



Salt Lake Downtown Alliance

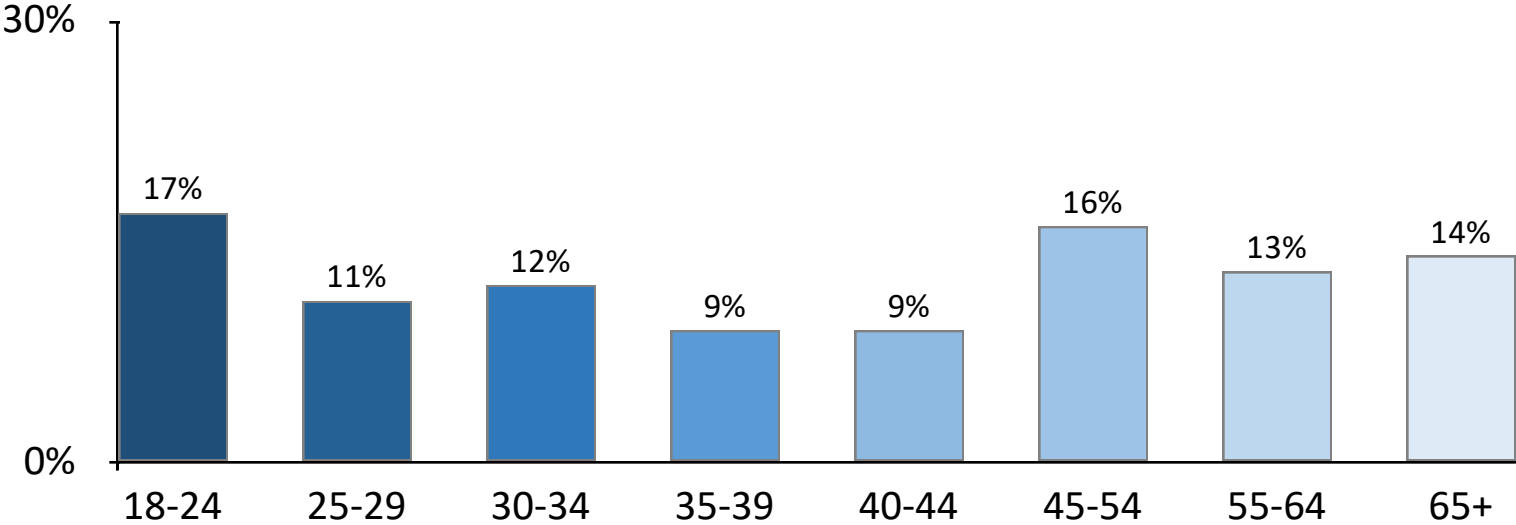
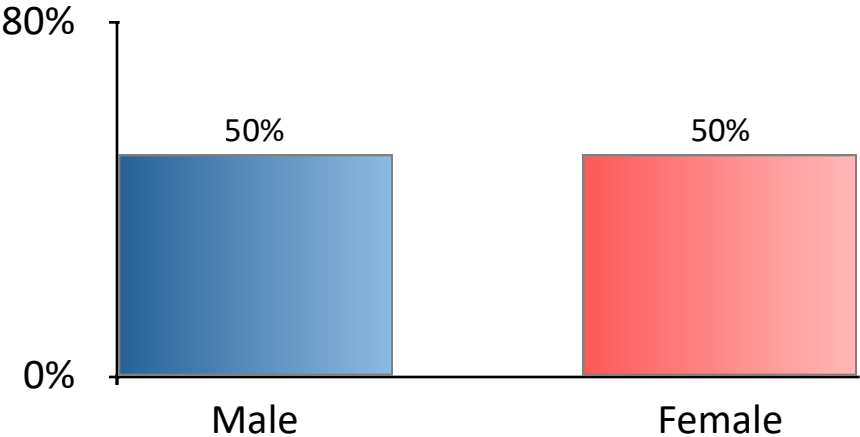
May 2019



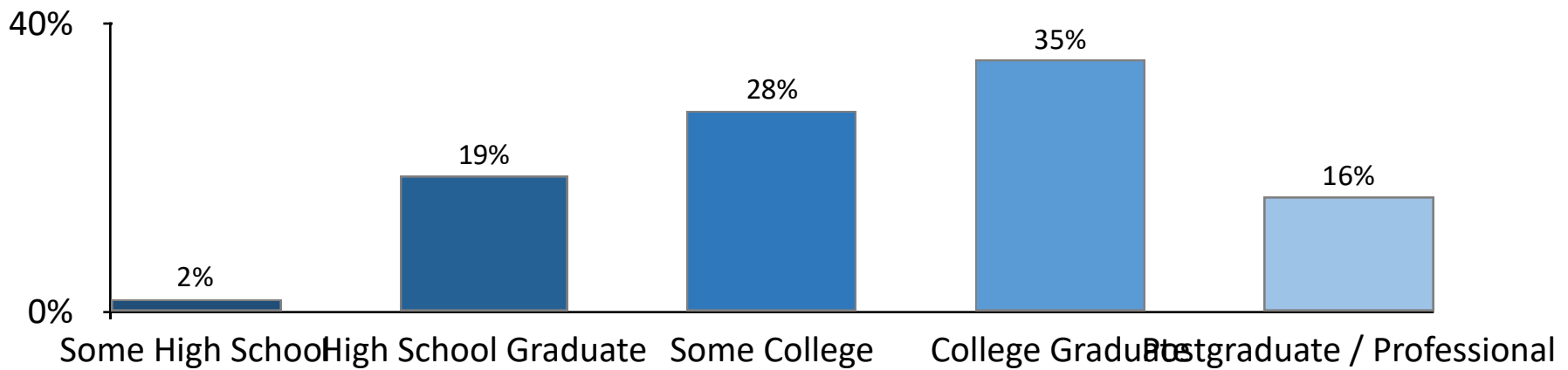
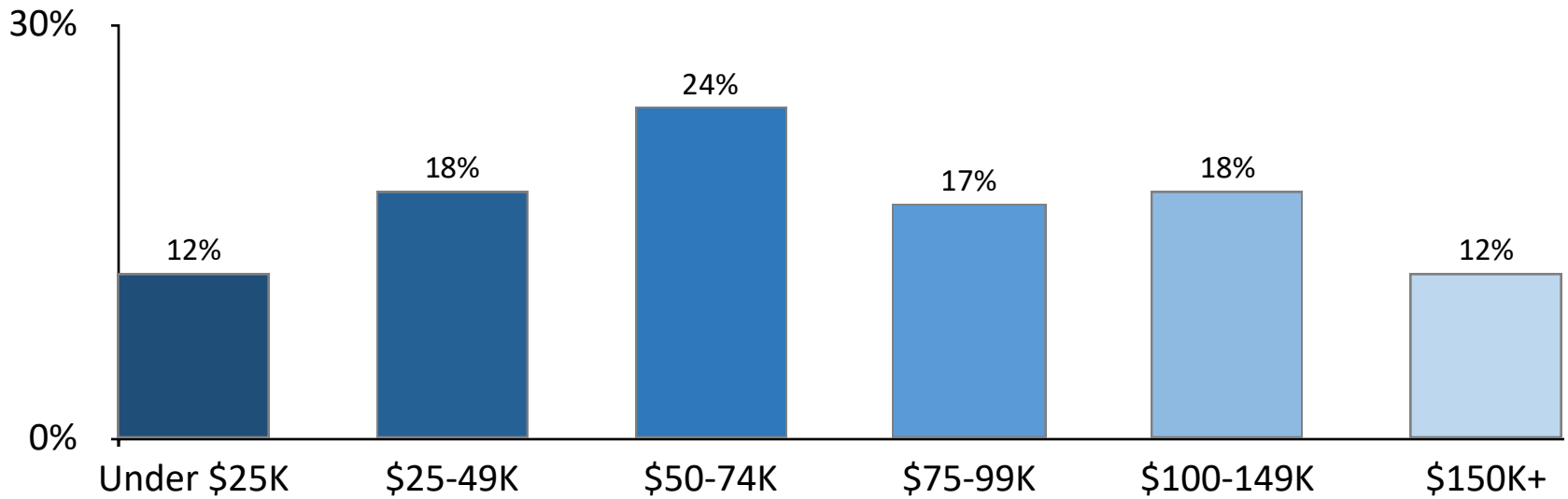
SURVEY DETAILS

- Short telephone survey updating previous benchmark data around key topics
 - 607 respondents
 - $\pm 4\%$ 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

