



COTTONWOOD HEIGHTS CITIZEN SURVEY

TOPLINE REPORT

METHODOLOGY DETAILS

n=1531 Registered Voters in Cottonwood Heights
Online interviews fielded June 21-July 1, 2016
Margin of error +/-2.5

For this survey 1,531 Cottonwood Heights residents were sampled from the state's file of active registered voters in Cottonwood Heights (see sampling details below). Sampling error is only one possible source of error in survey research. Results can also be affected by measurement error (e.g. question wording and question order), coverage error (e.g. counting as a Cottonwood Heights resident someone who does not reside in Cottonwood Heights), and non-response error (e.g. the people who responded to the survey are systematically different from people who refused or were not reachable).

Residents were sampled to participate in the survey and invited via email as well as postal mail invitation to ensure maximum coverage. Data have been weighted to ensure that the demographics of survey respondents are representative of the registered voting population of Cottonwood Heights, particularly in regards to age and gender.

CONTACT

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QQUALIFY. Do you currently live in Cottonwood Heights? (n=1531)

Yes	98%
No [TERMINATE]	2

QDIRECTION. Overall, would you say the city of Cottonwood Heights is headed in the right direction or the wrong direction? (n=1477)

Right direction	55%
Wrong direction	14
Don't know / Unsure	31

QOVERALL. 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 Cottonwood Heights? (n=1464)

0	<1%
0-49	5
50	1
51-100	94
90-100	31
100	6
Average	80

QSELECTED. Do you approve or disapprove of how the Cottonwood Heights Mayor and City Council are handling their jobs? (n=1419)

Strongly approve	9%
Approve	66
Disapprove	19
Strongly disapprove	6



Q5YRRATE. How would you rate the city of Cottonwood Heights today compared to five years ago? Would you say it is... (n=1445)

Much better	11%
Somewhat better	31
About the same	28
Somewhat worse	13
Much worse	5
Don't know, I haven't been here that long	13

QLIKEMOST. What do you like most about living in Cottonwood Heights? (Open-ended Verbatim Responses in Appendix)

Mountains/Canyons	30%
Location	24
Roads/Freeway Access / Light Traffic	21
Safety / Police + Fire Depts / low crime	17
The businesses/restaurants/services	16
Beautiful City / Scenery / Views / Clean	14
The people / Friends	14
Quiet/Nice Neighborhood	12
Recreation / Rec Center	11
Small town feel	7
Parks/Trails/Open Space	6
City Services/Community Events	5
The schools	5
City Leadership/Staff	4
Community feel	3
Other	3
I've been here a long time / It's my home	2
High quality of life	1
Nothing	1
Close to family	1
Walkability	1
Property Values	1
Family-oriented / Good place to raise a family	1
Taxes not too high/used well / stable	1
Everything	<1
The area's history	<1
Job	<1



QTOPISSUE1. In your opinion, what is the most important issue facing Cottonwood Heights **today**? (Open-ended Verbatim Responses in Appendix)

Growth	12%
Fiscal Responsibility / lower taxes	12
Traffic	10
Crime / Drugs	9
Snow removal	9
Maintenance of Public infrastructure (parks, roads)	9
The Police Department policies/image	8
Overdevelopment / too many businesses and commercial development / rule by developers	6
Don't Know / Nothing	5
City leadership / Mayor have problems (don't listen, etc.)	4
Unkempt property	3
City services / Public Works	3
Stop high-density / tall buildings	3
Education	3
New city office building	3
Public Safety / Code Enforcement	3
Corruption / Lack of Integrity	3
Zoning	3
Other	2
Merge city services with county	2
New green space / parks	2
Clean air quality / Sustainability	2
Increasing walkability / bike lanes	1
New Roads / Sidewalks	1
Need dog parks	1
The people	1
Affordable Housing	1
Growth of Government	1
City Center Creation	1
Get rid of gravel pit	1
Mass Transit	1
Need new businesses	1
Not enough small business growth	1
The elderly / seniors	<1



QTOPISSUE2. In your opinion, what is the most important issue facing Cottonwood Heights **in the next 3-5 years?** (Open-ended Verbatim Responses in Appendix)

