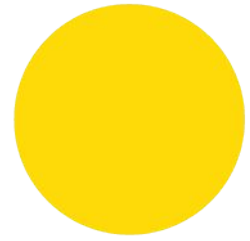


# Happier Outside: Brewery Patio Wellbeing Study

June 02, 2021



FACULTY BREWING

LUPPOLO BREWING

MAIN STREET BREWING

R&B BREWING

SLOW HAND BEER COMPANY

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# Happier Outside: Brewery Patio Wellbeing Study Summary

COVID-19 has radically altered the way humans gather, interact and even walk down the street. Globally, the heightened fear and awareness of this virus—and the vital physical distancing measures that followed—has touched nearly every aspect of people’s lives. Facing tremendous economic pressure, local businesses in Vancouver and beyond have sought creative solutions to help people feel safe and comfortable while they reopen. This included a number of breweries, who proposed to transform parking spaces into patios. The City of Vancouver responded by permitting breweries, cafes and restaurants to temporarily transform parking spaces into patios and offer additional outdoor seating.

The program was a success. By focusing on people and beer instead of cars, through the summer of 2020, this City initiative enabled many of these local businesses to generate near-normal revenue, despite having drastically less indoor seating. But there was uncertainty about the program’s future. To assess the value of making these changes permanent, five Vancouver breweries worked together with Happy City to conduct a public life study assessing the wellbeing effects of these new patios. Using both quantitative behavioural observation and subjective wellbeing intercepts (SWBIs), our goal was to learn and quantify how people behave and feel in these new patio spaces, by comparing findings from indoors to findings from the patios.

The patio wellbeing study results indicate that the patio program appealed to brewery patrons and supported critical elements of wellbeing. During the study of five breweries, in August and September 2020, 427 people were observed sitting on brewery patios, compared to 113 inside.

During the pandemic, social isolation became a critical health issue for many. Following lockdown, many people chose to meet friends and loved ones outside during the summer months. Results indicate that the patios supported happy outdoor interactions. 48% of people on patios were observed laughing, compared with 32% inside; while a higher share of people were also seen speaking to each other outside. The idea of patios as spaces to support social interaction was reinforced through SWBI surveys, where nearly all patrons said that the patio was a place they’d like to meet friends, while a remarkable 82% of patrons said that they’d like to meet new people on the patio, if COVID-19 wasn’t a concern.

Comfort scored extremely high throughout this study, with over 97% of people outside and 100% of people inside reporting that they felt comfortable “in this space right now”. Trust scores were relatively equal on patios and in tasting rooms, with people reporting almost equal confidence that they would get their wallet back if they lost it on the patio (66%) and inside (67%), and reporting slightly higher levels of trust in those around them (90%) compared to inside (80%).

Finally, there was overwhelming support for the conversion of parking spaces to patios, with 91% of people agreeing that, “This patio is a better use of space than a parking spot”, and only 4% disagreeing.

This study was conducted in the midst of great uncertainty for people in general and local business in particular. It was designed to make efficient use of the limited resources available. This included training brewery staff to conduct the observations, and using QR codes for subjective wellbeing intercept surveys. This study used a Best Available Data (BAD) approach that reflects our current pandemic realities.

# Introduction

In recent years, Vancouver's craft breweries have become staples of the city's nightlife, and popular destinations for locals and visitors alike. Due to the COVID-19 pandemic and resulting capacity and physical distancing restrictions, many of these small businesses have faced critical financial challenges. In response, leaders of the brewery industry sought new solutions to help local businesses keep their doors open. The City of Vancouver responded by permitting these businesses and other cafes and restaurants to temporarily transform parking spaces into patios. This allowed breweries to increase their capacities to numbers closer to what they were prior to COVID-19 regulations.

The temporary program was a success. By focusing on people and beer, instead of cars, through the summer of 2020, this City initiative enabled many of these local businesses to generate near-normal revenue, despite the fact their indoor seating was reduced by approximately half. But the program was set up as a temporary one. To demonstrate the value of this program to local business and its impact on Vancouverites' wellbeing, a number of breweries came together to conduct a public life study to understand how patrons felt, both indoors and outside on the patios, and to strengthen the case for permanently replacing parking spaces with patios.

Happy City was consulted to design and conduct this study during August and September 2020. Our goal was to learn and quantify how people behave and feel in these new patio spaces, by comparing findings from indoors to findings from the patios. We conducted the study in a manner that reflects the budgetary constraints that these small businesses face during the pandemic. This study included both quantitative behavioural observation and subjective wellbeing intercepts. These exercises were conducted by brewery staff who were trained on these approaches, which are detailed on the following page. By using this dual-system approach, we sought to understand how people were behaving on the patios and in the tasting rooms, while simultaneously understanding how they felt while doing so. Both approaches focused on core aspects of wellbeing: Sociability, Comfort + Trust and Meaning + Belonging.



# Methodology

The study utilized two main data collection approaches: behavioural observations (quantitative) and wellbeing intercept surveys (qualitative). The Happy City team collected data using these two methods both inside and outside (on the patio) at each brewery. We compared results to gain an understanding of the differences in the behaviour and wellbeing of guests seated inside to the behaviour and wellbeing of those seated outside.

## Behavioural Observations

The purpose of behavioural observations is to understand who is using the spaces and what they're doing while there. Brewery staff observed behaviour by counting patrons at each site, making note of their activities, group size, and the amount of time they stay at the brewery. For this study, we compared the share of people inside versus the share of people outside, as well as their behaviour. We trained brewery staff as data collectors, and instructed them to conduct 1-hour observations during both peak and off-peak hours, with the aim of collecting 100 observations at each location. Observation data was collected via Google spreadsheet (digitally) or manually using pen and paper, on observation forms designed for this purpose. Observations included gender representation, as well as activities like talking, laughing and public displays of affection.

## Wellbeing Intercepts

Multiple studies show a strong relationship between the emotions of residents and long-term success of the public realm. Wellbeing intercept surveys provide insight into how people are feeling in the public realm. Happy City's public life wellbeing intercept methodology was modified to fit the brewery context. Participants answered short, academically-validated questionnaires on social connection, sense of safety, meaning and belonging, and more. This allowed us to understand the influences of design interventions on sociability (social interactions and social trust), inclusion (welcomeness and accessibility), and place attachment (sense of belonging and care for place) within each community. Surveys were passively administered using Google Forms via QR codes placed in and around seating areas. QR codes were in place between August 28 and September 14 with the goal of collecting a statistically significant number of survey responses.

## Training & Data Quality

Brewery staff were trained on data collection and methodology prior to the beginning of the study. Happy City led an online training session that provided background and context on study design, and provided instruction for both the administration and placement of surveys via QR codes, as well as for quantitative data collection using the Observation spreadsheets. Brewery team leads from 4 out of 5 participating locations were present for the online session, and summarizing materials were shared with all breweries following the session. This format of training has been previously successful and effective given budgetary and financial constraints. The Happy City team also followed up with an on-site visit to each location during the study period to address any questions or logistical challenges. However, because Happy City staff were not on-site during each data collection session, additional quality control measures were not in place, and thus dependant on staff exchanging training knowledge and information to the rest of their teams.



# Patio locations

The photos below show the patios that each of the five breweries implemented. They use space reallocated from on-street parking and off street parking lots. The patios are located in Mount Pleasant and East Vancouver, in Vancouver, BC, Canada.



