



COLUMBIA PIKE GATEWAY EAST

5852 COLUMBIA PIKE | FALLS CHURCH, VA 22041

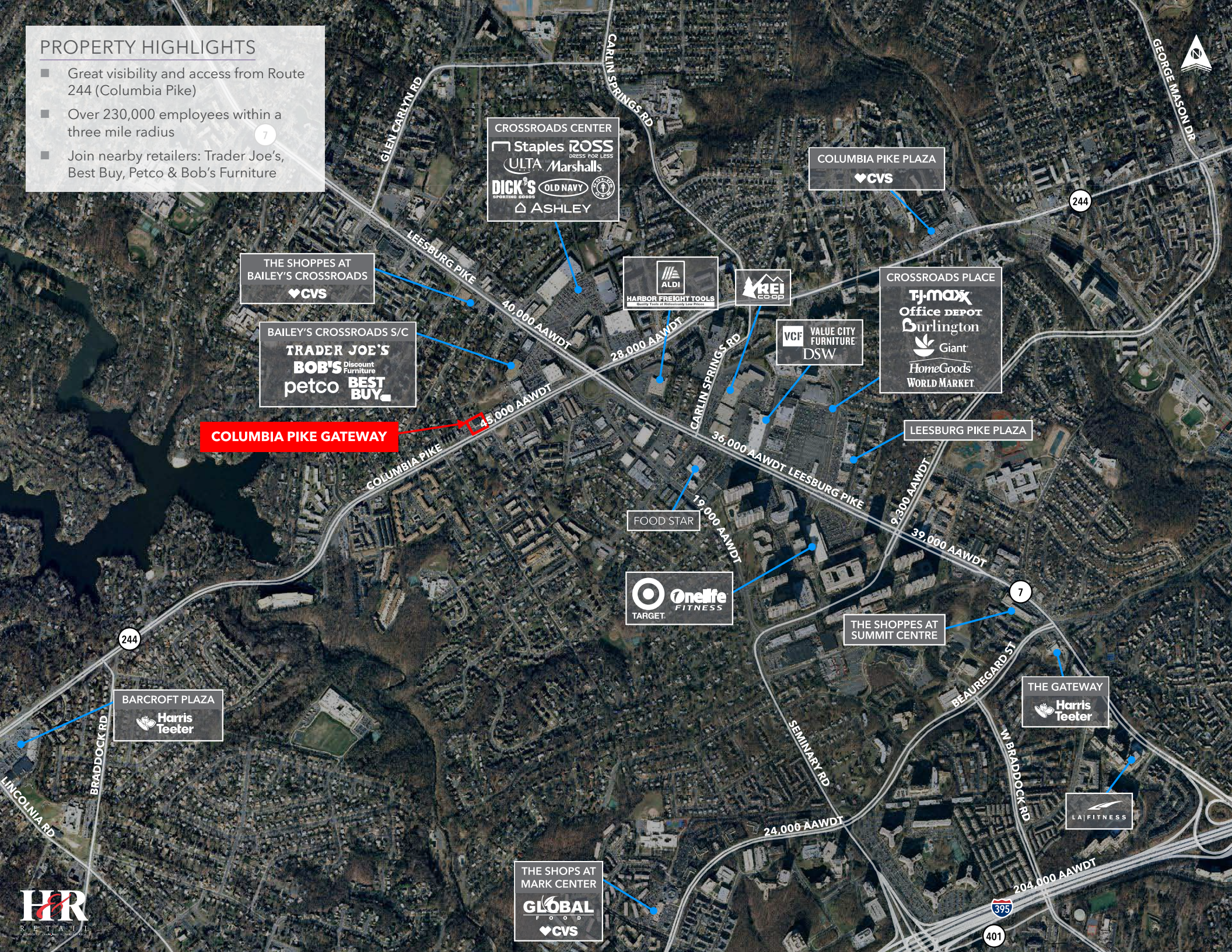


FULLY LEASED

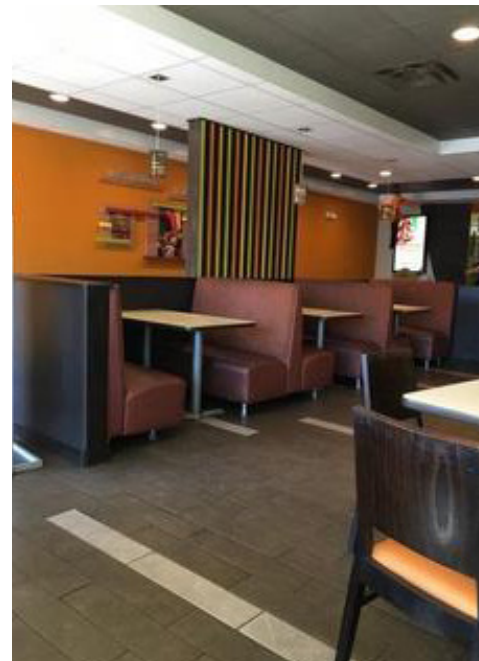
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PROPERTY HIGHLIGHTS

