• Short telephone survey updating previous benchmark data 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 of the questions, and additional tabs and analytics available upon request
  • Open-ended question responses were categorized by researchers, and verbatim responses are available upon request
In the past six months, on average, respondents have visited downtown Salt Lake over 6 times for dining, over 4 times for shopping, 4 times for entertainment, and twice for religious activities.

We saw a slight increase in the average number of visits to downtown Salt Lake for dining, entertainment, and religious activities.

* Shopping saw an increase of nearly one visit over a 6 month period.
The chart below represents the percentage of respondents who have visited Downtown at least one time in the past six months for each activity.
VISITS TO DOWNTOWN BY ACTIVITY

% Who Have Visited at Least Once in the Past 6 Months: Compared by County

- **Dining**: 71% in 2015, 69% in 2015, 67% in 2015, 66% in 2015, 59% in 2015
- **Shopping**: 47% in 2015, 49% in 2015, 50% in 2015
- **Entertainment**: 66% in 2015, 68% in 2015, 64% in 2015, 61% in 2015
- **Religious Activities**: 48% in 2015, 47% in 2015, 49% in 2015, 41% in 2015

Legend:
- **Davis**
- **Salt Lake**
- **Utah**
- **Weber**
- **Other**
VISITS TO DOWNTOWN BY ACTIVITY

% Who Have Visited at Least Once in the Past 6 Months: Compared by Income

- **Dining**: 82% in 2015, 61% in 2015, 57% in 2015
- **Shopping**: 71% in 2015, 58% in 2015, 48% in 2015
- **Entertainment**: 74% in 2015, 58% in 2015, 53% in 2015
- **Religious Activities**: 55% in 2015, 44% in 2015, 35% in 2015

- **Under $50K**
- **$50K-$74K**
- **$75K-$99K**
- **$100K+**
VISITS TO DOWNTOWN BY ACTIVITY

Average Number of Visits in the Past 6 Months: Compared by Age

Dining in Downtown Salt Lake
(# of times in past 6 months)

2.54 in 2015

Shopping in Downtown Salt Lake
(# of times in past 6 months)

2.32 in 2015

2.13 in 2015

2.62 in 2015

Entertainment in Downtown Salt Lake
(# of times in past 6 months)

2.70 in 2015

Religious Activities in Downtown Salt Lake
(# of times in past 6 months)

1.74 in 2015

2.46 in 2015
WORK STATUS

- **Outside Home Full Time**: 49% (2016), 48% (2015), 47% (2013)
- **Outside Home Part Time**: 15% (2016), 16% (2015), 18% (2013)
- **Do Not Work Outside Home**: 21% (2016), 22% (2015), 12% (2013)
- **Other**: 15% (2016), 14% (2015), 23% (2013)
How interested are you in the following activities in downtown Salt Lake?

- **Dining**: 2016 - 5.74, 2015 - 5.94, 2013 - 5.68
- **Events & Festivals**: 2016 - 5.59, 2015 - 5.81, 2013 - 5.66
- **Shopping**: 2016 - 4.57, 2015 - 4.85, 2013 - 4.76
- **Nightlife**: 2016 - 3.78, 2015 - 3.67, 2013 - 3.59
- **Working (If Work Outside Home)**: 2016 - 3.60, 2015 - 3.87, 2013 - 3.72
- **Living**: 2016 - 2.54, 2015 - 2.62, 2013 - 2.51
INTEREST IN ACTIVITIES DOWNTOWN

Above Average Interest in the Following Categories

(Above Average = 5-10 Rating)

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2015</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working</td>
<td>41%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Living</td>
<td>20%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Dining</td>
<td>72%</td>
<td>71%</td>
<td>69%</td>
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<tr>
<td>Shopping</td>
<td>51%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Events &amp; Festivals</td>
<td>67%</td>
<td>71%</td>
<td>68%</td>
</tr>
</tbody>
</table>
What specific stores do you typically shop at in Downtown Salt Lake City?