# What aspects of wellbeing did we consider?

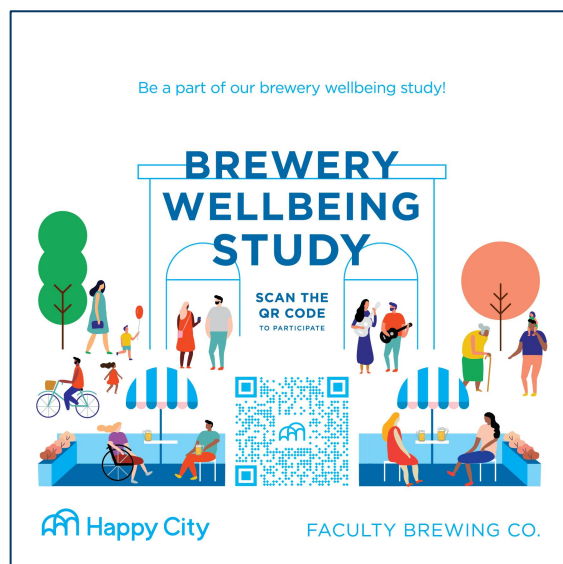
Wellbeing is typically viewed as a subjective measure for the condition of an individual or group. Used to broadly describe a state of health and/or happiness, it can include formal and informal social, economic, psychological, spiritual, or medical measures. Interestingly, people who report feeling that they are happy usually score well on quantitative measures of wellbeing. They tend to be healthier and have stronger and more supportive social bonds. Studies have shown that people who report high levels of happiness are better able to respond to challenging times, work well with others, and are more resilient to change.

## Sociability

Beyond core needs, social connection is the most powerful indicator of human wellbeing. People with strong, positive relationships are happier, healthier and more productive. They tend to live longer and sleep better than people who are socially isolated. However, the former US Surgeon General, Dr. Vivek H. Murthy, has stated that they think we are in the midst of a “loneliness epidemic”. This is reflected locally in the Vancouver Foundation’s 2013 and 2017 *Connect & Engage* reports, where one in five Metro Vancouver residents reported being lonely and where more than one in three young, elderly and vulnerable Vancouverites reported being alone more often than they would like. This is something that has been compounded during the pandemic, with a recent Angus Reid poll of Canadians finding that 33% of respondents are both lonely and isolated, up 10% from 2019.

High quality third spaces and public realm can help address this. Research has found that superficial, trust-building encounters in public can raise people’s spirits as much as time with close friends. There is evidence that empathic encounters with strangers, like friendly conversations with cashiers, or jokes shared with people on the train, can change people’s feelings toward society in general.

We studied sociability through several lines of inquiry for this study. For behavioural observation, staff observed the share of people talking to others or laughing. For SWBIs, we asked people if they agreed with the following statement, “This is the kind of place I would choose to meet with friends.” and, “This is a spot where I would like to meet new people, if COVID-19 wasn’t a concern.”



QR code example from Faculty Brewing. Each brewery received a customized QR code linking to the wellbeing survey for that location.



# What aspects of wellbeing did we consider?

## Comfort + Trust

Context and design can influence people's sense of comfort and trust in others. Low levels of comfort tend to correlate with lower rates of Sociability, as well as Meaning + Belonging. Comfort and trust can also influence behaviour. People are more likely to linger and socialize in public spaces when they feel comfortable.

We used several behaviour observation and SWBI indicators to assess Comfort + Trust in this study. For observation, we looked for public displays of affection and people taking pictures (nearly all selfies). We also looked for the number of people playing and reading, but with very low shares of people doing these activities, chose not to analyze this data. For SWBIs, we looked at people's sense of trust by asking if respondents agreed with the statement "I feel people here can be trusted" and "I feel comfortable in this space right now". Their sense of trust was also assessed with the question, "If you were to lose your wallet in this spot today, how likely do you think it would be for a stranger to return it to you?".

## Meaning + Belonging

Place attachment is the emotional bond between person and place. People are more likely to regularly visit and care for a location to which they feel a strong sense of place attachment. Psychologists have found strong correlations between happiness, social trust and a sense of belonging to a place or community. Strengthening attachment to place can also result in a greater sense of connection to neighbouring businesses, proving an economic incentive for urban activations.

We assessed sense of place attachment and Meaning + Belonging through multiple measures. During behavioural observation, we looked for numbers of people working (on their laptops) at each location, as well as for the presence of dogs or other pets with patrons (although sample sizes for both were too small for analysis). In the SWBIs, patrons' sense of place attachment was assessed through survey questions that captured their agreement with the statements, "This location reflects my community" and "When I'm here, I feel respected".

It is important to note that these questions also reflect people's sense of inclusion and welcomeness, which connect to a fundamental component of overall wellbeing: equity. Within this study, we considered equity through analysis of data relating to gender and accessibility. We also asked people to self-describe their backgrounds, which resulted in an array of answers, including 37 people who self-identified as Black, Indigenous or People of Colour (BIPOC). In future studies, with larger sample sizes, a composite analysis of how people with different ethnocultural backgrounds perceived brewery spaces, warrants further focus.





