

Understanding Our Market

These 5 market segments currently reside in the Dupont Circle area (20008, 20009, 20036, 20037). Click on each underlined title for an in-depth description.



MEDIAN AGE:
32

MEDIAN INCOME:
\$67,000

Metro Renters

Metro Renters spend a large portion of their wages on rent, clothes, & new technology. They use computers/cell phones every day, & use them interchangeably for news, entertainment, shopping, & social media.

Traits

- Interested in fine arts & strives to be sophisticated
- Prefers environmentally safe products; shops at Trader Joe's/Whole Foods; partial to organic foods
- Owns a Mac & uses it for reading/writing blogs, dating websites, watching TV/movies; use tablet for & social media & newspapers.
- Participates in yoga, Pilates, & enjoys wine at bars & restaurants.



MEDIAN AGE:
36

MEDIAN INCOME:
\$63,100

Trendsetters

Trendsetters live life to its full potential. These educated young singles aren't ready to settle down; they tend to not own homes or vehicles & spend their disposable income on upscale city living & entertainment.

Traits

- Well paid, with little financial responsibility; spenders rather than savers.
- Image is important. Use the Internet to keep up with the latest styles/trends & shop around for good deals.
- Seek out new adventures; explore local arts/culture, take on new hobbies; yoga/exercise, make last-minute travel plans (then share on social media).
- Socially & environmentally conscious; are willing to pay more for products that support their causes.



MEDIAN AGE:
37

MEDIAN INCOME:
\$112,200

Laptops & Lattes

Laptops & Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, & entertainment occupations. They are affluent and partial to city living—& its amenities.

Traits

- Health-conscious consumers, exercise regularly & pay attention to the nutritional value of foods
- Work from home, support environmental groups, recycle faithfully, and contribute to arts/cultural organizations.
- Uses iPads/tablets, enjoy hiking, backpacking, going to bars/clubs, beaches, movies, art galleries, museums, theater, & rock concerts.

SOURCE: TAPESTRY SEGMENTATION - ESRI

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MEDIAN AGE:

47

MEDIAN INCOME:

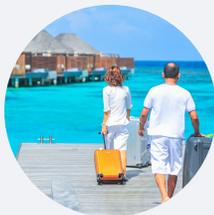
\$173,200

Top Tier

Top Tier earns more than 3x the average US household income. Aside from the obvious expense for the upkeep of their lavish homes, they spend time & money on select upscale salons, spas, & fitness centers for their personal well-being & shop at high-end retailers for their personal effects.

Traits

- Hire financial advisers; stay abreast of financial trends.
- Socially responsible; hardworking, but makes time for family/close-knit group of friends.
- Seeks variety/interested in fine arts; read to expand knowledge; consider Internet, radio, & newspapers as key media sources.
- Cooks at home, attentive to good nutrition/fresh organic foods
- Contribute to arts/cultural organizations, educational & social groups, as well as NPR and PBS.



MEDIAN AGE:

52

MEDIAN INCOME:

\$71,700

Golden Years

Golden Years are independent & active individuals nearing the end of their careers, or already in retirement. Primarily consists of singles or empty nesters. Those still active in the labor force are employed in professional occupations; however, they are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, & concerts.

Traits

- Well connected: Internet access is used for everything from shopping or paying bills to monitoring investments & entertainment
- Generous supporters of the arts/charitable organizations
- Keep landlines & view cell phones more as a convenience
- Use professional services to maintain their homes inside & out to minimize chores
- Good health is a priority; they believe in healthy eating, coupled with vitamins & dietary supplements
- Active social lives include travel, especially abroad, plus going to concerts & museums.

SOURCE: TAPESTRY SEGMENTATION - ESRI