



THE
Heber
Valley **UTAH**

Shop Local Survey

Goal: To study the shopping habits of residents of Wasatch County to match Chamber programs to meet the needs of our residents and businesses in creating a vibrant economy in Heber Valley.

Method: Qualtrics Survey distributed via Social Media and email

260 Wasatch County Respondents

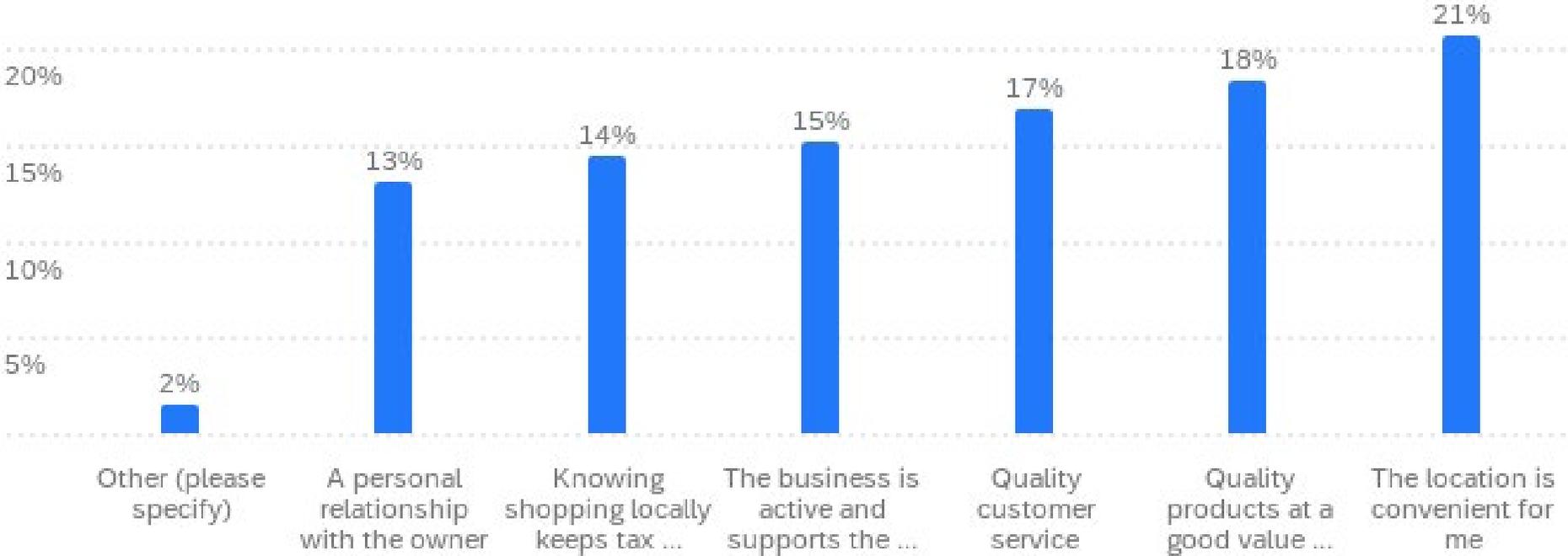


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Key Findings

• **Local Shopping Preferences:** Many respondents prefer shopping locally for various reasons such as convenience, community support, quality customer service, and good value/price.



