



IDA Urban District Consumer Survey: Spring/Summer 2021 Saint Paul Downtown Alliance Results

Table of Contents

About the Saint Paul Downtown Alliance Research	1
Demographic Profile	2 - 3
Response to the Pandemic	3
Comfort Level with Businesses/Events	4 - 5
Likelihood to Attend Outdoor Event	6
Comfort Level with Dining	7
Returning to Work	8 - 9
Transportation	10
Likelihood to Travel and Shopping	11
Vaccine Passports and Sources of Information	12



About the Saint Paul Downtown Alliance Research

As we begin to emerge from Covid and look toward the summer season, it is critical for downtown leaders to assess priorities and plans of residents, customers, and employees.

As a service to our members, IDA has partnered with RRC Associates to survey residents and provide insights into their priorities and concerns. This dashboard summary compares the results from Saint Paul Downtown Alliance to the overall pool of respondents from the US and Canada.

The data can be critically important in helping to shape your planning and messaging for the public this summer. We recommend that you share it with your partners at the City, Chamber, CVB/DMO, etc. as well as your business stakeholders.

If you have questions about the results, please contact Sean Maher at RRC Associates: sean@rrcassociates.com.

Sample Sizes:

272

Saint Paul Downtown Alliance Surveys

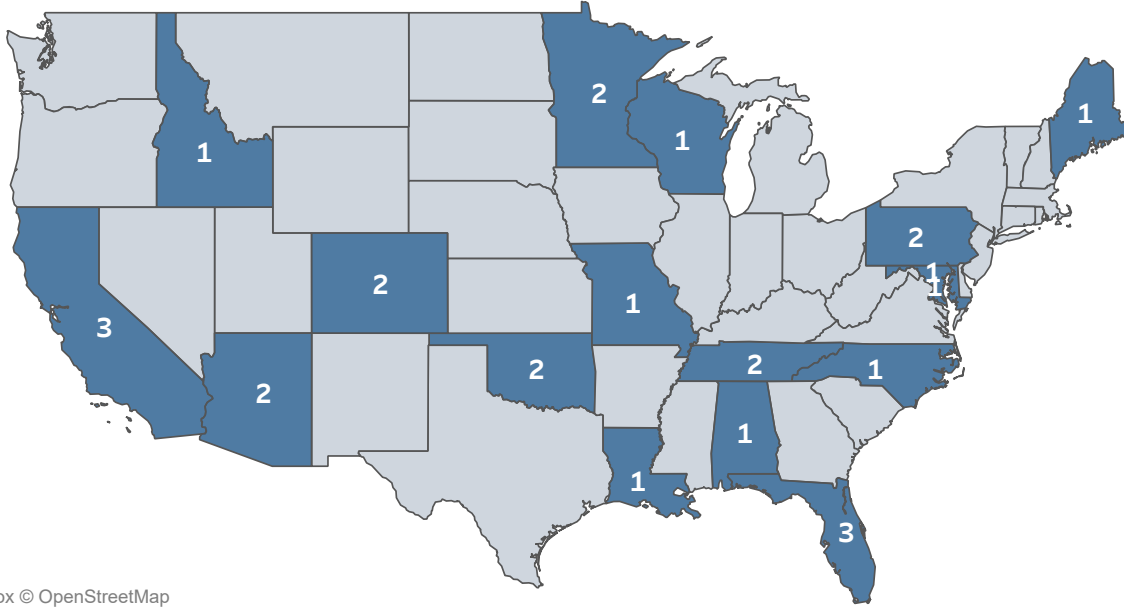
5,869

Overall Surveys

Demographic Profile

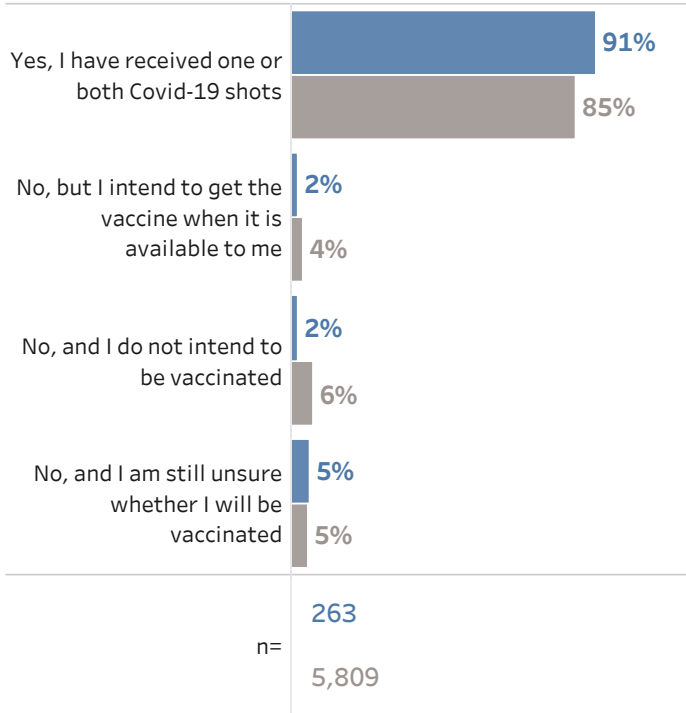
Number of Participating Districts in the Study by State

United States



© 2021 Mapbox © OpenStreetMap

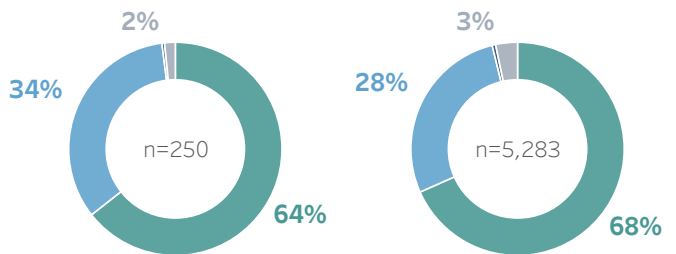
Have you received a Covid-19 vaccination?



