











SOUTH PARCEL GROUND LEVEL



















MARKET PROFILE (3 MILES)



KEY FACTS

316,611

Population



Average Household Size

Median Age

\$108,564

Median Household Income

Age Pyramid The largest group: 2018 Females Age 25-29 The smallest group: 2018 Males Age 80-84 Dots show comparison to 10 10 District of Columbia

ANNUAL HOUSEHOLD SPENDING

\$4,218

Apparel & Services



\$9,028 Groceries



\$341 Computers & Hardware

\$9,299 Health Care



\$6,721 **Eating Out**

EDUCATION



No High School Diploma



Graduate

Some College High School



78% Bachelor's/Grad/Prof Degree

ANNUAL LIFESTYLE SPENDING



Theatre/Operas/

\$108

Sports Events



\$141

Concerts



Movies/Museums/ Parks

\$163

Online Games

Tapestry Segments



Laptops and Lattes 57,043 houseeholds

of Households

38.4%

Metro Renters 40,082 households

26.3% of Households



Trendsetters

12.8% of Households















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