WHY CHOOSE DOWNTOWNDC?



Male 51% 48% 48% Female 49% 52% 52% Hilgh School Graduate + 90% 90% 90% Backelor's Degree + 68% 60% 54% Graduate / 41% 34% 28% Professional Degree 41% 34% 28% HOUSEHOLDS HOUSEHOLDS HOUSEHOLDS Werage HH Size 1.8 2.1 2.2 Owner-occupied 28% 37% 56% Renter-occupied 7.2% 63% 44% Median HH Value \$623,278 \$551,923 \$452,026 INCOME Average HH \$124,366 \$117,631 \$128,355 Median HH \$87,709 \$80,577 \$93,490 HH Income <\$50% 32% 33% 25% HH Income \$75Sh 12% 13% 15% HH Income \$75Sh 57% 53% 60% Average HH Disposable \$80,78		0-1mi	0-5 mi	0-20 mi
Male 51% 48% 48% Female 49% 52% 52% Hilgh School Graduate + 90% 90% 90% Backelor's Degree + 68% 60% 54% Graduate / 41% 34% 28% Professional Degree 41% 34% 28% HOUSEHOLDS HOUSEHOLDS HOUSEHOLDS Werage HH Size 1.8 2.1 2.2 Owner-occupied 28% 37% 56% Renter-occupied 7.2% 63% 44% Median HH Value \$623,278 \$551,923 \$452,026 INCOME Average HH \$124,366 \$117,631 \$128,355 Median HH \$87,709 \$80,577 \$93,490 HH Income <\$50% 32% 33% 25% HH Income \$75Sh 12% 13% 15% HH Income \$75Sh 57% 53% 60% Average HH Disposable \$80,78	POPULATION			
Female 49% 52% 52% 52% High School Graduate + 90% 90% 90% 90% 8achelor's Degree + 68% 60% 54% Graduate / 41% 34% 28% Professional Degree HOUSEHOLDS Households (HH) 27,300 361,720 1,513,366 Average HH Size 1.8 2.1 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 \$128,355 Median HH \$87,709 \$80,577 \$93,49 HH Income \$50\$ \$39% 33% 25% HH Income \$50\$ \$32% 33% 25% HH Income \$50\$ \$50,575\$ 12% 13% 15% HH Income \$75k+ 57% 53% 60% Average HH Disposable \$80,788 \$78,059 \$87,764	Population	49,202	788,466	3,913,063
High School Graduate + 90% 90% 90% 90% 8achelor's Degree + 68% 60% 54% Graduate / 41% 34% 28% Professional Degree HOUSEHOLDS Households (HH) 27,300 361,720 1,513,366 28% 37% 56% 28% 37% 577 593,49% 28% 37% 56% 28% 37% 577 593,49% 28% 37% 50% 37% 48% 28% 37% 57% 57% 57% 57% 57% 57% 57% 57% 57% 5	Male	51%	48%	48%
Bachelor's Degree + 68% 60% 54% Graduate / 41% 34% 28% Professional Degree HOUSEHOLDS Households (HH) 27,300 361,720 1,513,365 2.1 2.5 2.5 2.5 2.5 2.5 2.5 2.5 2.5 2.5 2.5	Female	49%	52%	52%
Graduate / 41% 34% 28% Professional Degree HOUSEHOLDS Households (HH) 27,300 361,720 1,513,365 Average HH Size 1.8 2.1 2.2 Owner-occupied 28% 37% 56% Renter-occupied 72% 63% 44% Median HH Value \$623,278 \$551,923 \$452,02€ INCOME Average HH \$124,366 \$117,631 \$128,35€ Median HH \$87,709 \$80,577 \$93,49€ 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 \$87,76€ AGE AGE Age < 20 11% 18% 24% Age 20−34 42% 33% 23% Age 23−64 37% 37% 40% Age 65+ 10% 13% 14%	High School Graduate +	90%	90%	90%
Professional Degree HOUSEHOLDS Households (HH) 27,300 361,720 1,513,365 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 \$128,355 Median HH \$87,709 \$80,577 \$93,496 HH Income \$50k 32% 33% 25% HH Income \$50-\$75k 12% 13% 15% HH Income \$75k+ 57% 53% 66% Average HH Disposable \$80,788 \$78,059 \$87,766 AGE Age < 20 11% 18% 24% Age 20-34 42% 33% 23% Age 23-64 37% 37% 49% Age 65+ 10% 13% 14%	Bachelor's Degree +	68%	60%	54%
HOUSEHOLDS Households (HH) 27,300 361,720 1,513,365 Average HH Size 1.8 2.1 2.5 Owner-occupied 28% 37% 569 Renter-occupied 72% 63% 449 Median HH Value \$623,278 \$551,923 \$452,026 INCOME Average HH \$124,366 \$117,631 \$128,355 Median HH \$87,709 \$80,577 \$93,499 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 AGE AGE AGE AGE AGE AG	Graduate /	41%	34%	28%
