

Alexandria's Eisenhower District

"the economic engine of Alexandria"

OFFICE RETAIL

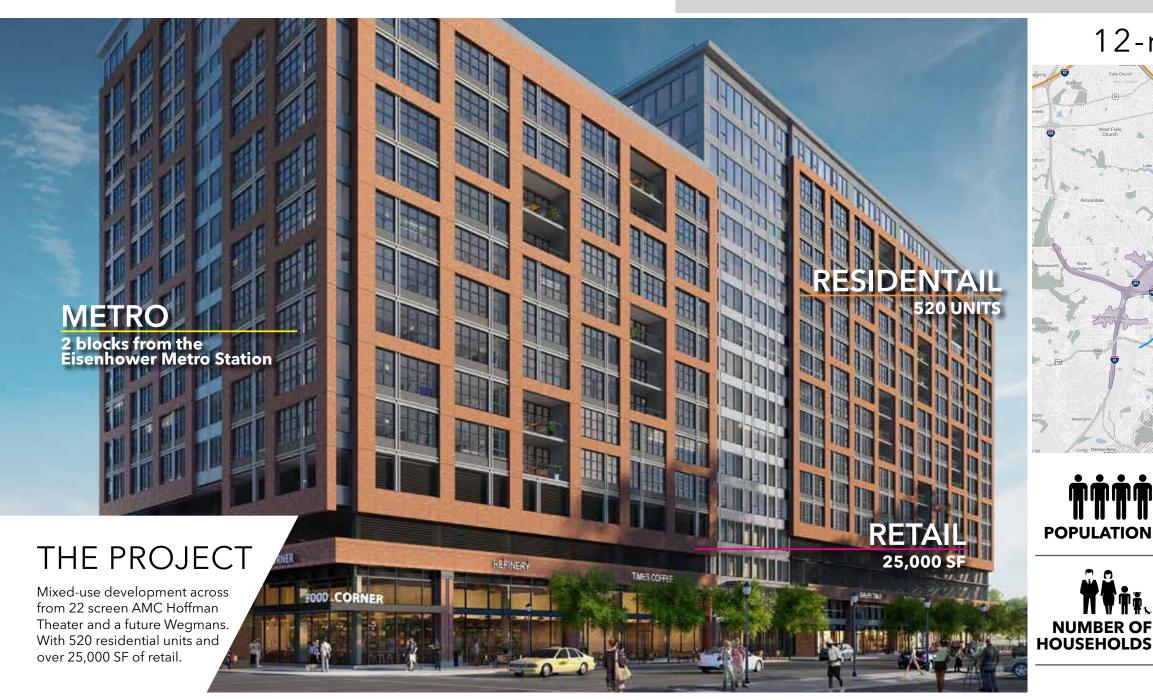
existing 440,426 sf // in the pipeline 239,000 sf RESIDENTS existing 2,469 units // in the pipeline 2,242 units METRO STOPS eisenhower // weekday average ridership 1,518

