



OREM 2015 CITIZENS SURVEY

PUBLIC OPINION RESEARCH





- 1 We surveyed **Orem City residents**- including a **new sample of UVU students** - via an online survey.
- 2 Overall, **city residents are happy with the way the city has been run.**
- 3 **Nearly all city services receive majority approval ratings.**
- 4 **Many residents have not participated in or unfamiliar with city events.** Youth rec programs and the Senior Friendship Center are also largely unknown.
- 5 **The majority of citizens who interacted with city staff were satisfied with their service experiences.**
- 6 **Public transportation is not well utilized and residents want more options.**
- 7 **A utility fee increase is feasible and there doesn't seem to be a strong threshold for price.**

THINGS TO REMEMBER

SURVEY METHODOLOGY

MINIMIZING ERROR

SURVEY METHODOLOGY



Sampling frame of our panelists consisted of a combined universe of panelists from all households in the Orem City utilities accounts and the city newsletter databases, plus a sample of 5,000 students living in Orem who attend Utah Valley University.

99%

Duplicate email addresses were discarded. In total, we emailed 6,878 invitations. 27 bounced due to either incorrect email addresses or high spam filter settings, resulting in a deliverability rate of 99%.

20%

Of the 6,878 delivered invitations, 1,383 citizens responded with 1,322 completed online surveys. This results in a response rate of just over 20% overall. Each email address could respond only once.

+3
-

1,322 interviews among an estimated adult population of 61,612 results in a margin of error for the survey of plus or minus 2.68 percentage points. Responses were weighted to better approximate city demographic composition.

SURVEY INVITATION

Survey was introduced as an official city-sponsored survey with academic support.

Subject: Official Orem City Survey

Hello there,

We invite you to participate in a special citywide survey of Orem residents. The purpose of the survey is to ask for your input about important issues facing Orem. This survey includes questions about important upcoming policy decisions and the results will be used during official city deliberations.

Your participation is very important and will help make the survey accurate. This online survey takes about 15 minutes to complete and your answers are completely confidential.

To take the survey click on the link below:

[Take the survey](#)

Your participation is very important and will help to shape Orem's future.

Sincerely,

Orem City staff and Quin Monson, Ph.D., Y² Analytics

SURVEY INVITATION

Citizens were offered details about the researchers & given option to unsubscribe.

Subject: Official Orem City Survey

**** Frequently Asked Questions ****

Who is Y² Analytics?

Y² Analytics is a research firm located in Salt Lake City. We are conducting the survey on behalf of the staff and elected officials of Orem City.

How did you get my email address?

You joined an opinion panel of Orem citizens during the June citywide survey about technology issues.

Can you take my name off this list and stop contacting me?

Yes. Click on the link below to opt out of any further contact about this survey.

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)

60

invitees (or less than 0.05%, 21 citizens and 39 students) unsubscribed from the survey email list

CITY DIRECTION & PERCEPTIONS

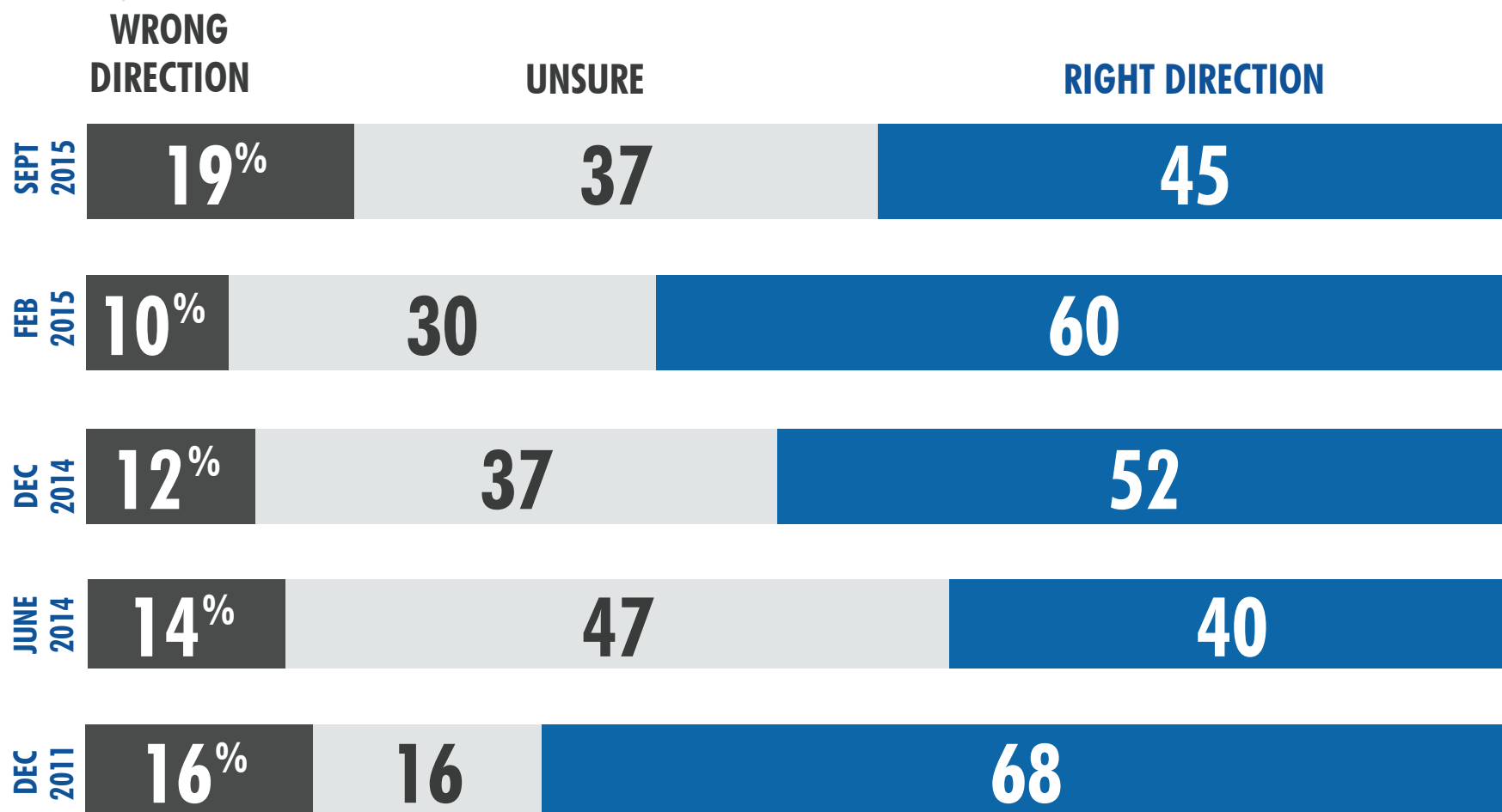
MAJORITY SATISFIED WITH OREM CITY

OVERALL DIRECTION

Perceptions of Orem are down from our previous surveys.



Overall, would you say the *city of Orem* is headed in the right direction or the wrong direction?

