



CITY OF ROCKVILLE

ROCKVILLE TRENDS REPORT

2026





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Demographics



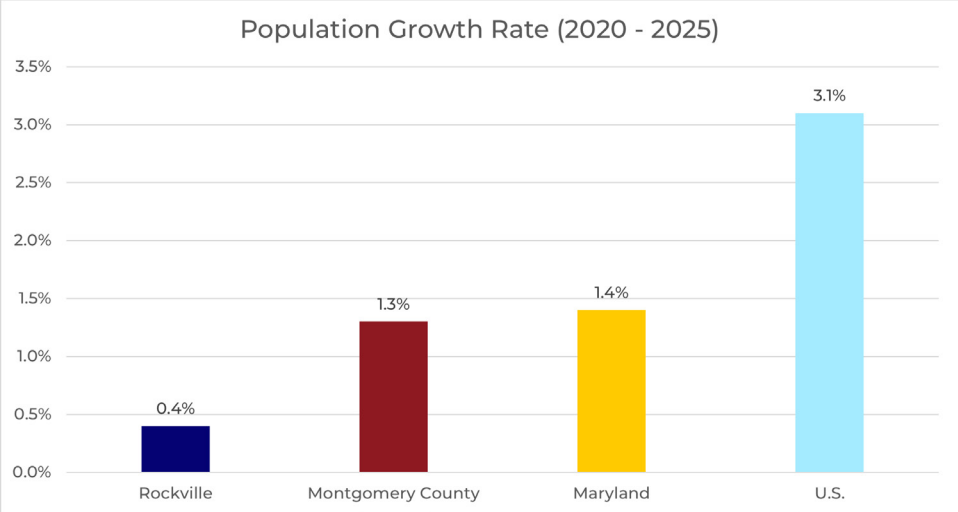
Total Population and Growth Since 2020

Per the Census, Rockville had 67,563 residents in 2025. The city added 446 new residents since 2020.

Montgomery County had 1,074,582 residents in 2025 and continued to be Maryland’s most populous county with 17% of the state’s population. Since 2020, the County’s population has increased by more than 12,000 people.

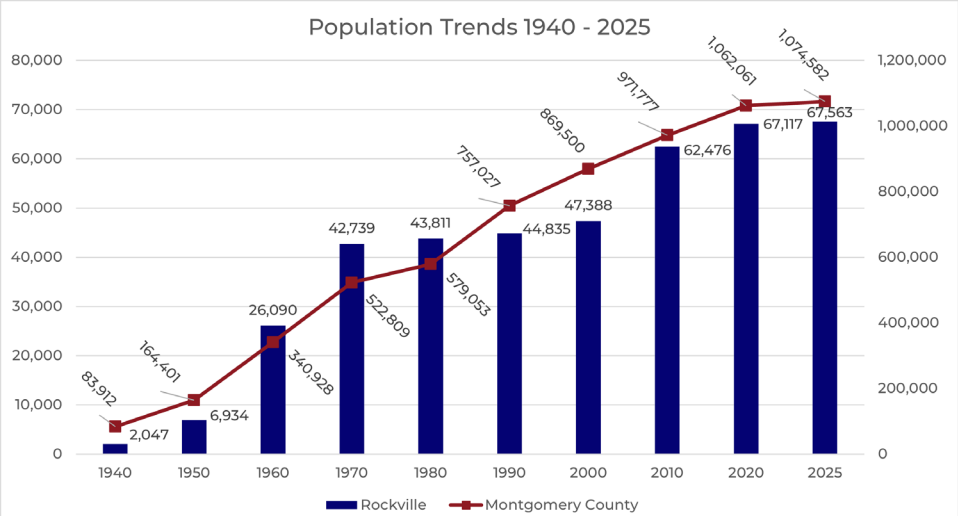
Rockville’s population density varies across different planning areas of the city, overall the population density is 4,968 persons/square mile.

In contrast to Montgomery County, Rockville’s growth slowed at just 0.4% since 2020 compared to 1.3%.



Source: U.S. Census Bureau - Population and Housing Estimate.

Fig. 1



Source: U.S. Census Bureau - Population and Housing Estimate, Decennial Census.

Fig. 2

Rockville Trends Report 2026

Year	City of Rockville			Montgomery County			State of Maryland		
	Land Area (Sq. Miles)	Total Population	Population Density per Sq. Mile	Land Area (Sq. Miles)	Total Population	Population Density per Sq. Mile	Land Area (Sq. Miles)	Total Population	Population Density per Sq. Mile
1900	0.55	1,110	2,018	494	30,451	61	9734	1,188,044	122
1910	0.55	1,181	2,147	494	32,089	64	9734	1,295,346	133
1920	0.55	1,145	2,081	494	34,921	70	9734	1,449,661	148
1930	0.55	1,422	2,585	494	49,206	99	9734	1,631,526	167
1940	0.72	2,047	2,843	494	83,912	169	9734	1,821,244	187
1950	4.2	6,934	1,650	494	164,401	332	9734	2,343,001	240
1960	6.9	26,090	3,781	494	340,928	689	9734	3,100,689	318
1970	10.8	42,739	3,921	494	522,809	1,057	9734	3,922,399	402
1980	11.1	43,811	3,946	494	579,053	1,171	9734	4,216,975	433
1990	11.8	44,835	3,799	494	757,027	1,531	9734	4,781,468	491
2000	13.4	47,388	3,524	496	869,500	1,753	9774	5,296,468	541
2010	13.5	62,476	4,628	496	971,777	1,959	9774	5,773,552	590
2020	13.6	67,270	4,946	496	1,060,926	2,139	9774	6,178,387	632
2025	13.6	67,563	4,968	496	1,074,582	2,166	9774	6,265,347	641

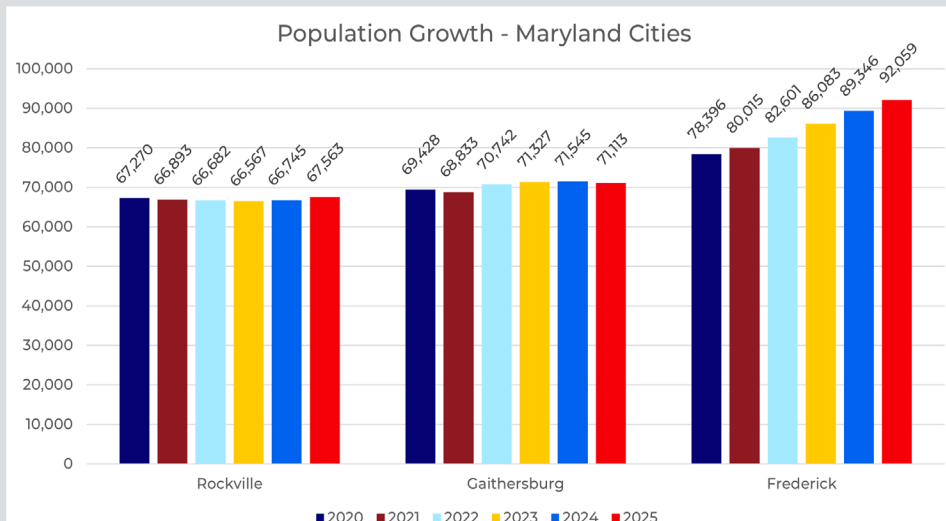
Source: U.S. Census Bureau - Population Estimate, Decennial Census.

Table 1

Population Growth in Comparison to Maryland Cities

Rockville is the fourth largest city in Maryland, following Baltimore (Population: 569,997), Frederick, and Gaithersburg.

Historical trends indicate that population growth for Rockville was more significant in prior decades. Rockville's population grew by 9.7% from 2010-2020, and 29.2% from 2000-2010.



Source: U.S. Census Bureau - Population Estimate, ACS 2024, Decennial Census.

Fig. 3



Households

Rockville’s average household size was 2.53 in 2024. Rockville total households were 26,604 in 2020 according to the Census’ Decennial count.

The county had a larger average household size and higher percentage of households with children than Maryland or the nation. The County’s average household size was 2.76 persons, with the state at 2.55 and the nation at 2.5.

Rockville’s average household size has been declining. At 2.53 persons per household in 2024, it is significantly less than its size of 3.99 persons in 1960. Rockville’s average household size has remained stable since 2010.

Average Household Size

Year	Rockville	Montgomery County	Maryland	US
1950	3.69	3.55	-	3.37
1960	3.99	3.65	-	3.33
1970	3.59	3.3	3.25	3.14
1980	3	2.77	2.82	2.76
1990	2.77	2.65	2.67	2.63
2000	2.7	2.66	2.61	2.59
2010	2.54	2.7	2.61	2.58
2020	2.55	2.79	2.64	2.6
2024	2.53	2.76	2.55	2.5

Source: U.S. Census Bureau - ACS 2024, Decennial Census.