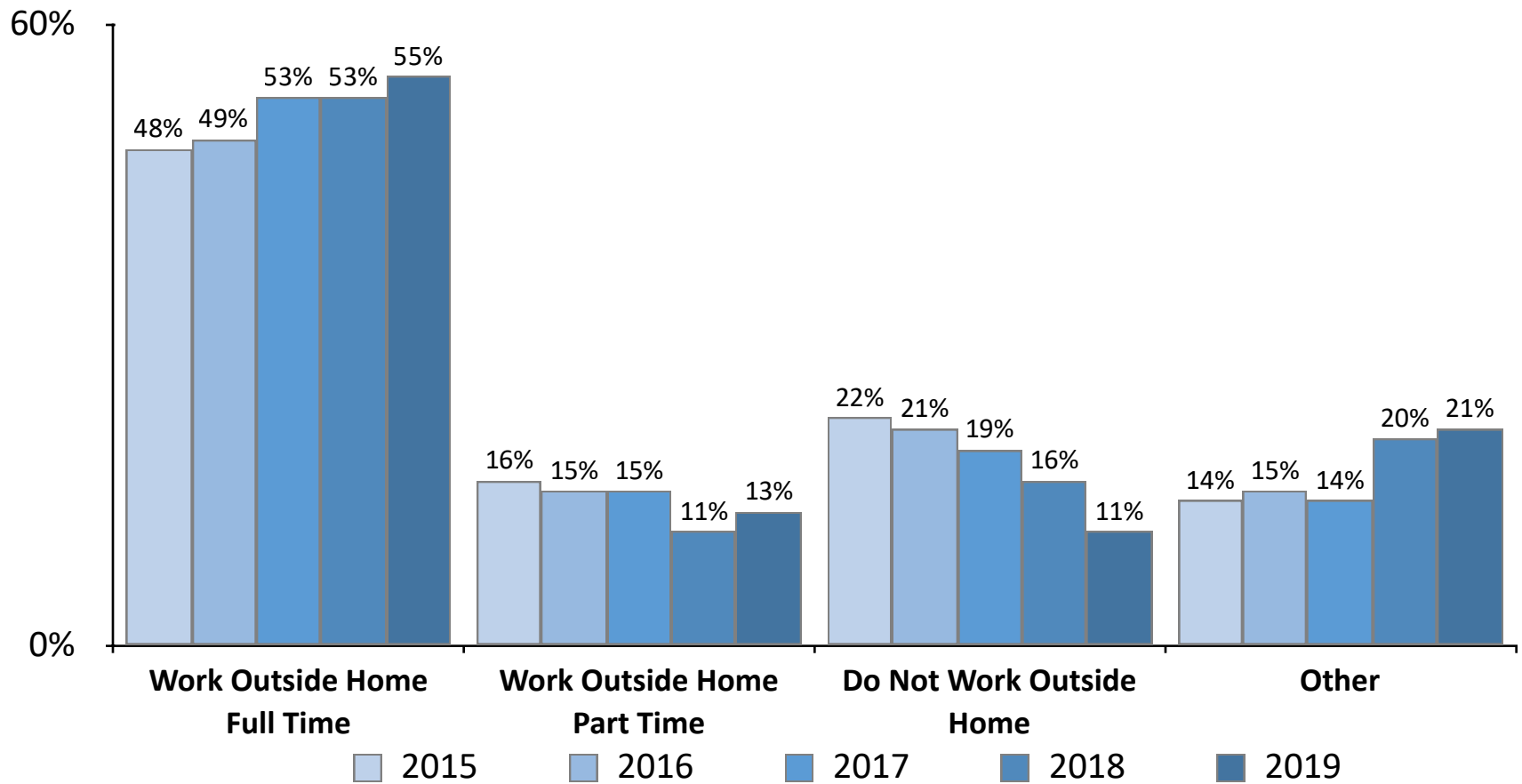
DEMOGRAPHICS



DEMOGRAPHICS

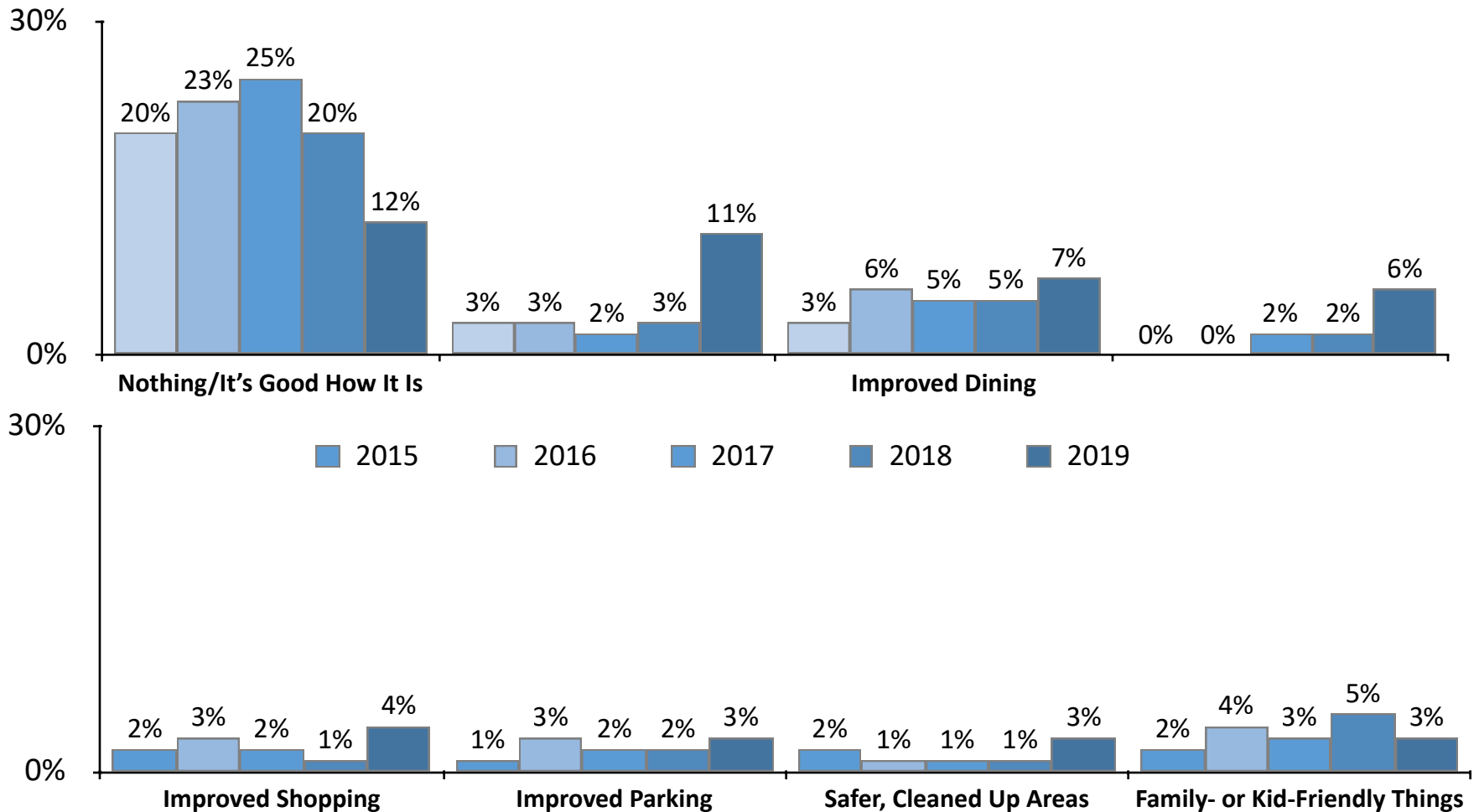


WORK STATUS



CREATE A PERFECT DOWNTOWN

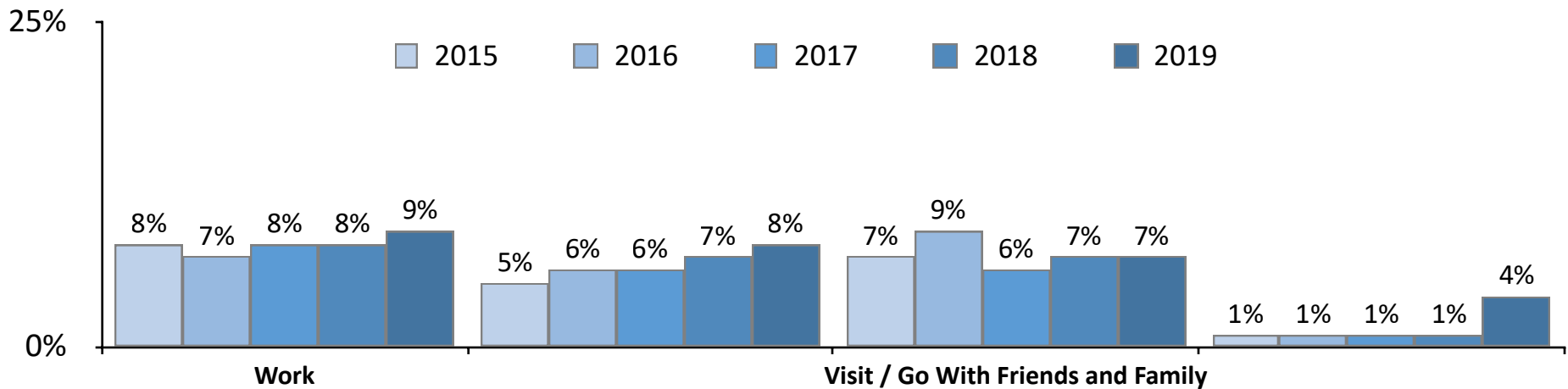
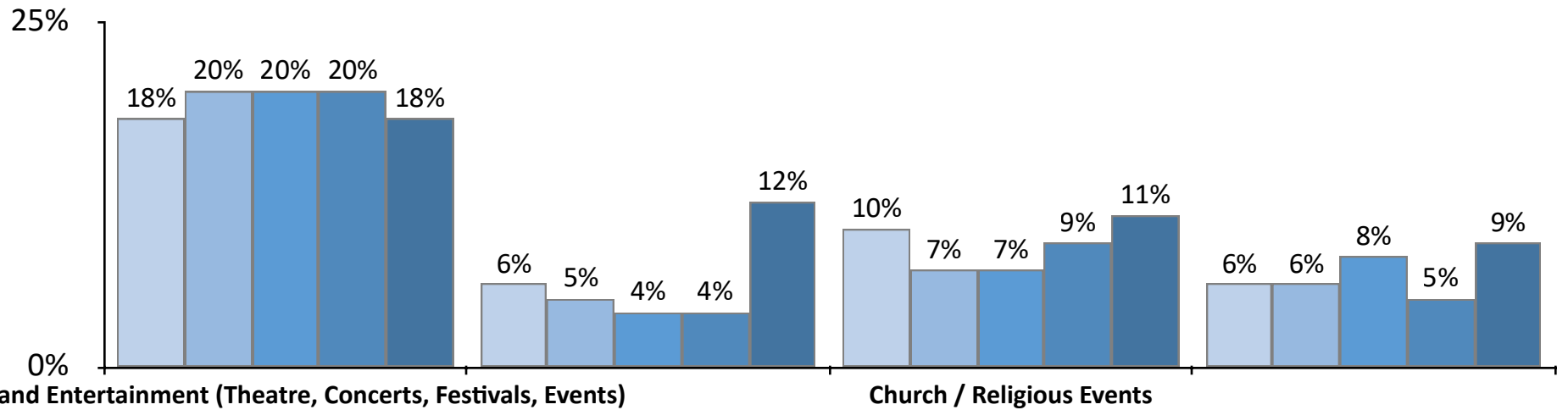
If you were to create a perfect downtown Salt Lake City, what would you put in that city?



Other less frequently mentioned responses include: Specific Type of Stores / Shops (2%), Better Clubs / Bars (2%), Increase and Improve Housing (2%), More Entertainment – in general (2%), Arts Events & Activities (1%), More Mall Shopping (1%), Sports Events & Activities (1%), Religious Buildings / Influence (1%), Improved Traffic (1%), Miscellaneous Responses (8%), Don't Care / No Opinion (9%), Don't Know (17%)

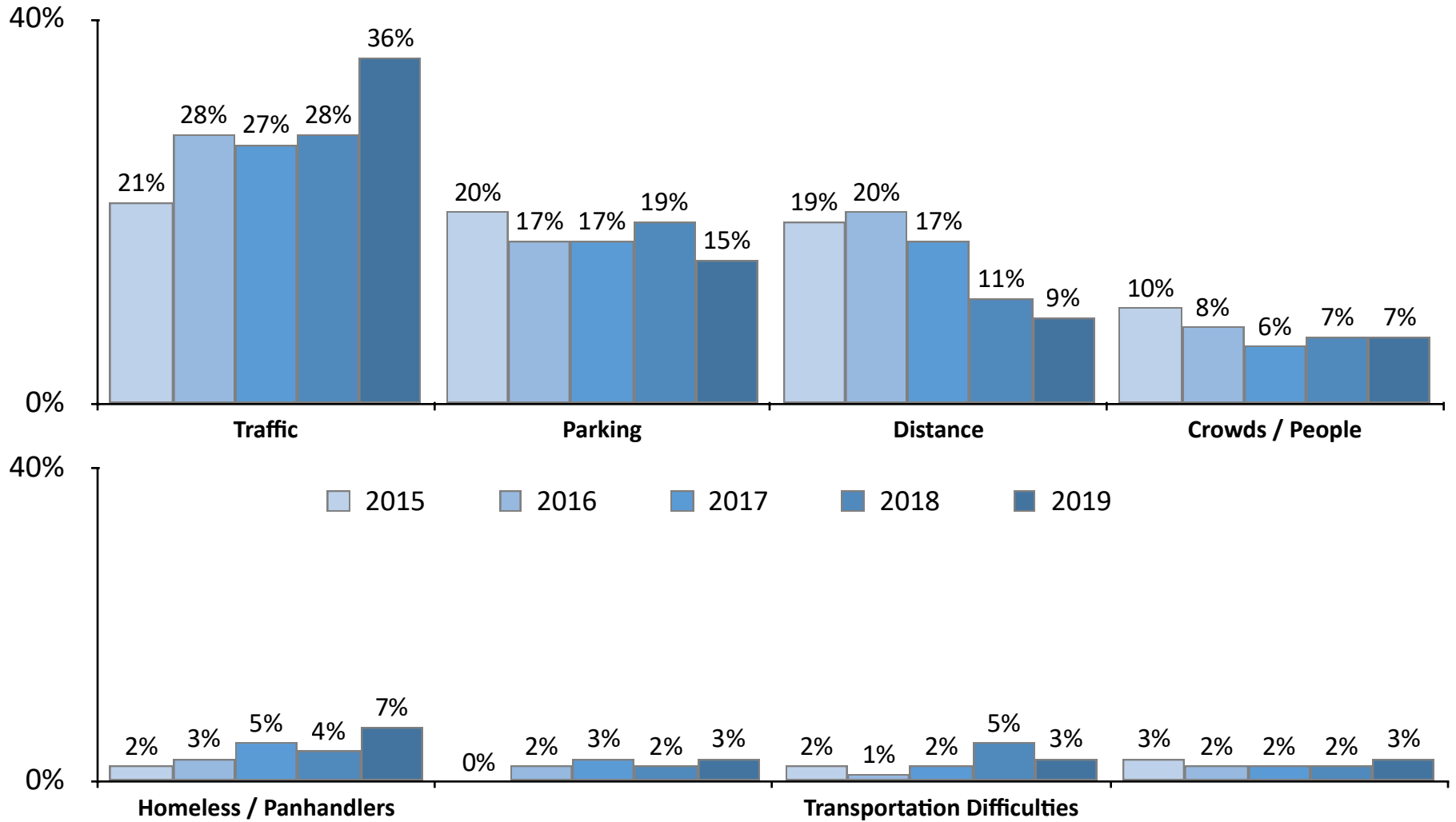


MOTIVATIONS TO VISIT DOWNTOWN



Other less frequently mentioned responses include Sporting Events (3%), Socialize/Nightlife (3%), Medical Reasons (2%), If I Need / Want To (2%), Appealing Culture/Atmosphere (1%), I Live Near / In SLC (1%), Lots to Do / Options (1%), For Things That Are Only in SLC (1%), Miscellaneous Responses (4%), and Don't Know (1%).

