

## Salt Lake City Resident Survey—Questionnaire With Results

Year	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Month	Aug.	May	Jun.	Oct.	Feb.	Apr.	May	Mar.	Dec.
Sample size	710	702	703	706	718	724	706	707	724
Tolerated error	± 3.75%	± 3.75%	± 3.75%	± 3.75%	± 3.75%	± 3.75%	± 3.75%	± 3.75%	± 3.75%

### 1. 2011 Council District Identification

District 1	(Carlton Christensen)
District 2	(OLD: Van Turner / NEW: Kyle Lamalfa)
District 3	(Stan Penfold)
District 4	(Luke Garrott)
District 5	(Jill Remington)
District 6	(OLD: JT Martin / NEW: Charlie Luke)
District 7	(Soren Simonsen)

Hello, I'm \_\_\_\_\_ from Dan Jones & Associates. We are conducting a survey of PEOPLE WHO RESIDE IN THE CITY OF SALT LAKE on some important issues of the day. May I speak with someone 18 years of age or older?

### Current Issues

2. First of all, taking all things into consideration, how would you rate your overall quality of life in Salt Lake City?

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
1/ Very high	21%	18%	21%	24%	24%	28%	27%	27%	26%
2/ High	70%	68%	65%	67%	67%	62%	63%	65%	64%
3/ Low	6%	8%	6%	5%	7%	7%	7%	5%	8%
4/ Very low	1%	2%	2%	1%	0%	<1%	1%	1%	0%
Don't know (VOL)	3%	5%	6%	2%	1%	2%	2%	2%	2%
Mean score *	1.86	1.92	1.88	1.83	1.84	1.78	1.82	1.80	1.82

\* Lower mean scores indicate higher quality of life.

3. Do you believe that things are getting better for Salt Lake City or are they getting off on the wrong track?

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Better	--	--	--	44%	35%	42%	44%	56%	51%
About the same	--	--	--	24%	22%	25%	26%	23%	25%
On the wrong track	--	--	--	26%	38%	27%	23%	16%	19%
Don't know (VOL)	--	--	--	6%	5%	7%	7%	5%	5%

4. In general, how do you rate the service you receive from Salt Lake City for your tax dollar?

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Excellent	7%	10%	7%	7%	10%	11%	11%	15%	16%
Good	53%	51%	49%	59%	52%	57%	56%	56%	54%
Fair	31%	29%	33%	28%	33%	25%	25%	21%	23%
Poor	8%	8%	8%	5%	5%	6%	6%	6%	6%
Don't know (VOL)	2%	3%	3%	1%	1%	1%	2%	2%	1%

## City Services

Using a scale of 1 – 7, with ONE meaning “poor” and seven meaning “excellent,” how would you evaluate the following Salt Lake City services? (ROTATE)

### 5. Police department

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	1%	3%	2%	2%	1%	1%	2%	2%	1%
2	2%	3%	2%	2%	2%	2%	2%	3%	2%
3	4%	5%	3%	3%	4%	4%	4%	3%	4%
4	10%	9%	10%	10%	11%	11%	11%	9%	9%
5	29%	28%	29%	28%	33%	33%	23%	22%	22%
6	33%	28%	29%	27%	27%	32%	33%	32%	32%
7/ Excellent	18%	21%	18%	23%	17%	15%	22%	24%	28%
Don't know (VOL)	3%	4%	7%	5%	5%	2%	4%	5%	3%
Mean (1-7 scale)	5.42	5.32	5.35	5.42	5.34	5.34	5.45	5.50	5.63

### 6. Fire department

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	0%	0%	0%	<1%	0%	<1%	0%	<1%	<1%
2	0%	0%	0%	0%	0%	<1%	1%	<1%	1%
3	0%	0%	1%	1%	1%	1%	1%	1%	<1%
4	1%	2%	3%	2%	3%	3%	3%	3%	1%
5	15%	15%	19%	14%	18%	17%	14%	12%	12%
6	39%	33%	29%	29%	34%	40%	32%	33%	29%
7/ Excellent	36%	37%	33%	42%	34%	33%	38%	41%	47%
Don't know (VOL)	8%	13%	14%	12%	9%	6%	10%	10%	10%
Mean (1-7 scale)	6.18	6.17	6.03	6.23	6.06	6.04	6.11	6.23	6.31

### 7. Parks

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	0%	1%	1%	<1%	0%	<1%	1%	1%	<1%
2	1%	1%	1%	1%	1%	1%	2%	1%	1%
3	2%	3%	4%	4%	6%	3%	4%	3%	3%
4	8%	10%	10%	9%	12%	14%	10%	6%	6%
5	25%	28%	30%	29%	32%	34%	29%	24%	26%
6	41%	33%	32%	31%	29%	30%	32%	35%	35%
7/ Excellent	20%	21%	19%	24%	18%	14%	21%	27%	28%
Don't know (VOL)	2%	4%	3%	2%	1%	3%	3%	2%	1%
Mean (1-7 scale)	5.66	5.56	5.50	5.60	5.36	5.32	5.48	5.69	5.76

### 8. Street maintenance

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	3%	6%	8%	3%	2%	3%	3%	2%	2%
2	7%	7%	10%	6%	3%	4%	3%	5%	4%
3	11%	15%	16%	9%	12%	9%	10%	10%	6%
4	20%	24%	20%	18%	23%	24%	21%	21%	20%
5	30%	25%	27%	29%	36%	32%	33%	33%	36%
6	19%	14%	12%	22%	16%	21%	20%	19%	21%
7/ Excellent	9%	8%	7%	13%	7%	7%	10%	9%	11%
Don't know (VOL)	0%	1%	1%	<1%	1%	<1%	0%	<1%	<1%
Mean (1-7 scale)	4.63	4.32	4.13	4.82	4.66	4.70	4.78	4.71	4.94

(Continued . . .) How would you evaluate the following Salt Lake City services?