# Overall comparison of patios and tasting rooms

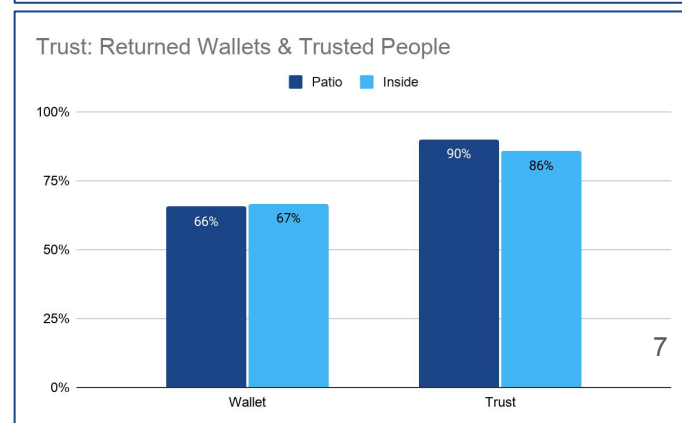
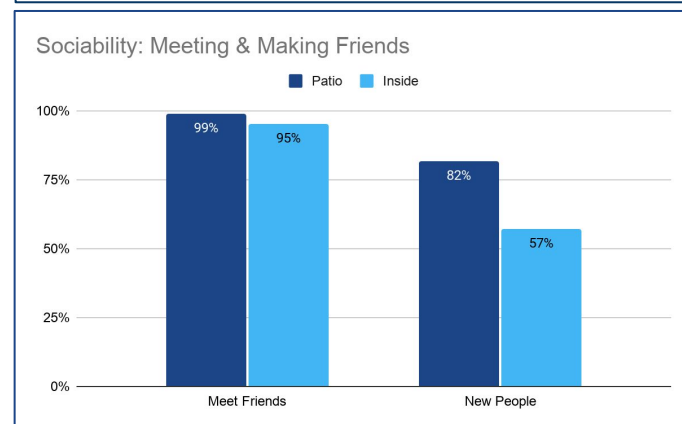
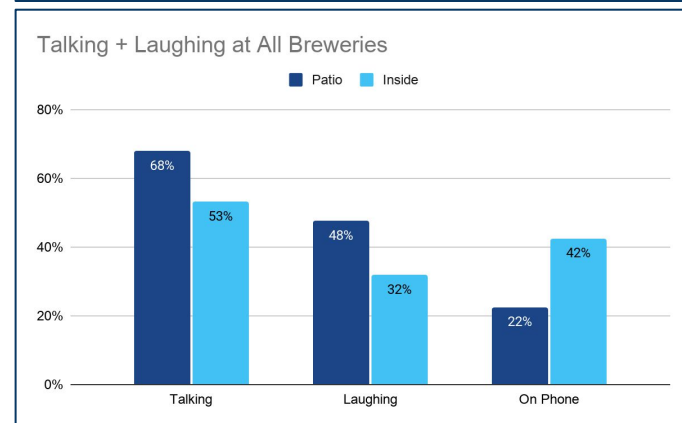
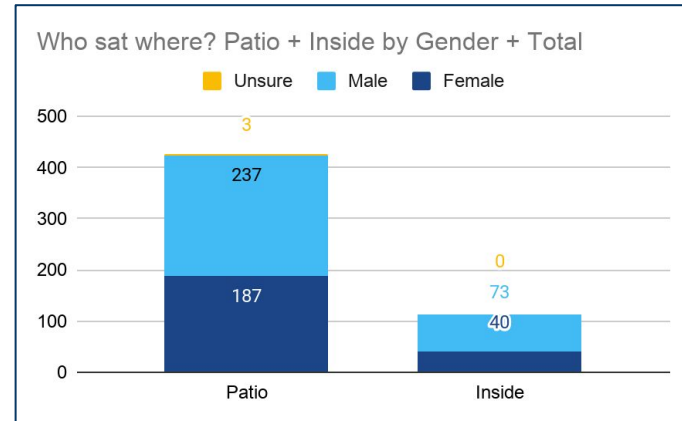
The Patio Wellbeing Study indicates that people enjoy the patios and were far more likely to sit there during the August-September window of this project. The patios were sites of social behaviour, a major contributor to wellbeing. They were also places where people wanted to meet their friends, and, if COVID-19 wasn't a concern, strangers too. Rates of trust are similar inside and out, while meaning and belonging results were mixed. Patrons strongly agreed that the patios were a better use of space than parking for private vehicles.

People overwhelmingly chose to sit on the brewery patios. Over the course of observation at all of the breweries, 427 people chose to sit outside, compared to 113 inside. A higher share of female-presenting people (shortened to female hereafter) chose to be outside as well - 40% of people outside, compared to 35% inside.

The patios supported social interaction. A higher share of people were observed talking to each other outside (68%), compared to in (53%). Similarly, 48% of patrons were seen laughing on the patios, compared to 32% in the tasting rooms. And we could all use a little more laughter right now. On a similar note, far fewer people were talking or using their phones outside (22%) than inside (42%).

Positive social behaviour on the patios also emerged from the SWBI surveys. Here, 99% of people wanted to meet their friends on the patio. Admittedly, 95% wanted to meet their friends inside. It won't come as an Einstein moment that brewery patrons like to meet their friends at breweries. More interestingly, 82% of people outside said that they would like to meet new people at that location, if COVID-19 wasn't a concern, compared to 57% inside.

Rates of trust were similar inside and out. 66% of people on the patios thought there was a good chance they'd get their wallet back if they lost it in that spot, compared to 67% inside. These percentages are significantly higher than those reported on streets and public spaces in Canada, but perhaps more notably the perceptions are similar in both settings. Strikingly, a remarkable 90% of people on the patios and 86% inside felt that people at the brewery could be trusted.

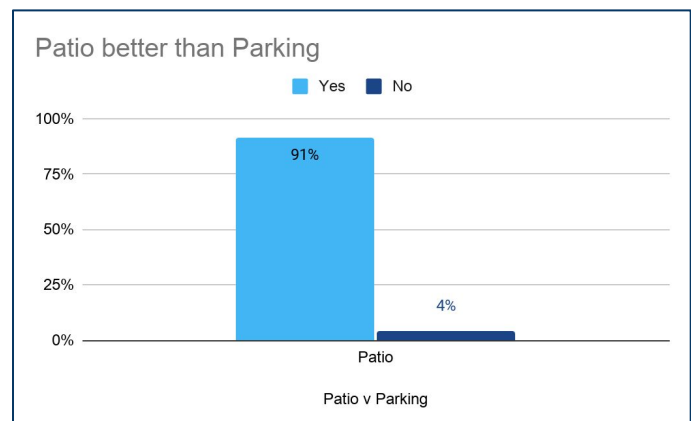
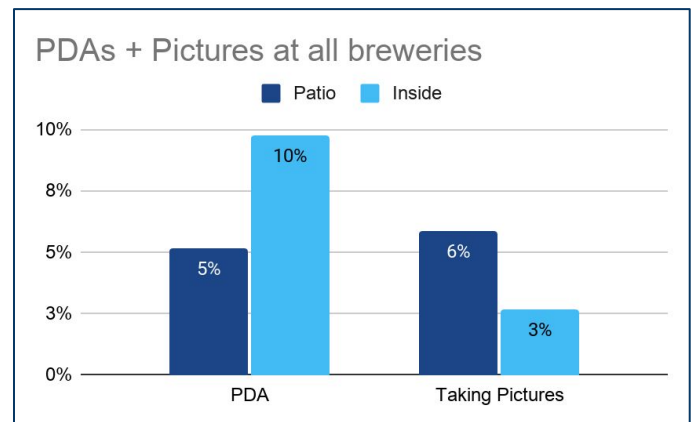
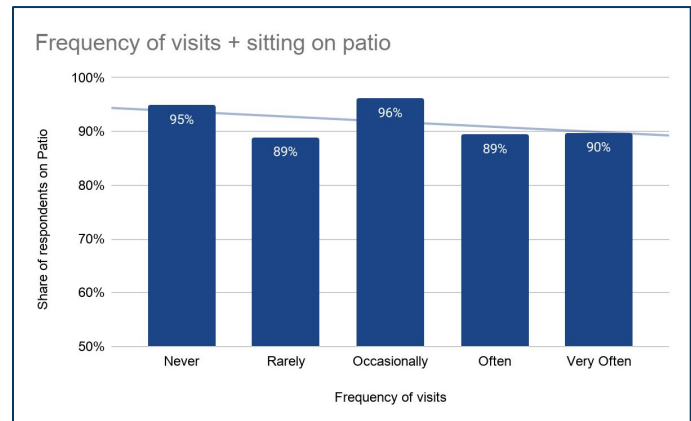
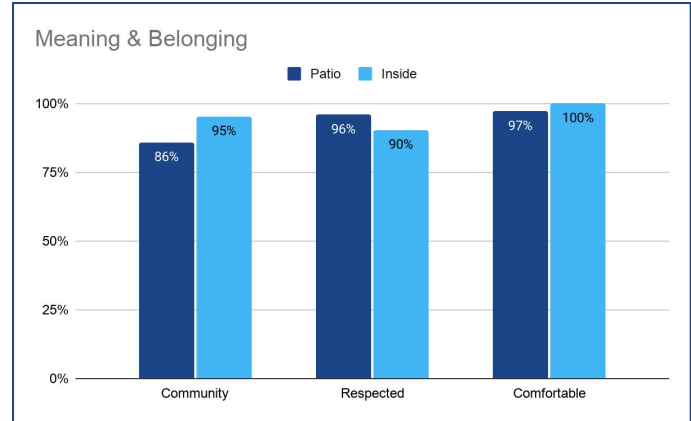


High levels of comfort were reported inside and out at the breweries, 100% and 97%, respectively. A higher share of people inside reported that the location reflected their community than outside. This may relate to the frequency of visit rate and seating choice, which shows that people who come “very often” to the brewery made up a lower share of people sitting on the patio, compared to less frequent visitors. In turn, this suggests that people who don’t go to a specific brewery regularly, and are thus open to more options, are drawn to patios. Finally, people felt respected on the patio (96%) and inside (90%).

