Market Profile

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	2,868	8,076	19,210
2020 Total Population	4,433	10,249	19,937
2020 Group Quarters	40	137	2,080
2023 Total Population	4,295	10,095	19,927
2023 Group Quarters	40	140	2,071
2028 Total Population	4,328	10,157	19,778
2023-2028 Annual Rate	0.15%	0.12%	-0.15%
2023 Total Daytime Population	22,570	57,019	90,120
Workers	21,325	54,235	83,763
Residents	1,245	2,784	6,357
Household Summary			
2010 Households	1,807	4,720	8,969
2010 Average Household Size	1.42	1.39	1.48
2020 Total Households	3,251	7,342	12,479
2020 Average Household Size	1.35	1.38	1.43
2023 Households	3,157	7,227	12,287
2023 Average Household Size	1.35	1.38	1.45
2028 Households	3,236	7,375	12,383
2028 Average Household Size	1.33	1.36	1.43
2023-2028 Annual Rate	0.50%	0.41%	0.16%
2010 Families	296	670	1,602
2010 Average Family Size	2.34	2.32	2.51
2023 Families	513	1,026	2,049
2023 Average Family Size	2.35	2.45	2.54
2028 Families	530	1,055	2,067
2028 Average Family Size	2.31	2.41	2.50
2023-2028 Annual Rate	0.65%	0.56%	0.18%
Housing Unit Summary			
2000 Housing Units	1,310	3,627	8,482
Owner Occupied Housing Units	3.4%	4.8%	8.3%
Renter Occupied Housing Units	78.0%	83.0%	78.0%
Vacant Housing Units	18.5%	12.2%	13.7%
2010 Housing Units	2,157	5,578	10,583
Owner Occupied Housing Units	4.9%	5.8%	9.9%
Renter Occupied Housing Units	78.8%	78.9%	74.8%
Vacant Housing Units	16.2%	15.4%	15.3%
2020 Housing Units	3,683	8,564	14,661
Vacant Housing Units	11.7%	14.3%	14.9%
2023 Housing Units	3,632	8,595	14,718
Owner Occupied Housing Units	5.5%	7.6%	10.6%
Renter Occupied Housing Units	81.5%	76.5%	72.9%
Vacant Housing Units	13.1%	15.9%	16.5%
2028 Housing Units	3,680	8,655	14,779
Owner Occupied Housing Units	5.6%	7.9%	10.9%
Renter Occupied Housing Units	82.3%	77.3%	72.8%
Vacant Housing Units	12.1%	14.8%	16.2%
Median Household Income			
2023	$57,395	$57,590	$56,842
2028	$60,033	$60,698	$60,401
Median Home Value			
2023	$346,053	$349,635	$339,238
2028	$406,250	$422,619	$403,250
Per Capita Income			
2023	$55,918	$58,566	$51,242
2028	$64,450	$68,202	$59,911
Median Age			
2010	30.6	30.7	31.5
2023	29.4	30.5	31.7
2028	29.7	31.2	32.3

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

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

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2023 Households by Income			
Household Income Base	3,157	7,227	12,282
<$15,000	12.2%	14.4%	17.3%
$15,000 - $24,999	9.8%	8.5%	8.8%
$25,000 - $34,999	5.8%	5.8%	5.8%
$35,000 - $49,999	9.6%	9.4%	9.0%
$50,000 - $74,999	30.4%	28.5%	24.6%
$75,000 - $99,999	13.0%	11.9%	11.8%
$100,000 - $149,999	11.1%	11.8%	11.6%
$150,000 - $199,999	4.1%	3.7%	4.8%
$200,000+	4.2%	6.1%	6.4%
Average Household Income	$77,208	$81,870	$82,459
2028 Households by Income			
Household Income Base	3,236	7,375	12,378
<$15,000	12.0%	13.9%	16.3%
$15,000 - $24,999	8.9%	7.6%	7.7%
$25,000 - $34,999	5.4%	5.2%	5.2%
$35,000 - $49,999	8.5%	8.4%	8.2%
$50,000 - $74,999	29.1%	27.2%	23.8%
$75,000 - $99,999	13.2%	12.0%	11.8%
$100,000 - $149,999	12.4%	13.1%	12.7%
$150,000 - $199,999	5.1%	4.6%	5.9%
$200,000+	5.5%	8.0%	8.4%
Average Household Income	$87,298	$94,028	$95,121
2023 Owner Occupied Housing Units by Value			
Total	197	645	1,552
<$50,000	6.1%	5.4%	3.1%
$50,000 - $99,999	0.0%	0.2%	1.2%
$100,000 - $149,999	0.5%	1.2%	4.6%
$150,000 - $199,999	7.1%	6.4%	11.9%
$200,000 - $249,999	7.6%	6.5%	7.0%
$250,000 - $299,999	20.3%	19.8%	14.6%
$300,000 - $399,999	19.3%	21.2%	19.5%
$400,000 - $499,999	6.6%	5.1%	11.3%
$500,000 - $749,999	28.4%	29.5%	24.3%
$750,000 - $999,999	3.6%	3.9%	2.1%
$1,000,000 - $1,499,999	0.5%	0.3%	0.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	1.0%	0.6%	0.3%
Average Home Value	$418,467	$415,944	$382,840
2028 Owner Occupied Housing Units by Value			
Total	206	674	1,607
<$50,000	6.3%	4.0%	2.3%
$50,000 - $99,999	0.0%	0.0%	1.1%
$100,000 - $149,999	0.0%	0.4%	2.6%
$150,000 - $199,999	3.4%	2.5%	6.7%
$200,000 - $249,999	4.4%	3.6%	4.2%
$250,000 - $299,999	16.5%	16.5%	12.2%
$300,000 - $399,999	18.9%	21.5%	20.5%
$400,000 - $499,999	7.8%	6.2%	12.4%
$500,000 - $749,999	38.3%	40.7%	35.3%
$750,000 - $999,999	3.4%	3.9%	2.2%
$1,000,000 - $1,499,999	0.5%	0.3%	0.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.5%	0.3%	0.2%
Average Home Value	$450,364	$461,516	$434,661

