



**SOUTH JORDAN**  
U T A H

**SOUTH JORDAN CITIZEN SURVEY**  
**2024 PUBLIC OPINION RESEARCH**



# **SURVEY METHODOLOGY & KEY FINDINGS**

# SURVEY METHODOLOGY



Survey interviews were completed [January 3-23, 2024](#). The sampling frame of South Jordan residents came from an updated panel list consisting of contacts from a South Jordan City [utilities list](#) and from the official [Utah Voter File](#).

83%

We emailed [8,351 invitations](#) to sampled residents. 1,463 emails bounced due to either incorrect email addresses or high spam filter settings, resulting in a [deliverability rate of 83%](#).

61%

[1,423 citizens](#) responded. [875 of them](#) completed the online surveys and had addresses in [South Jordan](#). This results in a [response rate of approximately 61%](#) overall. Each email address could respond only once.

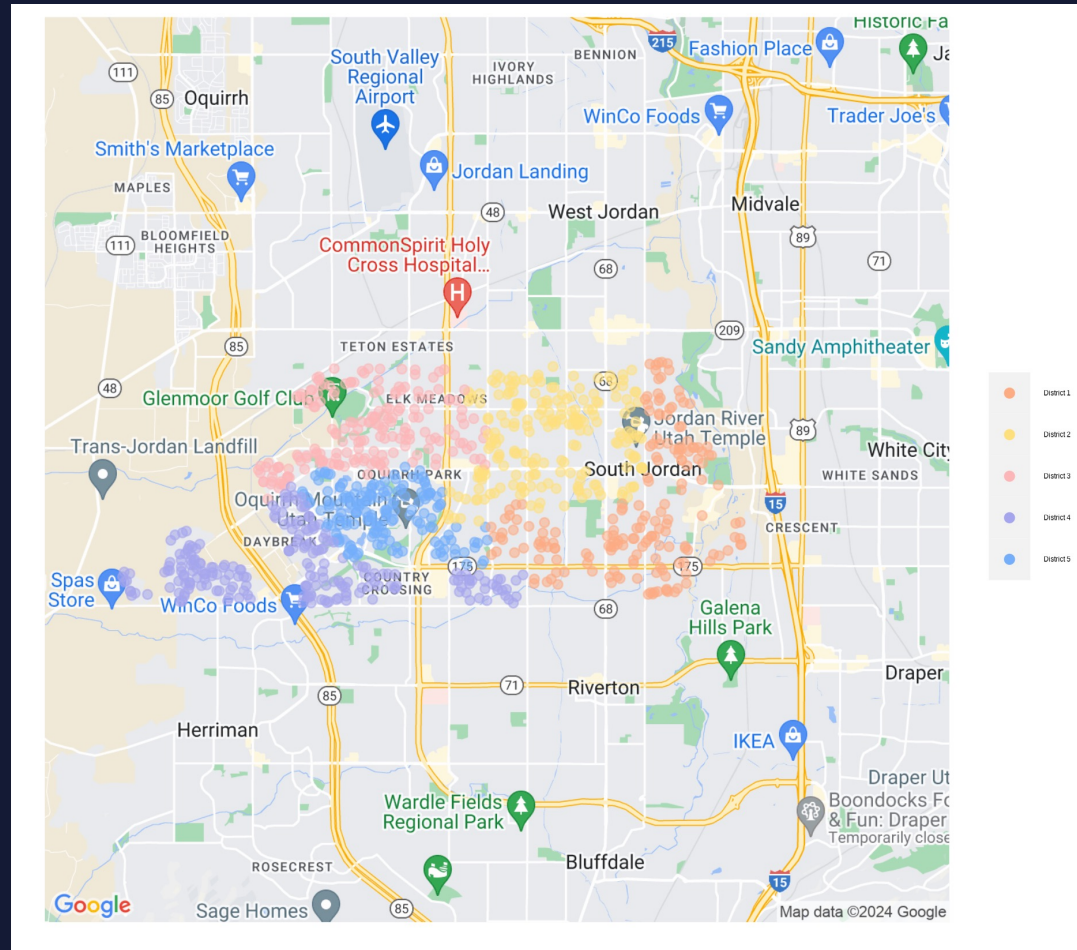
+ 3.3  
- 3.3

[875 interviews](#) among an estimated adult population of [80k](#) results in a [margin of error for the survey of plus or minus 3.3 percentage points](#). Responses were weighted on age, gender, race, and city council district to [better approximate city demographic composition](#).

# GEOGRAPHIC DISTRIBUTION



We have significant representation in each of South Jordan's five City Council districts with roughly 150-200 panelists residing in each district.





- 1 Continuing the trend of previous survey waves, average self-reported quality of life in South Jordan remains very high, with an average score of 83, a solid majority of respondents saying the city is moving in the right direction, and high approval for city officials.
- 2 Respondents say they like South Jordan for its safety, smaller size compared to Salt Lake City, and family friendliness. Respondents also say that city leadership does especially well at creating and maintaining recreation and open spaces and planning fun city events.
- 3 Growth remains a major concern for responses, with nearly all of them seeing it as the most important issue facing the city today and the most important issue the city will face in the next 5 years. Respondents are concerned about how growth will affect traffic and their communities through housing developments.
- 4 While a majority of respondents report feeling happy with the level of communication they receive from the city, a large share say they want more communication. Emails from the city in particular are a channel with potential, as nearly half of respondents say they prefer getting city news via email.
- 5 Responses to the planned urban center development are mixed, with many respondents feeling both excited about its economic impacts but also concerned about how the development will affect growth more broadly and specifically traffic flow in the city.

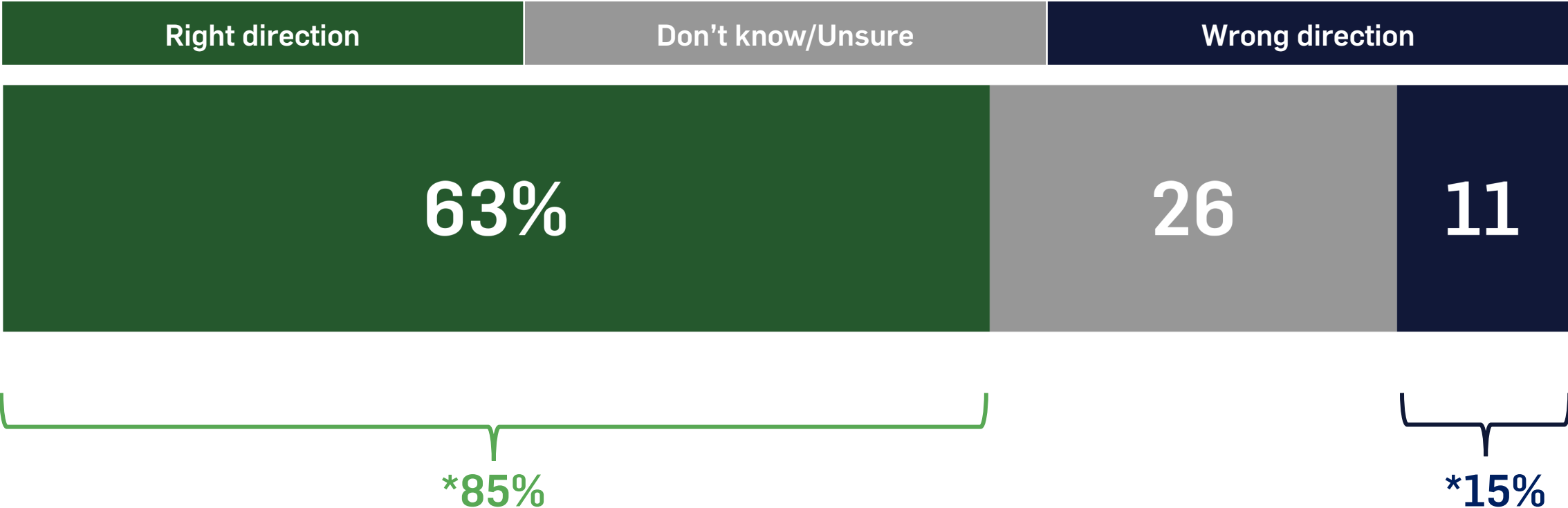
# KEY FINDINGS

# **CITY DIRECTION & PERCEPTIONS**

# MOST SAY CITY MOVING IN RIGHT DIRECTION

A solid majority of respondents say they think South Jordan is moving in the right direction. Very few respondents say the city is moving in the wrong direction (11%), though a sizeable share say they're unsure about its direction. Omitting respondents who are unsure about the city's direction, nearly all of them (85%) think the city is moving in the right direction.

Direction of South Jordan City



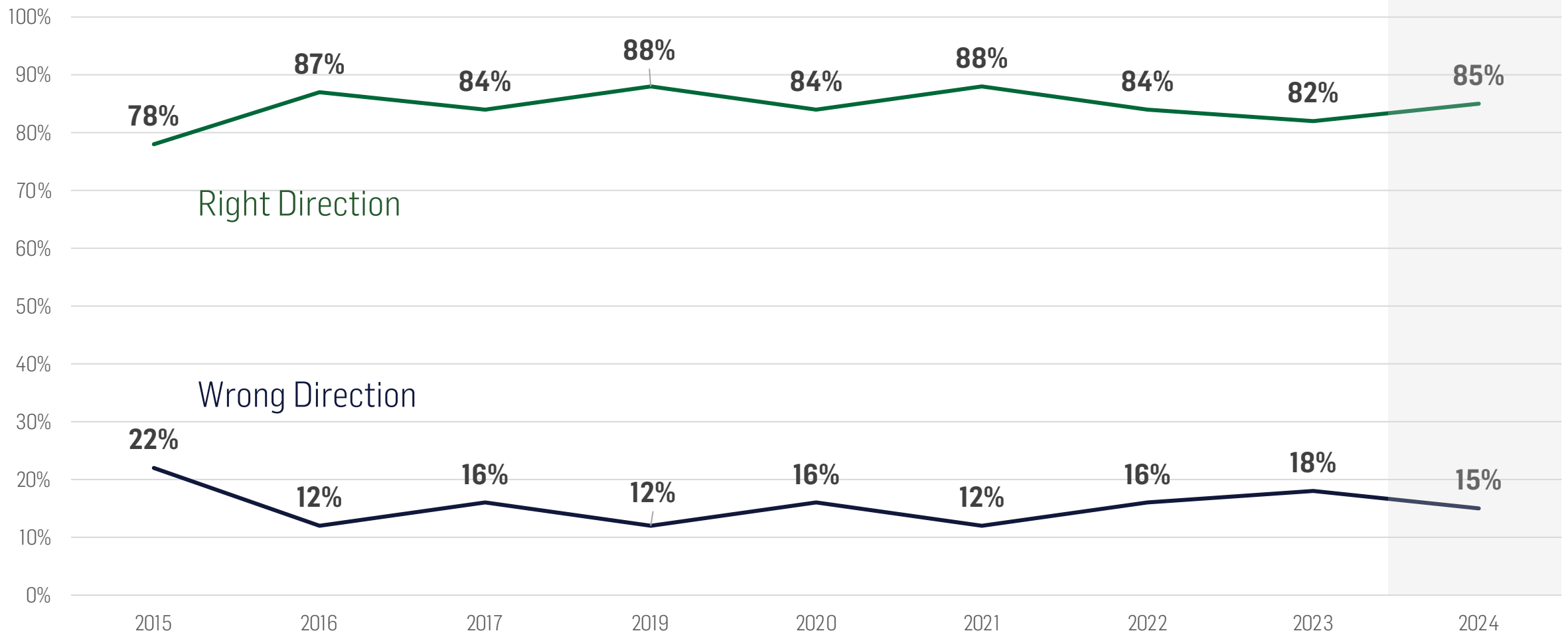
Q: Overall, would you say the City of South Jordan is headed in the right direction or the wrong direction? (n = 875)

\*Percentage omitting "Don't know/Unsure" responses

# OPTIMISM HAS STAYED CONSISTENT OVER TIME

Since 2015 when we began collecting panel data on city residents' optimism about South Jordan, the share of respondents who think the city is moving in the right direction has been high and remained high. This year, it was 85% -- up 3 points from last year (though this increase is within the margin of error for this survey).

## City Direction Over Time



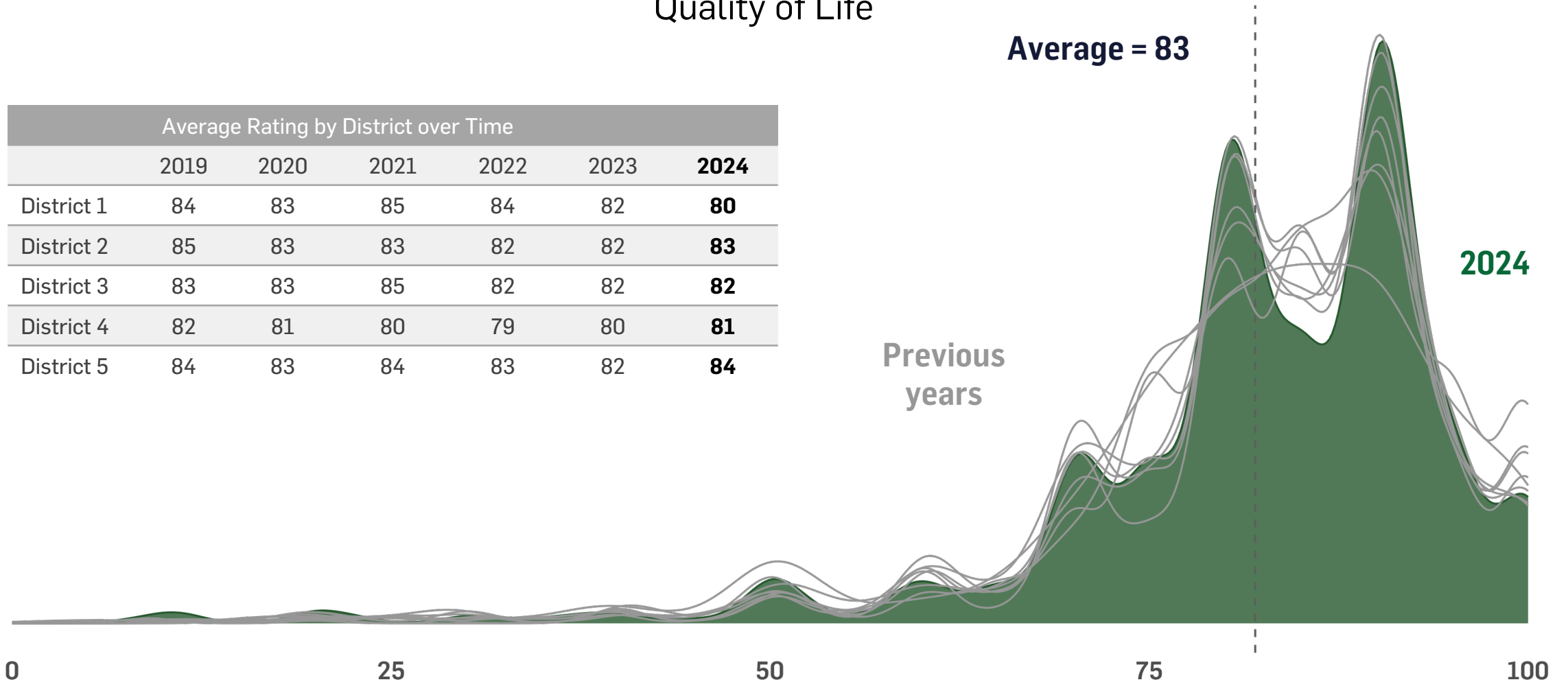
# QUALITY OF LIFE IN SOUTH JORDAN REMAINS HIGH

The average quality of life in South Jordan remains high with an average rating of about 83 out of 100. Additionally, 90% of responses reported a quality of life score of 70 or higher. Quality of life is high across all districts, with the in-district average for each between 80 to 84 out of 100.