In terms of meaning and belonging observations, results were mixed. Public displays of affections (PDAs) were more frequent inside (10%), than out (5%). Conversely, 6% of people were seen taking selfies on the patios, compared with 3% inside.

A total of 37 people, or 12% of SWBI participants, self-identified as BIPOC. It is also important to note that no people using wheelchairs were observed during these observations.

Finally, when it comes to the reallocation of parking spaces for private cars\*, the verdict is in among brewery patrons: An overwhelming 91% of people that responded feel that the patios are a better use of the parking space.



\*Not the spaces for people with disabilities.

# Faculty Brewing

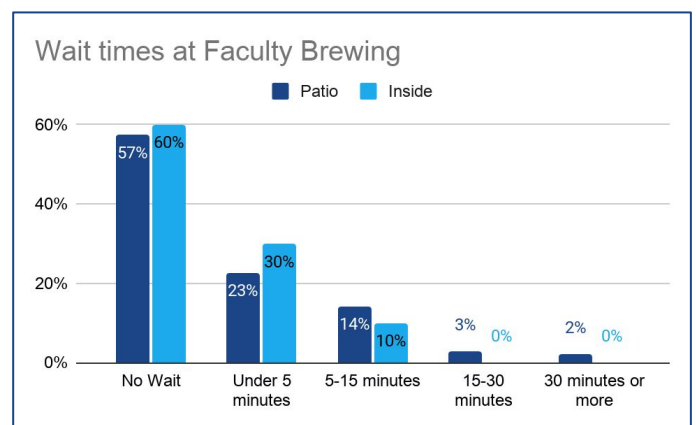
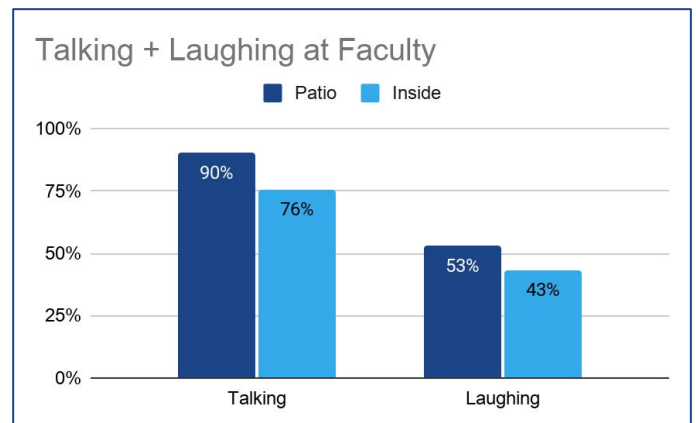
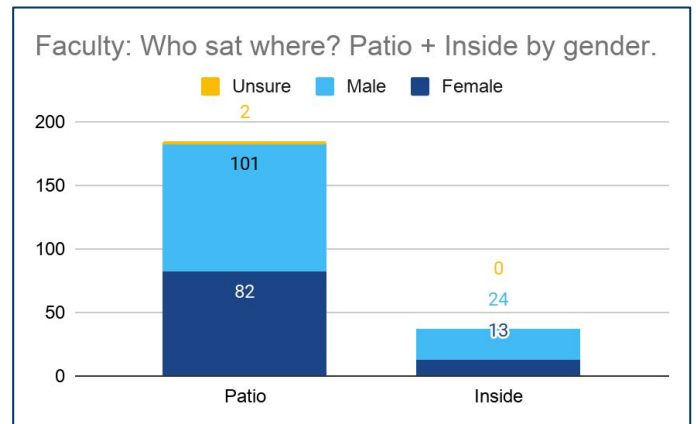
Located at 1830 Ontario Street, Faculty Brewing implemented a temporary patio on Ontario Street, as well as a patio on their private lot, adjacent to the tasting room. The tasting room typically has a capacity of 33. This has been reduced to 17 due to COVID-19 restrictions. However, it is important to note that indoor capacity can be drastically reduced depending on seating arrangements. Filled with people on their own, indoor capacity could be reduced to 5. With two patios, Faculty Brewing is able to serve 18 and 15 respectively, for a total of 33 patrons outside in total. Finally, while the brewery could serve 50 people, its serving limit is capped at 33.

In total, 220 people were observed during the public life study over 7 hours of data collection. 125 of them were on the patio, while 95 of them were observed in the tasting room. 183 of the subjects were male-presenting, while 37 were female-presenting. A higher share of female-presenting subjects were observed outside, with females making up 45% of total outside participants compared with 35% inside.

Social behaviour was more prominent outside, where staff observed higher rates of talking and laughing. This in line with broader project findings and indicate that Faculty's patio played an important role in supporting sociability among patrons. Most people did not wait to be seated. Those who did typically waited less than 5 minutes. There was a slightly higher share of people who sat outside and who waited 15-30 minutes or more than 30 minutes.



