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SANDY CITY COMMUNICATIONS + SERVICES SURVEY
WINTER 2023 PUBLIC OPINION RESEARCH

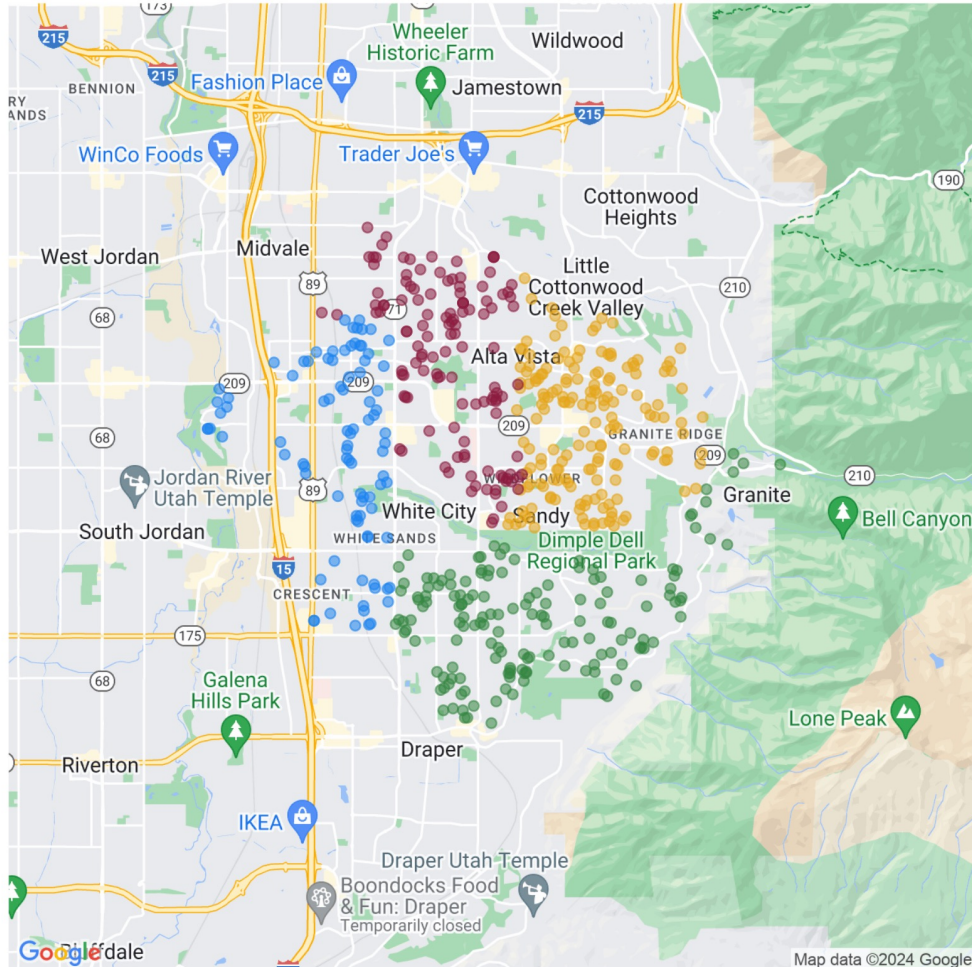


1. Quality of life in Sandy is high, with an average of 79 out of 100. Sandy's quiet location and its proximity to nature are very important for residents. While respondents are split on their feelings about the city's direction, respondents' outlook on and perceptions of growth are crucial among our sample in determining how they feel about the direction of the city, with those who are optimistic saying Sandy is doing well, and vice-versa.
2. Most say the quality of city services they receive is good or excellent. Fire and EMS services get particularly high marks, and most respondents feel that there are no missing services Sandy should be providing. Crime and safety, and preserving open spaces are the most important issues to respondents.
3. Most respondents give city leadership high marks. City leadership is seen as performing especially well on the areas of city events, and preserving parks, trails, and open spaces in the city.
4. Most respondents say they want more communication from Sandy City. One channel that appears especially under-utilized is emails from the city, with a significant proportion of respondents saying they don't get most of their information from emails but that they would prefer to.
5. Three-out-of-four residents have attended at least one city event in the past year, and those who attend give each city events high marks. The events that have the highest attendance among our sample over the past year are events at the Sandy Amphitheater, and the Fourth of July Celebration while the Balloon Festival receives some of the highest ratings overall.

KEY FINDINGS

SURVEY METHODOLOGY

MODE, SAMPLE SIZE, & MARGIN OF ERROR



Survey invitations were sent via **email and text message** to a sample of both registered voters in Sandy as well as additional contact information obtained through address-based sampling.

Responses were collected from **December 5, 2023 - January 5, 2024**.

In total, **548 residents** responded to this panel survey, resulting in a margin of error of approximately **+/- 4.20 percentage points**.

Responses were **weighted** to reflect the **demographic composition** of the city as a whole. Responses have also been **geocoded** into **City Council Districts** to allow for geographic analysis of attitudes and behaviors.

LIFE IN SANDY CITY

SANDY RESIDENTS ENJOY HIGH QUALITY OF LIFE

Respondents say their quality of life in Sandy is high, with an average response of 79 out of 100, and nearly all respondents report their quality of life being at least 70 or higher. Quality of life is also consistently high across most demographic factors in our survey sample, including gender, race, education, and income.

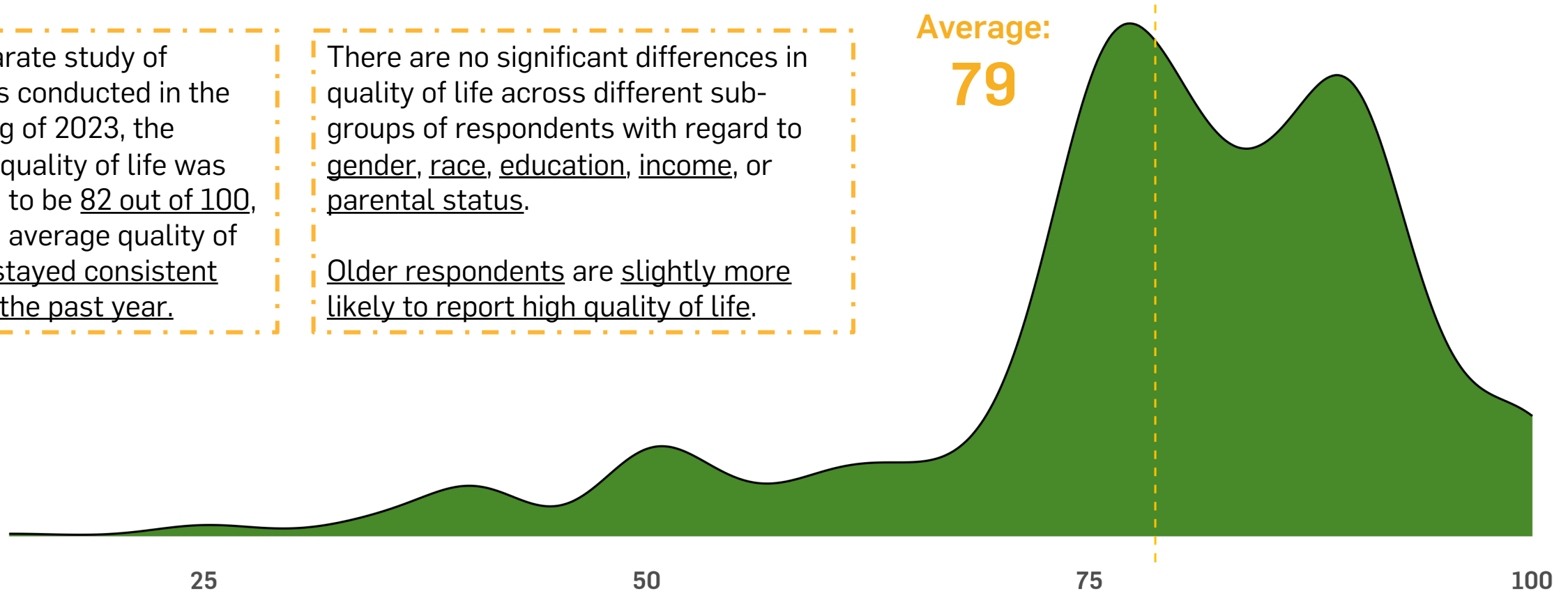
Quality of Life

In a separate study of residents conducted in the beginning of 2023, the average quality of life was reported to be 82 out of 100, meaning average quality of life has stayed consistent through the past year.

There are no significant differences in quality of life across different sub-groups of respondents with regard to gender, race, education, income, or parental status.

Older respondents are slightly more likely to report high quality of life.

