



# SALT LAKE CITY OFFICIAL CITIZEN SURVEY

PUBLIC OPINION RESEARCH



# 6

- 1 We surveyed Salt Lake City residents via a **mixed method survey** – live phone interviews as well as mail invitations to a web survey.
- 2 Overall, **city residents are happy with the way the city has been run.**
- 3 **Most residents don't have negative opinions of city services, but many have little experience with city services.** The most notable exceptions are street maintenance, stoplights, and parking kiosks.
- 4 Citizens are generally satisfied with the quality of life in their neighborhoods, but there **are opportunities for improvement.**
- 5 While the majority of residents believe most potential city initiatives are important, **improving air quality was nearly unanimously most important.**
- 6 **The majority of citizens who interacted with city staff were satisfied with their service experiences.**

THINGS TO REMEMBER

# **SURVEY METHODOLOGY**

## MINIMIZING ERROR

# SURVEY METHODOLOGY



Sampling frame consisted of a universe of all Salt Lake City residents. Online survey invitations were sent to addresses purchased from a commercial database vendor. Telephone interviews were conducted via Random Digit Dialing (RDD).

10k

Using a software randomizer, we selected records for inclusion in the sample to achieve the intended sample size. In total, we sent 10,000 invitations.

9%

Of the 10,000 mailed invitations, 469 were returned undeliverable. Of the remaining 9,351 invitations, 928 citizens responded with 857 completed online surveys. This results in a response rate of just below 9%.

+4  
-

857 completed online interviews among an estimated adult population of 148,165 results in a margin of error for the survey of plus or minus 3.35 percentage points. 400 completed telephone interviews results in a plus or minus 4.89 percentage point margin of error. Responses were weighted to better approximate city demographic composition as estimated by the U.S. Census.

# SURVEY INVITATION

Survey was introduced as an official city-sponsored survey.

*Invitation letter from the SLC Community & Economic Development Office*

---

*Salt Lake City Resident,*

*We invite you to participate in an official survey, commissioned by Salt Lake City and conducted by an independent survey research firm. The results of this survey inform city officials as they make important decisions about Salt Lake's future, so please help us ensure they are as accurate as possible by taking the survey today.*

*This is a scientific survey and your household was selected at random from a list of homes in Salt Lake City. Your participation is very important and will help make the survey accurate. This online survey takes about 15 minutes to complete, and your answers are completely confidential.*

*To ensure that only randomly selected households can participate, we have provided you a unique access code.*

# SURVEY INVITATION

Citizens were given instructions and a unique code to access the survey online.

*Invitation letter from the SLC Community & Economic Development Office*

---

*TAKE THE SURVEY TODAY:*

*Enter the following URL into any web browser on a desktop computer, laptop, or mobile device - <http://surveyslc.com>*

*Click on the button labeled - [CLICK HERE TO START THE SLC OFFICIAL SURVEY](#)*

*Enter this six-digit access code in the space provided - #####*

*If you have trouble accessing the poll, please email Y2 Analytics at [slcsurvey@y2analytics.com](mailto:slcsurvey@y2analytics.com) or call the poll helpline at (801) 997-0270. A list of frequently asked questions about the research is available online: <http://surveyslc.com>.*

*The survey is available now. Please begin and complete this official city survey before it closes at midnight on Friday, June 26<sup>th</sup>.*

*Sincerely,*

*Jill Love*

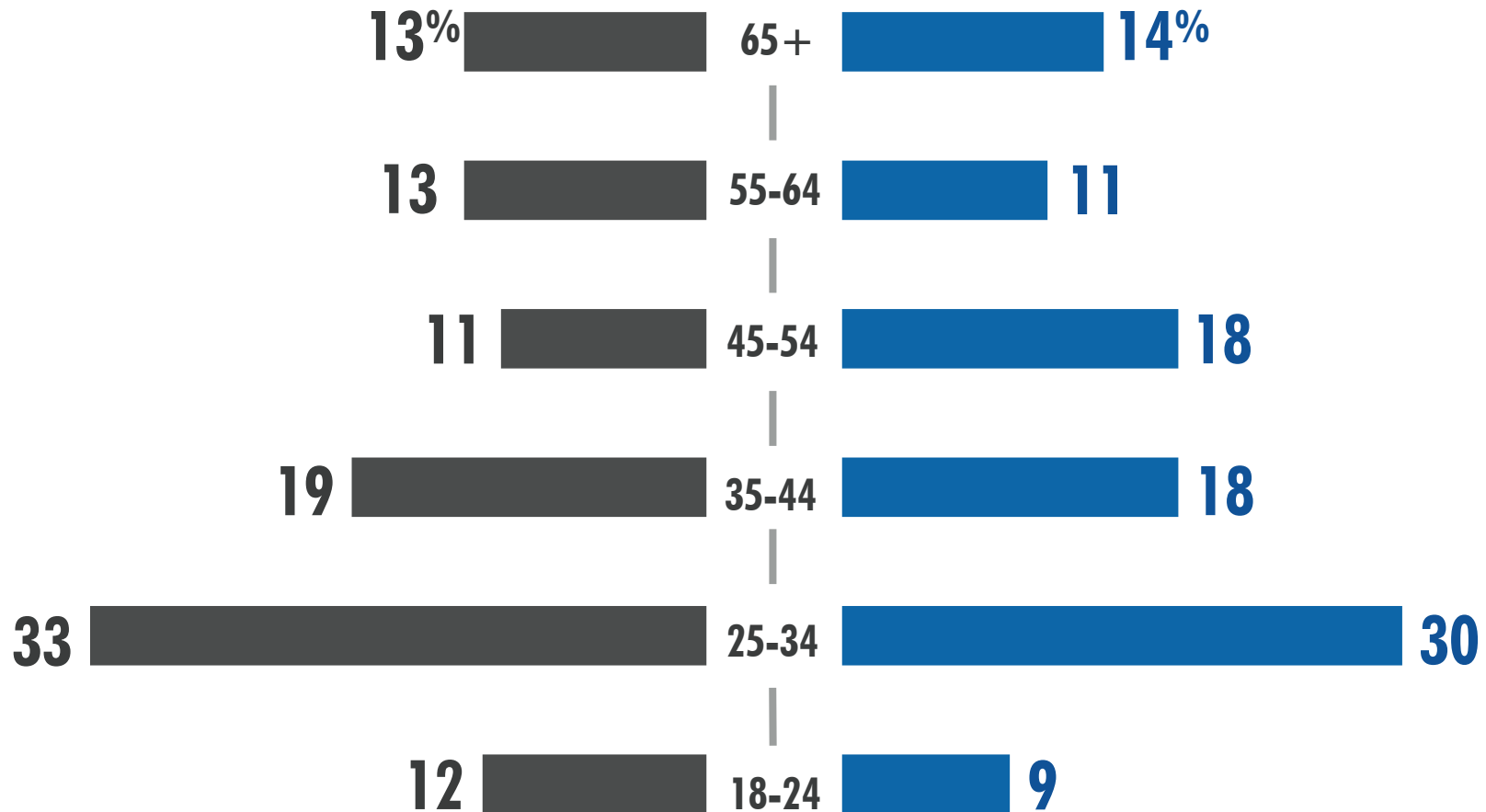
*Community & Economic Development Director*

*P.S. Your participation is very important to this official city survey. Please go to <http://surveyslc.com> and take it before the survey ends at midnight on Friday, June 26<sup>th</sup>.*

# RESPONDENT DEMOGRAPHIC COMPOSITION

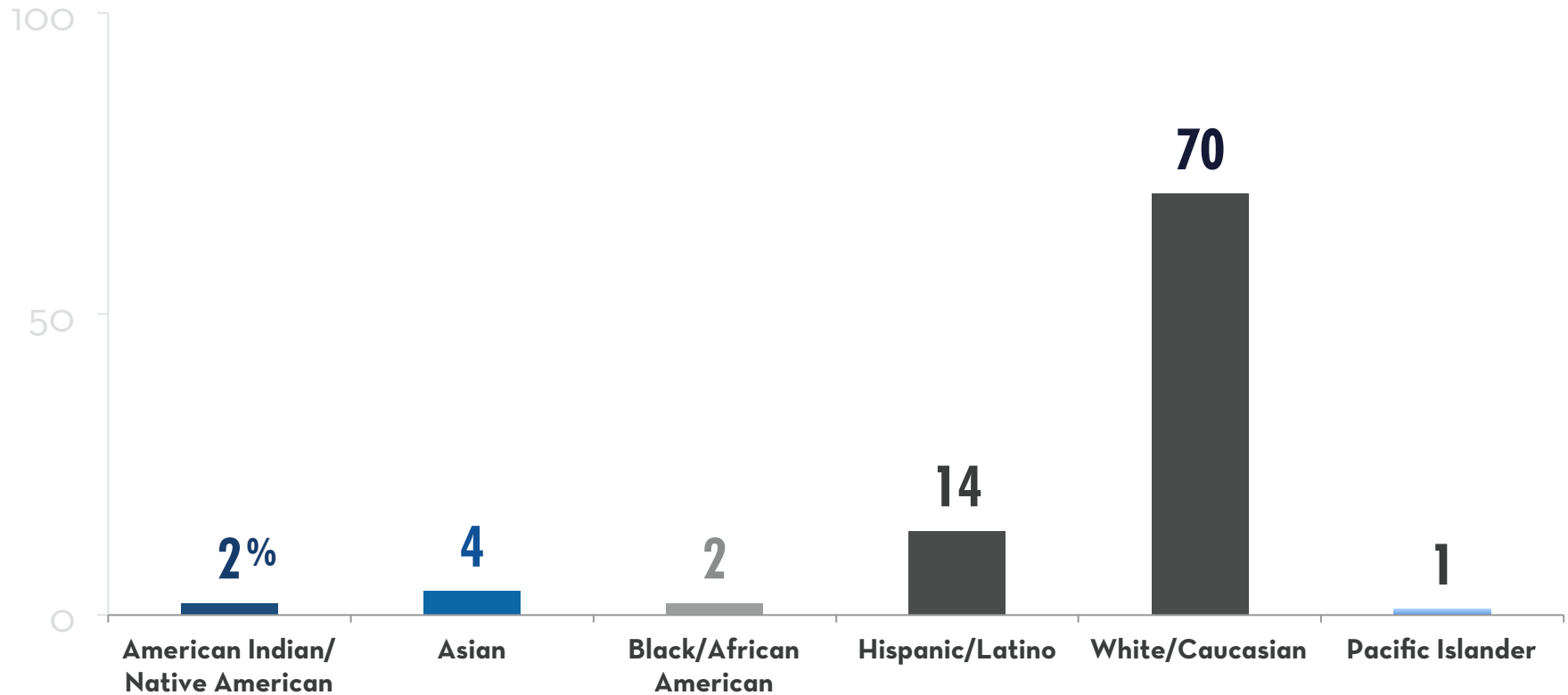
Age and gender demographics are very close to census estimates from 2013.

 **52%** **AGE**  **48%**



# RESPONDENT DEMOGRAPHIC COMPOSITION

We received low response rates among minorities, especially Hispanics.





# **CITY DIRECTION & PERCEPTIONS**

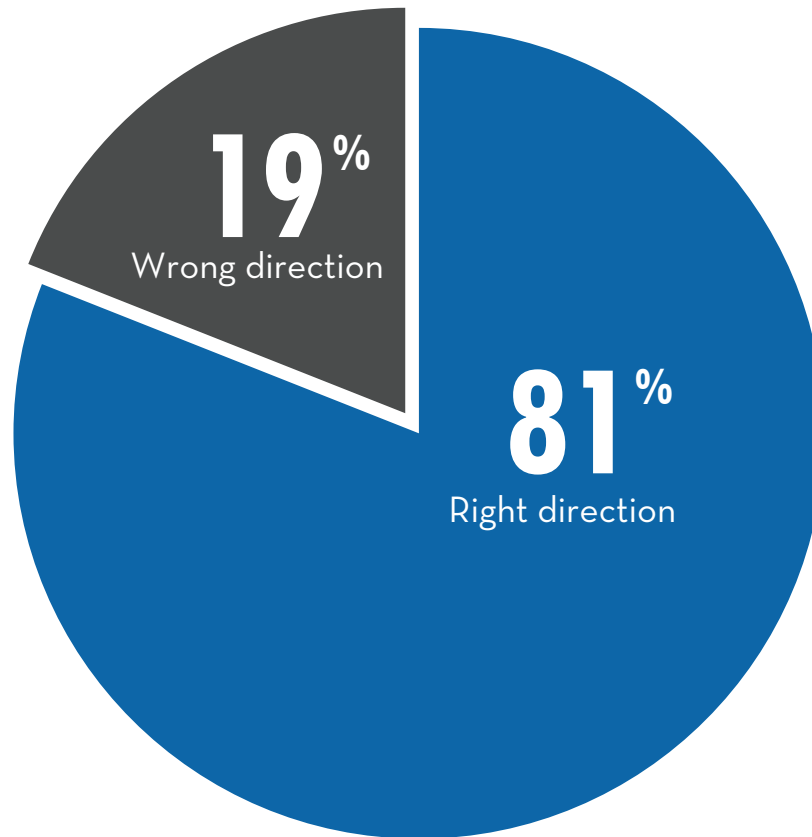
MAJORITY SATISFIED WITH SALT LAKE CITY

# OVERALL CITY DIRECTION

Vast majority of residents believe Salt Lake City is going in the right direction.



Overall, would you say *Salt Lake City is headed in the right direction or the wrong direction?*

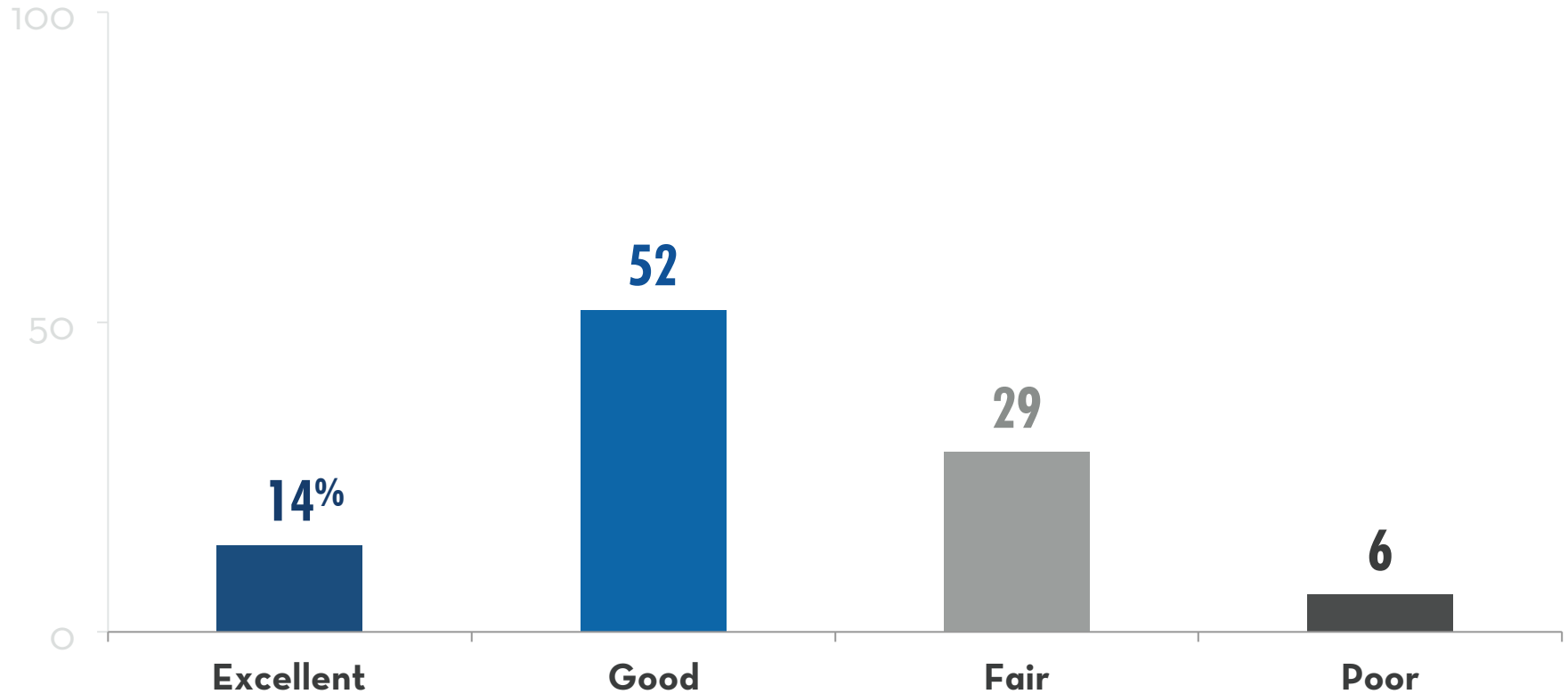


# SERVICES FOR TAX DOLLAR

Majority of residents rate Salt Lake City services as Good or Excellent.



