Kalamazoo Downtown PARTNERSHIP

BACK TO BUSINESS

DOWNTOWN VISITOR SURVEY | KEY FINDINGS

INTRODUCTION

METHODOLOGY + RESPONDENT DEMOGRAPHICS

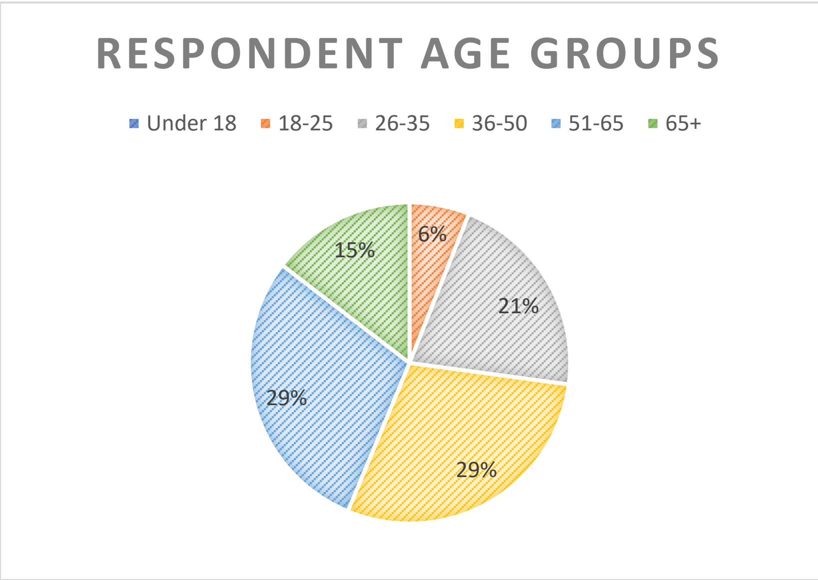
METHODOLOGY

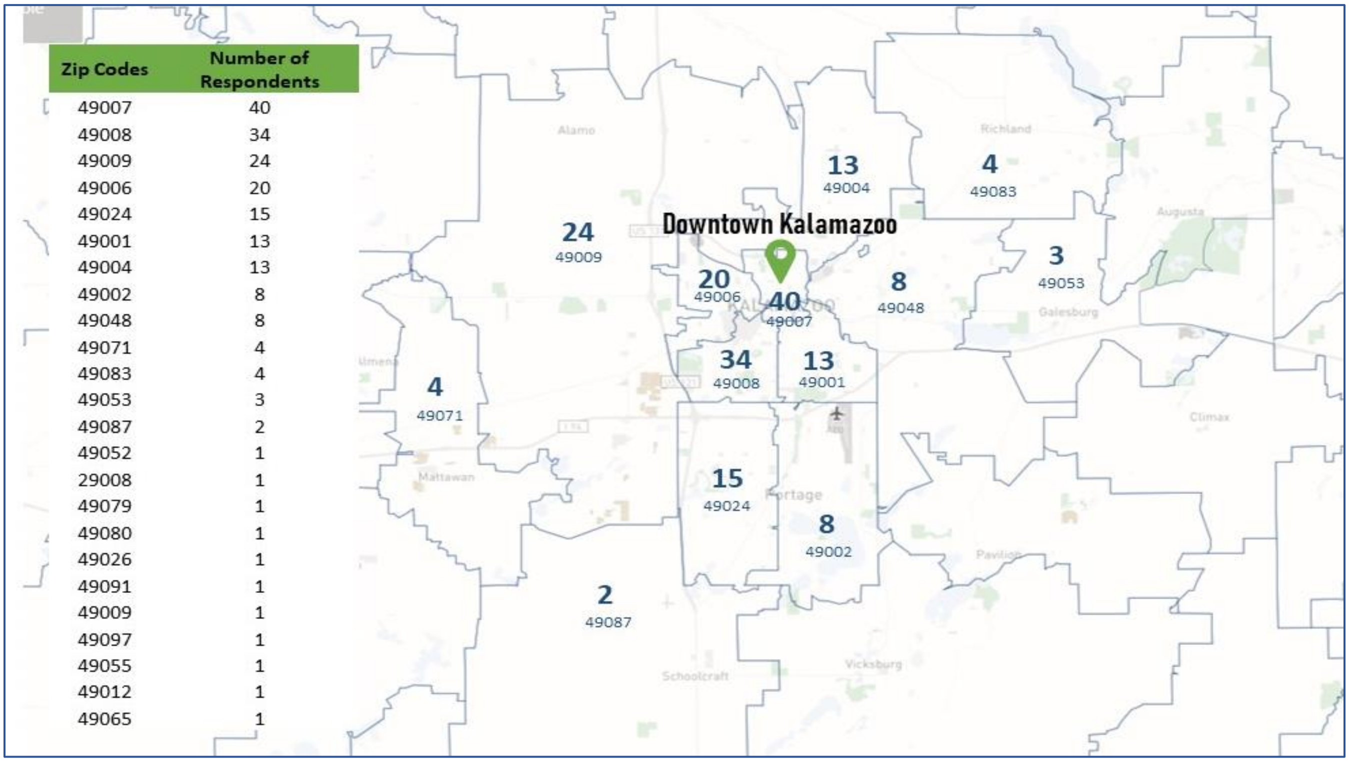
The Kalamazoo Downtown Partnership distributed an online survey to downtown visitors to assess customer comfortability as businesses begin to reopen and adopt new practices and operations in response to COVID-19.