Average:
79

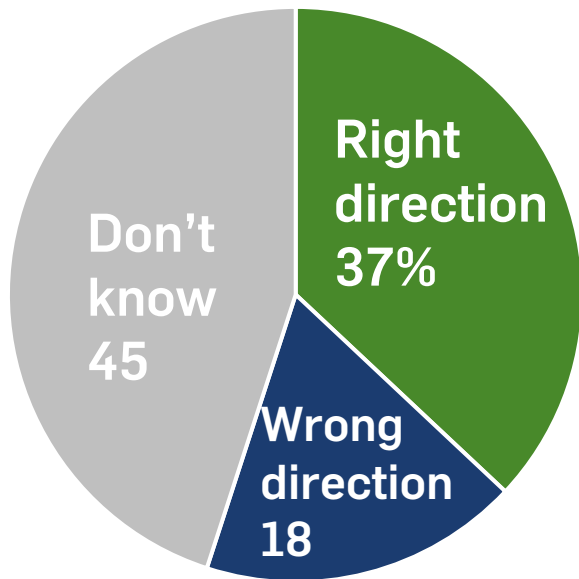


Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Sandy? (n = 533)

HALF OF RESPONDENTS UNSURE ABOUT CITY'S DIRECTION

About half of respondents (45%) are unsure of the direction the city is taking. This state of mixed feelings is also captured in the sentiments expressed by other respondents. A large proportion say growth is helpful and is being managed well, while a significant minority are opposed to growth, and say it is being managed poorly.

Direction of Sandy City



Why "Right direction"?

- "Improving roads, updating fire stations, supporting law enforcement, addressing gondola issue!"*
- "We seem to have people involved that care."*
- "Sandy is working to maintain a good area to live in."*
- "Business is thriving, with many vacant businesses being filled by new ones."*
- "Less construction in open land. Seems to have slowed down, which is the right direction."*
- "Reasonable plans for growth, good city services."*

Why "Wrong direction"?

- "No short-term rentals!!! The stupid Airbnb people are ruining neighborhoods."*
- "Trying to be a clone of Salt Lake."*
- "Over-building in rural areas."*
- "Building too many apartments and condominiums in small spaces with no parking for renters."*
- "Too many apartment buildings and housing developments being crammed into small lots."*
- "Appears there's no direction or planning."*

Q: Overall, would you say Sandy City is headed in the right or the wrong direction? (n = 547)

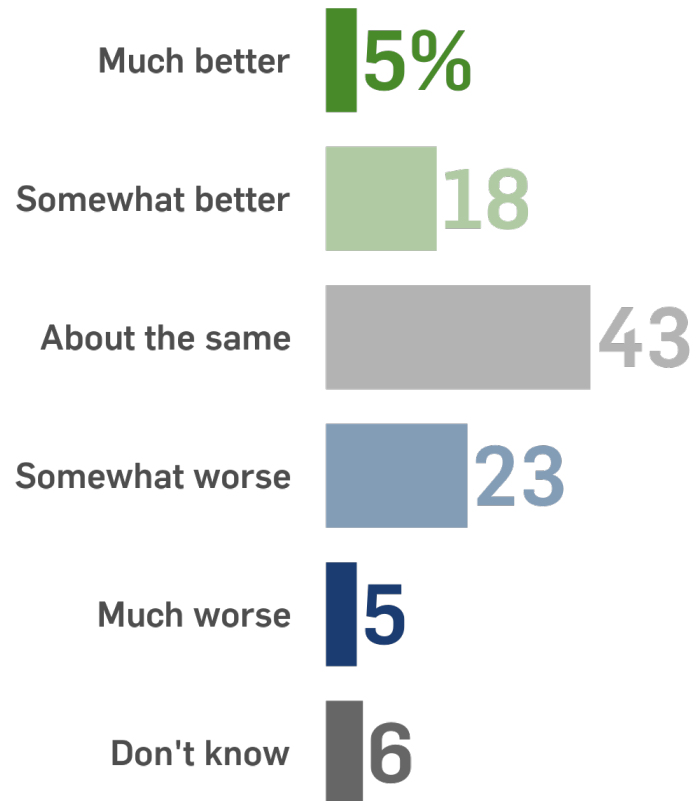
Q: Why would you say Sandy is headed in the **right direction**? (n = 181)

Q: Why would you say Sandy is headed in the **wrong direction**? (n = 85)

FEELINGS MIXED ON CITY CHANGES OVER TIME

Respondents gave mixed responses when asked how they would rate the city compared to 5 years ago, with nearly half (43%) saying they would rate it about the same. When asked what they liked most about the city, most respondents mentioned its good location and proximity to outdoor and open spaces. Most respondents are concerned about growth or its higher-order effects.

Sandy Compared to 5 Years Ago



Best Aspects of Living in Sandy



Top Issues



Q: How would you rate Sandy City today compared to five years ago? Would you say it is... (n = 548)

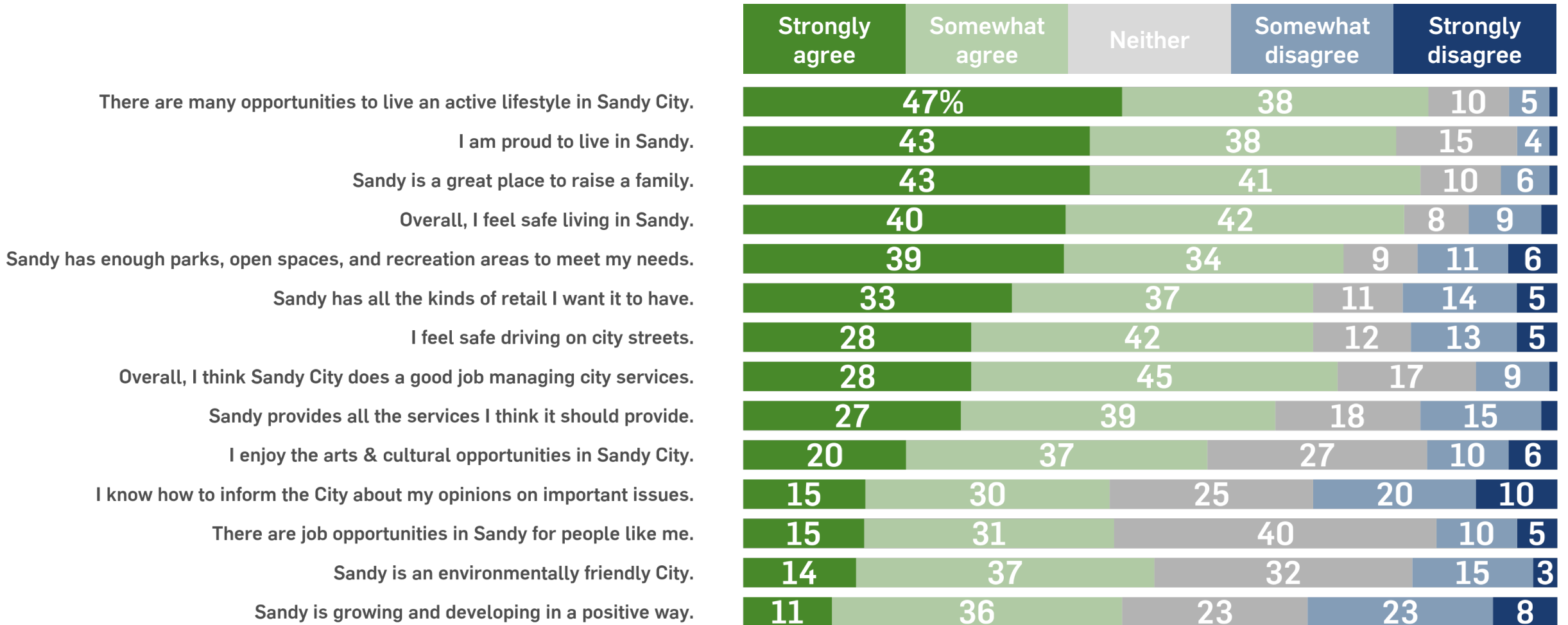
Q: What do you like most about living in Sandy? (n = 500)

Q: In your opinion, what is the most important issue facing Sandy **today**? (n = 502)

MOST RESPONDENTS PROUD TO LIVE IN SANDY

Of the statements about Sandy fielded to respondents, most garnered high or majority agreement, with most respondents saying Sandy has many opportunities for an active lifestyle and is a great place to raise a family. Views are mixed on the availability of jobs, environmental friendliness, and growth.