	INSIDE	PATIO	TOTAL
Surveys	10	141	151
Observations	95	125	220





# Faculty Brewing

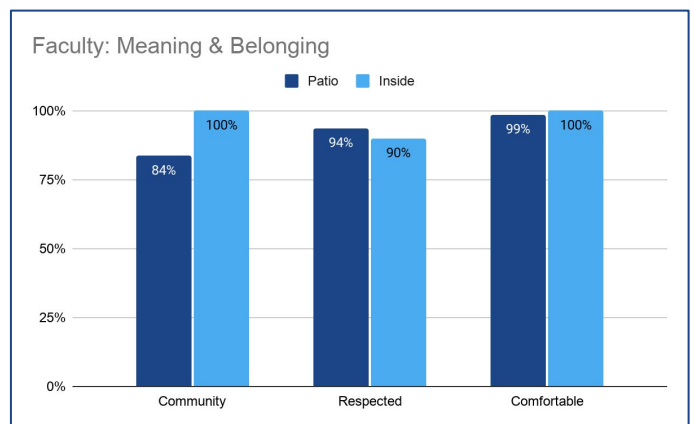
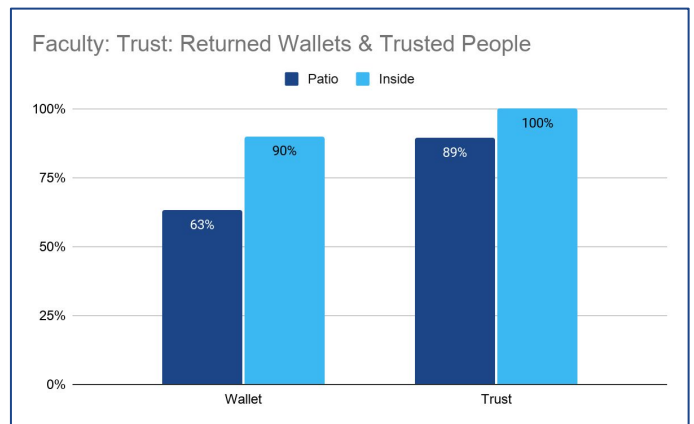
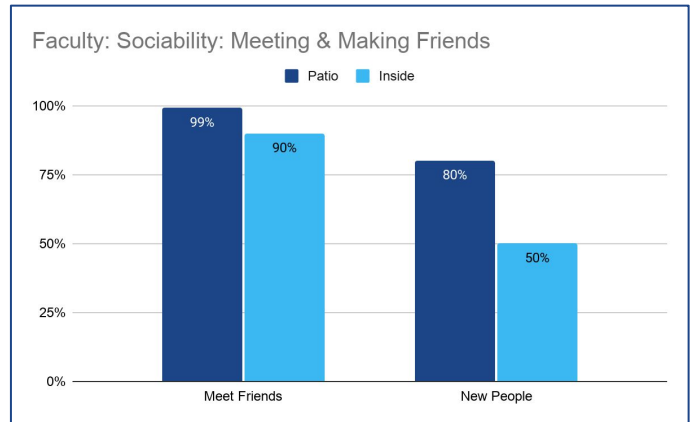
A total of 151 subjective wellbeing intercept responses were collected. These were overwhelmingly completed on the patio: 141 compared to 10 completed inside. The number of responses offers high confidence in the validity and replicability of the responses from the patio, but a low confidence in the responses from inside.

The high sociability indicators from the observations were also reflected in the subjective wellbeing intercept responses. 99% of participants on the patio said this is a place they'd like to meet friends, compared to 90% inside. Notably, 80% of participants, or 113 people, on the patio said that this would be a place where they'd like to meet new people, if COVID-19 wasn't a concern, compared to only 50%, or 5 people, in the tasting room.

Conversely, trust was higher inside, where people were more likely to believe that they would get their wallet back and reported higher levels of trust in the people around them. This could be a reflection of people's confidence in having their wallet returned in an indoor setting. However, the small sample size from inside means this level of trust cannot be asserted with certainty.

Finally, there was a strong sense of meaning and belonging at Faculty Brewing, although there was variation in whether the patio or tasting room was more positively perceived in this regard. All 10 respondents inside felt that the space reflected their community, while 84%, or 118 people, felt this way outside. 94% of participants on the patio felt respected while they were there, compared to 90% inside. Everyone sitting inside and 140 of the 141 participants seated outside felt comfortable in the space.

Faculty Brewing's patio was found to be playing an important role in supporting sociability, a critical component to human wellbeing. Both the tasting room and patio were found to support a sense of meaning and belonging, which may reflect the high degree of place attachment among Faculty's patrons.



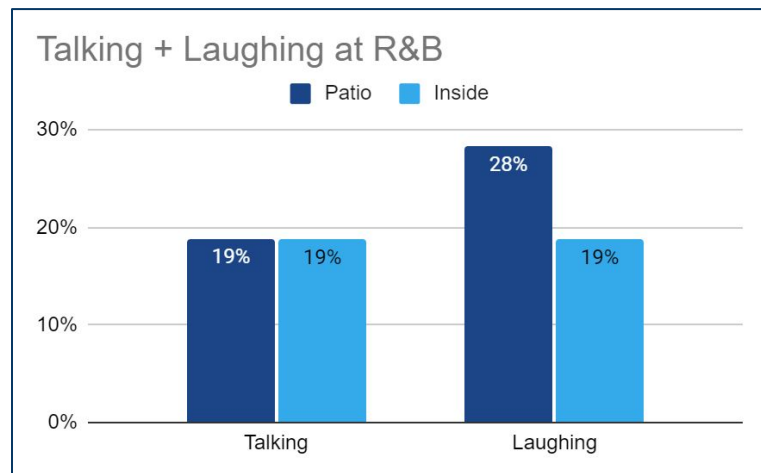
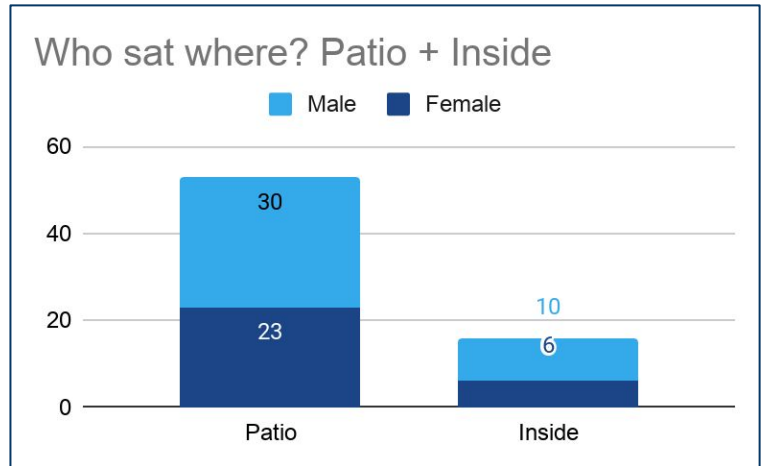
# R&B Brewing

R&B Brewing is one of Vancouver’s original microbreweries, located at 54 E 4th Ave. Adding to their existing, awning-covered outdoor seating, their temporary patio was implemented on 4th Ave. Patrons receive table service directly from brewery staff. The outdoor patio was further enhanced by the fact that Quebec Street was closed, which meant that the brewery found itself at the end of a quiet cul-de-sac (outside of construction hours). Pre-covid the indoor and outdoor seating combined could seat a maximum of 77 people (60 seated indoors, and 17 on the pre-existing patio). This has been reduced to 34 inside and 12 outside (if all tables are full) due to COVID-19 restrictions. With the additional temporary patio, R&B Brewing is now able to serve 24 additional patrons outside, bringing the total potential capacity up to 70.

In total, 69 people were observed during the public life study over 1 hour of observation. 53 of them were on the patio, while 16 of them were observed inside. Forty of the subjects were male-presenting, while 29 were female-presenting. A higher proportion of female-presenting subjects were observed outside, with females making up 43% of total outside participants compared to 38% inside.

Social behaviour was more prominent outside, where staff observed higher rates of laughing. This is in line with broader project findings and suggest that R&B’s patio may play a role in supporting sociability among patrons.

