

Study conducted for

Sandy City

December 2008

Study conducted by

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& ASSOCIATES

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Introduction

Sandy City commissioned Dan Jones & Associates, a full-service, independent, public opinion and market research firm located in Salt Lake City, Utah, to conduct and compile an opinion survey of 400 Sandy residents. This is a longitudinal study that has been conducted previously in 1995, 1996, 1997, 1999, 2000, 2001, 2002, 2003, 2004, 2006, and 2007.

Research Objectives

This research was designed to:

- Identify the most important issues facing Sandy City
- Assess perceptions of city accomplishments and development
- Evaluate residents' ratings of several Sandy City services
- See how residents believe the city's property taxes compare to other cities in Salt Lake County
- Determine how relevant residents feel they are to city decisions
- Measure feelings of safety in the city
- Inspect residents' interaction with various city offices and their satisfaction with the city's response
- Gauge preferences for various Sandy City information sources
- Ascertain how residents define quality of life
- Solicit suggestions for managing or improving Sandy City
- Where applicable, compare current findings with past results

Methodology

Dan Jones & Associates developed the questionnaire in conjunction with Sandy City. To meet the research objectives, 405 Sandy City residents were interviewed by telephone in December 2008, during evening hours on weekdays and during daytime hours on Saturdays. Some interviews were attempted during weekday daytime hours when respondents could not be reached in the evening. All interviews were conducted from the Dan Jones & Associates Data Collection Center, where interviewers are supervised and monitored.

Survey Instrument

The questionnaire included structured questions to measure intensity of opinions and unstructured questions to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups.

Prior to implementation, the client approved the questionnaire. Before any fieldwork began, the survey instrument was thoroughly pretested on individuals selected at random from the sample universe. The pretest is designed to detect discrepancies that might exist in the instrument in terms of clarity, completeness, level of shared language, and appropriateness of questions. The client approved all changes made to the questionnaire as a result of the pretest.

Sample

For the purpose of this research, Dan Jones & Associates utilized a random systematic sampling procedure giving each household within Sandy City an equal opportunity of being selected for an interview. Respondents were screened to ensure that participants were at least 18 years old.

The margin of error for this survey is $\pm 5\%$ for current total data. The margin of error increases for the responses of subgroups within the data. This study has a 95% confidence level, meaning that no more than one time in twenty should chance variations in the sample cause the results to vary by more than the margin of error ($\pm 5\%$) from the answers that would be obtained if all people in Sandy City were polled.

Year	Sample size	Margin of error
1995	502	$\pm 4.5\%$
1996	500	$\pm 4.5\%$
1997	505	$\pm 4.5\%$
1999	507	$\pm 4.5\%$
2000	502	$\pm 4.5\%$
2001	505	$\pm 4.5\%$
2002	513	$\pm 4.5\%$
2003	504	$\pm 4.5\%$
2004	504	$\pm 4.5\%$
2006	506	$\pm 4.5\%$
2007	514	$\pm 4.5\%$
2008	405	$\pm 5.0\%$

Fieldwork

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and proven to be reliable and thorough. To assure accuracy in reciting the questions and recording the responses, the project director carefully briefed interviewers. All interviews were conducted from the Dan Jones & Associates on-site Data Collection Center, where all interviewers are monitored and supervised.

Limitations

Dan Jones & Associates recognizes that there are constraints to all survey research. Some of those limitations include: **Time**—fieldwork or data collection is usually conducted in a two-week window, therefore, people who may not be available during the data collection period will be excluded from the sample; **Budget**—it's simply too costly to reach everyone within the survey universe or to ask for opinions on every possible option or issue; and **Access**—not all potential respondents have access to landline telephones. Random sampling is used to get the best representation possible.

Data Analysis

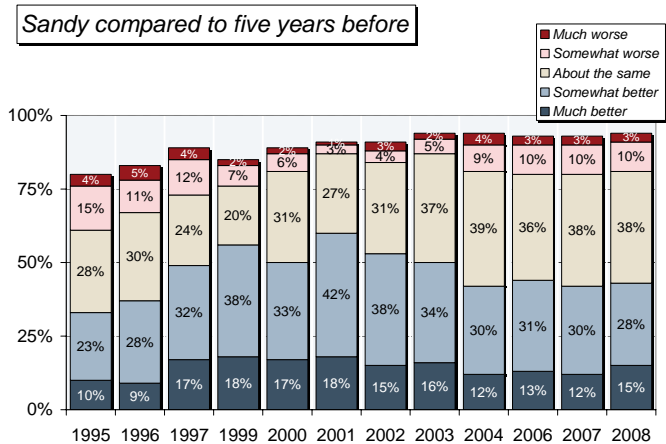
Statistical results have been prepared by the staff of Dan Jones & Associates. Each question has a response distribution, as well as a series of cross-tabulations, which organize responses by various demographic groupings and allow for the detection of differences that may exist between opinions of subgroups. SPSS (Statistical Package for Social Science) was used to test the data and to determine if differences in relationships between various populations are real or merely due to chance. Checkmarks (✓) highlight statistically significant findings.

Because of rounding, the response distribution on individual questions may not always total 100%.

Executive Summary

Living in Sandy

After peaking in 2001, residents’ attitudes about Sandy City compared to five years previously have been holding steady since 2004. In 2001, three out of five residents said they would rate Sandy as *somewhat better* (2001: 42%) or *much better* (2001: 18%) than it was five years before—quite a turnaround from 1995—the baseline for this study—when roughly half that amount said the same (1995 *somewhat better*: 10% and *much better*: 23%). Since 2004, approximately two out of five residents report that Sandy is *somewhat better* (2008: 28%) or *much better* (2008: 15%) than five years ago. Further evidence that Sandy is maintaining a status quo in attitudes is the fact that the percent of residents saying Sandy is *about the same* has been steadily increasing over the 14-year history of this study.

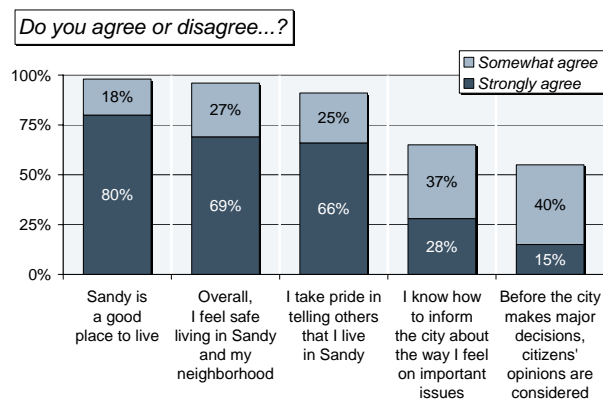


Insights can be gained from looking at and comparing the extremes of any scale. These positions represent residents with most decisive opinions on a topic. In this case, the proportion of residents reporting that Sandy is *much better* (2008: 15%) is five times greater than those saying it is *much worse* (2008: 3%).

Further exploration about how people feel about living in Sandy reveals that the vast majority of residents agree that “Sandy is a good place to live”. In fact, four out of five (2008: 80%) proclaim they *strongly agree* and 18% *somewhat agree*. Of the five statements residents assessed about what it’s like to live in Sandy, this one brings the highest level of agreement. It’s followed closely by “Overall, I feel safe living in Sandy and in my neighborhood” (2008 *strongly agree*: 69% and *somewhat agree*: 27%) and “I take pride telling people I live in Sandy” (2008 *strongly agree*: 66% and *somewhat agree*: 25%).

Agreement with the communication issues is markedly lower. Two-thirds of the residents say they agree that they “know how to inform the city about the way they feel on important issues” (2008: *strongly agree*: 28% and *somewhat agree*: 37%), although one-quarter disagree (2008 *strongly disagree*: 11% and *somewhat disagree*: 17%). Just over half of Sandy residents agree (2008: *strongly agree*: 15% and *somewhat agree*: 40%) that “before the city makes major decisions, citizen’s opinions are considered,” while two out of five residents disagree (2008 *strongly disagree*: 23% and *somewhat disagree*: 17%). This last statement (opinions are considered) is the only one of the five with a higher percentage indicating they *strongly disagree* (2008: 23%) than *strongly agree* (2008: 15%). Notable changes throughout the years include:

- The percentage of residents saying they *strongly agree* that “Sandy is a good place to live” has increased from 71% in the baseline study conducted in 1995 to 80% in the last two studies (2007 and 2008).
- The percentage of residents *strongly agreeing* that they “feel safe living in Sandy” increased from 56% in 1996 to a high of 75% in both 2002 and 2003 and is at 69% in the 2008 study.
- At 66%, the number of residents who *strongly agree* that they “take pride in telling others they live in Sandy” is midway between the study low of 62% in 2006 (the first year this question was included) and the study high of 70% established in 2007.
- The percentage of residents who say they *strongly agree* that they “know how to inform the city” has fluctuated through the years, being as high as 34% in 2001 and as low as 21% in 1995. The current level of 28% is right in the middle.
- With 13% in 2007 and 15% in 2008 saying they *strongly agree* that “citizens’ opinions are considered,” this statement continues to be at its lowest level of agreement. Highs were established in 1997 (31%) and 2000 (30%).



In the current study, a marginally higher percentage of residents say they perceive their property taxes in Sandy are *much higher* (2007: 10% and 2008: 13%) compared to other cities in Salt Lake County, while the percentage reporting they feel property taxes are *somewhat higher* (2007: 34% and 2008: 28%) is down six percentage points. Five out of ten people (2008: 21%) declare they don’t know how their taxes compare to other cities, up from 13% in 2007.

Quality of Life

The Sandy City mission statement is “Working together to enhance the quality of life in our community.” Throughout the years of this study, a majority Sandy of residents have defined “quality of life” as living in a safe, secure environment, or as one resident put it, “I think security—security meaning good public services, like police, fire, rescue. The ease of life’s necessities. ... You don’t really have to go far in the city to get what you need.” Safety and security were mentioned by 59% of residents in the 1997 (the first year the question was included in the city survey) and are mentioned by 51% in the current study.

One out of eight Sandy residents (2008: 13%) define “quality of life” as affordable, convenient living conditions including such things as excellent services at affordable prices and affordable housing. Still others define “quality of life” as a good environment (2008: 11%)—a clean environment with plenty of recreation, parks, and open space. A smaller group (2008: 7%) says it’s the people—good neighbors, people who care for each other, good schools, and a community spirit. Six percent of residents (2008: 6%) say that their quality of life in Sandy is good now.

Define "Quality of life"		
Safety/ no fear/ secure environment		51%
Affordable, convenient living		
Excellent service/ affordable services	7%	13%
Affordable living conditions/ housing	2%	
Freedom/ able to come and go as we need to	1%	
Everything is convenient	1%	
Jobs/ good economy/ economic well being	1%	
Good activities/ programs/ entertainment	1%	
Good environment		
Clean/ well kept up/ aesthetically pleasing	3%	11%
Good environment	3%	
Good recreation facilities/ plenty of recreation	2%	
Peace and quiet/ peace of mind	1%	
Parks/ open space to build parks	1%	
Not too crowded/ space	1%	
Clean, fresh air	<1%	
People		
Good neighbors/ friendly/ care for each other	2%	7%
Good schools/ educational opportunities	2%	
Good health	2%	
Community spirit/ togetherness	1%	
Family/ spending time together/ happy family	<1%	
It is good now		6%
Other		
Miscellaneous	5%	7%
Miscellaneous government comments	2%	
Don't know		6%

Past and Future Improvements in Sandy

So, what are the major improvements residents have seen in Sandy in the past five years? Road and street improvements (2008: 18%) as well as shopping and business growth (2008 18%) are mentioned, unaided, far more often than any other category. This is consistent with previous years when these have also been top mentioned improvements. From 1997 through 2003, development and construction of homes and schools was also a top response (ranging from 11% to 18% of total responses). However, only 3% mention that in the current study.

Other top responses of major improvements in Sandy in the 2008 study include: parks and recreation (2008: 6%), the soccer stadium (2008: 5%), and population and managed growth improvements (2008: 4%).

Even with a noticeable drop in the number of residents identifying development and construction as a major improvement, growth and development improvements collectively are mentioned by the largest group of Sandy residents (2008: 29%), followed by infrastructure improvements (2008: 23%), Sandy City facilities improvements (2008: 14%), city services (2008: 5%), and none (2008: 5%). Two out of nine residents (2008: 22%) say they don't know what major improvement they have seen.

Looking forward to the next five years brings a wide variety in desired improvements in Sandy. While one-quarter of the respondents (2008: 24%) declare they don't know what improvement they are looking for in the next five years, road improvements (2008: 9%), better traffic control (2008: 7%), and recreation improvements—parks, pool, open space—(2008: 6%) are mentioned most frequently. Notably, all three of these topics are mentioned by significantly fewer residents than in past surveys:

- Road improvements, now at 9%, was the top improvement people wanted to see in the baseline study (1995: 29%).
- Better traffic control, now at 7%, was mentioned by 15% in 1995.
- Recreation improvements, now at 6%, was mentioned by 11% in 2004.

When categorizing the most-desired-improvement responses, roads and street improvements top the list (2008: 18%), followed by government and administrative comments (2008: 12%), traffic and transportation (2008: 11%), growth (2008: 10%), and recreation and arts (2008: 8%).

Major improvement in the past five years		
Growth and development		
Shopping/ business growth	18%	29%
Population/ managed growth	4%	
Development/ building/ construction	3%	
Lowe's/ Wal-Mart/ shopping complex	3%	
South Towne Mall	1%	
Better planning/ zoning/ master plan	<1%	
Infrastructure		
Road improvement/ streets	18%	23%
Streetlights	3%	
Improved infrastructure	2%	
TRAX/ light rail	<1%	
Facilities		
Parks/ more parks/ recreation	6%	14%
Soccer stadium	5%	
Outdoor amphitheater	1%	
City Hall/ government facility	1%	
Walking trail	1%	
EXPO Center/ convention center	<1%	
Services		
Cleaner city/ beautification/ landscaping	2%	5%
Law enforcement/ police protection	1%	
City services (fire/ snow removal etc.)	1%	
Garbage/ trash pickup/ recycling	1%	
Reduced crime	<1%	
None/ no change/ no improvements		
5%		
Activities		
Good community activities/ events	<1%	1%
Arts center/ arts programs	<1%	
New Senior Citizen Center	<1%	
Miscellaneous		
2%		
Don't know		
22%		

Major improvement in the next five years			
Roads and streets			
Road improvement	9%	18%	
Finish roads/ no more road construction	3%		
114th South	3%		
On-off ramps/ better freeway access	1%		
Sidewalks/ curbs/ gutters	1%		
94th South 7th East	1%		
Government/ administrative			
Lower taxes	4%		12%
City council/ government issues	3%		
Beautification/ clean up city	2%		
Better planning/ zoning/ zoning issues	1%		
Enforce ordinances	1%		
Do not want Wal-Mart/ big-box stores	1%		
Traffic and transportation			
Better traffic control	7%	11%	
Transportation/ TRAX/ buses	3%		
Speeding/ stop speeding	1%		
Growth			
Less building/ stop building retail/ strip malls	3%	10%	
More schools/ school funding/ school issues	2%		
Empty retail spaces/ vacancy	2%		
Growth/ keep up with growth	2%		
Housing issues	1%		
Recreation and arts			
Recreation/ pool/ parks/ open space	6%	8%	
Bike/ running/ walking paths	1%		
More arts/ cultural events	1%		
Safety			
Better police protection/ more police	2%	3%	
Crime prevention/ gang control/ graffiti	1%		
City services			
More street lights/ finish lighting	1%	2%	
Water service/ water issues	1%		
DSL/ high-speed Internet	<1%		
Nothing/ it is good now			
1%			
Other			
Miscellaneous	10%	11%	
Against soccer stadium	1%		
Old Sandy (miscellaneous comments)	<1%		
Don't know			
24%			

Most Important Issues Facing Sandy Today

According to residents, the top issues facing Sandy City right now are growth and increased population (2008: 16%), schools and education (2008: 9%), economic problems (2008: 8%), and budget/ finance issues (2008: 7%). Two out of five residents (2008: 19%) declare they don't know what the most important issue is today or that there is no most important issue.

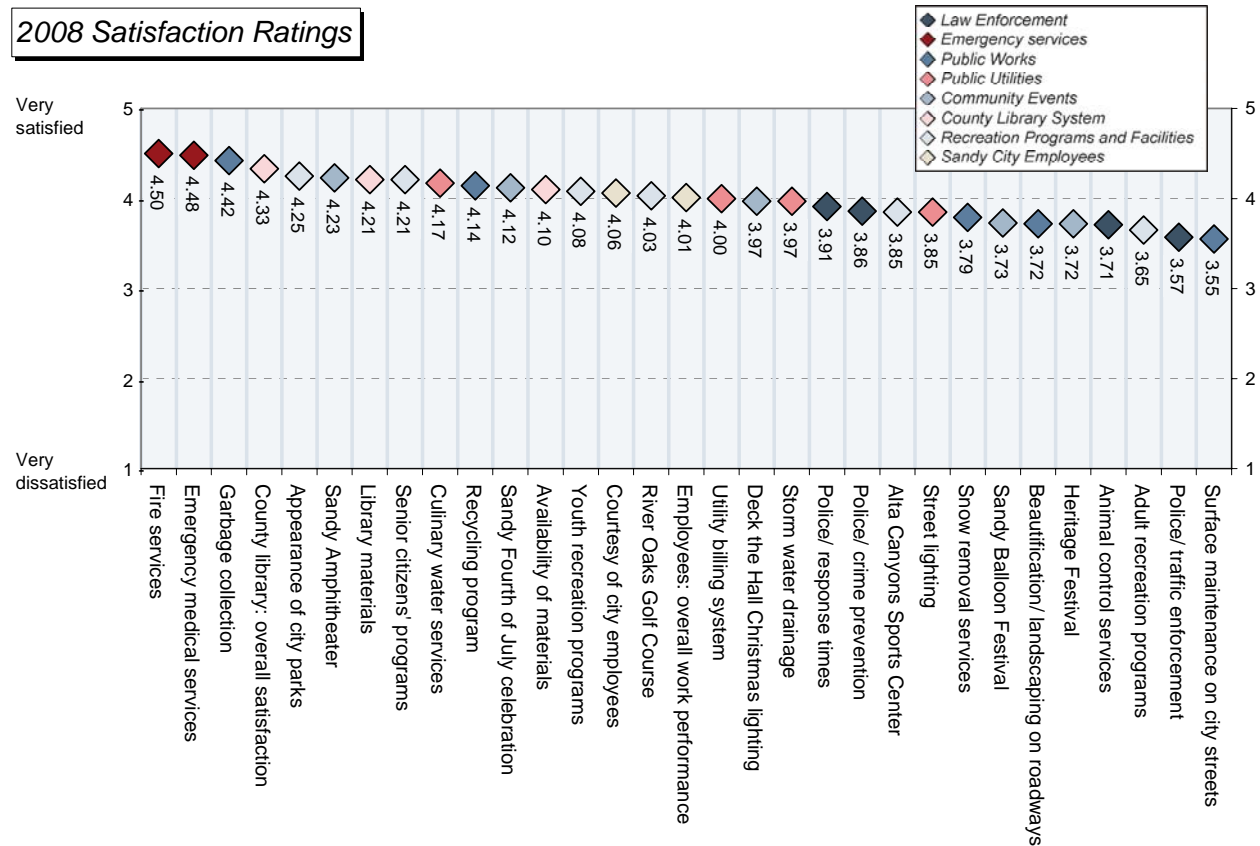
As with the most desired improvements, there are marked changes in this issue list from previous studies, namely:

- Growth and increased population, currently at 16%, was a significantly more pressing issue in the first few years of this study (1995: 42%, 1996: 43%, and 1997: 39%).
- Economic problems, which have not been mentioned by more than 2% in previous studies are now cited by 8%.
- Budget issues, which just appeared on the list last year with a slight blip (2007: 1%) is now mentioned by 7% as the most important issue.
- Crime, gang, and drug issues—the second most important issues in the early study years (1995: 13% and 1996: 16%) are now mentioned by only 3%.
- Real and soccer issues have dropped from 9% in 2006 to barely registering as an issue in the current study (2008: 1%).

Most important issue facing Sandy today		
Economy		
	<i>Economic problems</i>	8%
	<i>Budget issues/ finance</i>	7%
	<i>Taxes/ high taxes</i>	4%
	<i>We need more businesses/ tax base</i>	4%
	<i>Empty retail space issues</i>	<1%
		23%
Growth		
	<i>Growth/ increased population</i>	16%
	<i>Development/ overdevelopment/ building</i>	2%
	<i>Planning/ zoning/ master plan</i>	1%
	<i>Affordable housing</i>	1%
		20%
Safety		
	<i>Crime/ gangs/ drugs</i>	3%
	<i>Public safety</i>	3%
	<i>Police/ police protection/ law enforcement</i>	2%
		8%
Schools/ education		9%
Infrastructure		
	<i>Traffic/ traffic lights</i>	4%
	<i>Infrastructure</i>	1%
	<i>Roads/ road improvement</i>	2%
	<i>Transportation/ light rail</i>	1%
	<i>Water rights/ issues</i>	1%
		9%
Government/ city hall/ politician issues		4%
Other		
	<i>Miscellaneous</i>	4%
	<i>Maintaining yards and neighborhoods</i>	1%
	<i>Real soccer issues</i>	1%
	<i>Open space</i>	1%
	<i>Maintaining quality of life</i>	<1%
		7%
Don't know/ nothing		19%

Rating Sandy City Services

Using a scale of 1/ very dissatisfied to 5/ very satisfied, residents rated 31 Sandy City services from eight departments or categories. All 31 achieve mean scores above the midpoint of 3.00, ranging from 3.55 (2008: surface maintenance on city streets) to 4.50 (2008: fire services).



