



RECOVERY COMPASS

Report #2: Results through Wave 5 (October 19-23)

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

58%
due to the pandemic

EAT AT A RESTAURANT

52%
willing to do so without hesitation

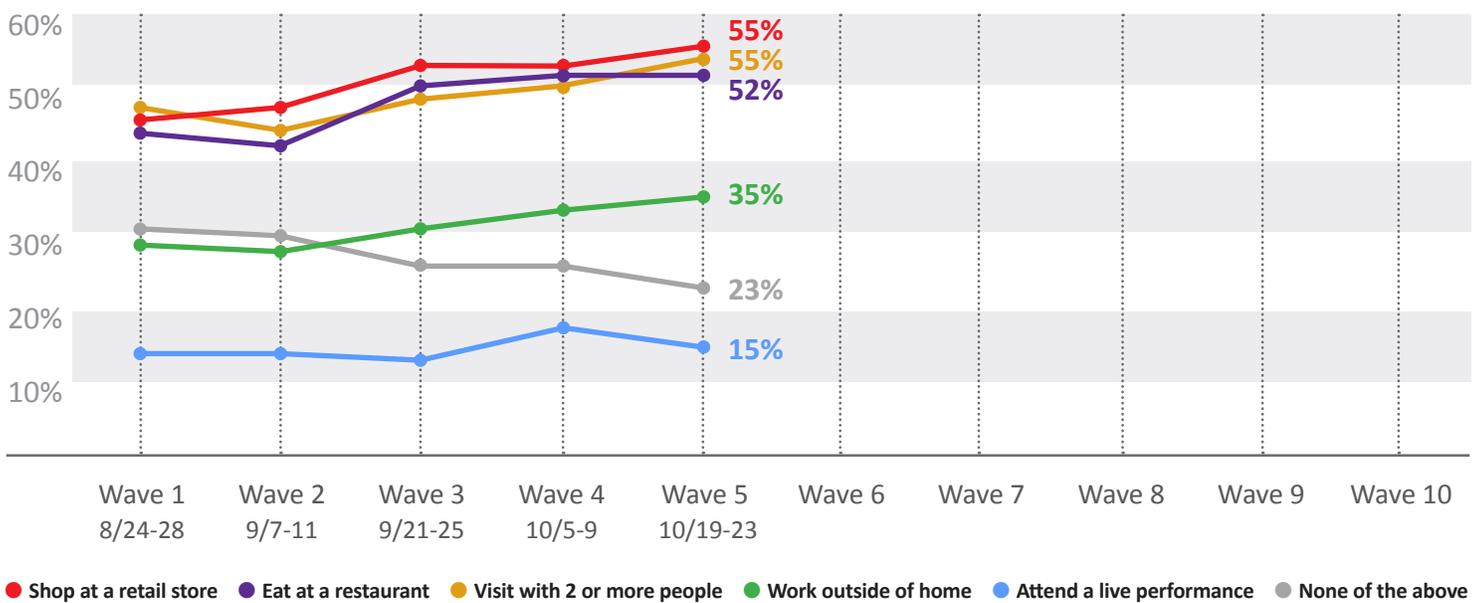
FUTURE OF DTLA

53%
say they are optimistic

KEY HIGHLIGHTS

- Engaging in activities:** There has been a noticeable uptick in willingness to engage in most activities, as well as a decline of 5 points for those not willing to engage in any.
- Place of work:** A significant share of workers (**70%**) are willing to continue working from home after the pandemic. While a substantial minority (**43%**) say they are eager to return to their place of work, this represents a 6 point decline from prior waves.
- Downtown LA:** Although overall affection for DTLA remains strong, sentiments on the current situation dipped in Wave 5. While we do not survey on factors unrelated to COVID, it is quite possible that this is due to unrest following the Lakers victory.

