

# DEMOGRAPHIC PROFILE

2000 Census, 2002 Estimates & 2007 Projections

Calculated using proportional block groups

Prepared For Madison Retail Group

Lat/Lon: 38.96444/-77.03075

June 2003

F5

## Brightwood Community Washington, DC

0

Population		
Estimated Population (2002)	10,756	
Census Population (1990)	10,488	
Census Population (2000)	10,772	
Projected Population (2007)	10,726	
Forecasted Population (2012)	10,758	
Historical Annual Growth (1990 to 2000)	284	0.3%
Historical Annual Growth (2000 to 2002)	-15	-0.1%
Projected Annual Growth (2002 to 2007)	-30	-0.1%
Est. Population Density (2002)	16,960.22	psm
Trade Area Size	0.63	sq mi
Households		
Estimated Households (2002)	4,592	
Census Households (1990)	4,824	
Census Households (2000)	4,631	
Projected Households (2007)	4,584	
Forecasted Households (2012)	4,581	
Households with Children (2002)	1,372	29.9%
Average Household Size (2002)	2.31	
Average Household Income		
Est. Average Household Income (2002)	\$51,926	
Proj. Average Household Income (2007)	\$57,102	
Average Family Income (2002)	\$60,988	
Median Household Income (Averaged)		
Est. Median Household Income (2002)	\$52,779	
Proj. Median Household Income (2007)	\$61,800	
Median Family Income (2002)	\$64,775	
Per Capita Income		
Est. Per Capita Income (2002)	\$22,378	
Proj. Per Capita Income (2007)	\$24,685	
Per Capita Income Est. 5 year change	\$2,307	10.3%
Other Income (Averaged)		
Est. Median Disposable Income (2002)	\$42,159	
Est. Median Disposable Income (2007)	\$48,739	
Disposable Income Est. 5 year change	\$6,580	15.6%
Est. Median Household Net Worth (2002)	\$40,419	
Daytime Demos		
Total Number of Businesses (2002)	247	
Total Number of Employees (2002)	1,475	
Estimated Retail Sales (in \$1,000s)	\$31,050	
Average Payroll per Employee (2002)	\$39,952	
Unemployment Rate (2002)	5.28%	
Employee Population per Business	6.0	
Residential Population per Business	43.5	

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Race & Ethnicity		
White (2002)	1,212	11.3%
Black or African American (2002)	8,019	74.6%
Asian & Pacific Islander (2002)	152	1.4%
American Indian & Alaska Native (2002)	21	0.2%
Other Race (2002)	1,352	12.6%
Hispanic or Latino Population (2002)	2,491	23.2%
Not Hispanic or Latino Population (2002)	8,266	76.8%
<i>Hispanic Origin: Mexican (2002)</i>	87	3.5%
<i>Hispanic Origin: Puerto Rican (2002)</i>	107	4.3%
<i>Hispanic Origin: Cuban (2002)</i>	35	1.4%
<i>Hispanic Origin: Other Hispanic (2002)</i>	2,261	90.8%
<i>Hispanic Origin Population (1990)</i>	891	8.5%
Not of Hispanic Origin Population (1990)	9,597	91.5%
Hispanic or Latino Population (2000)	2,355	21.9%
Not Hispanic or Latino Population (2000)	8,417	78.1%
Hispanic or Latino Population (2007)	2,843	26.5%
Not Hispanic or Latino Population (2007)	7,883	73.5%
Hist. Hispanic Ann Growth (1990 to 2002)	1,600	15.0%
Proj. Hispanic Ann Growth (2002 to 2007)	353	2.8%
Age Distribution		
Age 0 to 4 yrs (2002)	709	6.6%
Age 5 to 9 yrs (2002)	664	6.2%
Age 10 to 13 yrs (2002)	493	4.6%
Age 14 to 17 yrs (2002)	444	4.1%
Age 18 to 24 yrs (2002)	992	9.2%
Age 25 to 34 yrs (2002)	1,732	16.1%
Age 35 to 44 yrs (2002)	1,774	16.5%
Age 45 to 54 yrs (2002)	1,572	14.6%
Age 55 to 64 yrs (2002)	957	8.9%
Age 65 to 74 yrs (2002)	744	6.9%
Age 75 to 84 yrs (2002)	525	4.9%
Age 85 yrs plus (2002)	152	1.4%
Median Age (2002)	36.1	yrs
Gender Age Distribution		
Female Population (2002)	5,717	53.2%
Age 0 to 17 yrs (2002)	1,154	20.2%
Age 18 to 49 yrs (2002)	2,706	47.3%
Age 50 to 74 yrs (2002)	1,386	24.2%
Age 75 yrs plus (2002)	471	8.2%
Female Median Age (2002)	38.0	yrs
Male Population (2002)	5,039	46.8%
Age 0 to 17 yrs (2002)	1,156	22.9%
Age 18 to 49 yrs (2002)	2,612	51.8%
Age 50 to 74 yrs (2002)	1,067	21.2%
Age 75 yrs plus (2002)	205	4.1%
Male Median Age (2002)	34.2	yrs

