



Salt Lake Downtown Alliance

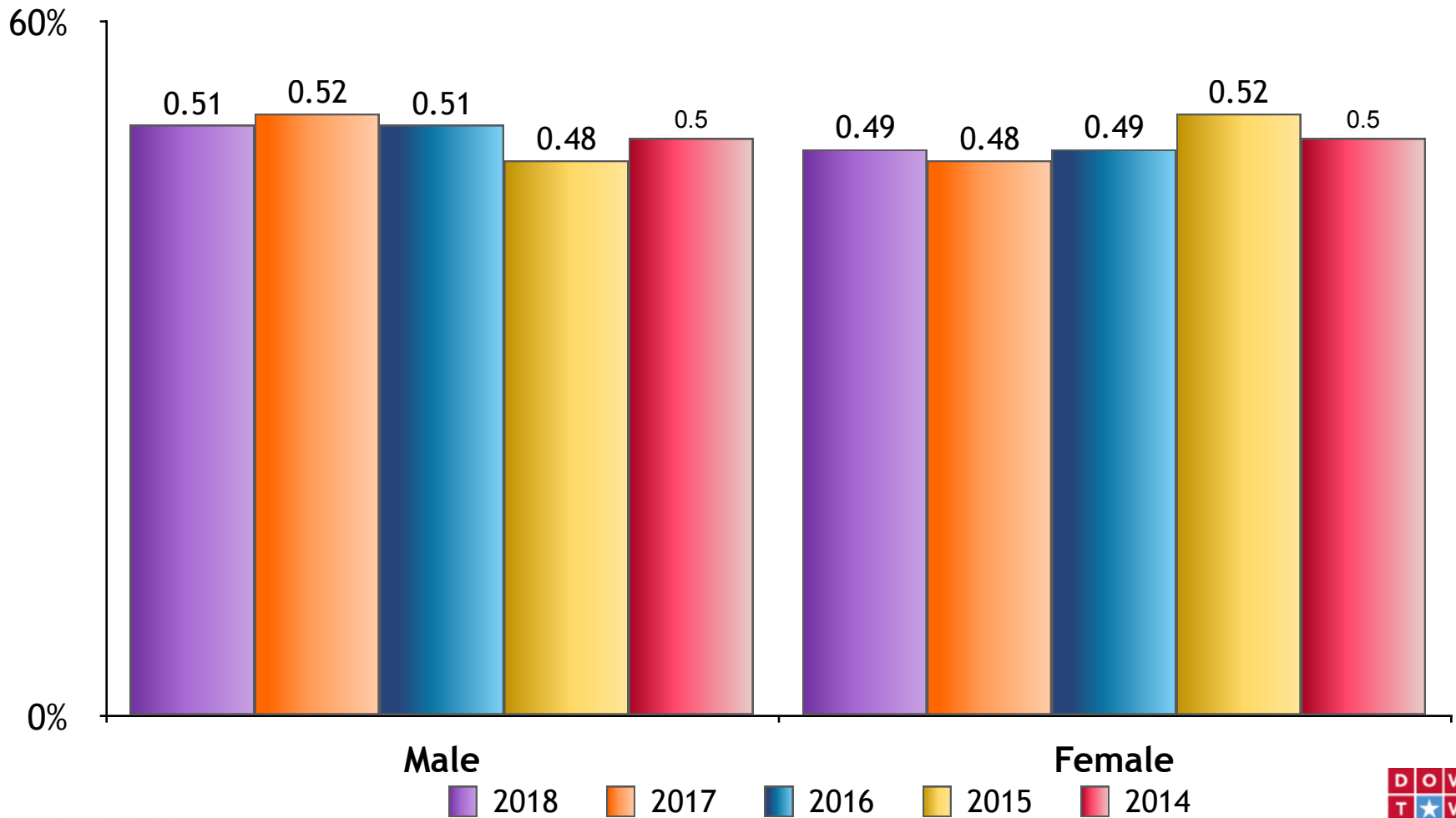
June 2018



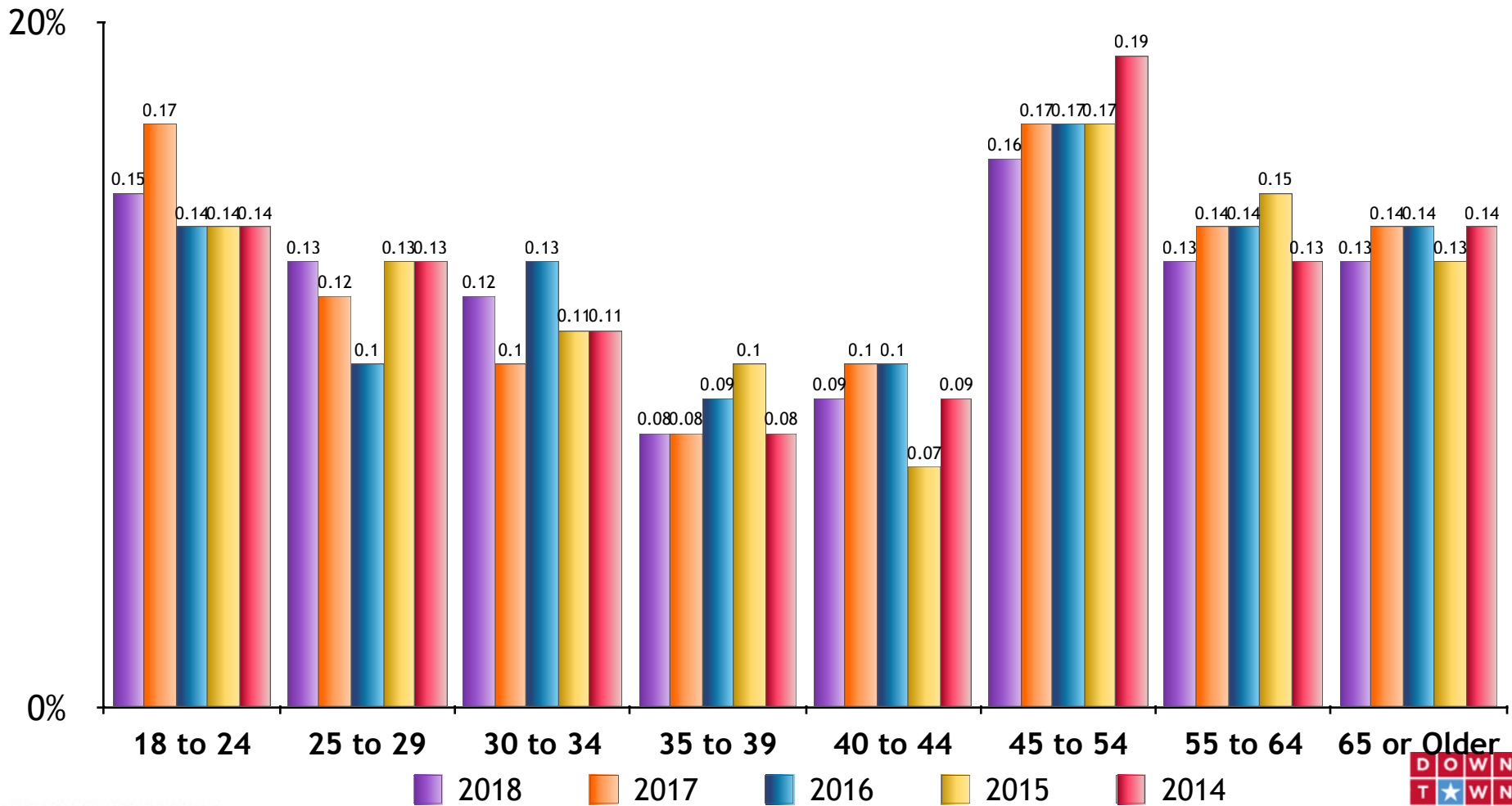
SURVEY DETAILS

- Short telephone survey updating previous benchmark data around key topics
 - 609 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

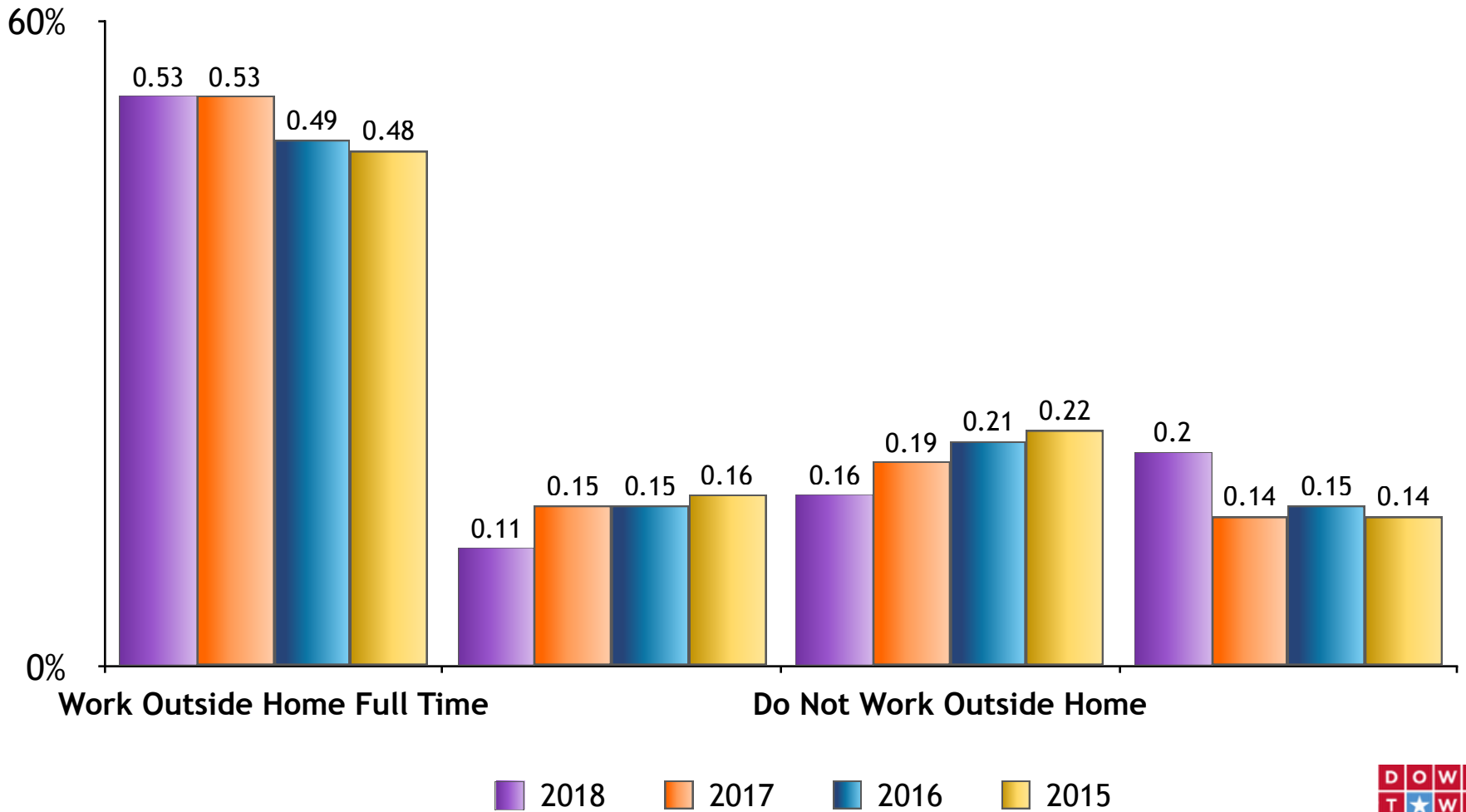
GENDER



AGE

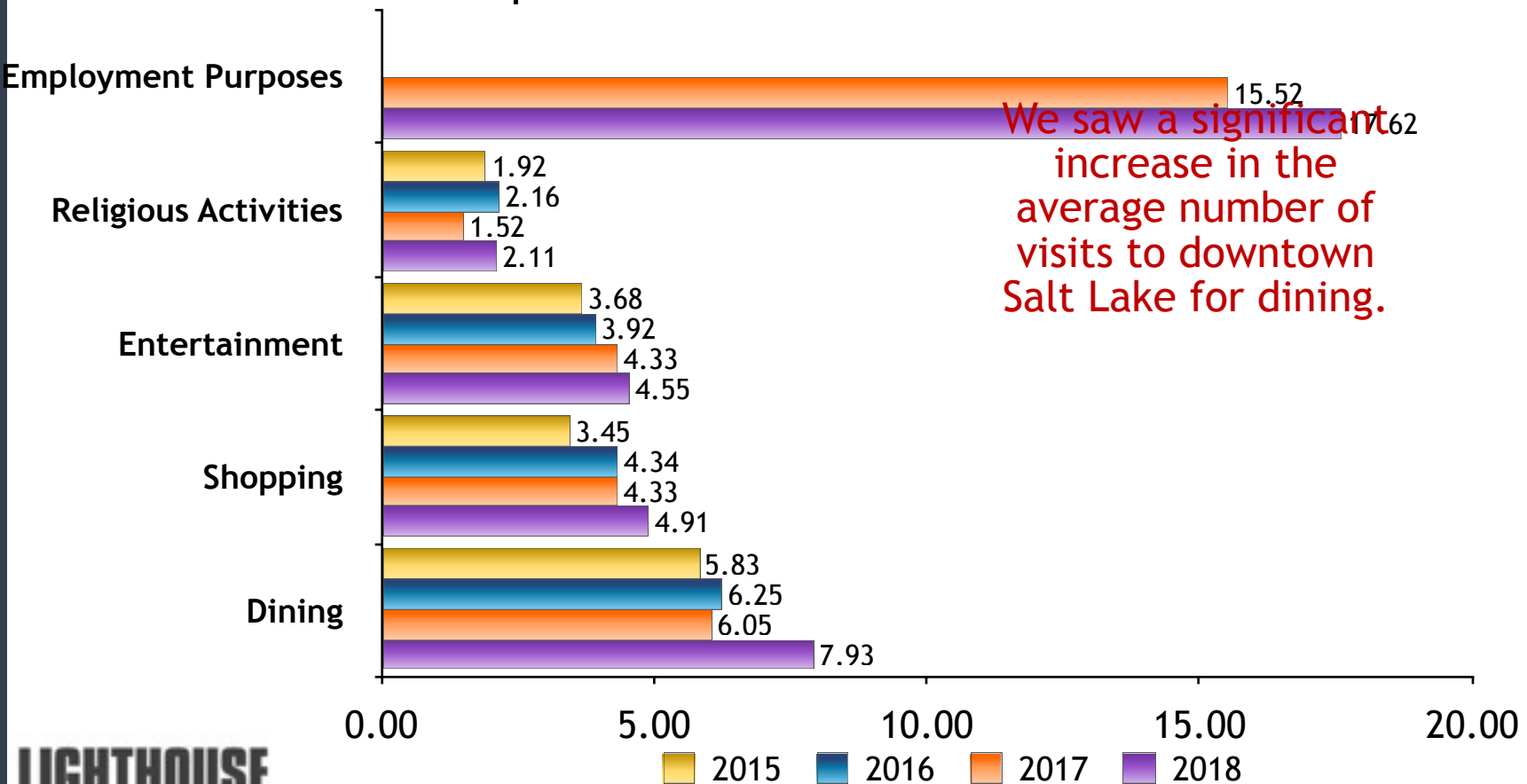


WORK STATUS



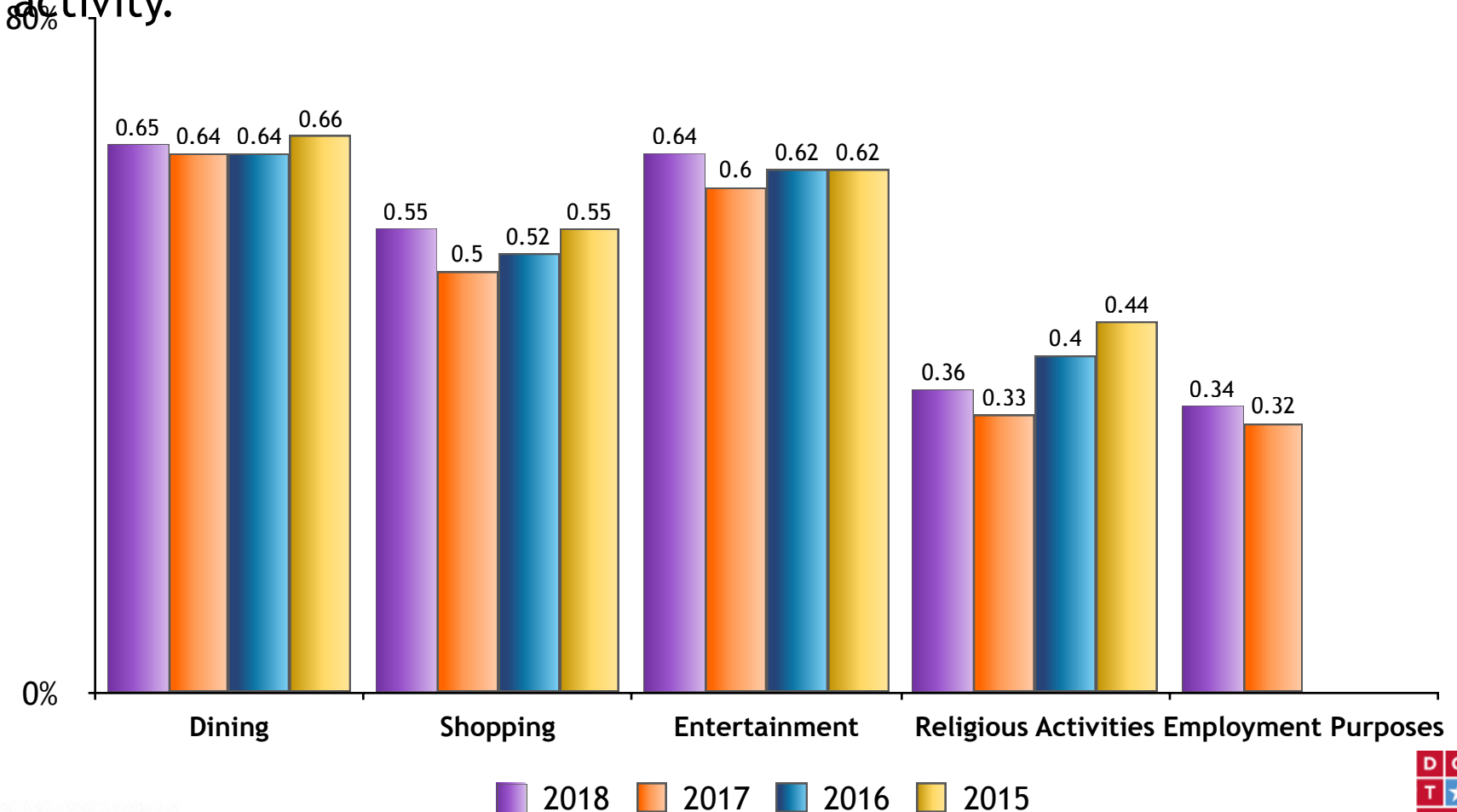
VISITS TO DOWNTOWN BY ACTIVITY

- In the past six months the average individual has visited downtown Salt Lake **nearly 8 times** for dining, **nearly 5 times** for shopping, **over 4 times** for entertainment, and **twice** for religious activities. Also, the average employee has visited downtown Salt Lake **over 17 times** for work reasons in the past six months.



