



SOUTH JORDAN
U T A H

SOUTH JORDAN CITIZEN SURVEY
2026 PUBLIC OPINION RESEARCH





- 1 Even with a 7-point drop from last year, a strong majority of South Jordan residents believe the City is moving in **the right direction**. Residents are less likely to be neutral when asked if the City is better than it was 5 years ago, with increases in both those who think it has gotten better and those who think it has gotten worse.
- 2 The **City's quality of life remains high**, with an **average score of 81**, and **62% of residents approve of city officials (up 10-points from 2025)**.
- 3 Respondents are generally **satisfied with how their tax dollars are being spent**, giving city services an average rating of 73/100. Overall, 89% of respondents would recommend South Jordan to friends and family.
- 4 A **major concern** for respondents, both now and over the next five years, is **growth and the resulting traffic**; a long-standing pattern in the City.
- 5 The **rate of contact to the city has maintained last year's low of 31%**. Residents are still most likely to contact public works, but code enforcement has risen 9-points to 24%, and police-related reasons fell 7-points to 18%.

KEY FINDINGS

SURVEY METHODOLOGY

SURVEY METHODOLOGY



Survey interviews were completed **January 5-19, 2026**. 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 **residents who opted into the South Jordan panel** in the 2025 resident survey.

96%

We emailed **10,568 invitations** to sampled residents. 456 emails bounced due to either incorrect email addresses or high spam filter settings, resulting in an email **deliverability rate of 96%**. Respondents were also contacted via text message this year.

72%

1,112 citizens responded. **807** of them completed the online surveys and had addresses in South Jordan. This results in a **response rate of approximately 72% overall**. Each email address or phone number could respond only once.

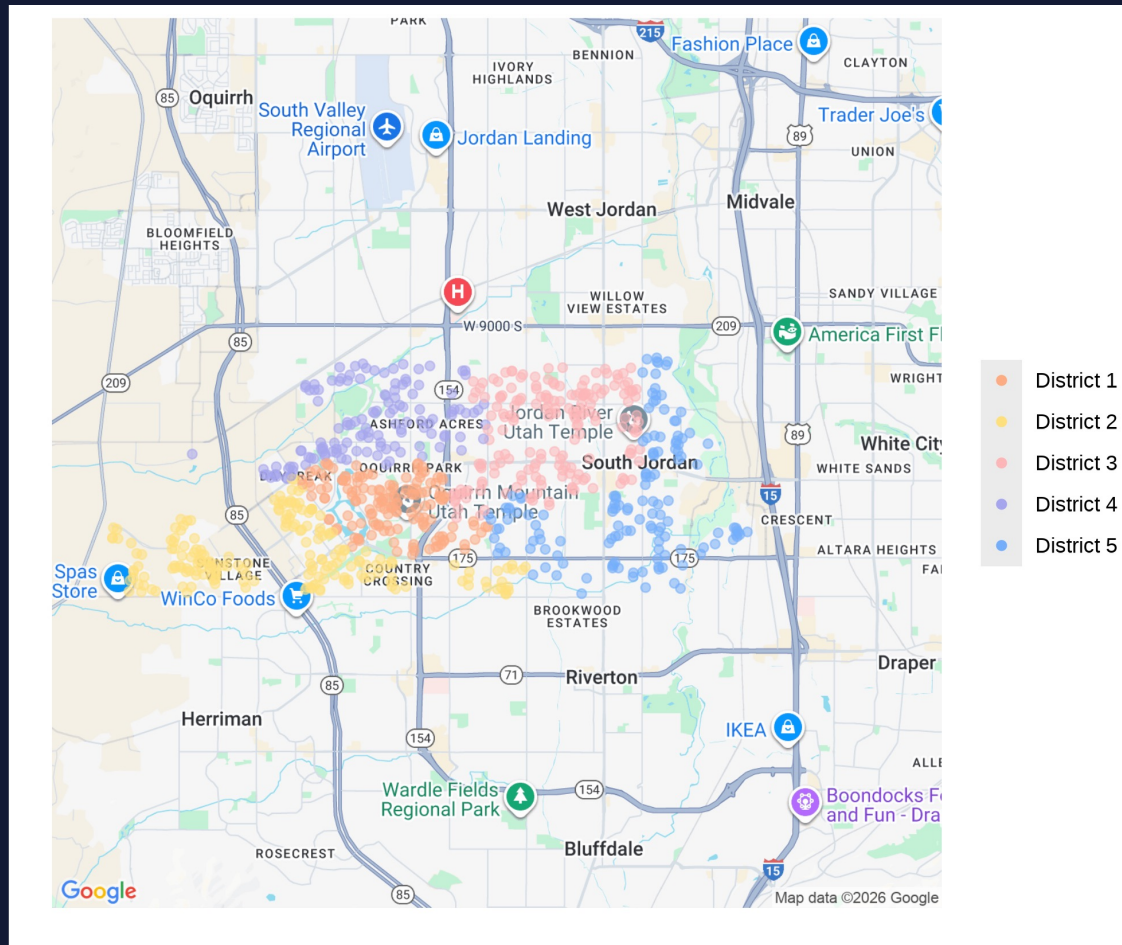
+ 3.4
- 3.4

807 interviews among an estimated adult population of 55k results in a **margin of error for the survey of plus or minus 3.4 percentage points**. Responses were weighted on age, gender, race, and city council district to **better approximate city demographic composition**.

GEOGRAPHIC DISTRIBUTION



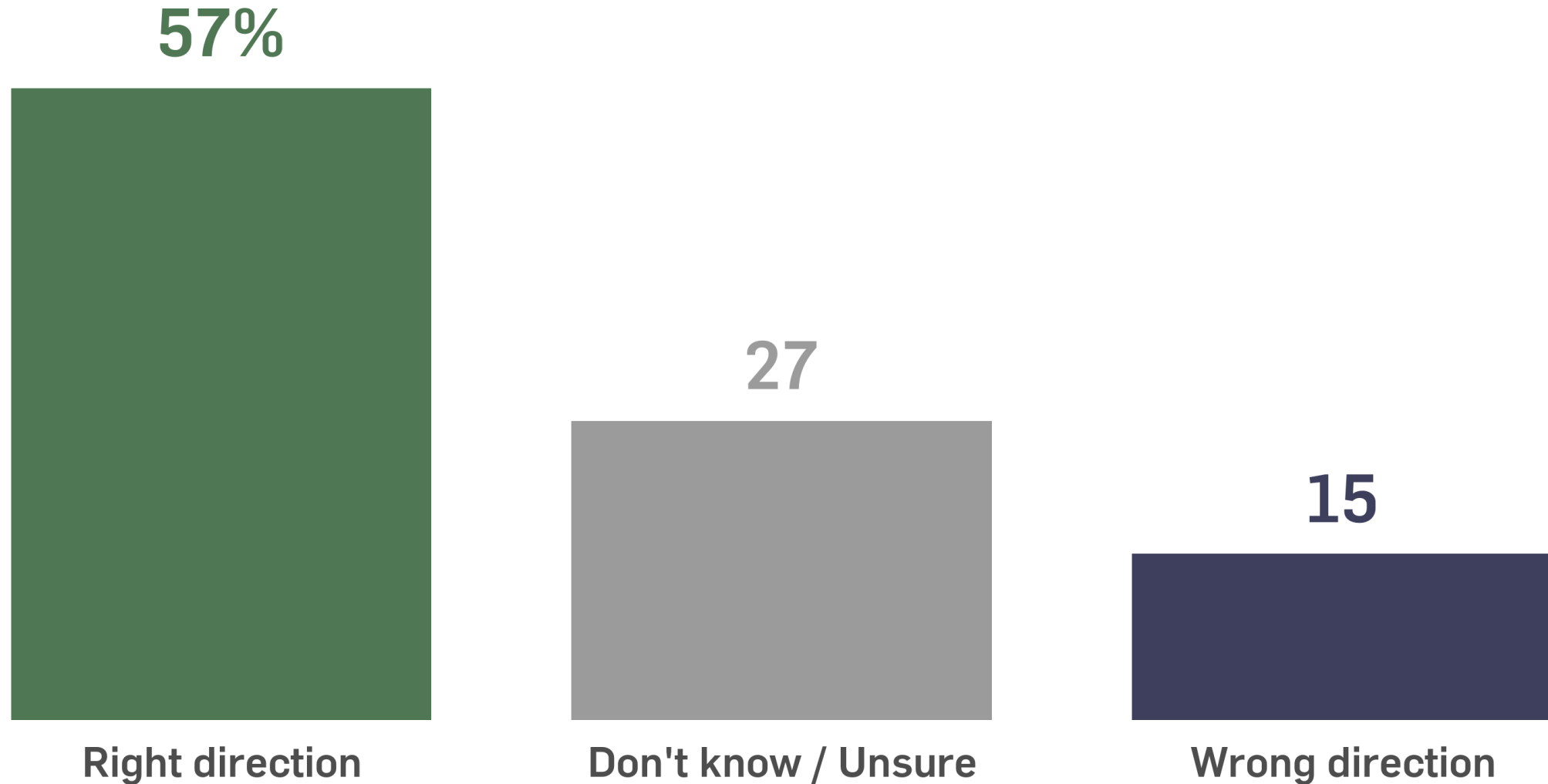
We have significant representation in each of South Jordan's five City Council districts with roughly 140-198 panelists residing in each district.



CITY DIRECTION & PERCEPTIONS

CITY IS HEADED IN THE RIGHT DIRECTION

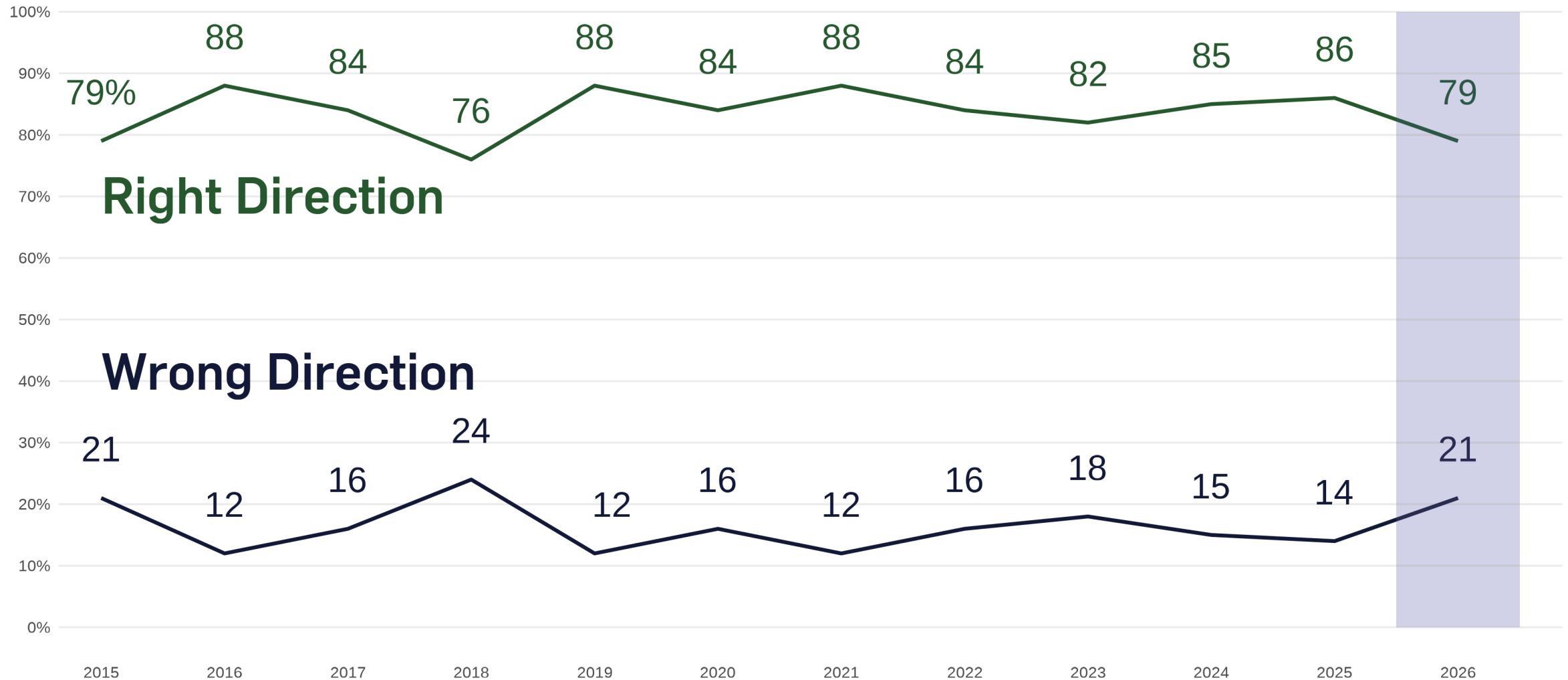
A majority of respondents (57%) believe South Jordan is heading in the right direction. Only a small number think the city is moving in the wrong direction (15%). Uncertainty has decreased slightly, with 27% of respondents unsure about the city's direction, down from 31% last year.



Q: Overall, would you say the City of South Jordan is headed in the right direction or the wrong direction? (n = 786)

OPTIMISM HAS STAYED HIGH OVER TIME

Among those who responded, the share of residents who believe the city is headed in the right direction declined from 86% to 79% this year, marking a 7-point drop. Even with this downturn, the vast majority of residents still think that South Jordan is headed in the right direction.



