



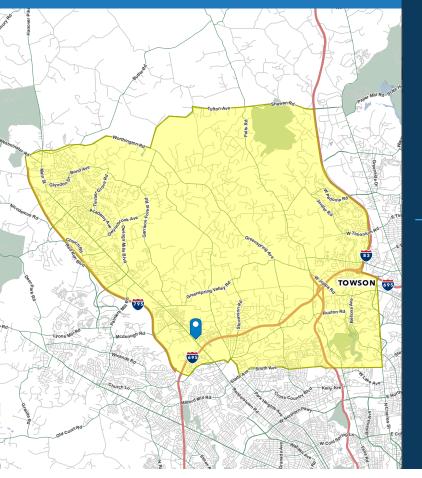






## BALTIMORE, MD

DEMOGRAPHIC PROFILE (2025) Festival At Woodholme Area: 67.56 square miles



114,657

42.4

45,598

Population

Median Age

Households

EDUCATION



12%



29% Bachelor's Degree



BUSINESS



4,809
Total Businesses



106,679 Daytime Population



Food Srv &

Drinking Places

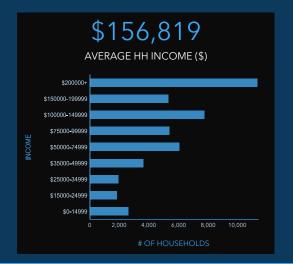
\$108,537

Median Household Income



\$62,221

Per Capita Income



#### TOP TAPESTRY SEGMENTS

### L3 Top Tier

1.108 (20.0%) of households

The concentration of neighborhoods in this segment is particularly high in New England, the Mid-Atlantic, and the Pacific. Residents of this segment reside in suburban neighborhoods within the largest metropolitan areas. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couples with or without children living at home. Many families send their children to private K-12 schools. Approximately three-quarters of residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of workers in this segment work from home. This segment has the highest net worth among all segments. Neighborhoods are almost exclusively composed of single-family homes.

- Residents tend to shop at upscale retailers and frequent fine dining restaurants.
- They hire personal services such as financial planners, personal chefs, and gardeners. These individuals often drive high-end vehicles and own vacation homes.

#### K5 Dreambelt

4.593 (10.1%) of households

These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. This segment has a high concentration of employment in public administration, construction, health care, and retail trade sectors. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. A significant portion of the population commutes alone by car. Rental rates and home prices are substantial, with more than half of the properties for purchase valued between \$300,000 and \$500,000.

- $\bullet$  Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty.
- They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.

### K8 Burbs and Beyond

4.461 (9.8%) of households

The highest concentrations of these communities are in the West, with additional representation in the South and Northeast. Nearly half of the population is aged 55 or above, and most households are composed of married couples without children. Incomes are typically middle- to upper-tier, and more than three-quarters of households receive retirement or are supported by social security and other forms of public assistance. The rate of self-employment is high, with significant employment in professional fields such as management, sales, and health care. More than half of single-family homes in these areas are valued at \$500,000 or more, and they are often located in close proximity to nature and outdoor recreation. Seasonal vacancy rates, more than double the average, suggest the presence of second homes, and households typically own multiple vehicles.

- Residents tend to go out to fine dining restaurants
- They spend money on their homes, often undergoing large remodeling projects and ensuring proper maintenance



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