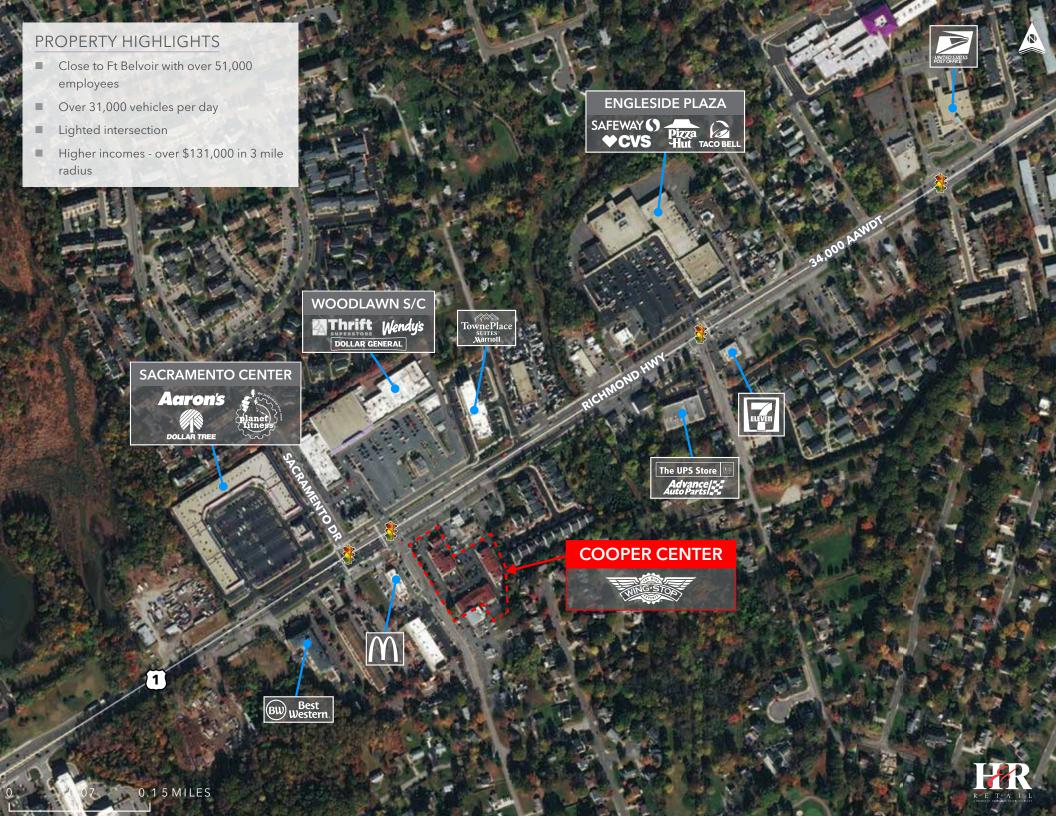


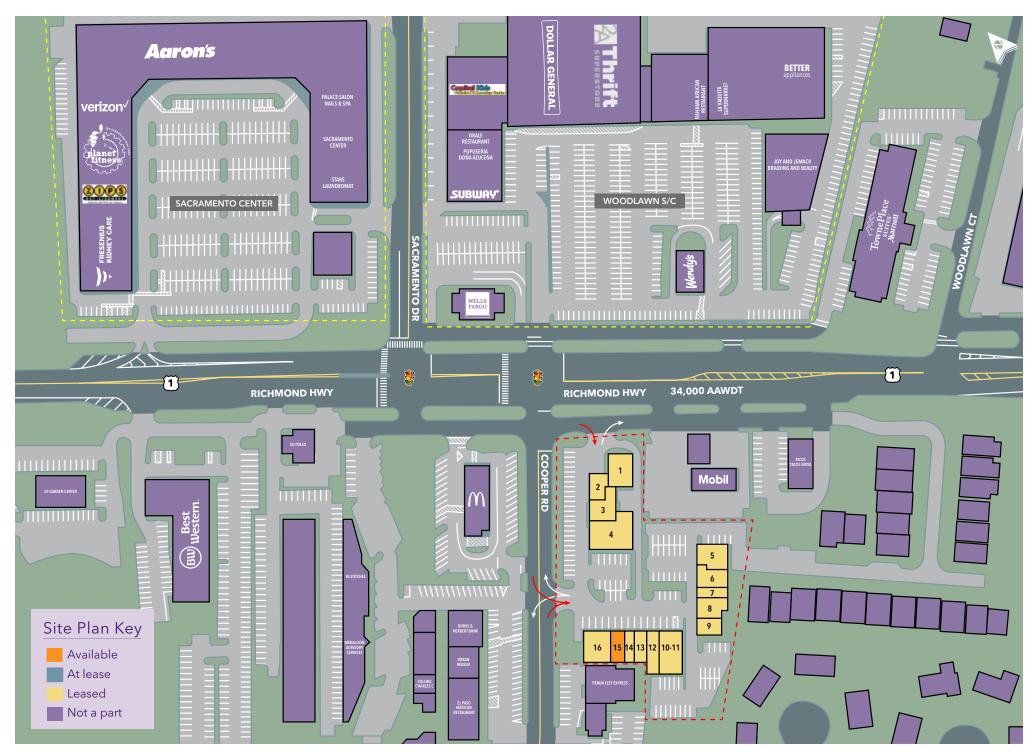
COOPER CENTER

8733 COOPER ROAD, ALEXANDRIA, VA 22309

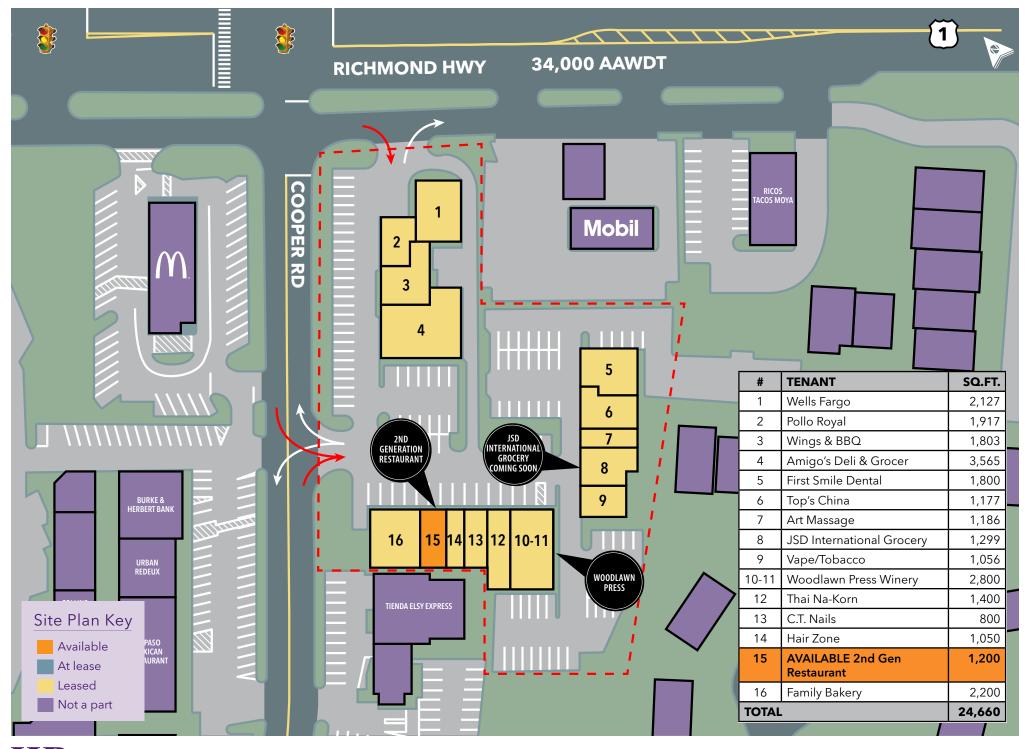


2ND GENERATION RESTAURANT AVAILABLE













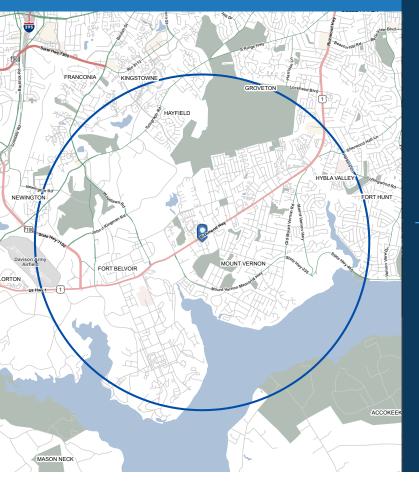














36.2

22,497

Population

Median Age

Households





Bachelor's Degree





1,299 **Total Businesses**



65.054 Daytime Population



104 Food Srv &

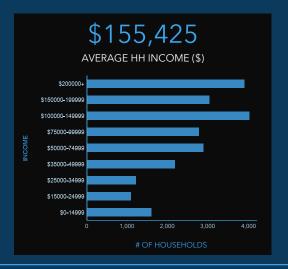
Drinking Places

\$109,147

Median Household Income



\$52,850





Enterprising Professionals 3,813 (16.9%) of households

Enterprising Professionals residents are well educated and ing, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Early adopters of new technology in hopes of impressing • Half have smartphones and use them for news, accessing
- Strive to stay youthful and healthy, eat organic and natural foods, run and do voga



2,548 (11.3%) of households

The residents of the wealthiest Tapestry market, Top Tier, earn the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fi tness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

• These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources



Diverse Convergence 2,162 (9.6%) of households

Diverse Convergence neighborhoods are a rich blend of areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in Califor-nia. Almost 40% of residents are foreign-born; nearly 1 in 4 households are linguistically isolated. Young families renting apartments in older buildings dominate this market; about one quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish language web-sites, watch programs on Spanish TV networks, and listen to Hispanic music.



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