

Q1 Where do you live?

Answered: 610 Skipped: 0

ANSWER CHOICES	RESPONSES	
Central Colchester (Truro, Bible Hill, Valley, Millbrook, Hilden)	80.00%	488
South Colchester/Stewiacke	7.87%	48
North Shore	4.26%	26
West Colchester	7.87%	48
TOTAL	610	

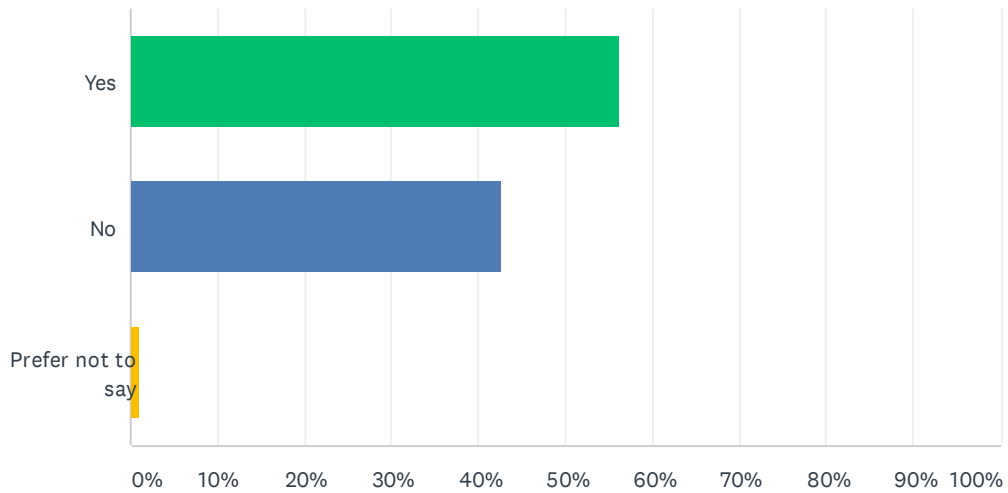
Q2 What activities did you normally do in Truro Colchester before COVID-19? (Please check all that apply)

Answered: 610 Skipped: 0

ANSWER CHOICES	RESPONSES	
In-Store Grocery Shopping	98.20%	599
Online Grocery Shopping (with curbside pickup)	4.26%	26
In-store retail shopping (clothing, sports equipment, shoes, etc.)	94.75%	578
Online Retail Shopping (Amazon or other retailers offering home delivery also included)	47.87%	292
In-dining at restaurants/cafes/bars	92.30%	563
Takeout at restaurants/cafes/bars	66.56%	406
Ordering delivery from restaurants/cafes/bars	19.02%	116
Attended Large Events (Rock the Hub, Pride, Provincial Exhibition, RECC events, etc.)	59.02%	360
Hiking/Biking/Parks	57.38%	350
Membership at local gym	19.67%	120
dTraveled occasionally to outside markets (Halifax, Moncton, etc.) for shopping	0.00%	0
Total Respondents: 610		

Q3 Before COVID-19, did you regularly travel outside of the region (Halifax, Moncton, etc.) for shopping?

Answered: 609 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	56.32%	343
No	42.69%	260
Prefer not to say	0.99%	6
TOTAL		609

Q4 Prior to COVID-19, how often did you travel to outside markets (Halifax, Moncton, etc.) for shopping, how often did you do it?

