SALT LAKE DOWNTOWN ALLIANCE

2015 SUMMER SURVEY

RICHTER7

DOWNTOWN SLC ALLIANCE

RICHTER7

SURVEY DETAILS

- **Short telephone survey updating previous benchmark survey around key topics**
  - 605 respondents
  - +/- 4% margin of error
  - Trending is provided for all questions that were part of previous research
  - Cross-tabs with demographics are provided on many questions, but additional tabs and analytics can be requested on additional as needed
  - Open-ended question responses were categorized by researchers, but verbatim responses can be provided as needed

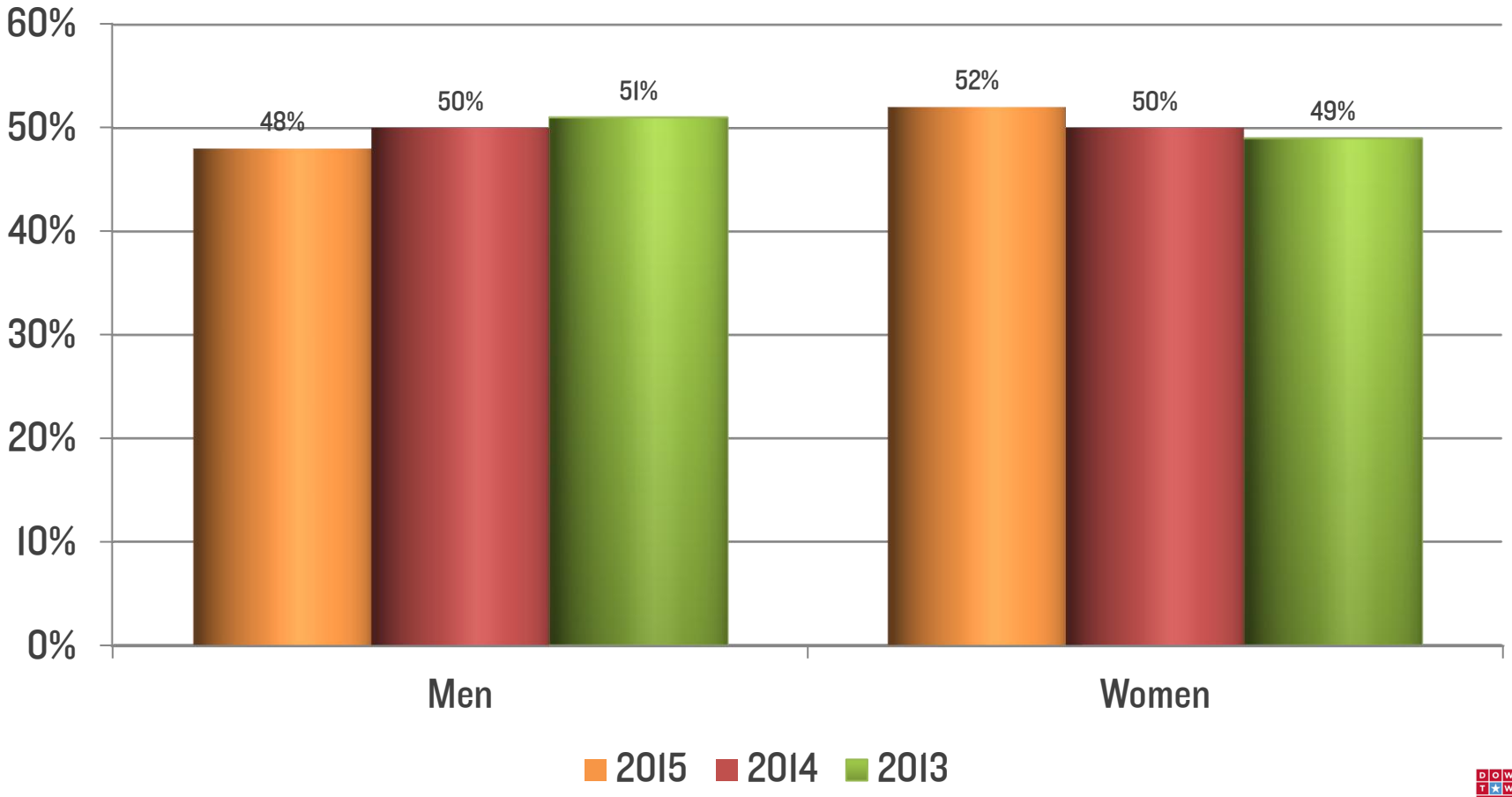
SURVEY HIGHLIGHTS AND INSIGHTS

- **While email was found to be the best form of communication to reach out to respondents, a surprising 24% listed 'advertising' as the best way to communicate about Downtown events.**
  - Television and radio were reported as the most effective advertising mediums for respondents, accounting for over 68% of responses.
- **While parking wasn't reported as a huge deterrent for visiting Downtown in 2015, 'improved parking' was by far the most popular response when respondents were asked to name one change or improvement to entice more visits to Downtown.**

DOWNTOWN SLC ALLIANCE

RICHTER7

GENDER



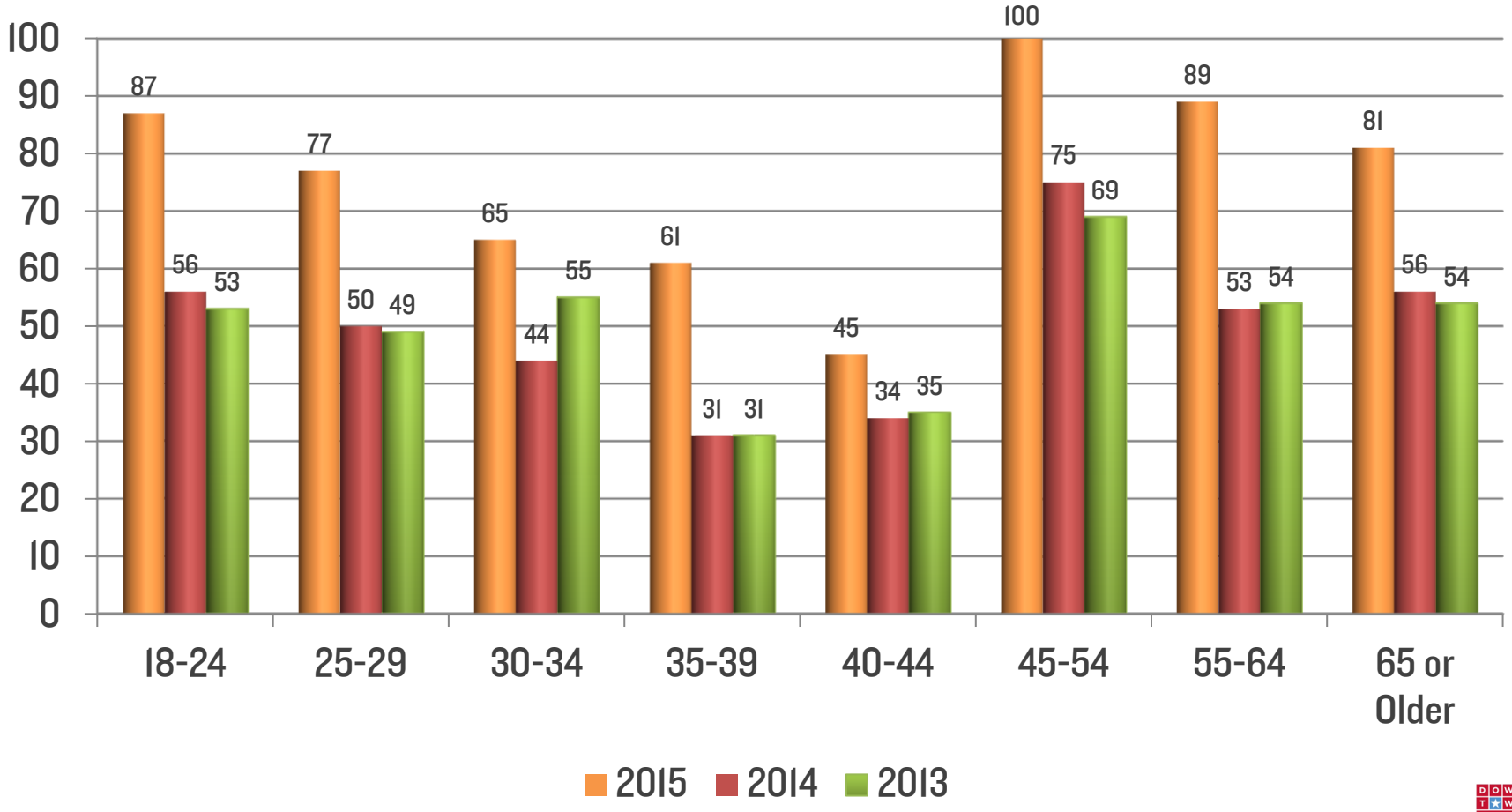
AGE

Total Respondents:

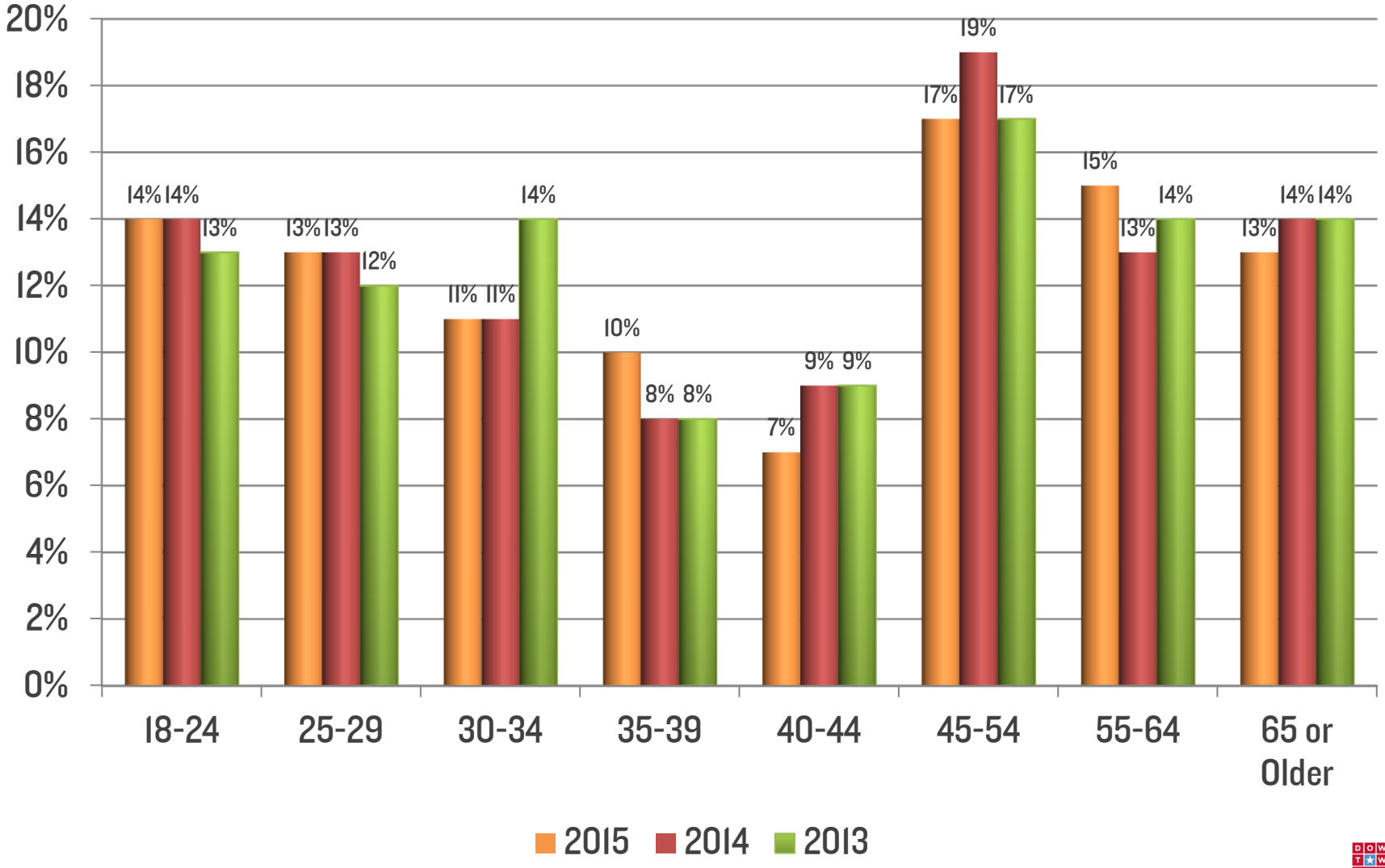
2015 = 605

2014 = 399

2013 = 400



% OF AGE DISTRIBUTION FROM YEAR-TO-YEAR

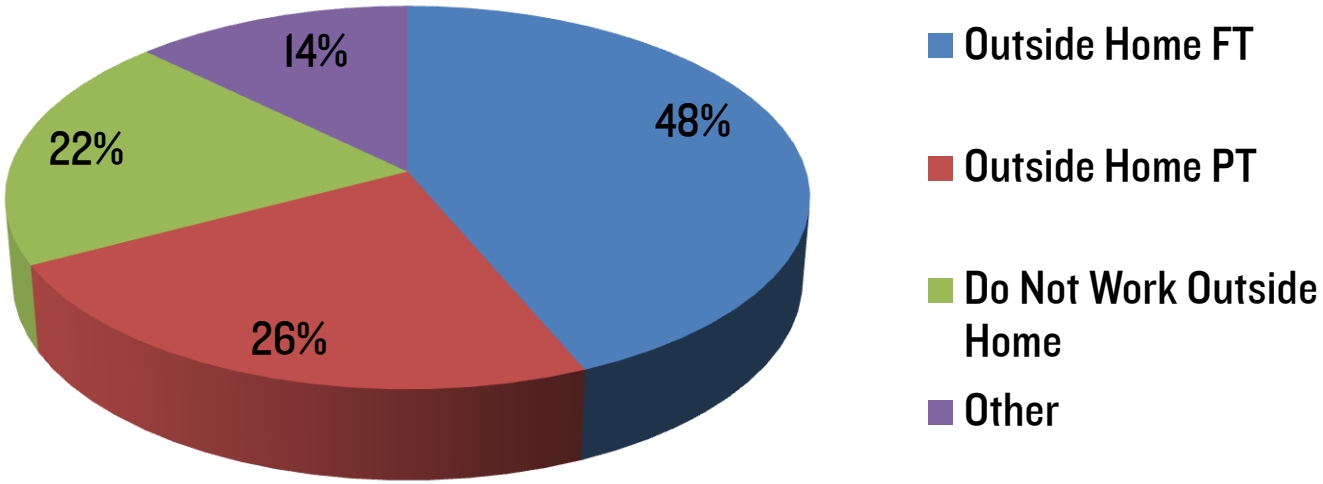


DOWNTOWN SLC ALLIANCE

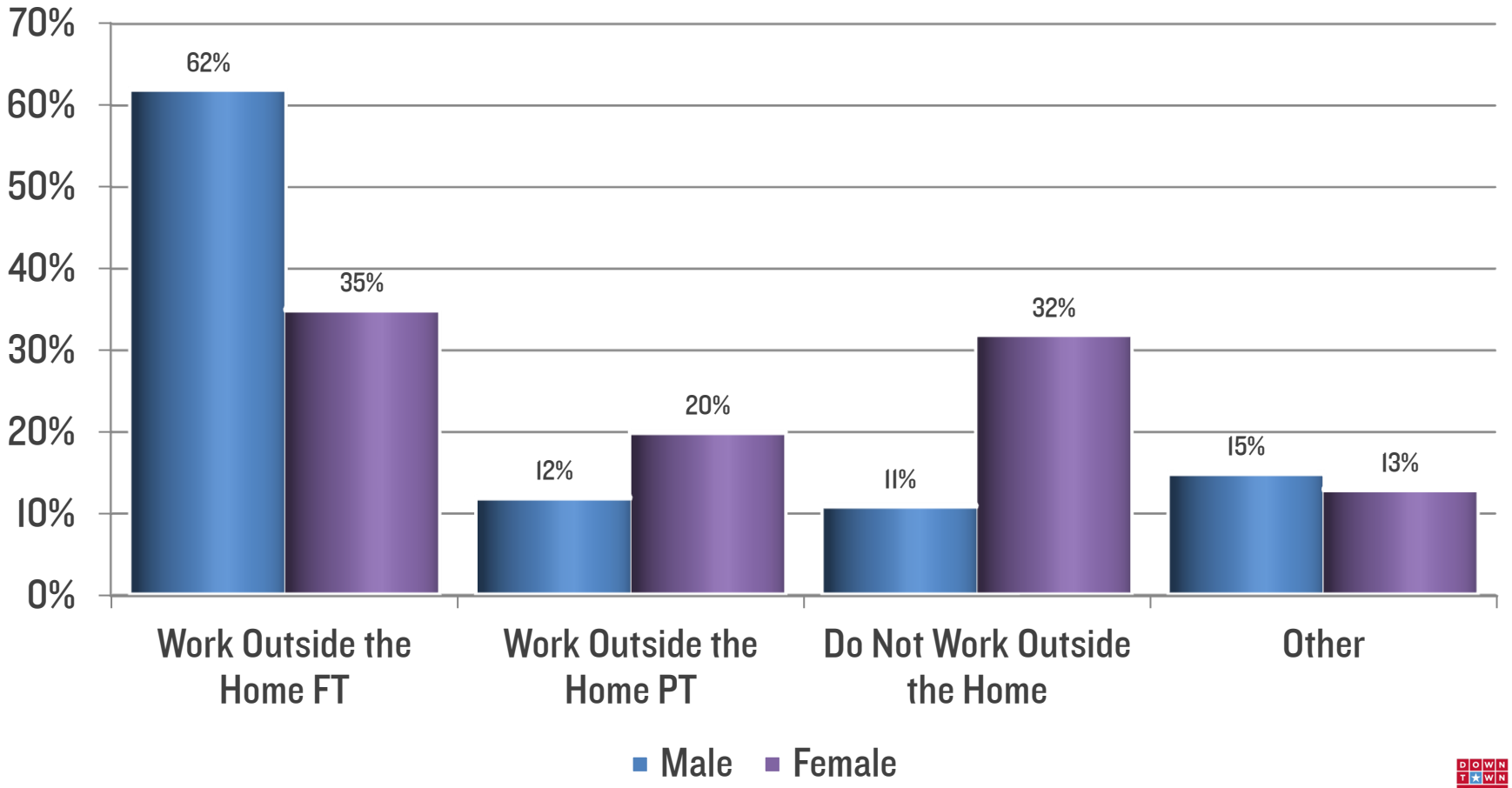
RICHTER7

WORK STATUS

2015

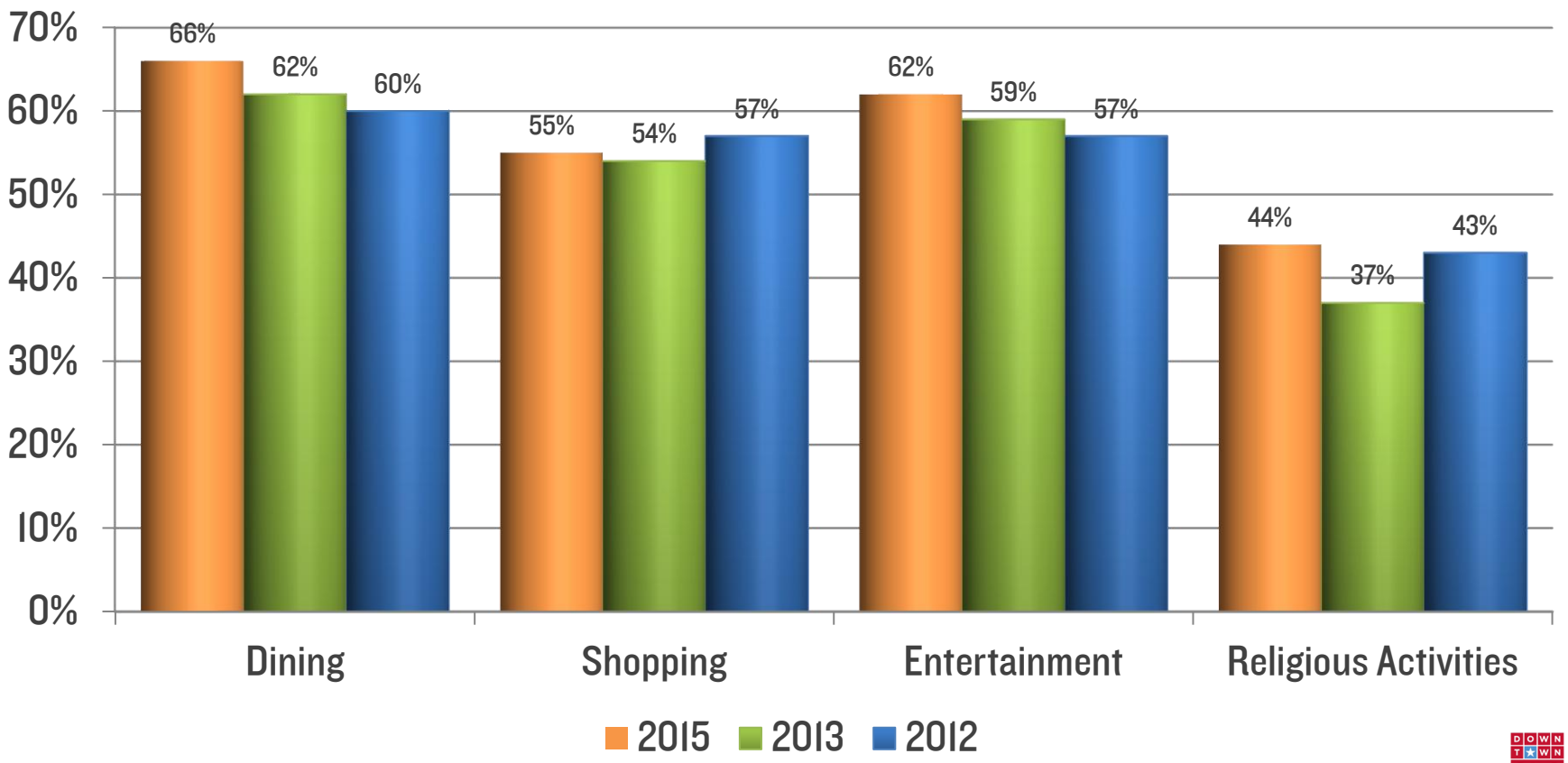


WORK STATUS (GENDER)



SUMMARY: VISITS TO DOWNTOWN BY ACTIVITY

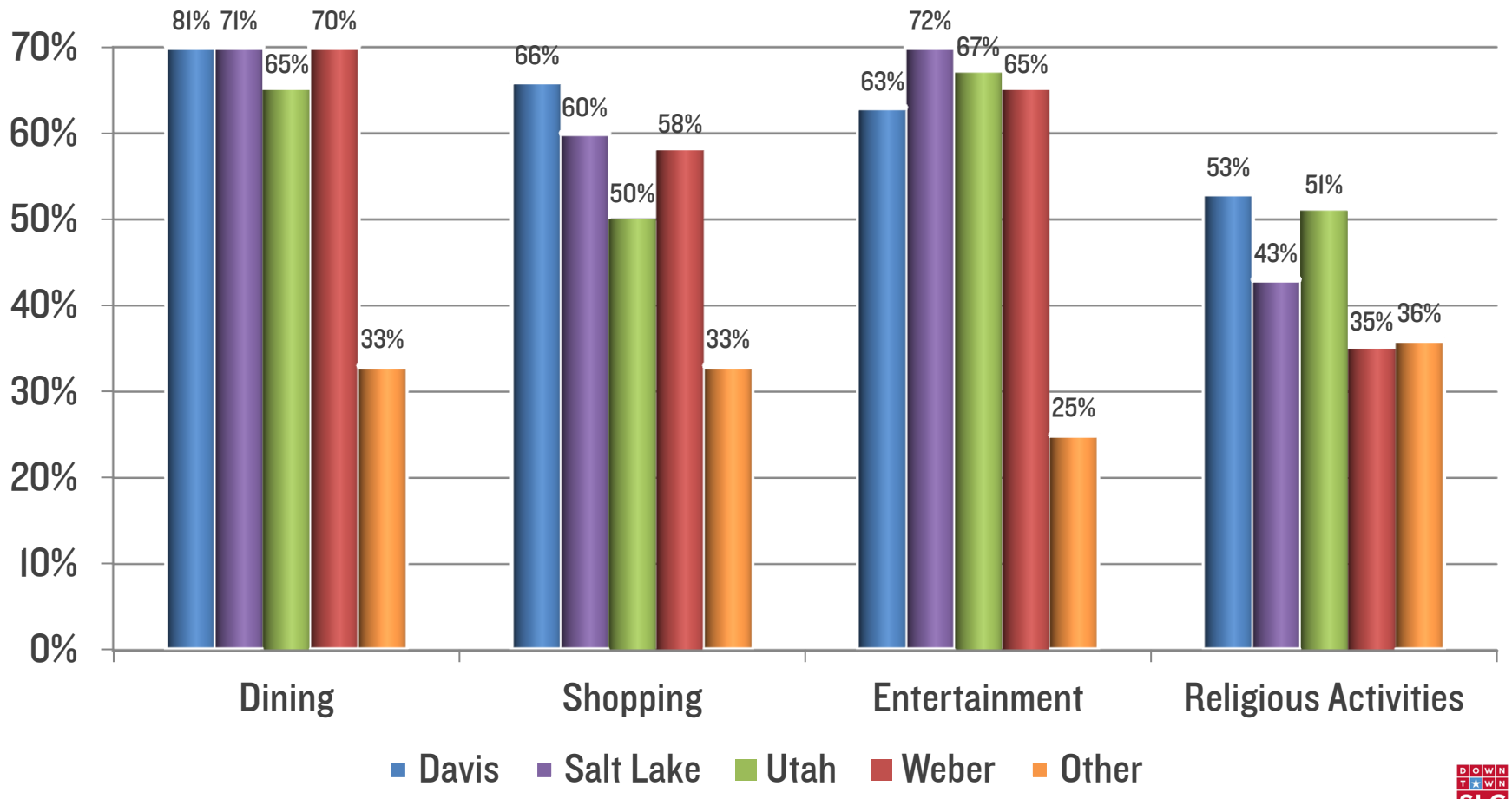
Below is the percentage of respondents that answered they have visited Downtown once or more in the last six months for the listed activities. We saw a nice bump in three of the four categories compared to the last three surveys.



DOWNTOWN SLC ALLIANCE

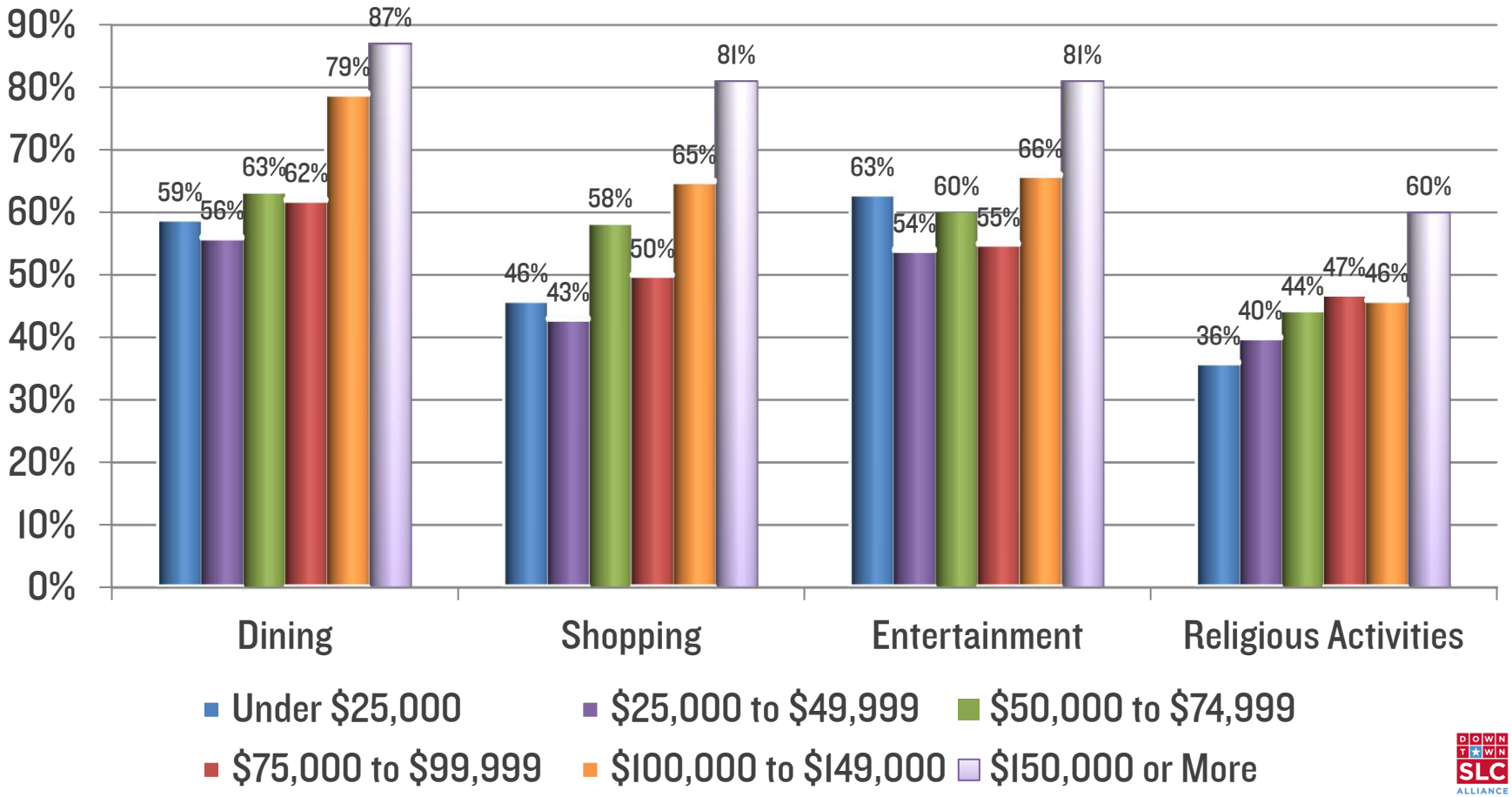
VISITED DOWNTOWN SALT LAKE ONCE OR MORE IN THE LAST 6 MONTHS (BY COUNTY)

Interestingly, Davis County residents had a higher percentage of visitation to Downtown in most categories.



VISITED DOWNTOWN SALT LAKE ONCE OR MORE IN THE LAST 6 MONTHS (BY INCOME)

Not surprisingly, respondents with a higher HHI tend to visit Downtown more frequently.