## Quality of Life

Average Rating by District over Time						
	2019	2020	2021	2022	2023	2024
District 1	84	83	85	84	82	<b>80</b>
District 2	85	83	83	82	82	<b>83</b>
District 3	83	83	85	82	82	<b>82</b>
District 4	82	81	80	79	80	<b>81</b>
District 5	84	83	84	83	82	<b>84</b>

Average = 83

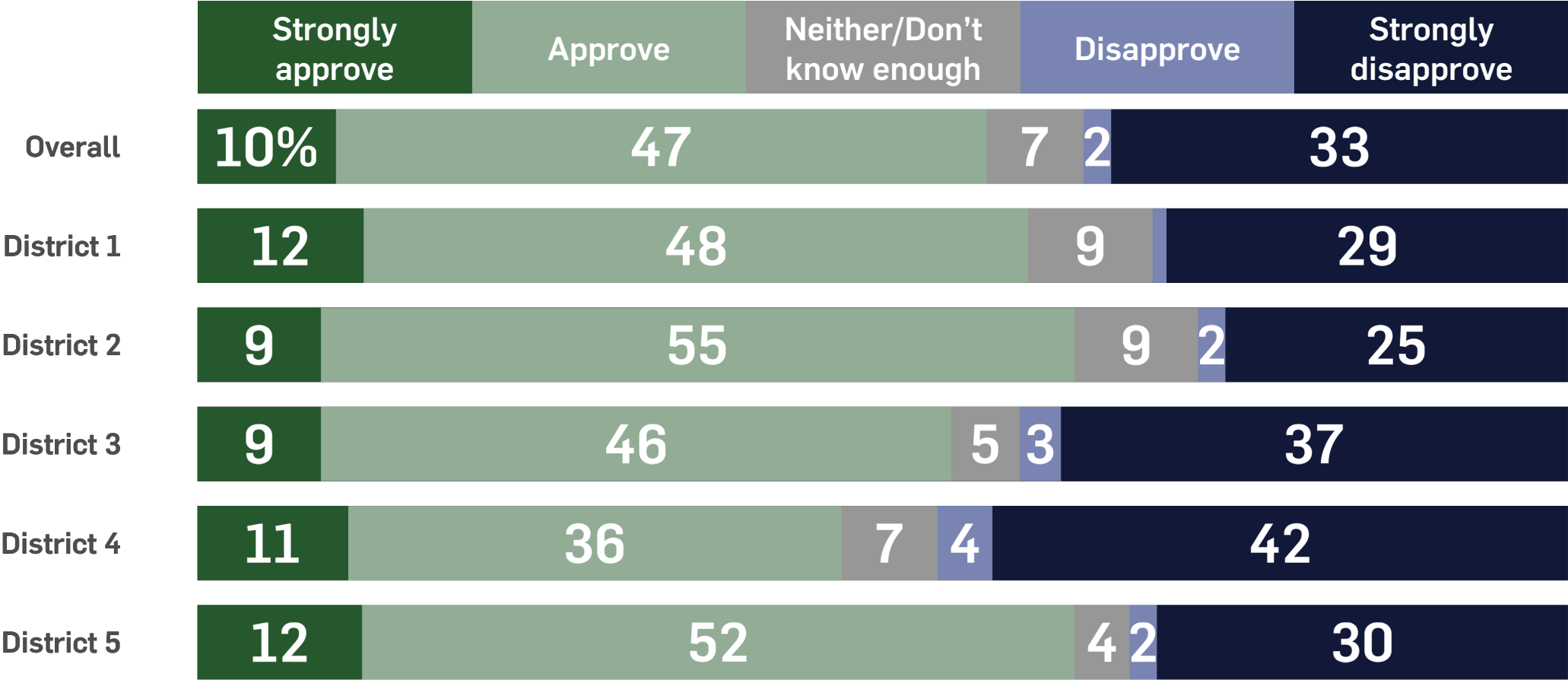


Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Jordan? (n = 873)

# MAJORITY APPROVE OF CITY LEADERSHIP

Most respondents say they approve of the job the mayor and the city council are doing, with a total of 57% of respondents saying they approve of their job (10% say they "strongly approve"). This is an increase from approval ratings in 2023 (53%). Approval is significantly lower in District 4 which saw a slight decrease in approval since 2023.

### Mayor and City Council Job Approval

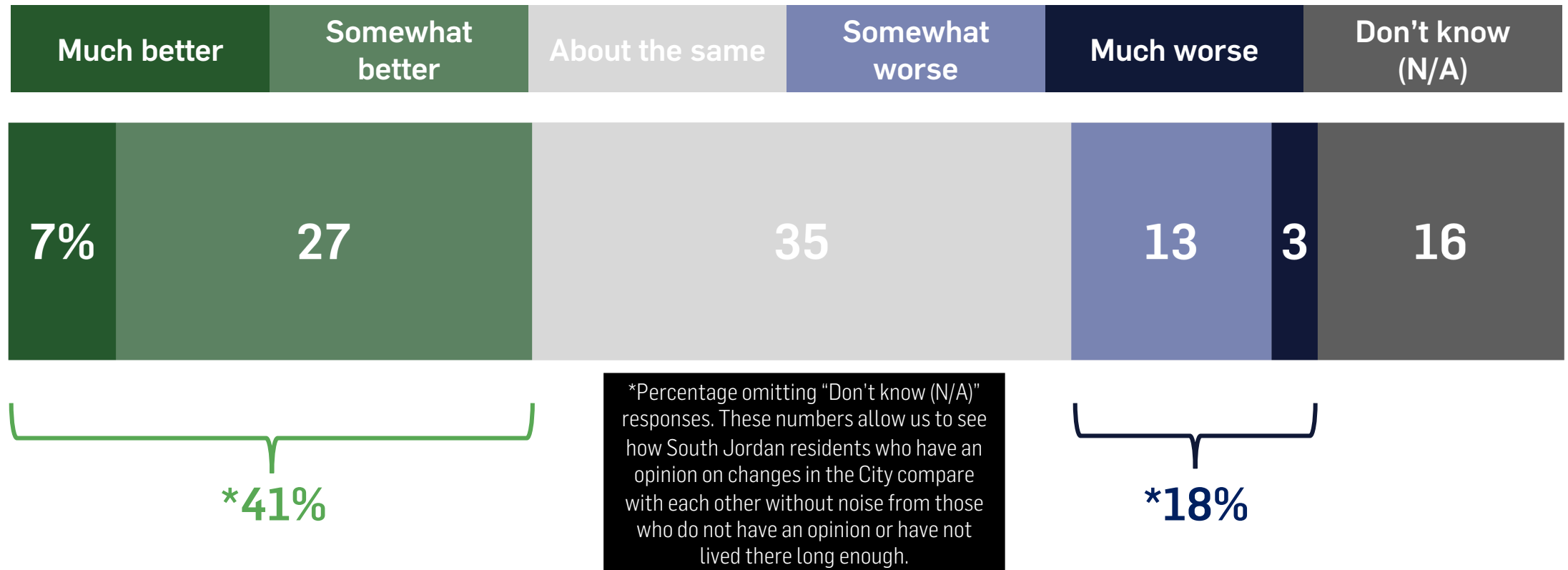


Q: Do you approve or disapprove of how the South Jordan Mayor and City Council are handling their jobs? (n = 875, District 1: 152, District 2: 199, District 3: 164, District 4: 187, District 5: 149)

# MOST SAY CITY IS BETTER/THE SAME AS 5 YEARS AGO

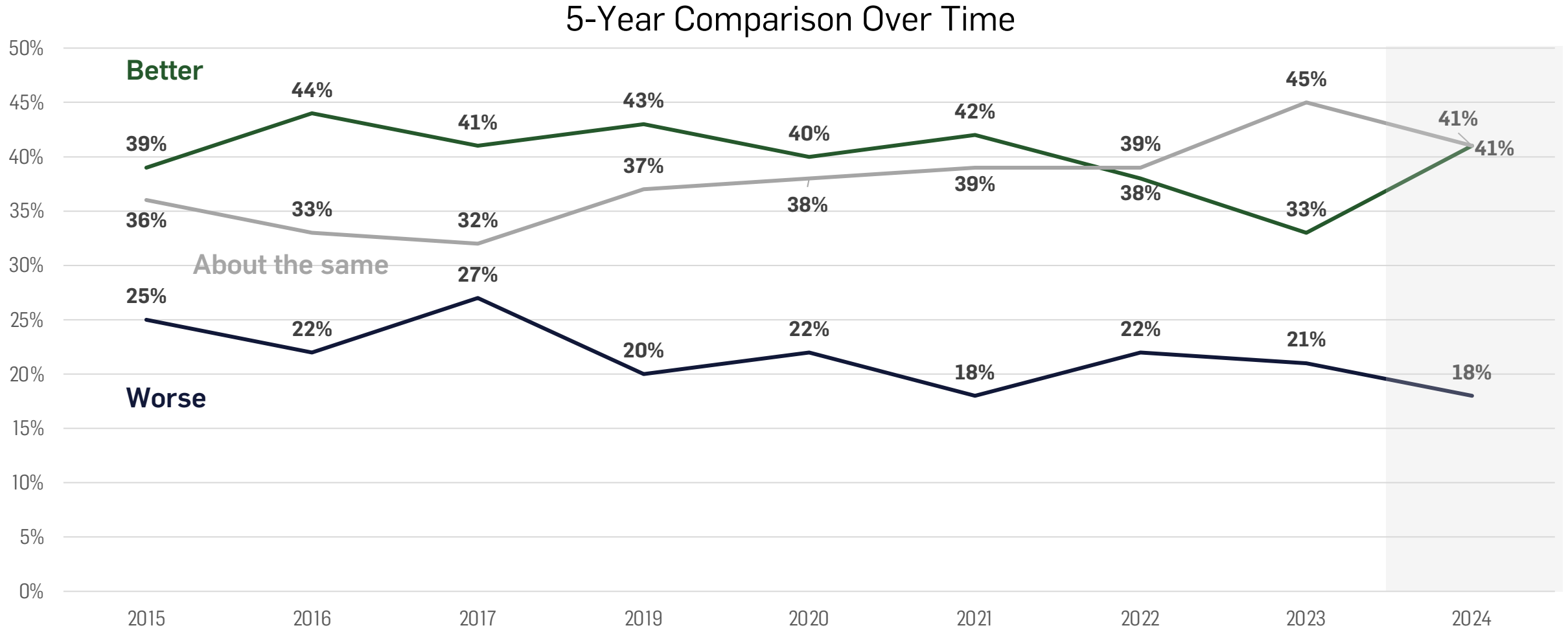
A little more than 1/3<sup>rd</sup> of respondents (34%) say that the city has gotten better compared to five years ago. However, the same proportion of respondents say that the city has stayed about the same. Only about 16% say the city has gotten worse, and 16% did not answer the question.

## City Rating 5-Year Comparison



# RESPONSES TO COMPARISON QUESTION STEADY OVER TIME

Over time, the share of respondents who say that South Jordan is better than it was 5 years ago has remained steady, with a notable drop in 2023. Those who say it is about the same has increased since 2017 with a notable jump in 2023 and return to a slight increase in 2024.



# RESPONDENTS LOVE CITY'S SAFETY, SIZE

When asked what they like most about living in South Jordan, open-ended responses referencing the city's safety, its size and family-friendliness, open spaces, and convenience of shopping centers were brought up often among other things.

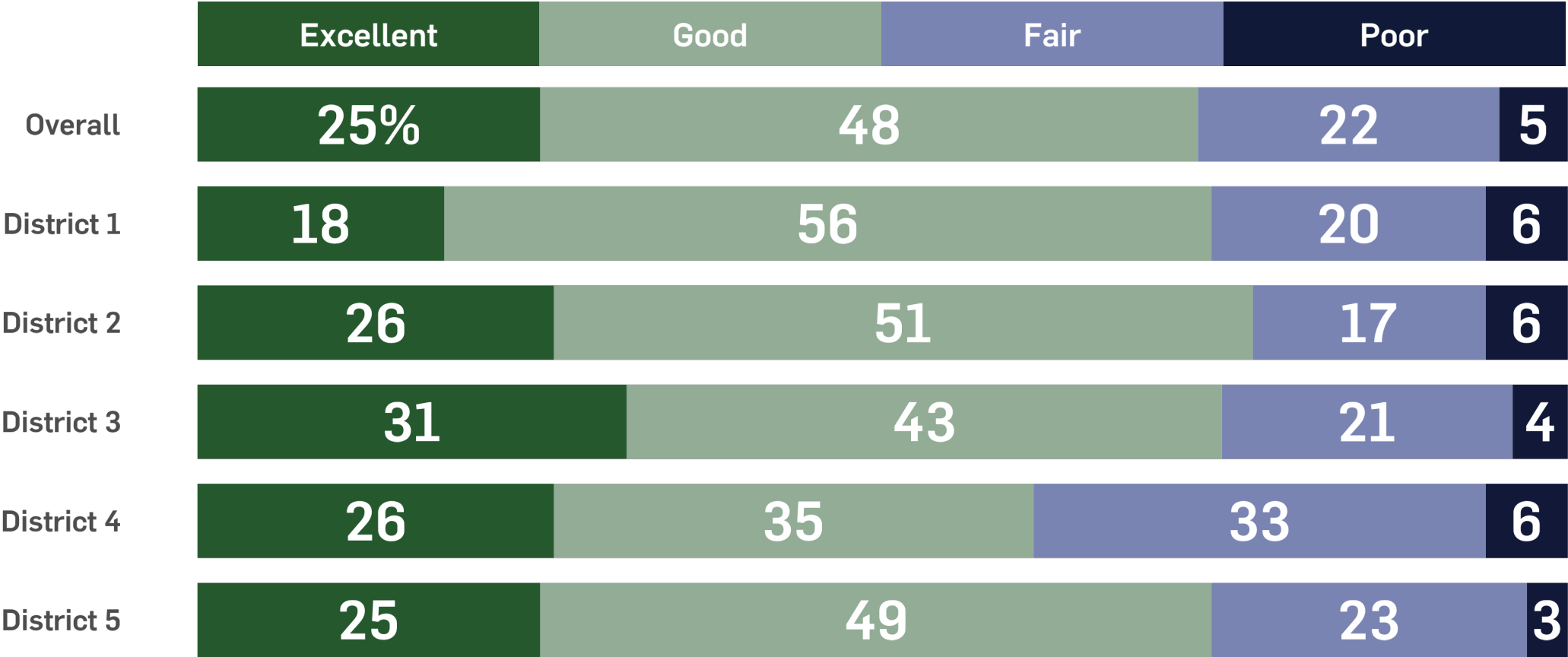
## Most Liked About Living in South Jordan



# PERCEIVED SERVICE VALUE UP SINCE 2023

Overall, the service value respondents perceive for their tax dollars has gone up since 2023, with the share of those saying service is “excellent” having increased by 8 points. The share of those saying service is “excellent” has likewise increased in most districts, with the highest increase in district 3, and the lowest increase in district 1.