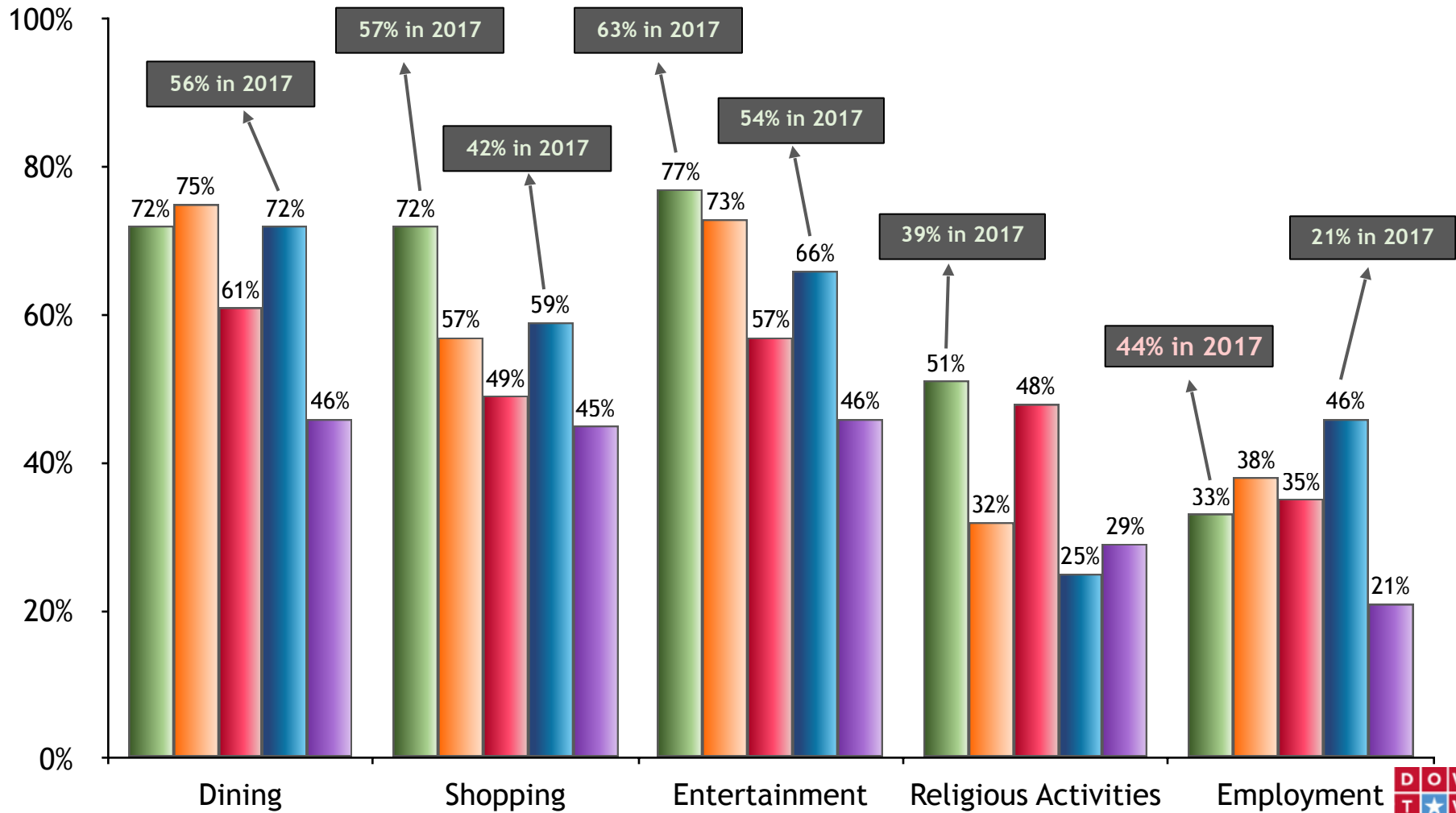
VISITS TO DOWNTOWN BY ACTIVITY

- The chart below represents the percentage of respondents who have visited Downtown at least one time in the past six months for each activity.



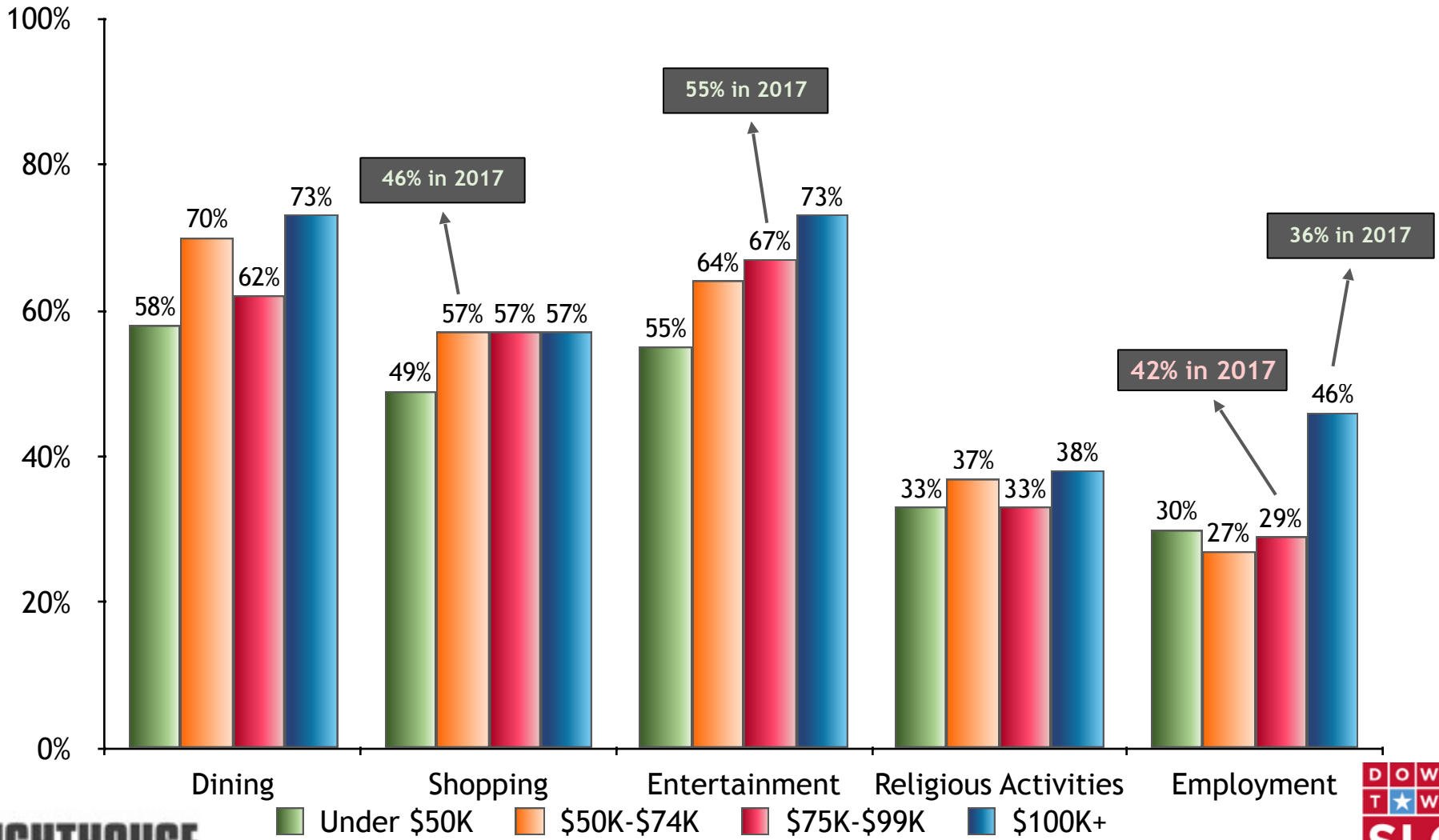
VISITS TO DOWNTOWN BY ACTIVITY

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



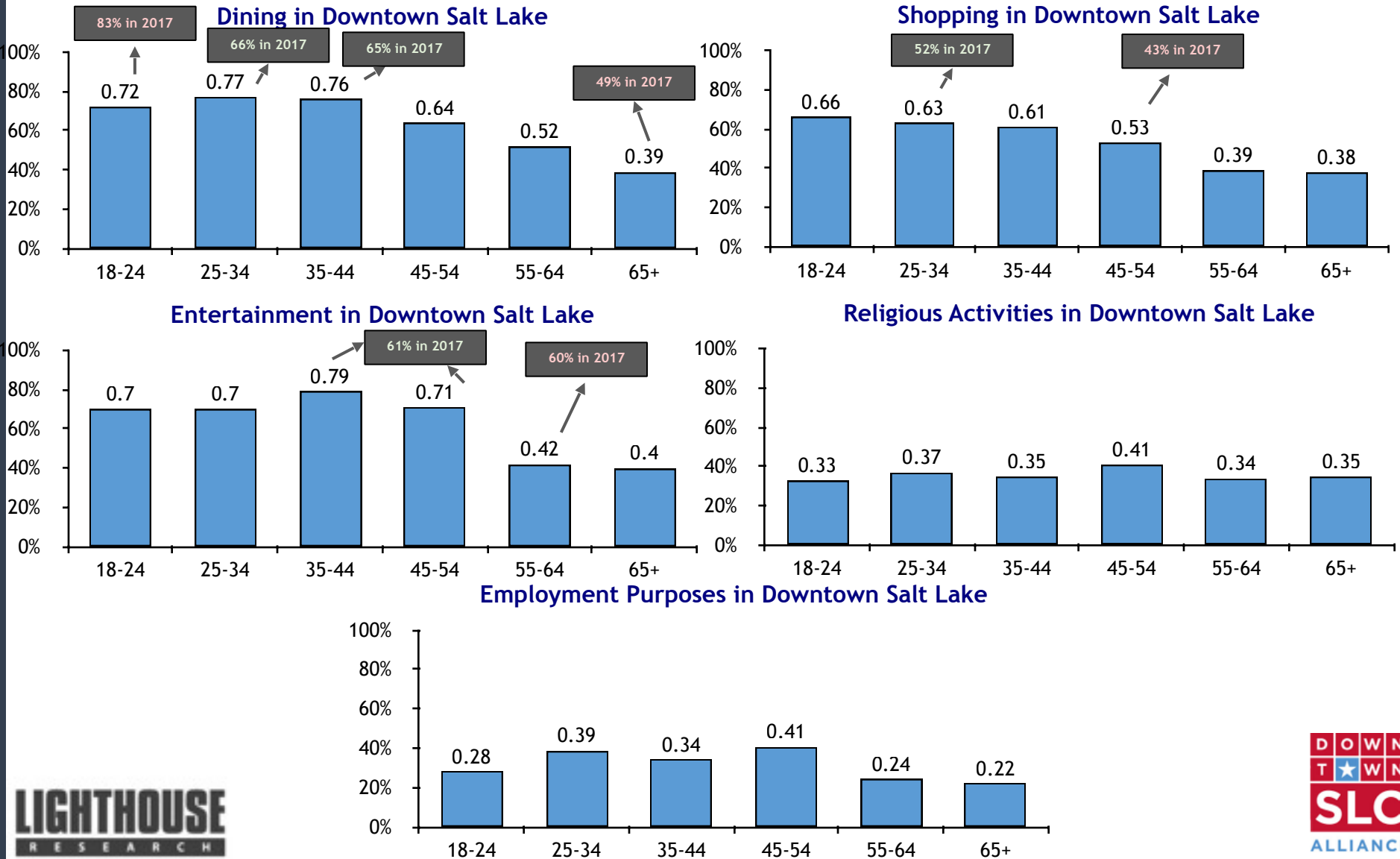
VISITS TO DOWNTOWN BY ACTIVITY

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



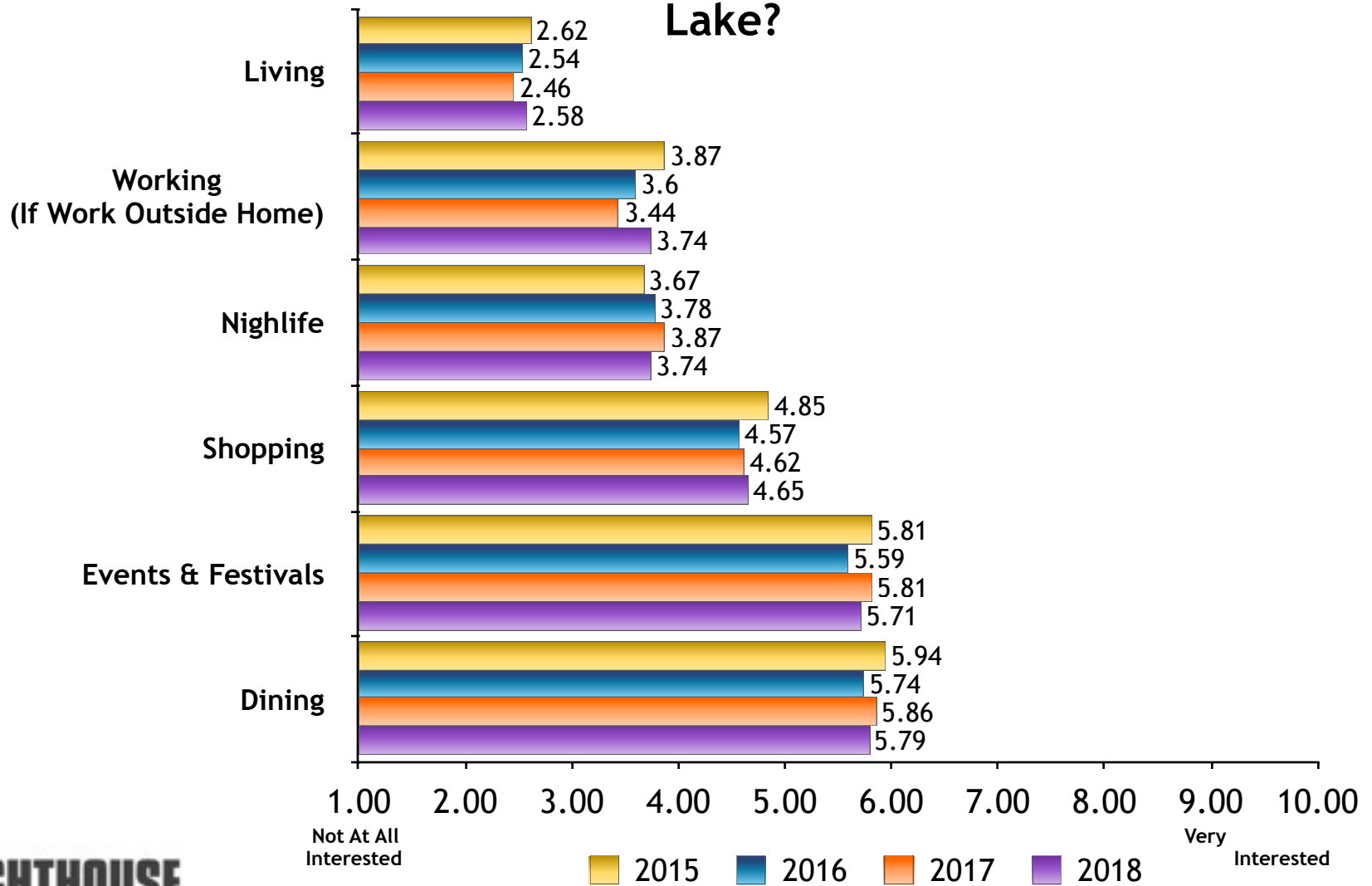
VISITS TO DOWNTOWN BY ACTIVITY

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



INTEREST IN ACTIVITIES DOWNTOWN

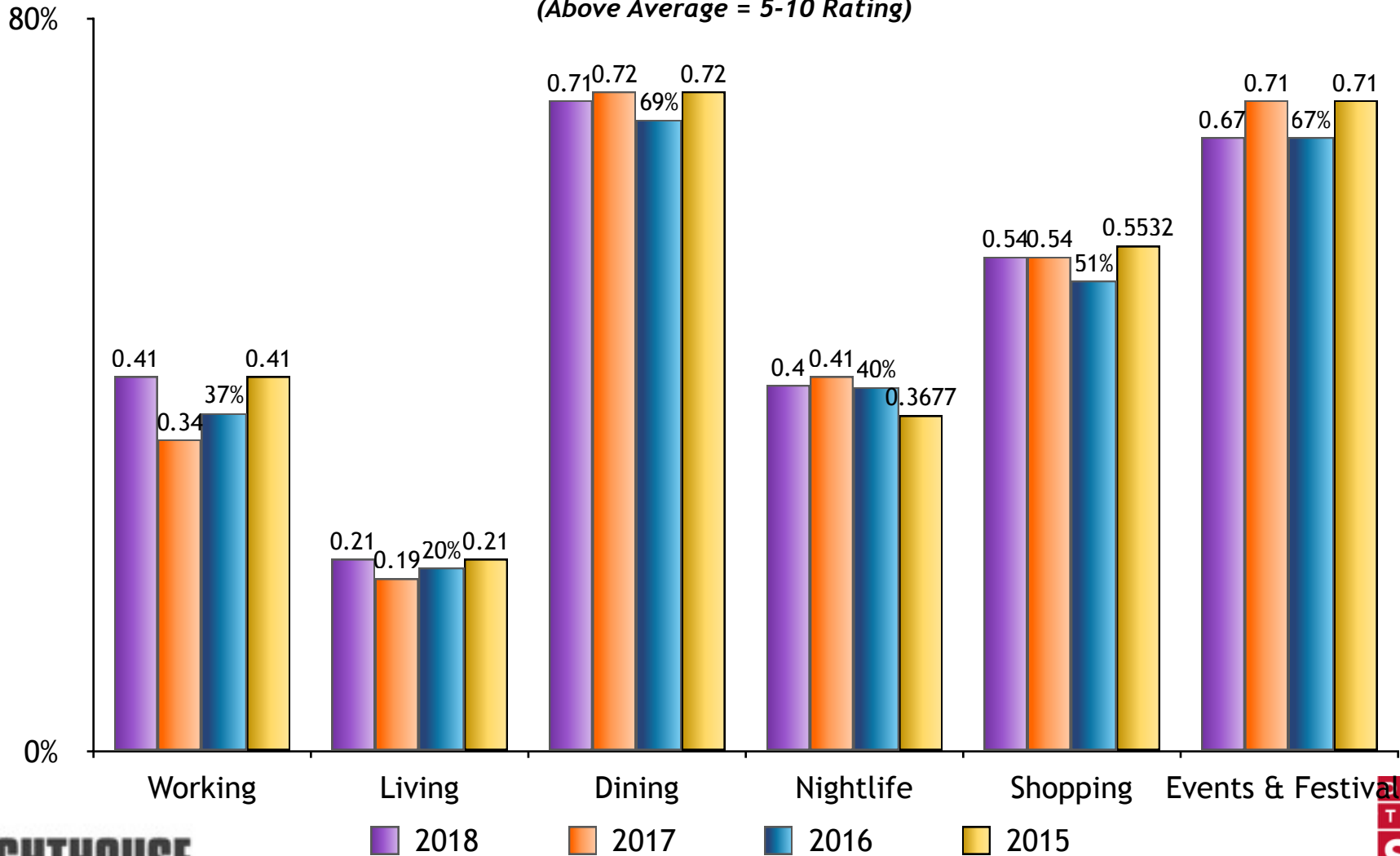
How interested are you in the following activities in downtown Salt Lake?