Answered: 335 Skipped: 275

ANSWER CHOICES	RESPONSES	
Weekly	9.85%	33
Monthly	46.87%	157
3-4 times per year	38.51%	129
Once per year	4.78%	16
TOTAL		335

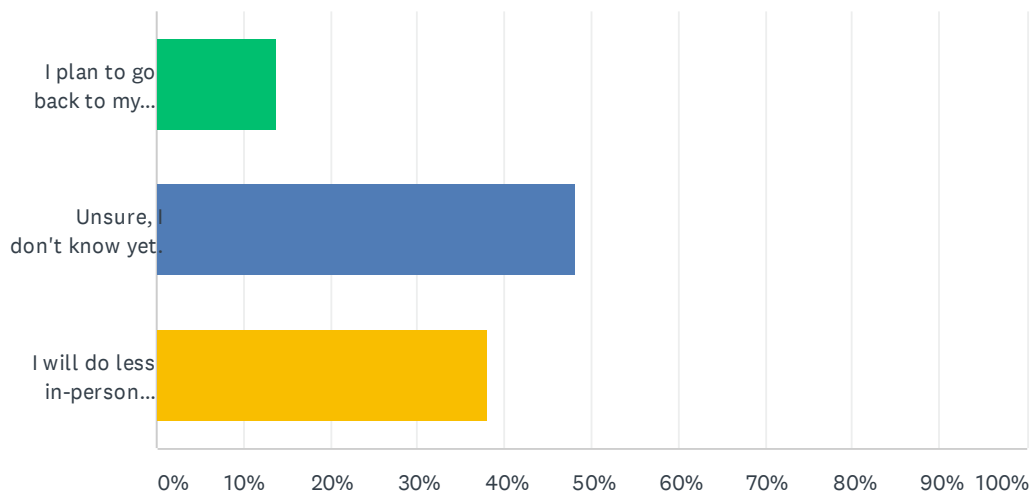
Q5 Thinking about your activity from March-June under strict COVID-19 measures, how did your activities change?

Answered: 598 Skipped: 12

	I DID MORE	ABOUT THE SAME	I DID LESS	I DIDN'T DO ANY	TOTAL
In-Store Grocery Shopping	2.86% 17	11.76% 70	70.59% 420	14.79% 88	595
Online Grocery Shopping (with curbside pickup)	24.69% 141	3.85% 22	1.58% 9	69.88% 399	571
In-store retail shopping (clothing, sports equipment, shoes, etc.)	1.51% 9	2.85% 17	33.17% 198	62.48% 373	597
Online Retail Shopping (Amazon or other retailers offering home delivery included)	45.52% 269	22.34% 132	6.94% 41	25.21% 149	591
Takeout or curbside pickup from restaurants/cafes/bars	30.19% 179	12.82% 76	22.93% 136	34.06% 202	593
Ordering delivery from restaurants/cafes/bars	11.70% 68	9.12% 53	11.53% 67	67.64% 393	581
Used the Truro Farmers Market Online & Pickup Service	15.87% 93	3.24% 19	2.22% 13	78.67% 461	586
Hiking/Biking/Outdoor Activity	22.70% 133	26.28% 154	20.82% 122	30.20% 177	586
Exercised at home with/without online	24.14% 141	31.85% 186	9.42% 55	34.59% 202	584
Used the Downtown Truro Partnership local business curbside delivery Service	9.42% 55	2.91% 17	1.37% 8	86.30% 504	584
Tried/Used videoconferencing for professional or personal reasons.	57.00% 338	7.59% 45	1.69% 10	33.73% 200	593

Q6 The economy is slowly reopening under a new normal. We may need to continue physical distancing, and we may need to continue wearing masks when visiting businesses. As a result, will you change the amount of in-person activity such as local shopping, and attending movies, concerts, and events?

