Market Profile

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

	0.5 miles	1 mile	1.5 miles
Population Summary			
2010 Total Population	4,148	33,661	66,690
2020 Total Population	5,927	39,178	72,089
2020 Group Quarters	5	557	2,949
2023 Total Population	6,071	38,270	71,215
2023 Group Quarters	5	557	2,929
2028 Total Population	6,903	38,708	72,465
2023-2028 Annual Rate	2.60%	0.23%	0.35%
2023 Total Daytime Population	17,102	79,232	183,521
Workers	15,363	66,688	158,530
Residents	1,739	12,544	24,991
Household Summary			
2010 Households	2,324	16,939	30,567
2010 Average Household Size	1.76	1.94	1.96
2020 Total Households	3,508	20,721	37,111
2020 Average Household Size	1.69	1.86	1.86
2023 Households	3,640	20,438	36,865
2023 Average Household Size	1.67	1.85	1.85
2028 Households	4,228	21,076	38,225
2028 Average Household Size	1.63	1.81	1.82
2023-2028 Annual Rate	3.04%	0.62%	0.73%
2010 Families	798	6,299	11,030
2010 Average Family Size	2.52	2.70	2.79
2023 Families	1,214	7,154	12,415
2023 Average Family Size	2.50	2.71	2.77
2028 Families	1,392	7,352	12,837
2028 Average Family Size	2.46	2.66	2.72
2023-2028 Annual Rate	2.77%	0.55%	0.67%
Housing Unit Summary			
2000 Housing Units	1,973	17,324	32,202
Owner Occupied Housing Units	34.9%	40.9%	36.5%
Renter Occupied Housing Units	45.0%	43.4%	47.8%
Vacant Housing Units	20.1%	15.7%	15.7%
2010 Housing Units	3,194	20,065	36,137
Owner Occupied Housing Units	28.8%	38.9%	34.7%
Renter Occupied Housing Units	43.9%	45.5%	49.9%
Vacant Housing Units	27.2%	15.6%	15.4%
2020 Housing Units	4,520	24,263	42,998
Owner Occupied Housing Units	23.8%	32.5%	29.1%
Renter Occupied Housing Units	53.8%	52.9%	57.2%
Vacant Housing Units	19.7%	14.4%	13.7%
2023 Housing Units	5,018	24,493	43,611
Owner Occupied Housing Units	28.3%	38.2%	34.5%
Renter Occupied Housing Units	44.3%	45.3%	50.0%
Vacant Housing Units	27.5%	16.6%	15.5%
2028 Housing Units	5,182	24,632	44,362
Owner Occupied Housing Units	28.2%	38.7%	34.8%
Renter Occupied Housing Units	53.4%	46.8%	51.4%
Vacant Housing Units	18.4%	14.4%	13.8%

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	3,640	20,438	36,860
<$15,000	7.3%	9.2%	11.7%
$15,000 - $24,999	3.9%	5.1%	6.2%
$25,000 - $34,999	3.0%	3.3%	4.2%
$35,000 - $49,999	4.7%	5.5%	6.5%
$50,000 - $74,999	12.5%	14.1%	16.3%
$75,000 - $99,999	10.0%	10.9%	10.6%
$100,000 - $149,999	16.4%	16.2%	15.7%
$150,000 - $199,999	13.3%	12.1%	10.6%
$200,000+	29.0%	23.5%	18.2%
Average Household Income	$180,303	$159,864	$136,968
2028 Households by Income			
Household Income Base	4,228	21,076	38,220
<$15,000	6.1%	8.0%	10.8%
$15,000 - $24,999	3.1%	4.2%	5.3%
$25,000 - $34,999	2.3%	2.7%	3.7%
$35,000 - $49,999	3.9%	4.9%	5.9%
$50,000 - $74,999	10.8%	12.4%	15.0%
$75,000 - $99,999	8.8%	9.8%	9.9%
$100,000 - $149,999	15.8%	15.8%	15.6%
$150,000 - $199,999	15.6%	14.4%	12.4%
$200,000+	33.6%	27.9%	21.5%
Average Household Income	$205,897	$184,204	$156,359
2023 Owner Occupied Housing Units by Value			
Total	1,418	9,348	15,044
<$50,000	0.9%	0.5%	0.9%
$50,000 - $99,999	0.0%	0.1%	0.9%
$100,000 - $149,999	0.3%	0.6%	1.1%
$150,000 - $199,999	1.6%	2.3%	3.9%
$200,000 - $249,999	4.9%	7.8%	9.9%
$250,000 - $299,999	3.7%	7.4%	8.5%
$300,000 - $399,999	32.5%	34.2%	33.1%
$400,000 - $499,999	12.6%	17.6%	16.4%
$500,000 - $749,999	23.6%	22.1%	19.3%
$750,000 - $999,999	9.9%	4.8%	3.6%
$1,000,000 - $1,499,999	9.4%	2.4%	2.3%
$1,500,000 - $1,999,999	0.1%	0.1%	0.0%
$2,000,000 +	0.4%	0.1%	0.1%
Average Home Value	$557,752	$455,051	$427,974
2028 Owner Occupied Housing Units by Value			
Total	1,463	9,543	15,409
<$50,000	0.5%	0.3%	0.7%
$50,000 - $99,999	0.0%	0.1%	0.7%
$100,000 - $149,999	0.1%	0.3%	0.6%
$150,000 - $199,999	0.5%	1.0%	1.9%
$200,000 - $249,999	2.1%	4.2%	5.4%
$250,000 - $299,999	2.6%	5.3%	6.6%
$300,000 - $399,999	28.6%	32.1%	32.6%
$400,000 - $499,999	13.5%	19.8%	19.0%
$500,000 - $749,999	30.1%	28.6%	25.6%
$750,000 - $999,999	11.0%	5.6%	4.1%
$1,000,000 - $1,499,999	10.7%	2.8%	2.8%
$1,500,000 - $1,999,999	0.1%	0.0%	0.0%
$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	$598,564	$491,331	$467,371

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

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Median Household Income			
2023	$121,696	$104,027	$85,452
2028	$146,395	$121,003	$98,367
Median Home Value			
2023	$447,765	$391,471	$375,060
2028	$518,141	$434,418	$408,572
Per Capita Income			
2023	$110,421	$85,303	$71,204
2028	$128,626	$100,176	$82,782
Median Age			
2010	34.9	32.6	32.0
2020	34.5	32.7	32.3
2023	37.5	35.5	34.2
2028	38.0	36.5	35.2
2020 Population by Age			
Total	5,927	39,178	72,089
0 - 4	3.2%	4.5%	4.5%
5 - 9	2.1%	3.0%	3.2%
10 - 14	1.7%	2.7%	2.7%
15 - 24	10.4%	11.1%	11.9%
25 - 34	34.4%	36.2%	36.5%
35 - 44	15.0%	14.9%	14.8%
45 - 54	10.4%	8.9%	8.5%
55 - 64	10.4%	8.6%	8.4%
65 - 74	8.1%	6.7%	6.2%
75 - 84	3.6%	2.7%	2.6%
85 +	0.8%	0.8%	0.8%
18 +	92.2%	88.6%	88.2%
2023 Population by Age			
Total	6,070	38,269	71,218
0 - 4	3.5%	4.4%	4.4%
5 - 9	3.1%	3.5%	3.4%
10 - 14	2.5%	2.8%	2.9%
15 - 24	7.4%	9.5%	11.5%
25 - 34	27.7%	28.9%	30.1%
35 - 44	19.0%	17.2%	16.1%
45 - 54	10.8%	9.5%	9.1%
55 - 64	10.8%	10.3%	9.5%
65 - 74	9.7%	8.4%	7.7%
75 - 84	4.3%	4.3%	4.0%
85 +	1.4%	1.4%	1.4%
18 +	89.8%	87.9%	87.8%
2028 Population by Age			
Total	6,905	38,708	72,466
0 - 4	3.5%	4.5%	4.5%
5 - 9	2.9%	3.3%	3.3%
10 - 14	2.5%	2.7%	2.8%
15 - 24	8.8%	10.1%	12.1%
25 - 34	25.5%	26.1%	26.9%
35 - 44	20.4%	18.4%	17.5%
45 - 54	11.5%	10.2%	9.8%
55 - 64	9.0%	9.1%	8.7%
65 - 74	9.3%	8.5%	7.9%
75 - 84	5.2%	5.3%	4.9%
85 +	1.6%	1.6%	1.6%
18 +	89.9%	88.1%	87.9%
2020 Population by Sex			