Sandy City's **emergency services** attain the highest levels of satisfaction, both as a department and individually. In fact, fire services, with a mean score of 4.50, receives the highest rating of all 31 services and emergency medical services' rating is virtually the same (2008: 4.48). Satisfaction with both of these services has been steadily increasing through the years:

- Fire services' mean score has increased 0.33 points from 4.17 in 1995 to 4.50 in 2008.
- Emergency services mean score has increased 0.43 points from 4.05 in 1995 to 4.48 in 2008.

The **county library system** also receives high satisfaction marks from Sandy City residents, with overall satisfaction garnering a mean score of 4.33, library materials a 4.21 and availability of materials a 4.10. This is the first year that the county library system has been evaluated.

Sandy City employees receive respectable mean scores both for courtesy (2008: 4.06) and for overall work performance (2008: 4.01) and residents' satisfaction in both areas has been increasing over the study's 14-year history.

- Increasing 0.41 points, ratings for employees' courtesy has risen from 3.65 in 1995 to 4.06 in 2008.
- Ratings for employees overall work performance has increased 0.39 points from 3.62 in 1995 to 4.01 in 2008.

There is a range of mean scores for Sandy City's **recreation programs and facilities**, with appearance of city parks (2008: 4.25) and senior citizens' programs (2008: 4.21) achieving some of the highest satisfaction ratings and adult recreation programs (2008: 3.65) one of the lowest.

- The current mean score of 4.25 for appearance of city parks is marginally lower than the high of 4.27 (2003 and 2006) and 0.12 points above the low of 4.13 (1995, 1996, and 2004).
- Satisfaction with senior citizens' programs is markedly improved from its low of 3.46 in 1995 to 4.21 in 2008 (an increase of 0.75 points) and it is just marginally lower than the high achieved last year (2007: 4.24).
- Youth recreation programs attain their highest satisfaction mean score in the current study (2008: 4.08), 0.40 points higher than its low of 3.68 in 1996.
- River Oaks Golf Course ratings were highest in 2004 (4.10) and lowest in 2002 (3.55)—the first year of its inclusion in the study—and the current mean score is 4.03.
- Residents were first asked to rate Alta Canyon Sports Center in 2004 and that satisfaction rating was 3.62. Mean score have been steadily increasing since then to the current mean score of 3.85.
- Even though adult recreation programs receives one of the lowest satisfaction scores in this current study (2008: 3.65) its mean score has improved 0.44 points from its low of 3.21 in 1997.

Public utilities fall right in the middle of the pack overall: culinary water services (2008: 4.17), utility billing system (2008: 4.00), storm water drainage (2008: 3.97), and street lighting (2008: 3.85).

- Satisfaction ratings for culinary water services held pretty steady from 1995 to 2002, right around 3.83. Since then they have been steadily increasing to the current mean score of 4.17.
- After beginning with a mean score of 3.86 in 1995, the mean score for the utility billing system slipped to a low of 3.55 in 2000. Since then it has gained 0.45 points to reach its study high of 4.00 this year.
- Satisfaction with storm water drainage achieves its study high this year (2008: 3.97), 0.54 points higher than its low in the second year of the study (1996: 3.43).
- Residents' satisfaction with Sandy's street lighting was added to the survey in 2004 and earned a mean score of 3.93. The current mean score of 3.85 is 0.13 point lower than the high (2006: 3.98) and 0.05 point higher than the low (2007: 3.80).

Community events is another category with items both among those with highest satisfaction, like the Sandy Amphitheater, which receives a mean score of 4.23 and the lowest, like the Heritage Festival, with a mean score of 3.72. Residents were asked to rate the Deck the Hall Christmas lighting (2008: 3.97), the Sandy Balloon Festival (2008: 3.73), and the Heritage Festival (2008: 3.72) for the first time this year.

- Residents have only been asked to rate their satisfaction with the Sandy Amphitheater three times. The current mean score of 4.23 is midway between the two earlier satisfaction ratings (2004: 4.16 and 2007: 4.33).
- Although down 0.11 points from its high two years ago (2006: 4.23), residents are still quite satisfied with the Sandy Fourth of July celebration (2008: 4.12). In fact, the mean score has increased 0.27 from its low (1996: 3.85).

As part of the **public works** department, garbage collection services receives one of the highest satisfaction ratings among all 31 subjects this year (2008: 4.42). However, surface maintenance on city streets (2008: 3.55) garners the lowest.

- Garbage collection has always been one of Sandy's higher rated services and this year is no exception. At 4.42, the mean score ties the high established in 2006 and satisfaction has increased 0.28 points from its low of 4.14 in 1996.
- With a current mean score of 4.14, satisfaction with Sandy's recycling program is up 0.42 points from 1997 when its rating was 3.72.

- Down 0.15 points from its high satisfaction level of 3.94 in 2006, snow removal services receives a satisfaction mean score of 3.79, 0.52 points greater than its study-low rating (1997: 3.27).
- Residents' satisfaction with beautification and landscaping on city roadways, having a current mean score of 3.72, has been holding pretty steady for the past five years, although it is down from its high of 3.85 (2000 and 2001). More importantly, it is up 0.23 points from its low in the initial study (1995: 3.49).
- Although satisfaction with surface maintenance on city streets receives the lowest satisfaction rating among all 31 service this year (2008: 3.55), it is markedly improved from its study low of 3.04 in 1996 (+0.51 points) and is just 0.03 points lower than its high of 3.58 in 2003.

Police/ response times in Sandy attains the highest satisfaction level (2008: 3.91) of the four **law enforcement** services, followed closely by police/ crime prevention (2008: 3.86). Satisfaction mean scores for both animal control services (2008: 3.71) and police/ traffic enforcement (2008: 3.57), although still above the midpoint of 3.00, are among the lowest this survey cycle.

- Satisfaction with police/ response times achieves its highest level of satisfaction this year with a mean score of 3.91, up 0.36 points from the baseline and lowest level of 3.55 in 1995.
- With a current mean score of 3.86, satisfaction with police/ crime prevention is just 0.06 points lower than the high established in 2004 and 2007, and 0.38 higher than the low of 3.48 in 1995.
- Animal control services achieves its second highest satisfaction rating (2008: 3.71), just 0.05 points lower than its high of 3.76 set in 2006, and 0.19 points higher than the low of 3.57 (2002 and 2004).
- Since 2000, residents' assessment of Sandy's police/ traffic enforcement has had little variation with the satisfaction mean score ranging only 0.08 points from 3.53 in 2000 to 3.61 in 2004. Currently, the mean score is 3.57, 0.16 points higher than the survey low set in 1995 (3.41).

Rental Properties in Sandy City

Four out of seven residents (2008: 58%) report that there is rental housing in their neighborhood. This is down marginally from 62% in 2004. Among these residents, one-quarter (2008: 25%) declare they are *very concerned* about the rental properties (11

percentage points fewer than the 36% who said they were very concerned in 2006). Thirty-nine percent (2008: 39%) say they are *somewhat concerned*. Combining the *somewhat concerned* and *very concerned* responses reveals that nearly two-thirds (64%) of this group expresses some level of concern about rental housing.

The two major concerns that people have about rental housing in their neighborhood are that homes and yards are not maintained or are in poor condition (2008: 39%) and the types of people that live in the rental housing (2008: 25%). These have been the top two concerns in previous studies, as well. However, concern over property maintenance has been decreasing (down 13 percentage points from 52% in 2004) and concern over the occupants has been increasing (up 16 percentage points from 9% in 2004).

Contact with the City

Just about half of city residents (2008: 49%) say they have contacted Sandy City to seek service, information, or to file a complaint. Throughout the years this has ranged from 41% (1996) to 54% (1997), so the current 49% is right in line with previous years. Four out of five people say that they are *somewhat* (2008: 30%) or *very satisfied* (2008: 50%) with the city's response, while one out of five declare they are *somewhat* (2008: 6%) or *very dissatisfied* (2008: 12%). Although the group expressing dissatisfaction is quite small (n=36), the largest percentage of complaints is with animal control. In previous years, the plurality of complaints was with the police department.

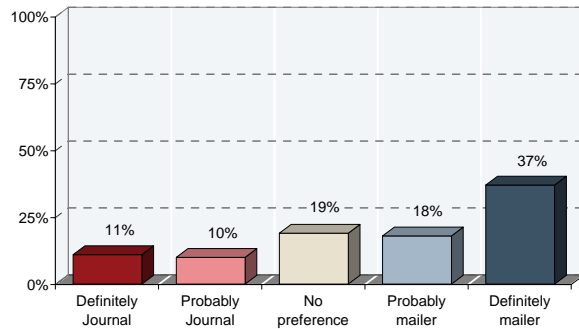
Communication with Residents

Throughout the 1995 to 2004 studies, a majority of residents (an average of 65%) have declared that they would most prefer to get their information about Sandy City from a newsletter. In 2006, 54% said they would prefer the newsletter—still over half. In 2008, for the first time, less than half of city residents (2008: 41%) chose newsletter as the source they would most like for Sandy City information, while interest in the newspaper (2008: 24%), an insert in the municipal bill (2008: 11%), and an e-mail (2008: 8%) as a primary source for Sandy City information have all been gaining in popularity. The Sandy City Website is preferred by 6%; however, this level of response is similar to previous years. Despite its lower popularity, the newsletter remains preferred by more residents than any other source.

Prior to 2008, the Sandy City newsletter was mailed directly to homes. Beginning in 2008 the newsletter was distributed as an insert in the Sandy Journal (Valley Journal).

Given the choice, by a ratio of about 2 to 1, a majority of residents say they are *probably* or *definitely more likely* to read the newsletter as an individual mailer (2008: 55%, with responses leaning heavily toward *definitely*), than as part of the Sandy Journal (2008: 21%). One out of five people (2008: 19%) say it really makes no difference how the newsletter is delivered to them.

Preferred Newsletter Source



Two out of five Sandy City residents (2008: 39%) say they have logged on to the Sandy City Home Page on the Internet—an increase of 11 percentage points from 28% in 2006 and more than double what it was in 2002 (17%). The percent of residents who find the information on the Home Page *very useful* has also increased from 23% in 2006 to 37% in 2008.

Suggestions and Comments

Finally, residents were given an opportunity to offer suggestions or comments for Sandy City managers. The highest percentage acknowledge that they don't know of any suggestions (2008: 42%). Among those with something to say: 13% mention things about the government, lowering taxes, and making good financial decisions; 9% are asking for managers to listen to the people or for improved communication; 8% simply say keep up the good work; and 7% have comments about the effects of growth on the city.

Smaller groups comment about traffic and zoning enforcement (2008: 4%), safety issues (2008: 4%), and parks and recreation issues (2008: 4%).

Suggestions, comments, questions		
Government		
Miscellaneous government issues	8%	13%
Lower taxes	3%	
Be accountable/ make good financial decisions	2%	
Communication		
Listen to people	6%	9%
Get information to public/ communicate	3%	
Keep up the good work		
8%		
Growth		
Empty retail space comments	2%	7%
Work on roads/ keep working on roads	2%	
Control growth/ slow down on building	1%	
School issues/ crowded schools	1%	
Water issues/ water prices/ conservation	1%	
Enforcement		
Traffic problems/ traffic control/ traffic lights	2%	4%
Enforce zoning/ better zoning/ zoning	2%	
Safety		
More police/ improve/ police issues	2%	4%
Streetlight issues	1%	
Animal/ animal control issues	1%	
Parks and recreation		
Recreation/ more parks/ green-open space	1%	4%
Real soccer issues/ don't want	1%	
Recycling issues	1%	
Bike path/ trails	1%	
Other		
Miscellaneous social issues	<1%	10%
Miscellaneous	10%	
Don't know		
42%		

Sandy City Study At-a-Glance

	<u>1995</u>	...	<u>2000</u>	...	<u>2007</u>	<u>2008</u>
Rate Sandy City today compared to five years ago						
Much better	10%	17%	12% 15%
Somewhat better	23%	33%	30% 28%
Perception of Sandy City property taxes compared to other cities in Salt Lake County						
Somewhat or much higher	--	--	44% 41%
Somewhat or much lower.....	--	--	7% 6%
Major improvement in the past five years (Top responses)						
Don't know.....	31%	14%	19% 22%
Road improvement/ streets	11%	13%	23% 18%
Shopping/ business growth	22%	21%	17% 18%
Parks/ more parks/ recreation	3%	5%	5% 6%
None/ no change/ no improvements	7%	5%	5% 5%
Soccer stadium.....	--	--	1% 5%
Major improvement you would like to see in the next five year (Top responses)						
Don't know	13%	22%	19% 24%
Road improvement	29%	14%	11% 9%
Better traffic control	15%	11%	6% 7%
Recreation/ pool/ parks/ open space.....	6%	7%	6% 6%
Lower taxes	3%	8%	4% 4%
Most important issue facing Sandy City today (Top responses)						
Don't know/ nothing	16%	20%	17% 19%
Growth/ increased population.....	42%	30%	19% 16%
Schools/ education	4%	11%	11% 9%
Economic problems.....	--	--	<1% 8%
Budget issues/ finance	--	--	1% 7%
What makes a good "quality of life" for you and your family? (Top responses)						
Safety/ no fear of crime/ safe secure environment	--	50%	52% 51%
Excellent service / affordable services	--	4%	4% 7%
It is good now	--	1%	2% 6%
Don't know	--	11%	5% 6%
Do you agree or disagree with the following? (Mean scores shown. Scale: 1/ strongly agree, 2/ somewhat agree, 3/ somewhat disagree, and 4/ strongly disagree. A <u>lower</u> mean score indicates stronger agreement.)						
Sandy is a good place to live	1.34	1.26	1.22 1.22
Overall, I feel safe living in Sandy and my neighborhood.....	1.53	1.34	1.30 1.35
I take pride in telling others that I live in Sandy.....	--	--	1.33 1.39
I know how to inform the city about the way I feel on important issues	2.24	2.08	2.08 2.11
Before the city makes major decisions, citizens opinions are considered	2.39	2.00	2.53 2.50
Suggestions, comments, or questions (Top responses)						
Don't know	46%	40%	39% 42%
Keep up good work	6%	16%	6% 8%
Miscellaneous government issues	4%	3%	6% 8%
Listen to people	7%	5%	9% 6%

Please rate Sandy City services (Mean scores shown. Scale: 1/ very dissatisfied to 5/ very satisfied)

	<u>1995</u>	...	<u>2000</u>	...	<u>2007</u>	<u>2008</u>
Law Enforcement						
Police/ response times	3.55	3.73	3.90 3.91
Police/ crime prevention	3.48	3.84	3.94 3.86
Animal control services.....	--	--	3.68 3.71
Police/ traffic enforcement.....	3.41	3.53	3.55 3.57
Emergency Services						
Fire services	4.17	4.21	4.48 4.50
Emergency medical services.....	4.05	4.23	4.42 4.48
Public Works						
Garbage collection.....	4.28	4.17	4.37 4.42
Recycling program.....	3.96	3.98	4.15 4.14
Snow removal services.....	3.71	3.46	3.73 3.79
Beautification and landscaping on city roadways.....	3.49	3.85	3.69 3.72
Surface maintenance on city streets	3.13	3.39	3.52 3.55
Public Utilities						
Culinary (drinking) water services	3.80	3.80	4.17 4.17
Utility billing system	3.86	3.55	3.96 4.00
Storm water drainage	3.54	3.61	3.96 3.97
Street lighting.....	--	--	3.80 3.85
Community Events						
Sandy Amphitheater	--	--	4.33 4.23
Sandy Fourth of July celebration	3.96	4.05	4.17 4.12
Deck the Hall Christmas Lighting	--	--	-- 3.97
Sandy Balloon Festival	--	--	-- 3.73
Heritage Festival.....	--	--	-- 3.72
County Library System						
Overall satisfaction	--	--	-- 4.33
Library materials	--	--	-- 4.21
Availability of library materials	--	--	-- 4.10
Recreation Programs and Facilities						
Appearance of city parks	4.13	4.15	4.22 4.25
Senior citizens' programs	--	3.99	4.24 4.21
Youth recreation programs	3.75	3.75	4.07 4.08
River Oaks Golf Course.....	--	--	4.00 4.03
Alta Canyons Sports Center.....	--	--	3.80 3.85
Adult recreation programs	3.30	3.52	3.77 3.65
Sandy City Employees						
Courtesy of city employees	3.65	3.89	4.07 4.06
Overall work performance of city employees	3.62	3.84	4.01 4.01

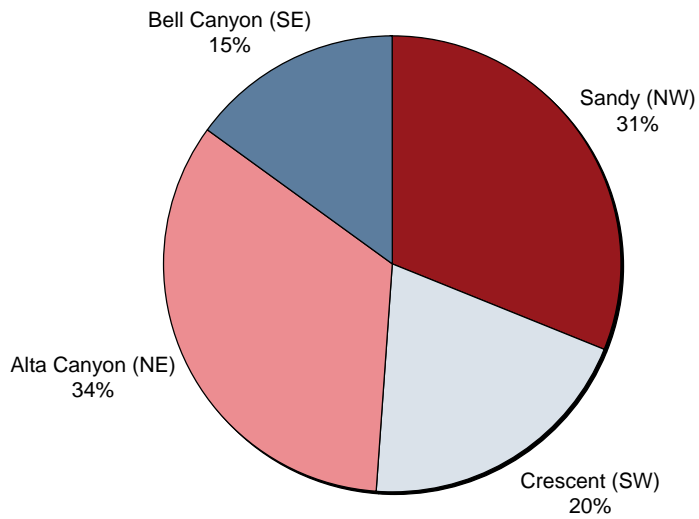
	<u>1995</u>	...	<u>2000</u>	...	<u>2007</u>	<u>2008</u>
Is there rental housing in your neighborhood? ("Yes" responses).....	--		--		60%	58%
IF YES: <i>Somewhat</i> or <i>very concerned</i> about the rental housing	--		--		67%	64%
IF CONCERNED: Why? (Top responses)						
Not maintained/ condition of yard.....	--		--		43%	39%
Type of people/ caliber of people	--		--		20%	25%
Sandy City Offices						
Have contacted any Sandy City office in the past year.....	49%		45%		49%	49%
IF YES: Generally <i>very satisfied</i> with the city's response	49%		45%		54%	50%
IF YES: Generally <i>very dissatisfied</i> with the city's response.....	16%		14%		9%	12%
Preferred source for information about Sandy City (Top responses)						
Newsletter.....	68%		67%		--	41%
Newspaper	11%		16%		--	24%
Insert in municipal bill	--		--		--	11%
Are you more likely to read the City Newsletter as part of the Sandy Journal or as an individual mailer?						
Definitely individual mailer.....	--		--		--	37%
Definitely Valley Journal.....	--		--		--	11%
Doesn't matter/ either way/ don't care.....	--		--		--	19%
Sandy City Website						
	<u>1997</u>	...	<u>2002</u>	<u>2008</u>
Have logged on the Sandy City Home Page on the Internet	4%		17%			39%
IF YES: Rate Sandy City Home Page as <i>very useful</i>	21%		25%			37%

Questions, Charts, and Significant Findings

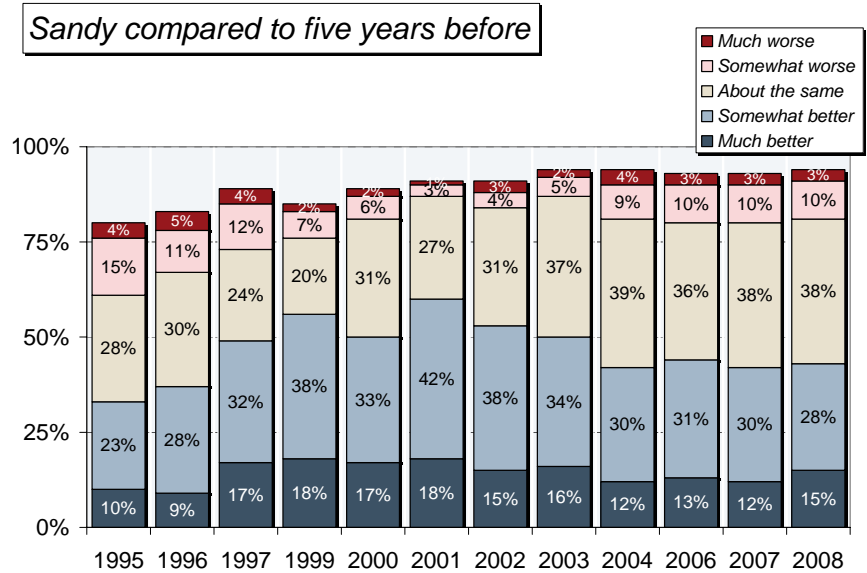
Question 1: First of all, I need to verify that you are a resident of Sandy City.

