



# IDA Urban District Consumer Survey: Spring/Summer 2021

## Overall Results

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### Table of Contents

About the Overall Research	<b>1</b>
Demographic Profile	<b>2 - 3</b>
Response to the Pandemic	<b>3</b>
Comfort Level with Businesses/Events	<b>4</b>
Likelihood to Attend Outdoor Event	<b>5</b>
Comfort Level with Dining	<b>6</b>
Returning to Work	<b>7 - 8</b>
Transportation	<b>9</b>
Likelihood to Travel and Shopping	<b>10</b>
Vaccine Passports and Sources of Information	<b>11</b>



## About the Overall Research

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As we begin to emerge from Covid and look toward the summer season, it is critical for downtown leaders to assess priorities and plans of residents, customers, and employees.

As a service to our members, IDA has partnered with RRC Associates to survey residents and provide insights into their priorities and concerns. This dashboard summary compares the results from Overall to the overall pool of respondents from the US and Canada.

The data can be critically important in helping to shape your planning and messaging for the public this summer. We recommend that you share it with your partners at the City, Chamber, CVB/DMO, etc. as well as your business stakeholders.

If you have questions about the results, please contact Sean Maher at RRC Associates: [sean@rrcassociates.com](mailto:sean@rrcassociates.com).

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Sample Size:

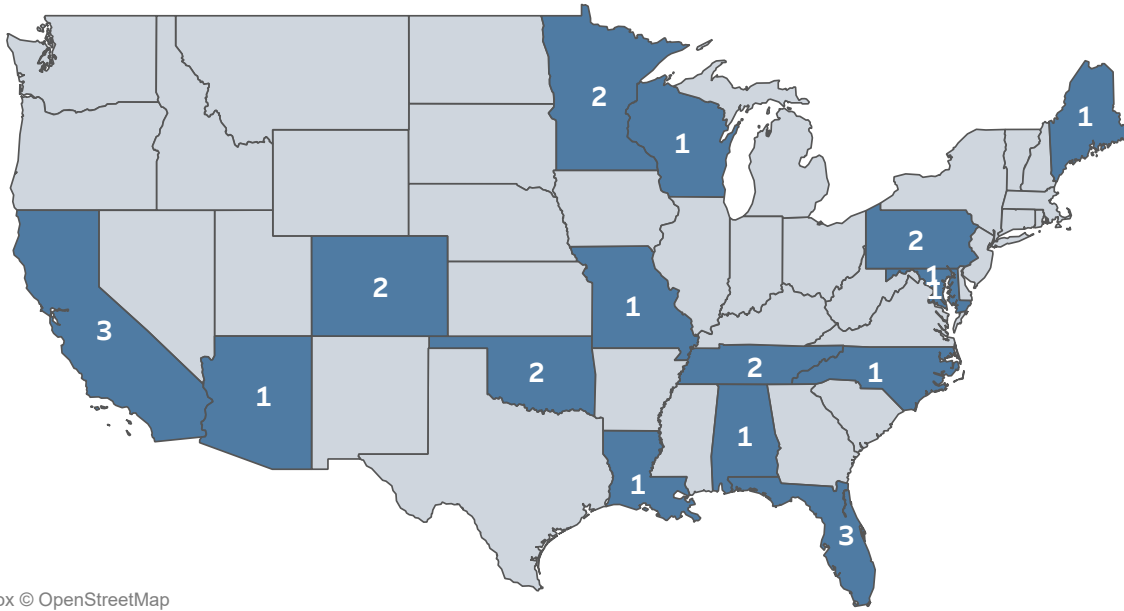
**5,134**

Overall Surveys

# Demographic Profile

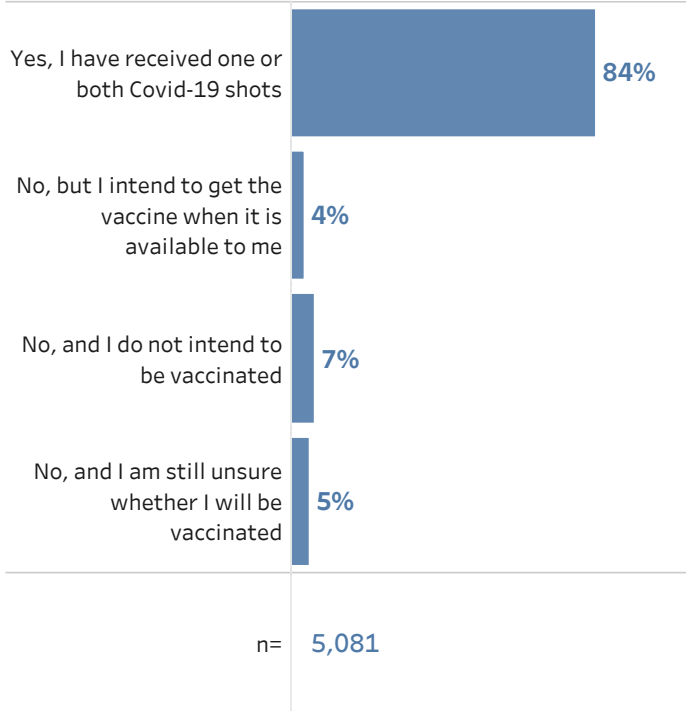
Number of Participating Districts in the Study by State