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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Males	2,900	19,351	36,035
Females	3,027	19,827	36,054
2023 Population by Sex			
Males	3,093	19,085	35,955
Females	2,978	19,185	35,260
2028 Population by Sex			
Males	3,501	19,219	36,494
Females	3,402	19,489	35,971
2010 Population by Race/Ethnicity			
Total	4,149	33,660	66,691
White Alone	75.4%	71.0%	59.1%
Black Alone	14.1%	19.6%	31.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.5%	4.0%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	2.8%	2.4%
Two or More Races	2.5%	2.2%	2.1%
Hispanic Origin	6.0%	6.9%	6.3%
Diversity Index	47.4	52.5	60.2
2020 Population by Race/Ethnicity			
Total	5,927	39,178	72,089
White Alone	70.4%	67.1%	57.6%
Black Alone	8.7%	15.6%	24.8%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	10.4%	6.2%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	3.4%	3.6%
Two or More Races	7.5%	7.4%	7.0%
Hispanic Origin	6.5%	7.9%	8.0%
Diversity Index	54.3	58.6	65.6
2023 Population by Race/Ethnicity			
Total	6,071	38,270	71,214
White Alone	68.6%	65.6%	55.8%
Black Alone	9.0%	15.9%	25.5%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	11.0%	6.5%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	3.8%	3.9%
Two or More Races	8.0%	7.9%	7.4%
Hispanic Origin	7.3%	8.8%	8.7%
Diversity Index	56.9	60.8	67.3
2028 Population by Race/Ethnicity			
Total	6,903	38,707	72,466
White Alone	65.3%	62.8%	53.1%
Black Alone	9.0%	16.0%	25.9%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	12.6%	7.4%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	4.5%	4.6%
Two or More Races	9.2%	9.0%	8.3%
Hispanic Origin	8.6%	10.2%	10.1%
Diversity Index	61.2	64.4	70.2

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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2020 Population by Relationship and Household Type			
Total	5,927	39,178	72,089
In Households	99.9%	98.6%	95.9%
Householder	60.0%	52.8%	51.7%
Opposite-Sex Spouse	14.4%	12.7%	10.8%
Same-Sex Spouse	0.7%	0.5%	0.4%
Opposite-Sex Unmarried Partner	5.4%	5.6%	5.3%
Same-Sex Unmarried Partner	0.5%	0.4%	0.4%
Biological Child	10.1%	13.0%	13.2%
Adopted Child	0.2%	0.2%	0.2%
Stepchild	0.2%	0.2%	0.3%
Grandchild	0.4%	0.8%	1.1%
Brother or Sister	0.7%	0.9%	1.1%
Parent	0.5%	0.4%	0.6%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.1%	0.1%
Other Relatives	0.3%	0.7%	0.9%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	6.5%	10.2%	9.7%
In Group Quaters	0.1%	1.4%	4.1%
Institutionalized	0.0%	0.0%	2.8%
Noninstitutionalized	0.1%	1.4%	1.3%
2023 Population 25+ by Educational Attainment			
Total	5,070	30,566	55,390
Less than 9th Grade	0.5%	1.6%	1.8%
9th - 12th Grade, No Diploma	2.5%	3.9%	5.4%
High School Graduate	6.9%	8.6%	10.1%
GED/Alternative Credential	0.8%	2.5%	3.5%
Some College, No Degree	10.9%	8.9%	9.9%
Associate Degree	2.1%	2.7%	3.5%
Bachelor's Degree	33.2%	36.8%	33.8%
Graduate/Professional Degree	43.1%	34.9%	32.0%
2023 Population 15+ by Marital Status			
Total	5,518	34,184	63,614
Never Married	46.0%	50.4%	55.6%
Married	42.6%	38.2%	33.4%
Widowed	2.0%	2.8%	2.9%
Divorced	9.5%	8.5%	8.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,462	26,531	46,297
Population 16+ Employed	98.3%	98.0%	97.0%
Population 16+ Unemployment rate	1.7%	2.0%	3.0%
Population 16-24 Employed	7.9%	10.2%	11.7%
Population 16-24 Unemployment rate	2.5%	3.7%	5.4%
Population 25-54 Employed	72.4%	72.4%	72.5%
Population 25-54 Unemployment rate	0.7%	1.4%	2.1%
Population 55-64 Employed	12.9%	11.4%	10.3%
Population 55-64 Unemployment rate	1.0%	2.2%	4.3%
Population 65+ Employed	6.8%	6.1%	5.6%
Population 65+ Unemployment rate	12.2%	5.7%	6.6%

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2023 Employed Population 16+ by Industry			
Total	4,384	25,995	44,915
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	3.6%	4.0%	4.2%
Manufacturing	3.3%	5.4%	5.2%
Wholesale Trade	0.8%	1.0%	1.1%
Retail Trade	5.1%	5.0%	4.7%
Transportation/Utilities	1.6%	2.8%	3.7%
Information	3.2%	2.8%	2.6%
Finance/Insurance/Real Estate	6.8%	9.8%	8.9%
Services	63.5%	61.4%	62.0%
Public Administration	12.3%	7.7%	7.2%
2023 Employed Population 16+ by Occupation			
Total	4,386	25,994	44,912
White Collar	90.8%	89.6%	86.9%
Management/Business/Financial	29.8%	32.5%	28.7%
Professional	50.7%	45.6%	46.5%
Sales	4.2%	5.6%	5.2%
Administrative Support	6.1%	6.0%	6.5%
Services	6.7%	6.7%	7.5%
Blue Collar	2.5%	3.7%	5.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.7%	0.8%	1.1%
Installation/Maintenance/Repair	0.3%	0.5%	0.7%
Production	0.8%	0.9%	1.2%
Transportation/Material Moving	0.8%	1.5%	2.5%
2020 Households by Type			
Total	3,508	20,721	37,111
Married Couple Households	25.5%	24.9%	21.9%
With Own Children <18	5.1%	7.2%	6.4%
Without Own Children <18	20.4%	17.7%	15.5%
Cohabitating Couple Households	9.9%	11.4%	11.2%
With Own Children <18	0.5%	0.8%	1.0%
Without Own Children <18	9.4%	10.6%	10.2%
Male Householder, No Spouse/Partner	30.7%	29.4%	30.5%
Living Alone	24.9%	21.5%	22.7%
65 Years and over	3.4%	3.5%	3.7%
With Own Children <18	0.8%	0.8%	0.8%
Without Own Children <18, With Relatives	1.7%	1.9%	2.0%
No Relatives Present	3.4%	5.2%	5.0%
Female Householder, No Spouse/Partner	33.9%	34.4%	36.4%
Living Alone	25.4%	22.4%	23.4%
65 Years and over	3.8%	5.0%	4.9%
With Own Children <18	2.0%	3.2%	3.8%
Without Own Children <18, With Relatives	2.5%	3.6%	4.1%
No Relatives Present	4.0%	5.1%	5.1%
2020 Households by Size			
Total	3,508	20,721	37,111
1 Person Household	50.3%	43.9%	46.1%
2 Person Household	34.8%	35.5%	33.6%
3 Person Household	9.1%	11.5%	11.2%
4 Person Household	3.3%	5.7%	5.4%
5 Person Household	1.4%	2.0%	2.0%
6 Person Household	0.8%	0.8%	1.0%
7 + Person Household	0.3%	0.5%	0.6%

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2020 Households by Tenure and Mortgage Status			
Total	3,508	20,721	37,111
Owner Occupied	30.7%	38.0%	33.8%
Owned with a Mortgage/Loan	22.1%	30.6%	27.4%
Owned Free and Clear	8.6%	7.4%	6.3%
Renter Occupied	69.3%	62.0%	66.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	97	95	83
Percent of Income for Mortgage	22.1%	22.6%	26.4%
Wealth Index	138	119	97
2020 Housing Units By Urban/ Rural Status			
Total	4,520	24,263	42,998
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	5,927	39,178	72,089
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.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Exurbanites (1E)	Emerald City (8B)	Emerald City (8B)
2023 Consumer Spending			
Apparel & Services: Total $	$14,726,997	$73,150,924	$113,698,375
Average Spent	$4,045.88	$3,579.16	$3,084.18
Spending Potential Index	184	163	140
Education: Total $	$12,267,968	$60,341,900	$92,101,354
Average Spent	$3,370.32	$2,952.44	$2,498.34
Spending Potential Index	188	165	139
Entertainment/Recreation: Total $	$21,812,644	$109,388,781	$169,515,999
Average Spent	$5,992.48	$5,352.23	$4,598.29
Spending Potential Index	158	142	122
Food at Home: Total $	$41,675,188	$210,042,201	$327,498,929
Average Spent	$11,449.23	$10,277.04	$8,883.74
Spending Potential Index	168	151	131
Food Away from Home: Total $	$24,653,580	$120,943,129	$188,488,202
Average Spent	$6,772.96	$5,917.56	$5,112.93
Spending Potential Index	182	159	137
Health Care: Total $	$38,690,071	$198,116,625	$308,939,254
Average Spent	$10,629.14	$9,693.54	$8,380.29
Spending Potential Index	144	132	114
HH Furnishings & Equipment: Total $	$18,165,779	$90,453,510	$139,591,820
Average Spent	$4,990.60	$4,425.75	$3,786.57
Spending Potential Index	169	150	128
Personal Care Products & Services: Total $	$6,099,812	$30,315,162	$47,112,658
Average Spent	$1,675.77	$1,483.27	$1,277.98
Spending Potential Index	175	155	134
Shelter: Total $	$160,142,752	$797,504,345	$1,235,313,441
Average Spent	$43,995.26	$39,020.66	$33,509.11
Spending Potential Index	178	157	135
Support Payments/Cash Contributions/Gifts in Kind: Total $	$15,729,593	$81,166,365	$124,387,354
Average Spent	$4,321.32	$3,971.35	$3,374.13
Spending Potential Index	138	127	108
Travel: Total $	$13,592,506	$67,148,731	$103,334,733
Average Spent	$3,734.20	$3,285.48	$2,803.06
Spending Potential Index	166	146	125
Vehicle Maintenance & Repairs: Total $	$7,593,978	$37,872,301	$59,779,870
Average Spent	$2,086.26	$1,853.03	$1,621.59
Spending Potential Index	159	141	124

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.

