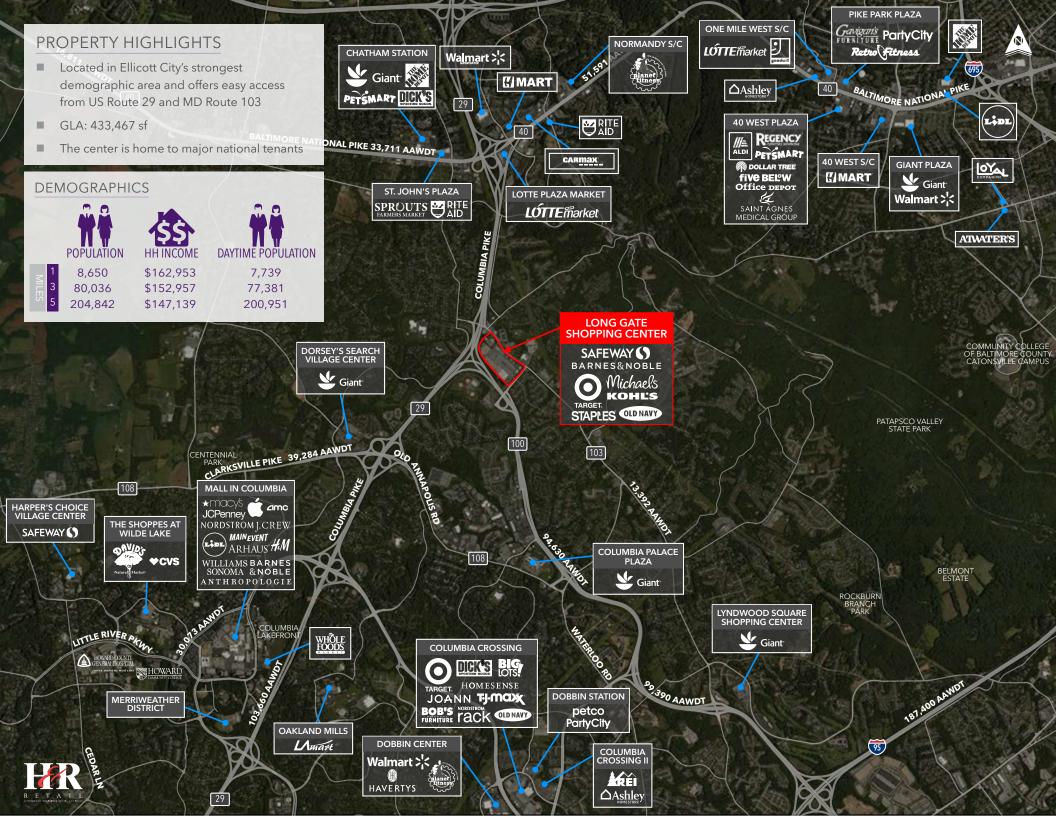


LONG GATE SHOPPING CENTER

OTAP

MONTGOMERY ROAD & LONG GATE BOULEVARD | ELLICOTT CITY, MD 21043

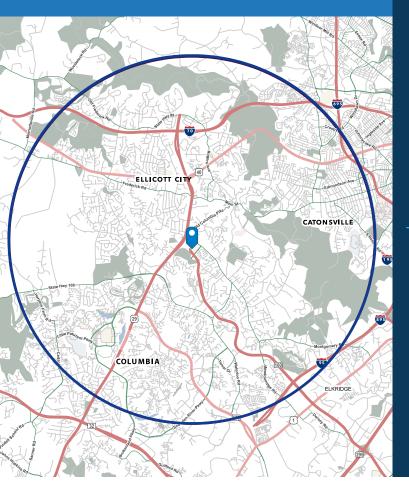








ELLICOTT CITY, MD DEMOGRAPHIC PROFILE (2021) Long Gate Shopping Center 5 mile ring





200,951

Daytime

Population



\$109,652

Median Household Income

APESTRY SEGMENTS

8.203

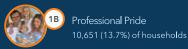
Total Businesses



Enterprising Professionals 18,279 (23.5%) of households

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, 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-fi th 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 channels and services.

Early adopters of new technology in hopes of impressing peers with new gadgets.
Enjoy talking about and giving advice on technology.
Half have smartphones and use them for news, accessing search engines, and maps.



434

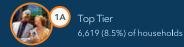
Food Srv &

Drinking Places

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savy; they invest wisely and benefit from interest and dividend income. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

• These consumers are willing to risk their accumulated wealth in the stock market.

•They have a preferred fi nancial institution, regularly read financial news, and use the Internet for banking transactions.



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 effects. Whether short or long, domes tic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charty 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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