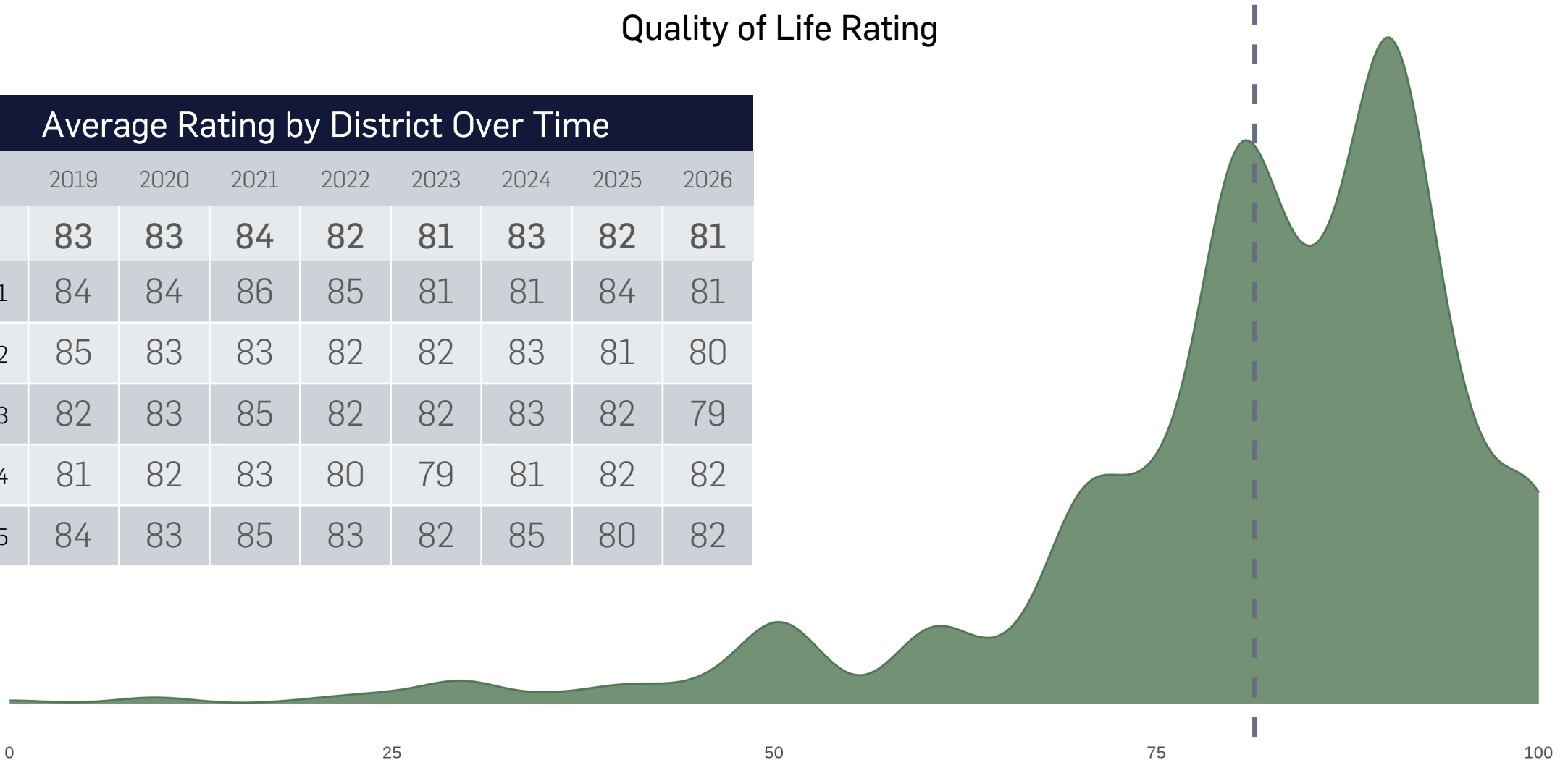
Q: Overall, would you say the City of South Jordan is headed in the right direction or the wrong direction? (n = 786)

OVERALL QUALITY OF LIFE: 81/100

The average quality of life in South Jordan stays high with an average rating of 81 out of 100. 88% of respondents reported a quality-of-life rating of 70 or higher. Quality of life is also high across all districts with the lowest rating in District 3 and the highest in Districts 4 and 5.

Quality of Life Rating

Average Rating by District Over Time								
	2019	2020	2021	2022	2023	2024	2025	2026
Overall	83	83	84	82	81	83	82	81
District 1	84	84	86	85	81	81	84	81
District 2	85	83	83	82	82	83	81	80
District 3	82	83	85	82	82	83	82	79
District 4	81	82	83	80	79	81	82	82
District 5	84	83	85	83	82	85	80	82

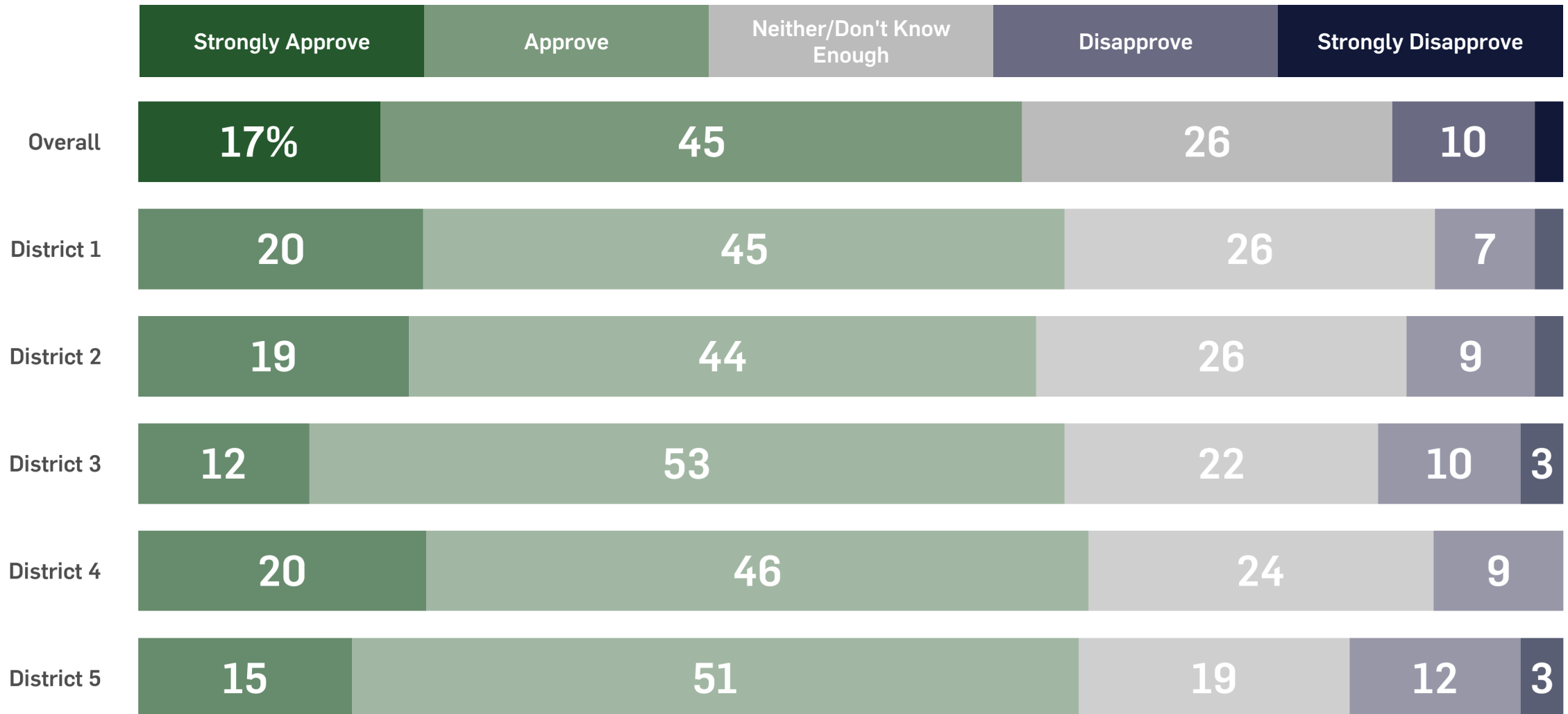


Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Jordan? (n = 786)

MAJORITY APPROVE OF CITY LEADERSHIP

A majority of respondents approve of the current mayor and city council across all districts, with very few expressing disapproval.

Mayor and City Council Approval

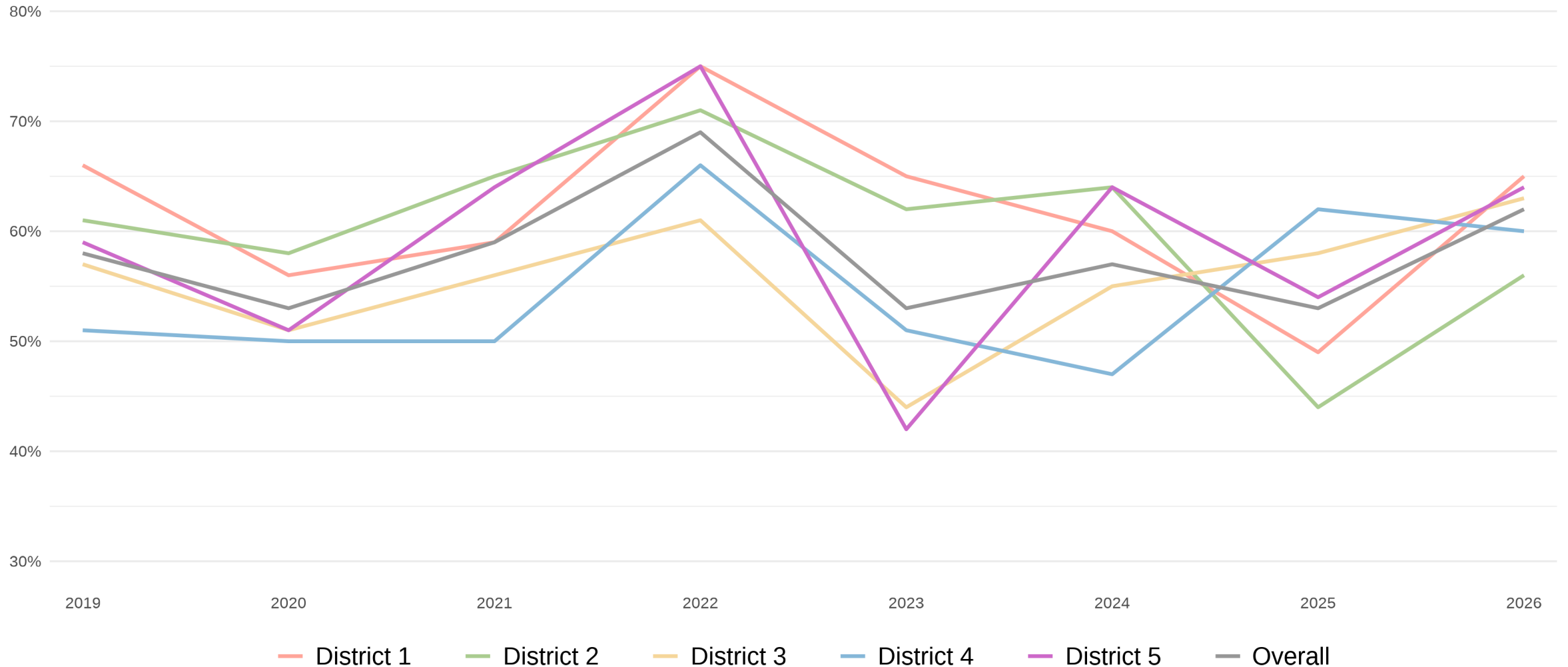


Q: Do you approve or disapprove of how the South Jordan Mayor and City Council are handling their jobs? (n = 786)

OVERALL APPROVAL REMAINS CONSISTENT

Approval at the district level has improved in all districts except for District 4. District 1 saw the highest improvement from last year, increasing by 15%-points.

Mayor and City Council Approval

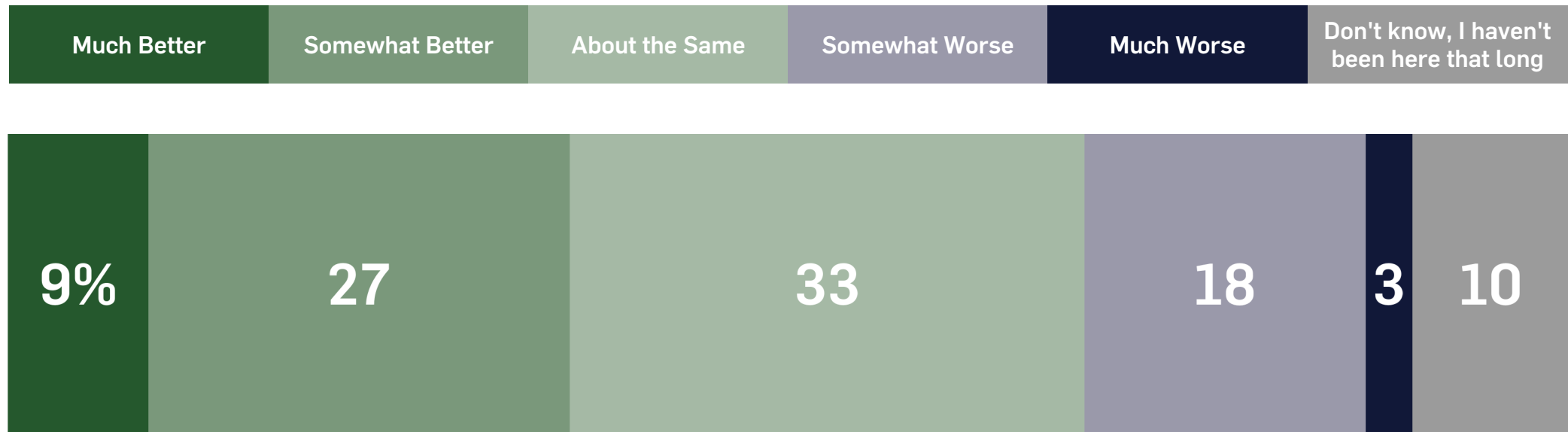


Q: Do you approve or disapprove of how the South Jordan Mayor and City Council are handling their jobs? (n = 786)

MAJORITY SAY CITY IS BETTER/THE SAME

Just over 1/3 of respondents (36%) believe the city has improved over the past five years. Meanwhile, another 1/3 feel it has remained about the same. Similar to last year, 21% say the city has gotten worse, while 10% have not been here long enough to say.

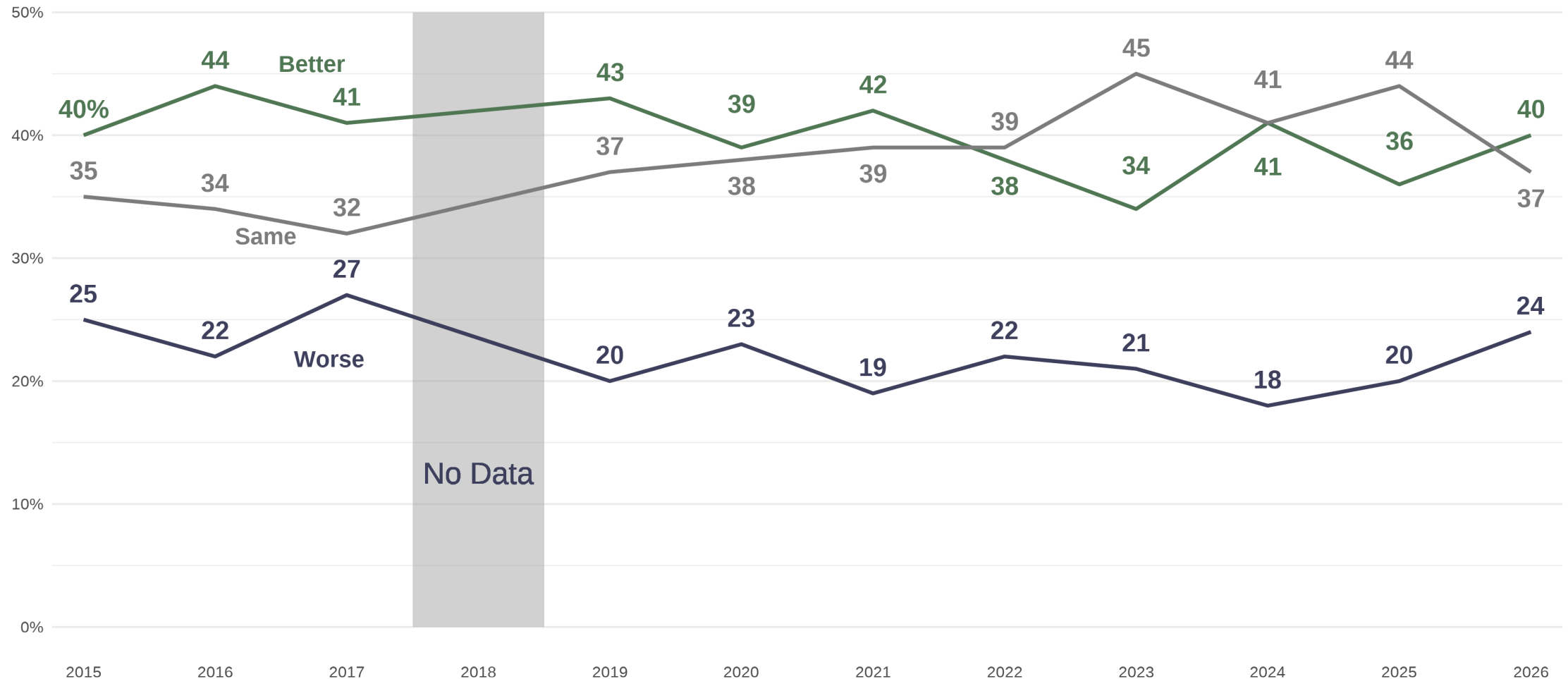
City Rating 5-Year Comparison



MORE RESIDENTS BELIEVE THE CITY IS BETTER

Compared to last year, there has been a 7%-point decrease in the proportion of respondents that believe that South Jordan has remained the same over the past 5 years. Meanwhile, the proportion of those who believe the City has improved has increased by 4%-points from last year. Similarly, the proportion of those who believe the City has gotten worse has also increased by 4%-points.

