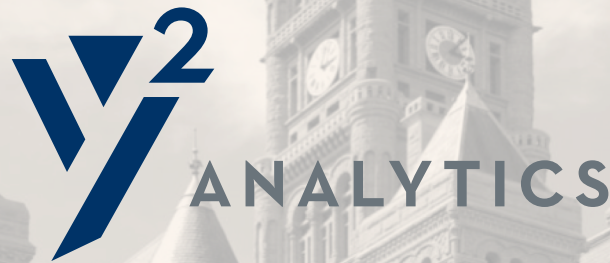



# SALT LAKE CITY RESIDENT SURVEY

OFFICIAL 2019 SURVEY OF SALT LAKE CITY RESIDENTS



- 
1. Salt Lake City residents consistently report a **high quality of life** over time.
  2. On average, residents rank **investing in affordable housing programs** as their highest priority city initiative.
  3. 95% of respondents rank **improving air quality** as their highest environmental priority.
  4. A majority of respondents believe **Salt Lake City has job opportunities for them, but they also believe that the City can do more to attract businesses.**
  5. A plurality of residents would prefer to receive **information regarding SLC via email.** Fewer than a quarter report following the City's social media accounts.
  6. There is currently a general **lack of knowledge regarding the Inland Port Project.** Residents who follow the city's social media accounts and use the city website report greater understanding of what the project is.
  7. **Favorability of the port is heavily divided** with an average score of 42 on a scale of 0-100. Currently, **greater understanding of the port is associated with less favorable opinions of it.**

# FINDINGS TO REMEMBER

# SURVEY OBJECTIVES

## RESEARCH GOALS

- Track approval of the City and the services it offers over time
- Evaluate neighborhood perceptions regarding safety and city maintenance
- Explore residents' priorities regarding current City initiatives, including attitudes about public transit and the conditions of streets and roads
- Examine from which communication channels residents most commonly receive information about the City and which modes they would prefer
- Quantify understanding of and attitudes toward the Utah Inland Port

# SURVEY METHODOLOGY

## SAMPLING, MODE, & MARGIN OF ERROR

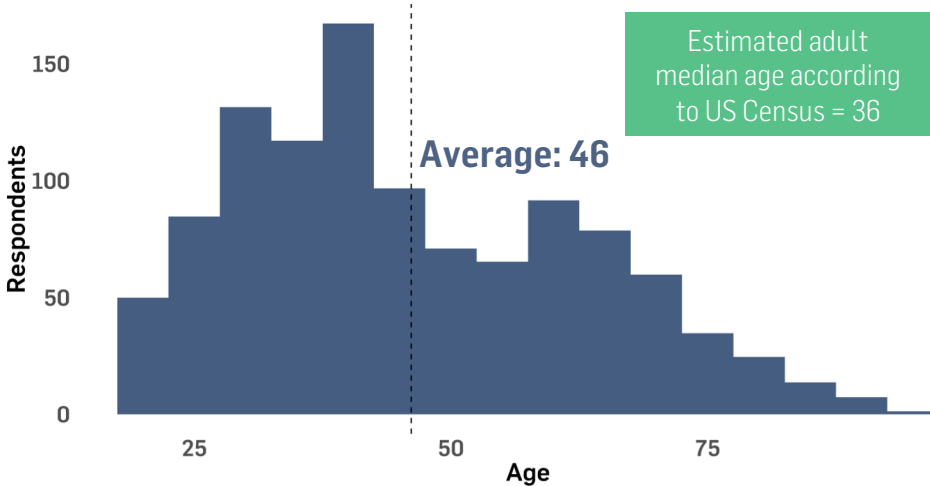
- 1,297 residents within the boundaries of Salt Lake City participated in this survey. Residents were randomly selected to participate via Random Digit Dialing (RDD,  $n = 400$ ) and address-based sampling ( $n = 897$ ).
- Survey was offered in both English and Spanish, and mailed invitations to participate in the survey were printed in both languages.
- Data have been weighted to reflect population statistics from the U.S. Census' American Community Survey to ensure that the sample is representative of the City as a whole, specifically in regards to age, city council district, race, gender, and home ownership.
- Live telephone interviews conducted April 9-20, 2019.  
Self-administered online interviews via mailed invitations conducted April 19-May 10, 2019.
- Margin of error  $\pm 3.3$  percentage points



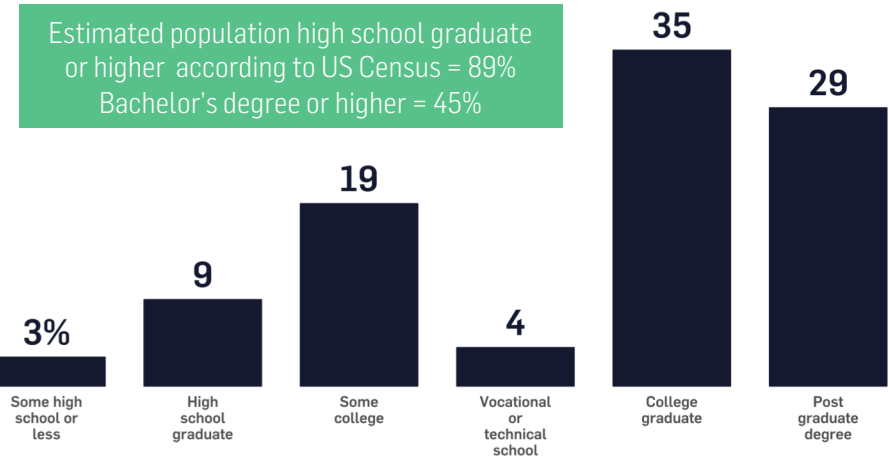
# DEMOGRAPHICS

The average age of respondents is 46 with an average of 26 years lived in SLC. Most are college-educated. Respondents are distributed across all income brackets. Despite providing the survey online and including 50% cell phone interviews in the live telephone dialings, respondents are slightly older than average residents.

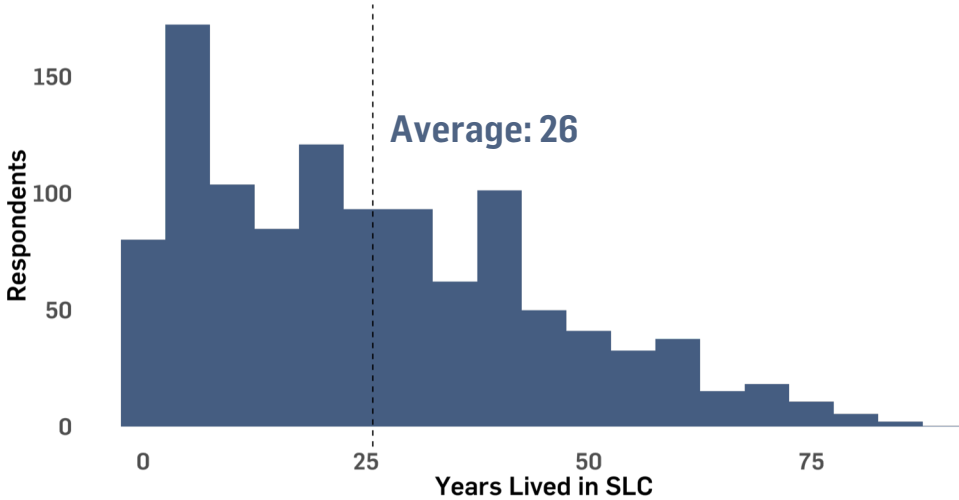
## Age



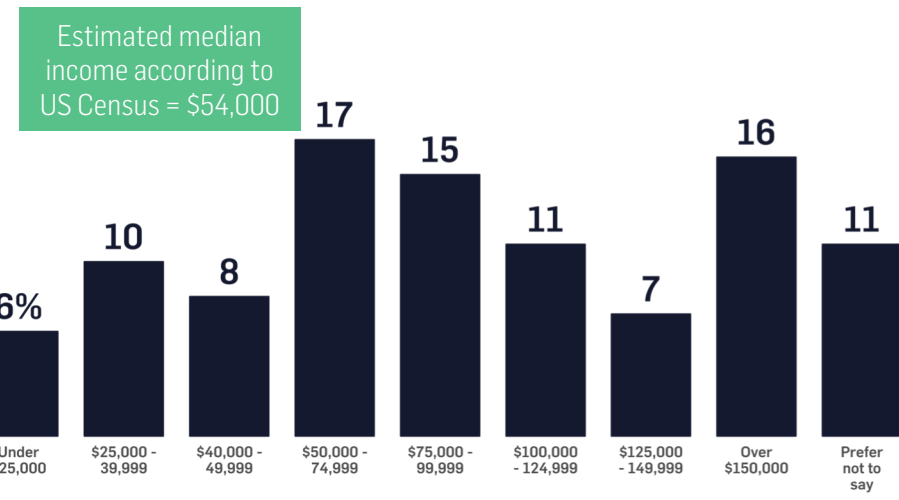
## Education



## Time Lived in SLC



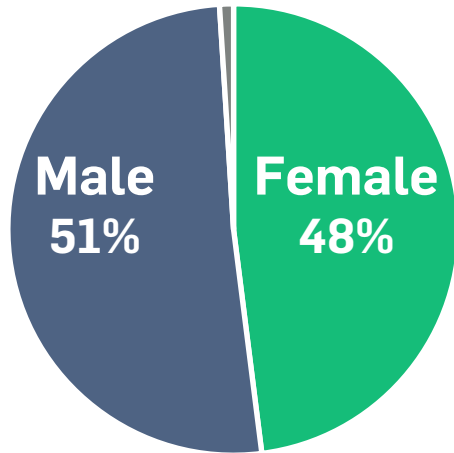
## Income



# DEMOGRAPHICS

Response rates from men and women were relatively equal. Approximating the demographics of the City as a whole, the majority of respondents indicate that they are white/Caucasian, and 12% indicate Hispanic/Latino heritage. Over half of respondents are married, and a majority are homeowners.

## Gender



Estimated female population according to US Census = 49%

## Race

78%



Estimated white population according to US Census = 74%  
Hispanic / Latino = 21%

12

Hispanic / Latino

5

2

American Indian / Native American

1

Black / African American

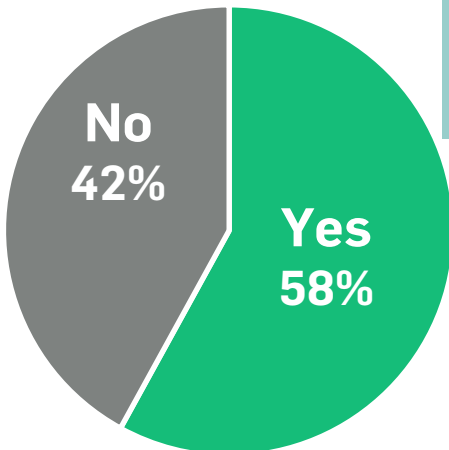
1

Pacific Islander

1

Other

## Home Owners



Estimated owner-occupied housing rate according to US Census = 49%

## Marital Status

54%



Estimated married population according to US Census = 44%

25

Single

9

Living with partner

8

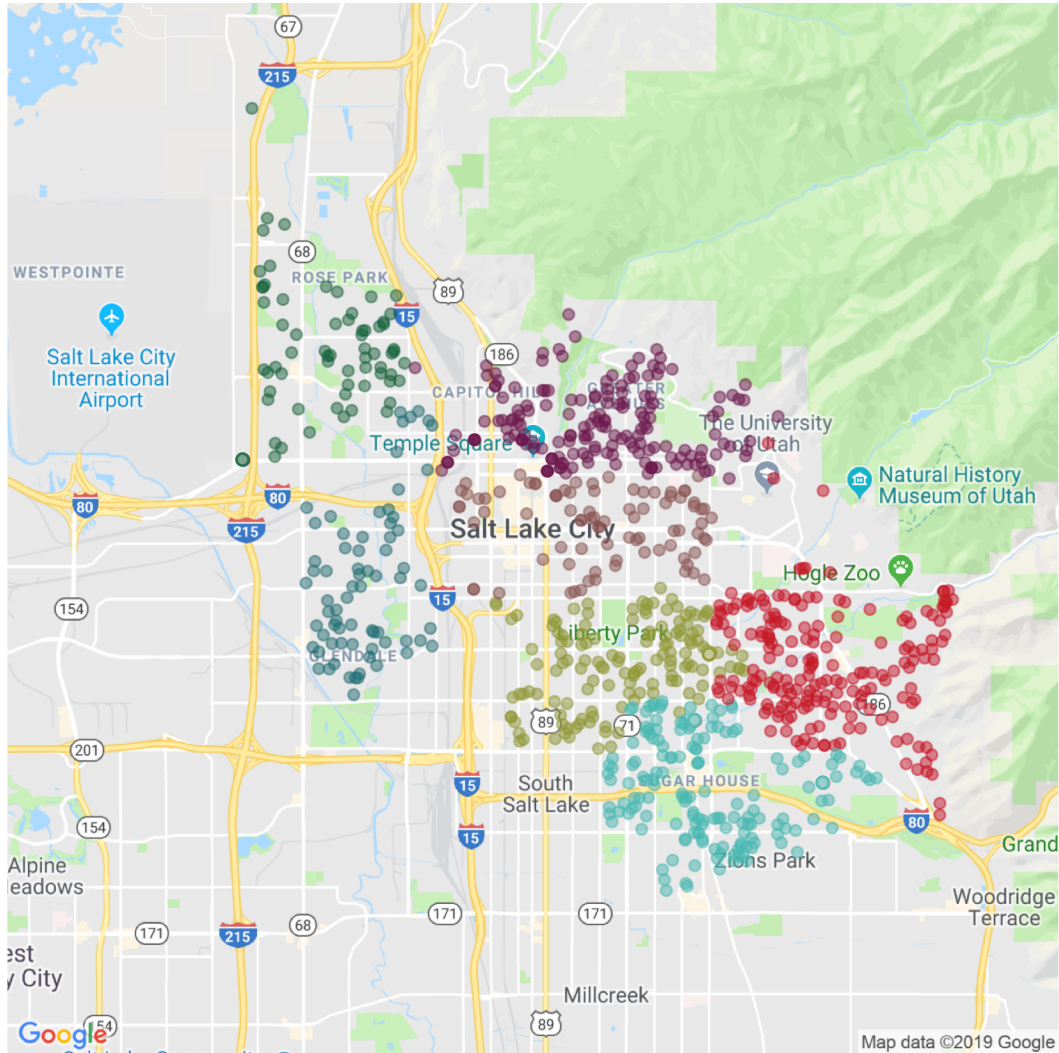
Divorced

3

Widowed

# GEOGRAPHIC DISTRIBUTION

Respondents were relatively evenly distributed across council districts. All but two districts had more than 100 respondents, and all districts have sufficient representation from which to make statistical estimations.



## Districts

1	n = 105
2	n = 76
3	n = 119
4	n = 95
5	n = 116
6	n = 136
7	n = 127

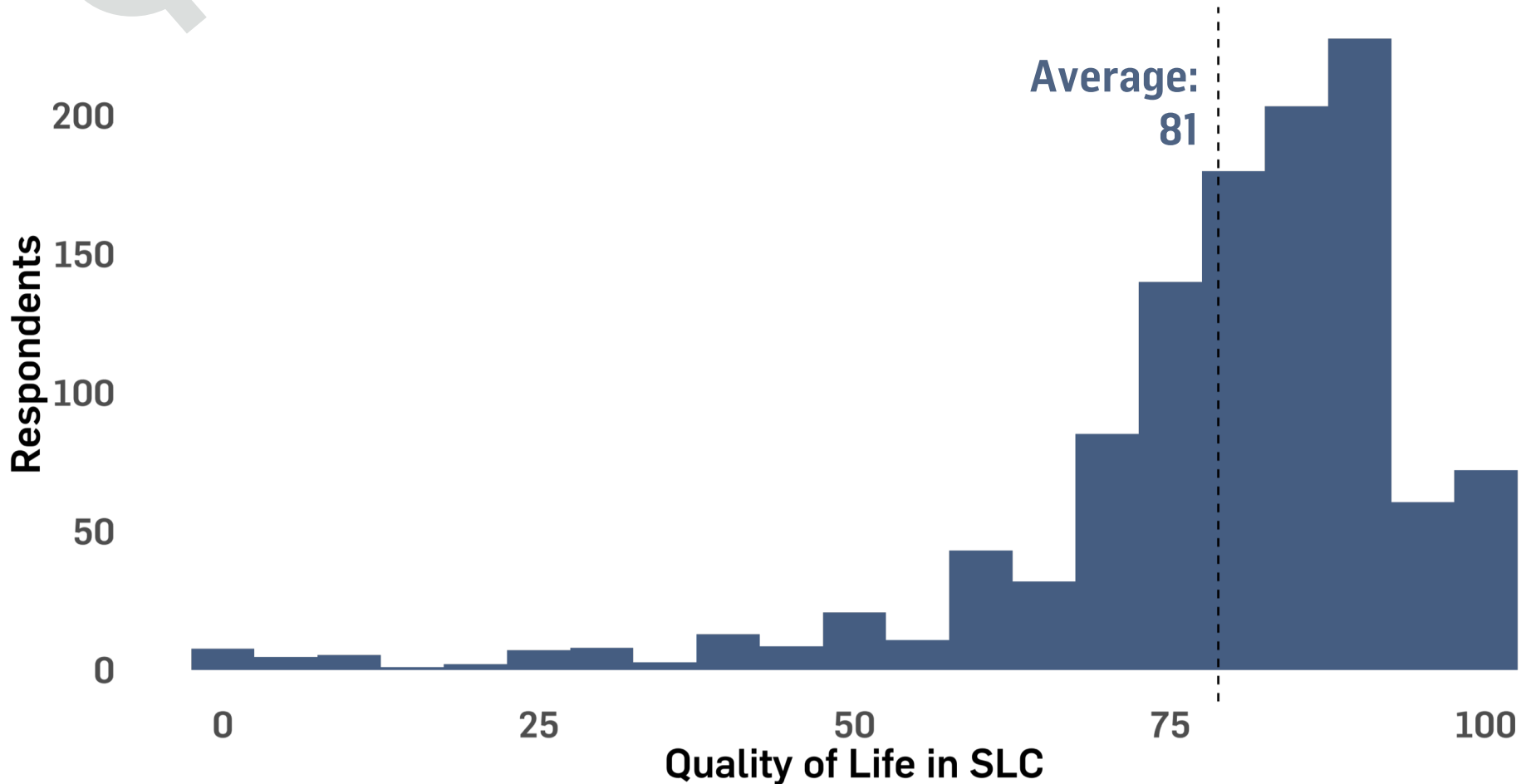
# CITY METRICS OVER TIME

# AVERAGE QUALITY OF LIFE IS HIGH

More than half of residents rate their overall quality of life in the City above 75 on a 0-100 scale.



