

MANSION

SPREAD SHEET: SANETTE TANAKA

RENTERS' PRIZED AMENITY? DELIVERY


Apartment dwellers may be stretched thin in New York and other expensive markets, but they still find money to order food

AT LEAST ONCE PER DAY—sometimes twice—Scott Fitzgerald orders in for his meals. Mr. Fitzgerald, a liquor specialist for a rum company, pays \$2,750 per month for a two-bedroom apartment in Manhattan but is happy to dish out a few more dollars for curry dishes rather than cook in his cramped kitchenette.

It turns out, cities with the highest rental prices are also responsible for generating some of the most delivery orders in the U.S., according to a joint analysis by listings website Rent.com and ordering website Delivery.com.

Four of the five most expensive metro areas, as ranked by Rent.com, also generate the most delivery orders: New York City; Jersey City and Newark, N.J.; the San Francisco Bay Area; and Los Angeles. (Delivery.com provided the delivery ranking but declined to share its total number of deliveries by market.) The analysis, conducted by market-research company Redshift Research, surveyed 1,000 U.S. renters.

There were 1.6 billion delivery orders placed in the U.S. from October



Fast Food for Home

A look at popular cuisines ordered in the five most expensive markets by rental price

Metro areas	Avg. monthly rent for 2-bedroom apartment	Most popular cuisines	Most popular menu items
New York City	\$5,493	deli/diner, Chinese, Italian	pizza, pad Thai, chicken tikka masala
San Francisco Bay Area	\$3,184	Italian, Chinese, Thai	chicken tikka masala, pizza, chow mein
Los Angeles	\$2,432	Italian, deli/diner, Chinese	pizza, orange chicken, chicken tikka masala
Stamford, Conn.	\$2,333	Italian, Chinese, Japanese	pizza, burger, pad Thai
Jersey City and Newark, N.J.	\$2,308	Italian, deli/diner, Chinese	pizza, burger, buffalo wings

77% of food delivery orders are for single portions or portions for two. The most commonly ordered food is cheese pizza.

Sources: Delivery.com and Rent.com; data exclude metro areas with less than 500 rental units
Note: Online survey of 1,000 U.S. renters conducted by Redshift Research from April 25 to May 2

2012 to October 2013, up 3% from the same period a year prior, according to research firm NPJ Group.

These markets also lead the way in average rents: New York City averages \$5,493 per month for a two-bedroom apartment, the highest in the

U.S. The San Francisco Bay Area comes next with an average monthly rent of \$3,184, followed by Los Angeles at \$2,432. The Jersey City and Newark areas averaged \$2,308. Another expensive rental market, Stamford, Conn., also appears among the

top markets for delivery orders. Nationwide, the average rent is \$1,506 per month.

“You tend to have urban professionals working in these cities. They’re super busy; they’re trying to make their lives easier; and they are

used to ordering online,” says Neeraj Sharma, vice president of marketing for Delivery.com.

Pizza is the most popular menu item across the board, but each city has its preferences.

“In San Francisco, there’s a strong pan-Asian influence. You have a lot of Chinese, Thai, Japanese and Indian options,” Mr. Sharma says. “Some other cities, like New York, have more standard offerings like diners and delis.”

The reasons renters are drawn to delivery are many: it’s easy, fast and convenient. “For rentals, I find that people are cooking less, and the kitchens aren’t as important” as they are to full-time homeowners, says Michael Minarik, a real-estate agent with Town Residential in New York.


To some, easy access to delivery is nonnegotiable. About five months ago, Mr. Minarik thought he found the perfect apartment for a client, but it was out of the delivery zone of his client’s favorite Indian restaurant.

“He said, ‘I want the same apartment, two blocks south.’ So we found him one,” Mr. Minarik says.