City Rating 5-Year Comparison

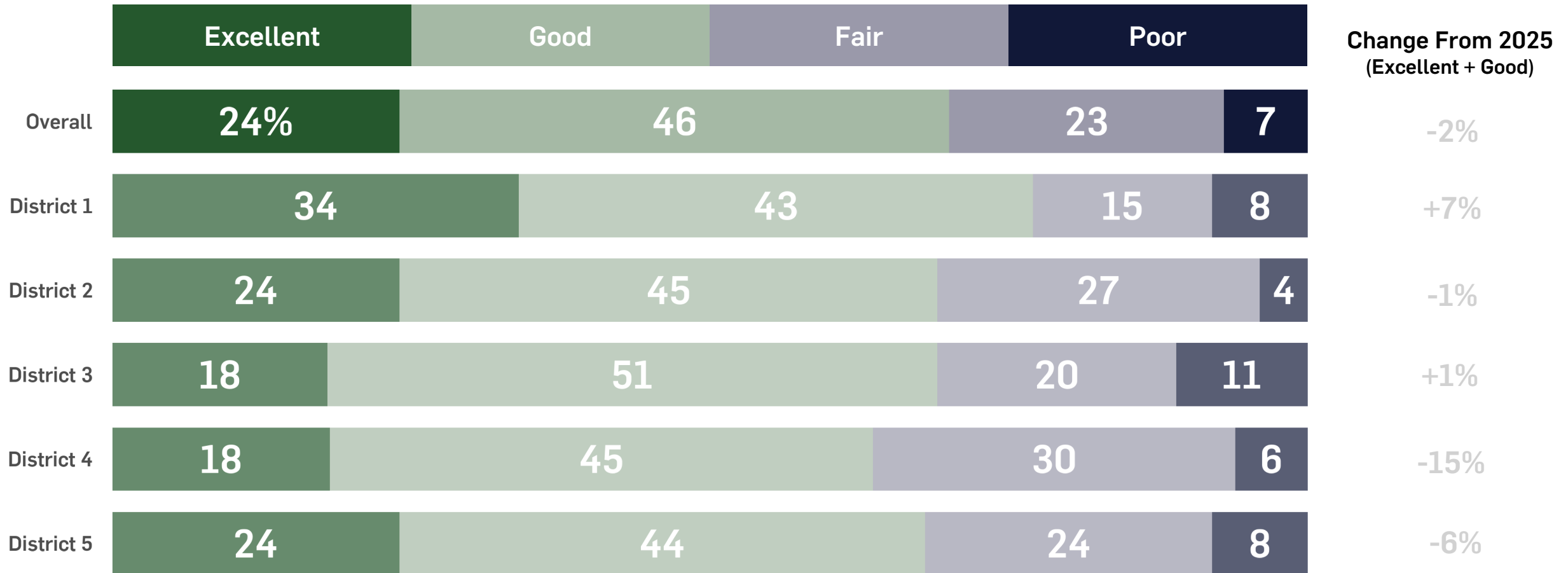


Q: How would you rate the City of South Jordan today compared to five years ago? (n = 786)

PERCEIVED SERVICE VALUE SAME SINCE 2025

Overall, respondents perceive the value of their tax dollars as unchanged since last year. However, district 4 saw a 15%-point decline in respondents rating the service as “good” or “excellent”, returning closer to 2024 perception levels.

Perceived Service Value for Tax Dollar

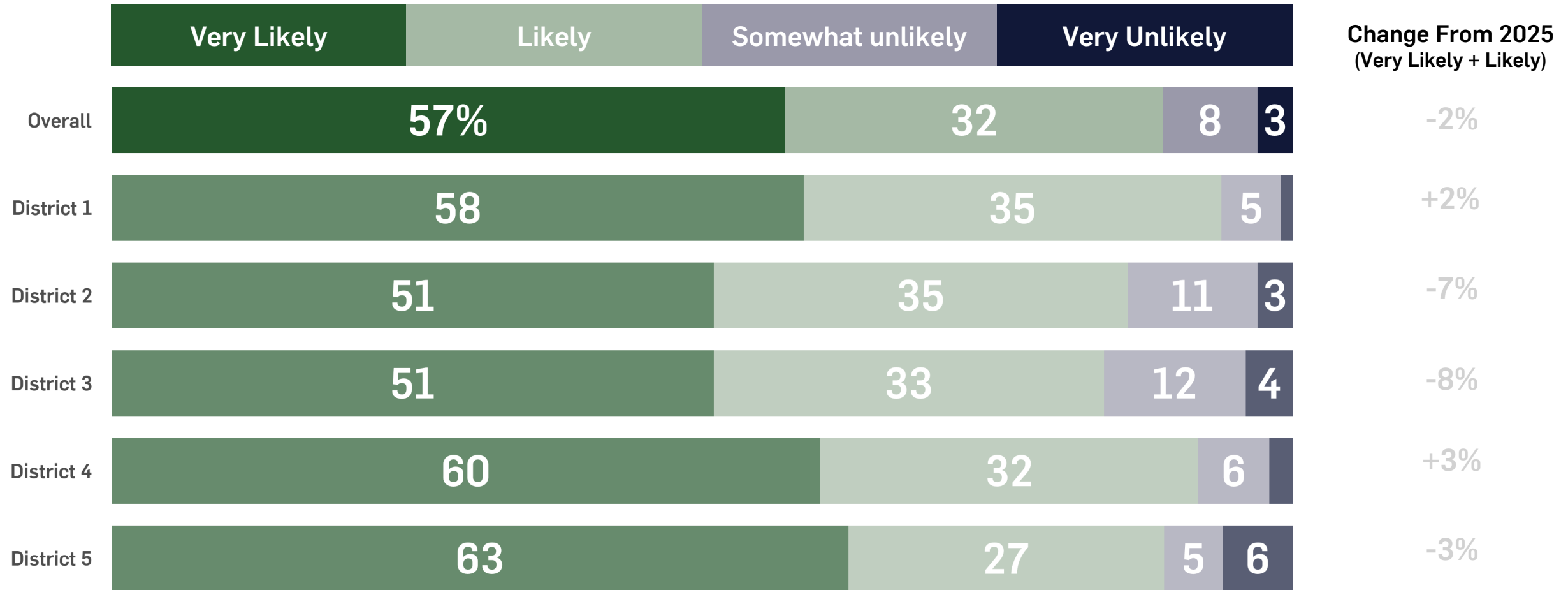


Q: In general, how do you rate the service you receive from South Jordan for your tax dollar? (n = 786)

RESIDENTS HIGHLY RECOMMEND LIVING HERE

A strong majority of respondents (89%) say they are at least 'likely' to recommend South Jordan as a good place to live. Overall, 57% are 'very likely' to recommend the city, consistent with last year's results.

Likelihood to Recommend South Jordan

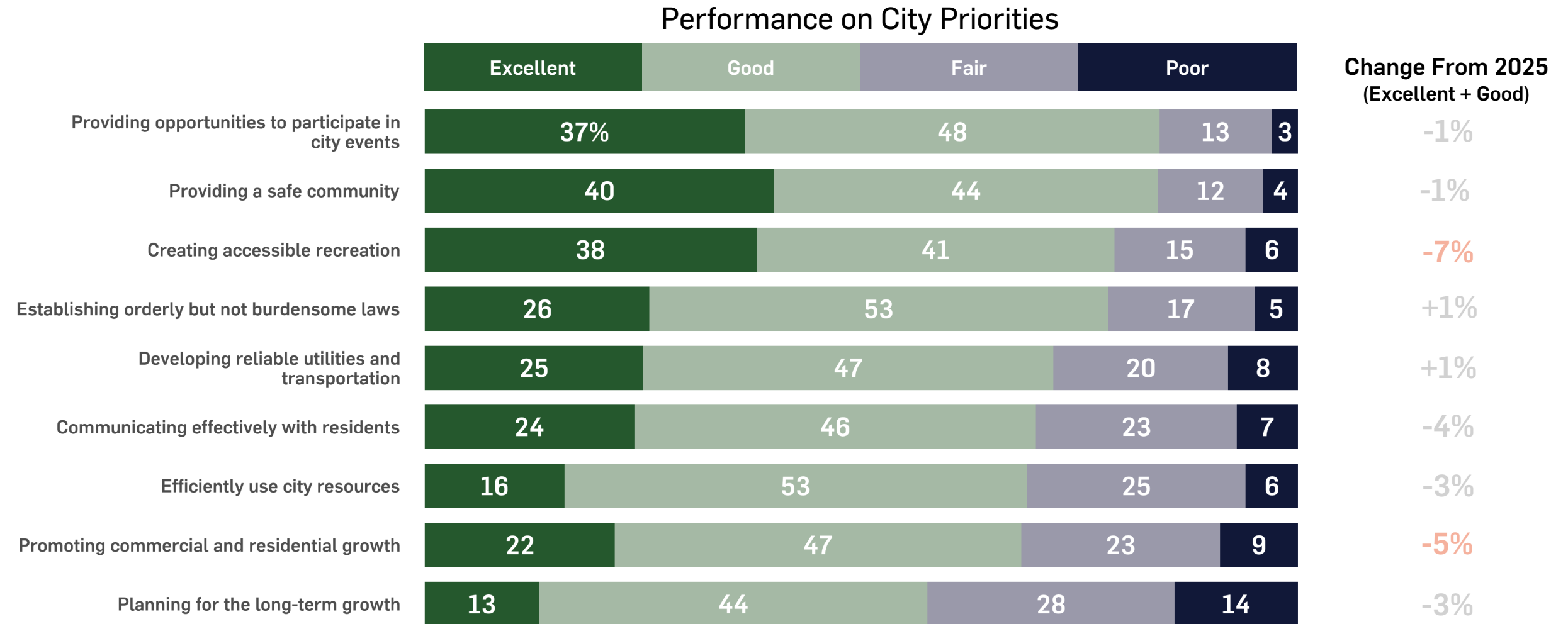


Q: How likely are you to recommend the City of South Jordan to friends and family as a good place to live? (n = 786)

**COMMUNITY
PRIORITIES AND
CITY SERVICES**

OFFICIALS DOING WELL ON CITY PRIORITIES

Respondents believe city officials are performing well on their priorities, with each priority receiving a majority of 'good' or 'excellent' responses. The highest-rated priorities include providing opportunities to participate in city events and providing a safe community. The lowest-rated priorities are growth and efficient use of city resources.



Q: To the best of your knowledge, how would you rate South Jordan's performance in each of the following categories? (n = 771)

TRAFFIC, GROWTH MOST IMPORTANT ISSUE

When asked about the most important issue in South Jordan today, the majority of respondents expressed concerns about traffic, the city's growth rate, and housing.



"The amount of people moving in and lack of space and amenities to accommodate them."

"Managing necessary growth while housing is getting too expensive for many people"

"Controlling growth and finances not being behind the growth."

"Traffic congestion east to west. Property crimes that impact residents."

"We are aging out of children in a lot of communities. How do we stay vibrant and relevant and up to date in those areas."

NEXT 5 YEARS, GROWTH STILL A CONCERN

When asked about issues South Jordan will face in the next 3–5 years, respondents echoed concerns about rapid growth, adding infrastructure to their list of priorities.



"Growth of city but still maintain current status of safety and open places."

"Too much traffic, especially on 11400 South, South Jordan Parkway, 9000 South, Redwood Road, and Bangerter Hwy."

"Improving traffic and keep citizens safe."

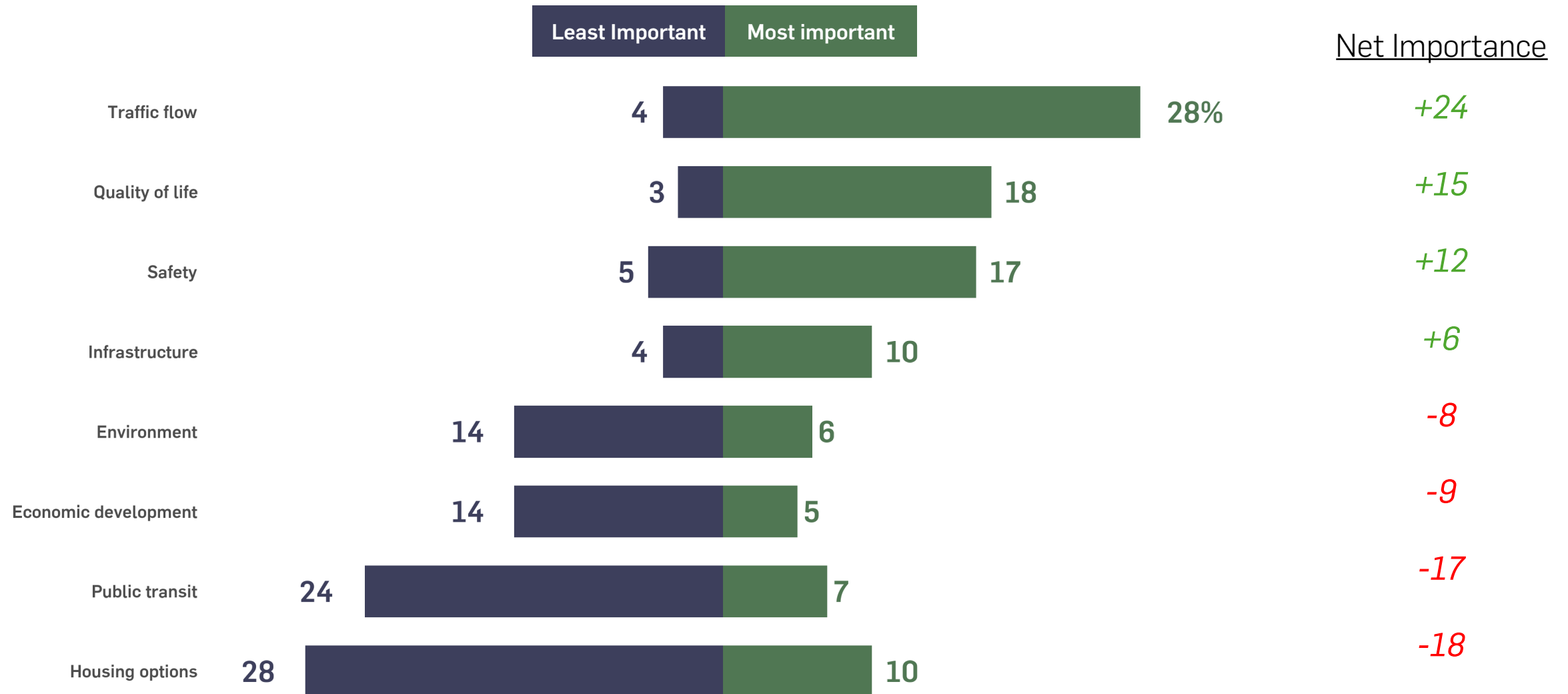
"How to fit all these people. Especially with the small roads in Daybreak, but also traffic on the main roads."

