



## **WEST JORDAN CITY RESIDENT 2023**

### **TOPLINE REPORT**

#### **METHODOLOGY DETAILS**

n = 928  
Online interviews fielded Apr 11 – May 3  
Margin of error +/- 3.2

For this survey 928 West Jordan City residents were sampled from a city utilities list and supplemented with both voter file and USPS contacts. Survey invitations were sent via email and text message. Survey interviews were completed online. The data were weighted to reflect the demographics of registered voters in West Jordan City, specifically in regard to age, gender, home ownership, race, and city council district.

#### **CONTACT**

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survey\_intro. Thank you for responding to our survey about community priorities in West Jordan. Your time and opinions are greatly valued. Please note that your participation is voluntary and that all your answers will remain strictly confidential.

The survey takes most people less than 15 minutes to complete. You may complete it more quickly depending on your survey answers and the speed of your internet connection. If you exit the survey before completion, you will be able to resume it at a later time.

To begin the survey, click on the forward arrow button below. During the survey you can use the navigation button on the bottom of the screen to advance questions. If during the survey you do not see the button, scroll down until you see it.

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s\_qualify. Do you live in West Jordan? (n = 928)

Yes	100%
No	0

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s\_direction. Overall, would you say the City of West Jordan is headed in the right or the wrong direction? (n = 928)

Right direction	35%
Wrong direction	15
Don't know/Unsure	50

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DISPLAYED IF S\_DIRECTION = RIGHT DIRECTION

oe\_right\_why. Why would you say West Jordan is headed in the right direction? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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DISPLAYED IF S\_DIRECTION = WRONG DIRECTION

oe\_wrong\_why. Why would you say West Jordan is headed in the wrong direction? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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n\_overall. 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 West Jordan?

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s\_yrrate. How would you rate the City of West Jordan today compared to five years ago? Would you say it is... (n = 879)

Much better	7%
Somewhat better	28
About the same	35
Somewhat worse	14
Much worse	5
Don't know, I haven't been here that long	12

oe\_likemost. What do you like most about living in West Jordan? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

oe\_topissue. In your opinion, what is the most important issue facing West Jordan in the next 3-5 years ? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

s\_cs. To what extent do you agree or disagree with the following statements about West Jordan?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Overall, I feel safe living in West Jordan. (n = 799)	26%	52	10	11	2
West Jordan is a great place to raise a family. (n = 800)	31%	43	17	7	3
West Jordan provides all the services I think it should provide. (n = 802)	21%	40	17	18	5
West Jordan has all the kinds of retail I want it to have. (n = 797)	27%	39	9	15	9
Overall, I think West Jordan does a good job managing city services. (n = 797)	23%	43	13	13	8
West Jordan is growing and developing in a positive way. (n = 797)	16%	37	20	19	9
West Jordan has enough parks, open spaces, and recreation areas to meet my needs. (n = 798)	28%	38	11	16	7
There are job opportunities in West Jordan for people like me. (n = 794)	11%	24	38	18	9
I feel a sense of community with other West Jordan residents. (n = 794)	14%	38	27	15	6

s\_commun\_imp. How important is it to you to feel a sense of community with other West Jordan residents? (n = 820)

Very important	33%
Somewhat important	51
Not very important	15
Not at all important	1

m\_commun. Below is a list of potential ways the City could work to build a stronger sense of community among its residents. In your opinion, which of the following actions would best help to build a stronger sense of community in West Jordan? Please select all that apply.

Increase the number/frequency of City-sponsored events (n = 210)	30%
Improve existing City-sponsored events (n = 194)	28
Improve the City's social media presence (n = 97)	13
Improve the City website (n = 82)	9
Promote more activities geared toward youth (youth sports, activities at the library, etc.) (n = 244)	34
Promote community-focused service or neighborhood improvement projects (n = 460)	55
Promote federal/state holiday celebrations (street decorations, parades, etc.) (n = 237)	34
Increase communication from the City (n = 245)	32
Other, please specify: (n = 117)	15
No improvements needed (n = 62)	7

n\_services\_1. West Jordan 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.

