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TRIANGLE ◀ DC

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RETAIL SURVEY RESULTS  
SPRING 2014

June 13<sup>th</sup>, 2014

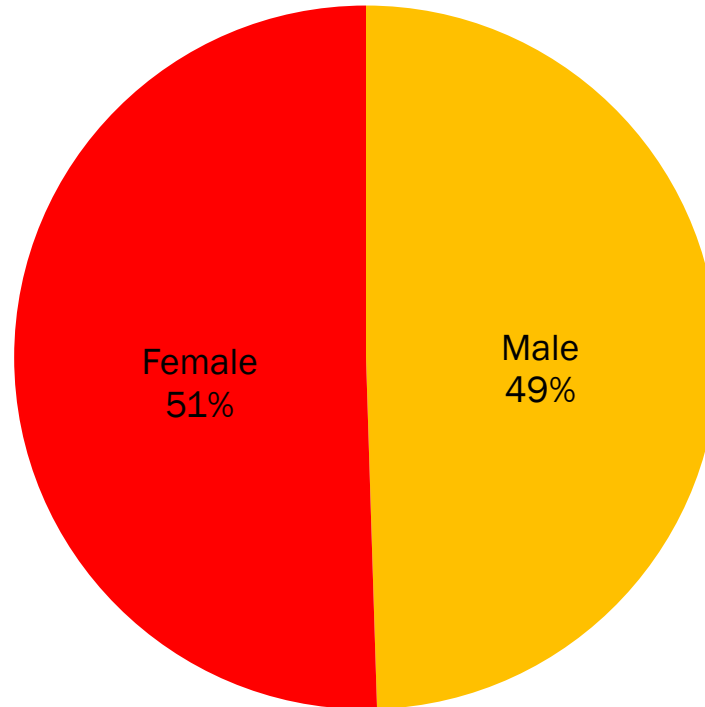
# OVERVIEW

- Survey took place between May 15<sup>th</sup> and June 4<sup>th</sup>, 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](http://mvtriangleblog.com)
- 340 Respondents as of June 4<sup>th</sup>
- 26 Questions
- The survey results reflect the demographic make-up and opinions of respondents

