

## TAYLORSVILLE CITY

Fieldwork: March 2012  
 Completed interviews: 354 (215 phone / 145 online (postcard invitation))  
 Error:  $\pm 5.2\%$   
 Survey length: 16 minute average interview

Hello. I'm \_\_\_\_\_ from Dan Jones & Associates, an independent public opinion research firm. We are conducting an opinion survey of residents in Taylorsville City today. The questions regard important issues in Taylorsville and your opinions along with others may be used to help city officials in their planning. May I ask you some questions?

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

Yes	100%
No (THANK AND TERMINATE)	0%

2. Have you or another household member already completed this Taylorsville City resident survey in the past few weeks – either online or by telephone?

Yes (THANK AND TERMINATE) “Thank you but we can only accept one interview per household. Have a nice day.”	0%
No (CONTINUE)	100%

3. (IF ONLINE SURVEY) How did you receive information about this online study ... (READ OPTIONS)

<i>Number responding</i>	
Post card mailed to your home	100%
Friend, family member, neighbor gave you postcard or link	0%
Friend, family member, or neighbor emailed you the link	0%
Other (SPECIFY)	0%
Don't know (DO NOT READ)	0%

### (COUNCIL DISTRICT AREA IDENTIFICATION)

The following questions will help us determine which city council district you reside in...

4. Do you live north or south of 4700 South or the Taylorsville Expressway

<i>number responding</i>	355
North of 4700	19%
South of 4700	80%
Refuse (DO NOT ASK)	0%

5. (IF SOUTH OF 4700 S: ) Do you live north or south of 5400 South?

<i>number responding</i>	285
North of 5400 South	47%
South of 5400 South	53%
Refuse (DO NOT ASK)	0%

6. (IF NORTH OF 5400 S: ) Do you live east or west of 2200 west?

<i>number responding</i>	134
East of 2200 West (SKIP TO Q. 8)	47%
West of 2200 West (SKIP TO Q. 8)	53%
Refuse (DO NOT ASK)	0%

7. (IF SOUTH OF 5400 SOUTH: ) And do you live east or west of 2700 West?

<i>number responding</i>	150
East of 2700 West	50%
West of 2700 West	50%
Refuse (DO NOT ASK)	0%

*Council district guide (CHECK STREET ON DISTRICT 2 & 5)*

District 1	19%
District 2	18%
District 3	21%
District 4	21%
District 5	20%

8. How would you rate Taylorsville City today compared to five years ago? Would you say it is (READ OPTIONS)..?

Much better	11%
Somewhat better	29%
About the same	40%
Somewhat worse	11%
Much worse	3%
Don't know / haven't been here that long	6%

9. What is the major improvement, if any, that you have seen occur in Taylorsville City over the past five years? (UNAIDED)

Roads/ traffic	28%
Beautification	13%
Economic development	7%
City Hall building	6%
Police Department	5%
Parks/ recreation	5%
City management/ officials	5%
Community involvement	4%
None	10%
Other	5%
Don't know	12%

10. What is the one major improvement that you would like to see in the next five years that would make living in Taylorsville City better for you? (UNAIDED)

Better roads/ traffic issues addressed	21%
Economic development	13%
Beautification	13%
Better city management	7%
Tax issues	3%
Parks/ recreation	8%
Less crime/ safer	6%
Code enforcement	3%
Community involvement	1%
None	5%
Other	7%
Don't know	14%

11. What would you consider to be the most important issue facing Taylorsville City today? (UNAIDED)

Crime/ safety	20%
Economic development	17%
Roads/ traffic	13%
Taxes	8%
City finances/ budget	8%
Population growth	6%
City revenue	5%
City management	3%
Police department	3%
Education/ school funding	2%
Other	7%
Don't know	8%

## 12. What other important issues are facing Taylorsville City? (UNAIDED)

Roads/ traffic	17%
Crime/ safety	15%
Economic development	13%
Police department	9%
Poor yard/ home maintenance	9%
Population growth	7%
Taxes	5%
City management	5%
City beautification	4%
Education/ school funding	4%
Other	8%
Don't know/ not sure	14%

Please rate the following Taylorsville services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*.