Yes 100%

Question 2: City quadrant: (Weighted—Coded from sample)

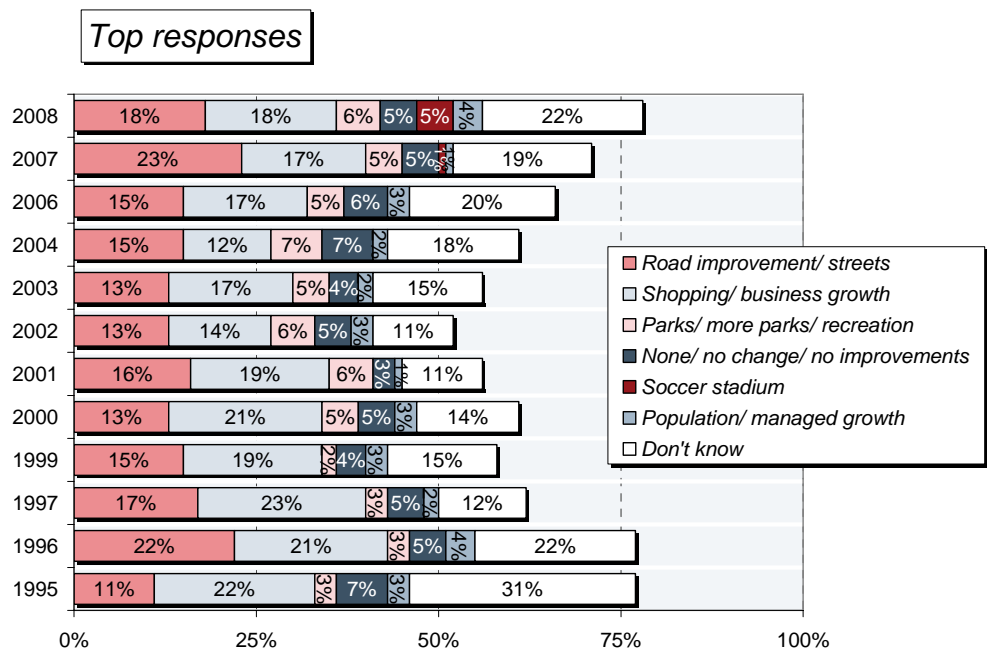


Question 3: How would you rate Sandy City today compared to five years ago? Would you say it is ...?

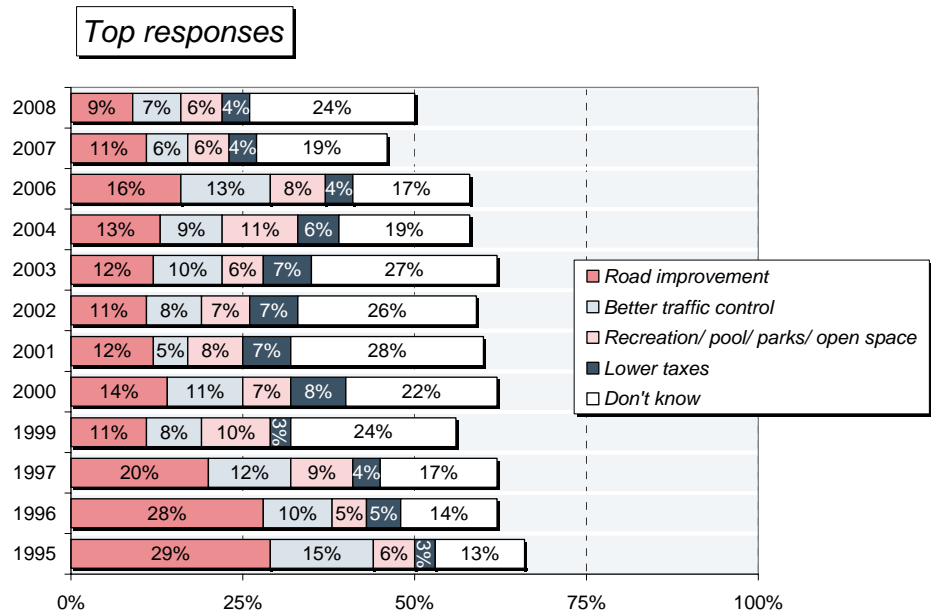


- ✓ Females, residents over age 65, and residents of the Bell Canyon quadrant are more likely to say Sandy is much better today than five years ago. Residents age 55 to 64 are less likely to say Sandy is better today than it was five years ago.

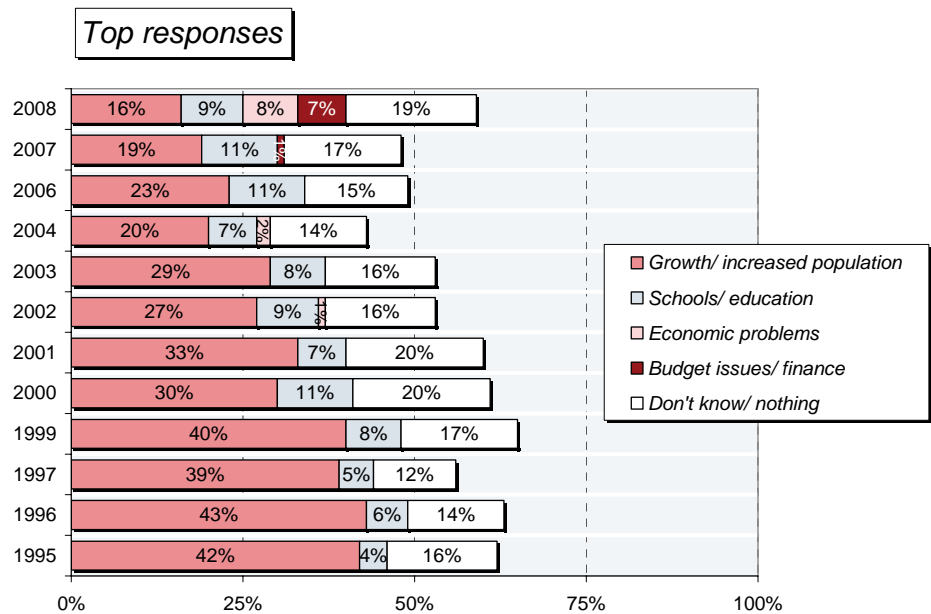
Question 4: What is the major improvement, if any, that you have seen occur in Sandy City over the past five years? (UNAIDED)



Question 5: What is the one major improvement that you would like to see in the next five years that would make living in Sandy City better for you? (UNAIDED)



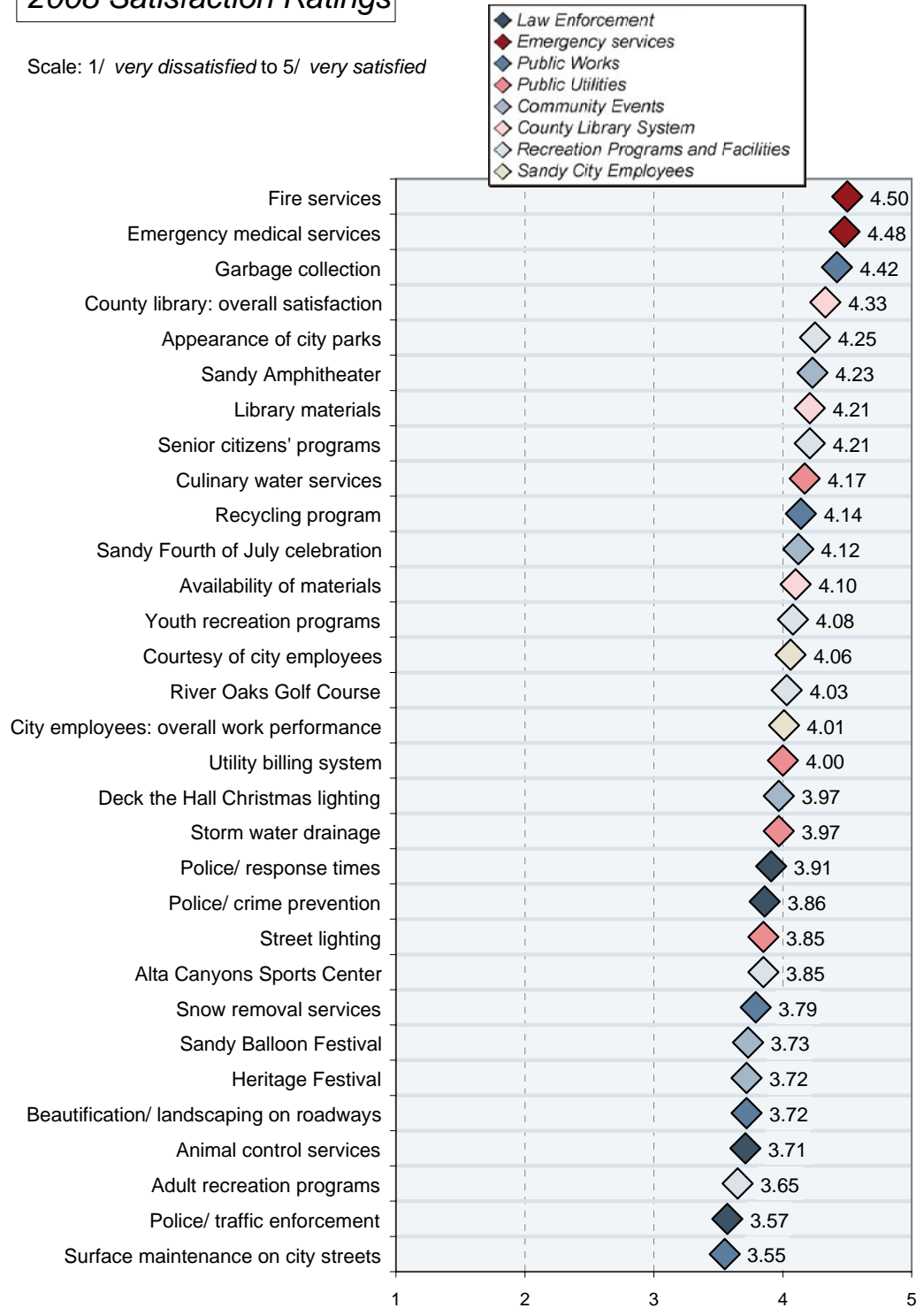
Questions 6–7: What would you consider to be the most important issue facing Sandy City today? What other important issues are facing Sandy City? (First issue mentioned listed below) (UNAIDED)



Questions 8–48: Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Synopsis of mean scores shown)

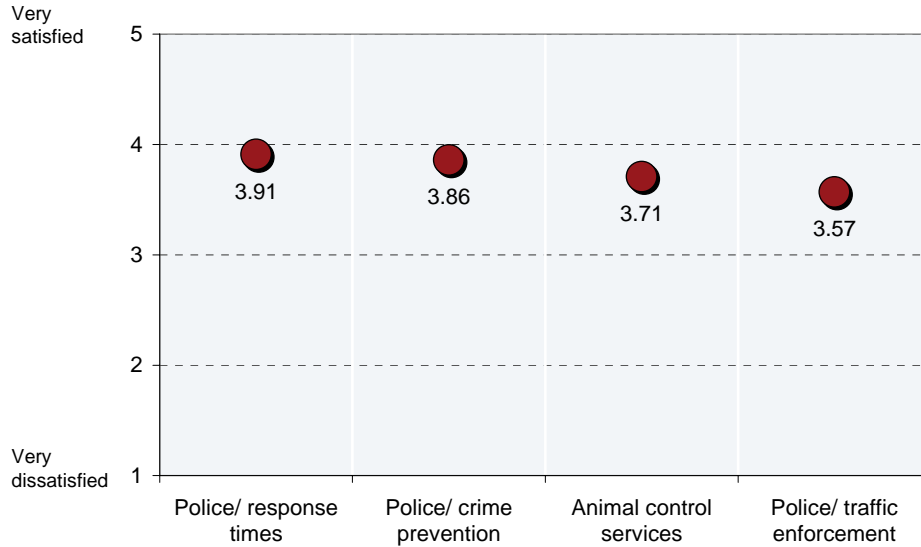
2008 Satisfaction Ratings

Scale: 1/ very dissatisfied to 5/ very satisfied



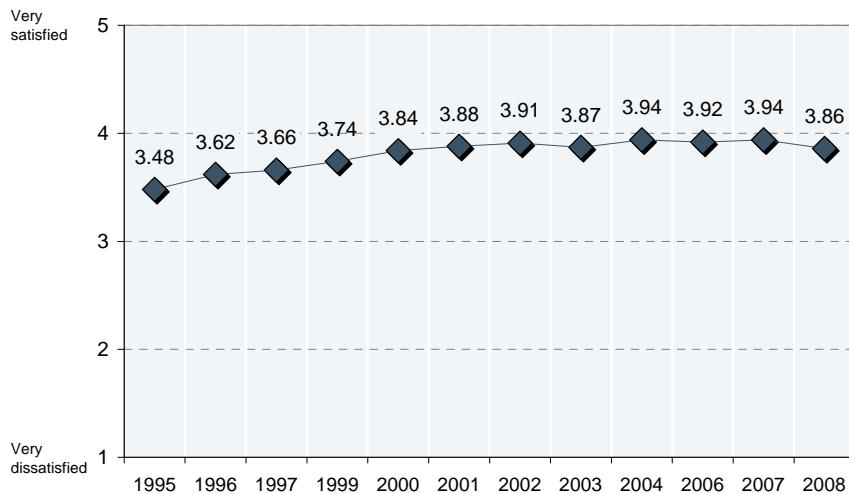
Questions 8–11: The first set of questions is regarding LAW ENFORCEMENT... (Mean scores shown: 1-5 scale)

Law Enforcement: 2008



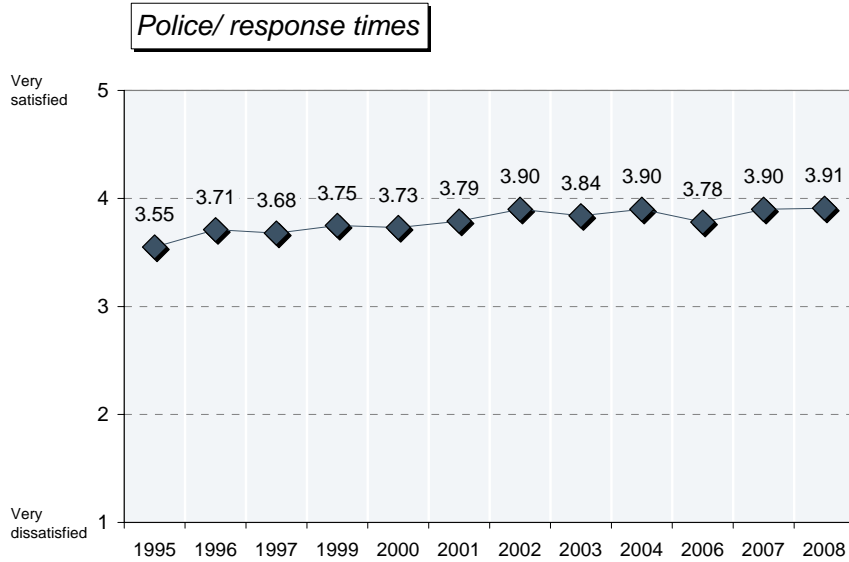
Questions 8–11: (Continued...) Please rate LAW ENFORCEMENT services.

Police/ crime prevention

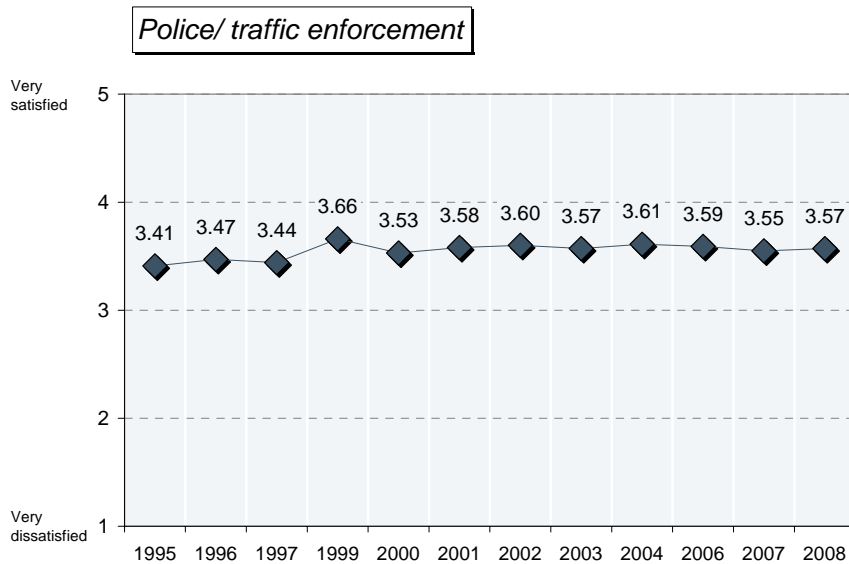


- ✓ Females are more likely to say they are very satisfied (rating of 5) with Sandy's police/ crime prevention services.

Questions 8–11: (Continued...) Please rate **LAW ENFORCEMENT** services.

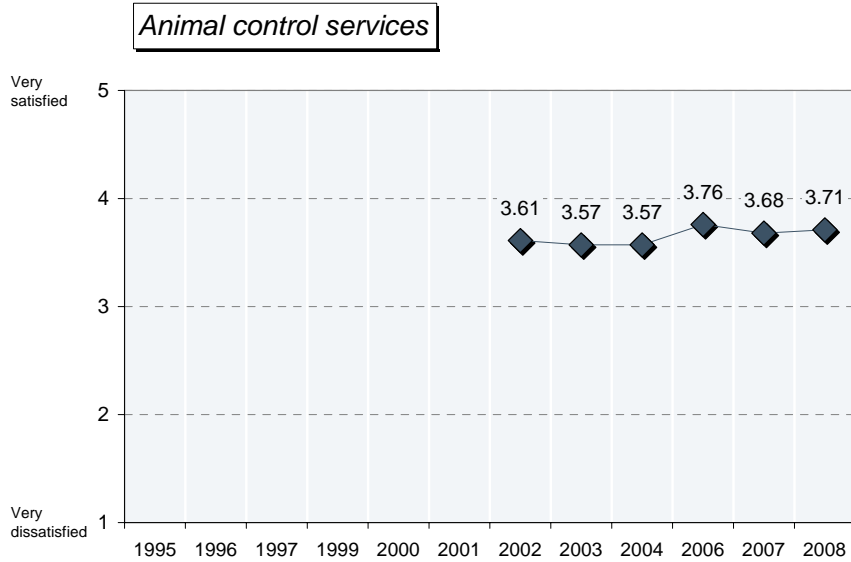


- ✓ People who have live in Sandy a shorter time (likelihood increases as length of time in Sandy decreases) are more likely to give higher ratings (closer to 5) to Sandy's police/ response time services.



- ✓ Females are more likely to say they are very satisfied (rating of 5) with Sandy's police/ traffic enforcement services.

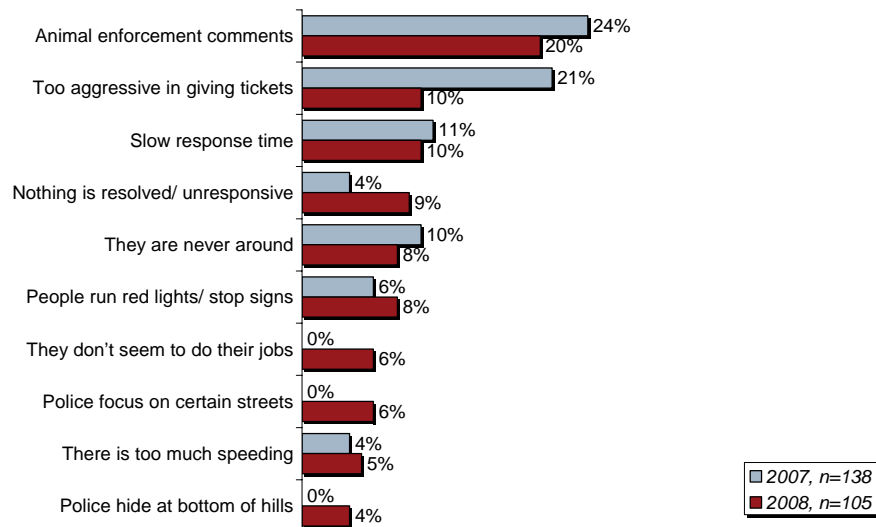
Questions 8–11: (Continued...) Please rate LAW ENFORCEMENT services.



- ✓ Females are more likely to say they are very satisfied (rating of 5) with Sandy’s animal control services. Residents with lower educational attainment (likelihood increases as education level decreases) are more likely to give higher ratings (closer to 5) to animal control services.

