



## LEHI CITY DOWNTOWN REVITALIZATION SURVEY

### TOPLINE REPORT

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#### METHODOLOGY DETAILS

n=564 Lehi City Resident Panelists  
Online interviews fielded April 18-May 15, 2017  
Margin of error +- 4.1

For this survey 564 Lehi City residents were sampled from a panel composed of City utilities customers. Survey invitations were sent to email addresses provided from the City utilities database and supplemented by email addresses purchased from an outside vendor.

The data were weighted to reflect the demographics of Lehi City residents according to U.S. Census data from the American Community Survey, specifically in regards to age and gender.

#### CONTACT

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QINTRO. Do you currently live in Lehi City?

Yes	99%
No (TERMINATED)	1
Don't know / Skipped (NOT SHOWN)	*

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QTRACK. Do you feel things in Lehi are going in the right direction or the wrong direction?

Right direction	79%
Wrong direction	20
Don't know / Skipped (NOT SHOWN)	1

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Q5YRRATE. How would you rate the city of Lehi today compared to five years ago? Would you say it is...

Much better	10%
Somewhat better	26
About the same	10
Somewhat worse	11
Much worse	5
Don't know, I haven't been here that long	38
Skipped (NOT SHOWN)	1

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QRECOMMEND. How likely are you to recommend the city of Lehi to friends and family as a good place to live?

Very likely	51%
Somewhat likely	35
Somewhat unlikely	8
Very unlikely	4
Don't know / Skipped (NOT SHOWN)	1

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To what extent do you agree or disagree with the following statements about Lehi City?

QJOBS. I like living in Lehi because of the businesses and job opportunities that are growing here.

Strongly agree	33%
Somewhat agree	31
Neither agree nor disagree	22
Somewhat disagree	7
Strongly disagree	6
Don't know / Skipped (NOT SHOWN)	1

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QFEEL. I like the rural, small town feel of Lehi.

Strongly agree	38%
Somewhat agree	26
Neither agree nor disagree	17
Somewhat disagree	12
Strongly disagree	7
Don't know / Skipped (NOT SHOWN)	1

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QHISTORY. I like the historic buildings and character of the downtown Main Street area.

Strongly agree	45%
Somewhat agree	31
Neither agree nor disagree	14
Somewhat disagree	7
Strongly disagree	3
Don't know / Skipped (NOT SHOWN)	1

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QDESTIN. I think of downtown Lehi as a destination in the city.

Strongly agree	8%
Somewhat agree	21
Neither agree nor disagree	22
Somewhat disagree	31
Strongly disagree	18
Don't know / Skipped (NOT SHOWN)	1

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How often do you or your family members visit downtown Lehi for each of the following activities?

QDTEAT.	To eat at a restaurant.	
	A few times a month or more	10%
	Once a month	13
	A few times a year	28
	Once a year	12
	Less than once a year	14
	Never	23
	Don't know / Skipped (NOT SHOWN)	1
QDTSHP.	To go shopping.	
	A few times a month or more	15%
	Once a month	12
	A few times a year	22
	Once a year	7
	Less than once a year	17
	Never	26
	Don't know / Skipped (NOT SHOWN)	1
QDTFAM.	For a family activity.	
	A few times a month or more	14%
	Once a month	12
	A few times a year	32
	Once a year	8
	Less than once a year	13
	Never	21
	Don't know / Skipped (NOT SHOWN)	1
QDDATE.	For a date or romantic evening.	
	A few times a month or more	3%
	Once a month	6
	A few times a year	19
	Once a year	12
	Less than once a year	22
	Never	38
	Don't know / Skipped (NOT SHOWN)	1



How would you rate each of the following aspects of downtown Lehi?

QFOOD.	The restaurants and dining options		
	Excellent		4%
	Good		23
	Fair		42
	Poor		30
	Don't know / Skipped (NOT SHOWN)		1
QHIST.	The preservation of historic buildings and character		
	Excellent		18%
	Good		57
	Fair		21
	Poor		4
	Don't know / Skipped (NOT SHOWN)		1
QENTOPT.	The activities and entertainment options		
	Excellent		4%
	Good		25
	Fair		40
	Poor		29
	Don't know / Skipped (NOT SHOWN)		1
QSHOP.	The retail and shopping options		
	Excellent		5%
	Good		16
	Fair		46
	Poor		32
	Don't know / Skipped (NOT SHOWN)		1
QPARKING.	The available parking		
	Excellent		4%
	Good		26
	Fair		43
	Poor		26
	Don't know / Skipped (NOT SHOWN)		1



