



COMMUNITY VALUES STUDY

2020 SURVEY RESEARCH



SURVEY METHODOLOGY

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South Salt Lake City residents were sampled from consumer listings of randomly selected households within City boundaries, as well as the publicly available registered voter file. Survey invitations were sent via email, phone, and USPS mail, and interviews were completed online and via live-dial telephone interviews. Online responses were collected from Nov 19-Dec 9, 2020, and phone responses from Nov 20-23, 2020.

11m


The median South Salt Lake resident took 11 minutes to complete the survey.

5%

A total of 648 residents responded to this survey, with 114 live telephone interviews and the remainder completed online. Email and printed mail surveys had response rates of 4% and 6%, respectively. The phone survey had a response rate of 3%, resulting in an overall average response rate of approximately 5%.

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The margin of error for the survey is plus or minus 3.8 percentage points. The data was weighted to reflect the demographic composition of all residents in South Salt Lake City according to the American Community Survey population estimates, specifically regarding age, gender, ethnicity, and home ownership.

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1. 4-out-of-5 residents say the City is headed in the right direction and nearly half (43%) say it has gotten better in the last 5 years. 18% of respondents haven't lived here long enough to make that 5-year comparison though, so among those residents with enough basis, 52% say the City has improved over time.
 2. Ratings for the value of city services and utility fees are mostly average, but very few residents are dissatisfied with the value they receive in these areas. Overall, residents express more positive evaluations of the service they receive for utility fees than property taxes.
 3. Most residents like the safety and accessibility of South Salt Lake. It's generally perceived as a convenient, affordable community to live in. Crime and public safety and maintaining neighborhood character are seen as top planning priorities looking toward the future, more safe places to walk and bike are the most appealing types of projects the City could invest in, and internet access and affordable housing are seen as the most important personal issues.
 4. One-in-three (34%) residents say they trust the SSL Police Department a great deal. 44% express a moderate amount of trust. This leaves approximately 1 out of every 4 SSL residents who indicate having a small amount to no trust in local police. Overall, SSL police are perceived as reasonable and fair (61%) and residents believe they usually do the right thing in difficult situations (63%).

FINDINGS TO REMEMBER

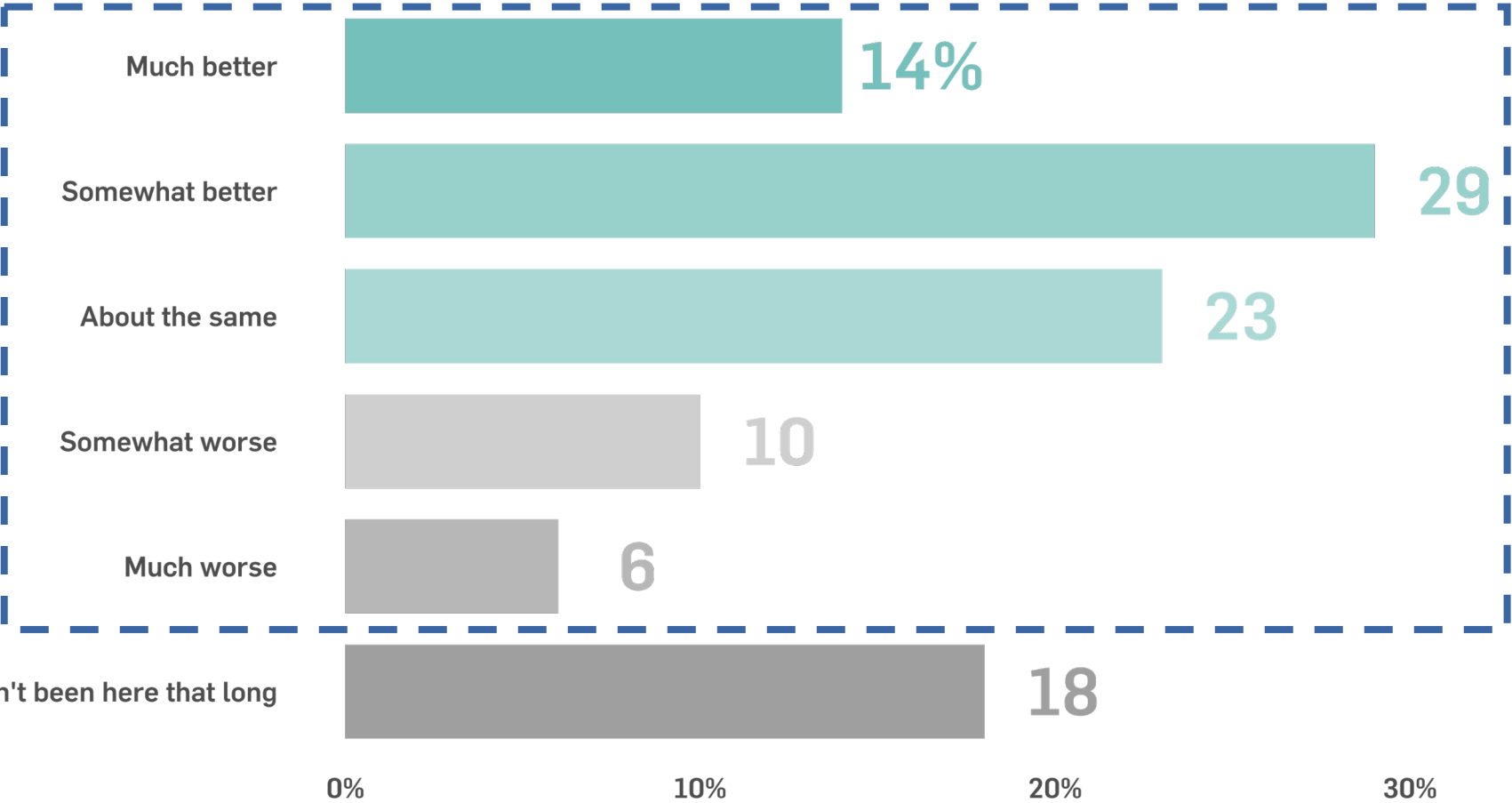
COMMUNITY OUTLOOK

SOUTH SALT LAKE TODAY VS FIVE YEARS AGO

43% of respondents say South Salt Lake is better than it was five years ago, while 23% do not see a difference. Almost one fifth, however, are newer residents who do not have an opinion.



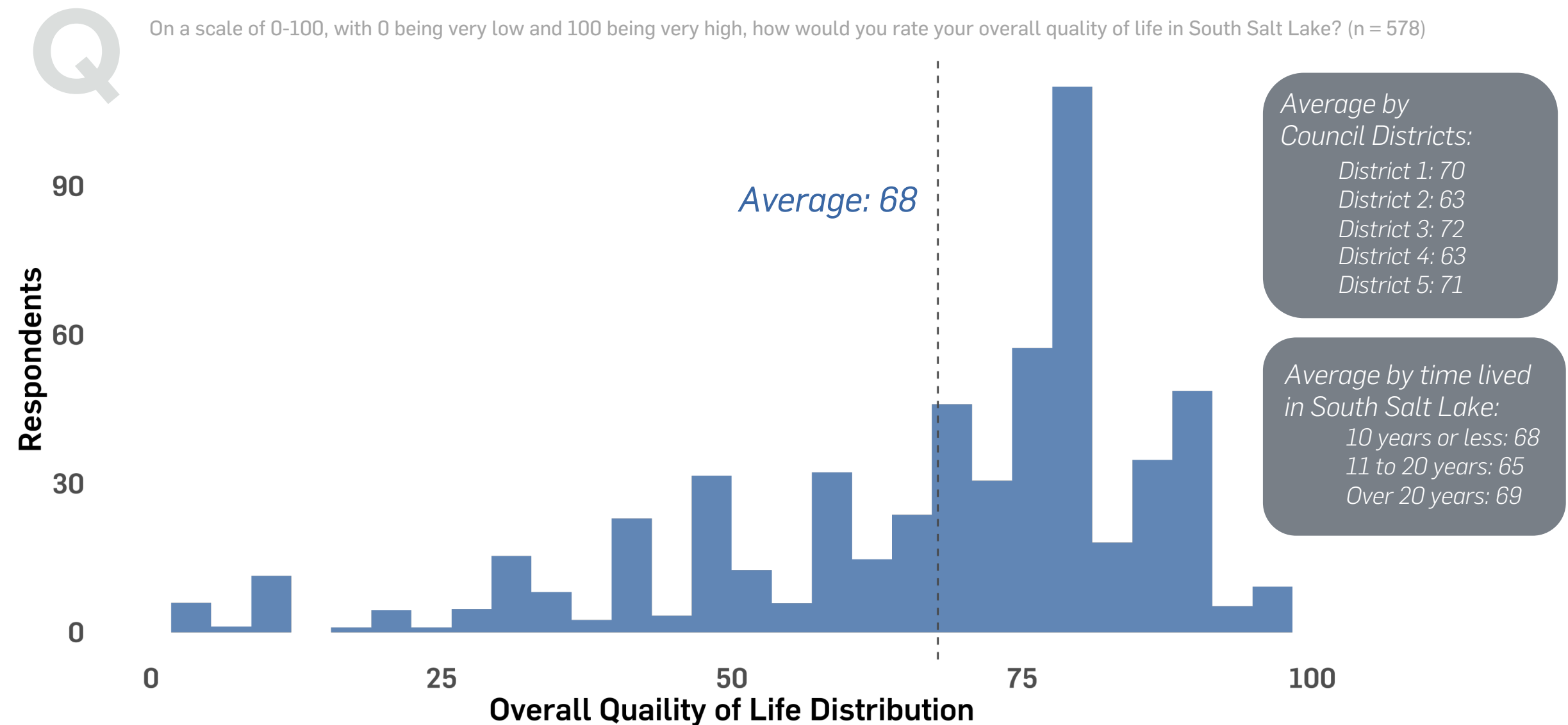
How would you rate the city of South Salt Lake today compared to five years ago? (n = 580)



52%
of residents
expressing an
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years

QUALITY OF LIFE

74% of respondents give an overall a quality of life score above 50 on a scale of 0-100. The average across all respondents is 68, slightly varying across each of the five South Salt Lake City Council districts. Length of residence is not a significant factor in quality of life evaluations.