existing 5,735,346 sf // in the pipeline 2,312,062 sf



employees





12-minute **UBER** ride



POPULATION

257,798 people

DAYTIME POPULATION

256,797 employees



116,450 households



\$146,582 average household income



Broke Ground

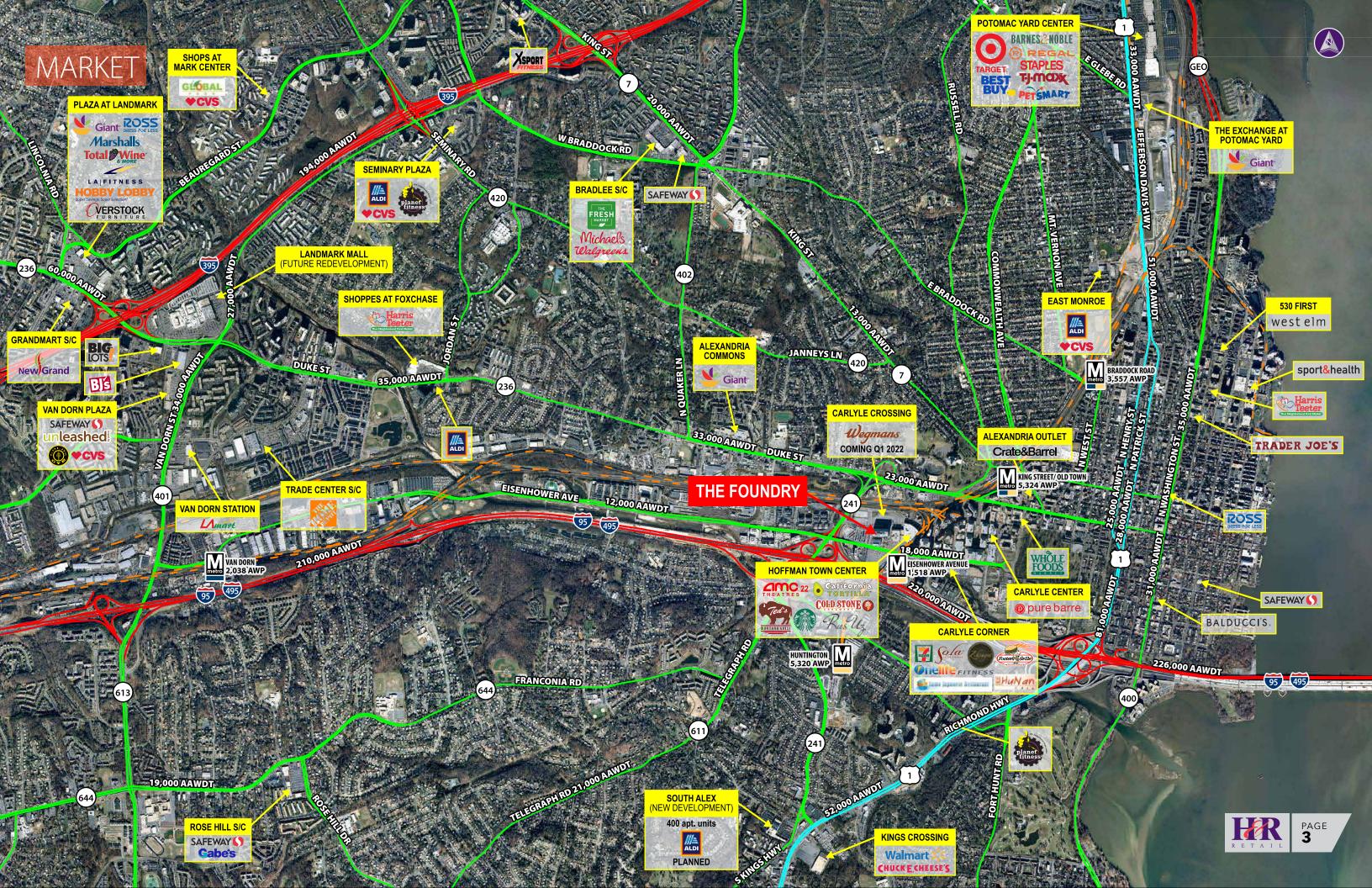
Retail Delivery

Residential Delivery

Full Building Delivery



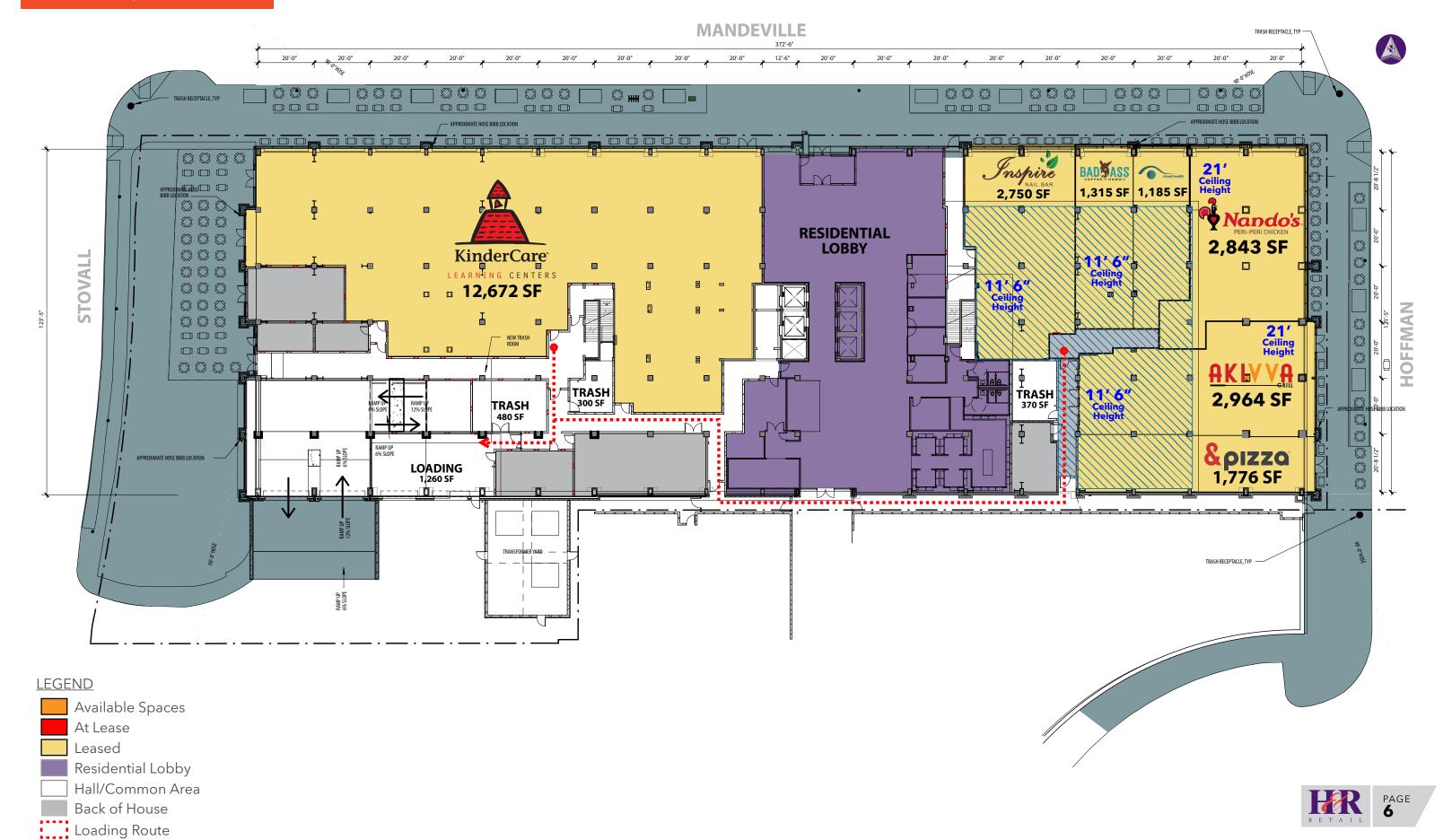








RETAIL SITE PLAN





THE FOUNDRY ALEXANDRIA, VA

12-minute UBER RIDE

KEY FACTS

257,798

Population



Average Household Size



\$107,012

Median Household Income

EDUCATION



12.6%

Some College



Bachelor's/Grad/Prof Degree

TAPESTRY SEGMENTS*



Laptops and Lattes 27,256 households

26% of Households



Metro Renters 13,136 households

12%

of Households



Enterprising **Professionals** 12.930 households

12% of Households

* THESE RESULTS ARE BASED OF 12 MINUTE DRIVE TIME FROM THE SITE.

