


Market Profile

5 Newport Dr, Forest Hill, Maryland, 21050



Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	3,784	32,047	70,880
2020 Total Population	3,813	33,194	74,085
2020 Group Quarters	74	654	1,079
2025 Total Population	3,787	33,410	75,325
2025 Group Quarters	72	643	1,058
2030 Total Population	3,765	33,462	76,084
2025-2030 Annual Rate	-0.12%	0.03%	0.20%
2025 Total Daytime Population	5,506	27,675	76,754
Workers	3,795	11,957	40,800
Residents	1,711	15,718	35,954
Household Summary			
2010 Total Households	1,357	11,497	25,956
2010 Average Household Size	2.76	2.73	2.69
2020 Total Households	1,387	12,110	27,645
2020 Average Household Size	2.70	2.69	2.64
2025 Total Households	1,406	12,341	28,418
2025 Average Household Size	2.64	2.66	2.61
2030 Total Households	1,414	12,440	28,897
2030 Average Household Size	2.61	2.64	2.60
2025-2030 Annual Rate	0.11%	0.16%	0.33%
2025 Families	1,031	8,923	20,307
2025 Average Family Size	3.14	3.15	3.12
2030 Families	1,030	8,942	20,539
2030 Average Family Size	3.12	3.13	3.11
2025-2030 Growth Rate	-0.0%	0.0%	0.2%
Median Household Income			
2025	\$122,341	\$123,936	\$119,468
2030	\$136,649	\$135,799	\$131,270

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2025	\$54,141	\$54,630	\$53,884
2030	\$60,811	\$60,687	\$59,642

2025 Households by Income

Household Income Base	1 mile	3 miles	5 miles
<\$10,000	4.8%	4.7%	5.3%
\$10,000-14,999	0.7%	0.9%	1.2%
\$15,000-19,999	1.5%	1.7%	1.7%
\$20,000-24,999	0.8%	1.0%	1.1%
\$25,000-29,999	2.4%	2.1%	2.0%
\$30,000-34,999	1.8%	1.6%	2.3%
\$35,000-39,999	2.5%	2.6%	2.7%
\$40,000-44,999	1.1%	1.9%	1.8%
\$45,000-49,999	1.6%	3.0%	3.2%
\$50,000-59,999	4.3%	4.6%	5.0%
\$60,000-74,999	6.3%	5.7%	6.0%
\$75000-99999	10.5%	8.5%	8.3%
\$100,000-124,999	12.7%	12.1%	11.4%
\$125,000-149,999	10.9%	11.6%	11.8%
\$150000-199999	15.2%	13.8%	13.0%
\$200,000-249,999	9.5%	10.8%	10.5%
\$250,000-299,999	4.3%	4.7%	4.5%
\$300,000-399,999	5.3%	5.5%	5.2%
\$400,000-499,999	1.7%	1.6%	1.5%
\$500,000+	1.9%	1.6%	1.5%
Average Household Income	\$146,539	\$147,808	\$142,598

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	94	98	95
Percent of Income for Mortgage	25.2%	24.1%	24.9%
Wealth Index	150	148	143

Median Home Value

2025	\$491,691	\$477,143	\$475,769
2030	\$559,345	\$541,063	\$538,635




Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,280	10,670	23,813
<\$50,000	1.9%	1.4%	1.3%
\$50,000 - \$99,999	0.2%	0.4%	0.2%
\$100,000 - \$149,999	0.0%	0.3%	0.3%
\$150,000 - \$199,999	0.9%	1.0%	1.1%
\$200,000 - \$249,999	2.0%	3.2%	3.2%
\$250,000 - \$299,999	5.3%	6.7%	6.3%
\$300,000 - \$399,999	15.6%	18.2%	18.3%
\$400,000 - \$499,999	26.3%	24.3%	25.4%
\$500,000 - \$749,999	43.4%	35.9%	34.8%
\$750,000 - \$999,999	3.9%	7.0%	7.3%
\$1,000,000 - \$1,499,999	0.5%	1.3%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$505,707	\$509,393	\$512,433

Housing Unit Summary

2010 Total Housing Units	1,388	11,929	27,101
Owner Occupied Housing Units	89.2%	86.1%	83.6%
Renter Occupied Housing Units	10.7%	13.9%	16.4%
Vacant Housing Units	2.2%	3.6%	4.2%
2020 Housing Units	1,417	12,466	28,567
Owner Occupied Housing Units	90.0%	85.1%	82.4%
Renter Occupied Housing Units	10.0%	14.9%	17.6%
Vacant Housing Units	3.2%	2.9%	3.3%
2025 Housing Units	1,433	12,665	29,403
Owner Occupied Housing Units	91.0%	86.5%	83.8%
Renter Occupied Housing Units	9.0%	13.5%	16.2%
Vacant Housing Units	1.9%	2.6%	3.4%
2030 Total Housing Units	1,439	12,750	29,856
Owner Occupied Housing Units	92.0%	87.6%	84.7%
Renter Occupied Housing Units	8.0%	12.4%	15.3%
Vacant Housing Units	1.7%	2.4%	3.2%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	1 mile	3 miles	5 miles
Males	1,830	16,622	37,285
Females	1,957	16,788	38,040

Median Age	1 mile	3 miles	5 miles
2010	40.2	39.9	40.9
2020	42.5	41.5	42.2
2025	42.2	42.0	42.6
2030	41.7	42.4	43.2

2025 Population by Age	1 mile	3 miles	5 miles
Total	3,788	33,410	75,325
0 - 4	4.9%	5.0%	4.9%
5 - 9	5.8%	5.9%	5.7%
10 - 14	6.4%	6.5%	6.3%
15 - 24	11.4%	11.6%	11.4%
25 - 34	13.5%	12.1%	11.9%
35 - 44	11.5%	13.0%	12.9%
45 - 54	11.1%	12.4%	12.0%
55 - 64	15.0%	13.8%	13.7%
65 - 74	10.4%	10.6%	11.2%
75 - 84	6.2%	6.4%	6.9%
85 +	2.6%	2.2%	2.4%
18 +	79.1%	78.6%	79.1%

