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WASHINGTON, DC 20005



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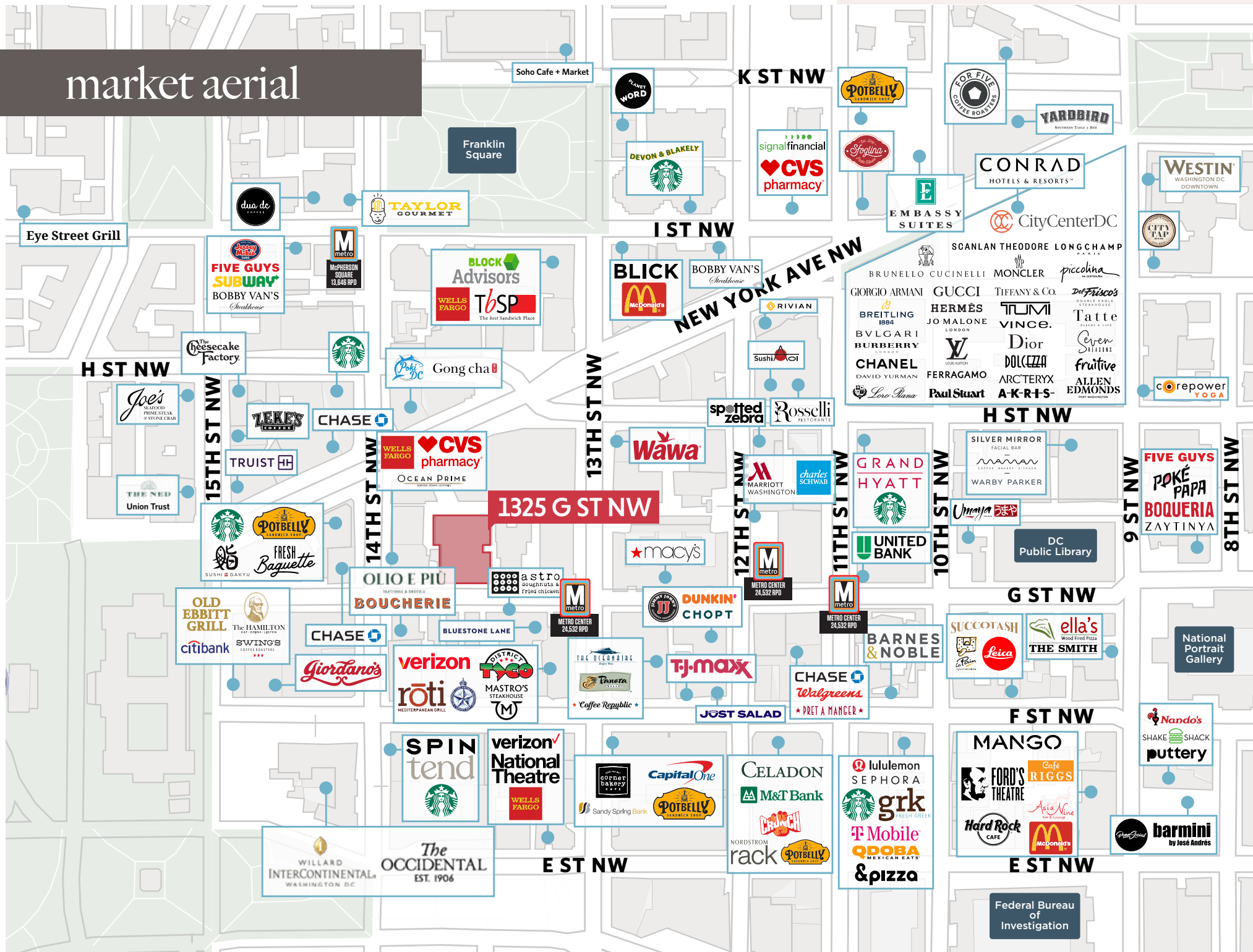
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market aerial



demographics

OVERVIEW

	TRUE TRADE AREA	10 MIN DRIVE TIME	10 MIN WALK TIME
Population	1,702,999	120,794	5,079
Daytime Population	1,966,756	467,728	94,344
Avg. HH. Income	\$166,483	\$175,886	\$165,185
Households	753,924	70,647	3,216
Bachelor's Degree or Higher	60.4%	74%	83.4%

