



## Community Re-opening Survey Report

**Survey Overview** – This survey was created by Main Street Hanover, using a survey template from Main Street America, to better understand the needs of the community as we head into Yellow Phase and the re-opening of our businesses who had before now been closed. This survey was shared via social media by Main Street Hanover and its followers. At the time of this report's creation the survey had received 344 results. This report reflects those responses. All answers are anonymous. The report results can be found here using the link below and later on the Main Street Hanover website in full, with comments included.

<https://forms.office.com/Pages/AnalysisPage.aspx?id=i0zUOLu6DkOKCuTMRMDPLc5B5JSqJAxGvY5jlqEWJ-1UMVpSSzhPUVBVNkJESIJTUZUN01RMjVGNC4u&AnalyzerToken=eVFLmuma441jsxArmBaeyHVWKrF87Ssc>

**Executive Summary** – We are happy to see so many in the community taking this survey as it will help our businesses in the downtown better understand what their customers are looking for in re-opening.

While we will continue to recommend and guide utilizing the CDC, Federal, State, and Local requirements for safety in this time of COVID, we were happy to see that the majority of respondents also voiced their desire to see the businesses follow these guidelines. This further encourages the safe re-opening of our downtown.

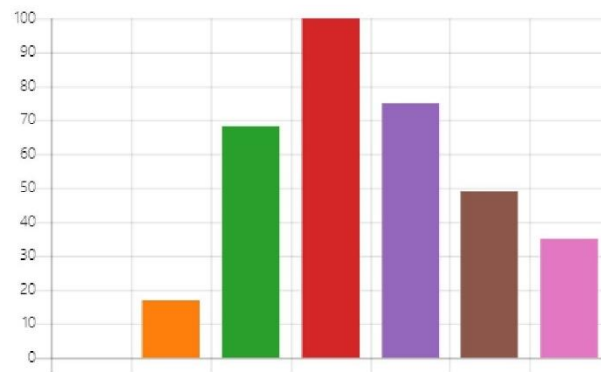
## 1. Gender

Woman	271
Man	65
Prefer not to say	8



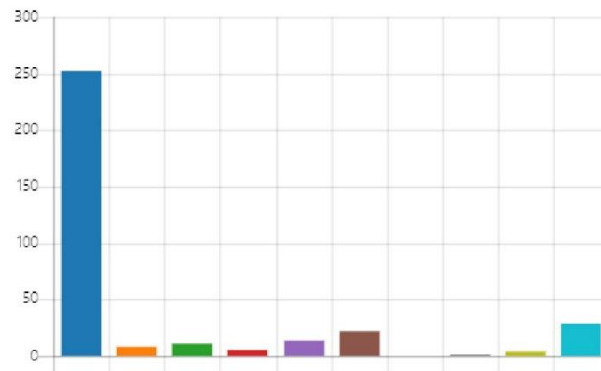
## 2. Age

Under 18	0
18-24	17
25-34	68
35-44	100
45-54	75
55-64	49
Age 65 and older	35



### 3. What area do you live?

● Hanover	252
● Gettysburg	8
● New Oxford	11
● Abbottstown	5
● McSherrystown	13
● Spring Grove	22
● Dover	0
● York	1
● Lancaster	4
● Other	28



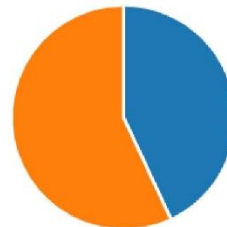
### 4. Do you have any children?

● Yes	238
● No	106



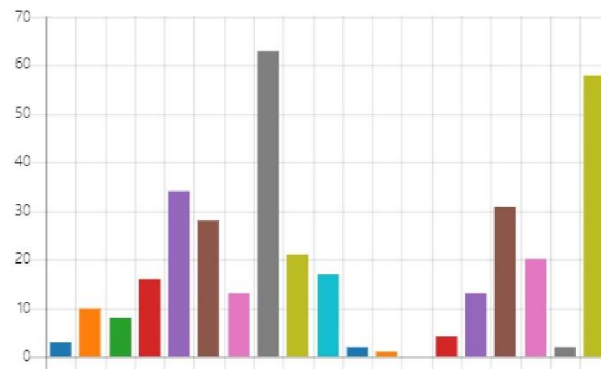
### 5. Does your family unit include someone who is considered 'high-risk'?

