

























9,309 **Total Businesses**



215,834 Daytime Population



Food Srv & Drinking Places







Enterprising Professionals 28,307 (36.8%) of households

Enterprising Professionals residents are well educated and ing, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fi fth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier

- Early adopters of new technology in hopes of impressing
- Enjoy talking about and giving advice on technology.
- search engines, and maps.



Professional Pride 9.700 (12.6%) of households

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are fi nancially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

• Professional Pride consumers are highly qualified in the science, technology, law, or finance fi elds; they've worked hard to build their professional reputation or their start-up



Urban Chic 7,545 (9.8%) of households

Urban Chic residents are professionals that live a sophisticatmarried-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers-avid readers and moviegoers, environmentally active, and fi nancially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but

- Over 40% of households receive income from investments · Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- array of activities such as shopping, banking, and staying current-a top market for Apple computers.



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