Aspects of Living in Sandy City



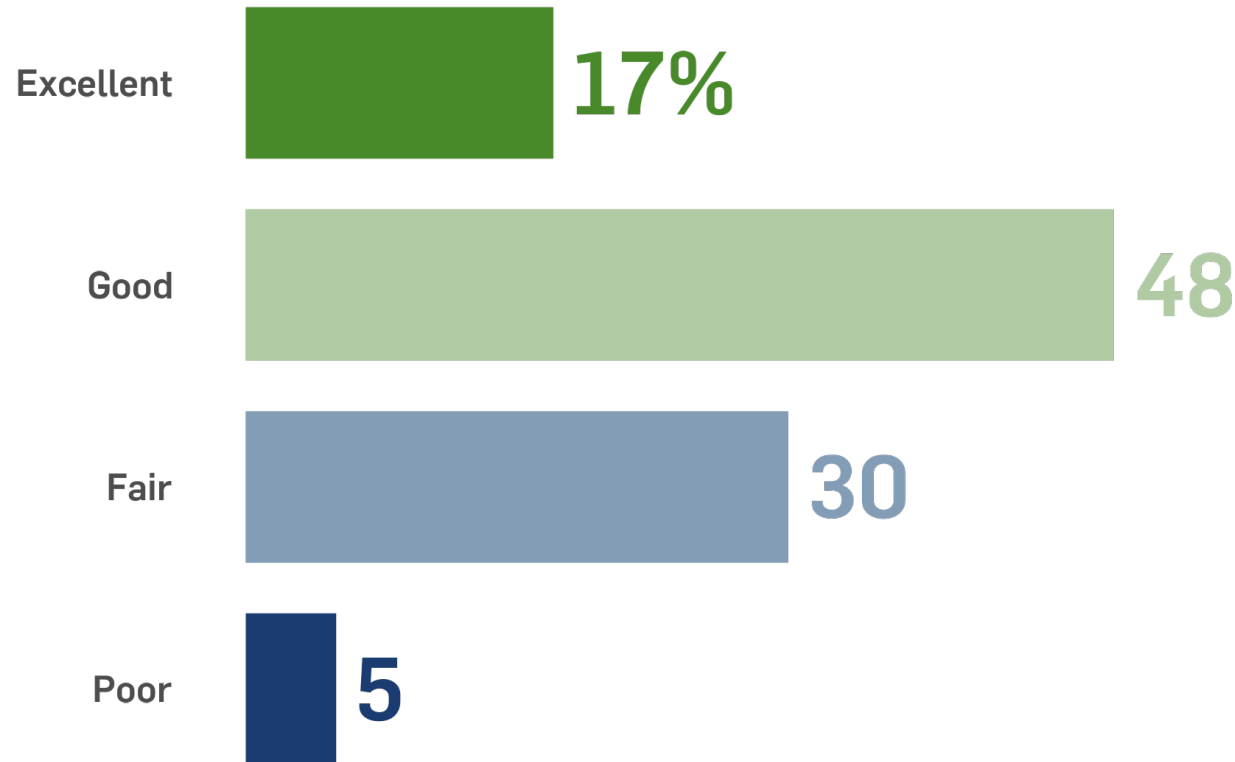
Q: To what extent do you agree or disagree with the following statements about Sandy? (n = 531)

CITY SERVICES & ISSUES

2/3^{RDS} SAY SANDY CITY SERVICES ARE GOOD

A solid majority of respondents (65%) say that they find the quality of services they received from Sandy City to be at least "good", with 17% saying they find the quality to be "excellent". Middle-aged, and high-income respondents are slightly less likely to report high quality of service than their counterparts.

Quality of Sandy City Services



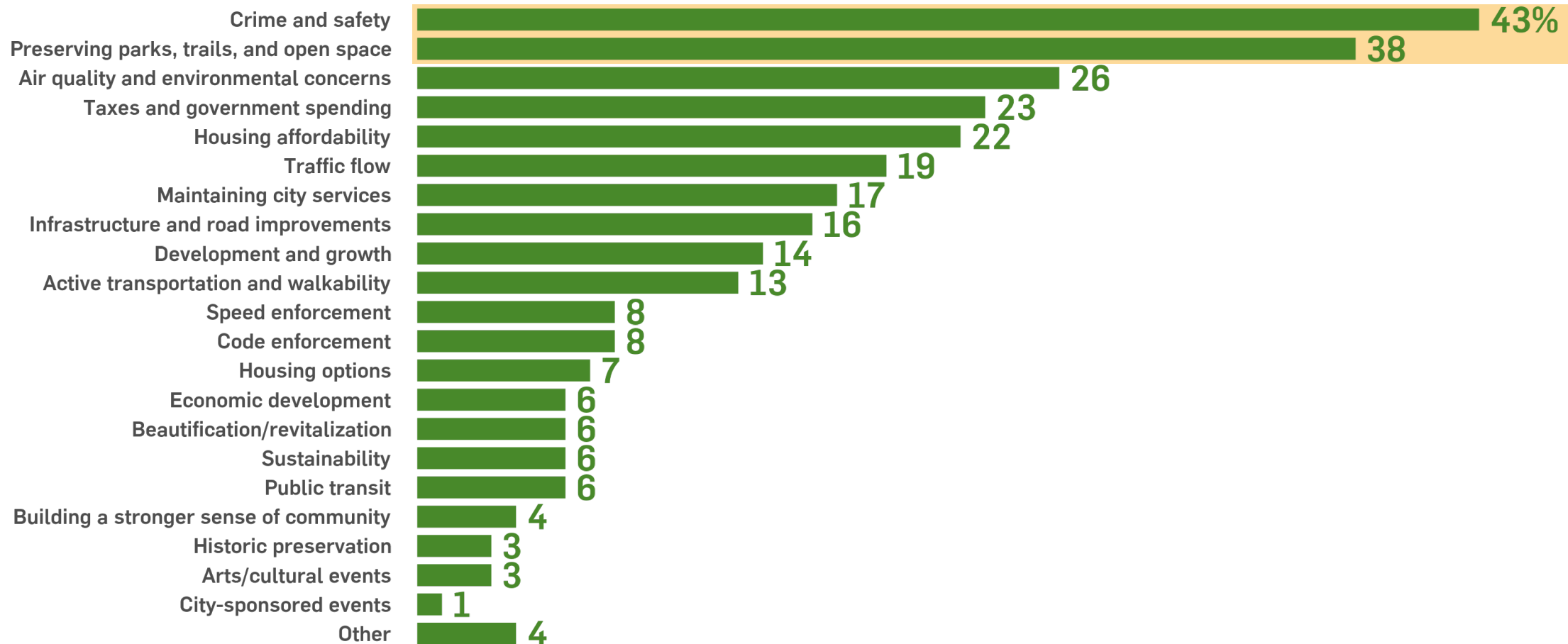
There are no significant differences in perceived quality of city services across different sub-groups of respondents with regard to gender, race, education, or income.

However, middle age and high-income respondents are slightly more likely to say the quality of service is only "fair" or "poor".

CRIME, OPEN SPACES MOST IMPORTANT ISSUES

When asked to choose the three most important issues in Sandy from a list, more than 4 in 10 respondents selected "crime and safety" as one of them, with nearly as many selecting "preserving parks, trails, and open spaces." These were much more commonly selected than the third- and fourth-most important issues, and issues like city events, historic preservation, and building community were almost never selected as important issues.

