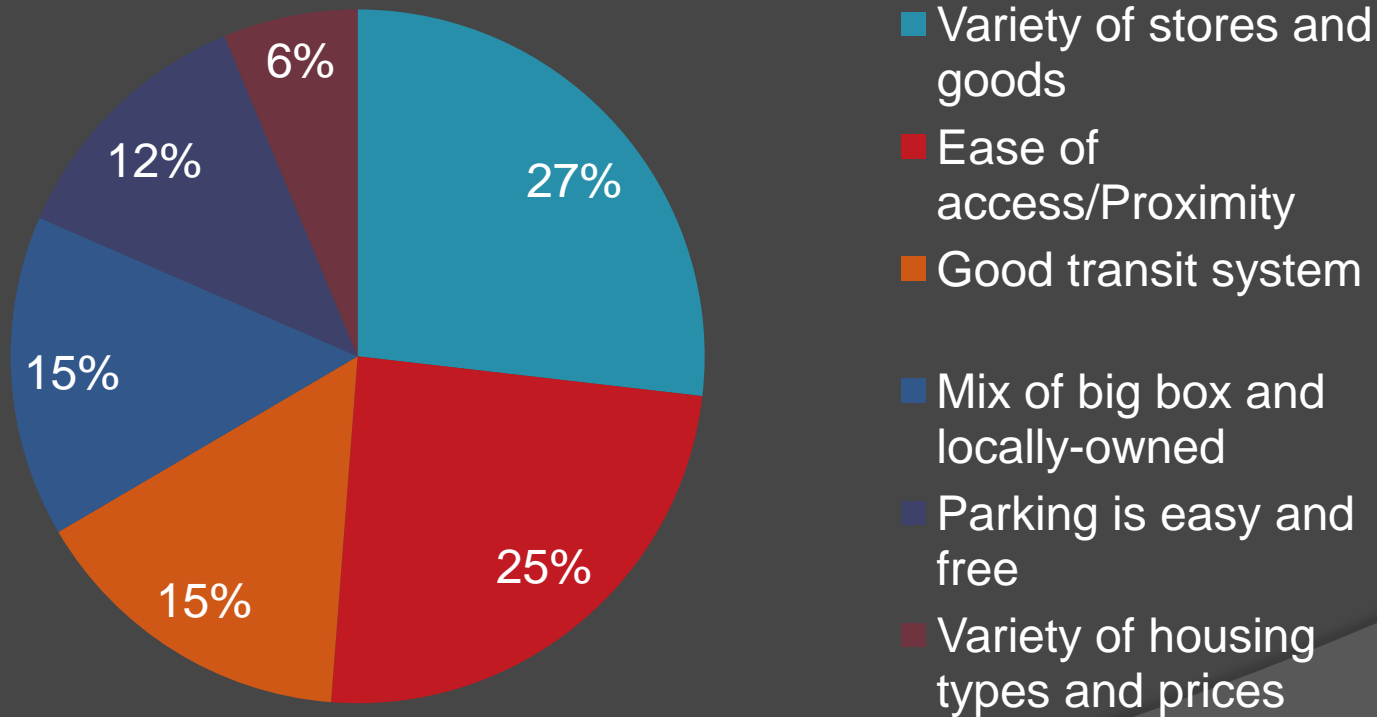


Sugar House Business District

SURVEY RESULTS

The Best of Sugar House

What do you like most?

