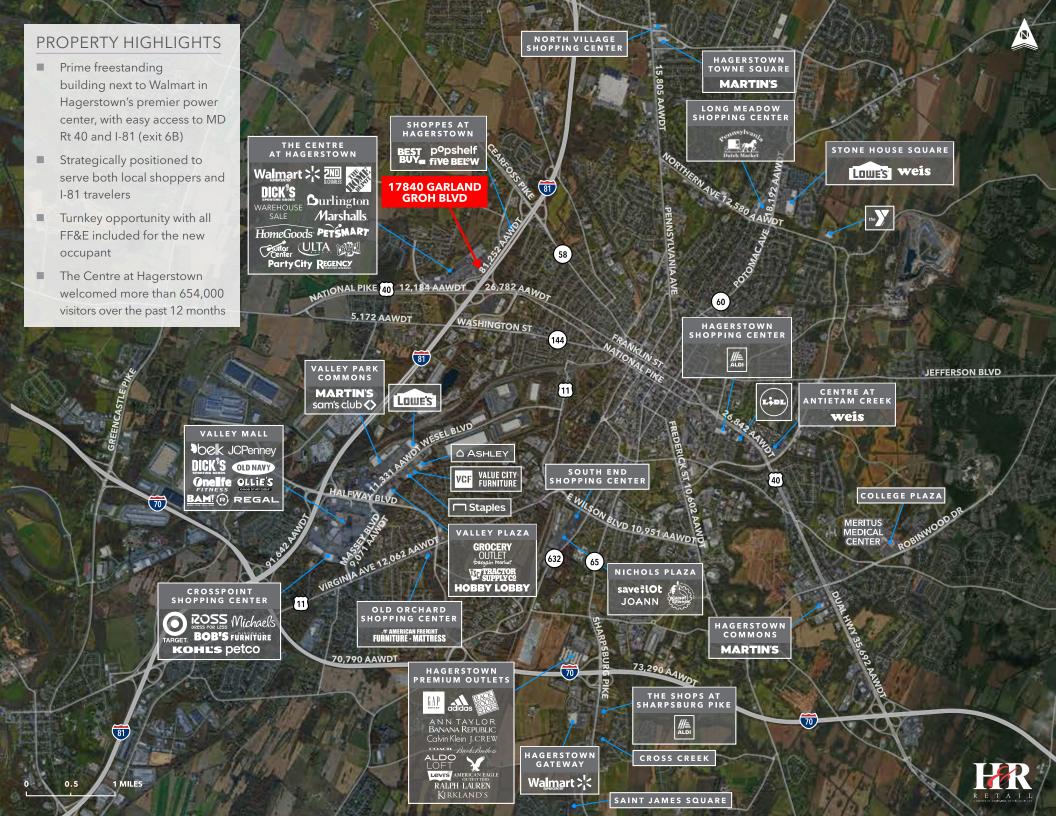
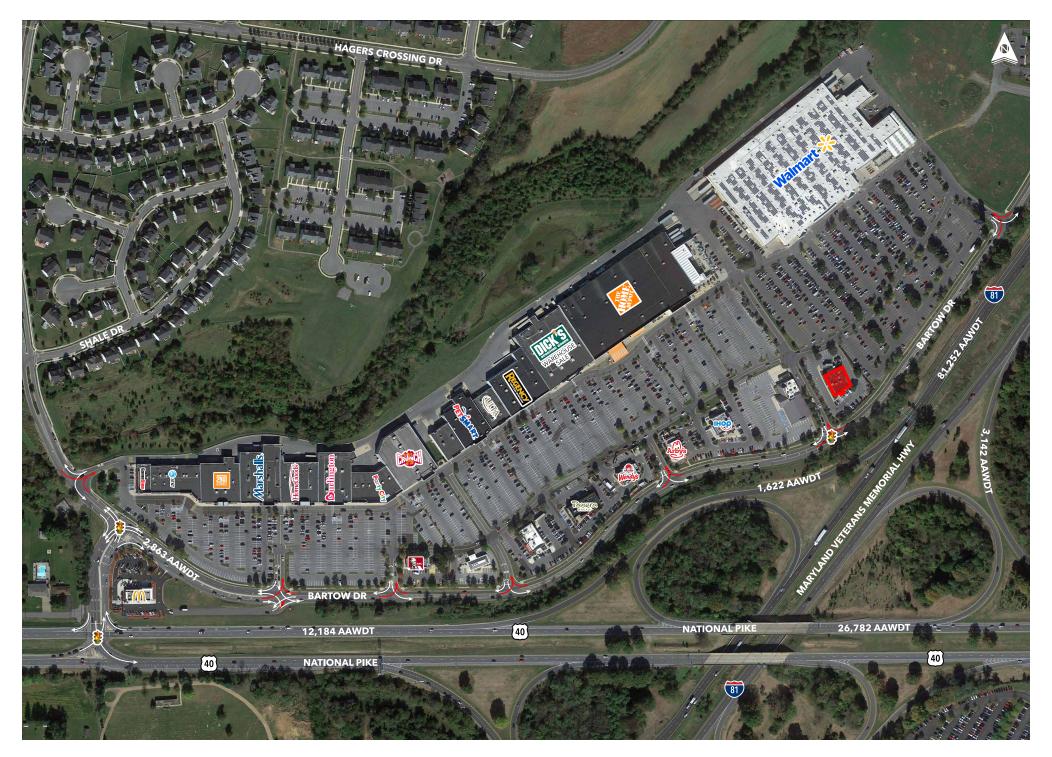


## 17840 GARLAND GROH BLVD

HAGERSTOWN, MARYLAND 21740





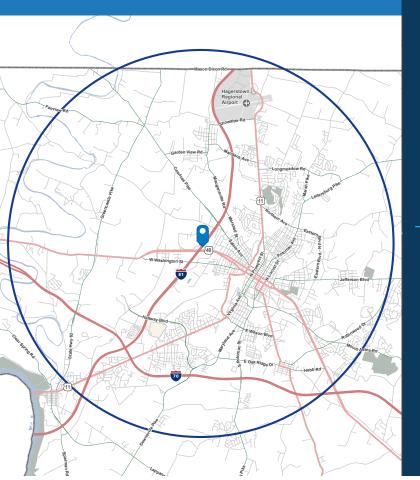






## HAGERSTOWN, MD

**DEMOGRAPHIC PROFILE (2024)** Centre at Hagerstown 17840 Garland Groh Blvd 5 mile ring



93,256

40.3

37,793

Population

Median Age

Households



30% High School Diploma



Bachelor's Degree



4.092 **Total Businesses** 



109,668 Daytime **Population** 



304 Food Srv &

Drinking Places

\$60,630

Median Household Income



\$34,620

Per Capita Income





Parks and Rec

7.626 (20.2%) 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 varing couples. tion 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.



Bright Young Professionals 2,964 (7.8%) of households

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
   Prefer fashion that is classic and timeless as opposed to
- trendy.

   Use all types of media equally (newspapers, magazines, radio. Internet. TV).



Front Porches

2,744 (7.3%) of households

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. Half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to infl uence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the US average, and many families have taken out loans to make ends meet.

- · With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out
  They seek adventure and strive to have fun.



## Please Contact

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