

*Study conducted for*

# Sandy City

*December 2009*

*Study conducted by*

**Dan Jones**  
**& 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, 2007, and 2008.

## 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
- Examine residents' perceptions about historic Sandy City
- Explore opinions about the recreation facilities in Sandy City
- 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
- Investigate use and satisfaction with the Sandy City website
- 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, 407 Sandy City residents were interviewed by telephone in December 2009, 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	$\pm 5.0\%$
2009	407	$\pm 5.0\%$

## 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 City

Residents of Sandy remain convinced that Sandy is a good place to live. In fact, more than four out of five (82%) say they strongly agree that Sandy is a good place to live, up from 80% in the past two surveys (2007 and 2008), and up from the study low of 71% in 1995 and 1996. Indeed, this is the highest level of agreement in all the years this study has been conducted.

Comparing Sandy of 2009 with the city five years ago, a plurality of residents (44%) do not detect that it has either improved or declined. This represents the largest percentage in the course of the study to maintain that the city is “about the same,” while four of ten this year believe it is better (much better: 10%; somewhat better: 31%) and one in ten states it is worse (much worse: 2%, somewhat worse: 8%).

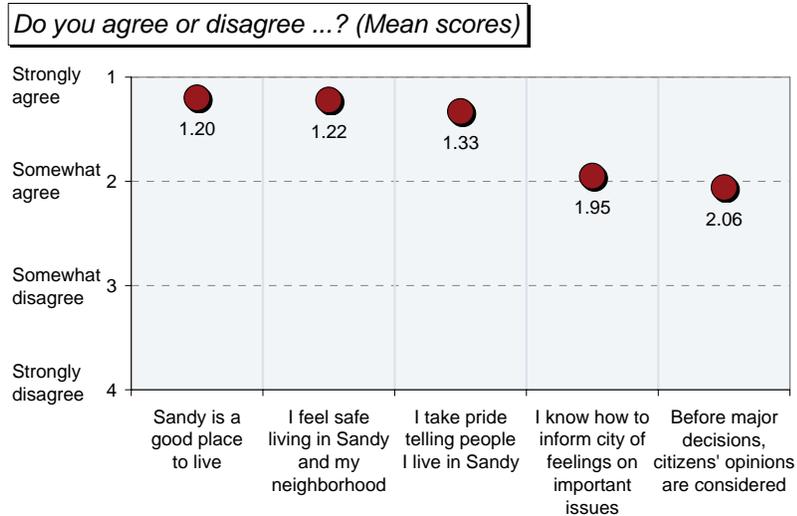
When asked what major improvement they have seen in the city in the past five years, top responses include *road improvements/ streets* (20%), *shopping/ business growth* (14%), and the *soccer stadium* (7%). One out of five (20%) admit they *don't know*. Other comments were given by fewer than 5% of respondents, and are presented verbatim in Appendix C. Major improvements that residents would like to see in the next five years include: *better traffic control* (9%), *road improvement* (9%), *lower taxes* (6%), *recreation/ pool/ parks/ open space* (5%), and comments about *city council/ government issues* (5%). One-quarter (25%) don't know what major improvement they would like to see in the next five years.

*Growth and increased population*, mentioned by 16% of residents, continues to be the most important issue facing Sandy City, although it is mentioned by a smaller percentage this year than in previous years (down from 19% in 2007 and down from the study high of 43% in 1996). As an issue, *taxes* has surged in importance, going from 4% in 2008 to 11% in 2009. The previous high was 8% in 2002. *Budget issues/ finance*, not mentioned by a large enough group to be coded as a separate issue before 2007, has climbed from 1% in that year to 9% in 2009. Other issues named by 5% or more include: *crime/ gangs/ drugs* (8%), *schools/ education* (6%), and *economic problems* (5%). One out of seven residents (14%) *don't know* what is the most important issue facing Sandy today.

In their own neighborhoods, foremost mentioned as biggest concerns are: *crime* (18%), *traffic* (7%), *taking care of property/ homes* (7%), *speeding* (6%), and *don't know* (22%).

Perceptions of taxes in Sandy, as compared to taxes in other cities in Salt Lake County, reveal that a plurality consider them to be higher (9% say they are much higher, 31% say they are somewhat higher), marginally more than feel taxes are about the same (38%), while just one in ten think they are lower (10% state they are somewhat lower and 0% say much lower). This is a higher percentage of residents, than in previous years, that feels taxes are lower in Sandy.

Residents were asked if they agree or disagree with five statements about Sandy City.



As discussed above, the vast majority of residents strongly agree that Sandy is a good place to live, with that statement having a mean score of 1.20 on a scale of 1/ strongly agree to 4/ strongly disagree (lower mean score indicates stronger agreement). Most residents also strongly agree that they feel safe living in Sandy and in their neighborhoods, with a mean score of 1.22. Four-fifths (79%) of respondents say they strongly agree (1) with this statement, up significantly from 69% in 2008.

In 2006, the statement, “I take pride in telling people I live in Sandy” had a mean score of 1.40. Since then, the mean score has improved (gotten lower), with a 2009 mean score of 1.33. Seventy-two percent of 2009 respondents say they strongly agree with this statement, compared to 62% in 2006.

Residents’ knowledge of how to contact city officials about their feelings on important issues has improved (mean score: 1.95). This year, three-quarters say they agree (32% strongly agree and 43% somewhat agree) that they know how to do this, compared with two-thirds who said this in 2008 (28% strongly agree and 37% somewhat agree).

The last statement, “Before the city makes major decisions, citizens’ opinions are considered,” has a larger percentage of *strongly agree* responses than in any prior year (32%)—substantially more than the percentage who gave that response in the past three surveys (2006: 17%, 2007: 13%, and 2008: 15%). The mean score of 2.06 is 0.44 points lower (stronger agreement) than the 2008 mean score of 2.50, and only 0.06 points higher than the study low mean score of 2.00 in 2000.

Overall, Sandy City residents feel it is somewhat important for the city to have a shuttle service for the civic center, which includes the ExpoCenter, SouthTowne Mall, Jordan Commons, Rio Tinto Stadium, and the TRAX station. Two out of five (39%) rate this as very important (a rating of 5, on a scale of 1/not at all important to 5/ very important) and one-quarter (25%) as a 4. On the other side of the scale, one out of six Sandy residents declare a shuttle is unimportant (rating of 1: 10%; rating of 2: 7%). One out of six (17%) say they are ambivalent about the shuttle (rating of 3). Overall, this yields a mean score of 3.80.

When asked, unaided, to define the phrase, “quality of life,” which is part of the Sandy City mission statement, residents overwhelmingly respond with the concept of safety, that is, not having a fear of crime or enjoying a safe, secure environment. Half of all respondents (51%) give this answer, unchanged from 2008 (51%). Indeed, about half of Sandy residents have offered this answer since the question was added to the survey, ranging from 59% in 1997 to 46% in 2006. Other responses are given by 5% or fewer and all responses are listed in Appendix C.

## Sandy City Services

Twenty-seven services provided by Sandy City departments were presented to respondents, who were asked to rate, using a scale of 1/ very dissatisfied to 5/ very satisfied, their level of satisfaction with each. The services are grouped into six areas or departments.

### **Law Enforcement**

Police and animal control services continue to receive high satisfaction ratings from citizens. Two of the four services in this section (police response times and animal control services) attain satisfaction ratings (mean scores) that are equal to or higher than those of any previous year. *Police/ response times*, with a mean score of 3.96, has the highest mean score of the four services, as well as the highest level of satisfaction achieved by any of the law enforcement services throughout the fifteen years of this study. It is 0.05 points higher than the 2008 mean score of 3.91, which was the previous high. *Animal control services* with a mean score of 3.76, shows citizens are equally satisfied with the service as they were in 2006 (3.76, the previous high).

The other services have satisfaction levels very near survey highs attained in previous years. *Police/ crime prevention*, with a mean score of 3.93, is essentially unchanged from the previous high of 3.94 in 2004, but is much higher than the study low of 3.48 in 1995. *Police/ traffic enforcement* (3.62) reaches its second-highest level of satisfaction, just 0.04 points lower than its study high of 3.66 in 1999.

### Emergency Services

Fire Services (4.44) and Emergency Medical Services (4.42) have very high mean scores again in 2009. In fact, they have two of the highest satisfaction levels of all twenty-seven services measured. Only in 2008 did these two services achieve a higher overall levels of satisfaction, 4.50 and 4.48, respectively. Both of these services have been steadily improving in citizen satisfaction since 1995—the initial year this study was conducted

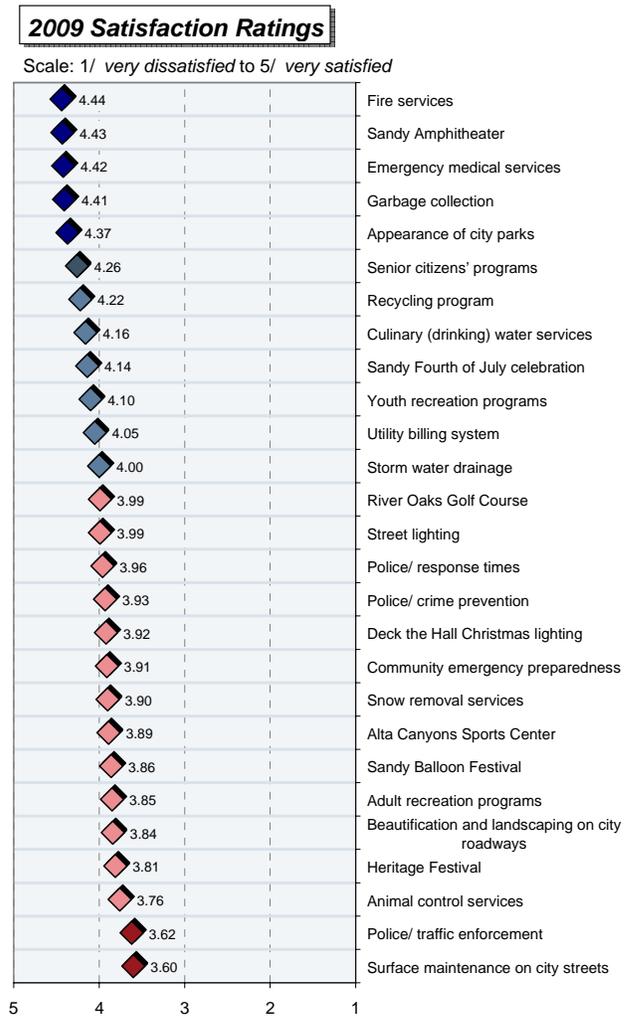
Overall, residents are somewhat satisfied with *community emergency preparedness*, measured for the first time this year (mean score: 3.91).

### Public Works

The Public Works section of the survey covers four services: *garbage collection*, *recycling program*, *snow removal services*, and *surface maintenance on city streets*. Of these, *garbage collection* achieves the highest level of satisfaction (4.41). Indeed, it is the fourth highest of all 27 services measured in the survey. Citizens have always been quite satisfied with garbage collection in Sandy, reaching its peak of 4.42 in 2008 and 2006, and its low of 4.14 in 1996.

Sandy's *recycling program* has its highest level of satisfaction this year (mean score: 4.22), surpassing the previous high of 4.21 in 2006 and far outstripping the low of 3.72 in 1997.

Satisfaction with *snow removal services* has varied substantially. In 2009, the mean score of 3.90 is improved from the two prior years (2008: 3.79 and 2007: 3.73), and just 0.04 points below the highest mean score of 3.94 in 2006. The lowest mean score for this service (3.27) was received in 1997.



Finally, *surface maintenance on city streets*, with a mean score of 3.60, is at its highest level this year, as well. With a few exceptions, this service has enjoyed a nearly-continuous increase in satisfaction each year since 1995, when its mean score was 3.13.

### **Public Utilities**

Satisfaction with all four services considered in this section are trending upward; all but one attains its highest level of citizen satisfaction in 2009. That one, *culinary (drinking) water services*, has a mean score of 4.16, which is essentially unchanged from 4.17 in both 2008 and 2007. This mean score makes it the highest of the group, and, being above 4.00, indicates a high level of satisfaction among residents.

*Utility billing system*, with a mean score of 4.05, has enjoyed an increasing level of satisfaction each year since 2004, and surpassed 4.00 for the first time last year. Residents have significantly greater satisfaction with this service in 2009 than they did in 2000, when the mean score was 3.55.

Another service that has experienced a gradual, consistent increase in satisfaction is *storm water drainage*, with a 2009 mean score of 4.00. With satisfaction at its highest, this represents a notable improvement over the study-low of 3.43 in 1996.

Satisfaction with *street lighting*, first added to the survey in 2004 (with a mean score of 3.93), fell to a study low of 3.80 in 2007 before rebounding to the current (2009) mean score of 3.99, a level that could be interpreted as somewhat satisfied.

### **Community Events**

Five festivals and community events are measured in this section. Three were added to the study last year: *Deck the Hall Christmas Lighting*, *Sandy Balloon Festival*, and *Heritage Festival*. These three have similar levels of satisfaction, slightly below 4.00 on the 5-point scale. The *Sandy Balloon Festival*, at 3.86, and the *Heritage Festival*, at 3.81, have both increased in satisfaction from 2008, when their mean scores were 3.73 and 3.72, respectively. *Deck the Hall Christmas Lighting*, at 3.92, had a minimal decline from 3.97 in 2008.

The *Sandy Amphitheater*, with a mean score of 4.43, has the second-highest level of satisfaction of all services measured. The mean score shows a marked improvement from 2008 (4.23) and 2007 (4.33). The first year that satisfaction with the amphitheater was measured, 2004, it had a mean score of 4.16. Satisfaction has been steadily increasing since that time.

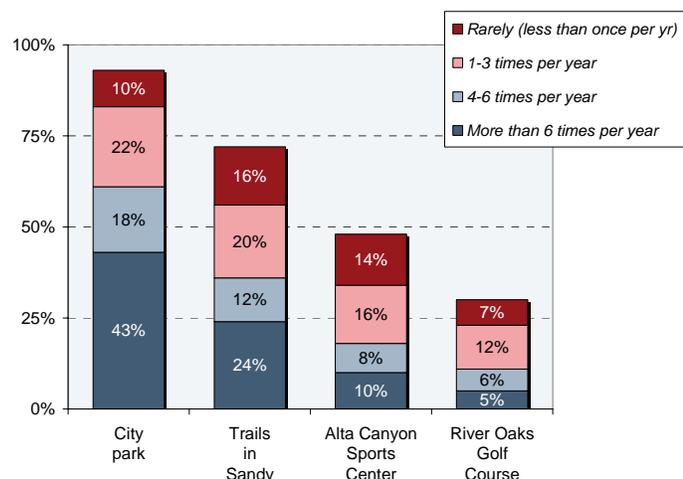
Satisfaction with the *Sandy Fourth of July Celebration* has been tracked since the study began in 1995. In that year, the celebration had a mean score of 3.96. Since then, it has had a low mean score of 3.85 (1996) and a high of 4.23 (2006). The current mean score is 4.14.

**Recreation Programs and Facilities**

Recreation Programs and Facilities covers seven services offered by the city. The *appearance of city parks* (4.37), *senior citizens’ programs* (4.26) and *youth recreation programs* (4.10), all have mean scores above 4.00, showing a high level of satisfaction among residents for these programs. The *appearance of city parks* displays a notable increase in satisfaction this year, moving from a mean score of 4.25 in 2008 to 4.37 in 2009. The previous high mean score was 4.27 in 2006 and 2003. *Senior citizens’ programs* (2009: 4.26) also has a mean score that has improved from 2008, when it was 4.21 and is currently at its highest level. Furthermore, the mean score has substantially from the first mean score of 3.46 in 1996. *Youth recreation programs* is another service offered by the city with which residents are increasingly satisfied. Over the past four surveys, satisfaction has steadily climbed from 3.82 (2004) to the current 4.10, a study high.

Satisfaction with the *River Oaks Golf Course* has been tracked since 2002, with the mean score rising from 3.55 in that year to a high of 4.10 the very next year (2003). The current mean score of 3.99 is down marginally from 4.03 in 2008. Satisfaction with the *Alta Canyon Sports Center* has steadily climbed from 3.62 in 2004—the first year it was tracked—to 3.89 in 2009, its highest level yet. Mean scores for *adult recreation programs* have followed the same upward trend as *youth recreation programs*, but at a lower level. In 1995, satisfaction for *adult recreation* was 3.30—a little above the midpoint of 3.00, compared to 3.75 for *youth recreation*, and it has climbed at nearly the same rate, receiving a 2009 mean score of 3.85, compared to 4.10 for *youth recreation*. Finally, *beautification and landscaping on city roadways* reaches a mean score of 3.84 in 2009. Satisfaction with this service has climbed in recent years, rising from 3.49 in 1995 to return to a near study-high of 3.84. The high was 3.85, received in 2000-2002.

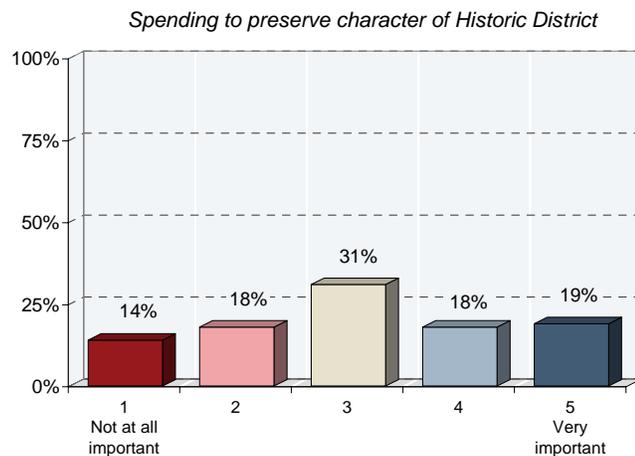
When asked how frequently they (or a household member) used various recreational facilities in the city in the past year, three out of seven (43%) residents say they used a *city park* more than six times. One-quarter (24%) report having used *trails in Sandy* more than six times, one-tenth (10%) say they used the *Alta Canyon Sports Center* more than six times,



and one in twenty (5%) indicate they used *River Oaks Golf Course* more than six times. Residents who report using facilities at least “rarely” (or less than once per year) are shown in this chart. As shown, nearly all Sandy residents, or someone in their household (93%) have used a city park, while five out of seven (72%) report using the trails. Fewer than half (48%) answer that they used Alta Canyon Sports Center, and three of ten (30%) say they used the River Oaks Golf Course.

## Historic District

One in eight residents (13%) say they are very familiar Sandy’s Historic District and another 58% say they are somewhat familiar. Three out of ten (29%) acknowledge they are not at all familiar with the district. All respondents were asked whether they know where the Historic District is located. Three-fourths (74%) answer that they do know, and were able to provide interviewers with approximate descriptions of the boundaries (State Street to 700 East and 8400 South to 9000 South). When asked to rate how important it is to them that the city spends resources to preserve the character of this district, using a one-to-five scale (one means not at all important and five means very important), one in five (19%) says it is very important (rating of 5), and 14% say it is not at all important (rating of 1). A plurality (31%), however, gives ratings in the middle of the scale (rating of 3). The mean score for this question is 3.09, with a fairly equal number of responses falling on either side of the midpoint (3).



## Entertainment in Sandy City

Using a five-point scale (1/ poor to 5/ excellent), residents were asked to rate the entertainment options available in Sandy City, overall. Three out of eight (37%) give the top rating (5/ excellent) and another 42% give a rating of 4. One out of six (17%) rate entertainment options in Sandy as a 3—right in the middle of the scale. Only 3% give a rating of 2 and no respondents answer with a 1 rating. Combined, this yields a mean score of 4.13, essentially, “very good.”

Focusing on the aquarium, a majority of residents indicate that they have a favorable impression, as evidenced by the mean score of 3.99, using a scale of 1/ very unfavorable to 5/ very favorable. Thirty-one percent say they have a very favorable impression (rating of 5) and 36% give a rating of 4. On the other end of the spectrum, just 1% has a very unfavorable impression (rating of 1) and 4% give rating of 2.

When asked how much of an asset to the city they believe the aquarium to be, a plurality (32%) responds that it is a great asset, or a rating of 5 on a scale of 1/ not an asset at all to 5/ a great asset. Four percent rate it a 1. The mean score of 3.78 places it somewhat above the midpoint.

## Interaction with Sandy City

Nearly half of the residents surveyed (47%) say they have contacted a Sandy City office in the past year to seek service, information, or to file a complaint. Of these (n=191), more than half (54%) report that they were very satisfied with the city's response, and an additional 30% say they were somewhat satisfied. One in fourteen (7%) say they are somewhat dissatisfied and one-tenth (10%) of those who contacted the city report they were very dissatisfied. The percentages of those saying they are somewhat or very satisfied has changed significantly in the past four surveys (up 10 percentage points from 75% in 2004 to 84% in 2009), while the percentage that is very dissatisfied (currently 10%) continues to be noticeably lower than it was from 2001-2003 (between 16% and 19%).

Satisfaction with Sandy City employees has been measured each survey since the study began in 1995. Residents were asked to rate their level of satisfaction on a scale of 1/ very dissatisfied to 5/ very satisfied. Satisfaction has improved for both questions: *courtesy of city employees* and *overall work performance of city employees*, going up 0.08 points each from 2008 to 2009 (*courtesy*: 2008: 4.06, 2009: 4.14; *work performance*: 2008: 4.01, 2009: 4.09). Both of these satisfaction ratings are at their highest level in the current study.

For three out of seven (42%) residents, the newsletter remains the preferred source of information about Sandy City, although that percentage has declined from the roughly two-thirds who preferred it from 1995 through 2004. Since that time, two other sources have increased in popularity, namely, *insert in municipal bill* (2009: 12%, up from 4% in 2006); and *email* (2009: 9%, up from 4% in 2004). Other methods remain statistically unchanged, although *newspaper* is the preferred source for more than one in five (22%).

Interestingly, preference for the Sandy City Website as an information source for city information has not increased since that option was added to the question in 2001—it is currently the preferred source for 6%—although use of the medium as a general information source has

increased dramatically in that time. Indeed, nearly half of 2009 respondents (48%) answer that they have accessed the city's Website, which is up from 2008 (39%) and every preceding survey in which it was asked. When those who had accessed the Website (n=196) were requested to rate its usefulness, 37% say it is very useful, 56% say it is somewhat useful, and one in twenty (5%) answer it is not useful.

All respondents were asked to offer the information or services they would most like to see offered on the Website. Four of nine (44%) say they don't know, but other top responses include: *upcoming events* (20%), *recreation programs/ park reservations* (4%), *city services/ available services* (3%), and *contact numbers* (3%).

Residents were offered a chance at the end of the survey to voice any suggestions, comments, or questions to city management. As in prior years, a plurality (40%) says they don't know. Other top comments include: *keep up the good work* (9%), *listen to people* (6%), *work on roads/ keep working on roads* (6%), and *get information to public/ communicate* (5%). Twenty other grouped comments are offered by fewer than 5% each. These are detailed in the Questionnaire with Results document in Appendix A, and all verbatim comments are presented in Appendix C.

