

Consumer Polling

Milwaukee Downtown, BID #21

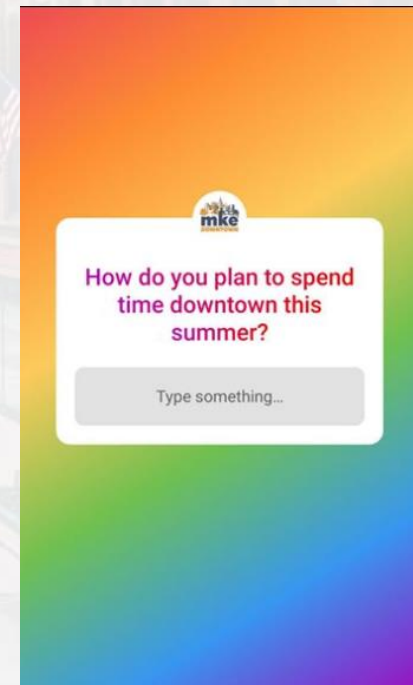
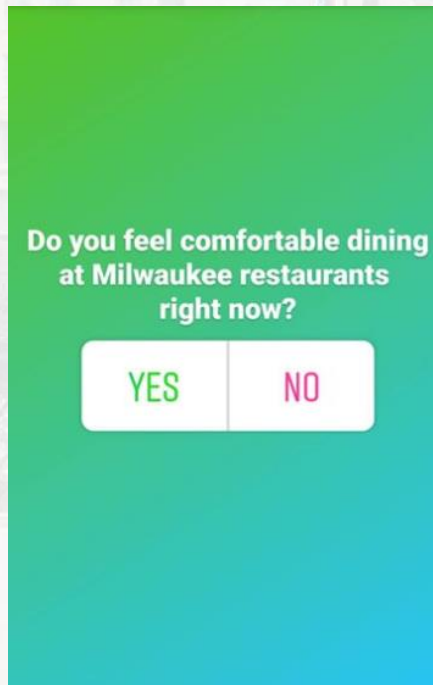
June 2020



MilwaukeeDowntown.com | info@milwaukeedowntown.com

INFORMAL POLLS

- Ran on Milwaukee Downtown (@mkedowntown) Instagram Stories June 15-16, 2020
- 24-hour polls
- Approx. 1,200 responses
- Milwaukee Downtown's 22,644 Instagram followers are 66% female, 67% ages 25-44



SURVEY DATA

Key Takeaways

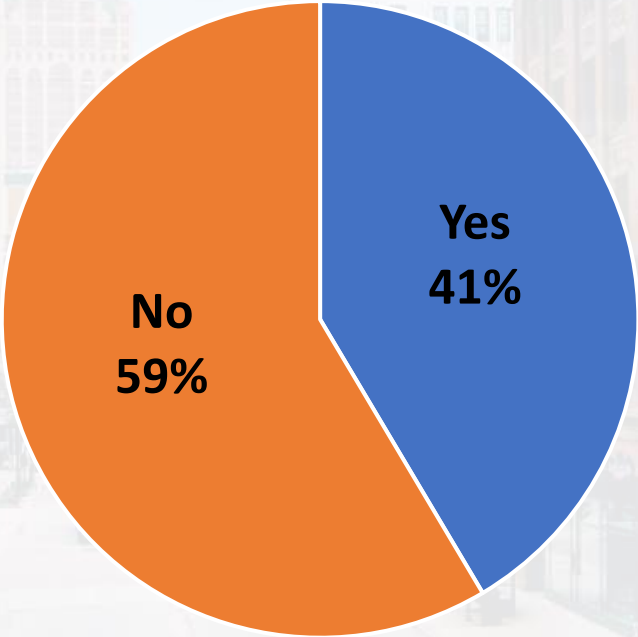
- The majority of respondents (59%) are not yet comfortable dining at Milwaukee restaurants
- Respondents feel more comfortable at Milwaukee restaurants (41% comfortable) than at Milwaukee bars (23% comfortable)
- Outdoor dining remains more popular (34% since reopening) than indoor dining (21% since reopening)
- 51% of respondents do not yet plan to return to onsite dining this summer
- 70% of respondents ordered curbside from a downtown restaurant in the past 2 weeks

