

Economic Recovery Task Force

Consumer Confidence Survey

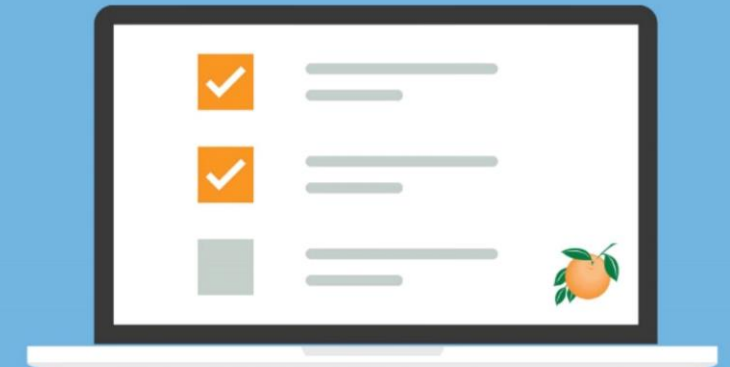
May 27, 2020



Outline

- Background
- Questions and Responses
- Key Findings

Orange County Consumer Confidence Survey



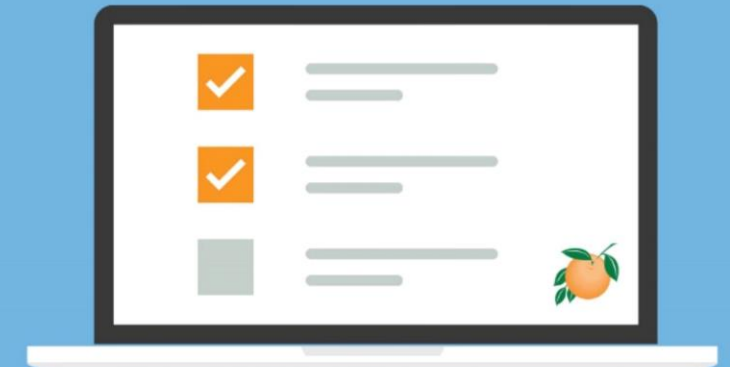
Share your thoughts on the reopening of
businesses and our local economy.
www.ocfl.net/ConsumerSurvey



Outline

- **Background**
- Questions and Responses
- Key Findings

Orange County Consumer Confidence Survey



Share your thoughts on the reopening of
businesses and our local economy.
www.ocfl.net/ConsumerSurvey

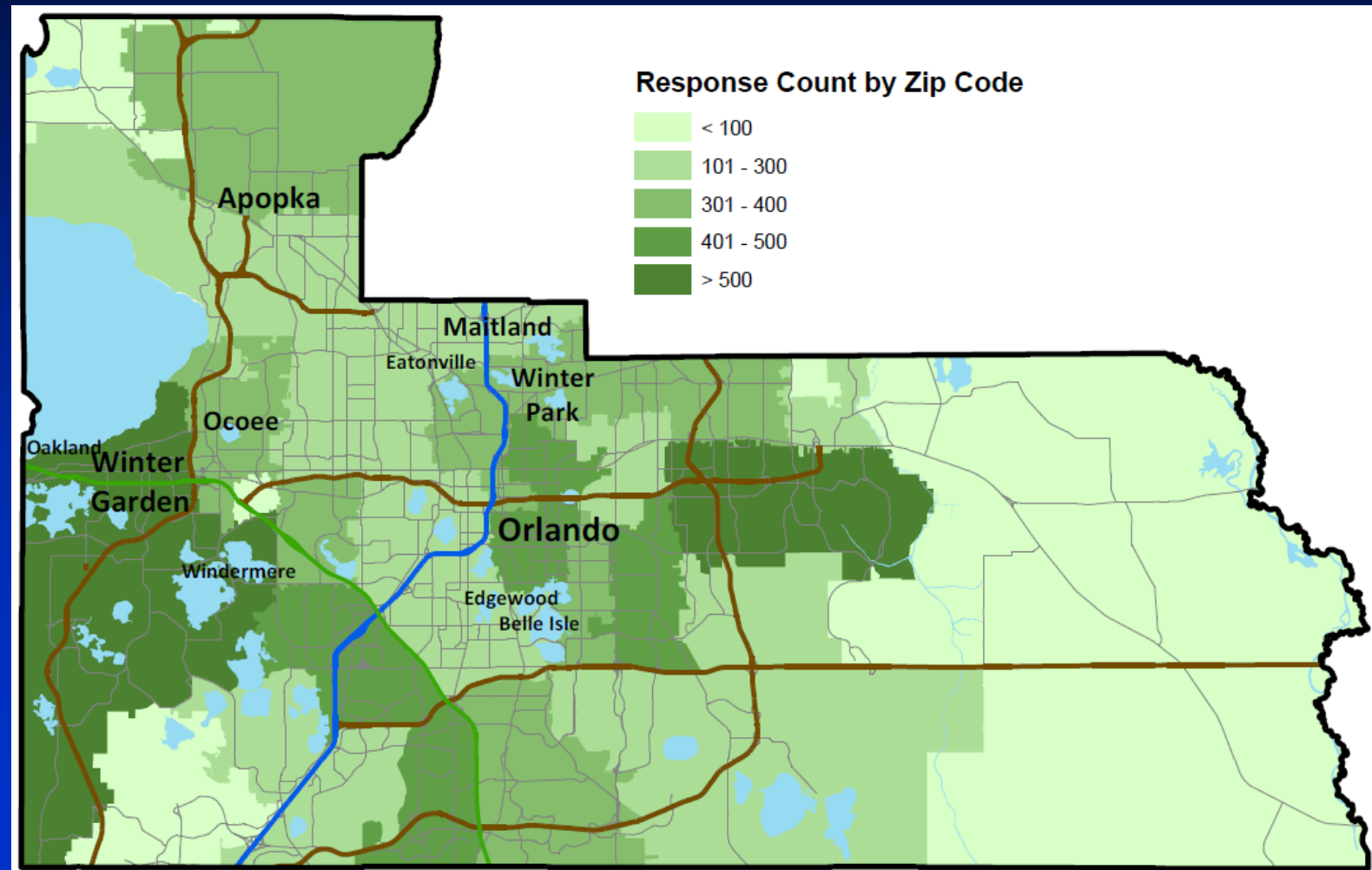
Background

- Need for the Survey
- Purpose of the Survey
 - Gauge the community's thoughts about patronizing businesses and COVID-19's economic impact



Background

- **Translations**
 - Spanish and Haitian-Creole
- **Promotion**
 - May 13 to May 22
- **Respondents**
 - 15,317
- **Orange County Population**
 - 1,400,000

