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.
AGE

Total Respondents:
- 2015 = 605
- 2014 = 399
- 2013 = 400
WORK STATUS

2015

- Outside Home FT: 48%
- Outside Home PT: 26%
- Do Not Work Outside Home: 22%
- Other: 14%
WORK STATUS (GENDER)

- Work Outside the Home FT: 62% Male, 35% Female
- Work Outside the Home PT: 12% Male, 20% Female
- Do Not Work Outside the Home: 11% Male, 32% Female
- Other: 15% Male, 13% Female
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.
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.
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.

2015 AVG. = 65%
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.
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.

- Events and Festivals: 71%
- Shopping: 56%
- Working: 40%
- Nightlife: 38%
- Living: 22%

*Above Average = 5 to 10 rating from previous chart.
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.
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 Events are Usually Not Available Elsewhere: 44%
- More/ Other Things to Do While Downtown: 30%
- Coming Downtown Makes the Event Feel More Special: 11%
- All Three Reasons Mentioned Above: 1%
- To Go With Someone/ Meet Someone: 1%
- Other: 5%
- I Don’t Attend Entertainment Events Downtown: 9%
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?
WHAT ARE THE BEST WAYS TO ADVERTISE ENTERTAINMENT OPTIONS AND EVENTS IN DOWNTOWN SALT LAKE? (BY AGE)
BIGGEST MOTIVATIONS/REASONS FOR COMING DOWNTOWN

- Arts & Entertainment: 2015 - 18%, 2013 - 14%, 2012 - 15%
- Church/Religious Events: 2015 - 15%, 2013 - 14%, 2012 - 13%
- Work/Business: 2015 - 11%, 2013 - 7%, 2012 - 8%
- Visit with Family/Friends: 2015 - 7%, 2013 - 7%, 2012 - 10%
- Shopping: 2015 - 6%, 2013 - 6%, 2012 - 9%
- Dining: 2015 - 3%, 2013 - 9%, 2012 - 6%
- Lots To Do: 2015 - 4%, 2013 - 6%, 2012 - 3%
- Sporting Events: 2015 - 3%, 2013 - 4%, 2012 - 2%
- Fun: 2015 - 5%, 2013 - 6%, 2012 - 5%
- Change of Pace/Scenery: 2015 - 1%, 2013 - 4%, 2012 - 3%
- Atmosphere: 2015 - 2%, 2013 - 3%, 2012 - 5%
- Special Occasions: 2015 - 2%, 2013 - 4%, 2012 - 3%
- Socialize/Nightlife: 2015 - 2%, 2013 - 1%, 2012 - 2%
- Medical Reasons: 2015 - 1%, 2013 - 2%, 2012 - 0%
- Live In or Near SLC: 2015 - 1%, 2013 - 2%, 2012 - 1%
- Never Go Downtown: 2015 - 5%, 2013 - 6%, 2012 - 10%
- Other: 2015 - 11%, 2013 - 5%, 2012 - 4%
BIGGEST DETERRENTS/REASONS AGAINST COMING DOWNTOWN

- **Traffic**: 21% (2015), 19% (2013), 14% (2012)
- **Parking**: 23% (2015), 20% (2013), 17% (2012)
- **Distance/Time**: 32% (2015), 22% (2013), 19% (2012)
- **Crowds/People**: 10% (2015), 8% (2013), 7% (2012)
- **No Need**: 8% (2015), 5% (2013), 4% (2012)
- **Not Enough to Do**: 3% (2015), 2% (2013), 1% (2012)
- **Cost**: 3% (2015), 3% (2013), 2% (2012)
- **Transportation Difficulties**: 2% (2015), 2% (2013), 1% (2012)
- **Homeless/Panhandlers**: 2% (2015), 2% (2013), 0% (2012)
- **City is Too Busy**: 2% (2015), 2% (2013), 1% (2012)
- **Don’t Like Big City**: 2% (2015), 2% (2013), 1% (2012)
- **Health Reasons**: 2% (2015), 2% (2013), 0% (2012)
- **Don’t Know/Other**: 19% (2015), 14% (2013), 14% (2012)
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.
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.