OVERVIEW  
RETAIL SURVEY, SPRING 2014



# Gender

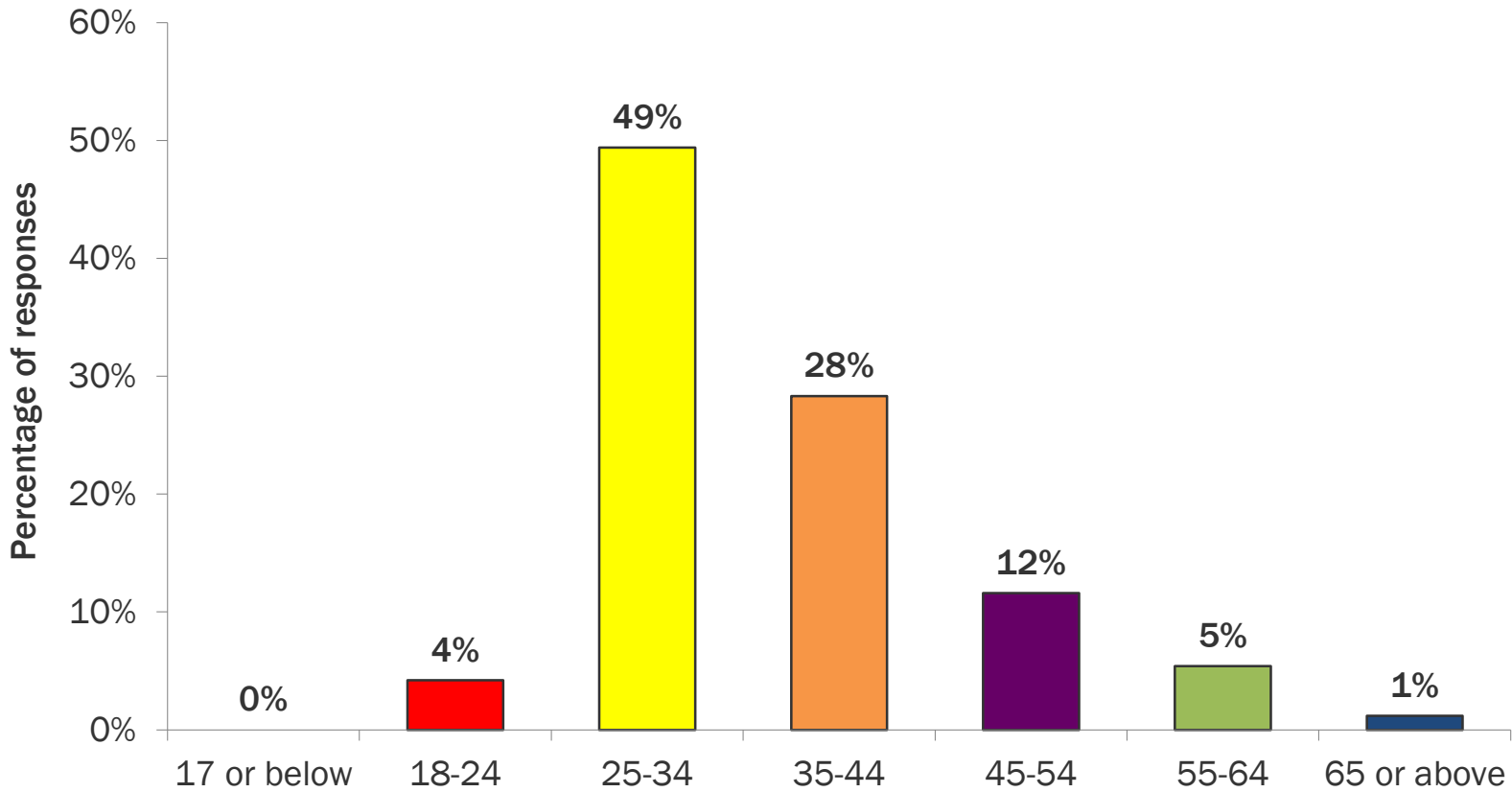


**GENDER OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**



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# Age

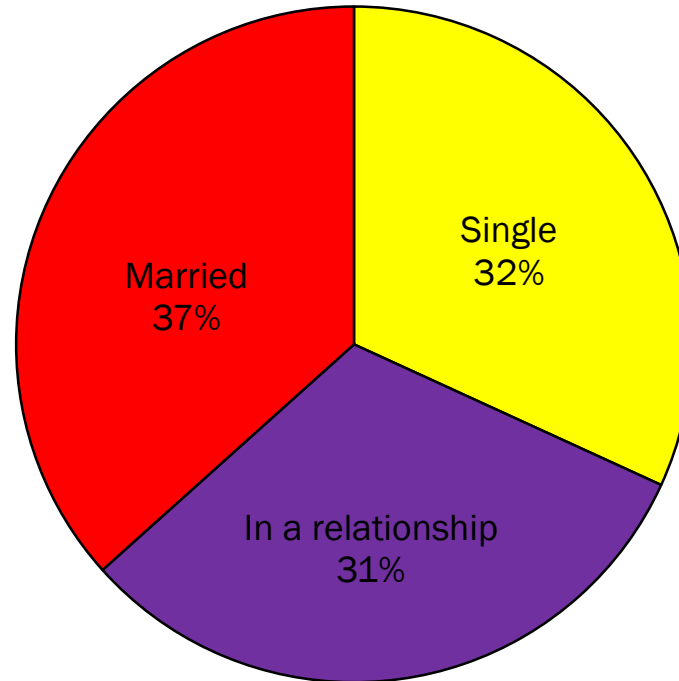


AGE OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014



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# Marital status

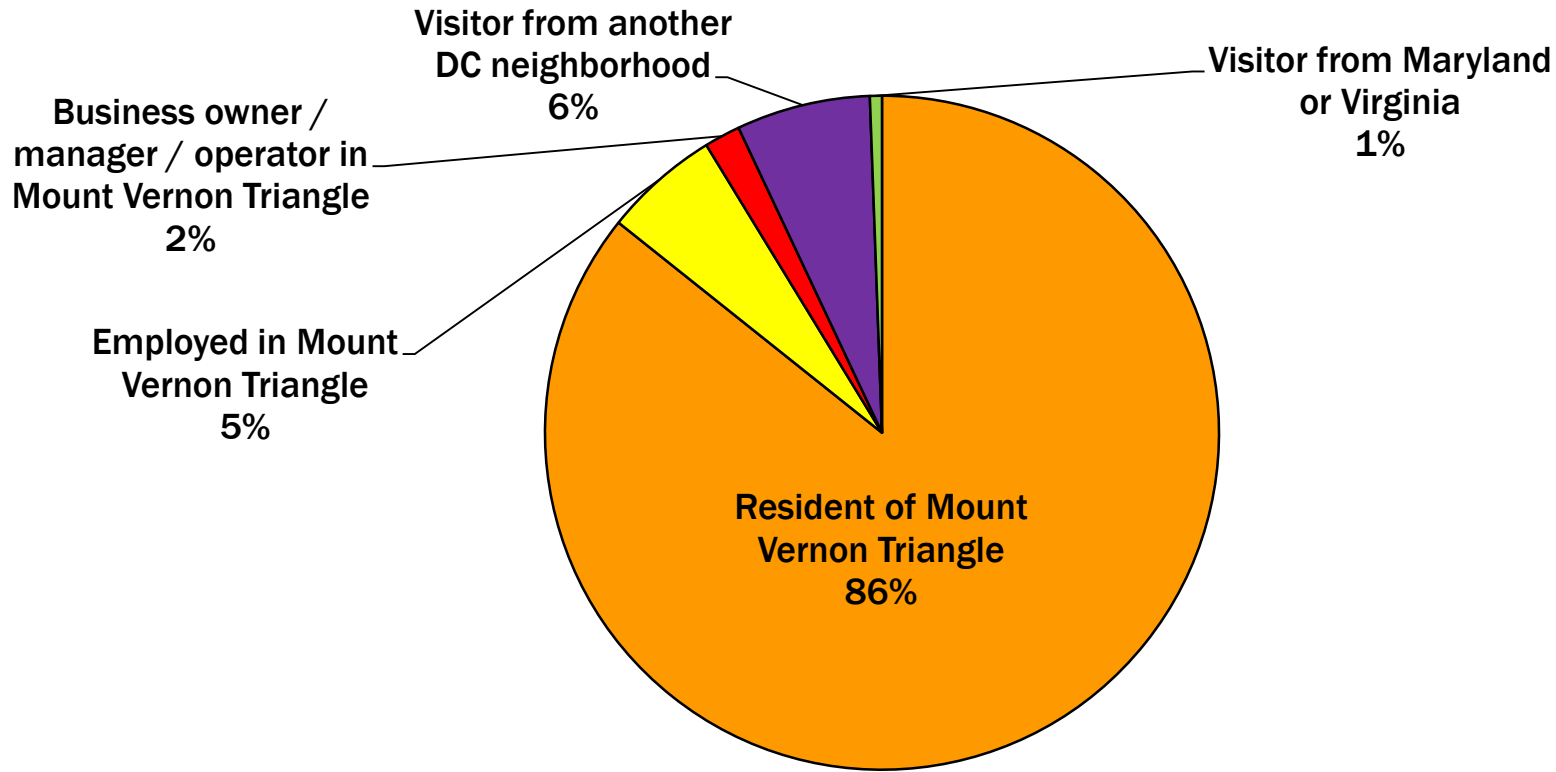


**MARITAL STATUS OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**



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# Residency

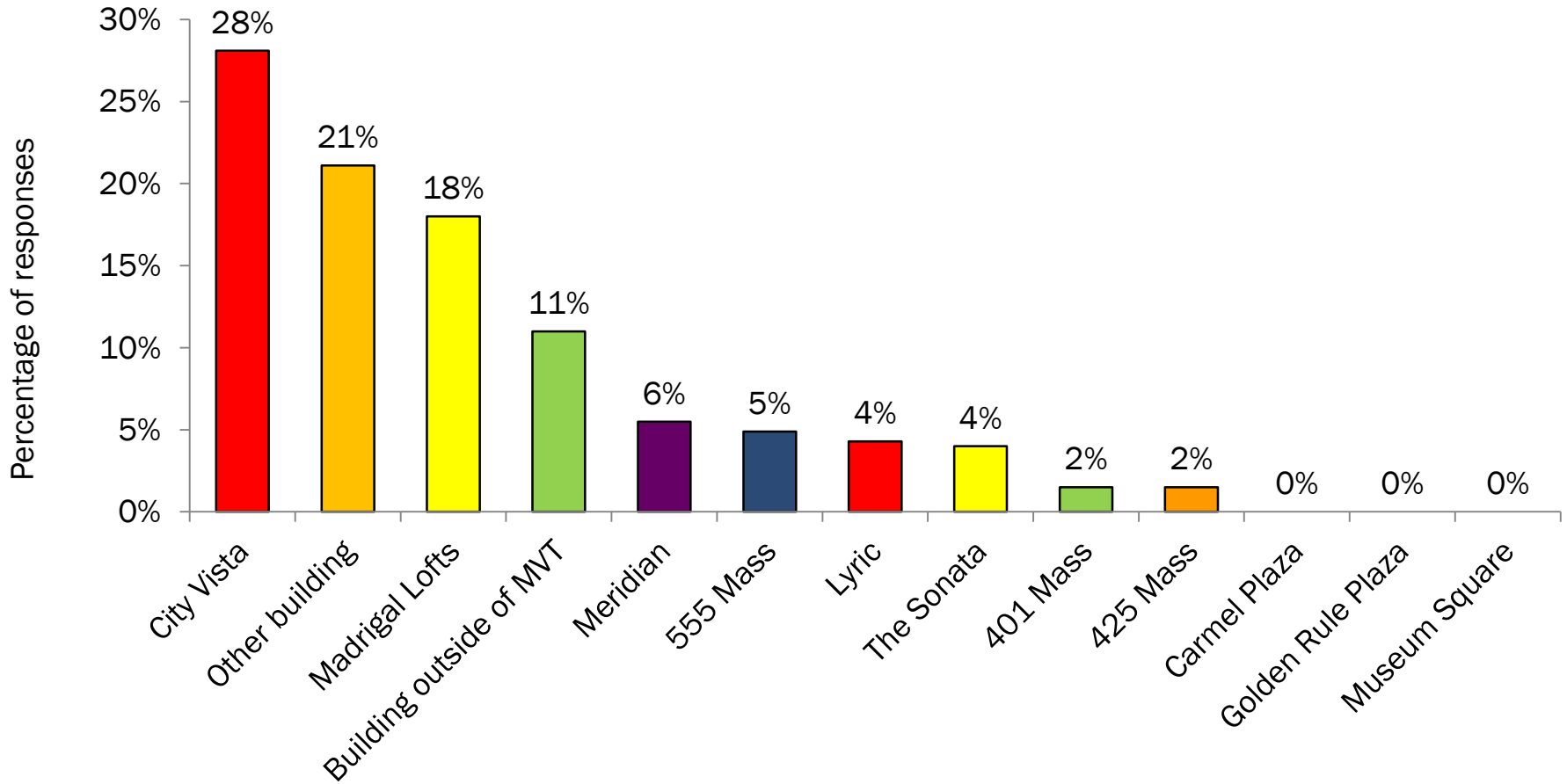


RESIDENCY STATUS OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014



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# Place of residence

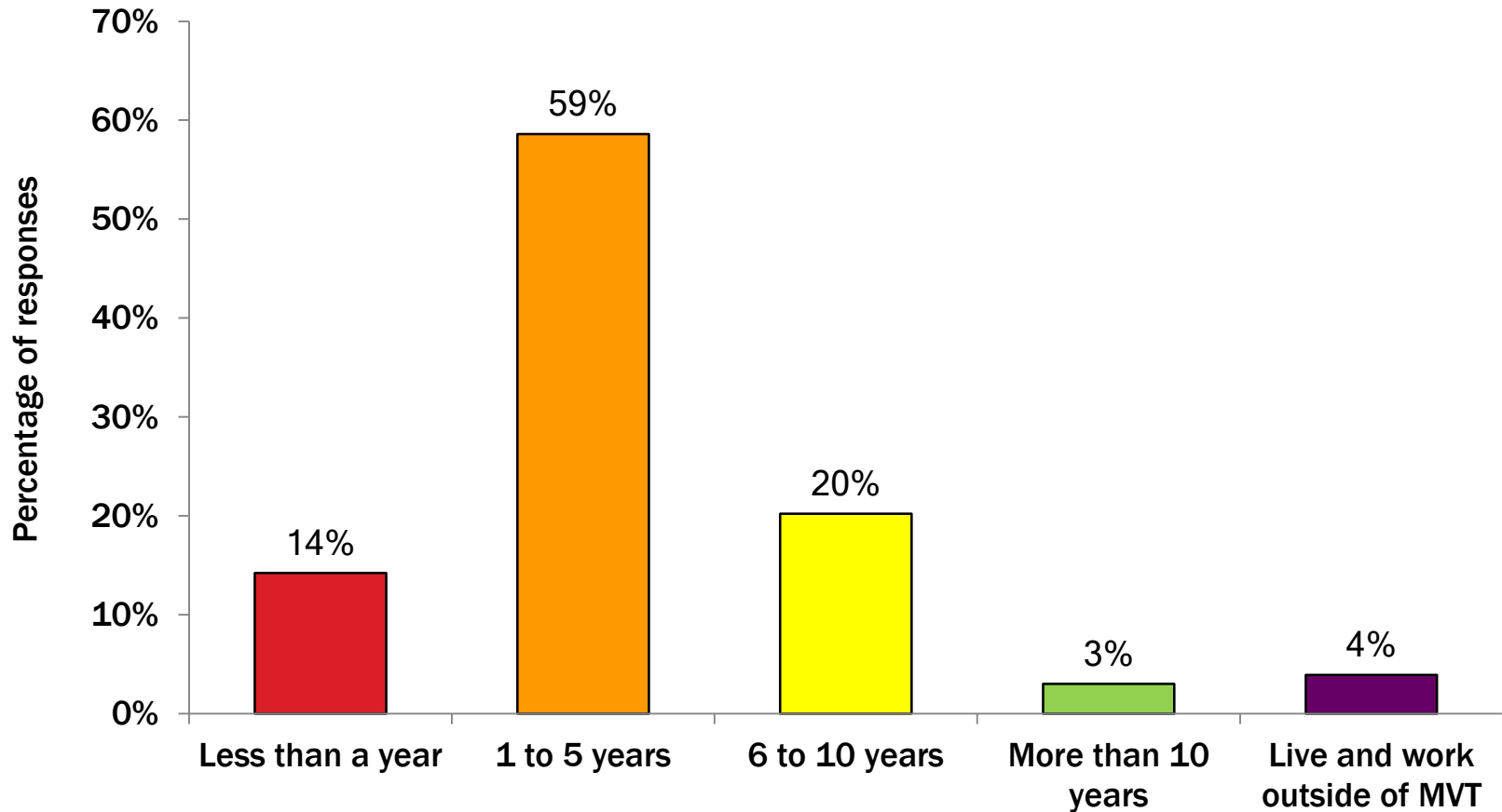


PLACE OF RESIDENCE OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014



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# Length of residency in MVT CID