- NORDSTROM: 7%
- Apple Store: 5%
- H&M: 4%
- Macy's: 4%
- Disney Store: 4%
- City Creek Center: 3%
- Harmon's (Neighborhood Grocer): 2%
- Deseret Book: 2%
- None, I Don't Know: 7%
DOWNTOWN RESTAURANTS

What specific restaurants do you typically go to in Downtown Salt Lake City?

- The Cheesecake Factory: 9%
- Olive Garden: 5%
- bluelemon: 3%
- P.F. Chang's: 3%
- The Roof: 2%
- Crown Burger: 2%
- Copper Onion: 2%
- Red Iguana: 2%

None / I don't know: 15%
Aside from shopping and dining, what entertainment events do you typically attend downtown?

- **Music and Concerts**: 20% (2016), 20% (2015)
- **Sporting Events**: 16% (2016), 14% (2015)
- **Religious Events & Activities**: 10% (2016), 9% (2015)
- **Theater**: 7% (2016), 9% (2015)
- **Movies**: 6% (2016), 8% (2015)
- **Festivals and Fairs**: 4% (2016), 4% (2015)
- **None, Do Not Go Downtown**: 16% (2016), 16% (2015)

Other less frequently mentioned responses include Clubs / Bars (2%), Holiday Events (2%), Museums (2%), Arts (2%), Big Events (2%), Comic Con (1%), Comedy Show (1%), Ballet, Conventions, etc. (1%), Shopping (1%), Running/Race Events (0%), Work (0%), Farmers Market (0%), Parades (0%), Parks (0%), Miscellaneous Responses (4%), and Don’t Know (1%).
Which of the following best describes why you typically attend entertainment events downtown?

- Downtown Events are Usually Not Available Elsewhere: 39% (2016), 44% (2015)
- There are More / Other Things to Do While I Am Downtown, Like Shopping, Dining, etc.: 33% (2016), 30% (2015)
- Coming Downtown Makes the Event Feel More Special: 14% (2016), 11% (2015)
- All Three Reasons Mentioned Above: 1% (2016), 1% (2015)
- To Go With Someone / Meet Someone: 0% (2016), 1% (2015)
- Some Other Reason (Specify): 3% (2016), 5% (2015)
- I Do Not Attend Entertainment Events Downtown: 9% (2016), 10% (2015)
What would you say would be the **best** way to communicate with you about entertainment options and events in downtown Salt Lake? * 

<table>
<thead>
<tr>
<th>Method</th>
<th>2016</th>
<th>2015</th>
</tr>
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<tbody>
<tr>
<td>Email</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>Social Media</td>
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<tr>
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<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Mobile App</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Flyers and Brochures</td>
<td>10%</td>
<td>6%</td>
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<td>Word of Mouth</td>
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</tr>
<tr>
<td>I Would NOT Want to be Contacted</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

The options in this question were read to respondents and then they selected the one they preferred.

In 2015, “social media” was not an option that was read. It was added as an option to read in 2016.

With that change, “social media” became the 2nd most preferred method of communicating entertainment options and events.
Best Way to Communicate About Entertainment Options and Events Compared by Age

Top Mentions

- Social Media: 43% (18-24), 40% (25-34), 38% (35-44), 46% (45-54), 33% (55-64), 19% (65+)
- Email: 25% (18-24), 25% (25-34), 33% (35-44), 19% (45-54), 14% (55-64), 11% (65+)
- Advertisements: 27% (18-24), 19% (25-34), 14% (35-44), 15% (45-54), 19% (55-64), 12% (65+)
- Website: 8% (18-24), 14% (25-34), 14% (35-44), 12% (45-54), 11% (55-64), 7% (65+)
- Mobile App: 8% (18-24), 8% (25-34), 9% (35-44), 4% (45-54), 5% (55-64), 5% (65+)
- Mail: 6% (18-24), 12% (25-34), 12% (35-44), 10% (45-54), 10% (55-64), 10% (65+)
- Flyers &...: 12% (18-24), 7% (25-34), 6% (35-44), 7% (45-54), 6% (55-64), 3% (65+)
If ‘Advertisements’ on Previous Slide: What would you say would be the best way to advertise those entertainment options and events in downtown Salt Lake? *

