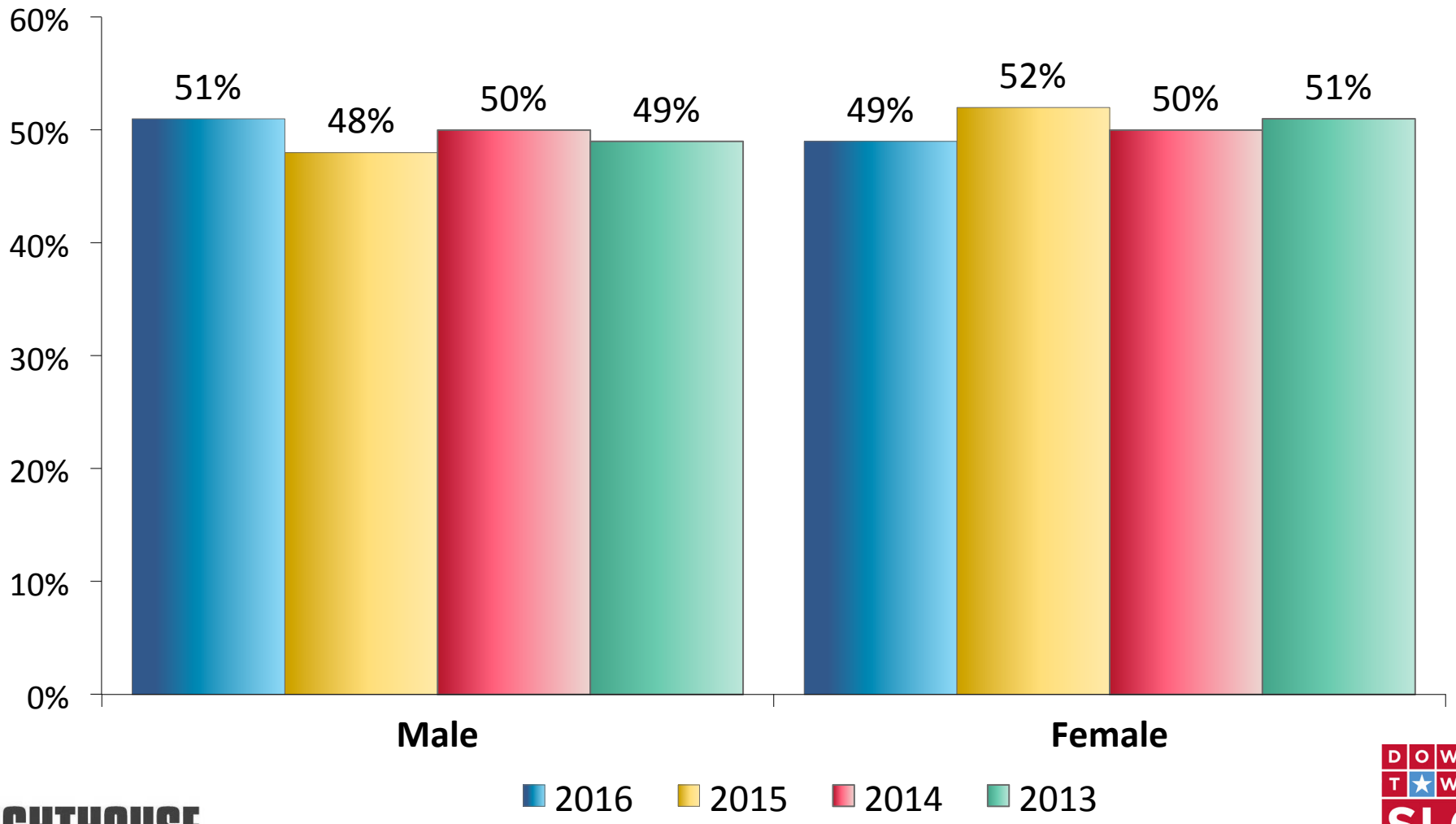
SURVEY DETAILS

- Short telephone survey updating previous benchmark data 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 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

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

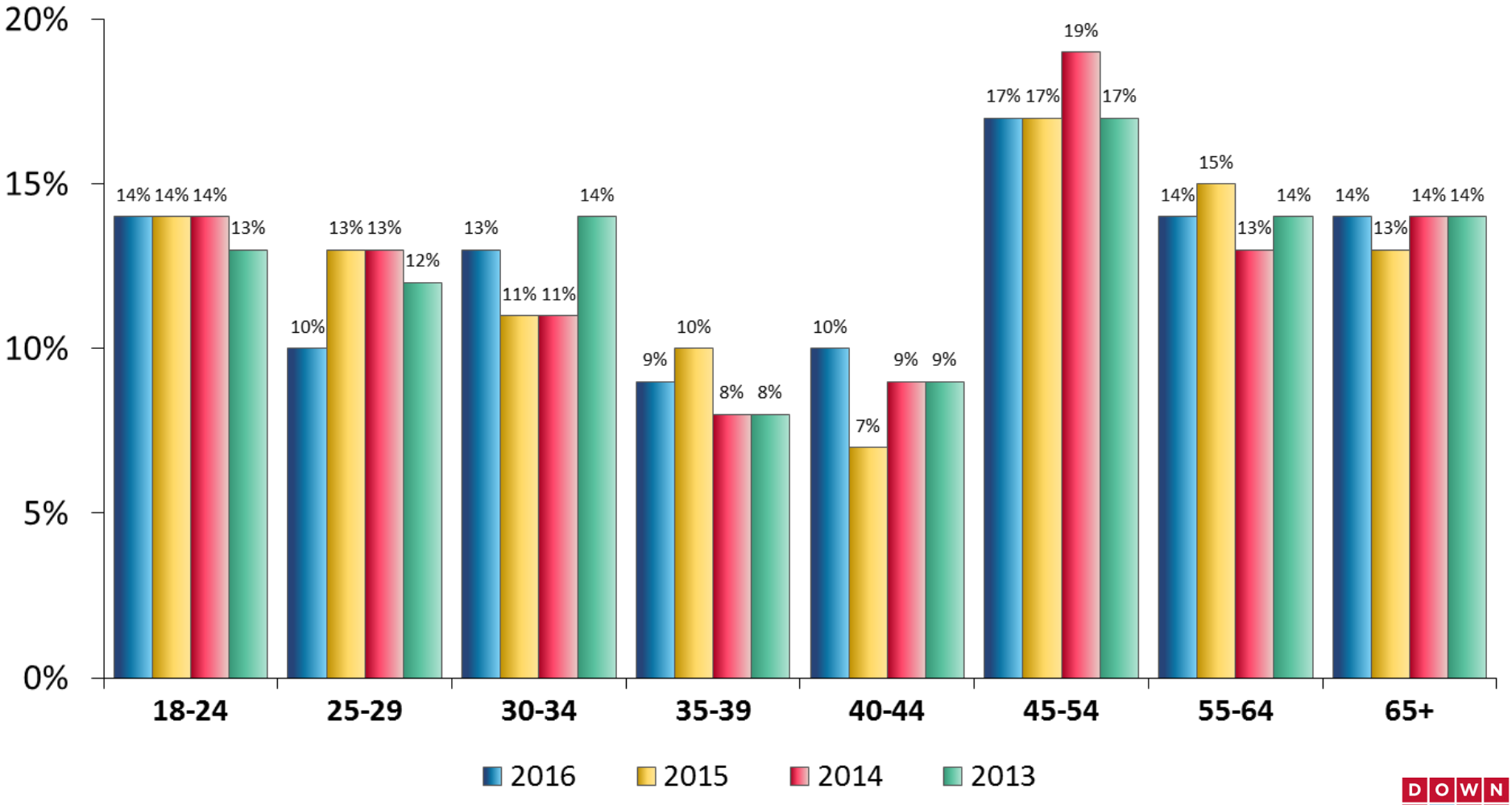
GENDER



LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

AGE

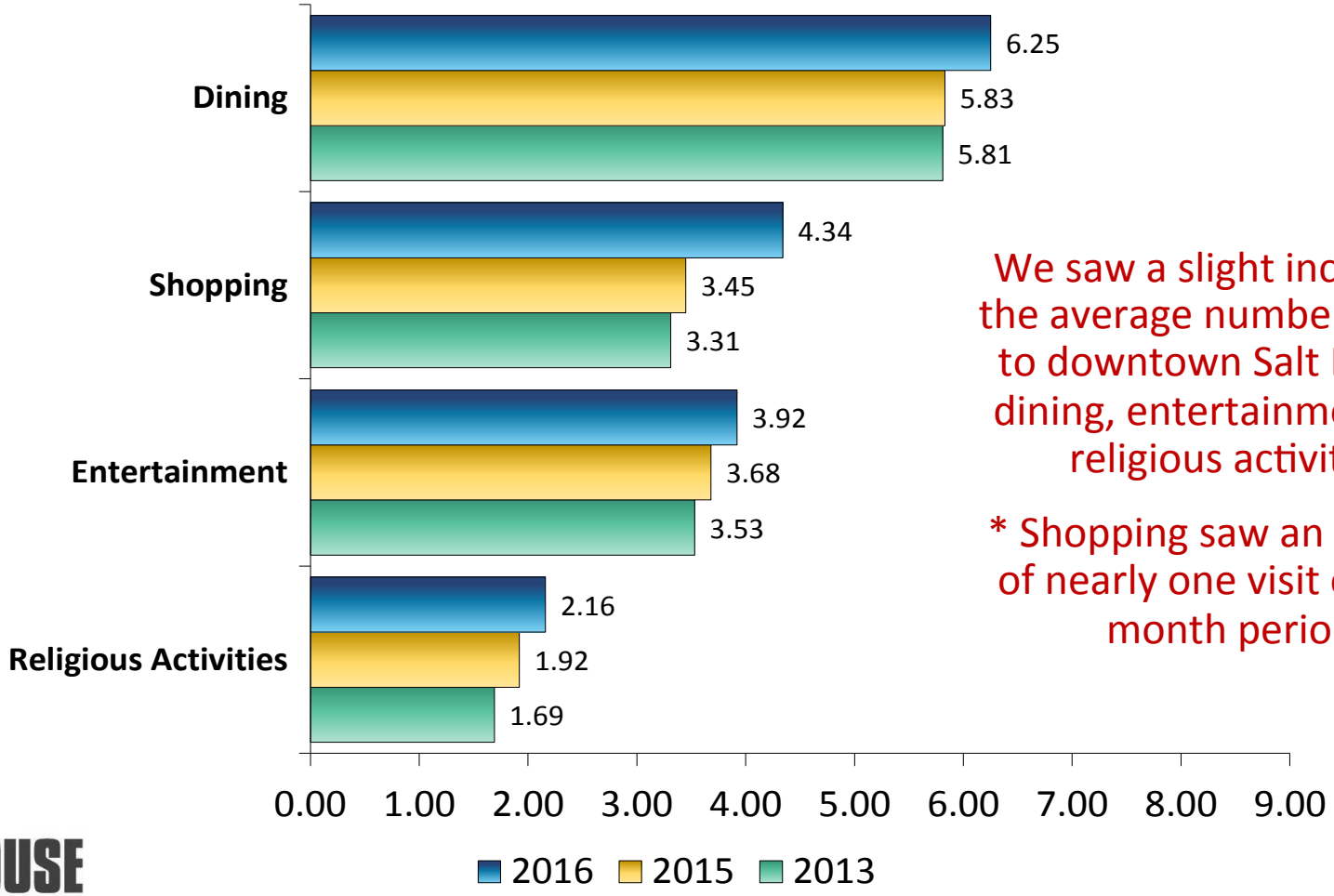


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

VISITS TO DOWNTOWN BY ACTIVITY

- In the past six months, on average, respondents have visited downtown Salt Lake over 6 times for dining, over 4 times for shopping, 4 times for entertainment, and twice for religious activities.



We saw a slight increase in the average number of visits to downtown Salt Lake for dining, entertainment, and religious activities.

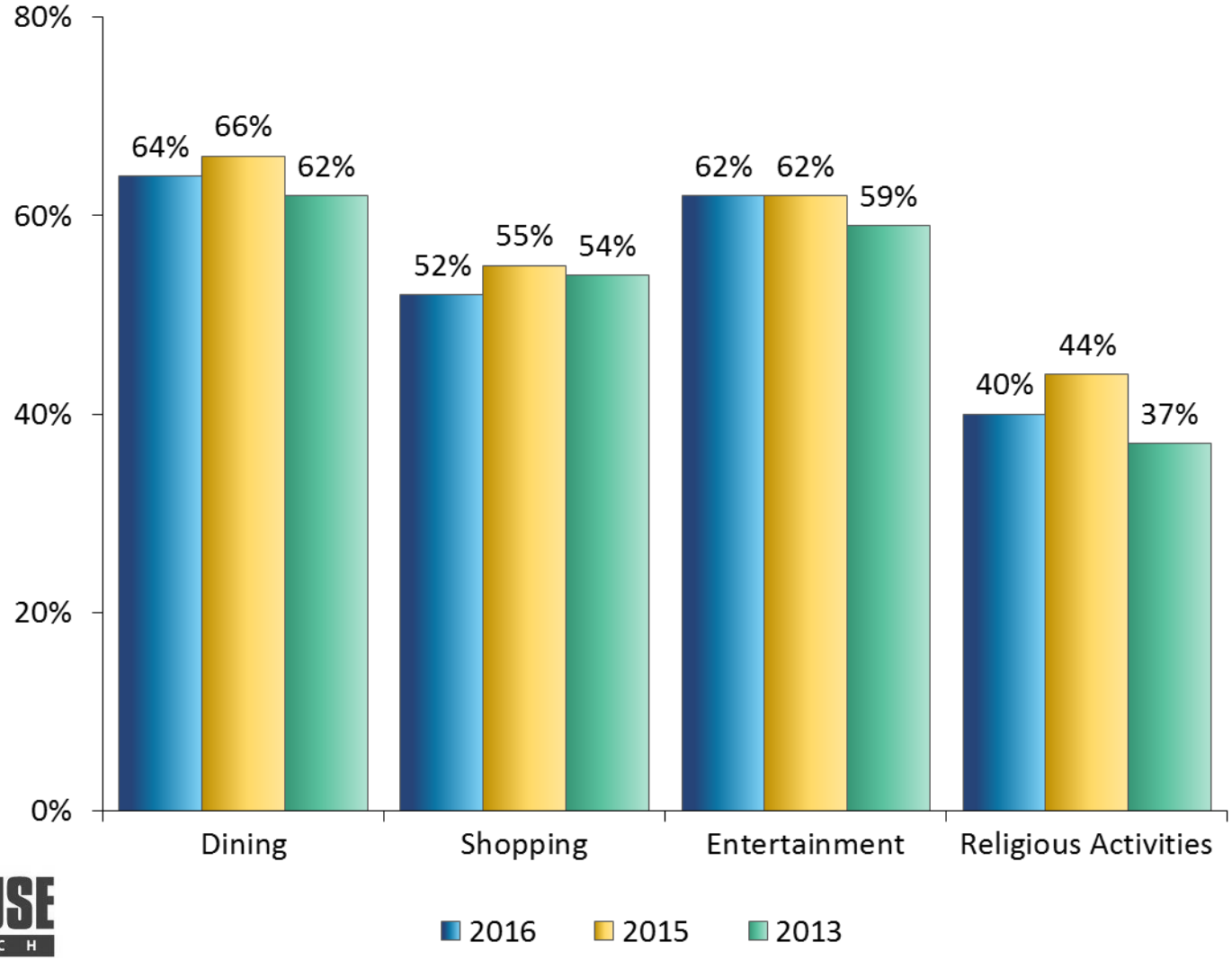
* Shopping saw an increase of nearly one visit over a 6 month period.

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

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.