Perceived Service Value for Tax Dollar

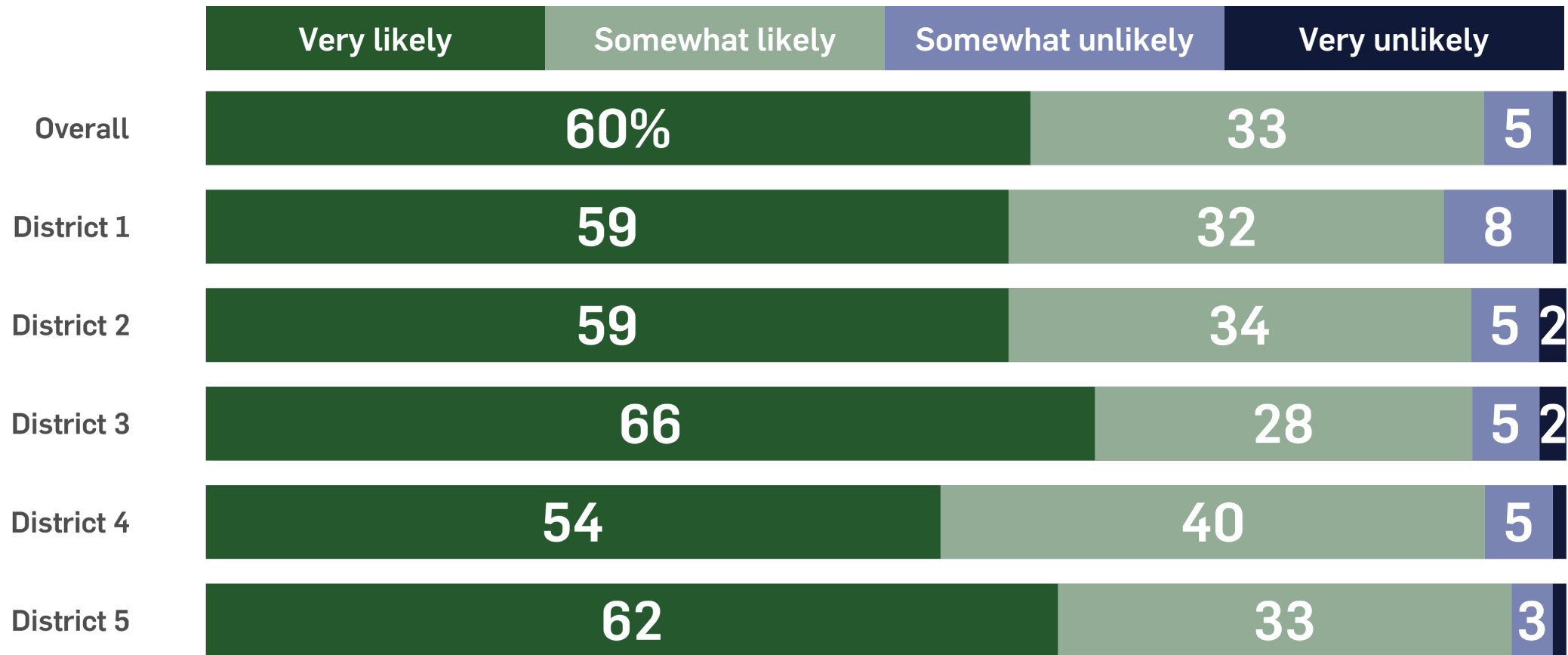


Q: In general, how do you rate the service you receive from South Jordan for your tax dollar? For your reference, an average home in South Jordan valued at \$630,000 pays \$494 annually (\$41/mo.) in property taxes to South Jordan City. (n = 873, District 1: 152, District 2: 199, District 3: 163, District 4: 186, District 5: 149)

# SOUTH JORDAN STILL HIGHLY RECOMMENDABLE

Nearly all respondents (93% in total) say they are at least “somewhat likely” to recommend South Jordan as a good place to live, with 60% saying they would be “very likely”. This proportion has stayed steady since last year, when a total 92% of respondents said they were at least “somewhat likely” to recommend South Jordan.

## Likelihood to Recommend South Jordan



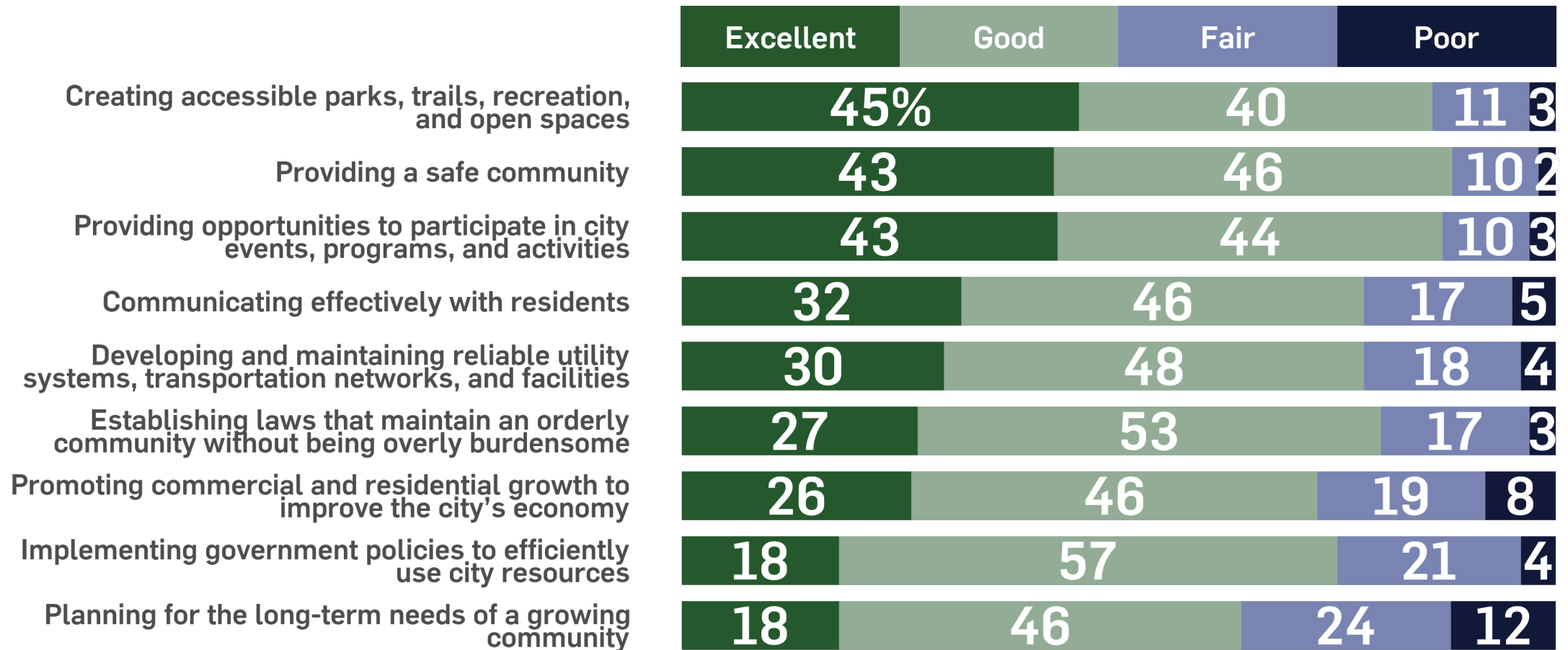
Q: How likely are you to recommend the City of South Jordan to friends and family as a good place to live? (n = 875, District 1: 152, District 2: 199, District 3: 164, District 4: 187, District 5: 149)

# **COMMUNITY PRIORITIES & CITY SERVICES**

# LEADERS DOING WELL ON CITY PRIORITIES

Respondents say city leadership is doing well on its priorities, with each priority receiving a rating of “good” or better by between 65% and 85% of respondents. The priorities where respondents think the city is doing best overall are open spaces, safety, and city events. The priority with the lowest performance rating is planning for long-term growth, with 64% saying the city is doing “good” or better on this priority.

Performance on City Priorities

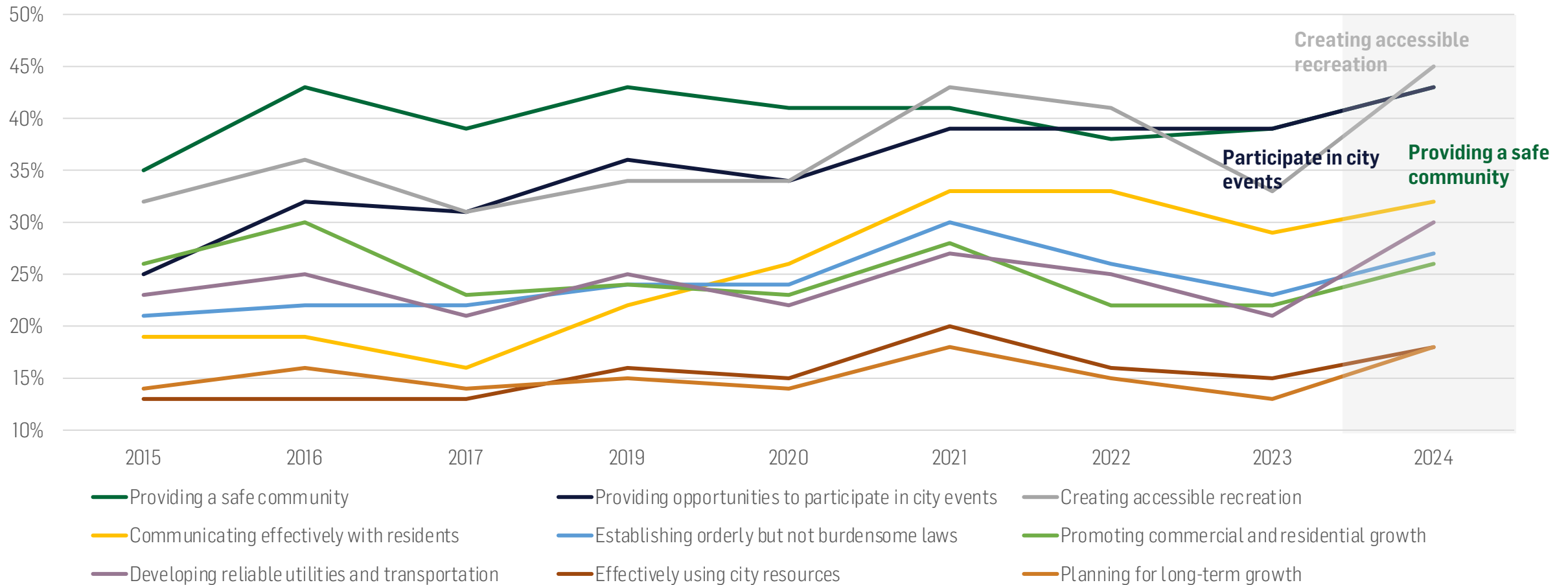


Q: The elected officials of South Jordan have set priorities that they use to help them make decisions. Officials would like to know how well they are doing at meeting these priorities. To the best of your knowledge, how would you rate South Jordan's performance in each of the following categories? (n = 872)

# PERFORMANCE ON ALL PRIORITIES INCREASING STEADILY

The performance ratings of all priorities are up from 2023, but most increases were only by orders of 1 or 2 points. This continues a general trend over our 9-year period of collecting data, where performance ratings have generally increased over time, though slowly.

## Priorities \*Performance Over Time



\*Percentage who rated performance on priority as "excellent"

# GROWTH MOST IMPORTANT CURRENT, FUTURE ISSUE

Respondents say that the most important issue facing the city both today and in 3-5 years is growth, as observed in previous survey waves. Respondents are concerned about several effects of growth, such as traffic, housing, and crime.

