

SALT LAKE DOWNTOWN ALLIANCE

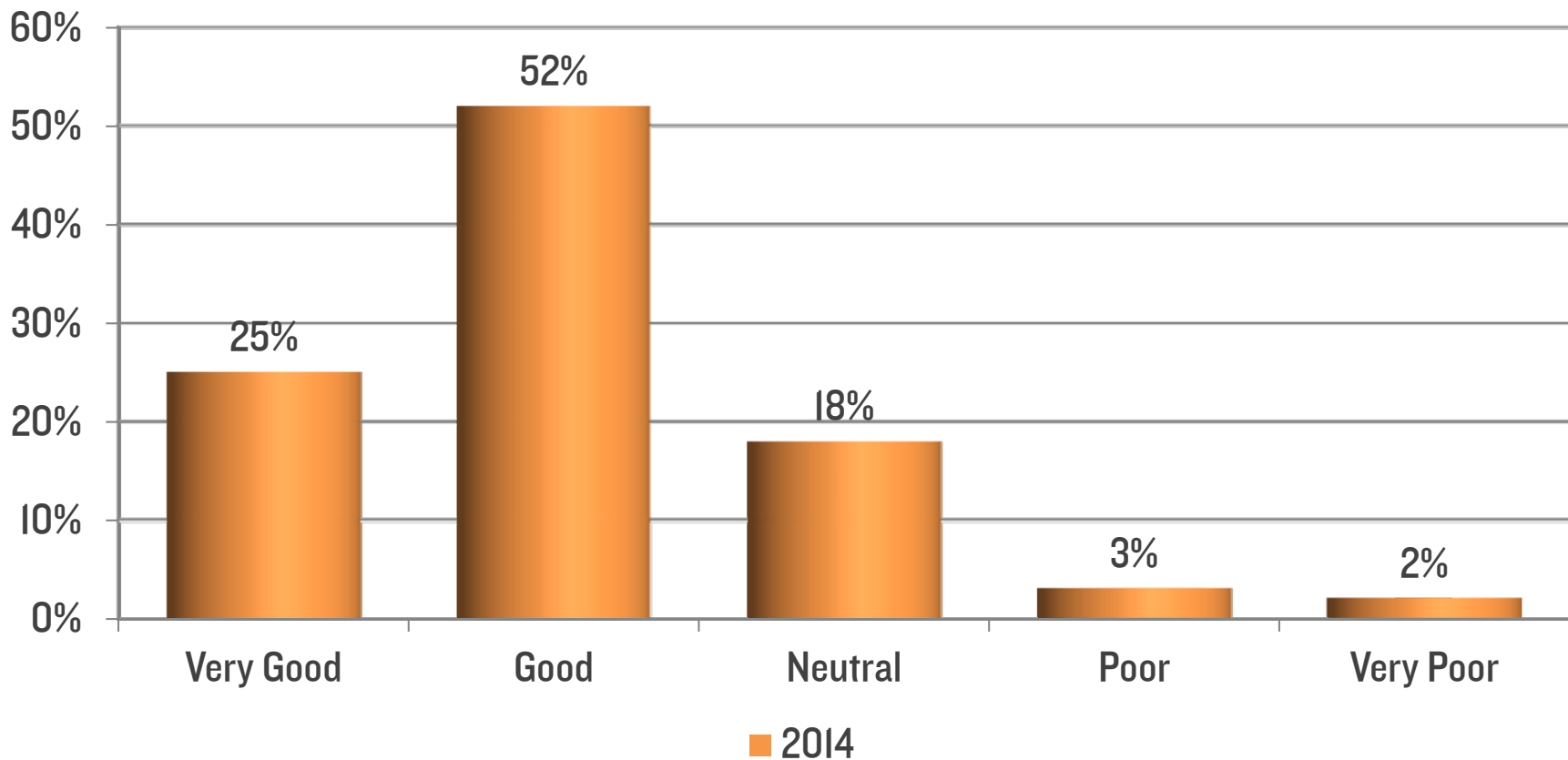
2014 Summer Mini-Survey Update

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).

