

CHAPTER 6 SHOPPING

Grocery Shopping

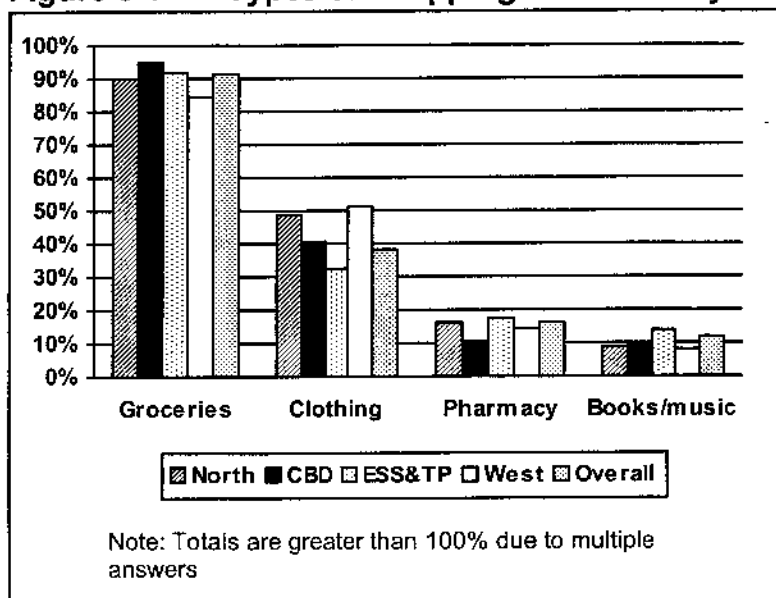
- *Most residents of Silver Spring/Takoma Park, 91 percent, shop for groceries within the area. Those who shop outside the area shop in a wide variety of locations. West Silver Spring residents were most likely to shop elsewhere, 13.5 percent do, although 84 percent shop in the area. West Silver Spring residents are by far the most likely to shop where they work. CBD residents were least likely to leave the area, only 4 percent do.*

- *Of the relatively small number who shop elsewhere, 29 percent do not like Silver Spring/Takoma Park's stores or selection, 19 percent shop near their jobs, 15 percent combine shopping with other errands, and 11 percent shop elsewhere for better prices. Residents of North Silver Spring and the CBD said that local shopping was "not safe" in 17 percent and 13 percent of the cases respectively.*

Other Shopping

- *When asked what other types of shopping are done in the Silver Spring/ Takoma Park Area, 38 percent said "none," 32 percent said "clothing," and 16 percent mentioned pharmacy items. Books and music were mentioned by 12 percent. No other types of merchandise were mentioned by 10 percent of the respondents. Purchases of clothing were less important in North Silver Spring, 24 percent, than the other planning areas. Respondents were permitted to offer up to nine types of shopping, but only "furniture and home furnishings" and "video" (presumably rentals) received a substantial number of responses in addition to "clothing," "pharmacy," and "books and music."*

Figure 6-1 Types of Shopping Done Locally



- *Twenty-one percent said that they don't shop outside the Silver Spring/Takoma Park Area; the remaining 79 percent shop for a wide variety of goods in other areas, especially for clothing.*
- *The majority of those who said that they don't shop in stores located in Silver Spring/Takoma Park, 55 percent, reported that they "don't like the stores/quality/variety." The second most important reason was "don't like the area," 15 percent. There weren't substantial differences among the four master plan areas, except that 10 percent of West Silver Spring residents said they shop elsewhere because they like a store in another area.*
- *Bethesda was the front runner, 24 percent, among the areas residents say they visit most frequently when they shop or go to a restaurant outside Silver Spring/Takoma Park. Wheaton was second with 20 percent, followed by Washington, D.C. with 17 percent and Rockville with 16 percent. West and North Silver Spring residents were especially prone to visit Bethesda, 50 percent and 36 percent respectively. A comparatively high 24 percent of North Silver Spring residents go to Wheaton. CBD residents were more likely than residents of other areas to shop in Washington, D.C., 24 percent, perhaps reflecting their excellent Metro access to the District. More East Silver Spring and Takoma Park residents chose Wheaton than other outside areas, 21 percent, but an unusually high 10 percent said that they did not shop outside the Silver Spring/Takoma Park area.*
- *About 22 percent of all Silver Spring/Takoma Park residents said that they visit the Silver Spring CBD daily for shopping or access to transportation, another 26 percent go at least once a week. An additional 32 percent go to the CBD at least once every two months. Among non-CBD residents, between 44 and 46 percent visit the CBD at least weekly; some go every day. These responses indicate that the CBD is important in its area for transportation and business purposes even though many respondents cite the need for revitalization there in their answers to other questions.*
- Respondents were asked whether they would visit certain types of businesses and attractions several times a year or more if these were available in downtown Silver Spring. The reference to multiple visits was intended to weed out those who were not very interested but would go once out of curiosity. The results, in declining order of preference, were as follows:

Ethnic restaurant district	83 percent
Enclosed farmers market	81 percent
Art or cultural center	78 percent
Health club	48 percent
Nightclub	36 percent

East Silver Spring, Takoma Park and CBD residents were more interested in a health club than other residents in the area, 51 and 50 percent respectively. CBD residents were most interested in a nightclub; 42 percent said they would visit one. These results appear to reflect the younger professionals who have moved to the CBD in recent years and the more urban ambiance there.

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- *Fifty-nine percent of respondents said that they had eaten out in Silver Spring during the past six months. CBD residents ate out in the area most often, 68 percent. This comparatively high rate probably reflects the convenience of having restaurants within walking distance of home in the CBD.*
 - *Among those who don't dine out in the area, the most common reason was "no restaurants I like," 42 percent. The second most frequent reason was "don't dine out," 22 percent. A quarter of those in East Silver Spring and Takoma Park said they don't dine out. In addition, 12 percent said that they don't like to go to the area. CBD residents said that there are no restaurants they like more often than residents of other areas, 60 percent. Parking and traffic, on the other hand, deterred fewer than 2 percent of the respondents from eating out in the CBD.*

SURVEY OF SILVER SPRING & TAKOMA PARK RESIDENTS

Table 6-1 To what area do you go to shop for food and other grocery items?

Question 7	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Silver Spring/ Takoma Park	3150	90.3%	4804	95.1%	18262	91.6%	3717	84.2%	29934	91.0%
Other	46	1.3%	49	1.0%	996	5.0%	89	2.0%	1181	3.6%
Rockville	99	2.8%	33	.7%	178	.9%	118	2.7%	428	1.3%
Wheaton	63	1.8%			323	1.6%	31	.7%	417	1.3%
Bethesda	46	1.3%	66	1.3%			271	6.1%	382	1.2%
Don't know			33	.7%	52	.3%	104	2.4%	189	.6%
White Oak	21	.6%	33	.7%	81	.4%			135	.4%
Chevy Chase	16	.5%			52	.3%	11	.3%	79	.2%
Kensington	28	.8%					26	.6%	53	.2%
Washington D.C.			33	.7%			11	.3%	44	.1%
Gaithersburg	4	.1%					37	.8%	41	.1%
Aspen Hill	18	.5%							18	.1%
Total	3491	100.0%	5050	100.0%	19945	100.0%	4416	100.0%	32901	100.0%

Table 6-2 What is the most important reason for which you do not shop for food and other grocery items in the Silver Spring/ Takoma Park area?

Question 7.11	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Don't like stores/ selection	158	47.6%	148	60.0%	345	20.8%	204	29.3%	855	29.1%
Shop near work	59	17.7%	33	13.3%	204	12.3%	253	36.2%	549	18.7%
Combine with other shopping	8	2.4%			382	23.0%	54	7.8%	445	15.1%
Don't know	5	1.6%	33	13.3%	295	17.8%	78	11.2%	411	14.0%
Price	24	7.1%			271	16.3%	26	3.7%	320	10.9%
Not safe/ dangerous	55	16.6%	33	13.3%	109	6.6%	23	3.3%	220	7.5%
Crowded					52	3.2%			52	1.8%
Distance	8	2.4%					34	4.9%	42	1.4%
Public transportation							26	3.7%	26	.9%
Parking	16	4.7%							16	.5%
Total	332	100.0%	246	100.0%	1659	100.0%	698	100.0%	2936	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 6-3 What type of shopping do you do at stores located in the Silver Spring/Takoma Park area?