## Sandy City Study At-a-Glance

	<u>1995</u>	...	<u>2000</u>	...	<u>2008</u>	<u>2009</u>
Rate Sandy City today compared to five years ago						
Much better .....	10%		17%		15%	10%
Somewhat better .....	23%		33%		28%	31%
Perception of Sandy City property taxes compared to other cities in Salt Lake County						
Somewhat or much higher .....	--		--		41%	40%
Somewhat or much lower .....	--		--		6%	10%
Major improvement in the past five years (Top responses)						
Don't know .....	31%		14%		22%	20%
Road improvement/ streets .....	11%		13%		18%	20%
Shopping/ business growth .....	22%		21%		18%	14%
Soccer stadium .....	--		--		5%	7%
None/ no change/ no improvements .....	7%		5%		5%	4%
Parks/ more parks/ recreation .....	3%		5%		6%	3%
Major improvement you would like to see in the next five year (Top responses)						
Don't know .....	13%		22%		24%	25%
Better traffic control .....	15%		11%		7%	9%
Road improvement .....	29%		14%		9%	7%
Lower taxes .....	3%		8%		4%	6%
Recreation/ pool/ parks/ open space .....	6%		7%		6%	5%
Miscellaneous city council/ government issues .....	--		2%		3%	5%
Empty retail spaces/ vacancy .....	--		--		2%	4%
Most important issue facing Sandy City today (Top responses)						
Don't know/ nothing .....	16%		20%		19%	14%
Growth/ increased population .....	42%		30%		16%	16%
Taxes/ high taxes .....	1%		5%		4%	11%
Budget issues/ finance .....	--		--		7%	9%
Crime/ gangs/ drugs .....	13%		11%		3%	8%
Schools/ education .....	4%		11%		9%	6%
Economic problems .....	--		--		8%	5%
What makes a good "quality of life" for you and your family? (Top responses)						
Safety/ no fear of crime/ safe secure environment .....	--		50%		51%	51%
Don't know .....	--		11%		6%	5%
Clean/ well kept-up/ aesthetically pleasing .....	--		4%		3%	5%
It is good now .....	--		1%		6%	4%
Good neighbors/ friendly/ care for each other .....	--		5%		2%	4%
Do you agree or disagree with the following? (Mean scores shown. <i>Scale: 1/ strongly agree, 2/ somewhat agree, 3/ somewhat disagree, and 4/ strongly disagree. A lower mean score indicates stronger agreement.</i> )						
Sandy is a good place to live .....	1.34		1.26		1.22	1.20
Overall, I feel safe living in Sandy and my neighborhood .....	1.53		1.34		1.35	1.22
I take pride in telling others that I live in Sandy .....	--		--		1.39	1.33
I know how to inform the city about the way I feel on important issues .....	2.24		2.08		2.11	1.95
Before the city makes major decisions, citizens opinions are considered .....	2.39		2.00		2.50	2.06
Suggestions, comments, or questions (Top responses)						
Don't know .....	46%		40%		42%	40%
Keep up good work .....	6%		16%		8%	9%
Listen to people .....	7%		5%		6%	6%
Work on roads/ keep working on roads .....	3%		2%		2%	6%
Get information to public/ communicate .....	--		2%		3%	5%

	<u>1995</u>	...	<u>2000</u>	...	<u>2008</u>	<u>2009</u>
Please rate Sandy City services (Mean scores shown. <i>Scale: 1/ Very dissatisfied to 5/ Very satisfied</i> )						
<b>Law Enforcement</b>						
Police/ response times .....	3.55	.....	3.73	.....	3.91	..... 3.96
Police/ crime prevention .....	3.48	.....	3.84	.....	3.86	..... 3.93
Animal control services.....	--	.....	--	.....	3.71	..... 3.76
Police/ traffic enforcement.....	3.41	.....	3.53	.....	3.57	..... 3.62
<b>Emergency Services</b>						
Fire services .....	4.17	.....	4.21	.....	4.50	..... 4.44
Emergency medical services.....	4.05	.....	4.23	.....	4.48	..... 4.42
Community emergency preparedness .....	--	.....	--	.....	--	..... 3.91
<b>Public Works</b>						
Garbage collection.....	4.28	.....	4.17	.....	4.42	..... 4.41
Recycling program.....	3.96	.....	3.98	.....	4.14	..... 4.22
Snow removal services.....	3.71	.....	3.46	.....	3.79	..... 3.90
Surface maintenance on city streets .....	3.13	.....	3.39	.....	3.55	..... 3.60
<b>Public Utilities</b>						
Culinary (drinking) water services .....	3.80	.....	3.80	.....	4.17	..... 4.16
Utility billing system .....	3.86	.....	3.55	.....	4.00	..... 4.05
Storm water drainage .....	3.54	.....	3.61	.....	3.97	..... 4.00
Street lighting.....	--	.....	--	.....	3.85	..... 3.99
<b>Community Events</b>						
Sandy Amphitheater .....	--	.....	--	.....	4.23	..... 4.43
Sandy Fourth of July celebration .....	3.96	.....	4.05	.....	4.12	..... 4.14
Deck the Hall Christmas Lighting .....	--	.....	--	.....	3.97	..... 3.92
Sandy Balloon Festival .....	--	.....	--	.....	3.73	..... 3.86
Heritage Festival.....	--	.....	--	.....	3.72	..... 3.81
<b>Recreation Programs and Facilities</b>						
Appearance of city parks .....	4.13	.....	4.15	.....	4.25	..... 4.37
Senior citizens' programs .....	--	.....	3.99	.....	4.21	..... 4.26
Youth recreation programs.....	3.75	.....	3.75	.....	4.08	..... 4.10
River Oaks Golf Course.....	--	.....	--	.....	4.03	..... 3.99
Alta Canyons Sports Center.....	--	.....	--	.....	3.85	..... 3.89
Adult recreation programs .....	3.30	.....	3.52	.....	3.65	..... 3.85
Beautification and landscaping on city roadways.....	3.49	.....	3.85	.....	3.72	..... 3.84
<b>Sandy City Employees</b>						
Courtesy of city employees .....	3.65	.....	3.89	.....	4.06	..... 4.14
Overall work performance of city employees .....	3.62	.....	3.84	.....	4.01	..... 4.09
<b>Familiarity with the Historic District in Sandy</b>						
Very familiar .....	--	.....	--	.....	--	..... 13%
Somewhat familiar .....	--	.....	--	.....	--	..... 58%
Not at all familiar.....	--	.....	--	.....	--	..... 29%
Know the approximate boundary of Historic District .....	--	.....	--	.....	--	..... 74%
<b>Importance of preserving Historic District</b>						
(Mean score shown. <i>Scale: 1/ Not at all important to 5/ Very important</i> ).....	--	.....	--	.....	--	..... 3.09

	<u>1995</u>	...	<u>2000</u>	...	<u>2008</u>	<u>2009</u>
Rate entertainment options in Sandy (Mean score shown. Scale: 1/ Poor to 5/ Excellent) .....	--		--		--	4.13
Rate the aquarium (Mean scores shown. Scale: 1/ Very unfavorable to 5/ Very favorable) .....	--		--		--	3.99
How much of an asset is the aquarium? (Mean score shown. Scale: 1/ Not an asset at all to 5/ Great asset) .....	--		--		--	3.78
Importance of having a Civic Center area shuttle (Mean score shown. Scale: 1/ Not at all important to 5/ Very important) .....	--		--		--	3.80
Biggest concern in your neighborhood						
Don't know .....	--		--		--	22%
Crime/ vandals/ theft/ break-ins .....	--		--		--	18%
Traffic .....	--		--		--	7%
Taking care of property/ homes .....	--		--		--	7%
Speeding .....	--		--		--	6%
Sandy City offices						
Have contacted any Sandy City office in the past year .....	49%		45%		49%	47%
IF YES: Generally very satisfied with the city's response .....	49%		45%		50%	54%
IF YES: Generally very dissatisfied with the city's response .....	16%		14%		12%	10%
Preferred source for information about Sandy City (Top responses)						
Newsletter .....	68%		67%		41%	42%
Newspaper .....	11%		16%		24%	22%
Insert in municipal bill .....	--		--		11%	12%
Email .....	--		--		8%	9%

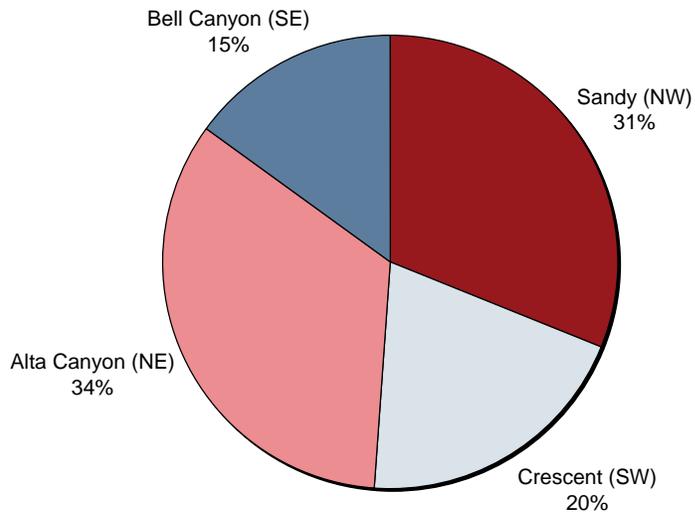
	<u>1997</u>	...	<u>2002</u>	...	<u>2008</u>	<u>2009</u>
Sandy City Website						
Have logged on the Sandy City Home Page on the Internet .....	4%		17%		39%	48%
IF YES: Rate Sandy City Home Page as very useful .....	21%		25%		37%	37%
Would like to see offered on website						
Don't know .....	--		--		--	44%
Upcoming events .....	--		--		--	20%
Recreation programs/ park reservations .....	--		--		--	4%
City services/ available services .....	--		--		--	3%
Contact numbers .....	--		--		--	3%

# Questions, Charts, and Significant Findings

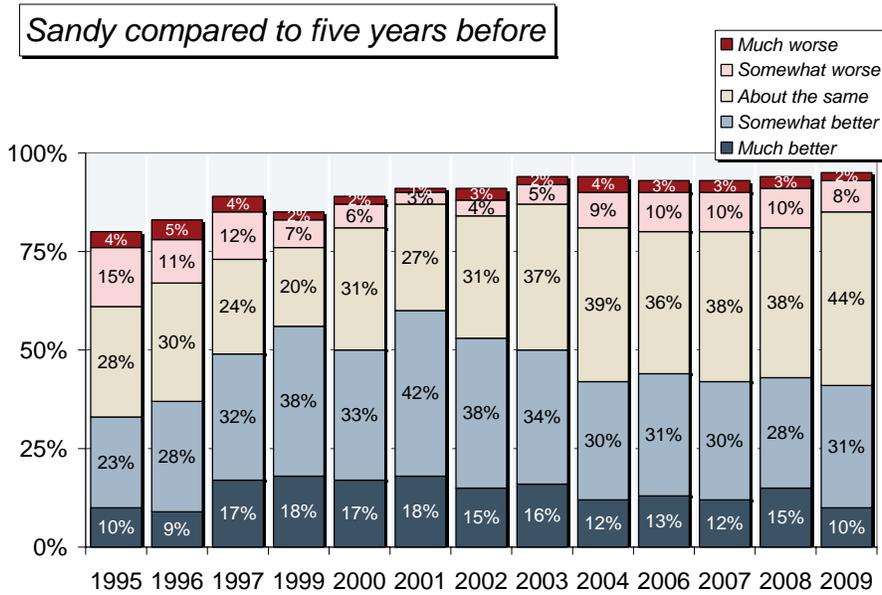
**Question 1:** First of all, I need to verify that you are a resident of Sandy City.

Yes 100%

**Question 2:** City quadrant: (Weighted—coded from sample)

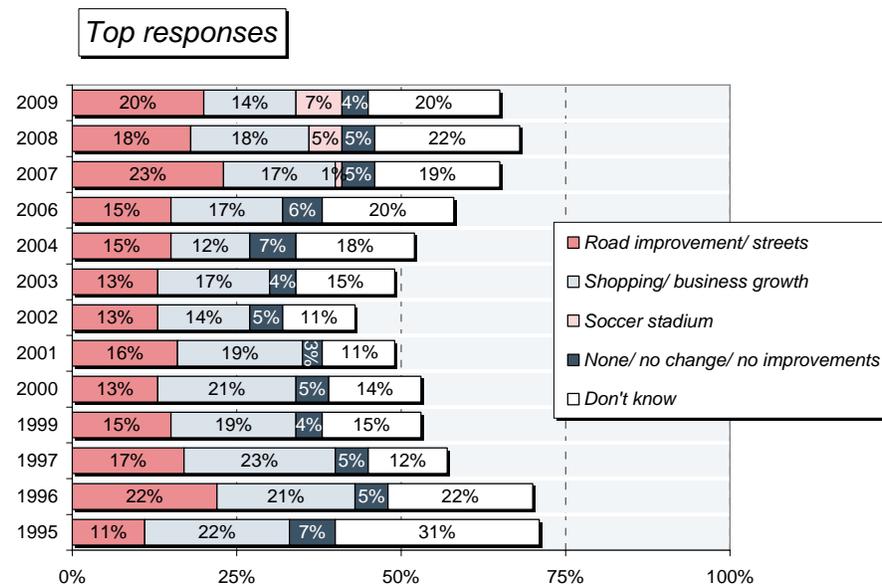


**Question 3: How would you rate Sandy City today compared to five years ago? Would you say it is (READ OPTIONS)..?**

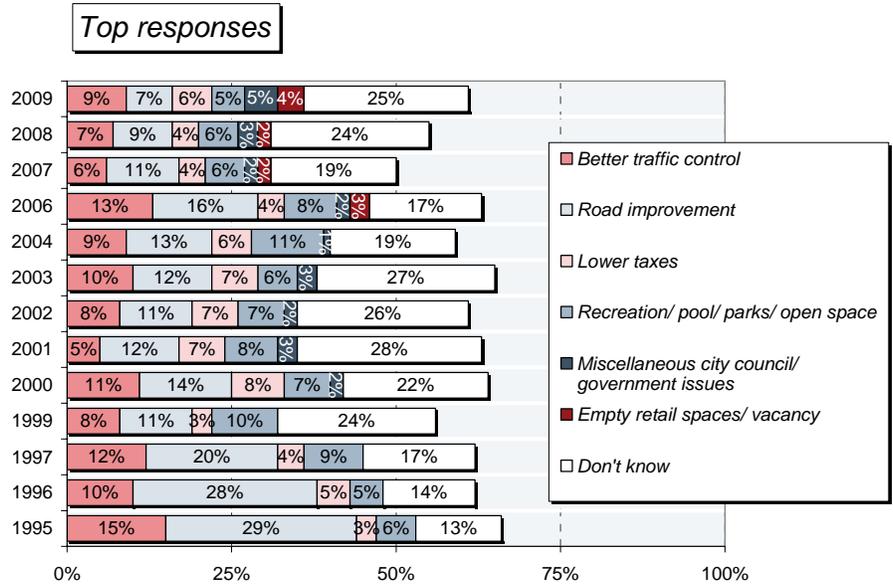


- ✓ Crescent (SW) quadrant residents are more likely to say Sandy is somewhat better today.
- ✓ Bell Canyon (SE) quadrant residents are more likely to say Sandy is somewhat worse today.

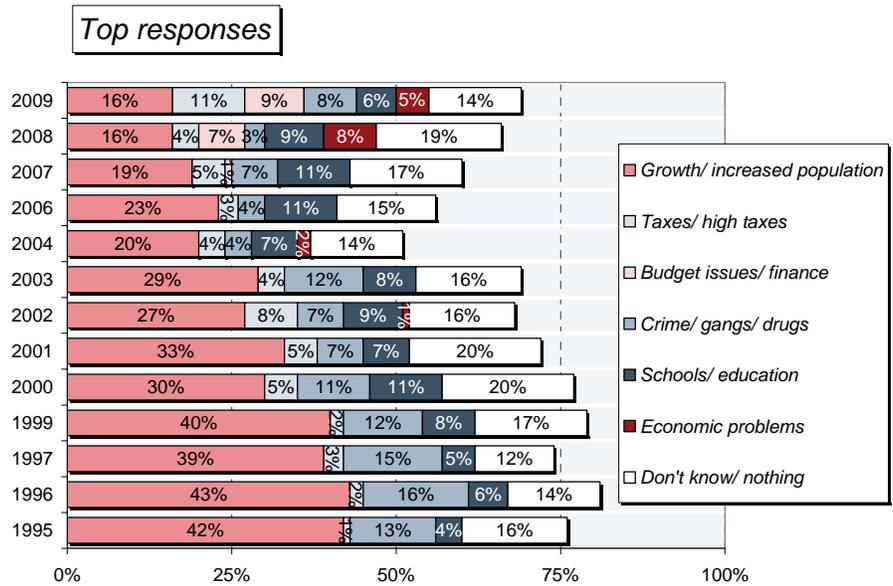
**Question 4: What is the major improvement, if any, that you have seen occur in Sandy City over the past five years? (UNAIDED)**



**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)**



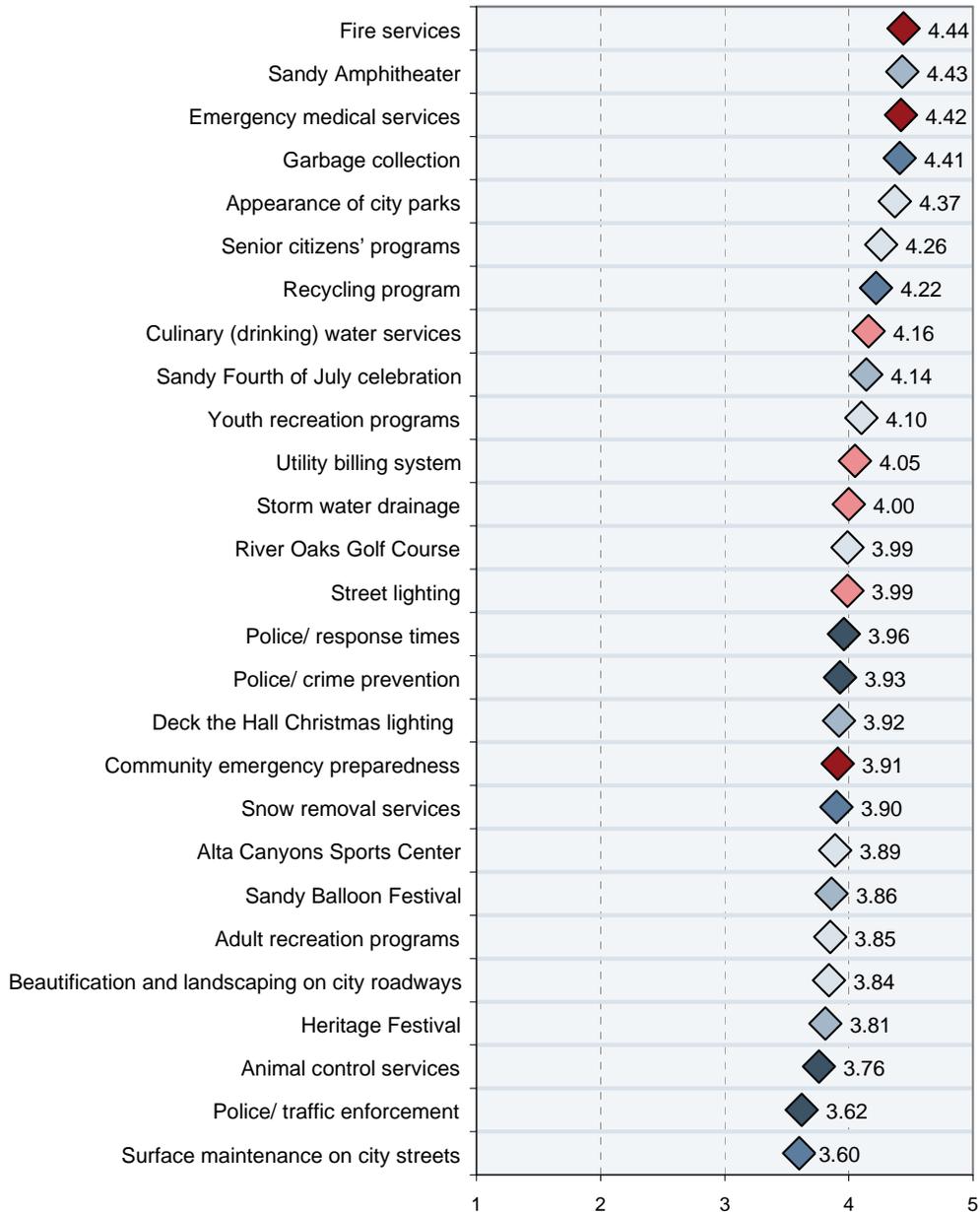
**Question 6-7. What would you consider to be the most important issue facing Sandy City today? What other important issues are facing Sandy City? (First issue mentioned listed below) (UNAIDED)**



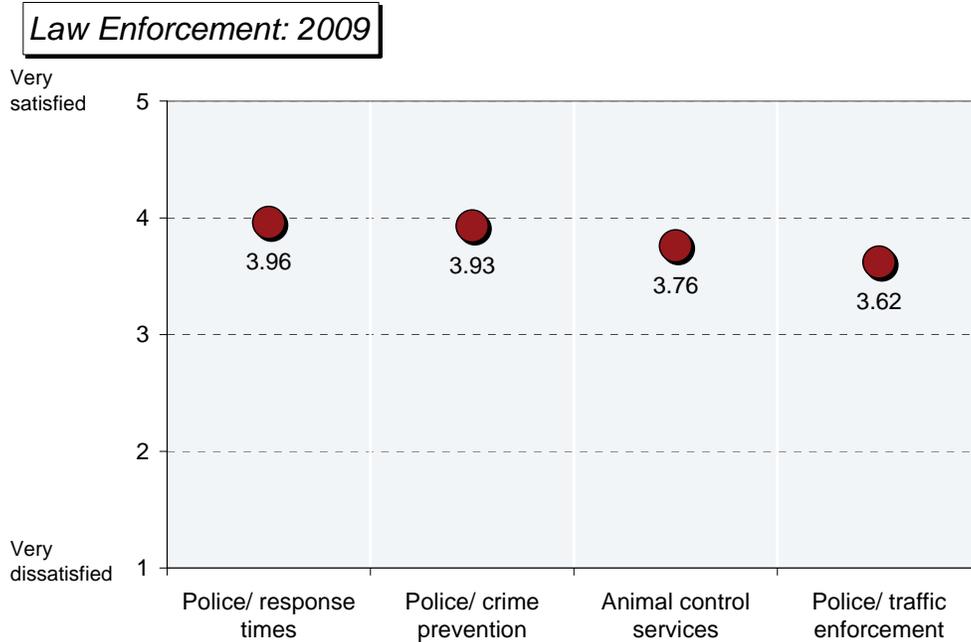
**Questions 8-48: Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*.  
(Synopsis of mean scores shown)**

**2009 Satisfaction Ratings**

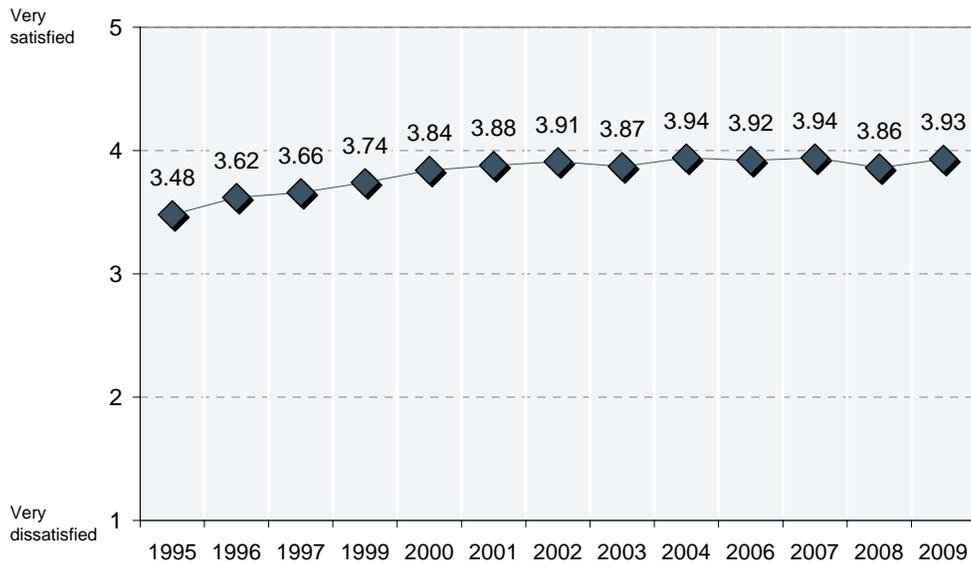
Scale: 1/ *very dissatisfied* to 5/ *very satisfied*



**Questions 8-11:** Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. The first set of questions is regarding LAW ENFORCEMENT... (Mean scores shown)



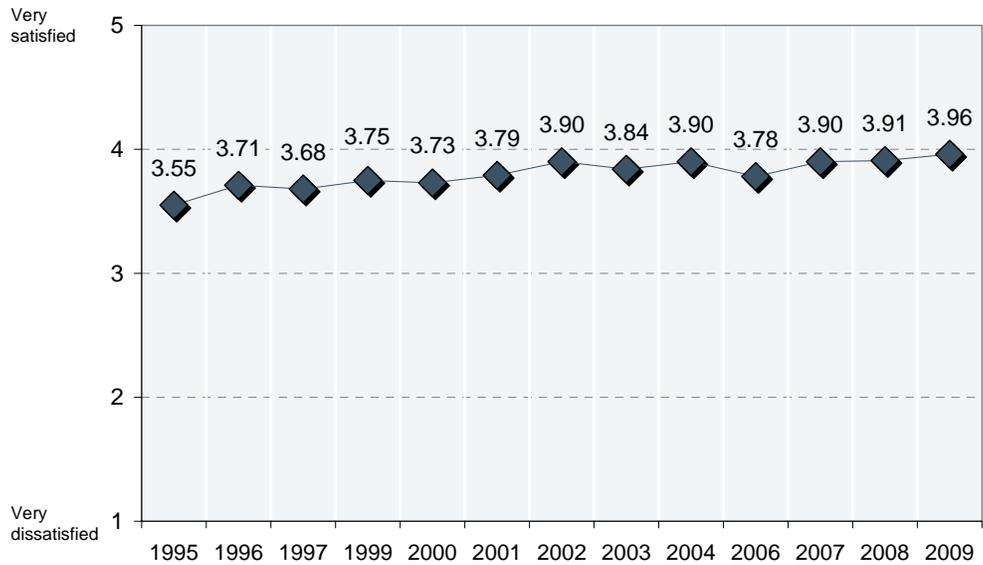
**Question 8: Police/ crime prevention**



✓ Respondents who *do not* have children age 8-11 are more likely to say they are very satisfied with police/ crime prevention.

