



COVID-19 Resident Readiness Survey: Downtown Boulder Partnership

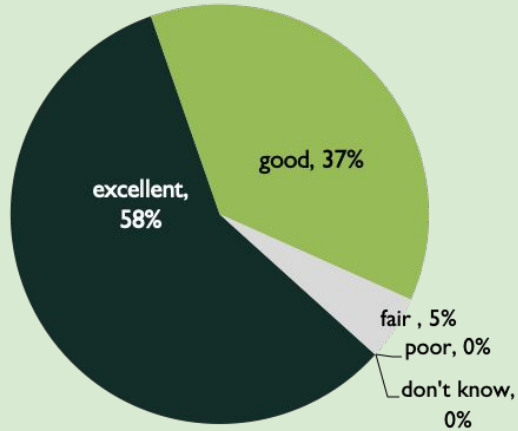
PRELIMINARY RESULTS



- Surveys administered May 8-18
- 1070 surveys completed
- Completed on Polco
- Similar surveys completed across the nation
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Resident Health

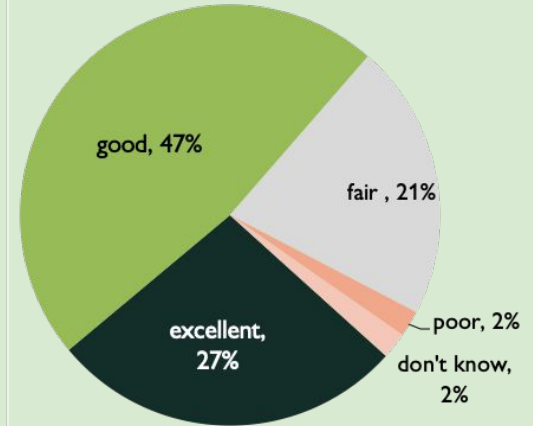
Overall Physical Health



Overall Emotional Health



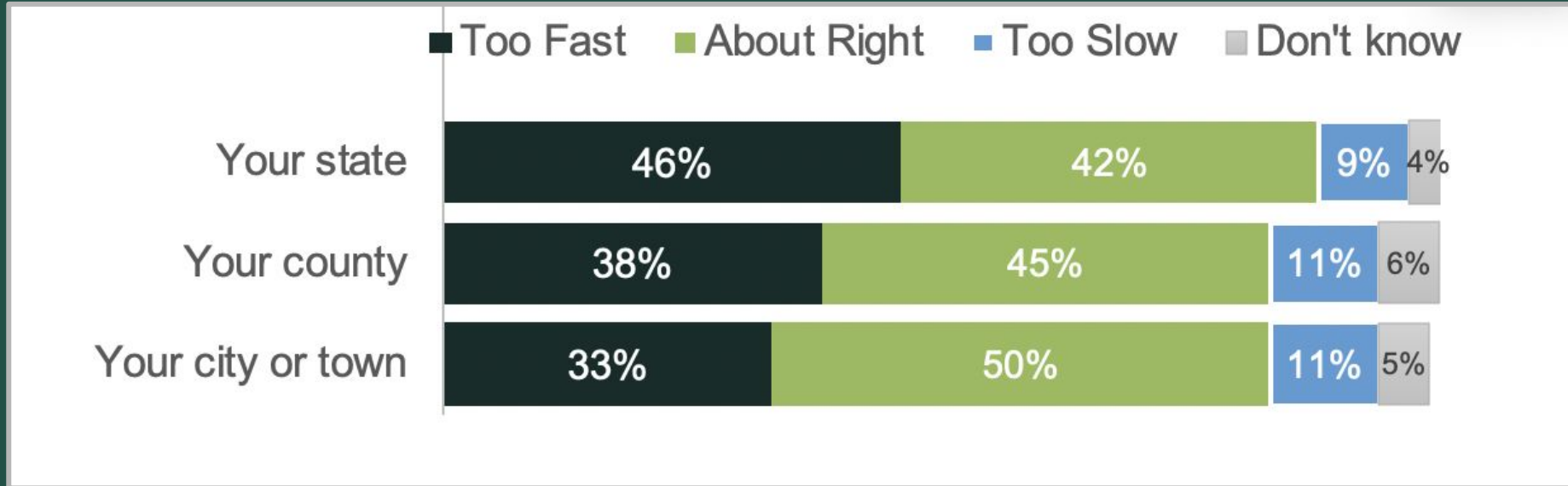
Overall Economic Health



	Excellent	Good	Fair	Poor
Physical health	24%	54%	18%	3%
Economic health	19%	44%	25%	11%
Emotional and social health	16%	50%	25%	8%

Speed of Reopening

Thinking about government plans to lift restrictions on businesses and community gathering areas or venues, how would you rate the reopening at each of the following levels of government?

