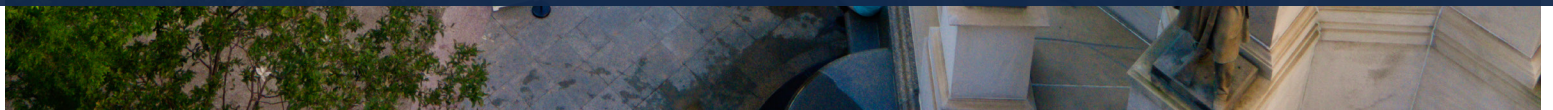




DOWNTOWN ENGAGEMENT SURVEY 2.0

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



369 responses



Even distribution across
age groups 25 – 65+

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

8%
willing to attend if a vaccine is found

6%
willing with safety measures regardless of size

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

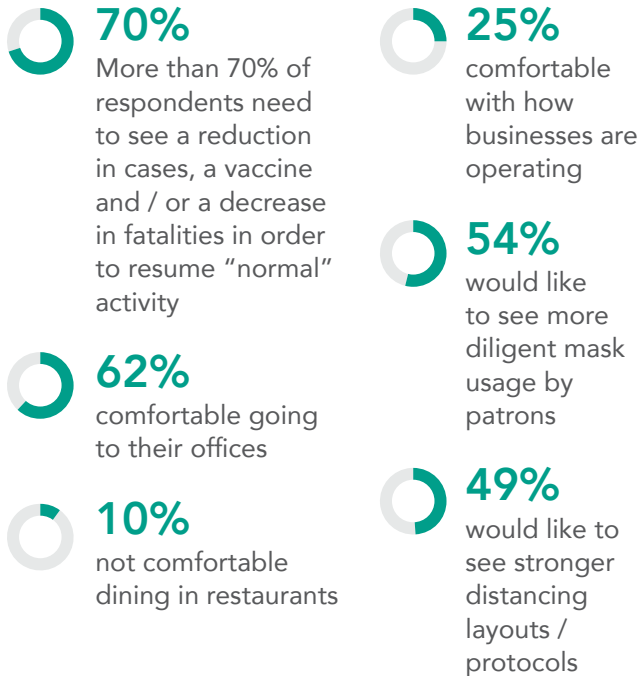
9%
willing if a vaccine were developed

4%
willing at any size with safety measures

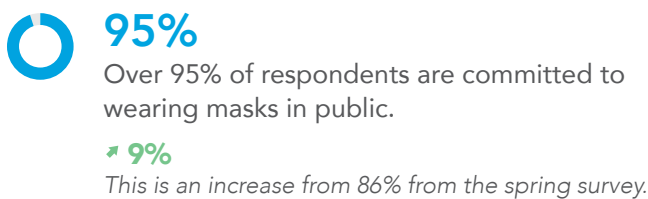


KEY FINDINGS

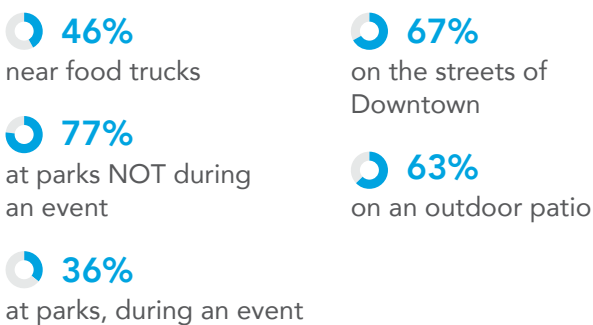
5 COMFORT LEVELS OF CONSUMERS



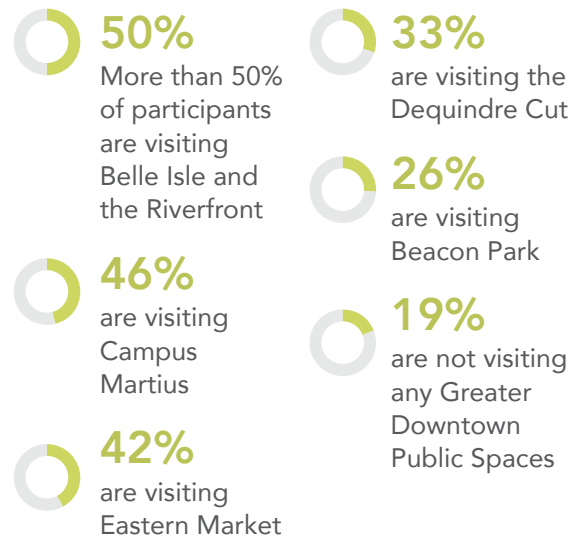
6 MASK HABITS



PERCENTAGE OF PARTICIPANTS COMFORTABLE IN OUTDOOR SPACES WITHOUT A MASK

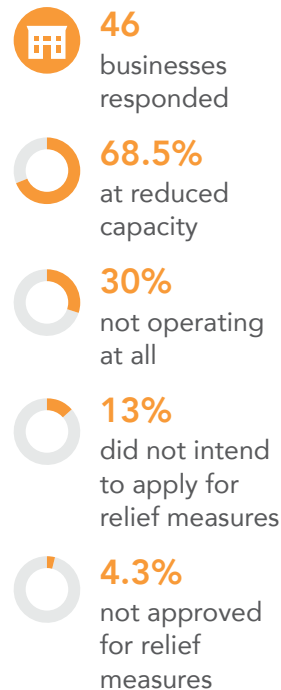


7 PUBLIC SPACES



8 BUSINESS IMPACTS

SPRING BUSINESS SURVEY RESPONSES



CURRENT SURVEY RESPONSES





CONCERNS ABOUT COVID-19 IMPACTS

9

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



10

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:





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