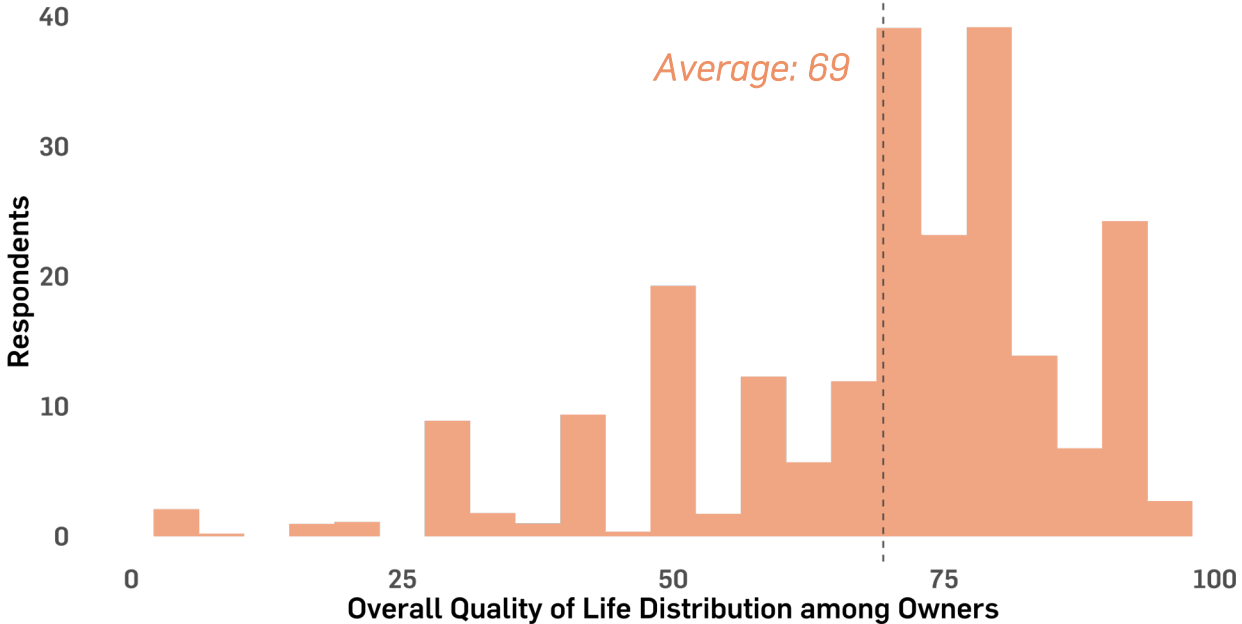
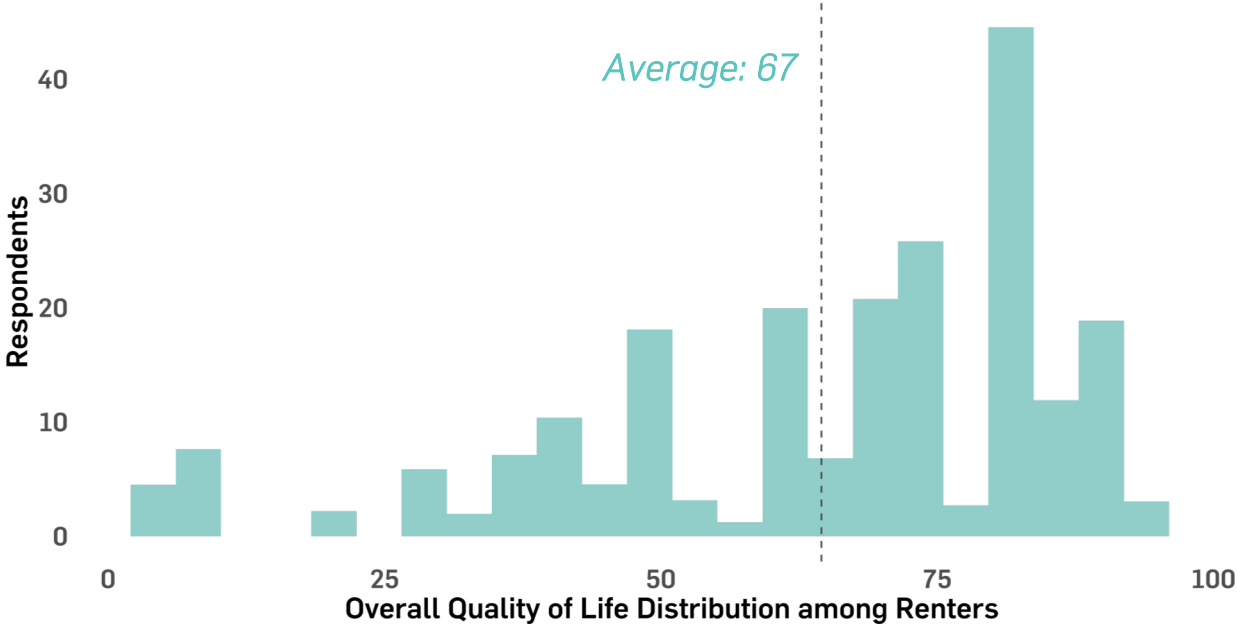


HOMEOWNERS REPORT HIGHER QUALITY OF LIFE

Survey respondents who own their home show a show a slightly higher quality of life score in comparison to those who rent (+2% average).



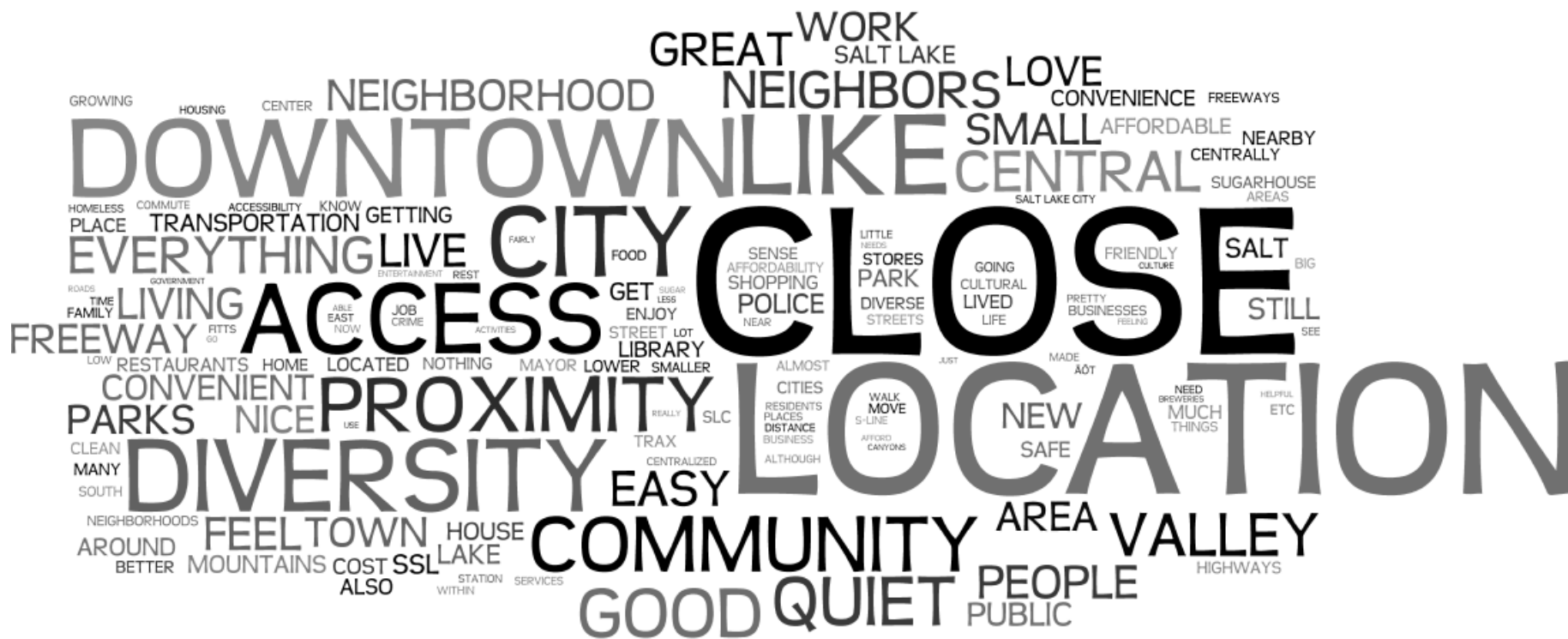
On a scale of 0-100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Salt Lake? (n = 578)



RESIDENTS LOVE LOCATION OF SOUTH SALT LAKE

Residents listed proximity to downtown, quietness, and diversity as some of the things they love most about South Salt Lake City.

In just a few words, what do you like most about living in South Salt Lake? (n = 426)

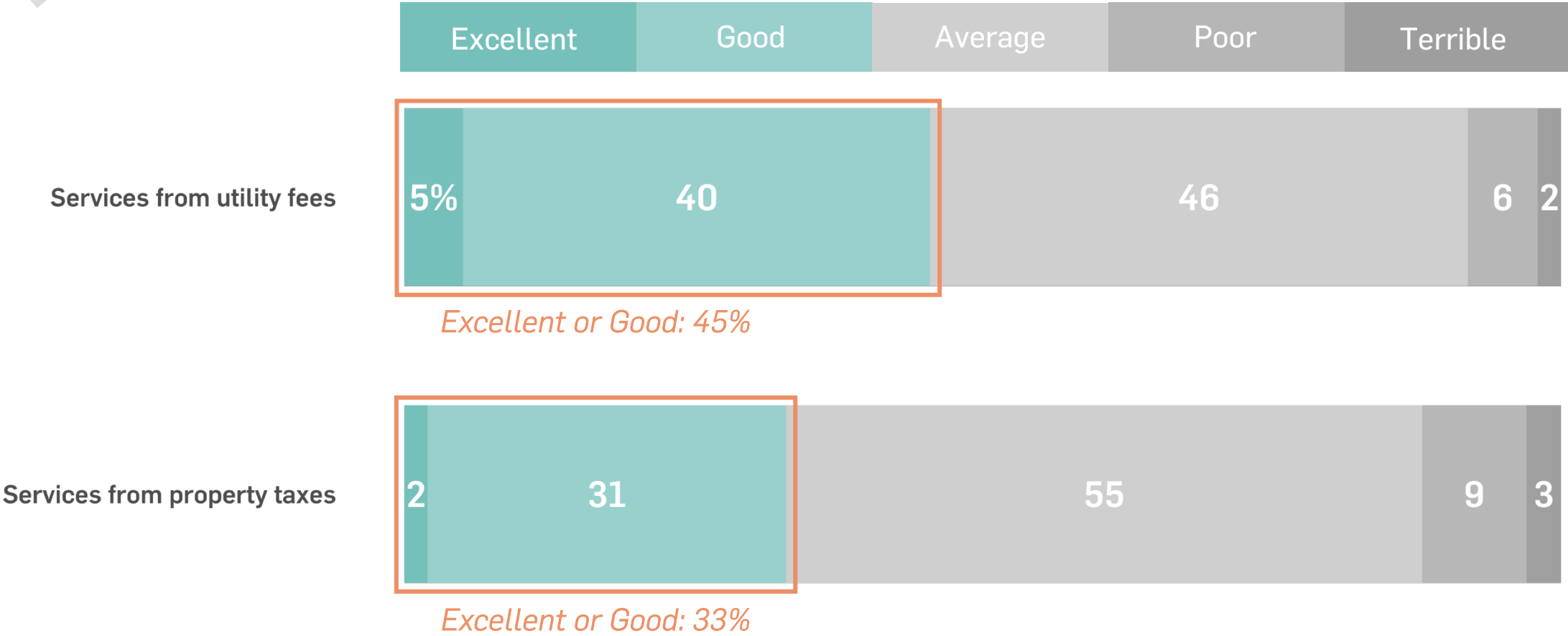


OVERALL, SERVICES FROM FEES NOT SEEN AS FAVORABLE

Only one-third of respondents believe their services are good or excellent from their property taxes, which is 12% lower than the services provided by utility fees.