*In general, how do you rate the services you receive from Salt Lake City for your tax dollar?*

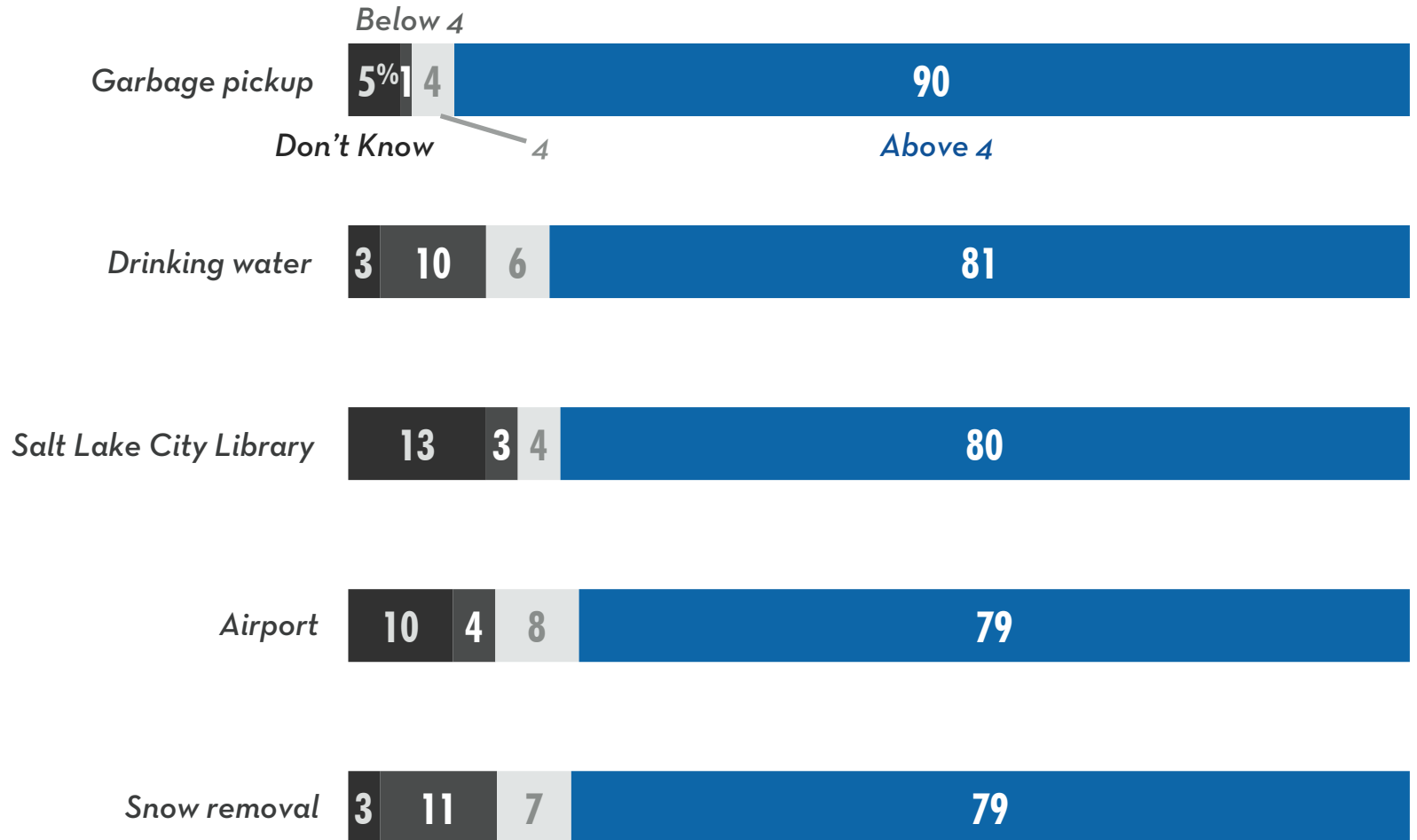


# SALT LAKE CITY SERVICES

We asked residents to evaluate government services in Salt Lake City.



Using a scale of 1-7 with 1 meaning POOR and 7 meaning EXCELLENT, how would you evaluate the following government services in Salt Lake City?

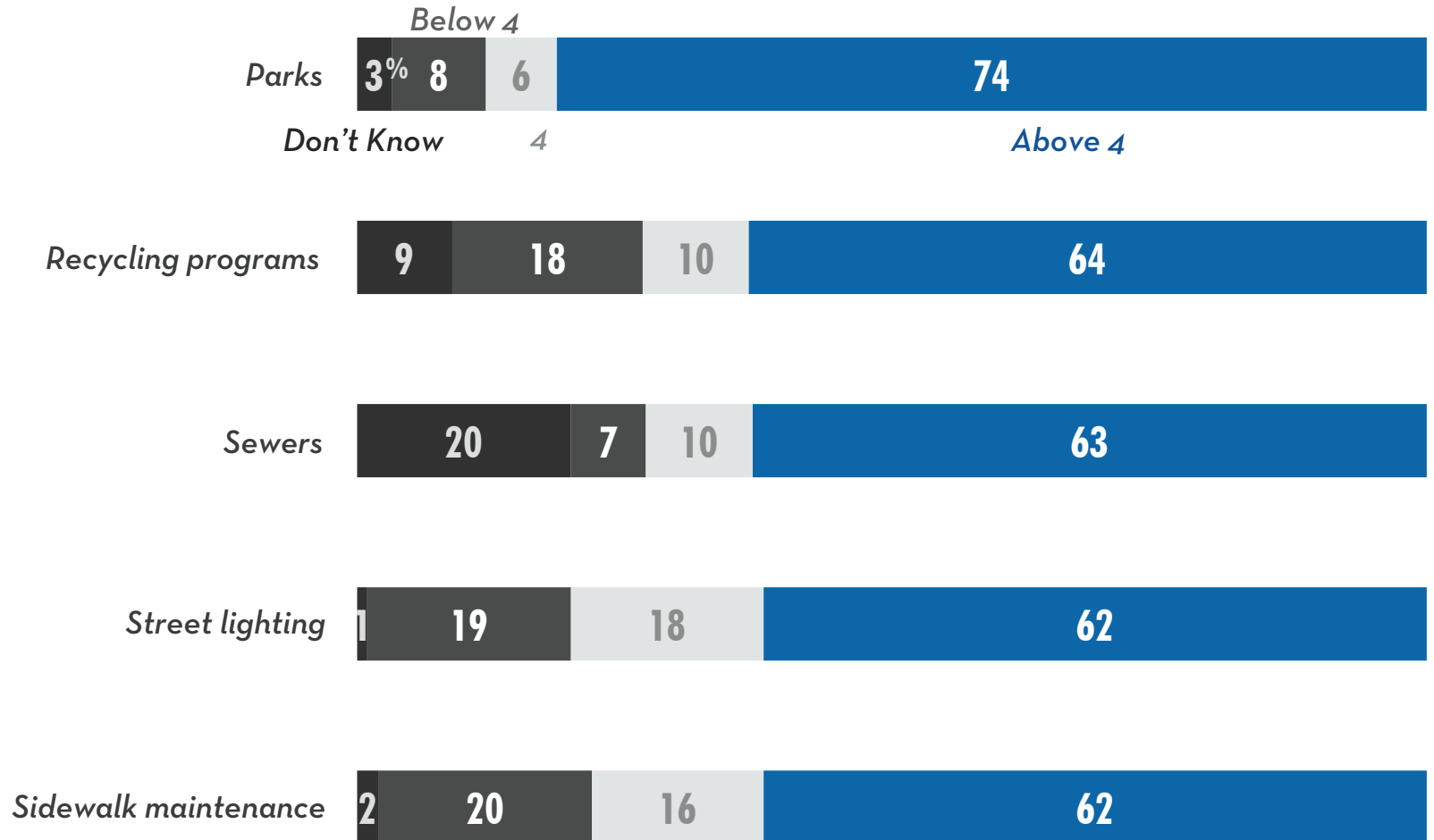


# SALT LAKE CITY SERVICES

We asked residents to evaluate government services in Salt Lake City.



Using a scale of 1-7 with 1 meaning POOR and 7 meaning EXCELLENT, how would you evaluate the following government services in Salt Lake City?

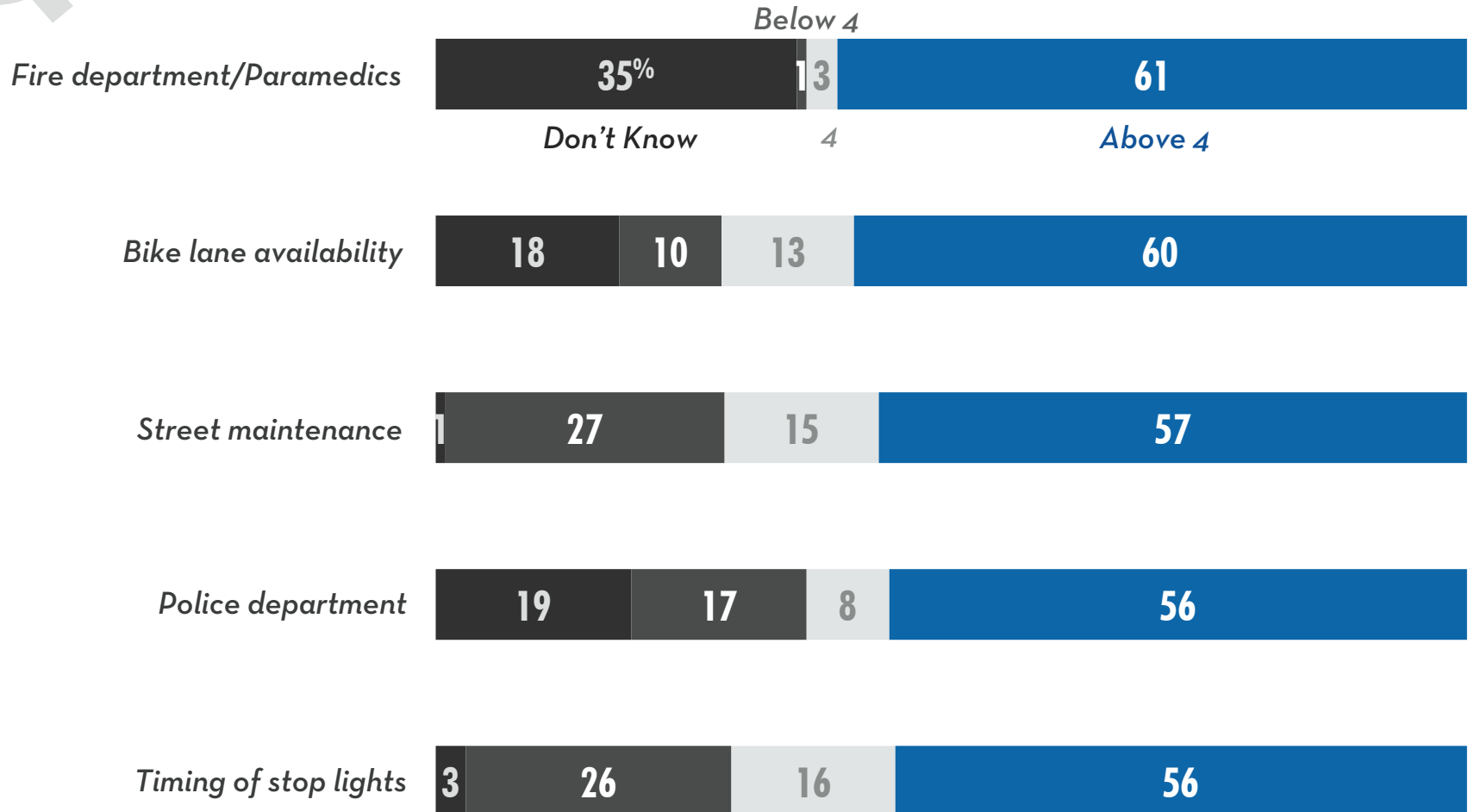


# SALT LAKE CITY SERVICES

We asked residents to evaluate government services in Salt Lake City.



Using a scale of 1-7 with 1 meaning POOR and 7 meaning EXCELLENT, how would you evaluate the following government services in Salt Lake City?

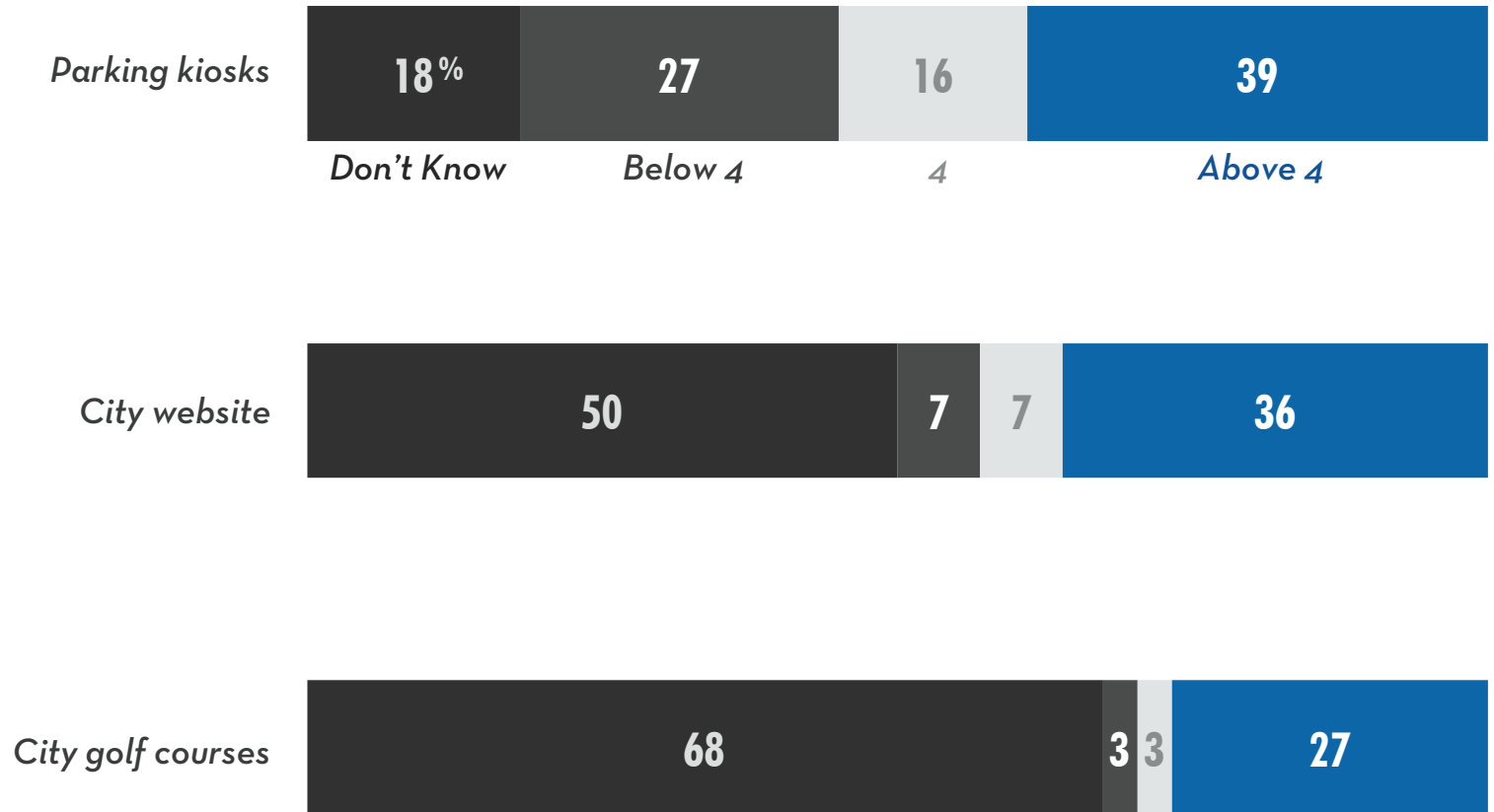


# SALT LAKE CITY SERVICES

We asked residents to evaluate government services in Salt Lake City.