May 16, 2024

MACKENZIE

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 0.5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	69.1%	Population	6,071	6,903
Laptops and Lattes (3A)	22.6%	Households	3,640	4,228
Exurbanites (1E)	4.6%	Families	1,214	1,392
City Commons (11E)	3.8%	Median Age	37.5	38.0
	0.0%	Median Household Income	$121,696	$146,395

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	184	$4,045.88	$14,726,997
Men's	186	$762.89	$2,776,911
Women's	178	$1,331.21	$4,845,608
Children's	176	$584.05	$2,125,927
Footwear	190	$947.53	$3,448,999
Watches & Jewelry	199	$336.29	$1,224,081
Apparel Products and Services (1)	188	$83.92	$305,471
Computer			
Computers and Hardware for Home Use	192	$490.27	$1,784,567
Portable Memory	176	$8.11	$29,524
Computer Software	218	$31.56	$114,882
Computer Accessories	177	$44.34	$161,394
Entertainment & Recreation	158	$5,992.48	$21,812,644
Fees and Admissions	163	$1,160.40	$4,223,855
Membership Fees for Clubs (2)	168	$466.21	$1,697,014
Fees for Participant Sports, excl. Trips	148	$176.61	$642,870
Tickets to Theatre/Operas/Concerts	165	$90.19	$328,290
Tickets to Movies	185	$51.10	$185,995
Tickets to Parks or Museums	165	$45.80	$166,724
Admission to Sporting Events, excl. Trips	166	$97.06	$353,309
Fees for Recreational Lessons	159	$230.73	$839,863
Dating Services	251	$2.69	$9,790
TV/Video/Audio	160	$2,163.83	$7,876,351
Cable and Satellite Television Services	147	$1,263.14	$4,597,831
Televisions	173	$252.83	$920,297
Satellite Dishes	173	$2.96	$10,774
VCRs, Video Cameras, and DVD Players	170	$8.19	$29,822
Miscellaneous Video Equipment	197	$24.88	$90,579
Video Cassettes and DVDs	181	$11.83	$43,046
Video Game Hardware/Accessories	206	$83.09	$302,462
Video Game Software	218	$42.27	$153,881
Rental/Streaming/Downloaded Video	185	$228.40	$831,364
Installation of Televisions	158	$2.54	$9,254
Audio (3)	176	$238.39	$867,743
Rental and Repair of TV/Radio/Sound Equipment	191	$5.30	$19,298
Pets	151	$1,391.79	$5,066,132
Toys/Games/Crafts/Hobbies (4)	171	$271.24	$987,316
Recreational Vehicles and Fees (5)	129	$193.47	$704,216
Sports/Recreation/Exercise Equipment (6)	161	$451.27	$1,642,609
Photo Equipment and Supplies (7)	189	$88.32	$321,497
Reading (8)	167	$211.68	$770,516
Catered Affairs (9)	199	$60.48	$220,151
Food	173	$18,222.19	$66,328,768
Food at Home	168	$11,449.23	$41,675,188
Bakery and Cereal Products	166	$1,465.50	$5,334,407
Meats, Poultry, Fish, and Eggs	168	$2,472.38	$8,999,461
Dairy Products	166	$1,094.59	$3,984,312
Fruits and Vegetables	171	$2,290.49	$8,337,383
Snacks and Other Food at Home (10)	169	$4,126.27	$15,019,625
Food Away from Home	182	$6,772.96	$24,653,580
Alcoholic Beverages	185	$1,250.89	$4,553,226

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 16, 2024

Retail Goods and Services Expenditures

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	145	$57,013.18	$207,527,988
Value of Retirement Plans	128	$180,476.03	$656,932,736
Value of Other Financial Assets	147	$12,598.79	$45,859,606
Vehicle Loan Amount excluding Interest	160	$5,821.95	$21,191,898
Value of Credit Card Debt	162	$5,115.90	$18,621,885
Health			
Nonprescription Drugs	145	$248.29	$903,775
Prescription Drugs	131	$483.69	$1,760,627
Eyeglasses and Contact Lenses	150	$167.48	$609,625
Home			
Mortgage Payment and Basics (11)	126	$16,333.20	$59,452,859
Maintenance and Remodeling Services	121	$4,590.78	$16,710,422
Maintenance and Remodeling Materials (12)	105	$827.07	$3,010,519
Utilities, Fuel, and Public Services	153	$8,890.21	$32,360,374
Household Furnishings and Equipment			
Household Textiles (13)	175	$214.34	$780,211
Furniture	170	$1,402.48	$5,105,030
Rugs	163	$67.76	$246,656
Major Appliances (14)	140	$737.38	$2,684,066
Housewares (15)	173	$186.47	$678,743
Small Appliances	187	$136.00	$495,057
Luggage	184	$26.43	$96,221
Telephones and Accessories	165	$177.79	$647,167
Household Operations			
Child Care	191	$989.11	$3,600,374
Lawn and Garden (16)	125	$840.37	$3,058,950
Moving/Storage/Freight Express	189	$169.89	$618,390
Housekeeping Supplies (17)	160	$1,492.99	$5,434,493
Insurance			
Owners and Renters Insurance	121	$944.49	$3,437,956
Vehicle Insurance	164	$3,563.22	$12,970,109
Life/Other Insurance	134	$931.57	$3,390,926
Health Insurance	145	$7,165.54	$26,082,559
Personal Care Products (18)	175	$966.76	$3,518,994
School Books and Supplies (19)	181	$242.10	$881,248
Smoking Products	169	$730.97	$2,660,728
Transportation			
Payments on Vehicles excluding Leases	156	$4,715.06	$17,162,807
Gasoline and Motor Oil	161	$4,072.31	$14,823,215
Vehicle Maintenance and Repairs	159	$2,086.26	$7,593,978
Travel			
Airline Fares	178	$829.02	$3,017,647
Lodging on Trips	159	$1,143.91	$4,163,816
Auto/Truck Rental on Trips	178	$141.49	$515,022
Food and Drink on Trips	169	$945.47	$3,441,510

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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May 16, 2024

Retail Goods and Services Expenditures

MACKENZIE

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	43.1%	Population	38,270	38,708
Laptops and Lattes (3A)	23.7%	Households	20,438	21,076
Emerald City (8B)	9.5%	Families	7,154	7,352
Retirement Communities (9E)	8.1%	Median Age	35.5	36.5
City Commons (11E)	5.8%	Median Household Income	$104,027	$121,003

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	163	$3,579.16	$73,150,924
Men's	164	$670.89	$13,711,590
Women's	158	$1,181.32	$24,143,814
Children's	154	$511.50	$10,454,056
Footwear	168	$839.46	$17,156,870
Watches & Jewelry	178	$299.62	$6,123,598
Apparel Products and Services (1)	172	$76.38	$1,560,996
Computer			
Computers and Hardware for Home Use	165	$423.34	$8,652,239
Portable Memory	154	$7.08	$144,623
Computer Software	187	$26.98	$551,342
Computer Accessories	157	$39.34	$804,056
Entertainment & Recreation	142	$5,352.23	$109,388,781
Fees and Admissions	145	$1,033.71	$21,126,899
Membership Fees for Clubs (2)	148	$412.67	$8,434,069
Fees for Participant Sports, excl. Trips	133	$159.52	$3,260,294
Tickets to Theatre/Operas/Concerts	149	$81.35	$1,662,627
Tickets to Movies	160	$44.28	$905,050
Tickets to Parks or Museums	143	$39.80	$813,417
Admission to Sporting Events, excl. Trips	146	$85.52	$1,747,942
Fees for Recreational Lessons	143	$208.05	$4,252,153
Dating Services	235	$2.51	$51,347
TV/Video/Audio	144	$1,947.27	$39,798,267
Cable and Satellite Television Services	136	$1,169.23	$23,896,775
Televisions	152	$220.95	$4,515,696
Satellite Dishes	147	$2.52	$51,496
VCRs, Video Cameras, and DVD Players	149	$7.17	$146,575
Miscellaneous Video Equipment	170	$21.47	$438,749
Video Cassettes and DVDs	157	$10.23	$209,019
Video Game Hardware/Accessories	177	$71.26	$1,456,424
Video Game Software	185	$35.76	$730,839
Rental/Streaming/Downloaded Video	158	$194.94	$3,984,151
Installation of Televisions	141	$2.27	$46,346
Audio (3)	153	$206.62	$4,222,845
Rental and Repair of TV/Radio/Sound Equipment	175	$4.86	$99,353
Pets	135	$1,245.40	$25,453,540
Toys/Games/Crafts/Hobbies (4)	150	$237.93	$4,862,722
Recreational Vehicles and Fees (5)	119	$178.29	$3,643,872
Sports/Recreation/Exercise Equipment (6)	139	$390.36	$7,978,257
Photo Equipment and Supplies (7)	164	$76.72	$1,567,955
Reading (8)	151	$190.93	$3,902,171
Catered Affairs (9)	170	$51.62	$1,055,098
Food	154	$16,194.60	$330,985,330
Food at Home	151	$10,277.04	$210,042,201
Bakery and Cereal Products	150	$1,322.57	$27,030,722
Meats, Poultry, Fish, and Eggs	151	$2,221.21	$45,397,024
Dairy Products	150	$986.05	$20,152,955
Fruits and Vegetables	154	$2,062.36	$42,150,586
Snacks and Other Food at Home (10)	150	$3,684.85	$75,310,913
Food Away from Home	159	$5,917.56	$120,943,129
Alcoholic Beverages	163	$1,096.38	$22,407,819