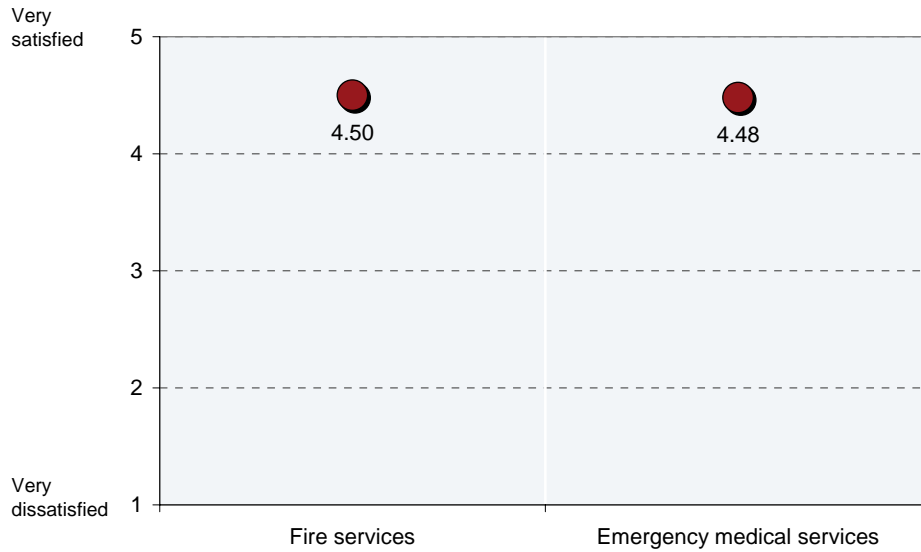
**Question 12: (IF 1 OR 2 ON ANY POLICE DEPARTMENT ABOVE)
Why do you give _____ this rating?**

Top responses

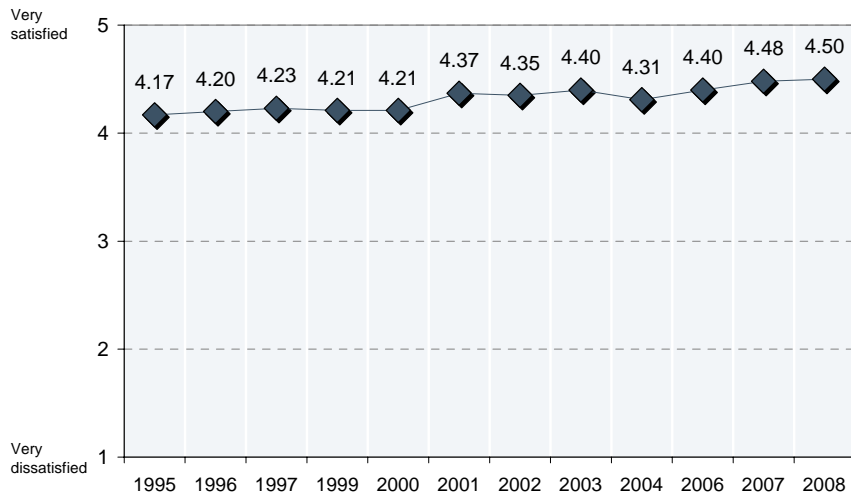


Questions 13–14: Now about EMERGENCY SERVICES... Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

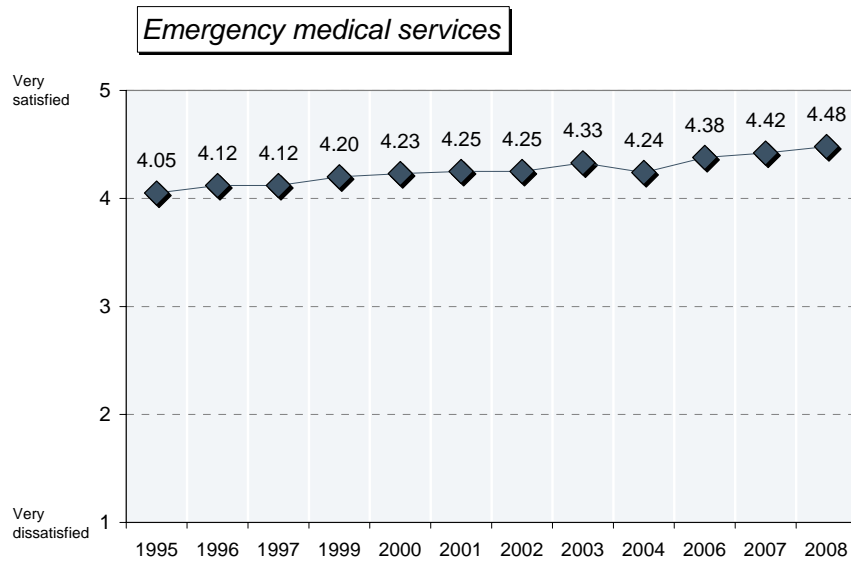
Emergency Services: 2008



Fire services



Questions 13–14: (Continued...) Please rate EMERGENCY SERVICES.



- ✓ People who have lived in Sandy for a shorter time (likelihood increases as length of time in Sandy increases) are more likely to say they are very satisfied with Sandy’s emergency medical services.

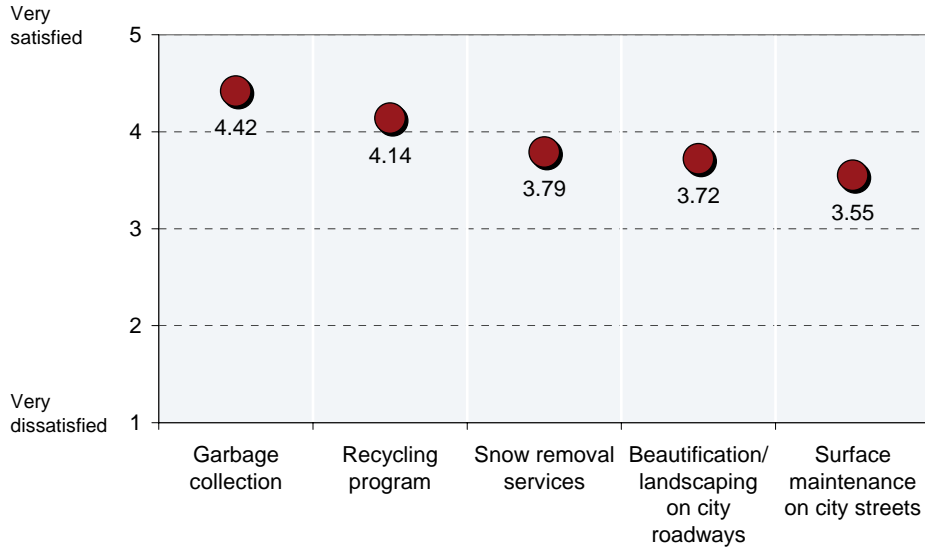
**Question 15: (IF 1 OR 2 ON ANY FIRE DEPARTMENT ABOVE)
Why do you give _____ this rating?**

Number responding: 4

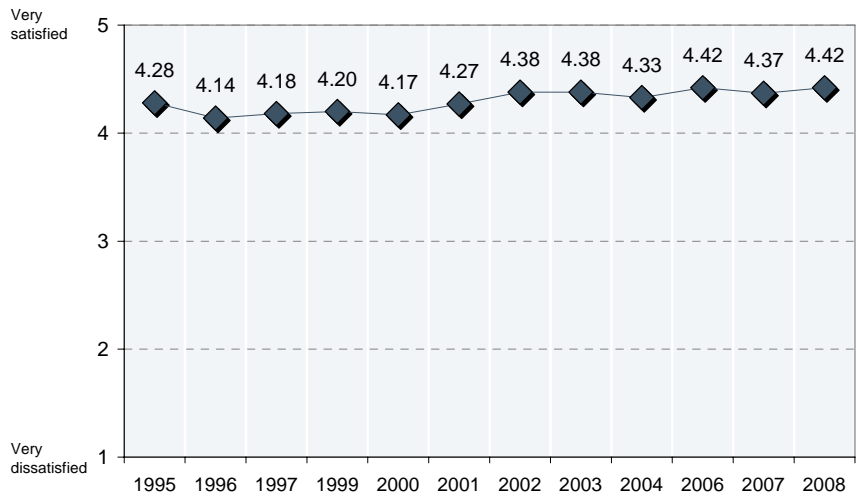
Please see Appendix C for miscellaneous comments.

Question 16–20: The next ratings are regarding Sandy’s PUBLIC WORKS ... Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

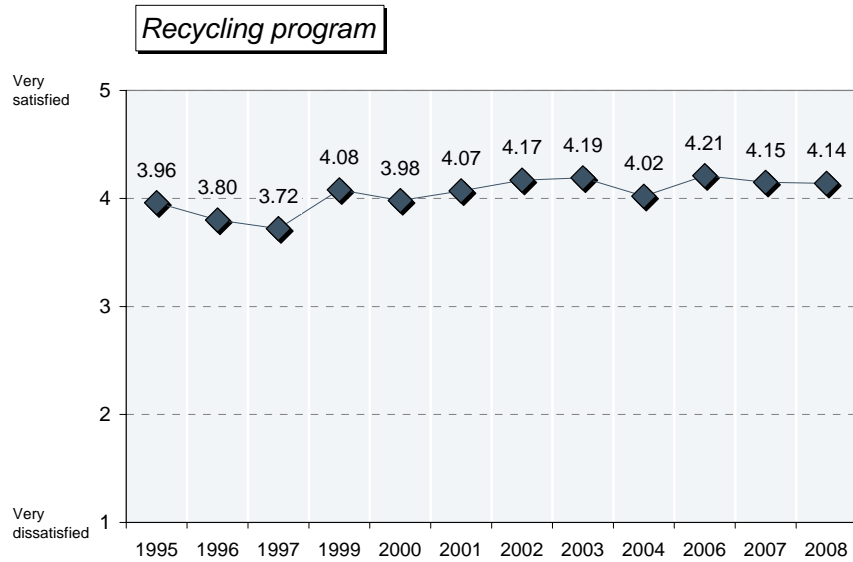
Public Works: 2008



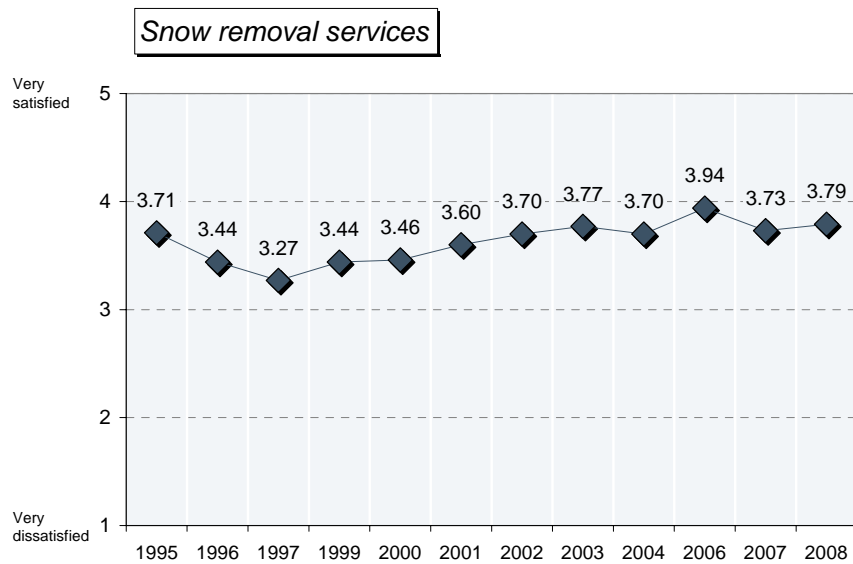
Garbage collection



Questions 16–20: (Continued...) Please rate **PUBLIC WORKS**.

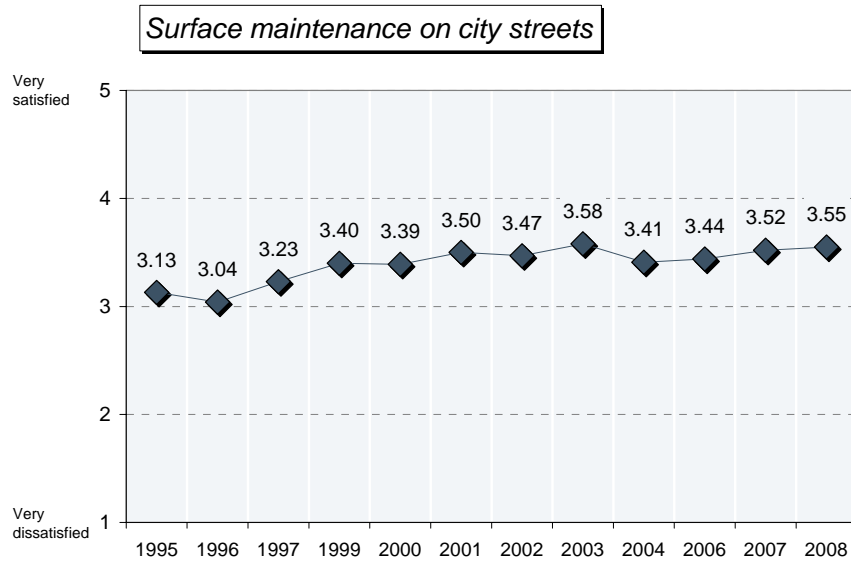


- ✓ Residents with lower educational attainment (as education level decreases, likelihood increases) are more likely to give higher ratings (closer to 5) to Sandy’s recycling program.

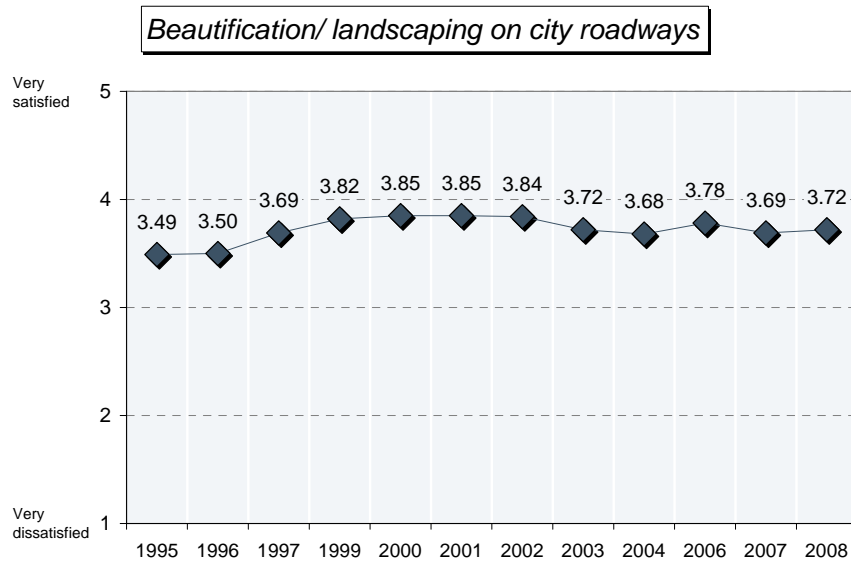


- ✓ Males, residents in households of 6 or more people, and those in the western quadrants (Sandy and Crescent) are less likely to say they are very satisfied with Sandy’s snow removal services.

Questions 16–20: (Continued...) Please rate **PUBLIC WORKS**.



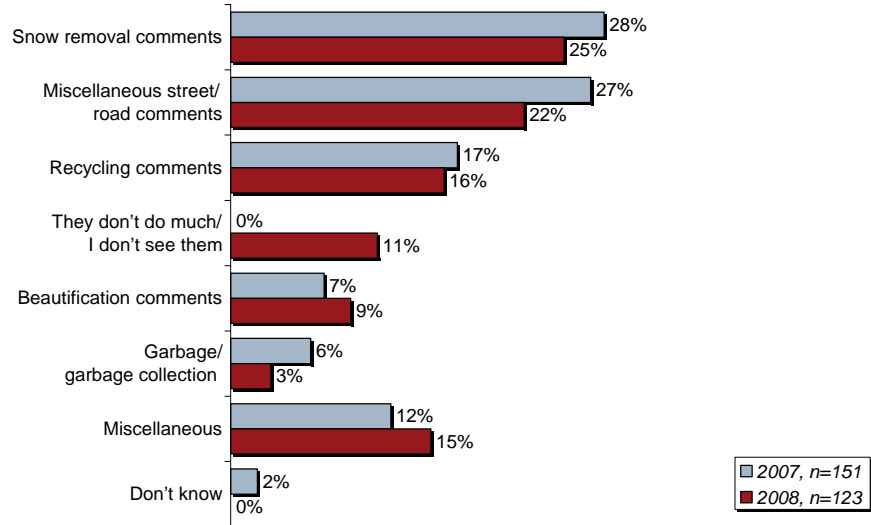
- ✓ Females are more likely to give higher ratings (4 or 5) to Sandy’s surface maintenance on city streets. Residents who have lived in Sandy for a longer time (likelihood decreases as time in Sandy increases) are less likely to give higher ratings.



- ✓ Females and residents with lower educational attainment (likelihood increases as education level decreases) are more likely to give higher ratings (4 or 5) to Sandy’s beautification on city roadways. Residents in the Sandy quadrant are less likely to give higher ratings.

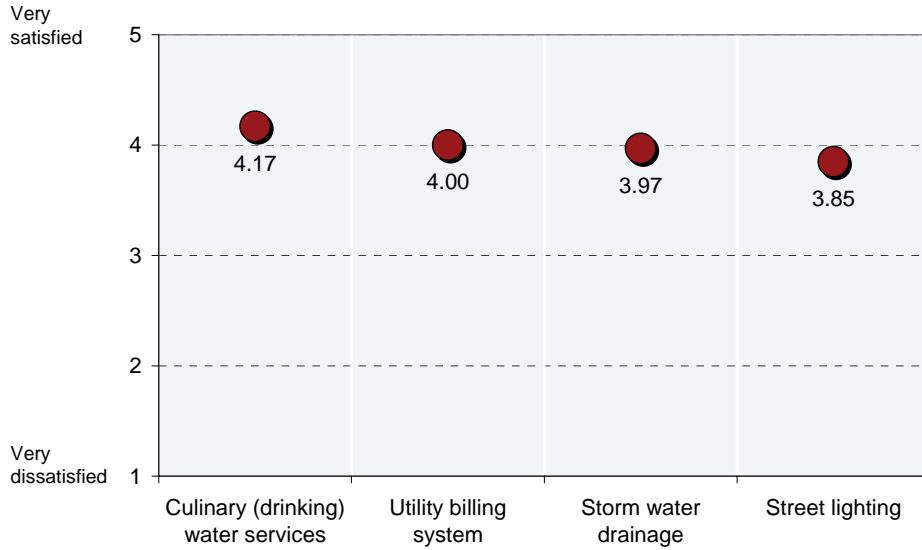
**Question 21: (IF 1 OR 2 ON ANY PUBLIC WORKS DEPARTMENT ABOVE)
Why do you give _____ this rating?**

All responses

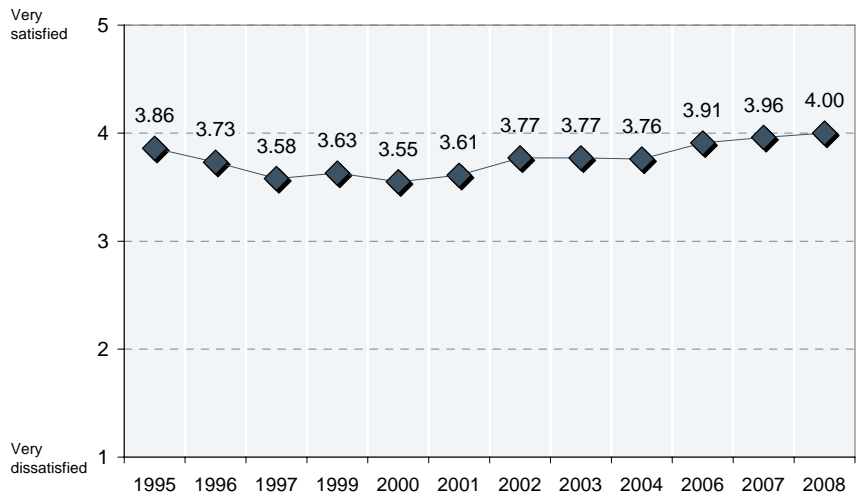


Questions 22–25: Now regarding the PUBLIC UTILITIES DEPARTMENT.... Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

Public Utilities: 2008

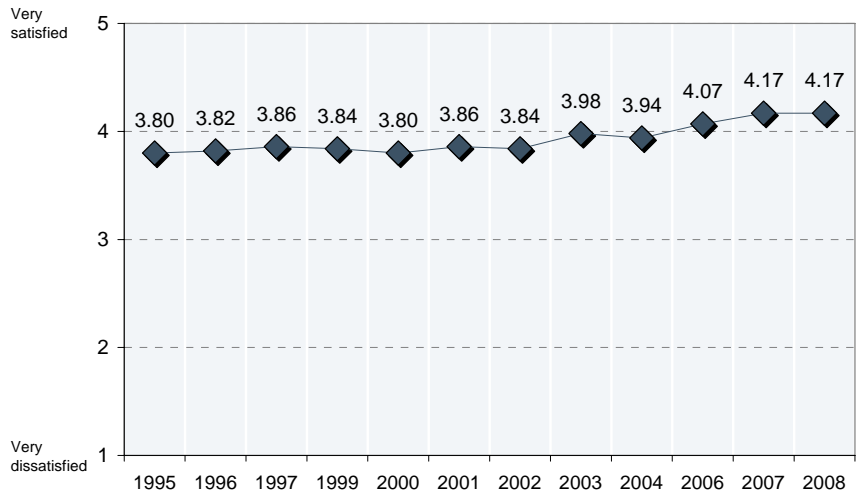


Utility billing system

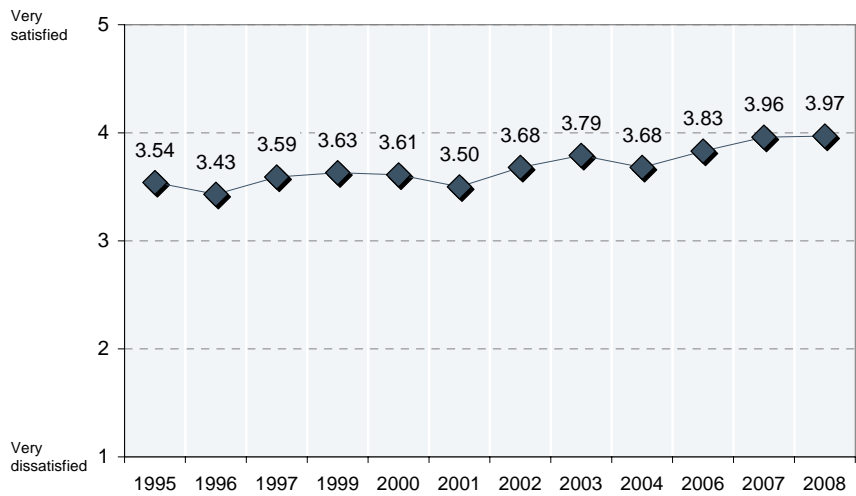


Questions 22–25: (Continued...) Please rate **PUBLIC UTILITIES**.