Using a scale of 1-7 with 1 meaning *POOR* and 7 meaning *EXCELLENT*, *how would you evaluate the following government services in Salt Lake City?*



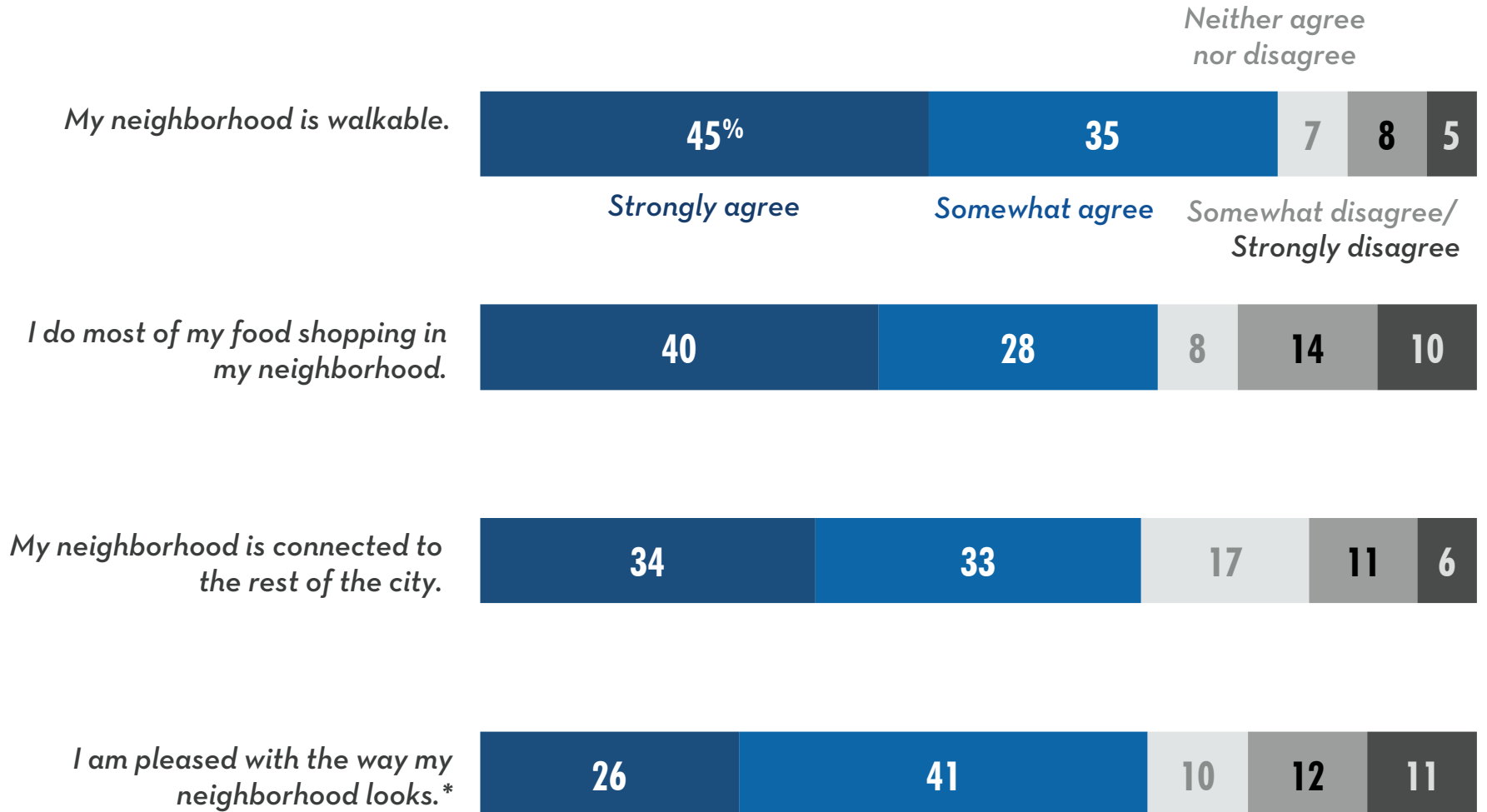
# **SALT LAKE CITY NEIGHBORHOODS**

SATISFACTION & PERCEPTIONS



# SALT LAKE CITY NEIGHBORHOODS

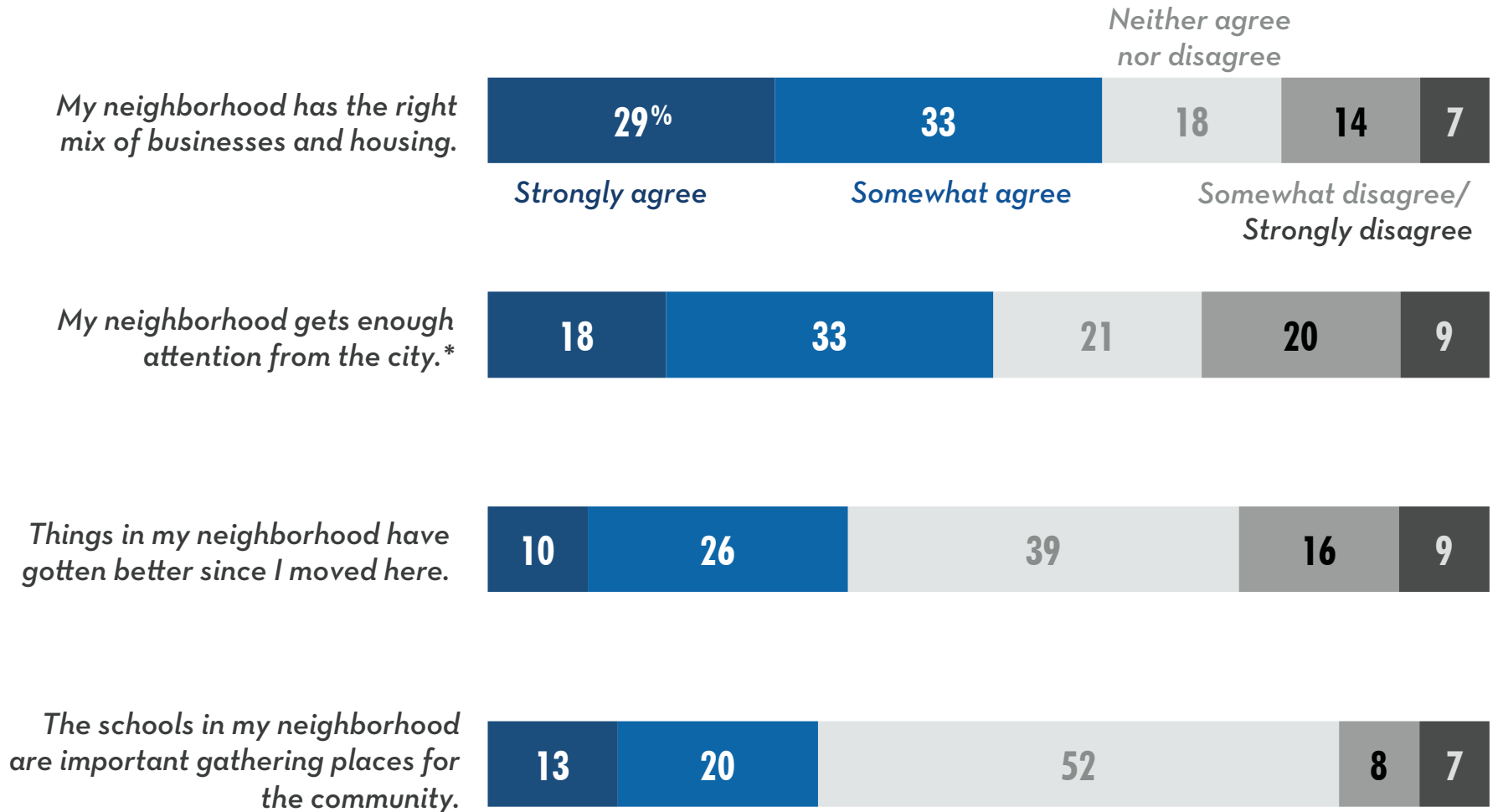
We asked residents if they agreed or disagreed with statements about their neighborhoods.



\* Phone results differ beyond MoE.

# SALT LAKE CITY NEIGHBORHOODS

We asked residents if they agreed or disagreed with statements about their neighborhoods.

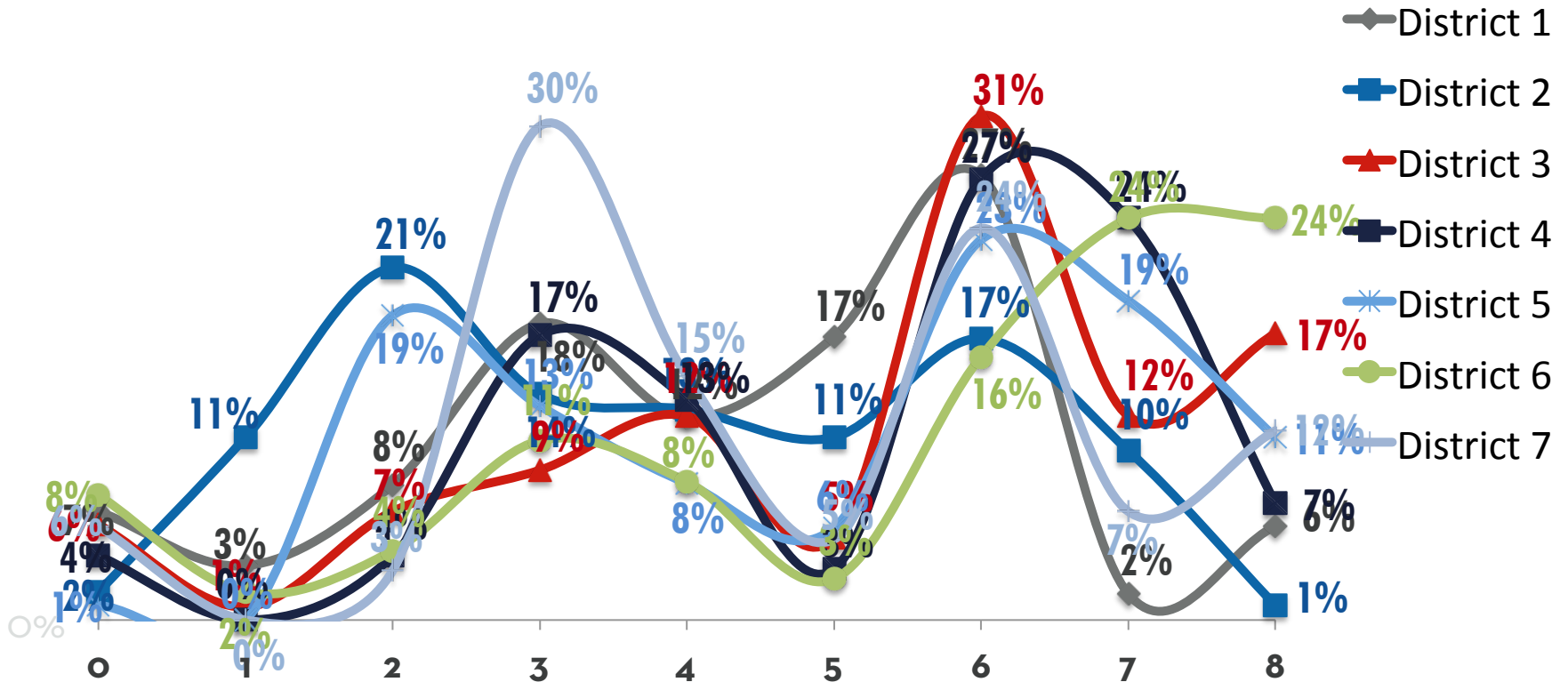


\* Phone results differ beyond MoE.

# SALT LAKE CITY NEIGHBORHOODS

Looking at neighborhood satisfaction by council district reveals interesting trends.

50%

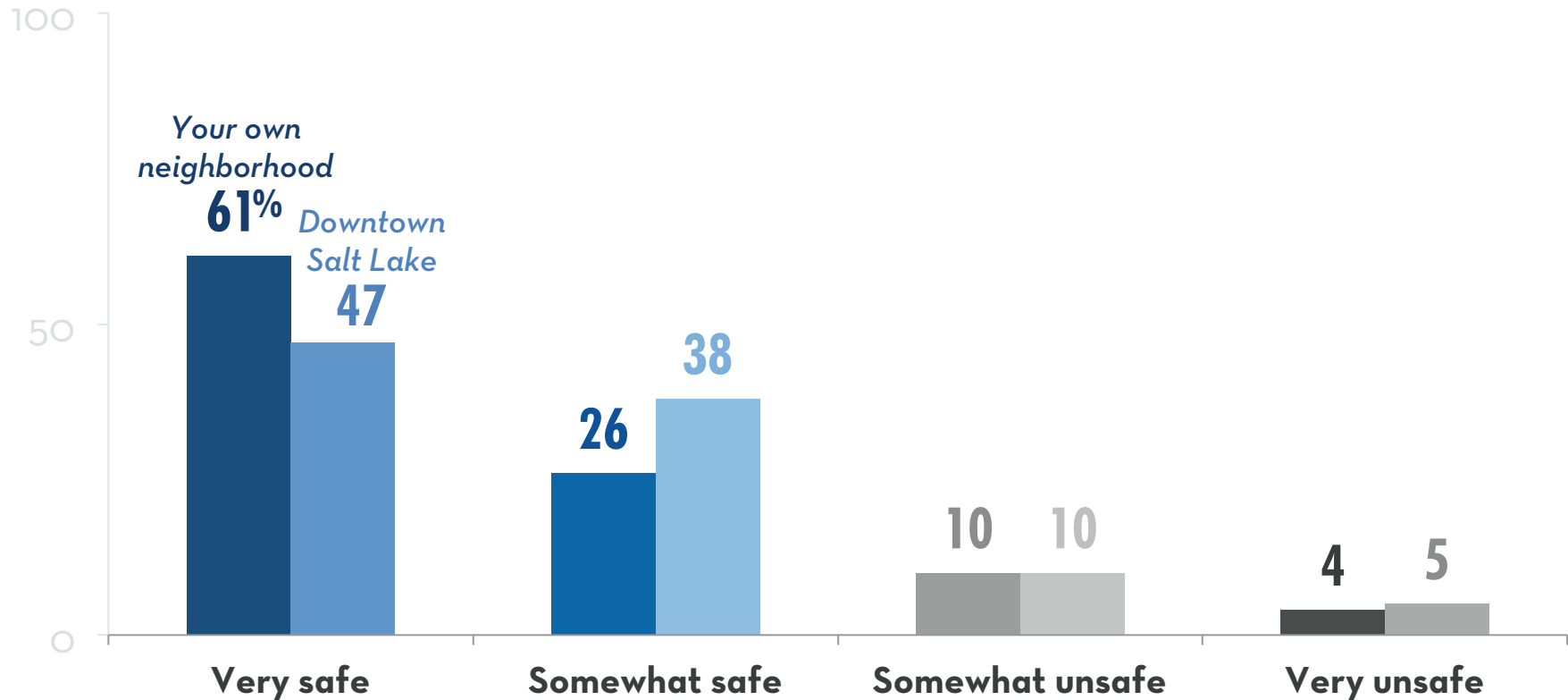


# SALT LAKE CITY NEIGHBORHOODS

The large majority of residents feel very or somewhat safe both in their neighborhoods and in downtown Salt Lake during the day.

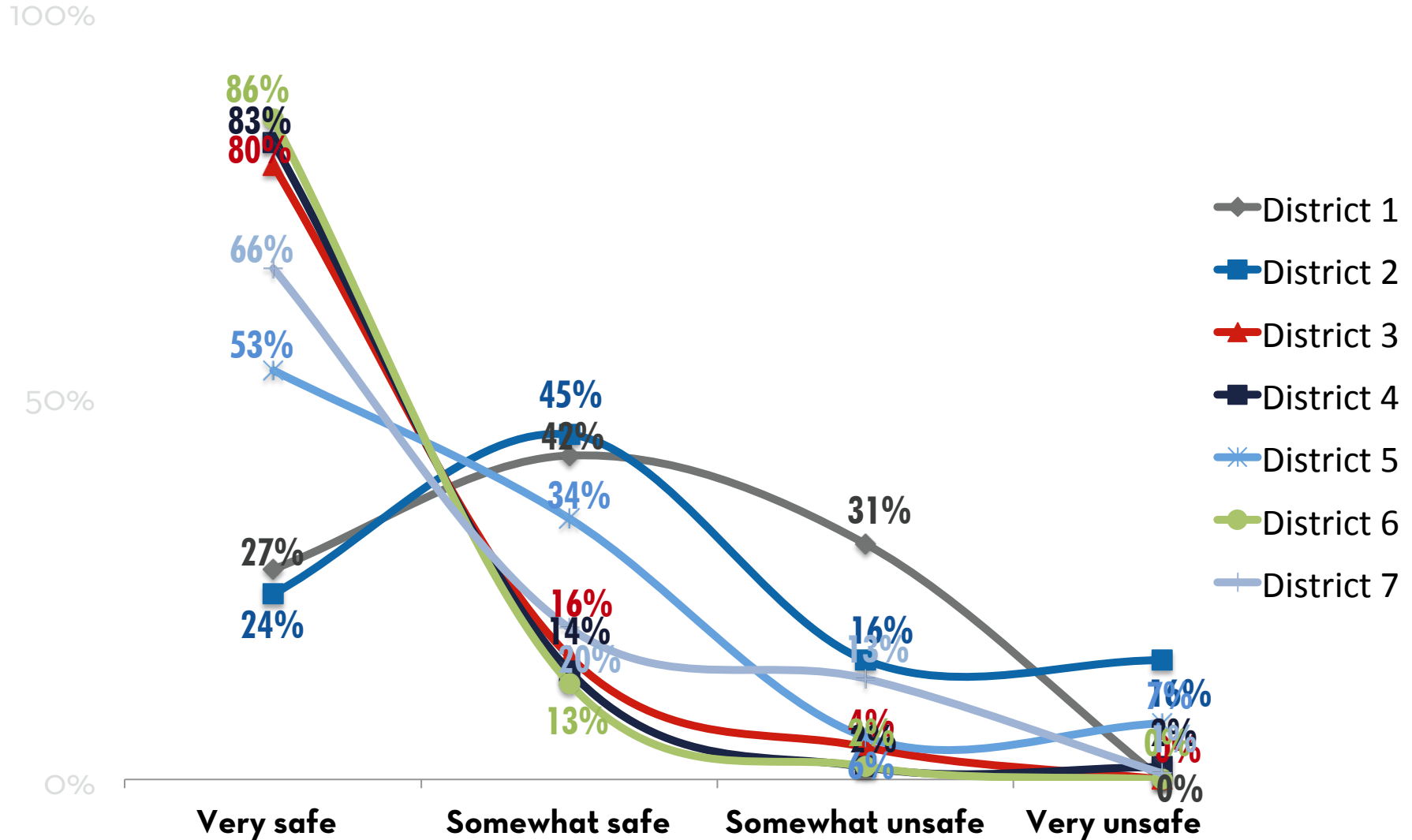


How safe do you feel when walking alone in the following places  
***DURING THE DAY?***



# SALT LAKE CITY NEIGHBORHOODS

How safe residents feel in their neighborhoods during the day also varies by council district.