United States

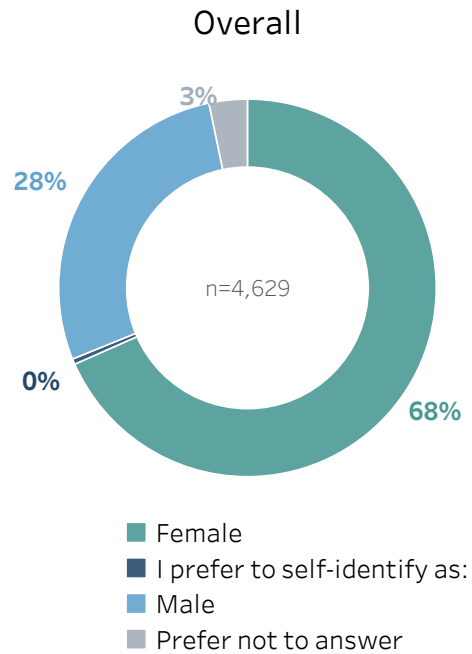


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## Have you received a Covid-19 vaccination?

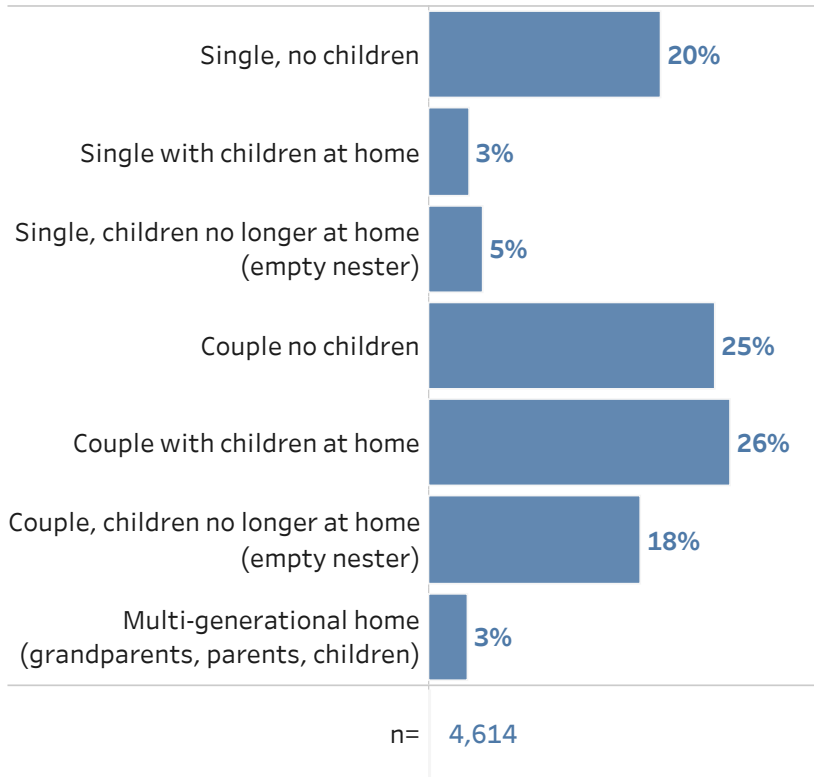


## Respondent Gender

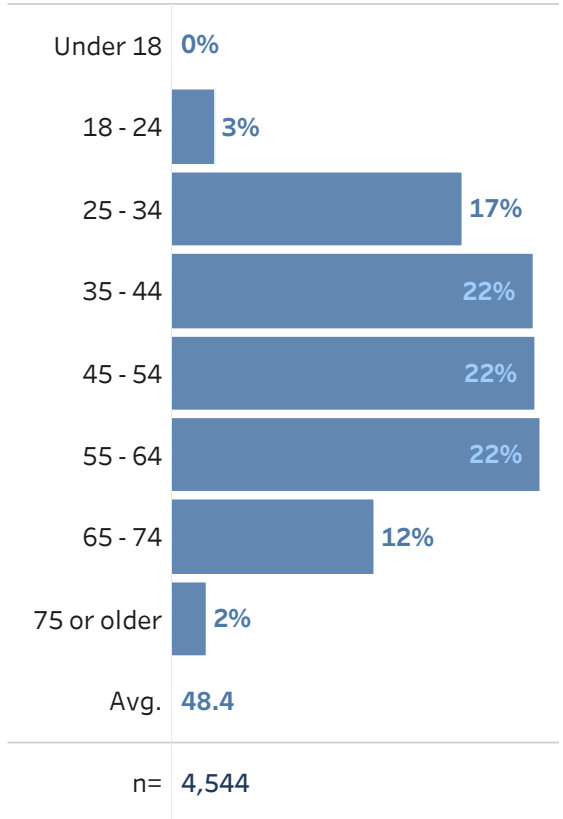


# Demographic Profile

## Which of these categories best describes your current household?

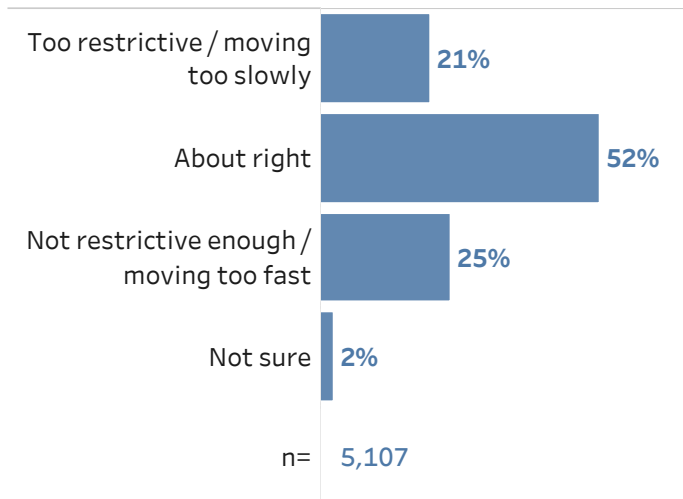


## Age of respondent

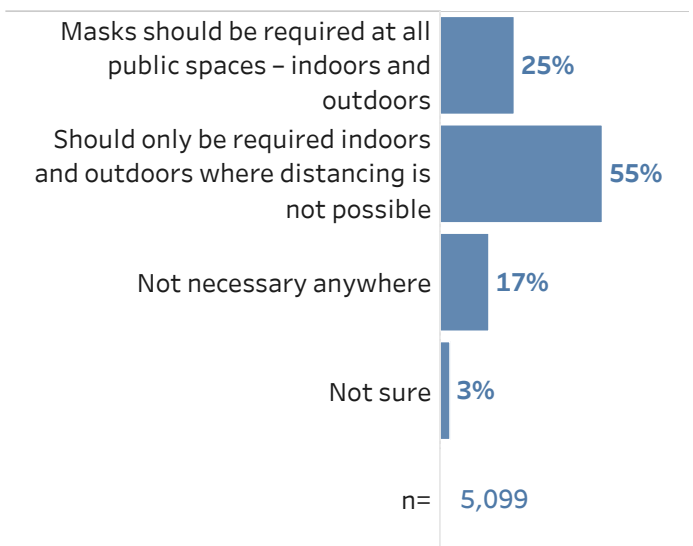


# Response to the Pandemic

Regarding local government policies, do you feel the current pace of easing restrictions on indoor dining, movies theaters, special events, etc. in your community is:



How do you feel about public mask requirements in your area as we move into the summer season?



# Comfort Level with Businesses/Events

## Overall Only

Assuming health and safety guidelines (such as distancing and wearing face coverings) are followed, how likely are you to visit the following businesses or events this summer?

Average Rating and Percent Responding 1 - 4.

1-Very unlikely 2-Somewhat unlikely 3-Somewhat likely 4-Very likely

Rating Category	Avg.	n=	Very/Somewhat Unlikely (1 & 2)	Very/Somewhat Likely (3 & 4)
Restaurants offering outdoor seating	3.6	5,063	9%	91%
Outdoor festivals, farmers markets, etc	3.5	5,024	12%	88%
Small retail shops and boutiques	3.5	5,042	12%	88%
Large (big box) retail stores	3.4	5,046	15%	85%
Outdoor performances, concerts, or gatherings	3.3	4,995	18%	82%
Public libraries and museums	3.2	4,984	20%	80%
Hotels	3.1	4,936	27%	73%
Outdoor spectator sports (baseball, soccer, etc.)	3.0	4,909	28%	72%
Restaurants offering indoor seating	3.0	5,023	31%	69%
Offices not open to the general public	2.9	4,538	32%	68%