"Managing the infrastructure to support population growth."

Q: In your opinion, what is the most important issue facing South Jordan in the next 3-5 years? (n = 742)

TRAFFIC FLOW STILL HIGHEST PRIORITY

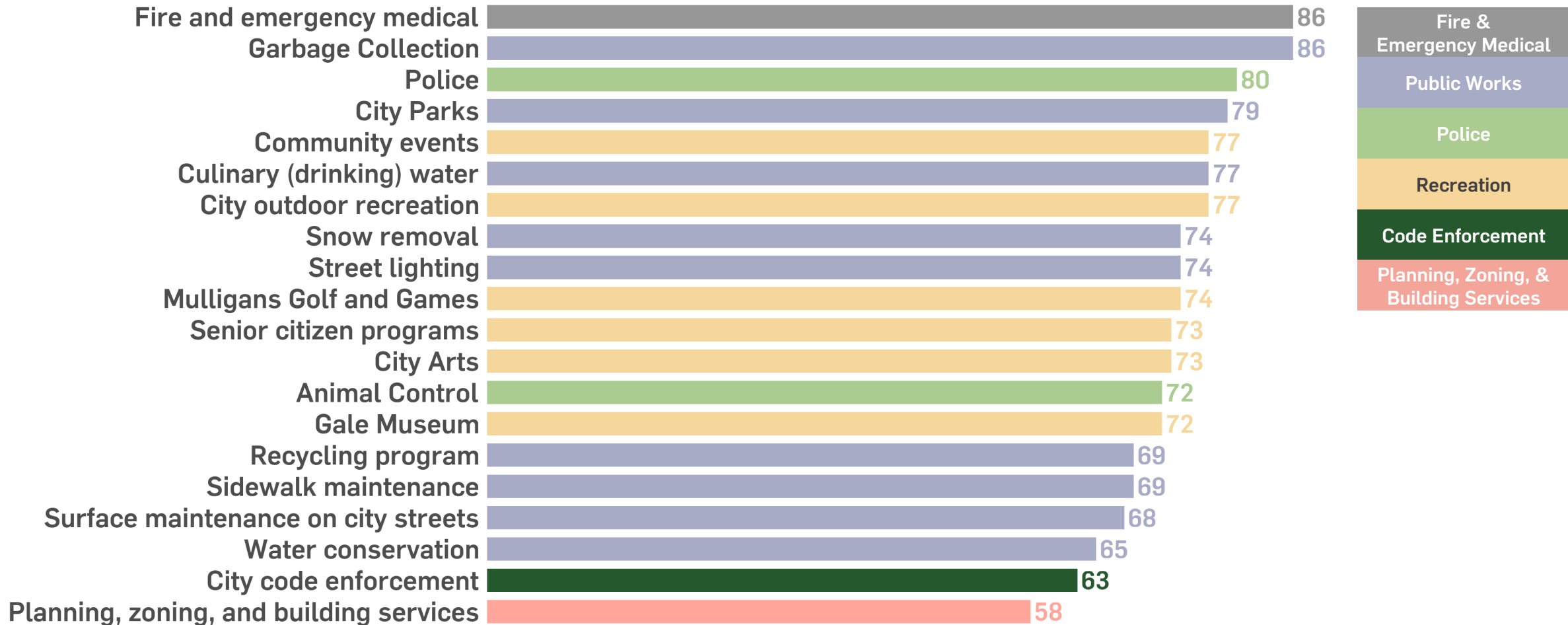
Respondents ranked traffic flow as the most important aspect of South Jordan (28%), with a net importance rating of 24%. Other top priorities include quality of life, safety, and infrastructure. Meanwhile, housing options ranked as the least important aspect for respondents, with 28% ranking it last, switching places with public transit from last year.



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 = 780)

SERVICE RATINGS AMONG DEPARTMENTS

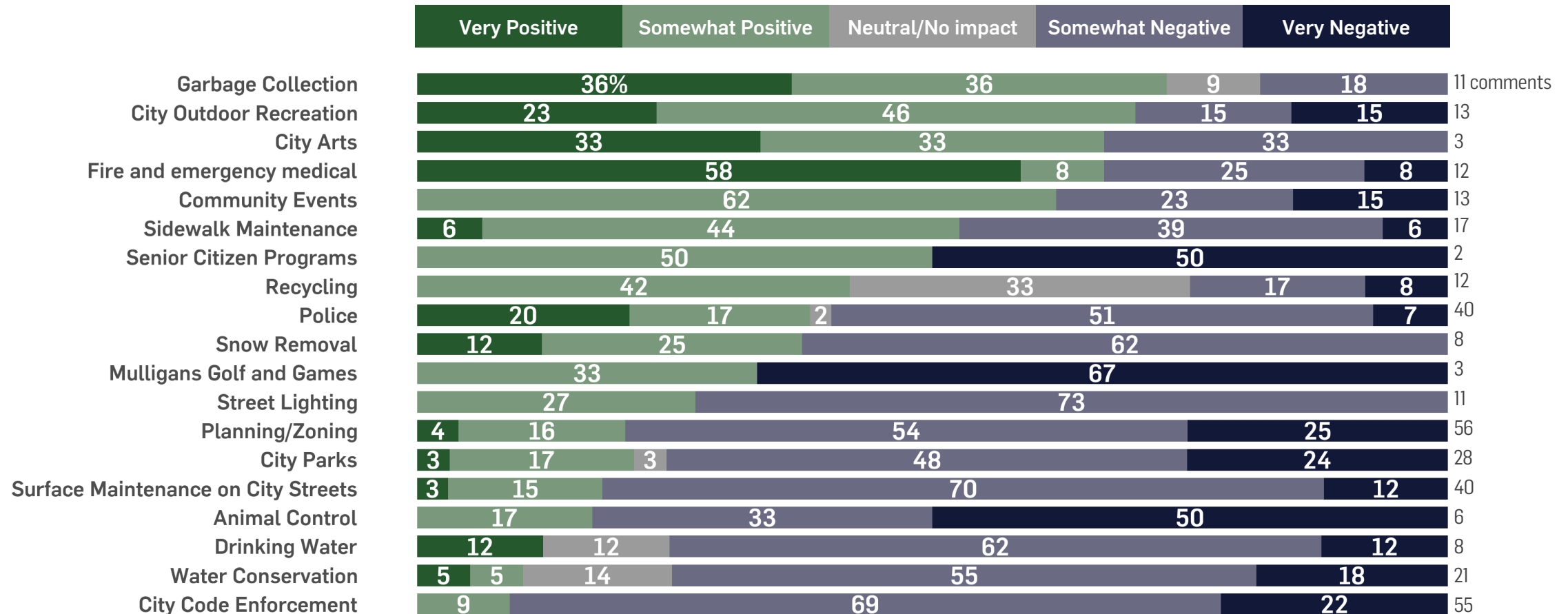
Similar to last year, fire and emergency services and garbage collection received ratings of 80 or above. Public works received an average score of 73, police received an average score of 76, and recreation received an average score of 74.



Q: 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. (n = 701)

GARBAGE, CITY OUTDOOR RECREATION HAVE HIGHLY POSITIVE SENTIMENT

We asked respondents to express their opinions generally about the city services provided. Responses were categorized into five groups from very positive to very negative.

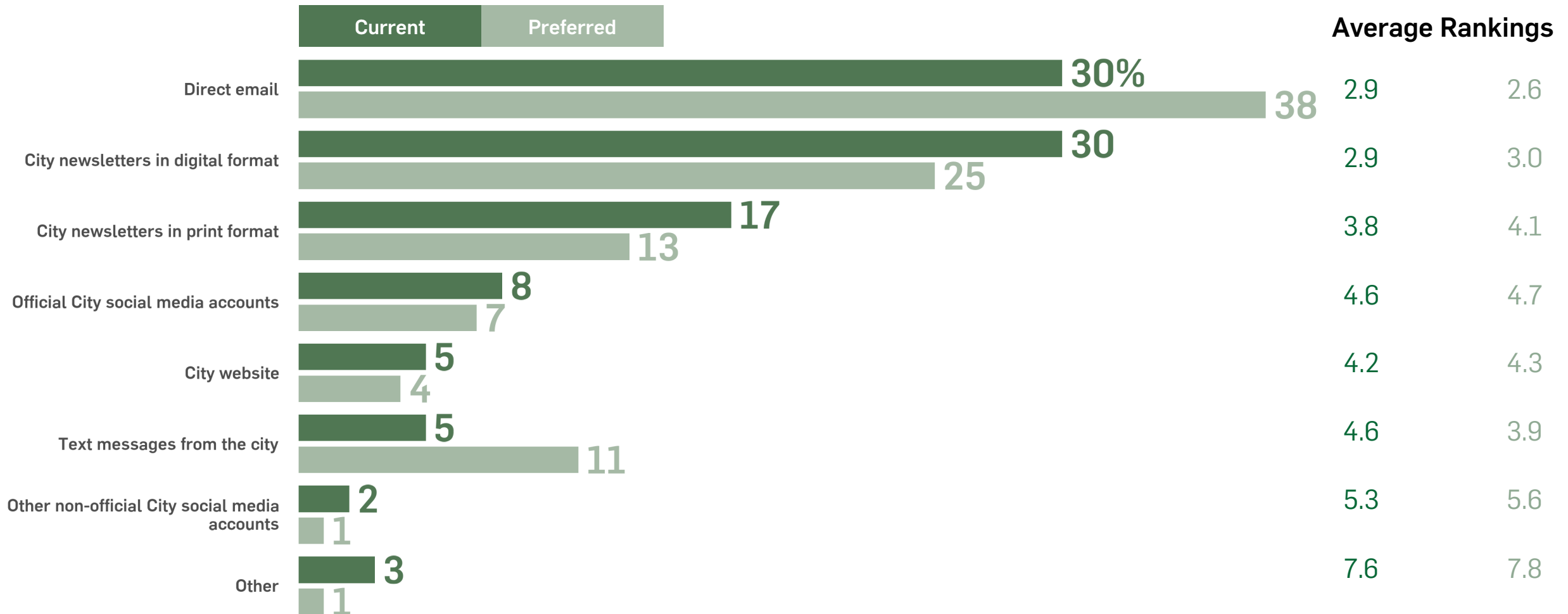


Q: If you have any comments you would like to briefly share about your experience with any South Jordan City service in the past year, please enter them here. (n = 316)

NEWS & CONTACTING SOUTH JORDAN

RESIDENTS APPRECIATE EMAILS

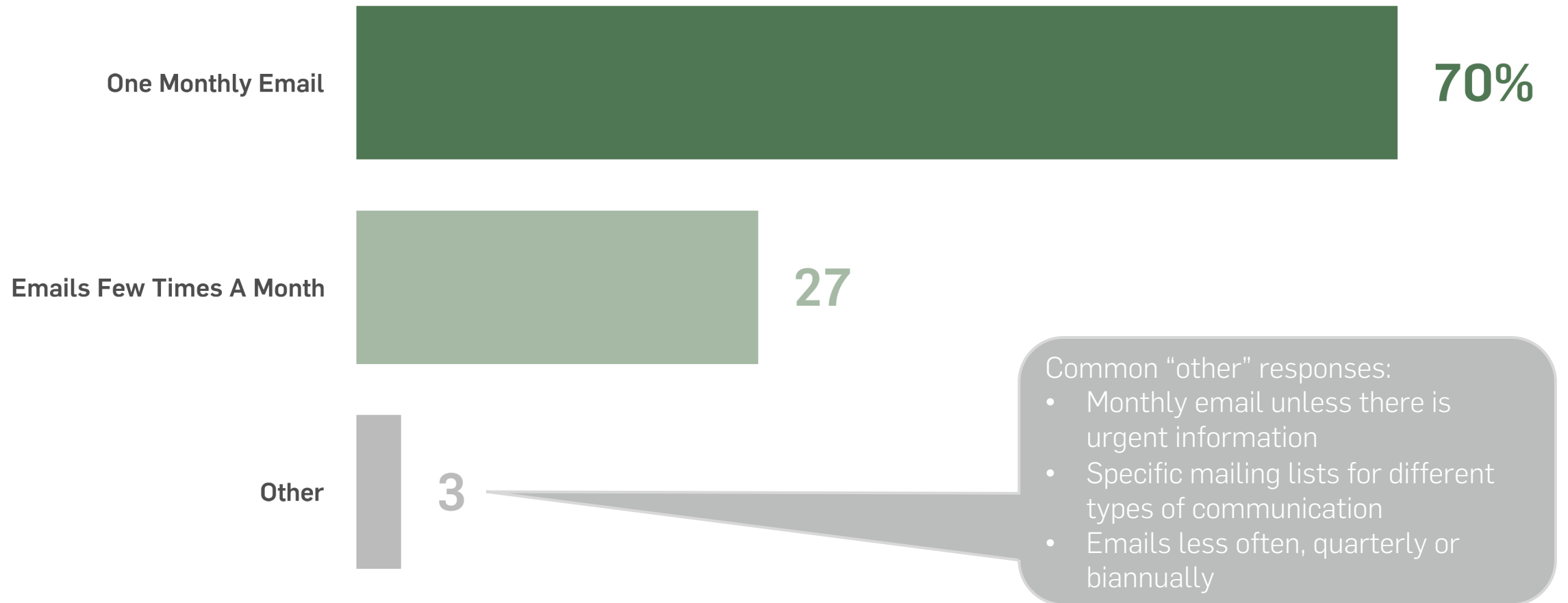
Residents are largely receiving information through their preferred channels. Currently, 30% receive City communications via email or digital newsletters, while residents most often prefer email (38%) followed by digital newsletters (25%).



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 (n = 758)
 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 in order where (1) is your MOST preferred information source and (8) is your LEAST preferred inf (n = 736)

MONTHLY EMAIL PREFERRED OVER MULTIPLE

A large majority of respondents (70%) say they are happy with a monthly email from the City. However, about 1 in 4 say they would like emails a few times a month. A common response under the "other" category was a monthly email with additional emails for urgent or time-sensitive communications.