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1 mile radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	135	$53,048.76	$1,084,210,564
Value of Retirement Plans	119	$168,562.73	$3,445,085,107
Value of Other Financial Assets	137	$11,702.53	$239,176,385
Vehicle Loan Amount excluding Interest	138	$5,006.53	$102,323,364
Value of Credit Card Debt	145	$4,598.23	$93,978,534
Health			
Nonprescription Drugs	132	$225.37	$4,606,198
Prescription Drugs	123	$451.61	$9,230,101
Eyeglasses and Contact Lenses	137	$152.86	$3,124,106
Home			
Mortgage Payment and Basics (11)	116	$14,956.60	$305,682,968
Maintenance and Remodeling Services	111	$4,228.50	$86,422,159
Maintenance and Remodeling Materials (12)	98	$767.06	$15,677,142
Utilities, Fuel, and Public Services	138	$8,016.01	$163,831,280
Household Furnishings and Equipment			
Household Textiles (13)	156	$190.99	$3,903,403
Furniture	150	$1,234.60	$25,232,799
Rugs	147	$61.27	$1,252,236
Major Appliances (14)	126	$666.84	$13,628,937
Housewares (15)	153	$164.59	$3,363,936
Small Appliances	165	$119.68	$2,446,122
Luggage	162	$23.24	$474,903
Telephones and Accessories	148	$158.80	$3,245,561
Household Operations			
Child Care	163	$842.37	$17,216,389
Lawn and Garden (16)	115	$769.32	$15,723,336
Moving/Storage/Freight Express	165	$147.79	$3,020,495
Housekeeping Supplies (17)	144	$1,342.86	$27,445,388
Insurance			
Owners and Renters Insurance	112	$873.33	$17,849,034
Vehicle Insurance	145	$3,145.90	$64,295,943
Life/Other Insurance	124	$857.55	$17,526,674
Health Insurance	132	$6,527.79	$133,414,982
Personal Care Products (18)	155	$857.03	$17,516,011
School Books and Supplies (19)	157	$210.48	$4,301,816
Smoking Products	151	$653.67	$13,359,638
Transportation			
Payments on Vehicles excluding Leases	136	$4,111.61	$84,033,043
Gasoline and Motor Oil	141	$3,580.58	$73,179,882
Vehicle Maintenance and Repairs	141	$1,853.03	$37,872,301
Travel			
Airline Fares	156	$725.84	$14,834,741
Lodging on Trips	140	$1,008.26	$20,606,739
Auto/Truck Rental on Trips	157	$124.41	$2,542,750
Food and Drink on Trips	149	$831.11	$16,986,238

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1.5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Renters (3B)	47.7%	Population	71,215	72,465
Laptops and Lattes (3A)	16.7%	Households	36,865	38,225
Emerald City (8B)	8.0%	Families	12,415	12,837
City Commons (11E)	7.5%	Median Age	34.2	35.2
Social Security Set (9F)	4.6%	Median Household Income	$85,452	$98,367

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	140	$3,084.18	$113,698,375
Men's	141	$577.32	$21,282,946
Women's	137	$1,020.97	$37,637,894
Children's	135	$447.32	$16,490,345
Footwear	145	$724.48	$26,707,785
Watches & Jewelry	148	$249.32	$9,191,221
Apparel Products and Services (1)	146	$64.78	$2,388,184
Computer			
Computers and Hardware for Home Use	144	$367.94	$13,564,221
Portable Memory	134	$6.15	$226,662
Computer Software	162	$23.38	$862,054
Computer Accessories	136	$33.93	$1,250,796
Entertainment & Recreation	122	$4,598.29	$169,515,999
Fees and Admissions	122	$869.32	$32,047,471
Membership Fees for Clubs (2)	125	$347.53	$12,811,563
Fees for Participant Sports, excl. Trips	112	$134.32	$4,951,793
Tickets to Theatre/Operas/Concerts	125	$68.44	$2,523,025
Tickets to Movies	139	$38.47	$1,418,208
Tickets to Parks or Museums	124	$34.53	$1,272,846
Admission to Sporting Events, excl. Trips	124	$72.36	$2,667,483
Fees for Recreational Lessons	118	$171.57	$6,325,040
Dating Services	196	$2.10	$77,513
TV/Video/Audio	125	$1,696.84	$62,554,138
Cable and Satellite Television Services	118	$1,011.69	$37,295,938
Televisions	134	$194.63	$7,174,929
Satellite Dishes	131	$2.24	$82,512
VCRs, Video Cameras, and DVD Players	132	$6.35	$233,955
Miscellaneous Video Equipment	149	$18.76	$691,430
Video Cassettes and DVDs	139	$9.09	$334,946
Video Game Hardware/Accessories	158	$63.58	$2,344,046
Video Game Software	165	$31.98	$1,179,036
Rental/Streaming/Downloaded Video	140	$172.66	$6,365,133
Installation of Televisions	120	$1.94	$71,399
Audio (3)	133	$179.62	$6,621,739
Rental and Repair of TV/Radio/Sound Equipment	155	$4.32	$159,075
Pets	116	$1,064.86	$39,255,949
Toys/Games/Crafts/Hobbies (4)	131	$207.89	$7,663,789
Recreational Vehicles and Fees (5)	98	$147.43	$5,434,855
Sports/Recreation/Exercise Equipment (6)	121	$338.93	$12,494,565
Photo Equipment and Supplies (7)	140	$65.66	$2,420,455
Reading (8)	129	$162.92	$6,006,013
Catered Affairs (9)	146	$44.45	$1,638,763
Food	133	$13,996.67	$515,987,131
Food at Home	131	$8,883.74	$327,498,929
Bakery and Cereal Products	130	$1,142.21	$42,107,504
Meats, Poultry, Fish, and Eggs	131	$1,921.94	$70,852,206
Dairy Products	129	$849.16	$31,304,342
Fruits and Vegetables	132	$1,775.31	$65,446,684
Snacks and Other Food at Home (10)	130	$3,195.12	$117,788,193
Food Away from Home	137	$5,112.93	$188,488,202
Alcoholic Beverages	138	$930.06	$34,286,606

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 16, 2024

Retail Goods and Services Expenditures

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1.5 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	110	$43,423.87	$1,600,820,784
Value of Retirement Plans	99	$139,611.05	$5,146,761,507
Value of Other Financial Assets	112	$9,615.04	$354,458,451
Vehicle Loan Amount excluding Interest	122	$4,440.65	$163,704,467
Value of Credit Card Debt	125	$3,957.07	$145,877,265
Health			
Nonprescription Drugs	115	$196.94	$7,260,240
Prescription Drugs	107	$395.40	$14,576,461
Eyeglasses and Contact Lenses	118	$131.57	$4,850,466
Home			
Mortgage Payment and Basics (11)	97	$12,478.60	$460,023,410
Maintenance and Remodeling Services	92	$3,512.94	$129,504,695
Maintenance and Remodeling Materials (12)	83	$654.18	$24,116,183
Utilities, Fuel, and Public Services	121	$6,996.47	$257,924,723
Household Furnishings and Equipment			
Household Textiles (13)	135	$164.83	$6,076,455
Furniture	130	$1,070.09	$39,448,922
Rugs	123	$51.16	$1,886,127
Major Appliances (14)	108	$573.06	$21,125,909
Housewares (15)	131	$141.32	$5,209,857
Small Appliances	143	$104.19	$3,840,838
Luggage	139	$19.97	$736,121
Telephones and Accessories	128	$137.69	$5,076,013
Household Operations			
Child Care	138	$714.13	$26,326,328
Lawn and Garden (16)	97	$648.96	$23,923,891
Moving/Storage/Freight Express	144	$128.80	$4,748,225
Housekeeping Supplies (17)	124	$1,160.61	$42,785,722
Insurance			
Owners and Renters Insurance	96	$748.75	$27,602,647
Vehicle Insurance	127	$2,763.56	$101,878,660
Life/Other Insurance	105	$726.93	$26,798,220
Health Insurance	114	$5,641.09	$207,958,727
Personal Care Products (18)	134	$740.56	$27,300,840
School Books and Supplies (19)	137	$183.61	$6,768,727
Smoking Products	136	$590.24	$21,759,054
Transportation			
Payments on Vehicles excluding Leases	120	$3,623.10	$133,565,429
Gasoline and Motor Oil	124	$3,150.82	$116,154,923
Vehicle Maintenance and Repairs	124	$1,621.59	$59,779,870
Travel			
Airline Fares	132	$616.39	$22,723,122
Lodging on Trips	119	$857.88	$31,625,787
Auto/Truck Rental on Trips	134	$106.61	$3,930,262
Food and Drink on Trips	127	$711.44	$26,227,133