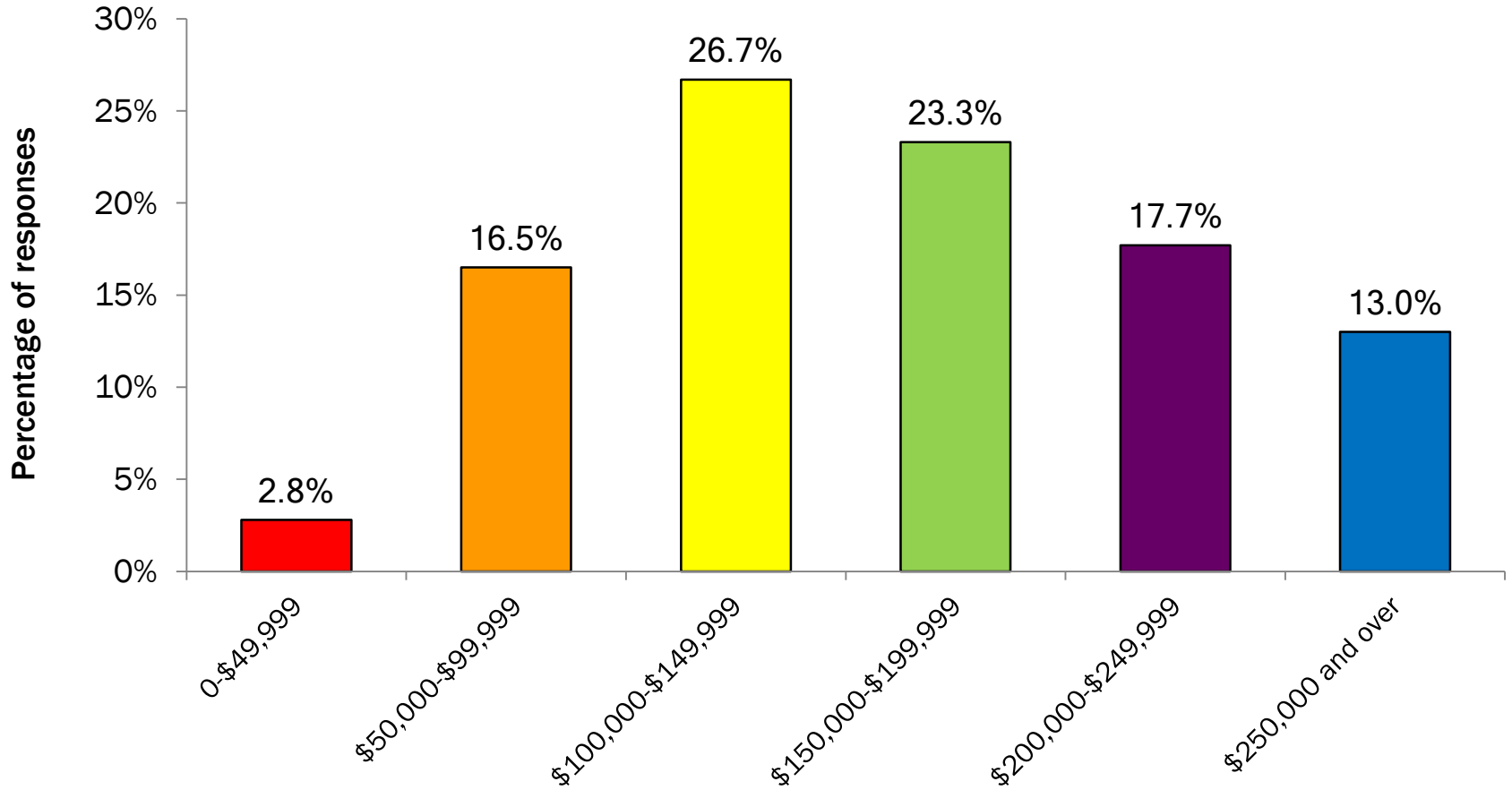
**LENGTH OF RESIDENCY OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**



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# Household annual income

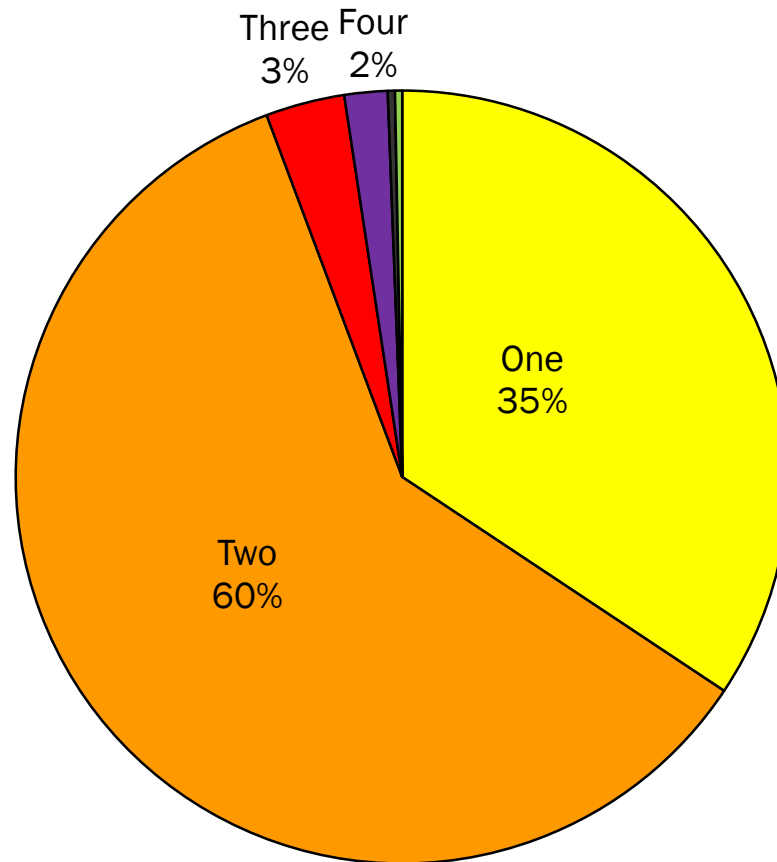


**HOUSEHOLD ANNUAL INCOME OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**



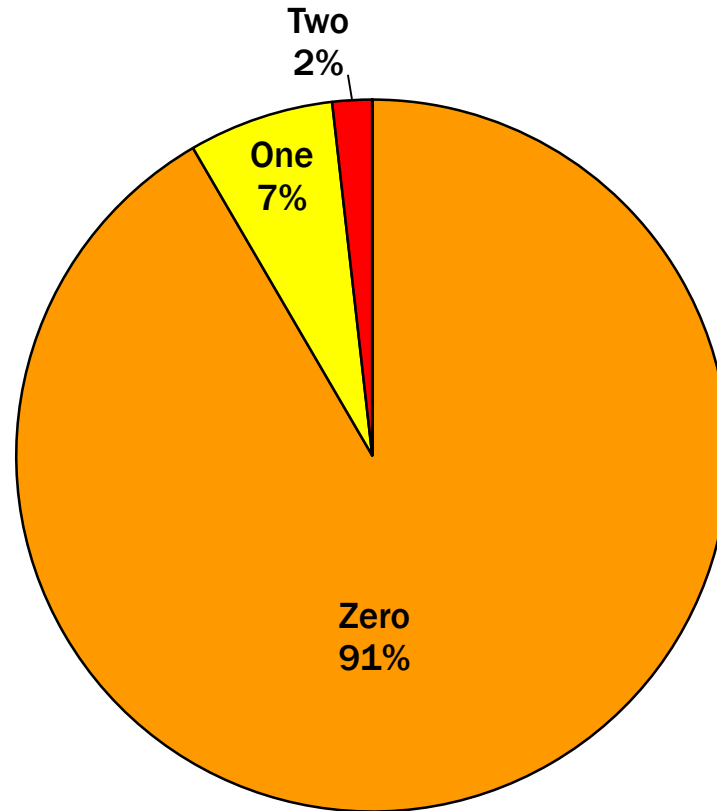
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# Number of adults in household