## Most Important Issue Today

*"Need more traffic control for minor issues (expired license plates, junk cars, speeders...)"*

*"Rapid growth"*

*"Crowding"*

*"Growth, traffic, housing, and transportation"*

*"Managing growth and affordable housing"*

*"Roads and traffic, Daybreak parkway"*

*"Growth. I'm very concerned about high-density housing"*

*"Crime rate and small businesses struggling."*

## Most Important Issue in 3-5 Years

*"More affordable housing"*

*"Keeping the quality of life in the face of growth"*

*"Affordable housing and growth"*

*"Too much development. Too much growth"*

*"Population growth and terrible roads"*

*"Population growth, high-density housing"*

*"Traffic and taxes"*

*"Planning for growth while managing existing infrastructure"*

Q: In your opinion, what is the most important issue facing South Jordan today? (n = 817)

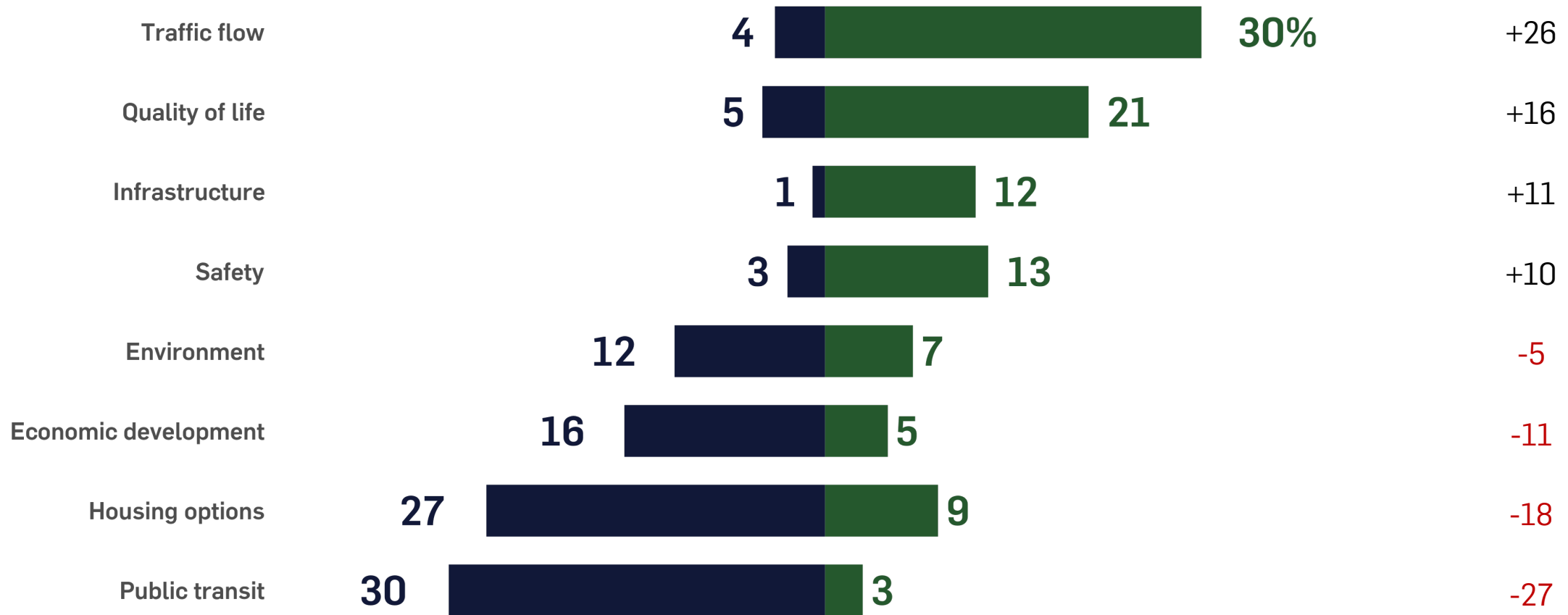
Q: In your opinion, what is the most important issue facing South Jordan in the next 3-5 years? (n = 825)

# TRAFFIC MOST IMPORTANT FOR CITY TO ADDRESS

Respondents were shown some aspects about life in South Jordan and asked to rate which they saw as the most and least important for the city to address. Traffic flow had the highest proportion of respondents ranking it most important and the highest net importance score, but quality of life, infrastructure, and safety were also commonly ranked as most important. Public transit was ranked least important by 30% of respondents.

## MOST and LEAST Important to Address

## Net Importance

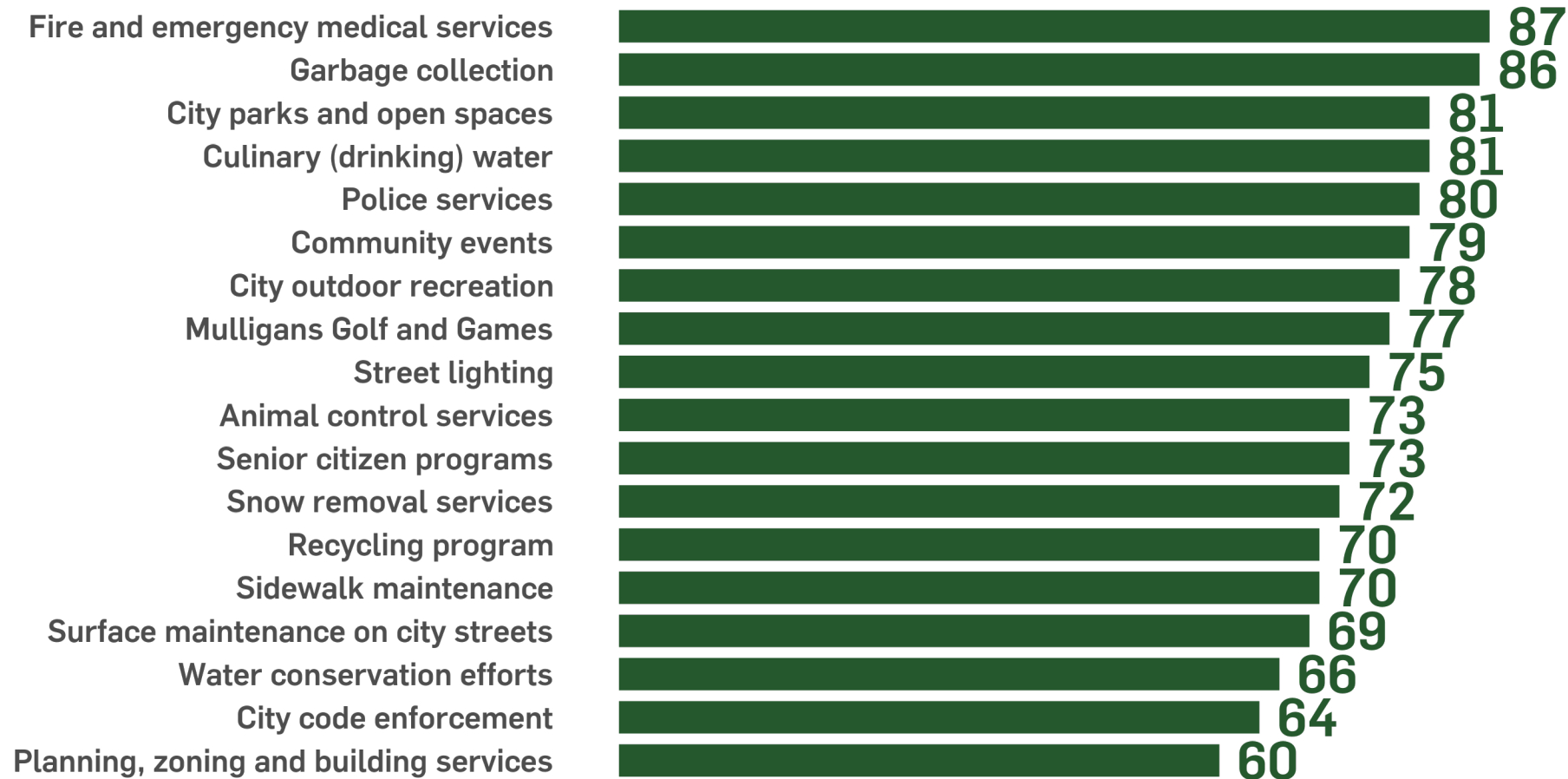


Q: Which of the following aspects of life in South Jordan would you say is MOST important for the City to address? Which is the LEAST important? (n = 873)

# FIRE/EMS, GARBAGE SERVICES GET HIGHEST MARKS

Nearly all city services get high marks from respondents, with the lowest-rated city service (planning, zoning, and building) getting a rating of about 60 out of 100. The highest rated services are fire and EMS services, and garbage collection, with each garnering an average rating of over 85 out of 100. Parks and open spaces, drinking water, and police services also all receive average ratings of 80 out of 100 or higher.

## City Services Average Ratings

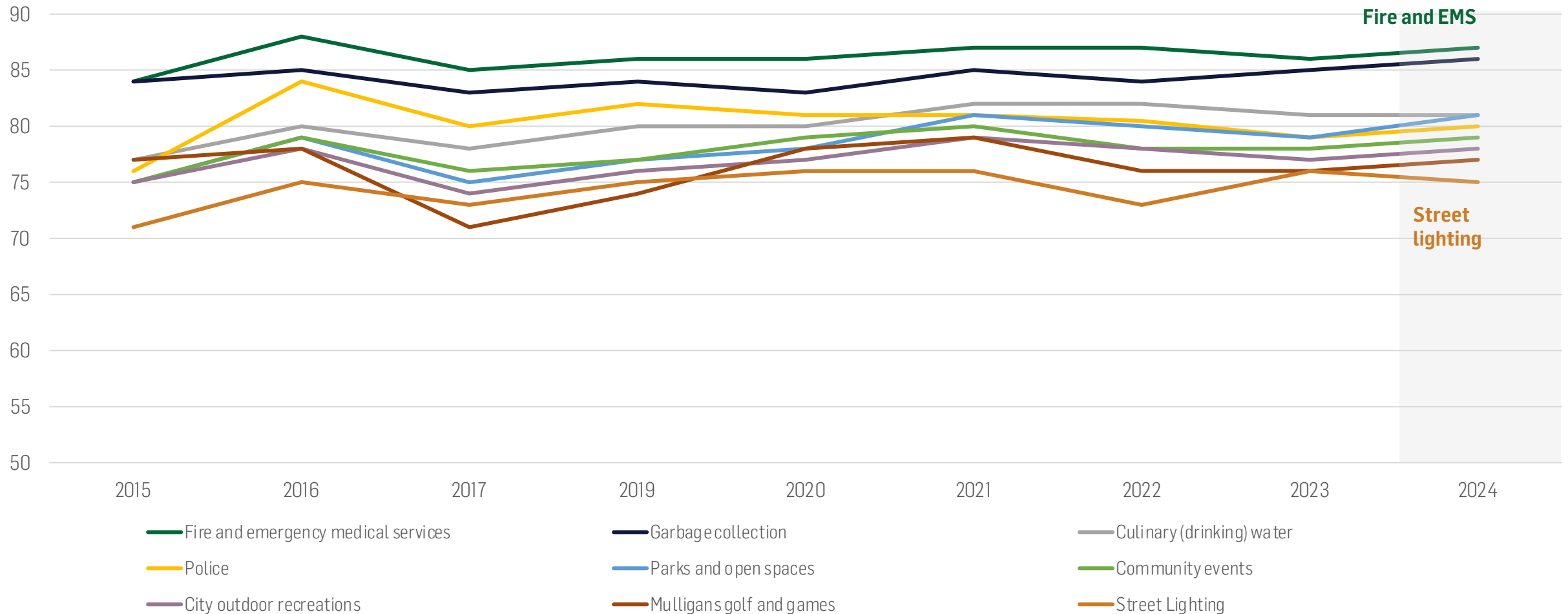


Q: South Jordan provides a number of services to its residents. Please rate each of the following city services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not Applicable. (n = 875)

# FIRE/EMS, GARBAGE, OTHERS CONSISTENTLY HIGH

The highest-rated services in this survey wave have stayed consistently high over the period for which we've collected survey data and many have risen slightly. Fire and EMS and garbage collection have long been the highest-rated city services

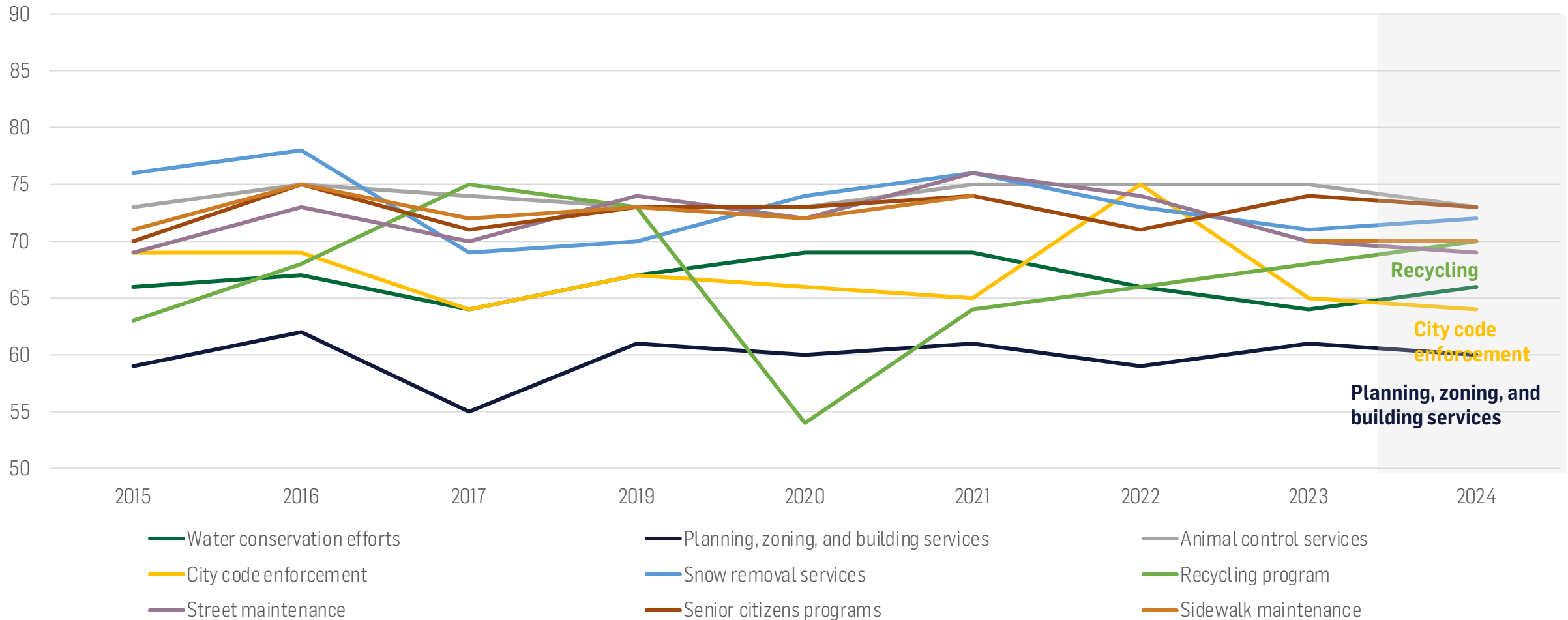
## Highest-Ranked Services Over Time



# OTHER SERVICES VARY IN RATING OVER TIME

The lowest-rated services in this survey wave have been rated lower historically as well. These include planning and zoning, and code enforcement. Though recycling was rated very low in 2020, it has risen steadily since and continues to rise.