- **Affordability**: 35%
- **Ease/Accessibility**: 16%
- **More Parking/Availability**: 15%
- **General/Non-Specific**: 34%
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.

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**Yes**
- Under $25,000: 27%
- $25,000 to $49,999: 22%
- $50,000 to $74,999: 20%
- $75,000 to $99,999: 23%
- $100,000 to $149,000: 39%
- $150,000 or More: 78%

**No**
- Under $25,000: 68%
- $25,000 to $49,999: 71%
- $50,000 to $74,999: 78%
- $75,000 to $99,999: 75%
- $100,000 to $149,000: 61%
- $150,000 or More: 78%

**I Already Live Downtown**
- Under $25,000: 5%
- $25,000 to $49,999: 2%
- $50,000 to $74,999: 1%
- $75,000 to $99,999: 1%
- $100,000 to $149,000: 2%
- $150,000 or More: 0%
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.
Almost half (46%) of Adults 18-24 would consider living Downtown. The next highest segment are Adults 25-29 at 33%.
IF “YES”: WHY WOULD YOU CONSIDER LIVING DOWNTOWN?

- Convenience, Close Proximity and Access to Everything: 36%
- Work: 16%
- Love “City” Life, Like the Area: 9%
- Different Stage of Life: 5%
- Entertainment, Events, and Attractions: 5%
- Housing: 5%
- Culture and Atmosphere: 5%
- Other: 11%
- Miscellaneous: 7%

2015
IF “NO”: WHY WOULD YOU NOT CONSIDER LIVING DOWNTOWN?

- Too Crowded, Congested, and Busy: 18%
- Prefer Space, Rural Areas, and “The Country”: 16%
- Like Where I Live: 10%
- Don’t Like City Life: 10%
- Not Family Friendly, Not a Place to Raise Children: 8%
- Prefer Having a Yard/ Garden: 6%
- Too Expensive: 4%
- Other: 22%
- Miscellaneous: 6%
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.

![Bar Chart]

- **Nothing**: 34%, 39%, 38%
- **Lower Cost of Living**: 13%, 11%, 11%
- **Employment Opportunities**: 9%, 11%, 11%
- **More Open Space**: 6%, 4%, 3%
- **Less Busy/Crowded**: 3%, 4%, 3%
- **Safer/Cleaner**: 4%, 3%, 4%
- **Accessibility/Distance**: 4%, 1%, 0%
- **Better Parking**: 1%, 2%, 1%
- **Entertainment/Events**: 6%, 2%, 1%
- **Miscellaneous**: 7%, 6%, 6%
- **Don’t Know**: 17%, 13%, 11%

- **2015**  
- **2014**  
- **2013**
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH?

- Fashion Place: 36%
- Station Park: 12%
- The Gateway: 39%
- Trolley Square: 23%
- City Creek Center: 47%

2015
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY GENDER)

- Fashion Place: 33% Men, 40% Women
- Station Park: 10% Men, 14% Women
- The Gateway: 43% Men, 36% Women
- Trolley Square: 24% Men, 22% Women
- City Creek Center: 50% Men, 44% Women
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY INCOME)
WHICH OF THE FOLLOWING SHOPPING DESTINATIONS HAVE YOU VISITED IN THE PAST MONTH? (BY COUNTY)

- Fashion Place: 53%, 26%
- Station Park: 58%, 5%
- The Gateway: 48%, 3%
- Trolley Square: 32%, 10%
- City Creek Center: 52%, 23%

By County:
- Davis
- Salt Lake
- Utah
- Weber
- Other
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?

- Specific Type of Stores or Shops: 4%
- Parks, Green, Open Space: 3%
- Music Events and Activities: 3%
- Specific Restaurants: 3%
- Sports Events and Activities: 3%
- Improved Dining: 3%
- Safer, Cleaned Up Areas: 2%
- More Affordable Shopping and Activities: 2%
- Family-Friendly Things: 2%
- Don’t Know: 26%
- Nothing, Good How It Is: 20%
- Miscellaneous: 10%

2015