

**June 5, 2020**

## **Summary of Community Survey of Sentiment on Returning to Local Business**

There were approximately 1500 responses to the survey. We have broken down the survey results to 5 categories: General overall response, men up to age 50; men age 50+; women up to age 50; and women age 50+.

**Question #1:** As restaurants reopen for dining when do you expect to do attend?

Overall 25% expect to go out to dine very soon, while 34% expect to wait up to a couple of months. Men are much more likely to dine out very soon after reopening than women of all ages, who are more likely to wait until restaurants have been opened a couple of months.

**Question #2:** As retail shops reopen, when do you expect to visit?

Overall 34% expect to visit retail shops very soon. This was relatively consistent across all groups, except men up to age 50 expect to visit retail shops very soon after reopening at a much higher rate - 51%.

**Question #3:** As personal service establishments (hair and skin care, nails, massage, etc.) reopen when do you expect to attend?

Overall 44% expect to visit very soon after reopening, with 21% waiting up to two months. This is fairly consistent with all age groups and genders.

**Question #4:** As local businesses reopen, do you expect to do less, more or the same amount of online shopping as you've been doing during the stay-at-home period?

Overall 58% expect to do the same amount, 36% expect to do less, and only 6% expect to do more. This is fairly consistent across all groups, but 64% of women up to age 50 expect to do the same amount of online shopping.

**Question #5:** Which expected or potential safety measures to allow businesses to reopen would make you most comfortable as you return to shopping or dining at local small businesses?

Overall the highest rated safety measure is a hand sanitizer station at entrance of business, at 72%. The next highest rated is touch-free doors at entry/exit, at 65%. The following measures all received percentages in the 60% range – curbside pickup, all staff wear face masks, customers wear facemasks and touch-free payment systems at checkout. These responses are all fairly consistent across all the groups, with the lowest percentage of respondents favoring either staff wearing gloves or gloves being offered to customers.

**Question #6 – What else would make you feel safe?**

In addition to the items cited in Question 5, masks are the most desired safety measure, both worn by all customers (13%) and by employees (6%). Cleanliness, including frequent cleaning of restroom and posted schedules of when cleaning has occurred was the second most frequently mentioned measure businesses could take to make customers feel safe (9.3%).

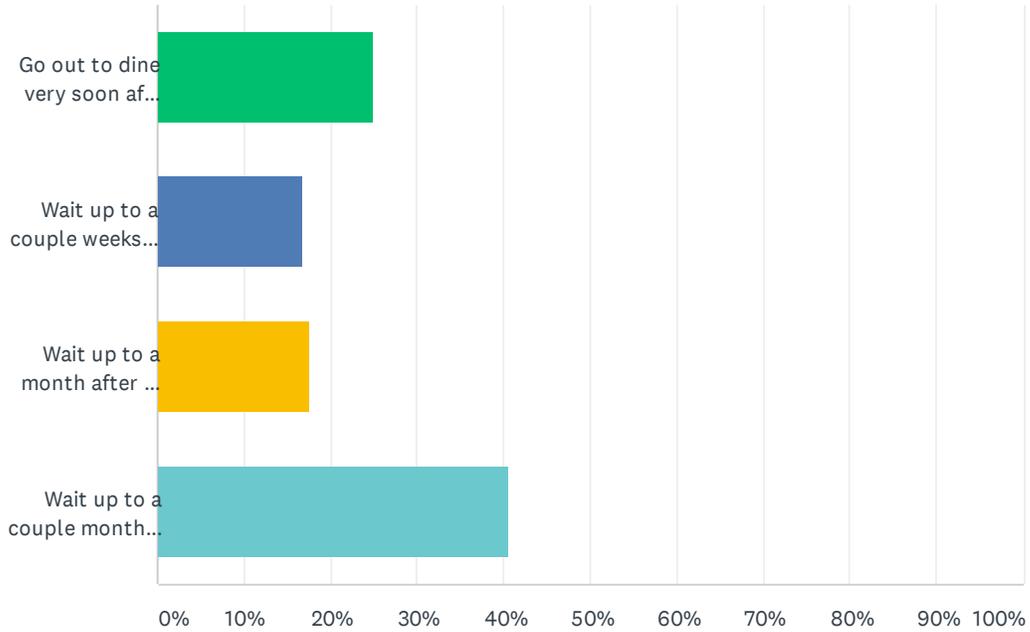
**Question #7:** Would you be willing to pay slightly more for goods and services at businesses that implement enhanced safety measures (beyond the minimum necessary)?

