



# COMMUNITY VALUES STUDY

2025 SURVEY RESEARCH

# METHODOLOGY



*South Salt Lake City residents were sampled from consumer listings of randomly selected households within City boundaries, as well as the publicly available registered voter file. Survey invitations were sent via text and USPS mail.*



*Interviews were completed online from Feb 27 – Mar 19, 2025.*

11m

*The median South Salt Lake resident took 11.3 minutes to complete the survey.*

3%

*A total of 425 residents responded to this survey. We had an overall response rate of 3.4%.*

+  
- 4

*The margin of error for the survey is plus or minus 4.7 percentage points. The data was weighted to reflect the demographic composition of all residents in South Salt Lake City according to the American Community Survey population estimates, specifically regarding age, gender, ethnicity, and home ownership.*



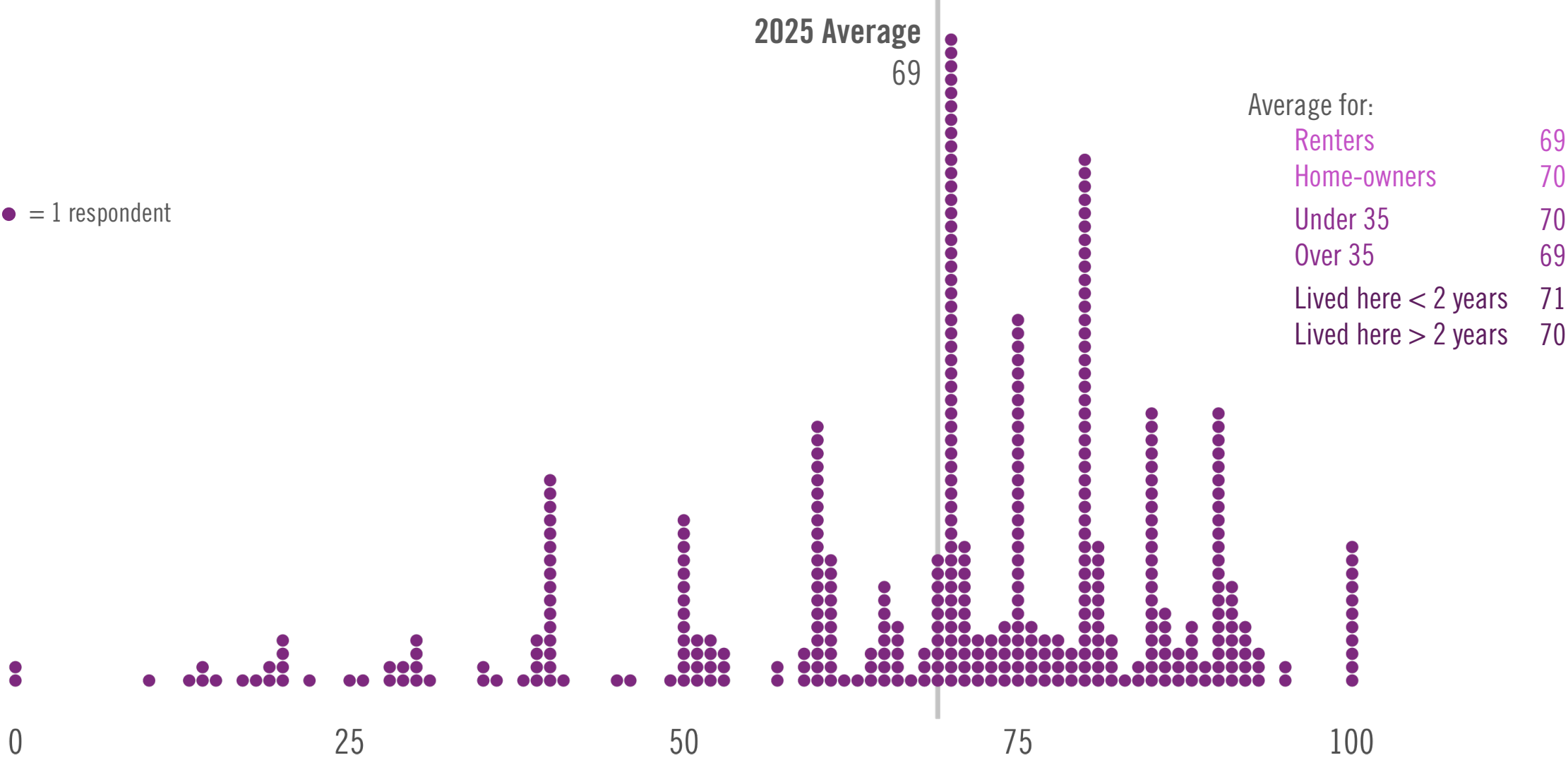
# KEY FINDINGS

1. Overall quality of life remains high. **3/4 of respondents say South Salt Lake is headed in the right direction.** Average quality of life for 2025 is 68.7, virtually the same from 2020. 55% say they are optimistic about their own personal wellbeing.
2. Housing affordability is a top concern. The percentage of **respondents who believe they can afford to stay in South Salt Lake has decreased by 20 percentage points** from 2020. A minority now say South Salt Lake has a range of housing options that allow seniors, working families, and young people to stay.
3. Most **residents feel safe in South Salt Lake.** Over 90% feel safe walking in their neighborhoods during the day or visiting public buildings. However, nearly **50% feel unsafe walking in their neighborhood at night.**
4. South Salt Lake Promise programs are wildly popular. **All programs show at least 70% of respondents saying the program is extremely or very important.** Approval of Promise programs increases with exposure to those programs.

**QUALITY OF LIFE**

# QUALITY OF LIFE REMAINS STEADY

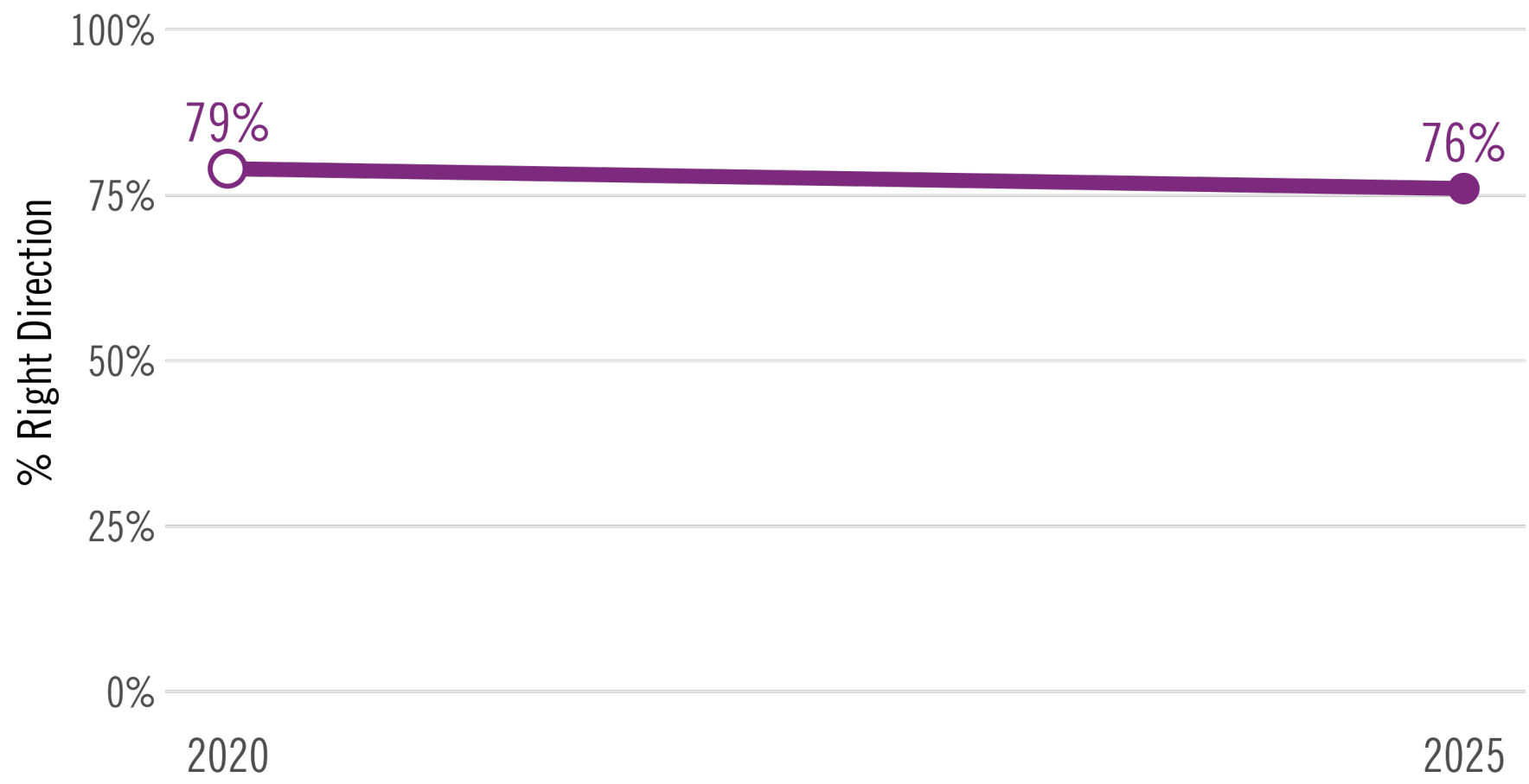
Overall quality of life (0-100 scale) remained flat, increasing less than a percentage point from 2020. Most people are clustered around the 60-90 range. There is no statistical difference in the average quality of life among key subgroups.