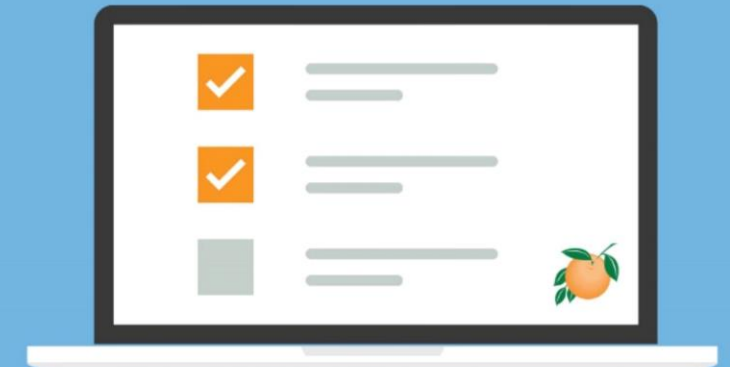




Outline

- Background
- Questions and Responses
- Key Findings

Orange County Consumer Confidence Survey

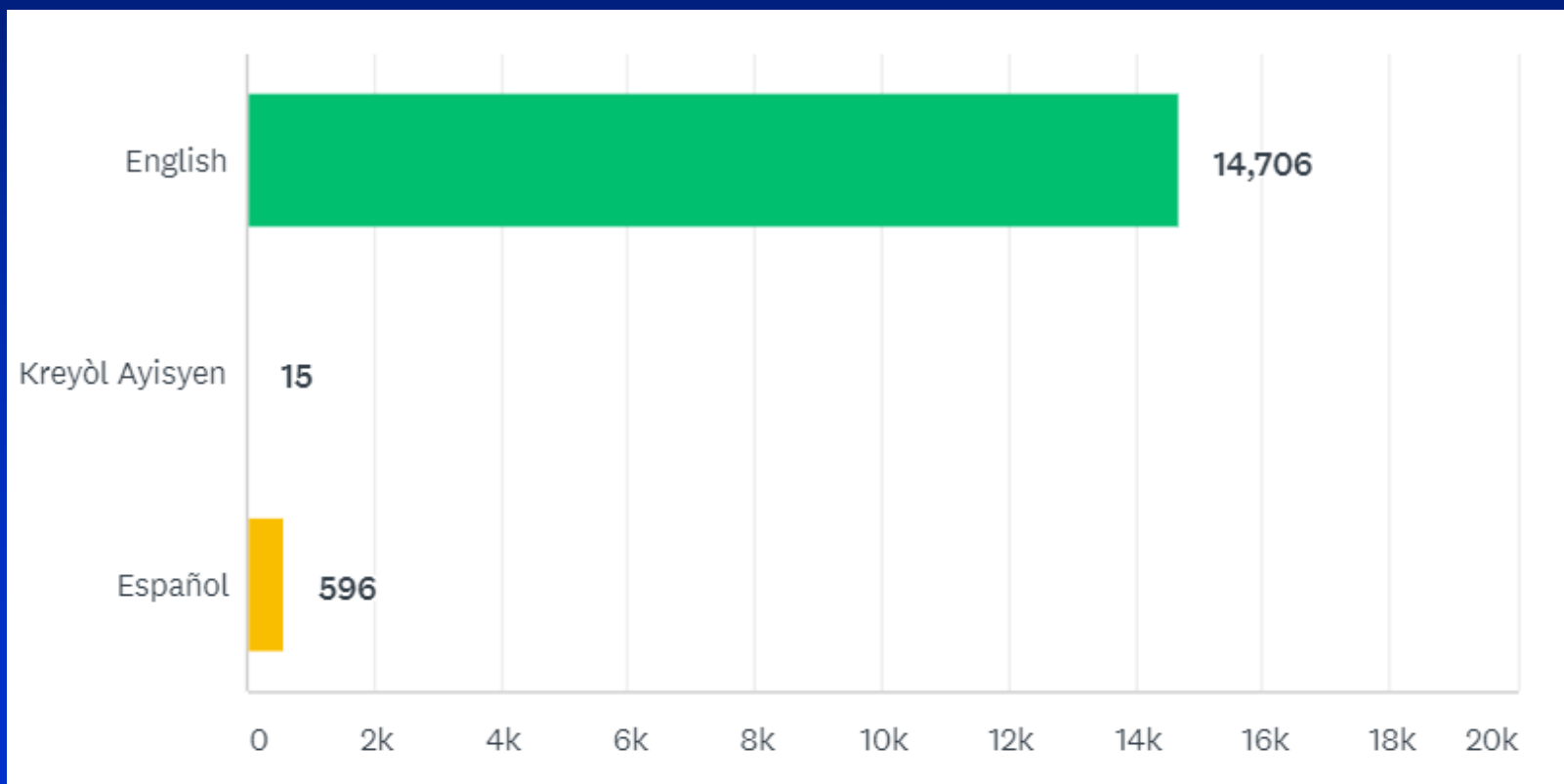


Share your thoughts on the reopening of
businesses and our local economy.
www.ocfl.net/ConsumerSurvey



Question 1

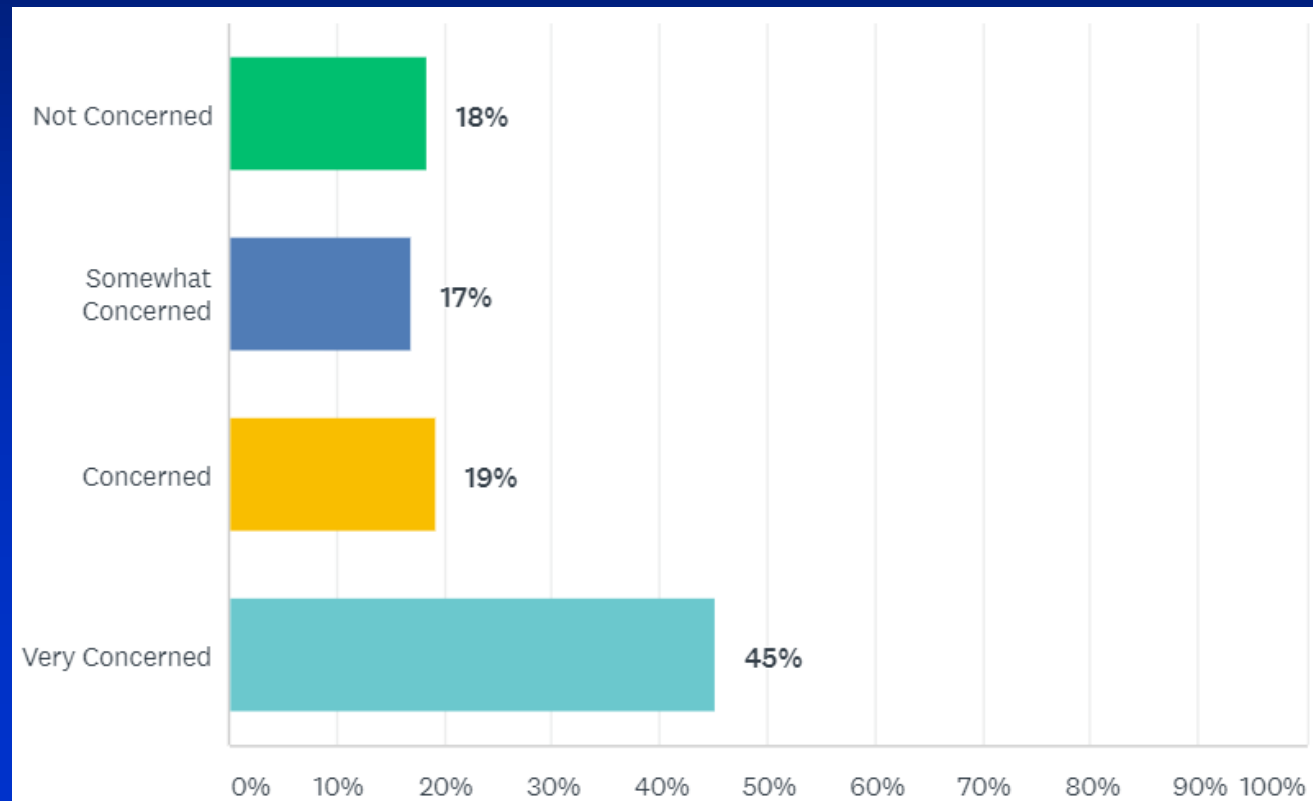
In what language do you write most fluently?





Question 2

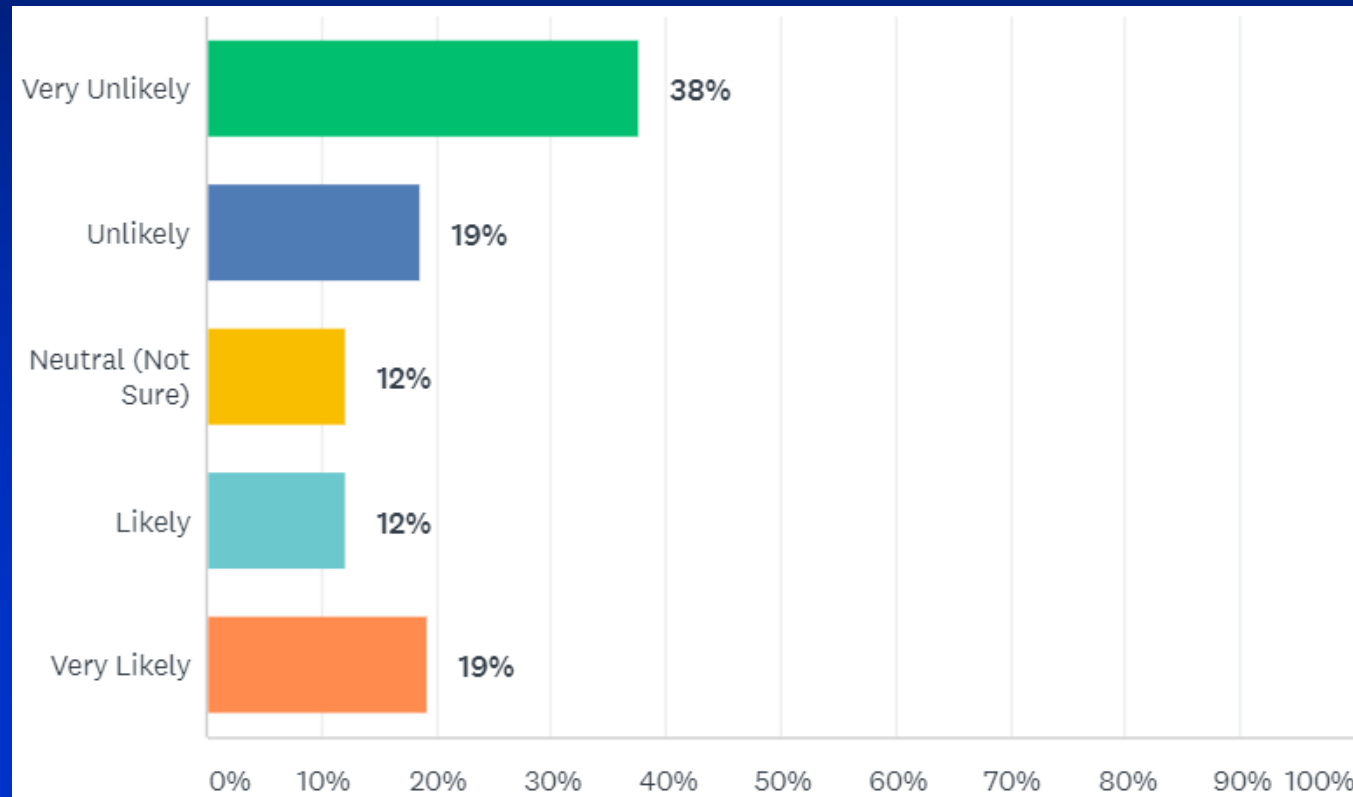
How concerned are you about businesses enforcing social distancing guidelines and other proper COVID-19 prevention health protocols (e.g., wearing masks/face coverings)?