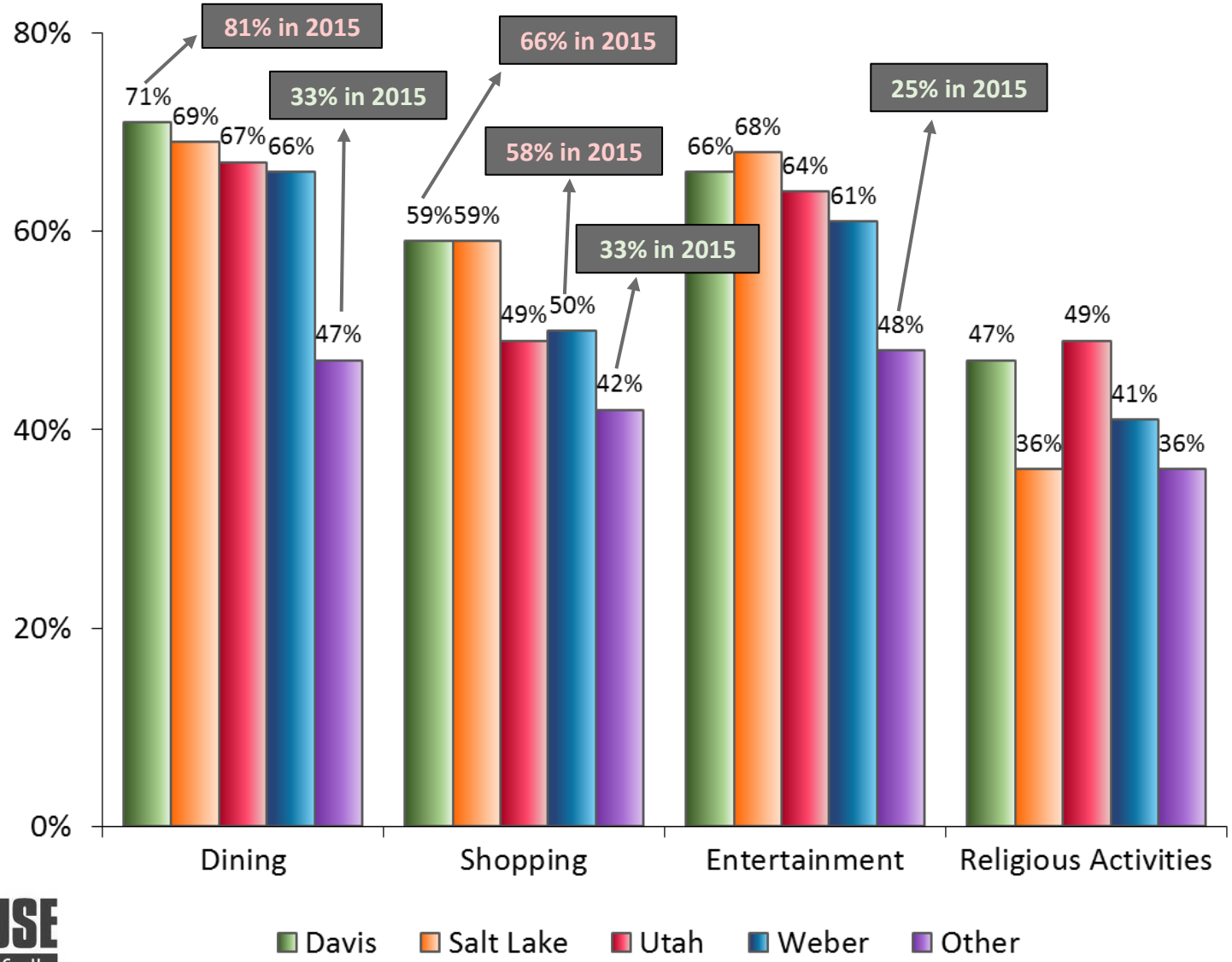


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

VISITS TO DOWNTOWN BY ACTIVITY

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

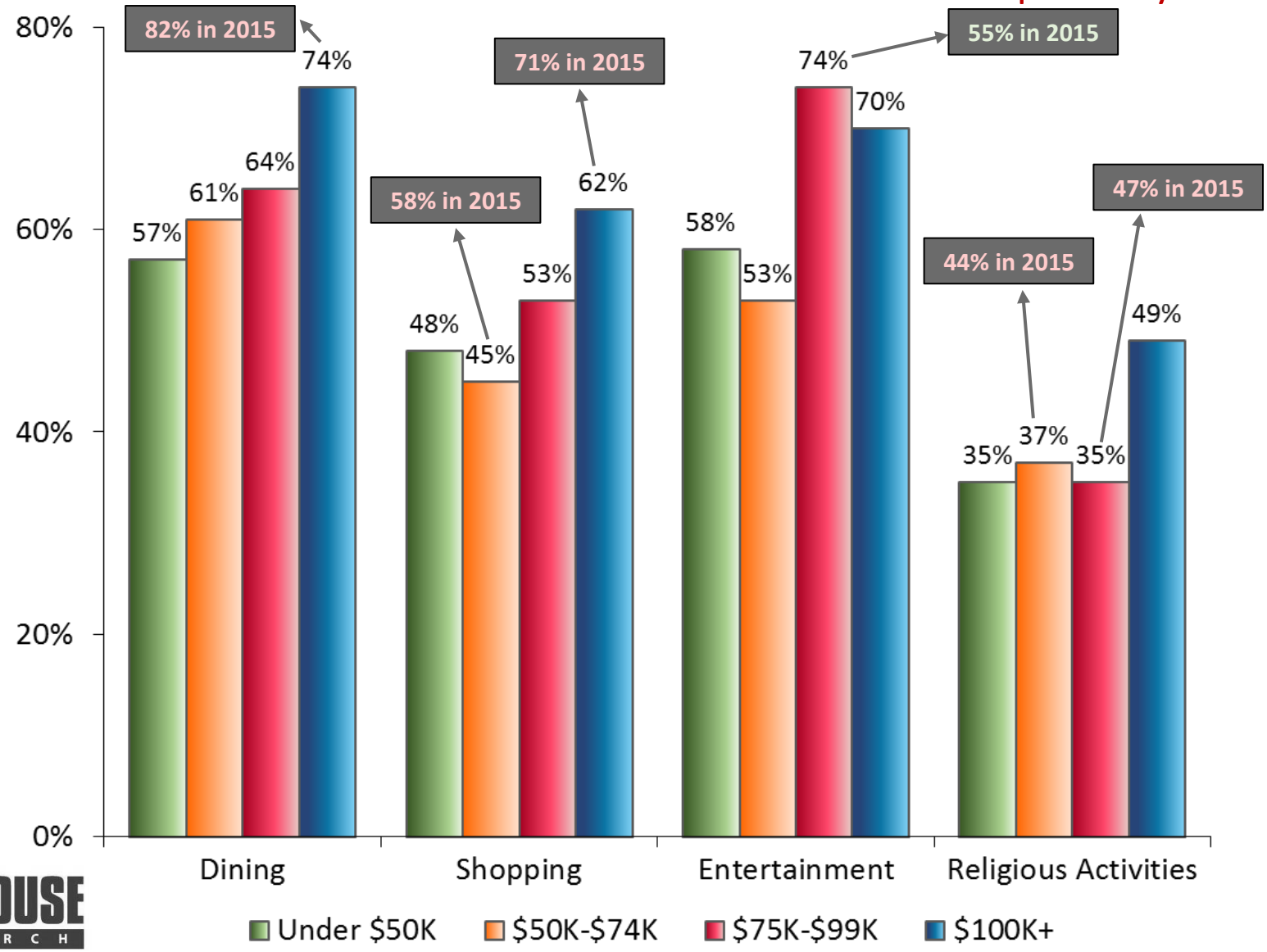


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

VISITS TO DOWNTOWN BY ACTIVITY

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

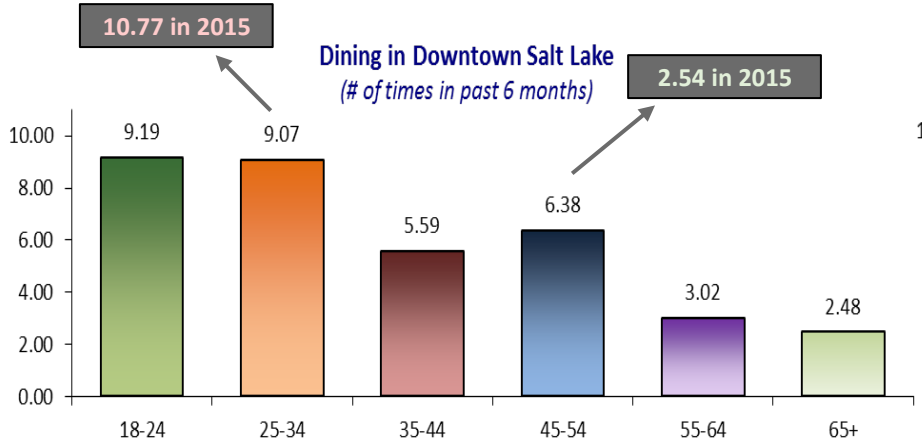


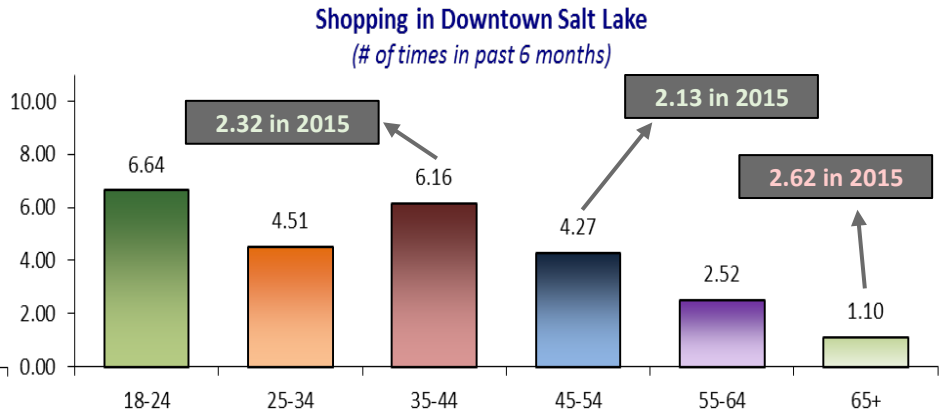
LIGHTHOUSE RESEARCH

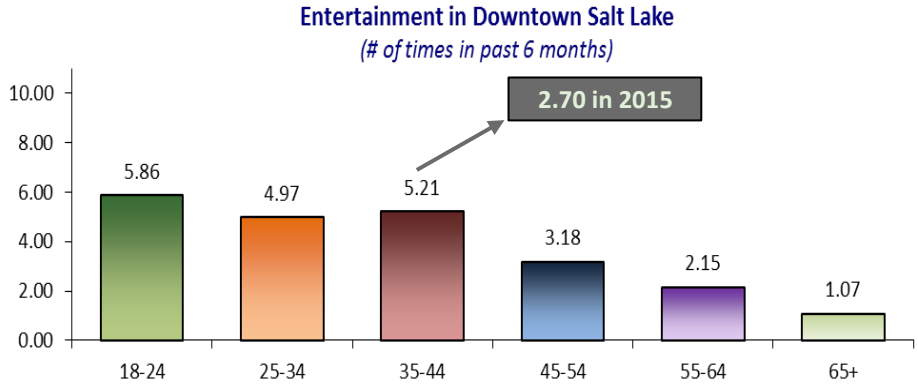
DOWNTOWN SLC ALLIANCE

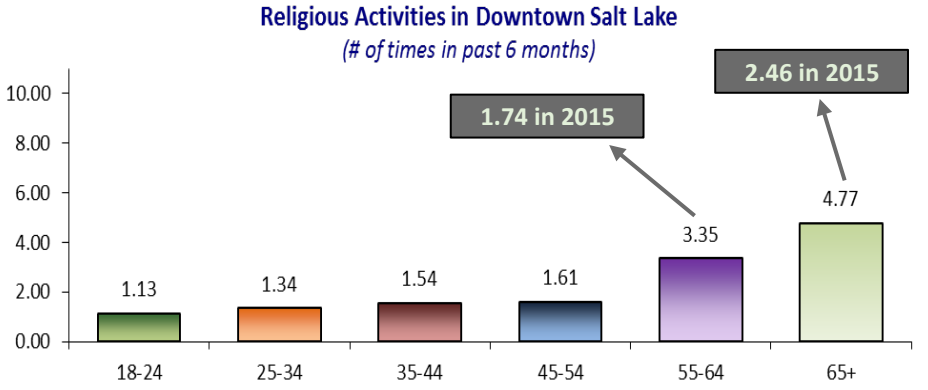
VISITS TO DOWNTOWN BY ACTIVITY

Average Number of Visits in the Past 6 Months: Compared by Age





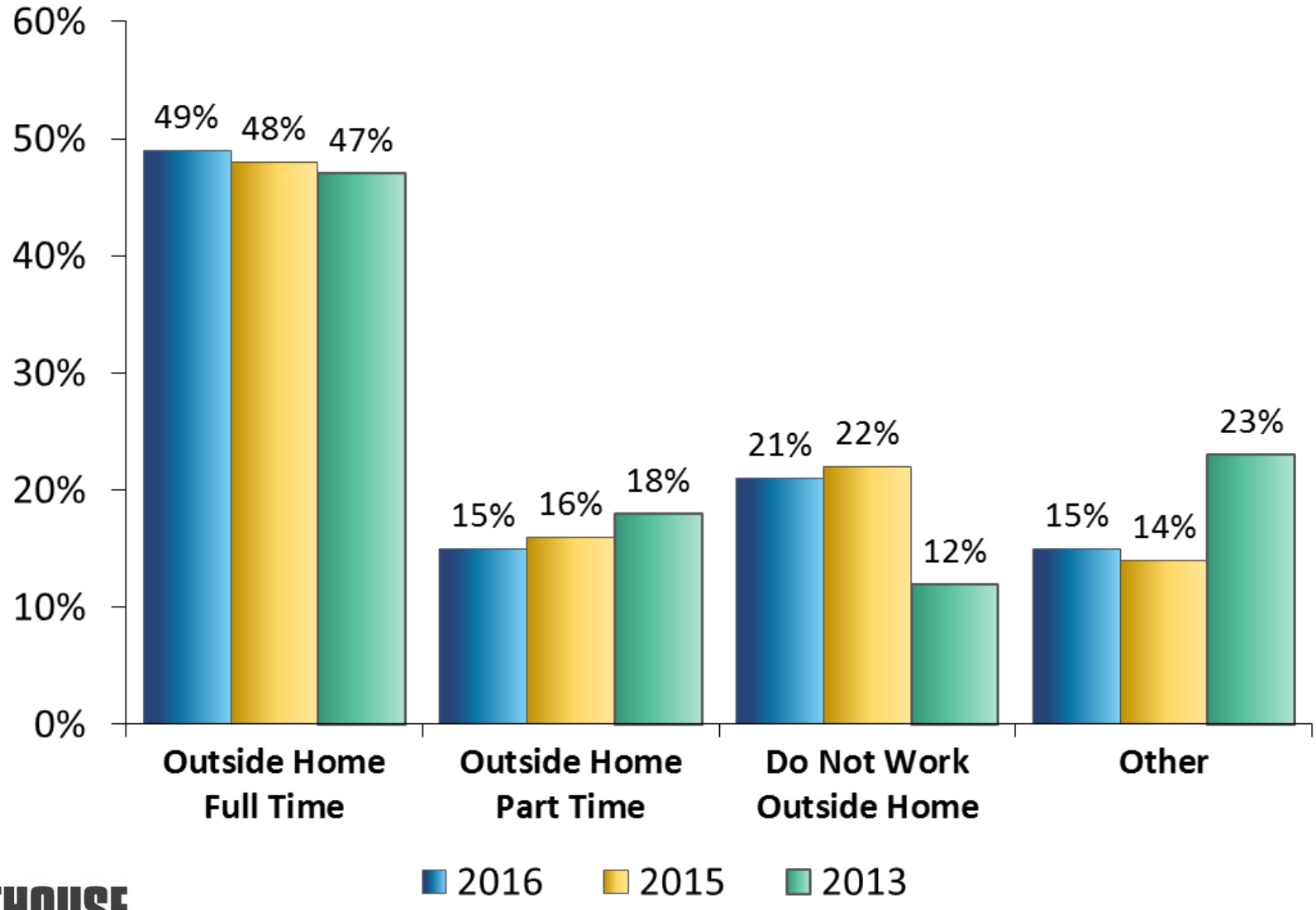




LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

WORK STATUS

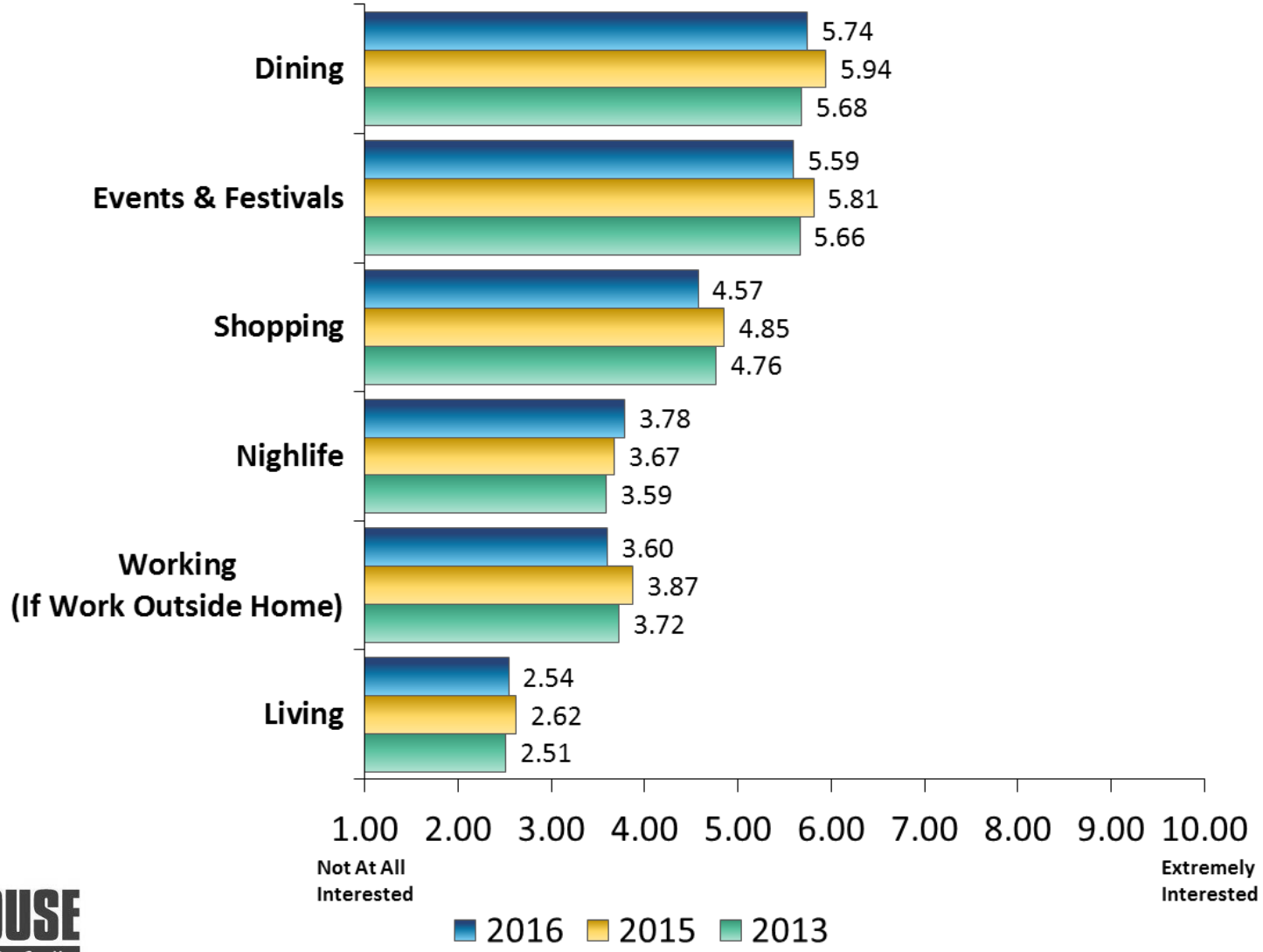


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

INTEREST IN ACTIVITIES DOWNTOWN

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



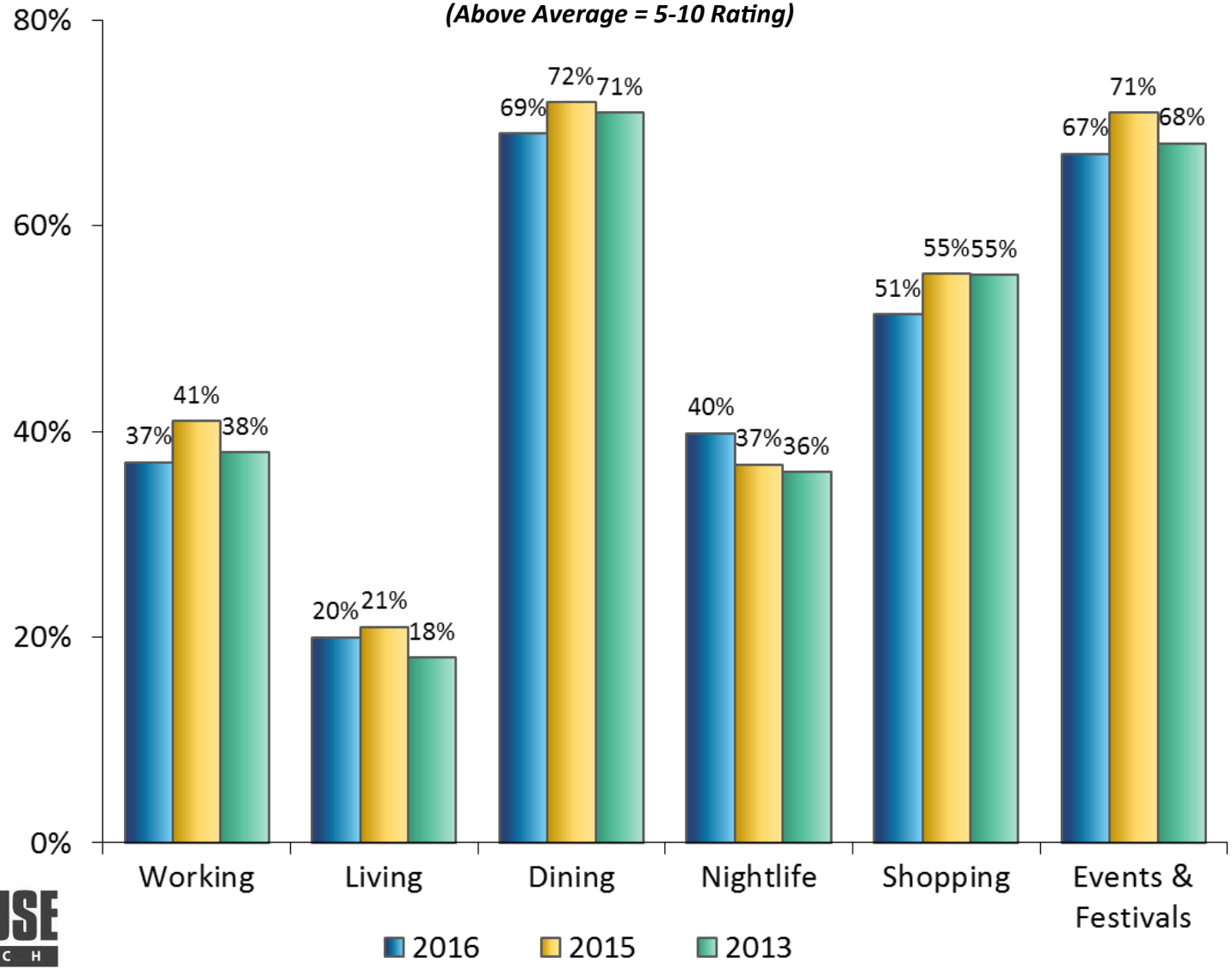
LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

