



COVID-19 Community Survey



Background

- Since the onset of the novel coronavirus the city's Communication Division has prioritized providing resources to residents regarding
 - Housing
 - Food
 - Utility
 - Health
- Wanted concrete information about what residents were thinking, feeling and needing
- Wanted to reach all sub-communities

Survey construction

- Did not want cookie cutter survey
- Reviewed 26 similar surveys created by cities, counties, states and other organizations
- Borrowed from the University of South Dakota, Brooklyn Park, Florida Department of Health and Town of Vale, Colorado
- Available in both English and Spanish
- Fourteen questions
- Approximately three minutes to complete
- Focused on qualitative data
- Strong demographic component

Survey dissemination

- Email
 - Main website list
 - City council
 - Commission members
- Social media
- Partner organizations
 - Richfield Public Schools
 - Richfield Foundation
 - Chamber of Commerce
 - La Red Latina
 - Mira

Responses

- Total: 736 responses



Survey demographics (gender)

- Male: 25%
- Female: 75%
- Identify in another way: 0.3%

Survey demographics (age)

- 18-24: 5%
- 25-34: 18%
- 35-44: 27%
- 45-55: 17%
- 55-64: 15%
- 65-74: 14%
- 75 or older: 5%

Survey demographics (seniors present in home)

- No seniors: 68%
- At least one senior living in the home: 32%
 - One senior in home: 18%
 - Two seniors in home: 13%
 - Three seniors in home: 1%
 - Four or more seniors in home: 1%

Survey demographics (youth present in home)

- No youth: 60%
- At least one youth: 40%
 - One youth in home: 16%
 - Two youths in home: 16%
 - Three youths in home: 6%
 - Four or more youths in home: 2.4%

Survey demographics (race)

- White: 85%
- People of Color: 15%
 - Hispanic, Latinx or Spanish origin: 6% of total survey respondents
 - Asian origin: 3%
 - Black/African American origin: 3%
 - American Indian origin: 1%
 - Other race/ethnicity: 1%

Survey demographics (housing)

- Renter: 13%
- Homeowner: 86%
- Homeless: 0.3%



People are social distancing

- All the time: 13%
 - Most of the time: 74%
 - Some of the time: 12%
 - None of the time: 1%
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- Seniors are social distancing the most effectively with 91% answering they socially distance either “all” or “most” of the time

Top COVID-19 stressors

- Getting cleaning supplies
 - 66% - Very or somewhat stressful
- Reduced wages
 - 37% - Very or somewhat stressful
- Getting food
 - 37% - Very or somewhat stressful
- School closures
 - 31% - Very or somewhat stressful

Top COVID-19 stressors (cont.)

- Latinx respondents are concerned about the possibility of reduced wages and hours with 72% listing this as “very” or “somewhat” stressful.

Applying for assistance

All respondents

- Not at this time: 72%
- Unemployment : 17%
- Already in use: 8%

Latinx respondents

- Not at this time: 49%
- Rent/mortgage: 17%
- Unemployment: 15%

Top concerns about COVID-19

- Getting sick: 79%
- Stock/investments: 35%
- Not being able to work: 27%

Top concerns (cont.)

People of Color

- Getting sick: 79%
- Accessing medical care: 31%
- Paying rent/mortgage: 31%

Seniors

- Getting sick: 82%
- Stocks/investments: 43%
- Accessing medical care: 30%

Top 3 COVID-19 info sources

- Government: 80%
 - CDC, MDH, City of Richfield
- News media: 80%
 - TV, radio, newspapers
- Social media: 43%

Concerns accessing basic needs

All respondents

- Cleaning supplies: 49%
- Mental/emotional support: 22%
- Food: 21%
- Medical care: 20%

People of Color

- Cleaning supplies: 53%
- Food: 30%
- Mental/emotional support: 29%
- Helping with school work: 25%

To feel safe residents need...

- People to follow social distancing: 60%
- Positivity and calmness: 47%
- Nothing: 29%
- Availability of medical care: 27%

Has Stay-At-Home order negatively impacted your mental health?

All respondents

- Strongly agree: 14%
- Somewhat agree: 36%
- Neither agree/disagree: 27%
- Somewhat disagree: 12%
- Strongly disagree: 10%

Seniors

- Strongly agree: 4%
- Somewhat agree: 22%
- Neither agree/disagree: 37%
- Somewhat disagree: 18%
- Strongly disagree: 20%

Takeaway #1: Overall

- Residents are following the guidelines
- Residents want positivity
- Residents want one another to follow the rules
- Most people are concerned with everyday necessities like cleaning supplies while a smaller number of survey respondents are concerned with larger issues like jobs and housing
- People are turning to the city (and other government sources) for accurate information about COVID-19 and resources

Takeaway #2: People of Color

- With the exception of unemployment benefits, People of Color expect needing to access assistance programs at a much higher rate than Caucasians
- Concerns about lost hours and wages are relatively high in Richfield's Latinx community
- Paying rent/mortgage is also a concern

Takeaway #3: Seniors

- Mentally strong throughout crisis
- Health care and medication access rank as high concerns with this group
- Not anticipating needing to access assistance programs
- Most aggressive at adhering to social distancing and hoping others do, as well

Takeaway #4: Parents

- Schools, schools, schools...
- As one can imagine, access to child care services is a concern with this group
- More than half of parents are concerned that the Stay-At-Home order is negatively affecting their mental health

Takeaway #5: Renters

- Food accessibility concerns is a lot higher than with other demographics
- Paying rent is an ever-present concern
- Work hours/job security rates as a high concern with this group

Thank you!

QUESTIONS?