● Yes	148
● No	196



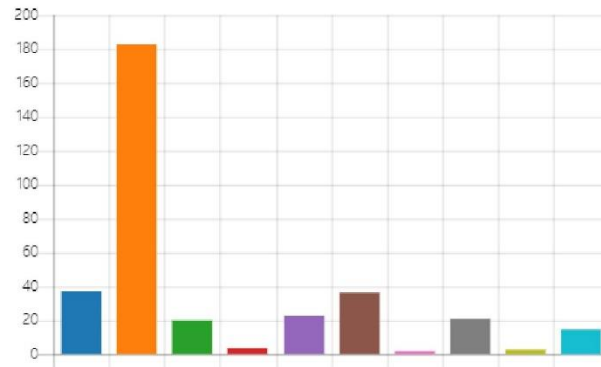
## 6. Occupational Industry

Agriculture, Forestry	3
Arts, Entertainment, and Recre...	10
Communications	8
Construction, Mining	16
Education	34
Finance and Insurance	28
Government and Public Admi...	13
Health Care and Social Assista...	63
Homemaker	21
Hotel and Food Services	17
Legal Services	2
Military	1
Real Estate, Rental and Leasing	0
Religious	4
Retail	13
Retired	31
Transportation and Warehousi...	20
Utilities	2
Other	58



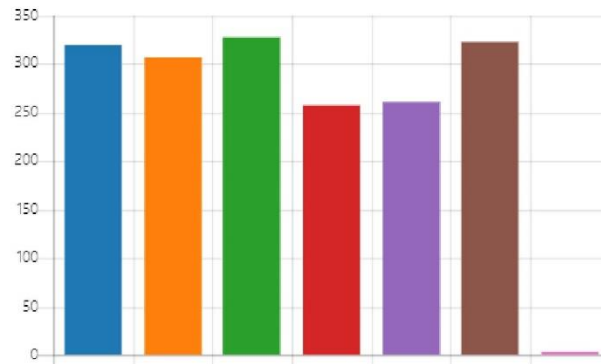
## 7. Current Job Status

Own your own business-Full-ti...	37
Full-time	183
Part-time	20
Unemployed, at present and p...	4
Unemployed, job recently lost...	23
Retired	36
Full-time student	2
Full-time homemaker	21
Prefer not to say	3
Other	15



## 8. In the current situation, what precautions are you currently taking to protect yourself against COVID-19? (check all that apply)

Wearing a face mask in public	319
Practicing 6 ft social distancing	307
Regularly washing hands	327
Refraining from touching your...	257
Wiping down regularly used s...	261
Covering mouth when coughi...	323
Not taking any precautions	3



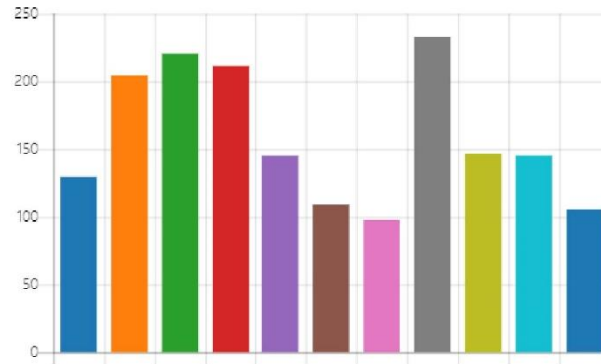
## 9. Will you be more willing to spend, save, or act as you normally would financially after the stay-at-home order is lifted?

I want to spend and go out!	52
I am now thinking more cauti...	113
Nothing will change. I will spe...	176
Other	3



10. What type of spending are you expecting to make once to stay-at-home order is lifted?  
(check all that apply)

Dining in	129
Dining out	205
Grocery Shopping	220
Retail	211
Home goods	146
Wellness/ Fitness	109
Experience/ Games / Entertain...	98
Salon Services	233
Alcohol	147
Travel	146
Pet care/ Pet accessories	106