INTEREST IN ACTIVITIES DOWNTOWN

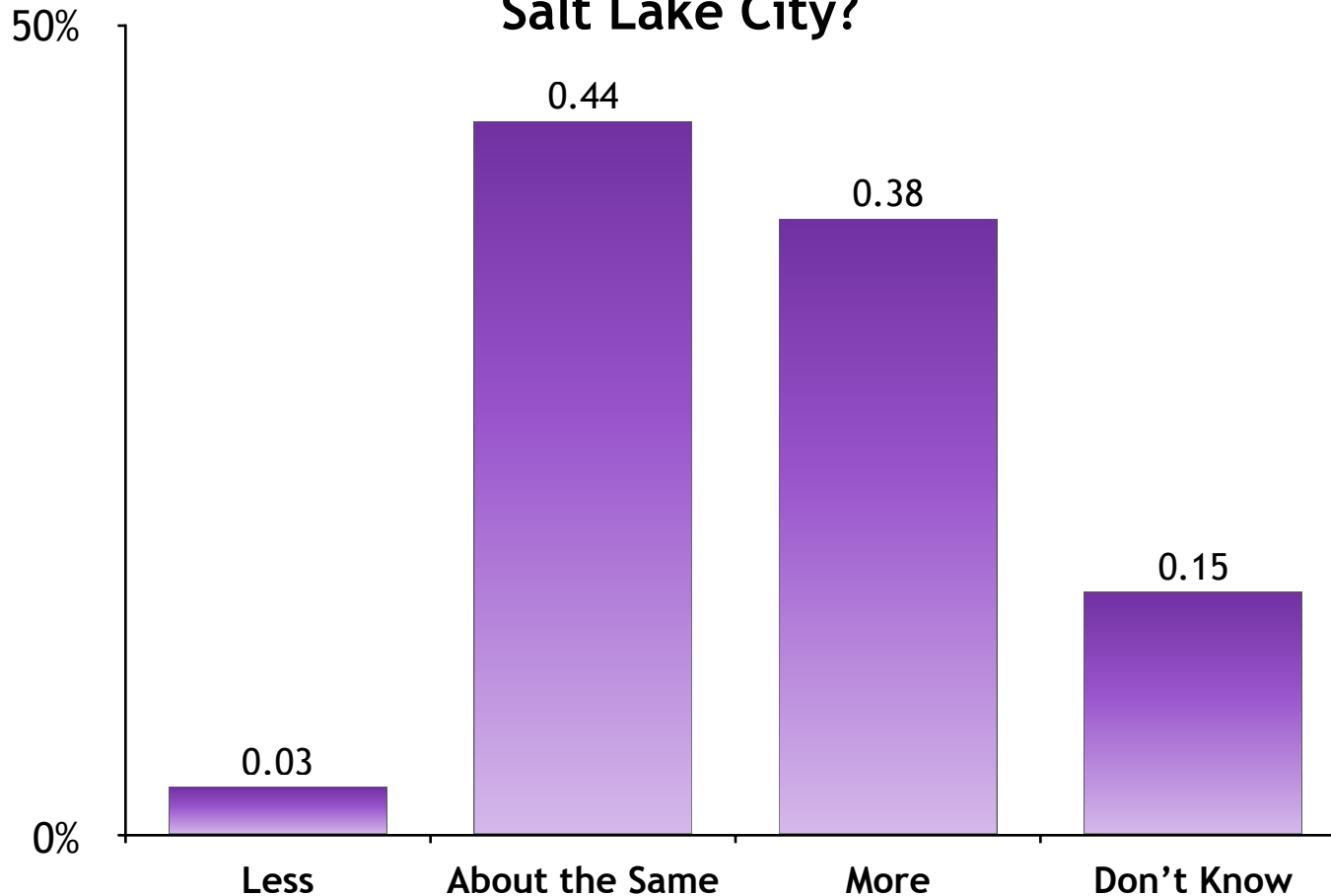
Above Average Interest in the Following Categories

(Above Average = 5-10 Rating)



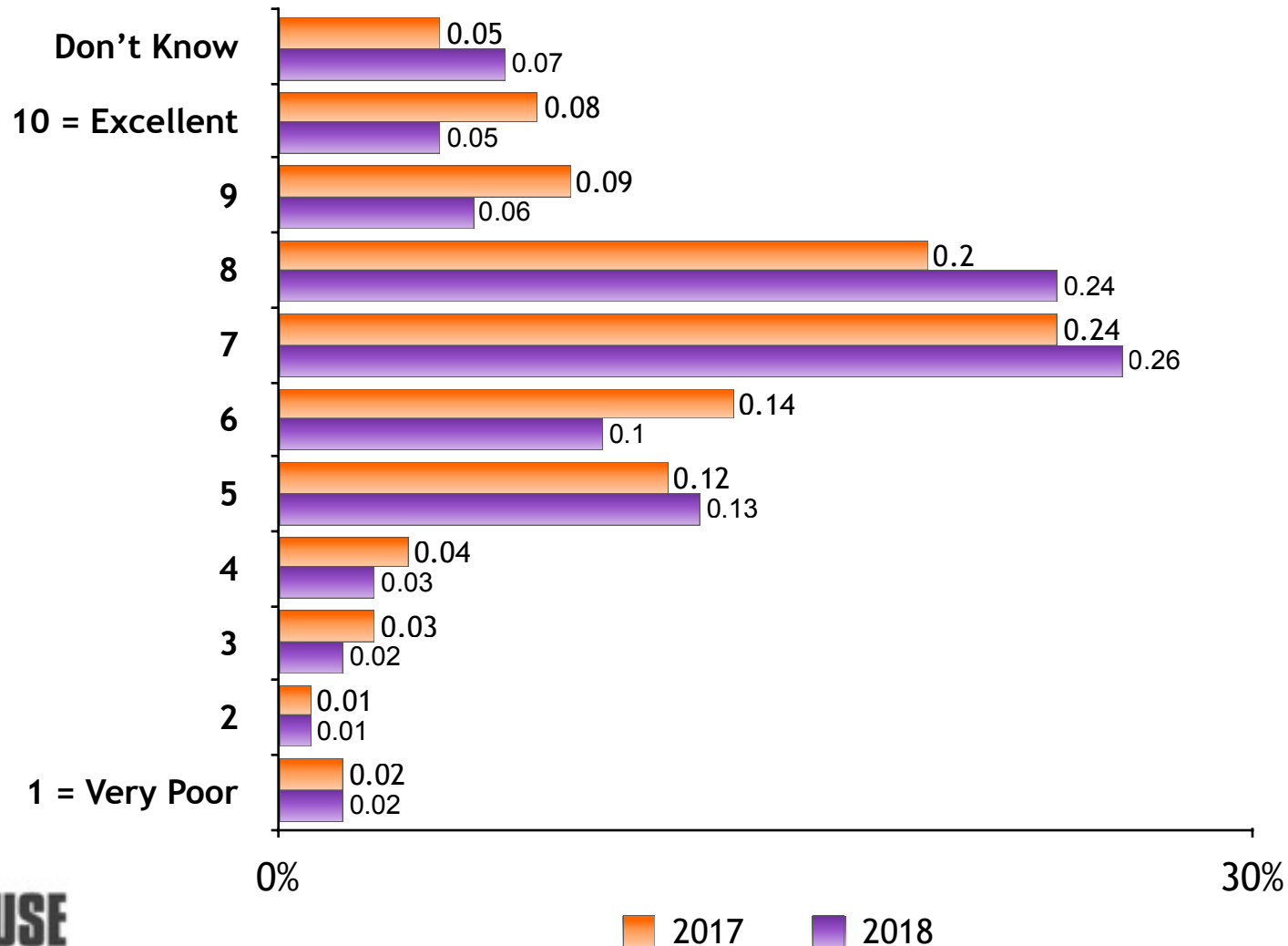
ARTISTIC CREATIVITY & CULTURE DOWNTOWN

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?



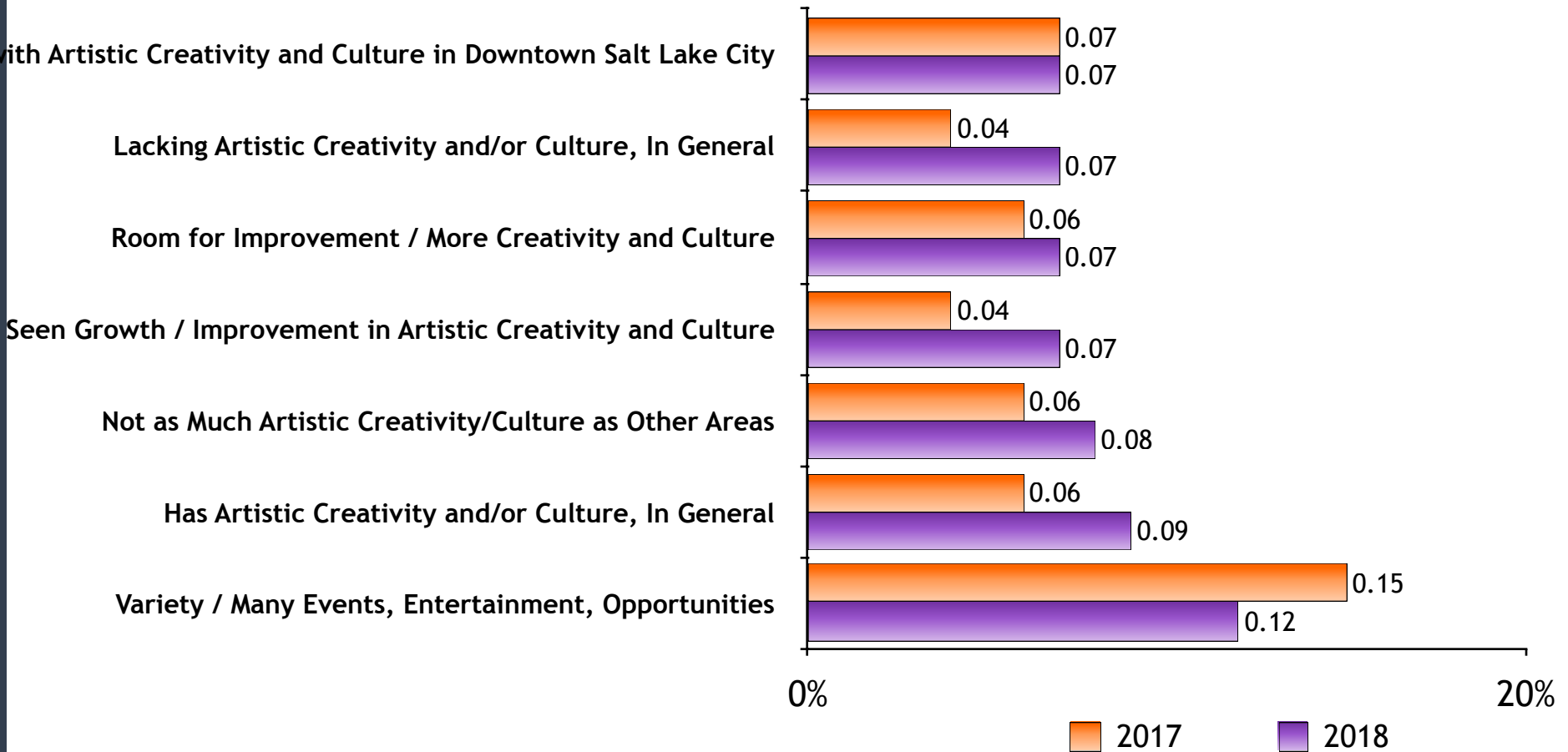
ARTISTIC CREATIVITY & CULTURE DOWNTOWN

Overall, how would you rate the level of artistic creativity and culture in Downtown Salt Lake City?



ARTISTIC CREATIVITY & CULTURE DOWNTOWN

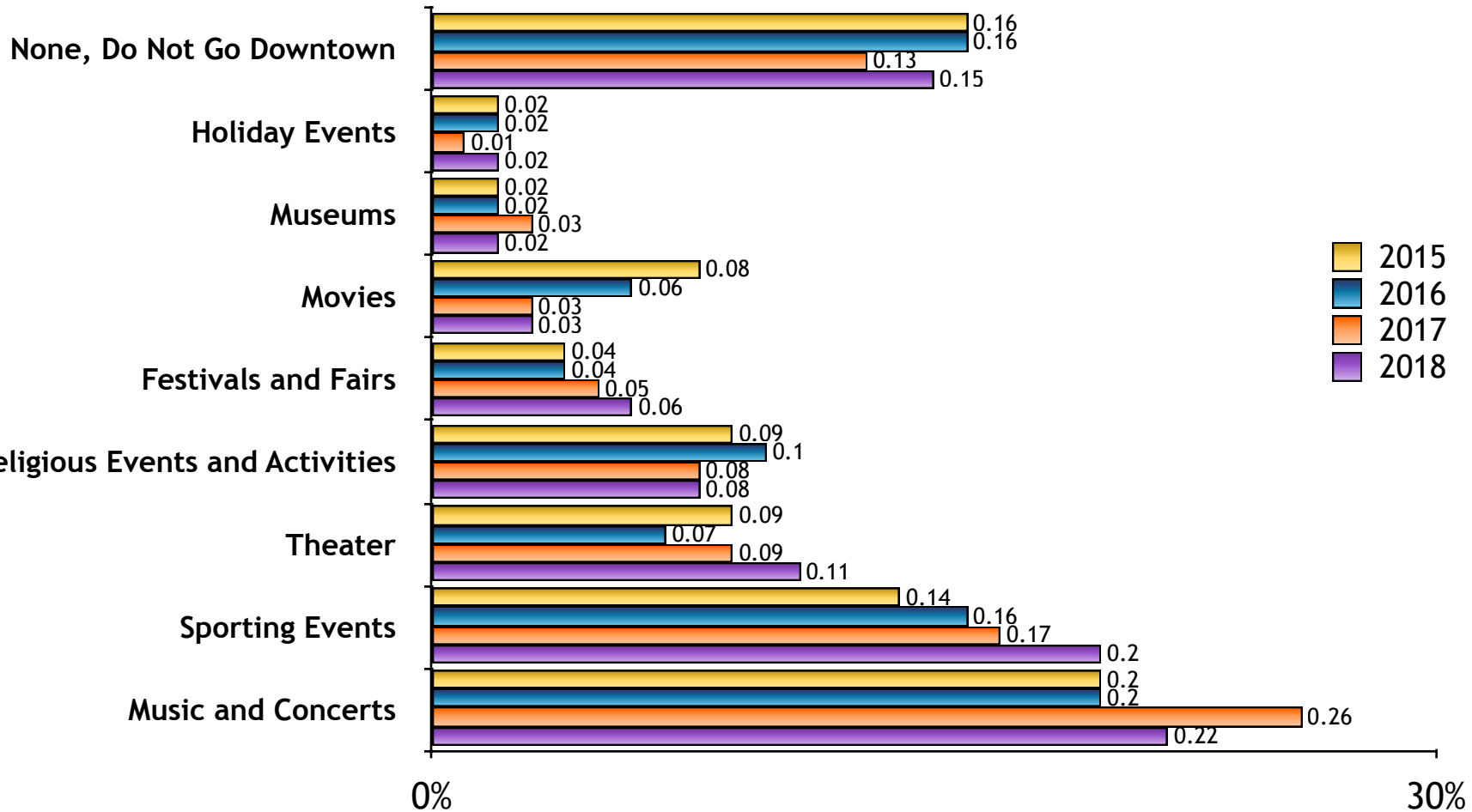
Why did you give artistic creativity and culture a rating of _____?



Other less frequently mentioned responses include Good and Bad Aspects of Artistic Creativity and Culture (3%), Positive Impression of Downtown SLC (3%), Diversity (3%), Theaters and Stage Productions (3%), Music Opportunities and Venues (2%), Average for Artistic Creativity and Culture (2%), Festivals and Fairs (2%), More Artistic Creativity / Culture than Other Areas (2%), Word of Mouth / Know Someone who Enjoys Arts and Culture Downtown (2%), There is a Lot of Art (2%), Lack of Diversity (2%), Museums / Galleries (2%), Appearance / Beauty of Downtown SLC (1%), Personal Experience / Familiarity with Artistic Creativity and Culture (1%), Buildings / Architecture (1%), Religious Activities / Culture (1%), Miscellaneous Responses (5%), Don't Know (4%), and Don't Care / No Opinion (1%).

ENTERTAINMENT EVENTS DOWNTOWN

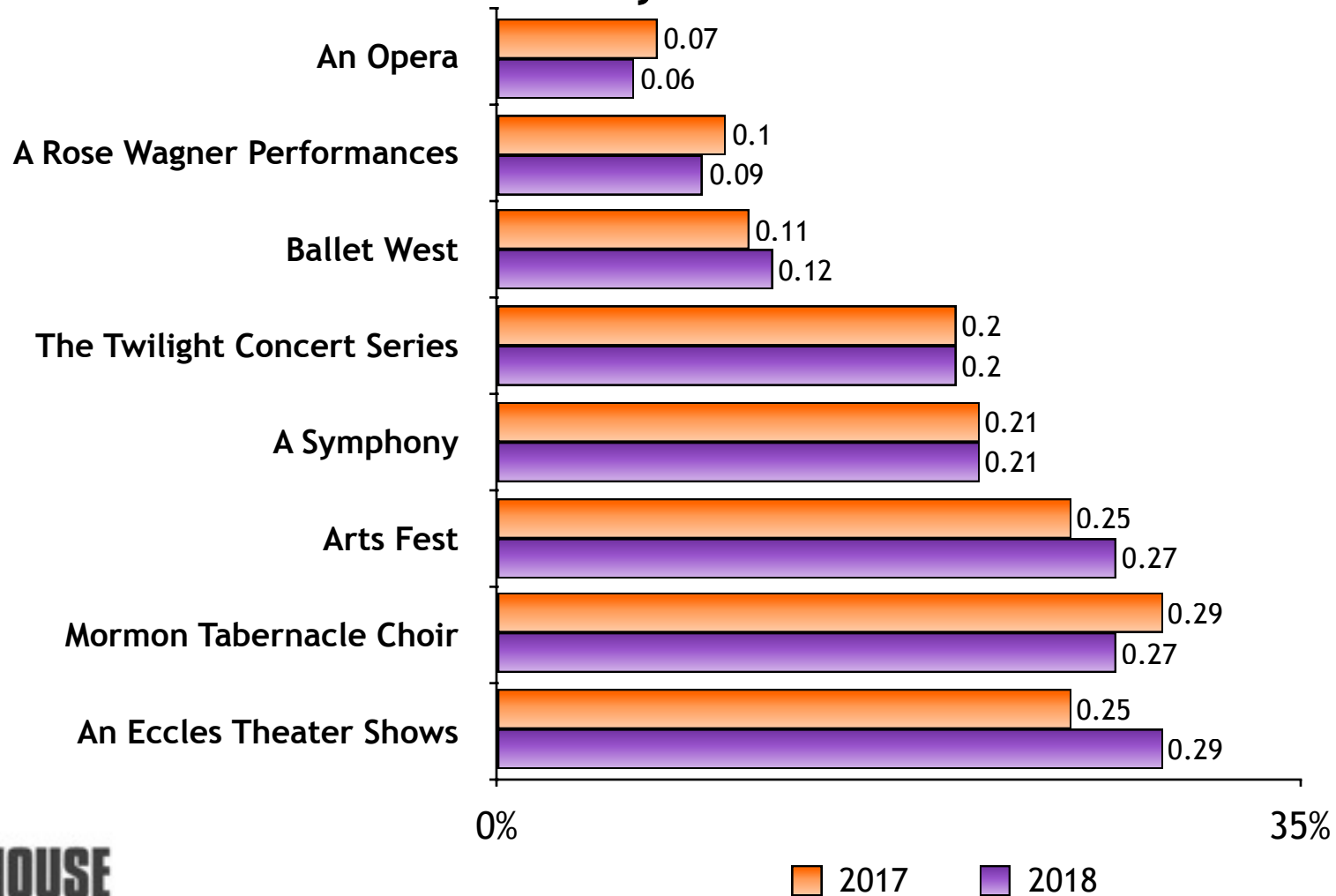
Aside from shopping and dining, what entertainment events do you typically attend downtown?



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%).

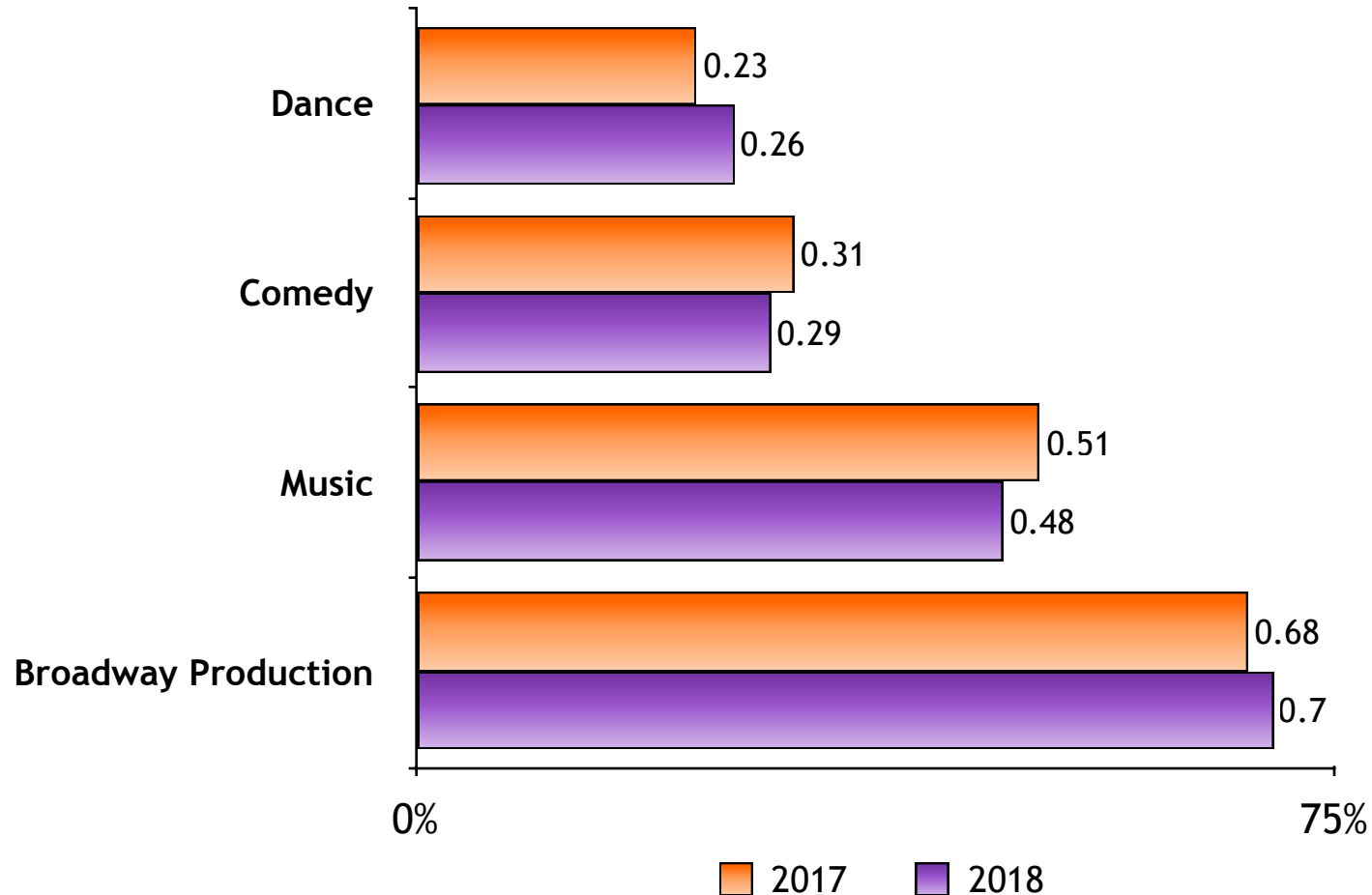
ENTERTAINMENT EVENTS DOWNTOWN

Percentage of respondents who attended various cultural events in the last year.