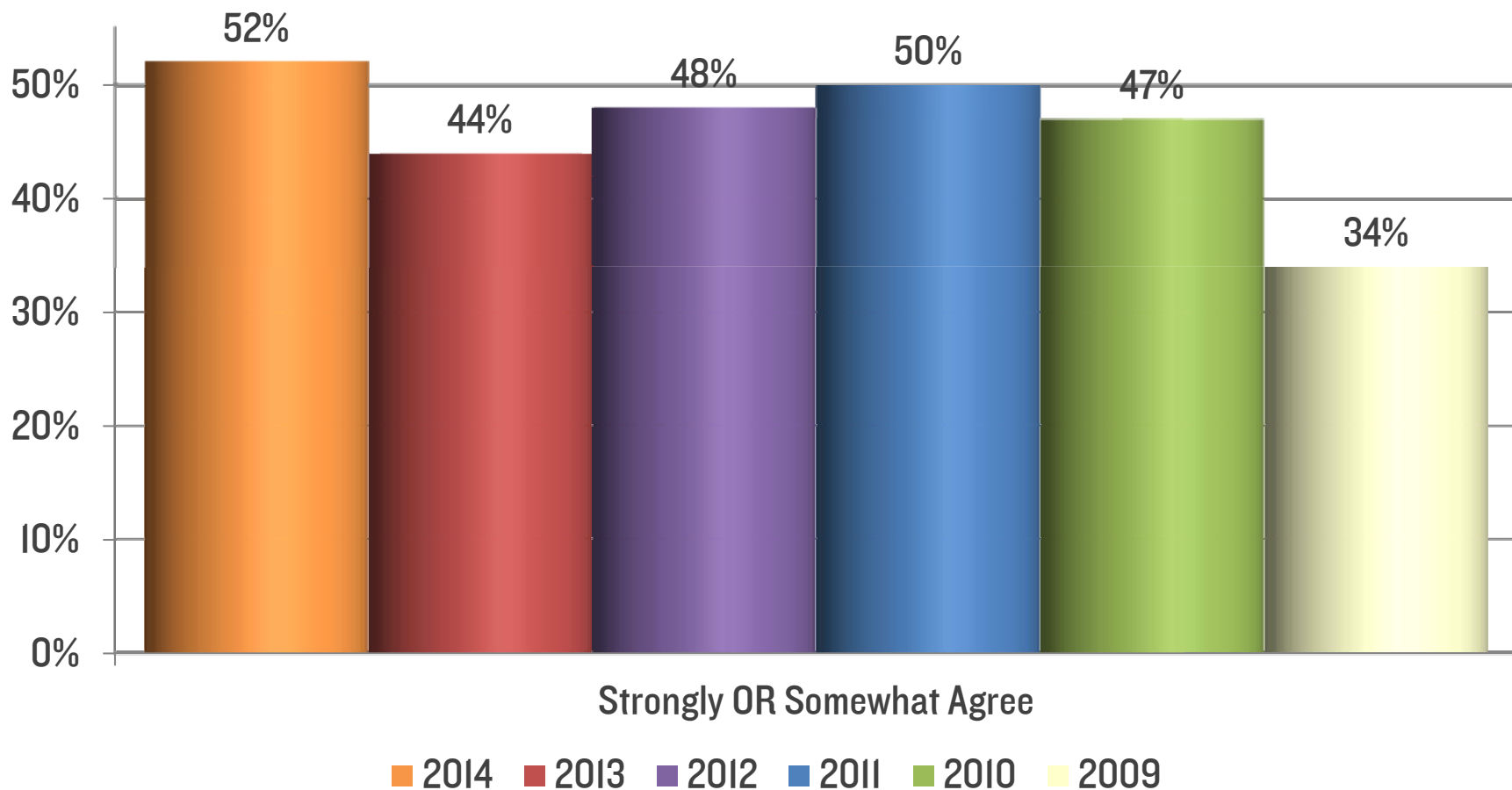


n = 398

3

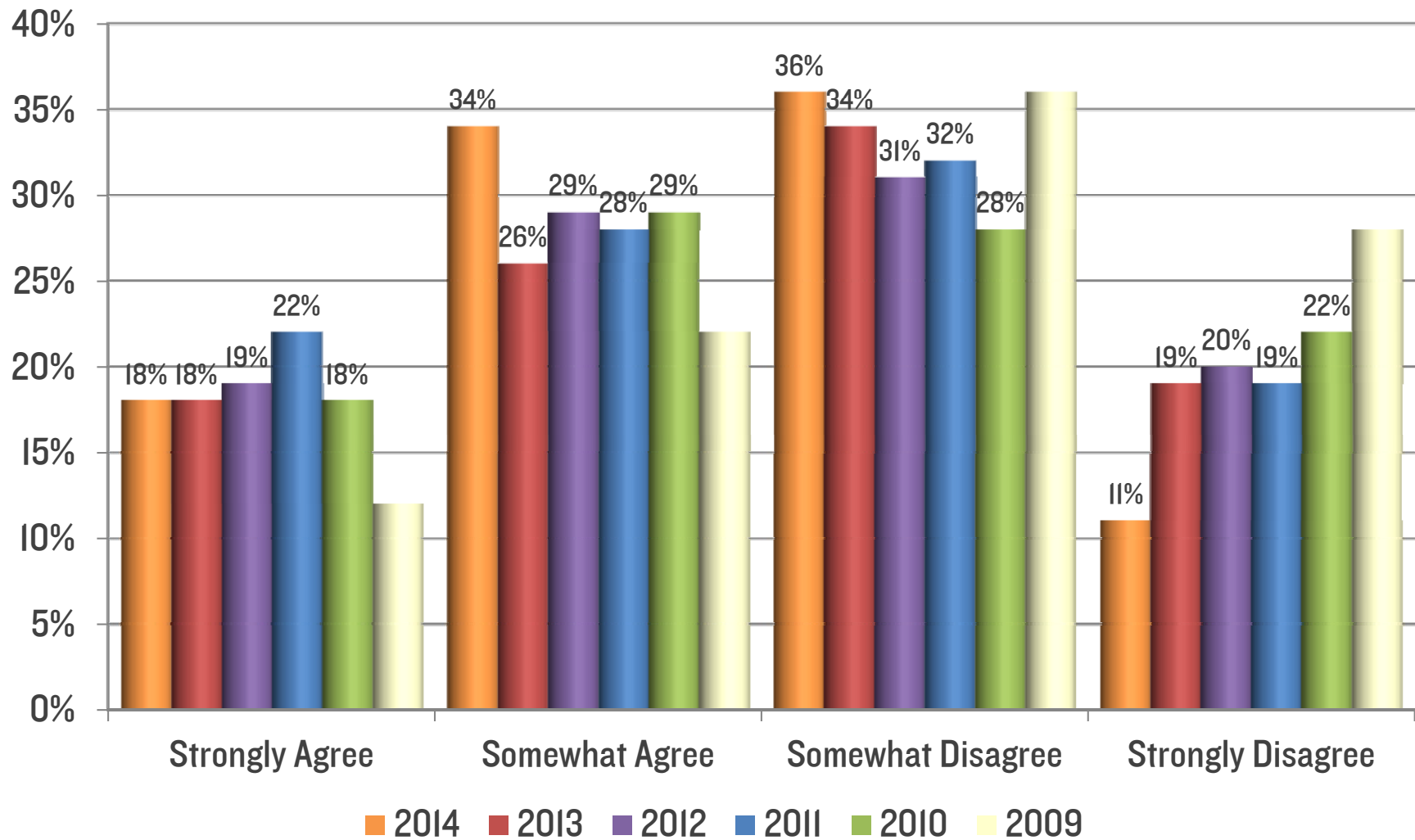
OWNERSHIP & CONNECTION WITH DOWNTOWN SALT LAKE

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.



