

Foley Main Street

Resident & Consumer Survey

June 10, 2020

1. As the recovery from the COVID-19 crisis proceeds, how long did/will you wait before dining out?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
I DINED OUT AS SOON AS LOCAL RESTAURANTS REOPENED.	32	23%
I WAITED A FEW DAYS AFTER LOCAL RESTAURANTS REOPENED TO DINE OUT AGAIN.	35	25.2%
I WAITED A FEW WEEKS AFTER LOCAL RESTAURANTS REOPENED TO DINE OUT AGAIN.	19	13.7%
I HAVEN'T YET DINED OUT IN LOCAL RESTAURANTS, BUT I WILL LIKELY START DINING OUT AGAIN WITHIN THE NEXT WEEK.	9	6.5%
I HAVEN'T YET DINED OUT IN LOCAL RESTAURANTS, BUT I WILL LIKELY START DINING OUT AGAIN WITHIN THE NEXT FEW WEEKS.	9	6.5%
I HAVEN'T YET DINED OUT IN LOCAL RESTAURANTS, BUT I WILL LIKELY START DINING OUT AGAIN WITHIN A MONTH.	8	5.8%
I HAVEN'T YET DINED OUT IN LOCAL RESTAURANTS, BUT I WILL LIKELY START DINING OUT AGAIN WITHIN A FEW MONTHS.	16	11.5%
I HAVEN'T YET DINED OUT IN LOCAL RESTAURANTS, AND I WILL LIKELY WAIT MORE THAN A FEW MONTHS BEFORE DINING OUT AGAIN.	11	7.9%

2. As the recovery from the COVID-19 crisis proceeds, how long did/will you wait before shopping for non-essential items in local small businesses?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
I WENT OUT TO SHOP FOR NON-ESSENTIAL ITEMS AS SOON AS LOCAL SMALL BUSINESSES REOPENED.	52	37.4%
I WAITED A FEW DAYS TO GO OUT AND SHOP FOR NON-ESSENTIAL ITEMS AFTER LOCAL SMALL BUSINESSES REOPENED.	27	19.4%
I WAITED A FEW WEEKS TO GO OUT AND SHOP FOR NON-ESSENTIAL ITEMS AFTER LOCAL SMALL BUSINESSES REOPENED.	18	12.9%
I HAVEN'T YET GONE OUT TO SHOP FOR NON-ESSENTIAL ITEMS IN LOCAL SMALL BUSINESSES, BUT I WILL LIKELY START WITHIN THE NEXT WEEK.	11	7.9%
I HAVEN'T YET GONE OUT TO SHOP FOR NON-ESSENTIAL ITEMS IN LOCAL SMALL BUSINESSES, BUT I WILL LIKELY START WITHIN THE NEXT FEW WEEKS.	12	8.6%
I HAVEN'T YET GONE OUT TO SHOP FOR NON-ESSENTIAL ITEMS IN LOCAL SMALL BUSINESSES, BUT I WILL LIKELY START WITHIN A MONTH.	4	2.9%
I HAVEN'T YET GONE OUT TO SHOP FOR NON-ESSENTIAL ITEMS IN LOCAL SMALL BUSINESSES, BUT I WILL LIKELY START IN A MONTH OR TWO.	6	4.3%
I HAVEN'T YET GONE OUT TO SHOP FOR NON-ESSENTIAL ITEMS IN LOCAL SMALL BUSINESSES, BUT I WILL LIKELY START WITHIN A FEW MONTHS.	5	3.6%

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
I HAVEN'T YET GONE OUT TO SHOP FOR NON-ESSENTIAL ITEMS IN LOCAL SMALL BUSINESSES, AND I WILL LIKELY WAIT MORE THAN A FEW MONTHS.	4	2.9%

3. What away-from-home dining experience would you prefer as the recovery from the COVID-19 crisis proceeds?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	142	
REGULAR DINE-IN SERVICE	98	69%
RESERVATION-ONLY SERVICE	26	18.3%
PRIVATE EVENTS	2	1.4%
OTHER	16	11.3%

4. If you marked Other, please explain:

- Dine in with restrictions
- Outdoor dining or take out
- Outdoor dining where it's easier to keep at a safe distance. I think Lulu's is doing it right for indoor dining
- Still will do curbside or establishment with outdoor seating
- A lot of space between tables
- An atmosphere where patrons are truly positioned a good distance apart. I have seen videos where people are close and where patrons are allowed to stand close to tables.
- Reservations and more outdoor seating
- With limited seating/spacing for social distance dining. And, if there is a buffet available, having a member of the staff serving that food.

