

**RiverBend**  
**GROWTH ASSOCIATION**

*Serving Business, Encouraging Growth in Southwestern Illinois*

## **COVID-19 Consumer Survey on Re-Opening May 2020**

Alton Main Street, RiverBend Growth Association and the Great Rivers & Routes Tourism Bureau recently partnered on a consumer survey to measure attitudes and anticipated behaviors or desires of local residents as the region enters the recovery/re-opening process from the COVID-19 shelter in place orders. The survey was open from May 13 through May 20, 2020 for one week, and gathered more than 2,300 responses. The questions and summary data are presented on the following pages.

The intent of this survey was to provide additional direction to help small business owners determine best paths forward on re-opening their businesses in a way that is responsible and safe.

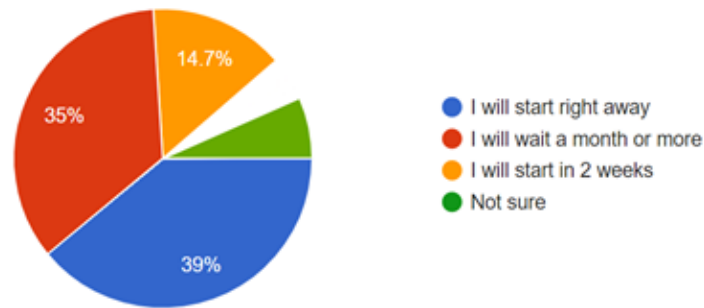
These three organizations will continue to serve as a resource to our small business community, connecting them to additional guidelines, opportunities and with each other. If you would like a full copy of the raw data, you can contact any of the three organizations. We wish everyone a safe entry into Phase 3 in Illinois.

Sincerely,

Alton Main Street,  
RiverBend Growth Association, and  
Great Rivers & Routes Tourism Bureau

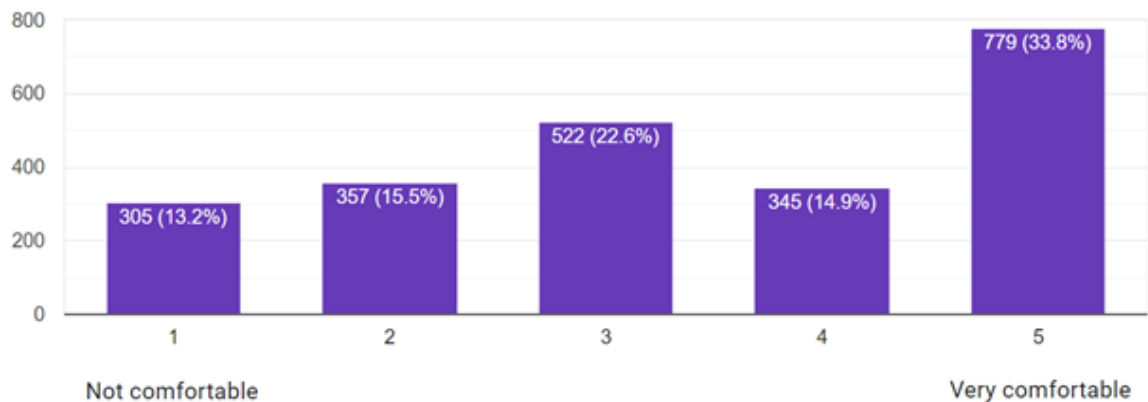
Once the stay at home order is lifted, how long will you wait before dining out or shopping in small businesses?