Sidewalk maintenance (n = 749)	58.2
Street lighting (n = 792)	68.05
Code enforcement (n = 636)	54.35
City parks and open spaces (n = 781)	71.6
Community events (n = 686)	59.8
Planning, zoning, and building services (n = 565)	56.75
Police services (n = 724)	71.9
Fire and emergency medical services (n = 676)	81.8
Garbage collection/Recycling (n = 785)	78.75
Culinary (drinking) water (n = 751)	73.65
Animal control services (n = 602)	66.25
Snow removal services (n = 798)	59.05
Surface maintenance on City streets and roads (excluding highways and interstates maintained by UDOT) (n = 785)	55.85
Surface maintenance on highways and interstates maintained by UDOT (excluding City streets and roads) (n = 636)	59.5
Trails (n = 626)	68.25
Stormwater (n = 764)	58.85



oe\_add\_service. Are there any city services you feel are missing from West Jordan? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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s\_news1. From which source do you currently receive most of your information about the City of West Jordan? (n = 781)

Email from the City	39%
City website	8
Newspaper	6
Social media (e.g., Twitter, Facebook)	13
Notices, flyers, or other advertising around the City	10
Word of mouth (e.g., talking to neighbors)	10
Attending or watching City Council meetings	1
Utility bill insert	8
Other, please specify:	5

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s\_news2. From which source would you prefer to receive most of your information about West Jordan? (n = 781)

Email from the City	55%
City website	8
Newspaper	4
Social media (e.g., Twitter, Facebook)	14
Notices, flyers, or other advertising around the City	7
Word of mouth (e.g., talking to neighbors)	1
Attending or watching City Council meetings	<1
Utility bill insert	7
Contacting the City directly	<1
Other, please specify:	4

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m\_news3. From which of the following news outlets, if any, do you regularly get your news? Please select all that apply.

Salt Lake Tribune (n = 68)	10%
West Jordan Journal (n = 208)	22
Deseret News (n = 58)	8
Salt Lake City Weekly (n = 14)	3
Fox 13 News (FOX13) (n = 249)	34
2 News (KUTV2) (n = 228)	25
KSL News (KSL5) (n = 406)	52
ABC4 Utah News (ABC4) (n = 101)	14
Other, please specify: (n = 55)	6
None of the above (n = 92)	15

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s\_commfreq. Which of the following best describes the level of communication you would like to receive from the City of West Jordan?  
(n = 780)

I would prefer to receive <b>much more communication</b> from West Jordan	21%
I would prefer to receive <b>a little more communication</b> from West Jordan	47
I would prefer to receive <b>a little less communication</b> from West Jordan	1
I would prefer to receive <b>much less communication</b> from West Jordan	<1
I am <b>happy with the level of communication</b> I currently receive from West Jordan	32

s\_complaint1. During the past year, have you contacted the City to seek service, information, or to file a complaint? (n = 786)

Yes	33%
No	67

DISPLAYED IF S\_COMPLAINT1 = YES

s\_complaint2. How did you contact the City to seek service, seek information, or file a complaint? (n = 276)

City website	27%
Phone	57
Message over social media	<1
In person at an office	3
Email	8
Other, please specify:	4

DISPLAYED IF S\_COMPLAINT1 = YES

s\_response1. How satisfied were you by the professionalism and courtesy of the City employee who responded to you? (n = 275)

Very satisfied	46%
Somewhat satisfied	26
Neither satisfied nor dissatisfied	10
Somewhat dissatisfied	8
Very dissatisfied	10

DISPLAYED IF S\_COMPLAINT1 = YES

oe\_response2. If you have any comments you would like to briefly share about your experience with any West Jordan office in the past year, please enter them here. In your comments, please provide as much specific information as possible (e.g., the department or office you contacted, etc.) (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

s\_housingconcern. Thinking about planning for the future of West Jordan and the community you live in, how important are each of the following potential priorities to you personally?