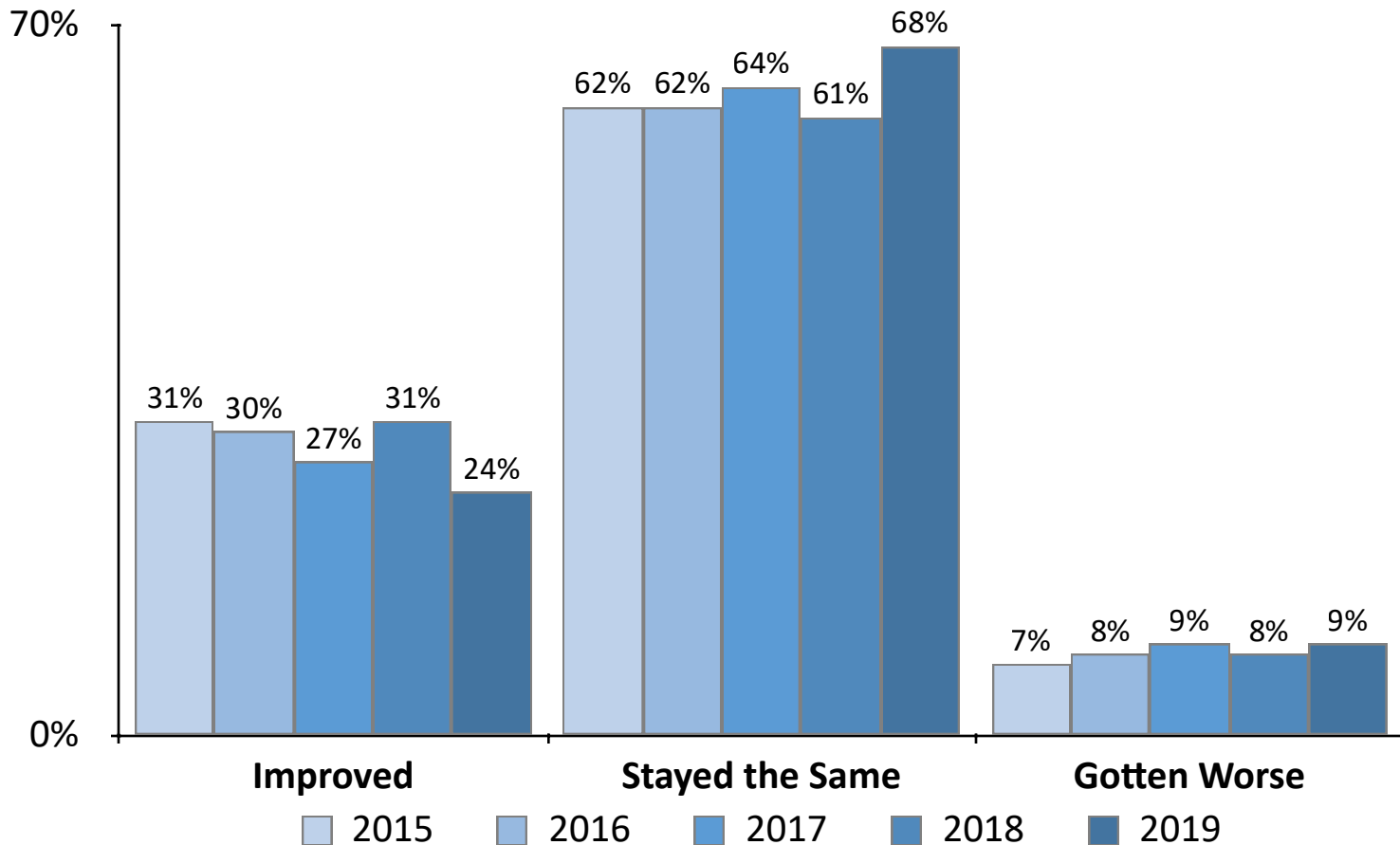
DETERRENTS AGAINST VISITING DOWNTOWN



Other less frequently mentioned responses include Too Busy (2%), Don't Like It (2%), Time / Making Time (1%), Have What I Need Closer to Home (1%), Cost (1%), Religious Influence (1%), None / Nothing (4%), Miscellaneous Responses (4%).

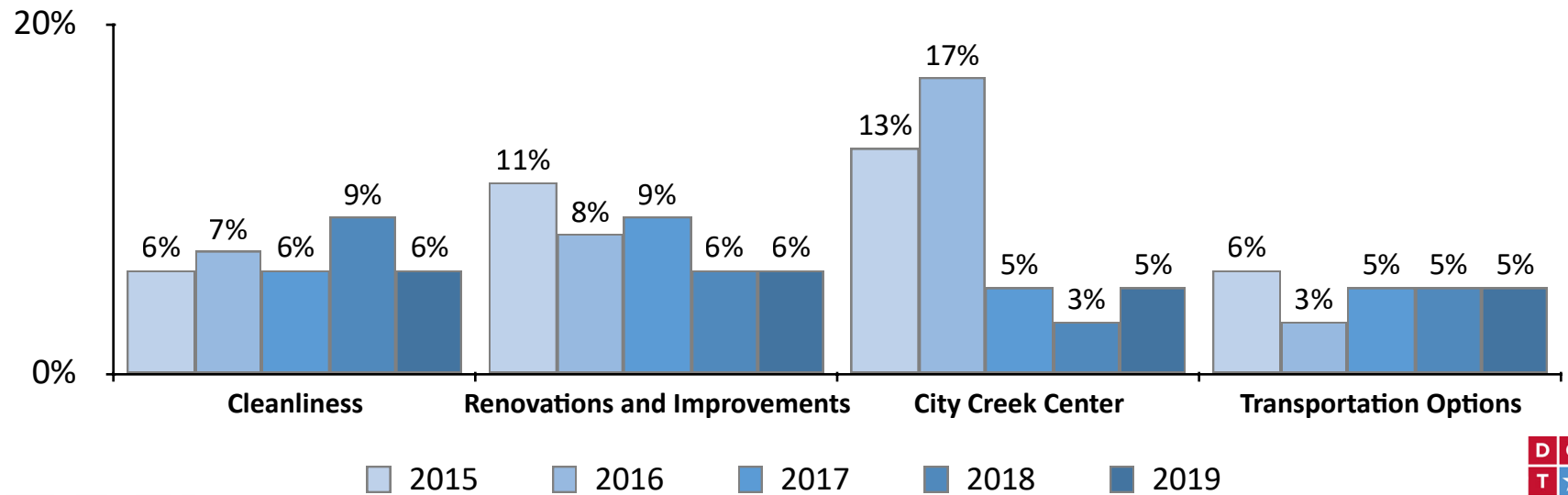
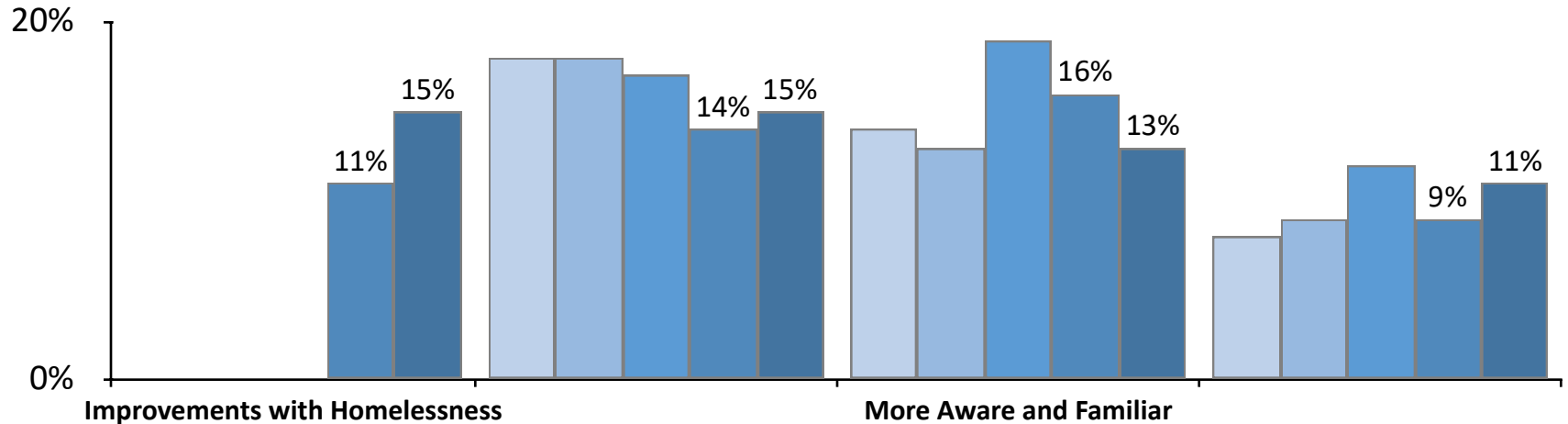
PERCEPTION OF DOWNTOWN