Q: On a scale of 0-100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Salt Lake? (n = 408)  
Note: Subgroups may not average to 69 because respondents that did not answer a given demographic question would be included in the overall average but not included in the subgroup analysis for that question.

# CITY OUTLOOK REMAINS HIGH

Since 2020 the number of respondents saying South Salt Lake is headed in the right direction decreased by 3 percentage points. Districts 4 and 5 have the highest proportion of respondents saying South Salt Lake is headed in the right direction.

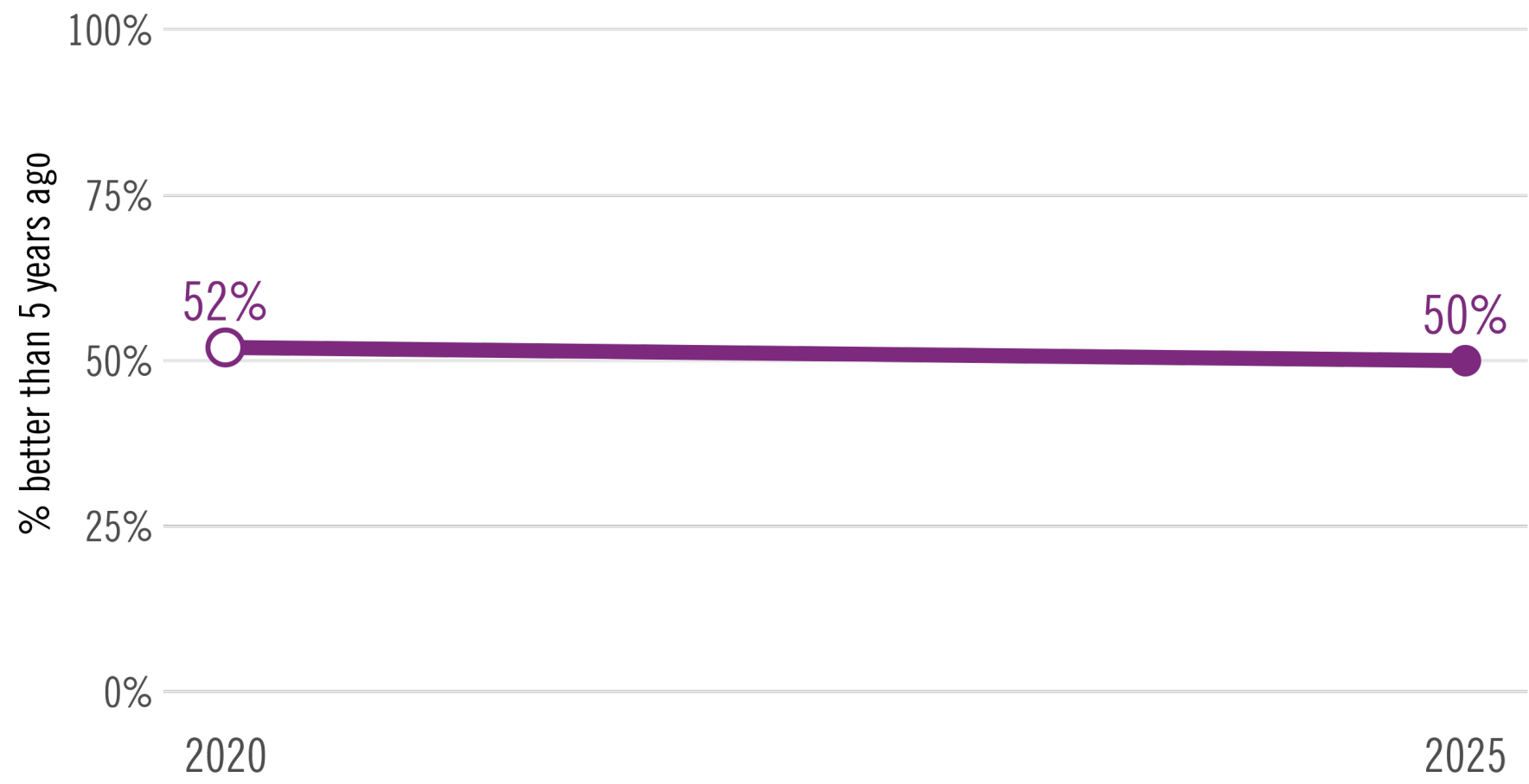


District	% Right Direction
1	76%
2	67%
3	74%
4	80%
5	84%

Q: Overall, would you say the city of South Salt Lake is headed in the right direction or wrong direction? (n = 397)

# HALF OF RESPONDENTS SAY SOUTH SALT LAKE IS BETTER THAN 5 YEARS AGO

Respondents in district 1 say South Salt Lake has improved the most, with 56% saying SSL is better than it was 5 years ago. A slight minority of residents in Districts 3 and 4 think South Salt Lake is better than 5 years ago.

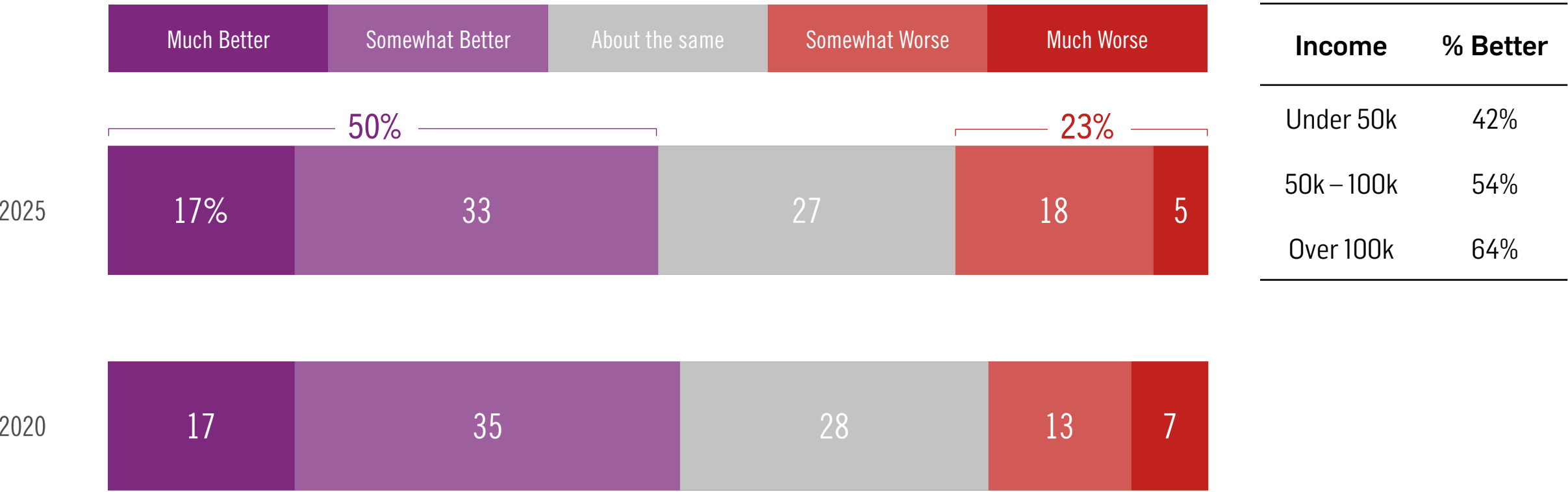


District	% Better
1	56%
2	52%
3	45%
4	45%
5	51%

Q: How would you rate the city of South Salt Lake today compared to five years ago? (n = 408)

