

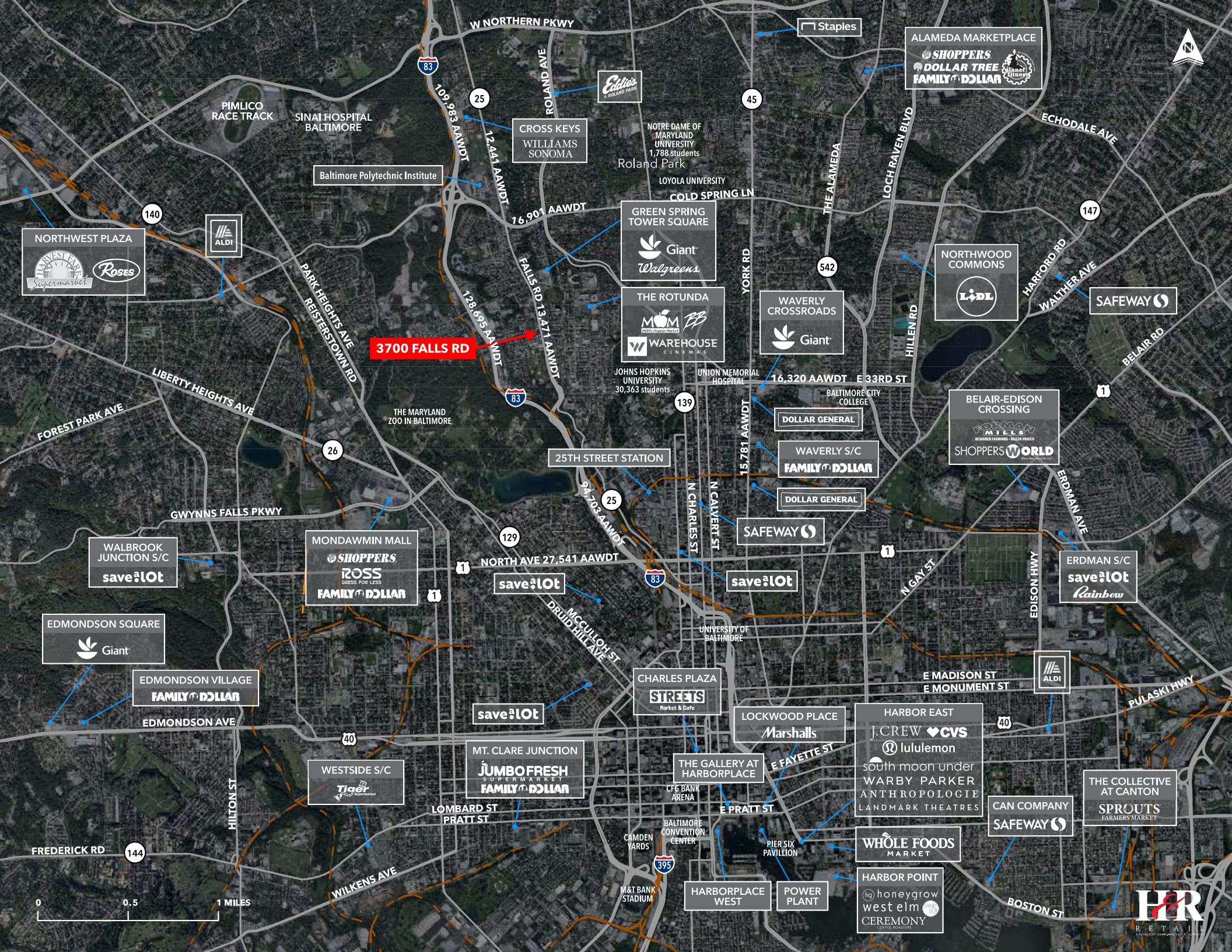


# 3700 FALLS ROAD

BALTIMORE, MD 21211



12,833 SF Freestanding Building  
Available for Lease or Sale



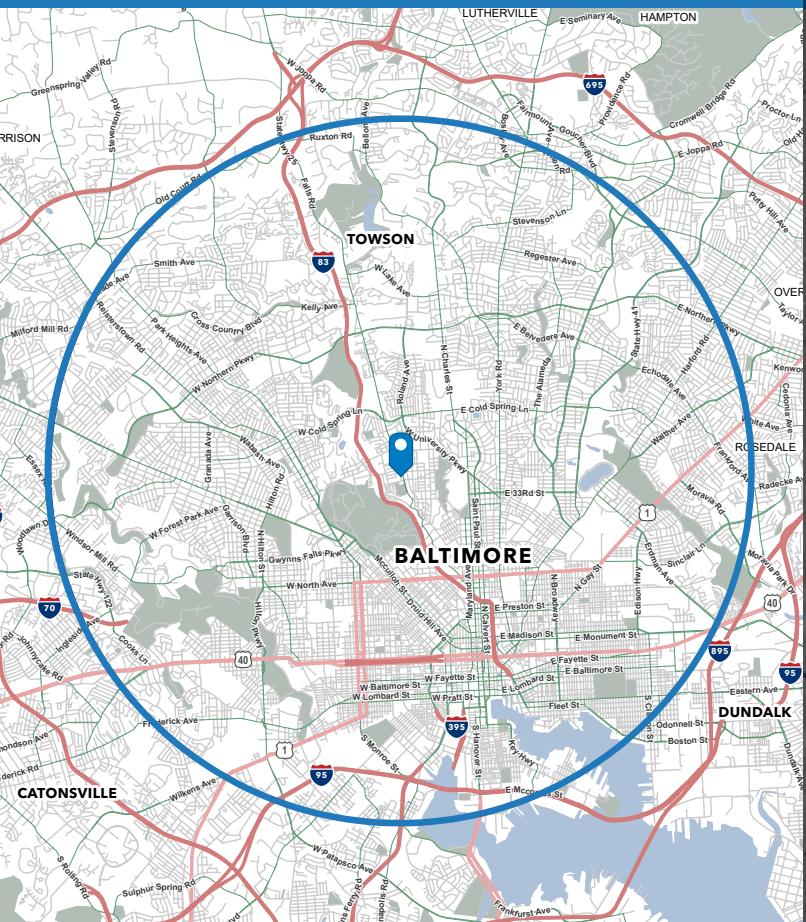




# BALTIMORE, MD

## DEMOGRAPHIC PROFILE (2024)

3700 Falls Road  
5 mile ring



### KEY FACTS

566,621

Population

36.5

Median Age

245,957

Households

### EDUCATION



22%

High School Diploma



21%

Bachelor's Degree



21%

Graduate/Professional Degree

### BUSINESS



25,260

Total Businesses



657,271

Daytime Population



1,697

Food Srv & Drinking Places



\$60,426

Median Household Income



\$42,997

Per Capita Income

\$98,718

AVERAGE HH INCOME (\$)



### TAPESTRY SEGMENTS



12A Family Foundations  
34,895 (14.2%) 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  
31,220 (12.7%) 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.



3B Metro Renters  
28,749 (11.7%) of households

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located 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 close 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.
- Prefers environmentally safe products.
- Socializing and social status very important.



Please contact

Suzanne Katz  
410.301.6356  
skatz@hrretail.com

2 Hamill Road  
Suite 348W  
Baltimore, MD 21210  
410.308.0800