

# SALT LAKE CITY PANELIST ATTITUDES

OFFICIAL 2024 RESIDENT BI-ANNUAL SURVEY



**1. Residents enjoy a high quality of life.**

*On a scale from 0 to 100, SLC residents offer an average quality of life rating of 72, which is three points higher than last year's evaluation from email panelists. Quality of life is highest in Districts 5 and 6, with a 76 out of 100 for both. 59% of residents also say the city is headed in the right direction, while 45% believe that their city tax dollars are well-spent.*

**2. SLC Constituents rate social workers, golf course maintenance well.**

*911 dispatch and fire/paramedics are also highly rated. Homeless engagement and street maintenance are the lowest-rated services. Given the opportunity to fund city services, residents are the most likely to give money to street/road surface maintenance and city parks/open spaces.*

**3. Neighborhoods are walkable and well-connected.**

*Residents tend to express positive perceptions of their neighborhood's access to key amenities such as parks, shopping, and parking. The thing that SLC residents most enjoy about the city are its restaurants, and nearly 60% of residents prefer to eat at restaurants in the City over anywhere else.*

**4. Police generally trusted while residents support the initiative to have social workers handle various emergencies.**

*63% trust the police "a great deal" or "a moderate amount" and almost 90% of residents believe law enforcement should build relationships with community members. 92% believe that social workers should be dispatched for various emergencies. The vast majority who believe this express confidence in social workers' specialized training.*

**5. Bare majority of residents express satisfaction with contacting the city.**

*54% of those who contacted the city in the last year were satisfied with the response they received. Of those who contacted the city, most did so over the phone. Residents would prefer to contact the city through this avenue or via email. Residents would prefer to receive news or updates from the City by email, although many currently do not.*

# 5 KEY FINDINGS TO REMEMBER

# SURVEY OBJECTIVES

## RESEARCH GOALS

- Gauge attitudes towards city services and public safety.
- Gather perceptions about neighborhood quality and community.
- Understand what draws residents to and keeps residents in SLC.
- Gauge attitudes towards transportation options and maintenance.
- Examine from which communication channels residents most commonly receive information about the city and which modes they would prefer.
- Evaluate how residents feel about and utilize community councils.

# SURVEY METHODOLOGY

## SAMPLING, MODE, & MARGIN OF ERROR

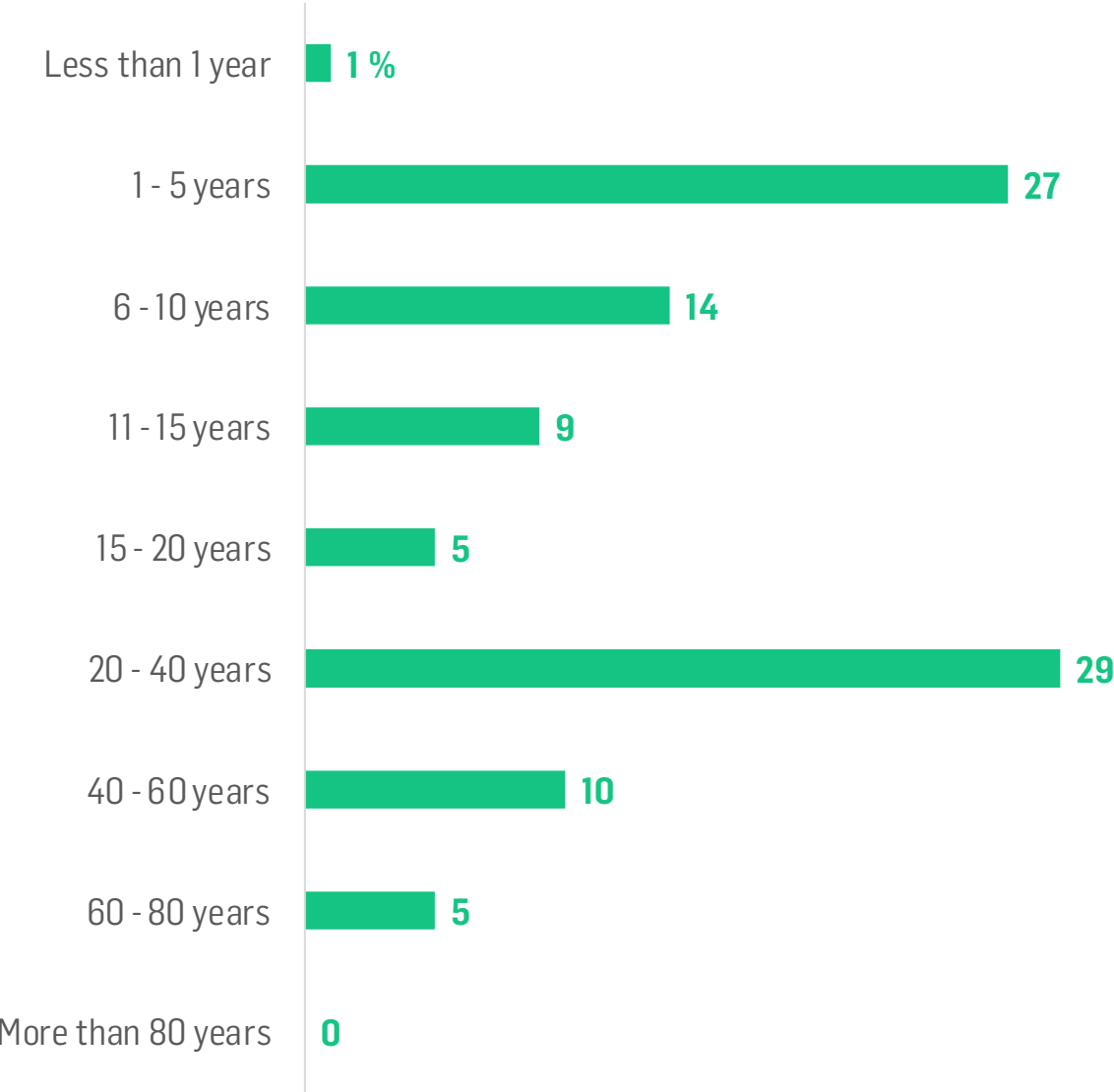
- 10,000 SLC households were sampled from a list of resident contacts gathered from a USPS residential address database.
- 653 residents within the boundaries of Salt Lake City participated in this survey.
- Survey responses were collected between March 28<sup>th</sup> and April 7<sup>th</sup>, 2024.
- Invitations were sent via mailed letter and interviews were completed online.
- Data have been weighted to reflect population statistics from the U.S. Census' American Community Survey to better approximate a representative sample of the City as a whole, specifically regarding age, city council district, race, gender, and home ownership.
- Margin of error +/-3.8 percentage points



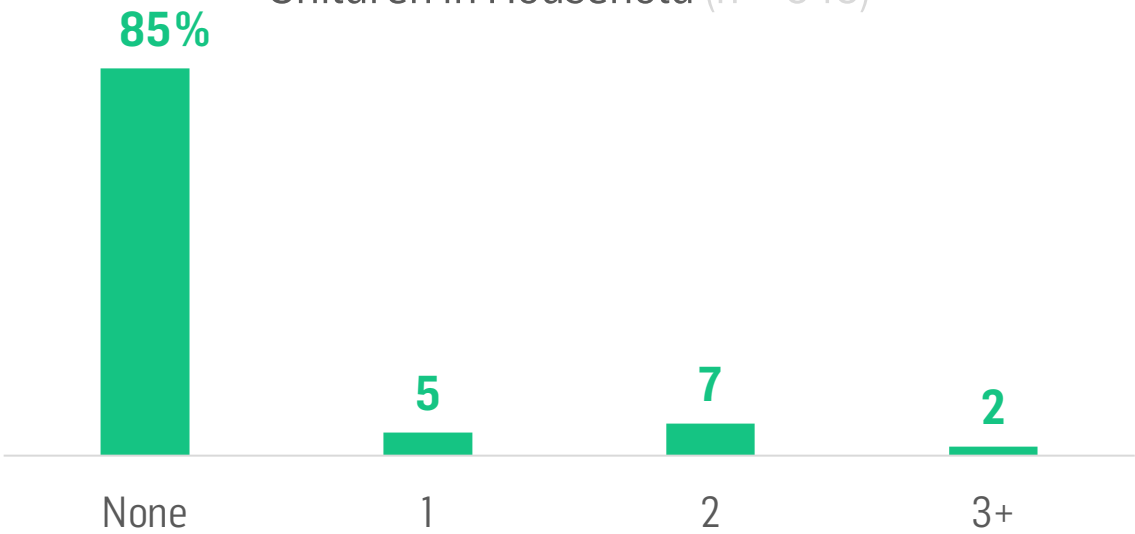
# **SURVEY RESPONDENTS – DEMOGRAPHICS**

# DEMOGRAPHICS: TENURE, CHILDREN, HOMEOWNERSHIP

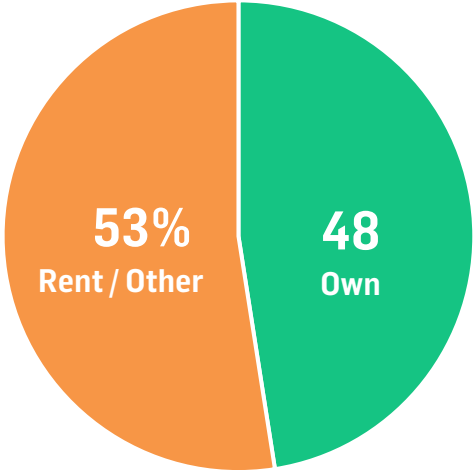
Residency Tenure (n = 624)



Children in Household (n = 649)

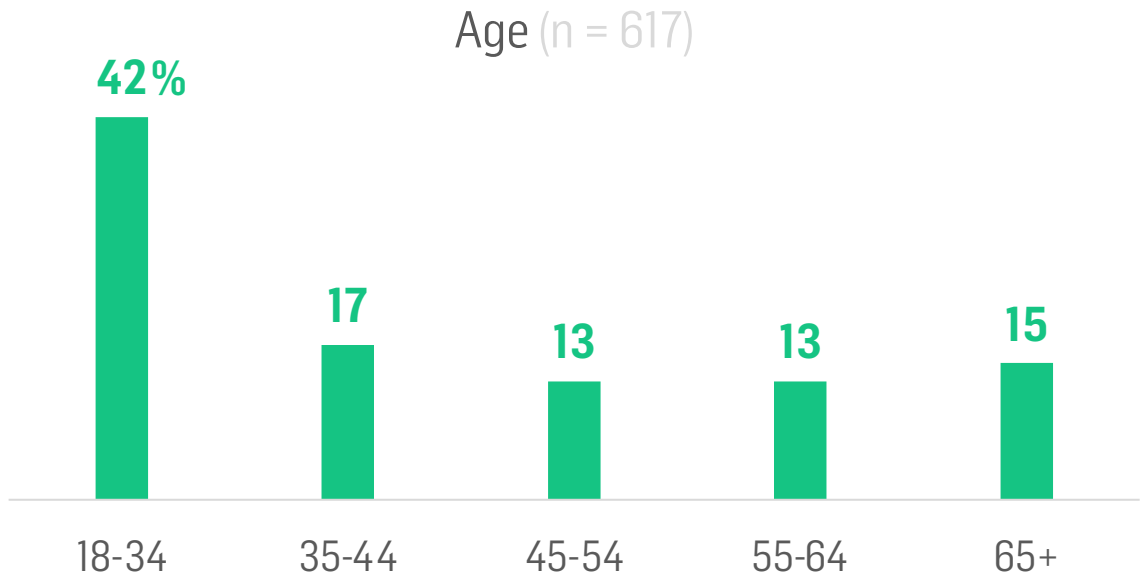


Homeownership (n = 625)

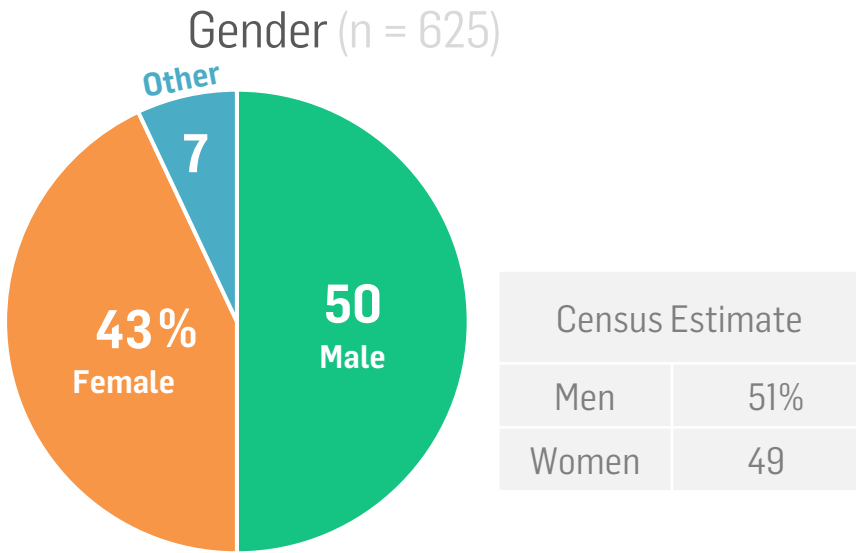


Census Estimate	
Own	48%
Rent	51

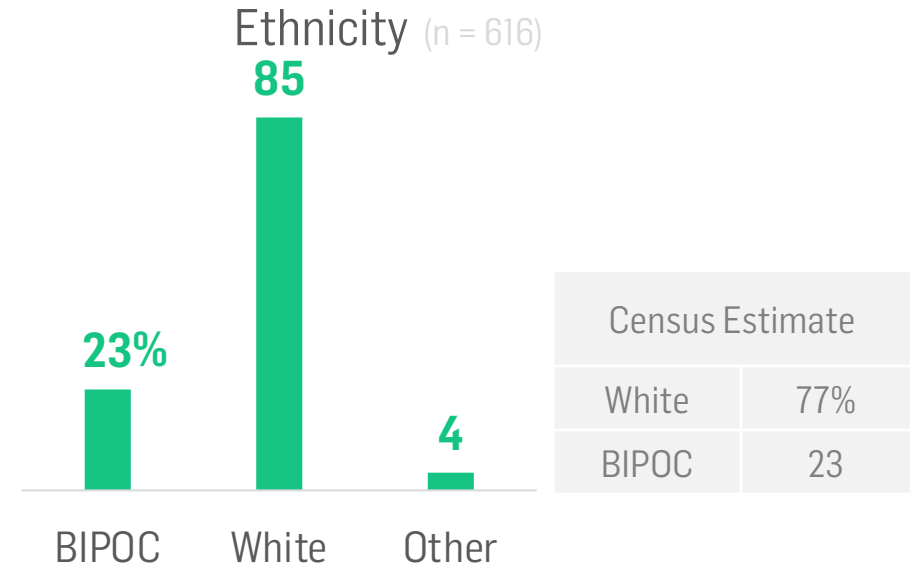
# DEMOGRAPHICS: AGE, GENDER, RACE, MARITAL STATUS



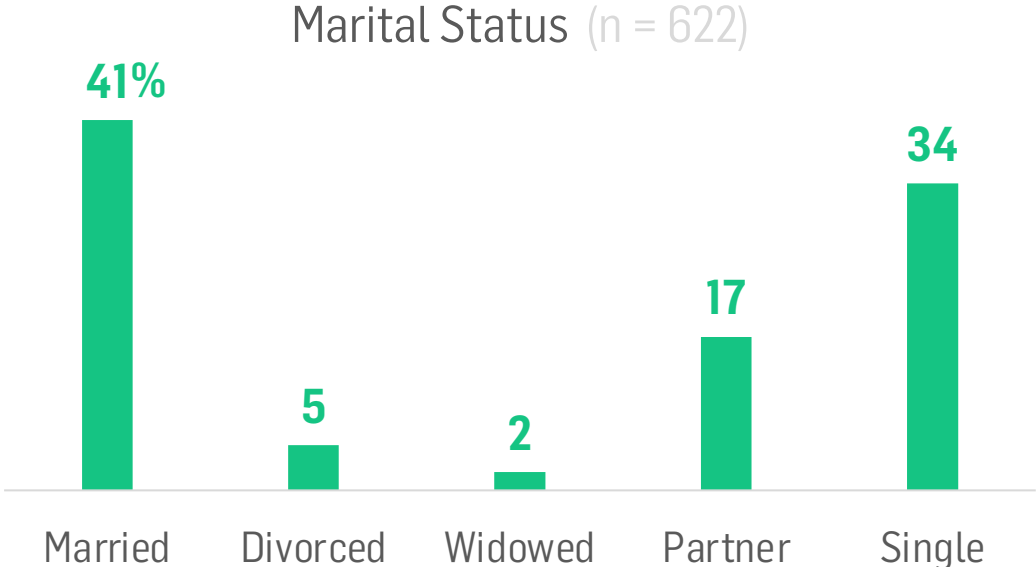
Census Estimate	
18-34	42.5%
35-44	17.8
45-54	12.4
55-64	12.6
65+	14.7