# HALF OF RESPONDENTS SAY SOUTH SALT LAKE IS BETTER THAN 5 YEARS AGO

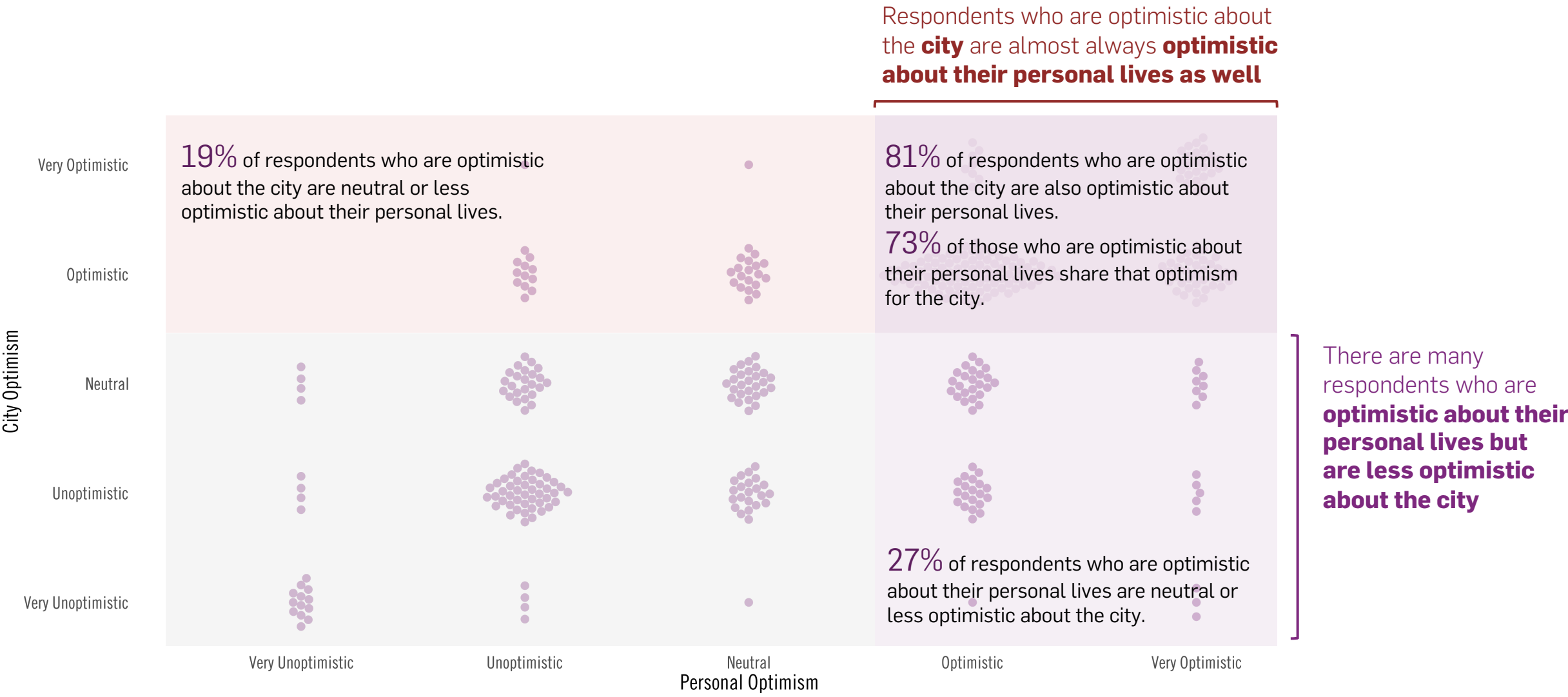
Of those that were in South Salt Lake long enough to form an opinion, 50% say South Salt Lake is either somewhat or much better than it was 5 years ago. This is a 2 percentage point decrease from 2020. Only 42% of those with a household income of under 50k say South Salt Lake is better than 5 years ago compared to 64% of those making over 100k a year.



Note: This data excludes those who say they don't know because they haven't been here that long. 26% said they don't know in 2025 and 18% said they don't know in 2020.  
Q: How would you rate the city of South Salt Lake today compared to five years ago? (n = 408)



# OPTIMISM FOR THE CITY CORRELATED WITH PERSONAL OPTIMISM



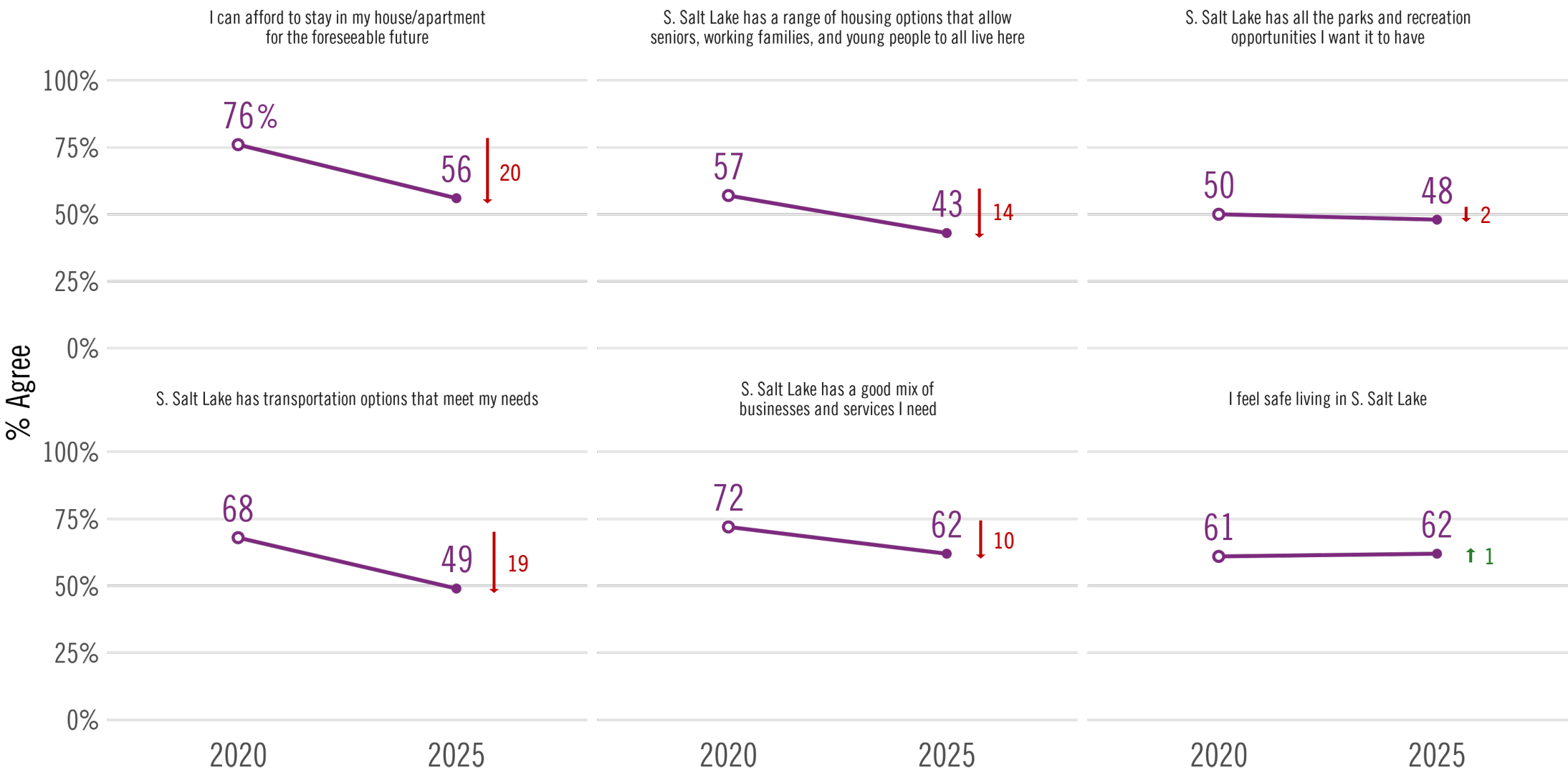
Q: Thinking about the next five years, how optimistic or pessimistic would you say you feel about the wellbeing of our community in South Salt Lake as... (n = 408)

Q: Thinking about the next five years, how optimistic or pessimistic would you say you feel about your own personal wellbeing? (n = 407)

**SENTIMENTS**

# PERCEPTIONS OF HOUSING & SERVICES DECLINE FROM 2020

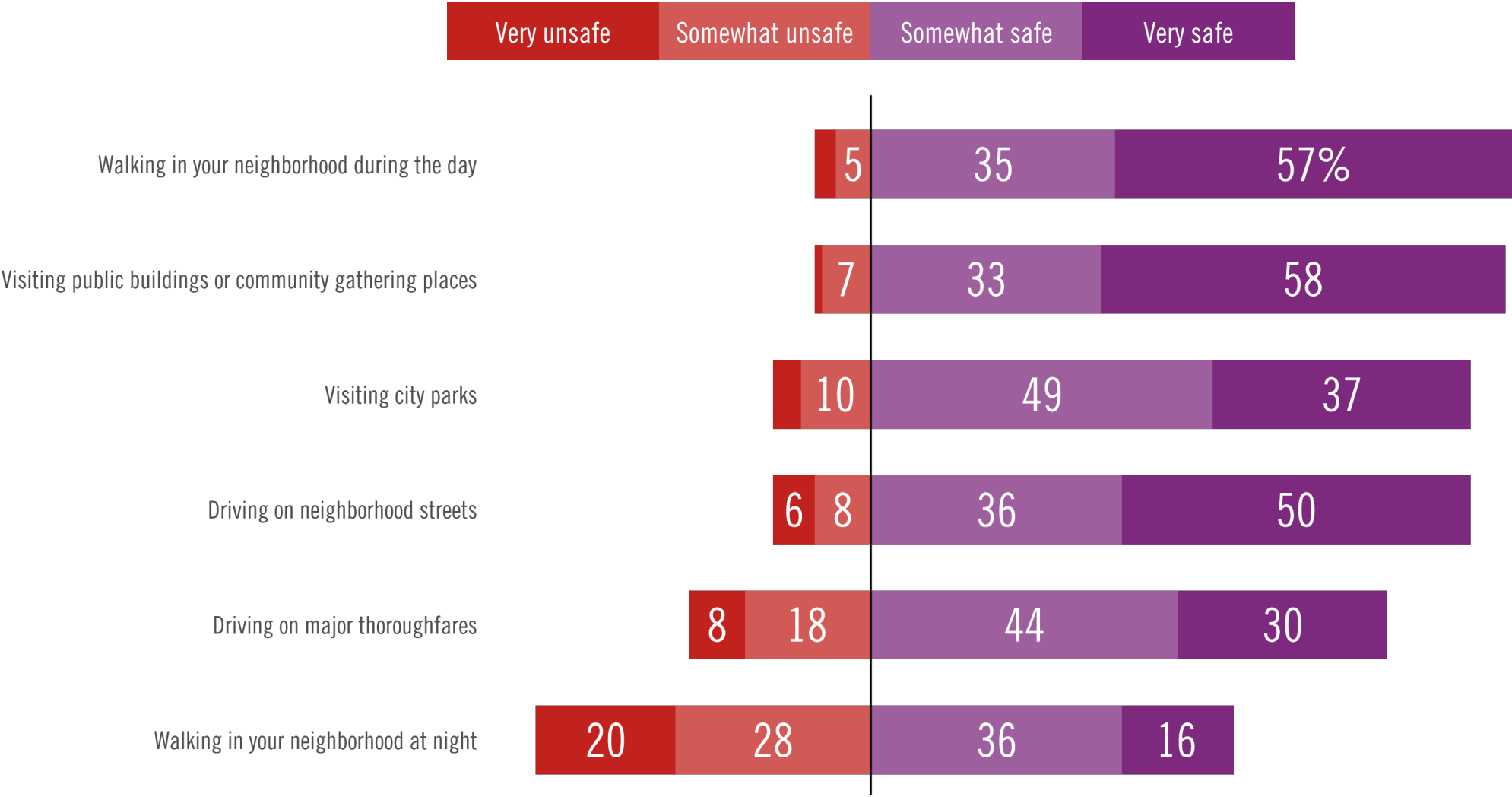
The percentage of respondents who believe they can afford to stay in Salt Lake has decreased by 20 points since 2020. For the first time, a minority feel that South Salt lake has transportation options that meet their needs. The statements about feeling safe in the City and having good parks and rec opportunities remain relatively unchanged since 2020.