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	2,867	8,074	19,212
0 - 4	2.3%	1.7%	2.1%
5 - 9	0.7%	0.6%	1.3%
10 - 14	0.5%	0.5%	1.0%
15 - 24	18.7%	21.4%	20.6%
25 - 34	40.3%	36.7%	33.4%
35 - 44	11.2%	12.7%	14.1%
45 - 54	8.1%	9.8%	11.8%
55 - 64	7.6%	6.9%	7.5%
65 - 74	5.6%	5.1%	4.5%
75 - 84	3.8%	3.3%	2.7%
85 +	1.3%	1.3%	1.0%
18 +	96.1%	96.5%	94.5%
2023 Population by Age			
Total	4,296	10,095	19,929
0 - 4	2.0%	1.9%	2.2%
5 - 9	0.7%	0.7%	1.3%
10 - 14	0.5%	0.5%	1.0%
15 - 24	20.3%	18.5%	18.8%
25 - 34	45.8%	42.7%	36.4%
35 - 44	11.6%	11.9%	12.6%
45 - 54	5.4%	5.9%	7.7%
55 - 64	5.9%	6.6%	7.8%
65 - 74	4.5%	6.7%	7.3%
75 - 84	2.3%	3.5%	3.8%
85 +	0.8%	1.2%	1.3%
18 +	96.3%	96.4%	94.7%
2028 Population by Age			
Total	4,328	10,156	19,777
0 - 4	2.1%	1.9%	2.2%
5 - 9	0.7%	0.7%	1.2%
10 - 14	0.6%	0.6%	1.0%
15 - 24	20.2%	18.6%	18.8%
25 - 34	44.0%	39.8%	34.3%
35 - 44	12.8%	13.6%	13.9%
45 - 54	5.7%	6.3%	7.8%
55 - 64	5.5%	6.0%	7.3%
65 - 74	4.7%	6.9%	7.4%
75 - 84	2.8%	4.2%	4.6%
85 +	1.0%	1.4%	1.5%
18 +	96.2%	96.3%	94.7%
2010 Population by Sex			
Males	1,462	4,239	11,378
Females	1,406	3,838	7,832
2023 Population by Sex			
Males	2,120	5,012	10,350
Females	2,175	5,083	9,577
2028 Population by Sex			
Males	2,136	5,039	10,248
Females	2,191	5,119	9,530

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2010 Population by Race/Ethnicity			
Total	2,867	8,078	19,209
White Alone	49.6%	47.6%	41.3%
Black Alone	25.5%	34.1%	46.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	19.7%	13.6%	8.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	1.4%	1.1%
Two or More Races	3.2%	3.0%	2.5%
Hispanic Origin	5.2%	5.2%	3.9%
Diversity Index	68.4	67.3	63.9
2020 Population by Race/Ethnicity			
Total	4,433	10,249	19,937
White Alone	38.7%	41.9%	41.4%
Black Alone	32.4%	32.6%	37.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	17.2%	14.8%	11.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.6%	2.3%	2.2%
Two or More Races	8.8%	8.0%	7.1%
Hispanic Origin	7.4%	7.0%	6.2%
Diversity Index	74.8	72.9	70.7
2023 Population by Race/Ethnicity			
Total	4,295	10,094	19,926
White Alone	36.5%	39.8%	39.2%
Black Alone	34.1%	34.1%	39.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	17.2%	15.0%	11.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.7%	2.4%	2.3%
Two or More Races	9.1%	8.3%	7.3%
Hispanic Origin	8.1%	7.6%	6.8%
Diversity Index	75.5	73.8	71.6
2028 Population by Race/Ethnicity			
Total	4,327	10,158	19,779
White Alone	33.1%	36.3%	36.0%
Black Alone	35.0%	35.3%	40.1%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	18.4%	16.1%	12.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.1%	2.8%	2.7%
Two or More Races	9.9%	9.1%	8.0%
Hispanic Origin	9.1%	8.6%	7.7%
Diversity Index	76.9	75.4	73.1
2010 Population by Relationship and Household Type			
Total	2,868	8,077	19,210
In Households	89.4%	81.2%	69.2%
In Family Households	24.6%	19.7%	21.5%
Householder	10.3%	8.3%	8.4%
Spouse	7.9%	5.9%	5.1%
Child	4.5%	3.8%	6.1%
Other relative	1.5%	1.2%	1.3%
Nonrelative	0.5%	0.4%	0.6%
In Nonfamily Households	64.8%	61.5%	47.7%
In Group Quarters	10.6%	18.8%	30.8%
Institutionalized Population	0.0%	10.4%	22.1%
Noninstitutionalized Population	10.6%	8.4%	8.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment			
Total	3,282	7,911	15,315
Less than 9th Grade	0.4%	0.8%	1.4%
9th - 12th Grade, No Diploma	2.5%	2.3%	6.6%
High School Graduate	3.8%	4.6%	7.7%
GED/Alternative Credential	0.2%	1.1%	3.9%
Some College, No Degree	10.7%	12.7%	13.2%
Associate Degree	8.0%	6.7%	4.9%
Bachelor's Degree	35.5%	34.5%	30.2%
Graduate/Professional Degree	38.9%	37.2%	32.1%
2023 Population 15+ by Marital Status			
Total	4,155	9,781	19,056
Never Married	72.5%	70.0%	68.1%
Married	15.4%	20.0%	20.8%
Widowed	1.6%	1.4%	2.4%
Divorced	10.4%	8.7%	8.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,120	7,520	12,695
Population 16+ Employed	97.6%	97.2%	96.6%
Population 16+ Unemployment rate	2.3%	2.8%	3.4%
Population 16-24 Employed	20.4%	18.8%	18.6%
Population 16-24 Unemployment rate	6.9%	6.3%	6.0%
Population 25-54 Employed	73.1%	70.3%	69.6%
Population 25-54 Unemployment rate	0.5%	0.6%	1.1%
Population 55-64 Employed	4.8%	5.7%	6.9%
Population 55-64 Unemployment rate	7.0%	8.0%	8.3%
Population 65+ Employed	1.7%	5.3%	4.9%
Population 65+ Unemployment rate	8.9%	10.8%	15.3%
2023 Employed Population 16+ by Industry			
Total	3,046	7,313	12,269
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.4%	3.4%	2.7%
Manufacturing	3.1%	3.0%	3.1%
Wholesale Trade	0.4%	0.5%	0.7%
Retail Trade	2.1%	3.4%	5.0%
Transportation/Utilities	2.8%	4.1%	5.9%
Information	3.7%	4.2%	3.1%
Finance/Insurance/Real Estate	9.1%	7.2%	7.8%
Services	67.7%	69.1%	65.5%
Public Administration	5.5%	5.0%	6.2%
2023 Employed Population 16+ by Occupation			
Total	3,046	7,313	12,267
White Collar	89.8%	90.2%	85.7%
Management/Business/Financial	25.5%	21.8%	20.5%
Professional	51.9%	56.6%	52.0%
Sales	4.0%	3.5%	4.6%
Administrative Support	8.4%	8.3%	8.6%
Services	4.3%	4.6%	7.6%
Blue Collar	5.9%	5.2%	6.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	0.2%	0.4%	0.4%
Installation/Maintenance/Repair	3.1%	1.4%	1.5%
Production	0.9%	0.7%	0.8%
Transportation/Material Moving	1.7%	2.6%	4.0%

