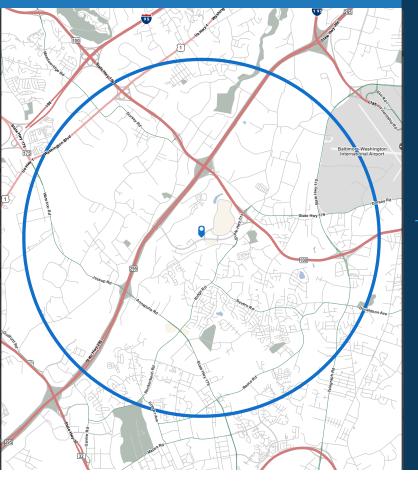




HANOVER, MD

DEMOGRAPHIC PROFILE (2024) 7069 Arundel Mills Blvd Ring of 3 miles



62,024

35.7

20,976

Population

Median Age

Households

EDUCATION



26%
Bachelor's Degree



BUSINESS



2,367
Total Businesses



75,374

Daytime Population



169 Food Srv & Drinking Places

\$122,901

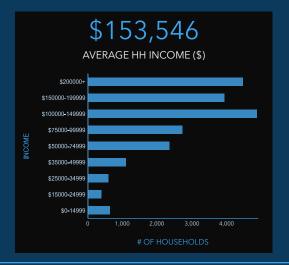
INCOME

Median Household Income



\$52,713

Per Capita Income



TAPESTRY SEGMENTS



Enterprising Professionals 7,988 (38.1%) of households

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments, many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier changes and spaces.

- Median household income one and a half times that of the US.
 Over half hold a bachelor's degree or higher.
- Early adopters of technology in hopes of impressing peers with new gadgets
- Buy name brands and trendy clothes online.



Savvy Suburbanites 3,284 (15.7%) of households

Savy Suburbanites residents are well educated, well read, and well capitalized Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

- Education: 50.6% college graduates; 77.6% with some college education.
- 2-worker households at 62.2%.
- Well-connected consumers that appreciate technology and make liberal use of
- Informed shoppers that do their research prior to purchasing and focus on quality



Military Proximity 2,708 (12.9%) of households

One of the youngest markets, residents of Military Proximity are married-couple families; just beginning parenthood, with an average household size of 3.38. The armed forces are the common bond for these consumers. Most of the labor force are on active duty or have civilian jobs on military bases. The labor force participation rate, with the armed forces, is close to 80%, highest among Tapestry markets. Moving is routine to Military Proximity householders, 40% have recently lived sewhere. Consumers live a young, active lifersty with a focus on their families. These communities are located throughout the United States, but mainly in the South and West.

- Over 27% have a college degree; many are still attending college.
- Although civilian labor force participation is low at 22%, total labor
- These young residents maintain a healthy and active lifestyle that
- includes participating in sports and exercise.

 Military Proximity consumers are comfortable with personal computers
- Military Proximity consumers are comfortable with personal compute and use the internet for a host of activities, such as entertainment, shopping, making travel arrangements, and paying bills.



Please Contact

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