Q: To what extent do you agree or disagree with the following statements about South Salt Lake? (n = 402)

# OVERALL, MOST FEEL SAFE IN MAJORITY OF SITUATIONS

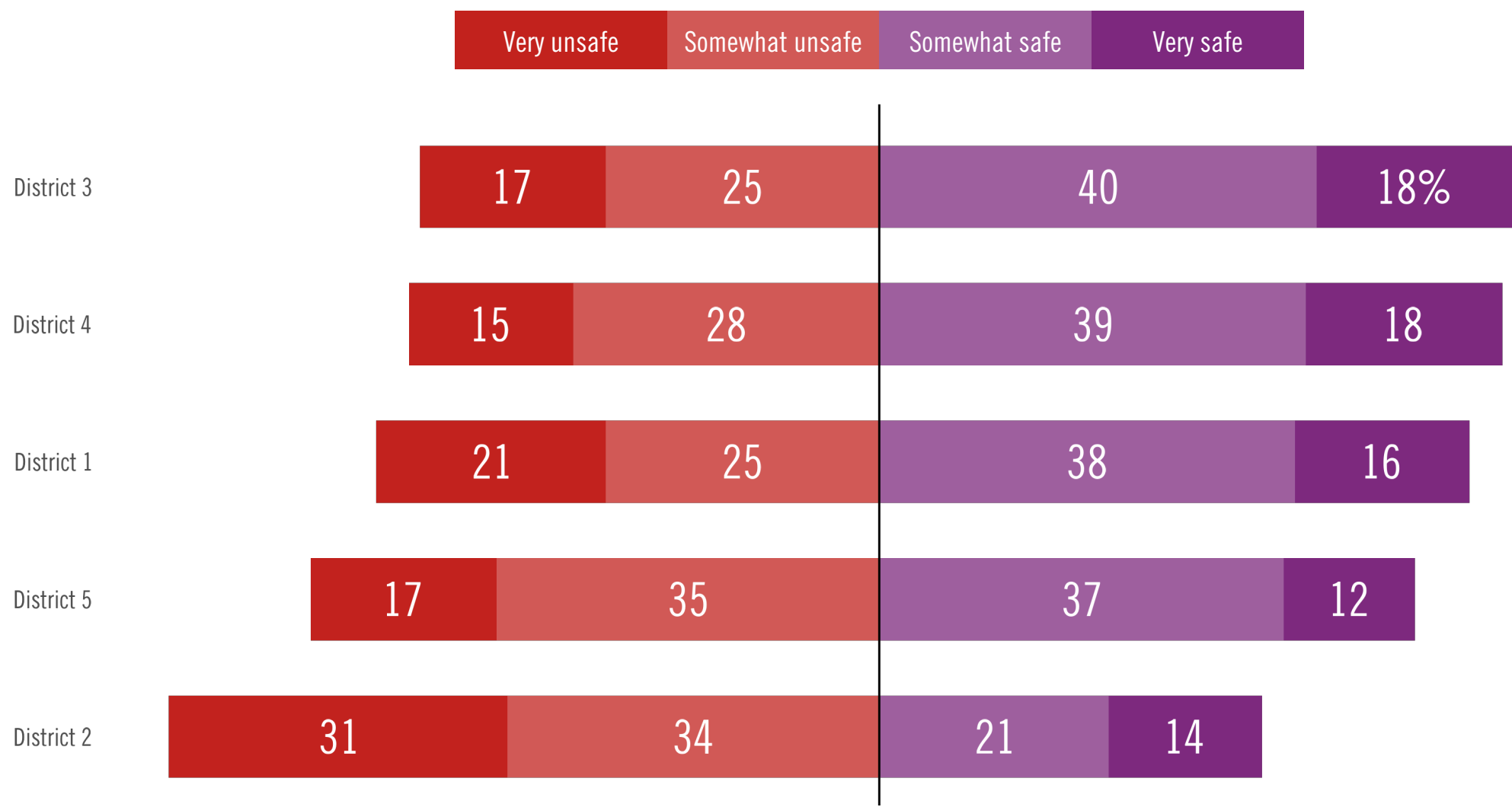
Over 80% feel safe in four of the six areas asked about. Over 90% feel somewhat or very safe walking in their neighborhoods during the day or visiting public buildings/community gathering places. However, nearly 50% feel unsafe walking in their neighborhood at night.



Q: How safe do you feel in each of the following scenarios in South Salt Lake? (n = 391)

# RESIDENTS IN DISTRICT 2 FEEL MOST UNSAFE IN NEIGHBORHOOD AT NIGHT

Residents in District 2 are more likely to say they feel unsafe walking in their neighborhood at night with only 35% saying they feel safe. Residents in District 5 are slightly more likely to say they feel safe at 49%. The other districts have a majority saying they feel safe walking in their neighborhood at night.



Q: How safe do you feel in each of the following scenarios in South Salt Lake? Walking in your neighborhood at night (n = 389)

## OPEN-ENDED RESPONSES THAT MENTION WANTING MORE LIGHTING BY COUNCIL DISTRICT

District 1 and 5 have the highest proportion of open-ended responses about lack of adequate lighting at 31% and 30% respectively.

The 3<sup>rd</sup> and 4<sup>th</sup> districts lie in the middle with 20% and 23% respectively.

District 2 has the lowest proportion of open-ended responses about lighting at 15%.

# RESIDENTS FEEL UNSAFE BECAUSE OF ROADS AND DRUGS

Most residents either focused on the danger posed by cars hitting pedestrians at night, or the fear of unhoused individuals and drug use. Many residents mentioned lighting as something that could be improved. Of the 22 comments that mentioned the police, 19 of them were negative toward the police. 9 of those explicitly said they want to see more police presence while 1 said they want to see less police presence.

At night there are many dark streets or lamps out in the park

**Please describe why you might feel unsafe in some of these scenarios in South Salt Lake?**

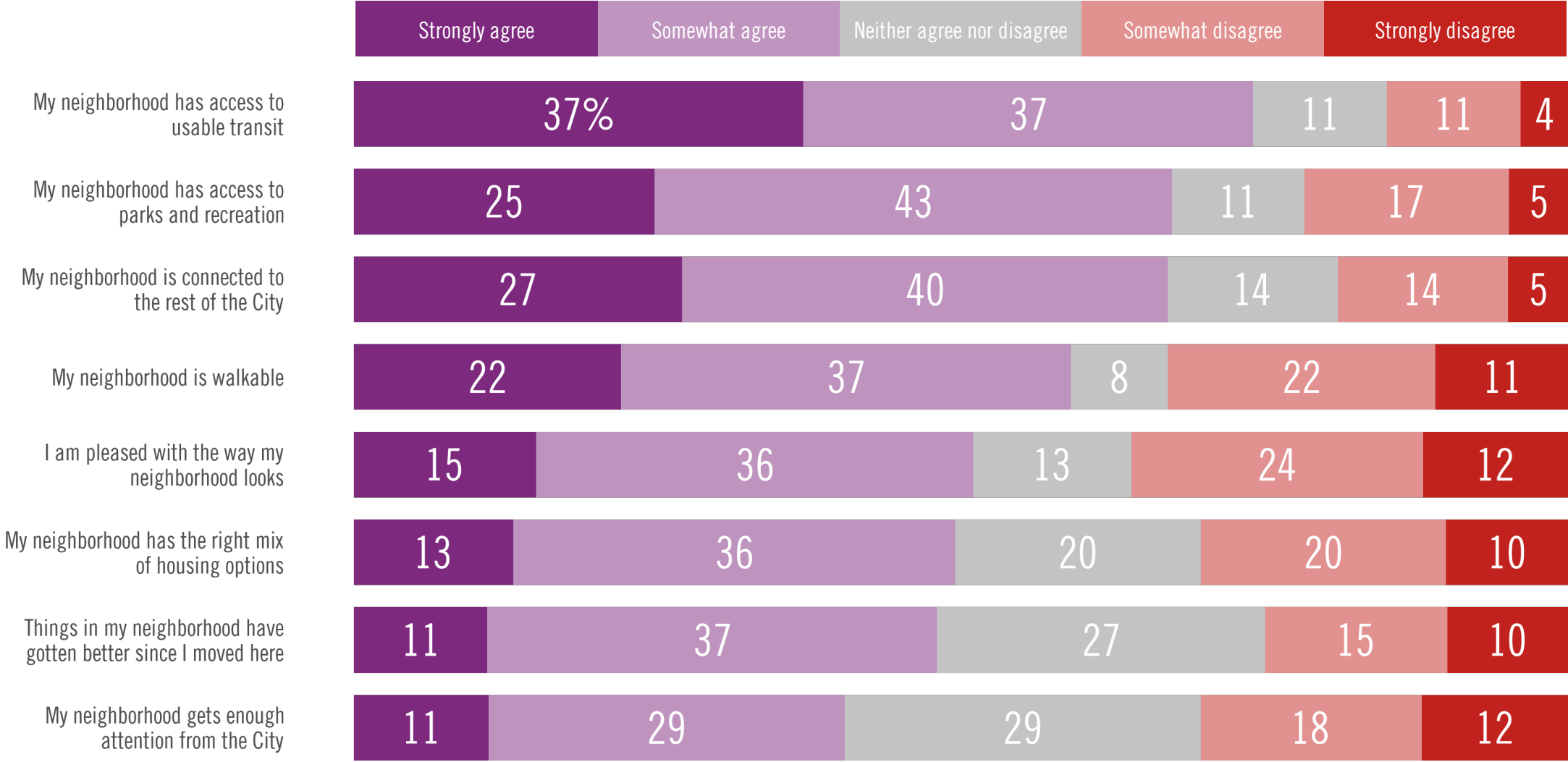
Roads are too wide, traffic is too fast, pedestrian crossings are dangerous

