



Arlington Consumer Survey

Arlington Economic
Development Recovery
Task Force
June 2020

Prepared by the Town of Arlington Department of Planning and Community Development



What we've heard from residents



SURVEY OPEN
6/4 THROUGH 6/21

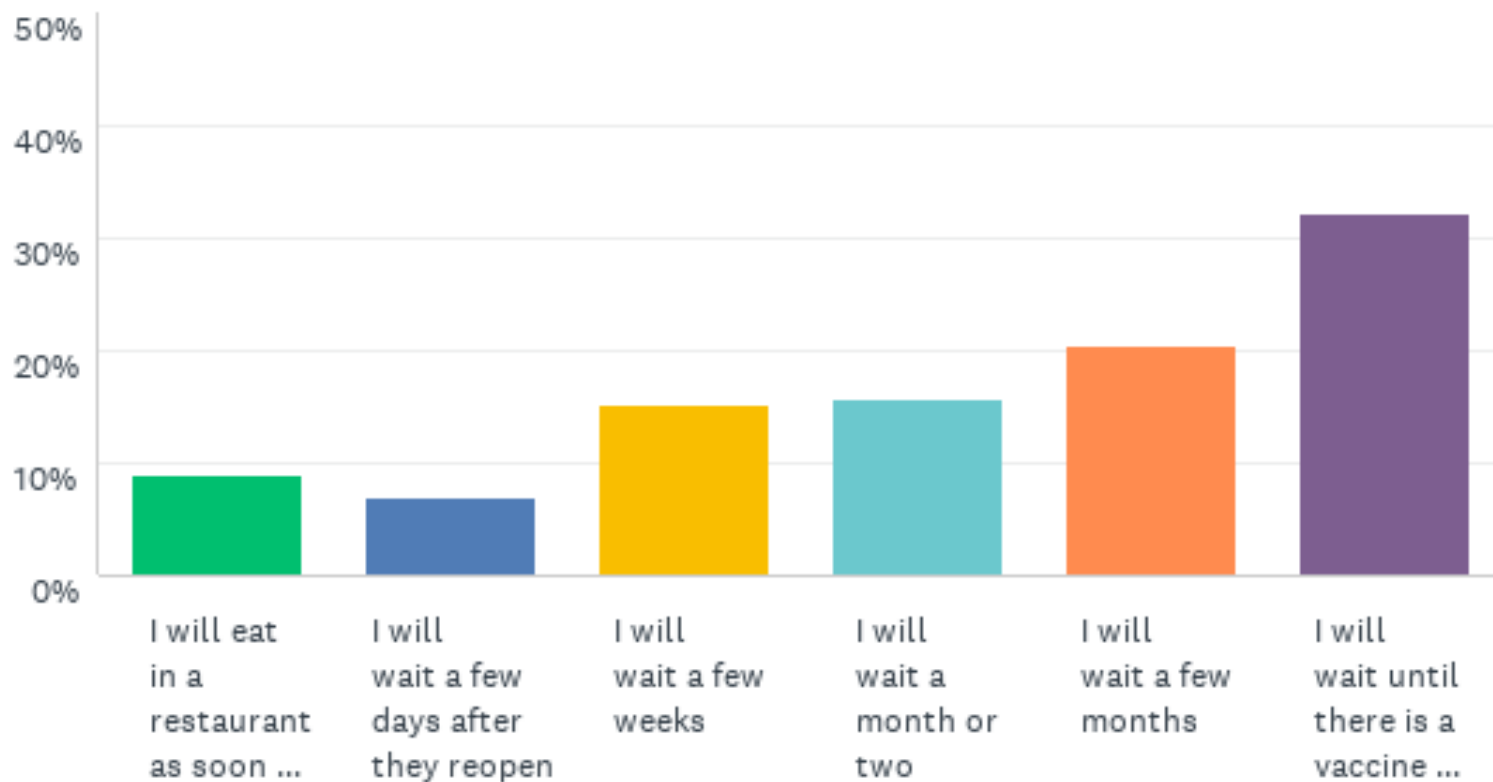