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 16, 2024

Retail Goods and Services Expenditures

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1.5 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

Demographic Summary	2023	2028
Population	6,071	6,903
Population 18+	5,449	6,210
Households	3,640	4,228
Median Household Income	$121,696	$146,395

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	3,238	59.4%	90
Went to Family Restaurant/Steak House 4+ Times/30 Days	941	17.3%	84
Spent $1-30 at Family Restaurant/Steak House/30 Days	322	5.9%	88
Spent $31-50 at Family Restaurant/Steak House/30 Days	386	7.1%	83
Spent $51-100 at Family Restaurant/Steak House/30 Days	634	11.6%	78
Spent $101-200 at Family Restaurant/Steak House/30 Days	431	7.9%	81
Spent $201+ at Family Restaurant/Steak House/30 Days	296	5.4%	110
Spent $1-100 at Fine Dining Restaurants/30 Days	256	4.7%	156
Spent $101-200 at Fine Dining Restaurants/30 Days	241	4.4%	190
Spent $201+ at Fine Dining Restaurants/30 Days	252	4.6%	231
Went for Breakfast at Family Restaurant/Steak House/6 Mo	451	8.3%	81
Went for Lunch at Family Restaurant/Steak House/6 Mo	832	15.3%	94
Went for Dinner at Family Restaurant/Steak House/6 Mo	2,278	41.8%	96
Went for Snacks at Family Restaurant/Steak House/6 Mo	90	1.7%	117
Went on Workday to Family Restaurant/Steak House/6 Mo	1,491	27.4%	92
Went on Weekend to Family Restaurant/Steak House/6 Mo	1,913	35.1%	96
Went to Applebee`s/6 Mo	491	9.0%	68
Went to Bob Evans/6 Mo	84	1.5%	69
Went to Buffalo Wild Wings/6 Mo	419	7.7%	95
Went to California Pizza Kitchen/6 Mo	124	2.3%	163
Went to Carrabba`s/6 Mo	81	1.5%	76
Went to The Cheesecake Factory/6 Mo	467	8.6%	139
Went to Chili`s Grill & Bar/6 Mo	394	7.2%	80
Went to Cracker Barrel/6 Mo	292	5.4%	55
Went to Denny`s/6 Mo	185	3.4%	60
Went to Golden Corral/6 Mo	83	1.5%	52
Went to IHOP/6 Mo	327	6.0%	84
Went to Logan`s Roadhouse/6 Mo	50	0.9%	53
Went to Longhorn Steakhouse/6 Mo	192	3.5%	64
Went to Olive Garden/6 Mo	439	8.1%	59
Went to Outback Steakhouse/6 Mo	284	5.2%	74
Went to Red Lobster/6 Mo	220	4.0%	65
Went to Red Robin/6 Mo	224	4.1%	81
Went to Ruby Tuesday/6 Mo	43	0.8%	48
Went to Texas Roadhouse/6 Mo	414	7.6%	71
Went to T.G.I. Friday`s/6 Mo	110	2.0%	92
Went to Waffle House/6 Mo	172	3.2%	72
Went to Fast Food/Drive-In Restaurant/6 Mo	4,837	88.8%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,810	33.2%	85
Spent $1-10 at Fast Food Restaurant/30 Days	279	5.1%	124
Spent $11-20 at Fast Food Restaurant/30 Days	519	9.5%	113
Spent $21-40 at Fast Food Restaurant/30 Days	912	16.7%	101
Spent $41-50 at Fast Food Restaurant/30 Days	498	9.1%	99
Spent $51-100 at Fast Food Restaurant/30 Days	1,008	18.5%	90
Spent $101-200 at Fast Food Restaurant/30 Days	578	10.6%	86
Spent $201+ at Fast Food Restaurant/30 Days	219	4.0%	77
Ordered Eat-In Fast Food/6 Mo	1,158	21.3%	104

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.

May 16, 2024

Restaurant Market Potential

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	898	16.5%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,863	52.5%	90
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,536	28.2%	126
Bought Breakfast at Fast Food Restaurant/6 Mo	1,808	33.2%	95
Bought Lunch at Fast Food Restaurant/6 Mo	2,836	52.0%	97
Bought Dinner at Fast Food Restaurant/6 Mo	2,911	53.4%	99
Bought Snack at Fast Food Restaurant/6 Mo	869	15.9%	119
Bought from Fast Food Restaurant on Weekday/6 Mo	3,440	63.1%	96
Bought from Fast Food Restaurant on Weekend/6 Mo	2,834	52.0%	99
Bought A&W/6 Mo	88	1.6%	78
Bought Arby`s/6 Mo	578	10.6%	59
Bought Baskin-Robbins/6 Mo	166	3.0%	98
Bought Boston Market/6 Mo	98	1.8%	93
Bought Burger King/6 Mo	1,132	20.8%	74
Bought Captain D`s/6 Mo	60	1.1%	39
Bought Carl`s Jr./6 Mo	264	4.8%	103
Bought Checkers/6 Mo	118	2.2%	87
Bought Chick-Fil-A/6 Mo	1,849	33.9%	104
Bought Chipotle Mexican Grill/6 Mo	1,321	24.2%	151
Bought Chuck E. Cheese`s/6 Mo	51	0.9%	90
Bought Church`s Fried Chicken/6 Mo	105	1.9%	60
Bought Cold Stone Creamery/6 Mo	154	2.8%	100
Bought Dairy Queen/6 Mo	603	11.1%	73
Bought Del Taco/6 Mo	155	2.8%	87
Bought Domino`s Pizza/6 Mo	956	17.5%	109
Bought Dunkin` Donuts/6 Mo	1,000	18.4%	124
Bought Five Guys/6 Mo	609	11.2%	115
Bought Hardee`s/6 Mo	90	1.7%	32
Bought Jack in the Box/6 Mo	230	4.2%	63
Bought Jersey Mike`s/6 Mo	399	7.3%	102
Bought Jimmy John`s/6 Mo	334	6.1%	104
Bought KFC/6 Mo	587	10.8%	62
Bought Krispy Kreme Doughnuts/6 Mo	398	7.3%	106
Bought Little Caesars/6 Mo	404	7.4%	63
Bought Long John Silver`s/6 Mo	46	0.8%	36
Bought McDonald`s/6 Mo	2,497	45.8%	91
Bought Panda Express/6 Mo	698	12.8%	106
Bought Panera Bread/6 Mo	843	15.5%	120
Bought Papa John`s/6 Mo	433	7.9%	98
Bought Papa Murphy`s/6 Mo	141	2.6%	72
Bought Pizza Hut/6 Mo	500	9.2%	75
Bought Popeyes Chicken/6 Mo	808	14.8%	107
Bought Sonic Drive-In/6 Mo	443	8.1%	69
Bought Starbucks/6 Mo	1,536	28.2%	137
Bought Steak `N Shake/6 Mo	129	2.4%	81
Bought Subway/6 Mo	964	17.7%	82
Bought Taco Bell/6 Mo	1,310	24.0%	88
Bought Wendy`s/6 Mo	1,152	21.1%	81
Bought Whataburger/6 Mo	284	5.2%	88
Bought White Castle/6 Mo	130	2.4%	96
Bought Wing-Stop/6 Mo	178	3.3%	97

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

May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 0.5 mile radius

Went to Fine Dining Restaurant/6 Mo	1,158	21.3%	175
Went to Fine Dining Restaurant/30 Days	898	16.5%	182
Went to Fine Dining Restaurant 2+ Times/30 Days	538	9.9%	239
Used DoorDash Site/App for Take-Out/Del/30 Days	1,037	19.0%	164
Used Grubhub Site/App for Take-Out/Del/30 Days	636	11.7%	214
Used Postmates Site/App for Take-Out/Del/30 Days	191	3.5%	206
Used Restrnt Site/App for Take-Out/Del/30 Days	1,351	24.8%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	784	14.4%	223
Used Yelp Site/App for Take-Out/Del/30 Days	176	3.2%	195

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.