TOP CONSUMER LIFESTYLE SEGMENTS



POWER ELITE

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



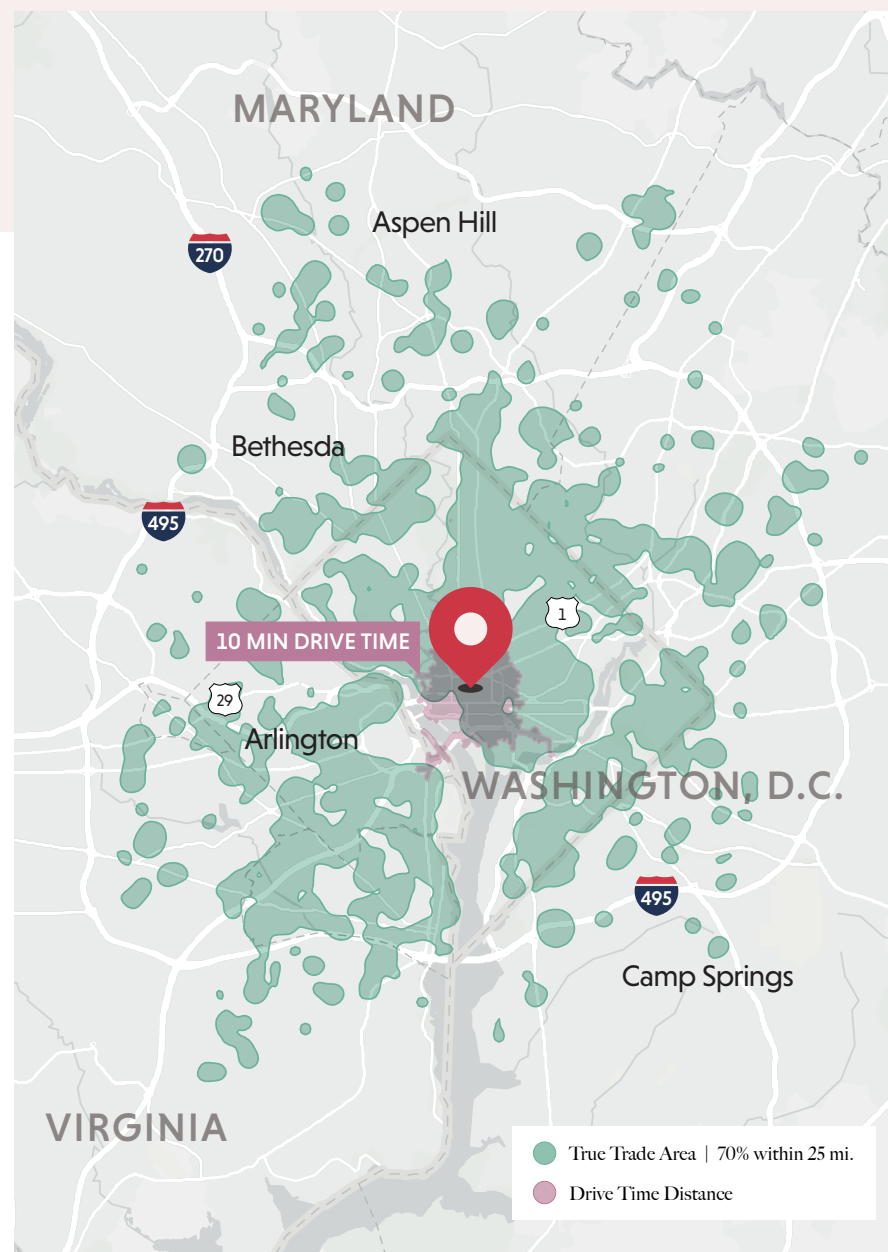
YOUNG CITY SOLOS

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