- Will dine in with tables spaced far enough apart, staff wearing masks and gloves, staff wiping down tables/chairs/booths, & toss away menus.
- Love the healthy and cheaper family meal carry outs!
- Depend on event and what precautions were taken concerning the recent pandemic.
- I like to see that the restaurant is following the COVID-19 Reopening Rules to include sanitizing and mask wearing.
- Pickup or outside dining only preferred
- Limited capacity.
- Take out or parking lot dine out.
- concerts
- When possible, I do prefer the social distancing while dining, every other table.

5. Would you like to see curbside options for restaurants continue as the recovery from the COVID-19 crisis continues?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	138	
YES, PERMANENTLY	71	51.4%
YES, UNTIL THERE IS A VACCINE OR COVID-19 IS NO LONGER A THREAT	48	34.8%
NO	19	13.8%

6. How often would you like to have meals from local restaurants delivered to your home as the recovery from the COVID-19 crisis proceeds, compared to before the COVID-19 crisis?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
MUCH LESS OFTEN THAN BEFORE THE COVID-19 CRISIS	30	21.6%
SOMEWHAT LESS OFTEN THAN BEFORE THE COVID-19 CRISIS	12	8.6%
ABOUT AS OFTEN AS BEFORE THE COVID-19 CRISIS	62	44.6%
SOMEWHAT MORE OFTEN THAN BEFORE THE COVID-19 CRISIS	22	15.8%
MUCH MORE OFTEN THAN BEFORE THE COVID-19 CRISIS	13	9.4%

7. How often would you like to have groceries delivered to your home as the recovery from the COVID-19 crisis proceeds, compared to before the COVID-19 crisis?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	138	
MUCH LESS OFTEN THAN BEFORE THE COVID-19 CRISIS	34	24.6%
SOMEWHAT LESS OFTEN THAN BEFORE THE COVID-19 CRISIS	11	8%
ABOUT AS OFTEN AS BEFORE THE COVID-19 CRISIS	66	47.8%
SOMEWHAT MORE OFTEN THAN BEFORE THE COVID-19 CRISIS	10	7.2%

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
MUCH MORE OFTEN THAN BEFORE THE COVID-19 CRISIS	17	12.3%

8. Prior to local stores reopening, how much of your regular shopping did you shift to online retailers?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
I DIDN'T DO ANY ONLINE SHOPPING WHILE LOCAL STORES WERE CLOSED.	31	22.3%
I DID SOME ONLINE SHOPPING WHILE LOCAL STORES WERE CLOSED AND PROBABLY SPENT LESS THAN 25% OF WHAT I NORMALLY SPENT PRIOR TO COVID-19.	47	33.8%
I DID SOME ONLINE SHOPPING WHILE LOCAL STORES WERE CLOSED AND PROBABLY SPENT 25 TO 50% OF WHAT I NORMALLY SPENT PRIOR TO COVID-19.	24	17.3%
I DID SOME ONLINE SHOPPING WHILE LOCAL STORES WERE CLOSED AND PROBABLY SPENT 50 TO 75% OF WHAT I NORMALLY SPENT PRIOR TO COVID-19.	16	11.5%
I DID SOME ONLINE SHOPPING WHILE LOCAL STORES WERE CLOSED AND PROBABLY SPENT 75 TO 100% OF WHAT I NORMALLY SPENT PRIOR TO COVID-19.	9	6.5%
I DID SOME ONLINE SHOPPING WHILE LOCAL STORES WERE CLOSED AND PROBABLY SPENT MORE THAN WHAT I NORMALLY SPENT PRIOR TO COVID-19.	12	8.6%