QATMOSPH.	The atmosphere		
	Excellent		16%
	Good		51
	Fair		27
	Poor		6
	Don't know / Skipped (NOT SHOWN)		1
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QWALK.	The walkability or pedestrian-friendliness		
	Excellent		17%
	Good		45
	Fair		30
	Poor		7
	Don't know / Skipped (NOT SHOWN)		1
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QTAXFUND.	Would you support or oppose the city using tax dollars to invest in the downtown Lehi area by purchasing property or constructing new city buildings on Main Street?		
	Strongly support		18%
	Somewhat support		47
	Somewhat oppose		21
	Strongly oppose		13
	Don't know / Skipped (NOT SHOWN)		1
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QBUILDINGS.	If the city were to update downtown Lehi, would you support or oppose the city replacing some historic buildings with new buildings that maintain a historic look and feel?		
	Strongly support		19%
	Somewhat support		43
	Somewhat oppose		23
	Strongly oppose		15
	Don't know / Skipped (NOT SHOWN)		1
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QWALKABLE.	Would you support or oppose slowing traffic and broadening the sidewalks to make Main Street more pedestrian friendly in downtown Lehi?		
	Strongly support		17%
	Somewhat support		36
	Somewhat oppose		30
	Strongly oppose		15
	Don't know / Skipped (NOT SHOWN)		1

The city has to consider different sets of options and tradeoffs when creating development plans. Thinking about the features you would like to see in downtown Lehi, please select the button in the position that best represents your preferred split between each of the following sets of options.

(ROTATED QTRADEOFF SERIES)

**QTRADEOFF1.** When it comes to housing in the downtown Lehi area, would you prefer to see more traditional single family homes or mixed spaces that include retail store fronts on the ground floors and apartments on the upper floors?

More single family homes	21%
Somewhat more single family homes	15
Even mix of both	31
Somewhat more mixed housing and retail space	17
More mixed housing and retail space	15
Don't know / Skipped (NOT SHOWN)	1

**QTRADEOFF2.** When it comes to dining options in that downtown Lehi area, would you prefer to see more locally-owned, “mom and pop” style restaurants or more franchises and national chain restaurants?

More locally-owned restaurants	33%
Somewhat more locally-owned restaurants	23
Even mix of both	37
Somewhat more chain restaurants	5
More chain restaurants	1
Don't know / Skipped (NOT SHOWN)	1

**QTRADEOFF3.** When it comes to shopping in the downtown Lehi area, would you prefer to see more locally-owned boutiques and small shops or more national retailers and department stores?

More boutiques and shops	22%
Somewhat more boutiques and shops	21
Even mix of both	44
Somewhat more national retailers	9
More national retailers	3
Don't know / Skipped (NOT SHOWN)	1

**QTRADEOFF4.** When it comes to parking in the downtown Lehi area, would you prefer to see more on-street parking on Main Street or have more available parking in lots nearby?

More on-street parking on Main Street	2%
Somewhat more on-street parking	3
Even mix of both	32
Somewhat more nearby parking lots	30
More parking lots nearby	32
Don't know / Skipped (NOT SHOWN)	1





QTRADEOFF5. When it comes to the look and feel of the downtown Lehi area, would you prefer that the city preserve the area’s historic character, or modernize the architecture and atmosphere?

Preserve the historic character	35%
Somewhat more preservation of historic character	21
Even mix of both	27
Somewhat more modernized architecture and atmosphere	9
Modernize the architecture and atmosphere	8
Don’t know / Skipped (NOT SHOWN)	1

QCONJOINT. For each of the following options please choose your most preferred *combination* of appearance, housing, type of restaurants, retailers, parking, and atmosphere for Downtown Lehi.

*Baseline model included the following attributes: visible storefronts and building facades, high density housing (apartments and townhomes), national chain restaurants, big box and department store chains, making the street a major thoroughfare, and parking structures.*

*Scores below show marginal effects of each trait in making a respondent more likely to select an option where it is present.*

Small boutiques and local retailers	16*
Independently-owned restaurants	15*
Mixed retail and housing	14*
Limited housing with commercial focus	13*
Traditional, single-family homes	13*
Walkable street with lower traffic	12*
Parking lot nearby	6**
Trees and streetscapes	6*
Plaza closed to traffic	4**
On-street parking	1

*\* effects are statistically significant at the  $p < .01$  level, \*\* effects are statistically significant at the  $p < .1$  level*

QIMAGE. Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.

(IMAGES SHOWN IN RANDOM ORDER)

QIMAGEA. 2-story/3-story building



Total % Preferred

41%



57

IMAGEB. Basic/elaborate streetscape



39%



59

IMAGEC. Modern/traditional architecture



27%



72

IMAGED.

Open/no open space



82%



17

IMAGE. Narrow/Wide Street



42%



56

IMAGEF.

Median/No median



66%



32

IMAGEG.

Residential/Mixed use



39%



60



IMAGEH. Wide/Narrow sidewalk



79%



20

IMAGE1.

Civic/Commercial building



54%



44



And now just a few more questions to ensure we have a representative sample. Please remember that your answers are completely confidential.

QSEX.	Are you:		
	Male		51%
	Female		48
	Skipped (NOT SHOWN)		1

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QYEARBORN.	What year were you born? (RECODED INTO AGE CATEGORIES)		
	18-24		3%
	25-34		33
	35-44		29
	45-54		14
	55-64		11
	65+		9
	Skipped (NOT SHOWN)		1

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