## 9. Street lighting

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	3%	4%	4%	2%	2%	2%	2%	3%	3%
2	4%	6%	4%	5%	6%	5%	3%	3%	4%
3	9%	10%	12%	8%	10%	11%	8%	5%	8%
4	17%	18%	19%	17%	17%	17%	17%	16%	16%
5	33%	29%	27%	27%	33%	32%	30%	29%	29%
6	21%	20%	19%	23%	19%	23%	23%	26%	24%
7/ Excellent	13%	12%	13%	18%	12%	9%	14%	17%	15%
Don't know (VOL)	1%	1%	1%	1%	1%	1%	2%	1%	1%
Mean (1-7 scale)	4.88	4.73	4.74	5.02	4.79	4.76	5.01	5.15	4.99

## 10. Recycling programs

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	5%	2%	3%	2%	3%	2%	3%	3%	2%
2	6%	4%	4%	2%	3%	2%	4%	2%	2%
3	10%	6%	6%	3%	5%	3%	6%	6%	4%
4	17%	11%	14%	7%	11%	7%	11%	10%	9%
5	24%	27%	20%	19%	21%	19%	22%	21%	16%
6	18%	24%	26%	34%	29%	34%	27%	29%	30%
7/ Excellent	8%	19%	18%	33%	25%	28%	22%	25%	34%
Don't know (VOL)	11%	8%	9%	2%	3%	3%	6%	4%	4%
Mean (1-7 scale)	4.53	5.21	5.13	5.74	5.39	5.61	5.26	5.40	5.68

## 11. Sewers

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	0%	1%	1%	<1%	1%	1%	1%	1%	<1%
2	1%	1%	2%	2%	2%	2%	1%	<1%	1%
3	3%	3%	4%	4%	3%	2%	2%	2%	2%
4	9%	9%	14%	11%	13%	9%	10%	7%	5%
5	30%	25%	27%	25%	28%	27%	23%	23%	20%
6	27%	25%	23%	26%	26%	32%	30%	32%	33%
7/ Excellent	21%	19%	15%	21%	17%	16%	22%	25%	29%
Don't know (VOL)	9%	16%	13%	11%	11%	11%	12%	10%	8%
Mean (1-7 scale)	5.53	5.49	5.25	5.49	5.38	5.49	5.60	5.76	5.85

## 12. Drinking water

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	1%	1%	2%	2%	1%	2%	2%	3%	1%
2	2%	1%	2%	3%	2%	2%	4%	2%	1%
3	3%	5%	6%	4%	5%	4%	4%	3%	4%
4	11%	11%	11%	10%	14%	10%	9%	8%	6%
5	22%	21%	25%	22%	25%	24%	23%	18%	20%
6	37%	31%	31%	29%	31%	30%	29%	31%	28%
7/ Excellent	24%	27%	22%	30%	20%	27%	28%	35%	38%
Don't know (VOL)	1%	2%	2%	1%	1%	1%	2%	1%	1%
Mean (1-7 scale)	5.58	5.57	5.36	5.56	5.36	5.57	5.50	5.70	5.85

(Continued . . .) How would you evaluate the following Salt Lake City services?

## 13. Airport

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	0%	0%	1%	1%	0%	0%	1%	1%	1%
2	0%	1%	1%	1%	1%	1%	2%	<1%	1%
3	2%	3%	4%	3%	2%	2%	3%	2%	2%
4	6%	5%	7%	8%	9%	7%	6%	6%	7%
5	22%	19%	23%	28%	27%	25%	26%	19%	23%
6	37%	34%	36%	32%	37%	41%	33%	40%	34%
7/ Excellent	29%	32%	24%	24%	19%	20%	23%	28%	27%
Don't know (VOL)	4%	5%	5%	4%	4%	4%	7%	3%	5%
Mean (1-7 scale)	5.88	5.88	5.66	5.61	5.60	5.70	5.60	5.84	5.74

## 14. Snow removal

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	2%	3%	3%	2%	0%	1%	0%	2%	1%
2	3%	3%	4%	2%	1%	1%	3%	2%	2%
3	5%	6%	7%	5%	3%	3%	4%	5%	3%
4	14%	13%	15%	11%	9%	8%	10%	10%	8%
5	30%	27%	31%	27%	31%	23%	26%	25%	26%
6	28%	27%	25%	33%	33%	41%	34%	33%	31%
7/ Excellent	15%	19%	14%	19%	21%	22%	21%	22%	28%
Don't know (VOL)	2%	2%	1%	2%	2%	1%	2%	<1%	2%
Mean (1-7 scale)	5.16	5.21	5.00	5.39	5.57	5.66	5.50	5.44	5.65

## 15. Garbage pickup

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	0%	0%	1%	1%	0%	<1%	1%	1%	1%
2	1%	1%	1%	1%	1%	<1%	1%	1%	1%
3	1%	1%	2%	2%	1%	1%	1%	1%	2%
4	3%	4%	6%	3%	5%	4%	6%	4%	3%
5	17%	13%	16%	15%	20%	15%	17%	13%	13%
6	37%	34%	36%	37%	36%	42%	34%	37%	31%
7/ Excellent	40%	44%	35%	42%	35%	37%	28%	39%	48%
Don't know (VOL)	1%	2%	3%	1%	1%	1%	3%	3%	2%
Mean (1-7 scale)	6.10	6.14	5.93	6.09	5.98	6.09	5.99	6.08	6.18

## 16. Medical/ paramedic rescue

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	0%	0%	0%	<1%	0%	<1%	1%	1%	1%
2	0%	0%	0%	<1%	0%	<1%	1%	<1%	1%
3	1%	1%	1%	1%	1%	1%	2%	1%	1%
4	3%	3%	4%	3%	5%	3%	5%	4%	2%
5	14%	13%	16%	17%	21%	18%	17%	14%	10%
6	33%	29%	29%	28%	32%	38%	28%	31%	29%
7/ Excellent	32%	33%	30%	33%	25%	26%	31%	31%	40%
Don't know (VOL)	17%	21%	19%	18%	15%	13%	15%	17%	17%
Mean (1-7 scale)	6.08	6.13	6.01	6.07	5.85	5.97	5.89	5.99	6.19

Using a scale of 1 – 7, with ONE meaning “poor” and seven meaning “excellent,” how would you evaluate the following Salt Lake City services? (ROTATE)

17. Ease of travel by car

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	1%	2%	18%	2%	2%	2%	1%	1%	1%
2	3%	5%	14%	5%	2%	3%	3%	4%	2%
3	8%	10%	16%	8%	7%	7%	7%	4%	4%
4	17%	16%	17%	16%	14%	17%	17%	12%	10%
5	28%	28%	18%	26%	32%	32%	29%	27%	27%
6	29%	21%	5%	21%	27%	27%	24%	30%	32%
7/ Excellent	13%	14%	9%	20%	16%	11%	15%	20%	23%
Don't know (VOL)	2%	3%	4%	2%	1%	1%	2%	2%	1%
Mean (1-7 scale)	5.09	4.86	3.56	5.06	5.20	4.97	5.09	5.33	5.52