Key Findings

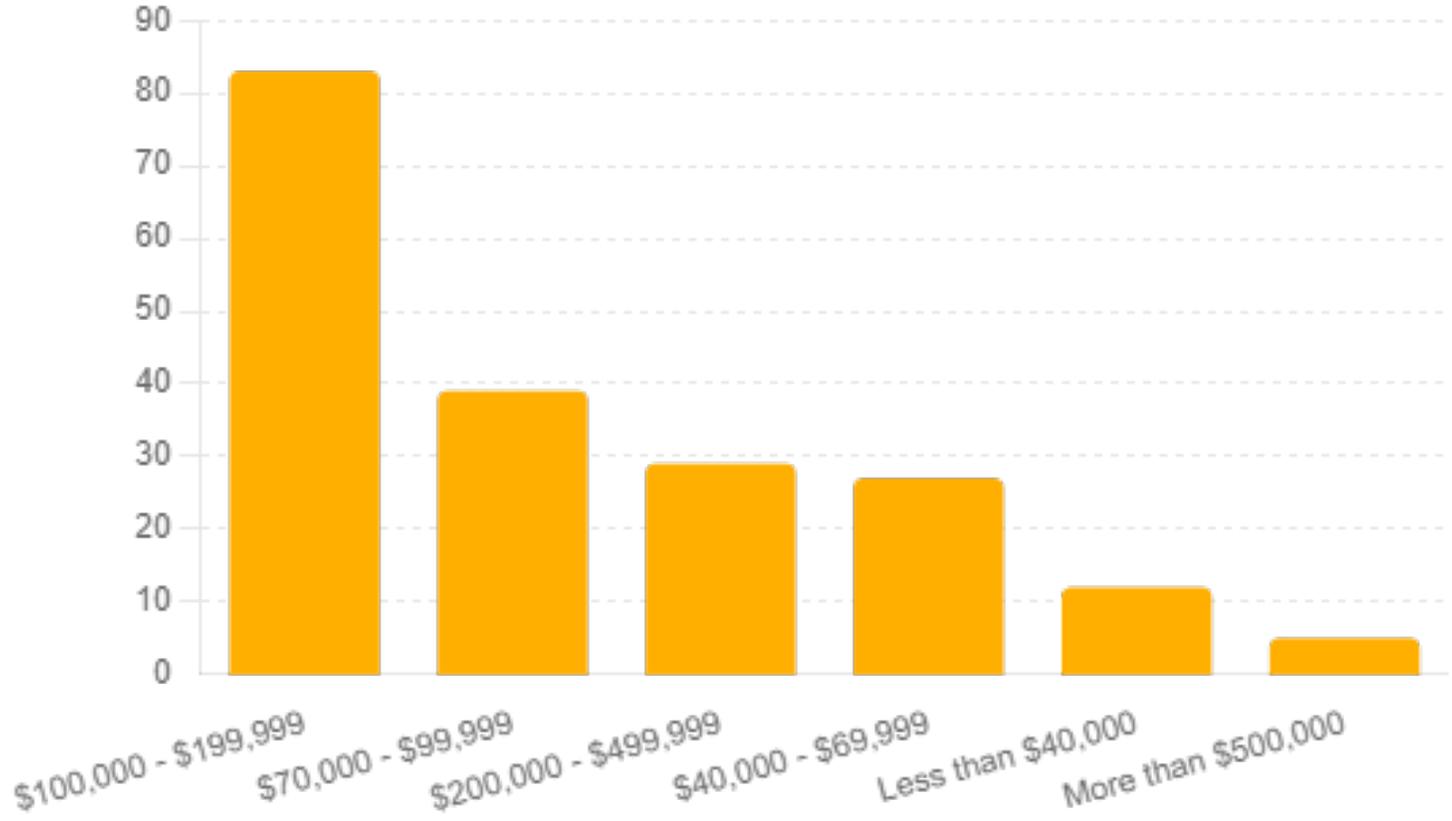
- **Challenges:** Issues like price, product availability, and hours of operation were highlighted as reasons for shopping outside the local area.





Demographic Information

- Age Distribution:** The survey includes a diverse range of ages, with notable representation in the 45-54 and 55-64 age groups.
- Gender:** The majority of respondents identified as female.
- Household Income:** The income distribution shows a significant number of respondents in the \$100,000 - \$199,999 range, followed by the \$70,000 - \$99,999 and \$40,000 - \$69,999 ranges.