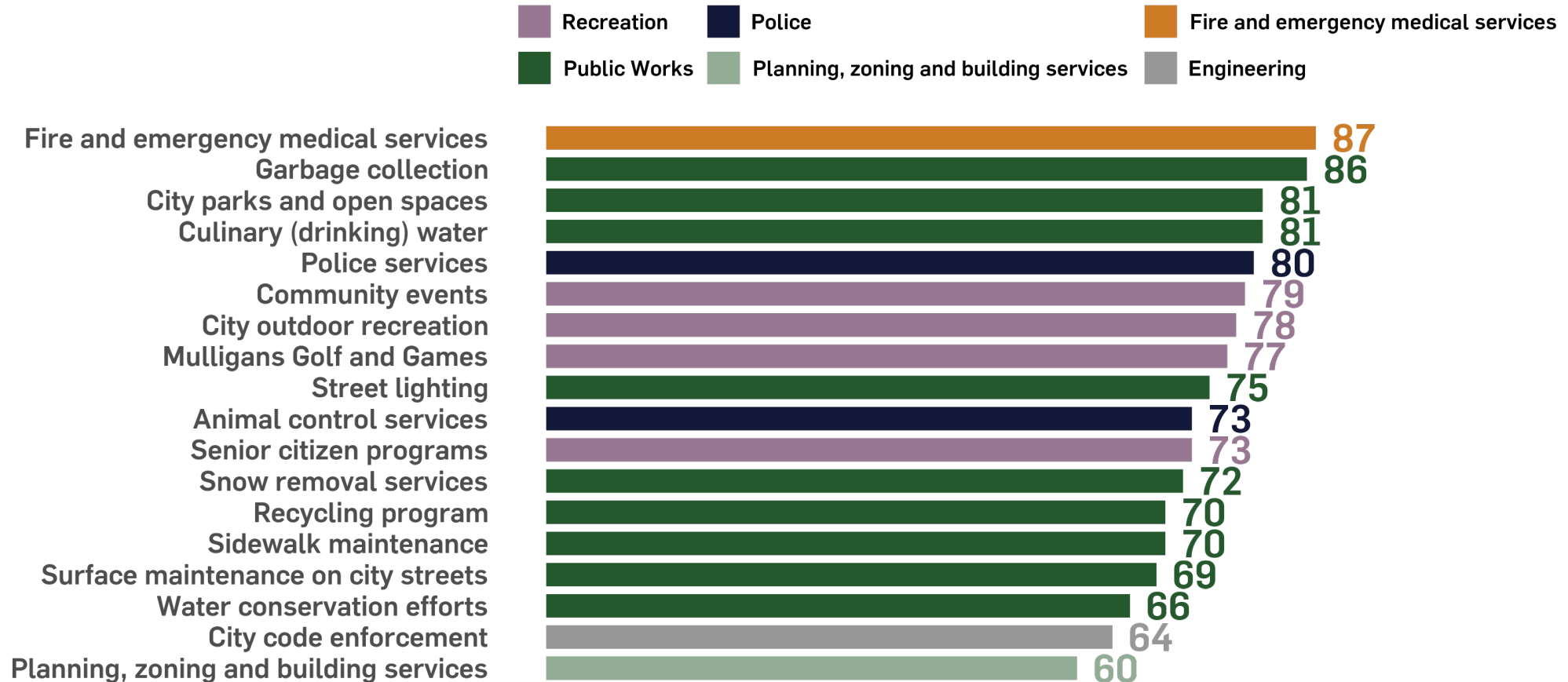
## Lowest-Ranked Services Over Time



# PUBLIC WORKS SPLIT BETWEEN HIGH AND LOW SERVICE RATINGS

Garbage collection, city parks, and drinking water and 3 of the 4 highest rated services across all departments. However, public works services like water conservation, road maintenance, and sidewalk maintenance are rated towards the bottom.

## City Services Average Ratings By Department

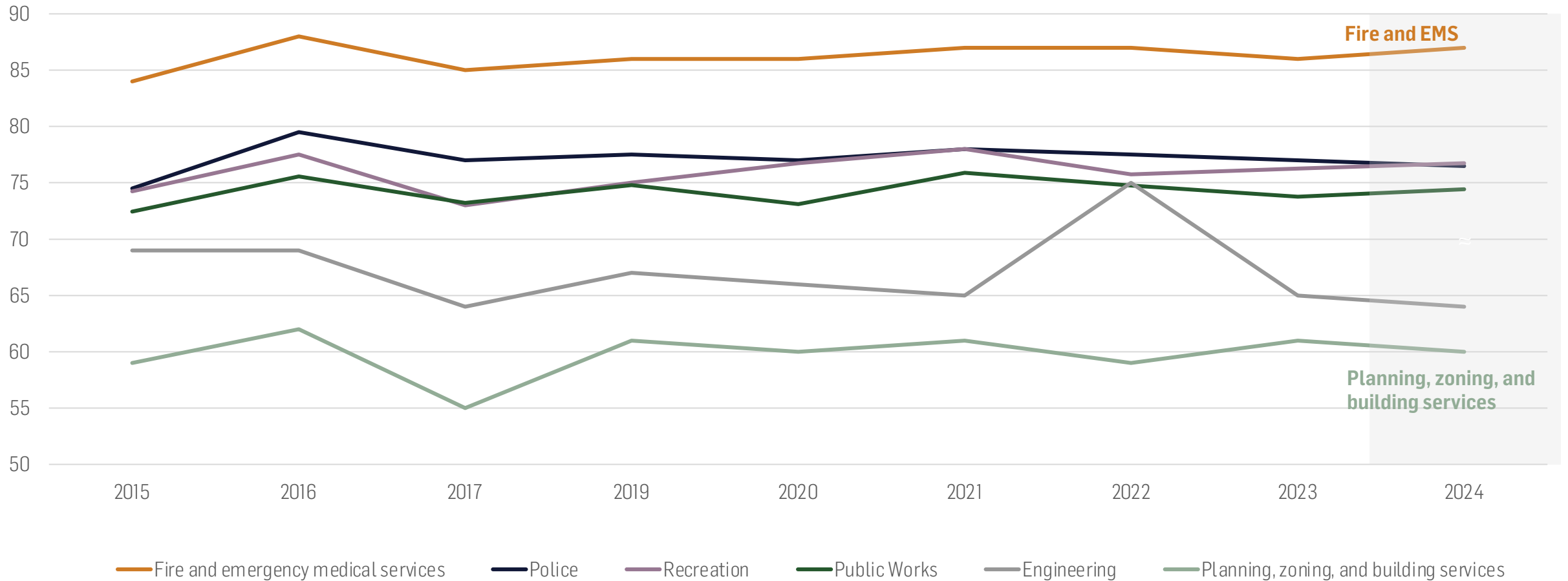


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# FIRE AND EMS HIGHEST-RATED DEPARTMENT

When considering the average score for the services in each department, Fire and EMS consistently rank about 10 or more points higher than any other departments. Police and Recreation also rank highly, and the planning, zoning, and building department has ranked the lowest in every year since 2015.

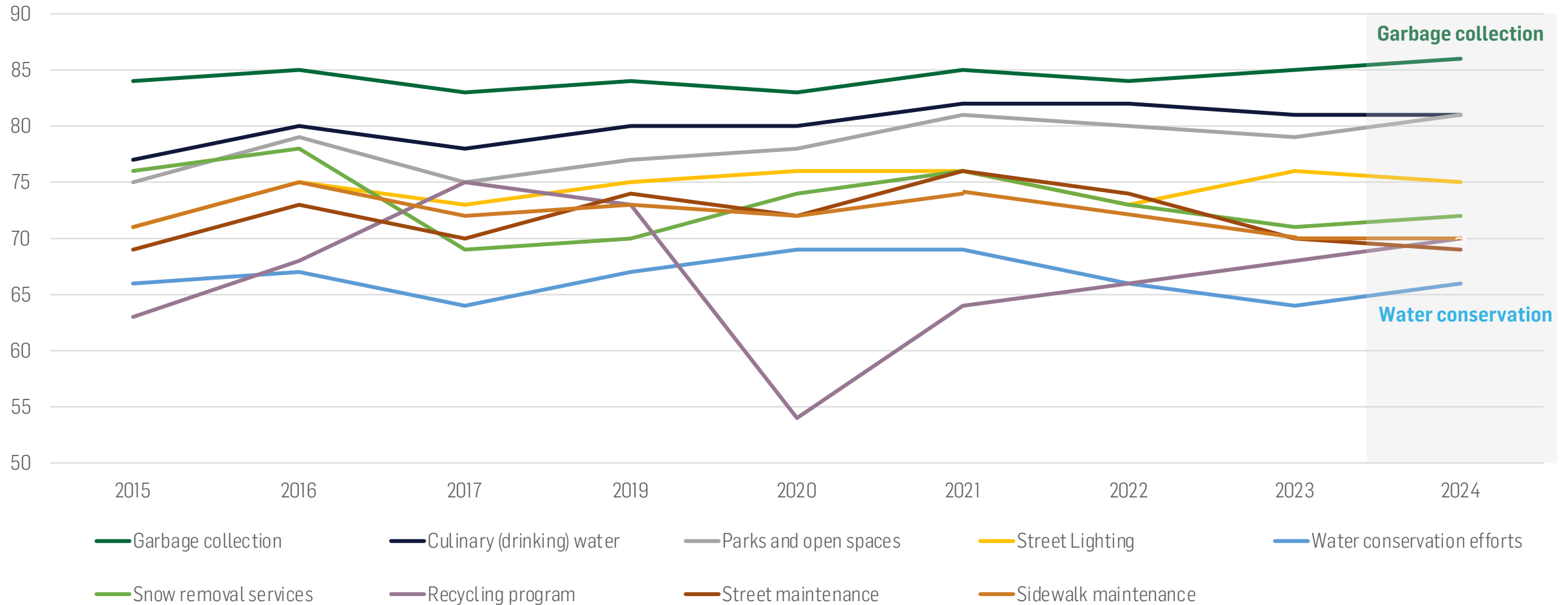
## South Jordan Department by Average Service Rating



# GARBAGE COLLECTION MOST POPULAR PUBLIC WORK

Between the nine services surveyed performed by the Public Works Department, garbage collection is consistently the most popular followed by drinking water and parks/open spaces. These services have been consistently high, with only the recycling program dipping below 60 in the last ten years.

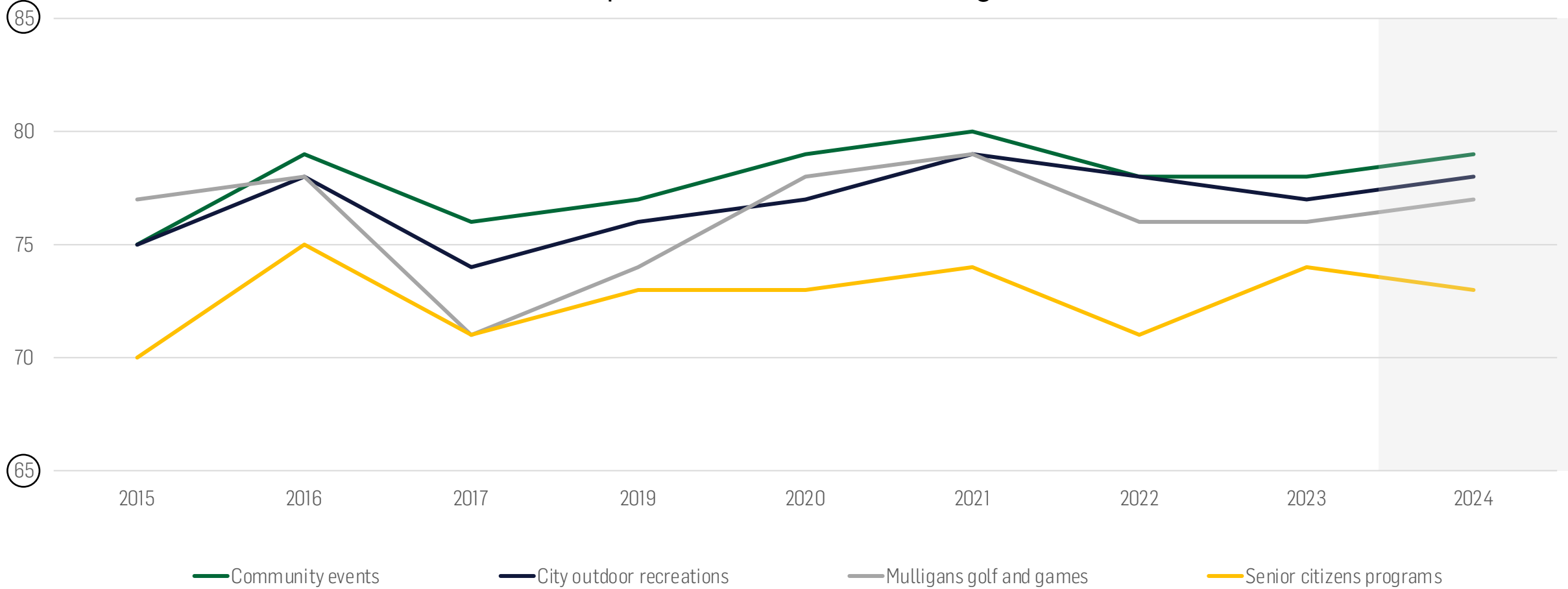
## Public Works Department's Service Ratings Over Time



# RECREATIONAL ACTIVITIES EQUALLY POPULAR

In general, recreational activities have consistently been equally popular to each other, with community events, city outdoor recreations, and Mulligans all rating between 75 and 80 consistently since 2020. Senior citizen programs tend to rate somewhat lower, consistently receiving scores between 70 and 75 in the last ten years.

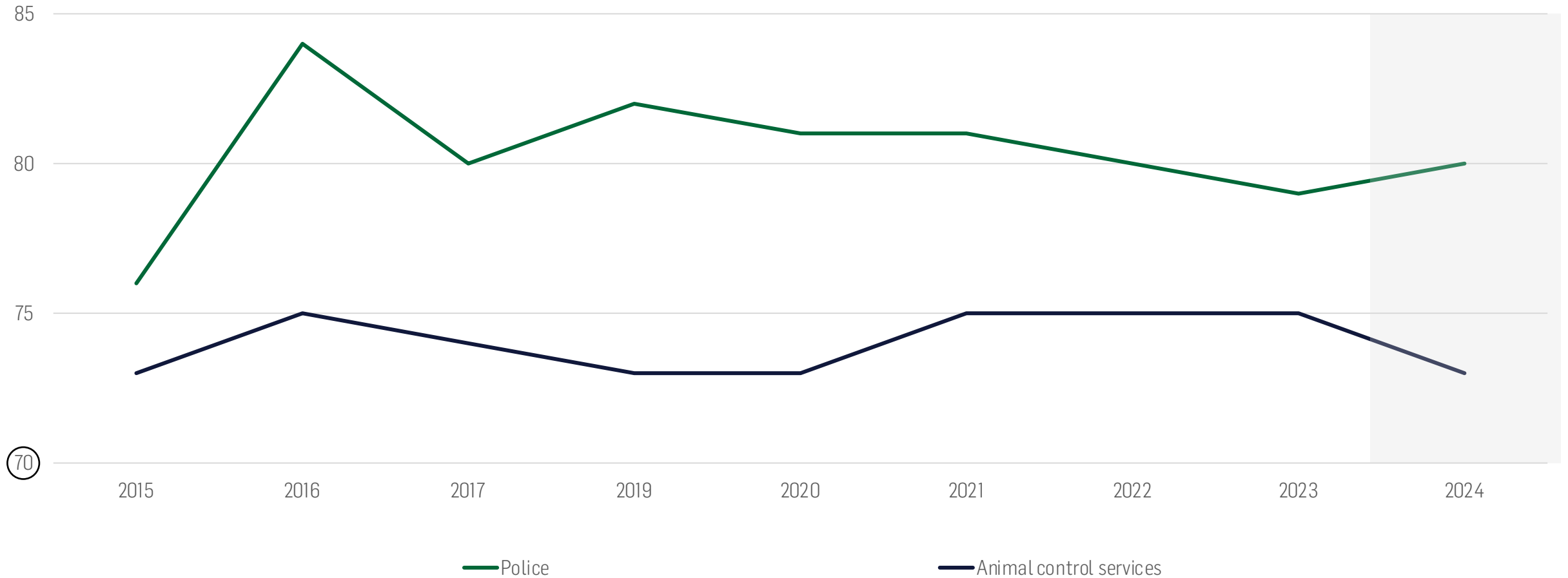
### Recreation Department's Service Ratings Over Time



# ANIMAL CONTROL LESS POPULAR POLICE SERVICE

Between the two services performed by the Police Department, animal control services is the less popular service. However, both general police services and animal control services have received over 70% approval ratings since 2015.

