



A Study of Age Friendly Business Practices In Dupont Circle

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EXECUTIVE SUMMARY

For the Dupont Circle Village (DCV), there is a community of interests to be served with an intergenerational collaboration. As this study makes clear, establishing connections with local merchants that will serve young and old is not a zero sum game, rather a win-win proposition.

Businesses considered most important areas of concern to be access, noise, and lighting. Villagers agreed but with slightly different weighting: noise, access, and lighting. Business respondents and Village members agreed (with only slightly different emphasis) on the need to address sound levels and accessibility.

After analyzing the responses of two surveys, the DCV developed a set of recommendations for merchants to help them sustain and increase this growing 50-plus and younger customer base. The Village project provides a template for city-wide age-friendly accommodations.

- DCV member and volunteer survey results show that more than 60 percent of respondents consider it "extremely important" to remain in their current residence for as long as possible.
- Even larger percentages – over 80 percent – consider it "extremely important" to live near a grocery and drug store. Most Dupont Circle Village members and volunteers walk to complete errands and go to restaurants.
- More than 65 percent of those DCV members and volunteers surveyed shop or use services of local Dupont merchants. Over 90 percent said they would use product offers and discount coupons targeted for adults aged 50 or older.
- However, less than half consider Dupont Circle businesses age-friendly. More than 40 percent were "not sure."

DCV members and volunteers are highly educated and reasonably well off. More than 60 percent of the members have either a graduate or a professional degree. Most are retired with annual incomes of up to \$150,000. More than 90 percent have a monthly household living budget of up to \$8,000 and spend up to \$2,000 a month on food and restaurants. Most members/volunteers surveyed are ages 65 to 74. More than half are so-called "singletons" who live alone.

Most of the Dupont merchant customer base is in the 21-65 age groups, with a still substantial contingent in the 55 to 65-year-old age group. The spread in ages suggests that merchants need to appeal to all age groups to maintain their businesses.

The length of time that merchants have been in business in Dupont compares with the long-time residency of many Village members. Merchant responses covered a variety of Dupont retail establishments frequented by DCV members and volunteers – mostly restaurants and shops on and around P Street, 17th Street, and Florida Avenue.

Slightly more business respondents considered Dupont businesses age-friendly than Villagers perceived local businesses to be. Slightly less business were “not sure” about Dupont businesses being age-friendly than members perceived them to be.

Further, a solid majority of business respondents would offer preferred customer benefits. This compares with 90 per cent of Villagers who would like to see such accommodation.

Business respondents and Villagers agree that age-friendly practices could benefit virtually all age groups. As Washington strives to become an age-friendly city, the Village checklist for Dupont merchants on practices that could be more age-friendly, especially for residents who are over 50 years of age, can also apply to younger residents.

Merchant practices that contribute to access, engagement, safety, enjoyment and participation for older residents can be beneficial to all. With overlapping and shared concerns, the needs of multiple generations can be accommodated and Washington can become more age-friendly, perhaps even all-friendly.

The Study

Introduction

In a first for Washington, the Dupont Circle Village (DCV), a non-profit organization dedicated to helping people remain independent in their homes and their community as they age, and Dupont Circle merchants, are collaborating to introduce age-friendly practices in local stores and professional offices. The DCV project is funded through a \$3,500 grant from Historic Dupont Circle Main Streets, a non-profit established in 2003 to promote, retain, and attract small and independent businesses to Dupont Circle. The DCV is encouraging local businesses to adopt policies and practices that will encourage and promote loyalty among a mature, 50-plus clientele.

World Health Organization (WHO) Network of Age-Friendly Cities/Age-Friendly Washington, DC Initiative/AARP Network of Age-Friendly Communities: The World Health Organization (WHO) Network of Age-Friendly Cities and Communities was established in 2010 as “a growing number of cities and communities worldwide are striving to meet the needs of their older residents.” Some 33 cities and 22 countries are participating.

For more information, see www.who.int/ageing/age_friendly_cities_network/en/.

In 2012, the City of Washington embarked on a five-year plan for recognition from WHO for addressing successfully the following eight domains: outdoor spaces and buildings, transportation, housing, respect and social inclusion, social participation, communication and information, civic participation and employment, community support, and health services. The District added two more domains: emergency preparedness/resilience; and elder abuse/neglect/fraud. Following the formation of an Age-Friendly City Task Force and an initial period of data collection and analysis, the District is scheduled to announce a strategic plan in the spring of 2014, with a goal of becoming recognized by WHO as an age-friendly city in 2017.