2025 Population 15+ by Marital Status	1 mile	3 miles	5 miles
Total	3,141	27,590	62,498
Never Married	27.8%	27.1%	26.6%
Married	58.9%	60.3%	59.8%
Widowed	7.7%	6.2%	6.3%
Divorced	5.6%	6.5%	7.2%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	2,709	23,700	53,933
Less than 9th Grade	1.9%	1.9%	1.5%
9th - 12th Grade, No Diploma	1.7%	2.4%	2.5%
High School Graduate	24.3%	22.3%	22.0%
GED/Alternative Credential	1.0%	1.8%	2.3%
Some College, No Degree	12.0%	14.1%	15.0%
Associate Degree	11.5%	11.5%	10.6%
Bachelor's Degree	27.0%	26.4%	25.8%
Graduate/Professional Degree	20.7%	19.6%	20.2%

2020 Population by Race/Ethnicity

Total	3,813	33,194	74,085
White Alone	87.4%	86.0%	85.4%
Black Alone	2.6%	3.7%	4.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	2.6%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.5%	1.5%
Two or More Races	1.0%	1.5%	1.5%
Hispanic Origin	3.5%	4.0%	4.0%
Diversity Index	28.4	31.3	32.1

2025 Population by Race/Ethnicity

Total	3,787	33,410	75,326
White Alone	86.1%	84.5%	83.9%
Black Alone	2.9%	4.2%	4.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	3.0%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.7%	1.6%
Two or More Races	6.8%	6.5%	6.5%
Hispanic Origin	4.0%	4.6%	4.6%
Diversity Index	31.0	34.3	35.0

2025 Employed Pop 16+ by Occupation

	1 mile	3 miles	5 miles
Total	2,134	18,149	40,679
White Collar	75.0%	73.3%	72.4%
Management/Business/Financial	23.4%	23.5%	23.6%
Professional	33.5%	30.1%	29.1%
Sales	10.5%	10.3%	10.4%
Administrative Support	7.7%	9.5%	9.4%
Services	8.2%	13.0%	13.5%

2025 Employed Pop 16+ by Occupation

	1 mile	3 miles	5 miles
Total	2,134	18,149	40,679
Blue Collar	16.8%	13.7%	14.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	2.6%	3.5%	3.4%
Installation/Maintenance/Repair	3.3%	2.5%	2.6%
Production	2.7%	2.2%	3.0%
Transportation/Material Moving	8.2%	5.4%	5.0%
White Collar	75.0%	73.3%	72.4%
Management/Business/Financial	23.4%	23.5%	23.6%
Professional	33.5%	30.1%	29.1%
Sales	10.5%	10.3%	10.4%
Administrative Support	7.7%	9.5%	9.4%
Services	8.2%	13.0%	13.5%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,134	18,149	40,679
Population 16+ Employed	98.0%	97.7%	97.4%
Population 16+ Unemployment rate	2.0%	2.3%	2.6%
Population 16-24 Employed	12.2%	11.8%	11.1%
Population 16-24 Unemployment rate	9.1%	9.4%	11.7%
Population 25-54 Employed	59.6%	60.4%	60.4%
Population 25-54 Unemployment rate	0.8%	1.3%	1.3%
Population 55-64 Employed	18%	18%	18%
Population 55-64 Unemployment rate	0.5%	0.9%	1.4%
Population 65+ Employed	8%	8%	8%
Population 65+ Unemployment rate	2.8%	1.5%	1.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,091	17,733	39,608
Agriculture/Mining	0.7%	0.6%	0.8%
Construction	5.9%	6.3%	6.3%
Manufacturing	5.4%	6.0%	7.3%
Wholesale Trade	4.5%	2.4%	1.9%
Retail Trade	11.7%	10.6%	11.1%
Transportation/Utilities	7.9%	5.5%	5.4%
Information	1%	1%	1%
Finance/Insurance/Real Estate	5.1%	6.2%	6.6%
Services	49.2%	51.5%	48.6%
Public Administration	9.1%	10.0%	11.0%

2025 Consumer Spending

Apparel & Services: Total \$	\$4,173,204	\$37,174,303	\$82,612,687
Average Spent	\$2,968.14	\$3,012.26	\$2,907.05
Spending Potential Index	121	123	119
Education: Total \$	\$3,492,803	\$30,436,202	\$67,880,394
Average Spent	\$2,484.21	\$2,466.27	\$2,388.64
Spending Potential Index	139	138	134
Entertainment/Recreation: Total \$	\$7,274,733	\$64,348,030	\$142,836,873
Average Spent	\$5,174.06	\$5,214.17	\$5,026.28
Spending Potential Index	126	127	122
Food at Home: Total \$	\$12,275,641	\$109,887,407	\$245,436,484
Average Spent	\$8,730.90	\$8,904.25	\$8,636.66
Spending Potential Index	117	120	116
Food Away from Home: Total \$	\$6,965,186	\$62,169,653	\$138,161,797
Average Spent	\$4,953.90	\$5,037.65	\$4,861.77
Spending Potential Index	120	122	118
Health Care: Total \$	\$13,433,941	\$118,617,669	\$264,571,671
Average Spent	\$9,554.72	\$9,611.67	\$9,310.00
Spending Potential Index	124	124	120
HH Furnishings & Equipment: Total \$	\$5,161,297	\$45,502,614	\$100,995,289
Average Spent	\$3,670.91	\$3,687.11	\$3,553.92
Spending Potential Index	126	127	122
Personal Care Products & Services: Total \$	\$1,815,776	\$16,123,511	\$35,995,305
Average Spent	\$1,291.45	\$1,306.50	\$1,266.64
Spending Potential Index	123	125	121