The survey was open from June 16, 2020 to June 30, 2020, and distributed via the organizational newsletter (3,440 subscribers), and via social media channels (50K+ followers). The survey took an average of 5 minutes to complete.

200

TOTAL RESPONDENTS





Zip Codes	Number of Respondents
49007	40
49008	34
49009	24
49006	20
49024	15
49001	13
49004	13
49002	8
49048	8
49071	4
49083	4
49053	3
49087	2
49052	1
29008	1
49079	1
49080	1
49026	1
49091	1
49009	1
49097	1
49055	1
49012	1
49065	1

CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

CURRENT BEHAVIOR

70% are currently getting carryout or using curbside pick-up

29% are visiting walk-in retail shops

18% are going to restaurants for dine-in service

18% are getting delivery

11% are exploring virtual business offerings

7% are visiting retail shops by appointment

19% of respondents are not comfortable patronizing businesses

CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

FOOD + DRINK

SUMMARY *Overall, respondents reported higher comfortability ordering food to-go and dining outdoors.*

92.0% are comfortable using curbside pick-up

72.6% are comfortable ordering from a food truck

64.0% are comfortable sitting outdoors at a restaurant

50.3% are comfortable sitting outdoors at a bar

84.9% are comfortable ordering food for delivery

57.3% do not feel comfortable sitting indoors at a restaurant

67.2% do not feel comfortable sitting indoors at a bar

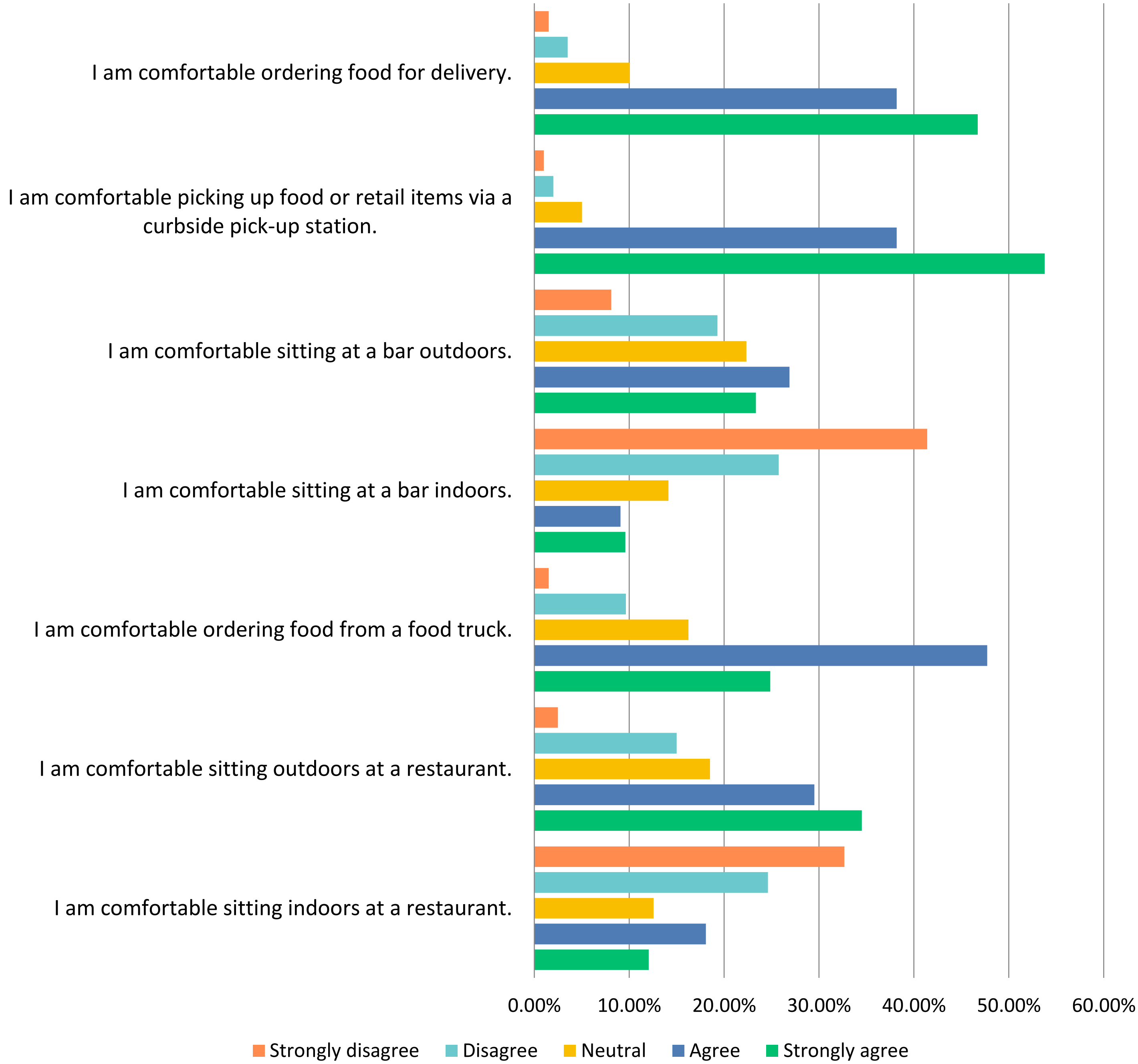
CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