All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Salt Lake City?

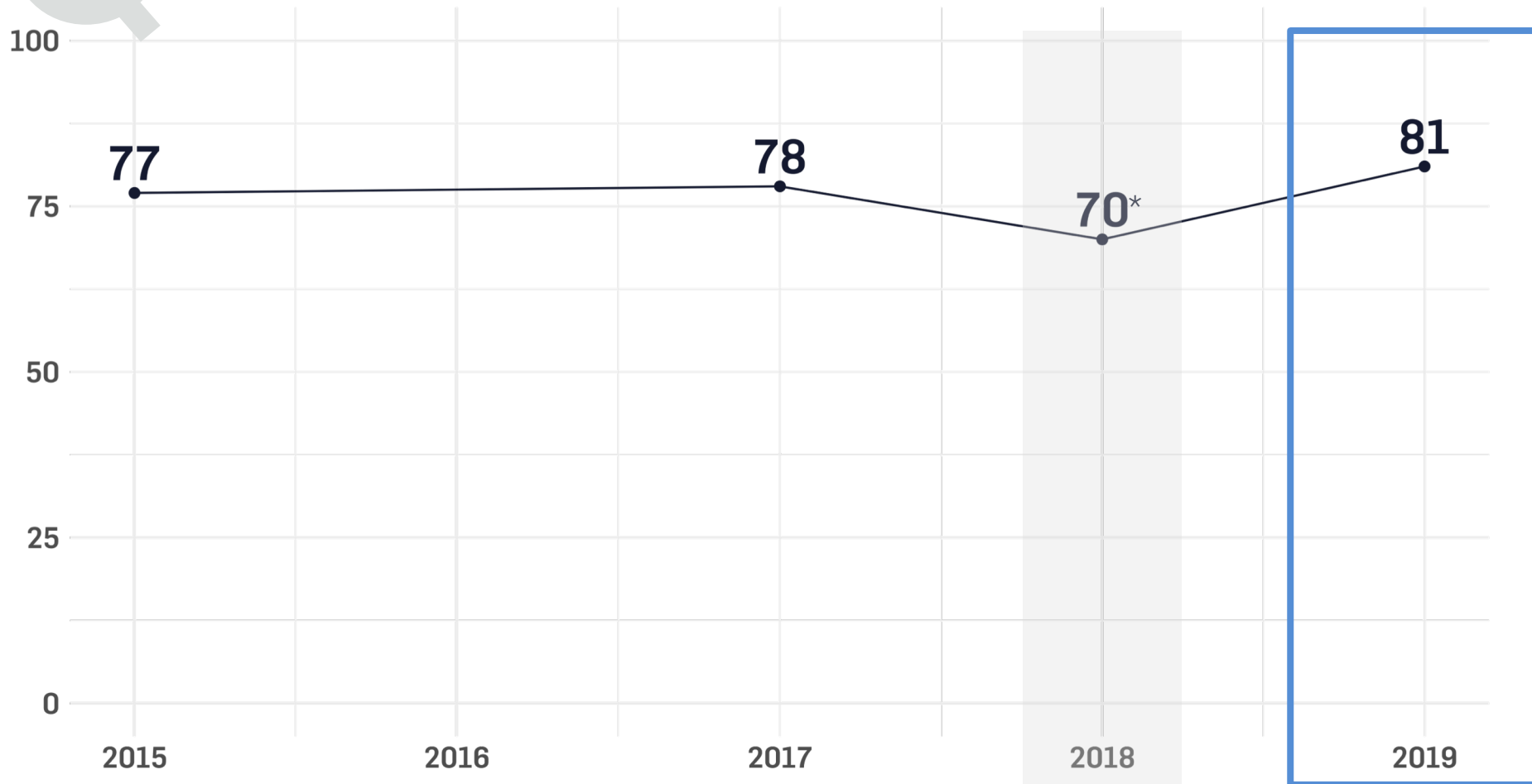


# QUALITY OF LIFE STABLE OVER TIME

The average rating for quality of life has remained quite stable over time, with a slightly higher average score on the 0-100 scale this year.



All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Salt Lake City?



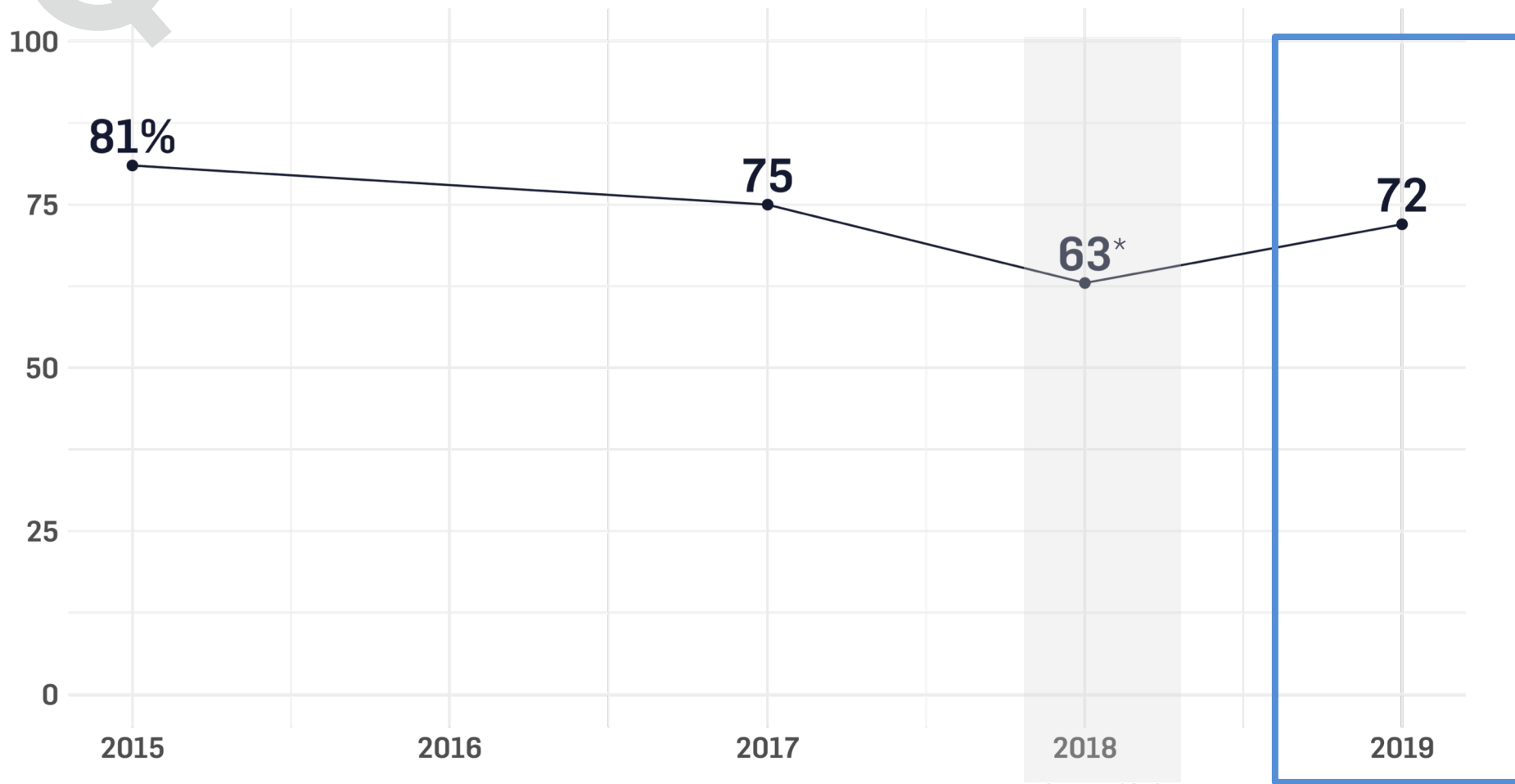
\* Survey of SLC registered voters, not all SLC residents

# MAJORITY SAY SLC IS HEADED IN RIGHT DIRECTION

72% of residents think Salt Lake City is headed in the right direction, a 9 percentage point drop since 2015.



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



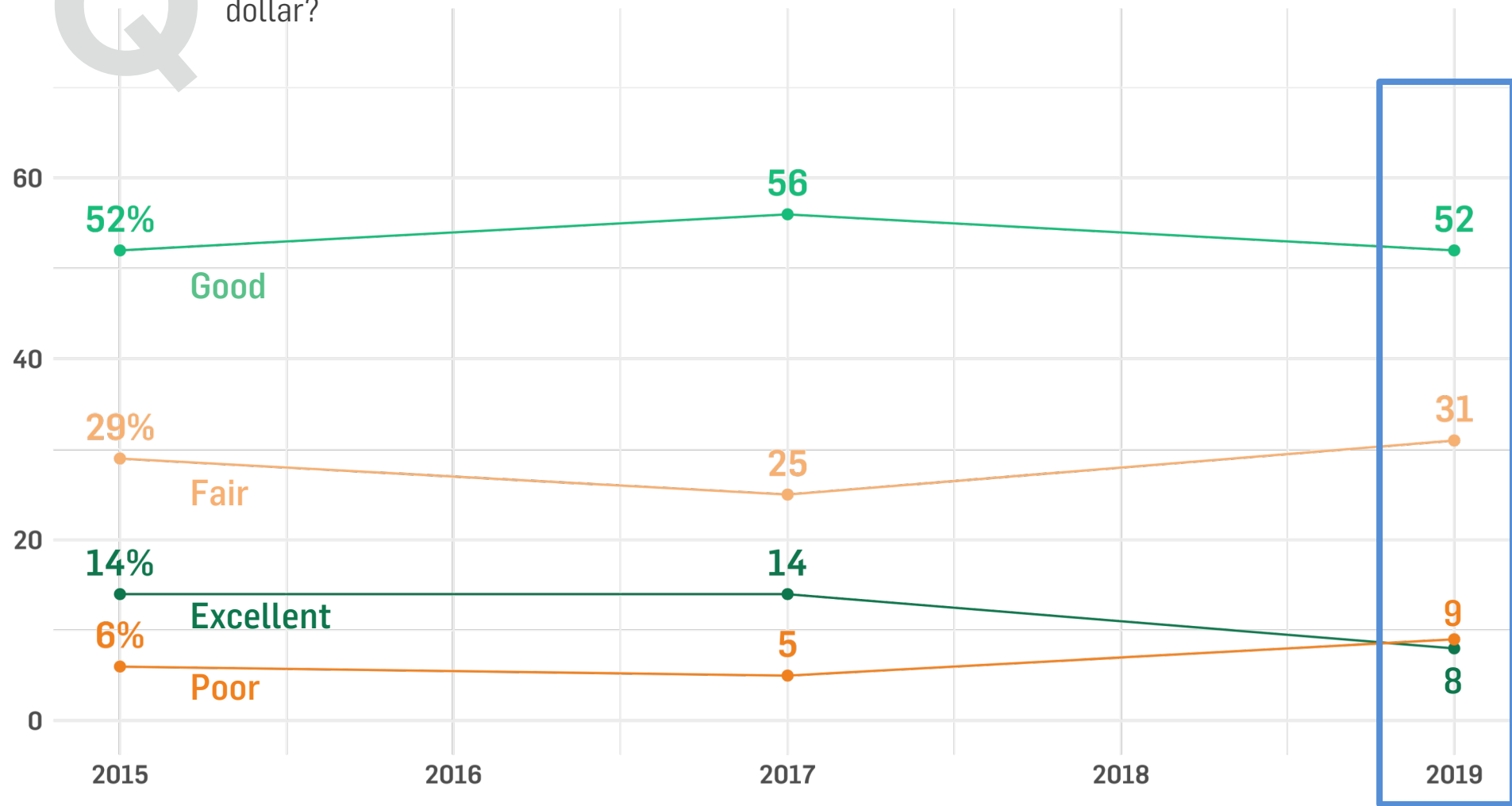
\* Survey of SLC registered voters, not all SLC residents

# GOOD VALUE FOR TAX DOLLAR

A majority of respondents rate the service they receive for their tax dollar as good. Less than 10% of respondents rate the service as poor. Overall, the opinions on taxes have remained relatively consistent since 2015 with a slight decline in excellent ratings this year. In the wake of a bond election, this should not cause severe alarm.



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



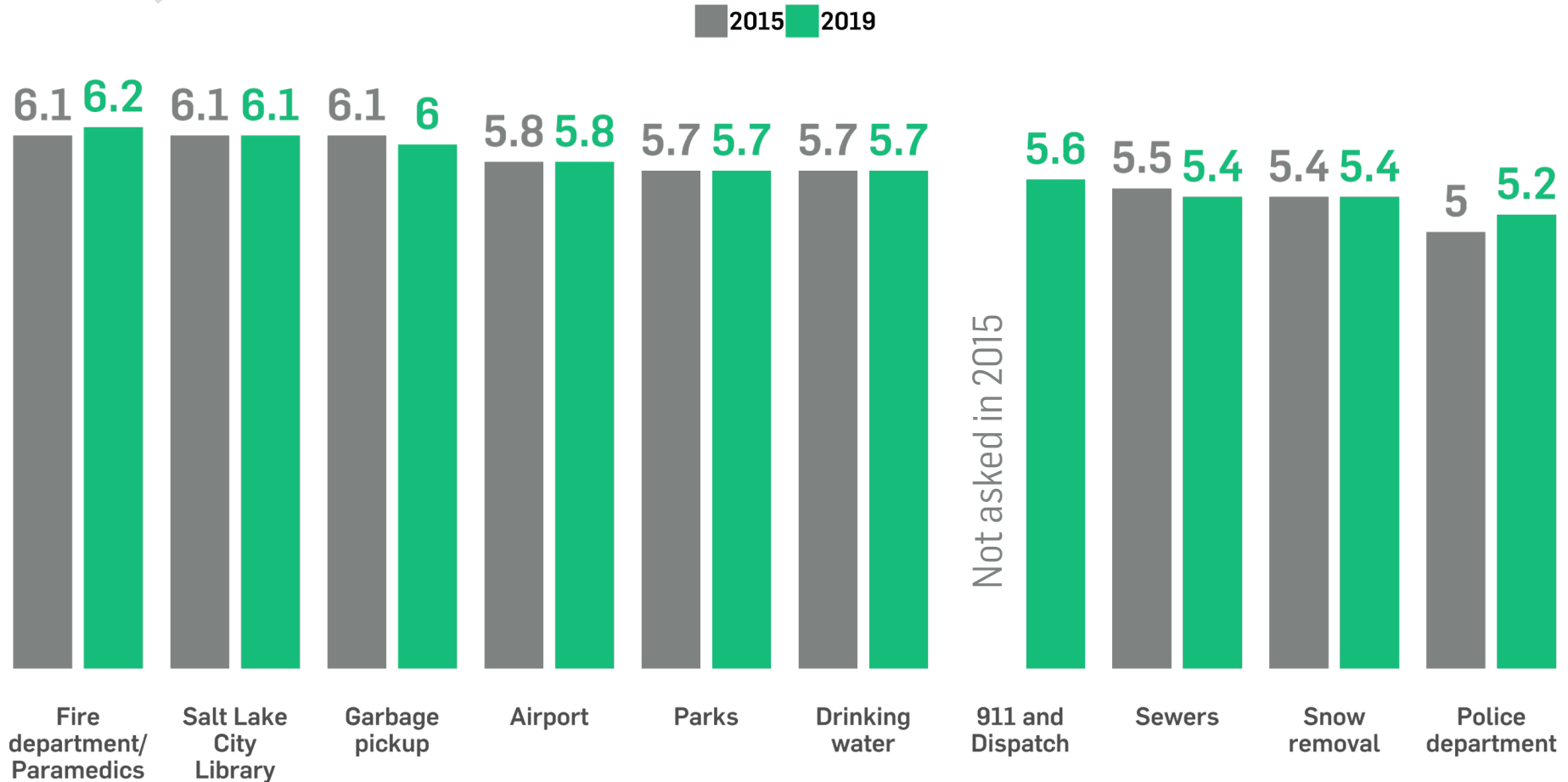


# TOP SERVICES: FIRE, LIBRARY, & TRASH

The highest rated services are fire department/paramedics, the SLC Library, and garbage pickup. These top 3 services received an average score of 6 or higher on the 7-point scale from Poor to Excellent.