18. Ease of travel by bicycle

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	3%	3%	6%	3%	5%	4%	3%	2%	3%
2	4%	7%	6%	3%	6%	8%	5%	4%	3%
3	10%	9%	11%	11%	12%	12%	9%	8%	7%
4	15%	16%	15%	20%	19%	17%	17%	15%	17%
5	23%	21%	20%	24%	23%	20%	24%	27%	26%
6	13%	11%	10%	13%	11%	11%	15%	14%	19%
7/ Excellent	5%	6%	5%	5%	7%	3%	8%	8%	12%
Don't know (VOL)	27%	27%	28%	21%	17%	25%	19%	22%	13%
Mean (1-7 scale)	4.45	4.37	4.22	4.48	4.29	4.17	4.60	4.73	4.88

19. Ease of travel by walking

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	--	--	--	--	--	--	--	--	2%
2	--	--	--	--	--	--	--	--	3%
3	--	--	--	--	--	--	--	--	8%
4	--	--	--	--	--	--	--	--	12%
5	--	--	--	--	--	--	--	--	24%
6	--	--	--	--	--	--	--	--	26%
7/ Excellent	--	--	--	--	--	--	--	--	23%
Don't know (VOL)	--	--	--	--	--	--	--	--	2%
Mean (1-7 scale)	--	--	--	--	--	--	--	--	5.28

20. Ease of travel by public transit

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	--	--	--	--	--	--	--	--	2%
2	--	--	--	--	--	--	--	--	5%
3	--	--	--	--	--	--	--	--	9%
4	--	--	--	--	--	--	--	--	16%
5	--	--	--	--	--	--	--	--	28%
6	--	--	--	--	--	--	--	--	21%
7/ Excellent	--	--	--	--	--	--	--	--	10%
Don't know (VOL)	--	--	--	--	--	--	--	--	9%
Mean (1-7 scale)	--	--	--	--	--	--	--	--	4.83

Do you agree or disagree with the following statements?

21. I can find convenient shopping, recreation, and entertainment opportunities in Salt Lake City.

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Strongly agree	72%	69%	68%	66%	53%	63%	60%	62%	62%
2/ Somewhat agree	23%	25%	26%	26%	40%	30%	31%	29%	32%
3/ Somewhat disagree	4%	3%	3%	4%	4%	4%	5%	6%	4%
4/ Strongly disagree	1%	2%	1%	2%	2%	2%	3%	2%	1%
Don't know (VOL)	0%	1%	1%	1%	0%	1%	1%	1%	<1%
Mean score *	1.34	1.38	1.37	1.42	1.55	1.44	1.50	1.47	1.45

22. Salt Lake City is a good place to own a business.

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Strongly agree	36%	37%	32%	35%	21%	25%	32%	35%	34%
2/ Somewhat agree	37%	34%	38%	33%	41%	39%	36%	39%	40%
3/ Somewhat disagree	7%	5%	5%	7%	11%	8%	6%	6%	6%
4/ Strongly disagree	2%	2%	4%	3%	5%	4%	4%	3%	3%
Don't know (VOL)	18%	22%	22%	23%	22%	23%	23%	17%	17%
Mean score *	1.70	1.65	1.74	1.71	2.00	1.90	1.75	1.71	1.73

23. Salt Lake City is a clean, well-kept city.

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Strongly agree	--	54%	51%	58%	63%	68%	63%	65%	65%
2/ Somewhat agree	--	39%	41%	37%	33%	27%	32%	29%	30%
3/ Somewhat disagree	--	4%	6%	4%	2%	3%	3%	4%	3%
4/ Strongly disagree	--	2%	2%	1%	1%	2%	2%	1%	1%
Don't know (VOL)	--	0%	1%	1%	0%	0%	0%	1%	1%
Mean score *	--	1.54	1.58	1.47	1.42	1.38	1.43	1.42	1.39

\* Lower mean scores indicate higher agreement.

## Safety

The next few questions have to do with safety...Do you feel safe or unsafe walking alone...(READ QUESTION)...? (Would that be "very" or "somewhat?")

24. In your neighborhood?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very safe	--	--	--	--	--	--	--	53%	48%
2/ Somewhat safe	--	--	--	--	--	--	--	32%	37%
3/ Somewhat unsafe	--	--	--	--	--	--	--	9%	12%
4/ Very unsafe	--	--	--	--	--	--	--	5%	3%
Don't know (VOL)	--	--	--	--	--	--	--	<1%	<1%
Mean score *	--	--	--	--	--	--	--	1.66	1.70

25. In downtown Salt Lake?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very safe	--	--	--	--	--	--	--	38%	31%
2/ Somewhat safe	--	--	--	--	--	--	--	42%	47%
3/ Somewhat unsafe	--	--	--	--	--	--	--	11%	14%
4/ Very unsafe	--	--	--	--	--	--	--	6%	4%
Don't know (VOL)	--	--	--	--	--	--	--	0.03	4%
Mean score *	--	--	--	--	--	--	--	1.85	1.89

\* Lower mean scores indicate a greater feeling of safety.

(Continued . . .) Do feel safe or unsafe walking alone...?

## 26. In City parks?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very safe	--	--	--	--	--	--	--	25%	22%
2/ Somewhat safe	--	--	--	--	--	--	--	44%	53%
3/ Somewhat unsafe	--	--	--	--	--	--	--	15%	15%
4/ Very unsafe	--	--	--	--	--	--	--	12%	6%
Don't know (VOL)	--	--	--	--	--	--	--	0.05	4%
Mean score *	--	--	--	--	--	--	--	2.14	2.05

## 27. How safe do you feel crossing city streets?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very safe	--	--	--	38%	37%	41%	34%	44%	33%
2/ Somewhat safe	--	--	--	38%	41%	41%	41%	39%	45%
3/ Somewhat unsafe	--	--	--	16%	12%	11%	15%	12%	15%
4/ Very unsafe	--	--	--	7%	9%	7%	9%	5%	6%
Don't know (VOL)	--	--	--	1%	1%	1%	1%	<1%	2%
Mean score *	--	--	--	1.92	1.92	1.84	1.98	1.78	1.93

\* Lower mean scores indicate a greater feeling of safety.

**Environment**

Using a scale of 1 – 7, with one meaning “poor” and “seven meaning excellent,” compared to the past, how would you evaluate the City of Salt Lake on efforts to accomplish the following?