Question 7.4	Assigned Master Plan Area								Total Respondents	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		# of Respondents	
	Respondents	%	Respondents	%	Respondents	%	Respondents	%	Respondents	%
No	1899	48.8%	2016	40.7%	6513	32.7%	2247	51.3%	12475	38.1%
Clothing	823	23.6%	1588	32.1%	7008	35.2%	1187	27.1%	10606	32.4%
Pharmacy	574	16.5%	520	10.5%	3525	17.7%	627	14.3%	5245	16.0%
Books/music	294	8.5%	471	9.5%	2752	13.8%	363	8.3%	3880	11.9%
Furniture/ home furnishings	210	6.0%	192	3.9%	2228	11.2%	303	6.9%	2932	9.0%
Video	245	7.0%	378	7.6%	1577	7.9%	362	8.3%	2562	7.8%
Small appliances	181	5.2%	279	5.6%	1227	6.2%	195	4.4%	1882	5.8%
Department store	54	1.6%	263	5.3%	834	4.2%	150	3.4%	1301	4.0%
Rug/carpet	84	2.4%	33	.7%	856	4.3%	73	1.7%	1046	3.2%
Jewelry	50	1.4%	93	1.9%	699	3.5%	99	2.3%	941	2.9%
Gifts	47	1.4%			735	3.7%	6	.1%	789	2.4%
Don't know	60	1.7%	66	1.3%	539	2.7%	90	2.1%	756	2.3%
All shopping	28	.8%	99	2.0%	517	2.6%	26	.6%	669	2.0%
Hardware	173	5.0%	82	1.7%	360	1.8%	49	1.1%	663	2.0%
Automotive	42	1.2%	148	3.0%	345	1.7%	11	.3%	546	1.7%
Restaurants/ Liquor	107	3.1%	126	2.5%	188	.9%	118	2.7%	539	1.6%
Computer/ Office supplies	78	2.2%	99	2.0%	317	1.6%	11	.3%	504	1.5%
Hobby shops	35	1.0%	33	.7%	230	1.2%	92	2.1%	390	1.2%
Dry cleaning	66	1.9%	33	.7%	257	1.3%	15	.3%	370	1.1%
Beauty/Barber shop and supplies	16	.5%	93	1.9%	245	1.2%	6	.1%	360	1.1%
Specialty shops	8	.2%			178	.9%	26	.6%	212	.6%
Toys	16	.5%	33	.7%	131	.7%	11	.3%	191	.6%
Thrift stores	31	.9%	66	1.3%	52	.3%	37	.9%	187	.6%
Bank/finance	24	.7%	33	.7%	105	.5%	13	.3%	174	.5%
Health stores	16	.5%			109	.5%			125	.4%
Sporting goods			33	.7%	79	.4%	4	.1%	115	.4%
Other					109	.5%			109	.3%
Antique shop	16	.5%			52	.3%			68	.2%
Pet stores			33	.7%					33	.1%
Total Respondents	3480	143.0%	4951	137.5%	19890	159.7%	4378	139.8%	32700	151.9%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

SURVEY OF SILVER SPRING & TAKOMA PARK RESIDENTS

Table 6-4 What type of shopping do you at stores located outside of the Silver Spring/Takoma Park area?

Question 7.5	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		# of Respondents	%
	# of Respondents	%	# of Respondents	%	# of Respondents	%	# of Respondents	%		
Clothing	2074	59.6%	2624	52.0%	8962	44.8%	2386	54.1%	16046	48.7%
No	383	11.0%	794	15.7%	4784	23.9%	779	17.7%	6741	20.5%
Furniture/home furnishings	908	26.1%	1095	21.7%	3200	16.0%	949	21.5%	6152	18.7%
Books/music	813	23.4%	986	19.5%	3140	15.7%	898	20.4%	5837	17.7%
Department store	209	6.0%	362	7.2%	1280	6.4%	354	8.0%	2205	6.7%
Video	282	8.1%	208	4.1%	1232	6.2%	346	7.8%	2067	6.3%
Pharmacy	232	6.7%	131	2.6%	1127	5.6%	205	4.6%	1695	5.1%
Hardware	239	6.9%	214	4.2%	1009	5.0%	163	3.7%	1624	4.9%
Jewelry	282	8.1%	33	.7%	939	4.7%	182	4.1%	1436	4.4%
Rug/carpet	227	6.5%	99	2.0%	834	4.2%	142	3.2%	1301	4.0%
All shopping	273	7.9%	181	3.6%	425	2.1%	349	7.9%	1228	3.7%
Don't know	86	2.5%	66	1.3%	821	4.1%	109	2.5%	1082	3.3%
Computer/ Office supplies	26	.7%	33	.7%	668	3.3%	63	1.4%	790	2.4%
Small appliances	99	2.8%	66	1.3%	369	1.8%	63	1.4%	598	1.8%
Restaurants/ Liquor	47	1.4%	49	1.0%	266	1.3%	140	3.2%	503	1.5%
Gifts	97	2.8%	137	2.7%	79	.4%	86	1.9%	398	1.2%
Sporting goods	24	.7%			279	1.4%	75	1.7%	377	1.1%
Hobby shops	31	.9%	82	1.6%	188	.9%	60	1.4%	361	1.1%
Specialty shops	68	1.9%	49	1.0%	218	1.1%	11	.3%	347	1.1%
Automotive	64	1.8%	110	2.2%	146	.7%	26	.6%	345	1.0%
Thrift stores	58	1.7%	33	.7%	131	.7%	75	1.7%	297	.9%
Pet stores			99	2.0%	162	.8%	26	.6%	286	.9%
Toys	31	.9%	33	.7%	183	.9%	23	.5%	270	.8%
Beauty/Barber shops and supplies	16	.5%	66	1.3%	26	.1%	11	.3%	119	.4%
Dry cleaning					81	.4%			81	.2%
Antique shop	12	.3%	33	.7%	26	.1%			71	.2%
Health stores	26	.8%	33	.7%					59	.2%
Total Respondents	3479	189.9%	5050	150.8%	20000	152.9%	4412	170.5%	32940	158.8%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 6-5 Why do you not shop at stores located in the Silver Spring/Takoma Park area?