ADVERTISEMENT

Distinctive Properties & Estates


To advertise: 800-366-3975 or WSJ.com/classifieds




WFP.COM

WASHINGTON, DC	202.944.5000
GEORGETOWN/DUPONT/LOGAN	202.333.3320
BETHESDA/CHEVY CHASE	301.222.0050
POTOMAC	301.983.6400
NORTHERN VIRGINIA	703.317.7000
MIDDLEBURG, VA	540.687.6395
WASHINGTON, VA	540.675.1488


BRINGING YOU THE FINEST
agents • properties • service




INTERNATIONAL OFFERING
GEORGETOWN, WASHINGTON, DC
Renovated Federal. Ample bedrooms, baths, living & entertaining space. Three car parking. \$7,980,000
Jamie Peva 202-258-5050




INTERNATIONAL OFFERING
DOVE HILL, EDGEWATER, MD
One of the Chesapeake Bay area's finest equestrian farms on 134+ acres. 5BR/5.5BA. \$4,995,000
Mark McFadden 703-216-1333




INTERNATIONAL OFFERING
MCLEAN, VIRGINIA
Langley Farms Georgian on 1 AC. 5BR/6.5BA, gourmet kitchen, pool & garden. 3-car garage. \$4,995,000
Florence Meers 202-487-7100




INTERNATIONAL OFFERING
OLD TOWN ALEXANDRIA, VA
Restored & updated Federal style home on 1/4AC. 7,000 SF, 5BR/5.5BA. Garage + 2-car parking. \$4,875,000
William F.X. Moody 202-243-1620




INTERNATIONAL OFFERING
AVENEL, POTOMAC, MD
Magnificent home in gated Avenel at Rapley Preserve! Outstanding quality of craftsmanship. \$4,295,000
Marsha Schuman 301-299-9598




INTERNATIONAL OFFERING
CLIFTON, VIRGINIA
Gated estate on 7.5AC overlooking 5,000AC of parkland. 4 sun-drenched levels. Short drive to DC. \$3,795,000
Joe O'Hara 703-350-1234




INTERNATIONAL OFFERING
MCLEAN, VIRGINIA
Private hilltop custom colonial on 2.76AC. 5BR/6FBA/3HBA, large entertaining terrace w/ infinity pool. \$2,995,000
Mark McFadden 703-216-1333




INTERNATIONAL OFFERING
OLD TOWN ALEXANDRIA, VA
Updated C1880 home on double lot. Chef's kit, formal living & dining rms w/fireplaces. Garden, prkg. \$2,875,000
Mark McFadden 703-216-1333




INTERNATIONAL OFFERING
WATERFORD, VIRGINIA
One of Loudoun County's most important historic houses on 73+ AC. 6BR/5BA, bank barn, pool, Easements. \$2,599,000
Kevin Keane 540-454-0905




INTERNATIONAL OFFERING
CLEVELAND PARK, WASHINGTON, DC
C1915, on almost 1/4AC lot. Views of National Cathedral. Original architectural detail preserved. \$2,495,000
Margot Wilson 202-549-2100




INTERNATIONAL OFFERING
MCLEAN, VIRGINIA
Custom home on almost 1 acre. High ceilings, gourmet kitchen, Brazilian Cherry floors. 5BR/5BA. Elevator. \$2,495,000
William F.X. Moody 202-243-1620




INTERNATIONAL OFFERING
DUPONT, WASHINGTON, DC
Elegant Beaux Arts. Impeccable renovation. Gracious floor plan, sunroom, garden w/loi pond & 2 car gar. \$2,480,000
William F.X. Moody 202-243-1620




INTERNATIONAL OFFERING
MCLEAN, VIRGINIA
Extraordinary residence with 8,000+ SF of incredible space and designer finishes throughout. 5BR/4.5BA. \$2,250,000
Jennifer Thormett 202-415-7050




INTERNATIONAL OFFERING
SPRING VALLEY, WASHINGTON, DC
Handsome Georgian on .5 acre. Updated open kitchen/family room, lovely garden; garage. \$2,195,000
Heidi Hatfield 202-243-1634




INTERNATIONAL OFFERING
MCLEAN, VIRGINIA
New 5BR/4.5BA stone colonial. 3 levels w/ 5,750 SF on .33AC. Family room & kitchen open to rear deck & garden. \$1,699,000
William F.X. Moody 202-243-1620