2,180 responses



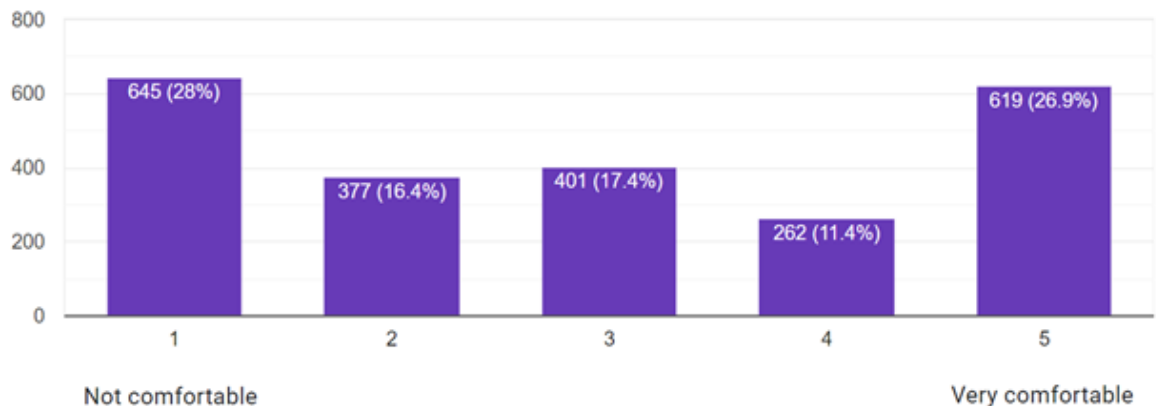
Once the stay at home order is lifted, do you think you'll feel comfortable shopping in small businesses?

2,308 responses



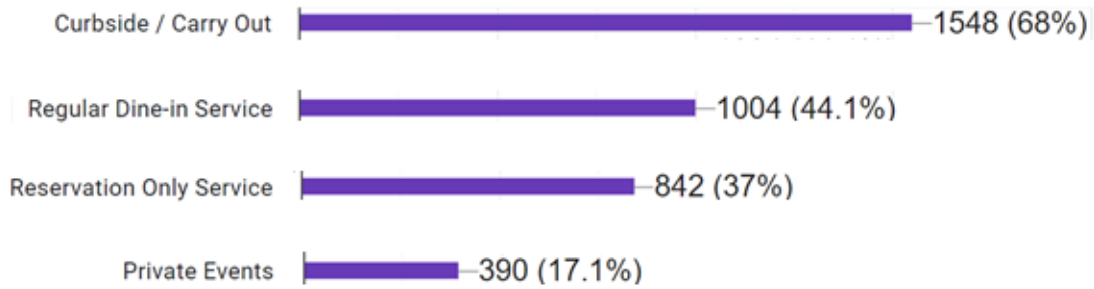
Once the stay at home order is lifted, do you think you'll feel comfortable dining out in local restaurants?

2,304 responses



What dining experiences would you prefer in the months after businesses reopen? (Select all that apply)