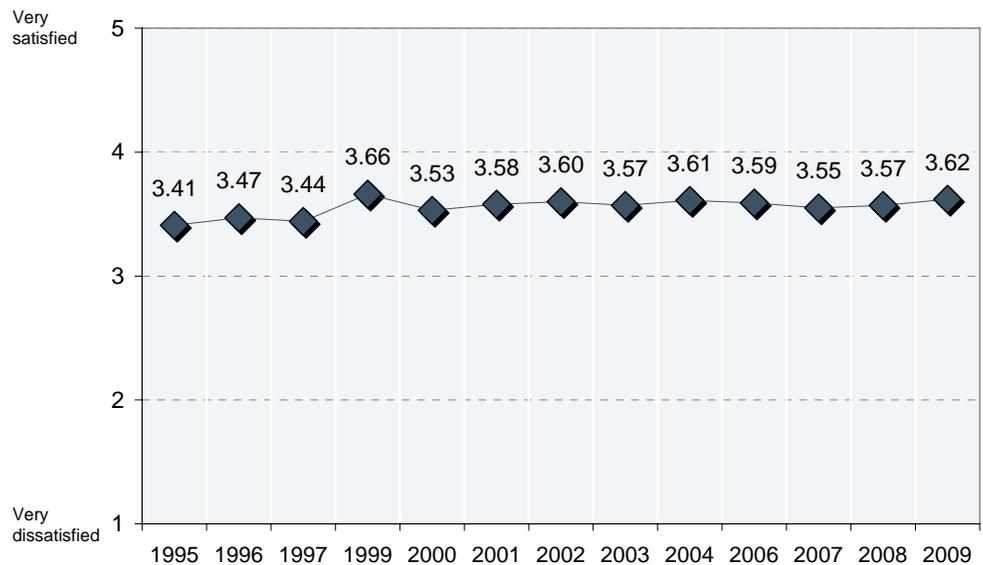
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 9: Police/ response times**



- ✓ Females, residents age 65 and older, and residents who *do not* have children age 12-15 are more likely to say they are very satisfied with police response times.

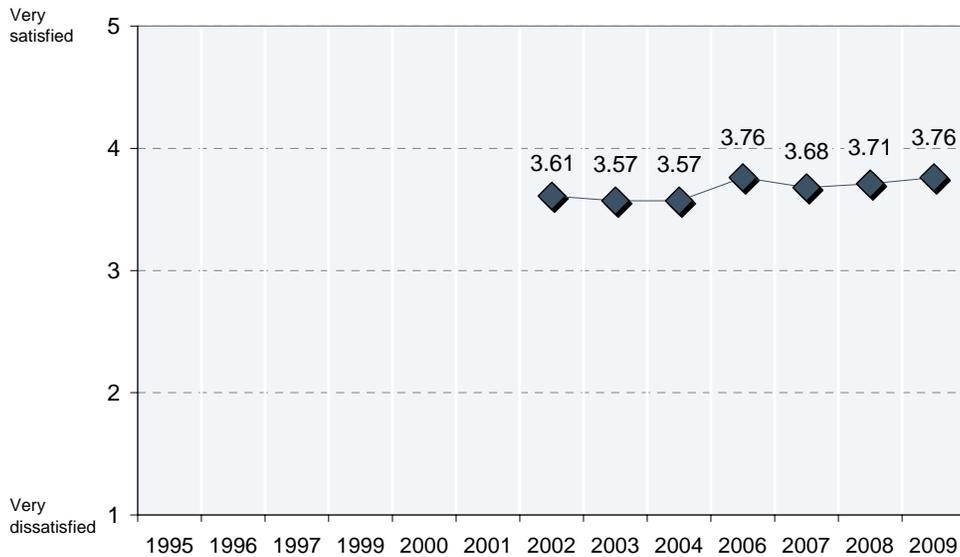
**Question 10: Police/ traffic enforcement**



- ✓ Females and residents with lower educational attainment (as education level decreases, likelihood increases) are more likely to say they are very satisfied with traffic enforcement.

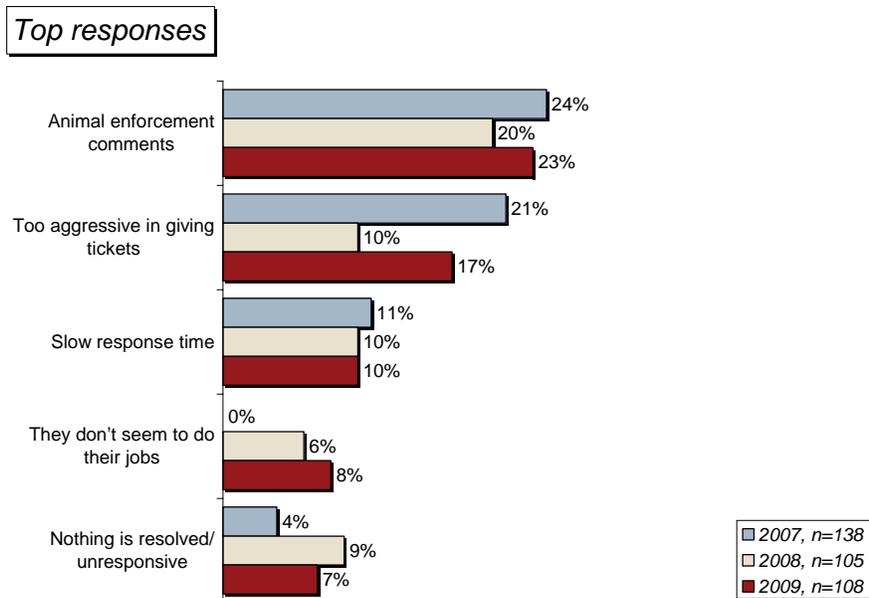
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 11: Animal control services**



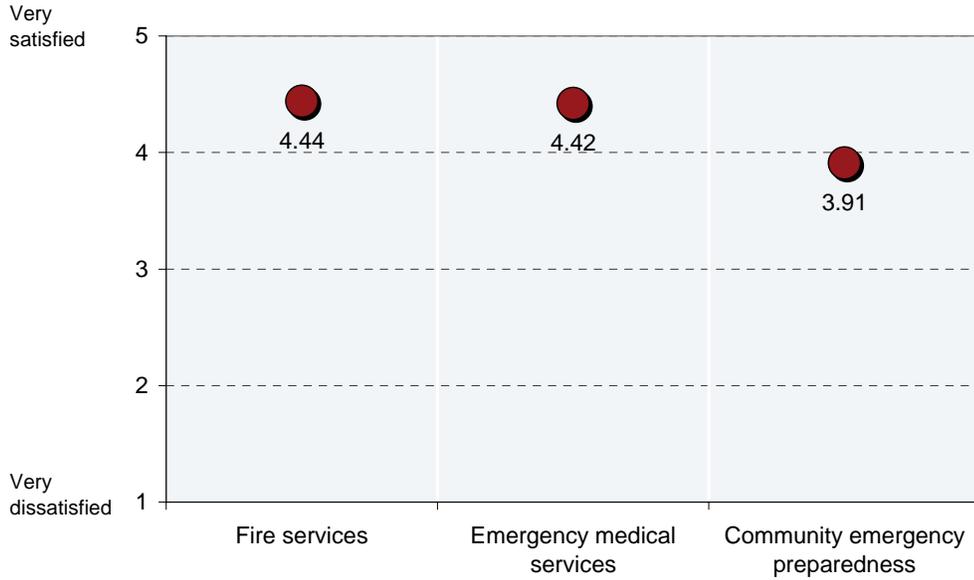
✓ Females are more likely to say they are very satisfied with animal control services.

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

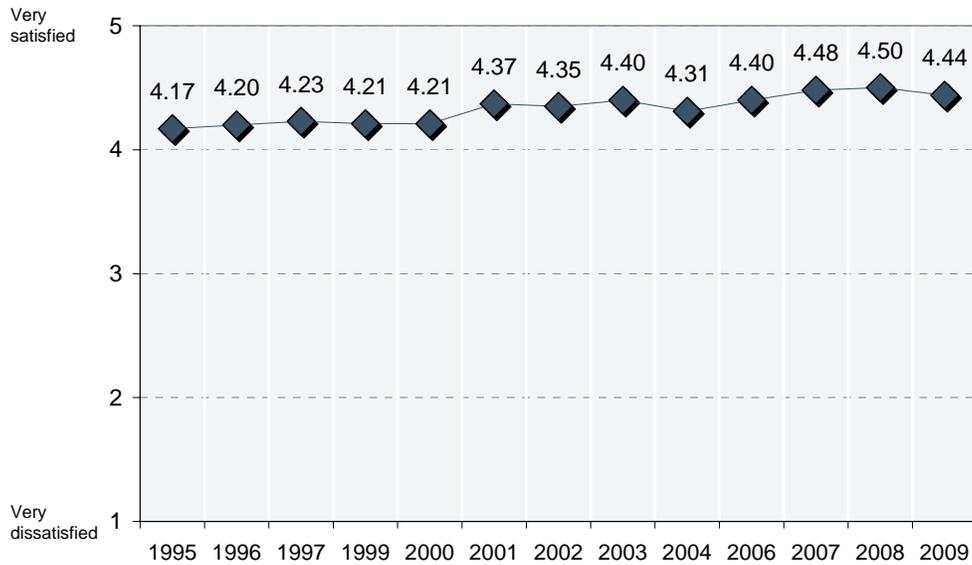


**Question 13-15:** Now about **EMERGENCY SERVICES**... Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)

**Emergency Services: 2009**

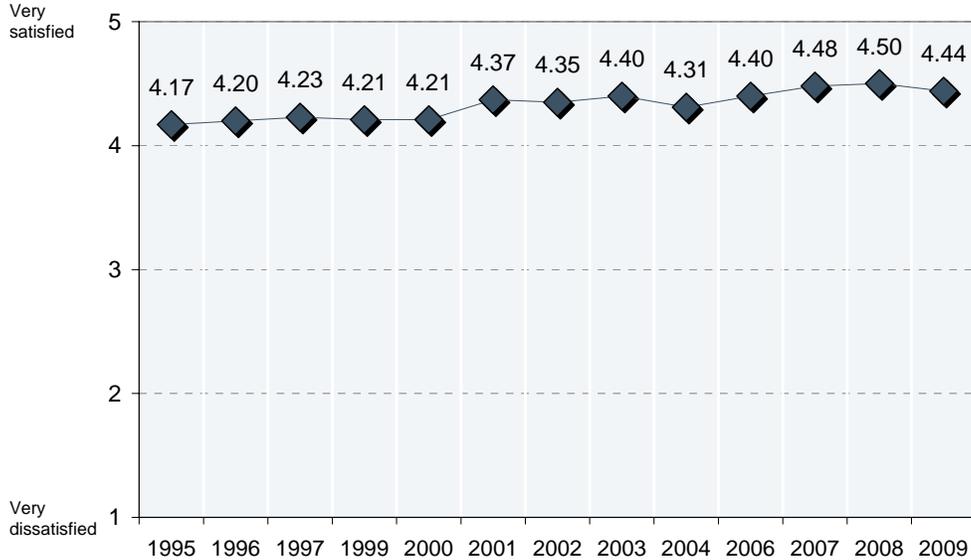


**Question 13:** Fire services

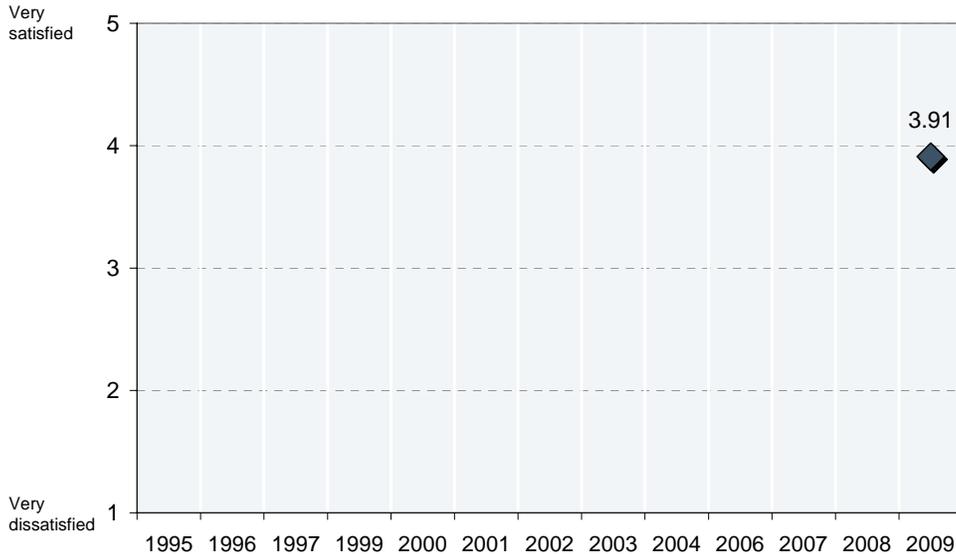


(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 14: Emergency medical services**



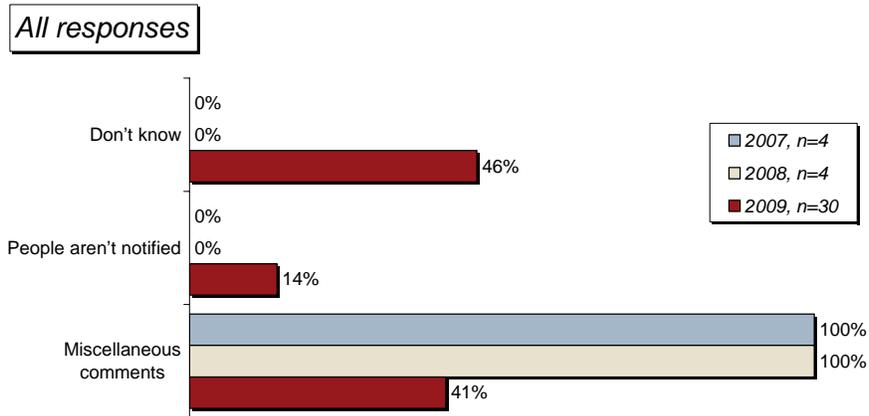
**Question 15: Community emergency preparedness, like first aid classes, CERT\*, and school programs**



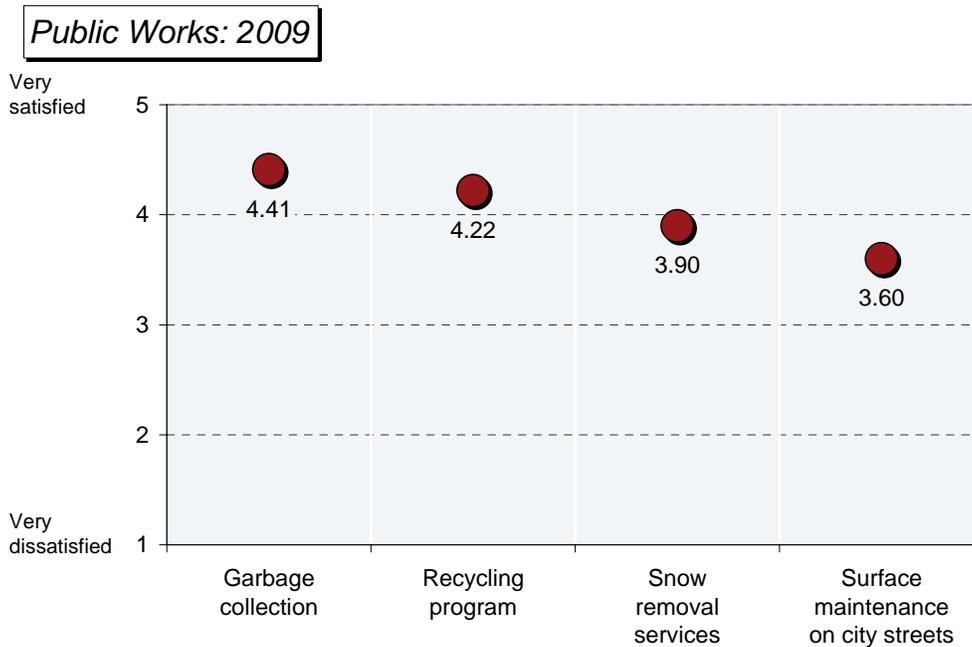
- ✓ Residents who have lived in Sandy for 21 years or longer, those who have fewer people in their household (as number in household decreases, likelihood increases), and those who do not have children under age 18 living at home are more likely to say they are very satisfied with community emergency preparedness.

(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 16:** (IF 1 OR 2 ON ANY EMERGENCY SERVICES) Why do you give \_\_\_\_\_ this rating? (UNAIDED)

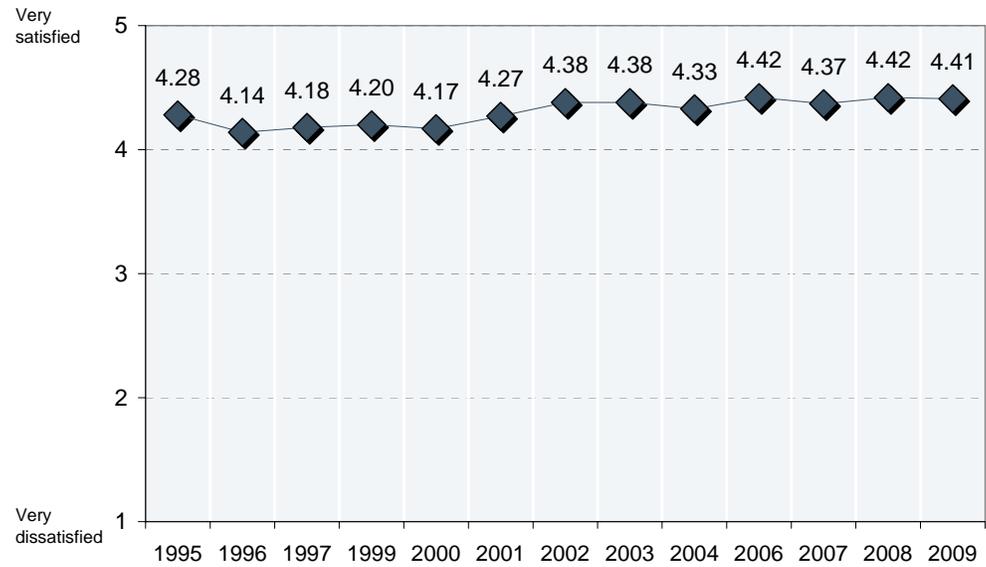


**Questions 17-20:** The next ratings are regarding Sandy's **PUBLIC WORKS**. Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)



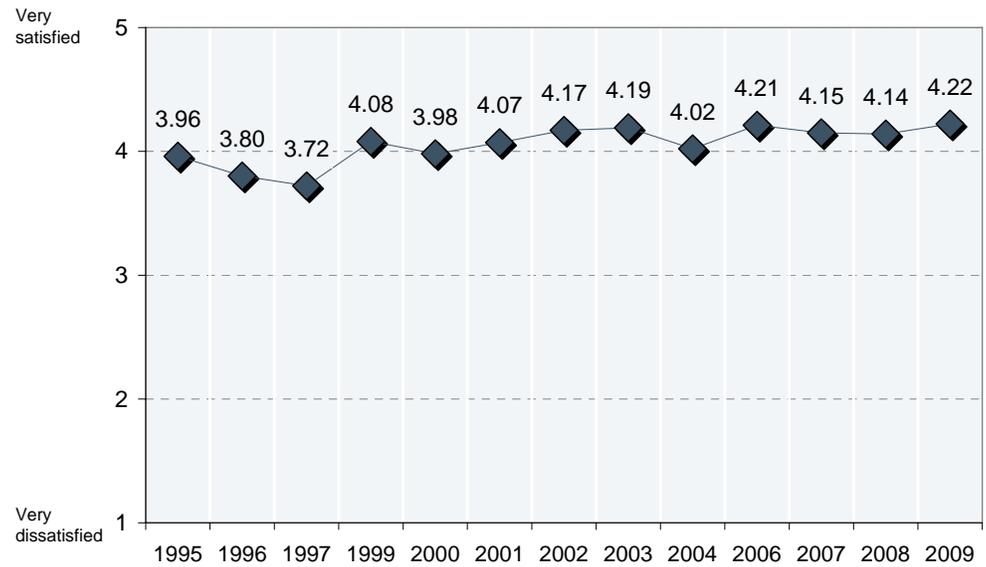
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 17: Garbage collection**



✓ Females are more likely to say they are very satisfied with garbage collection.