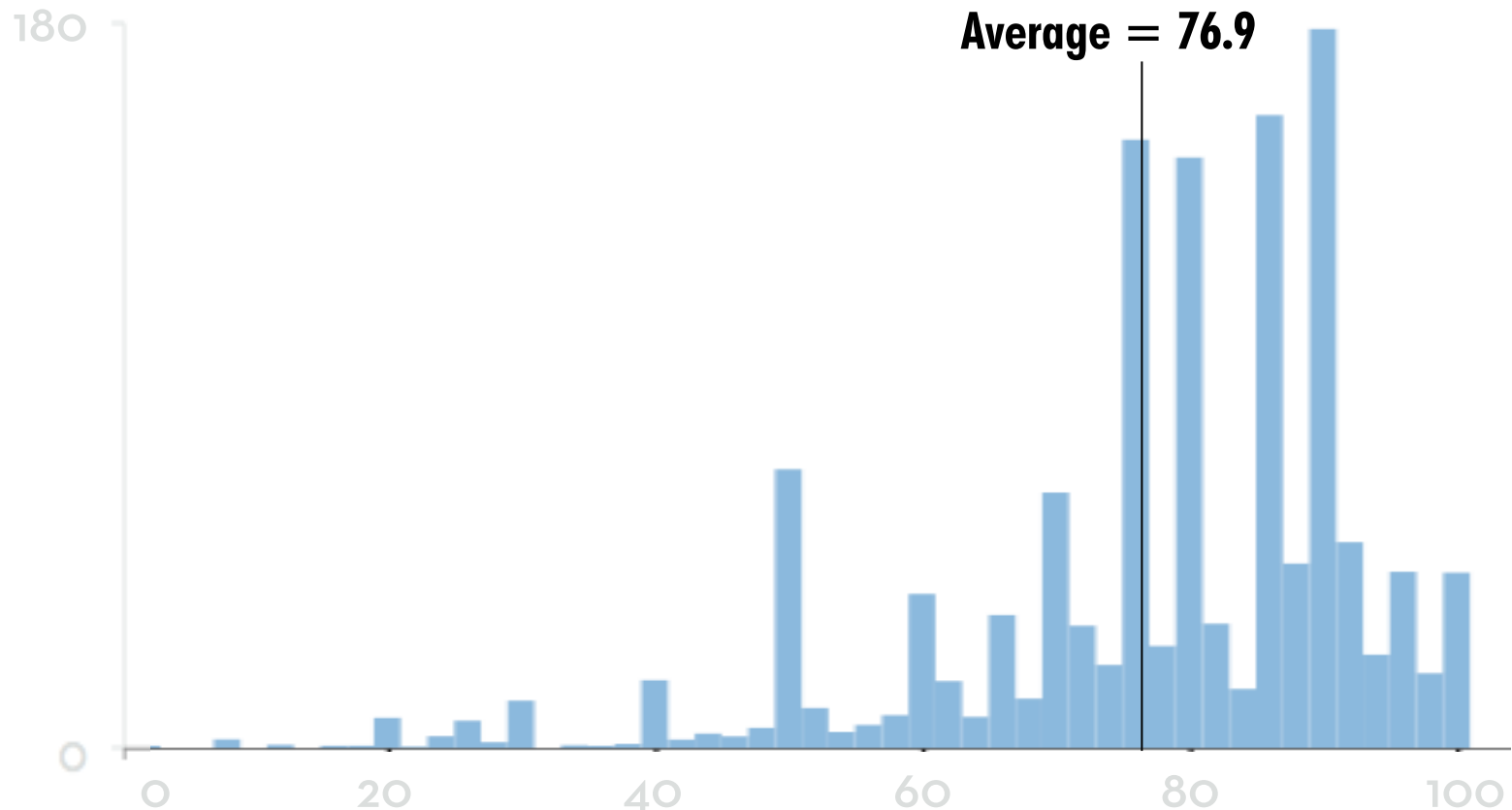


OVERALL QUALITY OF LIFE

Average quality of life rating in Orem is about 77 on a 0-100 scale.



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 Orem?**

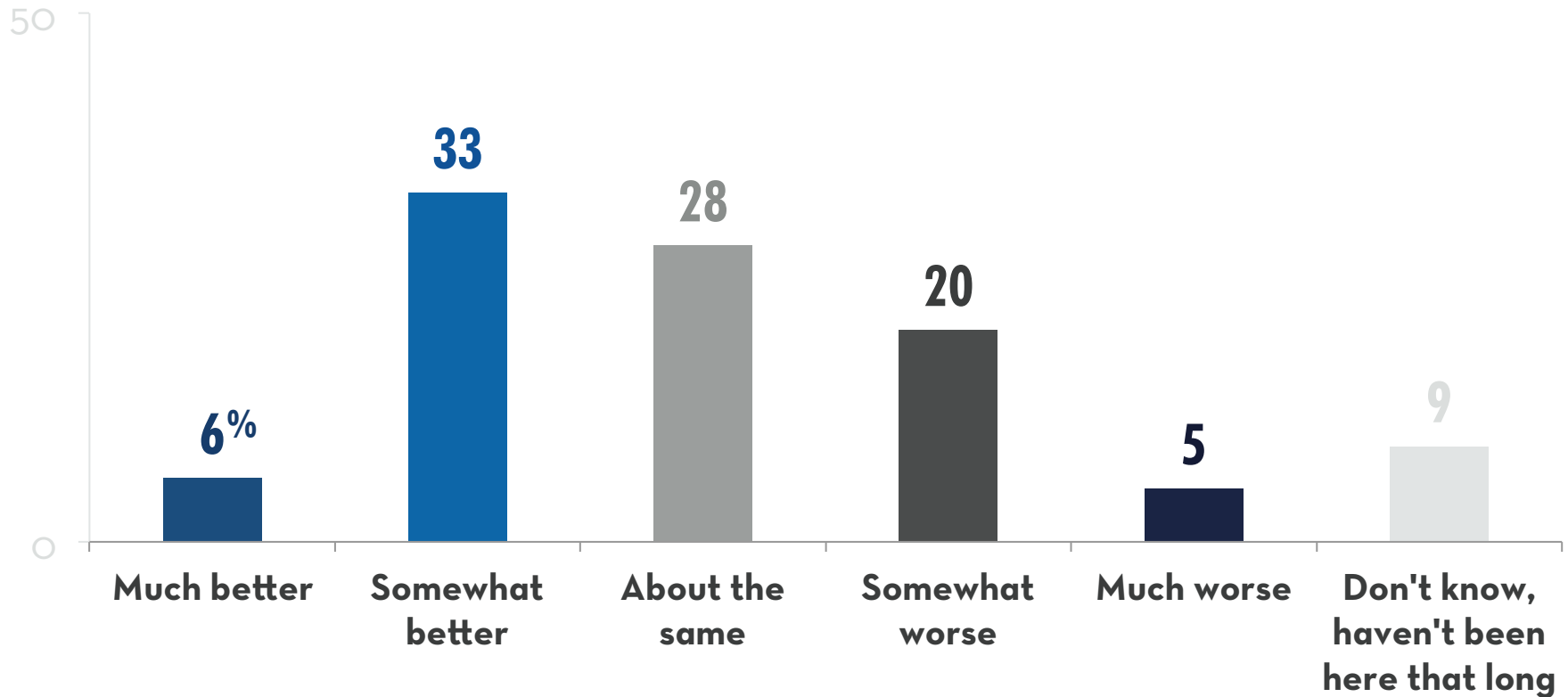


OREM NOW AND THEN

About 40% of respondents believe Orem is better today than it was five years ago, while a quarter say the city is worse.



How would you rate the City of **Orem** today compared to five years ago? Would you say it is...