Respondent Gender

Saint Paul Downtown Alliance

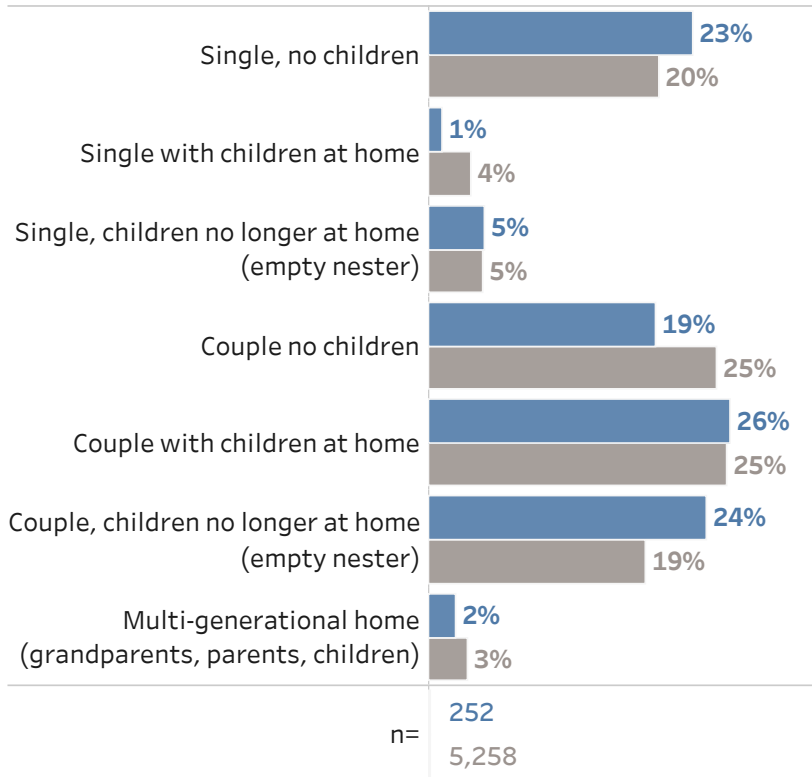
Overall



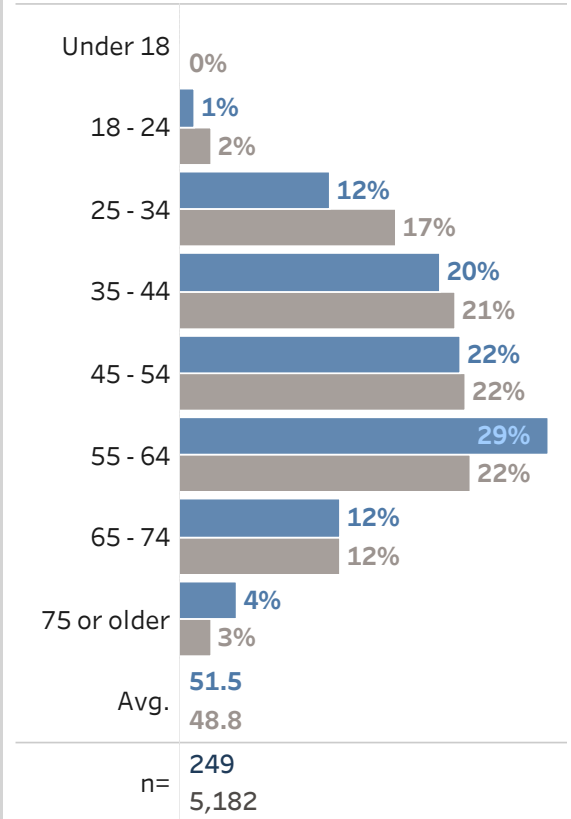
- Female
- Male
- I prefer to self-identify as:
- Prefer not to answer

Demographic Profile

Which of these categories best describes your current household?

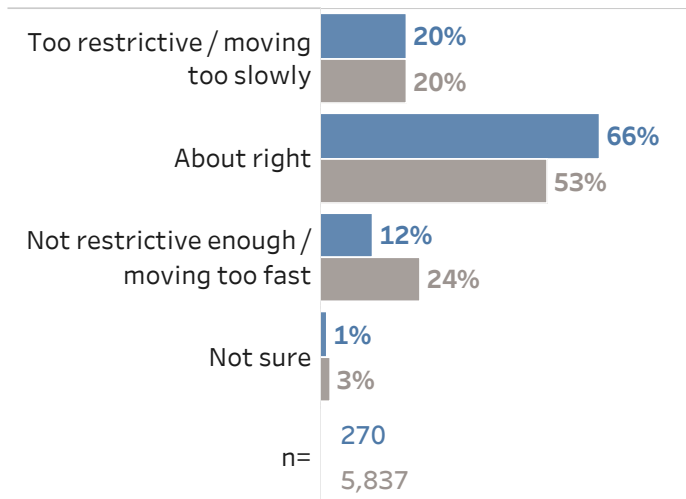


Age of respondent

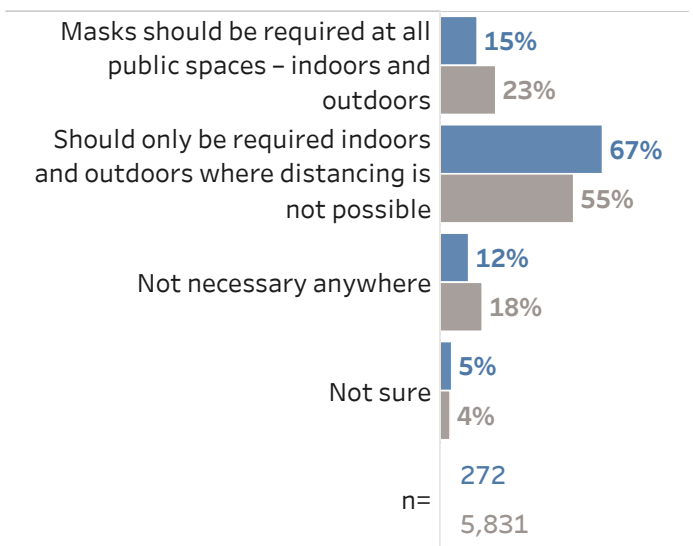


Response to the Pandemic

Regarding local government policies, do you feel the current pace of easing restrictions on indoor dining, movies theaters, special events, etc. in your community is:



How do you feel about public mask requirements in your area as we move into the summer season?



Comfort Level with Businesses/Events

Saint Paul Downtown Alliance Only

Assuming health and safety guidelines (such as distancing and wearing face coverings) are followed, how likely are you to visit the following businesses or events this summer?

Average Rating and Percent Responding 1 - 4.

1-Very unlikely 2-Somewhat unlikely 3-Somewhat likely 4-Very likely

Rating Category	Avg.	n=	Very/Somewhat Unlikely (1 & 2)	Very/Somewhat Likely (3 & 4)
Restaurants offering outdoor seating	3.7	269	8%	92%
Large (big box) retail stores	3.6	267	9%	91%
Small retail shops and boutiques	3.5	270	9%	91%
Outdoor festivals, farmers markets, etc	3.5	266	11%	89%
Outdoor performances, concerts, or gatherings	3.4	266	16%	84%
Outdoor spectator sports (baseball, soccer, etc.)	3.3	267	18%	82%
Public libraries and museums	3.2	257	20%	80%
Hotels	3.1	264	23%	77%
Restaurants offering indoor seating	3.1	268	29%	71%
Offices not open to the general public	3.1	253	28%	72%
Airbnb or other short term rental properties	2.9	258	32%	68%
Organized running events or charity walks	2.8	251	38%	62%
Gyms and recreation centers	2.5	257	52%	48%
Indoor performances, concerts, or gatherings	2.5	263	49%	51%
Movie theaters	2.5	261	51%	49%
Indoor spectator sports (basketball, hockey, etc.)	2.4	264	57%	43%
Bars and night clubs	2.3	260	58%	42%

*Categories are sorted in descending order by the average rating in Saint Paul Downtown Alliance.