INTERNATIONAL OFFERING
CHEVY CHASE, WASHINGTON, DC
Stunning 6000+ square foot home on 4 finished levels built in 2007. 7 bedrooms and 6.5 baths. \$1,395,000
Patrick Chauvin 202-256-9595




INTERNATIONAL OFFERING
DUPONT CIRCLE, WASHINGTON, DC
Beautifully maintained 3BR townhouse. New kitchen & BAs, deck overlooking garden w/ fountain. 2 car prkg. \$1,125,000
William F.X. Moody 202-243-1620



INTERNATIONAL OFFERING
ARLINGTON, VIRGINIA
Penthouse. 1,644 SF + outdoor terrace. \$500K in upgraded Italian cabinetry, gourmet kit. Walk to Metros, shops, rest. \$1,099,000
Christopher Wilkes 703-282-0634




INTERNATIONAL OFFERING
DELAPLANE, VIRGINIA
Lovely 3BR, 3.5BA on 11AC. Custom designed w/renovations & new appliances. Easy access to DC. \$995,000
Page Glascock 540-592-3238




INTERNATIONAL OFFERING
BURLEITH, WASHINGTON, DC
Semi-detached, renovated townhouse. Spacious kitchen, attached dining room. 3BR, 2BA. Terrace & garden. Prkg. \$895,000
Ellen Morrell 202-728-9500

INTERNATIONAL NETWORKS AND OFFICES




LEADING REAL ESTATE COMPANIES OF THE WORLD



FINE PROPERTIES INTERNATIONAL

LUXURY REAL ESTATE





DISTINCTIVE PROPERTIES

SELECT RESIDENTIAL LISTINGS **FRIDAYS IN MANSION**

LIST YOUR PROPERTY TODAY

(800) 366-3975 | sales.realestate@wsj.com
or place an ad online at **wsj.com/classifieds**



© 2014 Dow Jones & Company, Inc. All Rights Reserved.

DOW JONES

SULLIVAN & SULLIVAN
AUCTIONEERS LLC

MORTGAGEE'S SALE OF REAL ESTATE AT PUBLIC AUCTION
NANTUCKET
UNIQUE OPPORTUNITY
INVESTMENT OR PRIVATE USE!
CHARMING 4,219± SF INN
OPERATING B&B
5 ASH STREET
JANUARY 15 AT 12 PM

5 BRs • 6 Baths • 2nd FL Suite w/Ocean Views!
Quiet In-Town Cobblestone Street
Mort Ref: Nantucket City Bk 1123 Pg 81, assigned & recorded 9/19/12 Bk 1347 Pg 268, & Bk 1370 Pg 175 & Bk 1393 Pg 250
Auctioneer makes no representation as to the accuracy of info herein. * Broker participation fee for pre-registered bidders only—call for details & format! Visit web or call for complete terms and more details
SMA Lic. #107
Sullivan-Auctioneers.com
617-350-7700

PALM BEACH



In-Town: Oceanfront Building
Stunning 4 bed, 4.5 bath, Tres Chic double unit with ocean views. Glorious 44 ft. living room, 10 ft ceilings, Full Service bldg. with rooftop pool. Walk to the Beach/Breakers and Worth Ave.
Unique Opportunity... \$5,500,000 Furnished
Linda R. Olsson, Inc., Realtor
www.LindaOlsson.com (561) 820-9195

PALM BEACH PENTHOUSE

Estate section 3300 sf + 500 sf balcony. Heart-stopping 180° views of the ocean & intracoastal. No expense spared, the finishes are flawless with gut renovated. 3BR, 3.5 baths + fully renovated pool/beach cabana with kitchen, bathroom & LR. Five Star amenities, incl Har-Tru tennis courts with pro shop & instructors. \$3.280M.

PENTHOUSEPALMBEACH.com
Owner 201-310-6136
mka1500@gmail.com