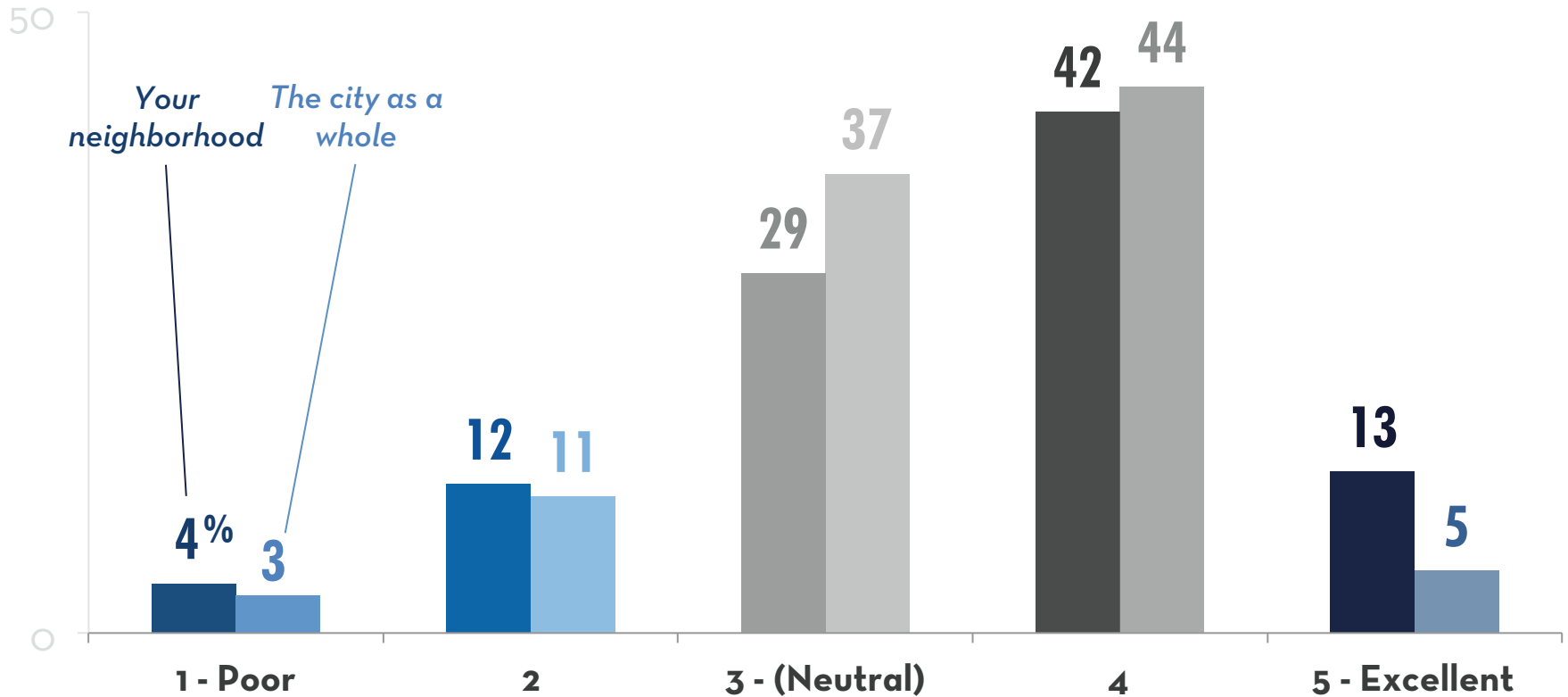
APPEARANCE OF OREM

We asked residents to evaluate the physical attractiveness of their neighborhoods and the city.



Please rate each of the following aspects of quality of life in Orem using a 1-5 scale with one meaning “poor” and five meaning “excellent.”

Physical attractiveness of...

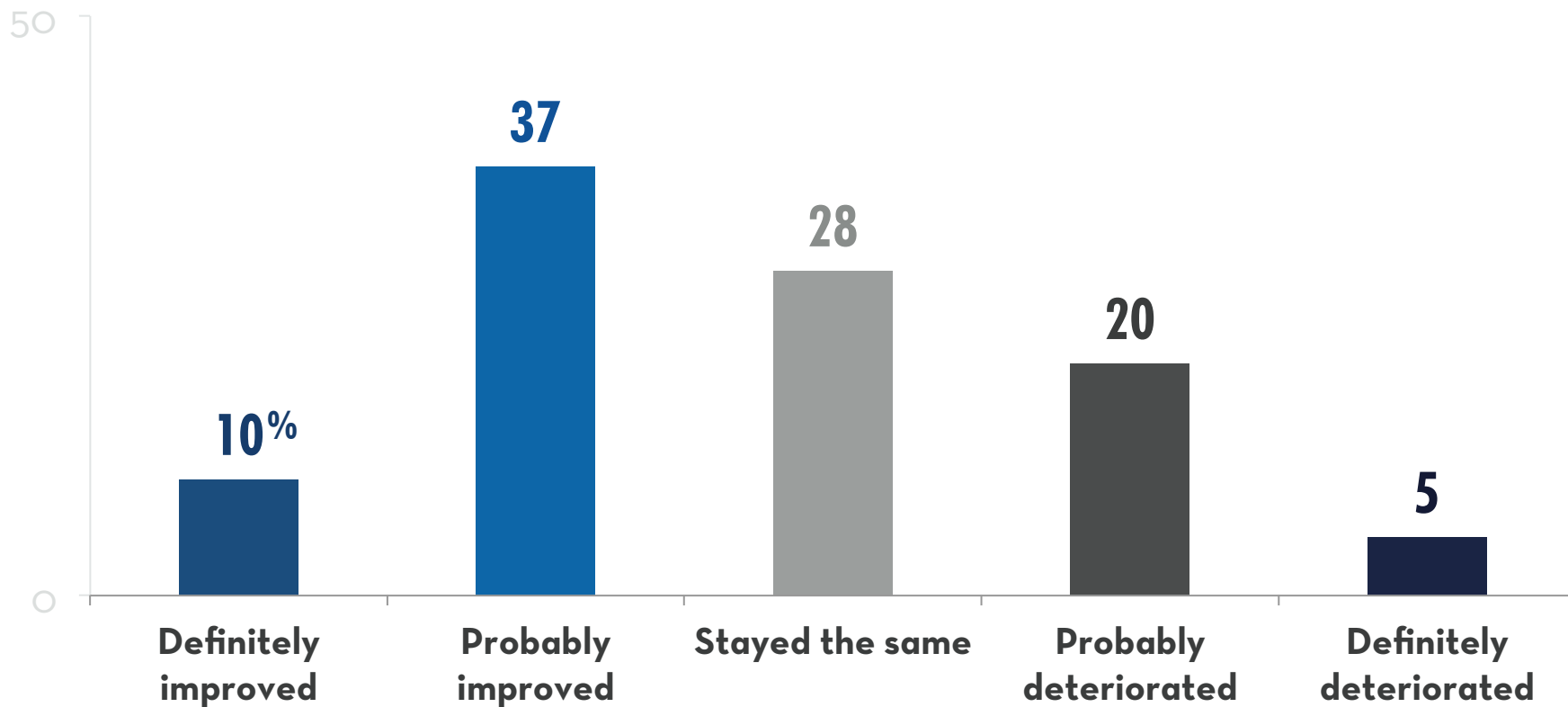


OREM'S IMAGE OVER TIME

37% of respondents say that the overall image of Orem has improved in the last five years.