The AARP launched its network of age-friendly communities in April, 2012, as an institutional affiliate of the WHO Global Network of Age-Friendly Cities and Communities. See <http://www.aarpinternational.org/events/agefriendly2012>.

According to Census data cited by the *City Paper* in December, 2013, Washington has been increasing its population by two per cent every year from 2010-2013, with an end-of-year 2013 population of 646,449. D.C. has made these gains partly by attracting younger adults, in addition to retaining long-term residents, with many cherished city amenities.

Dupont Circle Village (DCV) Focus on Incentives for Older Adults to Support Dupont Circle Merchants in Building Stronger Community: The Age-Friendly D.C. Initiative will focus on broader objectives for the 100,000 estimated older adults who live in the capital city. In contrast, the DCV age-friendly project emphasizes Washington's iconic neighborhood with more than 2,000 60-plus residents, or more than 10 per cent of the 20,000 Dupont Circle area population, according to the 2010 census. While advertisers generally pitch their messages to a 25-54 year-old sweet spot, the fastest growing population group in the United States is the 55-plus age group.

According to Iris Molotsky, president of Dupont Circle Village: "Savvy merchants understand the value of adopting practices that will attract this growing consumer base. Empty nesters and retirees are returning to the city in large numbers. Dupont Circle, with its restaurants, shopping corridors and local businesses, is serving as an attractive magnet." Additionally, since the 1960s, Dupont has been the center of the city's large LGBT population and has many LGBTs aging in place.

Dupont Circle Age-Friendly Business Project: The DCV initiative was designed to identify incentives for older adults to support local merchants, merchants to be incentivized to appeal to older adults, and both residents and merchants to support the continued growth of the local economy. Other aspects of making the Dupont Circle community and the District-at-large age-friendly – beyond merchant interactions – are not the subject of this study, although there is some overlap, e.g., in finding agreeable meeting places.

The project consists of three components: a survey of DCV members; a survey of representative businesses and merchants in Dupont Circle; and development of age-friendly recommendations for businesses based on the information collected in the surveys.

One of the striking findings of the surveys was the agreement between both Dupont Circle consumers and businesses about the need to address three major concerns: mobility, access, and lighting. This finding is similar to the one from the city's Sept. 21, 2013, Howard Theatre forum in which 80 per cent of the attendees, representing all the wards in D.C., supported greater access to businesses – through easier mobility and visual acuity.

Villagers living in Dupont express sentiments similar to those of residents across the wards of D.C. regarding interest in remaining in their homes/communities. The DCV survey of its members conducted in October, 2013, found that 50 per cent of the respondents in Dupont have lived in the community for 30 or more years. An overwhelming 95 per cent of DCV members surveyed indicated that they wanted to stay in Dupont as long as possible. One-third of the attendees at the Howard forum cited "the ability to age-in-place and not have to go to a nursing home."

DCV Age-Friendly Merchants Project Rationale, Assumptions: DCV members are intent on providing mechanisms for Dupont residents to remain active and engaged in their homes and community. With this project, we seek to collaborate with local merchants to build the local economy and make Dupont an even better place to live.

The DCV also intends to build bridges to younger adults, many in the so-called “creative class,” who have flocked to the area and are establishing themselves in Dupont. In addition to providing age-appropriate products and services, the DCV has found many overlapping areas for younger and older adults in Dupont that can be addressed by merchants and that can be beneficial to both age groups. For example, the DCV seeks to develop and promote practices, such as universal design, described in this study, which will contribute to the access, engagement, safety, enjoyment, and participation of young and old Dupont residents.

The financial assets of the 50-plus age group in the U.S. is the equivalent of the third largest economy (after the United States and China), according to an article in the November, 2013, *AARP Bulletin*. This contrasts with the financial assets of the 18-49 age group, a group that may be the first U.S. generation in recent history that is not better educated or more financially secure than previous generations. Furthermore, DCV members are, as a whole, better off than many D.C. residents, with most having annual incomes well above \$40,000, as well as major property assets.