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

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2010 Households by Type			
Total	1,806	4,720	8,969
Households with 1 Person	67.4%	69.0%	65.4%
Households with 2+ People	32.6%	31.0%	34.6%
Family Households	16.4%	14.2%	17.9%
Husband-wife Families	12.7%	10.2%	11.0%
With Related Children	2.9%	2.0%	2.4%
Other Family (No Spouse Present)	3.7%	4.0%	6.9%
Other Family with Male Householder	1.2%	1.2%	1.4%
With Related Children	0.6%	0.5%	0.5%
Other Family with Female Householder	2.4%	2.8%	5.5%
With Related Children	1.2%	1.4%	3.4%
Nonfamily Households	16.2%	16.8%	16.7%
All Households with Children	4.6%	3.9%	6.4%
Multigenerational Households	0.3%	0.3%	0.7%
Unmarried Partner Households	7.3%	7.6%	7.9%
Male-female	5.9%	6.0%	6.3%
Same-sex	1.4%	1.6%	1.7%
2010 Households by Size			
Total	1,807	4,720	8,969
1 Person Household	67.3%	69.0%	65.4%
2 Person Household	26.3%	25.4%	26.6%
3 Person Household	4.2%	3.9%	5.0%
4 Person Household	1.5%	1.2%	2.0%
5 Person Household	0.5%	0.3%	0.7%
6 Person Household	0.1%	0.1%	0.3%
7 + Person Household	0.1%	0.1%	0.1%
2010 Households by Tenure and Mortgage Status			
Total	1,806	4,720	8,969
Owner Occupied	5.9%	6.8%	11.7%
Owned with a Mortgage/Loan	5.0%	5.2%	9.4%
Owned Free and Clear	0.9%	1.6%	2.4%
Renter Occupied	94.1%	93.2%	88.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	63	62	63
Percent of Income for Mortgage	36.2%	36.5%	35.9%
Wealth Index	39	43	45
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,157	5,578	10,583
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	2,868	8,076	19,210
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	College Towns (14B)	College Towns (14B)	College Towns (14B)
3.		Young and Restless (11B)	Retirement Communities (9E)
2023 Consumer Spending			
Apparel & Services: Total $	$5,516,303	$13,381,167	$22,829,492
Average Spent	$1,747.32	$1,851.55	$1,858.02
Spending Potential Index	79	84	85
Education: Total $	$4,465,942	$10,848,833	$18,270,754
Average Spent	$1,414.62	$1,501.15	$1,487.00
Spending Potential Index	79	84	83
Entertainment/Recreation: Total $	$8,154,662	$19,835,756	$34,049,432
Average Spent	$2,583.04	$2,744.67	$2,771.18
Spending Potential Index	68	73	73
Food at Home: Total $	$15,600,188	$37,908,001	$65,372,540
Average Spent	$4,941.46	$5,245.33	$5,320.46
Spending Potential Index	73	77	78
Food Away from Home: Total $	$9,381,627	$22,759,561	$38,709,515
Average Spent	$2,971.69	$3,149.24	$3,150.44
Spending Potential Index	80	85	85
Health Care: Total $	$14,548,292	$35,555,614	$62,069,270
Average Spent	$4,608.26	$4,919.83	$5,051.62
Spending Potential Index	63	67	69
HH Furnishings & Equipment: Total $	$6,727,628	$16,345,343	$27,932,639
Average Spent	$2,131.02	$2,261.71	$2,273.35
Spending Potential Index	72	77	77
Personal Care Products & Services: Total $	$2,304,191	$5,591,597	$9,590,687
Average Spent	$729.87	$773.71	$780.56
Spending Potential Index	76	81	82
Shelter: Total $	$59,902,278	$145,187,859	$248,321,653
Average Spent	$18,974.43	$20,089.64	$20,210.11
Spending Potential Index	77	81	82
Support Payments/Cash Contributions/Gifts in Kind: Total $	$5,727,966	$14,045,171	$24,501,132
Average Spent	$1,814.37	$1,943.43	$1,994.07
Spending Potential Index	58	62	64
Travel: Total $	$5,039,536	$12,214,030	$20,785,693
Average Spent	$1,596.31	$1,690.06	$1,691.68
Spending Potential Index	71	75	75
Vehicle Maintenance & Repairs: Total $	$2,952,732	$7,220,215	$12,418,990
Average Spent	$935.30	$999.06	$1,010.74
Spending Potential Index	71	76	77

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 5 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Demographic Summary	2023	2028
Population	4,295	4,328
Population 18+	4,136	4,163
Households	3,157	3,236
Median Household Income	$57,395	$60,033