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



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)*

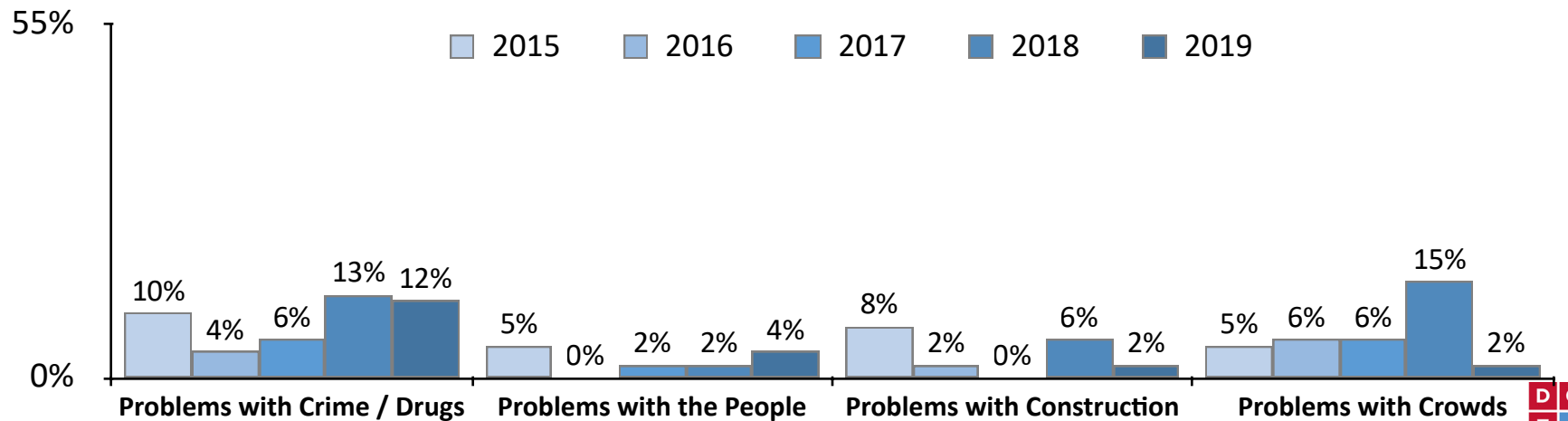
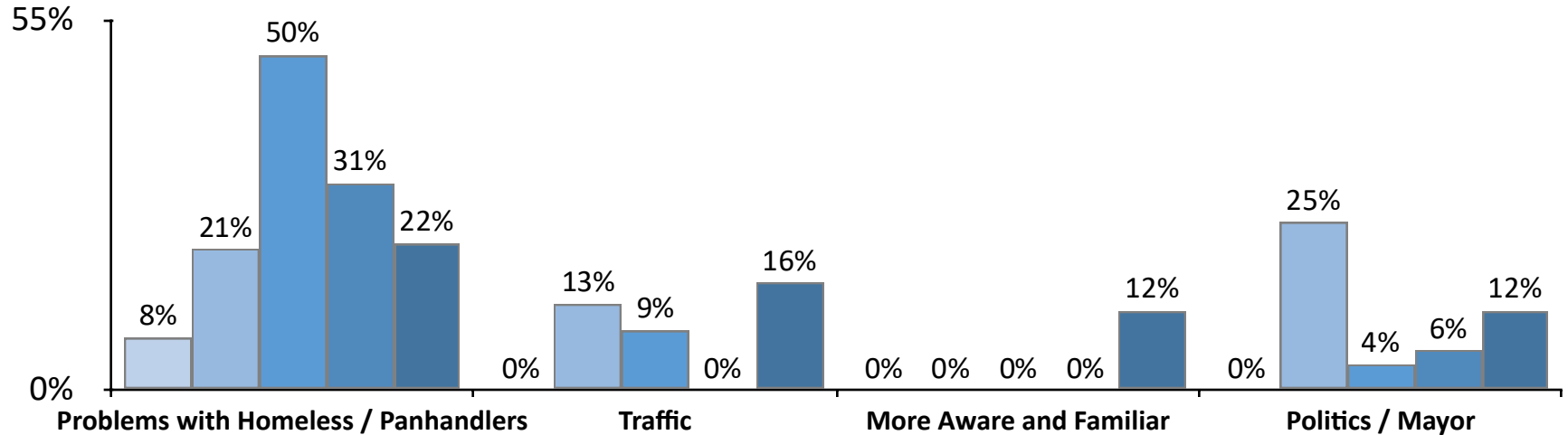


2015 2016 2017 2018 2019

Other less frequently mentioned responses include: The People / Friendlier (4%), Rentable Scooters/Bicycles (3%), Parking (2%), Traffic (1%), The Sights / Improved Appearance (1%), Politics (1%), None / Nothing (1%), Miscellaneous (6%), and Don't Know (4%)

PERCEPTION OF DOWNTOWN: GOTTEN WORSE

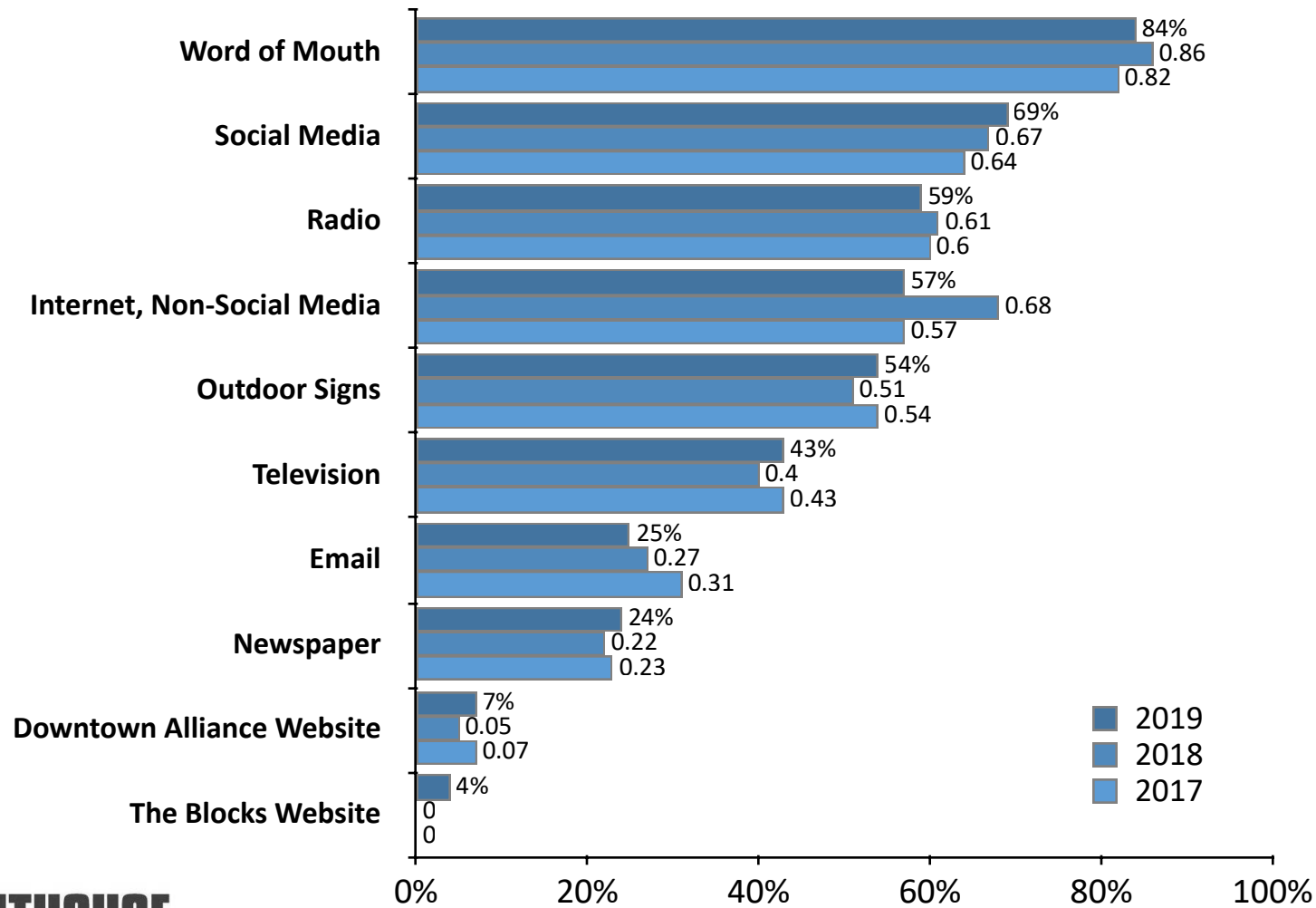
What has had the biggest impact on your change in perception of downtown Salt Lake over the past 12 months? (*Gotten Worse*)



Other less frequently mentioned responses include: Rentable Scooters/Bicycles (2%), Transportation Options (2%), Miscellaneous Responses (21%), and Don't Know (3%)

INFORMATION ABOUT DOWNTOWN EVENTS

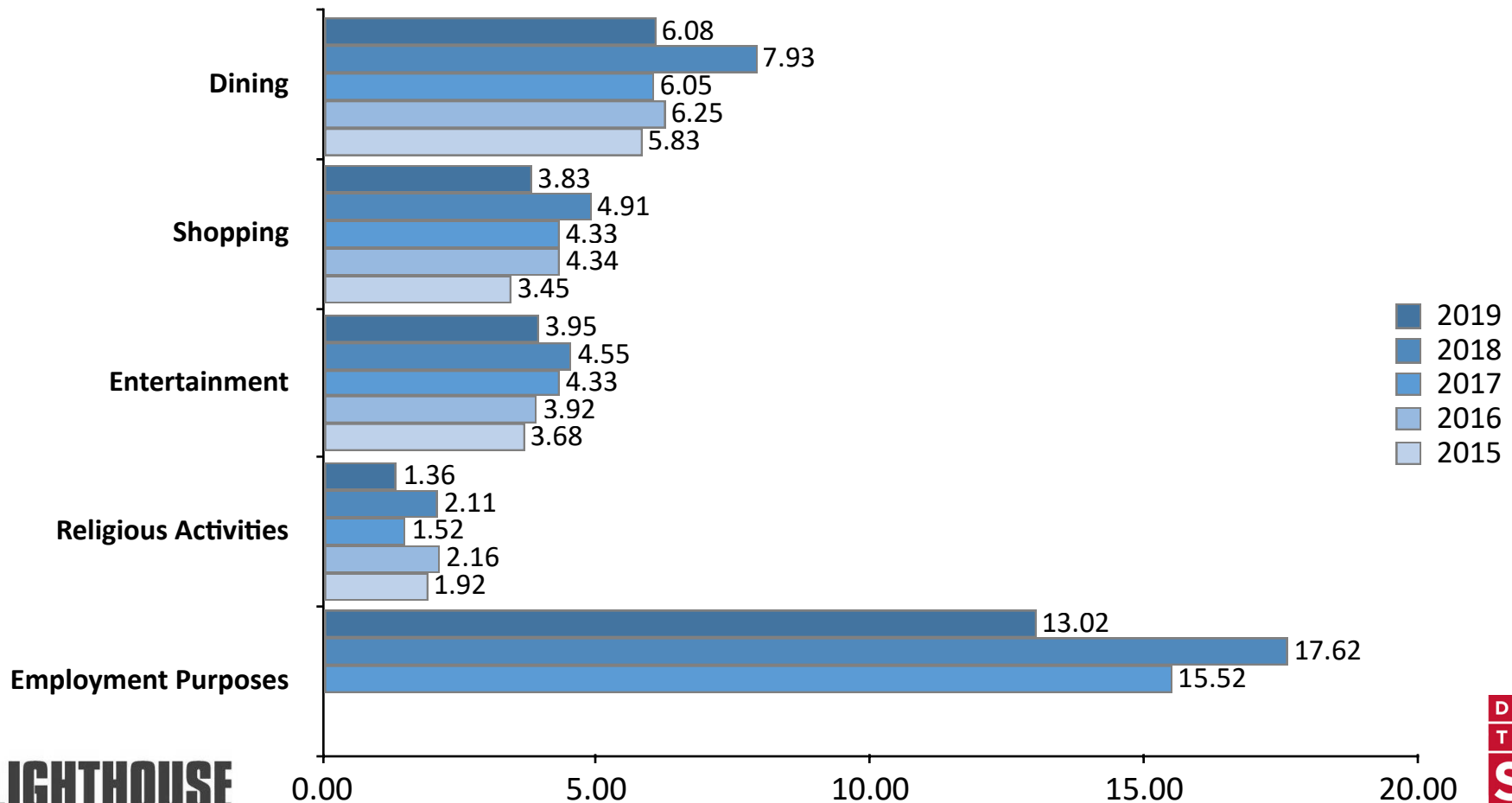
How do you get your information about downtown entertainment, arts and cultural experiences, or other downtown events? *