12-minute WALK TIME

KEY FACTS

3,843 Population

Average



Median Age

\$138,116

Median Household Household Size Income

EDUCATION



7.9%

Some College



82.2%

Bachelor's/Grad/Prof Degree

TAPESTRY SEGMENTS



Laptops and Lattes 1,870 households

of Households

89%



Metro Renters 229 households

11%

of Households



NEIGHBORHOOD PROFILE

2020 and 2025 ESRI Forecasts. Converted Census 2000 data into 2010 geography Lat/Lon: 38.80256/-77.07205

POPULATION SUMMARY 2000 Total Population 17,138 140,063 413,49° 2010 Total Population 21,059 155,466 441,43° 2020 Total Population 25,950 176,152 482,126° 2020 Total Population 28,845 187,732 503,116° 2020 Total Population 28,845 187,732 503,116° 2020 Total Daytime Population 32,821 179,069 464,574 Workers 23,917 109,841 254,266 Residents 8,904 69,228 210,31° 2020 POPULATION BY AGE Population Age 0 - 4 4.6% 5.7% 6.09° Population Age 5 - 9 3.9% 5.4% 5.79° Population Age 10 - 14 3.8% 5.1% 5.59° Population Age 25 - 34 22.6% 17.5% 17.69° Population Age 35 - 44 16.8% 17.1% 16.39° Population Age 35 - 44 16.8% 17.1% 16.39° Population Age 45 - 54 12.6% 13.4% 13.09° Population Age 5 - 74 8.8% 8.8% 8.19° Population Age 85 + 1.4% 1.4% 1.49° Population Age 85 + 1.4% 1.49° Population Age 85 + 1.4% 1.49° Population Age 87 - 84 3.9% 3.88° 3.69° Population Age 88 + 1.4% 1.49° Population Age 89 - 74 8.89° 81.28° 79.89° Median Age 89 - 84 85.9% 81.28° 79.89° Median Age 81 84 85.9% 81.28° 79.89° Median Age 85 - 64 92.49° Black Alone 13.4% 16.3% 27.49° American Indian Alone 0.3% 0.4% 0.49° American Indian Alone 0.3% 0.4% 0.49° Asian Alone 8.1% 6.9% 9.29° Pacific Islander Alone 0.1% 0.19° Some Other Race Alone 7.0% 7.9% 9.09° Two or More Races 4.4% 4.2% 4.59° Hispanic Origin 16.1% 18.1% 20.39°		1 MILES	3 MILE S	5 MILES
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Population Age 35 - 44 16.8% 17.1% 16.39 Population Age 45 - 54 12.6% 13.4% 13.09 Population Age 55 - 64 12.6% 12.1% 11.79 Population Age 65 - 74 8.8% 8.8% 8.19 Population Age 75 - 84 3.9% 3.8% 3.69 Population Age 85 + 1.4% 1.4% 1.4% 1.49 Population Age 18 + 85.9% 81.2% 79.89 Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,76 Female Population 12,067 93,404 247,74 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.19 Some Other Race Alone 7.0% 7.9% 9.09 Two or More Races 4.4% 4.2% 4.59 Hispanic Origin 16.1% 18.1% 20.39	Population Age 15 - 24	9.1%	9.7%	10.99
Population Age 45 - 54 12.6% 13.4% 13.09 Population Age 55 - 64 12.6% 12.1% 11.79 Population Age 65 - 74 8.8% 8.8% 8.19 Population Age 75 - 84 3.9% 3.8% 3.69 Population Age 85 + 1.4% 1.4% 1.49 Population Age 18 + 85.9% 81.2% 79.89 Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,76 Female Population 12,067 93,404 247,74 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Races 4.4% 4.2% 4.59 Hispanic Origin 16.1% 18.1% <	Population Age 25 - 34	22.6%	17.5%	17.69
Population Age 55 - 64 12.6% 12.1% 11.79 Population Age 65 - 74 8.8% 8.8% 8.19 Population Age 75 - 84 3.9% 3.8% 3.69 Population Age 85 + 1.4% 1.4% 1.49 Population Age 18 + 85.9% 81.2% 79.89 Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,76 Female Population 12,067 93,404 247,74 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 7.0% 7.9% 9.09 Two or More Races 4.4% 4.2% 4.59 Hispanic Origin 16.1% 18.1% 20.39	Population Age 35 - 44	16.8%	17.1%	16.39
Population Age 65 - 74 8.8% 8.8% 8.1% Population Age 75 - 84 3.9% 3.8% 3.6% Population Age 85 + 1.4% 1.4% 1.4% Population Age 18 + 85.9% 81.2% 79.8% Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,76 Female Population 12,067 93,404 247,74 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.2% Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Population Age 45 - 54	12.6%	13.4%	13.09
Population Age 75 - 84 3.9% 3.8% 3.69 Population Age 85 + 1.4% 1.4% 1.49 Population Age 18 + 85.9% 81.2% 79.89 Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Population Age 55 - 64	12.6%	12.1%	11.79
Population Age 85 + 1.4% 1.4% 1.4% Population Age 18 + 85.9% 81.2% 79.8% Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Population Age 65 - 74	8.8%	8.8%	8.19
Population Age 18 + 85.9% 81.2% 79.8% Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.2% Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Population Age 75 - 84	3.9%	3.8%	3.69
Median Age 38.2 38.5 37.4 2020 POPULATION BY SEX Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,746 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Population Age 85 +	1.4%	1.4%	1.49
2020 POPULATION BY SEX Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.19 Some Other Race Alone 7.0% 7.9% 9.09 Two or More Races 4.4% 4.2% 4.59 Hispanic Origin 16.1% 18.1% 20.39	Population Age 18 +	85.9%	81.2%	79.89
Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Median Age	38.2	38.5	37.4
Male Population 12,139 87,575 234,764 Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.49 Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	AAAA BABIII ATIAN BY CEV			
Female Population 12,067 93,404 247,744 2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.2% Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%		40.420	07.575	0247/
2020 POPULATION BY RACE/ETHNICITY White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.2% Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	•			•
White Alone 66.7% 64.2% 49.4% Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.2% Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Female Population	12,067	93,404	247,740
Black Alone 13.4% 16.3% 27.4% American Indian Alone 0.3% 0.4% 0.4% Asian Alone 8.1% 6.9% 9.2% Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	2020 POPULATION BY RACE/ETHI	NICITY		
Black Alone 13.4% 16.3% 27.49 American Indian Alone 0.3% 0.4% 0.49 Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%			64.2%	49.49
Asian Alone 8.1% 6.9% 9.29 Pacific Islander Alone 0.1% 0.1% 0.19 Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Black Alone	13.4%	16.3%	27.49
Pacific Islander Alone 0.1% 0.1% 0.1% Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	American Indian Alone	0.3%	0.4%	0.49
Some Other Race Alone 7.0% 7.9% 9.0% Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Asian Alone	8.1%	6.9%	9.29
Two or More Races 4.4% 4.2% 4.5% Hispanic Origin 16.1% 18.1% 20.3%	Pacific Islander Alone	0.1%	0.1%	0.19
Hispanic Origin 16.1% 18.1% 20.3%	Some Other Race Alone	7.0%	7.9%	9.09
· · · · · ·	Two or More Races	4.4%	4.2%	4.5%
Diversity Index 65.7 68.8 77.8	Hispanic Origin	16.1%	18.1%	20.3%
	Diversity Index	65.7	68.8	77.8