Census Estimate	
Men	51%
Women	49



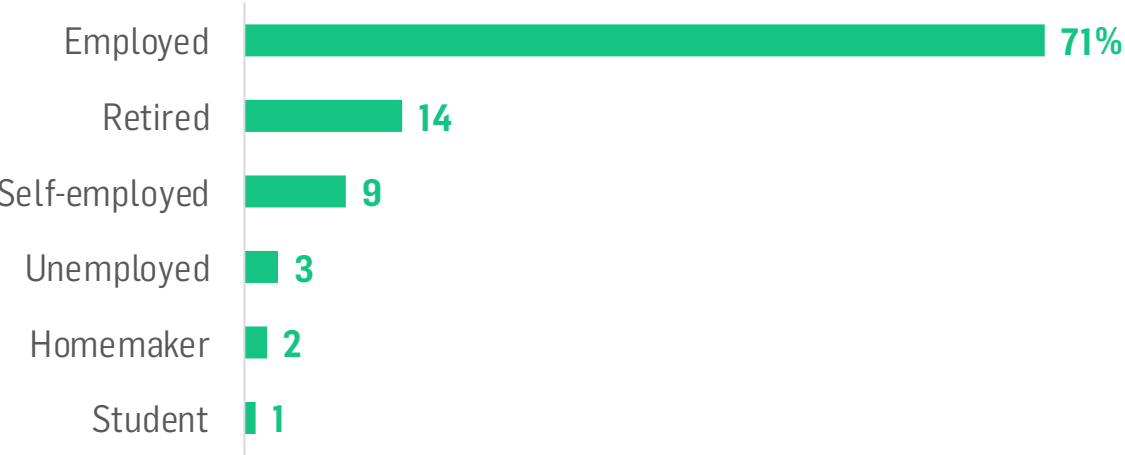
Census Estimate	
White	77%
BIPOC	23



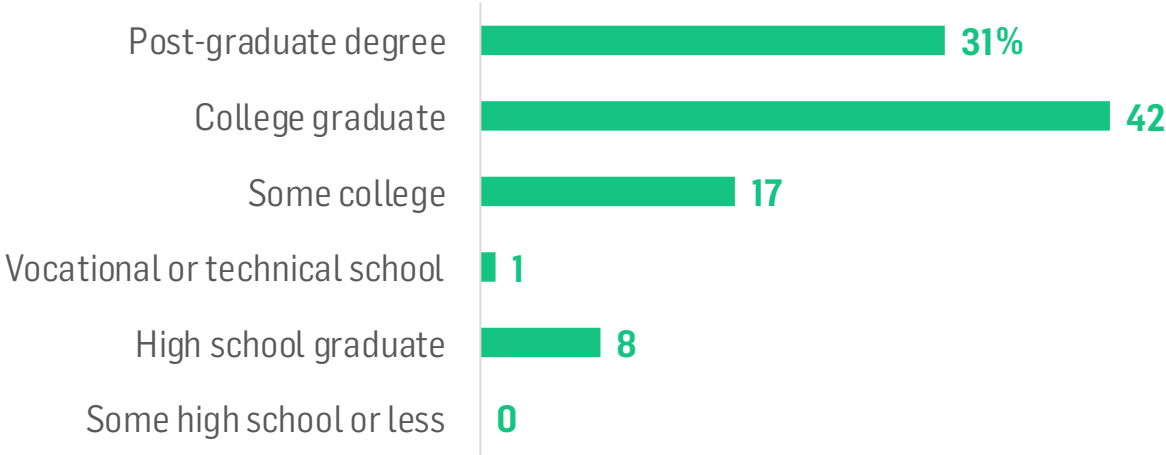
Census Estimate	
Married	41.2%
Single	43
Divorced	11
Partner	1.4
Widowed	3.4

# DEMOGRAPHICS: EMPLOYMENT, EDUCATION, INCOME

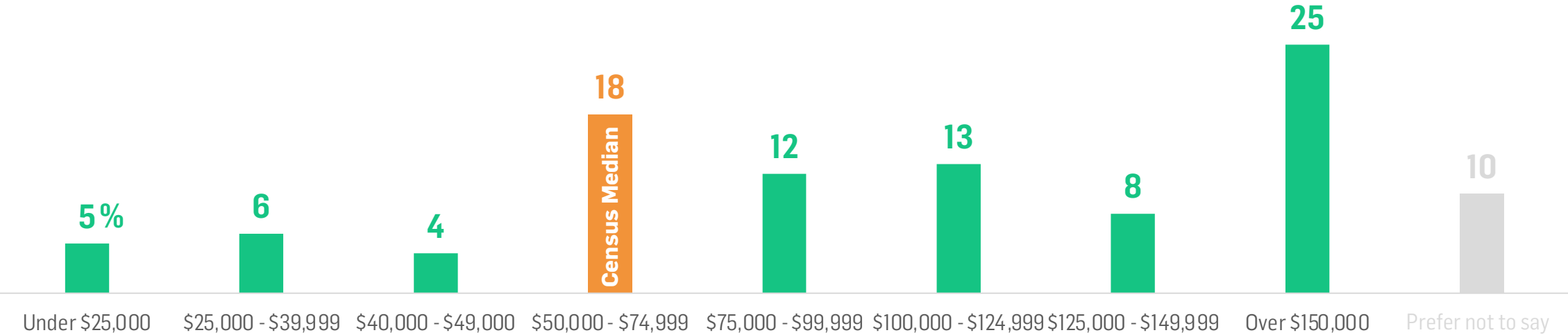
Employment (n = 624)



Education (n = 625)

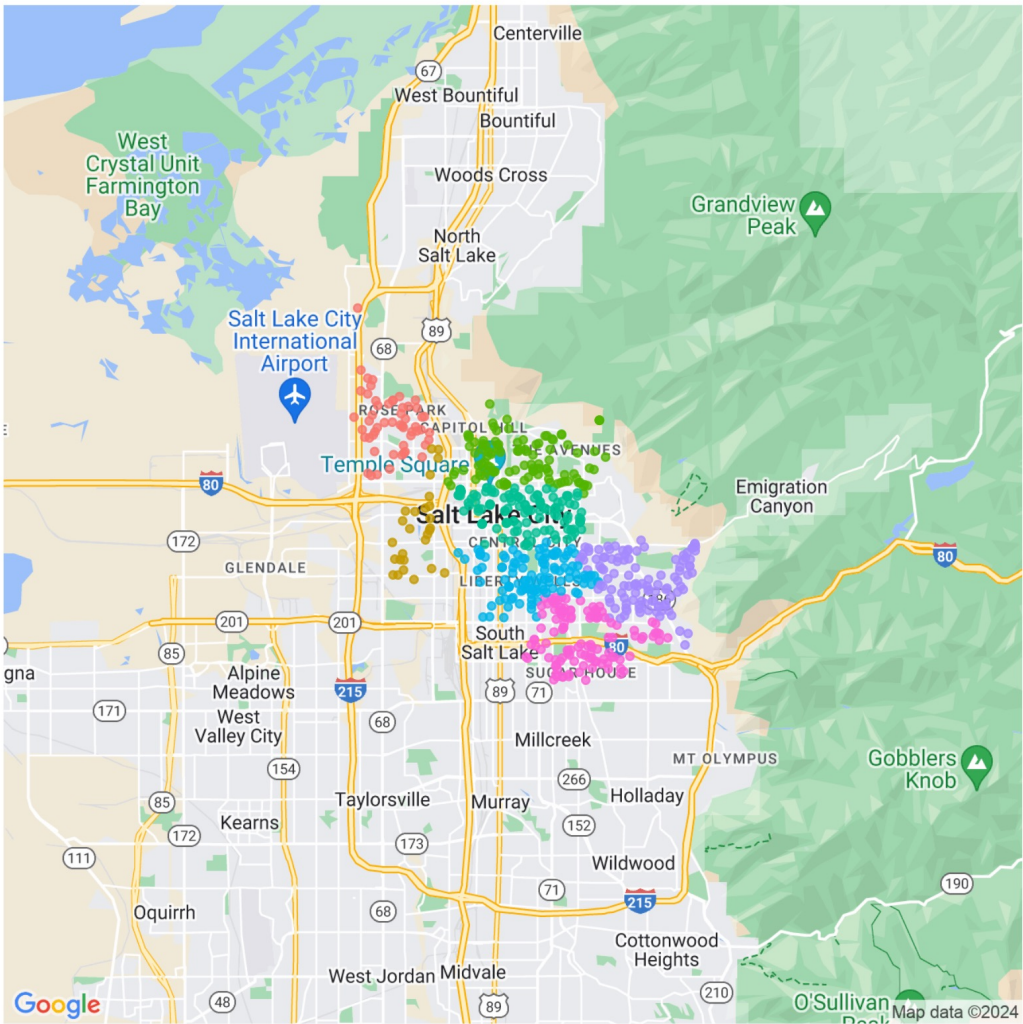


Income (n = 624)



# GEOGRAPHIC DISTRIBUTION

## COUNCIL DISTRICTS



- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7

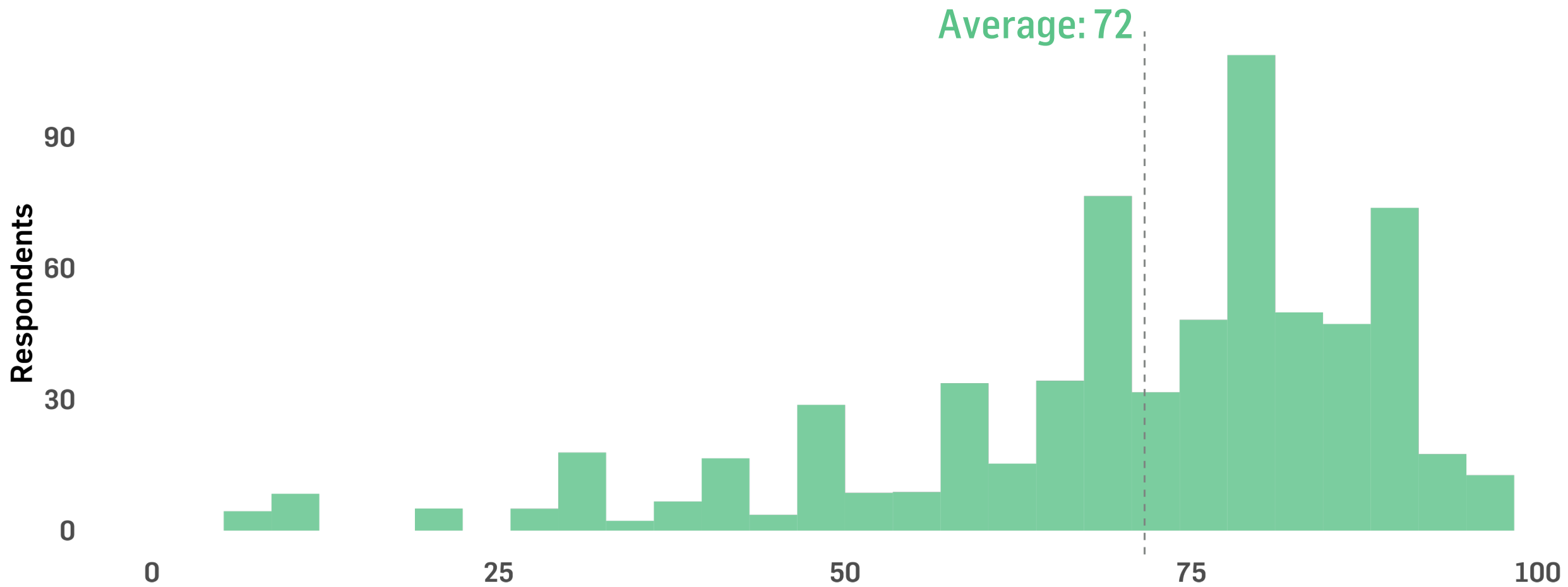
N size	Unweighted Sample %	Weighted Sample %	Census Estimate %
54	8%	12%	14%
27	4%	12%	14%
108	17%	15%	15%
117	18%	15%	15%
112	17%	15%	14%
110	17%	15%	14%
118	18%	15%	14%

**PANEL RESIDENTS –  
KEY METRIC COMPARISONS  
TO PRIOR SURVEYS**



# OVERALL QUALITY OF LIFE IN SALT LAKE CITY

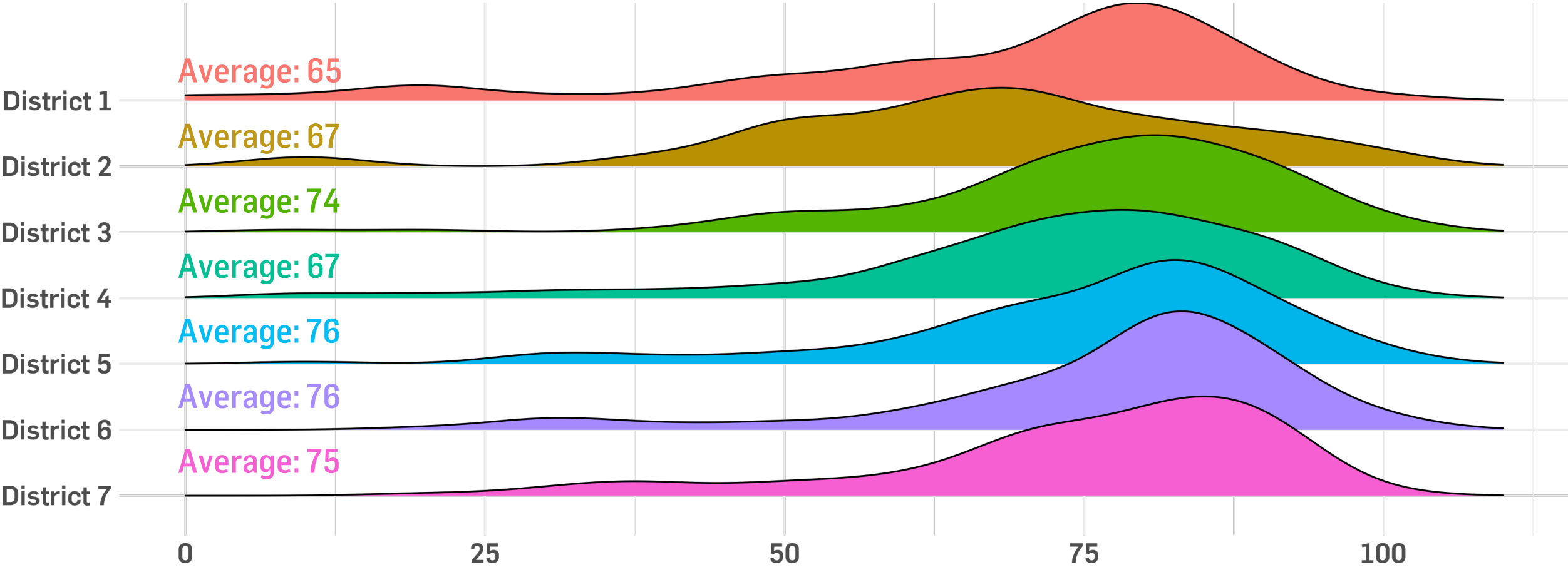
Very few residents rate their quality life in Salt Lake below 50. The average rating among SLC residents is 72, up 3 points from 2023.



