





## BALTIMORE, MD DEMOGRAPHIC PROFILE (2022) 3211 Greenmount Ave 5 mile ring

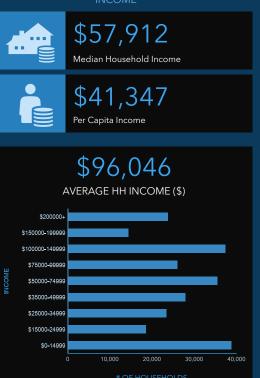


573,302	36.4	245,146
Population	Median Age	Households
	EDUCATION	
24%	20%	18%
High School Diploma	Bachelor's Degree	Graduate/Professional Degree
	BUSINESS	

25,223 Total Businesses







## APESTRY SEGMENTS



24 Family Foundations 30,982 (12.6%) of households

Eamly and faith are the connerstones of life in these communities. Older children, still wing at home, working otward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on martphones.

 Over one-third of households currently receive Social Security benefits more than a quarter draw income from retirement accounts.
A strong focus is on religion and character.
Style and appearance is important.



Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their eldenty lamily members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficulto make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medical car assist families in need.

 Income is less than half of the US median income; one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
Consumers in this market consider traditional gender roles and religious faith

ery important. This market lives for today, choosing to save only for a specific purpose.

hey favor TV as their media of choice and will purchase a product with a abrity endorsement.



Residents in this highly mobile and educated market live alone or with a roommate in older apartmet buildings and condos lo cated in the urban core of the city. This is one of the fastest growing segments, the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live closes to their jobs and usually walk or take a taxi to get around the city.

Very interested in the fine arts and strive to be sophisticated; value education and creativity.
Willing to take risks and work long hours to get to the top of their profession.
Become well informed before purchasing the newest technology.
Prefer environmentally safe products.
Socialities and each of their wine incented.



## Please Contact

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