

Consumer Polling

Milwaukee Downtown, BID #21

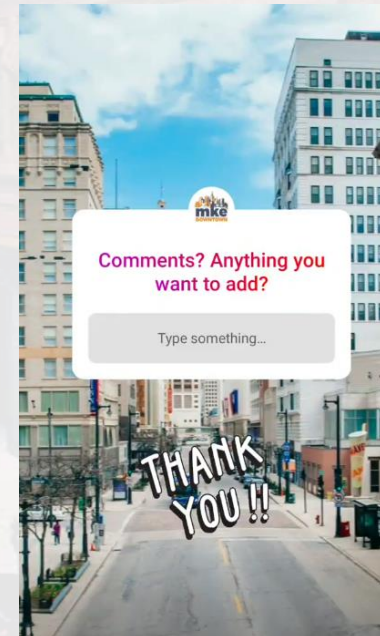
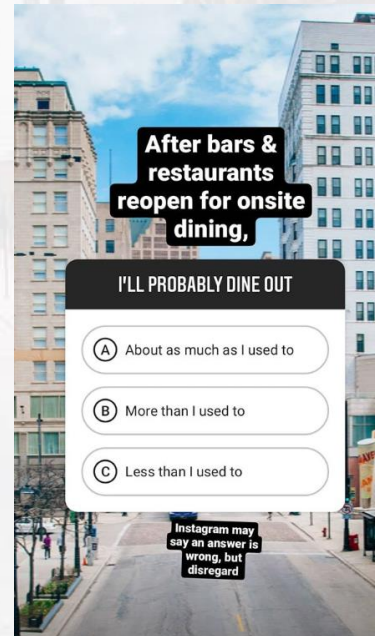
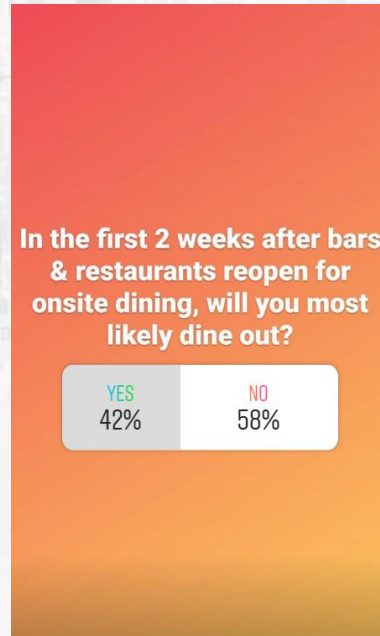
May 2020



MilwaukeeDowntown.com | info@milwaukeedowntown.com

INFORMAL POLLS

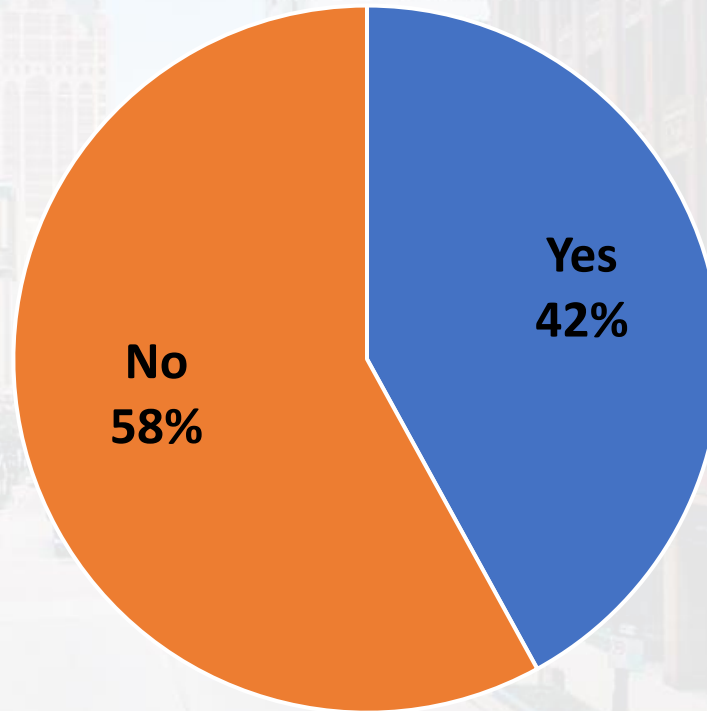
- Ran on Milwaukee Downtown (@mkedowntown) Instagram Stories May 6-7, 2020
- 24-hour polls
- Approx. 1,100 responses
 - 1,050 (minimum) – 1,271 (maximum) responses
- Milwaukee Downtown Instagram followers are 66% female, 67% ages 25-44