	INSIDE	PATIO	TOTAL
Surveys	6	102	108
Observations	16	53	69



# R&B Brewing

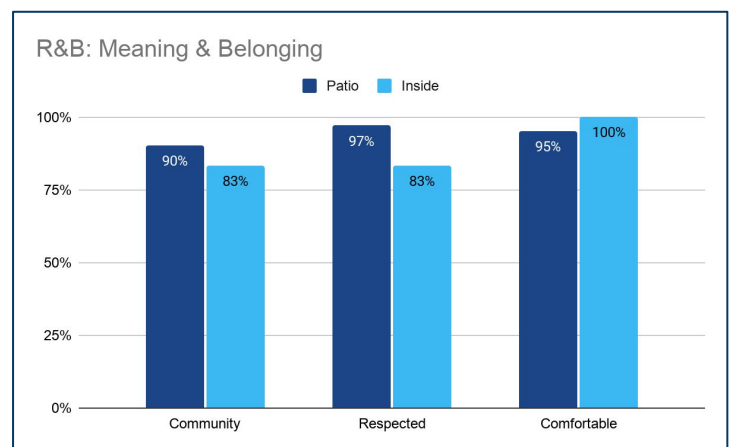
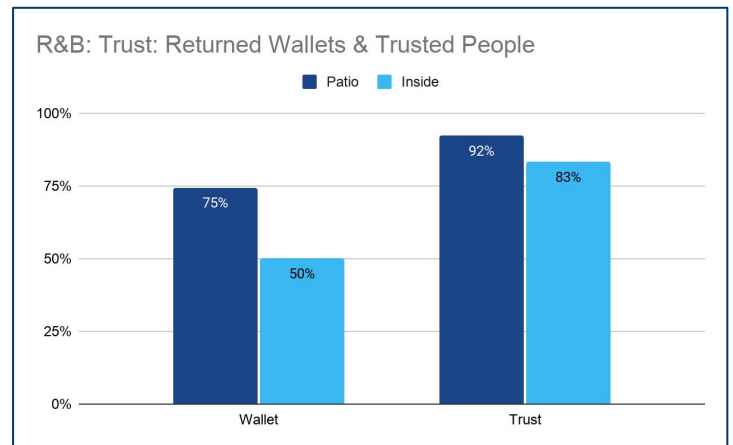
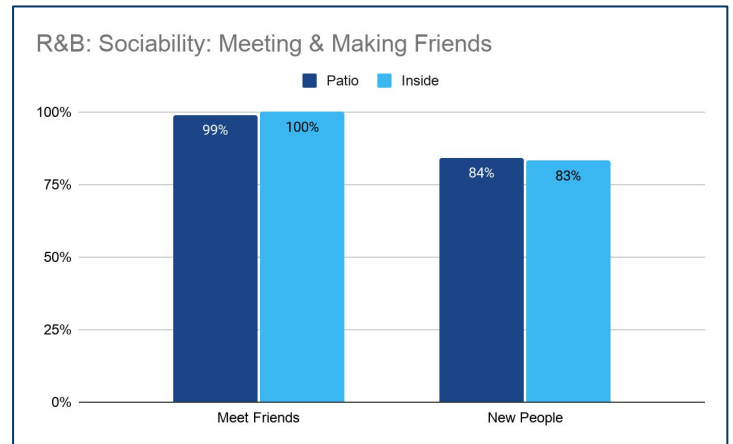
A total of 108 subjective wellbeing intercept responses were collected. These were overwhelmingly completed on the patio: 102 compared to 6 completed inside. The number of responses offers high confidence in the validity and replicability of the responses from the patio, but a low confidence in the responses from inside.

The high sociability indicators from the observations were also reflected in the subjective wellbeing intercept responses - overall both inside and patio responses showed high agreement with the statement “This is the kind of place I would choose to meet with friends”.

Notably, trust was higher outside on the patio, where more people agreed with the statement “I feel people here can be trusted” compared to people indoors. Notably, 74.5% of participants said that they would be likely to have a lost wallet returned to them while sitting on the patio, compared to only 50% of those indoors. This was the highest percentage of agreement with this statement across all patio breweries in the study.

Lastly, the sense of meaning and belonging at R&B scored higher on the patio than indoors. Participants were 8 times more likely to disagree with the statement “This location reflects my community” when sitting inside. Feelings of respect also scored higher on the patios than inside, with 97% of people responding that they feel respected, compared to 83% indoors (including 17% of participants responding that they do not feel respected indoors, compared to 0% disagreement on the patio).

Overall, R&B’s patio performed slightly better, or comparably to inside on all subjective wellbeing survey questions, and performed notably better on perceived sense of trust, meaning and belonging. Slightly more participants responded that they felt comfortable inside than on the patio, which could be attributed to seating arrangements or weather conditions; the overall comfort levels on the patio were still significantly high (95%). As mentioned above, the sample size for indoor responses is not sufficient to draw any conclusions with confidence.





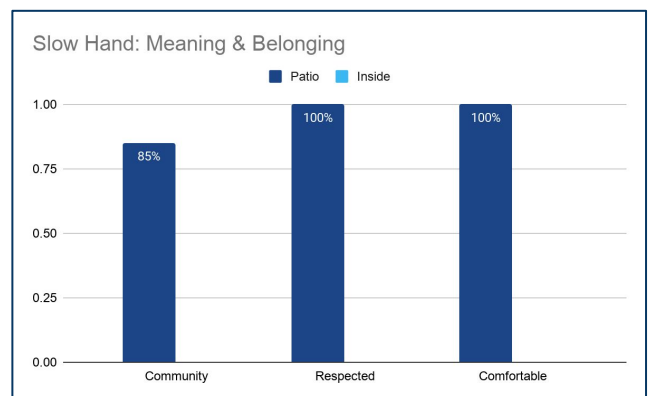
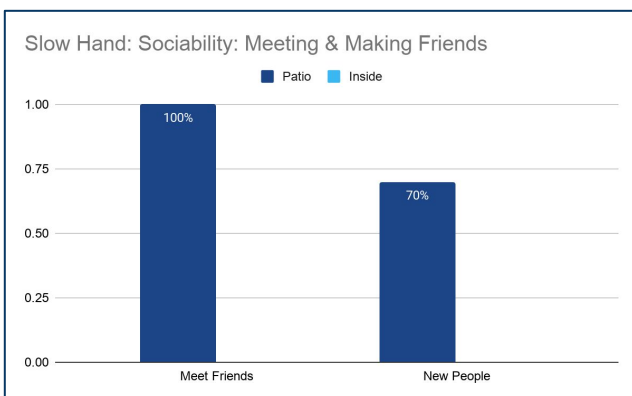
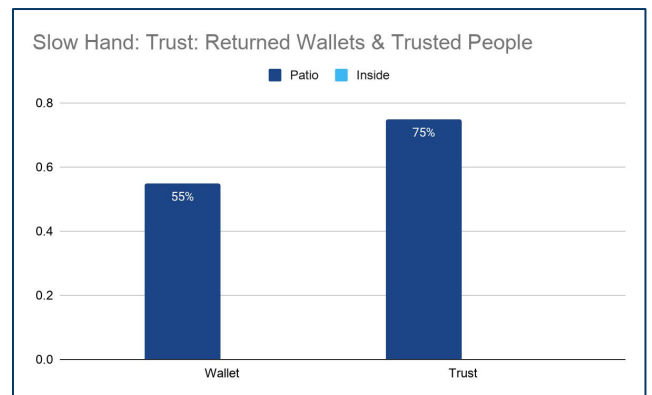
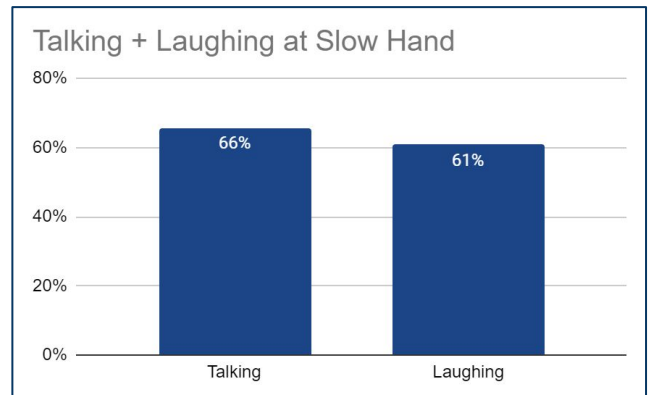
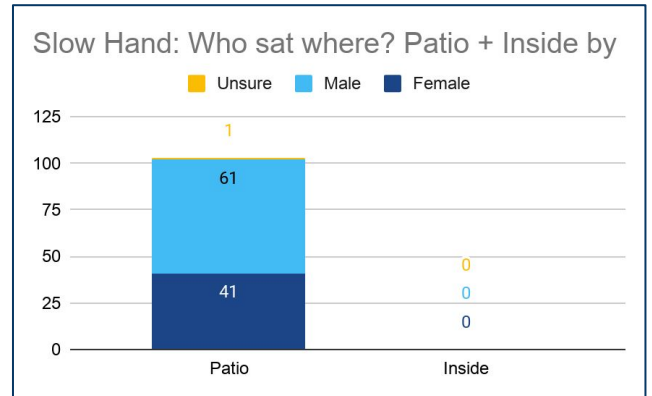
# Slow Hand Beer

