SALT LAKE DOWNTOWN ALLIANCE

2014 Summer Mini-Survey Update
SURVEY DETAILS

• Short telephone survey updating previous benchmark survey around key topics
  • 405 respondents
  • Trending is provided for all questions that were part of previous research
  • Cross-tabs with demographics are provided on many questions, but can be requested on all questions, if needed
  • Open-ended question responses were categorized by researchers, but actual responses can be provided, if needed
WHAT IS YOUR OVERALL PERCEPTION OF DOWNTOWN?

This new question saw favorable responses, with 77% of respondents having a positive perception (very good and good) of downtown with only 5% having a negative perception (poor and very poor).
OWNERSHIP & CONNECTION WITH DOWNTOWN SALT LAKE

52% of respondents said they either “strongly” or “somewhat agreed” they felt a sense of ownership and connection with Downtown Salt Lake. This is the highest percentage seen in the six years this question has been asked.
Respondents between the ages of 40-44 and 25-29 seemed to have the greatest sense of ownership and connection associated with Downtown (65% and 64%). This contrasted with respondents over the age of 45, specifically those in the 55-64 range, of whom only 36% felt a sense of “ownership and connection.” Respondents aged 35-44 saw the largest increase in those responding positively to this question from 2013.

2014 AVG. = 52%
2013 AVG. = 44%
OWNERSHIP & CONNECTION WITH DOWNTOWN (BY COUNTY)

In addition to Salt Lake County; Davis, Utah and Weber Counties all expressed an above average sense of ownership and connection with downtown. The smaller, more distant counties had a significantly lesser connection to downtown at only 34%. 

2014 AVG. = 52%
2013 AVG. = 44%

[Bar chart showing ownership and connection by county]
WHAT WOULD INCREASE YOUR INTEREST IN LIVING DOWNTOWN?

Although several answers were provided that would increase interest in living Downtown, 39% still said nothing would change their mind. Excluding the 7% who answered “Don’t Know,” 58% of respondents offered improvements that would make them more interested in living Downtown.

- Lower Cost of Living: 11% (2014), 11% (2013)
- Employment Opportunities: 7% (2014), 9% (2013)
- Safer/Cleaner: 6% (2014), 6% (2013)
- Accessibility/Distance: 0% (2014), 4% (2013)
- Better Parking: 2% (2014), 3% (2013)
- Entertainment/Events: 2% (2014), 3% (2013)
- Miscellaneous: 17% (2014), 13% (2013)
- Nothing: 39% (2014), 38% (2013)
- Don’t Know: 6% (2014), 7% (2013)

2014: n = 405
CONVENIENCE OF DOWNTOWN PARKING

More than half of respondents (57%) still believe that convenience of parking has improved in the last 12 months; however, that sentiment seems to be leaning more toward “somewhat” than “strongly” agreeing in 2014 when compared to previous years.

NOTE: Excludes respondents who answered “don’t know” to this question.