Market Profile

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Rings: 0.5, 1, 1.5 mile radii

	0.5 miles	1 mile	1.5 miles
Population Summary			
2010 Total Population	9,401	26,507	60,855
2020 Total Population	11,264	33,036	64,585
2020 Group Quarters	80	799	2,794
2024 Total Population	10,817	34,531	66,070
2024 Group Quarters	81	780	2,787
2029 Total Population	10,803	35,769	67,600
2024-2029 Annual Rate	-0.03%	0.71%	0.46%
2024 Total Daytime Population	13,700	108,242	162,465
Workers	10,528	97,879	139,139
Residents	3,172	10,363	23,326
Household Summary			
2010 Households	4,863	13,862	28,219
2010 Average Household Size	1.92	1.86	1.92
2020 Total Households	5,996	18,564	34,381
2020 Average Household Size	1.87	1.74	1.80
2024 Households	5,850	19,618	35,423
2024 Average Household Size	1.84	1.72	1.79
2029 Households	5,964	20,995	37,442
2029 Average Household Size	1.80	1.67	1.73
2024-2029 Annual Rate	0.39%	1.37%	1.11%
2010 Families	1,637	4,605	9,772
2010 Average Family Size	2.63	2.61	2.83
2024 Families	1,865	5,638	10,816
2024 Average Family Size	2.80	2.63	2.81
2029 Families	1,864	5,919	11,303
2029 Average Family Size	2.78	2.56	2.72
2024-2029 Annual Rate	-0.01%	0.98%	0.88%
Housing Unit Summary			
2000 Housing Units	5,082	12,790	28,956
Owner Occupied Housing Units	47.6%	42.1%	30.1%
Renter Occupied Housing Units	43.1%	43.1%	54.4%
Vacant Housing Units	9.4%	14.8%	15.5%
2010 Housing Units	5,614	16,478	34,052
Owner Occupied Housing Units	42.1%	35.2%	27.6%
Renter Occupied Housing Units	44.5%	48.9%	55.2%
Vacant Housing Units	13.4%	15.9%	17.1%
2020 Housing Units	6,937	21,736	40,681
Owner Occupied Housing Units	32.8%	26.4%	22.8%
Renter Occupied Housing Units	53.7%	59.0%	61.7%
Vacant Housing Units	12.9%	14.9%	15.4%
2024 Housing Units	6,833	23,764	43,201
Owner Occupied Housing Units	34.8%	25.7%	22.9%
Renter Occupied Housing Units	50.8%	56.8%	59.1%
Vacant Housing Units	14.4%	17.4%	18.0%
2029 Housing Units	6,974	24,682	44,569
Owner Occupied Housing Units	36.2%	26.6%	23.9%
Renter Occupied Housing Units	49.3%	58.4%	60.1%
Vacant Housing Units	14.5%	14.9%	16.0%

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

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

September 10, 2024

902 S Charles St, Baltimore, Maryland, 21230 2
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2024 Households by Income			
Household Income Base	5,850	19,618	35,418
<$15,000	8.6%	8.2%	14.5%
$15,000 - $24,999	5.7%	5.7%	6.8%
$25,000 - $34,999	2.3%	3.8%	4.8%
$35,000 - $49,999	4.5%	6.8%	7.7%
$50,000 - $74,999	10.6%	14.3%	13.4%
$75,000 - $99,999	11.6%	12.0%	11.0%
$100,000 - $149,999	21.6%	19.4%	16.2%
$150,000 - $199,999	11.3%	11.4%	9.8%
$200,000+	23.9%	18.2%	15.8%
Average Household Income	$157,783	$138,695	$122,623
2029 Households by Income			
Household Income Base	5,964	20,995	37,437
<$15,000	8.0%	7.7%	14.0%
$15,000 - $24,999	4.8%	4.6%	5.6%
$25,000 - $34,999	1.9%	3.2%	4.2%
$35,000 - $49,999	3.7%	5.7%	6.6%
$50,000 - $74,999	9.1%	13.0%	12.0%
$75,000 - $99,999	11.2%	11.9%	11.0%
$100,000 - $149,999	21.2%	19.3%	16.4%
$150,000 - $199,999	12.4%	12.7%	11.0%
$200,000+	27.5%	21.9%	19.2%
Average Household Income	$177,703	$158,801	$141,028
2024 Owner Occupied Housing Units by Value			
Total	2,379	6,102	9,873
<$50,000	0.4%	0.5%	1.4%
$50,000 - $99,999	0.0%	0.3%	1.0%
$100,000 - $149,999	0.7%	1.1%	2.6%
$150,000 - $199,999	0.8%	2.6%	3.6%
$200,000 - $249,999	3.5%	6.4%	7.1%
$250,000 - $299,999	8.2%	10.7%	10.8%
$300,000 - $399,999	22.2%	30.3%	30.3%
$400,000 - $499,999	27.4%	20.5%	17.4%
$500,000 - $749,999	29.2%	22.1%	19.9%
$750,000 - $999,999	3.5%	2.6%	3.6%
$1,000,000 - $1,499,999	3.7%	2.7%	1.9%
$1,500,000 - $1,999,999	0.1%	0.0%	0.1%
$2,000,000 +	0.2%	0.3%	0.2%
Average Home Value	$499,601	$448,488	$427,459
2029 Owner Occupied Housing Units by Value			
Total	2,523	6,568	10,630
<$50,000	0.1%	0.3%	1.1%
$50,000 - $99,999	0.0%	0.1%	0.6%
$100,000 - $149,999	0.1%	0.2%	1.1%
$150,000 - $199,999	0.1%	1.0%	1.6%
$200,000 - $249,999	1.0%	2.5%	3.3%
$250,000 - $299,999	3.2%	5.8%	6.2%
$300,000 - $399,999	13.8%	22.9%	24.5%
$400,000 - $499,999	25.9%	22.3%	18.9%
$500,000 - $749,999	45.9%	36.3%	33.2%
$750,000 - $999,999	5.3%	4.3%	6.2%
$1,000,000 - $1,499,999	4.5%	4.1%	3.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	$568,520	$523,991	$505,800

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

September 10, 2024

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Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

