



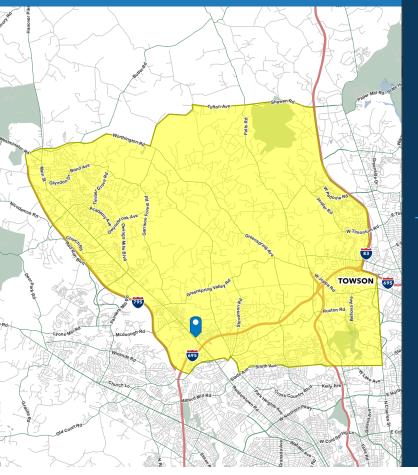






BALTIMORE, MD

DEMOGRAPHIC PROFILE (2022) Festival At Woodholme Area: 67.56 square miles



116,710

42.7

46,293

Population

Median Age

Households





Bachelor's Degree





4.626 **Total Businesses**



106,436 Daytime Population



Food Srv &

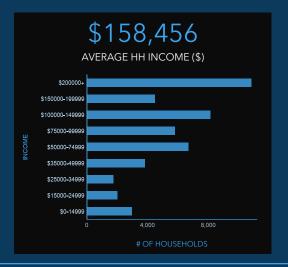
Drinking Places

\$101,008

Median Household Income



\$62,612





Top Tier

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 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 venings 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 older residents have moved into consulting roles or operate

- 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
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



Exurbanites

retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighbor-hoods. They have cultivated a lifestyle that is both affluent and urbane

- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal
- Internet for everything from shopping to managing their



Enterprising Professionals

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineer ing, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier

- Enjoy talking about and giving advice on technology.
 Half have smartphones and use them for news, accessing
- Work long hours in front of a computer.
 Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online



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