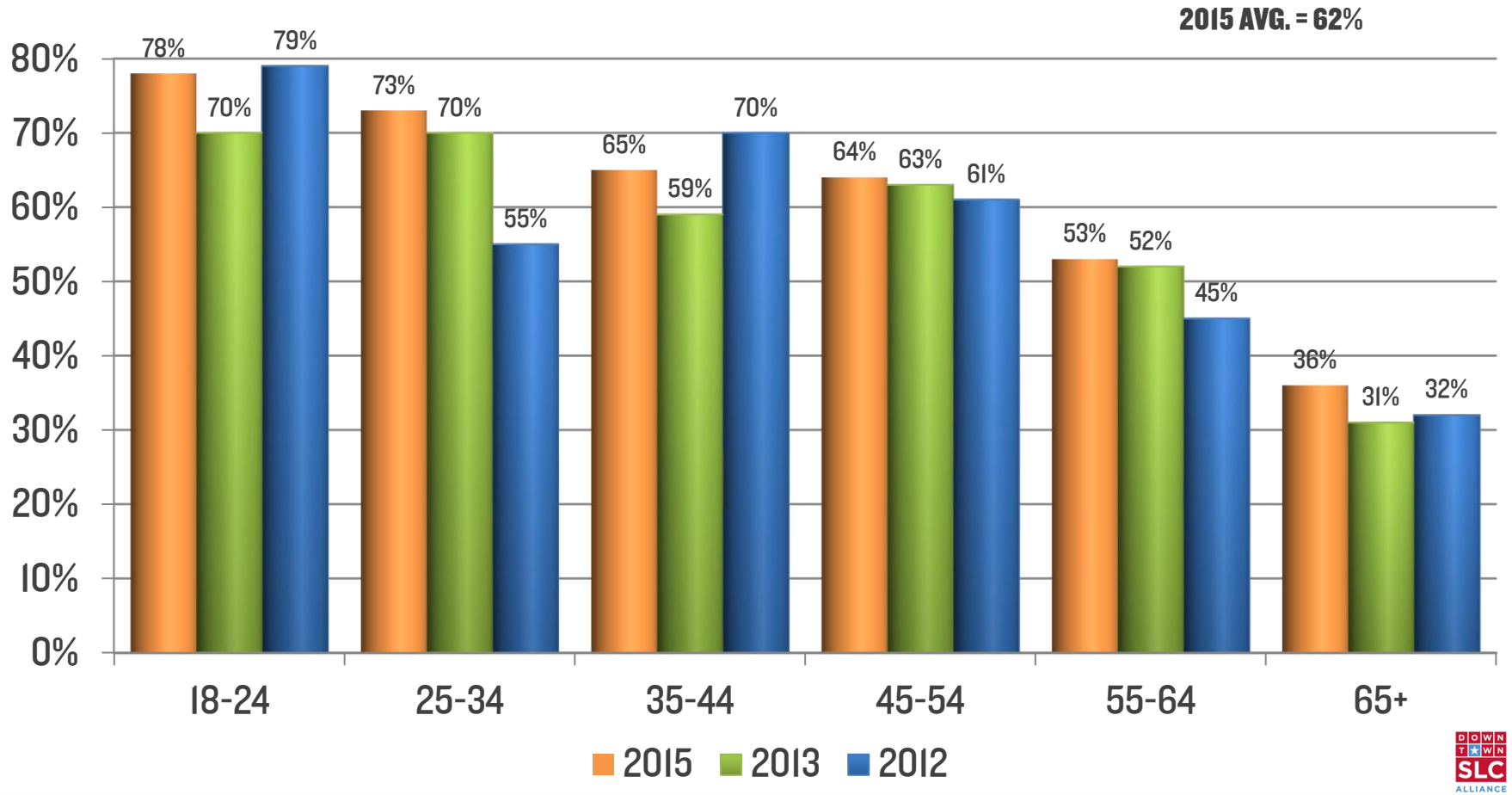


DOWNTOWN SLC ALLIANCE

RICHTER7

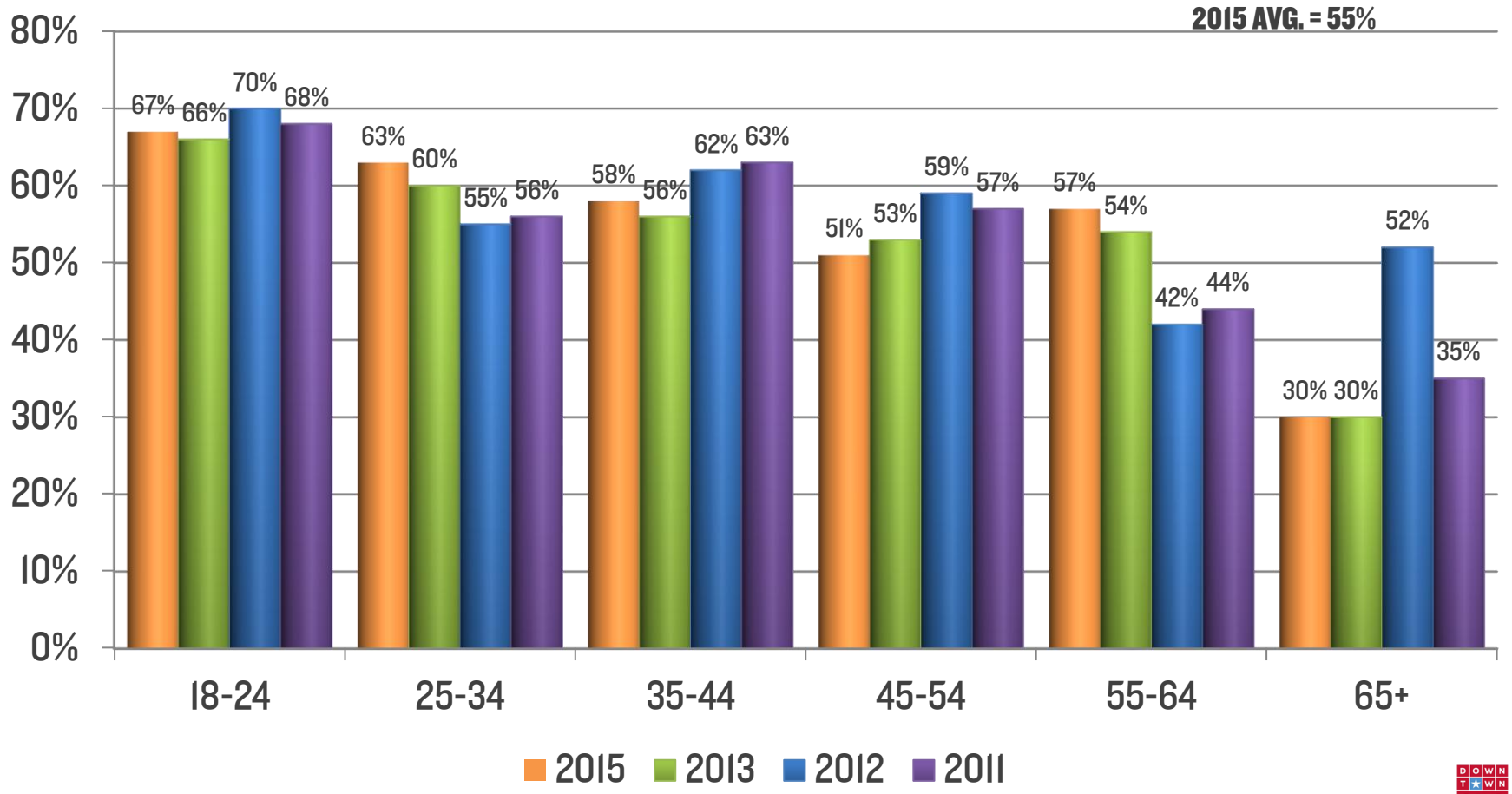
ENTERTAINMENT DOWNTOWN IN LAST 6 MONTHS (BY AGE)

Each age group has seen an increase in visitation for entertainment since 2013. The younger demographic continues to be the most likely to visit for entertainment, with well over 70% of those aged between 18–34 having visited in the last six months.



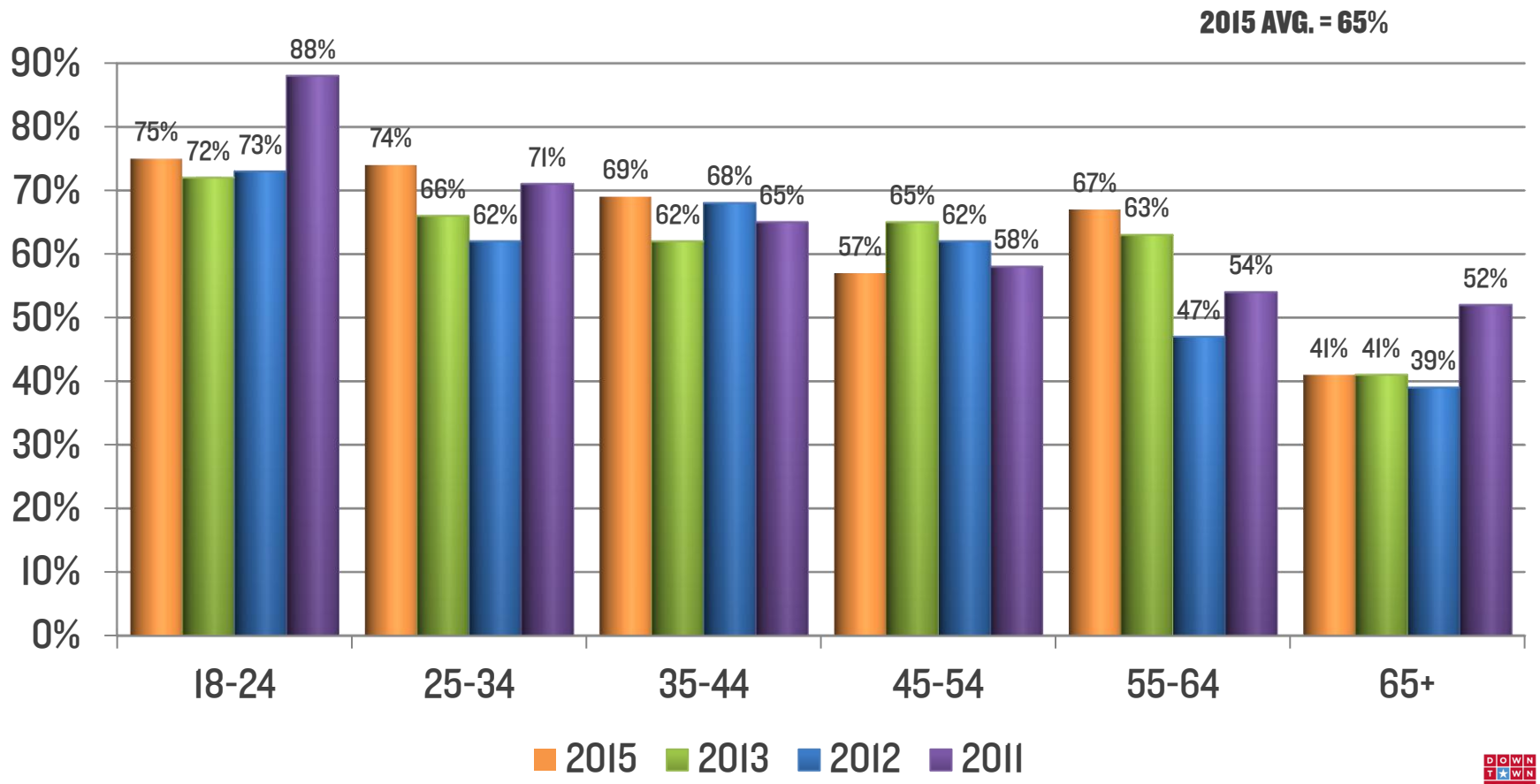
SHOPPING DOWNTOWN IN LAST 6 MONTHS (BY AGE)

The shopping habits of those in the 25-34 and 55-64 age groups has continued to increase since 2012 while the majority of other age groups have seen little fluctuation of the last few years.



DINING DOWNTOWN IN LAST 6 MONTHS (BY AGE)

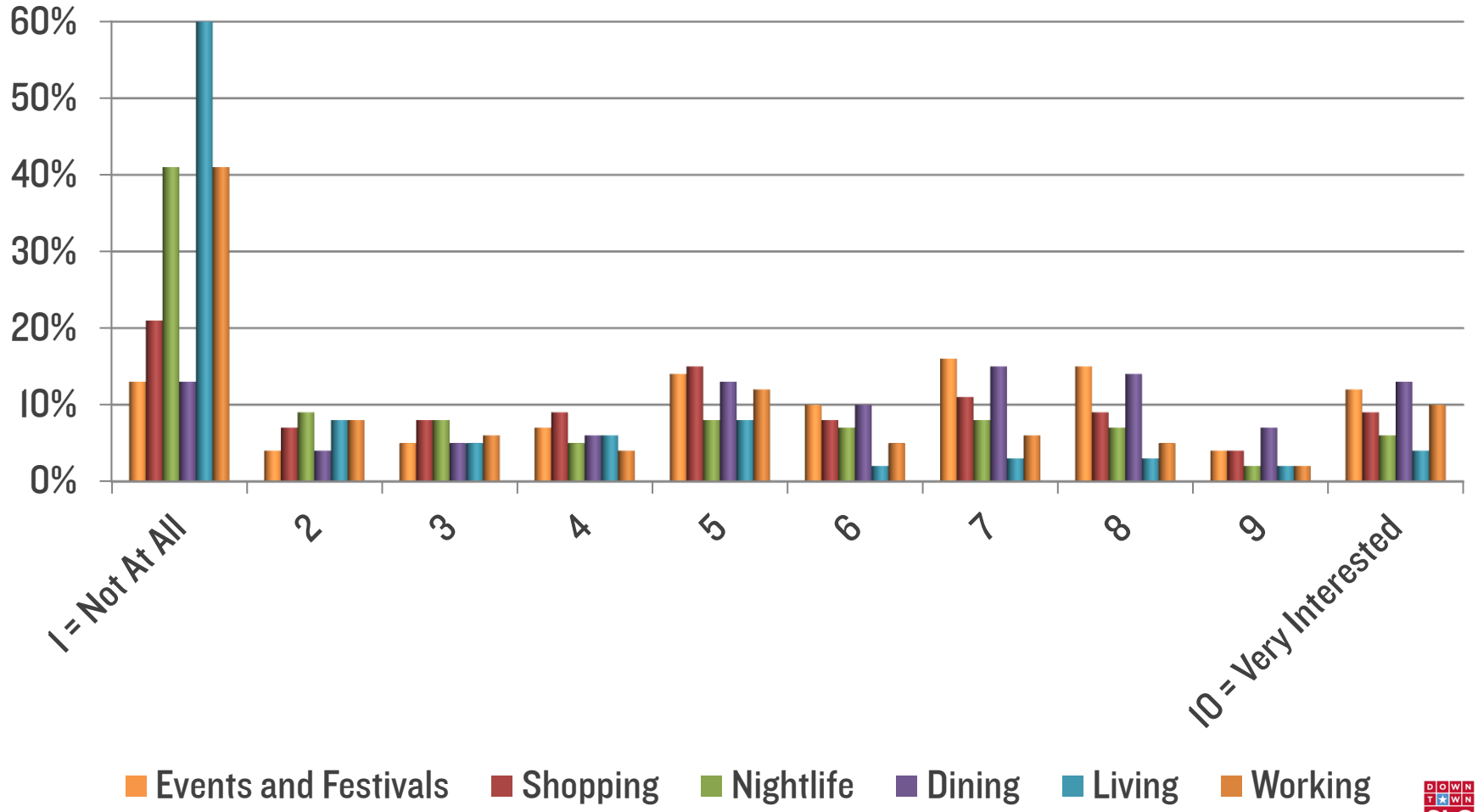
Interest in dining has generally increased across most age groups. The younger demographic (18–44) has seen the largest increase, while the older demographics' interest has remained steady.



DOWNTOWN SLC ALLIANCE

HOW INTERESTED ARE YOU IN THE FOLLOWING ACTIVITIES IN DOWNTOWN SALT LAKE?

Respondents were asked to rate their interest level on a scale from 1 to 10 for the following activities in downtown Salt Lake.

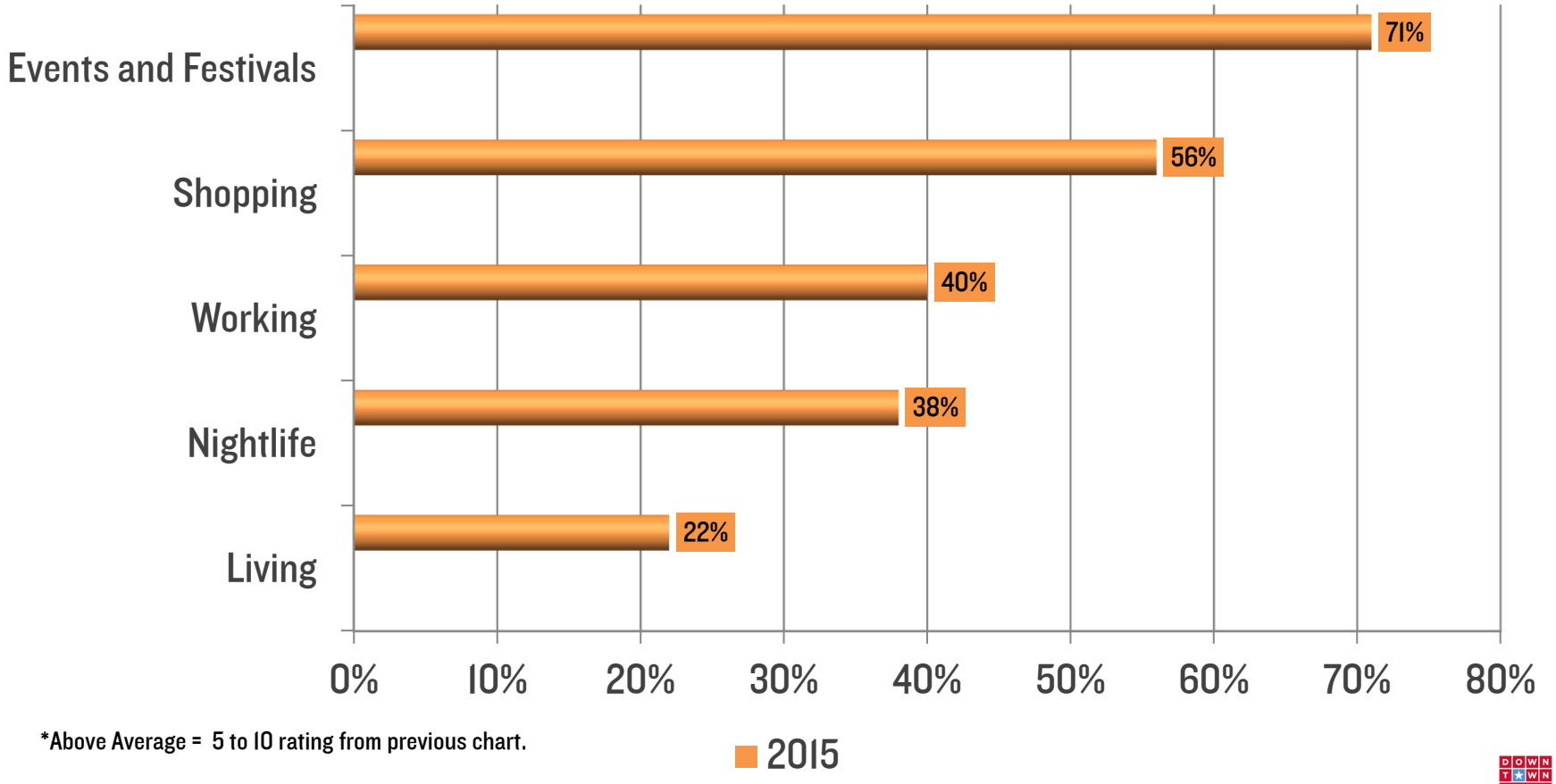


DOWNTOWN SLC ALLIANCE

RICHTER7

THE PERCENTAGES BELOW SHOWED AN ABOVE AVERAGE* INTEREST IN THE FOLLOWING CATEGORIES

Respondents were asked to rank activities they were most interested in relating to Downtown Salt Lake. Activities likely not found near their homes scored the highest, while those tied to work or living scored much lower.