It is understandable that merchants would want to appeal to a “longevity economy” with a “50-plus strategy,” as described in the AARP publication vs. the long-established advertising practice of pitching to 18-49 year-old consumers. DCV recommends an all-inclusive approach, as younger adults will share many of the same concerns as older adults about making their communities more attractive places to marry, raise families and grow old.

For the DCV, there is a community of interests to be served with an intergenerational collaboration. As this study will make clear, establishing connections with local merchants who will serve young and old is not a zero sum game. Rather, it is truly a win-win proposition.

The DCV discourages labeling generations. Indeed, someone at the bottom of the baby boom cohort turning 50 this year may not consider himself or herself at the same stage as today’s 65-year-old boomer. Similarly, a young person who is considered part of the “X” generation may not identify with even younger persons who are part of the “Y” generation, or millennials.

Younger and older generations share a love/hate relationship with growing old. The youngest baby boomers born in 1964 will turn 50 in 2014. And the oldest

millennials born in 1982 will turn 50 in 2032, when the global population for those 60-plus is expected to be twice what it was in 2006, according to the National Institute on Aging. We may all grow old sooner than we would like. We all love the freedom that comes with managing our own time in retirement, but fear losing our independence as we age.

The DCV seeks to help redefine what it is to grow older, reaching across generations, debunking stereotypes, and living our lives to the fullest. DCV's bottom line: We see a convergence of interests in collaborating with local Dupont merchants and across generations to build a stronger community.

STUDY DESIGN/METHODOLOGY

The first phase of the Dupont Circle Village project, which was completed in October, 2013, involved surveying approximately 150 Village members and volunteers on what they consider most important for Dupont area age 50-plus consumers. Sixty-six Villagers participated for a 45 per cent participation rate.

The second phase of the project, to survey local business owners, was begun in November, 2013. This survey provided merchants with the opportunity to examine current business practices, consider demographic changes within the Dupont community, and help shape policy and practices to attract older and younger customers.

Several articles in local papers, including a front-page write-up in the Nov. 6, 2013, Dupont *Current* [attached pdf], described the surveys including the plans for the merchant canvassing. Thirty businesses of 119 responded to the survey for a 40 per cent participation rate.

After analyzing the responses of the two surveys, the Dupont Circle Village developed a set of recommendations for merchants to help them sustain and increase this growing 50-plus and younger customer base. The Village project provides a template for city-wide age-friendly accommodations.

DCV member and volunteer survey results show that more than 60 percent of respondents consider it "extremely important" to remain in their current residence for as long as possible. Even larger percentages – over 80 percent – consider it "extremely important" to live near a grocery and drug store. Most Dupont Circle Village members and volunteers walk to complete errands and go to restaurants.

More than 65 percent of those surveyed shop or use services of local Dupont merchants. Over 90 percent said they would use product offers and discount coupons targeted for adults aged 50 or older. However, less than half consider Dupont Circle businesses age friendly. More than 40 percent were "not sure."

Dupont Circle Village members and volunteers are highly educated and reasonably well off. More than 60 percent of the members have either a graduate or a professional degree. Most are retired with annual incomes up to \$150,000. More than 90 percent have a monthly household living budget up to \$8,000 and spend up to \$2,000 a month on food and restaurants. Most members/volunteers surveyed are age 65 to 74. More than half are so-called "singletons" who live alone.

The Dupont Circle Village project has generated city-wide attention as it complements the District's efforts to join the ranks of age-friendly cities. The City's Age-Friendly Coordinator in the Office of the Deputy Mayor for Health and Human Services, Gail Kohn, sees the study as a pilot project that can be replicated throughout the District. The partnership has also attracted support from Dr. John Thompson, Director of the D.C. Office on Aging; Ron Swanda, vice chair, D.C. Commission on Aging; and Louis Davis, Jr., staff director of the District's AARP Office.