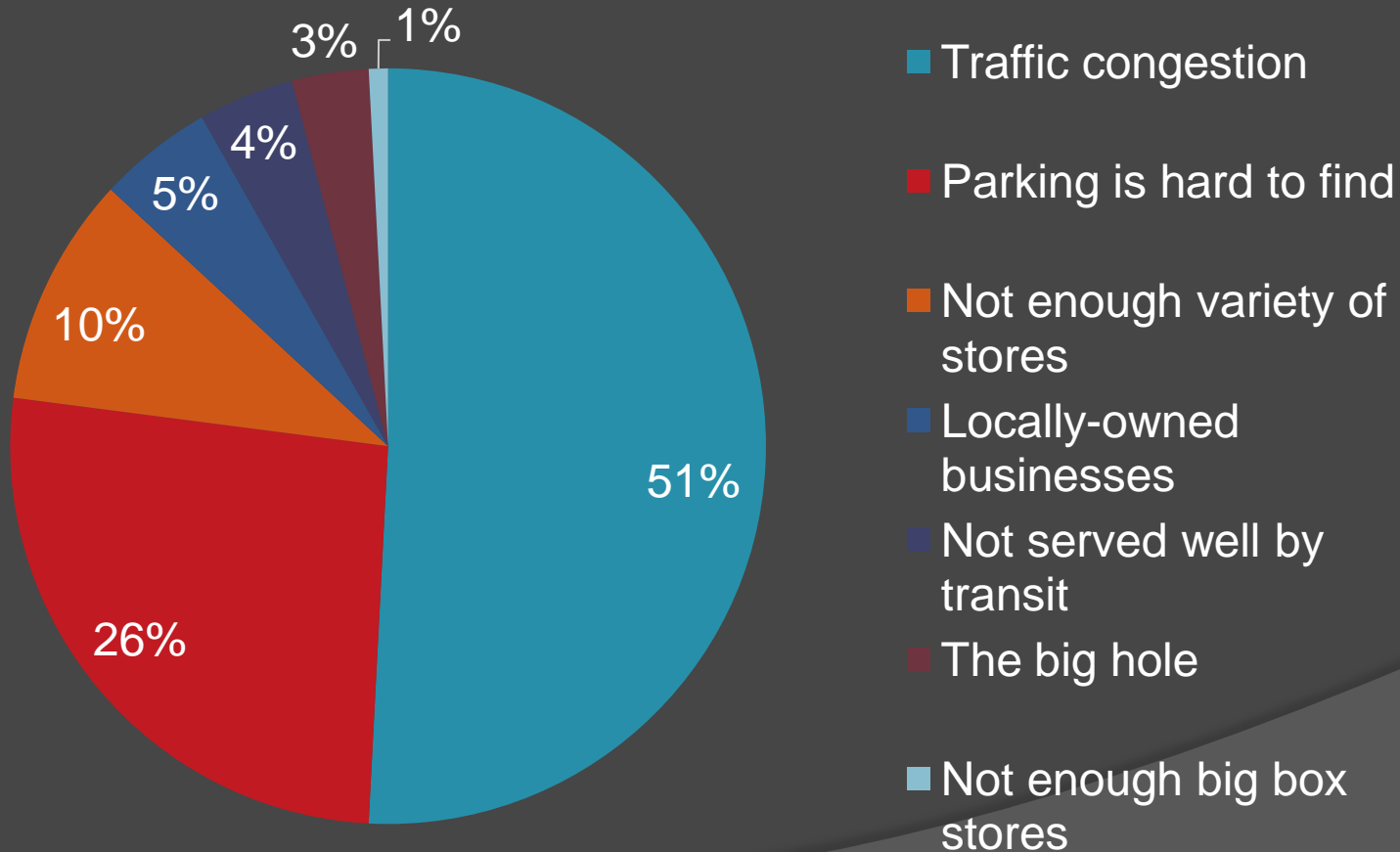


The Best of Sugar House

- ◎ Over 50% of shoppers think the best part of Sugar House is
 - Variety of stores and goods
 - Ease of access and proximity