Question 3

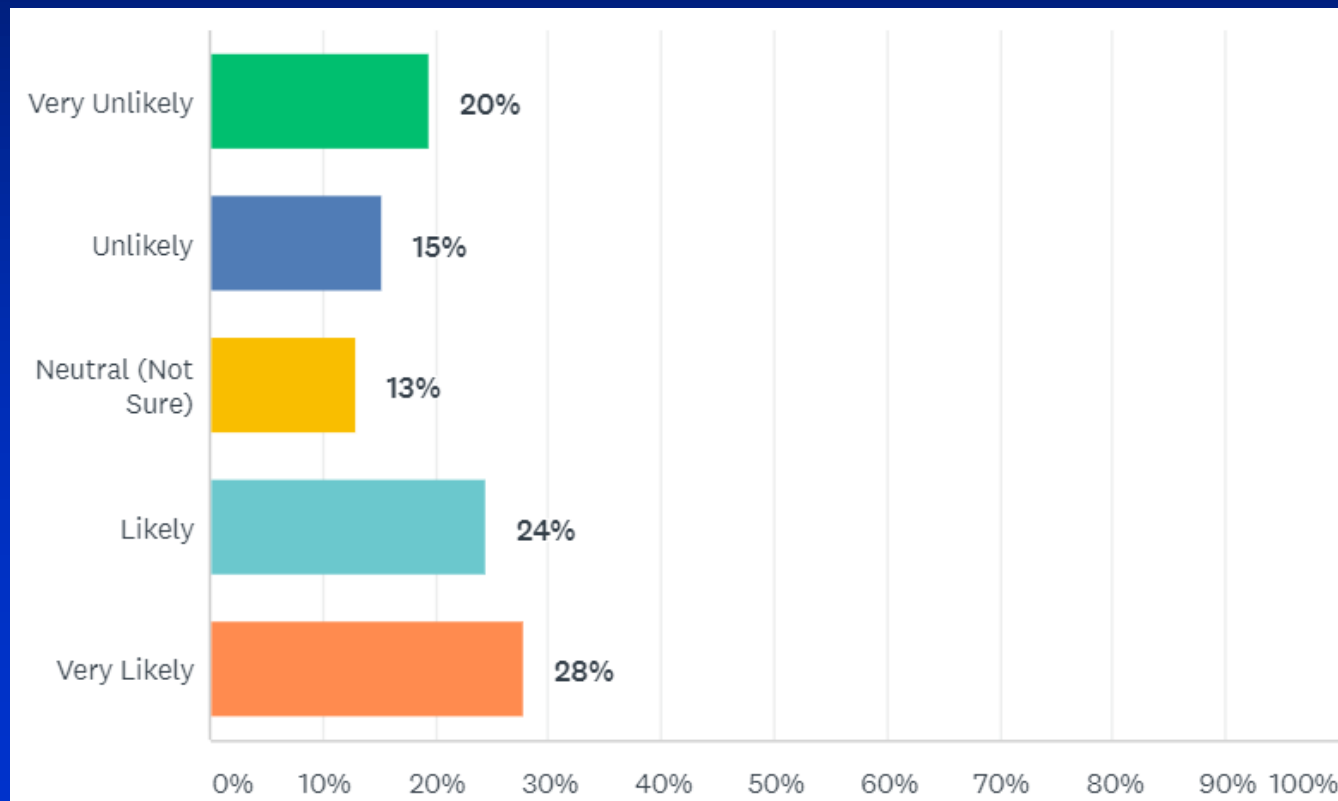
How likely are you to dine at a restaurant in the next 3 to 4 weeks?





Question 4

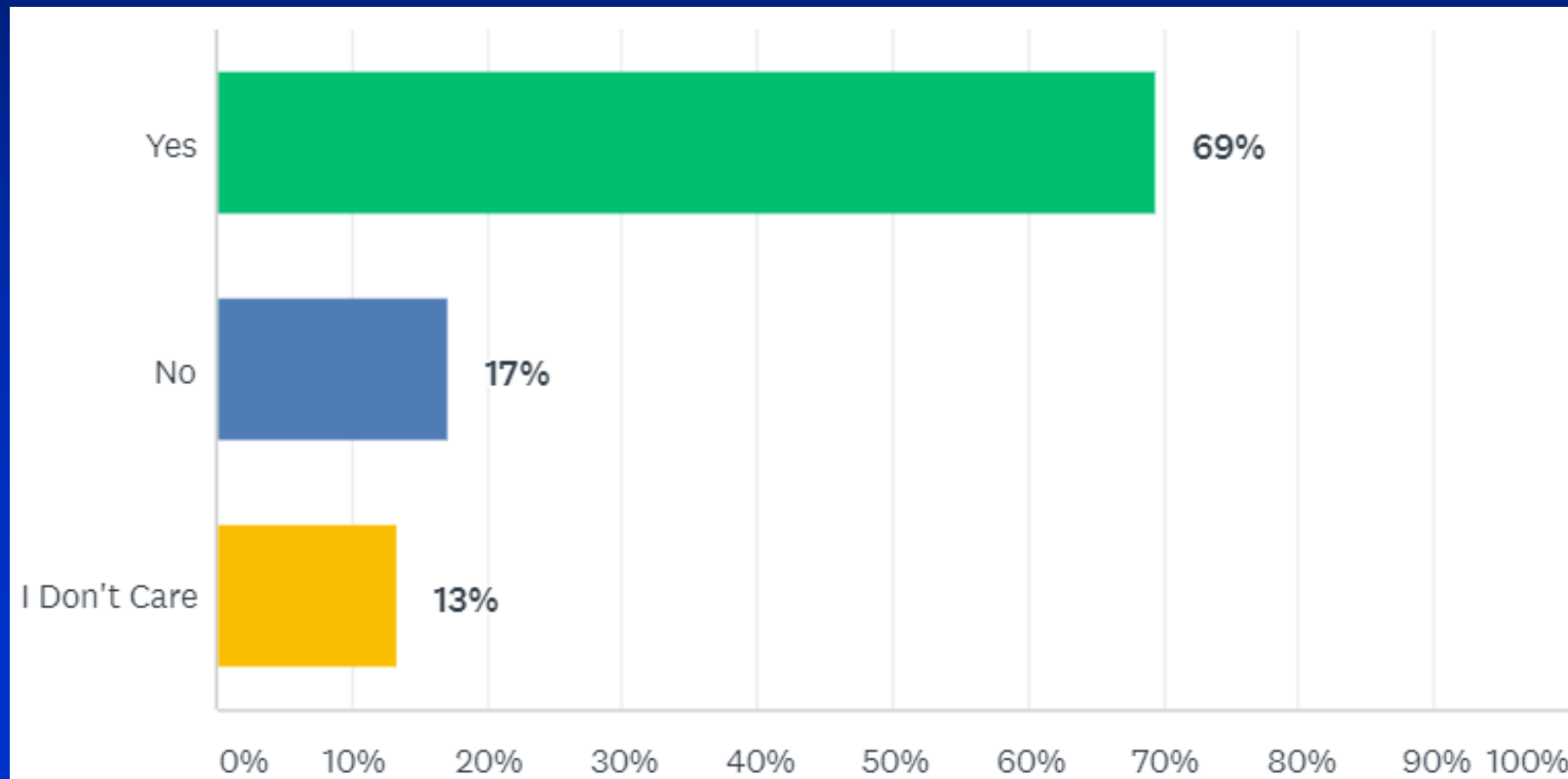
How likely are you to shop in a store in the next 3 to 4 weeks?





Question 5

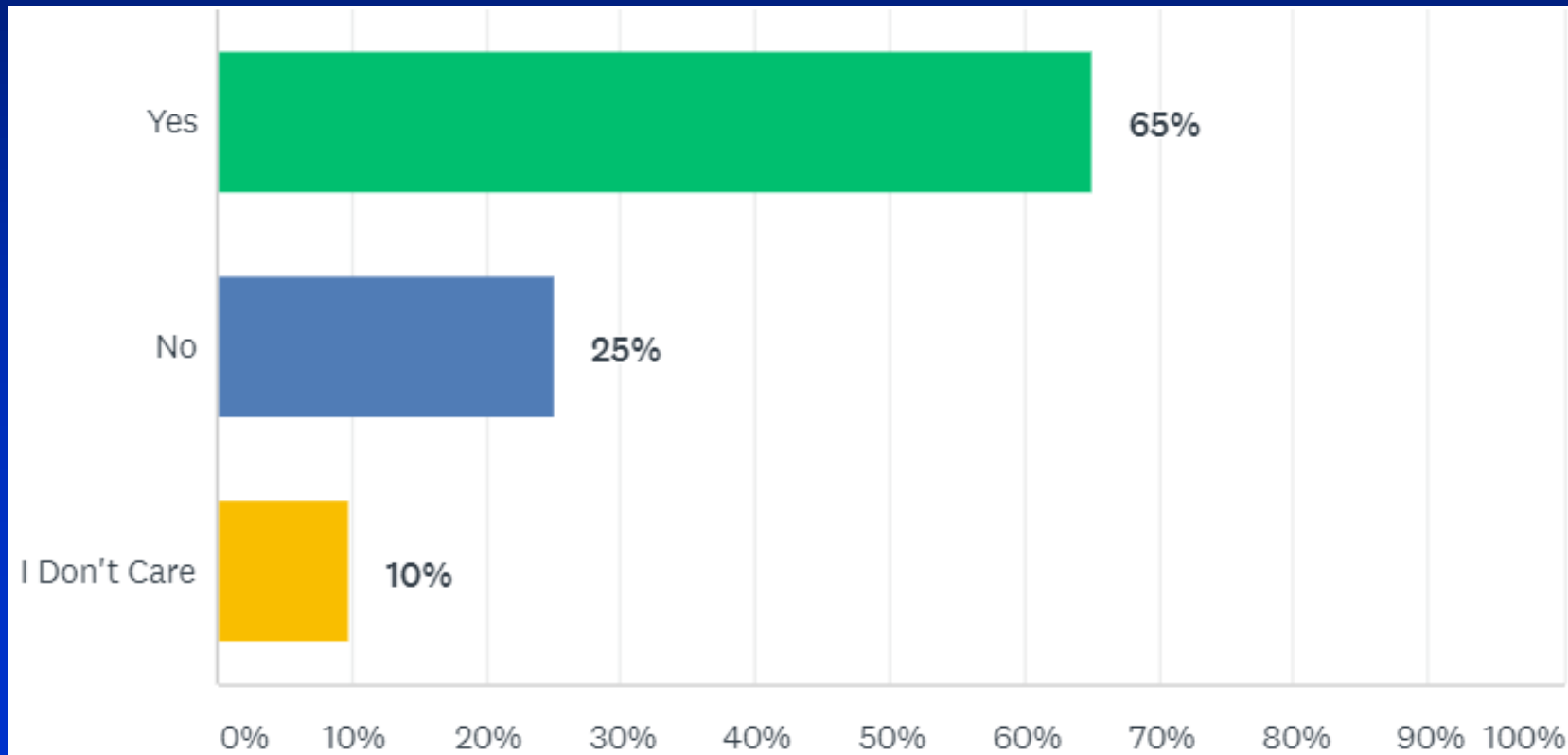
Are you more likely to shop in a store or dine at a restaurant that enforces a policy requiring all employees to wear masks/face coverings at all times?





