Apartment Geofencing

Look Who's Moving to Town

The Changing Demographics of Renters in Washington D.C.

INTRODUCTION

Using historical mobile location data, Apartment Geofencing has determined the major demographic shifts in both downtown and suburban areas.
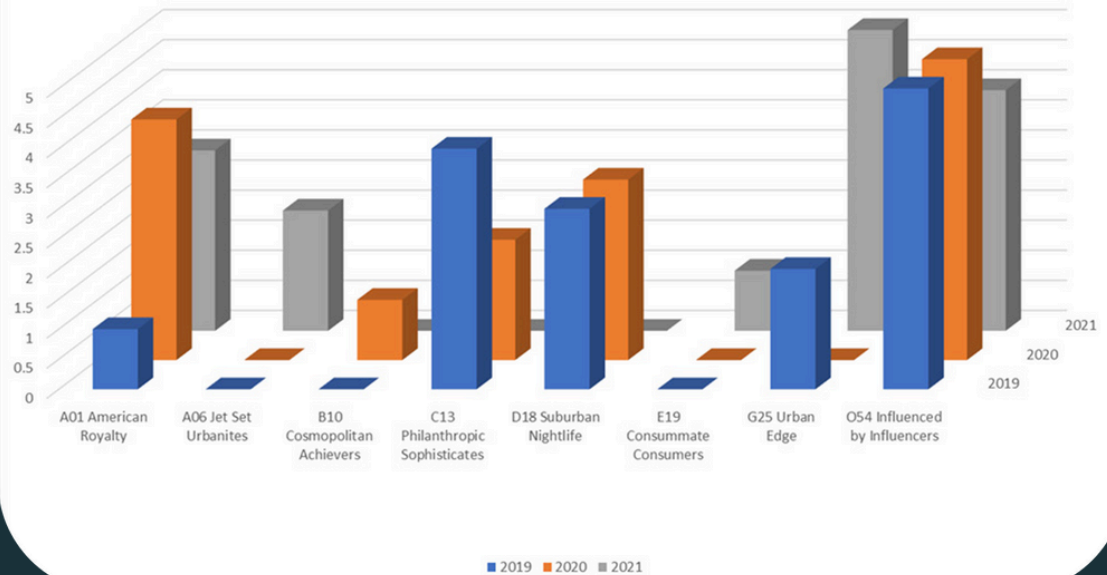
Understanding the Shift

In March 2020, COVID19 created widespread changes to urban environments. Vaccines started to be distributed in the spring of 2021. The big question on everyone's mind - how has COVID19 impacted the renter demographics within a major metro market like Washington, D.C.?

We sought answers by using our access to mobile location data, and our partnership with Experian, to analyze the patterns and demographics of renters in both urban and suburban areas in the D.C. market.

We help multifamily marketers identify and find exactly the right prospects. For every property, in every market.

INSIGHTS

According to the statistics, Urban Edge remains a strong demographic for downtown D.C. while American Royalty have been moving out and are being replaced by Influenced by Influencers.

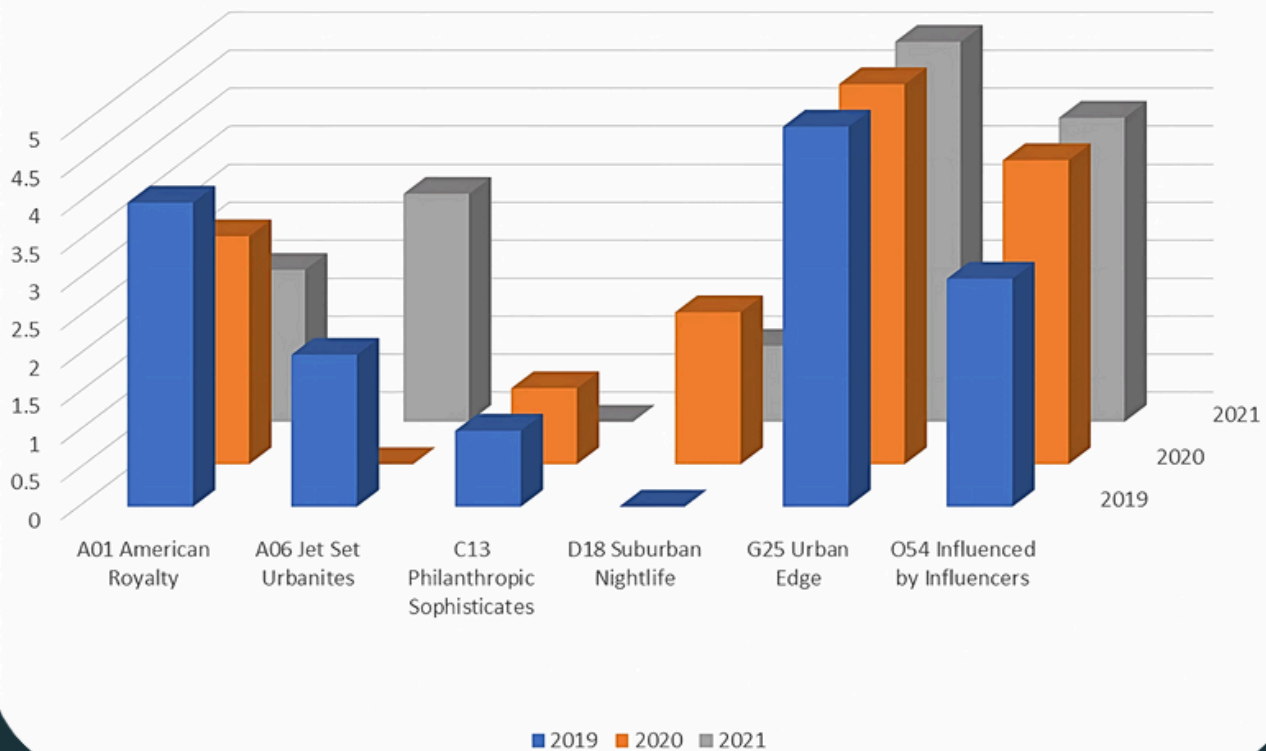### D.C. Suburbs Demographics Over Time

Urban Edge

- HOH Age: 25-30
- Est. Income: $125K-$150K
- Progressive views
- Highly educated
- Ambitious
- Omni-channel engineers
- Health enthusiasts

Influenced by Influencers

- HOH Age: 25-30
- Est. Income: $50K-$75K
- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives
- Foodies

Downtown D.C. Demographics Over Time

Chart legend: ■ 2019 ■ 2020 ■ 2021

Categories: A01 American Royalty, A06 Jet Set Urbanites, C13 Philanthropic Sophisticates, D18 Suburban Nightlife, G25 Urban Edge, O54 Influenced by Influencers

INSIGHTS

According to the statistics, American Royalty transitioned to the suburbs in 2020 and Jet Set Urbanites are a new arrival in 2021.

AMERICAN ROYALTY

- HOH Age: 51-65
- Est. Income: $250K
- Prestigious housing
- Luxury living
- Healthy lifestyles
- Charitable giving
- World travelers

JET SET URBANITES

- HOH Age: 51-65
- Est. Income: $250K
- Upscale suburban living
- Highly educated
- Supporter of fine arts
- Environmental advocates
- Politically liberal