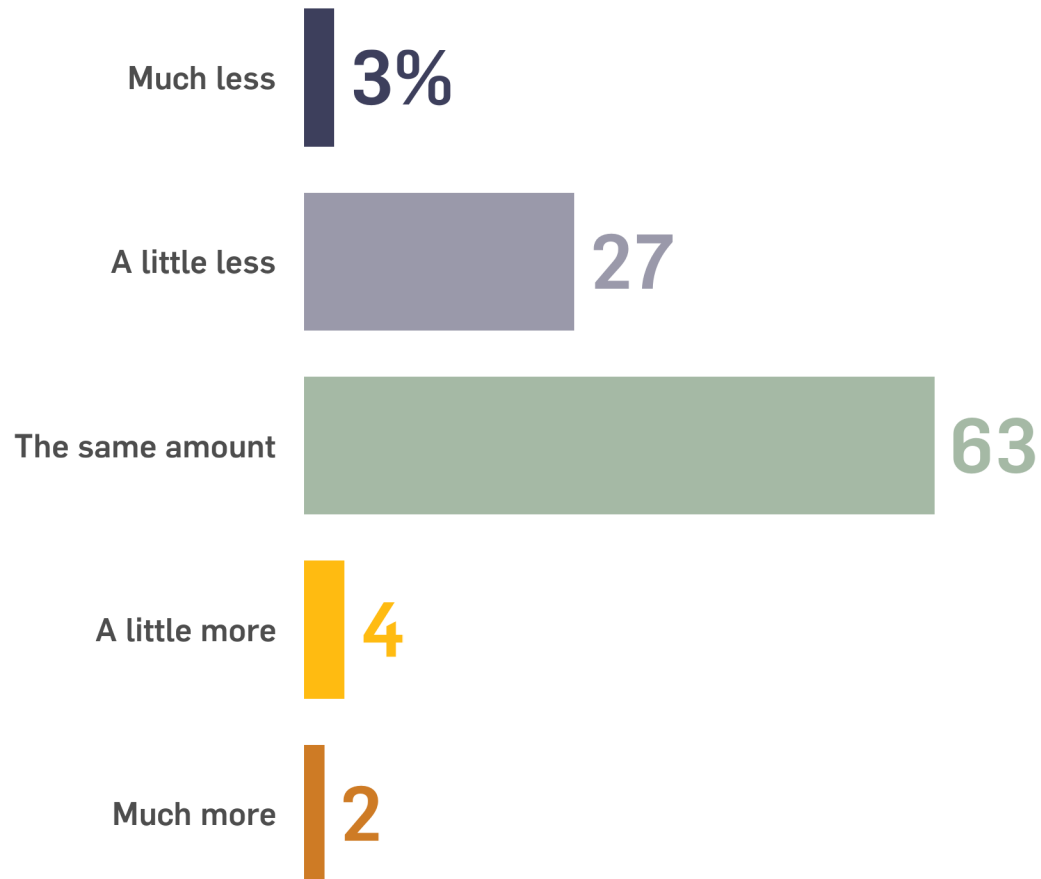


CITY COMMUNICATION IS ADEQUATE, USEFUL

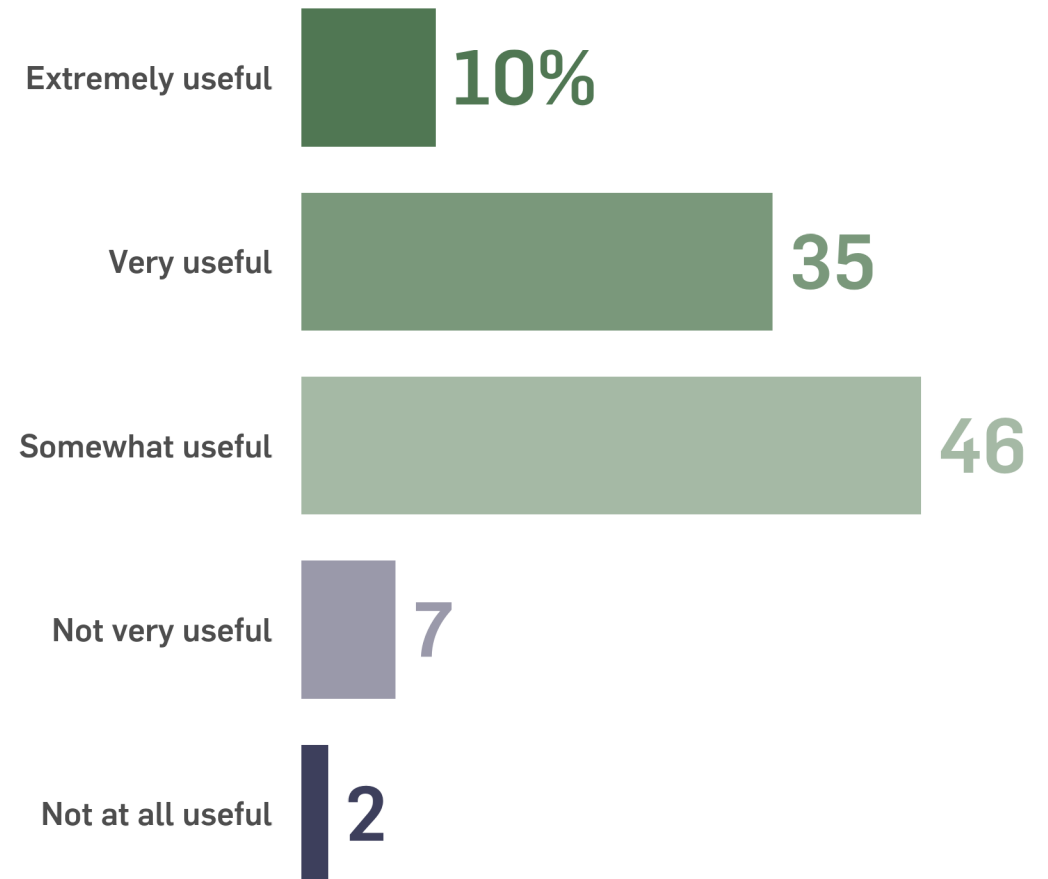
Most respondents say current communication frequency is good, and 9 in 10 respondents find city communication useful.

Communication Preferences

"I would prefer to receive ____ communication from South Jordan."



Communication Usefulness



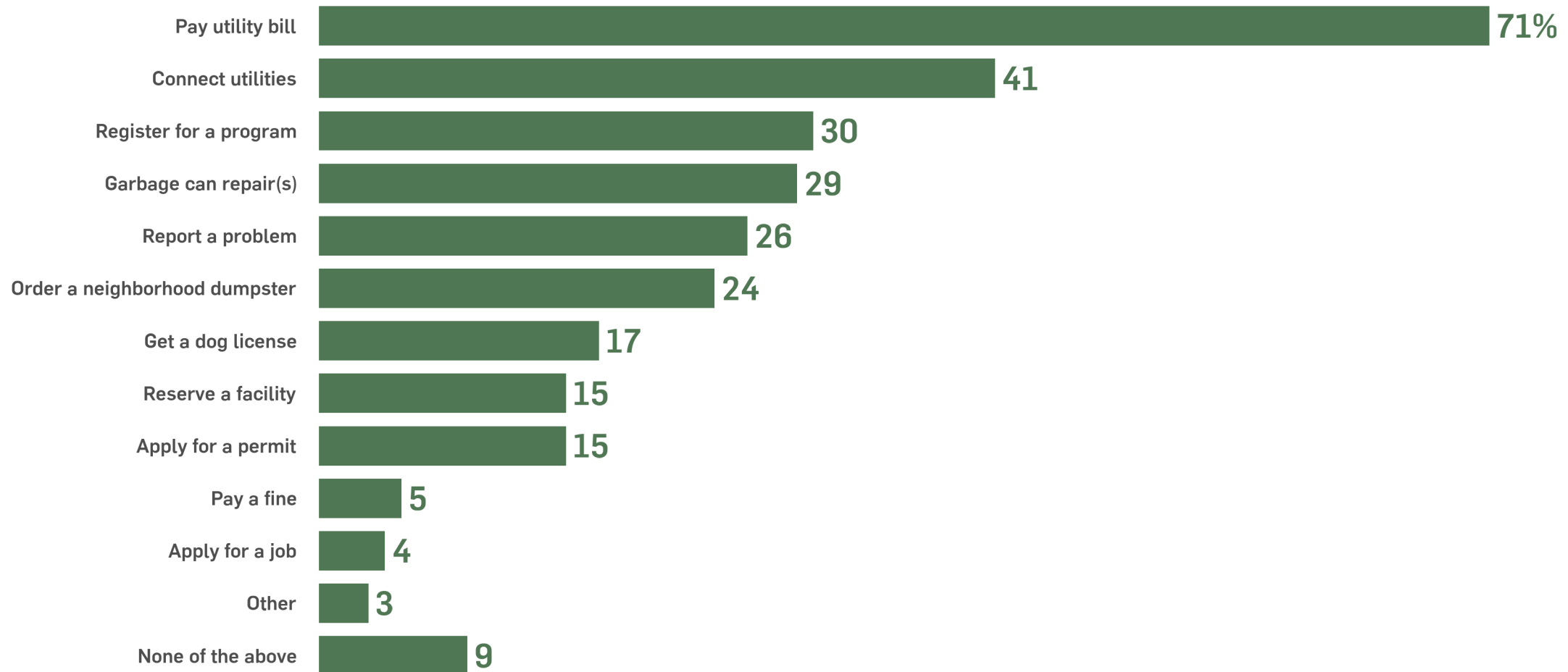
Q: Would you prefer to receive more communication from South Jordan, less communication, or are you happy with the level of communication you currently receive from the City? (n = 769)

Q: How useful is the communication you currently receive from South Jordan for you, personally? (n = 774)

PAY & CONNECT UTILITIES TOP ONLINE TASKS

The proportion of respondents who contacted the city for garbage can repairs rose 9 points from 2025, while other tasks remained close to last year's levels.

Online Tasks Done on City Website

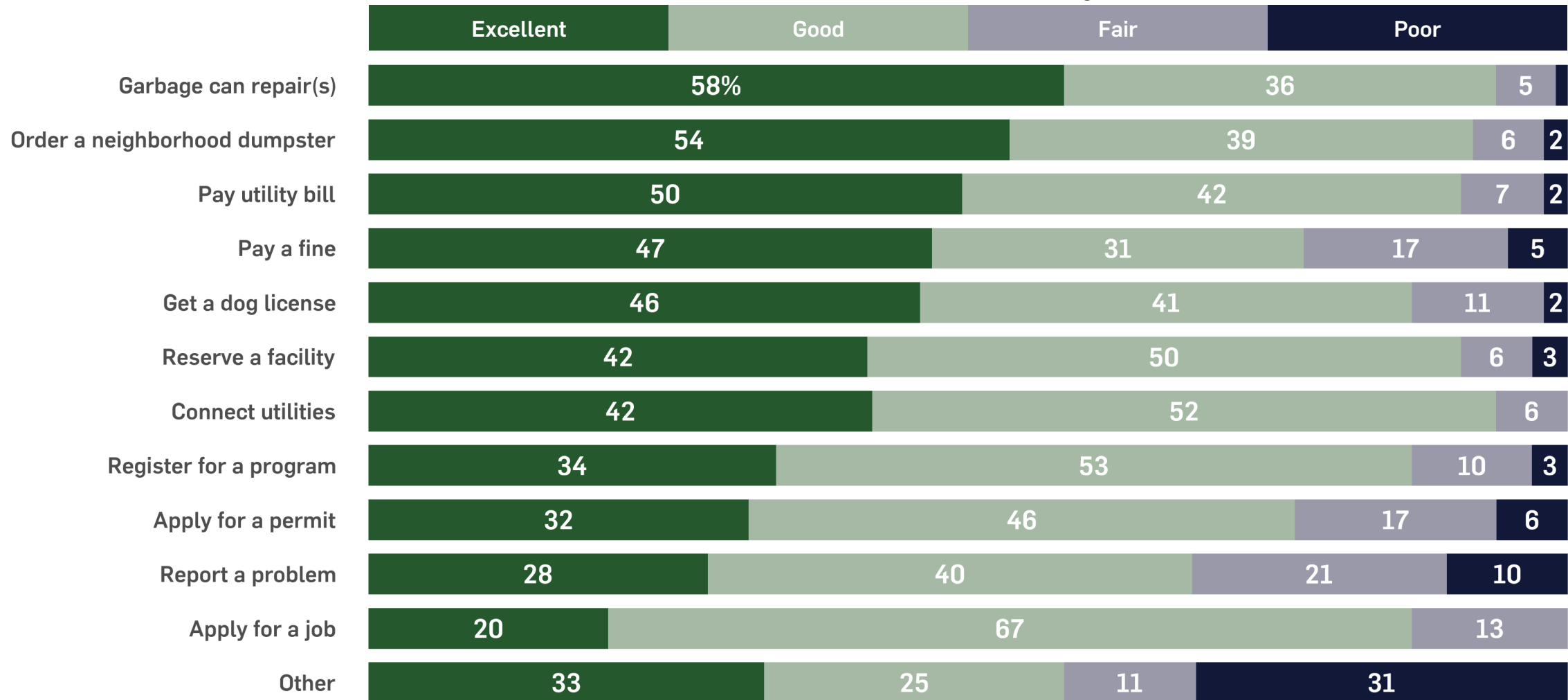


Q: Below is a list of tasks that can be completed online at the South Jordan City website. Which of the following tasks, if any, have you ever completed (or attempted to complete) on the City website? Please select all that apply. (n = 762)

WASTE MANAGEMENT TASKS LEAD RATINGS

The vast majority of tasks completed online were rated “excellent” or “good”. 21 respondents rated ‘Other’ tasks; the 4 who gave Poor ratings had issues with emergency preparedness, neighborhood speed limits and stop signs being ignored by drivers, and confusion finding the Rec Center class schedule.