1,452 RESPONSES

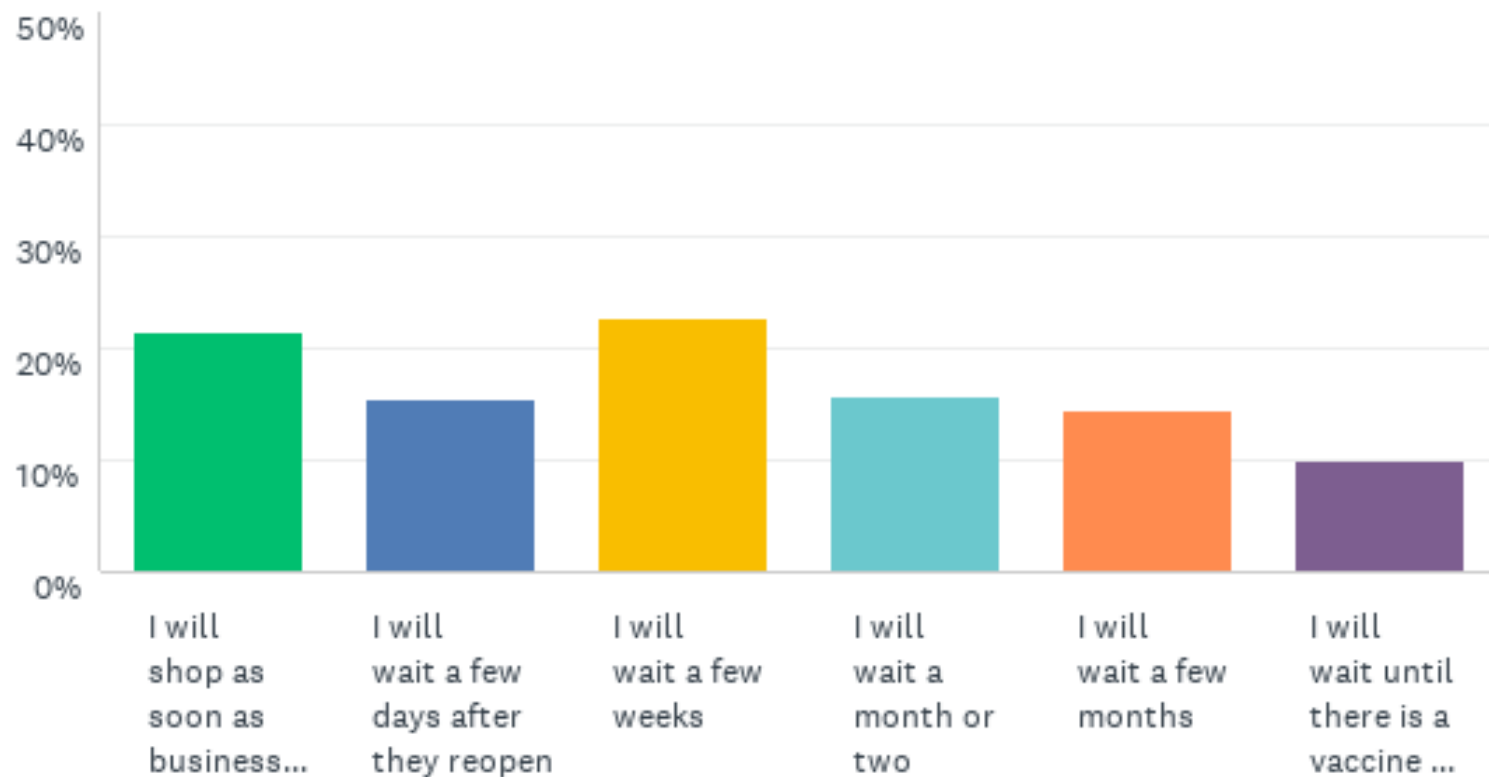


TYPICAL RESPONSE TO
TOWN SURVEYS: 200 TO
1,000 RESPONSES

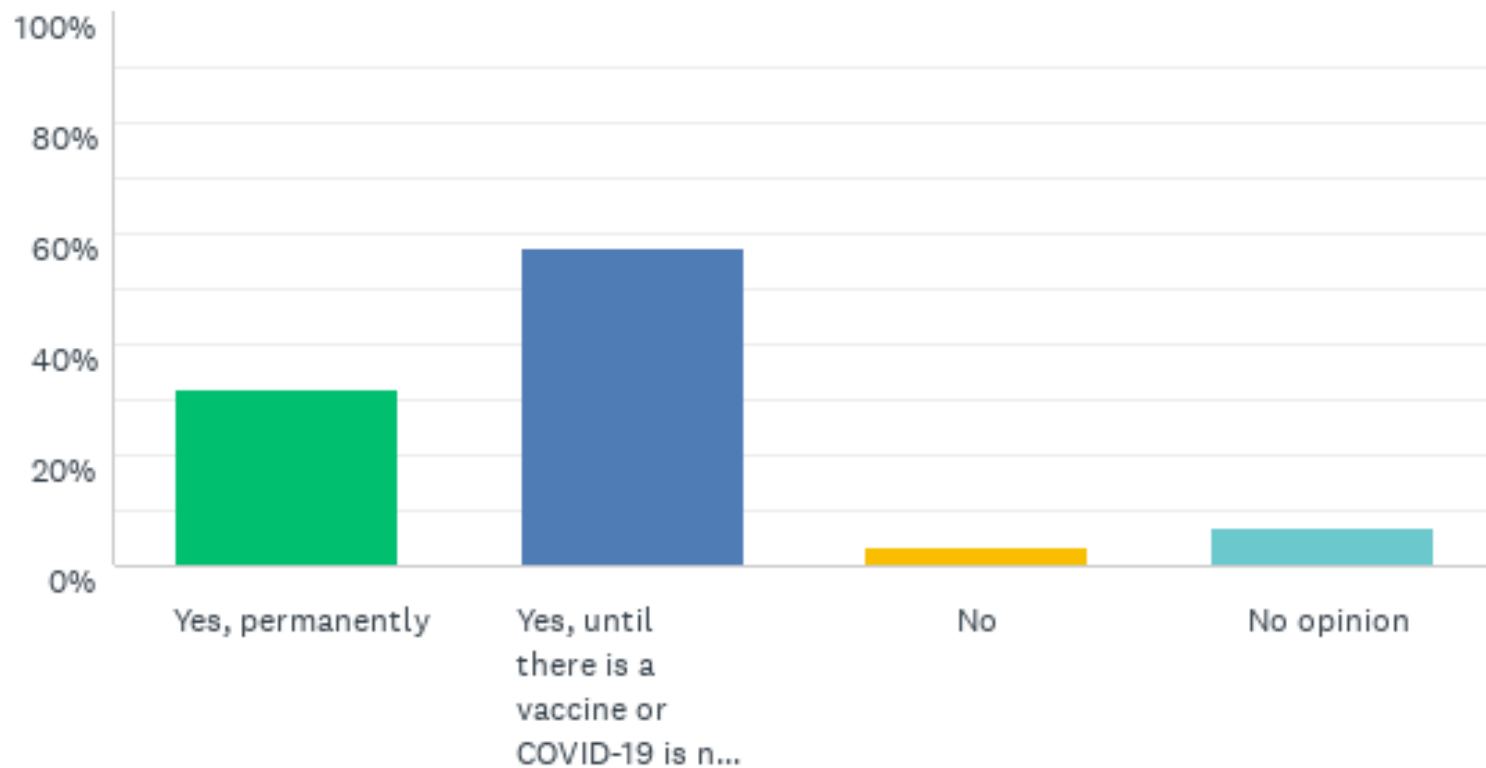
Q1: As the recovery from the COVID-19 crisis proceeds, how long will you wait before dining inside a restaurant?