Table 2

Rockville Household Type Statistics



64.6% of households are family households



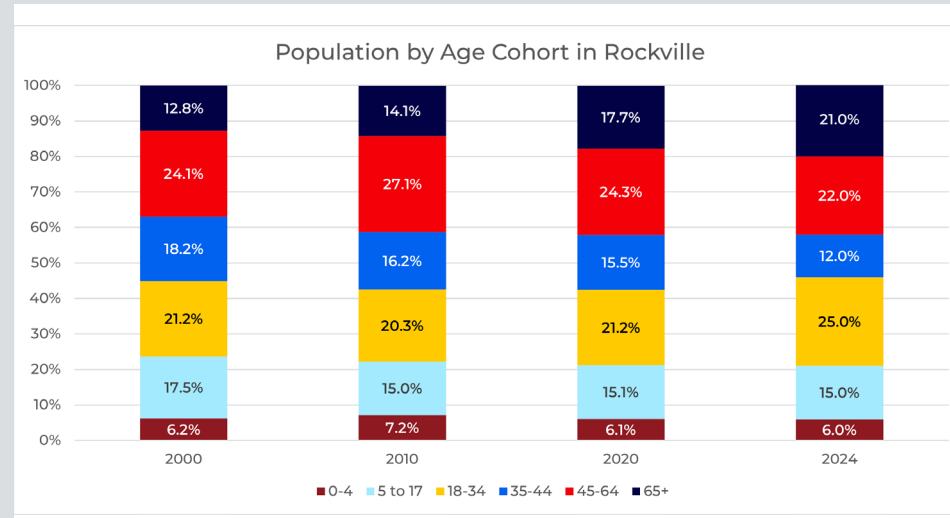
28.6% of households are families with children under age 18



26.4% of households are persons living alone

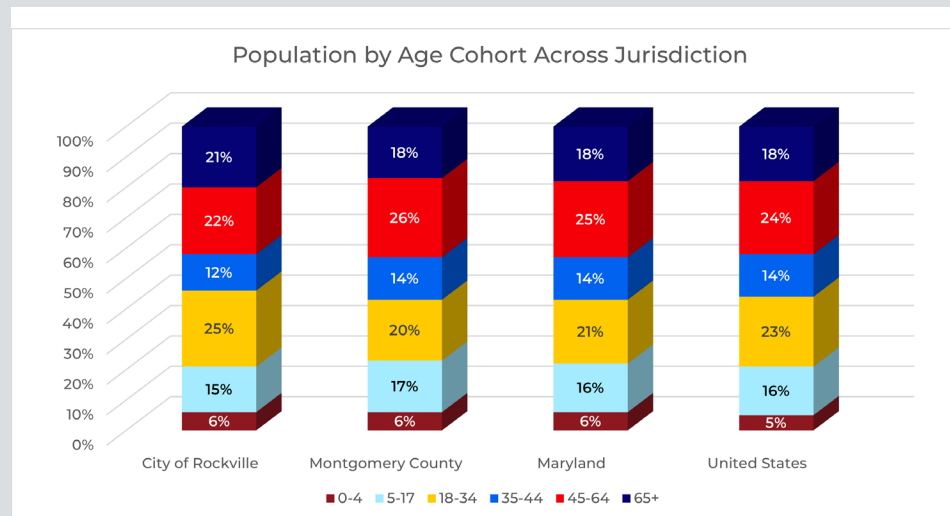
Source: U.S. Census Bureau - ACS 2024.

Fig. 4



Source: U.S. Census Bureau - ACS 2024, Decennial Census.

Fig. 5



Source: U.S. Census Bureau - ACS 2024.

Fig. 6

Population by Age

The median age for Rockville in 2024 was 38 years. The age distributions for the City, County, Maryland, and the United States were fairly similar.

In 2024, 21% of Rockville's population was comprised of children under 18; 22% of city residents were between the ages of 45 to 64. 25% were young adults ages 18 to 34, and 21% were 65 and up, a larger percentage for both cohorts compared with the county, state, and nation.

Between 2000 and 2024 Rockville's population of older adults (45+), and young adults (18-34) both increased in terms of share of the population, while the number of middle-aged adults (35-44) has decreased steadily in turn. Rockville's senior cohort (65+), had a greater than 150% increase since 2000, raising from 12.8% to 21% of the population.



Racial and Ethnic Distribution

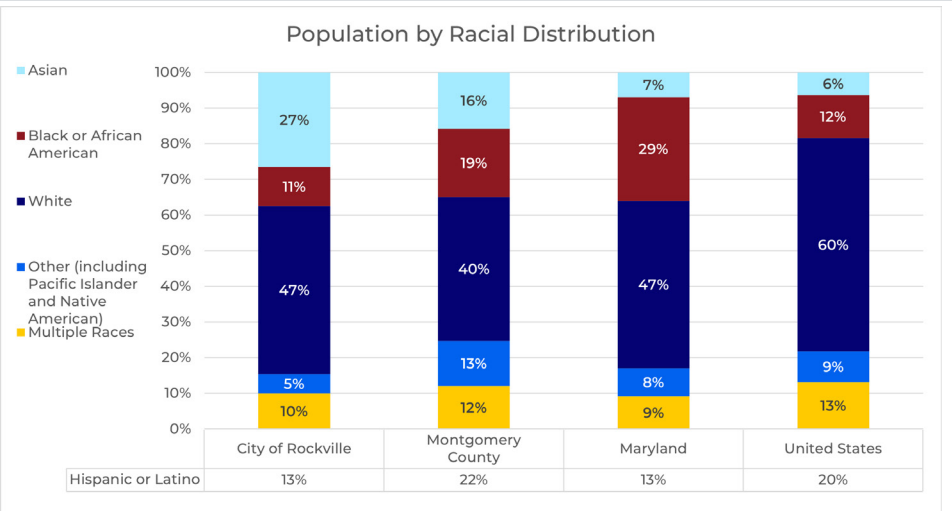
Rockville continues to be a racially diverse place. Non-Hispanic whites were the largest group with 47% of residents, followed by Asians (27%). Overall, 53% of city residents were people of color.

In Montgomery County 60% of residents were people of color as compared to 53% in the State and 40% nationwide.

Rockville is also home to a large immigrant, and linguistically diverse population. 31% are foreign born, and 39% speak a language other than English at home.

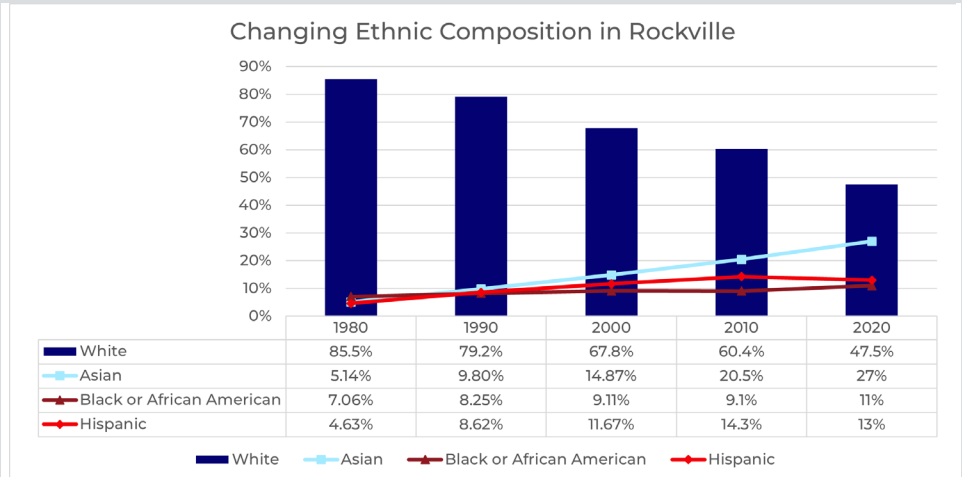
While 34% of county residents were foreign-born, 43% spoke a language other than English at home, much higher percentages than the city, statewide or nationally.

Rockville has continuously increased its population of people of color since 1980, with the fastest growing ethnic group being Asians every decade since.



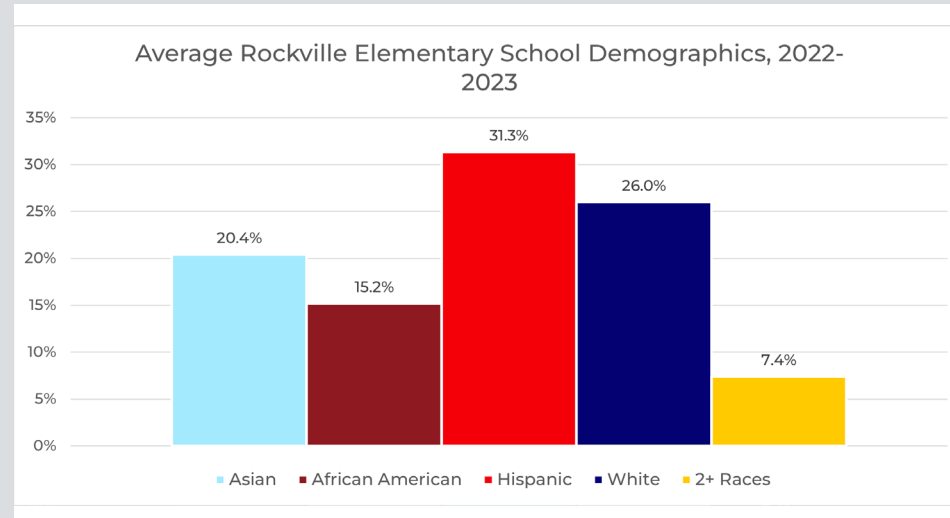
Source: U.S. Census Bureau - ACS 2024.

Fig. 7



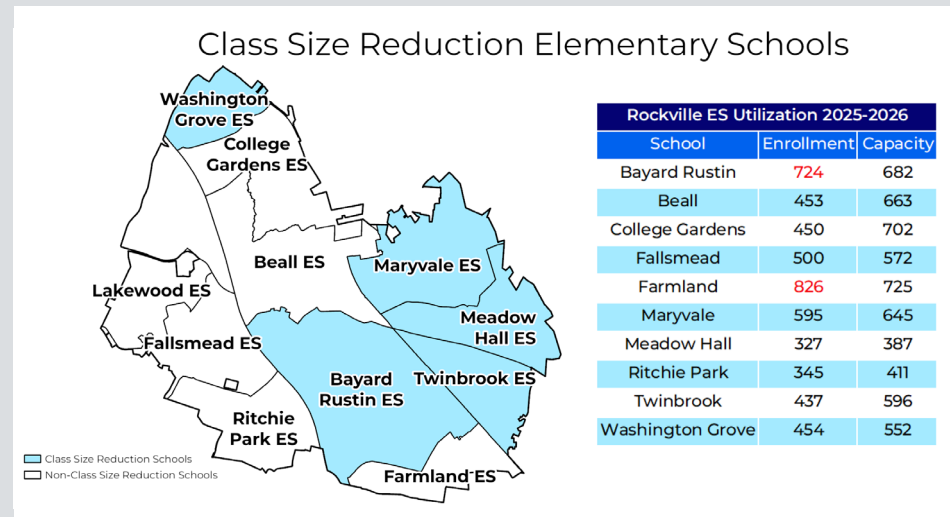
Source: U.S. Census Bureau - Decennial Census.

