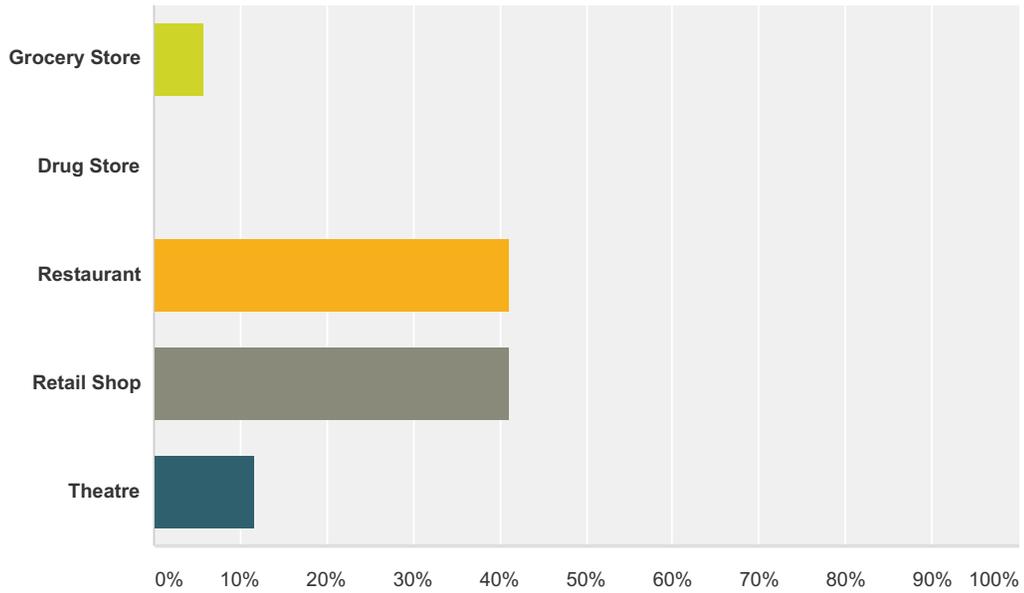


Q1 How would you describe your business?

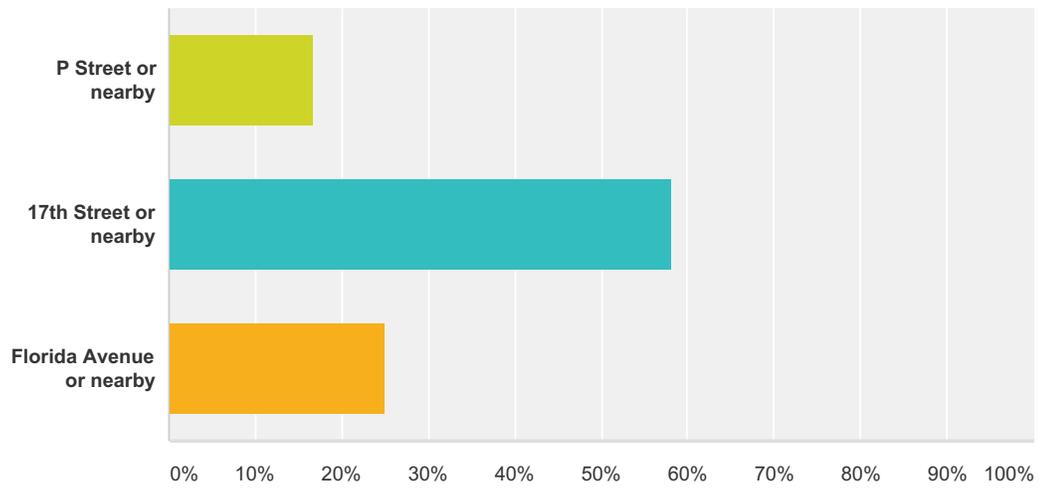
Answered: 17 Skipped: 13



Answer Choices	Responses
Grocery Store	5.88% 1
Drug Store	0.00% 0
Restaurant	41.18% 7
Retail Shop	41.18% 7
Theatre	11.76% 2
Total	17

Q2 What is your Dupont Circle business location?