Online Task Ratings

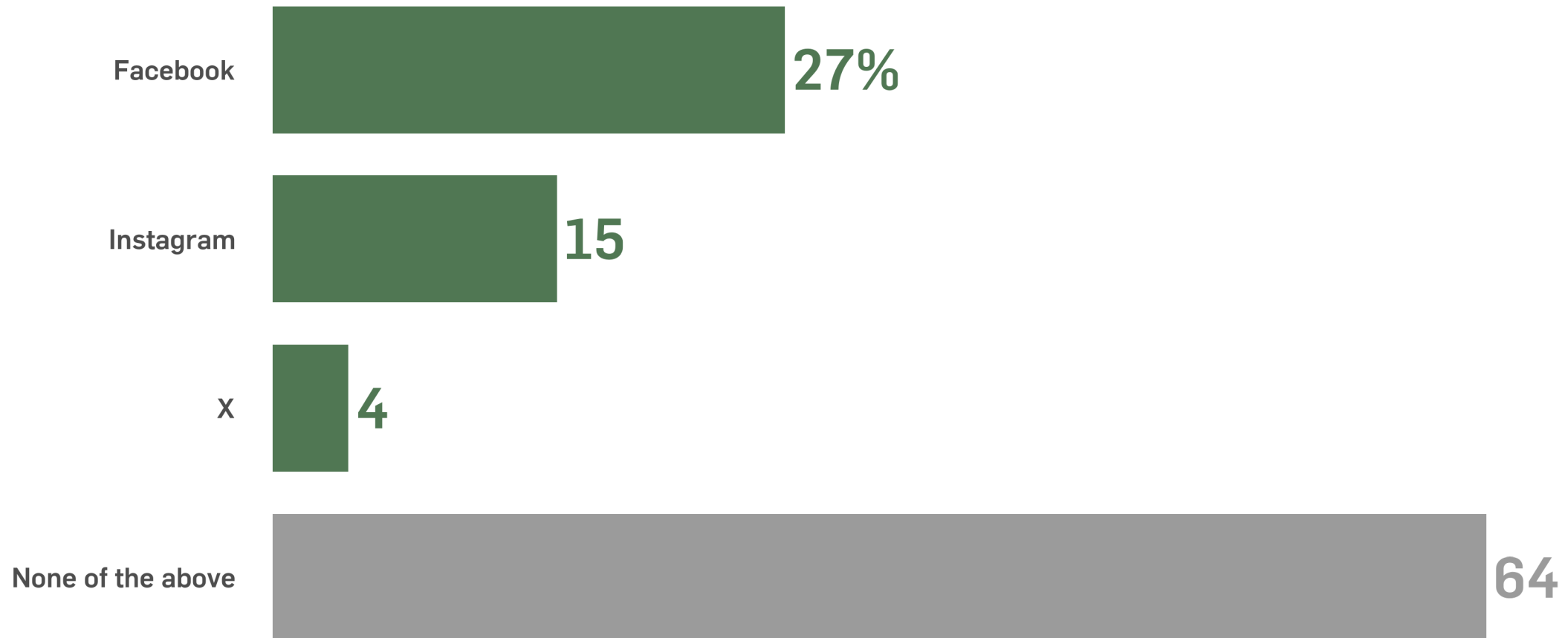


Q: Please rate your experience completing each of the following tasks on the City website. (n = 679)

MOST RESIDENTS DO NOT FOLLOW CITY ACCOUNTS

The proportion of respondents who do not follow any city accounts remains above 60%, and the proportion who do follow city accounts remains within 3%-points of 2025 levels across all three platforms.

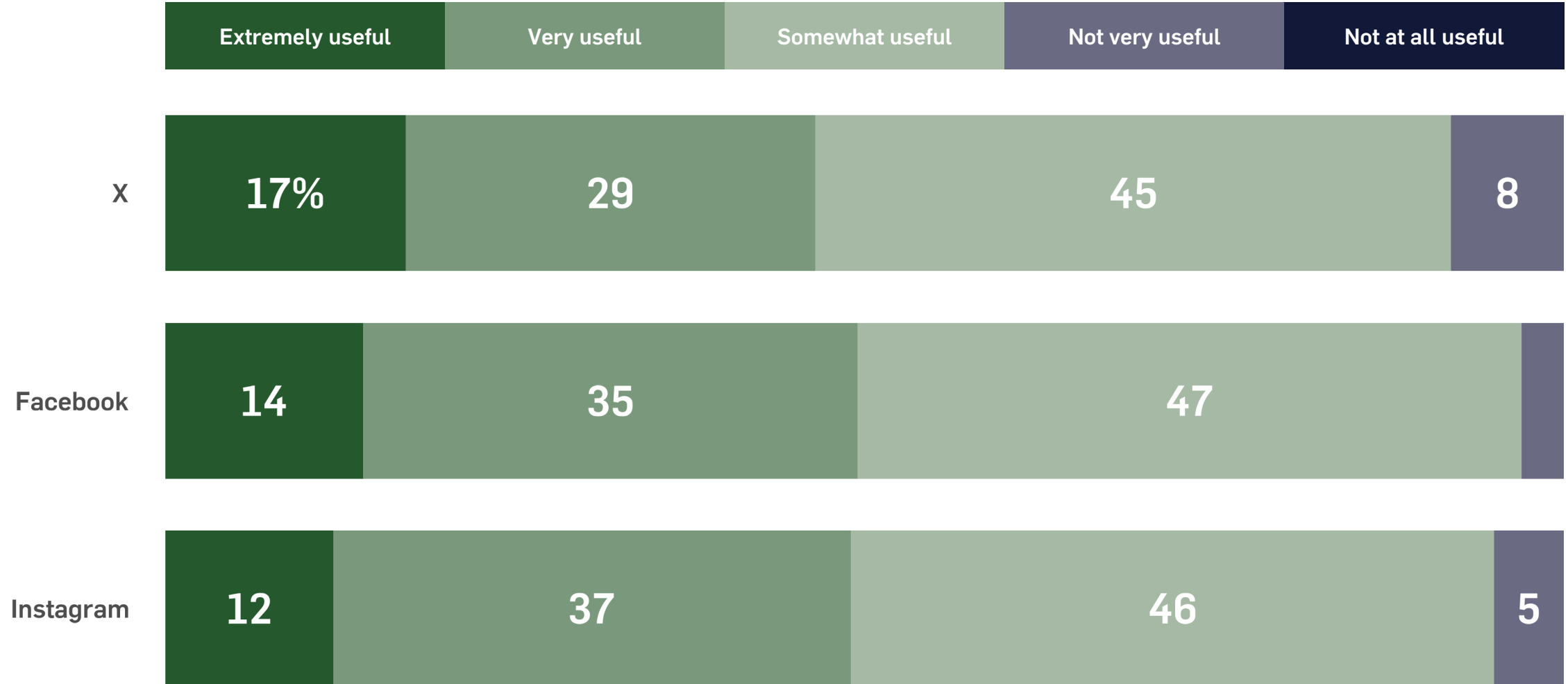
Following City Social Media Accounts



Q: Which of the following South Jordan City social media accounts do you follow? Please select all that apply. (n = 776)

SOCIAL MEDIA ACCOUNTS SEEN AS USEFUL

Those who do follow city accounts see them as useful; no respondents see them as "not at all useful."

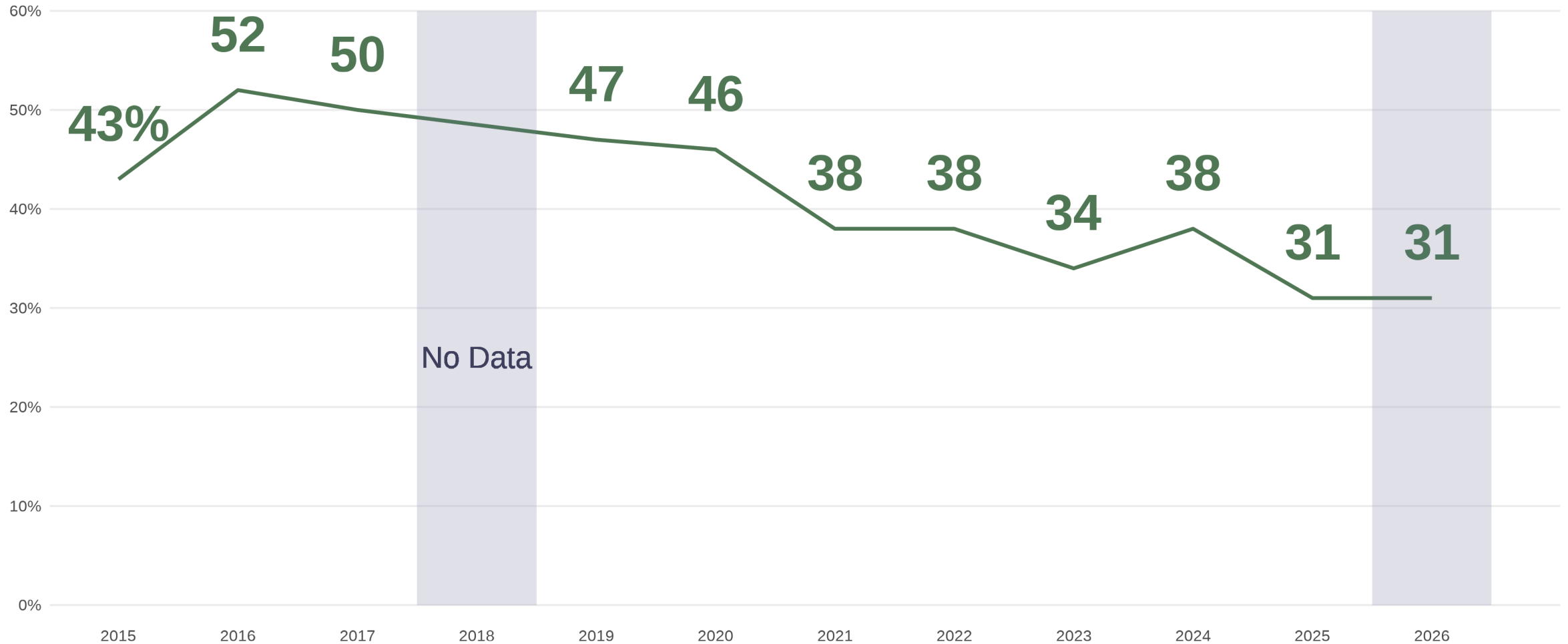


Q: How useful are the following social media sites to you for receiving information about South Jordan? (n = 288)

RATE OF CONTACTING CITY REMAINS AT 2025 LOW

After the 7-point decrease in contact from 2024 to 2025, the city contact rate has stabilized at 31% of survey respondents.

City Office Contact Over Time

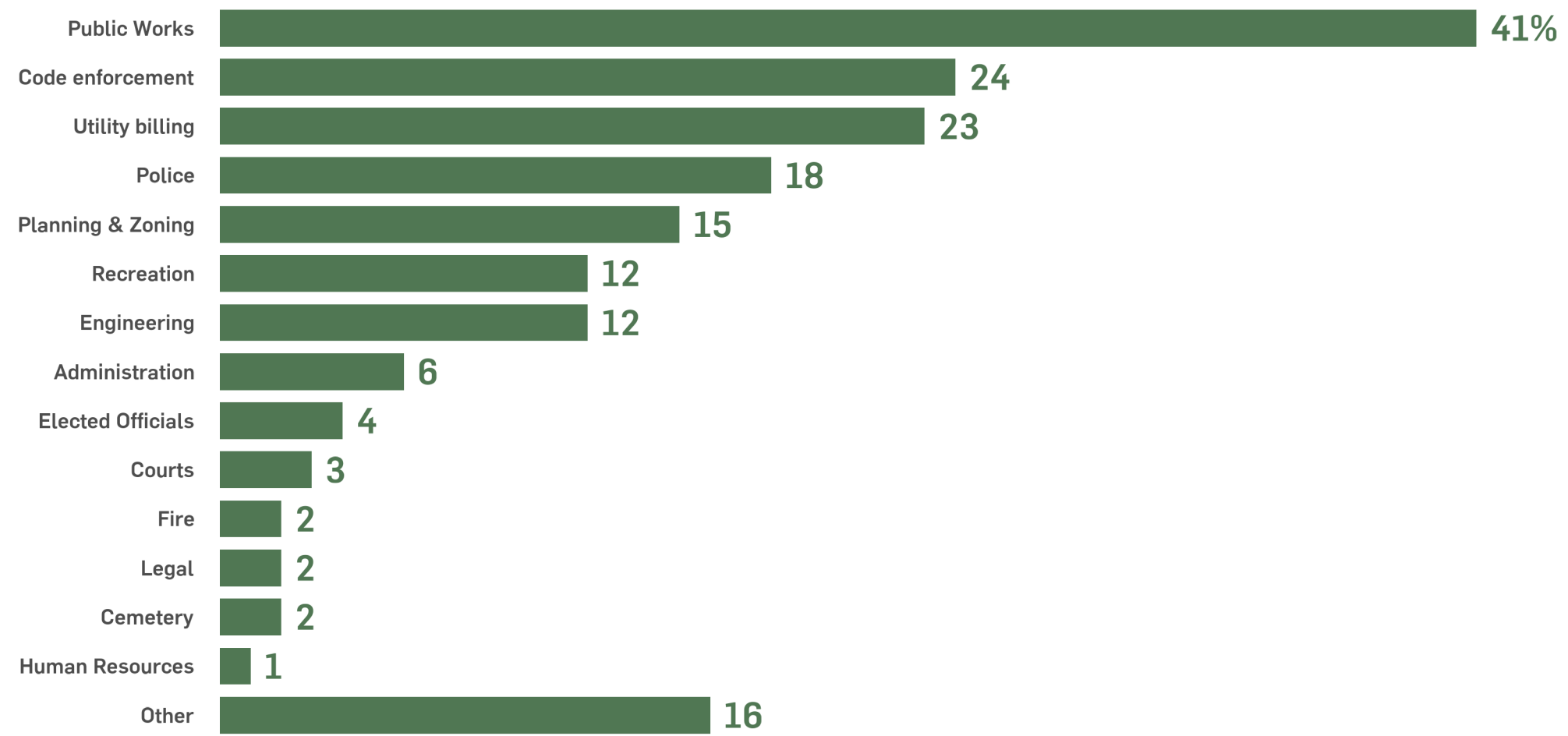


Q: During the past year, have you contacted any South Jordan office to seek service, information, or to file a complaint? (n = 779)

PUBLIC WORKS STILL PRIMARY REASON FOR CONTACT

Code enforcement has increased to 24% of contact from residents, overtaking police-related contact as one of the main reasons to reach out to the City.