Q: 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? (n = 653)

# QUALITY OF LIFE BY CITY COUNCIL DISTRICT

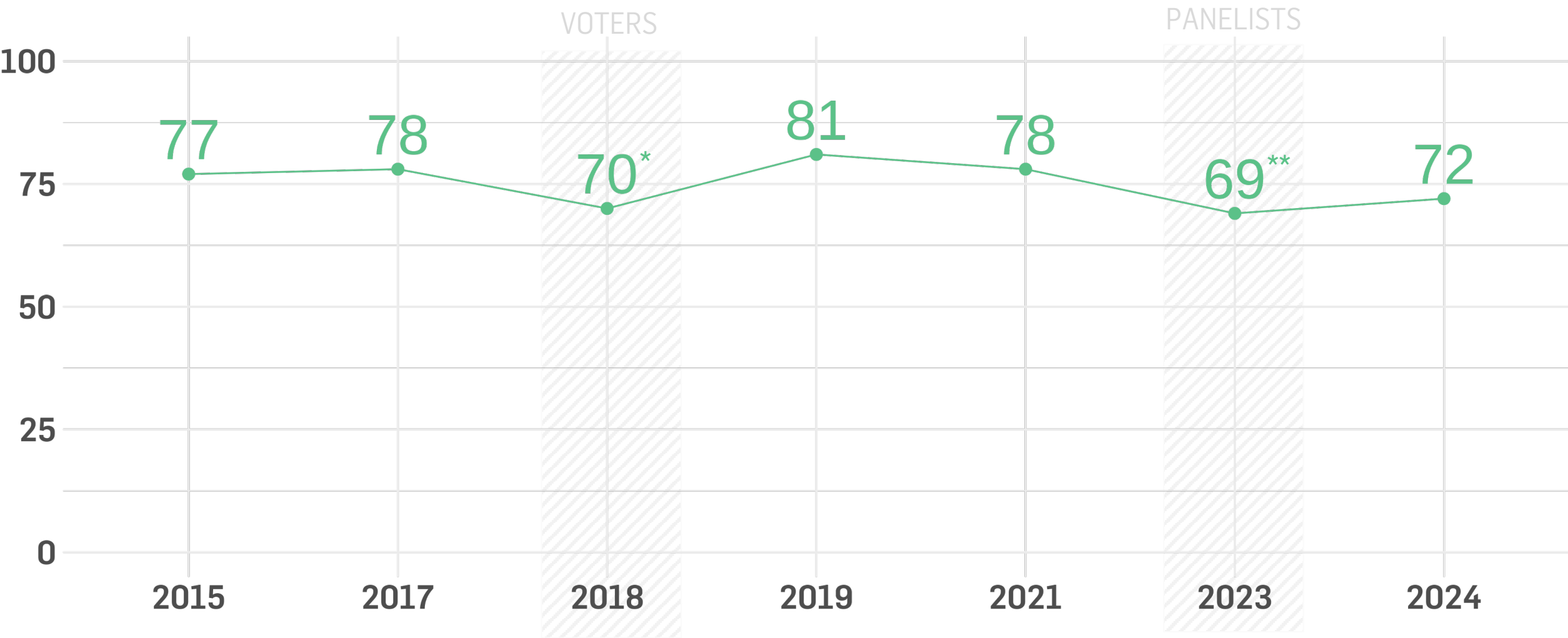
Residents in District 5 and 6 report the highest average quality of life (76) and those in District 1 report the lowest average quality of life (65).



Q: 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? (n = 650)

# QUALITY OF LIFE CONSISTENT OVER TIME

Since 2015, resident quality of life has only decreased 5 points. 2024's average of 72 is up 3 points from 2023.

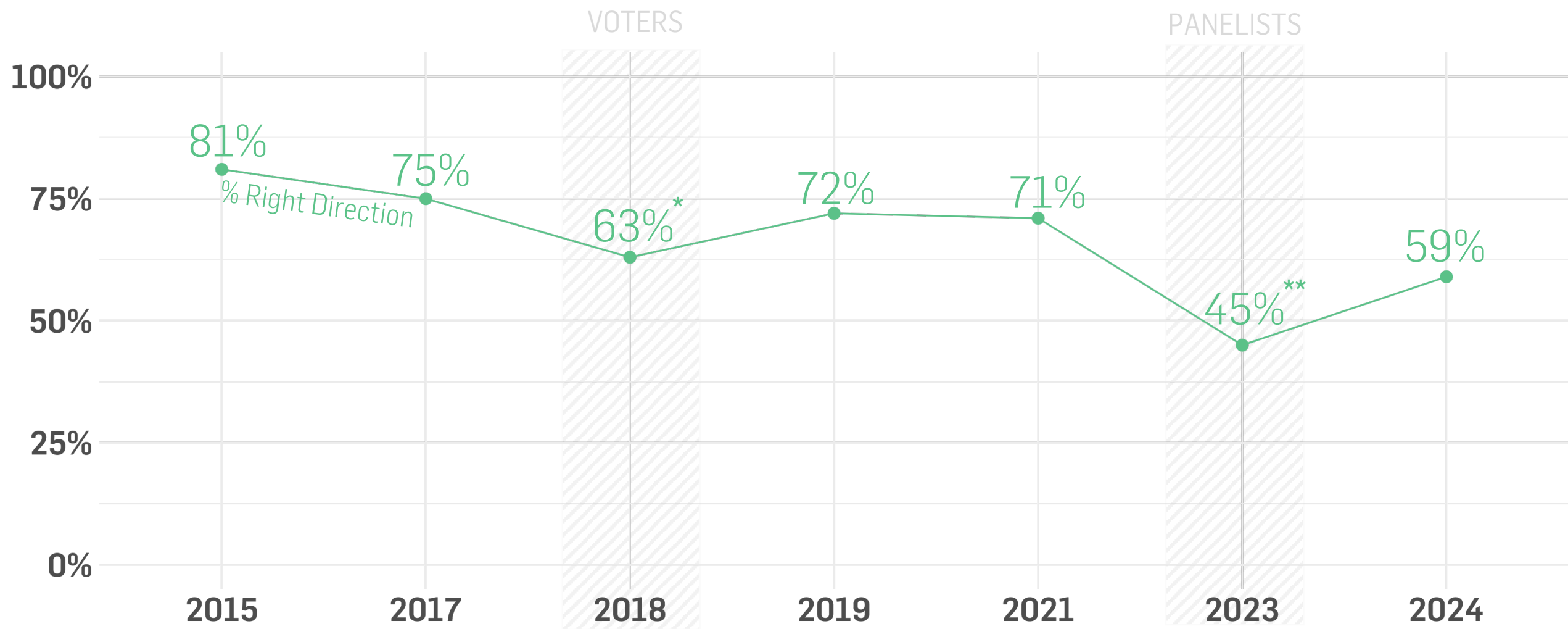


Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Salt Lake City? (n = 650)

\*Survey of SLC registered voters, not all SLC residents  
\*\*Survey of resident contacts from SLC utilities database

# MAJORITY SAY SLC HEADED IN RIGHT DIRECTION

Nearly 3 in 5 say that SLC is headed in the right direction. This is improvement over last year, when only 45% said so, signaling that the City is recovering from 2023's dip.



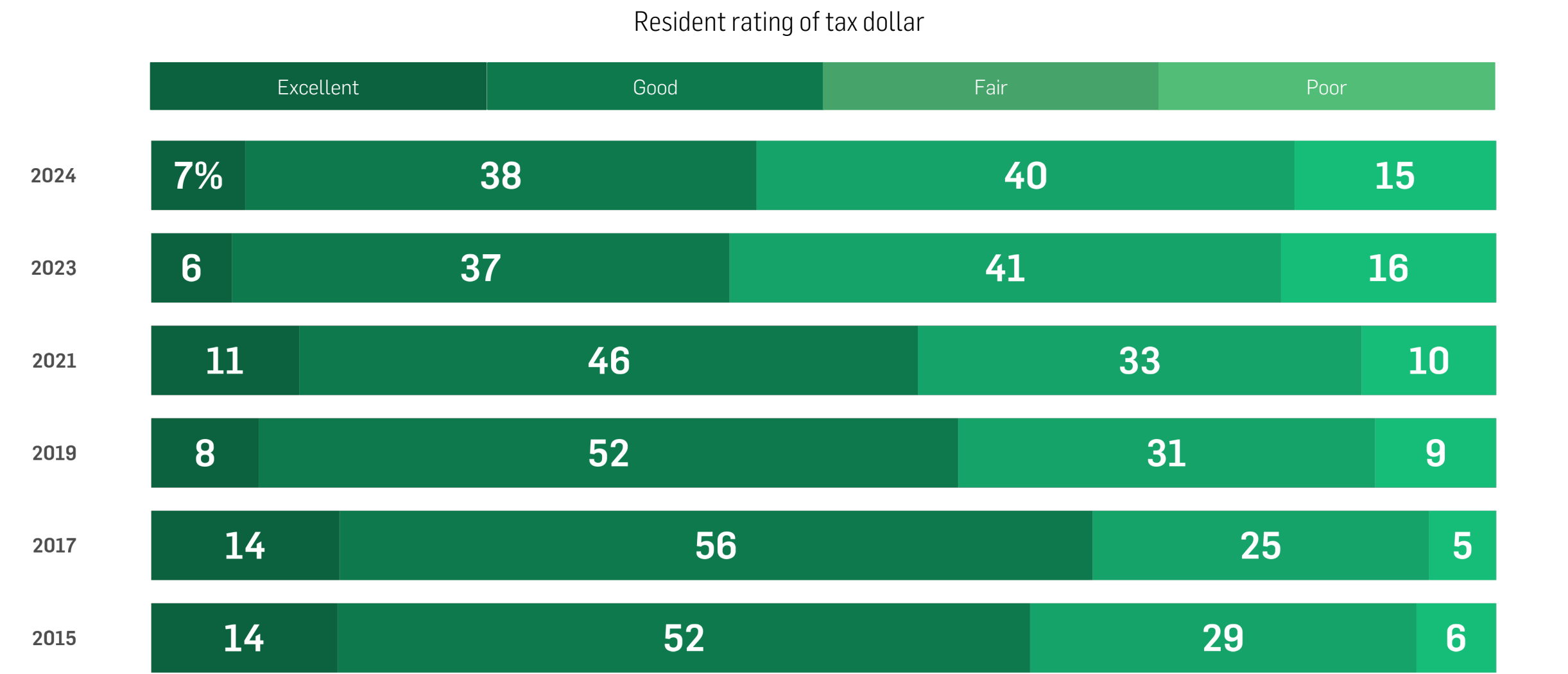
Q: Overall, would you say Salt Lake City is headed in the right direction or the wrong direction? (n = 647)

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

\*\*Survey of resident contacts from SLC utilities database

# LESS THAN HALF SAY THEIR TAX DOLLAR IS WELL-SPENT

In 2024, 45% of respondents said that the service they receive for their tax dollar was “good” or “excellent”, while 55% say the service is “fair” or “poor”. Residents rate the tax dollar consistently with how they did in 2023.



Q: In general, how do you rate the service you receive from Salt Lake City for your tax dollar? (n = 653)

# TOP 10 RATED CITY SERVICES

Social workers are the highest-rated service among residents, followed closely by the city golf courses, the highest-ranked service in 2023. 911, Fire/EMS, and park rangers also received high ratings this year.



Q: 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." (n = 645-648)



# BOTTOM 10 RATED CITY SERVICES

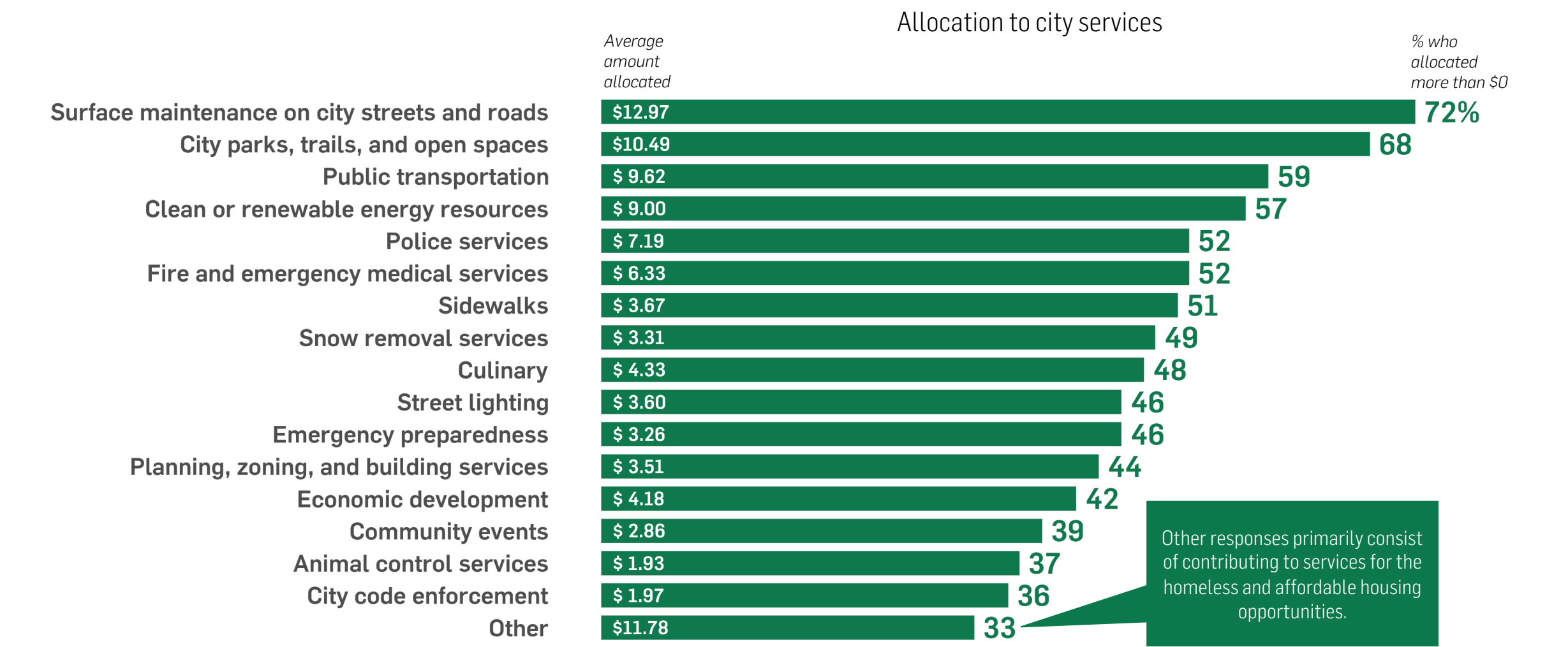
Street maintenance is among the worst-rated services for the second year in a row, and the homeless engagement and response team, assessed for the first time this year, is among the lowest-rated city services.



Q: 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." (n = 645-648)

# CONSTITUENTS WOULD ALLOCATE FUNDS TO SURFACE MAINTENANCE

When asked what services they would fund if they were given \$100 to spend at their will, residents on average spent more on surface maintenance than any other service. More residents spent any amount of money on surface maintenance than any other service

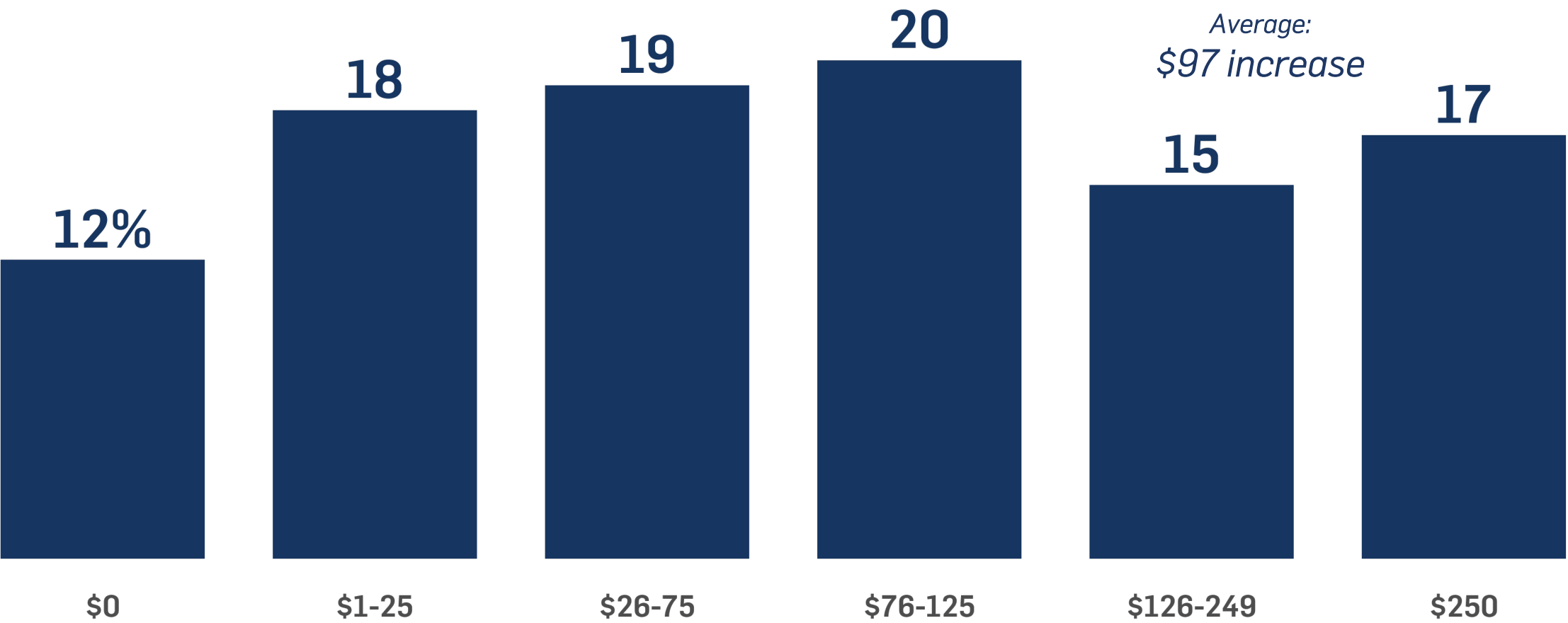


Q: Imagine you were given \$100 of the Salt Lake City budget to spend to improve city services. How would you want to see the city divide your \$100 among the city services? (You may spend the \$100 all in one category or divide it up as you please, but the total must be \$100.) (n = 653)

# RESIDENTS WOULD BE WILLING TO PAY ~\$100 MORE IN TAXES

When asked what increase in property taxes they would be willing to pay to receive improved city services, residents, on average, said \$97. This average was partially affected by 12% of respondents saying they would not be willing to pay any additional taxes and 17% saying they would pay \$250 (the maximum option) more.