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Median Household Income			
2024	$111,355	$97,371	$80,209
2029	$121,236	$107,086	$90,775
Median Home Value			
2024	$451,534	$393,797	$377,525
2029	$531,628	$477,170	$461,901
Per Capita Income			
2024	$85,762	$78,117	$65,780
2029	$98,623	$92,267	$78,114
Median Age			
2010	32.2	31.3	31.9
2020	31.7	31.6	32.4
2024	32.1	32.4	33.0
2029	33.3	33.6	34.4
2020 Population by Age			
Total	11,264	33,036	64,585
0 - 4	3.6%	3.5%	4.0%
5 - 9	2.4%	2.4%	3.2%
10 - 14	1.8%	2.0%	3.1%
15 - 24	14.1%	13.7%	13.0%
25 - 34	37.4%	39.2%	34.4%
35 - 44	11.8%	14.1%	14.6%
45 - 54	7.4%	8.3%	9.0%
55 - 64	8.3%	8.0%	9.2%
65 - 74	8.1%	5.7%	6.2%
75 - 84	3.9%	2.5%	2.5%
85 +	1.1%	0.7%	0.7%
18 +	91.0%	91.0%	88.0%
2024 Population by Age			
Total	10,818	34,530	66,070
0 - 4	3.6%	3.5%	4.0%
5 - 9	2.1%	2.3%	3.1%
10 - 14	1.5%	1.7%	2.7%
15 - 24	10.1%	10.2%	10.8%
25 - 34	43.6%	42.5%	36.3%
35 - 44	12.8%	16.3%	16.6%
45 - 54	6.4%	7.6%	8.6%
55 - 64	7.0%	7.0%	8.3%
65 - 74	7.6%	5.4%	6.1%
75 - 84	4.3%	2.7%	2.8%
85 +	1.1%	0.7%	0.8%
18 +	91.9%	91.5%	88.5%
2029 Population by Age			
Total	10,803	35,769	67,601
0 - 4	3.4%	3.3%	3.8%
5 - 9	2.1%	2.4%	3.1%
10 - 14	1.6%	1.9%	2.9%
15 - 24	8.8%	9.8%	10.6%
25 - 34	40.2%	37.6%	31.5%
35 - 44	16.1%	19.3%	19.3%
45 - 54	6.9%	8.6%	9.8%
55 - 64	6.6%	6.8%	7.9%
65 - 74	7.7%	5.8%	6.7%
75 - 84	5.2%	3.4%	3.6%
85 +	1.4%	0.9%	0.9%
18 +	91.9%	91.2%	88.5%

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

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2020 Population by Sex			
Males	5,769	16,607	32,335
Females	5,495	16,429	32,250
2024 Population by Sex			
Males	5,681	17,746	33,672
Females	5,136	16,785	32,398
2029 Population by Sex			
Males	5,640	18,241	34,185
Females	5,163	17,528	33,415
2010 Population by Race/Ethnicity			
Total	9,399	26,507	60,856
White Alone	81.4%	70.9%	51.5%
Black Alone	12.7%	18.9%	38.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.2%	6.6%	5.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.9%	1.1%	1.8%
Two or More Races	1.6%	2.2%	2.3%
Hispanic Origin	3.0%	3.8%	4.8%
Diversity Index	36.1	49.7	61.9
2020 Population by Race/Ethnicity			
Total	11,264	33,036	64,585
White Alone	74.3%	62.4%	50.8%
Black Alone	12.5%	19.7%	32.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	5.1%	8.6%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	2.0%	3.0%
Two or More Races	6.7%	7.0%	6.8%
Hispanic Origin	5.0%	5.8%	6.8%
Diversity Index	48.0	60.7	67.5
2024 Population by Race/Ethnicity			
Total	10,817	34,531	66,069
White Alone	72.8%	59.9%	48.9%
Black Alone	12.9%	20.3%	32.5%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	5.3%	9.2%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	2.3%	3.2%
Two or More Races	7.4%	8.1%	7.5%
Hispanic Origin	5.6%	6.9%	7.7%
Diversity Index	50.4	63.8	69.4
2029 Population by Race/Ethnicity			
Total	10,803	35,768	67,599
White Alone	70.8%	57.5%	47.0%
Black Alone	13.5%	20.8%	32.9%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	5.7%	9.8%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.5%	3.5%
Two or More Races	8.1%	9.0%	8.2%
Hispanic Origin	6.2%	7.9%	8.4%
Diversity Index	53.1	66.5	71.0

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

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2020 Population by Relationship and Household Type			
Total	11,264	33,036	64,585
In Households	99.3%	97.6%	95.7%
Householder	53.6%	55.3%	53.2%
Opposite-Sex Spouse	12.7%	11.1%	9.5%
Same-Sex Spouse	0.4%	0.5%	0.5%
Opposite-Sex Unmarried Partner	5.8%	5.6%	4.9%
Same-Sex Unmarried Partner	0.3%	0.5%	0.5%
Biological Child	10.1%	10.3%	13.7%
Adopted Child	0.2%	0.2%	0.2%
Stepchild	0.2%	0.2%	0.3%
Grandchild	0.6%	0.7%	1.2%
Brother or Sister	0.7%	1.0%	1.1%
Parent	0.3%	0.4%	0.6%
Parent-in-law	0.0%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.1%	0.1%
Other Relatives	0.5%	0.6%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	13.8%	10.9%	8.9%
In Group Quarters	0.7%	2.4%	4.3%
Institutionalized	0.0%	0.0%	2.3%
Noninstitutionalized	0.7%	2.4%	2.0%
2024 Population 25+ by Educational Attainment			
Total	8,951	28,408	52,464
Less than 9th Grade	1.6%	1.3%	1.9%
9th - 12th Grade, No Diploma	3.3%	2.8%	5.1%
High School Graduate	4.9%	6.7%	10.9%
GED/Alternative Credential	1.9%	2.6%	3.8%
Some College, No Degree	8.6%	9.9%	12.2%
Associate Degree	2.3%	3.1%	3.3%
Bachelor's Degree	41.4%	39.3%	32.9%
Graduate/Professional Degree	35.9%	34.4%	30.0%
2024 Population 15+ by Marital Status			
Total	10,042	31,930	59,592
Never Married	49.3%	57.8%	59.3%
Married	38.3%	31.2%	28.8%
Widowed	3.8%	2.2%	2.7%
Divorced	8.6%	8.9%	9.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,801	24,695	42,804
Population 16+ Employed	99.2%	98.7%	97.8%
Population 16+ Unemployment rate	0.8%	1.3%	2.2%
Population 16-24 Employed	11.8%	9.7%	9.6%
Population 16-24 Unemployment rate	0.4%	4.5%	4.2%
Population 25-54 Employed	77.3%	80.3%	79.0%
Population 25-54 Unemployment rate	0.7%	0.9%	1.6%
Population 55-64 Employed	6.6%	6.9%	8.3%
Population 55-64 Unemployment rate	2.9%	1.9%	3.5%
Population 65+ Employed	4.3%	3.2%	3.1%
Population 65+ Unemployment rate	0.0%	2.2%	8.6%