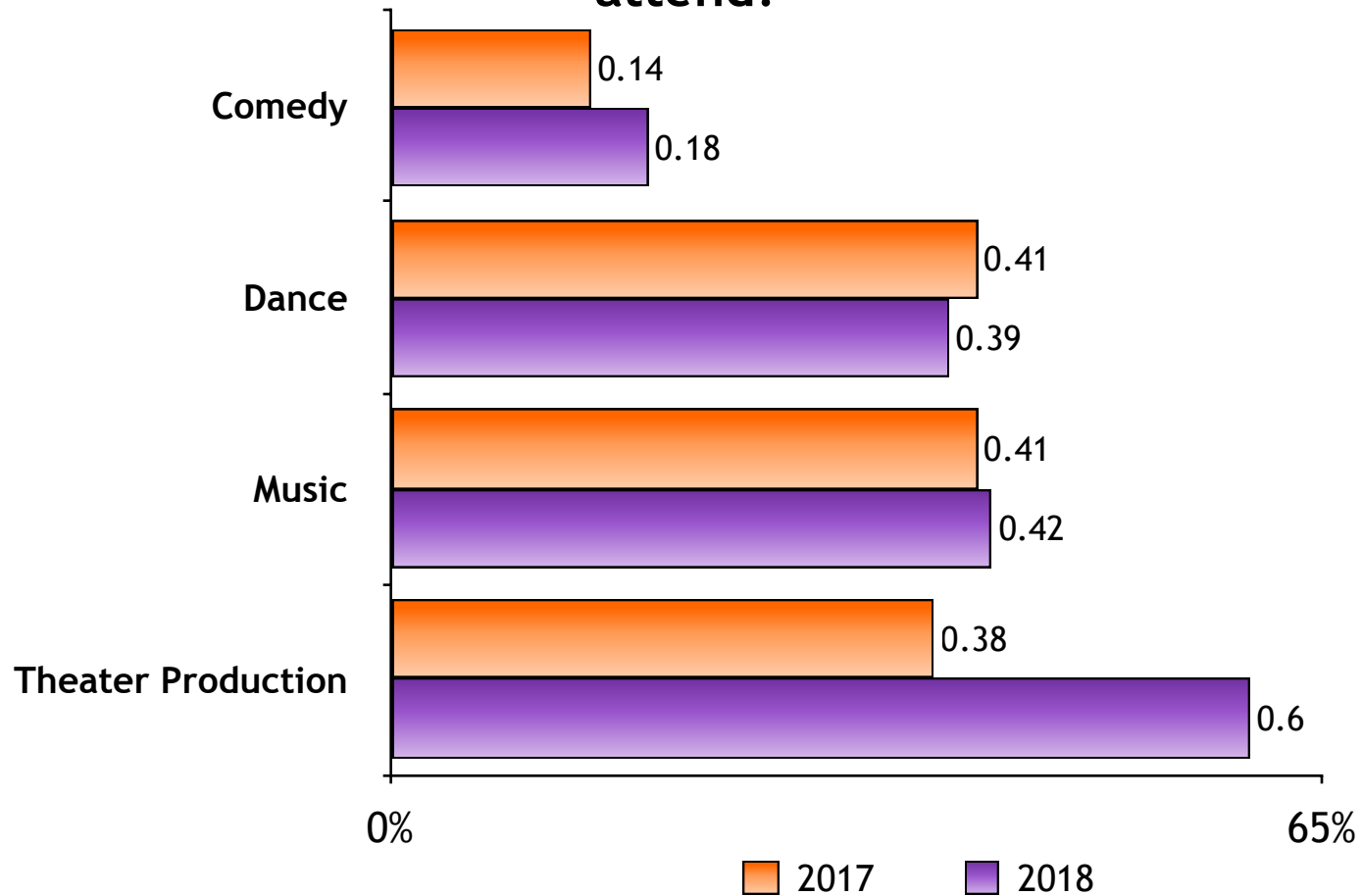
ENTERTAINMENT EVENTS DOWNTOWN

Which of the following Eccles Theater shows did you attend?



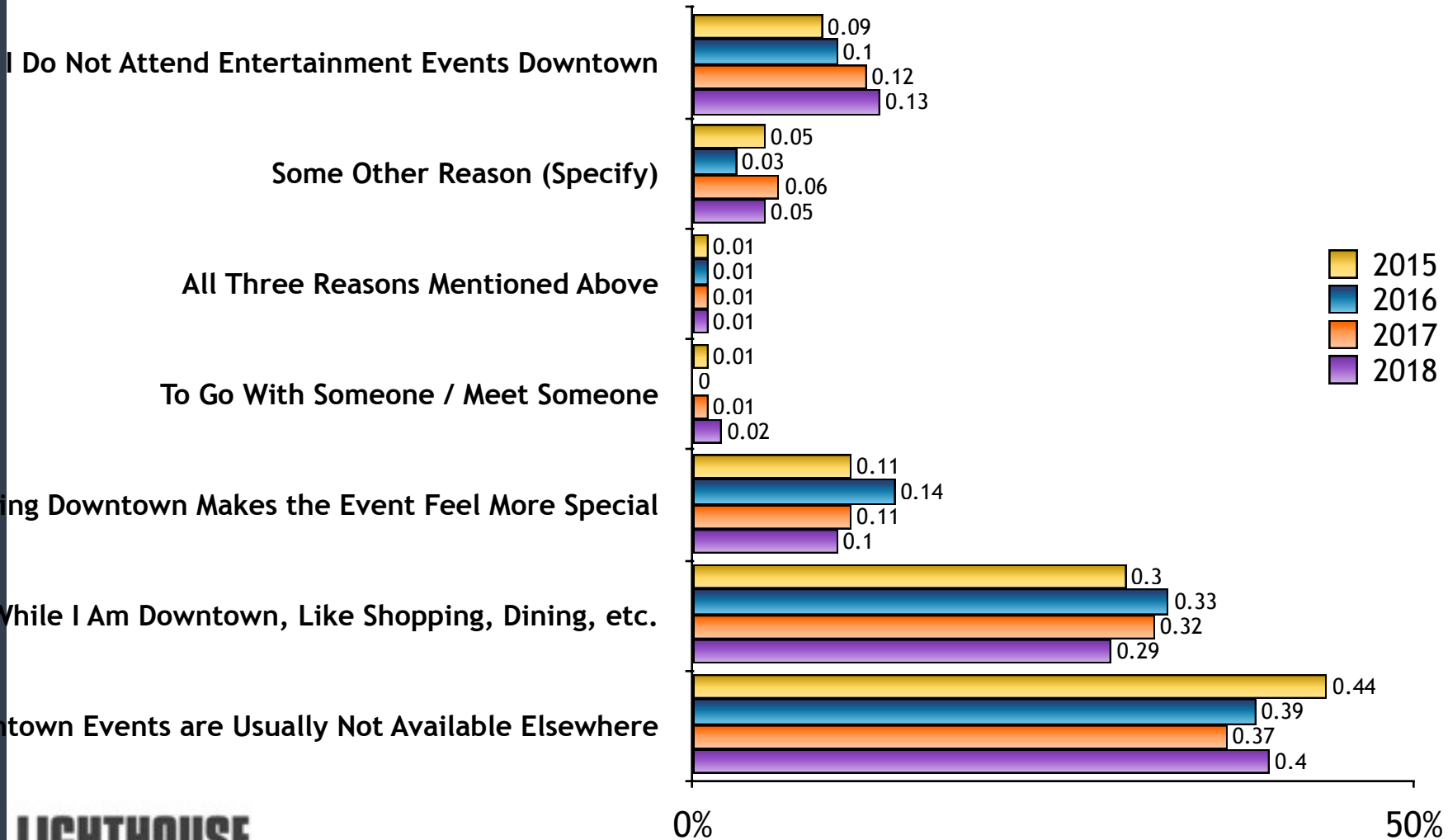
ENTERTAINMENT EVENTS DOWNTOWN

Which of the following types of Rose Wagner performances did you attend?

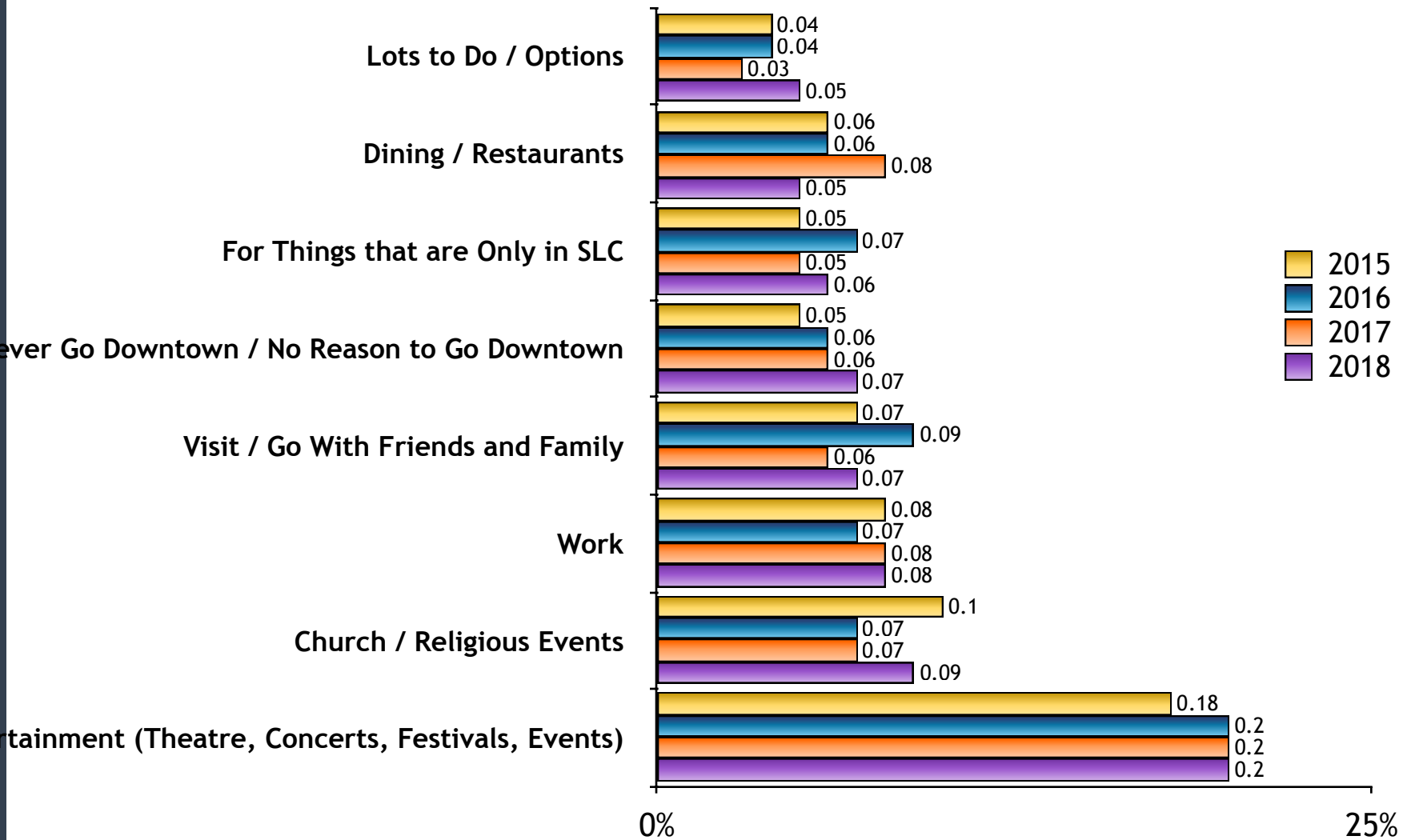


ENTERTAINMENT EVENTS DOWNTOWN

Which of the following best describes why you typically attend entertainment events downtown?

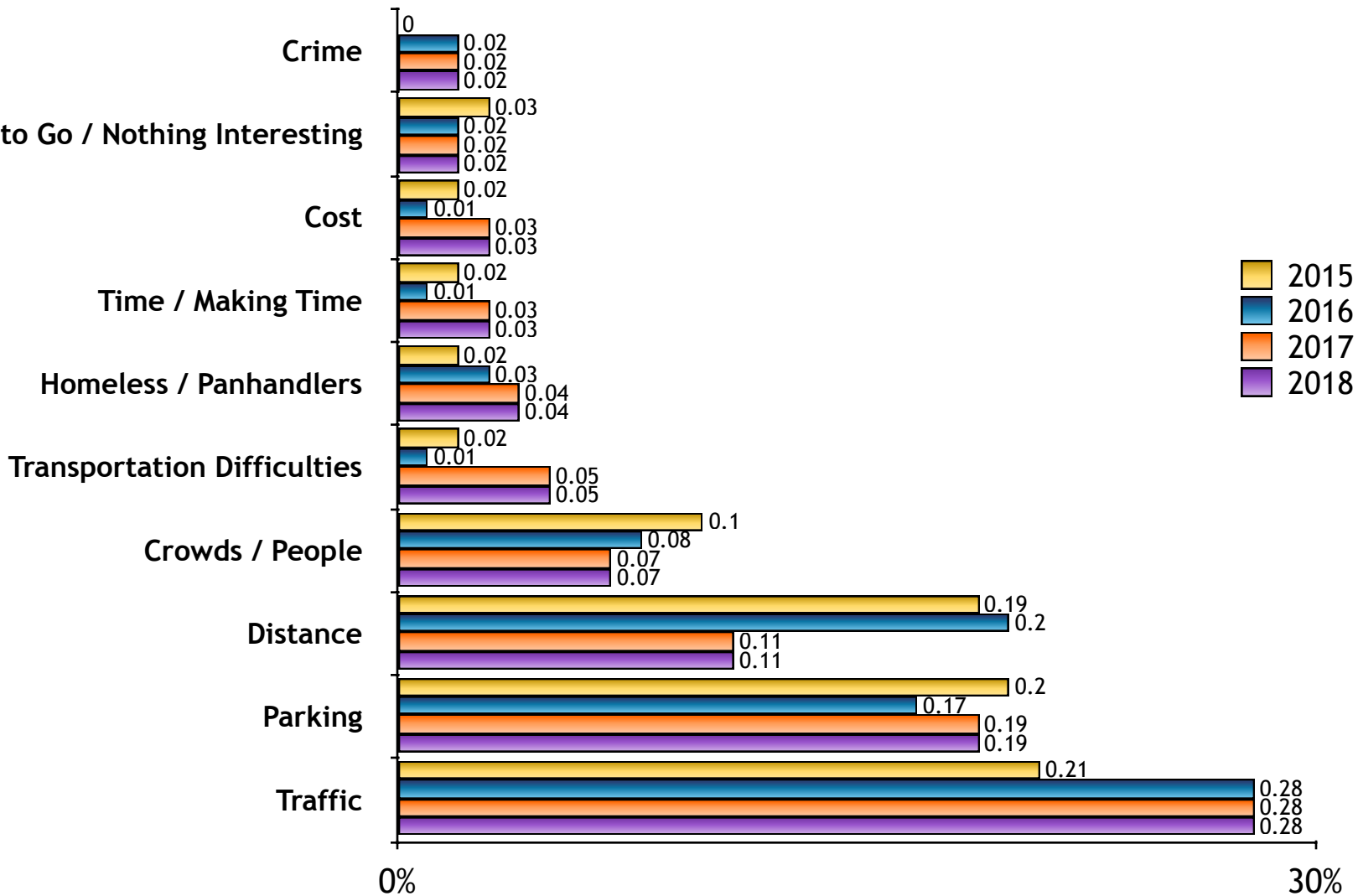


MOTIVATIONS TO VISIT DOWNTOWN



Other less frequently mentioned responses include Shopping (4%), Change of Pace / Scenery (4%), Sporting Events (4%), Appealing Culture / Atmosphere (3%), Special Occasions / Celebrations (2%), If I Need / Want To (2%), I Live Near / In SLC (2%), Fun (2%), Socialize / Nightlife (1%), Medical Reasons (1%), Museums / Sights / Attractions (1%), Out of Town Visitors (1%), Everything is Close By (1%), Miscellaneous Responses (5%), and Don't Know (1%).

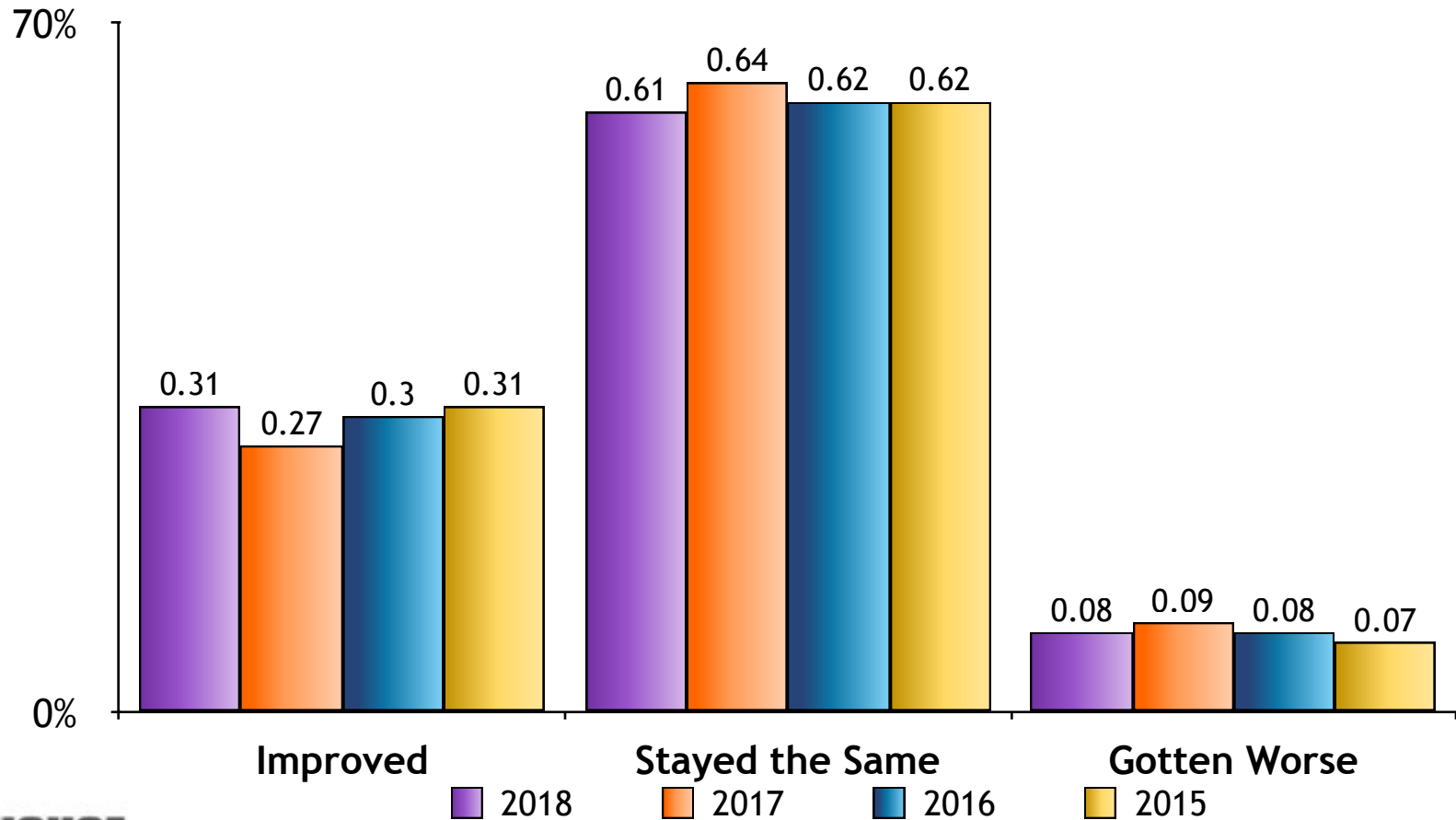
DETERRENENTS AGAINST VISITING DOWNTOWN



Other less frequently mentioned responses include Too Busy (1%), Don't Like It (1%), Age (1%), Concerns Regarding my Children (1%), Hassle (1%), Have What I Need Closer to Home (1%), Health Reasons (1%), Religious Influence (1%), None / Nothing (5%), Miscellaneous Responses (4%), and Don't Know (1%).

