



# IDA Urban District Consumer Survey Downtown Tempe Results

## Table of Contents

About the Downtown Tempe Research	<b>1</b>
Demographic Profile	<b>2</b>
Pace of Lifting Restrictions	<b>3</b>
Business & Activity Reopening	<b>4</b>
Comfort Level with Visiting/Participating Currently	<b>5,6</b>
Importance of Precautions	<b>7,8</b>
Level of Concern	<b>9</b>
Impact of Crisis on Spending	<b>10</b>
Expectations for Resuming Spending	<b>11</b>
Welcoming Visitors & Intent to Travel	<b>12</b>



# About the Downtown Tempe Research

Many states and communities are rethinking the pace of reopening due to recent spikes in COVID-19 cases. During this uncertain time, it is critical for city and downtown leaders to know how their residents are feeling about reopening and their priorities concerning safety and economic issues.

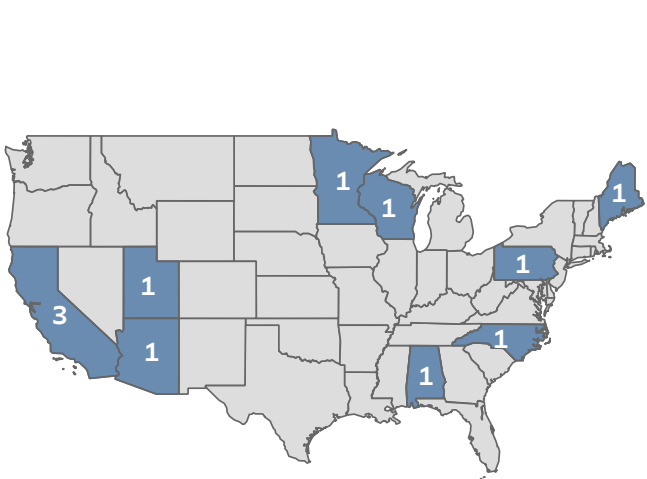
As a service to our members, IDA has partnered with RRC Associates to survey residents and provide insights into their opinions. This dashboard summary compares the results from Downtown Tempe to the overall pool of respondents from the US and Canada.

The data can be critically important in helping to shape your planning and messaging for the public. 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).

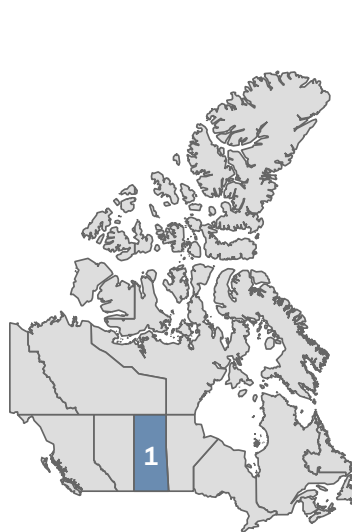
## Number of Participating Districts in the Study by State