May 16, 2024

Restaurant Market Potential

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

Demographic Summary	2023	2028
Population	38,270	38,708
Population 18+	33,653	34,104
Households	20,438	21,076
Median Household Income	$104,027	$121,003

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	20,047	59.6%	90
Went to Family Restaurant/Steak House 4+ Times/30 Days	5,859	17.4%	85
Spent $1-30 at Family Restaurant/Steak House/30 Days	1,970	5.9%	88
Spent $31-50 at Family Restaurant/Steak House/30 Days	2,542	7.6%	88
Spent $51-100 at Family Restaurant/Steak House/30 Days	3,925	11.7%	78
Spent $101-200 at Family Restaurant/Steak House/30 Days	2,595	7.7%	79
Spent $201+ at Family Restaurant/Steak House/30 Days	1,798	5.3%	108
Spent $1-100 at Fine Dining Restaurants/30 Days	1,332	4.0%	132
Spent $101-200 at Fine Dining Restaurants/30 Days	1,373	4.1%	176
Spent $201+ at Fine Dining Restaurants/30 Days	1,382	4.1%	205
Went for Breakfast at Family Restaurant/Steak House/6 Mo	2,955	8.8%	86
Went for Lunch at Family Restaurant/Steak House/6 Mo	5,101	15.2%	93
Went for Dinner at Family Restaurant/Steak House/6 Mo	13,752	40.9%	94
Went for Snacks at Family Restaurant/Steak House/6 Mo	560	1.7%	118
Went on Workday to Family Restaurant/Steak House/6 Mo	9,230	27.4%	92
Went on Weekend to Family Restaurant/Steak House/6 Mo	11,457	34.0%	93
Went to Applebee`s/6 Mo	3,267	9.7%	73
Went to Bob Evans/6 Mo	570	1.7%	75
Went to Buffalo Wild Wings/6 Mo	2,433	7.2%	89
Went to California Pizza Kitchen/6 Mo	713	2.1%	151
Went to Carrabba`s/6 Mo	535	1.6%	81
Went to The Cheesecake Factory/6 Mo	2,627	7.8%	126
Went to Chili`s Grill & Bar/6 Mo	2,435	7.2%	80
Went to Cracker Barrel/6 Mo	1,922	5.7%	58
Went to Denny`s/6 Mo	1,326	3.9%	69
Went to Golden Corral/6 Mo	561	1.7%	57
Went to IHOP/6 Mo	2,036	6.0%	85
Went to Logan`s Roadhouse/6 Mo	335	1.0%	58
Went to Longhorn Steakhouse/6 Mo	1,296	3.9%	70
Went to Olive Garden/6 Mo	3,057	9.1%	67
Went to Outback Steakhouse/6 Mo	1,813	5.4%	77
Went to Red Lobster/6 Mo	1,547	4.6%	74
Went to Red Robin/6 Mo	1,293	3.8%	76
Went to Ruby Tuesday/6 Mo	329	1.0%	59
Went to Texas Roadhouse/6 Mo	2,617	7.8%	73
Went to T.G.I. Friday`s/6 Mo	689	2.0%	94
Went to Waffle House/6 Mo	1,021	3.0%	69
Went to Fast Food/Drive-In Restaurant/6 Mo	29,737	88.4%	97
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	11,142	33.1%	85
Spent $1-10 at Fast Food Restaurant/30 Days	1,629	4.8%	118
Spent $11-20 at Fast Food Restaurant/30 Days	3,228	9.6%	114
Spent $21-40 at Fast Food Restaurant/30 Days	5,596	16.6%	100
Spent $41-50 at Fast Food Restaurant/30 Days	3,023	9.0%	97
Spent $51-100 at Fast Food Restaurant/30 Days	6,193	18.4%	90
Spent $101-200 at Fast Food Restaurant/30 Days	3,477	10.3%	84
Spent $201+ at Fast Food Restaurant/30 Days	1,354	4.0%	77
Ordered Eat-In Fast Food/6 Mo	6,597	19.6%	96

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

May 16, 2024

Restaurant Market Potential

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	5,424	16.1%	120
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	17,351	51.6%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	9,176	27.3%	122
Bought Breakfast at Fast Food Restaurant/6 Mo	10,866	32.3%	93
Bought Lunch at Fast Food Restaurant/6 Mo	17,159	51.0%	95
Bought Dinner at Fast Food Restaurant/6 Mo	17,539	52.1%	96
Bought Snack at Fast Food Restaurant/6 Mo	5,008	14.9%	111
Bought from Fast Food Restaurant on Weekday/6 Mo	20,817	61.9%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	17,169	51.0%	97
Bought A&W/6 Mo	558	1.7%	80
Bought Arby`s/6 Mo	3,719	11.1%	62
Bought Baskin-Robbins/6 Mo	1,074	3.2%	102
Bought Boston Market/6 Mo	731	2.2%	112
Bought Burger King/6 Mo	7,347	21.8%	78
Bought Captain D`s/6 Mo	435	1.3%	46
Bought Carl`s Jr./6 Mo	1,563	4.6%	99
Bought Checkers/6 Mo	842	2.5%	101
Bought Chick-Fil-A/6 Mo	10,637	31.6%	97
Bought Chipotle Mexican Grill/6 Mo	7,764	23.1%	144
Bought Chuck E. Cheese`s/6 Mo	346	1.0%	99
Bought Church`s Fried Chicken/6 Mo	674	2.0%	62
Bought Cold Stone Creamery/6 Mo	929	2.8%	98
Bought Dairy Queen/6 Mo	3,646	10.8%	71
Bought Del Taco/6 Mo	957	2.8%	87
Bought Domino`s Pizza/6 Mo	5,688	16.9%	105
Bought Dunkin` Donuts/6 Mo	6,387	19.0%	128
Bought Five Guys/6 Mo	3,711	11.0%	113
Bought Hardee`s/6 Mo	717	2.1%	42
Bought Jack in the Box/6 Mo	1,501	4.5%	66
Bought Jersey Mike`s/6 Mo	2,462	7.3%	101
Bought Jimmy John`s/6 Mo	1,939	5.8%	98
Bought KFC/6 Mo	3,916	11.6%	67
Bought Krispy Kreme Doughnuts/6 Mo	2,369	7.0%	102
Bought Little Caesars/6 Mo	2,542	7.6%	64
Bought Long John Silver`s/6 Mo	343	1.0%	43
Bought McDonald`s/6 Mo	15,281	45.4%	90
Bought Panda Express/6 Mo	4,003	11.9%	98
Bought Panera Bread/6 Mo	4,900	14.6%	113
Bought Papa John`s/6 Mo	2,636	7.8%	97
Bought Papa Murphy`s/6 Mo	930	2.8%	77
Bought Pizza Hut/6 Mo	3,068	9.1%	74
Bought Popeyes Chicken/6 Mo	4,929	14.6%	105
Bought Sonic Drive-In/6 Mo	2,628	7.8%	66
Bought Starbucks/6 Mo	8,843	26.3%	128
Bought Steak `N Shake/6 Mo	802	2.4%	81
Bought Subway/6 Mo	6,037	17.9%	83
Bought Taco Bell/6 Mo	8,033	23.9%	88
Bought Wendy`s/6 Mo	7,432	22.1%	84
Bought Whataburger/6 Mo	1,475	4.4%	74
Bought White Castle/6 Mo	879	2.6%	105
Bought Wing-Stop/6 Mo	1,103	3.3%	97

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

May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1 mile radius

Went to Fine Dining Restaurant/6 Mo	6,383	19.0%	156
Went to Fine Dining Restaurant/30 Days	4,909	14.6%	161
Went to Fine Dining Restaurant 2+ Times/30 Days	2,850	8.5%	205
Used DoorDash Site/App for Take-Out/Del/30 Days	5,849	17.4%	150
Used Grubhub Site/App for Take-Out/Del/30 Days	3,580	10.6%	195
Used Postmates Site/App for Take-Out/Del/30 Days	1,077	3.2%	188
Used Restrnt Site/App for Take-Out/Del/30 Days	8,175	24.3%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,310	12.8%	198
Used Yelp Site/App for Take-Out/Del/30 Days	974	2.9%	174

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.