9. As the recovery from the COVID-19 crisis proceeds, how much of your regular shopping do you expect to do through online retailers?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
I DON'T EXPECT TO DO ANY ONLINE SHOPPING.	21	15.1%
I EXPECT TO DO LESS THAN 25% OF MY SHOPPING ONLINE.	70	50.4%
I EXPECT TO DO BETWEEN 25 AND 50% OF MY SHOPPING ONLINE.	32	23%
I EXPECT TO DO BETWEEN 50 AND 75% OF MY SHOPPING ONLINE.	9	6.5%
I EXPECT TO DO BETWEEN 75 AND 100% OF MY SHOPPING ONLINE.	7	5%
I EXPECT I WILL DO VIRTUALLY ALL SHOPPING ONLINE.	0	0%

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

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	137	
VERY UNLIKELY TO SHOP THROUGH LOCAL RETAILERS ONLINE COMPARED TO MAJOR NATIONAL AND GLOBAL ONLINE RETAILERS	22	16.1%
SOMEWHAT UNLIKELY TO SHOP THROUGH LOCAL RETAILERS ONLINE COMPARED TO MAJOR NATIONAL AND GLOBAL ONLINE RETAILERS	10	7.3%

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
NEITHER LIKELY NOR UNLIKELY TO SHOP THROUGH LOCAL RETAILERS ONLINE COMPARED TO MAJOR NATIONAL AND GLOBAL ONLINE RETAILERS	21	15.3%
SOMEWHAT LIKELY TO SHOP THROUGH LOCAL RETAILERS ONLINE COMPARED TO MAJOR NATIONAL AND GLOBAL ONLINE RETAILERS	46	33.6%
VERY LIKELY TO SHOP THROUGH LOCAL RETAILERS ONLINE COMPARED TO MAJOR NATIONAL AND GLOBAL ONLINE RETAILERS	38	27.7%

11. Please provide any comments you might have on question # 10

- I prefer to actually see most products that I buy
- I prefer to see the merchandise prior to buying it.
- Liked online especially stores that offered free shipping on low amounts
- I would do online curbside pickup.
- When a local store was closing in the Tanger center I did shopping thru Facebook page and curb side pickup. Although a chain type store, the manager recognized the local community has the loyal customer base and took extra ordinary measures; @ Harry & Daves
- I Shop online for items or brands I can't buy locally
- I really would rather go into the store, unless we are in a lockdown.
- I would use local retailers.
- I don't do online shopping
- Waiting outside the stores to be allowed to enter is the biggest deterrent for me. I hate waiting, so I will by-pass the store all together!
- I don't shop online
- I like to shop local as much as possible.
- Very likely for online shopping with either home delivery or curbside pickup.
- I would prefer shopping local to help keep our local business people in business. I would rather support local as it helps all of us.
- Love small business! We need them and they need us!
- Love to shop the small local retail shops a

- Love our local businesses!
- I'd rather go there for local shopping
- Want to see, touch and try
- I do not shop online for anything.
- I do think if local retailers could figure out a way to do online shopping. they may be very successful not only because of COVID -19 because it is the way of the future. Many young people only shop online.
- Online shopping combined with curbside pickup would be great!!
- I want to support local businesses.
- I prefer to buy in person. The only time I buy online is when that particular item is not locally available.
- I like picking out and receiving what I buy without having to wait for it.
- For instance, the Foley arts center is having their event June 13. I'm more likely to buy something if they went live on Facebook than going into the business with 2 children and myself.
- Price is a very high concern for me since I usually buy generic brands. Live buying local but they tend to be higher priced.
- Shopping with local retailers online has varied success depending on retailer. Some restaurants online menus have little relation to what actually is available for instance
- It would depend on pricing.
- It's nice to have a webpage or Facebook profile to look at any business products. You are more likely to visit a business webpage to browse their services than you more than likely would not have visited their store.
- I wouldn't mind shopping online with local stores as long as they have competitive prices
- Shopping online is a convenience, so if local retailers offered that option. I would be more likely to shop with them during times like the quarantine.
- I always like to support our local retailers when possible.
- Better pricing with major national and global online retailers.
- I WOULD RATHER LOCAL SHIPPING. DUE TO THE SHIPPING DELAYS FROM LARGER COMPANIES.
- I shop only for the grocery needs of my family as far as food goes. Nothing else at this time is needed.
- n/a
- I'm always going to buy from local retailers first if I can
- I like to shop local to support local economy.