## 28. Protecting the foothills

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	13%	10%	9%	7%	5%	3%	4%	5%	3%
2	9%	8%	7%	7%	8%	6%	5%	4%	3%
3	13%	11%	12%	10%	13%	10%	10%	7%	7%
4	14%	14%	14%	17%	16%	16%	16%	16%	15%
5	21%	27%	29%	29%	28%	31%	29%	29%	30%
6	11%	11%	9%	11%	15%	18%	16%	14%	23%
7/ Excellent	6%	7%	8%	9%	6%	7%	10%	13%	10%
Don't know (VOL)	13%	13%	13%	11%	9%	9%	9%	12%	10%
Mean (1-7 scale)	3.88	4.17	4.23	4.39	4.35	4.61	4.62	4.73	4.92

## 29. Reducing air pollution

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	7%	8%	12%	7%	7%	4%	10%	12%	13%
2	10%	8%	10%	11%	9%	7%	9%	9%	8%
3	15%	17%	14%	16%	18%	10%	15%	13%	15%
4	20%	19%	19%	19%	23%	21%	20%	20%	21%
5	25%	27%	28%	29%	25%	31%	24%	23%	24%
6	16%	10%	5%	10%	12%	18%	12%	8%	9%
7/ Excellent	5%	6%	5%	4%	3%	6%	5%	12%	7%
Don't know (VOL)	3%	5%	6%	5%	5%	4%	3%	3%	3%
Mean (1-7 scale)	4.16	4.09	3.83	4.01	4.03	4.52	4.03	4.07	3.91

(Continued . . .) Compared to the past, how would you evaluate the City of Salt Lake on efforts to accomplish the following?

30. Cleaning up the Jordan River

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	6%	6%	5%	6%	6%	4%	6%	5%	5%
2	6%	5%	5%	7%	7%	5%	5%	8%	5%
3	9%	10%	13%	12%	12%	12%	11%	9%	10%
4	15%	15%	17%	16%	19%	17%	16%	21%	19%
5	21%	20%	21%	19%	23%	25%	23%	23%	25%
6	10%	13%	10%	17%	11%	12%	14%	10%	14%
7/ Excellent	5%	6%	5%	3%	4%	5%	5%	8%	8%
Don't know (VOL)	29%	25%	23%	19%	19%	21%	21%	15%	15%
Mean (1-7 scale)	4.24	4.38	4.23	4.23	4.16	4.38	4.36	4.31	4.49

31. Recycling waste

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	8%	2%	5%	2%	3%	2%	1%	2%	2%
2	11%	4%	6%	2%	4%	1%	4%	4%	2%
3	15%	8%	10%	4%	5%	4%	7%	7%	6%
4	15%	11%	16%	8%	12%	12%	13%	15%	12%
5	23%	25%	27%	23%	27%	26%	26%	26%	24%
6	17%	26%	19%	33%	28%	31%	27%	27%	30%
7/ Excellent	5%	20%	11%	26%	16%	18%	16%	14%	21%
Don't know (VOL)	5%	4%	6%	2%	6%	6%	7%	5%	3%
Mean (1-7 scale)	4.10	5.18	4.62	5.57	5.16	5.39	5.18	5.04	5.38

32. Keeping the right mix of business and housing in neighborhoods

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Poor	2%	4%	5%	4%	3%	4%	3%	4%	2%
2	4%	4%	5%	6%	4%	3%	5%	5%	3%
3	10%	10%	10%	10%	9%	10%	9%	8%	8%
4	20%	18%	21%	22%	22%	19%	18%	15%	14%
5	32%	30%	31%	33%	34%	30%	30%	29%	31%
6	20%	23%	15%	16%	17%	21%	21%	19%	27%
7/ Excellent	6%	6%	7%	5%	6%	8%	8%	15%	12%
Don't know (VOL)	6%	6%	5%	5%	4%	7%	5%	5%	3%
Mean (1-7 scale)	4.68	4.67	4.50	4.51	4.61	4.72	4.74	4.88	5.04

**Conservation**

33. Are you aware of Salt Lake City's sustainability efforts, which are intended to protect and improve the environment?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes, aware	--	--	--	--	32%	34%	50%	43%	56%
No, not aware	--	--	--	--	67%	65%	48%	54%	42%
Don't know (VOL)	--	--	--	--	0%	1%	2%	2%	2%



How interested would you be interested in seeing the City pursue the following initiatives using a 1-7 scale with one meaning “not at all interested” and seven meaning “very interested”?

34. Banning plastic bags

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Not at all interested	--	--	--	--	--	--	--	--	19%
2	--	--	--	--	--	--	--	--	6%
3	--	--	--	--	--	--	--	--	9%
4	--	--	--	--	--	--	--	--	10%
5	--	--	--	--	--	--	--	--	18%
6	--	--	--	--	--	--	--	--	11%
7/ Very interested	--	--	--	--	--	--	--	--	26%
Don't know (VOL)	--	--	--	--	--	--	--	--	1%
Mean (1-7 scale)	--	--	--	--	--	--	--	--	4.39

35. More recycling incentives or requirements for businesses

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Not at all interested	--	--	--	--	--	--	--	--	7%
2	--	--	--	--	--	--	--	--	3%
3	--	--	--	--	--	--	--	--	4%
4	--	--	--	--	--	--	--	--	7%
5	--	--	--	--	--	--	--	--	14%
6	--	--	--	--	--	--	--	--	19%
7/ Very interested	--	--	--	--	--	--	--	--	44%
Don't know (VOL)	--	--	--	--	--	--	--	--	2%
Mean (1-7 scale)	--	--	--	--	--	--	--	--	5.58

36. Reducing the City’s greenhouse gas emissions

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Not at all interested	--	--	--	--	--	--	--	--	5%
2	--	--	--	--	--	--	--	--	4%
3	--	--	--	--	--	--	--	--	5%
4	--	--	--	--	--	--	--	--	6%
5	--	--	--	--	--	--	--	--	16%
6	--	--	--	--	--	--	--	--	16%
7/ Very interested	--	--	--	--	--	--	--	--	48%
Don't know (VOL)	--	--	--	--	--	--	--	--	1%
Mean (1-7 scale)	--	--	--	--	--	--	--	--	5.66

