

WHY CHOOSE DOWNTOWNDC?



	0-1 mi	0-5 mi	0-20 mi
POPULATION			
Population	49,202	788,466	3,913,063
Male	51%	48%	48%
Female	49%	52%	52%
High School Graduate +	90%	90%	90%
Bachelor's Degree +	68%	60%	54%
Graduate / Professional Degree	41%	34%	28%
HOUSEHOLDS			
Households (HH)	27,300	361,720	1,513,369
Average HH Size	1.8	2.1	2.5
Owner-occupied	28%	37%	56%
Renter-occupied	72%	63%	44%
Median HH Value	\$623,278	\$551,923	\$452,026
INCOME			
Average HH	\$124,366	\$117,631	\$128,358
Median HH	\$87,709	\$80,577	\$93,490
HH Income <\$50k	32%	33%	25%
HH Income \$50-\$75k	12%	13%	15%
HH Income \$75k+	57%	53%	60%
Average HH Disposable	\$80,788	\$78,059	\$87,764
AGE			
Age < 20	11%	18%	24%
Age 20-34	42%	33%	23%
Age 35-64	37%	37%	40%
Age 65+	10%	13%	14%
Median Age (years)	34.0	34.6	37.5

214,000
DAYTIME POPULATION

34
MILLION ANNUAL VISITORS*

30
NEW STORES OPENED 2014-2017

DAYTIME POPULATION

Employees	190,000
Hotel Guests	14,000
Residents	10,000

ANNUAL VISITORS*
(millions)

5 Mall Museums	23.7
10 Downtown Museums	4.9
Capital One Arena	2.5
2 Movie Theatres	1.2
Convention Center	1.1
8 Performance Venues	0.8

RETAILERS

- Apple (Fall 2018)
- Hermès
- Hugo Boss
- Arcteryx
- Macy's
- H&M
- TJ Maxx

Total Shopping 888,000 SF

ACCESSIBILITY

DowntownDC has **seven Metro stations, on all six lines** averaging **90,732** weekday exits and **28,760** weekend exits

28 Capital Bikeshare stations

Located between the **White House and U.S. Capitol**

DC Circulator and Metrobus

DC GROWTH

Employment growth of **500 to 1,000** per month

2000	650,300 employees
2010	712,100 employees
2017	790,400 employees

Population growth of **1,000 to 1,200** per month

2000	572,000 residents
2010	602,000 residents
2017	694,000 residents

RETAIL OPPORTUNITIES

Vacant Space	310,000 SF
Other Available Space	215,000 SF
Under Construction (not released)	171,000 SF
Planned	310,000 SF
Occupied Retail	3,428,000 SF

*Within ten blocks of 10th and F Streets NW