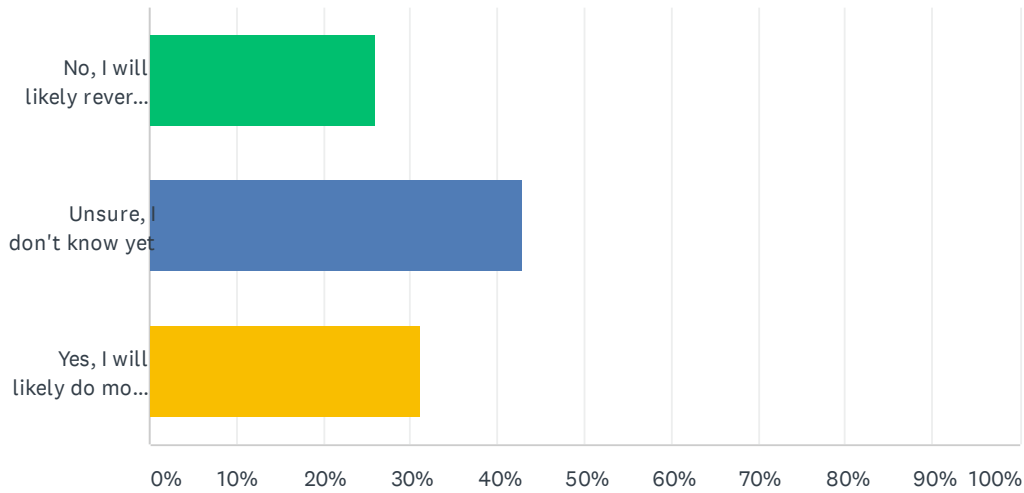
Answered: 598 Skipped: 12



ANSWER CHOICES	RESPONSES	
I plan to go back to my pre-COVID habits.	13.71%	82
Unsure, I don't know yet.	48.16%	288
I will do less in-person activity and seek more online or delivery options.	38.13%	228
TOTAL		598

Q7 Do you think your eCommerce habits (shopping online) will change?

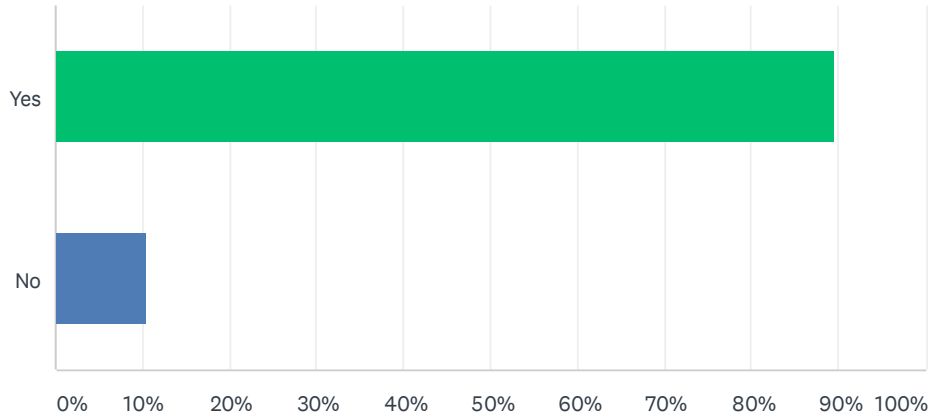
Answered: 598 Skipped: 12



ANSWER CHOICES	RESPONSES	
No, I will likely revert back to shopping online similar to pre-COVID habits	25.92%	155
Unsure, I don't know yet	42.98%	257
Yes, I will likely do more online shopping	31.10%	186
TOTAL		598

Q8 In your opinion, does it matter if businesses demonstrate and enforce safe Social Distancing?

Answered: 598 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	89.63%	536
No	10.37%	62
TOTAL		598

Q9 What would you like to see at local businesses to assure you of a safe shopping experience? (Please pick your top 3).

Answered: 529 Skipped: 81

ANSWER CHOICES	RESPONSES	
Safety protocols verbally addressed by staff when I enter the business	36.11%	191
Clear Signage	69.38%	367
Proper usage of business staff using masks	58.60%	310
Adequate space between customers	69.94%	370
Enforcement of physical distancing practices	65.41%	346
Restricting entry to only those with masks	38.00%	201
Providing hand sanitizer	70.32%	372
Other (please specify)	5.67%	30
Total Respondents: 529		