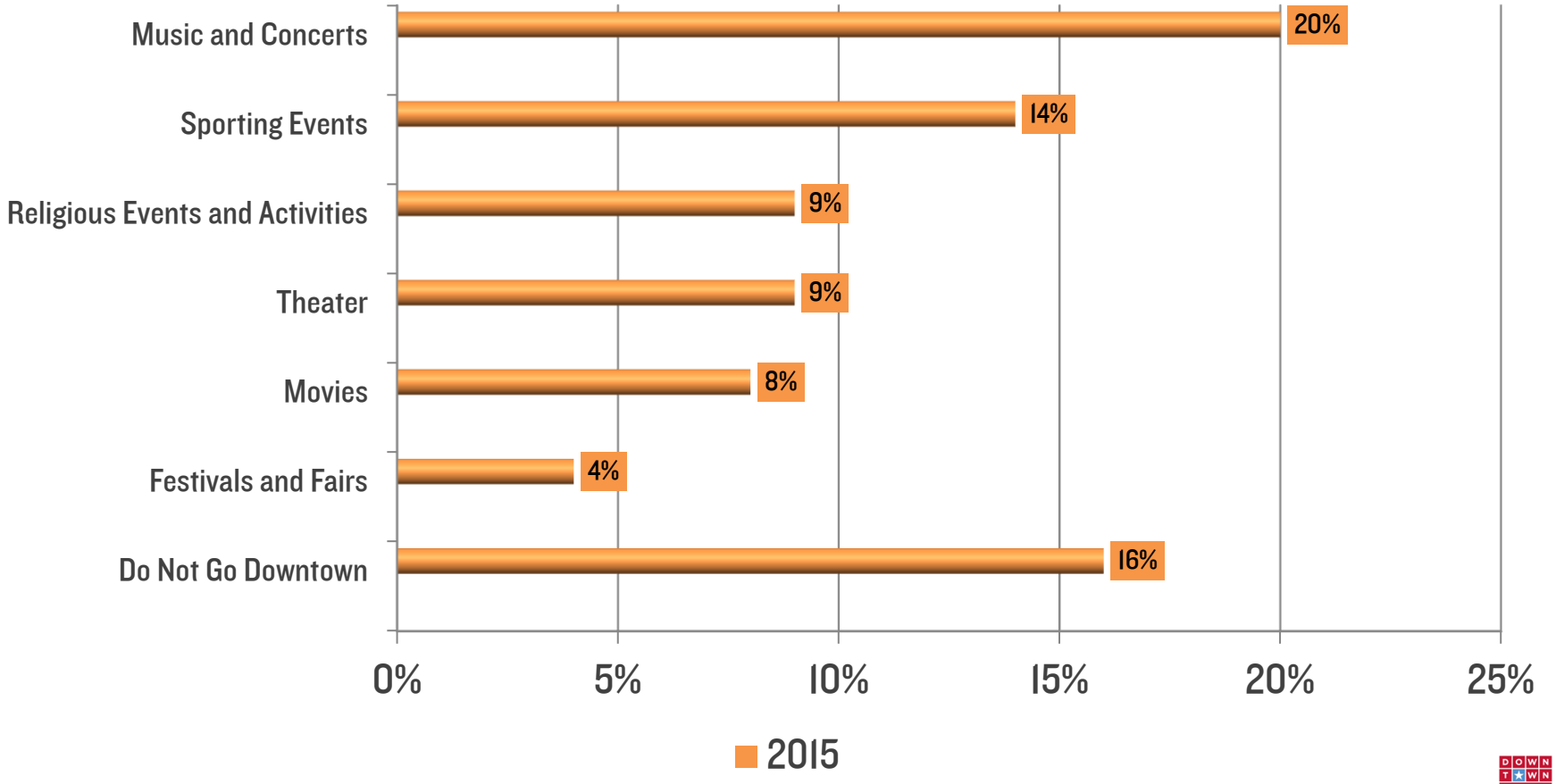
*Above Average = 5 to 10 rating from previous chart.

DOWNTOWN SLC ALLIANCE

RICHTER7

ASIDE FROM SHOPPING AND DINING, WHAT ENTERTAINMENT EVENTS DO YOU TYPICALLY ATTEND DOWNTOWN?

When shopping and dining were removed from an option, respondents ranked other activities much lower than in the previous question.



DOWNTOWN SLC ALLIANCE

RICHTER7

WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES WHY YOU TYPICALLY ATTEND ENTERTAINMENT EVENTS DOWNTOWN?

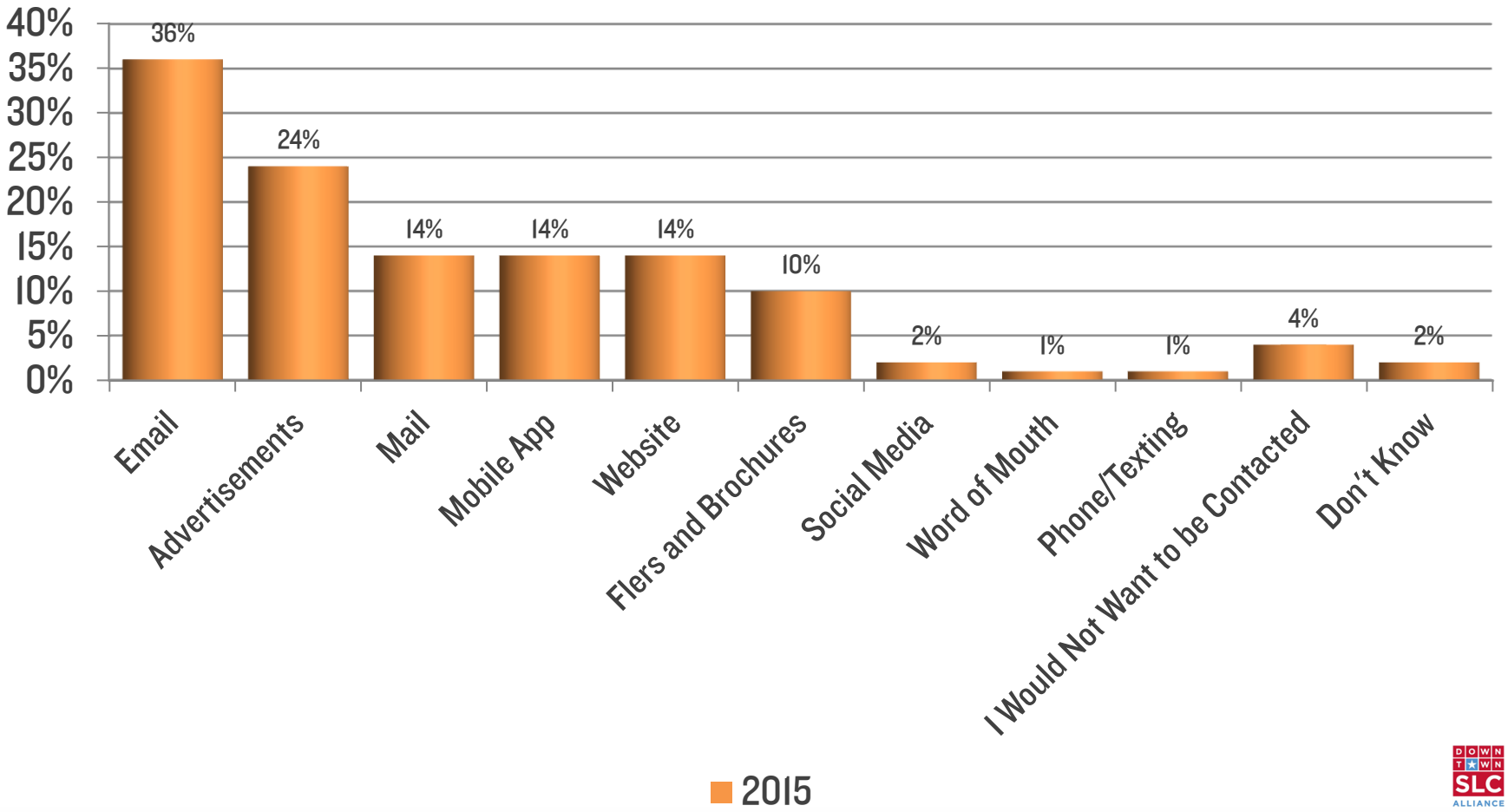
Providing unique entertainment/events, as well as providing more options tied to a Downtown visit, provide the greatest appeal.

DOWNTOWN SLC ALLIANCE

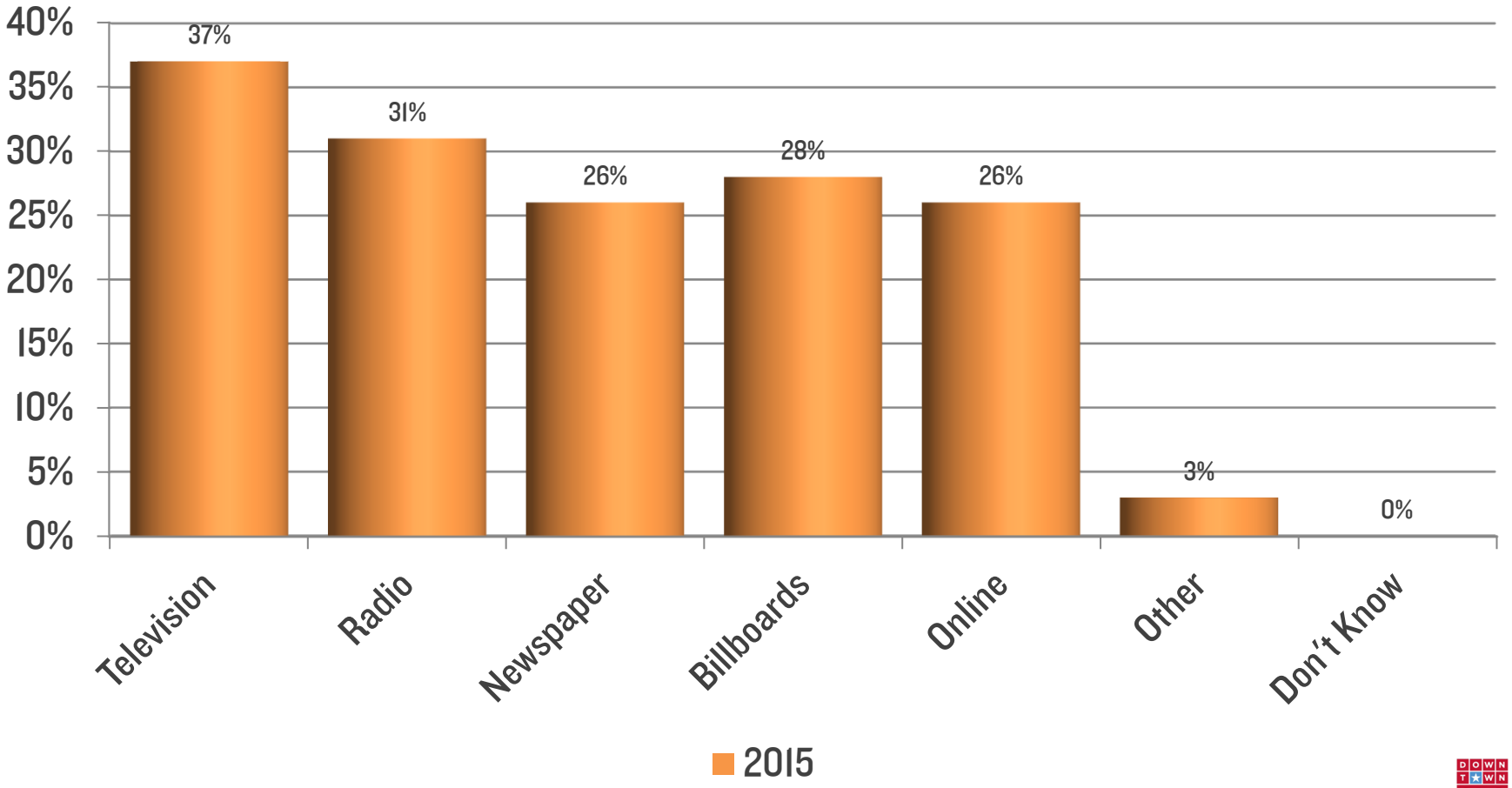
RICHTER7

WHICH OF THE FOLLOWING WOULD BE THE BEST WAY TO COMMUNICATE WITH YOU ABOUT ENTERTAINMENT OPTIONS AND EVENTS IN DOWNTOWN SALT LAKE CITY?

A new question to the 2015 survey, respondents said a combination of Email (36%) and Paid Advertisements (24%) would be the best way to keep them informed of what is going on Downtown. Surprisingly, only 2% of respondents stated Social Media.

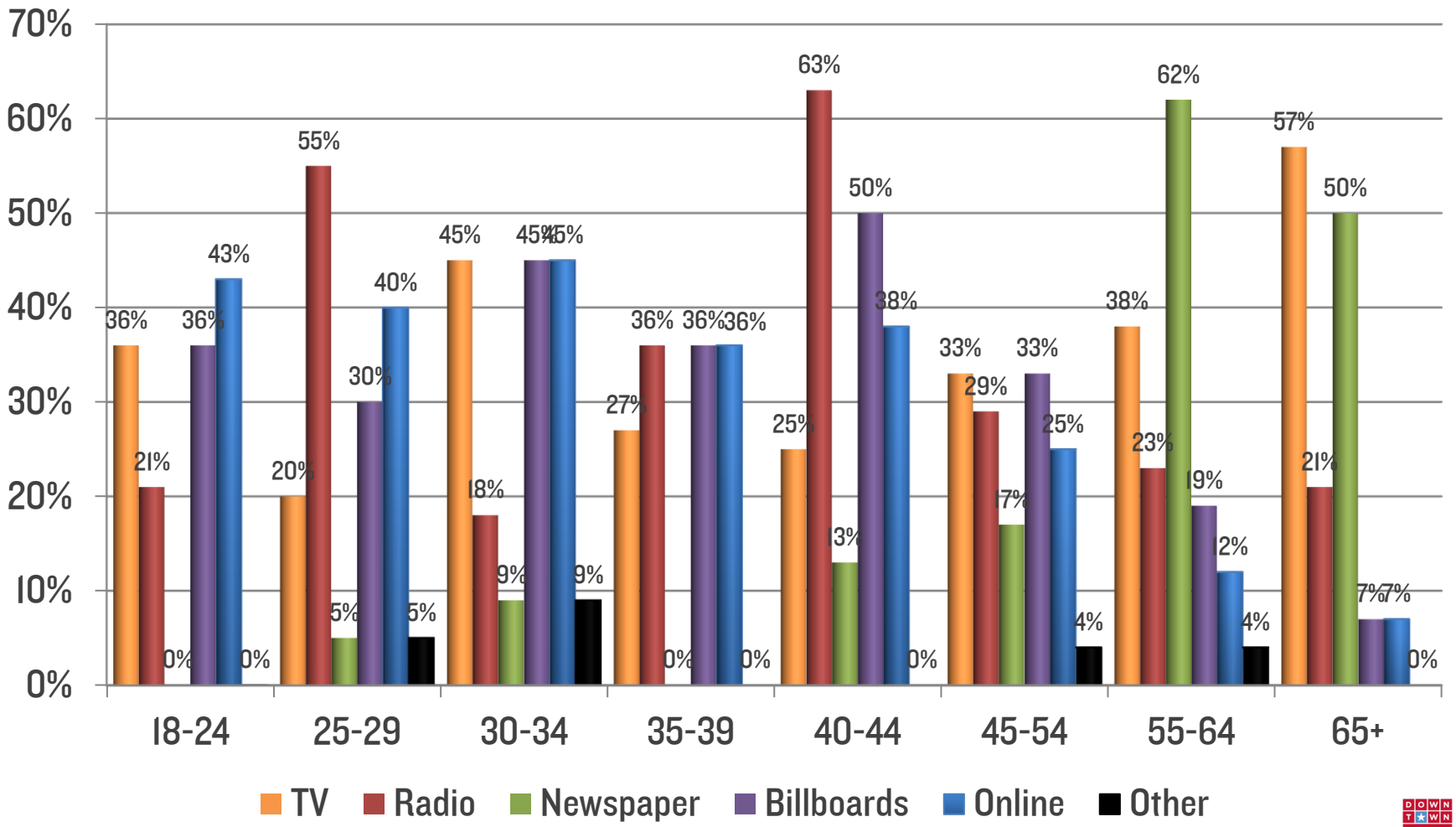


IF "ADVERTISEMENTS": WHICH OF THE FOLLOWING SOURCES WOULD BE THE BEST WAY TO ADVERTISE THOSE ENTERTAINMENT OPTIONS AND EVENTS IN DOWNTOWN SALT LAKE CITY?