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2024 Employed Population 16+ by Industry			
Total	7,740	24,363	41,849
Agriculture/Mining	0.1%	0.0%	0.1%
Construction	3.8%	3.9%	3.9%
Manufacturing	3.9%	4.1%	4.5%
Wholesale Trade	1.1%	0.9%	0.9%
Retail Trade	5.5%	4.4%	5.3%
Transportation/Utilities	3.9%	4.2%	4.6%
Information	2.2%	2.5%	2.5%
Finance/Insurance/Real Estate	8.2%	7.0%	7.1%
Services	65.1%	65.3%	63.7%
Public Administration	6.2%	7.7%	7.4%
2024 Employed Population 16+ by Occupation			
Total	7,740	24,362	41,850
White Collar	89.8%	87.8%	84.9%
Management/Business/Financial	36.6%	30.7%	27.3%
Professional	43.9%	47.3%	46.1%
Sales	4.9%	4.3%	4.9%
Administrative Support	4.3%	5.4%	6.6%
Services	7.3%	7.2%	9.0%
Blue Collar	2.9%	5.0%	6.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.3%	0.7%	1.0%
Installation/Maintenance/Repair	0.6%	1.0%	1.1%
Production	0.5%	0.6%	1.0%
Transportation/Material Moving	1.5%	2.7%	3.0%
2020 Households by Type			
Total	5,996	18,564	34,381
Married Couple Households	24.6%	21.0%	18.7%
With Own Children <18	6.6%	5.4%	5.2%
Without Own Children <18	18.1%	15.6%	13.6%
Cohabitating Couple Households	11.5%	11.0%	10.2%
With Own Children <18	0.8%	0.8%	1.0%
Without Own Children <18	10.7%	10.2%	9.2%
Male Householder, No Spouse/Partner	31.4%	33.1%	32.6%
Living Alone	21.7%	25.1%	25.1%
65 Years and over	4.8%	3.0%	4.0%
With Own Children <18	0.6%	0.8%	0.9%
Without Own Children <18, With Relatives	1.8%	1.8%	2.0%
No Relatives Present	7.3%	5.5%	4.6%
Female Householder, No Spouse/Partner	32.5%	34.8%	38.4%
Living Alone	21.1%	23.9%	25.0%
65 Years and over	7.2%	4.1%	4.9%
With Own Children <18	1.9%	2.4%	4.5%
Without Own Children <18, With Relatives	3.1%	3.4%	4.5%
No Relatives Present	6.3%	5.2%	4.4%
2020 Households by Size			
Total	5,996	18,564	34,381
1 Person Household	42.8%	49.0%	50.1%
2 Person Household	36.8%	33.3%	30.9%
3 Person Household	11.6%	10.1%	10.2%
4 Person Household	6.2%	4.8%	5.1%
5 Person Household	1.6%	1.6%	2.1%
6 Person Household	0.5%	0.7%	0.9%
7 + Person Household	0.5%	0.4%	0.6%

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2020 Households by Tenure and Mortgage Status			
Total	5,996	18,564	34,381
Owner Occupied	37.9%	30.9%	27.0%
Owned with a Mortgage/Loan	29.8%	24.7%	21.6%
Owned Free and Clear	8.1%	6.2%	5.4%
Renter Occupied	62.1%	69.1%	73.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	90	90	77
Percent of Income for Mortgage	25.4%	25.3%	29.5%
Wealth Index	102	85	74
2020 Housing Units By Urban/ Rural Status			
Total	6,937	21,736	40,681
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	11,264	33,036	64,585
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Retirement Communities (9E)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Laptops and Lattes (3A)	Emerald City (8B)	Emerald City (8B)
2024 Consumer Spending			
Apparel & Services: Total $	$21,298,878	$63,253,702	$102,615,702
Average Spent	$3,640.83	$3,224.27	$2,896.87
Spending Potential Index	153	135	122
Education: Total $	$15,003,834	$44,651,679	$70,695,203
Average Spent	$2,564.76	$2,276.06	$1,995.74
Spending Potential Index	148	132	115
Entertainment/Recreation: Total $	$32,083,407	$94,308,756	$151,033,960
Average Spent	$5,484.34	$4,807.26	$4,263.73
Spending Potential Index	134	118	104
Food at Home: Total $	$62,553,099	$181,826,780	$294,940,237
Average Spent	$10,692.84	$9,268.36	$8,326.24
Spending Potential Index	146	127	114
Food Away from Home: Total $	$34,569,696	$102,667,505	$163,806,733
Average Spent	$5,909.35	$5,233.33	$4,624.30
Spending Potential Index	152	134	119
Health Care: Total $	$55,916,923	$161,033,971	$263,488,296
Average Spent	$9,558.45	$8,208.48	$7,438.34
Spending Potential Index	124	107	97
HH Furnishings & Equipment: Total $	$24,855,440	$73,650,974	$118,486,546
Average Spent	$4,248.79	$3,754.25	$3,344.90
Spending Potential Index	134	119	106
Personal Care Products & Services: Total $	$8,874,114	$26,044,481	$41,512,606
Average Spent	$1,516.94	$1,327.58	$1,171.91
Spending Potential Index	152	133	118
Shelter: Total $	$232,831,763	$681,912,138	$1,086,664,678
Average Spent	$39,800.30	$34,759.51	$30,676.81
Spending Potential Index	149	130	115
Support Payments/Cash Contributions/Gifts in Kind: Total $	$23,032,731	$66,870,309	$107,906,268
Average Spent	$3,937.22	$3,408.62	$3,046.22
Spending Potential Index	112	97	87
Travel: Total $	$24,508,586	$72,530,580	$114,401,036
Average Spent	$4,189.50	$3,697.14	$3,229.57
Spending Potential Index	138	122	106
Vehicle Maintenance & Repairs: Total $	$11,819,047	$34,709,861	$56,460,362
Average Spent	$2,020.35	$1,769.29	$1,593.89
Spending Potential Index	136	119	108

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

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

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

September 10, 2024

Restaurant Market Potential

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

Demographic Summary	2024	2029
Population	10,817	10,803
Population 18+	9,946	9,925
Households	5,850	5,964
Median Household Income	$111,355	$121,236