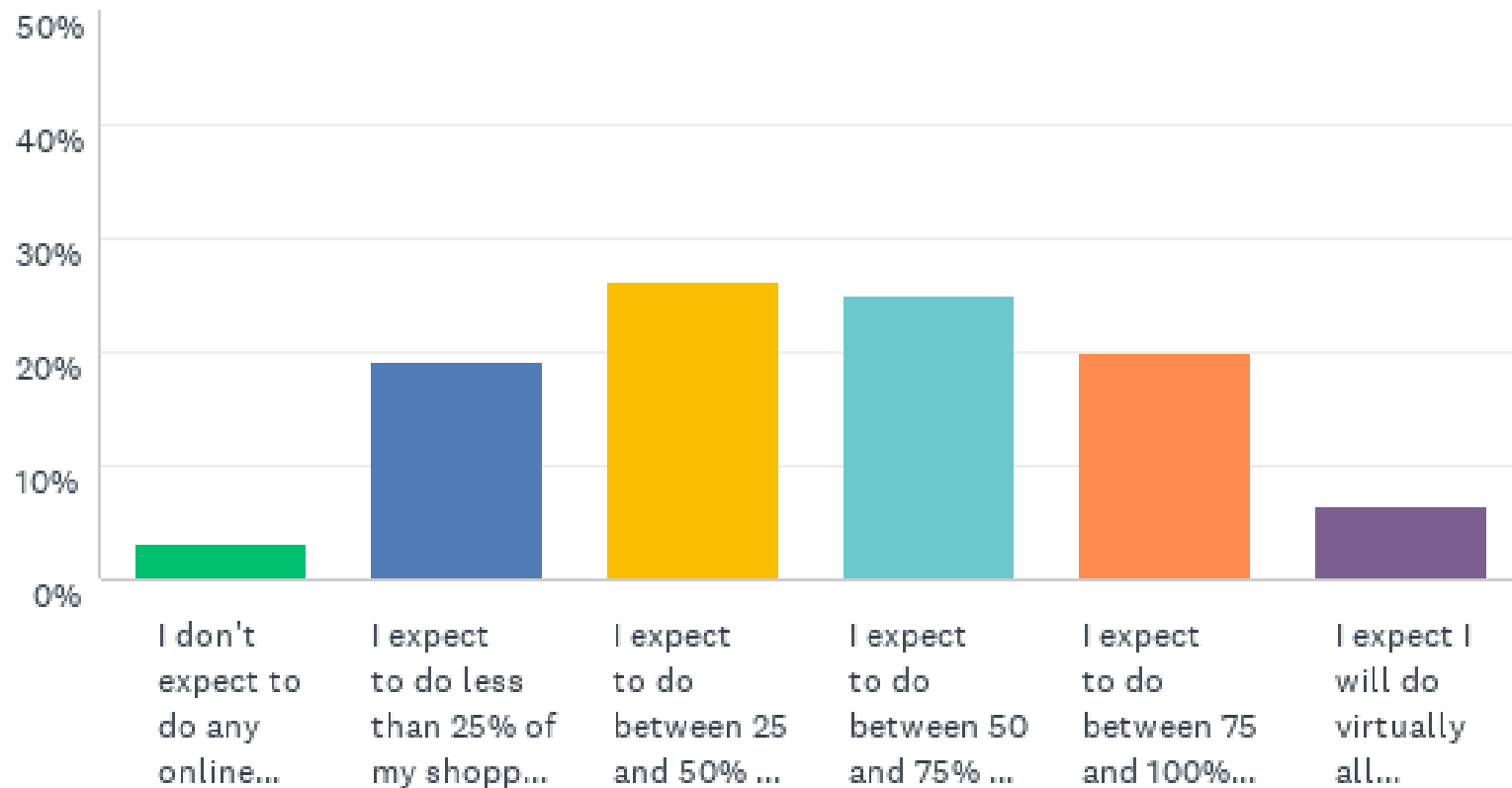
Q2: As the recovery from the COVID-19 crisis proceeds, how long will you wait before shopping for non-essential items in Arlington's businesses?