United States



© Mapbox © OSM

Canada



© Mapbox © OSM

## Sample Sizes:

**405**

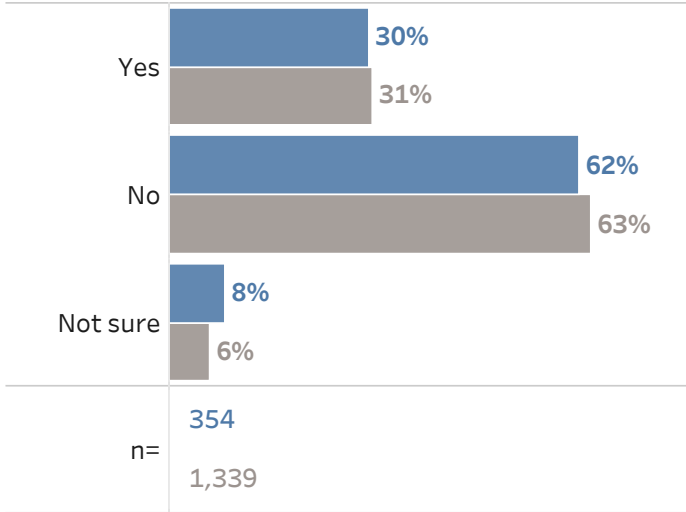
Downtown Tempe  
Surveys to Date

**1,557**

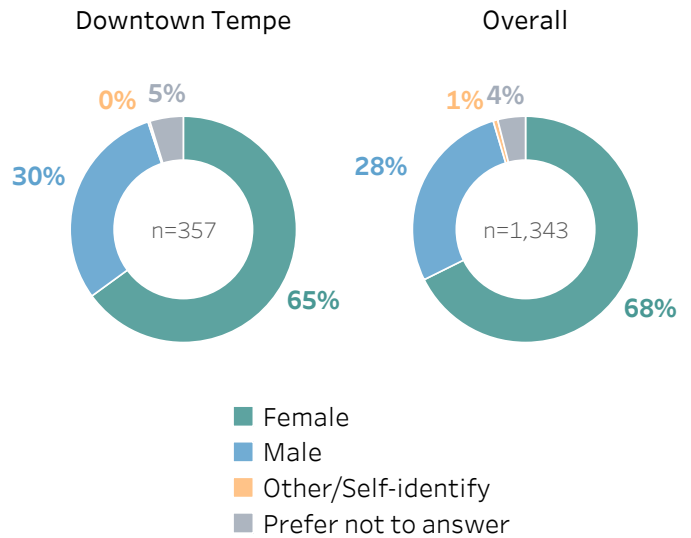
Overall Surveys to  
Date

# Demographic Profile

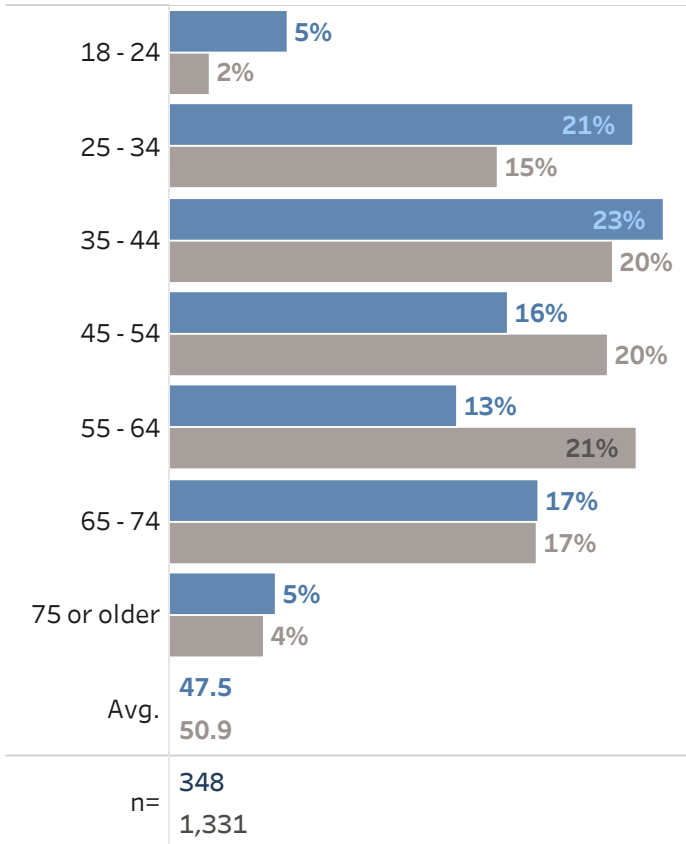
Do you have any preexisting health conditions that place you in a higher risk category for COVID-19?



