



# Arlington Consumer Survey

Arlington Economic  
Development Recovery  
Task Force  
June 2020

# What we've heard from residents



**SURVEY OPEN  
6/4 THROUGH 6/21**

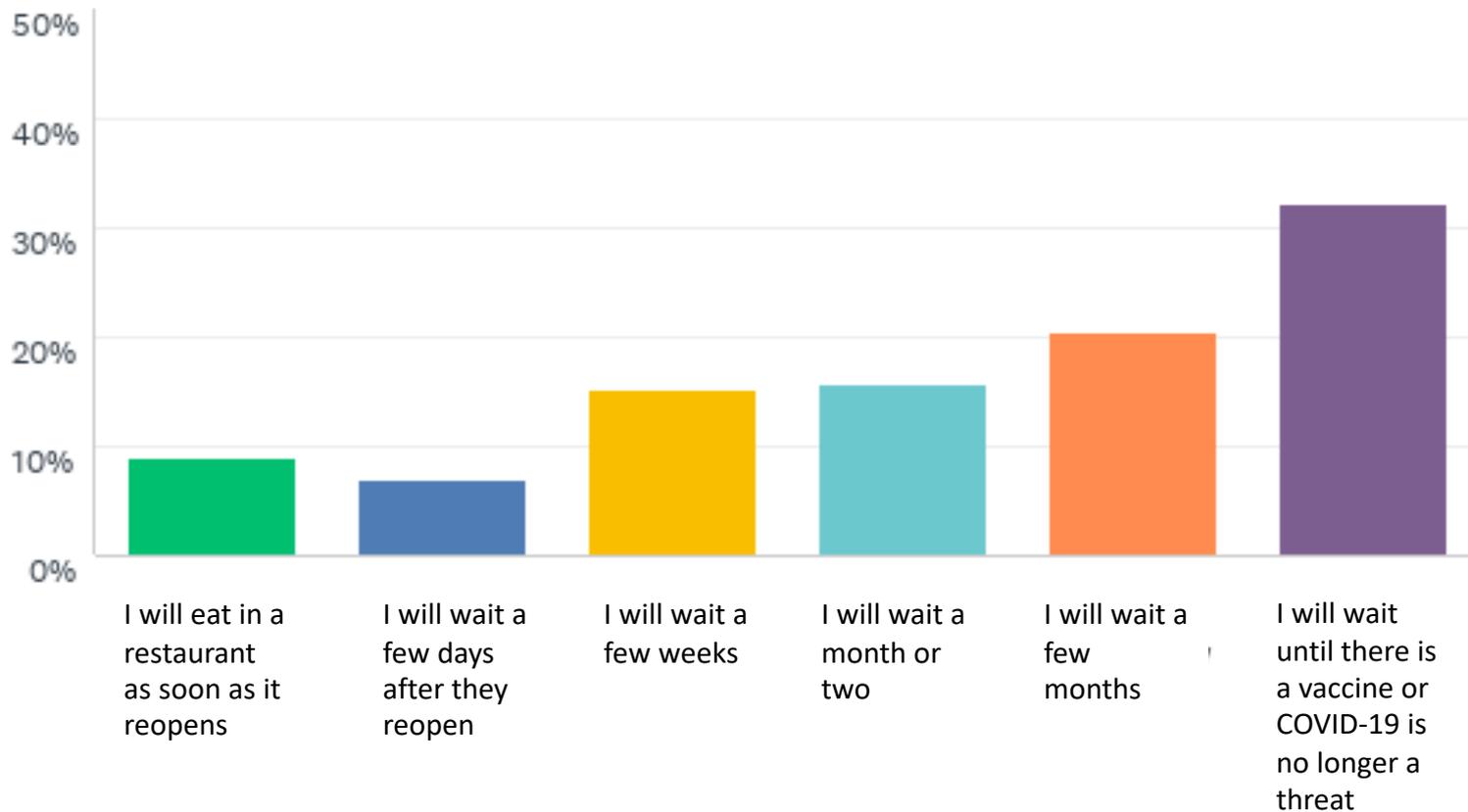