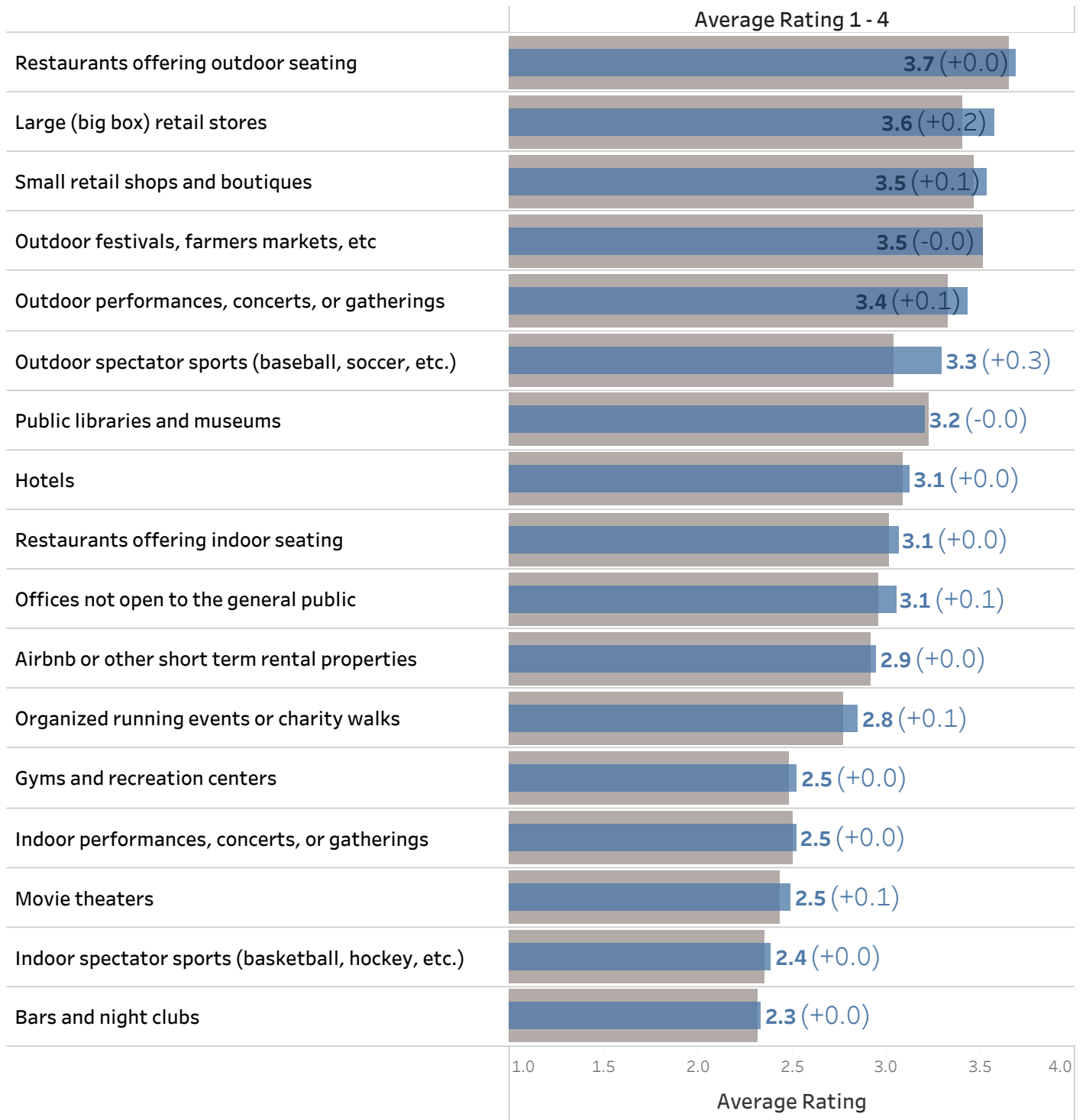
Comfort Level with Businesses/Events

Saint Paul Downtown Alliance vs. Overall

■ Saint Paul Downtown Alliance
 ■ Overall

Assuming health and safety guidelines (such as distancing and wearing face coverings) are followed, how likely are you to visit the following businesses or events this summer?

Average Rating



*Categories are sorted in descending order by the average rating of Saint Paul Downtown Alliance respondents.

Likelihood to Attend Outdoor Event

With regards to Covid-19 safety precautions, if an outdoor event such as a concert or arts festival were to occur downtown or near your home this summer, how likely would you be to attend under the following conditions?

Average Rating and Percent Responding 1 - 4, Saint Paul Downtown Alliance Only

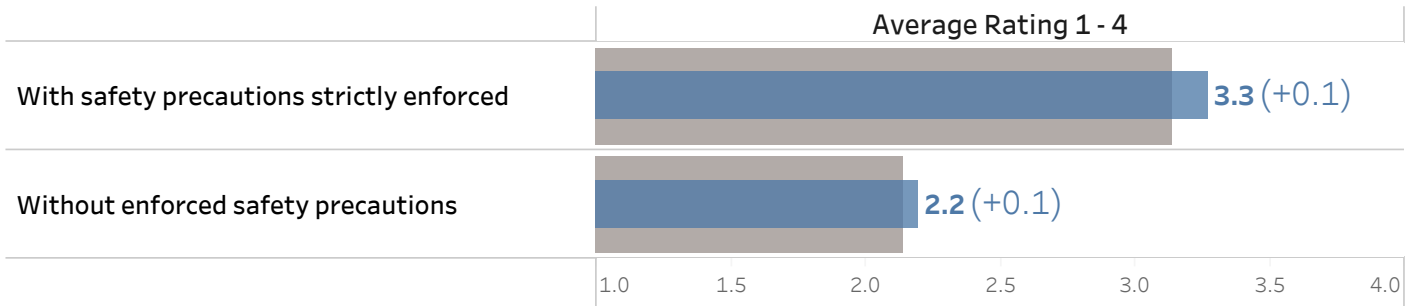
1-Very unlikely to attend 2-Somewhat unlikely to attend 3-Somewhat likely to attend 4-Very likely to attend

Rating Category	Avg.	n=	Somewhat/Very unlikely (1 & 2)	Somewhat/Very likely (3 & 4)
With safety precautions strictly enforced	3.3	256	16%	84%
Without enforced safety precautions	2.2	253	64%	36%

