



SOUTH JORDAN  
U T A H

**SOUTH JORDAN CITIZEN SURVEY**  
**2025 PUBLIC OPINION RESEARCH**



# 5

- 1 As in previous years, respondents believe South Jordan is moving in **the right direction**. The **city's quality of life remains high**, with an **average score of 82**, and **52% of residents approve of city officials**.
- 2 Respondents highlight South Jordan's **safety, open spaces, and convenience to essentials**. Respondents are also **satisfied** with how their tax dollars are being used well with the services the city provides with an **overall 72% believing it to be at least a good service**. Overall, **91% respondents would highly recommend South Jordan** to friends and family.
- 3 A major concern for respondents, both **now** and over the **next five years**, is **growth and the resulting traffic**. This was the most important and prevalent issue for them.
- 4 Compared to last year, **more people are aware of the urban center development**. They are excited and optimistic for the **economic impact** it will have on the city, but also they are worried about the impact it will have on **traffic flow** in the city.
- 5 The rate of contact to the city has dropped to a **new low of 31%** which is a **7-point drop** from last year. Of those that contacted, **city code enforcement** reasons **jumped to 15%** from last year.

## KEY FINDINGS

# **SURVEY METHODOLOGY**

# SURVEY METHODOLOGY



Survey interviews were completed **January 7-30, 2025**. The sampling frame of South Jordan residents came from an updated South Jordan City **utilities list**, with supplemental sample from a **USPS address list** for multi-unit households and from the official **Utah Voter File**.

96%

We emailed **7,586 invitations** to sampled residents. 296 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.

14%

1,819 citizens responded to our survey invitations. **1,035 of them completed the online surveys and had addresses in South Jordan**. This results in a **total response rate of 14%** and a **completion rate of approximately 57% overall**. Each email address or phone number could respond only once.

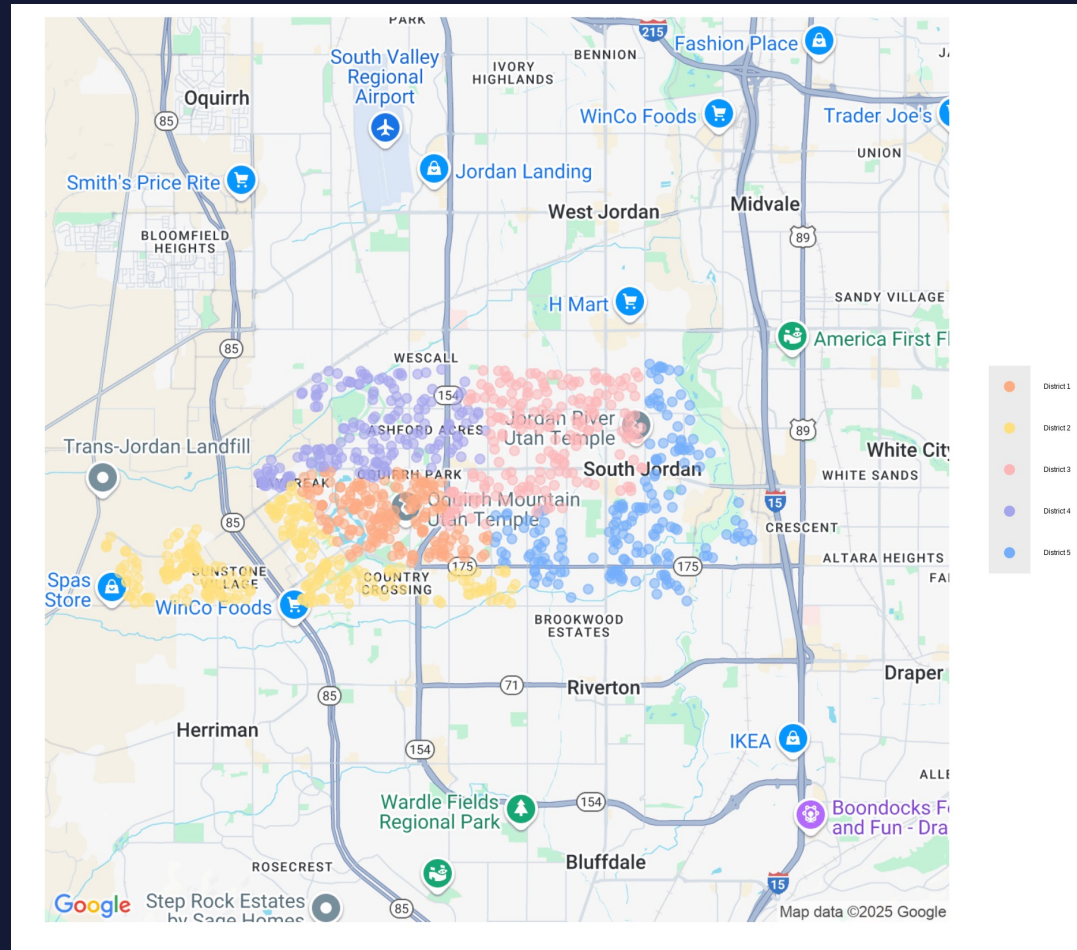
+ 3.0  
- 3.0

1,035 interviews among an estimated adult population of 80k results in a **margin of error for the survey of plus or minus 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 180-270 panelists residing in each district.

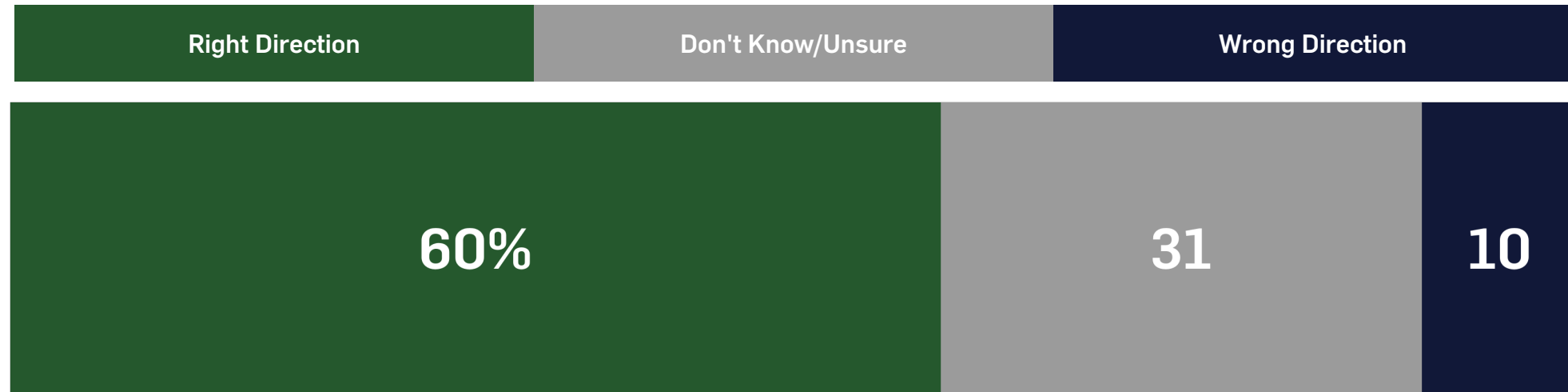


# CITY DIRECTION & PERCEPTIONS

# CITY IS HEADED IN THE RIGHT DIRECTION

A majority of respondents (60%) believe South Jordan is heading in the right direction. Only a small number think the city is moving in the wrong direction (10%). However, uncertainty has slightly increased, with 31% of respondents unsure about the city's direction, up from 26% last year.

## Direction of South Jordan City

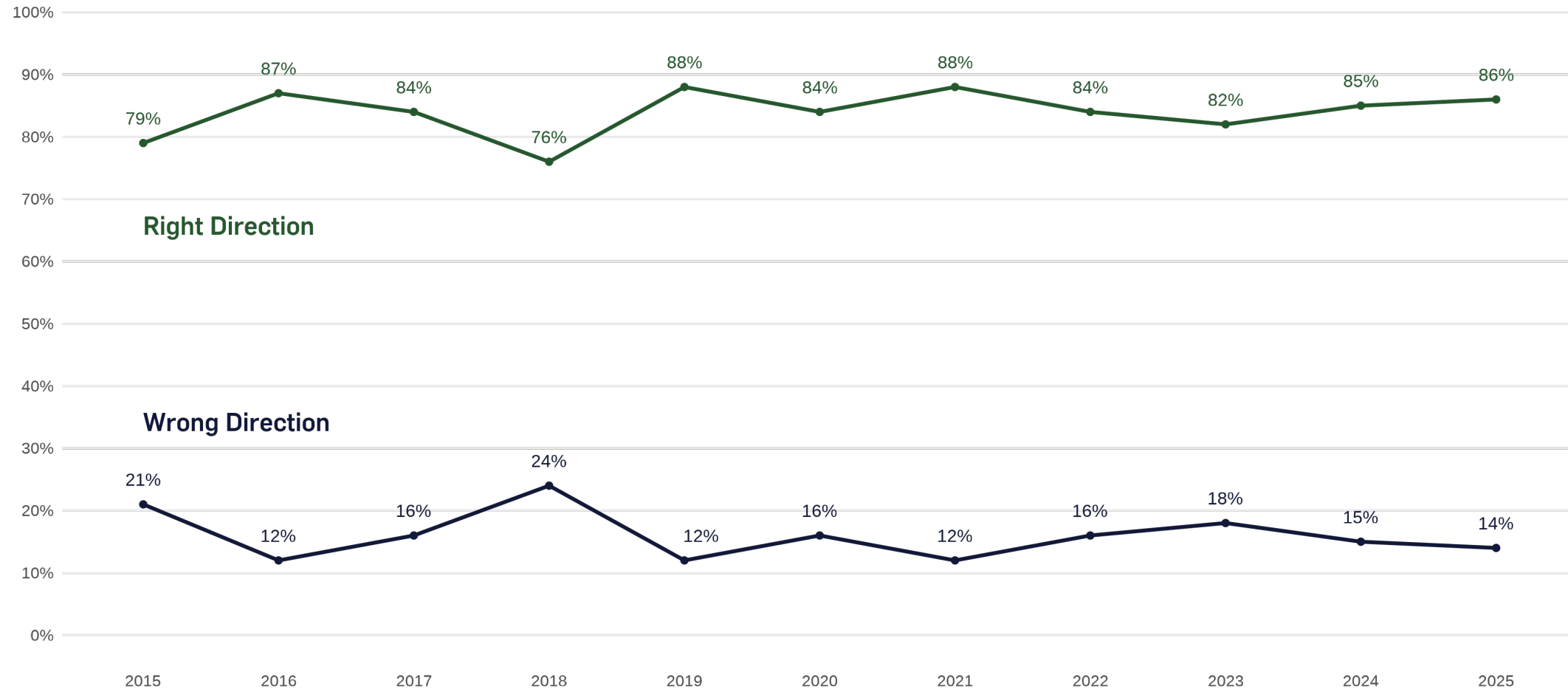


Q: Overall, would you say the City of South Jordan is headed in the right direction or the wrong direction? (n = 1017)

# OPTIMISM HAS STAYED CONSISTENT OVER TIME

Among those that responded, the proportion of respondents who believe the city to be heading in the right direction has remained consistent hovering above 80%. There was a slight 1% increase from last year, but it is not a significant change.

## City Direction Over Time



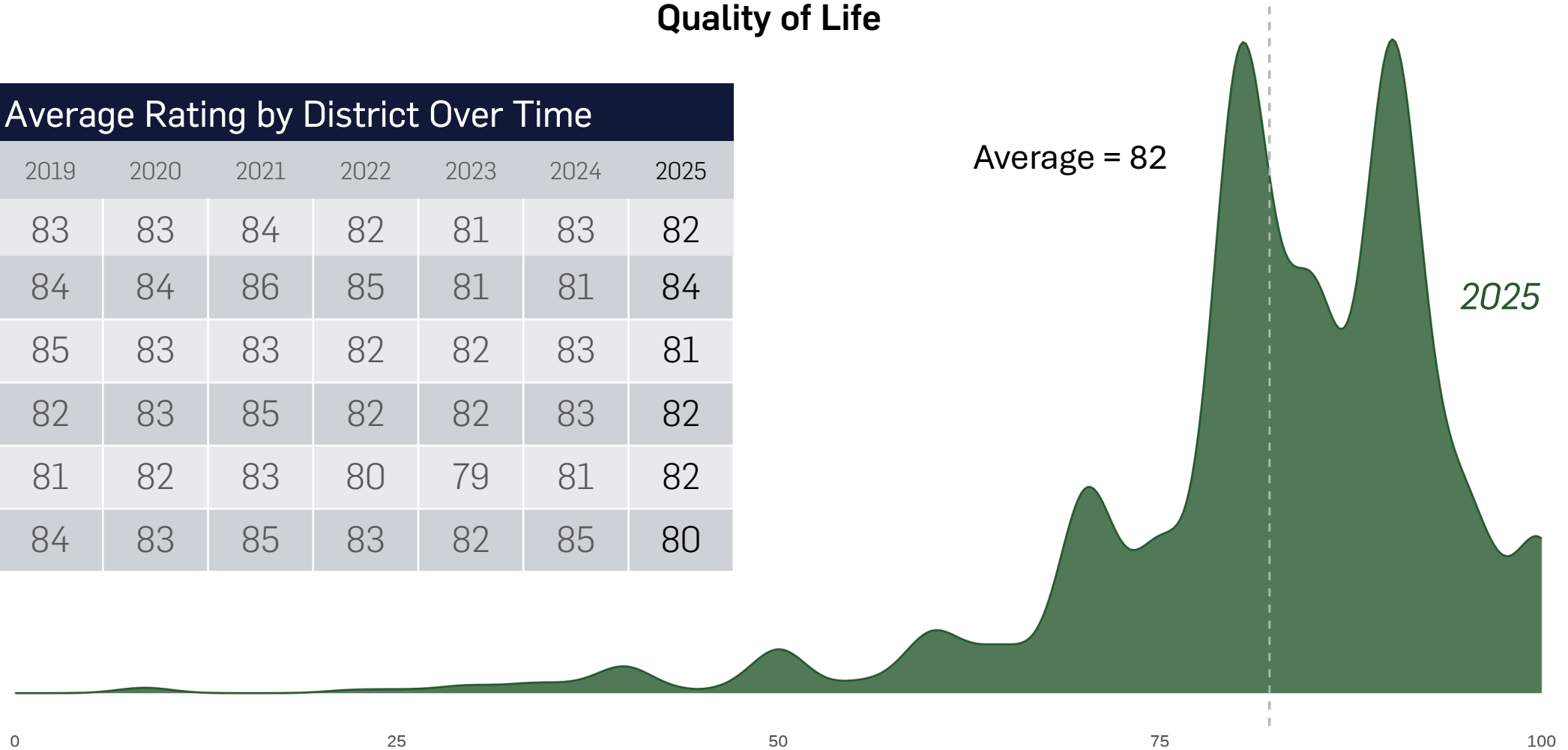
Q: Overall, would you say the City of South Jordan is headed in the right direction or the wrong direction? (n = 1017)

# OVERALL QUALITY OF LIFE: 82/100

The average quality of life in South Jordan stays high with an average rating of 82 out of 100. Furthermore, 90% of the respondents reported quality of life of 70 or higher. Similarly, quality is high across all districts with the average being between 80 and 84.