Airbnb or other short term rental properties	2.9	4,790	33%	67%
Organized running events or charity walks	2.7	4,745	41%	59%
Indoor performances, concerts, or gatherings	2.5	4,961	51%	49%
Gyms and recreation centers	2.5	4,872	52%	48%
Movie theaters	2.4	4,902	53%	47%
Indoor spectator sports (basketball, hockey, etc.)	2.3	4,916	57%	43%
Bars and night clubs	2.3	4,935	58%	42%

\*Categories are sorted in descending order by the average rating in Overall.

## Likelihood to Attend Outdoor Event

With regards to Covid-19 safety precautions, if an outdoor event such as a concert or arts festival were to occur downtown or near your home this summer, how likely would you be to attend under the following conditions?

Average Rating and Percent Responding 1 - 4, Overall Only

1-Very unlikely to attend   2-Somewhat unlikely to attend   3-Somewhat likely to attend   4-Very likely to attend

Rating Category	Avg.	n=	Somewhat/Very unlikely (1 & 2)	Somewhat/Very likely (3 & 4)
With safety precautions strictly enforced	3.1	4,965	21%	79%
Without enforced safety precautions	2.1	4,941	64%	36%

\*Categories are sorted in descending order by the average rating of Overall respondents.

What is your feeling on larger outdoor events happening this summer like concerts, festivals, spectator sports, etc.?

Let them resume at full capacity	27%
Allow them but limit attendance and enforce safety policies	58%
It is still not safe to resume larger events at all	12%
Unsure	3%
n=	5,028

# Comfort Level with Dining

Please rate your level of comfort regarding your health with each of the following while still maintaining proper safety precautions:

Average Rating and Percent Responding 1 - 5, Overall Only.

