



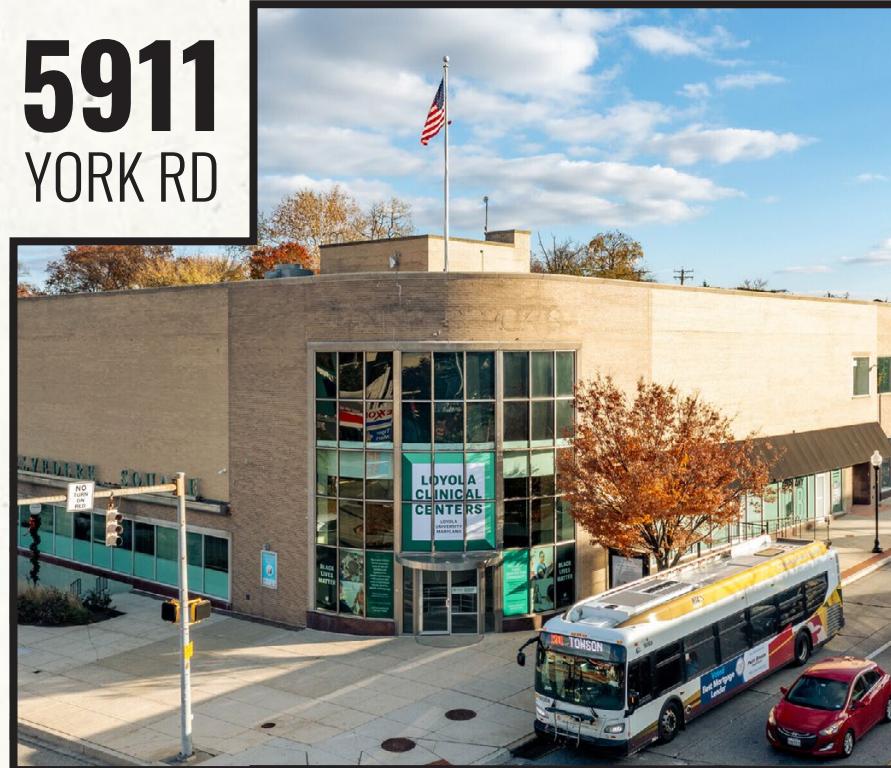
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5911
YORK RD