Climbing homeless population, graffiti vandalism. Less police presence and community involvement.

Lots of drug use

# MAJORITY FEEL THEIR NEIGHBORHOOD IS TRANSIT FRIENDLY AND CONNECTED

Statements about transit, feeling connected, parks, and walkability all score high with over half agreeing with these statements. Statements about housing options, things getting better, and getting enough attention from the city all have a minority agreeing with the statement.



Q: How much do you agree or disagree with the following statements about your neighborhood? (n = 389)



**PRIORITIES**

# THIRD OF RESIDENTS SAY SERVICES ARE GOOD OR EXCELLENT FOR THE TAXES THEY PAY

Residents in district 3 are most likely to say the services they receive from the city are excellent or good compared to the taxes and fees they pay.



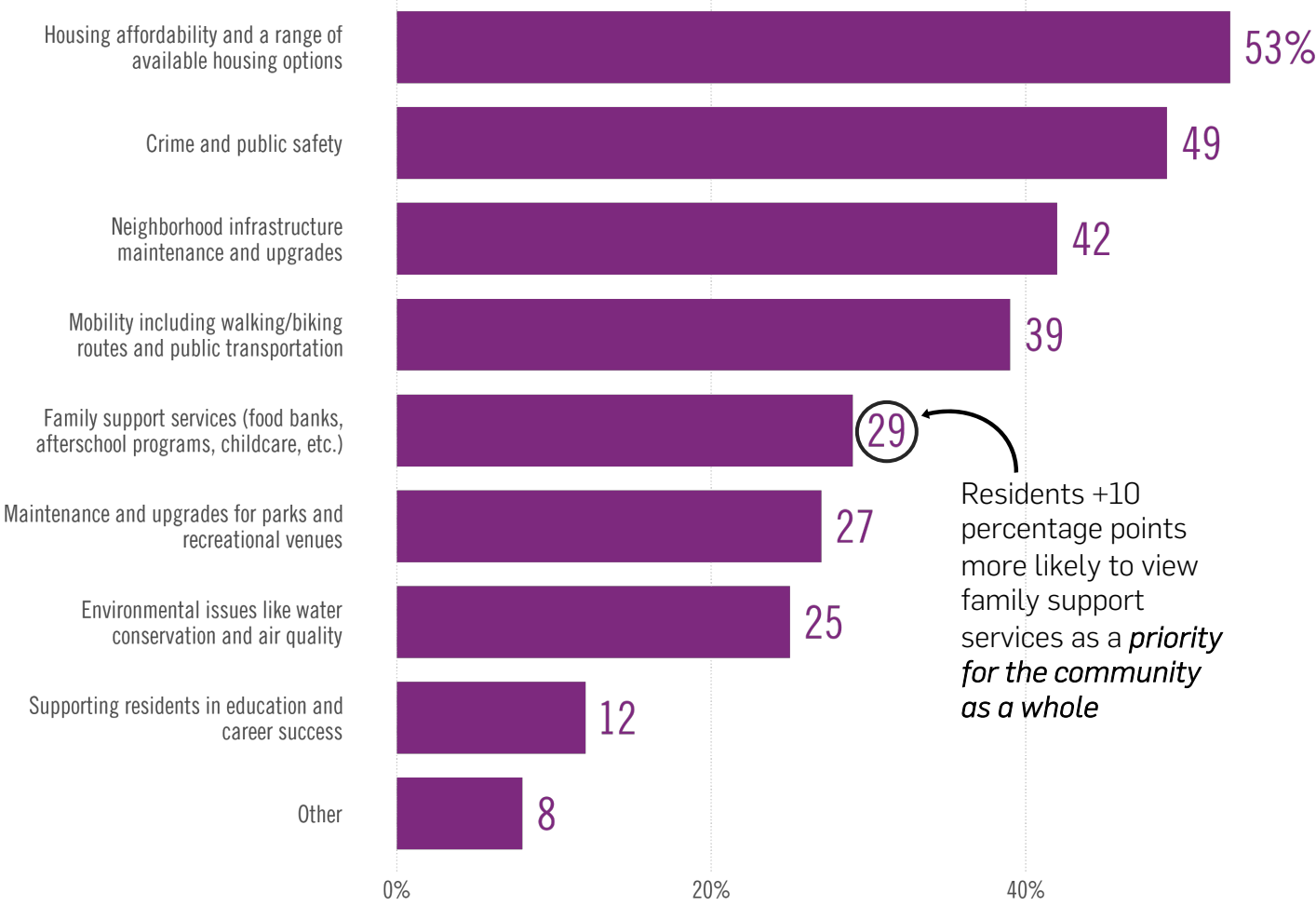
Income	% Excellent /Good
Under 50k	36%
50k – 100k	35%
Over 100k	29%

Q: In general, how do you rate the service you receive from South Salt Lake from the taxes and fees you pay to the City? (n = 404)

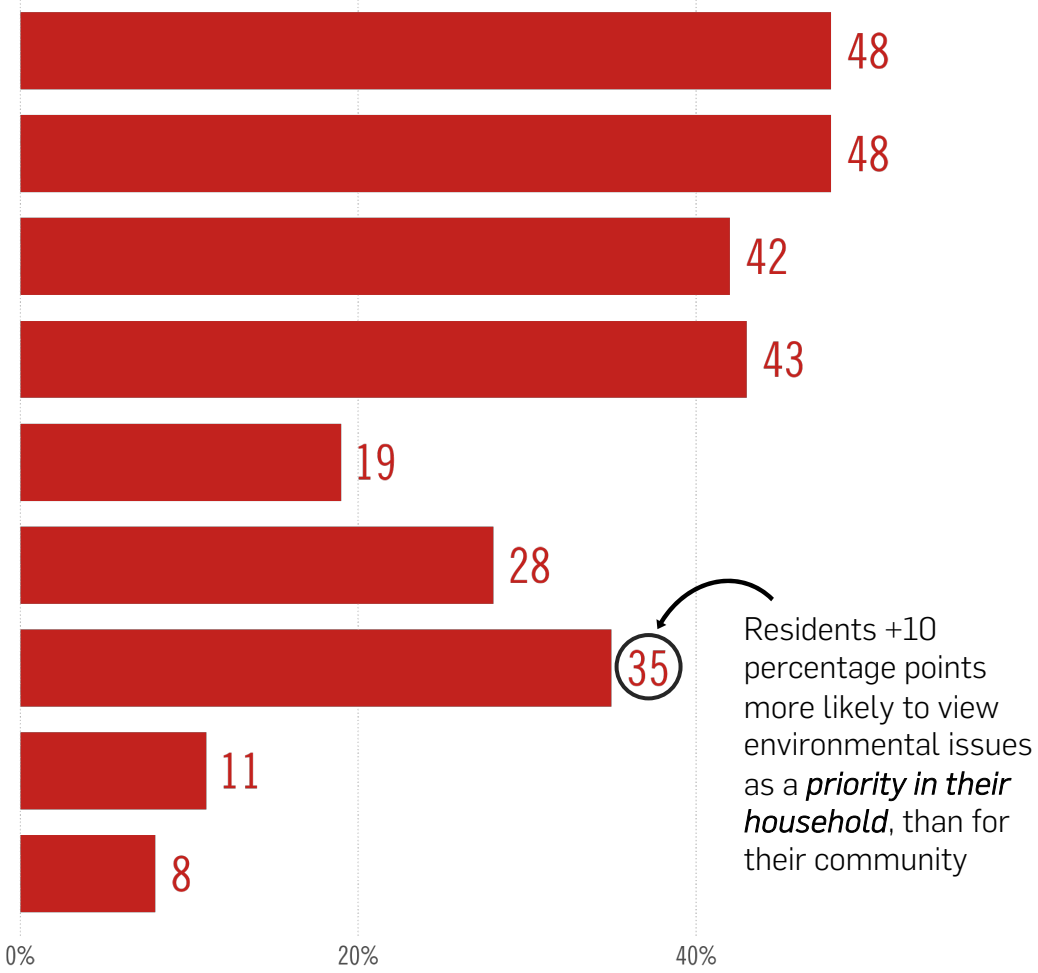
# COMMUNITY AND PERSONAL PRIORITIES

Residents say most issues are better addressed at the community level rather than in their household. A notable exception is environmental issues which are a priority for their household, but not necessarily for the community.