37. Assisting residents to reduce their own greenhouse gas emissions

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Not at all interested	--	--	--	--	--	--	--	--	8%
2	--	--	--	--	--	--	--	--	4%
3	--	--	--	--	--	--	--	--	4%
4	--	--	--	--	--	--	--	--	8%
5	--	--	--	--	--	--	--	--	19%
6	--	--	--	--	--	--	--	--	18%
7/ Very interested	--	--	--	--	--	--	--	--	39%
Don't know (VOL)	--	--	--	--	--	--	--	--	1%
Mean (1-7 scale)	--	--	--	--	--	--	--	--	5.38

38. Would you support or oppose a tax increase to purchase and maintain more developed parks and conserve natural lands?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Definitely support	--	--	--	--	--	--	--	--	38%
Probably support	--	--	--	--	--	--	--	--	35%
Probably oppose (SKIP TO Q. 39)	--	--	--	--	--	--	--	--	13%
Definitely oppose (SKIP TO Q. 39)	--	--	--	--	--	--	--	--	12%
Don't know (VOL SKIP TO Q. 39)	--	--	--	--	--	--	--	--	2%

39. IF SUPPORT: Which would be a higher priority developed parks or conserve natural lands?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>	--	--	--	--	--	--	--	--	527
Definitely develop parks	--	--	--	--	--	--	--	--	10%
Probably develop parks	--	--	--	--	--	--	--	--	10%
Probably conserve natural lands	--	--	--	--	--	--	--	--	22%
Definitely conserve natural lands	--	--	--	--	--	--	--	--	53%
Other (SPECIFY)	--	--	--	--	--	--	--	--	3%
Don't know (VOL)	--	--	--	--	--	--	--	--	2%

## Transportation

40. How often do you ride the bus, carpool, bike, or walk to work?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Daily	14%	14%	11%	13%	12%	10%	15%	19%	16%
Weekly	7%	8%	10%	8%	11%	11%	13%	13%	11%
Monthly	2%	4%	3%	3%	7%	3%	5%	4%	3%
Occasionally	20%	21%	18%	21%	29%	27%	20%	17%	21%
Never	56%	50%	53%	51%	40%	47%	43%	43%	46%
Don't know (VOL)	1%	4%	4%	4%	1%	2%	4%	4%	3%

How willing would you be to support a tax increase if it allowed the City to increase services for ...?

41. Pedestrian & bike trails

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Not at all willing	--	--	--	--	--	--	--	14%	17%
Not very willing	--	--	--	--	--	--	--	17%	15%
Somewhat willing	--	--	--	--	--	--	--	34%	38%
Very willing	--	--	--	--	--	--	--	35%	28%
Depends	--	--	--	--	--	--	--	--	1%
Don't know (VOL)	--	--	--	--	--	--	--	1%	2%

42. Commuter bike lanes

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Not at all willing	--	--	--	--	--	--	--	15%	17%
Not very willing	--	--	--	--	--	--	--	16%	18%
Somewhat willing	--	--	--	--	--	--	--	35%	35%
Very willing	--	--	--	--	--	--	--	32%	28%
Depends	--	--	--	--	--	--	--	--	<1%
Don't know (VOL)	--	--	--	--	--	--	--	1%	1%

(Continued . . .) How willing would you be to support a tax increase if it allowed the City to increase services for ...?

43. A modern streetcar system running from Gateway, through downtown, to the University of Utah	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>									680
Not at all willing	--	--	--	--	--	--	--	--	27%
Not very willing	--	--	--	--	--	--	--	--	20%
Somewhat willing	--	--	--	--	--	--	--	--	27%
Very willing	--	--	--	--	--	--	--	--	22%
Depends	--	--	--	--	--	--	--	--	3%
Don't know (VOL)	--	--	--	--	--	--	--	--	2%

44. A modern streetcar network, connecting all of Salt Lake City's neighborhoods to the downtown	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>									680
Not at all willing	--	--	--	--	--	--	--	--	21%
Not very willing	--	--	--	--	--	--	--	--	16%
Somewhat willing	--	--	--	--	--	--	--	--	29%
Very willing	--	--	--	--	--	--	--	--	32%
Depends	--	--	--	--	--	--	--	--	<1%
Don't know (VOL)	--	--	--	--	--	--	--	--	1%

## Activities and Events

Within the past 12 months, approximately how many times have you done the following in Salt Lake City?

45. Participated in a community arts or cultural event	1994	1996	1998	2001	2003	2005	2007	2009	2011
Never	31%	47%	47%	20%	18%	23%	21%	21%	20%
Once	12%	13%	15%	9%	13%	11%	15%	11%	12%
2-5 times	36%	30%	29%	41%	41%	42%	38%	43%	34%
6-12 times	12%	7%	5%	19%	19%	13%	16%	15%	18%
12+ times	9%	3%	4%	12%	9%	10%	9%	10%	15%
Don't know (VOL)	0%	0%	1%	<1%	0%	<1%	1%	<1%	1%

46. Used a public library	1994	1996	1998	2001	2003	2005	2007	2009	2011
Never	21%	20%	21%	22%	17%	15%	15%	14%	17%
Once	5%	6%	5%	7%	8%	4%	7%	7%	8%
2-5 times	23%	25%	23%	26%	25%	25%	25%	24%	24%
6-12 times	18%	17%	13%	13%	16%	21%	20%	19%	18%
12+ times	33%	32%	37%	31%	34%	34%	34%	36%	34%
Don't know (VOL)	0%	0%	1%	<1%	0%	<1%	1%	0%	<1%

(Continued . . .) Within the past 12 months, approximately how many times have you done the following in Salt Lake City?

## 47. Shopped in the downtown area

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Never	14%	13%	17%	11%	11%	11%	18%	17%	17%
Once	5%	4%	4%	6%	6%	6%	6%	5%	8%
2-5 times	19%	20%	20%	29%	23%	24%	24%	25%	22%
6-12 times	15%	17%	18%	17%	19%	21%	18%	20%	18%
12+ times	46%	46%	42%	36%	41%	37%	34%	33%	34%
Don't know (VOL)	0%	0%	1%	<1%	0%	1%	1%	1%	<1%

## 48. Shopped in the Sugar House area

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Never	--	15%	19%	11%	12%	11%	14%	11%	11%
Once	--	3%	4%	3%	3%	3%	4%	4%	4%
2-5 times	--	19%	18%	18%	15%	19%	18%	17%	20%
6-12 times	--	17%	16%	18%	21%	17%	18%	19%	20%
12+ times	--	45%	43%	50%	48%	50%	46%	49%	45%
Don't know (VOL)	--	0%	1%	<1%	0%	<1%	0%	<1%	<1%