INTEREST IN ACTIVITIES DOWNTOWN

Above Average Interest in the Following Categories

(Above Average = 5-10 Rating)

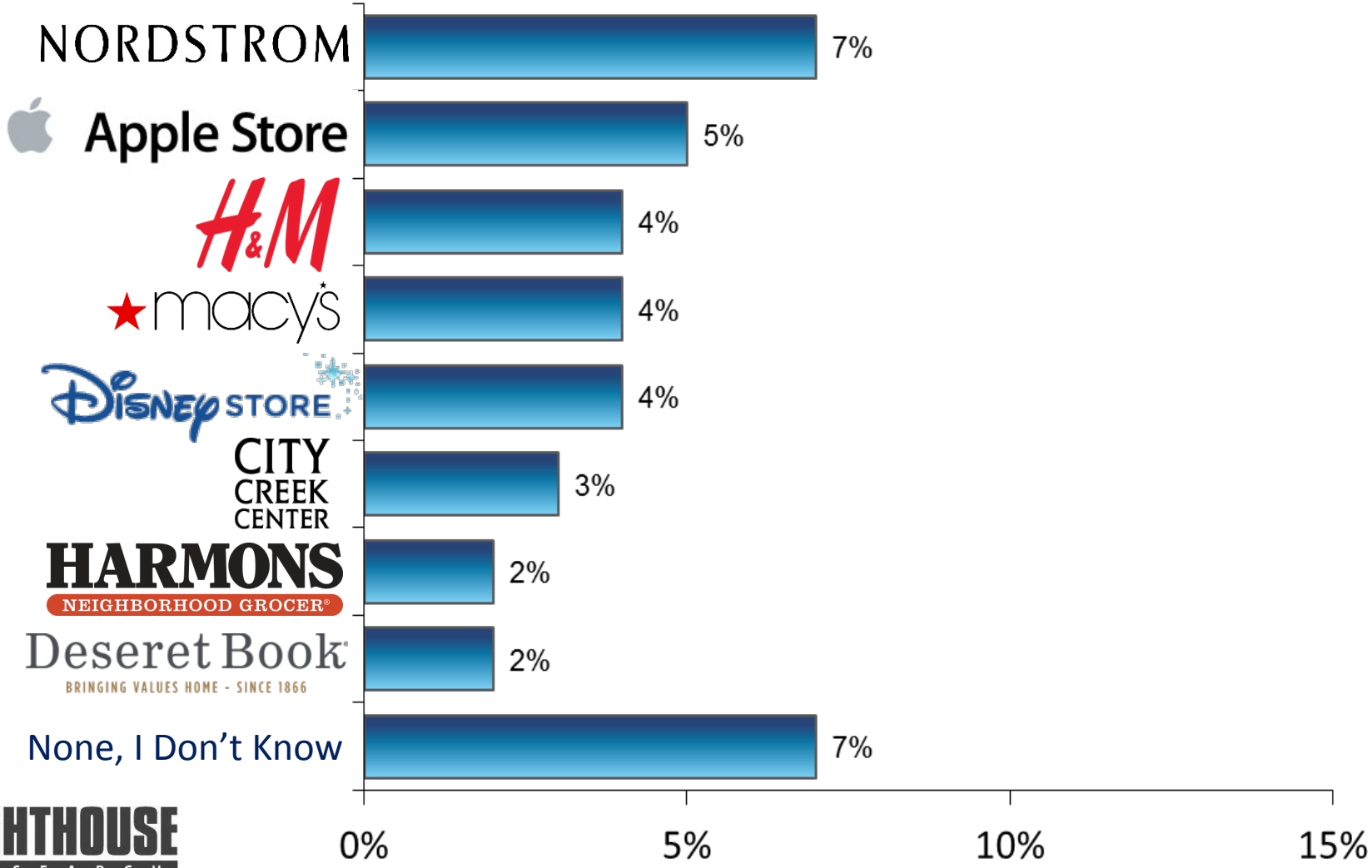


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN STORES

What specific stores do you typically shop at in Downtown Salt Lake City?

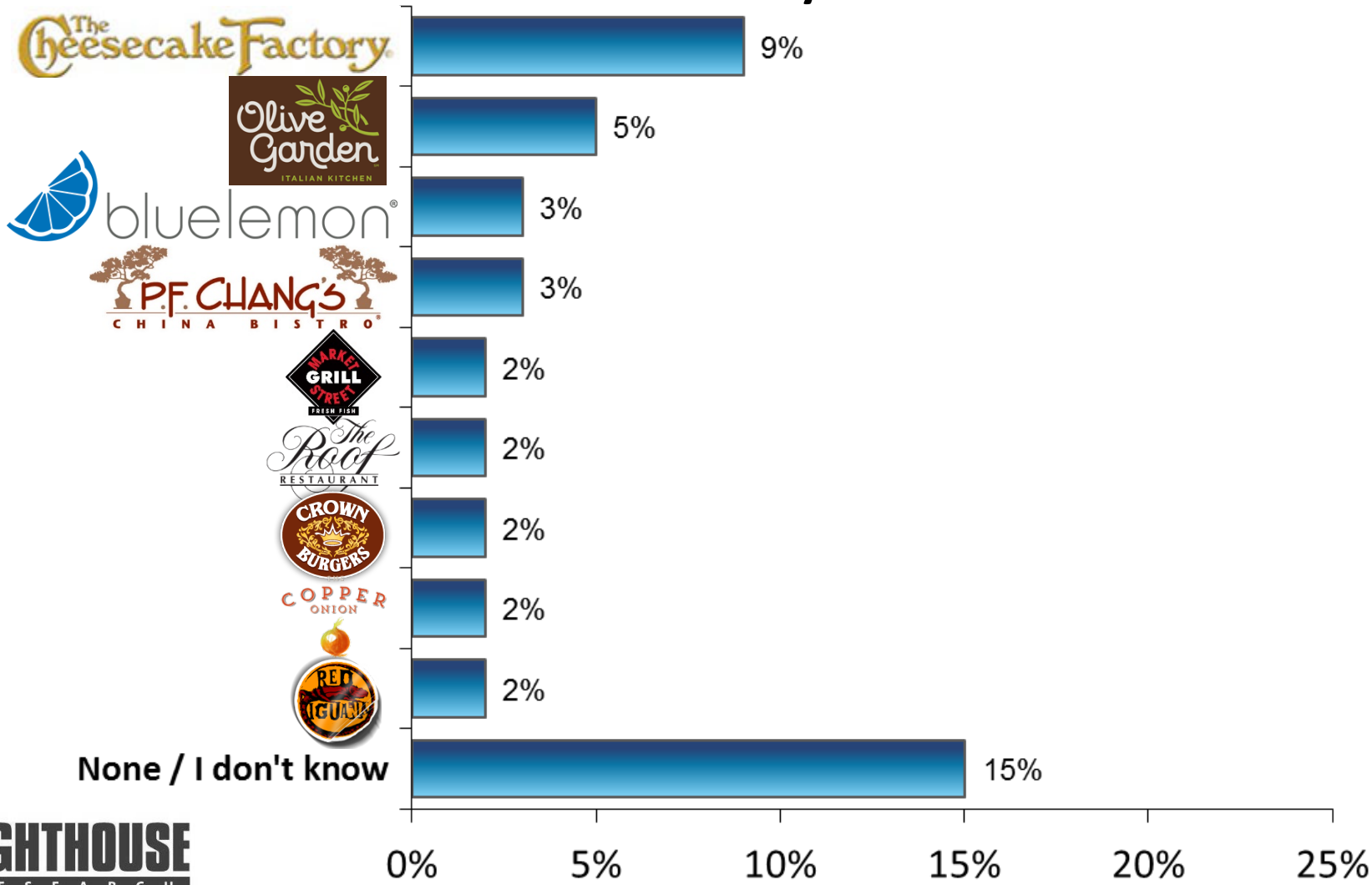


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN RESTAURANTS

What specific restaurants do you typically go to in Downtown Salt Lake City?

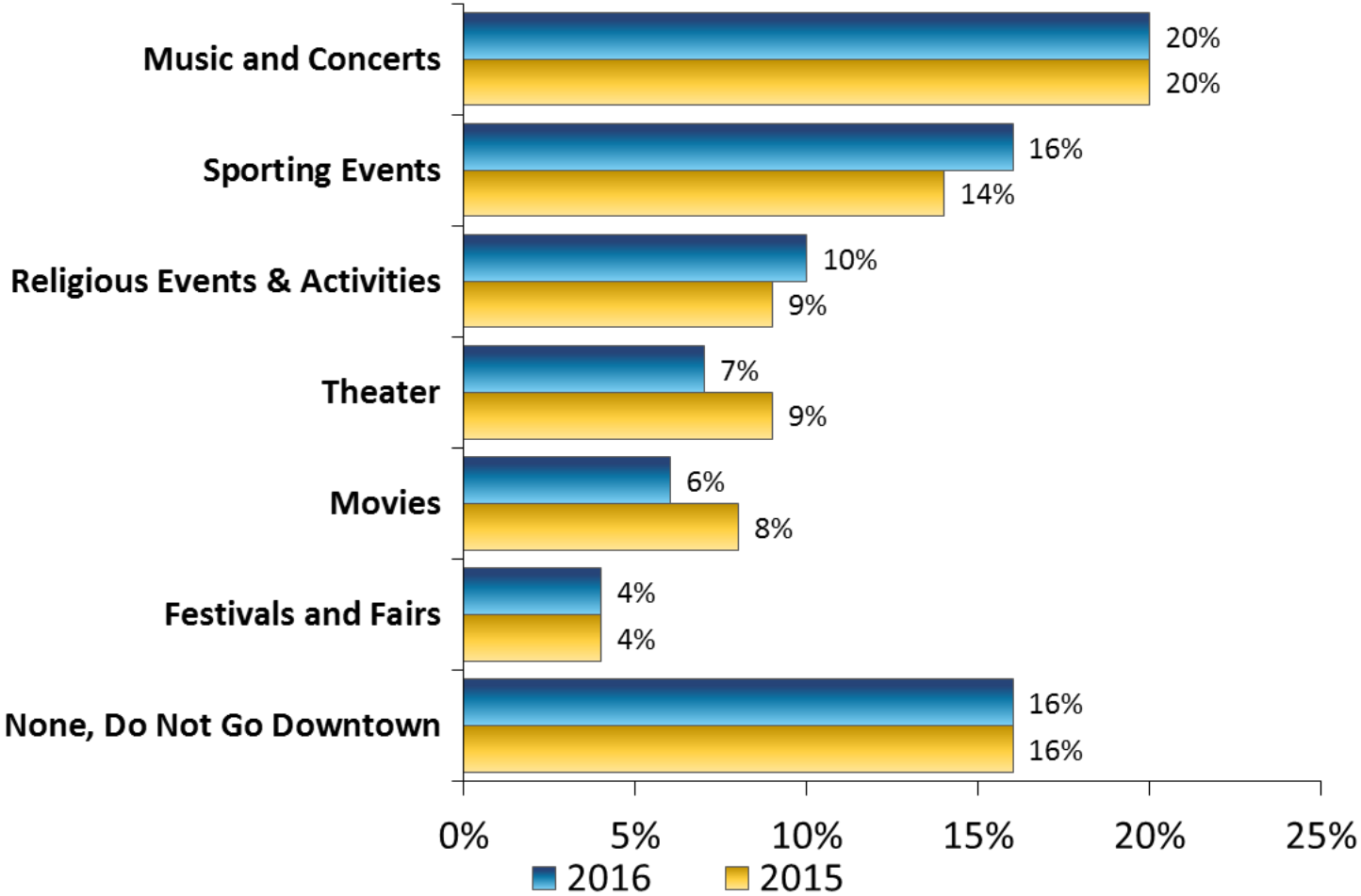


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

ENTERTAINMENT EVENTS DOWNTOWN

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



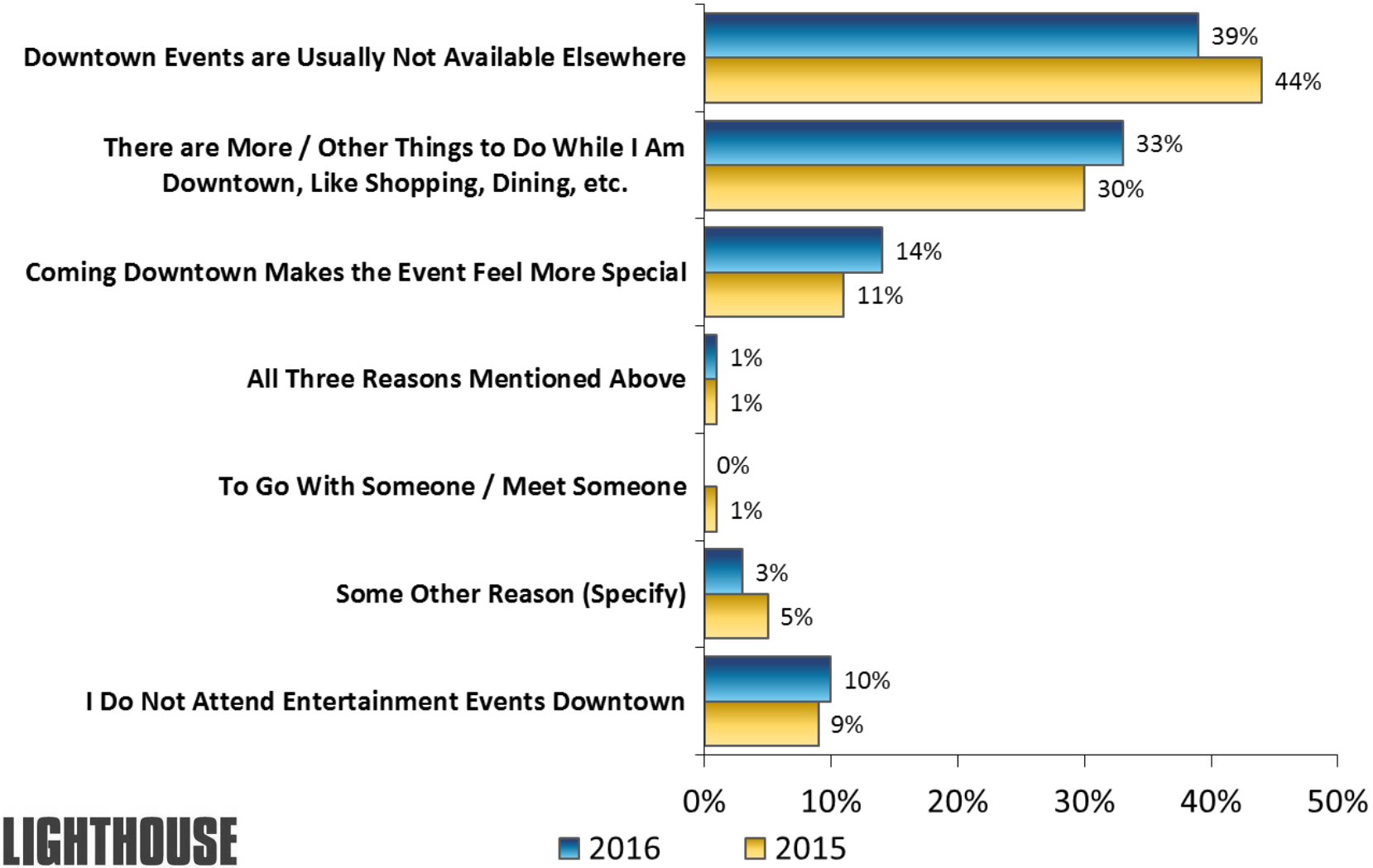
Other less frequently mentioned responses include Clubs / Bars (2%), Holiday Events (2%), Museums (2%), Arts (2%), Big Events (2%), Comic Con (1%), Comedy Show (1%), Ballet, Conventions, etc. (1%) , Shopping (1%), Running/Race Events (0%), Work (0%), Farmers Market (0%), Parades (0%), Parks (0%), Miscellaneous Responses (4%), and Don't Know (1%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

ENTERTAINMENT EVENTS DOWNTOWN

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

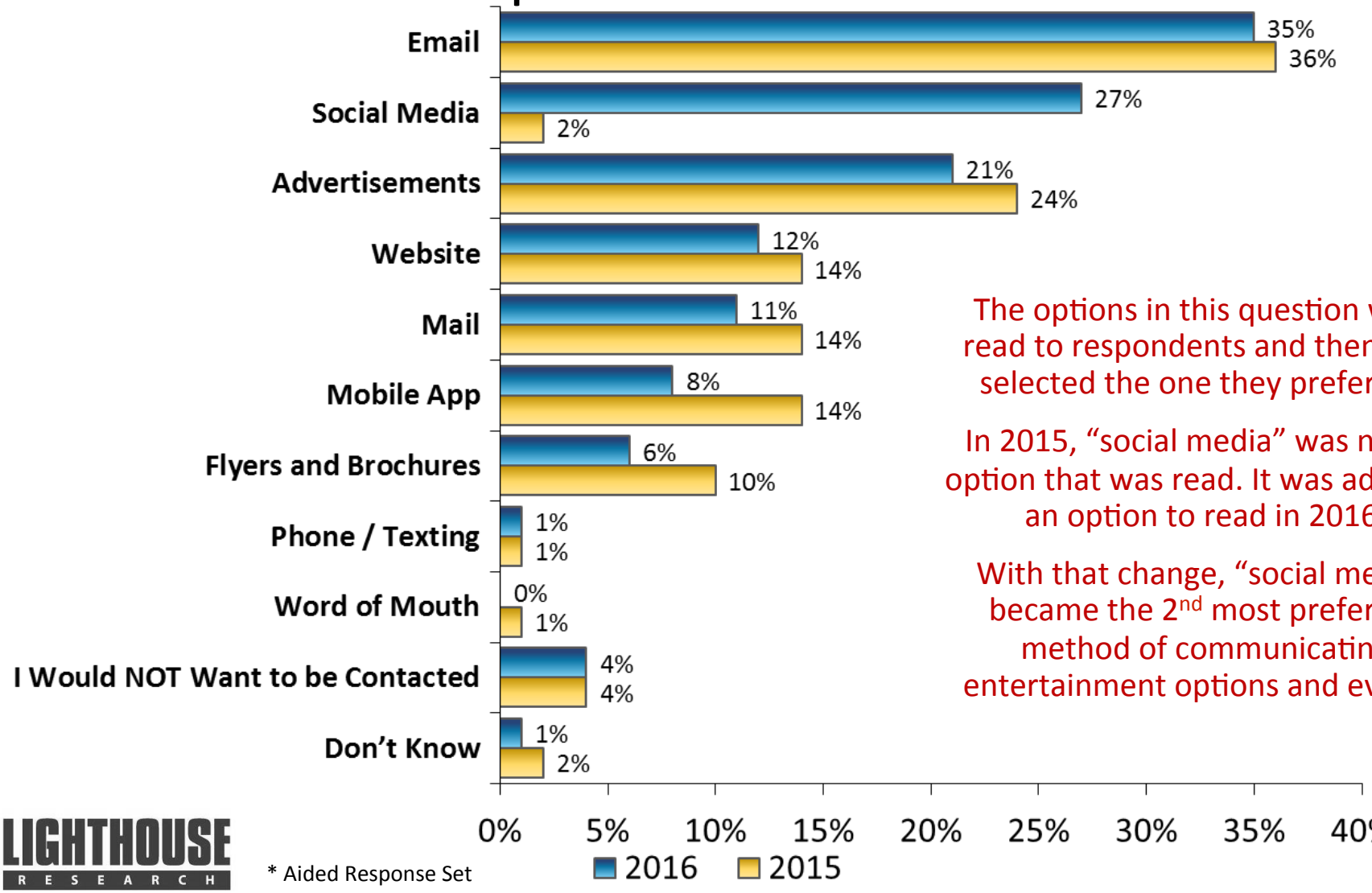


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

ENTERTAINMENT EVENTS DOWNTOWN

What would you say would be the best way to communicate with you about entertainment options and events in downtown Salt Lake? *



The options in this question were read to respondents and then they selected the one they preferred.