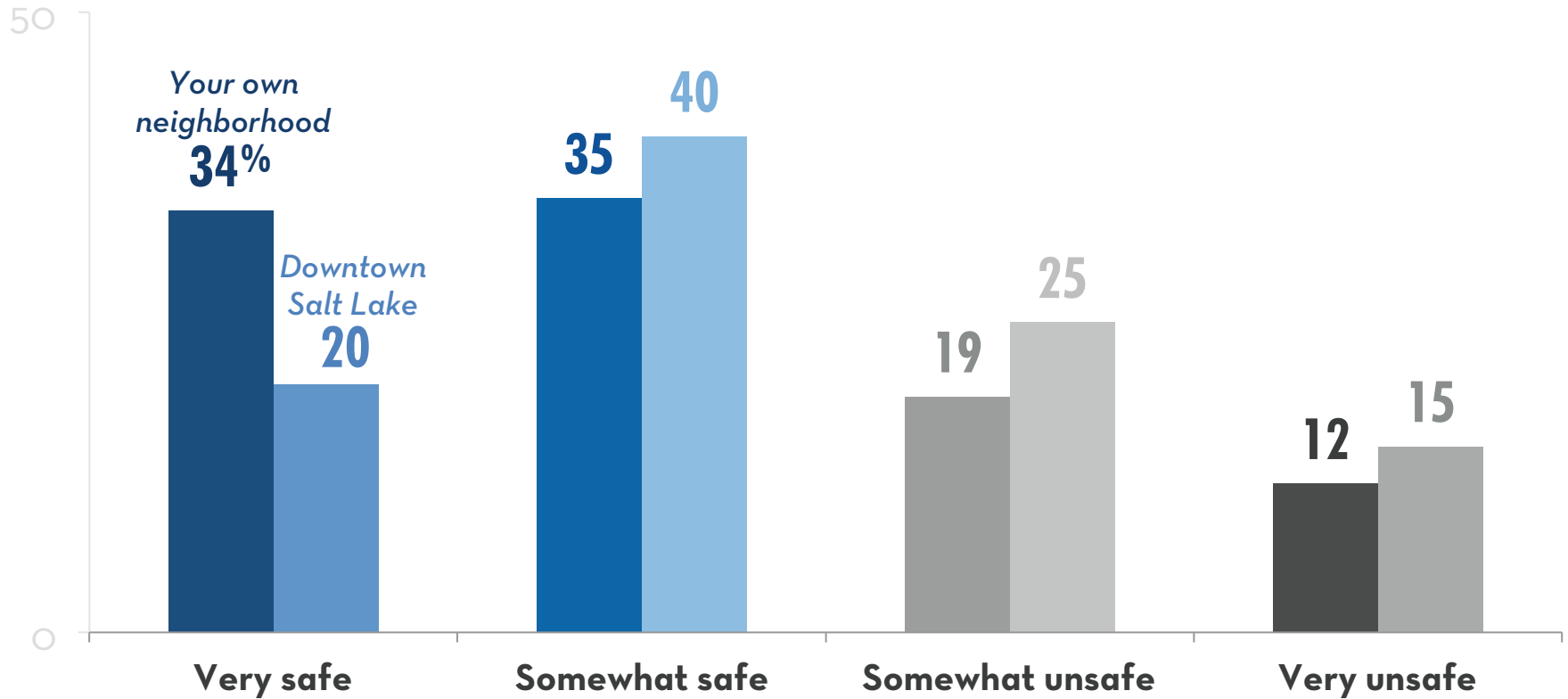


# SALT LAKE CITY NEIGHBORHOODS

Residents feel significantly less safe in their neighborhoods and downtown at night.

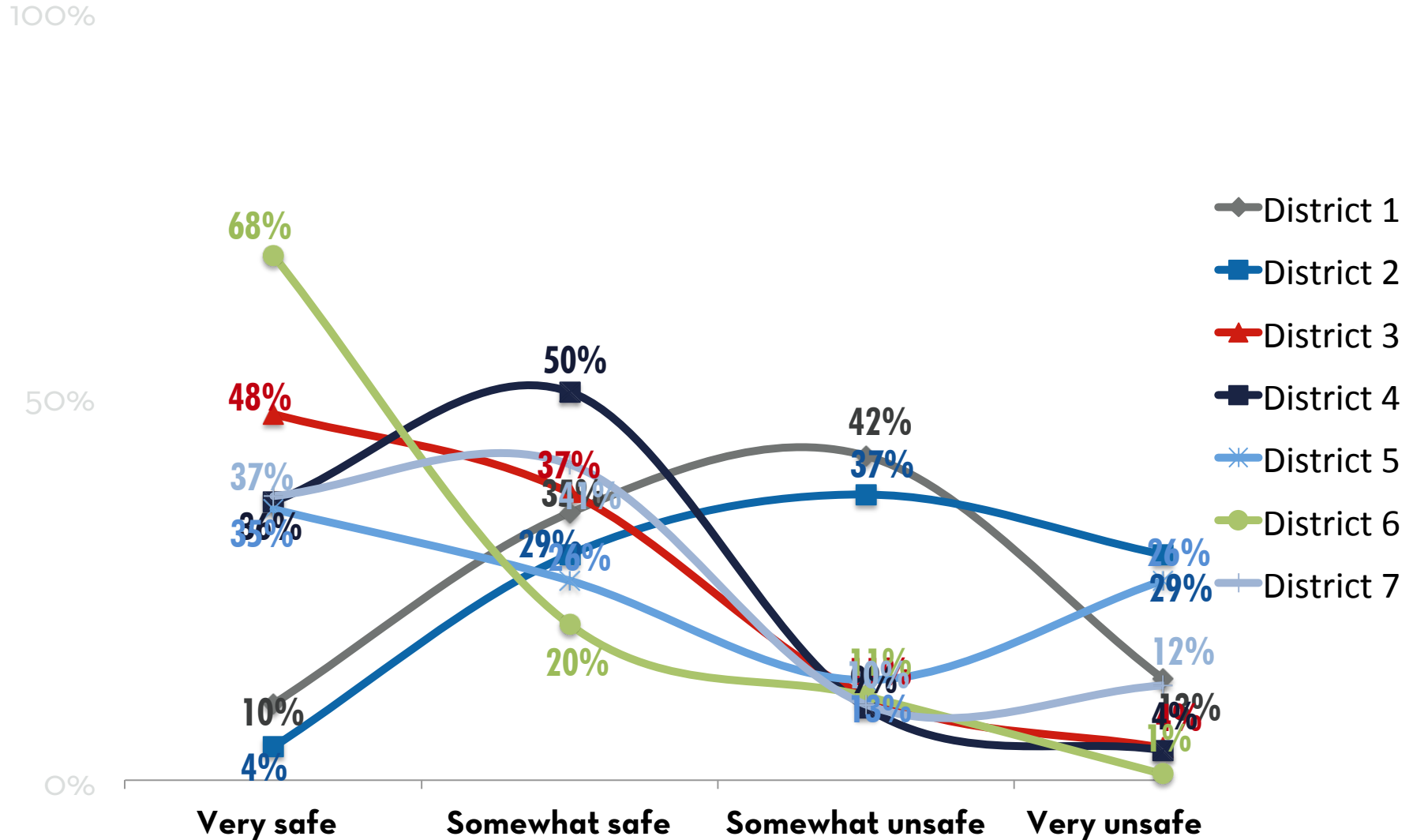


How safe do you feel when walking alone in the following places  
***DURING THE NIGHT?***



# SALT LAKE CITY NEIGHBORHOODS

There are stark differences in how safe residents feel in their neighborhoods at night.



# **SALT LAKE CITY INITIATIVES**

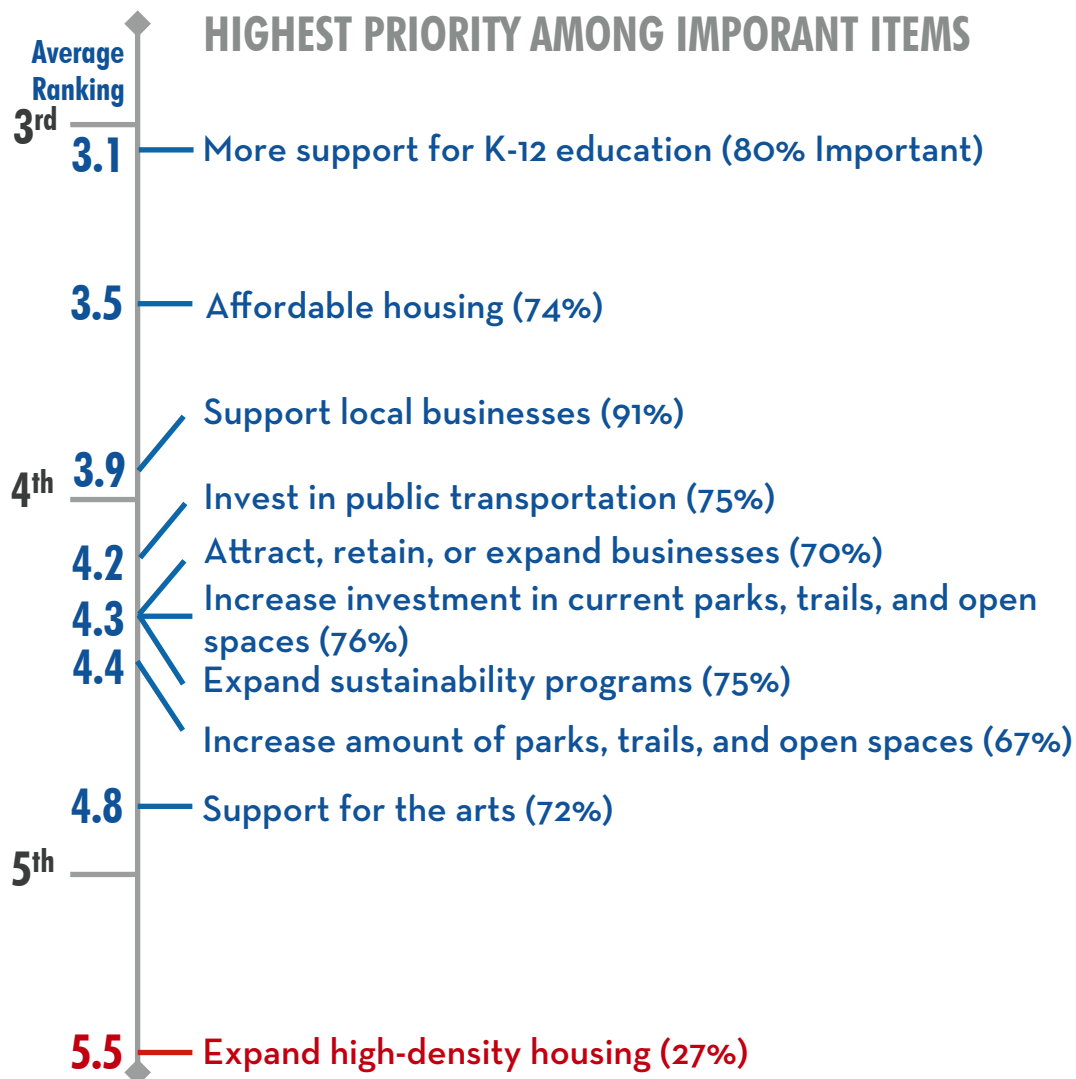
GROWTH & SUSTAINABILITY



# CITY INITIATIVES

In a list of ten possible initiatives, increased support for K-12 education ranked the highest among important items.

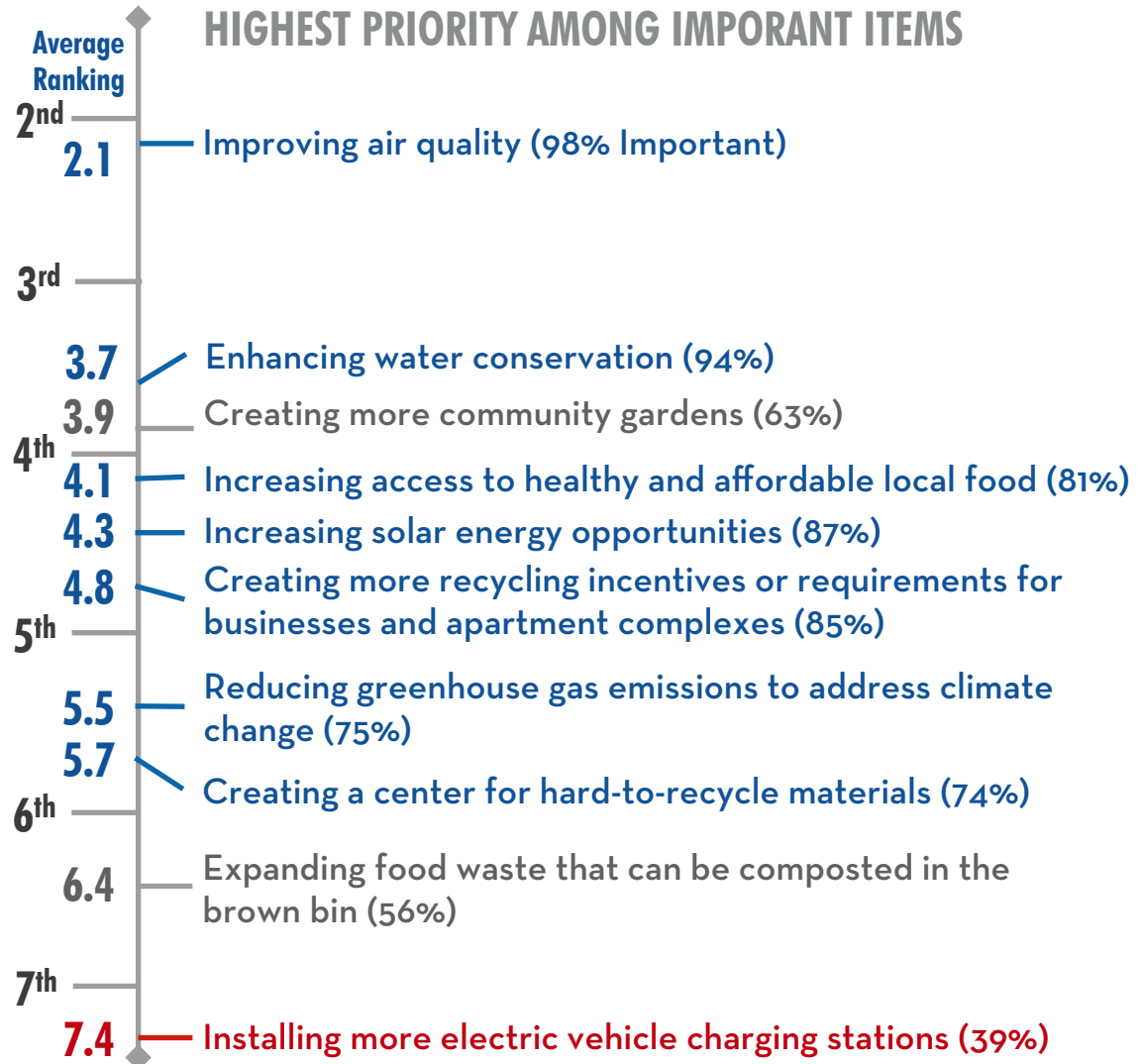
**Q** Below is a list of possible future city initiatives. First, drag and drop each item into the box that best reflects its importance to you. Then, rank the items within each box where the top item is the **HIGHEST PRIORITY** and the bottom item is the **LOWEST PRIORITY**.



# SUSTAINABILITY INITIATIVES

In a list of ten environmental and sustainability initiatives, improving air quality was clearly the highest priority.

**Q** Below is a list of possible city initiatives about sustainability and the environment. First, drag and drop each item into the box that best reflects its importance to you. Then, rank the items within each box where **the top item is the HIGHEST PRIORITY** and the bottom item is the **LOWEST PRIORITY**.