- Television: 52% (2016), 37% (2015)
- Online: 30% (2016), 26% (2015)
- Newspaper: 21% (2016), 26% (2015)
- Don’t Know: 1% (2016), 0% (2015)

* Aided Response Set
Best Way to Advertise Entertainment Options and Events in Downtown Salt Lake? Compared by Age

Top Mentioned Advertisement Preferences
MOTIVATIONS TO VISIT DOWNTOWN

- **Arts and Entertainment**: 20% (2016), 18% (2015), 15% (2013)
- **Visit With Friends and Family**: 9% (2016), 7% (2015), 7% (2013)
- **Church / Religious Events**: 10% (2016), 14% (2015), 12% (2013)
- **Work**: 7% (2016), 8% (2015), 7% (2013)
- **For Things that are Only in SLC**: 5% (2016), 7% (2015), 7% (2013)
- **Dining / Restaurants**: 6% (2016), 6% (2015), 9% (2013)
- **Never Go Downtown / No Reason to Go Downtown**: 6% (2016), 5% (2015), 6% (2013)
- **Shopping**: 5% (2016), 6% (2015), 13% (2013)
- **Don't Know**: 2% (2016), 0% (2015), 1% (2013)

Other less frequently mentioned responses include Change of Pace/Scenery (4%), Lots to Do/Options (4%), Live Near/In SLC (3%), Special Occasions/Celebrations (2%), Fun (2%), Sporting Events (2%), Socialize/Nightlife (2%), Appealing Culture/Atmosphere (2%), Medical Reasons (1%), Everything Close By (1%), Need/Want To (1%), Museums/Sights/Attractions (1%), Out of Town Visitors (0%), Miscellaneous Responses (6%), Don't Know (1%).
DETERRENTS AGAINST VISITING DOWNTOWN

Other less frequently mentioned responses include Cost (1%), Don’t Like It (1%), Have What I Need Closer to Home (1%), Time/Making Time (1%), Transportation Difficulties (1%), Age (0%), Concerns Regarding my Children (0%), Religious Influence (0%), Hassle, Health Reasons (0%), None/Nothing (4%), Miscellaneous Responses (5%), Don’t Know (1%).
PERCEPTION OF DOWNTOWN

Over the past 12 months, would you say your perception of downtown Salt Lake has improved, stayed the same, or gotten worse?

It is interesting to note that 2012 is when City Creek Center opened. The following year is when 44% of respondents felt downtown Salt Lake had improved.
PERCEPTION OF DOWNTOWN: IMPROVED

What has had the biggest impact on your change in perception of downtown Salt Lake over the past 12 months? (Improved)

- Better Businesses and Activities: 18% (2016), 5% (2015), 18% (2013)
- City Creek: 13% (2016), 17% (2015), 13% (2013)
- New Development: 9% (2016), 8% (2015), 8% (2013)
- Renovations and Improvements: 11% (2016), 8% (2015), 11% (2013)
- Cleanliness: 7% (2016), 6% (2015), 7% (2013)
- The Sights / Improved Appearance: 4% (2016), 5% (2015), 0% (2013)

Other less frequently mentioned responses include Sights/Improved Appearance (5%), Transportation Options (3%), Traffic (2%), Parking (1%), Mayor (1%), Miscellaneous Responses (8%), Don’t Know (7%).
Name one change, improvement, or addition to downtown Salt Lake that would make you want to come downtown more often.