DINING HABITS

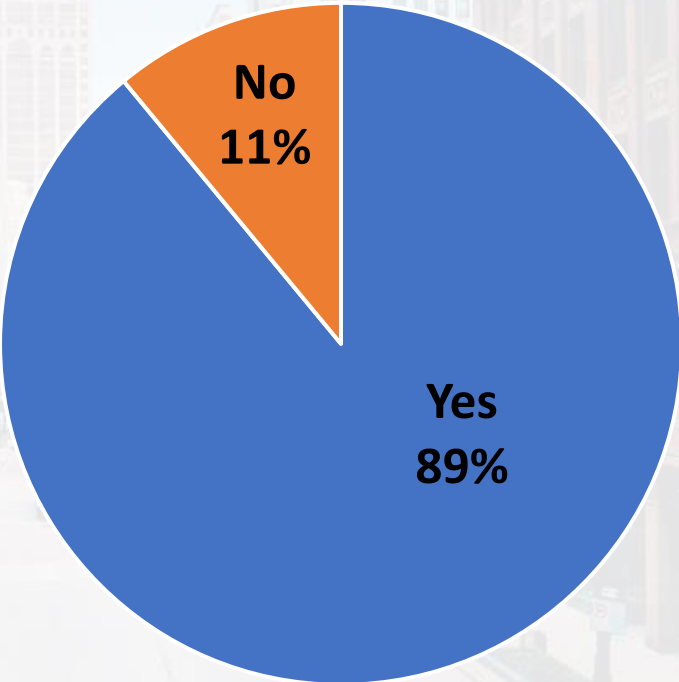
“In the first 2 weeks after bars & restaurants reopen for onsite dining, will you most likely dine out?”

DINING IN FIRST 2 WEEKS



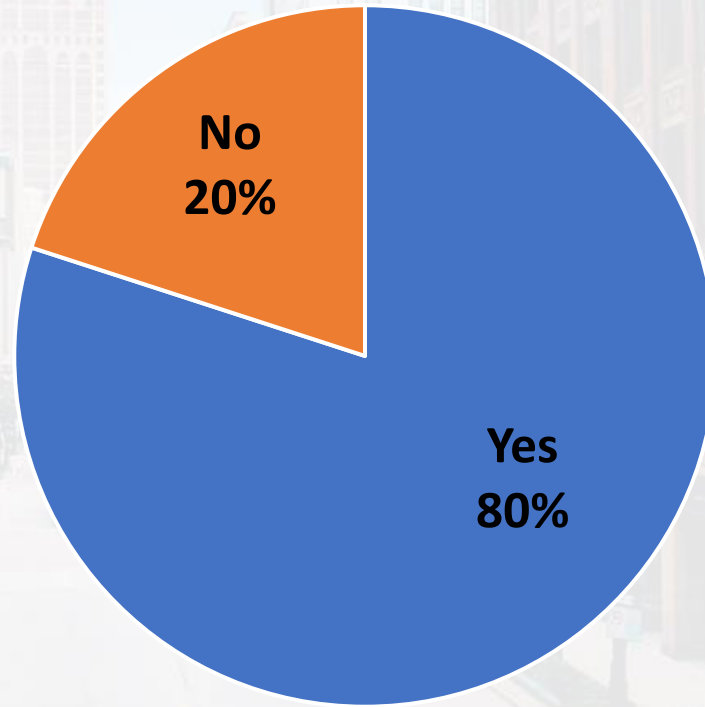
“If curbside meal service continues after Safer At Home, would you use it?”