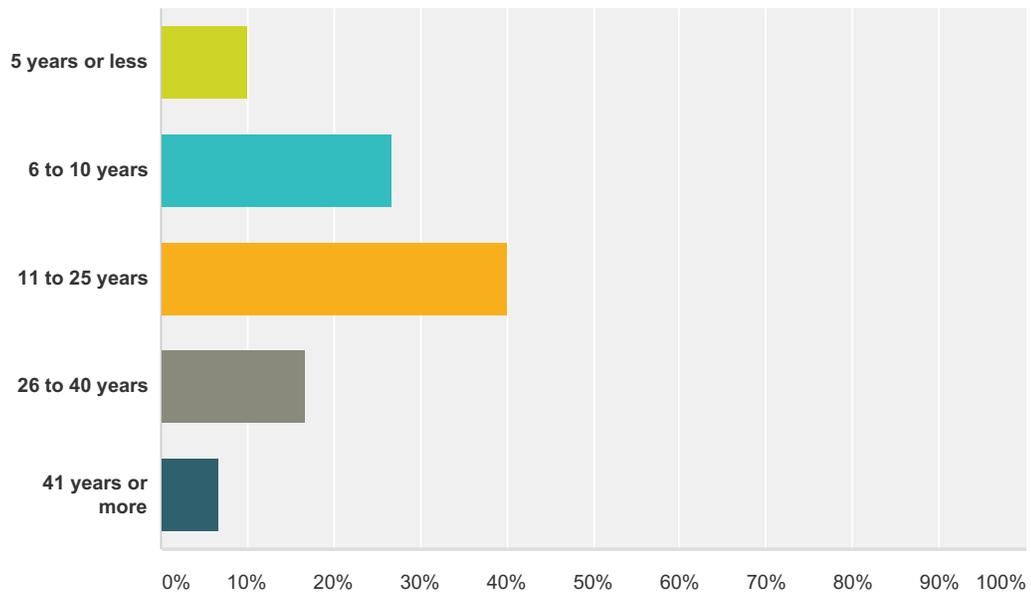
Answered: 24 Skipped: 6



Answer Choices	Responses
P Street or nearby	16.67% 4
17th Street or nearby	58.33% 14
Florida Avenue or nearby	25.00% 6
Total	24

Q3 How long has your business been in this Dupont Circle location?

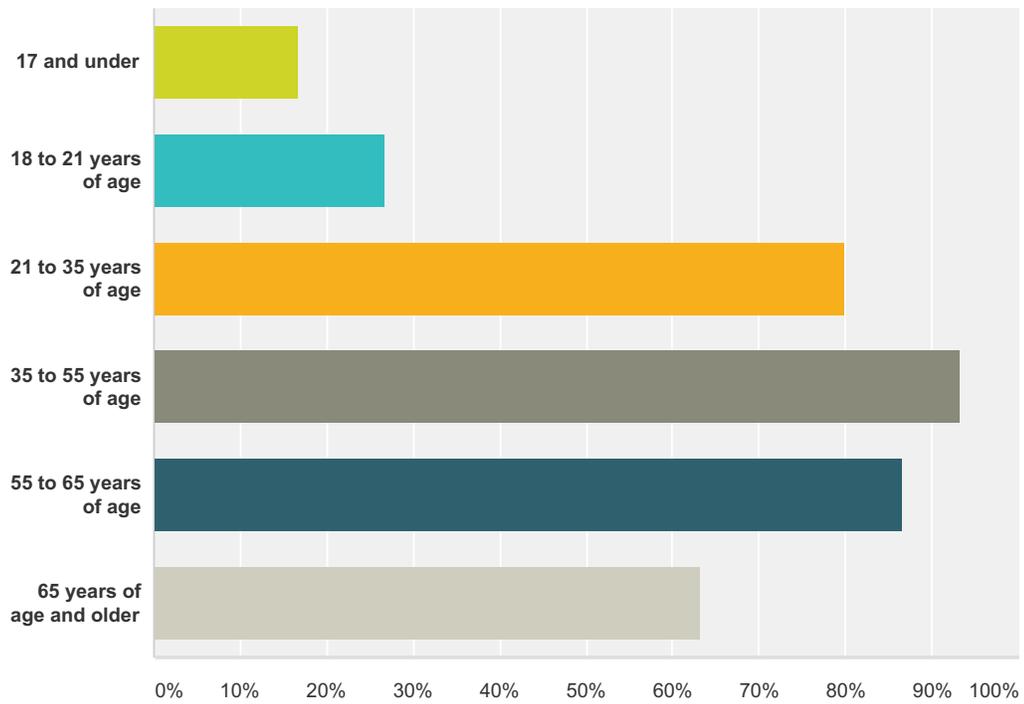
Answered: 30 Skipped: 0



Answer Choices	Responses
5 years or less	10.00% 3
6 to 10 years	26.67% 8
11 to 25 years	40.00% 12
26 to 40 years	16.67% 5
41 years or more	6.67% 2
Total	30

Q4 How would you describe the age of the customers you serve?