Sandy City Important Issues

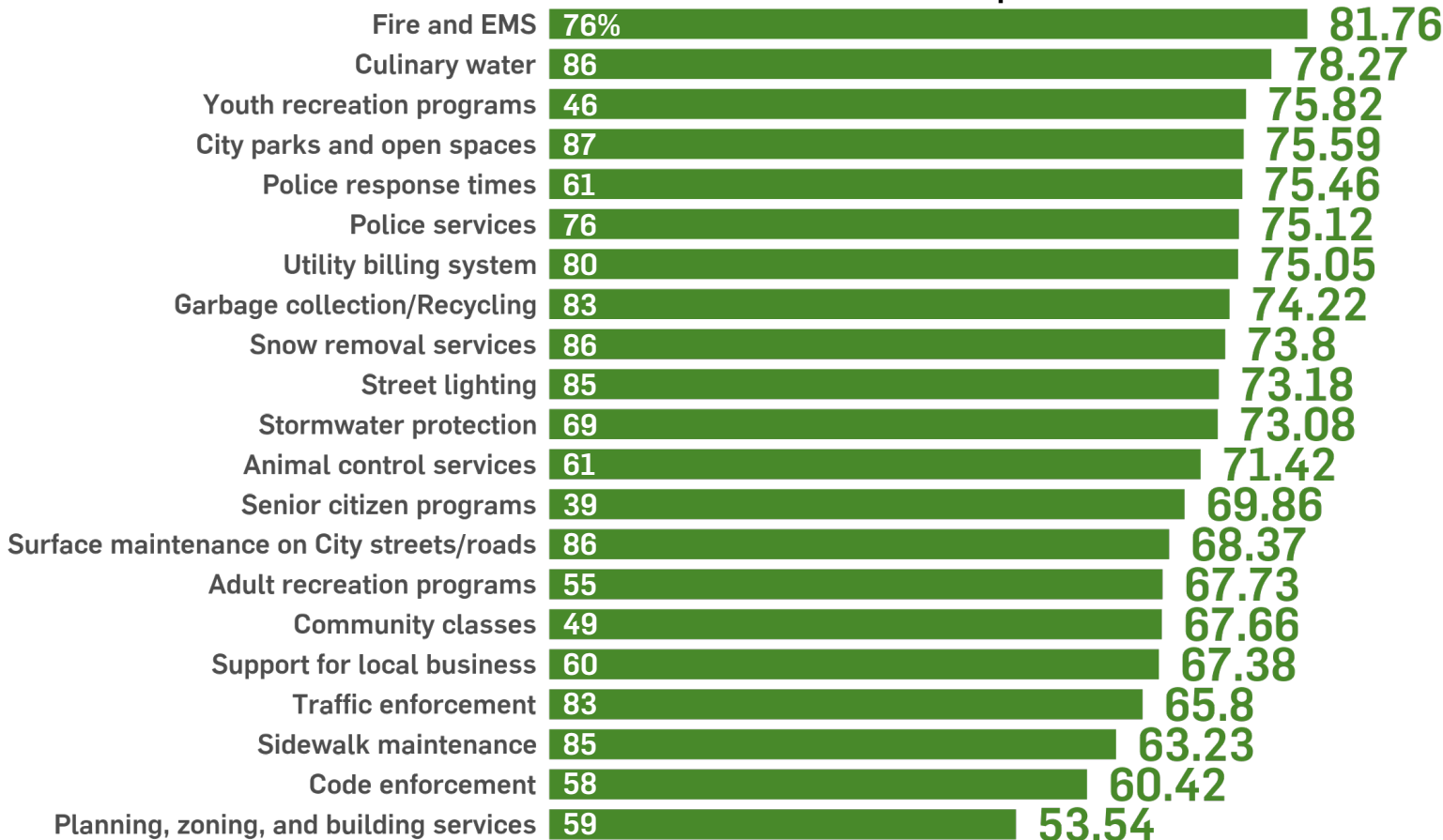


Q: Thinking about your experience living in Sandy, which of the following issues do you consider most important? Please select up to three. (n = 513)

FIRE & EMS, DRINKING WATER GET HIGH MARKS

Fire and EMS services were rated, on average, 82 out of 100 on the rating scale – the highest rated service among those asked about. But other services such as drinking water and youth programs also received high marks. A significant proportion of respondents said there were no services they felt were missing from Sandy. However, weekly recycling and code enforcement were frequent responses to this question.

City Services Ratings (Average Scores) and Question Response Rates



Services Sandy could Add



Q: Sandy provides several services to its residents. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable. (n = 497)

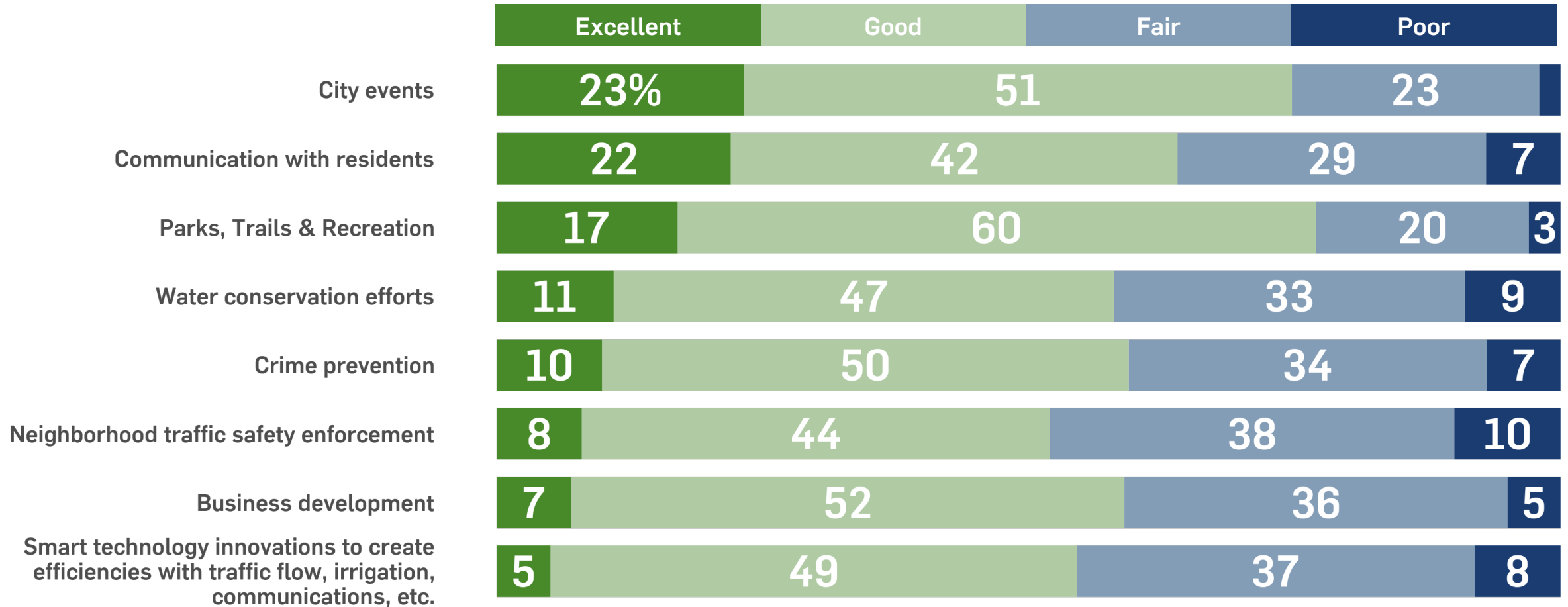
Q: Are there any services you feel are missing from Sandy? (n = 275)

CITY LEADERSHIP

CITY DOES WELL ON EVENTS, PARKS & REC

When asked to rate the city's efforts on several initiatives over the past 5 years, respondents gave high marks to the city's efforts on city events; resident communications; and parks, trails & recreation, with 74%, 64%, and 77% of respondents saying the city has performed "good" or better on these initiatives, respectively.

Sandy City Initiatives Performance

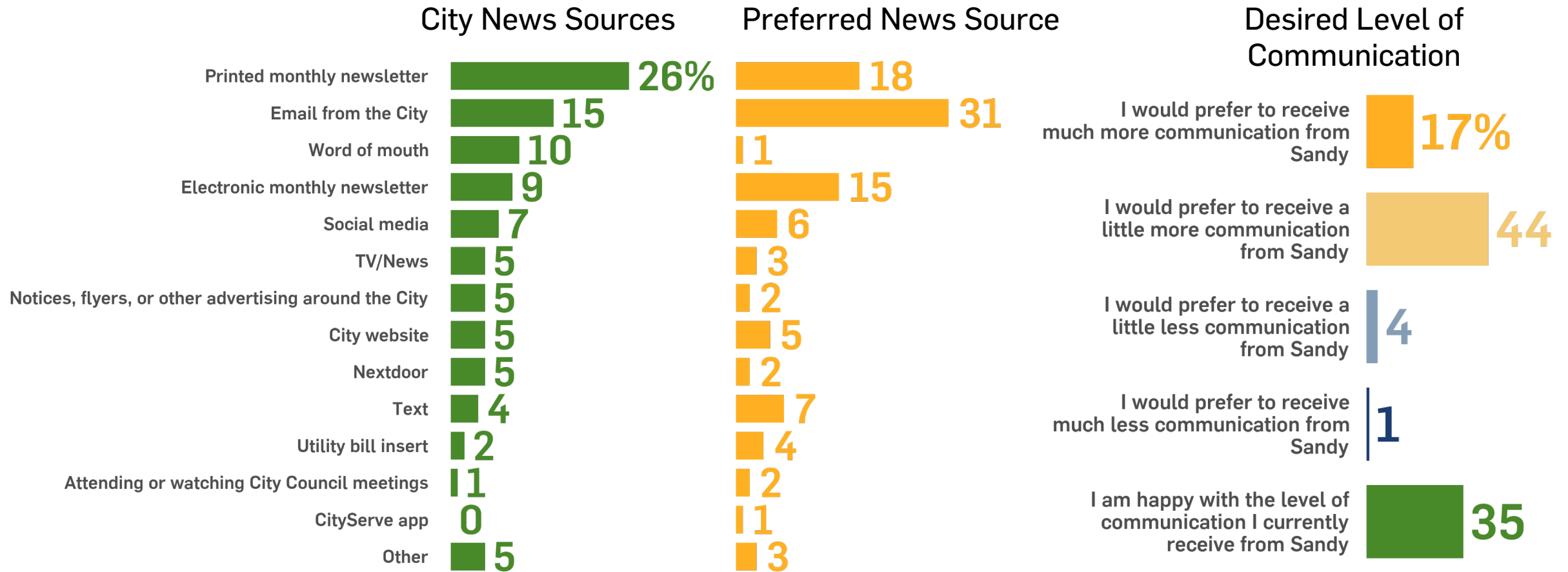


Q: How would you rate Sandy City's efforts on the following initiatives over the past 5 years? (n = 474)

CONTACT WITH SANDY CITY

MOST WANT MORE COMMUNICATION FROM CITY

1 in 4 respondents say they receive most of their city information from the printed newsletter, with city emails being the most popular source for only about 15% of respondents. However, a large share of respondents (31%) say they would prefer to receive most of their information from email. Over 60% of respondents say they would like to receive at least a little more communication from the city.