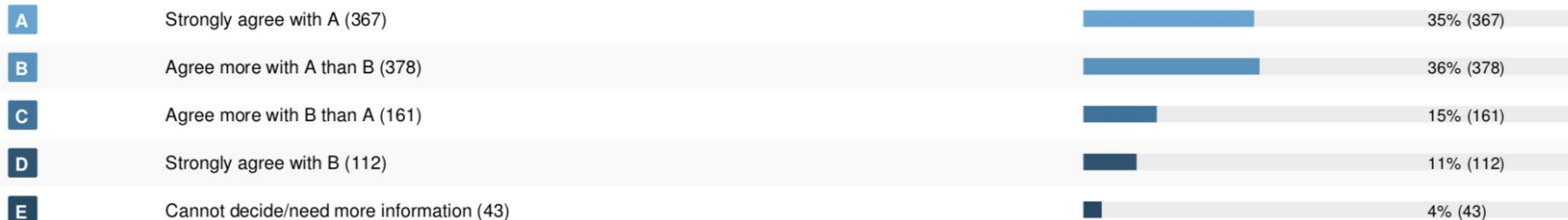


Balancing Health and Economy

Which statement about reopening is closest to your thoughts? A. Most of us need to stay at home until we know about this virus and how to treat it or a vaccine is developed; B. We need to open the economy now and deal with the health consequences as we build immunity and recover economically