# **PUBLIC TRANSPORTATION**

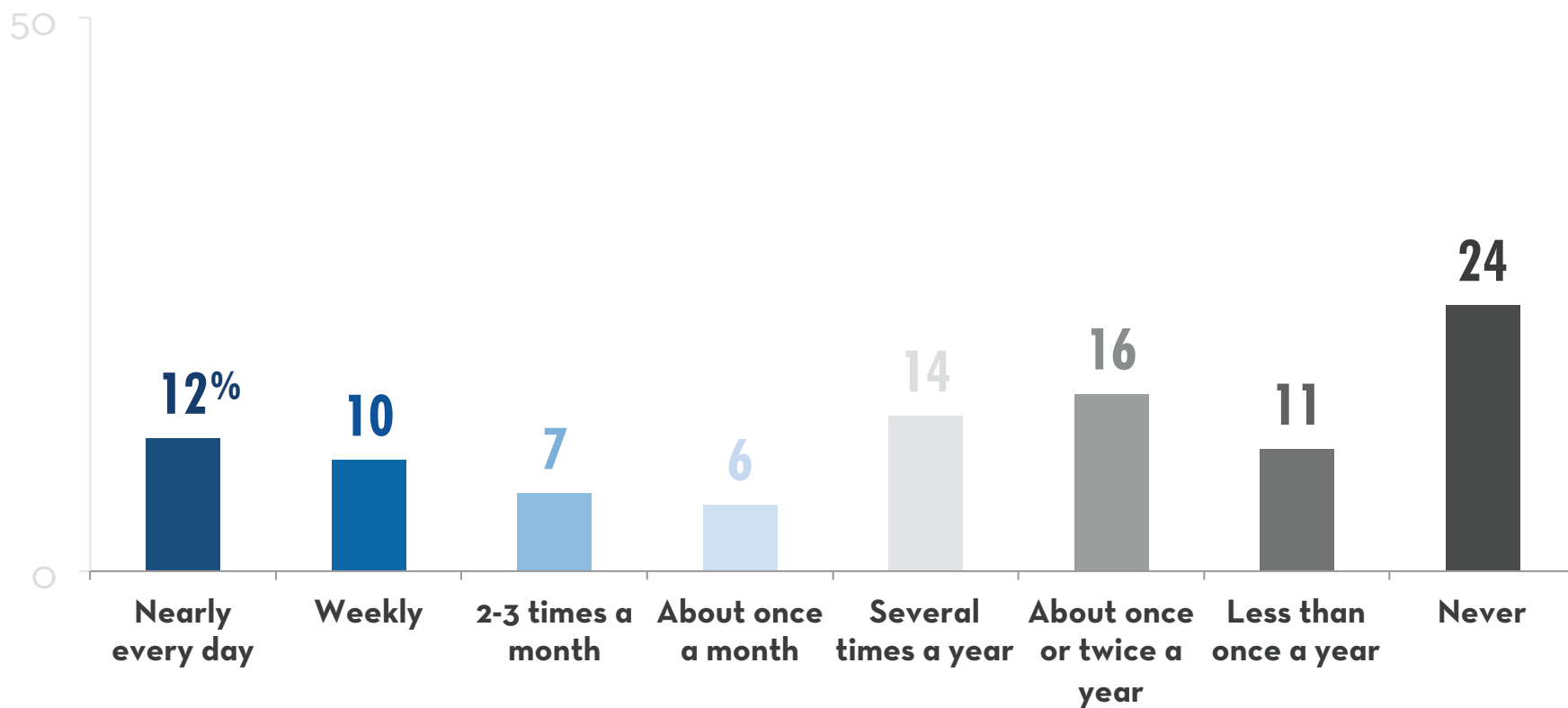
MANY DO NOT USE, BUT HAVE FAVORABLE OPINIONS

# PUBLIC TRANSPORTATION

35% of respondents use public transportation monthly or more often, while nearly a quarter of respondents say they never use public transportation.

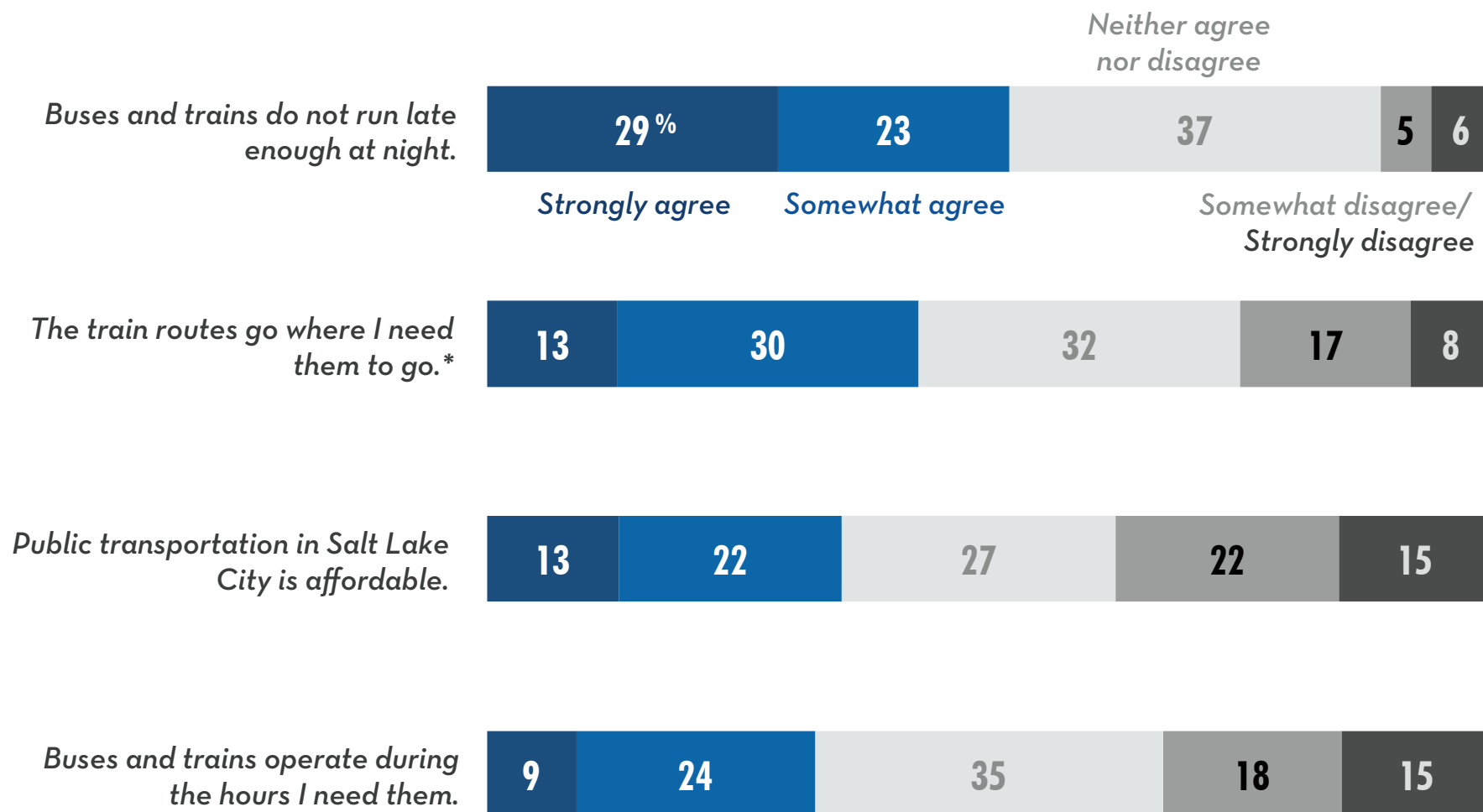


*How often do you take public transportation when traveling around Salt Lake City?*



# PUBLIC TRANSPORTATION

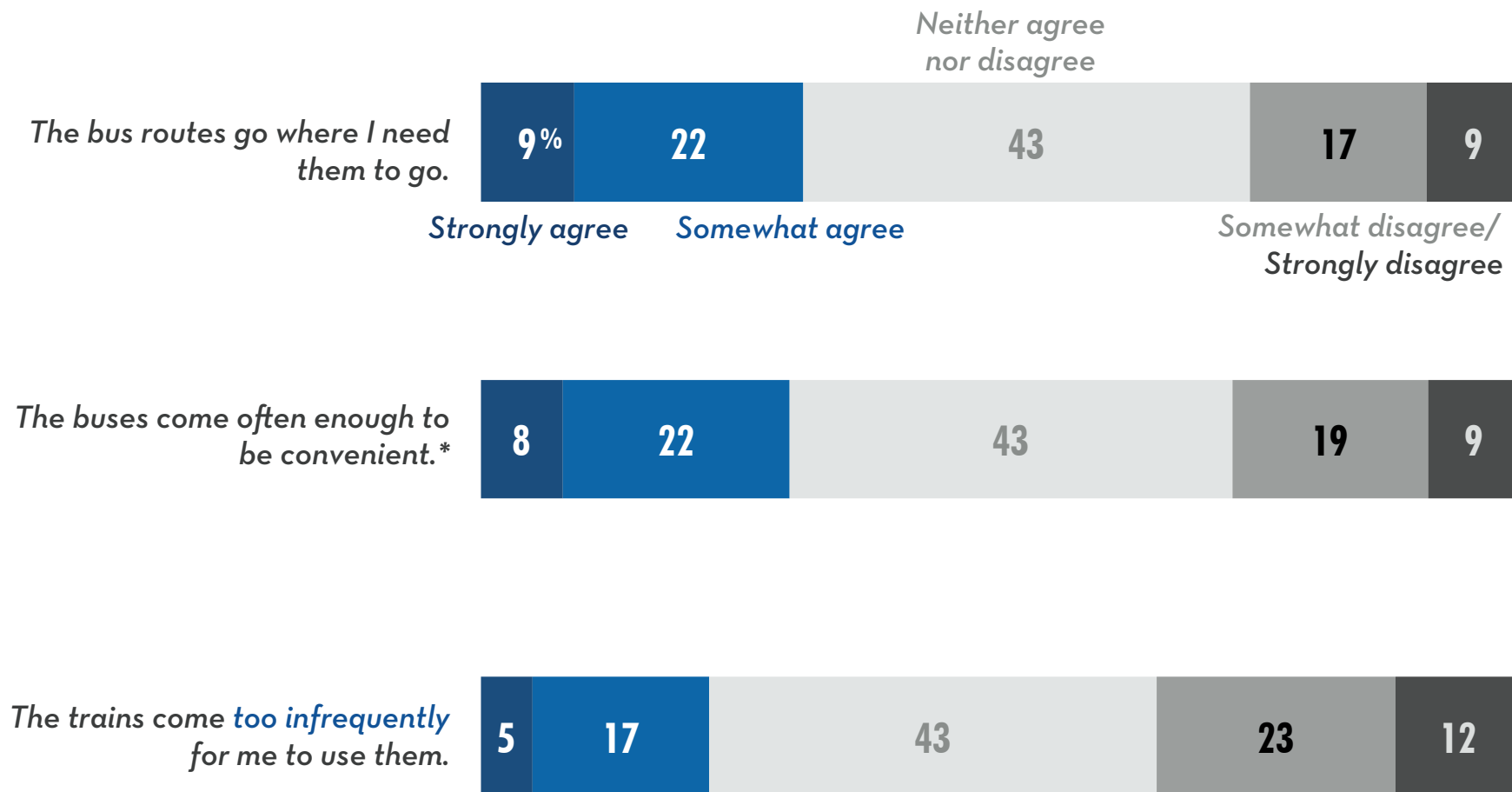
We asked residents if they agreed or disagreed with statements about public transportation in Salt Lake City.



\* Phone results differ beyond MoE.

# PUBLIC TRANSPORTATION

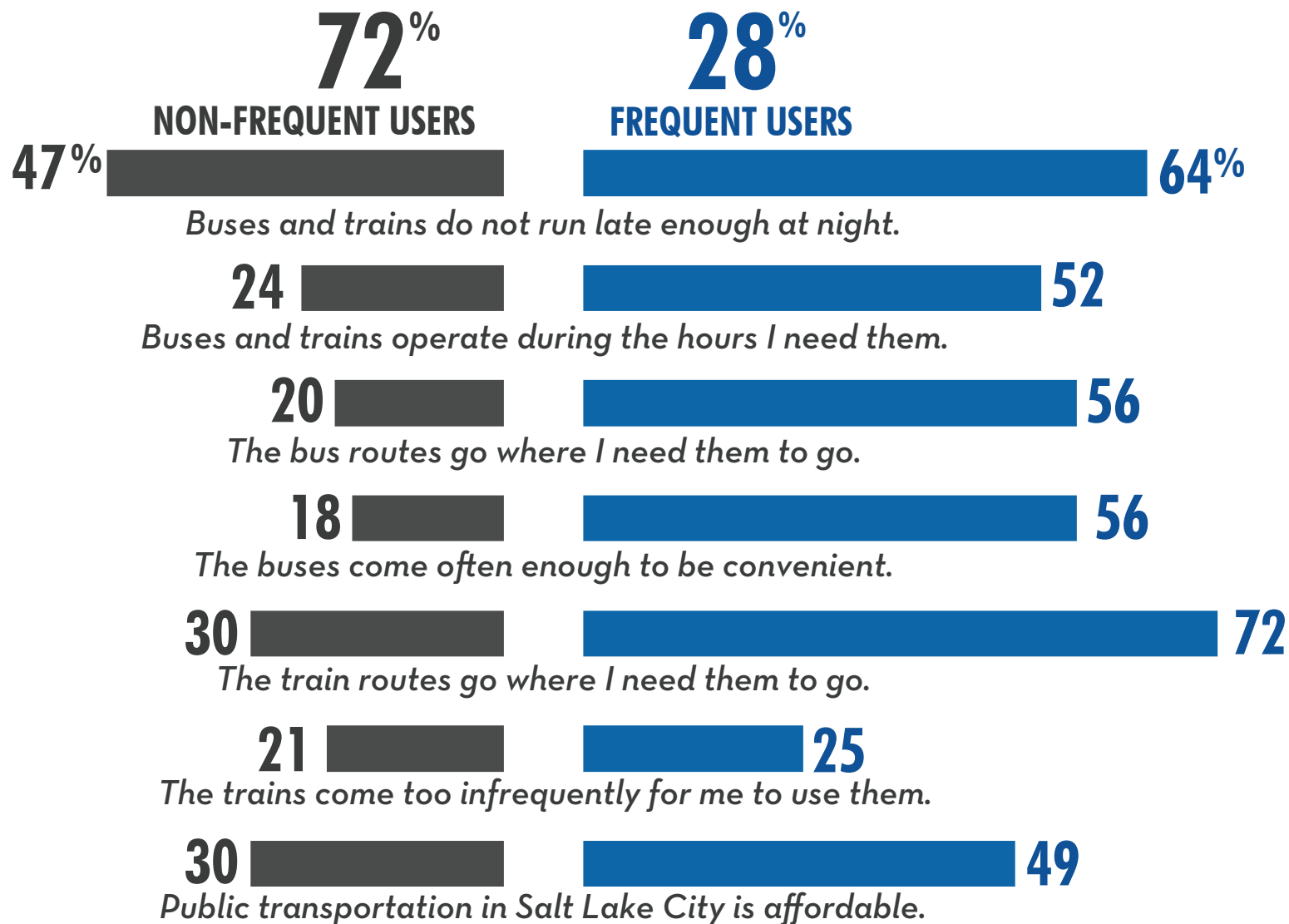
We asked residents if they agreed or disagreed with statements about public transportation in Salt Lake City.



\* Phone results differ beyond MoE.

# PUBLIC TRANSPORTATION

Satisfaction varies from frequent (2-3 times per month or more often) to non-frequent users.



# **CITY ACTIVITIES**

CITIZEN USE & PARTICIPATION



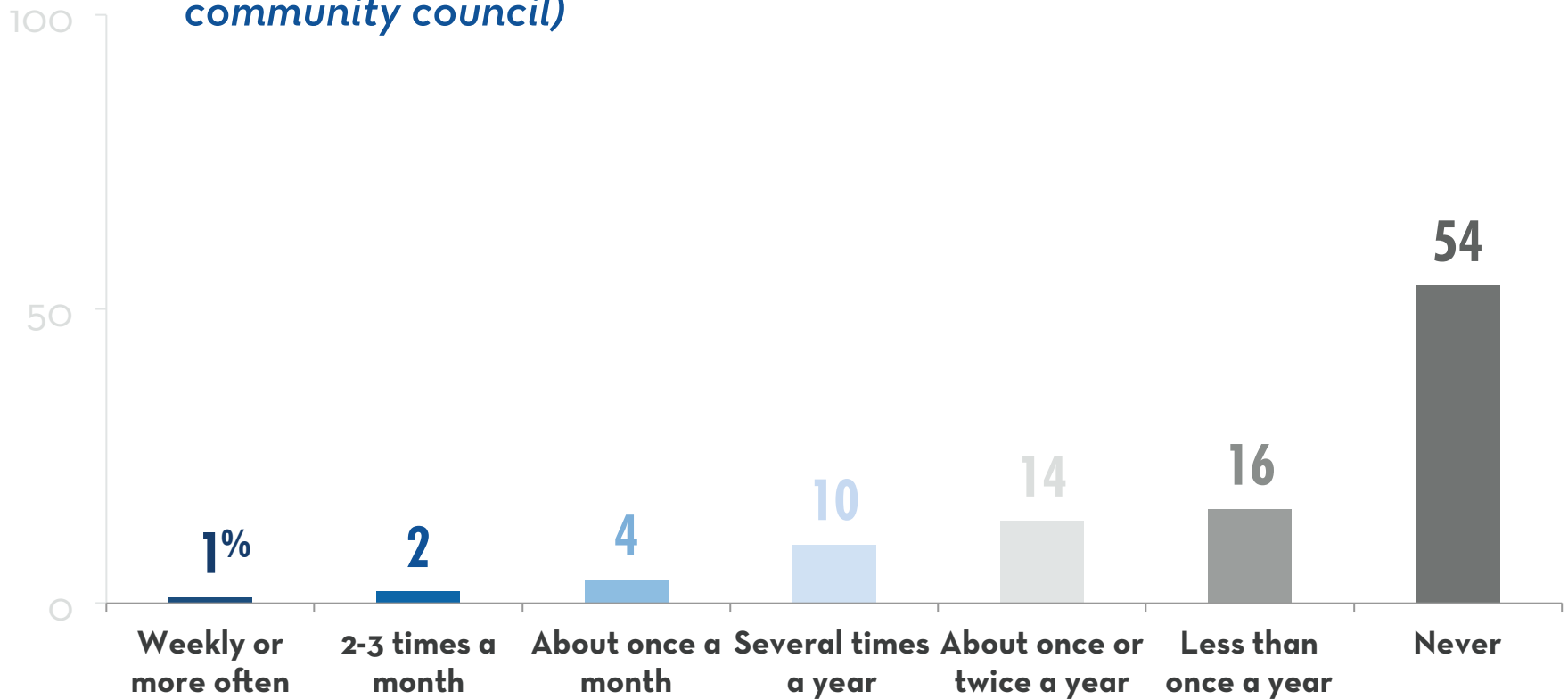
# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



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

*Participated in a public meeting or open house (e.g. city or community council)*