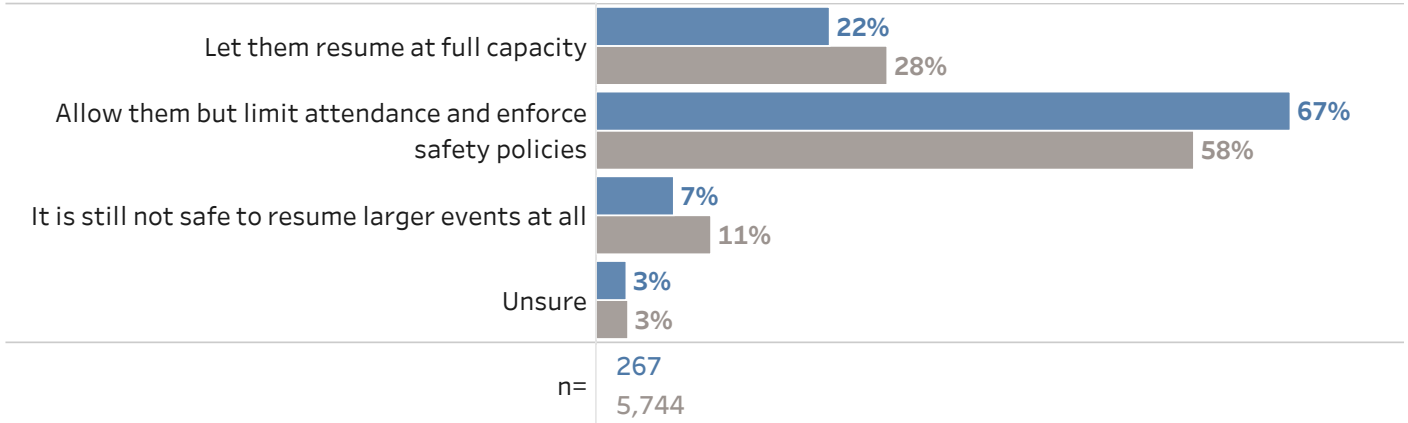
*Categories are sorted in descending order by the average rating of Saint Paul Downtown Alliance respondents.

Average Rating. Saint Paul Downtown Alliance vs. Overall

■ Saint Paul Downtown Alliance
■ Overall



What is your feeling on larger outdoor events happening this summer like concerts, festivals, spectator sports, etc.?



Comfort Level with Dining

Please rate your level of comfort regarding your health with each of the following while still maintaining proper safety precautions:

Average Rating and Percent Responding 1 - 5, Saint Paul Downtown Alliance Only.

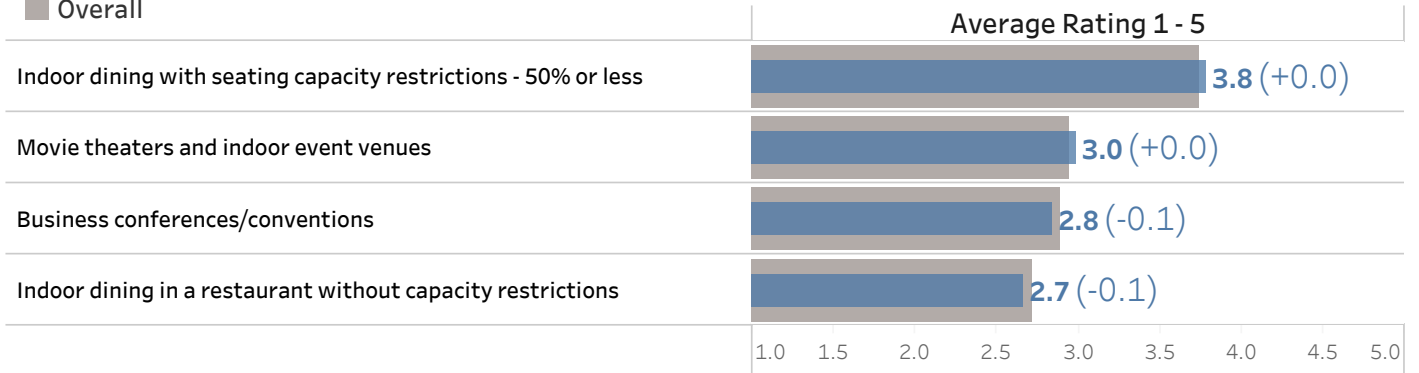
1-Not at all comfortable 2 3 4 5-Very comfortable

Rating Category	Avg.	n=	Uncomfortable (1 & 2)	Neutral (3)	Comfortable (4 & 5)
Indoor dining with seating capacity restrictions - 50% or less	3.8	258	22%	16%	62%
Movie theaters and indoor event venues	3.0	260	41%	21%	38%
Business conferences/conventions	2.8	259	45%	22%	34%
Indoor dining in a restaurant without capacity restrictions	2.7	260	51%	15%	34%

*Categories are sorted in descending order by the average rating in Saint Paul Downtown Alliance.

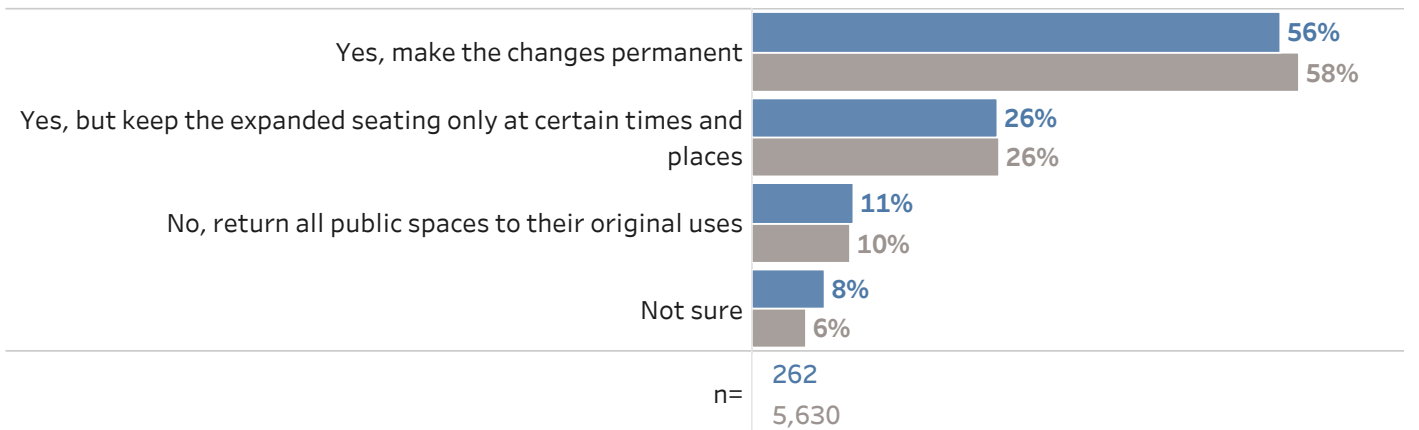
Average Rating, Saint Paul Downtown Alliance vs. the Overall.