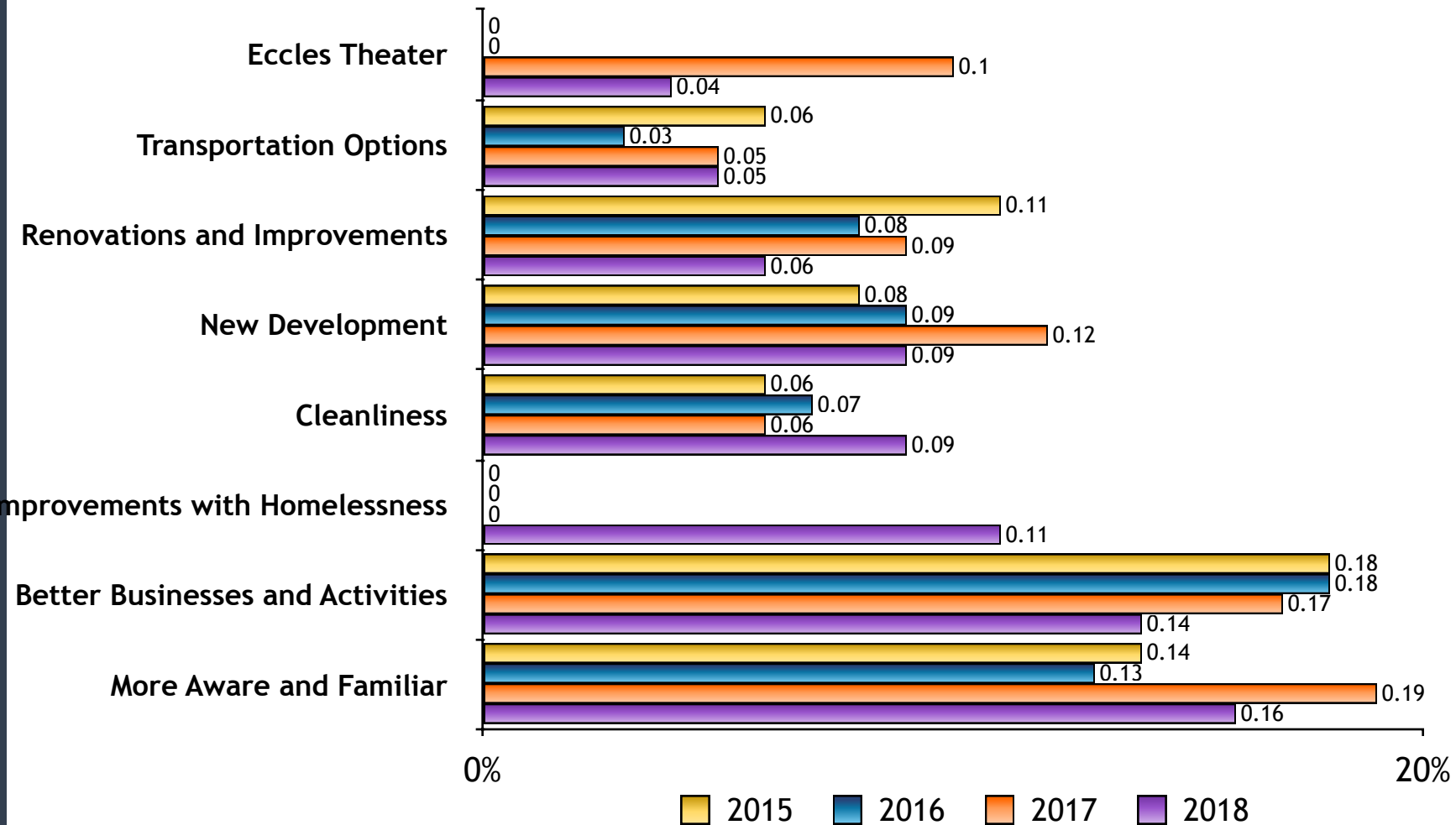
PERCEPTION OF DOWNTOWN

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



PERCEPTION OF DOWNTOWN: IMPROVED

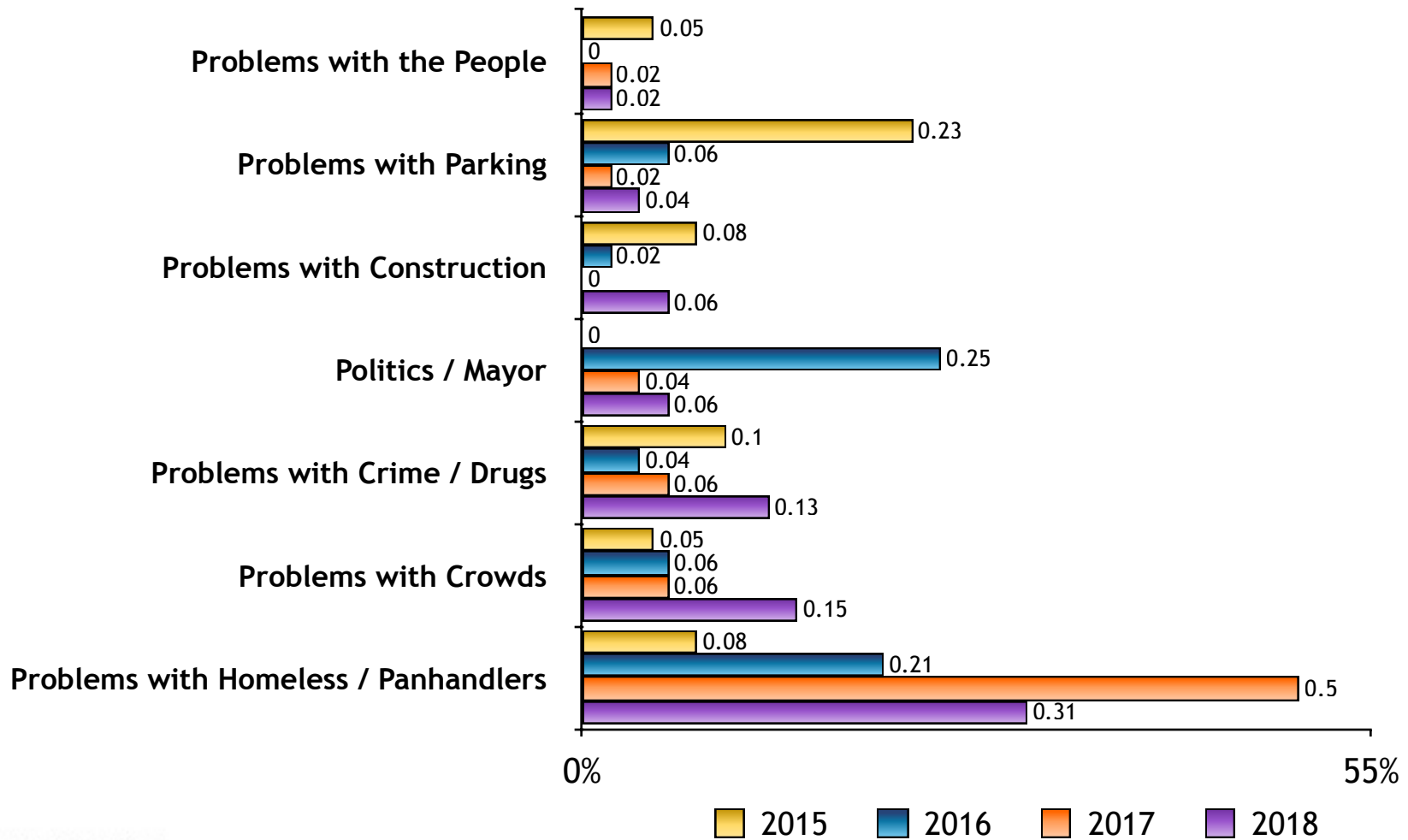
What has had the biggest impact on your change in perception of downtown Salt Lake over the past 12 months? *(Improved)*



Other less frequently mentioned responses include City Creek Center (3%), The People / Friendlier (2%), Traffic (2%), Parking (1%), The Sights / Improved Appearance (1%), None / Nothing (3%), Miscellaneous Responses (11%), 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*)

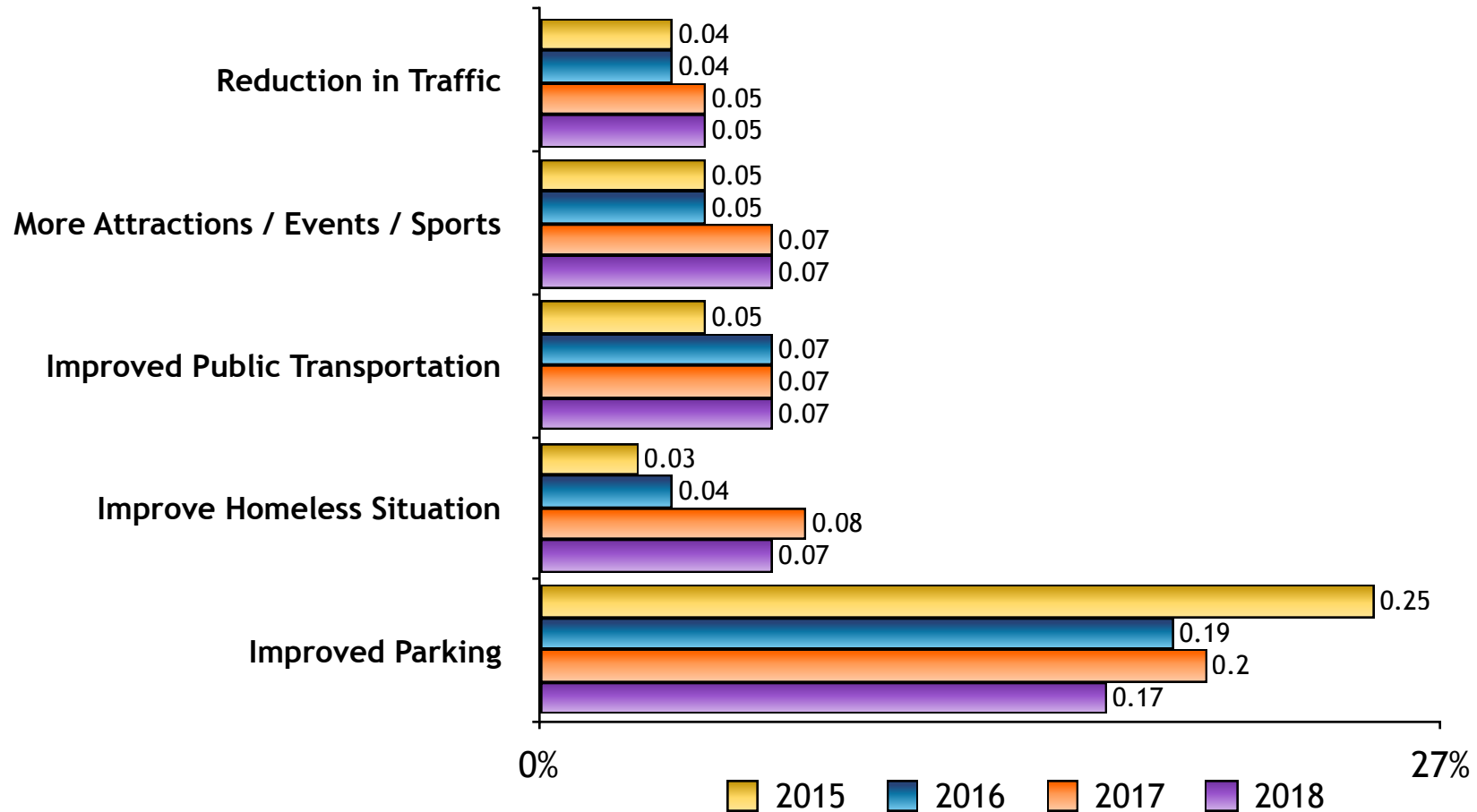


Other less frequently mentioned responses include Miscellaneous Responses (21%), and Don't Know (3%).



DOWNTOWN SALT LAKE IMPROVEMENTS

Name one change, improvement, or addition to downtown Salt Lake that would make you want to come downtown more often.



Other less frequently mentioned responses include Entertainment Improvements (3%), Affordability (2%), More / Specific Dining Options (2%), Fewer People (2%), Shopping-related Improvements (2%), Safety (1%), Better Information / Communication / Advertising (1%), Improved Road Conditions (1%), Too Far Away (1%), Change Laws (1%), City Creek (1%), Easier Access (1%), Nothing / Can't Think of Anything (18%), Miscellaneous Responses (8%), and Don't Know (12%).

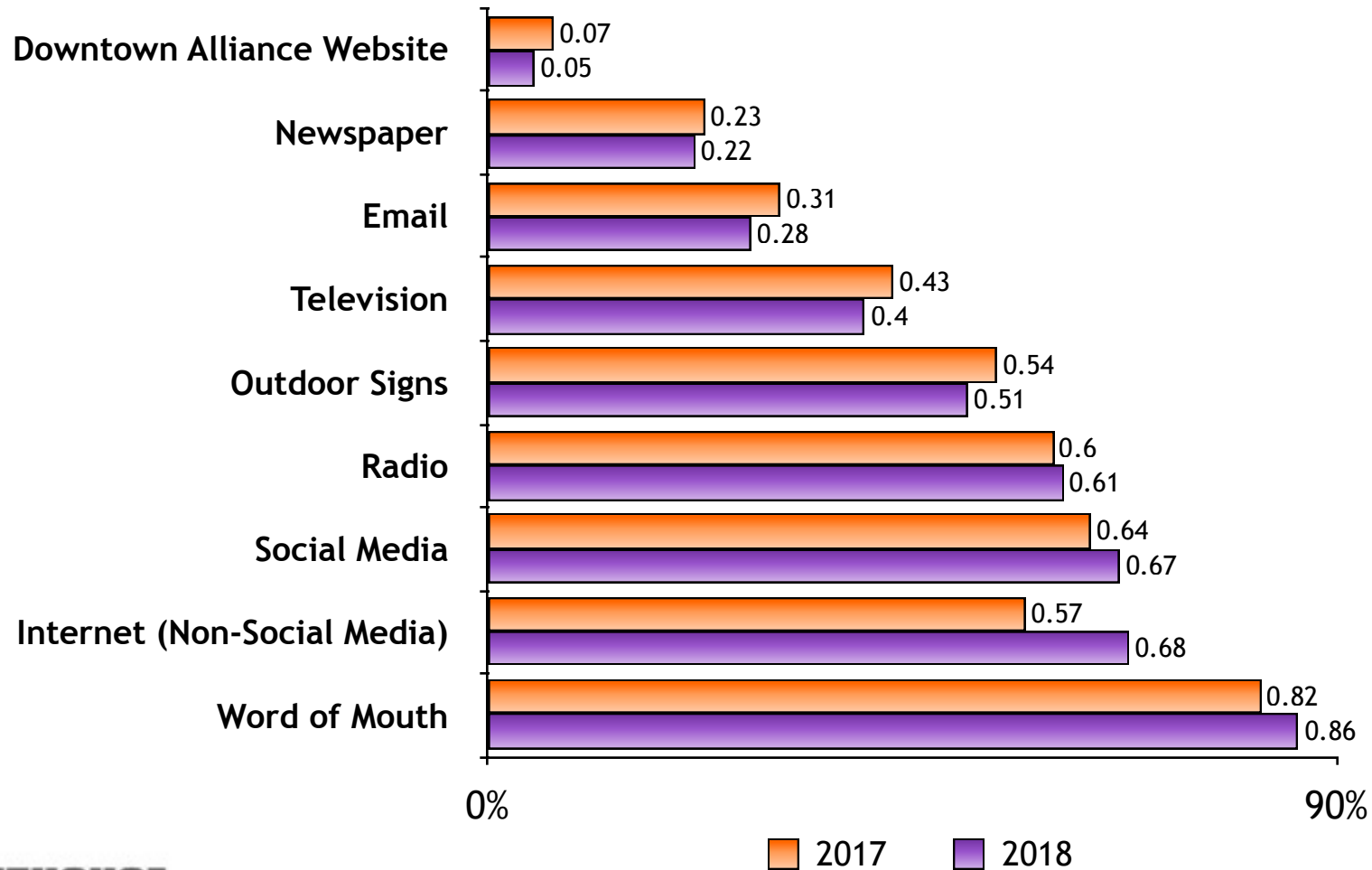
“OWNERSHIP” OF DOWNTOWN

Do you agree or disagree with the statement:
“I feel a sense of ownership with downtown Salt Lake”?