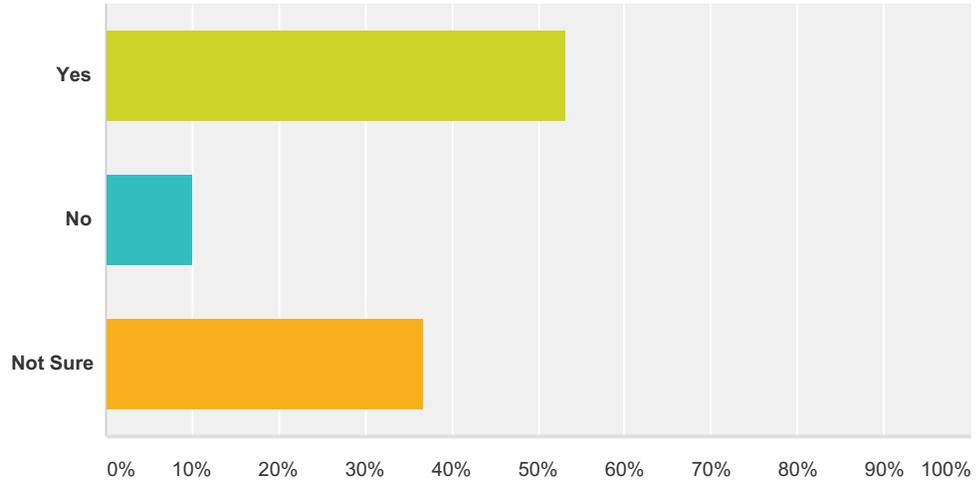
Answered: 30 Skipped: 0



Answer Choices	Responses
17 and under	16.67% 5
18 to 21 years of age	26.67% 8
21 to 35 years of age	80.00% 24
35 to 55 years of age	93.33% 28
55 to 65 years of age	86.67% 26
65 years of age and older	63.33% 19
Total Respondents: 30	

Q5 Washington, DC has a new initiative to become an age friendly city. In your opinion, are most Dupont Circle businesses age-friendly?

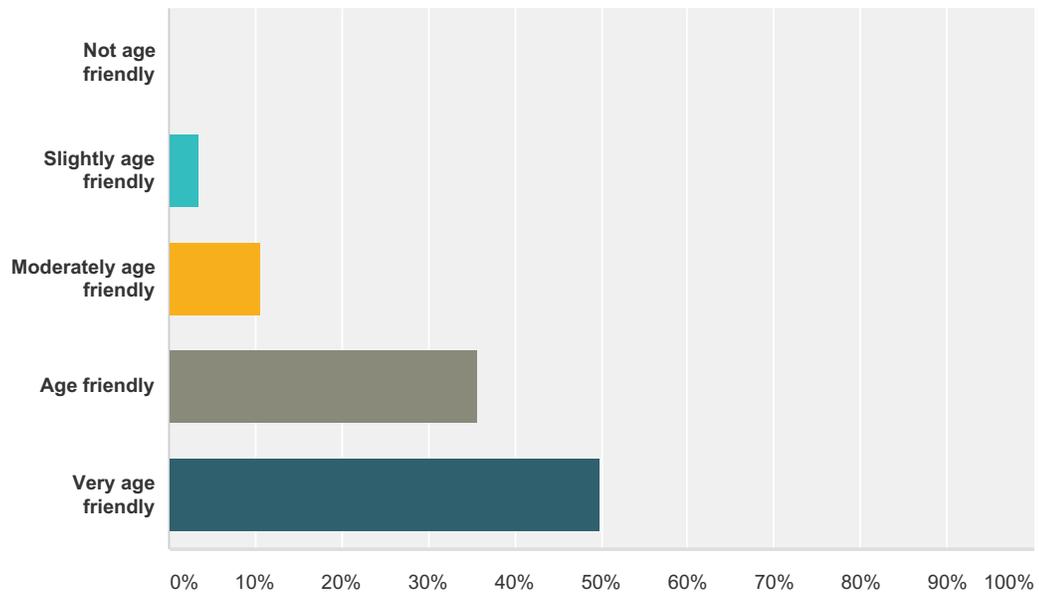
Answered: 30 Skipped: 0



Answer Choices	Responses
Yes	53.33% 16
No	10.00% 3
Not Sure	36.67% 11
Total Respondents: 30	

Q6 How would you describe your business as age friendly?