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	6,528	65.6%	92
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,837	18.5%	79
Spent $1-30 at Family Restaurant/Steak House/30 Days	591	5.9%	100
Spent $31-50 at Family Restaurant/Steak House/30 Days	702	7.1%	79
Spent $51-100 at Family Restaurant/Steak House/30 Days	1,328	13.4%	84
Spent $101-200 at Family Restaurant/Steak House/30 Days	910	9.1%	78
Spent $201+ at Family Restaurant/Steak House/30 Days	566	5.7%	85
Spent $1-100 at Fine Dining Restaurants/30 Days	388	3.9%	112
Spent $101-200 at Fine Dining Restaurants/30 Days	431	4.3%	150
Spent $201+ at Fine Dining Restaurants/30 Days	457	4.6%	164
Went for Breakfast at Family Restaurant/Steak House/6 Mo	932	9.4%	76
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,605	16.1%	86
Went for Dinner at Family Restaurant/Steak House/6 Mo	4,355	43.8%	93
Went for Snacks at Family Restaurant/Steak House/6 Mo	174	1.7%	105
Went on Workday to Family Restaurant/Steak House/6 Mo	2,820	28.4%	87
Went on Weekend to Family Restaurant/Steak House/6 Mo	3,793	38.1%	95
Went to Applebee`s/6 Mo	1,174	11.8%	77
Went to Bob Evans/6 Mo	120	1.2%	49
Went to Buffalo Wild Wings/6 Mo	798	8.0%	89
Went to California Pizza Kitchen/6 Mo	262	2.6%	149
Went to Carrabba`s/6 Mo	186	1.9%	87
Went to The Cheesecake Factory/6 Mo	904	9.1%	129
Went to Chili`s Grill & Bar/6 Mo	660	6.6%	69
Went to Cracker Barrel/6 Mo	568	5.7%	52
Went to Denny`s/6 Mo	481	4.8%	72
Went to Golden Corral/6 Mo	278	2.8%	66
Went to IHOP/6 Mo	662	6.7%	86
Went to Logan`s Roadhouse/6 Mo	115	1.2%	61
Went to Longhorn Steakhouse/6 Mo	472	4.7%	76
Went to Olive Garden/6 Mo	1,088	10.9%	70
Went to Outback Steakhouse/6 Mo	632	6.4%	79
Went to Red Lobster/6 Mo	552	5.5%	75
Went to Red Robin/6 Mo	406	4.1%	75
Went to Ruby Tuesday/6 Mo	105	1.1%	60
Went to Texas Roadhouse/6 Mo	912	9.2%	71
Went to T.G.I. Friday`s/6 Mo	179	1.8%	73
Went to Waffle House/6 Mo	336	3.4%	64
Went to Fast Food/Drive-In Restaurant/6 Mo	8,890	89.4%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,433	34.5%	87
Spent $1-10 at Fast Food Restaurant/30 Days	394	4.0%	111
Spent $11-20 at Fast Food Restaurant/30 Days	856	8.6%	105
Spent $21-40 at Fast Food Restaurant/30 Days	1,786	18.0%	112
Spent $41-50 at Fast Food Restaurant/30 Days	916	9.2%	100
Spent $51-100 at Fast Food Restaurant/30 Days	1,746	17.6%	86
Spent $101-200 at Fast Food Restaurant/30 Days	1,168	11.7%	91
Spent $201+ at Fast Food Restaurant/30 Days	438	4.4%	75
Ordered Eat-In Fast Food/6 Mo	2,691	27.1%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

September 10, 2024

Restaurant Market Potential

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,586	15.9%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,604	46.3%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,627	26.4%	116
Bought Breakfast at Fast Food Restaurant/6 Mo	3,237	32.5%	91
Bought Lunch at Fast Food Restaurant/6 Mo	5,051	50.8%	94
Bought Dinner at Fast Food Restaurant/6 Mo	5,451	54.8%	101
Bought Snack at Fast Food Restaurant/6 Mo	1,549	15.6%	111
Bought from Fast Food Restaurant on Weekday/6 Mo	6,236	62.7%	95
Bought from Fast Food Restaurant on Weekend/6 Mo	5,246	52.7%	100
Bought A&W/6 Mo	157	1.6%	73
Bought Arby`s/6 Mo	1,065	10.7%	59
Bought Baskin-Robbins/6 Mo	314	3.2%	94
Bought Boston Market/6 Mo	235	2.4%	132
Bought Burger King/6 Mo	2,143	21.5%	79
Bought Captain D`s/6 Mo	113	1.1%	40
Bought Carl`s Jr./6 Mo	423	4.3%	90
Bought Checkers/6 Mo	171	1.7%	72
Bought Chick-Fil-A/6 Mo	3,207	32.2%	96
Bought Chipotle Mexican Grill/6 Mo	2,428	24.4%	142
Bought Chuck E. Cheese`s/6 Mo	87	0.9%	58
Bought Church`s Fried Chicken/6 Mo	219	2.2%	73
Bought Cold Stone Creamery/6 Mo	285	2.9%	93
Bought Dairy Queen/6 Mo	1,080	10.9%	69
Bought Del Taco/6 Mo	303	3.0%	84
Bought Domino`s Pizza/6 Mo	1,646	16.5%	99
Bought Dunkin` Donuts/6 Mo	1,794	18.0%	122
Bought Five Guys/6 Mo	1,170	11.8%	119
Bought Hardee`s/6 Mo	171	1.7%	34
Bought Jack in the Box/6 Mo	427	4.3%	63
Bought Jersey Mike`s/6 Mo	821	8.3%	97
Bought Jimmy John`s/6 Mo	679	6.8%	111
Bought KFC/6 Mo	1,228	12.3%	71
Bought Krispy Kreme Doughnuts/6 Mo	641	6.4%	97
Bought Little Caesars/6 Mo	835	8.4%	69
Bought Long John Silver`s/6 Mo	90	0.9%	35
Bought McDonald`s/6 Mo	4,404	44.3%	89
Bought Panda Express/6 Mo	1,389	14.0%	106
Bought Panera Bread/6 Mo	1,472	14.8%	110
Bought Papa John`s/6 Mo	760	7.6%	92
Bought Papa Murphy`s/6 Mo	196	2.0%	58
Bought Pizza Hut/6 Mo	771	7.8%	63
Bought Popeyes Chicken/6 Mo	1,403	14.1%	102
Bought Sonic Drive-In/6 Mo	695	7.0%	62
Bought Starbucks/6 Mo	2,747	27.6%	130
Bought Steak `N Shake/6 Mo	162	1.6%	57
Bought Subway/6 Mo	1,784	17.9%	79
Bought Taco Bell/6 Mo	2,387	24.0%	87
Bought Wendy`s/6 Mo	2,249	22.6%	84
Bought Whataburger/6 Mo	414	4.2%	70
Bought White Castle/6 Mo	224	2.3%	94
Bought Wing-Stop/6 Mo	366	3.7%	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.
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September 10, 2024

902 S Charles St, Baltimore, Maryland, 21230 2
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902 S Charles St, Baltimore, Maryland, 21230
Latitude: 39.27877
Ring: 0.5 mile radius
Longitude: -76.61471

Went to Fine Dining Restaurant/6 Mo	2,080	20.9%	135
Went to Fine Dining Restaurant/30 Days	1,586	15.9%	136
Went to Fine Dining Restaurant 2+ Times/30 Days	910	9.1%	167
Used DoorDash Site/App for Take-Out/Del/30 Days	1,743	17.5%	139
Used Grubhub Site/App for Take-Out/Del/30 Days	912	9.2%	199
Used Postmates Site/App for Take-Out/Del/30 Days	225	2.3%	202
Used Restrnt Site/App for Take-Out/Del/30 Days	2,235	22.5%	103
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,274	12.8%	178
Used Yelp Site/App for Take-Out/Del/30 Days	198	2.0%	151

