



# NEWRY BID

  
**NEWRY**  
PERFECTLY PLACED



## Consumer Survey COVID-19 Recovery Survey Results

9th June 2020

# SURVEY



Enclosed are the findings of a comprehensive consumer survey we have undertaken in Newry BID to help you with your recovery planning.

This will help you to plan your reopening with thoughts and views from your customers.

It also gives us an insight into how the recovery is likely to happen.

In two weeks the survey achieved the following reach on Newry BID Facebook page.



**28,337** people reached

**4,484** engagements

**299** likes

**173** comments

**62** shares

# OVERVIEW

More than **800** people started the survey with **529** fully completed.



**92%** of respondents were from Newry City, South Down or South Armagh

**89.8%** of respondents were female



**92%** of respondents were between 18-64

**92%** of fully completed surveys were taken on a mobile phone

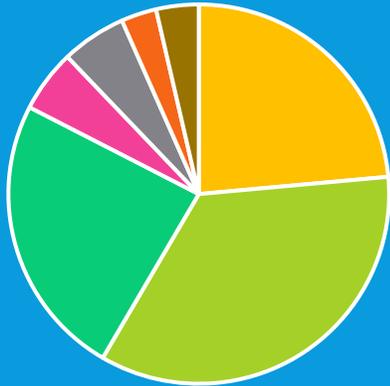


**93%** of those surveyed said they have access to a mobile phone

- These are the views of very local customers
- There are opportunities to utilise mobile phone tech as part of your recovery plans
- Many of the views given are from females aged between 18-64 so if this is your target audience the views will be particularly relevant

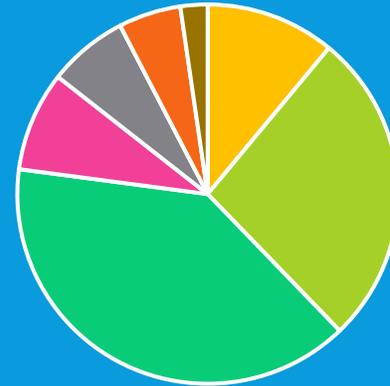
# FREQUENCY OF VISITS TO NEWRY

## Frequency of visits to Newry City Centre prior to lockdown



- Every day 23%
- At least 3-4 times per week 34.8%
- At least once per week 24.1%
- At least once per fortnight 5.3%
- At least once per month 5.5%
- At least once every three months 3%
- Less than once every three months 3.6%

## Frequency of proposed visits to Newry City Centre post lockdown



- Every day 11%
- At least 3-4 times per week 26.8%
- At least once per week 39.3%
- At least once per fortnight 8.5%
- At least once per month 6.8%
- At least once every three months 5.3%
- Less than once every three months 2.3%

There is a concern here about the decreasing frequency of visits and the impact this may have.

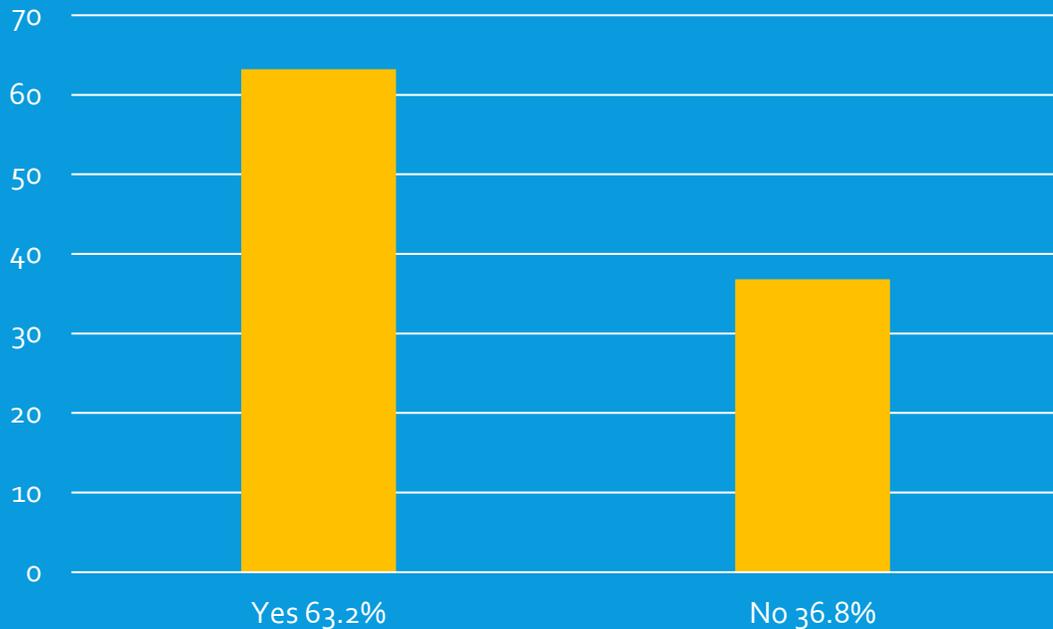
Customers may come back but it may be less

often with a **20%** reduction in the number of people who said they will visit more than once per week.