Using a scale of 1-7 with ONE meaning POOR and SEVEN meaning EXCELLENT how would you evaluate the following government services in Salt Lake City? If you have no experience with a service, just select "Not applicable."



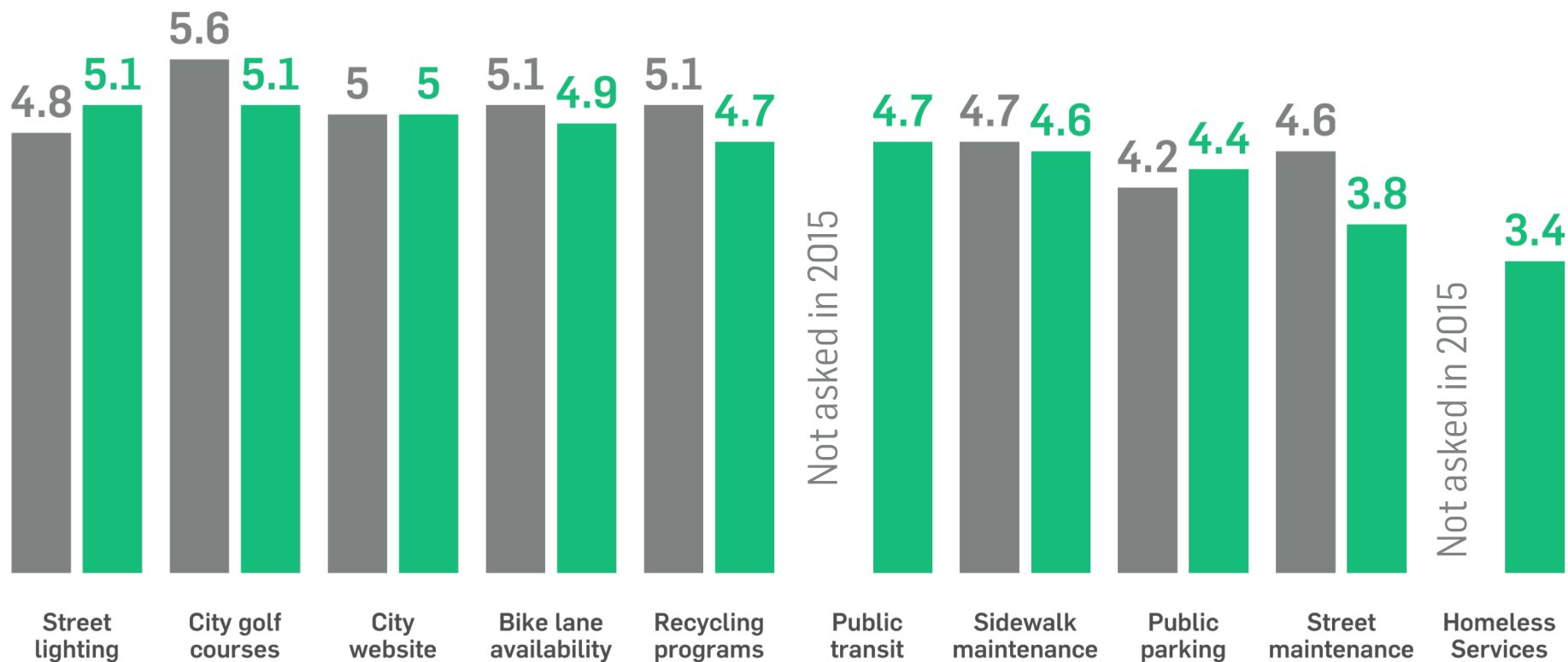
# ROOM FOR IMPROVEMENT

The two lowest rated city services by far in 2019 were homeless services with an average score of 3.4 and street maintenance at 3.8.



Using a scale of 1-7 with ONE meaning POOR and SEVEN meaning EXCELLENT how would you evaluate the following government services in Salt Lake City? If you have no experience with a service, just select "Not applicable."

■ 2015 ■ 2019



# **RESIDENTS' PRIORITIES**

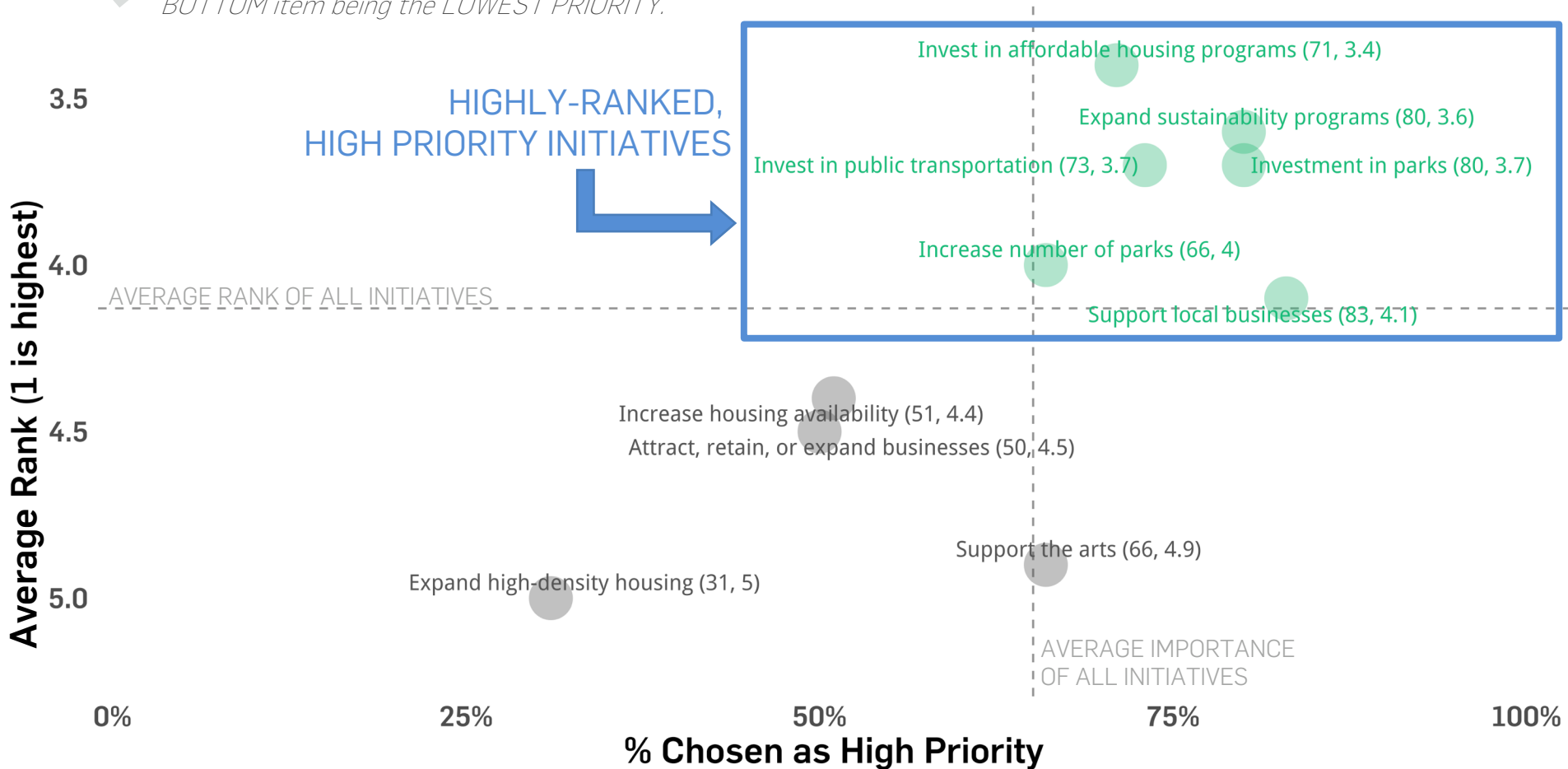
# AFFORDABLE HOUSING IS TOP PRIORITY

When classifying listed city initiatives as high or low priorities, a majority of residents classify all initiatives except expanding high-density housing as a top priority. On average, **investing in affordable housing programs was the highest ranked priority for SLC residents**. Sustainability programs, public transportation, parks, and local businesses are also issues that residents said were among their highest priorities.



1) Below is a list of current and potential city initiatives. For each initiative, please select whether you would consider it a high priority issue or a lower priority issue (percent who selected high priority issue).

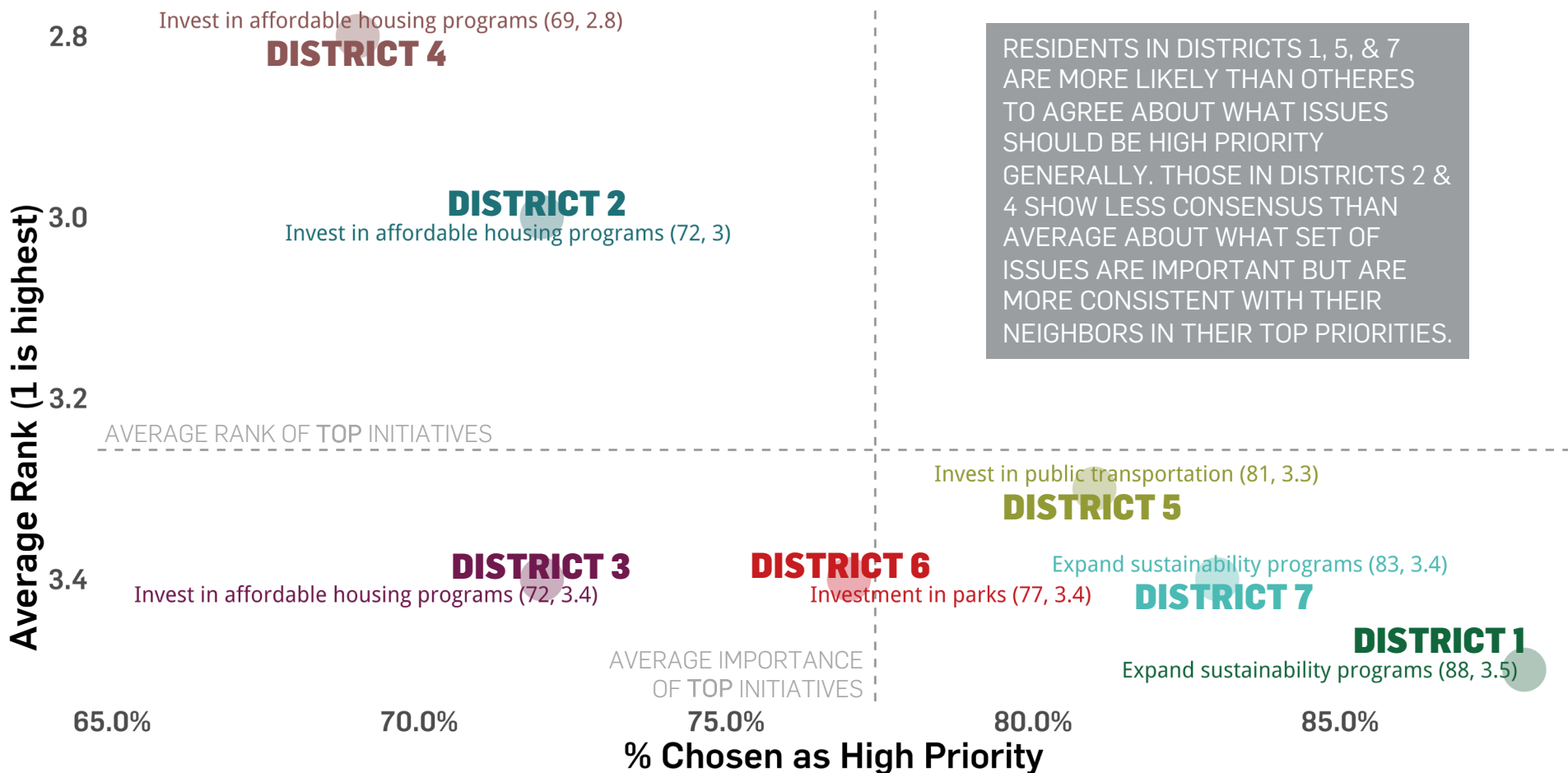
2) Rank the items below from highest to lowest priority with the TOP item being the HIGHEST PRIORITY (1) and the BOTTOM item being the LOWEST PRIORITY.



# HIGHEST PRIORITY ISSUE BY COUNCIL DISTRICT

Districts 2, 3, and 4 all rank **investing in affordable housing programs** as their top priority. Districts 1 and 7 say **expanding sustainability programs** is their top priority. Districts 5 and 6 respectively rank their top priorities **as investing in public transportation and parks**.

*The highest ranking city initiative from the previous question was chosen from each district; these cross-district priorities are compared against each other below.*

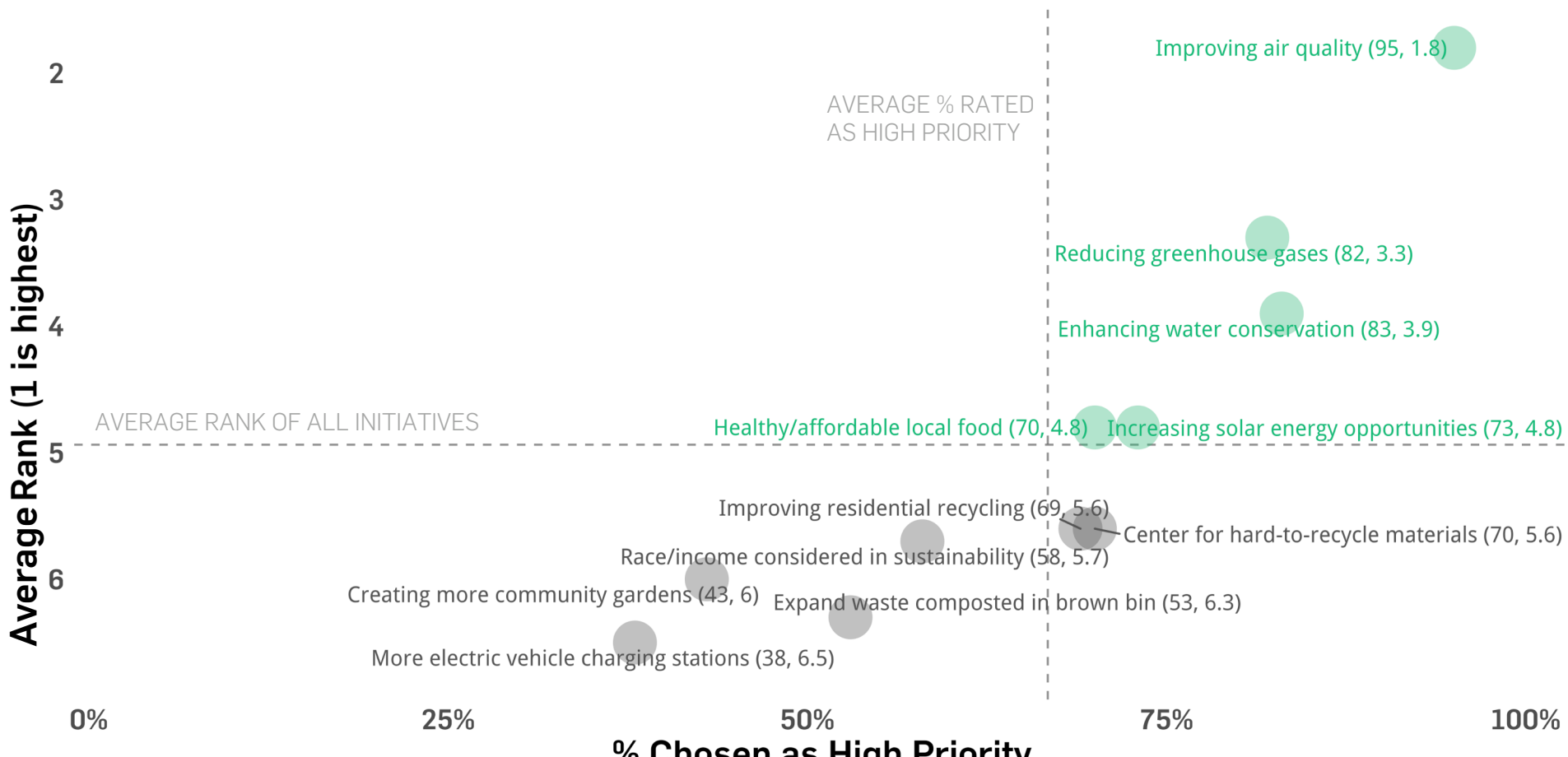


# AIR QUALITY IS TOP ENVIRONMENTAL CONCERN

Nearly all residents say improving air quality is a high priority regarding the environment, and air quality is consistently ranked higher than any other environmental initiative. Installing more electric vehicle charging stations was rated as the least important initiative by both measures.