**1,452 RESPONSES**



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

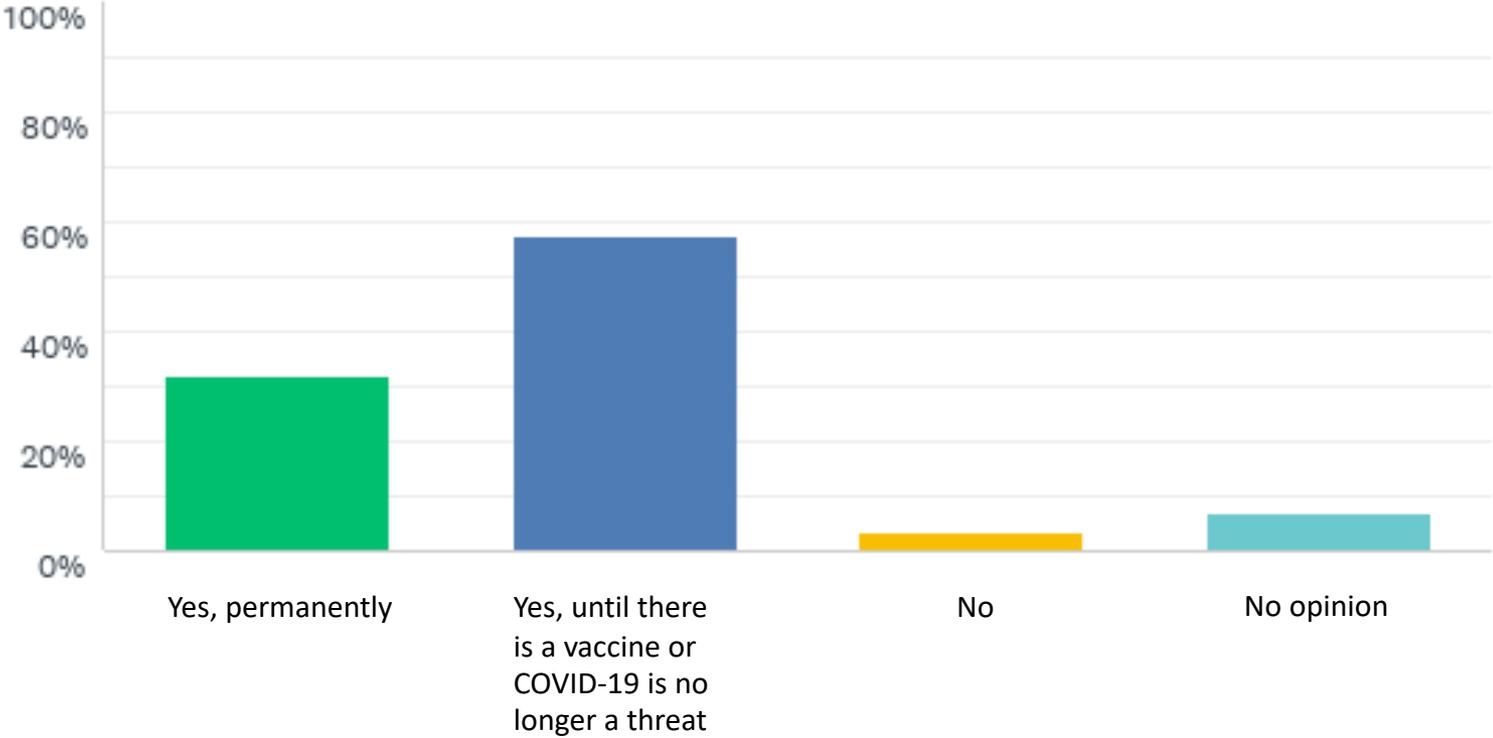
# Q1: As the recovery from the COVID-19 crisis proceeds, how long will you wait before dining inside a restaurant?