510-548
BELVEDERE
AVENUE



511-531
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AVENUE





Towson Town Center



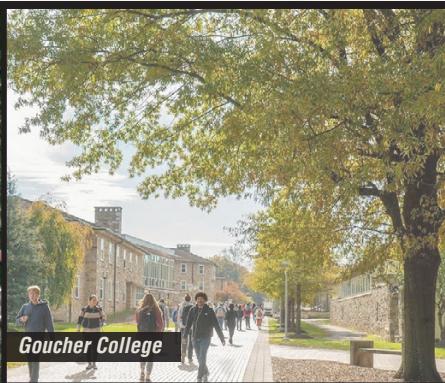
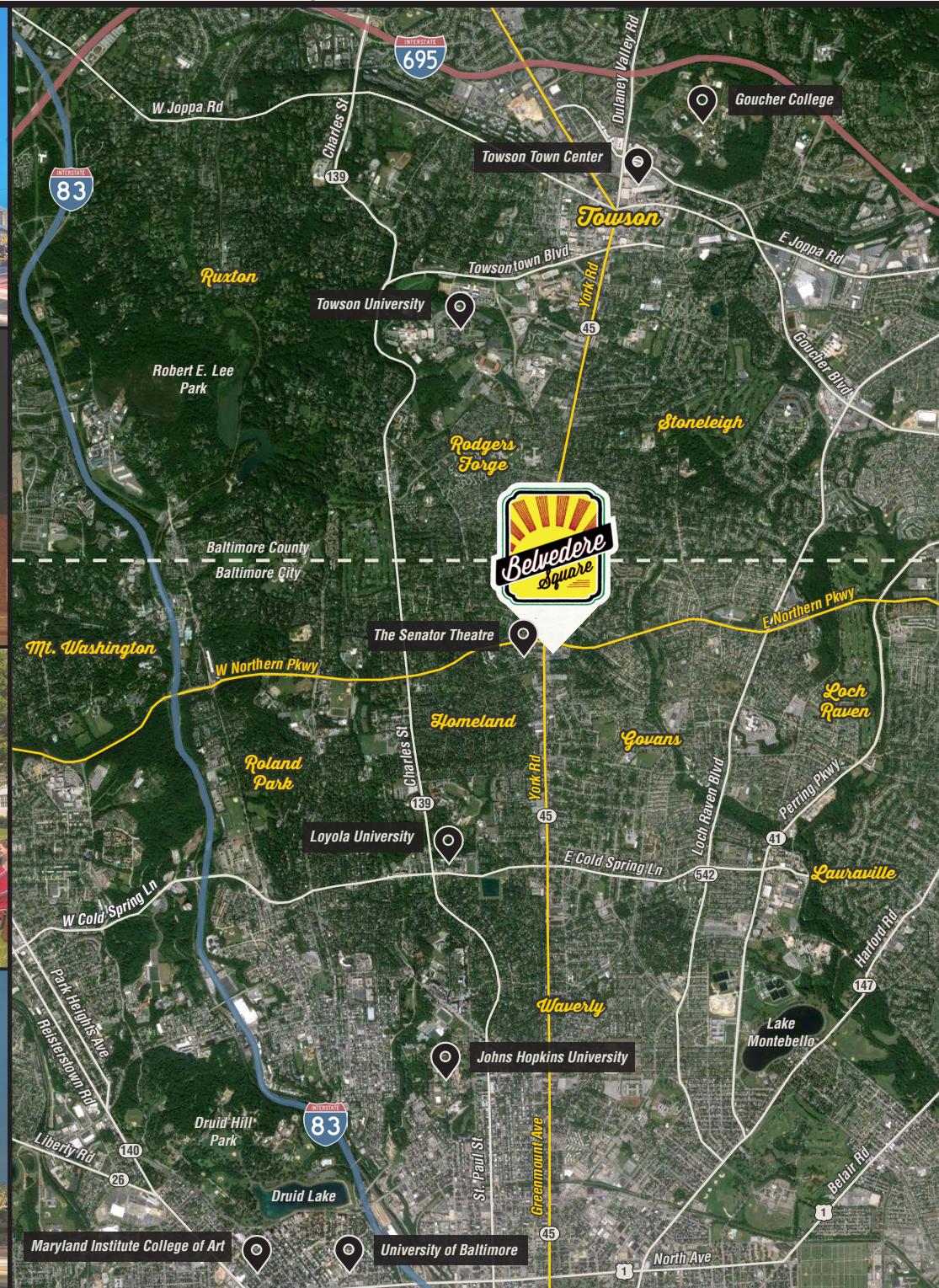
The Senator Theatre



Johns Hopkins University



Maryland Institute College of Art



Goucher College



Towson University



Loyola University



University of Baltimore

Demographics (2025):

1 MI. | 3 MI. | 5 MI.

RESIDENTIAL POPULATION

26,187 184,437 485,772

NUMBER OF HOUSEHOLDS

10,871 77,976 209,085

AVG. HOUSEHOLD INCOME

\$130,334 \$113,435 \$97,702

DAYTIME POPULATION

19,916 186,665 507,434

EDUCATION (COLLEGE+)

72.5% 73.7% 64.1%

Retail Expenditures:

1 MI. | 3 MI. | 5 MI.

FURNITURE + HOME

\$22.3M \$139.0M \$324.2M

ENTERTAINMENT/RECREATION

\$49.3M \$308.0M \$714.2M

FASHION + CLOTHING

\$30.3M \$193.0M \$449.2M

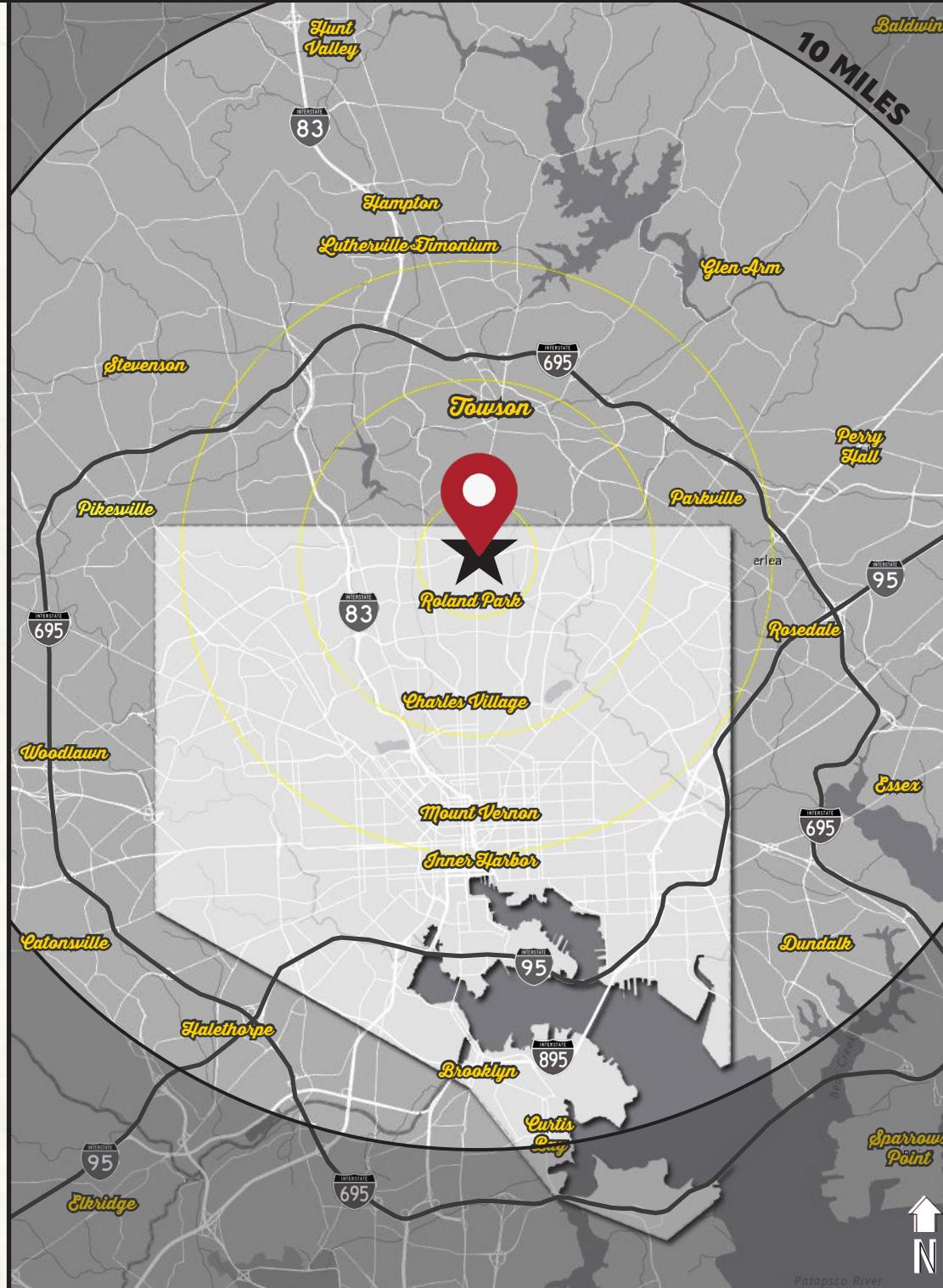
FOOD AWAY FROM HOME

\$49.8M \$319.7M \$734.0M

HEALTH + WELLNESS

\$9.3M \$56.8M \$138.2M

FULL REPORT



Top Lifestyles (2 Mile Radius):

26.2% FAMILY FOUNDATIONS



Most households are occupied by a single person, a married couple without children, or a combined family without couples or children. They earn middle-tier incomes and tend to shop at discount stores.

2.50
AVG. HH SIZE **41.0**
MEDIAN AGE **\$58,089**
MEDIAN HH INCOME

13.2% URBAN CHIC



These highly educated professionals with upper tier incomes are predominantly composed of married couples, many of whom are raising young children. They exercise frequently and eat organic foods.

2.38
AVG. HH SIZE **41.9**
MEDIAN AGE **\$144,754**
MEDIAN HH INCOME

10.8% TOP TIER



These residents have the highest net worth among all segments, primarily consisting of married couples with or without children living at home. They shop at upscale retailers and frequent fine dining restaurants.

2.84
AVG. HH SIZE **45.4**
MEDIAN AGE **\$209,720**
MEDIAN HH INCOME

7.7% KIDS AND KIN



These residents are generally under the age of 54, with jobs in health care, retail, food, manufacturing and transportation. Spending tends to be on baby/children's products, TVs, video gaming and jewelry.

2.57
AVG. HH SIZE **33.3**
MEDIAN AGE **\$50,960**
MEDIAN HH INCOME

6.7% CITY GREENS



These residents are mostly married couples with dual incomes, with more than half of those 25 and older holding a bachelor's or graduate degree. They like to spend time outside, and bank and shop online.

2.20
AVG. HH SIZE **41.4**
MEDIAN AGE **\$97,516**
MEDIAN HH INCOME

FOR MORE INFO
CONTACT:



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MIKE RUOCO

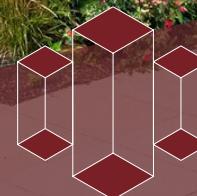
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