■ Saint Paul Downtown Alliance
■ Overall



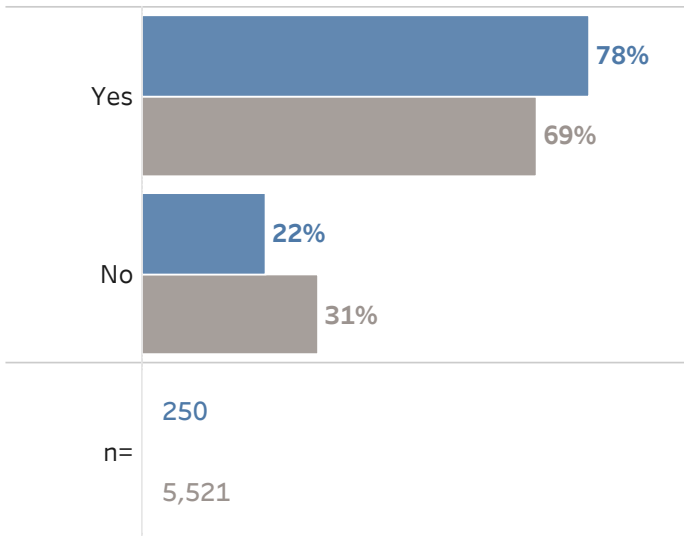
*Categories are sorted in descending order by the average rating of Saint Paul Downtown Alliance respondents.

Do you think recently expanded outdoor restaurant seating in sidewalks, parking spaces, streets, etc. should be made permanent when Covid-19 restrictions are lifted?

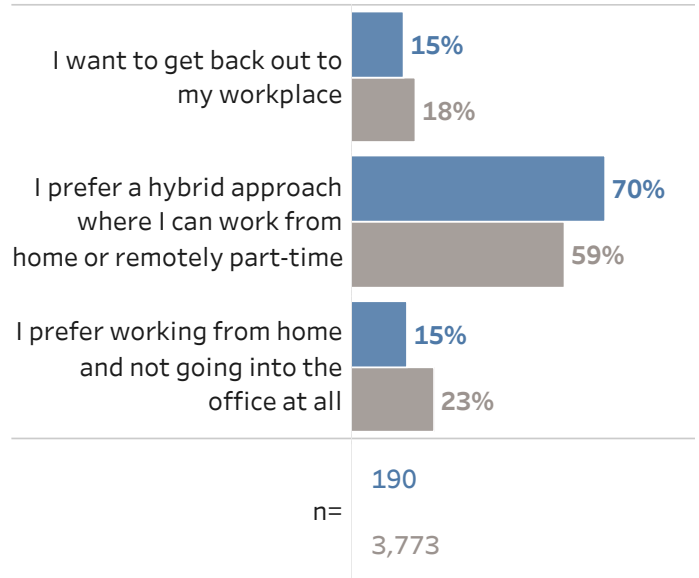


Returning to Work

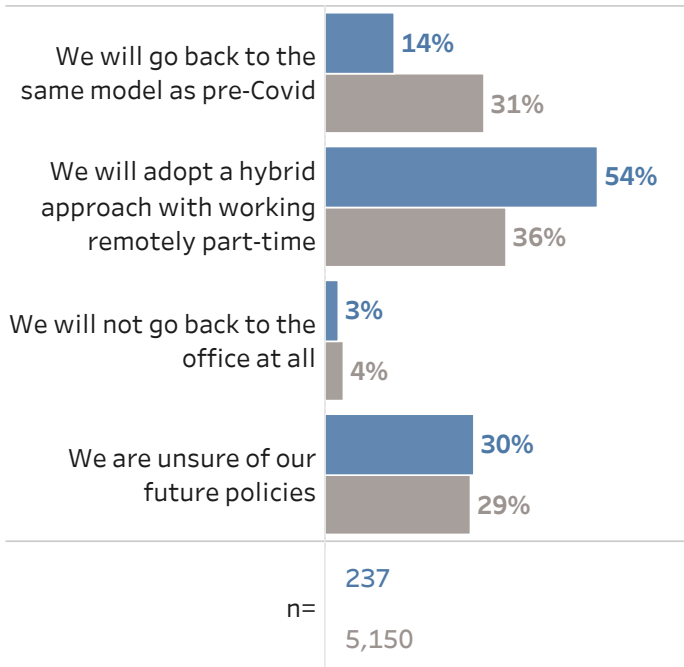
Did you work remotely part or full time during the last year due to Covid?



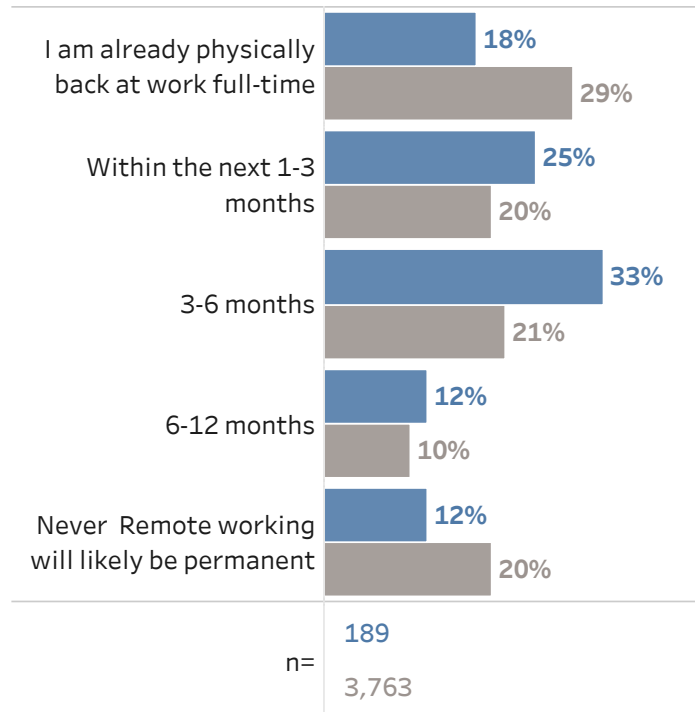
Where do you prefer to work?



Will your workplace resume pre-Covid attendance policies in the future or change the way people work going forward?

