OVERVIEW

• Survey took place between May 15th and June 4th, 2014

• The survey was conducted online and the link was distributed to property managers, posted on Mount Vernon Triangle CID website, Facebook & Twitter, sent in the Triangle Times e-newsletter, and featured on the mvtriangleblog.com

• 340 Respondents as of June 4th

• 26 Questions

• The survey results reflect the demographic make-up and opinions of respondents
GENDER OF SURVEY PARTICIPANTS
RETAIL SURVEY, SPRING 2014

Male
49%

Female
51%
AGE OF SURVEY PARTICIPANTS
RETAIL SURVEY, SPRING 2014

Age

0% 1% 4% 5% 12% 28% 49%
0% 10% 20% 30% 40% 50% 60%

Percentage of responses

17 or below 18-24 25-34 35-44 45-54 55-64 65 or above
Marital status

- Married: 37%
- Single: 32%
- In a relationship: 31%
Residency

- Resident of Mount Vernon Triangle: 86%
- Business owner / manager / operator in Mount Vernon Triangle: 2%
- Employed in Mount Vernon Triangle: 5%
- Visitor from another DC neighborhood: 6%
- Visitor from Maryland or Virginia: 1%

Residency Status of Survey Participants
Retail Survey, Spring 2014
PLACE OF RESIDENCE OF SURVEY PARTICIPANTS
RETAIL SURVEY, SPRING 2014
Length of residency in MVT CID

- Less than a year: 14%
- 1 to 5 years: 59%
- 6 to 10 years: 20%
- More than 10 years: 3%
- Live and work outside of MVT: 4%
Number of adults in household

- One: 35%
- Two: 60%
- Three: 3%
- Four: 2%

NUMBER OF ADULTS IN HOUSEHOLD OF SURVEY PARTICIPANTS
RETAIL SURVEY, SPRING 2014
Number of children in household

- Zero: 91%
- One: 7%
- Two: 2%
Top three restaurants/bars visited in last month by survey participants.

- Busboys and Poets: 46%
- Alba Osteria: 40%
- Taylor Gourmet: 35%
- Sweetgreen: 32%
- Chipotle Mexican Grill: 31%
- Wise Guy Pizza: 30%
- Mandu: 29%
- Le Pain Quotidien: 22%
- Sixth Engine: 21%
- Silo: 21%
Top three retailers visited in last month

- Safeway: 84%
- Ace Hardware: 61%
- CVS Pharmacy: 52%
- VIDA Fitness: 31%
- Eye Street Cellar: 17%
- Subway Liquors: 10%
- BicycleSPACE: 10%
- Q-West Nail & Spa II: 9%
- Tunnel Fine Wines & Spirits: 9%
- Sundown Cleaners: 6%
Number of times survey participants go out to eat per week

- Rarely: 7%
- 1-3: 64%
- 4-7: 23%
- 8-11: 4%
- 12 or more: 3%

Retail Survey, Spring 2014
Amount of money spent on eating or drinking out per week by survey participants

AMOUNT OF MONEY SPENT ON EATING OR DRINKING OUT PER WEEK BY SURVEY PARTICIPANTS
RETAIL SURVEY, SPRING 2014
Amount of money spent on groceries per week by survey participants.

Retail Survey, Spring 2014
Amount of money spent on clothes per month by survey participants.

Retail Survey, Spring 2014

- 20% spent $49 or less
- 27% spent $50-$99
- 33% spent $100-$199
- 13% spent $200-$299
- 5% spent $300-$499
- 1% spent $500 or more

Percentage of responses

AMOUNT OF MONEY SPENT ON CLOTHES PER MONTH BY SURVEY PARTICIPANTS RETAIL SURVEY, SPRING 2014
Distance usually walked to get to a retailer or restaurant/bar

Percentage of responses

- Less than 3 blocks: 15%
- 3 to 6 blocks: 54%
- 7 to 10 blocks: 24%
- More than 10 blocks: 7%

Distance usually walked to get to a retailer or restaurant/bar by survey participants.

Retail Survey, Spring 2014.
Preference for additional restaurants and bars

**Additional Restaurants**
- Yes: 97%
- No: 3%

**Additional Bars**
- Yes: 78%
- No: 22%

PREFERENCE OF SURVEY PARTICIPANTS FOR ADDITIONAL RESTAURANTS AND BARS
RETAIL SURVEY, SPRING 2014
Top ten restaurants or bars respondents are very interested in having in MVT

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<th>Percentage of responses</th>
<th>Bakery</th>
<th>Mexican restaurant</th>
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<th>Coffee/tea shop</th>
<th>Brasserie or bistro</th>
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TOP TEN RESTAURANTS OR BARS RESPONDENTS ARE VERY INTERESTED IN HAVING IN MVT RETAIL SURVEY, SPRING 2014
Preference for additional retailers and services

- Additional Retailers: Yes, 97%
- Additional Services: Yes, 92%
Top ten retail shops respondents are very interested in having in MVT
Top ten services respondents are very interested in having in MVT

Percentage of responses

- Spa/salon: 30%
- Live theatre: 28%
- Movie theatre: 27%
- Urgent care: 23%
- Shoe repair: 20%
- Doctor's office: 18%
- Dentist: 18%
- Bank: 17%
- Neighborhood community center: 16%
- Fitness studio: 15%

Top Ten Services Respondents Are Very Interested in Having in MVT Retail Survey, Spring 2014
Do you own a car?

- Yes: 66%
- No: 34%

Do you anticipate using the Streetcar?

- Yes: 54%
- Not sure: 33%
- No: 13%

TRANSPORTATION CHOICES OF SURVEY PARTICIPANTS RETAIL SURVEY, SPRING 2014
Work trip transportation method

Percentage of responses:

- **Other (Including walking)**: 31%
- **Metro**: 29%
- **Car**: 17%
- **Bicycle (bike share or your own)**: 15%
- **Bus**: 8%
- **Motorcycle**: 0%