Slow Hand Beer Company’s newly-opened tasting room (2019) is located at 1830 Powell Street. While the brewery previously had a capacity of up to 25 people including staff in its indoor space, physical distancing regulations made indoor seating nearly impossible post-pandemic (only one 4-person table is now offered indoors). The brewery’s main seating area is therefore now the 25-person temporary patio on the private lot adjacent to the tasting room. During this study, Slow Hand was open for limited hours on Fridays and Saturdays only.

In result, only patio observation and survey data was collected for the purpose of this study. 102 people were observed using the patio space over 6.5 hours of data collection. Forty-one of the subjects were female-presenting, while 61 were male-presenting. Social behaviour was present on the patio, with over 60% of patrons observed to be talking or laughing with others. Notably Slow Hand was observed to have the most joyful patio in terms of percentage of people observed laughing (61%).

A total of 20 subjective wellbeing survey responses were collected. While this sample size is not sufficient to draw any conclusions or inferences, overall sociability responses scored highly. 100% of respondents agreed that the patio is a place where they would choose to meet friends, and 70% agreed with the statement “This is a spot where I would like to meet new people”. Similarly, patrons’ sense of meaning and belonging scored highly. 100% of people agreed with the statements on trust and respect, and 85% agreed that the brewery patio reflects their community (and no one directly disagreed).

	INSIDE	PATIO	TOTAL
<b>Surveys</b>	0	20	20
<b>Observations</b>	0	102	102



# Main St. Brewing

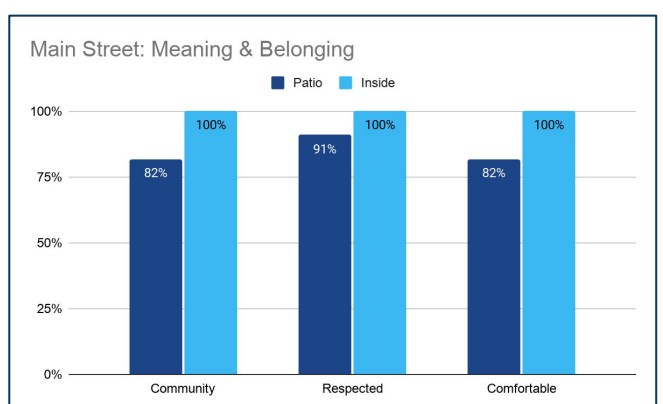
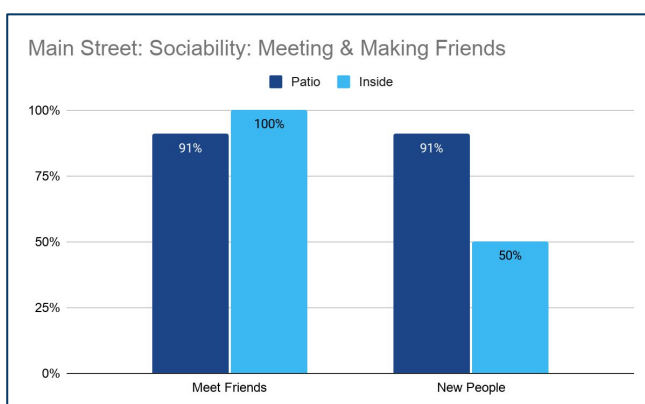
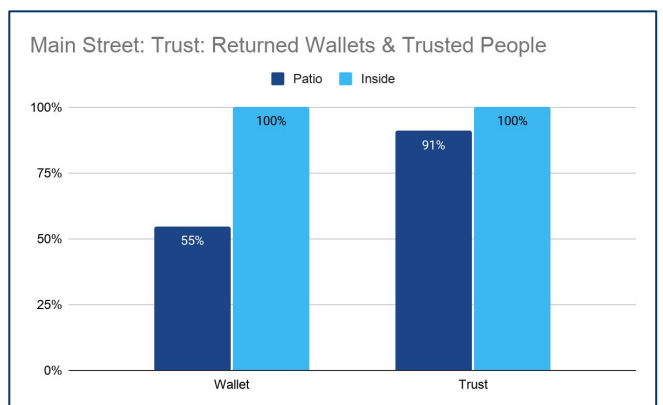
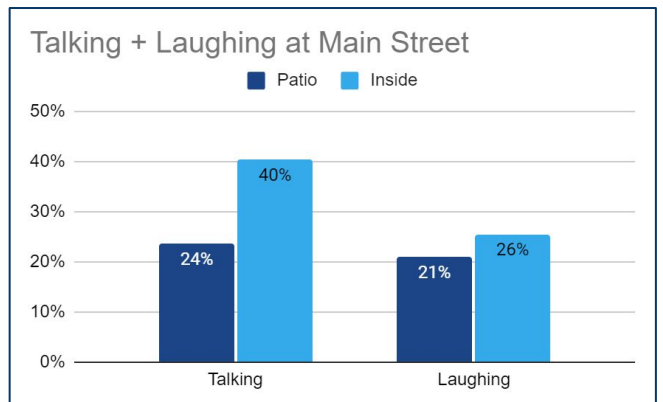
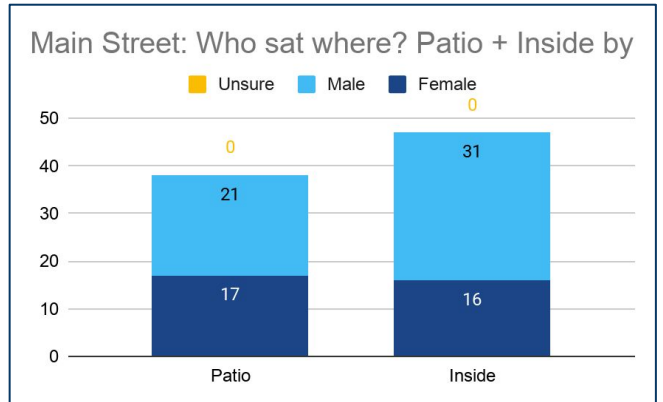
Operating in an original brewery building from the early 1900s, Main St. Brewing is located at 261 East 7th Ave. The 60-person capacity tasting room serves 32 patrons post-pandemic, when every table is full, and a temporary patio has been installed on Scotia St, around the corner from the brewery's main entrance. Patio patrons receive table service from a designated server. The patio seats 36 patrons, bringing Main St's total capacity up to 68.

