









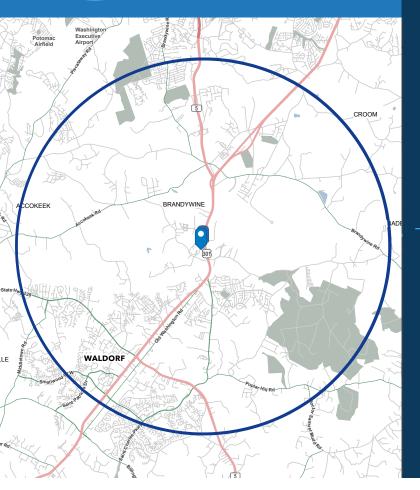






BRANDYWINE, MD

DEMOGRAPHIC PROFILE (2021) Cadillac Crossing 5 mile ring



67,130

37.5

24,034

Population

Median Age

Households



Bachelor's Degree





2,632 **Total Businesses**



61,993 Daytime Population



187 Food Srv &

Drinking Places

\$102,902

Median Household Income



\$43,716

\$120,983 AVERAGE HH INCOME (\$) \$150000-199999 \$100000-149999 \$75000-99999 \$50000-74999 \$35000-49999 \$25000-34999 \$15000-24999 \$0-14999



Workday Drive 8,304 (34.6%) of households

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

- High labor force participation rate at 71%; 2 out of 3
- Connected, with a host of wireless devices -anything that
- Well insured and invested in a range of funds, from



Pleasantville 2.984 (12.4%) of households

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

- Older residents draw Social Security and retirement
- The work force is diverse: professionals in health care,



Home Improvement 2,354 (9.8%) of households

Married-couple families occupy well over half of these are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed

- · Cautious consumers that do their research before buying,
- · Typically spend 4-7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store)
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.



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