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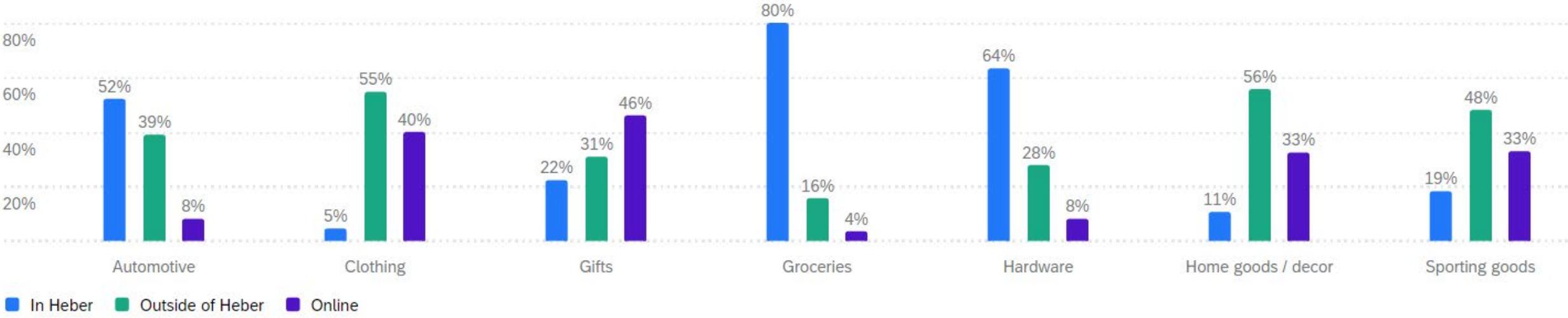
Key Findings

- Walkability and clustered businesses did come up as a key factor in what would make shopping locally more pleasant like what is currently happening around Midway Town Square





Where are they Shopping?



This data is intuitive but shows the results. We can see what items people shop for most often locally, outside the valley or online



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Conclusions

Some of the relationship and altruistic factors were not as important to respondents. Price and availability of products were most important.

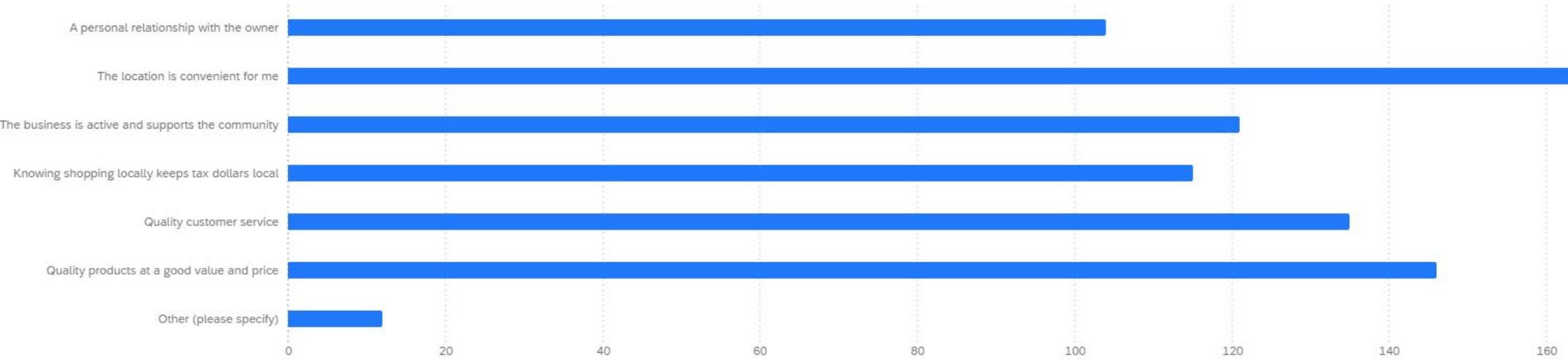
Heber Valley businesses ranked very high on quality customer service. When they come in they are having a good experience.