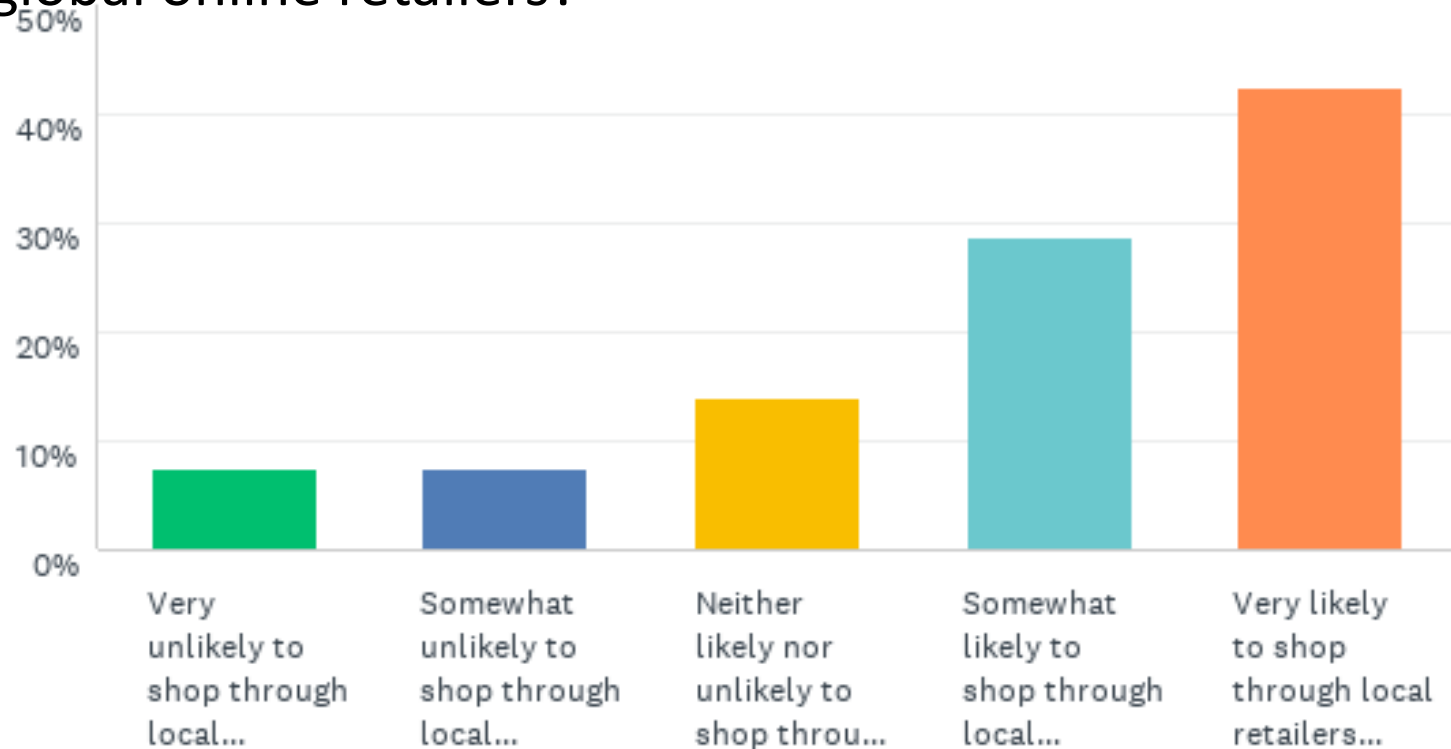
Q3: Would you like to see curbside options for restaurants continue as the recovery from the COVID-19 crisis proceeds?



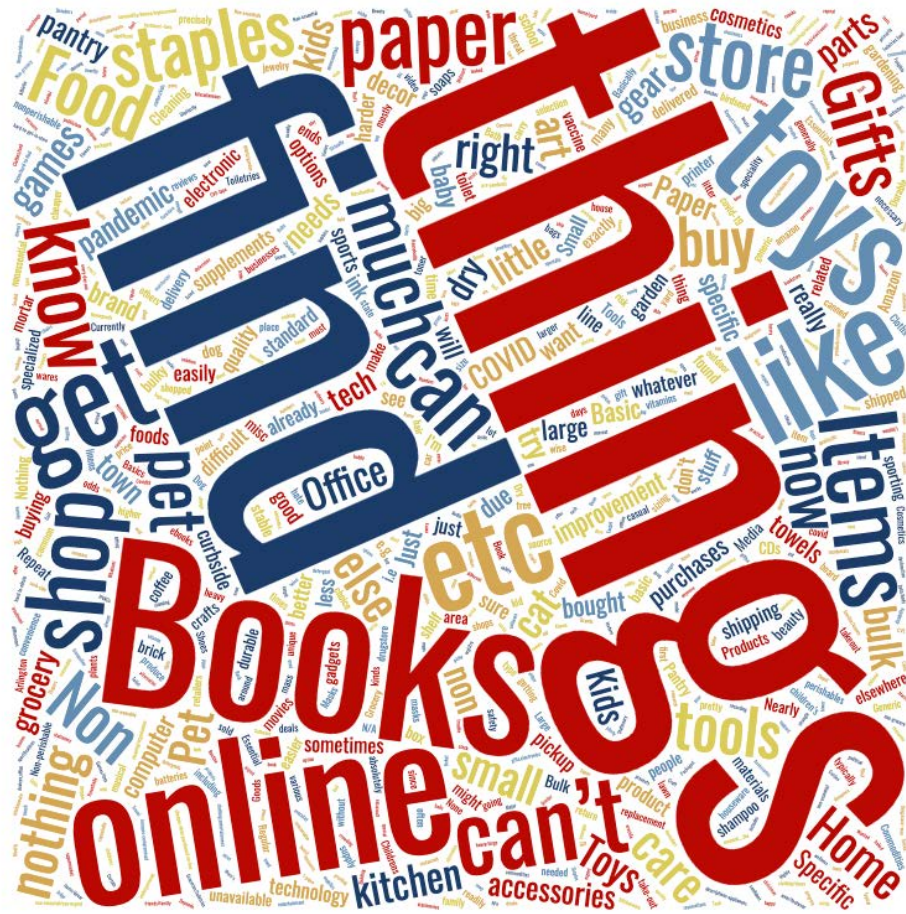
Q4: As the recovery from the COVID-19 crisis proceeds, how much shopping do you expect to do online?