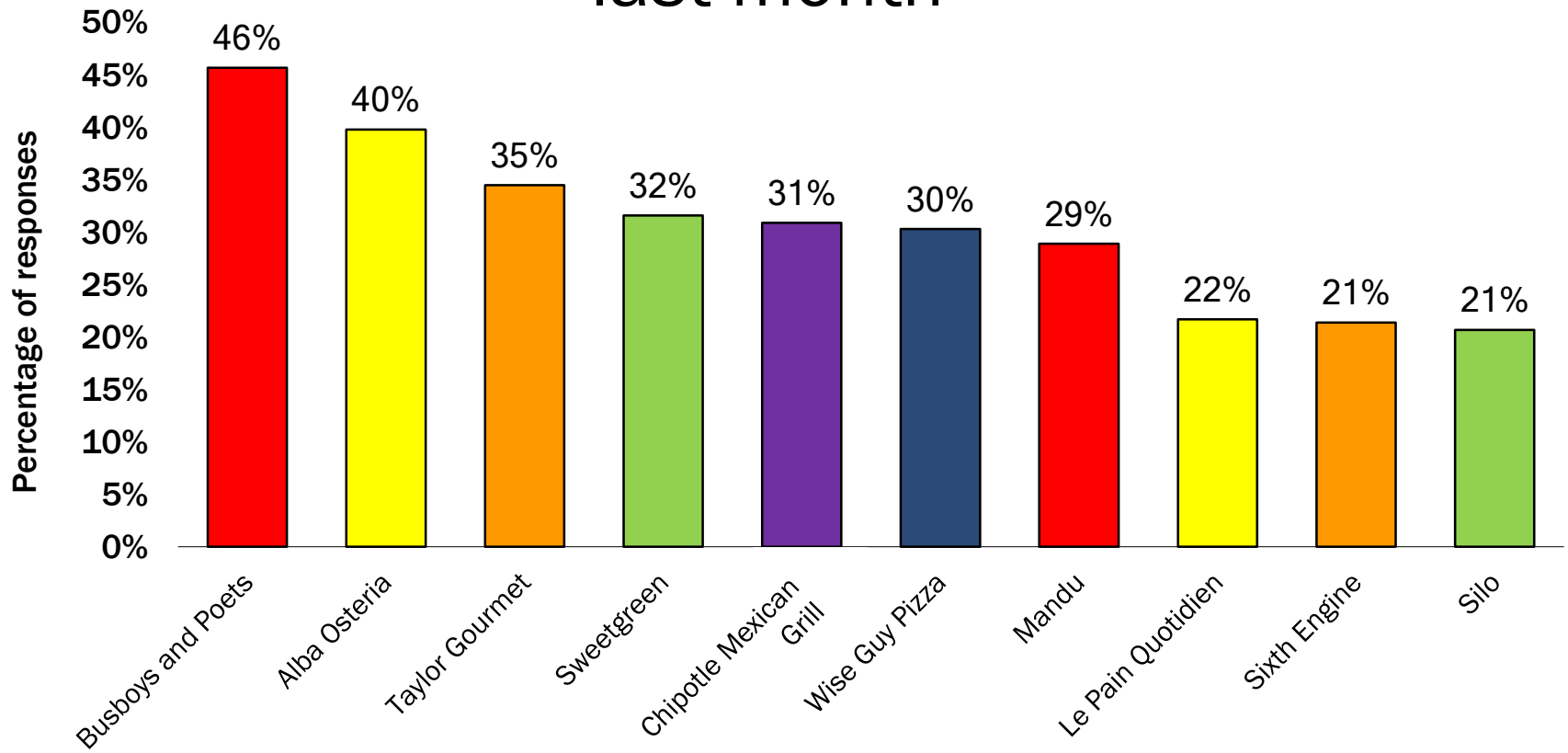
NUMBER OF ADULTS IN HOUSEHOLD  
OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

# Number of children in household



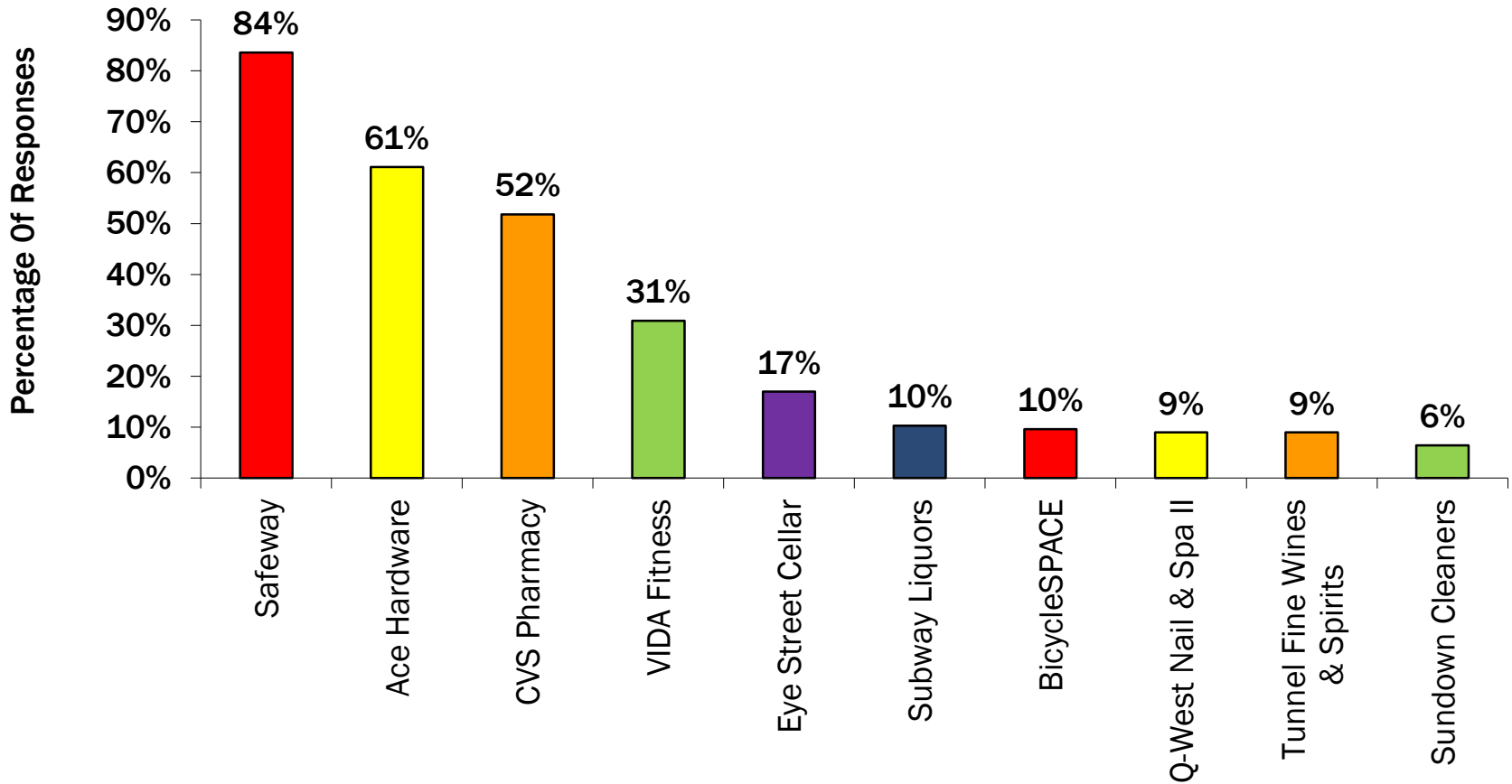
NUMBER OF CHILDREN IN HOUSEHOLD  
OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

# Top three restaurants/bars visited in last month



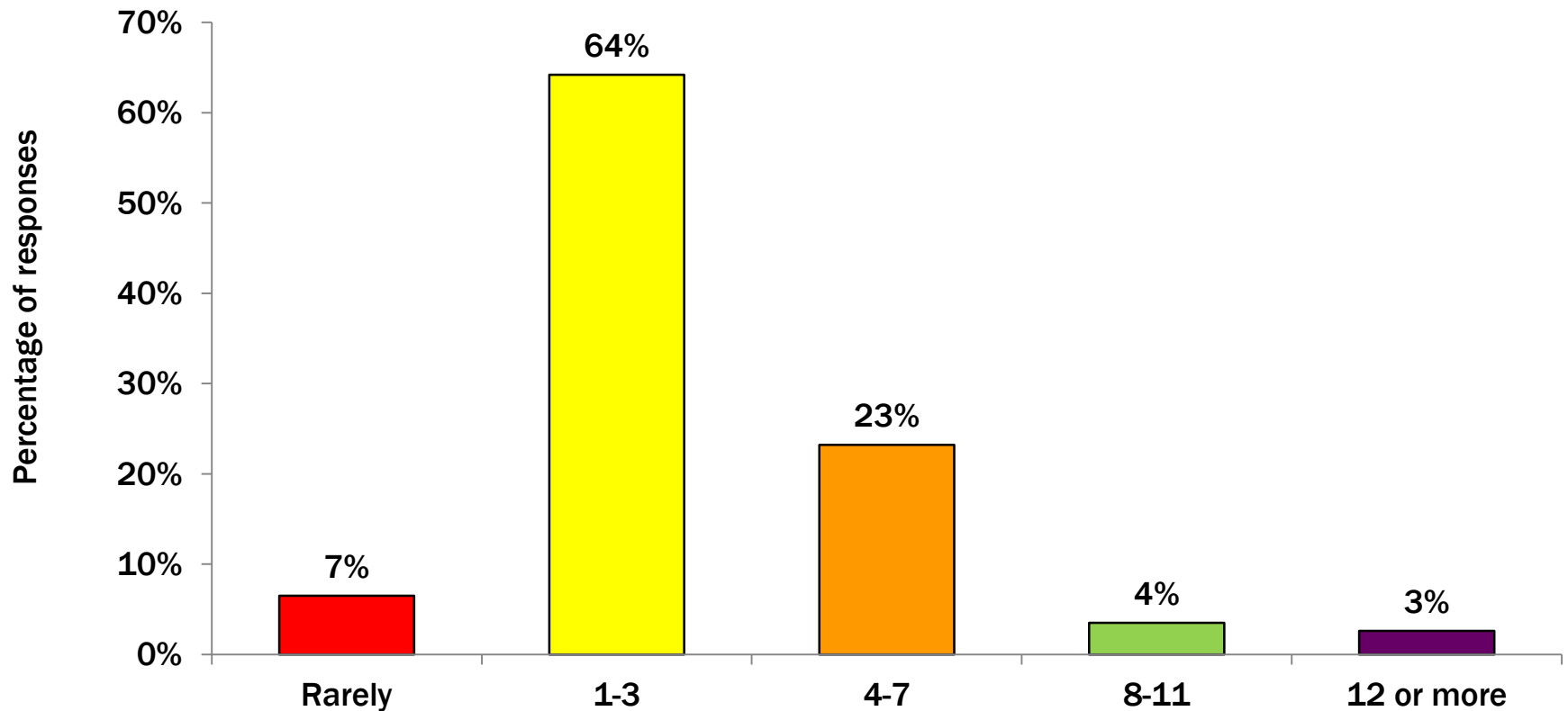
TOP THREE RESTAURANTS/BARS VISITED IN LAST MONTH BY SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