Fig. 8



Source: Montgomery County Public Schools - Schools at a Glance.

Fig. 9



Source: Montgomery County Public Schools - FY 2027-2032 CIP.

Fig. 10

Elementary School Demographics

The data for elementary schools during the 2022-2023 school year shows that there is not a single majority demographic for Rockville schools, with the highest average demographic being Hispanic (31.3%). Similarly, for all Montgomery County Public Schools' (MCPS) elementary schools, the Hispanic population is the highest demographic (35.6%) with no single majority.

Enrollment for MCPS has declined post-pandemic. Elementary schools within Rockville are currently at 86% of utilization of capacity, indicating room to limit class sizes and provide greater staff support and resources per student to schools with greater need, such as Title 1 and Focus schools (MCPS FY 2027-2032 CIP).

It should be noted that MCPS school boundaries do not match the city boundary. Some Rockville residents attend public schools located outside the city boundary and some students who live outside of Rockville attend schools inside the city.



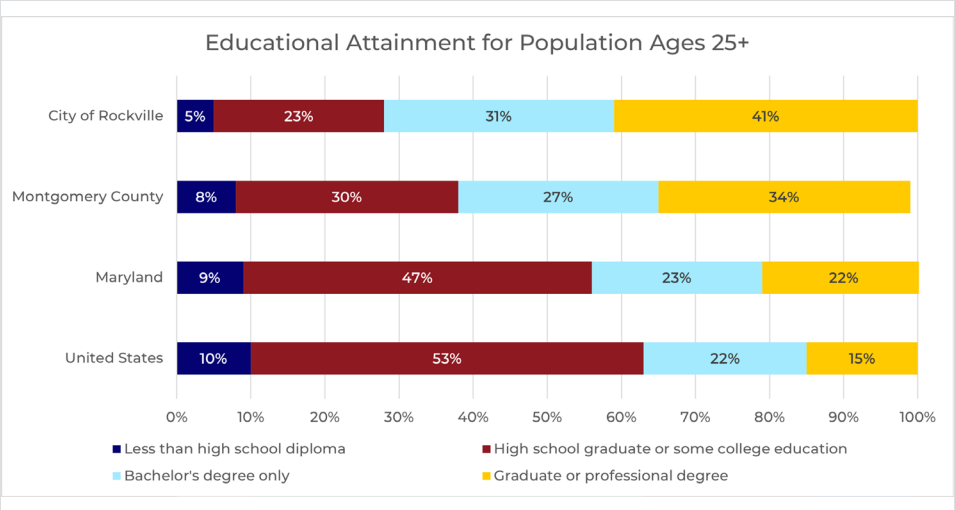
Educational Attainment

Rockville’s population is highly educated: 72% of its residents ages 25 and over has a bachelor’s degree or higher.

In Montgomery County, 61% of its residents ages 25 and over had a bachelor’s degree or higher, and a majority of them had an advanced degree.

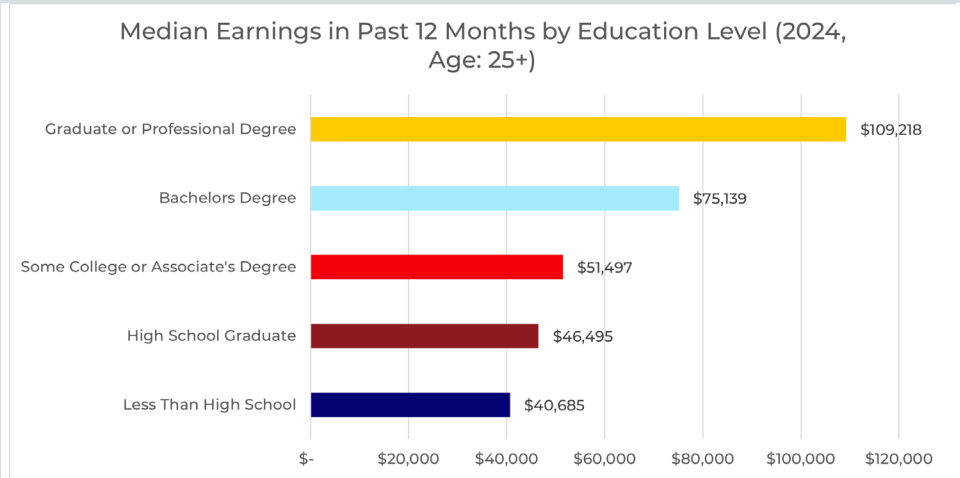
Statewide and nationally, the percentages of people with a bachelor’s degree or higher are lower than Rockville’s.

The high percentage of those with graduate and professional degrees in the City of Rockville is also reflected in the higher median income level for those 25+ (\$79,107 in 2024), compared to the state and nation (\$65,664, \$52,582 respectively).



Source: U.S. Census Bureau - ACS 2024.

Fig. 11

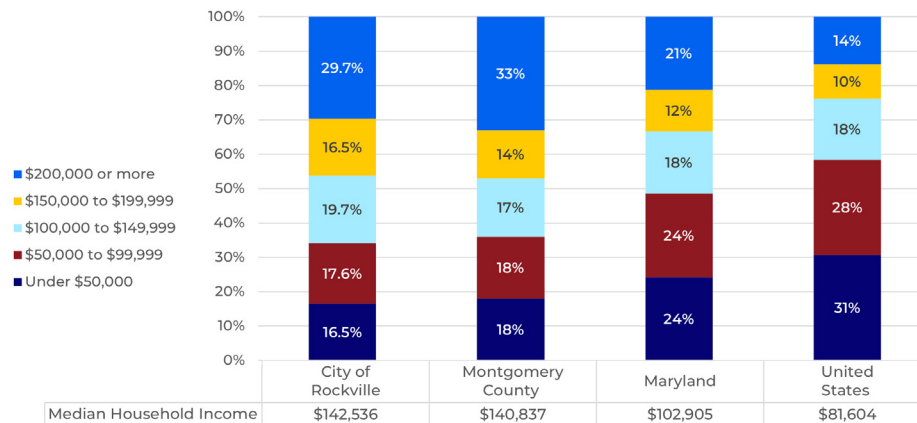


Source: U.S. Census Bureau - ACS 2024.

Fig. 12



Percentage of Households by Income Bracket



Household Income

Related to its high levels of education, Rockville's median household income is \$142,536. In Rockville, 29.70% of households have an income of \$200,000 or above.

The county also continues to be wealthy. Its median household income of about \$140,000 exceeded the statewide and national medians. Nearly half of the county's households (47%) earned \$150,000 or more. 48% of households statewide and 59% of households nationally earned less than \$100,000.

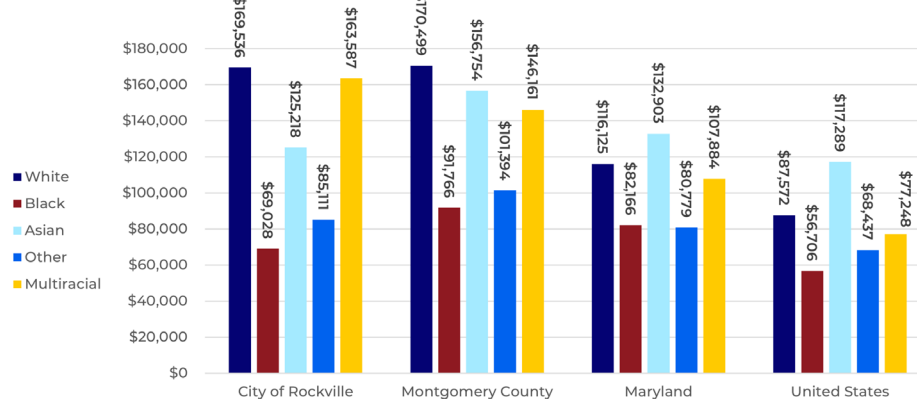
In terms of median household income by race, the white population has the highest level of income across Rockville and Montgomery County, closely followed by multiracial households in Rockville. The race with the lowest median household income across these two jurisdictions is the Black or African-American population, with about \$100,000 difference between whites in Rockville.

The Hispanic or Latino population can be of any race, and therefore the category is listed separately.

Source: U.S. Census Bureau - ACS 2024.

Fig. 13

Median Household Income by Race (2024)



Source: U.S. Census Bureau - ACS 2024.