* Aided Response Set

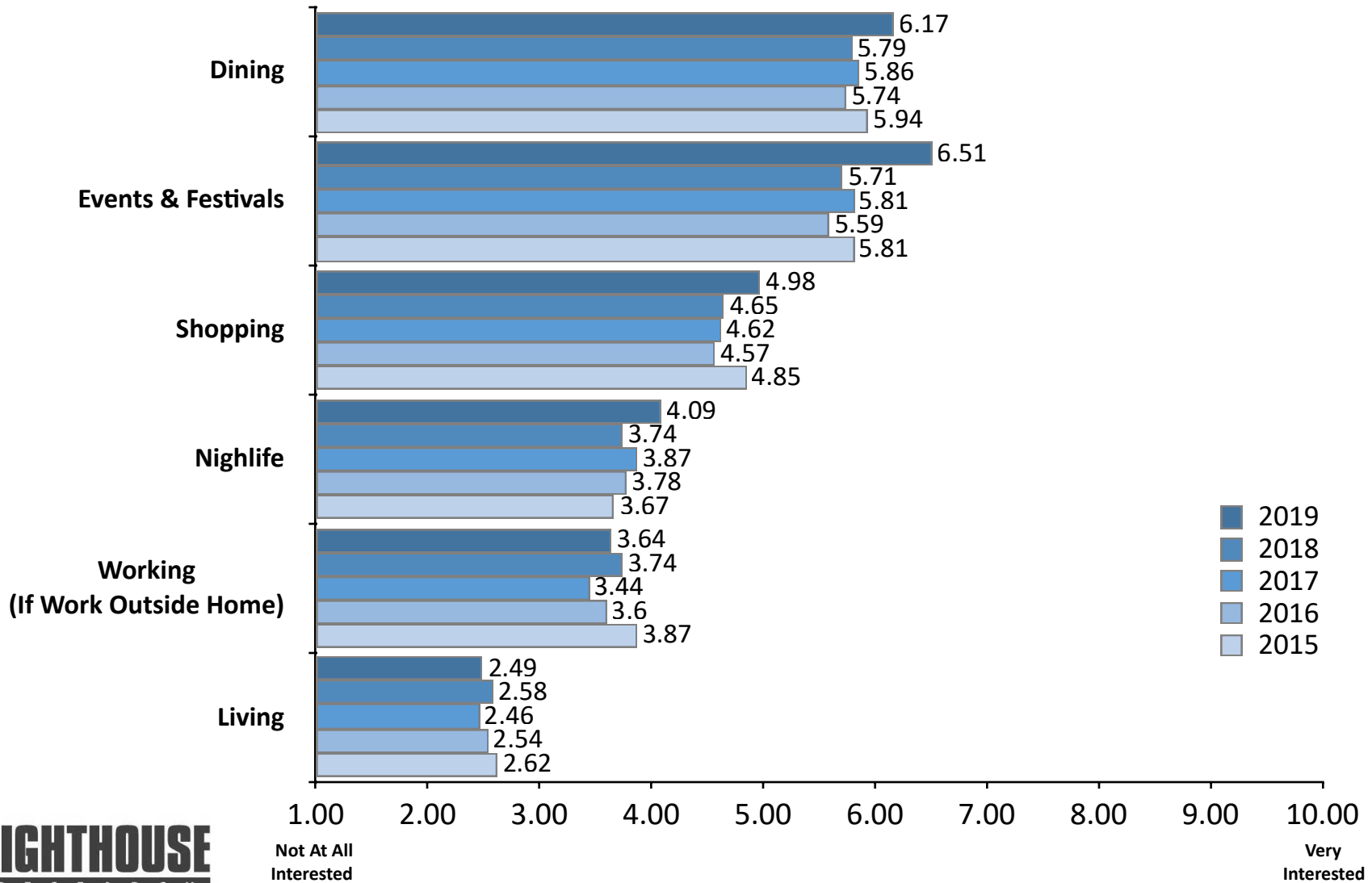
VISITS TO DOWNTOWN BY ACTIVITY

- In the past six months the average individual has visited downtown Salt Lake **6 times** for dining, **nearly 4 times** for shopping and entertainment, and just over **one time** for religious activities. Also, the average employee has visited downtown Salt Lake **over 15 times** for work reasons in the past six months.



INTEREST IN ACTIVITIES DOWNTOWN

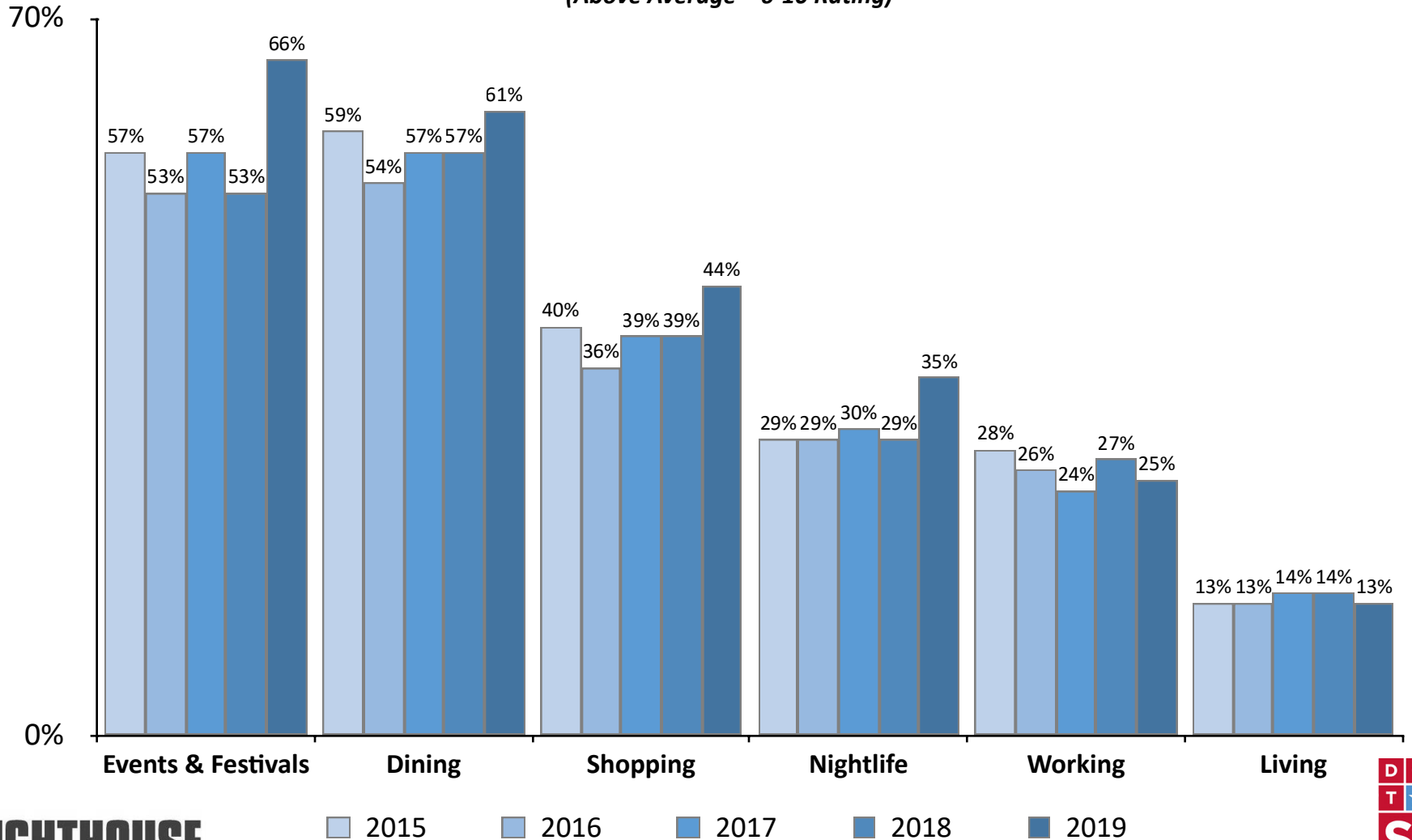
How interested are you in the following activities in downtown Salt Lake?



INTEREST IN ACTIVITIES DOWNTOWN

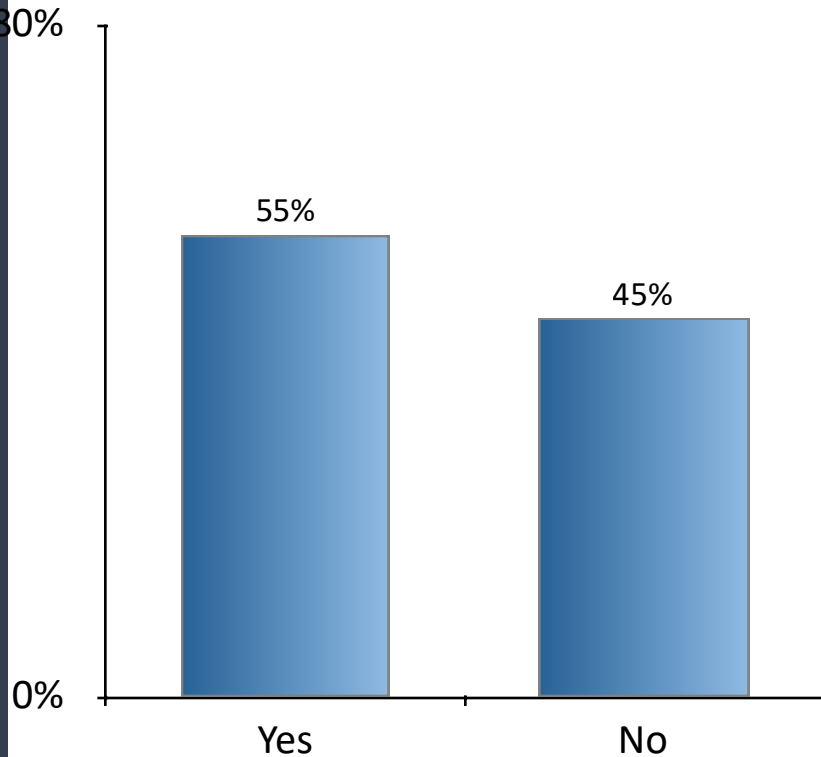
Above Average Interest in the Following Categories

(Above Average = 6-10 Rating)

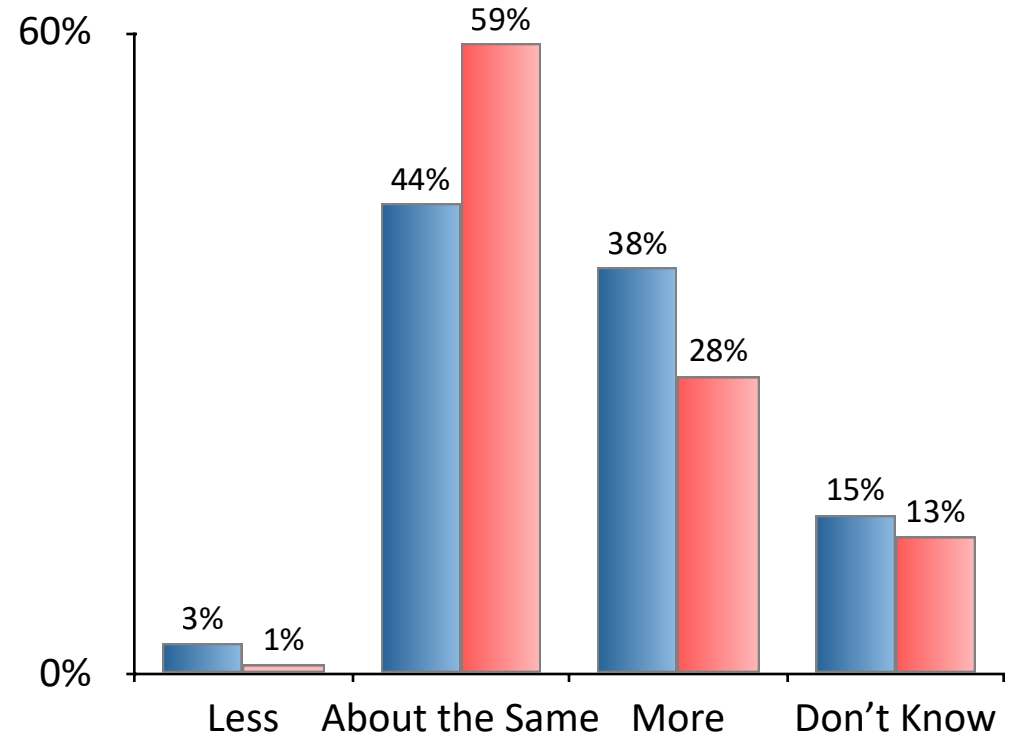


ARTISTIC CREATIVITY & CULTURE DOWNTOWN

Have you visited downtown Salt Lake City in the past 12 months for a performance, and art exhibit, or to see public art?