Now, thinking about the image of Orem, in your opinion has the **overall image of Orem** improved, stayed the same, or deteriorated in the past 5 years?

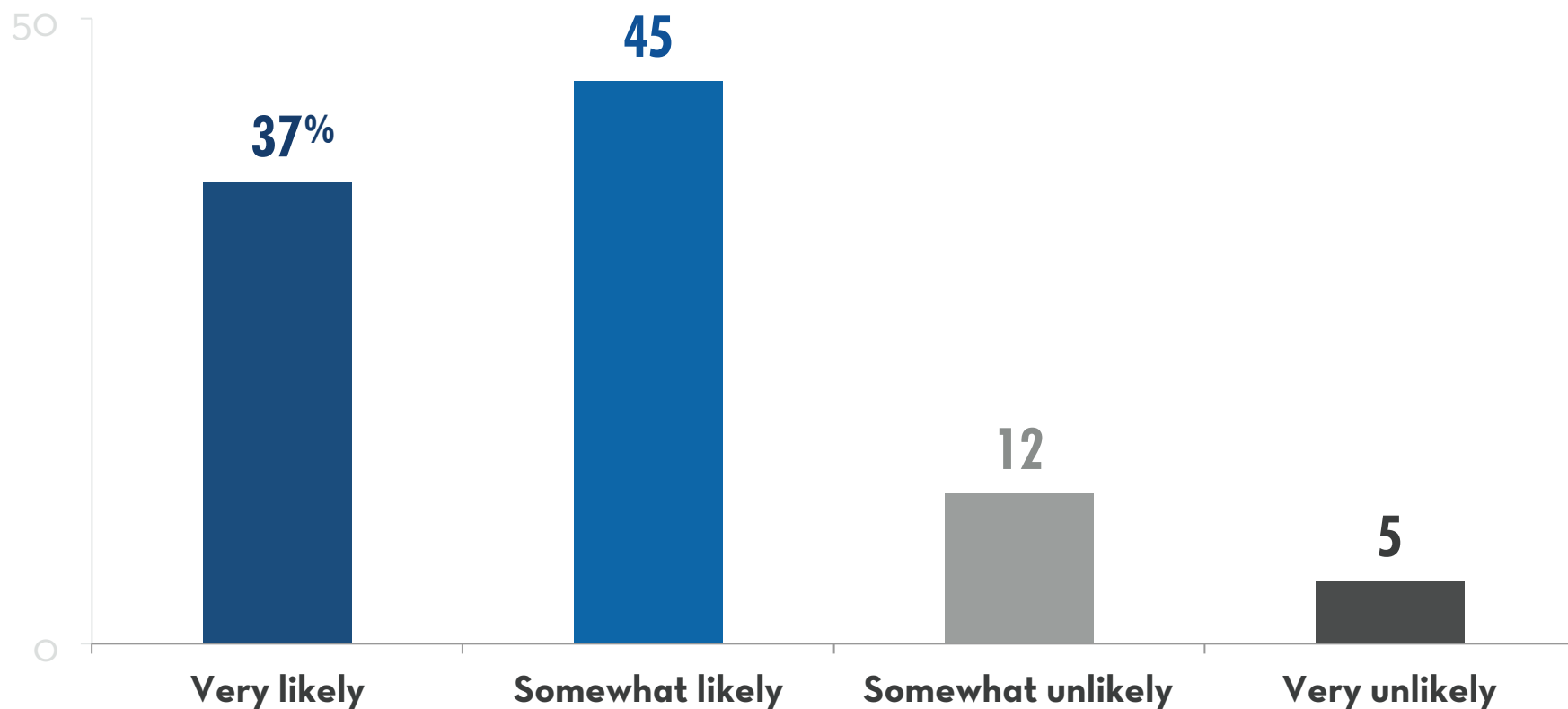


RECOMMENDING OREM

A large majority of respondents are likely to recommend Orem to others as a good place to live.



How likely are you to recommend the City of Orem to others as a good place to live?

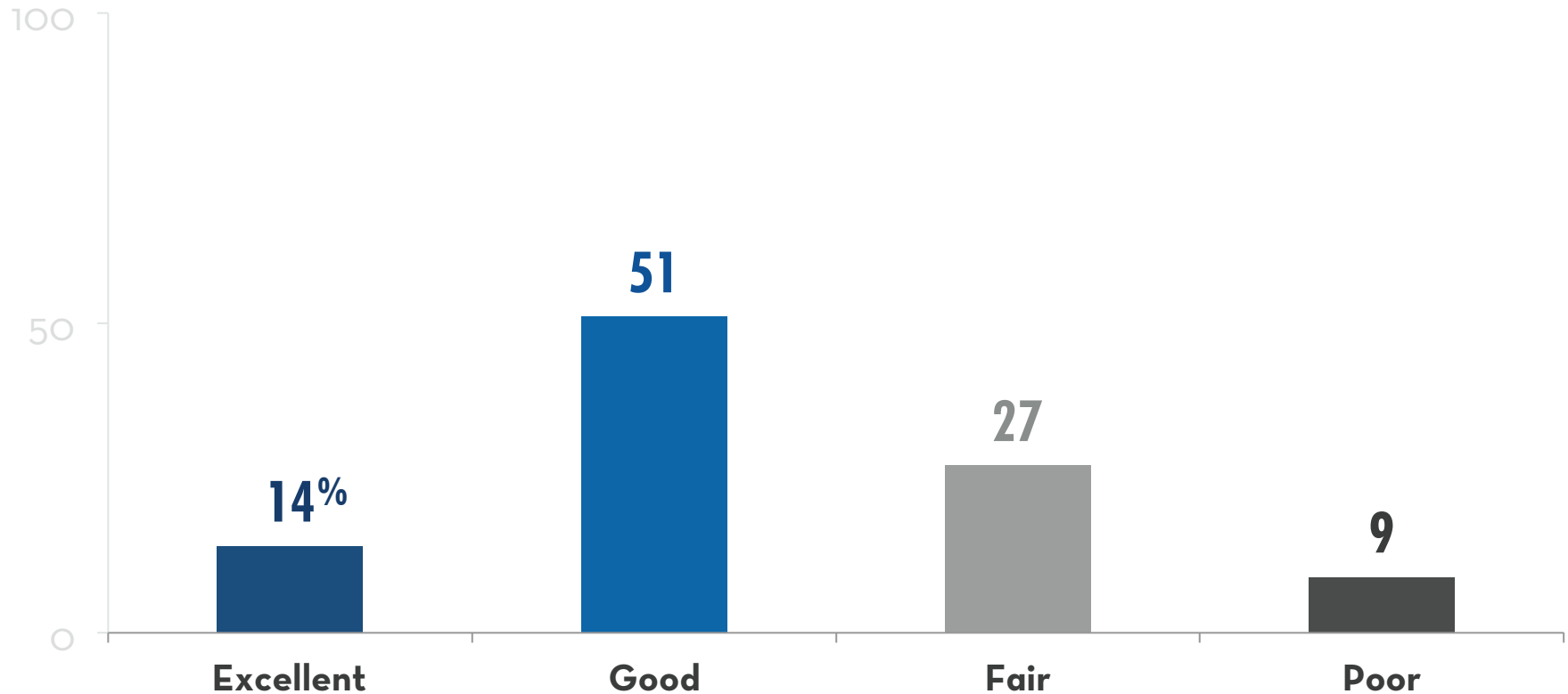


VALUE FOR TAX DOLLAR

Most respondents are satisfied with the service they receive for their tax dollar in Orem.