	Very important	Somewhat important	Not very important	Not at all important
Keeping costs for City services low (n = 755)	72%	25	3	<1
Preserving land for parks and open spaces (n = 760)	66%	30	4	1
Supporting and maintaining a mix of housing types (n = 755)	32%	37	21	10
Bringing in development opportunities that will contribute revenue to the City and diversify the tax base (n = 756)	40%	44	11	5
Providing affordable housing opportunities (n = 758)	43%	33	14	10
Having a place for my children/family to live in the community (n = 756)	63%	29	5	2
Making communities more walkable (n = 758)	50%	39	9	2
Providing more neighborhood access to public transit (n = 758)	30%	41	20	9

s\_tradeoff\_cem. Would you support or oppose the City purchasing land for an additional City cemetery? (n = 776)

Strongly support	13%
Somewhat support	24
Neither support nor oppose	46
Somewhat oppose	7
Strongly oppose	10

demo\_intro. And now just a few more questions that will help us categorize responses.

s\_sex. Which of the following best describes how you think of yourself? (n = 769)

Male	53%
Female	46
In another way, please specify if you wish:	1

n\_yearborn. Please enter the year you were born. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

s_timelived.	How long have you lived in West Jordan? (n = 774)	
	Less than 3 years	11%
	3-5 years	13
	6-10 years	21
	11-20 years	23
	21 or more years	31

s_projection.	How long do you plan to stay in West Jordan? (n = 772)	
	Less than 3 years	7%
	3-5 years	16
	6-10 years	20
	11-20 years	20
	21 or more years	38

s_ownrent.	Which of the following best describes where you are currently living? (n = 772)	
	Own or buying my own home	83%
	Rent my home or apartment	13
	Live with parents	2
	Other	2

s_hometype.	Which of the following housing types best describes where you are currently living? (n = 773)	
	Single-family home	81%
	Townhome, duplex, or twin home	5
	Apartment or condominium	12
	Accessory Dwelling Unit (for example, basement apt, mother-in-law suite, attic apt, tiny home on existing lot)	1
	Other, please specify:	2

s_edofr.	What is the last year of school you completed? (n = 770)	
	Some high school or less	1%
	High school graduate	9
	Some college	28
	College graduate	39
	Post graduate degree (e.g., MA, MBA, LLD, PhD)	17
	Vocational school or technical school	6



s\_employ. What is your employment status? (n = 770)

Self-employed	5%
Employed by someone else	72
Unemployed	2
Homemaker	5
Retired	16
Student	*

n\_household. How many people (including yourself) live in your household, either related or unrelated? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

s\_children. Do you have a child(ren) in your household? (n = 759)

Yes	56%
No	44

s\_marriage. Are you currently... (n = 760)

Married	72%
Divorced	6
Widowed	4
Living with partner	8
Single	11

m\_race. Are you... Please select all that apply.

American Indian / Native American (n = 10)	1%
Asian (n = 22)	3
Black / African American (n = 4)	1
Hispanic / Latino (n = 52)	9
White / Caucasian (n = 642)	64
Pacific Islander (n = 8)	1
Other, please specify: (n = 20)	4



s\_income. What do you expect your 2023 family income to be? (n = 716)

Under \$25,000	3%
\$25,000 - 39,999	6
\$40,000 - 49,999	4
\$50,000 - 74,999	16
\$75,000 - 99,999	17
\$100,000 - 124,999	23
\$125,000 - 149,999	11
\$150,000 - 199,999	12
\$200,000 or more	7

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oe\_comments. Thank you for completing the survey. If you have any comments about the topics in this survey or West Jordan in general, please enter them here below. Otherwise, click the forward arrow button at the bottom of the screen to submit your response. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

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