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total \$	\$44,919,436	\$405,553,911	\$905,238,561
Average Spent	\$31,948.39	\$32,862.32	\$31,854.41
Spending Potential Index	120	123	120
Support Payments/Gifts in Kind: Total \$	\$6,071,940	\$53,598,171	\$118,678,537
Average Spent	\$4,318.59	\$4,343.10	\$4,176.17
Spending Potential Index	131	132	126
Travel: Total \$	\$6,734,575	\$59,264,916	\$131,454,081
Average Spent	\$4,789.88	\$4,802.28	\$4,625.73
Spending Potential Index	133	133	128
Vehicle Maintenance & Repairs: Total \$	\$2,267,737	\$20,265,707	\$45,105,262
Average Spent	\$1,612.90	\$1,642.14	\$1,587.21
Spending Potential Index	120	122	118

Top Tapestry Segment


1 mile	3 miles	5 miles
Savvy Suburbanites (L1):	Savvy Suburbanites (L1):	Savvy Suburbanites (L1):
This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Restaurant Market Potential

5 Newport Dr, Forest Hill, Maryland, 21050



Ring: 1 mile radius

Demographic Summary		2025	2030
Population		3,787	3,765
Population 18+		2,997	3,008
Households		1,406	1,414
Median Household Income		\$122,341	\$136,649


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	2,300	76.7%	106
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	777	25.9%	106
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	146	4.9%	91
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	255	8.5%	102
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	515	17.2%	104
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	442	14.8%	117
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	280	9.3%	123
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	129	4.3%	121
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	125	4.2%	130
Spent \$201+ at Fine Dining Restaurants Last 30 Days	134	4.5%	140
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	422	14.1%	110
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	604	20.1%	105
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	1,611	53.8%	114
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	42	1.4%	80
Went on Workday to Family Restaurant/Steak House Last 6 Mo	1,110	37.0%	114
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	1,335	44.5%	107
Went to Applebee's Last 6 Mo	414	13.8%	89
Went to Bob Evans Last 6 Mo	81	2.7%	101
Went to Buffalo Wild Wings Last 6 Mo	254	8.5%	94
Went to California Pizza Kitchen Last 6 Mo	41	1.4%	77
Went to Carrabba's Last 6 Mo	81	2.7%	122
Went to The Cheesecake Factory Last 6 Mo	225	7.5%	101
Went to Chili's Grill & Bar Last 6 Mo	299	10.0%	100
Went to Cracker Barrel Last 6 Mo	383	12.8%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Went to Denny's Last 6 Mo	146	4.9%	73
Went to Golden Corral Last 6 Mo	101	3.4%	69
Went to IHOP Last 6 Mo	218	7.3%	95
Went to Logan's Roadhouse Last 6 Mo	44	1.5%	71
Went to Longhorn Steakhouse Last 6 Mo	243	8.1%	117
Went to Olive Garden Last 6 Mo	527	17.6%	108
Went to Outback Steakhouse Last 6 Mo	257	8.6%	107
Went to Red Lobster Last 6 Mo	209	7.0%	91
Went to Red Robin Last 6 Mo	197	6.6%	125
Went to Ruby Tuesday Last 6 Mo	49	1.6%	95
Went to Texas Roadhouse Last 6 Mo	480	16.0%	111
Went to T.G.I. Friday's Last 6 Mo	63	2.1%	86
Went to Waffle House Last 6 Mo	144	4.8%	83
Went to Fast Food or Drive-In Restaurant Last 6 Mo	2,755	91.9%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,097	36.6%	92
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	103	3.4%	119
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	268	8.9%	114
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	441	14.7%	95
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	284	9.5%	106
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	613	20.4%	96
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	386	12.9%	97
Spent \$201+ at Fast Food Restaurant Last 30 Days	199	6.6%	100
Ordered Eat-In Fast Food Last 6 Mo	1,018	34.0%	102
Ordered Home Delivery Fast Food Last 6 Mo	298	9.9%	81
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	1,535	51.2%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	732	24.4%	107
Bought Breakfast at Fast Food Restaurant Last 6 Mo	1,052	35.1%	98
Bought Lunch at Fast Food Restaurant Last 6 Mo	1,647	55.0%	103
Bought Dinner at Fast Food Restaurant Last 6 Mo	1,635	54.5%	102
Bought Snack at Fast Food Restaurant Last 6 Mo	430	14.3%	103
Bought from Fast Food Restaurant on Weekday Last 6 Mo	2,055	68.6%	105
Bought from Fast Food Restaurant on Weekend Last 6 Mo	1,545	51.5%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Bought A&W Last 6 Mo	57	1.9%	87
Bought Arby's Last 6 Mo	543	18.1%	101
Bought Baskin-Robbins Last 6 Mo	90	3.0%	89
Bought Boston Market Last 6 Mo	42	1.4%	100
Bought Burger King Last 6 Mo	707	23.6%	89
Bought Captain D's Last 6 Mo	50	1.7%	60
Bought Carl's Jr. Last 6 Mo	66	2.2%	50
Bought Checkers Last 6 Mo	49	1.6%	68
Bought Chick-Fil-A Last 6 Mo	1,155	38.5%	114
Bought Chipotle Mexican Grill Last 6 Mo	603	20.1%	116
Bought Chuck E. Cheese's Last 6 Mo	28	0.9%	54
Bought Church's Fried Chicken Last 6 Mo	40	1.3%	45
Bought Cold Stone Creamery Last 6 Mo	85	2.8%	99
Bought Dairy Queen Last 6 Mo	500	16.7%	106
Bought Del Taco Last 6 Mo	67	2.2%	62
Bought Domino's Pizza Last 6 Mo	444	14.8%	87
Bought Dunkin' Donuts Last 6 Mo	524	17.5%	123
Bought Five Guys Last 6 Mo	371	12.4%	123
Bought Hardee's Last 6 Mo	98	3.3%	69
Bought Jack in the Box Last 6 Mo	106	3.5%	52
Bought Jersey Mike's Last 6 Mo	360	12.0%	127
Bought Jimmy John's Last 6 Mo	248	8.3%	139
Bought KFC Last 6 Mo	396	13.2%	77
Bought Krispy Kreme Doughnuts Last 6 Mo	157	5.2%	85
Bought Little Caesars Last 6 Mo	250	8.3%	65
Bought Long John Silver's Last 6 Mo	56	1.9%	76
Bought McDonald's Last 6 Mo	1,395	46.5%	93
Bought Panda Express Last 6 Mo	334	11.1%	83
Bought Panera Bread Last 6 Mo	520	17.4%	130
Bought Papa John's Last 6 Mo	236	7.9%	99
Bought Papa Murphy's Last 6 Mo	116	3.9%	120
Bought Pizza Hut Last 6 Mo	279	9.3%	76
Bought Popeyes Chicken Last 6 Mo	331	11.0%	87
Bought Sonic Drive-In Last 6 Mo	283	9.4%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Bought Starbucks Last 6 Mo	689	23.0%	107
Bought Steak `N Shake Last 6 Mo	81	2.7%	94
Bought Subway Last 6 Mo	604	20.1%	89
Bought Taco Bell Last 6 Mo	742	24.8%	88
Bought Wendy's Last 6 Mo	784	26.2%	98
Bought Whataburger Last 6 Mo	197	6.6%	106
Bought White Castle Last 6 Mo	79	2.6%	105
Bought Wing-Stop Last 6 Mo	78	2.6%	68
Went to Fine Dining Restaurant Last 6 Mo	613	20.4%	123
Went to Fine Dining Restaurant Last 30 Days	472	15.8%	126
Went to Fine Dining Restaurant 2+ Times Last 30 Days	235	7.8%	129
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	341	11.4%	90
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	127	4.2%	99
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	17	0.6%	66
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	705	23.5%	113
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	191	6.4%	86
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	30	1.0%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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