Households (HH) 27,300 361,720 1,513,365 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	Professional Degree			
Average HH Size 1.8 2.1 2 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 \$128,356* Median HH \$87,709 \$80,577 \$93,494* HH Income <\$50k 32% 33% 25% HH Income \$50-\$75k 12% 13% 15% HH Income \$55-\$75k 12% 13% 58% Average HH Disposable \$80,788 \$78,059 \$87,76* AGE AGE Age < 20 11% 18% 24% Age 20-34 42% 33% 23% Age 23-64 37% 37% 40% Age 65+ 10% 13% 14%	HOUSEHOLDS			
Owner-occupied 28% 37% 56% Renter-occupied 7.2% 63% 44% Median HH Value \$623,278 \$551,923 \$452,026 INCOME Average HH \$124,366 \$117,631 \$128,355 Median HH \$87,709 \$80,577 \$93,490 HH Income <\$50k	Households (HH)	27,300	361,720	1,513,369
Renter-occupied 72% 63% 44% Median HH Value \$623,278 \$551,923 \$452,026 INCOME Average HH \$124,366 \$117,631 \$128,355 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 AGE AGE AGE AGE AGE A	Average HH Size	1.8	2.1	2.5
Median HH Value \$623,278 \$551,923 \$452,026 INCOME Average HH \$124,366 \$117,631 \$128,355 Median HH \$87,709 \$80,577 \$93,499 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 Age < 20 11% 18% 24% Age 20-34 42% 33% 23% Age 23-64 37% 37% 40% Age 65+ 10% 13% 14%	Owner-occupied	28%	37%	56%
Average HH \$124,366 \$117,631 \$128,358 Median HH \$87,709 \$80,577 \$93,494 HH Income <\$50k 32% 33% 25% HH Income \$50-\$75k 12% 13% 15% 60% Average HH Disposable \$80,788 \$78,059 \$87,764 AGE AGE Age < 20 11% 18% 24% Age 20-34 42% 33% 23% Age 20-34 42% 33% 37% 40% Age 65+ 10% 13% 14%	Renter-occupied	72%	63%	44%
Average HH \$124,366 \$117,631 \$128,358 Median HH \$87,09 \$80,577 \$93,499 HH Income <\$50k 32% 33% 25% HH Income \$50-575k 12% 13% 15% HH Income \$75k+ 57% 53% 60% Average HH Disposable \$80,788 \$78,059 \$87,764 Age < 20 11% 18% 24% Age 20-34 42% 33% 23% Age 20-34 42% 33% 23% Age 35-64 37% 37% 40% Age 65+ 10% 13% 14%	Median HH Value	\$623,278	\$551,923	\$452,026
Median HH \$87,709 \$80,577 \$93,496 HH Income <\$50k	INCOME			
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 \$87,766 AGE AGE AGE AGE AGE AGE AGE A	Average HH	\$124,366	\$117,631	\$128,358
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 HH	\$87,709	\$80,577	\$93,490
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%	HH Income <\$50k	32%	33%	25%
Average HH Disposable \$80,788 \$78,059 \$87,764 AGE Age < 20 111% 18% 24% Age 20-34 42% 33% 23% Age 35-64 37% 37% 40% Age 65+ 10% 13% 14%	HH Income \$50-\$75k	12%	13%	15%
AGE Age < 20	HH Income \$75k+	57%	53%	60%
Age < 20 11% 18% 24% Age 20–34 42% 33% 23% Age 35–64 37% 37% 40% Age 65+ 10% 13% 14%	Average HH Disposable	\$80,788	\$78,059	\$87,764
Age 20-34 42% 33% 23% Age 35-64 37% 37% 40% Age 65+ 10% 13% 14%	AGE			
Age 35–64 37% 37% 40% Age 65+ 10% 13% 14%	Age < 20	11%	18%	24%
Age 65+ 10% 13% 14%	Age 20–34	42%	33%	23%
	Age 35–64	37%	37%	40%
Median Age (years) 34.0 34.6 37.5	Age 65+	10%	13%	14%
	Median Age (years)	34.0	34.6	37.5

214,000
DAYTIME POPULATION

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**

 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