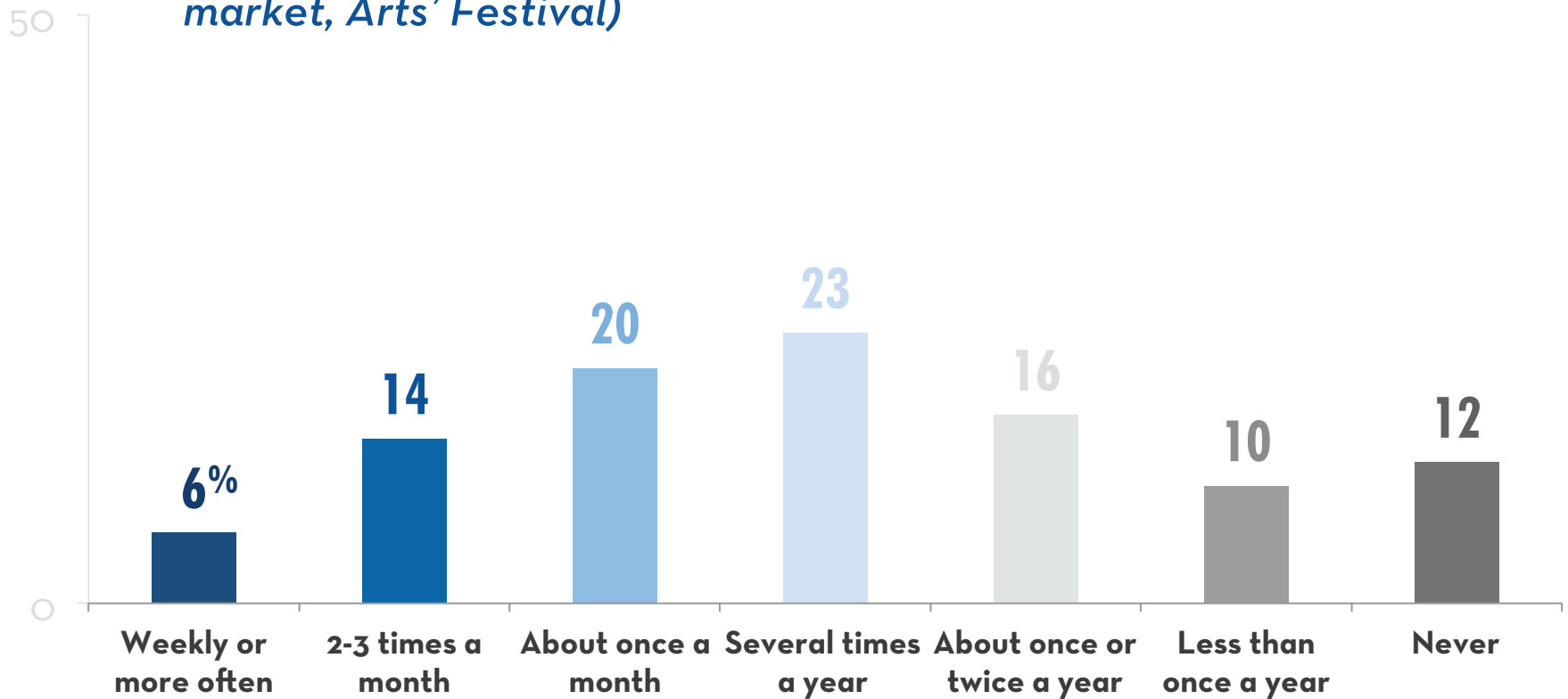
# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



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

*Attended a cultural even such as a festival or fair (e.g. Farmer's market, Arts' Festival)*

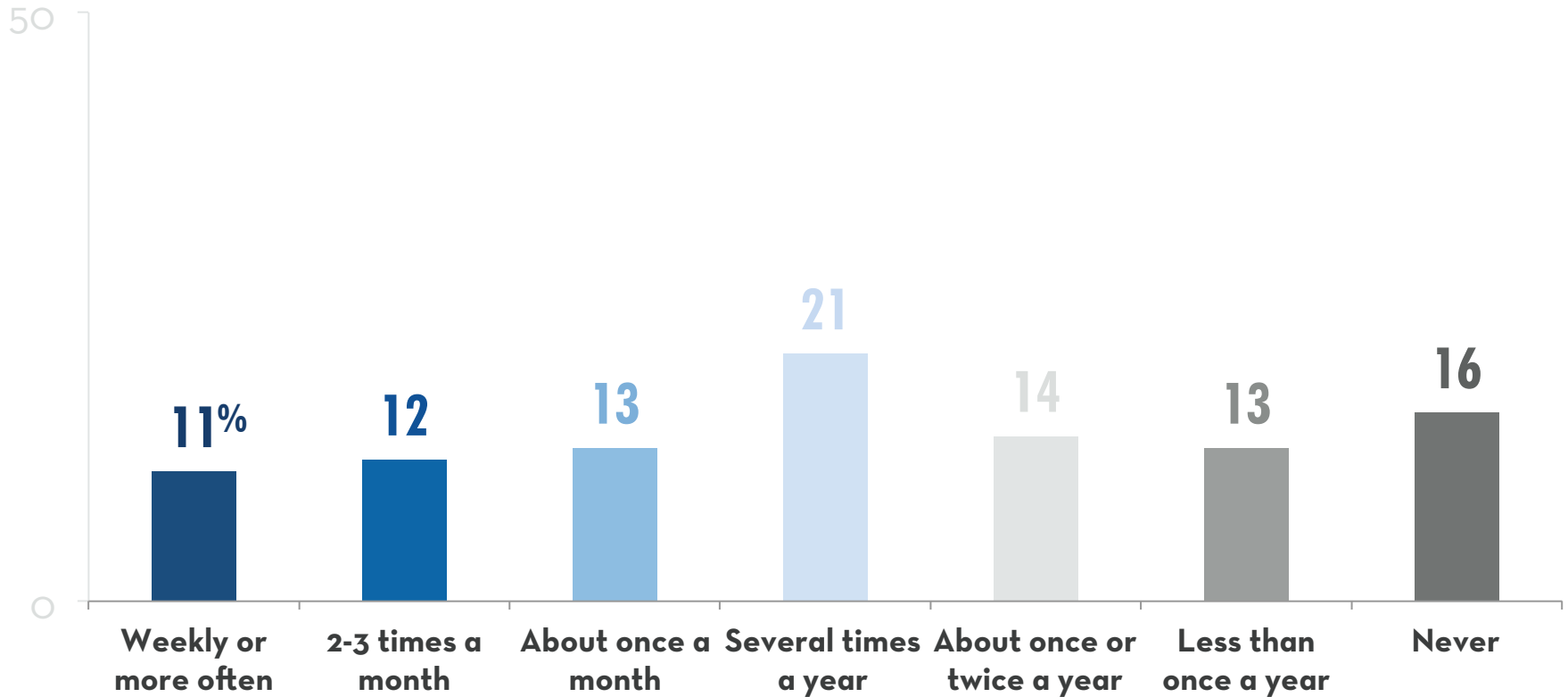


# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



*Within the last 12 months, approximately how many times have you done the following in Salt Lake City?*  
***Used a public library***

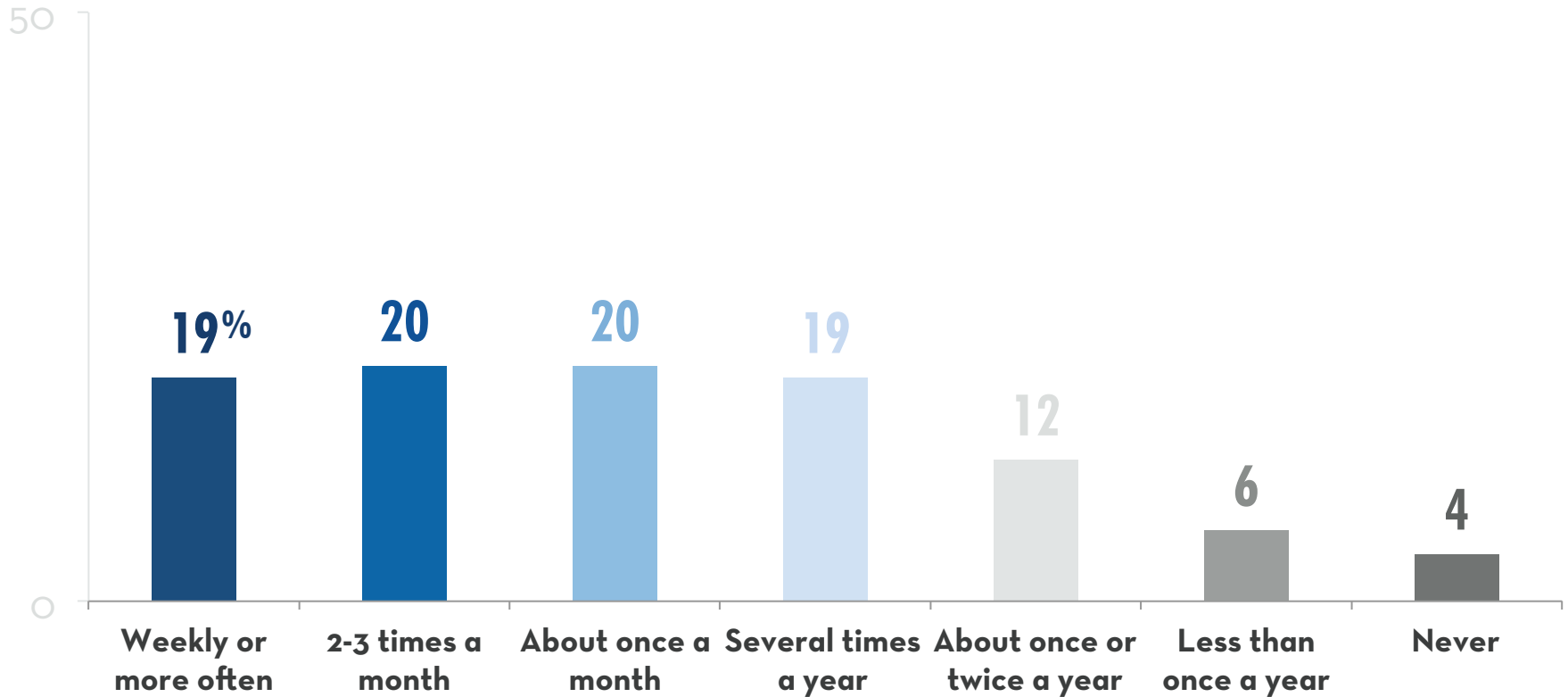


# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



*Within the last 12 months, approximately how many times have you done the following in Salt Lake City?*  
***Shopped in the downtown area\****



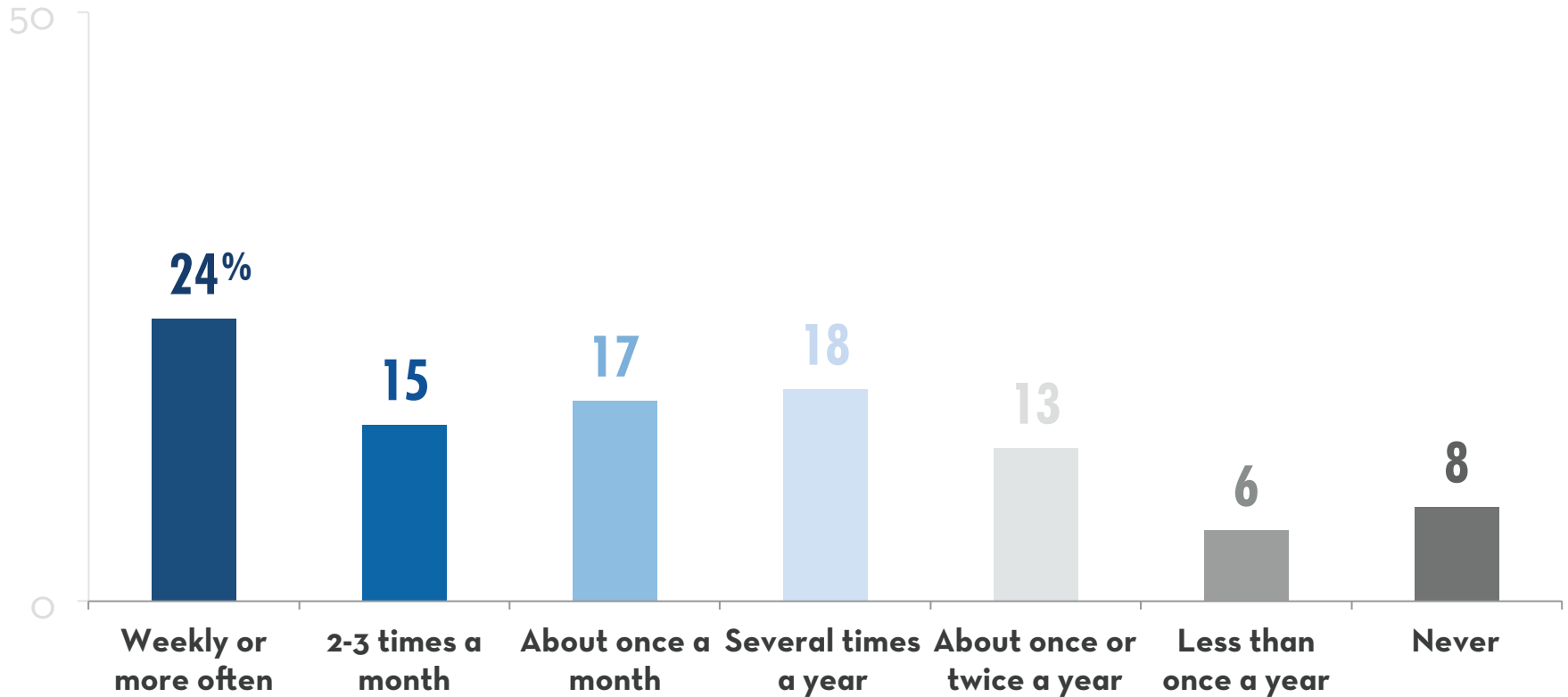
\* Phone results differ beyond MoE.

# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



*Within the last 12 months, approximately how many times have you done the following in Salt Lake City?*  
***Shopped in the Sugarhouse area***

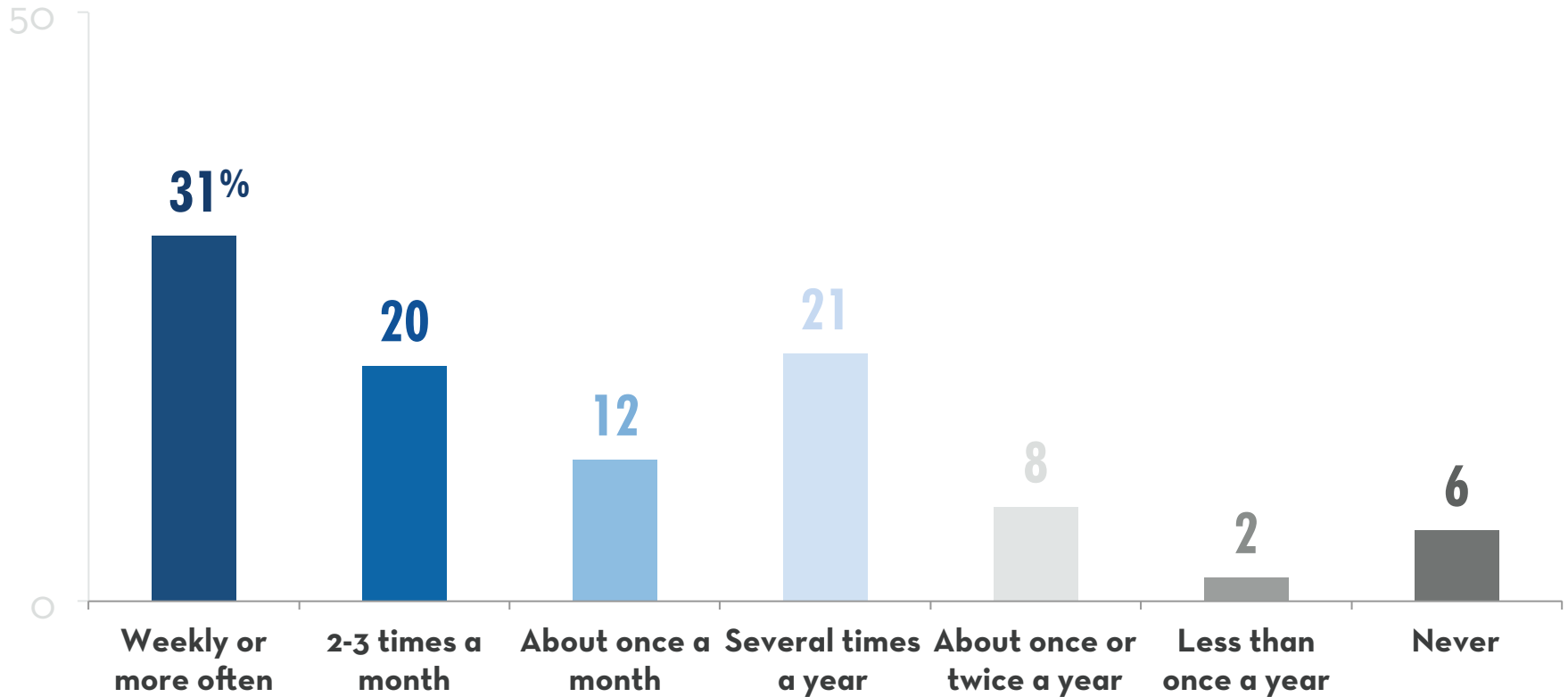


# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



*Within the last 12 months, approximately how many times have you done the following in Salt Lake City?*  
**Visited a city park or natural lands**