In general, how do you rate the service you receive from South Salt Lake from the property taxes you pay? (n = 453)
In general, how do you rate the service you receive from South Salt Lake from the utility fees you pay? (n = 452)



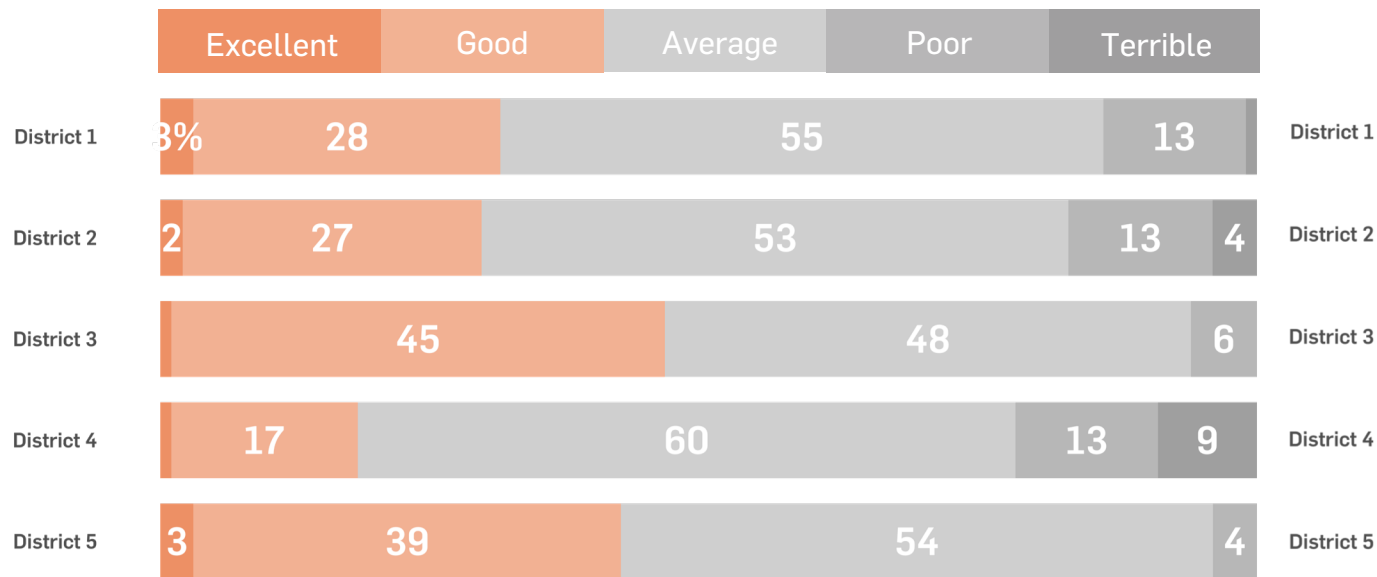
OPINIONS OF SERVICES VARY BY DISTRICT

Opinions of residents vary across districts for both services from property taxes and utility fees. District 4 shows the lowest with only 18% who say they are excellent or good, 15% below the city-wide average of 33%.

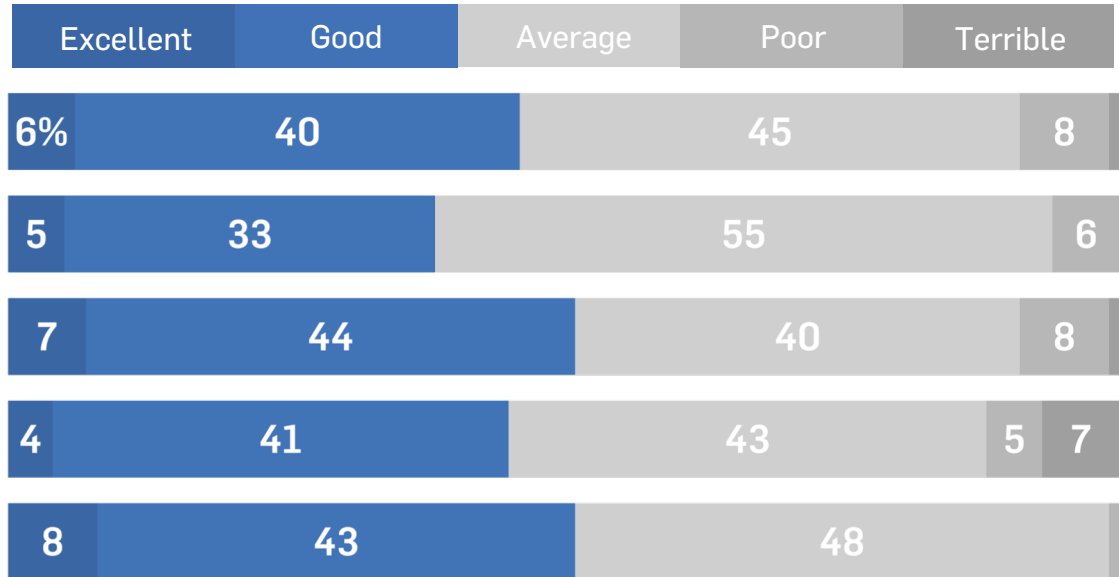


In general, how do you rate the service you receive from South Salt Lake from the property taxes you pay? (n = 453)
In general, how do you rate the service you receive from South Salt Lake from the utility fees you pay? (n = 452)

Services from Property Taxes



Services from Utility Fees

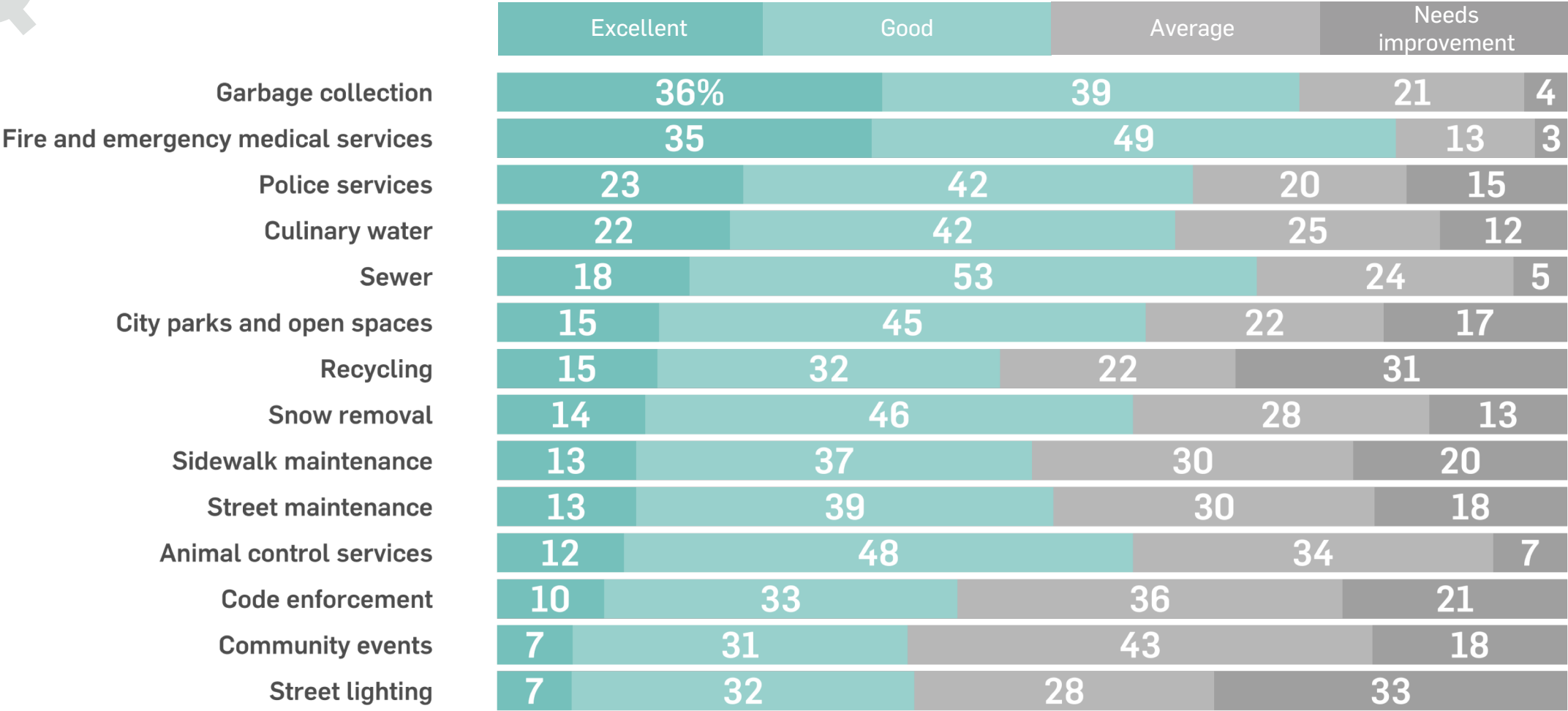


GARBAGE COLLECTION IS EXCELLENT; STREET LIGHTING IS NOT

A solid majority of residents said the garbage collection in South Salt Lake is good or better. Fire and EMS, Police, Water, and Sewage also received high marks. Street lighting and community events receive the lowest “excellent” or “good” ratings, though community events are largely seen as “average.” Street lighting and recycling are the services residents are most likely to indicate need improvement.



How do you rate the services you currently receive from South Salt Lake? (n = 430-435)



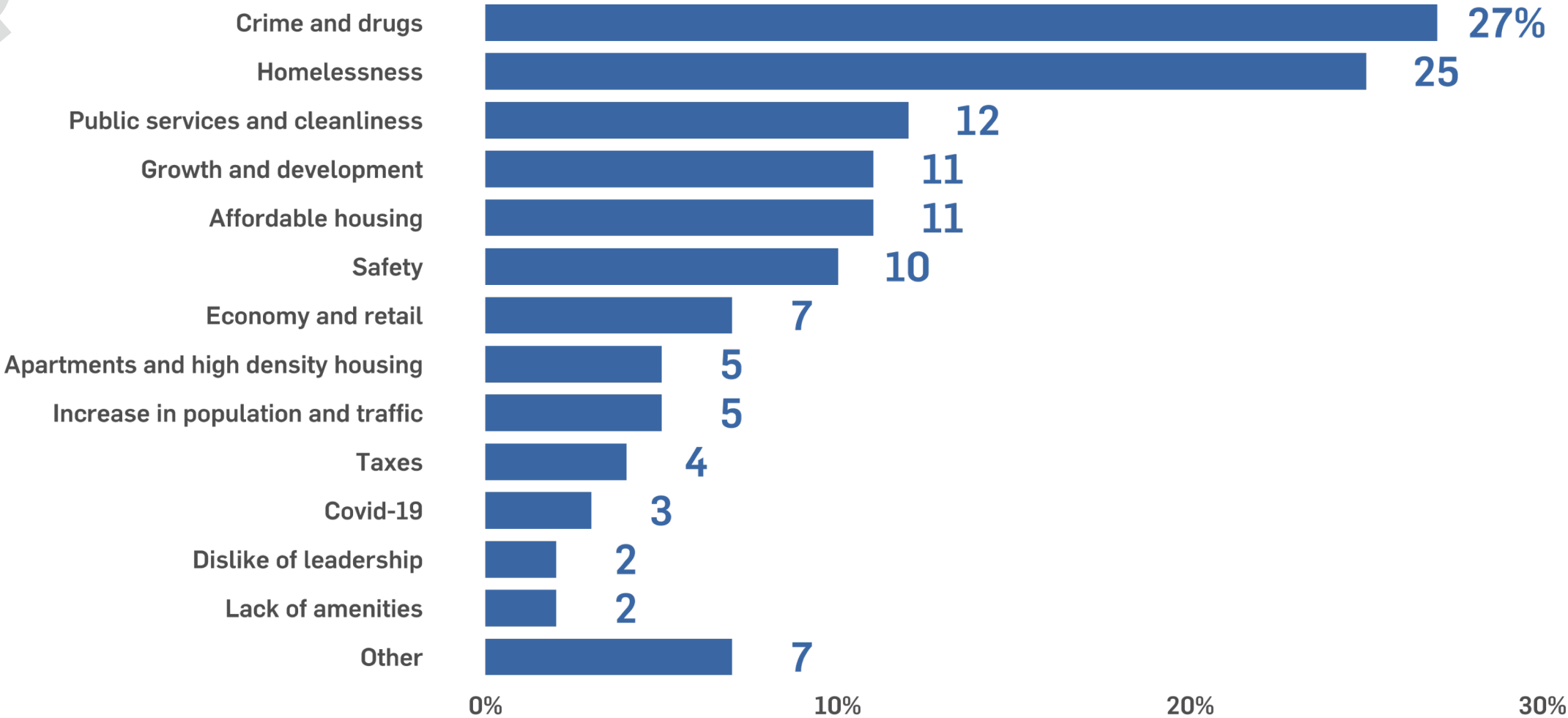
COMMUNITY ISSUES

CRIME AND DRUGS SEEN AS KEY PROBLEMS

Many residents of South Salt Lake are concerned about the effect crime and drugs have on the community, as well as the effects of the homeless population.