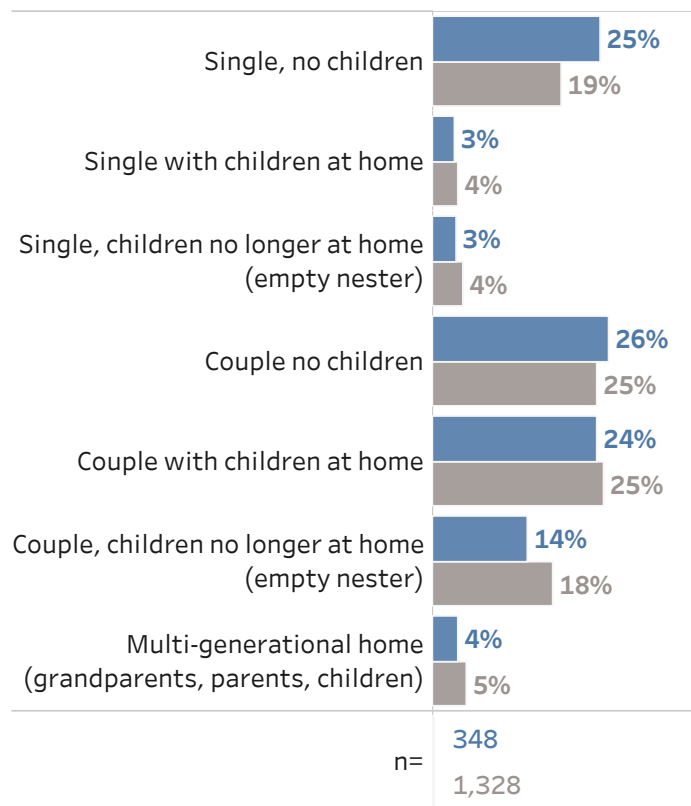
Respondent Gender



Age of respondent



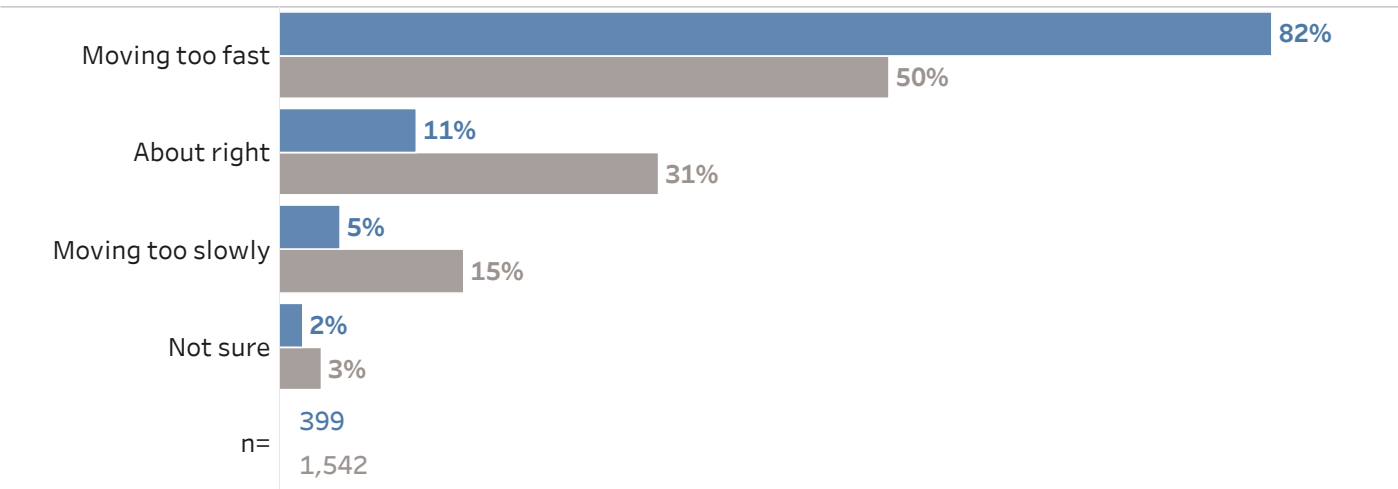
Which best describes your current household status?



# Pace of Lifting Restrictions

■ Downtown Tempe  
■ Overall

How would you rate the pace of lifting restrictions on businesses and public gatherings in your community?



## Business/Activity Reopening & Comfort Level with Visiting/Participating Currently

Respondents were asked which businesses and activities they think should be open now in their community.

**Overall**, the top five businesses and activities that respondents think should be open now in their community are:

- 1 Restaurants offering outdoor seating
- 2 Hotels and lodging
- 3 Parks and playgrounds
- 4 Retail stores
- 5 Offices and professional firms not open to the general public

**In Downtown Tempe**, the top five businesses and activities that respondents think should be open now in their community are:

- 1 Hotels and lodging
- 2 Parks and playgrounds
- 3 Restaurants offering outdoor seating
- 4 Offices and professional firms not open to the general public
- 5 Retail stores

The figure on the following page explores these results in greater detail, with results from Downtown Tempe compared to the overall. As a follow-up, respondents were asked "Now thinking of those same activities and businesses, how comfortable would you be in visiting them or participating at the current time?" Detailed results for Downtown Tempe are on page 4, and a comparison to the overall using the mean rating follows on page 5.

# Business & Activity Reopening

Assuming new health, safety and social distancing guidelines (such as maintaining six-foot distancing, providing hand sanitizing stations and wearing face coverings) are followed, do you think the following businesses and activities should be open now in your community?

Percent Responding "Open" and "Not Open". "Not Sure" Excluded.

