



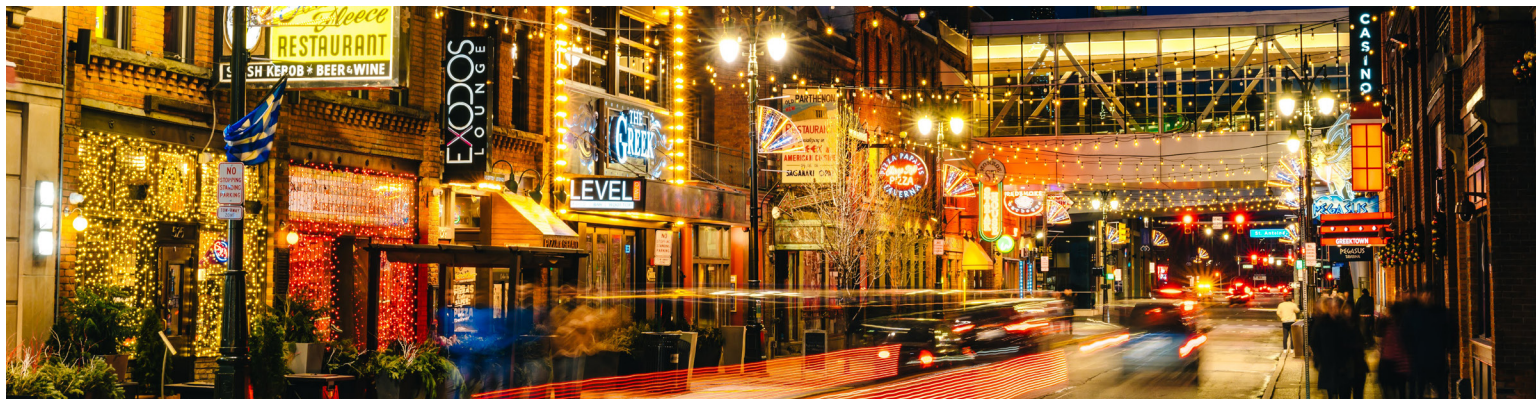
# DOWNTOWN ENGAGEMENT SURVEY 3.0

*Preparing for Winter*

NOVEMBER 2020







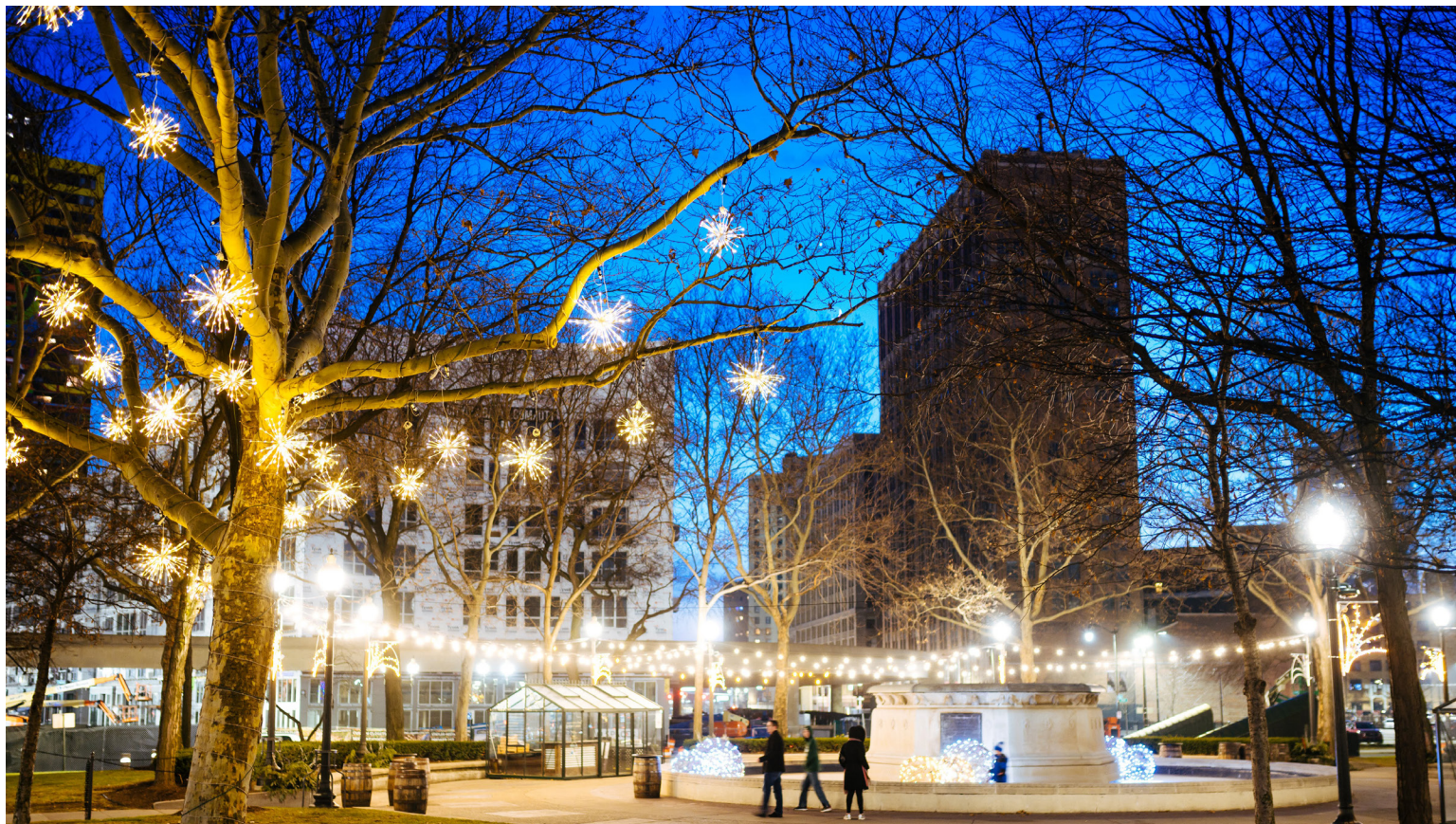
The Downtown Engagement Survey 3.0 – Preparing for Winter is a follow-up to the spring and fall Downtown Detroit Engagement and Business Surveys. The latest survey iteration was released to assess the current comfort and behaviors of Downtown Detroit consumers and measure the economic health of the Downtown Detroit business community through the 2020-2021 winter months. As we move into this season, the Downtown Detroit Partnership (DDP) and the Downtown Detroit Business Improvement Zone (BIZ) want to ensure the Downtown community and its visitors are being served in the best way possible.

## 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 previous two Downtown Engagement Surveys to showcase trends and changes in consumer behavior. Use the survey results to determine changing needs for DDP and BIZ services in Downtown Detroit and provide insight for goals on 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  
October 23 –  
November 8



678  
responses



Proportionally even  
distribution across  
age groups 25 – 65+



**25%**  
of respondents have  
children under 18

## WHERE RESPONDENTS LIVE

**36%**

of responses from  
Detroit residents



**50%**

of responses from  
Metro Detroit  
suburbs

## WHERE RESPONDENTS WORK

**54%**

employed in  
Detroit



**33%**

employed in  
Metro Detroit  
suburbs







# KEY FINDINGS

## 1 COMFORT WITH SOCIAL ENGAGEMENT AND REGULATIONS



**71%**  
Majority of respondents are engaging in some social activity



**73%**  
More than 73% of respondents agree with the City of Detroit's approach to managing the pandemic

**Concerns about the impacts of COVID-19 ranked as follows:**

- 1 Unknown health impacts
- 2 Death toll
- 3 Poverty from unemployment
- 4 Evictions and business closings (tied)

## 2 CONSUMER BEHAVIOR AND ECONOMICS



**73%**  
patronizing Detroit restaurants – either dining in, delivery or carryout

*This is an increase from 60% in the spring, but a slight decrease from the fall.*



**81%**  
willing to visit retail establishments

*This is an increase from the responses in the spring where 71% of respondents were willing to visit retail and a slight decrease from the fall response of 82%.*