## Quality of Life

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

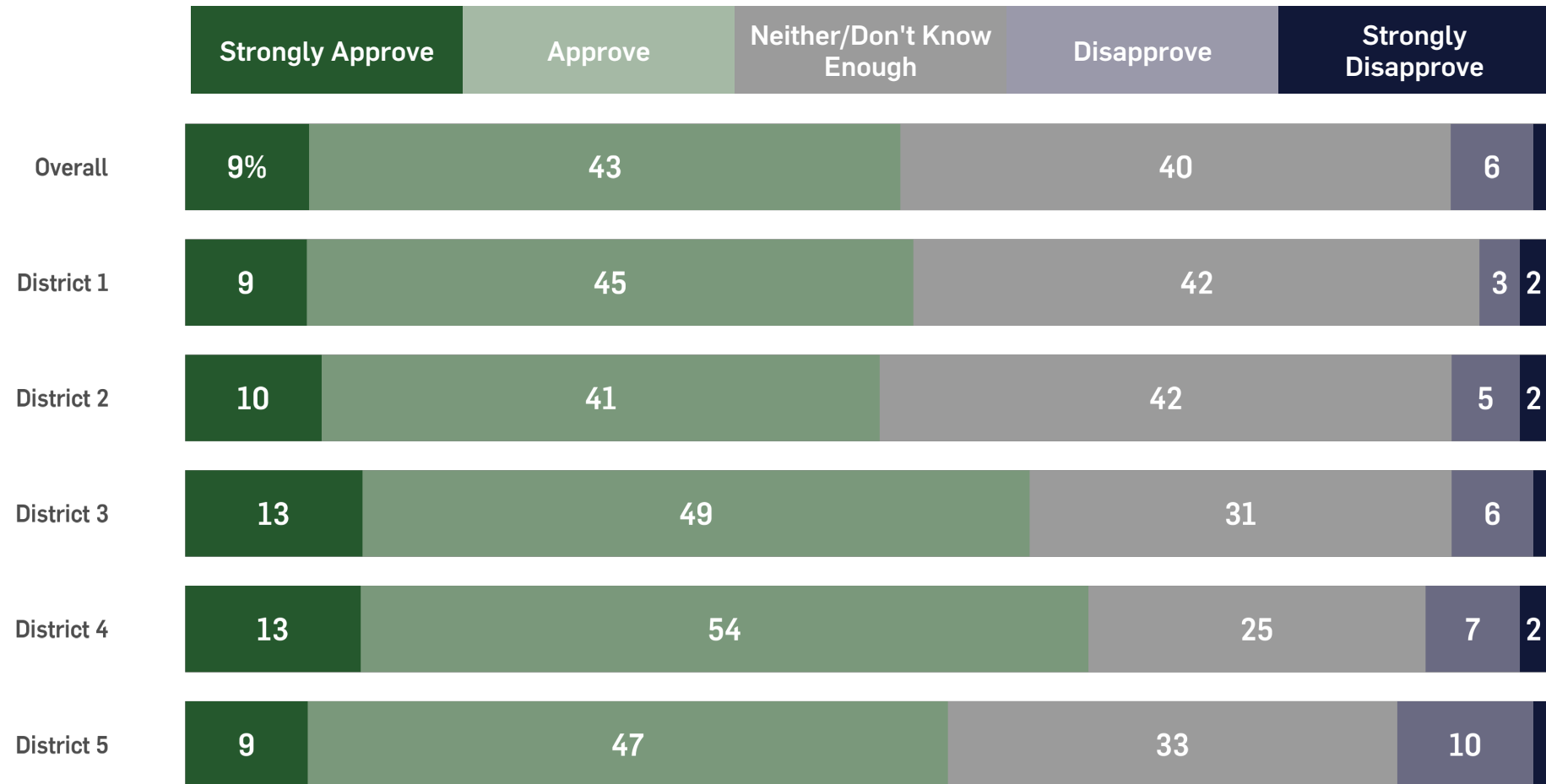


Q: All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Jordan? (n = 1016)

# 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. Approval ratings across districts are similar, with District 4 showing the highest approval of city officials.

## Mayor and City Council Job Approval

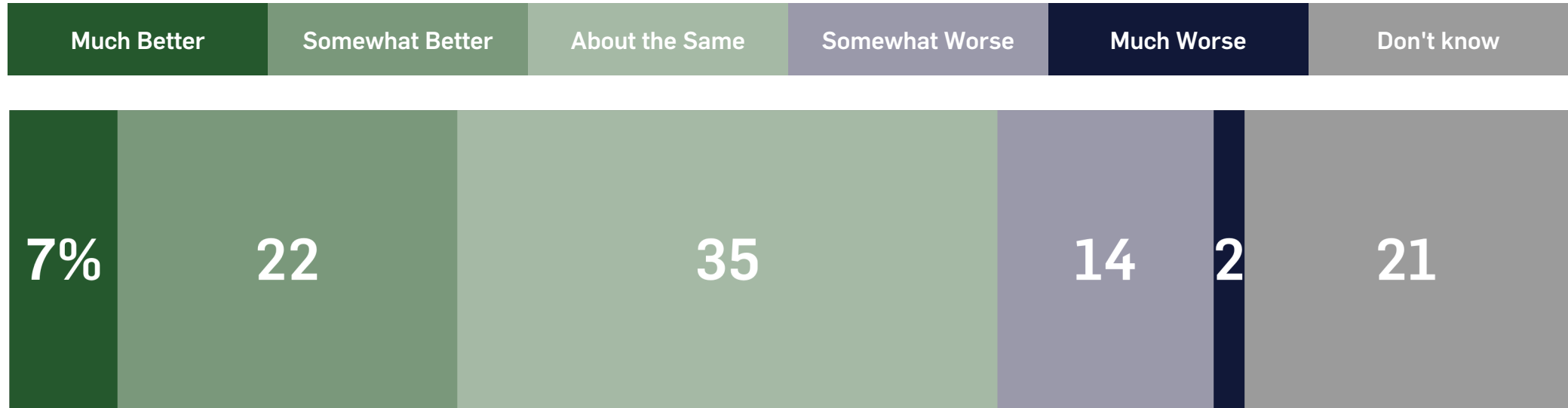


Q: Do you approve or disapprove of how the South Jordan Mayor and City Council are handling their jobs? (n = 1017)

# MAJORITY SAY CITY IS BETTER/THE SAME

Just under a 1/3 of respondents (29%) believe the city has improved over the past three years. Meanwhile, more than a 1/3 (35%) feel it has remained about the same. Similar to last year, 16% say the city has gotten worse, while 21% chose not to respond to the question.

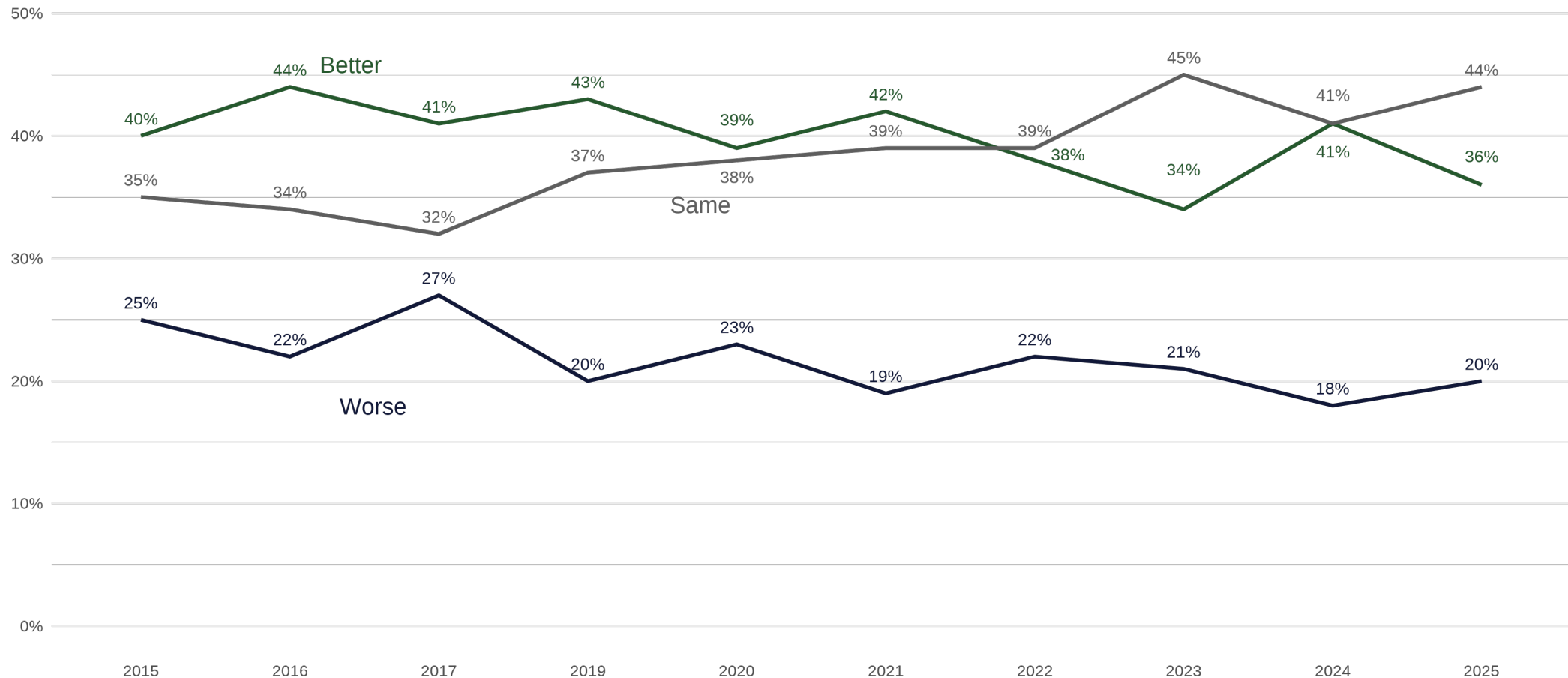
## City Rating 5-Year Comparison



# MORE RESIDENTS BELIEVE THE CITY IS THE SAME

Since 2017, there has been a gradual increase in the number of respondents who feel South Jordan has remained the same over the past five years. Meanwhile, the proportion of those who believe the city has improved has remained steady between 30% and 40% since 2022. Those who think it has worsened have consistently hovered around 20% since 2019.

## 5-Year Comparison Over Time



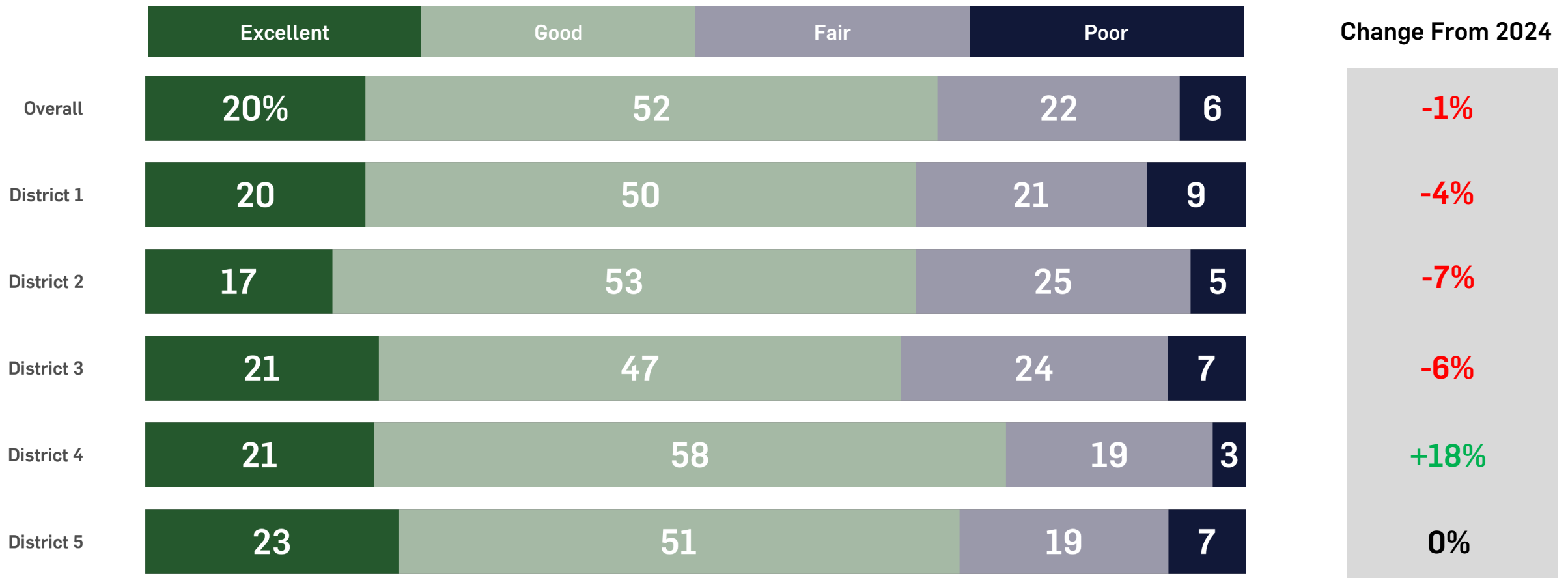
Q: How would you rate the City of South Jordan today compared to five years ago? (n = 1016)



# PERCIEVED SERVICE VALUE SAME SINCE 2024

Overall, respondents perceive the value of their tax dollars as unchanged since last year. Relative to District 4, there was an 18 point increase of respondents that perceive the service to at least be 'good' from last year.