CURRENT RESULTS

1061 Total Responses

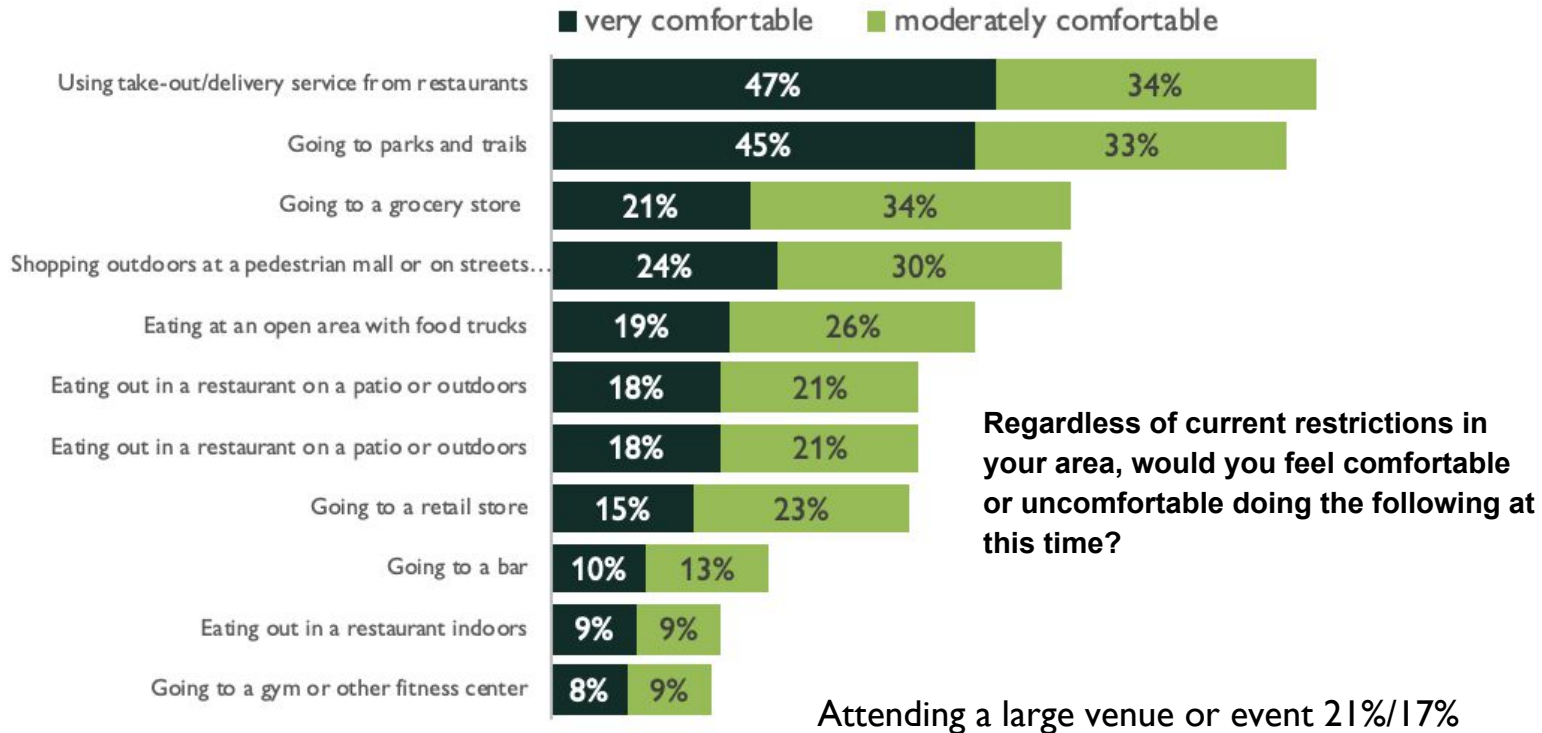


Chose A 71%

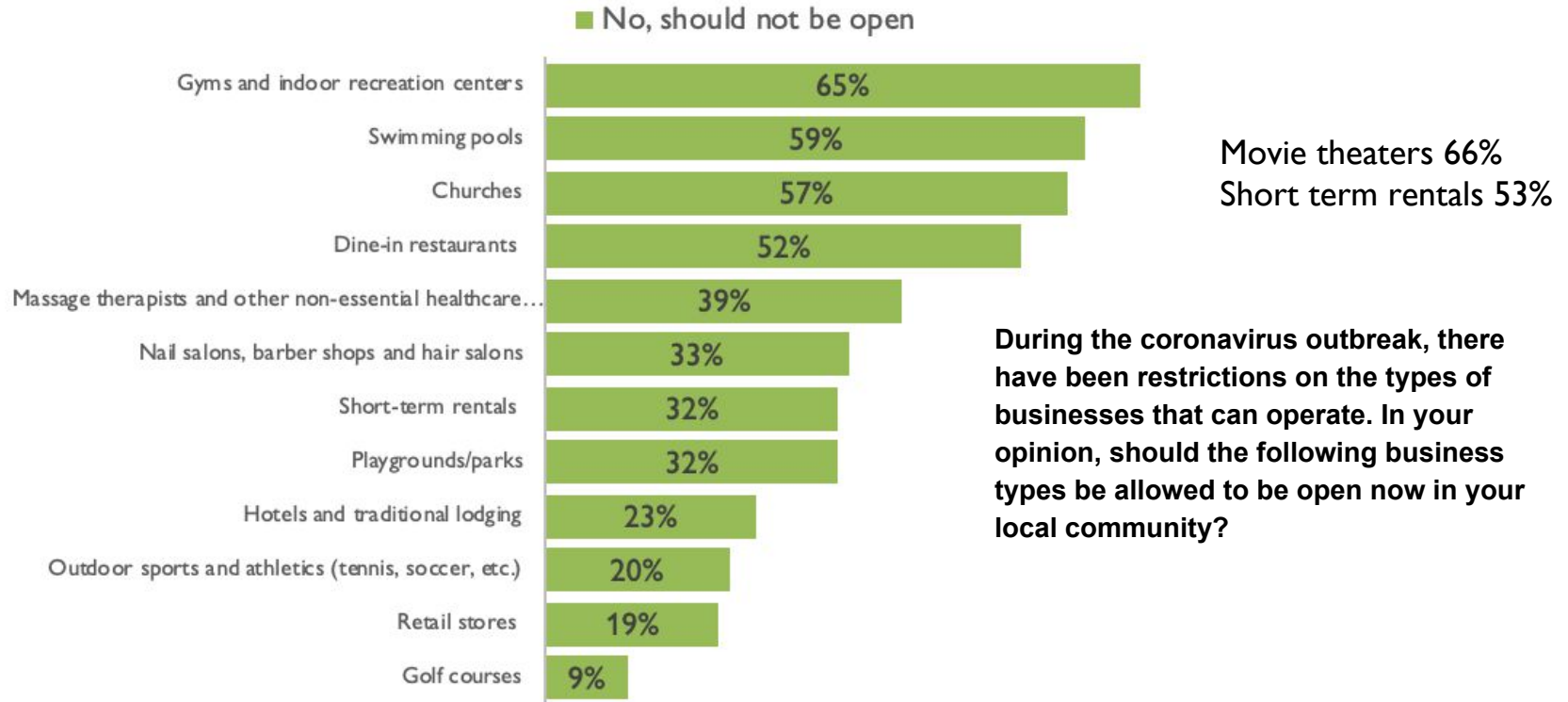
Chose B 26%

Unsure 4%

Comfort Re-engaging in Economy



Loosening Restrictions

