotle Mexican Grill/6 Mo	15,144	18.7%	108
Bought Chuck E. Cheese`s/6 Mo	1,015	1.3%	72
Bought Church`s Fried Chicken/6 Mo	1,503	1.9%	63
Bought Cold Stone Creamery/6 Mo	2,460	3.0%	106
Bought Dairy Queen/6 Mo	10,381	12.8%	81
Bought Del Taco/6 Mo	3,161	3.9%	108
Bought Domino`s Pizza/6 Mo	11,657	14.4%	85
Bought Dunkin` Donuts/6 Mo	13,224	16.3%	115
Bought Five Guys/6 Mo	8,723	10.8%	107
Bought Hardee`s/6 Mo	1,983	2.5%	52
Bought Jack in the Box/6 Mo	4,819	5.9%	87
Bought Jersey Mike`s/6 Mo	9,039	11.2%	118
Bought Jimmy John`s/6 Mo	4,625	5.7%	96
Bought KFC/6 Mo	10,743	13.3%	77
Bought Krispy Kreme Doughnuts/6 Mo	4,524	5.6%	90
Bought Little Caesars/6 Mo	6,925	8.5%	67
Bought Long John Silver`s/6 Mo	1,083	1.3%	54
Bought McDonald`s/6 Mo	36,573	45.1%	91
Bought Panda Express/6 Mo	10,330	12.7%	95
Bought Panera Bread/6 Mo	12,607	15.6%	117
Bought Papa John`s/6 Mo	5,489	6.8%	85
Bought Papa Murphy`s/6 Mo	3,003	3.7%	115
Bought Pizza Hut/6 Mo	6,792	8.4%	68
Bought Popeyes Chicken/6 Mo	8,968	11.1%	87
Bought Sonic Drive-In/6 Mo	6,015	7.4%	68
Bought Starbucks/6 Mo	19,019	23.5%	109
Bought Steak `N Shake/6 Mo	1,696	2.1%	73
Bought Subway/6 Mo	15,148	18.7%	83
Bought Taco Bell/6 Mo	19,351	23.9%	85
Bought Wendy`s/6 Mo	18,644	23.0%	86
Bought Whataburger/6 Mo	3,304	4.1%	66
Bought White Castle/6 Mo	1,575	1.9%	78
Bought Wing-Stop/6 Mo	2,416	3.0%	78

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 2025 and 2030.

Restaurant Market Potential

2552 Riva Rd, Annapolis, Maryland, 21401
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.97851
 Longitude: -76.55066

Went to Fine Dining Restaurant/6 Mo	17,550	21.6%	131
Went to Fine Dining Restaurant/30 Days	13,935	17.2%	138
Went to Fine Dining Restaurant 2+ Times/30 Days	7,203	8.9%	146
Used DoorDash Site/App for Take-Out/Del/30 Days	9,731	12.0%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	3,690	4.5%	106
Used Postmates Site/App for Take-Out/Del/30 Days	664	0.8%	95
Used Restrnt Site/App for Take-Out/Del/30 Days	17,969	22.2%	106
Used Uber Eats Site/App for Take-Out/Del/30 Days	5,983	7.4%	100
Used Yelp Site/App for Take-Out/Del/30 Days	1,041	1.3%	126

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 2025 and 2030.

Business Summary

2552 Riva Rd, Annapolis, Maryland, 21401
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.97851
Longitude: -76.55066