## 49. Played golf on a city course

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Never	77%	79%	81%	76%	75%	80%	81%	81%	84%
Once	2%	3%	3%	4%	3%	3%	5%	3%	3%
2-5 times	5%	8%	7%	7%	9%	7%	6%	6%	6%
6-12 times	4%	3%	3%	5%	5%	3%	3%	4%	2%
12+ times	10%	8%	5%	7%	8%	7%	5%	6%	5%
Don't know (VOL)	0%	0%	0%	0%	0%	<1%	1%	0%	<1%

## 50. Visited a city park or natural lands

*(1998-2009 wording: Visited a city park)*

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Never	--	--	11%	9%	9%	11%	8%	7%	8%
Once	--	--	4%	5%	4%	6%	5%	4%	4%
2-5 times	--	--	26%	28%	28%	28%	27%	26%	23%
6-12 times	--	--	16%	19%	20%	19%	20%	20%	23%
12+ times	--	--	43%	38%	38%	37%	40%	43%	42%
Don't know (VOL)	--	--	1%	1%	0%	<1%	0%	0%	1%

## 51. Visited a museum, the Leonardo, or the planetarium in the city

*(1994-2009 wording: Visited a museum or the planetarium in the city)*

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Never	38%	40%	45%	41%	42%	38%	37%	29%	37%
Once	18%	14%	13%	12%	15%	14%	14%	13%	15%
2-5 times	35%	37%	31%	34%	31%	35%	35%	39%	33%
6-12 times	6%	6%	6%	8%	9%	9%	9%	12%	9%
12+ times	3%	2%	5%	4%	3%	4%	5%	7%	6%
Don't know (VOL)	0%	0%	0%	<1%	0%	<1%	0%	<1%	<1%

## 52. Decided against going downtown due to a lack of parking

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Never	--	--	--	56%	60%	62%	57%	53%	55%
Once	--	--	--	4%	4%	4%	3%	4%	3%
2-5 times	--	--	--	15%	17%	16%	15%	21%	16%
6-12 times	--	--	--	7%	6%	8%	9%	9%	9%
12+ times	--	--	--	16%	12%	9%	10%	11%	14%
Don't know (VOL)	--	--	--	3%	2%	2%	6%	3%	3%

## City Employees

## 53. Overall, how would you rate the professionalism of Salt Lake City employees?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Very high	10%	12%	12%	11%	14%	14%	15%	20%	21%
High	71%	70%	66%	71%	57%	62%	59%	58%	57%
Neither (VOL)	--	--	--	--	12%	9%	10%	9%	6%
Low	13%	9%	11%	9%	10%	7%	8%	6%	8%
Very low	1%	1%	2%	3%	2%	2%	2%	2%	2%
Don't know (VOL)	5%	7%	9%	6%	6%	5%	6%	5%	5%

## 54. During the past year, have you contacted a Salt Lake City government office to get information, file a complaint, or obtain services?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	62%	57%	55%	65%	60%
No	--	--	--	--	37%	42%	44%	35%	39%
Don't know (VOL)	--	--	--	--	1%	1%	1%	1%	1%

## 55. [IF YES] Overall, were you satisfied or dissatisfied with the city's response(s)?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>	--	--	--	--	445	413	387	459	434
Very satisfied	--	--	--	--	47%	44%	52%	42%	42%
Somewhat satisfied	--	--	--	--	31%	35%	25%	40%	39%
Somewhat dissatisfied	--	--	--	--	7%	8%	7%	8%	7%
Very dissatisfied	--	--	--	--	14%	12%	14%	9%	12%
Don't know (VOL)	--	--	--	--	1%	<1%	2%	1%	1%

## Do you agree or disagree with the following statements?

## 56. Salt Lake City police officers are courteous and professional.

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Strongly agree	48%	38%	42%	43%	36%	42%	48%	42%	44%
2/ Somewhat agree	35%	40%	43%	38%	44%	43%	35%	38%	39%
3/ Somewhat disagree	5%	8%	5%	11%	8%	6%	5%	7%	7%
4/ Strongly disagree	3%	5%	4%	3%	6%	3%	4%	7%	4%
Don't know (VOL)	8%	9%	7%	5%	7%	6%	8%	6%	6%
Mean score *	1.60	1.77	1.68	1.74	1.83	1.69	1.62	1.77	1.70

## 57. Salt Lake City firefighters are courteous and professional.

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Strongly agree	--	60%	60%	71%	67%	65%	66%	65%	65%
2/ Somewhat agree	--	17%	18%	13%	19%	21%	17%	18%	20%
3/ Somewhat disagree	--	1%	1%	1%	0%	1%	0%	1%	<1%
4/ Strongly disagree	--	1%	0%	<1%	0%	<1%	0%	<1%	0%
Don't know (VOL)	--	22%	21%	15%	13%	13%	17%	15%	14%
Mean score *	--	1.25	1.26	1.17	1.23	1.26	1.21	1.25	1.24

\* Lower mean scores indicate stronger agreement.

## Future Issues

How important do you feel the following issues are to your vision of Salt Lake City's future?

## 58. Respect for people of all races, religions, and beliefs

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	85%	84%	82%	82%	83%	83%
2/ Somewhat important	--	--	--	13%	15%	14%	13%	13%	14%
3/ Somewhat unimportant	--	--	--	1%	1%	2%	3%	1%	1%
4/ Very unimportant	--	--	--	1%	1%	1%	1%	2%	1%
Don't know (VOL)	--	--	--	<1%	0%	1%	0%	1%	1%
Mean score *	--	--	--	1.16	1.19	1.22	1.22	1.21	1.20

## 59. Affordable housing

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	81%	76%	76%	81%	73%	72%
2/ Somewhat important	--	--	--	17%	21%	19%	15%	24%	23%
3/ Somewhat unimportant	--	--	--	1%	2%	3%	1%	2%	3%
4/ Very unimportant	--	--	--	1%	1%	1%	1%	1%	1%
Don't know (VOL)	--	--	--	1%	1%	2%	2%	1%	1%
Mean score *	--	--	--	1.21	1.27	1.27	1.20	1.31	1.34

## 60. Balanced industrial and residential development

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	60%	60%	59%	61%	55%	56%
2/ Somewhat important	--	--	--	35%	33%	34%	30%	37%	37%
3/ Somewhat unimportant	--	--	--	1%	4%	2%	3%	5%	4%
4/ Very unimportant	--	--	--	2%	0%	<1%	1%	2%	2%
Don't know (VOL)	--	--	--	3%	3%	4%	5%	2%	2%
Mean score *	--	--	--	1.43	1.43	1.41	1.41	1.52	1.50

## 61. Managing future growth

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	86%	80%	76%	83%	70%	73%
2/ Somewhat important	--	--	--	10%	16%	19%	14%	23%	21%
3/ Somewhat unimportant	--	--	--	1%	1%	2%	1%	4%	3%
4/ Very unimportant	--	--	--	1%	1%	1%	0%	1%	1%
Don't know (VOL)	--	--	--	1%	2%	2%	2%	1%	2%
Mean score *	--	--	--	1.16	1.22	1.26	1.18	1.35	1.30

(Continued . . .) How important do you feel the following issues are to your vision of Salt Lake City's future?