Sugar House Weaknesses

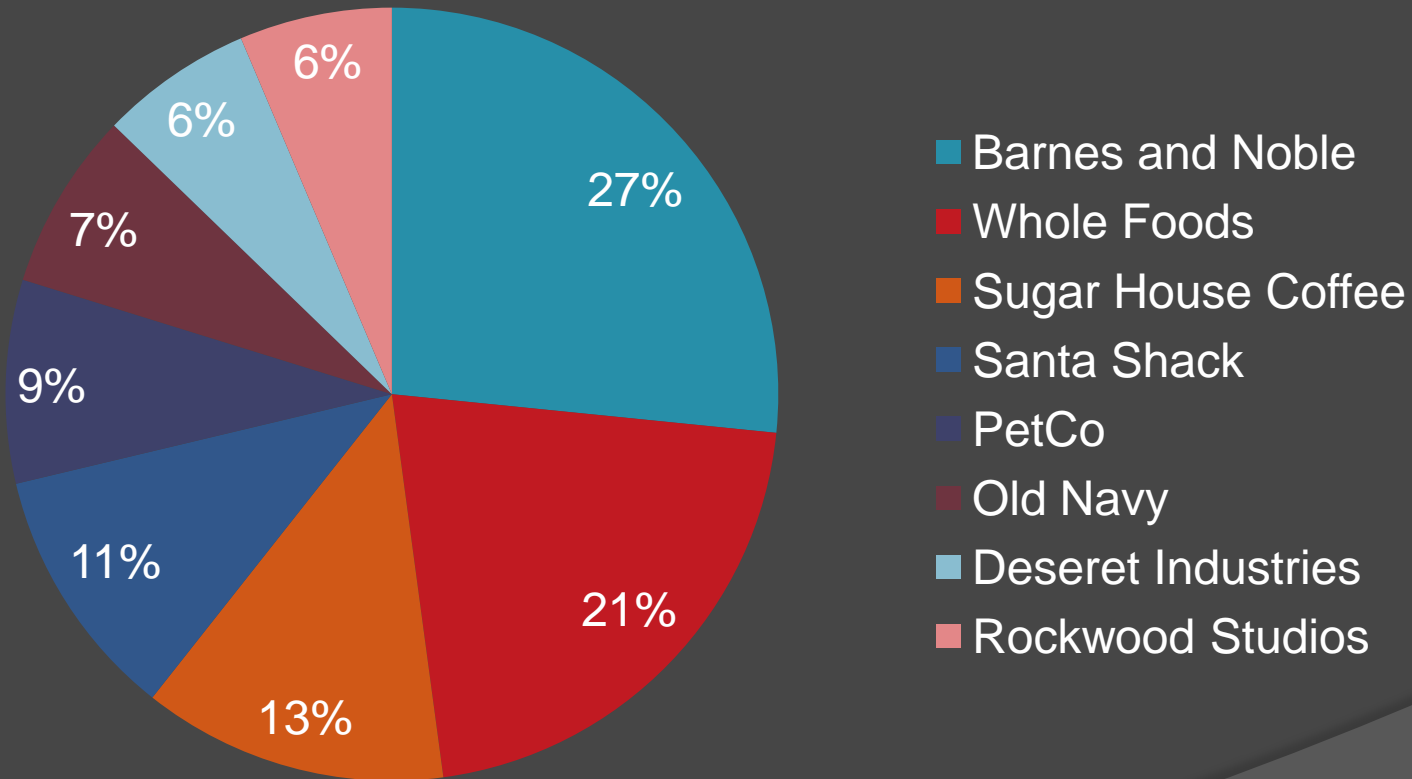
What do you like least?



Sugar House Weaknesses

- Traffic congestion and parking are major concerns for shoppers in Sugar House
- Shoppers also aim to find a better mix of big box and locally owned businesses and fill the hole in the shopping district