## In the community



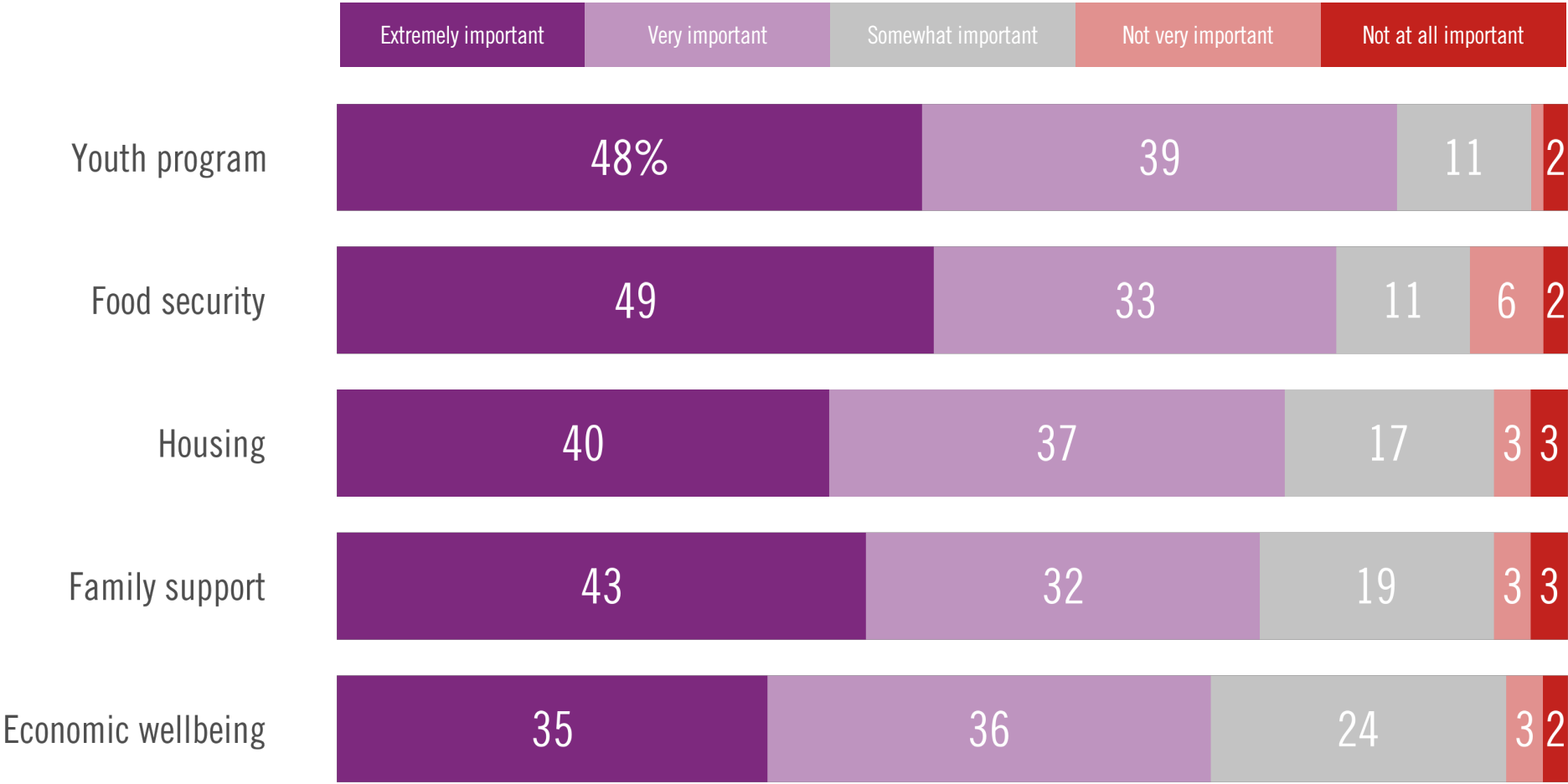
## In my household



Q: Below you will see a list of potential priorities that may be important to you, personally, or to the community as a whole, or both. Which of the f... (n = 381 | 385)

# MAJORITY SUPPORT ALL PROMISE PROGRAMS

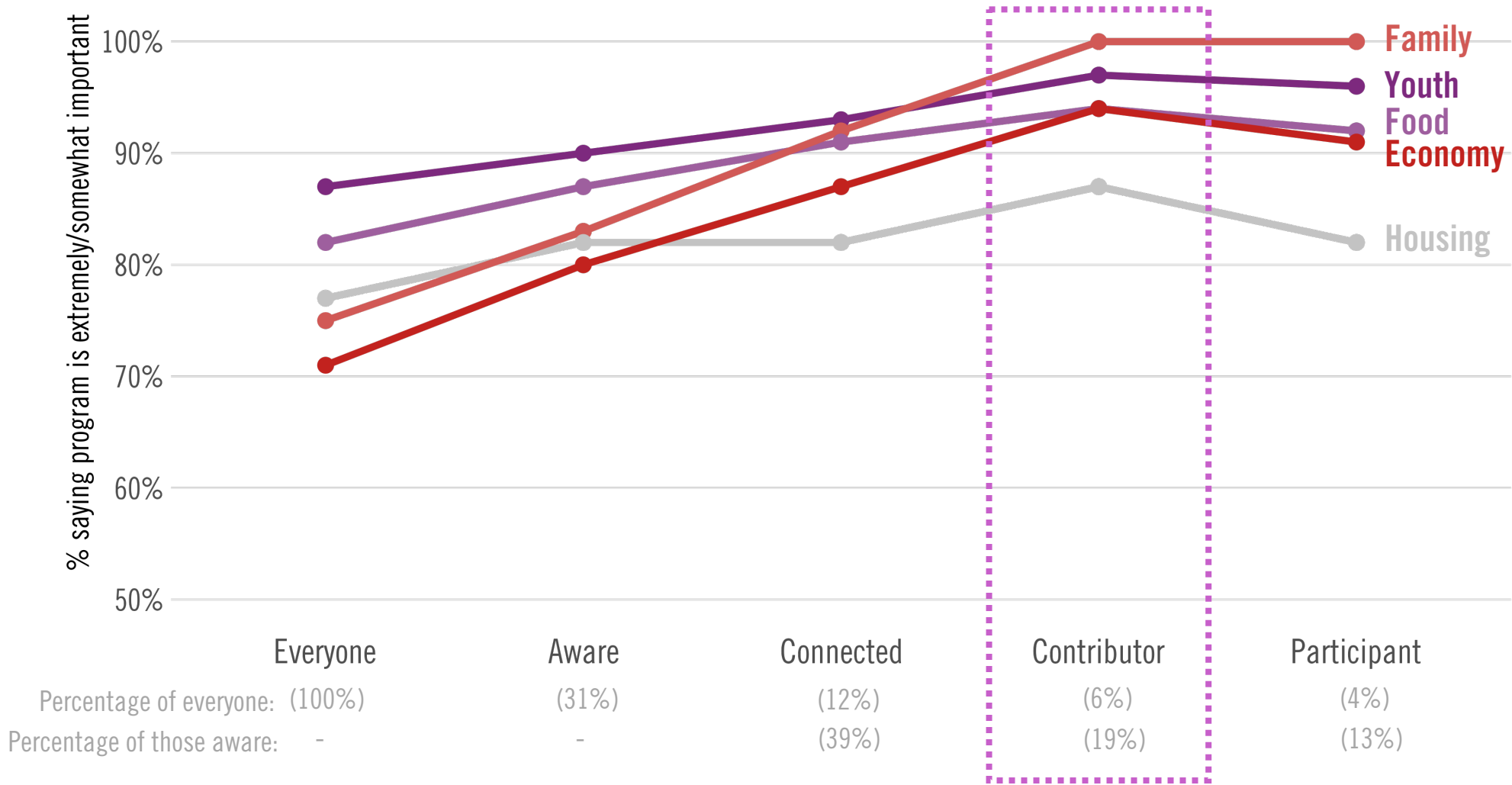
The South Salt Lake Promise Youth program is the most popular with residents, with 87% saying the program is extremely or very important. All programs show at least 70% saying the program is either extremely or very important.



Q: Housing... (n = 373) | Q: Food security... (n = 374) | Q: Family support... (n = 375) | Q: Youth Promise... (n = 374) | Q: Economic wellbeing... (n = 374)  
See topline for full question wording.