## Perceived Service Value for Tax Dollar

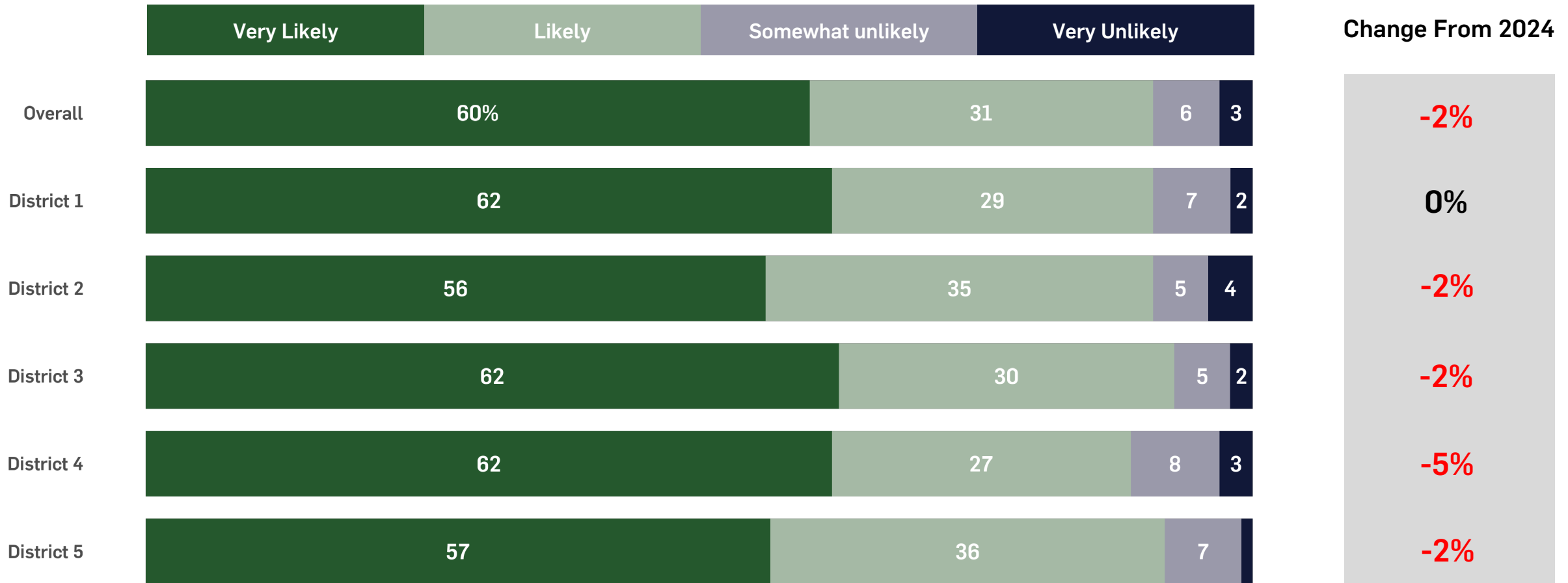


Q: In general, how do you rate the service you receive from South Jordan for your tax dollar? (n = 1016)

# RESIDENTS HIGHLY RECOMMEND LIVING HERE

A strong majority of respondents (91%) say they are at least 'likely' to recommend South Jordan as a good place to live. Overall, 60% are 'very likely' to recommend the city, consistent with last year's results.

## Likelihood to Recommend South Jordan



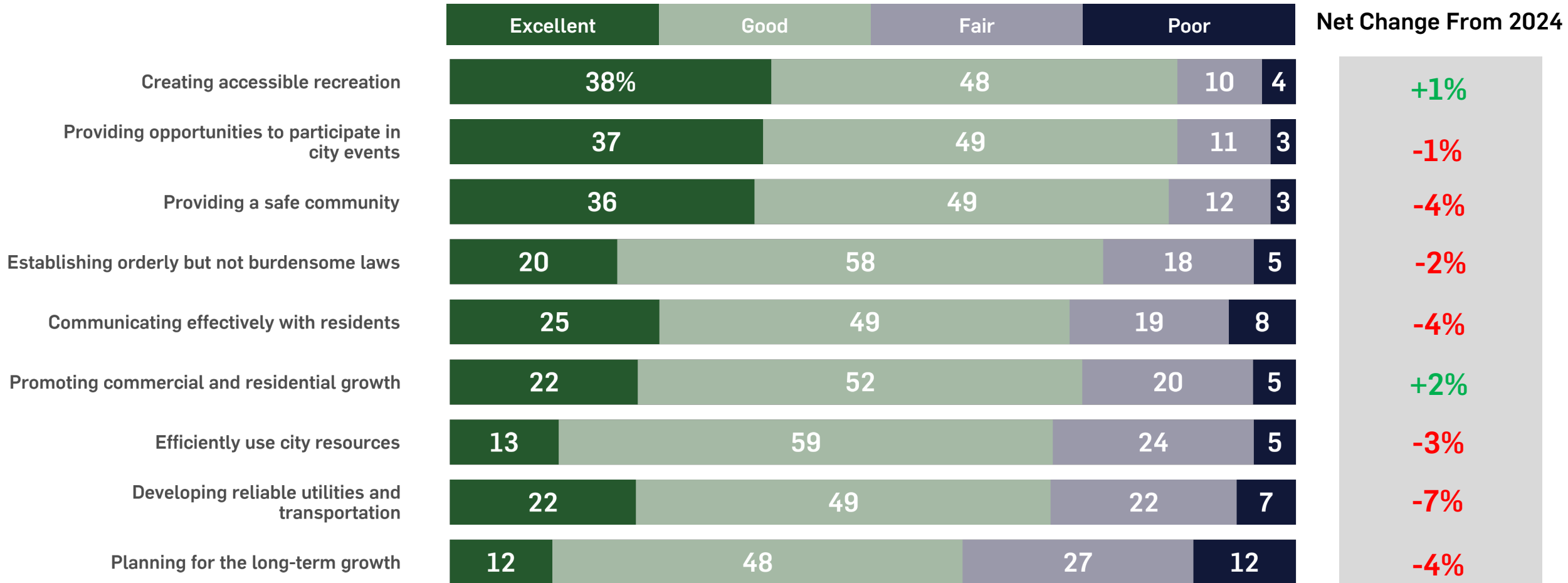
Q: How likely are you to recommend the City of South Jordan to friends and family as a good place to live? (n = 1017)

**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 recreation, city events, and maintaining a safe community. Meanwhile, the lowest-rated priorities are developing reliable transportation and long-term growth which respectively decreased 7 and 4 points from last year.

## Performance on City Priorities

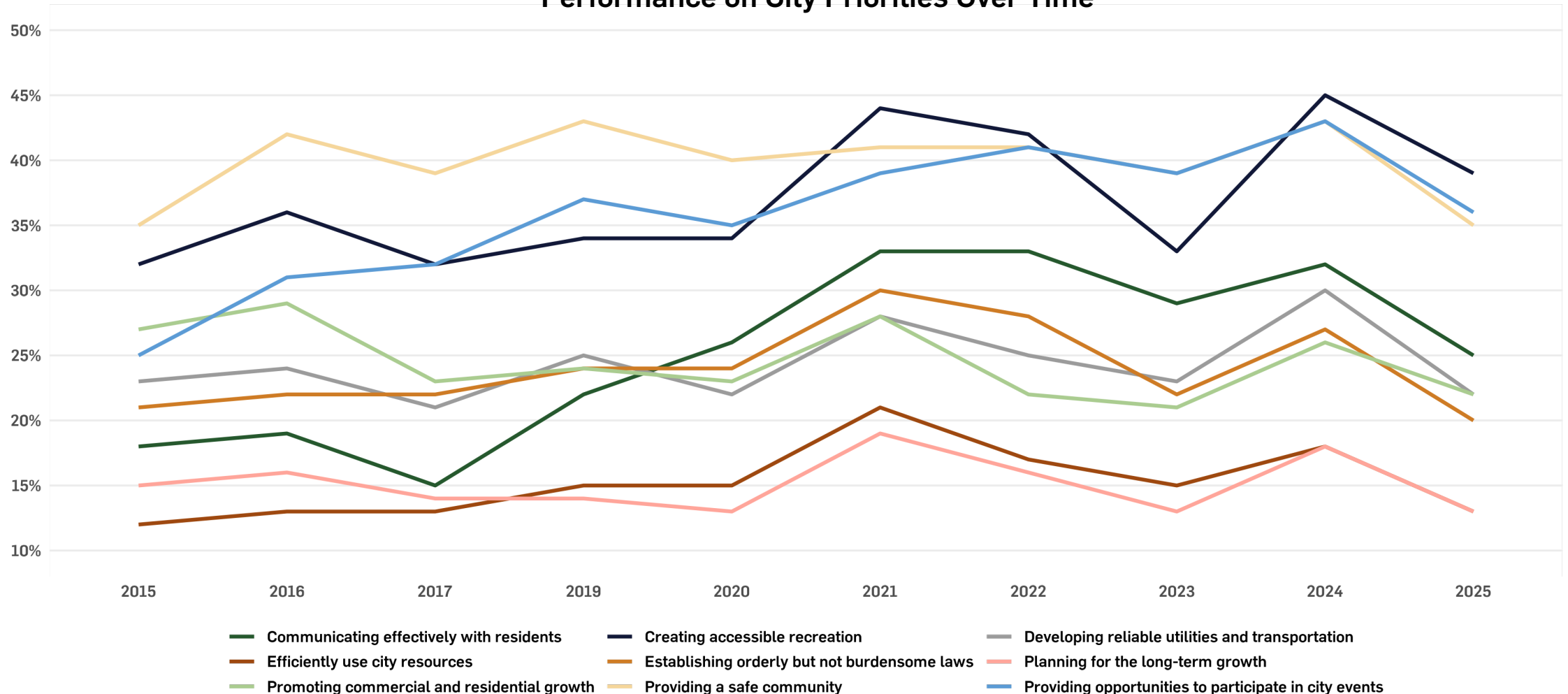


Q: To the best of your knowledge, how would you rate South Jordan's performance in each of the following categories? (n = 992)

# DOWNWARD TREND IN PRIORITY PERFORMANCE

Performance ratings for all priorities have declined since 2024, with most dropping by 7 points, including recreation, providing a safe community, and effective communication with residents. Planning for long-term growth and efficiently using resources remain the lowest throughout the years.

**\*Performance on City Priorities Over Time**



Q: To the best of your knowledge, how would you rate South Jordan's performance in each of the following categories? (n = 992)

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

# TRAFFIC, GROWTH MOST IMPORTANT ISSUE

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



"How to handle growth while avoiding the problems of high-density housing"

"Maintaining the current high standards of safety"

"Cost to live here (housing costs unattainable for my kids)"

"Air pollution and worsening crime."

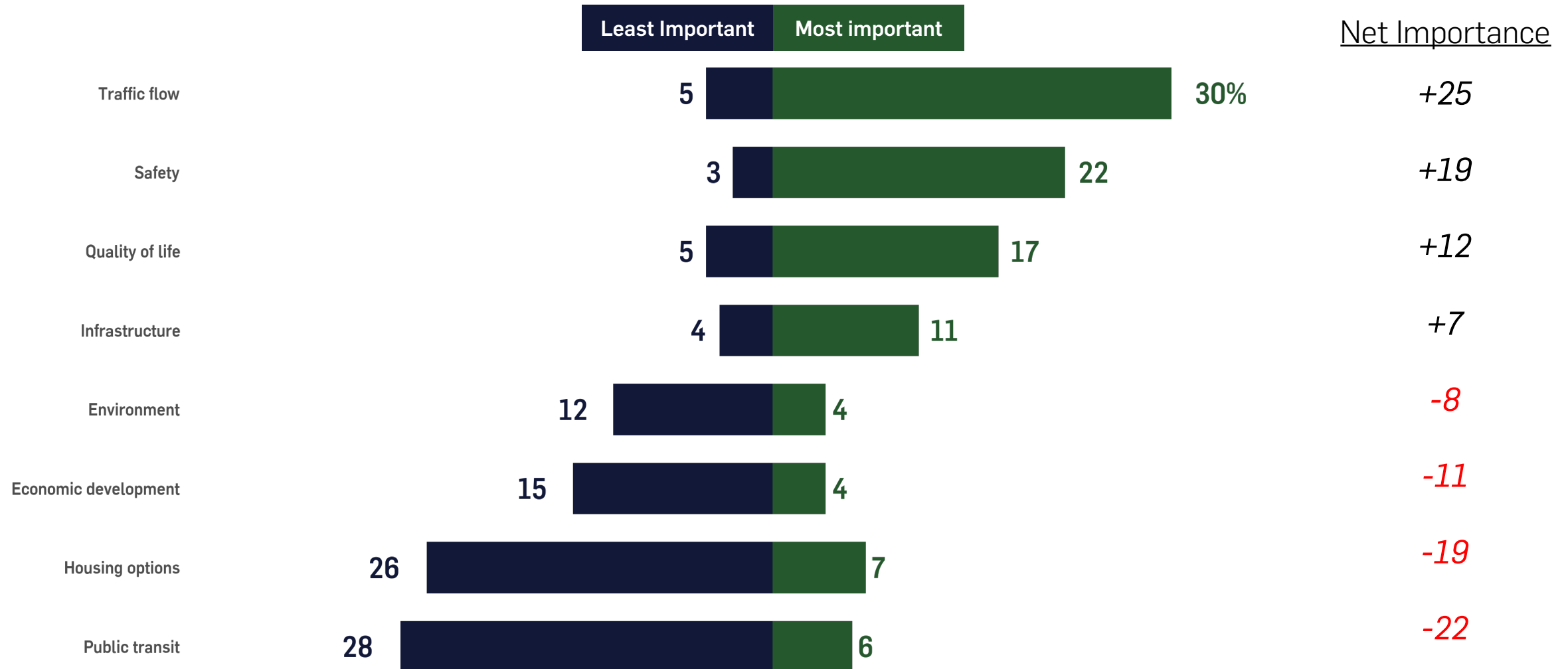
"AFFORDABLE HOUSING! Especially for first-time homeowners."

Q: In your opinion, what is the most important issue facing South Jordan today? (n = 951)



# TRAFFIC FLOW IS THE HIGHEST PRIORITY

Respondents ranked traffic flow as the most important aspect of South Jordan (30%), with a net importance rating of 25%. Other commonly ranked top priorities included safety, quality of life, and infrastructure. Meanwhile, public transit remained the least important aspect for respondents, with 28% ranking it last, consistent with last year's results.

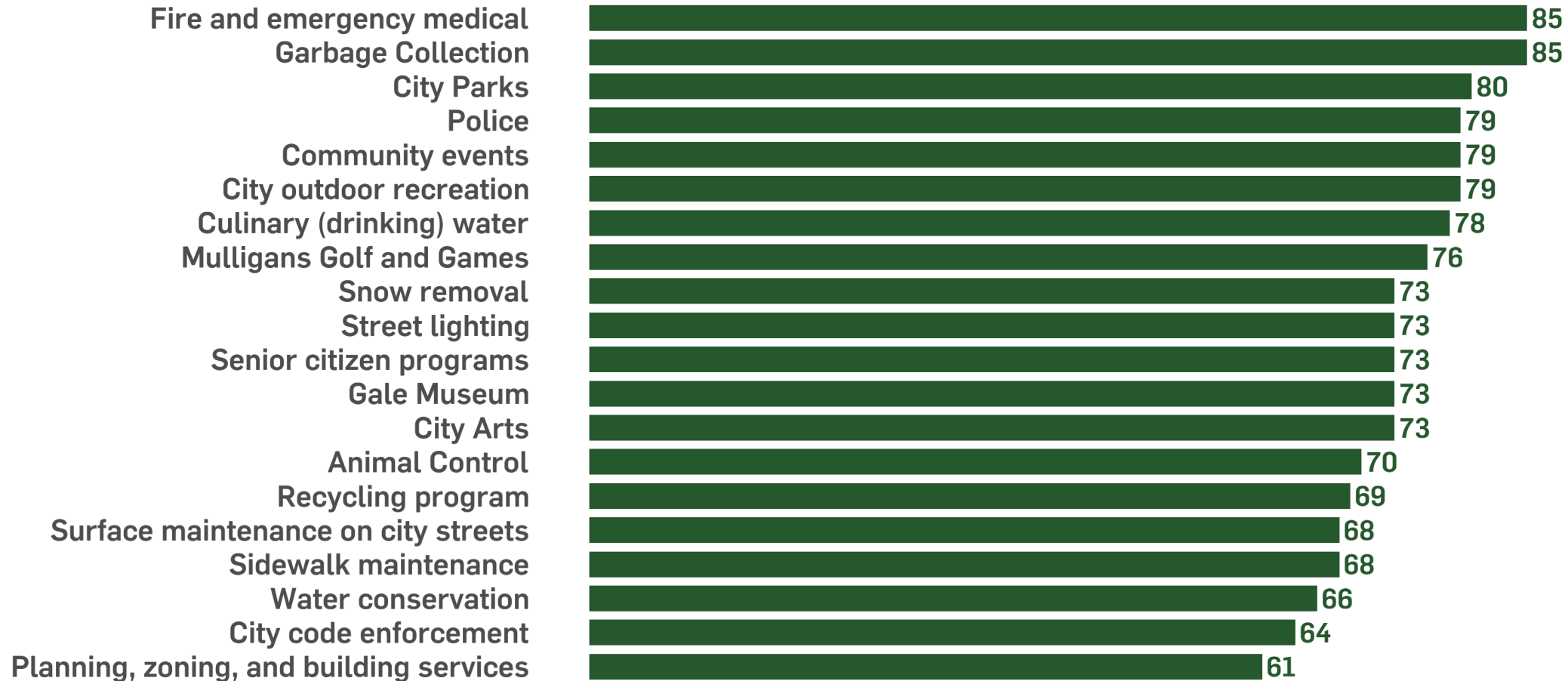


Q: Which of the following aspects of life in South Jordan would you say is MOST important for the City to address? Which is the LEAST important? (n = 1015)

# OVERALL CITY SERVICE RATINGS

Similar to last year, fire and emergency services, garbage collection, and city parks received ratings of 80 or above. Planning and zoning, city code enforcement, and water conservation averaged a score of 63.