In 2015, "social media" was not an option that was read. It was added as an option to read in 2016.

With that change, "social media" became the 2nd most preferred method of communicating entertainment options and events.

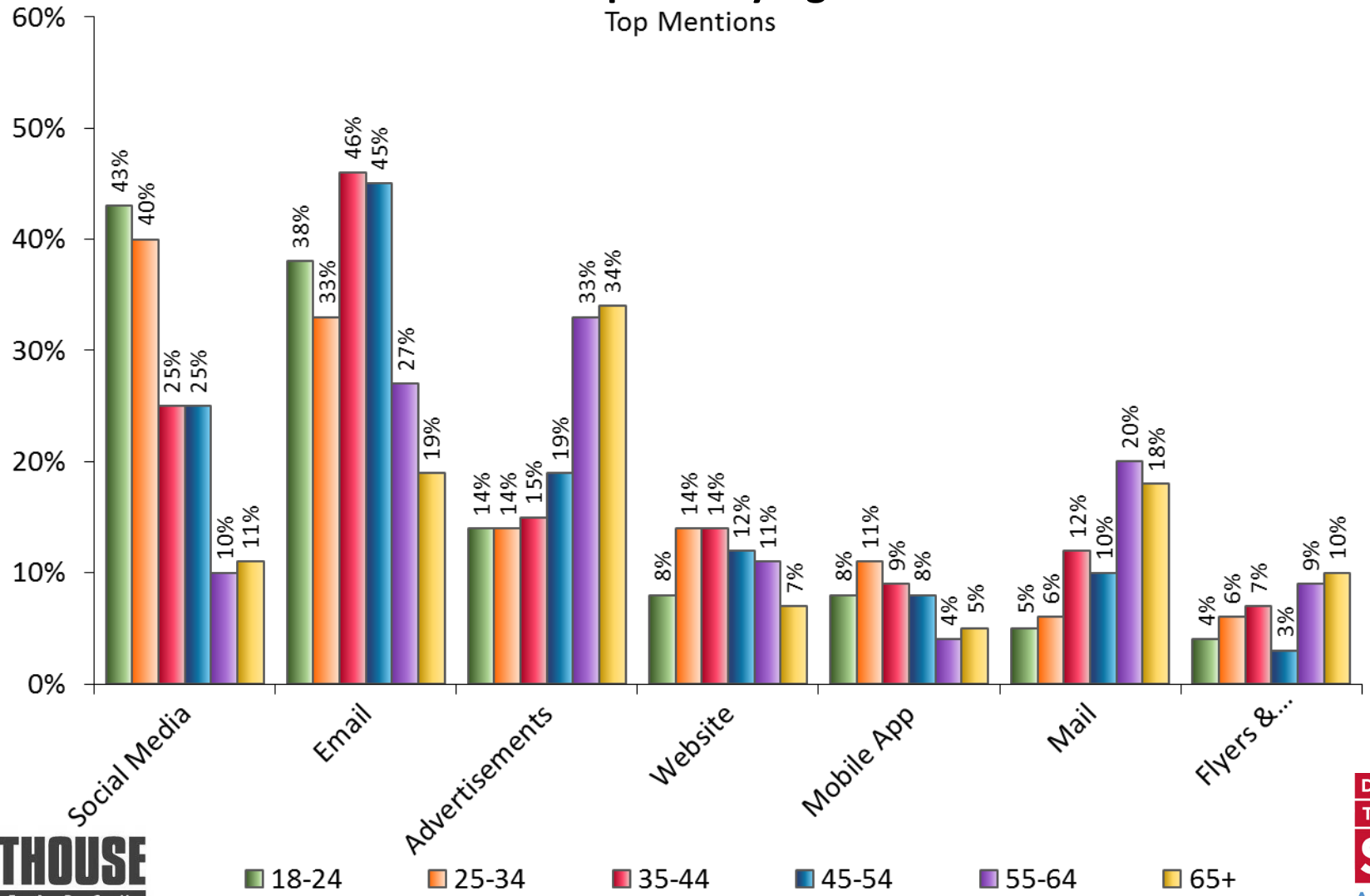
* Aided Response Set

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

ENTERTAINMENT EVENTS DOWNTOWN

Best Way to Communicate About Entertainment Options and Events Compared by Age

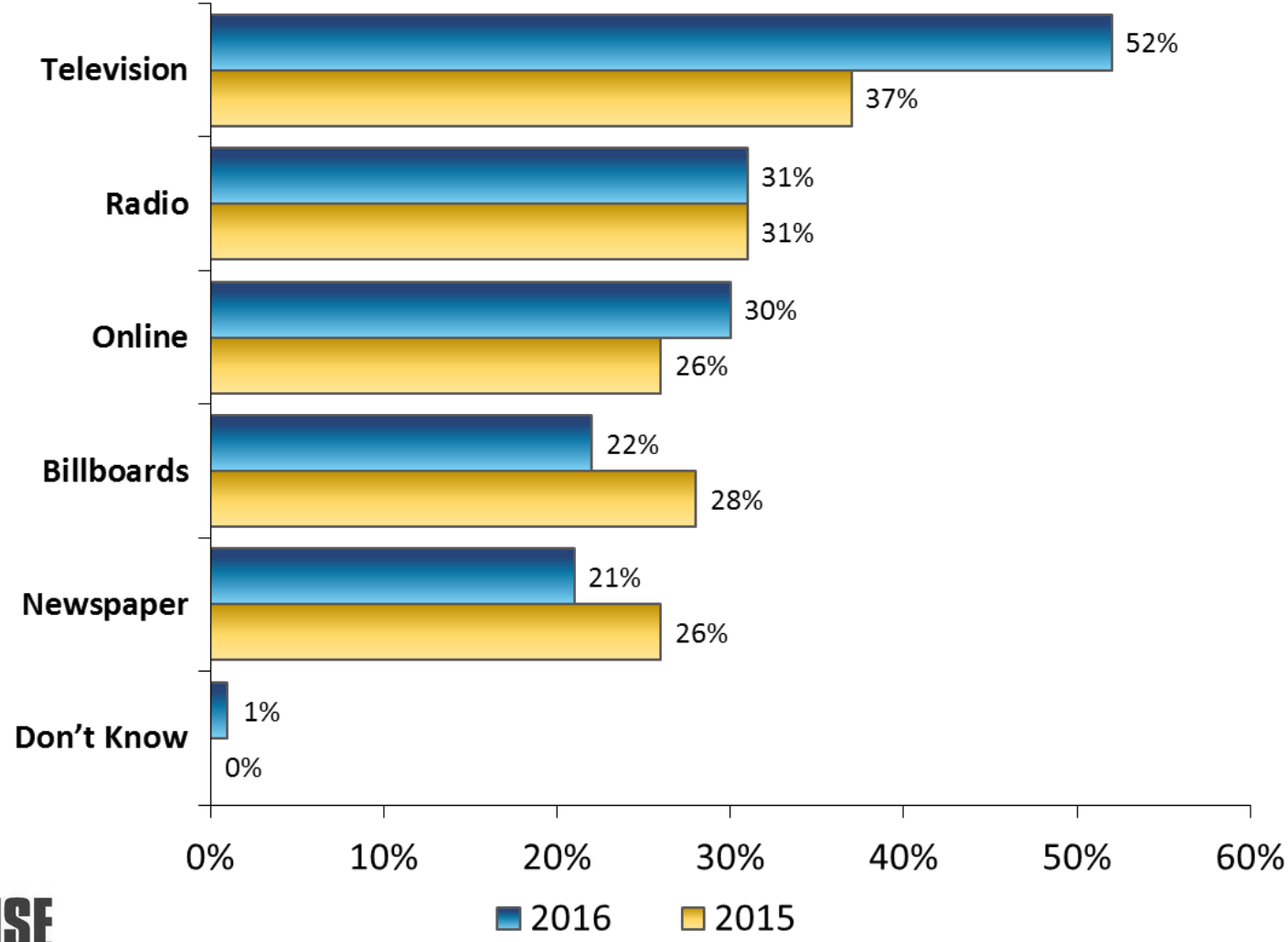


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

ENTERTAINMENT EVENTS DOWNTOWN

If 'Advertisements' on Previous Slide: What would you say would be the best way to advertise those entertainment options and events in downtown Salt Lake? *



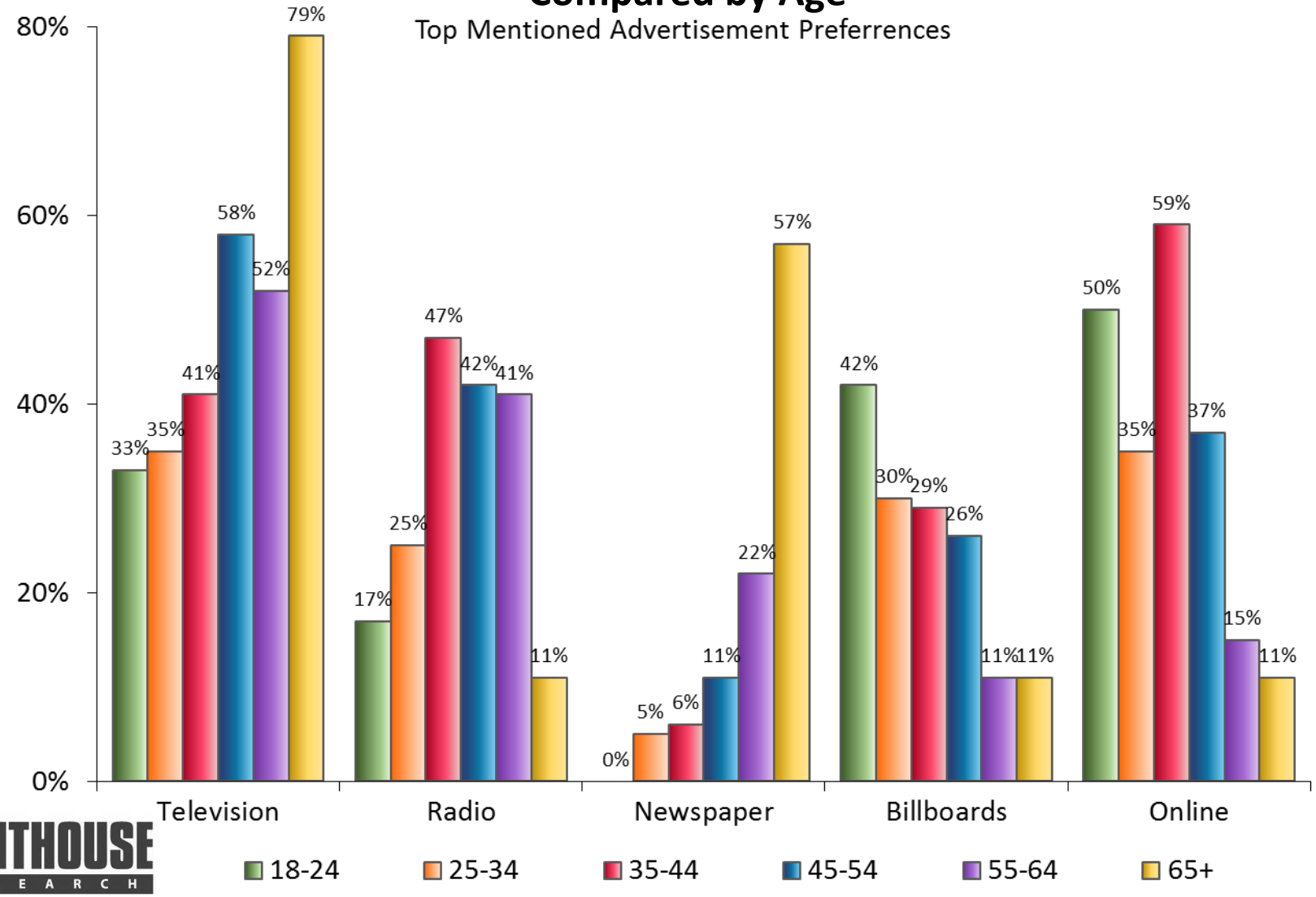
* Aided Response Set

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

ENTERTAINMENT EVENTS DOWNTOWN

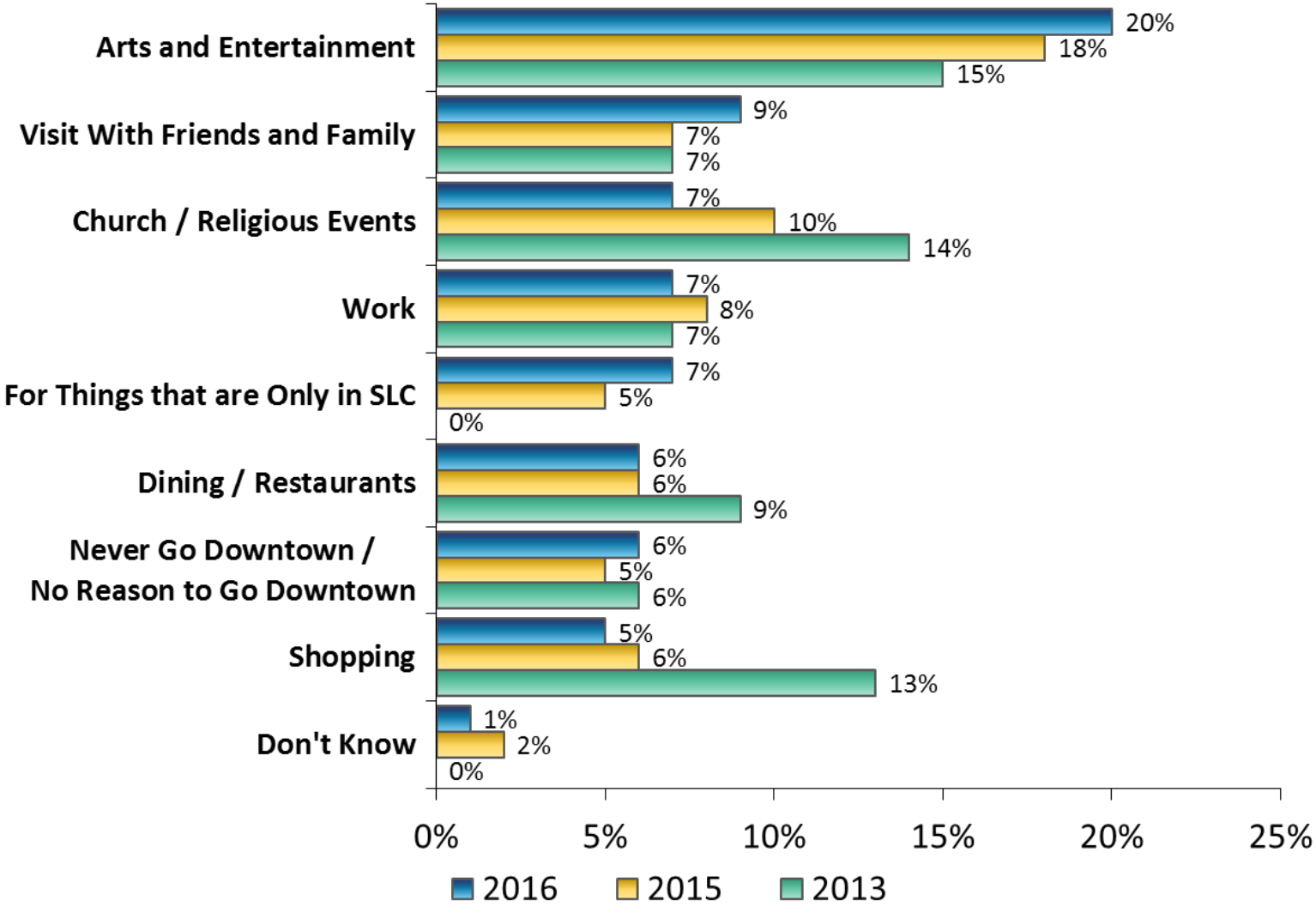
Best Way to Advertise Entertainment Options and Events in Downtown Salt Lake? Compared by Age



LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

MOTIVATIONS TO VISIT DOWNTOWN

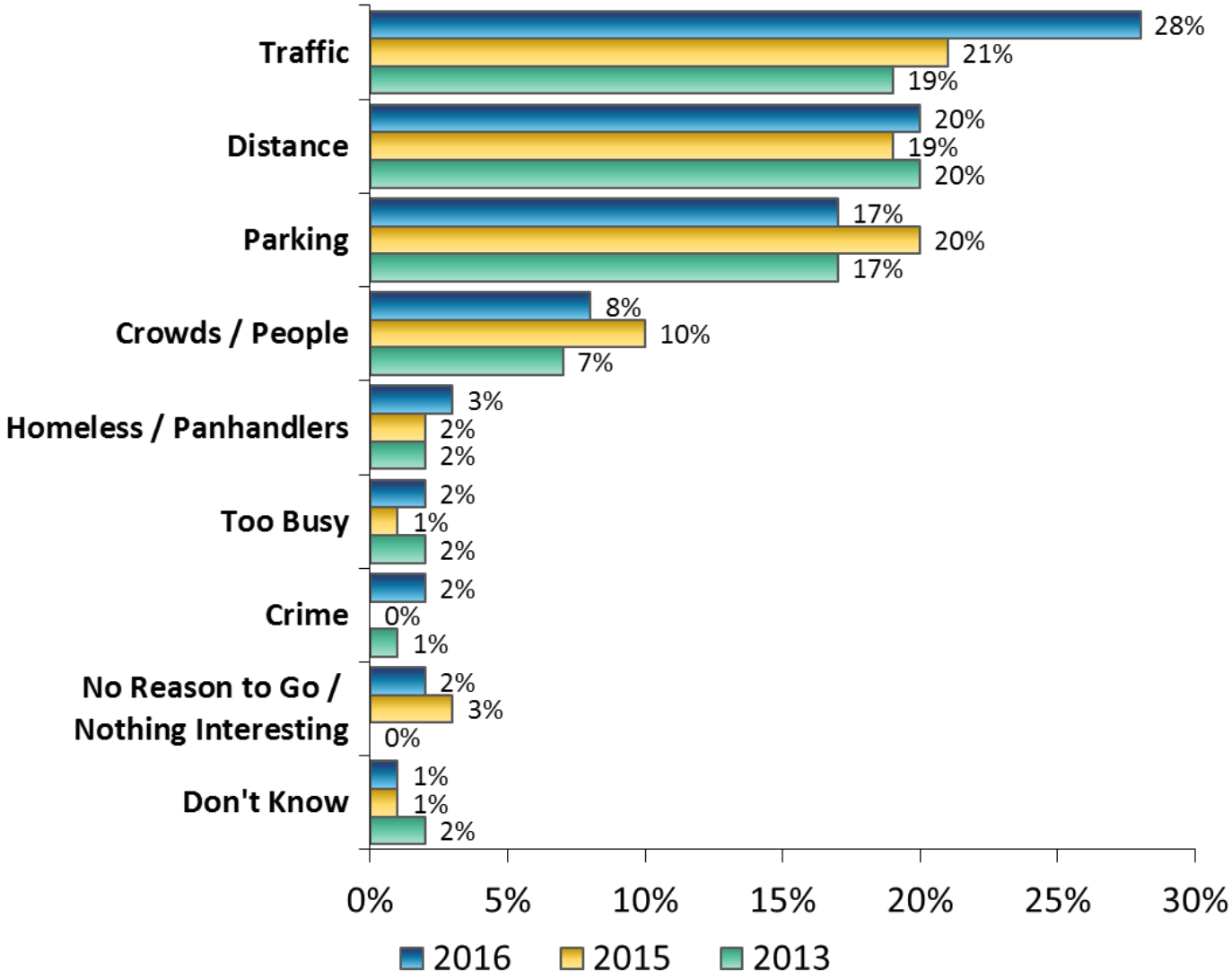


Other less frequently mentioned responses include Change of Pace/Scenery (4%), Lots to Do/Options (4%), Live Near/In SLC (3%), Special Occasions/Celebrations (2%), Fun (2%), Sporting Events (2%), Socialize/Nightlife (2%), Appealing Culture/Atmosphere (2%), Medical Reasons (1%), Everything Close By (1%), Need/Want To (1%), Museums/Sights/Attractions (1%), Out of Town Visitors (0%), Miscellaneous Responses (6%), Don't Know (1%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DETERRENTS AGAINST VISITING DOWNTOWN