Overall 73% responded yes, which is consistent across the various groups, with the lowest at 63% from men up to age 50.

**Community Survey of Sentiment on Returning to Local Business**  
**General Survey**

## Q1 As restaurants reopen for seated dining, do you expect to:

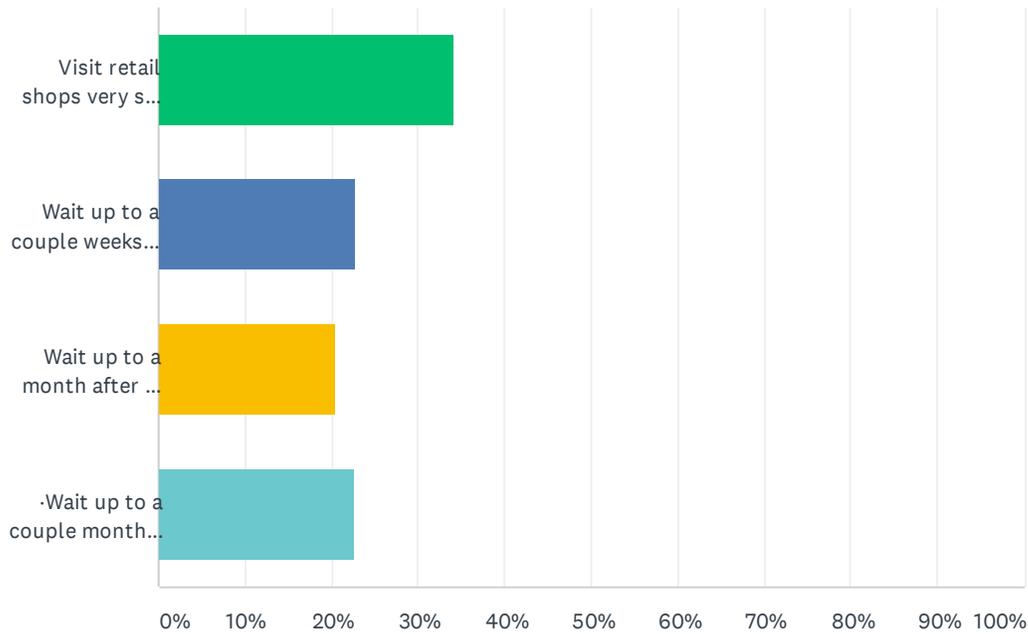
Answered: 300 Skipped: 2



ANSWER CHOICES	RESPONSES	
Go out to dine very soon after reopening	25.00%	75
Wait up to a couple weeks after the reopening date	16.67%	50
Wait up to a month after the reopening date	17.67%	53
Wait up to a couple months or more after the reopening date	40.67%	122
<b>TOTAL</b>		<b>300</b>

