



DOWNTOWN DC IS THE REGION'S LARGEST EMPLOYMENT CENTER and a cultural, dining and entertainment hub supported by a growing adjacent residential population. DowntownDC is comprised of 75 million SF of office space, 11,500 hotel rooms, and 54,000 residents within one mile. Additionally, 2019 openings included a Flagship Apple Store, Tiffany's, and a Conrad Hotel.



DINING, SHOPPING + ENTERTAINMENT

- 150 Destination Restaurants
- 82 Destination Retailers
- 7 Theaters & 2 Performance Venues
- Capital One Arena
- Walter E. Washington Convention Center
- 11 Museums



INNOVATION + TECH

- Apple Flagship Store
- Microsoft Innovation & Policy Center
- MapBox
- 29 co-working locations
- Eaton Workshop
- Yelp
- Facebook
- Fiscal Note
- Social Tables

ACCESSIBLE

- 7 Metrorail stations serving all system lines
- 31 Capital Bikeshare Stations
- 99 Walkscore
- DC Circulator and Metrobus
- Located between the White House and U.S. Capitol

7.5
MILLION
ANNUAL CULTURE &
ENTERTAINMENT VISITORS¹

¹. DowntownDC BID

DOWNTOWN DC



0-1 mi 0-5 mi 0-20 mi

POPULATION

Population	54,165	817,898	3,953,735
Male	51%	48%	48%
Female	49%	52%	52%
High School Graduate +	92%	91%	91%
Bachelor's Degree +	71%	61%	55%
Graduate / Professional Degree	42%	35%	29%

HOUSEHOLDS

Households (HH)	29,514	373,094	1,530,023
Average HH Size	1.8	2.1	2.5
Owner-occupied	27%	38%	57%
Renter-occupied	73%	62%	43%
Median HH Value	\$688,312	\$635,879	\$477,354

INCOME

Average HH	\$138,655	\$128,552	\$139,717
Median HH	\$104,258	\$88,514	\$101,002
HH Income <\$50k	27%	30%	24%
HH Income \$50-\$75k	10%	13%	13%
HH Income \$75k+	63%	57%	63%
Average HH Disposable	\$88,409	\$83,630	\$93,379

AGE

Age < 20	12%	18%	23%
Age 20-34	40%	31%	22%
Age 35-64	38%	37%	40%
Age 65+	11%	13%	15%
Median Age (years)	34.5	35.2	37.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$108,052	\$1,239,974	\$5,298,607
Child Care	\$27,882	\$313,133	\$1,357,955
Computers & Accessories	\$10,213	\$115,444	\$491,254
Entertainment & Recreation	\$145,104	\$1,722,103	\$7,724,222
- Pets	\$26,435	\$315,543	\$1,449,774
Food at Home	\$241,504	\$2,816,554	\$12,180,224
Food away from Home	\$184,831	\$2,080,122	\$8,969,459
Health Care	\$235,760	\$2,876,716	\$13,166,856
- Medical Care	\$77,827	\$955,112	\$4,394,093
Home Improvement	\$87,147	\$1,145,510	\$6,092,846
Household Furnishings	\$94,545	\$1,100,172	\$5,001,936
Personal Care Products	\$40,899	\$470,909	\$2,113,232
Vehicle Maint. & Repair	\$49,925	\$574,846	\$2,600,745

AVAILABLE VEHICLES PER HH¹

0	51%	32%	13%
1	41%	46%	37%
2-3	8%	21%	45%
4+	0%	1%	5%

MOBILITY

Downtown has seven metro stations on all six lines

Total avg weekday/weekend ² (all seven stations)	89,913 / 31,157
Archives-Navy Mem'l	7,992 / 2,643
Federal Triangle	7,487 / 2,151
Gallery Pl-Chinatown	22,229 / 11,758
Judiciary Sq	7,523 / 970
McPherson Sq	14,462 / 2,559
Metro Center	25,429 / 8,231
Mt Vernon Sq / 7th Street-Convention Center	4,791 / 2,845

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent; 2. WMATA (FY 2019); 3. TransitScreen; 4. DowntownDC BID (within 10 blocks of 9th & G Streets NW)

CONTACT

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Estimated Total Daily Population in 2020 / 2025
350,000 / 360,000
 (employment + residents + hotel guests)³



Estimated Total Daily Office Workers
295,000 / 300,000
 (in 2020 / 2025⁴)



Estimated Annual Culture & Entertainment Visitors
7.5 / 9.5 Million
 (in 2020 / 2025⁴)



Estimated Annual Convention Attendance
1.2 / 1.4 Million
 (in 2020 / 2025⁴)

MARKET OVERVIEW

PHOTO CREDITS

Bellevue/South Capitol

Bottom Left: Image courtesy of City Interests

Deanwood

Top Left: Image courtesy of The Warrenton Group

Dupont Circle

Main: Photo by Sam Kittner Photographer
(courtesy of the Dupont Circle BID)

East Capitol / Capitol Gateway

Main: Rendering courtesy of A&R Development

Fort Totten

Main: Image courtesy of Perkins Eastman DC

Georgetown

Main: Image courtesy of the Georgetown BID

Georgia Avenue / Walter Reed

Main: Image courtesy of Urban Atlantic

Golden Triangle

Bottom Center: Image courtesy of the Golden Triangle BID

Hillcrest / Skyland

Main: Rendering courtesy of WC Smith

Minnesota & Benning

Main: Rendering courtesy of Cedar Realty Trust

Mount Vernon Triangle

Top Middle: Image courtesy of the Mt. Vernon Triangle CID
Bottom Left: Image courtesy of the Mt. Vernon Triangle CID
Bottom Right: Image courtesy of the Mt. Vernon Triangle CID

Parkside / Kenilworth

Bottom Right: Image courtesy of City Interests

Northwest One

Main: Image courtesy of WDG Architecture

Rhode Island Avenue, NE / Brentwood

Top Middle: Image courtesy of MRP Realty
Bottom Right: Image courtesy of MidCity

Southwest Waterfront

Bottom Left: Photo courtesy of the SW BID

Tenleytown

Top Center: Image courtesy of Roadside Development

The Wharf

Main: Image courtesy of the District Wharf
Bottom Middle: Image courtesy of the District Wharf



It is the mission of the Washington DC Economic Partnership, a 501(c)3 organization, to promote business opportunities throughout the District of Columbia and to contribute to business retention and attraction activities.

The Washington DC Economic Partnership supports businesses and entrepreneurs looking to open, expand or invest in DC through our programs and services focusing on business development, education of the real estate market and business opportunities. To learn more about the Washington DC Economic Partnership please visit wdcep.com.