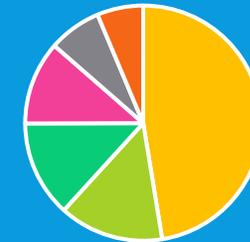
# ATTITUDE TO ALTERNATIVE SHOPPING METHODS



Have you Increased Online Shopping Usage During Lockdown?



When the lockdown eases are you likely to continue to shop more online than in the shops in Newry city?



- I will go back when they open if I am sure they have put social distancing measures in place 57%
- I will shop more in very local shops and avoid city centre 17.2%
- I will only go out for essential items and services and avoid browsing 15.9%
- I will use Click & Collect or other delivery services more 13.8%
- I will go back even if clear social distancing measures aren't in place 8.7%
- I will shop more online 7.6%

# ATTITUDE TO ALTERNATIVE SHOPPING METHODS

Findings appear to show that although online shopping increased this may have been due to necessity- only **7.6%** people said they will continue to shop more online. There may however be opportunities to increase Click & Collect or delivery services.

Social distancing and safety measures are very important to people. **57%** said they will return as soon as businesses open if they can clearly see these measures put in place.

Only **8.7%** said social distancing measures were not an important factor in them returning to the city centre.



# SOCIAL DISTANCING/ SAFETY MEASURES



When the lockdown eases which of the following factors will be important to you when shopping or out doing business?  
(Respondents were asked to tick all that apply)



- Hand Sanitizer available for customers and staff 75.6%
- Limited numbers in premises 59.5%
- Clear social distancing enforcement 56.4%
- Clear social distancing signage 46.6%
- Chip & Pin/Cashless payment options 32.6%
- Staff wearing masks and/or gloves 24.4%
- Other 3.2%

This highlights the importance of having a clear safety plan in place.

**75.6%** Customers expect to see hand sanitizer and clear social distancing measures in place.

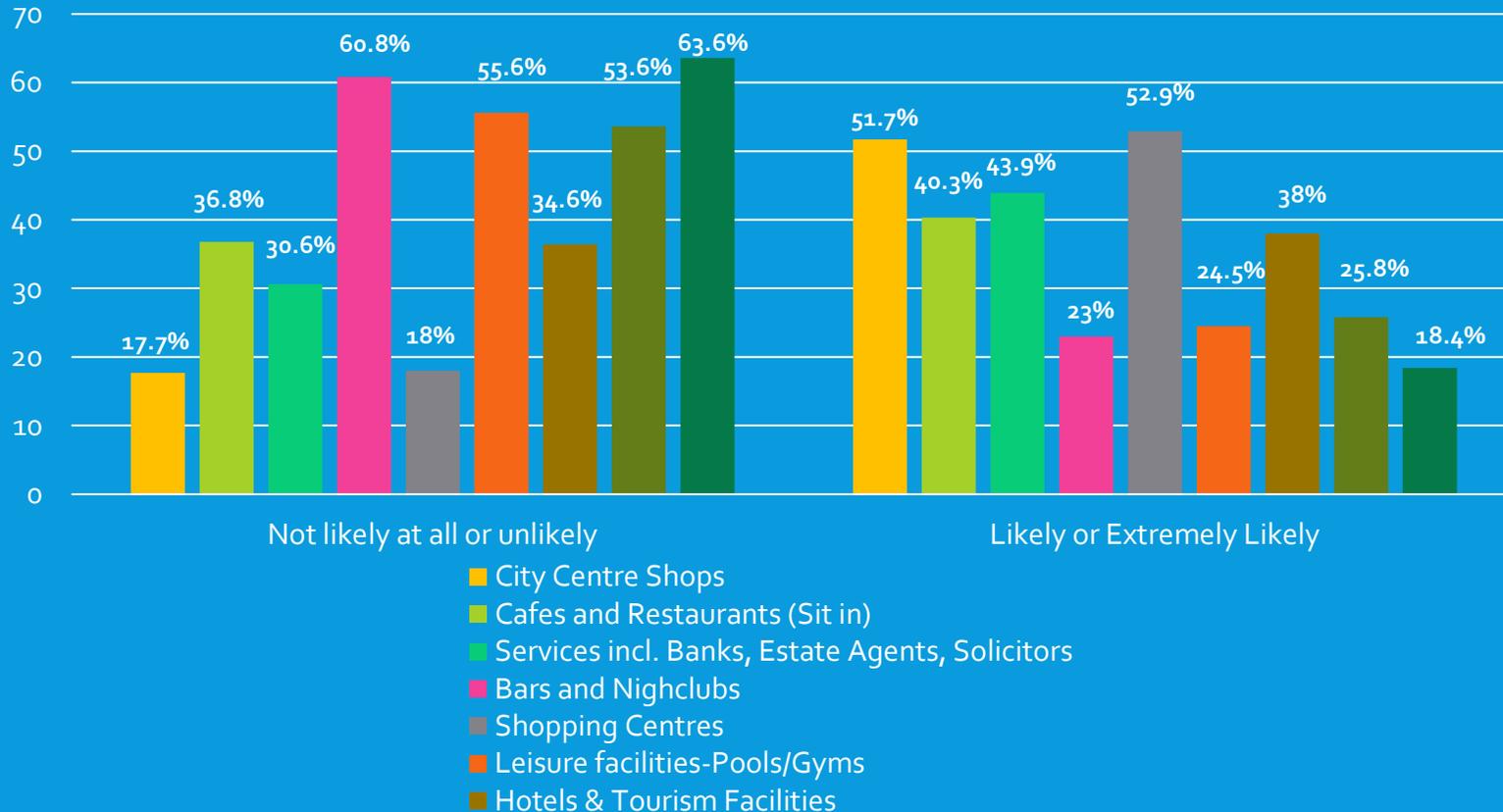
Newry BID is offering free signage for members and discounts on sanitizing units.