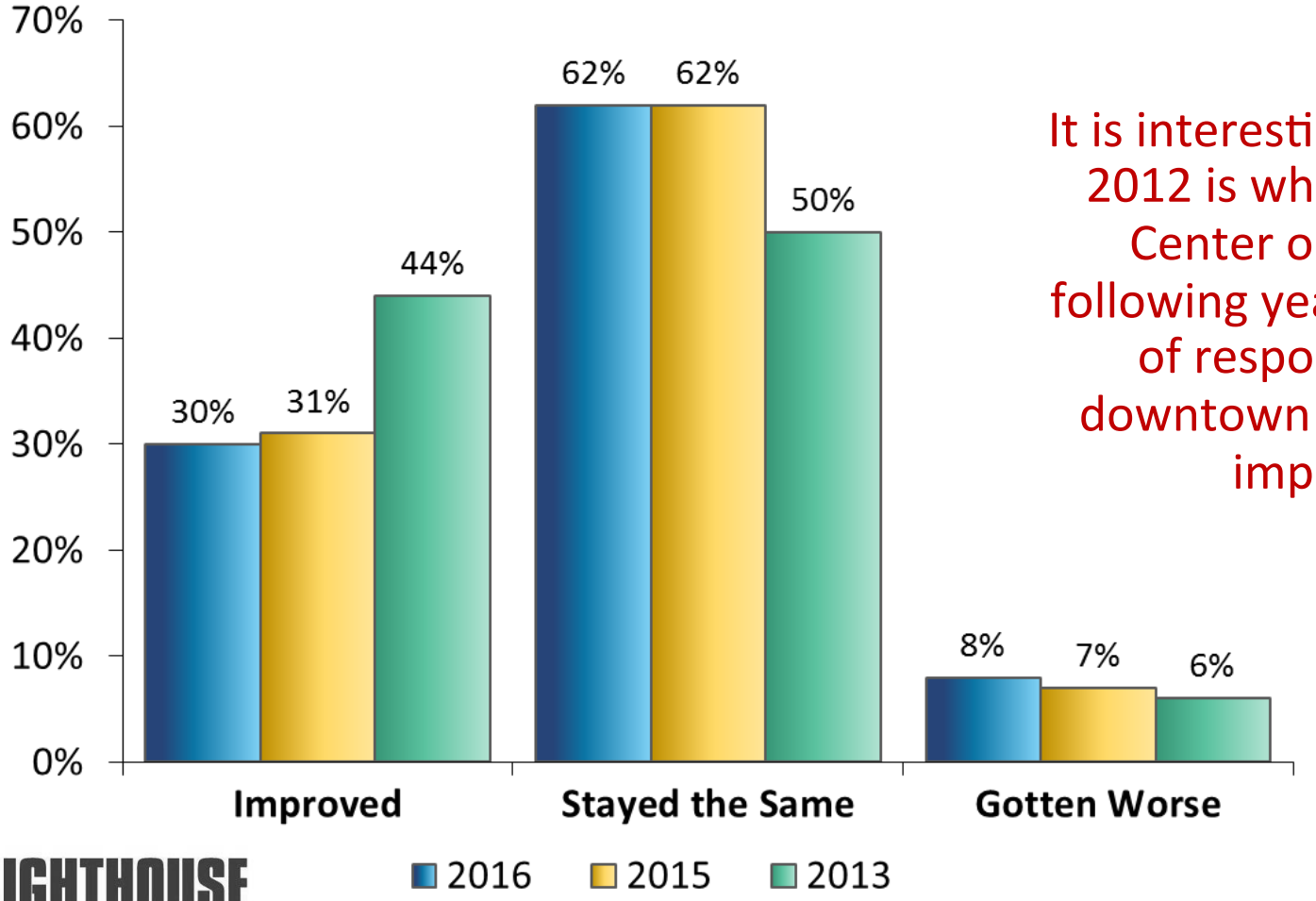
Other less frequently mentioned responses include Cost (1%), Don't Like It (1%), Have What I Need Closer to Home (1%), Time/ Making Time (1%), Transportation Difficulties (1%), Age (0%), Concerns Regarding my Children (0%), Religious Influence (0%), Hassle, Health Reasons (0%), None/Nothing (4%), Miscellaneous Responses (5%), Don't Know (1%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

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?



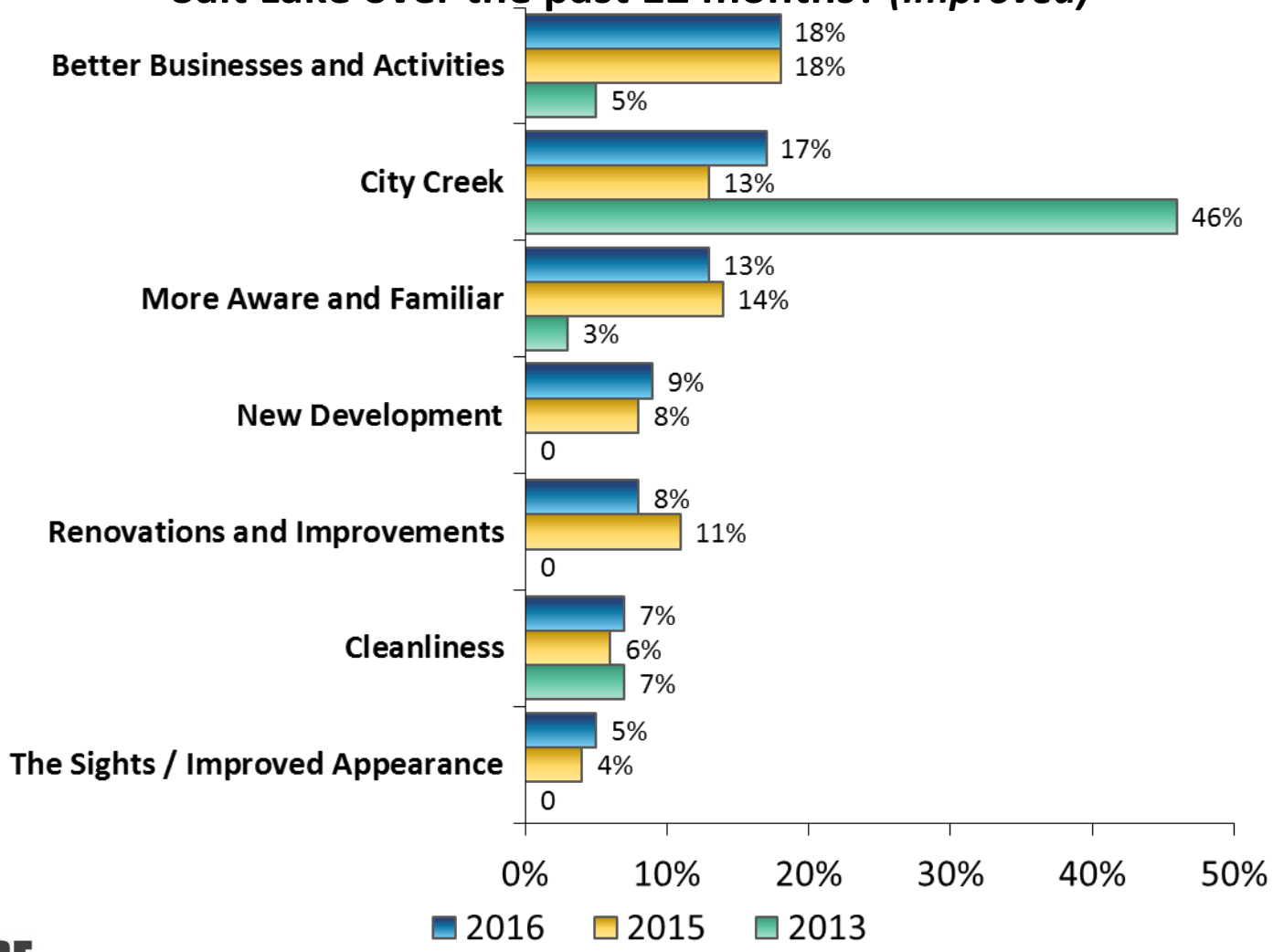
It is interesting to note that 2012 is when City Creek Center opened. The following year is when 44% of respondents felt downtown Salt Lake had improved.

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

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)*



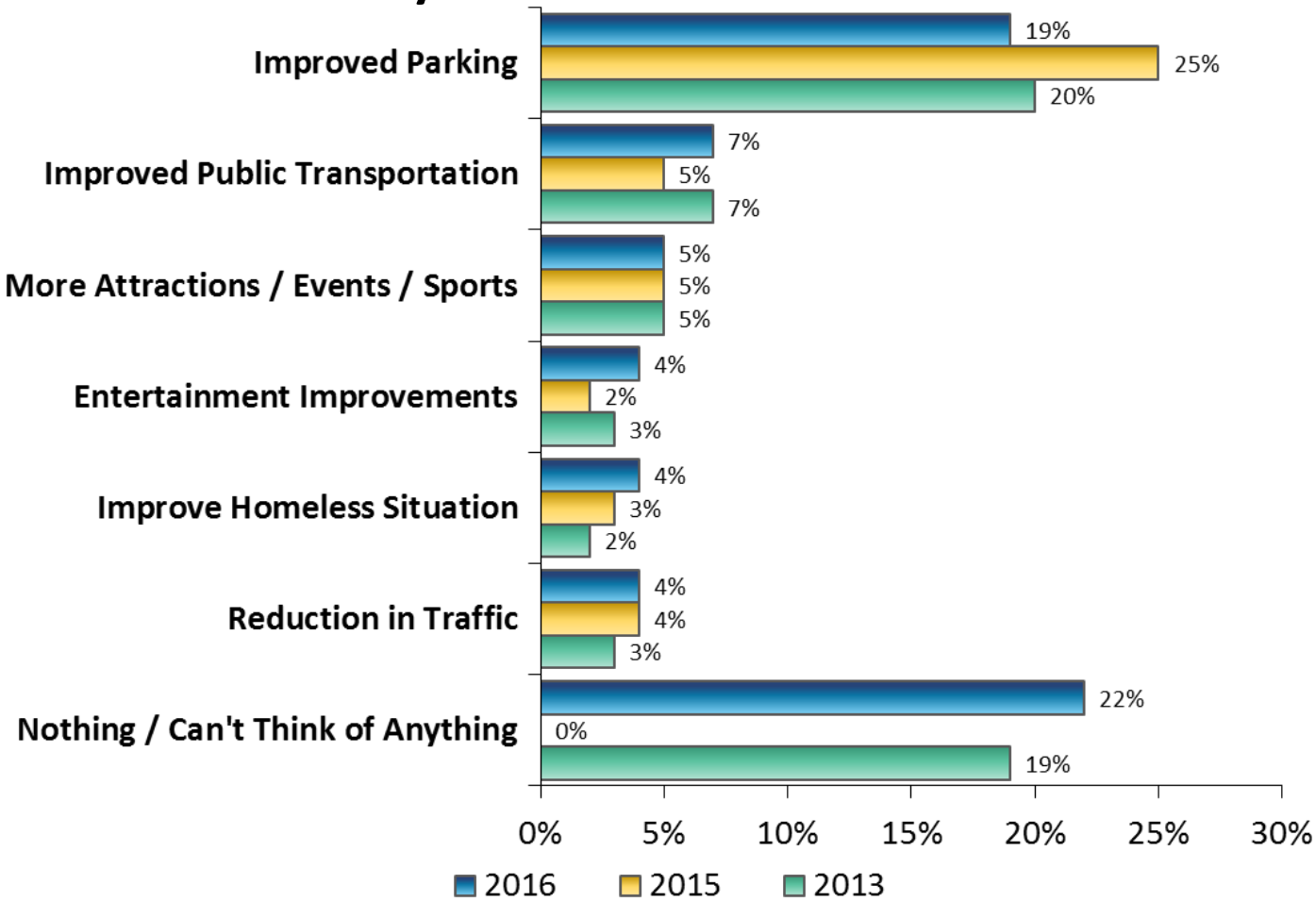
Other less frequently mentioned responses include Sights/Improved Appearance (5%), Transportation Options (3%), Traffic (2%), Parking (1%), Mayor (1%), Miscellaneous Responses (8%), Don't Know (7%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN SALT LAKE IMPROVEMENTS

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



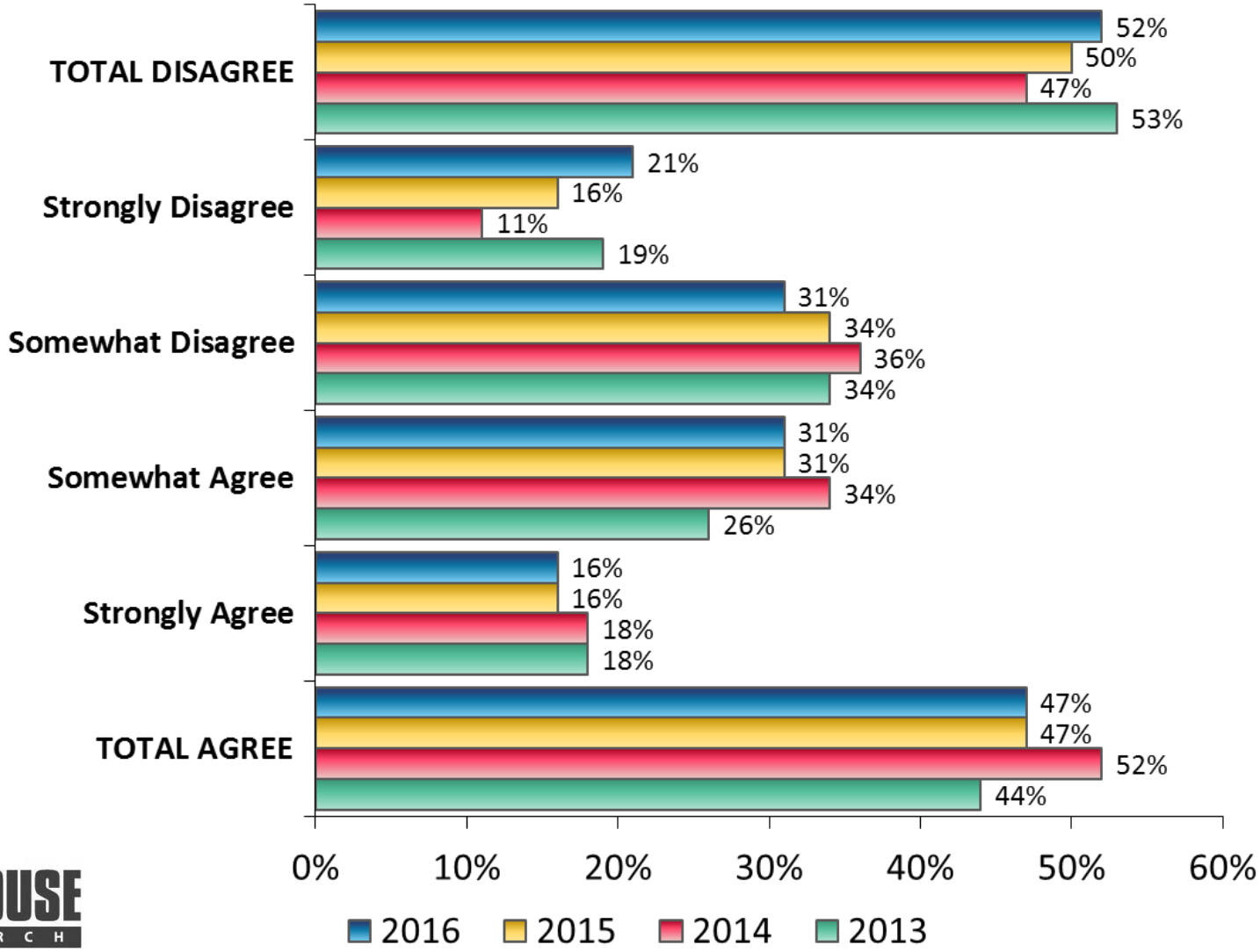
Other less frequently mentioned responses include City Creek (2%), More/Specific Dining Options (2%), Affordability (2%), Fewer People (2%), Shopping Improvements (2%), Improved Road Conditions (2%), Safety (1%), Cleanliness (1%), Easier Access (1%), Too Far Away (1%), Change Laws (0%), Sunday Hours of Operation (0%), Miscellaneous Responses (6%), Don't Know (11%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

"OWNERSHIP" OF DOWNTOWN

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

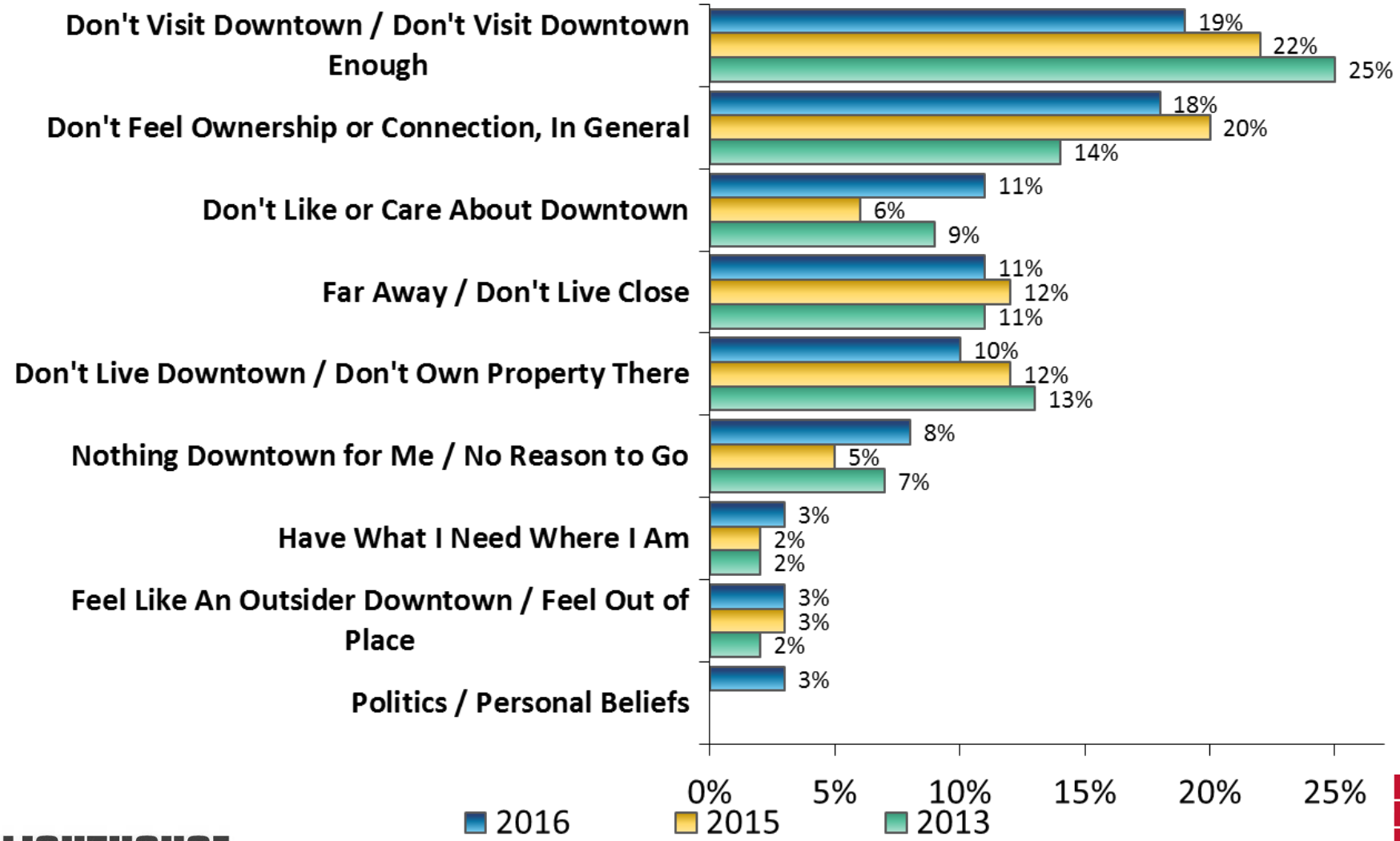


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

"OWNERSHIP" OF DOWNTOWN

Why would you say you disagree with that statement?