CURBSIDE



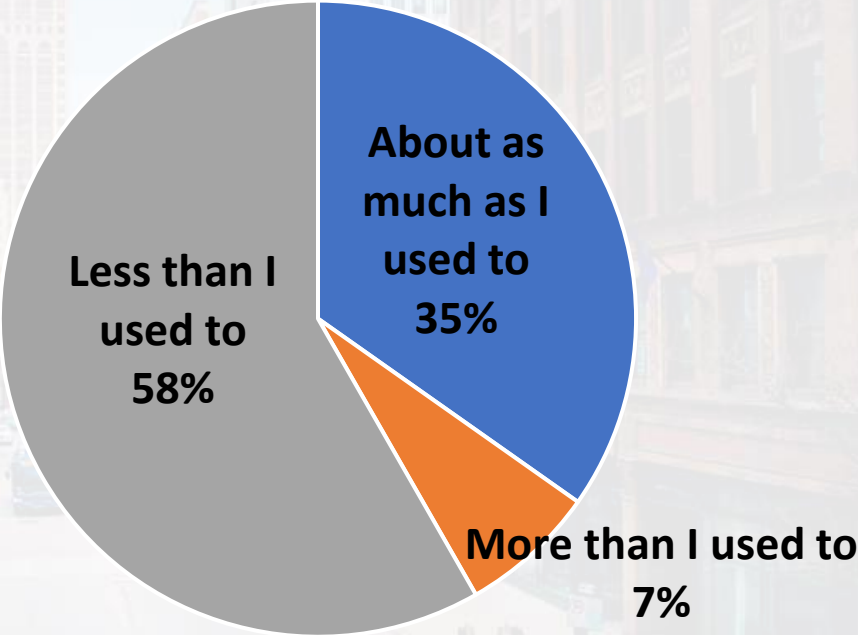
“If bars & restaurants open more sidewalk seating (following all ADA & social distancing guidelines), would you be more likely to dine out?”

SIDEWALK SEATING



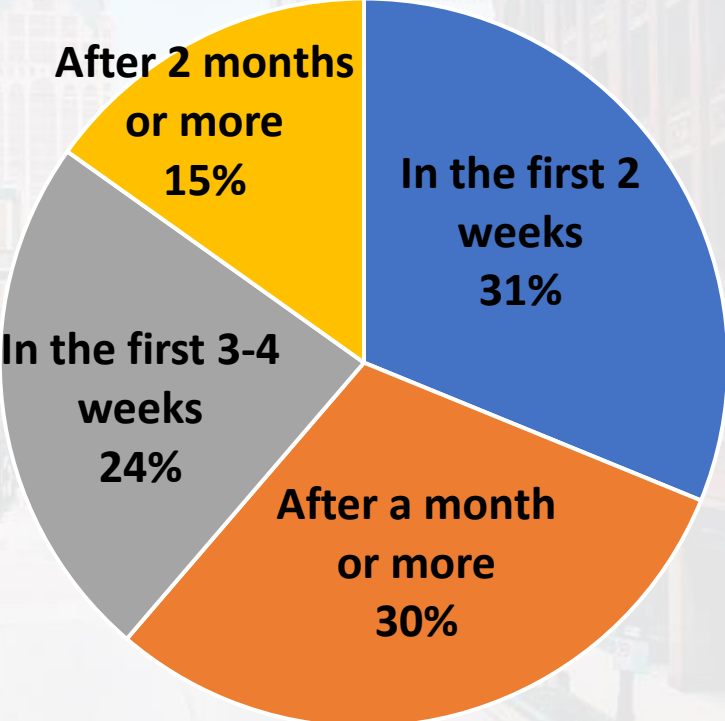
“After bars & restaurants reopen for onsite dining, I'll probably dine out...”

DINING FREQUENCY



“After bars & restaurants reopen for onsite dining, I'll probably dine out...”

