

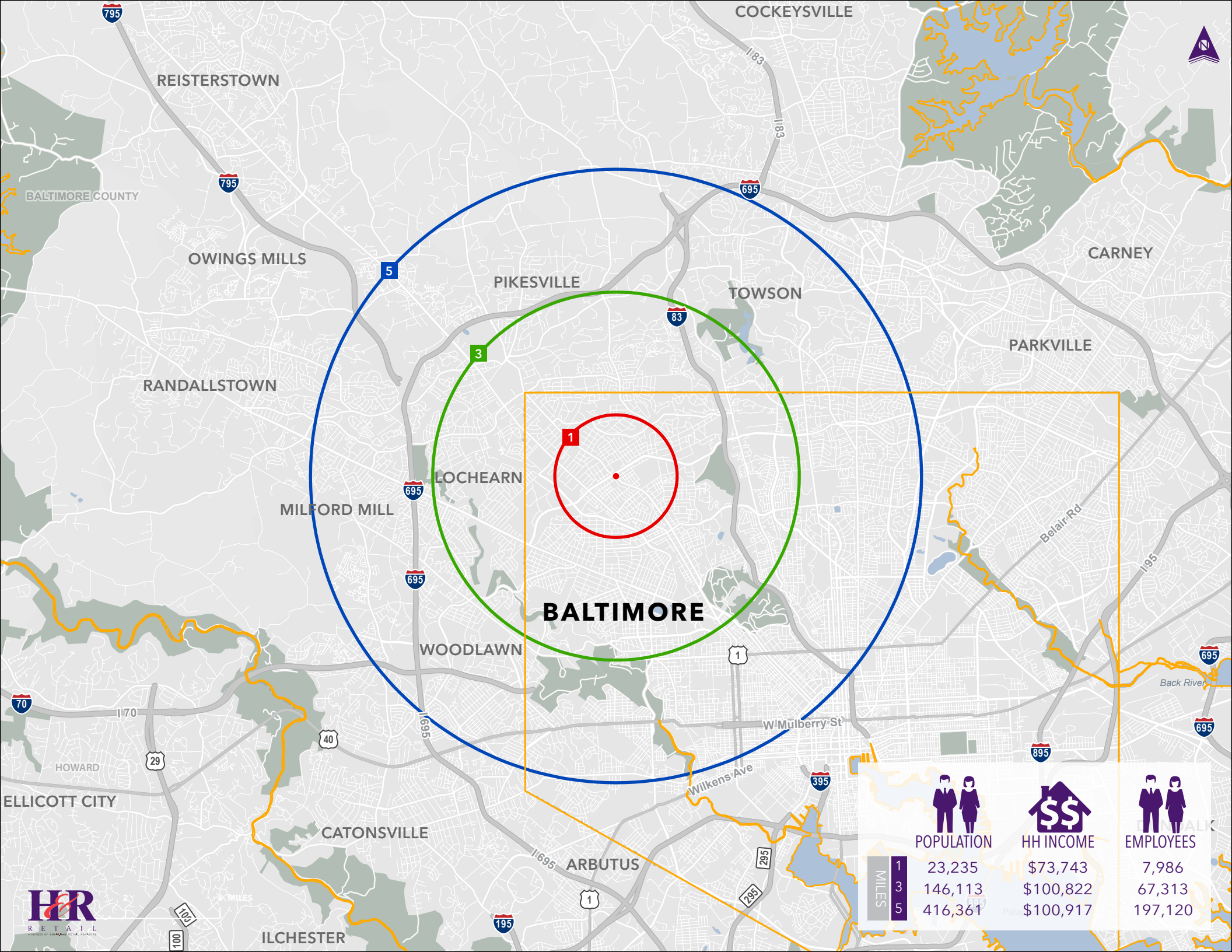


# 5501 PARK HEIGHTS AVE




BALTIMORE, MD 21215







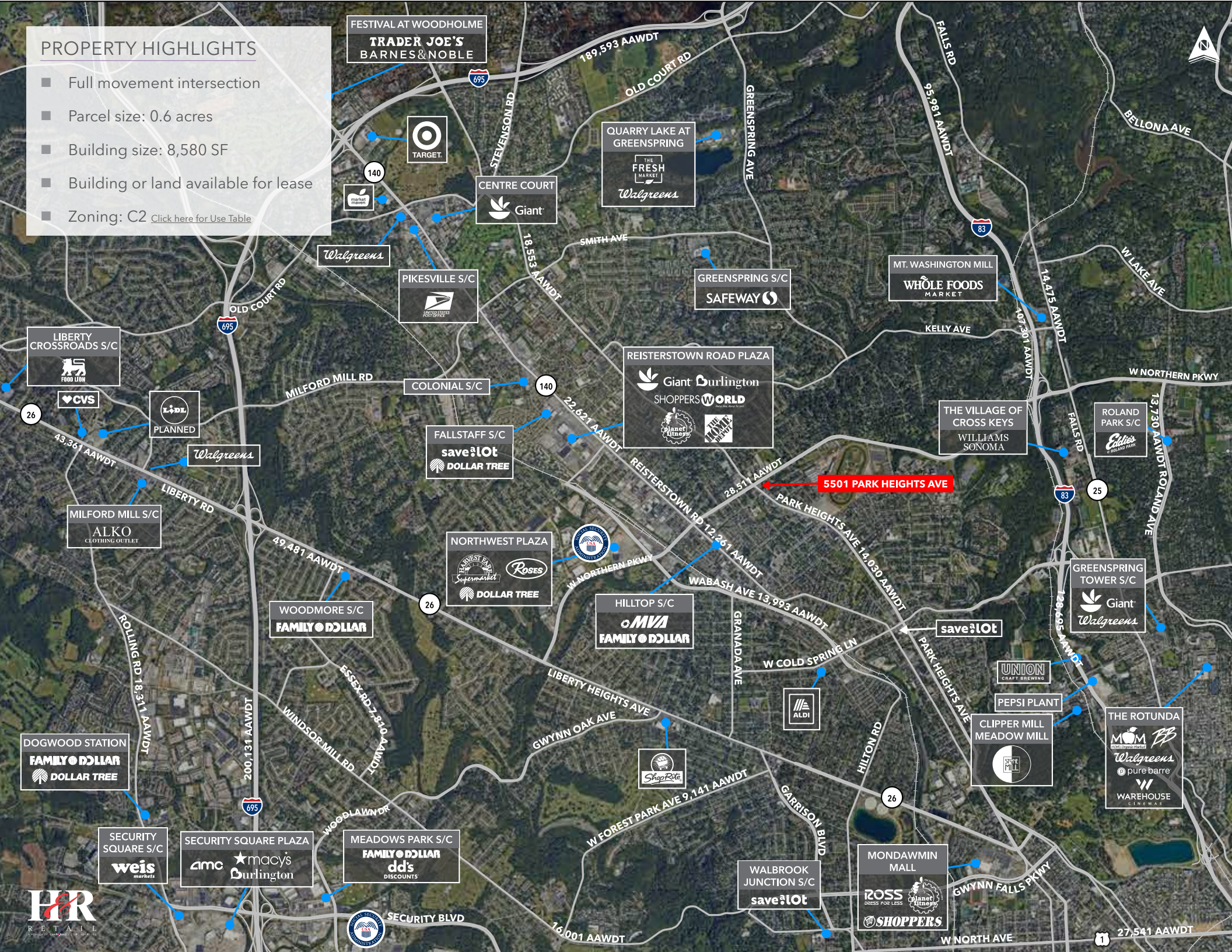
# BALTIMORE

			
	POPULATION	HH INCOME	EMPLOYEES
1	23,235	\$73,743	7,986
3	146,113	\$100,822	67,313
5	416,361	\$100,917	197,120

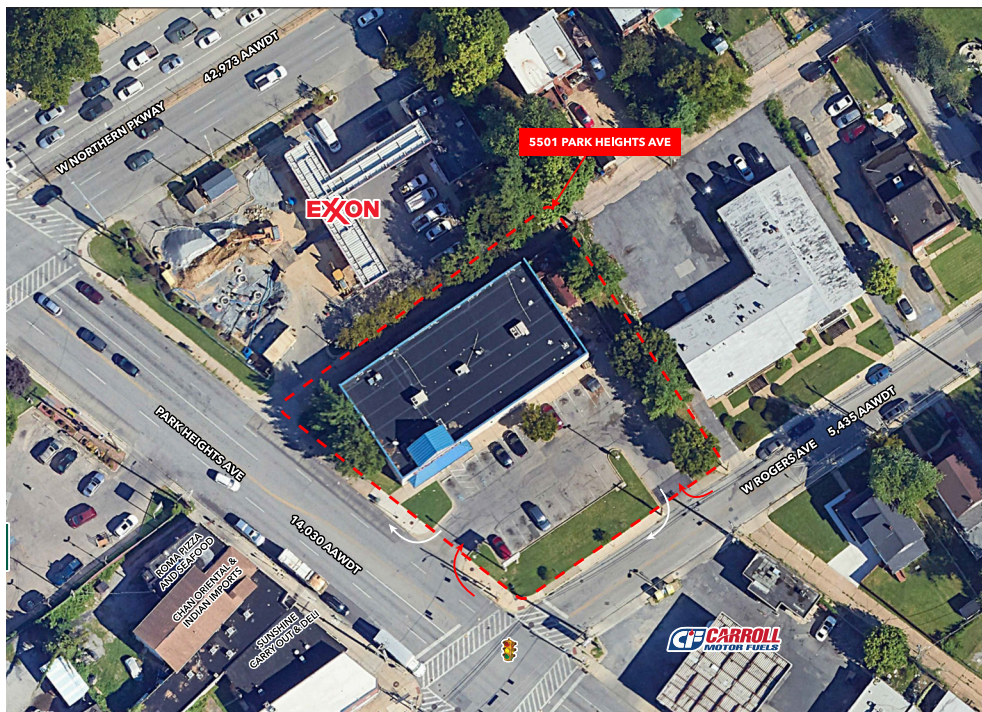


- Full movement intersection
- Parcel size: 0.6 acres
- Building size: 8,580 SF
- Building or land available for lease
- Zoning: C2 [Click here for Use Table](#)

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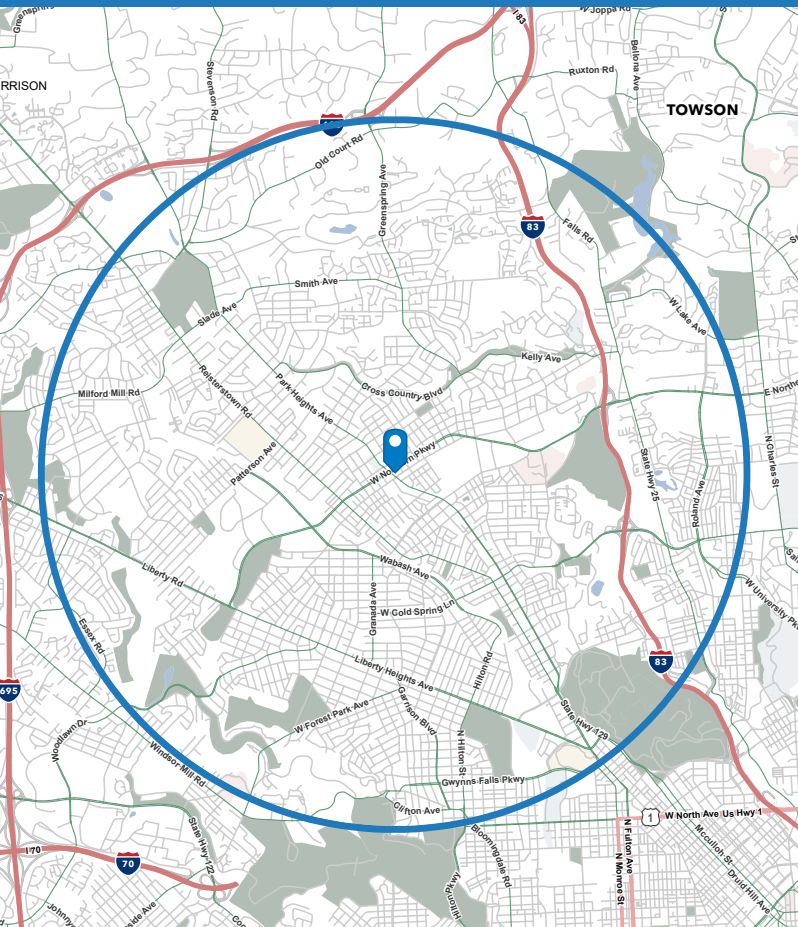






## BALTIMORE, MD

DEMOGRAPHIC PROFILE (2024)  
5501 Park Heights Ave, Baltimore,  