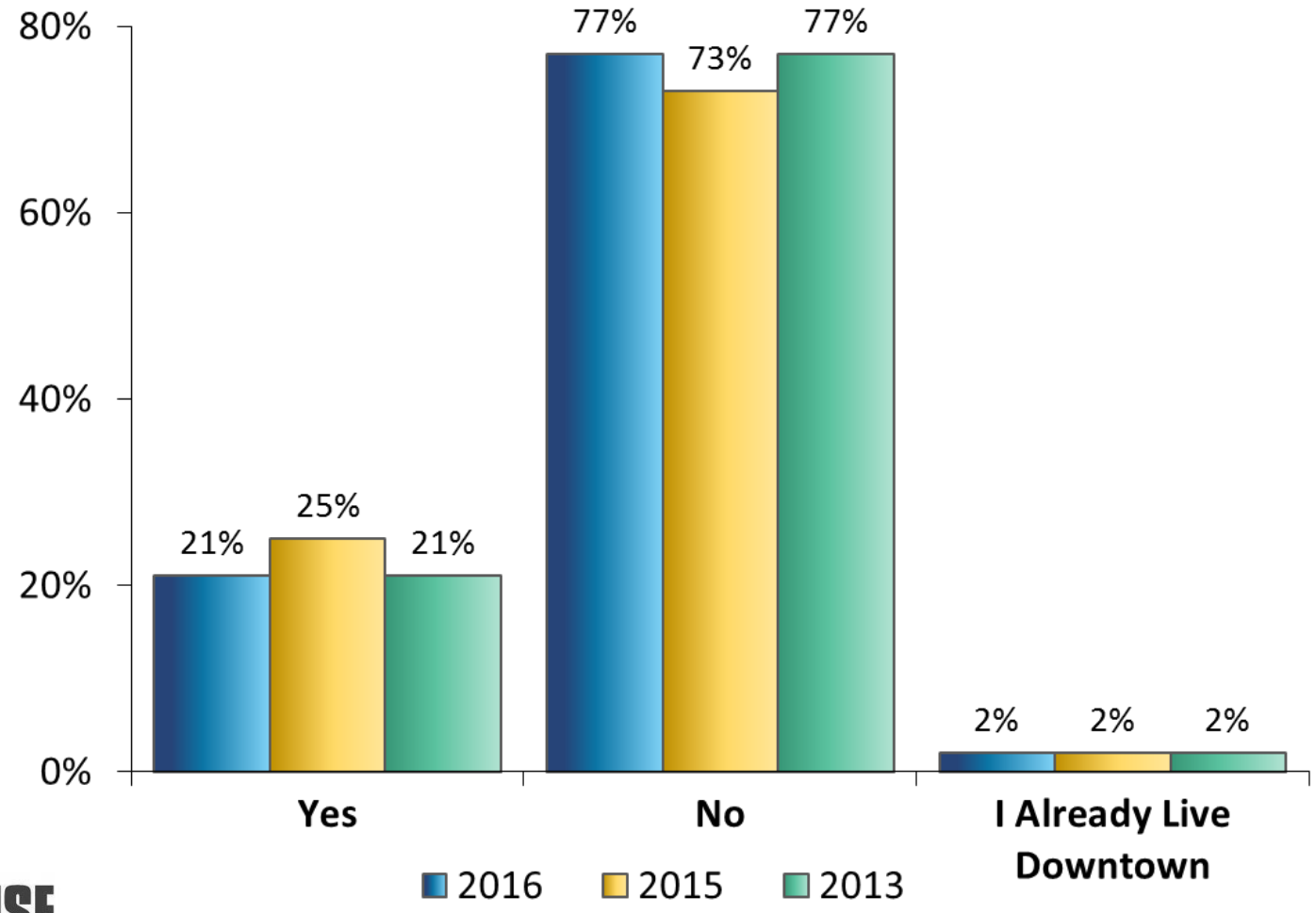
Other less frequently mentioned responses include Don't Have Any Say/Influence Over Downtown (2%), Like Where I Live (1%), Issues with Traffic/Parking (1%), Too Crowded (1%), Religious Influence (0%), Miscellaneous Responses (4%), Don't Know (6%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN LIVING

Would you consider living downtown?

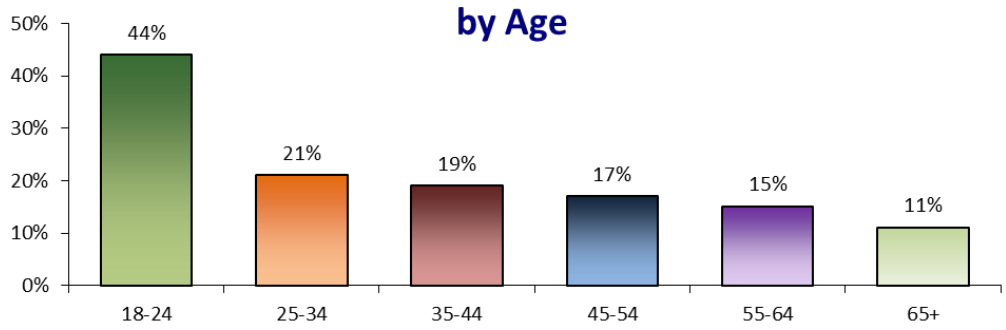


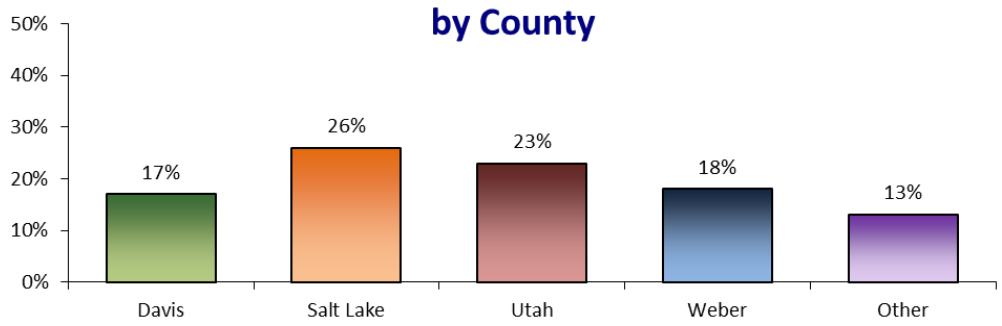
LIGHTHOUSE RESEARCH

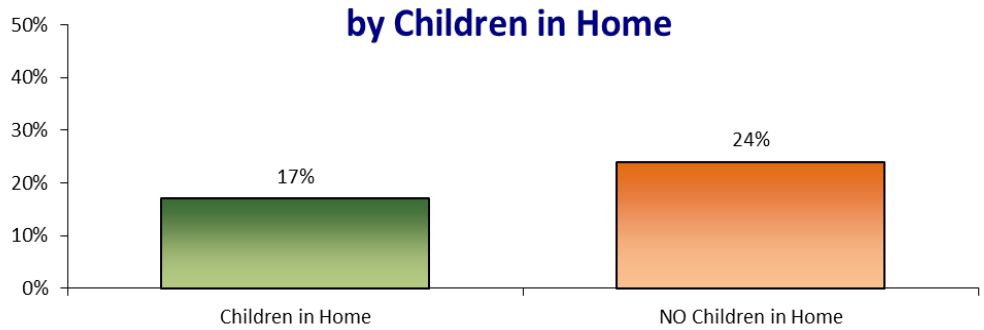
DOWNTOWN SLC ALLIANCE

DOWNTOWN LIVING

% Who Would Consider Living Downtown? Compared by Age, County, & Children in Household





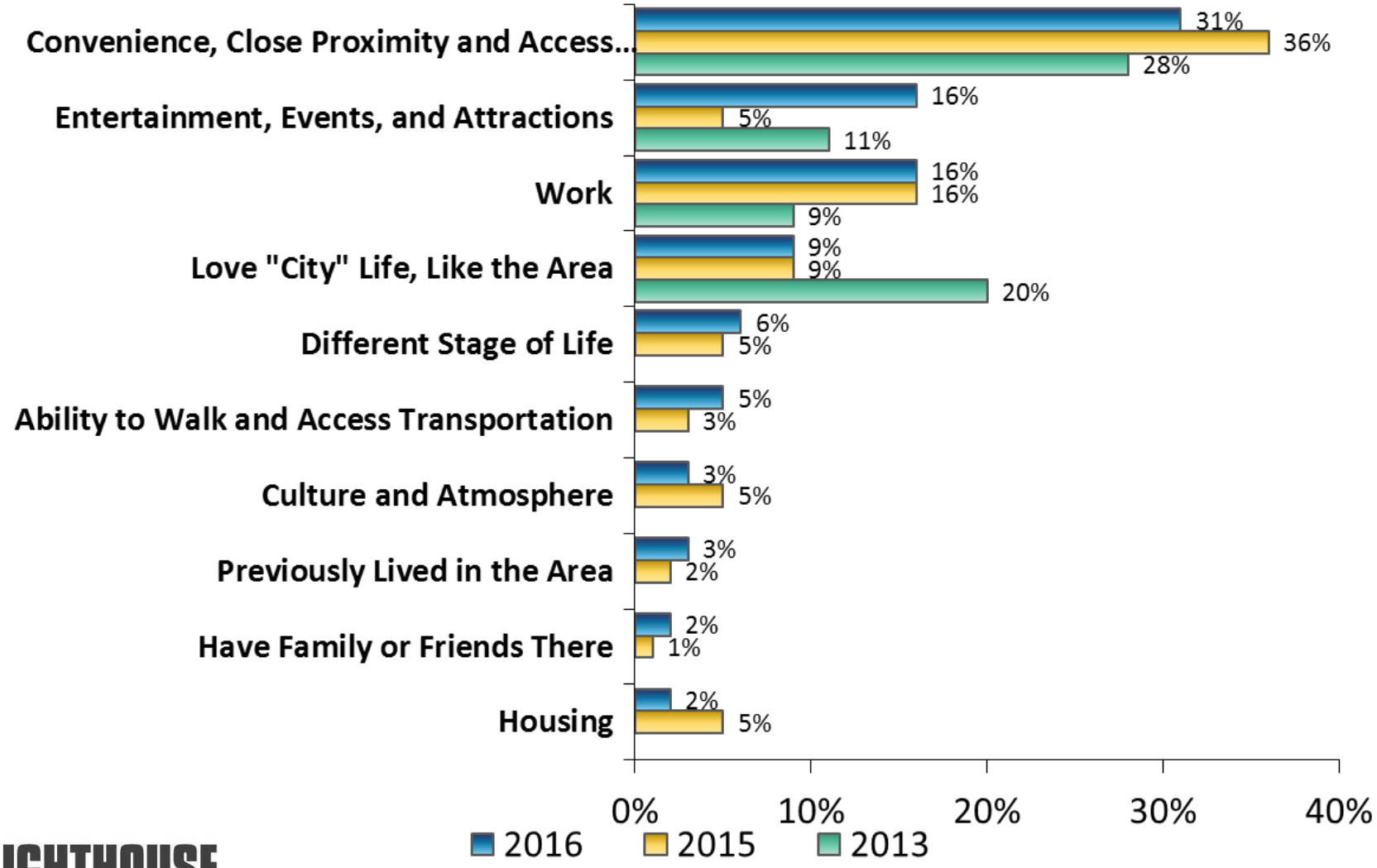


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN LIVING

Why would you consider living downtown?



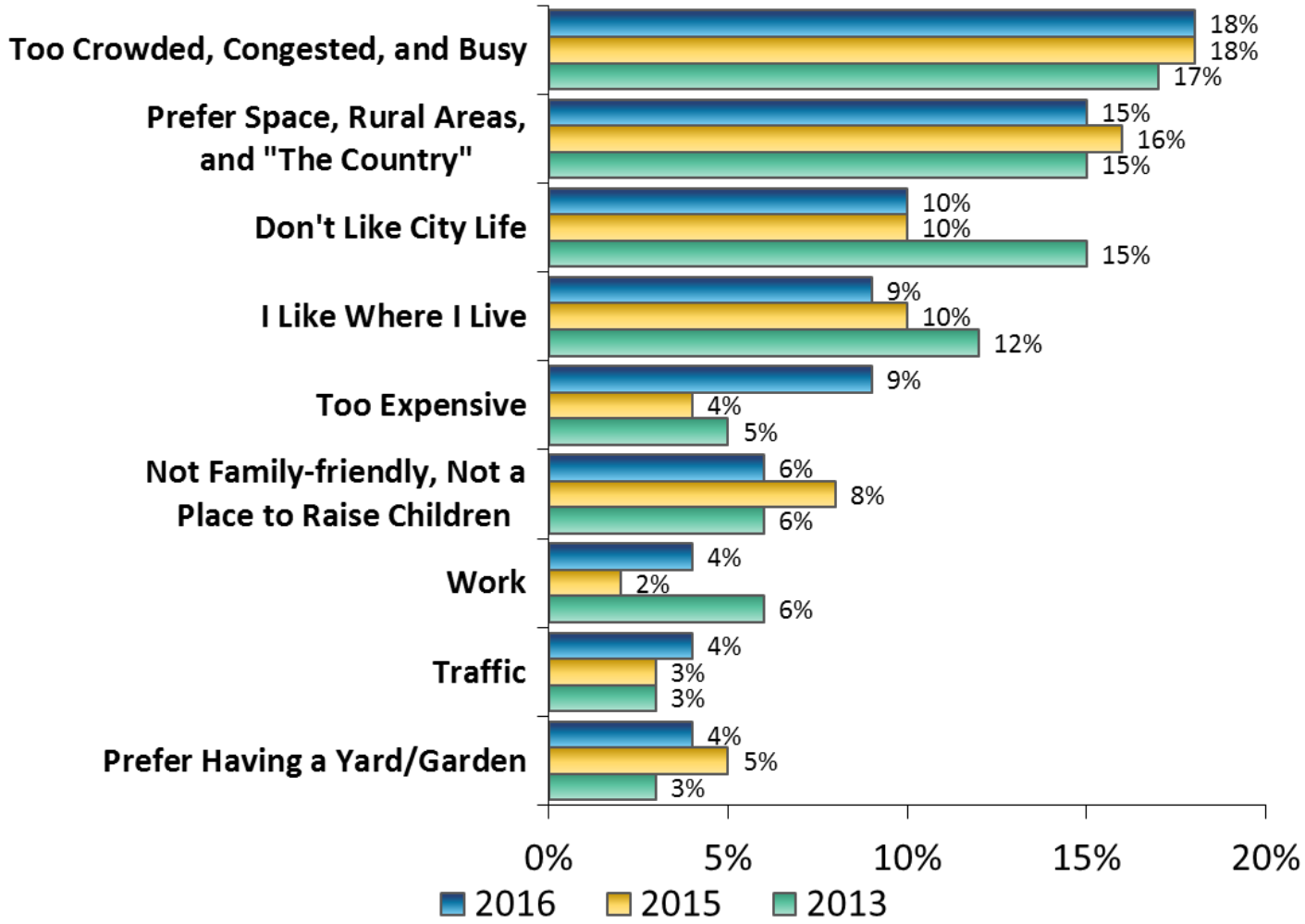
Other less frequently mentioned responses include Miscellaneous Responses (8%)

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN LIVING

Why would you not consider living downtown?



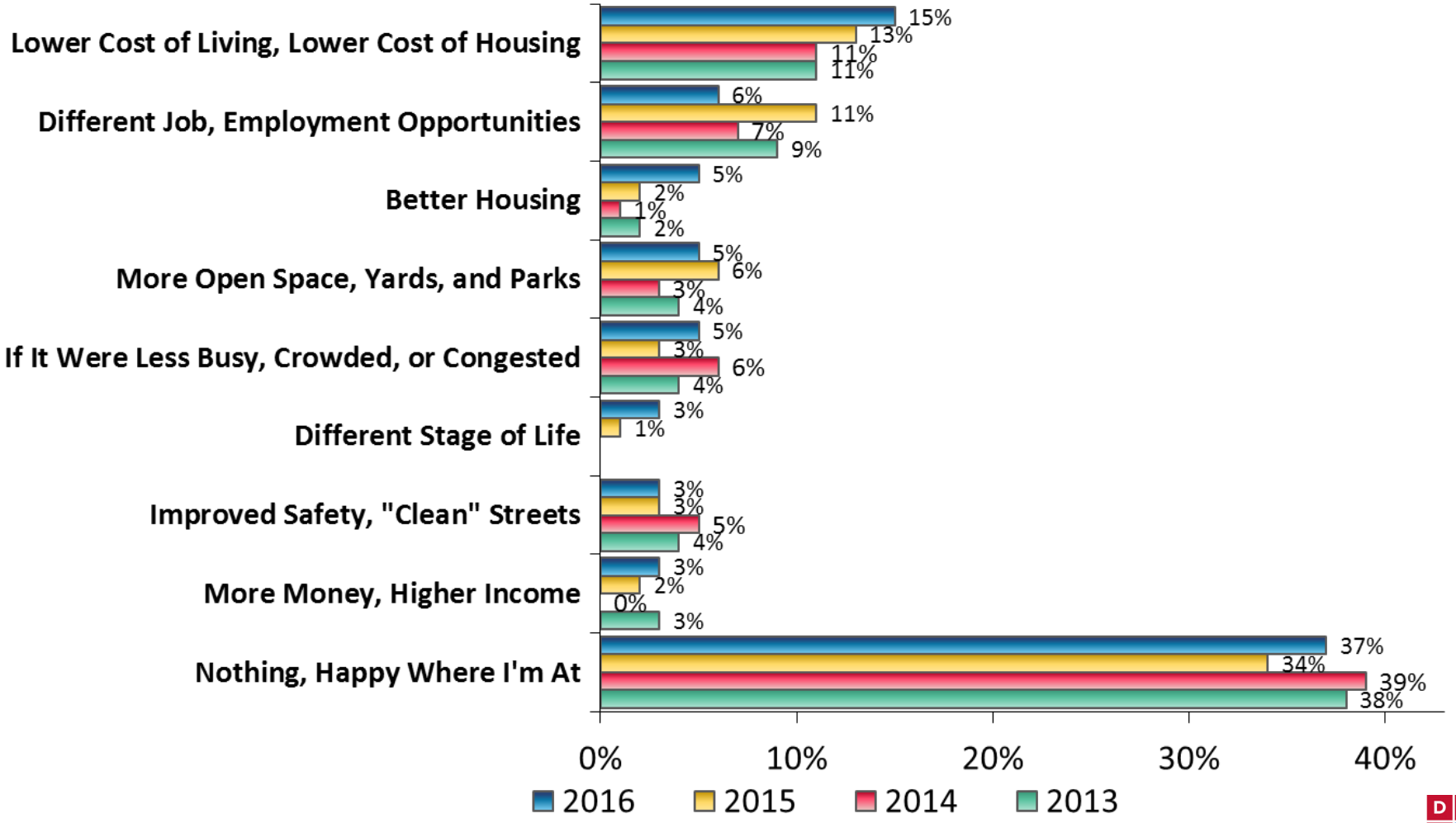
Other less frequently mentioned responses Do Not Like Atmosphere/Lifestyle (3%), Prefer Suburbs (3%), Prefer Home Styles in Other Areas (2%), No Reason to Go (2%), Prefer Quiet Communities (1%), Unsafe/Crime (1%), Family/Friends Don't Live There (1%), Air Quality (1%), Parking (0%), Too Far Away (0%), Miscellaneous Responses (4%), Don't Know (0%), Just Don't Want To (3%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN LIVING

What would increase your interest or motivation to live downtown?