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,879		4,709		7,431							
Total Employees:	35,215		63,553		90,354							
Total Population:	5,697		53,621		100,983							
Employee/Population Ratio (per 100 Residents)	618.1		118.5		89.5							
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	3	0.0%	10	0.2%	51	0.1%	17	0.2%	78	0.1%
Mining	1	0.1%	7	0.0%	4	0.1%	70	0.1%	4	0.1%	70	0.1%
Utilities	1	0.1%	6	0.0%	3	0.1%	30	0.1%	6	0.1%	101	0.1%
Construction	85	4.5%	2,011	5.7%	325	6.9%	3,926	6.2%	531	7.2%	5,216	5.8%
Building Construction	43	2.3%	369	1.1%	141	3.0%	834	1.3%	234	3.1%	1,247	1.4%
Heavy/Civil Eng Construction	10	0.5%	86	0.2%	25	0.5%	204	0.3%	41	0.6%	310	0.3%
Specialty Trade Contractor	31	1.6%	1,556	4.4%	159	3.4%	2,888	4.5%	255	3.4%	3,659	4.0%
Manufacturing	26	1.4%	301	0.8%	95	2.0%	854	1.3%	145	1.9%	1,272	1.4%
Wholesale Trade	21	1.1%	228	0.7%	85	1.8%	893	1.4%	127	1.7%	1,285	1.4%
Durable Goods	17	0.9%	131	0.4%	72	1.5%	543	0.8%	104	1.4%	853	0.9%
Nondurable Goods	3	0.2%	91	0.3%	11	0.2%	302	0.5%	20	0.3%	382	0.4%
Trade Broker	1	0.1%	6	0.0%	2	0.0%	48	0.1%	3	0.0%	50	0.1%
Retail Trade	314	16.7%	5,151	14.6%	579	12.3%	7,989	12.6%	872	11.7%	10,163	11.3%
Motor Vehicle & Parts Dealers	15	0.8%	323	0.9%	56	1.2%	1,126	1.8%	132	1.8%	1,699	1.9%
Furniture & Home Furnishings Stores	31	1.6%	303	0.9%	47	1.0%	376	0.6%	54	0.7%	413	0.5%
Electronics & Appliance Stores	9	0.5%	220	0.6%	24	0.5%	467	0.7%	37	0.5%	530	0.6%
Building Material & Garden Equipment & Supplies Dealers	10	0.5%	316	0.9%	34	0.7%	500	0.8%	50	0.7%	599	0.7%
Food & Beverage Stores	25	1.3%	937	2.7%	59	1.3%	1,519	2.4%	95	1.3%	2,187	2.4%
Health & Personal Care Stores	47	2.5%	302	0.9%	69	1.5%	456	0.7%	88	1.2%	650	0.7%
Gasoline Stations & Fuel Dealers	7	0.4%	40	0.1%	17	0.4%	112	0.2%	27	0.4%	177	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	102	5.4%	1,181	3.4%	120	2.5%	1,381	2.2%	159	2.1%	1,558	1.7%
Sporting Goods, Hobby, Book, & Music Stores	40	2.1%	528	1.5%	96	2.0%	848	1.3%	148	2.0%	1,029	1.1%
General Merchandise Stores	28	1.5%	1,002	2.9%	56	1.2%	1,203	1.9%	82	1.1%	1,321	1.5%
Transportation & Warehousing	16	0.8%	468	1.3%	55	1.2%	948	1.5%	113	1.5%	1,432	1.6%
Truck Transportation	5	0.3%	25	0.1%	15	0.3%	60	0.1%	22	0.3%	146	0.2%
Information	32	1.7%	367	1.0%	101	2.1%	1,759	2.8%	159	2.1%	2,289	2.5%
Finance & Insurance	132	7.0%	838	2.4%	273	5.8%	1,773	2.8%	391	5.3%	2,501	2.8%
Central Bank/Credit Intermediation & Related Activities	42	2.2%	312	0.9%	88	1.9%	618	1.0%	124	1.7%	849	0.9%
Securities & Commodity Contracts	63	3.4%	333	0.9%	119	2.5%	755	1.2%	177	2.4%	1,074	1.2%
Funds, Trusts & Other Financial Vehicles	26	1.4%	194	0.6%	66	1.4%	400	0.6%	90	1.2%	577	0.6%
Real Estate, Rental & Leasing	105	5.6%	961	2.7%	250	5.3%	1,873	3.0%	382	5.1%	2,687	3.0%
Professional, Scientific & Tech Services	258	13.7%	2,273	6.5%	707	15.0%	5,260	8.3%	1,147	15.4%	7,588	8.4%
Legal Services	73	3.9%	483	1.4%	191	4.1%	1,075	1.7%	278	3.7%	1,453	1.6%
Management of Companies & Enterprises	12	0.6%	84	0.2%	22	0.5%	173	0.3%	29	0.4%	216	0.2%
Administrative, Support & Waste Management Services	59	3.1%	519	1.5%	169	3.6%	1,162	1.8%	295	4.0%	2,093	2.3%
Educational Services	28	1.5%	8,673	24.6%	97	2.1%	9,974	15.7%	163	2.2%	11,621	12.9%