Survey Findings and Conclusions

- The length of time that merchants have been in business in Dupont compares with the long-time residency of many Villagers. Merchant responses covered a variety of Dupont retail establishments frequently by Villagers – mostly restaurants and shops on and around P Street, 17th Street, and Florida Ave.
- Slightly more businesses considered Dupont businesses age-friendly compared with Villagers' perceptions of local businesses. Slightly fewer businesses were "not sure" about Dupont businesses being age-friendly compared with members' perceptions.
- Businesses considered access, noise, and lighting the most important areas of concern.
- Villagers agreed, but with slightly different ranking: noise, access, and lighting.
- Business respondents and Villagers agreed (with only slightly different emphasis) on the need to address sound levels and accessibility.
- A solid majority of business respondents would offer preferred customer benefits. This compares with 90 per cent of Villagers who would like to see such accommodation.
- Business respondents and Villagers agree that age-friendly practices could benefit virtually all age groups. As Washington strives to become an age-friendly city, the Village checklist for Dupont merchants on practices

that could be more age-friendly, especially for residents who are over 50 years of age, can also apply to younger residents.

- Both younger and older D.C. residents are similar in that they tend to live alone, with Washington and Atlanta tied in the percentage of so-called “singletons,” according to 2010 census data. The Village survey shows that older residents are no more dependent on their cars than younger residents. Like the younger cohort, most Village members walk to complete errands, go to restaurants, shop, and attend social and cultural events.
- In addition, older Dupont residents are not necessarily less likely to eat out: 87 percent of those responding to the Village survey “always” or “often” patronize Dupont restaurants and food markets.
- DCV members are also consistent users of high-tech devices such as smart phones and e-readers, and have this in common with younger adults.
- Merchant practices that contribute to access, engagement, safety, enjoyment, and participation for older residents can be beneficial to all. As one merchant noted about his customers: “Make them welcome; the restaurant is very cozy and warm. People feel happy here.”
- As local residents who are age 50-plus can live more comfortably and reasonably in their homes while growing older, they can save on the higher cost of community services and assisted living, in this way preserving resources – such as Social Security and Medicare – for younger adults.
- Most of the Dupont customer base is in the 21-65 age group, with a still substantial contingent in the 55 to 65-year-old age group. The spread in ages suggests that merchants need to appeal to all age groups to maintain their businesses. As one business respondent stated: “Dupont is already losing business to areas like H and U Streets because it is not doing enough to cultivate the young demographic with ample disposable incomes. *If we are to attract older customers, it cannot be by the exclusion of young people.*”
- With overlapping and shared concerns, the needs of multiple generations can be accommodated and Washington can become more age-friendly, indeed all-friendly. As a retailer noted: “To create a comfortable space, provide offerings like cold water in the summer, coffee and tea in the winter. Also, provide proper communication, service quality, and quality for a good value.”

Selected Survey Questions

Dupont Circle Villagers Responses as of October, 2013

1. How important is it for you to remain in your current residence for as long as possible:

- a) Extremely important (62.50%/40 of 64 responses)
- b) Very important (29.69%/19 of 64 responses)

2. Thinking about your needs now and in the future, how important is it to have:

- a) A grocery store within a half mile of your home (extremely imp. 84.38%/54 of 64 responses)
- b) A drugstore within a half mile of your home (extremely imp. 84.38%/54 of 64 responses)
- c) Restaurants within a half mile of your home (extremely imp. 62.30%/38 of 64 responses)

3. Do you shop at or use services of local Dupont Circle merchants?

- a) Always (17.19%/11 of 64 responses)
- b) Often (65.63%/42 of 64 responses)

4. Would you use preferred customer benefits targeting adults 50+, such as senior discount coupons, if Dupont Circle merchants made them available?

Yes (90.48%/57 of 63 responses)

5. In your opinion, are most Dupont Circle businesses age-friendly?

- a) Yes (44.44%/28 of 63 responses)
- b) No (12.70%/ 8 of 63 responses)
- c) Not sure (42.86%/27 of 63 responses)

6. What constitutes an age-friendly business?

- a) Ease of entering, moving about, accessing multiple floors and restrooms, and exiting (88.10%/37 of 42 responses)
- b) Staff attitudes that do not reflect age bias and are responsive to the interests, preferences, and needs of customers who are 50-plus (85.71%/36 of 42 responses)
- c) Offering products, merchandise, and menus that are important to customers who are 50-plus (78.57%/33 of 42 responses)
- d) Lighting that is sufficient for reviewing and examining products (76.19%/32 of 42 responses)
- e) Ease of seeing and reaching products (71.43%/30 of 42 responses)

7. What do you think business owners could do to make shopping locally in Dupont Circle more attractive to customers 50-plus?