Please contact Newry BID if you need support in putting these measures in place.

# SECTORAL DIFFERENCES



How likely are you to return to use the following services after lockdown?



- We asked people what services and businesses they were most likely and least likely to return immediately to after lockdown.
- Five options were provided from 'not likely at all to extremely likely'. Here are the findings for 'Not likely at all or unlikely' and 'likely/extremely likely'.

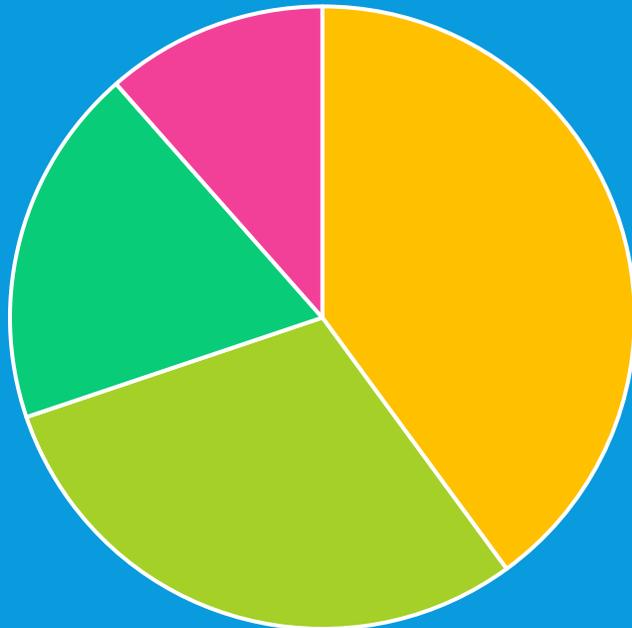
# SECTORAL DIFFERENCES

- This tells us that people are most likely to return to high street shops and shopping centres followed by local business services and cafes/restaurants.
- In relation to business services- many respondents remarked they already use a lot of these services online so may not need to physically visit premises. This would indicate the uptake could be higher.
- The concern lies in the responses around the tourism, hospitality and events sectors.
- This is especially for those services relating to children which had the lowest confidence rating at just **18.4%** likely or extremely likely to return immediately to events and classes for children.
- This was followed by lowest confidence rates for returning to bars and nightclubs (**23%** likely or extremely likely) with swimming pools/gyms on only **24.5%** likely or extremely likely to return followed by only **25.8%** confident at returning to events or classes for adults.
- This requires urgent attention for businesses in these sectors to start to get clarity on reopening procedures, health and safety measures and support which will help to increase confidence in consumers to return to these sectors.

# POTENTIAL OPPORTUNITY?



Will you be travelling abroad for holidays this year?