**First on the Police Department and Public Safety**

## 13. Crime prevention

1 / Very dissatisfied	4%
2 /	8%
3 / (neutral)	34%
4 /	33%
5 / Very satisfied	17%
Don't know / haven't been here that long	4%
Mean (1-5 scale)	3.54

## 14. Response times

1 / Very dissatisfied	2%
2 /	7%
3 / (neutral)	20%
4 /	26%
5 / Very satisfied	21%
Don't know / haven't been here that long	24%
Mean (1-5 scale)	3.75

## 15. Traffic enforcement

1 / Very dissatisfied	6%
2 /	13%
3 / (neutral)	30%
4 /	25%
5 / Very satisfied	21%
Don't know / haven't been here that long	6%
Mean (1-5 scale)	3.46

16. Animal control services

1 / Very dissatisfied	7%
2 /	10%
3 / (neutral)	24%
4 /	22%
5 / Very satisfied	16%
Don't know / haven't been here that long	21%
Mean (1-5 scale)	3.36

17. (IF 1 or 2 ON ANY UNDER POLICE DEPARTMENT) You gave \_\_\_ a 1 or 2 ...why do you give this rating?  
(UNAIDED)

(See verbatim comments in Appendix B)

18. How familiar are you with the Unified Police Department?

Very familiar	13%
Somewhat familiar	55%
Not familiar – have heard name	30%
Don't know (DO NOT READ)	2%

The UPD is run by the County and serves many communities. By combining a variety of police services such as SWAT, forensics, records, and dispatch under one organization, communities can share the costs with other communities.

19. From what you know or have heard, would you favor or oppose Taylorsville becoming part of the Unified Police Department using a 1-5 scale with one meaning you “strongly oppose” and five meaning you “strongly favor”?

1 / Strongly oppose	8%
2 /	11%
3 / (neutral)	25%
4 /	22%
5 / Strongly favor	31%
Don't know (DO NOT READ)	4%
Mean (1-5 scale)	3.59

20. (IF OPPOSE 1 or 2: ) If becoming part of the Unified Police Department meant LOWER COSTS for Taylorsville, would you favor or oppose becoming part of the UPD using a 1-5 scale with one meaning “strongly oppose” and five meaning “strongly favor”?

<i>number responding</i>	<i>67</i>
1 / Strongly oppose	26%
2 /	25%
3 / (neutral)	22%
4 /	14%
5 / Strongly favor	11%
Don't know (DO NOT READ)	1%
Mean (1-5 scale)	2.58

21. (IF OPPOSE – 1 or 2 ON Q. 19: ) If becoming part of the Unified Police Department meant BETTER POLICE SERVICE for Taylorsville, would you favor or oppose becoming part of the UPD using a 1-5 scale with one meaning “strongly oppose” and five meaning “strongly favor”? (REPEAT SCALE IF NECESSARY)

<i>number responding</i>	67
1 / Strongly oppose	20%
2 /	10%
3 / (neutral)	15%
4 /	25%
5 / Strongly favor	29%
Don't know (DO NOT READ)	1%
Mean (1-5 scale)	3.33

Please rate the following Taylorsville services using a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*.

**(Public Works)**

22. Garbage collection

1 / Very dissatisfied	1%
2 /	2%
3 / (neutral)	8%
4 /	21%
5 / Very satisfied	65%
Don't know / haven't been here that long	3%
Mean (1-5 scale)	4.53

23. Recycling program

1 / Very dissatisfied	2%
2 /	5%
3 / (neutral)	10%
4 /	23%
5 / Very satisfied	56%
Don't know / haven't been here that long	4%
Mean (1-5 scale)	4.29

24. Snow removal services

1 / Very dissatisfied	2%
2 /	8%
3 / (neutral)	17%
4 /	30%
5 / Very satisfied	40%
Don't know / haven't been here that long	3%
Mean (1-5 scale)	4.01

25. Surface maintenance on city streets

1 / Very dissatisfied	5%
2 /	12%
3 / (neutral)	31%
4 /	31%
5 / Very satisfied	20%
Don't know / haven't been here that long	2%
Mean (1-5 scale)	3.51

26. (IF 1 or 2 ON ANY UNDER PUBLIC WORKS DEPARTMENT) I noticed you gave \_\_\_ a 1 or 2 ... why do you give this rating?