In your opinion, what is the most important issue facing South Salt Lake today? *(Categorized open-ended responses)* (n = 430)



ATTITUDES TOWARDS NEIGHBORHOOD ISSUES

Respondents were asked to share their concerns regarding their own neighborhoods, and crime remains a top priority. Residents also raise a concern with traffic and overall safety.



What is the most important issue facing your neighborhood? (n = 419)

The noise from the freeway and traffic on the back roads. 500 West really needs some repairs to existing holes whereas if big trucks hit certain holes it shakes our townhome. We live on a busy narrow street where huge semi trucks will use our road as a shortcut. It's upsetting.
-- DISTRICT 5 RESIDENT

Parking, animals and police. Poor planning, code enforcement and permits causing crime, overcrowding and parking issues.
-- DISTRICT 1 RESIDENT

1. Affordable, nice housing is always an issue. 2. UTA changed a route recently and there has been an uptick in foot traffic in the neighborhood couple that with the people speeding through the neighborhood to avoid traffic lights it's a recipe for an accident.
-- DISTRICT 2 RESIDENT

Seems like there are a lot of criminal activity in my neighborhood. Along with the school zone speed limit there are too many people that speed down here. I think it needs to be patrolled better.
-- DISTRICT 4 RESIDENT

Increasing property crime and trash being allowed to accumulate along our streets.
-- DISTRICT 3 RESIDENT

I would like to see more parks and things like recreational trails, outdoor areas. The quality of the roads need improvement as well.
-- DISTRICT 5 RESIDENT

In the winter, snow removal is last in this area. It is not uncommon to see the police in my area at least once a week. Some homes in this area are trashed. Lack of lighting on my street, and it is a through fare for State Street.
-- DISTRICT 4 RESIDENT

Probably the same answer: construction/demolition/renovation -- that's where I see a lot of room for improvement and community involvement, right around my neighborhood.
-- DISTRICT 1 RESIDENT

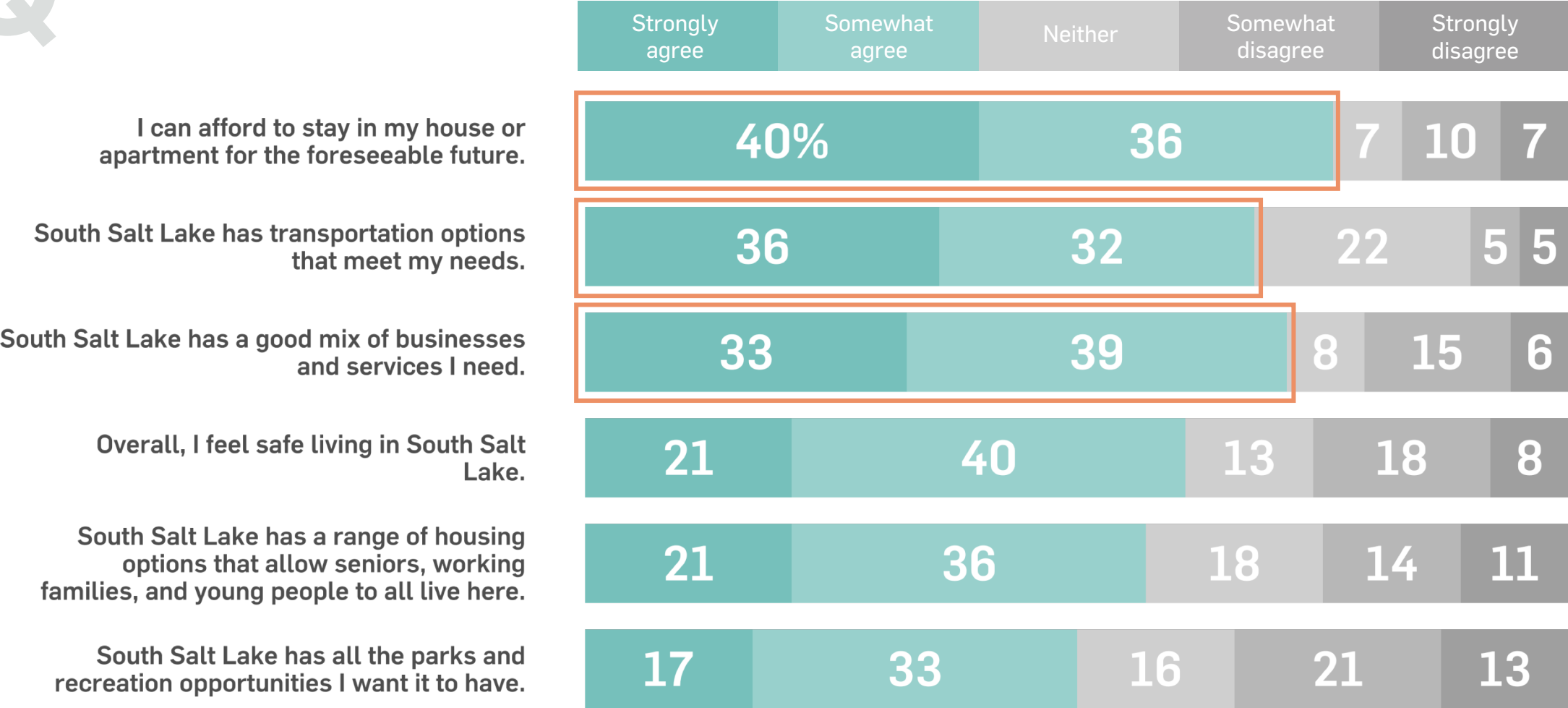
Traffic with large apartment/townhome communities. S-Line isn't well maintained (a ton of graffiti and generally not clean)
-- DISTRICT 1 RESIDENT

OVER 3/4 RESPONDENTS SAY CURRENT RESIDENCE IS AFFORDABLE

Of all the statements we pitched to respondents, the one that garnered the highest level of agreement was that they could afford to stay in their house or apartment for the foreseeable future. Most respondents also agree that South Salt Lake has robust transportation options and a good mix of businesses and services. One-in-three residents would like to see more parks and recreation opportunities in the City.



To what extent do you agree or disagree with the following statements about South Salt Lake? (n = 533)



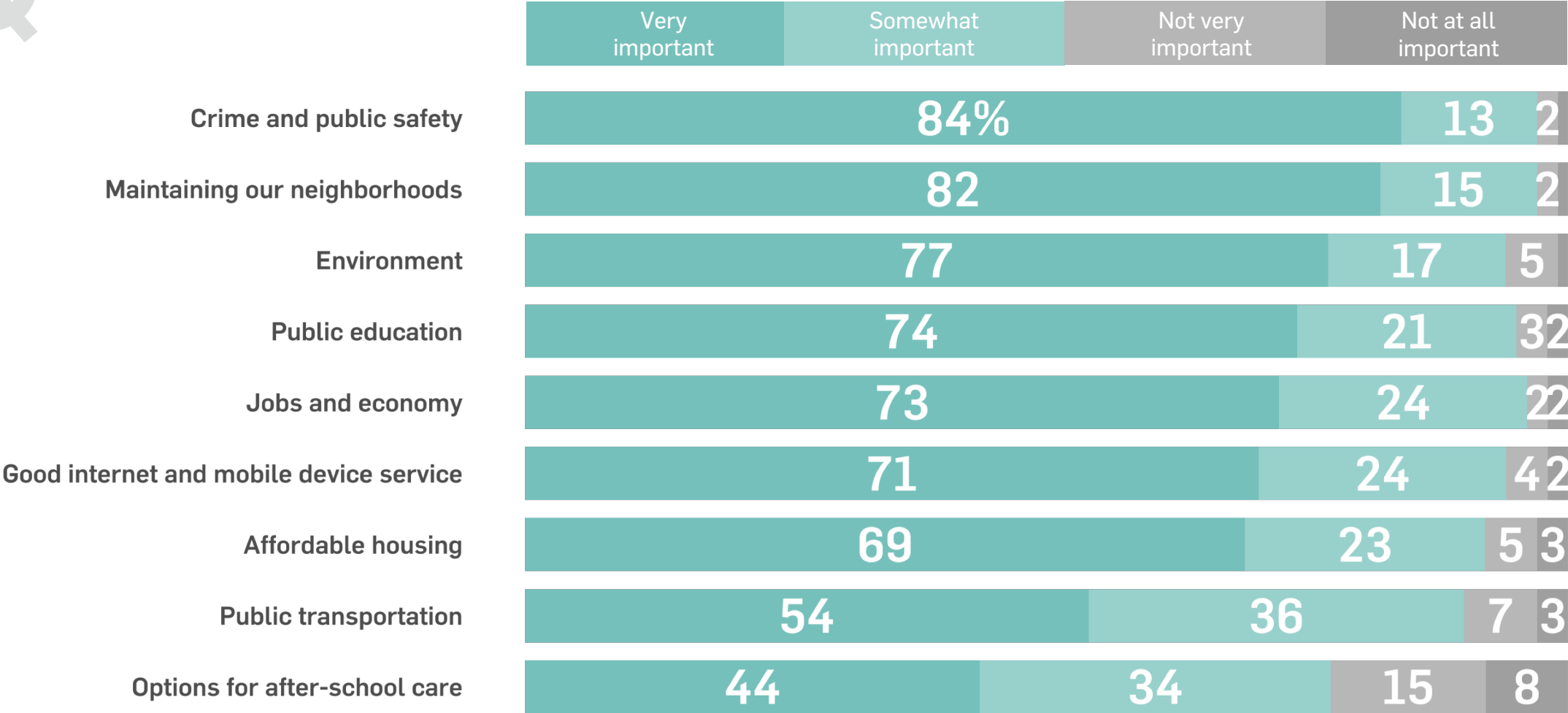
LOOKING AHEAD

CRIME IS TOP ISSUE TO FUTURE OF SOUTH SALT LAKE

Crime and public safety is the top issue, with 97% of respondents reporting as important. Even as the lowest ranked issue, after-school care options are still seen as important with 78%.



How important are the following issues to South Salt Lake's future? (n = 529-531)