Key Takeaways

- In-person retail (17% shopped in the last 2 weeks) is slightly more popular than curbside retail (13% shopped in past 2 weeks)
- 80% of respondents report they wear a mask in **indoor** public places, while 24% report wearing a mask in **outdoor** public places
- Over half (52%) of respondents are still working 100% remotely

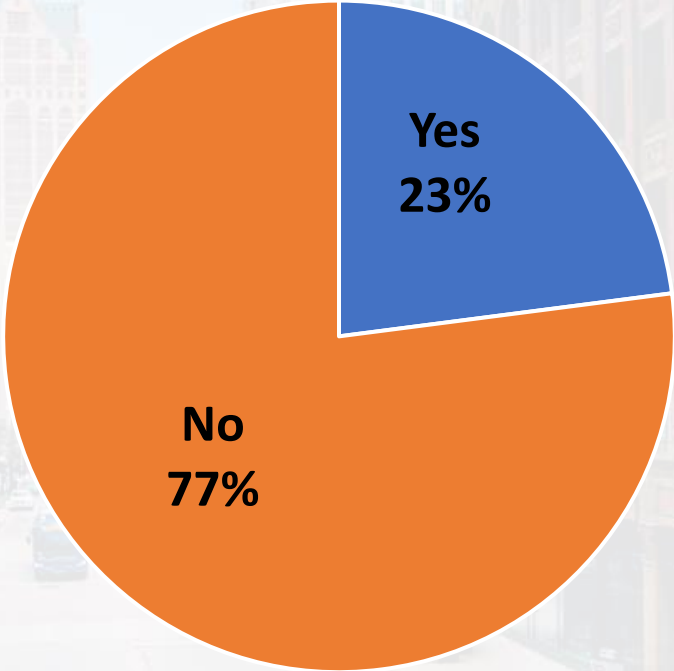
“Do you feel comfortable dining at Milwaukee restaurants right now?”

Dining Comfort



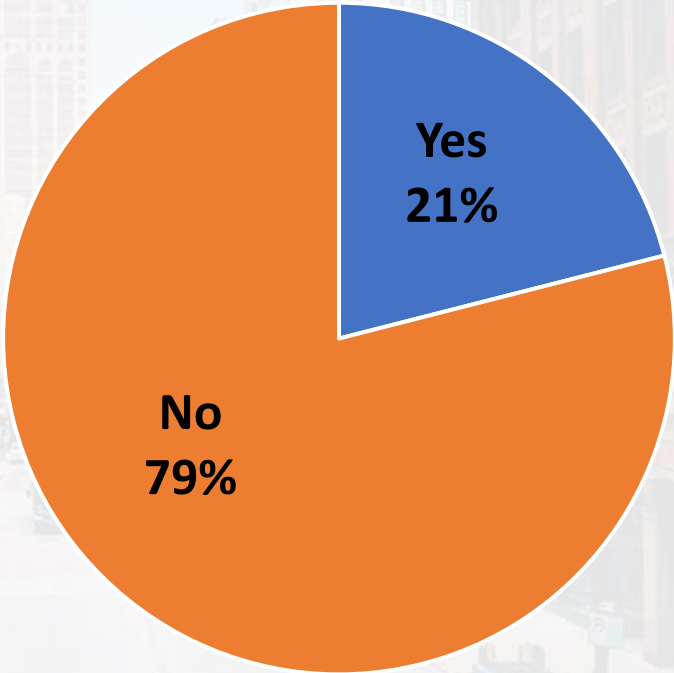
“Do you feel comfortable going to Milwaukee bars right now?”