12. For each of the following changes to business operations, please select which ones below would make you more likely to shop or dine at a small business

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	892	
POSTED NOTICE OUTSIDE ON STEPS THE BUSINESS IS TAKING TO PREVENT THE SPREAD OF THE NOVEL CORONAVIRUS	55	6.2%
ALL STAFF AT A STORE OR RESTAURANT WEAR FACE MASKS	57	6.4%
ALL STAFF AT A STORE OR RESTAURANT WEAR GLOVES	25	2.8%
PLEXIGLASS BARRIERS SEPARATE STAFF AND PATRONS AT CHECKOUT	51	5.7%
DEMARCATIONS ON THE GROUND SHOW SIX-FOOT GAPS IN PLACES WHERE CUSTOMERS QUEUE UP	43	4.8%
STRICT LIMITATIONS ARE SET ON THE NUMBER OF CUSTOMERS OR DINERS IN THE SPACE AT THE SAME TIME	60	6.7%
TOUCH FREE PAYMENT SYSTEMS AT CHECKOUT	57	6.4%
TOUCH FREE DOORS AT ENTRY AND EXIT	65	7.3%
MENUS, STORE INVENTORY, AND/OR ADVERTISEMENTS AVAILABLE ONLINE AND OUTSIDE THE STORE TO LIMIT TIME REQUIRED BROWSING WHILE INSIDE	53	5.9%
MORE OUTDOOR OPTIONS FOR SHOPPING / EATING AT LOCAL RESTAURANTS AND RETAILERS	62	7%

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
DELIVERY SERVICES FROM SHOPS / RESTAURANTS	38	4.3%
CURBSIDE PICKUP AT SHOPS / RESTAURANTS	70	7.8%
SHOPPING/ORDERING ONLINE WITH IN-PERSON PICKUP	48	5.4%
MEMBERSHIP / SUBSCRIPTION OPTIONS AT RESTAURANTS AND RETAILERS	6	0.7%
MASKS ARE WORN BY ALL CUSTOMERS IN A STORE	26	2.9%
HAND SANITIZER STATION AT THE ENTRANCE TO THE STORE / RESTAURANT	93	10.4%
HAND SANITIZER STATION NEXT TO BENCHES AND TRASH CANS ALONG THE SIDEWALK OUTSIDE BUSINESSES	75	8.4%
OTHER	8	0.9%

13. If you picked "Other" on question 12, please explain

- No changes needed, let's get back to business as we were before.
- Keep it like it was. P
- I thought I should clarify because I picked so many. I can tell you this I will not go into a place that staff is not wearing a mask. I think there should be hand sanitizer stations.
- No changes necessary for me to dine or shop locally
- NA
- I think the restrictions in place are pointless, meant to comfort people, but unlikely to actually slow the spread of illness. I prefer restaurants and stores that provide the least restrictive environment possible
- Cleanliness is always my highest concern. Also, special times for high risk individuals to shop with much lower #xs of people inside.
- Wait staff need to be reminded to watch reaching across customers. A waitress reached across me unnecessarily at my first dine out experience and I will not be going back to that restaurant.
- As COVID-19, Flu, etc. are primarily transmitted through the air, person-to-person, outside dining options and better engineered indoor ventilation systems would be helpful

- Again, we only shop for food items not prepared meals.
- restrooms to able to open the doors without putting your hands on them also have paper towels in there to use to open the doors

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

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	138	
YES	68	49.3%
NO	70	50.7%

15. While adhering to appropriate social distancing guidelines, how comfortable would you be attending a large indoor event?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
VERY UNCOMFORTABLE	49	35.3%
SOMEWHAT UNCOMFORTABLE	22	15.8%
NEITHER UNCOMFORTABLE NOR COMFORTABLE	19	13.7%
SOMEWHAT COMFORTABLE	28	20.1%
VERY COMFORTABLE	21	15.1%