# SUPPORT FOR PROMISE PROGRAMS LINKED TO PROXIMITY

Each program is more popular as proximity to the program increases. Among those who were previously aware of promise programs, at least 80% or respondents say each program is either somewhat or very important. Overall awareness for promise programs remains low (31%). Increasing awareness could increase support for promise programs.



**Everyone:** All respondents who answered the Promise questions.

**Aware:** Respondents who said they were aware of any programs.

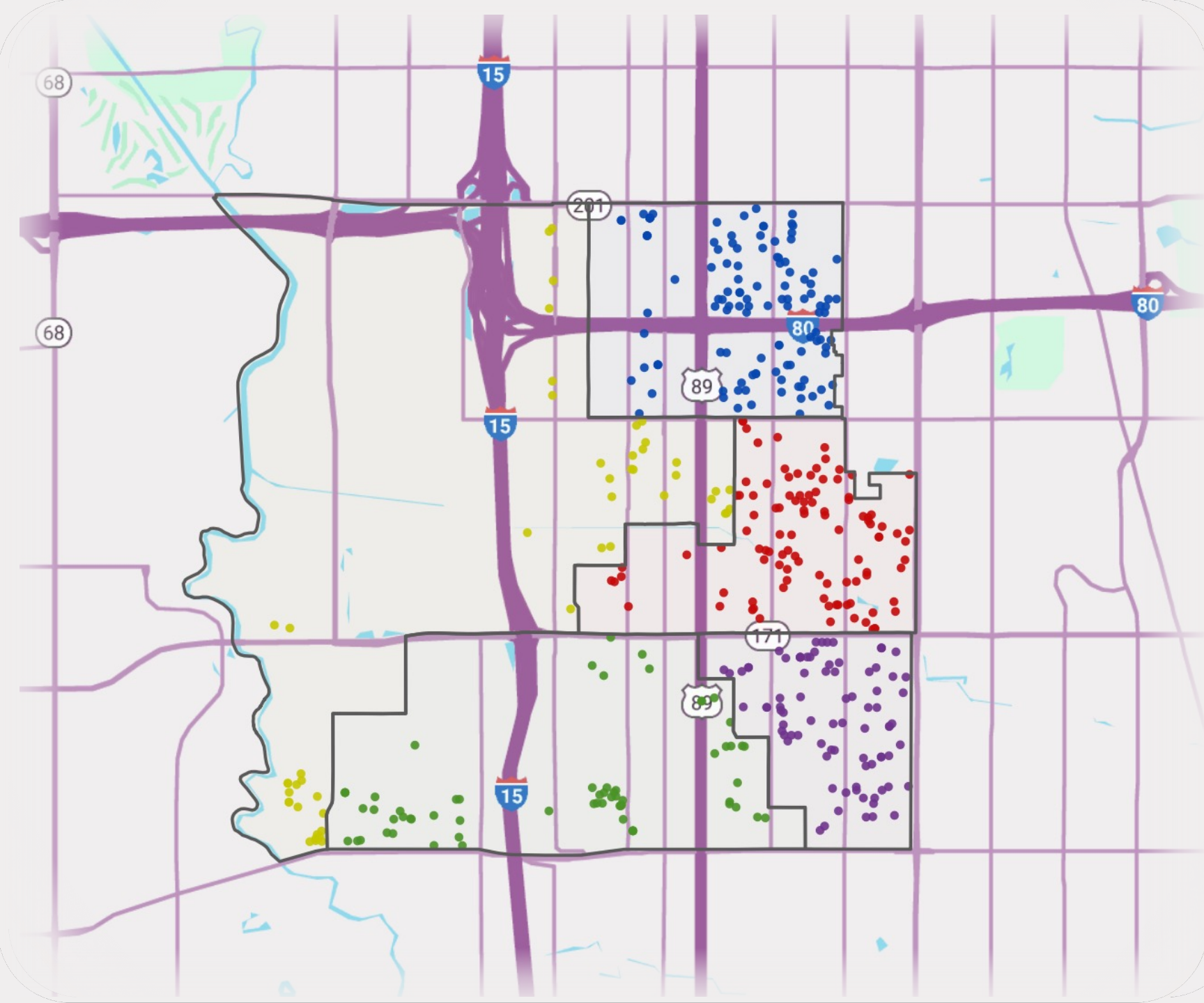
**Connected:** Respondents who know someone who participates in a Promise program OR who personally volunteers, donates, or participates in a program.

**Contributor:** Respondents who personally volunteer, donate, or participate in a Promise program.

**Participant:** Respondents who personally participate in Promise programs.

Q: Housing... (n = 373) | Q: Food security... (n = 374) | Q: Family support... (n = 375) | Q: Youth Promise... (n = 374) | Q: Economic wellbeing... (n = 374)  
See topline for full question wording.

# DEMOGRAPHICS



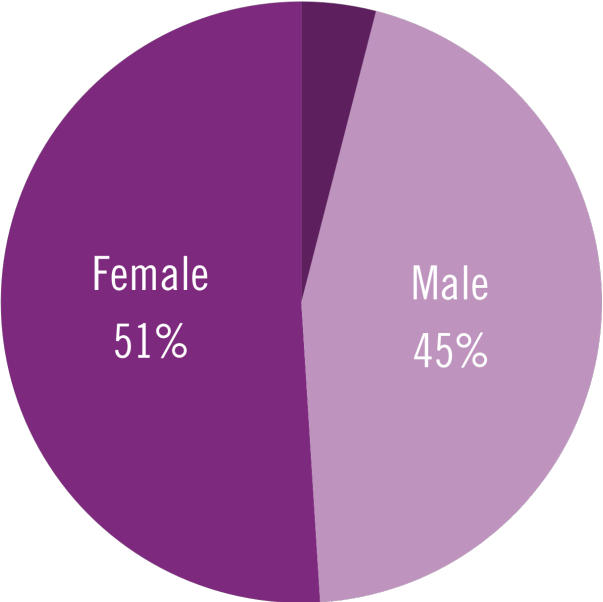
## RESPONSES BY COUNCIL DISTRICT

- District 1 (n = 116)
- District 2 (n = 49)
- District 3 (n = 102)
- District 4 (n = 85)
- District 5 (n = 65)

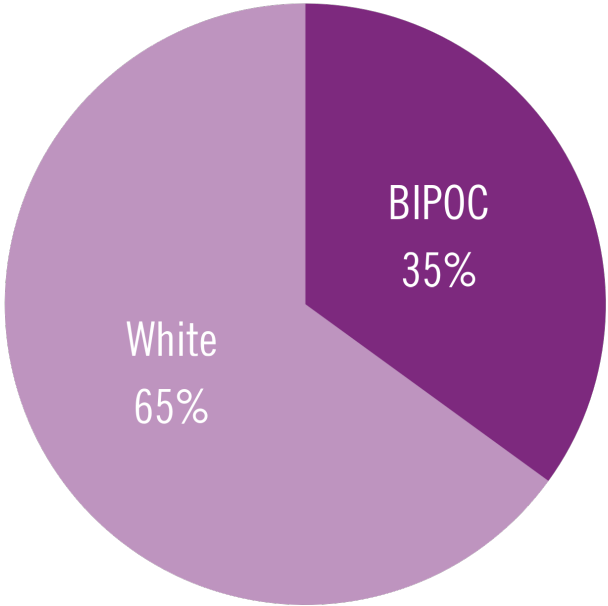
# DEMOGRAPHICS



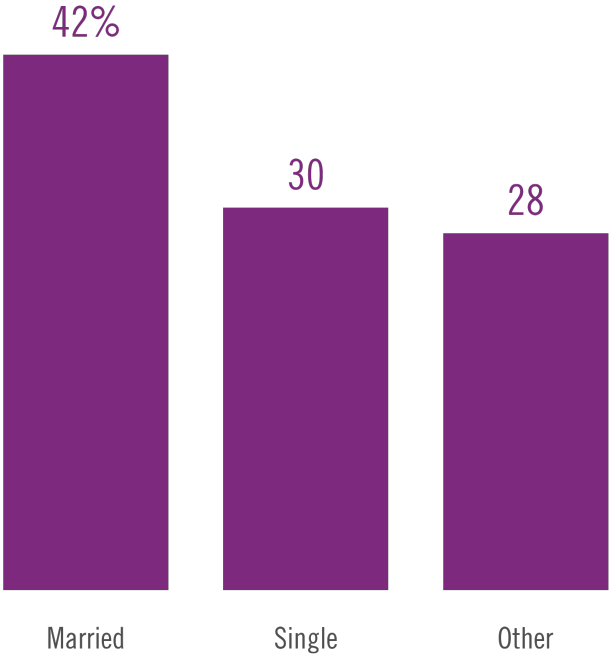
Gender



Ethnicity



Marital



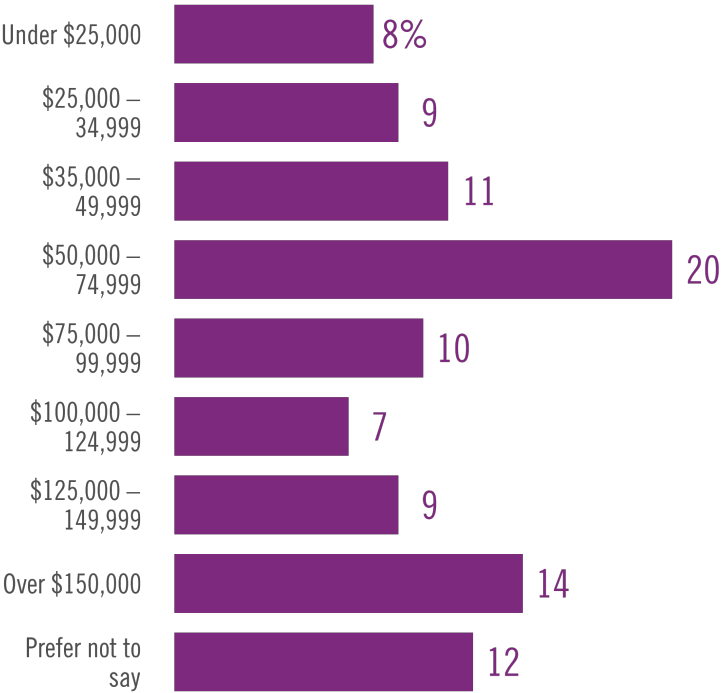
Q: Are you: (n = 356) Note: 4% of respondents chose 'In another way'. In the chart that is symbolized by the dark purple.  
Q: Which of the following best describes how you think of yourself? (n = 371) Note: White shown here is white only. For a more detailed breakdown see the topline report.  
Q: Are you currently... (n = 365)