Q5: If local merchants offered their products and services through online shopping, how likely would you shop through local retailers' online stores compared to major national or global online retailers?



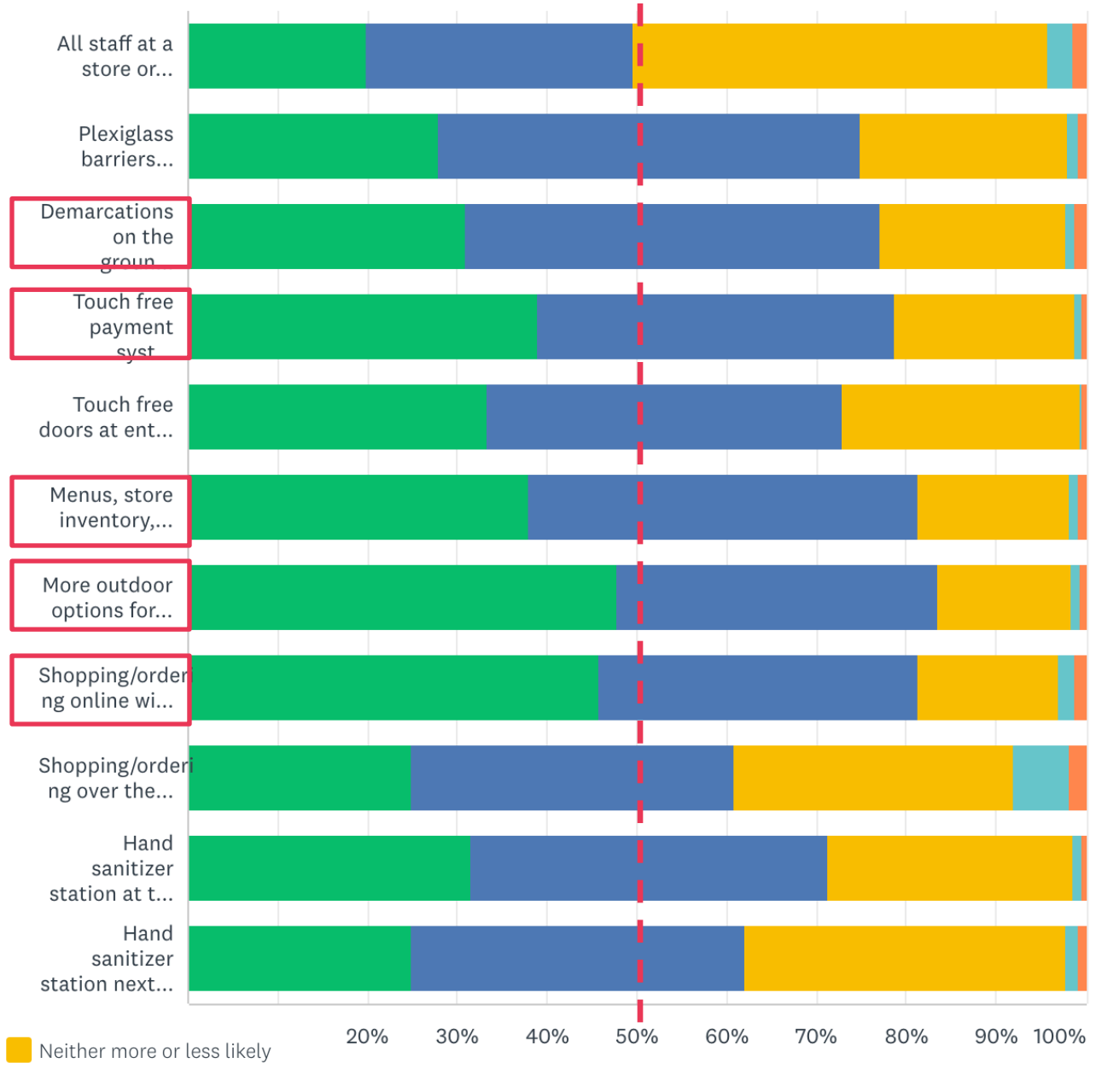
Q6: Which items do you prefer to shop for online?