May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1.5 mile radius

Demographic Summary	2023	2028
Population	71,215	72,465
Population 18+	62,497	63,679
Households	36,865	38,225
Median Household Income	$85,452	$98,367

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	36,735	58.8%	89
Went to Family Restaurant/Steak House 4+ Times/30 Days	10,830	17.3%	84
Spent $1-30 at Family Restaurant/Steak House/30 Days	3,798	6.1%	91
Spent $31-50 at Family Restaurant/Steak House/30 Days	4,638	7.4%	87
Spent $51-100 at Family Restaurant/Steak House/30 Days	7,358	11.8%	79
Spent $101-200 at Family Restaurant/Steak House/30 Days	4,758	7.6%	78
Spent $201+ at Family Restaurant/Steak House/30 Days	3,081	4.9%	100
Spent $1-100 at Fine Dining Restaurants/30 Days	2,379	3.8%	127
Spent $101-200 at Fine Dining Restaurants/30 Days	2,305	3.7%	159
Spent $201+ at Fine Dining Restaurants/30 Days	2,264	3.6%	181
Went for Breakfast at Family Restaurant/Steak House/6 Mo	5,415	8.7%	85
Went for Lunch at Family Restaurant/Steak House/6 Mo	9,286	14.9%	91
Went for Dinner at Family Restaurant/Steak House/6 Mo	24,942	39.9%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,064	1.7%	121
Went on Workday to Family Restaurant/Steak House/6 Mo	16,626	26.6%	89
Went on Weekend to Family Restaurant/Steak House/6 Mo	21,048	33.7%	92
Went to Applebee`s/6 Mo	6,428	10.3%	77
Went to Bob Evans/6 Mo	1,060	1.7%	75
Went to Buffalo Wild Wings/6 Mo	4,702	7.5%	93
Went to California Pizza Kitchen/6 Mo	1,208	1.9%	138
Went to Carrabba`s/6 Mo	1,038	1.7%	85
Went to The Cheesecake Factory/6 Mo	4,754	7.6%	123
Went to Chili`s Grill & Bar/6 Mo	4,509	7.2%	80
Went to Cracker Barrel/6 Mo	3,697	5.9%	60
Went to Denny`s/6 Mo	2,596	4.2%	73
Went to Golden Corral/6 Mo	1,196	1.9%	65
Went to IHOP/6 Mo	3,836	6.1%	86
Went to Logan`s Roadhouse/6 Mo	678	1.1%	63
Went to Longhorn Steakhouse/6 Mo	2,519	4.0%	73
Went to Olive Garden/6 Mo	5,755	9.2%	68
Went to Outback Steakhouse/6 Mo	3,417	5.5%	78
Went to Red Lobster/6 Mo	3,008	4.8%	78
Went to Red Robin/6 Mo	2,383	3.8%	75
Went to Ruby Tuesday/6 Mo	670	1.1%	65
Went to Texas Roadhouse/6 Mo	4,946	7.9%	74
Went to T.G.I. Friday`s/6 Mo	1,331	2.1%	97
Went to Waffle House/6 Mo	2,096	3.4%	76
Went to Fast Food/Drive-In Restaurant/6 Mo	54,142	86.6%	95
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	21,063	33.7%	87
Spent $1-10 at Fast Food Restaurant/30 Days	2,900	4.6%	113
Spent $11-20 at Fast Food Restaurant/30 Days	5,863	9.4%	111
Spent $21-40 at Fast Food Restaurant/30 Days	10,194	16.3%	98
Spent $41-50 at Fast Food Restaurant/30 Days	5,554	8.9%	96
Spent $51-100 at Fast Food Restaurant/30 Days	11,636	18.6%	91
Spent $101-200 at Fast Food Restaurant/30 Days	6,317	10.1%	82
Spent $201+ at Fast Food Restaurant/30 Days	2,468	3.9%	76
Ordered Eat-In Fast Food/6 Mo	12,275	19.6%	96

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

May 16, 2024

Restaurant Market Potential

1000 Wills St

Prepared by Esri

1000 Wills St, Baltimore, Maryland, 21231

Latitude: 39.27999

Ring: 1.5 mile radius

Longitude: -76.59920

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	10,045	16.1%	120
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	31,956	51.1%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	16,212	25.9%	116
Bought Breakfast at Fast Food Restaurant/6 Mo	20,135	32.2%	92
Bought Lunch at Fast Food Restaurant/6 Mo	31,432	50.3%	94
Bought Dinner at Fast Food Restaurant/6 Mo	32,326	51.7%	96
Bought Snack at Fast Food Restaurant/6 Mo	8,957	14.3%	107
Bought from Fast Food Restaurant on Weekday/6 Mo	38,010	60.8%	93
Bought from Fast Food Restaurant on Weekend/6 Mo	31,544	50.5%	96
Bought A&W/6 Mo	1,026	1.6%	79
Bought Arby`s/6 Mo	7,207	11.5%	65
Bought Baskin-Robbins/6 Mo	1,868	3.0%	96
Bought Boston Market/6 Mo	1,259	2.0%	104
Bought Burger King/6 Mo	14,009	22.4%	80
Bought Captain D`s/6 Mo	1,047	1.7%	60
Bought Carl`s Jr./6 Mo	2,867	4.6%	98
Bought Checkers/6 Mo	1,761	2.8%	114
Bought Chick-Fil-A/6 Mo	19,934	31.9%	97
Bought Chipotle Mexican Grill/6 Mo	13,731	22.0%	137
Bought Chuck E. Cheese`s/6 Mo	698	1.1%	107
Bought Church`s Fried Chicken/6 Mo	1,599	2.6%	79
Bought Cold Stone Creamery/6 Mo	1,707	2.7%	97
Bought Dairy Queen/6 Mo	6,945	11.1%	73
Bought Del Taco/6 Mo	1,798	2.9%	88
Bought Domino`s Pizza/6 Mo	10,653	17.0%	106
Bought Dunkin` Donuts/6 Mo	11,077	17.7%	119
Bought Five Guys/6 Mo	6,594	10.6%	108
Bought Hardee`s/6 Mo	1,517	2.4%	47
Bought Jack in the Box/6 Mo	2,891	4.6%	69
Bought Jersey Mike`s/6 Mo	4,308	6.9%	96
Bought Jimmy John`s/6 Mo	3,678	5.9%	100
Bought KFC/6 Mo	7,779	12.4%	72
Bought Krispy Kreme Doughnuts/6 Mo	4,481	7.2%	104
Bought Little Caesars/6 Mo	5,287	8.5%	72
Bought Long John Silver`s/6 Mo	742	1.2%	50
Bought McDonald`s/6 Mo	28,479	45.6%	90
Bought Panda Express/6 Mo	7,544	12.1%	99
Bought Panera Bread/6 Mo	8,664	13.9%	108
Bought Papa John`s/6 Mo	4,994	8.0%	98
Bought Papa Murphy`s/6 Mo	1,742	2.8%	78
Bought Pizza Hut/6 Mo	6,135	9.8%	80
Bought Popeyes Chicken/6 Mo	9,244	14.8%	106
Bought Sonic Drive-In/6 Mo	5,218	8.3%	71
Bought Starbucks/6 Mo	15,719	25.2%	123
Bought Steak `N Shake/6 Mo	1,577	2.5%	86
Bought Subway/6 Mo	11,261	18.0%	83
Bought Taco Bell/6 Mo	15,107	24.2%	89
Bought Wendy`s/6 Mo	14,046	22.5%	86
Bought Whataburger/6 Mo	2,904	4.6%	78
Bought White Castle/6 Mo	1,684	2.7%	108
Bought Wing-Stop/6 Mo	2,164	3.5%	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.

May 16, 2024

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Ring: 1.5 mile radius

Went to Fine Dining Restaurant/6 Mo	10,954	17.5%	144
Went to Fine Dining Restaurant/30 Days	8,296	13.3%	147
Went to Fine Dining Restaurant 2+ Times/30 Days	4,724	7.6%	183
Used DoorDash Site/App for Take-Out/Del/30 Days	10,739	17.2%	149
Used Grubhub Site/App for Take-Out/Del/30 Days	6,280	10.0%	184
Used Postmates Site/App for Take-Out/Del/30 Days	1,966	3.1%	185
Used Restrnt Site/App for Take-Out/Del/30 Days	14,426	23.1%	104
Used Uber Eats Site/App for Take-Out/Del/30 Days	7,769	12.4%	193
Used Yelp Site/App for Take-Out/Del/30 Days	1,676	2.7%	162