Rating Category	Segment	n=	Open	Not Open
Hotels and lodging	Your District	319	74%	26%
	Overall	1,309	84%	16%
Parks and playgrounds	Your District	344	70%	30%
	Overall	1,346	82%	18%
Restaurants offering outdoor seating	Your District	351	65%	35%
	Overall	1,433	87%	13%
Offices and professional firms not open to the general public	Your District	350	59%	41%
	Overall	1,348	78%	22%
Retail stores	Your District	342	58%	42%
	Overall	1,343	78%	22%
Public libraries and local government buildings	Your District	343	50%	50%
	Overall	1,318	72%	28%
Barber shops and salons	Your District	354	42%	58%
	Overall	1,357	70%	30%
Outdoor festivals, farmers markets, etc.	Your District	333	37%	63%
	Overall	1,283	66%	34%
Organized running events or charity walks	Your District	358	27%	73%
	Overall	1,287	44%	56%
Restaurants offering indoor seating	Your District	364	25%	75%
	Overall	1,329	47%	53%
Outdoor concerts or gatherings	Your District	355	18%	82%
	Overall	1,310	42%	58%
Gyms and recreation centers	Your District	372	17%	83%
	Overall	1,341	39%	61%
Spectator sports (baseball, etc.)	Your District	367	14%	86%
	Overall	1,315	35%	65%
Movie theaters	Your District	371	14%	86%
	Overall	1,363	36%	64%
Indoor concerts and performances	Your District	389	7%	93%
	Overall	1,396	20%	80%

\*Categories are sorted in descending order by the percent responding "Open" in Downtown Tempe.

# Comfort Level with Visiting/Participating Currently

## Downtown Tempe Only

Now thinking of those same activities and businesses, how comfortable would you be in visiting them or participating at the current time?

Average Rating and Percent Responding 1 - 4.

Rating Category	Avg.	n=	Somewhat/Very Uncomfortable (1 & 2)	Somewhat/Very Comfortable (3 & 4)
Parks and playgrounds	2.5	376	51%	49%
Offices and professional firms not open to the general public	2.3	362	57%	43%
Restaurants offering outdoor seating	2.1	381	69%	31%
Hotels and lodging	2.1	374	68%	32%
Public libraries and local government buildings	2.0	376	69%	31%
Retail stores	2.0	382	72%	28%
Outdoor festivals, farmers markets, etc.	1.9	376	74%	26%
Barber shops and salons	1.8	377	75%	25%
Organized running events or charity walks	1.7	370	80%	20%
Outdoor concerts or gatherings	1.6	379	84%	16%
Restaurants offering indoor seating	1.5	383	83%	17%
Spectator sports (baseball, etc.)	1.4	377	88%	12%
Gyms and recreation centers	1.4	380	88%	12%
Movie theaters	1.4	382	90%	10%
Indoor concerts and performances	1.3	383	91%	9%