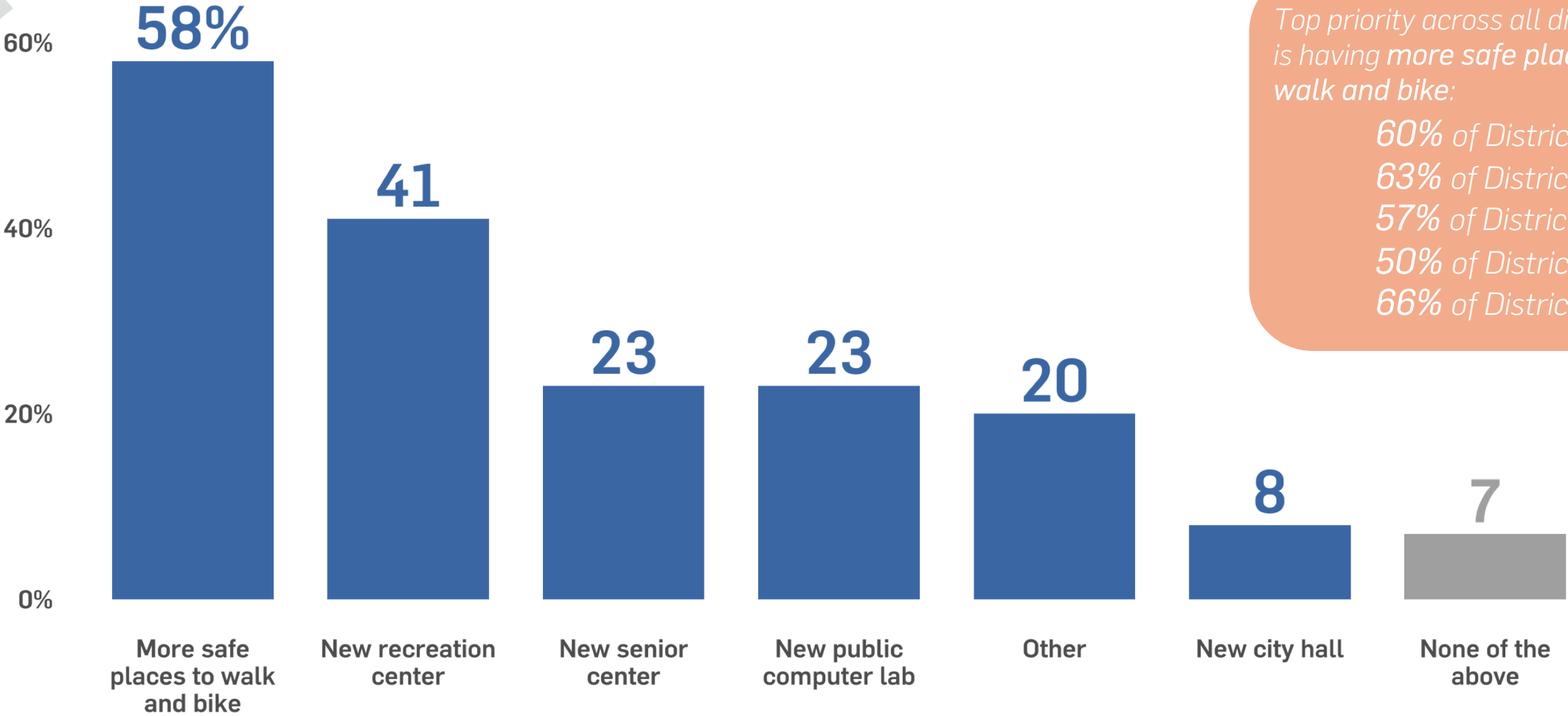


SAFETY TOP PRIORITY FOR THE FUTURE

Over half of respondents say that more safe places to walk and bike should be a priority for South Salt Lake's future. Only 8% say South Salt Lake should prioritize a new city hall.



Which of the following projects should South Salt Lake prioritize for the future? Select up to three. (n = 547)

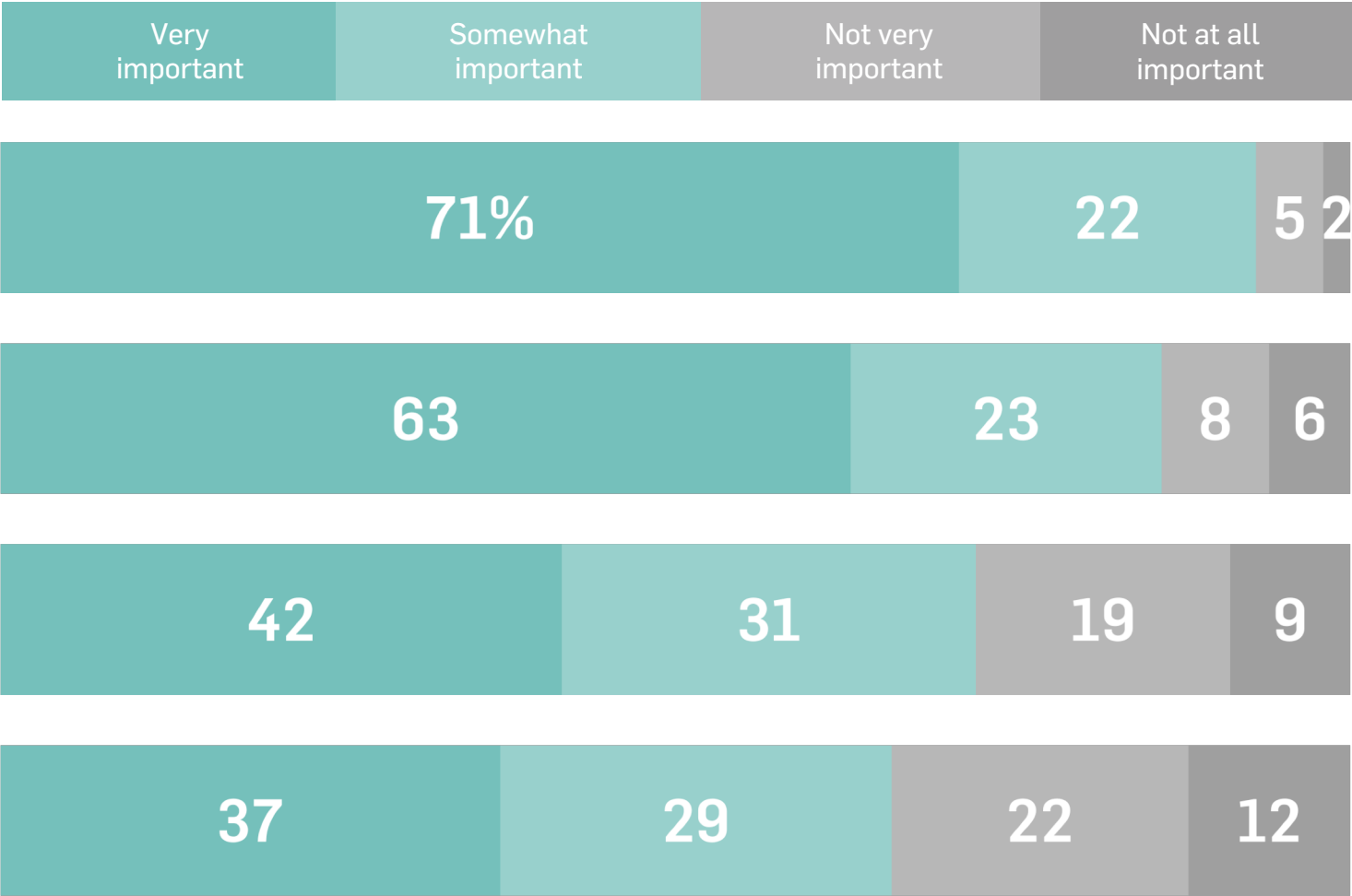


MOST IMPORTANT ISSUES

Respondents rate access to internet and mobile device service the highest, with 93% considering it very or somewhat important.



How important are each of the following issues to you personally? (n = 427-429)



Access to reliable internet and mobile device service

Affordable housing

Access to transportation

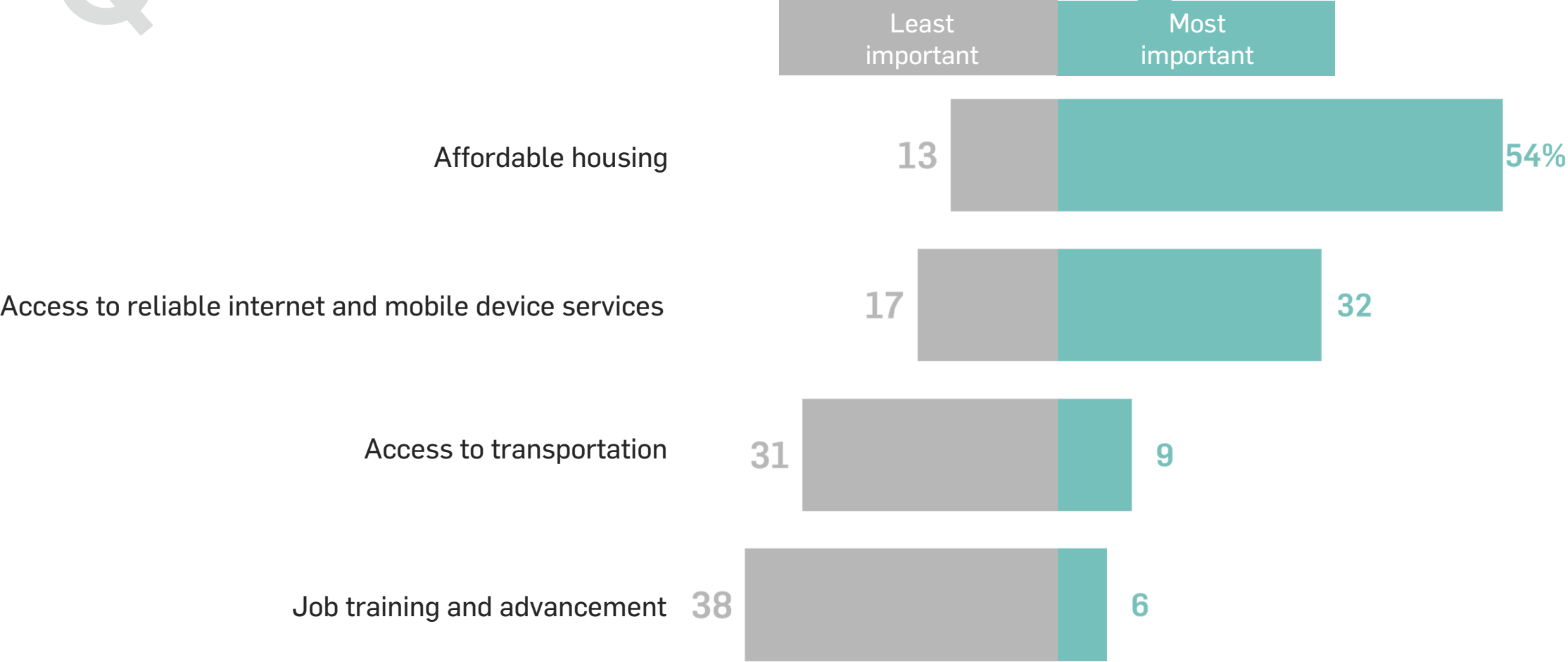
Job training and advancement

AFFORDABLE HOUSING MOST IMPORTANT

More than half, 54%, of our sample selected “affordable housing” as the option most important to them. “Access to reliable internet and mobile device services” was selected by about 1/3. Nearly 4 in 10 respondents said “job training and advancement” was the least important to them.



And thinking about each of the following issues, which is MOST important to you? Which is LEAST important to you? (n = 403)