Question 6

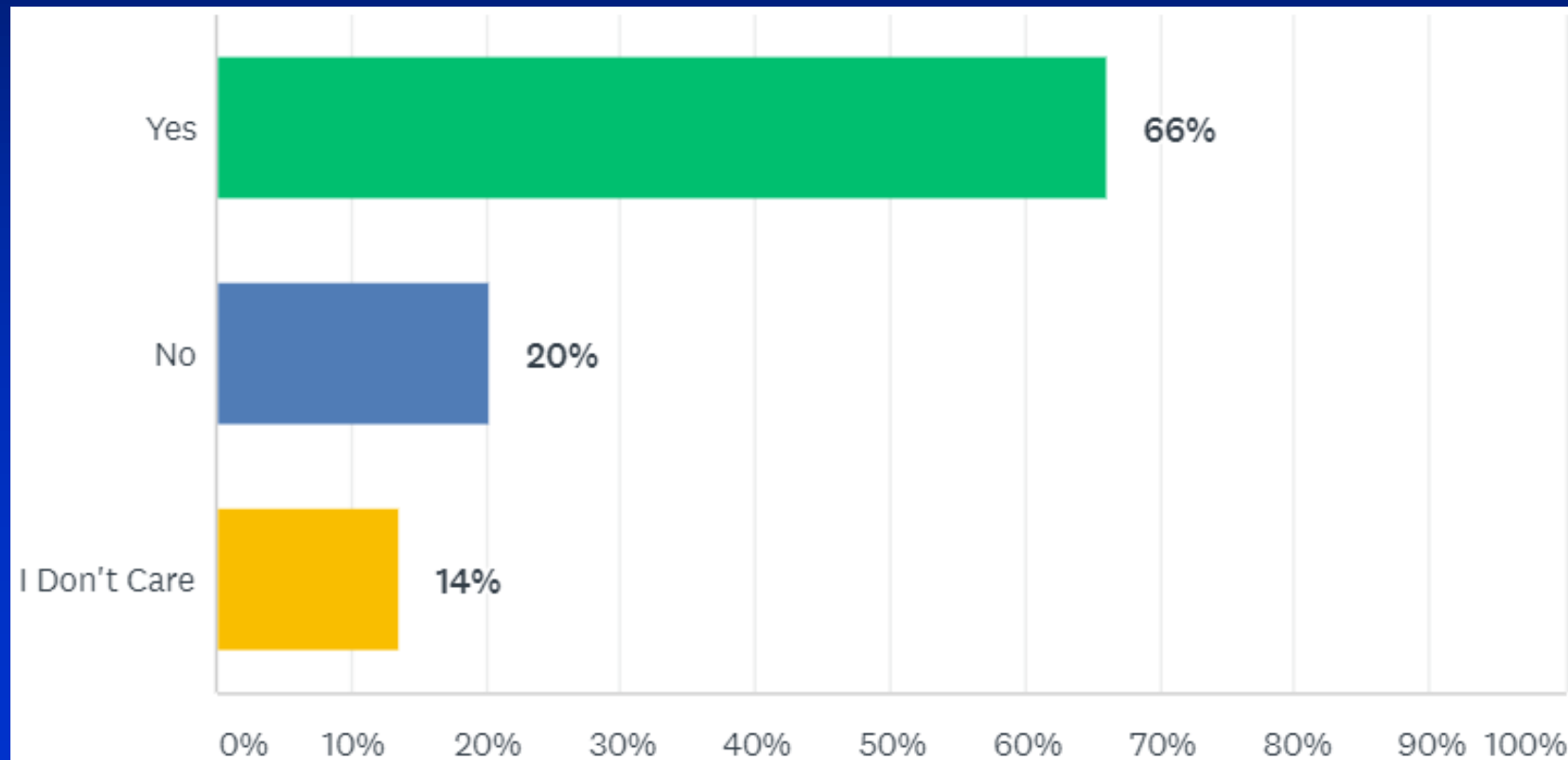
Are you more likely to shop in a store or dine at a restaurant that enforces a policy requiring all employees AND patrons to wear masks/face coverings at all times?





Question 7

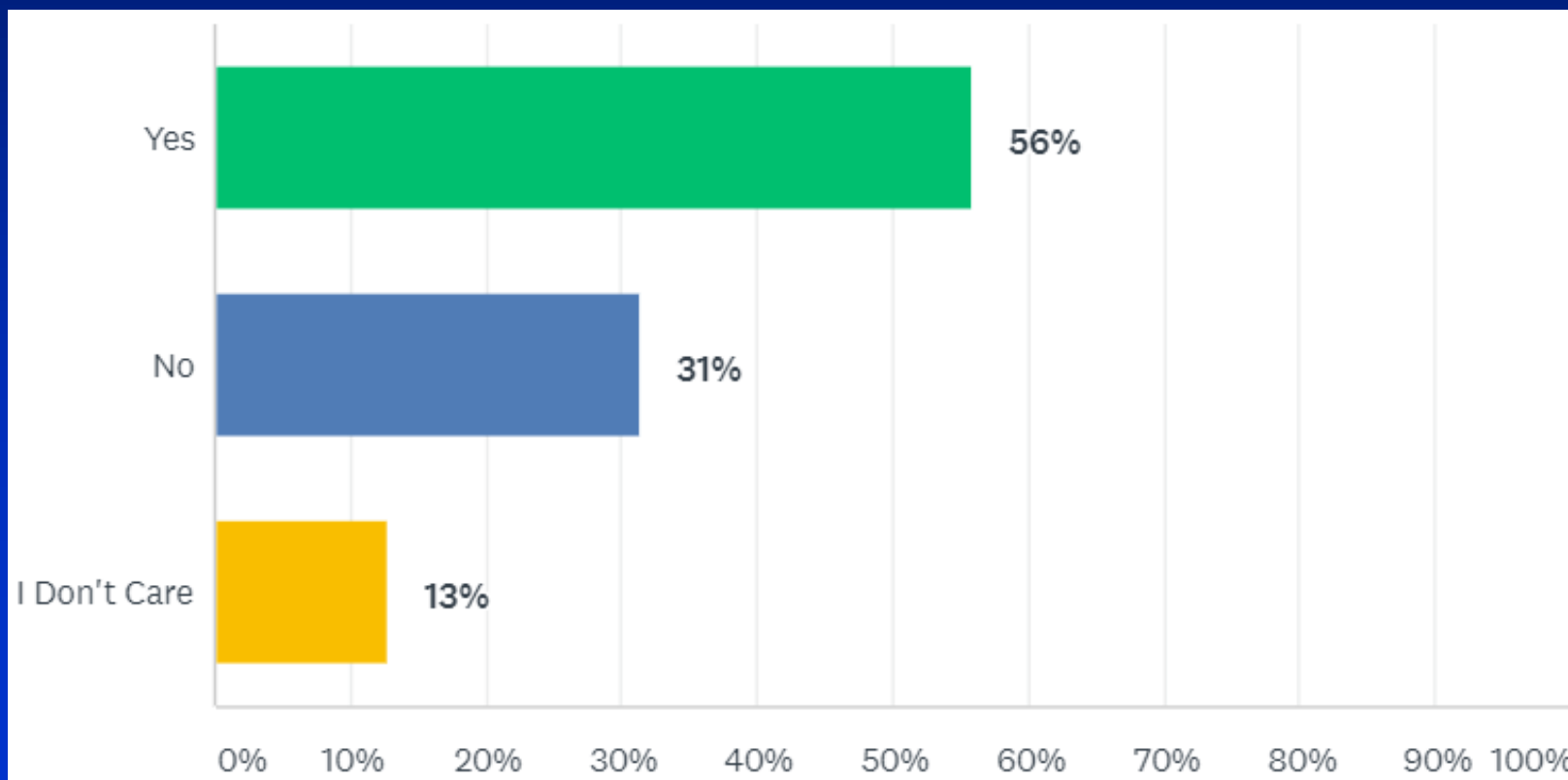
Are you more likely to shop in a store or dine at a restaurant that conducts daily temperature checks of all employees?