1-Not at all comfortable    2    3    4    5-Very comfortable

Rating Category	Avg.	n=	Uncomfortable (1 & 2)	Neutral (3)	Comfortable (4 & 5)
Indoor dining with seating capacity restrictions - 50% or less	3.7	4,895	24%	15%	61%
Movie theaters and indoor event venues	2.9	4,906	44%	19%	37%
Business conferences/conventions	2.9	4,894	46%	18%	36%
Indoor dining in a restaurant without capacity restrictions	2.7	4,918	53%	12%	35%

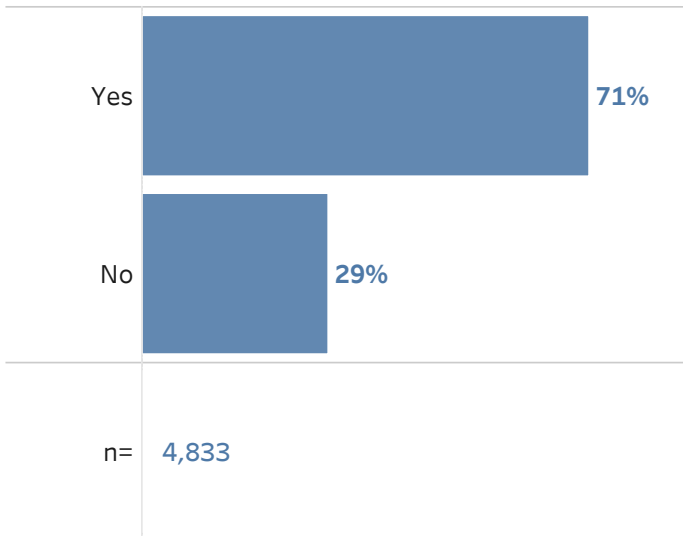
\*Categories are sorted in descending order by the average rating in Overall.

Do you think recently expanded outdoor restaurant seating in sidewalks, parking spaces, streets, etc. should be made permanent when Covid-19 restrictions are lifted?

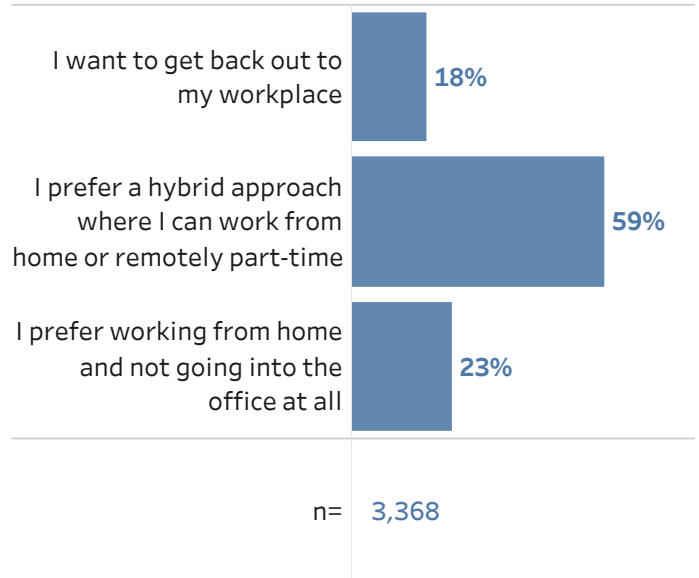
Yes, make the changes permanent	57%
Yes, but keep the expanded seating only at certain times and places	27%
No, return all public spaces to their original uses	10%
Not sure	6%
n=	4,924

## Returning to Work

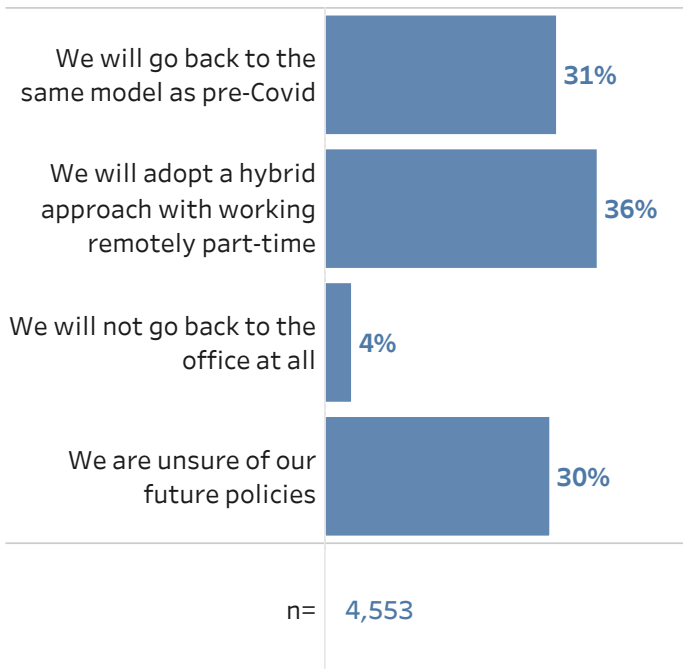
### Did you work remotely part or full time during the last year due to Covid?