*(See verbatim comments in Appendix B)*

**(Community Events)**

27. Taylorsville Dayzz (city birthday celebration at the end of June)

1 / Very dissatisfied	2%
2 /	2%
3 / (neutral)	14%
4 /	21%
5 / Very satisfied	45%
Don't know / haven't been here that long	17%
Mean (1-5 scale)	4.27

28. Is there a type of community event or activity you would like the city to promote or sponsor? (UNAIDED)

*(See verbatim comments in Appendix B)*

How willing would you be to support a tax increase if it allowed the City to increase services for .....? (READ OPTIONS) (3 questions)

29. More walking and bike trails

Very unwilling	28%
Somewhat unwilling	21%
Somewhat willing	35%
Very willing	12%
Depends (SPECIFY)	4%
Don't know	1%

30. A multipurpose center and performing arts center

Very unwilling	31%
Somewhat unwilling	24%
Somewhat willing	31%
Very willing	10%
Depends (SPECIFY)	3%
Don't know	2%

31. More money for parks and recreation

Very unwilling	21%
Somewhat unwilling	19%
Somewhat willing	42%
Very willing	13%
Depends (SPECIFY)	4%
Don't know	1%

Are you satisfied or dissatisfied with the following in Taylorsville City...using the 1-5 scale, with one meaning "very dissatisfied" and five meaning "very satisfied?"

32. Courtesy of city employees

1 / Very dissatisfied	1%
2 /	3%
3 / (neutral)	21%
4 /	29%
5 / Very satisfied	28%
Don't know / haven't been here that long	18%
Mean (1-5 scale)	3.95

33. Overall work performance of city employees

1 / Very dissatisfied	1%
2 /	4%
3 / (neutral)	21%
4 /	29%
5 / Very satisfied	23%
Don't know / haven't been here that long	22%
Mean (1-5 scale)	3.87

34. Land use, planning and zoning

1 / Very dissatisfied	6%
2 /	11%
3 / (neutral)	27%
4 /	26%
5 / Very satisfied	10%
Don't know / haven't been here that long	19%
Mean (1-5 scale)	3.27

35. Cemetery

1 / Very dissatisfied	1%
2 /	1%
3 / (neutral)	18%
4 /	20%
5 / Very satisfied	16%
Don't know / haven't been here that long	43%
Mean (1-5 scale)	3.89

36. (IF 1 or 2 ON ANY ABOVE) I noticed you gave \_\_\_ a 1 or 2 ...why do you give this rating? (UNAIDED)

*(See verbatim comments in Appendix B)*

37. Have you had any recent dealings with the Justice Court in Taylorsville?

Yes	10%
No	90%
Don't know (DO NOT READ)	0%

38. IF YES: Are you satisfied or dissatisfied with the Justice Court in Taylorsville...using the 1-5 scale, with one meaning "very dissatisfied" and five meaning "very satisfied?"

<i>number responding</i>	<i>34</i>
1 / Very dissatisfied	16%
2 /	8%
3 / (neutral)	25%
4 /	29%
5 / Very satisfied	19%
Don't know / haven't been here that long	3%
Mean (1-5 scale)	3.30

38a. (IF 1 or 2) Why do you give the Justice Court a rating of (1 or 2) ? (UNAIDED)

*(See verbatim comments in Appendix B)*

Thinking about the taxes you pay in Taylorsville...

39. What is your perception of city property taxes in Taylorsville compared to other cities in Salt Lake County? Would you say property taxes in Taylorsville are...? (READ OPTIONS)?

Much higher	2%
Somewhat higher	14%
About the same	47%
Somewhat lower	11%
Much lower	2%
Don't know (DO NOT READ)	24%

40. As the city looks at allocating its increasingly limited funds, would you be willing to pay more than you do now in order to maintain the same level of service you currently receive from the city?

Definitely	5%
Probably	36%
Probably not	33%
Definitely not	17%
Depends/Other (SPECIFY)	6%
Don't know (DO NOT READ)	2%

41. How much additional taxes would you be willing to pay annually to maintain Taylorsville services at their current level? (READ RESPONSES)

More than \$100	4%
\$76 to \$100	15%
\$51 to \$75	14%
\$20-\$50	20%
Less than \$20	15%
None	26%
Don't know (DO NOT READ)	6%

Please tell me whether you agree or disagree with the following statements about Taylorsville. Use a 1-5 scale with one meaning you “strongly disagree” and five meaning you “strongly agree.”