FOOD + DRINK

RESPONSES

For each of the statements below, please indicate the extent to which you agree or disagree at this point in time.



CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

RETAIL + SERVICES

SUMMARY

Highest comfortability among respondents remains in curbside pick-up and outdoor shopping. More than half of respondents agreed that they were comfortable visiting a retail shop, walk-in or by appointment. Responses were mixed on hotel stays, visiting salons, and attending outdoor events, and comfortability was low for fitness studios and indoor event venues.

92.0% comfortable picking up retail items curbside

75.4% comfortable visiting outdoor markets or shopping retail items outdoors

63.1% comfortable visiting a retail shop by appointment

61.3% comfortable walking into a retail shop

49.0% comfortable attending an event at an outdoor venue

- → 24.8% were not comfortable
- → 26.3% responded neutral

48.2% comfortable visiting a salon

- → 30.5% were not comfortable
- → 21.3% responded neutral

37.1% comfortable staying in a hotel

- → 39.6% were not comfortable
- → 23.4% responded neutral

63.3% do not feel comfortable going to a gym or fitness studio for classes

66.3% do not feel comfortable attending a show at a Theatre

CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

RETAIL + SERVICES

RESPONSES

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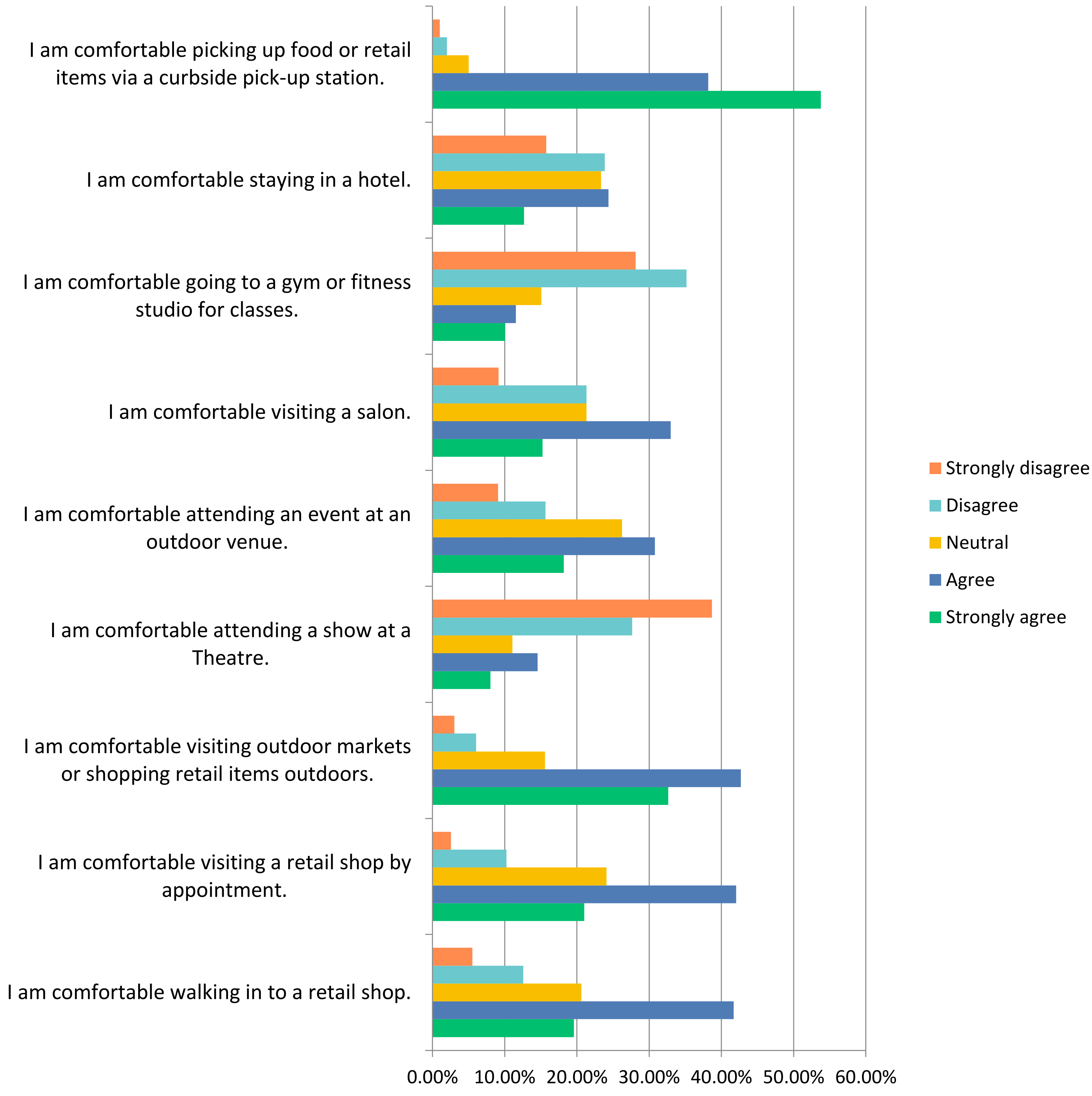

CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

PUBLIC SPACES + EVENTS

SUMMARY *Overall, respondents reported feeling comfortable in open, outdoor spaces, though many might look to avoid crowds or crowded public spaces outdoors.*

92.5% comfortable sitting in a park or outdoor space

75.4% comfortable visiting outdoor markets or shopping retail items outdoors

51.0% comfortable walking on sidewalks and in public spaces with other groups and/or people around