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### Household Income Distribution

HH Income \$150,000 or More (2002)	361	7.9%
HH Income \$100,000 to 149,999 (2002)	552	12.0%
HH Income \$75,000 to 99,999 (2002)	605	13.2%
HH Income \$50,000 to 74,999 (2002)	872	19.0%
HH Income \$35,000 to 49,999 (2002)	664	14.5%
HH Income \$25,000 to 34,999 (2002)	516	11.2%
HH Income \$15,000 to 24,999 (2002)	513	11.2%
HH Income \$0 to 14,999 (2002)	509	11.1%
HH Income \$35,000+ (2002)	3,054	66.5%
HH Income \$50,000+ (2002)	2,390	52.0%
HH Income \$75,000+ (2002)	1,518	33.1%

### Housing

Total Housing Units (2002)	4,873	
Housing Units, Occupied (2002)	4,592	94.2%
<i>Housing Units, Owner-Occupied (2002)</i>	1,387	30.2%
<i>Housing Units, Renter-Occupied (2002)</i>	3,205	69.8%
Housing Units, Vacant (2002)	281	5.8%
Median Years in Residence (2002)	4.1	yrs

### Marital Status

Never Married (2002)	3,503	40.4%
Now Married (2002)	2,604	30.0%
Separated (2002)	633	7.3%
Widowed (2002)	689	7.9%
Divorced (2002)	1,241	14.3%

### Household Type

Population Family (2002)	7,546	70.2%
Population Non-Family (2002)	3,048	28.3%
Population Group Qtrs (2002)	163	1.5%
Family Households (2002)	2,397	52.2%
Married Couple With Children (2002)	548	21.0%
Average Family Household Size (2002)	3.15	
Non-Family Households (2002)	2,195	47.8%

### Household Size

1 Person Household (2002)	1,849	40.3%
2 Person Households (2002)	1,253	27.3%
3 Person Households (2002)	643	14.0%
4 Person Households (2002)	389	8.5%
5 Person Households (2002)	248	5.4%
6+ Person Households (2002)	210	4.6%

### Household Vehicles

Total Vehicles Available (2002)	4,379	
Household: 0 Vehicles Available (2002)	1,564	34.1%
Household: 1 Vehicles Available (2002)	1,858	40.5%
Household: 2+ Vehicles Available (2002)	1,170	25.5%
Average Vehicles Per Household (2002)	1.0	

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### Occupation

Labor: Population 16+ by Occupation (2002)	5,578	
Executive & Managers (2002)	773	13.9%
Professional & Specialty (2002)	957	17.2%
Technical Support (2002)	251	4.5%
Sales (2002)	318	5.7%
Administrative Support (2002)	1,317	23.6%
Private Household Services (2002)	109	1.9%
Protective Services (2002)	183	3.3%
Other Services (2002)	898	16.1%
Farming, Forestry & Fishing (2002)	7	0.1%
Precision Production & Craft (2002)	265	4.8%
Machine Operator (2002)	105	1.9%
Transportation & Material Moving (2002)	243	4.4%
Laborers (2002)	152	2.7%
Occupation: White Collar Workers (2002)		61.0%
Occupation: Blue Collar Workers (2002)		39.0%

