

C&O CANAL





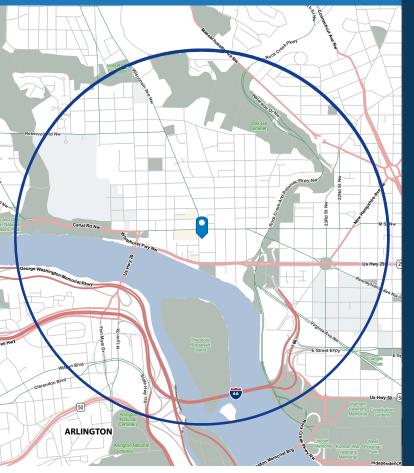














29.1

19,408

Median Age

Households









5.004 **Total Businesses**



99,061 Daytime Population



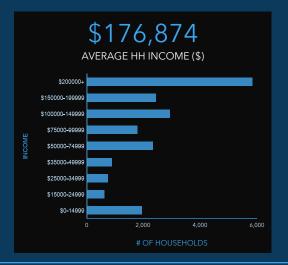
Food Srv & Drinking Places



\$120,784 Median Household Income



\$79,653 Per Capita Income





Metro Renters 9.112 (46.9%) of households

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

- Become well informed before purchasing the newest



Laptops and Lattes 8.470 (43.6%) of households

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living-and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected-technologically savvy consumers. They are active and health conscious, and care about the environment.

- regularly and pay attention to the nutritional value of the food they purchase.
- · Environmentally conscientious but also image-conscious:



Golden Years 1.112 (5.7%) of households

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests-travel, sports, dining out, museums, and concerts. They are involved, focused on physical fi tness, and enjoying their lives. This market is smaller, but growing, and financial

- These consumers are well connected: Internet access is monitoring investments and entertainment
- They keep their landlines and view cell phones more





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