Willingness to pay more property taxes for better city services



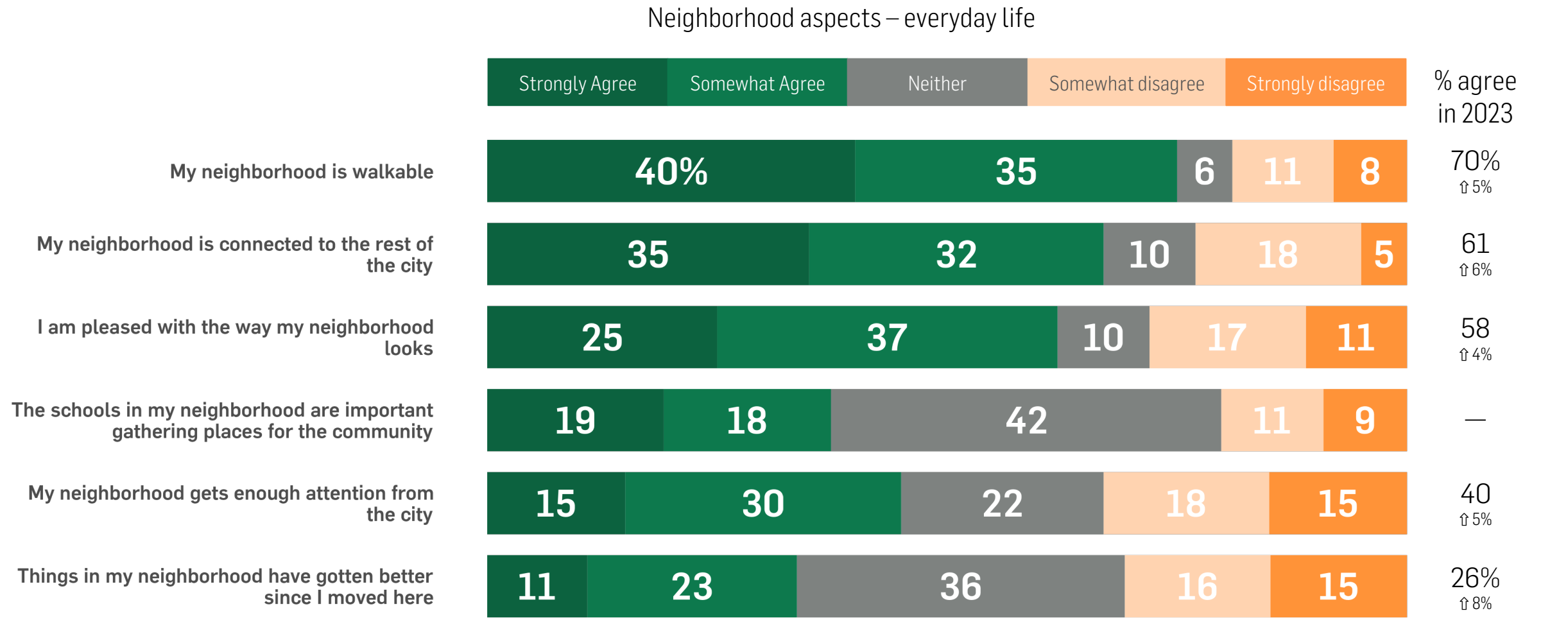
Q: What is the maximum amount of additional annual property taxes you would be willing to pay to fund the improved provision of city services? (n = 653)

\* Groupings were created to emphasize the key takeaways from this question. They are not evenly distributed groups.

# **NEIGHBORHOODS & INITIATIVES**

# RESIDENTS FIND NEIGHBORHOODS WALKABLE, CONNECTED

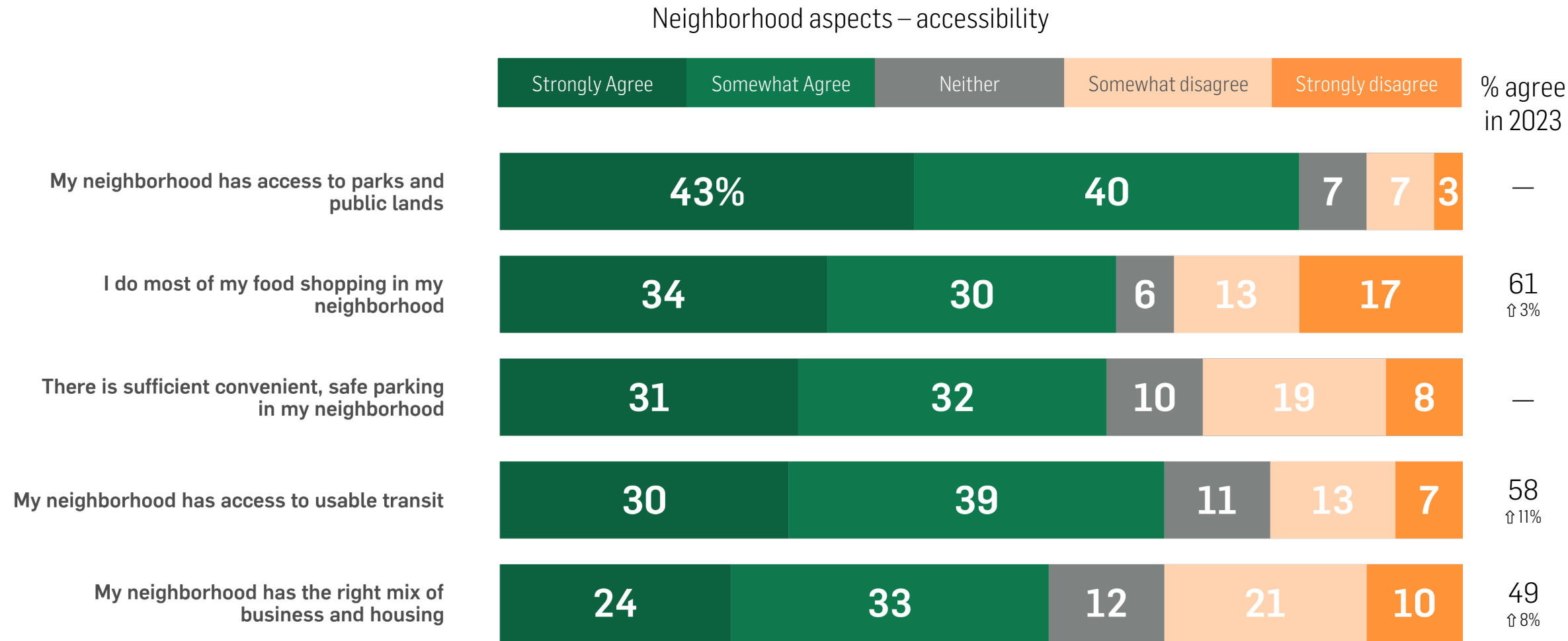
Respondents have differing views on various aspects of their neighborhoods. The majority think that their neighborhood is walkable, connected to the city and aesthetically pleasing. Only 37% think their neighborhood schools are important gathering places and only 26% think things have gotten better since they moved in.



Q: How much do you agree or disagree with the following statements about your neighborhood? (n = 649)

# RESIDENTS FEEL NEIGHBORHOODS ARE ACCESSIBLE

Over 60% of residents agree that their neighborhood has good park, shopping, parking, and transit access. Just under 60% think their neighborhood has the right mix of business and housing. Of the options that were asked last year, agreement is up across all three.

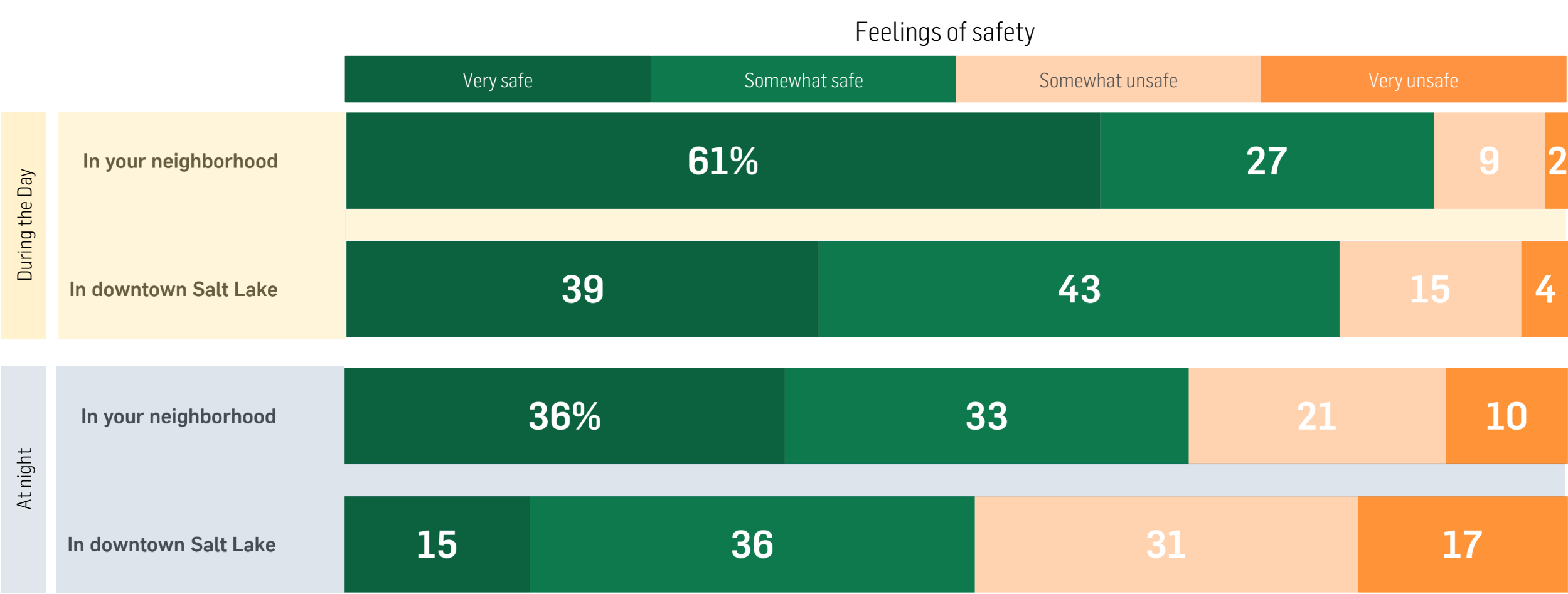


Q: How much do you agree or disagree with the following statements about your neighborhood? (n = 647)



# SLC RESIDENTS FEEL SAFER DURING THE DAY

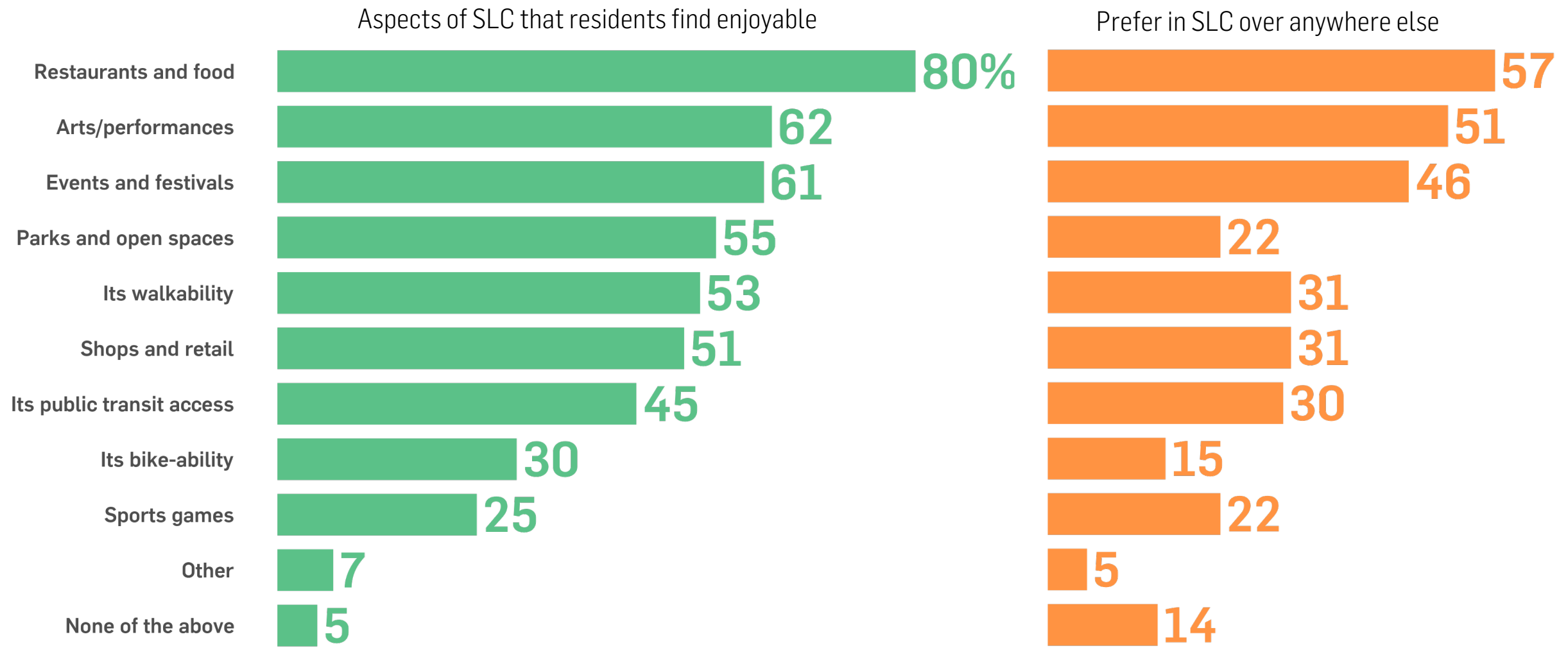
Respondents were more likely to say they felt safe during the day (88% in their neighborhoods, 82% in downtown SLC) than at night (69% in their neighborhoods, 51% in downtown SLC). Even so, over half of respondents feel safe in downtown at night, which received the lowest safety rating.



Q: How safe do you feel when walking alone in the following places DURING THE DAY? (n = 649)  
Q2: How safe do you feel when walking alone in the following places DURING THE NIGHT? (n = 650)

# CONSTITUENTS ENJOY SLC'S RESTAURANTS AND FOOD OPTIONS

80% of residents enjoy Salt Lake's restaurants and nearly 60% prefer the restaurants in SLC over anywhere else. The arts/performances and events/festivals in Salt Lake City are also popular, with around half of residents enjoying these areas in Salt Lake over anywhere else. Constituents tend to find places to bike, go to parks, and attend sports games in places outside of the city.