See the handout for additional insights and future program ideas

Additional Supporting Data

Motivation to Shop Local

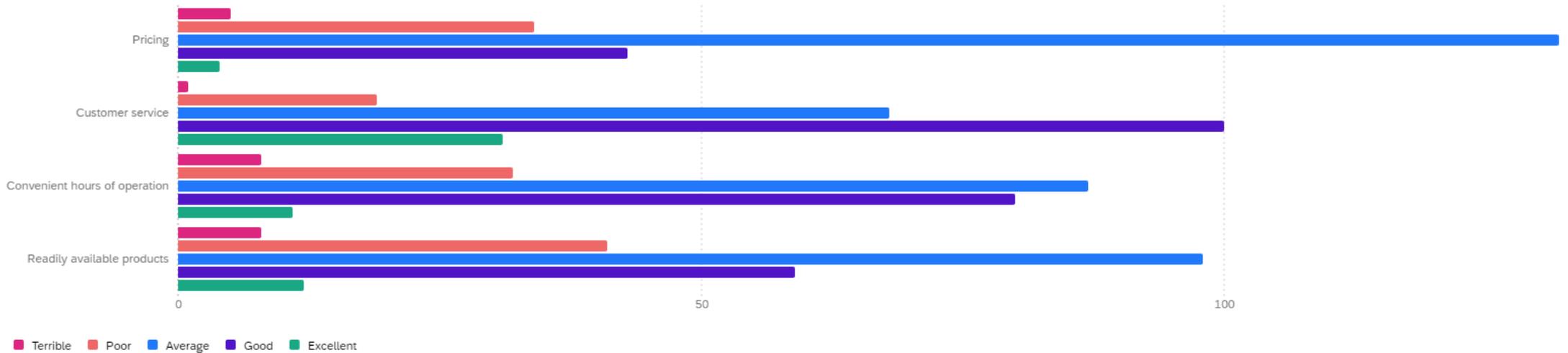
What motivates you to support a business in the community? (Select all that apply) 228 ⓘ



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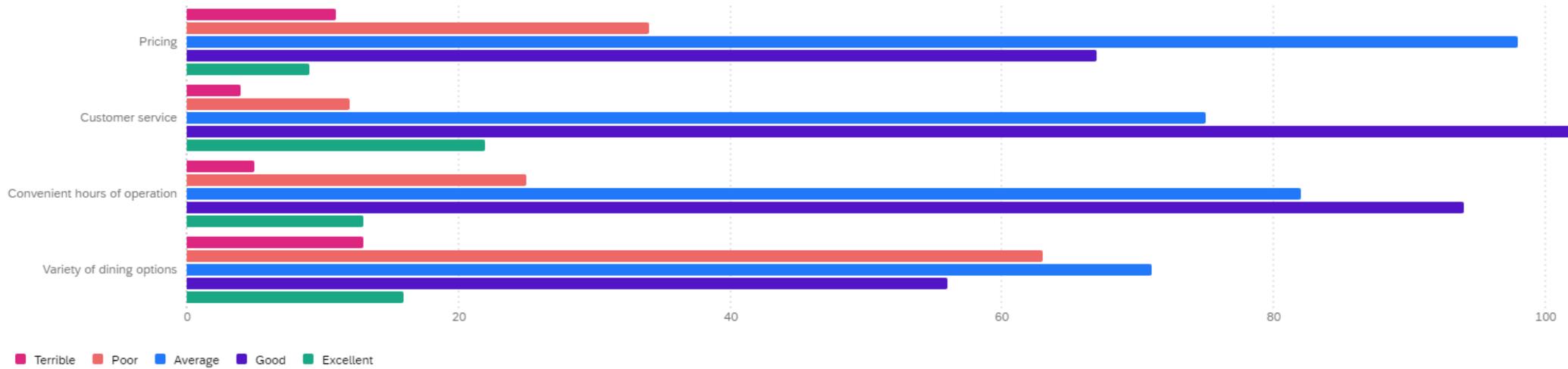
Retail Business Ratings

How would you rate the following aspects of Heber Valley retail businesses? 219 ⓘ