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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September 10, 2024

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

Demographic Summary	2024	2029
Population	34,531	35,769
Population 18+	31,596	32,639
Households	19,618	20,995
Median Household Income	$97,371	$107,086

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	20,859	66.0%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days	5,819	18.4%	79
Spent $1-30 at Family Restaurant/Steak House/30 Days	1,831	5.8%	98
Spent $31-50 at Family Restaurant/Steak House/30 Days	2,354	7.5%	84
Spent $51-100 at Family Restaurant/Steak House/30 Days	4,319	13.7%	86
Spent $101-200 at Family Restaurant/Steak House/30 Days	2,910	9.2%	78
Spent $201+ at Family Restaurant/Steak House/30 Days	1,890	6.0%	89
Spent $1-100 at Fine Dining Restaurants/30 Days	1,290	4.1%	117
Spent $101-200 at Fine Dining Restaurants/30 Days	1,344	4.3%	148
Spent $201+ at Fine Dining Restaurants/30 Days	1,486	4.7%	168
Went for Breakfast at Family Restaurant/Steak House/6 Mo	2,960	9.4%	76
Went for Lunch at Family Restaurant/Steak House/6 Mo	5,244	16.6%	88
Went for Dinner at Family Restaurant/Steak House/6 Mo	14,105	44.6%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo	635	2.0%	121
Went on Workday to Family Restaurant/Steak House/6 Mo	8,953	28.3%	87
Went on Weekend to Family Restaurant/Steak House/6 Mo	12,331	39.0%	97
Went to Applebee`s/6 Mo	3,577	11.3%	74
Went to Bob Evans/6 Mo	380	1.2%	49
Went to Buffalo Wild Wings/6 Mo	2,787	8.8%	98
Went to California Pizza Kitchen/6 Mo	851	2.7%	152
Went to Carrabba`s/6 Mo	510	1.6%	75
Went to The Cheesecake Factory/6 Mo	2,943	9.3%	132
Went to Chili`s Grill & Bar/6 Mo	2,311	7.3%	76
Went to Cracker Barrel/6 Mo	1,894	6.0%	54
Went to Denny`s/6 Mo	1,542	4.9%	73
Went to Golden Corral/6 Mo	843	2.7%	63
Went to IHOP/6 Mo	2,187	6.9%	89
Went to Logan`s Roadhouse/6 Mo	384	1.2%	64
Went to Longhorn Steakhouse/6 Mo	1,467	4.6%	74
Went to Olive Garden/6 Mo	3,681	11.7%	74
Went to Outback Steakhouse/6 Mo	2,091	6.6%	82
Went to Red Lobster/6 Mo	1,733	5.5%	74
Went to Red Robin/6 Mo	1,403	4.4%	82
Went to Ruby Tuesday/6 Mo	335	1.1%	60
Went to Texas Roadhouse/6 Mo	3,110	9.8%	76
Went to T.G.I. Friday`s/6 Mo	660	2.1%	84
Went to Waffle House/6 Mo	1,208	3.8%	72
Went to Fast Food/Drive-In Restaurant/6 Mo	28,417	89.9%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	11,149	35.3%	89
Spent $1-10 at Fast Food Restaurant/30 Days	1,211	3.8%	108
Spent $11-20 at Fast Food Restaurant/30 Days	2,833	9.0%	110
Spent $21-40 at Fast Food Restaurant/30 Days	5,506	17.4%	108
Spent $41-50 at Fast Food Restaurant/30 Days	2,828	9.0%	98
Spent $51-100 at Fast Food Restaurant/30 Days	5,685	18.0%	88
Spent $101-200 at Fast Food Restaurant/30 Days	3,850	12.2%	94
Spent $201+ at Fast Food Restaurant/30 Days	1,542	4.9%	83
Ordered Eat-In Fast Food/6 Mo	8,649	27.4%	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 2024 and 2029.

September 10, 2024

Restaurant Market Potential

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	5,055	16.0%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	15,077	47.7%	90
Ordered Take-Out/Walk-In Fast Food/6 Mo	8,448	26.7%	118
Bought Breakfast at Fast Food Restaurant/6 Mo	10,507	33.3%	93
Bought Lunch at Fast Food Restaurant/6 Mo	16,252	51.4%	96
Bought Dinner at Fast Food Restaurant/6 Mo	17,516	55.4%	102
Bought Snack at Fast Food Restaurant/6 Mo	5,053	16.0%	114
Bought from Fast Food Restaurant on Weekday/6 Mo	20,129	63.7%	96
Bought from Fast Food Restaurant on Weekend/6 Mo	17,059	54.0%	102
Bought A&W/6 Mo	494	1.6%	72
Bought Arby`s/6 Mo	3,562	11.3%	62
Bought Baskin-Robbins/6 Mo	1,073	3.4%	101
Bought Boston Market/6 Mo	654	2.1%	116
Bought Burger King/6 Mo	6,765	21.4%	79
Bought Captain D`s/6 Mo	383	1.2%	42
Bought Carl`s Jr./6 Mo	1,363	4.3%	92
Bought Checkers/6 Mo	601	1.9%	80
Bought Chick-Fil-A/6 Mo	10,670	33.8%	101
Bought Chipotle Mexican Grill/6 Mo	8,132	25.7%	150
Bought Chuck E. Cheese`s/6 Mo	317	1.0%	67
Bought Church`s Fried Chicken/6 Mo	743	2.4%	78
Bought Cold Stone Creamery/6 Mo	936	3.0%	96
Bought Dairy Queen/6 Mo	3,687	11.7%	74
Bought Del Taco/6 Mo	1,042	3.3%	91
Bought Domino`s Pizza/6 Mo	5,278	16.7%	100
Bought Dunkin` Donuts/6 Mo	5,723	18.1%	122
Bought Five Guys/6 Mo	3,819	12.1%	122
Bought Hardee`s/6 Mo	577	1.8%	37
Bought Jack in the Box/6 Mo	1,603	5.1%	75
Bought Jersey Mike`s/6 Mo	2,758	8.7%	103
Bought Jimmy John`s/6 Mo	2,184	6.9%	112
Bought KFC/6 Mo	3,883	12.3%	71
Bought Krispy Kreme Doughnuts/6 Mo	2,047	6.5%	97
Bought Little Caesars/6 Mo	2,888	9.1%	75
Bought Long John Silver`s/6 Mo	290	0.9%	35
Bought McDonald`s/6 Mo	14,363	45.5%	92
Bought Panda Express/6 Mo	4,517	14.3%	109
Bought Panera Bread/6 Mo	4,801	15.2%	113
Bought Papa John`s/6 Mo	2,553	8.1%	97
Bought Papa Murphy`s/6 Mo	658	2.1%	61
Bought Pizza Hut/6 Mo	2,688	8.5%	69
Bought Popeyes Chicken/6 Mo	4,519	14.3%	104
Bought Sonic Drive-In/6 Mo	2,477	7.8%	70
Bought Starbucks/6 Mo	9,091	28.8%	136
Bought Steak `N Shake/6 Mo	573	1.8%	63
Bought Subway/6 Mo	5,707	18.1%	80
Bought Taco Bell/6 Mo	7,765	24.6%	89
Bought Wendy`s/6 Mo	7,249	22.9%	85
Bought Whataburger/6 Mo	1,517	4.8%	80
Bought White Castle/6 Mo	674	2.1%	89
Bought Wing-Stop/6 Mo	1,254	4.0%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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902 S Charles St, Baltimore, Maryland, 21230 2   Prepared by Esri
902 S Charles St, Baltimore, Maryland, 21230   Latitude: 39.27877
Ring: 1 mile radius   Longitude: -76.61471