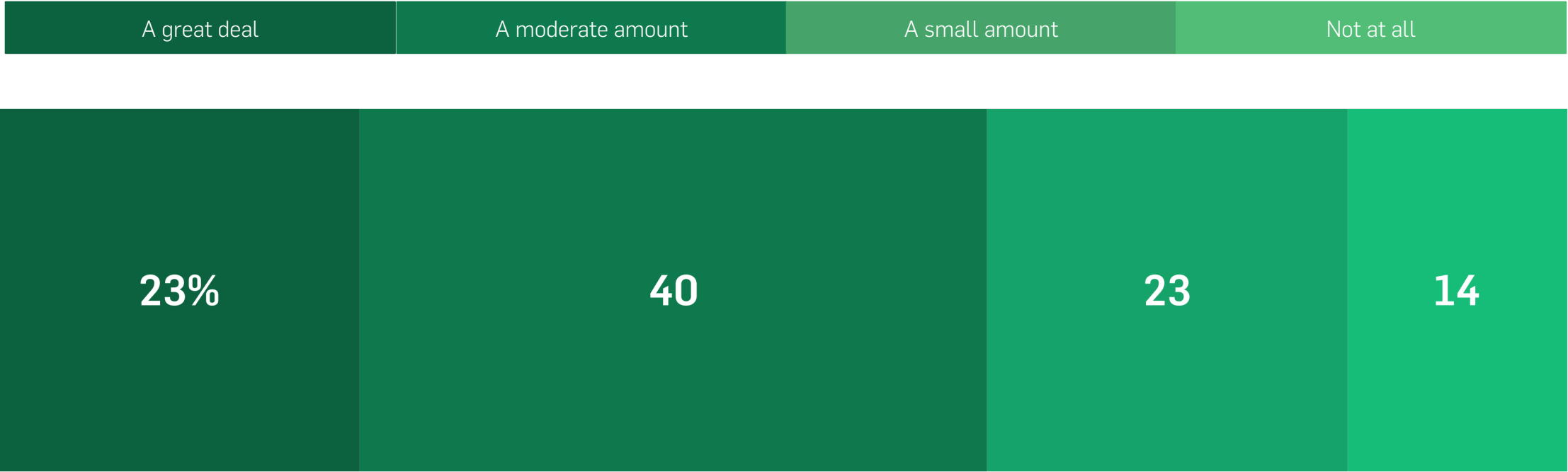
Q: Which of the following aspects of Downtown Salt Lake City do you appreciate or find enjoyable? Select all that apply. (n = 653)  
Q2: For which of the following activities or aspects do you prefer to do in Downtown Salt Lake City rather than anywhere else? Select all that apply. (n = 647)

**PUBLIC SAFETY**

# POLICE RECEIVE A GENERAL LEVEL OF TRUST

63% of respondents trust the police a “moderate amount” or “a great deal”. Less than one in six don’t trust the police at all, although nearly a quarter only trust the police “a small amount”.

Amount of trust in the Salt Lake City Police



# 9 IN 10 BELIEVE THE POLICE SHOULD BUILD COMMUNITY RELATIONSHIPS

3 in 4 also believe that it would be valuable for the police to interact with residents outside of law enforcement. Residents are least likely to agree that additional funding will make their communities safer or improve law enforcement in their communities.

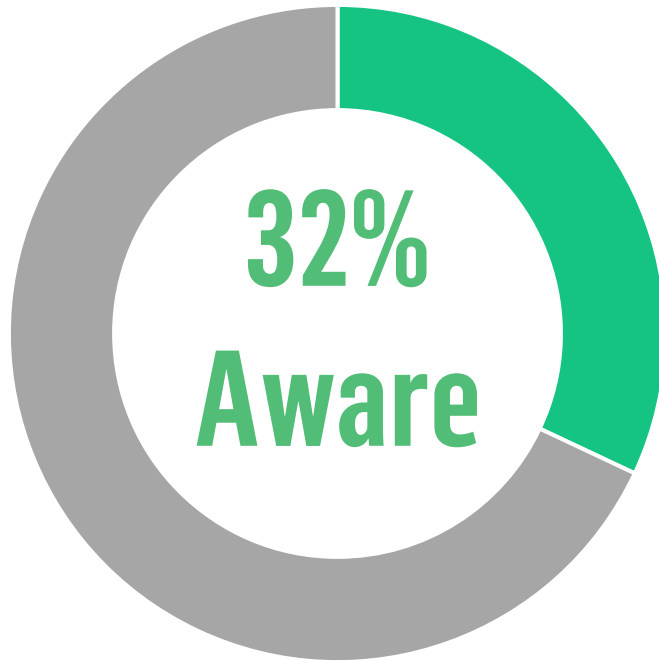


Q: To what extent do you agree or disagree with each of the following statements about local law enforcement? (n = 629)

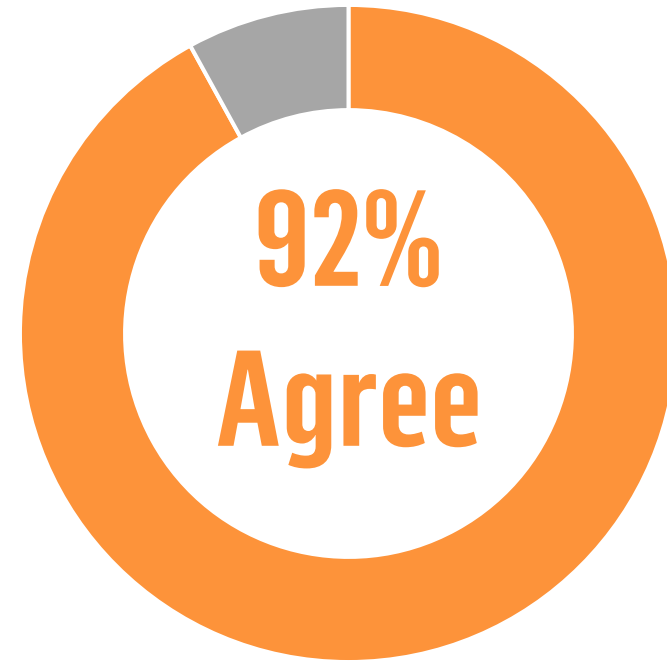
# EMERGENCY CALL INITIATIVE HAS NEARLY UNANIMOUS SUPPORT

The City's new initiative to allocate resources to social workers and social services for some emergency request calls has 92% support despite having relatively low awareness (32%).

Awareness of changes  
to emergency request calls



Belief that social workers should  
handle these sorts of emergencies



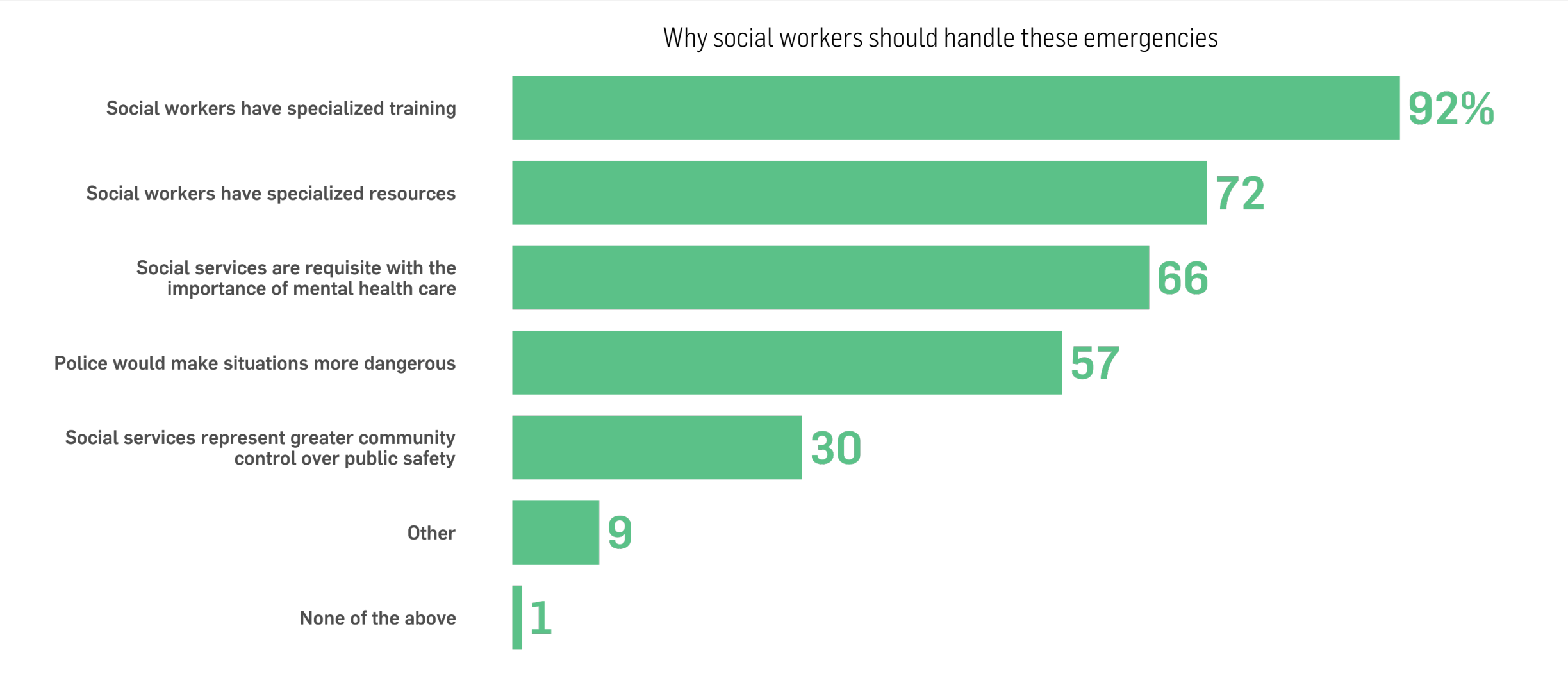
Q: Recently, Salt Lake City made some changes in how emergency request calls are routed to the appropriate response teams. Specifically, the city has allocated resources to social workers and social services to respond to many emergency calls that would previously have been dispatched to the police department. Emergencies of this sort include mental health emergencies, or attempted suicide or suicidal ideation, among other things. Before reading this, were you aware that the city had made these changes? (n = 634)

Q2: Which of the two following statements regarding social services and responses to mental health emergencies comes closer to your view, even if neither one fully represents how you feel? (n = 628)



# SOCIAL WORKERS SHOULD HANDLE THESE CALLS DUE TO SPECIALIZED TRAINING

When asked why they believed that social workers should handle certain emergency calls, almost all agreed that social workers' specialized training allowed them to be successful in these situations. Their access to specialized resources was also seen as important.

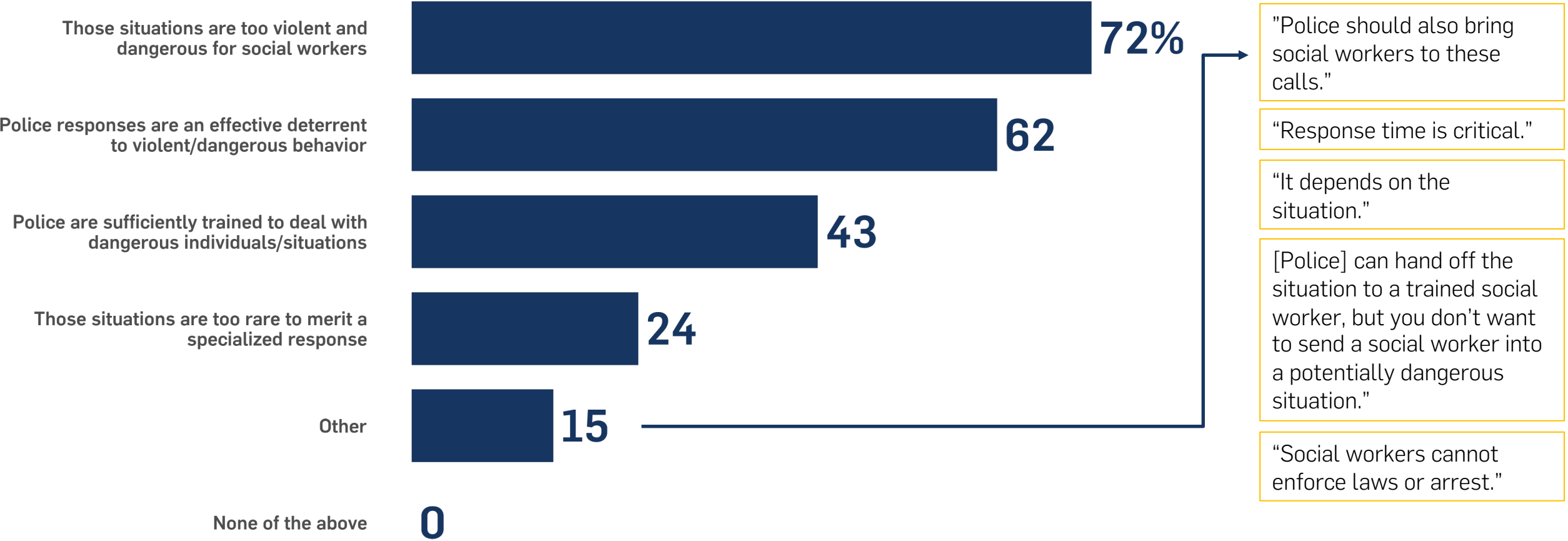


Q: Which of the following reasons describes why you feel mental health emergencies should be handled by social service professionals and social workers? Select all that apply (n = 560)

# THOSE WHO PREFER POLICE SUPPORT CONCERNED ABOUT VIOLENCE

Those who do not support the new emergency call initiative oppose it primarily because they believe that the situations that social workers would handle are too dangerous for them. Some people said that social workers should be brought to these calls with police but that police should respond first due to the possible violent nature of these calls.


Why police should handle these emergencies



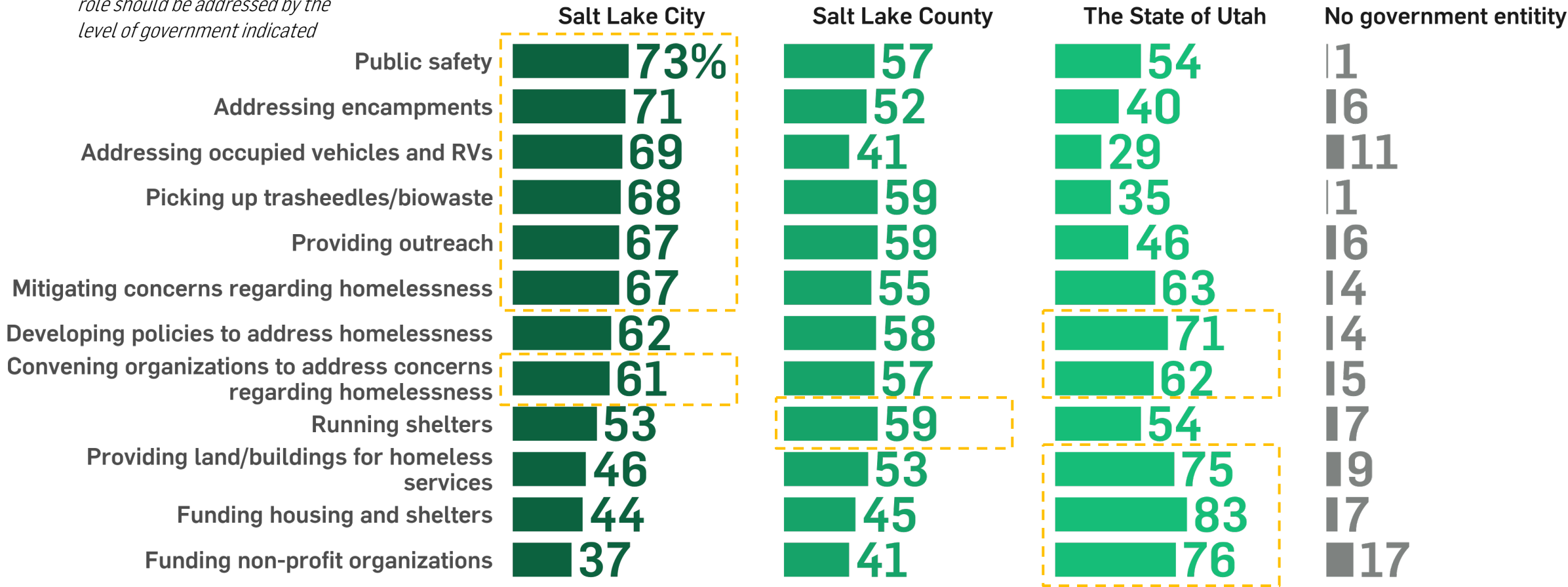
Q: Which of the following reasons describes why you feel mental health emergencies should be handled by police? Select all that apply (n = 62)

# SLC SHOULD HANDLE MOST THINGS WHEN ADDRESSING HOMELESSNESS

When asked what role the City, County, and State should play in addressing homelessness, 73% said that the city should focus on public safety. Residents think that the City should focus on addressing encampments/occupied vehicles, picking up trash/biowaste, providing outreach, and mitigating concerns more than the County or State should.