- Improved Parking: 25% (2013), 19% (2015), 25% (2016)
- Improved Public Transportation: 7% (2013), 7% (2015), 5% (2016)
- More Attractions / Events / Sports: 5% (2013), 5% (2015), 5% (2016)
- Entertainment Improvements: 3% (2013), 3% (2015), 2% (2016)
- Improve Homeless Situation: 2% (2013), 3% (2015), 4% (2016)
- Reduction in Traffic: 3% (2013), 4% (2015), 4% (2016)
- Nothing / Can't Think of Anything: 19% (2013), 0% (2015), 22% (2016)

Other less frequently mentioned responses include City Creek (2%), More/Specific Dining Options (2%), Affordability (2%), Fewer People (2%), Shopping Improvements (2%), Improved Road Conditions (2%), Safety (1%), Cleanliness (1%), Easier Access (1%), Too Far Away (1%), Change Laws (0%), Sunday Hours of Operation (0%), Miscellaneous Responses (6%), Don’t Know (11%).
Do you agree or disagree with the statement: “I feel a sense of ownership with downtown Salt Lake”? 

![Bar chart showing percentages of agreement and disagreement with the statement over different years: 2013, 2014, 2015, and 2016.]

**TOTAL DISAGREE**
- 2013: 52%
- 2014: 50%
- 2015: 47%
- 2016: 53%

**Strongly Disagree**
- 2013: 21%
- 2014: 16%
- 2015: 19%
- 2016: 19%

**Somewhat Disagree**
- 2013: 31%
- 2014: 34%
- 2015: 36%
- 2016: 34%

**Somewhat Agree**
- 2013: 31%
- 2014: 34%
- 2015: 34%
- 2016: 26%

**Strongly Agree**
- 2013: 16%
- 2014: 16%
- 2015: 18%
- 2016: 18%

**TOTAL AGREE**
- 2013: 47%
- 2014: 47%
- 2015: 44%
- 2016: 52%
"OWNERSHIP" OF DOWNTOWN

Why would you say you disagree with that statement?

Don't Visit Downtown / Don't Visit Downtown Enough

Don't Feel Ownership or Connection, In General

Don't Like or Care About Downtown

Far Away / Don't Live Close

Don't Live Downtown / Don't Own Property There

Nothing Downtown for Me / No Reason to Go

Have What I Need Where I Am

Feel Like An Outsider Downtown / Feel Out of Place

Politics / Personal Beliefs

Other less frequently mentioned responses include Don’t Have Any Say/Influence Over Downtown (2%), Like Where I Live (1%), Issues with Traffic/Parking (1%), Too Crowded (1%), Religious Influence (0%), Miscellaneous Responses (4%), Don’t Know (6%).
Would you consider living downtown?

- Yes: 21% in 2016, 21% in 2015, 25% in 2013
- No: 77% in 2016, 73% in 2015, 77% in 2013
- I Already Live Downtown: 2% in 2016, 2% in 2015, 2% in 2013
% Who Would Consider Living Downtown? Compared by Age, County, & Children in Household

**by Age**

- 18-24: 44%
- 25-34: 21%
- 35-44: 19%
- 45-54: 17%
- 55-64: 15%
- 65+: 11%

**by County**

- Davis: 17%
- Salt Lake: 26%
- Utah: 23%
- Weber: 18%
- Other: 13%

**by Children in Home**

- Children in Home: 17%
- No Children in Home: 24%
Why would you consider living downtown?

- Entertainment, Events, and Attractions: 16% (2016), 11% (2015), 16% (2013)
- Work: 16% (2016), 9% (2015), 16% (2013)
- Love "City" Life, Like the Area: 20% (2016), 9% (2015), 9% (2013)
- Different Stage of Life: 5% (2016), 5% (2015), 5% (2013)
- Ability to Walk and Access Transportation: 5% (2016), 3% (2015), 5% (2013)
- Culture and Atmosphere: 5% (2016), 3% (2015), 5% (2013)
- Previously Lived in the Area: 3% (2016), 2% (2015), 3% (2013)
- Have Family or Friends There: 2% (2016), 1% (2015), 2% (2013)
- Housing: 5% (2016), 2% (2015), 5% (2013)

Other less frequently mentioned responses include Miscellaneous Responses (8%).
Why would you **not** consider living downtown?