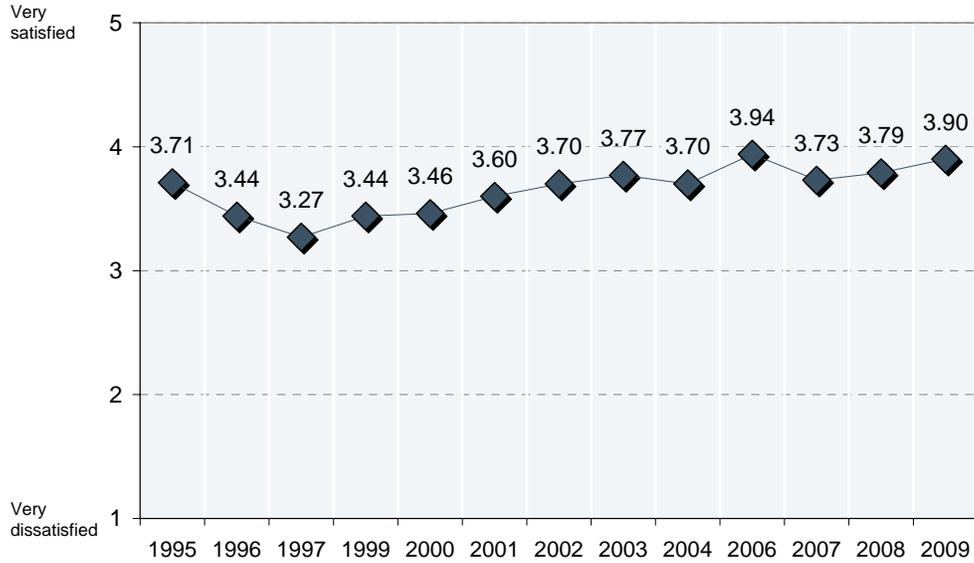
**Question 18: Recycling program**



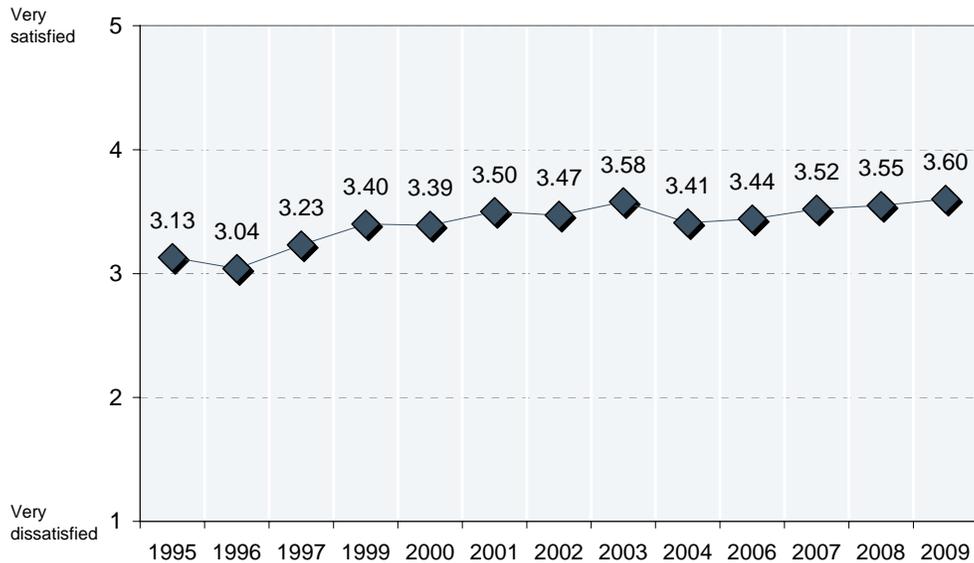
✓ Females are more likely to say they are very satisfied with the recycling program.

(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 19: Snow removal services**

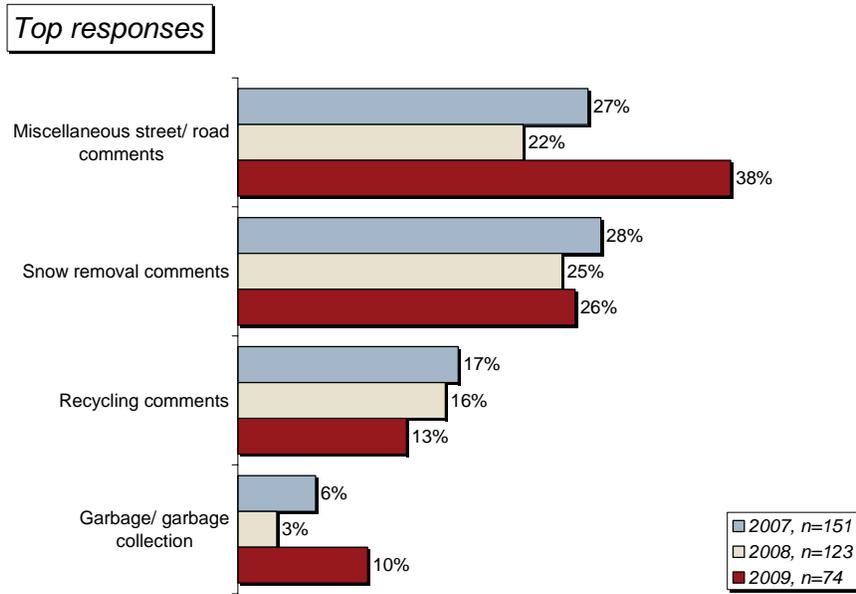


**Question 20: Surface maintenance on city streets**

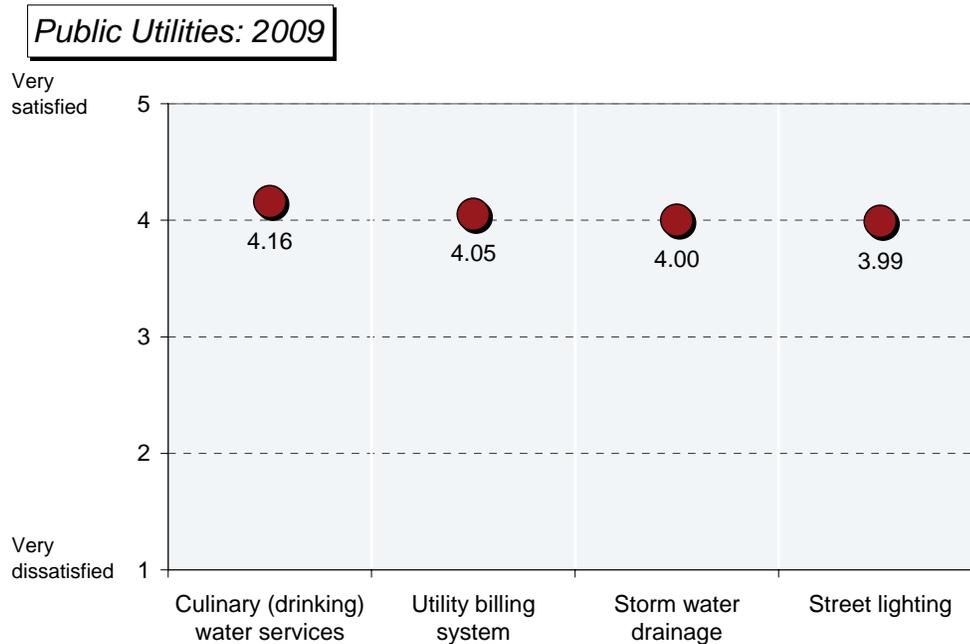


- ✓ Residents age 35-54, those whose educational attainment is some college or technical school, and residents who have children age 16-18 at home are more likely to give lower ratings (1 to 3) to surface maintenance.

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

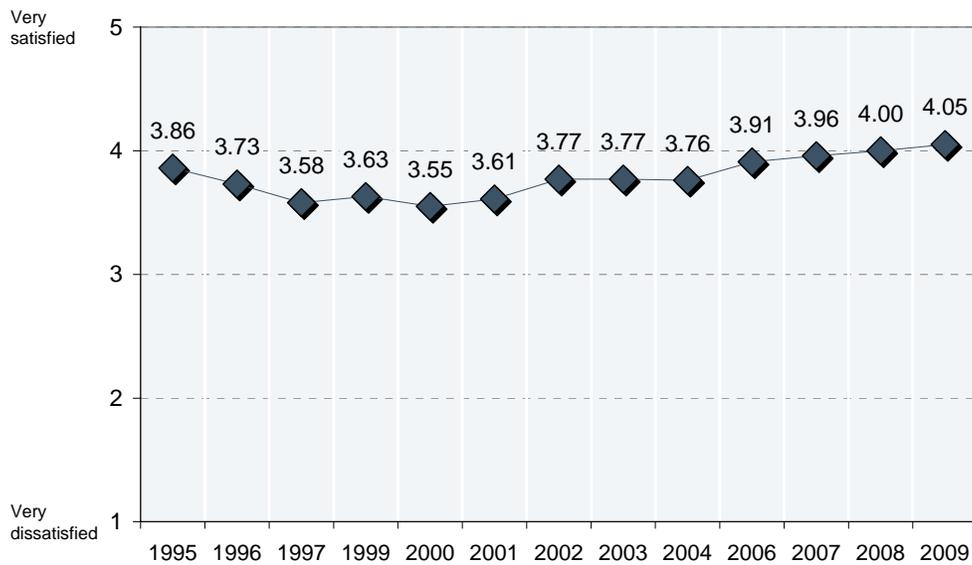


**Questions 22-25: Now regarding the PUBLIC UTILITIES DEPARTMENT. Please rate the following Sandy services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)**



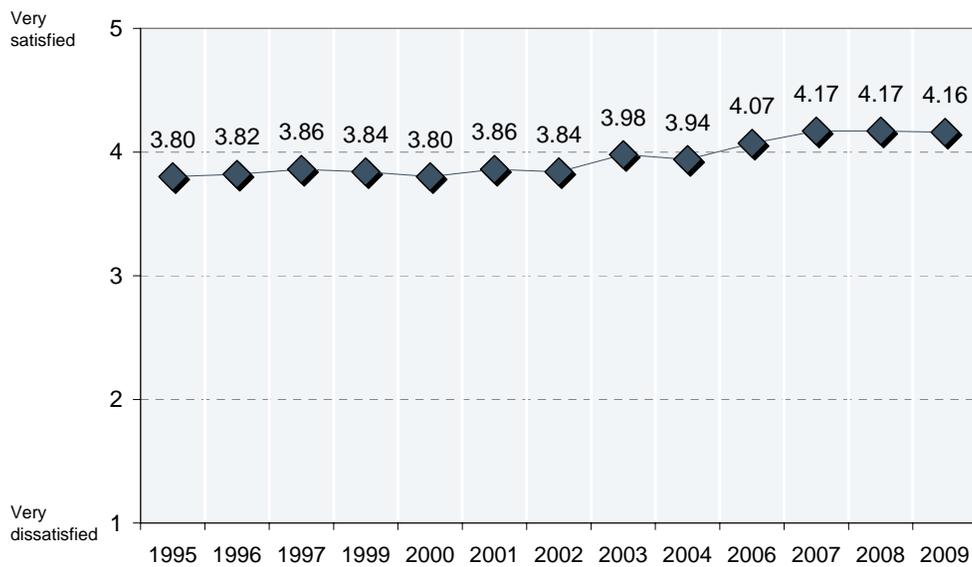
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 22: Utility billing system**



- ✓ Residents who have lived in Sandy 11-20 years are more likely to give lower ratings (1 to 3) to utility billing system.
- ✓ Residents who have lived in Sandy 21 years or more, those who have two people in their household, and those who *do not* have children age 18 or younger at home are more likely to say they are very satisfied (rating of 5) with utility billing system.

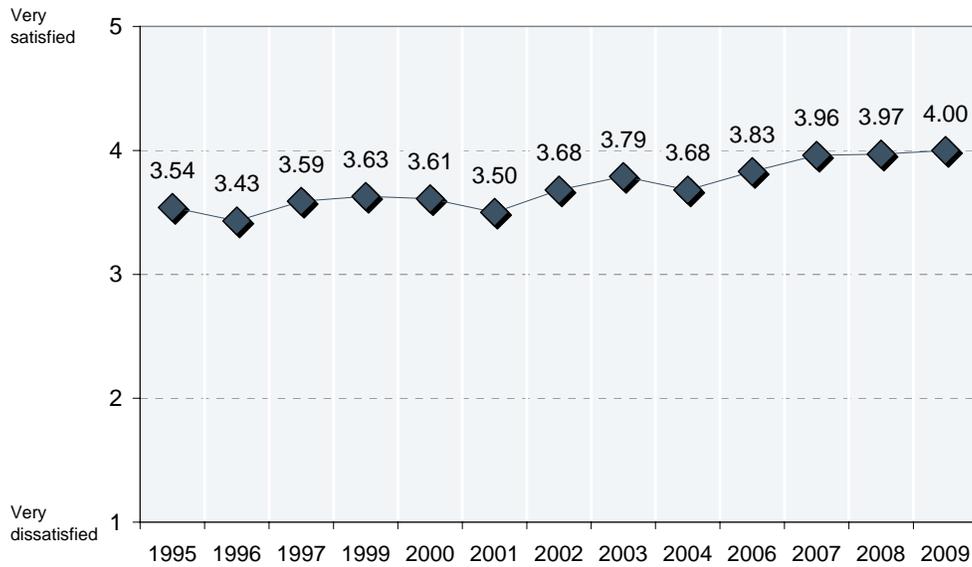
**Question 23: Culinary (drinking) water services**



- ✓ Residents who have two or three people in their household are more likely to say they are very satisfied (rating of 5) with culinary water services.

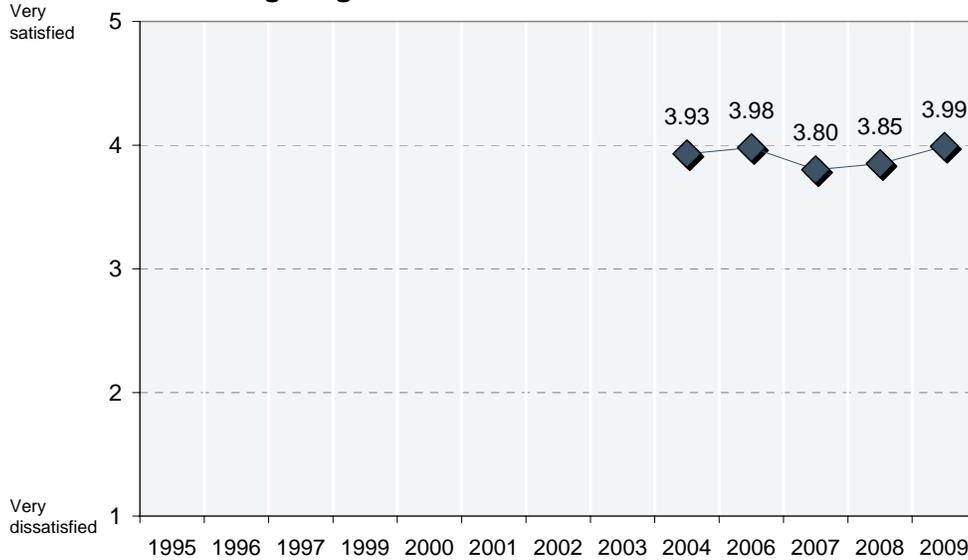
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 24: Storm water drainage**



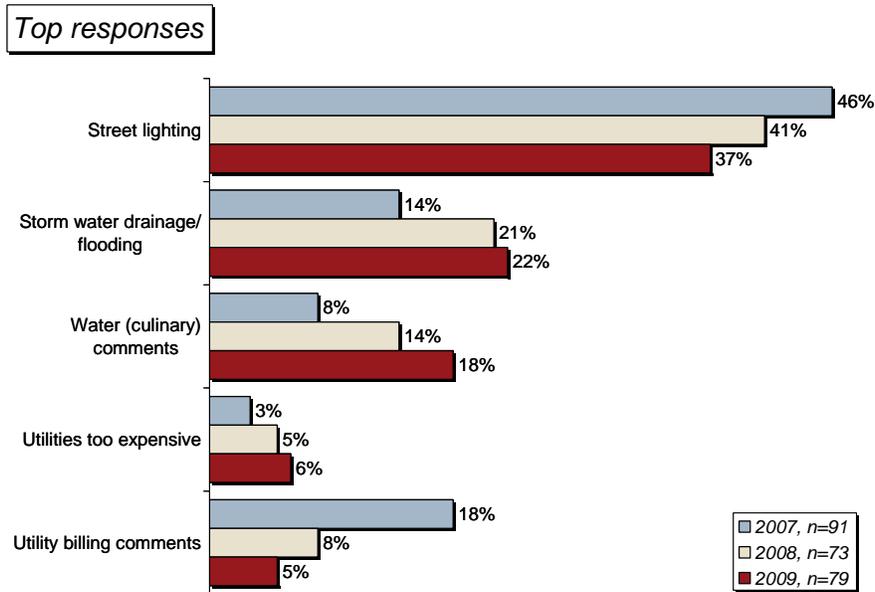
- ✓ Males, residents who have lived in Sandy 21 years or longer, and those who *do not* have children age 8-11 living at home are more likely to give a rating of 5 to storm water drainage.

**Question 25: Street lighting**

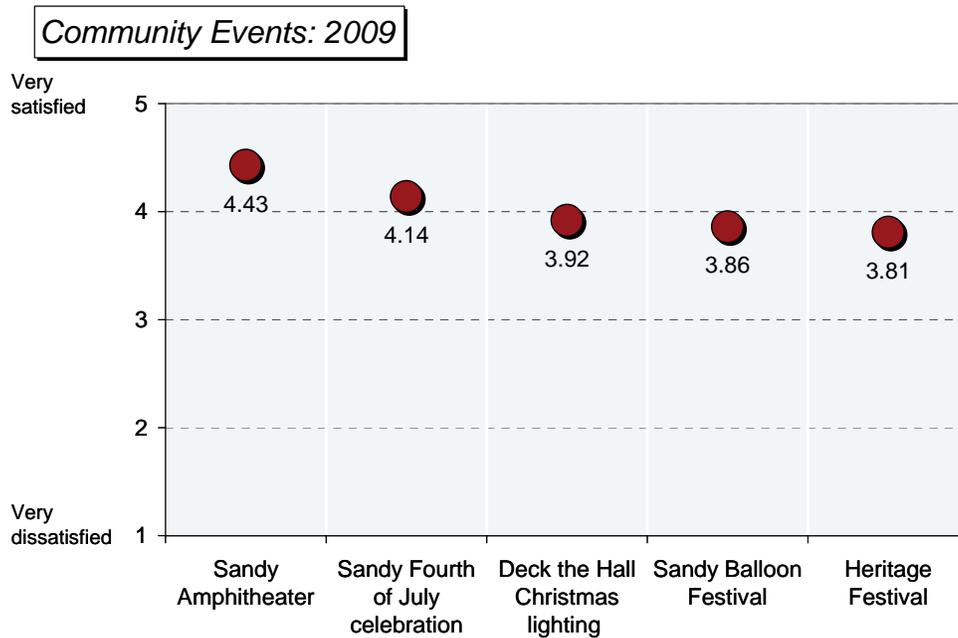


- ✓ Older residents (as age increases, likelihood increases), residents with lower educational attainment (as education level decreases, likelihood increases), residents who have lived in Sandy for a longer time (as length of residency increases, likelihood increases), residents with one person in their household, and those with annual household income below \$40,000 are more likely to say they are very satisfied with street lighting.

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

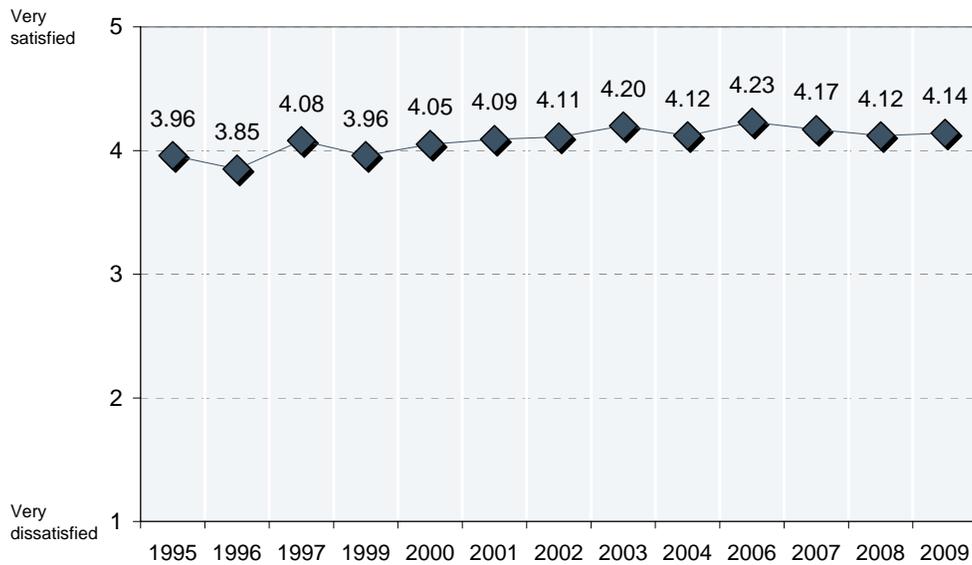


**Questions 27-31:** Using the same 1-5 scale, please rate the following **COMMUNITY EVENTS**. One means *very dissatisfied* and five meaning *very satisfied*. (Mean scores shown)



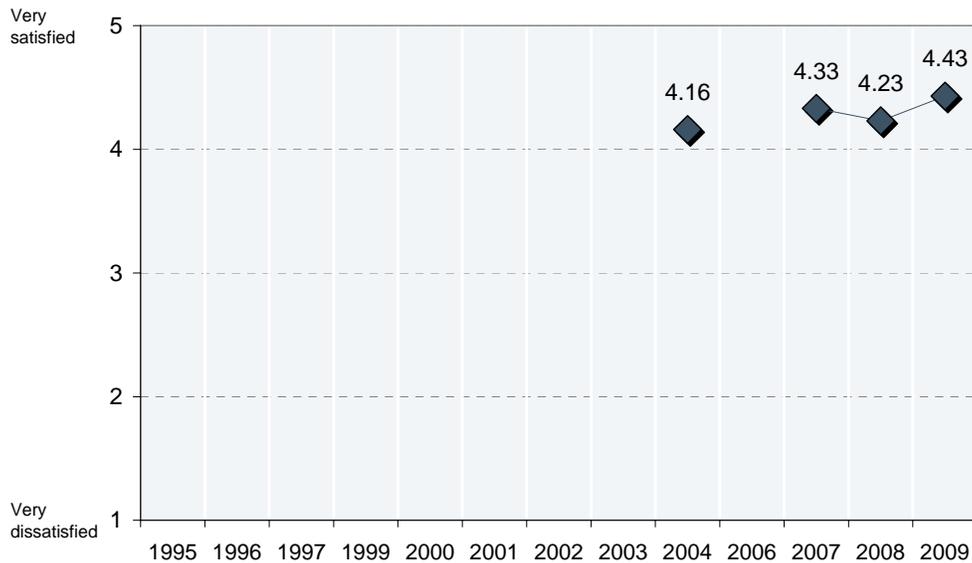
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 27: Sandy Fourth of July celebration**



- ✓ Females and those with lower educational attainment (as education level decreases, likelihood increases) are more likely to give a rating of 5 to the Fourth of July celebration.