Question 7.51	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Don't like stores/ quality/variety	1029	60.9%	1265	62.8%	3328	51.7%	1230	54.7%	6852	55.3%
Don't like area	328	19.4%	197	9.8%	1126	17.5%	233	10.4%	1885	15.2%
Like store in other area	116	6.9%	99	4.9%	451	7.0%	230	10.3%	897	7.2%
Don't know	46	2.7%	181	9.0%	376	5.8%	101	4.5%	703	5.7%
Parking	83	4.9%	66	3.3%	323	5.0%	124	5.5%	595	4.8%
Shop near work/ convenience	12	.7%	66	3.3%	240	3.7%	190	8.5%	508	4.1%
Price	41	2.4%	66	3.3%	373	5.8%			480	3.9%
Don't shop/ Someone else does shopping	16	.9%			214	3.3%	114	5.1%	343	2.8%
Other	19	1.1%	44	2.2%			13	.6%	76	.6%
Public transportation			33	1.6%			13	.6%	46	.4%
Total	1690	100.0%	2016	100.0%	6432	100.0%	2247	100.0%	12385	100.0%

Table 6-6 When you shop or go to a restaurant outside the Silver Spring/Takoma Park area, to which area

Question 7.52	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Bethesda	1262	36.2%	1282	25.4%	3271	16.4%	2201	49.8%	8016	24.4%
Wheaton	833	23.9%	1068	21.1%	4096	20.5%	586	13.3%	6583	20.0%
D.C.	330	9.5%	1210	24.0%	3369	16.9%	582	13.2%	5492	16.7%
Rockville	666	19.1%	778	15.4%	3205	16.1%	583	13.2%	5232	15.9%
No other areas	99	2.8%	241	4.8%	2081	10.4%	92	2.1%	2513	7.6%
Other	107	3.1%	115	2.3%	1538	7.7%	75	1.7%	1835	5.6%
Laurel	38	1.1%	49	1.0%	701	3.5%	6	.1%	795	2.4%
Gaithersburg/ Germantown	61	1.8%	33	.7%	478	2.4%	86	1.9%	658	2.0%
White Oak	4	.1%			511	2.6%			515	1.6%
Virginia	42	1.2%	175	3.5%	109	.5%	78	1.8%	405	1.2%
Langley Park			33	.7%	271	1.4%			304	.9%
Don't know	8	.2%			162	.8%	84	1.9%	254	.8%
Chevy Chase	31	.9%	66	1.3%	105	.5%	39	.9%	241	.7%
Greenbelt	4	.1%			50	.2%	4	.1%	57	.2%
Total	3487	100.0%	5050	100.0%	19947	100.0%	4416	100.0%	32900	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 6-7 How often have you visited downtown Silver Spring over the past year?

Question 7.6	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Daily	745	21.3%	1928	38.2%	3797	19.0%	918	20.8%	7388	22.4%
At least once/week	835	23.9%	1484	29.4%	4990	25.0%	1169	26.5%	8479	25.7%
At least once every 2 weeks	335	9.6%	296	5.9%	2015	10.1%	380	8.6%	3026	9.2%
At least once every month	430	12.3%	444	8.8%	3636	18.2%	598	13.5%	5107	15.5%
At least once every 2 months	340	9.7%	164	3.3%	1441	7.2%	322	7.3%	2268	6.9%
Less than once every 2 months	504	14.4%	477	9.4%	2490	12.5%	518	11.7%	3989	12.1%
Never	275	7.9%	214	4.2%	1248	6.2%	511	11.6%	2247	6.8%
Don't know where area is	19	.5%			109	.5%			128	.4%
Don't know	8	.2%	44	.9%	247	1.2%			299	.9%
Total	3491	100.0%	5050	100.0%	19974	100.0%	4416	100.0%	32930	100.0%

Table 6-8 Would you visit an art or cultural center in downtown Silver Spring?