2014: n = 400

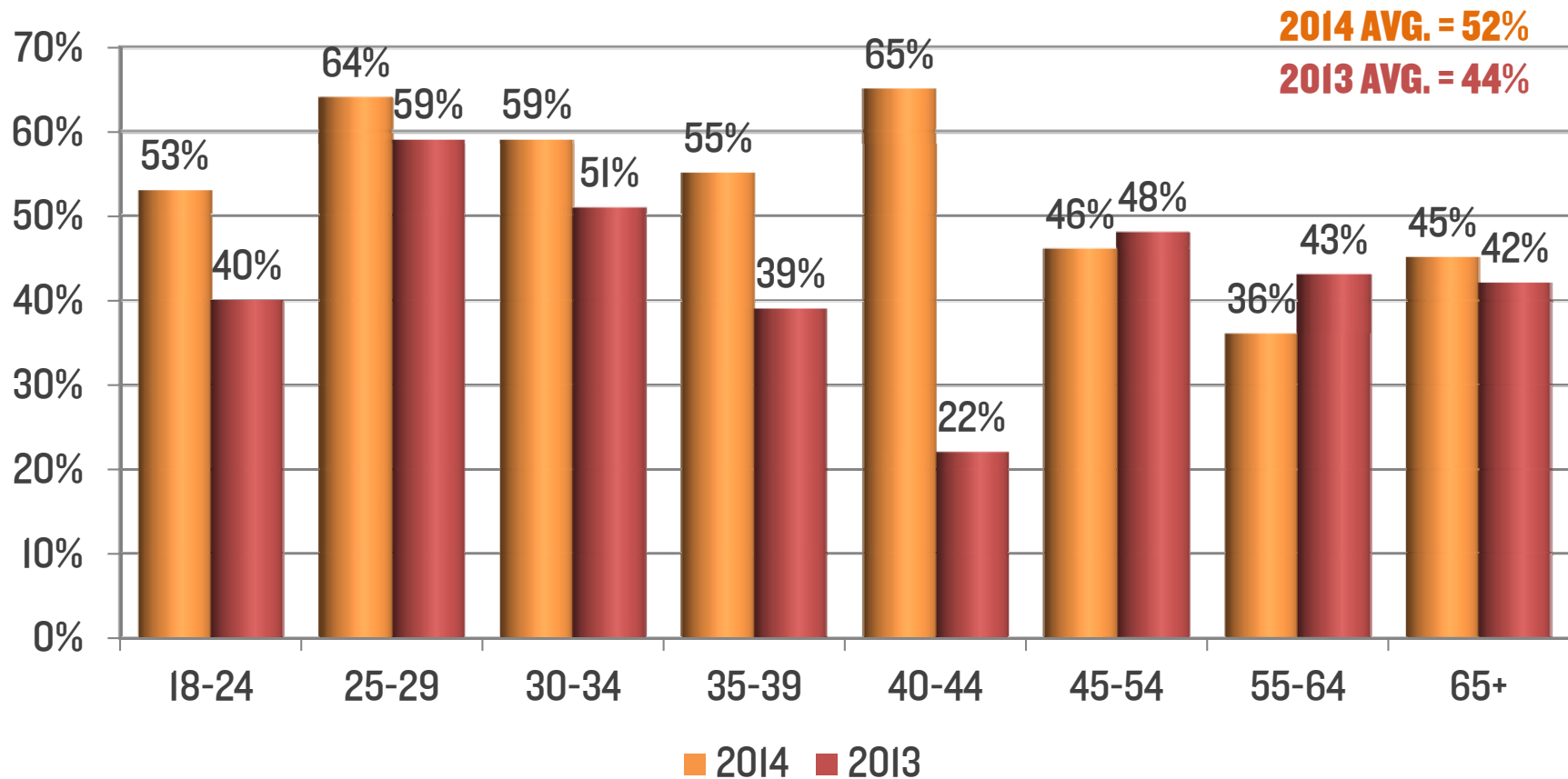
OWNERSHIP & CONNECTION WITH DOWNTOWN SALT LAKE



2014: n = 400

OWNERSHIP & CONNECTION WITH DOWNTOWN (BY AGE)