- a) Audible Sound: adjust noise levels, train personnel how to address customers with hearing challenges (63.64%/35 of 44 responses)
- b) Accessibility: design entrances, exits, restrooms, counters, general space, storage for special equipment, and access to multiple floors (41.82%/23 of 44 responses)
- c) Mobility: adjust reach for products, making them more accessible to customers with limited range of options (40%/22 of 44 responses)
- d) Visual: Adjust lighting and print size of products, enhance marketing literature for readability (36.36%/20 of 44 responses)

Dupont Circle Merchant Responses as of December, 2013

1. How long has your business been in the Dupont Circle area?

6-25 years (66%/19 of 30 responses)

2. How would you describe the age of the customers you serve?

- a) 21-35-years-old (79%/23 of 30 responses)
- b) 35-55-years-old (93%/27 of 30 responses)
- c) 55-65-years-old (86%/25 of 30 responses)

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

- a) Yes (55%/16 of 30 responses)
- b) No/Not Sure (45%/13 of 30 responses)

4. How would you describe your business as being “age-friendly”?

85% (24 of 28 responses) considered their businesses to be “age-friendly” or “very age-friendly.”

5. How important is it to your business model to serve the 50-plus population?

93% (26 of 29 responses) consider serving the population to be “important” or “very important.”

6. What are you doing now to appeal to the consumer needs of the 50-plus population?

- a) Accessibility (70%/16 of 23)
- b) Noise (57%/13 of 23)
- c) Lighting (43%/10 of 23)
- d) Personnel and management issues (43%/10 of 23)

7. Would you consider offering preferred customer benefits for adults 50-plus, such as discount coupons, special hours, special days, etc.?

- a) Yes (60%/15 of 25 responses)
- b) No (36%/9 of 25 responses)
- c) Not sure (4%/1 of 25 responses)

8. What areas do you view as most important in addressing the needs of your customers who are 50-plus?

- a) Accessibility + mobility (61% for each/14 of 23 responses for each)
- b) Audible sound level + visual + price (39% for each/9 responses of 23 responses for each)

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

- a) Yes (92%/22 of 24 responses)
- b) No (8%/2 of 24 responses)

PROPOSED NEXT STEPS FOR AGE 50-PLUS MERCHANT STRATEGIES, INCENTIVES FOR OLDER ADULTS TO PATRONIZE DUPONT BUSINESSES

Access

- Consider providing support services such as assistance using a new technology or device. Think “universal design,” a design useful to everyone.

[http://www.entrepreneur.com/article/201292#ixzz2VR\)14zct](http://www.entrepreneur.com/article/201292#ixzz2VR)14zct)

- Consider how people with mobility limitations access your place of business. They will find it easier if you have: fewer stairs, sturdy railings, and non-slip surfaces; wider aisles and uncluttered pathways to better accommodate walkers and wheelchairs; and easily opened or automatic doors that provide more accessibility.
- Consider places to rest and refresh, such as: a place to sit while waiting and a place to put down packages; chairs that are sturdy and stable – not too low or too soft –with arms for people who need to push themselves up; and an easily accessible customer washroom.
- Provide an incentive for older adults to patronize your business, such as veterans’ discounts, transportation to and from your business, and customer discounts.
- Market your business, keeping in mind the type of media that older adults follow.

<http://small business.chron.com/start-business-caters-senior-ciitizens-4834.html>

- Segment a portion of the older market. Consider defining the market by education, cultural values, employment and health status.

<http://www.entrepreneur.com/article/201292#ixzz2VR15J8DY>

- Provide well-lit entrances and well-marked entrances, uncluttered aisles and emergency regress.

Lighting/Noise

- People are able to see what you want them to see, and hear what you say when:

1. Lighting is adequate and glare-free.
2. Signage has good contrast, and wording is easy to follow, including on website and in phone service.
3. Telephone answering services are not automated or do not require pressing multiple numbers before customers can connect with an operator.
4. The service desk is clearly visible so people can ask for help.

- Further, people are able to see what you want them to see, and hear what you say when:

1. There is no background music and machine noise that can be distracting and uncomfortable.
2. Staff speaks clearly and at an appropriate speed while looking directly at the customer.
3. Staff knows how to assist customers with vision or hearing challenges, such as reading labels and locating items.
4. A quiet space is available to discuss individuals' business or concerns in privacy.