Ring of 3 miles



### KEY FACTS

146,113

Population

41.6

Median Age

61,489

Households

### EDUCATION



22%

High School Diploma



20%

Bachelor's Degree



21%

Graduate/Professional Degree

### INCOME



\$63,006

Median Household Income

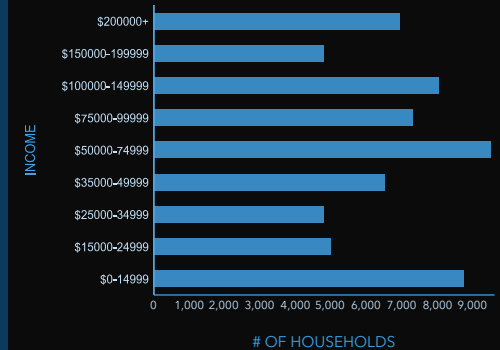


\$42,472

Per Capita Income

\$100,822

AVERAGE HH INCOME (\$)



### BUSINESS



5,861

Total Businesses



145,032

Daytime Population



283

Food Srv & Drinking Places

### TAPESTRY SEGMENTS



12A

Family Foundations  
15,484 (25.2%) of households

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward 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 smartphones.

- 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.



12D

Modest Income Homes  
8,603 (14.0%) of households

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 elderly family 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 difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can 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 very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.



9E

Retirement Communities  
4,341 (7.1%) of households

These neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.



## Please Contact

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