

# DOWNTOWN ENGAGEMENT SURVEY 2.0

Insights for Recovery

**SEPTEMBER 2020** 





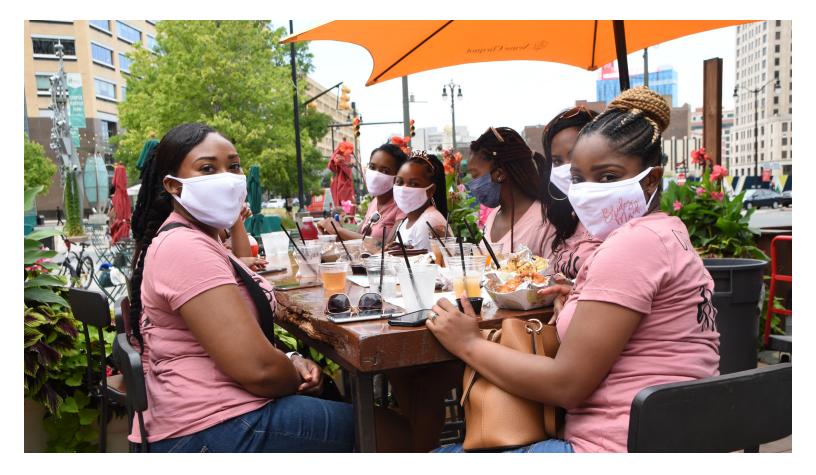




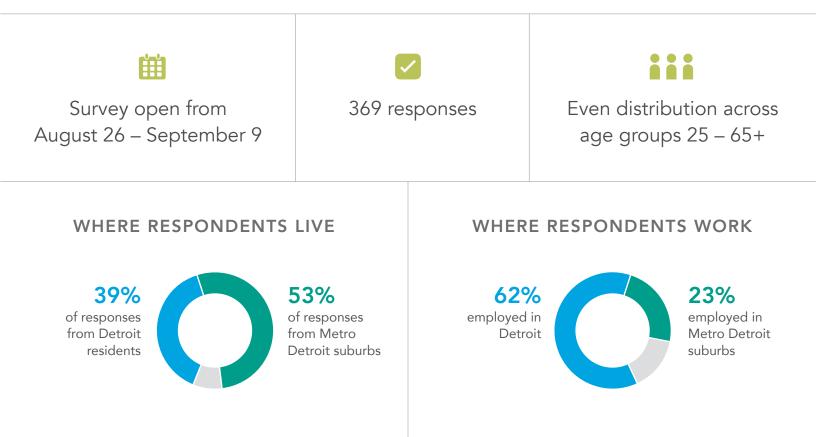
As a follow up to the Downtown Engagement and Business Surveys from the spring of this year (2020), the Downtown Engagement Survey 2.0 measures the current comfort levels of consumers in relation to visiting public spaces and retail and dining establishments. This survey also surveyed business owners 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

- Proactively engage with our community, members, and stakeholders during the pandemic to learn how DDP can respond
- <sup>2</sup> Use survey results to inform DDP's strategy and services as part of Downtown's COVID-19 recovery plan
- <sup>3</sup> 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





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# KEY FINDINGS

#### 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

#### 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

### 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

### INDOOR EVENTS

66% are not willing to attend any indoor events in 2020

16% willing with safety measures and reduced capacity

## 9%

willing if a vaccine were developed

#### 5% willing

regardless of conditions

### 4%

willing at any size with safety measures

1

# KEY FINDINGS

25%

with how

operating

54%

would like

usage by

patrons

49%

would like to

see stronger

distancing

layouts /

protocols

to see more

diligent mask

comfortable

businesses are

#### 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

## 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

67%

on the streets of Downtown

63%

on an outdoor patio

**77%** at parks NOT during an event

**36%** at parks, during an event

More than 50% of participants are visiting Belle Isle and the Riverfront

**PUBLIC SPACES** 

50%

**46%** are visiting Campus Martius

**42%** are visiting Eastern Market 33% are visiting the Dequindre Cut

26% are visiting Beacon Park

**19%** are not visiting any Greater Downtown Public Spaces

**BUSINESS IMPACTS** 

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 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

SEPTEMBER 2020



# CONCERNS ABOUT COVID-19 IMPACTS

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

> **40%** Unknown health impacts



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**10%** Employment stability

**9%** Businesses closing

# 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:

> **27%** Poverty from unemployment

**17%** Businesses closing

1

2

3

4

**13%** Employment stability

**12%** Evictions and housing stability



# NEXT STEPS

- 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
- <sup>3</sup> 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