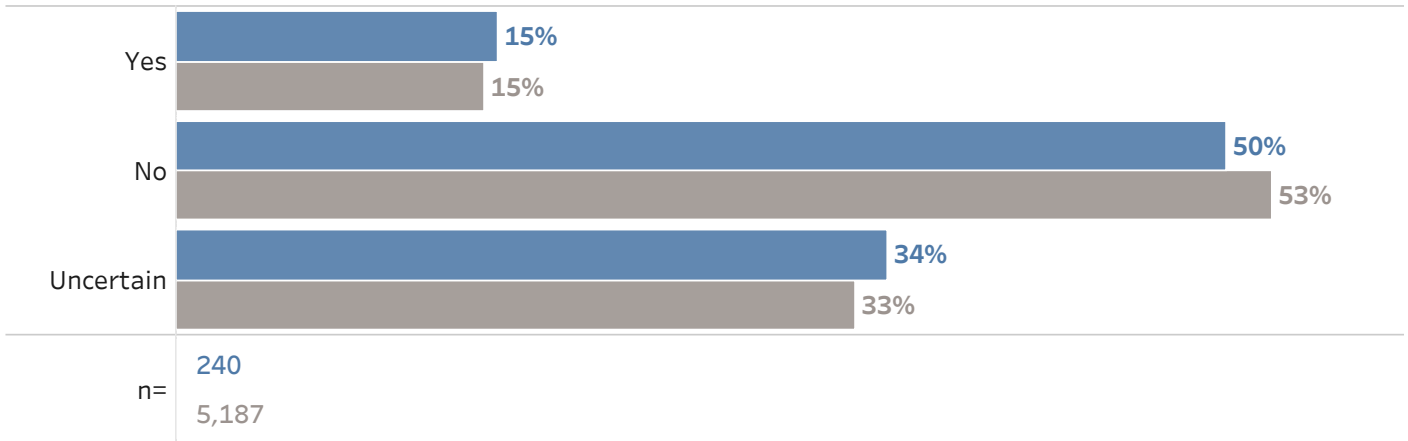


When do you anticipate returning to your office or place of work on a regular basis?

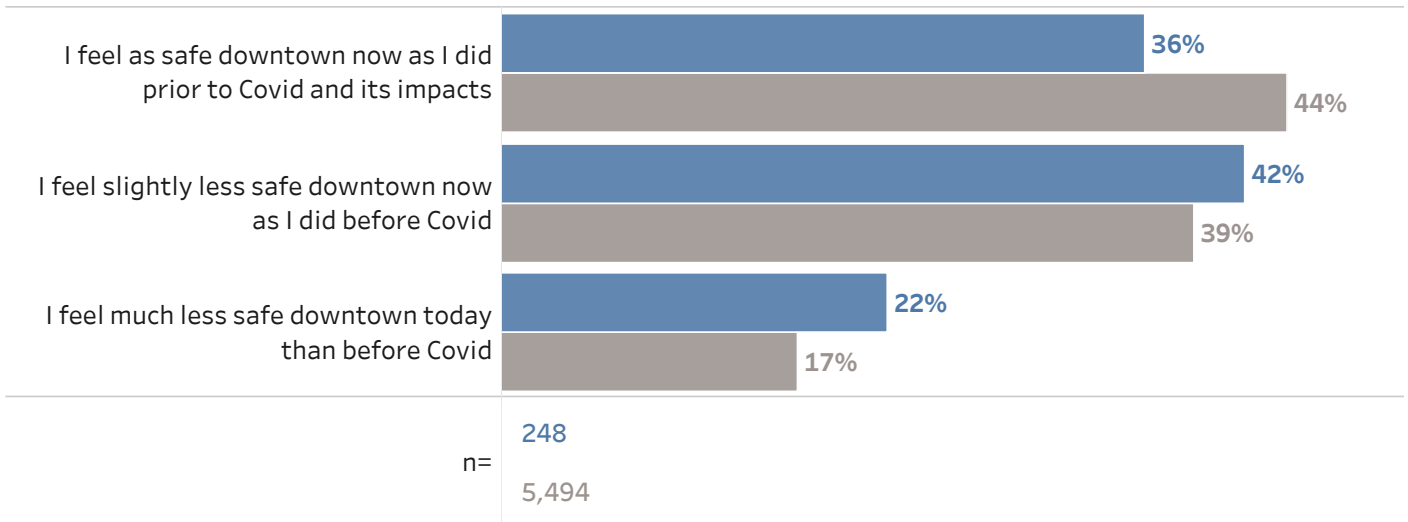


Returning to Work

Has your office space been made smaller, or is it likely to be reduced due to changes caused by Covid?

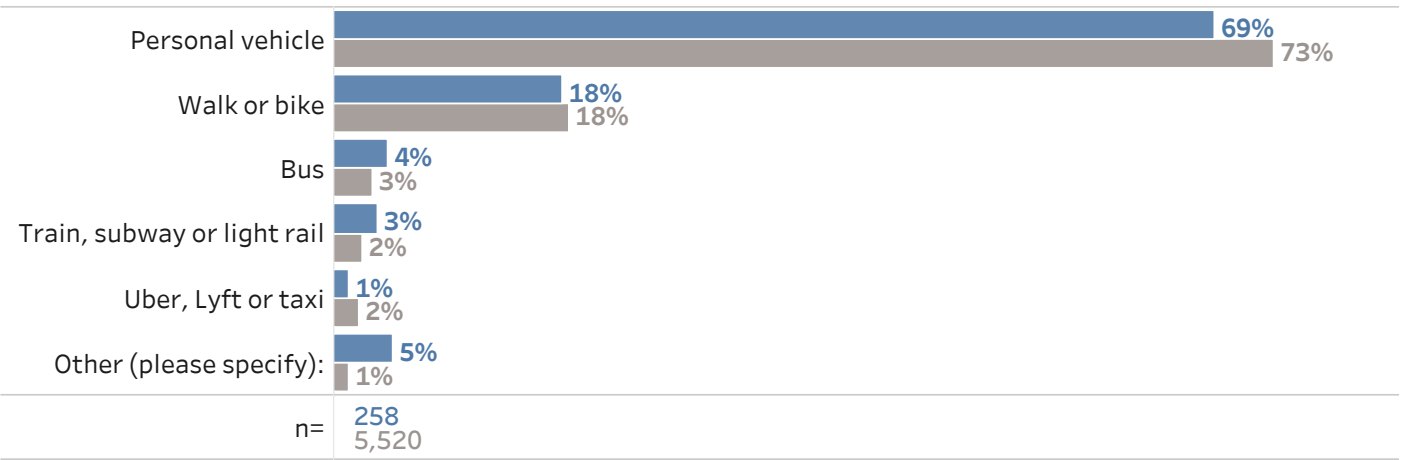


Overall, how safe and secure do you feel visiting downtown today as compared to before Covid?