42. First about taxes...I receive good value for the Taylorsville taxes I pay?

1 / Strongly disagree	3%
2 /	7%
3 / (neutral)	33%
4 /	37%
5 / Strongly agree	17%
Don't know (DO NOT READ)	3%
Mean (1-5 scale)	3.60

Do you agree or disagree with the following...

43. Before the city makes major decisions, citizens' opinions are considered

1 / Strongly disagree	5%
2 /	14%
3 / (neutral)	28%
4 /	24%
5 / Strongly agree	16%
Don't know (DO NOT READ)	12%
Mean (1-5 scale)	3.37

44. I know how to inform the city about the way I feel on important issues

1 / Strongly disagree	9%
2 /	12%
3 / (neutral)	28%
4 /	26%
5 / Strongly agree	19%
Don't know (DO NOT READ)	7%
Mean (1-5 scale)	3.35

45. I believe Mayor Russ Wall wants to know how I feel on city issues

1 / Strongly disagree	12%
2 /	11%
3 / (neutral)	32%
4 /	18%
5 / Strongly agree	15%
Don't know (DO NOT READ)	13%
Mean (1-5 scale)	3.16

46. I believe the City Council wants to know how I feel about issues

1 / Strongly disagree	10%
2 /	14%
3 / (neutral)	28%
4 /	24%
5 / Strongly agree	13%
Don't know (DO NOT READ)	11%
Mean (1-5 scale)	3.16

47. Taylorsville is a good place to live

1 / Strongly disagree	1%
2 /	2%
3 / (neutral)	12%
4 /	35%
5 / Strongly agree	50%
Don't know (DO NOT READ)	0%
Mean (1-5 scale)	4.30

48. Overall, I feel safe living in Taylorsville and my neighborhood

1 / Strongly disagree	1%
2 /	4%
3 / (neutral)	16%
4 /	39%
5 / Strongly agree	39%
Don't know (DO NOT READ)	0%
Mean (1-5 scale)	4.11

49. I take pride in telling others that I live in Taylorsville.

1 / Strongly disagree	2%
2 /	5%
3 / (neutral)	21%
4 /	28%
5 / Strongly agree	44%
Don't know (DO NOT READ)	0%
Mean (1-5 scale)	4.09

50. (IF 1 or 2 ON ANY OF THE RESPONSES) Why do you give this rating? (UNAIDED)

*(See verbatim comments in Appendix B)*

And now, would you please indicate whether you agree or disagree with the following statements about your home, neighborhood, and housing in general. (Would that be *strongly* or *somewhat*?)

51. I am able to keep up with maintenance on the exterior of my home.

1 / Strongly disagree	1%
2 /	4%
3 / (neutral)	10%
4 /	28%
5 / Strongly agree	56%
Don't know (DO NOT READ)	1%
Mean (1-5 scale)	4.35

52. I am concerned about the upkeep of my neighborhood.

1 / Strongly disagree	8%
2 /	7%
3 / (neutral)	17%
4 /	27%
5 / Strongly agree	40%
Don't know (DO NOT READ)	1%
Mean (1-5 scale)	3.85

53. I think the city is doing enough to enforce its ordinances

1 / Strongly disagree	10%
2 /	16%
3 / (neutral)	23%
4 /	27%
5 / Strongly agree	18%
Don't know (DO NOT READ)	7%
Mean (1-5 scale)	3.30

54. What is the biggest concern you have in your neighborhood?

Crime/ safety	26%
Yard/ home maintenance	26%
Neighborhood ordinances	7%
Roads/ traffic	7%
Renters	5%
Street parking	4%
Noise – road/dogs	3%
Vacant properties	2%
Sense of community	3%
Animal control	2%
Other	11%
Don't know/ none	6%

The next two questions are about information you receive from the city... (READ OPTIONS)