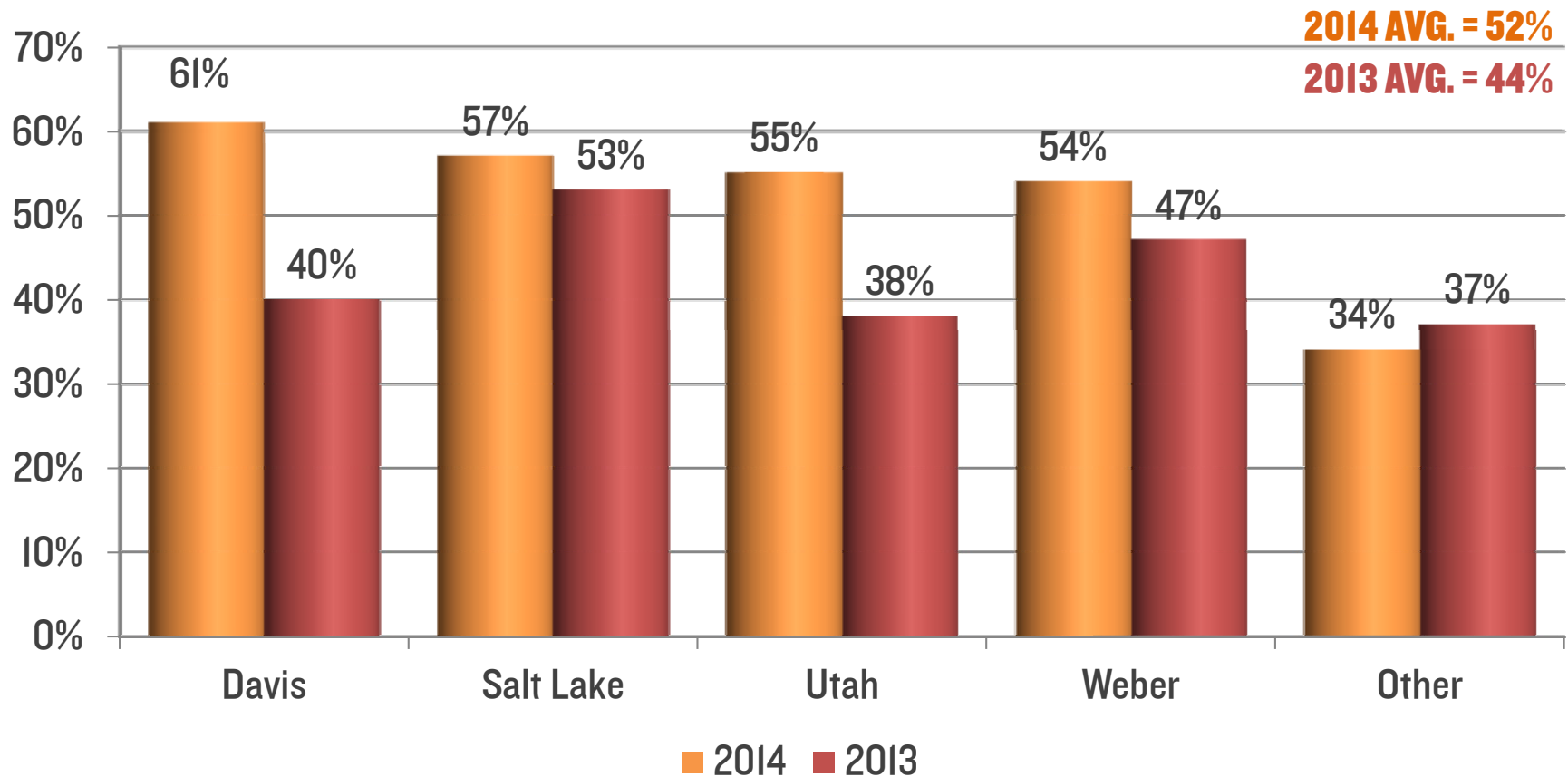
Respondents between the ages of 40-44 and 25-29 seemed to have the greatest sense of ownership and connection associated with Downtown (65% and 64%). This contrasted with respondents over the age of 45, specifically those in the 55-64 range, of whom only 36% felt a sense of “ownership and connection.” Respondents aged 35-44 saw the largest increase in those responding positively to this question from 2013.