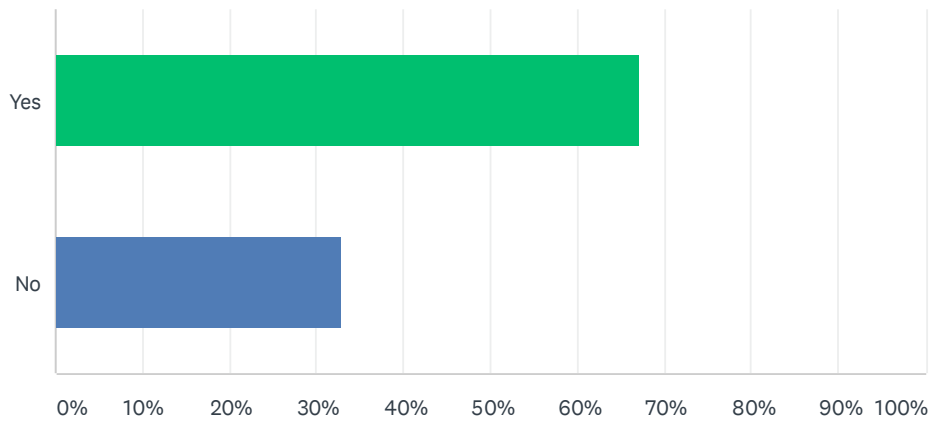
Q10 How was your household impacted by Covid-19? (Please click all that apply.)

Answered: 529 Skipped: 81

ANSWER CHOICES	RESPONSES	
I/We lost income (lost job, laid off, reduced hours)	30.81%	163
I/We took in or supported more family	12.85%	68
I/We had to make some changes, but I/we maintained employment.	47.64%	252
I/We delayed or cancelled business plans.	12.67%	67
Other (please specify)	25.52%	135
Total Respondents: 529		

Q11 The Downtown Truro Partnership and the Town of Truro provided a no-cost weekly delivery service during COVID-19. People could order online and make weekly purchases from participating Truro businesses. Orders were bundled and delivered to the customers' home address (or to a local pickup area). If this service were expanded to provide free access to all merchants in Colchester with curbside delivery to all regions of Colchester, would you be interested in using this delivery service?

Answered: 591 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	67.17%	397
No	32.83%	194
TOTAL		591

Q12 To which gender identity do you most identify?

Answered: 573 Skipped: 37

ANSWER CHOICES	RESPONSES	
Female	83.25%	477
Male	14.31%	82
Non-Binary	0.52%	3
Transgender	0.00%	0
Other	0.00%	0
Prefer not to say	1.92%	11
TOTAL		573