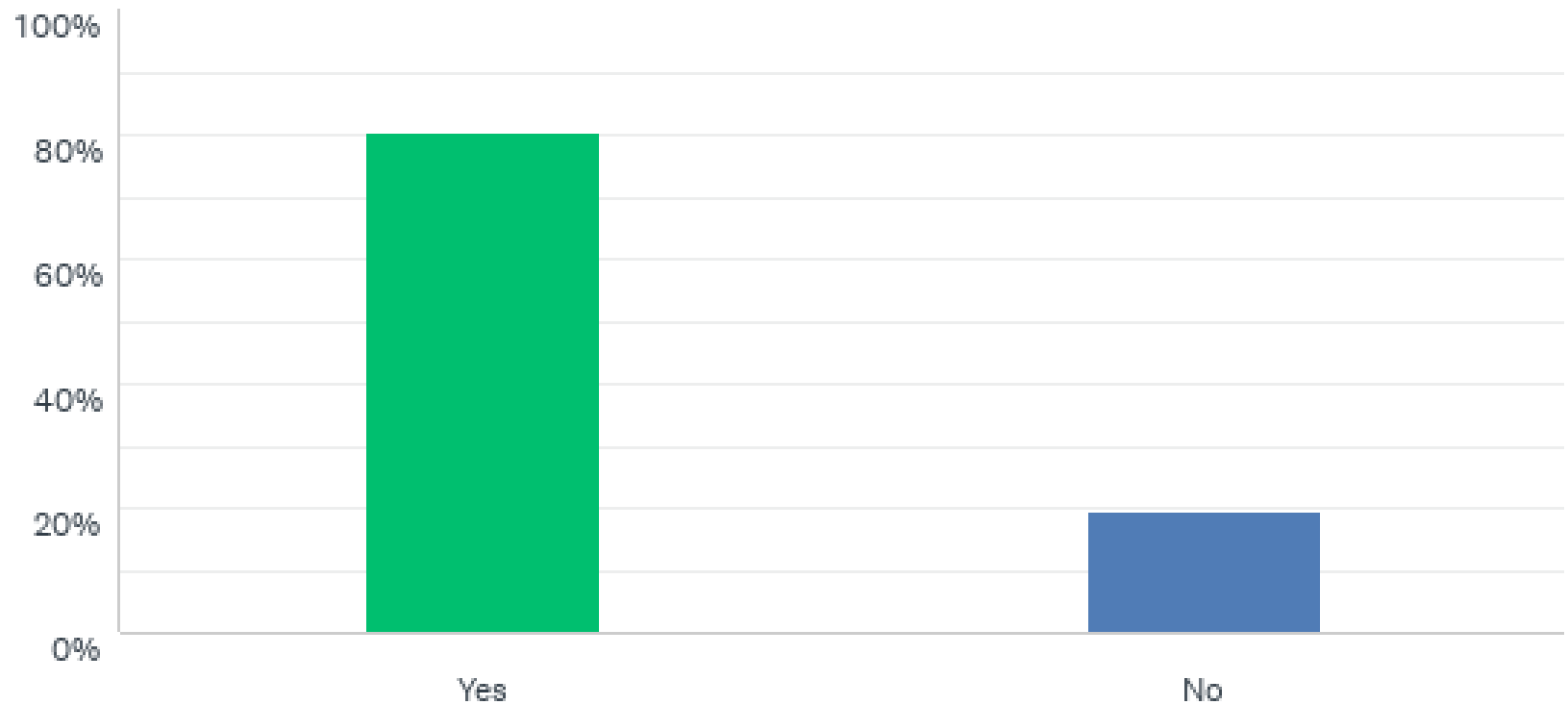
Q6: Which items do you prefer to shop for in person?



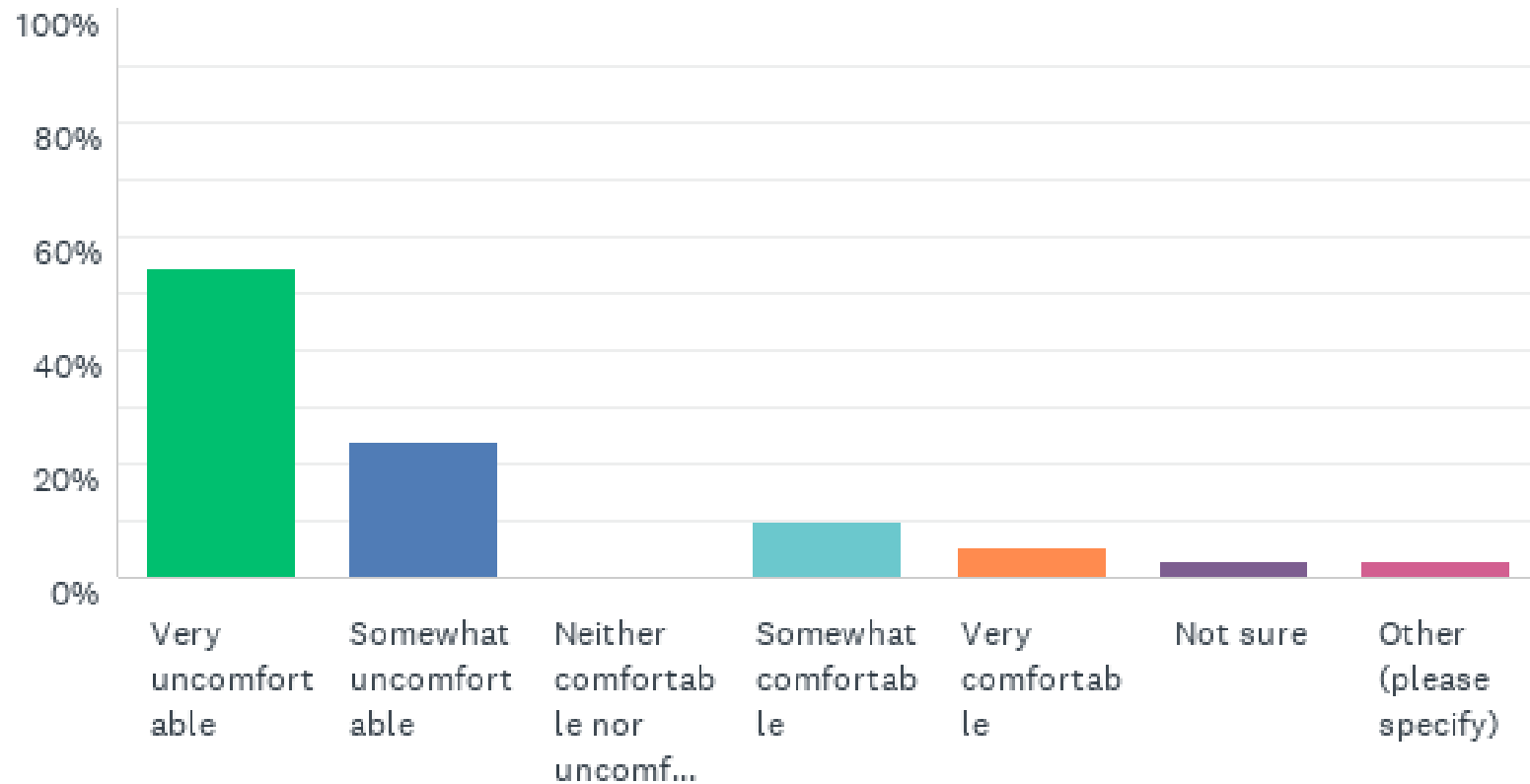
Q7: Changes to business operations that would make consumers more likely to shop or dine at a small business