Eighty-five people were observed across 2 hours of data collection. Thirty-three of these people were female-presenting, and 52 presented as male. While the male-female ratio on the patio was almost equal, there were nearly twice as many males than females observed indoors.

Overall, social behaviour (talking and/or laughing with others) was not particularly prominent (below 50%) indoors or on the patio during the two-hours of observation for this study. However, the qualitative responses collected from the subjective wellbeing surveys suggests that sociability may rank highly. Since only 13 survey responses were collected, inferences or conclusions cannot be drawn and comparisons can't be made at this stage.

Survey results are presented for reference, and as a basis for further research.

	INSIDE	PATIO	TOTAL
Surveys	2	11	13
Observations	47	38	85



# Luppolo Brewing

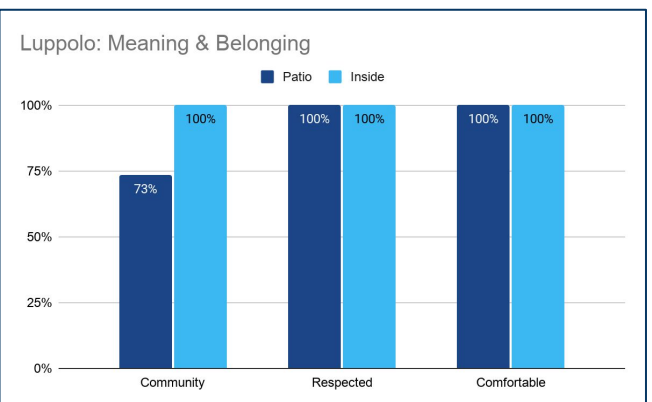
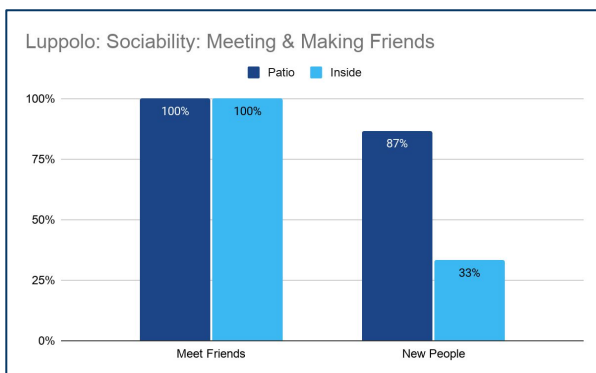
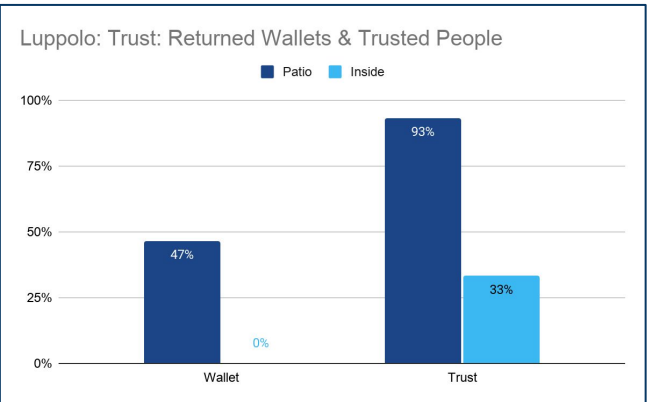
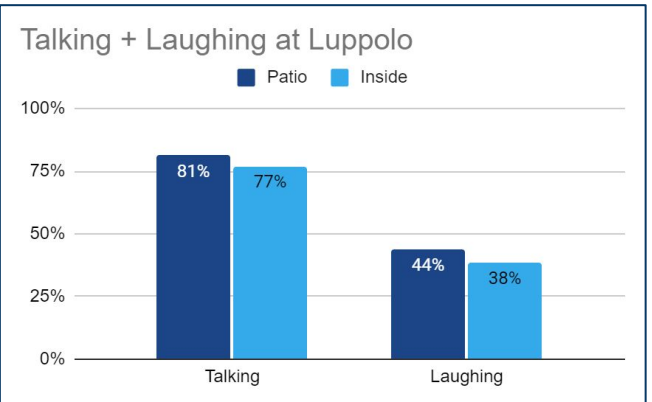
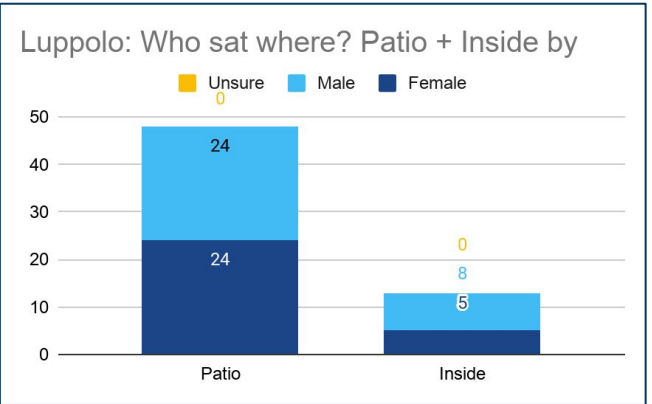
Located at 1123 Venables St, Luppolo Brewing Co first opened its doors in October 2016. Pre-covid, the tasting room's capacity was 67 people. This is now reduced to 36 (if all tables are full) due to physical distancing regulations. Luppolo's new temporary patio was installed in a private lot on the east side of the building that was formerly used for vehicle parking. The patio seats 20 people, bringing the total possible capacity up to 56. Patrons place their order inside the establishment, and carry their beverages in sealed containers out to the patio.

Sixty one people were observed in total over 2 hours of observation. Of these, 29 were female-presenting and 32 were male-presenting. The ratio of females to males was equal on the patio, and close to equal indoors. Social behaviour (talking and laughing) was observed to be marginally higher on the patio compared to inside, however the overall sample size is not high enough to make any inferences at this time.

However, qualitative responses from the surveys suggest that people were more inclined to participate in social behaviour on the patio compared to indoors. While agreement with the statement "This is the kind of place I would choose to meet with friends" was at 100% for both the patio and inside seating, patrons were over twice as likely to respond that they would like to meet new people on the patio (87%) compared to inside (33%).

Notably, the patio scored highly on perceptions of trust and safety. In response to the question on the likelihood of having a lost wallet returned to them, 47% of people seated on the patio responded either "Likely" or "Very Likely", while no one seated indoors agreed. Similarly, those seated indoors were over twice as likely to either say it was "Unlikely" or "Very Unlikely" to have a lost wallet returned to them (33%) compared to only 13% who felt the same way on the patio. Results for the question on trust in people were similar. Ninety-three percent of people seated on the patio agreed with the statement "I feel people here can be trusted", while only 33% of those seated indoors agreed. Again, sample sizes were too small for both indoor and patio participants, therefore no conclusions can be drawn from these trends. Survey results are presented for reference, and as a basis for further research.

	INSIDE	PATIO	TOTAL
Surveys	3	15	18
Observations	13	48	61







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