



# RECOVERY COMPASS

## Report #3: Results through Wave 6 (November 9-13)

DCBID is conducting a multi-wave survey to track sentiments about the pandemic and Downtown LA in an effort to help guide recovery efforts.

**WORKING FROM HOME**

**60%**  
due to the pandemic

**EAT AT A RESTAURANT**

**50%**  
willing to do so without hesitation

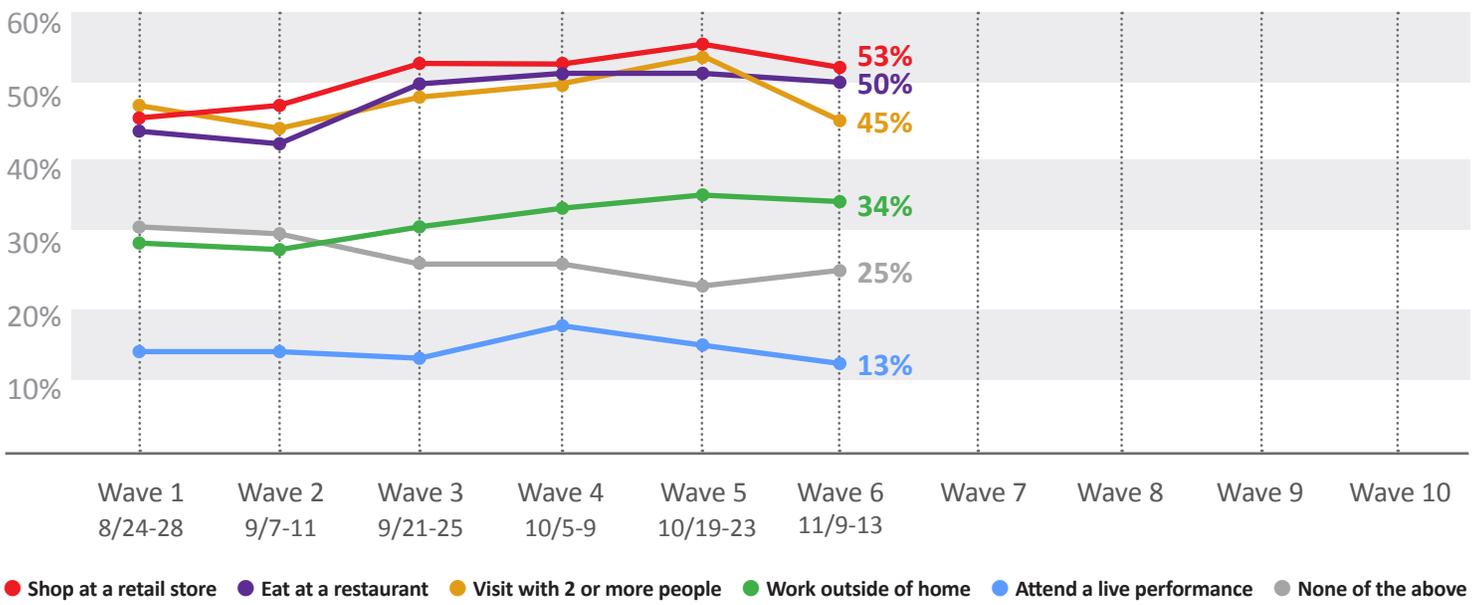
**FUTURE OF DTLA**

**59%**  
say they are optimistic

### KEY HIGHLIGHTS

- Shifting Concerns:** The impact of economic shutdowns was less of a concern (66% ▼9), while the potential to contract COVID-19 rose to become the top concern (78% ▲13). This may reflect the impact of rising case counts in the short term coupled with a more hopeful long-term outlook due to positive vaccine news.
- Management and Communication:** Although a majority (63%) still say they are getting mixed messages from media and government, this is substantially lower than prior waves, while sentiments on local handling of the pandemic also improved.
- DTLA Optimism Returns:** After dipping for several waves, and potentially buoyed by a lack of post-election disruptions, almost half (48%) of Downtowners say DTLA is moving in the right direction, a nine-point jump.