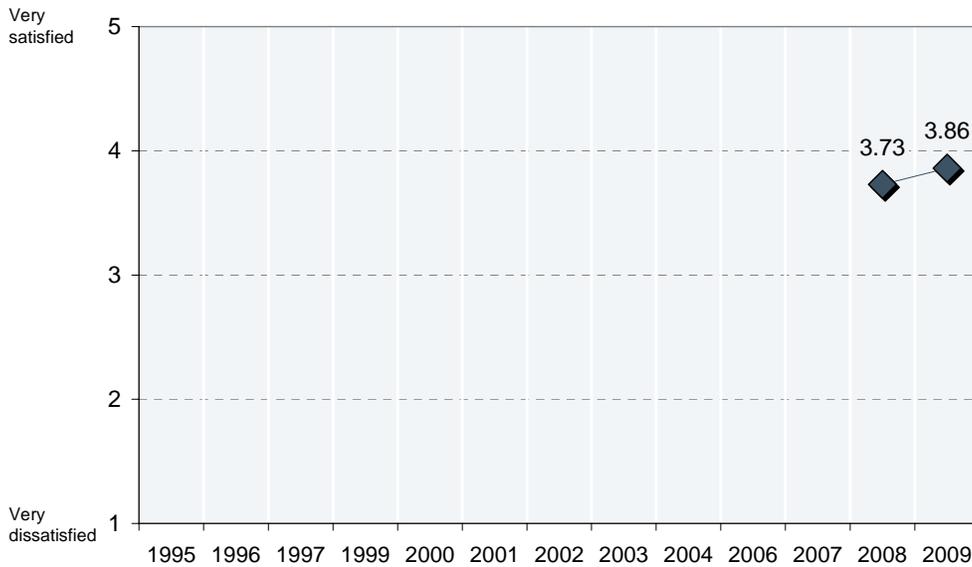
**Question 28: Sandy Amphitheater**



- ✓ Females and residents with children age 16-18 living at home are more likely to give a rating of 5 to the Fourth of July celebration.

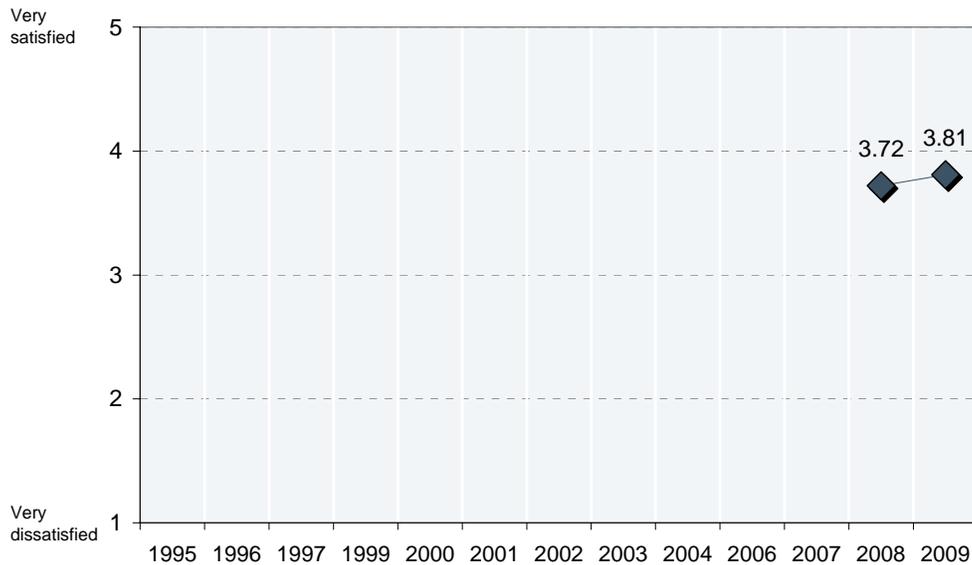
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 29: Sandy Balloon Festival**



- ✓ Females, residents with lower educational attainment (as education level decreases, likelihood increases), those with lower annual household income (as income level decreases, likelihood increases), are more likely to give a rating of 5 to the Sandy Balloon Festival.

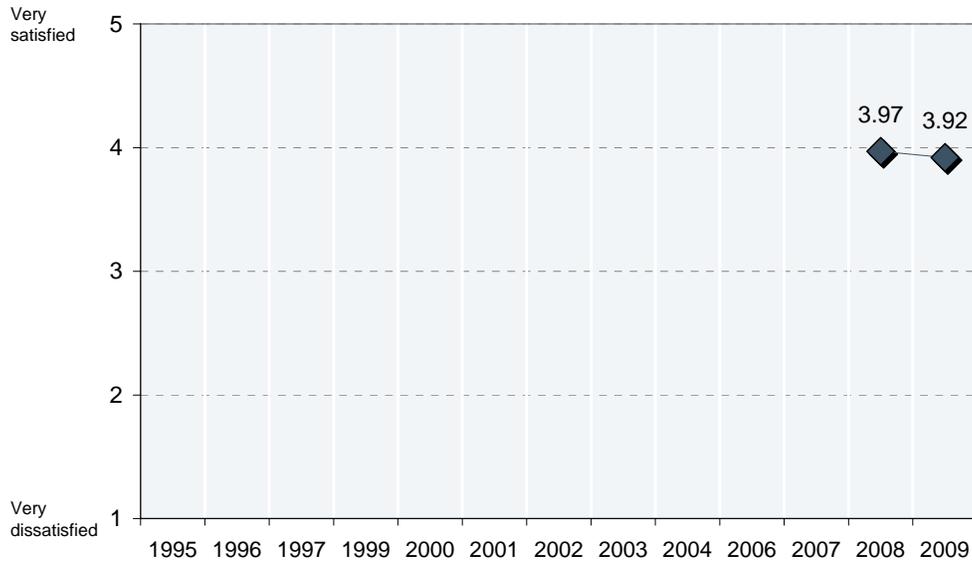
**Question 30: Heritage Festival**



- ✓ Residents with lower educational attainment (as education level decreases, likelihood increases) and residents who *do not* have children age 12-15 in their home are more likely to give higher ratings to the Heritage Festival.

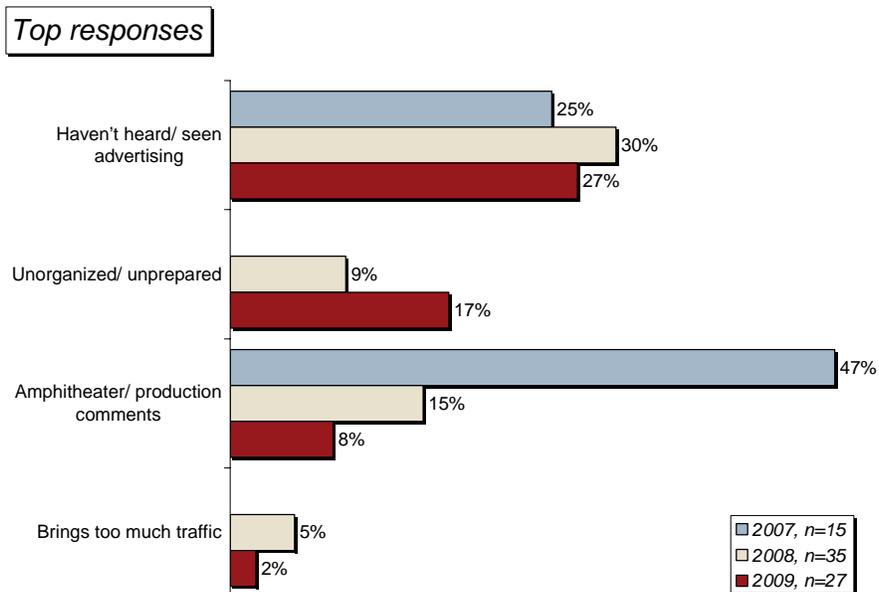
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 31: Deck the Hall Christmas lighting**

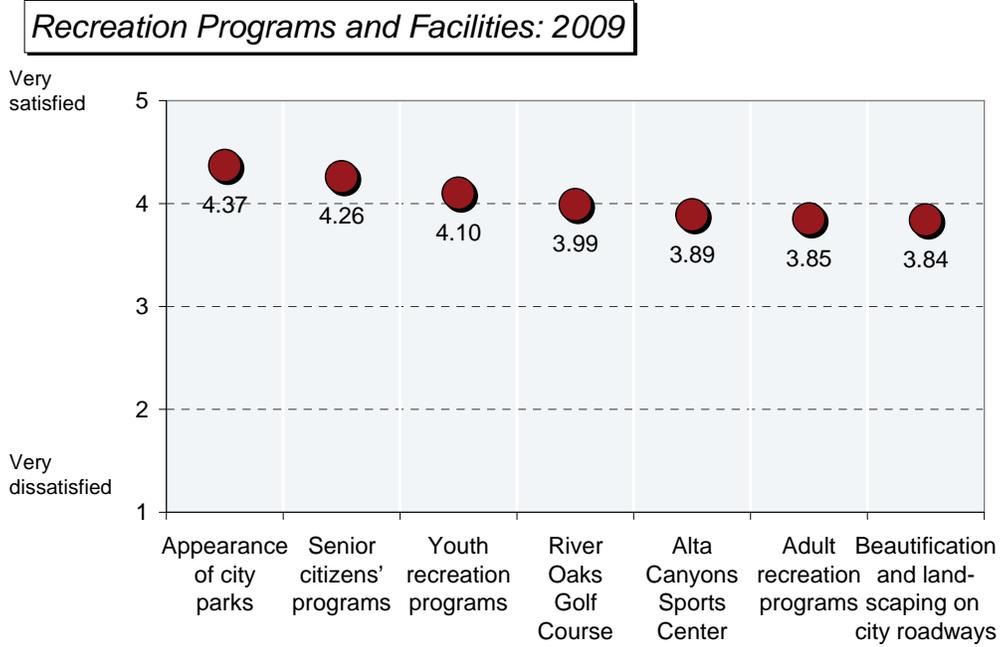


- ✓ Females, residents with lower educational attainment (as education level decreases, likelihood increases), and those with fewer people in their household (as number of people decreases, likelihood increases) are more likely to give a rating of 5 to Deck the Hall Christmas lighting.

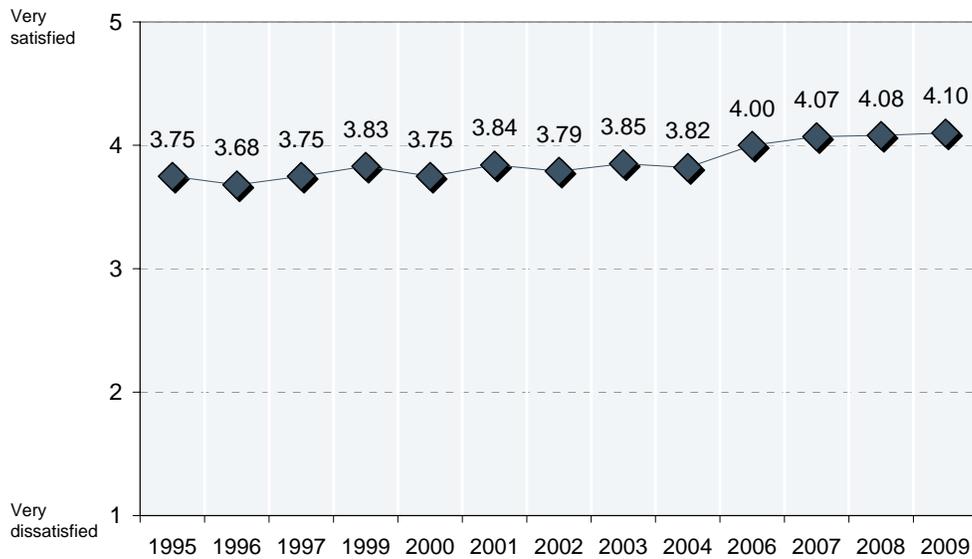
**Question 32: (IF 1 OR 2 ON ANY UNDER COMMUNITY EVENTS ABOVE) Why do you give \_\_\_\_\_ this rating? (UNAIDED)**



**Questions 33-39:** **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)**

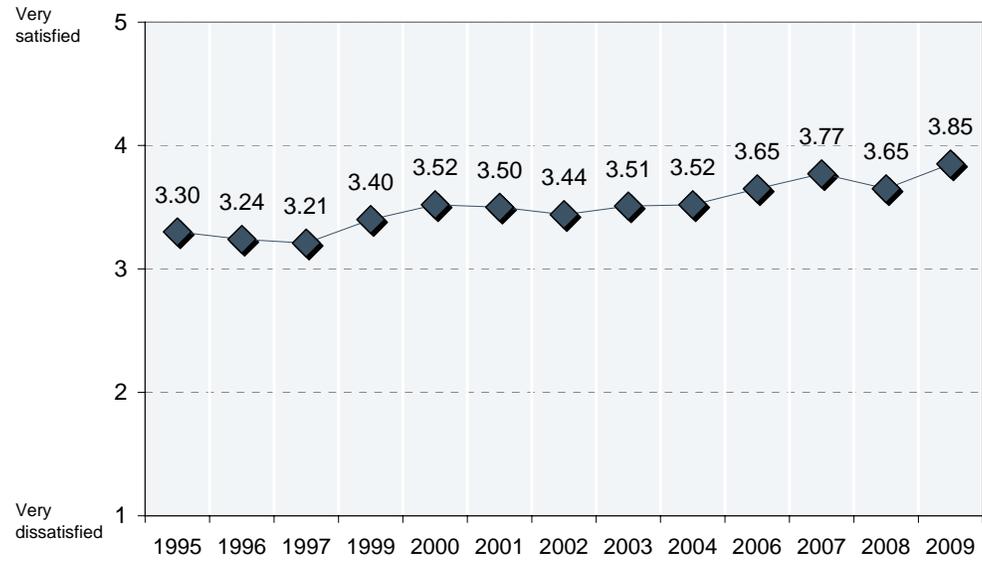


**Question 33: Youth recreation programs**

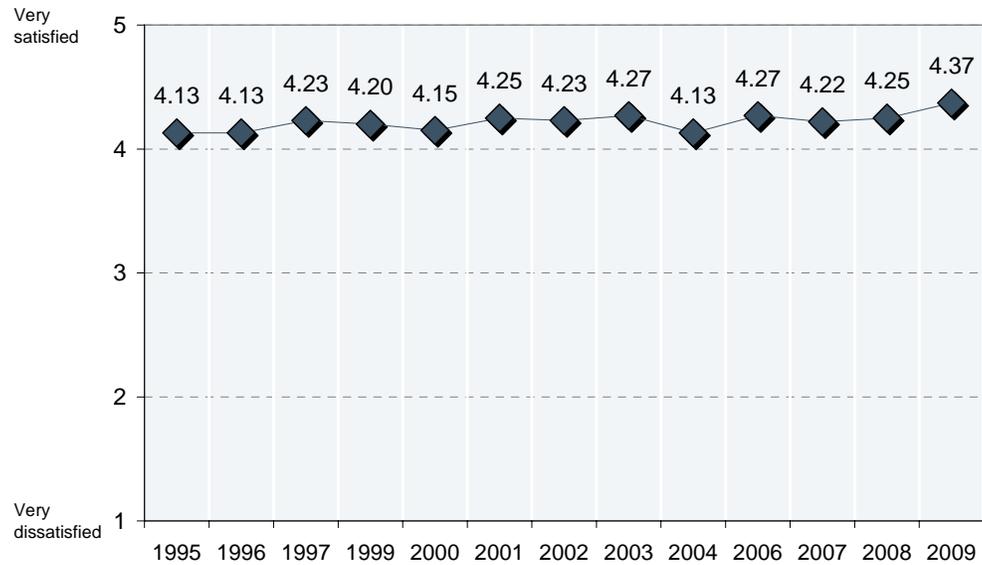


(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 34: Adult recreation programs**



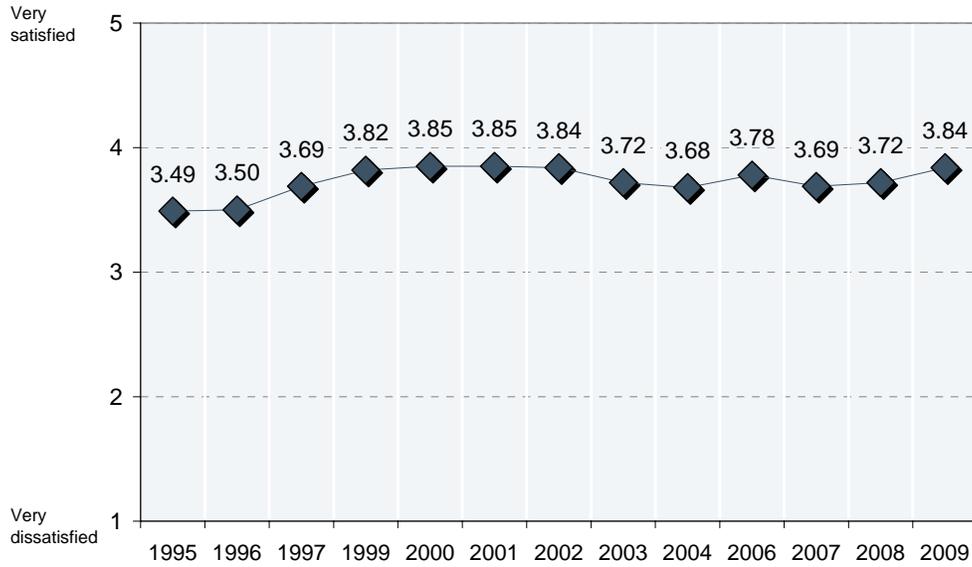
**Question 35: Appearance of city parks**



- ✓ Residents who have children age 16-18 in their home are more likely to say they are very satisfied (rating of 5) with the appearance of city parks.

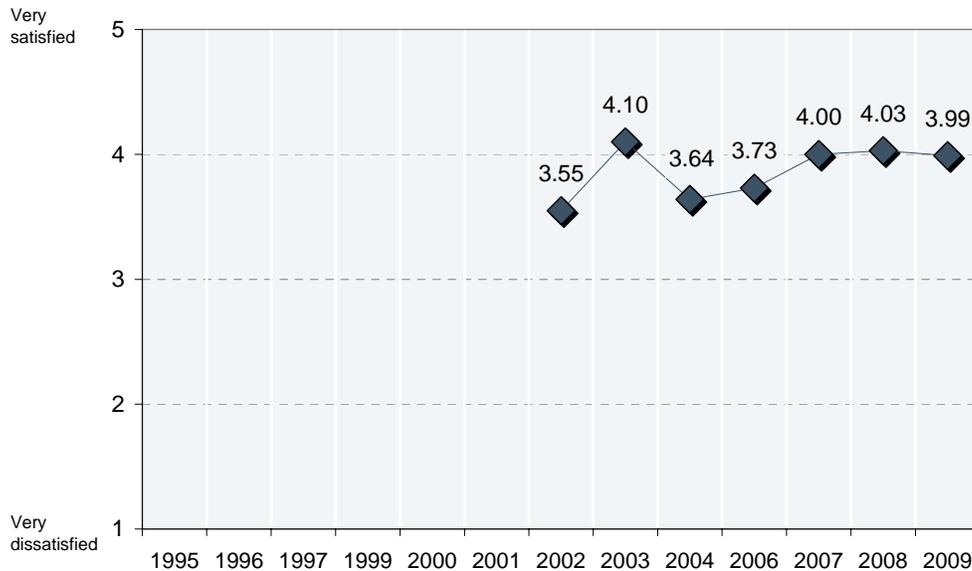
(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 36: Beautification and landscaping on city roadways**



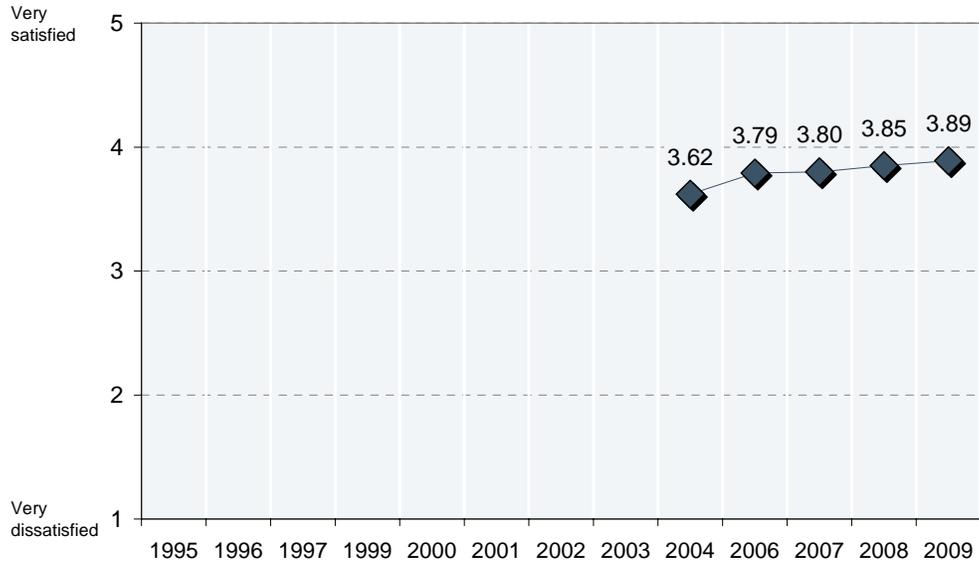
- ✓ Residents who have annual household income of \$40,000-\$69,999 are more likely to say they are very satisfied (rating of 5) with beautification and landscaping on city roadways.
- ✓ Residents who have annual household income of \$70,000 or more are more likely to give a rating of 4 to beautification and landscaping on city roadways.

**Question 37: River Oaks Golf Course**

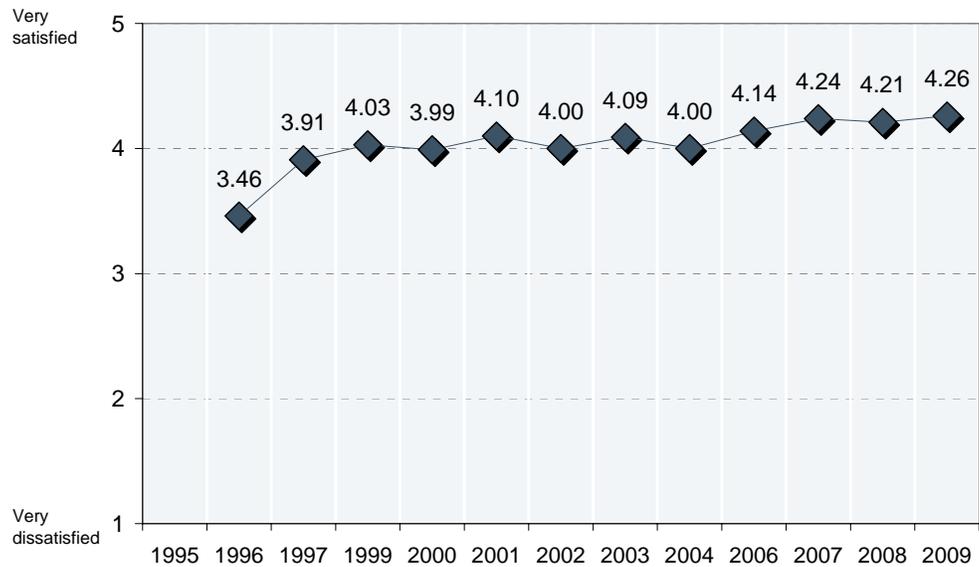


(cont.) Use a 1-5 scale (*very dissatisfied* to *very satisfied*) to rate the following services.