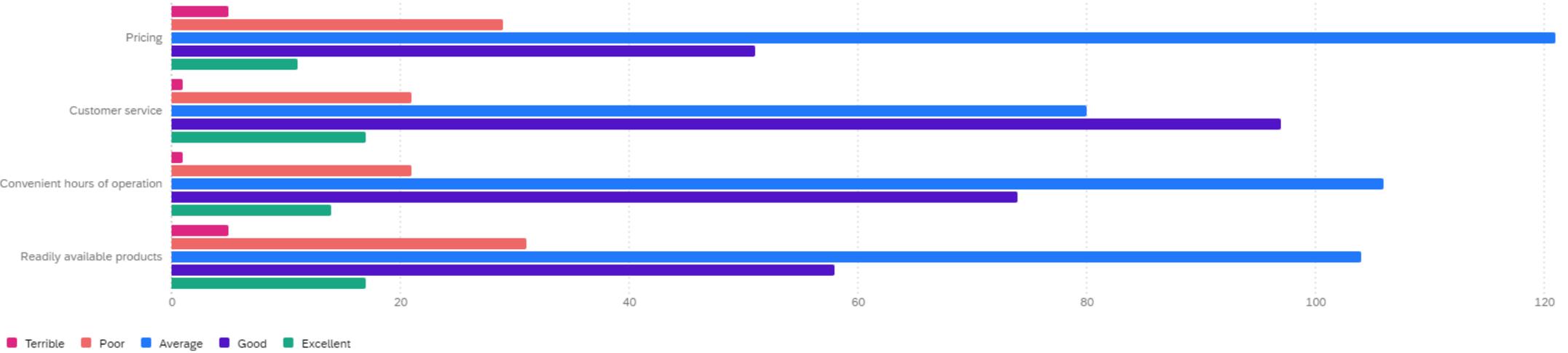
Restaurant Business Ratings

How would you rate the following for Heber Valley restaurants? 219 ⓘ



Service Industry Ratings

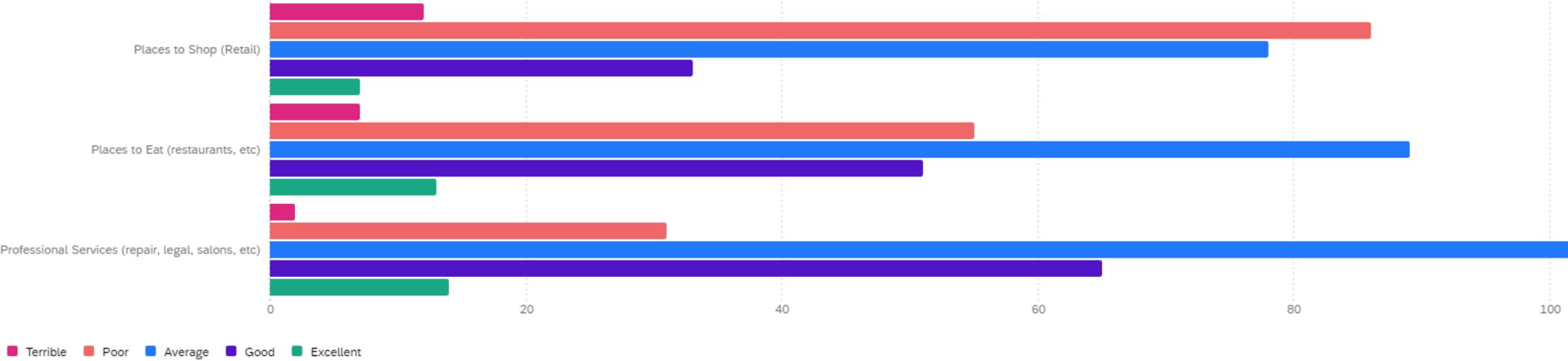
How would you rate the following for Heber Valley services (plumbing, appliance repair, salons, etc.)? 217 ⓘ