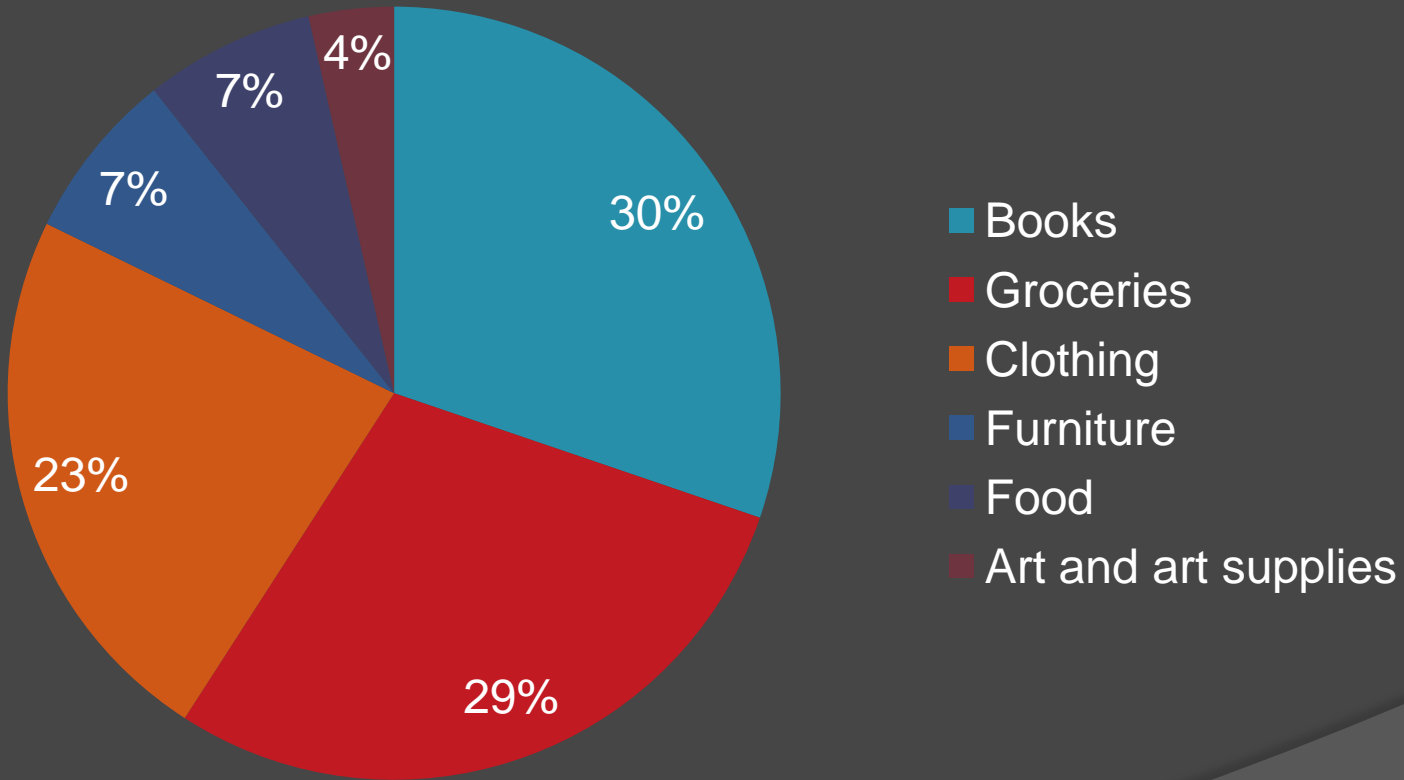
Most Popular Stores



Most Popular Stores

- The biggest draw for shoppers in Sugar House is Barnes and Noble, followed closely by Whole Foods
- Sugar House shoppers appreciate a mixture of chain and locally-owned businesses.