Question 8

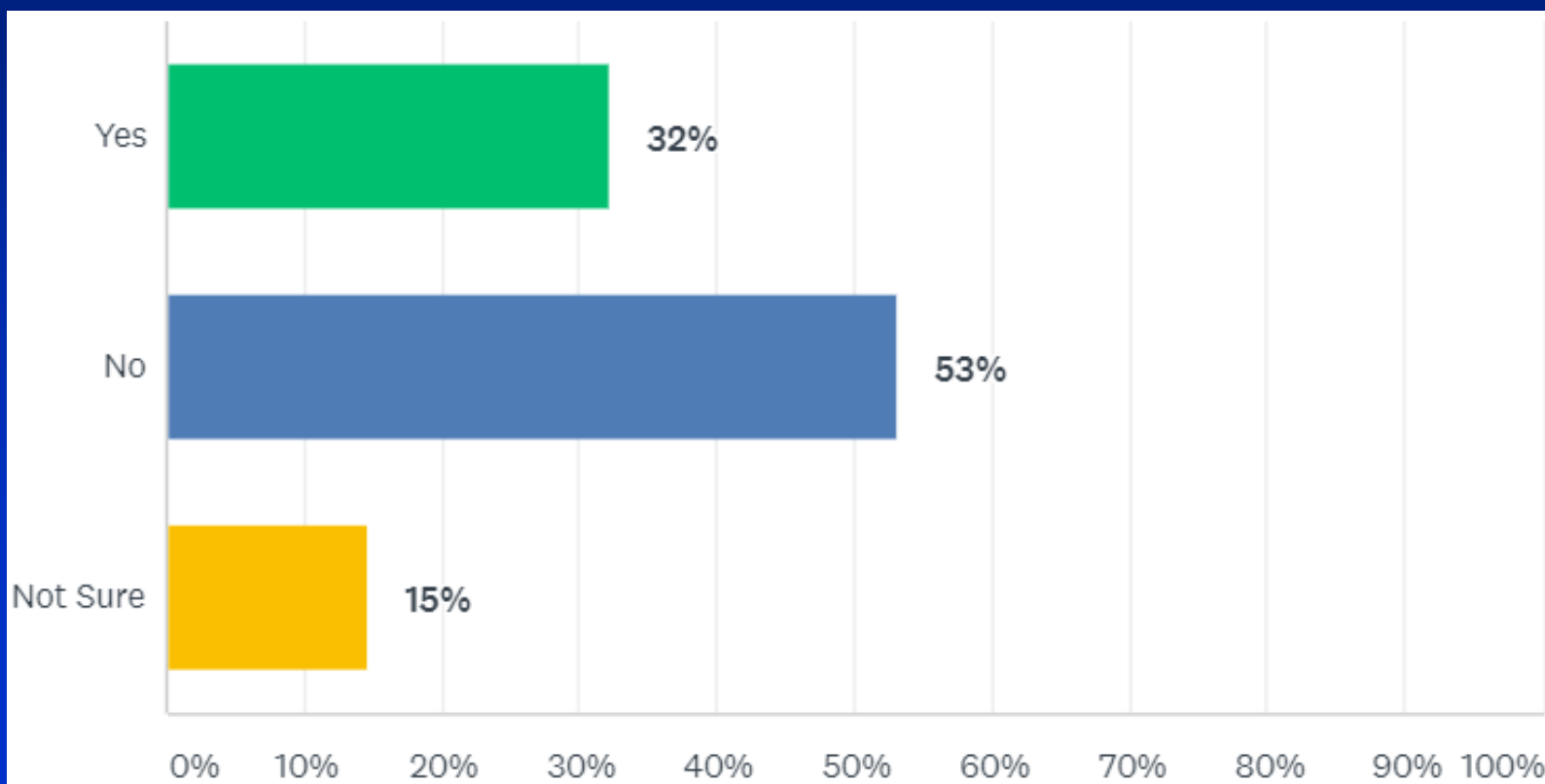
Are you more likely to shop in a store or dine at a restaurant that conducts temperature checks of all employees AND patrons?





Question 9

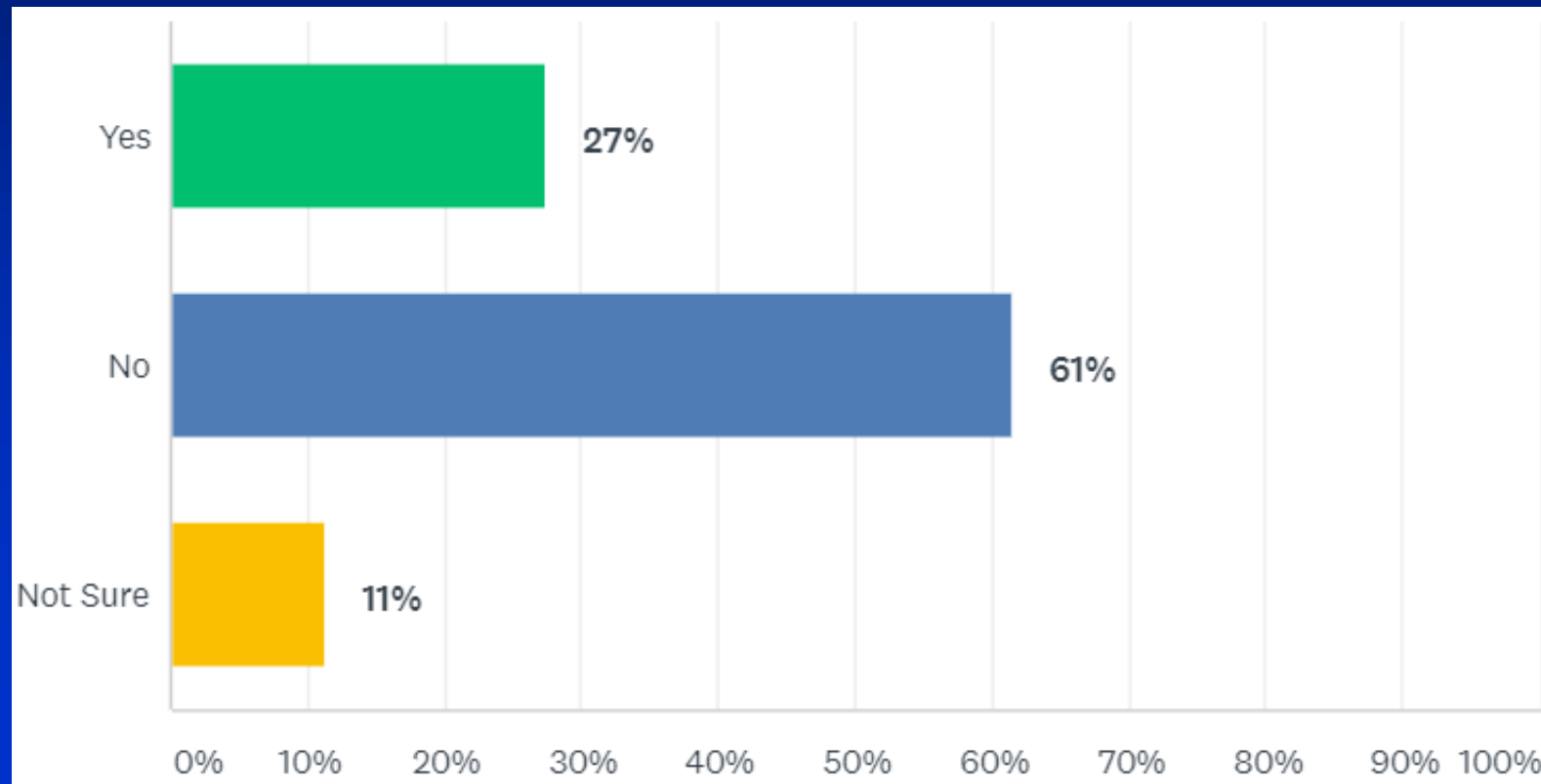
Would you attend a gathering of more than 50 people if all safety/health precautions were taken?