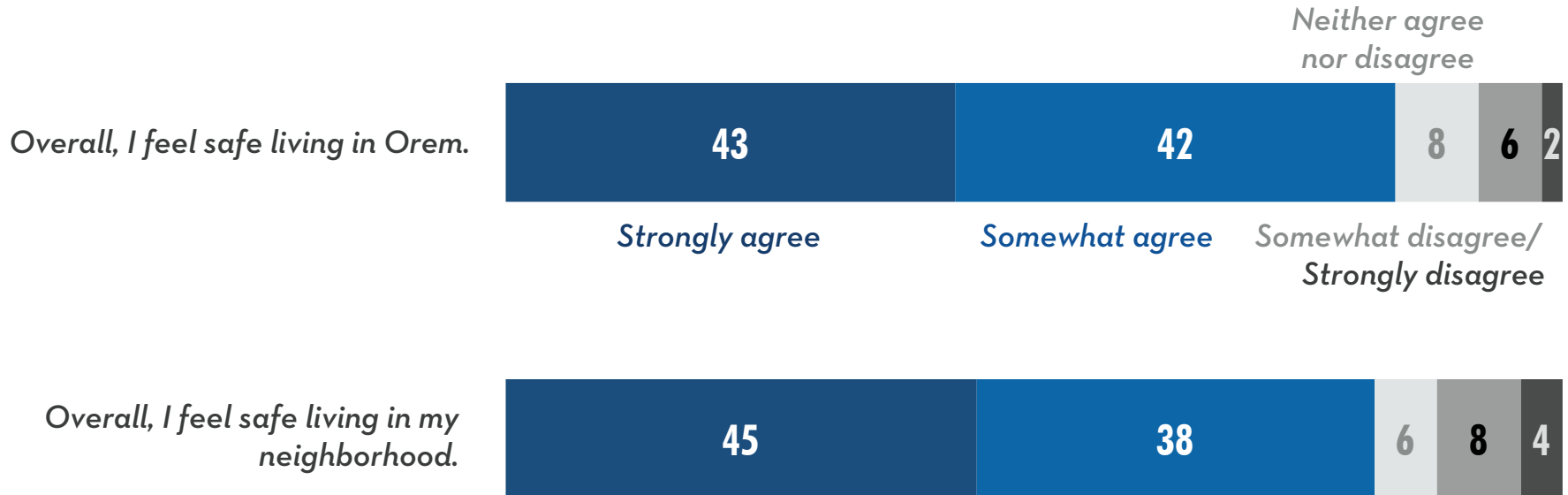


In general, how do you rate the service you receive from Orem for your tax dollar?



SAFETY IN OREM

We asked residents if they agreed or disagreed with statements about Orem and their neighborhoods.



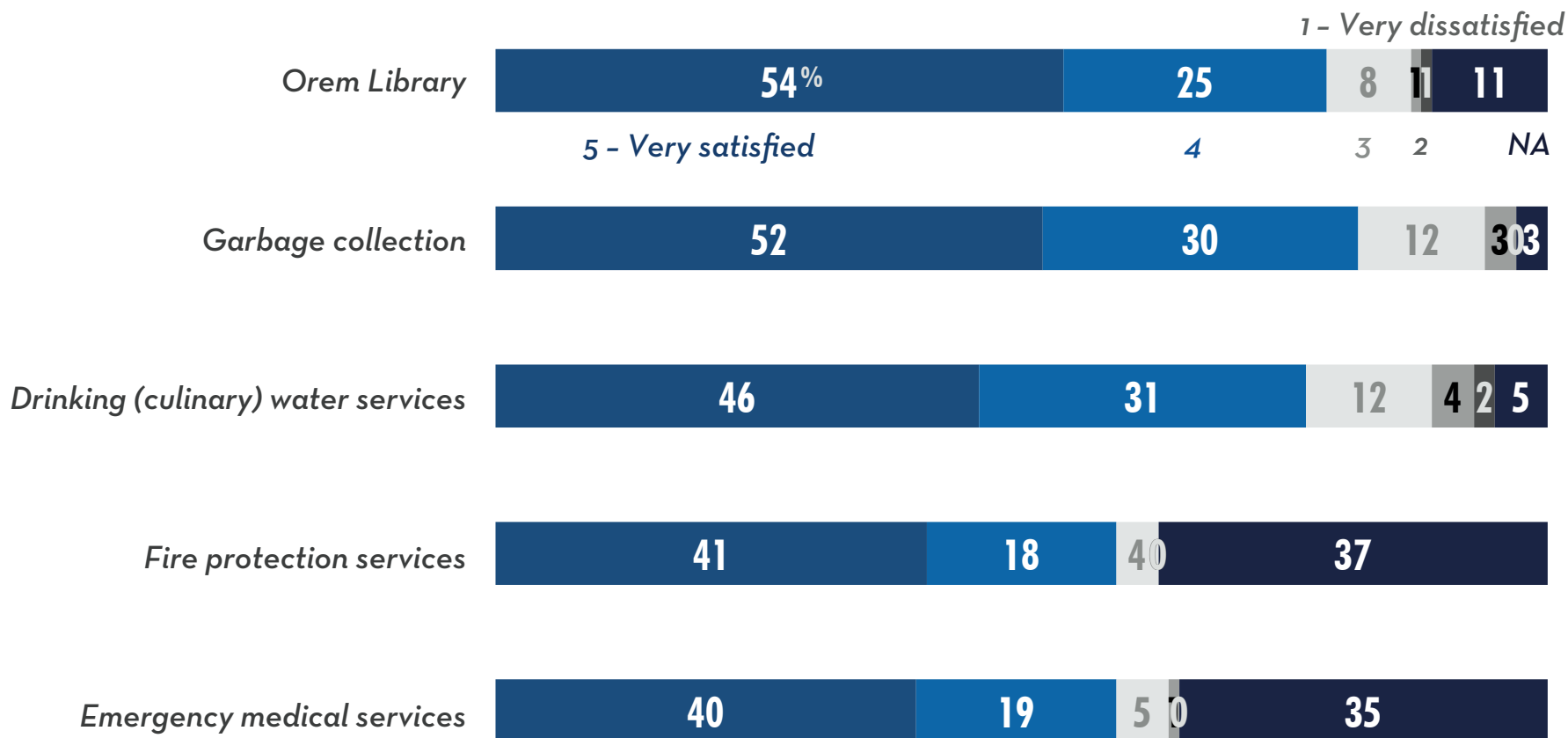
OREM CITY SERVICES

OREM CITY SERVICES

We asked residents to evaluate government services in Orem.



Orem provides a number of services to its residents. Please rate each of the following services using a 1-5 scale, with **1 meaning very dissatisfied** and **5 meaning very satisfied**. If you are unfamiliar with a service, select Not applicable.