Growth	25%
Traffic	14
Fiscal Responsibility / lower taxes	13
Maintenance of Public infrastructure (parks, roads) in good condition	11
Crime / Drugs	9
Don't Know / Nothing	7
Overdevelopment / too many businesses and Commercial Development / rule by developers	5
Snow removal	5
Education	5
City services / Public Works	5
The Police Department policies/image	5
Public Safety / Code Enforcement	4
City leadership / Mayor have problems (don't listen, etc.)	4
Unkempt property	4
Stop high-density / tall buildings	3
Other	3
Zoning	3
New green space / parks	3
Clean air quality / Sustainability	2
Need new businesses	2
New city office building	2
Growth of Government	2
Affordable Housing	2
Mass Transit	2
City Center Creation	2
Increasing walkability / bike lanes	1
Not enough small business growth	1
Protecting the canyons	1
New Roads / Sidewalks	1
Get rid of gravel pit	1
Water Usage / Shortage	1
Corruption / Lack of Integrity	1
The people	1
The elderly / seniors	1
Tax Base	1
Merge city services with county	1
Need dog parks	1
Parking on the streets	<1
lack of high-speed internet	<1



QRECOMMEND. How likely are you to recommend the city of Cottonwood Heights to friends and family as a good place to Live? (n=1342)

Very likely	59%
Somewhat likely	31
Somewhat unlikely	7
Very unlikely	4

QTAXVALUE. In general, how do you rate the service you receive from Cottonwood Heights for your tax dollar? (n=1334)

Excellent	12%
Good	51
Fair	28
Poor	10

To what extent do you agree or disagree with the following statements about Cottonwood Heights? (n=1330)

		Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Average (1-5)
QSAFE.	Overall, I feel safe living in Cottonwood Heights.	3%	7	7	41	43	4.1
QFAMILY.	Cottonwood Heights is a great place to raise a family.	4%	4	10	35	48	4.2
QPROVIDES.	Cottonwood Heights provides all the services I think it should provide.	6%	15	13	44	23	3.6
QBUSINESS.	Cottonwood Heights has all the kinds of businesses I want it to have.	5%	13	15	42	26	3.7
QMANAGE.	Overall, I think Cottonwood Heights does a good job managing city services.	9%	17	16	41	17	3.4
QDEVELOP.	Cottonwood Heights is growing and developing in a positive way.	8%	16	18	39	19	3.4



Cottonwood Heights provides several services to its residents. Some are provided directly by the city, and some are provided by districts or agencies that the city works with. The first group of services are provided directly by the city. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable.]

		0	0-49	50	51-100	90-100	100	Average
QPOLICE	Police services (n=1232)	6%	27	2	71	24	9	63
QANIMAL	Animal control services (n=931)	4%	20	6	74	19	8	64
QSNOW	Snow removal services (n=1244)	10%	53	4	43	9	2	44
QRDSFIX	Surface maintenance on city streets and roads (n=1259)	4%	37	4	60	10	3	55
QSWMAINT	Sidewalk maintenance (n=1156)	3%	36	7	57	12	3	57
QLIGHTS	Street lighting (n=1210)	1%	27	3	71	17	7	63
QCITYCODE	City code enforcement (n=983)	3%	30	6	63	13	5	58
QPARKS	City parks and open spaces (n=1241)	1%	12	4	84	28	13	74
QEVENTS	Community events (n=1134)	<1%	10	2	88	24	10	72
QCONSERVE	Water conservation efforts (n=1015)	3%	35	4	61	11	4	56
QSENIORS	Senior citizens programs (n=507)	3%	29	5	66	9	4	56
QZONING	Planning, zoning, and building services (n=960)	4%	39	4	56	8	3	53
QEMERG	Emergency preparedness (n=1076)	1%	11	3	86	24	8	71

This second group of services is provided by some other district or agency that the city works with. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable.

		0	0-49	50	51-100	90-100	100	Average
QFIREEMS	Fire and emergency medical services (n=1116)	<1%	3	1	95	46	21	82
QGARBAGE	Garbage collection (n=1232)	1%	3	3	94	45	22	82
QRECYCLE	Recycling program (n=1208)	1%	16	2	82	31	15	72
QFITREC	City recreation and fitness programs (n=1211)	1%	9	2	89	37	16	77
QWATER	Culinary (drinking) water (n=1122)	<1%	5	2	93	45	22	81



QSERVICES. If you have any comments you would like to briefly share about your experience with any of the services listed above in the past year, please enter them here. (Open-ended Verbatim Responses in Appendix)