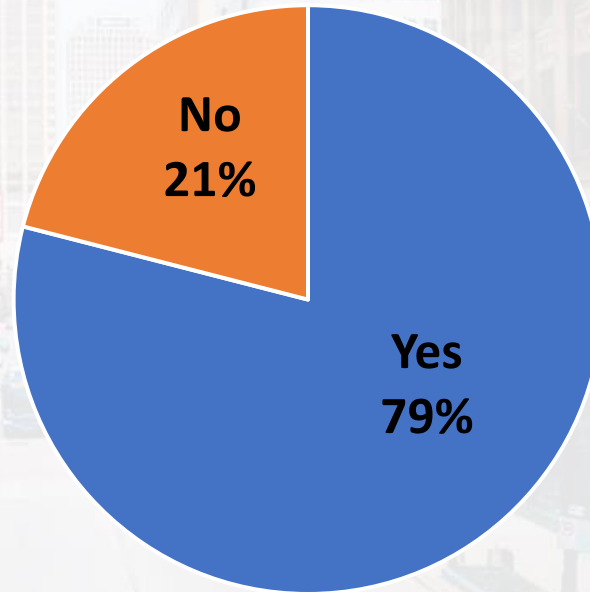
RETURN TO DINING



SAFETY

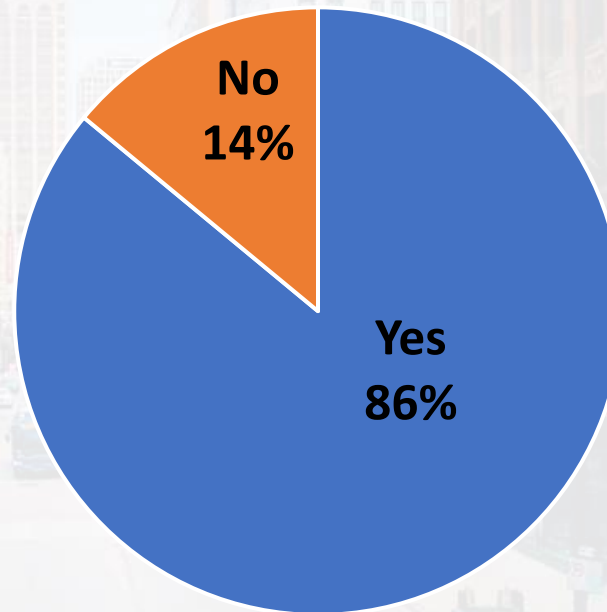
“I'd feel safer visiting downtown businesses if they went through special COVID-19 safety training.”

SAFETY TRAINING



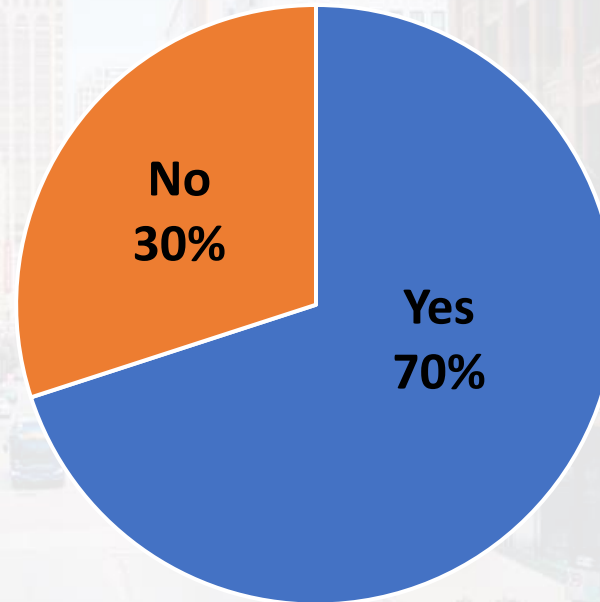
“I'd feel safer visiting downtown businesses if they were certified as complying with COVID-19 safety guidelines.”

CERTIFICATION



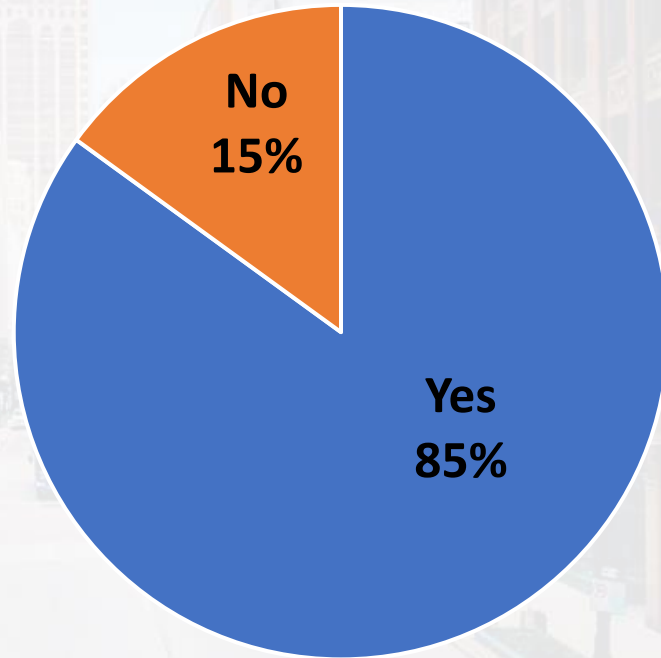
“I'd feel safer visiting downtown businesses if I can see photos/videos online of how they're operating.”