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

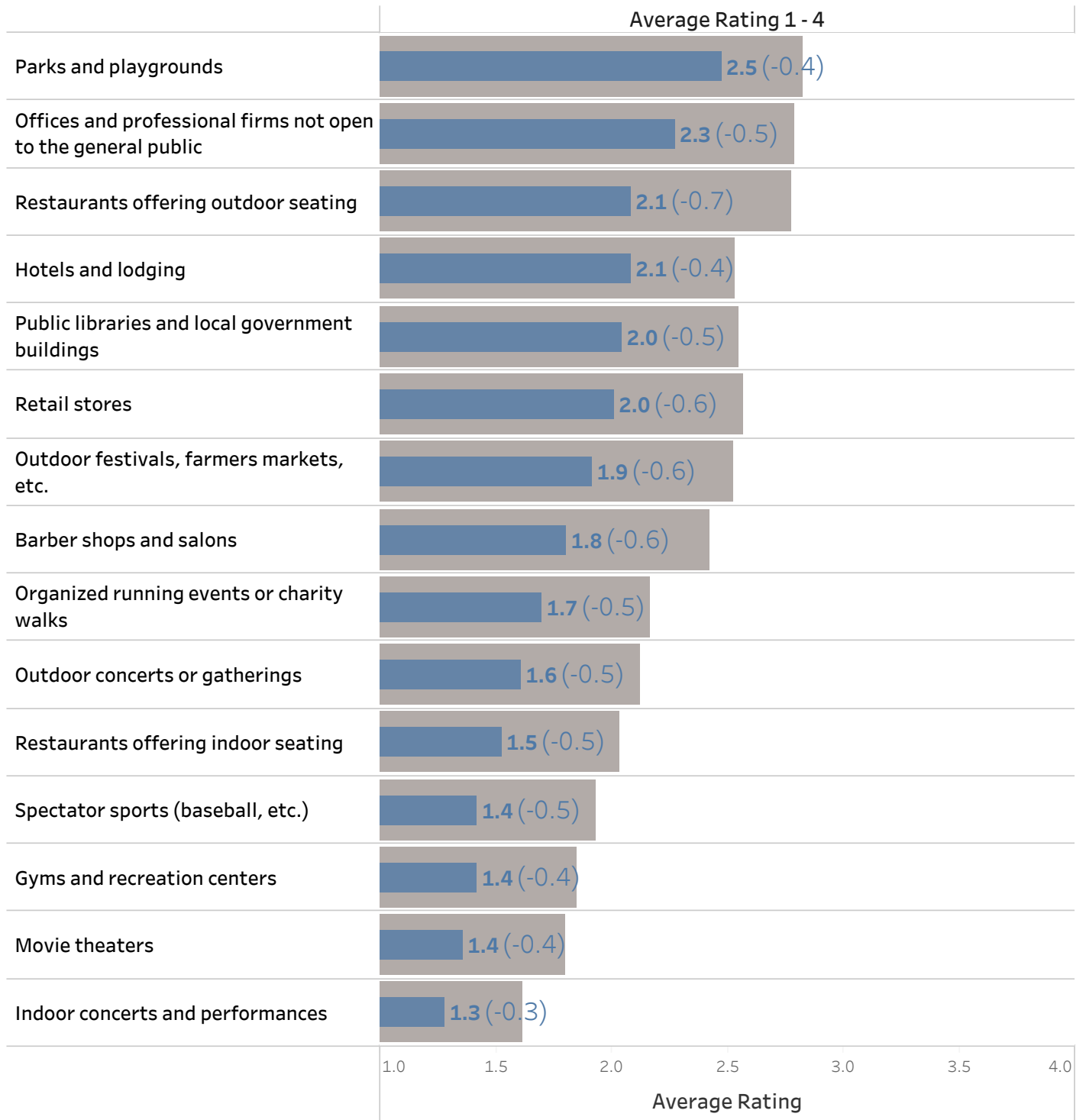
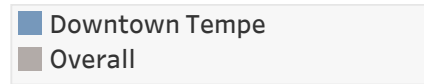
■ 1 - Very Uncomfortable      ■ 3 - Somewhat Uncomfortable  
■ 2 - Somewhat Uncomfortable      ■ 4 - Very Comfortable

# Comfort Level with Visiting/Participating Currently

## Downtown Tempe vs. Overall

Now thinking of those same activities and businesses, how comfortable would you be in visiting them or participating at the current time?

Average Rating.



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

# Importance of Precautions

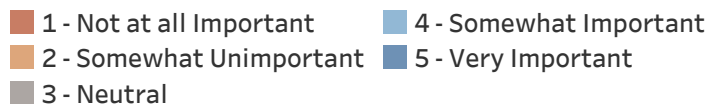
## Downtown Tempe Only

How important are the following precautions in making you feel more comfortable and safe if you were to go out to shop, dine or attend a public gathering?

Average Rating and Percent Responding 1 - 5.

Rating Category	Avg.	n=	Not Important (1 & 2)	Neutral (3)	Somewhat/ Very Important (4 & 5)
All employees required to wear a mask	4.8	380	3%	3%	93%
Enforced social distancing practices	4.8	380	3%	3%	94%
All customers required to wear a mask	4.7	379	4%	3%	93%
Regular disinfecting/cleaning regimen prominently posted	4.7	379	3%	3%	94%
Hand sanitizer available to customers	4.7	379	3%	3%	94%
Limited number of customers allowed in a business at one time	4.6	379	4%	3%	93%
Assurance of employee testing for COVID-19	4.5	379	3%	8%	88%
Plexiglass barriers at checkout	4.4	379	6%	6%	88%
Merchandise quarantine or mandatory steaming of garments that are tried on	4.1	378	9%	16%	74%
Safety certification by local government or independent inspector	4.1	378	10%	18%	71%
Temperature checks required for customer entry/employee entry	4.0	379	11%	17%	72%