Q: From which source do you currently receive most of your information about Sandy City? (n = 475)

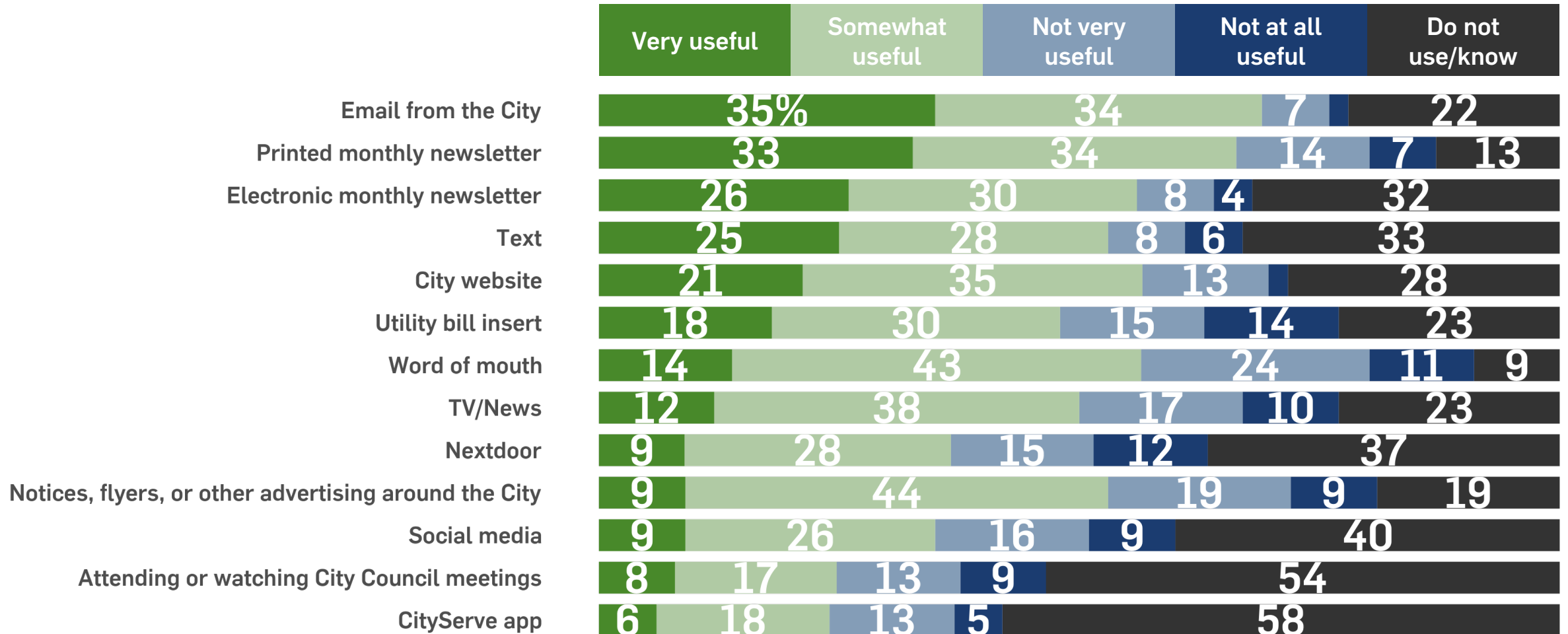
Q: From which source would you prefer to receive most of your information about Sandy City? (n = 467)

Q: Which of the following best describes the level of communication you would like to receive from Sandy City? (n = 462)

CITY EMAILS, NEWSLETTERS MOST USEFUL

Large majorities of respondents see emails from the city and the printed monthly newsletter as being useful (69% and 67% respectively), but other sources were also seen as useful. A majority of respondents have not attended city council meetings, or use the CityServe app.

Usefulness of Communication Channels

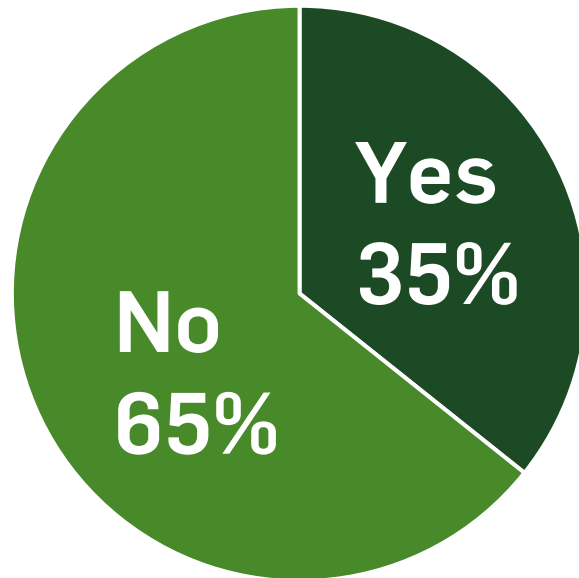


Q: How useful is the information you receive from each of the following communication channels? (n = 472)

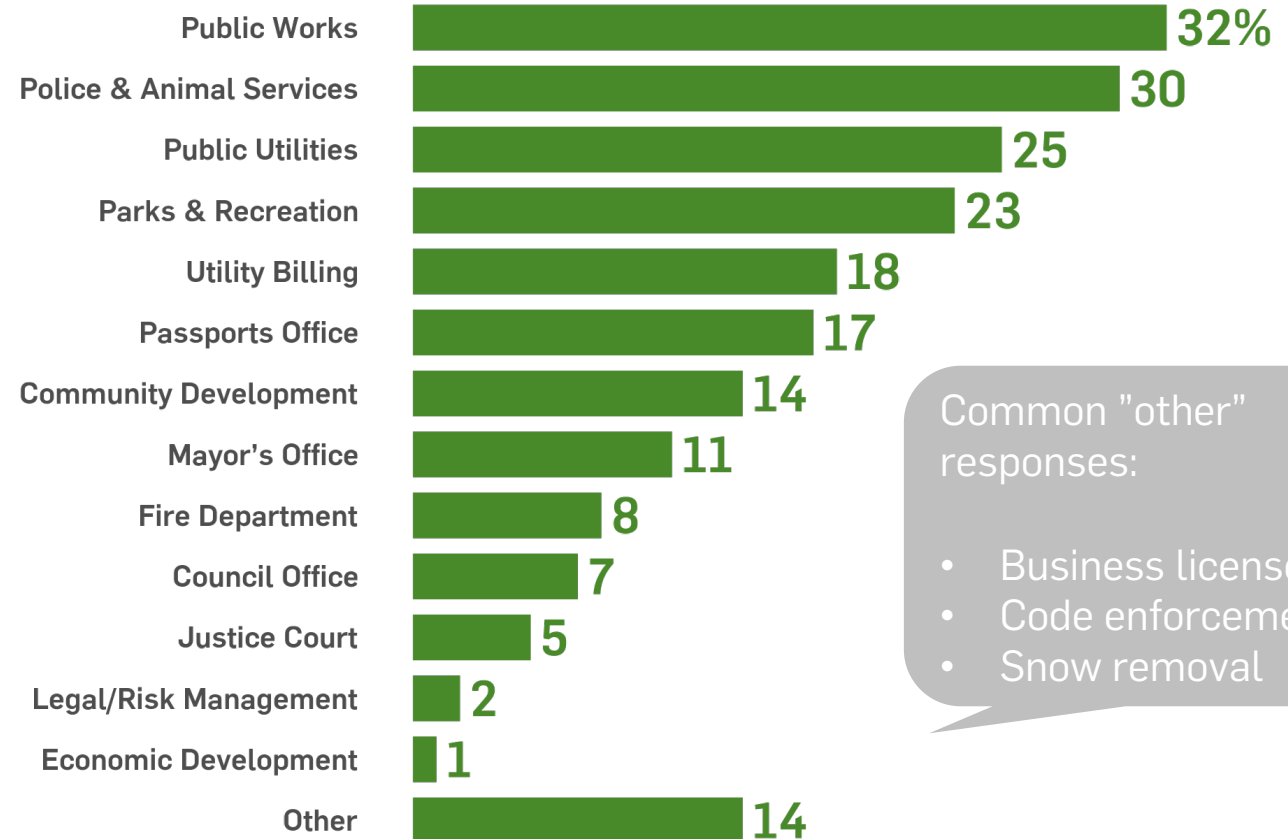
MOST HAVE NOT CONTACTED CITY IN PAST YEAR

Only about a third of respondents (35%) have contacted the city in the past year to seek a service or information or file a complaint. The department contacted most often was public works, but police and animal services, public utilities, and parks & recreation were also contacted by many respondents.