Below is a list of current and potential city sustainability initiatives regarding the environment. For each initiative, please select whether you would consider it a high priority initiative or a lower priority initiative (percent who selected high priority).

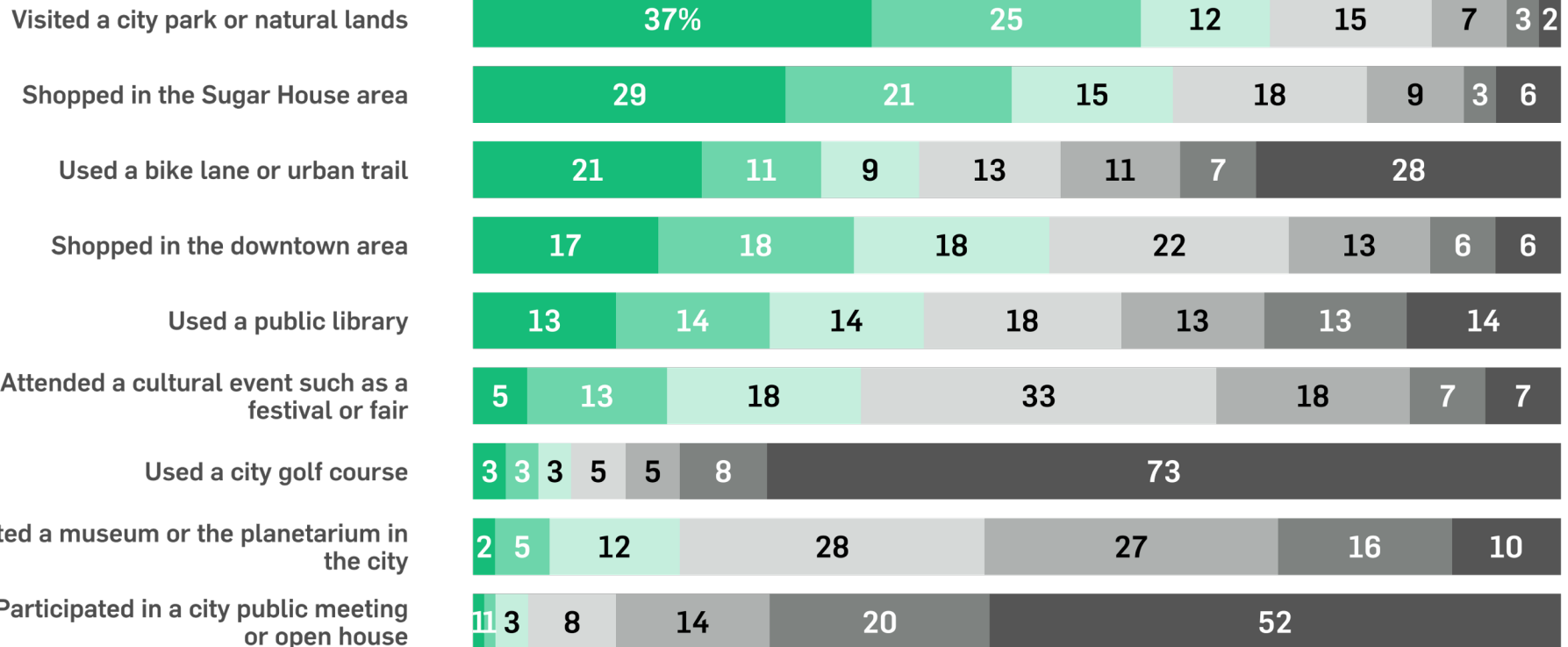
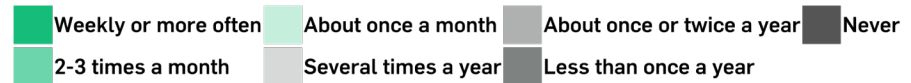


# CITY PARKS ARE VISITED OFTEN

A majority of SLC residents visit city parks/natural lands and shop in the Sugar House area at least 2-3 times a month. Most residents rarely use a golf course, visit a museum, or participate in a city public meeting.



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



# SLC HAS JOB OPPORTUNITIES BUT CAN DO MORE

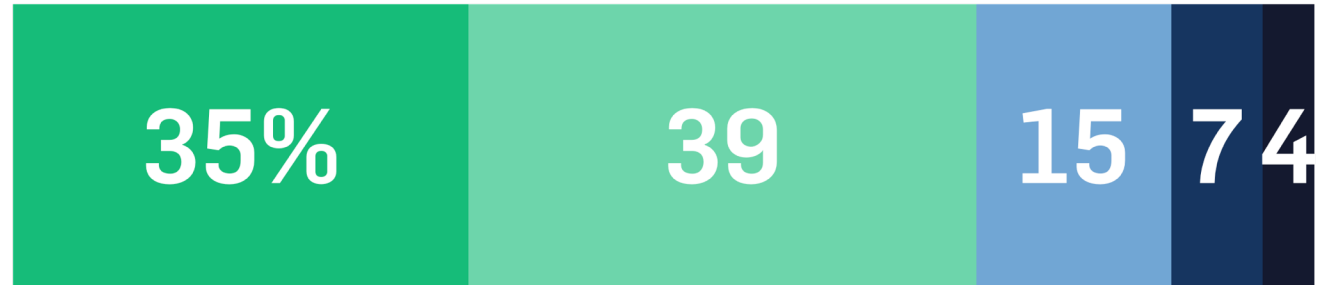
A majority of residents believe there are job opportunities in Salt Lake for people like them. However, a majority also believe that Salt Lake City should do more to recruit or attract businesses.



To what extent do you agree or disagree with each of the following statements about economic development in Salt Lake City?

Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree

There are job opportunities in Salt Lake City for people like me



Salt Lake City should do more to recruit or attract businesses





# MOST BELIEVE SLC HAS JOB OPPORTUNITIES

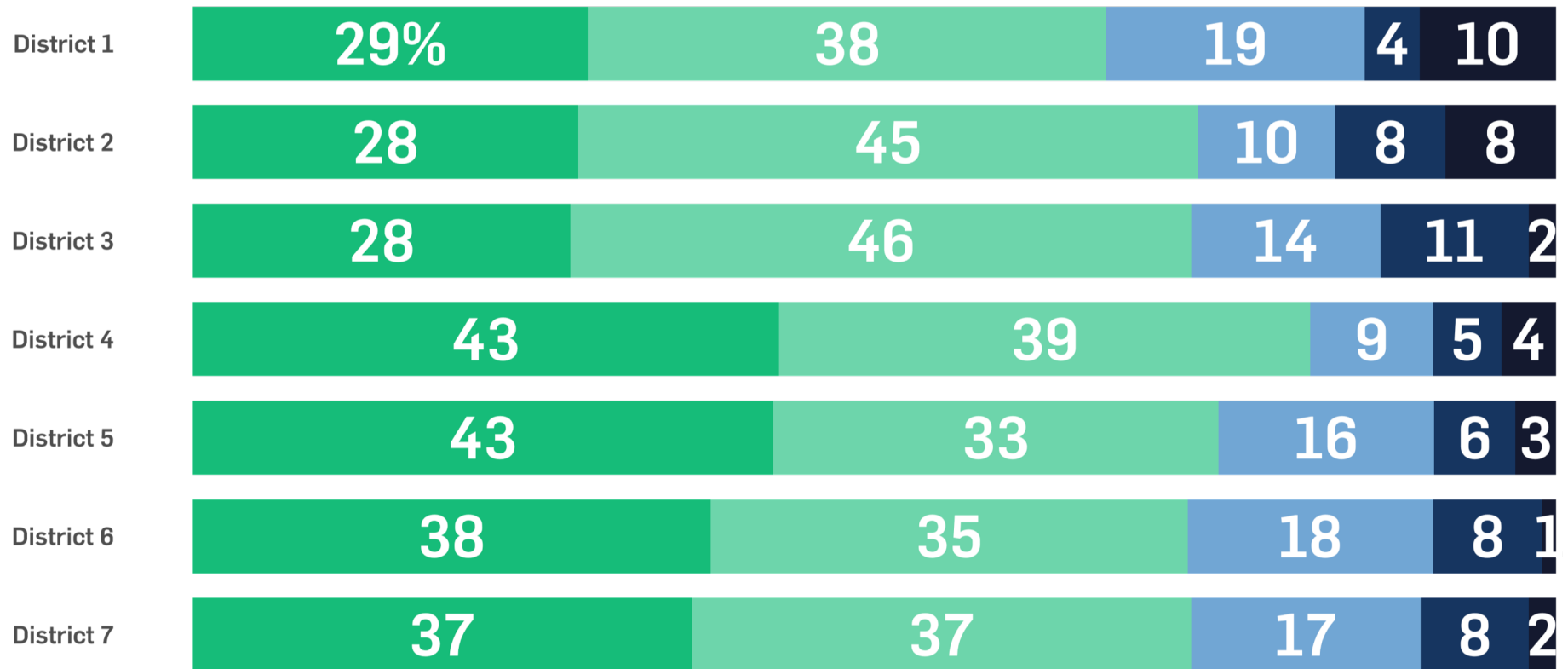
A majority of residents across all districts agree that there are job opportunities for them in Salt Lake City. However, Districts 1, 2, and 3 are less likely to strongly agree that there are job opportunities for them.



To what extent do you agree or disagree with each of the following statements about economic development in Salt Lake City?

**There are job opportunities in Salt Lake City for people like me**

Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree



# **NEIGHBORHOOD ASSESSMENTS**

# MOST FEEL SAFE IN THEIR NEIGHBORHOODS

Nearly all respondents feel safe in their neighborhoods during the day, and more than 80% feel safe in their neighborhoods at night or in downtown Salt Lake during the day. However, 40% do not feel safe in downtown Salt Lake at night.



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

Very safe   Somewhat safe   Somewhat unsafe   Very unsafe

## Day

In your neighborhood



In downtown Salt Lake



## Night

In your neighborhood



In downtown Salt Lake



# PERCEPTIONS OF NEIGHBORHOOD SAFETY IMPROVED

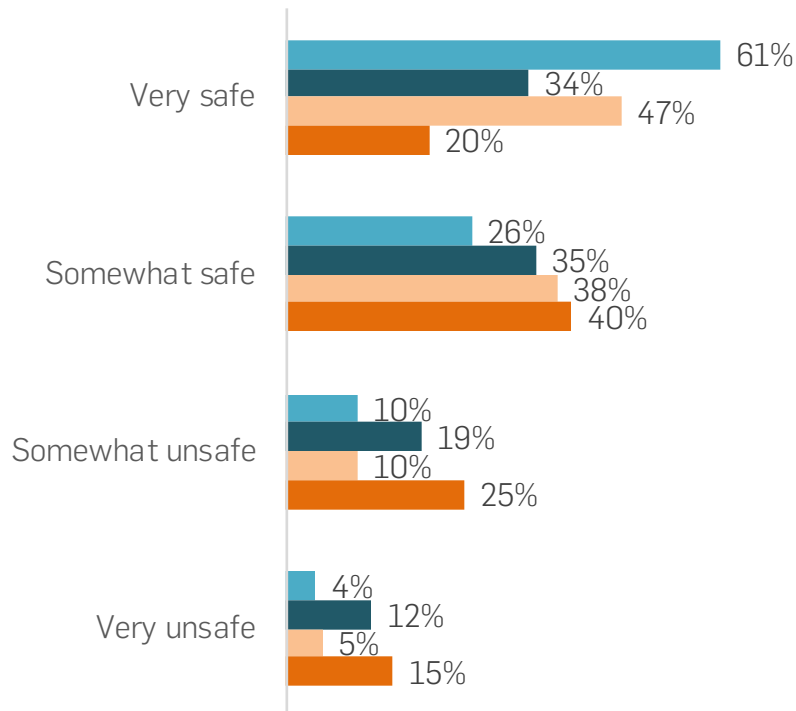
A total of 96% of respondents say they feel safe in their neighborhoods during the day, up 9 percentage points compared to 2015, and 81% say they feel safe in their neighborhoods at night, up 12 percentage points. Perceptions of safety downtown are roughly consistent with 2015 numbers, regardless of the time of day.



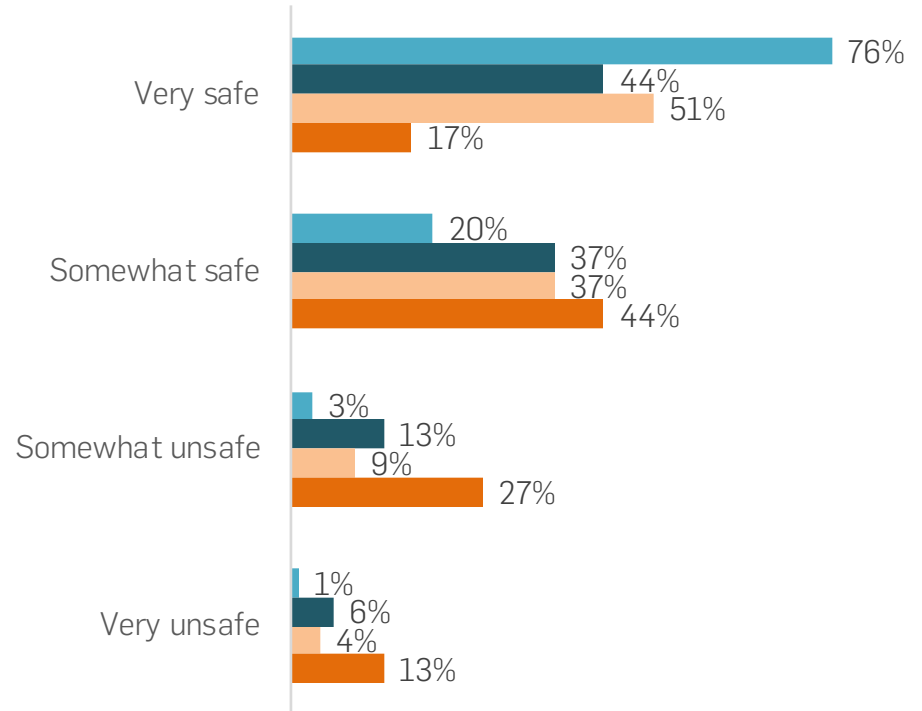
How safe do you feel when walking alone in the following places DURING THE DAY/NIGHT?