## 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?



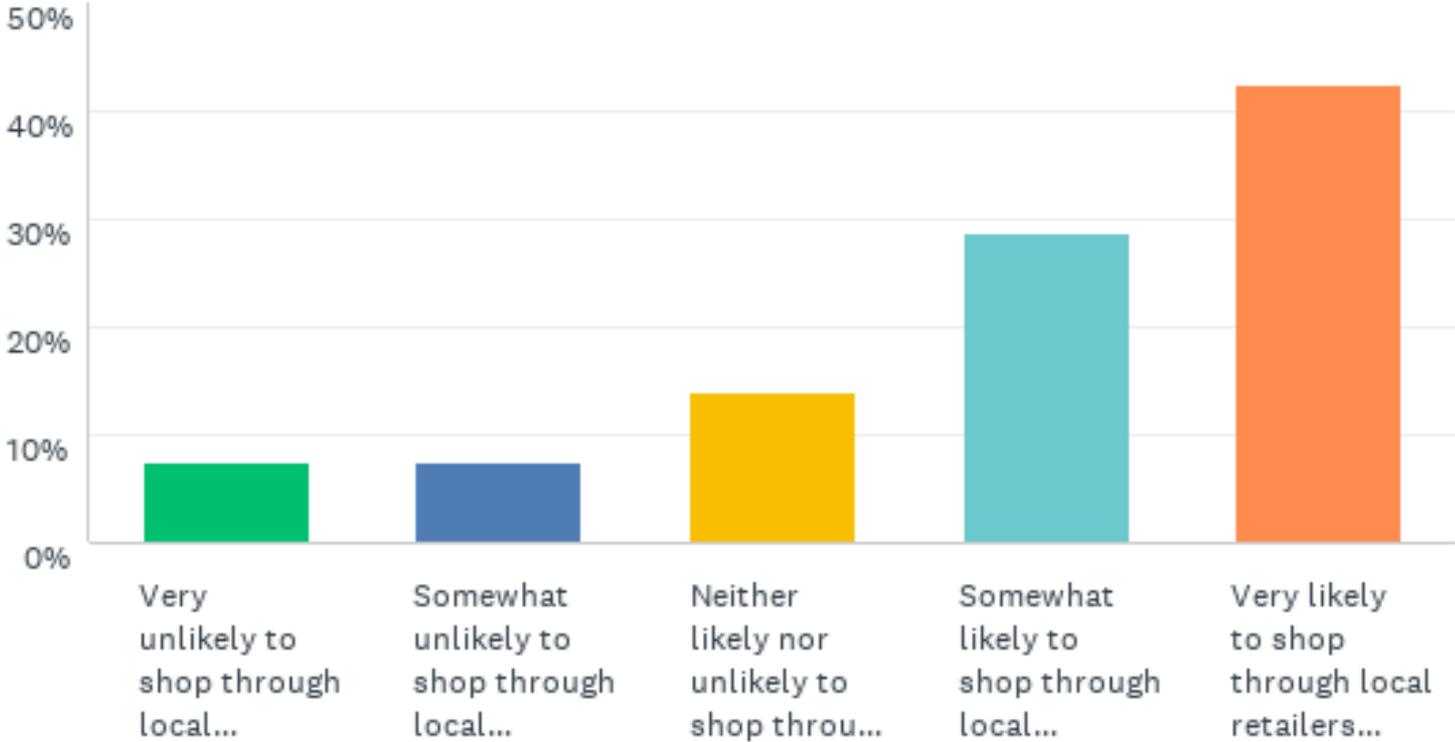
### Q3: Would you like to see curbside options for restaurants continue as the recovery from the COVID-19 crisis proceeds?