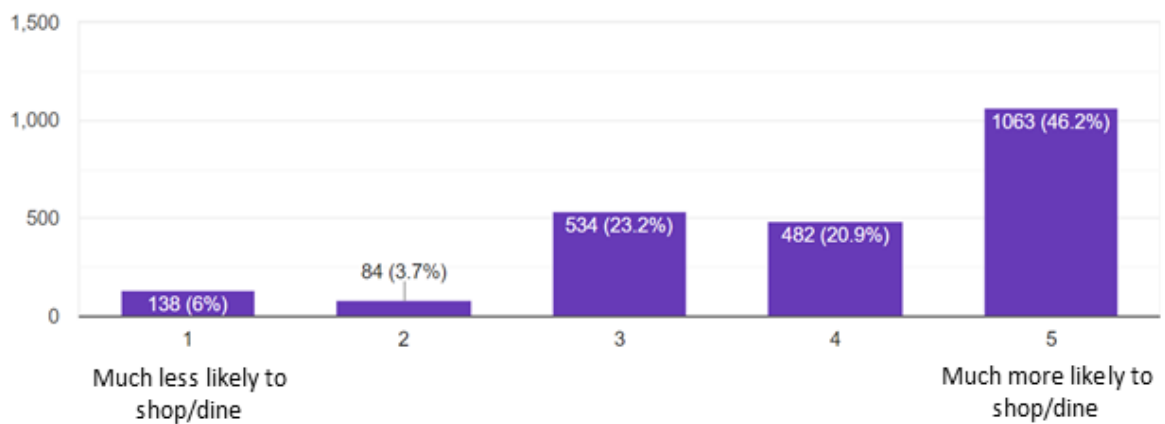
2,277 responses



\*200+ respondents selected "Other" and wrote in Outdoor Dining

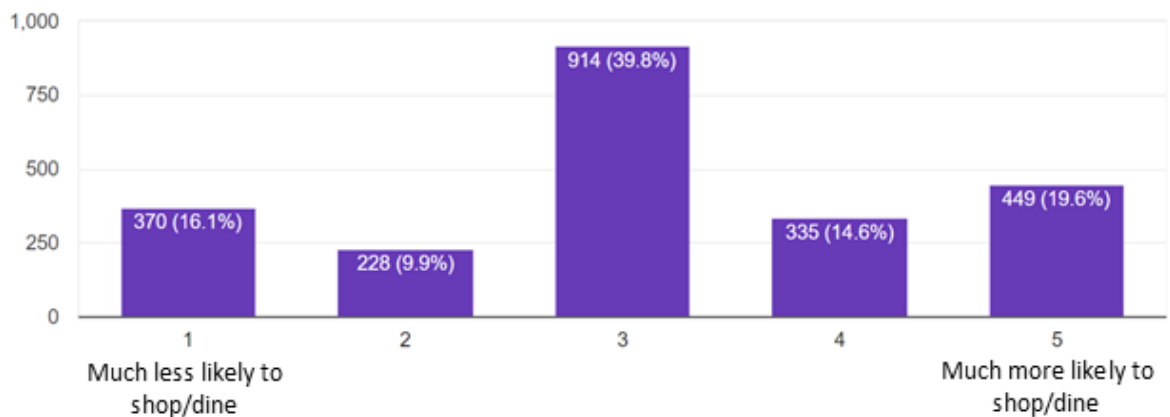
All staff at a store or restaurant wear face masks

2,301 responses



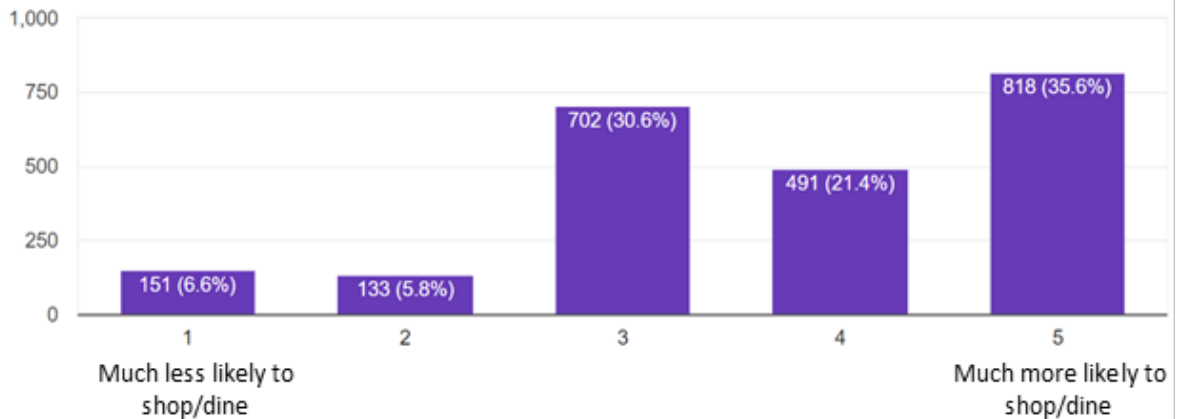
All staff at a store or restaurant wear gloves

2,296 responses



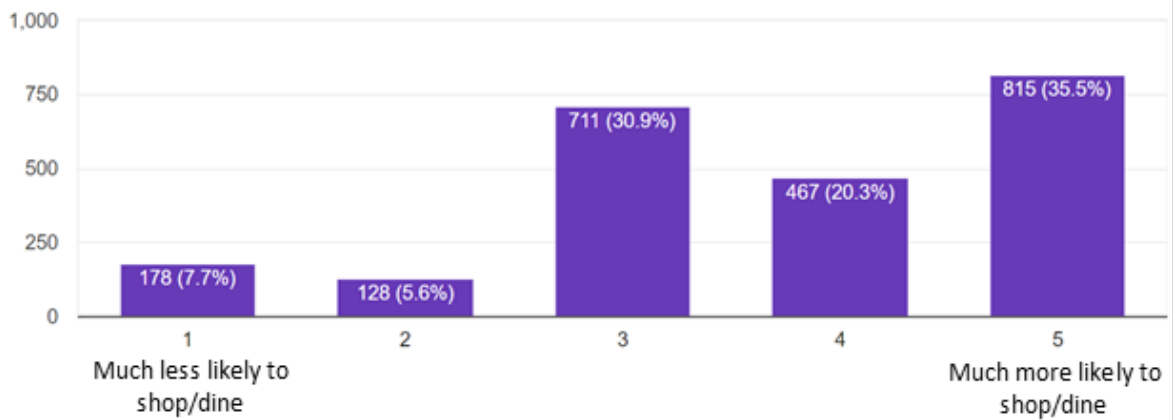
### Plexiglass barriers separate staff and patrons at checkout