11. Will you now shop and dine primarily at small businesses?

Yes	167
No	4
Depends on the situation	173

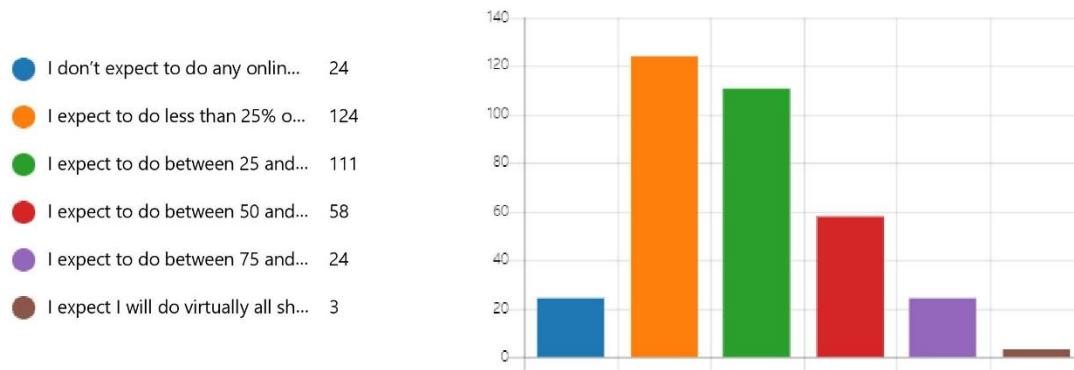


12. After the stay-at-home order is lifted will you primarily shop in person at businesses or online?

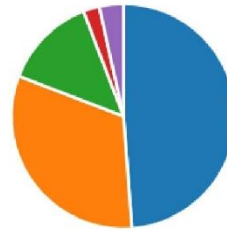
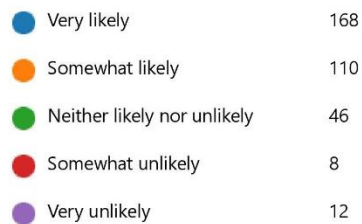
At Businesses	85
Online	32
Both	227



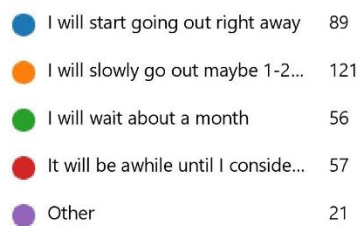
13. As the recovery from the COVID-19 crisis proceeds, how much of your regular shopping do you expect to do through online retailers?



14. 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?



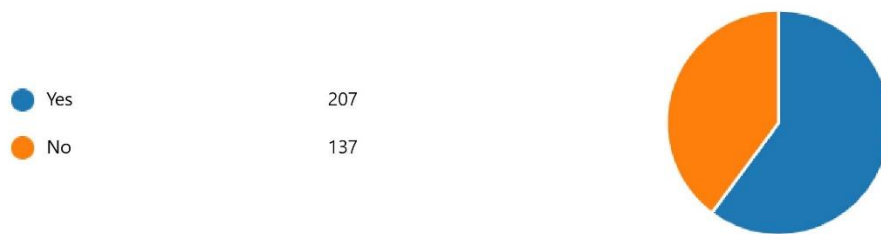
15. Once the stay-at-home order is lifted, how long will you wait before dining out or shopping in small businesses?



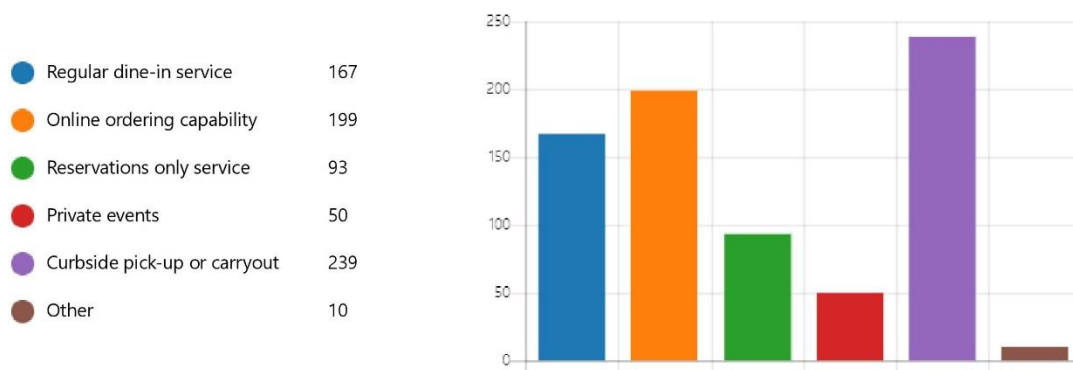
16. Once the stay-at-home order is lifted do you think you will feel comfortable shopping at local businesses?



17. Once the stay-at-home order is lifted do you think you will feel comfortable dining out?



18. What dining experience would you feel comfortable with/prefer in the months after businesses reopen? (check all that apply)





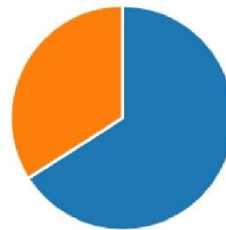
19. Would you like to see curbside service options for restaurants continue?

● Yes 309  
● No 35



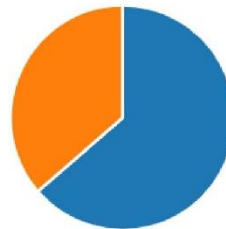
20. Will you expect business staff to wear face masks?

● Yes 227  
● No 117



21. Will you expect fellow shoppers and patrons to wear face masks?

● Yes 219  
● No 125



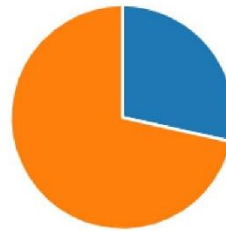
22. Would you, as the customer, be willing to wear a face mask inside a business?