Bar Comfort



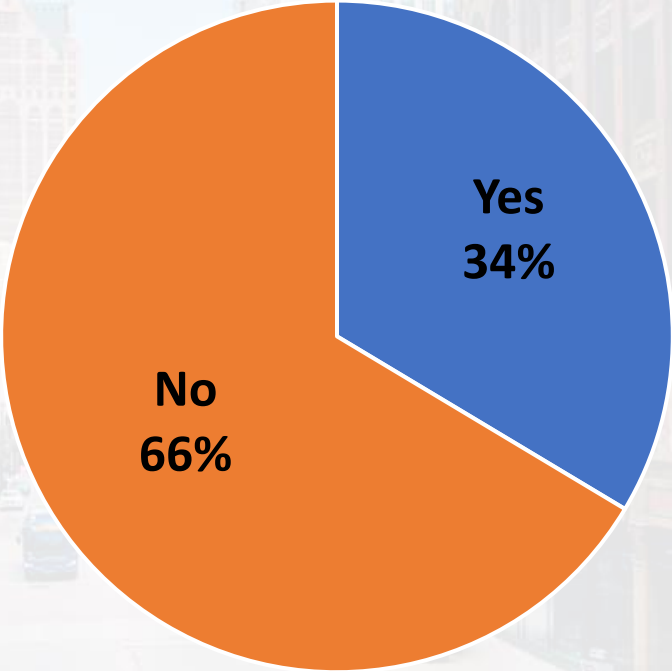
“Since they’ve reopened, have you dined INSIDE at a Milwaukee restaurant?”

Dined Indoors Since Reopening



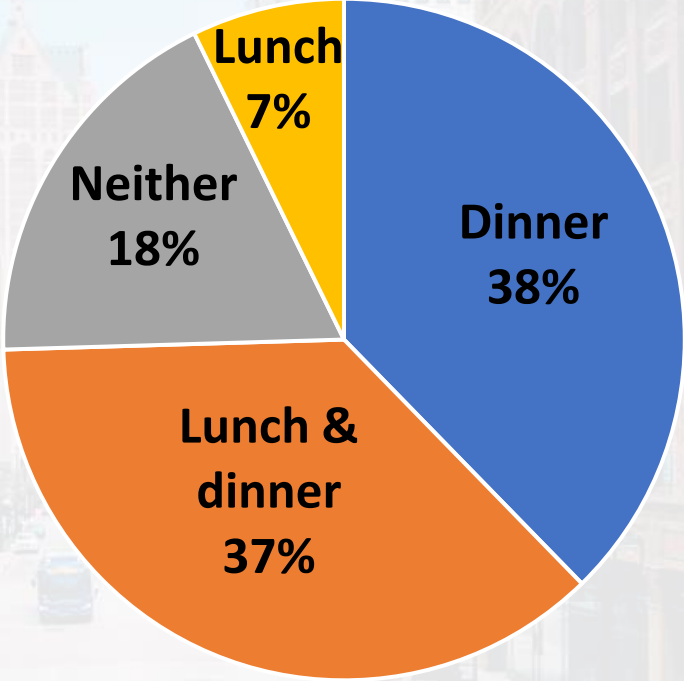
“Since they’ve reopened, have you dined OUTSIDE at a Milwaukee restaurant?”

Dined Outdoors Since Reopening

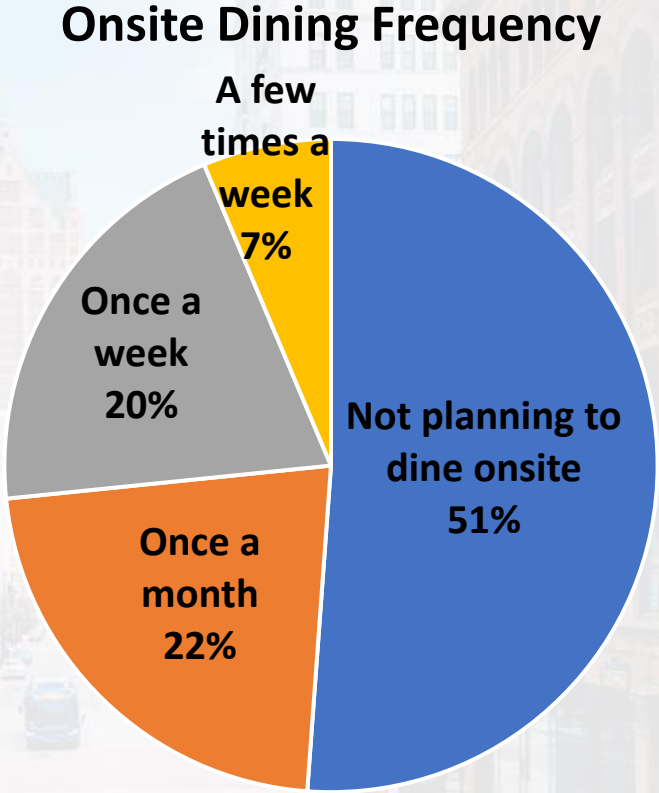


“Which of these have you had from Milwaukee restaurants in the past 2 weeks?”