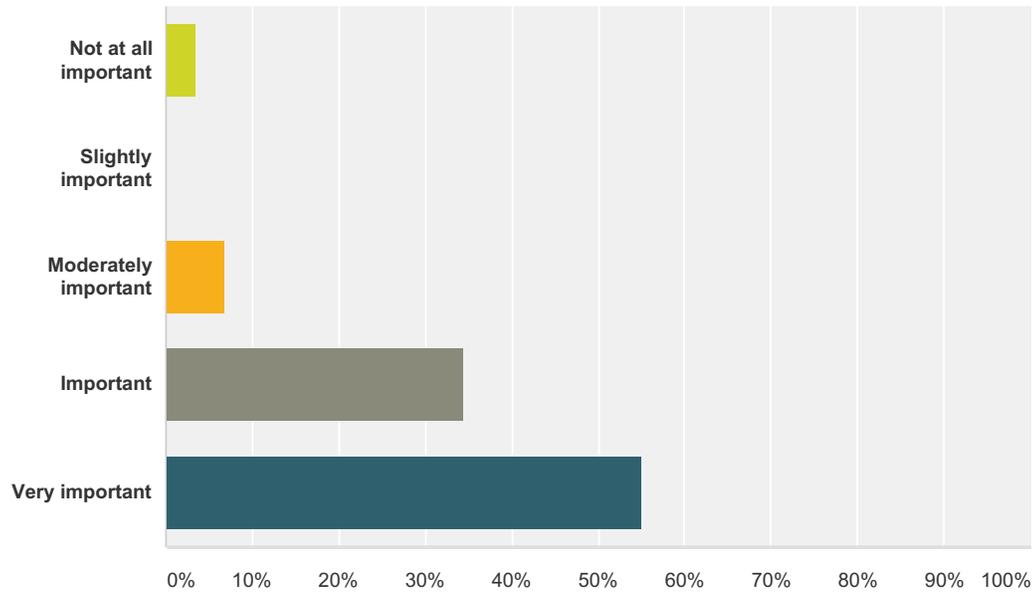
Answered: 28 Skipped: 2



Answer Choices	Responses
Not age friendly	0.00% 0
Slightly age friendly	3.57% 1
Moderately age friendly	10.71% 3
Age friendly	35.71% 10
Very age friendly	50.00% 14
Total	28

Q7 How important is it to your business model to serve the 50+ population?