# Top three retailers visited in last month



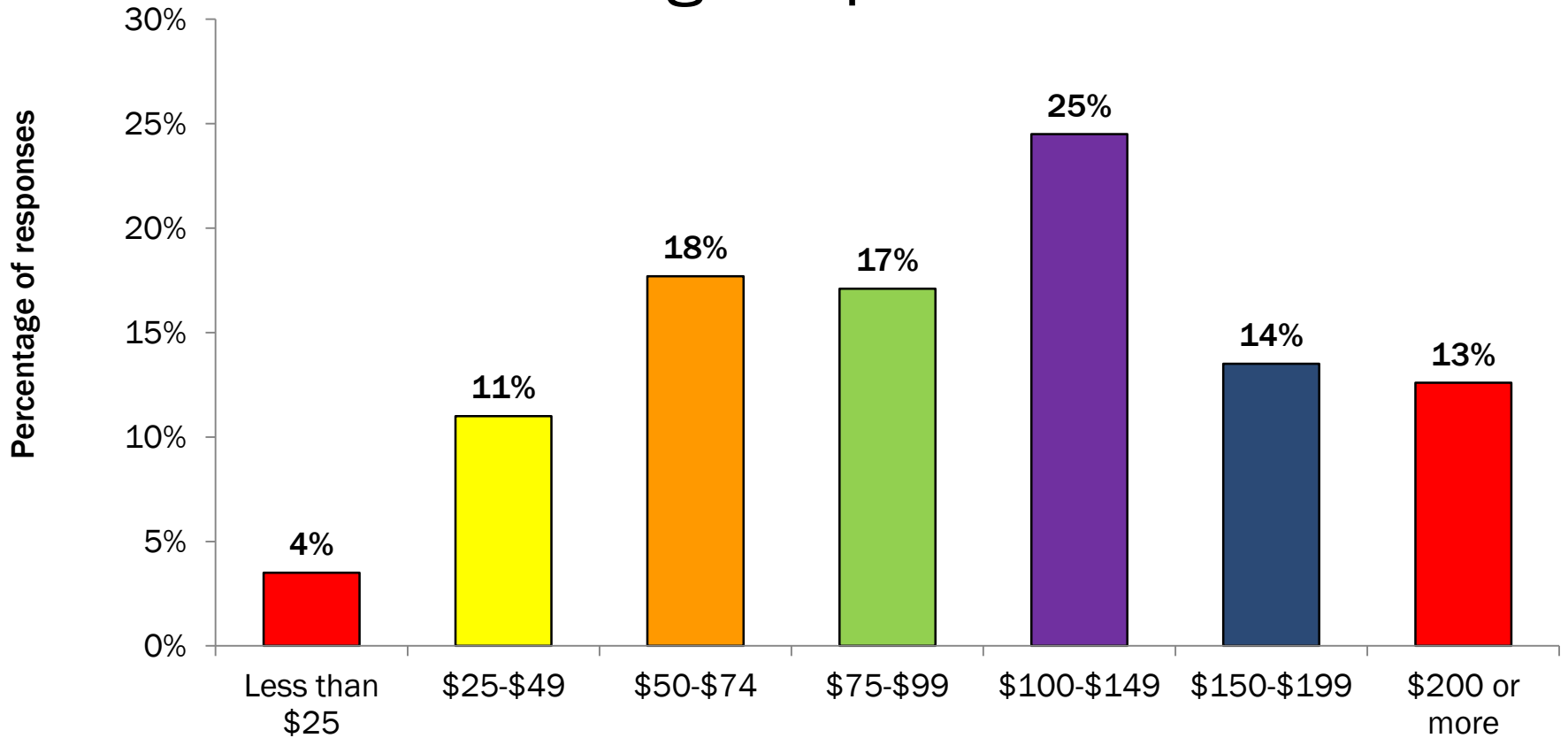
TOP THREE RETAILERS VISITED IN LAST MONTH BY  
SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

# Number of times survey participants go out to eat per week



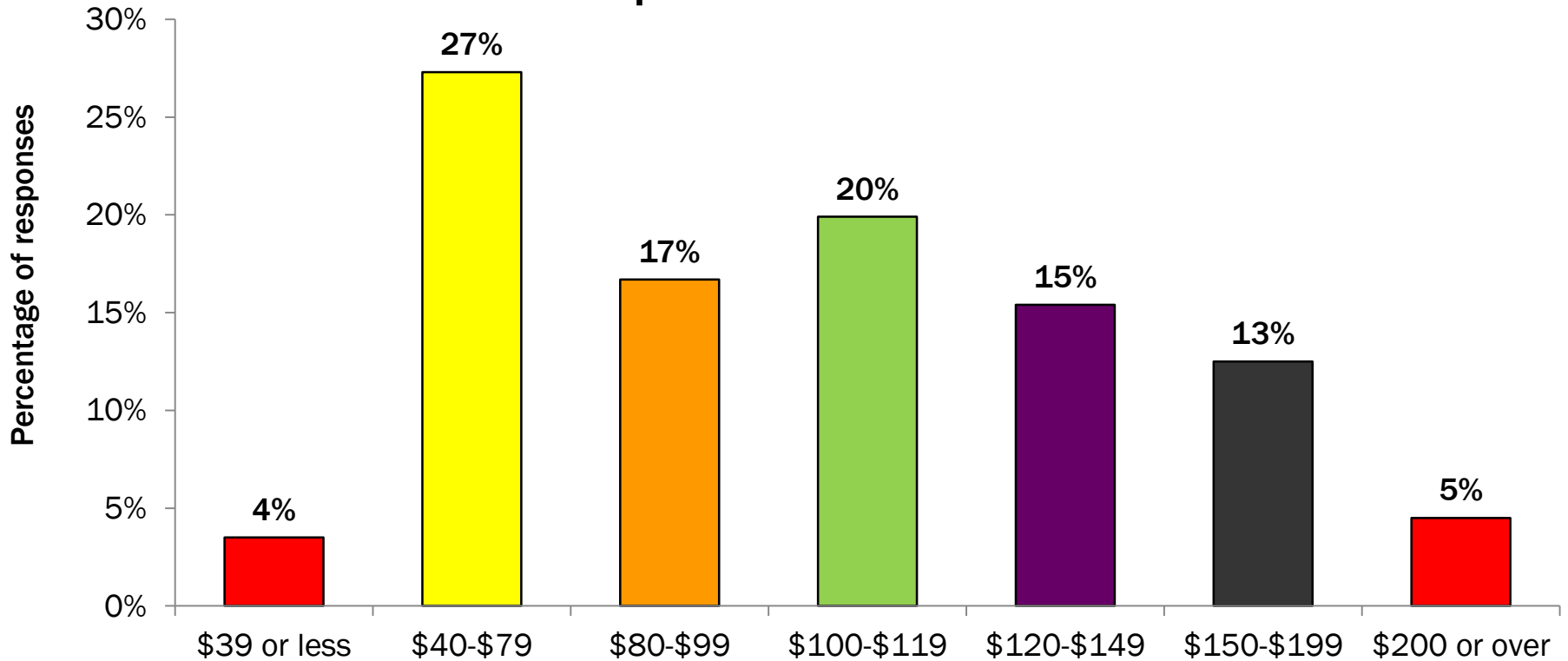
NUMBER OF TIMES SURVEY PARTICIPANTS  
GO OUT TO EAT PER WEEK  
RETAIL SURVEY, SPRING 2014