WILLING TO ENGAGE IN ACTIVITIES

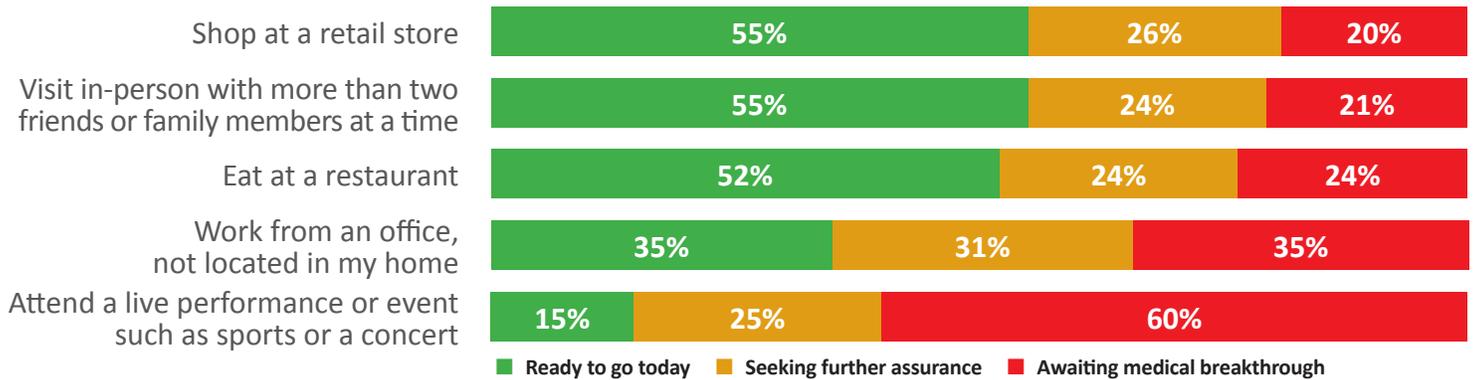


METHODOLOGY: Audience recruited from targeted email list and Facebook ad campaigns. Each wave includes at least 300 responses collected over five days every two weeks.



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

70% say they are willing to continue working from home after the pandemic.
43% ▼6 are eager to return to their place of work (48% of DTLA workers).



Managing the pandemic

76% ▼6 feel they are getting mixed messages from media and government (72% ▼12 of DTLA residents).
57% say their local area is doing a good job responding to COVID-19 (39% of DTLA residents).

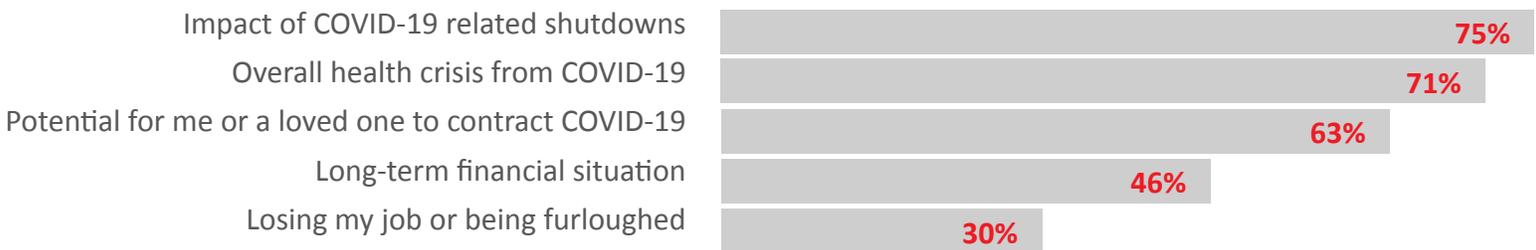


Looking ahead

41% say they will shop less frequently at retail stores after the pandemic.
61% expect to continue living in their current neighborhood (48% of DTLA residents).

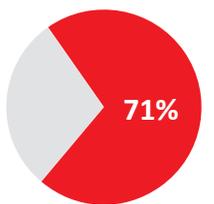
CONCERNS

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

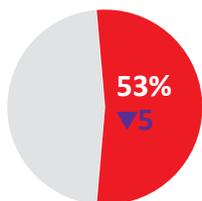


DTLA

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