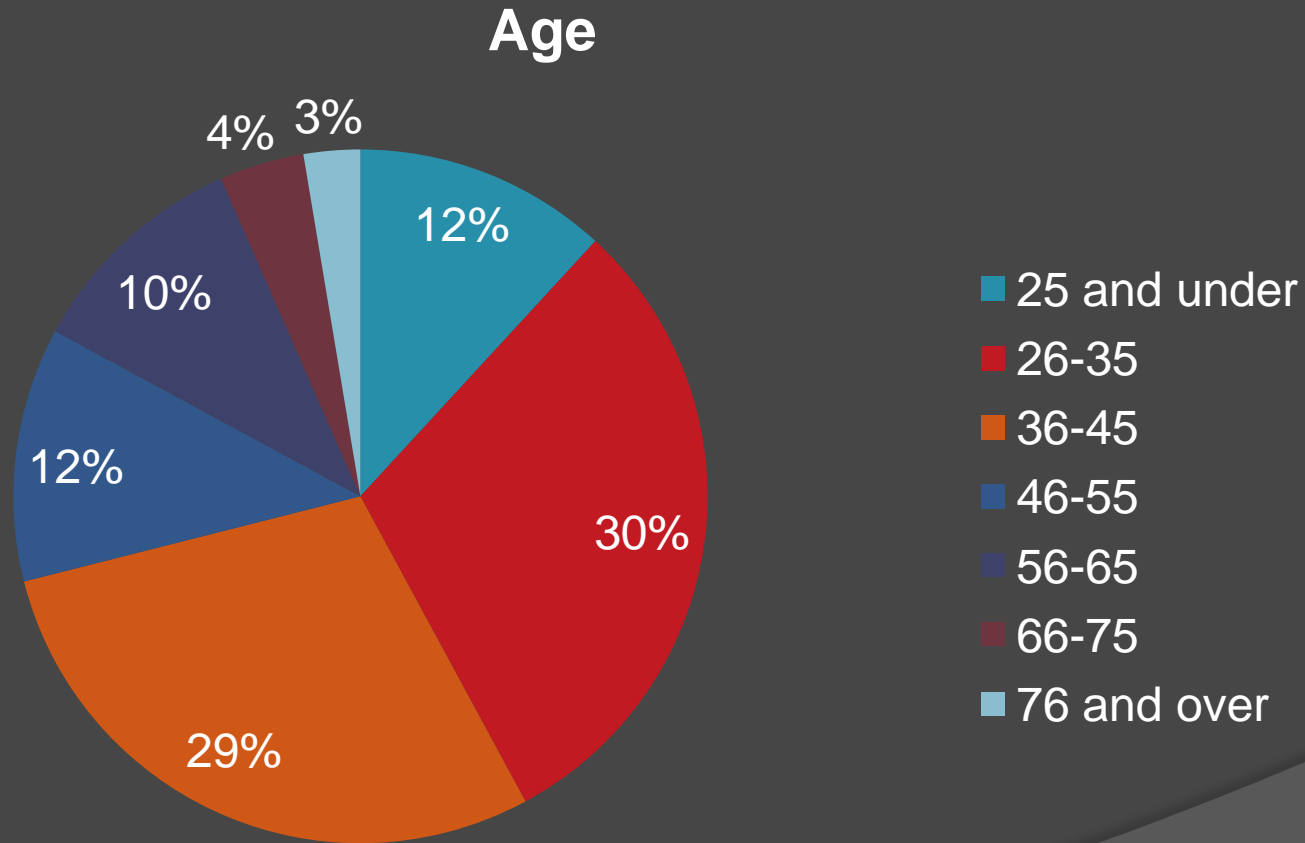
Most Popular Items



Most Popular Items

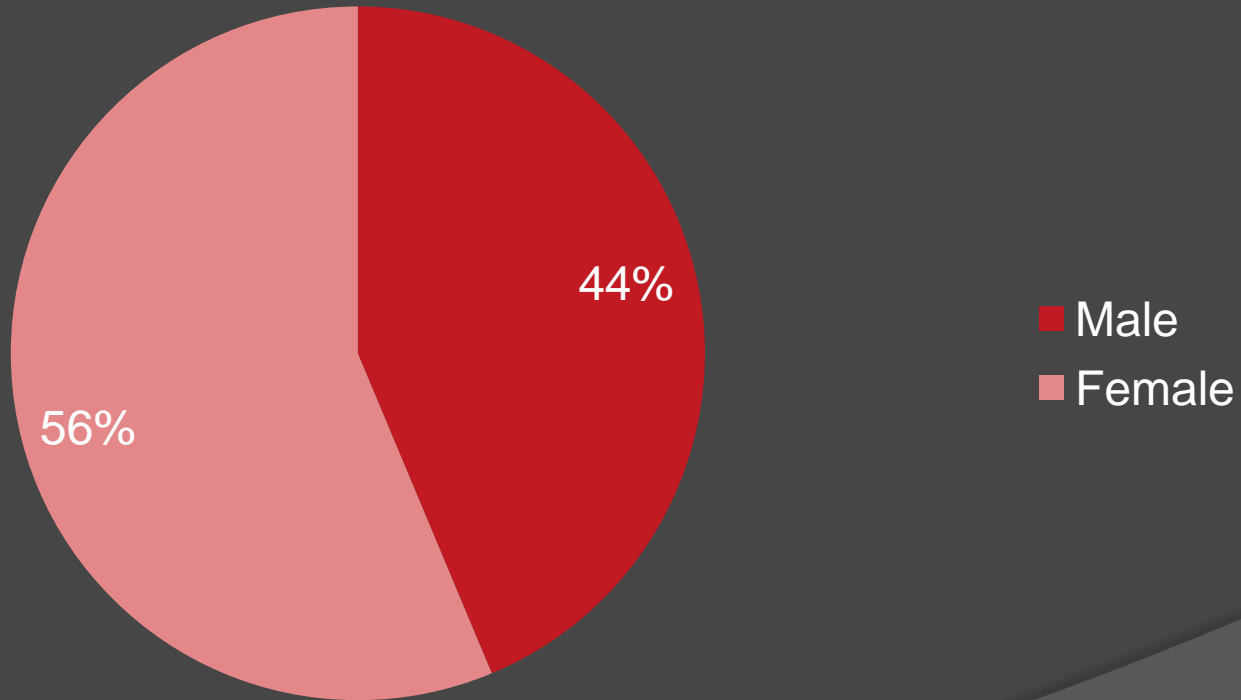
- 82% of shoppers come to Sugar House for books, groceries or clothing
- Other popular items include furniture, food, art and art supplies, gifts and pet supplies