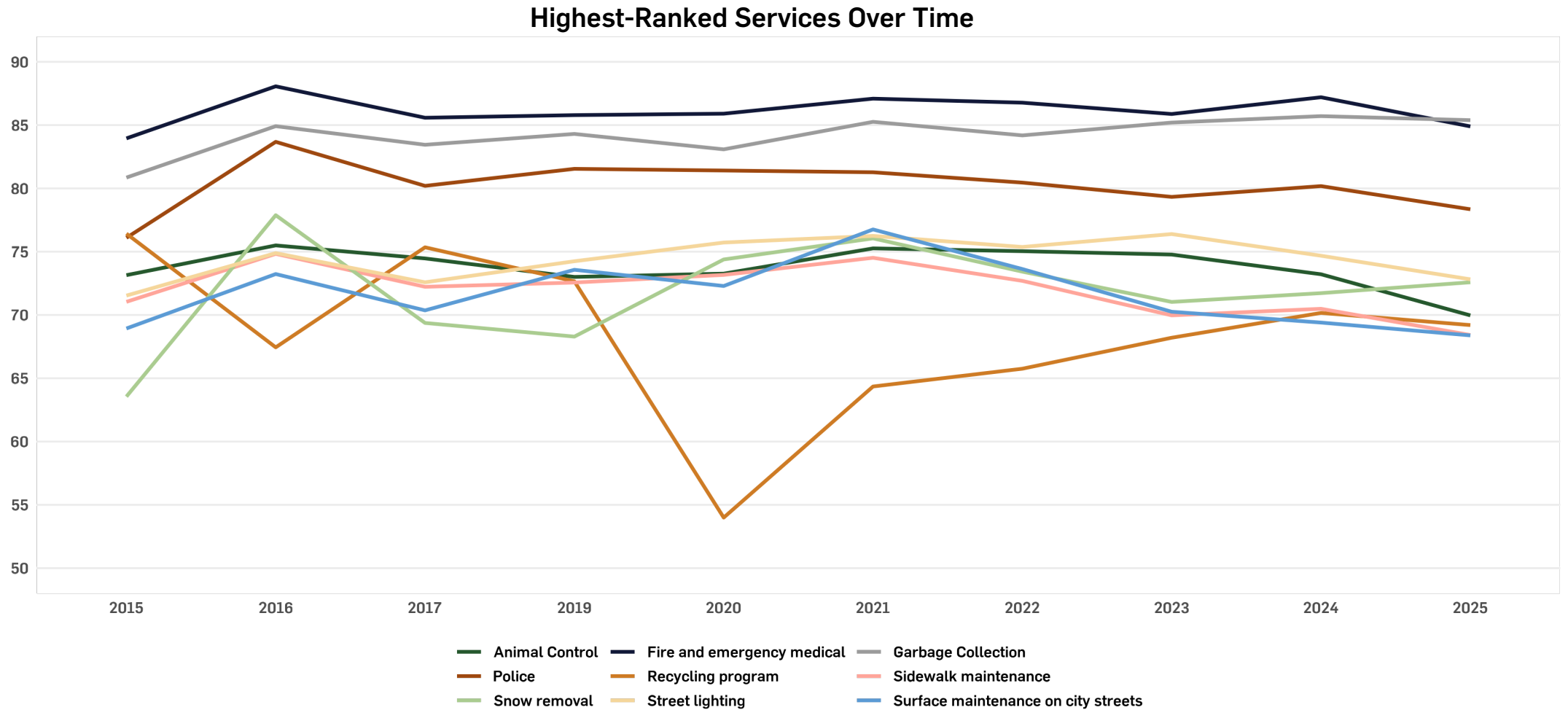
City Services Average Ratings



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. If you are unfamiliar with a service, select Not applicable. (n = 932)

# TOP TIER SERVICES CONSISTENTLY HIGH

Overall, top tier service ratings have remained consistently high over time. Notably, the recycling program, which saw a decline in 2020, has since stabilized and now receives ratings similar to those of surface maintenance.

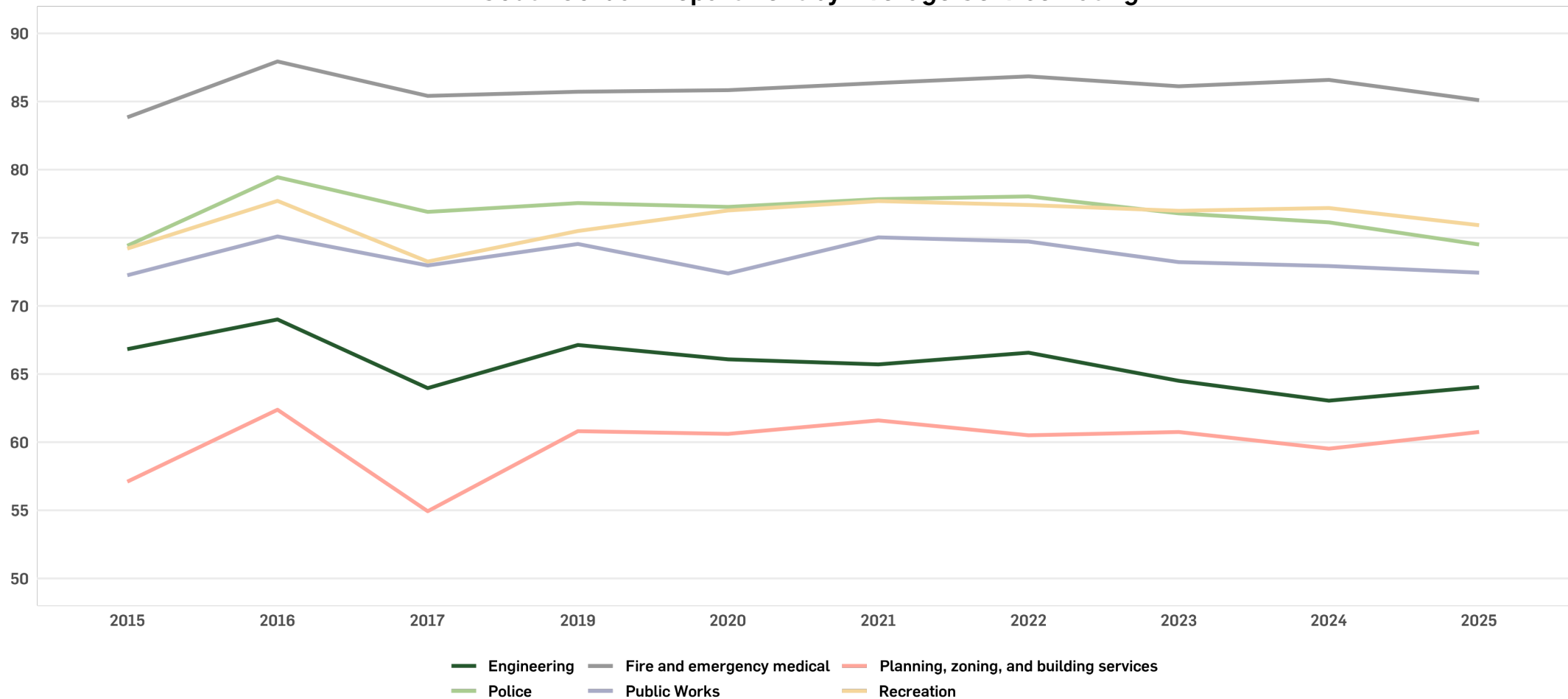


Q: Please rate each of the following city services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable. (n = 932)

# AVERAGE DEPARTMENT RATINGS REMAIN THE SAME

Over the years, average department ratings have remained consistent, with some overlap between the Recreation and Police departments. Since 2024, there has been a slight upward trend in ratings for both Planning/Zoning and Enforcement

### South Jordan Department by Average Service Rating



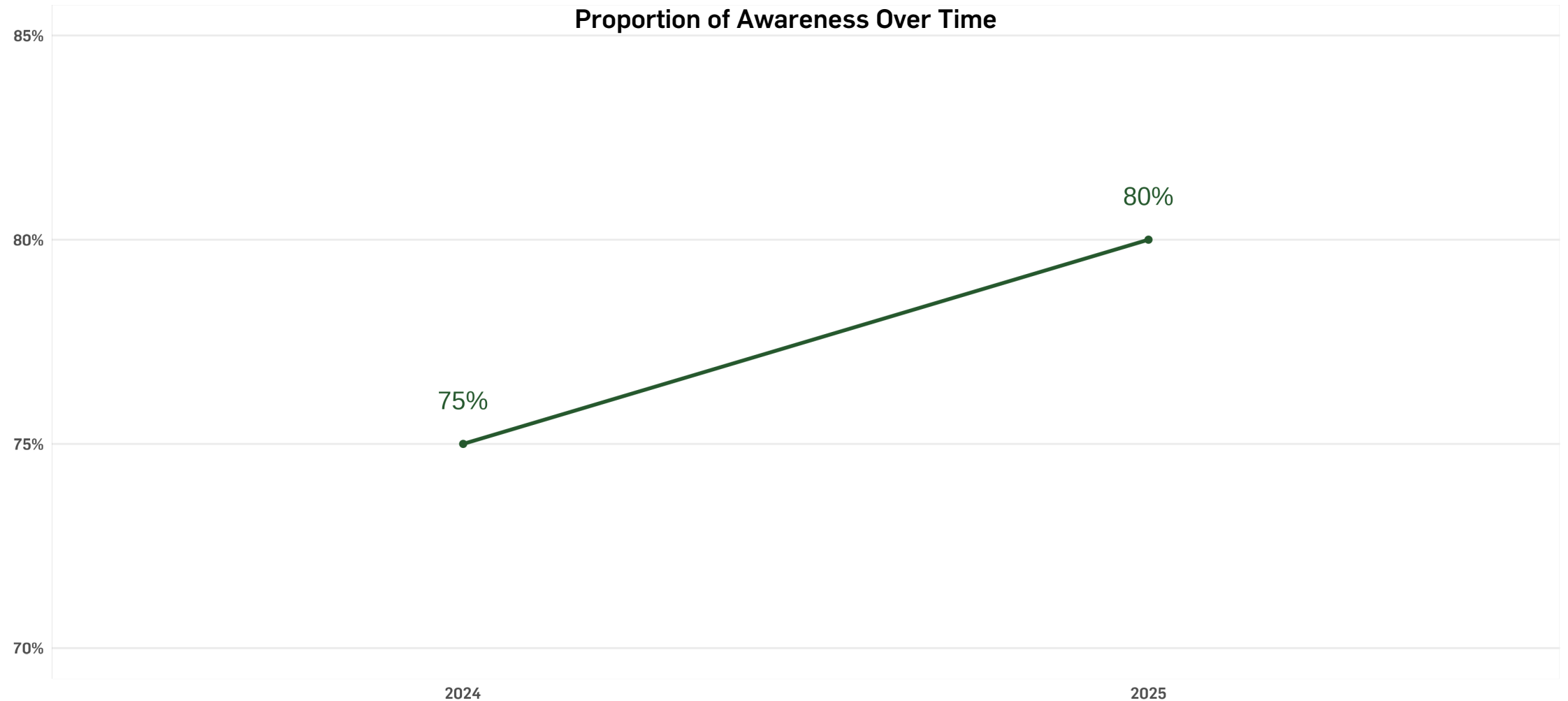
Q: Please rate each of the following city services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable. (n = 932)



# URBAN CENTER DEVELOPMENT

# MORE RESIDENTS ARE AWARE OF DEVELOPMENT

More people are aware of the Urban Center development compared to last year, with a 5 point increase in awareness since 2024.

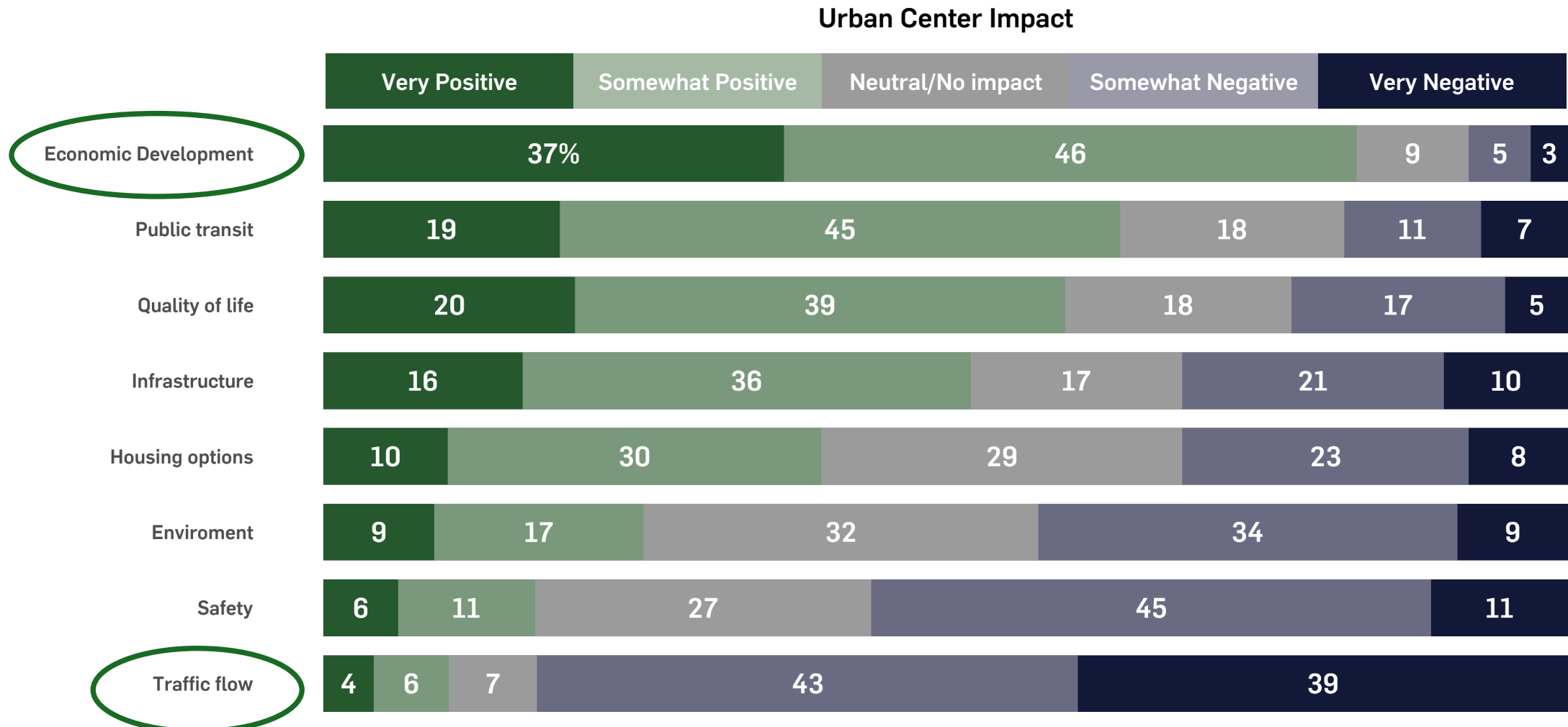


Q: Prior to taking this survey, were you aware of the Downtown Daybreak urban center development project in South Jordan?