Snow Removal Negative	25%
Police Negative	16
Street Maintenance Negative	10
Code Enforcement Negative	10
Planning, Zoning, and Building Services Negative	9
Police Positive	8
General Positive	7
Other	7
Snow Removal Positive	6
Parks and Open Spaces Negative	5
Sidewalk Maintenance Negative	5
Recycling Negative	5
City Rec and Fitness Negative	4
General Negative	4
Fire and Emergency Medical Positive	3
Garbage Collection Negative	3
Animal Control Negative	2
Code Enforcement Positive	2
City Rec and Fitness Positive	1
Street Lighting Negative	1
Community Events Positive	1
Planning, Zoning, and Building Services Positive	1
Street Maintenance Positive	1
Parks and Open Spaces Positive	1
Culinary Water Negative	1
Community Events Negative	1
Water Conservation Negative	1
Garbage Collection Positive	1
Animal Control Positive	1
Sidewalk Maintenance Positive	1
Culinary Water Positive	1
Fire and Emergency Medical Negative	1
Senior Citizen Programs Negative	<1
Recycling Positive	<1
Emergency Preparedness Positive	<1
Emergency Preparedness Negative	<1
Street Lighting Positive	<1
Water Conservation Positive	<1
Senior Citizen Programs Positive	<1



QNEWS1. From which source do you currently receive most of your information about the city of Cottonwood Heights? (n=1273)

City newsletter	73%
Email from the city	2
City website	3
Newspaper	8
Insert in water or other municipal bill	1
Social media (i.e. Twitter, Facebook, etc.)	7
Other (Specify)	7

QNEWS2. From which source would you **prefer** to receive most of your information about the city of Cottonwood Heights? (n=1272)

City newsletter	60%
Email from the city	17
City website	5
Newspaper	4
Insert in water or other municipal bill	1
Social media (i.e. Twitter, Facebook, etc.)	9
Other (Specify)	3

QCOMPLAINT1. During the past year have you contacted any Cottonwood Heights office to seek service, information, or to file a complaint? (n=1280)

Yes	40%
No	60

QRESPONSE1. Were you generally satisfied or dissatisfied with the city's response? (n=538)

Very satisfied	35%
Somewhat satisfied	24
Neither satisfied nor dissatisfied	8
Somewhat dissatisfied	15
Very dissatisfied	17



QRESPONSE2. If you have any comments you would like to briefly share about your experience with any Cottonwood Heights office in the past year, please enter them here. (Open-ended Verbatim Responses in Appendix)

I didn't feel helped at all / ignored	21%
Helpful and friendly employees (including police)	17
They responded and something was changed	16
Other	10
Good / helpful information received	10
Snow removal	9
They tried, but were of only limited help	8
Slow service / Difficult to find the correct office	7
Rude / corrupt / lazy / incompetent staff or they treated me poorly	7
Mayor/Council bad	4
Didn't return my call	4
Police bad	4
Traffic / Speeding problems	4
Mayor impressed me	3

To what extent do you agree or disagree with the following statements about public safety in Cottonwood Heights?

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Average (1-5)
QENFORCE1	The Cottonwood Heights Police Department is too aggressive on enforcement aimed at preventing impaired driving. (n=1268)	22%	15	32	17	14	2.8
QPRORES	The Cottonwood Heights Police Department is professional and responsive. (n=1269)	9%	12	21	28	30	3.6
QENFORCE2	The Cottonwood Heights Police Department is doing what it takes to stop impaired drivers and keep Cottonwood Heights roads and citizens safe. (n=1264)	7%	11	32	27	23	3.5
QTHREATS	The Cottonwood Heights Police Department is committed to addressing the issues that pose the biggest threats to the safety of our community. (n=1271)	10%	15	25	28	21	3.4
QTRUST	I trust the Cottonwood Heights Police Department to deter and, when necessary, deal with crime in the city. (n=1270)	8%	12	13	35	31	3.7



As Cottonwood Heights continues to progress as a city, officials have to consider certain trade-offs. Below are few trade-offs having to do with the direction of the city. For each one we want you to consider what type of city you want to live in and how you would prefer the city to manage growth.