Fig. 14

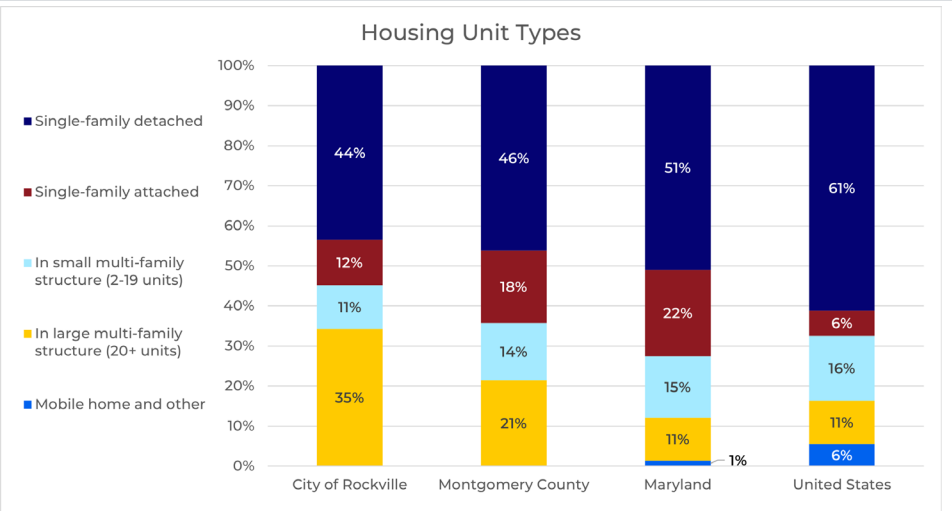


Housing Types

The city’s housing stock includes 30,000+ units, with 44% as single-family detached, 12% single-family attached and 46% multi-family.

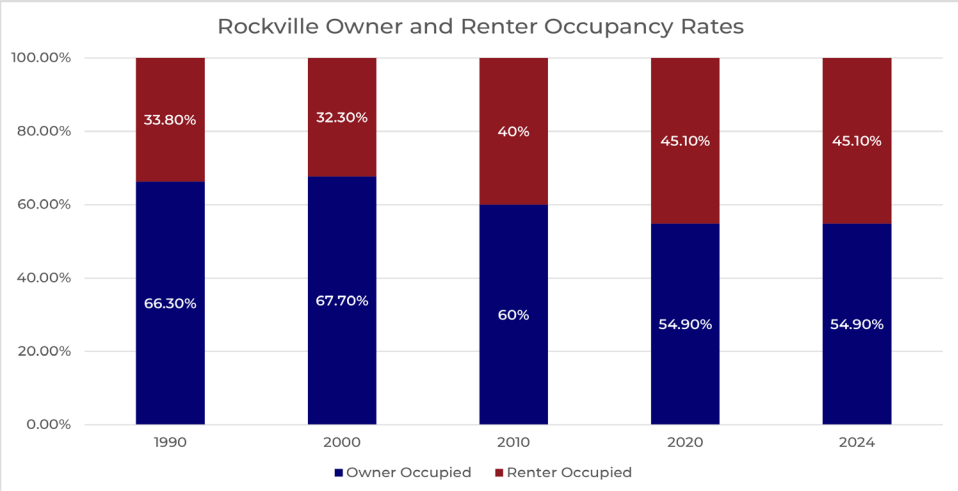
The county’s diverse housing stock includes 408,000+ units, with 46% as single-family detached houses, 18% as single-family attached houses, and 21% in larger multi-family structures. Statewide and nationally, the majority of housing units were single-family homes, with much smaller percentages of units in larger multi-family structures. Single-family detached homes continued to be the majority of housing units statewide (51%) and nationally (61%).

Rockville’s homeownership rate is 55%. The county’s homeownership rate of 65% tracks closely to the county’s percentage of single-family homes. The statewide homeownership rate was 68%, and nationally 65%.



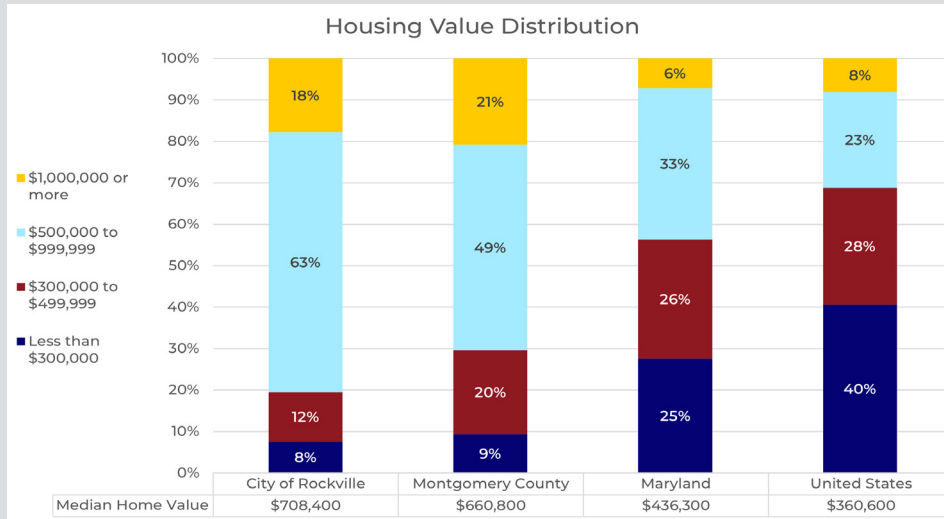
Source: U.S. Census Bureau - ACS 2024.

Fig. 15



Source: U.S. Census Bureau - Decennial Census, ACS 2024.

Fig. 16



Housing Values and Costs

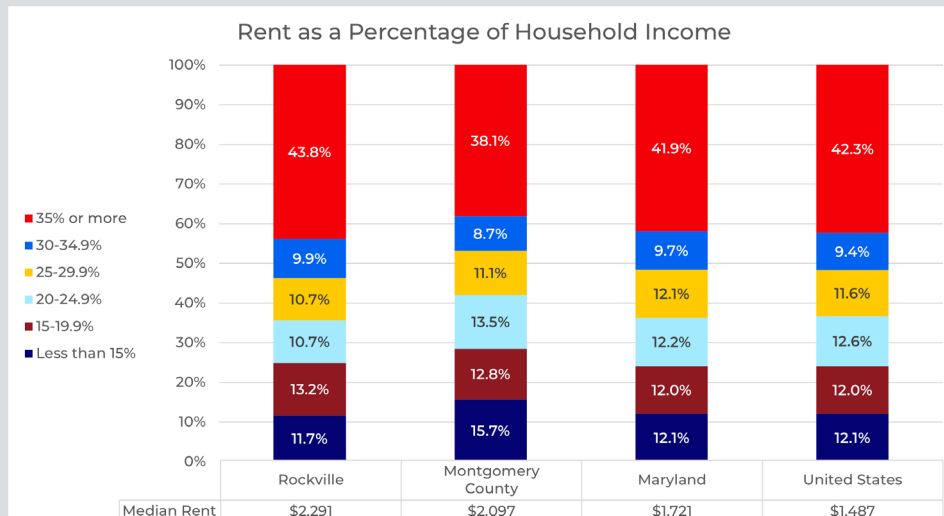
Partly reflecting the city's and county's overall higher household income, its housing values were also much higher than the state or nation. The city's median home value of \$708,400 for owner-occupied units is also higher than the county, state, and the national median.

About 20% of the city's, and 29% of the county's owner-occupied units were valued under \$500,000, but the majority of units statewide (61%) and nationally (68%) were in this category. However, 18% of the city's units, and 21% of the county's units were valued at \$1 million or more, compared to only 6% for the state and 8% nationally.

For renters within the city there is also a higher housing cost, with a median rent of \$2,291, higher than Montgomery County, Maryland, and the U.S. Over half of city renters spend 30% or more of their income towards rent, similar to the other three jurisdictions, showing that even with increased household incomes in the city, renters are still cost burdened.

Source: U.S. Census Bureau - ACS 2024.

Fig. 17



Source: U.S. Census Bureau - ACS 2024.

Fig. 18

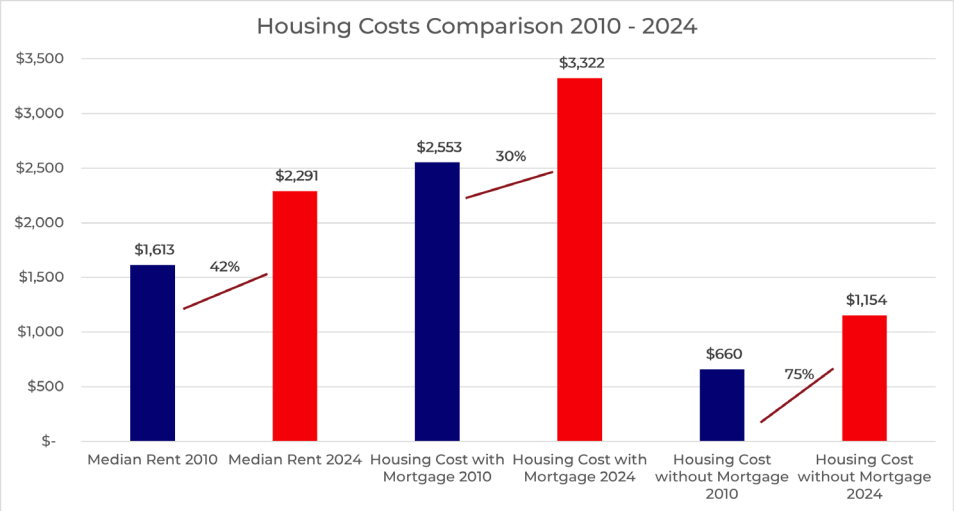


Housing Costs

For Rockville residents, the cost of renting between 2010 and 2024 increased at a greater rate than the cost of homeownership with a mortgage but was in line with inflation for the period (42%). The cost of homeownership without a mortgage, however, increased at a much higher rate than inflation, though remained relatively low compared to rent and homeownership without a mortgage.