Reasons for Contacting City

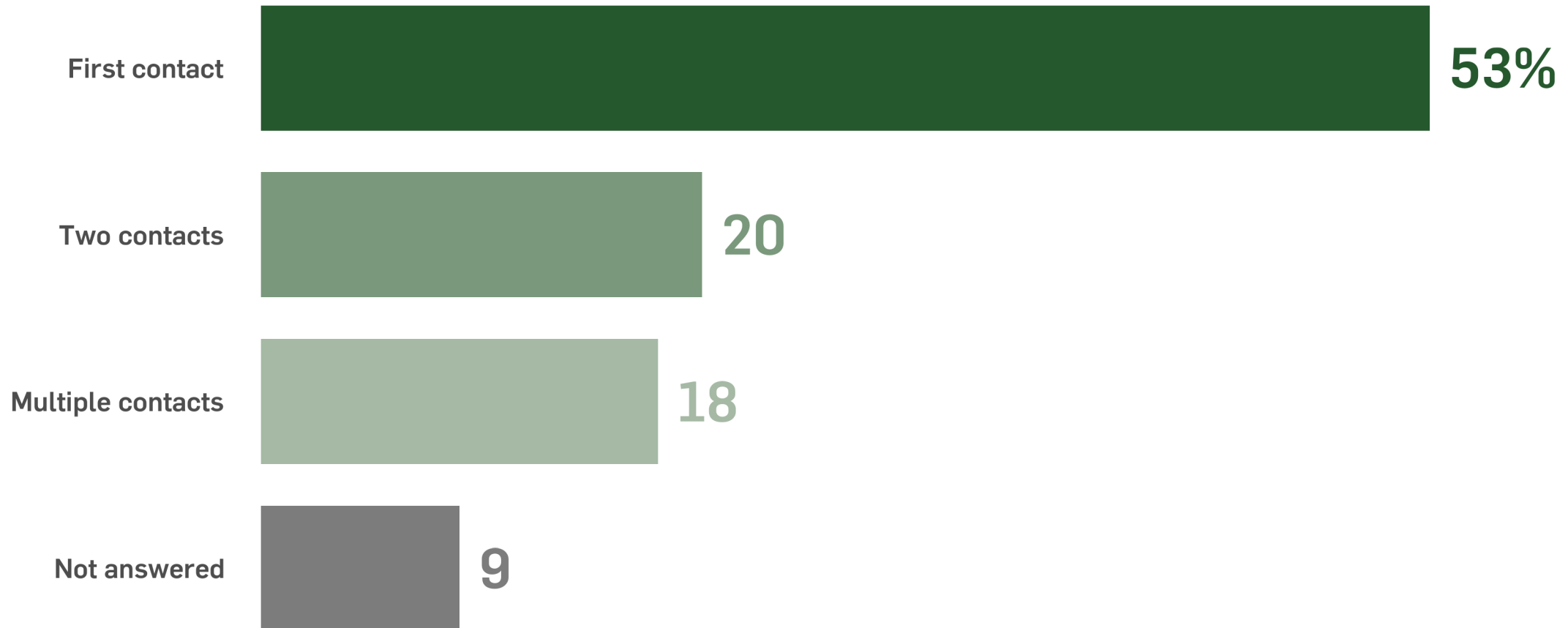


Q: For which of the following reasons have you contacted any South Jordan office during the past year? (n = 265)

MOST COMPLAINTS RESOLVED WITHIN FIRST CONTACT

In our survey sample, 9 in 10 residents report that their requests were resolved, with the majority of requests resolved in the first contact.

Number of Contacts For Resolution

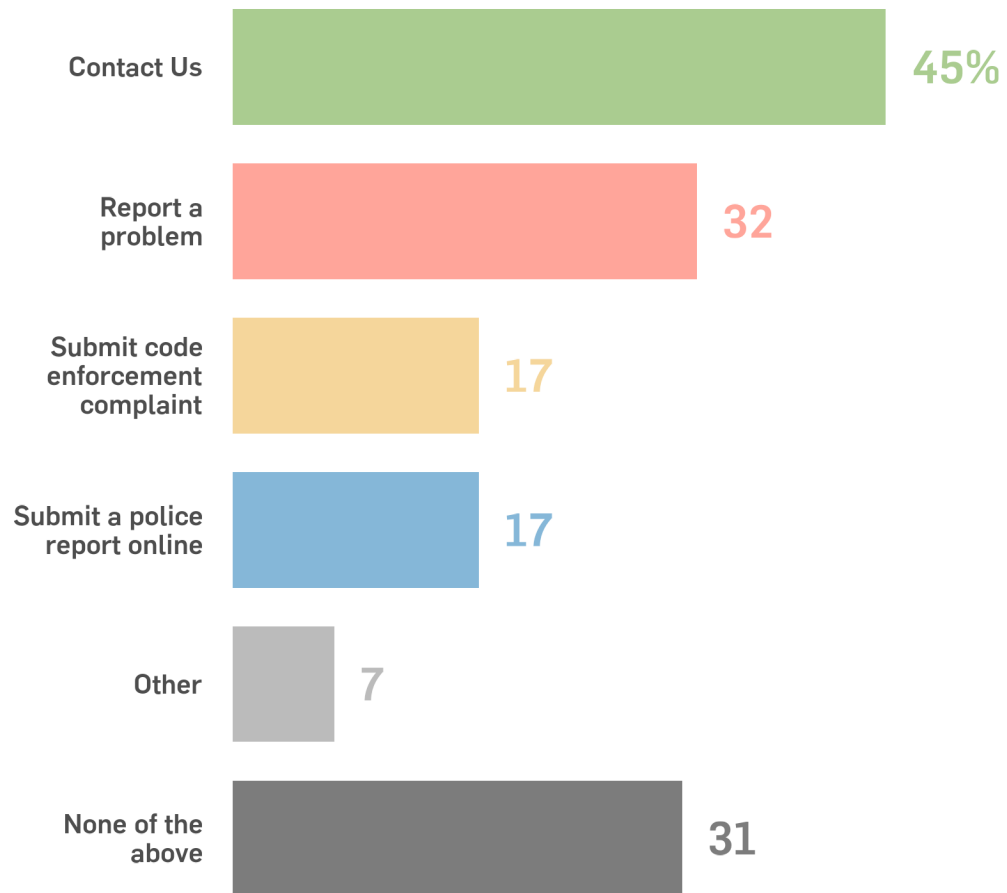


Q: When you have contacted South Jordan offices to seek service, information, or to file a complaint were you able to have your request answered upon first contact or did it take multiple contacts to answer? (n = 272)

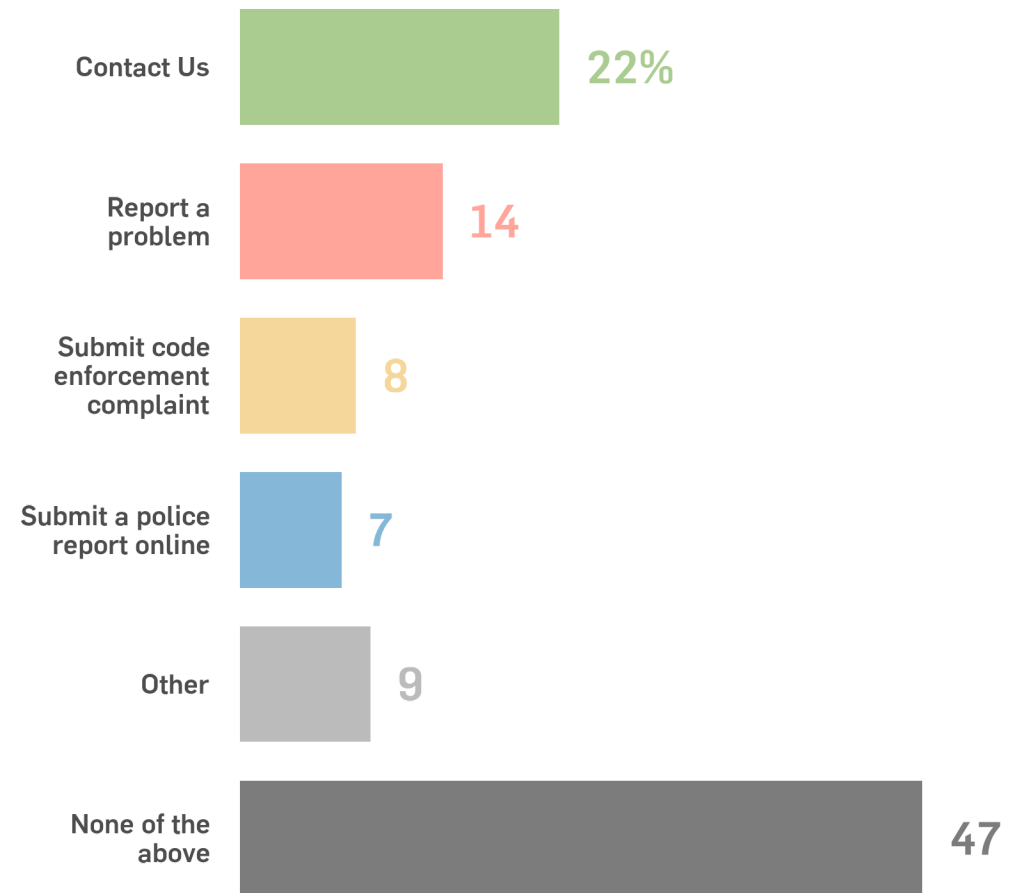
MOST CONTACT CITY THROUGH WEBSITE

The 'Contact Us' option on the city website remains the most popular contact method in both awareness and actual use.

Contact Method Awareness



Contact Method Used



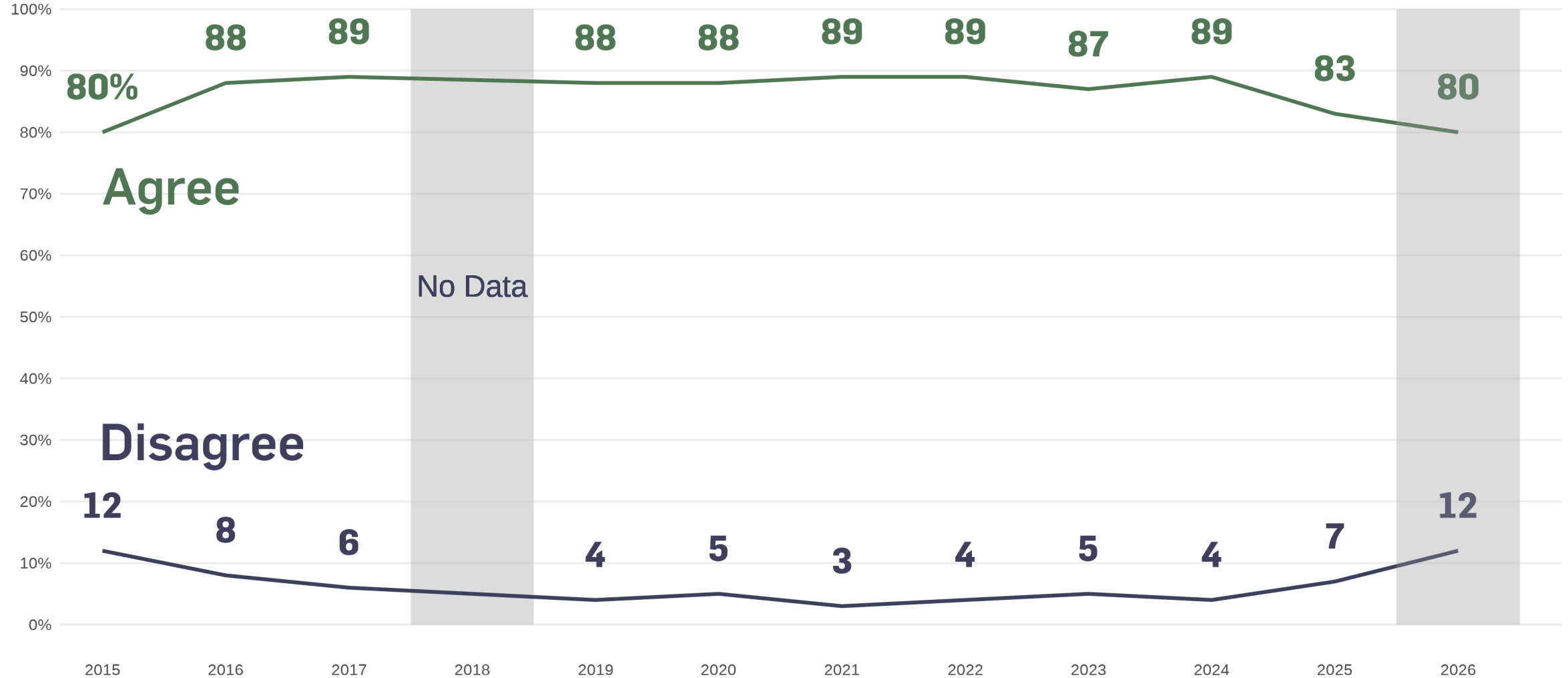
Q: Which of the following methods are you aware of for contacting South Jordan when you need to seek service, information, or file a complaint? (n = 762)

Q: Which of these methods have you used to contact South Jordan? Please select all that apply. (n = 520)

MAJORITY WHO CONTACT CITY TREATED FAVORABLY

Among those who contact city offices to see information or file a complaint, an overwhelming majority (80%) agree that they were treated with courtesy and professionalism. Agreement with this statement has remained consistently high, despite dropping to the lowest levels since 2015.

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



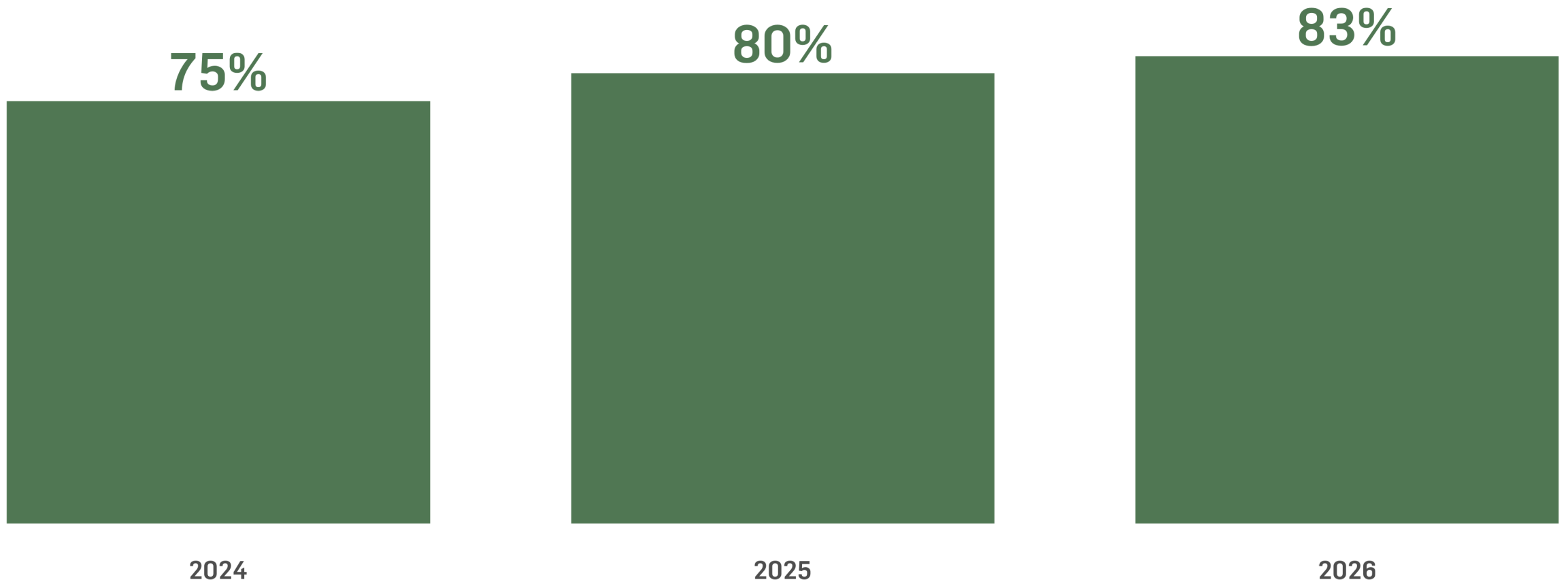
Q: To what extent do you agree or disagree with the following statement? I was treated with courtesy and professionalism when I contacted the South Jordan offices. (n = 269)

URBAN CENTER DEVELOPMENT

MORE RESIDENTS ARE AWARE OF DEVELOPMENT

More people are aware of the Urban Center development, with an 8%-point increase in awareness since 2024.