QTRADE1. To keep up with growth in the city, more revenue will be required to provide city services. Knowing this, would you rather pay higher property taxes each year, or have Cottonwood Heights cut back on city programs and services? (n=1221)

Higher property taxes	41%
Fewer city services	59

QTRADE2. In order for Cottonwood Heights to continue to provide the same level of city services, would you rather see the city increase commercial development to generate more city revenue, or increase property taxes to generate more revenue? (n=1216)

Increased development	75%
Increased property taxes	25

QTRADE3. Would you rather see Cottonwood Heights invest in becoming a more pedestrian-friendly community with more walkable streets and convenient amenities, or have the city devote resources to improving and maintaining city roads? (n=1242)

Become a more walkable community	49%
Improve and maintain roads	51

GOPENSP. Would you support or oppose an increase in taxes if Cottonwood Heights used the funds to purchase land that would be developed into parks or preserved as open spaces? (n=1252)

Definitely support	28%
Likely support	41
Likely oppose	18
Definitely oppose	13



To what extent do you agree or disagree with the following statements about Cottonwood Heights?

		Strongly disagree	Somewhat disagree	Neither agree nor disagreed	Somewhat agree	Strongly agree	Average (1-5)
QMAJCOR	Major corridors in Cottonwood Heights, such as Fort Union Boulevard, Highland Drive, and Wasatch Boulevard, should be redeveloped over the next several years to modernize the appearance, improve traffic flow, and broaden the commercial tax base of the city. (n=1251)	12%	15	15	38	20	3.4
QPRESERVE	Increased development in Cottonwood Heights threatens the open spaces, atmosphere, and lifestyle we enjoy in our community. (n=1252)	7%	19	21	30	23	3.4
QFTUNION	Fort Union Boulevard should become a mass transit corridor to better accommodate future transportation needs in Cottonwood Heights. (n=1250)	20%	18	17	30	15	3.0
QTRANSIT	Cottonwood Heights should plan for the city's future transportation needs now by developing more convenient mass transit access routes throughout the city. (n=1251)	12%	13	18	33	24	3.4



QALLOCATE. If Cottonwood Heights raised taxes and had \$100 more from each citizen to spend to improve city services, how would you want to see the city divide your \$100 among the city services? (You may spend the \$100 all in one category or divide it up as you please, but the total must be \$100.)(n=1207)

	Average
City parks and open spaces	\$13.66
Snow removal services	12.82
Surface maintenance on city streets and roads	12.50
Police services	6.83
Fire and emergency medical services	6.17
Sidewalk maintenance	5.62
Other (please specify)	4.92
Street lighting	4.85
City recreation and fitness programs	4.35
Recycling program	3.99
Water conservation efforts	3.89
Planning, zoning, and building services	3.56
Culinary (drinking) water	3.38
Senior citizens programs	2.85
City code enforcement	2.85
Emergency preparedness	2.71
Community events	2.66
Garbage collection	1.53
Animal control services	1.30



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

QSEX. What is your gender? (n=1203)

Male	48%
Female	52

QYEARBORN. Please select the year you were born (recoded to age categories, n=1182):

18-24	5%
25-34	18
35-44	16
45-54	16
55-64	19
65+	26

QTIMELIVED. How long have you lived in Cottonwood Heights? (n=1208)

Less than 2 years	6%
3-5 years	13
6-10 years	15
11-20 years	24
21 or more years	42

QOWNRENT. Which of the following best describes where you are currently living? (n=1207)

Own or buying my own home	81%
Rent my home or apartment	11
Live with parents	7
Other	1

QEDOFR. What is the last year of school you completed? (n=1202)

Some high school or less	1%
High school graduate	4
Some college	21
College graduate	45
Post graduate degree (e.g. MA, MBA, LLD, PhD)	26
Vocational school or technical school	3

QEMPLOY. What is your employment status? (n=1203)

Self-employed	15%
Employed by someone else	52
Unemployed	1
Homemaker	7
Retired	22
Student	3

QSTUDENT. Are you currently enrolled at a college or university? (n=1204)

Yes	10%
No	90

QMARRIAGE. Are you currently... (n=1201)

Married	70%
Divorced	7
Widowed	4
Living with partner	3
Single	15

QRACE. Are you... (n=1185)

White	94%
Black	<1
Hispanic / Spanish American / Latino	2
Asian (Japanese, Korean, Chinese, etc.)	2
Pacific Islander	<1
Native American / American Indian	1
Other	2



QINCOME. What do you expect your 2016 family income to be? (n=1137)

Under \$25,000	3%
\$25,000 - 34,999	7
\$35,000 - 49,999	6
\$50,000 - 74,999	18
\$75,000 - 99,999	17
\$100,000 - 124,999	17
\$125,000 - 149,999	12
Over \$150,000	21

QCOMMENTS. Thank you for completing the survey. If you have any comments about this survey or Cottonwood Heights in general, please enter them here (Open-ended Verbatim Responses in Appendix).