2,295 responses



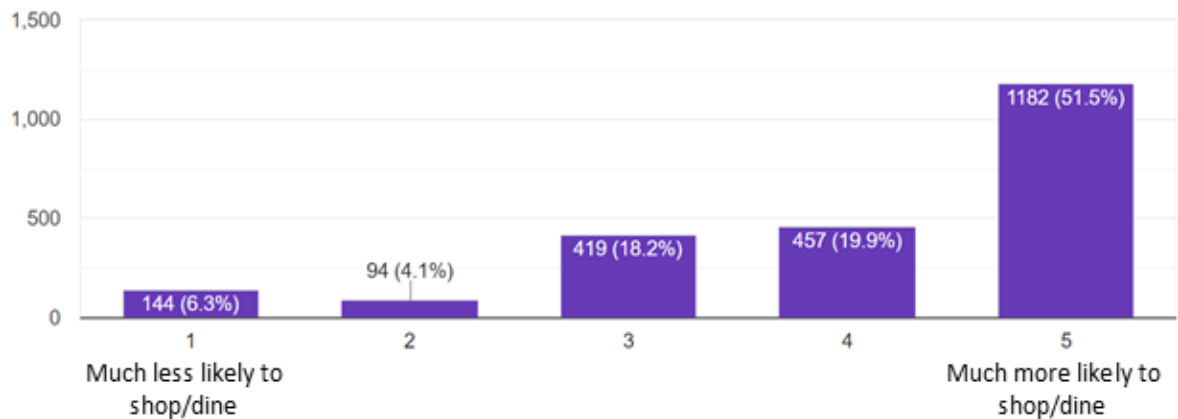
### Demarcations on the ground that show six-foot gaps in places where customers line up

2,299 responses



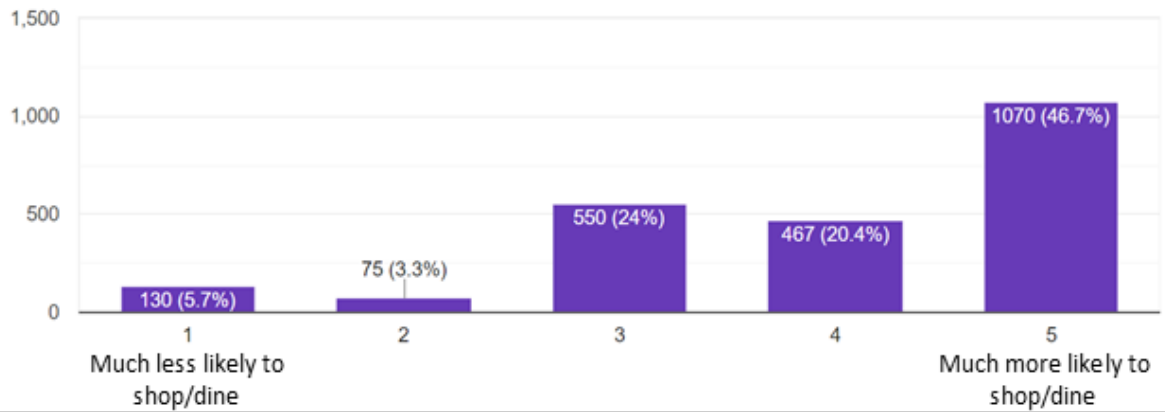
### Strict limitations are set on the number of customers or diners in the space at the same time