5 Newport Dr, Forest Hill, Maryland, 21050




Ring: 3 mile radius

Demographic Summary	2025	2030
Population	33,410	33,462
Population 18+	26,273	26,662
Households	12,341	12,440
Median Household Income	\$123,936	\$135,799


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	19,845	75.5%	104
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	6,546	24.9%	102
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	1,315	5.0%	94
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	2,162	8.2%	98
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	4,490	17.1%	104
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	3,730	14.2%	112
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	2,344	8.9%	117
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	1,120	4.3%	120
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	1,120	4.3%	133
Spent \$201+ at Fine Dining Restaurants Last 30 Days	1,168	4.5%	140
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	3,596	13.7%	107
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	5,183	19.7%	102
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	13,622	51.9%	110
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	378	1.4%	82
Went on Workday to Family Restaurant/Steak House Last 6 Mo	9,428	35.9%	110
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	11,387	43.3%	104
Went to Applebee's Last 6 Mo	3,627	13.8%	88
Went to Bob Evans Last 6 Mo	645	2.5%	92
Went to Buffalo Wild Wings Last 6 Mo	2,190	8.3%	92
Went to California Pizza Kitchen Last 6 Mo	415	1.6%	89
Went to Carrabba's Last 6 Mo	688	2.6%	118
Went to The Cheesecake Factory Last 6 Mo	2,026	7.7%	104
Went to Chili's Grill & Bar Last 6 Mo	2,547	9.7%	97
Went to Cracker Barrel Last 6 Mo	3,090	11.8%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Went to Denny's Last 6 Mo	1,372	5.2%	78
Went to Golden Corral Last 6 Mo	867	3.3%	67
Went to IHOP Last 6 Mo	1,909	7.3%	94
Went to Logan's Roadhouse Last 6 Mo	377	1.4%	69
Went to Longhorn Steakhouse Last 6 Mo	2,012	7.7%	110
Went to Olive Garden Last 6 Mo	4,484	17.1%	104
Went to Outback Steakhouse Last 6 Mo	2,190	8.3%	104
Went to Red Lobster Last 6 Mo	1,835	7.0%	92
Went to Red Robin Last 6 Mo	1,712	6.5%	124
Went to Ruby Tuesday Last 6 Mo	405	1.5%	89
Went to Texas Roadhouse Last 6 Mo	3,977	15.1%	105
Went to T.G.I. Friday's Last 6 Mo	591	2.3%	92
Went to Waffle House Last 6 Mo	1,173	4.5%	77
Went to Fast Food or Drive-In Restaurant Last 6 Mo	24,038	91.5%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	9,610	36.6%	92
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	900	3.4%	118
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	2,325	8.8%	113
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	3,933	15.0%	97
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	2,463	9.4%	105
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	5,321	20.3%	95
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	3,337	12.7%	95
Spent \$201+ at Fast Food Restaurant Last 30 Days	1,712	6.5%	99
Ordered Eat-In Fast Food Last 6 Mo	8,865	33.7%	101
Ordered Home Delivery Fast Food Last 6 Mo	2,690	10.2%	83
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	13,170	50.1%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	6,436	24.5%	107
Bought Breakfast at Fast Food Restaurant Last 6 Mo	9,243	35.2%	98
Bought Lunch at Fast Food Restaurant Last 6 Mo	14,266	54.3%	102
Bought Dinner at Fast Food Restaurant Last 6 Mo	14,158	53.9%	101
Bought Snack at Fast Food Restaurant Last 6 Mo	3,719	14.2%	102
Bought from Fast Food Restaurant on Weekday Last 6 Mo	17,772	67.6%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	13,438	51.1%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Bought A&W Last 6 Mo	498	1.9%	87
Bought Arby's Last 6 Mo	4,558	17.4%	97
Bought Baskin-Robbins Last 6 Mo	823	3.1%	92
Bought Boston Market Last 6 Mo	363	1.4%	99
Bought Burger King Last 6 Mo	6,232	23.7%	90
Bought Captain D's Last 6 Mo	422	1.6%	58
Bought Carl's Jr. Last 6 Mo	771	2.9%	66
Bought Checkers Last 6 Mo	428	1.6%	68
Bought Chick-Fil-A Last 6 Mo	9,590	36.5%	108
Bought Chipotle Mexican Grill Last 6 Mo	5,153	19.6%	113
Bought Chuck E. Cheese's Last 6 Mo	281	1.1%	62
Bought Church's Fried Chicken Last 6 Mo	403	1.5%	52
Bought Cold Stone Creamery Last 6 Mo	800	3.0%	106
Bought Dairy Queen Last 6 Mo	4,216	16.1%	102
Bought Del Taco Last 6 Mo	693	2.6%	73
Bought Domino's Pizza Last 6 Mo	3,989	15.2%	89
Bought Dunkin' Donuts Last 6 Mo	4,497	17.1%	121
Bought Five Guys Last 6 Mo	3,169	12.1%	120
Bought Hardee's Last 6 Mo	793	3.0%	64
Bought Jack in the Box Last 6 Mo	1,188	4.5%	66
Bought Jersey Mike's Last 6 Mo	3,117	11.9%	125
Bought Jimmy John's Last 6 Mo	1,995	7.6%	127
Bought KFC Last 6 Mo	3,507	13.3%	78
Bought Krispy Kreme Doughnuts Last 6 Mo	1,437	5.5%	89
Bought Little Caesars Last 6 Mo	2,336	8.9%	69
Bought Long John Silver's Last 6 Mo	453	1.7%	70
Bought McDonald's Last 6 Mo	12,315	46.9%	94
Bought Panda Express Last 6 Mo	3,116	11.9%	88
Bought Panera Bread Last 6 Mo	4,443	16.9%	127
Bought Papa John's Last 6 Mo	1,998	7.6%	96
Bought Papa Murphy's Last 6 Mo	1,063	4.0%	126
Bought Pizza Hut Last 6 Mo	2,467	9.4%	76
Bought Popeyes Chicken Last 6 Mo	2,890	11.0%	87
Bought Sonic Drive-In Last 6 Mo	2,395	9.1%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Bought Starbucks Last 6 Mo	6,060	23.1%	107
Bought Steak `N Shake Last 6 Mo	649	2.5%	86
Bought Subway Last 6 Mo	5,283	20.1%	89
Bought Taco Bell Last 6 Mo	6,598	25.1%	90
Bought Wendy's Last 6 Mo	6,721	25.6%	95
Bought Whataburger Last 6 Mo	1,559	5.9%	96
Bought White Castle Last 6 Mo	610	2.3%	93
Bought Wing-Stop Last 6 Mo	724	2.8%	72
Went to Fine Dining Restaurant Last 6 Mo	5,405	20.6%	124
Went to Fine Dining Restaurant Last 30 Days	4,150	15.8%	127
Went to Fine Dining Restaurant 2+ Times Last 30 Days	2,054	7.8%	129
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	3,061	11.7%	92
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	1,104	4.2%	98
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	160	0.6%	70
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	6,063	23.1%	110
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	1,699	6.5%	87
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	274	1.0%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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