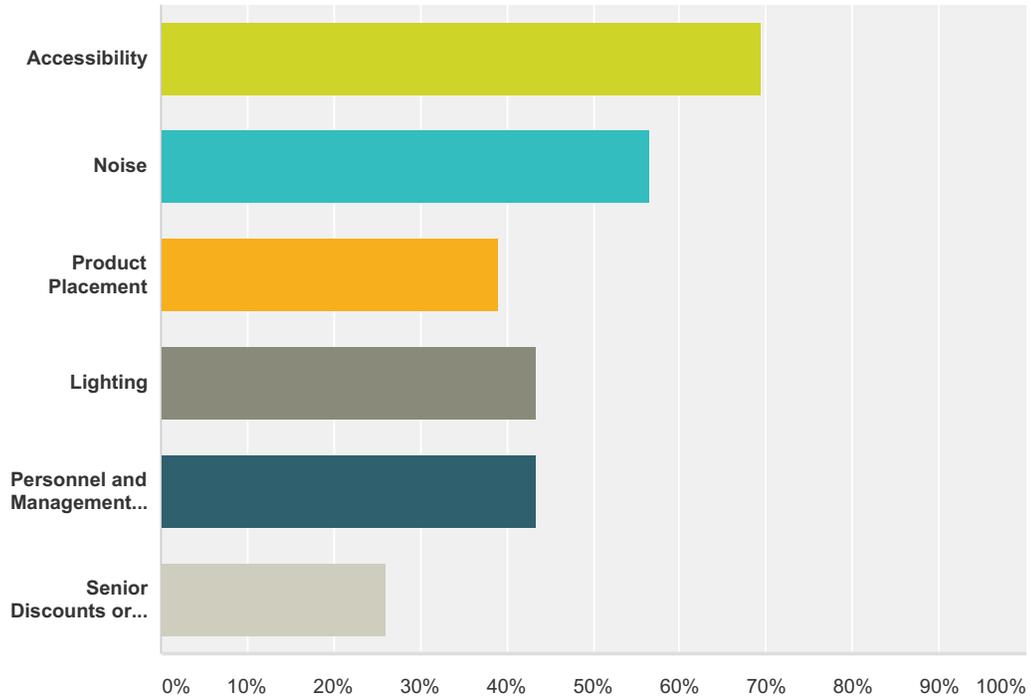
Answered: 29 Skipped: 1



Answer Choices	Responses
Not at all important	3.45% 1
Slightly important	0.00% 0
Moderately important	6.90% 2
Important	34.48% 10
Very important	55.17% 16
Total	29

**Q8 What are you doing now to appeal to the consumer needs of the 50+ population?
Check all that apply.**

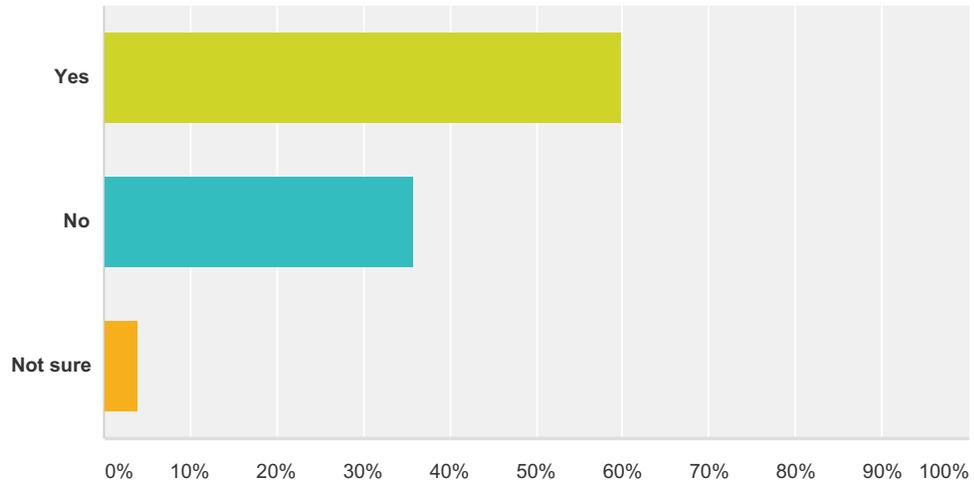
Answered: 23 Skipped: 7



Answer Choices	Responses
Accessibility	69.57% 16
Noise	56.52% 13
Product Placement	39.13% 9
Lighting	43.48% 10
Personnel and Management Issues	43.48% 10
Senior Discounts or Specials	26.09% 6
Total Respondents: 23	

Q9 Would you consider offering preferred customer benefits for adults 50+, such as discount coupons, special hours, special days (for example, movie days), etc.?