Contacted City in the Past Year



Department(s) Contacted



Common "other" responses:

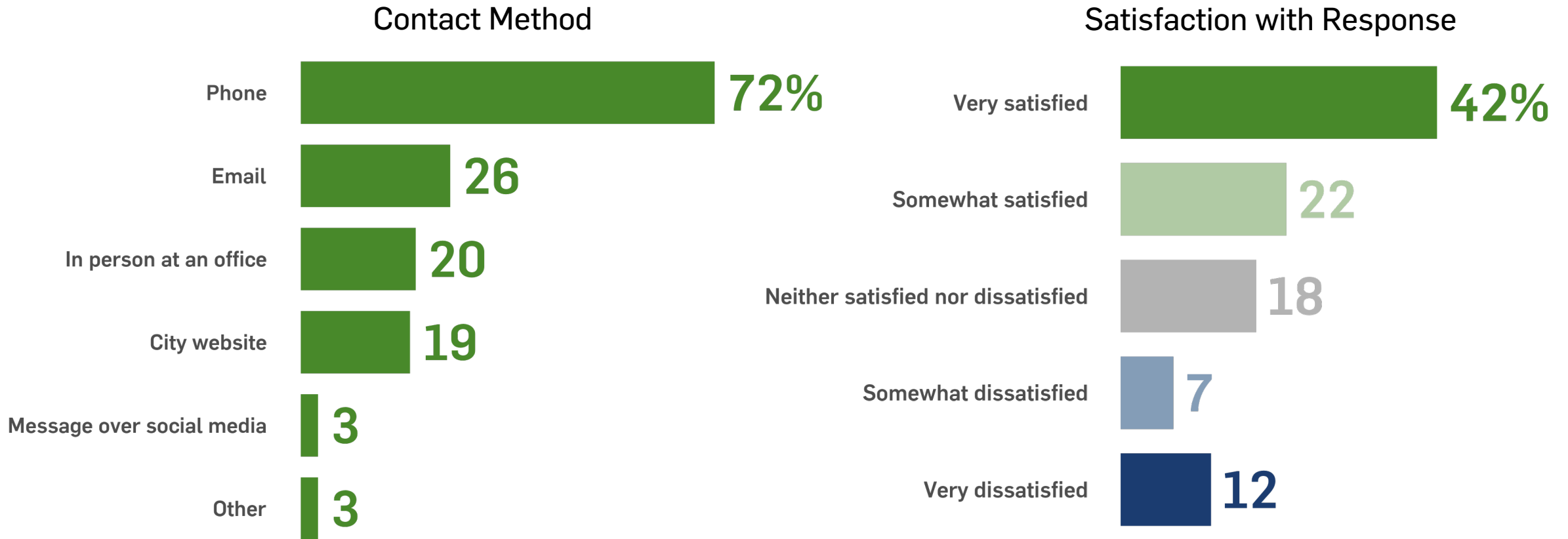
- Business license
- Code enforcement
- Snow removal

Q: During the past year have you contacted the City to seek service, information, or to file a complaint? (n = 470)

Q: Which of the following City department(s) have you contacted during the past year? (n = 169)

MOST WHO CONTACT CITY SATISFIED WITH RESPONSE

The most popular method for contacting the city is by calling on the phone, with 72% of those who said they contacted the city in the past year saying they used this method, and this method is the most popular by far. Most who did contact the city say they were satisfied with the city's response (64% in total).



Q: How have you contacted the City to seek service, seek information, or file a complaint in the last year? (n = 168)

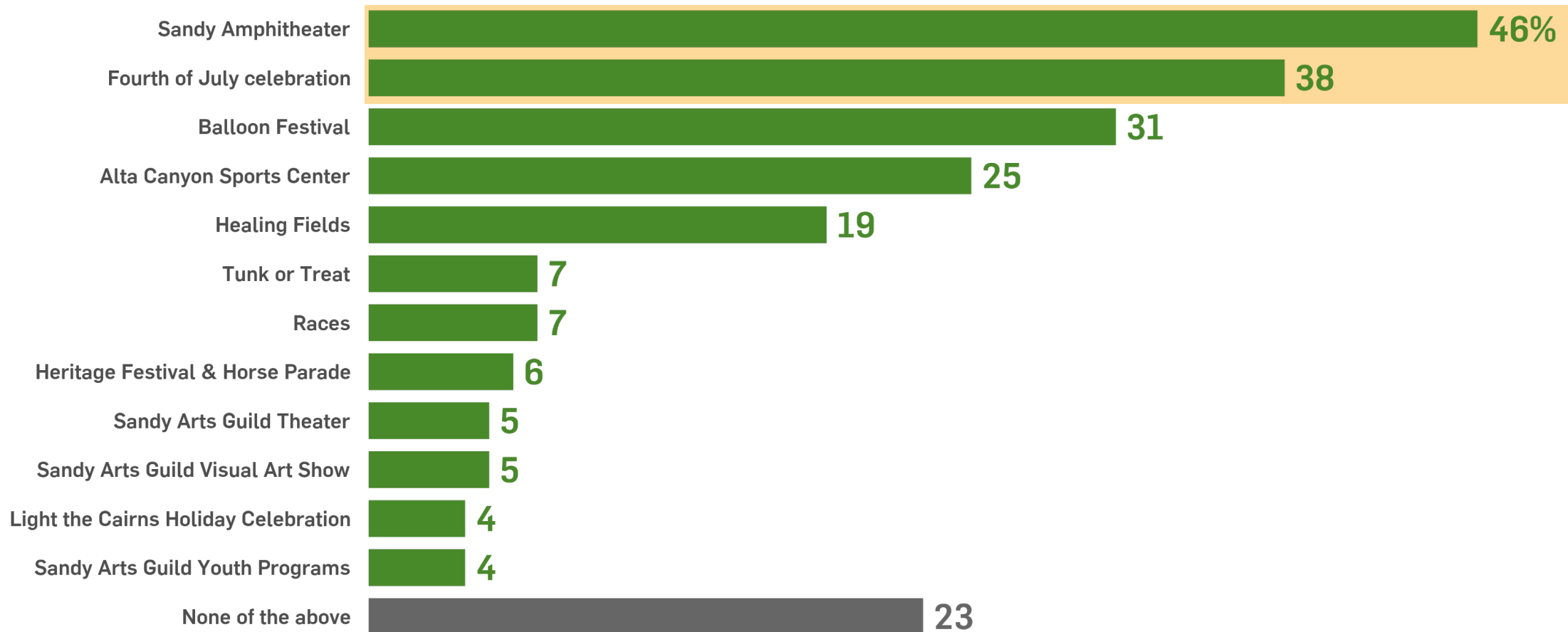
Q: Thinking of the last time you contacted a City office, how satisfied were you by the professionalism and courtesy of the City employee who responded to you? (n = 167)

CITY EVENTS & PROGRAMS

SANDY AMPITHEATER, JULY 4TH BOTH POPULAR

Fewer than one-in-four residents sampled in this survey indicate that they have not attended any city events in the past year, suggesting that general participation levels are high. Almost half of respondents (46%) report they have visited or attended an event at the Sandy City amphitheater in the past year. The Fourth of July celebration is slightly less popular at 38% attendance, and the Balloon Festival is slightly less popular still at 31% attendance.