	2014	2015	2016	2017	2018
TOTAL DISAGREE	47%	50%	52%	49%	53%
Strongly Disagree	11%	16%	21%	17%	21%
Somewhat Disagree	36%	34%	31%	32%	32%
Somewhat Agree	34%	31%	31%	30%	32%
Strongly Agree	18%	16%	16%	17%	14%
TOTAL AGREE	52%	47%	47%	47%	46%
Don't Know	1%	4%	1%	4%	1%

INFORMATION ABOUT DOWNTOWN EVENTS

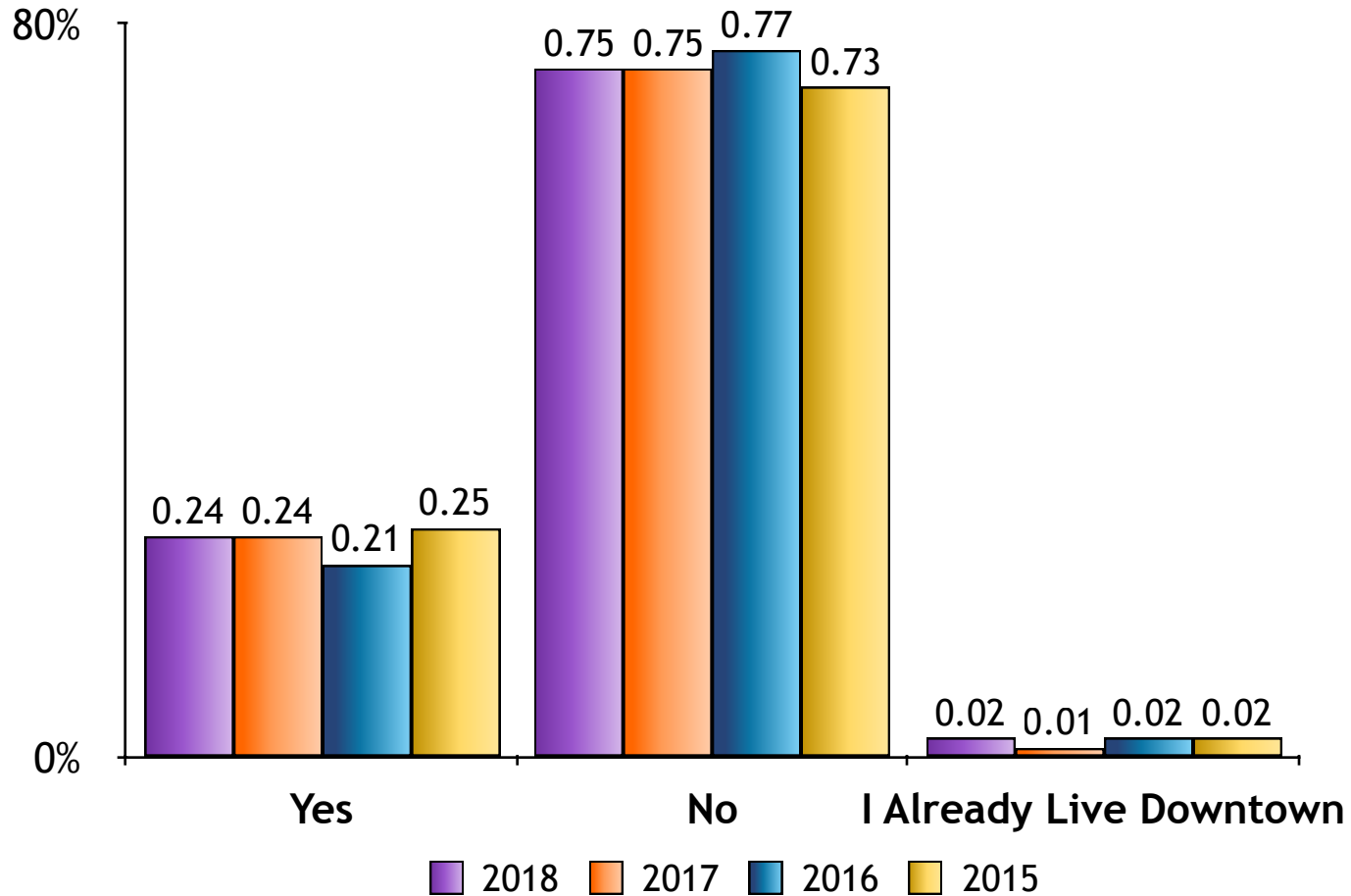
How do you get your information about downtown entertainment, arts and cultural experiences, or other downtown events? *



* Aided Response Set

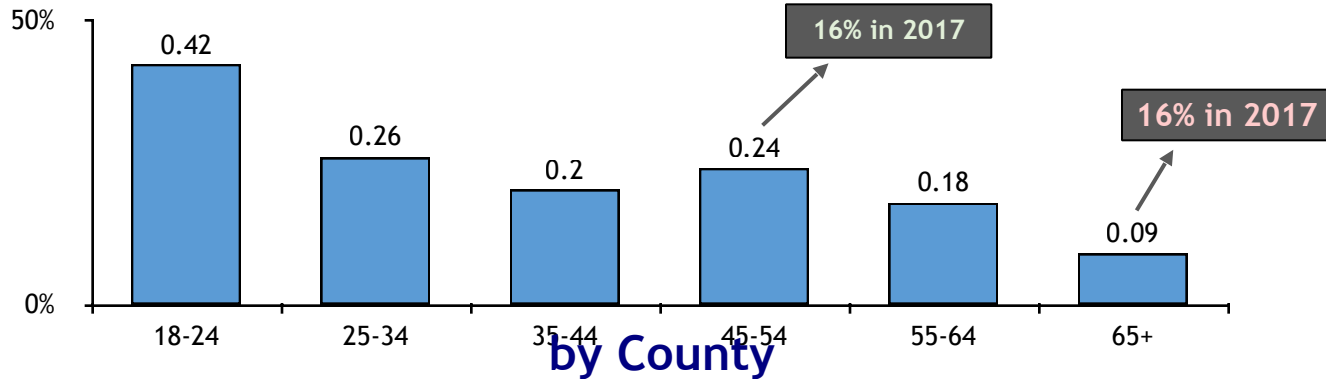
DOWNTOWN LIVING

Would you consider living downtown?

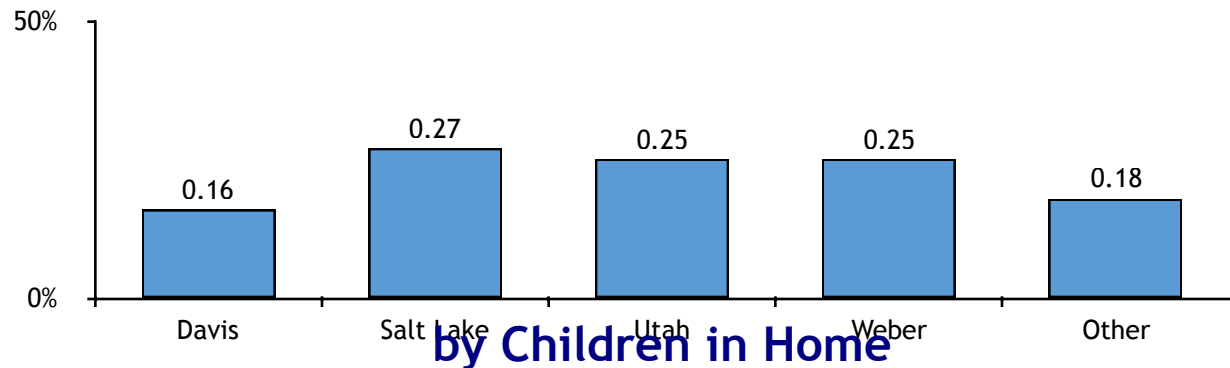


DOWNTOWN LIVING

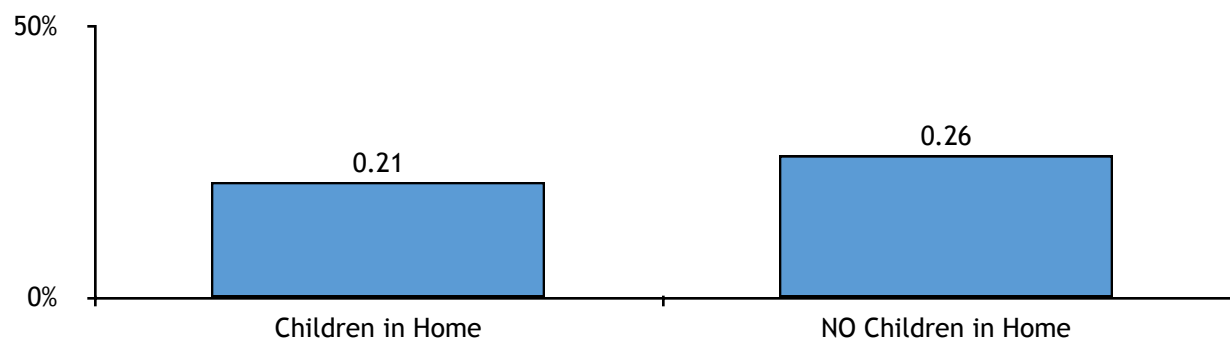
% Who Would Consider Living Downtown?
by Age



by County

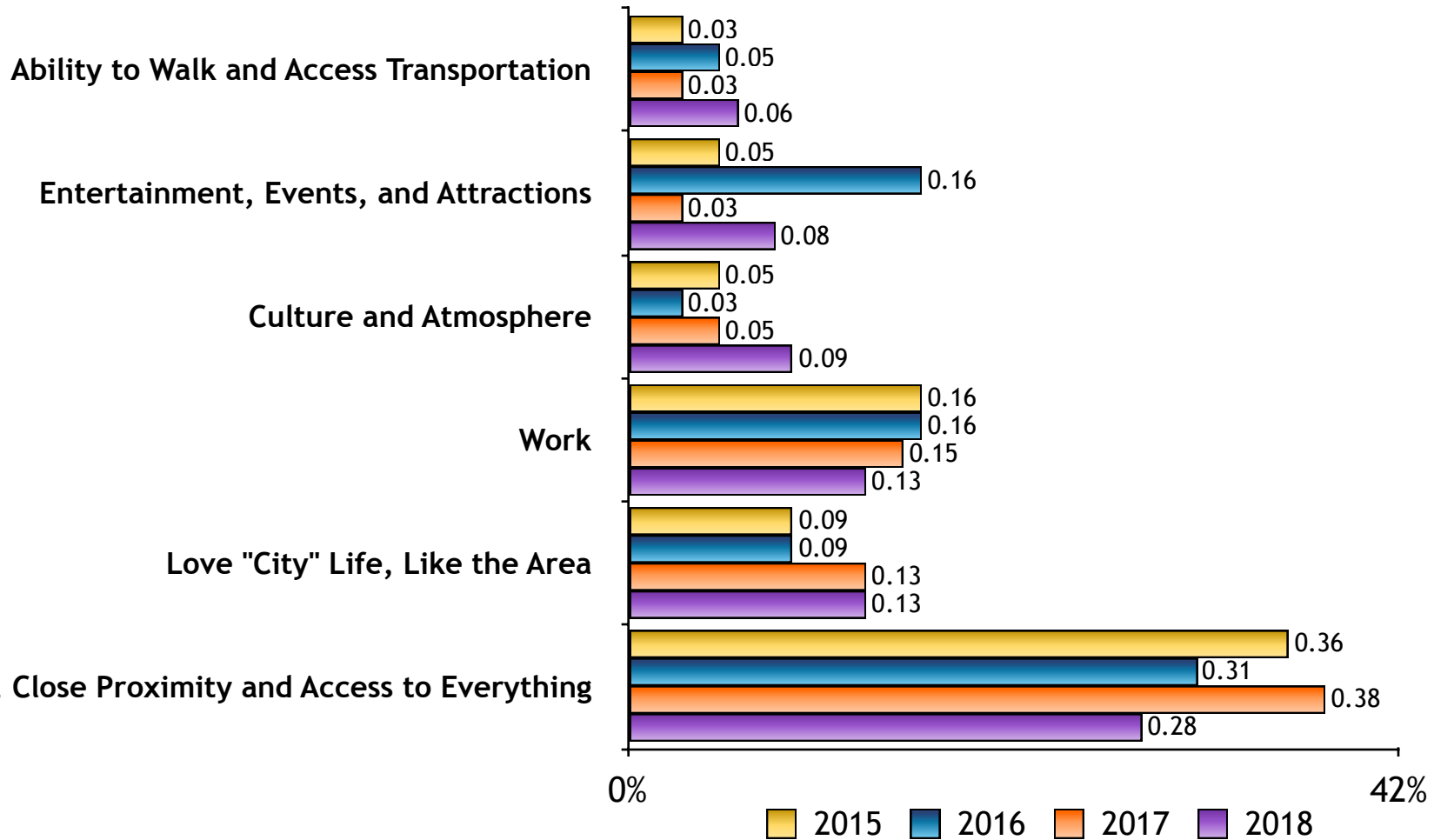


by Children in Home



DOWNTOWN LIVING

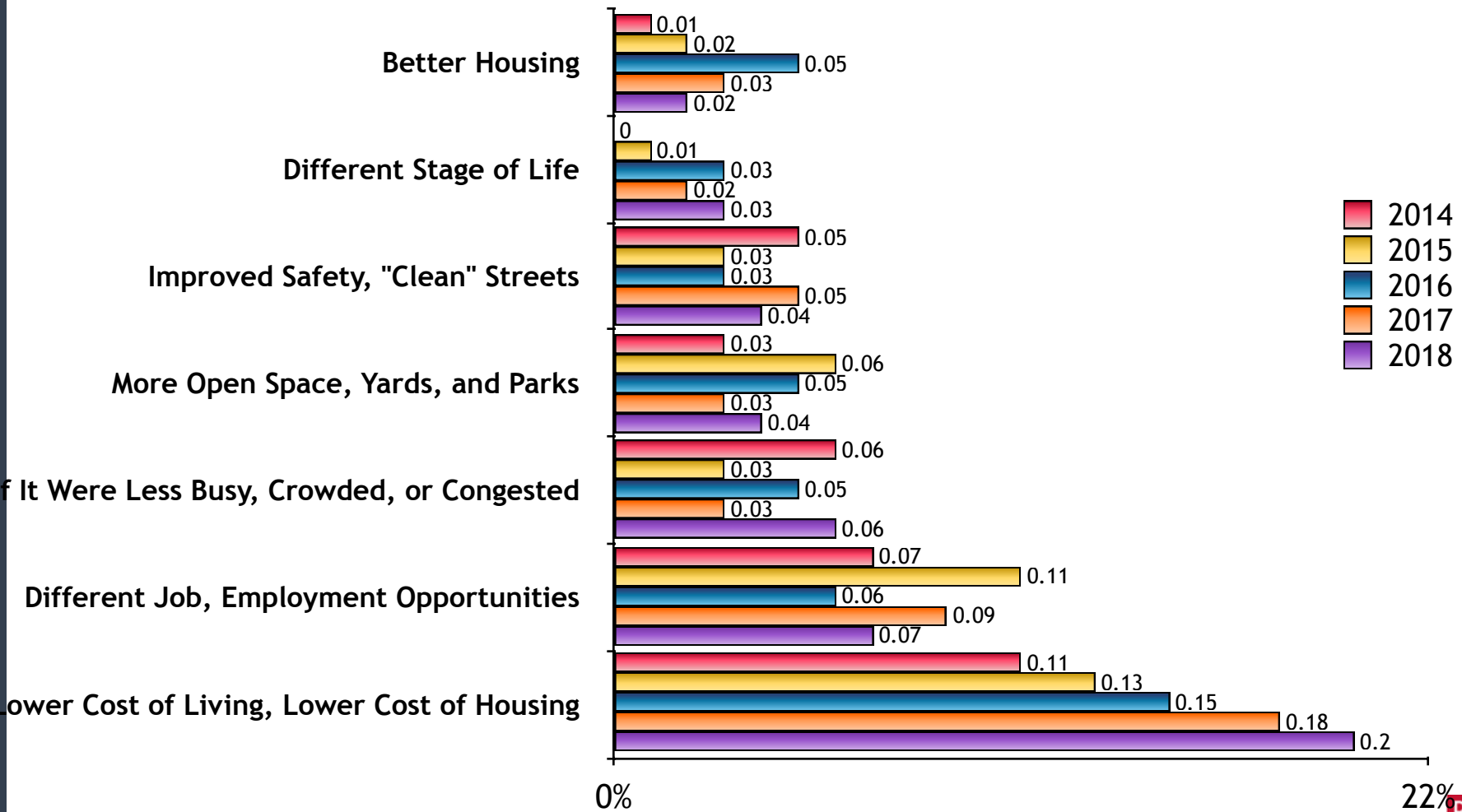
Why would you consider living downtown?



Other less frequently mentioned responses include Having Family / Friends There (4%), Housing (2%), To Attend the U (2%), Already Live Near There (1%), Different Stage of Life (1%), Previously Lived in Area (1%), Miscellaneous Responses (9%), and Don't Know (1%).

DOWNTOWN LIVING

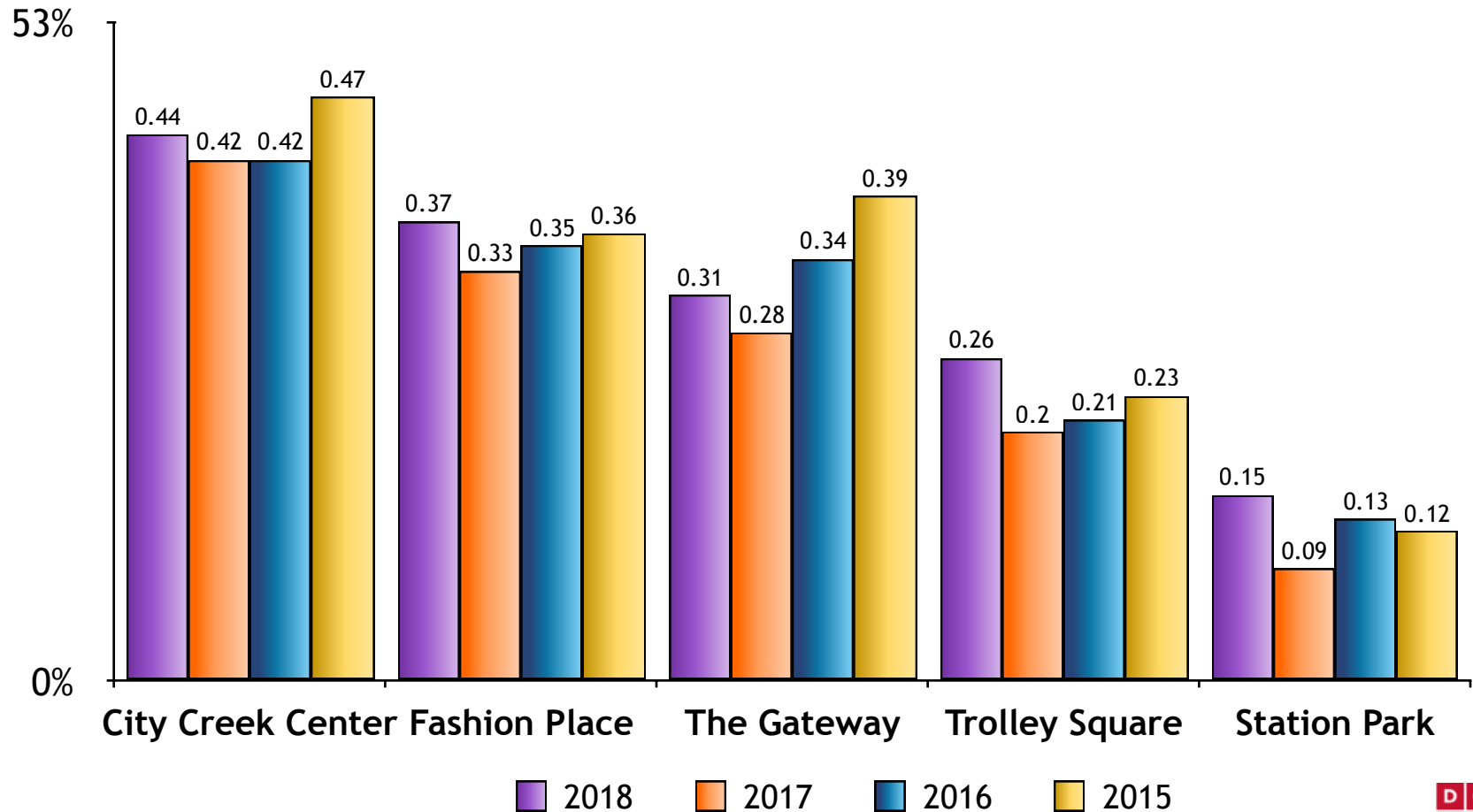
What would increase your interest or motivation to live downtown?



Other less frequently mentioned responses include More Money / Higher Income (1%), Entertainment and Events (1%), If Family / Friends Lived There (1%), Better Air Quality (1%), Transportation Concerns (1%), Education Opportunities (1%), Better Parking (1%), More Family- / Kid-Friendly (1%), More Stores or Restaurants (1%), Miscellaneous Responses (6%), and Don't Know (3%).