**53%**  
are willing to go into the office

**9%**  
*This is a decrease from 62% in the fall.*



**69%**  
willing to visit a hair or nail salon

## 3 OUTDOORS IN THE WINTER

**47%**

feel comfortable dining in an outdoor semi-weather protected space



**48%**

were not comfortable dining in a semi-weather protected outdoor space either because of temperature or health risks (20%)

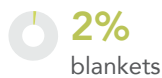
**Respondents would like the following as outdoor weather protections:**



**90%**  
heaters



**25%**  
windscreens



**2%**  
blankets were not popular among respondents



**48%**  
tenting



**21%**  
fire pits

## 4 INDOORS



**65%**  
of respondents comfortable dining indoors.

**Respondents wanted to see the following indoors:**



**47%**  
diligent mask usage by patrons



**30%**  
obvious cleaning techniques



**43%**  
strong distancing or staggered use protocols



**24%**  
enhances hand sanitizing / washing stations



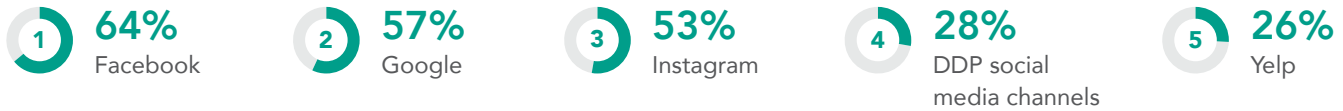
**41%**  
diligent mask usage by employees



# KEY FINDINGS

5

## TOP 5 DIGITAL RESOURCES FOR THINGS TO DO IN DOWNTOWN DETROIT



6

## DESIRED OUTDOOR WINTER ACTIVITIES

(Ranked by responses)



7

## PLANS TO ATTEND EXISTING WINTER ACTIVITIES IN DOWNTOWN DETROIT

(Ranked by responses)



8

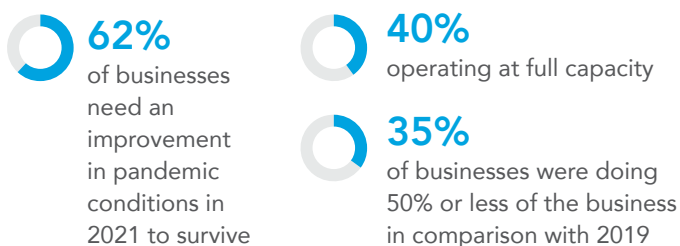
## BUSINESS IMPACTS

- CURRENT/WINTER BUSINESS SURVEY
- FALL BUSINESS SURVEY
- SPRING BUSINESS SURVEY

### Number of business responses



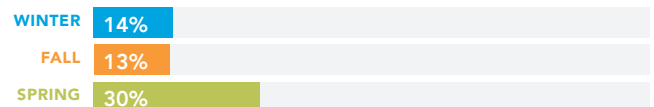
### Current/winter business survey responses



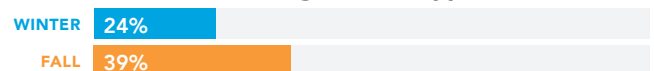
### Businesses operating at reduced capacity



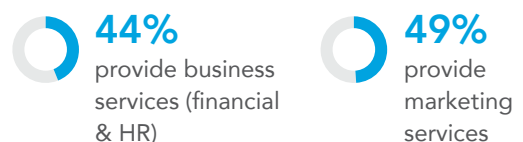
### Businesses not operating at all



### Businesses needing further support



### Business owners and managers were most interested in connecting with Downtown businesses that







# NEXT STEPS

1

Implement marketing initiatives to support Downtown businesses and economic activity

---

2

Develop events and programming to help support businesses through all seasons. The survey revealed a desire for more winter outdoor activities and a genuine interest in current activities and evidence that outdoor programming and spaces can help support economic and social activity

---

3

Promote parking incentives in the media (TV/radio, newspaper), on social media and in newsletters

---

4

Monitor open Downtown businesses and employees returning to work Downtown and provide lists of open restaurants and retail for Downtown companies and their employees