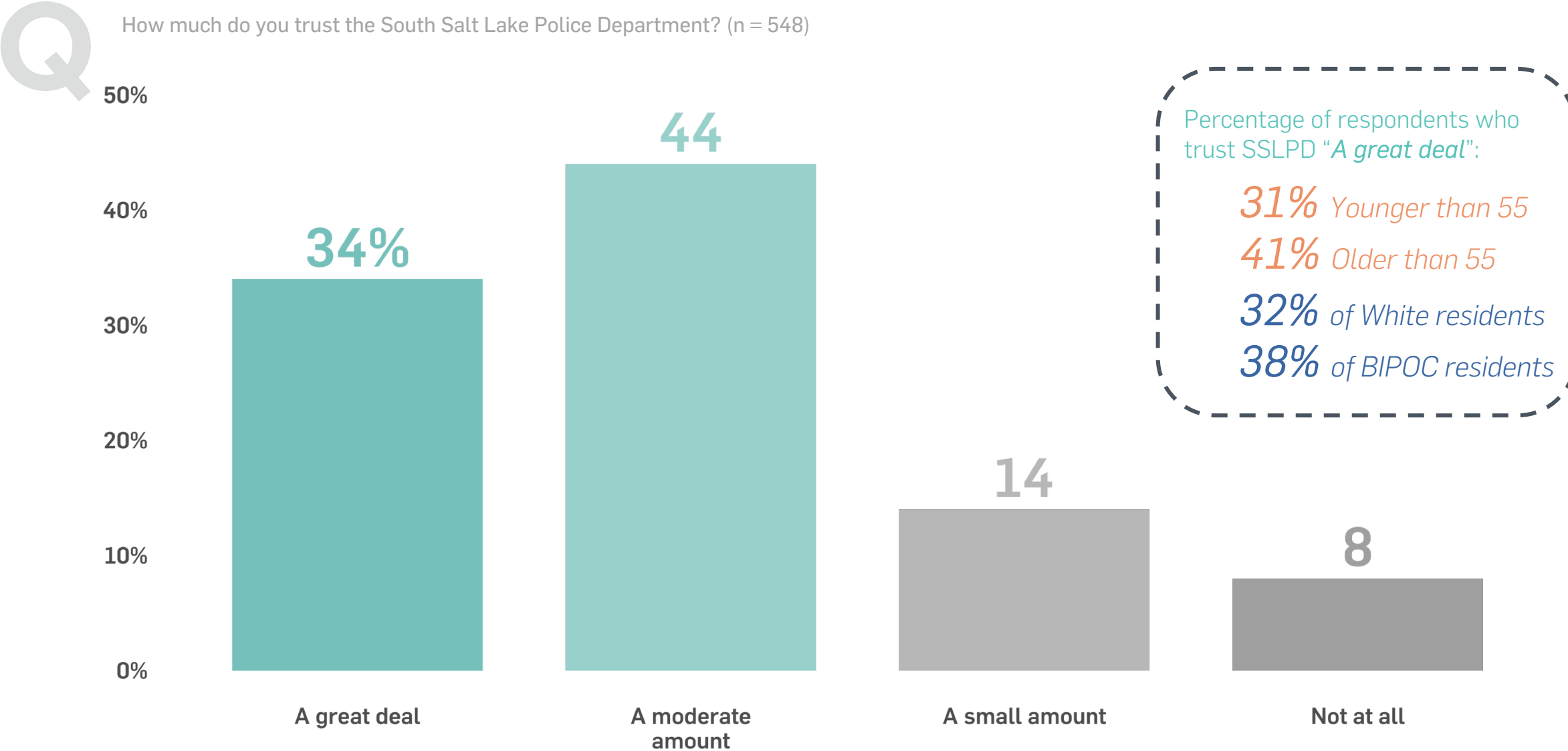


SOUTH SALT LAKE

POLICE DEPARTMENT IMPRESSIONS

FAIR OVERALL TRUST FOR SOUTH SALT LAKE POLICE DEPARTMENT

While over 75% of respondents trust the police department a great or moderate amount, only 34% say they trust a great the department a great deal. A higher percentage of those 55 years and older reported a higher level of trust, 10% higher than those younger than 55.

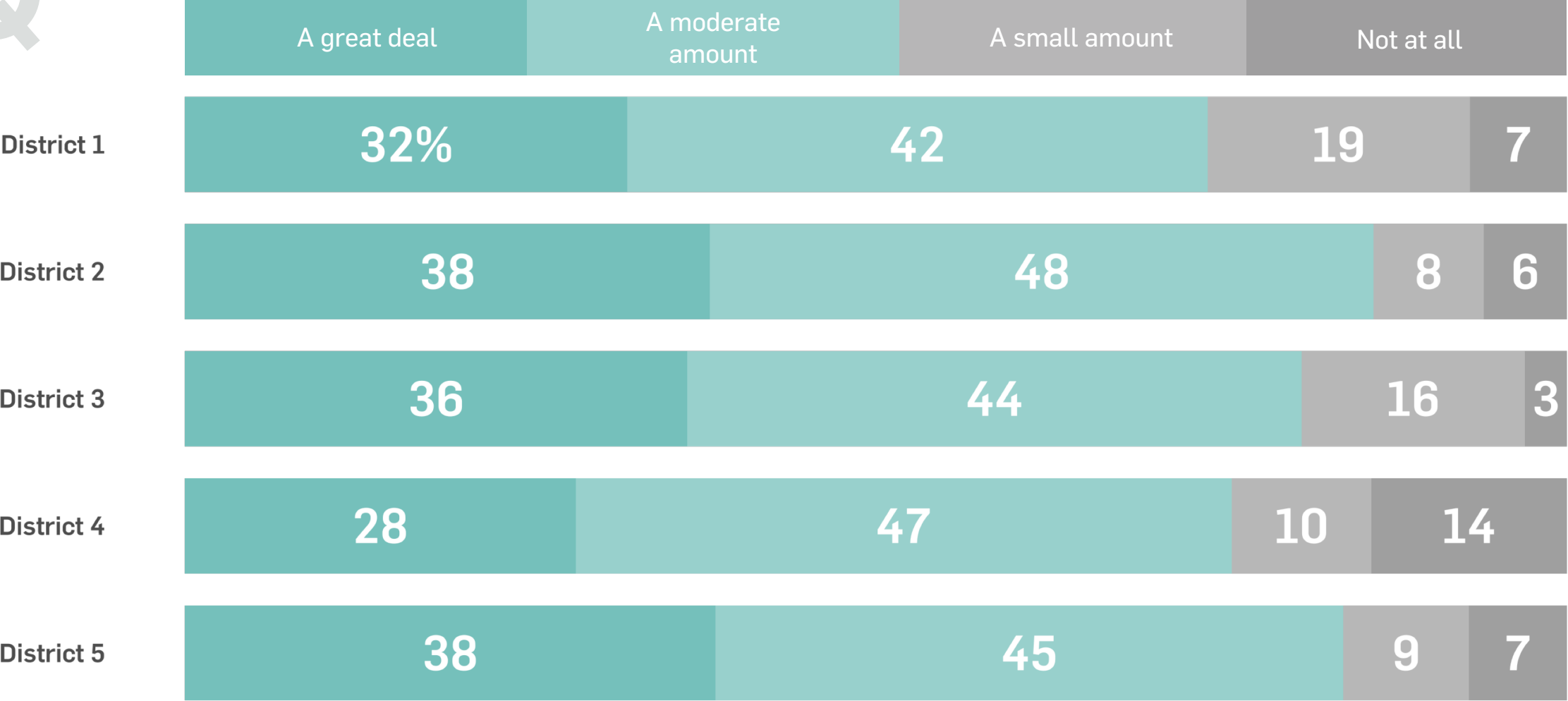


FAIR TRUST ACROSS FIVE DISTRICTS

Across the five districts of South Salt Lake, District 2 reports the highest level of overall trust. About 1/4 of those in Districts 1 and 4 say they trust the police department either only a small amount or not at all. 14% of those in District 4 say they do not trust the police at all, which is almost double the city-wide average.



How much do you trust the South Salt Lake Police Department? (n = 548)

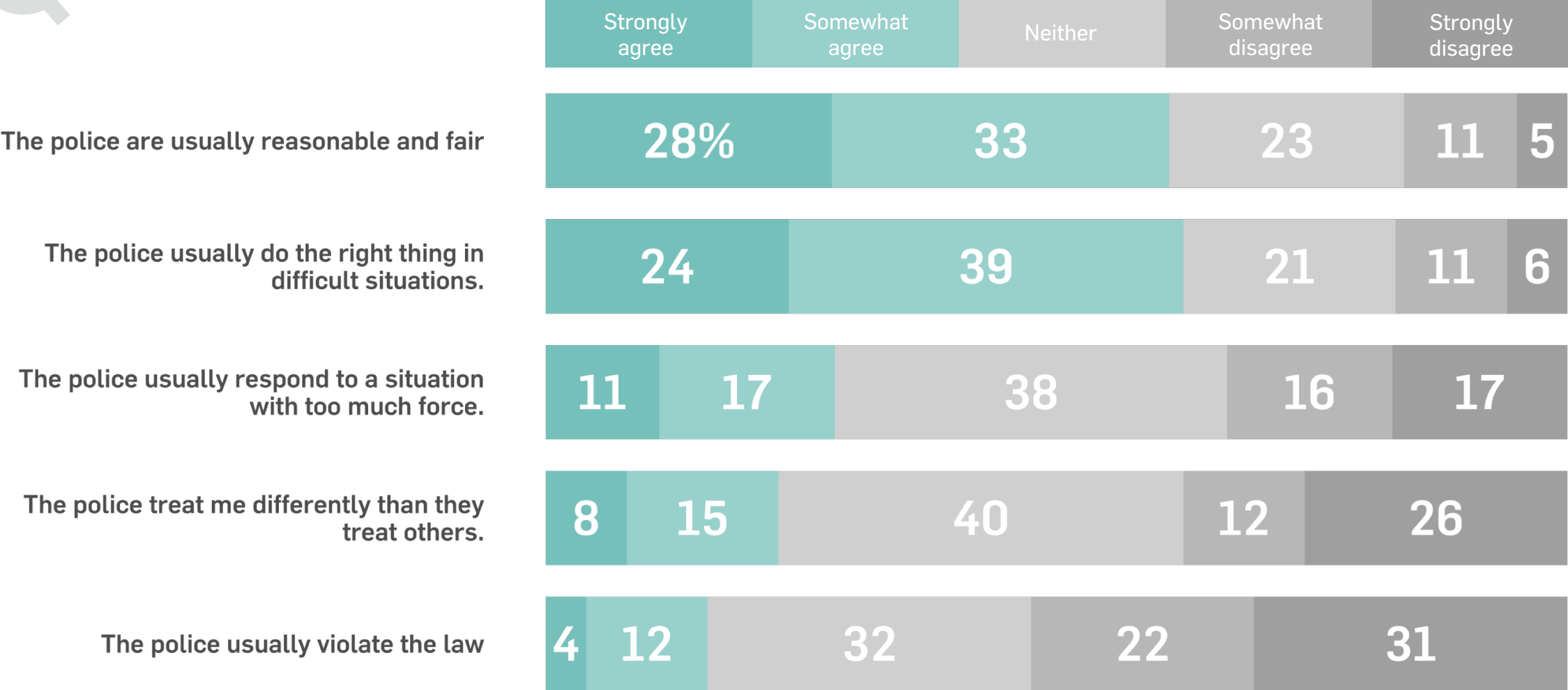


FAIR MAJORITY SAY POLICE ARE REASONABLE, FAIR

61% of respondents said they agreed that South Salt Lake police are usually reasonable and fair. 63% said they agreed they usually do the right thing. Less than 30% said they thought the police used too much force, treated them differently than others, or violate the law.



Now, thinking about the general practices of South Salt Lake Police Department, to what extent do you agree or disagree with each statement (n = 428)