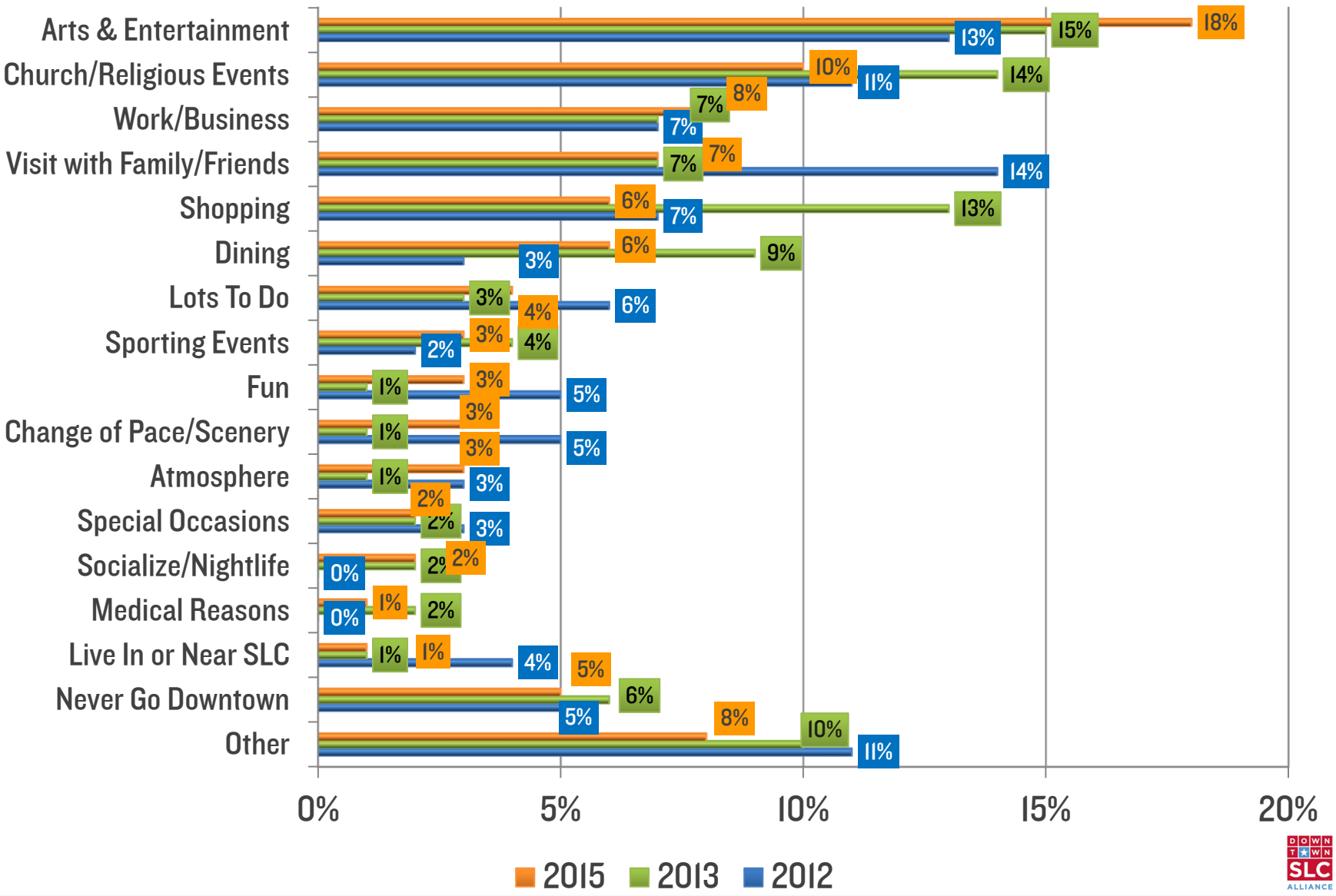


RICHTER7

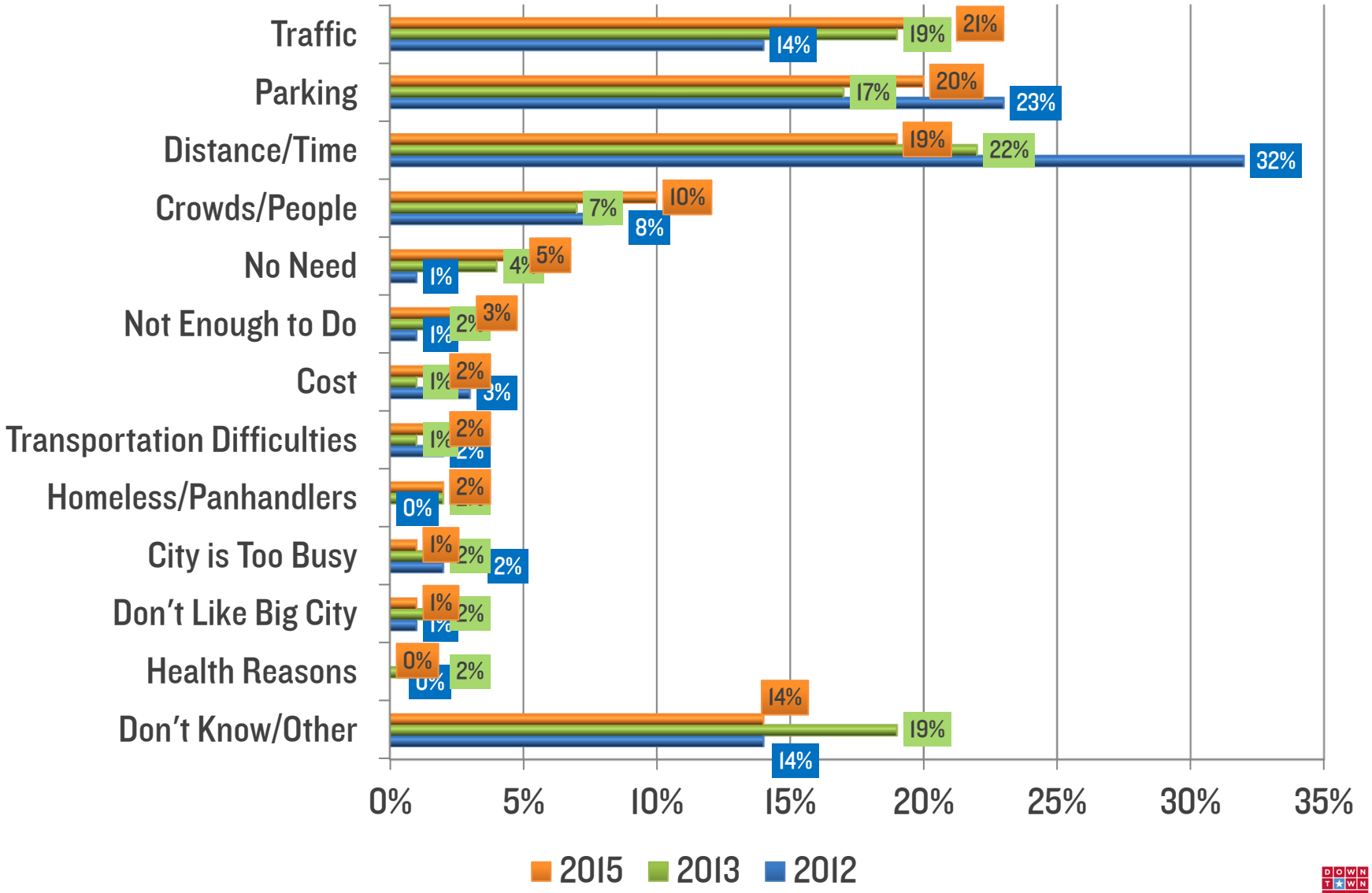
WHAT ARE THE BEST WAYS TO ADVERTISE ENTERTAINMENT OPTIONS AND EVENTS IN DOWNTOWN SALT LAKE? (BY AGE)



BIGGEST MOTIVATIONS/REASONS FOR COMING DOWNTOWN

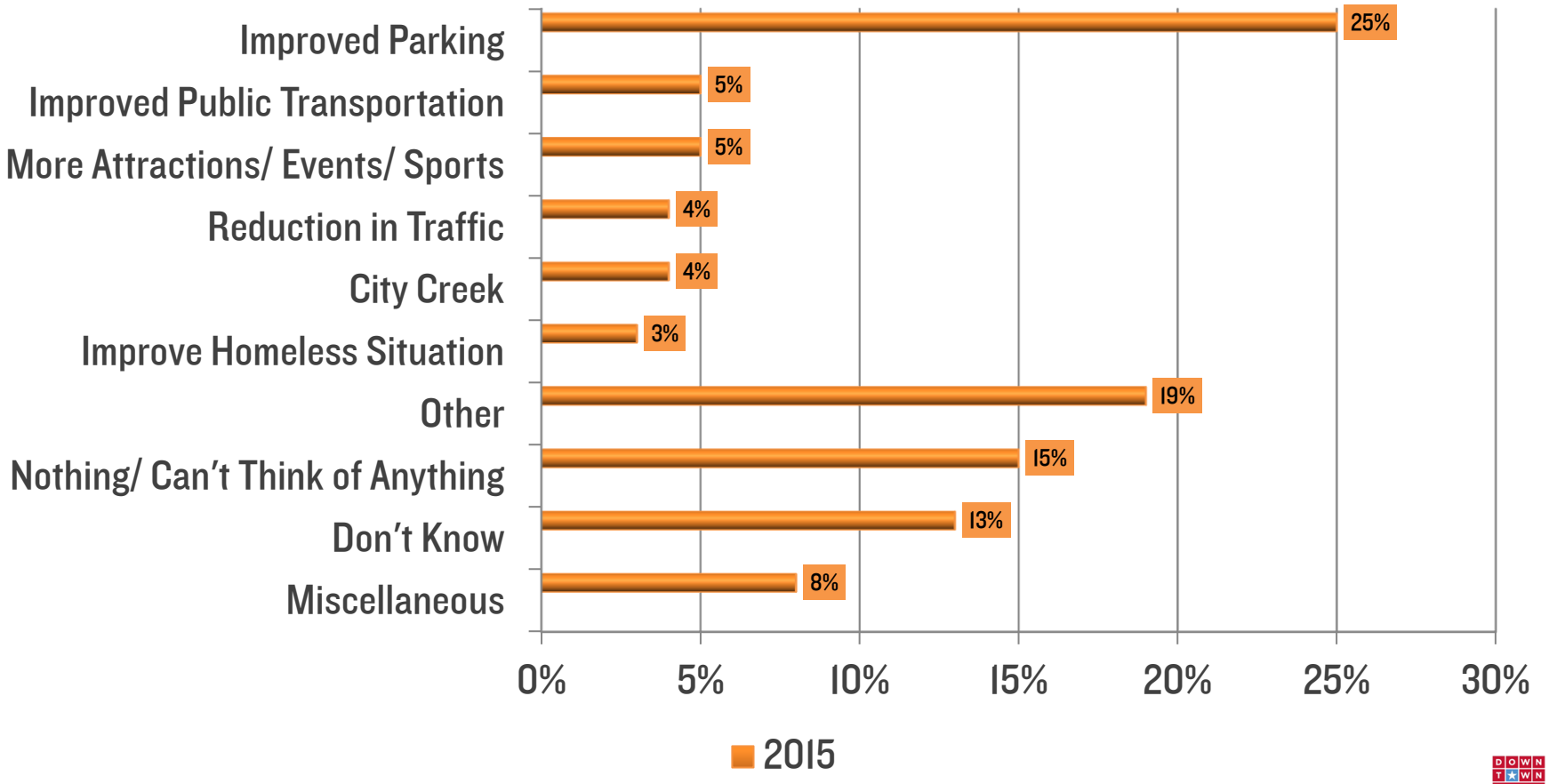


BIGGEST DETERRENTS/REASONS AGAINST COMING DOWNTOWN



NAME ONE CHANGE, IMPROVEMENT, OR ADDITION TO DOWNTOWN SALT LAKE THAT WOULD MAKE YOU WANT TO COME DOWNTOWN MORE OFTEN.

As in previous questions, the parking situation in Downtown was cited as the greatest barrier or area needing improvement.