2,296 responses



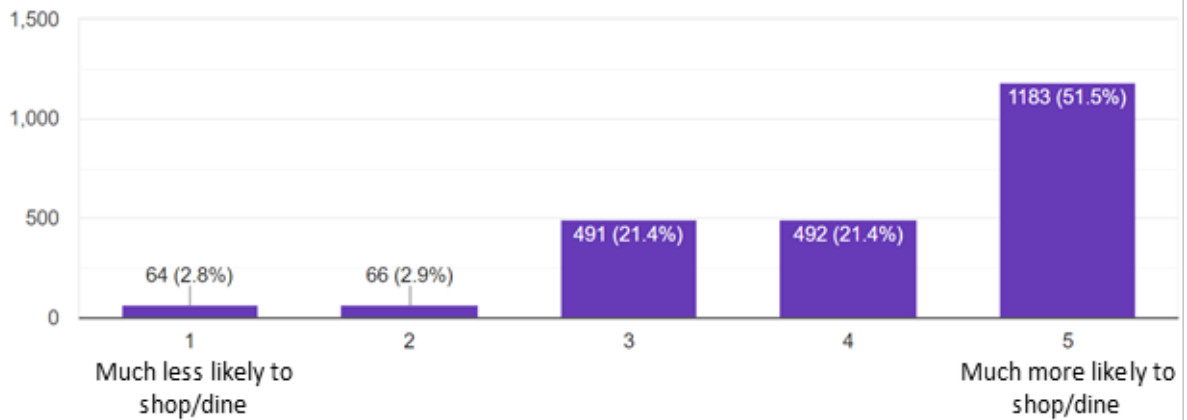
### Touch free payment systems at checkout

2,292 responses



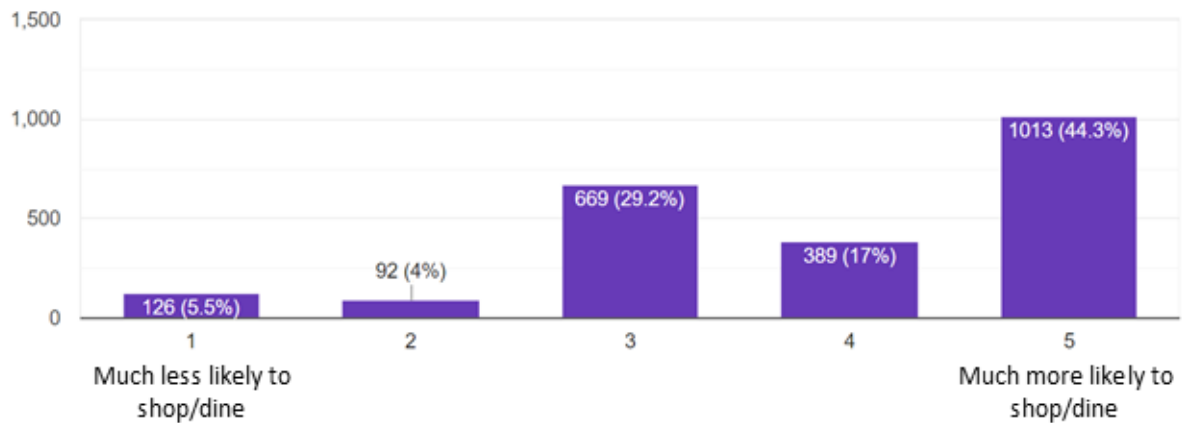
### More outdoor options for shopping / dining at local retailers and restaurants

2,296 responses



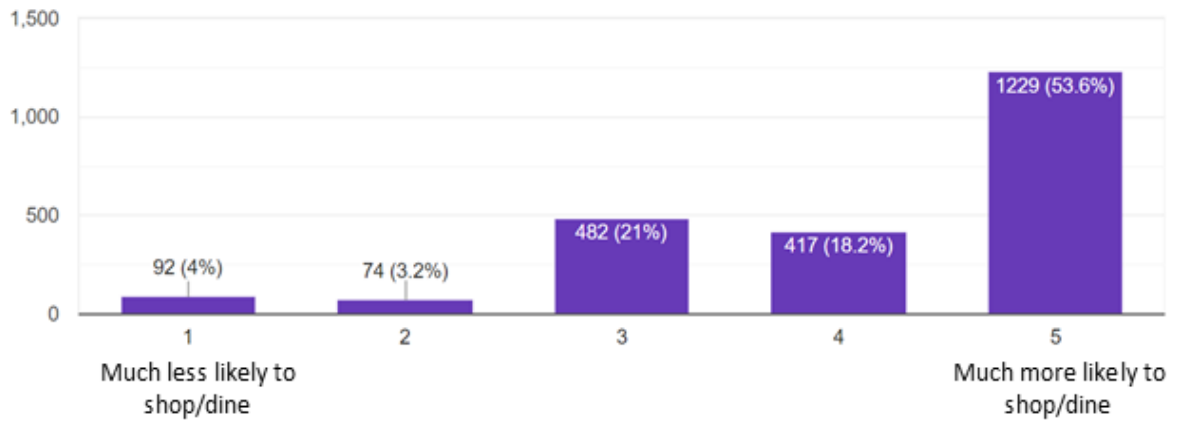
### Delivery services from shops / restaurants