- Your neighborhood, Daytime
- Your neighborhood, Nighttime
- Downtown, Daytime
- Downtown, Nighttime

2015



2019



# RESIDENTS FEEL SAFE IN ALL DISTRICTS DURING THE DAY

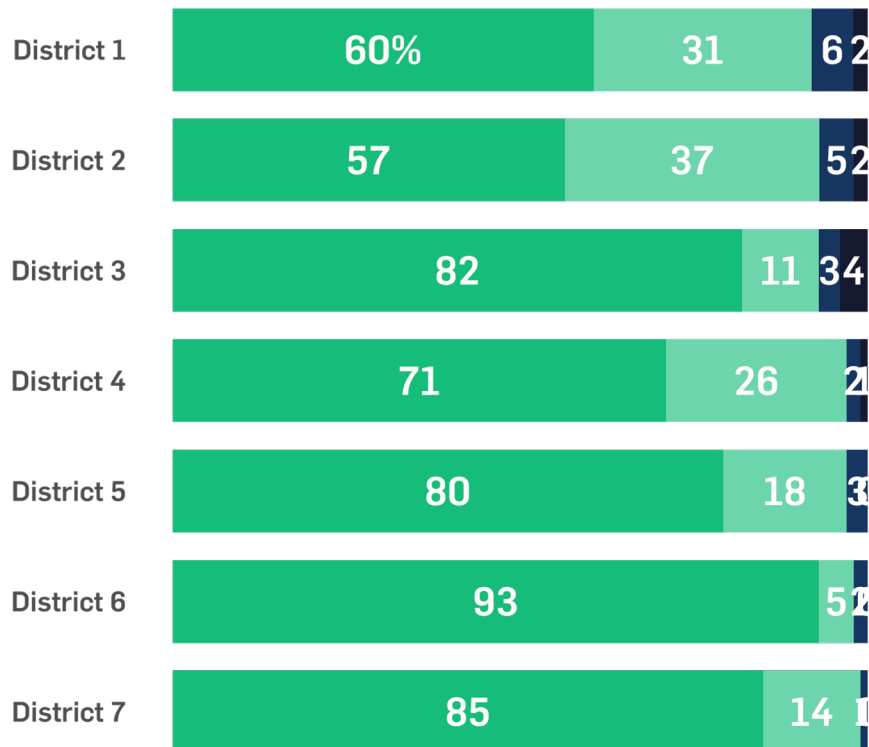
Although 9/10 in all districts feel safe in their neighborhoods during the day, more than 1/4 in Districts 1, 2, and 4 feel only somewhat safe. About 1/3 residents in Districts 1 and 2 do not feel safe in their neighborhoods at night. Those in District 6 feel the most safe, whether day or night.



How safe do you feel when walking alone in your neighborhood DURING THE DAY/NIGHT?

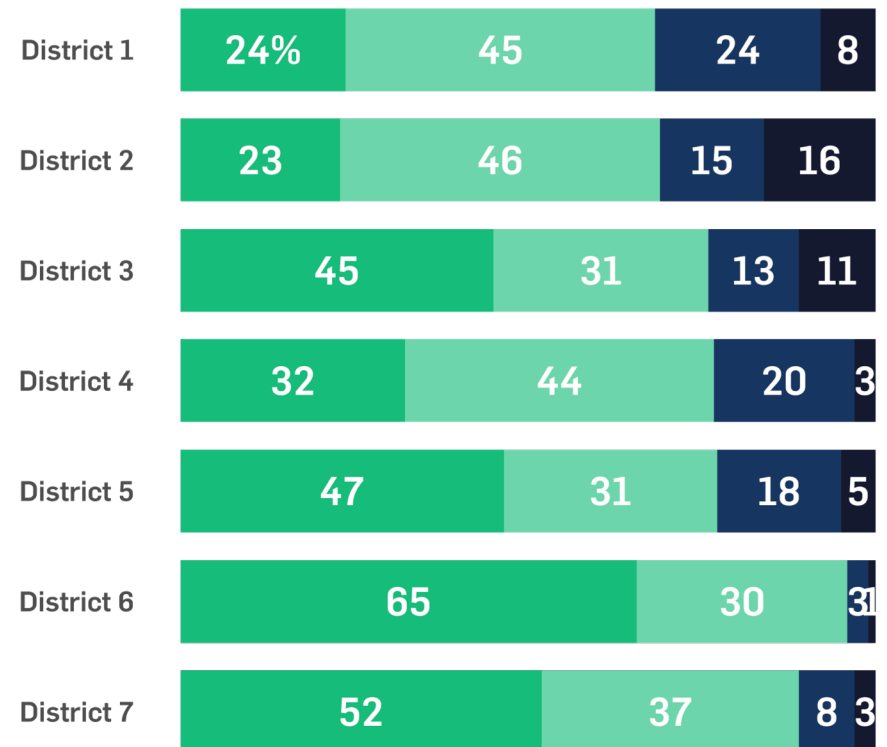
Very safe Somewhat safe Somewhat unsafe Very unsafe

## Day



Very safe Somewhat safe Somewhat unsafe Very unsafe

## Night



# HOMELESS PRESENT IN PARKS AND DOWNTOWN SLC

Almost all residents report frequently observing homeless individuals in downtown Salt Lake City and in public parks. Approximately half of residents frequently observe homeless people in their neighborhoods.



How frequently would you say you observe the presence of homeless individuals in the following places?

Very rarely   Somewhat rarely   Somewhat frequently   Very frequently

In your neighborhood



In downtown Salt Lake



In public parks



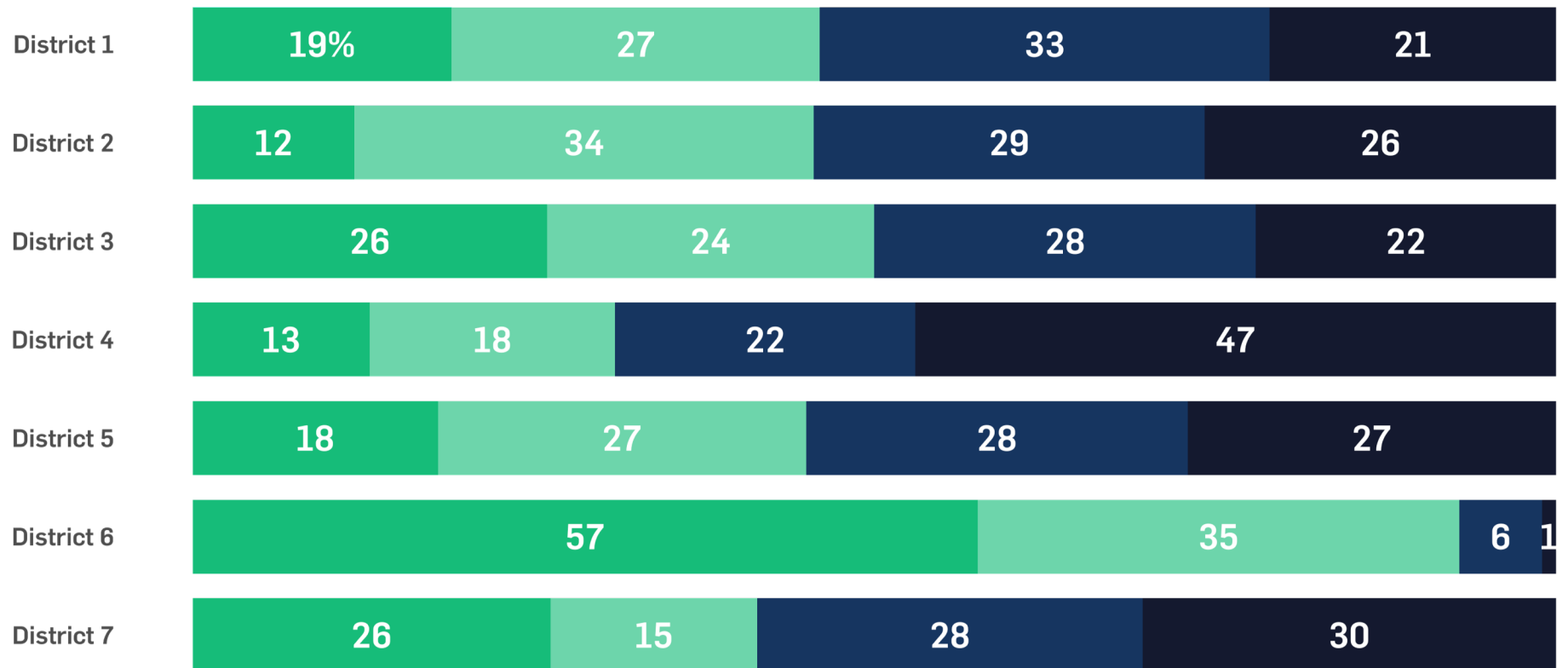
# HOMELESS INDIVIDUALS RARELY SEEN IN DISTRICT 6

Over 90% of residents in District 6 report observing homeless individuals only rarely in their neighborhoods. A majority of residents in all other districts report frequently observing homeless individuals in their neighborhoods, with those in district 4 seeing them the most often.



How frequently would you say you observe the presence of homeless individuals in your neighborhood?

Very rarely    Somewhat rarely    Somewhat frequently    Very frequently



# HIGH LEVELS OF NEIGHBORHOOD SATISFACTION

90% of residents agree that their neighborhoods have access to parks/public lands. Most also agree that they are walkable and have access to usable transit. Less than half of respondents feel the schools in their neighborhoods are community gathering places or that things have gotten better in their neighborhoods since they moved there.



How much do you agree or disagree with the following statements about your neighborhood?

Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree

My neighborhood has access to parks and public lands.



My neighborhood is walkable.



My neighborhood has access to usable transit.



I do most of my food shopping in my neighborhood.



My neighborhood is connected to the rest of the City.



There is sufficient convenient, safe parking in my neighborhood.



I am pleased with the way my neighborhood looks.



My neighborhood has the right mix of businesses and housing.



My neighborhood gets enough attention from the City.



The schools in my neighborhood are important gathering places for the community.



Things in my neighborhood have gotten better since I moved here.





**TRANSPORTATION**

# NEIGHBORHOOD STREETS RATED SAFER

A majority of residents believe their neighborhood streets are well lit and safe for pedestrians and cyclists. Less than half of respondents believe their neighborhood streets are well-maintained. Respondents have similar views of city streets broadly but think they are slightly less safe and slightly better lit.

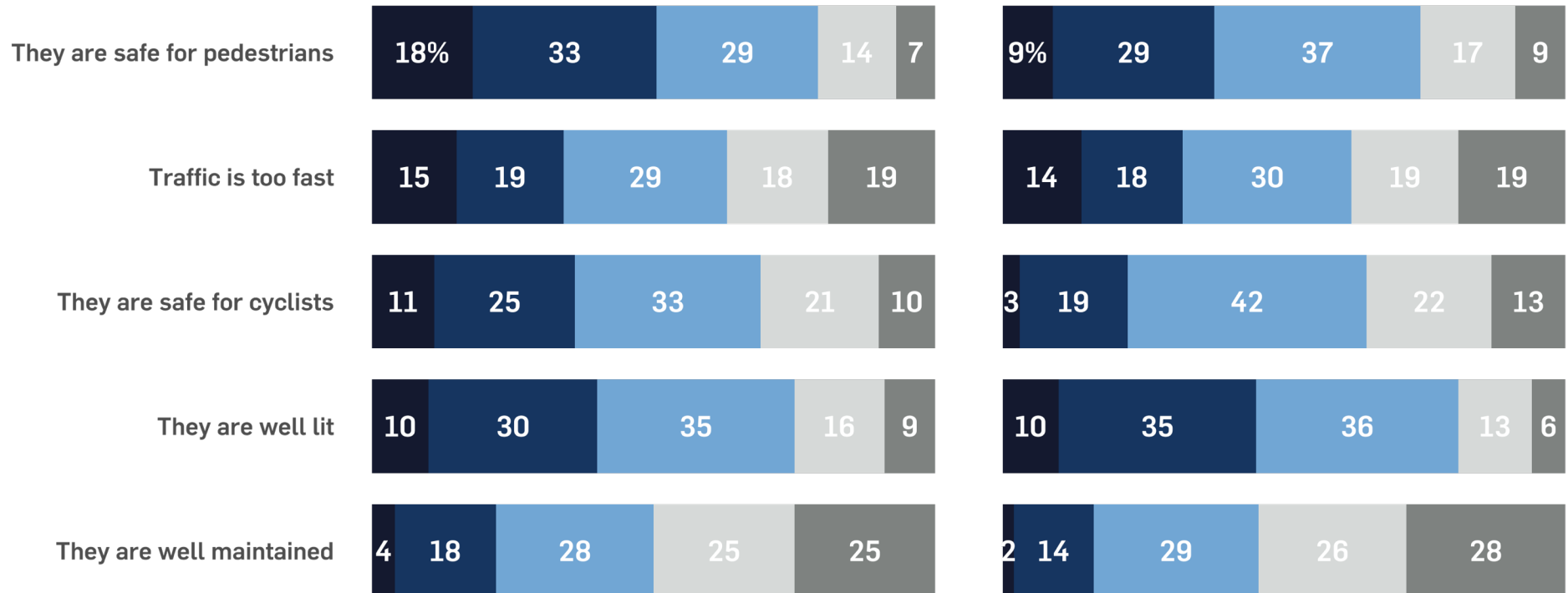


How well would you say that each of the following statements describe the roads **in the neighborhood where you live/you use daily around the city?**

Extremely well Very well Moderately well Slightly well Not well at all

## In your neighborhood

## In the city



# PERSONAL VEHICLES USED MOST FREQUENTLY

82% of respondents use a personal vehicle as their primary mode of transportation, by far the most commonly used transportation method of residents. Only 5% of respondents use public transit.



What method of transportation do you most frequently use when traveling around Salt Lake City?

**82%**



Personal  
vehicle

**6**

Walk

**5**

Bicycle

**5**

Public  
transit

**1**

Rideshare

**0**

Electric  
Scooters

**1**

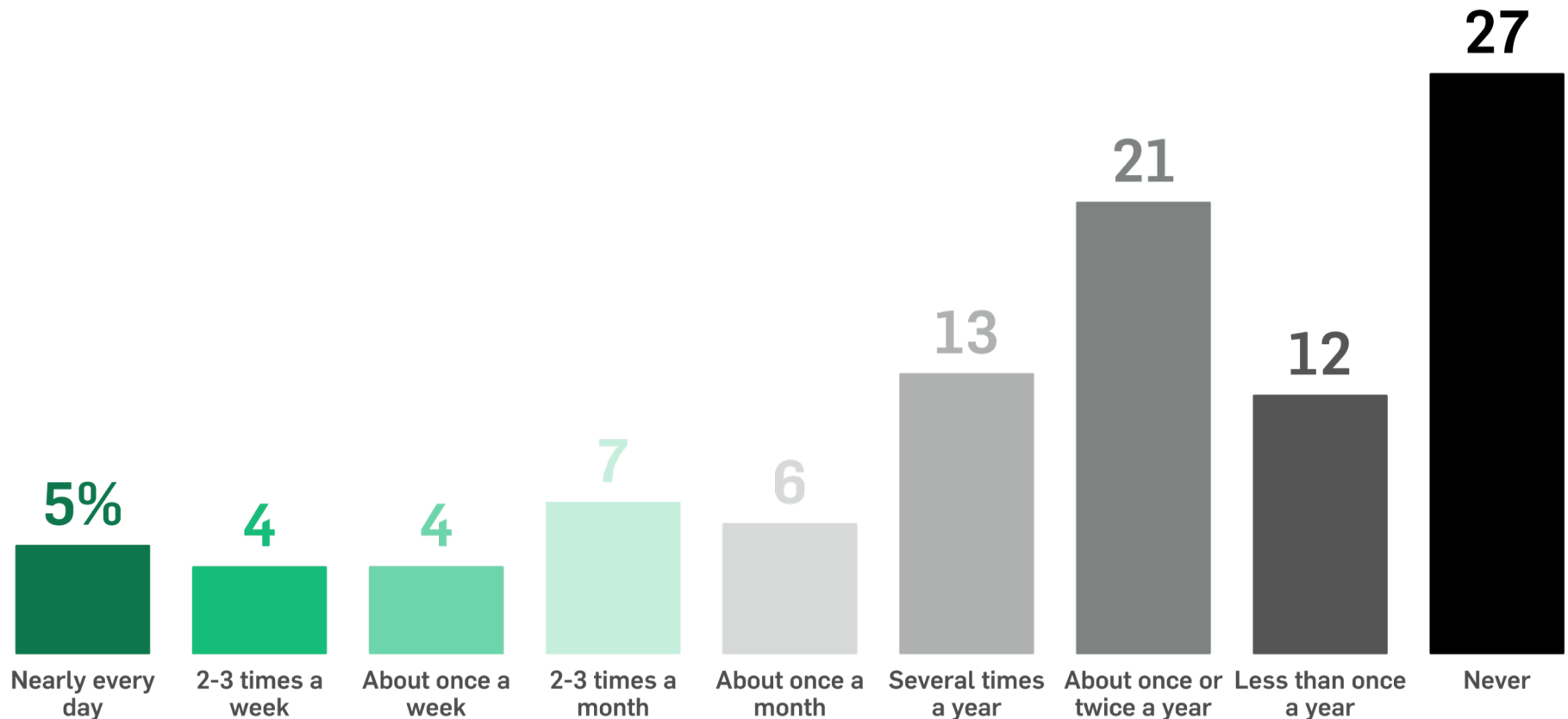
Other

# PUBLIC TRANSIT USED BY SELECT FEW

Only 5% of SLC residents use public transportation every day when traveling around Salt Lake City. Meanwhile, 27% of respondents never use public transportation.



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



# SLC HIVE PASS LACKS BROAD FAMILIARITY

A majority of respondents are not familiar at all with the Salt Lake City HIVE Pass program. Only 4% of respondents are extremely familiar with the program.