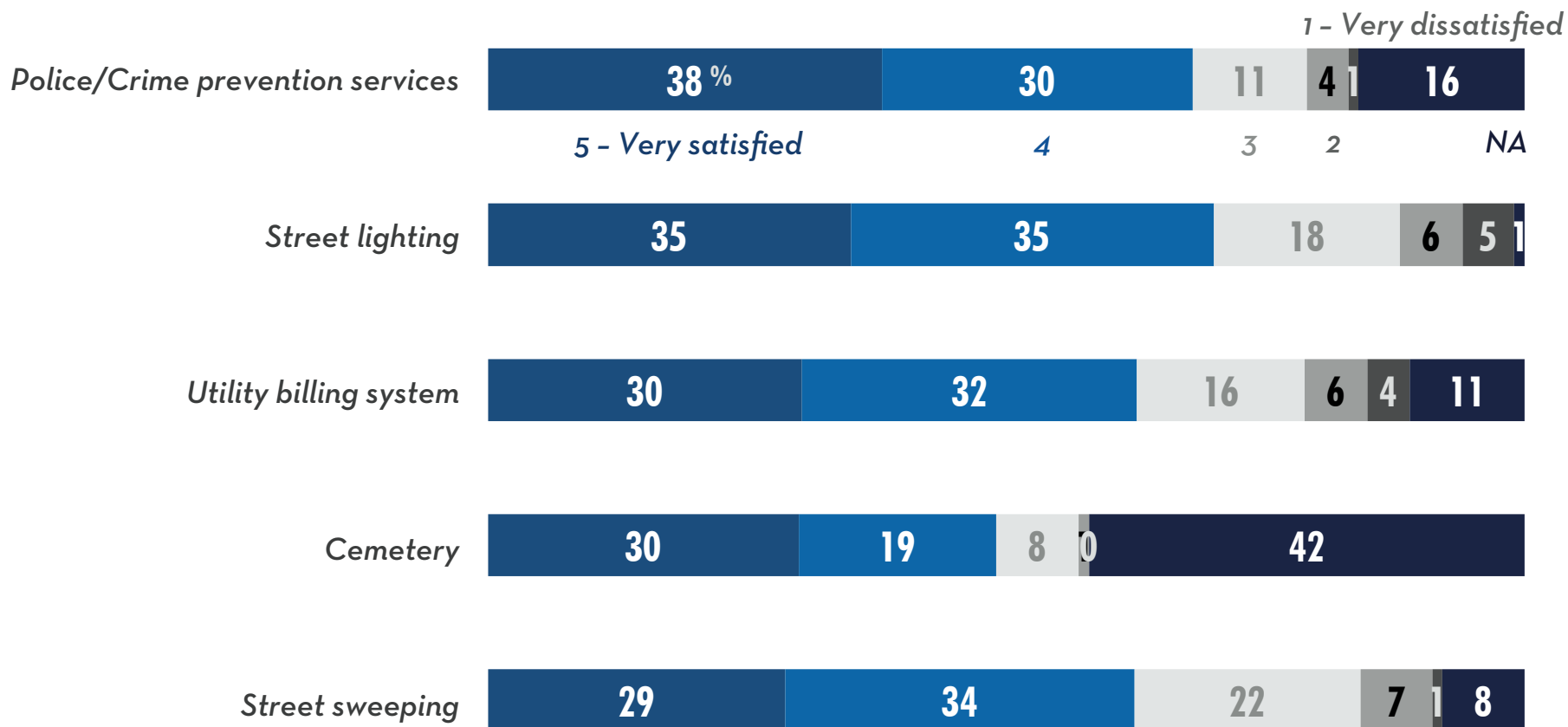


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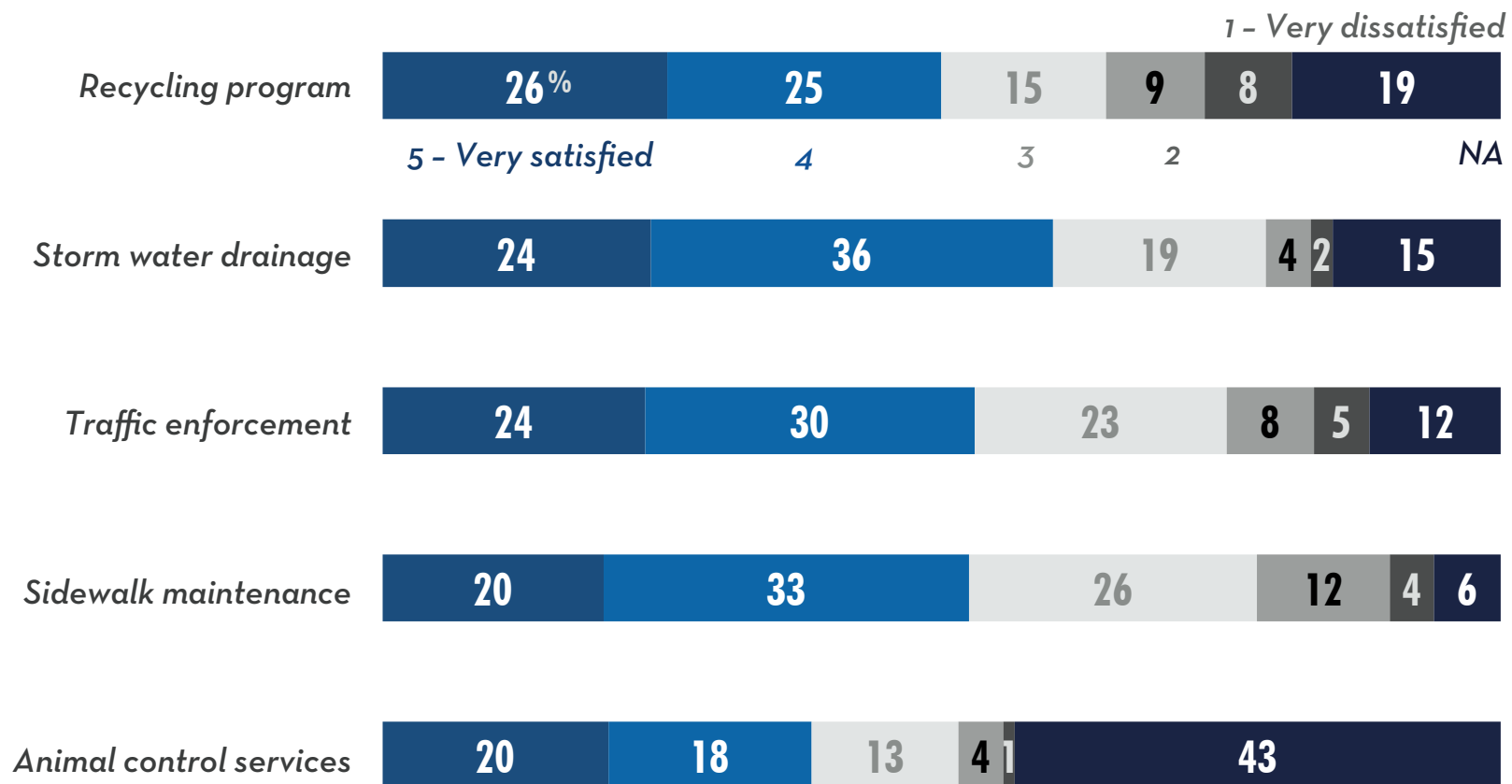