## 62. Jobs that pay enough wage to live on

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	89%	88%	83%	87%	87%	85%
2/ Somewhat important	--	--	--	10%	10%	12%	9%	11%	12%
3/ Somewhat unimportant	--	--	--	<1%	1%	2%	2%	1%	1%
4/ Very unimportant	--	--	--	<1%	1%	1%	1%	1%	1%
Don't know (VOL)	--	--	--	1%	0%	2%	1%	1%	1%
Mean score *	--	--	--	1.11	1.14	1.19	1.16	1.15	1.19

\* Lower mean scores indicate higher importance

## 63. Preserving the environment and Salt Lake's natural setting

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	81%	79%	78%	83%	74%	73%
2/ Somewhat important	--	--	--	16%	19%	18%	13%	22%	22%
3/ Somewhat unimportant	--	--	--	2%	1%	2%	2%	3%	2%
4/ Very unimportant	--	--	--	1%	1%	1%	1%	1%	2%
Don't know (VOL)	--	--	--	<1%	1%	1%	1%	<1%	1%
Mean score *	--	--	--	1.23	1.24	1.26	1.18	1.32	1.32

\* Lower mean scores indicate higher importance

## 64. After-school and summer youth programs run by the city

(2001-2009 wording: After-school programs run by the city)

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	52%	51%	47%	55%	45%	47%
2/ Somewhat important	--	--	--	35%	38%	37%	32%	39%	39%
3/ Somewhat unimportant	--	--	--	6%	5%	7%	6%	8%	8%
4/ Very unimportant	--	--	--	4%	4%	4%	2%	4%	3%
Don't know (VOL)	--	--	--	3%	3%	5%	6%	3%	3%
Mean score *	--	--	--	1.60	1.61	1.65	1.51	1.70	1.66

## Summer youth activities

Combined with the question above in 2011

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	50%	54%	53%	58%	42%	
2/ Somewhat important	--	--	--	41%	37%	36%	33%	44%	
3/ Somewhat unimportant	--	--	--	6%	4%	5%	4%	8%	
4/ Very unimportant	--	--	--	2%	2%	2%	1%	3%	
Don't know (VOL)	--	--	--	2%	2%	4%	4%	3%	
Mean score *	--	--	--	1.59	1.53	1.54	1.45	1.71	

## 65. Downtown revitalization

	1994	1996	1998	2001	2003	2005	2007	2009	2011
1/ Very important	--	--	--	--	54%	57%	59%	50%	47%
2/ Somewhat important	--	--	--	--	38%	33%	32%	37%	41%
3/ Somewhat unimportant	--	--	--	--	5%	6%	4%	9%	7%
4/ Very unimportant	--	--	--	--	3%	3%	2%	3%	3%
Don't know (VOL)	--	--	--	--	1%	2%	3%	1%	2%
Mean score *	--	--	--	--	1.56	1.54	1.48	1.64	1.65

\* Lower mean scores indicate higher importance

## Information

How do you currently receive information from the City? (AIDED/UNAIDED)

66. Attend meetings

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	38%
No	--	--	--	--	--	--	--	--	62%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%

67. Get notice on web or mail and have a contact of how to submit information (phone number or email address)

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	66%
No	--	--	--	--	--	--	--	--	34%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%

68. City website

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	53%
No	--	--	--	--	--	--	--	--	47%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%

69. Social Media like Facebook, Twitter, etc

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	30%
No	--	--	--	--	--	--	--	--	70%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%

70. Media like newspapers, TV news, and radio

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	94%
No	--	--	--	--	--	--	--	--	6%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%

71. Channel 17-Salt Lake City government channel

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	15%
No	--	--	--	--	--	--	--	--	85%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%

72. Other (SPECIFY)

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Yes	--	--	--	--	--	--	--	--	25%
No	--	--	--	--	--	--	--	--	75%
Don't know (VOL)	--	--	--	--	--	--	--	--	0%



73. How would you MOST prefer to receive information from or provide information to the city?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Attend meetings	--	--	--	--	--	--	--	--	2%
Get notice and have a contact of how to submit information (phone number or email address)	--	--	--	--	--	--	--	--	17%
City website	--	--	--	--	--	--	--	--	14%
Social Media like Facebook, Twitter, etc	--	--	--	--	--	--	--	--	4%
Media like newspapers, TV news, and radio	--	--	--	--	--	--	--	--	32%
Channel 17-Salt Lake City government channel	--	--	--	--	--	--	--	--	1%
Other (SPECIFY)	--	--	--	--	--	--	--	--	25%
Don't know	--	--	--	--	--	--	--	--	4%

74. Have you watched Channel 17, Salt Lake City's government channel?

(1996-1998 wording: Have you watched channel 39, Salt Lake City's government channel?)

(1996-2005: asked only to those with cable television in their homes. 2007-Present: asked of ALL respondents.)