City Events Attended

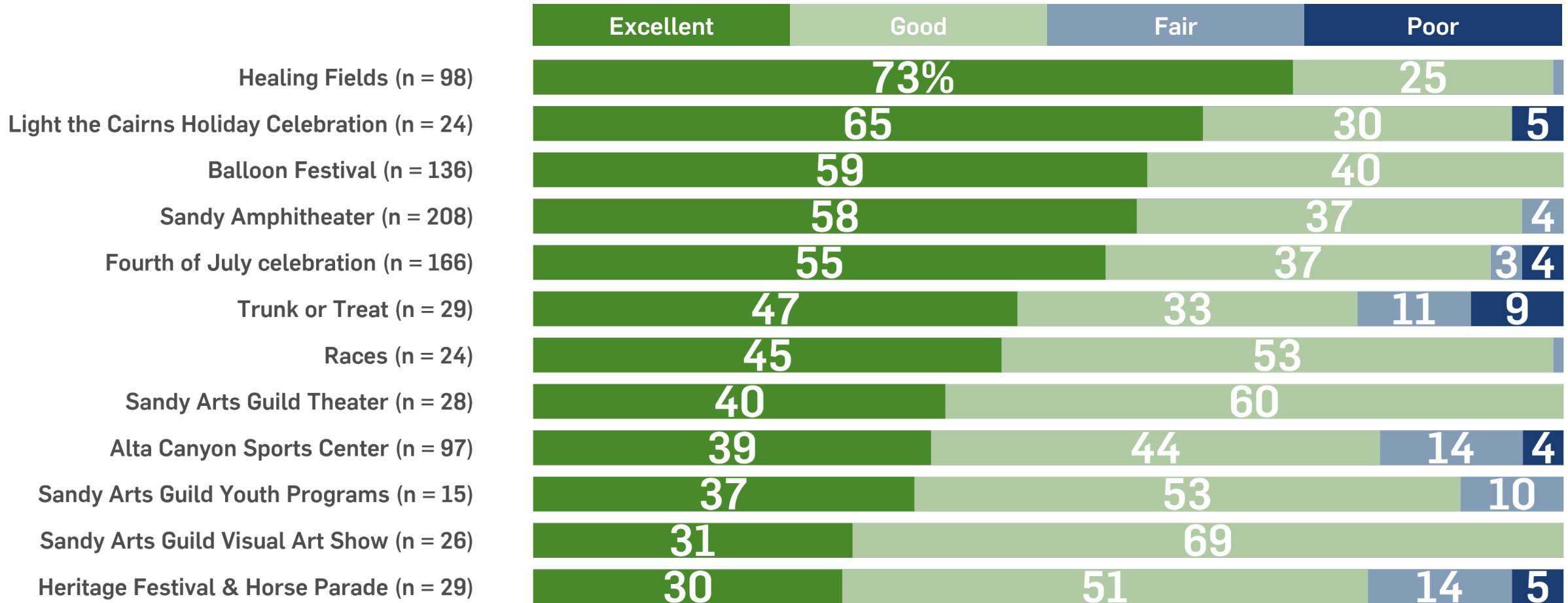


Q: Which, if any, of the following City-sponsored events or recreational venues have you or members of your household attended or visited during the past 12 months? Please select all that apply. (n = 458)

NEARLY ALL CITY EVENTS GET HIGH MARKS

When asked to rate Sandy City events or recreational venues, nearly all of them were rated as “good” or better by large majorities of respondents. The Healing Fields event was rated as “excellent” most often, with nearly 3 in 4 respondents who had attended saying it was excellent. However, most events were attended by only a small number of people in our sample, with only 5 events having been attended by more than 30 respondents.

Sandy City Events Ratings



Q: How would you rate the quality of each of the following city events or recreational venues? (n = 334)

DETERMINANTS OF HIGH QUALITY OF LIFE

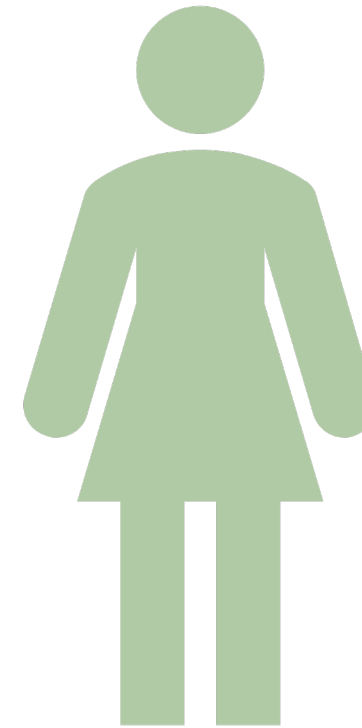
FAMILY LIVING, POSITIVE GROWTH OUTLOOK DRIVE QUALITY OF LIFE

The model factor with the biggest estimated effect on quality of life is believing that Sandy is a great place to raise a family. This factor has an estimated association with 4.3 points higher quality of life. Other factors that are positive and significant are having a positive outlook on growth, feeling safe in Sandy, knowing how to contact the city, and enjoying the arts and cultural opportunities in the city.

Quality of Life *Model Effects



Model Example (Hypothetical Respondent)



- 73-year-old white female, makes less than \$50,000/year, and owns her home (~70)
- Feels Sandy is a great place to raise a family (+4.3)
- Feels Sandy is growing and developing in a positive way (+2.9)
- Feels safe living in Sandy (+2.8)

Estimated quality of life: **92**
(Actual response: 92)

*Model effects are the coefficients from a linear regression model regressing quality of life on city statements, with each statement being re-coded as agreement = 1, disagreement = -1, and neither = 0. Controls for various demographic factors are included but not shown. Darker colors represent factors with significant effects. Model R²: 0.31



Kyrene Gibb, Partner & VP of Research

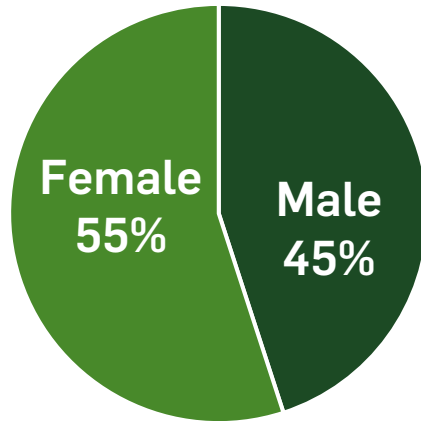
Quin Monson, Ph.D., Founding Partner

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APPENDIX: SAMPLE COMPOSITION

DEMOGRAPHICS

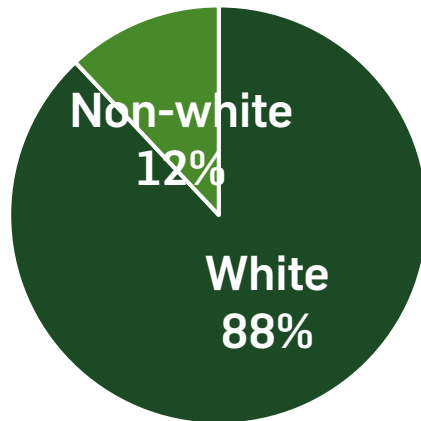
Gender



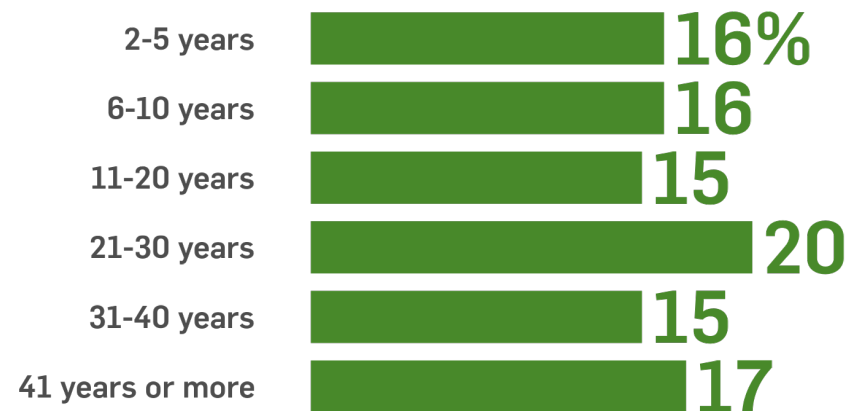
Age



Race



Time Lived in Sandy



Q: Which of the following best describes how you think of yourself? (n = 459)

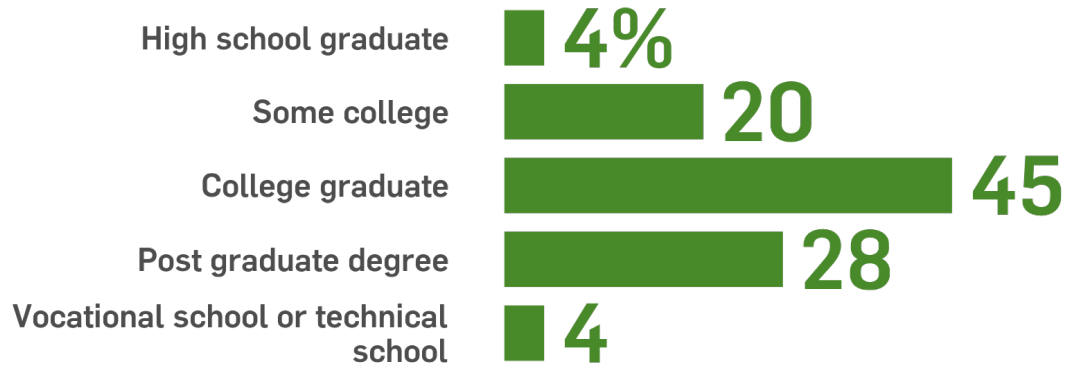
Q: Are you...? Please select all that apply. (n = 435)