May 16, 2024

Business Summary

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

Data for all businesses in area	0.5 miles	1 mile	1.5 miles
Total Businesses:	835	3,779	6,760
Total Employees:	13,740	58,811	130,354
Total Residential Population:	6,071	38,270	71,215
Employee/Residential Population Ratio (per 100 Residents)	226	154	183

by SIC Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	3	0.4%	50	0.4%	15	0.4%	222	0.4%	27	0.4%	319	0.2%
Construction	17	2.0%	127	0.9%	91	2.4%	702	1.2%	156	2.3%	1,267	1.0%
Manufacturing	13	1.6%	288	2.1%	63	1.7%	1,699	2.9%	108	1.6%	2,778	2.1%
Transportation	16	1.9%	106	0.8%	73	1.9%	1,184	2.0%	123	1.8%	2,329	1.8%
Communication	6	0.7%	49	0.4%	25	0.7%	253	0.4%	51	0.8%	502	0.4%
Utility	4	0.5%	286	2.1%	12	0.3%	322	0.5%	21	0.3%	1,289	1.0%
Wholesale Trade	18	2.2%	277	2.0%	62	1.6%	834	1.4%	104	1.5%	1,157	0.9%
Retail Trade Summary	211	25.3%	2,871	20.9%	715	18.9%	10,620	18.1%	1,192	17.6%	14,148	10.9%
Home Improvement	4	0.5%	30	0.2%	16	0.4%	242	0.4%	20	0.3%	308	0.2%
General Merchandise Stores	7	0.8%	31	0.2%	26	0.7%	133	0.2%	49	0.7%	238	0.2%
Food Stores	17	2.0%	231	1.7%	73	1.9%	799	1.4%	124	1.8%	1,097	0.8%
Auto Dealers & Gas Stations	3	0.4%	14	0.1%	21	0.6%	121	0.2%	46	0.7%	256	0.2%
Apparel & Accessory Stores	18	2.2%	267	1.9%	37	1.0%	3,114	5.3%	64	0.9%	3,476	2.7%
Furniture & Home Furnishings	12	1.4%	92	0.7%	27	0.7%	254	0.4%	44	0.7%	465	0.4%
Eating & Drinking Places	123	14.7%	2,089	15.2%	396	10.5%	5,349	9.1%	626	9.3%	7,159	5.5%
Miscellaneous Retail	26	3.1%	117	0.9%	120	3.2%	607	1.0%	219	3.2%	1,151	0.9%
Finance, Insurance, Real Estate Summary	124	14.9%	2,613	19.0%	520	13.8%	7,987	13.6%	828	12.2%	12,135	9.3%
Banks, Savings & Lending Institutions	19	2.3%	415	3.0%	88	2.3%	1,639	2.8%	141	2.1%	2,624	2.0%
Securities Brokers	31	3.7%	1,512	11.0%	102	2.7%	2,486	4.2%	160	2.4%	3,264	2.5%
Insurance Carriers & Agents	9	1.1%	78	0.6%	49	1.3%	1,132	1.9%	81	1.2%	1,644	1.3%
Real Estate, Holding, Other Investment Offices	65	7.8%	608	4.4%	280	7.4%	2,729	4.6%	446	6.6%	4,604	3.5%
Services Summary	275	32.9%	6,719	48.9%	1,413	37.4%	28,258	48.0%	2,743	40.6%	76,637	58.8%
Hotels & Lodging	18	2.2%	1,317	9.6%	46	1.2%	2,532	4.3%	73	1.1%	4,404	3.4%
Automotive Services	10	1.2%	251	1.8%	46	1.2%	622	1.1%	95	1.4%	1,161	0.9%
Movies & Amusements	22	2.6%	222	1.6%	70	1.9%	659	1.1%	113	1.7%	1,679	1.3%
Health Services	25	3.0%	224	1.6%	143	3.8%	4,097	7.0%	418	6.2%	30,945	23.7%
Legal Services	18	2.2%	327	2.4%	226	6.0%	4,412	7.5%	428	6.3%	7,991	6.1%
Education Institutions & Libraries	13	1.6%	332	2.4%	56	1.5%	1,574	2.7%	134	2.0%	4,800	3.7%
Other Services	169	20.2%	4,046	29.4%	826	21.9%	14,361	24.4%	1,482	21.9%	25,656	19.7%
Government	3	0.4%	212	1.5%	93	2.5%	6,065	10.3%	219	3.2%	16,563	12.7%
Unclassified Establishments	145	17.4%	142	1.0%	696	18.4%	664	1.1%	1,189	17.6%	1,230	0.9%
Totals	835	100.0%	13,740	100.0%	3,779	100.0%	58,811	100.0%	6,760	100.0%	130,354	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

May 16, 2024

MACKENZIE

1000 Wills St
1000 Wills St, Baltimore, Maryland, 21231
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri
Latitude: 39.27999
Longitude: -76.59920

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	1	0.1%	5	0.0%	3	0.1%	9	0.0%	7	0.1%	50	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	7	0.0%	3	0.0%	23	0.0%
Utilities	2	0.2%	276	2.0%	5	0.1%	288	0.5%	8	0.1%	1,140	0.9%
Construction	25	3.0%	200	1.5%	113	3.0%	947	1.6%	191	2.8%	1,636	1.3%
Manufacturing	17	2.0%	261	1.9%	68	1.8%	1,322	2.2%	110	1.6%	1,914	1.5%
Wholesale Trade	17	2.0%	264	1.9%	59	1.6%	815	1.4%	100	1.5%	1,133	0.9%
Retail Trade	79	9.5%	736	5.4%	296	7.8%	5,106	8.7%	527	7.8%	6,717	5.2%
Motor Vehicle & Parts Dealers	2	0.2%	10	0.1%	18	0.5%	111	0.2%	37	0.5%	221	0.2%
Furniture & Home Furnishings Stores	8	1.0%	63	0.5%	15	0.4%	129	0.2%	19	0.3%	164	0.1%
Electronics & Appliance Stores	2	0.2%	21	0.2%	8	0.2%	109	0.2%	18	0.3%	272	0.2%
Building Material & Garden Equipment & Supplies Dealers	4	0.5%	30	0.2%	16	0.4%	242	0.4%	20	0.3%	308	0.2%
Food & Beverage Stores	14	1.7%	206	1.5%	68	1.8%	683	1.2%	113	1.7%	922	0.7%
Health & Personal Care Stores	7	0.8%	53	0.4%	25	0.7%	244	0.4%	55	0.8%	451	0.3%
Gasoline Stations & Fuel Dealers	1	0.1%	4	0.0%	3	0.1%	11	0.0%	9	0.1%	35	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	19	2.3%	270	2.0%	42	1.1%	3,126	5.3%	81	1.2%	3,580	2.7%
Sporting Goods, Hobby, Book, & Music Stores	14	1.7%	46	0.3%	64	1.7%	292	0.5%	103	1.5%	461	0.4%
General Merchandise Stores	9	1.1%	33	0.2%	36	1.0%	161	0.3%	72	1.1%	303	0.2%
Transportation & Warehousing	8	1.0%	61	0.4%	48	1.3%	1,017	1.7%	87	1.3%	2,089	1.6%
Information	25	3.0%	294	2.1%	96	2.5%	1,747	3.0%	181	2.7%	4,207	3.2%
Finance & Insurance	61	7.3%	2,009	14.6%	244	6.5%	5,259	8.9%	392	5.8%	7,606	5.8%
Central Bank/Credit Intermediation & Related Activities	19	2.3%	415	3.0%	79	2.1%	1,518	2.6%	127	1.9%	2,426	1.9%
Securities & Commodity Contracts	33	4.0%	1,516	11.0%	115	3.0%	2,608	4.4%	183	2.7%	3,535	2.7%
Funds, Trusts & Other Financial Vehicles	9	1.1%	78	0.6%	50	1.3%	1,133	1.9%	82	1.2%	1,646	1.3%
Real Estate, Rental & Leasing	52	6.2%	693	5.0%	234	6.2%	1,999	3.4%	379	5.6%	3,215	2.5%
Professional, Scientific & Tech Services	97	11.6%	3,044	22.2%	555	14.7%	11,252	19.1%	994	14.7%	18,752	14.4%
Legal Services	20	2.4%	337	2.5%	239	6.3%	4,497	7.6%	445	6.6%	8,099	6.2%
Management of Companies & Enterprises	7	0.8%	60	0.4%	22	0.6%	714	1.2%	37	0.5%	1,246	1.0%
Administrative, Support & Waste Management Services	25	3.0%	203	1.5%	127	3.4%	1,927	3.3%	216	3.2%	3,536	2.7%
Educational Services	17	2.0%	375	2.7%	58	1.5%	1,600	2.7%	125	1.8%	4,626	3.5%
Health Care & Social Assistance	34	4.1%	362	2.6%	190	5.0%	5,203	8.8%	512	7.6%	32,602	25.0%
Arts, Entertainment & Recreation	26	3.1%	377	2.7%	90	2.4%	1,534	2.6%	146	2.2%	2,922	2.2%
Accommodation & Food Services	143	17.1%	3,420	24.9%	448	11.9%	7,924	13.5%	711	10.5%	11,647	8.9%
Accommodation	18	2.2%	1,317	9.6%	46	1.2%	2,532	4.3%	73	1.1%	4,404	3.4%
Food Services & Drinking Places	125	15.0%	2,102	15.3%	402	10.6%	5,392	9.2%	639	9.5%	7,243	5.6%
Other Services (except Public Administration)	51	6.1%	747	5.4%	332	8.8%	3,296	5.6%	624	9.2%	7,131	5.5%
Automotive Repair & Maintenance	5	0.6%	21	0.2%	23	0.6%	105	0.2%	32	0.5%	174	0.1%
Public Administration	3	0.4%	212	1.5%	94	2.5%	6,186	10.5%	222	3.3%	16,939	13.0%
Unclassified Establishments	145	17.4%	142	1.0%	696	18.4%	660	1.1%	1,188	17.6%	1,223	0.9%
Total	835	100.0%	13,740	100.0%	3,779	100.0%	58,811	100.0%	6,760	100.0%	130,354	100.0%

May 16, 2024