	1 MILES	3 MILE S	5 MILES
2020 POPULATION 15+ BY MARI	ITAL STATUS		
Total Population 15+	22,756	147,681	398,819
Never Married	39.9%	37.8%	41.0%
Married	45.6%	48.5%	45.4%
Widowed	3.4%	3.6%	3.9%
Separated or Divorced	11.0%	10.1%	9.7%
2020 POPULATION 25+ BY EDUC	ATIONAL ATTA	INMENT	
Total	20,402	130,587	346,119
Less than 9th Grade	2.4%	3.8%	5.3%
9th - 12th Grade, No Diploma	1.5%	2.6%	4.1%
High School Graduate	8.2%	9.1%	13.5%
GED/Alternative Credential	0.9%	1.1%	1.9%
Some College, No Degree	9.2%	10.1%	13.5%
Associate Degree	3.8%	4.6%	5.2%
Bachelor's Degree	30.7%	30.9%	27.7%
Graduate/Professional Degree	43.4%	37.7%	28.8%
HOUSEHOLDS SUMMARY			
2000 Households	8,542	65,640	177,132
2000 Average Household Size	1.93	2.11	2.31
2010 Households	10,843	73,138	192,946
2010 Average Household Size	1.88	2.10	2.26
2020 Households	13,088	82,553	210,993
2020 Average Household Size	1.93	2.11	2.26
2025 Households	14,640	87,840	220,508
2025 Average Household Size	1.93	2.12	2.26
2020-2025 Annual Rate	2.27%	1.25%	0.89%
2010 Families	4,561	35,430	99,791
2010 Average Family Size	2.66	2.90	3.05
2020 Families	5,366	39,008	106,633
2020 Average Family Size	2.74	2.93	3.06
2025 Families	5,866	41,175	110,431
2025 Average Family Size	2.74	2.94	3.07
2020-2025 Annual Rate	1.80%	1.09%	0.70%
HOUSING UNIT SUMMARY			
2020 Housing Units	14,050	86,333	224,854
Owner Occupied Housing Units	41.8%	49.9%	42.5%
Renter Occupied Housing Units	51.4%	45.7%	51.4%
Vacant Housing Units	6.8%	4.4%	6.2%