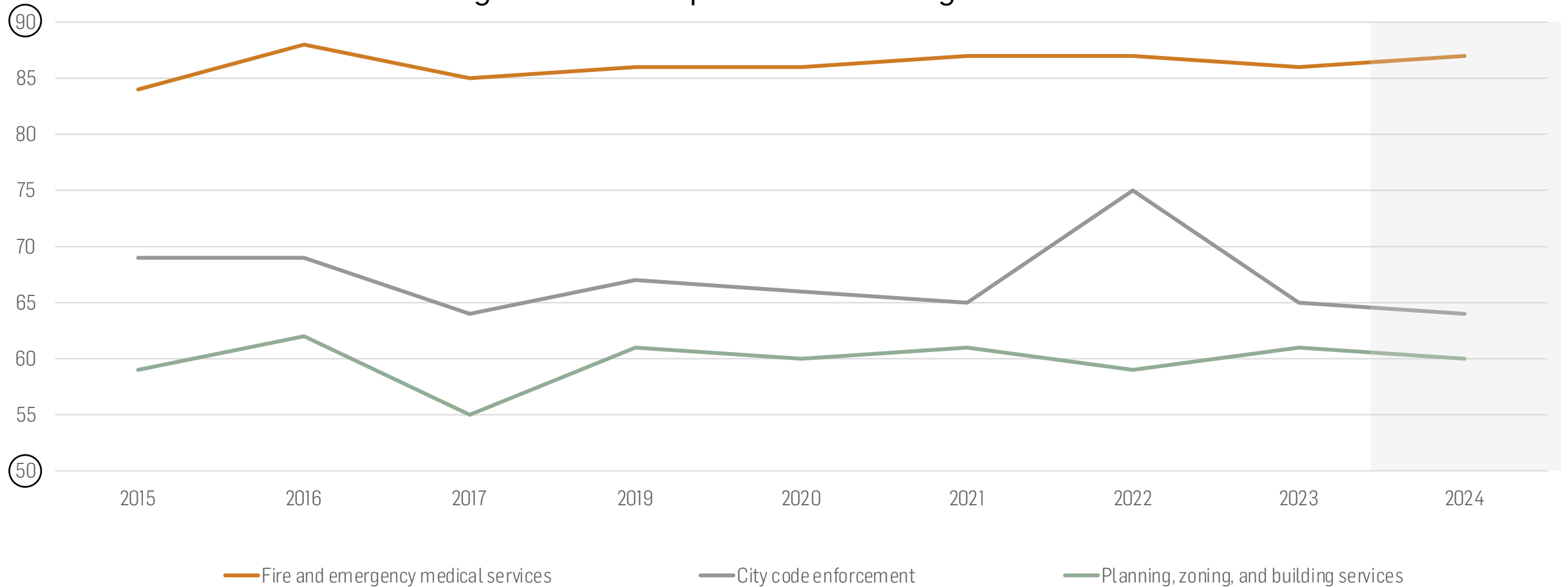
## Police Department's Service Ratings Over Time



# FIRE AND EMS MOST POPULAR SINGLE-SERVICE DEPARTMENT

Three departments only offer one of the services mentioned in this survey: Fire and EMS, Engineering (City code enforcement), and planning, zoning, and building services. Of these departments, Fire and EMS has consistently rated the most positively, with scores of 85-90 since 2016. City code enforcement and planning, zoning, and building services have consistently ranked much lower.

## Single-Service Departments' Ratings Over Time



# RESPONDENTS APPRECIATE CITY WORKERS

Respondents were asked to share their experiences with any South Jordan city service in the past year, if they had any. A large share of them took the opportunity to express concerns about growth (most of their responses are not shown here, but are included in the appendix), but many of them also shared positive experiences with city workers for specific services.

## Experiences with City Services in Past Year

*"My husband called the city once about a bike lane that needed repair, and we were impressed that it was addressed that very day"*

*"I sent some pictures of broken sidewalks and workers were repairing them within a few days"*

*"The snow-plowing is not done as frequently as it should be"*

*"It's really frustrating trying to get a permit and getting so much pushback and then seeing so many things against code in other properties"*

*"I have an issue with not getting secondary water. I have called and had 3 people come out and check it and they said they can't do anything about it"*

*"While Google Fiber was being installed in our neighborhood, we sometimes saw city workers observing the work"*

*"Please keep up the good work"*

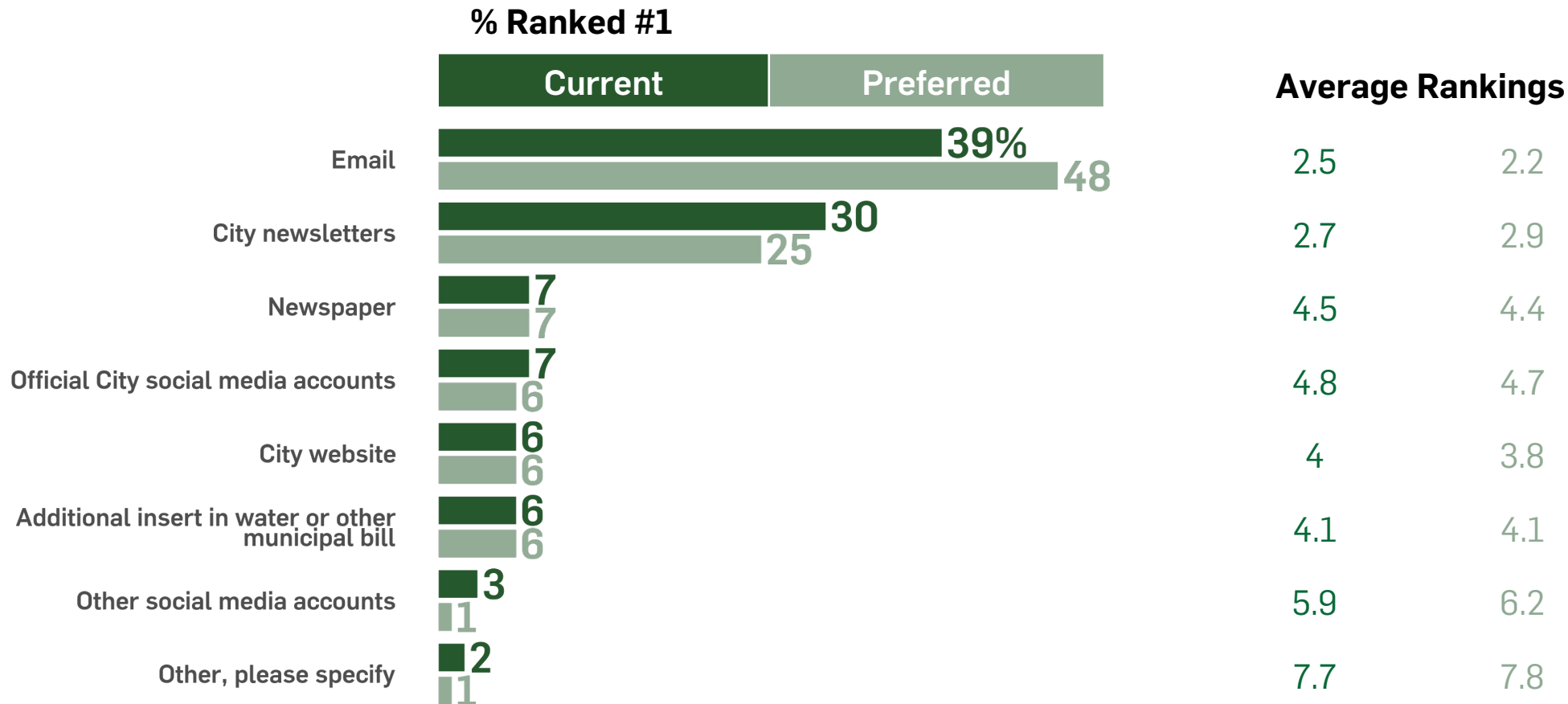
*"City needs to slow the growth and stop adding so much high-density housing"*

**CITY NEWS &  
COMMUNICATIONS**

# RESPONDENTS APPRECIATE EMAILS AND WANT MORE

When asked to rank currently used and preferred sources of news from South Jordan, city emails were the source most-often ranked as #1, with over 1 in 3 respondents (39%) saying they currently use it the most. The city newsletter is also popular. When asked to rank *preferred* news sources, city emails were most often ranked #1, with almost half of respondents (48%) saying they prefer to receive news from emails.

## City Communication Sources



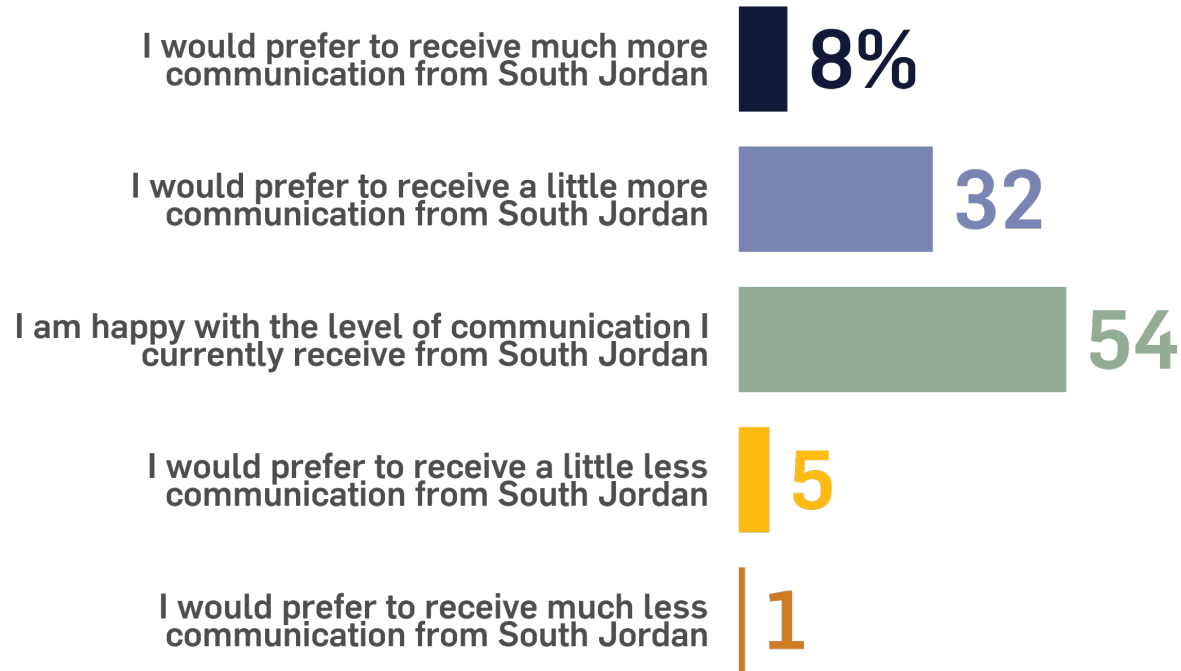
Q: From which source do you currently receive most of your information about the City of South Jordan? Please rank each of the following information outlets in order where (1) is the source where you get the MOST information and (8) is the source where you get the LEAST information about the City. (n = 842)

Q: From which source would you prefer to receive most of your information about the City of South Jordan? Please rank each of the following information outlets... (n = 837)

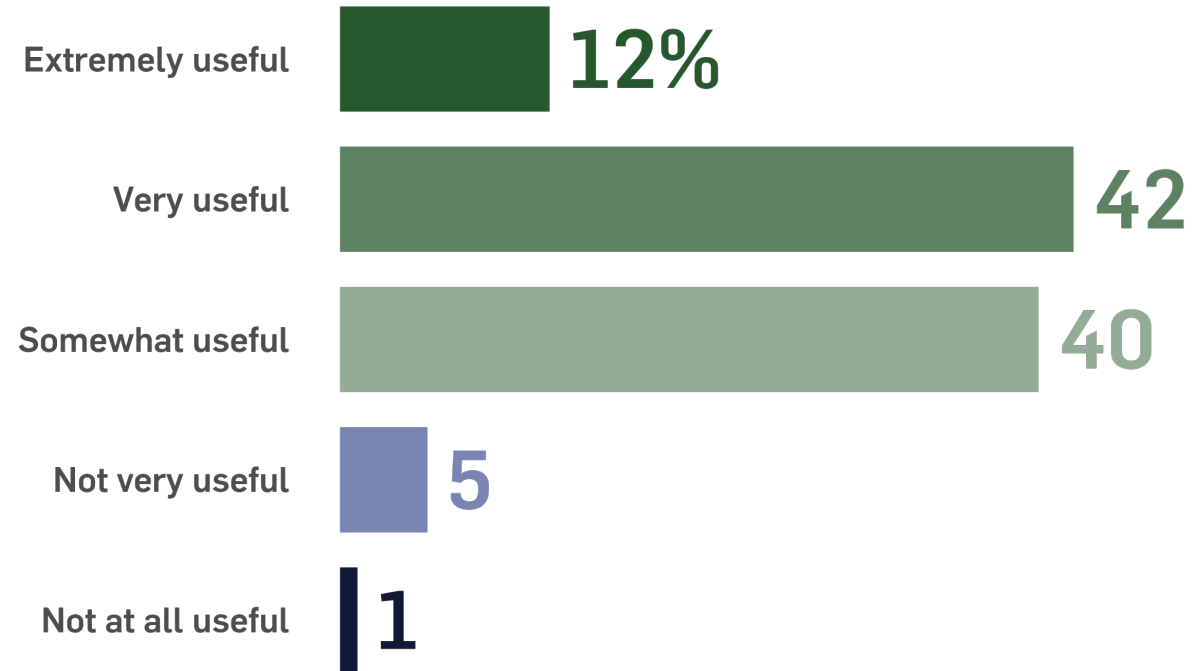
# CITY COMMUNICATION IS ADEQUATE, USEFUL

A slight majority of respondents (54%) say they are happy with the level of communication they receive from the city. However, 40% say they would like more communication, though most only prefer a little more. Nearly all respondents (94%) say the communication they do receive from the city is at least “somewhat” useful, with over 50% saying it is “very useful”.

