

CLEVELAND PARK BUSINESS ASSOCIATION

CLEVELAND PARK MARKET SURVEY

ECONOMIC VITALITY COMMITTEE | OCTOBER 2018



973 Interviews

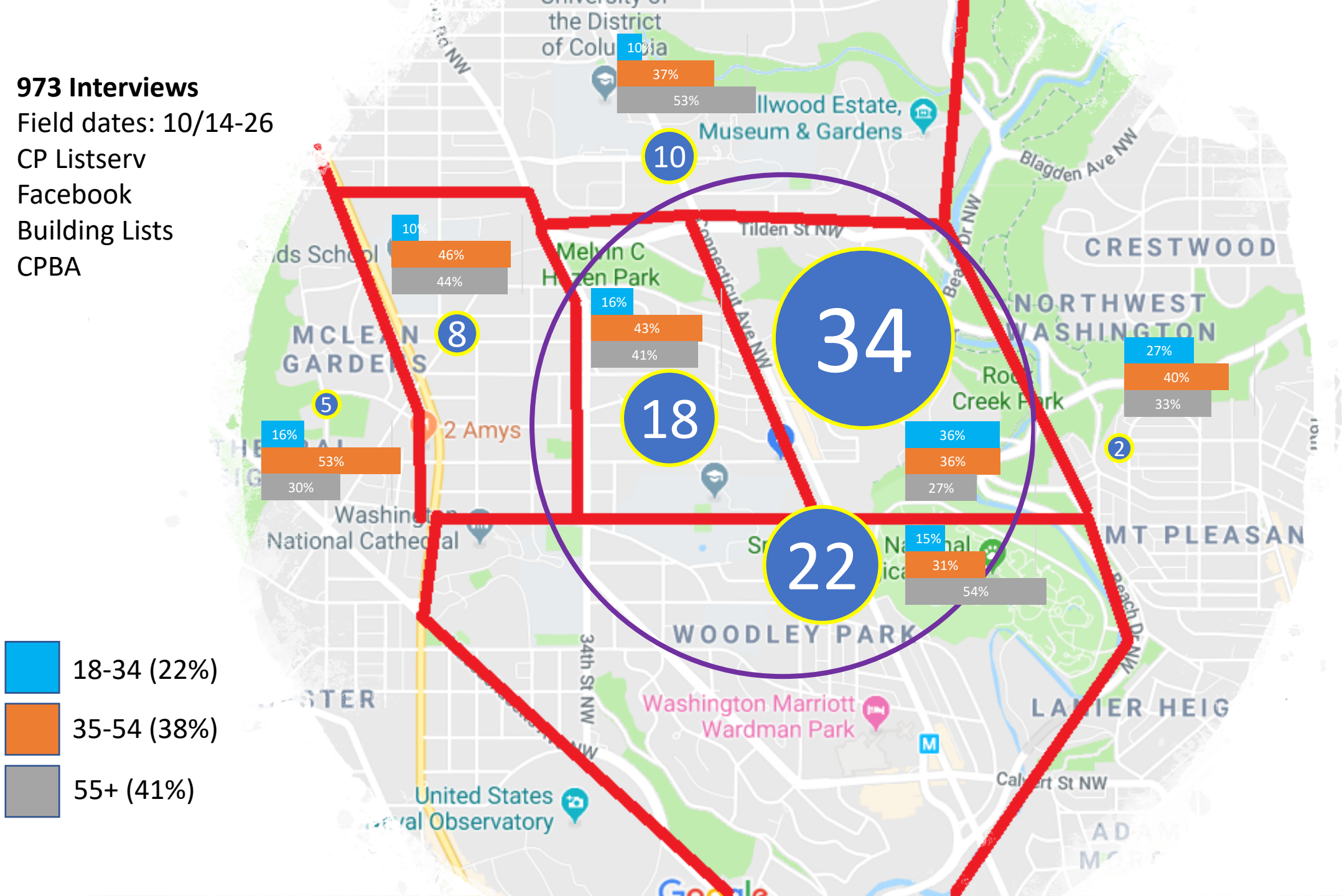
Field dates: 10/14-26

CP Listserv

Facebook

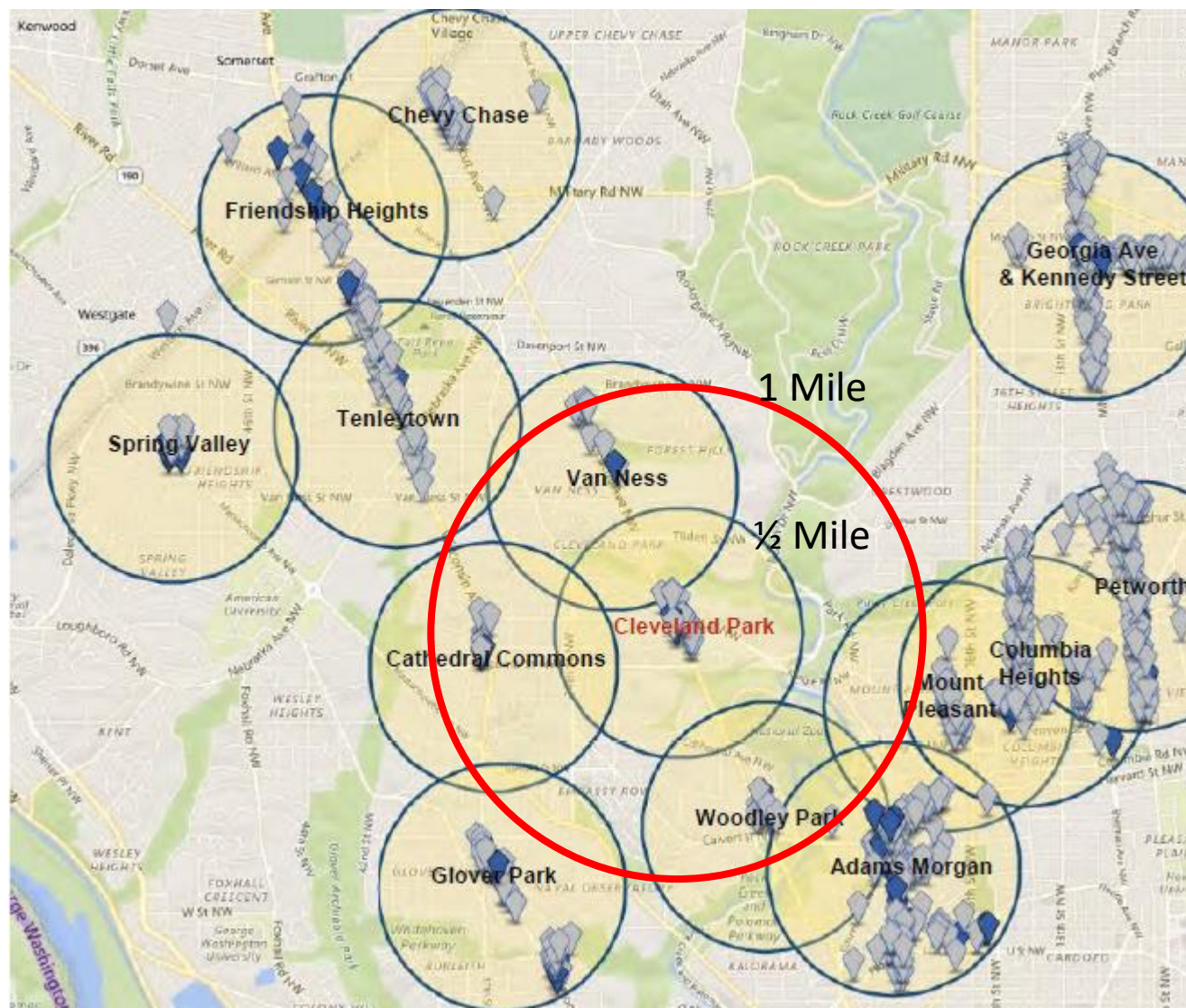
Building Lists