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Business Summary

2552 Riva Rd, Annapolis, Maryland, 21401
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.97851
Longitude: -76.55066

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	274	14.6%	6,075	17.3%	620	13.2%	10,690	16.8%	785	10.6%	13,262	14.7%
Ambulatory Health Care	239	12.7%	2,580	7.3%	498	10.6%	4,732	7.5%	603	8.1%	6,089	6.7%
Hospital	12	0.6%	3,265	9.3%	28	0.6%	3,962	6.2%	33	0.4%	4,059	4.5%
Nursing/Residential Care	5	0.3%	63	0.2%	24	0.5%	1,088	1.7%	36	0.5%	1,584	1.8%
Social Assistance	18	1.0%	168	0.5%	71	1.5%	909	1.4%	113	1.5%	1,531	1.7%
Arts, Entertainment & Recreation	42	2.2%	324	0.9%	108	2.3%	832	1.3%	214	2.9%	1,699	1.9%
Accommodation & Food Services	154	8.2%	3,064	8.7%	270	5.7%	4,935	7.8%	464	6.2%	8,856	9.8%
Accommodation	25	1.3%	593	1.7%	40	0.8%	986	1.6%	63	0.8%	1,562	1.7%
Food Services & Drinking Places	129	6.9%	2,471	7.0%	229	4.9%	3,949	6.2%	400	5.4%	7,295	8.1%
Other Services (except Public Administration)	182	9.7%	1,124	3.2%	559	11.9%	3,481	5.5%	901	12.1%	5,590	6.2%
Repair & Maintenance	23	1.2%	202	0.6%	116	2.5%	894	1.4%	166	2.2%	1,189	1.3%
Automotive Repair & Maintenance	14	0.8%	149	0.4%	84	1.8%	637	1.0%	116	1.6%	818	0.9%
Personal & Laundry Service	85	4.5%	525	1.5%	196	4.2%	1,248	2.0%	287	3.9%	1,797	2.0%
Civic and Other Orgs	74	3.9%	397	1.1%	247	5.3%	1,339	2.1%	448	6.0%	2,604	2.9%
Public Administration	60	3.2%	2,727	7.7%	142	3.0%	6,851	10.8%	300	4.0%	12,262	13.6%
Unclassified Establishments	77	4.1%	11	0.0%	236	5.0%	28	0.0%	385	5.2%	73	0.1%
Total	1,879	100.0%	35,215	100.0%	4,709	100.0%	63,553	100.0%	7,431	100.0%	90,354	100.0%

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Business Summary

2552 Riva Rd, Annapolis, Maryland, 21401
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.97851
Longitude: -76.55066