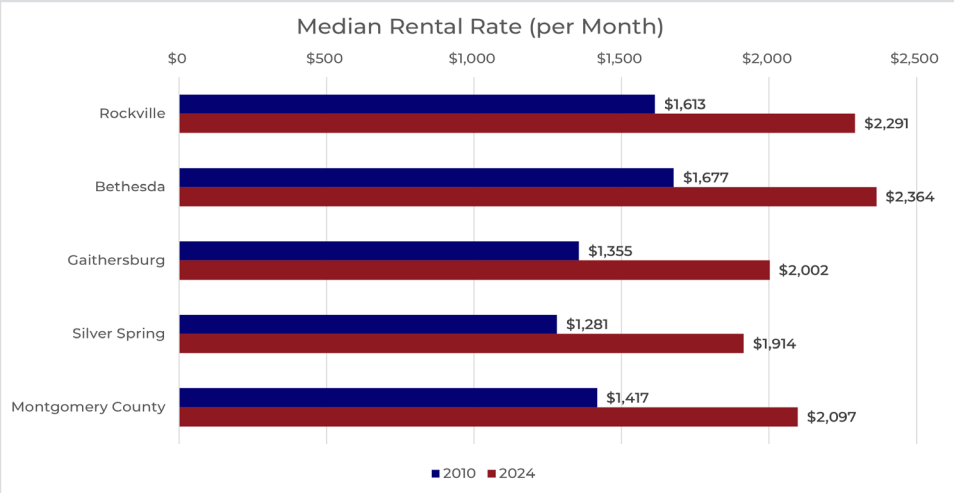
The cost of homeownership with a mortgage remained the highest of all three housing costs, despite an increase at a lower rate than inflation for the 2010-2024 period.

Compared to other communities within Montgomery County, Rockville and Bethesda's increase in rent was fairly close to inflation, while Gaithersburg, Silver Spring, and Montgomery County all increased at a higher rate (48-49%). In terms of total cost of rent, these three jurisdictions, however, remained lower than Rockville and Bethesda.



Source: U.S. Census Bureau - ACS 2010, 2024.

Fig. 19



Source: U.S. Census Bureau - ACS 2010, 2024.

Fig. 20

Rockville At Risk Population



7.6% of households
are below the
poverty level



7.4% of households
use food stamps



8.8% of households
don't have a vehicle

Source: U.S. Census Bureau - ACS 2024.

Fig. 21



24.2% of house-
holds have some-
one with a disability



8.4% of the city
population 18+
speaks English less
than very well



2.8% of households
have no internet
access or
subscription

Source: U.S. Census Bureau - ACS 2024.

Fig. 22

At Risk Population

At risk populations in Rockville include those that are more vulnerable to destitution, neglect of care, and social isolation.

The elderly population is one group that is particularly affected due to their high intersection with other at-risk populations. For example, 12% of the 65+ population is below the poverty level, with 9.4% of the same age group utilizing SNAP benefits. 33.5% of the 65+ population have a disability. A total of 3.5% of the population is both 65+ and speaks English less than very well. 10.4% of households are someone 65+ who lives alone, with 26.4% of households being one person living alone citywide.

The language group with the highest number of individuals that speak English "less than very well" is the Asian and Pacific Island group, followed by other Indo-European and Spanish speakers.

An equity analysis to map disparity in the city at various geographies is available at the Community Data and Trends section on Rockville's webpage.



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Trends

Rockville is a city spanning 13.5 miles and home to approximately 69,000 residents. It is one of the leading small cities in the country, attracting high earners, the highly educated, and those of diverse races and ethnicities.

Rockville residents have higher household incomes and homes are higher in median value as compared to the county.

Overall, however, there is a decline in homeownership. Renters are also increasingly cost burdened, and household sizes are getting smaller.

Rockville continues to increase its population, specifically with people of color since 1980, with the fastest growing ethnic group being Asians.

Population growth is also correlated with housing growth. Rockville observed a lower growth rate in recent years as compared to past decades, that may be a result of a lack of large developable land and people migrating to other locations because of higher housing costs.



Source: City of Rockville.

Image 1



Source: City of Rockville.

Image 2

Economy



Rockville Trends Report 2026

Jobs in Rockville

According to the Census, Rockville had a total of 77,097 jobs in 2023. Trends show the total jobs falling during the Great Recession, rising afterwards, and falling again during the pandemic.

More than 37% of the jobs located in Rockville are in either Public Administration or Educational Services. This can largely be attributed to the City’s status as the seat of the County Government and the presence of Montgomery College’s largest campus. Due to the location of Montgomery County Public Schools headquarters within the city, 17.1% of jobs are in educational services. A large percentage of Rockville’s jobs (19.5%) are in the professional, scientific, and management category, which is associated with advanced education and relatively higher salaries. Many jobs in this category are located along the Biotech Corridor in Rockville, home to biotech, IT, and research companies.



80%

of workers are
white collar workers
Source: ESRI - Data Axle (2025)



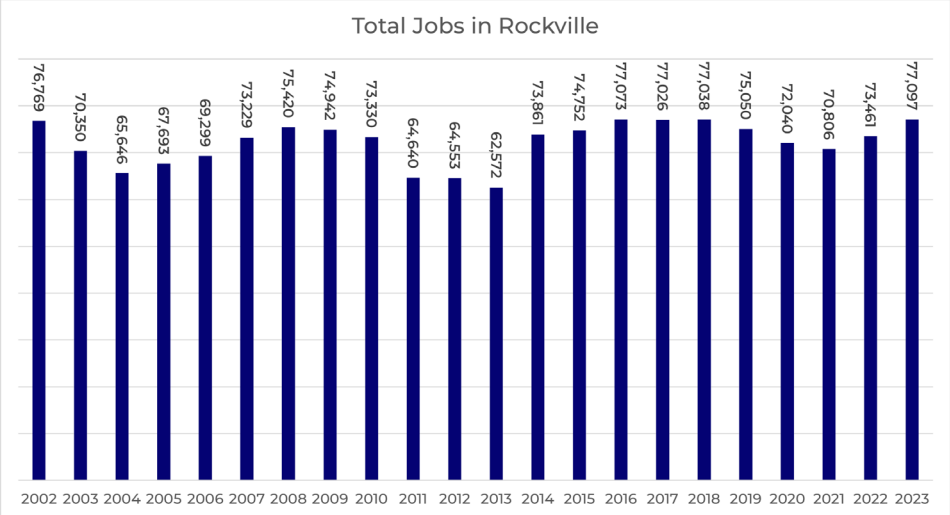
12.2%

of workers are
service workers



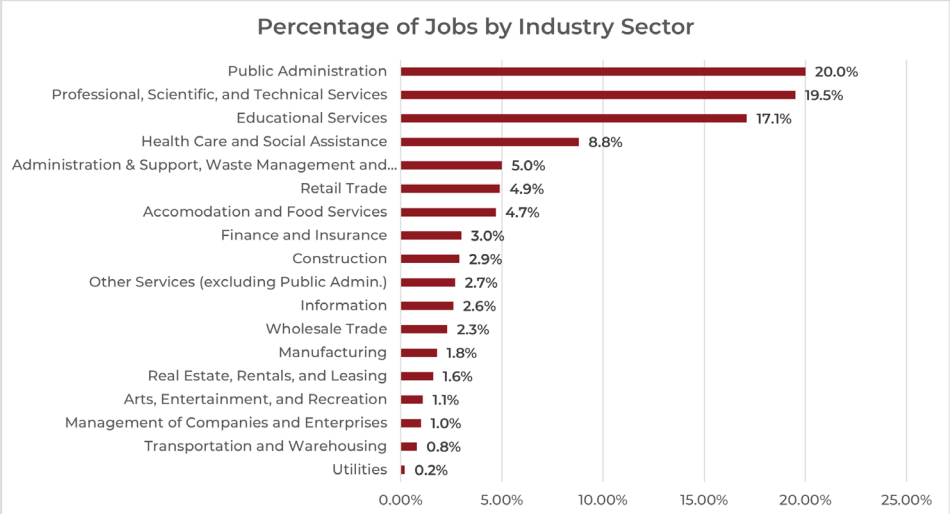
7.8%

of workers are
blue collar workers
Fig. 23



Source: U.S. Census Bureau - CES, LEHD.

Fig. 24



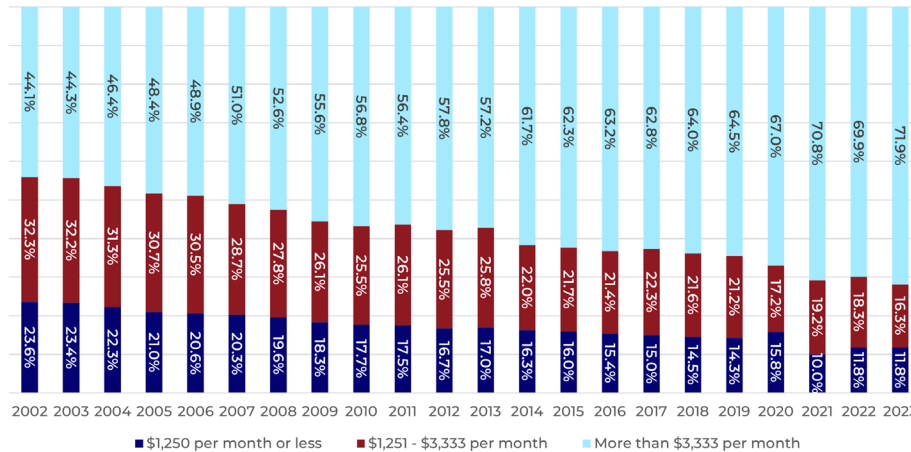
Source: U.S. Census Bureau - CES, LEHD.

Fig. 25

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Percentage of Rockville Jobs by Earnings Range



Earnings and Employment

The percentage of the Rockville population with a monthly income of more than \$3,333 has increased from 44.1% to 71.9% over the last 20 years, indicating the rising cost of living in the City.