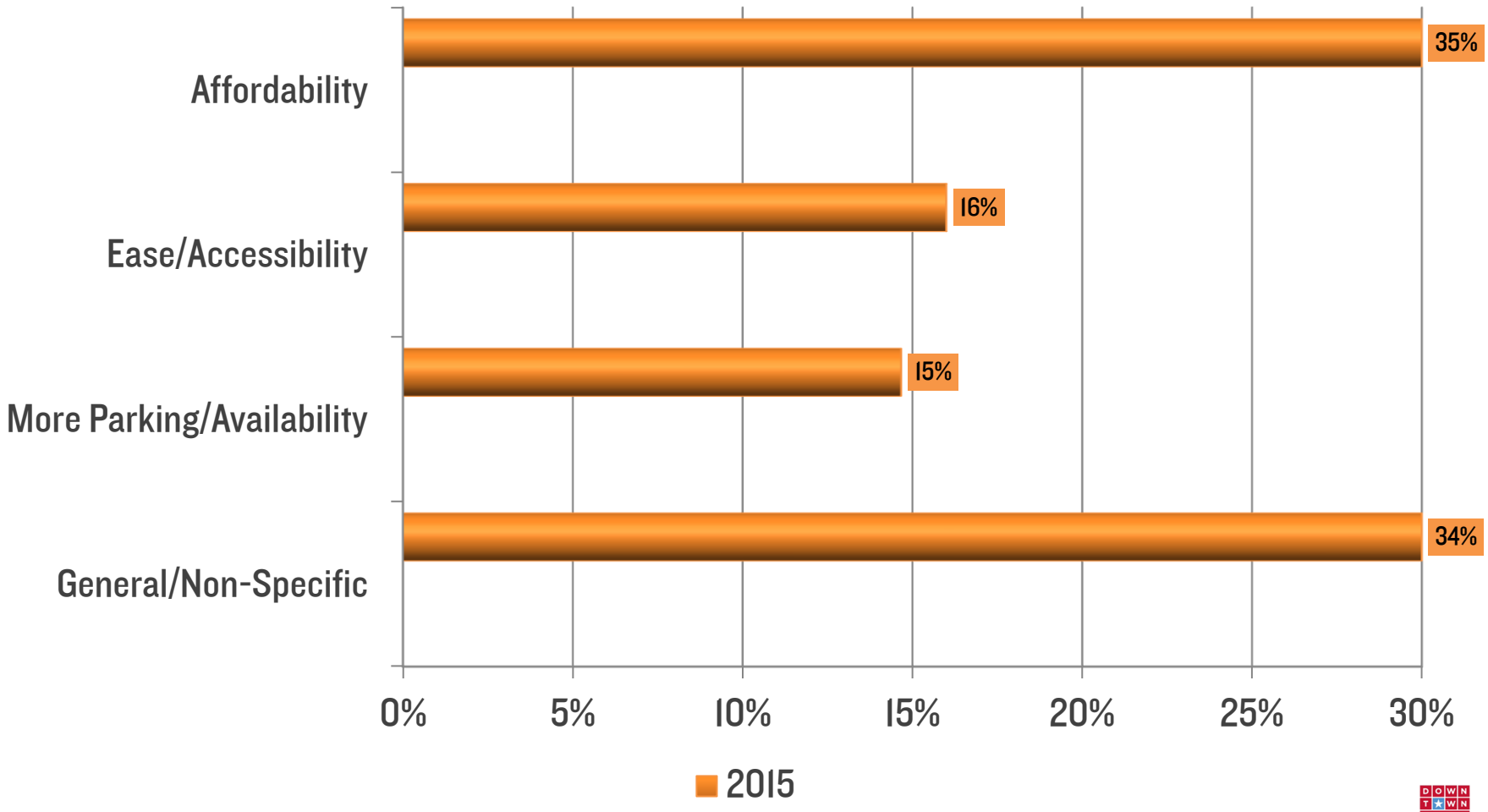


DOWNTOWN SLC ALLIANCE

RICHTER7

SPECIFIC IMPROVEMENTS TO PARKING

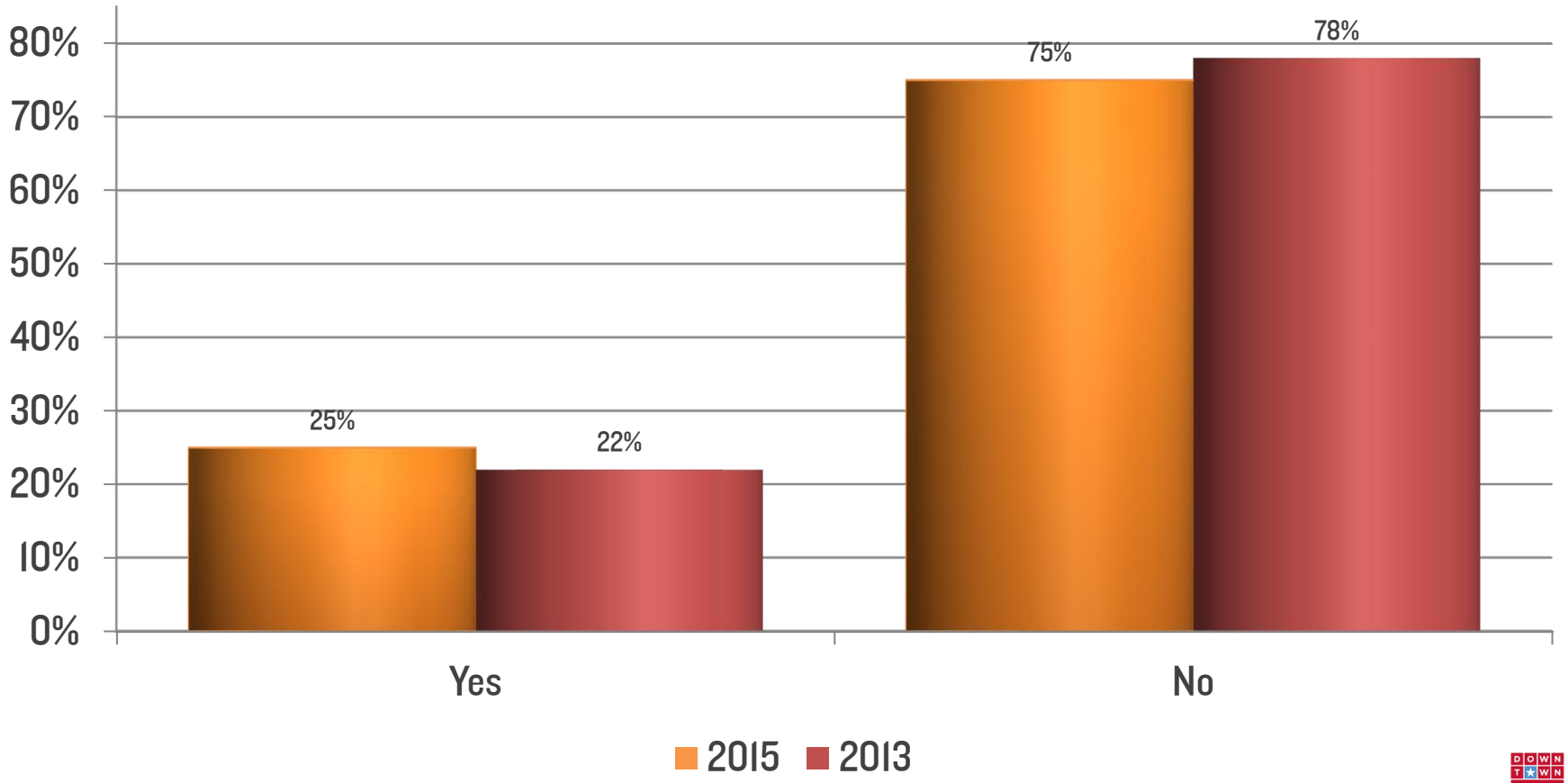
Of those who mentioned "parking" as the one change/improvement that would increase interest in Downtown, these were the suggested improvements.



RICHTER7

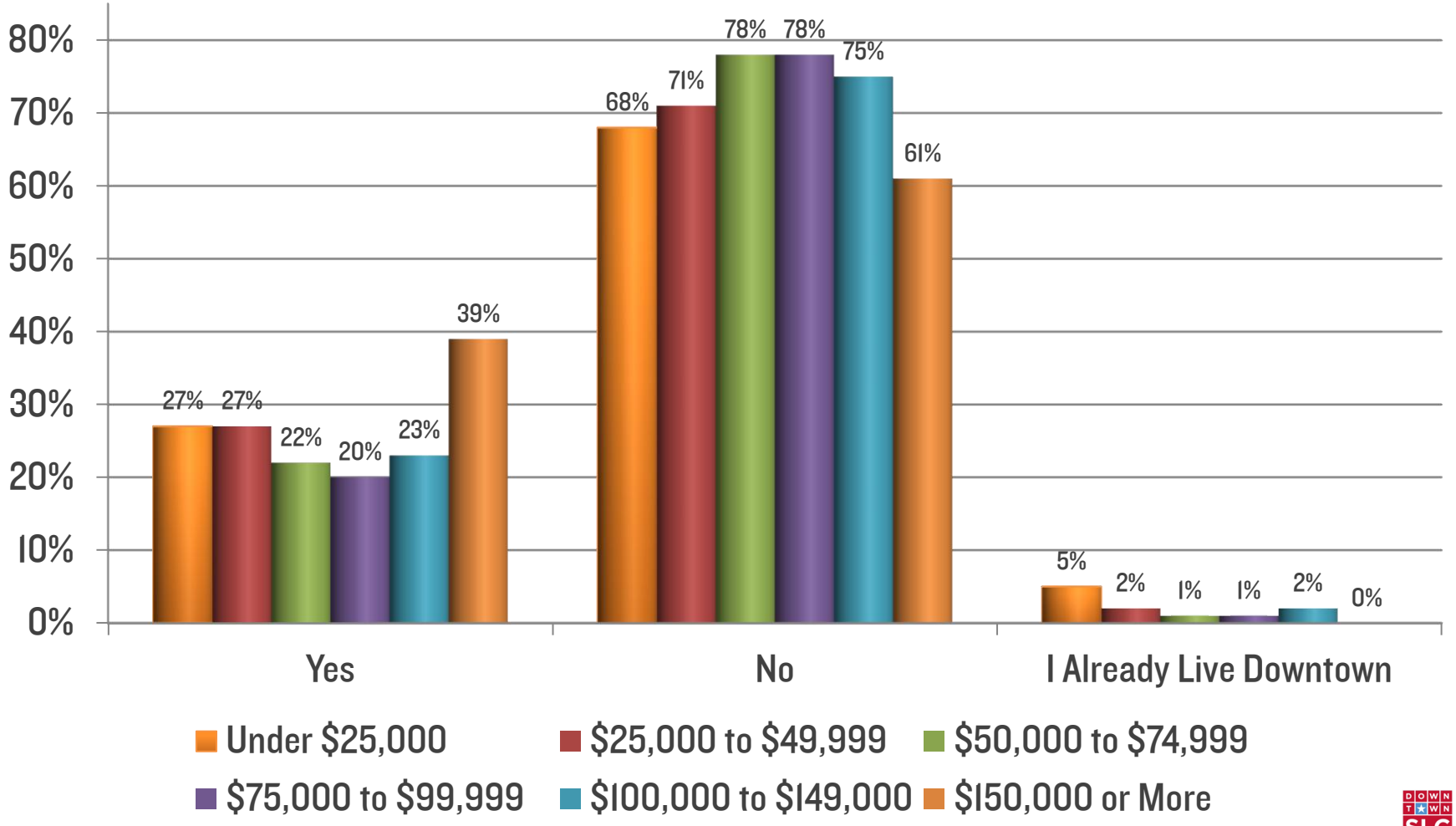
WOULD YOU CONSIDER LIVING DOWNTOWN?

By almost a three-fourths majority, respondents said they would not consider living Downtown; however, this total is up 3% from 2013.



WOULD YOU CONSIDER LIVING DOWNTOWN? (BY INCOME)

The affluent audience (HHI $150,000+) are much more likely to consider living Downtown than other groups.

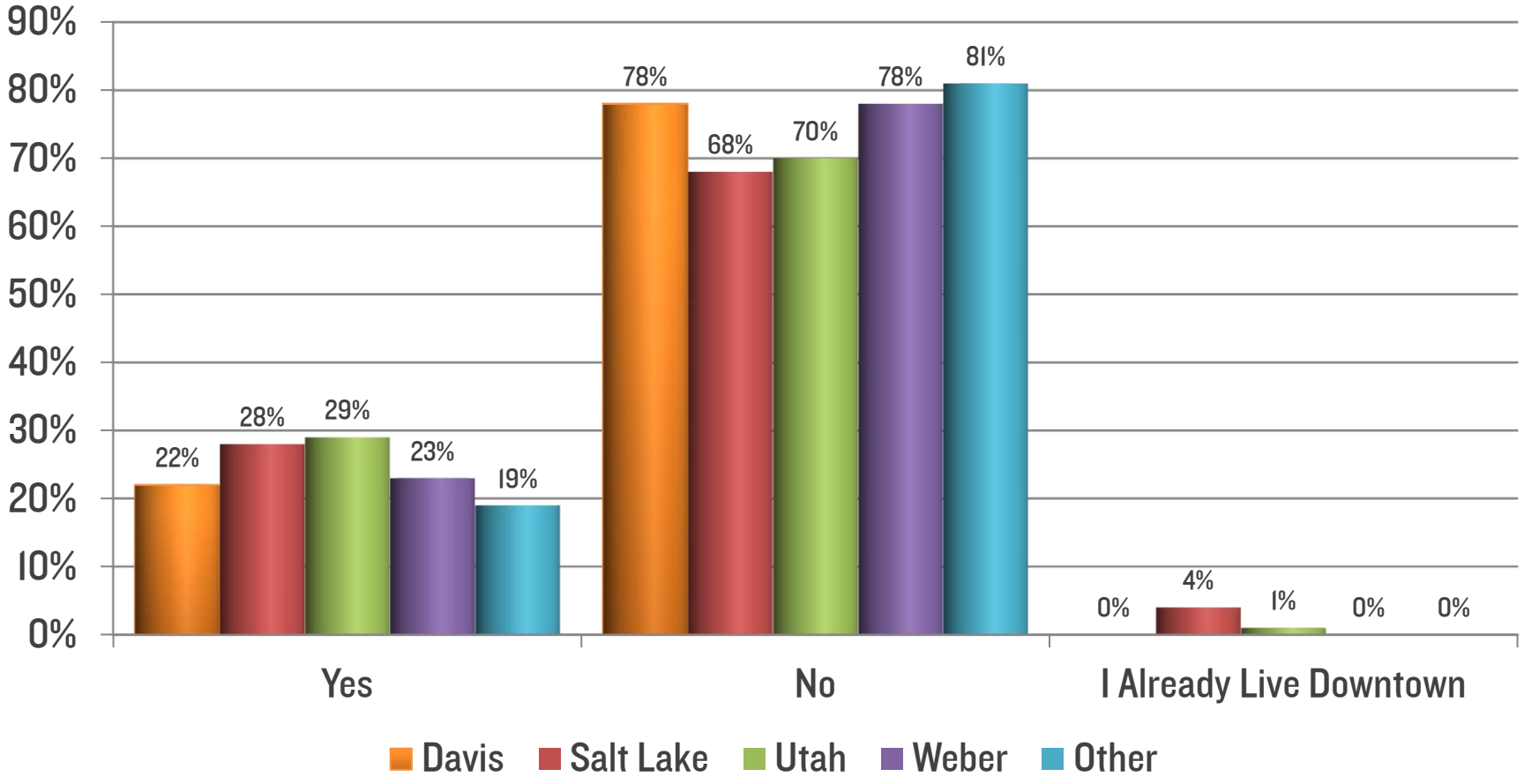


DOWNTOWN SLC ALLIANCE

RICHTER7

WOULD YOU CONSIDER LIVING DOWNTOWN? (BY COUNTY)

Interestingly, respondents in Utah County are as likely to be interested in living Downtown as residents of Salt Lake County; likely a result of people commuting to/from Utah County.

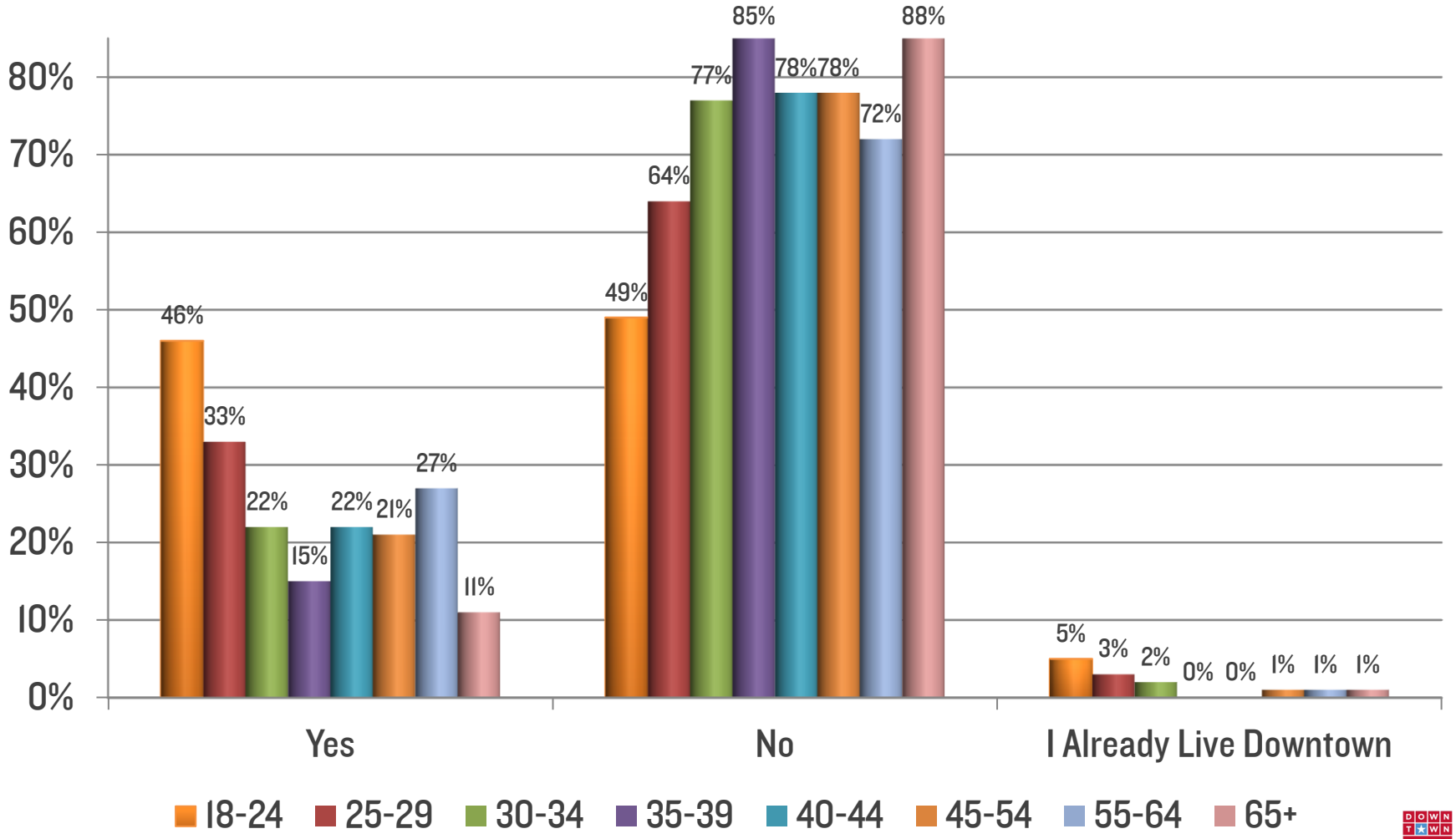


DOWNTOWN SLC ALLIANCE

RICHTER7

WOULD YOU CONSIDER LIVING DOWNTOWN? (AGE)

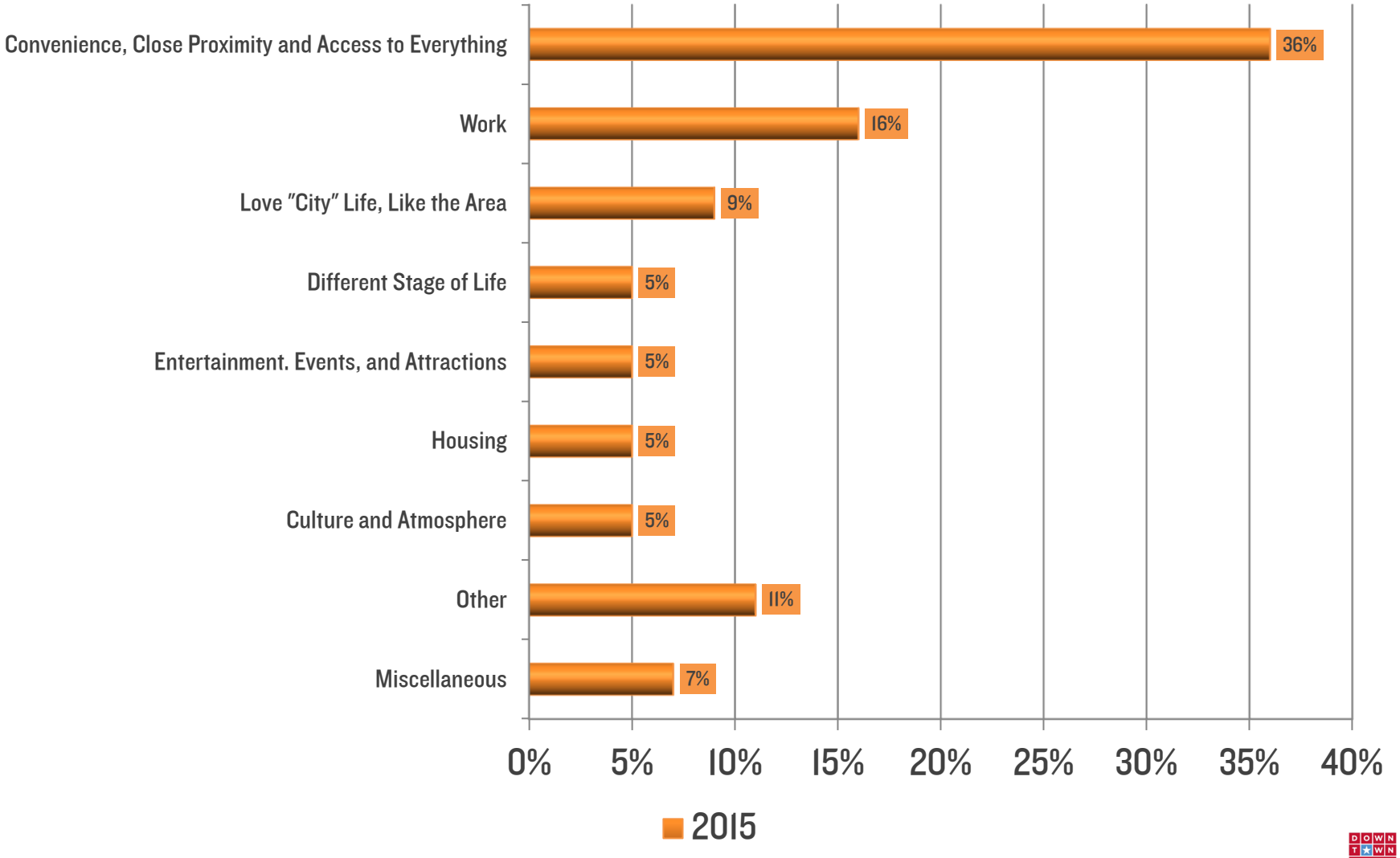
Almost half (46%) of Adults 18-24 would consider living Downtown. The next highest segment are Adults 25-29 at 33%.