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

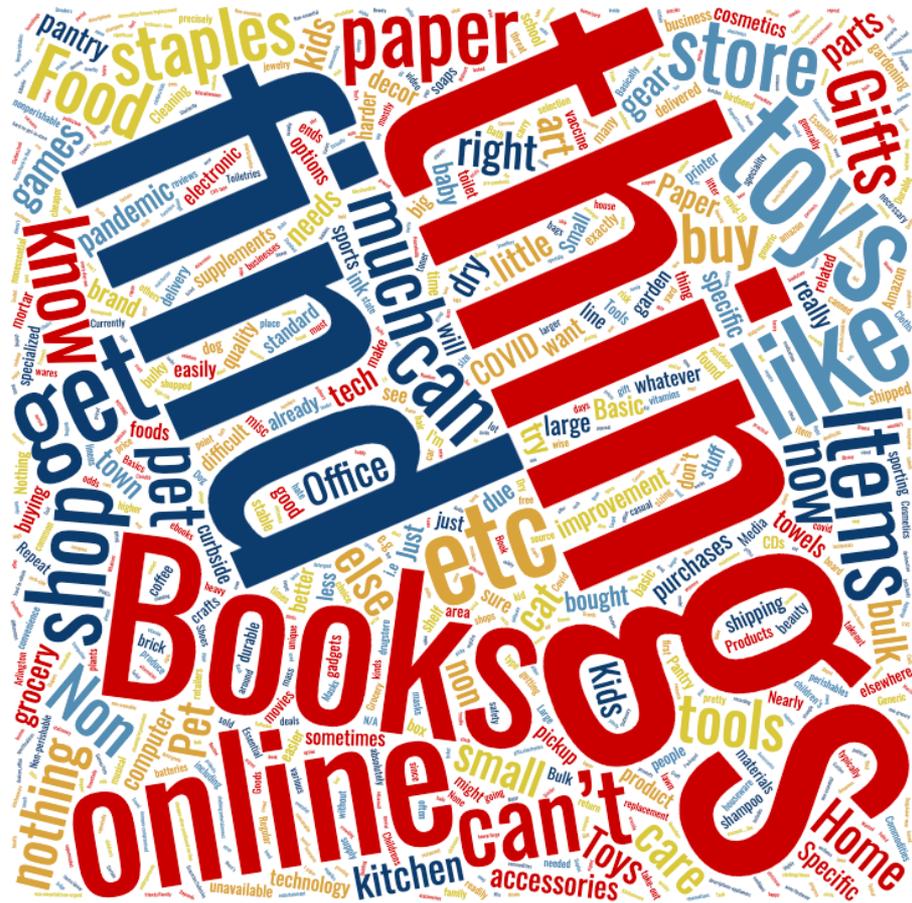


**Q5: If local merchants offered their products and services through online shopping, how likely would you shop through local retailers' online stores compared to major national or global online retailers?**



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

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



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

**Top responses include:**

- **Clothing/clothes**  
(especially for children)
- **Household items**
- **Books**
- **Electronics**
- **Gifts**
- **Toys**

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

**Top responses included:**

- **Food/groceries**
- **Clothing (adults)**
- **Gifts**
- **Hardware**
- **Shoes**

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

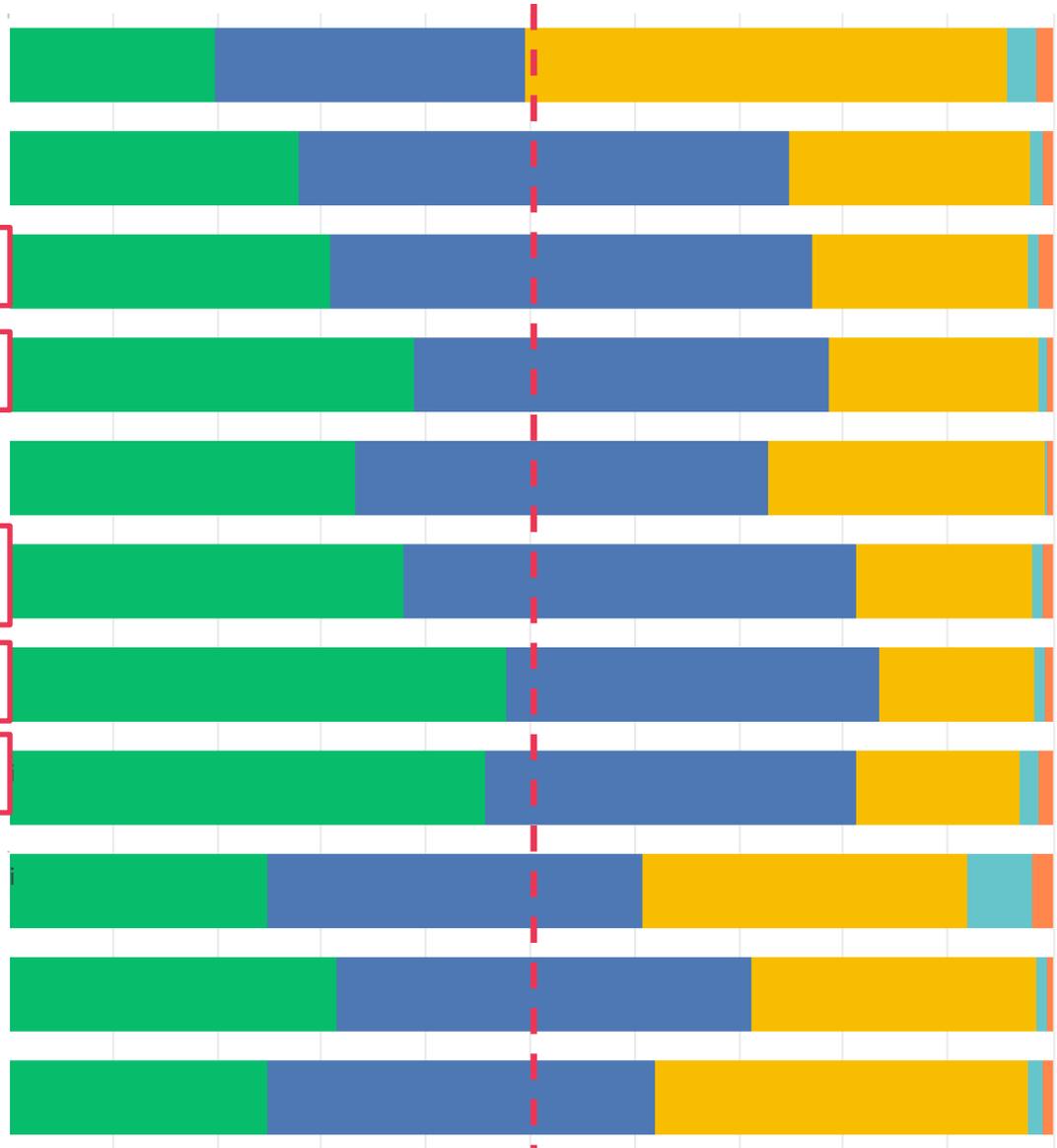
Demarcations on the ground show 6' gaps where customers queue up