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



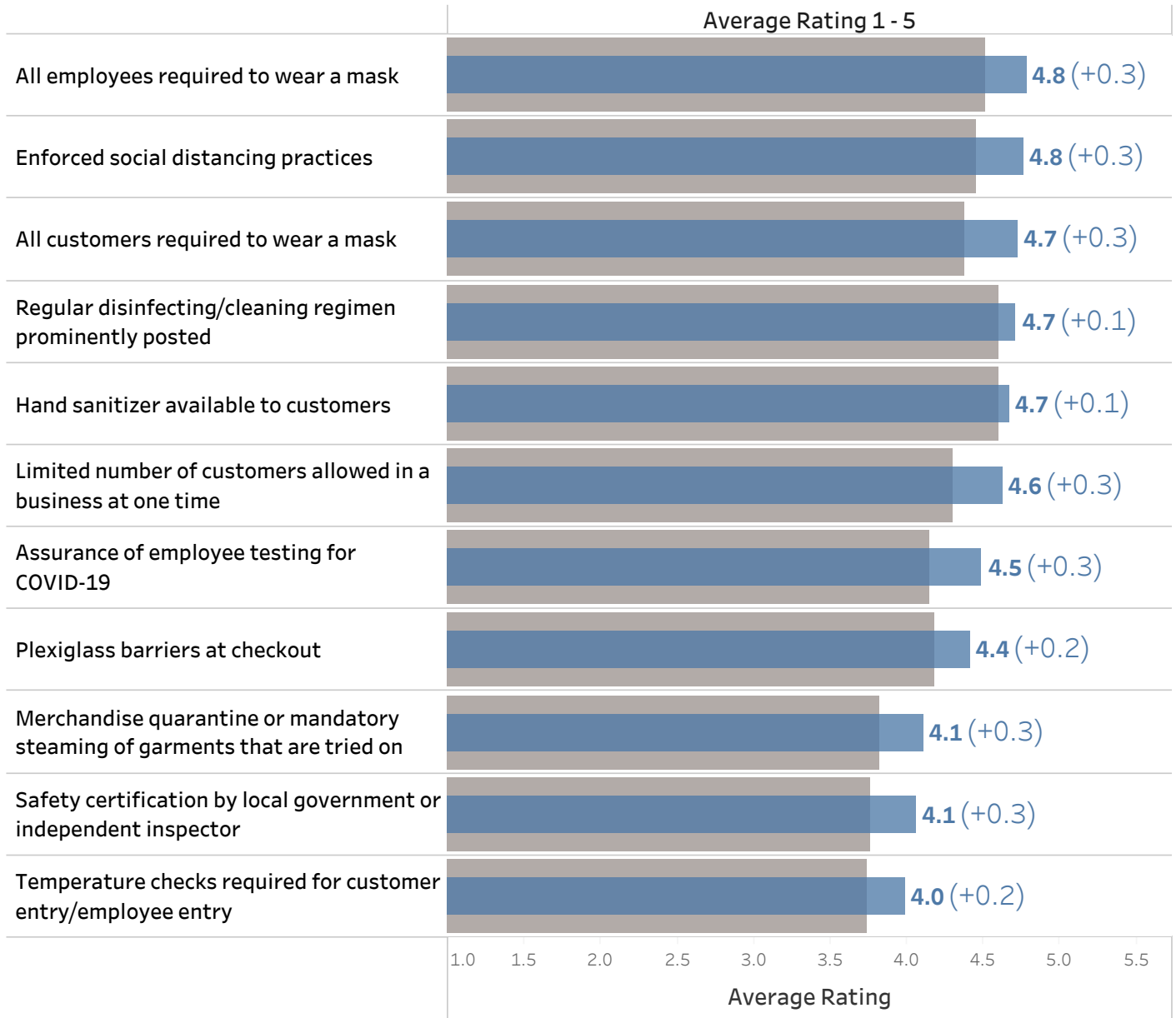


# Importance of Precautions

## Downtown Tempe vs. Overall

How important are the following precautions in making you feel more comfortable and safe if you were to go out to shop, dine or attend a public gathering?

Average Rating.

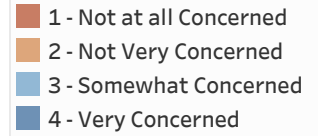


\*Categories are sorted in descending order by the average rating of Downtown Tempe respondents.

# Level of Concern

Over the next 3-6 months, how concerned are you about the following?

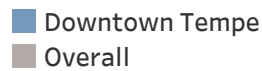
Average Rating and Percent Responding 1 - 4, Downtown Tempe Only.