DOWNTOWN SLC ALLIANCE

RICHTER7

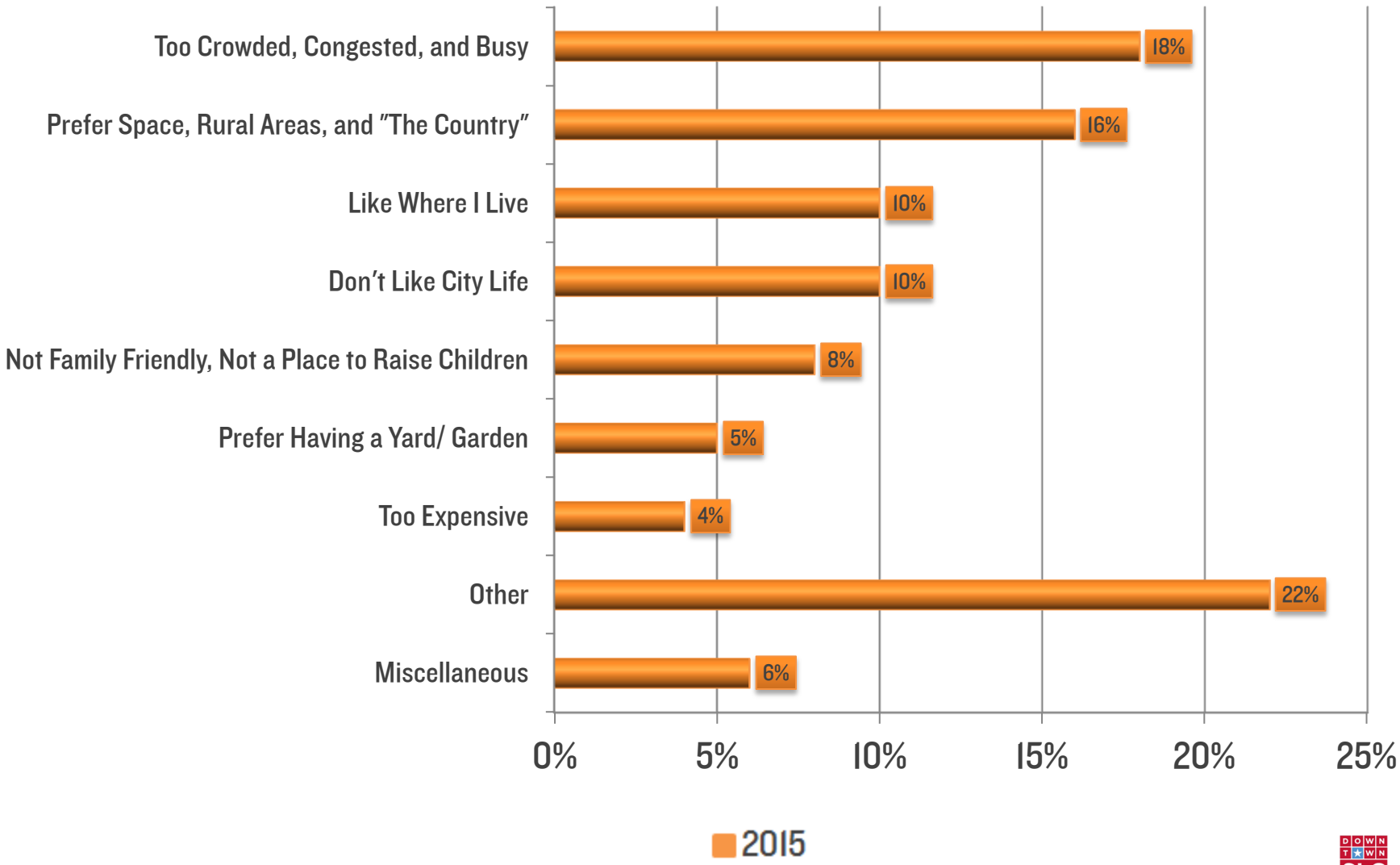
IF "YES": WHY WOULD YOU CONSIDER LIVING DOWNTOWN?



DOWNTOWN SLC ALLIANCE

RICHTER7

IF "NO": WHY WOULD YOU NOT CONSIDER LIVING DOWNTOWN?

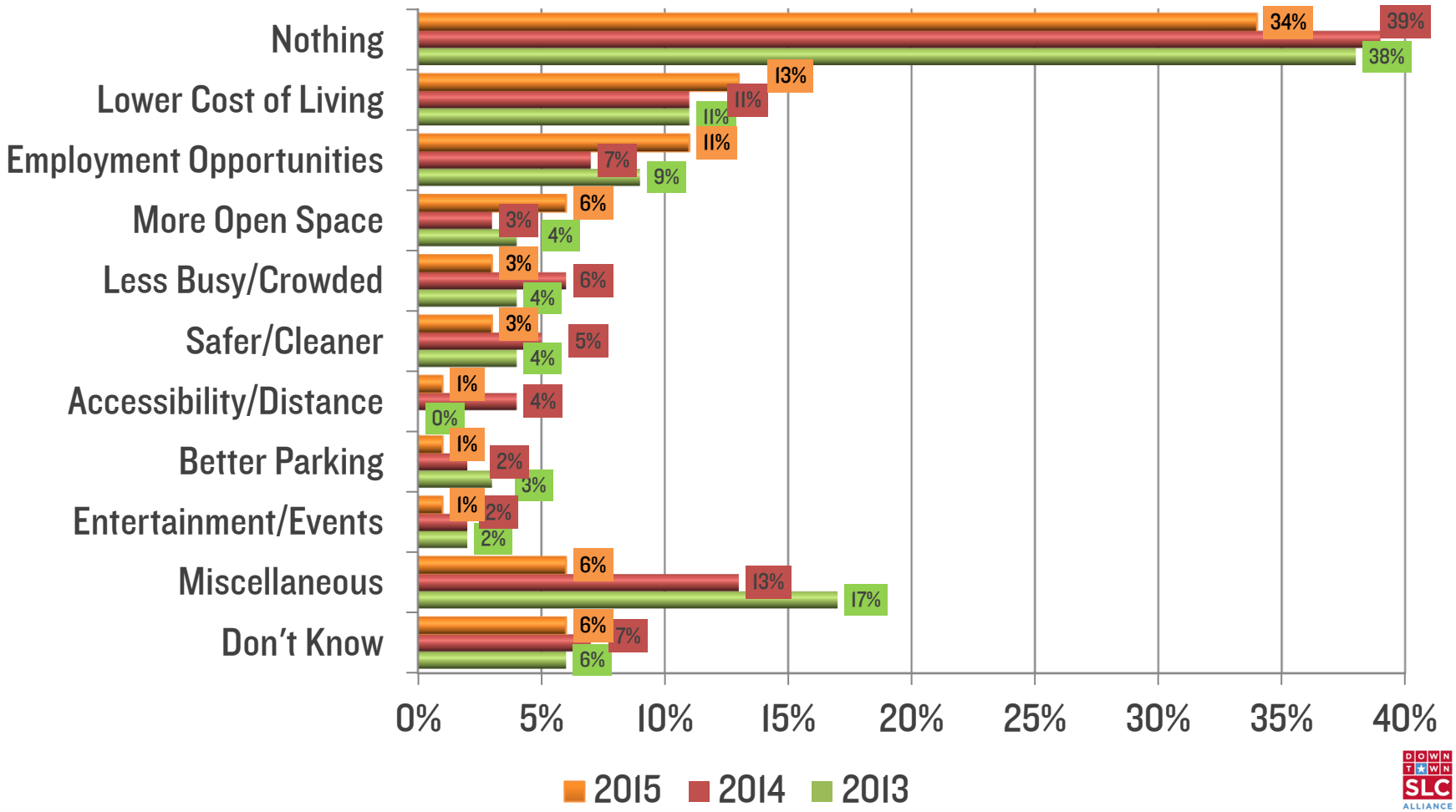


DOWNTOWN SLC ALLIANCE

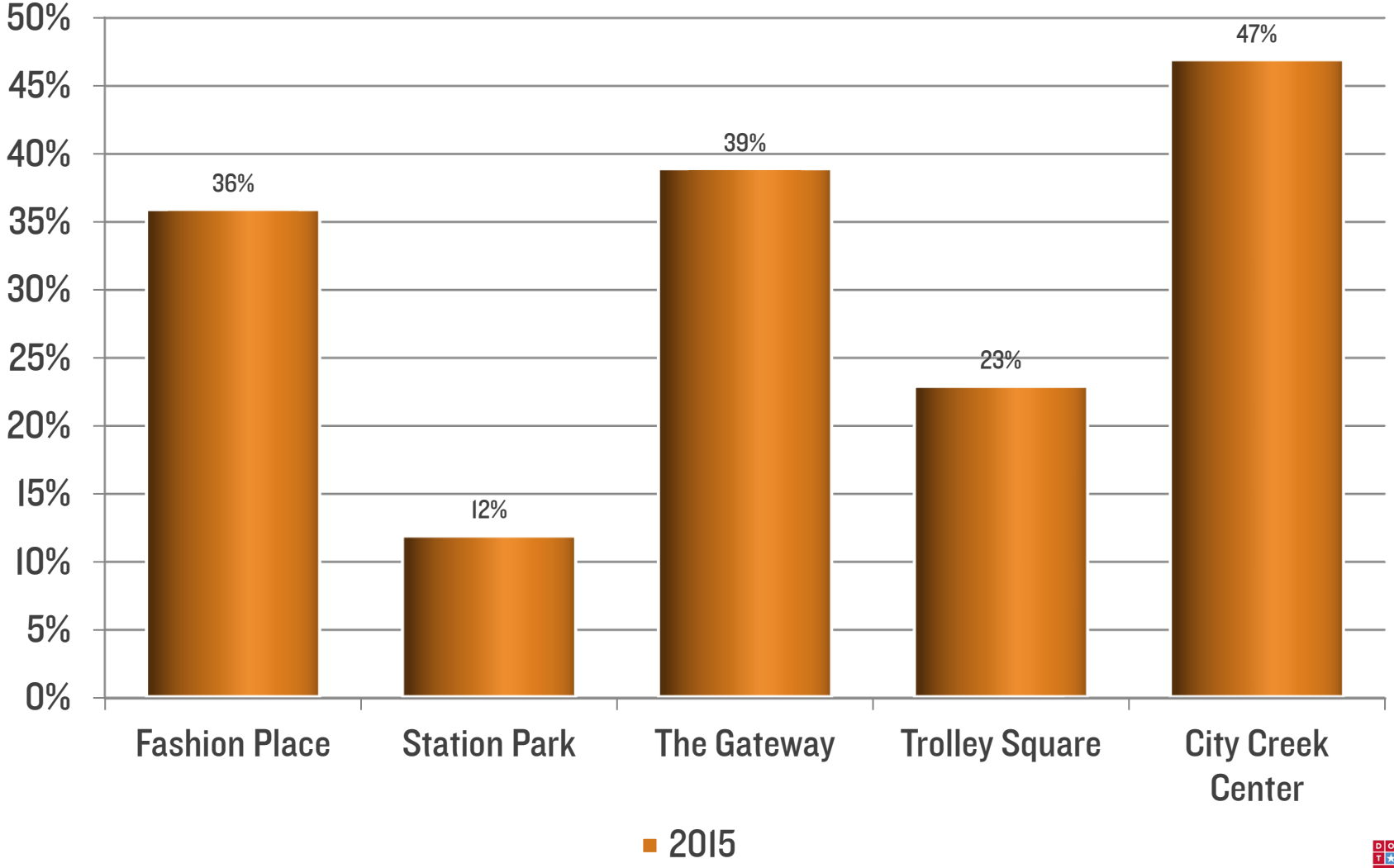
RICHTER7

WHAT WOULD INCREASE YOUR INTEREST IN LIVING DOWNTOWN?

Although several answers were provided that would increase interest in living Downtown, 34% still said nothing would change their mind. Of the suggestions for increasing interest, employment and a lower cost of living remained the most common.



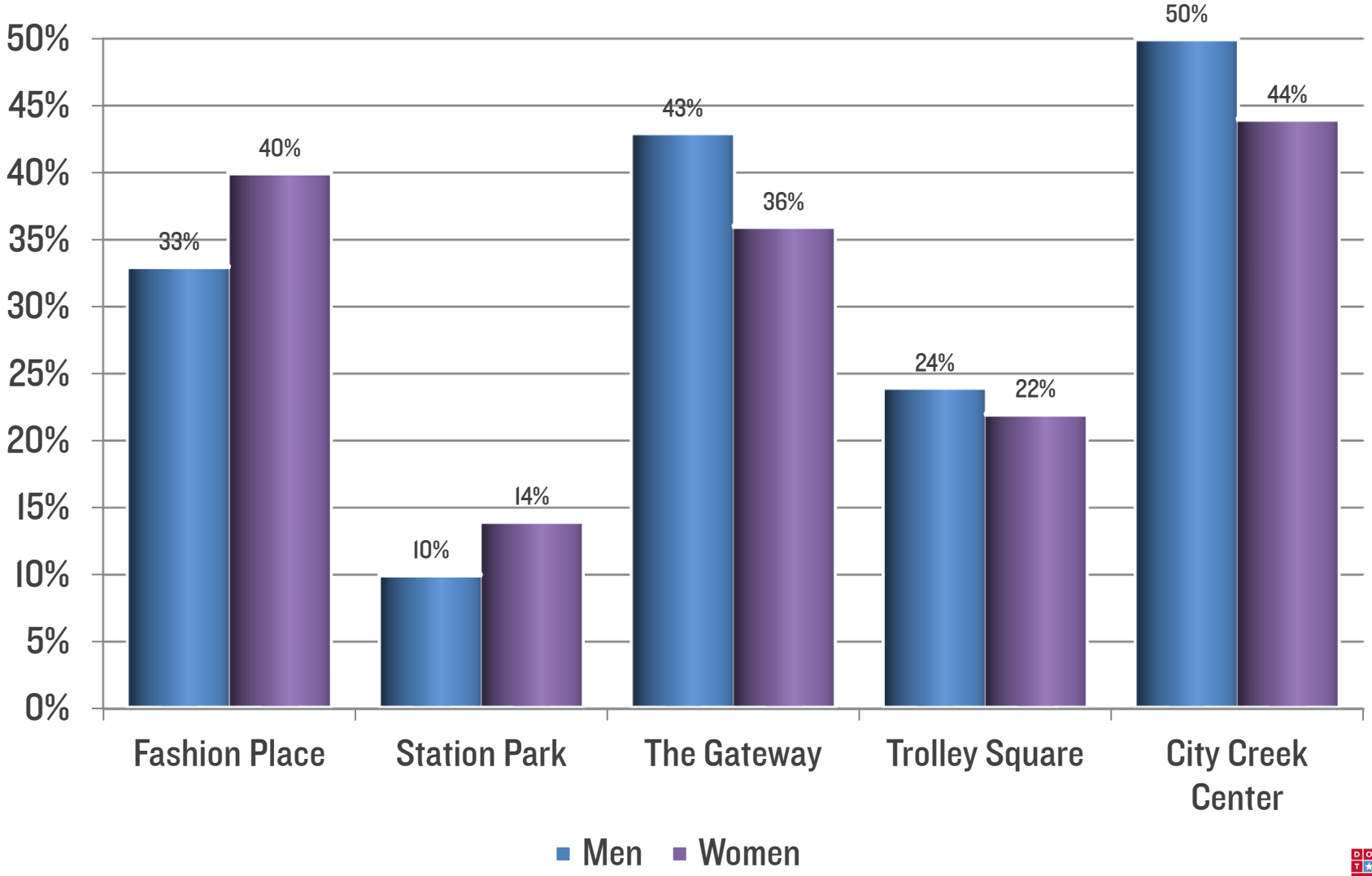
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH?