2,289 responses



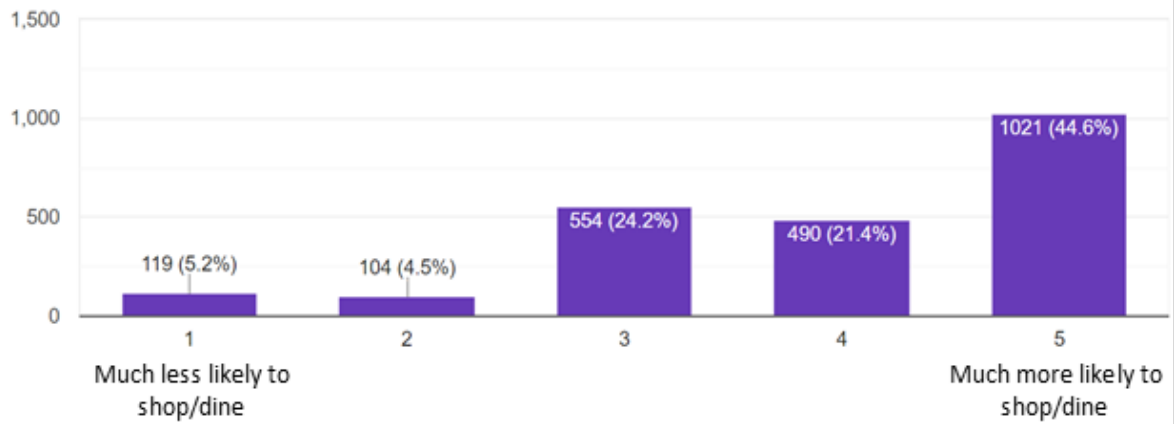
### Curbside pickup at shops / restaurants

2,294 responses



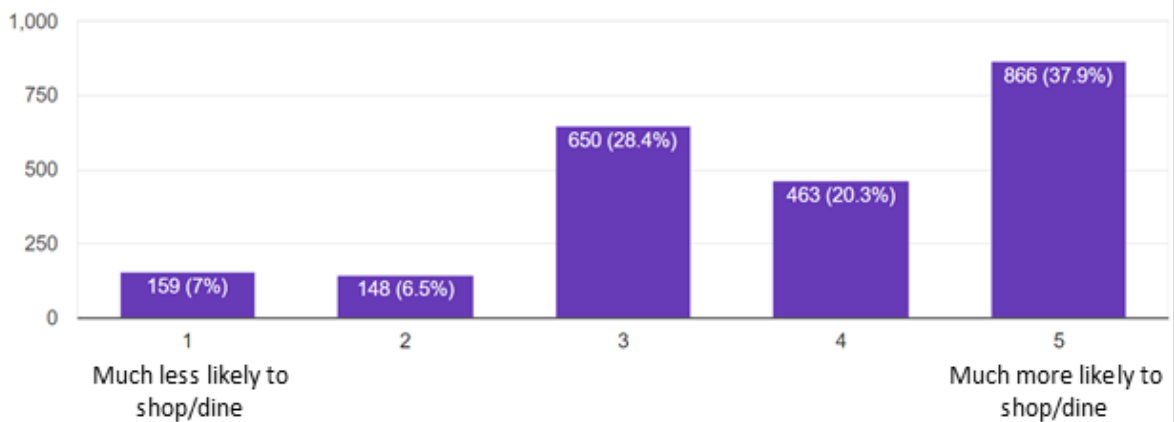
### Shopping / ordering online with in-person pickup