- Early-bird opportunities can address noise. Also, consider:

1. An area with enhanced lighting where customers can read and inspect products.
2. One or two dressing rooms with enhanced lighting.
3. Laminated menus, programs, prescriptions, and printed materials.
4. Programs and prescriptions, type and font enhancements.

Personnel

- A business shows that it promotes respect when staff:
 1. Are sensitized to avoid condescending behaviors (e.g., speaking too loudly or familiarly – as in calling a customer “dear,” or showing visible impatience).
 2. Know how to address customer needs without stereotyping or drawing conclusions about customers based on their age or other characteristics.
 3. Have options for serving customers in a more comfortable way.

- Further, a business shows that it promotes respect when staff:
 1. Are rewarded for being respectful.
 2. Respond to errors and complaints promptly and courteously.
 3. Are trained to handle incidents, such as a fall or an outburst, while preserving customer’s dignity.
 4. Know how to recognize signs that a person needs help, or is being physically or financially abused.

http://www.smallbusinessbc.ca/sbbcfiles/files/SeniorsBC_agefriendly_business_guide.pdf

<http://www.entrepreneur.com/article/201292#ixzz2VROcITfO>

- Provide special offers for older adults, special hours for shopping, such as senior hours and electronic communications to promote special offers and opportunities.

VILLAGERS', MERCHANTS' SURVEYS AND CHARTS [attached]

APPENDIX I: List of Merchants Canvassed

Street	Address	Business
18th St.		
	1314	Foundry Gallery
	1801	Rosemary's Thyme
	1805	Mandu Restaurant
	1807	Dupont Market
	1811	World Cleaners
	1811b	Salon Loule
	1813	Kim's Watchmaker and Jewelry
	1821	Sandy's Flowers
	1827	Doggie Style
	1829	Chatel Real Estate
	1830	Keller Williams Real Estate
	1832	City Dogs
	1835	Lauriol Plaza
	1836	Mum Mum Sushi
	1901	Red Onion Records/Bookstore
	1904	Cocova Chocolates
	1904 Ste A	Second Affair Consignment
	1910	Regent Thai Cuisine
	1915	Plum Blossom Sushi
	1918	Jolt N'Bolt
	1919	Qwest Nails
	1929	BaseCamp
Conn. Ave.		
	1509	Axis Hair Salon
	1517	Kramer's Books
	1607	VSL Hair Salon
	1645	Five Guys
	1645	Haircuttery
	1666	Sette Osteria
	1701	La Tomate
	1702 2nd fl	Secondi
	1704	Dolcezza Gelato
	1732	Mourayo Restaurant
	1738	Bistro du Coin
	1741	Salon Cielo

17th St.

1503	Sushi Taro
1509	Komi Restaurant
1509 bsemnt	Happy Cleaner
1513	Café Green
1515 #2	Fiddleheads
1515	Mr. Yogato
1519	JR's
1527	Jack's
1529	Gallery 2000
1525	Color Nail
1533	Trio's Restaurant
1535	DIK Bar
1601 bsemnt	FIT Gym
1601	Pro Care Pharmacy
1602	Floriana Restaurant
1611	Annie's Paramount Steak House
1613	Subway
1615	Dupont Optical
1617	Prego Again
1618	Cairo Wines and Liquors
1617	Prego Again
1620	Safeway
1623	Tru-Value Hardware
1627	Art's Shoe Repair
1637	Dupont Italian Kitchen
1700	Steam Café
1700	7-Eleven
1701	Level One
1709	Picasso Gallery
1711	Rosebud Liquors

P St.

1440	Whole Foods
1633	Heritage India Restaurant
1635	Bua Restaurant

Q St.

1624	Hank's Oyster Bar
1645	Java House
1655	Century 21
1655	Georgetown Valet
1701	Diego's Hair Salon
1811	Firehook Bakery
1909	Raku Restaurant

R St.

1624	Ace Nail
1635	Glynn Jones Salon
1636	Eskal Florist
1636	Alpha Drugs
1637	Townhouse Tavern
1638	Cobalt
1642	Vogel Real Estate
1701	Swift Cleaners
1811	Oriental Café
1818	Paris Alexander Spa
2106	Alex Gallery
2108	Teaism
2012	Studio Gallery

S St.