→ **33.3%** were not comfortable

→ **15.7%** responded neutral

49.0% comfortable attending an event at an outdoor venue

→ **24.8%** were not comfortable

→ **26.3%** responded neutral

69.9% are concerned about being indoors with other groups and/or people

66.3% do not feel comfortable attending a show at a Theatre

CUSTOMER COMFORTABILITY

Kalamazoo Downtown PARTNERSHIP

PUBLIC SPACES + EVENTS

RESPONSES

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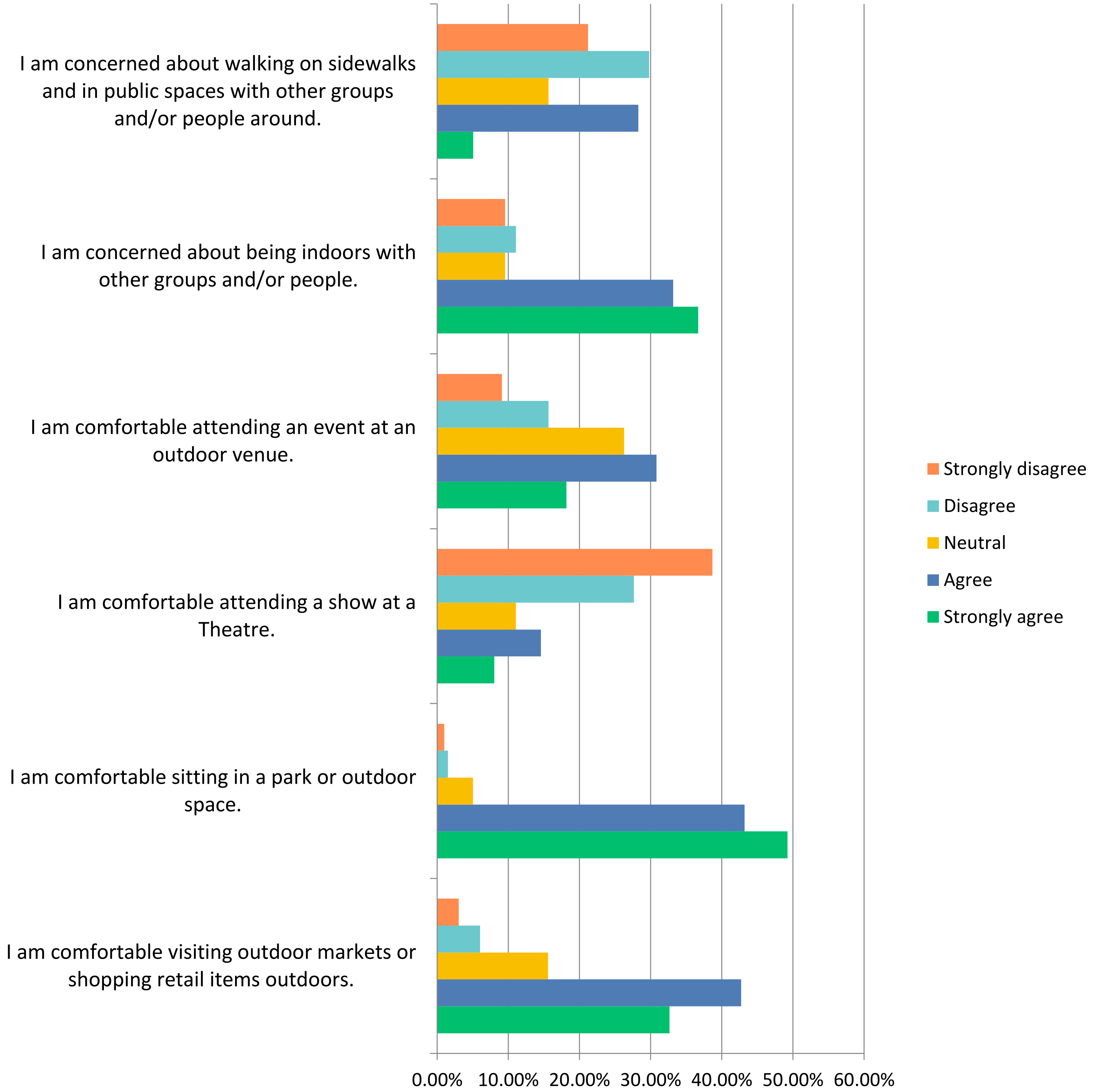

CUSTOMER COMFORTABILITY

PERSONAL PROTECTIVE EQUIPMENT (PPE) + PUBLIC PRACTICES

SUMMARY *Most respondents reported being likely to wear masks and sanitize hands while in public.*

95% likely to wash or sanitize hands stringently

91% likely to wear a mask or face covering

90% likely to leave family member/friends considered to be more vulnerable at home

84% likely to avoid crowded places

83% likely to limit group size

55% unlikely to wear other PPE in addition to a mask

CUSTOMER COMFORTABILITY

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BUSINESS PRACTICES

Based on responses, the business practices most important to customers in response to COVID-19 focus on requiring both employees and customers to wear masks, conducting employee screening, communicating measures taken, and limiting occupancy.

COVID-19 Business Response Practices

Percent of respondents who consider business practice to be important or very important, ranked by percent considered very important

	Very Important (%)	Important (%)	Total (%)
Seeing all employees wear face masks	69.9	18.1	88
Conducting regular employee screening	64.0	23.0	87
Communicating or posting measures the business is taking to prevent the spread of the virus	62.0	26.0	88
Masks are worn by all customers in a store	59.0	24.0	83
Strict limitations are set on the number of customers or diners in the space at the same time	56.0	26.0	82
Hand sanitizer station at the entrance to the business	46.7	37.2	83.9
Menus, store inventory, and/or advertisements available online and outside the store	37.8	39.9	77.7
Touch free payment systems at checkout	32.0	40.0	72
Demarcations on the ground show six-foot gaps in places where customers queue up	31.2	37.7	68.9
Plexiglass barriers separate staff and patrons at checkout, or where applicable	29.5	39.0	68.5
Touch free doors at entry and exit	23.7	37.8	61.5
Seeing all employees wear gloves	12.6	22.6	35.2
One-way arrows on business shop floors	12.1	24.6	36.7
Taking temperatures of patrons upon entry	6.0	15.6	21.6

Kalamazoo Downtown Partnership

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