



BOTH HIGH-END CONSUMERS AND BARGAIN HUNTERS ALIKE delight in the Chevy Chase/Friendship Heights shopping experience. Conveniently accessible by transit, this regional transportation hub directly connects visitors to numerous stores and points of interest including Mazza Gallerie and Chevy Chase Pavilion. With average household incomes in the \$170,000–\$200,000 range, the neighborhood offers national, regional and local retailers a wealth of opportunity.

RECENT RETAIL + RESTAURANT OPENINGS

- Little Beast (2018)
—Italian restaurant
- The Avenue (2018)
—American restaurant
- Ferguson (2018)
—bath, kitchen, and lighting

TOP LOCAL INDUSTRIES¹

23,068 Total Area Employment

- Health Care & Social Assistance: **16%**
- Retail Trade: **13%**
- Professional, Scientific & Technical Services: **12%**



HOME TO DESTINATION RETAIL

The area is home to signature retailers such as Lord & Taylor, Saks 5th Avenue, and Neiman Marcus.

CO-WORKING

The neighborhood is home to two co-working facilities. Hera Hub D.C. the first international female-focused co-working space & business accelerator, and AdvantEdge Workspaces located at Chevy Chase Pavilion.

1. JobsEQ (data for 20015 + 20815 Zip Codes, as of 2019 Q3)

CHEVY CHASE / FRIENDSHIP HEIGHTS

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	9,365	28,695	180,373
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	99%	98%	97%
Bachelor's Degree +	83%	85%	83%
Graduate / Professional Degree	53%	56%	54%

HOUSEHOLDS

Households (HH)	4,785	13,275	81,291
Average HH Size	1.9	2.1	2.2
Owner-occupied	54%	58%	55%
Renter-occupied	46%	42%	45%
Median HH Value	\$871,438	\$953,172	\$951,008

INCOME

Average HH	\$176,456	\$209,590	\$200,006
Median HH	\$119,975	\$148,333	\$136,159
HH Income <\$50k	18%	16%	17%
HH Income \$50-\$75k	14%	9%	11%
HH Income \$75k+	68%	75%	72%
Average HH Disposable	\$108,391	\$122,747	\$117,828

AGE

Age < 20	15%	19%	20%
Age 20-34	21%	18%	22%
Age 35-64	36%	38%	38%
Age 65+	28%	25%	20%
Median Age (years)	47.0	45.7	40.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$20,759	\$67,279	\$398,485
Child Care	\$5,411	\$18,140	\$105,926
Computers & Accessories	\$1,940	\$6,281	\$37,294
Entertainment & Recreation	\$30,312	\$99,487	\$581,668
- Pets	\$5,732	\$18,596	\$107,979
Food at Home	\$46,656	\$149,367	\$888,730
Food away from Home	\$35,281	\$113,758	\$673,684
Health Care	\$50,983	\$164,741	\$964,641
- Medical Care	\$17,148	\$55,284	\$322,357
Home Improvement	\$23,884	\$80,940	\$455,234
Household Furnishings	\$19,448	\$63,442	\$372,904
Personal Care Products	\$8,251	\$26,710	\$157,467
Vehicle Maint. & Repair	\$9,843	\$31,854	\$191,990

AVAILABLE VEHICLES PER HH¹

0	26%	20%	17%
1	49%	44%	45%
2-3	25%	35%	37%
4+	1%	1%	2%

MOBILITY

Metrorail Exits ²	8,086 / 2,758	Friendship Heights
Traffic Counts ³	23,400	Wisconsin Avenue
	22,800	Eastern Avenue

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent; 2. WMATA (FY 2019); 3. DDoT (Daily Avg, 2017); 4. TransitScreen

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, SVP, Research & Real Estate
 (202) 661-8670 • cshuskey@wdcep.com
 wdcep.com

Metrorail Exits²
8,086 / 2,758
 Avg weekday/Avg weekend

Traffic Counts³
23,400
 Wisconsin Ave.

Mobility Score⁴
100
 Excellent Mobility

Walkscore
93
 Walker's Paradise

Residents w/in 10 min. car ride
140,050

MOBILITY

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.