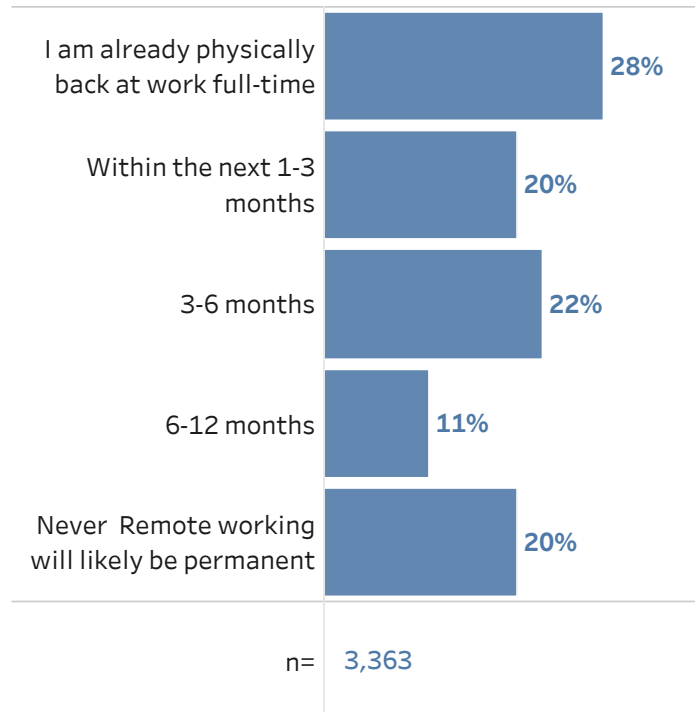
### Where do you prefer to work?



### Will your workplace resume pre-Covid attendance policies in the future or change the way people work going forward?



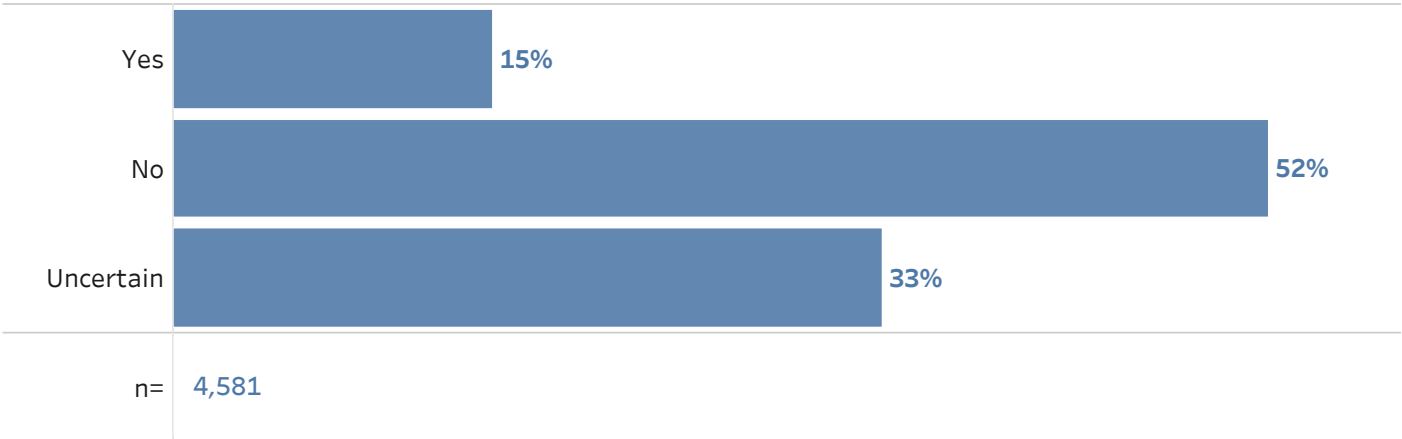
### When do you anticipate returning to your office or place of work on a regular basis?



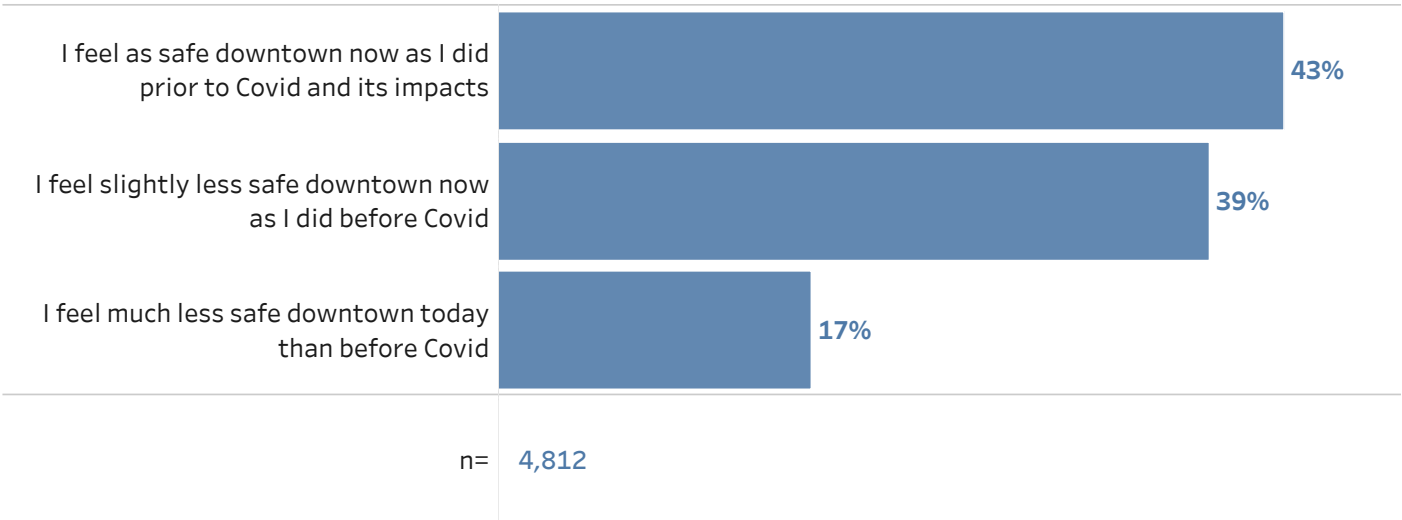


## Returning to Work

Has your office space been made smaller, or is it likely to be reduced due to changes caused by Covid?