Went to Fine Dining Restaurant/6 Mo	6,776	21.4%	139
Went to Fine Dining Restaurant/30 Days	5,126	16.2%	139
Went to Fine Dining Restaurant 2+ Times/30 Days	2,797	8.9%	161
Used DoorDash Site/App for Take-Out/Del/30 Days	5,746	18.2%	145
Used Grubhub Site/App for Take-Out/Del/30 Days	2,979	9.4%	204
Used Postmates Site/App for Take-Out/Del/30 Days	645	2.0%	183
Used Restrnt Site/App for Take-Out/Del/30 Days	7,427	23.5%	108
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,267	13.5%	187
Used Yelp Site/App for Take-Out/Del/30 Days	662	2.1%	159

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

September 10, 2024

Restaurant Market Potential

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Ring: 1.5 mile radius

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

Demographic Summary	2024	2029
Population	66,070	67,600
Population 18+	58,482	59,803
Households	35,423	37,442
Median Household Income	$80,209	$90,775

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	37,923	64.8%	91
Went to Family Restaurant/Steak House 4+ Times/30 Days	11,242	19.2%	83
Spent $1-30 at Family Restaurant/Steak House/30 Days	3,329	5.7%	96
Spent $31-50 at Family Restaurant/Steak House/30 Days	4,384	7.5%	84
Spent $51-100 at Family Restaurant/Steak House/30 Days	8,002	13.7%	86
Spent $101-200 at Family Restaurant/Steak House/30 Days	5,248	9.0%	76
Spent $201+ at Family Restaurant/Steak House/30 Days	3,299	5.6%	84
Spent $1-100 at Fine Dining Restaurants/30 Days	2,190	3.7%	108
Spent $101-200 at Fine Dining Restaurants/30 Days	2,181	3.7%	129
Spent $201+ at Fine Dining Restaurants/30 Days	2,309	3.9%	141
Went for Breakfast at Family Restaurant/Steak House/6 Mo	5,516	9.4%	77
Went for Lunch at Family Restaurant/Steak House/6 Mo	9,423	16.1%	86
Went for Dinner at Family Restaurant/Steak House/6 Mo	25,138	43.0%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,197	2.0%	123
Went on Workday to Family Restaurant/Steak House/6 Mo	16,149	27.6%	85
Went on Weekend to Family Restaurant/Steak House/6 Mo	22,024	37.7%	94
Went to Applebee`s/6 Mo	7,263	12.4%	81
Went to Bob Evans/6 Mo	833	1.4%	58
Went to Buffalo Wild Wings/6 Mo	5,210	8.9%	99
Went to California Pizza Kitchen/6 Mo	1,435	2.5%	139
Went to Carrabba`s/6 Mo	1,029	1.8%	82
Went to The Cheesecake Factory/6 Mo	5,106	8.7%	124
Went to Chili`s Grill & Bar/6 Mo	4,365	7.5%	77
Went to Cracker Barrel/6 Mo	3,783	6.5%	59
Went to Denny`s/6 Mo	3,029	5.2%	77
Went to Golden Corral/6 Mo	1,945	3.3%	79
Went to IHOP/6 Mo	3,981	6.8%	88
Went to Logan`s Roadhouse/6 Mo	719	1.2%	64
Went to Longhorn Steakhouse/6 Mo	2,917	5.0%	80
Went to Olive Garden/6 Mo	6,864	11.7%	75
Went to Outback Steakhouse/6 Mo	3,983	6.8%	85
Went to Red Lobster/6 Mo	3,618	6.2%	84
Went to Red Robin/6 Mo	2,536	4.3%	80
Went to Ruby Tuesday/6 Mo	711	1.2%	69
Went to Texas Roadhouse/6 Mo	5,806	9.9%	77
Went to T.G.I. Friday`s/6 Mo	1,360	2.3%	94
Went to Waffle House/6 Mo	2,599	4.4%	84
Went to Fast Food/Drive-In Restaurant/6 Mo	51,460	88.0%	97
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	21,144	36.2%	91
Spent $1-10 at Fast Food Restaurant/30 Days	2,211	3.8%	106
Spent $11-20 at Fast Food Restaurant/30 Days	4,978	8.5%	104
Spent $21-40 at Fast Food Restaurant/30 Days	9,797	16.8%	104
Spent $41-50 at Fast Food Restaurant/30 Days	5,340	9.1%	100
Spent $51-100 at Fast Food Restaurant/30 Days	10,428	17.8%	87
Spent $101-200 at Fast Food Restaurant/30 Days	6,912	11.8%	91
Spent $201+ at Fast Food Restaurant/30 Days	2,864	4.9%	83
Ordered Eat-In Fast Food/6 Mo	15,457	26.4%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