### Consumer Expenditure (in \$1,000s)

Total Household Expenditure (2002)	\$203,103	
Total Non-Retail Expenditures (2002)	\$118,711	58.4%
Total Retail Expenditures (2002)	\$84,392	41.6%
Apparel (2002)	\$11,467	5.6%
Contributions (2002)	\$5,747	2.8%
Education (2002)	\$3,823	1.9%
Entertainment (2002)	\$10,617	5.2%
Food And Beverages (2002)	\$34,101	16.8%
Furnishings And Equipment (2002)	\$8,164	4.0%
Gifts (2002)	\$6,222	3.1%
Health Care (2002)	\$12,445	6.1%
Household Operations (2002)	\$6,192	3.0%
Miscellaneous Expenses (2002)	\$2,337	1.2%
Personal Care (2002)	\$3,594	1.8%
Personal Insurance (2002)	\$2,356	1.2%
Reading (2002)	\$1,114	0.5%
Shelter (2002)	\$33,970	16.7%
Tobacco (2002)	\$1,824	0.9%
Transportation (2002)	\$42,483	20.9%
Utilities (2002)	\$16,648	8.2%

### Educational Attainment

Adult Population (25 Years or Older) (2002)	7,455	
Elementary (0 to 8) (2002)	474	6.4%
Some High School (9 to 11) (2002)	1,042	14.0%
High School Graduate (12) (2002)	1,653	22.2%
Some College (13 to 16) (2002)	1,517	20.3%
Associate Degree Only (2002)	249	3.3%
Bachelor Degree Only (2002)	1,417	19.0%
Graduate Degree (2002)	1,103	14.8%

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### Units In Structure

1 Detached Unit (1990)	664	13.1%
1 Attached Unit (1990)	727	14.4%
2 to 4 Units (1990)	332	6.6%
5 to 9 Units (1990)	230	4.5%
10 to 19 Units (1990)	1,092	21.6%
20 to 49 Units (1990)	1,276	25.2%
50 or more Units (1990)	715	14.1%
Mobile Home or Trailer (1990)	0	0.0%
Other Structure (1990)	27	0.5%

### Homes Built By Year

Homes Built 1989 to 1990	0	0.0%
Homes Built 1985 to 1988	3	0.1%
Homes Built 1980 to 1984	14	0.3%
Homes Built 1970 to 1979	55	1.1%
Homes Built 1960 to 1969	424	8.4%
Homes Built 1950 to 1959	1,482	29.4%
Homes Built 1940 to 1949	1,456	28.8%
Homes Built Before 1939	1,615	32.0%

### Home Values

Home Values \$500,000 or More (1990)	9	0.8%
Home Values \$400,000 to \$499,999 (1990)	15	1.3%
Home Values \$300,000 to \$399,999 (1990)	29	2.5%
Home Values \$200,000 to \$299,999 (1990)	200	17.8%
Home Values \$150,000 to \$199,999 (1990)	272	24.1%
Home Values \$100,000 to \$149,999 (1990)	376	33.4%
Home Values \$75,000 to \$99,999 (1990)	187	16.6%
Home Values \$50,000 to \$74,999 (1990)	30	2.7%
Home Values \$25,000 to \$49,999 (1990)	4	0.4%
Home Values \$0 to \$24,999 (1990)	5	0.4%
Owner Occupied Median Home Value (1990)	\$151,382	
Renter Occupied Median Rent (1990)	\$446	

### Transportation To Work

Drive to Work Alone (1990)	2,463	42.2%
Drive to Work in Carpool (1990)	803	13.8%
Travel to Work - Public Transportation (1990)	2,276	39.0%
Drive to Work on Motorcycle (1990)	0	0.0%
Walk or Bicycle to Work (1990)	223	3.8%
Other Means (1990)	6	0.1%
Work at Home (1990)	61	1.0%

### Travel Time

Travel to Work in 10 Minutes or Less (1990)	237	4.1%
Travel to Work in 10 to 29 Minutes (1990)	2,547	43.7%
Travel to Work in 30 to 59 Minutes (1990)	2,415	41.4%
Travel to Work in 60 to 89 Minutes (1990)	418	7.2%
Travel to Work in 90 Minutes or More (1990)	155	2.7%
Average Travel Time to Work (1990)	30.0	mins

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