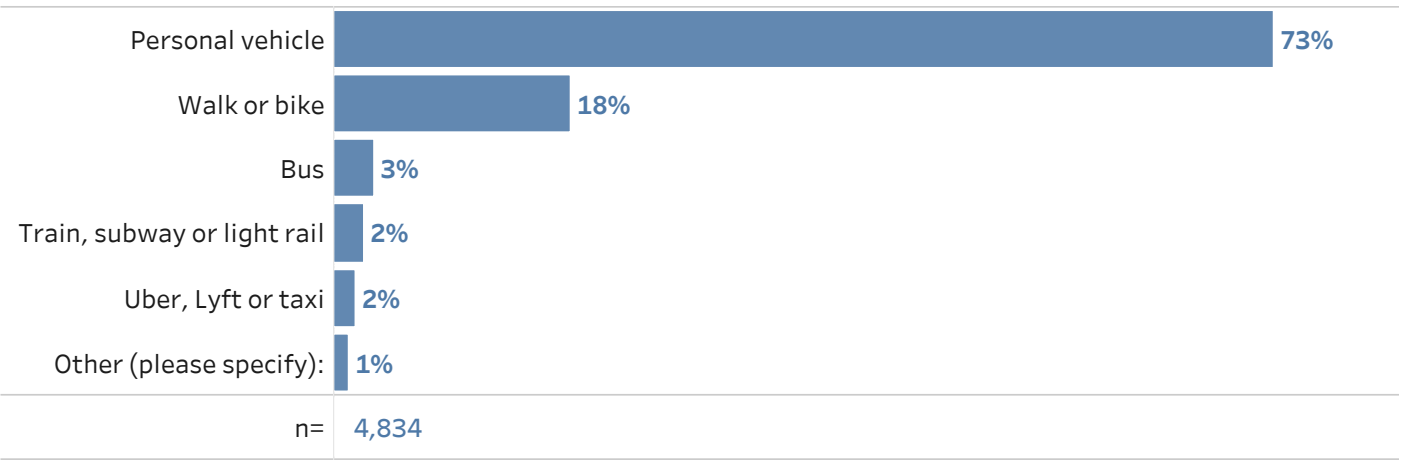


Overall, how safe and secure do you feel visiting downtown today as compared to before Covid?



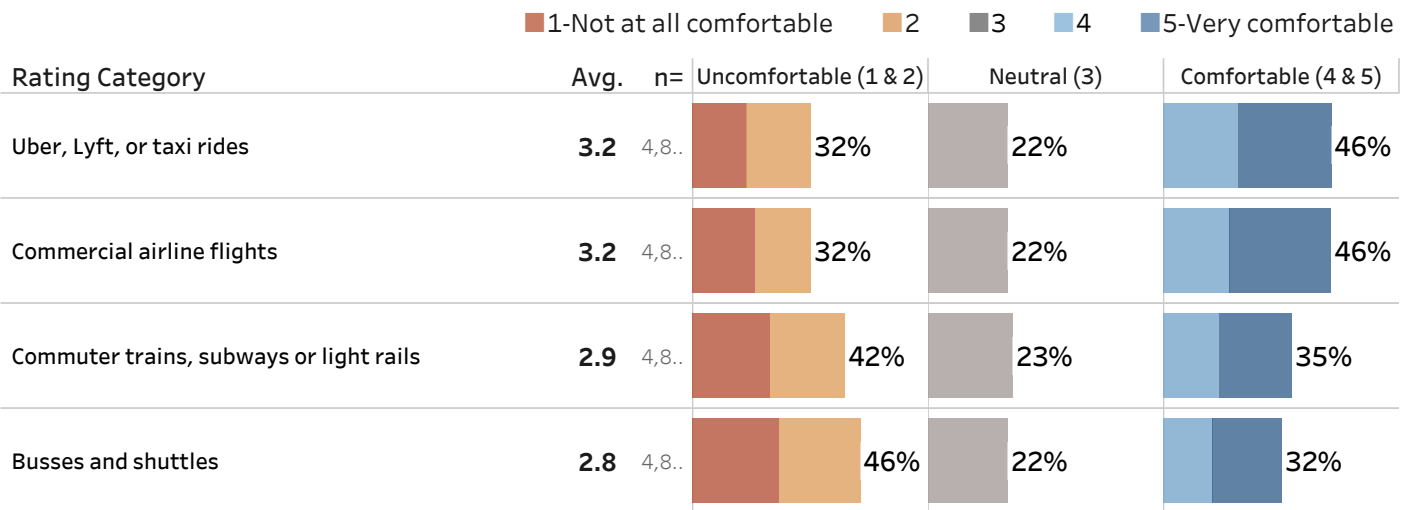
# Transportation

When you visit the downtown area for work, shopping, dining, etc. what mode of transportation do you use most frequently to travel there?