## Communication Preferences



## Communication Usefulness



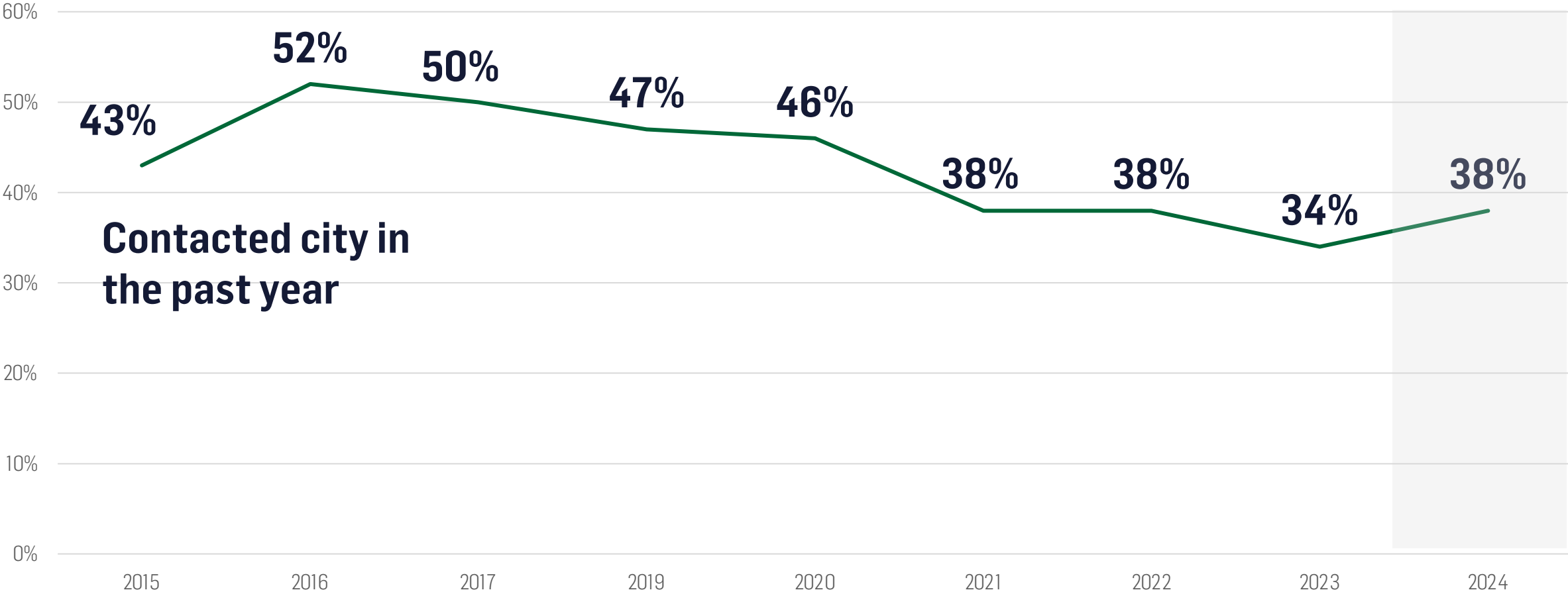
Q: Would you prefer to receive more communication from South Jordan, less communication, or are you happy with the level of communication you currently receive from the City? (n = 870)

Q: How useful is the communication you currently receive from South Jordan for you, personally? (n = 874)

# RATE OF CONTACTING CITY REMAINS LOW

Residents have contacted the city office less frequently since 2016, with a valley in 2023. We see a slight increase in contacting from 2023 to 2024, putting frequency of contact in line with 2021 and 2022.

### City Office Contact Over Time

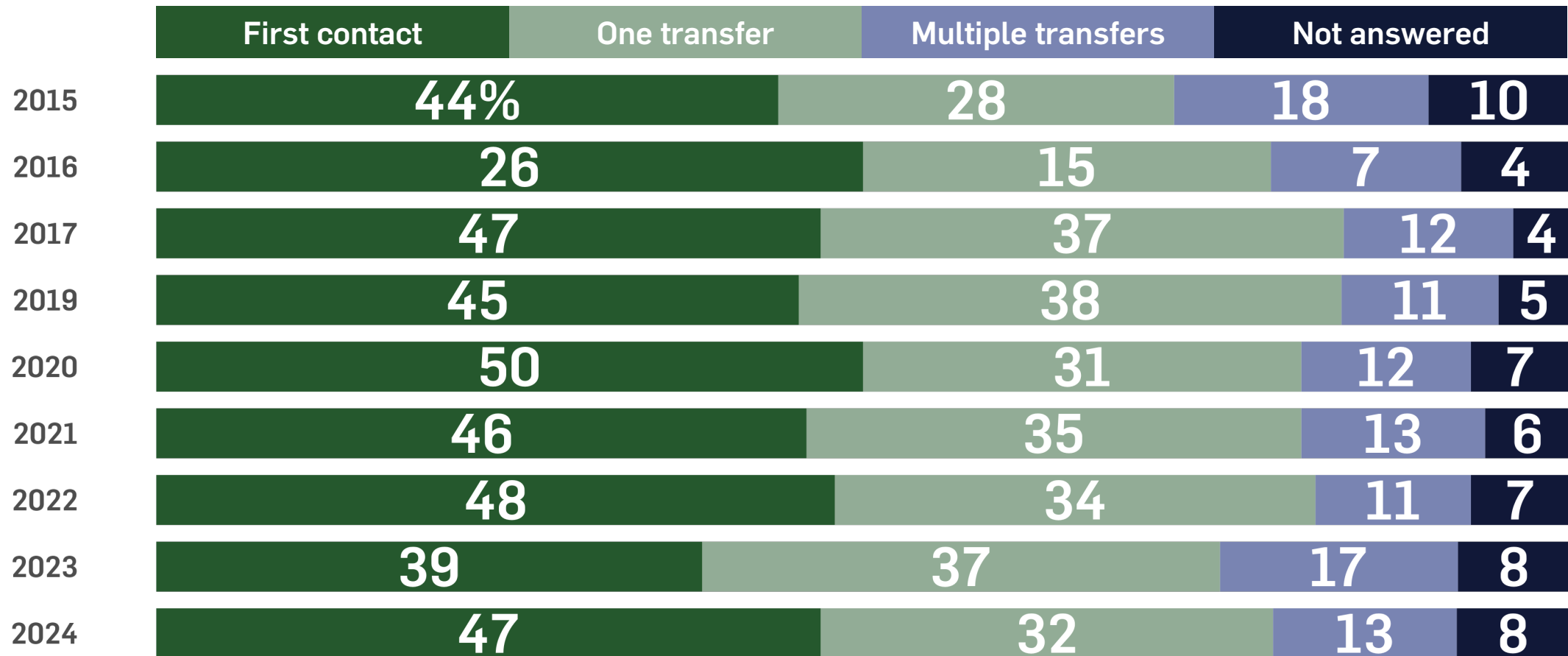


Q: During the past year, have you contacted any South Jordan office to seek service, information, or to file a complaint? (n = 873)

# CONTACT RESOLUTION TIME REMAINS QUICK

In our survey sample, nearly all those who contacted city offices got their request answered either by the first contact or within one transfer (79% total), with nearly half of them getting an answer on their first contact. The quick resolution speed reported in this year's survey wave continues a long-time trend of quick response times as seen in historical data.

## Contact Resolution Time

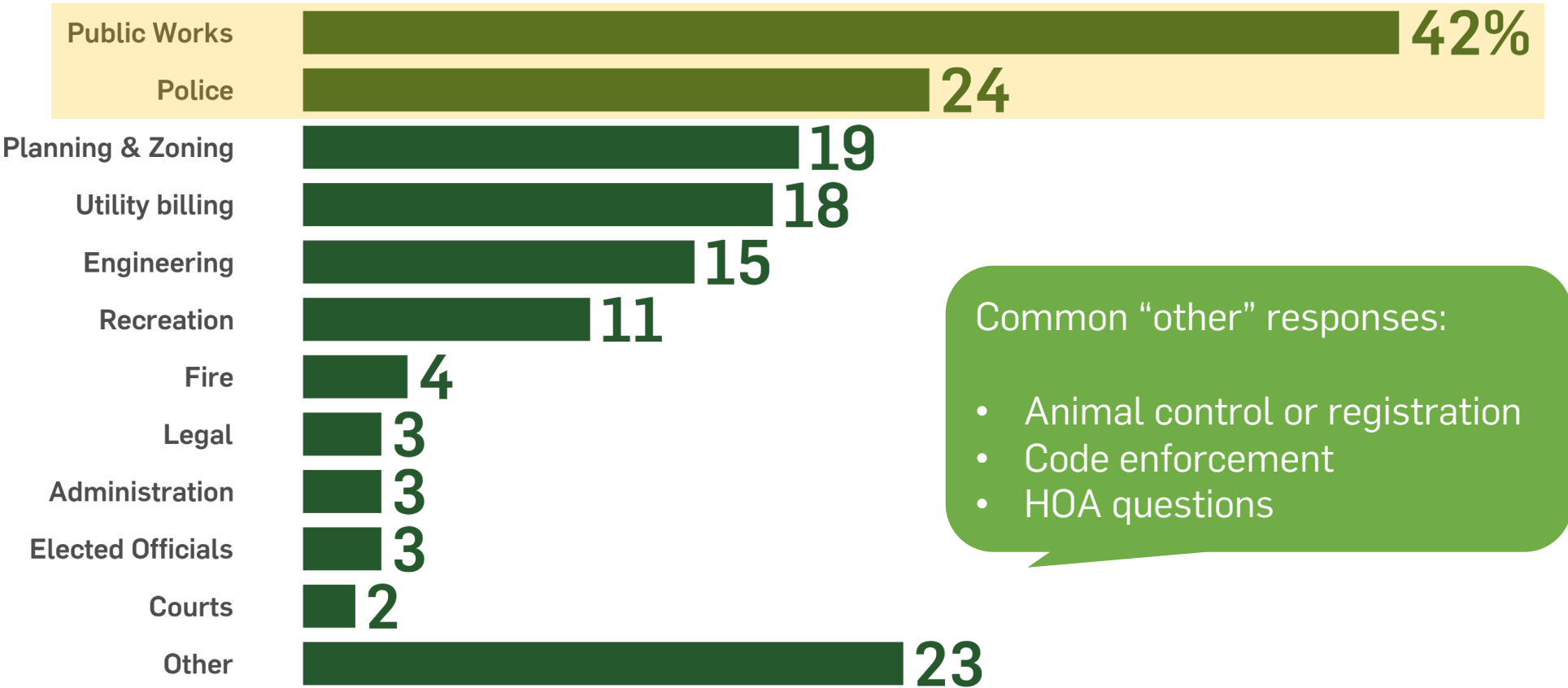


Q: When you have contacted South Jordan offices to seek service, information, or to file a complaint, were you able to have your request answered on the first contact or did it require a transfer(s)? (n = 335)

# PUBLIC WORKS, POLICE COMMONLY CONTACTED

Of all reasons respondents contacted South Jordan during the past year, contacting public works was the most common (42%). About 1 in 4 say they contacted the police. "Other" offices were also a common selection, with many of those having selected this option saying they had contacted animal control, the code enforcement office, or for questions about HOAs.

Reasons for Contacting City

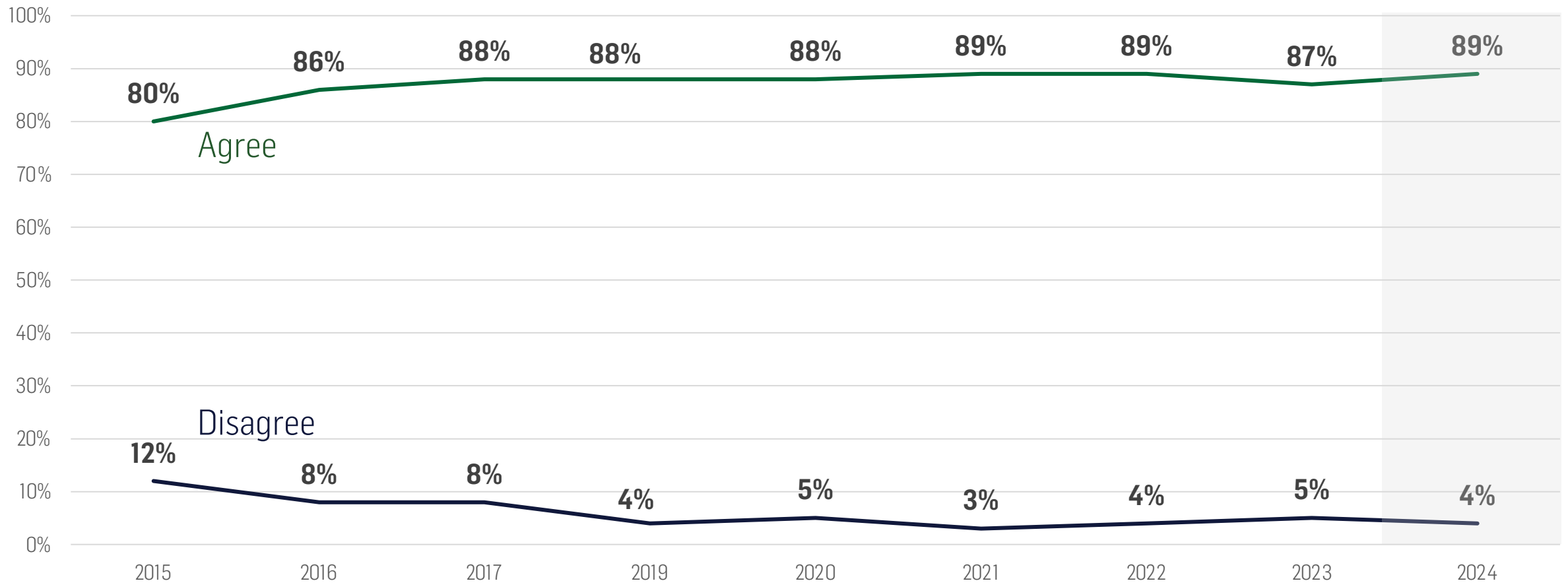


Q: For which of the following reasons have you contacted any South Jordan office during the past year? Please select all that apply. (n = 334)

# ALL WHO CONTACT CITY SEE STAFF FAVORABLY

Among those who do contact city offices to see information or file a complaint, nearly all of them in our sample (89%) agree that they were treated with courtesy and professionalism. Agreement with this statement has remained consistently high, with 80% or more of respondents in agreement for every year that we have conducted research.