# Amount of money spent on eating or drinking out per week



**AMOUNT OF MONEY SPENT ON EATING OR DRINKING  
OUT PER WEEK BY SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**

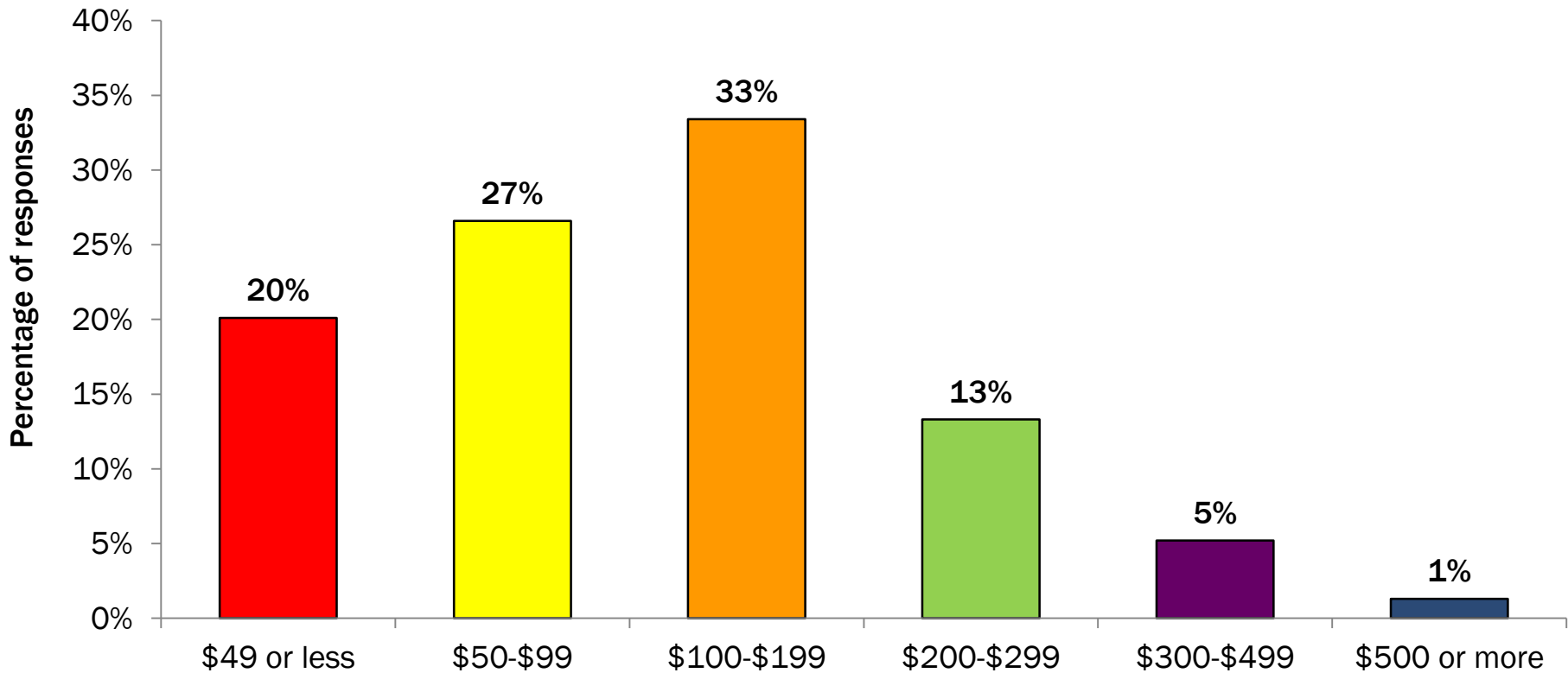
# Amount of money spent on groceries per week



AMOUNT OF MONEY SPENT ON GROCERIES PER WEEK BY SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

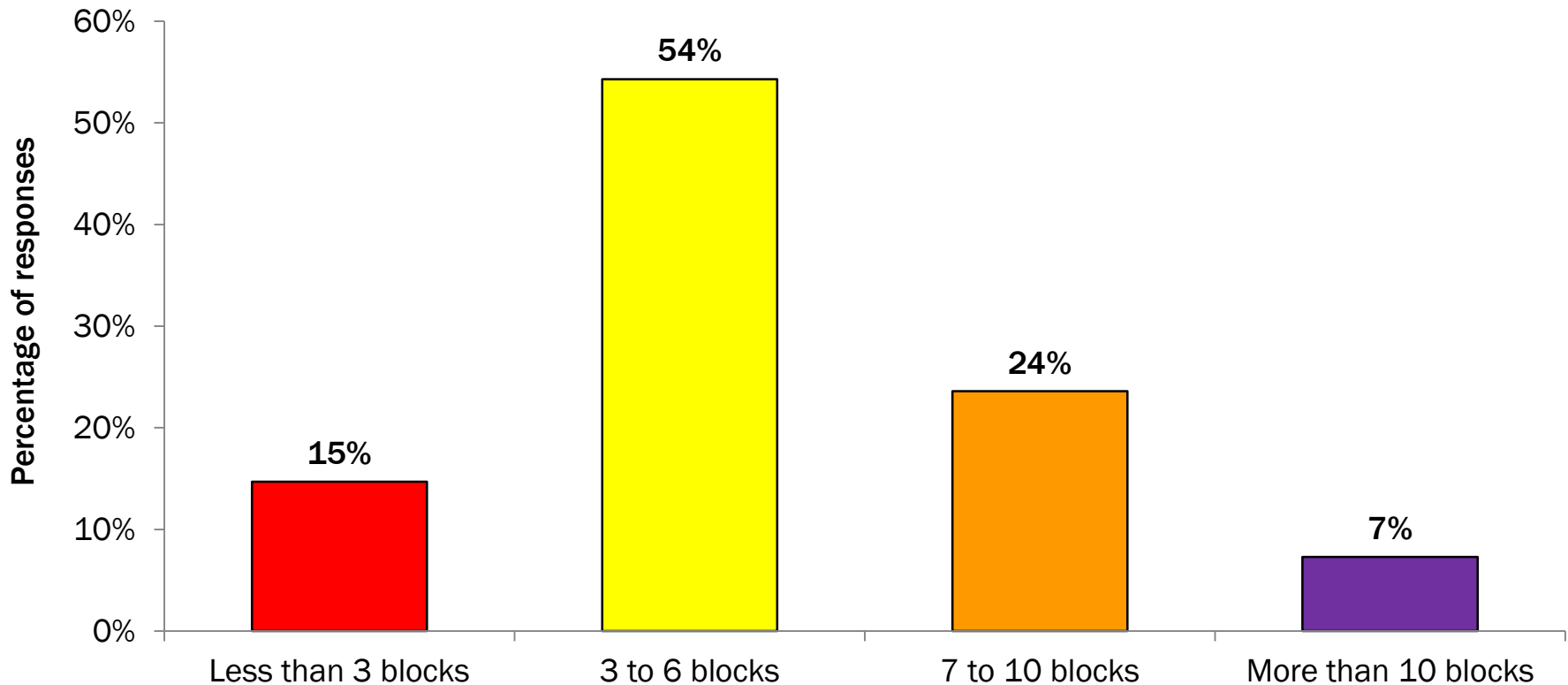


# Amount of money spent on clothes per month



AMOUNT OF MONEY SPENT ON CLOTHES PER MONTH BY SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

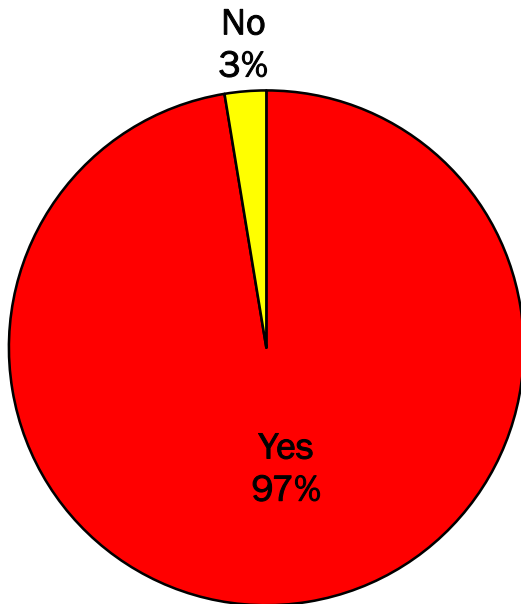
# Distance usually walked to get to a retailer or restaurant/bar



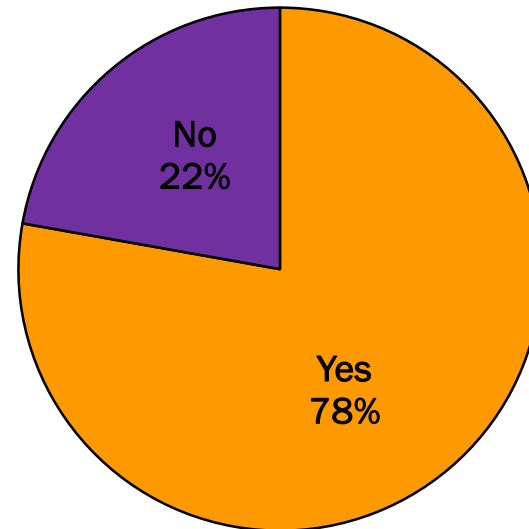
**DISTANCE USUALLY WALKED TO GET TO A  
RETAILER OR RESTAURANT/BAR BY SURVEY  
PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**