Rockville's Largest Employers

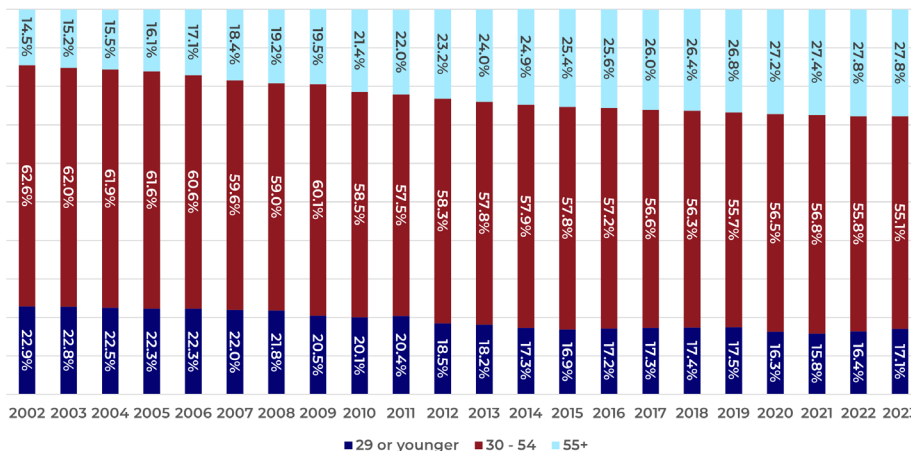
Company Name	Employees
Montgomery County Government	11,100
Montgomery County Board of Education	6,000
Montgomery College	1,700
City of Rockville	873
Pepco	645

Source: Rockville Economic Development, Inc.

Table 3

The vast majority of Rockville's workforce is between the ages of 30 to 54. The percent of those ages 55 and above in the workforce has increased from 14.5% to 27.8% from 2002 to 2023 indicating that people continue to work as they age.

Age Cohort of Rockville Workers by Percentage



Source: U.S. Census Bureau - CES, LEHD.

Fig. 26

Source: U.S. Census Bureau - ACS.

Fig. 27



Employment in Rockville

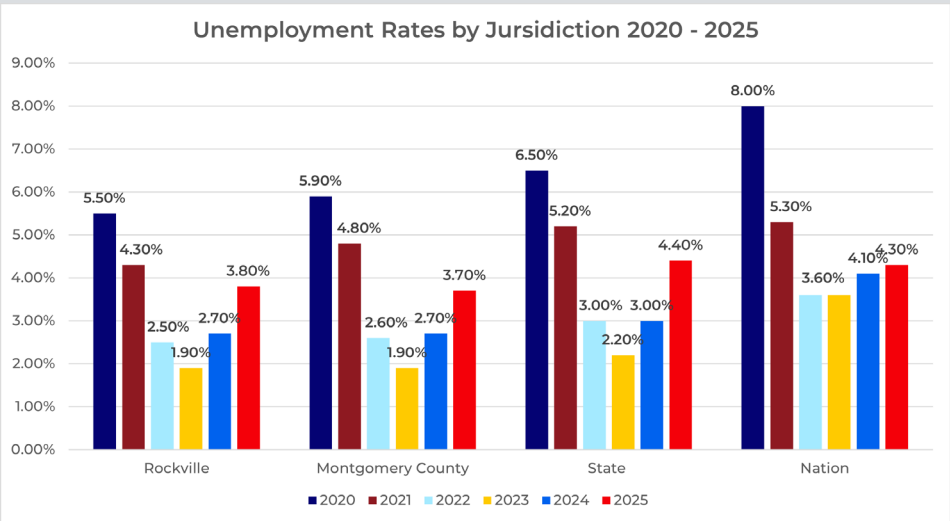
During the COVID-19 pandemic, the unemployment rate increased significantly in Rockville, and stabilized in the following years. For most of 2025, Rockville’s unemployment rate was higher than that of the County and the State. Since June of 2025, federal and private industry layoffs affected the number of employed workers.

Federal workforce restructuring and contractor reductions impacted the local economy. In Rockville, more than one in five workers are connected to the federal workforce. Even modest federal cuts have outsized effects on professional services, life sciences, and government contracting firms located in the City. The median earnings for a federal government worker is \$118,805 in Rockville, which outpaces any other class of workers as measured by the ACS.

Jurisdiction	Federal Workers	Full Time Employed Workers	Percent
Rockville	5,742	27,081	21%
Montgomery County	68,401	412,302	17%

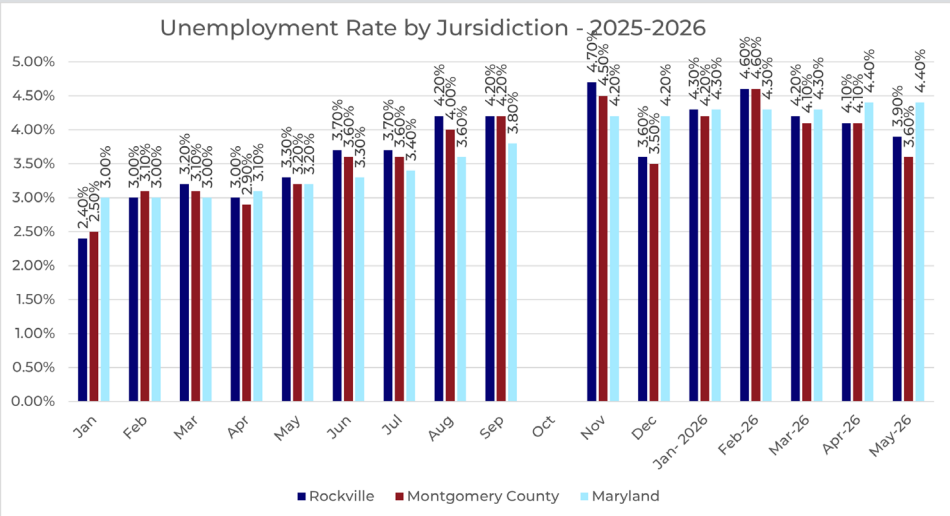
Source: U.S. Census Bureau - ACS 2024

Table 4



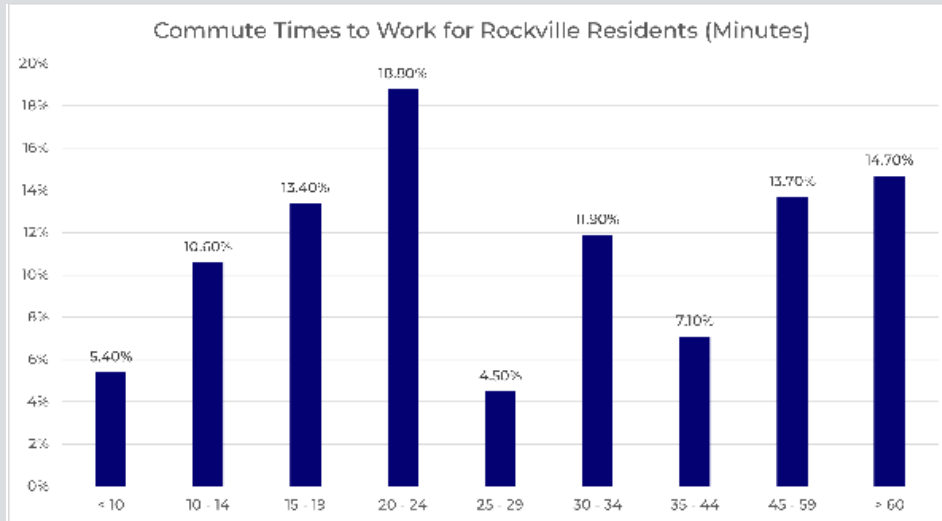
Source: Bureau of Labor Statistics

Fig. 28



Source: Bureau of Labor Statistics (Oct. data was not released because of govt. shutdown)

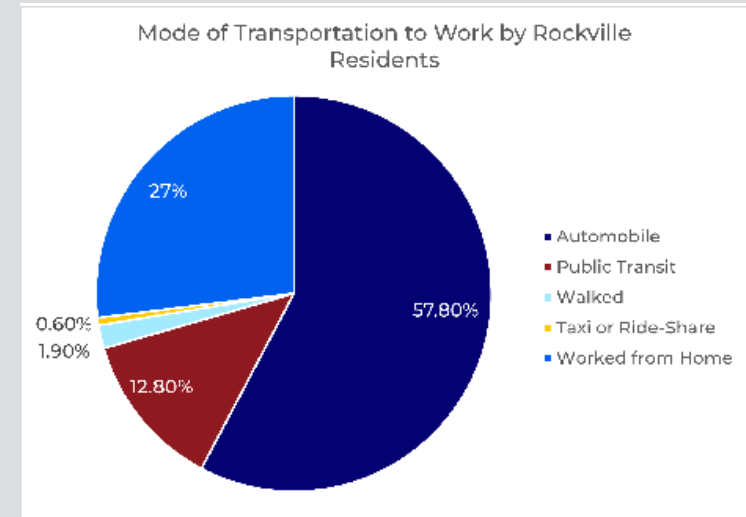
Fig. 29



Source: U.S. Census Bureau - ACS 2024.

