

Press Release

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National Experts Research Utahns' Values Towards Growth and Market Trends' Impact on Growth

Last fall, Envision Utah commissioned two national experts, Wirthlin Worldwide and Robert Charles Lesser & Co., to research the values of Utah citizens, resident's perceptions of an ideal community, and market dynamics and their effect on development patterns along the Wasatch Front. The studies' findings confirm that Envision Utah's plans are rooted in market reality. These two reports, *Utah Values and Future Growth* and *Wasatch Front Development Trends*, are found in the 'Research' section of the Envision Utah website.

Utah Values and Future Growth (Harris Interactive)

A key goal of Envision Utah is to ensure that the values and priorities of the people of Utah are reflected in the vision, strategies, and growth planning policies pursued in the state. That goal is based on the belief that the successful implementation and management of growth initiatives and strategies are best accomplished when they build upon the values of residents and draw the support of the public they are designed to serve. Results from this study are compared with findings from the original study conducted by Wirthlin Worldwide (acquired in 2004 by Harris Interactive) in 1997.

Wasatch Front Development Trends (RCLCO)

Robert Charles Lesser & Co. (RCLCO) is the nation's leading independent real estate advisory firm. In this study, RCLCO determined that the Wasatch Front is projected to experience steady employment and household growth over the next 30+ years. There are opportunities to strengthen existing cores in the Salt Lake City metro area by addressing their specific deficiencies. The Northwest Quadrant of Salt Lake City is an example of an area that is attached to an existing core with favorable characteristics and a dramatic lack of housing and servicing, suggestion potential "pent-up" demand. Other cores can be strengthened, resulting in regional benefits.

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