Question 7.73	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	2919	83.6%	3916	77.5%	15399	77.0%	3452	78.4%	25686	78.0%
No	416	11.9%	937	18.5%	4106	20.5%	897	20.4%	6356	19.3%
Don't know	156	4.5%	197	3.9%	495	2.5%	55	1.2%	902	2.7%
Total	3491	100.0%	5050	100.0%	20000	100.0%	4404	100.0%	32945	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 6-9 Would you visit an enclosed farmer's market in downtown Silver Spring?

Question 7.74	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	3025	86.7%	4031	79.8%	15823	79.6%	3832	86.8%	26711	81.3%
No	400	11.5%	986	19.5%	3476	17.5%	528	12.0%	5390	16.4%
Don't know	66	1.9%	33	.7%	592	3.0%	55	1.2%	746	2.3%
Total	3491	100.0%	5050	100.0%	19890	100.0%	4416	100.0%	32847	100.0%

Table 6-10 Would you visit a nightclub in downtown Silver Spring?

Questionn 7.75	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	978	28.0%	2142	42.4%	7170	35.9%	1414	32.0%	11703	35.5%
No	2357	67.5%	2695	53.4%	12567	62.8%	2818	63.8%	20437	62.0%
Don't know	156	4.5%	214	4.2%	262	1.3%	184	4.2%	815	2.5%
Total	3491	100.0%	5050	100.0%	20000	100.0%	4416	100.0%	32956	100.0%

Table 6-11 Would you visit a health club in downtown Silver Spring?

Question 7.76	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	1385	39.7%	2541	50.3%	10154	50.8%	1675	38.0%	15755	47.8%
No	1945	55.7%	2344	46.4%	9430	47.1%	2504	56.9%	16223	49.2%
Don't know	161	4.6%	164	3.3%	416	2.1%	225	5.1%	967	2.9%
Total	3491	100.0%	5050	100.0%	20000	100.0%	4404	100.0%	32945	100.0%

Table 6-12 Would you visit an ethnic restaurant district in downtown Silver Spring?

Question 7.77	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	2961	84.8%	4097	81.1%	16776	83.9%	3631	82.4%	27465	83.4%
No	478	13.7%	854	16.9%	3005	15.0%	652	14.8%	4990	15.1%
Don't know	51	1.5%	99	2.0%	218	1.1%	121	2.7%	489	1.5%
Total	3491	100.0%	5050	100.0%	20000	100.0%	4404	100.0%	32945	100.0%

Table 6-13 Have you gone to Silver Spring to dine out during the past six months?

Question 7.78	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	2035	58.6%	3429	67.9%	11443	57.2%	2415	54.7%	19322	58.7%
No	1429	41.2%	1621	32.1%	8502	42.5%	1950	44.2%	13502	41.0%
Don't know	8	.2%			55	.3%	50	1.1%	113	.3%
Total	3472	100.0%	5050	100.0%	20000	100.0%	4416	100.0%	32937	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 6-14 Why have you not been to Silver Spring to dine out during the past six months?

Question 7.79	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
No restaurants I like	669	46.8%	969	59.8%	3074	36.3%	1002	51.4%	5715	42.4%
Don't dine out	270	18.9%	263	16.2%	2110	24.9%	255	13.1%	2898	21.5%
Don't like to go there	201	14.1%	115	7.1%	1003	11.8%	263	13.5%	1581	11.7%
No particular reason	35	2.4%	44	2.7%	644	7.6%	149	7.6%	872	6.5%
Prices	72	5.0%	33	2.0%	710	8.4%	6	.3%	821	6.1%
Safety	148	10.3%	66	4.1%	266	3.1%	49	2.5%	528	3.9%
Not familiar with area	8	.6%	33	2.0%	214	2.5%	101	5.2%	355	2.6%
Not convenient	8	.6%	33	2.0%	240	2.8%	49	2.5%	330	2.4%
Parking	20	1.4%	33	2.0%	105	1.2%	11	.6%	169	1.3%
Don't know					109	1.3%	52	2.7%	161	1.2%
Other			33	2.0%					33	.2%
Traffic							13	.7%	13	.1%
Total	1429	100.0%	1621	100.0%	8476	100.0%	1950	100.0%	13476	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.