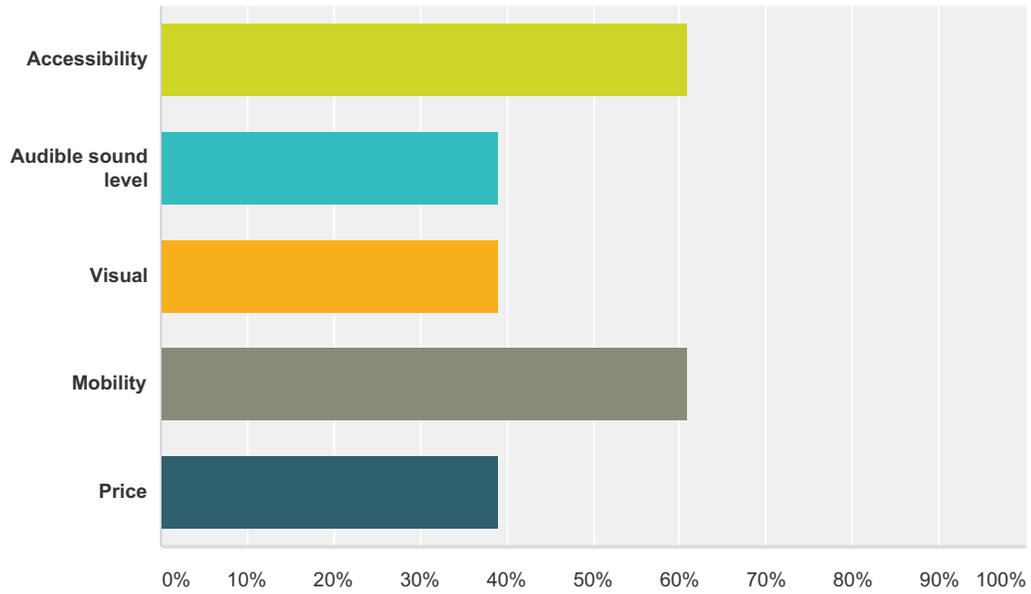
Answered: 25 Skipped: 5



Answer Choices	Responses
Yes	60.00% 15
No	36.00% 9
Not sure	4.00% 1
Total	25

Q10 What areas do you view as most important in addressing the needs of your customers who are 50+? Check all that apply.

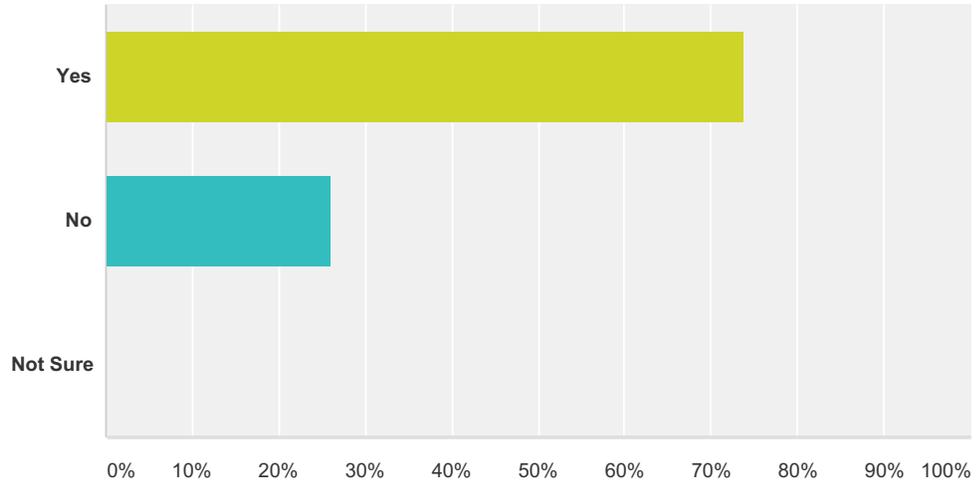
Answered: 23 Skipped: 7



Answer Choices	Responses
Accessibility	60.87% 14
Audible sound level	39.13% 9
Visual	39.13% 9
Mobility	60.87% 14
Price	39.13% 9
Total Respondents: 23	

Q11 Are you considering or would you like to see age friendly businesses in the Dupont Circle area?

Answered: 23 Skipped: 7



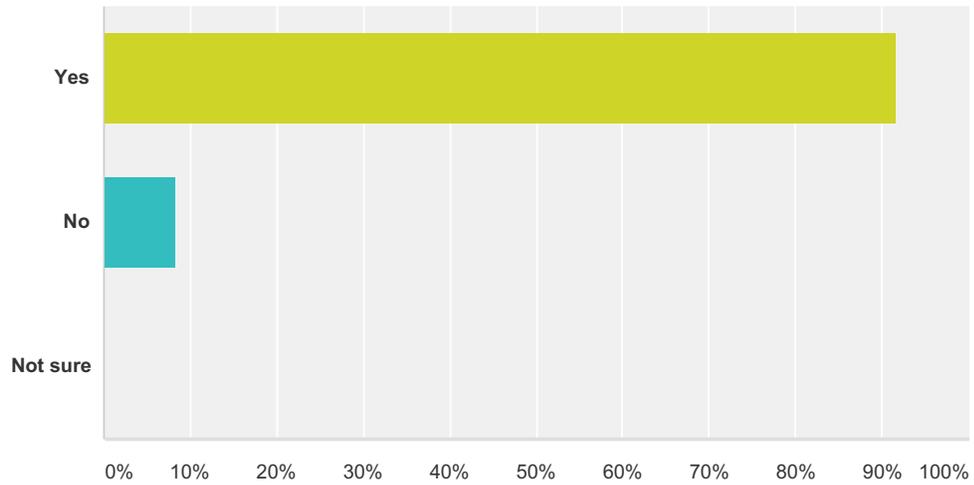
Answer Choices	Responses	
Yes	73.91%	17
No	26.09%	6
Not Sure	0.00%	0
Total		23