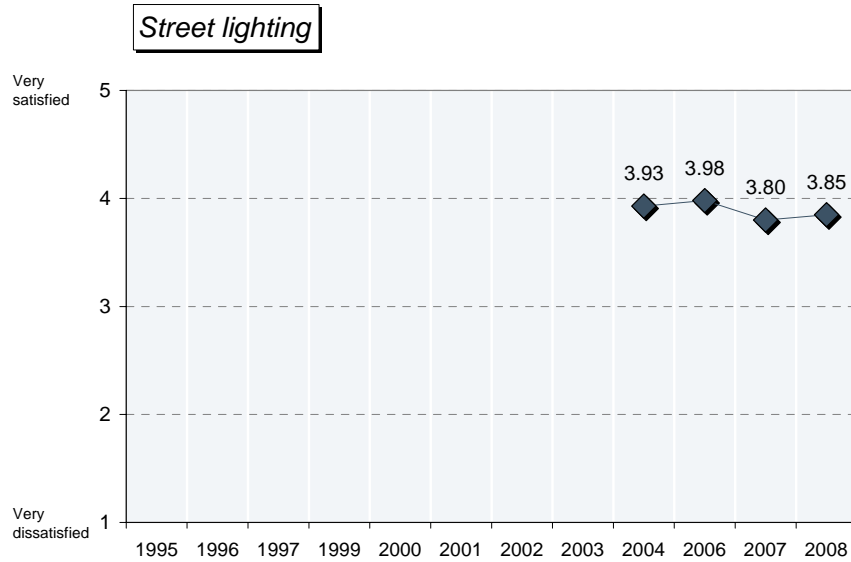
Culinary (drinking) water services



Storm water drainage

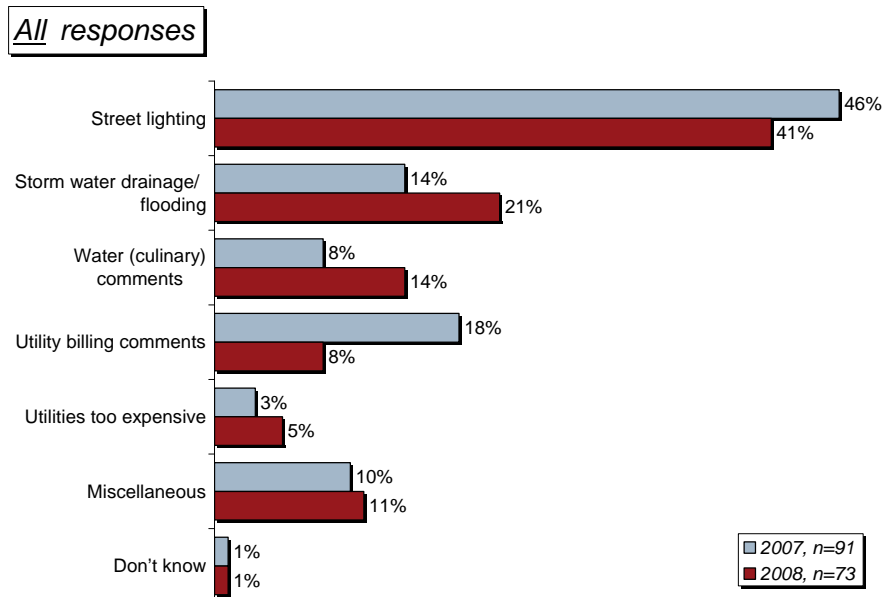


Questions 22–25: (Continued...) Please rate PUBLIC UTILITIES.

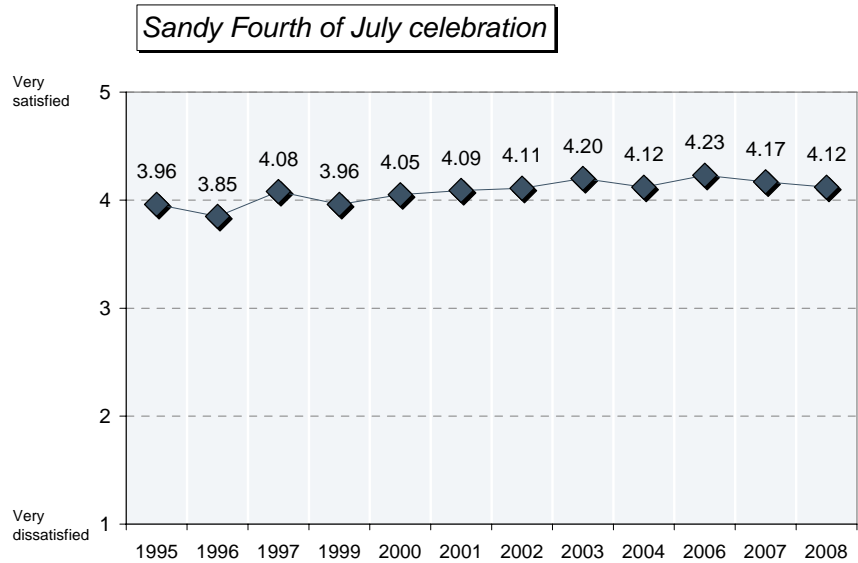
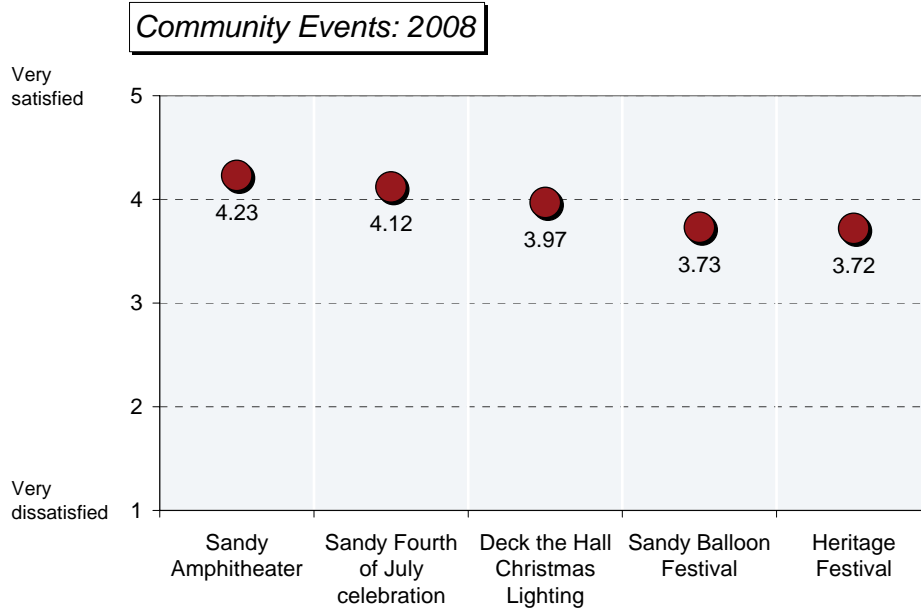


- ✓ Residents under age 34 or over age 64 and those with lower annual household income (likelihood increases as income level decreases) are more likely to say they are very satisfied (rating of 5) with Sandy’s street lighting.

**Question 26: (IF 1 OR 2 ON ANY PUBLIC UTILITIES ABOVE)
Why do you give _____ this rating?**

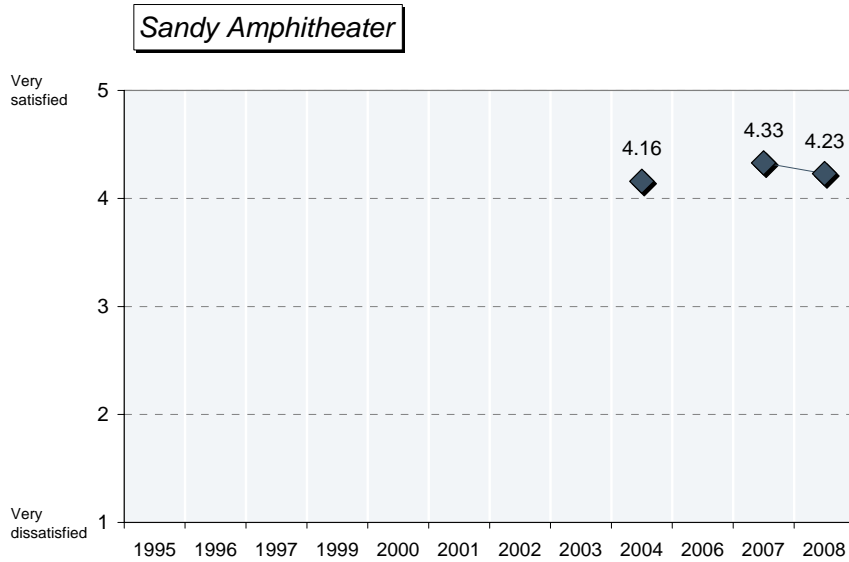


Questions 27–31: Using the same 1-5 scale, please rate the following **COMMUNITY EVENTS...** Use the same 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

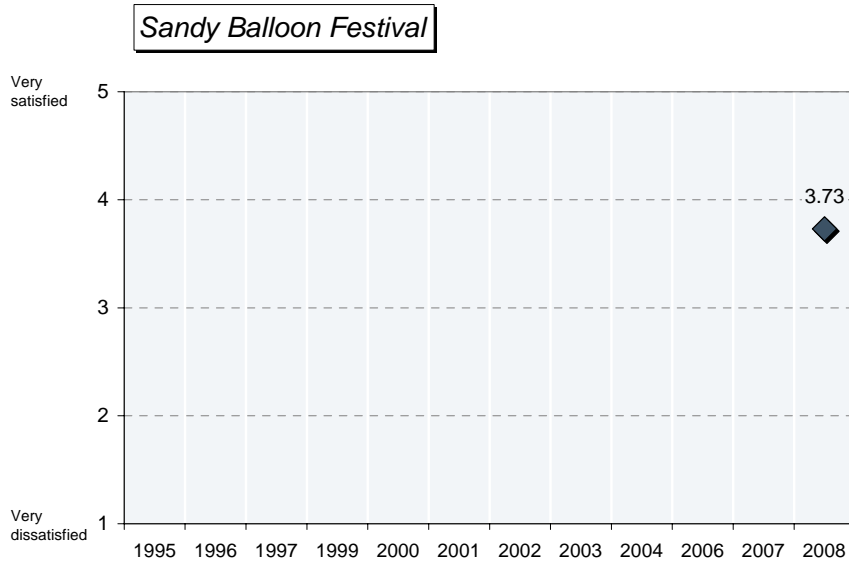


- ✓ Females are more likely to say they are very satisfied (rating of 5) with Sandy's Fourth of July celebration.

Questions 27–31: (Continued...) Please rate **COMMUNITY EVENTS**.

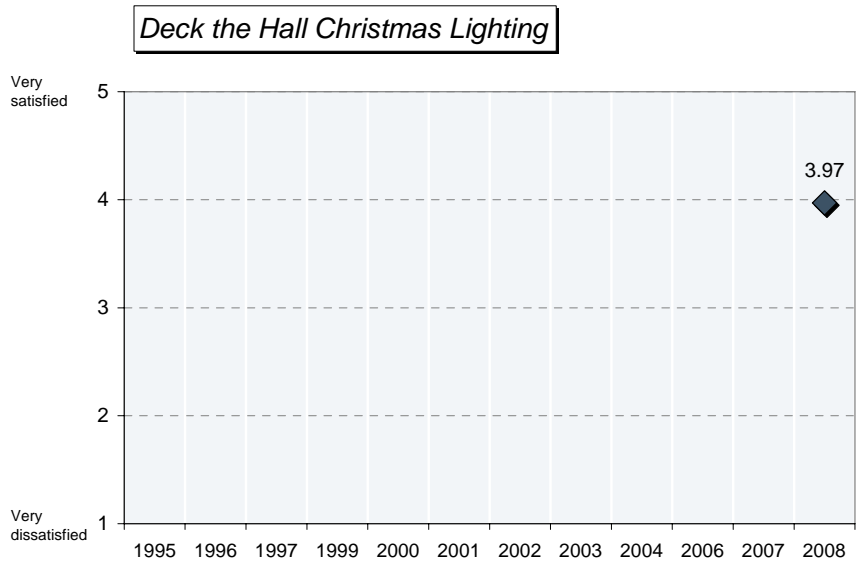
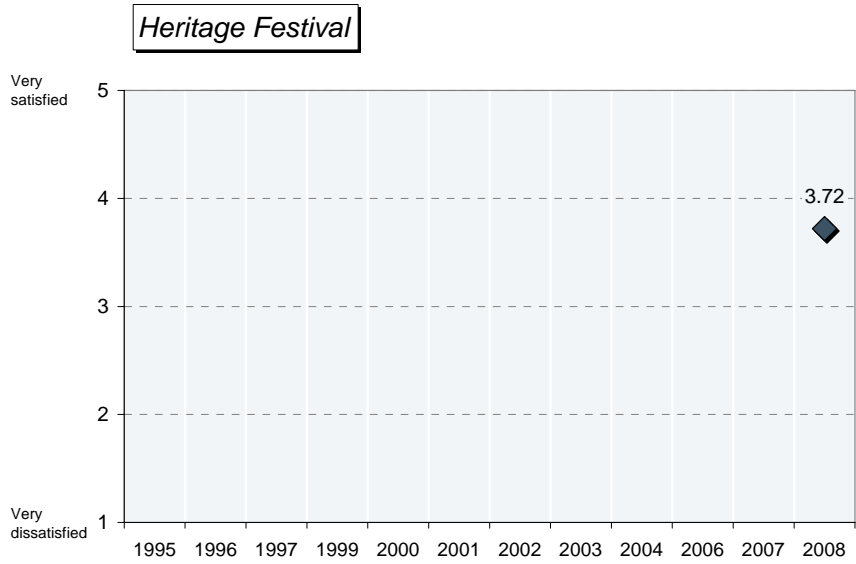


- ✓ Females are more likely to say they are very satisfied (rating of 5) with the Sandy Amphitheater.



- ✓ Residents with lower educational attainment (likelihood increases as education level decreases) are more likely to give higher ratings (4 or 5) to the Sandy Balloon Festival.

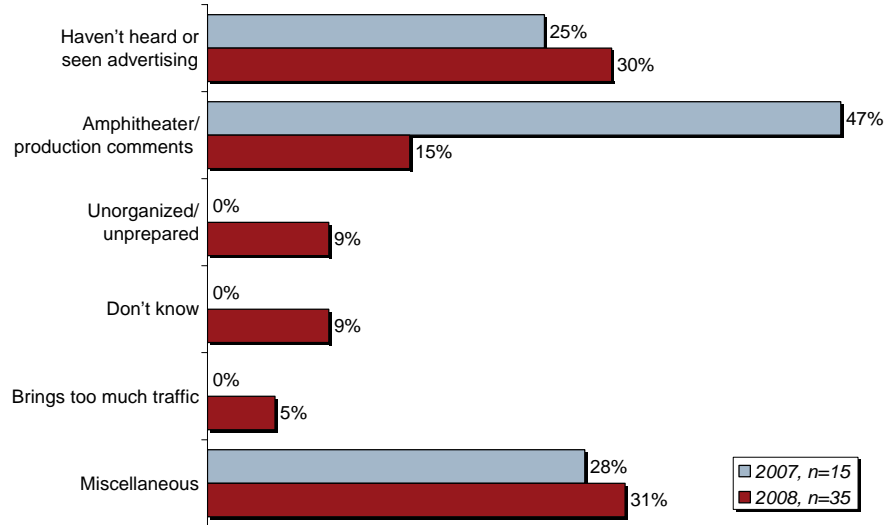
Questions 27–31: (Continued...) Please rate **COMMUNITY EVENTS**.



- ✓ Females are more likely to say they are very satisfied (rating of 5) with Sandy's Deck the Hall Christmas lighting.