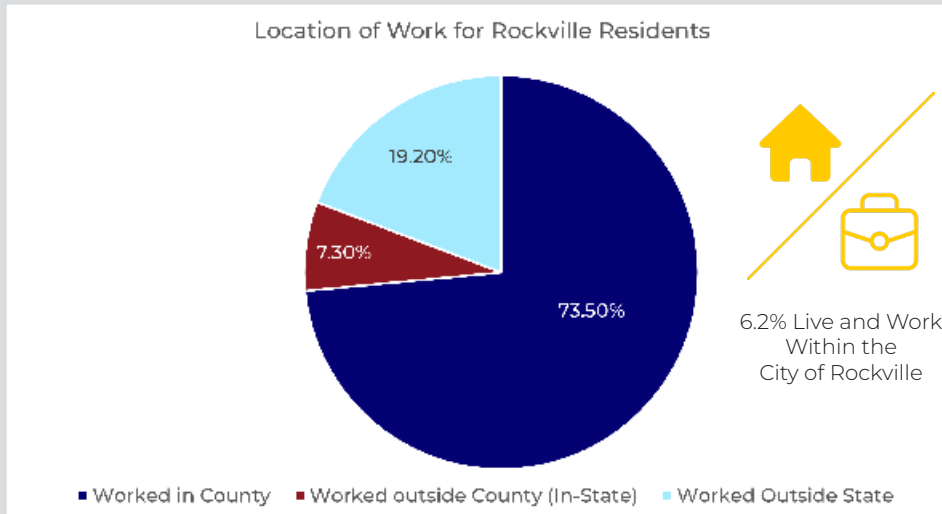
Fig. 30

Work Commutes and Locations



Source: U.S. Census Bureau - ACS 2024.

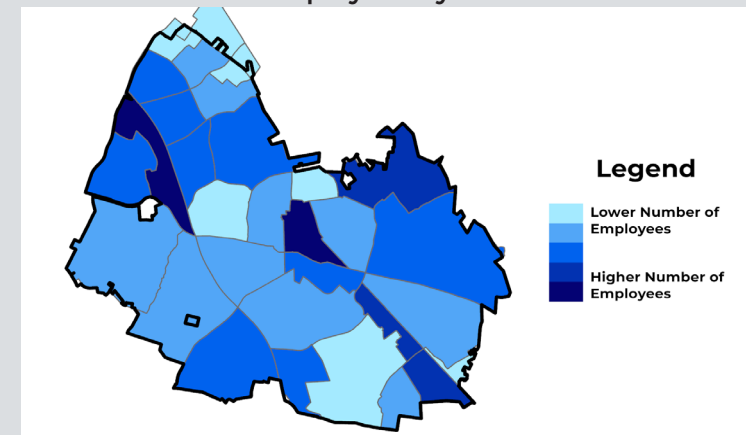
Fig. 32



Source: U.S. Census Bureau - ACS 2024.

Fig. 31

Employees by TAZ



Source: Bureau of Labor Statistics.

Fig. 33



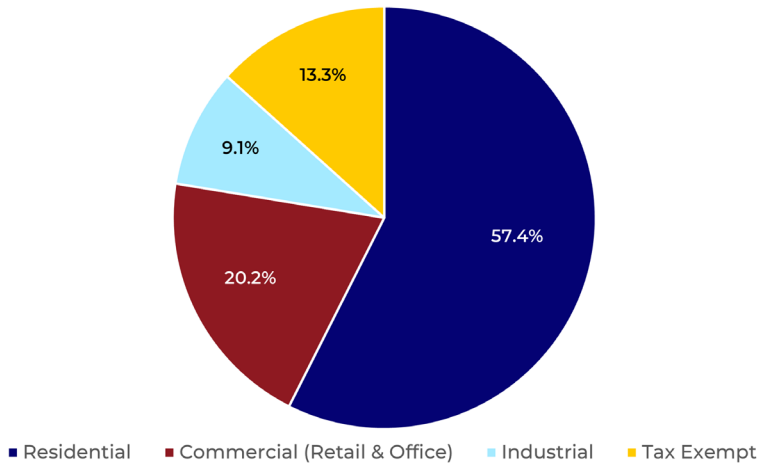
Land Use

Rockville’s largest source of revenue is real property tax. The amount of taxes is based on the City’s tax rate, which has been constant for the past ten years, and the value of the property. The Maryland State Department of Assessments and Taxation (SDAT) is responsible for determining the assessed values for all properties located in the City of Rockville.

The chart shows the percentage of properties in Rockville assessed by land uses types, and the table shows the taxable real property assessed value over the past ten years. Real property taxes are the taxes on the assessed value of real estate (including land and structures on the land). Property values determine assessments. The assessed value of residential, at 57.4% is the largest, followed by nonresidential at 42.6%, of which 13.3% is in the tax-exempt category.

A balance of land uses helps support long-term revenue growth. If property values decline, revenues also decline, which may result in a need to cut public services and amenities, and a reduction in the quality of life for residents and businesses.

Percent of Rockville's Total Assessed Value by Land Use Type



Source: Maryland State Department of Assessments and Taxation.

Fig. 34

Revenue Capacity Information (Unaudited) Assessed Value of Taxable Property					
Fiscal Year	Real Property	Personal Property	Total Taxable Assessed Value	Direct Tax Rate	Percentage Change
2016	\$12,025,581,009	\$422,828,843	\$12,448,409,852	0.292	4.1%
2017	\$12,607,868,059	\$468,851,914	\$13,076,719,973	0.292	5%
2018	\$13,115,652,277	\$450,448,415	\$13,566,100,692	0.292	3.7%
2019	\$13,395,760,564	\$423,664,690	\$13,819,425,254	0.292	1.9%
2020	\$13,616,196,177	\$427,152,944	\$14,043,349,121	0.292	1.6%
2021	\$14,010,077,827	\$436,757,839	\$14,446,835,666	0.292	2.9%
2022	\$14,209,994,545	\$432,765,487	\$14,642,760,032	0.292	1.4%
2023	\$14,656,813,161	\$438,618,750	\$15,095,431,911	0.292	3.1%
2024	\$14,959,643,658	\$407,361,608	\$15,367,005,266	0.292	1.8%
2025	\$15,641,162,519	\$427,923,300	\$16,069,085,819	0.292	4.6%

Source: City of Rockville - Annual Comprehensive Financial Report

Table 5

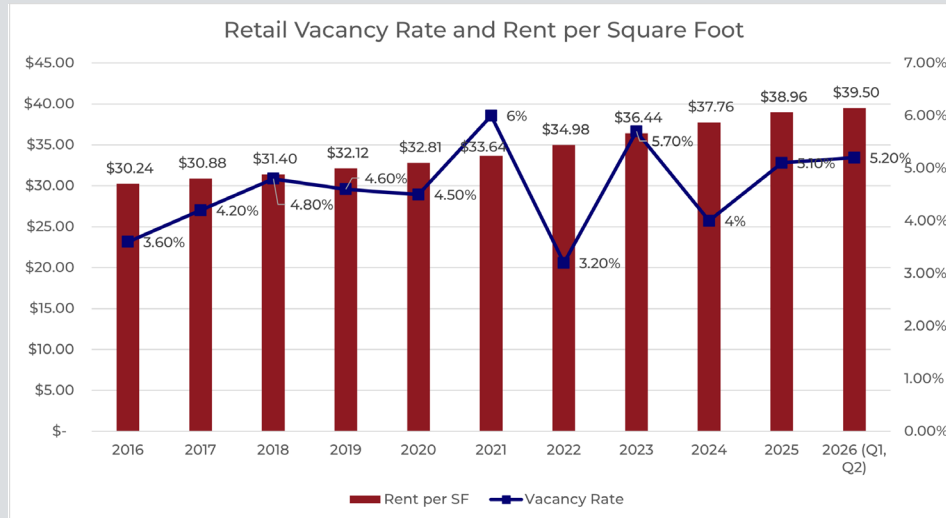


Rockville's Commercial Real Estate Market

Commercial property records from the Co-Star subscription database for buildings completed through Q2 of 2026 were analyzed to document real estate market conditions. These include non-residential properties that create employment space, including office, retail, industrial, flex, and others.

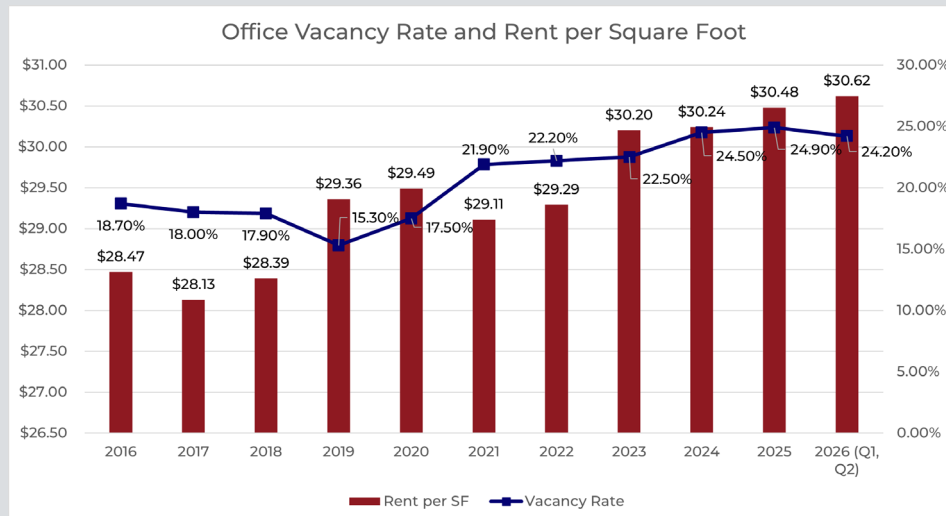
Retail Properties: The total inventory of retail space in Rockville is 4 million square feet in 203 existing buildings. The average market asking rent was \$39.50/SF. As of June 2026, the average vacancy rate for retail space was 5.2%. There are currently no new retail buildings under construction.

Office Properties: The total inventory of office space in Rockville is 13 million square feet in 231 buildings, out of which approximately 3.2 million square feet is vacant. The average market asking rent was \$30.62/SF in Q2 of 2026. The average vacancy rate for office space was 24.2%. There are currently no new office buildings under construction. Approximately 61% of available space is in Class A properties.



Source: CoStar.