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	2,549	61.6%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days	751	18.2%	88
Spent $1-30 at Family Restaurant/Steak House/30 Days	291	7.0%	105
Spent $31-50 at Family Restaurant/Steak House/30 Days	313	7.6%	88
Spent $51-100 at Family Restaurant/Steak House/30 Days	514	12.4%	84
Spent $101-200 at Family Restaurant/Steak House/30 Days	341	8.2%	84
Spent $201+ at Family Restaurant/Steak House/30 Days	197	4.8%	97
Spent $1-100 at Fine Dining Restaurants/30 Days	197	4.8%	158
Spent $101-200 at Fine Dining Restaurants/30 Days	159	3.8%	165
Spent $201+ at Fine Dining Restaurants/30 Days	145	3.5%	175
Went for Breakfast at Family Restaurant/Steak House/6 Mo	345	8.3%	82
Went for Lunch at Family Restaurant/Steak House/6 Mo	658	15.9%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo	1,821	44.0%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo	78	1.9%	134
Went on Workday to Family Restaurant/Steak House/6 Mo	1,142	27.6%	93
Went on Weekend to Family Restaurant/Steak House/6 Mo	1,569	37.9%	104
Went to Applebee`s/6 Mo	419	10.1%	76
Went to Bob Evans/6 Mo	77	1.9%	83
Went to Buffalo Wild Wings/6 Mo	376	9.1%	112
Went to California Pizza Kitchen/6 Mo	84	2.0%	145
Went to Carrabba`s/6 Mo	66	1.6%	82
Went to The Cheesecake Factory/6 Mo	351	8.5%	137
Went to Chili`s Grill & Bar/6 Mo	328	7.9%	88
Went to Cracker Barrel/6 Mo	266	6.4%	66
Went to Denny`s/6 Mo	147	3.6%	63
Went to Golden Corral/6 Mo	61	1.5%	50
Went to IHOP/6 Mo	255	6.2%	86
Went to Logan`s Roadhouse/6 Mo	41	1.0%	57
Went to Longhorn Steakhouse/6 Mo	167	4.0%	73
Went to Olive Garden/6 Mo	379	9.2%	67
Went to Outback Steakhouse/6 Mo	232	5.6%	80
Went to Red Lobster/6 Mo	174	4.2%	68
Went to Red Robin/6 Mo	185	4.5%	89
Went to Ruby Tuesday/6 Mo	30	0.7%	44
Went to Texas Roadhouse/6 Mo	367	8.9%	83
Went to T.G.I. Friday`s/6 Mo	78	1.9%	86
Went to Waffle House/6 Mo	140	3.4%	77
Went to Fast Food/Drive-In Restaurant/6 Mo	3,749	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,456	35.2%	90
Spent $1-10 at Fast Food Restaurant/30 Days	226	5.5%	133
Spent $11-20 at Fast Food Restaurant/30 Days	407	9.8%	117
Spent $21-40 at Fast Food Restaurant/30 Days	706	17.1%	103
Spent $41-50 at Fast Food Restaurant/30 Days	399	9.6%	104
Spent $51-100 at Fast Food Restaurant/30 Days	829	20.0%	98
Spent $101-200 at Fast Food Restaurant/30 Days	444	10.7%	87
Spent $201+ at Fast Food Restaurant/30 Days	163	3.9%	76
Ordered Eat-In Fast Food/6 Mo	984	23.8%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 5 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	704	17.0%	127
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,319	56.1%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,148	27.8%	124
Bought Breakfast at Fast Food Restaurant/6 Mo	1,455	35.2%	101
Bought Lunch at Fast Food Restaurant/6 Mo	2,245	54.3%	101
Bought Dinner at Fast Food Restaurant/6 Mo	2,366	57.2%	106
Bought Snack at Fast Food Restaurant/6 Mo	702	17.0%	127
Bought from Fast Food Restaurant on Weekday/6 Mo	2,722	65.8%	100
Bought from Fast Food Restaurant on Weekend/6 Mo	2,251	54.4%	104
Bought A&W/6 Mo	78	1.9%	91
Bought Arby`s/6 Mo	549	13.3%	74
Bought Baskin-Robbins/6 Mo	115	2.8%	89
Bought Boston Market/6 Mo	66	1.6%	82
Bought Burger King/6 Mo	894	21.6%	77
Bought Captain D`s/6 Mo	46	1.1%	40
Bought Carl`s Jr./6 Mo	219	5.3%	113
Bought Checkers/6 Mo	82	2.0%	80
Bought Chick-Fil-A/6 Mo	1,525	36.9%	113
Bought Chipotle Mexican Grill/6 Mo	1,000	24.2%	151
Bought Chuck E. Cheese`s/6 Mo	33	0.8%	77
Bought Church`s Fried Chicken/6 Mo	72	1.7%	54
Bought Cold Stone Creamery/6 Mo	135	3.3%	116
Bought Dairy Queen/6 Mo	542	13.1%	86
Bought Del Taco/6 Mo	123	3.0%	90
Bought Domino`s Pizza/6 Mo	780	18.9%	117
Bought Dunkin` Donuts/6 Mo	682	16.5%	111
Bought Five Guys/6 Mo	458	11.1%	114
Bought Hardee`s/6 Mo	76	1.8%	36
Bought Jack in the Box/6 Mo	197	4.8%	71
Bought Jersey Mike`s/6 Mo	286	6.9%	96
Bought Jimmy John`s/6 Mo	311	7.5%	128
Bought KFC/6 Mo	491	11.9%	69
Bought Krispy Kreme Doughnuts/6 Mo	303	7.3%	106
Bought Little Caesars/6 Mo	378	9.1%	78
Bought Long John Silver`s/6 Mo	36	0.9%	37
Bought McDonald`s/6 Mo	2,039	49.3%	98
Bought Panda Express/6 Mo	567	13.7%	113
Bought Panera Bread/6 Mo	649	15.7%	122
Bought Papa John`s/6 Mo	345	8.3%	103
Bought Papa Murphy`s/6 Mo	118	2.9%	80
Bought Pizza Hut/6 Mo	449	10.9%	88
Bought Popeyes Chicken/6 Mo	607	14.7%	105
Bought Sonic Drive-In/6 Mo	389	9.4%	80
Bought Starbucks/6 Mo	1,194	28.9%	141
Bought Steak `N Shake/6 Mo	109	2.6%	90
Bought Subway/6 Mo	750	18.1%	84
Bought Taco Bell/6 Mo	1,080	26.1%	96
Bought Wendy`s/6 Mo	936	22.6%	86
Bought Whataburger/6 Mo	251	6.1%	102
Bought White Castle/6 Mo	99	2.4%	96
Bought Wing-Stop/6 Mo	140	3.4%	100

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

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

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 5 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Went to Fine Dining Restaurant/6 Mo	827	20.0%	165
Went to Fine Dining Restaurant/30 Days	616	14.9%	165
Went to Fine Dining Restaurant 2+ Times/30 Days	354	8.6%	207
Used DoorDash Site/App for Take-Out/Del/30 Days	818	19.8%	171
Used Grubhub Site/App for Take-Out/Del/30 Days	446	10.8%	198
Used Postmates Site/App for Take-Out/Del/30 Days	152	3.7%	216
Used Restrnt Site/App for Take-Out/Del/30 Days	1,017	24.6%	111
Used Uber Eats Site/App for Take-Out/Del/30 Days	607	14.7%	227
Used Yelp Site/App for Take-Out/Del/30 Days	125	3.0%	182

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 10 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Demographic Summary	2023	2028
Population	10,095	10,157
Population 18+	9,733	9,780
Households	7,227	7,375
Median Household Income	$57,590	$60,698