 = Constituents agree that this role should be addressed by the level of government indicated

Roles in addressing homelessness

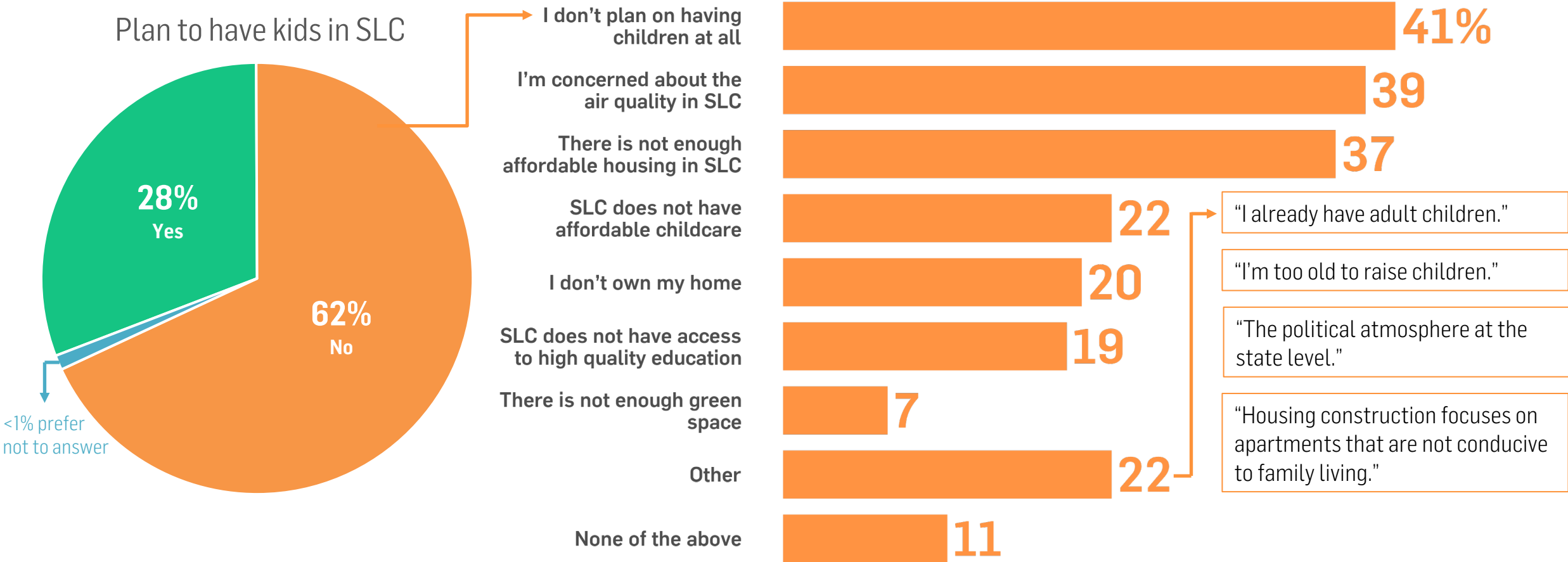


Q: Salt Lake City, Salt Lake County, and the State of Utah each play a different role in addressing homelessness. Which level of government do you think should be responsible for addressing each of the following? (n = 566-577)

# **FAMILY FOCUS**

# 62% DO NOT PLAN TO HAVE KIDS IN SALT LAKE

Residents who do not want children in SLC primarily do not because they do not want children at all or are concerned about air quality or affordable housing in the City.

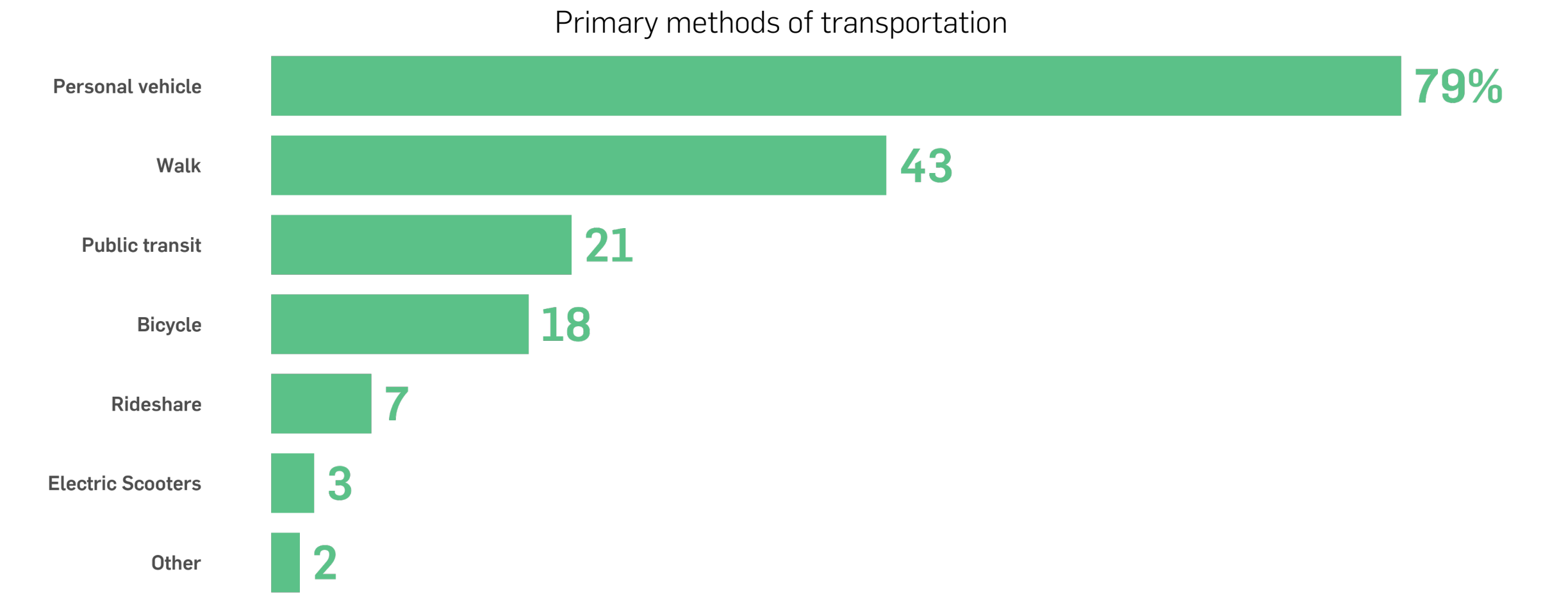


Q: Do you plan to have and raise children, or have and raise additional children while living in Salt Lake City? (n = 650)  
Q2: Which of the following, if any, are reasons you do not want to raise children in Salt Lake City? Please select all that apply. (n = 434)

# **TRANSPORTATION & ROADS**

# PERSONAL VEHICLE MOST POPULAR METHOD OF TRANSPORTATION

Nearly 8 in 10 use a personal vehicle as one of their two most-used methods of transportation. Walking and public transit are the next most popular methods of transportation for travelling around the City.

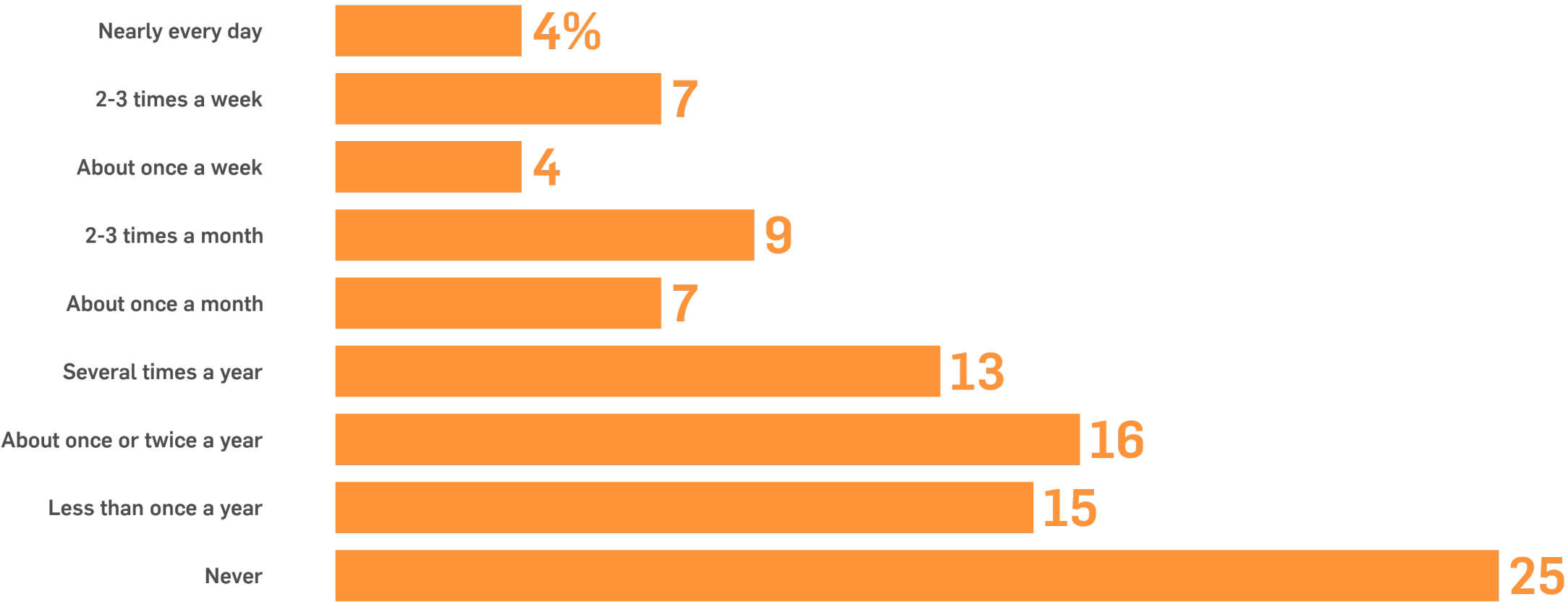


Q: What methods of transportation do you use when traveling around Salt Lake City? Please select all that apply. (n = 651) AND  
Q2: What 2 methods of transportation do you prefer to use when traveling around Salt Lake City ? (n = 364)

# A QUARTER OF RESIDENTS NEVER USE PUBLIC TRANSPORTATION

Most of those who do occasionally use public transport do so less than once a month (44%). 31% use public transportation monthly or more often.

Frequency of public transportation use

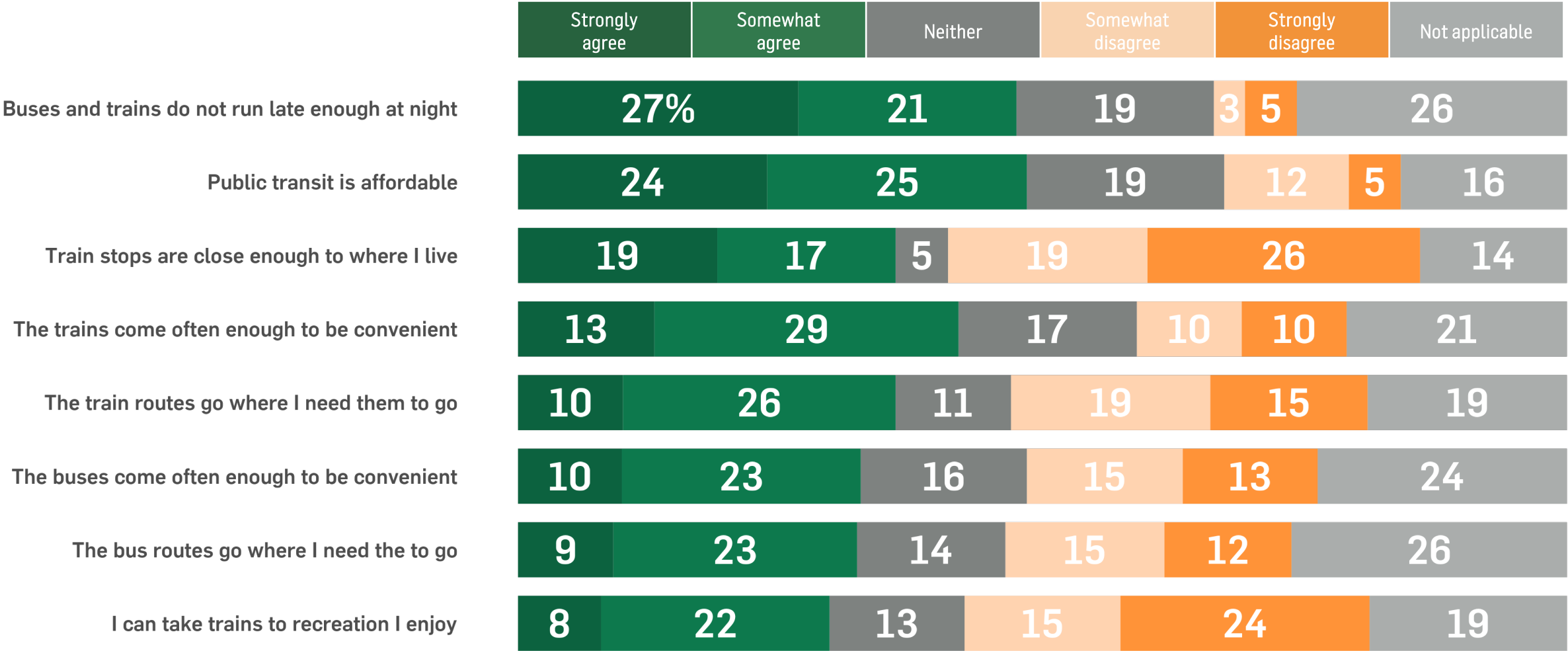


Q: How often do you take public transportation when traveling around Salt Lake City? (n = 649)



# RESIDENTS AGREE THAT TRANSPORT SHOULD RUN LATER

Nearly half agree that buses and trains do not run late enough into the night but that public transport is affordable (48% and 49%, respectively). Residents are less likely to agree that bus routes go to where they need them to go (32%) or that trains go to recreation they enjoy (30%).

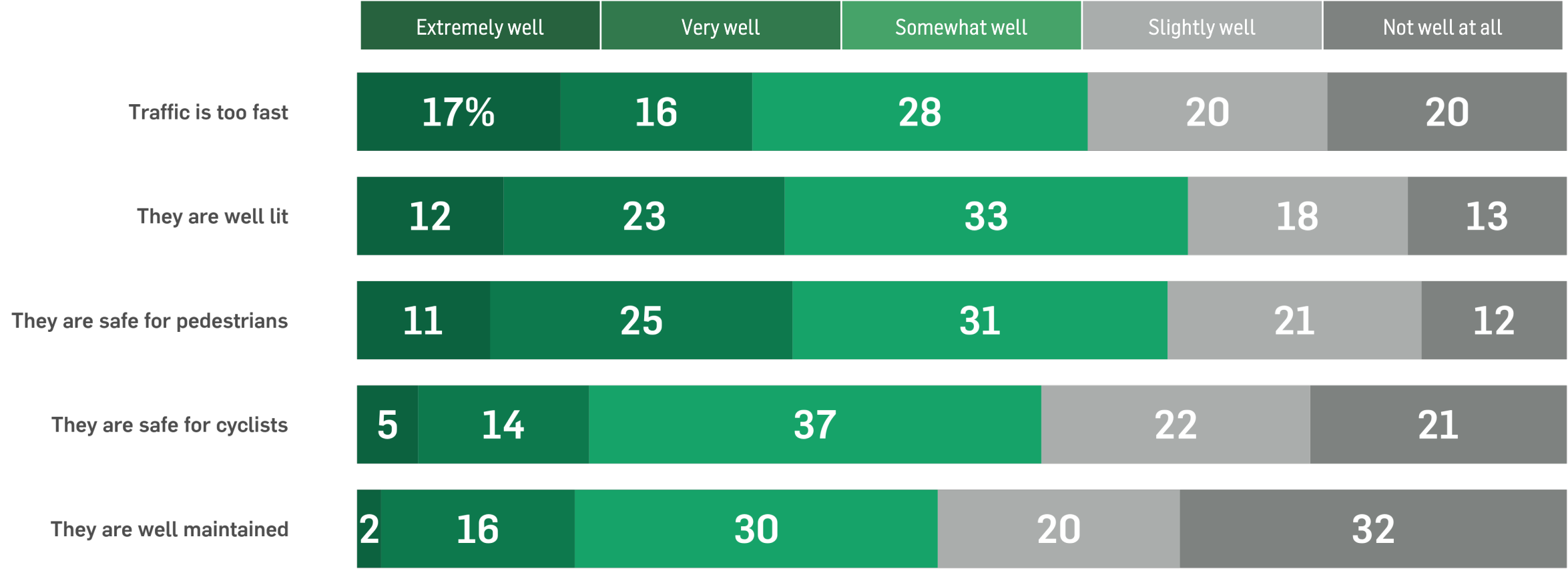


Q: How much do you agree or disagree with the following statements about public transportation in Salt Lake City? (n = 640)

# RESIDENTIAL ROADS HAVE MIXED REVIEWS

Residents are pretty evenly divided between positive, neutral, and negative attitudes towards traffic and lighting in their neighborhoods. However, they are less likely to have positive attitudes towards the roads being safe for cyclists or well-maintained. Most are neutral to negative on both of those points.