September 10, 2024

Restaurant Market Potential

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Ring: 1.5 mile radius

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	9,300	15.9%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	27,300	46.7%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	14,736	25.2%	111
Bought Breakfast at Fast Food Restaurant/6 Mo	19,135	32.7%	91
Bought Lunch at Fast Food Restaurant/6 Mo	29,127	49.8%	93
Bought Dinner at Fast Food Restaurant/6 Mo	31,420	53.7%	99
Bought Snack at Fast Food Restaurant/6 Mo	8,860	15.1%	108
Bought from Fast Food Restaurant on Weekday/6 Mo	36,172	61.9%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	30,535	52.2%	99
Bought A&W/6 Mo	940	1.6%	74
Bought Arby`s/6 Mo	7,064	12.1%	66
Bought Baskin-Robbins/6 Mo	1,917	3.3%	98
Bought Boston Market/6 Mo	1,221	2.1%	117
Bought Burger King/6 Mo	13,339	22.8%	84
Bought Captain D`s/6 Mo	1,140	1.9%	68
Bought Carl`s Jr./6 Mo	2,430	4.2%	88
Bought Checkers/6 Mo	1,607	2.7%	115
Bought Chick-Fil-A/6 Mo	19,257	32.9%	98
Bought Chipotle Mexican Grill/6 Mo	13,870	23.7%	138
Bought Chuck E. Cheese`s/6 Mo	733	1.3%	84
Bought Church`s Fried Chicken/6 Mo	1,901	3.3%	108
Bought Cold Stone Creamery/6 Mo	1,697	2.9%	94
Bought Dairy Queen/6 Mo	6,741	11.5%	73
Bought Del Taco/6 Mo	1,768	3.0%	84
Bought Domino`s Pizza/6 Mo	9,672	16.5%	99
Bought Dunkin` Donuts/6 Mo	10,101	17.3%	117
Bought Five Guys/6 Mo	6,585	11.3%	114
Bought Hardee`s/6 Mo	1,409	2.4%	48
Bought Jack in the Box/6 Mo	2,940	5.0%	74
Bought Jersey Mike`s/6 Mo	4,824	8.2%	97
Bought Jimmy John`s/6 Mo	3,876	6.6%	108
Bought KFC/6 Mo	8,191	14.0%	81
Bought Krispy Kreme Doughnuts/6 Mo	3,836	6.6%	98
Bought Little Caesars/6 Mo	5,928	10.1%	83
Bought Long John Silver`s/6 Mo	840	1.4%	55
Bought McDonald`s/6 Mo	26,633	45.5%	92
Bought Panda Express/6 Mo	7,797	13.3%	101
Bought Panera Bread/6 Mo	8,241	14.1%	105
Bought Papa John`s/6 Mo	4,907	8.4%	101
Bought Papa Murphy`s/6 Mo	1,141	2.0%	58
Bought Pizza Hut/6 Mo	5,478	9.4%	76
Bought Popeyes Chicken/6 Mo	8,849	15.1%	110
Bought Sonic Drive-In/6 Mo	4,906	8.4%	74
Bought Starbucks/6 Mo	15,209	26.0%	123
Bought Steak `N Shake/6 Mo	1,164	2.0%	69
Bought Subway/6 Mo	10,924	18.7%	83
Bought Taco Bell/6 Mo	14,690	25.1%	91
Bought Wendy`s/6 Mo	14,131	24.2%	90
Bought Whataburger/6 Mo	2,761	4.7%	79
Bought White Castle/6 Mo	1,513	2.6%	108
Bought Wing-Stop/6 Mo	2,441	4.2%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

September 10, 2024

902 S Charles St, Baltimore, Maryland, 21230 2

902 S Charles St, Baltimore, Maryland, 21230

Ring: 1.5 mile radius

Went to Fine Dining Restaurant/6 Mo	11,241	19.2%	125
Went to Fine Dining Restaurant/30 Days	8,420	14.4%	123
Went to Fine Dining Restaurant 2+ Times/30 Days	4,491	7.7%	140
Used DoorDash Site/App for Take-Out/Del/30 Days	10,264	17.6%	140
Used Grubhub Site/App for Take-Out/Del/30 Days	5,112	8.7%	190
Used Postmates Site/App for Take-Out/Del/30 Days	1,153	2.0%	176
Used Restrnt Site/App for Take-Out/Del/30 Days	13,020	22.3%	102
Used Uber Eats Site/App for Take-Out/Del/30 Days	7,429	12.7%	176
Used Yelp Site/App for Take-Out/Del/30 Days	1,094	1.9%	142

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

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

September 10, 2024

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Rings: 0.5, 1, 1.5 mile radii

Data for all businesses in area	0.5 miles	1 mile	1.5 miles
Total Businesses:	844	4,788	7,550
Total Employees:	9,805	98,699	145,697
Total Population:	10,817	34,531	66,070
Employee/Population Ratio (per 100 Residents)	91	286	221

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.4%	21	0.2%	18	0.4%	223	0.2%	36	0.5%	423	0.3%
Construction	26	3.1%	254	2.6%	116	2.4%	1,174	1.2%	177	2.3%	1,724	1.2%
Manufacturing	15	1.8%	372	3.8%	105	2.2%	2,363	2.4%	170	2.3%	4,628	3.2%
Transportation	10	1.2%	144	1.5%	80	1.7%	840	0.9%	142	1.9%	2,470	1.7%
Communication	5	0.6%	60	0.6%	35	0.7%	453	0.5%	52	0.7%	533	0.4%
Utility	3	0.4%	27	0.3%	17	0.4%	1,060	1.1%	25	0.3%	1,784	1.2%
Wholesale Trade	11	1.3%	70	0.7%	81	1.7%	919	0.9%	135	1.8%	1,906	1.3%
Retail Trade Summary	157	18.6%	1,549	15.8%	685	14.3%	8,051	8.2%	1,163	15.4%	13,435	9.2%
Home Improvement	1	0.1%	16	0.2%	12	0.3%	280	0.3%	23	0.3%	461	0.3%
General Merchandise Stores	2	0.2%	8	0.1%	21	0.4%	120	0.1%	47	0.6%	237	0.2%
Food Stores	22	2.6%	128	1.3%	72	1.5%	486	0.5%	125	1.7%	929	0.6%
Auto Dealers & Gas Stations	4	0.5%	18	0.2%	21	0.4%	157	0.2%	37	0.5%	216	0.1%
Apparel & Accessory Stores	3	0.4%	11	0.1%	39	0.8%	810	0.8%	67	0.9%	2,847	2.0%
Furniture & Home Furnishings	6	0.7%	183	1.9%	29	0.6%	369	0.4%	50	0.7%	517	0.4%
Eating & Drinking Places	90	10.7%	1,076	11.0%	363	7.6%	5,025	5.1%	590	7.8%	6,996	4.8%
Miscellaneous Retail	29	3.4%	109	1.1%	129	2.7%	805	0.8%	225	3.0%	1,234	0.8%
Finance, Insurance, Real Estate Summary	116	13.7%	924	9.4%	614	12.8%	9,337	9.5%	899	11.9%	12,596	8.6%
Banks, Savings & Lending Institutions	18	2.1%	127	1.3%	97	2.0%	1,203	1.2%	139	1.8%	1,769	1.2%
Securities Brokers	17	2.0%	134	1.4%	136	2.8%	3,216	3.3%	184	2.4%	3,819	2.6%
Insurance Carriers & Agents	13	1.5%	89	0.9%	58	1.2%	1,361	1.4%	75	1.0%	1,947	1.3%
Real Estate, Holding, Other Investment Offices	69	8.2%	574	5.9%	323	6.7%	3,558	3.6%	501	6.6%	5,060	3.5%
Services Summary	348	41.2%	5,892	60.1%	2,171	45.3%	61,267	62.1%	3,340	44.2%	84,705	58.1%
Hotels & Lodging	9	1.1%	878	9.0%	57	1.2%	3,821	3.9%	81	1.1%	4,460	3.1%
Automotive Services	13	1.5%	288	2.9%	91	1.9%	952	1.0%	141	1.9%	1,352	0.9%
Movies & Amusements	19	2.3%	233	2.4%	77	1.6%	1,717	1.7%	124	1.6%	2,131	1.5%
Health Services	35	4.1%	315	3.2%	329	6.9%	22,760	23.1%	500	6.6%	31,586	21.7%
Legal Services	27	3.2%	379	3.9%	360	7.5%	7,072	7.2%	439	5.8%	7,966	5.5%
Education Institutions & Libraries	17	2.0%	523	5.3%	85	1.8%	4,710	4.8%	151	2.0%	7,368	5.1%
Other Services	228	27.0%	3,276	33.4%	1,171	24.5%	20,236	20.5%	1,906	25.2%	29,842	20.5%
Government	9	1.1%	431	4.4%	163	3.4%	12,071	12.2%	255	3.4%	20,262	13.9%
Unclassified Establishments	141	16.7%	59	0.6%	704	14.7%	940	1.0%	1,156	15.3%	1,231	0.8%
Totals	844	100.0%	9,805	100.0%	4,788	100.0%	98,699	100.0%	7,550	100.0%	145,697	100.0%