Q12 What additional information do you need about 50+ consumers to serve them in an age friendly manner? Please specify.

Answered: 30 Skipped: 0

Q13 Would you agree that, in addition to those who are age 50+, employing age friendly practices could also appeal to those who are under 50 years of age (e.g., encouraging access, engagement, safety, enjoyment, etc.)?

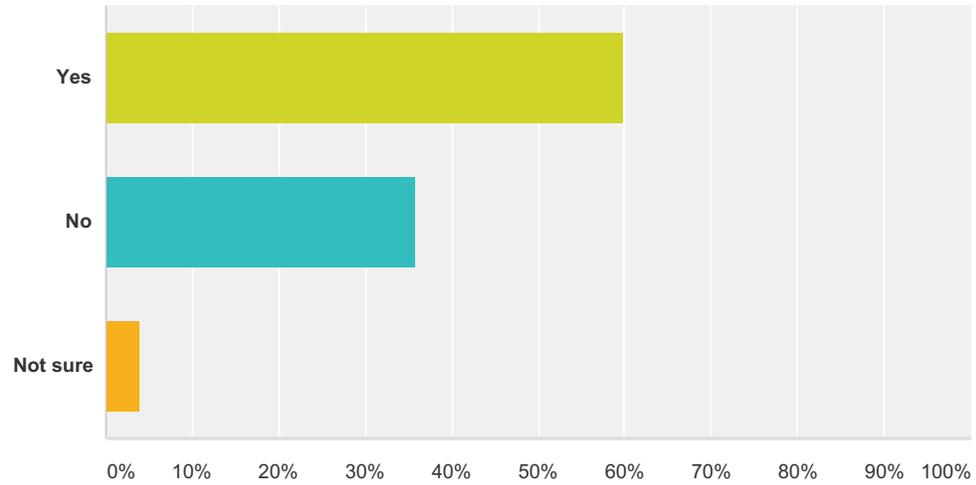
Answered: 24 Skipped: 6



Answer Choices	Responses
Yes	91.67% 22
No	8.33% 2
Not sure	0.00% 0
Total	24

Q14 According to the 2010 Census, 45 percent of District households are now single-person households (tied with Atlanta, Georgia for the highest percentage in the United States). Do you attempt to appeal to this group of so-called "singletons"?

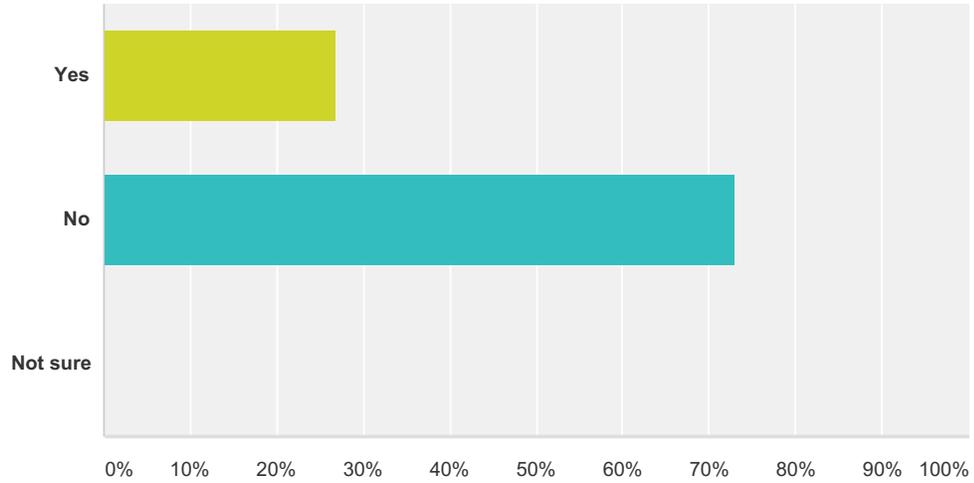
Answered: 25 Skipped: 5



Answer Choices	Responses
Yes	60.00% 15
No	36.00% 9
Not sure	4.00% 1
Total	25

Q15 Would you like to meet with Dupont Circle Village representatives to discuss this project/ways to appeal to consumers 50+?