2014: n = 400

OWNERSHIP & CONNECTION WITH DOWNTOWN (BY COUNTY)

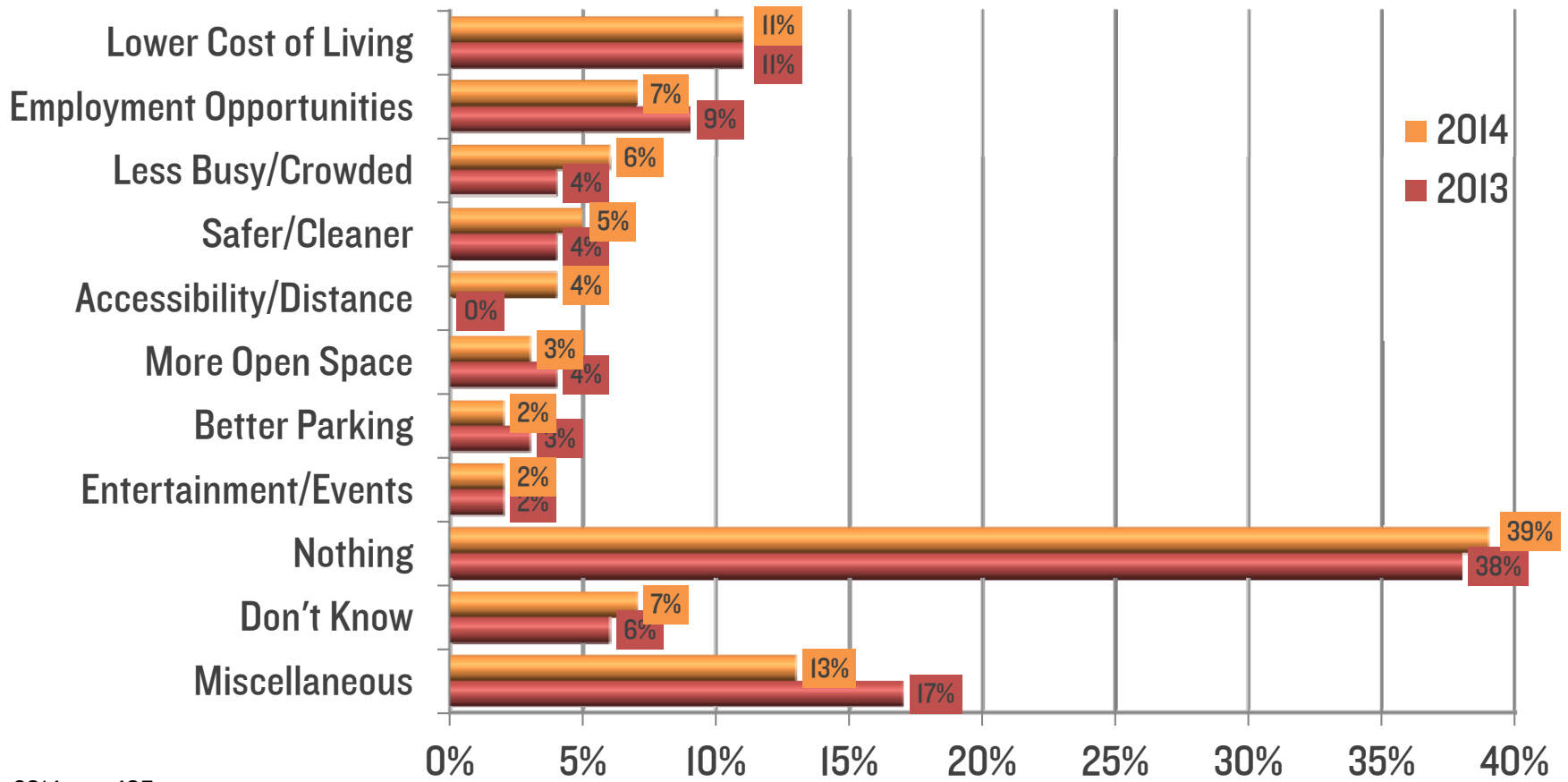
In addition to Salt Lake County; Davis, Utah and Weber Counties all expressed an above average sense of ownership and connection with downtown. The smaller, more distant counties had a significantly lesser connection to downtown at only 34%.



2014: n = 400

WHAT WOULD INCREASE YOUR INTEREST IN LIVING DOWNTOWN?