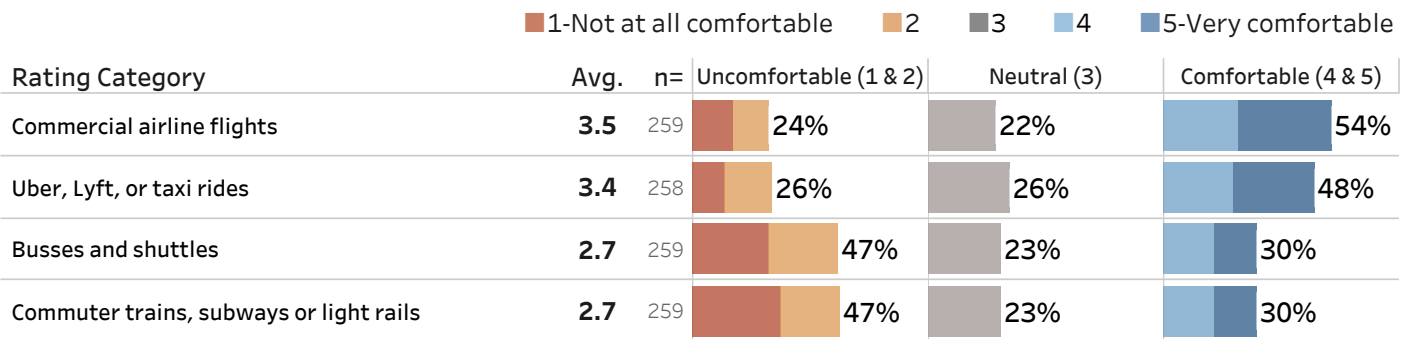
Transportation

When you visit the downtown area for work, shopping, dining, etc. what mode of transportation do you use most frequently to travel there?



Thinking about this summer, how comfortable are you using the following types of transportation?

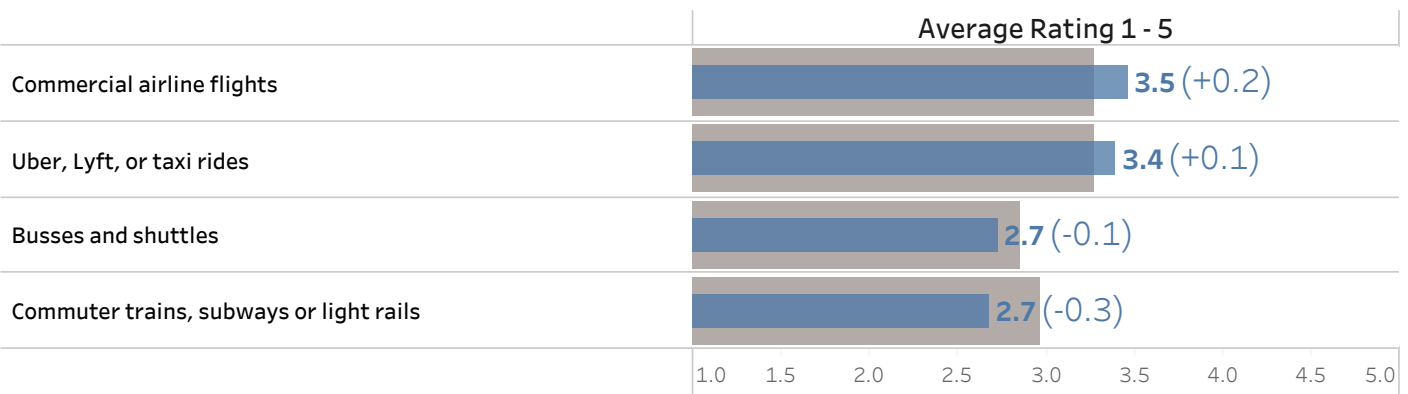
Average Rating and Percent Responding 1 - 5, Saint Paul Downtown Alliance Only.



*Categories are sorted in descending order by the average rating in Saint Paul Downtown Alliance.

Average Rating, Saint Paul Downtown Alliance vs. the Overall.

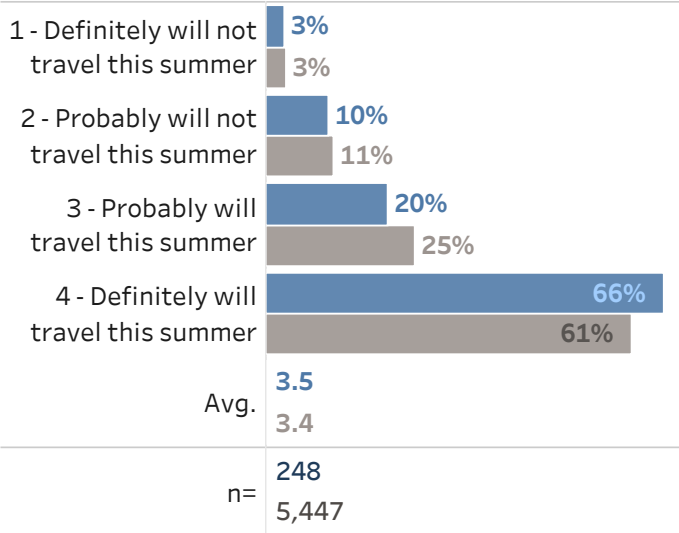
■ Saint Paul Downtown Alliance
■ Overall



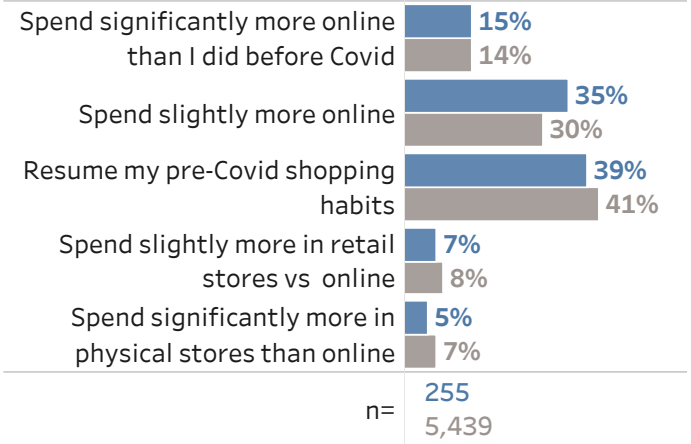
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Likelihood to Travel and Shopping

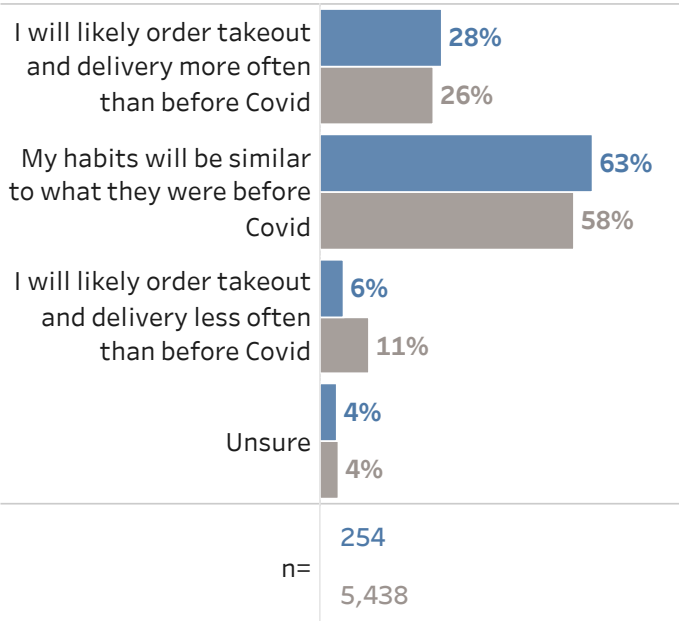
How likely are you to take an overnight leisure trip this summer?