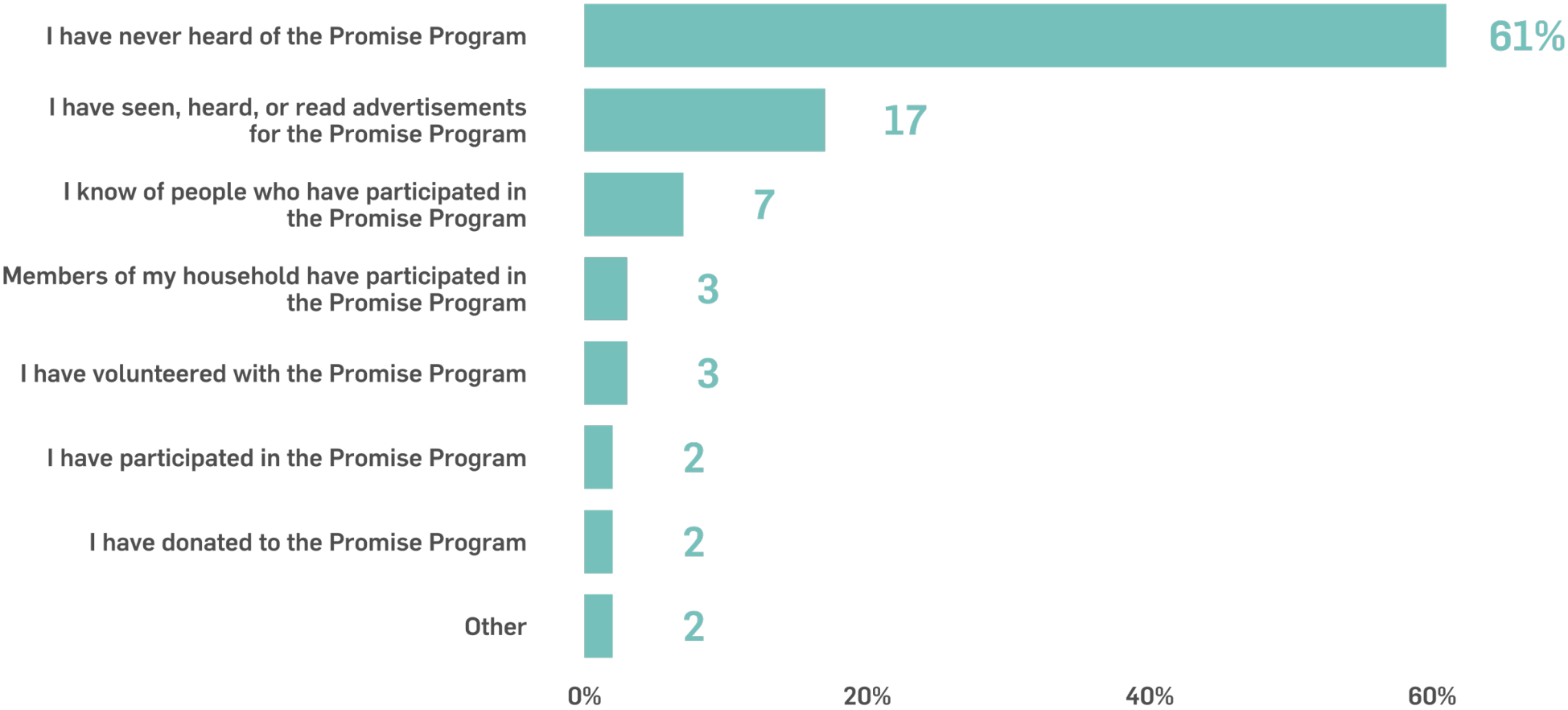


SAMPLE COMPOSITION

ROOM TO GROW AWARENESS FOR PROMISE PROGRAM

Nearly two-thirds of respondents had never heard of the city's Promise Program. Only 17% had previously heard about the program, and fewer than 10% have participated or know participants.

Q South Salt Lake's Promise Program offers support for youth, families, and refugee residents in South Salt Lake through before and after school programs and community centers.
How would you describe your familiarity with the Promise Program? Select all that apply. (n = 531)

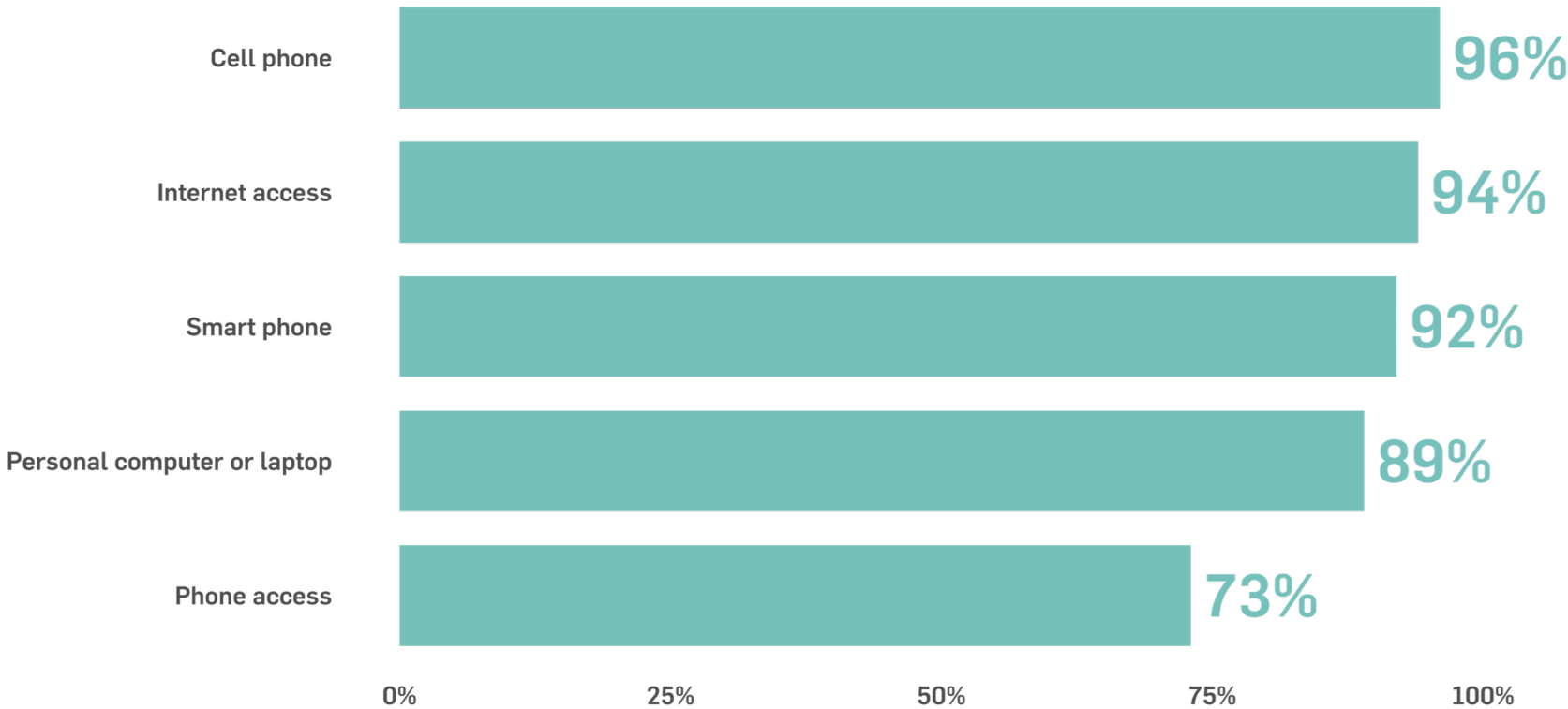


RESIDENTS HAVE HIGH ACCESS TO TECHNOLOGY TOOLS

An overwhelming majority of respondents have access to technology at their home, with over 90% for most tools.



Which, if any, of the following technology tools do you have access to at home? (n = 542)



Renters far less likely to have access to personal computers, cell phones, and the internet at home.

27% of African Americans don't have access to smart phones, and 30% of Hispanics don't have access to phones at home.

19% of American Indian / Natives Americans, Hispanic / Latinos, and those of "other" races don't have personal computers at home.

Residents in City Council District 5 are more likely to have access to all technology except home phones compared to residents from other districts.

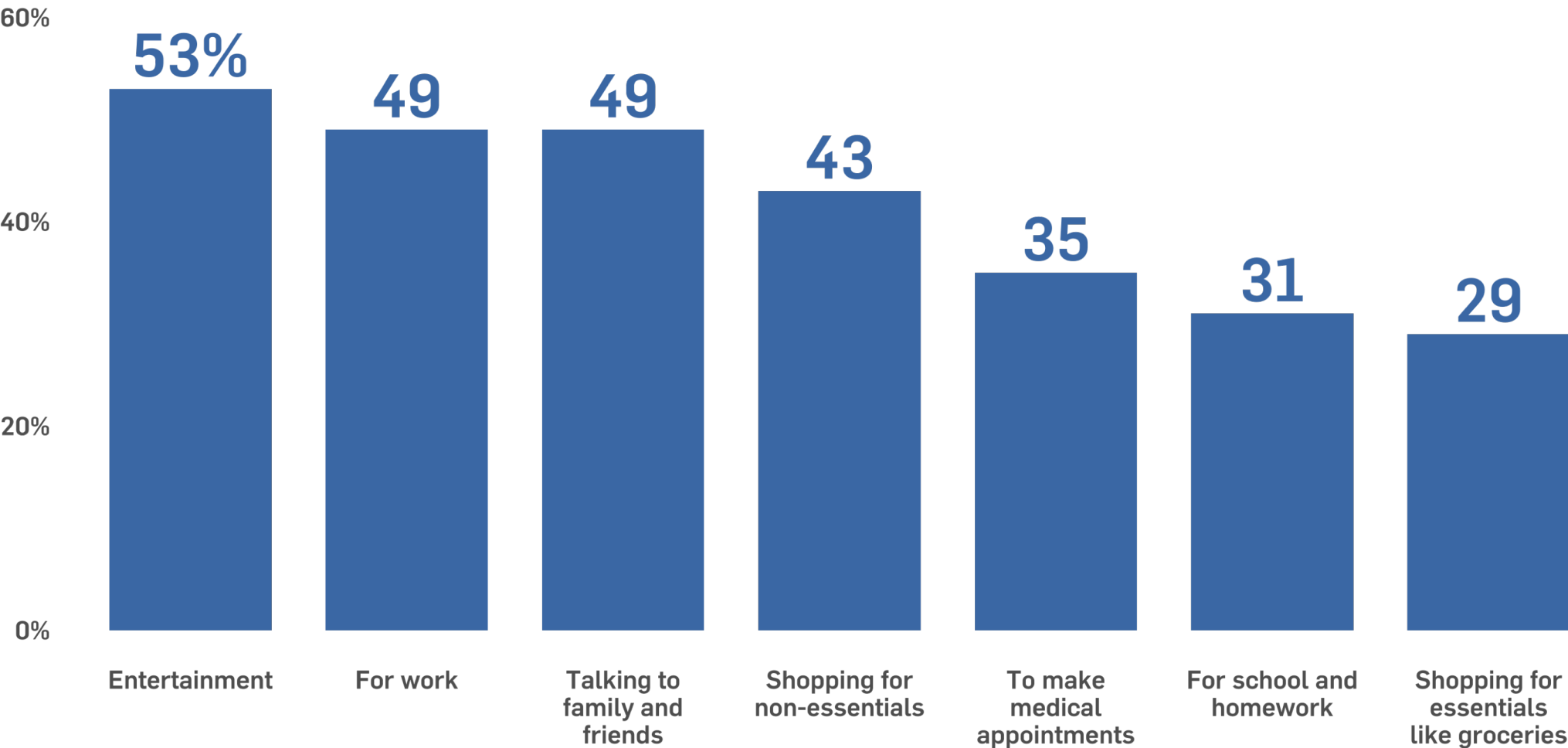
Those whose annual income is under \$25,000 per year are less likely to have access to the internet, personal computers, smart phones, and cell phones.

WIDE RANGING TECHNOLOGY USES

The most common use for technology is for entertainment purposes, with work and to talk to friends and family tied in close second. Less than one third use the internet or technology for shopping for essentials, much lower than shopping for non-essentials.