How familiar are you with the Salt Lake City HIVE Pass program?

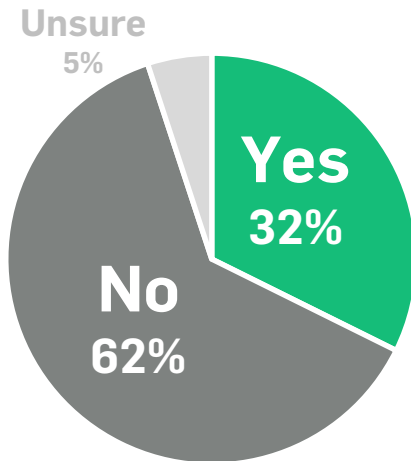
Extremely familiar   Very familiar   Somewhat familiar   Slightly familiar   Not at all familiar



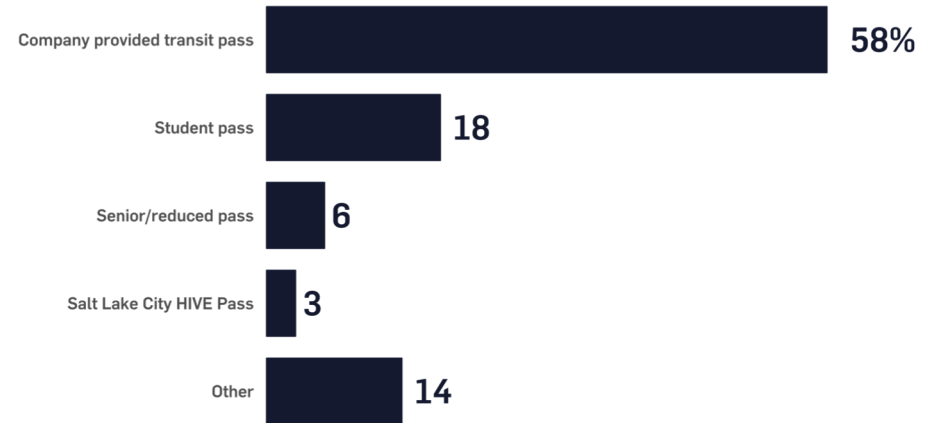
# 1/3 RESPONDENTS USE FREE/REDUCED TRANSIT PASSES

32% of residents have access to a free or reduced fare transit pass. A majority of these passes are company provided. 17% of those who have passes use them nearly every day, and 24% never use them.

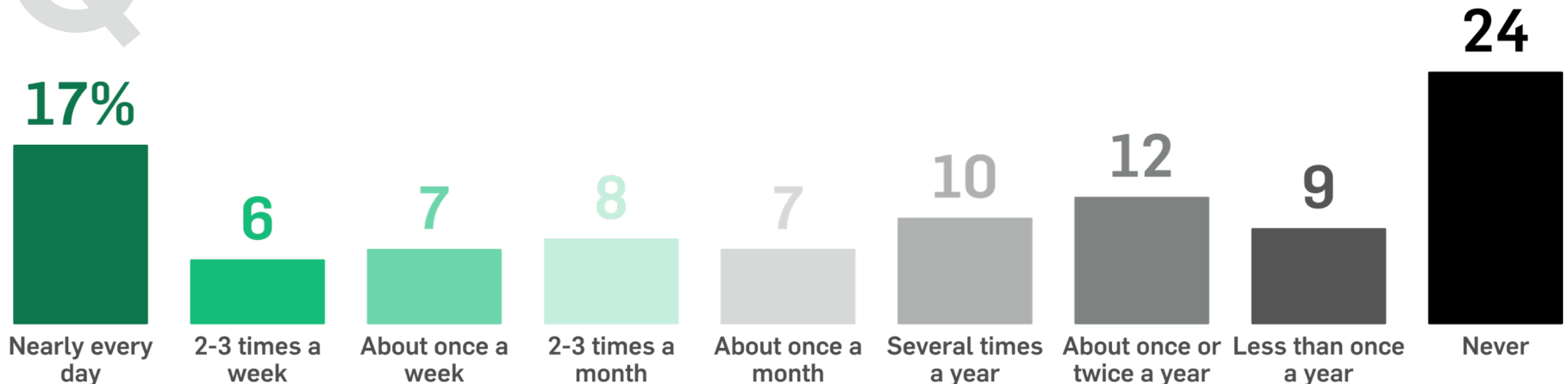
**Q** Do you currently have access to a free or reduced fare transit pass (through work, school, etc.)?



**Q** Which of the following best describes your free or reduced fare transit pass?



**Q** How often do you use a free or reduced fare transit pass?



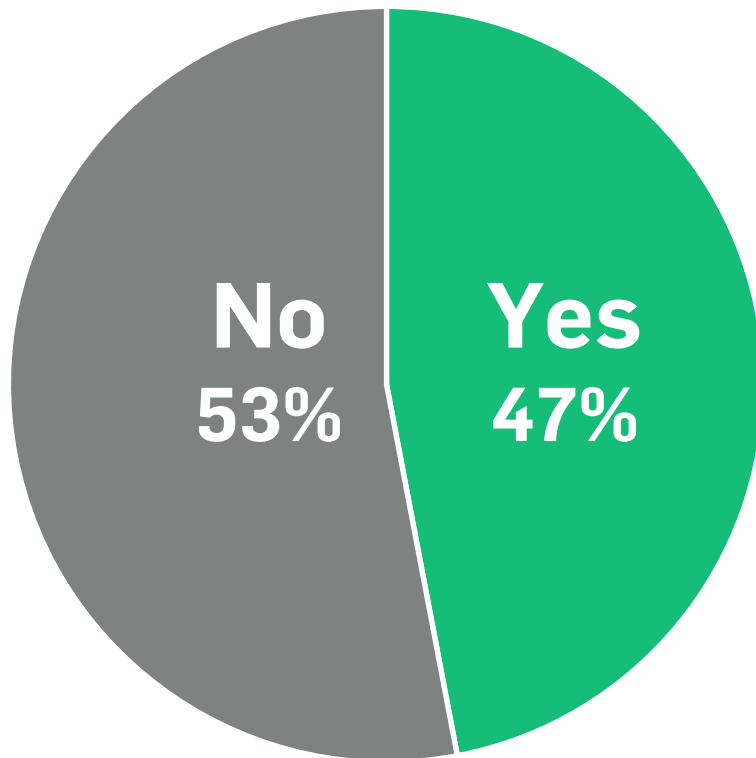
**COMMUNICATION**

# CITY WEBSITE USED TO SEEK INFO ABOUT SERVICES

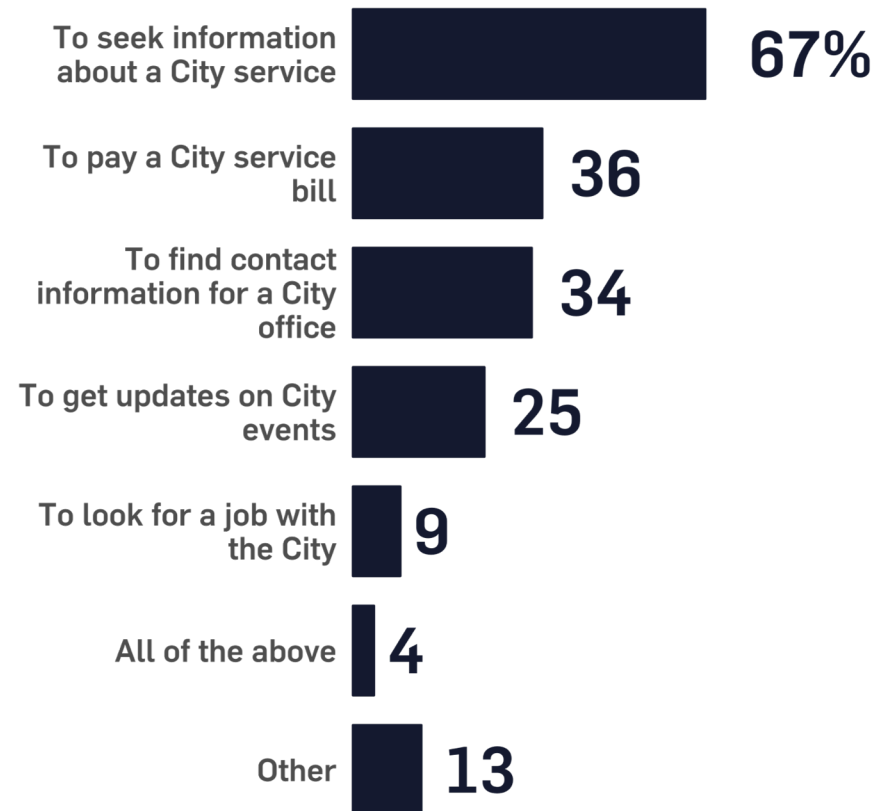
A little less than half of residents have visited the SLC website in the past 6 months. 2/3 of those respondents visited the website to seek information about a City service. Only 9% of respondents visited the website to look for a job with the city.



Have you visited the Salt Lake City website in the past 6 months?



Which of the following reasons best describes why you visited the Salt Lake City website? Select all that apply.





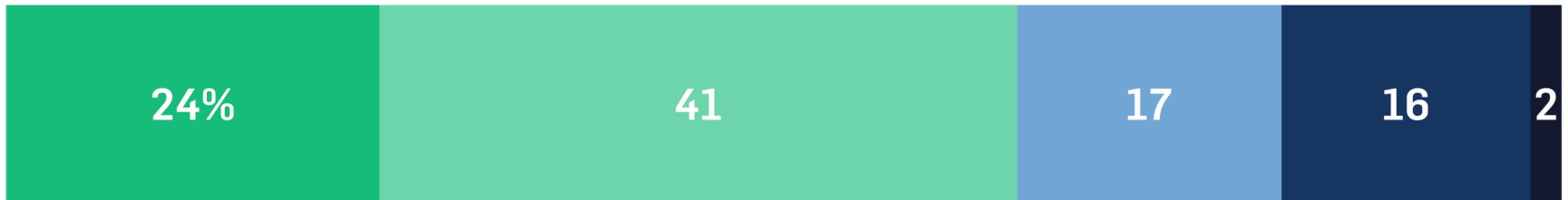
# SLC WEBSITE RELATIVELY EASY TO NAVIGATE

Nearly 2/3 of those who have recently visited the city website report that it is easy to complete their task on the website. More than 3/4 report that they quickly completed their task on the website.



How easy or difficult was it to complete the task that led you to visit the Salt Lake City website?

Extremely easy   Somewhat easy   Neither easy nor difficult   Somewhat difficult   Extremely difficult



How quickly were you able to complete the task that led you to visit the Salt Lake City website?

Extremely quickly   Very quickly   Somewhat quickly   Not very quickly   Not at all quickly



# WEBSITE ORGANIZATION COULD BE IMPROVED

Over half of residents report that the website is well organized; however, 3/4 also report that general information is difficult to find on the website, specifically information about services, parking, and contact information.



To what extent do you agree or disagree with each of the following statements?

Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree

I would recommend the City website to my friends and neighbors in Salt Lake City as a resource for information or city services.



The City website is well organized.



It is difficult to find the information I need on the City website.



What information was difficult to find on the Salt Lake City website?



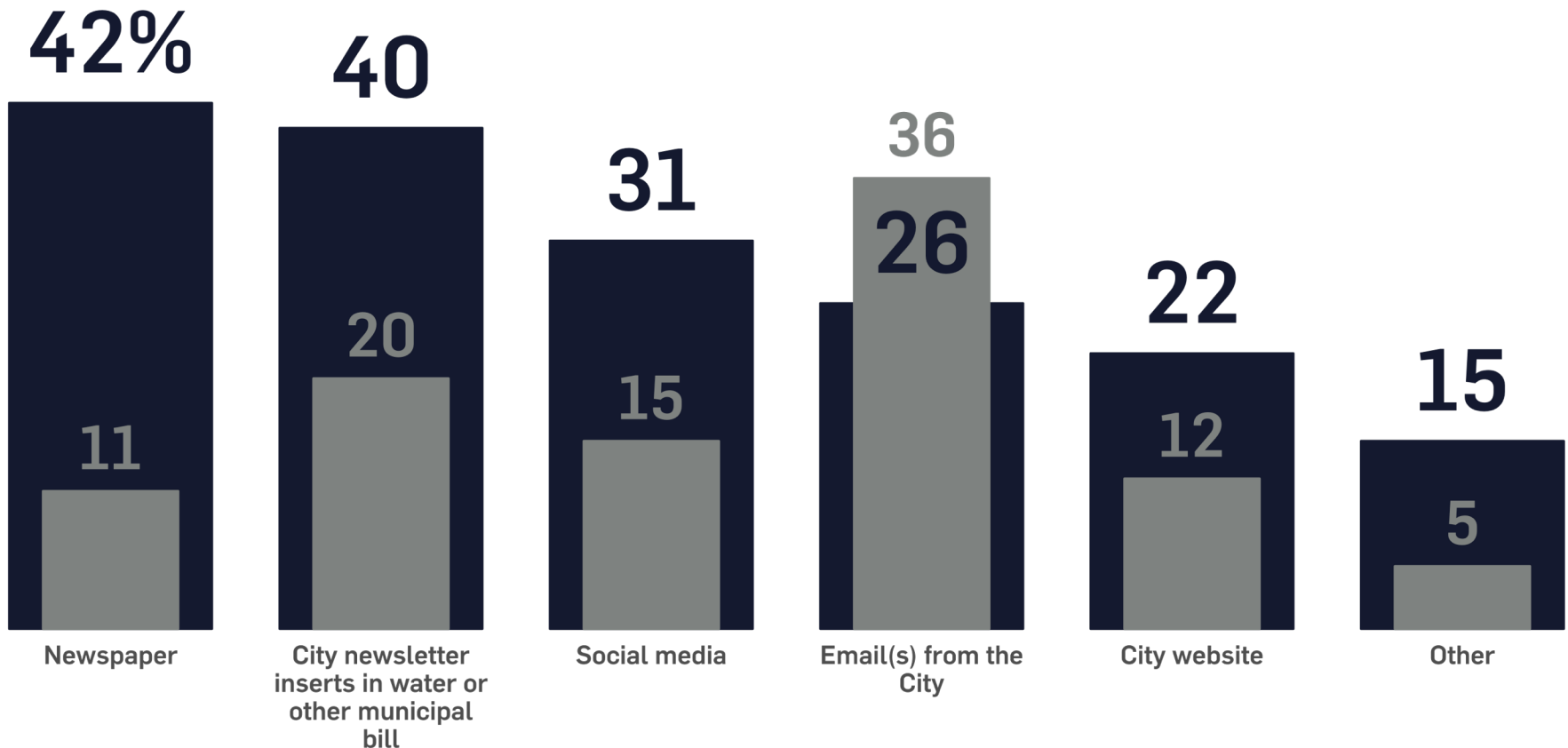
# CITY EMAILS ARE PREFERRED SOURCE OF INFO

A plurality of residents currently receive information about the city from newspapers, city newsletters, and social media. However, more would prefer to receive information via emails from the city.



From which sources do you currently receive your information about Salt Lake City? Select all that apply.  
From which source would you prefer to receive most of your information about Salt Lake City?

■ Current Info Method ■ Preferred Info Method



# MOST RESPONDENTS DON'T FOLLOW SLC SOCIAL MEDIA

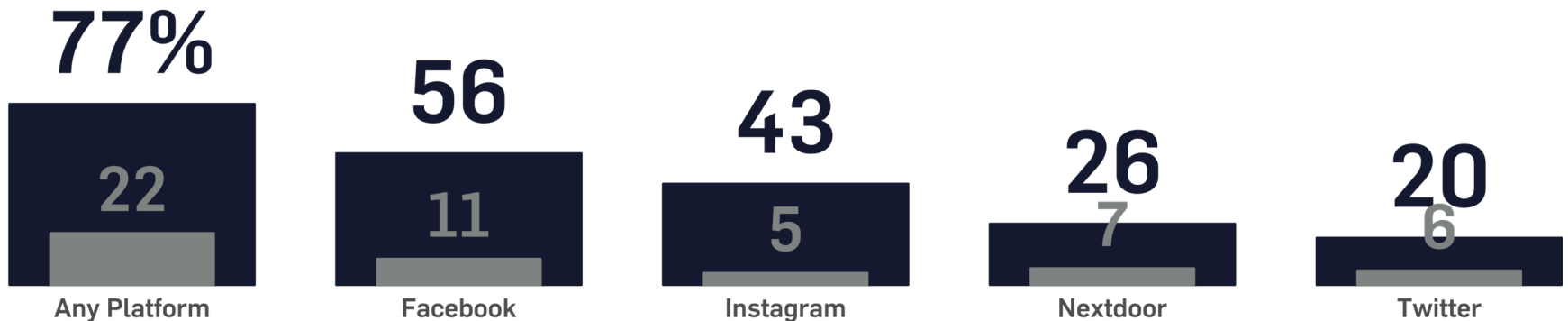
Over half of respondents use Facebook, and nearly half use Instagram. Residents report following Salt Lake City's official account on Facebook more than other platforms. However, only 11% of residents follow the city's Facebook account. 93% of those who follow the city's accounts say it provides useful information.