5 Newport Dr, Forest Hill, Maryland, 21050




Ring: 5 mile radius

Demographic Summary	2025	2030
Population	75,325	76,084
Population 18+	59,552	60,950
Households	28,418	28,897
Median Household Income	\$119,468	\$131,270


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House Last 6 Mo	44,716	75.1%	103
Went to Family Restaurant/Steak House 4+ Times Last 30 Days	14,793	24.8%	102
Spent \$1-\$30 at Family Restaurant/Steak House Last 30 Days	3,030	5.1%	96
Spent \$31-\$50 at Family Restaurant/Steak House Last 30 Days	4,981	8.4%	100
Spent \$51-\$100 at Family Restaurant/Steak House Last 30 Days	10,053	16.9%	102
Spent \$101-\$200 at Family Restaurant/Steak House Last 30 Days	8,328	14.0%	111
Spent \$201+ at Family Restaurant/Steak House Last 30 Days	5,165	8.7%	114
Spent \$1-\$100 at Fine Dining Restaurants Last 30 Days	2,593	4.3%	122
Spent \$101-\$200 at Fine Dining Restaurants Last 30 Days	2,533	4.3%	133
Spent \$201+ at Fine Dining Restaurants Last 30 Days	2,606	4.4%	137
Went for Breakfast at Family Restaurant/Steak House Last 6 Mo	8,088	13.6%	106
Went for Lunch at Family Restaurant/Steak House Last 6 Mo	11,707	19.7%	102
Went for Dinner at Family Restaurant/Steak House Last 6 Mo	30,652	51.5%	109
Went for Snacks at Family Restaurant/Steak House Last 6 Mo	854	1.4%	82
Went on Workday to Family Restaurant/Steak House Last 6 Mo	21,360	35.9%	110
Went on Weekend to Family Restaurant/Steak House Last 6 Mo	25,453	42.7%	103
Went to Applebee's Last 6 Mo	8,237	13.8%	89
Went to Bob Evans Last 6 Mo	1,496	2.5%	94
Went to Buffalo Wild Wings Last 6 Mo	4,821	8.1%	90
Went to California Pizza Kitchen Last 6 Mo	884	1.5%	84
Went to Carrabba's Last 6 Mo	1,569	2.6%	119
Went to The Cheesecake Factory Last 6 Mo	4,469	7.5%	101
Went to Chili's Grill & Bar Last 6 Mo	5,653	9.5%	95
Went to Cracker Barrel Last 6 Mo	6,912	11.6%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Went to Denny's Last 6 Mo	3,117	5.2%	79
Went to Golden Corral Last 6 Mo	1,931	3.2%	66
Went to IHOP Last 6 Mo	4,268	7.2%	93
Went to Logan's Roadhouse Last 6 Mo	805	1.4%	65
Went to Longhorn Steakhouse Last 6 Mo	4,672	7.8%	113
Went to Olive Garden Last 6 Mo	9,994	16.8%	103
Went to Outback Steakhouse Last 6 Mo	4,940	8.3%	103
Went to Red Lobster Last 6 Mo	4,051	6.8%	89
Went to Red Robin Last 6 Mo	3,781	6.3%	121
Went to Ruby Tuesday Last 6 Mo	897	1.5%	87
Went to Texas Roadhouse Last 6 Mo	8,883	14.9%	104
Went to T.G.I. Friday's Last 6 Mo	1,346	2.3%	93
Went to Waffle House Last 6 Mo	2,603	4.4%	76
Went to Fast Food or Drive-In Restaurant Last 6 Mo	54,341	91.3%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	21,437	36.0%	91
Spent \$1-\$10 at Fast Food Restaurant Last 30 Days	2,058	3.5%	119
Spent \$11-\$20 at Fast Food Restaurant Last 30 Days	5,353	9.0%	115
Spent \$21-\$40 at Fast Food Restaurant Last 30 Days	8,974	15.1%	97
Spent \$41-\$50 at Fast Food Restaurant Last 30 Days	5,549	9.3%	104
Spent \$51-\$100 at Fast Food Restaurant Last 30 Days	11,979	20.1%	94
Spent \$101-\$200 at Fast Food Restaurant Last 30 Days	7,327	12.3%	92
Spent \$201+ at Fast Food Restaurant Last 30 Days	3,716	6.2%	94
Ordered Eat-In Fast Food Last 6 Mo	19,929	33.5%	101
Ordered Home Delivery Fast Food Last 6 Mo	6,032	10.1%	82
Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	29,386	49.4%	101
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	14,571	24.5%	107