Meals Ordered - Past 2 Weeks

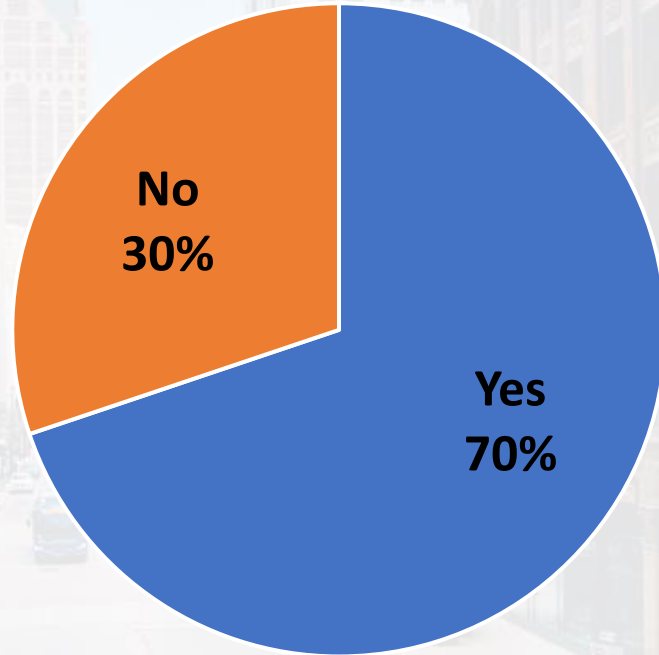


“This summer, about how often will you dine onsite at a downtown restaurant?”



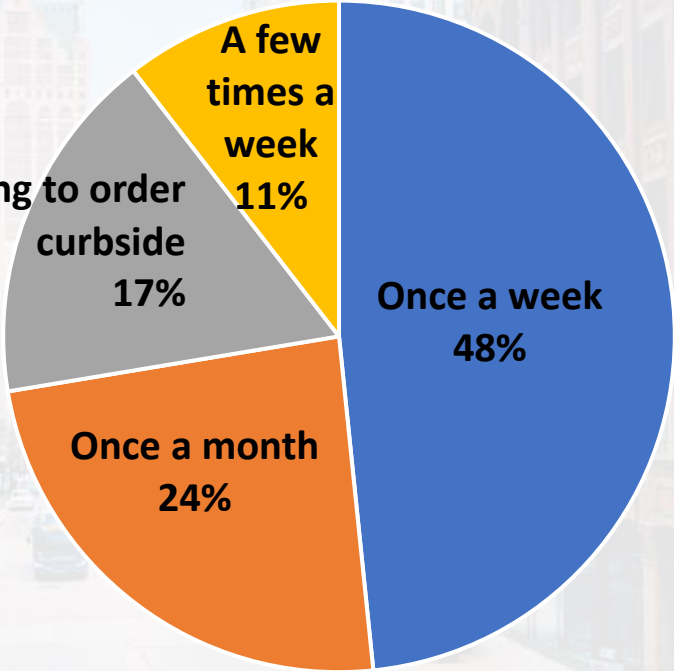
“Have you ordered curbside or carryout from a downtown restaurant in the past 2 weeks?”