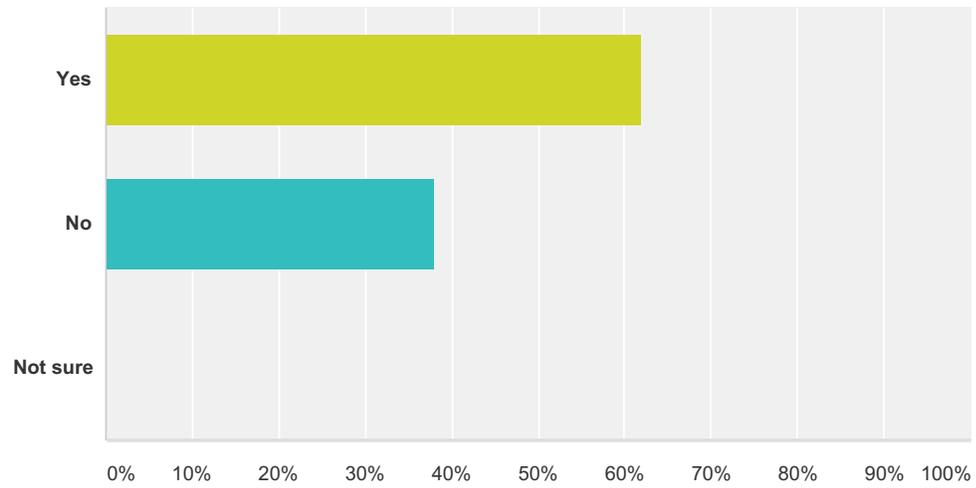
Answered: 26 Skipped: 4



Answer Choices	Responses
Yes	26.92% 7
No	73.08% 19
Not sure	0.00% 0
Total	26

Q16 Would you like to receive a copy of the results of this and an earlier DCV member survey on age friendly business practices?

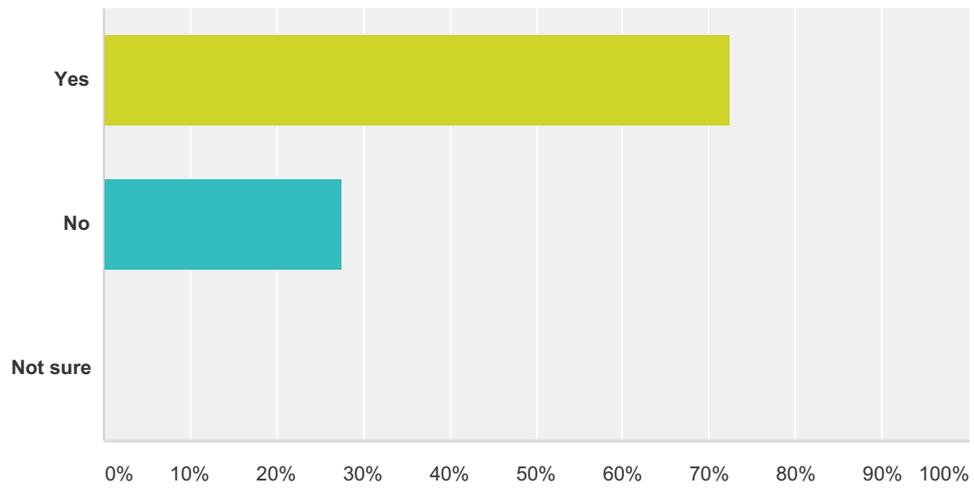
Answered: 29 Skipped: 1



Answer Choices	Responses
Yes	62.07% 18
No	37.93% 11
Not sure	0.00% 0
Total	29

Q17 Would you like to receive a copy of the tips combined from both surveys?

Answered: 29 Skipped: 1



Answer Choices	Responses	
Yes	72.41%	21
No	27.59%	8
Not sure	0.00%	0
Total		29