

REY FACTS

165,007

36.7

S8,888

Population Median Age Households

GROWTH

EDUCATION

27%

27%

Bachelor's Degree Graduate/Professional Degree



7,472
Total Businesses



198,098

Daytime
Population



488
Food Srv &
Drinking Places

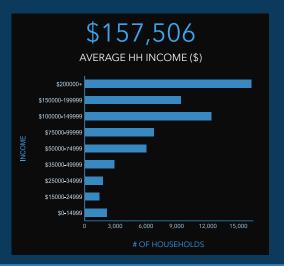
\$130,853

Median Household Income



\$56,158

Per Capita Income



TAPESTRY SEGMENTS



Modern Minds 1,711 (87.4%) of households

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbic Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above \$300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos professional networking, and following favorite brands, sports, and hobbies.



Savvy Suburbanites 216 (11.0%) of households

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas.

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.



31 (1.6%) of households

Most residents in this segment live in metropolitan areas with populations exceeding 500,000. More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors. Homeownership rates are slightly above the national average, and most homes are valued between \$200,000 and \$500,000. Even with rents slightly higher than the national average, vacancy rates are relatively low.

- Residents tend to bank and shop online, and they typically buy groceries in person.
- Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement



Please Contact

Spencer Ward 240.482.3614 sward@hrretail.com

Alex Shiel 240.482.3601 ashiel@hrretail.com 3 Bethesda Metro Center, Suite 620 Bethesda, MD 20814 301.656.3030