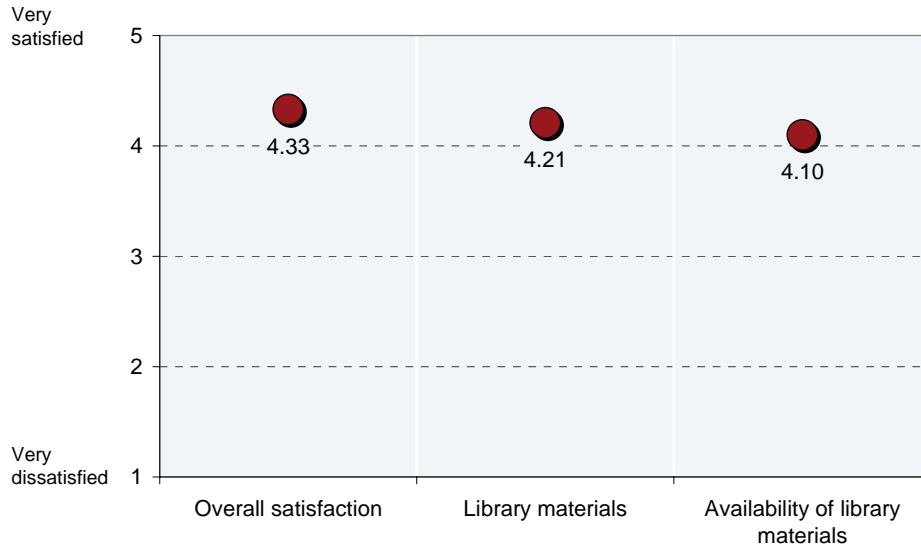
**Question 32: (IF 1 OR 2 ON ANY UNDER COMMUNITY EVENTS ABOVE)
Why do you give _____ this rating?**

All responses

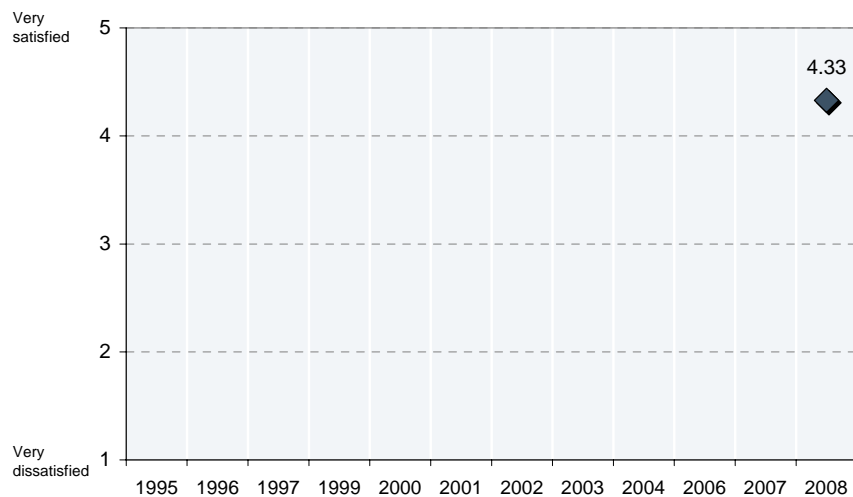


Questions 33–35: I would now like to ask you a couple of questions about the branch of the COUNTY LIBRARY SYSTEM which is located in Sandy. Please use 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

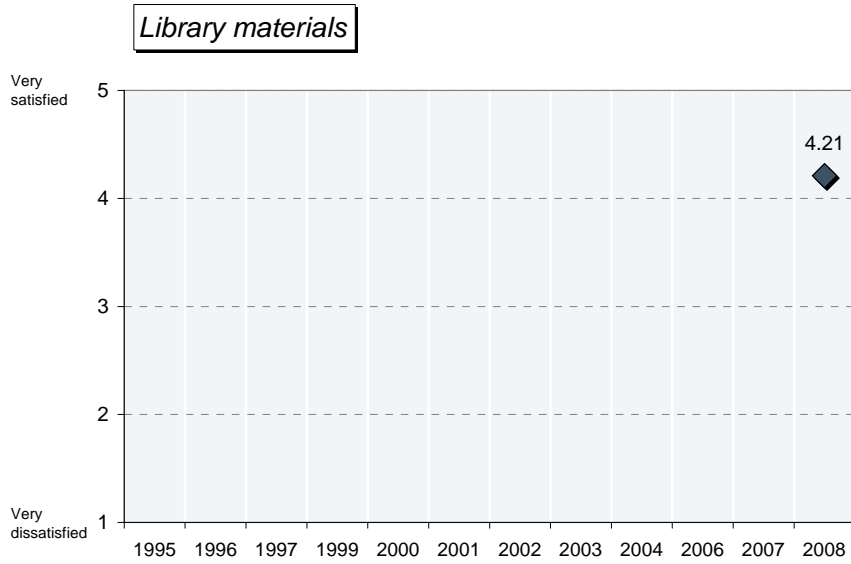
County Library System: 2008



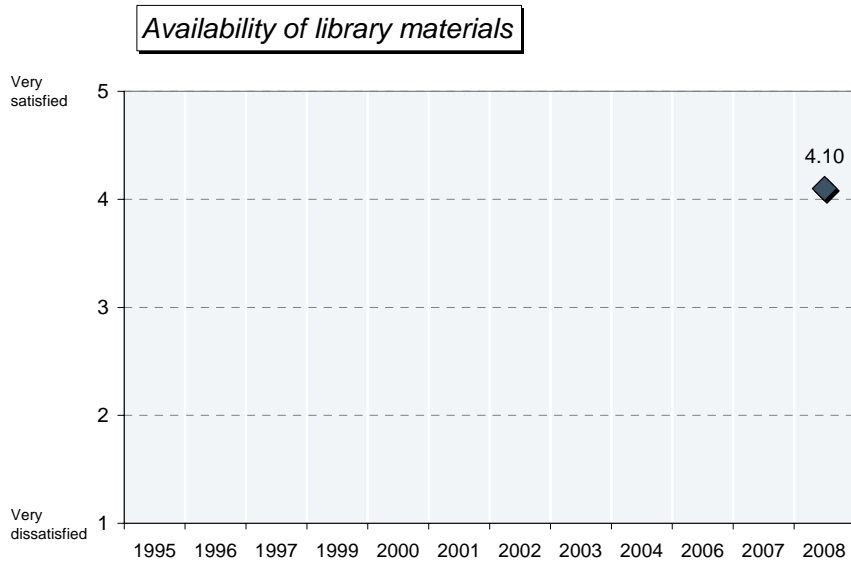
Overall satisfaction



Questions 33–35: (Continued...) Please rate COUNTY LIBRARY SYSTEM.

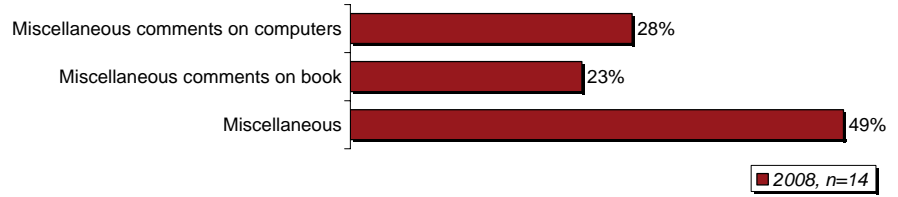


- ✓ Residents with lower annual income (likelihood increases as income level decreases) are more likely to give higher ratings (4 or 5) to library materials.



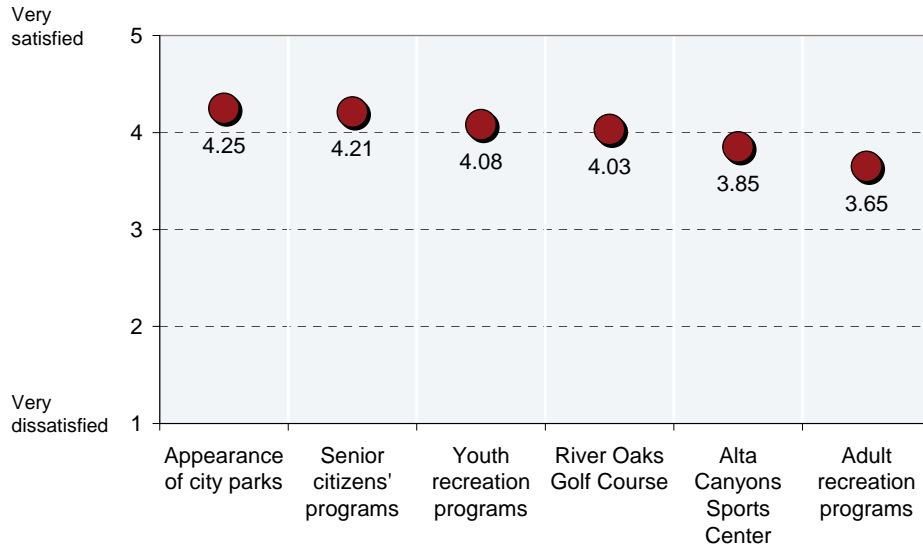
**Question 36: (IF 1 OR 2 ON ANY UNDER LIBRARY ABOVE)
Why do you give _____ this rating?**

All responses

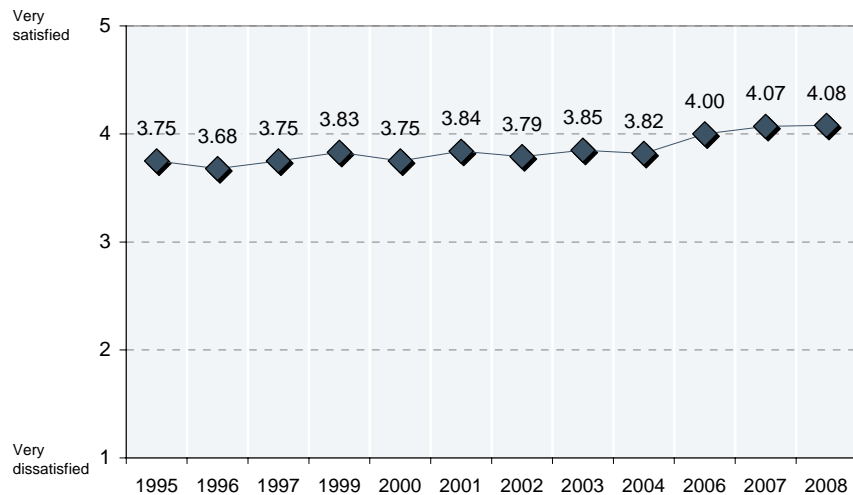


Questions 37–42: And thinking about the following city RECREATION PROGRAMS AND FACILITIES...are you satisfied or dissatisfied with the following services? Please use a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

Recreation Programs and Facilities: 2008

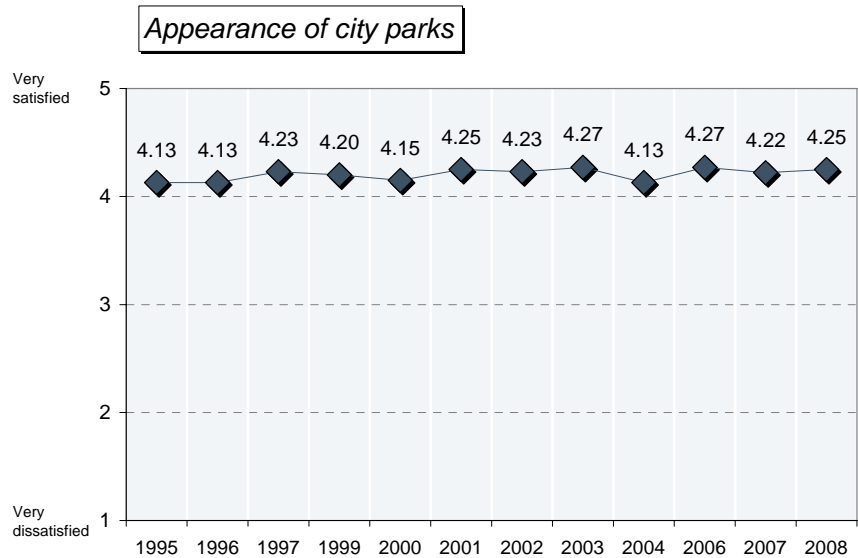
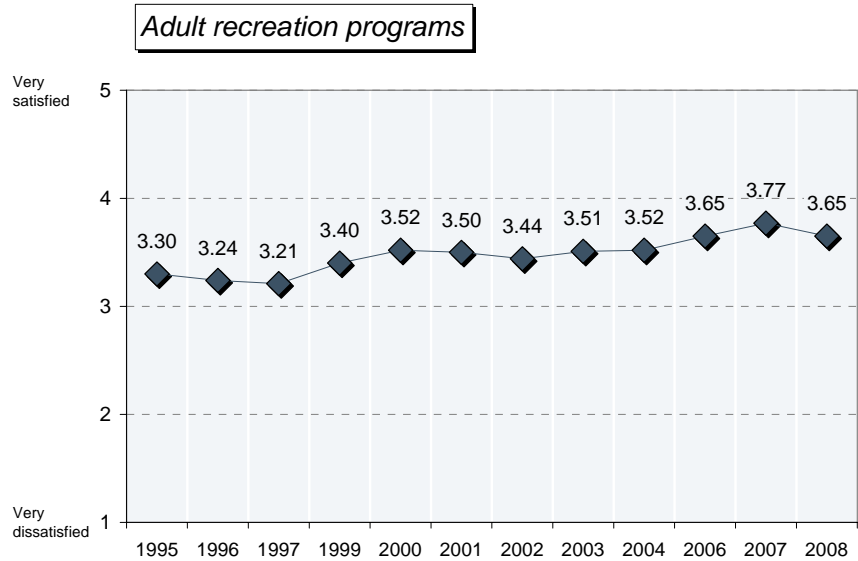


Youth recreation programs



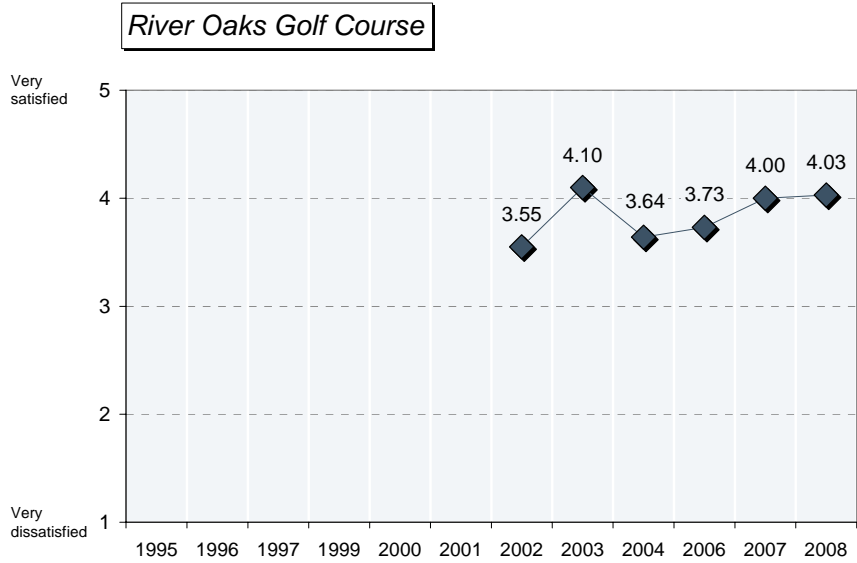
- ✓ Females and people who have lived in Sandy 11 to 20 years are more likely to say they are very satisfied (rating of 5) with Sandy's youth recreation programs.

Questions 37–42: (Continued...) Please rate RECREATION PROGRAMS AND FACILITIES.

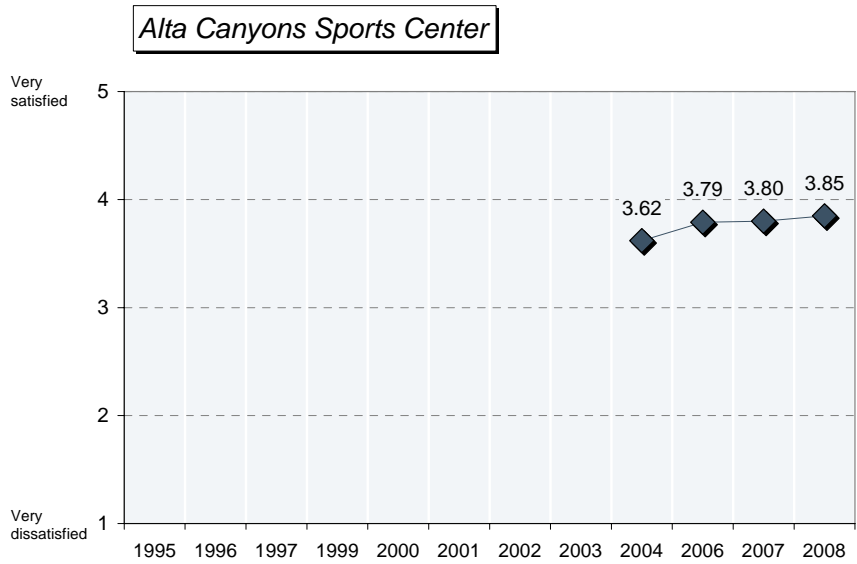


- ✓ Females are more likely to say they are very satisfied (rating of 5) with the appearance of Sandy City parks.

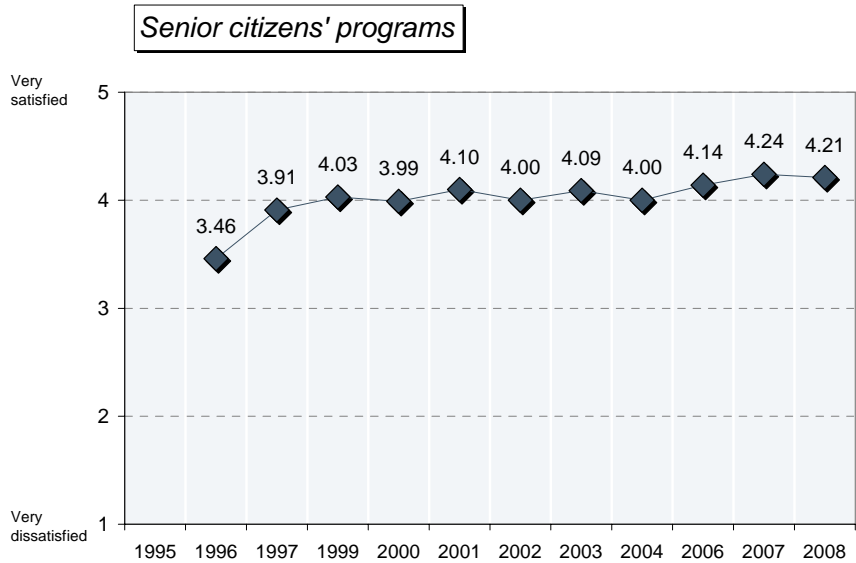
Questions 37–42: (Continued...) Please rate RECREATION PROGRAMS AND FACILITIES.



- ✓ Females are more likely to say they are very satisfied (rating of 5) with the River Oaks Golf Course.

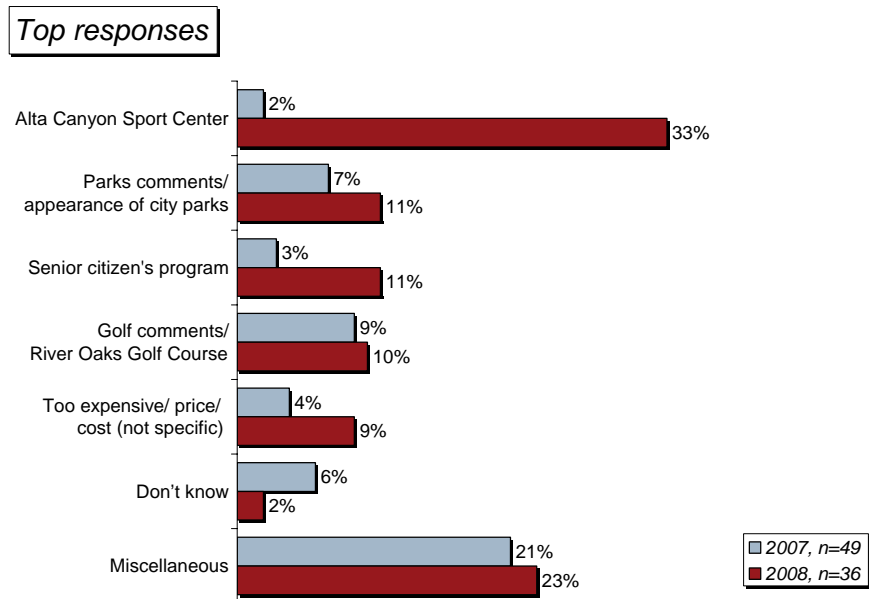


Questions 37–42: (Continued...) Please rate RECREATION PROGRAMS AND FACILITIES.

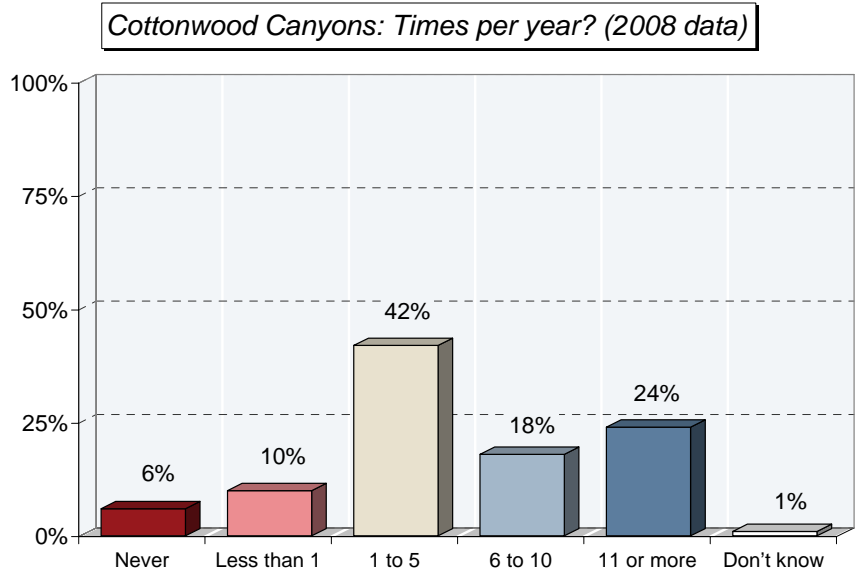


- ✓ Females are more likely to say they are very satisfied (rating of 5) with Sandy's senior citizens' programs.

Question 43: (IF 1 OR 2 ON ANY UNDER PARKS & RECREATION ABOVE) Why do you give this rating?



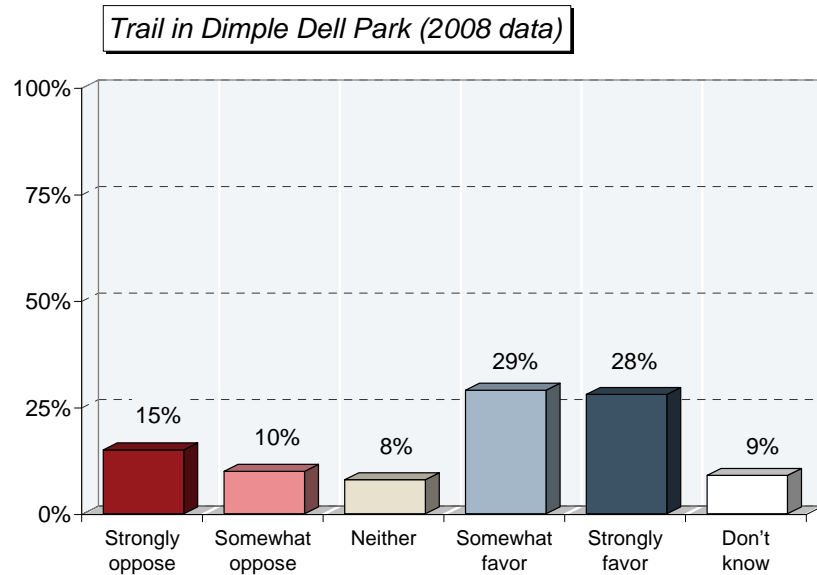
Question 44: On average, how often do you or other family members recreate in the Cottonwood Canyons – including all times of year – winter, summer, spring and fall? Would you say...(READ OPTIONS) ?