Thinking about this summer, how comfortable are you using the following types of transportation?

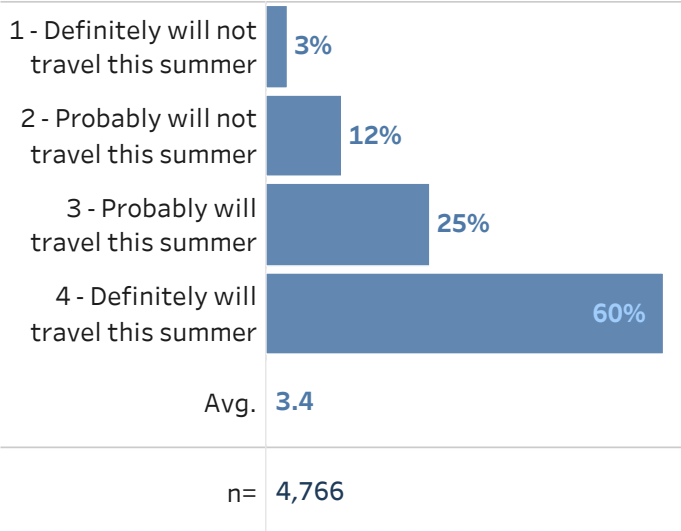
Average Rating and Percent Responding 1 - 5, Overall Only.



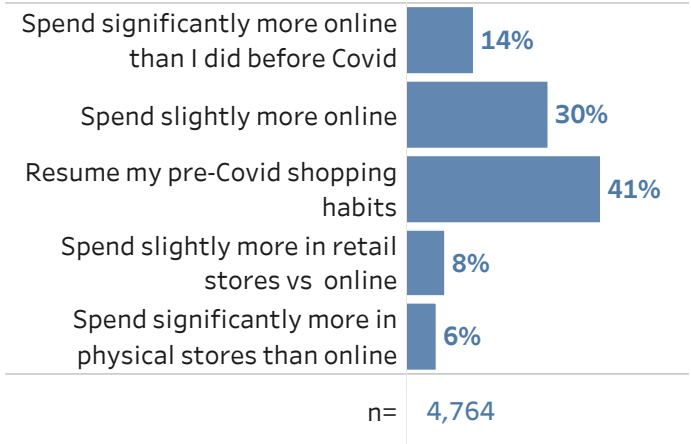
\*Categories are sorted in descending order by the average rating in Overall.

# Likelihood to Travel and Shopping

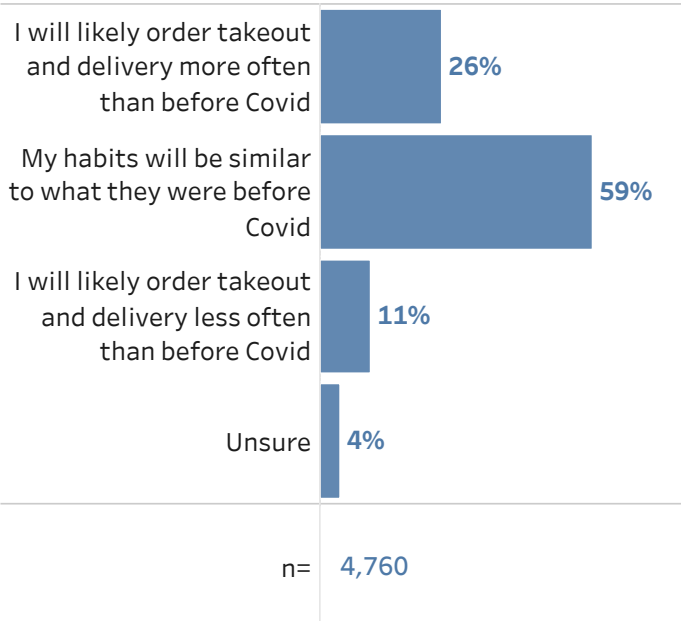
## How likely are you to take an overnight leisure trip this summer?



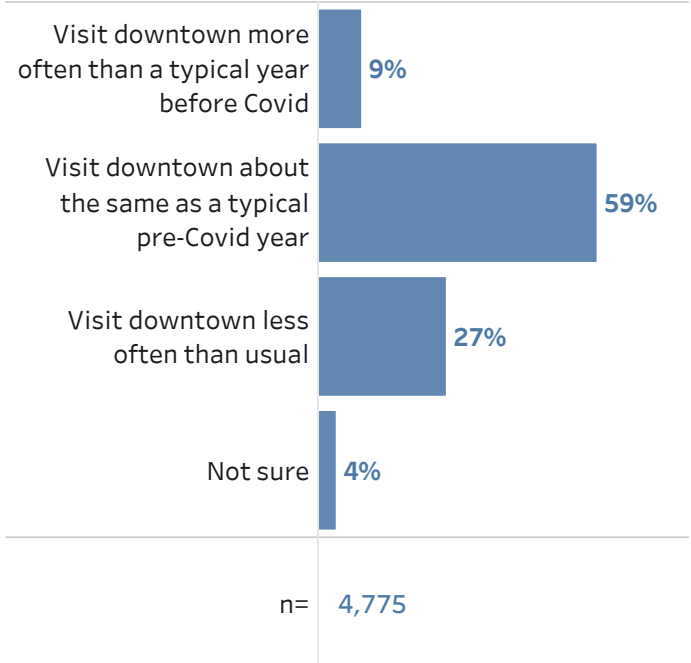
## Many people have shopped online more during the pandemic than they did before. Once Covid is no longer a threat, do you think you will:



## Many people also ordered more takeout and delivery during the pandemic. Going forward, will you order more or less takeout from restaurants?