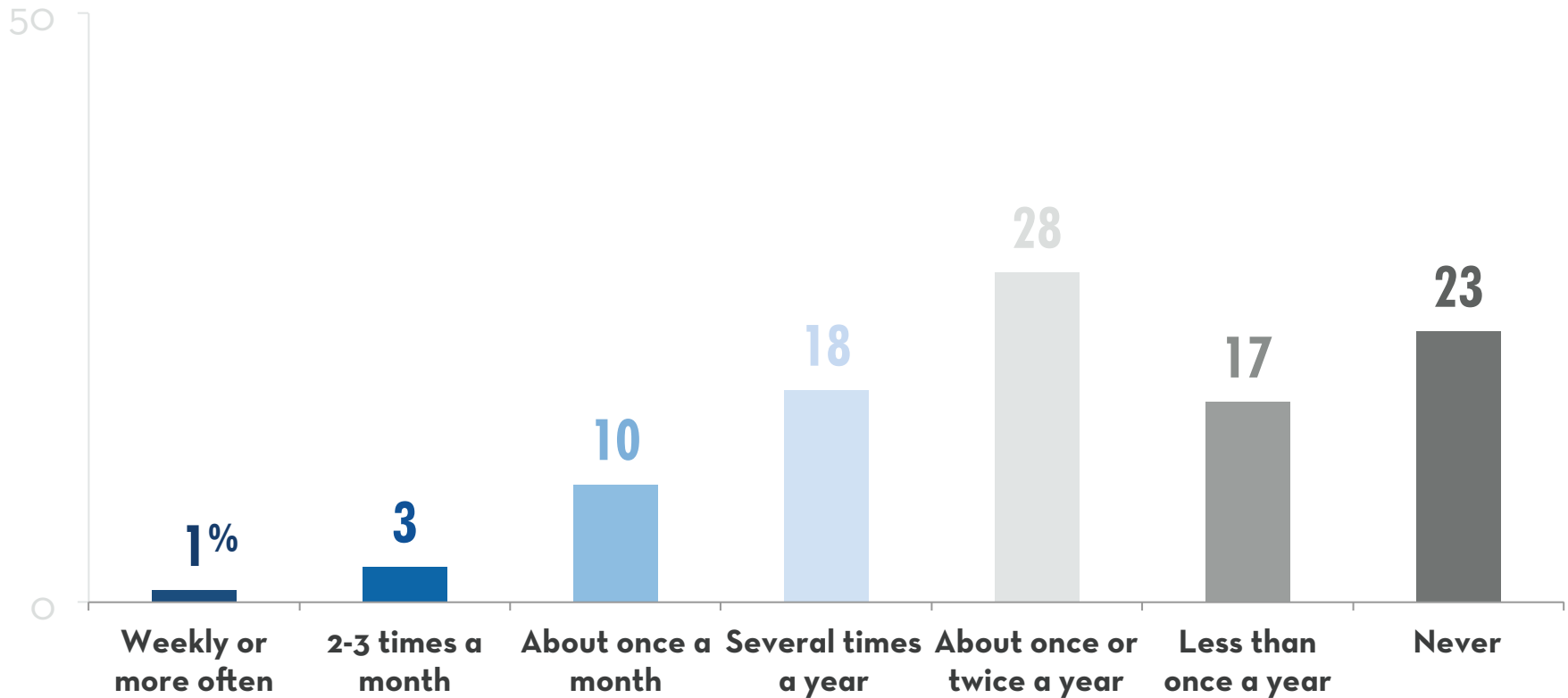
# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



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

*Visited a museum, the Leonardo, or the planetarium in the city*

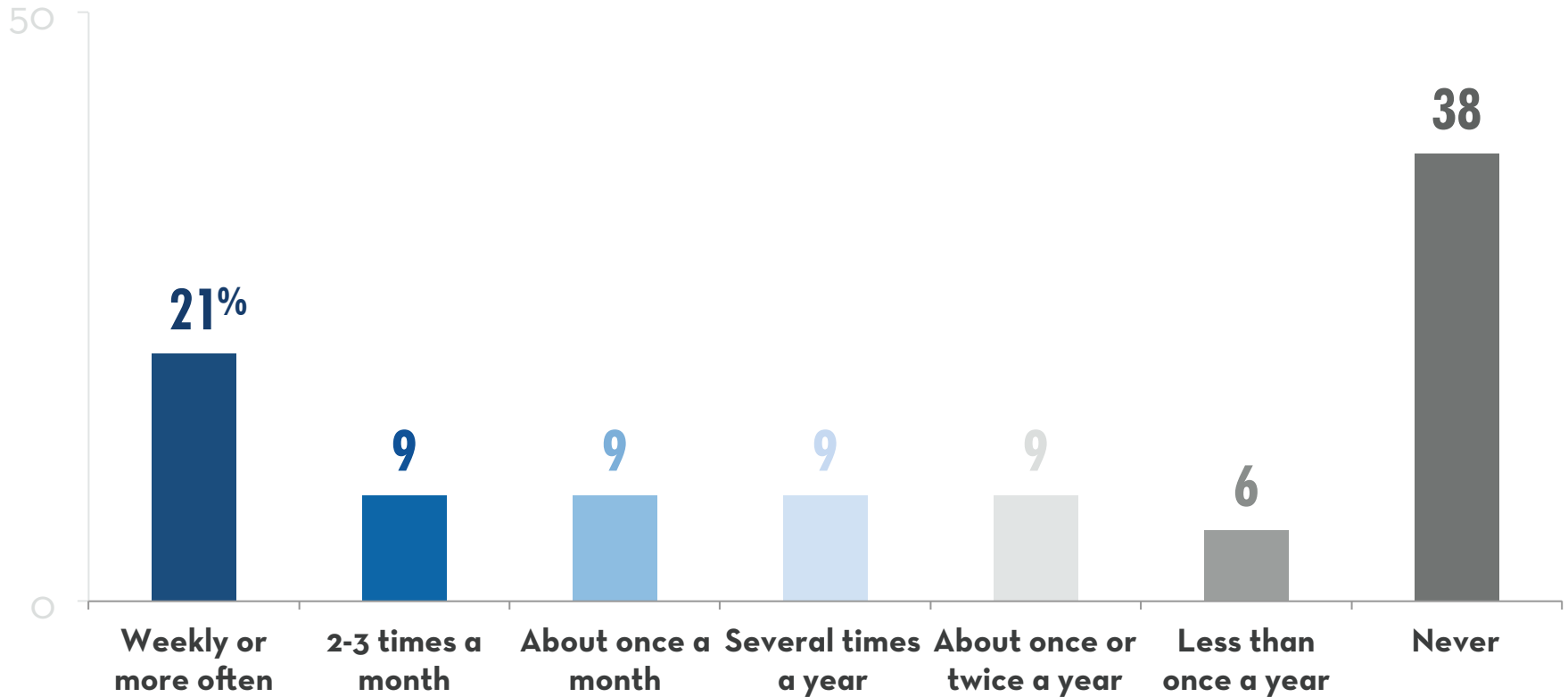


# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



*Within the last 12 months, approximately how many times have you done the following in Salt Lake City?*  
**Used a bike lane or trail\***



\* Phone results differ beyond MoE.

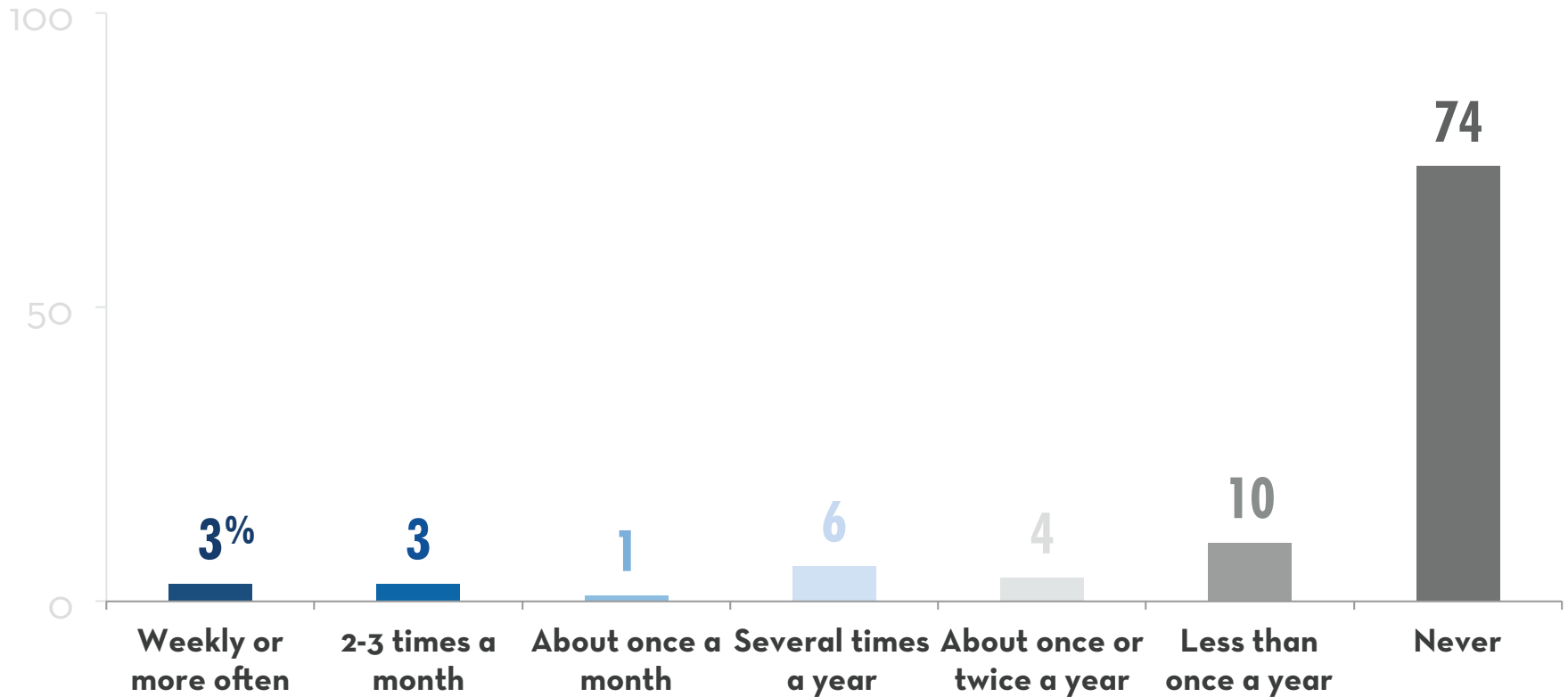


# SALT LAKE CITY ACTIVITIES

We asked residents how many times in the past year they have done the following things in Salt Lake City.



*Within the last 12 months, approximately how many times have you done the following in Salt Lake City?*  
***Used a city golf course***

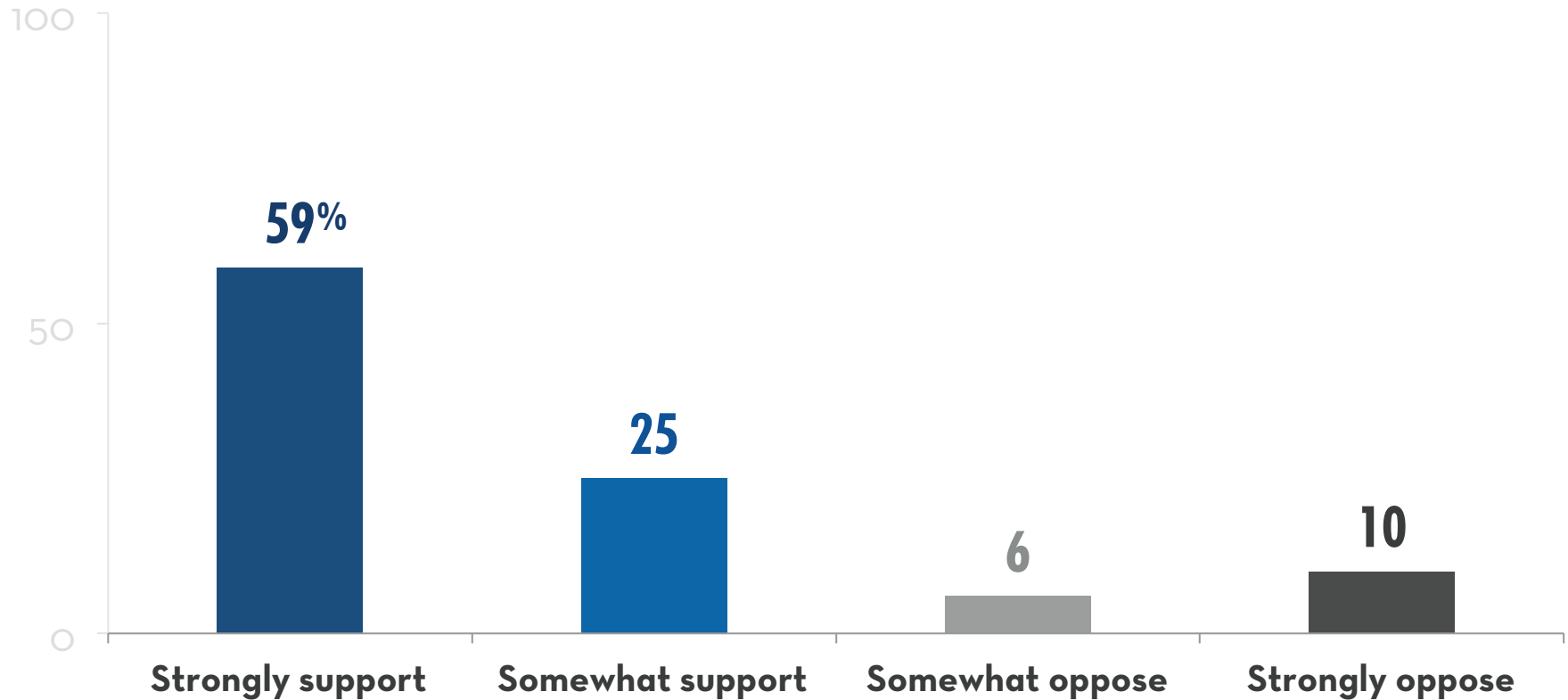


# CAMPAIGN CONTRIBUTION LIMITS

A vast majority of residents support limiting individual contributions to Salt Lake City government campaigns.



Do you support or oppose a city ordinance that would **limit total contributions from individuals to campaigns** for political offices in Salt Lake City government to **\$500 per election**?



# **CITY STAFF**

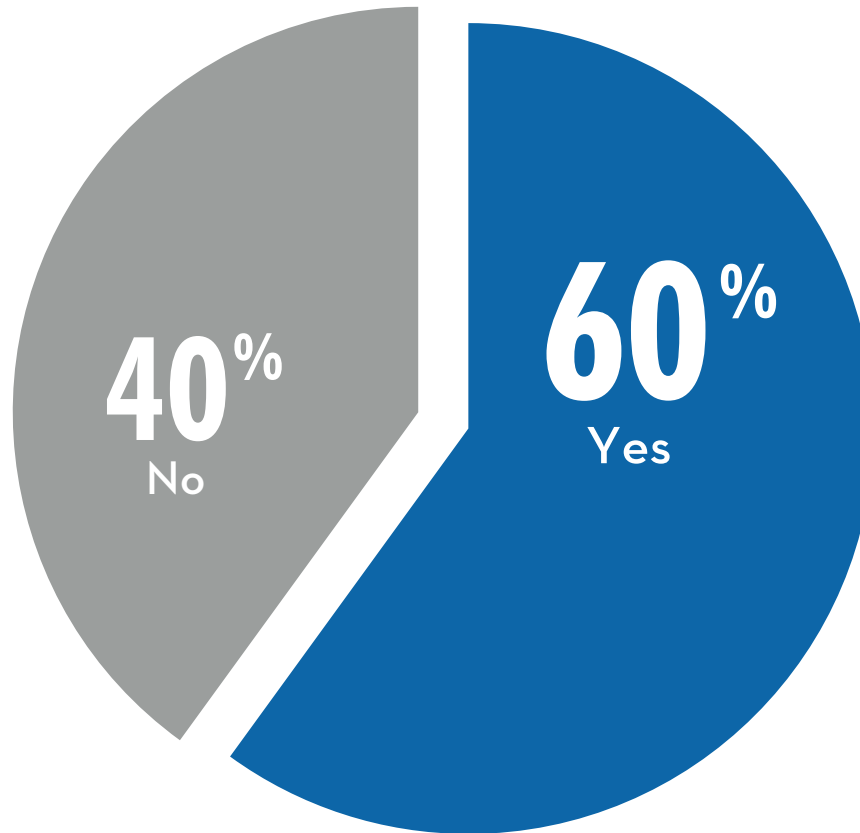
MAJORITY HAVE POSITIVE EXPERIENCES

# PERSONAL EXPERIENCE WITH CITY STAFF

60% of residents have contacted a city office in the past year.