	1 MILES	3 MILE S	5 MILES	2020 EMPLOYED POPULATION 1
2020 HOUSEHOLDS BY INCOME				White Collar
<\$15,000	3.0%	4.9%	7.0%	Management/Business/Financial
\$15,000 - \$24,999	3.5%	3.5%	5.0%	Professional
\$25,000 - \$34,999	3.3%	3.4%	5.0%	Sales
\$35,000 - \$49,999	5.0%	5.5%	7.9%	Administrative Support
\$50,000 - \$74,999	11.2%	11.7%	14.1%	Services
\$75,000 - \$99,999	13.5%	12.0%	12.4%	Blue Collar
\$100,000 - \$149,999	24.1%	21.1%	19.7%	Farming/Forestry/Fishing
\$150,000 - \$199,999	16.3%	15.8%	12.9%	Construction/Extraction
\$200,000+	20.2%	22.2%	16.0%	Installation/Maintenance/Repair
Average Household Income	\$157,064	\$159,764	\$131,086	Production
Median Household Income	\$116,568	\$116,524	\$96,482	Transportation/Material Moving
Per Capita Income	\$78,888	\$74,865	\$57,388	
			, , , , , , , ,	2020 CONSUMER SPENDING
2020 OWNER OCCUPIED HOUSI			05.074	Apparel & Services: Total \$
Total	5,863	43,041	95,361	Average Spent
<\$50,000	0.7%	0.7%	1.5%	Education: Total \$
\$50,000 - \$99,999	0.4%	0.3%	1.0%	Average Spent
\$100,000 - \$149,999	1.2%	0.5%	1.5%	Entertainment/Recreation: Total \$
\$150,000 - \$199,999	1.8%	1.3%	3.6%	Average Spent
\$200,000 - \$249,999	3.0%	3.5%	6.4%	Food at Home: Total \$
\$250,000 - \$299,999	5.8%	4.5%	6.2%	Average Spent
\$300,000 - \$399,999	16.9%	14.8%	16.9%	Food Away from Home: Total \$
\$400,000 - \$499,999	15.8%	16.8%	16.8%	Average Spent
\$500,000 - \$749,999	26.4%	29.4%	26.5%	Health Care: Total \$
\$750,000 - \$999,999	17.1%	17.7%	13.0%	Average Spent
\$1,000,000 +	7.7%	7.5%	4.7%	HH Furnishings & Equipment: Total
Average Home Value	\$633,918	\$640,674	\$551,657	\$
2020 EMPLOYED POPULATION 1	6+ BY INDUST	'RY		Average Spent
Total	16,207	104,729	267,769	Personal Care Products & Services: Total \$
Agriculture/Mining	0.0%	0.2%	0.2%	Average Spent
Construction	4.8%	5.4%	7.4%	Shelter: Total \$
Manufacturing	2.2%	2.3%	2.1%	Average Spent
Wholesale Trade	0.6%	0.8%	0.8%	Support Payments/Cash
Retail Trade	3.7%	4.7%	5.8%	Contributions/Gifts in Kind: Total \$
Transportation/Utilities	1.9%	2.9%	4.1%	Average Spent
Information	2.8%	2.4%	2.1%	Travel: Total \$
Finance/Insurance/Real Estate	7.7%	6.2%	5.8%	Average Spent
Services	53.5%	57.2%	55.9%	Vehicle Maintenance & Repairs: Total \$
Public Administration	22.6%	17.9%	15.8%	Average Spent