Bought Breakfast at Fast Food Restaurant Last 6 Mo	20,793	34.9%	97
Bought Lunch at Fast Food Restaurant Last 6 Mo	31,994	53.7%	101
Bought Dinner at Fast Food Restaurant Last 6 Mo	31,496	52.9%	99
Bought Snack at Fast Food Restaurant Last 6 Mo	8,286	13.9%	100
Bought from Fast Food Restaurant on Weekday Last 6 Mo	40,037	67.2%	103
Bought from Fast Food Restaurant on Weekend Last 6 Mo	30,142	50.6%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Bought A&W Last 6 Mo	1,071	1.8%	82
Bought Arby's Last 6 Mo	10,287	17.3%	97
Bought Baskin-Robbins Last 6 Mo	1,775	3.0%	88
Bought Boston Market Last 6 Mo	822	1.4%	99
Bought Burger King Last 6 Mo	14,007	23.5%	89
Bought Captain D's Last 6 Mo	956	1.6%	57
Bought Carl's Jr. Last 6 Mo	1,640	2.8%	62
Bought Checkers Last 6 Mo	955	1.6%	66
Bought Chick-Fil-A Last 6 Mo	21,293	35.8%	106
Bought Chipotle Mexican Grill Last 6 Mo	11,438	19.2%	111
Bought Chuck E. Cheese's Last 6 Mo	632	1.1%	61
Bought Church's Fried Chicken Last 6 Mo	910	1.5%	52
Bought Cold Stone Creamery Last 6 Mo	1,725	2.9%	101
Bought Dairy Queen Last 6 Mo	9,364	15.7%	100
Bought Del Taco Last 6 Mo	1,494	2.5%	69
Bought Domino's Pizza Last 6 Mo	8,780	14.7%	87
Bought Dunkin' Donuts Last 6 Mo	10,310	17.3%	122
Bought Five Guys Last 6 Mo	7,090	11.9%	119
Bought Hardee's Last 6 Mo	1,840	3.1%	66
Bought Jack in the Box Last 6 Mo	2,561	4.3%	63
Bought Jersey Mike's Last 6 Mo	7,016	11.8%	124
Bought Jimmy John's Last 6 Mo	4,435	7.5%	125
Bought KFC Last 6 Mo	7,800	13.1%	76
Bought Krispy Kreme Doughnuts Last 6 Mo	3,162	5.3%	86
Bought Little Caesars Last 6 Mo	5,086	8.5%	67
Bought Long John Silver's Last 6 Mo	990	1.7%	67
Bought McDonald's Last 6 Mo	27,683	46.5%	93
Bought Panda Express Last 6 Mo	6,731	11.3%	84
Bought Panera Bread Last 6 Mo	10,114	17.0%	128
Bought Papa John's Last 6 Mo	4,461	7.5%	94
Bought Papa Murphy's Last 6 Mo	2,340	3.9%	122
Bought Pizza Hut Last 6 Mo	5,423	9.1%	74
Bought Popeyes Chicken Last 6 Mo	6,465	10.9%	86
Bought Sonic Drive-In Last 6 Mo	5,208	8.8%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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
Bought Starbucks Last 6 Mo	13,558	22.8%	106
Bought Steak `N Shake Last 6 Mo	1,504	2.5%	88
Bought Subway Last 6 Mo	11,836	19.9%	88
Bought Taco Bell Last 6 Mo	14,700	24.7%	88
Bought Wendy's Last 6 Mo	15,070	25.3%	94
Bought Whataburger Last 6 Mo	3,313	5.6%	90
Bought White Castle Last 6 Mo	1,361	2.3%	91
Bought Wing-Stop Last 6 Mo	1,520	2.5%	66
Went to Fine Dining Restaurant Last 6 Mo	12,305	20.7%	125
Went to Fine Dining Restaurant Last 30 Days	9,463	15.9%	127
Went to Fine Dining Restaurant 2+ Times Last 30 Days	4,724	7.9%	130
Used DoorDash Website/App for Take-Out/Delivery Last 30 Days	6,699	11.3%	89
Used Grubhub Website/App for Take-Out/Delivery Last 30 Days	2,471	4.2%	97
Used Postmates Website/App for Take-Out/Delivery Last 30 Days	352	0.6%	68
Used Restaurant Website/App for Take-Out/Delivery Last 30 Days	13,556	22.8%	109
Used Uber Eats Website/App for Take-Out/Delivery Last 30 Days	3,784	6.3%	86
Used Yelp Website or App for Take-Out/Delivery Last 30 Days	597	1.0%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 Report (NAICS)

5 Newport Dr, Forest Hill, Maryland, 21050



Rings: 1, 3, 5 mile radii

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	344	1,022	2,856
Total Employees	3,024	9,073	29,841
Total Population	3,787	33,410	75,325
Employee/Population Ratio (per 100)	79.9	27.2	39.6