Q: Please enter the year you were born. (n = 459)

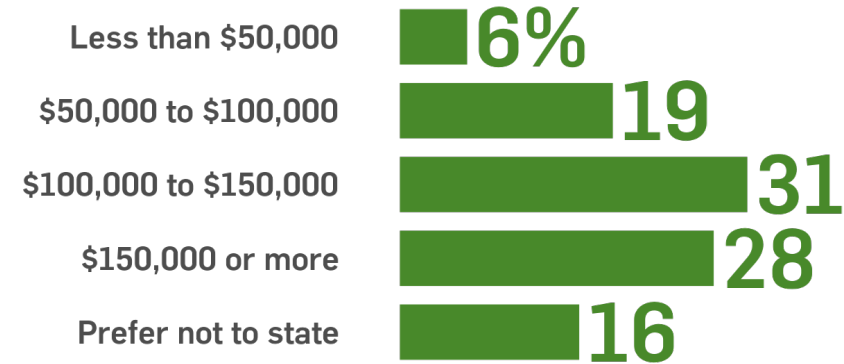
Q: How long have you lived in Sandy? (n = 459)

DEMOGRAPHICS CONT

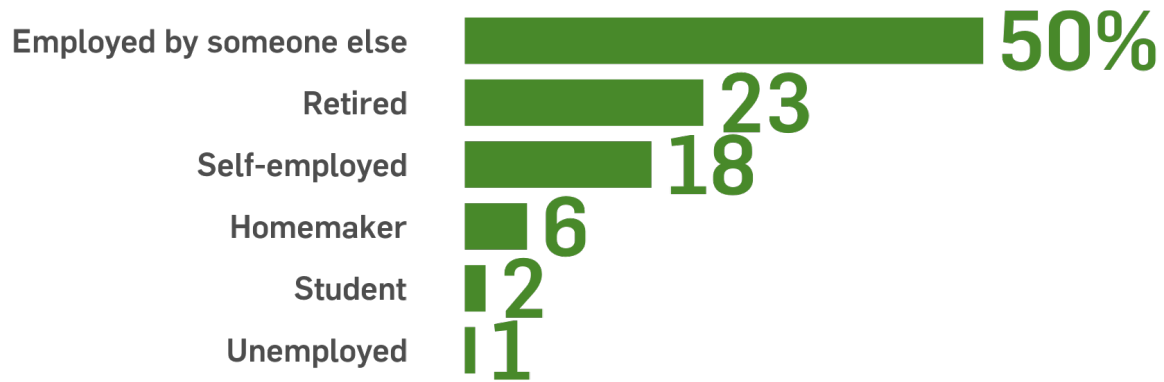
Education



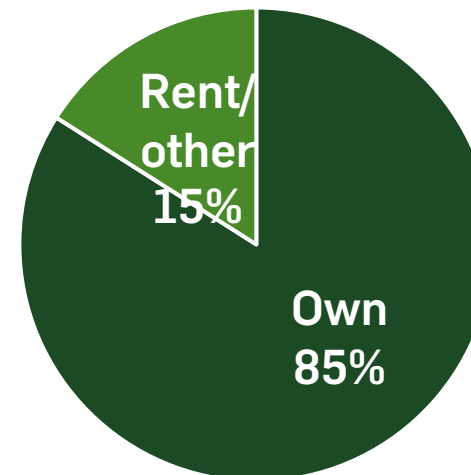
Income



Employment



Homeownership



Q: What is the last year of school you completed? (n = 457)

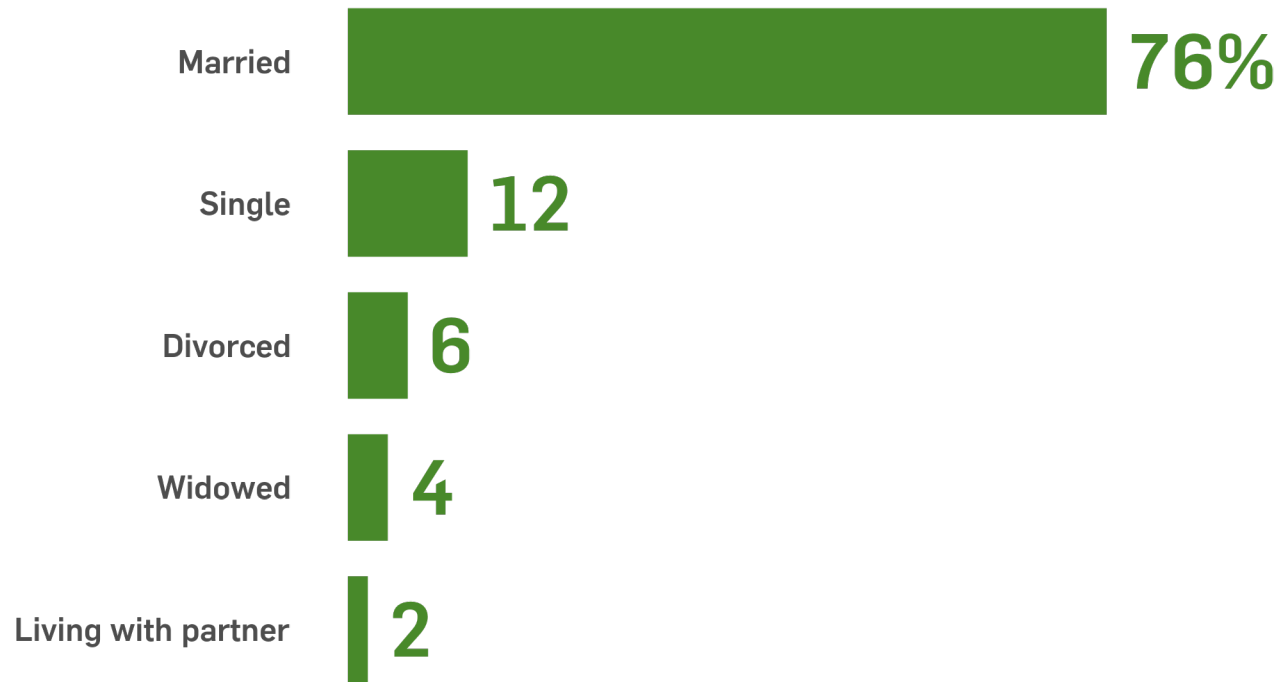
Q: What do you expect your 2024 family income to be? (n = 454)

Q: What is your employment status? (n = 457)

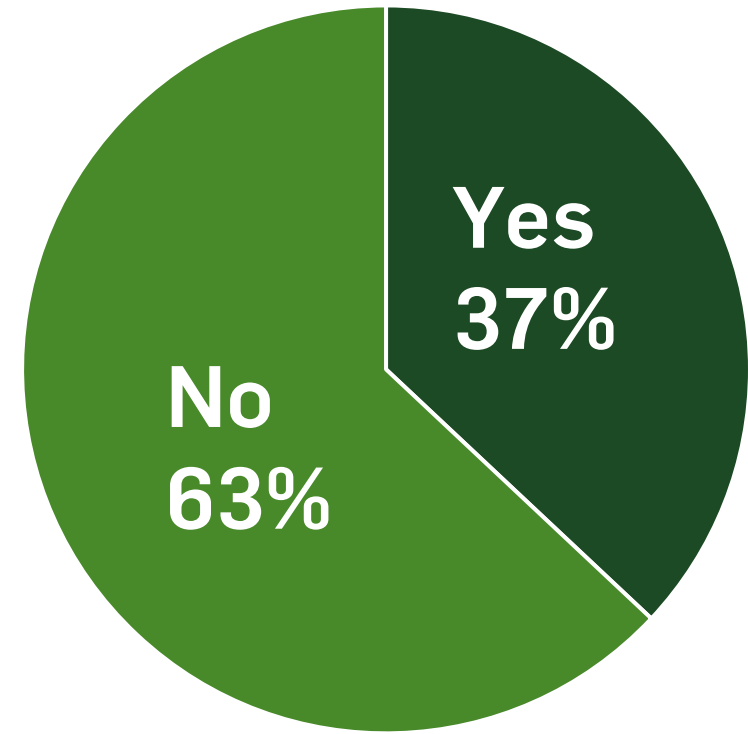
Q: And which of the following best describes your current living situation? (n = 457)

DEMOGRAPHICS CONT

Marital Status



Children



Q: Are you currently... (n = 456)

Q: Do you currently have any children under 18 living in your household? (n = 456)