PHOTOS/VIDEOS



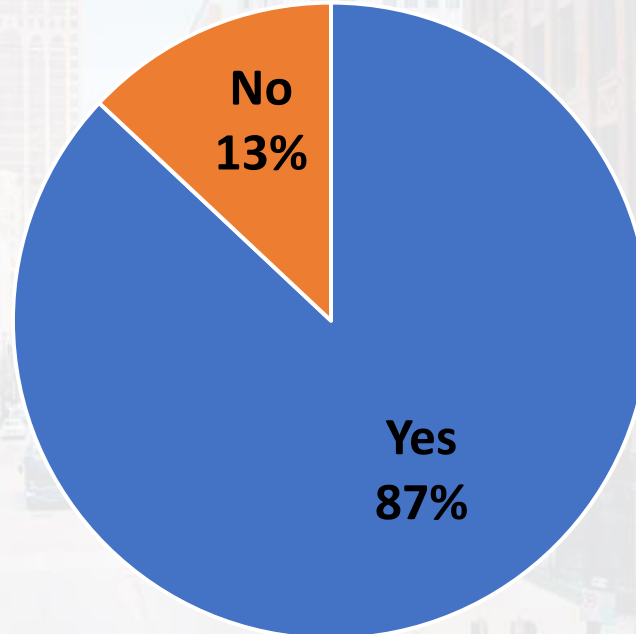
“I'd feel safer visiting downtown businesses if the # of people allowed inside was reduced.”

REDUCED OCCUPANCY



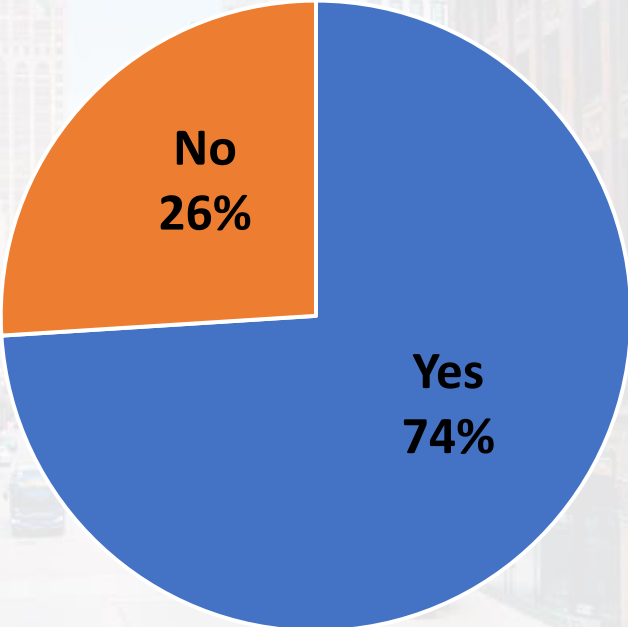
“I'd feel safer visiting downtown businesses if there were more outdoor seating options.”