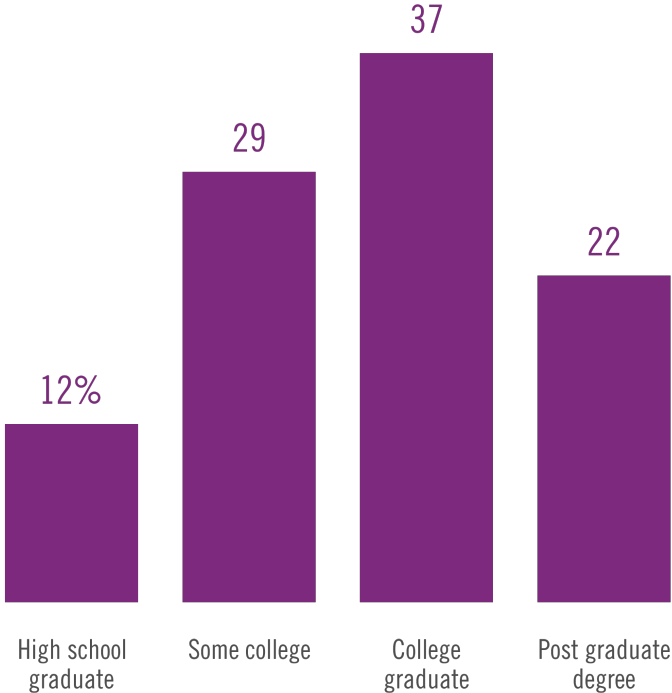
# DEMOGRAPHICS



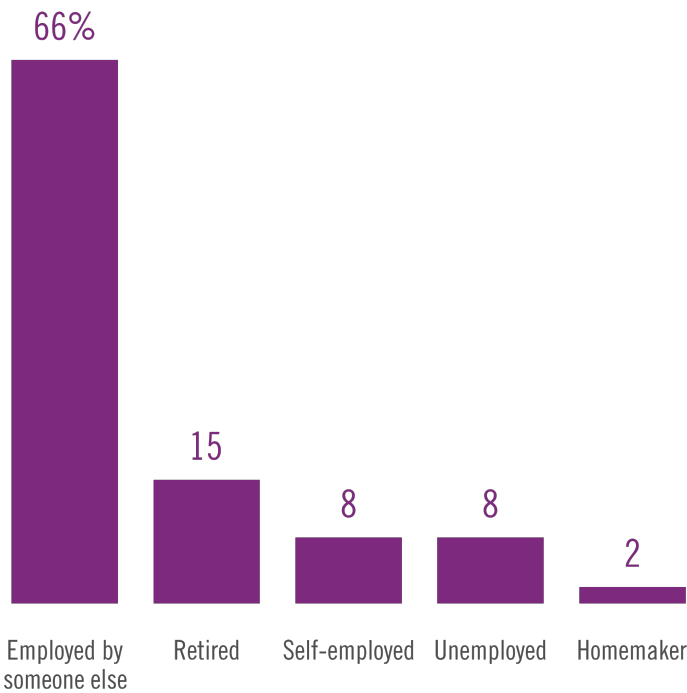
## Income



## Education



## Employment

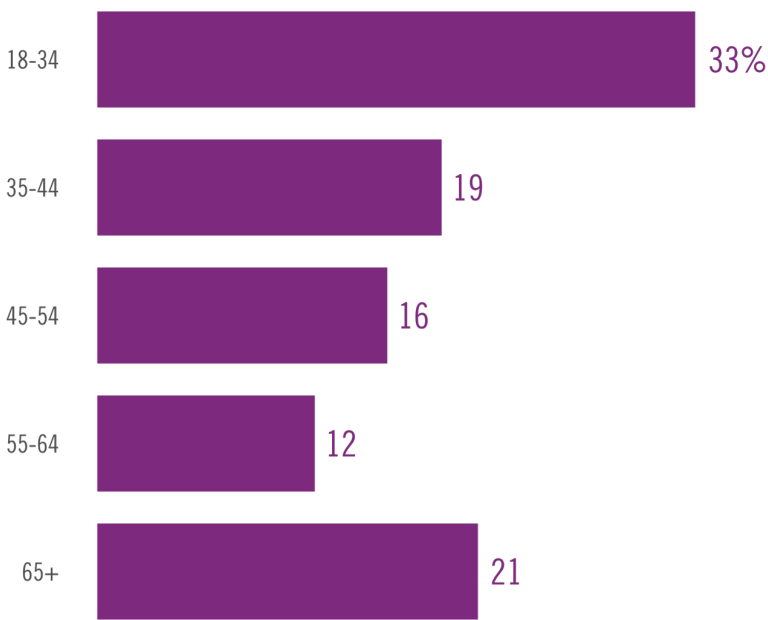


Q: What do you expect your 2025 household income to be? (n = 362)  
Q: What is the last year of school you completed? (n = 363) Note: Some high school or less was selected by ~1% of respondents.  
Q: What is your current employment status? (n = 367)

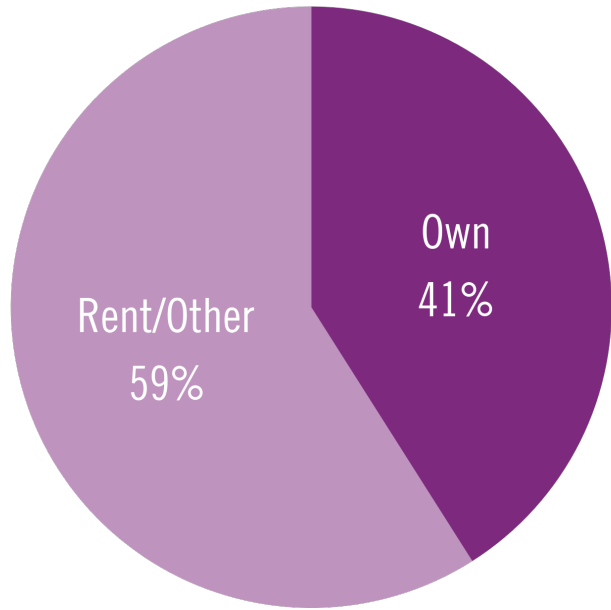
# DEMOGRAPHICS



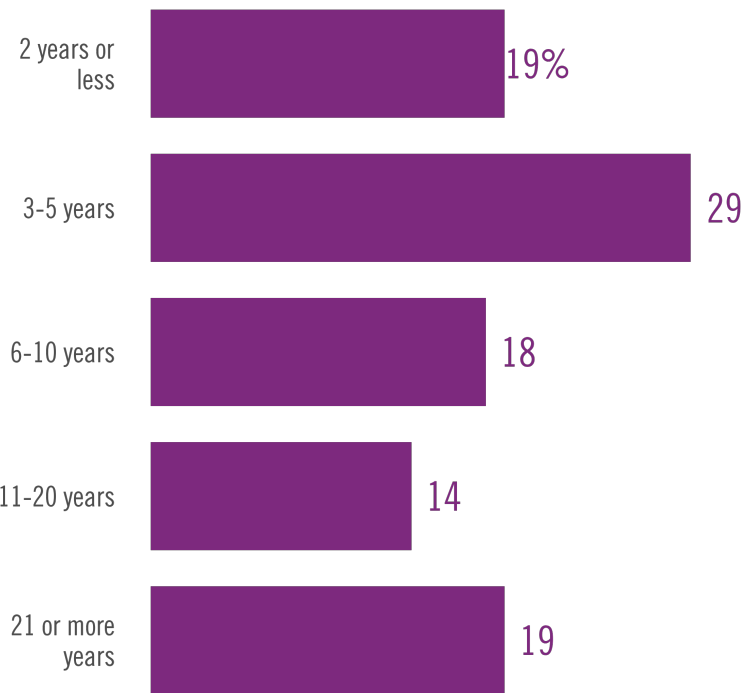
## Age



## Housing



## Time lived



Q: What year were you born? (n = 363)  
Q: Which of the following best describes where you are currently living? (n = 371)  
Q: How long have you lived in South Salt Lake? (n = 368)



Kyrene Gibb, Partner & VP of Research

Quin Monson, Ph.D., Founding Partner

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