Shopper Demographics



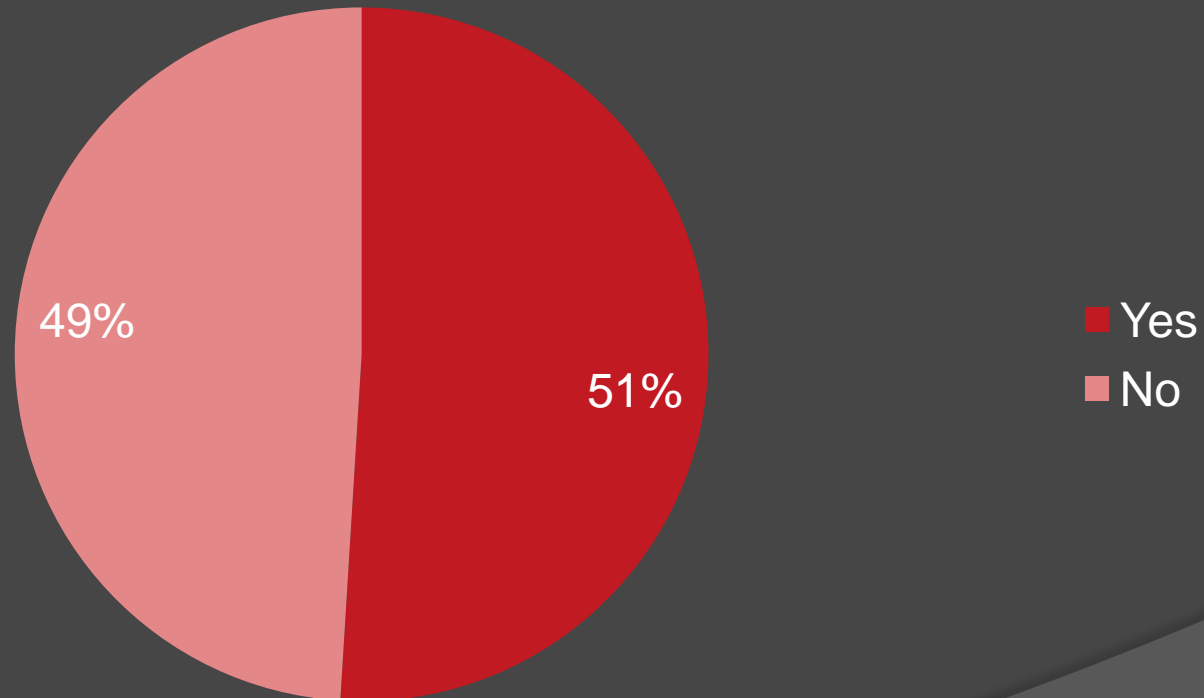
Shopper Demographics

Gender



Shopper Demographics

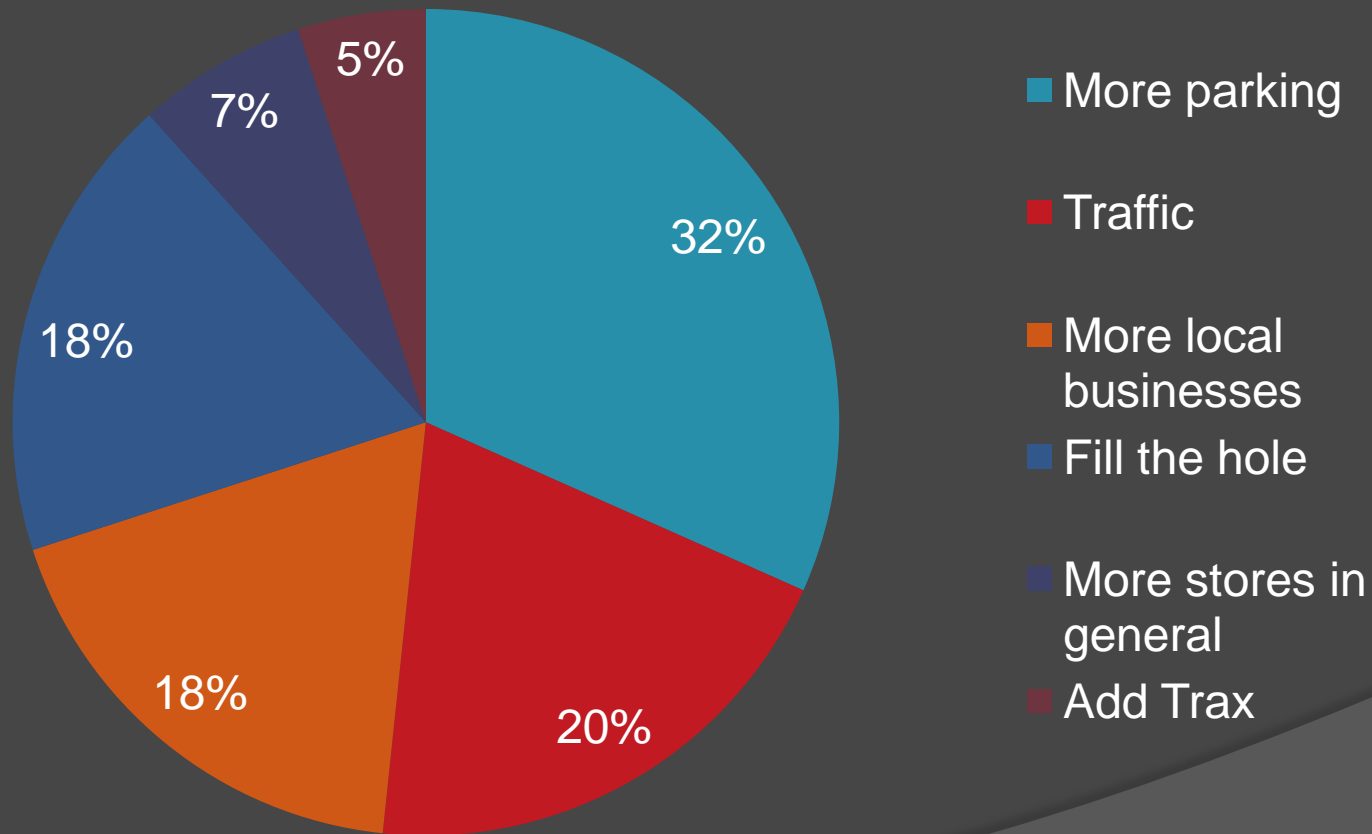
Do you live in Sugar House?