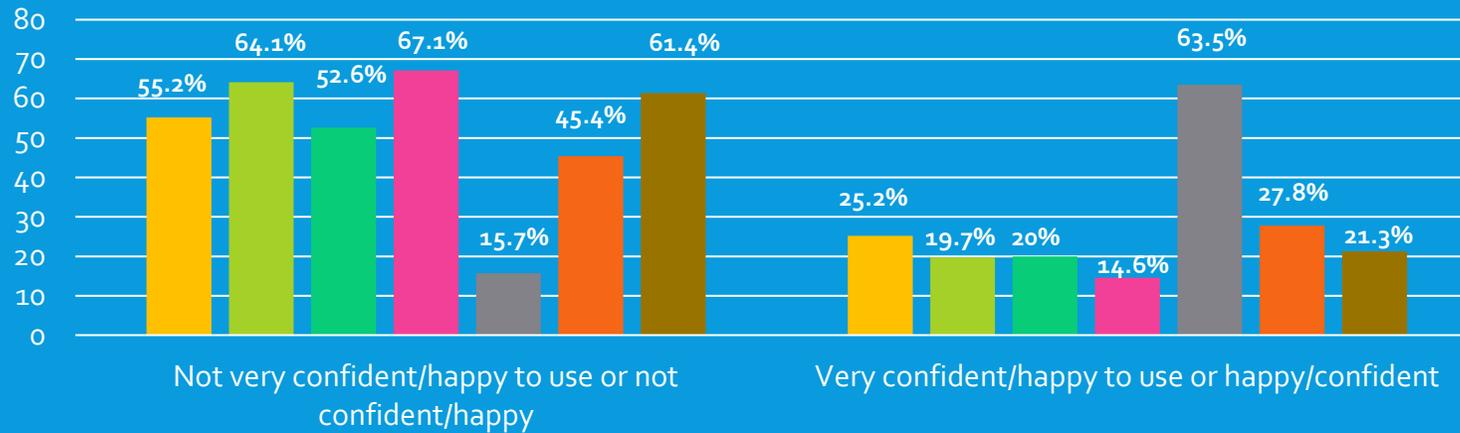
- I won't be going anywhere this year 37.6%
- I'll be taking at least one staycation in UK or Ireland 28.1%
- I will be cancelling the plans I had made 17.6%
- I already have plans made 10.8%
- I intend to book a holiday later in the year 5.9%

- There may be an opportunity to support the hospitality and tourism sector if we can quickly get clarity on timeframes for reopening, safety measures and procedures for events including weddings.
- We asked people about their holiday plans as we are coming into a typically quieter season in Newry city and locality.
- The findings here would indicate that less than **17%** of people surveyed intend to go on any type of holiday outside the UK and Ireland this year with **55.2%** either not going anywhere or cancelling the plans they had made.

# USING LOCAL AMENITIES



How happy or confident will you be to use the following amenities when lockdown is lifted?



- We asked people how confident or happy they would feel about using the following amenities. There were five choices ranging from 'not very confident or happy at all to very confident/very happy'. This graph outlines the result for 'not very happy/confident at all/not very confident/happy' as opposed to 'very confident/happy/happy/confident'.

- Trying on items- for example clothes, shoes, jewellery
- Using public toilets
- Touching doors, counters, workspaces, products in shops
- Using public facilities including children's play or gaming equipment, public seating, water dispensers
- Queuing outside a shop or business to maintain social distancing
- Attending large functions, events or weddings
- Attending a business outlet where a two metre social distance policy is not possible

# USING LOCAL AMENITIES



- These findings indicate that using public toilets and public facilities including play facilities cause the biggest concern with **67.1%** not confident using public facilities and **64.1%** of those surveyed not confident using public toilets.
- Trying on items is a concern for more than **55%** of those surveyed while more than **60%** would be concerned with a business where social distancing cannot be adhered to. This will cause issues for smaller premises and those businesses that require close proximity working such as hair and beauty.
- Over **60%** of people have said they are happy to queue to adhere to social distancing which ties in with earlier findings of consumers requesting these social distancing measures.
- One area to watch is events including weddings. Presently just under **50%** of people said they would not be very happy/happy to attend large functions, events or weddings while almost **30%** said they would.

# SUMMARY/CONCLUSIONS

- Evidence of social distancing practices are vital for consumer confidence
- Hand sanitiser in premises is a must for more than  $\frac{3}{4}$  of people
- Large events or crowded places are potentially causing the most concern for people
- Activities involving children are perhaps going to take the longest to return levels of confidence
- Public toilets/play parks, public benches and play equipment are concerning for people
- Our tourism and hospitality sectors will need the most support to increase consumer confidence