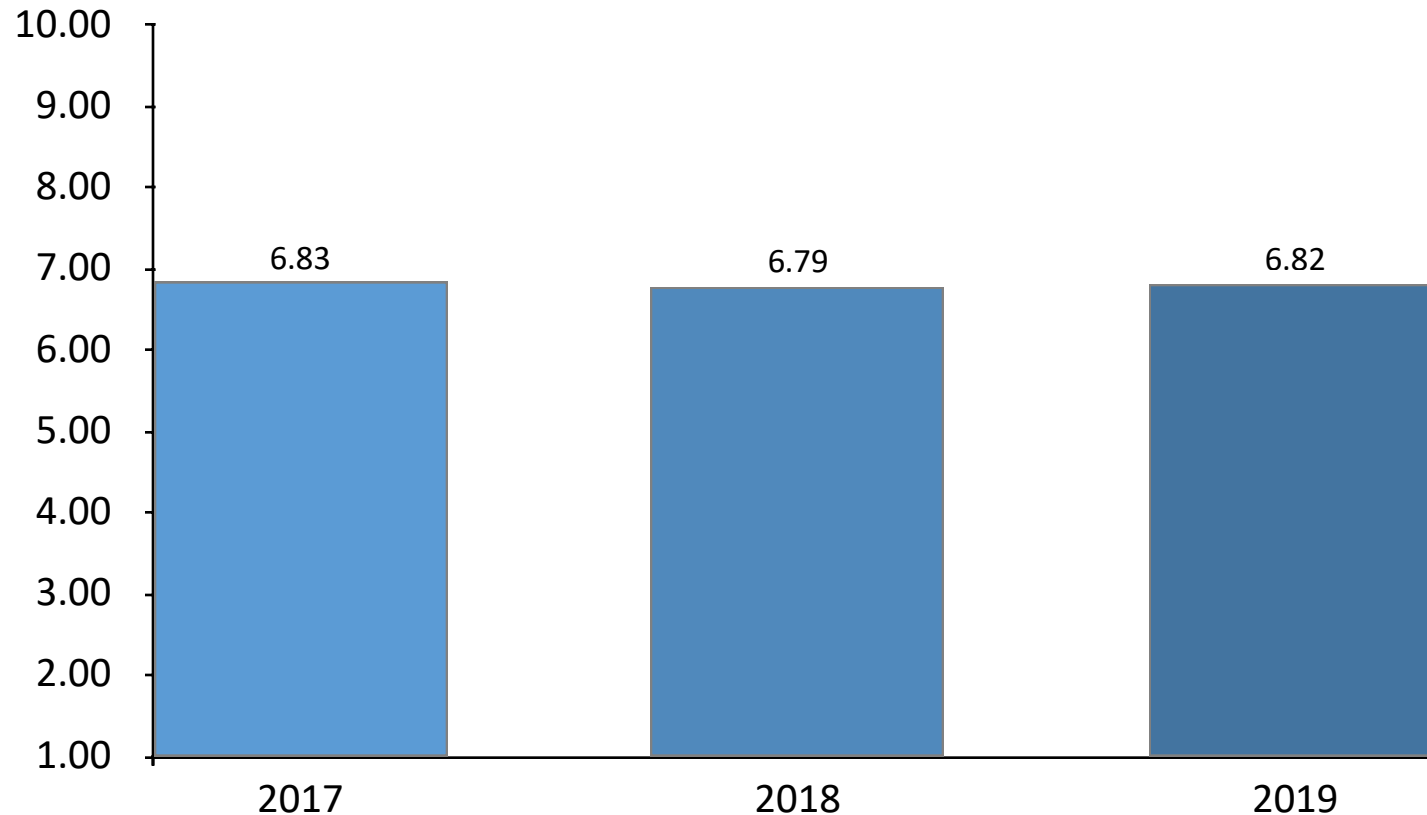
When compared to a year ago, would you say there is more, less, or about the same amount of artistic creativity and culture in Downtown Salt Lake City?



■ 2018 ■ 2019

ARTISTIC CREATIVITY & CULTURE DOWNTOWN

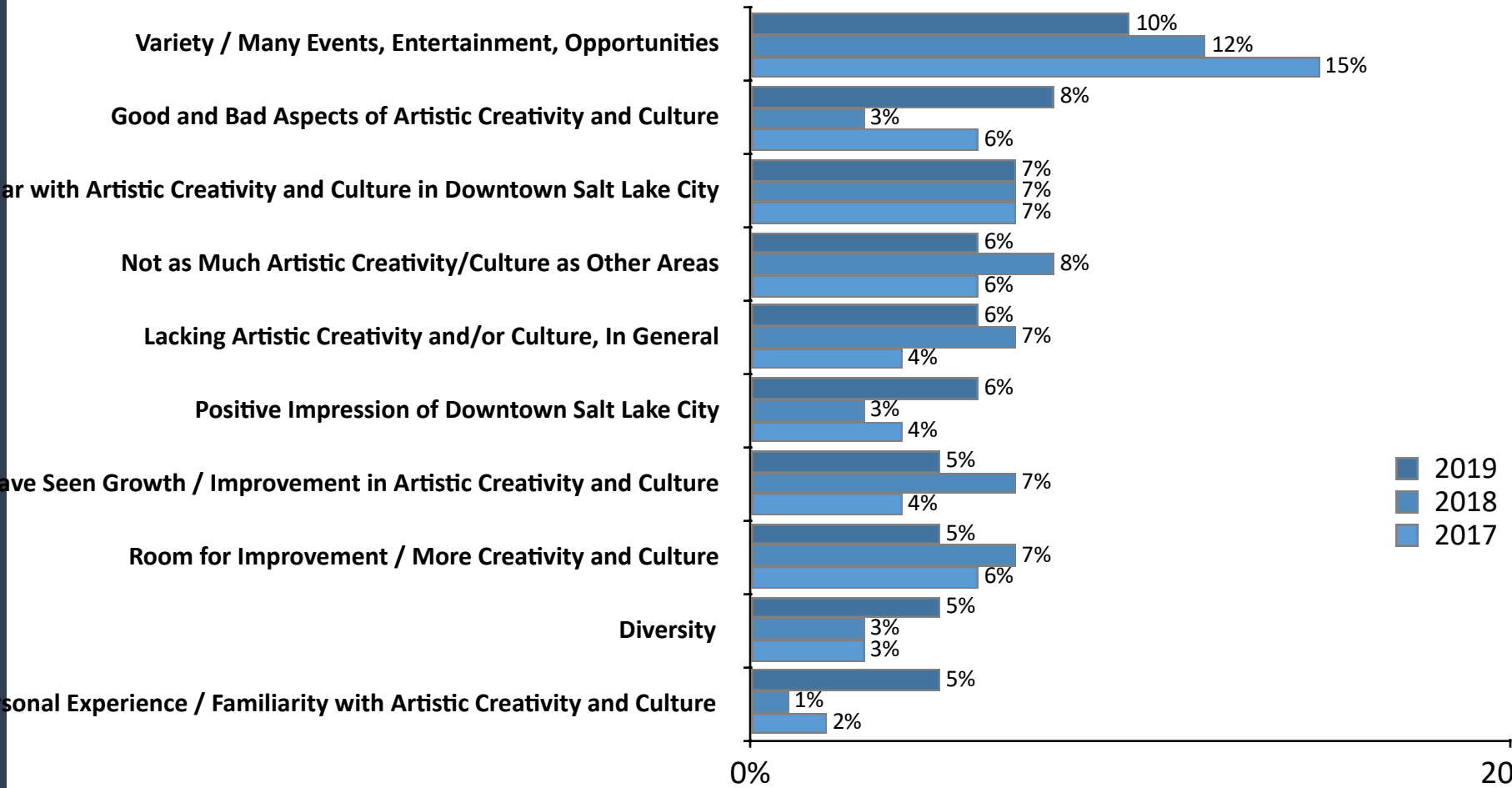
Overall, how would you rate the quality of art and culture in Downtown Salt Lake City?



In 2017 and 2018 the wording was: "Overall, how would you rate the level of artistic creativity and culture in Downtown Salt Lake City?"

ARTISTIC CREATIVITY & CULTURE DOWNTOWN

Why did you give art and culture a rating of _____?