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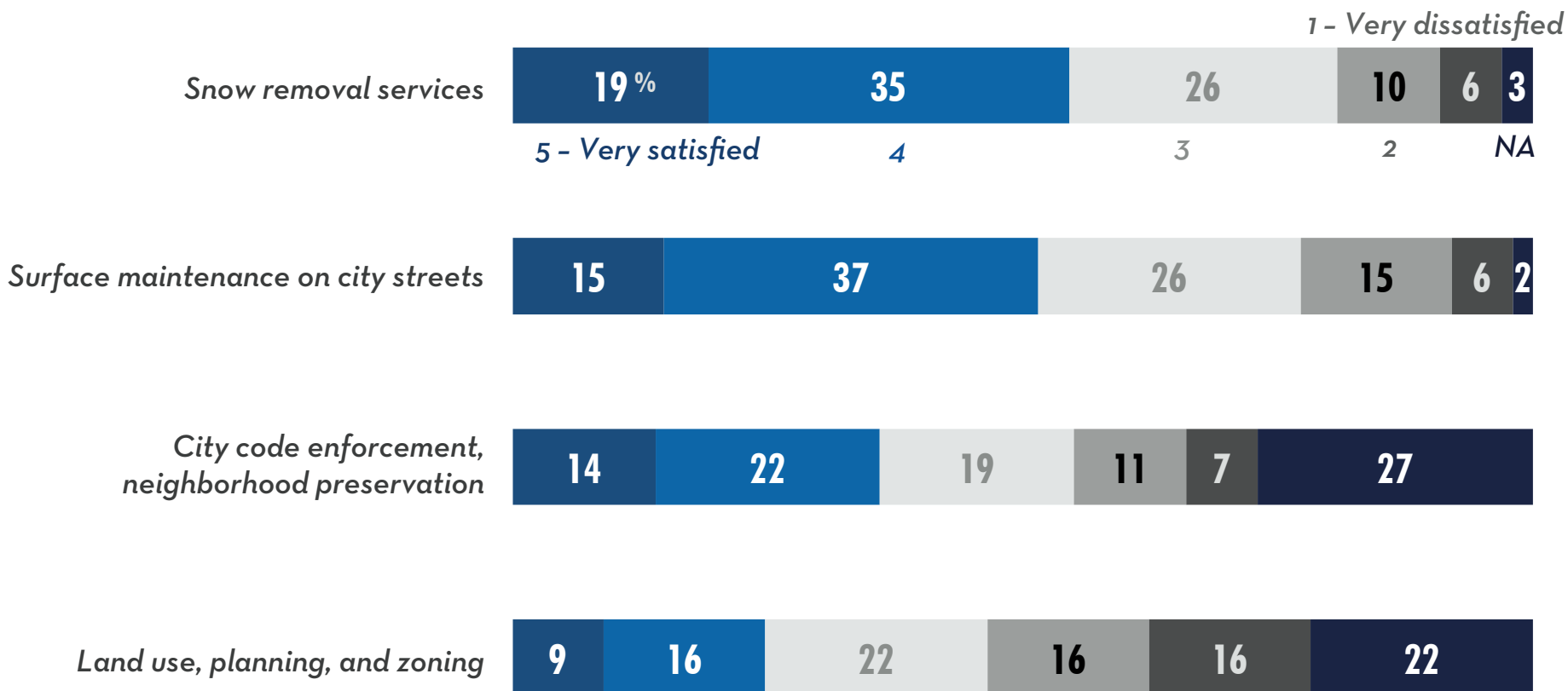


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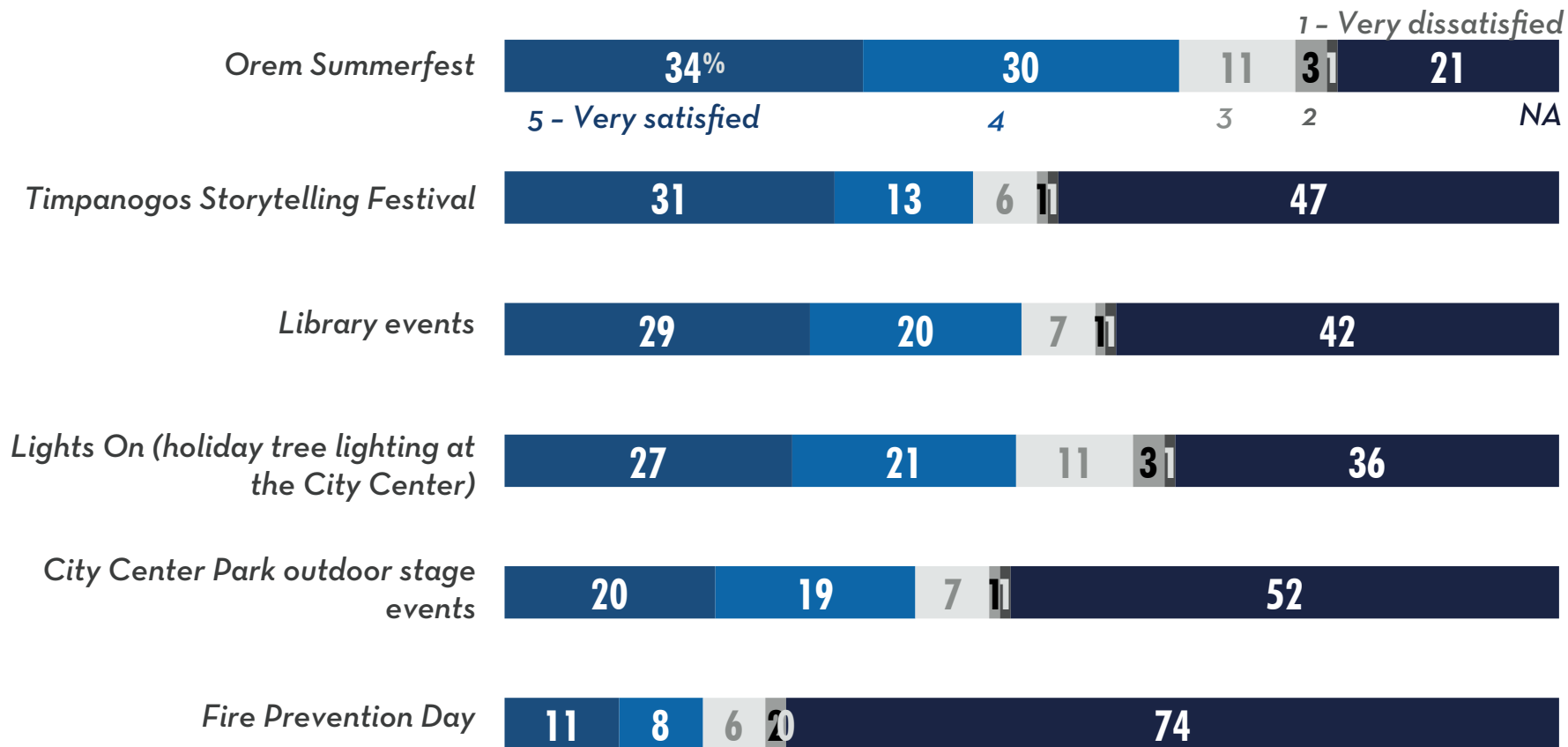
OREM CITY EVENTS

OREM CITY EVENTS

We asked residents to evaluate events in Orem.



Orem also organizes a number of city events. Please rate each of the following services using a 1-5 scale, with **1 meaning very dissatisfied and 5 meaning very satisfied**. If you are unfamiliar with an event, select Not applicable.