**Question 38: Alta Canyons Sports Center**

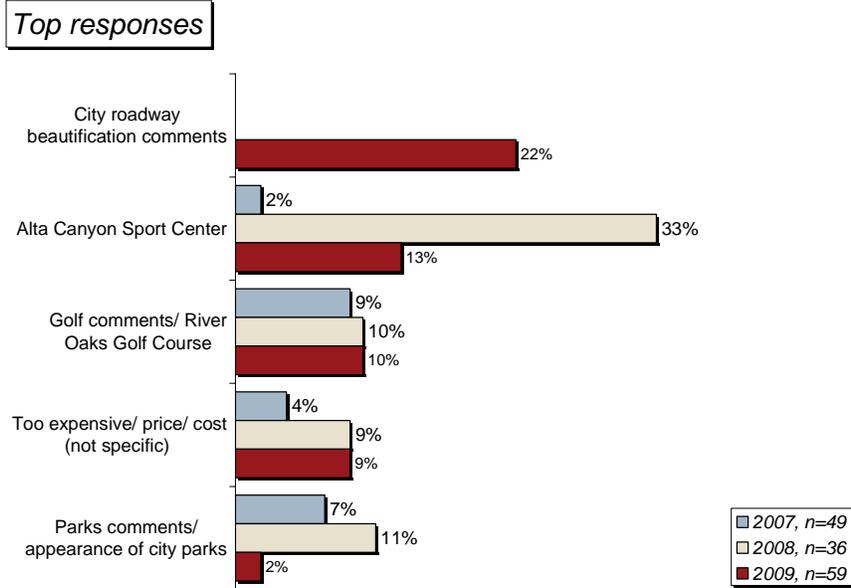


**Question 39: Senior citizens' programs**

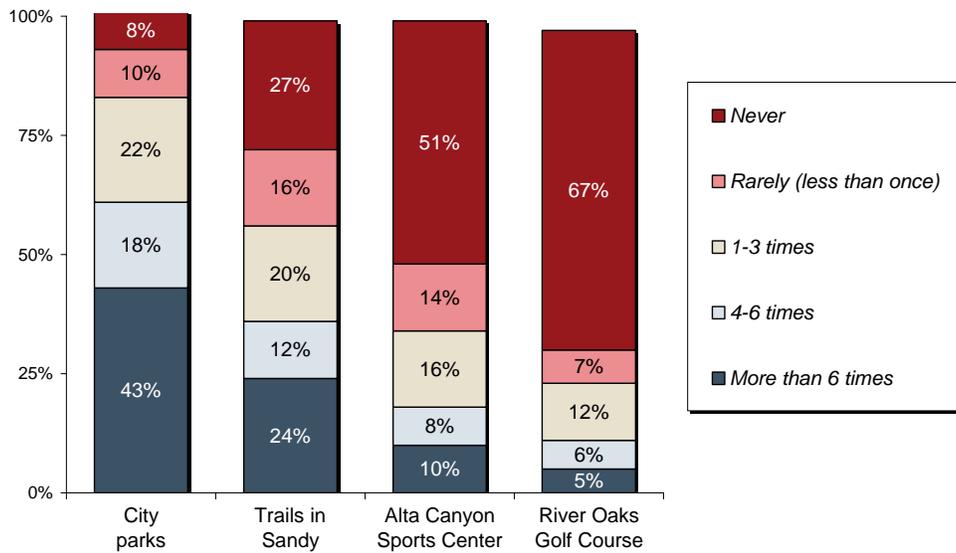


- ✓ Females, residents age 65 and older, residents with fewer people in their household (likelihood increases as the number of people decreases), and those who do not have children under age 18 at home are more likely to say they are very satisfied (rating of 5) with senior citizens' programs.

**Question 40: (IF 1 OR 2 ON ANY UNDER PARKS & RECREATION ABOVE) Why do you give this rating? (UNAIDED)**

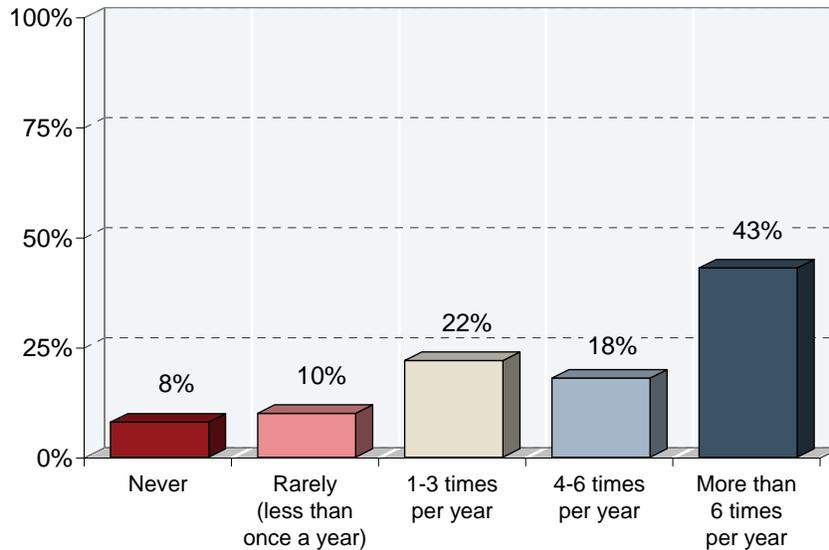


**Questions 41-44: Estimate how often you or someone in your household has used the following in the last year.**



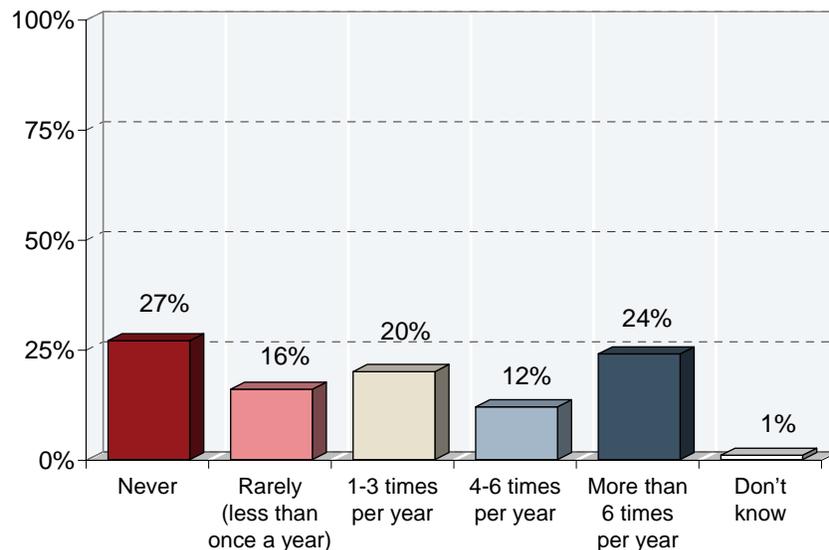
(cont.) How often have you used the following in the last year?

**Question 41: City parks**



- ✓ Females, younger residents (likelihood increases as age decreases), those who have lived in Sandy for 10 years or less, residents with four or more people in their household, those who have children under age 18 at home, and those with an annual household income of \$70,000-\$100,000 are more likely to say they have visited city parks more than 6 times.

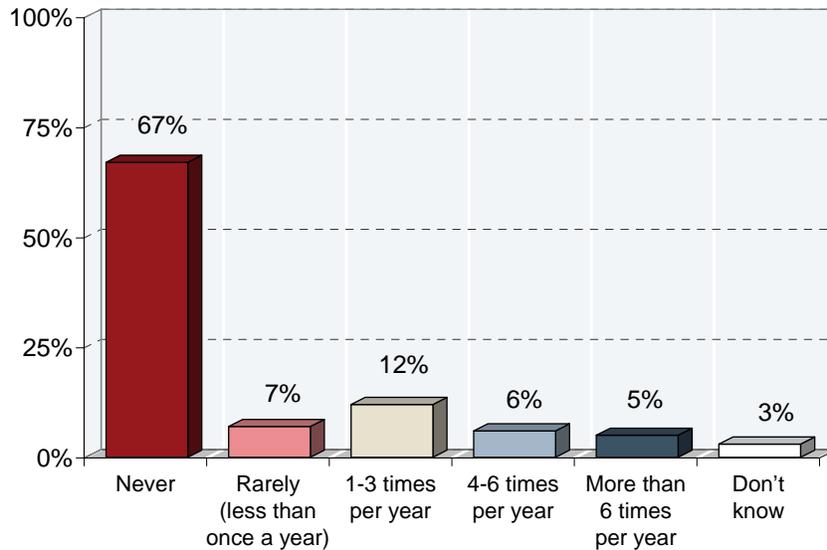
**Question 42: Trails in Sandy**



- ✓ Younger residents (likelihood increases as age decreases), those who have more people in their household (likelihood increases as the number of people increases), and those who have children under age 18 at home are more likely to say they have used trails more than 6 times.

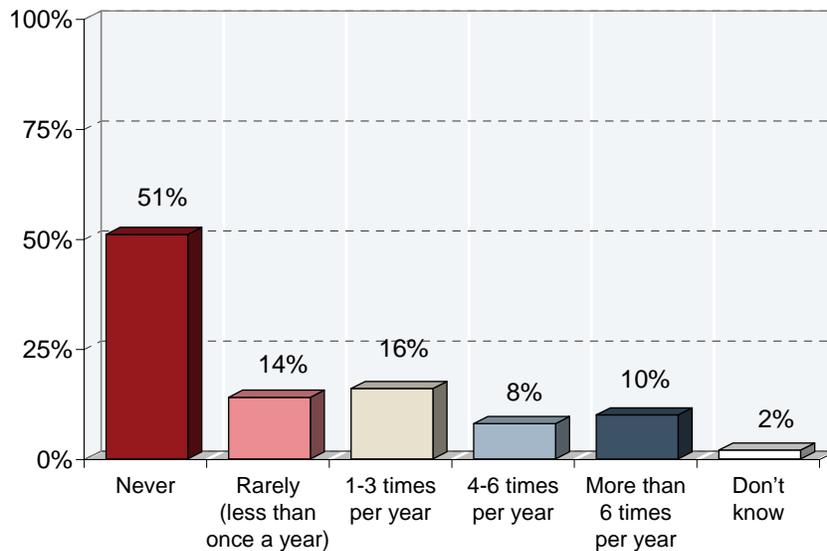
(cont.) How often have you used the following in the last year?

**Question 43: River Oaks Golf Course**



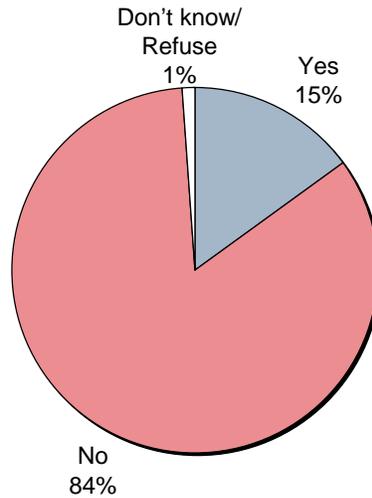
- ✓ Males and residents with higher annual household income (likelihood increases as income level increases) are more likely to say they have used River Oaks Golf Course.

**Question 44: Alta Canyon Sports Center**



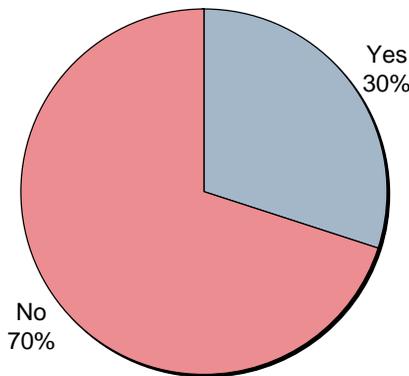
- ✓ Older residents (as age increases, likelihood increases), those who *do not* have children age 18 or younger in their home, residents with lower annual household income (as income decreases, likelihood increases), and those who live in the two west quadrants (Sandy and Crescent) are more likely to say they have never used Alta Canyon Sports Center.
- ✓ Residents who live in the Alta Canyon (NE) quadrant are more likely to say they have used the Center four or more times per year.

**Question 45: Have you or anyone in your household participated in a Sandy ADULT recreational program in the past two years?**



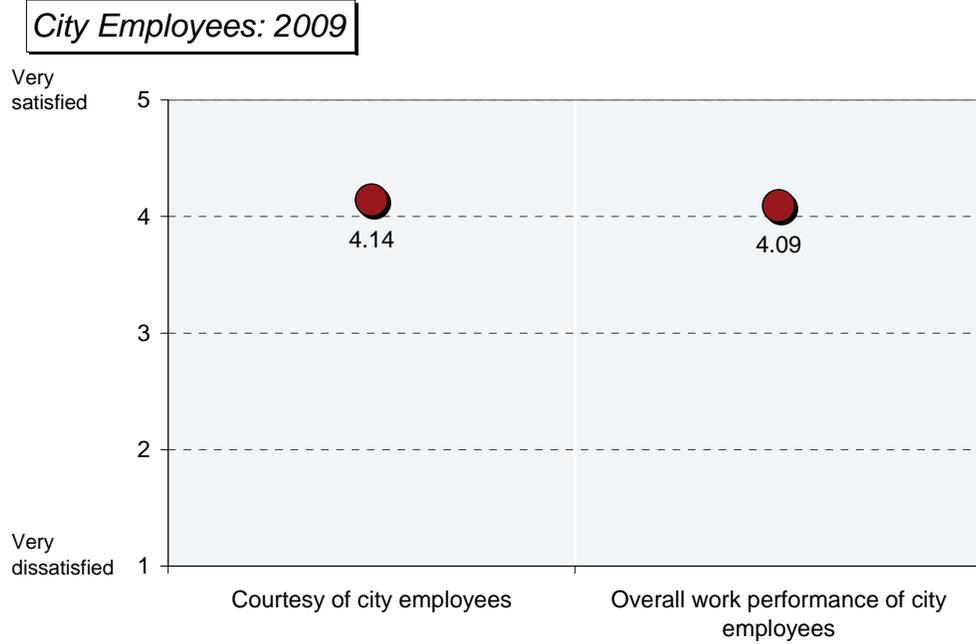
- ✓ Younger residents (as age decreases, likelihood increases) are more likely to say they have participated in adult recreation in the past two years.

**Question 46: And, has anyone in your household participated in a Sandy YOUTH recreational program in the past two years?**

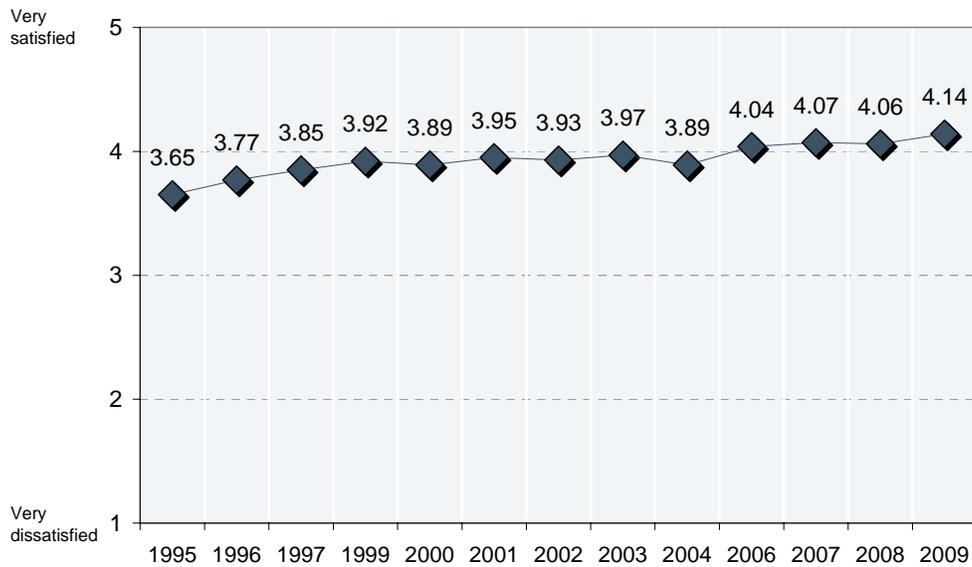


- ✓ Younger residents (as age decreases, likelihood increases), residents with higher educational attainment (as education level increases, likelihood increases), residents who have lived in Sandy for fewer years (as length of residency decreases, likelihood increases), residents who have more people living in their household, (as the number of people increases, likelihood increases), those who have children under age 18 living at home, and those with higher annual household income (as income increases, likelihood increases) are more likely to say that someone in their household has participated in youth recreation in the past two years.

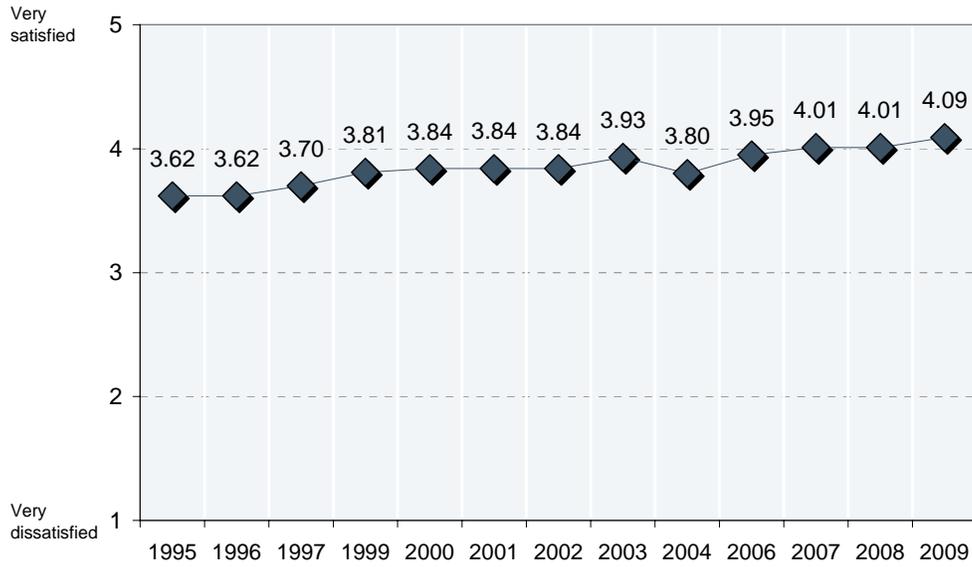
**Questions 47-48:** And, using the same 1-5 scale, are you satisfied or dissatisfied with the following? One means *very dissatisfied* and five means *very satisfied*. (Mean scores shown)



**Question 47: Courtesy of city employees**

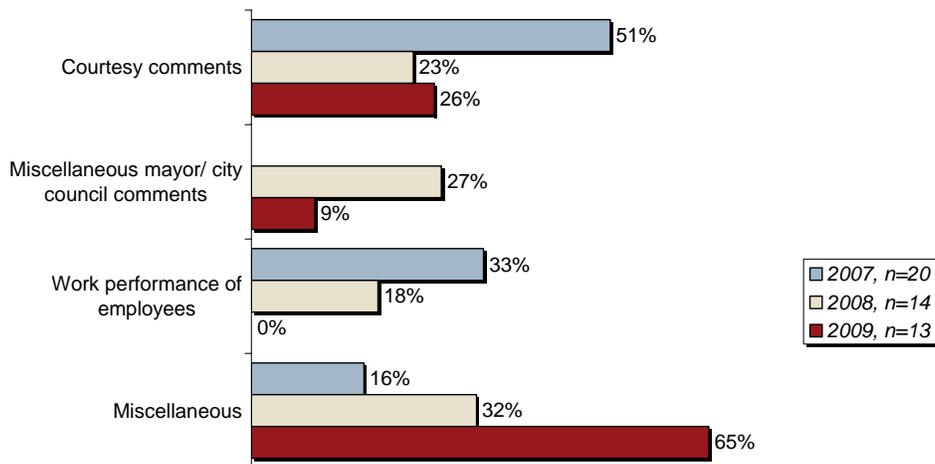


**Question 48: Work performance of city employees**



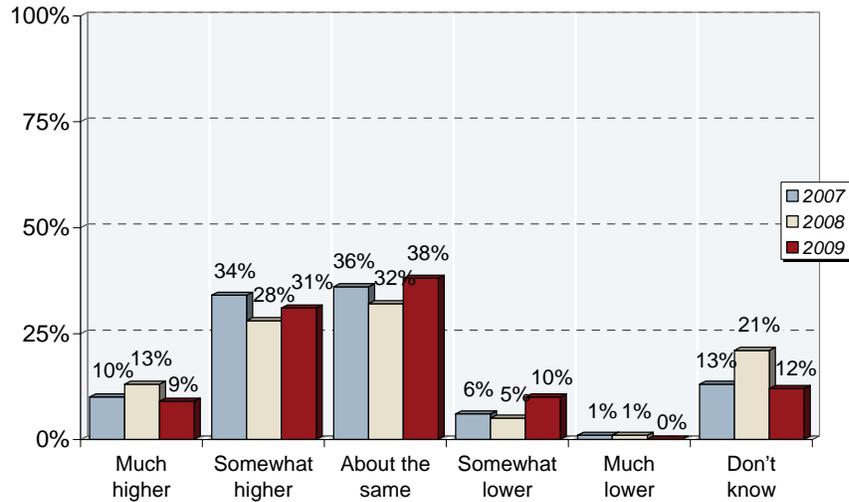
**Question 49: (IF 1 or 2 ON ANY ABOVE) Why do you give \_\_\_\_\_ this rating? (UNAIDED)**

All responses



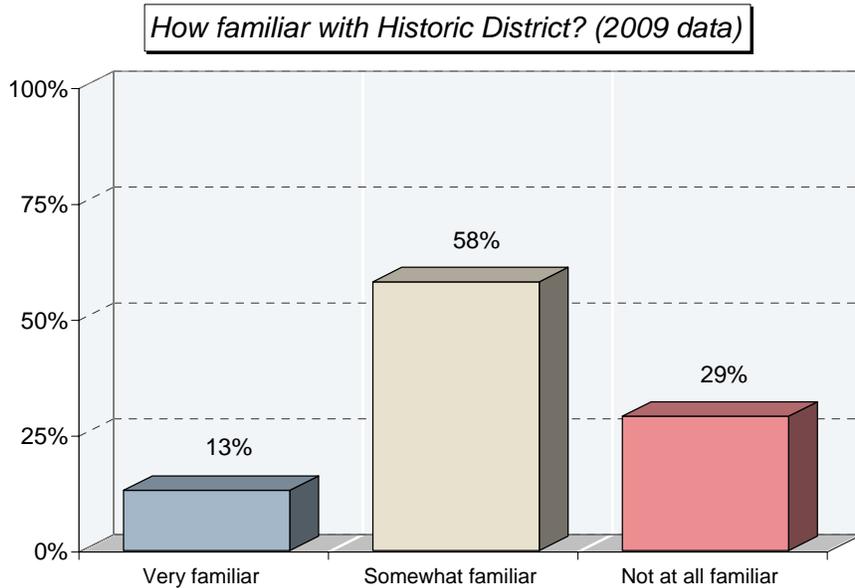
**Question 50: What is your perception of city property taxes in Sandy compared to other cities in Salt Lake County? Would you say they are... ? (READ OPTIONS)**

*Taxes in Sandy compared to other local cities*



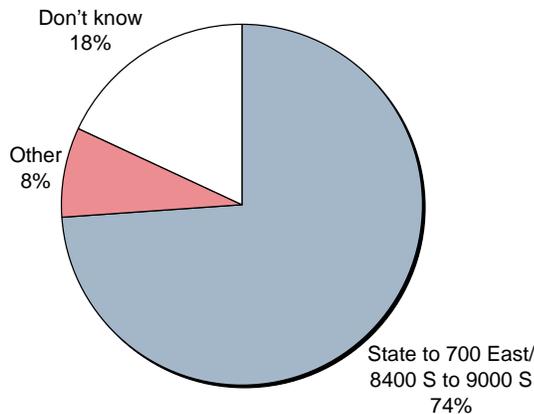
- ✓ Females and residents who have five or more people in their household are more likely to say they perceive taxes to be higher in Sandy as in other cities in Salt Lake County.
- ✓ Males and residents who have four people in their household are more likely to say they perceive taxes to be about the same in Sandy as in other cities in Salt Lake County.