2,288 responses



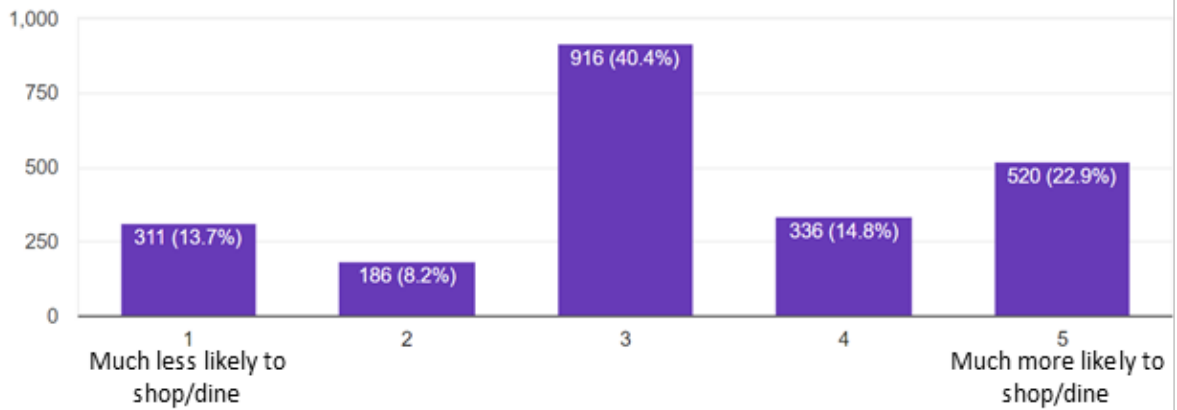
### Shopping / ordering over the phone with in-person pickup

2,286 responses



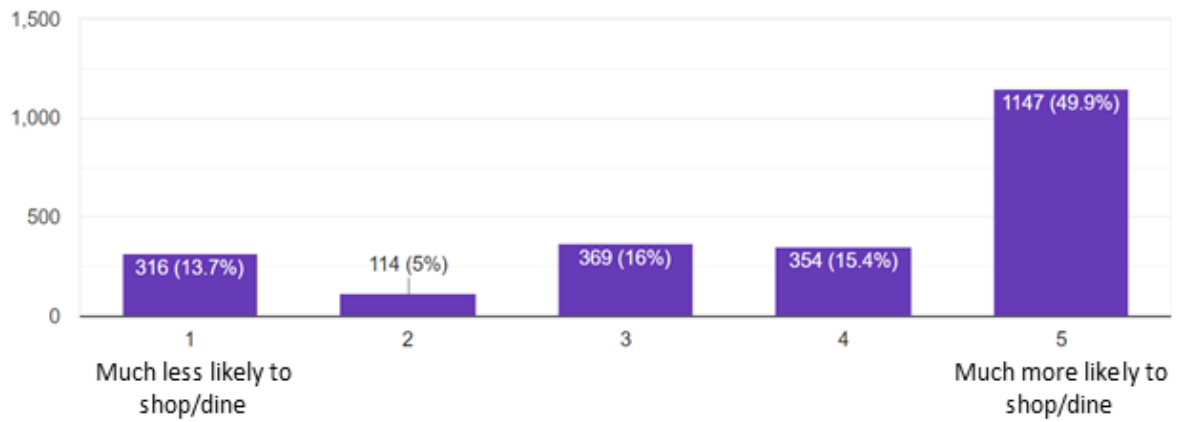
### Loyalty programs or subscription / membership options with restaurants and retailers

2,269 responses



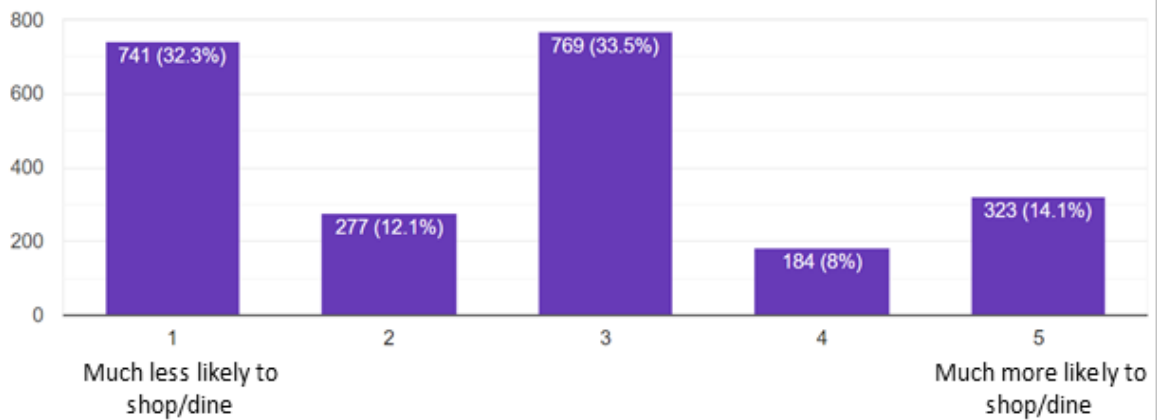
### Masks are worn by all customers in a store