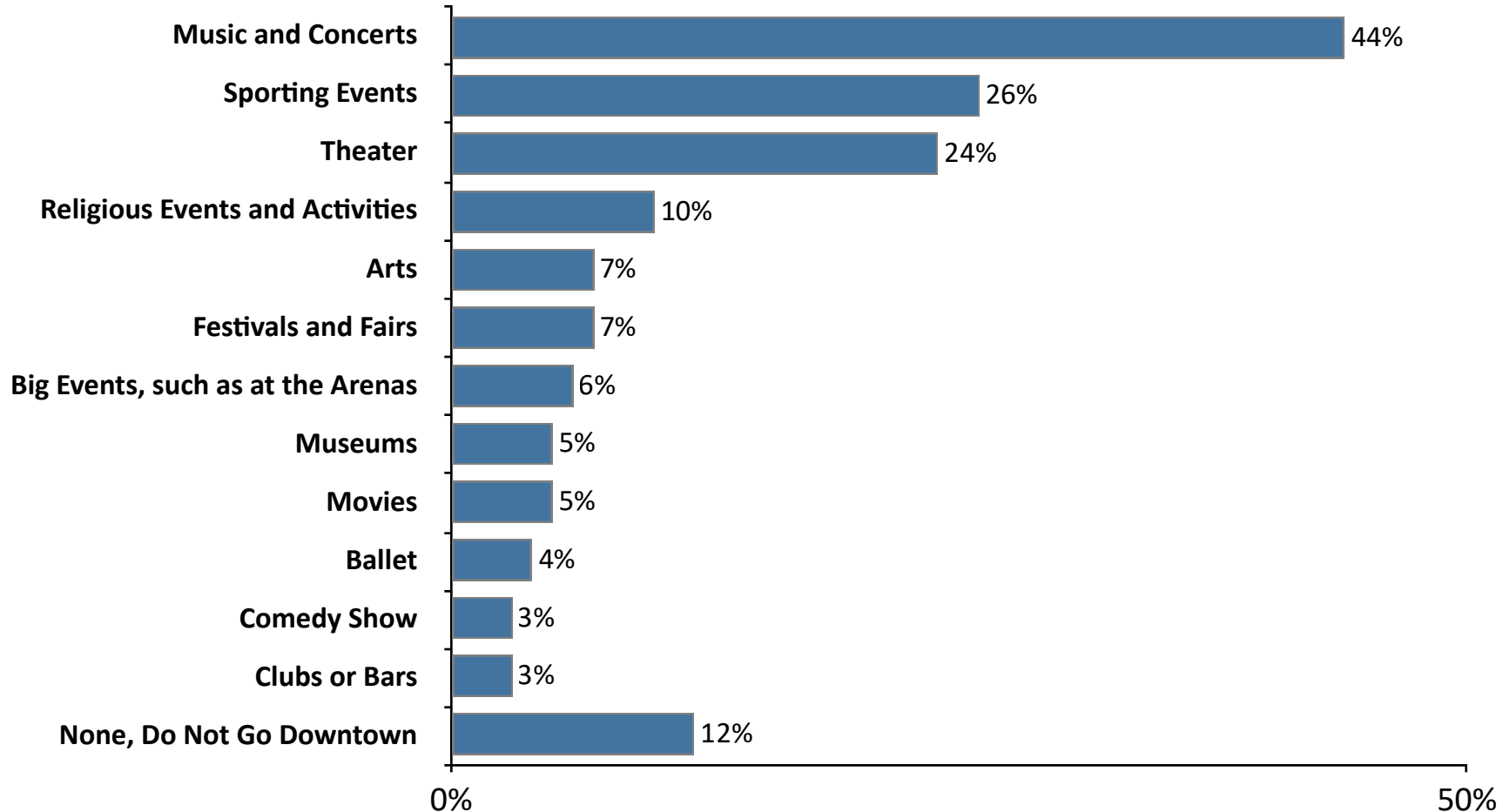


Other less frequently mentioned responses include: *Hast Artistic Creativity and/or Culture in general (4%), Lack of Diversity (3%), Theaters and Stage Productions (3%), Average for Artistic Creativity and Culture (2%), Word of Mouth / Know Someone who Enjoys Arts and Culture Downtown (2%), There is a Lot of Art (2%), More Artistic Creativity / Culture than Other Areas (1%), Music Opportunities and Venues (1%), Museums / Galleries (1%), Appearance / Beauty of Downtown SLC (1%), Religious Activities / Culture (1%), Miscellaneous Responses (8%), Don't Know (5%), and Don't Care / No Opinion (2%).*

ENTERTAINMENT EVENTS DOWNTOWN

What entertainment events do you typically attend downtown? This does not include shopping and dining.

2019 – ALL Mentions

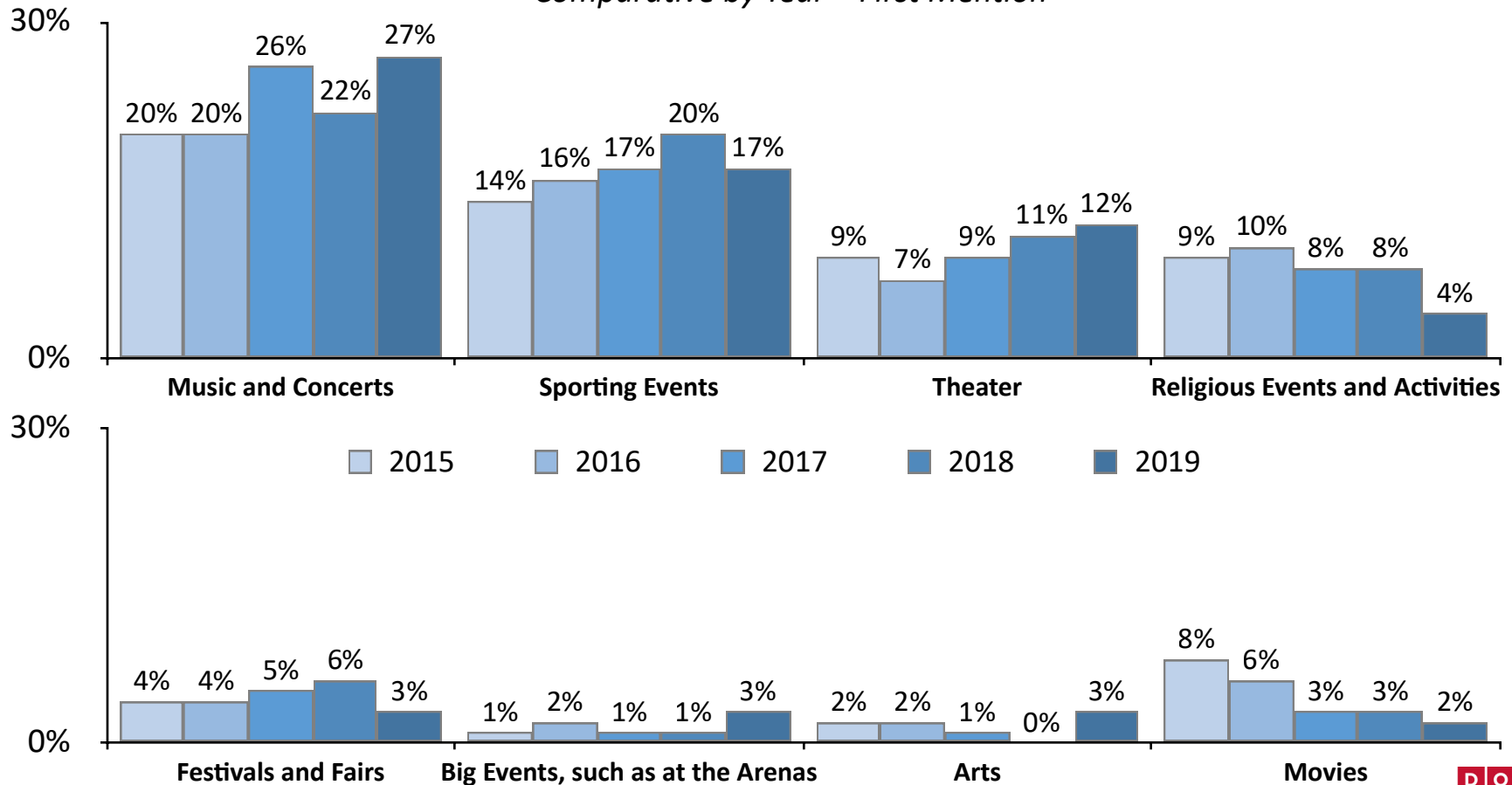


Other less frequently mentioned responses include Farmers Market (1%), Clubs or Bars (1%), Big Events such as at the Arenas (1%), Conventions, Conferences, Seminars (1%), Parades (1%), Work (1%), and Miscellaneous Responses (4%).

ENTERTAINMENT EVENTS DOWNTOWN

What entertainment events do you typically attend downtown? This does not include shopping and dining.

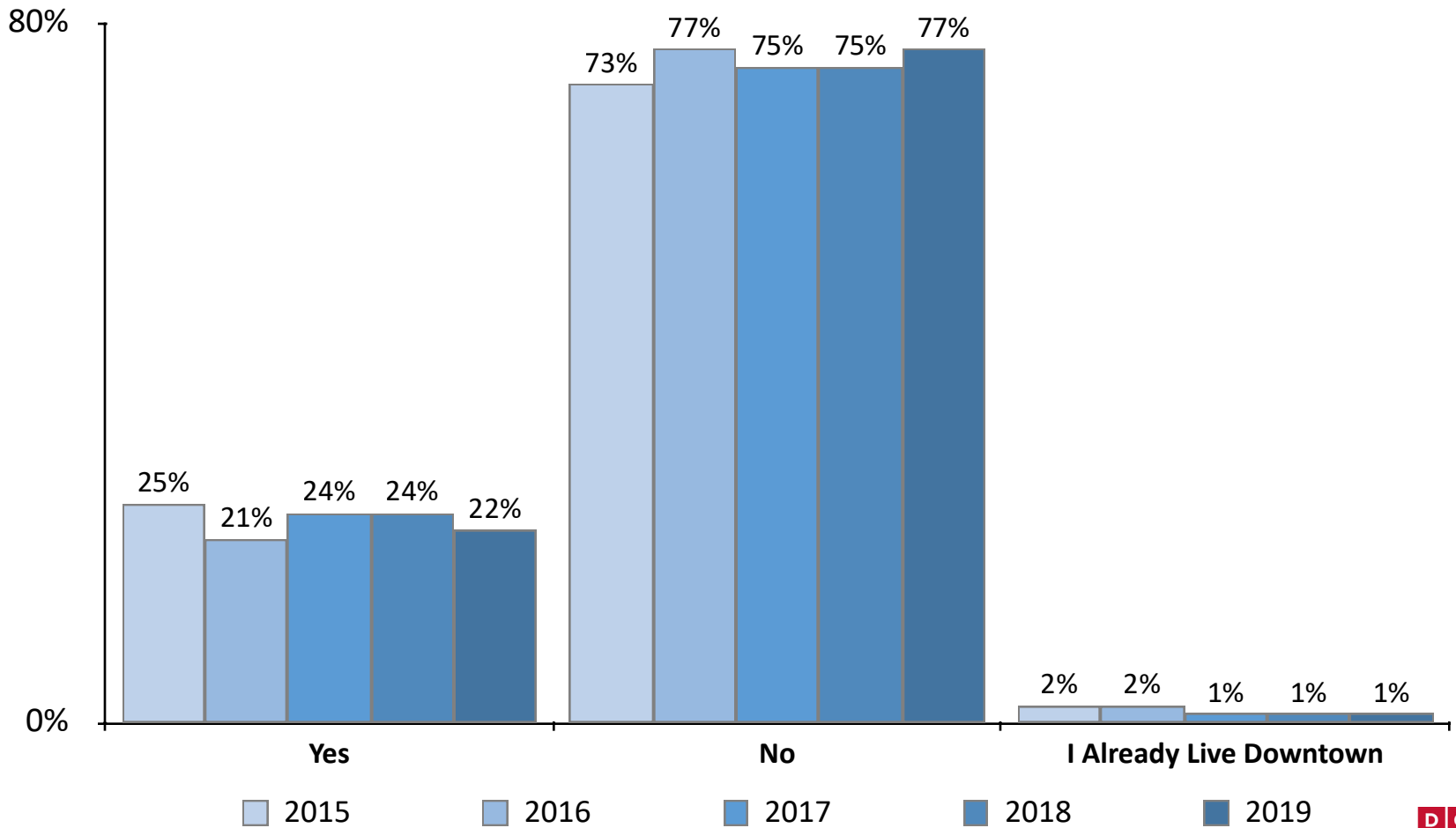
Comparative by Year – First Mention



Other less frequently mentioned responses include: Ballet (2%), Comedy Shows (2%), Museums (2%), Clubs or Bars (1%), ComiCon / FanX (1%), Conventions/Conferences/Seminars (1%), Holiday Events (1%), and Miscellaneous Responses (5%), None – Do NOT Go Downtown (12%)