	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>		371	327	310	324	440	ALL	ALL	ALL
Yes	--	27%	30%	22%	45%	43%	28%	27%	24%
No	--	70%	69%	77%	55%	56%	71%	72%	75%
Don't know (VOL)	--	2%	1%	1%	1%	1%	1%	1%	1%

75. [IF HAVE WATCHED CHANNEL 17] How often have you watched?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>	--	--	--	--	--	190	195	190	175
Less than once a week	--	--	--	--	--	47%	57%	60%	65%
Once a week	--	--	--	--	--	33%	29%	24%	15%
Once or twice a week	--	--	--	--	--	17%	13%	16%	17%
Don't know (VOL)	--	--	--	--	--	3%	0%	0%	3%

76. Have you visited Salt Lake City's Web page?

(1994-2005: Asked only to residents who had used the Internet, 2007-Present: ALL respondents were asked)

	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>	--	--	362	500	569	576	ALL	ALL	ALL
Yes	--	--	35%	32%	44%	47%	42%	52%	57%
No	--	--	63%	67%	55%	52%	57%	48%	42%
Don't know (VOL)	--	--	2%	1%	1%	1%	2%	<1%	1%

77. [IF VISITED WEB PAGE] Would you say the information on the Web page was . . . ?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
<i>Number responding</i>	--	--	127	159	251	268	295	368	414
Very useful	--	--	23%	30%	38%	40%	33%	35%	34%
Somewhat useful	--	--	65%	67%	56%	56%	64%	59%	60%
Not useful	--	--	6%	4%	3%	3%	2%	5%	5%
Don't know (VOL)	--	--	7%	0%	3%	2%	2%	1%	1%

## Demographics

Now, just a few questions to help us categorize the data:

### 78. 106. Gender

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Male	49%	53%	50%	51%	49%	47%	50%	51%	49%
Female	51%	47%	50%	49%	51%	53%	50%	49%	51%

### 79. Age category

	1994	1996	1998	2001	2003	2005	2007	2009	2011
18-25	11%	14%	11%	8%	11%	7%	7%	12%	7%
26-35	24%	23%	22%	18%	20%	12%	16%	17%	15%
36-45	23%	23%	21%	22%	18%	15%	16%	14%	12%
46-55	12%	13%	16%	20%	21%	23%	20%	20%	17%
56-65	10%	10%	7%	11%	13%	16%	14%	19%	22%
65+	21%	16%	23%	21%	16%	25%	24%	18%	26%
Refuse	0%	1%	<1%	1%	1%	1%	2%	1%	1%

### 80. Which of the following best describes your ethnic background?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Caucasian/ White	82%	82%	82%	82%	83%	90%	84%	87%	89%
African American/ Black	2%	2%	2%	2%	2%	1%	1%	1%	1%
Asian/ Pacific Islander	5%	5%	5%	5%	5%	1%	2%	2%	2%
Native American/ Indian	2%	2%	2%	N/A	N/A	N/A	N/A	N/A	N/A
Hispanic/ Latino	8%	8%	8%	7%	7%	3%	5%	5%	4%
Other	1%	1%	1%	3%	2%	3%	4%	4%	3%
Refuse (VOL)	0%	0%	<1%	1%	1%	2%	3%	1%	1%

### 81. How long have you lived in Salt Lake City?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Less than 2 yrs	2%	3%	2%	2%	3%	1%	3%	3%	2%
2-5 years	7%	11%	8%	6%	8%	5%	7%	10%	4%
5-10 years	11%	13%	12%	9%	11%	8%	9%	10%	9%
More than 10 years	80%	72%	77%	82%	77%	84%	79%	77%	85%
Refuse (VOL)	0%	1%	<1%	1%	0%	1%	2%	1%	<1%

### 82. Do you rent or own your home?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Homeowner	80%	73%	72%	85%	82%	85%	73%	70%	74%
Renter	17%	24%	26%	14%	16%	11%	23%	27%	23%
Other	2%	2%	2%	1%	2%	3%	1%	2%	2%
Refuse (VOL)	0%	1%	1%	1%	1%	1%	3%	1%	<1%

### 83. With which political party do you identify?

	1994	1996	1998	2001	2003	2005	2007	2009	2011
Republican	31%	28%	24%	28%	28%	25%	23%	24%	22%
Democrat	25%	28%	32%	32%	32%	32%	34%	37%	38%
Independent voter	33%	30%	26%	30%	30%	30%	27%	28%	29%
Other	6%	6%	8%	5%	5%	7%	8%	6%	7%
Refuse (VOL)	4%	7%	10%	5%	5%	6%	8%	5%	4%

## 84. Religious preference

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Catholic	11%	12%	11%	11%	11%	9%	7%	7%	7%
Protestant	12%	8%	8%	6%	7%	8%	6%	6%	8%
LDS	50%	45%	45%	48%	45%	46%	42%	41%	40%
Other	3%	12%	12%	11%	14%	13%	15%	14%	17%
None	21%	20%	21%	22%	20%	20%	26%	29%	26%
Refuse (VOL)	2%	3%	3%	3%	3%	4%	5%	4%	2%

## 85. Annual family income category

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Less than 15000	12%	10%	9%	7%	8%	7%	9%	7%	8%
\$15,000 - \$25,000	18%	15%	16%	10%	9%	8%	8%	9%	11%
\$25,000-\$35,000	15%	19%	16%	13%	13%	12%	10%	10%	10%
\$35,000-\$45,000	14%	14%	13%	14%	10%	10%	10%	10%	9%
\$45,000-\$55,000	10%	14%	11%	11%	14%	11%	10%	10%	9%
\$55,000-\$65,000	7%	8%	8%	8%	9%	10%	8%	8%	9%
\$65,000-\$100,000	13%	7%	9%	14%	16%	16%	18%	16%	16%
Over \$100,000	0%	6%	8%	14%	14%	15%	17%	18%	18%
Refuse (VOL)	10%	8%	10%	9%	7%	13%	10%	12%	10%

## 86. Registered voter

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Yes	--	--	83%	93%	92%	93%	89%	94%	93%
No	--	--	16%	7%	7%	6%	8%	5%	6%
Don't know/ refuse	--	--	<1%	1%	0%	2%	3%	1%	2%

## 87. Do you live north or south of 900 South? And do you live east or west of 700 East?

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
Northeast	--	12%	18%	17%	17%	19%	13%	19%	17%
Southeast	--	34%	33%	29%	36%	31%	36%	30%	32%
Southwest	--	24%	17%	18%	15%	16%	16%	17%	17%
Northwest	--	31%	32%	35%	32%	32%	32%	33%	33%
Refuse (VOL)	--	--	--	--	--	2%	3%	0%	1%

## 88. Council district

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2001</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	<u>2009</u>	<u>2011</u>
District 1	--	--	14%	14%	16%	15%	15%	15%	
District 2	--	--	16%	15%	15%	14%	14%	14%	
District 3	--	--	14%	14%	14%	14%	14%	14%	
District 4	--	--	15%	14%	14%	14%	14%	14%	
District 5	--	--	15%	15%	14%	14%	14%	14%	
District 6	--	--	13%	13%	13%	14%	14%	14%	
District 7	--	--	14%	14%	14%	14%	14%	14%	

Thank you. That completes our study.