### WILLING TO ENGAGE IN ACTIVITIES

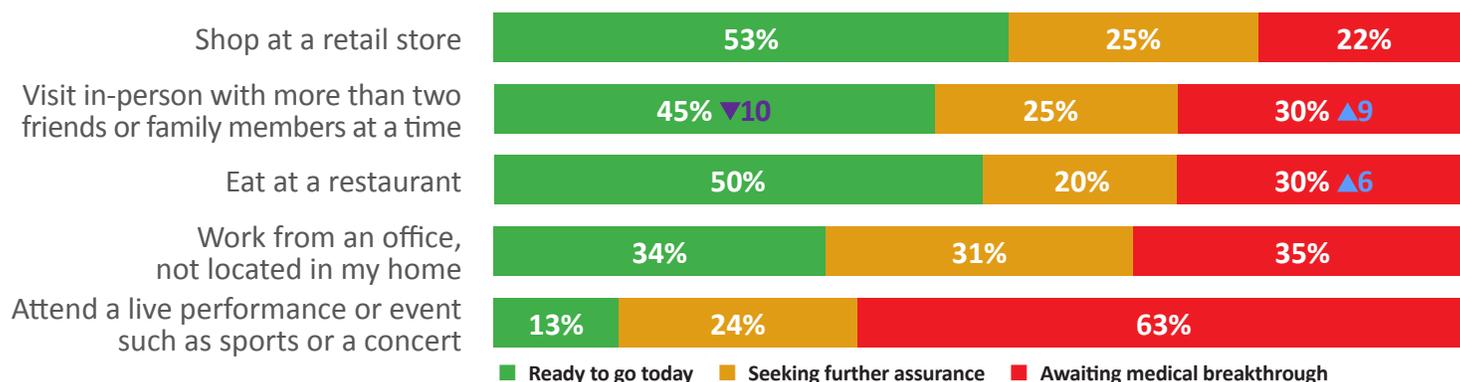


METHODOLOGY: Audience recruited from targeted email list and Facebook ad campaigns. Each wave includes at least 300 responses collected over five days every two weeks.



## 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.

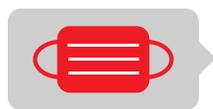


## SENTIMENTS



### Working from home

78% ▲7 say they are willing to continue working from home after the pandemic. 45% are eager to return to their place of work (48% of DTLA workers).



### Managing the pandemic

63% ▼13 feel they are getting mixed messages from media and government (56% ▼12 of DTLA residents). 61% ▲5 say their local area is doing a well responding to COVID-19 (60% ▲18 of DTLA residents).

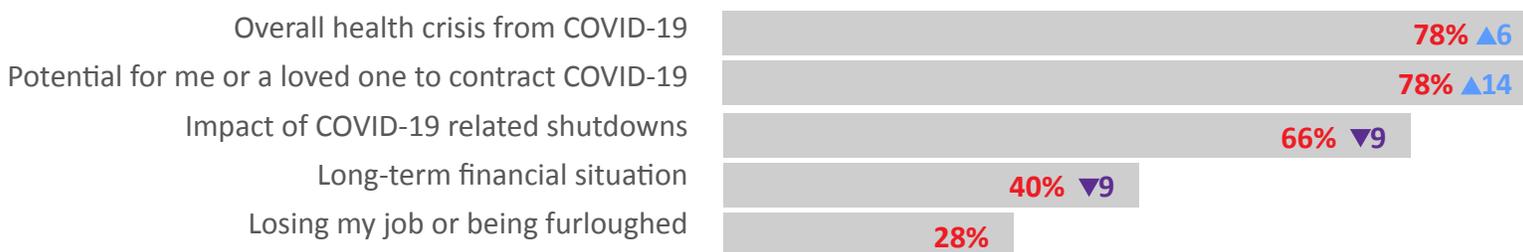


### Looking ahead

34% ▼6 say they will shop less frequently at retail stores after the pandemic. 65% expect to continue living in their current neighborhood (55% ▲6 of DTLA residents).

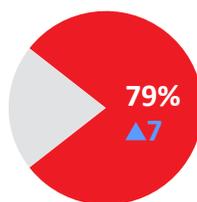
## CONCERNS

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

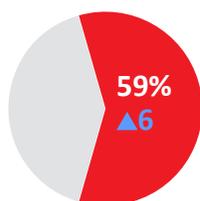


## DTLA

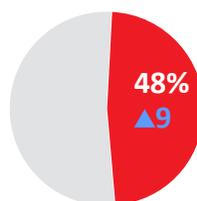
Despite the pandemic, Downtowners remain committed and optimistic about the area's future.



I love DTLA



Optimistic about the future of DTLA



DTLA is moving in the right direction

### Visited in the past month:

- 30% FigAt7th
- 22% Grand Central Market
- 24% ▲7 The BLOC