



RECOVERY COMPASS

The DCBID is conducting a multi-wave survey to track sentiments about the pandemic and Downtown LA in an effort to help guide recovery efforts. This report reflects the results through Wave 3 of the survey.

WORKING FROM HOME

60%
due to the pandemic

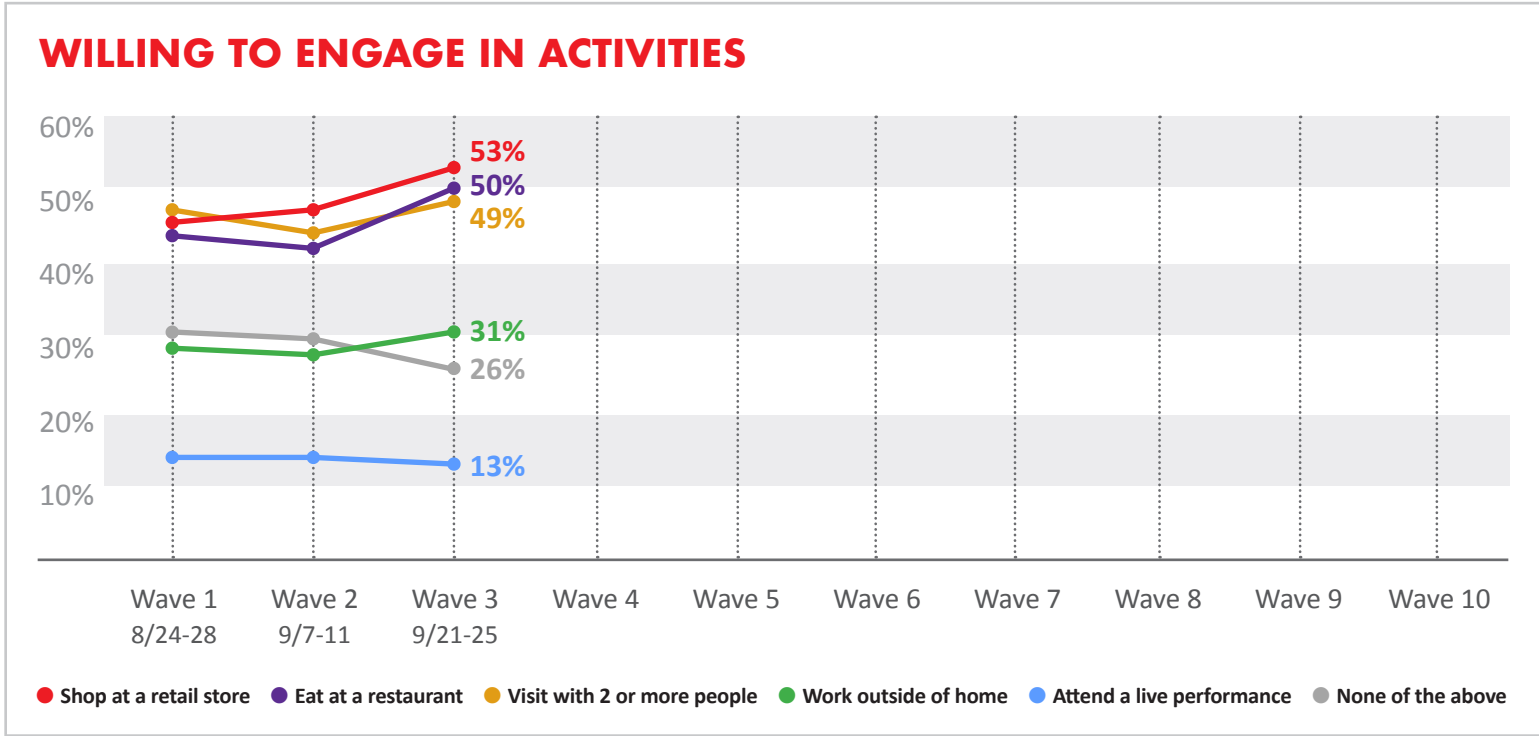
EAT AT A RESTAURANT

45%
willing to do so without hesitation

FUTURE OF DTLA

58%
say they are optimistic

- KEY HIGHLIGHTS**
- Engaging in activities:** There is a fairly even split between those ready to engage now, those who are seeking additional assurance, and those awaiting a medical breakthrough.
 - Place of work:** A significant share of workers (**72%**) are willing to continue working from home, while a sizeable minority (**48%**) are eager to return to their place of work.
 - Downtown LA:** Understandably, sentiments are less positive on the future than they were a year ago. Nevertheless, affection has not waned, with **81%** saying they love DTLA.