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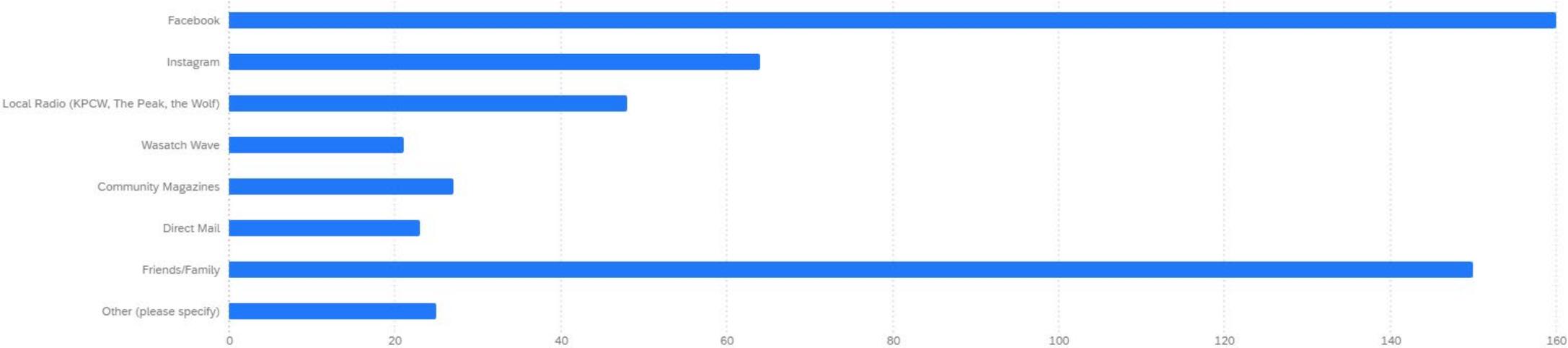
Variety Rating Based on Type

How would you rate the overall number and variety of these different sectors in Heber Valley to meet your needs? 216 ⓘ



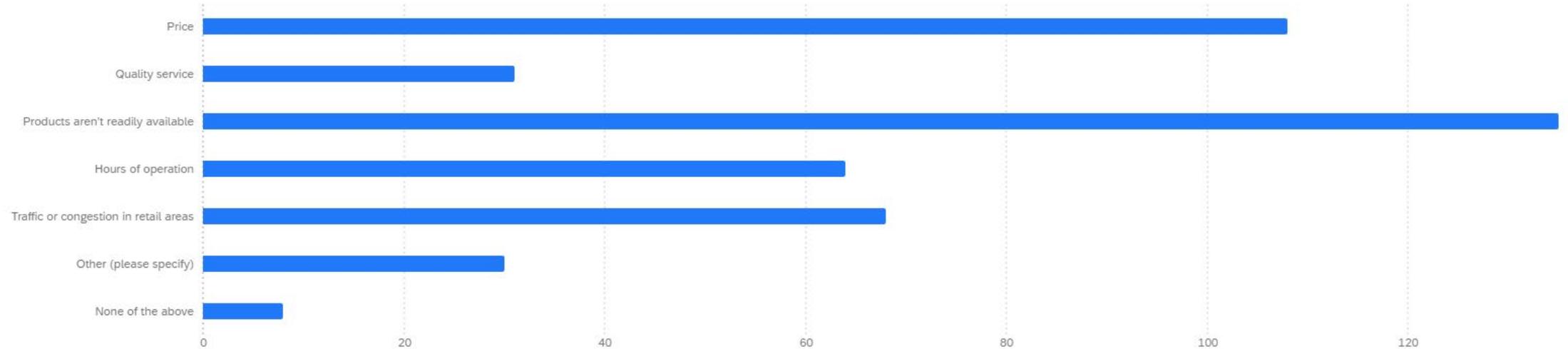
Advertising Locally

Which of the following sources do you use most often to find out about products or services in Heber Valley? (Choose up to three) 213 ⓘ



Challenges to Shopping Local

Please select the reasons that make shopping locally difficult. (Select all that apply) 213 ⓘ



TOURISM MATTERS

