



SOUTH END SHOPPING CENTER

1181 MARYLAND AVENUE | HAGERSTOWN, MD 21740



- South End Shopping Center is located across from South Hagerstown High School and just north of Hagerstown Premium Outlets
- Quick access to I-70 and I-81
- 2 miles from the amenity-rich Historic Downtown Hagerstown
- Join Save-a-Lot, Planet Fitness, Joann, Dollar General, Aaron's, Goodwill, Plato's Closet, Five Below and more!
- Nearby retailers include Target, Kohl's, Regal Cinemas, CVS, Sam's Club, Michaels, Ross, Big Lots!, Walmart, Lowe's Home Improvement and more!



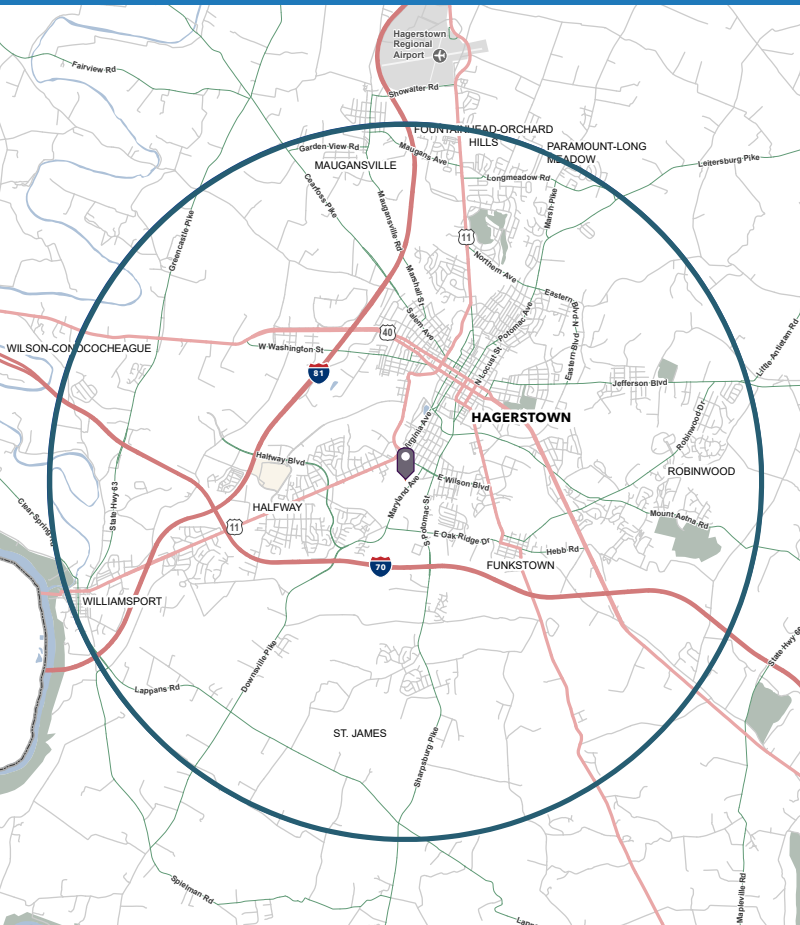




HAGERSTOWN, MD

DEMOGRAPHIC PROFILE (2024)

South End Shopping Center
5 mile ring



KEY FACTS

101,730

Population

39.7

Median Age

38,715

Households

EDUCATION



30%

High School Diploma



14%

Bachelor's Degree



9%

Graduate/Professional Degree

INCOME



\$62,313

Median Household Income

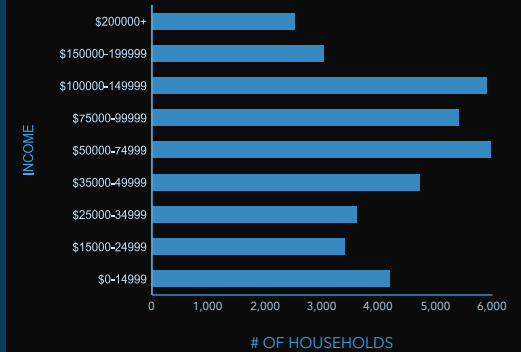


\$33,623

Per Capita Income

\$87,291

AVERAGE HH INCOME (\$)



BUSINESS



4,186

Total Businesses



113,156

Daytime Population



300

Food Srv & Drinking Places

TAPESTRY SEGMENTS



5C

Parks and Rec

6,991 (18.1%) 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.

- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.



8F

Old and Newcomers

3,272 (8.5%) of households

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.



8C

Bright Young Professionals

3,176 (8.2%) of households

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-thirds of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.



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