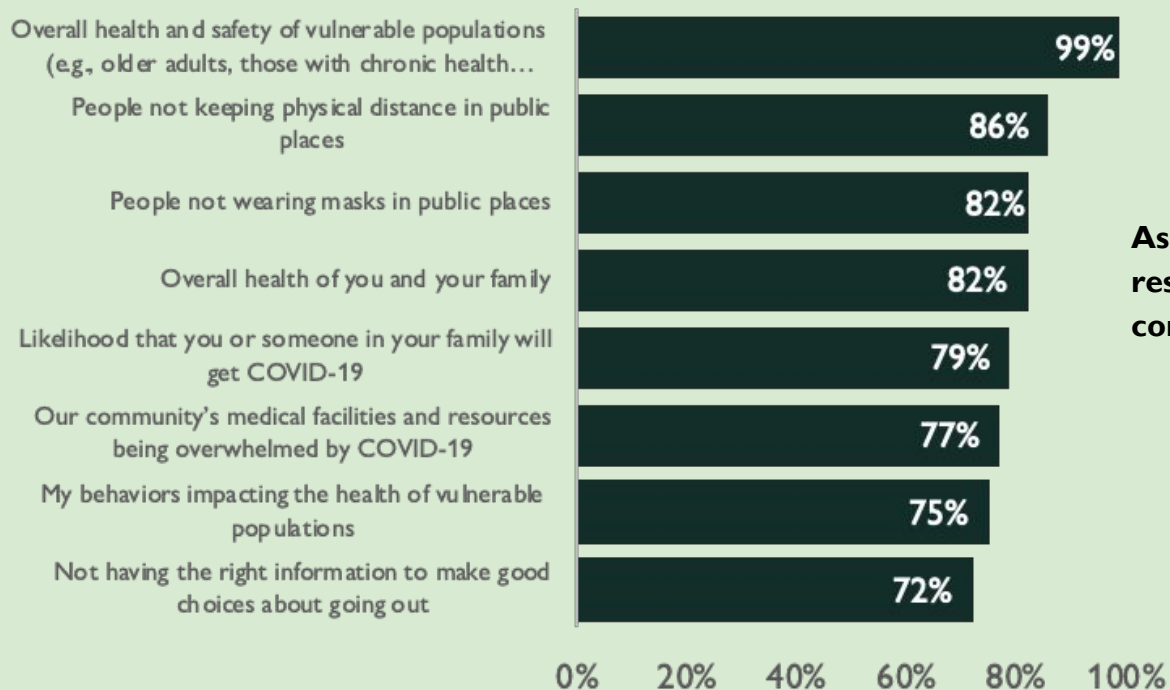


Important Safety Measures



How important, if at all, are the following to make you feel comfortable enough to return to retail stores, restaurants, etc.?