# ECON GROWTH SEEN POSITIVELY; TRAFFIC NEGATIVELY

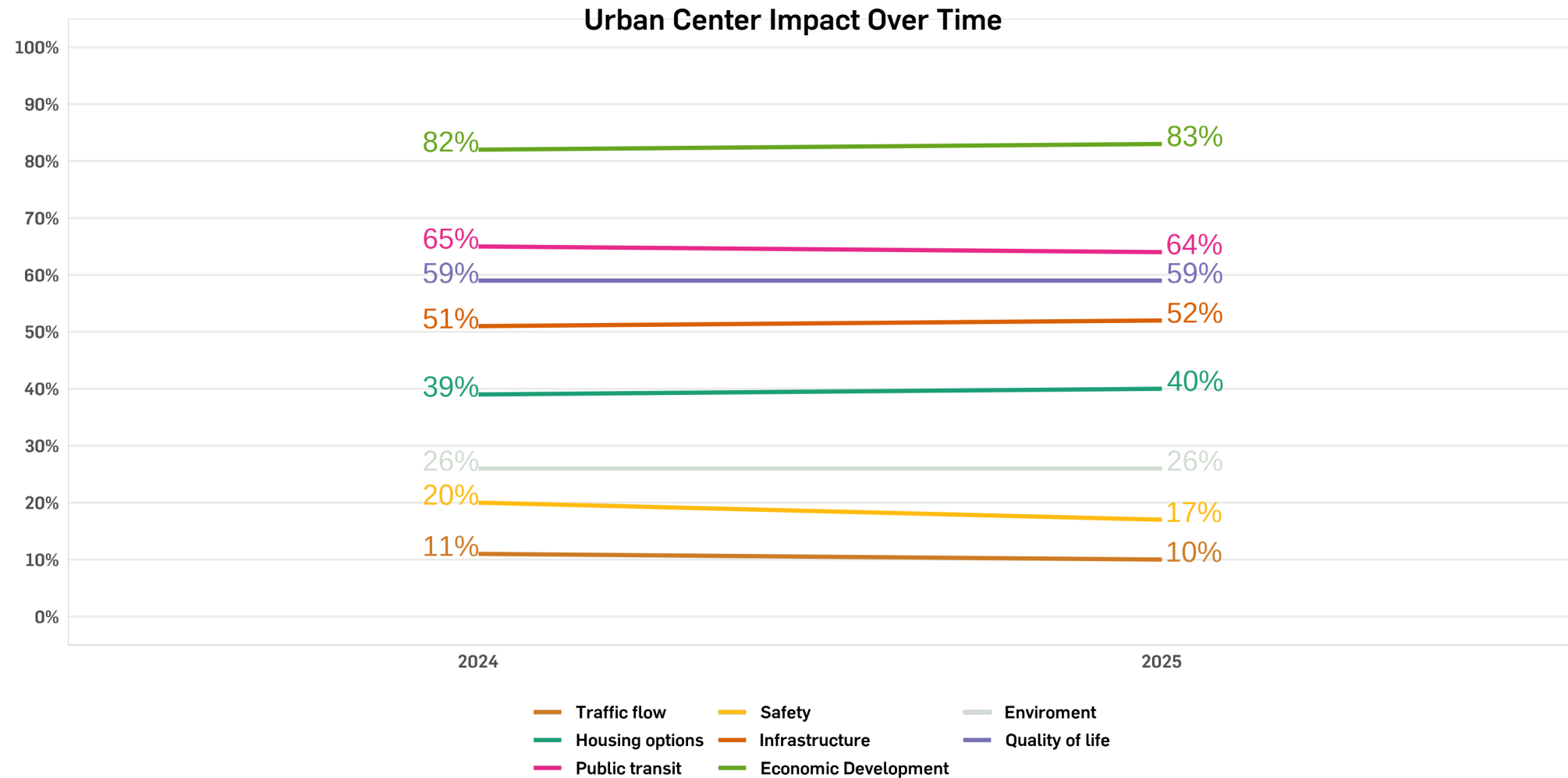
Respondents overwhelmingly (83%) believe that the Urban Center development will positively impact the city's economic development. A majority also think it will enhance quality of life and public transit. However, 82% believe it will negatively affect traffic flow.



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 = 983)

# PERCEPTIONS OF URBAN DEVELOPMENT REMAIN THE SAME

From 2024 to 2025, perceptions of the positive impact of the Urban Center development have remained relatively unchanged, with economic development seen as the most positively impacted aspect. In contrast, safety and traffic flow are viewed as the least positively impacted by the development.



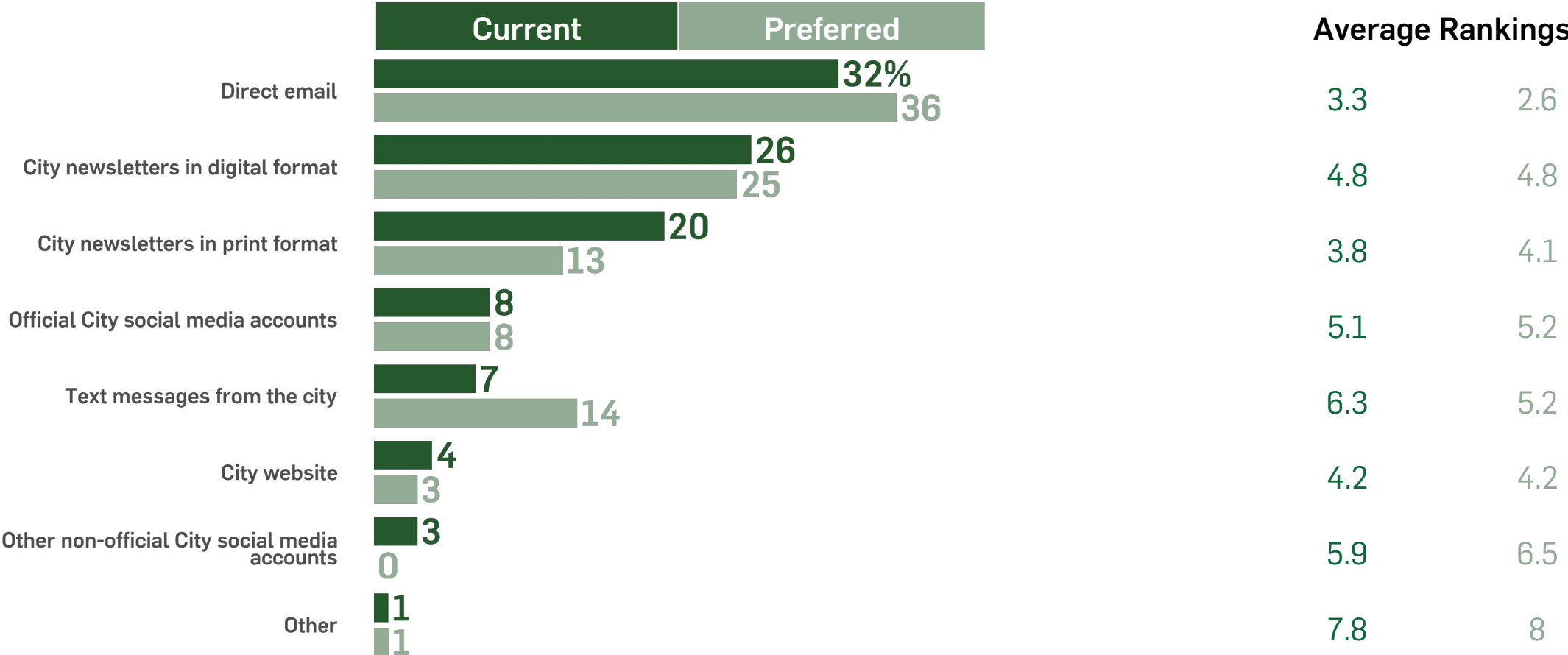
Q: Given what you know about the project, do you think the development of South Jordan's Urban Center will have a positive, negative, or no impact on each of the following aspects of life in South Jordan? (n = 983)

# **NEWS & CONTACTING SOUTH JORDAN**

# RESPONDENTS APPRECIATE EMAILS

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 about 1 in 3 respondents (32%) saying they currently use it the most. The city newsletter in digital format is also popular. When asked to rank *preferred* news sources, city emails were most often ranked #1, with a little over 1/3rd of residents (36%) 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 = 500)

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 = 500)

# MONTHLY EMAIL PREFERRED OVER MULTIPLE

A large majority of respondents (71%) 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.

## Communication Preferences



Common “other” responses:

- Monthly email but more for urgent information
- Same frequency as now
- Emails less often, quarterly or biannually

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)

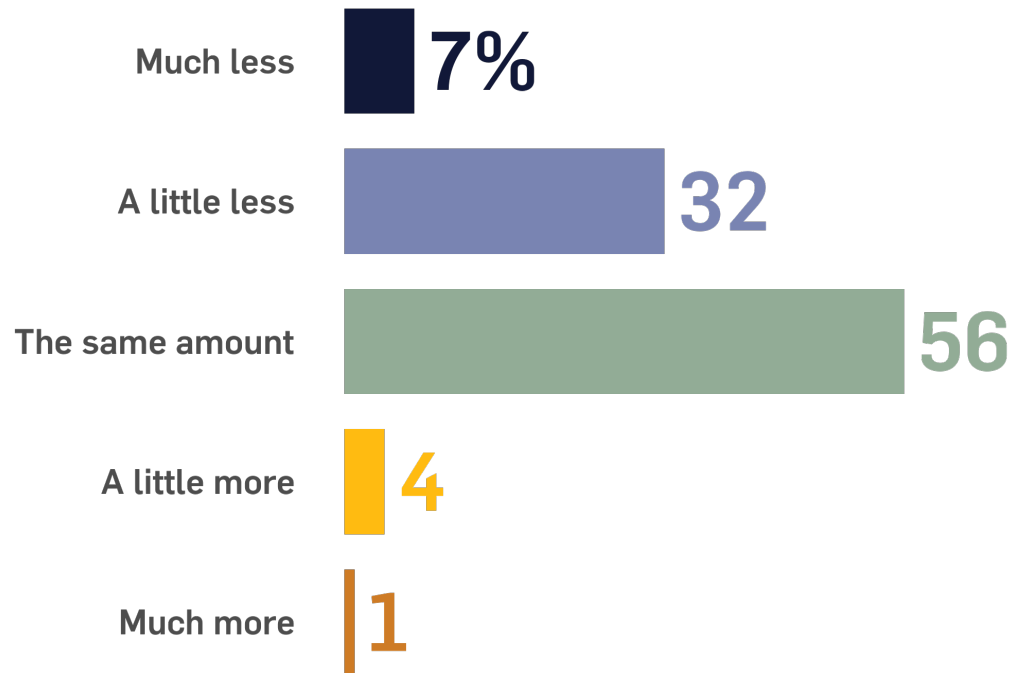
Q: How useful is the communication you currently receive from South Jordan for you, personally? (n = 874)

# CITY COMMUNICATION IS ADEQUATE, USEFUL

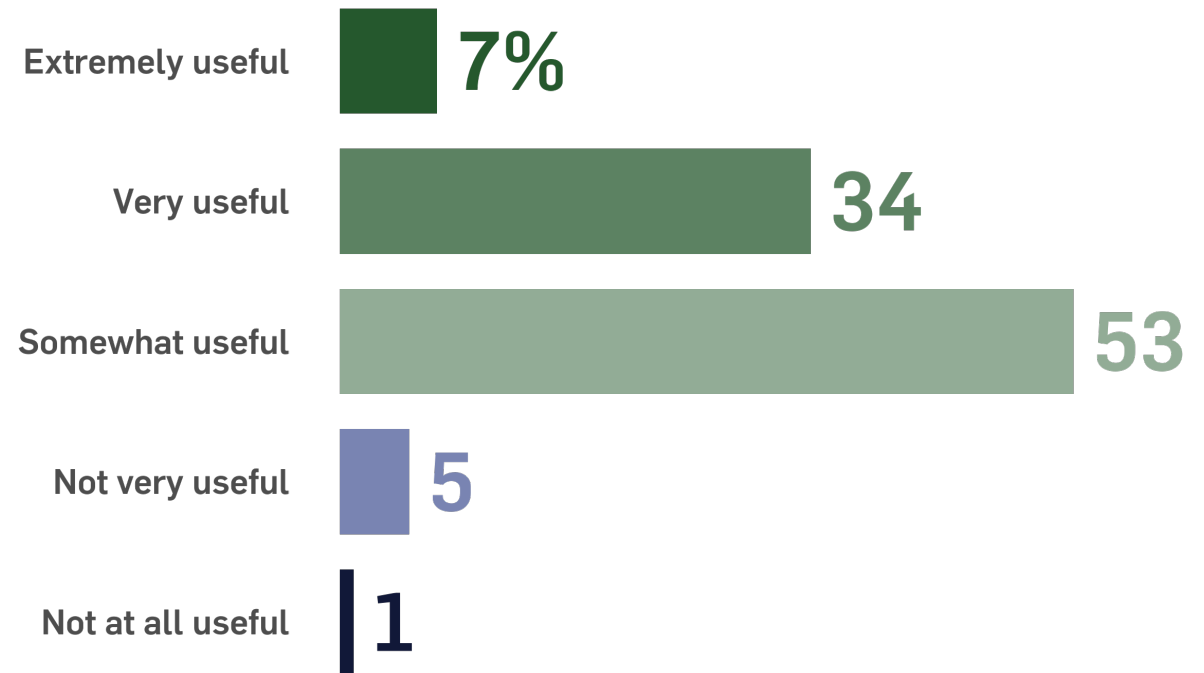
A slight majority of respondents (56%) feel that the current level of communication from the City is adequate. 39% say they would like more communication, though most only prefer a little more. Nearly all respondents (94%) say the communication they receive from the city is at least "somewhat" useful, with 53% saying it is "very useful". Both preference and satisfaction for City communication performed similarly to last year.