Question 10

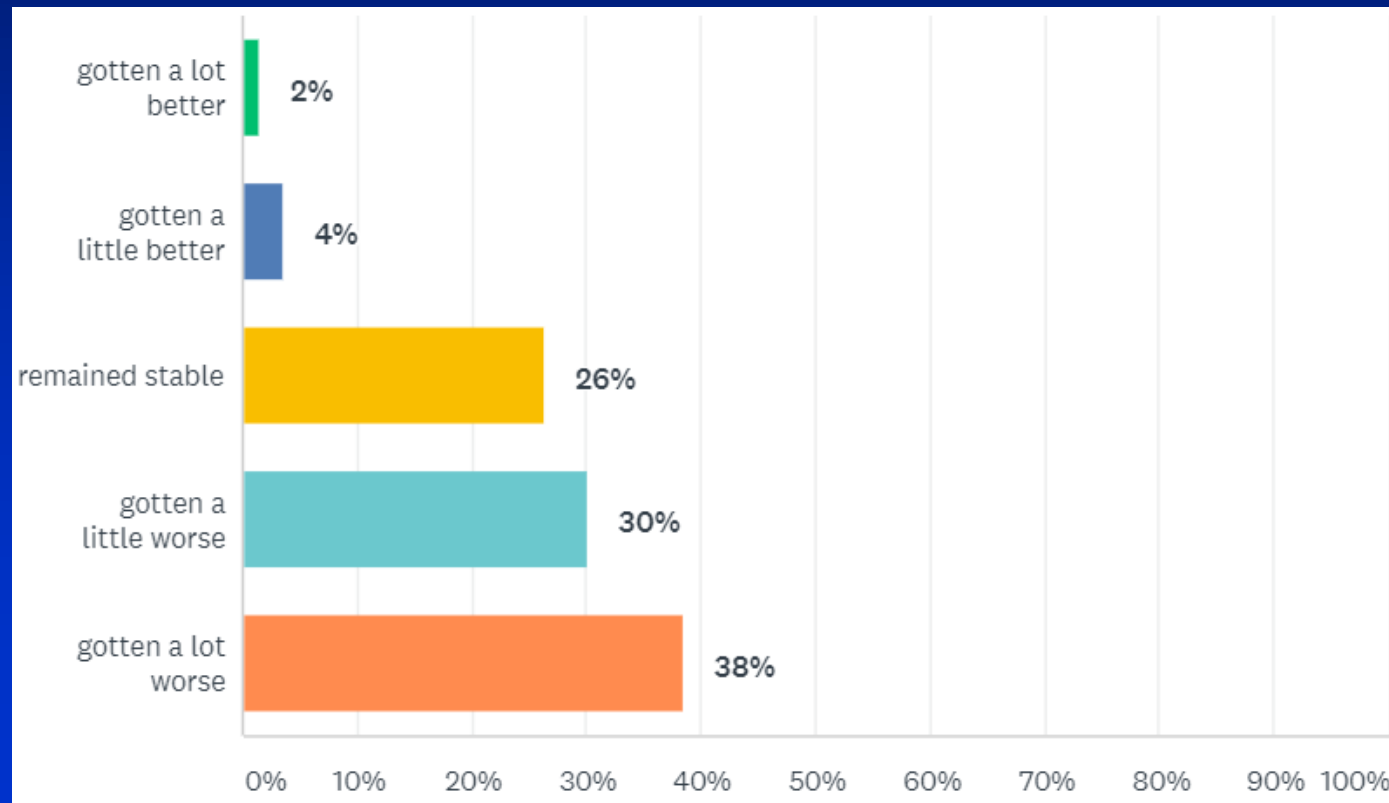
Would you attend a gathering of more than 100 people if all safety/health precautions were taken?





Question 11

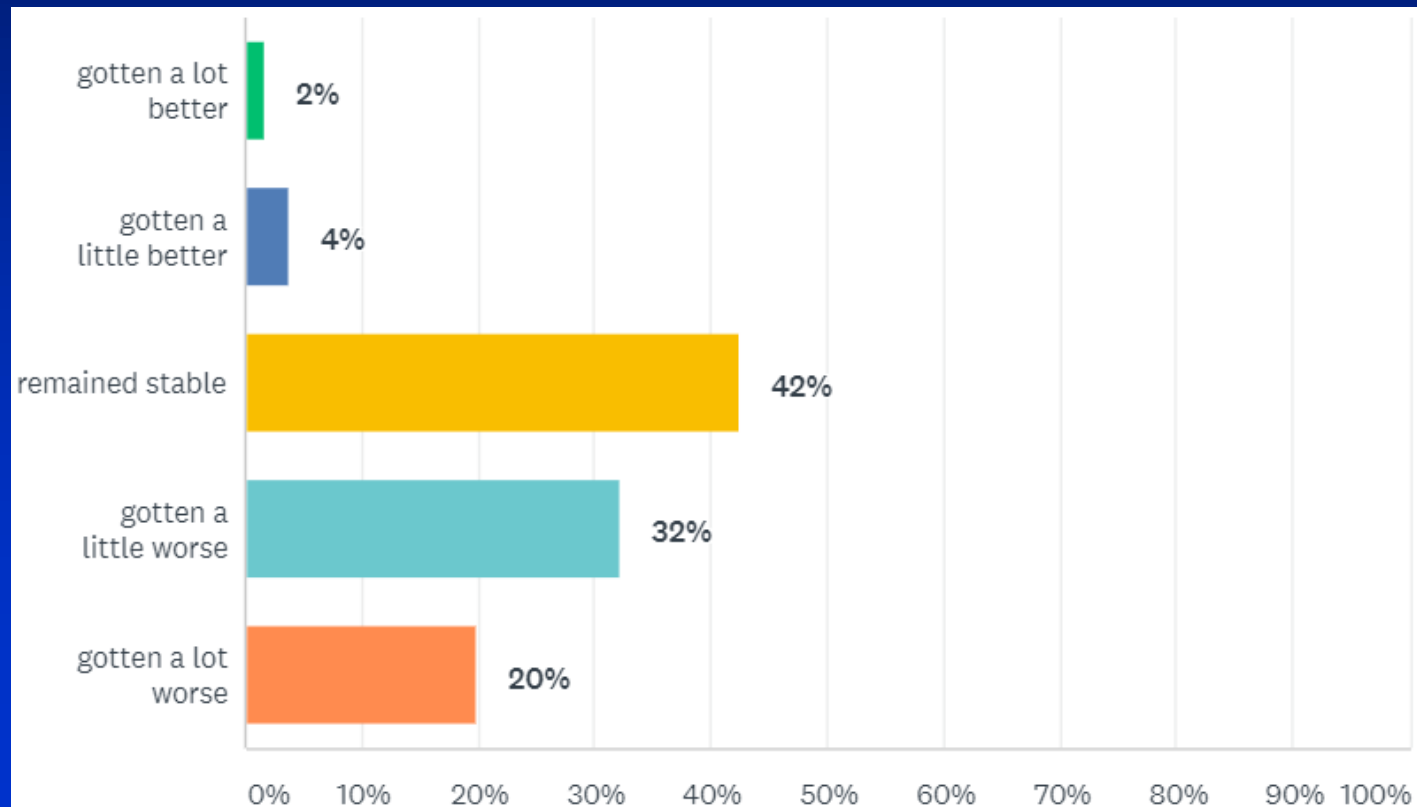
How do you think the general economic situation in Orange County has changed for you because of COVID-19? It has ...





Question 12

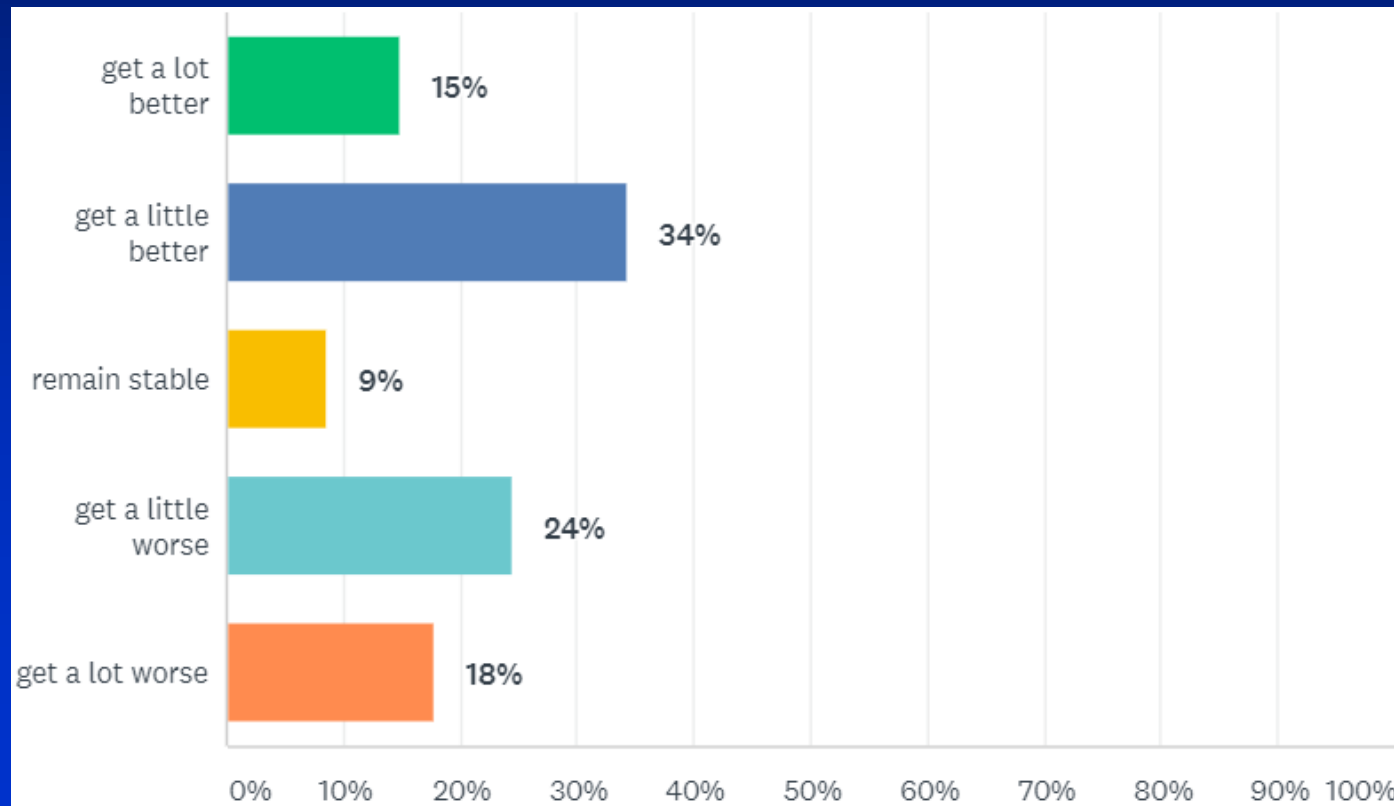
In your opinion, your overall standard of living because of COVID-19 has...