Fig. 35



Source: CoStar.

Fig. 36



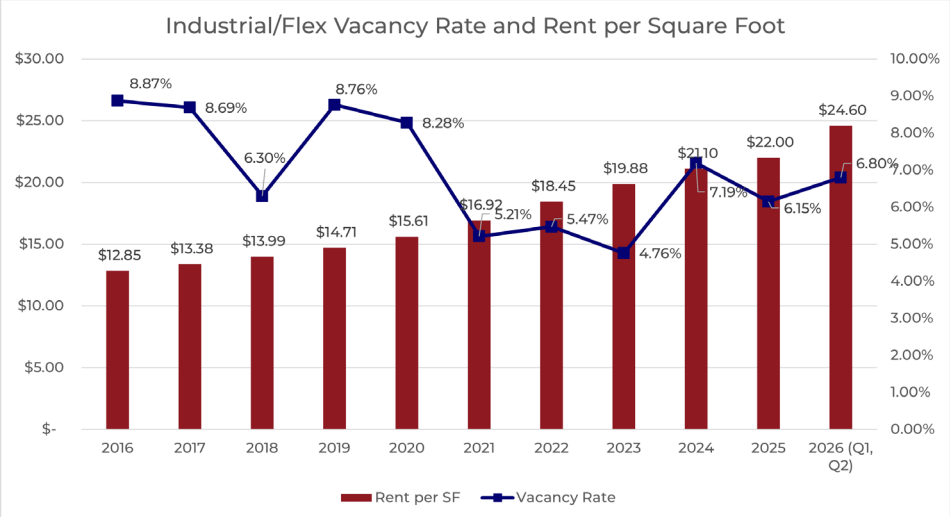
Rockville’s Commercial Real Estate Market

Industrial and/or Flex Properties: The total inventory of industrial/flex space in Rockville is 4.3 million square feet in 167 existing buildings. The average market asking rent in Q2 of 2026 was \$24.60/SF. As of June 2026, the average vacancy rate for retail space was 6.8%.



Source: City of Rockville.

Image 3



Source: CoStar.

Fig. 37



Source: City of Rockville.

Image 4



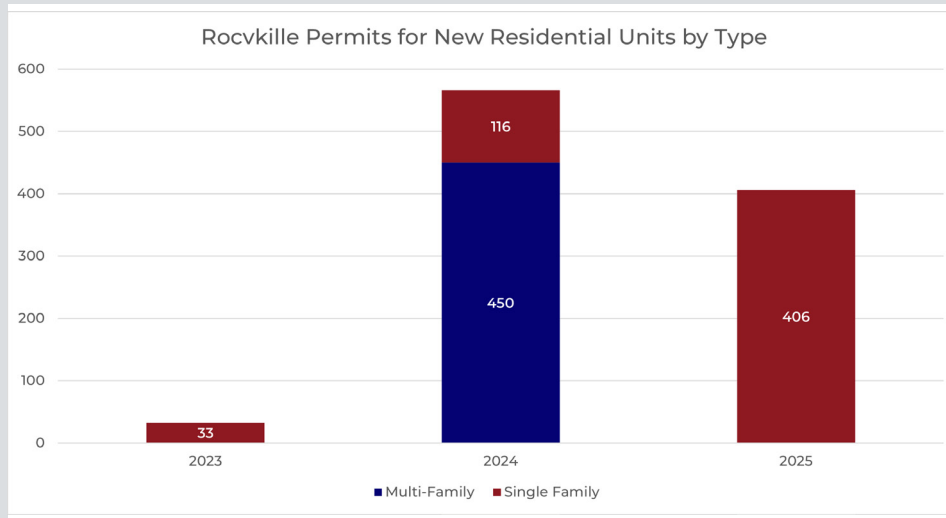
Residential Development

In 2025, permits for residential buildings for the City of Rockville were exclusively for single-family units.

Montgomery County has seen a decrease in the number of residential permits issued in 2025. The bulk of multifamily permits issued in 2025 were for an affordable housing project and residential conversion of a hotel building. Private sector multifamily housing production has significantly reduced in Montgomery County, likely due to rising construction costs, high interest rates, and rent stabilization policies as implemented in late 2023, and others.

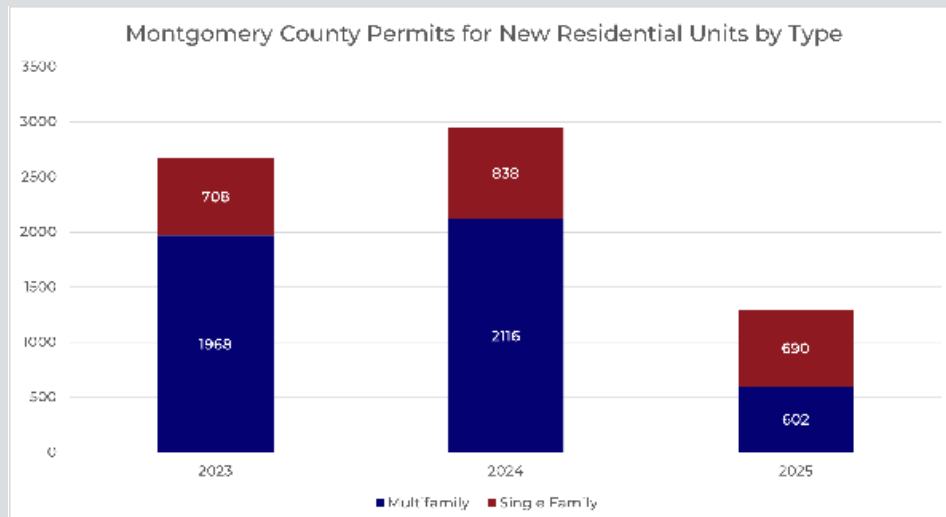
Rockville does not have rent control.

As of January 2026, there are 6,610 residential units in the city's pipeline (projects currently under review and/or approved), with 31 single family detached units, 1,143 townhomes and 5,436 multi-family units.



Source: City of Rockville

Fig. 38



Source: Montgomery Planning - Quarterly Economic Indicators Briefing

Fig. 39



Trends

Rockville has enjoyed a fundamentally healthy economy over the years. However, recent policy changes at the federal level and regional office vacancies continue to be a cause of concern. These trends, and subsequent conversion of office properties to other uses due to high vacancies, are being monitored to assess duration and impacts..



Source: City of Rockville.

Image 5



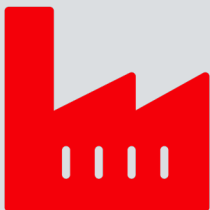
Source: City of Rockville.

Image 6

Rockville Key Economic Statistics



Daytime
Population:
91,500



Total Businesses:
5,118



Per Capita Income:
\$64,470



Median Net
Worth:
\$320,782

Source: ESRI 2025.

Fig. 40



Sources

The primary sources for the report are from the Decennial Census and the 2010, 2024 American Community Survey 5-year estimates (2006-2010, 2020-2024). All data is accessible from the U.S. Census Bureau web site at data.census.gov

Before 2010, the Decennial Census included two forms: the “short form” sent to every household to fulfill the constitutional requirement to conduct the Census every ten years, and the “long form” sent to 1 in 6 Americans to collect detailed economic, social, housing, and demographic data on individuals and households. However, beginning with the 2010 Census, the Decennial Census includes only the “short form” and collects six basic demographic and housing characteristics: population, race, age, Hispanic or Latino origin, housing occupancy (occupied or vacant), and housing tenure (owned or rented). The Census long form has since been replaced by the American Community Survey (ACS), which is now the premier source of detailed demographic information about the US population. The American Community Survey (ACS) is an annual, nationwide survey from the U.S. Census Bureau designed to provide communities a fresh look at how they are changing. The ACS collects a wide variety of information, including age, race, income, commute time to work, home value, and other data from the U.S. population. Detailed characteristics are now collected through the American Community Survey (ACS).

The ACS is mailed to approximately 3.5 million households per year (representing around 3 percent of the U.S. population), allowing for annual data updates. The Census Bureau releases two ACS datasets to the public: the “1-year ACS,” that covers areas of population 65,000 and greater, and the “5-year ACS,” that is a moving average of data over a 5-year period that covers geographies down to the Census block group. ACS data are distinct from decennial Census data in that data represent estimates rather than complete counts, and in turn are characterized by “margins of error” around those estimates.



Rockville Trends Report 2026

Sources

The U.S. Bureau of Labor Statistics (BLS) provides extensive data on economic conditions. The employment and unemployment data used in this report was taken from www.bls.gov

Information about commercial real estate rents and vacancy rates in Rockville were obtained from CoStar, a real estate subscription service provider at www.costar.com

Montgomery Count Public Schools publishes the data and information used in this report in their “Capital Improvement Programs/Master Plan” and “Schools at a Glance” reports, which can be found here on their website www.montgomeryschoolsmd.org

The Maryland State Department of Assessments and Taxation is responsible for determining assessed values for all properties in Maryland, this data was collected for the City of Rockville in this report, available for viewing at <https://dat.maryland.gov/pages/default.aspx>

Information on residential permits issued within Montgomery County was obtained from Montgomery Planning’s Quarterly Economic Indicators Briefing available online at montgomeryplanning.org/wp-content/uploads/2025/10/MoCo-Economic-Indicators-Briefing-Q2-2025_Final.pdf

ESRI a GIS software developer and location based data company publishes advanced demographics datasets for U.S. jurisdictions sourced from various data providers. The datasets were used here for key economic statistics. Information on these datasets can be viewed at doc.arcgis.com/en/esri-demographics/latest/esri-demographics/united-states.htm

We would also like to acknowledge staff at Montgomery Planning’s Research & Strategic Projects division for their invaluable support with this and other projects.