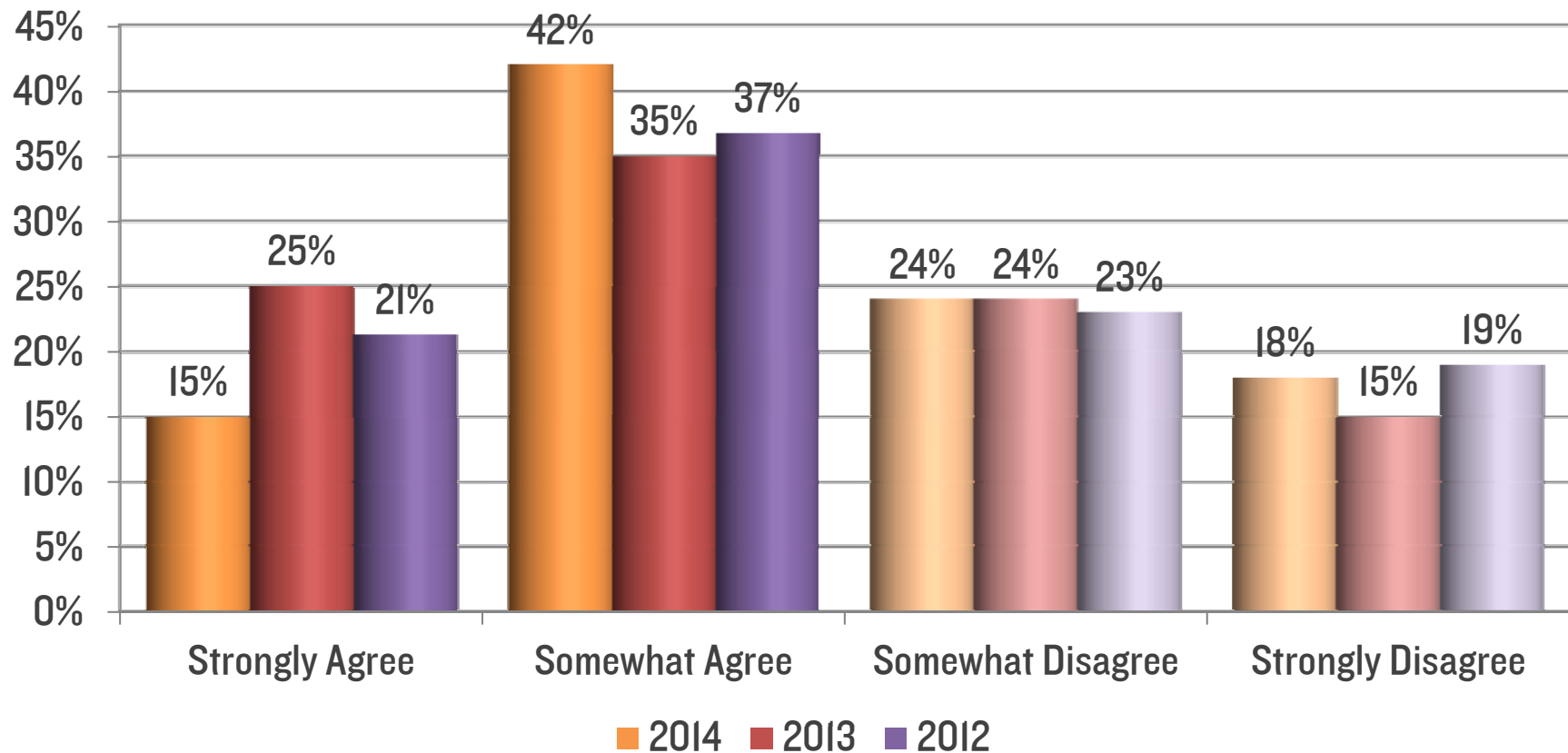
Although several answers were provided that would increase interest in living Downtown, 39% still said nothing would change their mind. Excluding the 7% who answered “Don’t Know,” 58% of respondents offered improvements that would make them more interested in living Downtown.



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.



2014: n = 307 *cludes respondents who answered "don't know" to this question.*