



VIBRANT, ECLECTIC, UNIQUE—Adams Morgan is renowned for its fantastic restaurants and nightlife, colorful storefronts, and historic, tree-lined residential streets. More than 240 restaurants and businesses call this artistic neighborhood home, from friendly sidewalk cafes to Michelin-starred restaurants with diverse cuisine, intimate local shops, and some of Washington’s liveliest nightspots. Young professionals come for the vibrant urban experience...and stay to raise their families.

ACCLAIMED FOOD SCENE

- The Michelin Guide features seven restaurants in the area (Keren, The Diner, Sakuramen, Mintwood Place, Jack Rose Dining Saloon) with Tail Up Goat receiving a star & Lapis included in the Bib Gourmand list.
- Federalist Pig was named “Best Barbecue” and “Best Sandwich” in DC by multiple news organizations, and its owner/chef Rob Sonderman has been called DC’s top pitmaster.
- Tail Up Goat was named one of Bon Appétit’s “Best New Restaurants in America” in 2016.



GREAT STREETS RETAIL SMALL BUSINESS GRANTS

All of the Adams Morgan commercial areas are designated as Great Streets corridors. Funds are available for small businesses through grants to cover capital improvement and certain soft costs. In 2017, up to \$50,000 was awarded per location.

43%

population aged 20–34

82%

population with Bachelor’s Degree or higher

\$143K

average household income

NEW INVESTMENTS

- The 220-room Line DC hotel opened in December 2017, and includes four new restaurants helmed by renowned chefs Spike Gjerde and Erik Bruner-Yang and bar director Corey Polyoka.
- 500+ residential units in the pipeline.³
- Notable openings in 2017 included &pizza, Bom Restaurant & Bar, Lucky Buns, Pitango Gelato + Café, Rosario, and Zenebech Restaurant.

0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	25,552	92,965	375,591
Male	49%	50%	49%
Female	51%	50%	51%
High School Graduate +	95%	93%	92%
Bachelor's Degree +	82%	78%	71%
Graduate / Professional Degree	51%	48%	43%

HOUSEHOLDS

Households (HH)	14,438	49,848	177,838
Average HH Size	1.7	1.8	2.0
Owner-occupied	32%	32%	37%
Renter-occupied	68%	68%	63%
Median HH Value	\$672,716	\$707,204	\$653,271

INCOME

Average HH	\$143,044	\$136,833	\$132,179
Median HH	\$104,529	\$99,945	\$91,105
HH Income <\$50k	22%	26%	29%
HH Income \$50-\$75k	11%	12%	12%
HH Income \$75k+	67%	62%	58%
Average HH Disposable	\$90,874	\$87,349	\$84,858

AGE

Age < 20	10%	11%	16%
Age 20-34	43%	42%	37%
Age 35-64	37%	38%	35%
Age 65+	9%	10%	12%
Median Age (years)	34.1	34.2	33.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$57,037	\$190,614	\$654,035
Computers & Accessories	\$5,361	\$18,059	\$62,192
Entertainment & Rec.	\$75,574	\$251,398	\$869,623
-Pets	\$12,623	\$42,181	\$146,314
Food at Home	\$122,401	\$413,299	\$1,434,986
Food away from Home	\$86,505	\$290,954	\$997,688
Health Care	\$120,630	\$399,663	\$1,402,268
-Medical Care	\$40,424	\$134,598	\$472,251
Home Improvement	\$48,006	\$151,675	\$538,135
Household Furnishings	\$46,281	\$154,442	\$534,171
Personal Care Products	\$20,088	\$67,230	\$231,094
Vehicle Maint. & Repair	\$24,343	\$81,763	\$285,656

AVAILABLE VEHICLES PER HH¹

0	45%	47%	38%
1	44%	42%	45%
2-3	11%	11%	17%
4+	0%	0%	1%

METRORAIL EXITS² (Avg weekday/Avg weekend)