## Q2 As retail shops (clothing, jewelry, books, art supplies, décor, furniture, etc.) reopen, do you expect to:

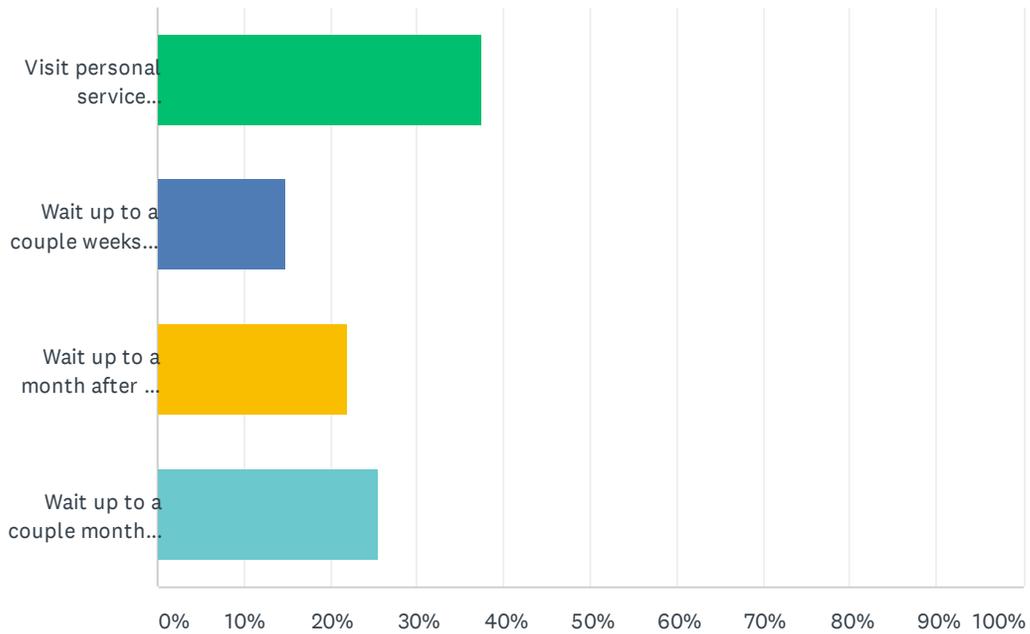
Answered: 302 Skipped: 0



ANSWER CHOICES	RESPONSES	
Visit retail shops very soon after reopening	34.11%	103
Wait up to a couple weeks after the reopening date	22.85%	69
Wait up to a month after the reopening date	20.53%	62
Wait up to a couple months or more after the reopening date	22.52%	68
TOTAL		302

### Q3 As personal service establishments (hair care, skin care, nails, massage, etc.) reopen, do you expect to:

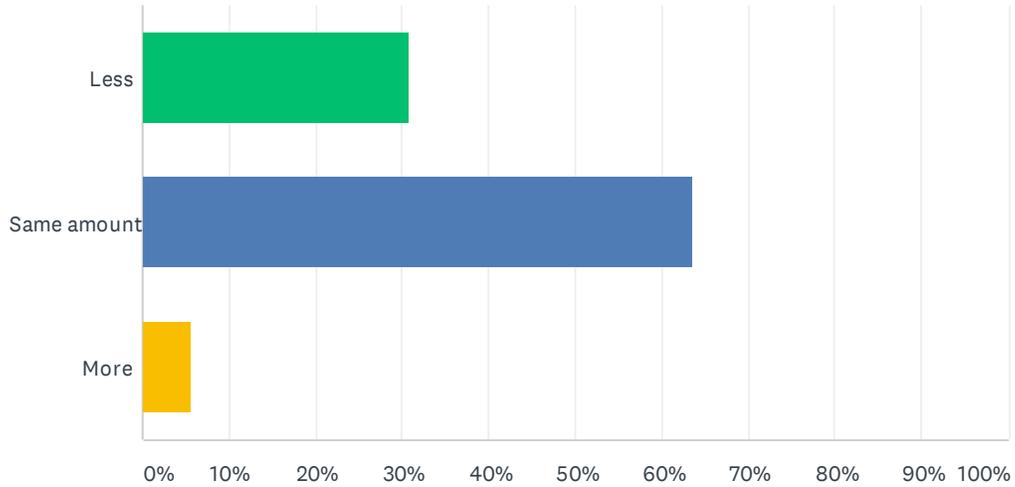
Answered: 301 Skipped: 1



ANSWER CHOICES	RESPONSES
Visit personal service establishments very soon after reopening	37.54% 113
Wait up to a couple weeks after the reopening date	14.95% 45
Wait up to a month after the reopening date	21.93% 66
Wait up to a couple months or more after the reopening date	25.58% 77
<b>TOTAL</b>	<b>301</b>

## Q4 As local businesses reopen, do you expect to do less, more or the same amount of online shopping as you've been doing during the stay-at-home period?