Touch free payment systems at checkout

Menus, store inventory, ads available online/outside the store to limit time inside

More outdoor options at local restaurants and retailers

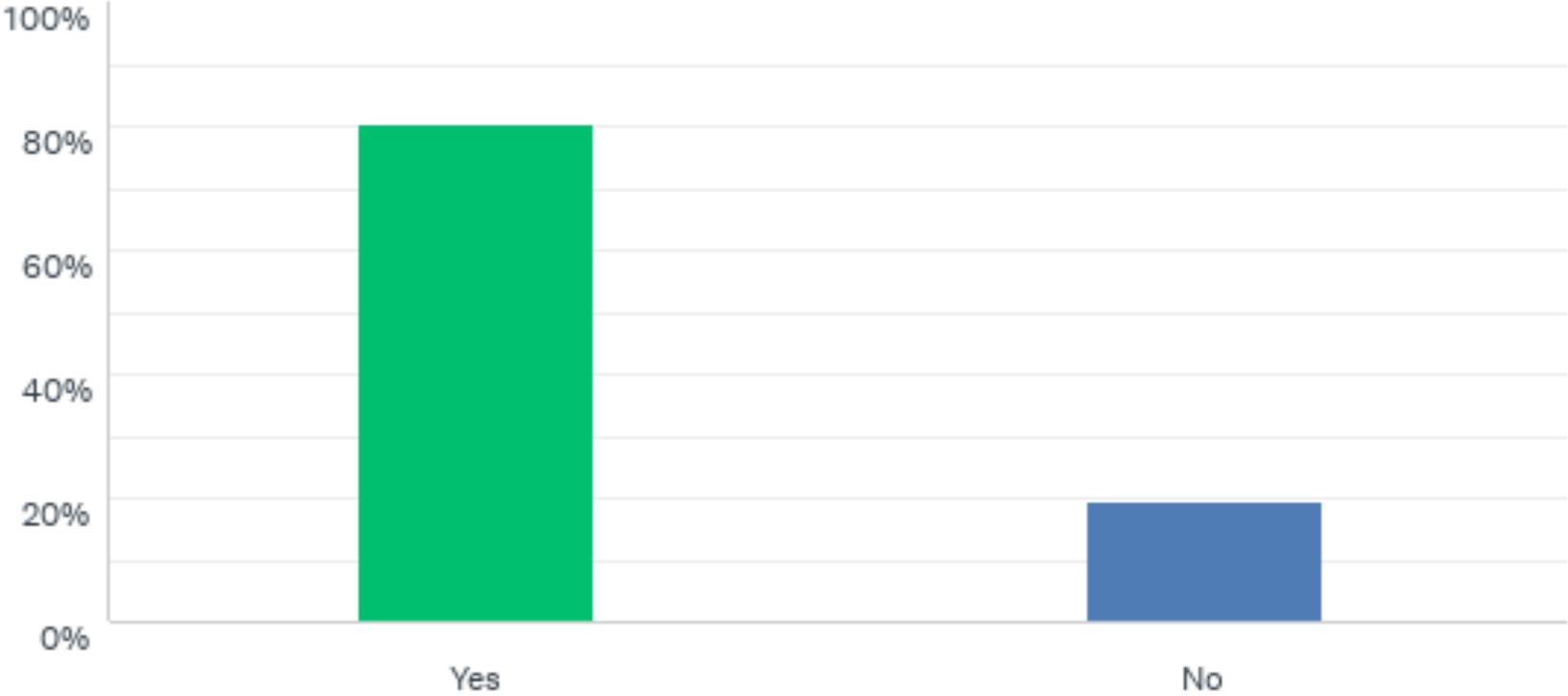
Shopping/ordering online with in-person pickup