DOWNTOWN SLC ALLIANCE

RICHTER7

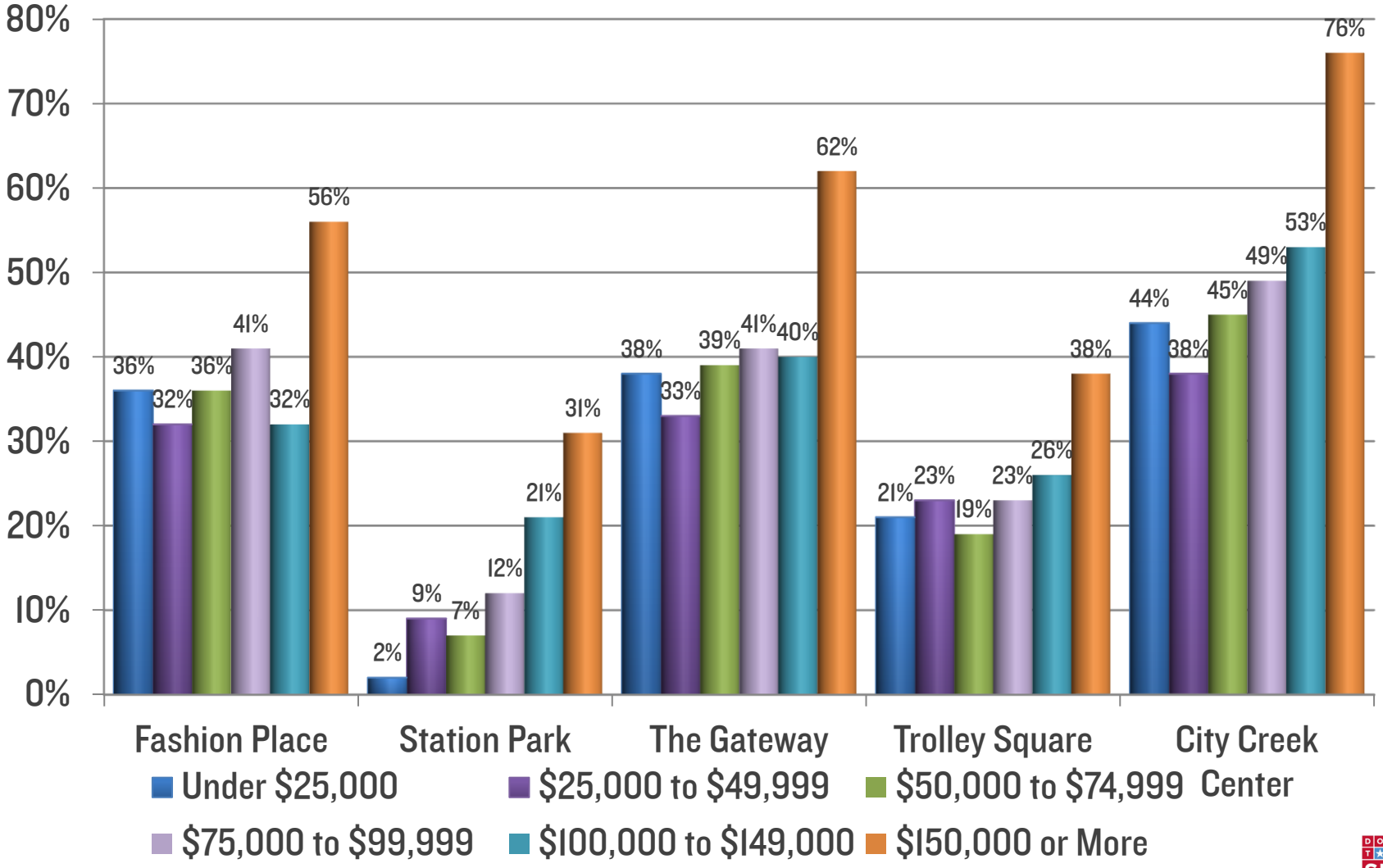
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY GENDER)



DOWNTOWN SLC ALLIANCE

RICHTER7

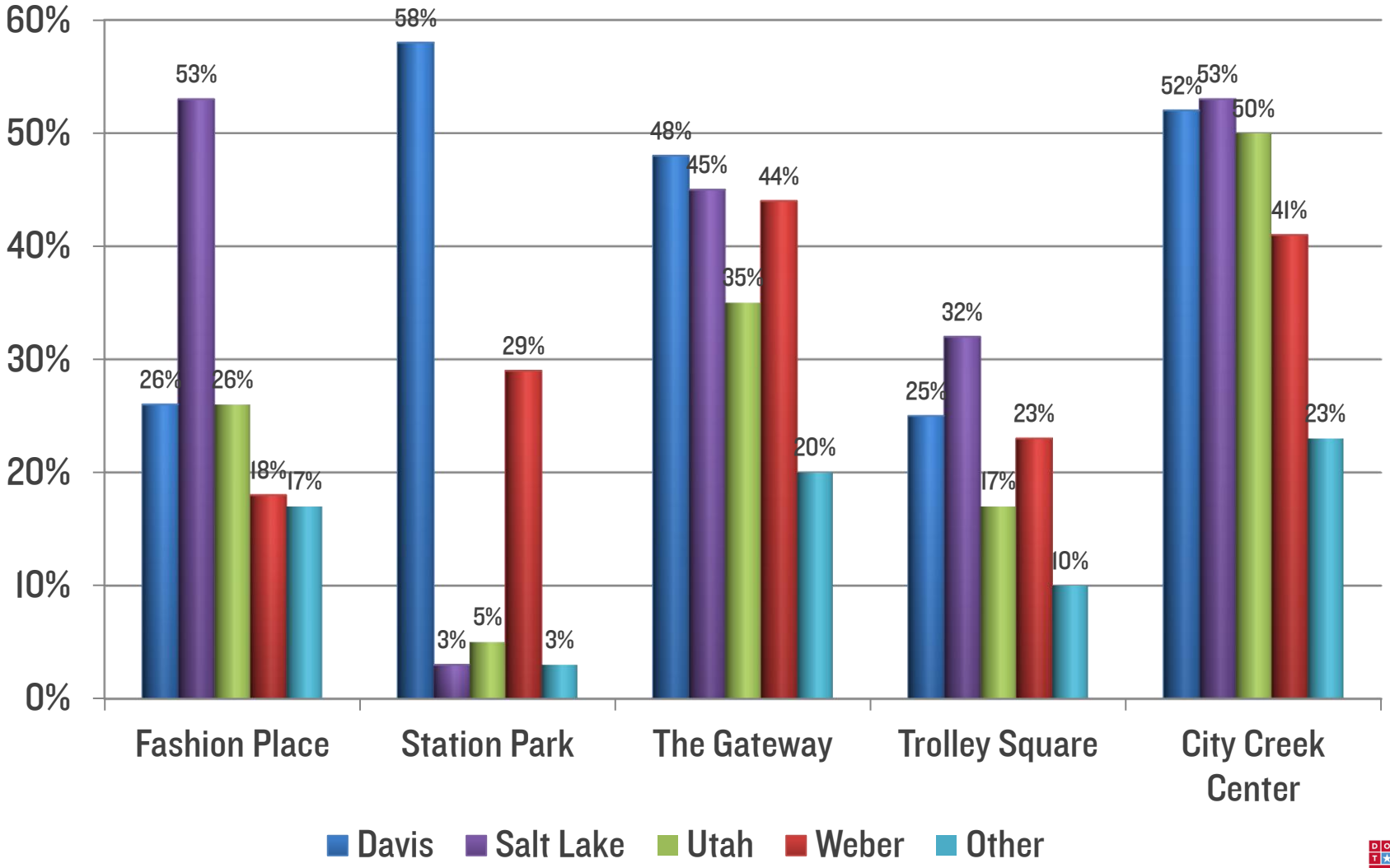
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY INCOME)



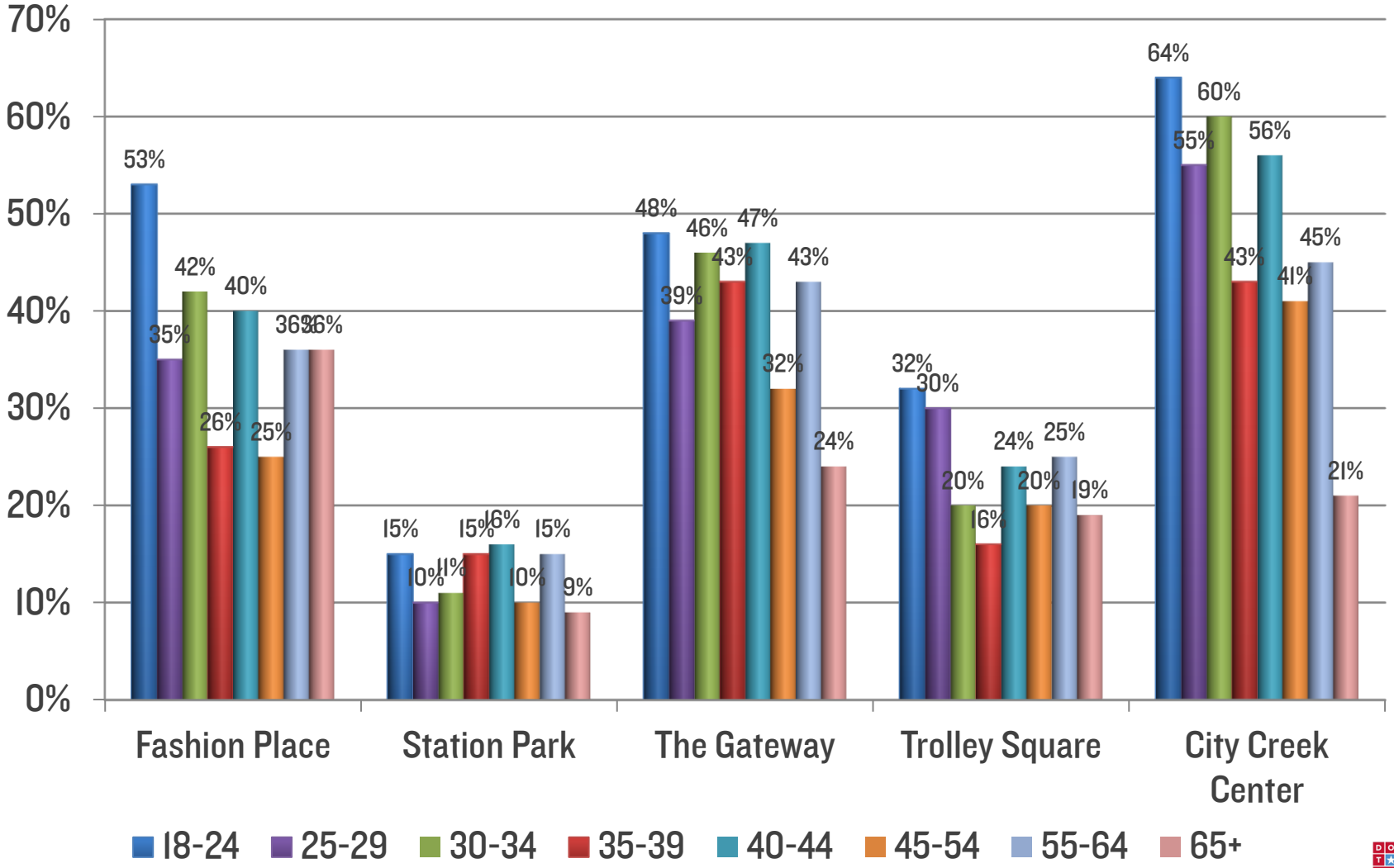
DOWNTOWN SLC ALLIANCE

RICHTER7

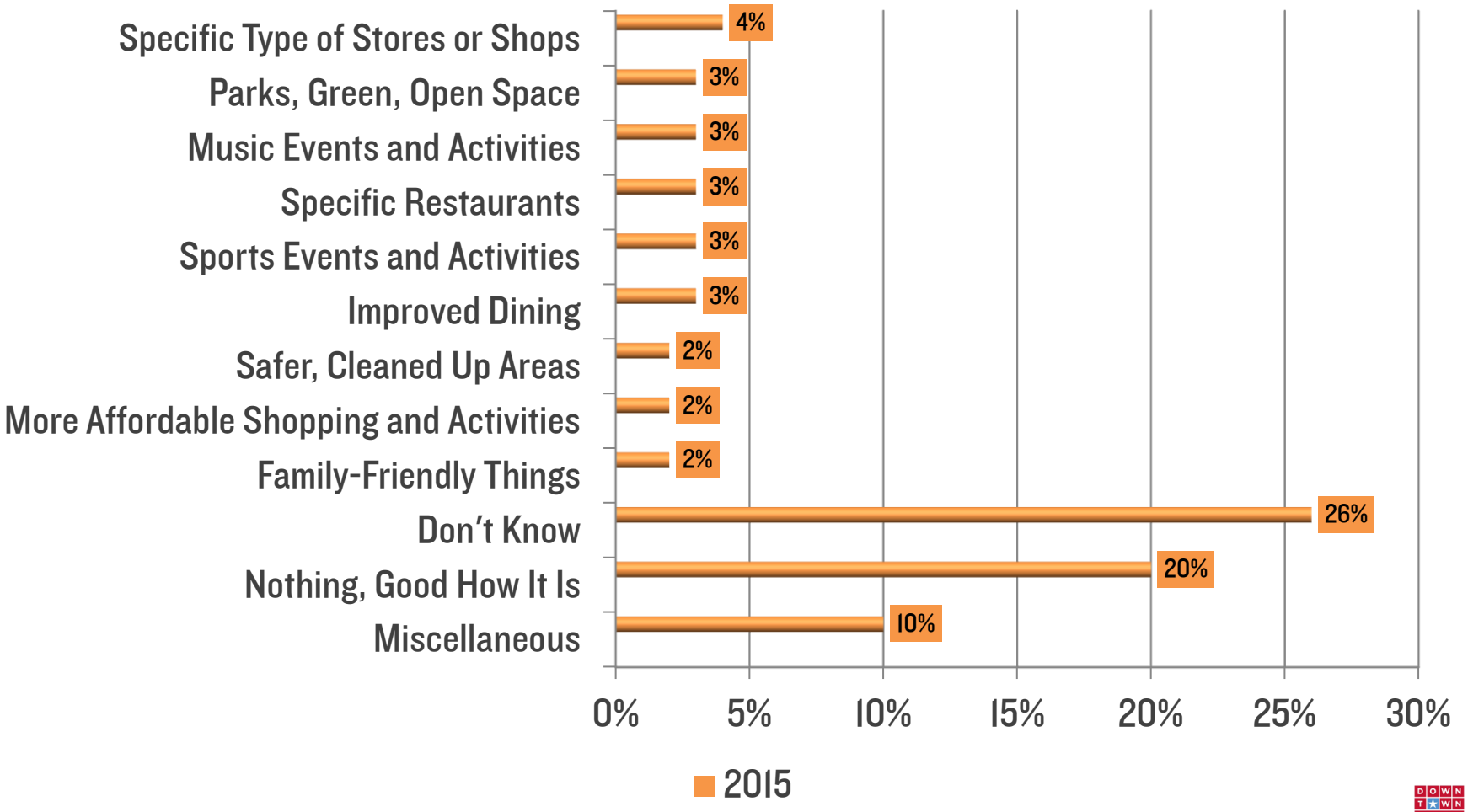
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY COUNTY)



WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY AGE)



IF YOU WERE TO CREATE A PERFECT DOWNTOWN SALT LAKE CITY, WHAT ATTRACTIONS, STORES, RESTAURANTS, EVENTS, OR OTHER ASPECTS WOULD YOU WANT?



DOWNTOWN SLC ALLIANCE

RICHTER7

RICHTER7

DOWN TOWN SLC ALLIANCE

RICHTER7