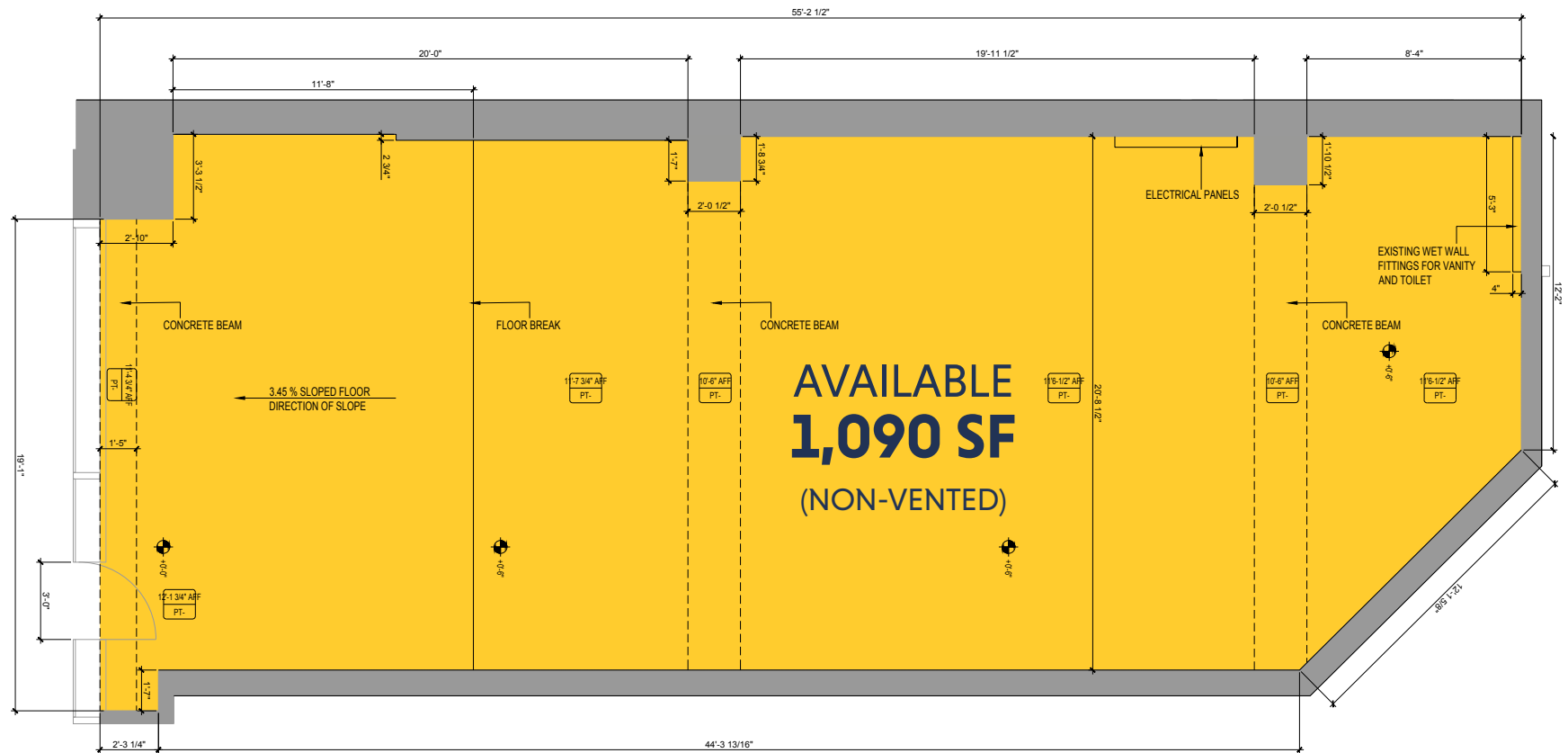


SINGLES & STARTERS

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



GSTNW



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