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	2	0.6%	10	0.3%	9	0.9%	39	0.4%	16	0.6%	64	0.2%
Mining (21)	0	0.0%	0	0.0%	1	0.1%	7	0.1%	2	0.1%	12	0.0%
Utilities (22)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction (23)	34	9.9%	283	9.4%	128	12.5%	834	9.2%	291	10.2%	1,672	5.6%
Building Construction	14	4.1%	58	1.9%	50	4.9%	212	2.3%	106	3.7%	456	1.5%
Heavy/Civil Eng Construction	3	0.9%	31	1.0%	8	0.8%	95	1.1%	17	0.6%	164	0.6%
Specialty Trade Contractor	17	4.9%	194	6.4%	70	6.8%	527	5.8%	168	5.9%	1,052	3.5%
Manufacturing (31-33)	17	4.9%	143	4.7%	35	3.4%	284	3.1%	65	2.3%	611	2.0%
Wholesale Trade (42)	5	1.4%	24	0.8%	20	2.0%	99	1.1%	47	1.6%	348	1.2%
Durable Goods	5	1.4%	23	0.8%	16	1.6%	81	0.9%	42	1.5%	280	0.9%
Nondurable Goods	1	0.3%	1	0.0%	2	0.2%	12	0.1%	4	0.1%	48	0.2%
Trade Broker	0	0.0%	0	0.0%	1	0.1%	5	0.1%	2	0.1%	20	0.1%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (NAICS)

5 Newport Dr, Forest Hill, Maryland, 21050



Rings: 1, 3, 5 mile radii

by NAICS Codes	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Retail Trade (44-45)	35	10.2%	335	11.1%	98	9.6%	1,173	12.9%	326	11.4%	4,230	14.2%
Motor Vehicle & Parts Dealers	4	1.2%	35	1.2%	9	0.9%	63	0.7%	29	1.0%	539	1.8%
Furniture & Home Furnishing Stores	5	1.4%	33	1.1%	9	0.9%	62	0.7%	29	1.0%	145	0.5%
Electronics & Appliance Stores	1	0.3%	8	0.3%	3	0.3%	42	0.5%	10	0.3%	178	0.6%
Building & Garden Equipment	4	1.2%	35	1.2%	9	0.9%	83	0.9%	26	0.9%	464	1.6%
Food & Beverage Stores	6	1.7%	136	4.5%	16	1.6%	683	7.5%	48	1.7%	1,317	4.4%
Health & Personal Care Stores	6	1.7%	32	1.1%	15	1.5%	76	0.8%	45	1.6%	304	1.0%
Gasoline Stations	2	0.6%	16	0.5%	6	0.6%	35	0.4%	11	0.4%	56	0.2%
Clothing, Shoe and Jewellery Stores	0	0.0%	0	0.0%	3	0.3%	16	0.2%	35	1.2%	204	0.7%
Sporting Goods, Hobby & Music Stores	3	0.9%	4	0.1%	14	1.4%	46	0.5%	52	1.8%	394	1.3%
General Merchandise Stores	5	1.4%	37	1.2%	14	1.4%	67	0.7%	41	1.4%	630	2.1%
Transportation & Warehousing (48-49)	7	2.0%	36	1.2%	20	2.0%	100	1.1%	32	1.1%	192	0.6%
Truck Transportation	1	0.3%	7	0.2%	8	0.8%	34	0.4%	11	0.4%	49	0.2%
Information (51)	3	0.9%	35	1.2%	13	1.3%	161	1.8%	33	1.2%	372	1.3%
Finance & Insurance (52)	21	6.1%	191	6.3%	50	4.9%	454	5.0%	185	6.5%	1,299	4.3%
Central Bank/Credit & Related Activities	11	3.2%	134	4.4%	23	2.3%	305	3.4%	63	2.2%	700	2.4%
Securities & Commodity Contracts	4	1.2%	31	1.0%	11	1.1%	73	0.8%	62	2.2%	316	1.1%
Funds, Trusts & Other Financial	5	1.4%	26	0.9%	16	1.6%	76	0.8%	60	2.1%	283	0.9%
Real Estate, Rental & Leasing (53)	17	4.9%	79	2.6%	48	4.7%	200	2.2%	144	5.0%	1,006	3.4%
Professional, Scientific & Tech Services (54)	37	10.8%	271	9.0%	119	11.6%	937	10.3%	356	12.5%	2,490	8.3%
Legal Services	3	0.9%	9	0.3%	13	1.3%	49	0.5%	89	3.1%	417	1.4%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (NAICS)

5 Newport Dr, Forest Hill, Maryland, 21050



Rings: 1, 3, 5 mile radii

by NAICS Codes	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Management of Companies (55)	1	0.3%	8	0.3%	2	0.2%	20	0.2%	7	0.3%	54	0.2%
Administrative, Support & Waste Mgmt (56)	21	6.1%	151	5.0%	52	5.1%	345	3.8%	123	4.3%	693	2.3%
Educational Services (61)	9	2.6%	201	6.7%	23	2.3%	782	8.6%	78	2.7%	3,486	11.7%
Health Care & Social Assistance (62)	38	11.1%	477	15.8%	114	11.2%	1,525	16.8%	362	12.7%	5,988	20.1%
Ambulatory Health Care	27	7.8%	299	9.9%	80	7.8%	830	9.2%	261	9.1%	2,884	9.7%
Hospital	1	0.3%	13	0.4%	2	0.2%	71	0.8%	18	0.6%	1,925	6.5%
Nursing/Residential Care	3	0.9%	80	2.6%	9	0.9%	317	3.5%	16	0.6%	523	1.8%
Social Assistance	8	2.3%	85	2.8%	23	2.3%	308	3.4%	67	2.4%	656	2.2%
Arts, Entertainment & Recreation (71)	7	2.0%	55	1.8%	21	2.0%	202	2.2%	64	2.2%	755	2.5%
Accommodation & Food Services (72)	22	6.4%	408	13.5%	66	6.5%	969	10.7%	158	5.5%	2,571	8.6%
Accommodation	0	0.0%	0	0.0%	2	0.2%	14	0.1%	3	0.1%	17	0.1%
Food & Drinking Places	22	6.4%	408	13.5%	64	6.3%	955	10.5%	155	5.4%	2,555	8.6%
Other Services Except Public Admin (81)	53	15.4%	251	8.3%	148	14.5%	709	7.8%	384	13.4%	2,470	8.3%
Repair & Maintenance	15	4.4%	66	2.2%	43	4.2%	184	2.0%	93	3.3%	447	1.5%
Auto Repair & Maintenance	14	4.1%	50	1.6%	35	3.4%	152	1.7%	69	2.4%	333	1.1%
Personal & Laundry Service	14	4.1%	75	2.5%	49	4.8%	255	2.8%	141	4.9%	792	2.6%
Civic and Other Orgs	24	7.0%	111	3.7%	55	5.4%	270	3.0%	151	5.3%	1,231	4.1%
Public Administration (92)	5	1.4%	65	2.1%	12	1.2%	229	2.5%	62	2.2%	1,520	5.1%
Unclassified Establishments (99)	10	2.9%	0	0.0%	43	4.2%	2	0.0%	120	4.2%	3	0.0%
Total (11-99)	344	100.0%	3,024	100.0%	1,022	100.0%	9,073	100.0%	2,856	100.0%	29,841	100.0%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (SIC)