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	5,972	61.4%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,760	18.1%	88
Spent $1-30 at Family Restaurant/Steak House/30 Days	688	7.1%	106
Spent $31-50 at Family Restaurant/Steak House/30 Days	730	7.5%	87
Spent $51-100 at Family Restaurant/Steak House/30 Days	1,229	12.6%	85
Spent $101-200 at Family Restaurant/Steak House/30 Days	791	8.1%	83
Spent $201+ at Family Restaurant/Steak House/30 Days	446	4.6%	93
Spent $1-100 at Fine Dining Restaurants/30 Days	444	4.6%	152
Spent $101-200 at Fine Dining Restaurants/30 Days	351	3.6%	155
Spent $201+ at Fine Dining Restaurants/30 Days	324	3.3%	166
Went for Breakfast at Family Restaurant/Steak House/6 Mo	815	8.4%	82
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,549	15.9%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo	4,261	43.8%	100
Went for Snacks at Family Restaurant/Steak House/6 Mo	183	1.9%	133
Went on Workday to Family Restaurant/Steak House/6 Mo	2,674	27.5%	92
Went on Weekend to Family Restaurant/Steak House/6 Mo	3,687	37.9%	103
Went to Applebee`s/6 Mo	1,019	10.5%	79
Went to Bob Evans/6 Mo	187	1.9%	85
Went to Buffalo Wild Wings/6 Mo	886	9.1%	112
Went to California Pizza Kitchen/6 Mo	193	2.0%	142
Went to Carrabba`s/6 Mo	156	1.6%	82
Went to The Cheesecake Factory/6 Mo	799	8.2%	133
Went to Chili`s Grill & Bar/6 Mo	771	7.9%	88
Went to Cracker Barrel/6 Mo	655	6.7%	69
Went to Denny`s/6 Mo	356	3.7%	64
Went to Golden Corral/6 Mo	143	1.5%	50
Went to IHOP/6 Mo	606	6.2%	87
Went to Logan`s Roadhouse/6 Mo	101	1.0%	60
Went to Longhorn Steakhouse/6 Mo	405	4.2%	75
Went to Olive Garden/6 Mo	932	9.6%	70
Went to Outback Steakhouse/6 Mo	550	5.7%	80
Went to Red Lobster/6 Mo	431	4.4%	72
Went to Red Robin/6 Mo	437	4.5%	89
Went to Ruby Tuesday/6 Mo	74	0.8%	46
Went to Texas Roadhouse/6 Mo	871	8.9%	84
Went to T.G.I. Friday`s/6 Mo	179	1.8%	84
Went to Waffle House/6 Mo	332	3.4%	78
Went to Fast Food/Drive-In Restaurant/6 Mo	8,752	89.9%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,432	35.3%	91
Spent $1-10 at Fast Food Restaurant/30 Days	526	5.4%	131
Spent $11-20 at Fast Food Restaurant/30 Days	948	9.7%	116
Spent $21-40 at Fast Food Restaurant/30 Days	1,640	16.8%	101
Spent $41-50 at Fast Food Restaurant/30 Days	927	9.5%	103
Spent $51-100 at Fast Food Restaurant/30 Days	1,962	20.2%	98
Spent $101-200 at Fast Food Restaurant/30 Days	1,030	10.6%	86
Spent $201+ at Fast Food Restaurant/30 Days	387	4.0%	76
Ordered Eat-In Fast Food/6 Mo	2,280	23.4%	114

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

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

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 10 minute radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,639	16.8%	126
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,437	55.9%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,651	27.2%	122
Bought Breakfast at Fast Food Restaurant/6 Mo	3,395	34.9%	100
Bought Lunch at Fast Food Restaurant/6 Mo	5,267	54.1%	101
Bought Dinner at Fast Food Restaurant/6 Mo	5,551	57.0%	105
Bought Snack at Fast Food Restaurant/6 Mo	1,628	16.7%	125
Bought from Fast Food Restaurant on Weekday/6 Mo	6,393	65.7%	100
Bought from Fast Food Restaurant on Weekend/6 Mo	5,261	54.1%	103
Bought A&W/6 Mo	184	1.9%	92
Bought Arby`s/6 Mo	1,339	13.8%	77
Bought Baskin-Robbins/6 Mo	262	2.7%	86
Bought Boston Market/6 Mo	149	1.5%	79
Bought Burger King/6 Mo	2,119	21.8%	78
Bought Captain D`s/6 Mo	119	1.2%	44
Bought Carl`s Jr./6 Mo	512	5.3%	112
Bought Checkers/6 Mo	198	2.0%	82
Bought Chick-Fil-A/6 Mo	3,567	36.6%	112
Bought Chipotle Mexican Grill/6 Mo	2,306	23.7%	148
Bought Chuck E. Cheese`s/6 Mo	76	0.8%	75
Bought Church`s Fried Chicken/6 Mo	176	1.8%	56
Bought Cold Stone Creamery/6 Mo	320	3.3%	117
Bought Dairy Queen/6 Mo	1,279	13.1%	87
Bought Del Taco/6 Mo	288	3.0%	90
Bought Domino`s Pizza/6 Mo	1,833	18.8%	117
Bought Dunkin` Donuts/6 Mo	1,580	16.2%	109
Bought Five Guys/6 Mo	1,075	11.0%	113
Bought Hardee`s/6 Mo	198	2.0%	40
Bought Jack in the Box/6 Mo	476	4.9%	73
Bought Jersey Mike`s/6 Mo	665	6.8%	95
Bought Jimmy John`s/6 Mo	742	7.6%	130
Bought KFC/6 Mo	1,174	12.1%	70
Bought Krispy Kreme Doughnuts/6 Mo	706	7.3%	105
Bought Little Caesars/6 Mo	922	9.5%	81
Bought Long John Silver`s/6 Mo	95	1.0%	41
Bought McDonald`s/6 Mo	4,781	49.1%	97
Bought Panda Express/6 Mo	1,304	13.4%	110
Bought Panera Bread/6 Mo	1,513	15.5%	121
Bought Papa John`s/6 Mo	812	8.3%	103
Bought Papa Murphy`s/6 Mo	280	2.9%	80
Bought Pizza Hut/6 Mo	1,067	11.0%	89
Bought Popeyes Chicken/6 Mo	1,407	14.5%	104
Bought Sonic Drive-In/6 Mo	933	9.6%	81
Bought Starbucks/6 Mo	2,760	28.4%	138
Bought Steak `N Shake/6 Mo	256	2.6%	90
Bought Subway/6 Mo	1,785	18.3%	85
Bought Taco Bell/6 Mo	2,549	26.2%	96
Bought Wendy`s/6 Mo	2,228	22.9%	87
Bought Whataburger/6 Mo	583	6.0%	101
Bought White Castle/6 Mo	230	2.4%	95
Bought Wing-Stop/6 Mo	328	3.4%	100