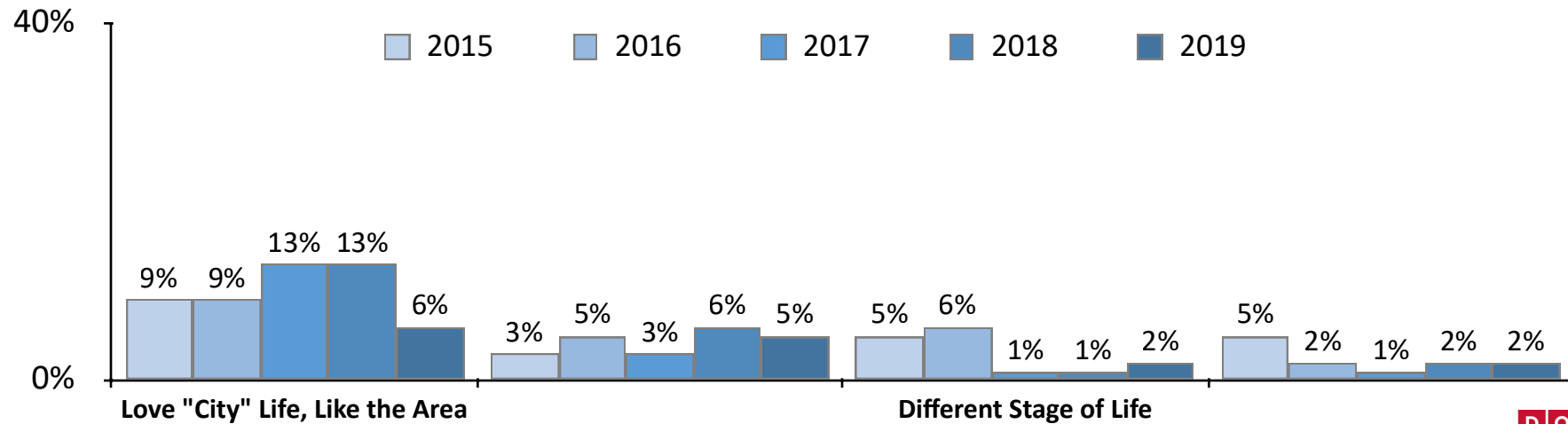
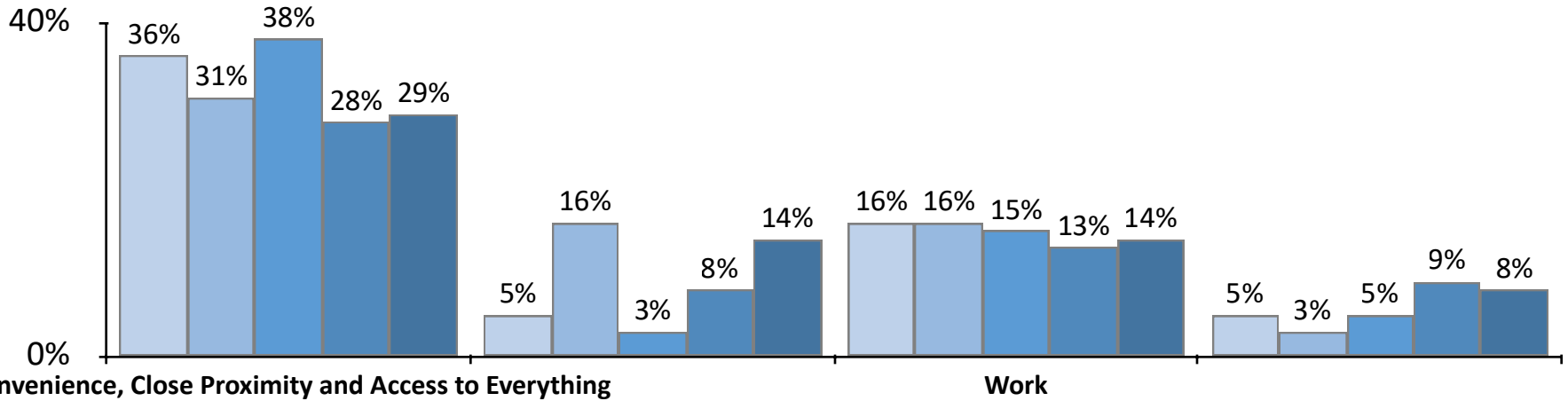
DOWNTOWN LIVING

Would you consider living downtown?



DOWNTOWN LIVING

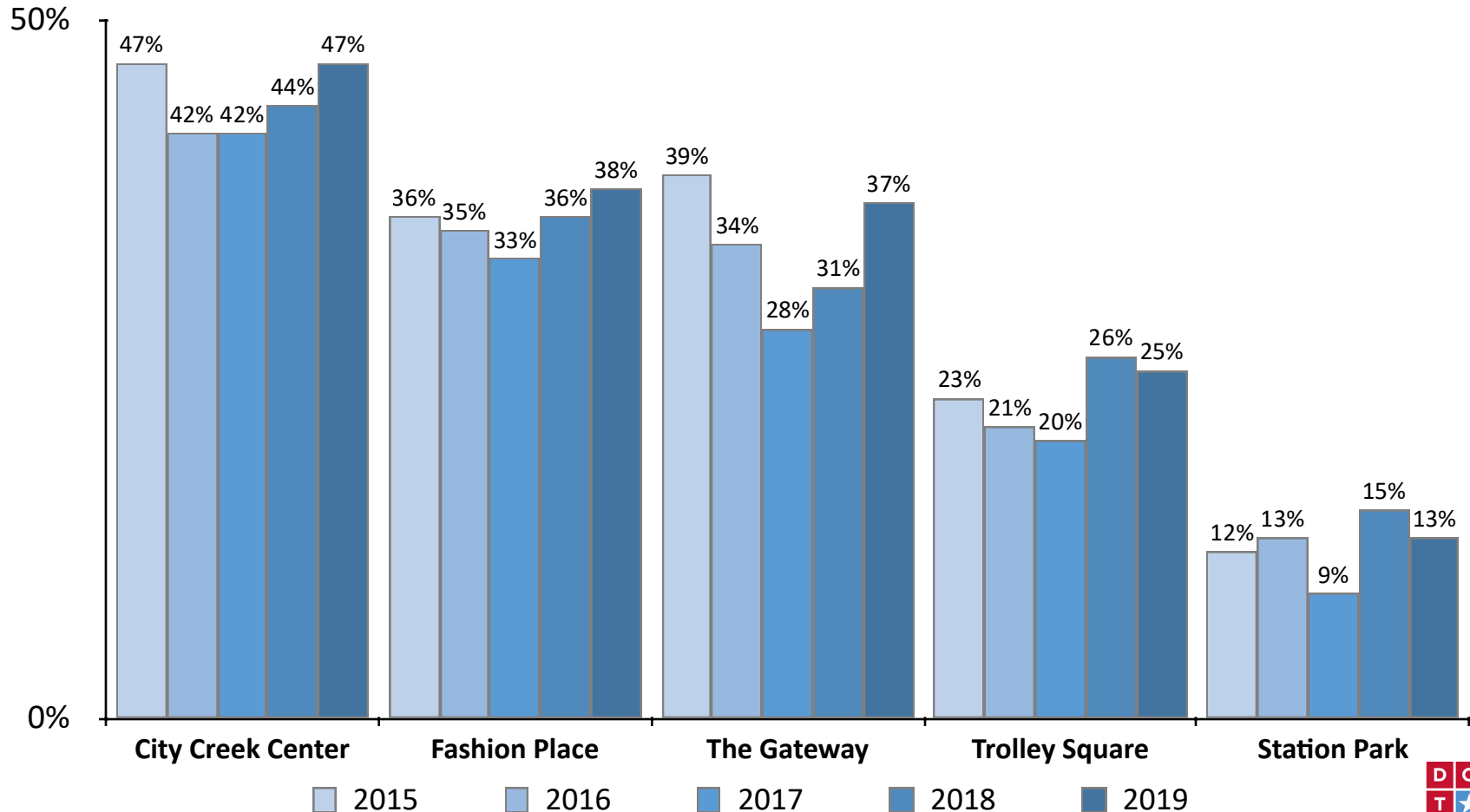
Why would you consider living downtown?



Other less frequently mentioned responses include: Previously Lived in Area (2%), To Attend the U (2%), Already Live Near There (1%), Having Family / Friends There (1%), Architecture (1%), Beautiful Area (1%), Miscellaneous Responses (11%), and Don't Know (1%)

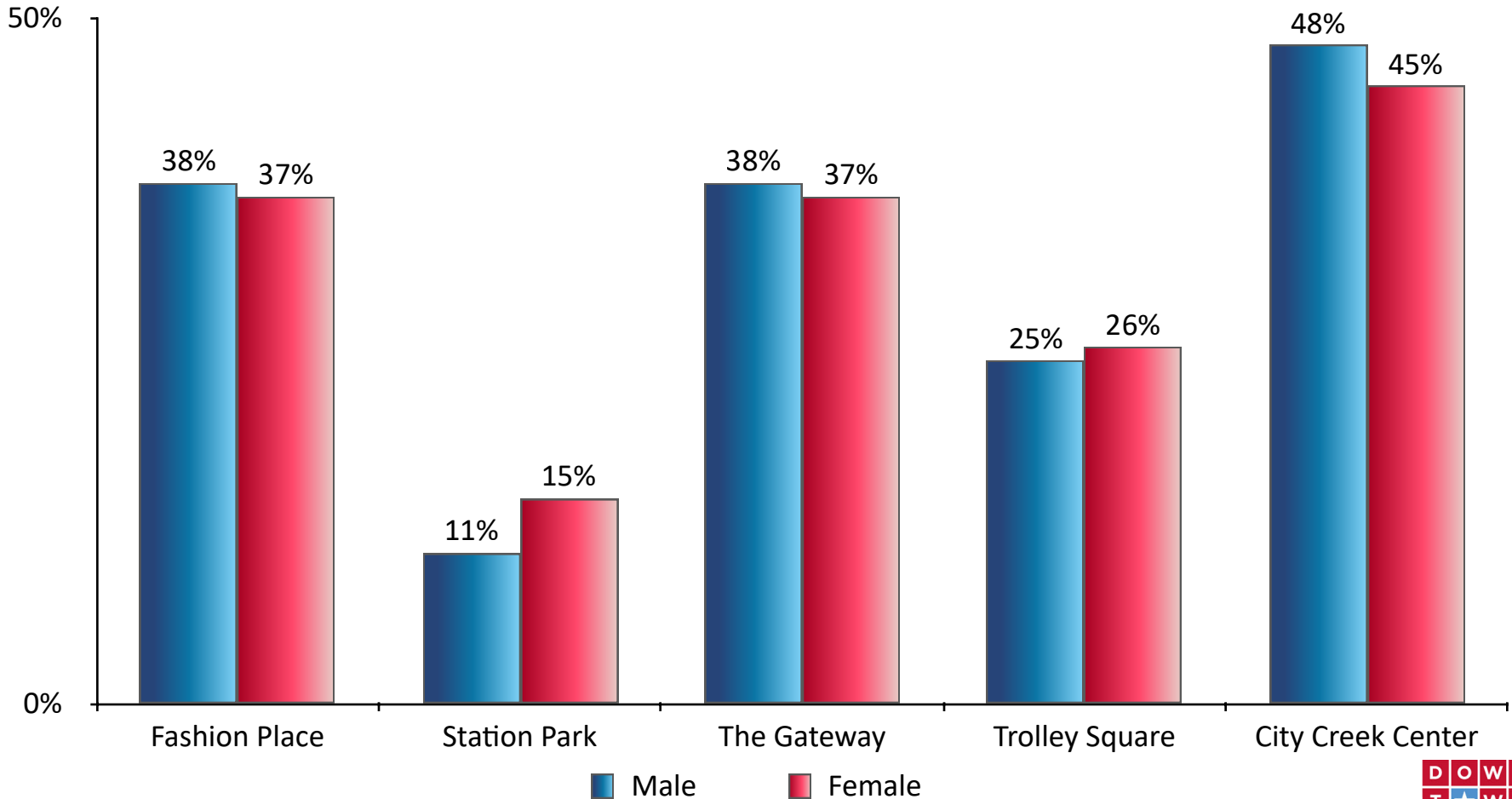
DOWNTOWN SALT LAKE SHOPPING

Percentage of respondents who have visited various shopping destinations in the past month.



DOWNTOWN SALT LAKE SHOPPING

Percentage Who Have Visited Various Shopping Destinations in the Past Month
Compared by Gender





LIGHTHOUSE
R E S E A R C H