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	17	0.9%	99	0.3%	79	1.7%	890	1.4%	142	1.9%	1,485	1.6%
Construction	75	4.0%	1,950	5.5%	292	6.2%	3,631	5.7%	481	6.5%	4,753	5.3%
Manufacturing	20	1.1%	269	0.8%	84	1.8%	1,423	2.2%	146	2.0%	1,999	2.2%
Transportation	30	1.6%	542	1.5%	95	2.0%	1,109	1.8%	188	2.5%	1,856	2.0%
Communication	15	0.8%	98	0.3%	36	0.8%	470	0.7%	51	0.7%	583	0.7%
Utility	3	0.2%	16	0.1%	8	0.2%	57	0.1%	15	0.2%	141	0.2%
Wholesale Trade	21	1.1%	228	0.7%	86	1.8%	897	1.4%	128	1.7%	1,289	1.4%
Retail Trade Summary	449	23.9%	7,656	21.7%	831	17.6%	12,074	19.0%	1,301	17.5%	17,624	19.5%
Home Improvement	10	0.5%	316	0.9%	34	0.7%	500	0.8%	50	0.7%	599	0.7%
General Merchandise Stores	19	1.0%	925	2.6%	36	0.8%	1,090	1.7%	55	0.7%	1,190	1.3%
Food Stores	38	2.0%	1,028	2.9%	68	1.4%	1,602	2.5%	99	1.3%	2,219	2.5%
Auto Dealers & Gas Stations	22	1.2%	363	1.0%	74	1.6%	1,227	1.9%	158	2.1%	1,841	2.0%
Apparel & Accessory Stores	86	4.6%	1,078	3.1%	101	2.1%	1,264	2.0%	129	1.7%	1,380	1.5%
Furniture & Home Furnishings	40	2.1%	496	1.4%	82	1.7%	877	1.4%	105	1.4%	987	1.1%
Eating & Drinking Places	122	6.5%	2,410	6.8%	219	4.7%	3,854	6.1%	387	5.2%	7,170	7.9%
Miscellaneous Retail	112	6.0%	1,041	3.0%	219	4.7%	1,659	2.6%	317	4.3%	2,239	2.5%
Finance, Insurance, Real Estate Summary	256	13.6%	2,081	5.9%	538	11.4%	3,975	6.3%	801	10.8%	5,610	6.2%
Banks, Savings & Lending Institutions	43	2.3%	315	0.9%	88	1.9%	616	1.0%	123	1.7%	845	0.9%
Securities Brokers	60	3.2%	318	0.9%	113	2.4%	729	1.1%	171	2.3%	1,048	1.2%
Insurance Carriers & Agents	26	1.4%	194	0.6%	66	1.4%	400	0.6%	90	1.2%	577	0.6%
Real Estate, Holding, Other Investment Offices	127	6.8%	1,255	3.6%	272	5.8%	2,230	3.5%	417	5.6%	3,139	3.5%
Services Summary	856	45.6%	19,538	55.5%	2,281	48.4%	32,139	50.6%	3,490	47.0%	42,615	47.2%
Hotels & Lodging	25	1.3%	593	1.7%	40	0.8%	986	1.6%	63	0.8%	1,562	1.7%
Automotive Services	20	1.1%	189	0.5%	110	2.3%	813	1.3%	153	2.1%	1,130	1.3%
Movies & Amusements	45	2.4%	385	1.1%	108	2.3%	848	1.3%	197	2.6%	1,491	1.6%
Health Services	255	13.6%	5,897	16.8%	541	11.5%	9,329	14.7%	657	8.8%	11,005	12.2%
Legal Services	61	3.3%	273	0.8%	165	3.5%	806	1.3%	243	3.3%	1,134	1.3%
Education Institutions & Libraries	24	1.3%	8,695	24.7%	87	1.9%	10,018	15.8%	138	1.9%	11,629	12.9%
Other Services	426	22.7%	3,505	9.9%	1,230	26.1%	9,338	14.7%	2,039	27.4%	14,664	16.2%
Government	60	3.2%	2,727	7.7%	142	3.0%	6,861	10.8%	301	4.0%	12,327	13.6%
Unclassified Establishments	77	4.1%	11	7.7%	236	5.0%	28	10.8%	385	5.2%	73	13.6%
Totals	1,879	100.0%	35,215	100.0%	4,709	100.0%	63,553	100.0%	7,431	100.0%	90,354	100.0%

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