Curbside/Carryout - Past 2 Weeks



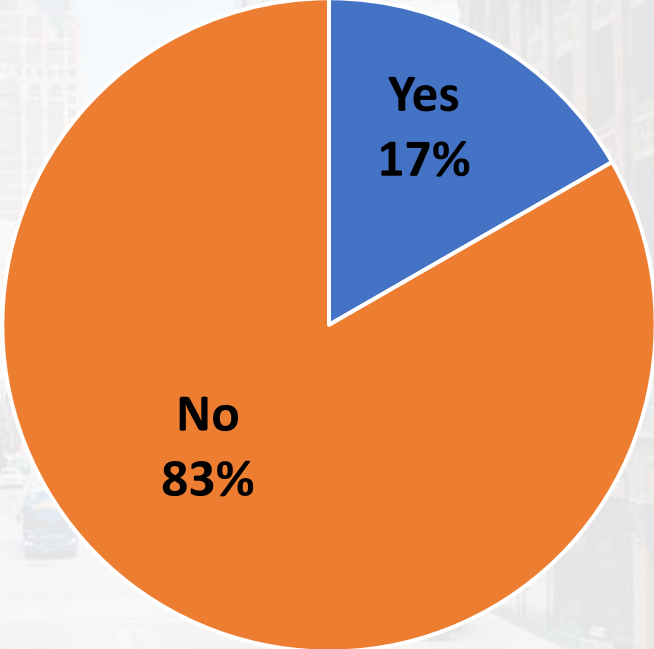
“This summer, about how often will you order curbside from a downtown restaurant?”

Curbside Frequency



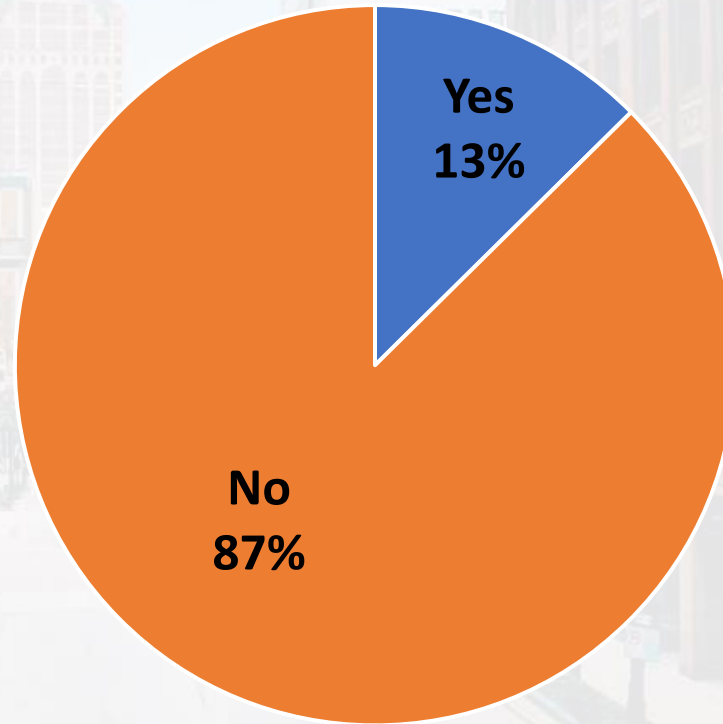
“Have you shopped at a downtown retailer in the past 2 weeks (gone into a store to shop)?”

Retail - Past 2 Weeks



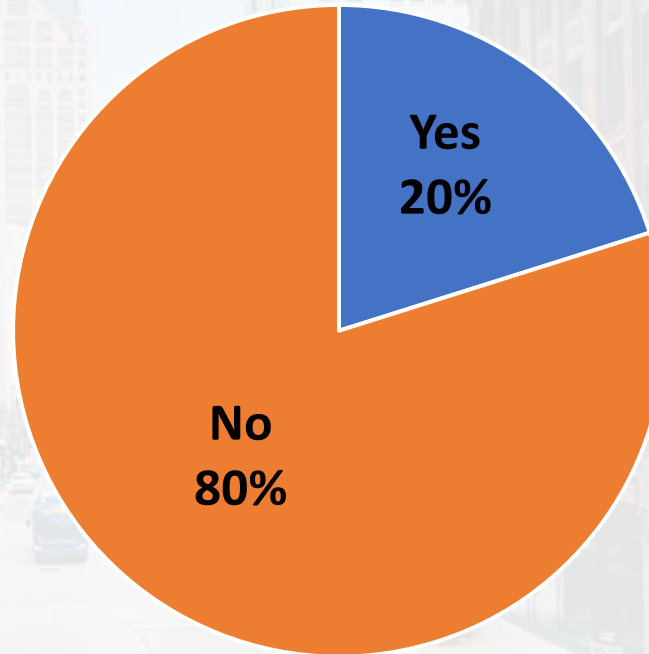
“Have you shopped curbside from a downtown retailer in the past 2 weeks?”