Rating Category	Avg.	n=	Not Very/Not at all Concerned (1 & 2)	Somewhat/ Very Concerned (3 & 4)
Risk from COVID-19 to the health of vulnerable groups such as seniors and those with preexisting health conditions	3.8	376	2%	98%
Local hospitals being overwhelmed with infected patents	3.7	376	6%	94%
Risk of you or your family contracting COVID-19	3.6	376	8%	92%
A national or global economic recession	3.4	372	13%	87%
Loss of restaurants, retailers and other small businesses in your community	3.4	375	13%	87%
Financial impact on family members or friends	3.2	373	17%	83%
Loss of quality of life from the inability to do things you enjoy	2.9	370	35%	65%
Losing your job or continuing to be unemployed	2.6	363	43%	57%

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

Average Rating, **Downtown Tempe vs. the Overall.**



	Average Rating 1 - 4
Risk from COVID-19 to the health of vulnerable groups such as seniors and those with preexisting health conditions	3.8 (+0.1)
Local hospitals being overwhelmed with infected patents	3.7 (+0.5)
Risk of you or your family contracting COVID-19	3.6 (+0.3)
A national or global economic recession	3.4 (-0.0)
Loss of restaurants, retailers and other small businesses in your community	3.4 (-0.2)
Financial impact on family members or friends	3.2 (-0.1)
Loss of quality of life from the inability to do things you enjoy	2.9 (-0.1)
Losing your job or continuing to be unemployed	2.6 (+0.1)

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

IDA | Urban District Consumer Survey

# Impact of Crisis on Spending

Please tell us how the crisis has impacted spending by you and your family. Using the scale below, which category best describes your spending on the following:

Average Rating and Percent Responding 1 - 5, Downtown Tempe Only.

Rating Category					
	Avg.	n=	Slightly/ Significantly Decreased (1 & 2)	Stayed the Same (3)	Slightly/ Significantly Increased (4 & 5)
Groceries	3.8	367	8%	29%	63%
Medical or emergency preparedness (home first aid supplies, etc.)	3.6	366	5%	45%	50%
Home improvement projects	3.4	367	14%	40%	46%
Home entertainment (music, premium televisions channels, etc.)	3.4	366	10%	48%	42%
Alcoholic beverages	3.1	363	17%	55%	28%
Furnishings/Appliances	2.7	363	30%	55%	15%
Athletic goods (fitness equipment, bicycles, running gear, etc.)	2.3	354	49%	38%	13%
Restaurant meals including takeout and delivery	2.1	366	67%	15%	18%
Fashion - apparel, shoes, etc.	1.7	364	76%	20%	4%
Beauty and grooming products/services	1.7	363	76%	23%	1%
Entertainment and recreation outside the home	1.4	364	88%	7%	5%
Leisure travel	1.4	366	86%	12%	3%

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

Average Rating, **Downtown Tempe vs. the Overall.**

Rating Category	Average Rating 1 - 4	
	Downtown Tempe	Overall
Groceries	3.8 (+0.0)	
Medical or emergency preparedness (home first aid supplies, etc.)	3.6 (+0.2)	
Home improvement projects	3.4 (-0.1)	
Home entertainment (music, premium televisions channels, etc.)	3.4 (+0.1)	
Alcoholic beverages	3.1 (-0.0)	
Furnishings/Appliances	2.7 (+0.0)	
Athletic goods (fitness equipment, bicycles, running gear, etc.)	2.3 (-0.0)	
Restaurant meals including takeout and delivery	2.1 (-0.0)	
Fashion - apparel, shoes, etc.	1.7 (-0.0)	
Beauty and grooming products/services	1.7 (+0.0)	
Entertainment and recreation outside the home	1.4 (-0.0)	
Leisure travel	1.4 (+0.0)	

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

# Expectations for Resuming Spending

Now thinking of these same items, how quickly do you expect to resume your normal (prior to COVID-19) spending patterns?

Average Rating and Percent Responding, Downtown Tempe vs. the Overall. "Not Sure" Excluded.