5 Newport Dr, Forest Hill, Maryland, 21050



Rings: 1, 3, 5 mile radii

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	344	1,022	2,856
Total Employees	3,024	9,073	29,841
Total Population	3,787	33,410	75,325
Employee/Population Ratio (per 100)	79.9	27.2	39.6

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	12	3.5%	60	2.0%	44	4.3%	248	2.7%	85	3.0%	506	1.7%
Construction (15-17)	33	9.6%	278	9.2%	124	12.1%	782	8.6%	276	9.7%	1,556	5.2%
Manufacturing (20-39)	17	4.9%	146	4.8%	37	3.6%	289	3.2%	61	2.1%	585	2.0%
Transportation (40-47)	7	2.0%	35	1.2%	23	2.3%	124	1.4%	46	1.6%	257	0.9%
Communication (48)	1	0.3%	1	0.0%	2	0.2%	23	0.3%	14	0.5%	85	0.3%
Utility (49)	2	0.6%	14	0.5%	3	0.3%	25	0.3%	8	0.3%	44	0.1%
Wholesale Trade (50-51)	5	1.4%	24	0.8%	20	2.0%	99	1.1%	48	1.7%	352	1.2%
Retail Trade Summary (52-59)	57	16.6%	743	24.6%	164	16.1%	2,131	23.5%	486	17.0%	6,814	22.8%
Home Improvement	4	1.2%	35	1.2%	9	0.9%	83	0.9%	26	0.9%	464	1.6%
General Merchandise Stores	2	0.6%	31	1.0%	8	0.8%	48	0.5%	21	0.7%	561	1.9%
Food Stores	7	2.0%	140	4.6%	21	2.0%	695	7.7%	56	2.0%	1,388	4.7%
Auto Dealers & Gas Stations	6	1.7%	40	1.3%	14	1.4%	84	0.9%	40	1.4%	581	1.9%
Apparel & Accessory Stores	0	0.0%	0	0.0%	2	0.2%	16	0.2%	25	0.9%	151	0.5%
Furniture & Home Furnishings	6	1.7%	41	1.4%	15	1.5%	110	1.2%	44	1.5%	334	1.1%
Eating & Drinking Places	19	5.5%	391	12.9%	57	5.6%	898	9.9%	143	5.0%	2,435	8.2%
Miscellaneous Retail	13	3.8%	65	2.1%	38	3.7%	197	2.2%	131	4.6%	898	3.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

Business Summary Report (SIC)

5 Newport Dr, Forest Hill, Maryland, 21050



Rings: 1, 3, 5 mile radii

by SIC Codes	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Finance, Insurance, Real Estate (60-67)	38	11.1%	272	9.0%	96	9.4%	654	7.2%	336	11.8%	2,359	7.9%
Banks, Savings & Lending	11	3.2%	134	4.4%	23	2.3%	305	3.4%	64	2.2%	702	2.4%
Securities Brokers	4	1.2%	31	1.0%	11	1.1%	72	0.8%	61	2.1%	313	1.1%
Insurance Carriers & Agents	5	1.4%	26	0.9%	16	1.6%	76	0.8%	60	2.1%	283	0.9%
Real Estate, Investment Offices	17	4.9%	81	2.7%	46	4.5%	200	2.2%	151	5.3%	1,061	3.6%
Services Summary (70-89)	157	45.6%	1,385	45.8%	454	44.4%	4,465	49.2%	1,315	46.0%	15,786	52.9%
Hotels & Lodging	0	0.0%	0	0.0%	2	0.2%	14	0.1%	3	0.1%	17	0.1%
Automotive Services	14	4.1%	55	1.8%	40	3.9%	179	2.0%	85	3.0%	408	1.4%
Movies & Amusements	12	3.5%	93	3.1%	28	2.7%	255	2.8%	78	2.7%	856	2.9%
Health Services	29	8.4%	340	11.2%	86	8.4%	1,075	11.8%	280	9.8%	5,009	16.8%
Legal Services	3	0.9%	9	0.3%	12	1.2%	48	0.5%	78	2.7%	368	1.2%
Education Inst. & Libraries	5	1.4%	168	5.6%	16	1.6%	735	8.1%	59	2.1%	3,431	11.5%
Other Services	94	27.3%	720	23.8%	270	26.4%	2,161	23.8%	732	25.6%	5,698	19.1%
Government (91-97)	5	1.4%	65	2.1%	12	1.2%	229	2.5%	61	2.1%	1,495	5.0%
Unclassified Establishments (99)	10	2.9%	0	0.0%	43	4.2%	2	0.0%	120	4.2%	3	0.0%
Totals (01-99)	344	100.0%	3,024	100.0%	1,022	100.0%	9,073	100.0%	2,856	100.0%	29,841	100.0%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).