CPBA



Nearby Commercial Areas

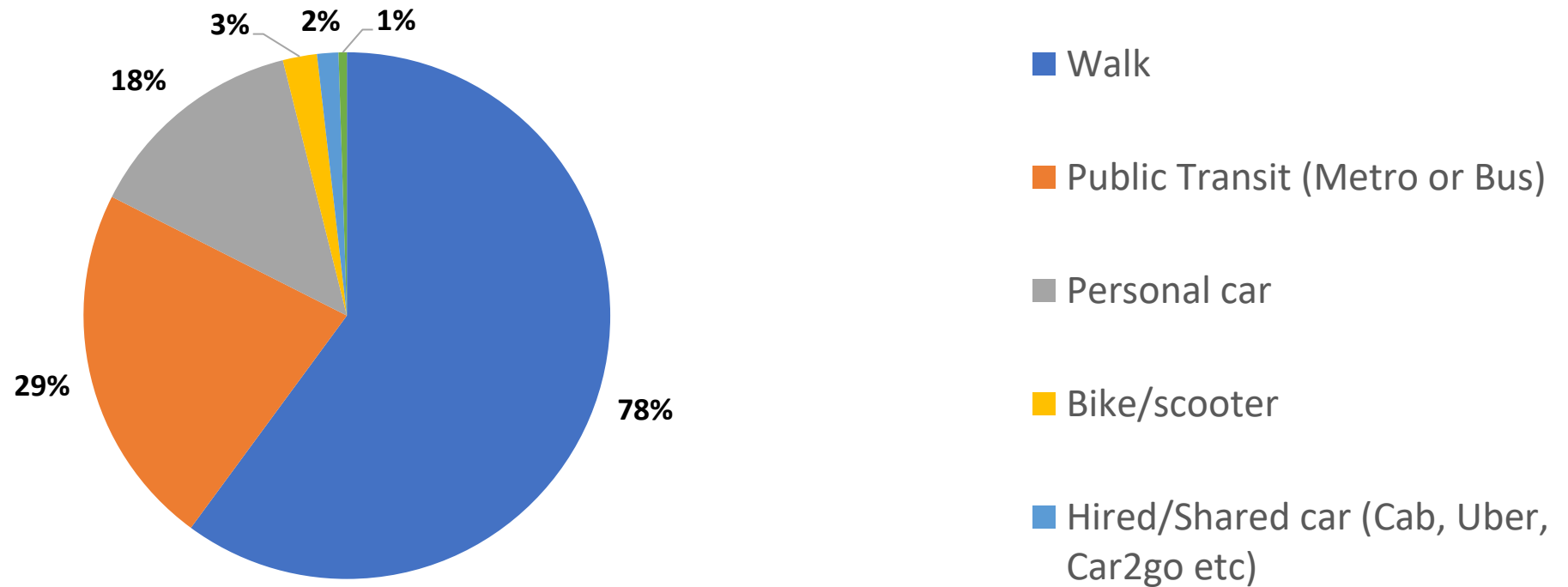
- Beyond ½ mile enters deep into three neighboring commercial areas
- Greatest overlap is with Van Ness
- Northern Woodley Park, from Cathedral to the Klinge Bridge, is very much in the CP market