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

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

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 10 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Went to Fine Dining Restaurant/6 Mo	1,865	19.2%	158
Went to Fine Dining Restaurant/30 Days	1,375	14.1%	156
Went to Fine Dining Restaurant 2+ Times/30 Days	780	8.0%	194
Used DoorDash Site/App for Take-Out/Del/30 Days	1,873	19.2%	166
Used Grubhub Site/App for Take-Out/Del/30 Days	1,008	10.4%	190
Used Postmates Site/App for Take-Out/Del/30 Days	344	3.5%	208
Used Restrnt Site/App for Take-Out/Del/30 Days	2,356	24.2%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,364	14.0%	217
Used Yelp Site/App for Take-Out/Del/30 Days	286	2.9%	177

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 15 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Demographic Summary	2023	2028
Population	19,927	19,778
Population 18+	18,871	18,731
Households	12,287	12,383
Median Household Income	$56,842	$60,401

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	10,856	57.5%	87
Went to Family Restaurant/Steak House 4+ Times/30 Days	3,209	17.0%	83
Spent $1-30 at Family Restaurant/Steak House/30 Days	1,296	6.9%	103
Spent $31-50 at Family Restaurant/Steak House/30 Days	1,373	7.3%	85
Spent $51-100 at Family Restaurant/Steak House/30 Days	2,252	11.9%	80
Spent $101-200 at Family Restaurant/Steak House/30 Days	1,403	7.4%	76
Spent $201+ at Family Restaurant/Steak House/30 Days	781	4.1%	84
Spent $1-100 at Fine Dining Restaurants/30 Days	741	3.9%	131
Spent $101-200 at Fine Dining Restaurants/30 Days	597	3.2%	136
Spent $201+ at Fine Dining Restaurants/30 Days	539	2.9%	143
Went for Breakfast at Family Restaurant/Steak House/6 Mo	1,552	8.2%	81
Went for Lunch at Family Restaurant/Steak House/6 Mo	2,815	14.9%	91
Went for Dinner at Family Restaurant/Steak House/6 Mo	7,587	40.2%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo	330	1.7%	124
Went on Workday to Family Restaurant/Steak House/6 Mo	4,852	25.7%	86
Went on Weekend to Family Restaurant/Steak House/6 Mo	6,551	34.7%	95
Went to Applebee`s/6 Mo	1,944	10.3%	77
Went to Bob Evans/6 Mo	361	1.9%	85
Went to Buffalo Wild Wings/6 Mo	1,553	8.2%	102
Went to California Pizza Kitchen/6 Mo	329	1.7%	125
Went to Carrabba`s/6 Mo	308	1.6%	84
Went to The Cheesecake Factory/6 Mo	1,372	7.3%	118
Went to Chili`s Grill & Bar/6 Mo	1,411	7.5%	83
Went to Cracker Barrel/6 Mo	1,242	6.6%	67
Went to Denny`s/6 Mo	700	3.7%	65
Went to Golden Corral/6 Mo	284	1.5%	51
Went to IHOP/6 Mo	1,123	6.0%	83
Went to Logan`s Roadhouse/6 Mo	193	1.0%	59
Went to Longhorn Steakhouse/6 Mo	783	4.1%	75
Went to Olive Garden/6 Mo	1,826	9.7%	71
Went to Outback Steakhouse/6 Mo	1,026	5.4%	77
Went to Red Lobster/6 Mo	833	4.4%	71
Went to Red Robin/6 Mo	781	4.1%	82
Went to Ruby Tuesday/6 Mo	153	0.8%	49
Went to Texas Roadhouse/6 Mo	1,589	8.4%	79
Went to T.G.I. Friday`s/6 Mo	325	1.7%	79
Went to Waffle House/6 Mo	620	3.3%	75
Went to Fast Food/Drive-In Restaurant/6 Mo	15,778	83.6%	92
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	6,240	33.1%	85
Spent $1-10 at Fast Food Restaurant/30 Days	919	4.9%	118
Spent $11-20 at Fast Food Restaurant/30 Days	1,716	9.1%	108
Spent $21-40 at Fast Food Restaurant/30 Days	2,934	15.5%	94
Spent $41-50 at Fast Food Restaurant/30 Days	1,652	8.8%	95
Spent $51-100 at Fast Food Restaurant/30 Days	3,561	18.9%	92
Spent $101-200 at Fast Food Restaurant/30 Days	1,835	9.7%	79
Spent $201+ at Fast Food Restaurant/30 Days	688	3.6%	70
Ordered Eat-In Fast Food/6 Mo	3,986	21.1%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

