

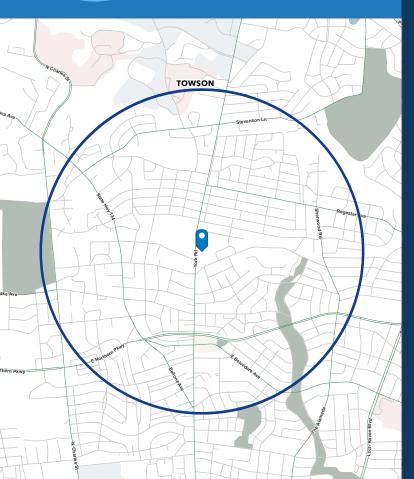






BALTIMORE, MD

DEMOGRAPHIC PROFILE (2024) Anneslie Shopping Center 1 mile ring



25,027

39.7

10,164

Population

Median Age

Households









634 **Total Businesses**



18,151

Daytime Population



Food Srv &

Drinking Places



\$109,007

Median Household Income



\$66,935

Per Capita Income





Urban Chic 1,815 (17.9%) of households

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers-avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but

- Residents are employed in white collar occupations—in managerial, technical, and legal positions. • Over 40% of households receive income from invest-
- Environmentally aware, residents actively recycle and
- maintain a "green" lifestyle.

 These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current-a top market for Apple computers.



Emerald City 1,328 (13.1%) of households

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personal

- organic foods.

 Cell phones and text messaging are a huge part of
- They place importance on learning new things to keep life fresh and variable
- They are interested in the fine arts and especially enjoy listening to music



Top Tier 1,165 (11.5%) of households

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



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