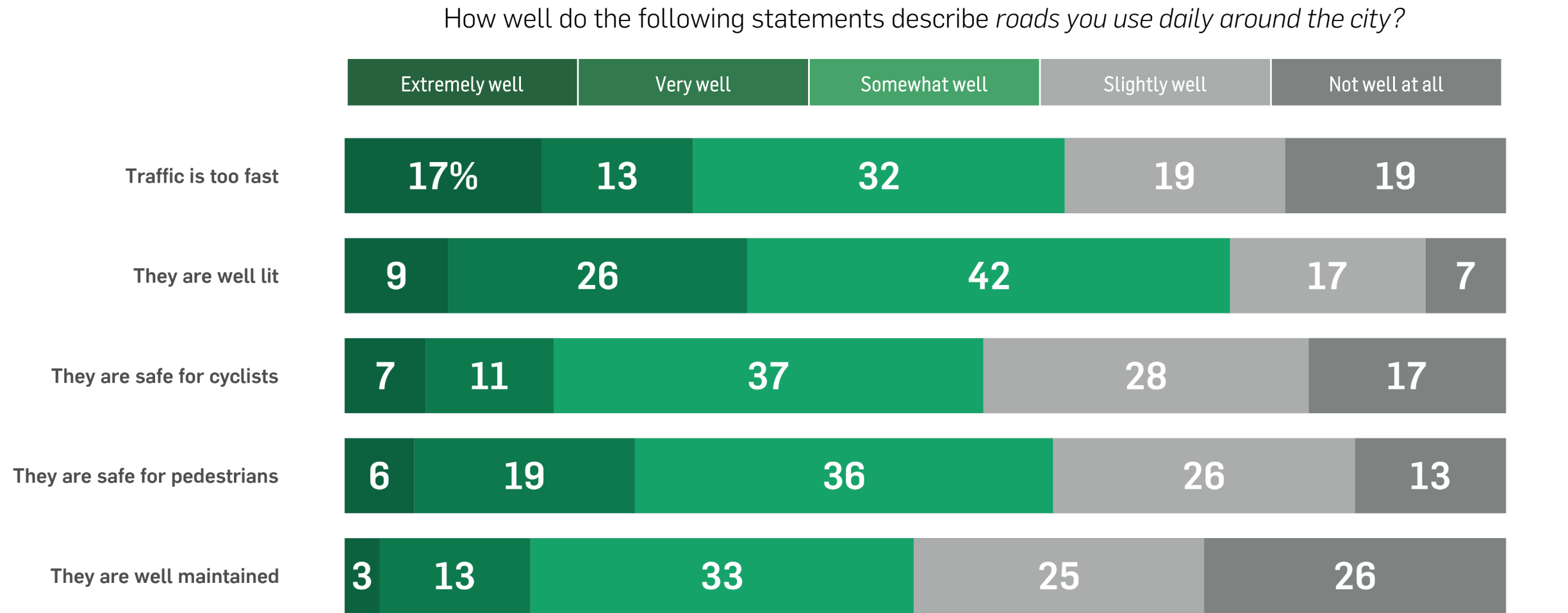
How well do the following statements describe *roads in the neighborhood where you live*?



Q: How well would you say that each of the following statements describe the *roads in the neighborhood where you live*? (n = 641)

# CITY ROADS NOT SEEN AS WELL MAINTAINED

51% said that they do not think the roads in the city are well maintained. Across the board, SLC residents do not feel positively about the roads they use frequently around the city. The highest % of positive support (35%) is for the roads being well-lit.

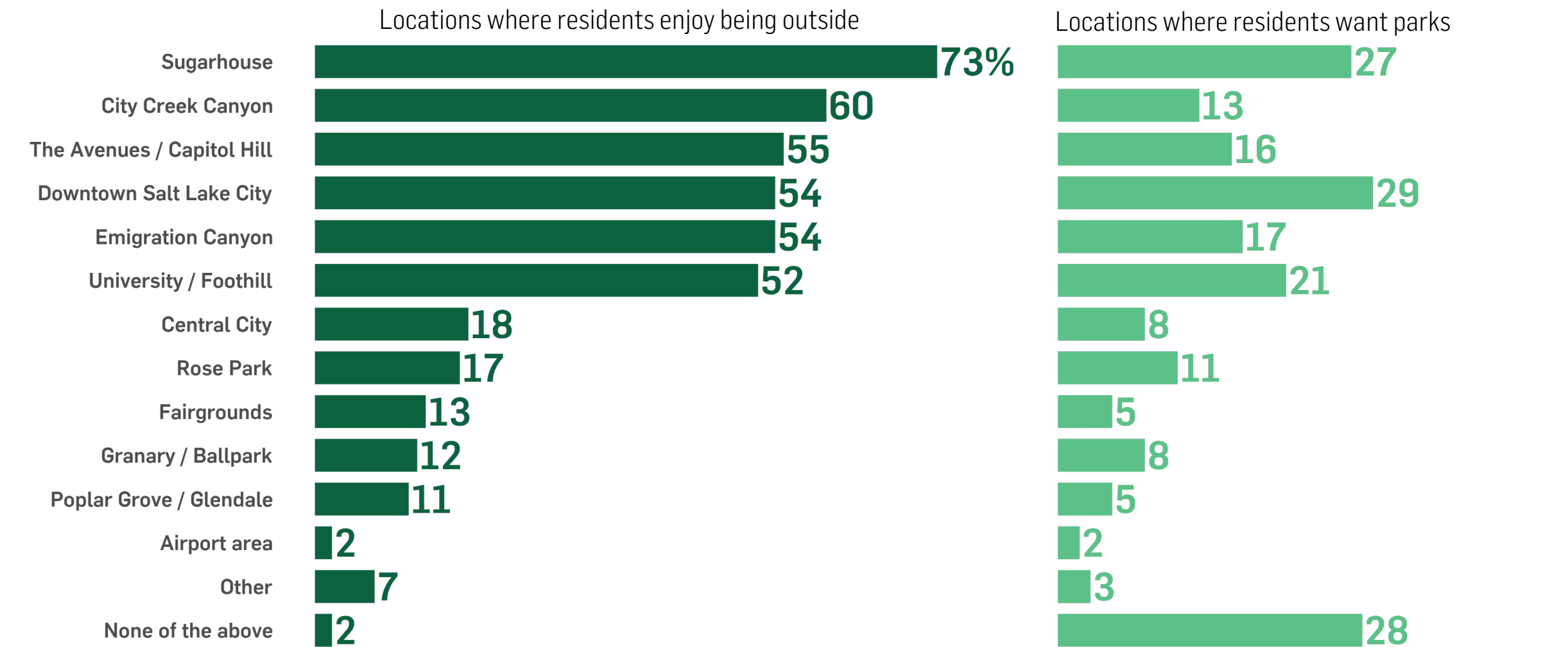


Q: How well would you say that each of the following statements describe the *roads you use daily around the city*? (n = 635)

# **PARKS AND OPEN SPACE**

# RESIDENTS WANT PARKS IN DOWNTOWN, SUGARHOUSE

Residents most enjoy being outside in Sugarhouse (73%) and City Creek Canyon (60%). The places where they enjoy being outside do not always line up with where they'd want to see parks, however. 29% want to see more parks in Downtown and 27% want them in Sugarhouse, while only 13% want more parks in City Creek Canyon. Another popular spot for new parks would be the University/Foothill area, with 21% of resident wanting parks here.



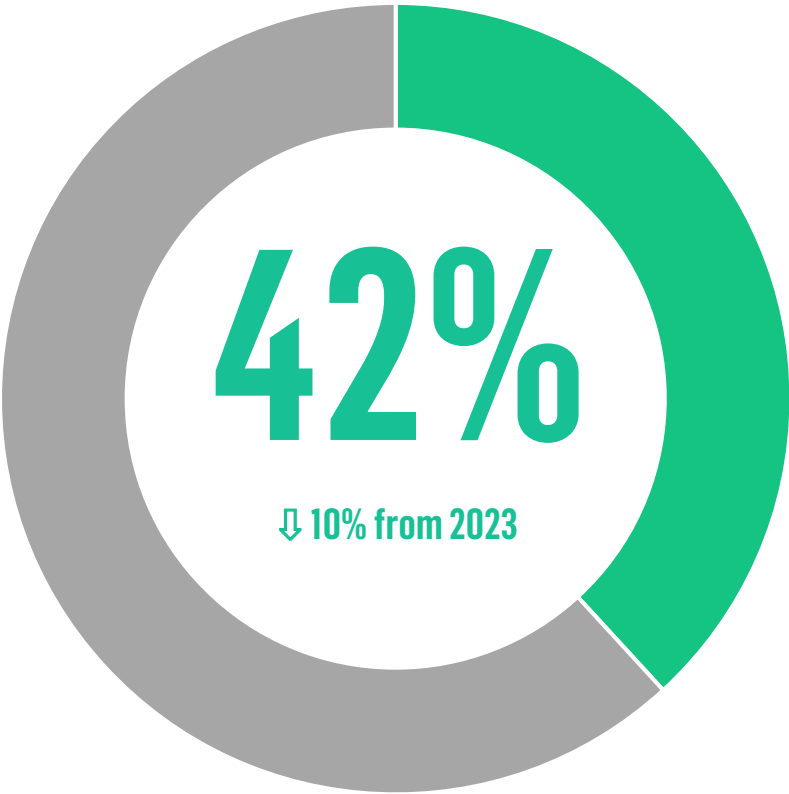
Q: In which of the following areas of the city do you enjoy being outside or in open spaces? Select all that apply. (n = 645)  
Q2: In which of the following areas of the city would you like to see more parks and open spaces? Select all that apply. (n = 627)

# **CITY COMMUNICATION CHANNELS & WEBSITE**

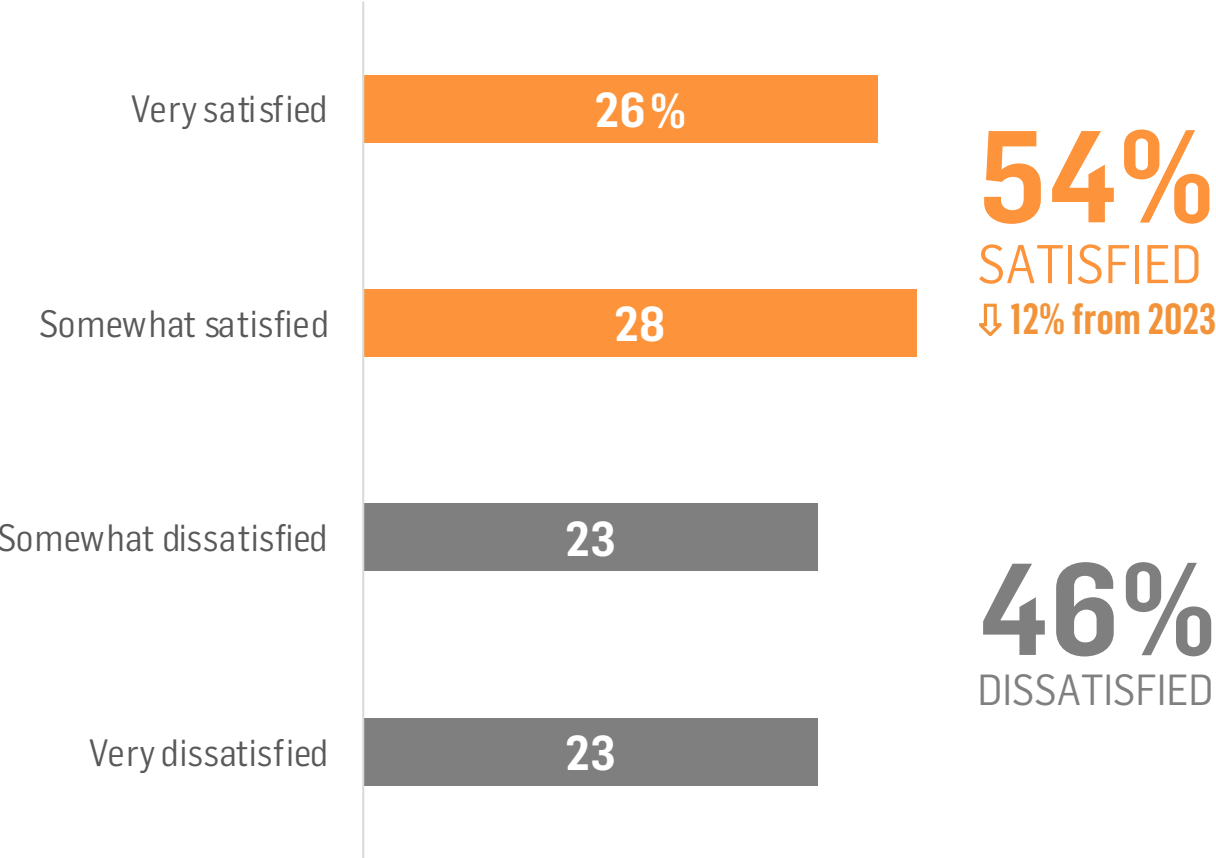
# JUST OVER HALF OF CITY RESPONSES ARE SATISFACTORY

About 2 in 5 residents of the city have contacted city offices in the past year, down 10% points from 2023. Those who contact the city are satisfied 54% of the time, which is down 12% points from 2023.

CONTACTED CITY OFFICES



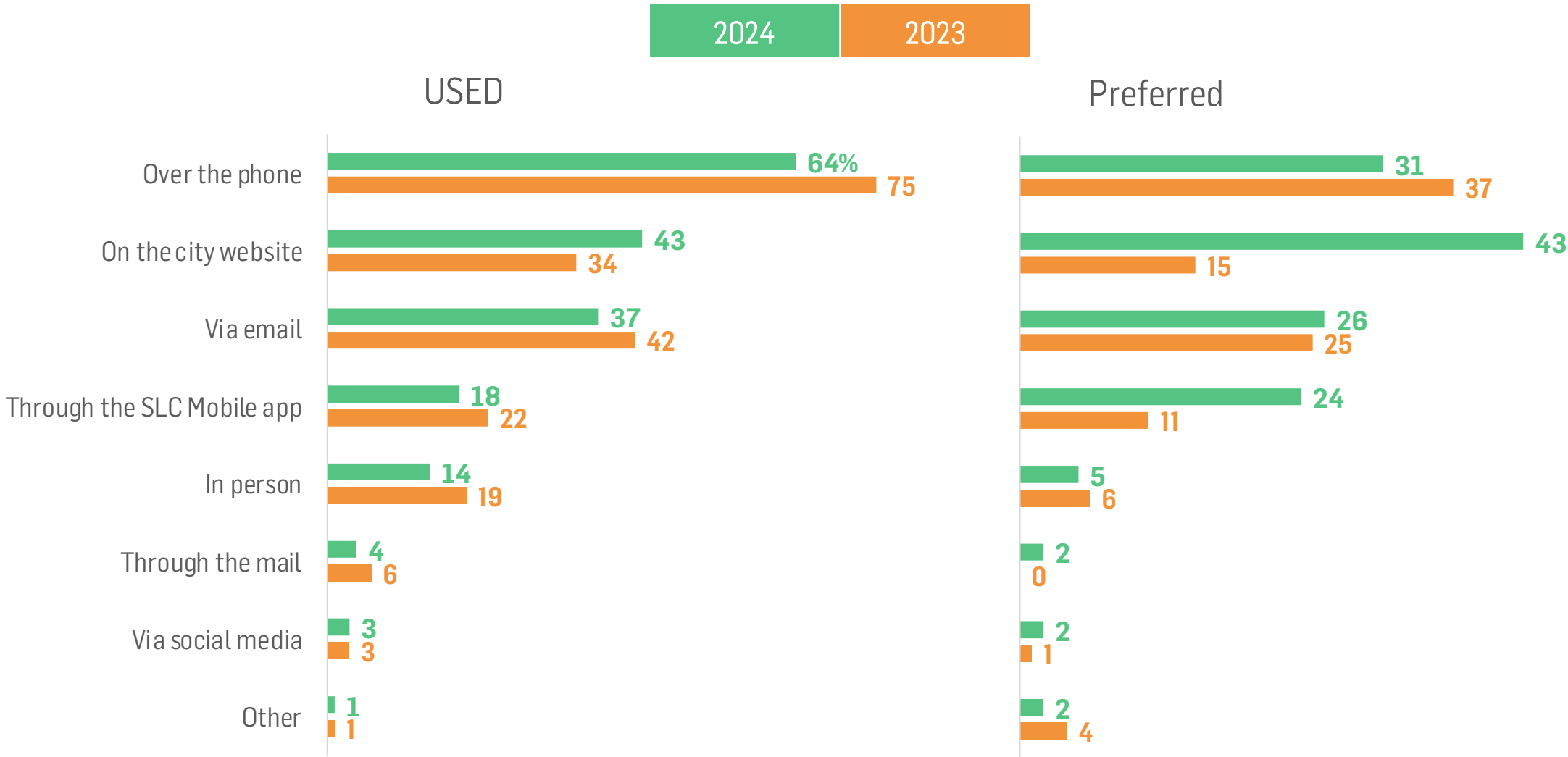
SATISFACTION WITH CITY RESPONSE



Q: During the past year, have you contacted a Salt Lake City government office to get information, file a complaint, or obtain services? (n = 642)  
Q2: Overall, were you satisfied or dissatisfied with the city's response? (n = 316)

# LIVE PHONE & EMAIL INTERACTIONS PREFERRED

While residents have approached the city across a wide variety of communication channels (primarily phone, website, and email), residents still prefer the website over other channels.