- ✓ Younger residents (likelihood increases as age decreases), people who have lived in Sandy for a shorter time (likelihood increases as time in Sandy decreases), those with more people in the home (likelihood increases as number in household increases), residents with children living in their household, people with higher annual household income (likelihood increases as income level increases), and people in the eastern quadrants (Alta Canyon and Bell Canyon are more likely to report more visits to the Cottonwood Canyons).

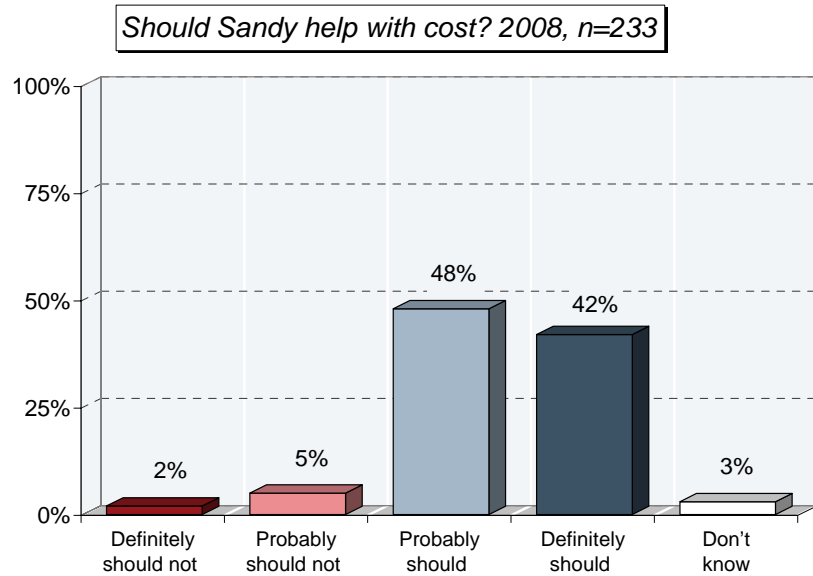
As you may know, Dimple Dell Park is maintained and run by Salt Lake County. Many residents have expressed an interest in having a safe, paved, pedestrian trail constructed from the Park’s eastern boundary, under 1300 East, to the light rail station at 200 East.

Question 45: Do you favor or oppose construction of this type of trail in Dimple Dell Park?



- ✓ People who have lived in Sandy for a shorter time (likelihood increases as time in Sandy decreases) and people living in the Crescent quadrant are more likely to say they strongly favor the construction of a trail in Dimple Dell Park.
- ✓ Males, people who have lived in Sandy more than 10 years, and residents in the eastern quadrants (Bell Canyon and Alta Canyon) are more likely to say they strongly oppose the trail.

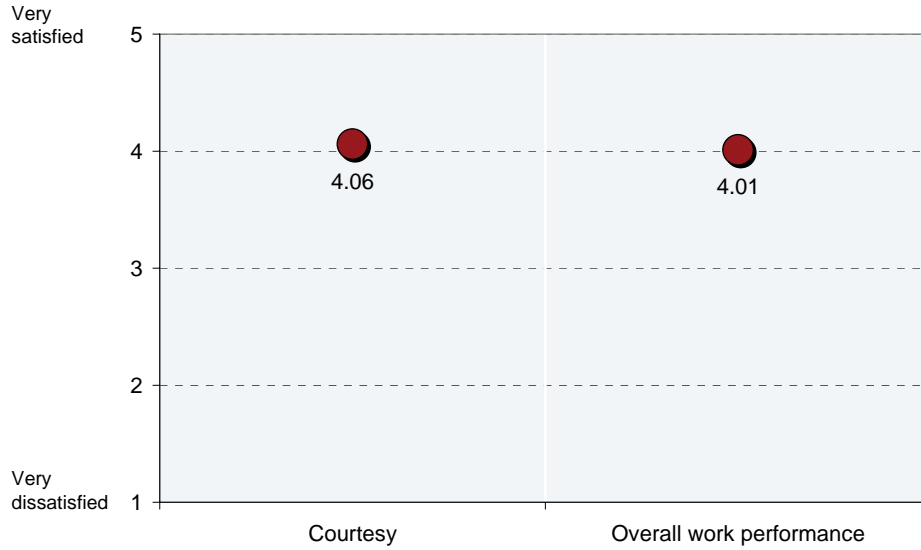
Question 46: (IF FAVOR) If such a trail were constructed, should Sandy City help with the cost of the improvements?



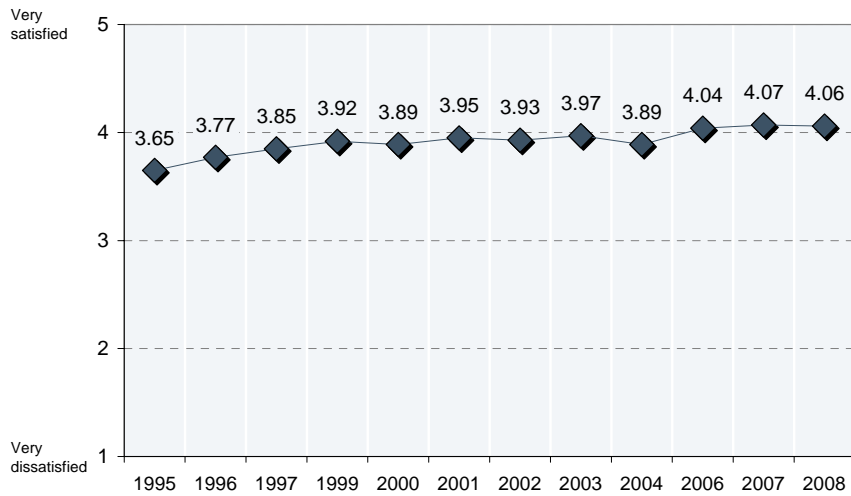
- ✓ Residents with higher educational attainment (likelihood increases as education level increases) are more likely to say that Sandy City definitely should help with the cost of a trail in Dimple Dell Park if such a trail were constructed.
- ✓ People who have lived in Sandy more than 20 years are less likely to say Sandy definitely should help with the cost of constructing such a trail.

Questions 47–48: And, using the same 1-5 scale, are you satisfied or dissatisfied with the following... (Mean scores shown)

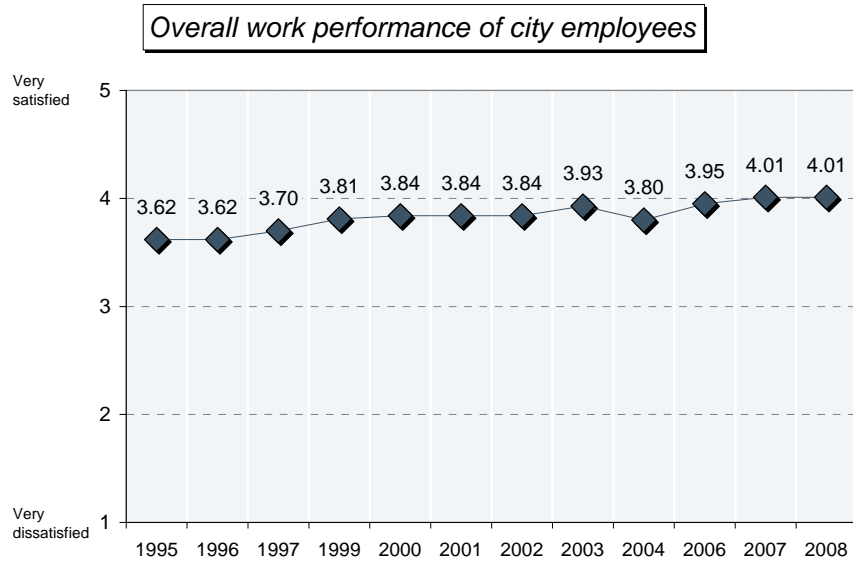
City Employees: 2008



Courtesy of city employees

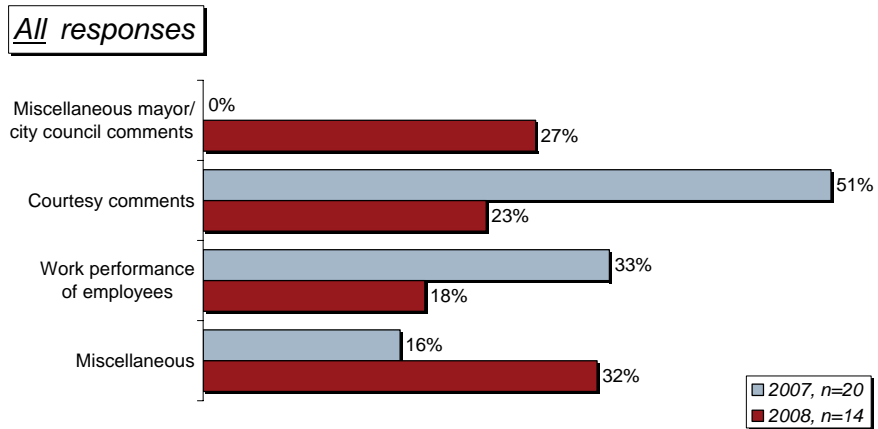


Questions 47–48: (Continued...) Please rate CITY EMPLOYEES.



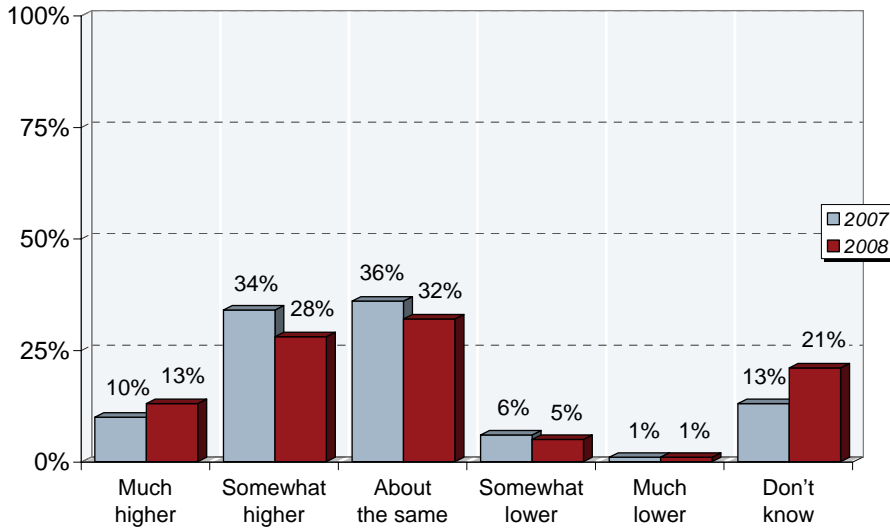
- ✓ People who have lived in Sandy ten years or less are more likely to say they are very satisfied with the overall work performance of city employees.

Question 49: (IF 1 OR 2 ON ANY ABOVE) Why do you give _____ this rating?



Question 50: What is your perception of city property taxes in Sandy compared to other cities in Salt Lake County? Would you say they are ... (READ OPTIONS)?

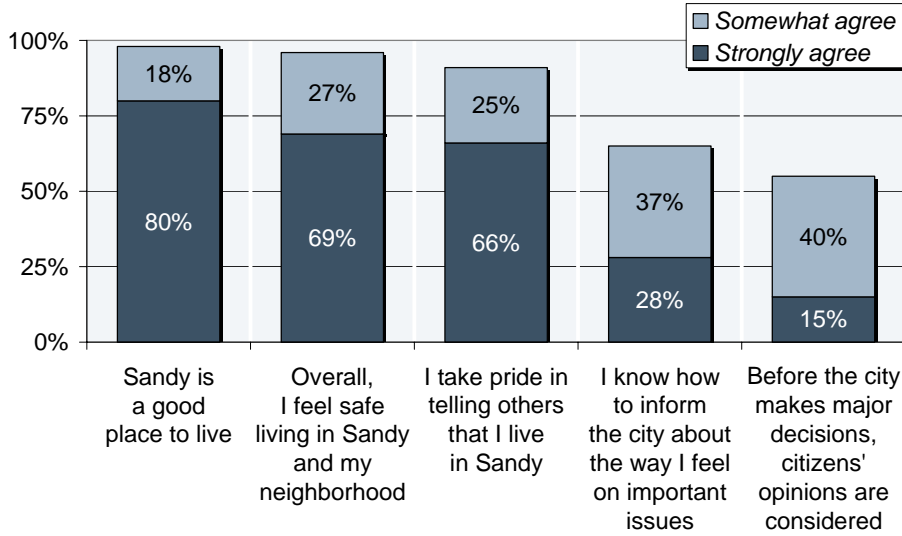
Taxes in Sandy compared to other local cities



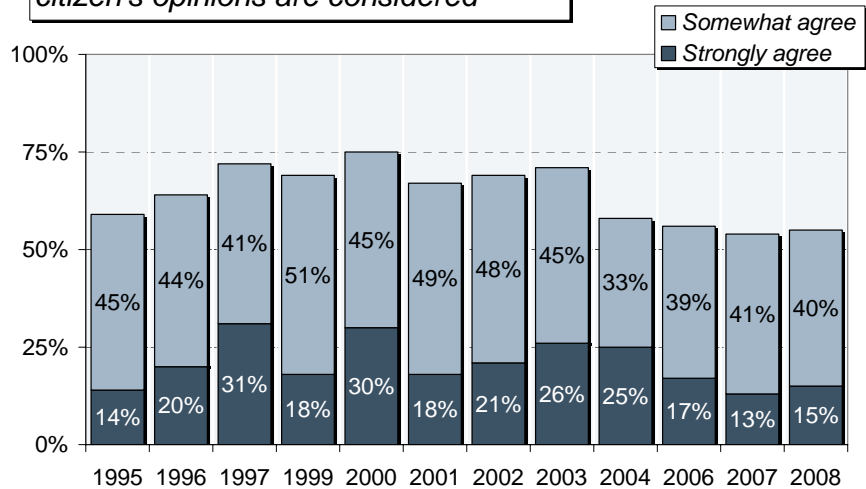
- ✓ Females are more likely to say they perceive taxes to be higher in Sandy compared to other cities in the county.

Questions 51–55: Please tell me whether you agree or disagree with the following statements about Sandy. (Would that be *strongly* or *somewhat*?)

Do you agree or disagree...?

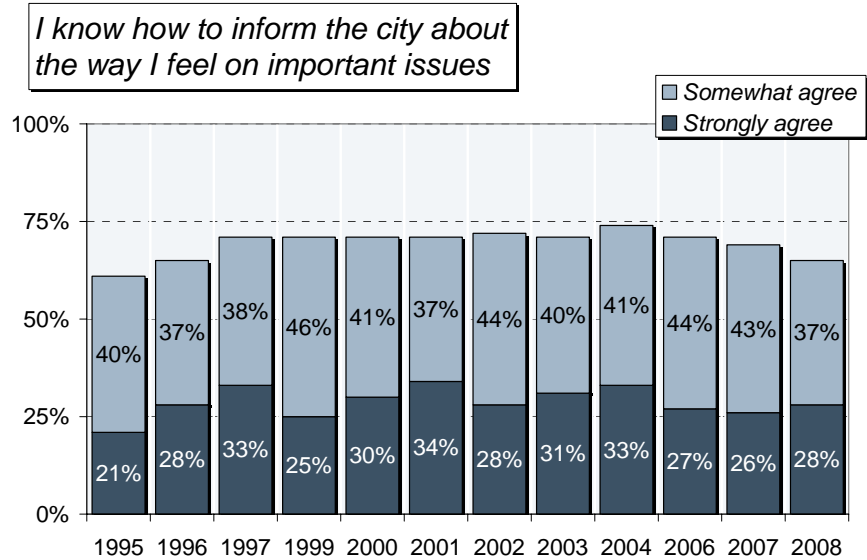


Before the city makes major decisions, citizen's opinions are considered

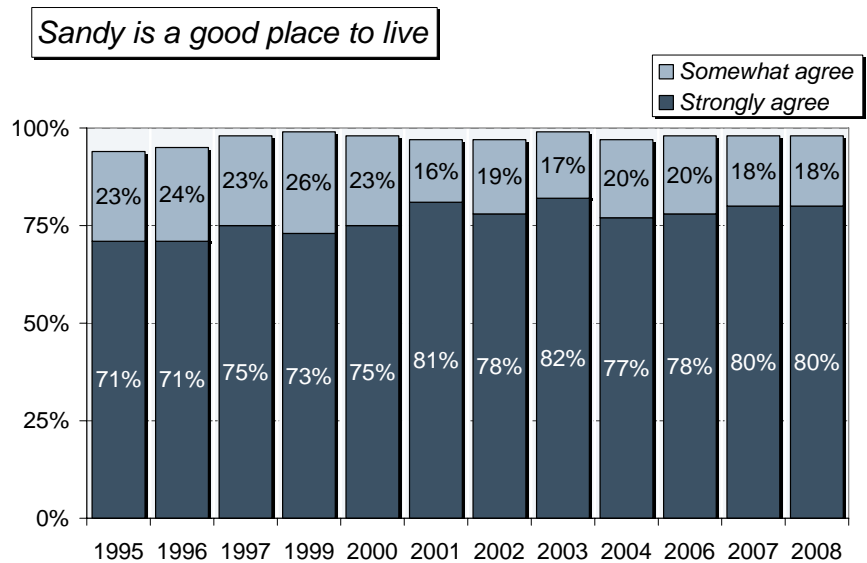


- ✓ People who have lived in Sandy 5 years or less are more likely to say they strongly agree that citizens' opinions are considered before the city makes major decisions.
- ✓ Older residents (likelihood increases as age increases) and people in the northern quadrants (Sandy and Alta Canyon are more like to say they strongly disagree with this statement).

Questions 51–55: (Continued...) Please tell me whether you agree or disagree with the following statements about Sandy.

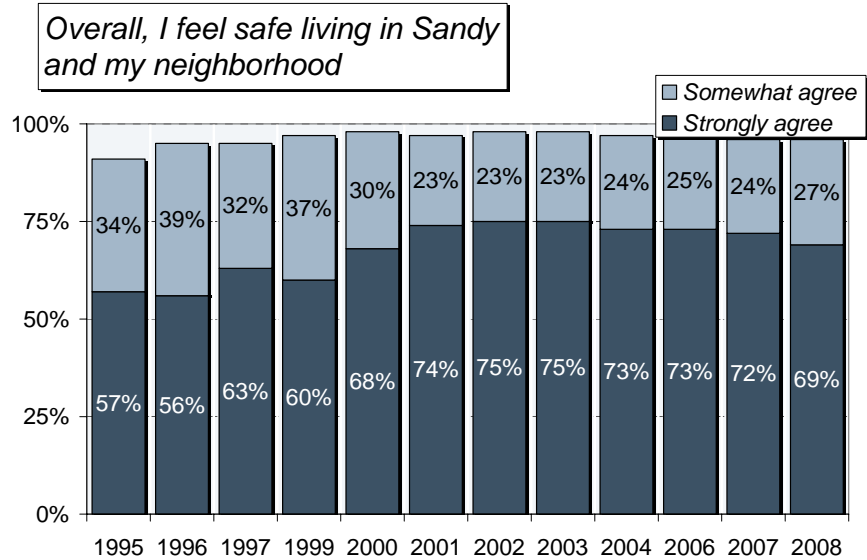


- ✓ Residents in households of 5 or more people are less likely to say they agree that they know how to inform the city about the way they feel on important issues.

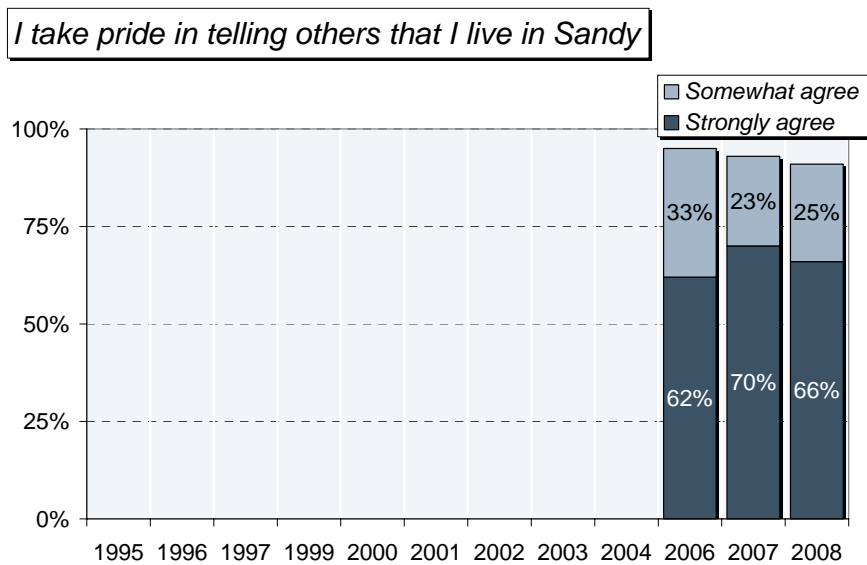


- ✓ People who have lived in Sandy for a shorter time (likelihood increases as time in Sandy decreases) and those with lower educational attainment (likelihood increases as education level decreases) are more likely to say they strongly agree that Sandy is a good place to live.