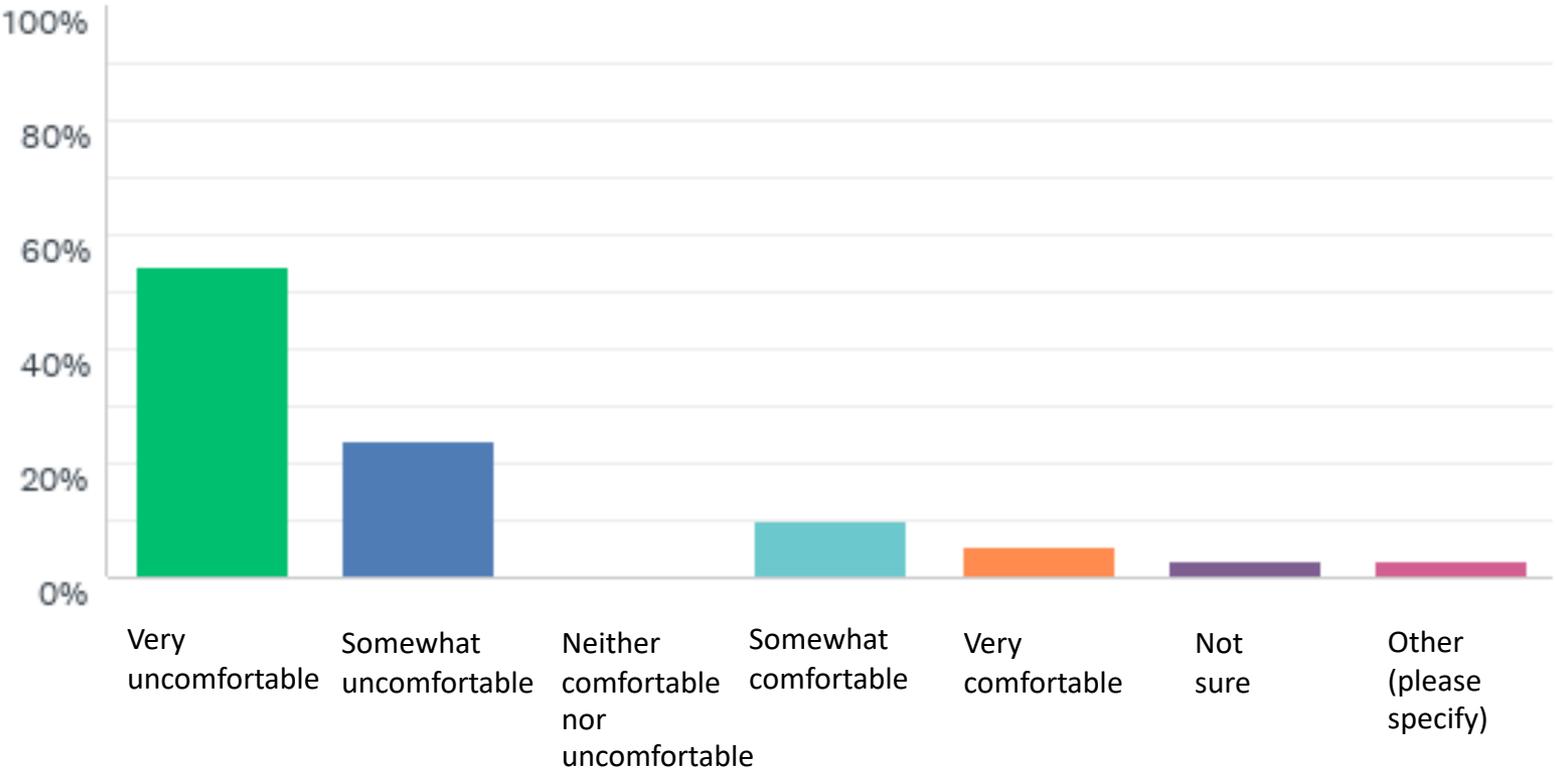
■ Much more likely   
 ■ More likely   
 ■ Neither more or less likely   
 ■ Less likely   
 ■ Much less likely