Concerns with Reopening the Economy



Very concerned or moderately concerned

As your local community takes steps to resume normal activities, how concerned are you about the following:

Economic Concerns

Thinking about the pace of reopening, how concerned are you about the following:

CURRENT RESULTS	1053 Total Responses				
	Very concerned	Moderately concerned	Slightly unconcerned	Not at all concerned	Don't know
Becoming, or continuing to be, unemployed	28% (291)	28% (291)	13% (135)	29% (302)	3% (31)
An economic recession	60% (635)	31% (329)	6% (63)	2% (18)	0% (-)
The loss of locally-owned or small businesses	79% (828)	17% (184)	2% (24)	0% (-)	0% (-)

COVID Spending

Most Increased Spending

Groceries - Up 63%/Same 22%

For More than a Majority Stayed the

Same

Home essentials	Same 57%/Up 36%
Alcohol Up	Same 48%/Up 27%
Entertainment	Same 53%/Up 17%
Home goods	Same 44%/Up 10%
Home renovations	Same 51%/Up 13%
Appliances/larger	Same 58%/Up 14%

For Majority Decreased

Restaurants	Down 81%
Clothes, beauty	Down 86%
Fitness/rec	Down 52%

How long to return to normal buying?

Please indicate how soon you anticipate returning to your normal buying behaviors?

CURRENT RESULTS							1043 Total Responses
	Had not changed	This month (very soon)	1- 5 months	6-11 months	A year or more	Never (permanently changed)	
Shopping in retail stores/malls	4% (40)	13% (133)	38% (395)	26% (270)	17% (173)	3% (28)	
Dining out or carry out from restaurants	20% (206)	26% (273)	30% (314)	14% (144)	9% (91)	1% (11)	
Entertainment (movies, subscriptions, etc.)	31% (320)	8% (86)	22% (231)	20% (205)	15% (160)	4% (38)	
Larger purchases (furniture, appliances, etc.)	39% (410)	7% (76)	18% (192)	15% (152)	17% (181)	2% (25)	

If you decreased any of your spending since the pandemic began, what led to that decrease?

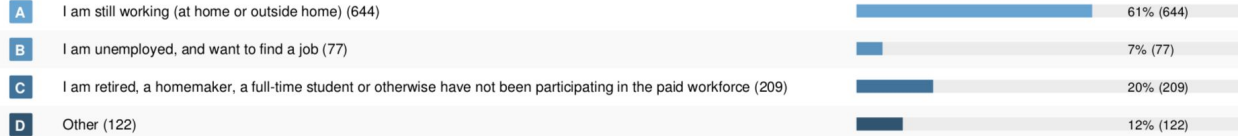
CURRENT RESULTS					1043 Total Responses
	Major reason	Moderate reason	Minor reason	Not a reason at all	
Stores were closed, items not available	40% (420)	24% (248)	18% (189)	17% (176)	
Lost my job, or concerned that I might lose my job	18% (189)	18% (190)	13% (138)	49% (512)	
Concerned there will be a recession and want to save more	25% (265)	27% (286)	24% (250)	22% (230)	
Concerned about exposure to COVID-19 from getting deliveries, getting take out or going to businesses that remain open	44% (458)	21% (218)	16% (171)	18% (190)	

Employment

Which of the following applies to you?

CURRENT RESULTS

1052 Total Responses



IF YOU DON'T GENERALLY WORK AT A JOB OUTSIDE YOUR HOME, PLEASE SKIP THIS QUESTION. How much of a barrier, if at all, are each of the following to you leaving your home to go to work (or back to work)?

CURRENT RESULTS

610 Total Responses

	Major barrier	Moderate barrier	Minor barrier	Not at barrier	Don't know
Company policies (e.g., delayed opening, not bringing all employees back at once, etc.)	39% (235)	18% (107)	12% (73)	27% (162)	3% (21)
Availability of daycare/childcare, summer camps, etc.	12% (72)	6% (36)	4% (22)	72% (442)	4% (22)
Concerns about someone in my household getting sick	34% (208)	24% (145)	18% (107)	23% (142)	0% (-)
Concerns about contributing to the spread of the virus	39% (240)	28% (168)	15% (93)	16% (95)	0% (-)
Needing to be home to take care of a sick family member	2% (13)	4% (27)	4% (25)	84% (510)	3% (21)
Transportation availability or safety	5% (31)	5% (28)	6% (37)	80% (489)	1% (8)
My preference to continue to work at home	16% (97)	14% (84)	15% (89)	49% (299)	4% (25)
Other	5% (29)	1% (4)	0% (-)	7% (40)	9% (53)



**Thank you.
Questions?**

Polco: www.polco.us

National Research Center: www.n-r-c.com

Michelle Kobayashi: Michelle@polco.us