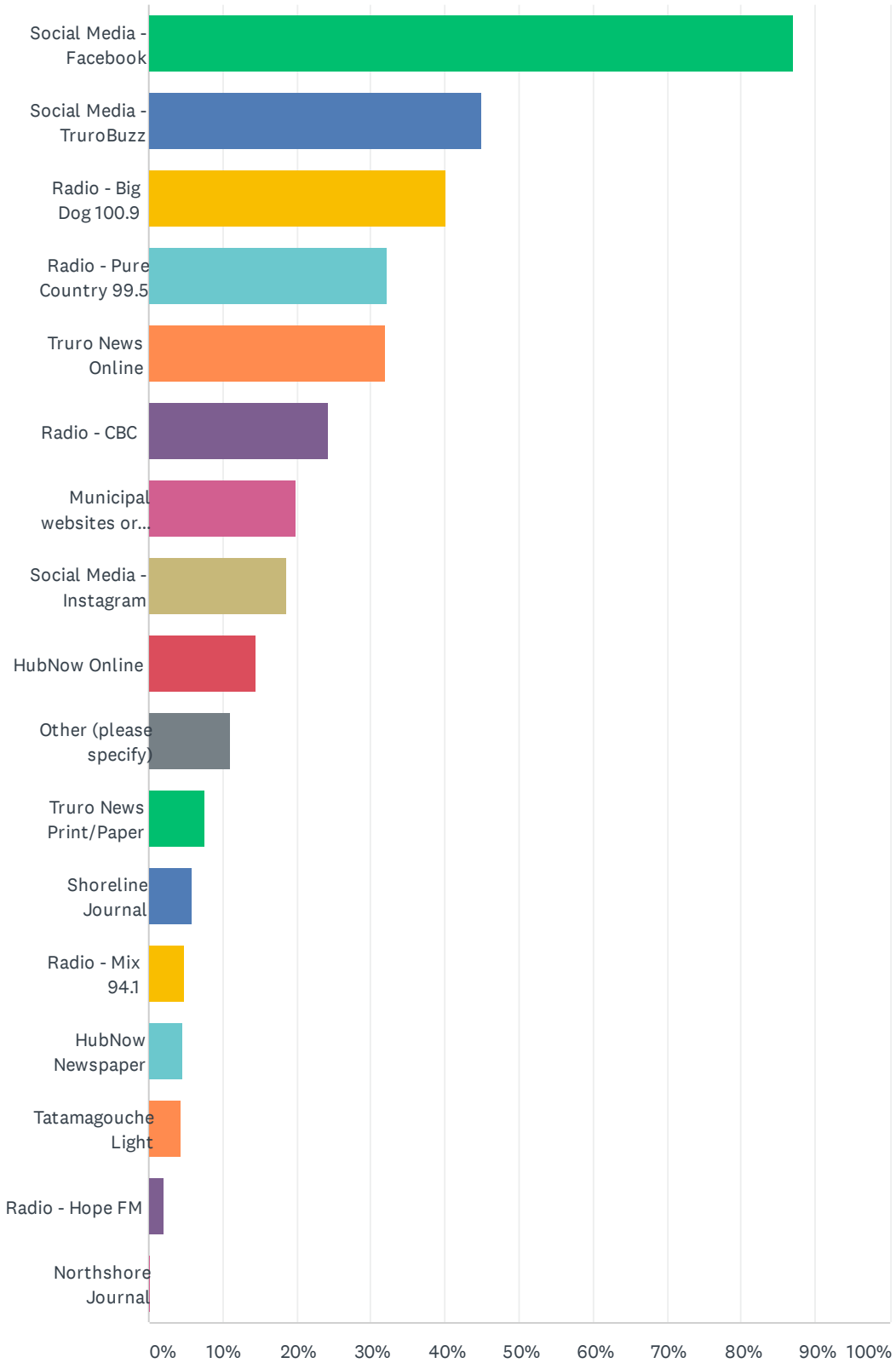
Q13 What age range do you fit into

Answered: 573 Skipped: 37

ANSWER CHOICES	RESPONSES	
18-29	4.71%	27
30-39	13.09%	75
40-49	20.07%	115
50-59	26.18%	150
60+	34.55%	198
Prefer not to say	1.40%	8
TOTAL		573

Q14 Where do you get local information? (Please check all that apply.)

Answered: 573 Skipped: 37



Truro Colchester Consumer Feedback Survey

ANSWER CHOICES	RESPONSES	
Social Media - Facebook	87.09%	499
Social Media - TruroBuzz	45.03%	258
Radio - Big Dog 100.9	40.14%	230
Radio - Pure Country 99.5	32.29%	185
Truro News Online	31.94%	183
Radio - CBC	24.26%	139
Municipal websites or newsletters	19.90%	114
Social Media - Instagram	18.67%	107
HubNow Online	14.49%	83
Other (please specify)	10.99%	63
Truro News Print/Paper	7.50%	43
Shoreline Journal	5.93%	34
Radio - Mix 94.1	4.71%	27
HubNow Newspaper	4.54%	26
Tatamagouche Light	4.36%	25
Radio - Hope FM	2.09%	12
Northshore Journal	0.17%	1
Total Respondents: 573		