● Yes 307  
● No 37



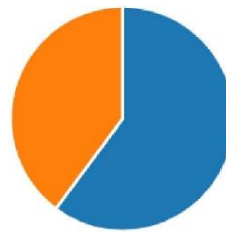
23. Will plexiglass barriers at checkout influence your shopping decisions?

● Yes 98  
● No 246



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

● Yes 207  
● No 137



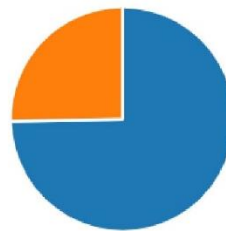
25. Would you feel more comfortable shopping with limits on the number of people within smaller businesses?

● Yes 250  
● No 94



26. Would you like to see more "touch-free" payment options available within businesses?

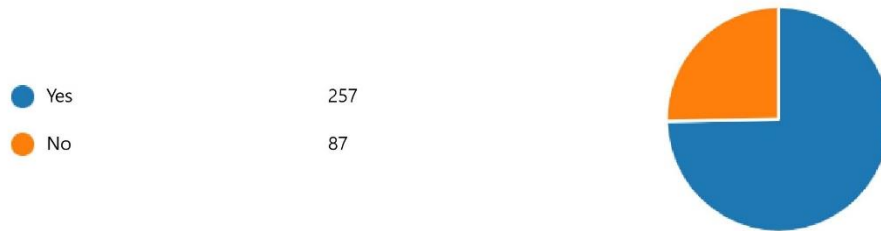
● Yes 257  
● No 87



27. While adhering to appropriate social distancing guidelines, would you be comfortable attending large INDOOR events?



28. While adhering to appropriate social distancing guidelines, would you be comfortable attending large OUTDOOR events?

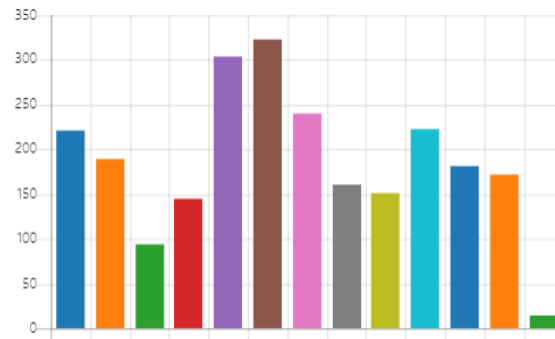


While we are recommending all businesses that open to adhere to the CDC, Federal, State & Local Guidance for safety practices – we asked survey respondents to let us know what their safety expectations.

29. What are your safety expectations for businesses after the stay-at-home order has been lifted?  
(check all that apply)

[More Details](#)

Employees wearing masks	221
Enforcing customers wearing ...	190
Employees wearing gloves	94
Plexiglass barriers at check out	145
Hand sanitizer stations available	304
Daily sanitation of wiping dow...	323
Daily/routine sanitation of wip...	240
New floor plan design for mor...	160
Space dividers to notate wher...	151
Touch-less payment processing	223
E-commerce sites for online o...	181
Restrictions on building/store ...	172
Other	14



Employees wearing masks 221/344 – 64%

Enforcing customers wearing masks 190/344 – 55%

Employees wearing gloves 94/344 – 27%

Plexiglass barriers at check out 145/344 – 42%

Hand sanitizer stations available 304/344 – 88%

Daily sanitation of wiping down doors and surfaces 323/344 – 93%

Daily/routine sanitation of wiping down products 240/344 – 69%

New floor plan design for more space between consumers 160/344 – 46%

Space dividers to notate where consumers stand during check out 151/344 – 43%

Touch-less payment processing 223/344 – 64%

E-commerce sites for online ordering 181/344 – 52%

Restrictions on building/store capacity 172/344 – 50%

Other - 14

We understand that these results do not fully relay all the thoughts and feelings of the community, but we do feel they further help us understand the psyche behind how people will behave as we move to re-open. Our goal is to do our best at guiding the business community in their choices to better serve the community.

Downtowns and urban commercial districts across the U.S. won't recover from the economic impacts of the global pandemic simply by way of government proclamations to reopen or a marketing campaign to bring customers back downtown. A return to bricks-and-mortar shopping and other downtown activities, such as getting a haircut, participating in a fitness class, eating in a restaurant, and attending a special event, will greatly depend on the ability to understand, influence, and comfort the human psyche. – May 12, 2020 | *Main Spotlight: Recovery and Revitalization Depend on Understanding Human Psyche* | By: Matthew Wagner, Ph.D., Vice President of Revitalization Programs, NMSC