

1808 eye st nw

WASHINGTON, DC 20006



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market aerial

The map displays the following streets and businesses:

- Streets:** Pennsylvania Ave NW, New Hampshire Ave NW, Rhode Island Ave NW, Connecticut Ave NW, 15th St NW, 16th St NW, 17th St NW, 18th St NW, 19th St NW, 20th St NW, 21st St NW, 22nd St NW, 23rd St NW, 24th St NW, 25th St NW.
- Circles:** Washington Circle, Dupont Circle, Scott Circle.
- Businesses and Landmarks:** CVS, Starbucks, Dunkin', Pottery Barn, The White House, Eye Street Grill, Tarte, J. Paul's, and many others.



demographics

OVERVIEW

	TRUE TRADE AREA	10 MIN DRIVE TIME	20 MIN DRIVE TIME
Population	1,506,456	115,282	899,836
Daytime Population	1,792,054	411,846	1,326,993
Avg. HH. Income	\$171,749	\$186,668	\$197,401
Households	677,623	65,540	429,027
Bachelor's Degree or Higher	63.0%	74.2%	59.7%

TOP CONSUMER LIFESTYLE SEGMENTS



YOUNG CITY SOLOS

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.



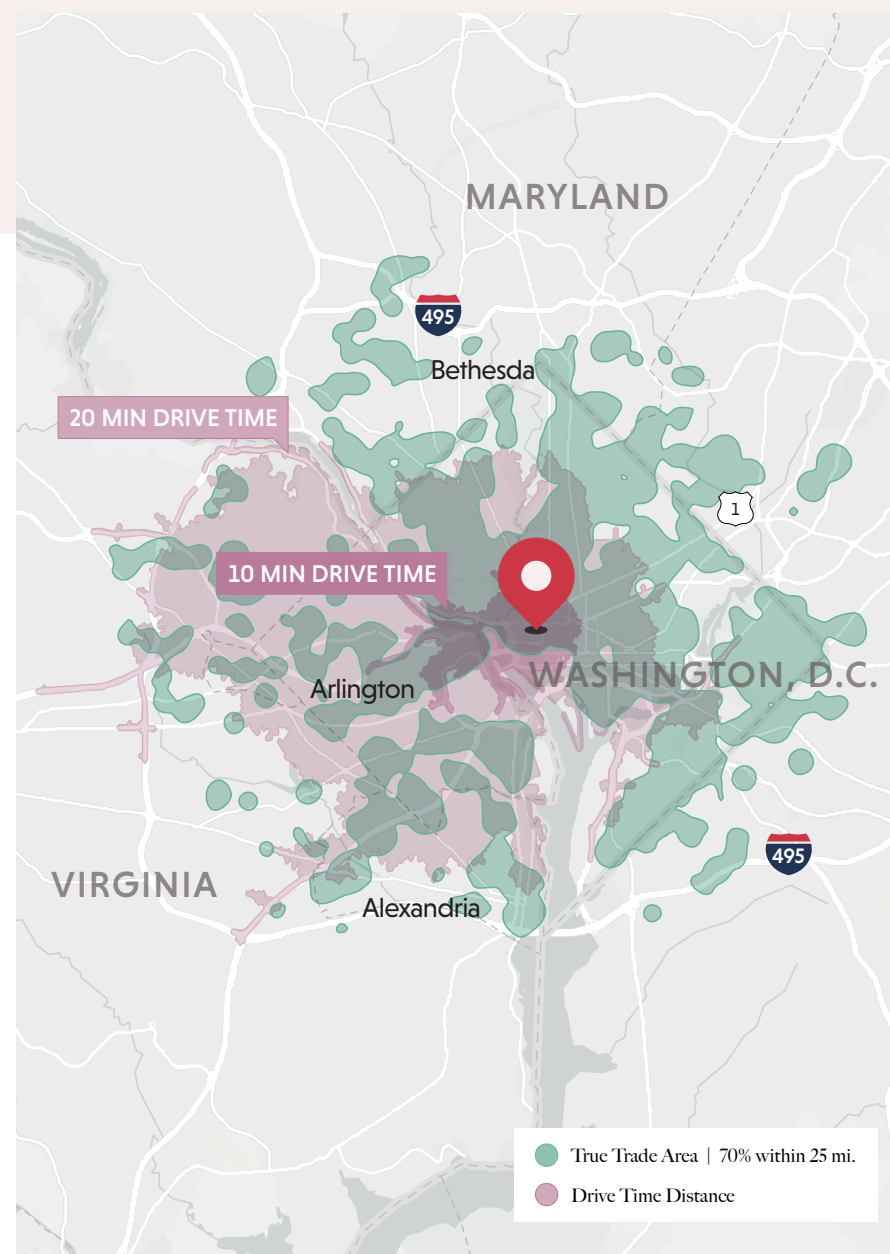
POWER ELITE

The nation's wealthiest households living luxury lifestyles in premier neighborhoods.

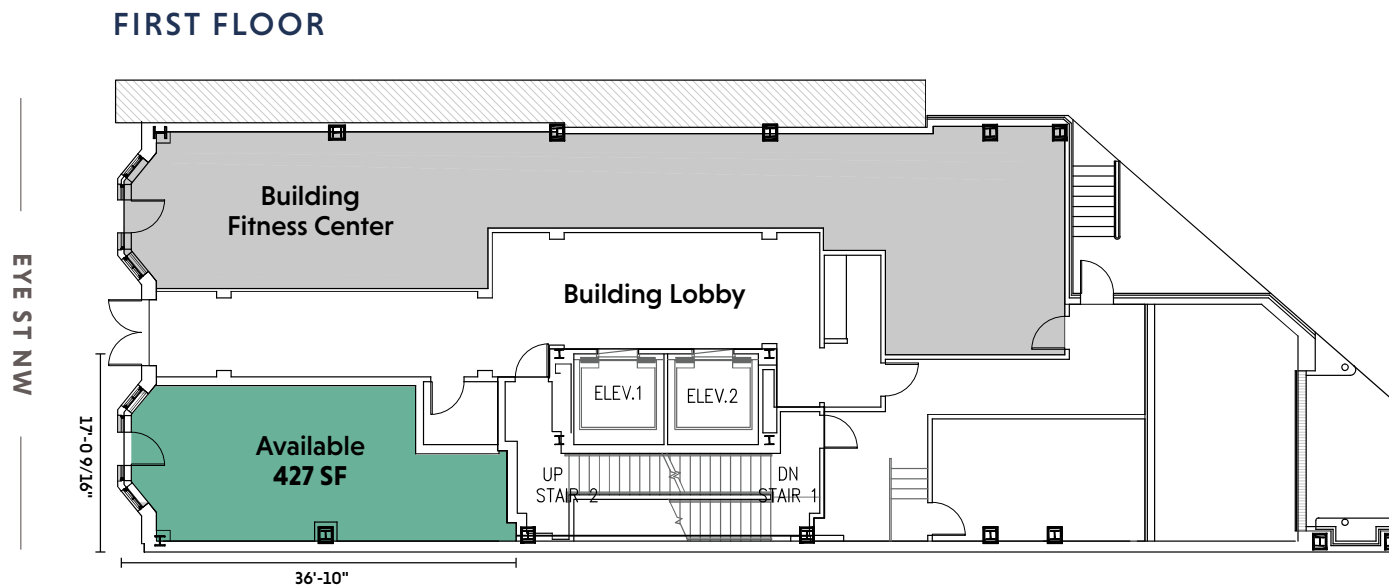


SINGLES & STARTERS

Young singles starting out and some starter families living a city lifestyle.



site plan



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