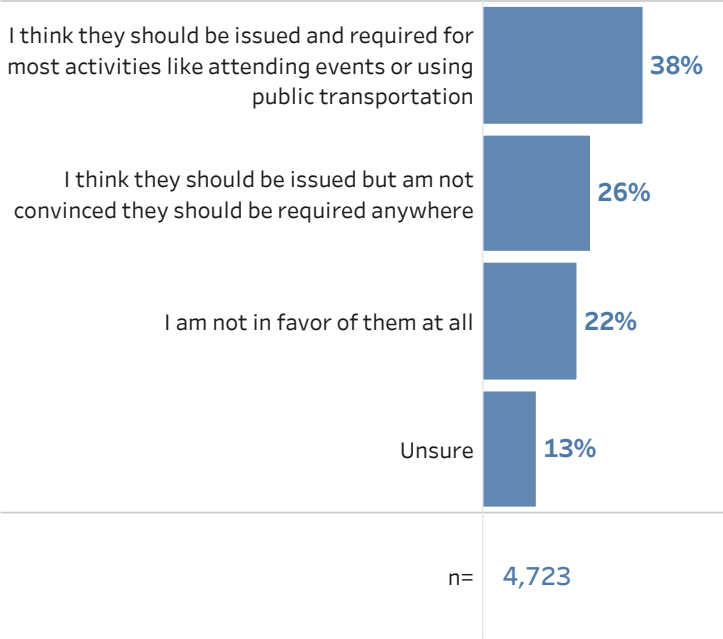


## Now thinking about visiting your downtown district for shopping, dining, or leisure, this summer, do you think you will:

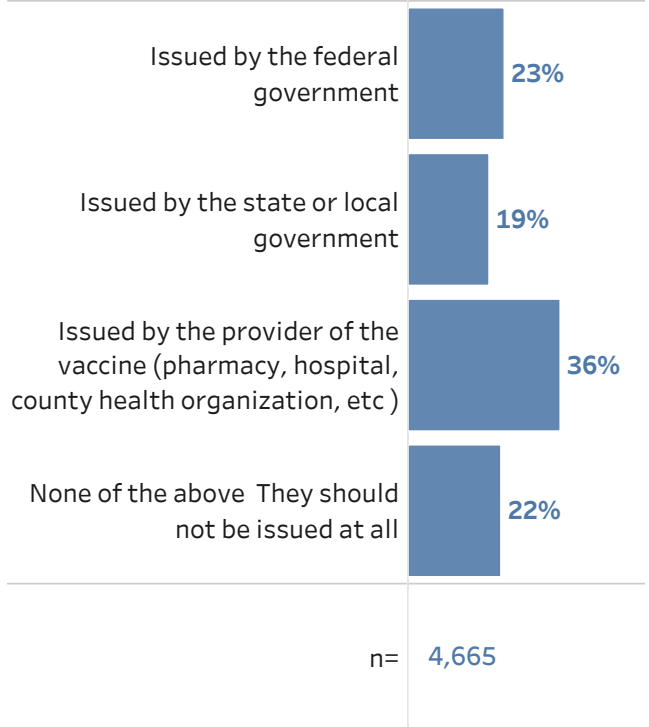


# Vaccine Passports and Sources of Information

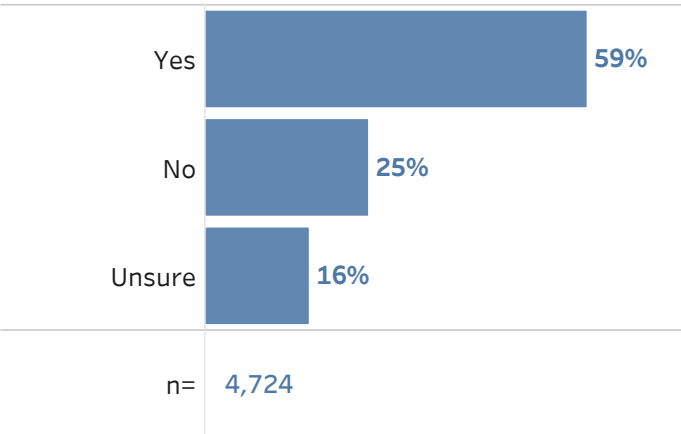
You may have heard about the possibility of “Vaccine Passports” that would allow people who have been vaccinated to easily identify themselves. What are your thoughts on the idea?



If there are Covid Passports or “Proof of Vaccination” cards, do you think they should be:



Do you favor a Covid vaccine requirement of any kind to enter certain facilities and events or board a commercial airline flight?



What is your preferred method for staying informed on what is happening downtown in general and related to Covid updates?