OUTDOOR SEATING



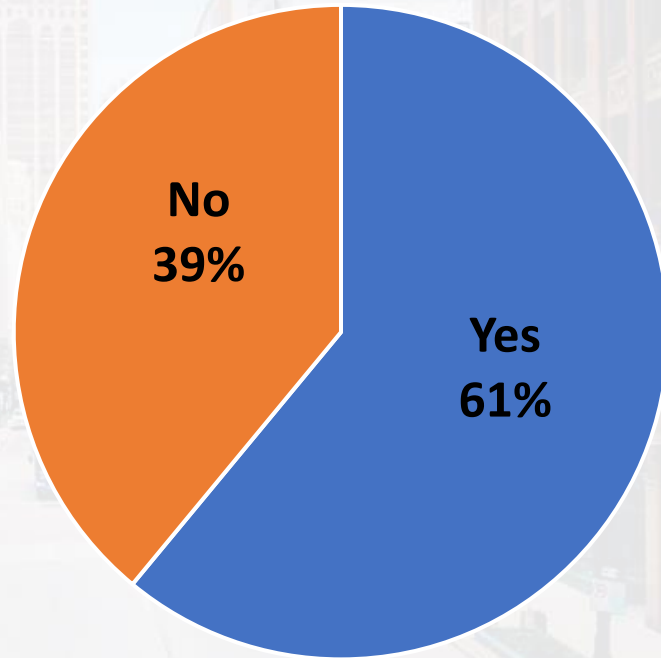
“I'd feel safer visiting downtown businesses if STAFF wear masks & gloves.”

STAFF MASKS & GLOVES



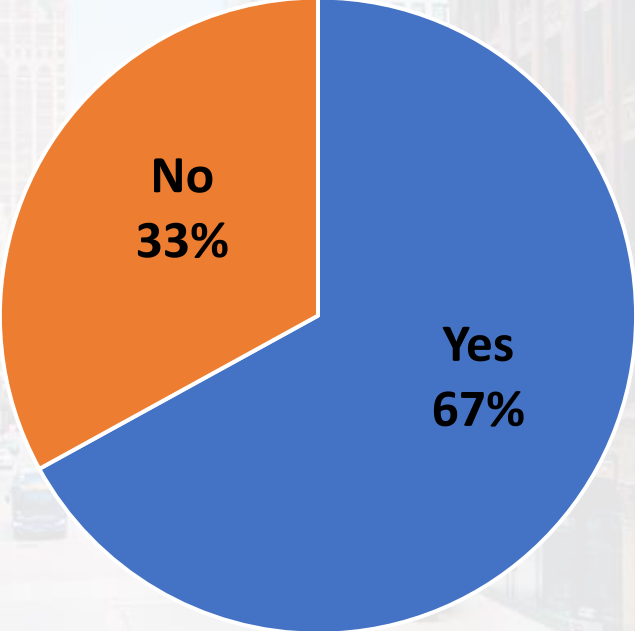
“I'd feel safer visiting downtown businesses if GUESTS wear masks & gloves.”

GUEST MASKS & GLOVES



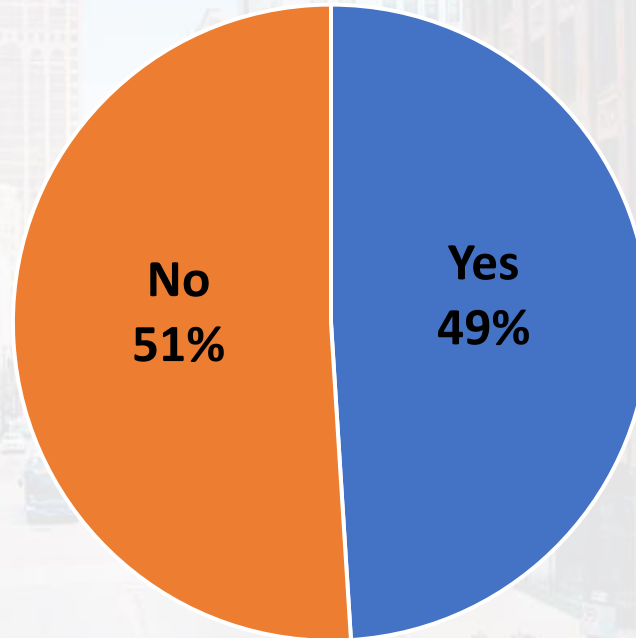
“I'd feel safer visiting downtown businesses if STAFF temperatures are checked.”