Answered: 302 Skipped: 0



ANSWER CHOICES	RESPONSES
Less	30.79% 93
Same amount	63.58% 192
More	5.63% 17
TOTAL	302

Q5 For each of the following expected or potential safety measures to allow business to reopen, please indicate whether the measure would make you very comfortable, somewhat comfortable, neither uncomfortable nor comfortable, somewhat uncomfortable or very uncomfortable as you return to shopping or dining at local small businesses:

Answered: 302 Skipped: 0

## Community Sentiment on Returning to Local Businesses

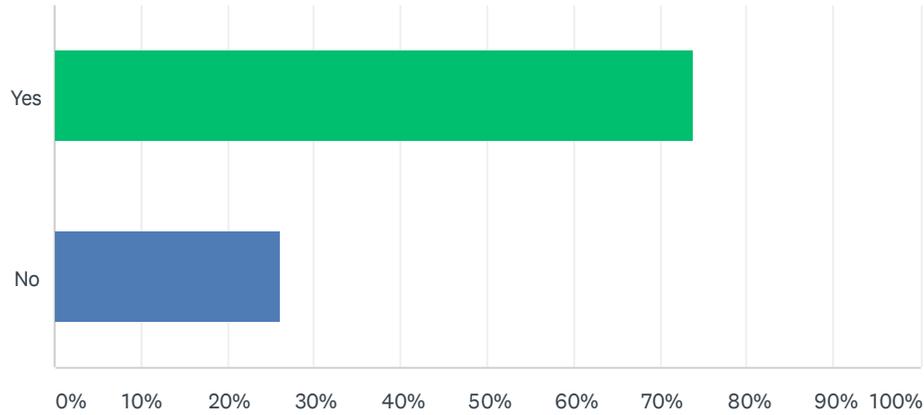
	VERY COMFORTABLE	SOMEWHAT COMFORTABLE	NEITHER UNCOMFORTABLE NOR COMFORTABLE	SOMEWHAT UNCOMFORTABLE	VERY UNCOMFORTABLE	TOTAL
Delivery services	67.22% 203	15.23% 46	12.25% 37	3.64% 11	1.66% 5	302
Curbside pickup	67.55% 204	18.87% 57	9.93% 30	1.66% 5	1.99% 6	302
All staff wear face masks	55.30% 167	23.51% 71	13.25% 40	4.64% 14	3.31% 10	302
All staff wear gloves	27.81% 84	20.53% 62	33.44% 101	12.58% 38	5.63% 17	302
Gloves offered to customers	24.17% 73	15.56% 47	38.41% 116	11.26% 34	10.60% 32	302
Masks worn by all customers	56.81% 171	17.94% 54	10.96% 33	3.99% 12	10.30% 31	301
Hand sanitizer station at entrance of establishment	66.56% 201	23.51% 71	7.62% 23	0.66% 2	1.66% 5	302
Plexiglass barriers separate staff and patrons at checkout	46.69% 141	29.47% 89	17.22% 52	3.31% 10	3.31% 10	302
Six-foot separation demarcations are placed where customers line up	52.98% 160	26.16% 79	14.24% 43	2.98% 9	3.64% 11	302
Limitations are set up on numbers of customers in the establishment at one time	54.97% 166	28.81% 87	9.60% 29	2.32% 7	4.30% 13	302
Touch-free payment systems at checkout	61.92% 187	19.87% 60	13.91% 42	1.66% 5	2.65% 8	302
Touch-free doors at entry/exit	67.88% 205	17.88% 54	11.26% 34	0.99% 3	1.99% 6	302
Menus, store inventory and/or advertisements available online and outside the store to reduce time required to browse inside store/restaurant	55.48% 167	21.26% 64	18.60% 56	1.99% 6	2.66% 8	301
Outdoor dining	46.36% 140	31.46% 95	11.26% 34	8.94% 27	1.99% 6	302
Outdoor shopping options	44.52% 134	30.90% 93	15.95% 48	6.31% 19	2.33% 7	301