	1 MILES	3 MILE S	5 MILES
2020 EMPLOYED POPULATION	16+ BY OCCU	PATION	
White Collar	82.9%	78.9%	70.9%
Management/Business/Financial	27.5%	26.5%	23.1%
Professional	40.2%	36.9%	31.0%
Sales	5.5%	6.4%	6.9%
Administrative Support	9.8%	9.1%	10.0%
Services	11.2%	13.0%	16.7%
Blue Collar	5.8%	8.2%	12.4%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	2.3%	3.5%	5.4%
Installation/Maintenance/Repair	0.9%	1.0%	1.7%
Production	1.3%	1.0%	1.2%
Transportation/Material Moving	1.1%	2.4%	4.0%
2020 CONSUMER SPENDING			
Apparel & Services: Total \$	\$49,681,535	\$318,447,054	\$677,111,408
Average Spent	\$3,795.96	\$3,857.49	\$3,209.17
Education: Total \$	\$44,689,851	\$292,156,958	\$597,791,703
Average Spent	\$3,414.57	\$3,539.02	\$2,833.23
Entertainment/Recreation: Total \$	\$70,443,248	\$452,233,267	\$952,412,659
Average Spent	\$5,382.28	\$5,478.10	\$4,513.95
Food at Home: Total \$	\$116,535,930	\$749,042,228	\$1,611,356,007
Average Spent	\$8,904.03	\$9,073.47	\$7,637.01
Food Away from Home: Total \$	\$87,379,586	\$558,221,909	\$1,186,367,089
Average Spent	\$6,676.31	\$6,761.98	\$5,622.78
Health Care: Total \$	\$113,687,368	\$728,261,340	\$1,564,365,550
Average Spent	\$8,686.38	\$8,821.74	\$7,414.30
HH Furnishings & Equipment: Total \$	\$46,247,762	\$296,753,456	\$630,739,258
Average Spent	\$3,533.60	\$3,594.70	\$2,989.38
Personal Care Products & Services: Total \$	\$20,517,081	\$130,833,162	\$278,796,891
Average Spent	\$1,567.63	\$1,584.84	\$1,321.36
Shelter: Total \$	\$469,332,804	\$3,020,955,982	\$6,354,399,421
Average Spent	\$35,859.78	\$36,594.14	\$30,116.64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,007,159	\$286,732,929	\$609,925,923
Average Spent	\$3,438.81	\$3,473.32	\$2,890.74
Travel: Total \$	\$55,341,647	\$354,820,240	\$733,712,474
Average Spent	\$4,228.43	\$4,298.09	\$3,477.43



\$23,326,164 \$149,384,529 \$323,780,055

\$1,782.26

\$1,534.55

PSYCHOGRAPHIC PROFILE



LAPTOPS AND LATTES: WHO ARE WE?

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

LAPTOPS AND LATTES: OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.85.
- City dwellers, primarily in apartment buildings: with 2-4 units (Index 190), 5-19 units (Index 223), or 20+ units (Index 548).
- Older housing, 2 out of 3 homes built before 1970; 42% built before 1940 (Index 310).
- Most households renter occupied, with average rent close to \$1,800 monthly (Index 183).
- Many owner-occupied homes valued at \$500,000+ (Index 684).
- Majority of households own no vehicle at 36% (Index 398) or 1 vehicle (41%).



METRO RENTERS: WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

METRO RENTERS: OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offi ces and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.





YOUNG AND RESTLESS: WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefl y in the West and Midwest.

YOUNG AND RESTLESS: OUR NEIGHBORHOOD

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 237).
- Apartment rentals popular: 45% in 5-19 unit buildings (Index 507), 26% in 20+ unit buildings (Index 325).
- Majority of housing built in 1970 or later (83%).



R E T

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