STAFF TEMPERATURES



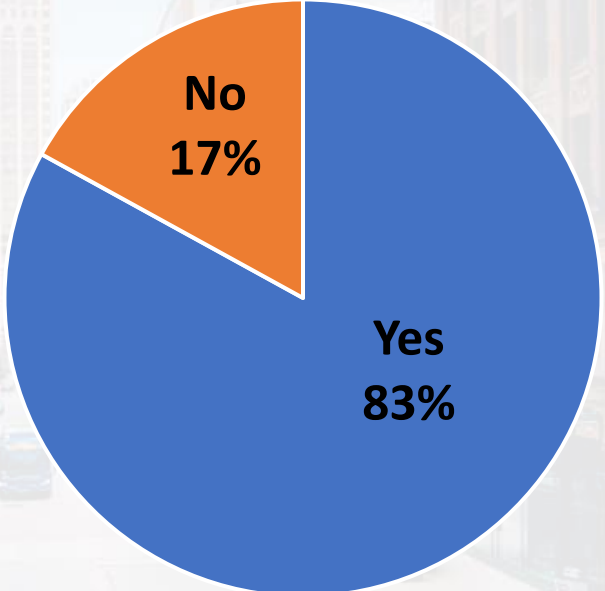
“I'd feel safer visiting downtown businesses if GUEST temperatures are checked.”

GUEST TEMPERATURES



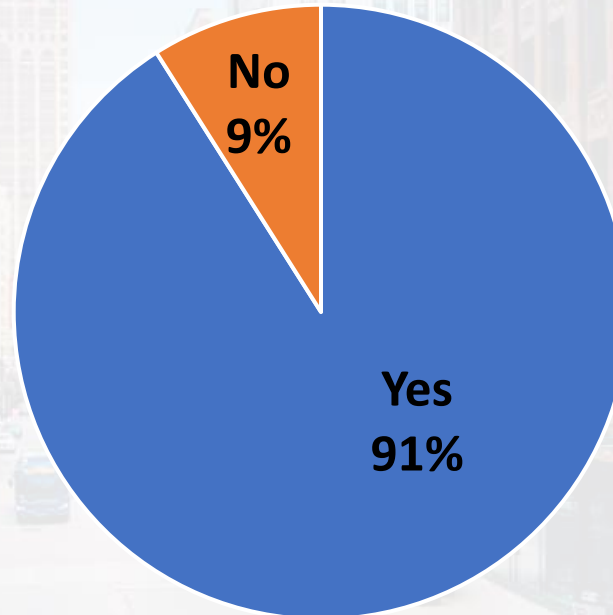
“I'd feel safer visiting downtown businesses if payments were contactless.”

CONTACTLESS PAYMENTS



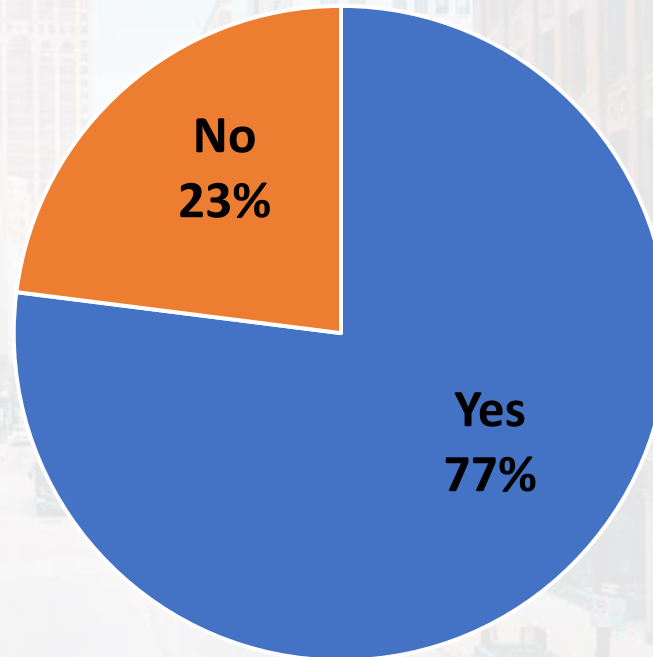
“I'd feel safer visiting downtown businesses if there were public sanitation stations available, like for cleaning hands.”

SANITATION STATIONS



“I'd feel safer visiting downtown businesses if there were signs reminding people to social distance, & showing where people can stand, walk, etc.”

SIGNAGE



SUMMARY

Safety Measures