Q6 Summary What else might businesses do to make you feel comfortable while shopping/dining/being served at their establishments?

N	%	Comments/Suggestions for Safety
107	12.8%	Masks worn by all customers/signs requiring masks/ensure masks are worn correctly/provide masks if people don't have them
78	9.3%	Ensure cleanliness/ sanitization throughout/frequent sanitizing/clean bathrooms/post cleaning schedule/touchless faucets/paper towels
74	8.8%	Other precaution
54	6.4%	Just open up/get back to normal/we need to reopen now
51	6.1%	Social distancing/separation between tables/one way aisles/space in aisles/
48	5.7%	All staff wear face masks/wear mask correctly
46	5.5%	Limitations are set up on numbers of customers in the establishment at one time/ensure adequate space so no crowding
42	5.0%	Enforce guidelines/refuse service to those who don't comply/ensure employees follow rules/ ensure customers know rules
35	4.2%	Don't Know
34	4.1%	Hand sanitizer/disinfectant wipes station at entrance of establishment/on tables at counter /hand washing stations
29	3.5%	Be sure staff is healthy/no working when ill/take staff, customers temps/don't allow sick customers in store or restaurant/allow sick leave/provide employee testing
23	2.7%	Not until Covid is contained/until there is a vaccine until Phase 4
22	2.6%	All listed above are good/sufficient
21	2.5%	Sign or communications about measures being taken to protect customers/what is expected/
21	2.5%	Nothing unspecified
20	2.4%	Robust on-line options for shopping/ordering/online options/prepay on line
19	2.3%	Curbside pickup/drop off for returns/take out pick-up
18	2.1%	Follow Governor's/CDC advice and regulations/County regulations
18	2.1%	Close streets/Main street/to allow social distancing/more outdoor dining space
18	2.1%	Be courteous/nice/welcoming to customers/be professional
17	2.0%	Outdoor dining
17	2.0%	Keep entrances wide open/ open windows and doors to allow fresh air flow/have fresh air flow/good HVAC/Good air flow
17	2.0%	Utilize reservation or appointment system for shopping/dining
16	1.9%	Other/don't want restrictions/keep gov out of it/we are adults/can take care of ourselves
16	1.9%	Nothing, I am comfortable
15	1.8%	Disposable/single use/menus, silverware, condiments/no touch menus
13	1.5%	Special hours/discounts for seniors/ those at risk
13	1.5%	Nothing I am not comfortable
7	0.8%	Touch-free payment systems at checkout/self checkout
6	0.7%	All staff wear gloves
6	0.7%	Other comment
5	0.6%	Menus, store inventory and/or advertisements available online and outside the store to reduce time required to browse inside store/restaurant
4	0.5%	Outdoor shopping options
4	0.5%	Gather contact information
3	0.4%	Gloves required for customers
2	0.2%	Gloves offered to customers/gloves encouraged
2	0.2%	Six-foot separation demarcations are placed where customers line up
2	0.2%	Touch-free doors at entry/exit
1	0.1%	Plexiglass barriers separate staff and patrons at checkout

### Q7 Would you be willing to pay slightly more for goods and services at businesses that implement enhanced safety measures (beyond the minimum necessary)?

Answered: 784 Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes	73.85%	579
No	26.15%	205
TOTAL		784