## Communication Preferences

"I would prefer to receive \_\_\_\_ communication from South Jordan."



## Communication Usefulness



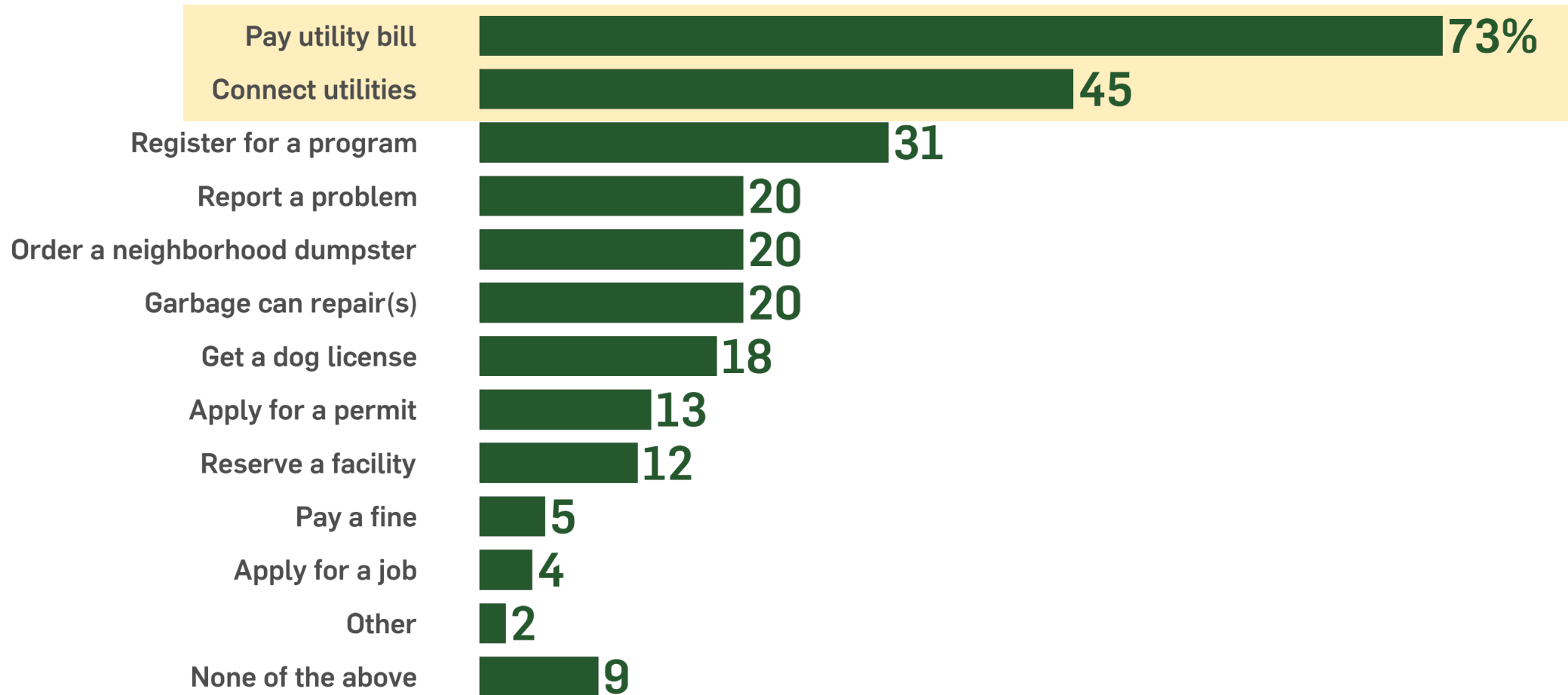
Q: Would you prefer to receive more communication from South Jordan, less communication, or are you happy with the level of communication you currently receive from the City? (n = 1004)

Q: How useful is the communication you currently receive from South Jordan for you, personally? (n = 1011)

# PAY & CONNECT UTILITIES TOP ONLINE TASKS

Nearly 3 in 4 respondents use the City's website to pay their utilities and is the task most commonly done on the City website by far. Connecting utilities is the next most common with almost half of residents using the City website to perform that task.

## Online Tasks Done on City Website

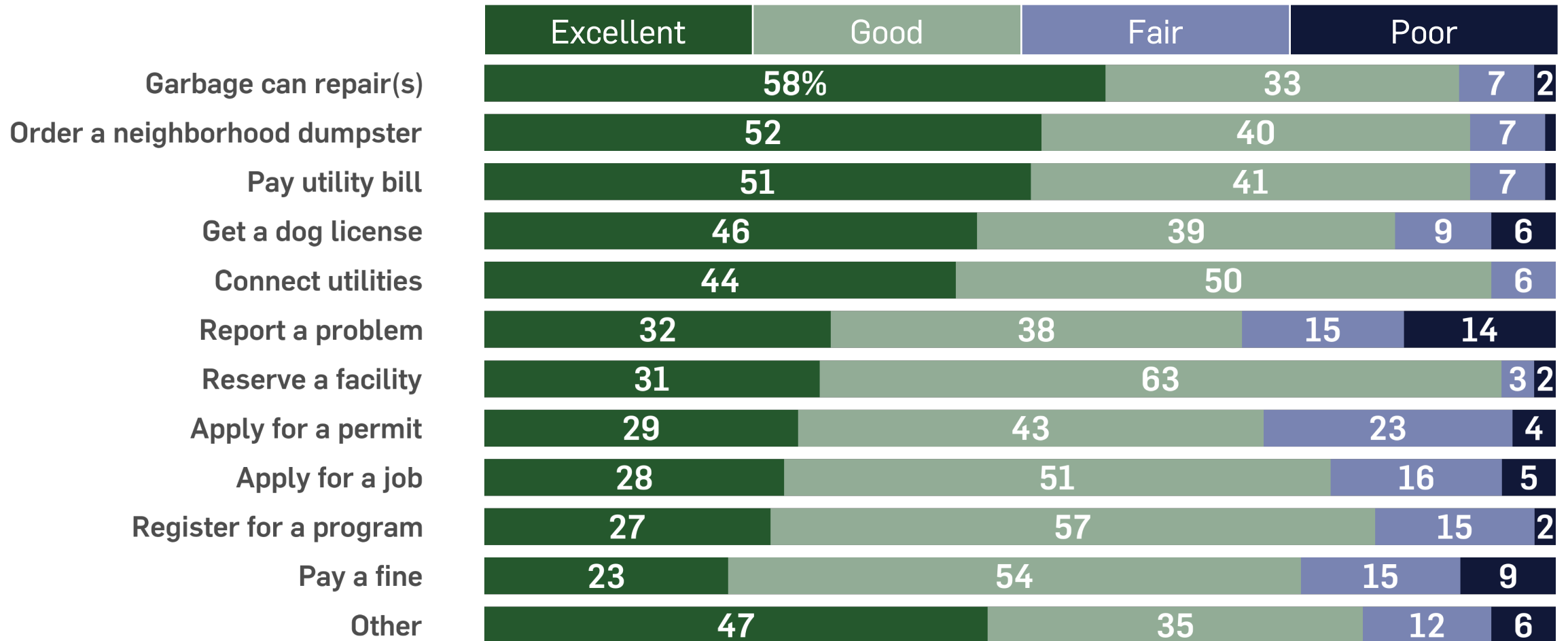


Q: Below is a list of tasks that can be completed online at the South Jordan City website. Which of the following tasks, if any, have you ever completed (or attempted to complete) on the City website? Please select all that apply. (n = 992)

# WASTE MANAGEMENT TASKS LEAD RATINGS

Both requesting garbage can repairs and ordering a neighborhood dumpster received a rating of excellent for over 50% of respondents. Paying utility bills, the most common task completed on the website, performs well with a slight majority (51%) rating it as excellent. All online tasks perform very well with all having an excellent or good rating for at least 70% of respondents.

## Online Tasks Done Ratings

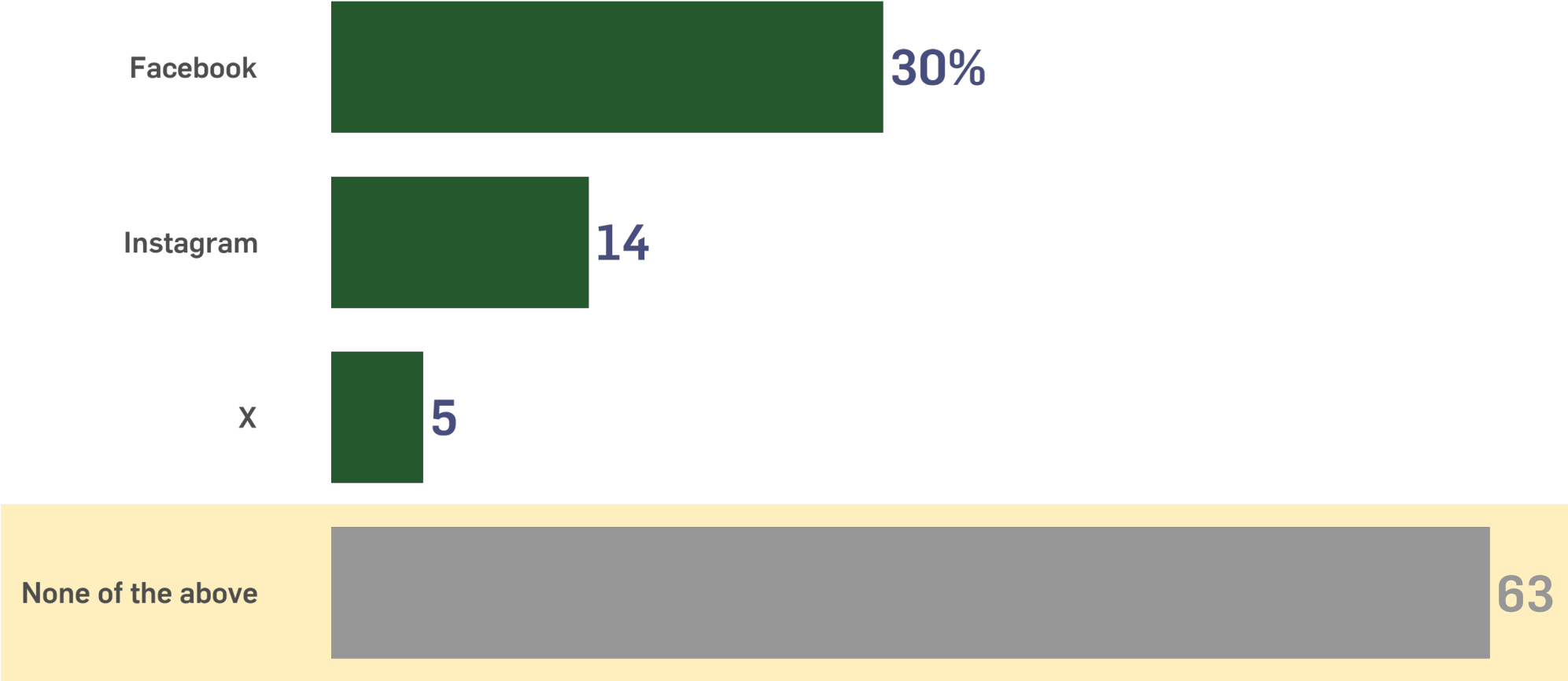


Q: Please rate your experience completing each of the following tasks on the City website. (n = 901)

# MOST RESIDENTS DO NOT FOLLOW CITY ACCOUNTS

Over 60% of South Jordan residents reported that they do not follow any of the social media accounts for the City on Facebook, Instagram, or X. Among those that do follow a City social media account, Facebook has the highest following at 30%.

Following City Social Media Accounts

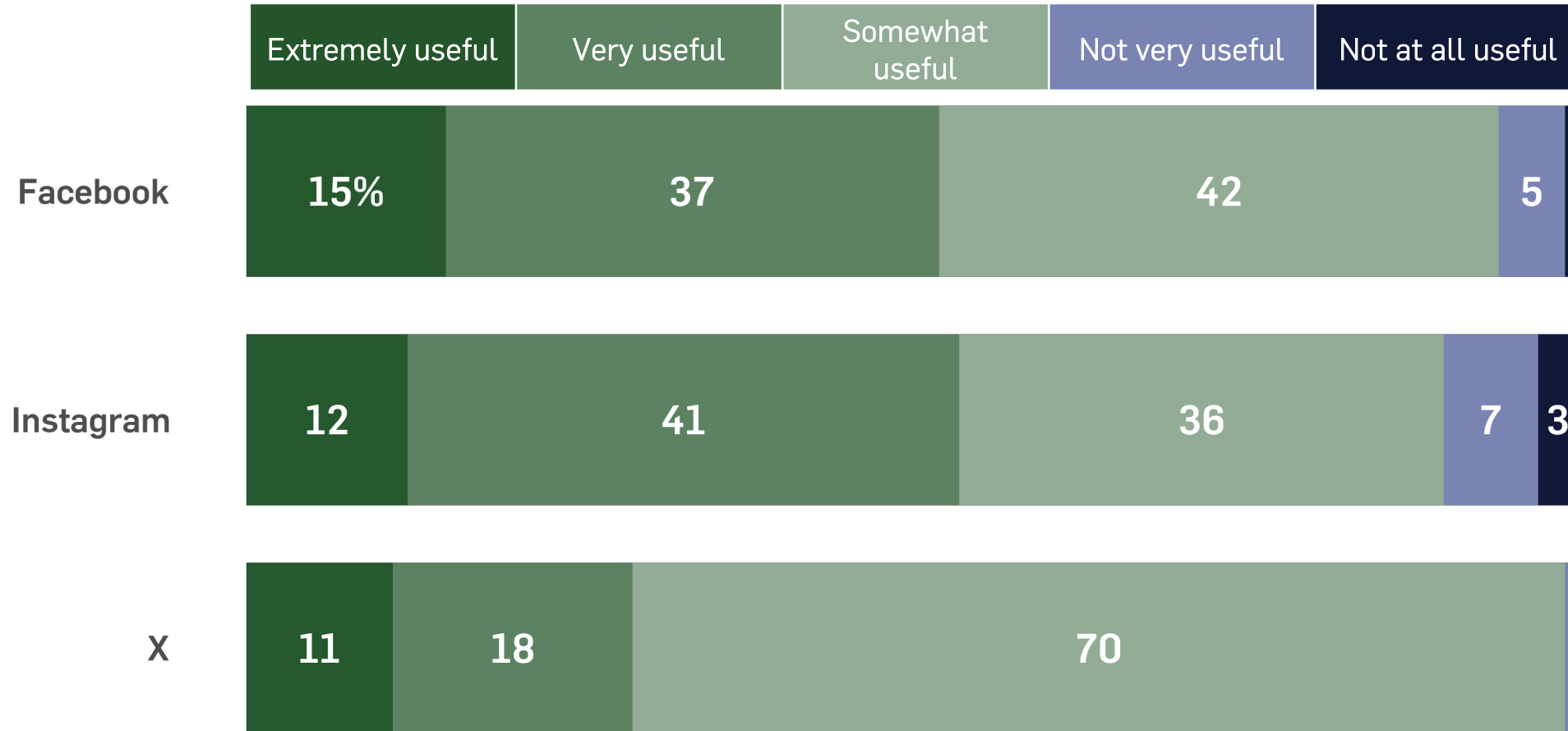


Q: Which of the following South Jordan City social media accounts do you follow? Please select all that apply. (n = 1008)

# SOCIAL MEDIA ACCOUNTS SEEN AS USEFUL

On all social media platforms City accounts are viewed as at least somewhat useful by 89% or more of residents who follow these accounts. Instagram is considered the least useful platform but only by 10% of followers.