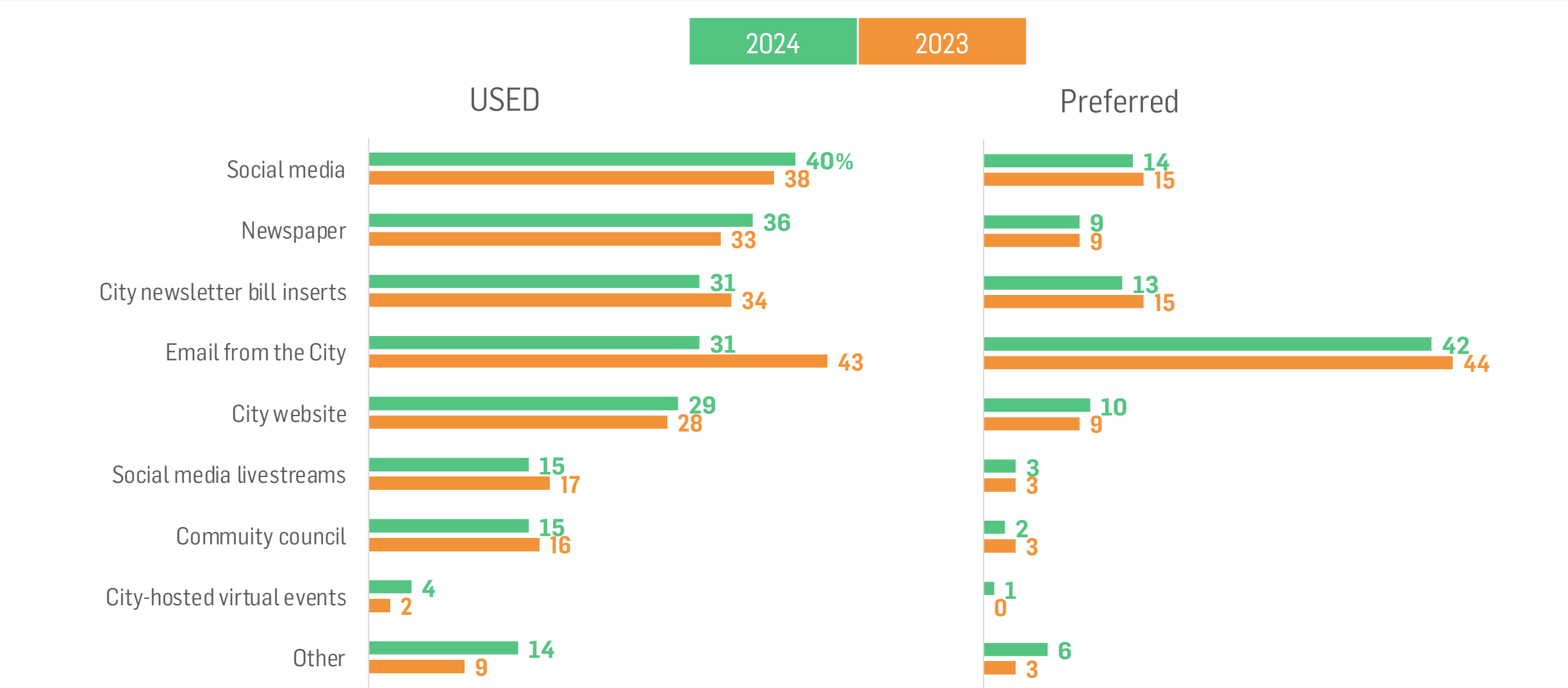


Q: In the past year, how have you contacted the Salt Lake City government offices? Select all that apply. (n = 314).  
Q2: How do you prefer to contact the Salt Lake City government offices? (n = 637)



# SOURCE OF CITY NEWS – EMAIL STRONGLY PREFERRED

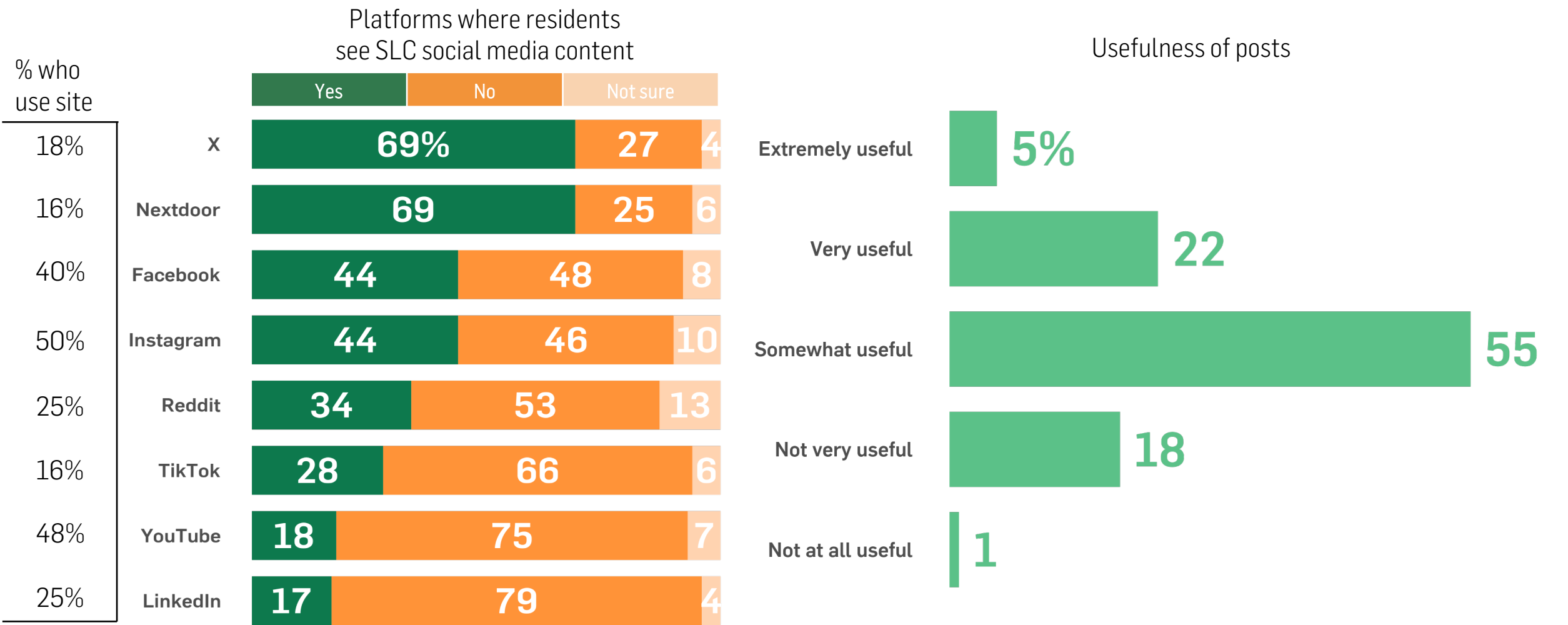
Residents are receiving news about the city from a variety of media channels, but a plurality of respondents prefer official city emails over other modes.



Q: From which sources do you currently receive your information about Salt Lake City? Select all that apply. (n = 632).  
Q2: From which source would you prefer to receive most of your information about Salt Lake City? (n = 631)

# X MOST POPULAR SOCIAL MEDIA OUTLET FOR SLC CONTENT

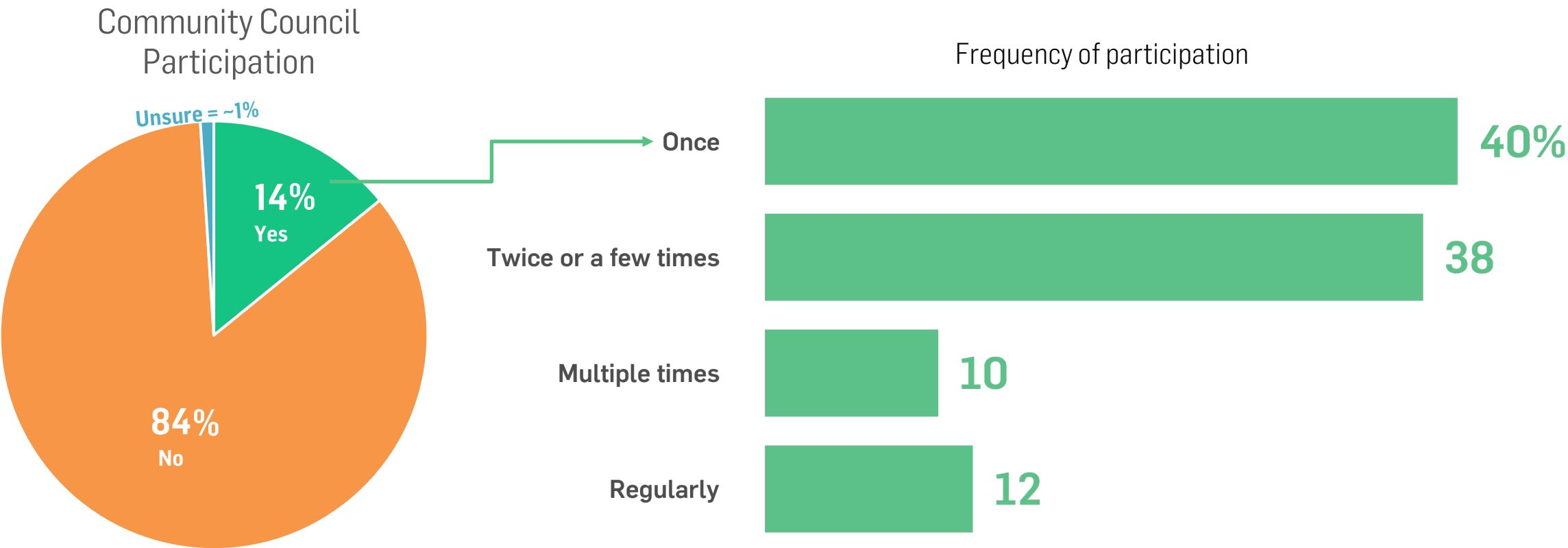
Nearly 70% of residents who use X or Nextdoor see the City's content on those platforms. However, only 44% of Instagram or Facebook users (the two most popular sites for residents) see the City's content on those platforms. For those who see the city's content, over half find the content "somewhat useful".



Q: Which, if any, of the following social media platforms (i.e., websites or apps) do you use or visit? Select all that apply. (n = 639).  
Q2: Do you happen to see or read Salt Lake City's content or posts on any of the following social media platforms? (n = 59-257).  
Q3: How useful are the posts or updates you currently receive from Salt Lake City's social media accounts for you, personally? (n = 235)

# MAJORITY DO NOT ATTEND COMMUNITY COUNCILS

When asked if they have attended a community council in the past year, 84% of residents said that they have not. Of those who have, only 12% attend regularly.



Q: In addition to the Mayor and City Council, another way to engage on City issues is through community councils. These councils are neighborhood level advocacy groups that listen to presentations about City issues, gather neighborhood feedback, and gather concerns to share with the City Council and Mayor. In the past year, have you attended a meeting of your local community council? (n = 531)

Q2: How many times have you attended a community council meeting in the past year? (n = 91)

# COMMUNITY COUNCILS SEEN AS IMPORTANT

For those who attend community councils, 92% say that the councils are “somewhat” or “very” important. Only 1% of see the councils as not at all important.

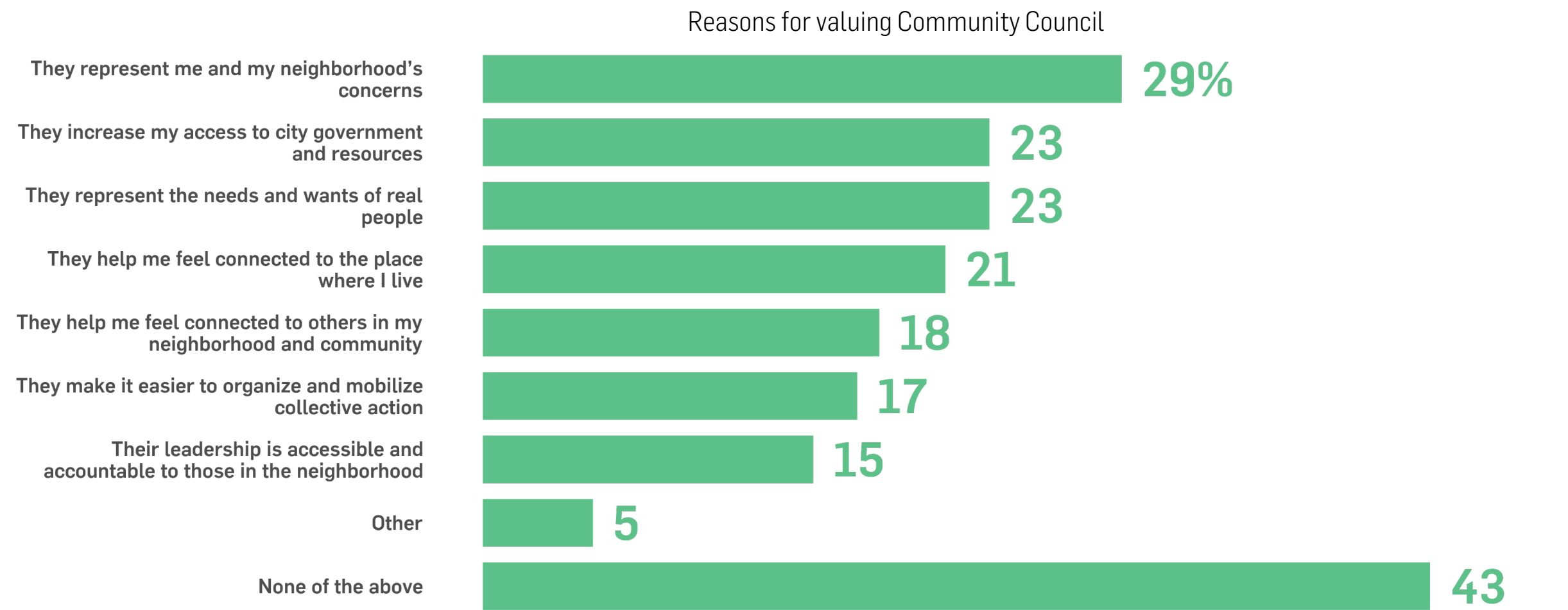
Importance of Community Council



Q: Would you say the community council is important or unimportant to your civic life or how you interact with the city and local government? (n = 91)

# COMMUNITY COUNCILS VALUED FOR REPRESENTATION, ACCESS

When asked why they value the community councils, residents noted that the councils represented their concerns, increased their access to City government, and represented the needs and wants of real people.



Q: Which of the following are reasons you value your community council? Select all that apply. (n = 512) \*Asked of all respondents