- Great visibility and access from Route 244 (Columbia Pike)
- Over 230,000 employees within a three mile radius
- Join nearby retailers: Trader Joe's, Best Buy, Petco & Bob's Furniture





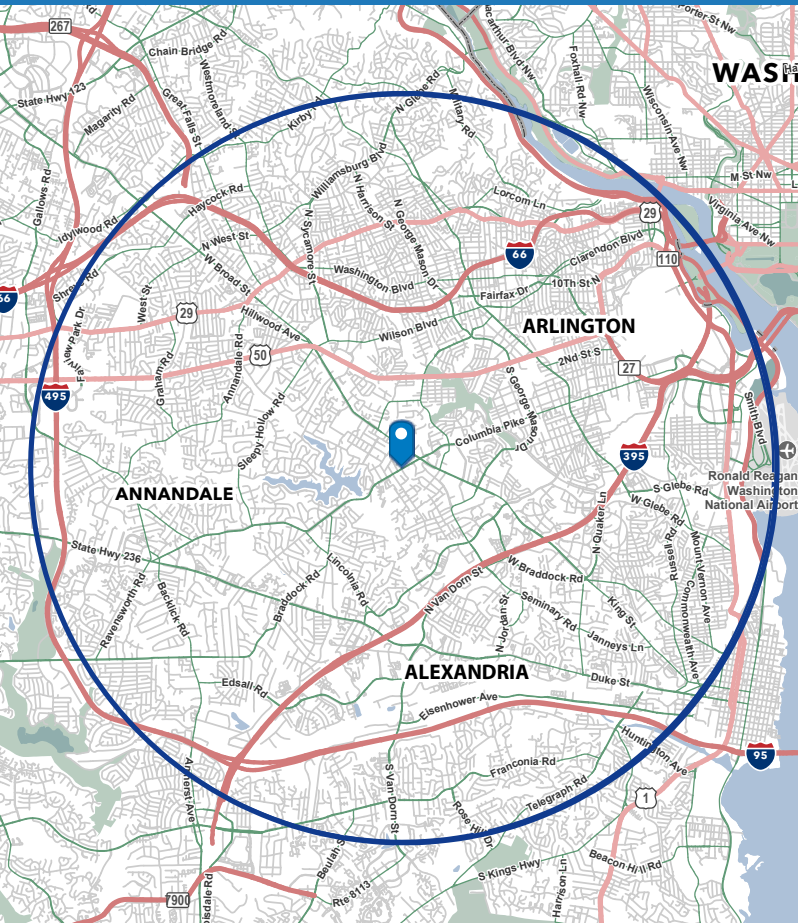




FALLS CHURCH, VA

DEMOGRAPHIC PROFILE (2022)

Columbia Pike Gateway East
5 mile ring



KEY FACTS

597,728

Population

37.3

Median Age

250,908

Households

EDUCATION



10%

High School Diploma



32%

Bachelor's Degree



34%

Graduate/Professional Degree

BUSINESS



19,729

Total Businesses



601,316

Daytime Population



1,392

Food Srv & Drinking Places

INCOME



\$118,572

Median Household Income

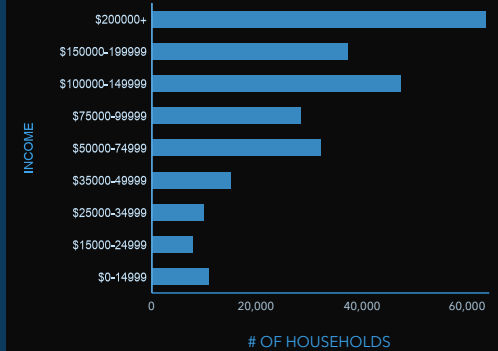


\$73,201

Per Capita Income

\$174,377

AVERAGE HH INCOME (\$)



TAPESTRY SEGMENTS



3B

Metro Renters

55,774 (22.2%) 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.

- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



3A

Laptops and Lattes

42,444 (16.9%) 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.

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.



2A

Urban Chic

26,807 (10.7%) of households

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.



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