## City Social Media Accounts Ratings

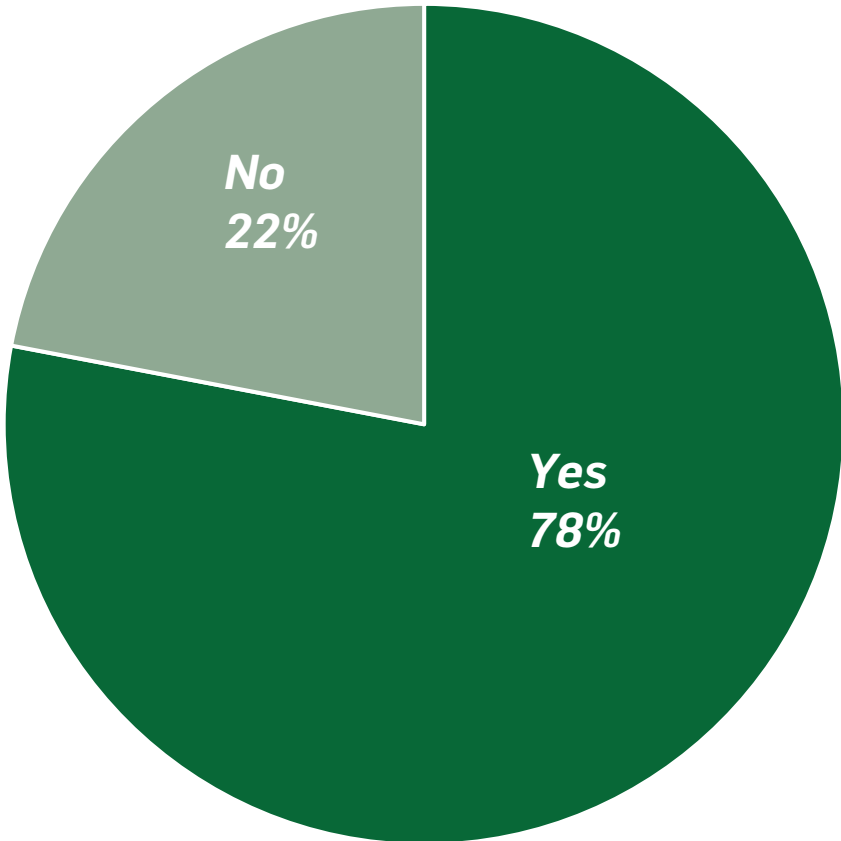


Q: How useful are the following social media sites to you for receiving information about South Jordan? (n = 341)

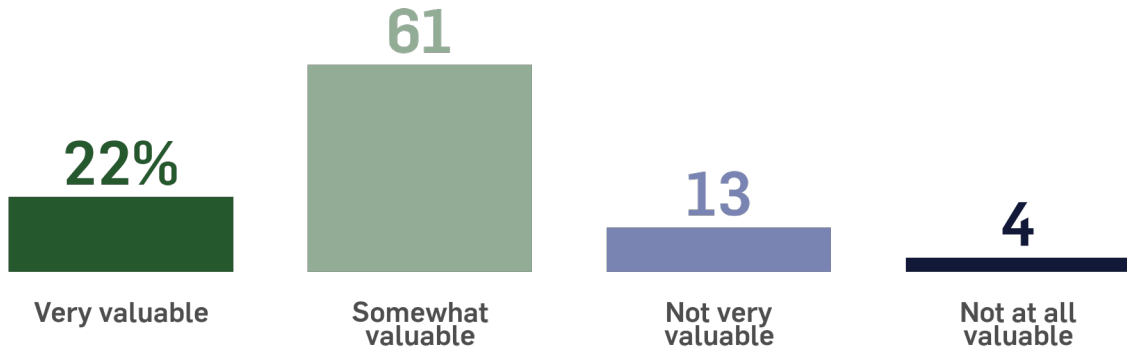
# LEISURE GUIDE AWARENESS HIGH, USAGE LOW

Nearly 80% of respondents reported that they were aware of the South Jordan leisure guide. Among those aware, 83% of residents found the leisure guide to be at least somewhat valuable. On the other hand, only 6% of residents use the leisure guide at least monthly.

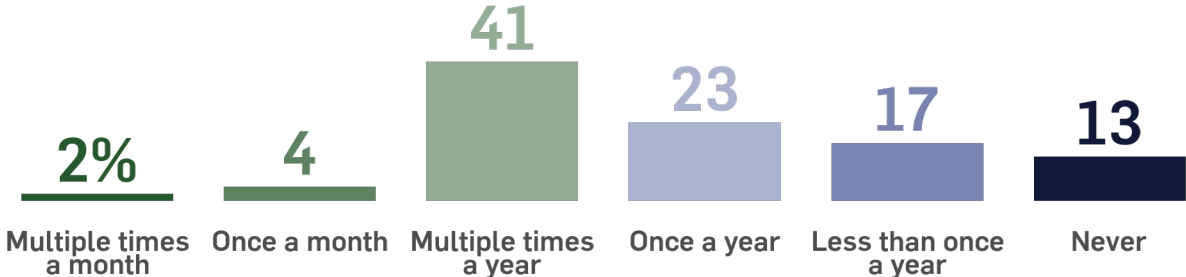
### Aware of Leisure Guide



### Leisure Guide Value



### Leisure Guide Use Frequency

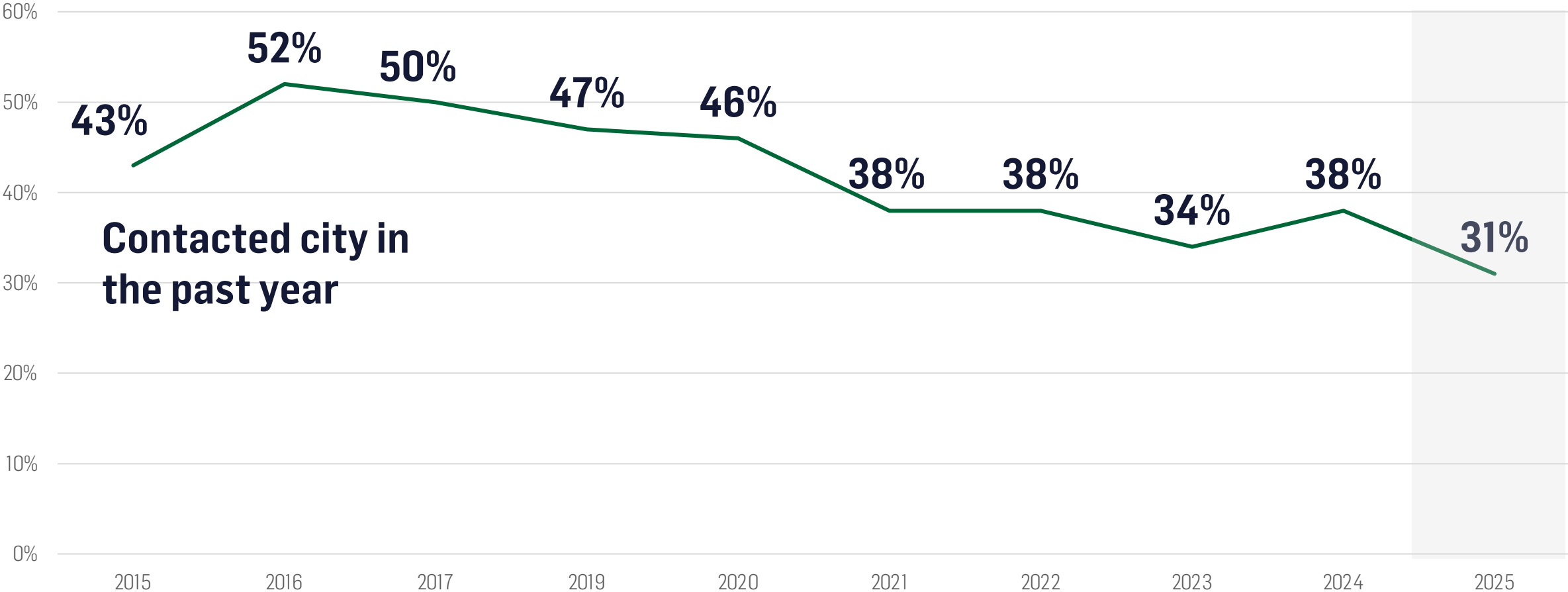


Do you recall getting a South Jordan City Leisure Guide in the mail within the last year? (n = 1007)  
Q: How valuable is the leisure guide for you or your household? (n = 808)  
Q: How often do you use the leisure guide to get involved in recreation, activities, or events in the city? (n = 806)

# RATE OF CONTACTING CITY DROPS TO NEW LOW

Residents have contacted the City office less frequently since last year, with a drop in of 7 percentage points from 2024 to 2025. We see a dip in contact similar to the one seen from 2022 to 2023.

### City Office Contact Over Time

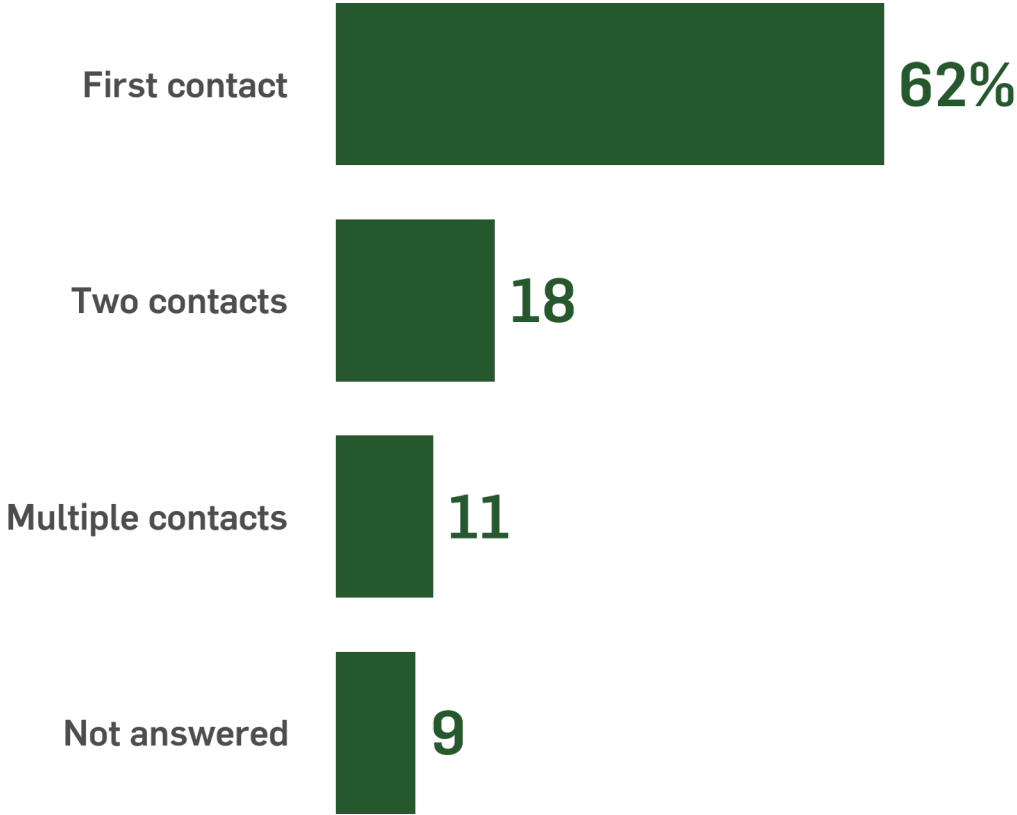


Q: During the past year, have you contacted any South Jordan office to seek service, information, or to file a complaint? (n = 1012)

# MOST ISSUES RESOLVED WITHIN ONE CONTACT

In our survey sample, 4 in 5 residents who contacted City offices got their request answered either by the first or second contact, with over 60% getting a resolution on their first contact. Public works leads reasons for contacting the City with utility billing and police tied for second.

Number of Contacts For Resolution



Reasons for Contacting City



Common "other" responses:

- Animal control
- Street light/sign issues
- Christmas tree pickup

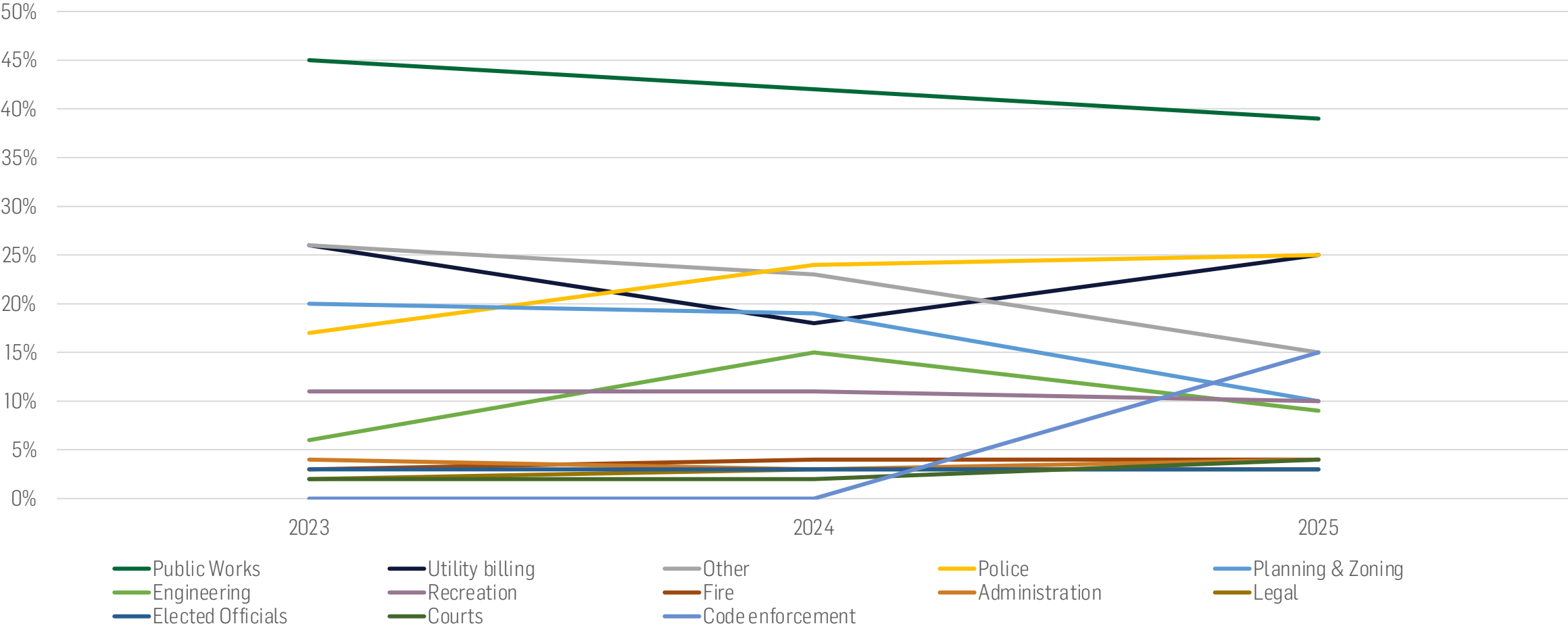
Q: When you have contacted South Jordan offices to seek service, information, or to file a complaint, were you able to have your request answered upon first contact or did it take multiple contacts to answer? (n = 325)

Q: For which of the following reasons have you contacted any South Jordan office during the past year? Please select all that apply. (n = 321)

# PUBLIC WORKS LEADS OVER LAST 3 YEARS

Despite declining over the last 3 years overall, public works continues to be the top reason why residents contact the City. Police related contacts were second in 2024 and maintained that position this year. Utility billing has also been second twice over the last 3 years in 2023 and again this year.