# Preference for additional restaurants and bars

Additional Restaurants

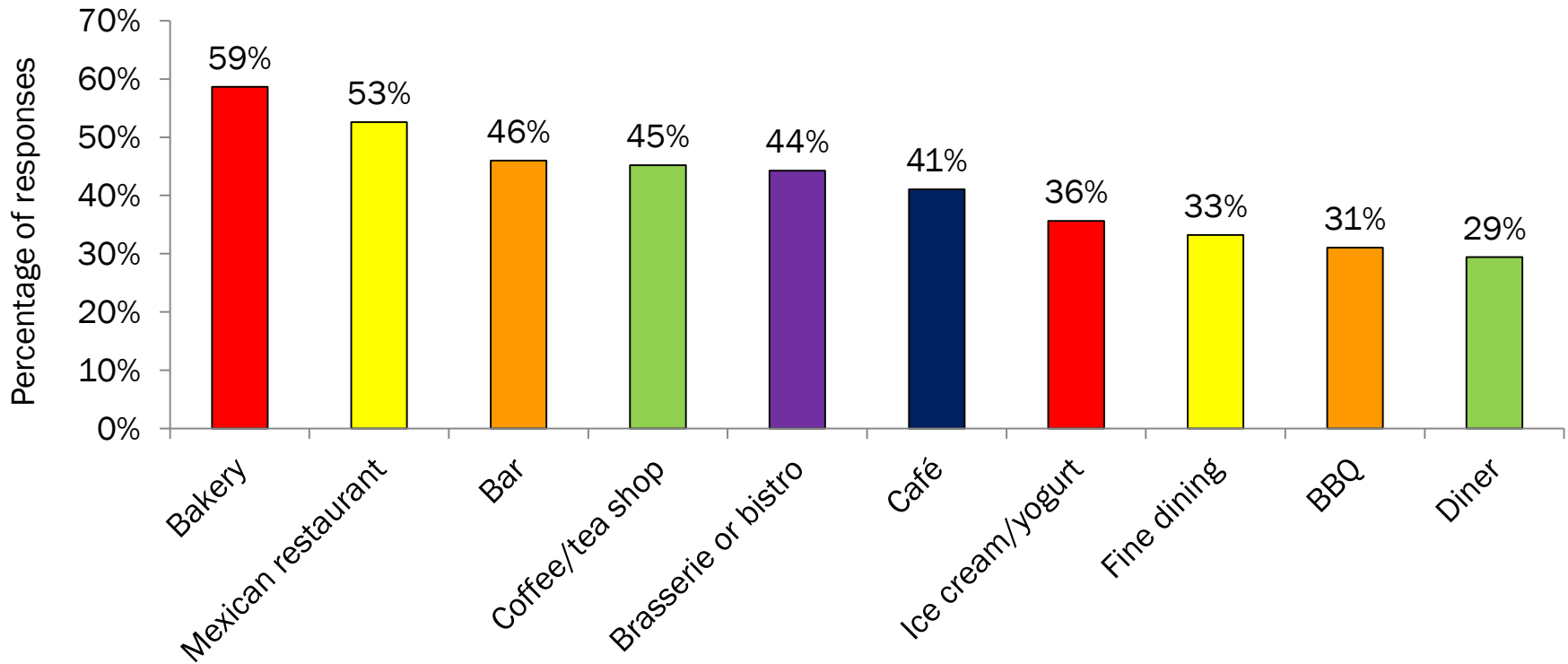


Additional Bars



**PREFERENCE OF SURVEY PARTICIPANTS  
FOR ADDITIONAL RESTAURANTS AND BARS  
RETAIL SURVEY, SPRING 2014**

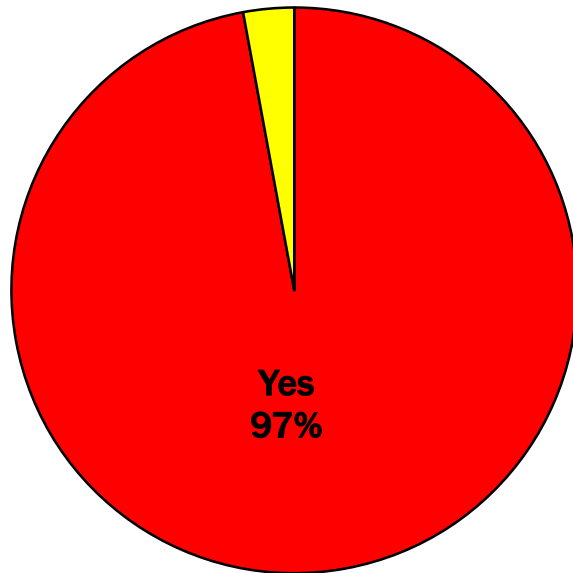
# Top ten restaurants or bars respondents are very interested in having in MVT



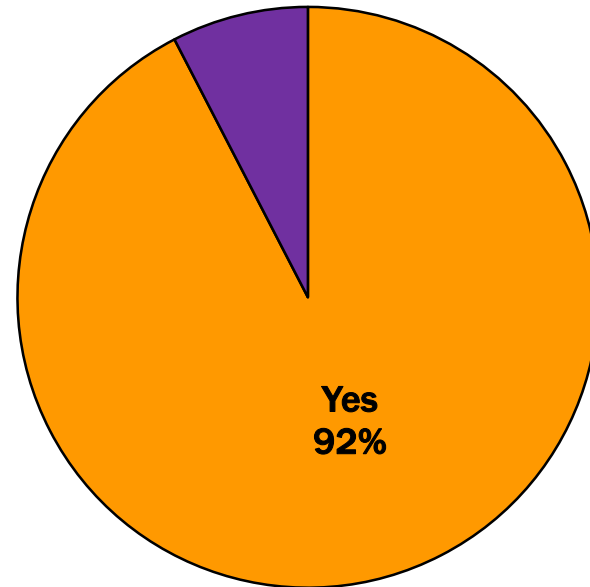
**TOP TEN RESTAURANTS OR BARS RESPONDENTS  
ARE VERY INTERESTED IN HAVING IN MVT  
RETAIL SURVEY, SPRING 2014**