16. While adhering to appropriate social distancing guidelines, how comfortable would you be attending a large outdoor event?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
VERY UNCOMFORTABLE	19	13.7%
SOMEWHAT UNCOMFORTABLE	31	22.3%
NEITHER UNCOMFORTABLE NOR COMFORTABLE	18	12.9%
SOMEWHAT COMFORTABLE	37	26.6%
VERY COMFORTABLE	34	24.5%

17. We appreciate your loyalty to local businesses. Please share with us any other ideas and suggestions that you feel would make your shopping/dining/service experiences more comfortable.

- I think adding hand sanitizer to the front doors of a business and requiring that customer's use this prior to entering the business.
- Life and events as normal but still consider personal spacing.
- Just carry on as we did pre covid, the media has made it worse than it really is.
- We went to Two restaurants but the server was not wearing mask and we were not comfortable so we want go back to our favorite restaurant which was Portabellas and we went to Moe's BBQ over off 20 neither restaurant wore mask so we can't go back
- Ready to go back to normal
- Everyone seems to be working hard at making things work for safety.
- Take out Family meals. We ordered from local restaurants that offered family meals.
- I'm a retired Nurse with education in virology and epidemiology, as well as molecular science and I think we need to take extreme precautions but understand the economic need to open, but we must be following and enforcing the CDC recommendations to protect
- If a line develops for people waiting, have them sit in their vehicles to wait instead of congregating outside and use a text messaging or phone system to let them know they can come in instead of what many restaurants use as "buzzers"
- Encourage people to wash their hands, the same as before COVID, nothing more needs to be done.
- All businesses should check patrons with light ray thermometers and us UV lights to sanitize.
- Businesses find a way to make sure all patrons adhere to safety precautions to keep everyone safe. We see so many that are not adhering to these precautions and nothing is being done to require that they do.
- I think this season has reminded us how important customer service is. I believe we have all improved.

- Please note, I am high-risk, and that affects many of my responses.
- No other suggestions.
- N/A
- For restaurants, reservations are the most important item for me.
- I would like more outside tables at eating establishments.
- Easy accessibility for walking and riding bikes. Benches and play areas for children along the way. All parks and neighborhoods have sidewalks and bike paths to local businesses. More trees, areas like the rose walk where families can get out and enjoy
- Let's go slow and easy building on success not hurtling headlong into failure.
- Wait staff need to be very aware of getting too close to customers. If less tables are used, managers please be aware of how they are set up to help wait staff not reach over customers.
- I have enjoyed the curbside service. I think this is something businesses should consider a normal part of their business plan.
- It's important to base action decisions on scientific evidence. The point should be to limit transmission rather than to just make folks feel good. Actions that aren't really effective may backfire and result increased illness and loss of confidence.
- Maybe have pictures of employees smiling out and about because the facemask block the smiles of all employees and a smile helps the customer feel appreciated.
- main thing is washing your hands each time

18. How do you identify in terms of gender?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	137	
MALE	38	27.7%
FEMALE	98	71.5%
PREFER NOT TO ANSWER	1	0.7%

19. What is your age?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
0-17	0	0%
18-34	15	10.8%
35-49	36	25.9%
50-64	59	42.4%
65+	29	20.9%

20. Which best describes your current employment?

QUESTION OPTIONS	NUMBER OF ANSWERS	PERCENT
SUMMARY:	139	
OWN YOUR OWN BUSINESS/FULL-TIME	7	5%
FULL-TIME EMPLOYED	80	57.6%
PART-TIME EMPLOYED	8	5.8%
UNEMPLOYED, AT PRESENT AND PRIOR TO COVID-19	0	0%
UNEMPLOYED, JOB RECENTLY LOST AS CONSEQUENCE OF COVID-19	2	1.4%
RETIRED	34	24.5%
FULL-TIME STUDENT	0	0%
FULL-TIME HOMEMAKER	5	3.6%
PREFER NOT TO ANSWER	3	2.2%