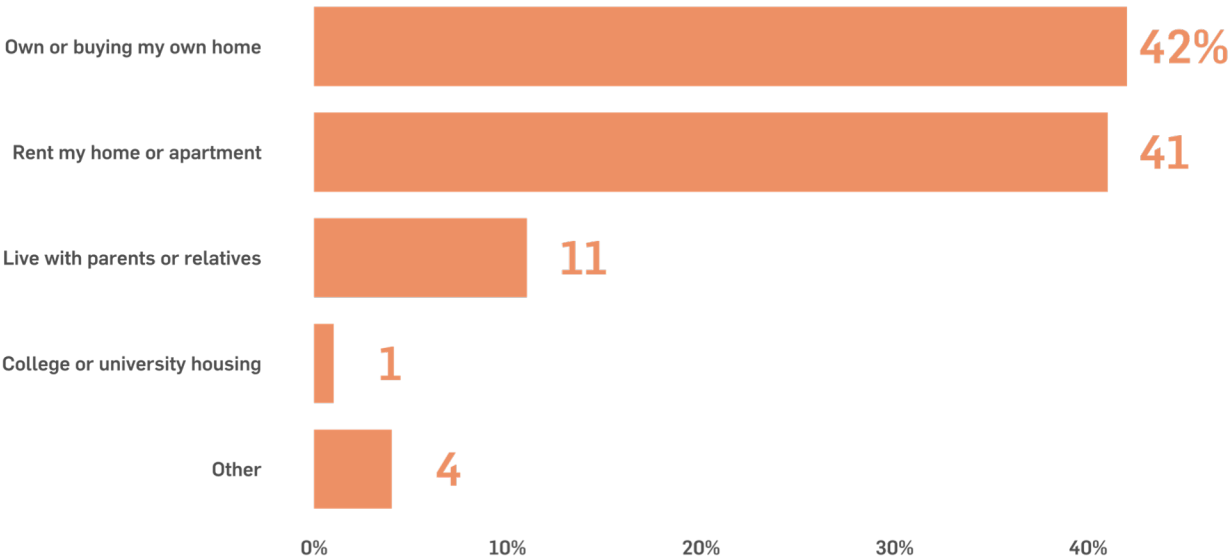
What are the main reasons you or members of your household use the internet and/or technology from home? Select all that apply. (n = 422)



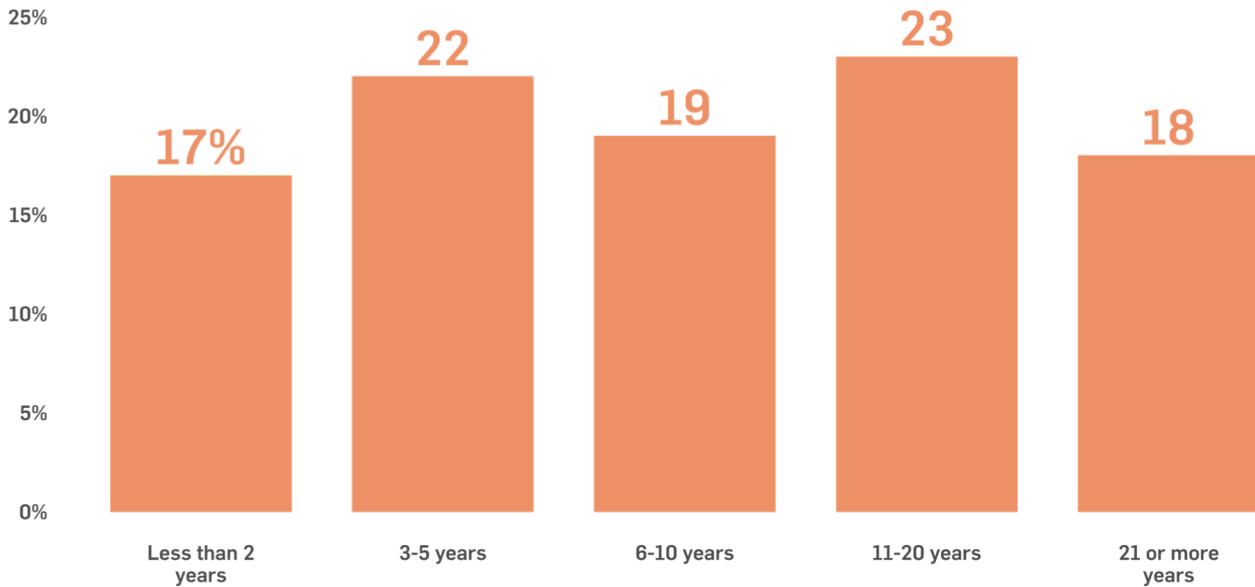
RESPONDENT OVERVIEW

A majority of residents either own their own home or are renting. Few live with family or college housing (11% and 1%, respectively). Approximately 40% of those who took the survey report they have been living in South Salt Lake City for less than 5 years.

Q Which of the following best describes where you are currently living? (n = 540)

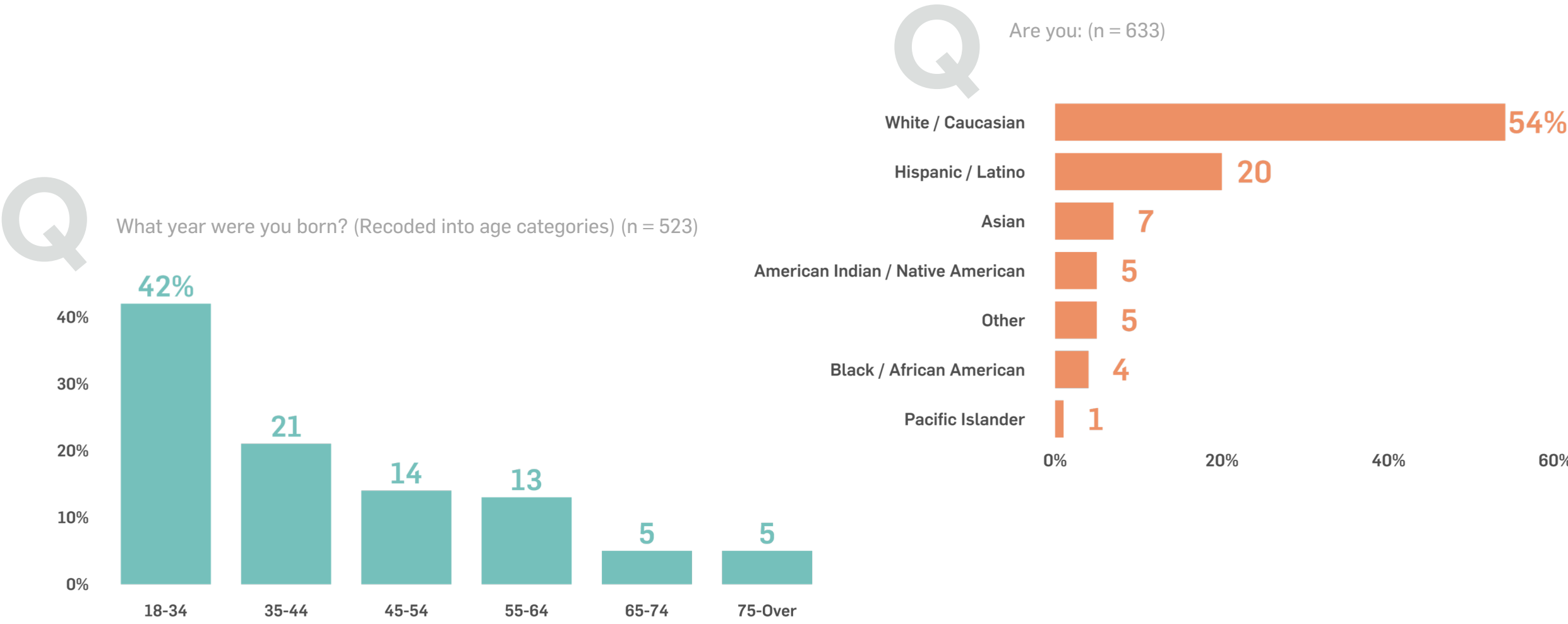


Q How long have you lived in South Salt Lake? (n = 540)



RESPONDENT OVERVIEW

Over half of those who took the survey were younger than 45 (63%). 54% of the respondents were white, and 20% were Hispanic or Latino.

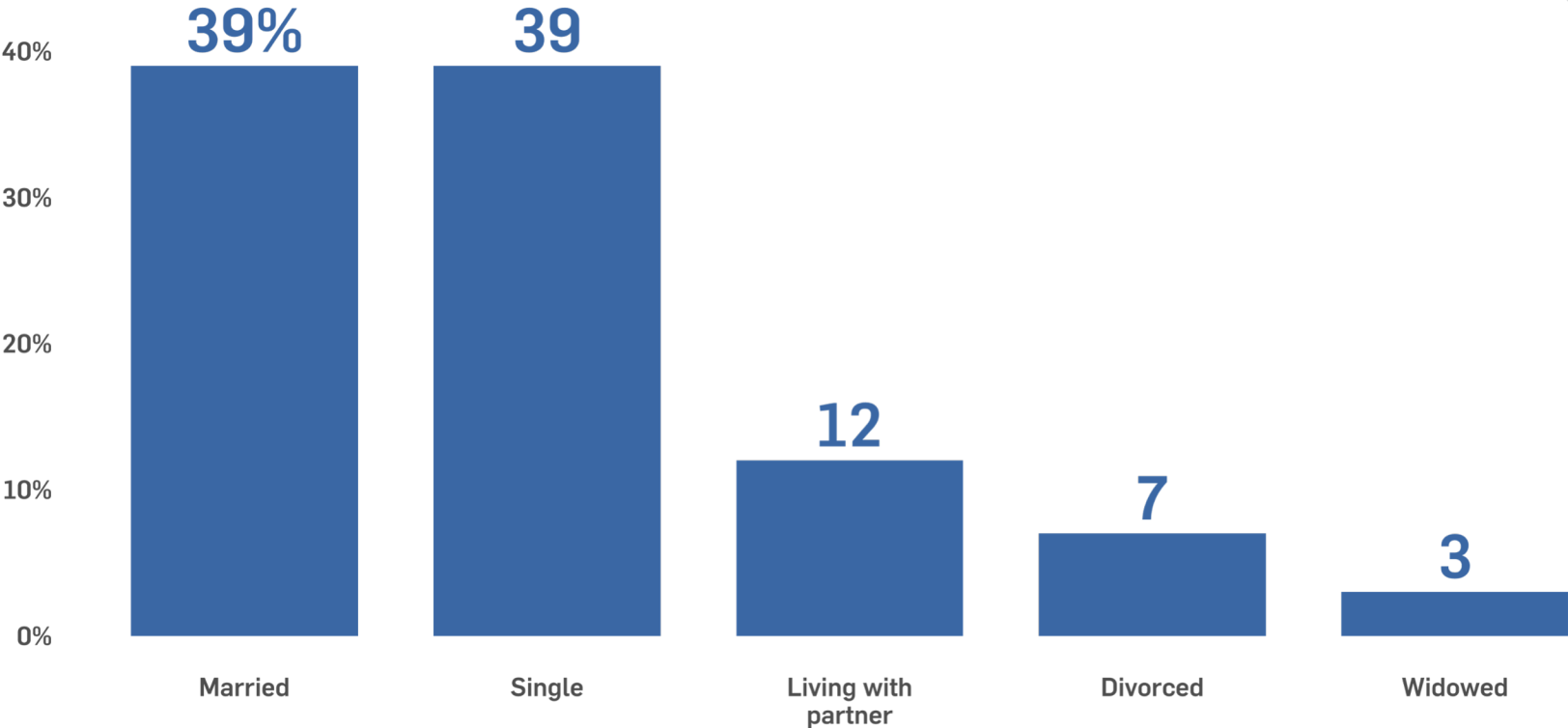


RESPONDENT OVERVIEW

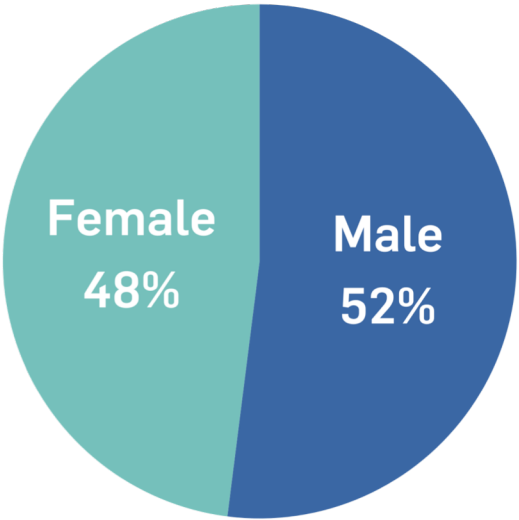
Married and single residents each made up 39% of the respondents. Respondents were relatively equally distributed between genders.



Are you currently... (n = 534)



Which of the following best describes how you think of yourself? (n = 540)





Kyrene Gibb, Partner & Vice President of Research
Kelly Patterson, Ph.D, Founding Partner
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