Questions 51–55: (Continued...) Please tell me whether you agree or disagree with the following statements about Sandy.



- ✓ Residents with lower educational attainment (likelihood increases as education level decreases) and those in the southern quadrants (Crescent and Bell Canyon) are more likely to say they strongly agree that they feel safe living in Sandy and in their neighborhood.



- ✓ Females, residents with lower educational attainment (likelihood increases as education level decreases), and people who have lived in Sandy for a shorter time (likelihood increases as time in Sandy decreases) are more likely to say they strongly agree that they take pride in telling others they live in Sandy.

Question 56: Is there rental housing in your neighborhood?

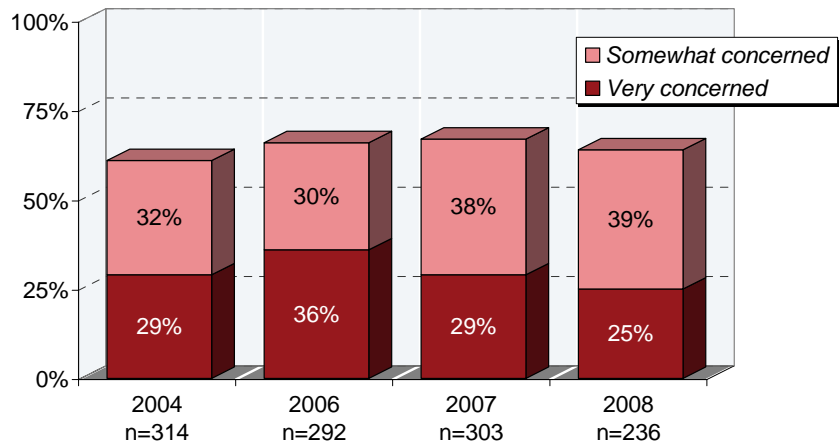
Rental housing in neighborhood?



- ✓ Females, residents under age 65, people with lower educational attainment (likelihood increases as education level decreases), those with more people living in their household (likelihood increases as number in household increases), residents with children in their home, those with lower annual household income (likelihood increases as income level decreases), and residents in the western quadrants (Sandy and Crescent) are more likely to say there is rental housing in their neighborhood.

Question 57: (IF YES) How concerned are you about the rental housing in your neighborhood?

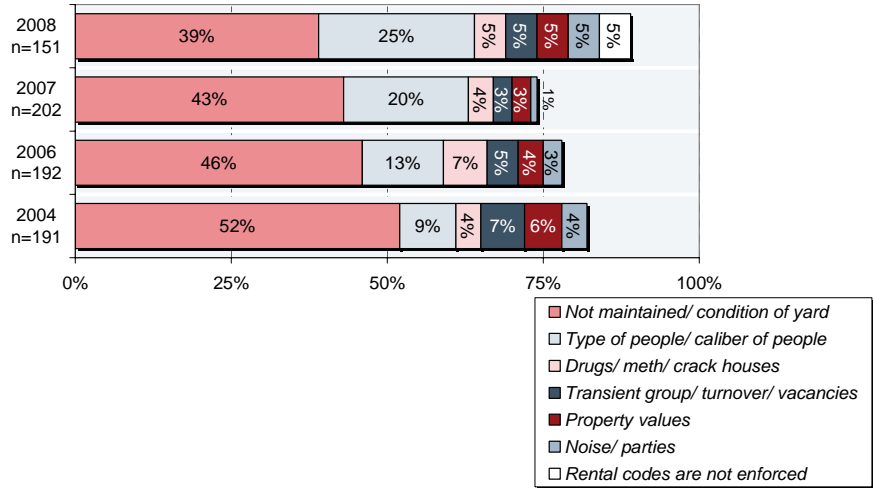
Concern about rental housing in neighborhood



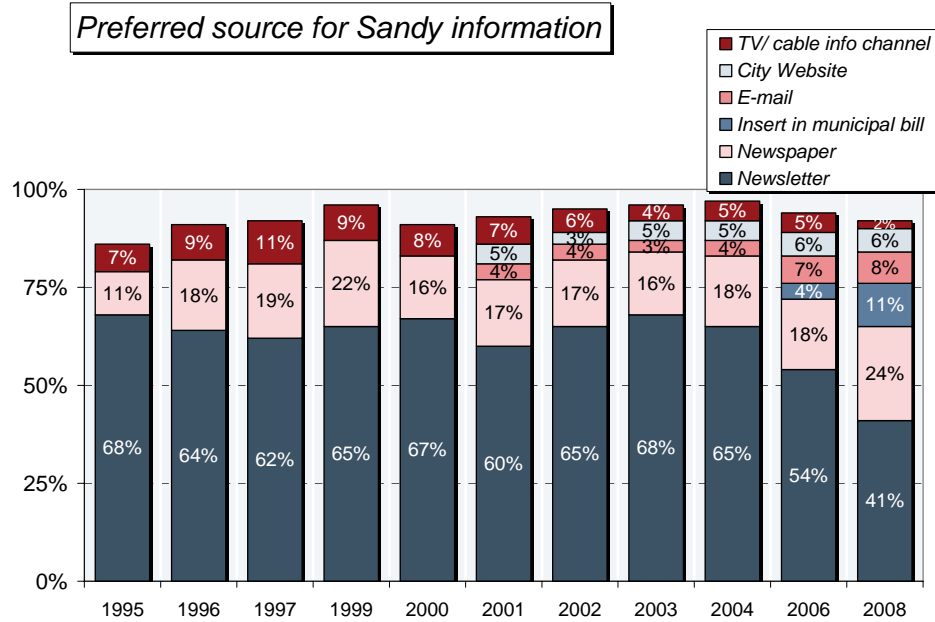
- ✓ Residents with higher educational attainment (likelihood increases as education level increases) are more likely to say they are very concerned about the rental housing in their neighborhood.

Question 58: (IF VERY/ SOMEWHAT CONCERNED) What things are you concerned about? (UNAIDED)

Top responses



Question 59: From which source would you most like to receive information about Sandy City?



More preference for the following Sandy City information sources is expressed by:

Newspaper:

- ✓ Residents over age 65 and those with an educational attainment of high school or less.

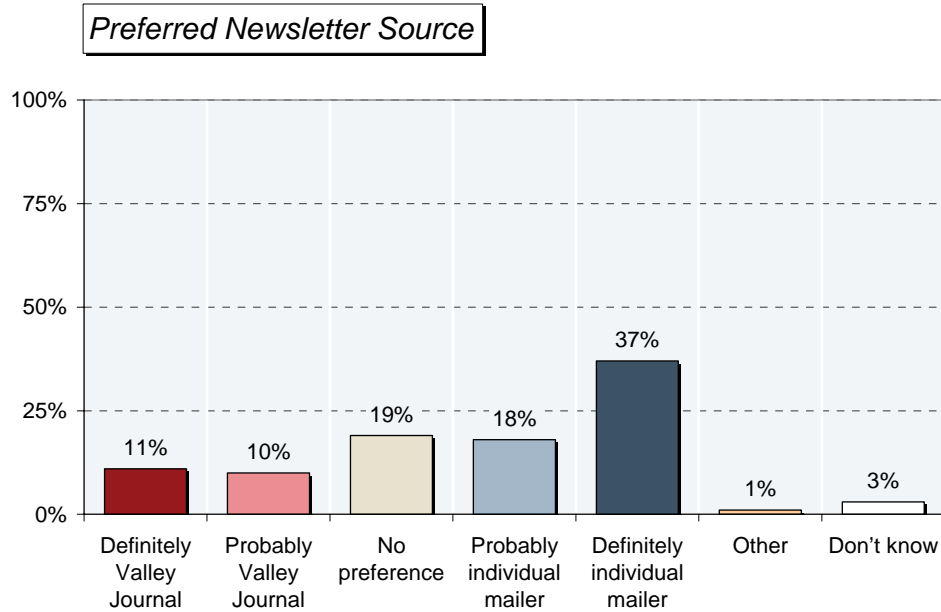
Newsletter:

- ✓ Females, residents age 35 to 64, and people who do not have a graduate degree.

Municipal bill insert:

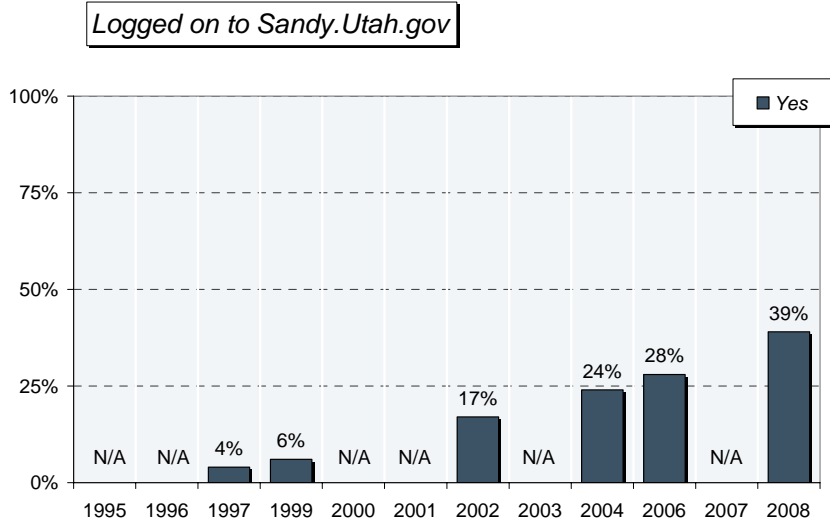
- ✓ Males and residents over age 65.

Question 60: In 2008, the Sandy City Newsletter was distributed to homes as an insert in the Valley Journal. In previous years, the city’s newsletter was mailed to homes directly. Are you more likely to read the city newsletter as part of the Sandy Journal, sometimes called the Valley Journal, or as an individual mailer?



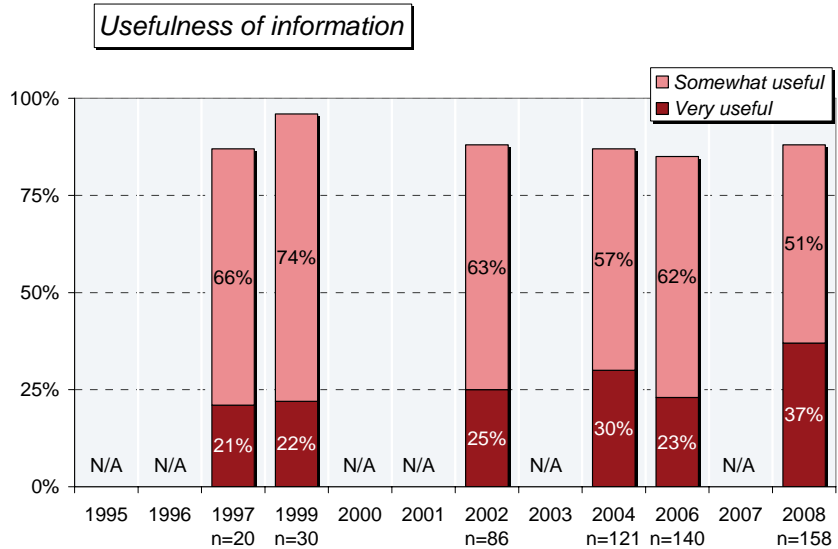
- ✓ Males and people who have lived in Sandy a longer time (likelihood increases as time in Sandy increases) are more likely to say they definitely would prefer an individual mailer.
- ✓ People who have lived in Sandy a shorter time (likelihood increases as time in Sandy decreases) are more likely to say they definitely prefer to receive the city newsletter in the Valley Journal.

Question 61: Have you logged on to the Sandy City Home Page on the Internet?



- ✓ Residents age 35 to 44, those with higher educational attainment (likelihood increases as education level increases), residents with more people in their home (likelihood increases as number in household increases), people with children in their household—especially those with 2 or more children under age 11, and residents with higher annual household income (likelihood increases as income level increases) are more likely to say they have logged onto the Sandy City Website.

Question 62: (IF YES) How would you rate the usefulness of the information on the Home Page?

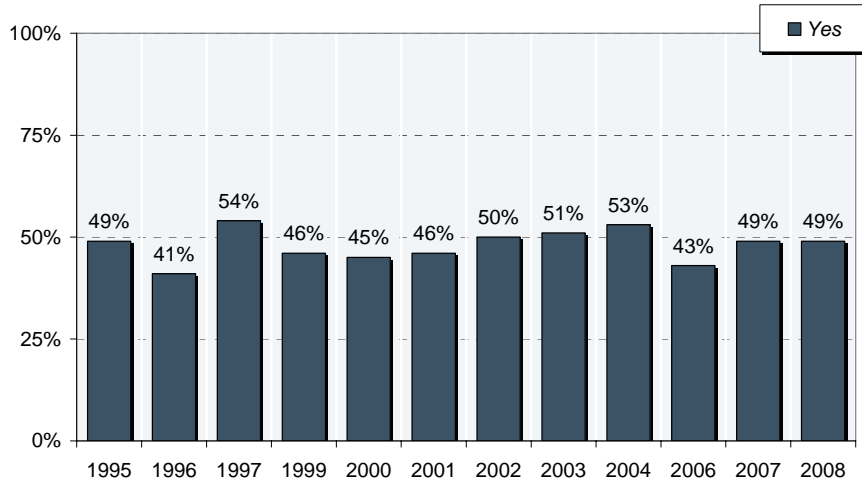


- ✓ Residents with children age 12 to 18 in their household are more likely to say the information on the Home Page is very useful.

Now, on a different subject...

Question 63: During the past year, have you contacted any Sandy City office to seek service, information, or to file a complaint?

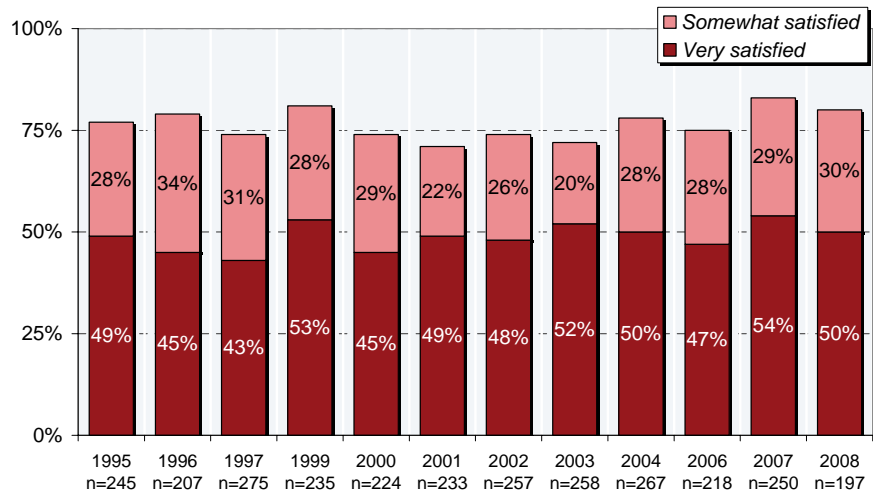
Contacted Sandy City in the past year



- ✓ Residents with higher educational attainment (likelihood increases as education level increases), people in households of 2 or 5 people, and residents living in the Sandy or Bell Canyon quadrants are more likely to say they have contacted Sandy City in the past year.

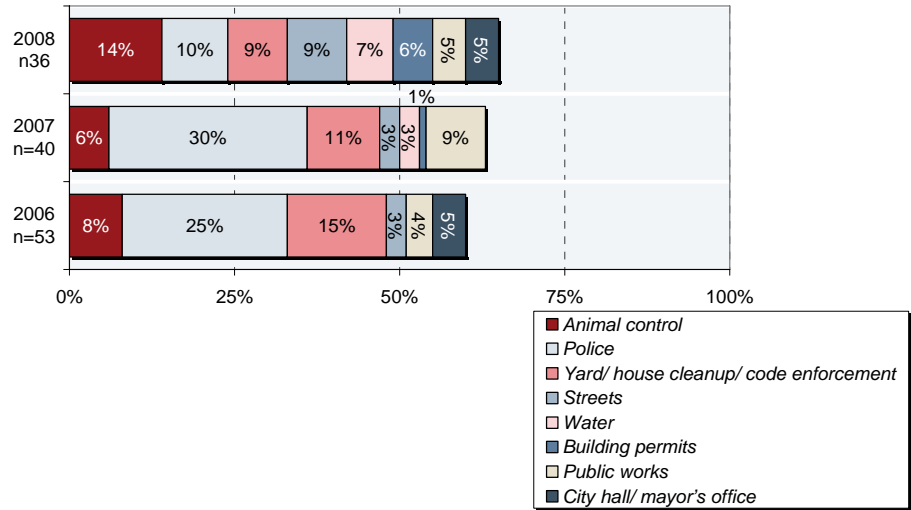
Question 64: (IF YES) Were you generally satisfied or dissatisfied with the city's response?

Satisfaction with city's response



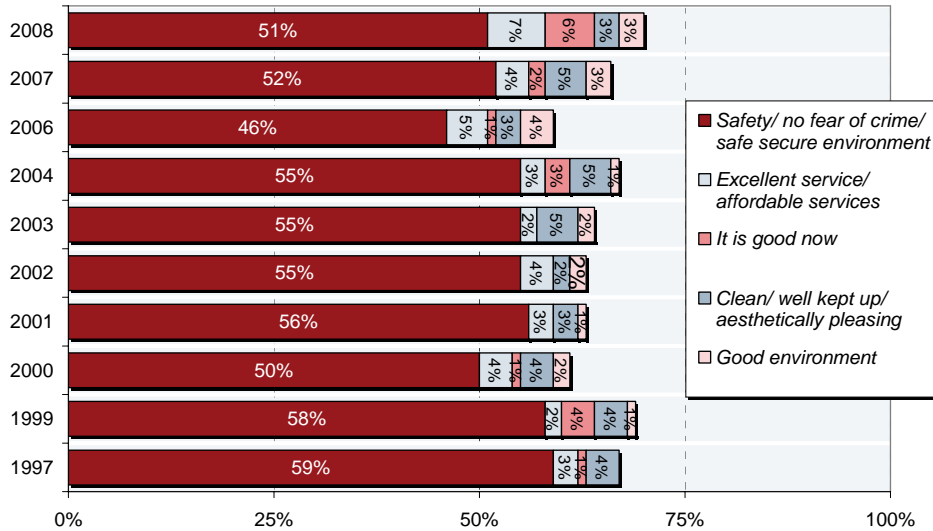
Question 65: (IF DISSATISFIED) Why? (UNAIDED)

Top responses



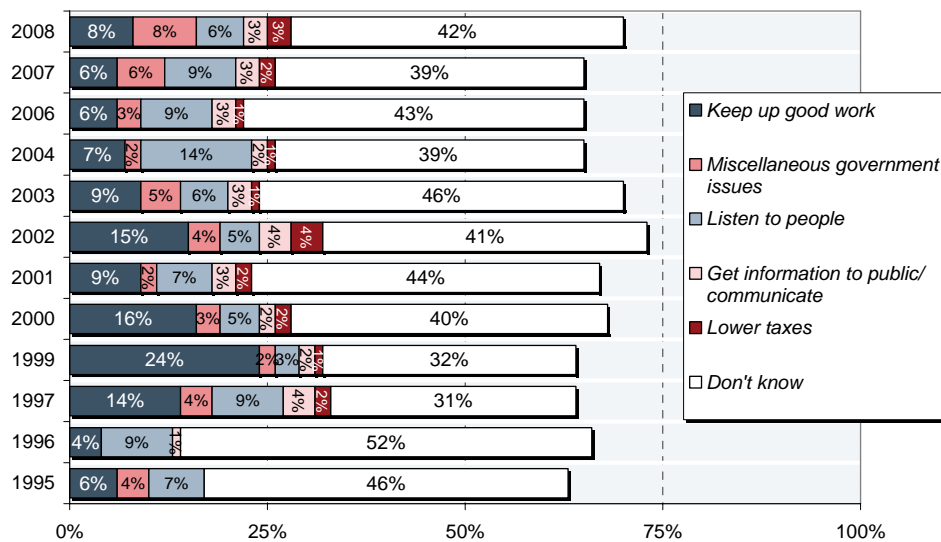
Question 66: Sandy City's mission statement is "Working together to enhance the quality of life in our community." As you think about this mission statement, how would you personally define "quality of life"? What makes a good "quality of life" for you and your family? (UNAIDED)

Top responses



Question 67: Finally, what suggestions, comments, or questions do you have for those managing Sandy City? (UNAIDED)

Top responses



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