Curbside Retail - Past 2 Weeks



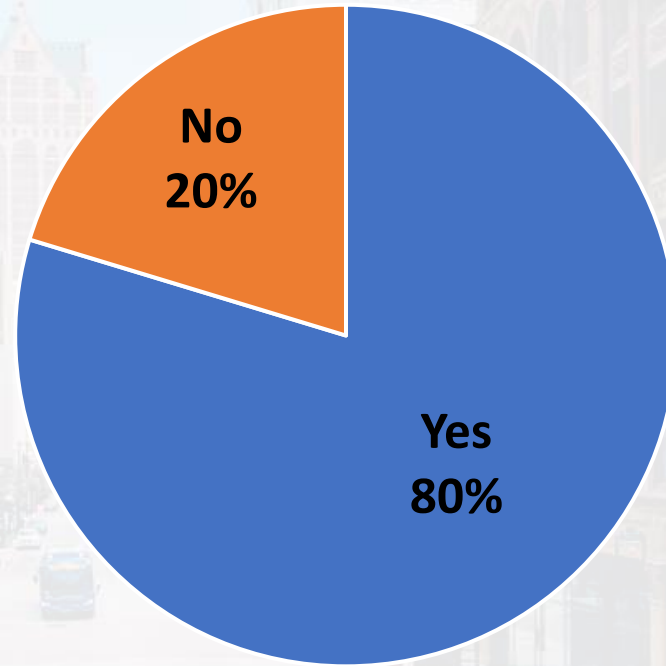
“Have you gone to a downtown salon, spa or barbershop for in-person services in the past 2 weeks?”

Salon/Spa/Barbershop - Past 2 Weeks



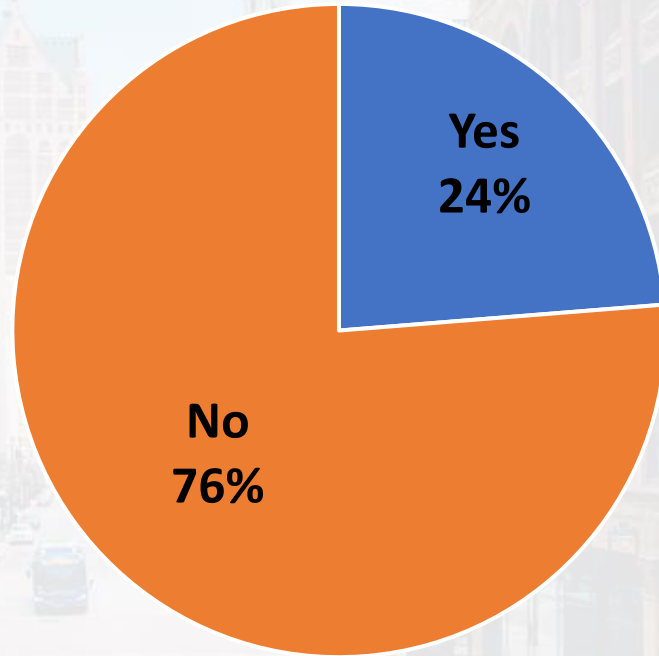
“Do you usually wear a mask when you’re in an INDOOR public place?”

Mask Indoors



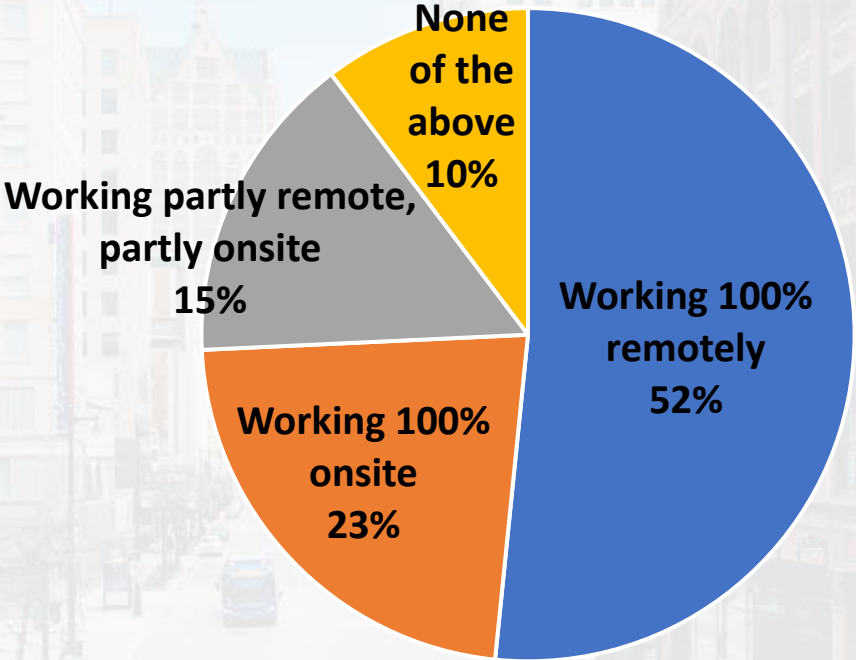
“Do you usually wear a mask when you’re in an OUTDOOR public place?”