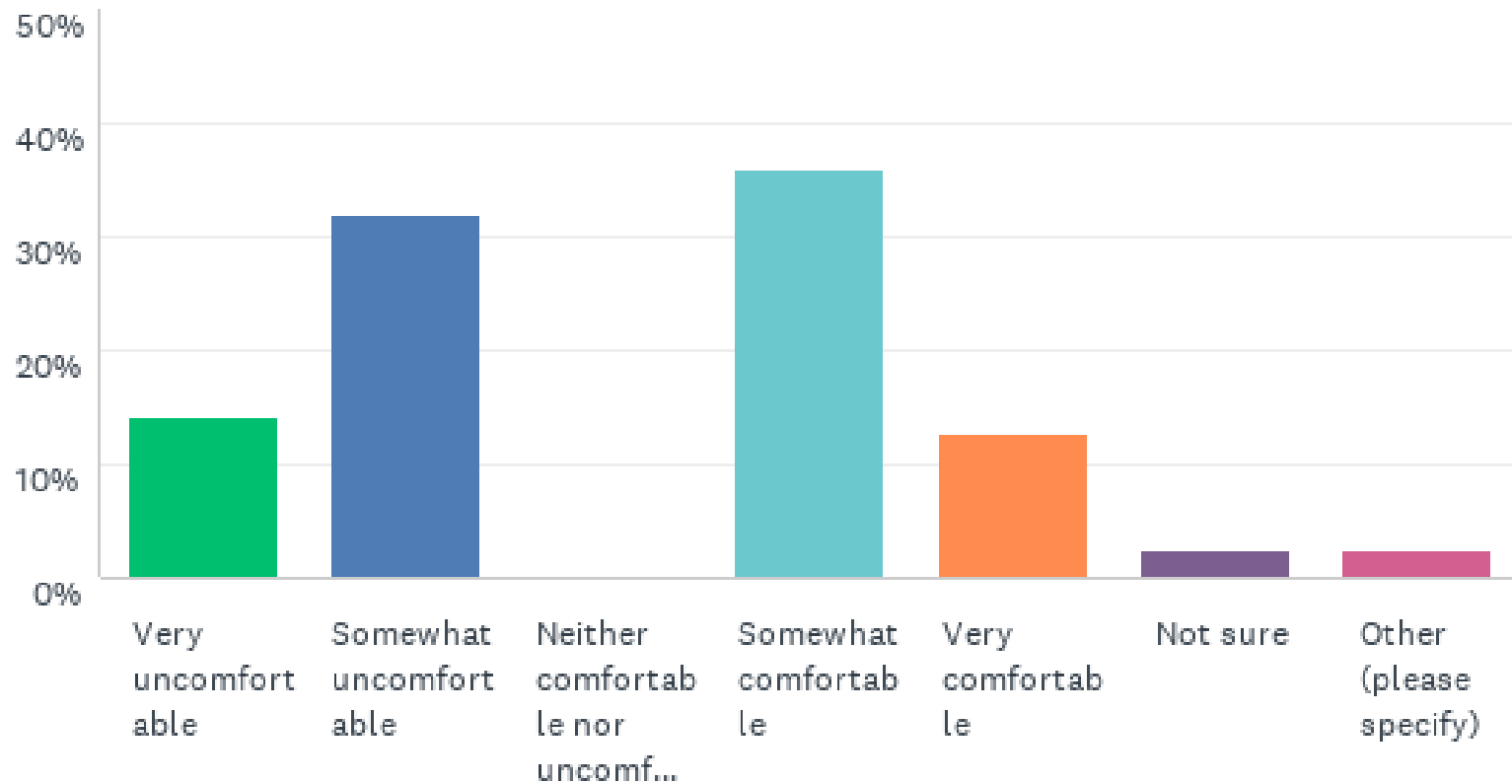
Q8: Would you, as the customer, be willing to pay more for the goods and services in businesses that implement increased safety precautions?