Question 13

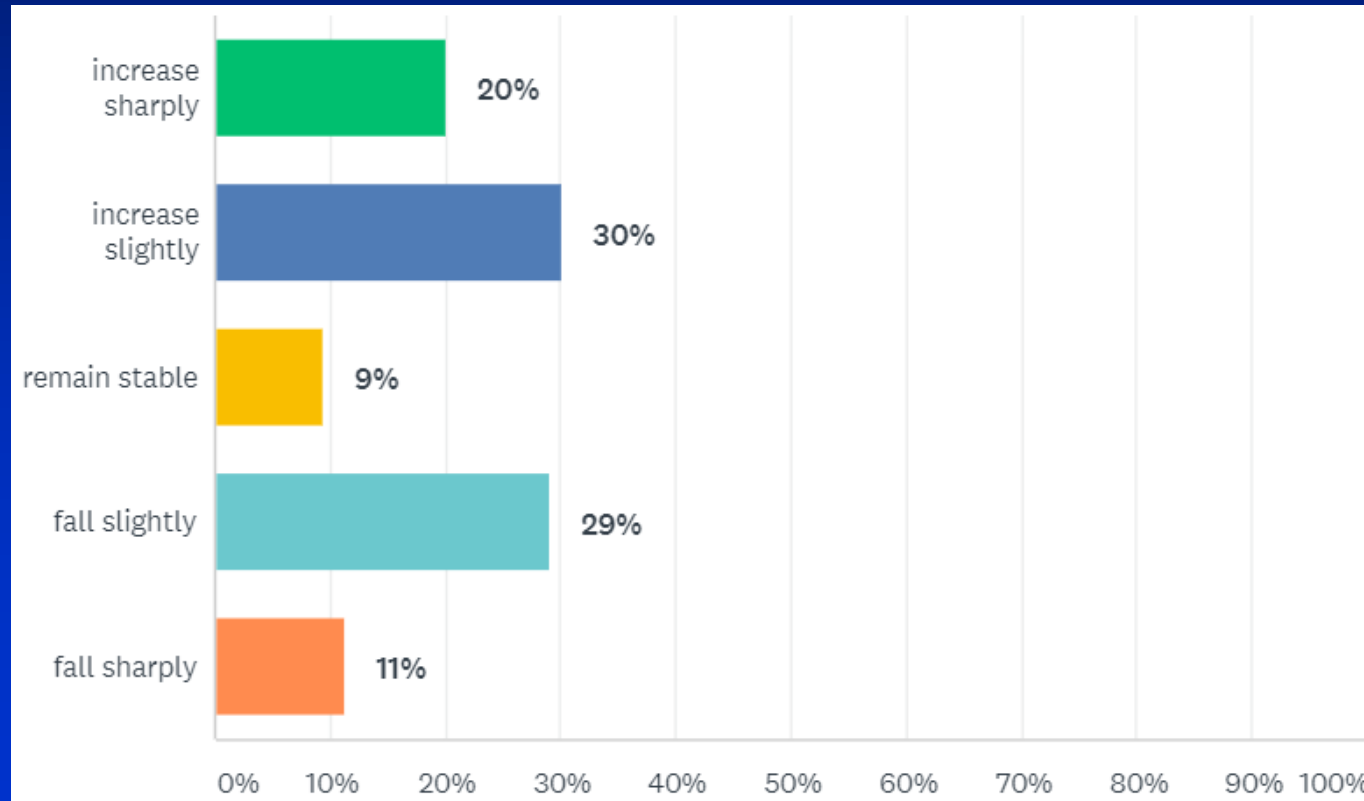
How do you expect the general economic situation in Orange County to develop over the next 12 months? It will...





Question 14

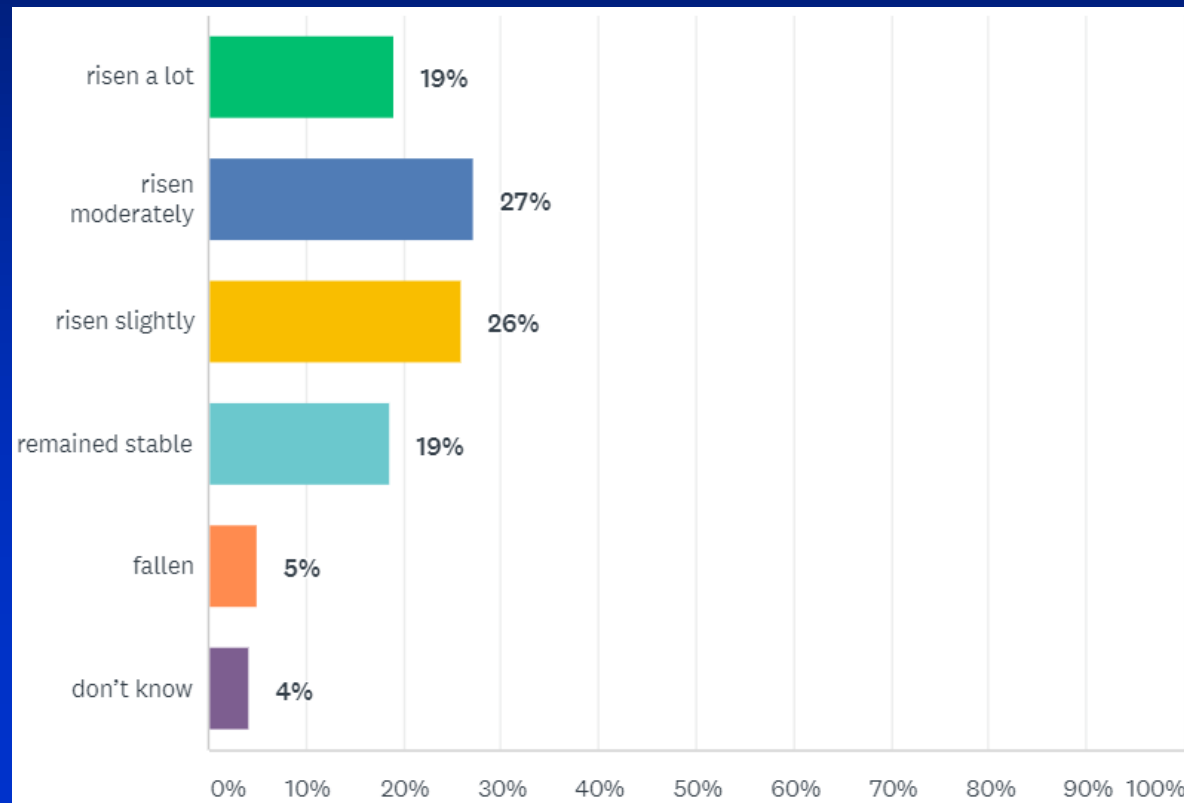
In your opinion, the number of people unemployed in Orange County over the next six months will...





Question 15

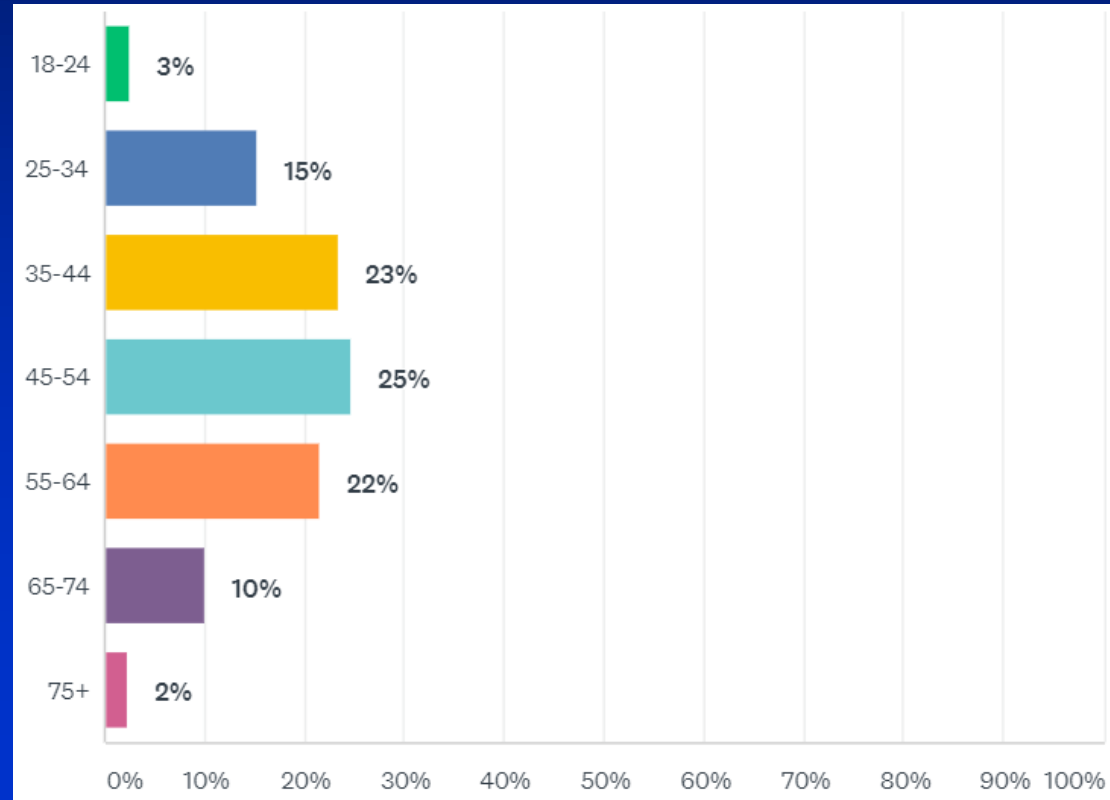
In your opinion, prices for typical weekly purchases during the past two months have ...