# Preference for additional retailers and services

Additional Retailers

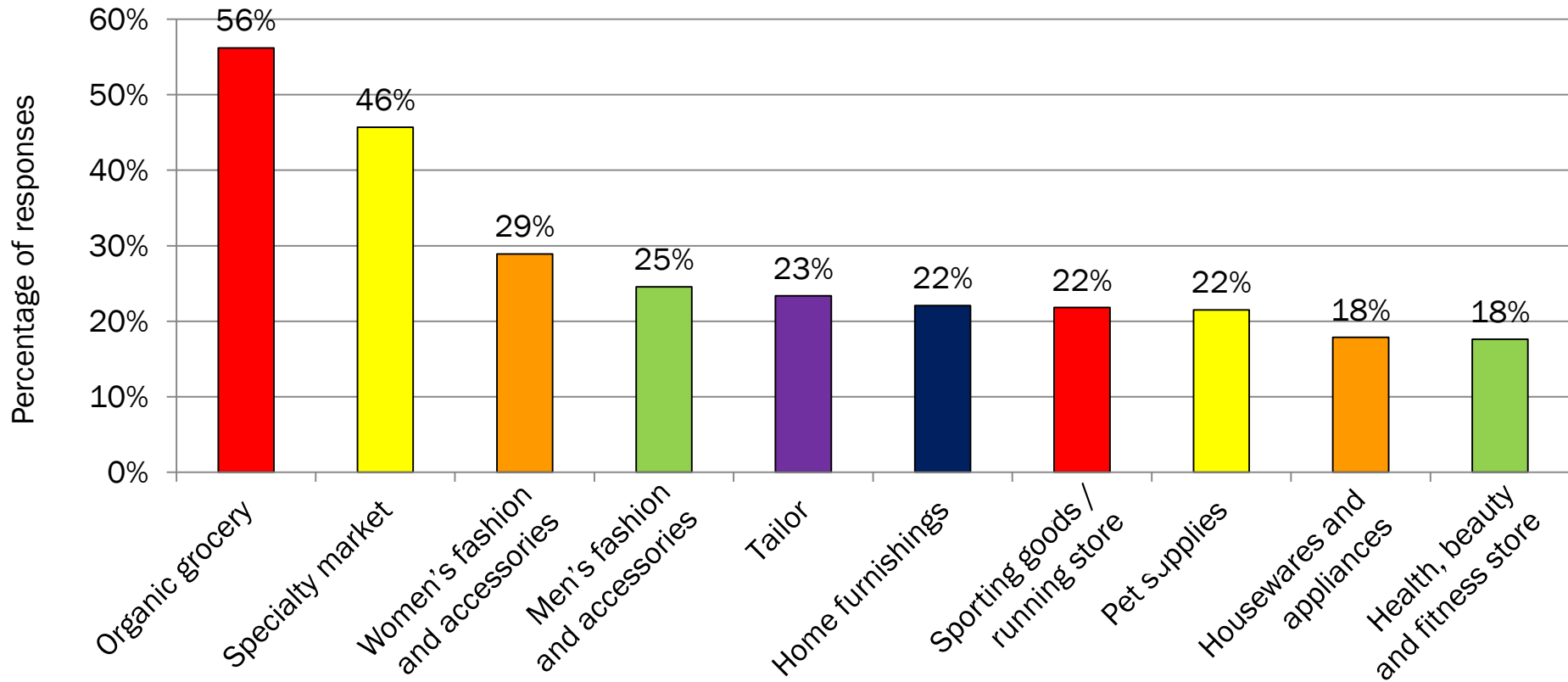


Additional Services



PREFERENCE FOR ADDITIONAL RETAILERS AND SERVICES BY SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014

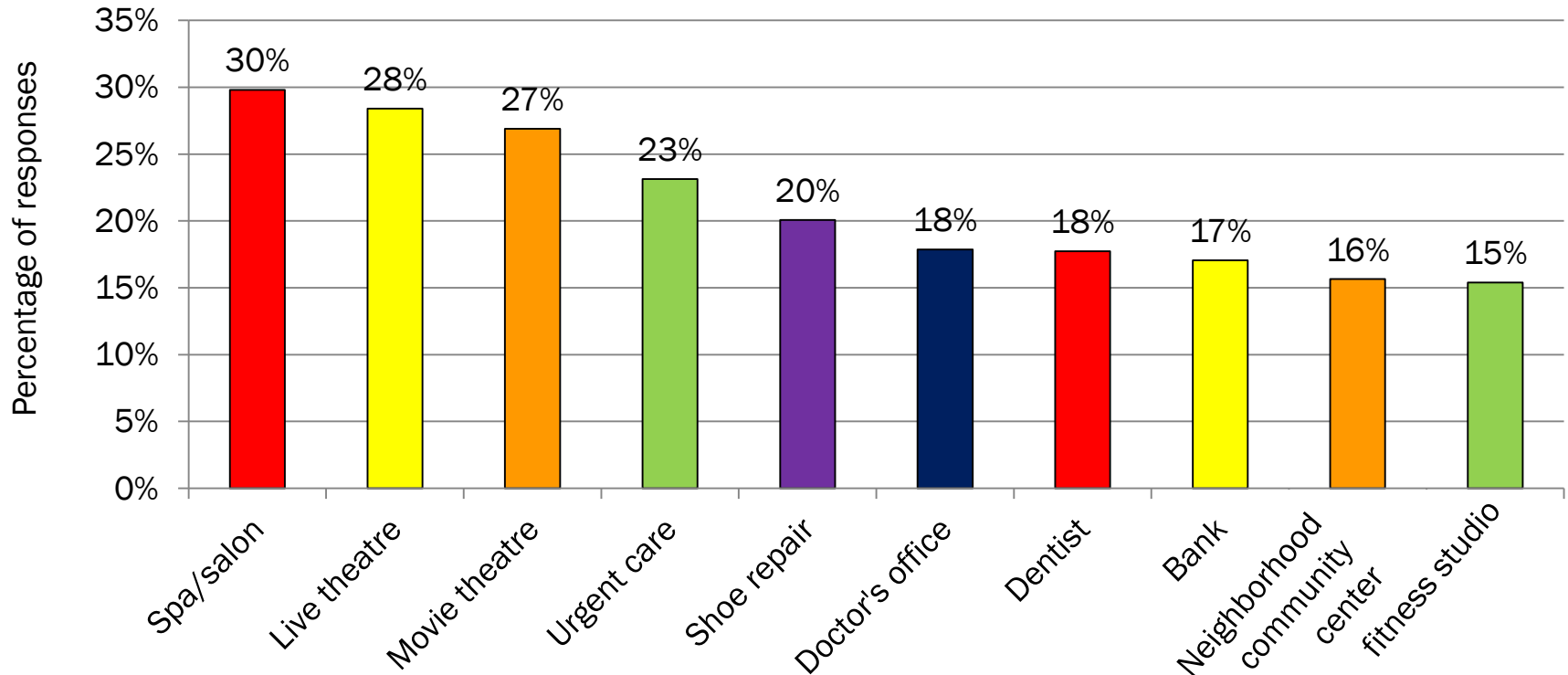
# Top ten retail shops respondents are very interested in having in MVT



**TOP TEN RETAIL SHOPS RESPONDENTS ARE VERY INTERESTED IN HAVING IN MVT  
RETAIL SURVEY, SPRING 2014**

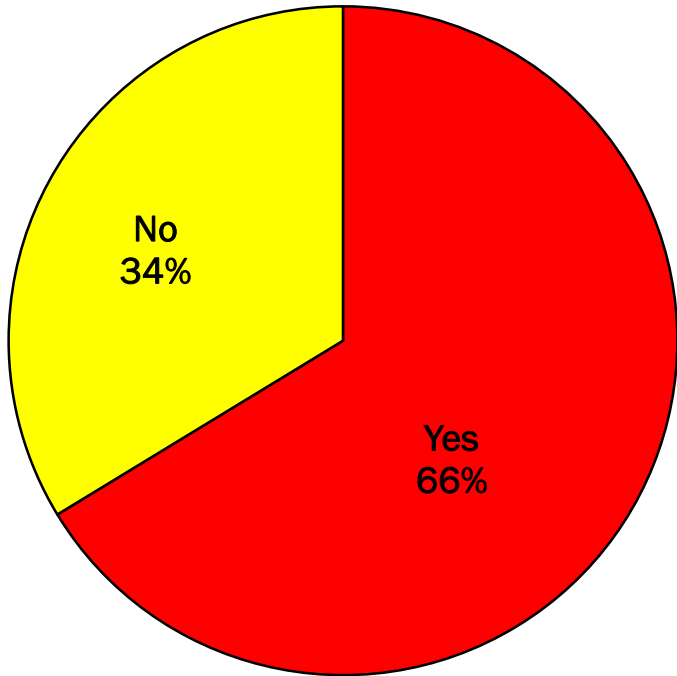


# Top ten services respondents are very interested in having in MVT

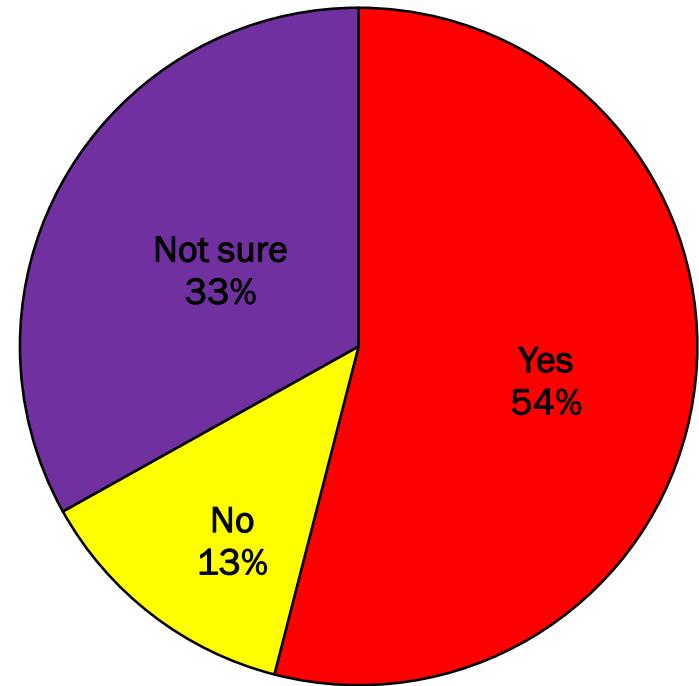


TOP TEN SERVICES RESPONDENTS ARE VERY INTERESTED IN HAVING IN MVT RETAIL SURVEY, SPRING 2014

# Do you own a car?



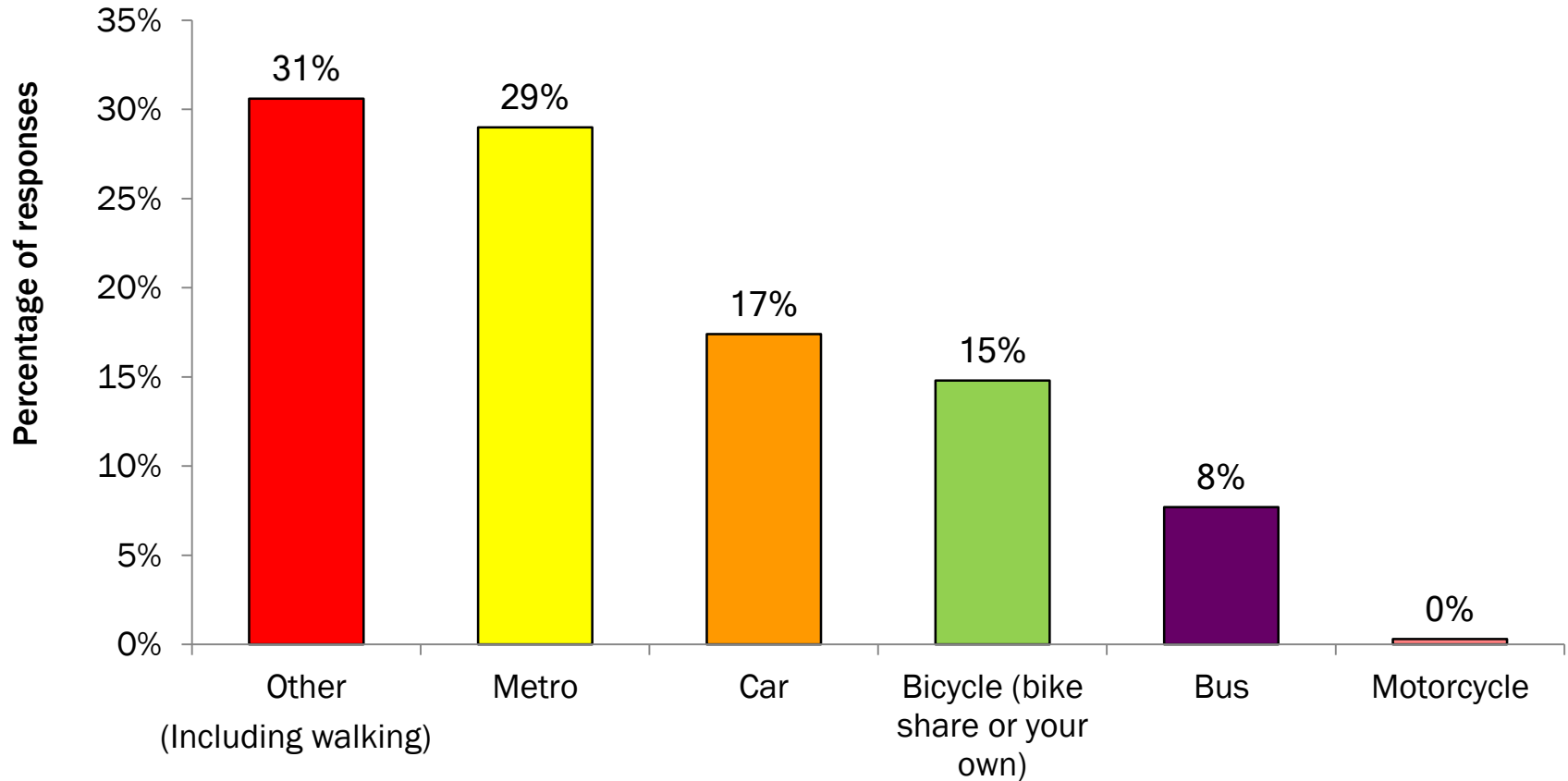
# Do you anticipate using the Streetcar?



TRANSPORTATION CHOICES  
OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014



# Work trip transportation method



**WORK TRIP TRANSPORTATION METHOD OF SURVEY PARTICIPANTS  
RETAIL SURVEY, SPRING 2014**