“I was treated with courtesy and professionalism [by the city]”

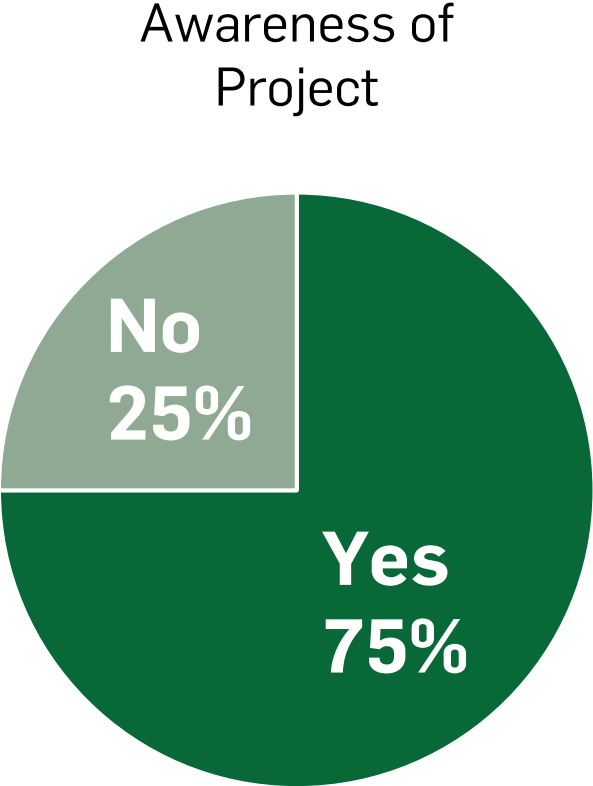


Q: To what extent do you agree or disagree with the following statement? I was treated with courtesy and professionalism when I contacted the South Jordan offices (n = 335)

# **URBAN CENTER DEVELOPMENT**

# MOST HAVE CONCERNS ABOUT URBAN CENTER

Most respondents (75%) were aware of the urban center project before taking the survey. When giving their thoughts about the project's specific impacts a large share of them expressed that they thought the project would have at least some negative effects. Many are concerned with the effects the project will have on traffic, but some are also concerned about building too much high-density housing, and environmental concerns.



### Concerns with Project

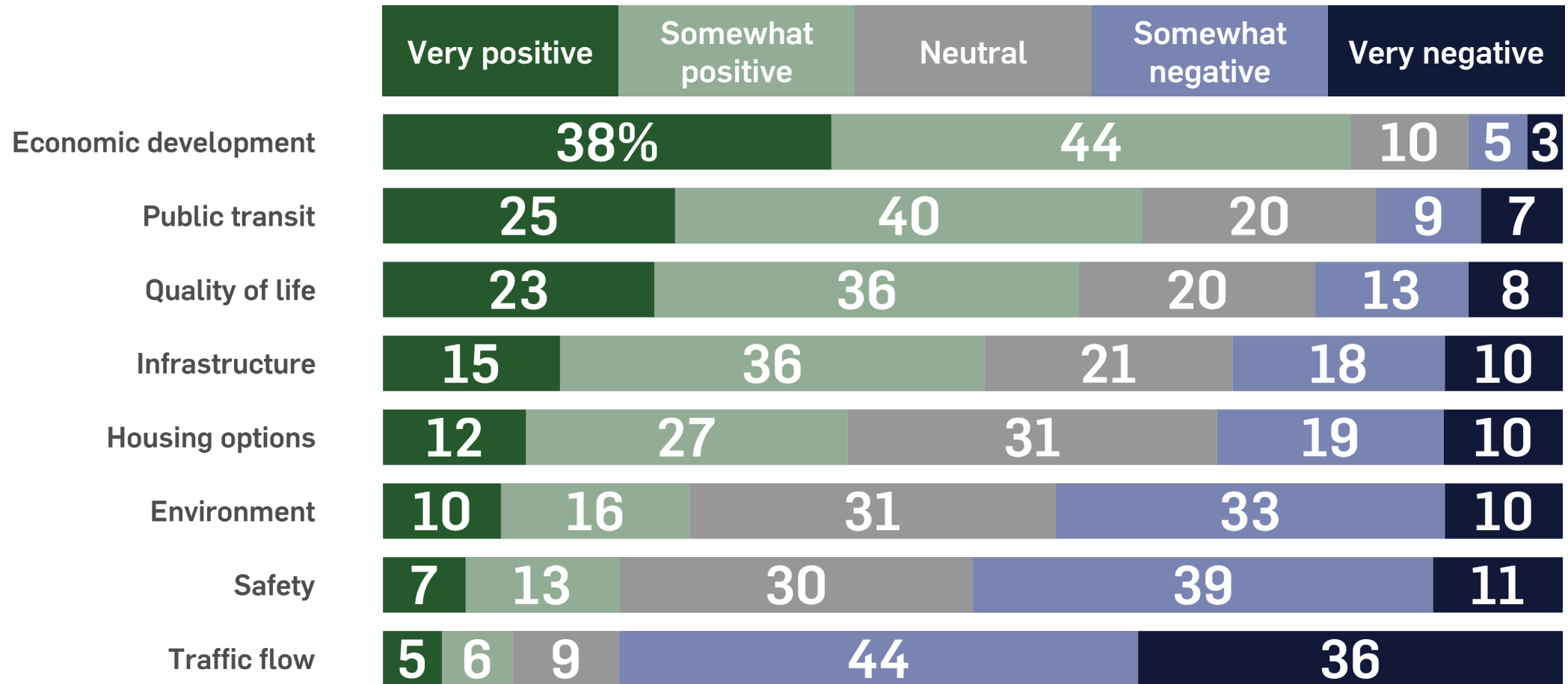
- "Water usage and conservation"*
- "Traffic, tax increase, crime increase"*
- "Daybreak should be its own city"*
- "Traffic, congestion, increased homeless population"*
- "The townhomes without parking spaces that lead to EXTRA narrow roads"*
- "Traffic is already horrible in 104S – it is just going to get impossible"*
- "We have enough [housing already]"*
- "Traffic and high-density housing"*

Q: Prior to taking this survey, were you aware of the Downtown Daybreak urban center development project in South Jordan? (n = 872)  
Q: What concerns, if any, do you have with South Jordan's Urban Center development? Please be as specific as possible. (n = 554)

# URBAN CENTER WILL HELP ECONOMY, CREATE TRAFFIC

Respondents believe the urban center development will have both positive and negative effects, but that the impacts on most aspects of the city will be positive. Respondents are most optimistic about the impact on economic development, with 82% believing it will be positive. Respondents also believe public transit, quality of life, and infrastructure will improve. However, 80% think the development will negatively impact traffic flow.

## Urban Center Impacts

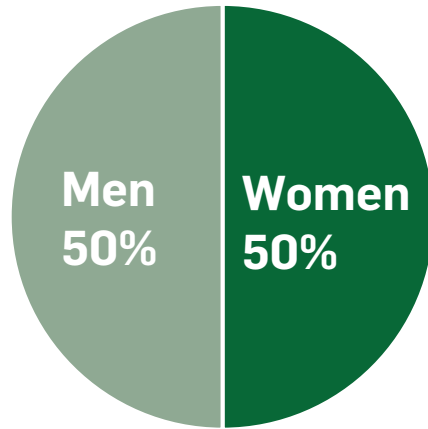


Q: Given what you know about the project, do you think the development of South Jordan's Urban Center will have a positive, negative, or no impact on each of the following aspects of life in South Jordan? (n = 854)

# **SAMPLE COMPOSITION**

# SAMPLE DEMOGRAPHICS

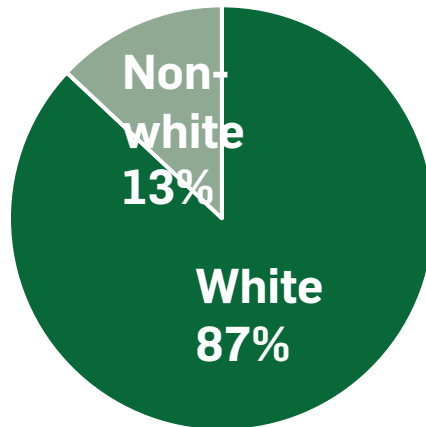
Gender



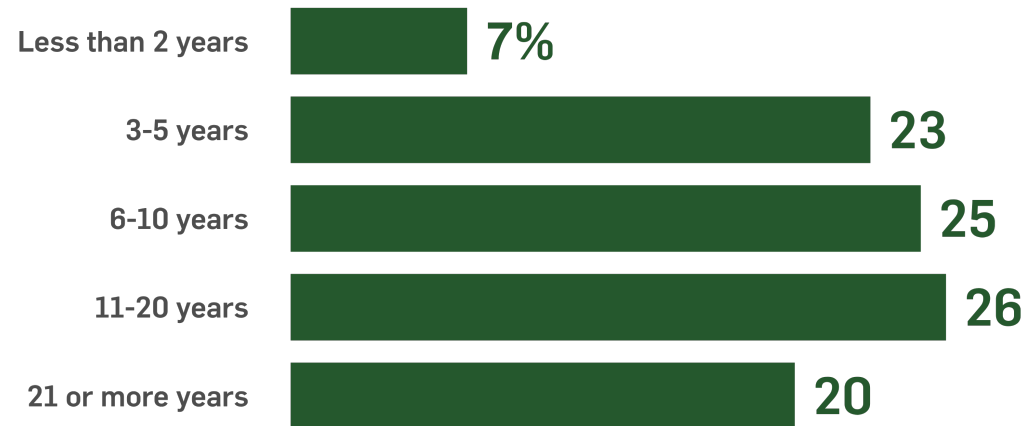
Age Range



Race



Time Lived in South Jordan



Q: Which of the following best describes how you think of yourself? (n = 851)

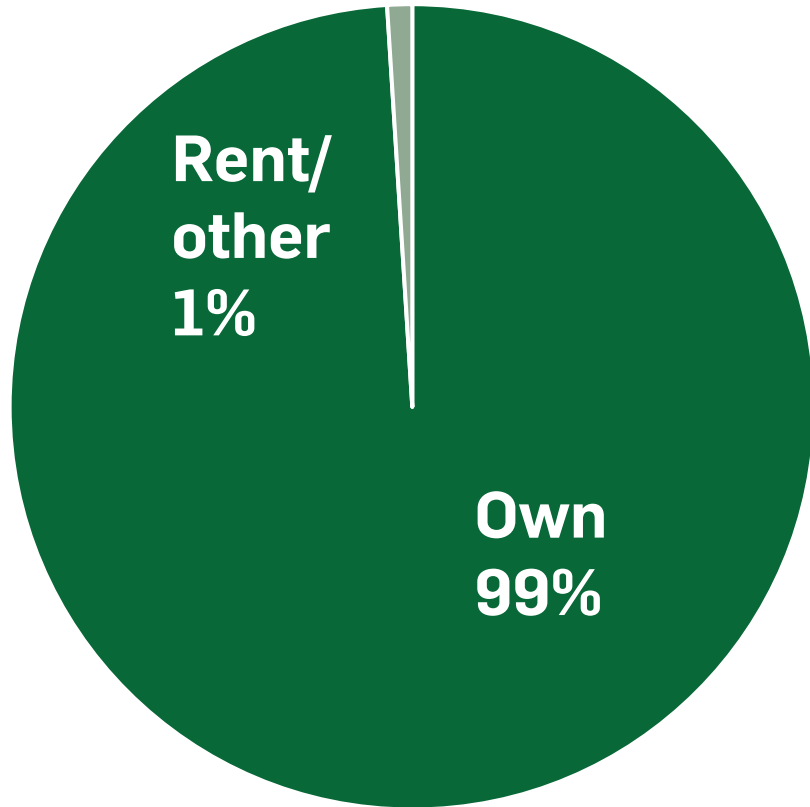
Q: Please select the year you were born: (n = 833)

Q: Are you: (n = 834)

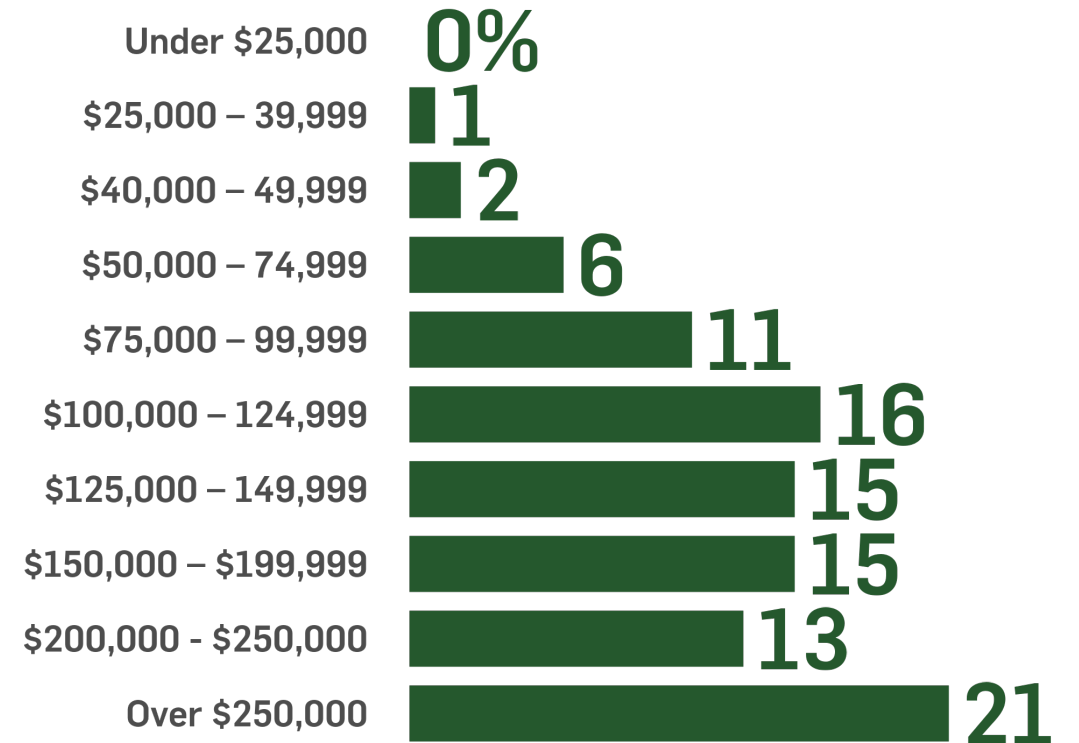
Q: How long have you lived in South Jordan? (n = 863)

# SAMPLE DEMOGRAPHICS CONT.

## Home Ownership



## Income



Q: Which of the following best describes where you are currently living? (n = 863)

Q: What do you expect your 2024 family income to be? (n = 801)