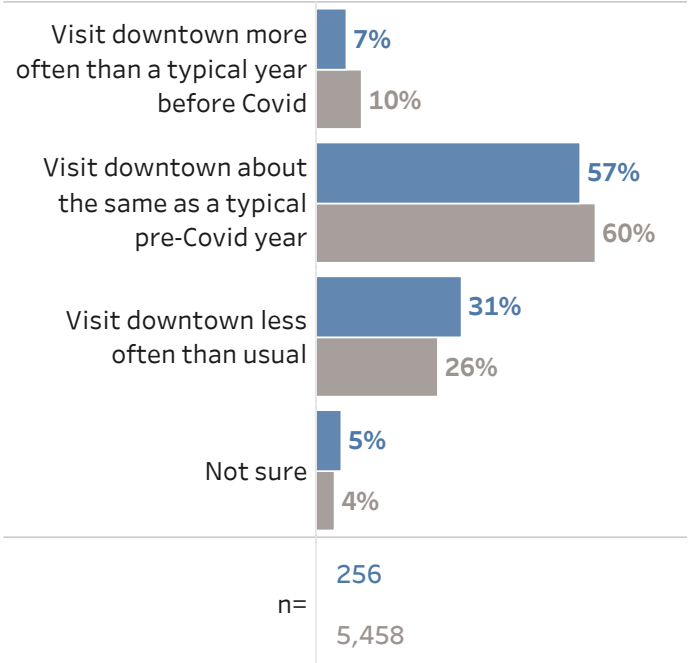
Many people have shopped online more during the pandemic than they did before. Once Covid is no longer a threat, do you think you will:



Many people also ordered more takeout and delivery during the pandemic. Going forward, will you order more or less takeout from restaurants?

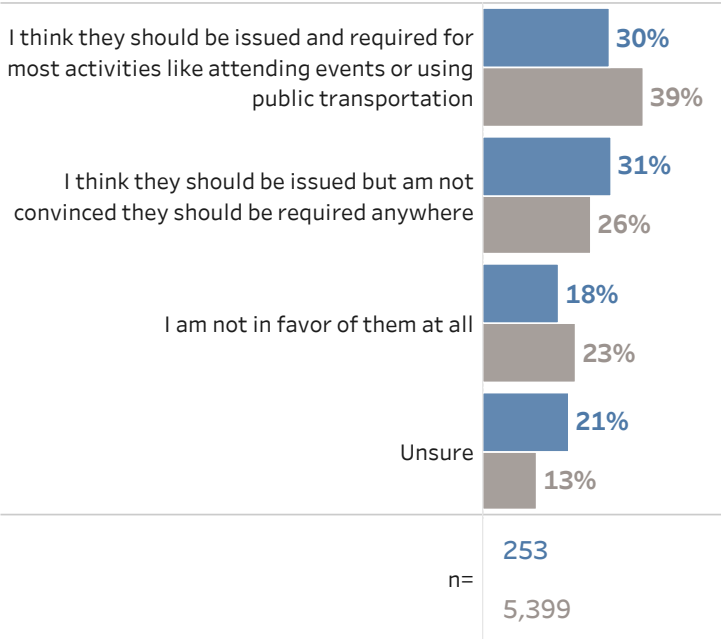


Now thinking about visiting your downtown district for shopping, dining, or leisure, this summer, do you think you will:

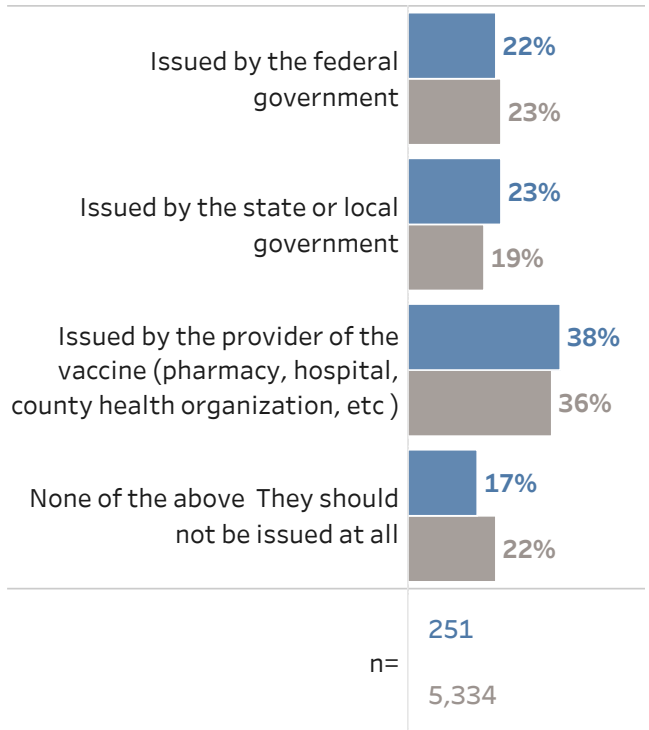


Vaccine Passports and Sources of Informati..

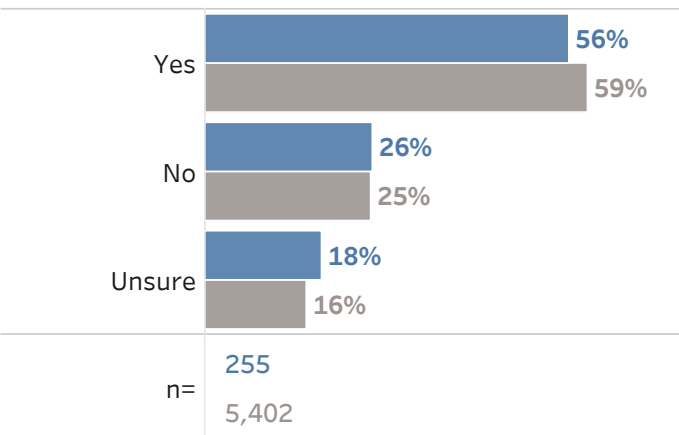
You may have heard about the possibility of “Vaccine Passports” that would allow people who have been vaccinated to easily identify themselves. What are your thoughts on the idea?



If there are Covid Passports or “Proof of Vaccination” cards, do you think they should be:



Do you favor a Covid vaccine requirement of any kind to enter certain facilities and events or board a commercial airline flight?



What is your preferred method for staying informed on what is happening downtown in general and related to Covid updates?