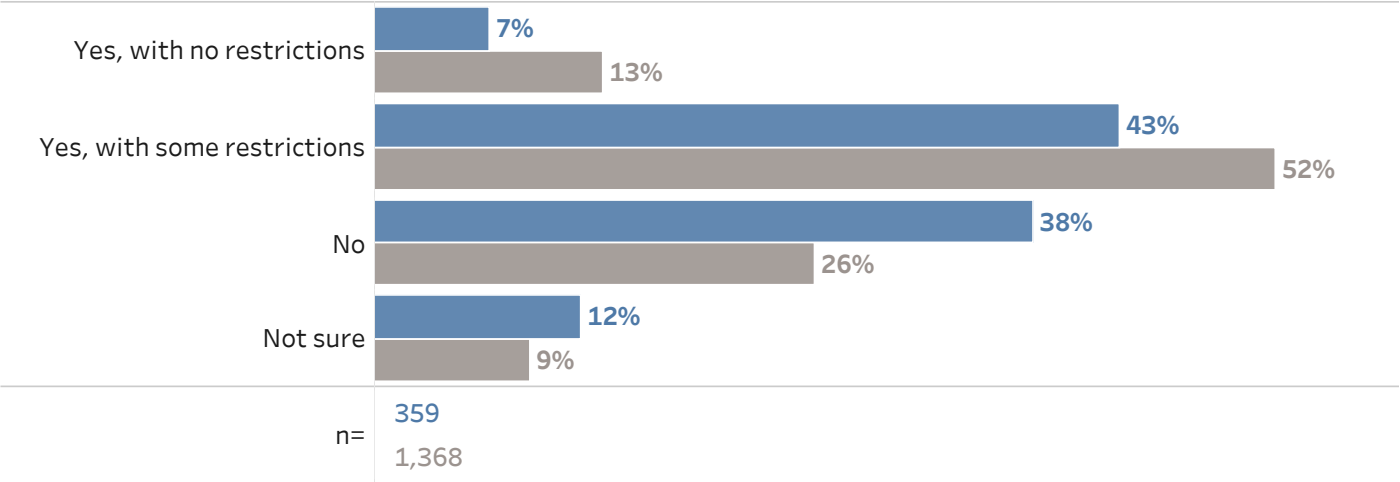
Rating Category	Segment	n=	Percent Responding				
Home entertainment (music, premium televisions channels, etc.)	Your District	247	43%	15%	21%	9%	12%
	Overall	955	51%	18%	14%	6%	11%
Groceries	Your District	304	36%	18%	28%	12%	7%
	Overall	1,147	47%	21%	18%	8%	6%
Medical or emergency preparedness (home first aid supplies, etc.)	Your District	256	39%	16%	21%	13%	11%
	Overall	967	48%	21%	16%	7%	8%
Home improvement projects	Your District	277	29%	27%	26%	13%	
	Overall	1,036	41%	27%	20%	10%	
Alcoholic beverages	Your District	255	35%	16%	24%	7%	19%
	Overall	988	46%	18%	14%	6%	16%
Beauty and grooming products/services	Your District	312	19%	27%	34%	13%	6%
	Overall	1,190	36%	31%	20%	9%	
Furnishings/Appliances	Your District	261	18%	25%	31%	21%	6%
	Overall	957	29%	25%	22%	17%	6%
Athletic goods (fitness equipment, bicycles, running gear, etc.)	Your District	263	16%	23%	35%	16%	10%
	Overall	984	29%	27%	25%	11%	8%
Restaurant meals including takeout and delivery	Your District	317	14%	21%	39%	21%	
	Overall	1,205	26%	27%	28%	15%	
Fashion - apparel, shoes, etc.	Your District	311	10%	26%	39%	18%	6%
	Overall	1,144	21%	32%	30%	13%	
Entertainment and recreation outside the home	Your District	327	7%	17%	44%	27%	
	Overall	1,218	18%	25%	33%	21%	
Leisure travel	Your District	314	6%	13%	33%	39%	8%
	Overall	1,199	12%	17%	32%	33%	6%

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

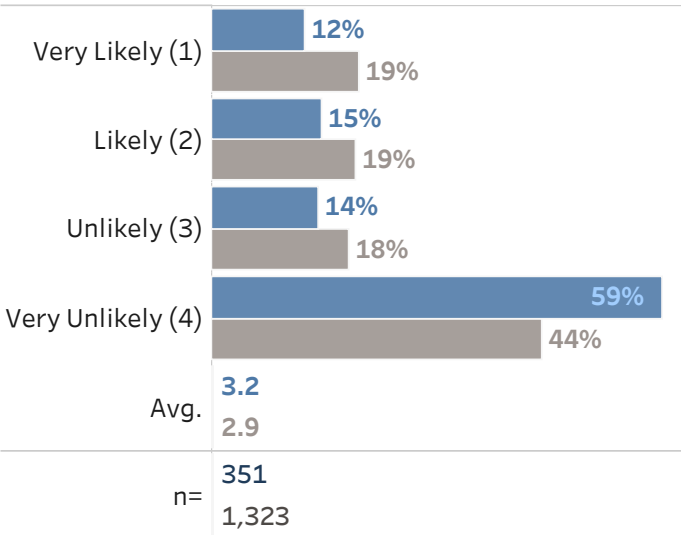


# Welcoming Visitors & Intent to Travel

**Do you think your community should welcome overnight visitors this summer and fall as a way to support the local economy and small businesses with jobs and tax revenues?**



**How likely are you to travel this summer (July/August) that involves overnight stays away from home?**



**How likely are you to travel this fall (September through November) that involves overnight stays away from home?**