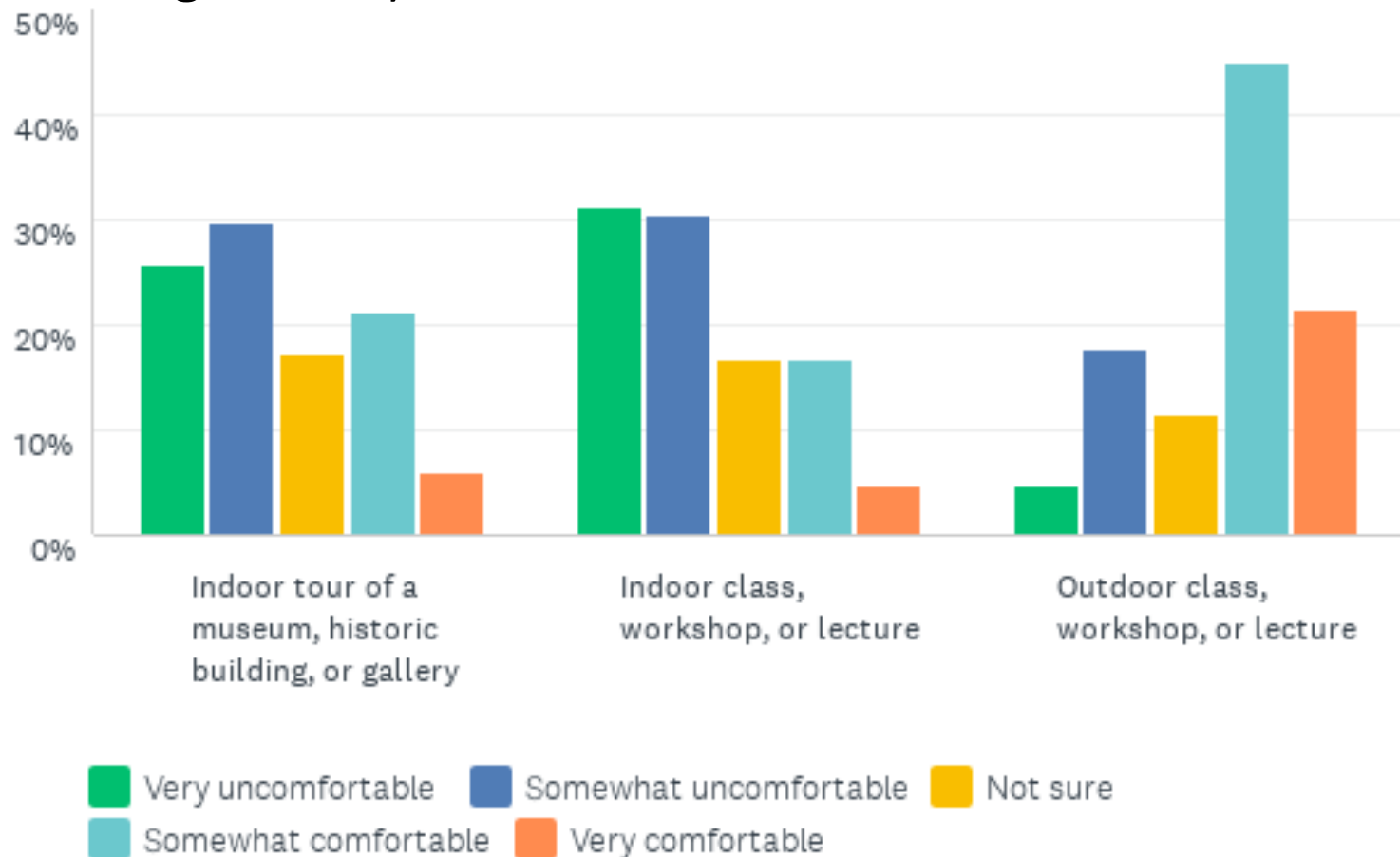
Q9: How comfortable would you be attending a large indoor event (assuming there will be safety protocols in place, like social distancing and wearing a mask)?




Q10: How comfortable would you be attending a large outdoor event (assuming there will be safety protocols in place, like social distancing and wearing a mask)?



Q11: How likely would you be to participate in the following small-group cultural activities (assuming there will be safety protocols in place, like social distancing and wearing a mask)?








What do people want?

People want as many outdoor options as possible

People feel safer when others are wearing masks

People will be more inclined to shop/dine at places where proper safety protocols (table distancing, mask wearing) are in place

People want online, curbside, low-contact options to remain in place until COVID is no longer a threat



Economic impacts of pandemic differ by industry; some affected immediately, others concerned about ripple/long-term effects

Concerns about costs of opening up vs loss of revenue from safety restrictions

Concerns over employee health and safety (can employees enforce masks/social distance in the workplace?)

Underemployment is worse than unemployment for most employees

What we've
heard from
focus
groups



DISCUSSION