### Reasons for Contacting City Over Time

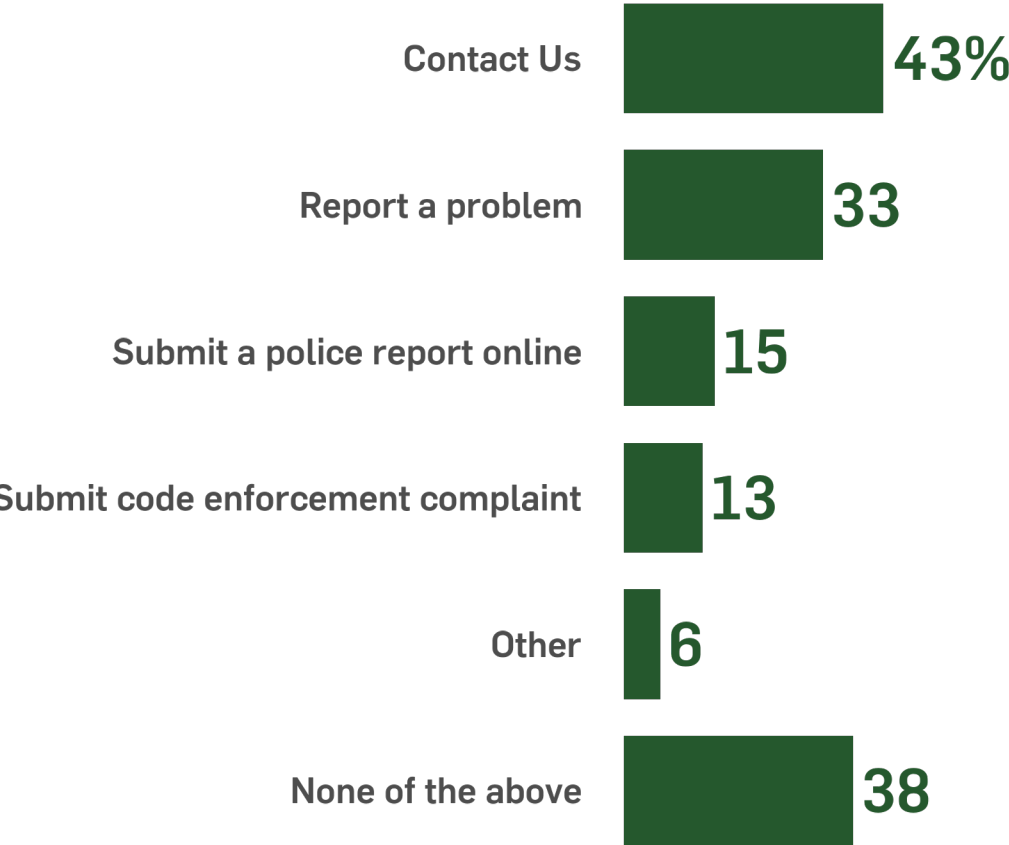


Q: For which of the following reasons have you contacted any South Jordan office during the past year? Please select all that apply. (n = 321)

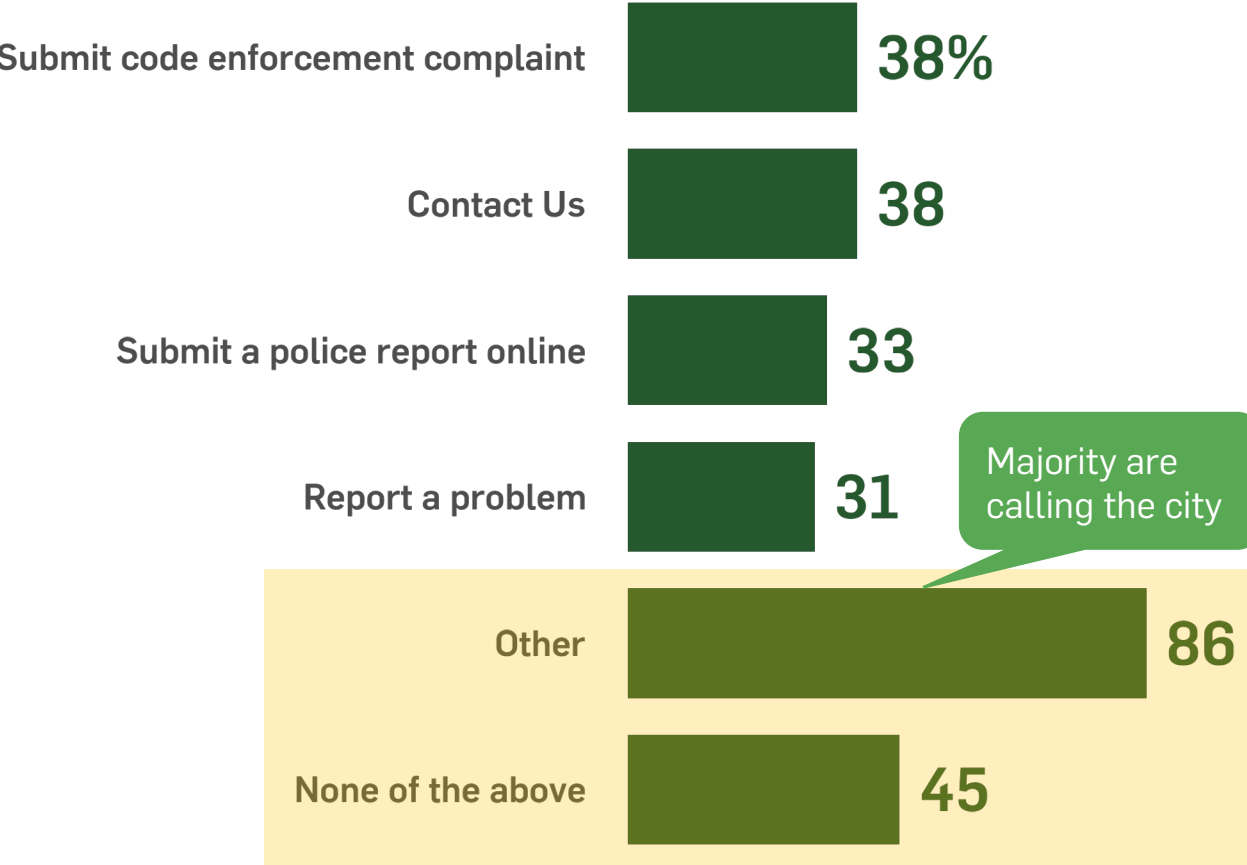
# MOST USE NON-LISTED METHOD FOR CONTACT

Nearly 9 in 10 respondents reported using another method for contacting the City than the ones provided. At the same time there is no contact method provided that received more than 45% of awareness among respondents.

## Contact Method Awareness



## Contact Method Used



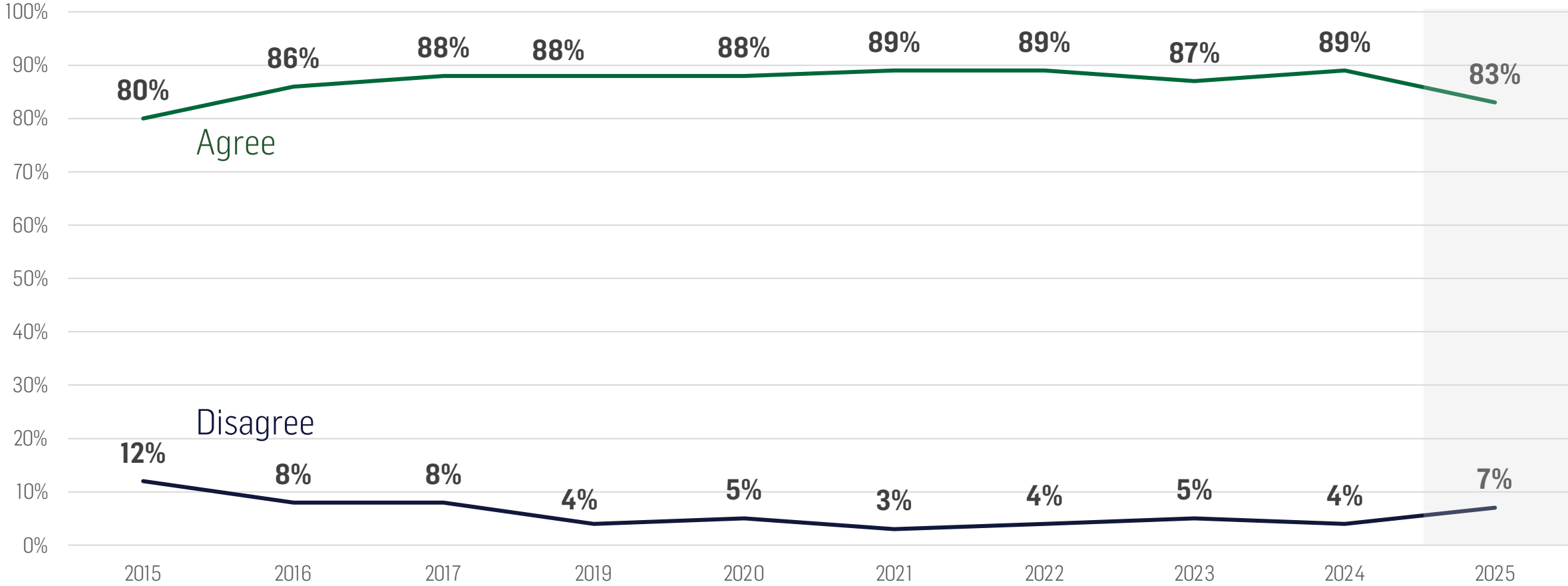
Q: Which of the following methods are you aware of for contacting South Jordan when you need to seek service, information, or file a complaint? (n = 992)

Q: Which of these methods have you used to contact South Jordan? Please select all that apply. (n = 631)

# MAJORITY WHO CONTACT CITY TREATED FAVORABLY

Among those who contact city offices to see information or file a complaint, an overwhelming majority (83%) agree that they were treated with courtesy and professionalism. Agreement with this statement has remained consistently high, despite a slight drop to 83% this year.

“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 = 325)



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THANK YOU



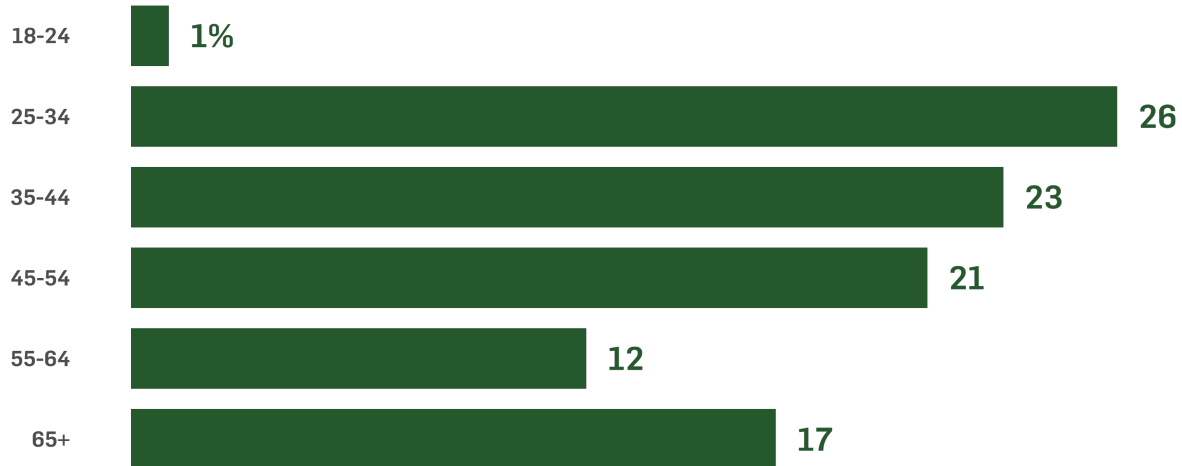
# **SAMPLE COMPOSITION**

# SAMPLE DEMOGRAPHICS

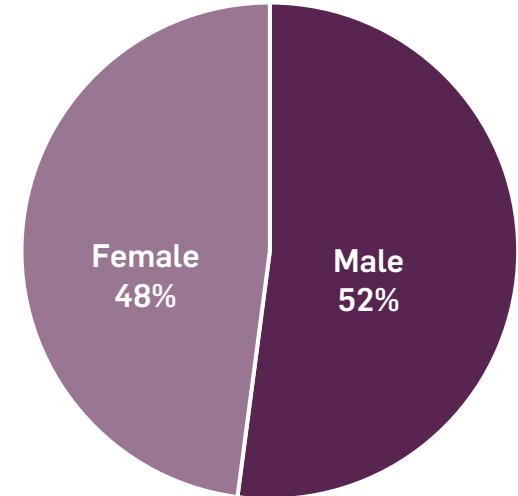
## Time Lived



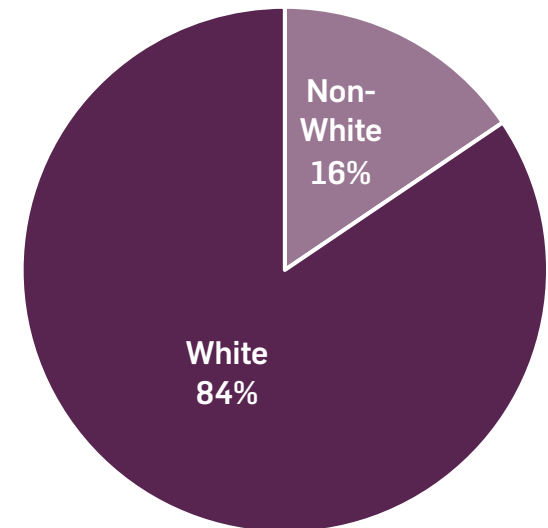
## Age



## Gender



## Ethnicity



# SAMPLE DEMOGRAPHICS

## Income