1755	Dupont Cleaners
1761	Dupont Computers
2001	Glen's Garden Market
2040	Thaiphooon Restaurant

New Hampshire Ave.

1310	Firefly Restaurant
1333	Baja Fresh

Church St.

1742	Keegan Theater
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20th St.

1610	Darlington House
1612	Zorba Café
1726	Filter Coffee House

Fla. Ave.

2020	Banana Leaves Restaurant
2113	Nora's Restaurant
	Lovely Nails, 2nd floor
T St	Martin's Wine and Spirits

South of Circle at P St.

2000	Second Hand Books
2002	Pesce Restaurant
2153	Saigon Bistro

TOTAL: 105 Locations

OTHER BUSINESS ESTABLISHMENTS

<u>Category</u>	<u>Street Address</u>	<u>Name</u>
Banks	Connecticut on circle Connecticut	Sun Trust PNB
	Connecticut 1753 17th Street 1604	TD Bank Premier
Lawyers	18th Street 1901	Hannon Law Group
	18th Street 1901	Wright & Batchelor
	R Street 1706	Metro Legal & Ban-Adon
Solutions	S Street 2001	Foster Quan LLP
	S Street 2001	Haynes Novik
	Church Street 1777	Levine and Associates
Corporations	Connecticut near circle	Starbucks
	Connecticut & Florida	Rite-Aid
	Connecticut 1835	Washington Sports Club
	17th Street 1501	CVS
	17th Street 1613	Subway
Hotels	Dupont Circle	Hotel Dupont
	New Hampshire	Carlyle Suites
	P Street S. of Circle	Palomar
	Connecticut and Florida	Hilton

TOTAL: 14 Locations

Strategies for Marketing to Aging Consumers

The over 50+ age group is the fastest growing population segment in the country. A recent survey of Dupont Circle residents in this age group showed they want to live and shop locally. A survey of local Dupont Circle merchants showed that they understand the desirability of appealing to both a younger and older customer base. The recommendations below have been developed as a guide for merchants as we work to keep our community remain a vibrant and responsive place to live and shop for all residents.

ACCESS: Responding to the needs of customers with mobility limitations

- An easily accessible customer washroom
- Sturdy railings, non-slip surfaces, wider aisles, uncluttered pathways that can accommodate wheelchairs and easily opened or automatic doors.
- A place to sit while waiting, chairs that are sturdy and stable (not too low or soft) with arms if possible.
- Provide well-lit and well-marked entrances and emergency exits.

LIGHTING: Responding to Visual Impairments

- Employ sufficient, glare-free lighting at tables
- Have menus, prescriptions, printed materials with type and font enhancement
- Have the service desk in a clearly visible place so people can ask for help
- Signage has good contrast and wording is easy to follow
- Set asides some tables/product areas with enhanced lighting where customers can read and inspect items

NOISE: Responding to Hearing Impairments

- Limit noise levels to a moderate/low level at lunch or early evening.
- Train staff to speak clearly and slowly, if necessary and to assist customers by reading menus or labels.
- Early-bird —provide an area or time such as a weekly lunch or pre-happy hour designated as “quiet time.”

PERSONNEL: Training Staff to Respond to Needs of Aging Customers

- Sensitize staff to avoid condescending behaviors, such as visible impatience.
- Prevent stereotyping or drawing conclusions about customers that are age-related.
- Training in handling incidents like falls or temporary confusion.
- Learn how to recognize when a person may need help

MARKETING OPPORTUNITIES: Providing Incentives to Aging Customers

- Consider veterans' discounts and customer discounts or coupons.
- Market your business keeping in mind the type of media that older adults follow.
- Appeal to older market segments by education, cultural values, health status for marketing opportunities.

Resources: [http://www.entrepreneur.com/article/201292#ixzz2VR\)14zct](http://www.entrepreneur.com/article/201292#ixzz2VR)14zct)

<http://www.entrepreneur.com/article/201292#ixzz2VR15J8DY>

[http://small business.chron.com/start-business-caters-senior-citizens-4834.html](http://small.business.chron.com/start-business-caters-senior-citizens-4834.html)