2,300 responses



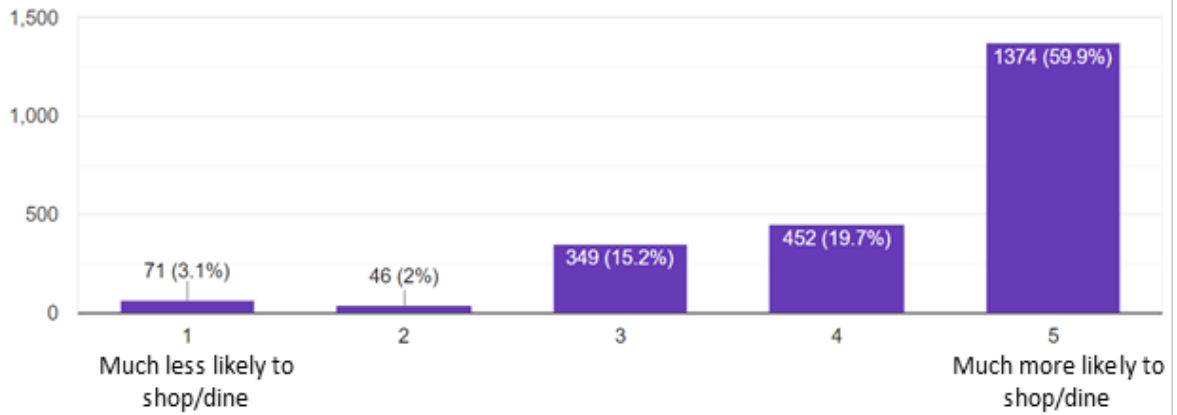
### Gloves are given out to all customers entering the store

2,294 responses



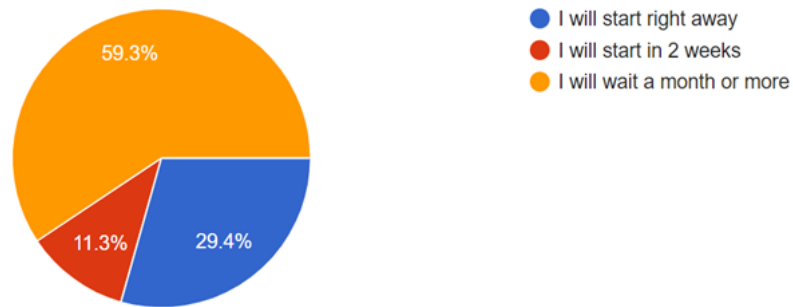
### Hand sanitizer station at the entrance to the store / restaurant

2,292 responses



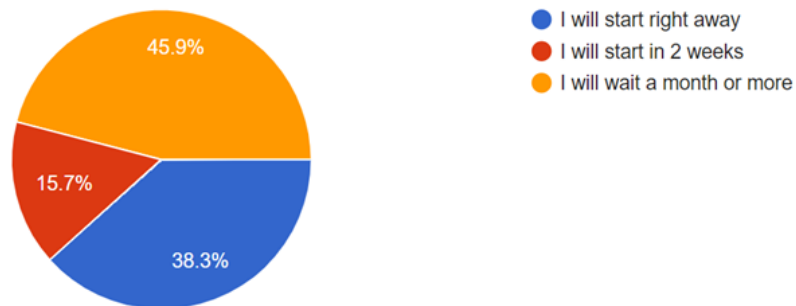
Once gatherings of 50+ people are allowed and while adhering to appropriate social distancing guidelines, when will you be comfortable attending a large INDOOR event?

2,297 responses



Once gatherings of 50+ people are allowed and while adhering to appropriate social distancing guidelines, when will you be comfortable attending a large OUTDOOR event?

2,290 responses



**This is the End of the Survey.**