**Question 51: How familiar are you with the Historic District of Sandy City?**



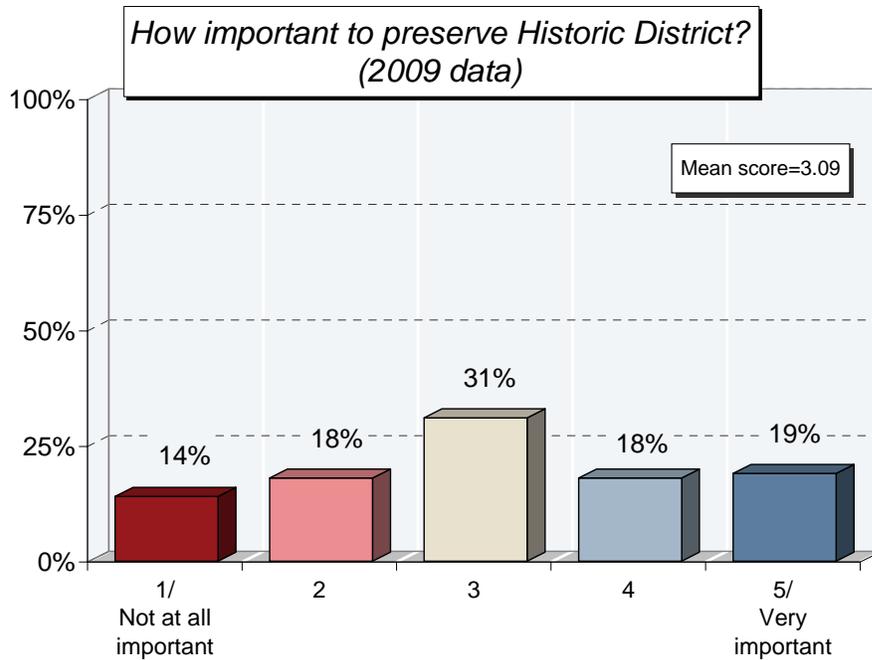
- ✓ Older respondents (as age increases, likelihood increases), those who have lived in Sandy for 21 years or longer, residents with lower annual household income (as income decreases, likelihood increases), and residents of the Sandy (NW) quadrant are more likely to say they are very familiar with the Historic District.

**Question 52: Do you happen to know where the district is located in Sandy? (UNAIDED – IF THE RESPONDENT MENTIONS SOMETHING CLOSE TO THE AREA OR YOU FEEL THEY HAVE THE GENERAL AREA, MARK IT AS “YES”)**



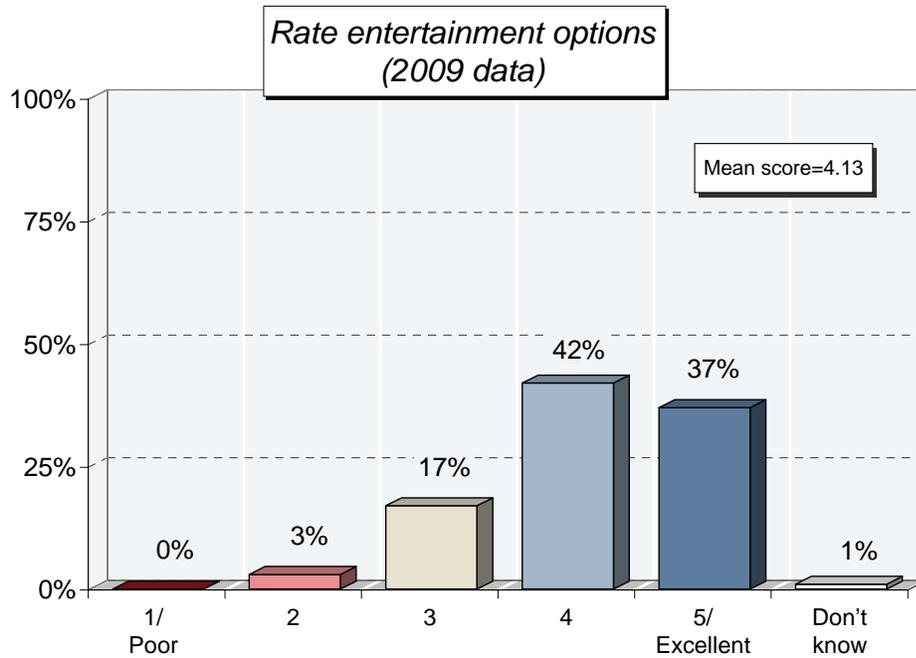
- ✓ Residents age 45-64 and those who have lived in Sandy for a longer time (as length of residency increases, likelihood increases) are more likely to correctly identify where the Historic District is located.

**Question 53:** How important is it to you that the city spend resources preserving the character of the Historic District? Use a 1-5 scale with one meaning *not at all important* and five meaning *very important*.



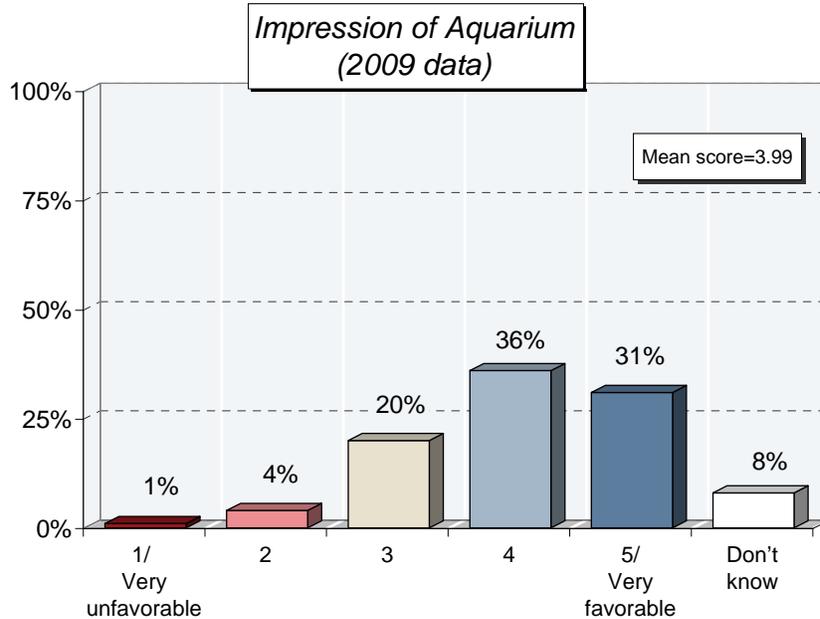
- ✓ Males, younger residents (as age decreases, likelihood increases), those with higher educational attainment (as level of education increases, likelihood increases), residents with more people in their household (as the number of people in a household increases, likelihood increases), those with higher annual household income (as income level increases, likelihood increases), and residents of the Bell Canyon quadrant (SE) are more likely to say it is *not* important (rating of 1 or 2) for the city to spend resources preserving the character of the Historic District.
- ✓ Residents of the Sandy quadrant (NW) are more likely to say it is very important for the city to spend resources preserving the character of the Historic District.

**Question 54:** A number of facilities have come to Sandy City including Jordan Commons, the soccer stadium, Expo Center, and aquarium. Overall, how would you rate the entertainment options available in Sandy City using a 1-5 scale with one meaning *poor* and five meaning *excellent*?



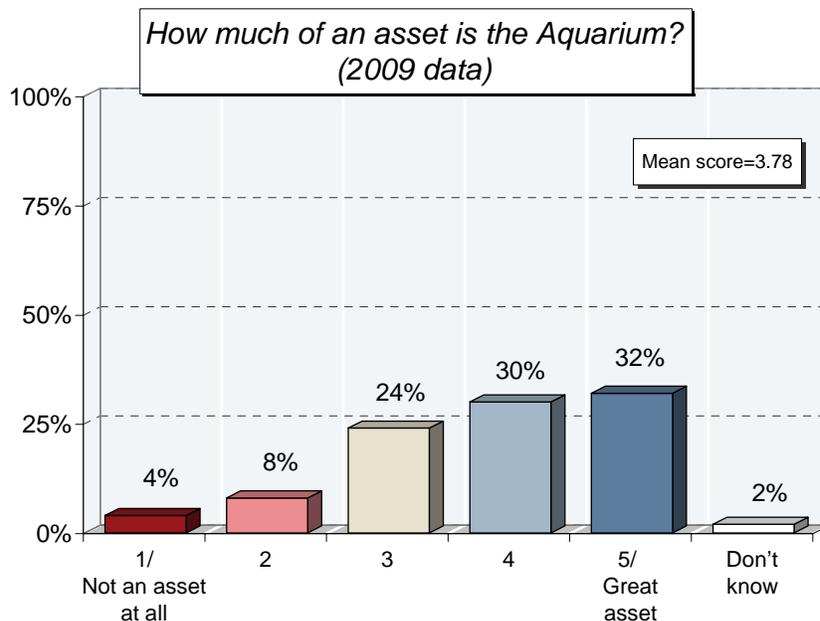
- ✓ Residents who have lived in Sandy for 11-20 years are more likely to give a lower rating (1-3) to the entertainment options in Sandy City.
- ✓ Residents who have children under age 18 living at home are more likely to give an excellent rating (5) to the entertainment options in Sandy City.

**Question 55:** Thinking specifically about the Living Planet Aquarium .... From what you know or have heard, what is your impression of the aquarium? This time one is *very unfavorable* and five is *very favorable*.



- ✓ Older respondents, residents whose educational attainment is some high school or less, and those who do *not* have children age 12-15 in their home are more likely to say they have a very favorable impression of the aquarium.

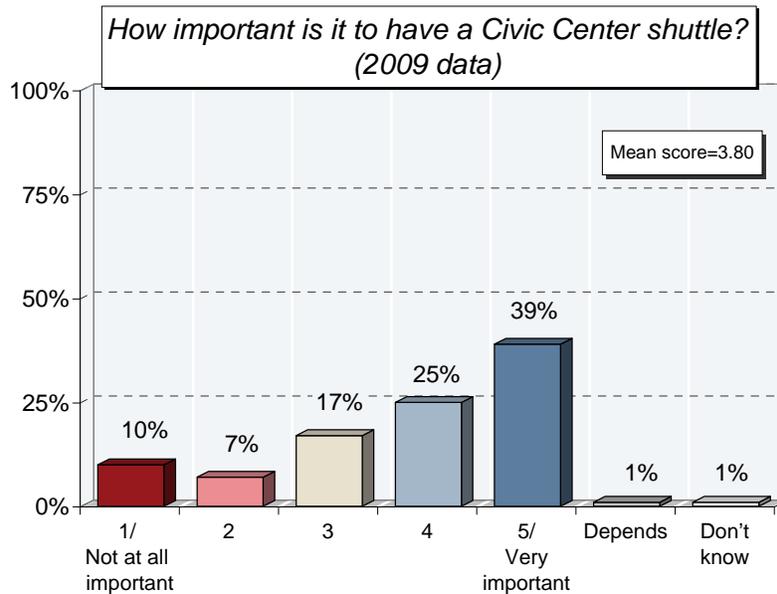
**Question 56:** Overall, how much of an asset do you consider the aquarium to be to Sandy City using a 1-5 scale with one meaning *no asset at all* and five meaning *a great asset*.



- ✓ Females are more likely to say that the aquarium is a great asset to Sandy City.

The area of Sandy known as the Civic Center includes the ExpoCenter, SouthTowne Mall area, Jordan Commons, the soccer stadium, and the TRAX station. (IF ASKED, THE SHUTTLE IS FOR THE CIVIC CENTER AREA ONLY)

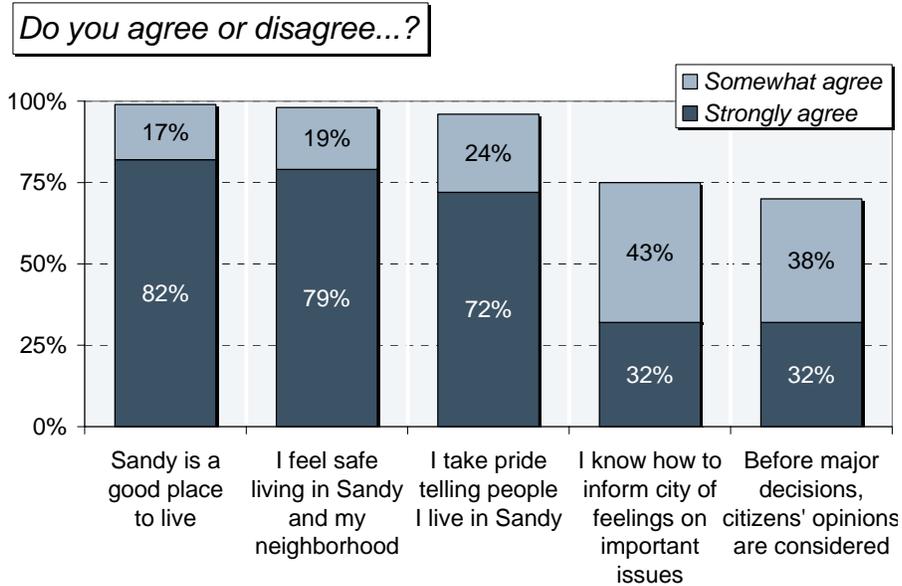
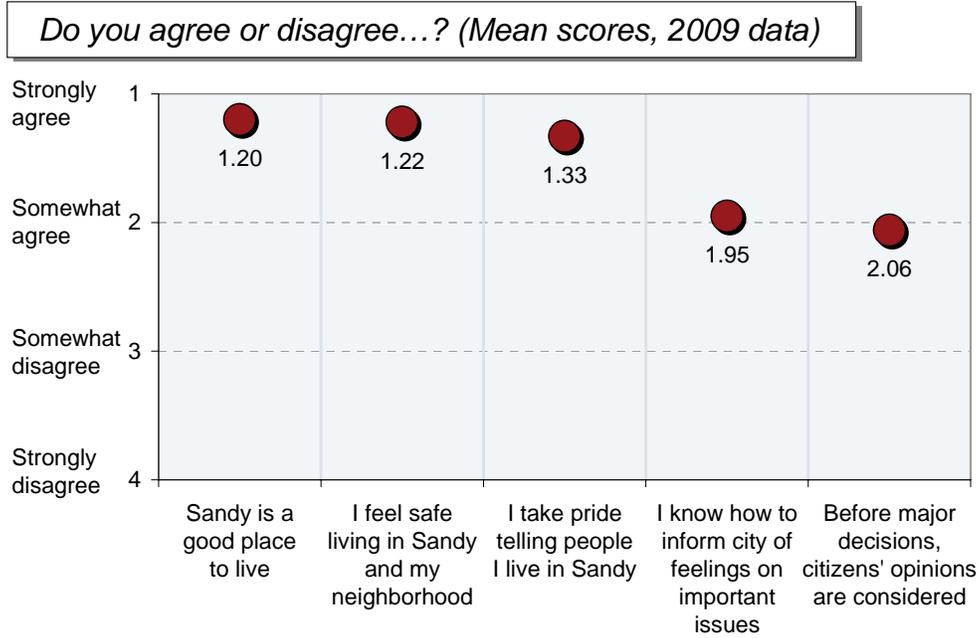
**Question 57:** How important do you feel it is that the city has a shuttle service for this Civic Center area? Please use a 1-5 scale with one meaning *not at all important* and five meaning *very important*.



- ✓ Females are more likely to say that it is very important to have a Civic Center shuttle service.
- ✓ Residents who *do not* have children age 4-7 in their home are more likely to say it is not important (rating of 1 or 2) to have a Civic Center shuttle service.

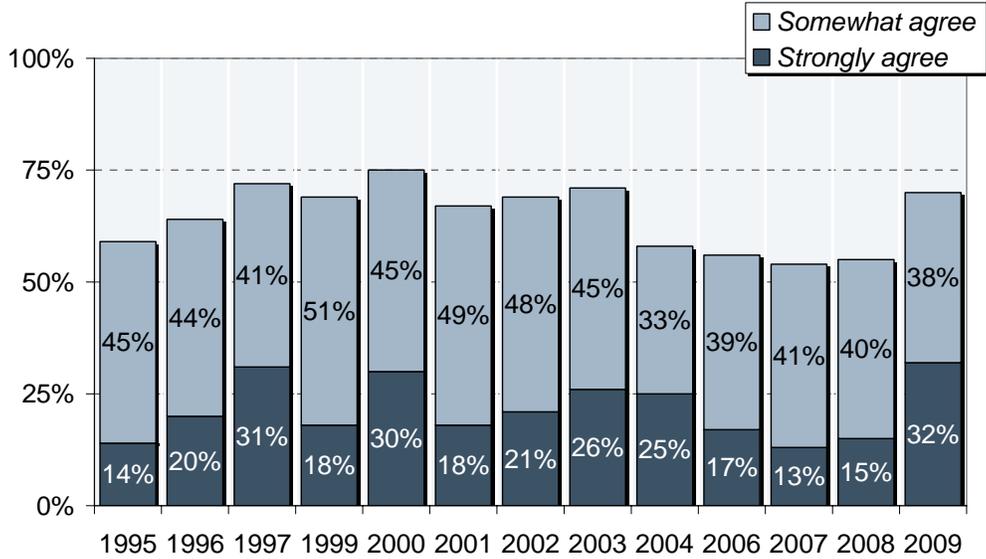
**Questions 58-62: Please tell me whether you agree or disagree with the following statements about Sandy. (Would that be *strongly* or *somewhat*?)**

**Note: lower mean scores indicate stronger agreement.**

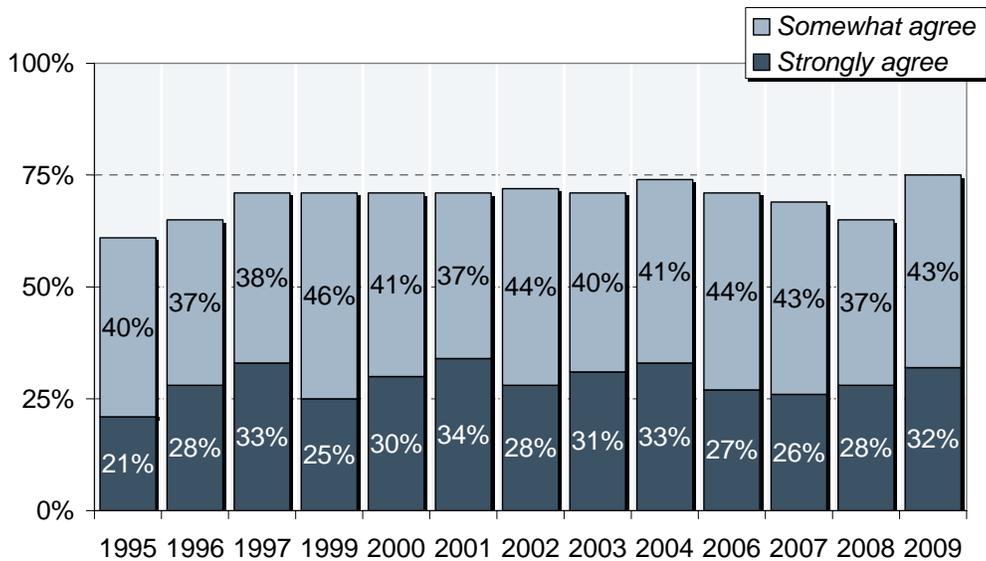


(cont.) Please tell me whether you agree or disagree with the following statements.

**Question 58: Before the city makes major decisions, citizens' opinions are considered.**

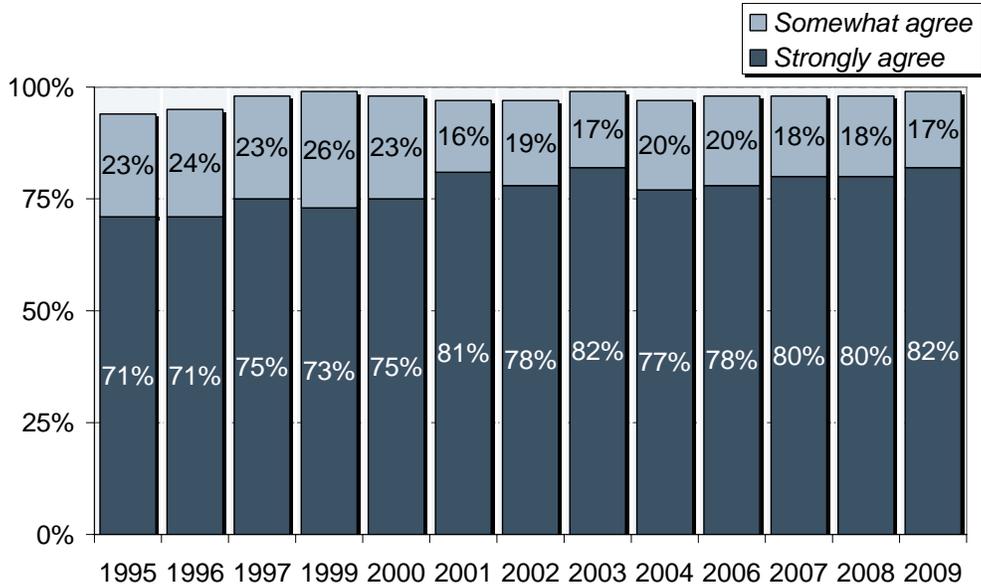


**Question 59: I know how to inform the city about the way I feel on important issues.**

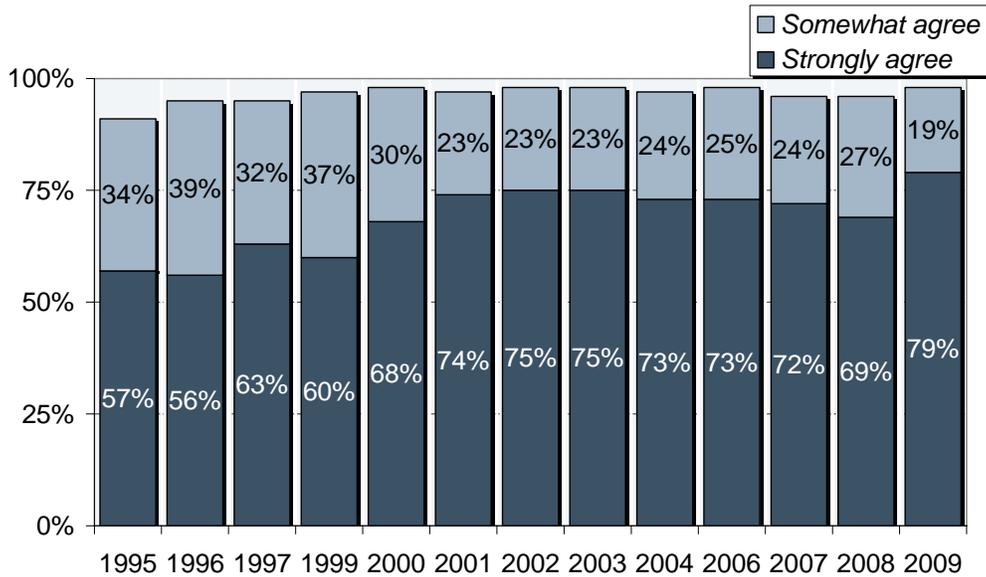


(cont.) Please tell me whether you agree or disagree with the following statements.