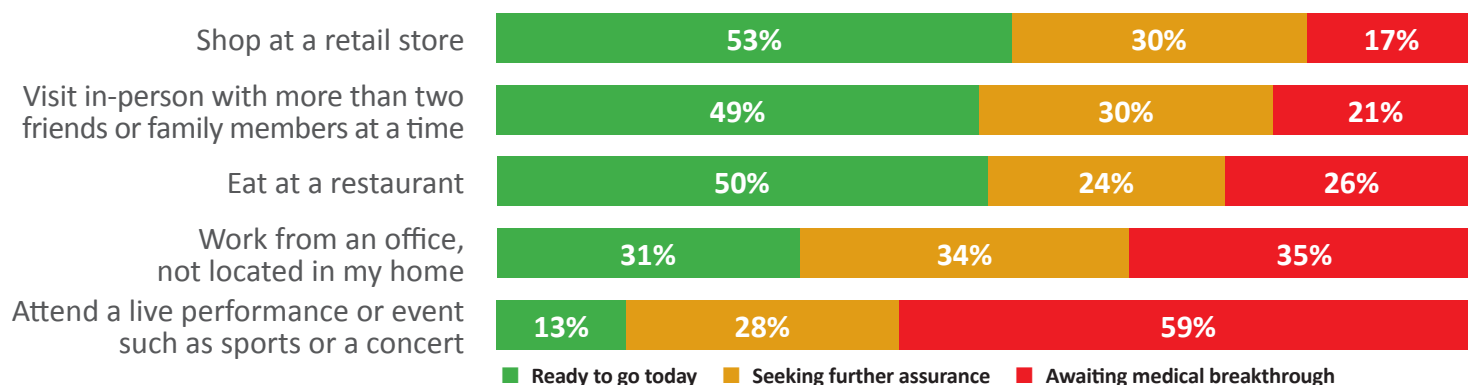


METHODOLOGY: Audience recruited from targeted email list and Facebook ad campaigns. Each wave includes at least 300 responses collected over five days every two weeks.



ACTIVITY WILLINGNESS BREAKDOWN

Participants indicated their degree of willingness to engage in certain activities. While a significant percentage are ready to go, some will not engage until the pandemic is over.



SENTIMENTS



Working from home

72% say they are willing to continue working from home after the pandemic.
48% are eager to return to their place of work ▲8 (58% of DTLA workers ▲13).



Managing the pandemic

81% feel they are getting mixed messages from media and government (84% of DTLA residents).
55% say their local area is doing a good job responding to COVID-19 (42% of DTLA residents).

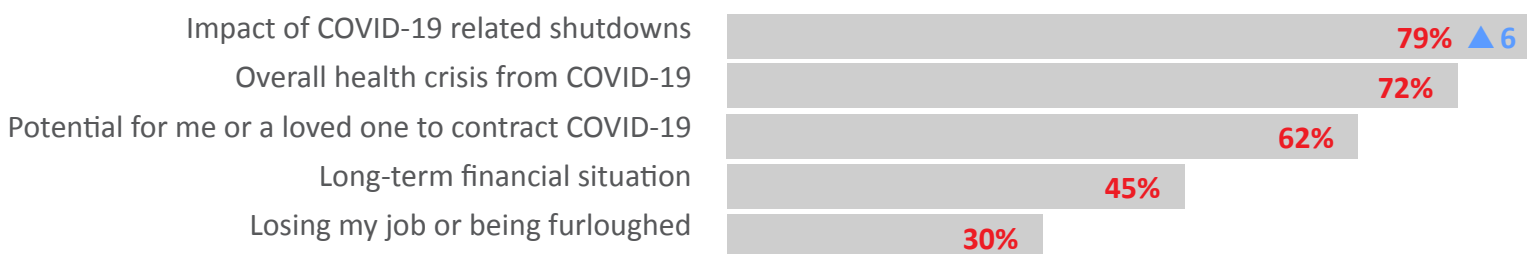


Looking ahead

43% say they will shop less frequently at retail stores after the pandemic.
60% expect to continue living in their current neighborhood.

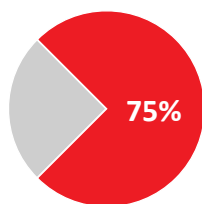
CONCERNS

Societal concerns outweigh personal ones, but a significant number worried about contracting COVID-19. The top concerns:

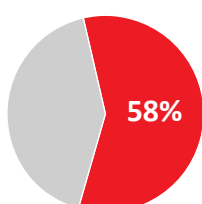


DTLA

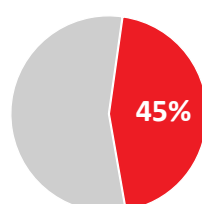
Despite the pandemic, Downtowners remain committed and optimistic about the area's future.



I love DTLA



Optimistic about the future of DTLA



DTLA is moving in the right direction

Visited in the past month:

26% FigAt7th
25% Grand Central Market
16% The BLOC

October 5, 2020

Produced by the Downtown Center Business Improvement District
DowntownLA.com/RecoveryCompass