Which, if any, of the following social media platforms (i.e. websites or apps) do you use or visit?

Do you happen to follow Salt Lake City's official account on any of the following social media platforms?

■ Platforms Used ■ Follow SLC on Platform



How useful are the posts or updates you currently receive from Salt Lake City's social media accounts for you, personally?

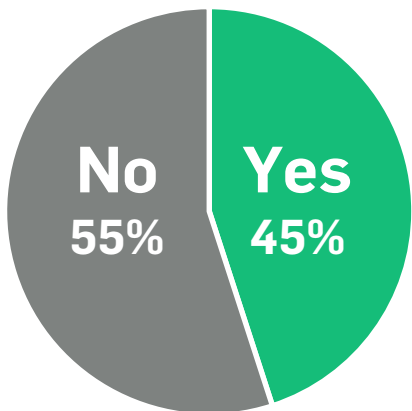
■ Extremely useful ■ Very useful ■ Somewhat useful ■ Not very useful ■ Not at all useful



# SATISFACTION WITH CONTACTING GOVERNMENT

Slightly less than half of respondents have contacted a SLC government office in the past year. Those who have report that SLC employees were helpful. Over 70% of respondents are satisfied with the city's response.

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



If you have any comments you would like to briefly share about your experience with Salt Lake City employees, please enter them here.



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

Very satisfied   Somewhat satisfied   Somewhat dissatisfied   Very dissatisfied



# OVER THE PHONE CONTACT IS HIGHEST

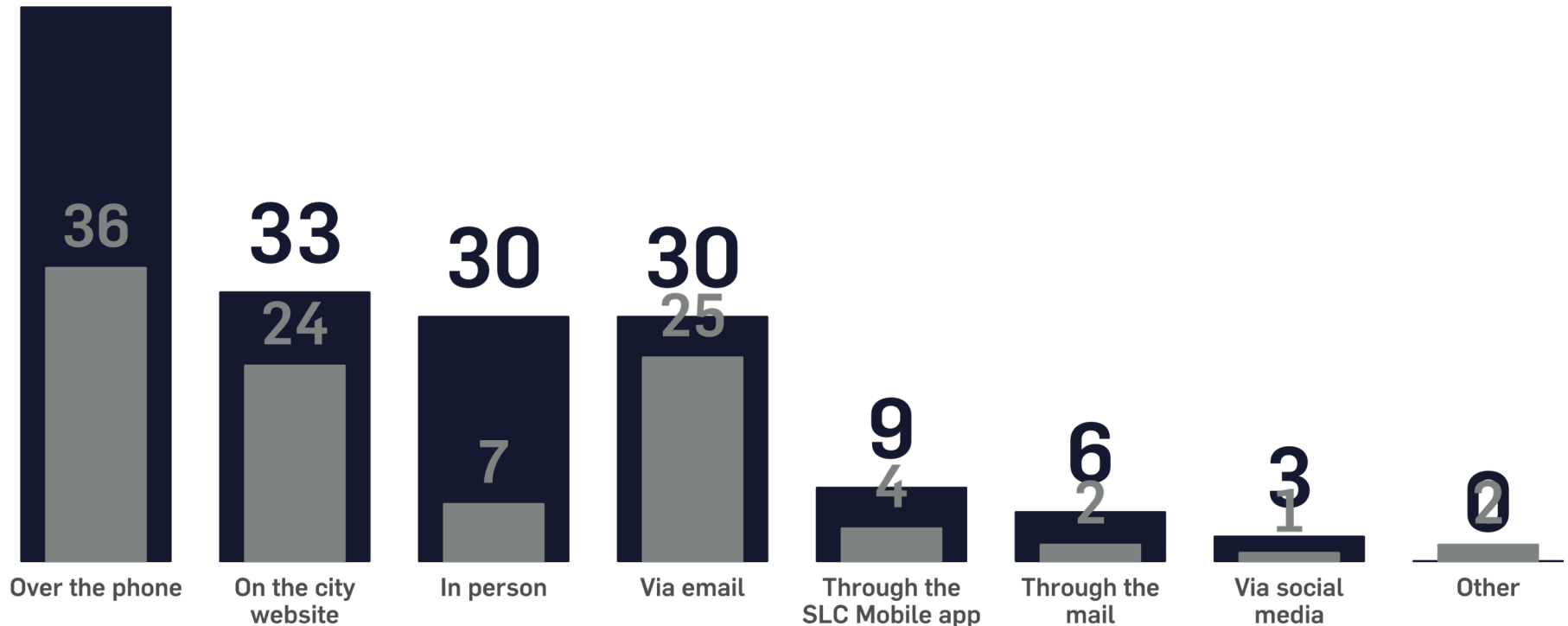
Of those who have contacted the SLC government offices this last year, 2/3 did it over the phone, and a plurality prefer that method as well. Other preferred methods include using the city website or email.



- 1) In the past year, how have you contacted the Salt Lake City government offices?  
Select all that apply.
- 2) How do you prefer to contact the Salt Lake City government offices?

■ Current Contact Method ■ Preferred Contact Method

68%



**INLAND PORT**

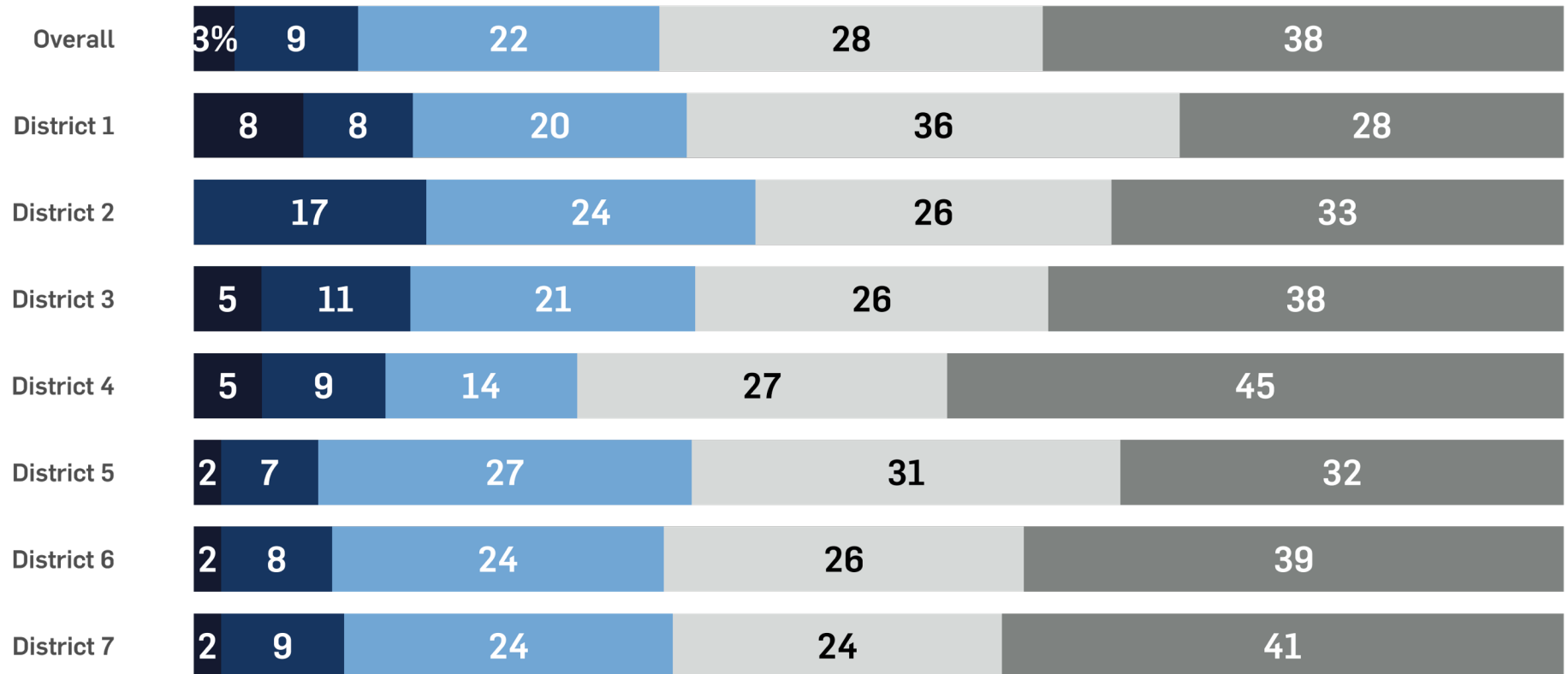
# LACK OF KNOWLEDGE ABOUT INLAND PORT

Over half of residents say they do not understand the Utah Inland Port development project. Most districts report relatively even understanding, but district 4 reports slightly lower understanding overall.



How well would you say that you understand the Utah Inland Port development project?

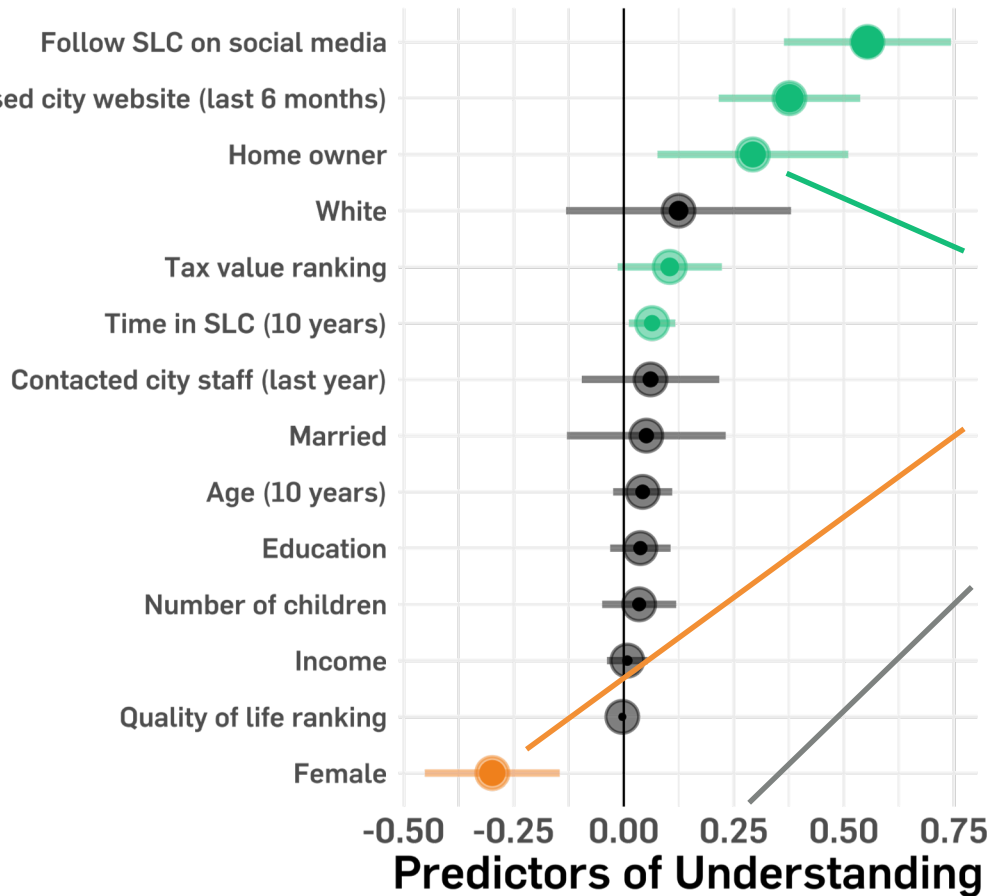
Extremely well Very well Somewhat well Not very well Not well at all





# DRIVERS OF UNDERSTANDING & FAVORABILITY

Drivers of understanding and favorability: interpreting the impact of predictive demographics



Helpful guides for this section:

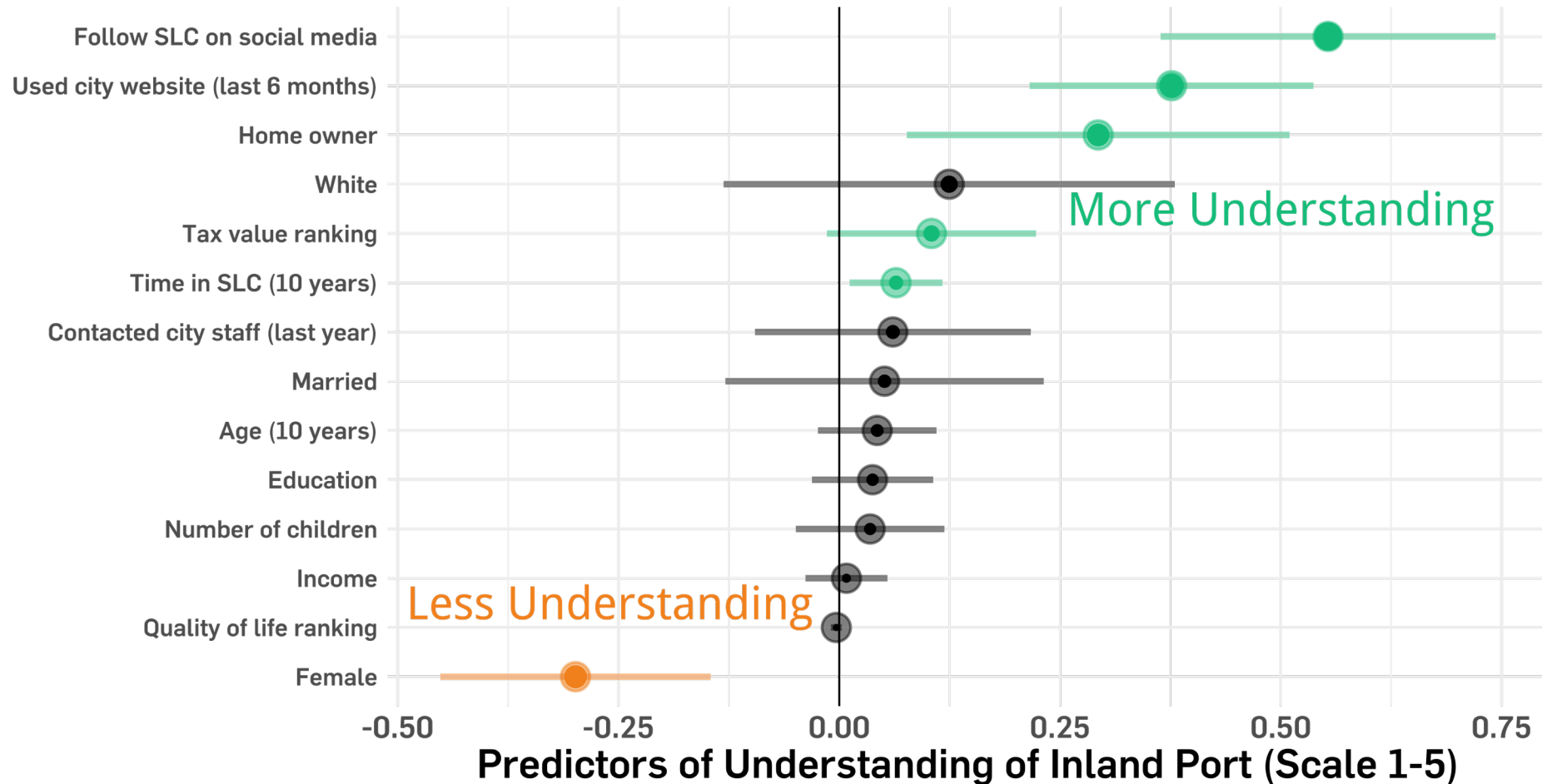
1. All demographic features listed on the Y-axis to the left were tested for predictive power on understanding and support of the inland port.
2. Any demographic feature highlighted in green indicates a positive, statistically-significant\* relationship with understanding or favorability.
3. Any demographic feature highlighted in orange indicates a negative, statistically-significant relationship.
4. The model coefficients on the X-axis can be interpreted as a 1 point positive movement in the demographic feature being associated with a \_\_\_\_\_ point increase in the understanding (scale of 1-5) or favorability (scale of 0-100) of the inland port.

\*Statistical significance is noted at the 90% level

# CITY RESOURCES INCREASE UNDERSTANDING

Following SLC on social media and using the city website are the two biggest predictors of increased understanding of the project. Homeowners and males on average also report significantly higher understanding.