**Question 60: Sandy is a good place to live.**

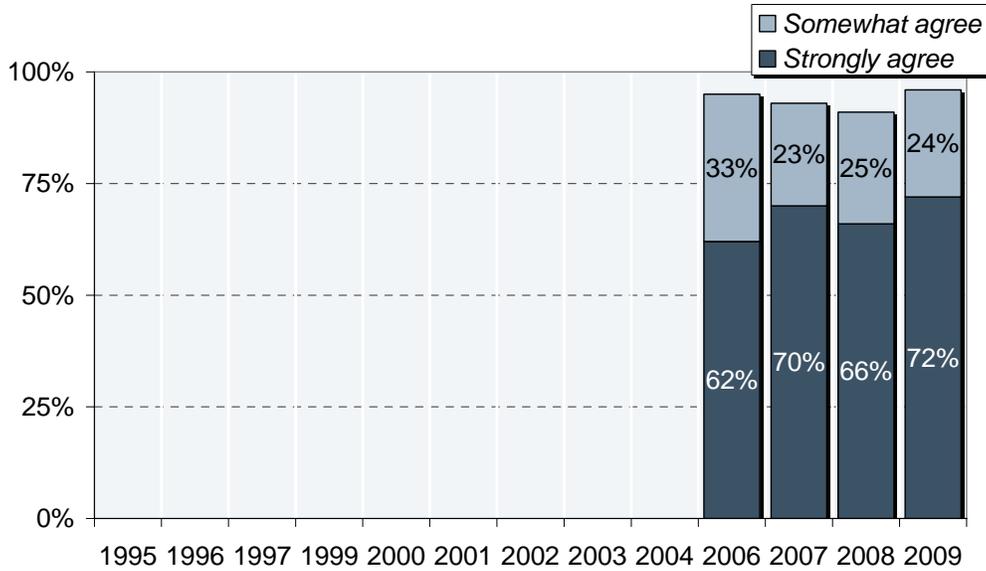


**Question 61: I feel safe living in Sandy and my neighborhood.**

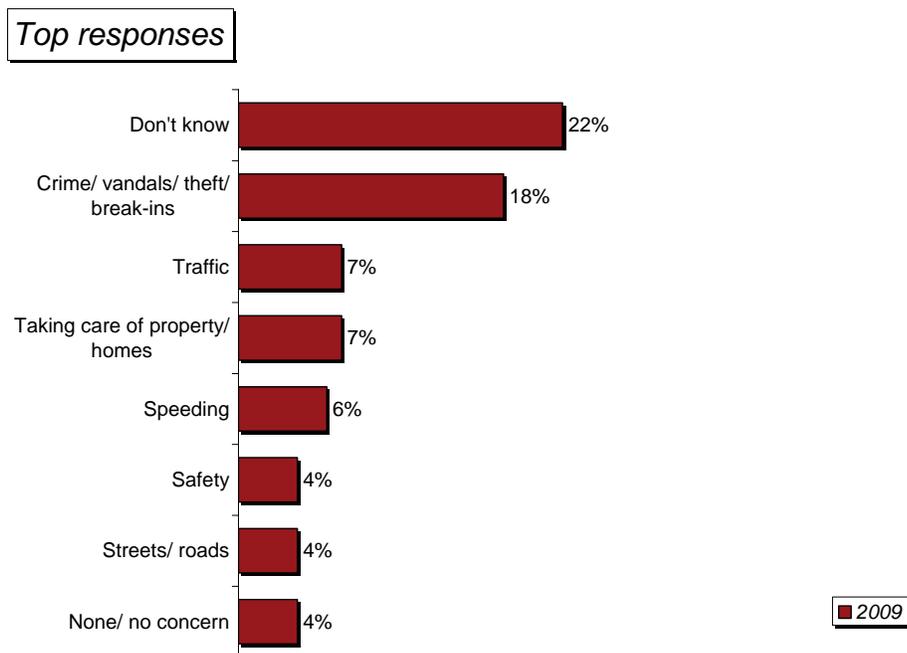


(cont.) Please tell me whether you agree or disagree with the following statements.

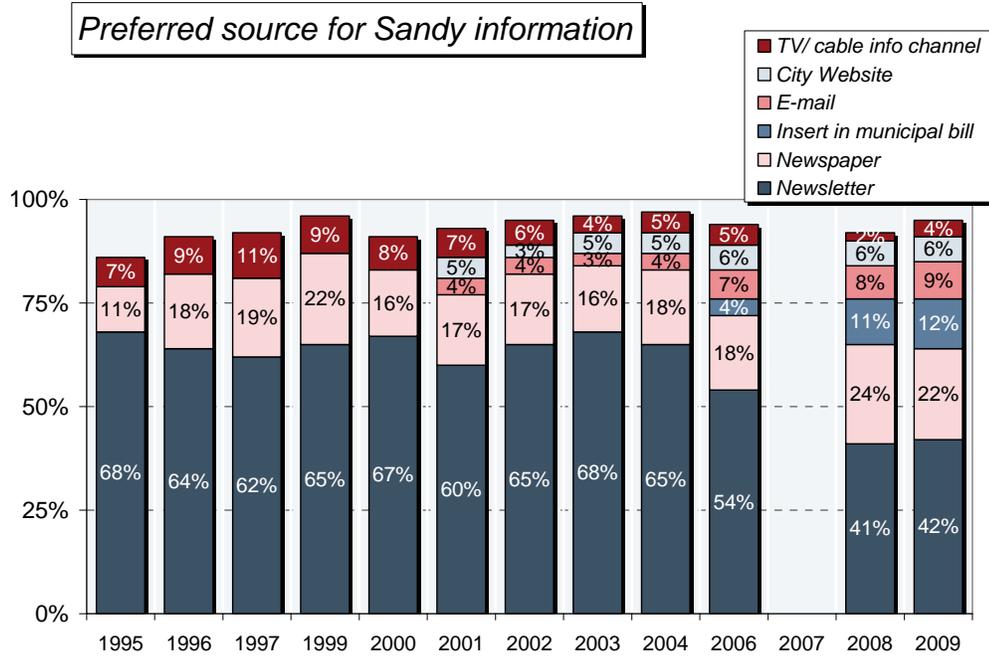
**Question 62: I take pride in telling others that I live in Sandy.**



**Question 63: What is the biggest concern you have in your neighborhood? (UNAIDED)**

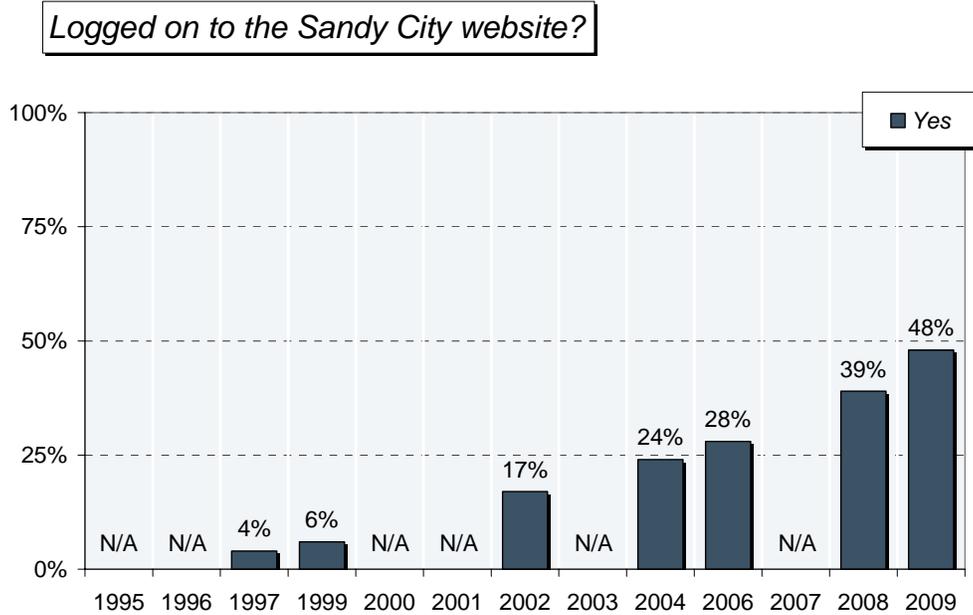


**Question 64: From which source would you most like to receive information about Sandy City?**



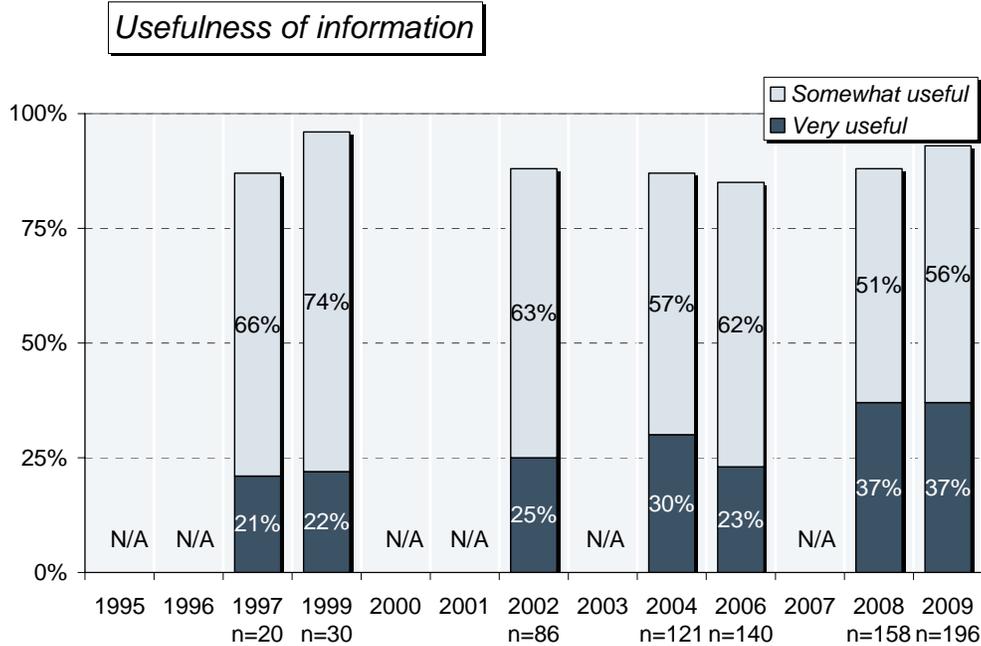
- ✓ Residents with an annual household income between \$40,000 and \$70,000 are more likely to say that they would most like to receive information about Sandy City from a **newsletter**.
- ✓ Respondents with an annual household income of \$100,000 or more are more likely to say that they would most like to receive information about Sandy City from **email or the Website**.

**Question 65: Have you logged on to the Sandy City Website (prior to 2009 “Home Page on the Internet”)?**



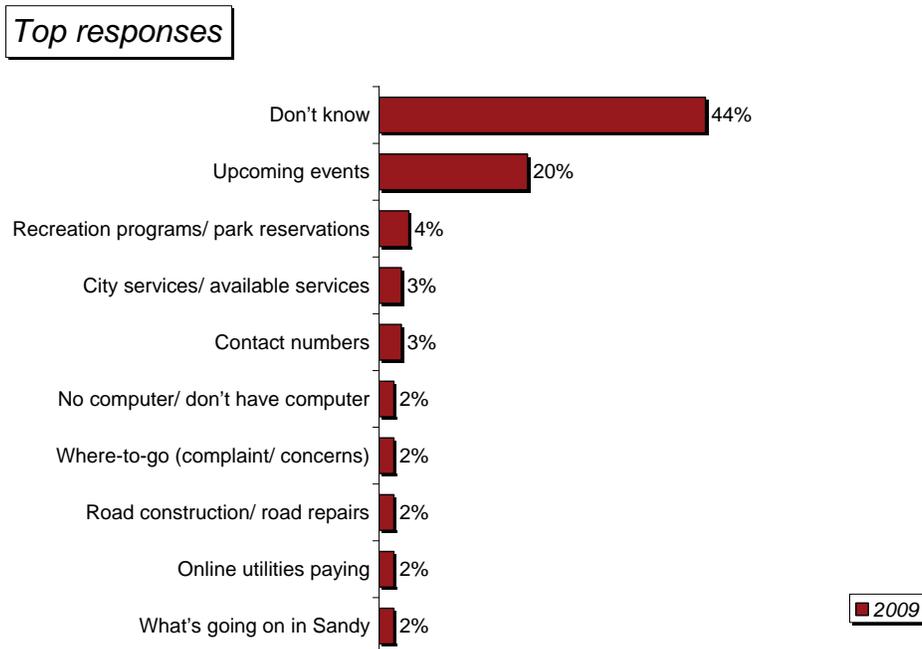
- ✓ Younger residents (as age decreases, likelihood increases), residents with higher educational attainment (as education level increases, likelihood increases), residents who have more people in their household (as household size increases, likelihood increases), those who have children under age 18 living at home, and residents with higher annual household income (as income level increases, likelihood increases), are more likely to say they have logged on to the Sandy City Website.

**Question 66: (IF YES) How would you rate the usefulness of the information on the Website?**

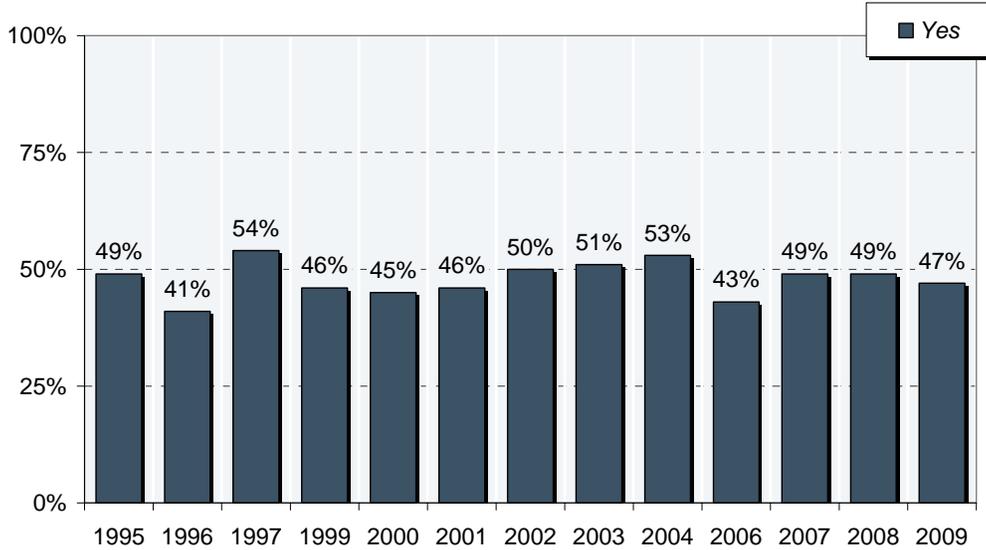


✓ Residents with higher educational attainment (as education level increases, likelihood increases) are more likely to say the Website was *somewhat* useful.

**Question 67: What information or services would you most like to see offered on the city Website? (UNAIDED)**

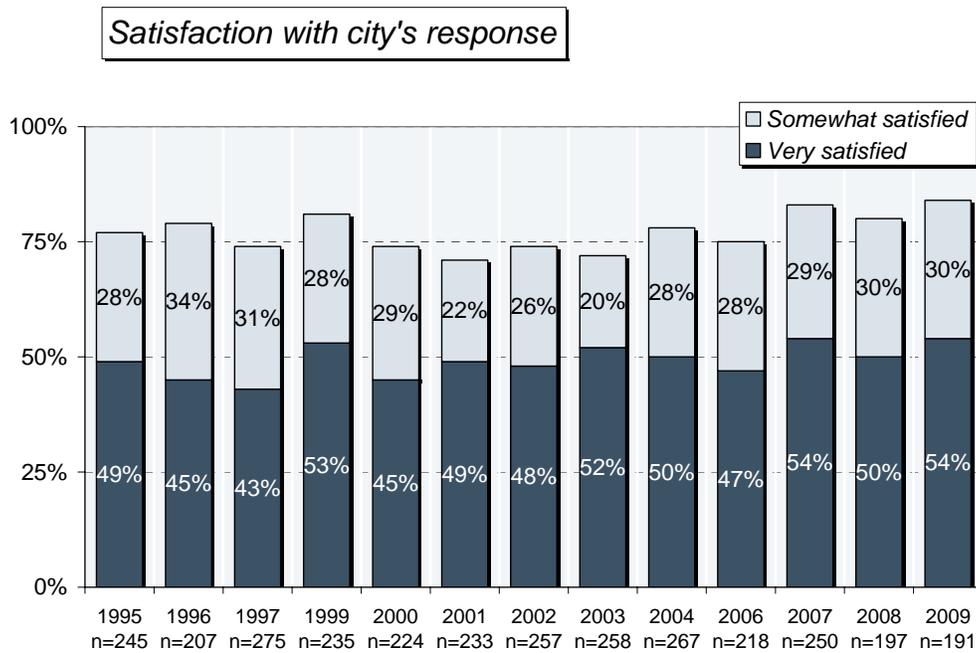


**Question 68:** During the past year have you contacted any Sandy City office to seek service, information, or to file a complaint?



- ✓ Residents with higher educational attainment (as education level increases, likelihood increases) are more likely to say they have contacted a Sandy City office in the past year.

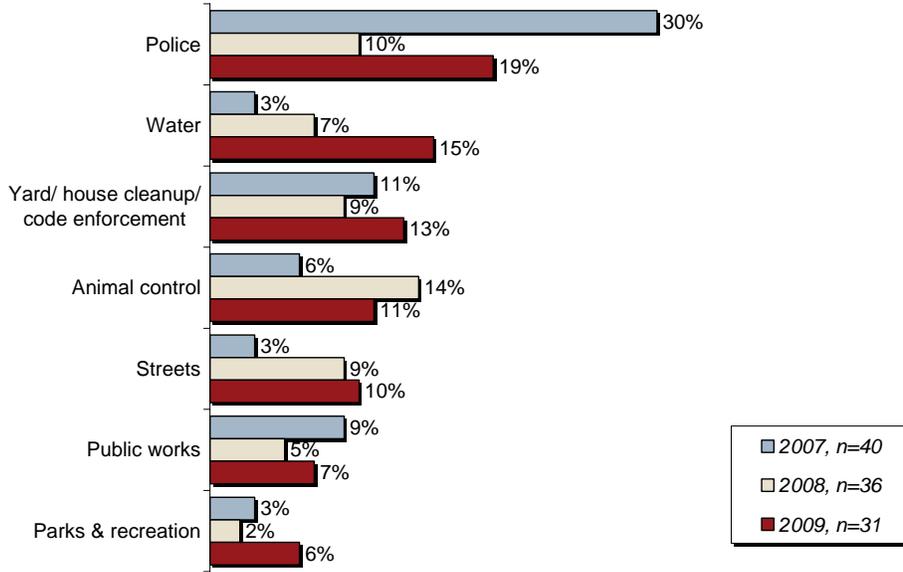
**Question 69:** (IF YES) Were you generally satisfied or dissatisfied with the city's response?



- ✓ Residents who have lived in Sandy for 21 years or longer are more likely to say they were very satisfied with the city's response.

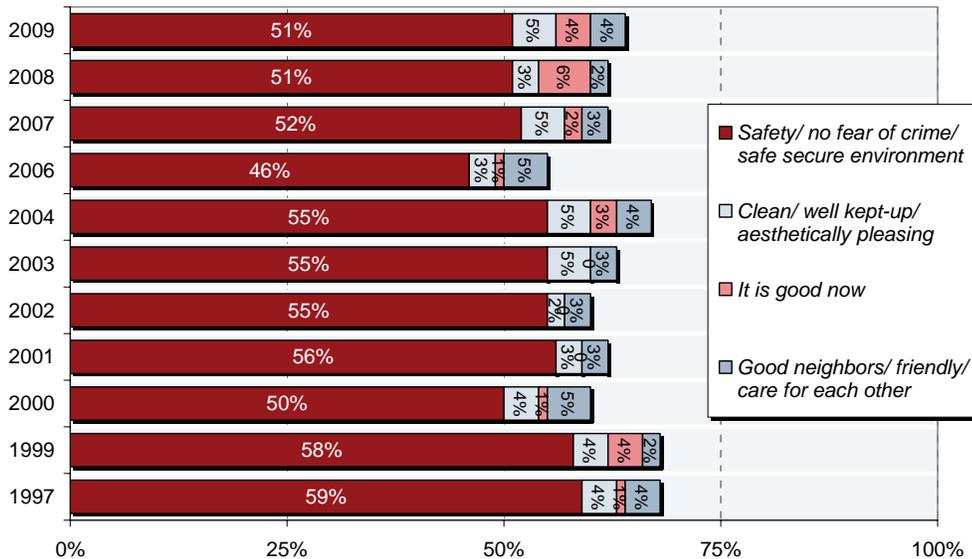
**Question 70: (IF DISSATISFIED) Which department did you contact and why were you dissatisfied? (UNAIDED)**

*Top responses*



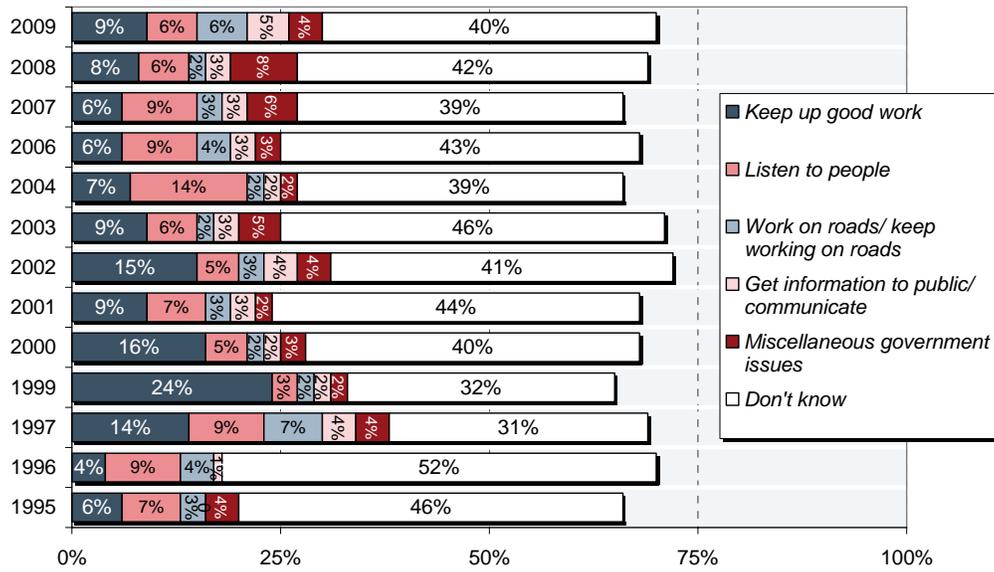
**Question 71: Sandy City's mission statement is "Working together to enhance the quality of life in our community." As you think about this mission statement, how would you personally define "quality of life?" What makes a good "quality of life" for you and your family? (UNAIDED)**

*Top responses*



**Question 72: Finally, what suggestions, comments, or questions do you have for those managing Sandy City? (UNAIDED)**

*Top responses*



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