20% 30% 40% 50% 60% 70% 80% 90% 100%

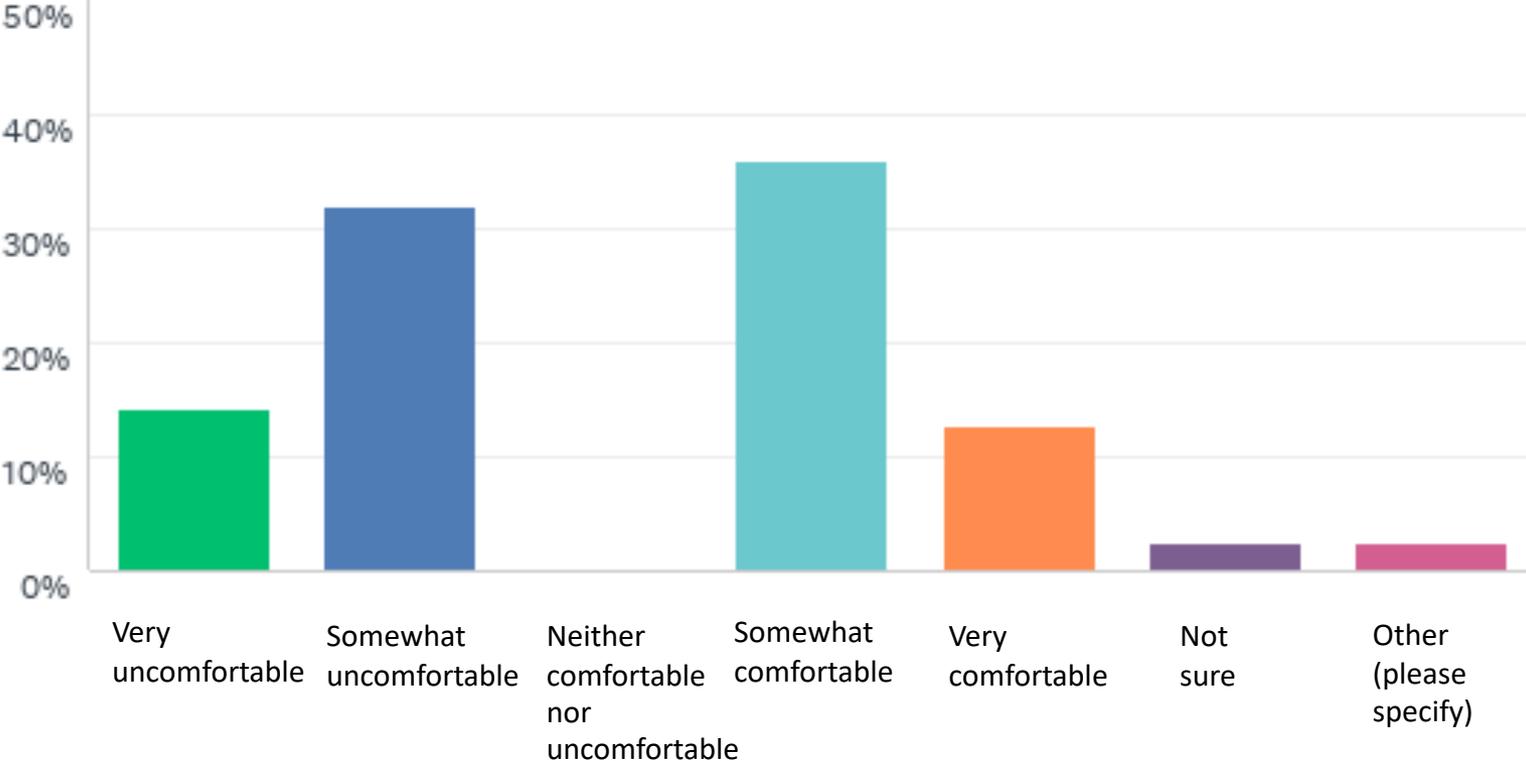
**Q8: Would you, as the customer, be willing to pay more for the goods and services in businesses that implement increased safety precautions?**