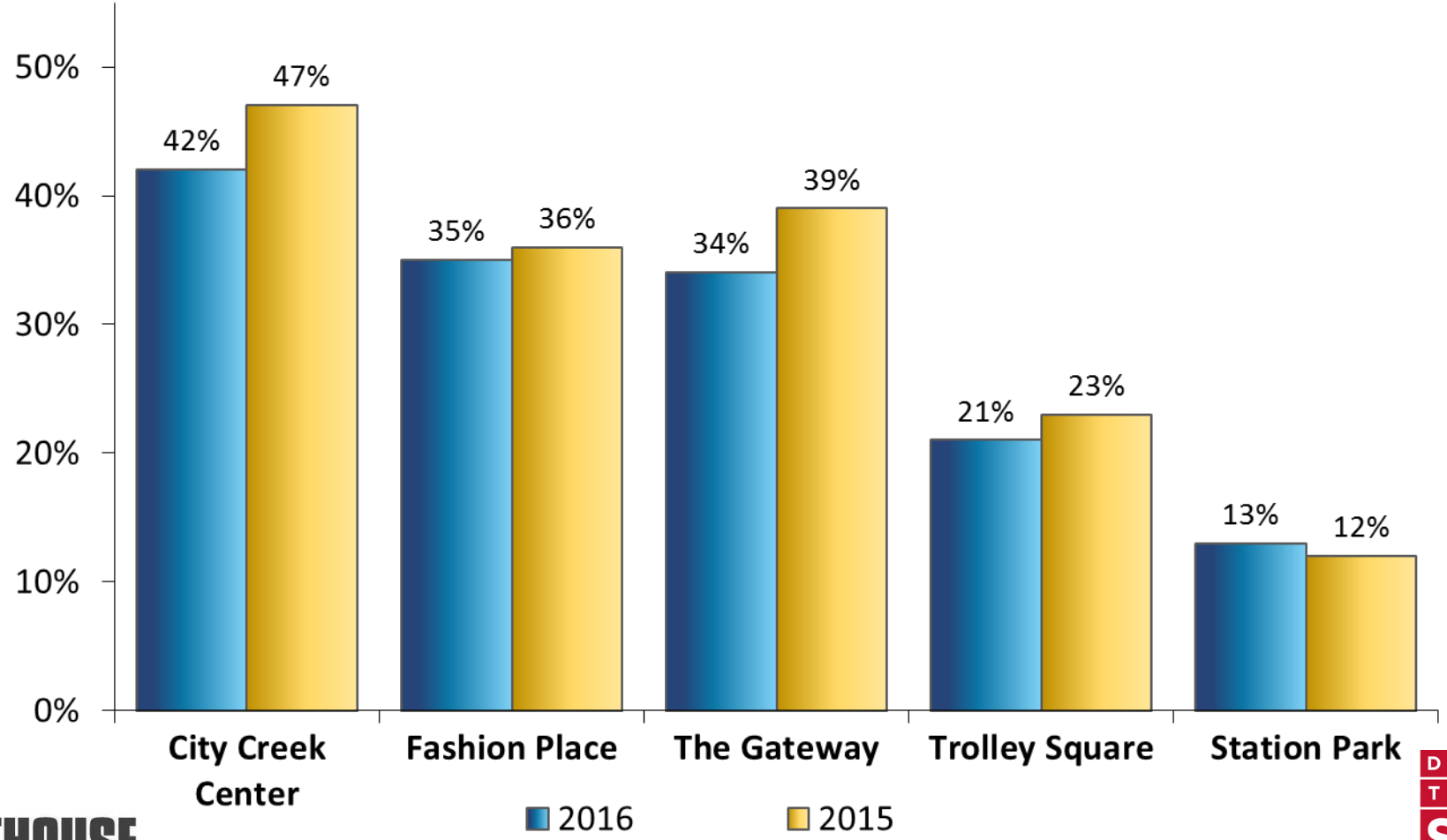
Other less frequently mentioned responses Transportation Concerns (2%), Entertainment/Events (1%), Retirement/Old Age (1%), More Stores/Restaurants (1%), More Family-/Kid-Friendly (1%), Better Parking (0%), Different Feel/Atmosphere (0%), Education Opportunities (0%), Miscellaneous Responses (7%), Don't Know (5%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN SALT LAKE SHOPPING