Walking is how the vast majority of shoppers get to the commercial area



Whether coming from home or from work, how do you access the Connecticut Avenue commercial area in Cleveland Park when you shop, get meals or have a drink?

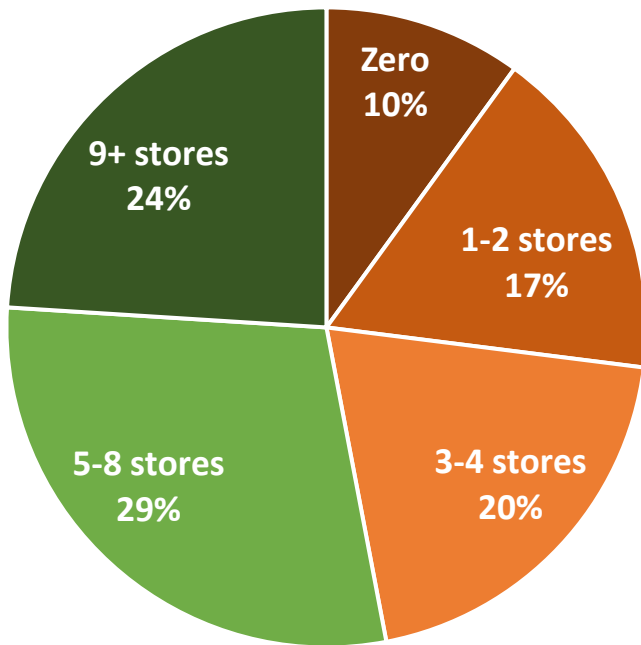


Just over half of respondents visit 5+ stores with frequency.

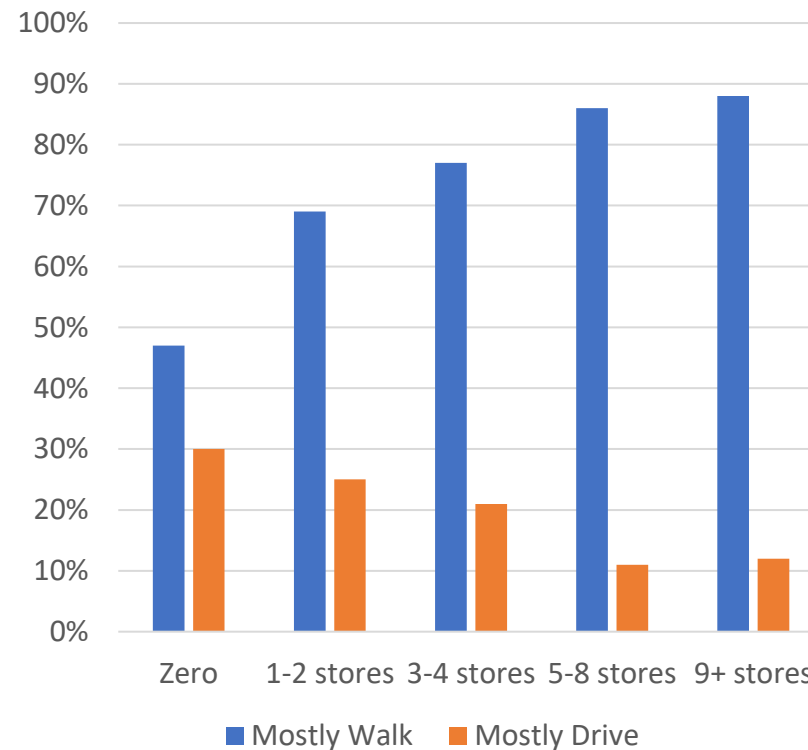
Number of stores frequented is significantly higher among those who mostly walk compared to those who mostly drive.



Average Stores Frequented: **5.6**



Primary mode of transportation by number of stores frequented



Average Stores Frequented by Mode of Transportation

Mostly Walk: **6.2** x 78%

Mostly Drive: **4.1** x 18%