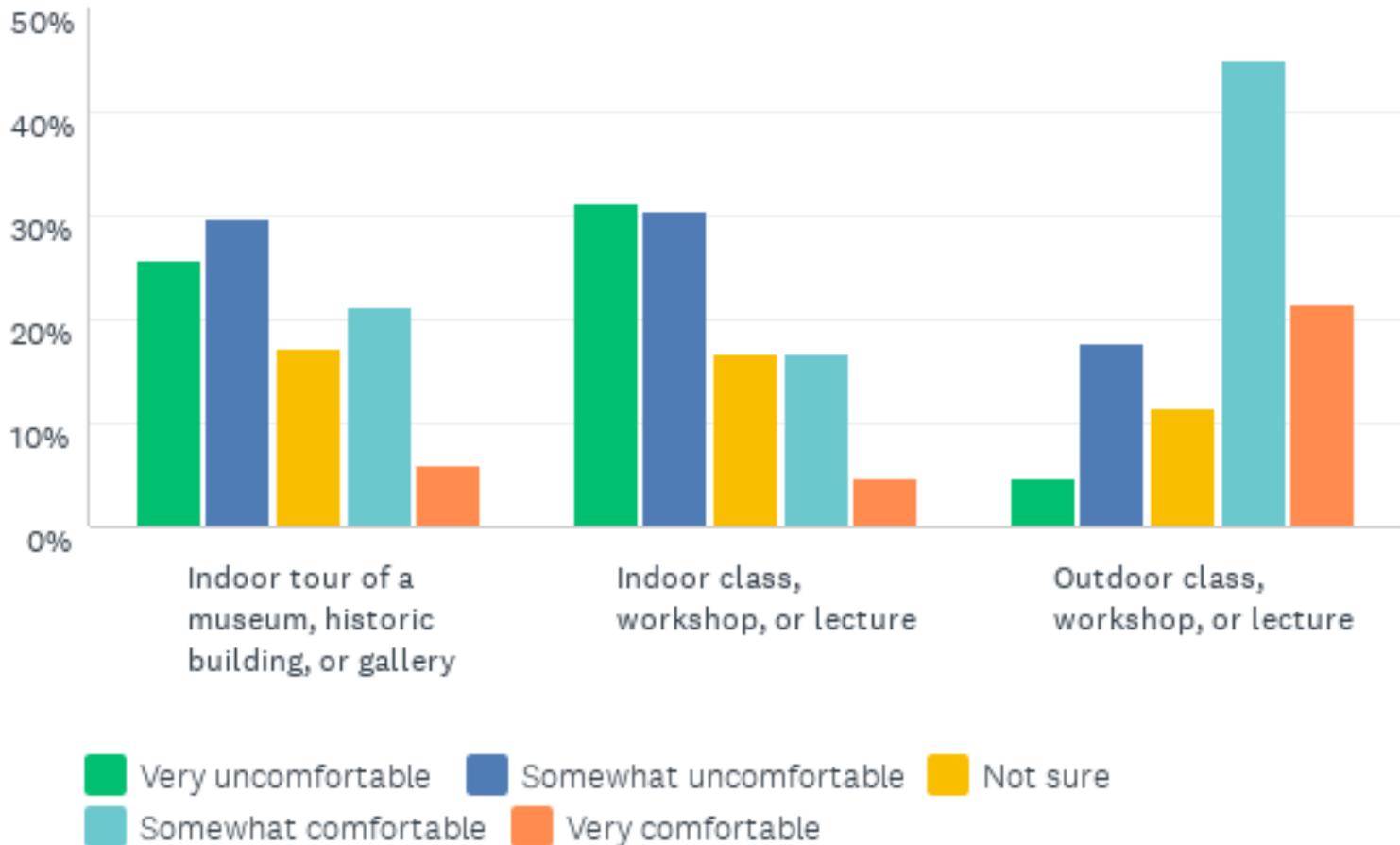
**Q9: How comfortable would you be attending a large indoor event (assuming there will be safety protocols in place, like social distancing and wearing a mask)?**



**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



**Thank you for taking the Arlington Consumer Survey!**

For more information, visit [arlingtonma.gov/economicdevelopment](https://arlingtonma.gov/economicdevelopment)  
or contact Ali Carter, Economic Development Coordinator, at  
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