DOWNTOWN ENGAGEMENT SURVEY 2.0

Insights for Recovery

SEPTEMBER 2020
As a follow up to the Downtown Engagement and Business Surveys from the spring of this year (2020), the Downtown Engagement Survey 2.0 measures the current comfort levels of consumers in relation to visiting public spaces and retail and dining establishments. This survey also surveyed business owners and managers about their operations and the continued impacts of COVID-19, and we compared current results to those from the spring survey.

**SURVEY GOALS**

1. Proactively engage with our community, members, and stakeholders during the pandemic to learn how DDP can respond.

2. Use survey results to inform DDP’s strategy and services as part of Downtown’s COVID-19 recovery plan.

3. Compare results to the spring Engagement Survey to illustrate trends and changes in consumer behavior and utilize results to determine data needed for future surveys.

4. Receive real-time data and feedback to inform safety protocols and guidelines in the Parks + Public Spaces.

5. Receive real-time insights on the current economic climate as well as visitor / customer preferences.

6. Share results as a resource to the Detroit community, helping navigate this challenging time together.
**DEMOGRAPHICS**

Survey open from August 26 – September 9

- Even distribution across age groups 25 – 65+
- 369 responses

**WHERE RESPONDENTS LIVE**

- 39% of responses from Detroit residents
- 53% of responses from Metro Detroit suburbs

**WHERE RESPONDENTS WORK**

- 62% employed in Detroit
- 23% employed in Metro Detroit suburbs
KEY FINDINGS

1. IMPACT OF K-12 SCHOOL PLANS
   - 90% of the survey participants with K-12 children have remote schooling this fall.
   - 63% of respondents with K12 kids would have adverse or unknown impacts on their ability to work.

2. CONSUMER BEHAVIOR AND ECONOMICS
   - 75% patronizing Detroit restaurants – either dining in, delivery or carryout.
     - 15% This is an increase from 60% in the spring Engagement Survey.
   - 82% willing to visit retail establishments.
     - 11% This is an increase from the responses in the spring where 71% of respondents were willing to visit retail.
   - 51% of participants want to participate in outdoor events as long as distancing and safety protocols are implemented.
   - 84% are willing to dine in outdoor restaurants.
     - 8% This is an 8% increase from 76% on the spring survey.

3. OUTDOOR EVENTS
   - 41% not willing to attend outdoor events in 2020.
   - 38% willing to attend outdoor events with safety measures and reduced capacity.
   - 7% willing regardless of conditions.
   - 6% willing with safety measures regardless of size.
   - 8% willing to attend if a vaccine is found.
   - 16% willing with safety measures and reduced capacity if a vaccine were developed.
   - 9% willing if a vaccine were developed.
   - 7% willing regardless of conditions.
   - 6% willing with safety measures regardless of size.
   - 4% willing at any size with safety measures.

4. INDOOR EVENTS
   - 66% are not willing to attend any indoor events in 2020.
   - 16% willing with safety measures and reduced capacity.
   - 5% willing regardless of conditions.
   - 4% willing at any size with safety measures.
**KEY FINDINGS**

**COMFORT LEVELS OF CONSUMERS**
- **70%**
  - More than 70% of respondents need to see a reduction in cases, a vaccine and/or a decrease in fatalities in order to resume “normal” activity.
- **62%**
  - comfortable going to their offices
- **10%**
  - not comfortable dining in restaurants

- **25%**
  - comfortable with how businesses are operating
- **54%**
  - would like to see more diligent mask usage by patrons
- **49%**
  - would like to see stronger distancing layouts/protocols

**PUBLIC SPACES**
- **50%**
  - More than 50% of participants are visiting Belle Isle and the Riverfront
- **33%**
  - are visiting the Dequindre Cut
- **26%**
  - are visiting Beacon Park
- **46%**
  - are visiting Campus Martius
- **42%**
  - are visiting Eastern Market
- **19%**
  - are not visiting any Greater Downtown Public Spaces

**BUSINESS IMPACTS**

**CURRENT SURVEY RESPONSES**
- **75 businesses responded**
- **50% at reduced capacity**
- **13% not operating at all**
- **47% did not apply for relief measures**
- **8% not approved for relief measures**
- **39% of businesses indicated they needed further support**

**SPRING BUSINESS SURVEY RESPONSES**
- **46 businesses responded**
- **68.5% at reduced capacity**
- **30% not operating at all**
- **13% did not intend to apply for relief measures**
- **4.3% not approved for relief measures**

**MASK HABITS**
- **95%**
  - Over 95% of respondents are committed to wearing masks in public.
  - *9% This is an increase from 86% from the spring survey.*

**PERCENTAGE OF PARTICIPANTS COMFORTABLE IN OUTDOOR SPACES WITHOUT A MASK**
- **46%**
  - near food trucks
- **77%**
  - at parks NOT during an event
- **36%**
  - at parks, during an event
- **67%**
  - on the streets of Downtown
- **63%**
  - on an outdoor patio
CONCERNS ABOUT COVID-19 IMPACTS

When asked to rank nine (9) impacts from COVID-19, respondents ranked the following as their top concern:

1. 40% Unknown health impacts
2. 28% Death toll
3. 10% Employment stability
4. 9% Businesses closing

Health impacts and death toll ranked highest on the second priority as well.

The next ranking concerns were economic. The top responses to the third priority were:

1. 27% Poverty from unemployment
2. 17% Businesses closing
3. 13% Employment stability
4. 12% Evictions and housing stability
NEXT STEPS

1. Implement marketing programs to support Downtown businesses and economic activity

2. Develop outdoor events and programming to help support Downtown businesses and social activity through changing weather. Highest comfort levels were in outdoor spaces

3. Promote parking and other incentives in the media, on social media platforms and newsletters

4. Monitor open Downtown businesses and employees returning to work Downtown. Provide lists of open restaurants and retail for Downtown companies and its employees

5. Connect with the Downtown Detroit BIZ for additional resources by emailing biz@downtowndetroit.org or kitty.whitfield@downtowndetroit.org