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

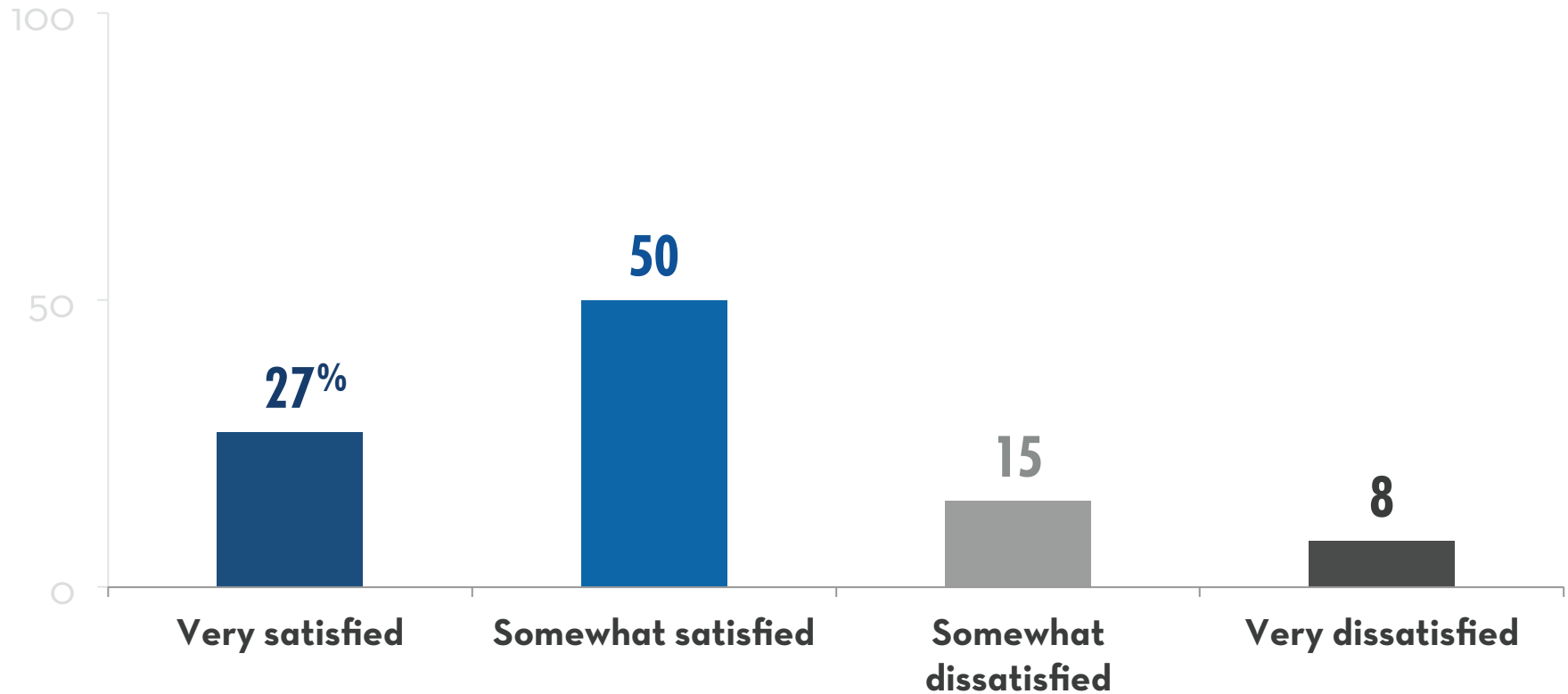


# PERSONAL EXPERIENCE WITH CITY STAFF

Of the 60% of respondents who have contacted a city office within the past year, 77% were satisfied with the city's response.



*Overall, were you satisfied or dissatisfied with the city's response(s)?*



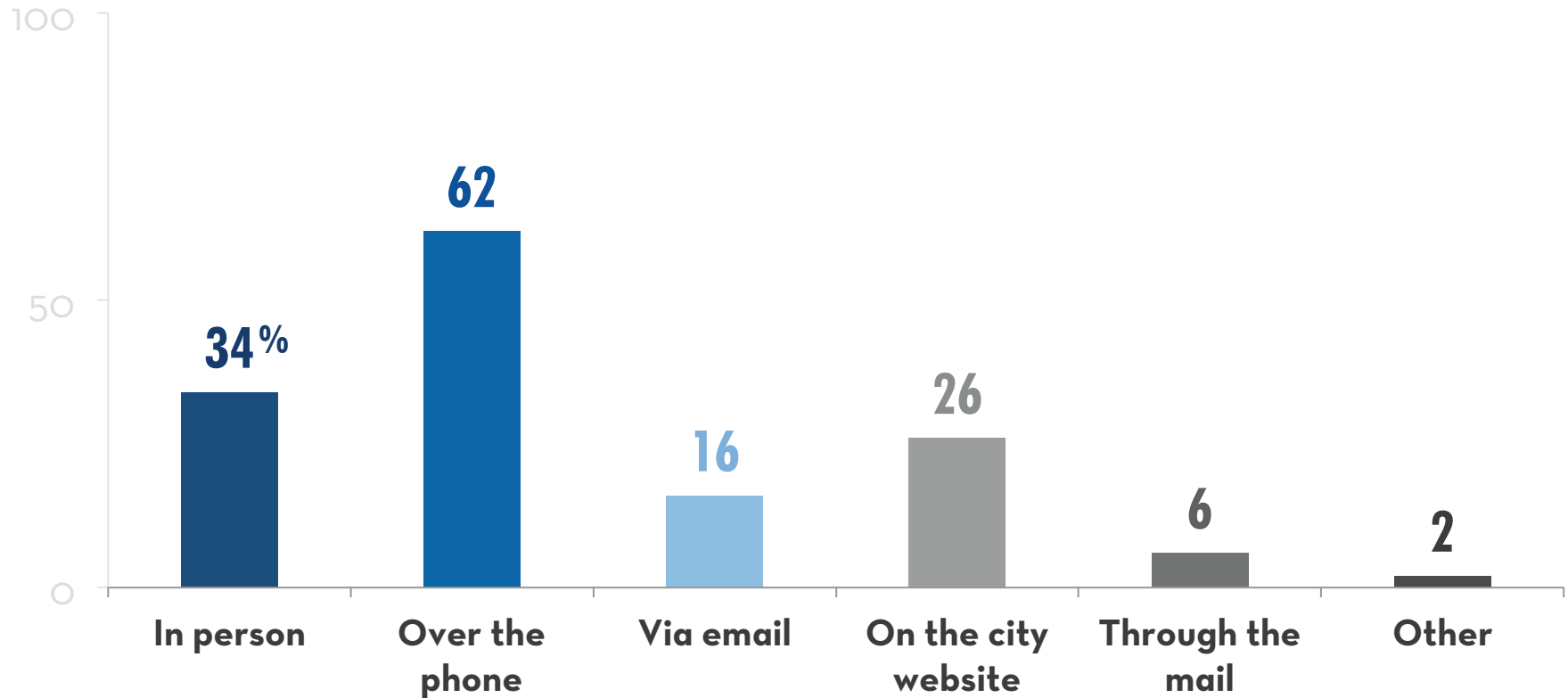


# PERSONAL EXPERIENCE WITH CITY STAFF

Of the 60% of respondents who have contacted a city office within the past year, the majority contacted the government offices by phone.



*How did you contact the Salt Lake City government offices?  
(Select all that apply)*

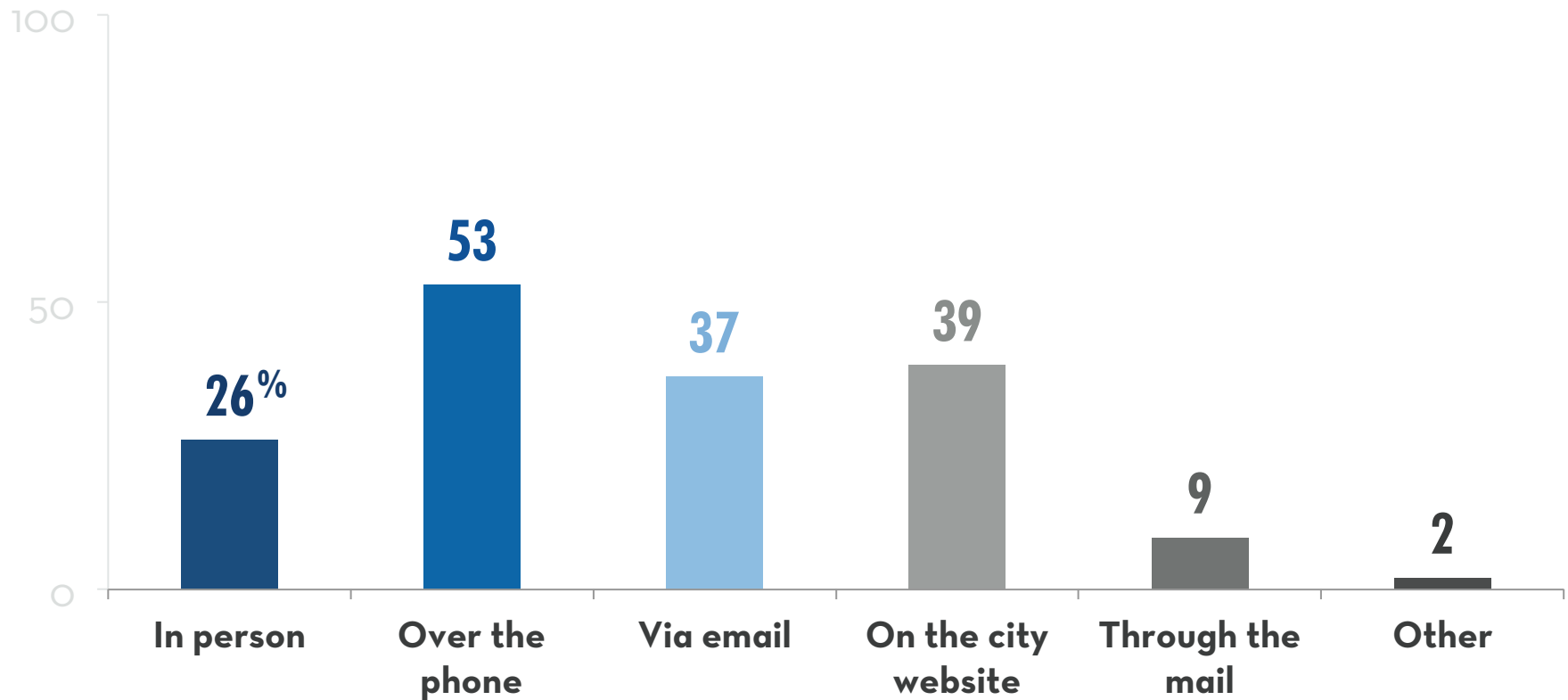


# PERSONAL EXPERIENCE WITH CITY STAFF

The majority of all residents prefer to contact the city over the phone or online – via email or using the city website.



*How do you prefer to contact the Salt Lake City government offices?  
(Select all that apply)*





# STATE PRISON

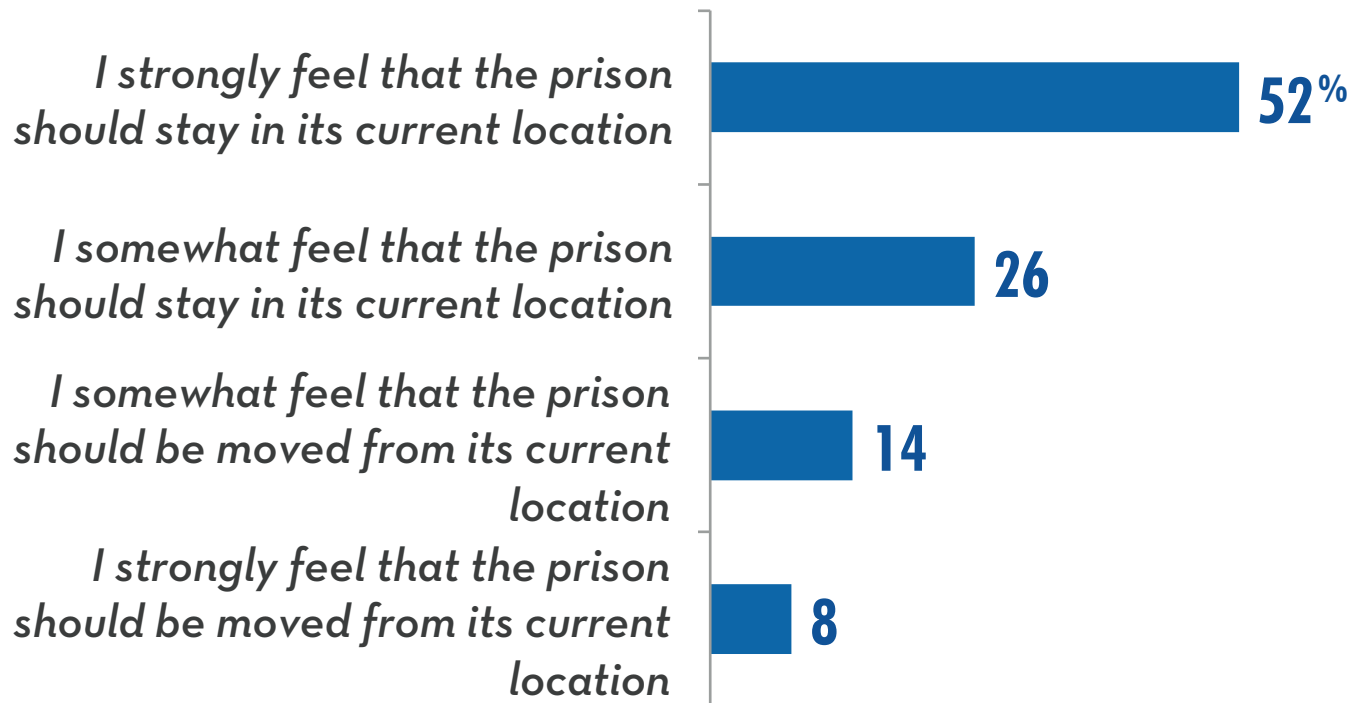
MAJORITY PREFER NO RELOCATION

# STATE PRISON RELOCATION

The majority of residents believe the prison should stay in its current location.



Currently the state prison is located in the city of Draper at the south end of the Salt Lake Valley. However, the State government is considering moving the prison. **Do you think the prison should stay in its current location in Draper or should it be moved?**

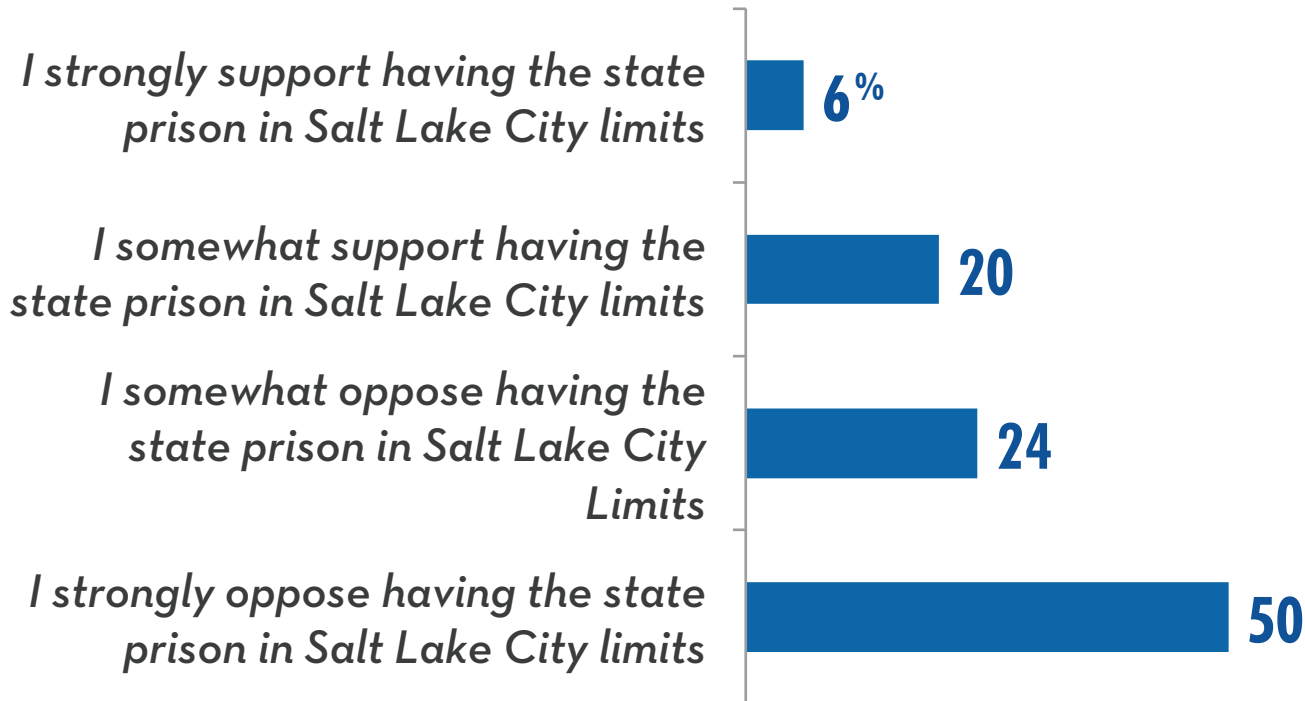


# STATE PRISON RELOCATION

If the prison is relocated, 74% of residents would oppose having the prison within Salt Lake City limits.



*If the state decides to move the prison, one of the locations being considered is land in Salt Lake City that is north and west of the airport. **Would you support or oppose having the state prison located within the Salt Lake City limits?***





Scott Riding, Managing Partner  
Kelly Patterson, Ph.D, Partner  
Salt Lake City, UT  
801.556.3204