September 18, 2023

MACKENZIE

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 15 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	2,929	15.5%	116
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	9,788	51.9%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,628	24.5%	110
Bought Breakfast at Fast Food Restaurant/6 Mo	6,070	32.2%	92
Bought Lunch at Fast Food Restaurant/6 Mo	9,436	50.0%	93
Bought Dinner at Fast Food Restaurant/6 Mo	9,890	52.4%	97
Bought Snack at Fast Food Restaurant/6 Mo	2,828	15.0%	112
Bought from Fast Food Restaurant on Weekday/6 Mo	11,478	60.8%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	9,344	49.5%	94
Bought A&W/6 Mo	333	1.8%	85
Bought Arby`s/6 Mo	2,530	13.4%	75
Bought Baskin-Robbins/6 Mo	467	2.5%	79
Bought Boston Market/6 Mo	301	1.6%	82
Bought Burger King/6 Mo	3,998	21.2%	76
Bought Captain D`s/6 Mo	259	1.4%	49
Bought Carl`s Jr./6 Mo	885	4.7%	100
Bought Checkers/6 Mo	393	2.1%	84
Bought Chick-Fil-A/6 Mo	6,264	33.2%	101
Bought Chipotle Mexican Grill/6 Mo	3,985	21.1%	132
Bought Chuck E. Cheese`s/6 Mo	143	0.8%	73
Bought Church`s Fried Chicken/6 Mo	375	2.0%	61
Bought Cold Stone Creamery/6 Mo	565	3.0%	106
Bought Dairy Queen/6 Mo	2,318	12.3%	81
Bought Del Taco/6 Mo	522	2.8%	84
Bought Domino`s Pizza/6 Mo	3,240	17.2%	106
Bought Dunkin` Donuts/6 Mo	2,850	15.1%	102
Bought Five Guys/6 Mo	1,886	10.0%	103
Bought Hardee`s/6 Mo	406	2.2%	42
Bought Jack in the Box/6 Mo	909	4.8%	71
Bought Jersey Mike`s/6 Mo	1,198	6.3%	88
Bought Jimmy John`s/6 Mo	1,294	6.9%	117
Bought KFC/6 Mo	2,254	11.9%	69
Bought Krispy Kreme Doughnuts/6 Mo	1,267	6.7%	97
Bought Little Caesars/6 Mo	1,706	9.0%	77
Bought Long John Silver`s/6 Mo	201	1.1%	45
Bought McDonald`s/6 Mo	8,615	45.7%	90
Bought Panda Express/6 Mo	2,294	12.2%	100
Bought Panera Bread/6 Mo	2,631	13.9%	109
Bought Papa John`s/6 Mo	1,475	7.8%	96
Bought Papa Murphy`s/6 Mo	532	2.8%	79
Bought Pizza Hut/6 Mo	1,938	10.3%	83
Bought Popeyes Chicken/6 Mo	2,545	13.5%	97
Bought Sonic Drive-In/6 Mo	1,723	9.1%	77
Bought Starbucks/6 Mo	4,729	25.1%	122
Bought Steak `N Shake/6 Mo	475	2.5%	86
Bought Subway/6 Mo	3,298	17.5%	81
Bought Taco Bell/6 Mo	4,620	24.5%	90
Bought Wendy`s/6 Mo	4,151	22.0%	84
Bought Whataburger/6 Mo	1,029	5.5%	92
Bought White Castle/6 Mo	431	2.3%	92
Bought Wing-Stop/6 Mo	605	3.2%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

September 18, 2023

Restaurant Market Potential

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 15 minute radius

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

Went to Fine Dining Restaurant/6 Mo	3,129	16.6%	137
Went to Fine Dining Restaurant/30 Days	2,292	12.1%	134
Went to Fine Dining Restaurant 2+ Times/30 Days	1,276	6.8%	164
Used DoorDash Site/App for Take-Out/Del/30 Days	3,225	17.1%	148
Used Grubhub Site/App for Take-Out/Del/30 Days	1,682	8.9%	163
Used Postmates Site/App for Take-Out/Del/30 Days	579	3.1%	180
Used Restrnt Site/App for Take-Out/Del/30 Days	4,159	22.0%	100
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,257	12.0%	185
Used Yelp Site/App for Take-Out/Del/30 Days	478	2.5%	153

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

September 18, 2023

Business Summary

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 5, 10, 15 minute radii

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses:	1,024	2,599	4,205
Total Employees:	20,292	51,733	87,086
Total Residential Population:	4,295	10,095	19,927
Employee/Residential Population Ratio (per 100 Residents)	472	512	437

by SIC Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture & Mining	3	0.3%	13	0.1%	13	0.5%	80	0.2%	19	0.5%	162	0.2%
Construction	20	2.0%	176	0.9%	46	1.8%	431	0.8%	78	1.9%	713	0.8%
Manufacturing	12	1.2%	219	1.1%	40	1.5%	914	1.8%	66	1.6%	1,582	1.8%
Transportation	14	1.4%	139	0.7%	39	1.5%	1,043	2.0%	73	1.7%	1,830	2.1%
Communication	6	0.6%	114	0.6%	21	0.8%	288	0.6%	26	0.6%	365	0.4%
Utility	4	0.4%	836	4.1%	7	0.3%	854	1.7%	10	0.2%	871	1.0%
Wholesale Trade	14	1.4%	93	0.5%	35	1.3%	247	0.5%	52	1.2%	369	0.4%
Retail Trade Summary	125	12.2%	921	4.5%	331	12.7%	2,341	4.5%	536	12.7%	4,486	5.2%
Home Improvement	2	0.2%	19	0.1%	4	0.2%	41	0.1%	8	0.2%	80	0.1%
General Merchandise Stores	6	0.6%	35	0.2%	15	0.6%	83	0.2%	20	0.5%	105	0.1%
Food Stores	10	1.0%	43	0.2%	28	1.1%	118	0.2%	43	1.0%	249	0.3%
Auto Dealers & Gas Stations	5	0.5%	33	0.2%	14	0.5%	81	0.2%	22	0.5%	116	0.1%
Apparel & Accessory Stores	9	0.9%	40	0.2%	25	1.0%	111	0.2%	34	0.8%	143	0.2%
Furniture & Home Furnishings	6	0.6%	52	0.3%	14	0.5%	149	0.3%	23	0.5%	251	0.3%
Eating & Drinking Places	51	5.0%	497	2.4%	148	5.7%	1,293	2.5%	247	5.9%	2,823	3.2%
Miscellaneous Retail	36	3.5%	201	1.0%	83	3.2%	467	0.9%	138	3.3%	720	0.8%
Finance, Insurance, Real Estate Summary	140	13.7%	2,692	13.3%	335	12.9%	5,793	11.2%	529	12.6%	8,007	9.2%
Banks, Savings & Lending Institutions	24	2.3%	715	3.5%	54	2.1%	1,521	2.9%	78	1.9%	2,010	2.3%
Securities Brokers	31	3.0%	508	2.5%	75	2.9%	1,189	2.3%	108	2.6%	1,614	1.9%
Insurance Carriers & Agents	19	1.9%	378	1.9%	34	1.3%	728	1.4%	47	1.1%	906	1.0%
Real Estate, Holding, Other Investment Offices	67	6.5%	1,092	5.4%	171	6.6%	2,355	4.6%	295	7.0%	3,476	4.0%
Services Summary	450	43.9%	10,526	51.9%	1,135	43.7%	27,403	53.0%	1,832	43.6%	50,106	57.5%
Hotels & Lodging	11	1.1%	941	4.6%	24	0.9%	1,690	3.3%	39	0.9%	2,352	2.7%
Automotive Services	15	1.5%	86	0.4%	44	1.7%	335	0.6%	68	1.6%	602	0.7%
Movies & Amusements	11	1.1%	150	0.7%	37	1.4%	697	1.3%	64	1.5%	1,070	1.2%
Health Services	50	4.9%	2,172	10.7%	149	5.7%	8,311	16.1%	290	6.9%	20,827	23.9%
Legal Services	135	13.2%	2,850	14.0%	298	11.5%	5,937	11.5%	406	9.7%	7,525	8.6%
Education Institutions & Libraries	11	1.1%	218	1.1%	34	1.3%	933	1.8%	67	1.6%	2,576	3.0%
Other Services	218	21.3%	4,109	20.2%	549	21.1%	9,499	18.4%	898	21.4%	15,153	17.4%
Government	52	5.1%	4,353	21.5%	138	5.3%	11,806	22.8%	209	5.0%	17,728	20.4%
Unclassified Establishments	183	17.9%	210	1.0%	459	17.7%	535	1.0%	774	18.4%	868	1.0%
Totals	1,024	100.0%	20,292	100.0%	2,599	100.0%	51,733	100.0%	4,205	100.0%	87,086	100.0%