- **Too Crowded, Congested, and Busy**: 18% (2016), 18% (2015), 17% (2013)
- **Don't Like City Life**: 10% (2016), 10% (2015), 15% (2013)
- **I Like Where I Live**: 9% (2016), 10% (2015), 12% (2013)
- **Too Expensive**: 4% (2016), 5% (2015), 9% (2013)
- **Not Family-friendly, Not a Place to Raise Children**: 6% (2016), 8% (2015), 6% (2013)
- **Work**: 2% (2016), 4% (2015), 6% (2013)
- **Traffic**: 3% (2016), 3% (2015), 3% (2013)
- **Prefer Having a Yard/Garden**: 4% (2016), 5% (2015), 3% (2013)

Other less frequently mentioned responses:
- Do Not Like Atmosphere/Lifestyle (3%)
- Prefer Suburbs (3%)
- Prefer Home Styles in Other Areas (2%)
- No Reason to Go (2%)
- Prefer Quiet Communities (1%)
- Unsafe/Crime (1%)
- Family/Friends Don’t Live There (1%)
- Air Quality (1%)
- Parking (0%)
- Too Far Away (0%)
- Miscellaneous Responses (4%)
- Don’t Know (0%)
- Just Don’t Want To (3%)
DOWNTOWN LIVING

What would increase your interest or motivation to live downtown?

- Better Housing: 3% (2016), 5% (2015), 6% (2014), 9% (2013)
- If It Were Less Busy, Crowded, or Congested: 3% (2016), 5% (2015), 6% (2014), 9% (2013)
- Different Stage of Life: 3% (2016), 3% (2015), 3% (2014), 3% (2013)

Other less frequently mentioned responses: Transportation Concerns (2%), Entertainment/Events (1%), Retirement/Old Age (1%), More Stores/Restaurants (1%), More Family-/Kid-Friendly (1%), Better Parking (0%), Different Feel/Atmosphere (0%), Education Opportunities (0%), Miscellaneous Responses (7%), Don't Know (5%).
Percentage of respondents who have visited various shopping destinations in the past month.

- **City Creek Center**: 47% (2015), 42% (2016)
- **Fashion Place**: 36% (2015), 35% (2016)
- **The Gateway**: 39% (2015), 34% (2016)
- **Trolley Square**: 23% (2015), 21% (2016)
- **Station Park**: 12% (2015), 13% (2016)
**Percentage Who Have Visited Various Shopping Destinations in the Past Month. Compared by Gender**

- **Fashion Place**: 37% (Male) vs. 34% (Female)
- **Station Park**: 13% (Male) vs. 12% (Female)
- **The Gateway**: 41% (Male) vs. 26% (Female)
- **Trolley Square**: 24% (Male) vs. 18% (Female)
- **City Creek Center**: 48% (Male) vs. 37% (Female)

Notes:
- 40% in 2015
- 36% in 2015
- 44% in 2015
Percentage Who Have Visited Various Shopping Destinations in the Past Month. Compared by Age

- Fashion Place: 33% (18-24), 35% (25-34), 38% (35-44), 33% (45-54), 35% (55-64), 28% (65+)
- Station Park: 12% (18-24), 9% (25-34), 9% (35-44), 11% (45-54), 18% (55-64), 16% (65+)
- The Gateway: 46% (18-24), 33% (25-34), 33% (35-44), 33% (45-54), 38% (55-64), 24% (65+)
- Trolley Square: 43% (18-24), 28% (25-34), 29% (35-44), 25% (45-54), 20% (55-64), 20% (65+)
- City Creek Center: 57% (18-24), 50% (25-34), 44% (35-44), 40% (45-54), 33% (55-64), 31% (65+)