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

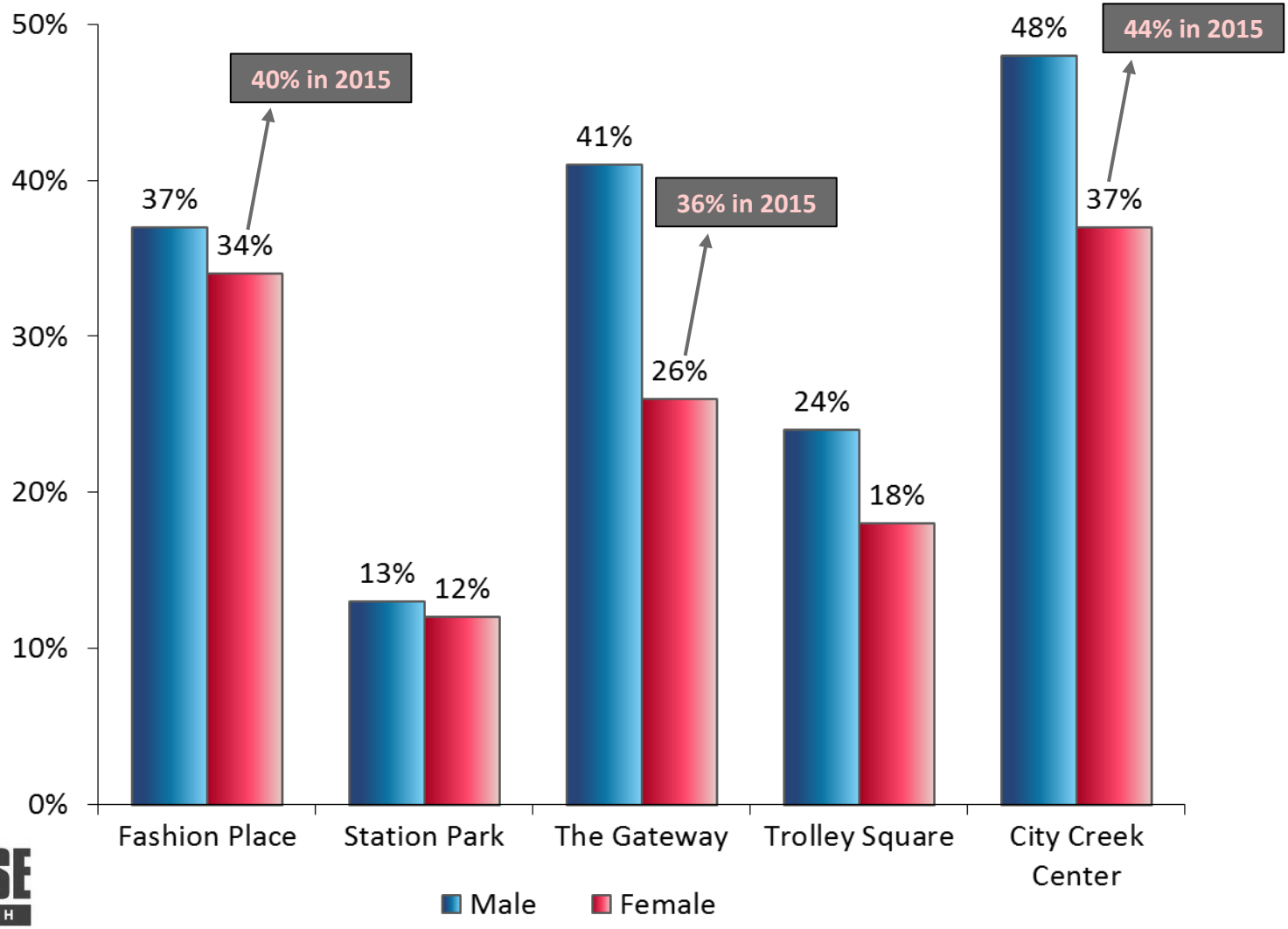


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN SALT LAKE SHOPPING

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

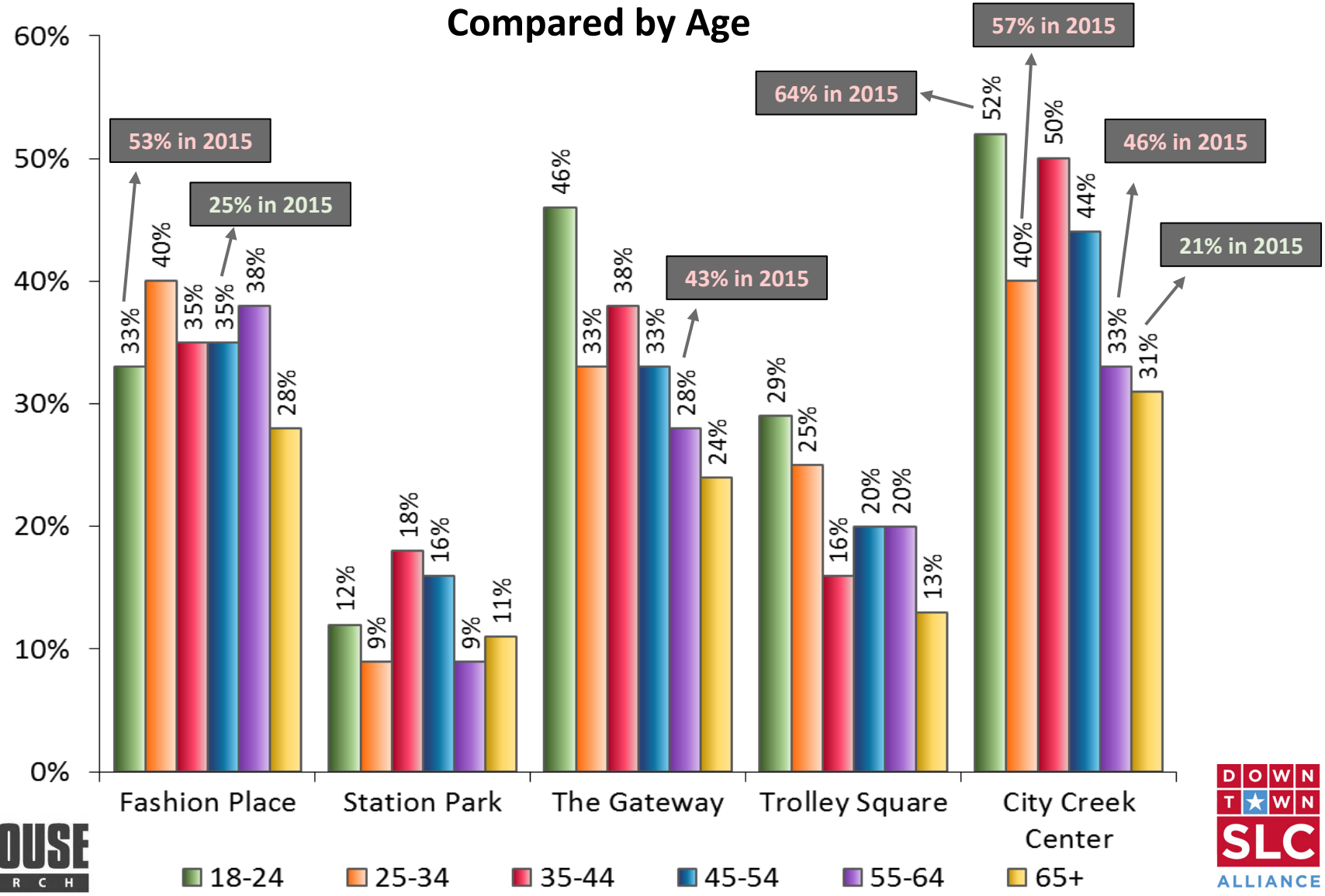


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN SALT LAKE SHOPPING

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

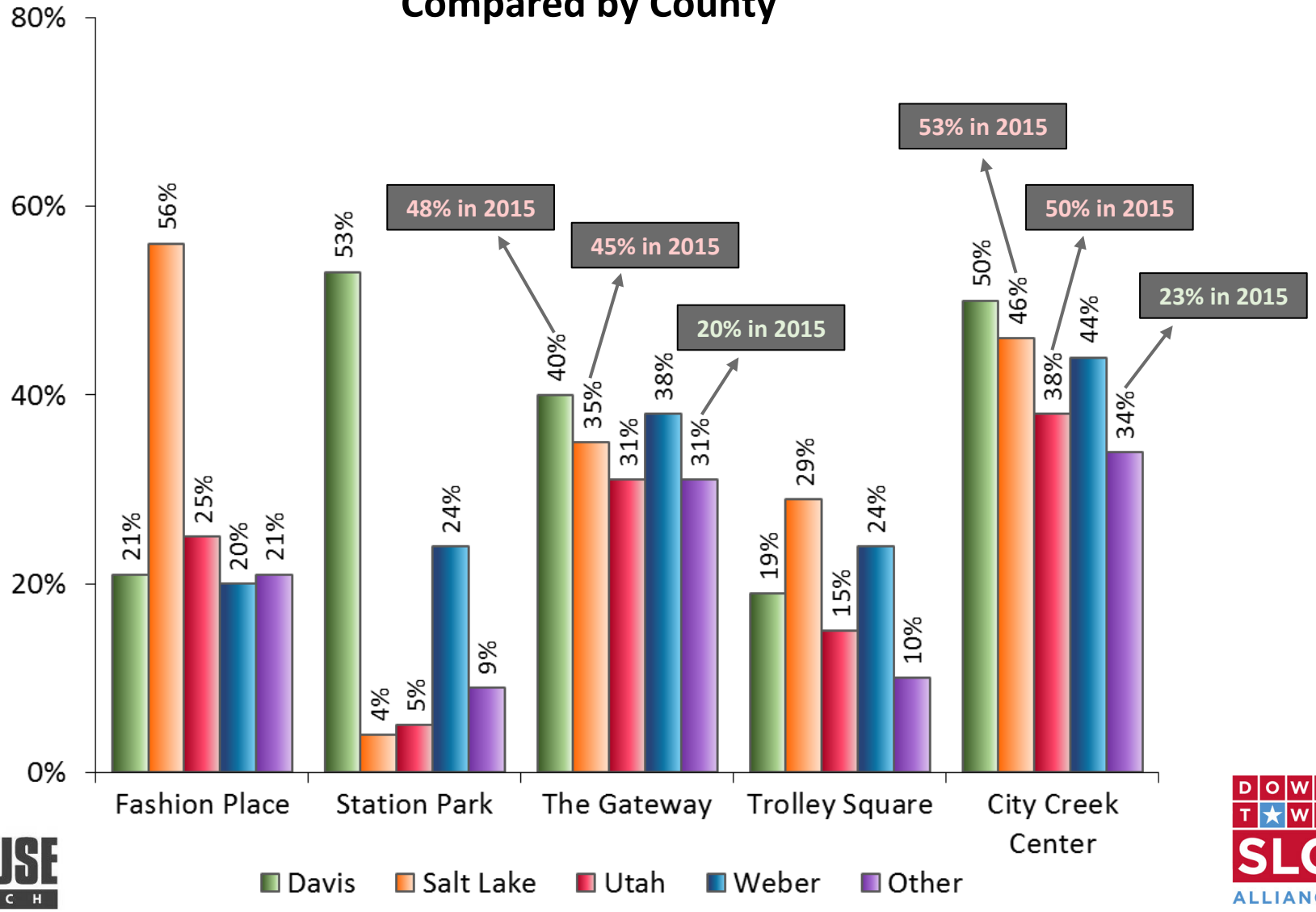


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN SALT LAKE SHOPPING

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

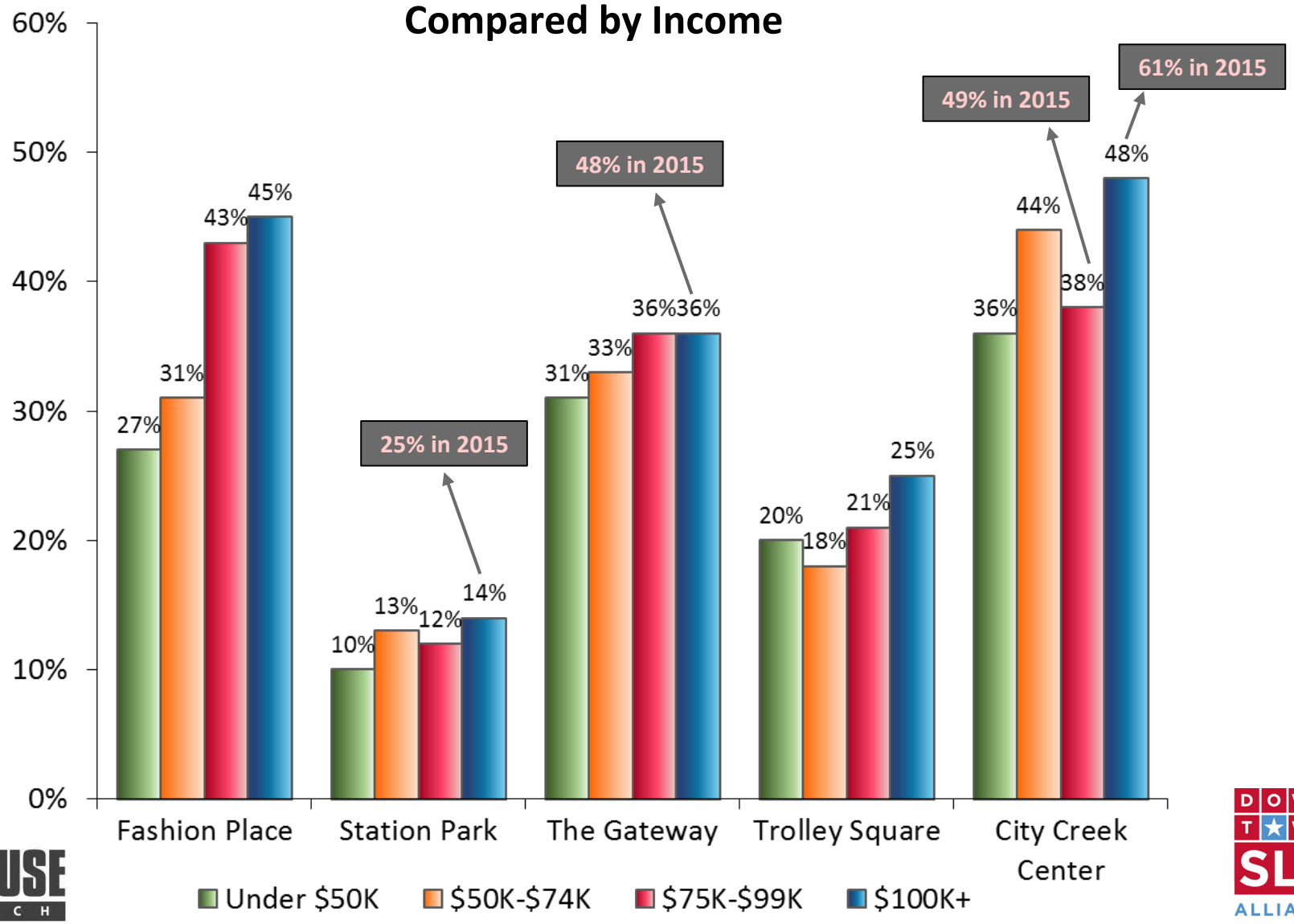


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWNTOWN SALT LAKE SHOPPING

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

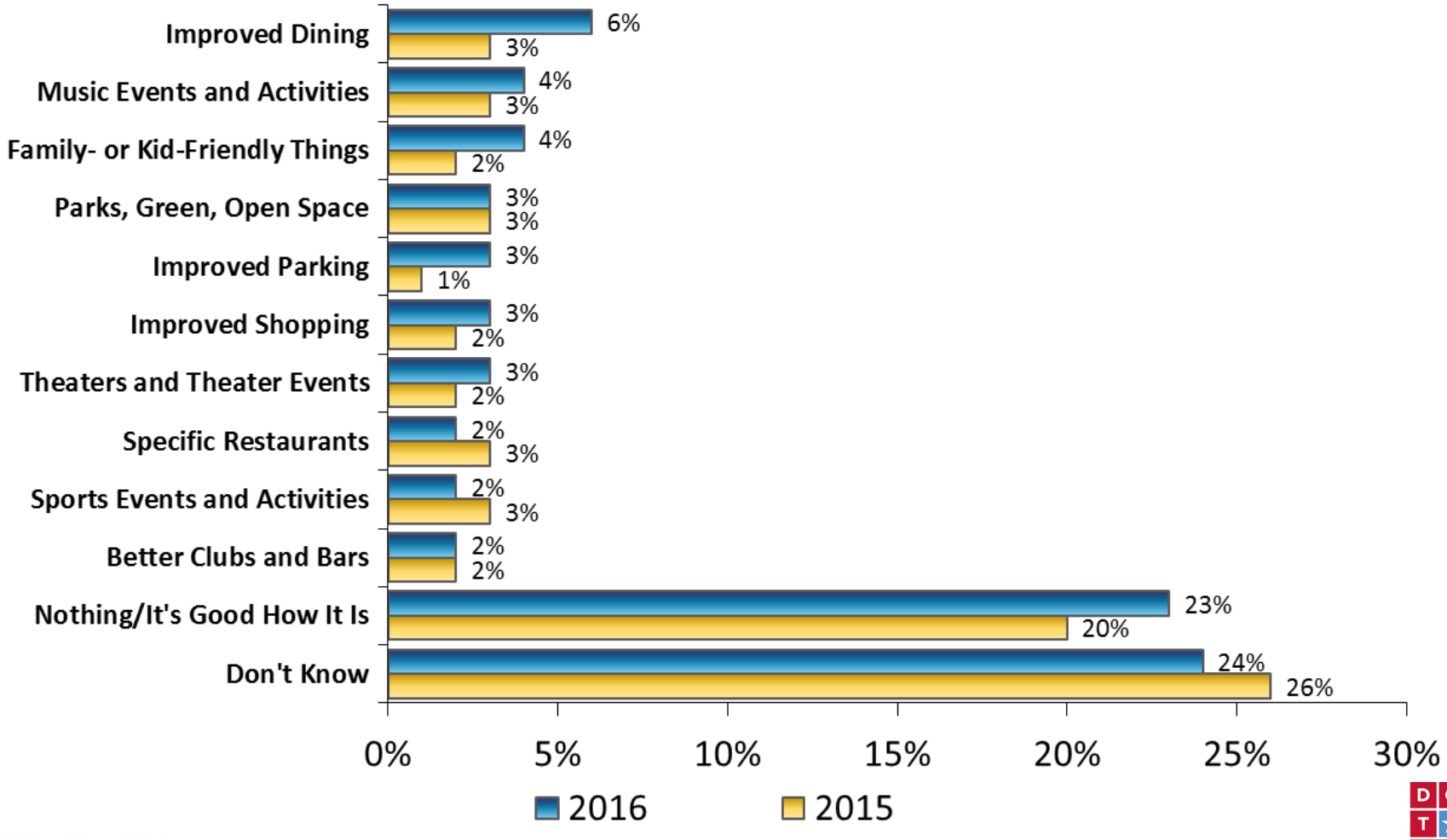


LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

CREATE A PERFECT DOWNTOWN

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

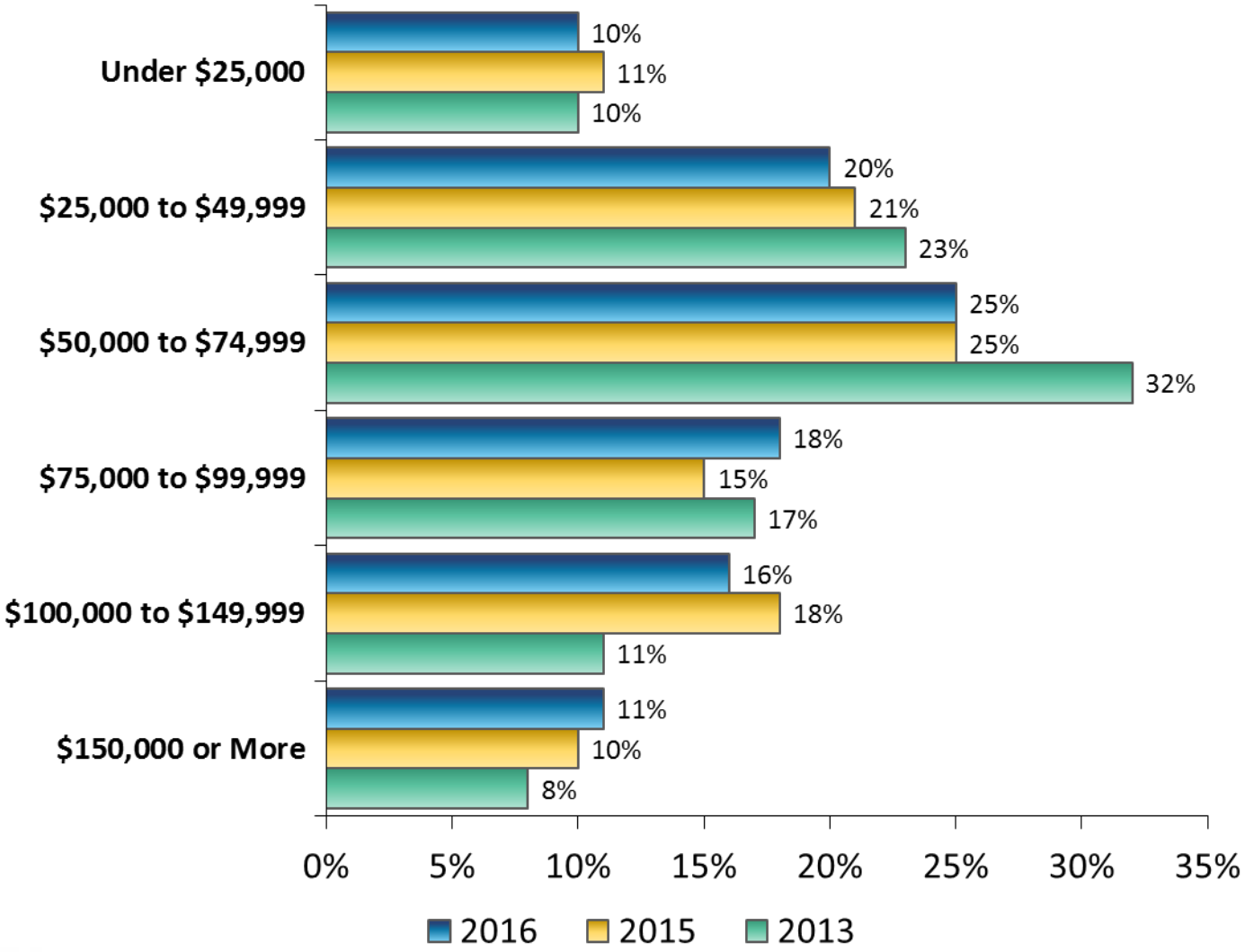


Other less frequently mentioned responses Safer/Cleaned Up Areas (1%), More Affordable Shopping/Activities (1%), More Entertainment (1%), Specific Types of Stores (1%), Improved Traffic (1%), Arts Events/Activities (1%), Theme Park (1%), Museums (1%), Festivals/Fairs (0%), More Mall Shopping (0%), Movie Theaters (0%), Greater Variety (0%), Miscellaneous Responses (7%).

LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

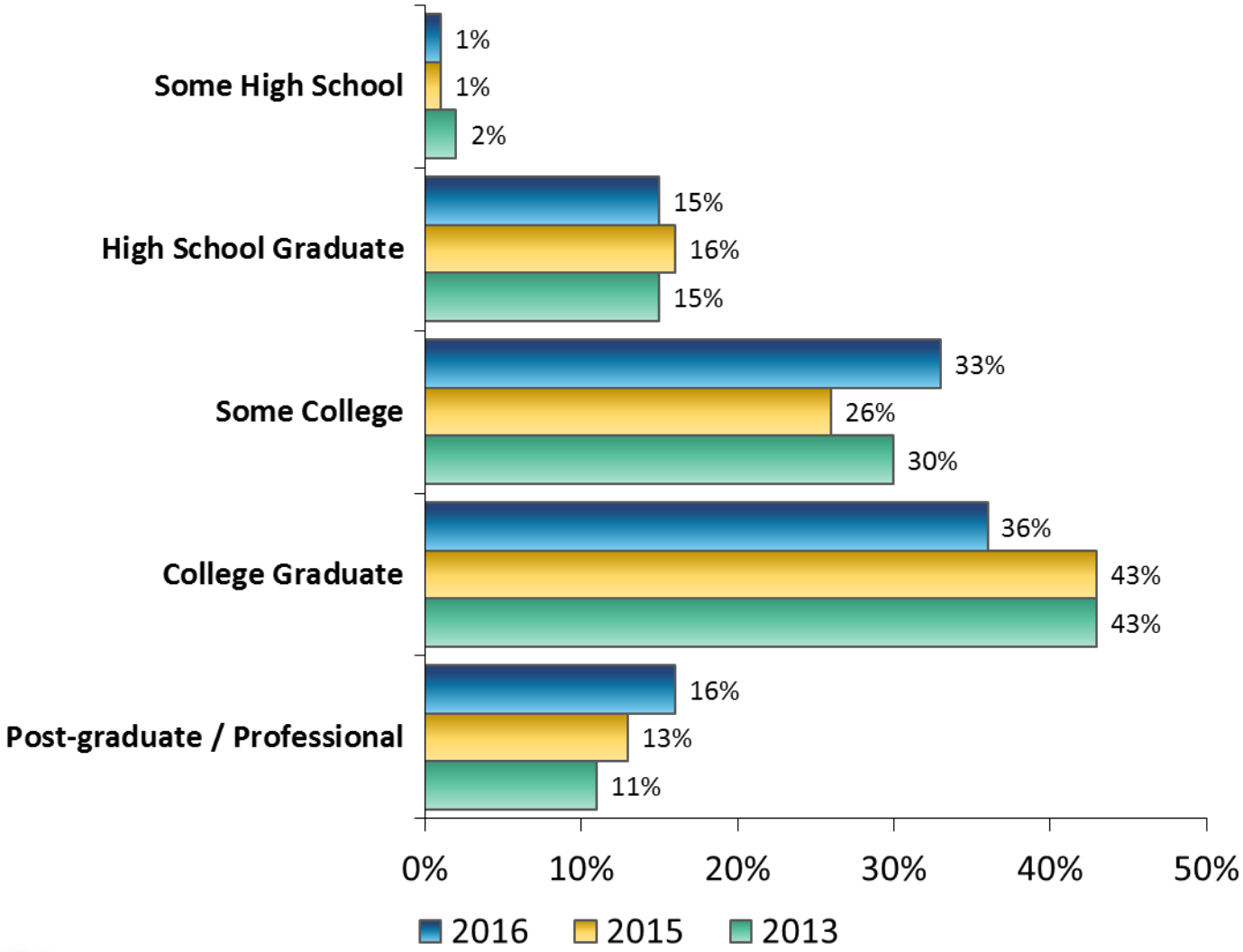
INCOME



LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

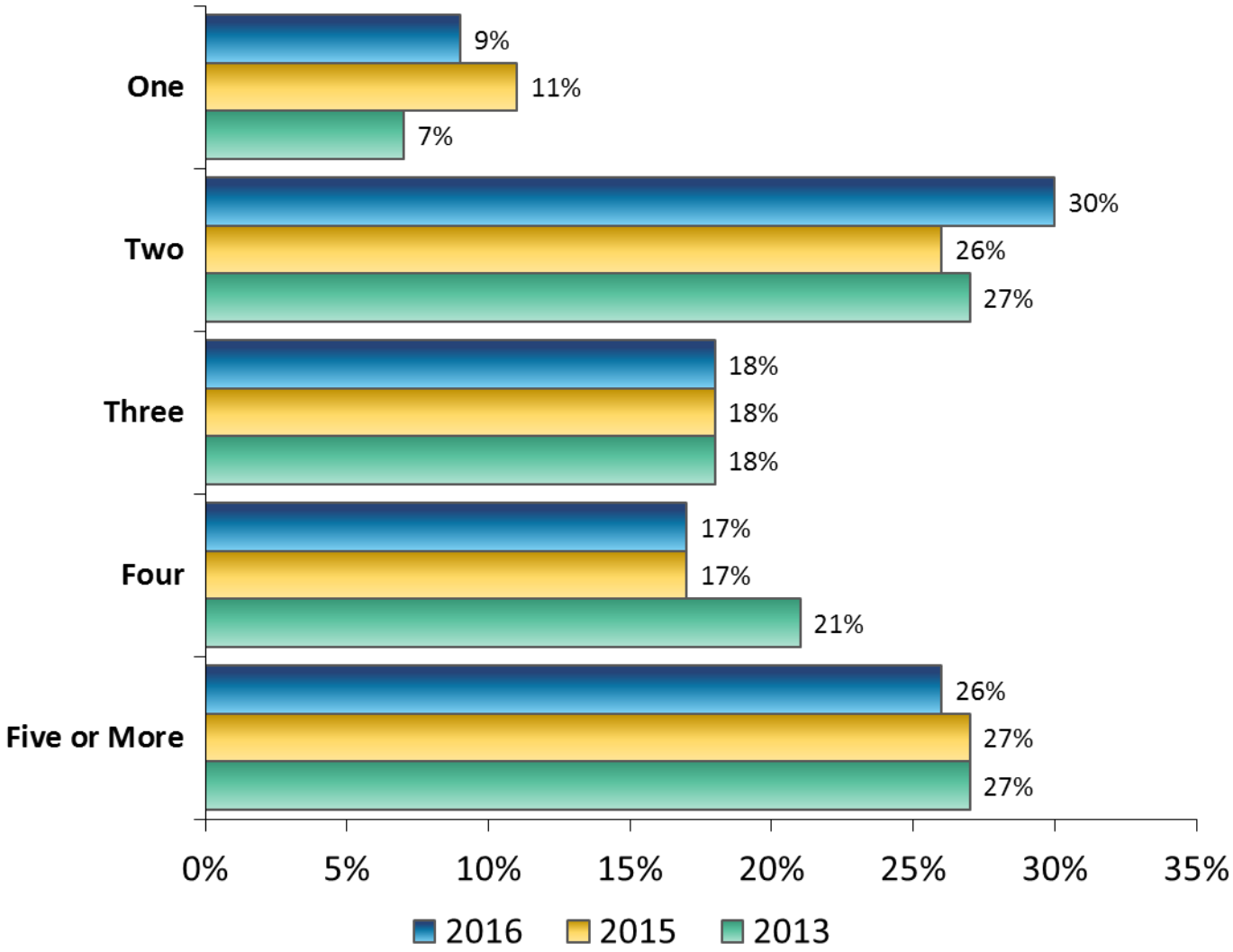
LEVEL OF EDUCATION



LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

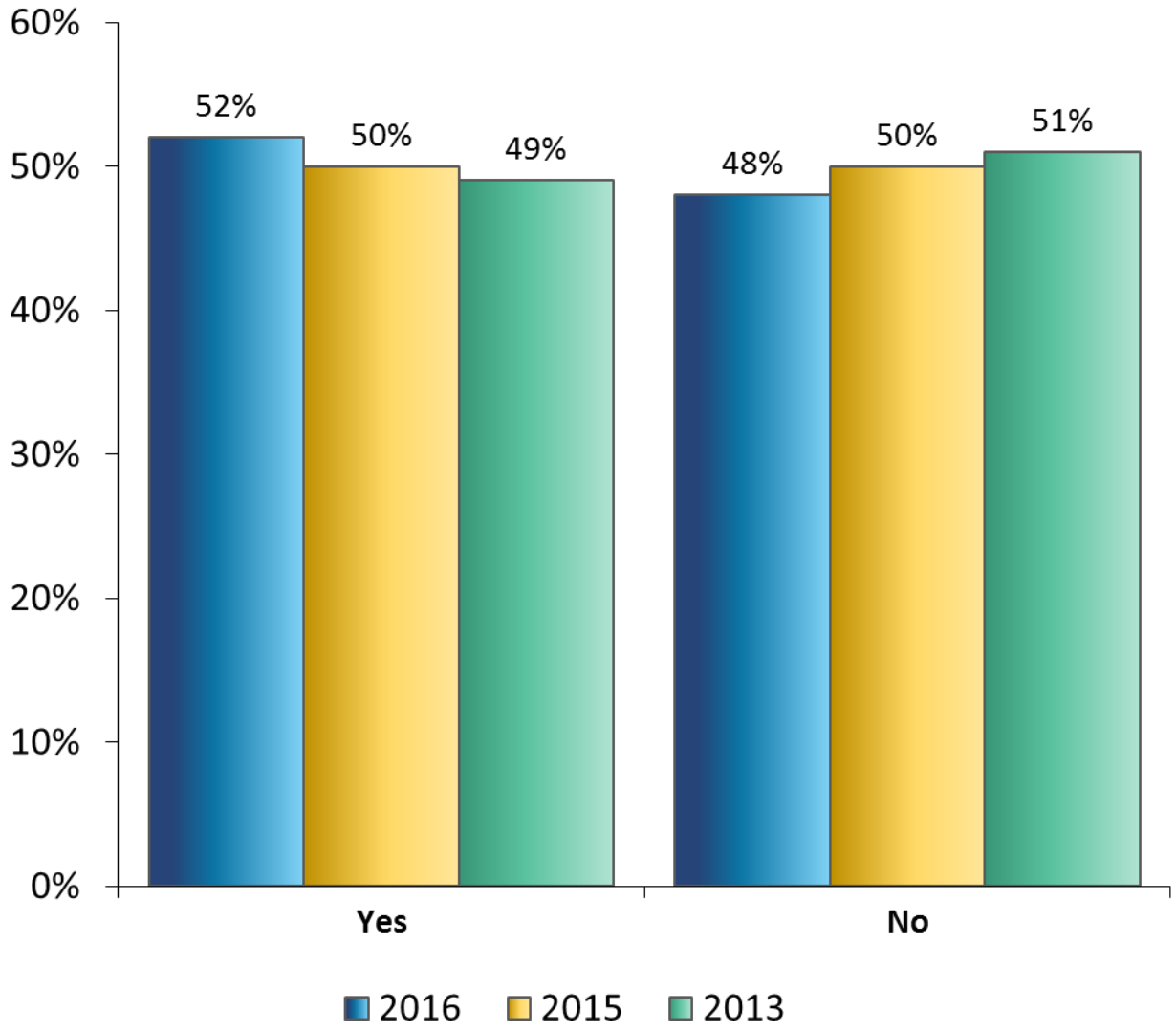
INDIVIDUALS IN HOUSEHOLD



LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

INDIVIDUALS UNDER 18 IN HOUSEHOLD



LIGHTHOUSE RESEARCH

DOWNTOWN SLC ALLIANCE

DOWN TOWN SLC ALLIANCE

LIGHTHOUSE RESEARCH