September 10, 2024

MACKENZIE

902 S Charles St, Baltimore, Maryland, 21230 2
902 S Charles St, Baltimore, Maryland, 21230
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri
Latitude: 39.27877
Longitude: -76.61471

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	6	0.1%	33	0.0%	11	0.1%	105	0.1%
Mining	0	0.0%	0	0.0%	4	0.1%	60	0.1%	7	0.1%	81	0.1%
Utilities	0	0.0%	6	0.1%	7	0.1%	847	0.9%	11	0.1%	1,322	0.9%
Construction	27	3.2%	276	2.8%	139	2.9%	1,431	1.4%	214	2.8%	2,083	1.4%
Manufacturing	18	2.1%	190	1.9%	97	2.0%	1,818	1.8%	151	2.0%	3,169	2.2%
Wholesale Trade	11	1.3%	70	0.7%	79	1.6%	910	0.9%	132	1.7%	1,882	1.3%
Retail Trade	59	7.0%	435	4.4%	298	6.2%	2,867	2.9%	535	7.1%	6,182	4.2%
Motor Vehicle & Parts Dealers	3	0.4%	13	0.1%	16	0.3%	114	0.1%	30	0.4%	164	0.1%
Furniture & Home Furnishings Stores	1	0.1%	4	0.0%	14	0.3%	91	0.1%	22	0.3%	145	0.1%
Electronics & Appliance Stores	4	0.5%	175	1.8%	13	0.3%	259	0.3%	20	0.3%	325	0.2%
Building Material & Garden Equipment & Supplies Dealers	1	0.1%	16	0.2%	11	0.2%	280	0.3%	22	0.3%	461	0.3%
Food & Beverage Stores	17	2.0%	85	0.9%	59	1.2%	363	0.4%	113	1.5%	767	0.5%
Health & Personal Care Stores	7	0.8%	61	0.6%	33	0.7%	251	0.3%	52	0.7%	334	0.2%
Gasoline Stations & Fuel Dealers	1	0.1%	5	0.1%	5	0.1%	43	0.0%	7	0.1%	52	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	5	0.6%	15	0.2%	51	1.1%	845	0.9%	87	1.2%	2,911	2.0%
Sporting Goods, Hobby, Book, & Music Stores	15	1.8%	47	0.5%	63	1.3%	463	0.5%	112	1.5%	695	0.5%
General Merchandise Stores	4	0.5%	13	0.1%	33	0.7%	159	0.2%	68	0.9%	328	0.2%
Transportation & Warehousing	6	0.7%	63	0.6%	57	1.2%	620	0.6%	103	1.4%	2,158	1.5%
Information	20	2.4%	449	4.6%	136	2.8%	2,228	2.3%	198	2.6%	3,616	2.5%
Finance & Insurance	49	5.8%	356	3.6%	298	6.2%	5,787	5.9%	408	5.4%	7,563	5.2%
Central Bank/Credit Intermediation & Related Activities	17	2.0%	119	1.2%	86	1.8%	1,050	1.1%	125	1.7%	1,596	1.1%
Securities & Commodity Contracts	20	2.4%	148	1.5%	153	3.2%	3,374	3.4%	206	2.7%	4,018	2.8%
Funds, Trusts & Other Financial Vehicles	13	1.5%	89	0.9%	59	1.2%	1,363	1.4%	76	1.0%	1,949	1.3%
Real Estate, Rental & Leasing	58	6.9%	487	5.0%	273	5.7%	2,369	2.4%	436	5.8%	3,759	2.6%
Professional, Scientific & Tech Services	114	13.5%	1,663	17.0%	858	17.9%	16,079	16.3%	1,175	15.6%	21,958	15.1%
Legal Services	29	3.4%	386	3.9%	373	7.8%	7,148	7.2%	458	6.1%	8,087	5.6%
Management of Companies & Enterprises	8	0.9%	69	0.7%	32	0.7%	1,096	1.1%	44	0.6%	1,277	0.9%
Administrative, Support & Waste Management Services	23	2.7%	292	3.0%	164	3.4%	3,100	3.1%	241	3.2%	4,175	2.9%
Educational Services	18	2.1%	520	5.3%	80	1.7%	4,600	4.7%	145	1.9%	7,225	5.0%
Health Care & Social Assistance	47	5.6%	844	8.6%	384	8.0%	24,270	24.6%	611	8.1%	33,781	23.2%
Arts, Entertainment & Recreation	24	2.8%	364	3.7%	97	2.0%	2,607	2.6%	172	2.3%	3,502	2.4%
Accommodation & Food Services	101	12.0%	1,967	20.1%	429	9.0%	8,897	9.0%	686	9.1%	11,544	7.9%
Accommodation	9	1.1%	878	9.0%	57	1.2%	3,821	3.9%	81	1.1%	4,460	3.1%
Food Services & Drinking Places	92	10.9%	1,090	11.1%	372	7.8%	5,076	5.1%	605	8.0%	7,085	4.9%
Other Services (except Public Administration)	109	12.9%	1,261	12.9%	482	10.1%	5,716	5.8%	858	11.4%	8,454	5.8%
Automotive Repair & Maintenance	4	0.5%	12	0.1%	18	0.4%	88	0.1%	40	0.5%	224	0.2%
Public Administration	9	1.1%	431	4.4%	166	3.5%	12,430	12.6%	258	3.4%	20,638	14.2%
Unclassified Establishments	141	16.7%	59	0.6%	703	14.7%	933	0.9%	1,155	15.3%	1,224	0.8%
Total	844	100.0%	9,805	100.0%	4,788	100.0%	98,699	100.0%	7,550	100.0%	145,697	100.0%

September 10, 2024