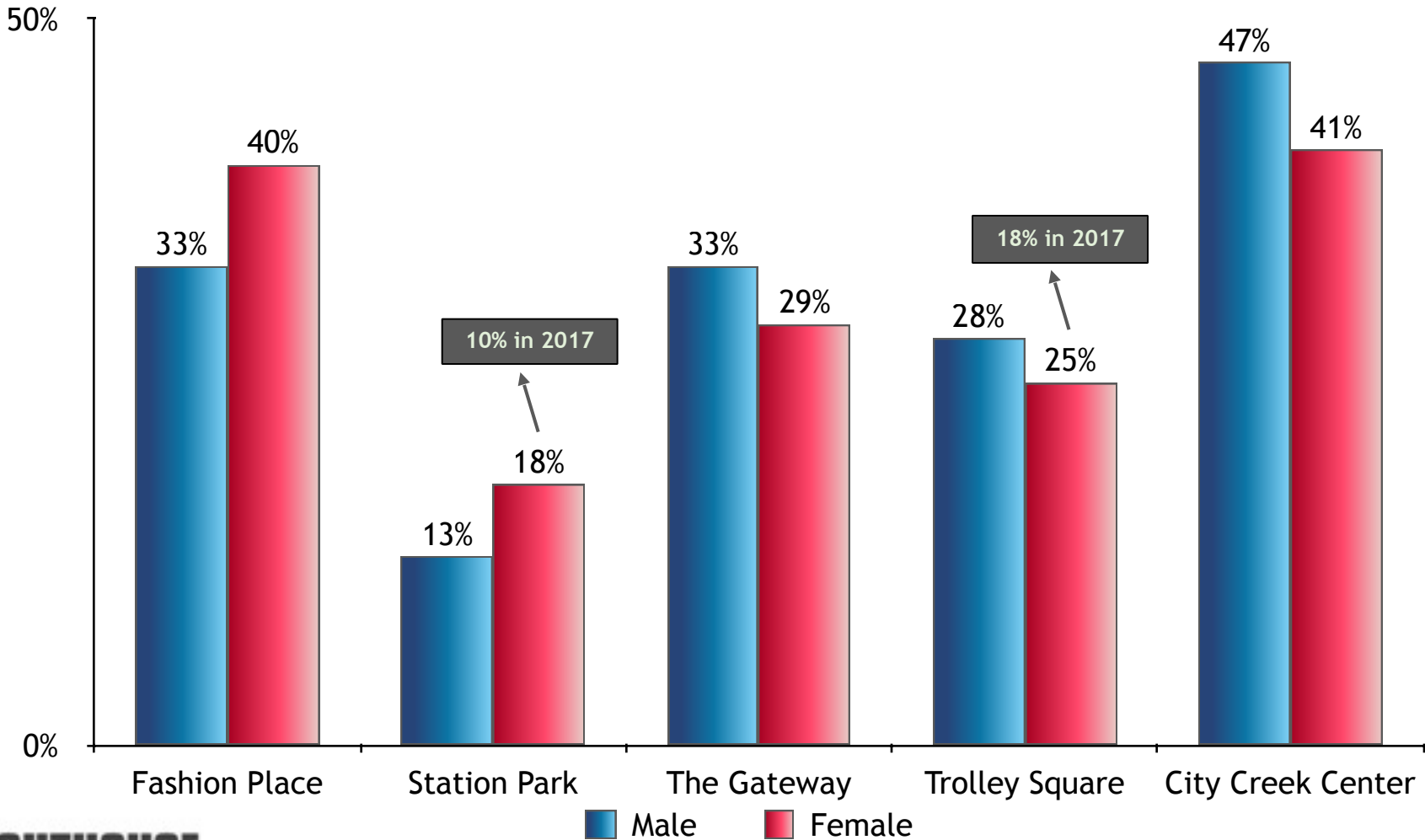
DOWNTOWN SALT LAKE SHOPPING

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



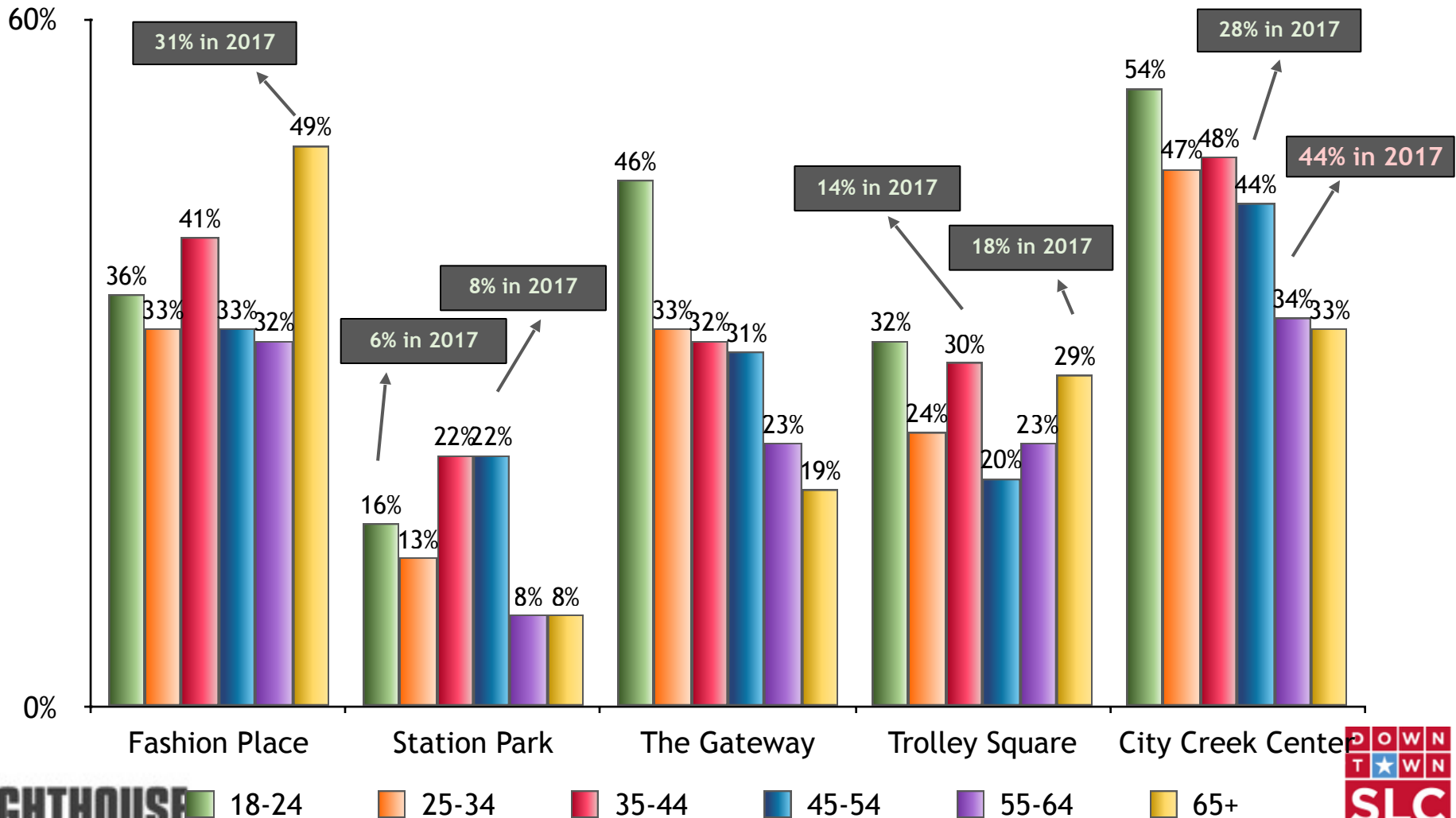
DOWNTOWN SALT LAKE SHOPPING

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



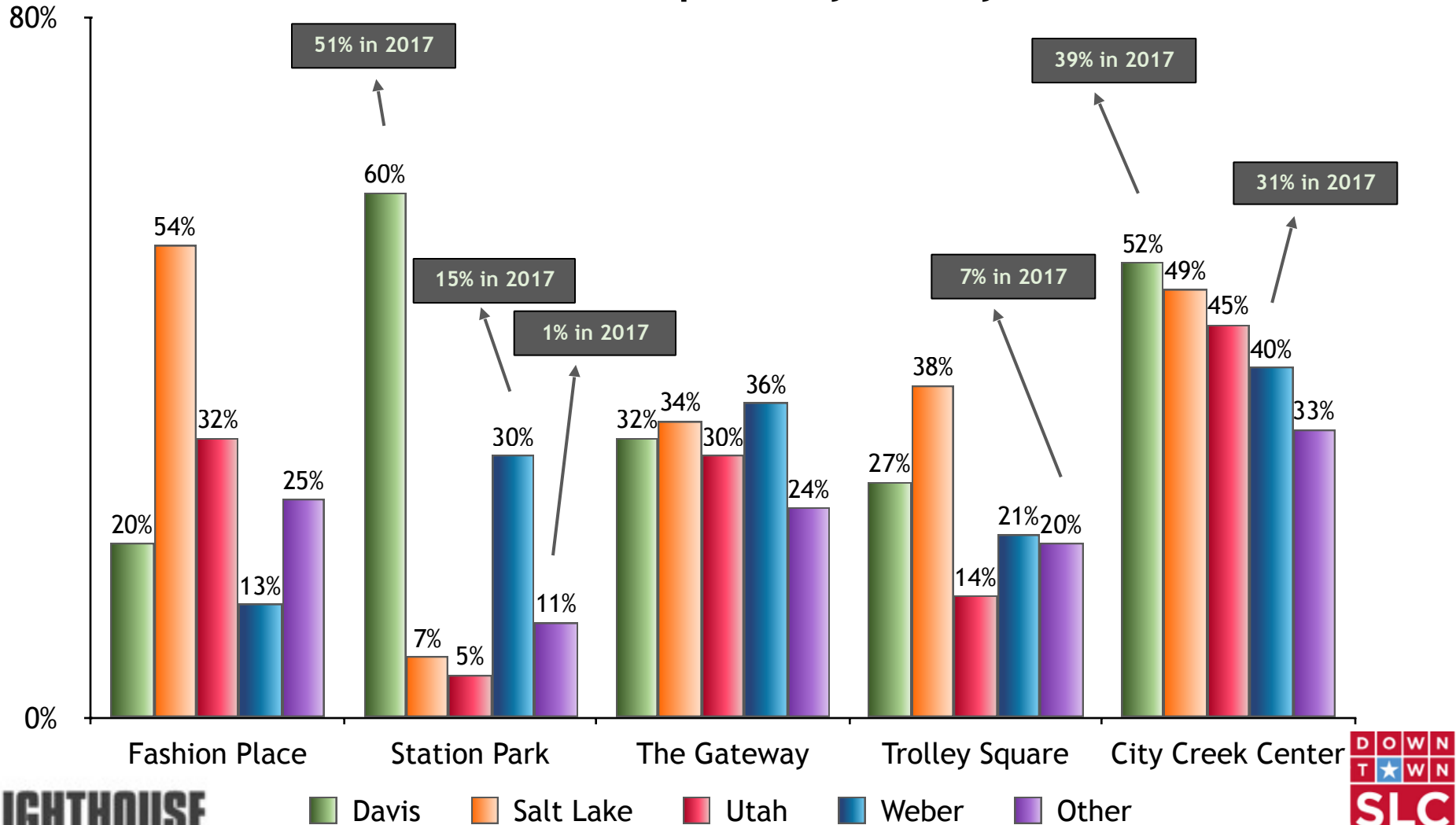
DOWNTOWN SALT LAKE SHOPPING

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



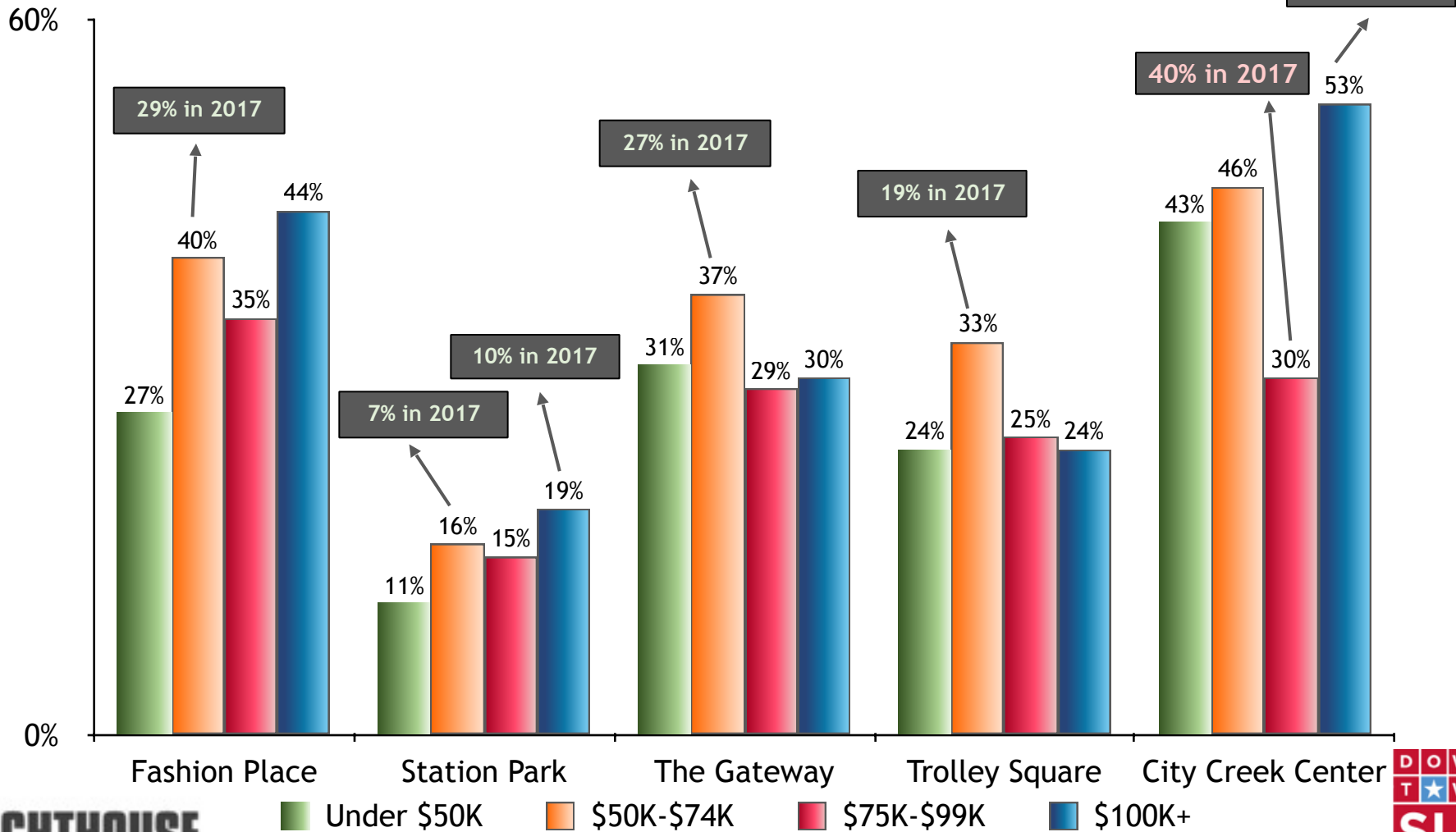
DOWNTOWN SALT LAKE SHOPPING

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



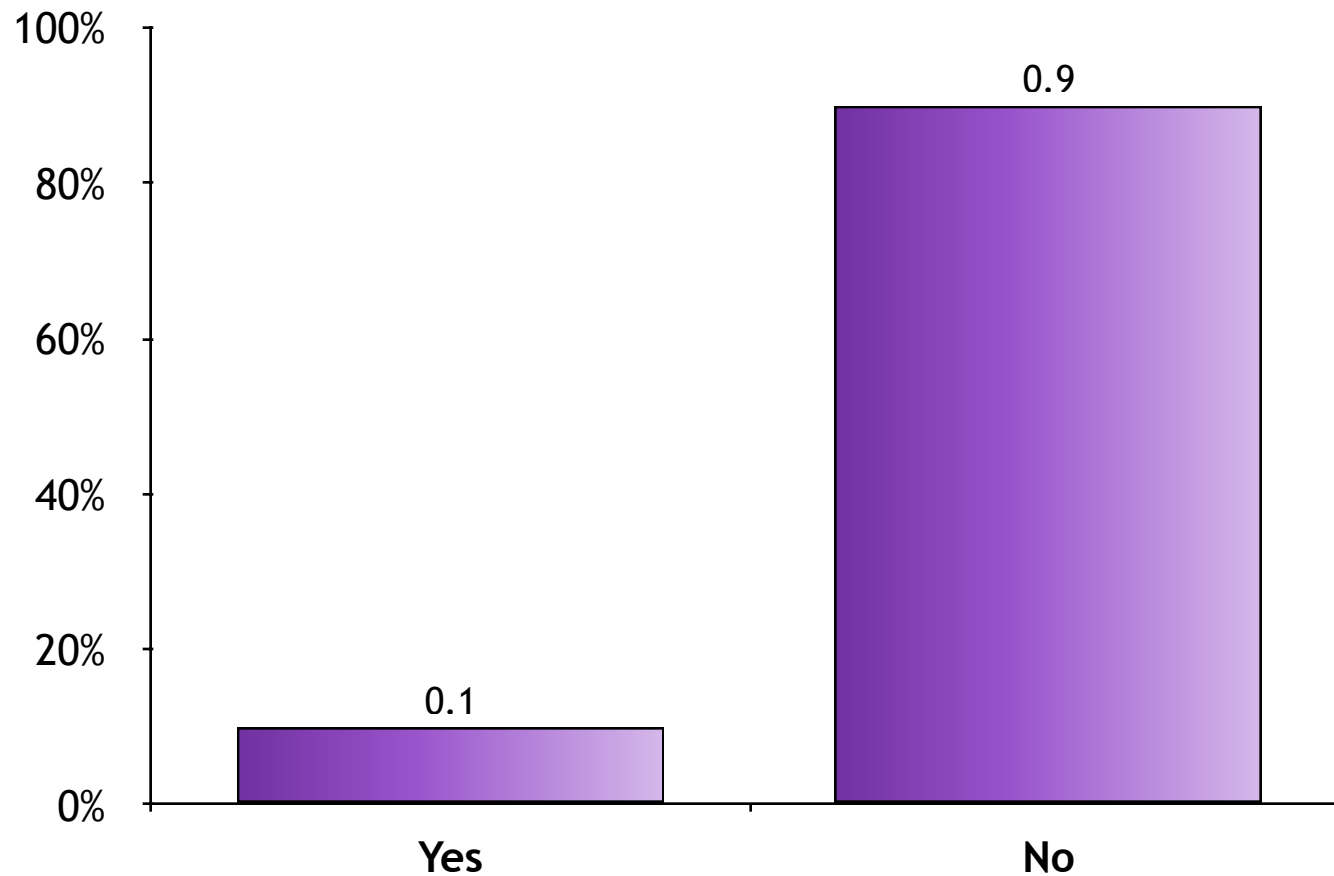
DOWNTOWN SALT LAKE SHOPPING

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



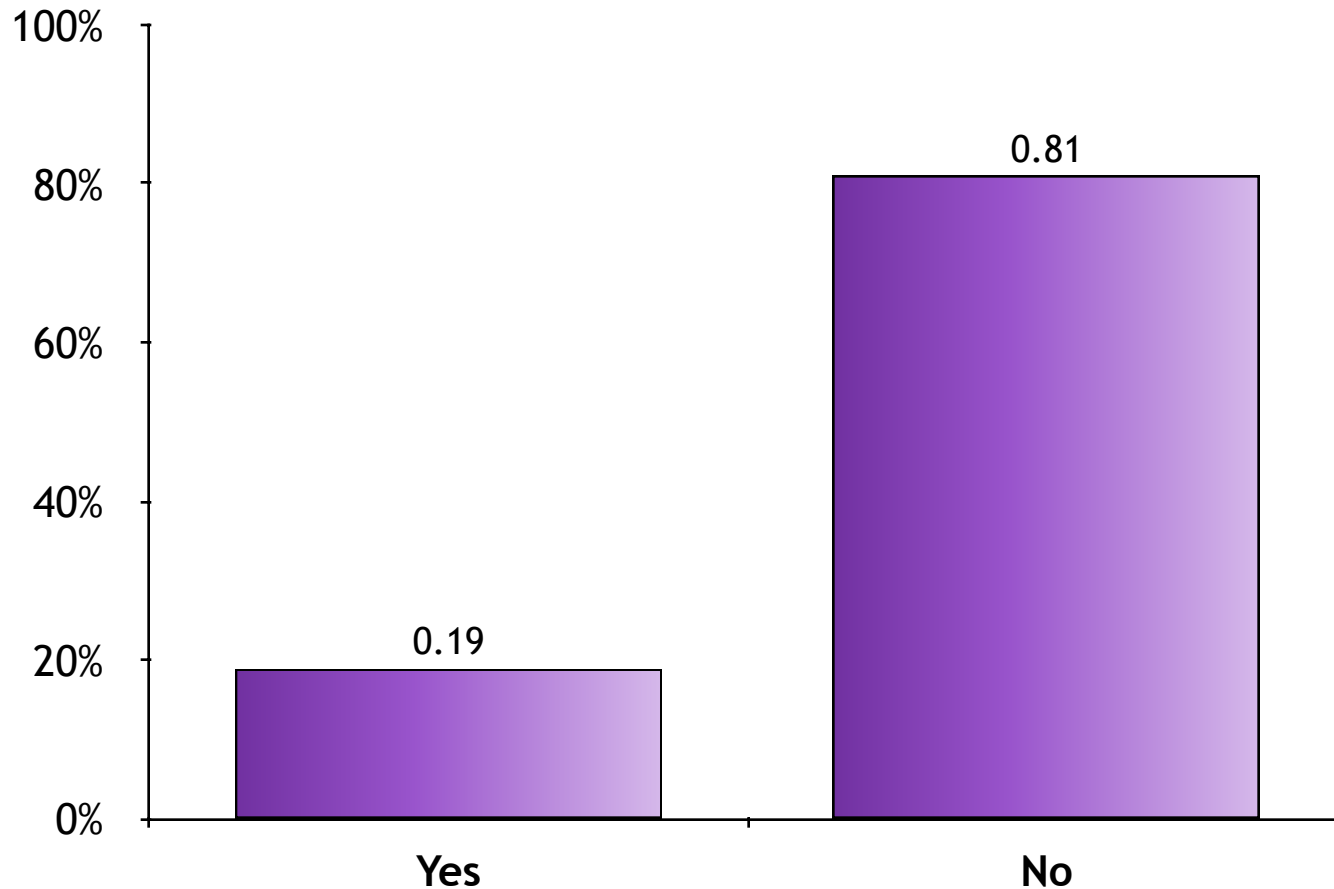
AWARENESS OF “THE BLOCKS”

Have you heard of the area in Salt Lake City called “The Blocks?”