Percentage of Residents Aware of Development

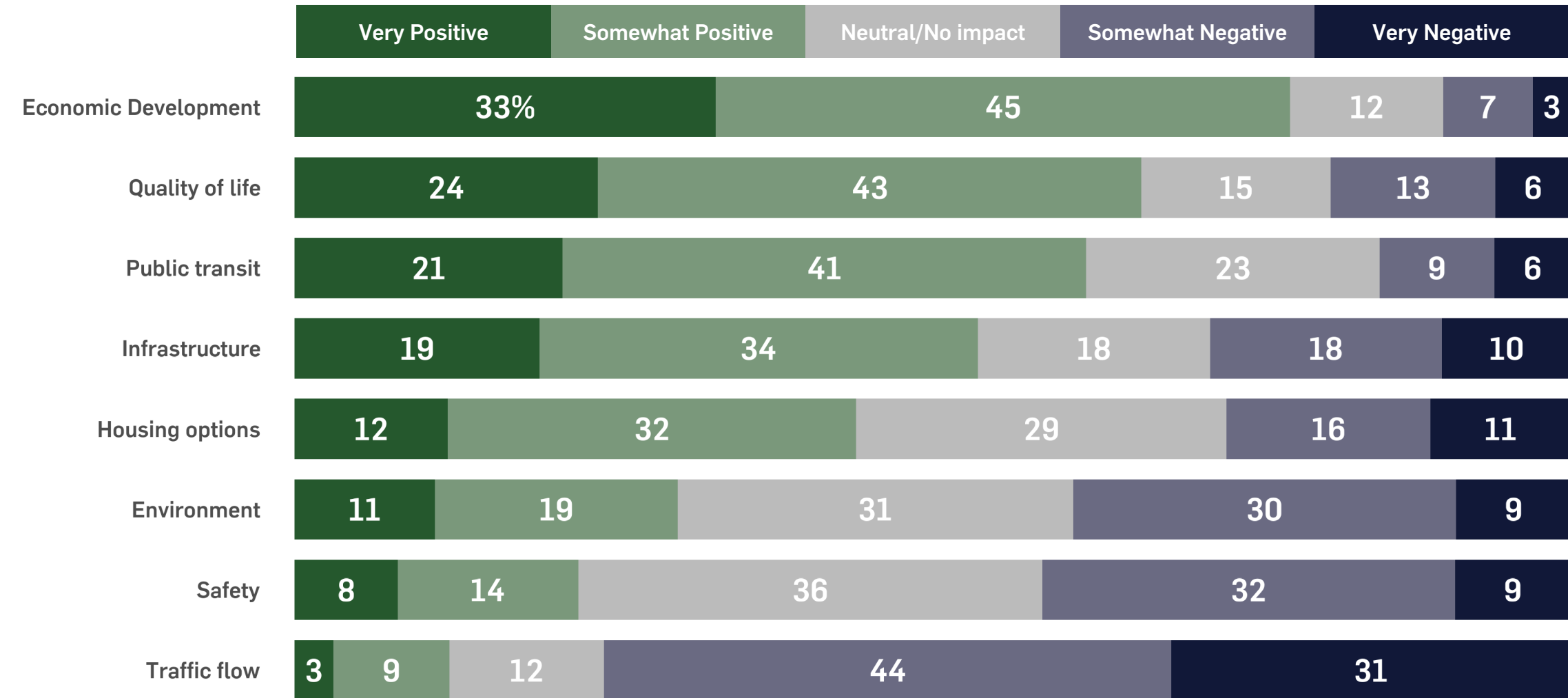


Q: Prior to taking this survey, were you aware of the Downtown Daybreak urban center development project in South Jordan? (n = 779)

ECON GROWTH SEEN POSITIVELY; TRAFFIC NEGATIVELY

Respondents overwhelmingly (78%) believe that the Urban Center development will positively impact the city's economic development. A majority also think it will enhance quality of life and public transit. However, they are concerned about traffic flow (75% negative), safety (41%), and the environment (39%).

Expected Impacts of Urban Center

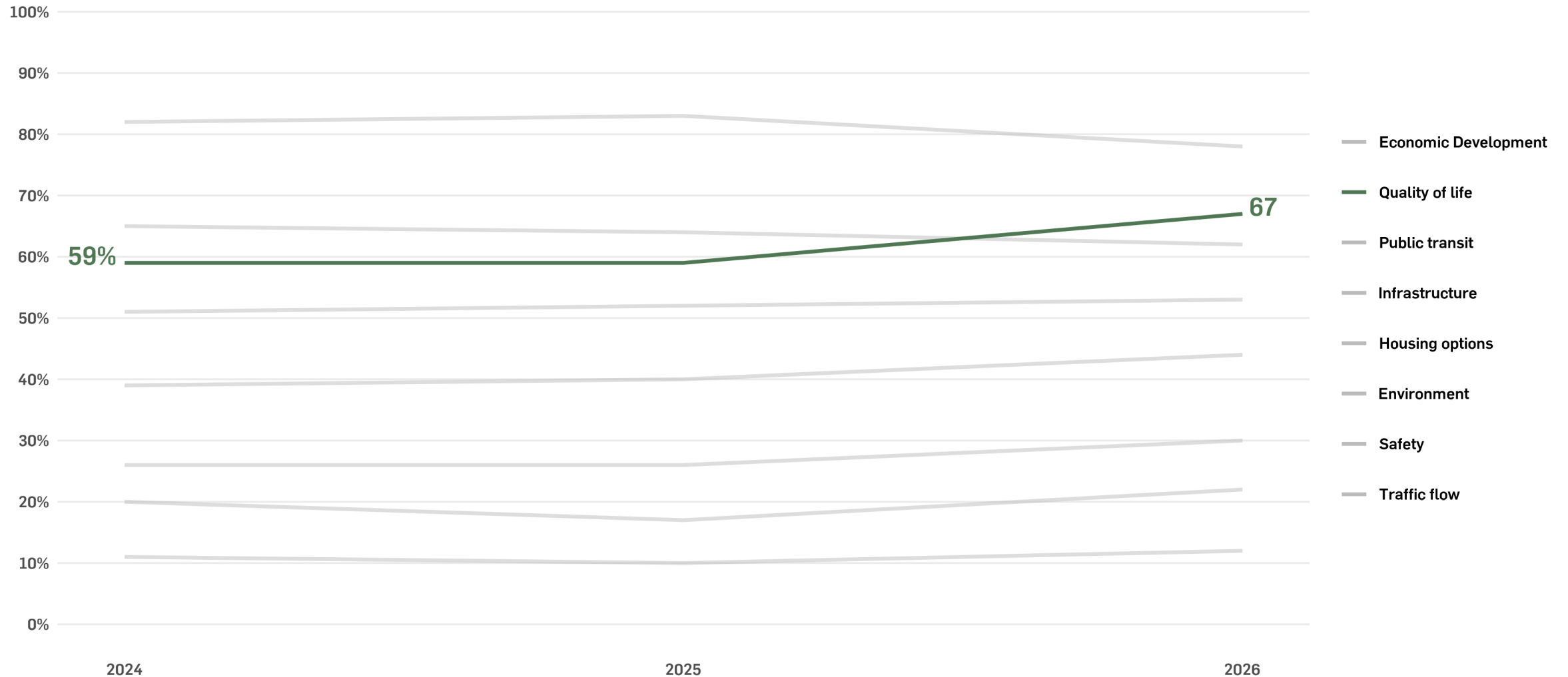


Q: Given what you know about the project, do you think the development of South Jordan's Urban Center will have a positive, negative, or no impact on each of the following aspects of life in South Jordan? (n = 758)

PERCEPTIONS OF URBAN DEVELOPMENT REMAIN THE SAME

From 2024 to 2026, perceptions of the positive impact of the Urban Center development have remained relatively unchanged, with expected impact on quality of life seeing the most improvement.

Expected Urban Center Impact Over Time



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 = 758)

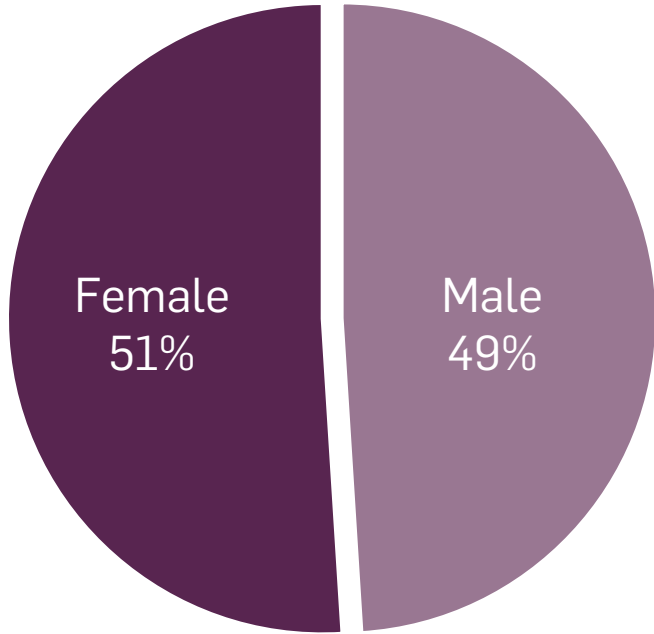


APPENDIX: SAMPLE COMPOSITION

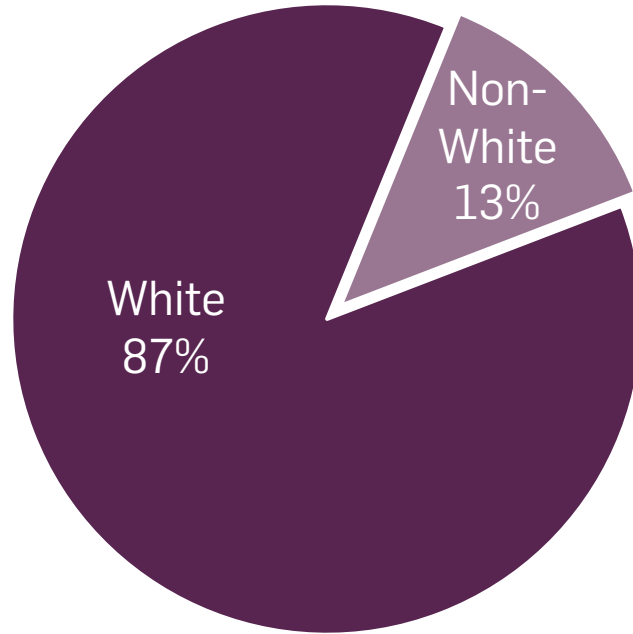
SAMPLE DEMOGRAPHICS



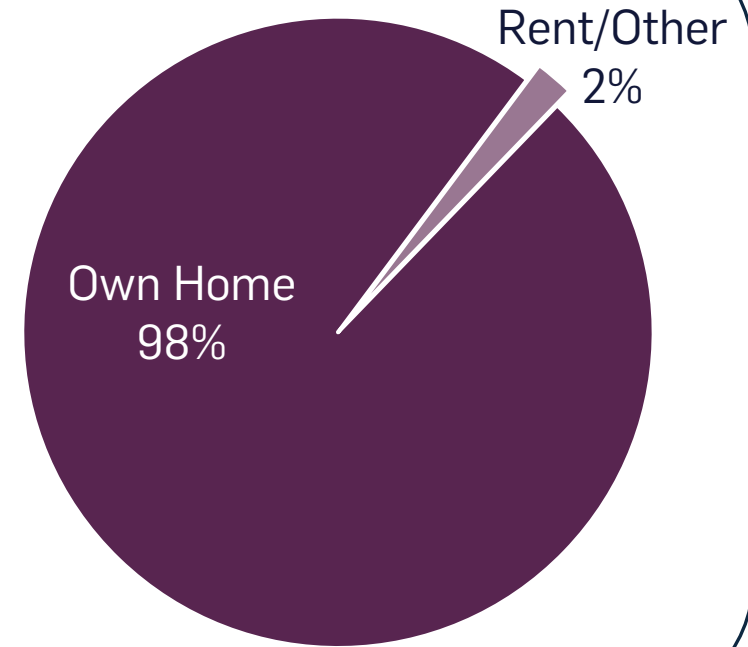
Gender



Ethnicity



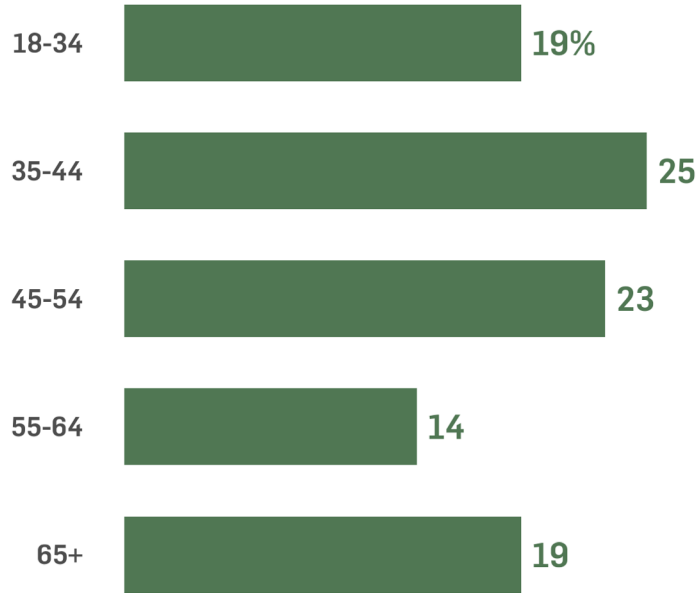
Ownership



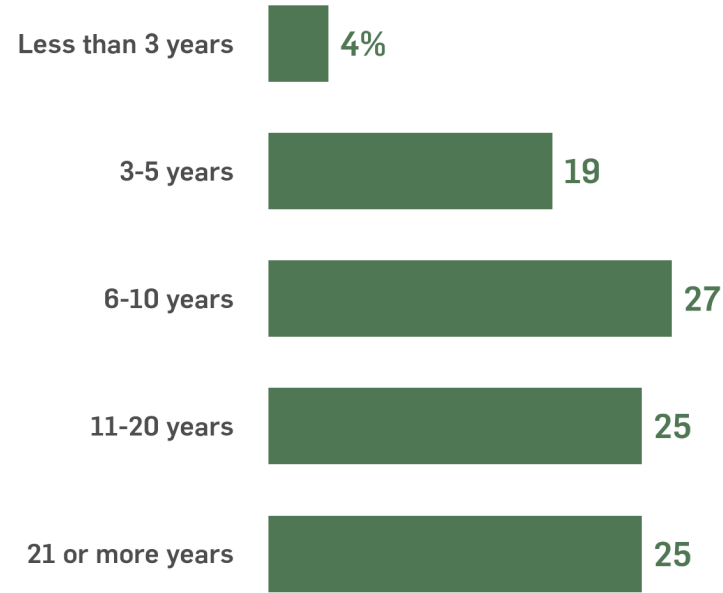
SAMPLE DEMOGRAPHICS



Age



Time Lived



Income