Woodley Park/Zoo/Adams Morgan	5,610 / 3,994
Columbia Heights	10,570 / 5,629

WALKSCORE 97 Walker's Paradise

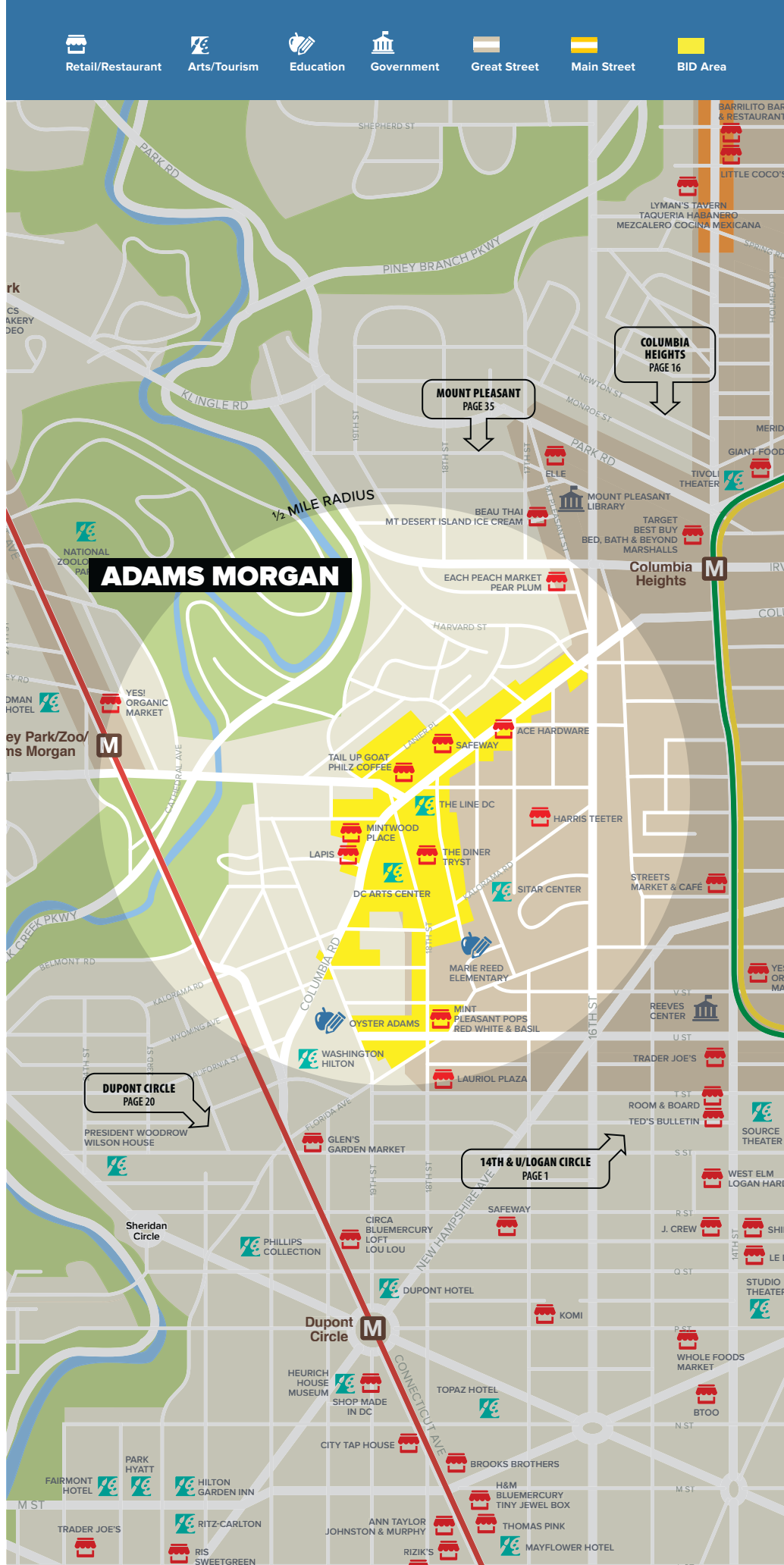
CAPITAL BIKESHARE ARRIVALS

Average Monthly (1/2017-12/2017) **8,529**

Source: ESRI, 2017 Estimates & Projections 1. American Community Survey (2011-2015), values are rounded to nearest whole percent 2. WMATA (FY 2017) 3. Adams Morgan BID

CONTACT

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Retail/Restaurant Arts/Tourism Education Government Great Street Main Street BID Area