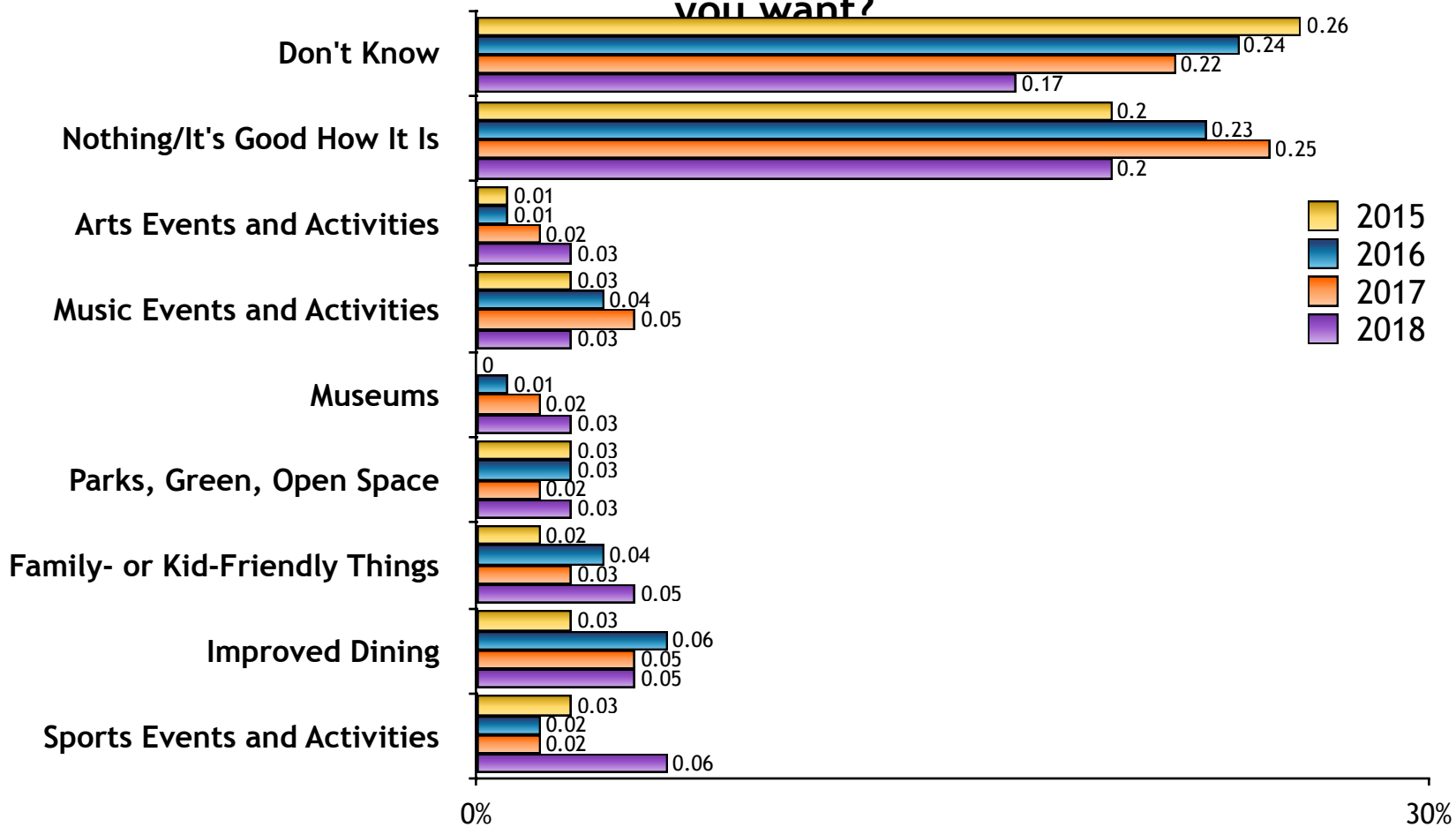
AWARENESS OF “THE BLOCKS”

Prior to this survey were you aware that Salt Lake City blocks are numbered? For example, Temple Square is Block 87.



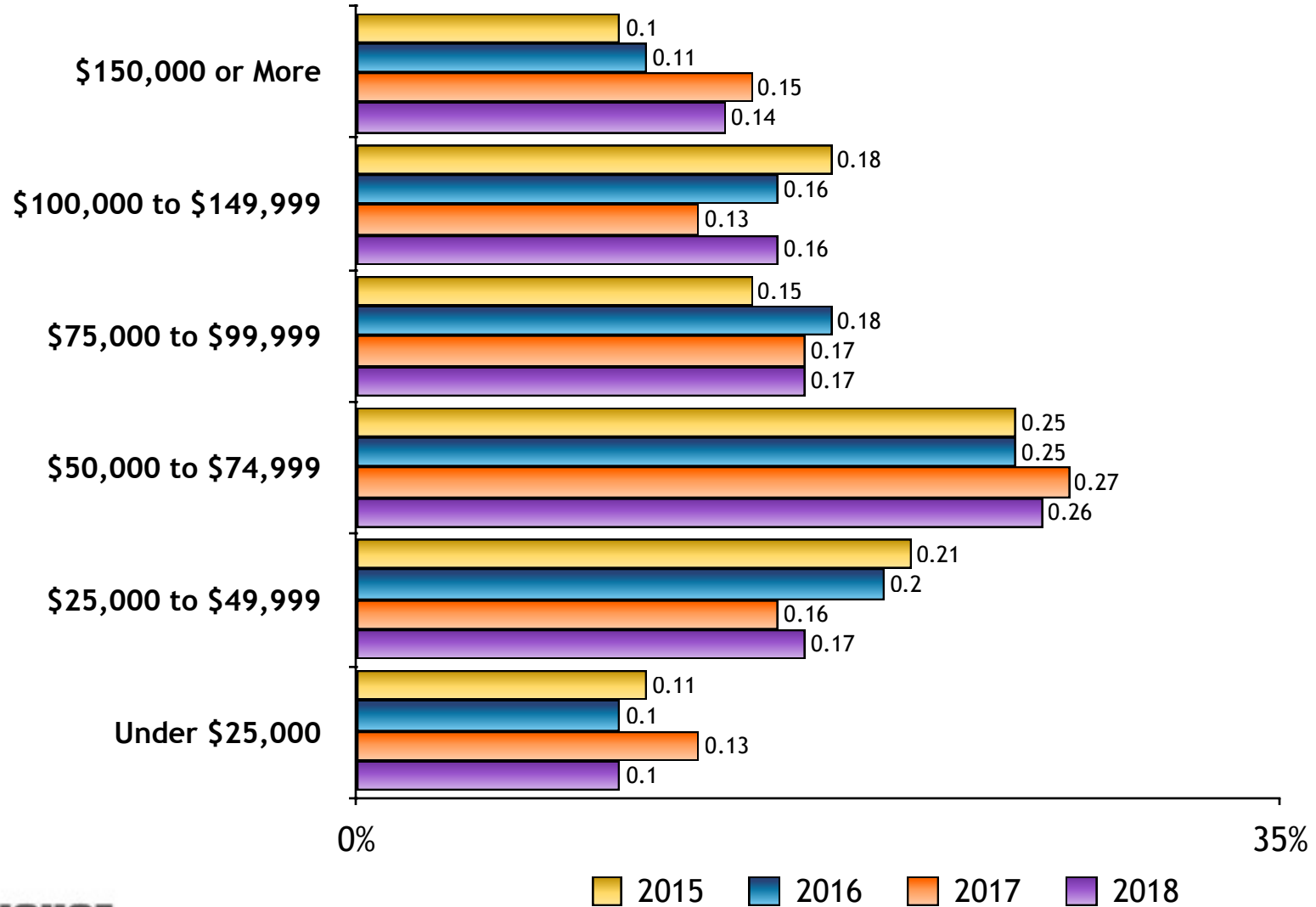
CREATE A PERFECT DOWNTOWN

If you were to create a perfect downtown Salt Lake City, what attractions, arts and cultural opportunities, stores, restaurants, events, or other aspects would you want?

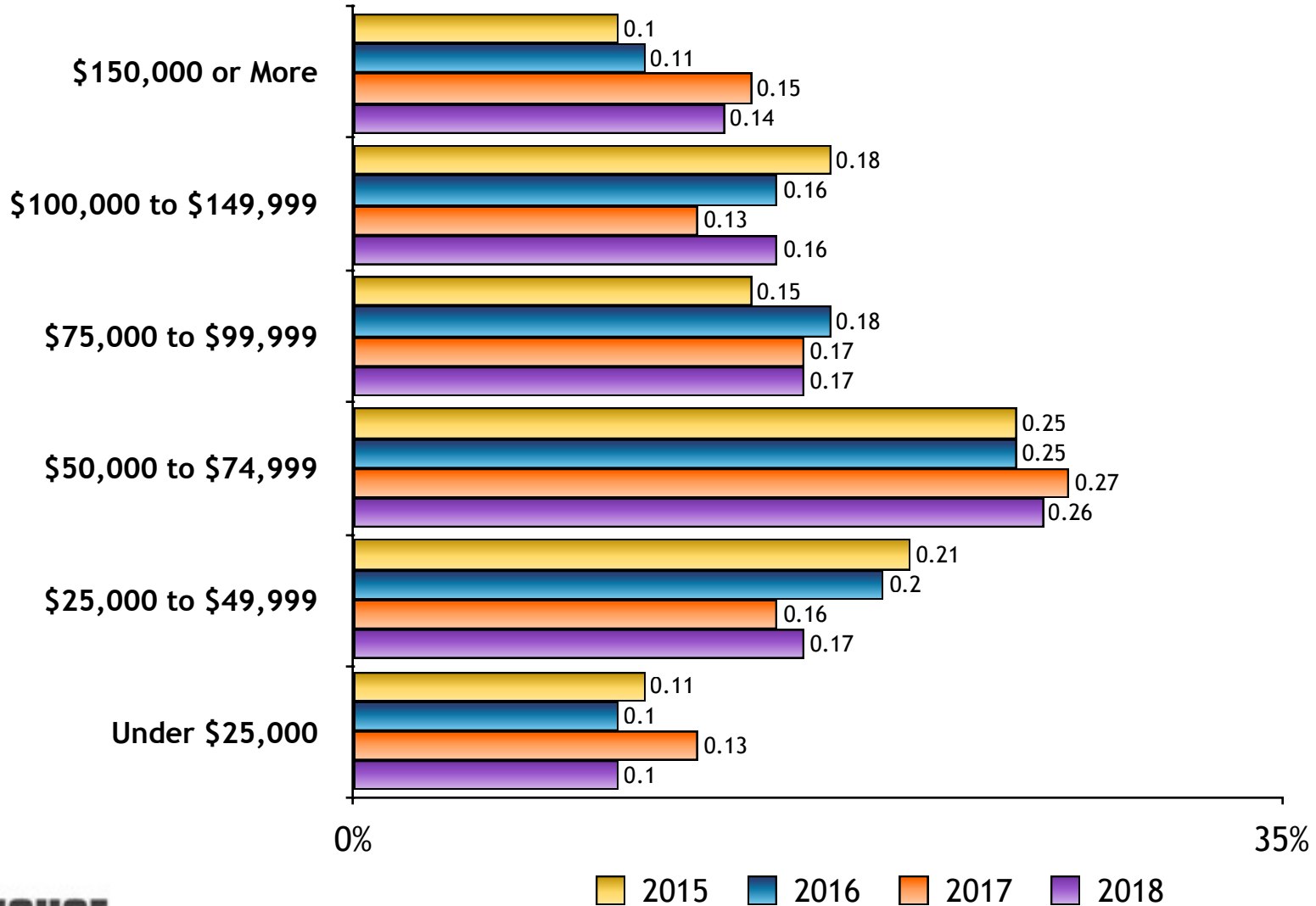


Other less frequently mentioned responses include Improved Parking (2%), Improved Transportation / Ease of Getting Around (2%), Specific Type of Stores / Shops (2%), Theaters / Theater Events (2%), More Affordable Shopping / Activities (2%), Specific Restaurants (2%), Better Clubs / Bars (1%), Improved Shopping (1%), More Entertainment, In General (1%), Greater Variety (1%), Increased Culture / Cultural Events (1%), Safer, Cleaned Up Areas (1%), Less Restrictive Laws (1%), Movie Theaters (1%), Outdoors Activities / Shops (1%), Ethnic Restaurants (1%), Festivals and Fairs (1%), Theme Park (1%), Miscellaneous Responses (5%), and Don't Care / No Opinion (5%).

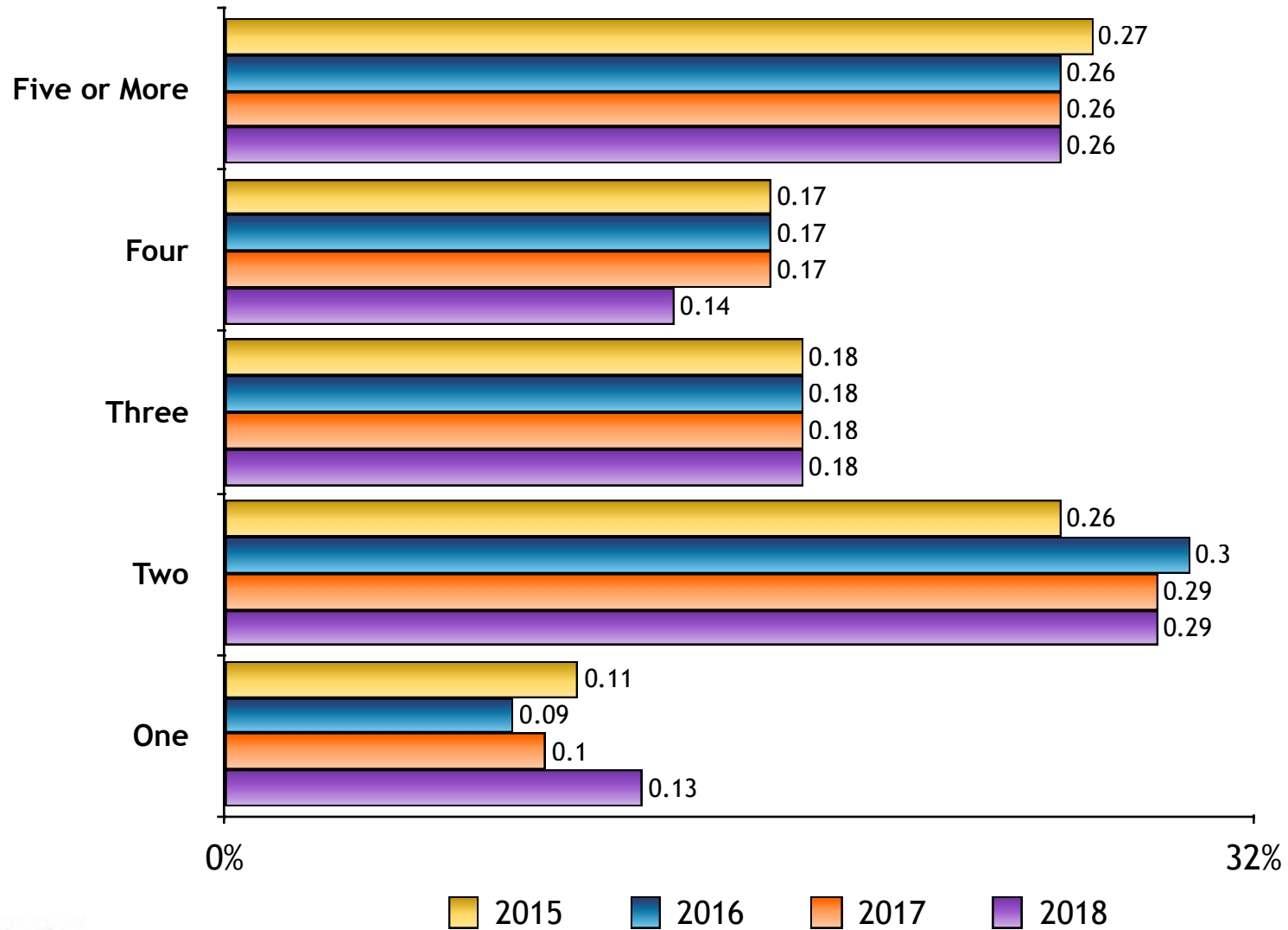
INCOME



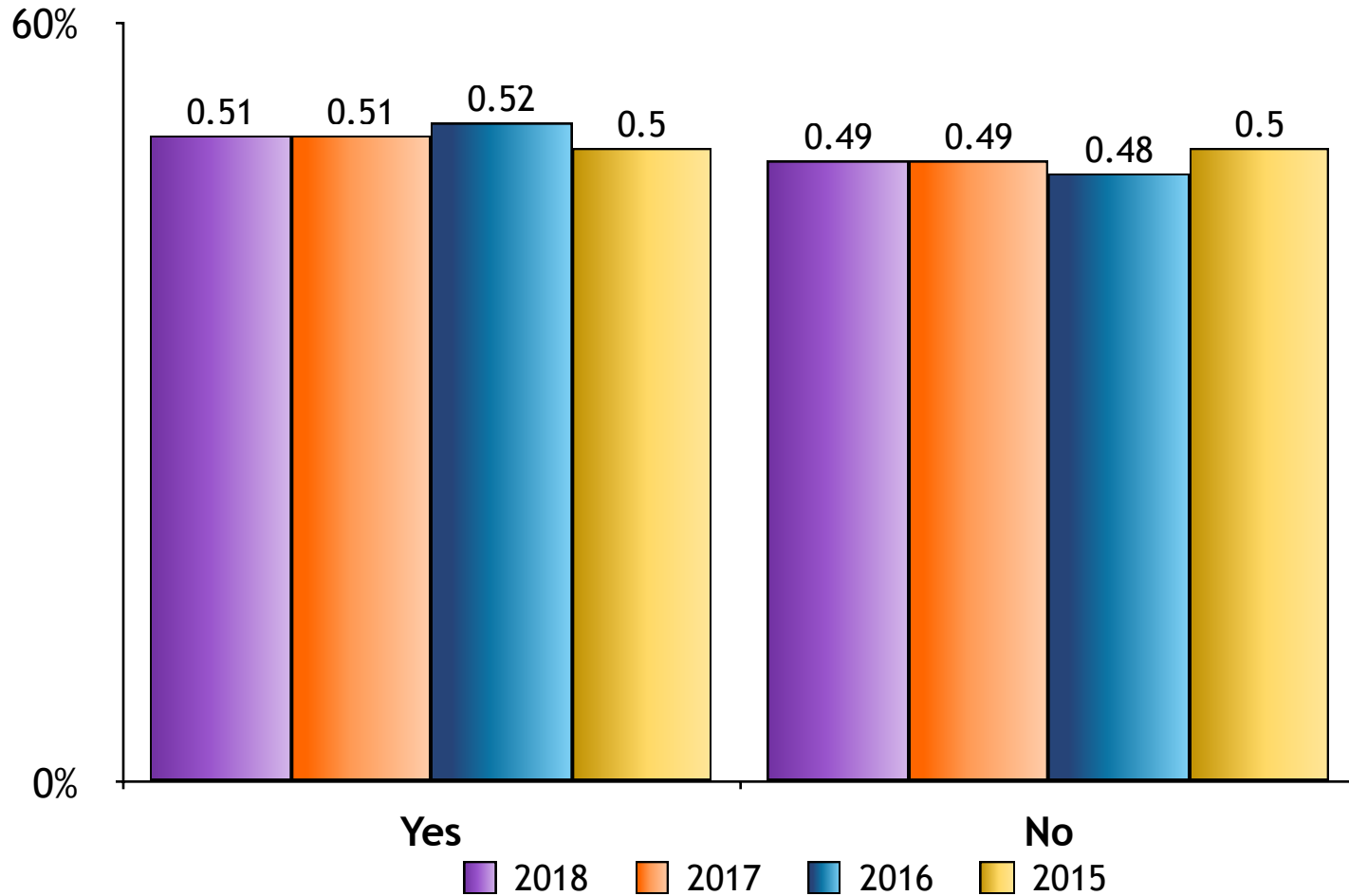
LEVEL OF EDUCATION



INDIVIDUALS IN HOUSEHOLD



INDIVIDUALS UNDER 18 IN HOUSEHOLD





LIGHTHOUSE
R E S E A R C H