- 2015 Data: 53% in Fashion Place, 25% in Station Park, 43% in The Gateway, 64% in Trolley Square, 21% in City Creek Center.
Percentage Who Have Visited Various Shopping Destinations in the Past Month. Compared by County

- **Fashion Place**
  - Davis: 21%
  - Salt Lake: 56%
  - Utah: 25%
- **Station Park**
  - Davis: 4%
  - Salt Lake: 21%
  - Utah: 5%
- **The Gateway**
  - Davis: 40%
  - Salt Lake: 35%
  - Utah: 9%
- **Trolley Square**
  - Davis: 19%
  - Salt Lake: 15%
  - Utah: 29%
  - Weber: 24%
- **City Creek Center**
  - Davis: 50%
  - Salt Lake: 38%
  - Utah: 46%
  - Weber: 44%
  - Other: 23%
  - Other: 23% in 2015
  - Other: 53% in 2015
  - Other: 50% in 2015
  - Other: 23% in 2015

**Comparison by County**

- **Davis County**
  - Fashion Place: 21%
  - Station Park: 4%
  - The Gateway: 40%
  - Trolley Square: 19%
  - City Creek Center: 50%

- **Salt Lake County**
  - Fashion Place: 56%
  - Station Park: 21%
  - The Gateway: 35%
  - Trolley Square: 15%
  - City Creek Center: 38%

- **Utah County**
  - Fashion Place: 25%
  - Station Park: 5%
  - The Gateway: 9%
  - Trolley Square: 29%
  - City Creek Center: 46%

- **Weber County**
  - Fashion Place: 21%
  - Station Park: 5%
  - The Gateway: 31%
  - Trolley Square: 24%
  - City Creek Center: 44%

- **Other**
  - Fashion Place: 21%
  - Station Park: 9%
  - The Gateway: 31%
  - Trolley Square: 10%
  - City Creek Center: 23%
Percentage Who Have Visited Various Shopping Destinations in the Past Month. Compared by Income

- Fashion Place: 27% (Under $50K), 45% ($50K-$74K), 43% ($75K-$99K), 45% ($100K+)
- Station Park: 10% (Under $50K), 13% ($50K-$74K), 12% ($75K-$99K), 14% ($100K+)
- The Gateway: 31% (Under $50K), 33% ($50K-$74K), 36% ($75K-$99K), 36% ($100K+)
- Trolley Square: 20% (Under $50K), 18% ($50K-$74K), 21% ($75K-$99K), 25% ($100K+)
- City Creek Center: 36% (Under $50K), 38% ($50K-$74K), 44% ($75K-$99K), 48% ($100K+)

- 25% in 2015
- 48% in 2015
- 49% in 2015
- 61% in 2015
If you were to create a perfect downtown Salt Lake City, what attractions, stores, restaurants, events, or other aspects would you want?

- Improved Dining: 6%
- Music Events and Activities: 3%
- Family- or Kid-Friendly Things: 4%
- Parks, Green, Open Space: 3%
- Improved Parking: 3%
- Improved Shopping: 3%
- Theaters and Theater Events: 3%
- Specific Restaurants: 3%
- Sports Events and Activities: 3%
- Better Clubs and Bars: 3%
- Nothing/It's Good How It Is: 20%
- Don't Know: 26%

Other less frequently mentioned responses: Safer/Cleaned Up Areas (1%), More Affordable Shopping/Activities (1%), More Entertainment (1%), Specific Types of Stores (1%), Improved Traffic (1%), Arts Events/Activities (1%), Theme Park (1%), Museums (1%), Festivals/Fairs (0%), More Mall Shopping (0%), Movie Theaters (0%), Greater Variety (0%), Miscellaneous Responses (7%).
INDIVIDUALS UNDER 18 IN HOUSEHOLD

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<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>2013</th>
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<tr>
<td>Yes</td>
<td>52%</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td>No</td>
<td>48%</td>
<td>50%</td>
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