September 18, 2023

Business Summary

313 N Charles St, Baltimore, Maryland, 21201
Walk time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 39.29281
Longitude: -76.61512

by NAICS Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	3	0.0%	6	0.2%	24	0.0%	10	0.2%	36	0.0%
Mining	1	0.1%	7	0.0%	4	0.2%	27	0.1%	5	0.1%	33	0.0%
Utilities	3	0.3%	833	4.1%	4	0.2%	840	1.6%	6	0.1%	844	1.0%
Construction	24	2.3%	219	1.1%	57	2.2%	552	1.1%	96	2.3%	930	1.1%
Manufacturing	10	1.0%	137	0.7%	22	0.8%	300	0.6%	40	1.0%	561	0.6%
Wholesale Trade	14	1.4%	93	0.5%	35	1.3%	243	0.5%	51	1.2%	364	0.4%
Retail Trade	70	6.8%	411	2.0%	177	6.8%	1,012	2.0%	277	6.6%	1,556	1.8%
Motor Vehicle & Parts Dealers	4	0.4%	31	0.2%	12	0.5%	77	0.1%	20	0.5%	110	0.1%
Furniture & Home Furnishings Stores	1	0.1%	22	0.1%	4	0.2%	49	0.1%	10	0.2%	93	0.1%
Electronics & Appliance Stores	4	0.4%	29	0.1%	9	0.3%	94	0.2%	11	0.3%	147	0.2%
Building Material & Garden Equipment & Supplies Dealers	2	0.2%	19	0.1%	4	0.2%	41	0.1%	8	0.2%	80	0.1%
Food & Beverage Stores	10	1.0%	50	0.2%	27	1.0%	112	0.2%	41	1.0%	186	0.2%
Health & Personal Care Stores	7	0.7%	41	0.2%	21	0.8%	111	0.2%	39	0.9%	200	0.2%
Gasoline Stations & Fuel Dealers	1	0.1%	2	0.0%	2	0.1%	4	0.0%	2	0.0%	5	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	13	1.3%	48	0.2%	37	1.4%	178	0.3%	52	1.2%	251	0.3%
Sporting Goods, Hobby, Book, & Music Stores	18	1.8%	111	0.5%	35	1.3%	226	0.4%	59	1.4%	330	0.4%
General Merchandise Stores	11	1.1%	58	0.3%	27	1.0%	121	0.2%	34	0.8%	153	0.2%
Transportation & Warehousing	13	1.3%	114	0.6%	35	1.3%	987	1.9%	59	1.4%	1,714	2.0%
Information	25	2.4%	441	2.2%	76	2.9%	1,472	2.8%	113	2.7%	2,276	2.6%
Finance & Insurance	74	7.2%	1,628	8.0%	168	6.5%	3,517	6.8%	245	5.8%	4,739	5.4%
Central Bank/Credit Intermediation & Related Activities	19	1.9%	643	3.2%	45	1.7%	1,369	2.6%	66	1.6%	1,820	2.1%
Securities & Commodity Contracts	35	3.4%	607	3.0%	88	3.4%	1,418	2.7%	130	3.1%	2,010	2.3%
Funds, Trusts & Other Financial Vehicles	19	1.9%	379	1.9%	35	1.3%	730	1.4%	48	1.1%	908	1.0%
Real Estate, Rental & Leasing	58	5.7%	582	2.9%	145	5.6%	1,277	2.5%	246	5.9%	1,935	2.2%
Professional, Scientific & Tech Services	223	21.8%	4,521	22.3%	520	20.0%	10,144	19.6%	761	18.1%	14,551	16.7%
Legal Services	139	13.6%	2,872	14.2%	305	11.7%	5,982	11.6%	418	9.9%	7,597	8.7%
Management of Companies & Enterprises	5	0.5%	428	2.1%	14	0.5%	873	1.7%	24	0.6%	1,118	1.3%
Administrative, Support & Waste Management Services	35	3.4%	1,045	5.1%	79	3.0%	2,002	3.9%	135	3.2%	2,745	3.2%
Educational Services	6	0.6%	170	0.8%	26	1.0%	849	1.6%	57	1.4%	2,419	2.8%
Health Care & Social Assistance	62	6.1%	2,293	11.3%	184	7.1%	8,691	16.8%	348	8.3%	21,509	24.7%
Arts, Entertainment & Recreation	12	1.2%	219	1.1%	44	1.7%	988	1.9%	85	2.0%	1,866	2.1%
Accommodation & Food Services	65	6.3%	1,448	7.1%	176	6.8%	3,008	5.8%	292	6.9%	5,220	6.0%
Accommodation	11	1.1%	941	4.6%	24	0.9%	1,690	3.3%	39	0.9%	2,352	2.7%
Food Services & Drinking Places	54	5.3%	506	2.5%	152	5.8%	1,318	2.5%	253	6.0%	2,868	3.3%
Other Services (except Public Administration)	88	8.6%	1,061	5.2%	229	8.8%	2,321	4.5%	371	8.8%	3,706	4.3%
Automotive Repair & Maintenance	2	0.2%	6	0.0%	6	0.2%	32	0.1%	10	0.2%	54	0.1%
Public Administration	52	5.1%	4,432	21.8%	140	5.4%	12,078	23.3%	212	5.0%	18,104	20.8%
Unclassified Establishments	183	17.9%	208	1.0%	458	17.6%	529	1.0%	773	18.4%	861	1.0%
Total	1,024	100.0%	20,292	100.0%	2,599	100.0%	51,733	100.0%	4,205	100.0%	87,086	100.0%

September 18, 2023