Regression analysis used to evaluate which resident characteristics are associated with better understanding of the inland port project. n = 701



# INLAND PORT DESCRIPTION

DISPLAYED TO ALL RESPONDENTS

Residents who indicated that they understood the project saw this description after rating their perception of the Inland Port development project. Those who said they did not understand the project saw this description before rating their perception of the Inland Port.

*The proposed Utah Inland Port is a logistics, manufacturing, and distribution hub that would link shipping and transportation between West Coast ports and the Intermountain West, connecting Utah businesses to global markets.*

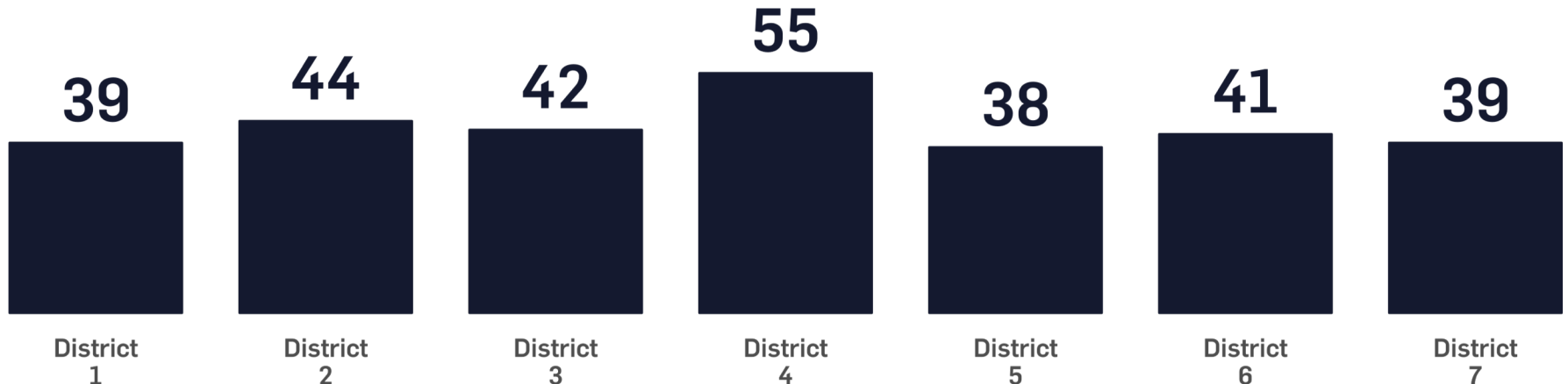
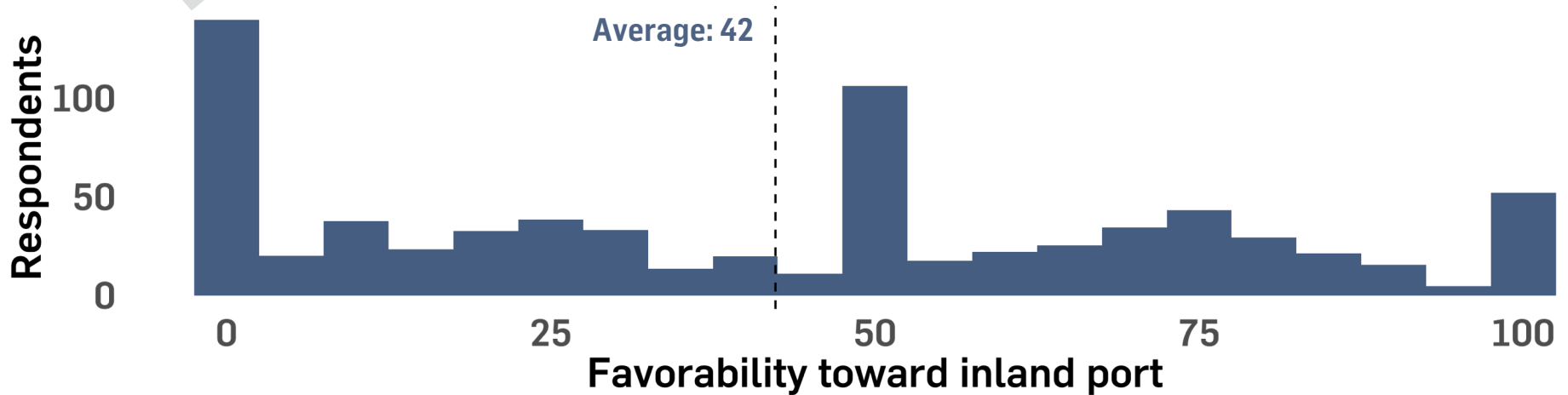
*The Inland Port site is located in the Northwest Quadrant of Salt Lake City. Most of the land in the Inland Port area is privately owned and already zoned for development. Landowners are already moving forward with development for offices, warehouses, and manufacturing facilities.*

# DIVIDED FAVORABILITY OF INLAND PORT

The average favorability rating of the Utah Inland Port project is 42 on a scale of 0-100. However, a significant number of people have no set opinion on the port, indicating the possible large impact of campaigns for or against. A majority of respondents from District 4 find the project favorable, by far the most supportive district.



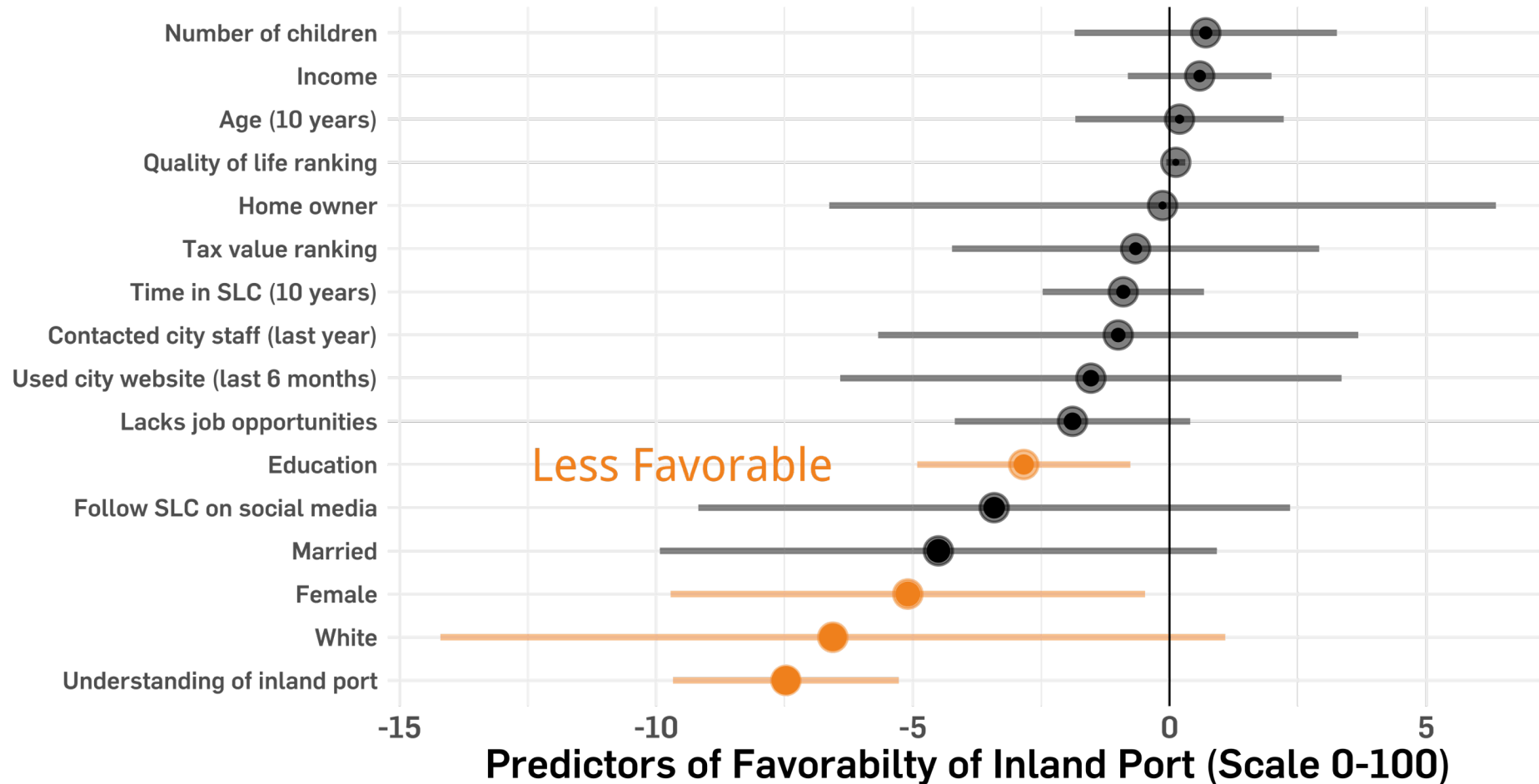
On a scale from 0 to 100, with 0 being extremely unfavorable and 100 being extremely favorable, how would you rate your current overall impression of the Utah Inland Port development project?



# UNDERSTANDING PREDICTS LOW FAVORABILITY

The biggest predictors of low favorability of the Inland Port Project are better reported understanding of the port and being white, female, and educated.

Regression analysis used to evaluate which resident characteristics are associated with higher favorability of the inland port project. n = 701



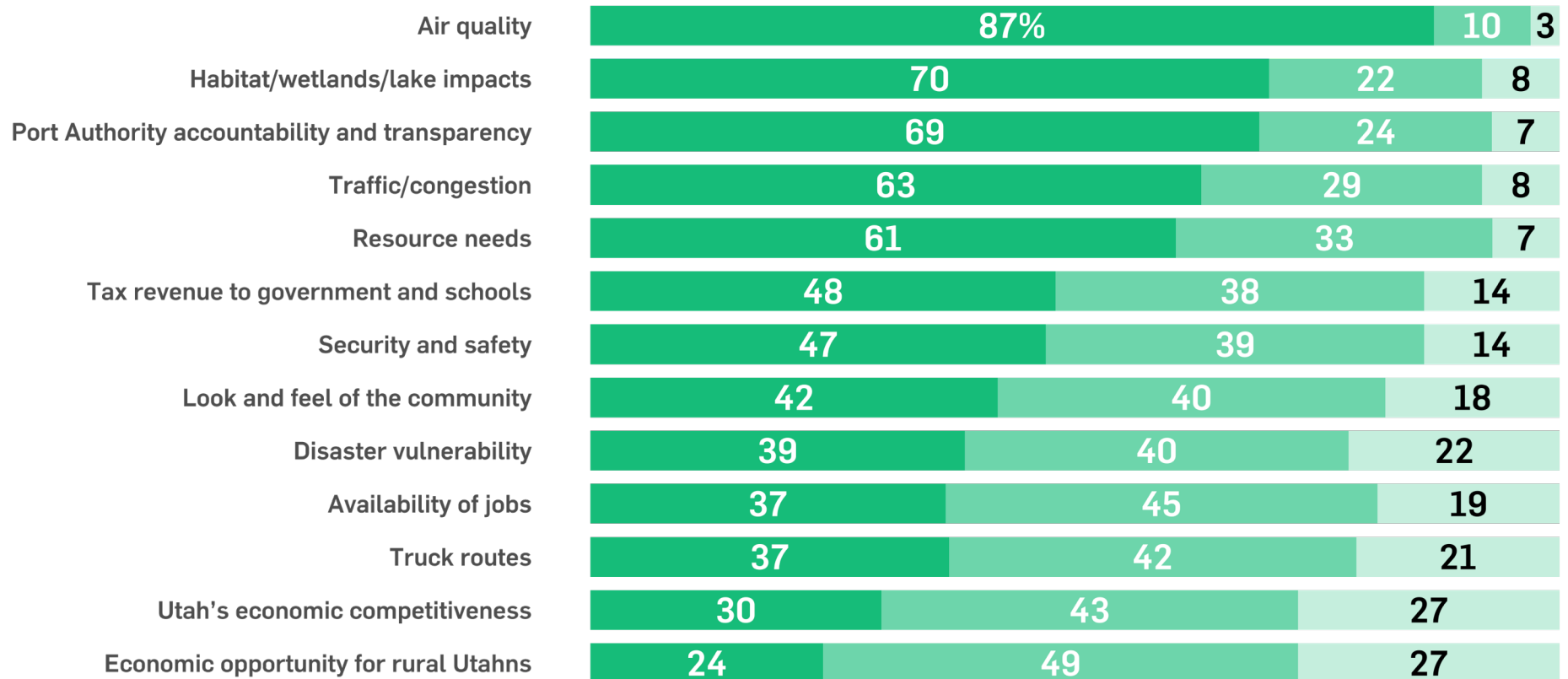
# AIR QUALITY IS MOST IMPORTANT ISSUE

An overwhelming majority of respondents rate air quality as the most important issue with regard to the Inland Port Project. However, respondents also rate air quality as their most important city issue overall.



Please rate the importance of the following items with regard to the Inland Port.

Most important   Somewhat important   Less important

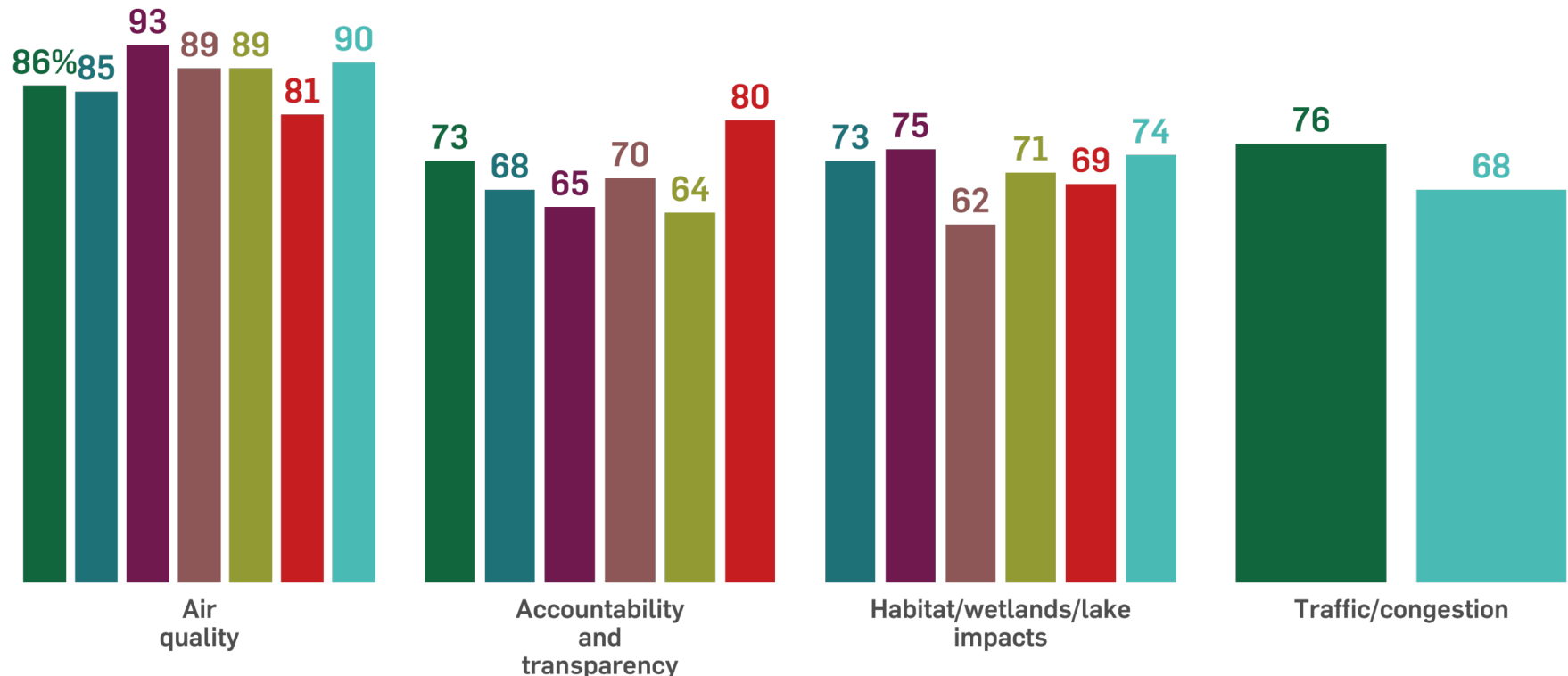


# IMPORTANT ITEMS DEPEND ON DISTRICT

Ratings of important items varied across districts. However, almost all districts agree on the top 3 issues: 1) air quality, 2) accountability and transparency, and 3) habitat/wetlands/lake impacts. Districts 1 and 7 also consider traffic/congestion among their top three issues.



Please rate the importance of the following items with regard to the Inland Port.





Kyrene Gibb, Scott Riding, & Kelly Patterson, Ph.D.  
y2analytics.com | (801) 406-7877