55. First, from which source do you CURRENTLY receive most of your information about Taylorsville City?

City newsletter	44%
City website	4%
TV/Cable Info Channel	7%
Newspaper	27%
Social Media (e.g. Twitter, Facebook, etc.)	3%
Other (specify)	10%
Don't know (VOL)	5%

56. And, from which source would you PREFER to receive information from the City? (READ OPTIONS)

City newsletter	41%
E-mail from the City	18%
City website	7%
Cable Access Channel	2%
Insert in water or other municipal bill	14%
Social Media (e.g. Twitter, Facebook, etc.)	5%
Other (specify)	9%
Don't know (VOL)	4%

57. Have you visited the Taylorsville City Website?

Yes	42%
No	58%
Don't know (DO NOT READ)	1%

58. What information or services would you most like to see offered on the city website?

*(See verbatim comments in Appendix B)*

Now on a different subject...

59. During the past year have you contacted any Taylorsville City office to seek service, information, or to file a complaint?

Yes	35%
No	64%
Don't know (DO NOT READ)	1%

60. IF YES: Were you generally satisfied or dissatisfied with the city's response?

<i>Number responding</i>	<i>124</i>
Very satisfied	39%
Somewhat satisfied	30%
Somewhat dissatisfied	15%
Very dissatisfied	15%
Don't know (DO NOT READ)	2%

61. (IF DISSATISFIED) Which department did you contact and why were you dissatisfied? (UNAIDED)

(See verbatim comments in Appendix B)

62. Finally, what suggestions, comments, or questions do you have for those managing Taylorsville City? (UNAIDED)

General positive	10%
Keep expenses down	7%
Keep citizens informed	6%
Keep taxes low	7%
Reduce crime/ improve police	5%
Neighborhood improvement	4%
Listen to citizens	3%
Road improvement/ construction	3%
Bring in businesses	3%
Like/ love Taylorsville	3%
Take care of citizen	3%
Consider citizens needs/ wants	3%
Improve communication	3%
Concerned about traffic	3%
Need better officials	2%
City beautification	2%
Improve city management	2%
Better code enforcement	2%
Other	13%
Don't know/ no comment	29%

Now, some questions that will help us analyze the data...

63. Gender: (DO NOT ASK)

Male	48%
Female	52%

64. Into which of the following age categories do you fit?

18-24	0%
25-34	9%
35-44	12%
45-54	19%
55-64	33%
65 or over	27%
Refuse (VOL)	1%

65. What is the highest level of formal education you have completed?

High school or less	15%
Some college / tech school	32%
Two-year college degree	13%
Bachelor's degree (4 year)	25%
Grad. school / degree beyond 4 years of college	14%
Refuse (DO NOT READ)	2%

66. How long have you lived in Taylorsville?

Less than 2 years	5%
3-5 years	8%
6-10 years	14%
11-20 years	20%
21 or more years	52%
Refuse (DO NOT READ)	0%

67. Do you own or rent your own home?

Own / buying	96%
Rent	3%
Other (SPECIFY)	1%
Refuse (DO NOT READ)	0%

68. How many people, either related or non-related, including yourself, live in your home?

1 person	16%
2 people	36%
3 people	13%
4 people	18%
5 people	9%
6 people	4%
7 people	2%
8 people	1%
More than 8 people	1%
Refuse (DO NOT READ)	1%

69. IF MORE THAN 1: Do you have children living in this household?

<i>Number responding</i>	<i>293</i>
Yes	51%
No	49%
Don't know (DO NOT READ)	0%

70. IF YES: How many children under age 18 live in your household?

<i>Number responding</i>	148
1 child	25%
2 children	31%
3 children	10%
4 children	8%
5 or more children	3%
No children under 18 years	23%
Refuse (DO NOT READ)	1%

71. What is your approximate yearly household income? Just stop me when I say the right category.

Under \$20,000	6%
\$20,000 to \$29,999	5%
\$30,000 to \$39,999	6%
\$40,000 to \$49,999	12%
\$50,000 to \$59,999	12%
\$60,000 to \$69,999	10%
\$70,000 to \$79,999	7%
\$80,000 to \$99,999	12%
\$100,000 to \$149,999	12%
\$150,000 to \$200,000	3%
\$200,000 or more	1%
Refuse (DO NOT READ)	14%