Mask Outdoors



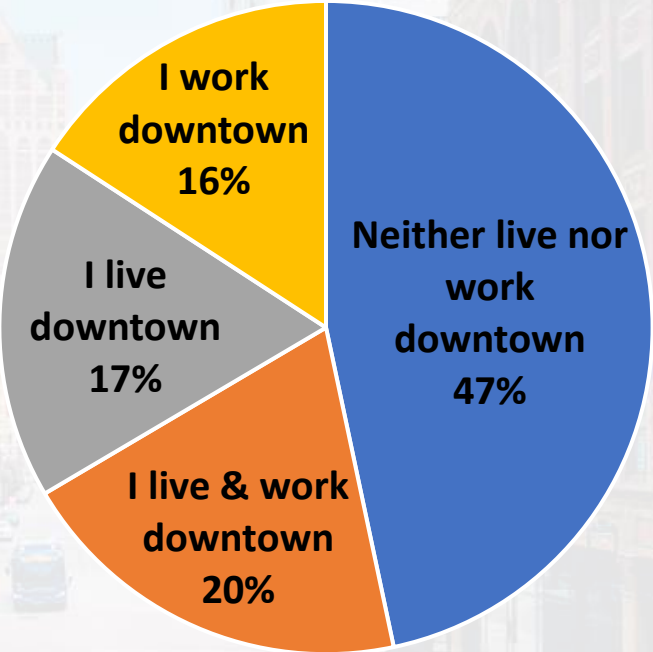
“Which of these is closest to your current work situation?”

Work Status



“Which one of these applies to you?”

Live/Work Downtown



Summary of Open-Ended Questions:

- **“How do you plan to spend time downtown this summer?”**
 - As expected, outdoor activities were the most common response
 - Top outdoor activities included visiting the lakefront, parks, beaches and Riverwalk; dining on patios; kayaking; walking and biking
 - A number of respondents also mentioned partaking in curbside or carryout dining options
- **What have you seen that makes you concerned about visiting a business?**
 - Most-cited concerns included employees and customers not wearing masks; lack of social distancing/not observing 6-foot guideline; and people/businesses that appear to not take the virus seriously
 - Many respondents also expressed concerns about overcrowding
 - Respondents also mentioned lack of disposable items (menus, drinkware, utensils) and no indication of how frequently touch points are sanitized (doors handles, restrooms) as areas of concern

Summary of Open-Ended Questions:

- **“What have you seen that makes you feel safe visiting a business?”**
 - Most commonly cited measures include requiring masks be worn by employees and customers; access to readily available hand sanitizer; signage and/or stickers indicating policies and noting distancing; clear communication of policies; and frequent, obvious sanitizing
 - Outdoor seating options and well-spaced tables were also mentioned frequently
 - Several respondents indicated the installation of plexiglass or plastic barriers is important to them
 - Customers reported feeling safer when payments are contactless OR writing utensils fresh for each customer
- **“Any additional comments?”**
 - “Promote how often you disinfect. Some places are taking it more seriously than others.”
 - “I like the places showing their layout and walkthrough on saved Instagram Stories.”
 - “Places with smart/safe options usually get my (more than usual) business. Rewarded for doing the right thing.”
 - “I wish businesses would address how they are handling families with young children.”