Shopper Demographics

- Most shoppers are between the ages of 26 to 45, with a fairly equal amount between 26-35 and 36-45
- The majority of shoppers are female
- Nearly as many non-residents shop in Sugar House as residents

One thing shoppers would change about Sugar House...

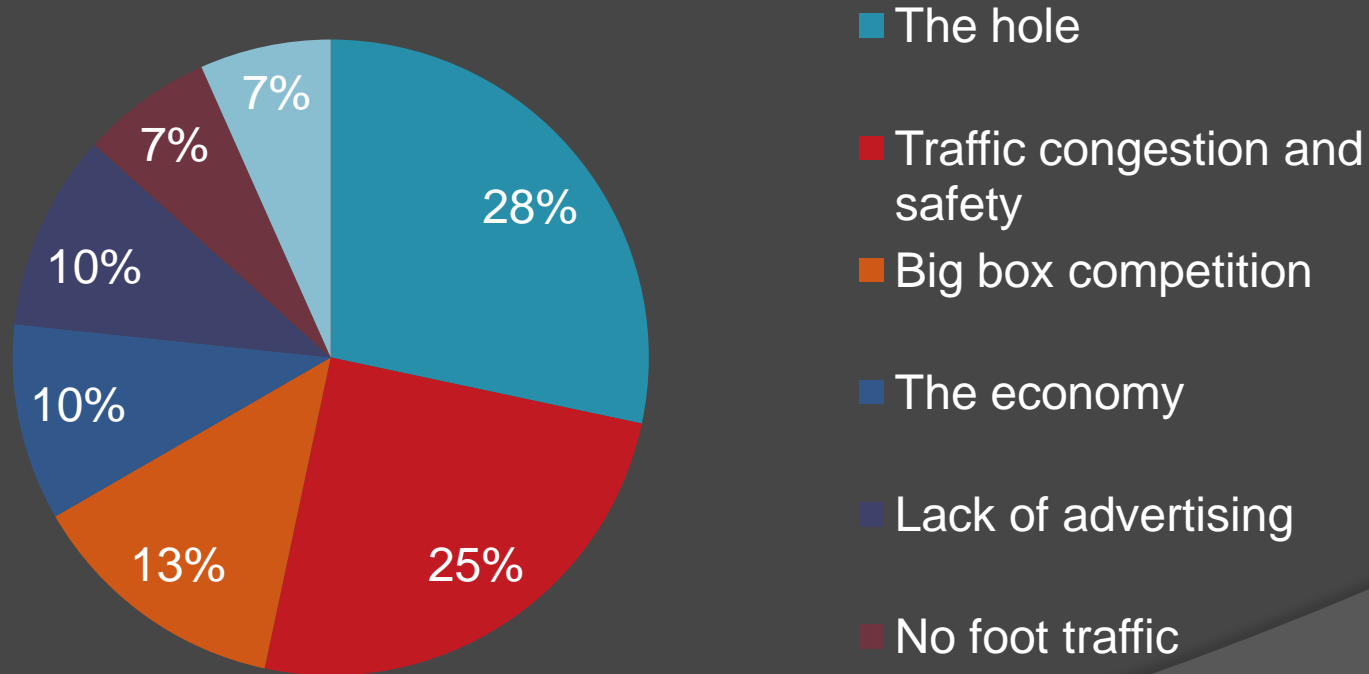


Changes for Sugar House

- Traffic and parking are major concerns for shoppers
- Adding more businesses, especially local, is also important

The Biggest Obstacles

Biggest Challenges for Sugar House Businesses



The Biggest Obstacles

- Shoppers find the big hole in the business district and traffic to be major hurdles for Sugar House businesses
- Other problems include parking, the necessity for more small, local businesses, and competition with downtown businesses