Question 17

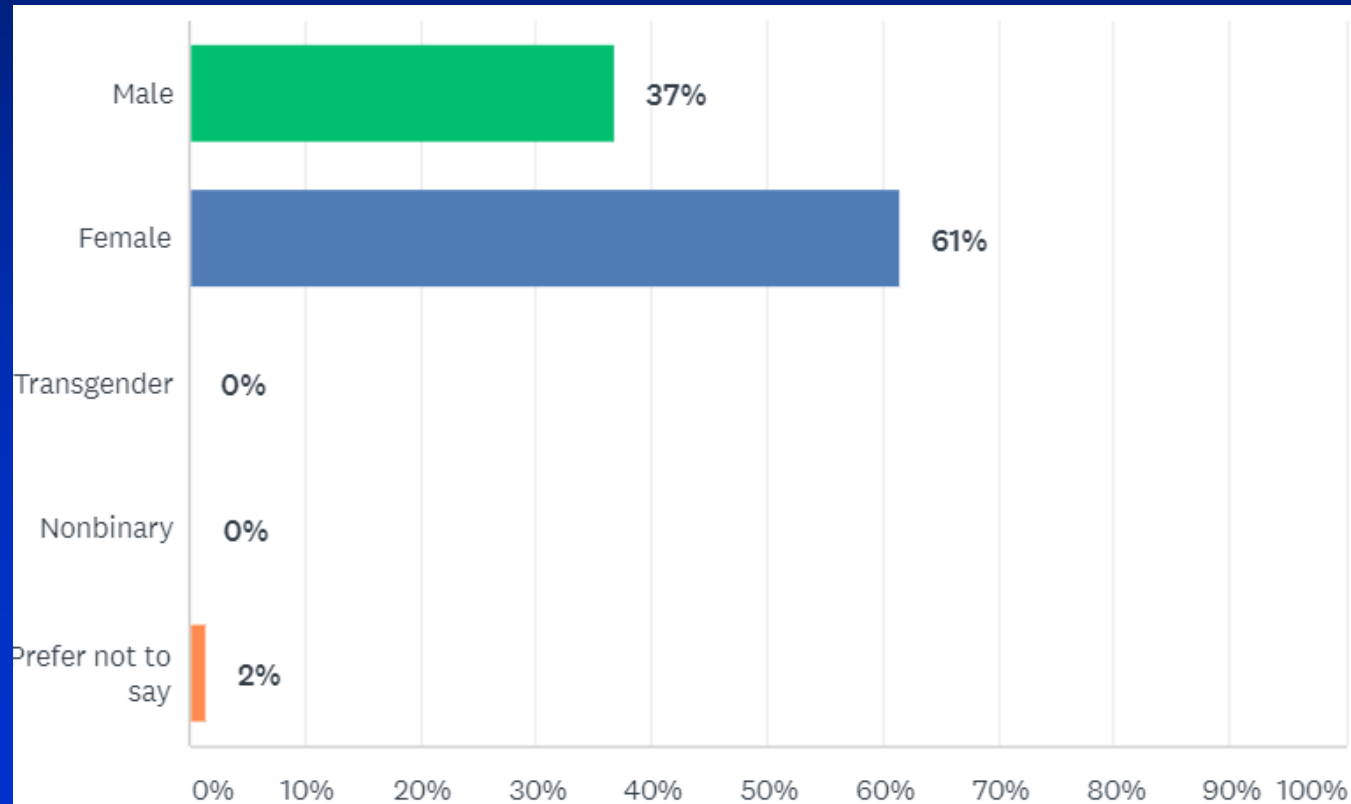
Age





Question 18

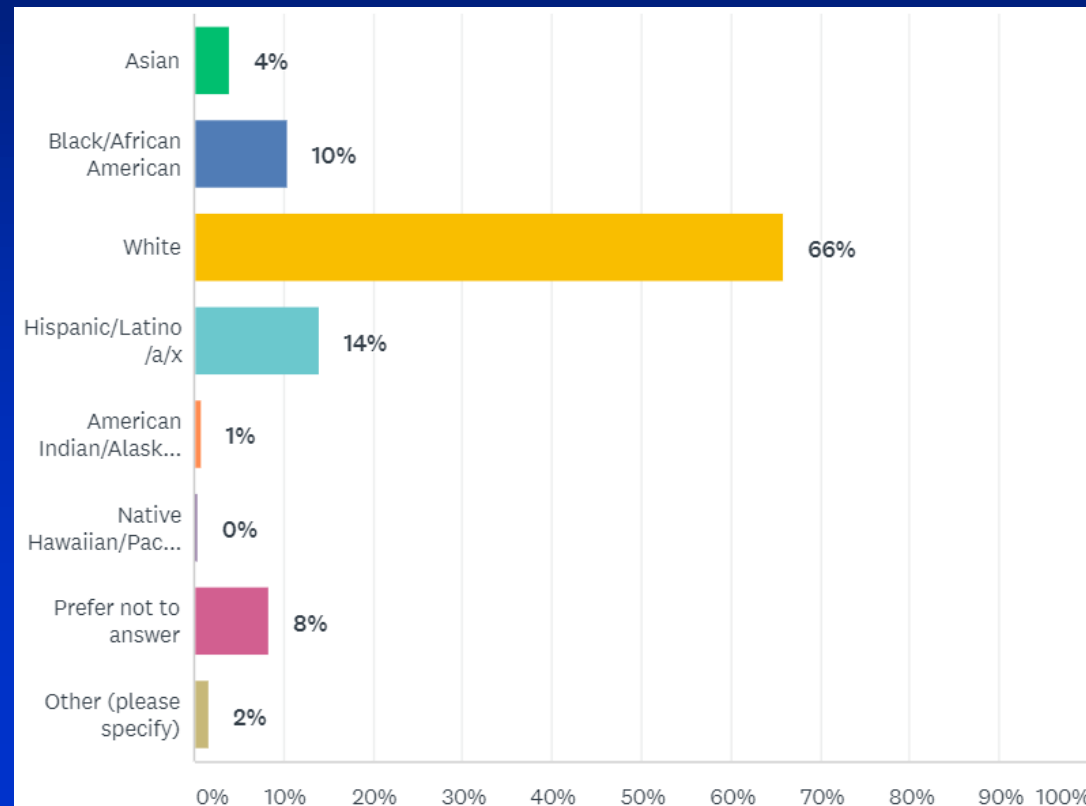
Gender





Question 19

Race/Ethnicity

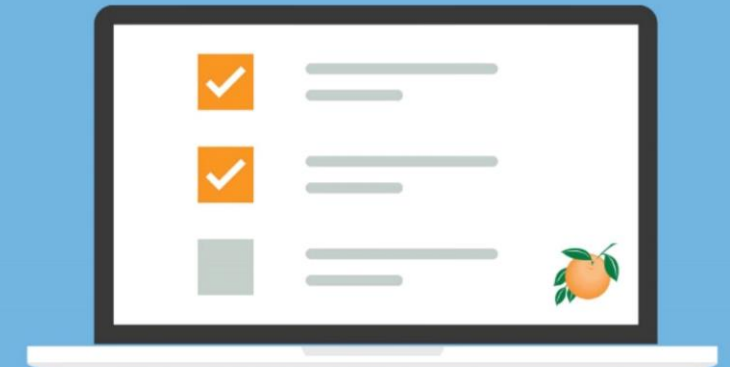




Outline

- Background
- Questions and Responses
- **Key Findings**

Orange County Consumer Confidence Survey



Share your thoughts on the reopening of
businesses and our local economy.

www.ocfl.net/ConsumerSurvey



Key Findings

- **Business Practices**

- Consumers are more comfortable patronizing businesses that take health and safety measures (temperature checks, face coverings, etc.)

- **Economic Outlook**

- Conditions have changed

- Optimism regarding a recovery

- **Consumer Spending**

- Short-term increase



Reviewing the Survey Results

- **Posted at the Economic Recovery Task Force Page**
– www.ocfl.net/EconomicRecoveryTaskForce
- **ArcGIS Insights**



ArcGIS Insights

Self-service location analytics

Orange County Government's **ECONOMIC RECOVERY TASK FORCE**

Information

PPE for Small Biz

Working Groups

Resources

News Release

Coronavirus
Information

Information

In an effort to work on a measured approach to restarting the local economy from the COVID-19 pandemic, Orange County Mayor Jerry L. Demings announced the creation of the Orange County Economic Recovery Task Force on April 17, 2020.

The Task Force is co- chaired by President & CEO of Visit Orlando, George Aguel, and President & CEO of the Orlando Economic Partnership, Tim Giuliani. The group will focus on recommendations for reopening Orange County, including a phased approach to easing restrictions, while ensuring the safety of employees and the public.

Members

• Chairs & Members

Mission

The Economic Recovery Task Force was established to develop a phased approach to reopening business in Orange County that balances the need to ensure the protection of employees and the public while preserving the economic livelihood of our community.