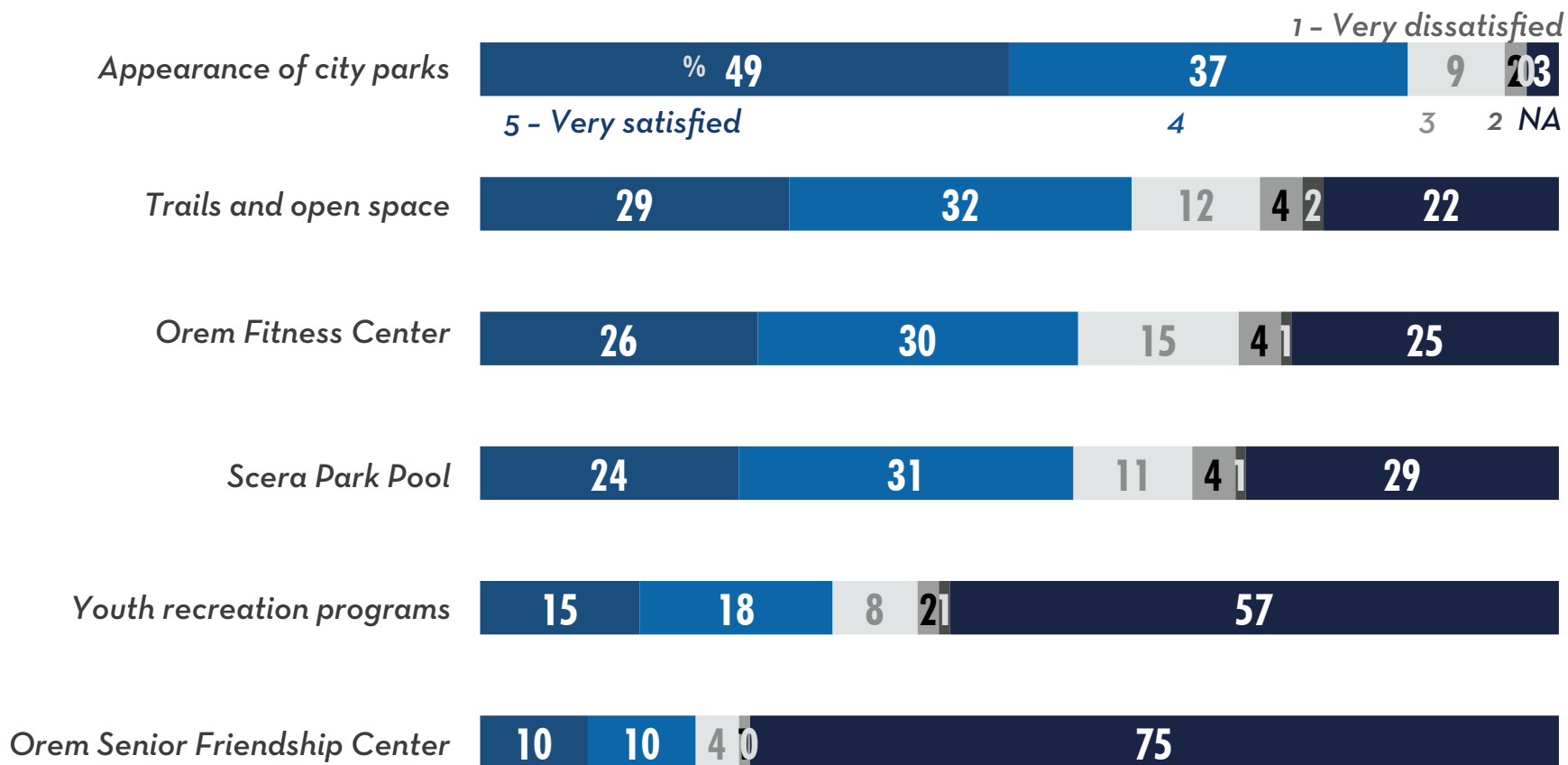
OREM RECREATION PROGRAMS

OREM RECREATION PROGRAMS

We asked residents to evaluate recreational programs and facilities in Orem.



Orem also runs a number of recreational programs and facilities. Please rate each of the following recreational programs and facilities using a 1-5 scale, with **1 meaning very dissatisfied and 5 meaning very satisfied**. If you are unfamiliar with a recreational program or facility, select Not applicable.



OREM RECREATION PROGRAMS

We asked residents to evaluate recreational programs and facilities in Orem.



If you have any comments you would like to briefly share about your experience with any Orem City recreational program or facility, please enter them here.



OREM CITY EMPLOYEES

OREM CITY EMPLOYEES

We asked residents to evaluate city employees in Orem.



Please rate each of the following using a 1-5 scale, with **1 meaning very dissatisfied and 5 meaning very satisfied**. If you are unfamiliar with an item, select Not applicable.



UTOPIA IN OREM

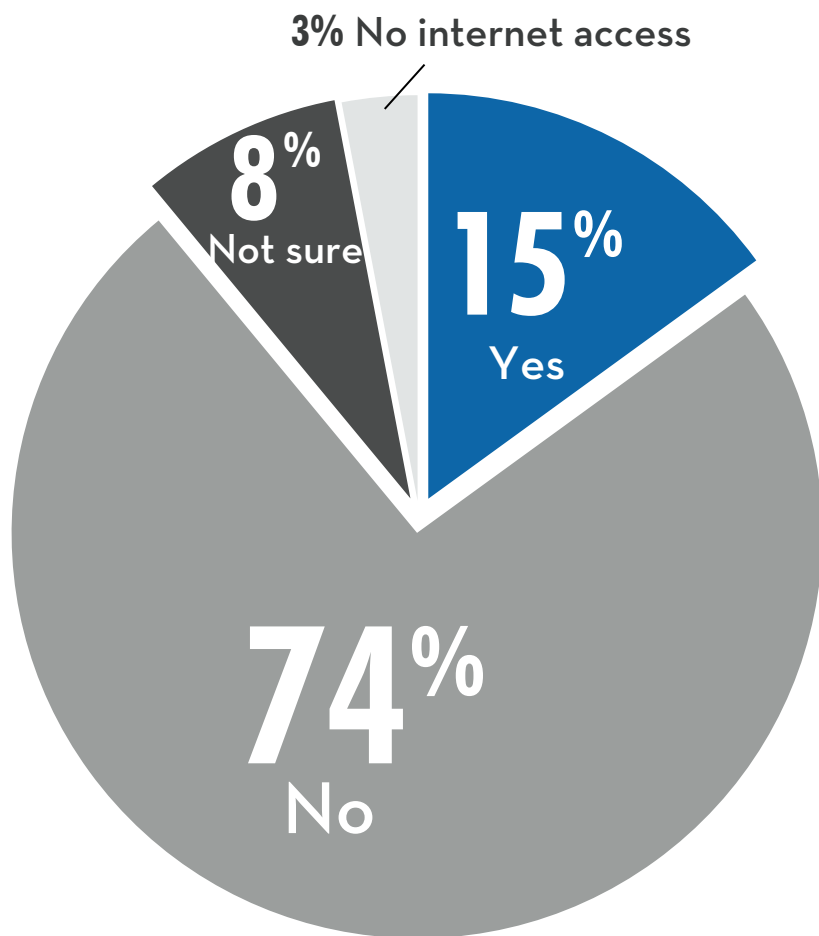
USE & AVAILABILITY

UTOPIA USERS

Only 15% of respondents report connecting to the internet through the UTOPIA network.



At home, do you connect to the internet through the UTOPIA network?

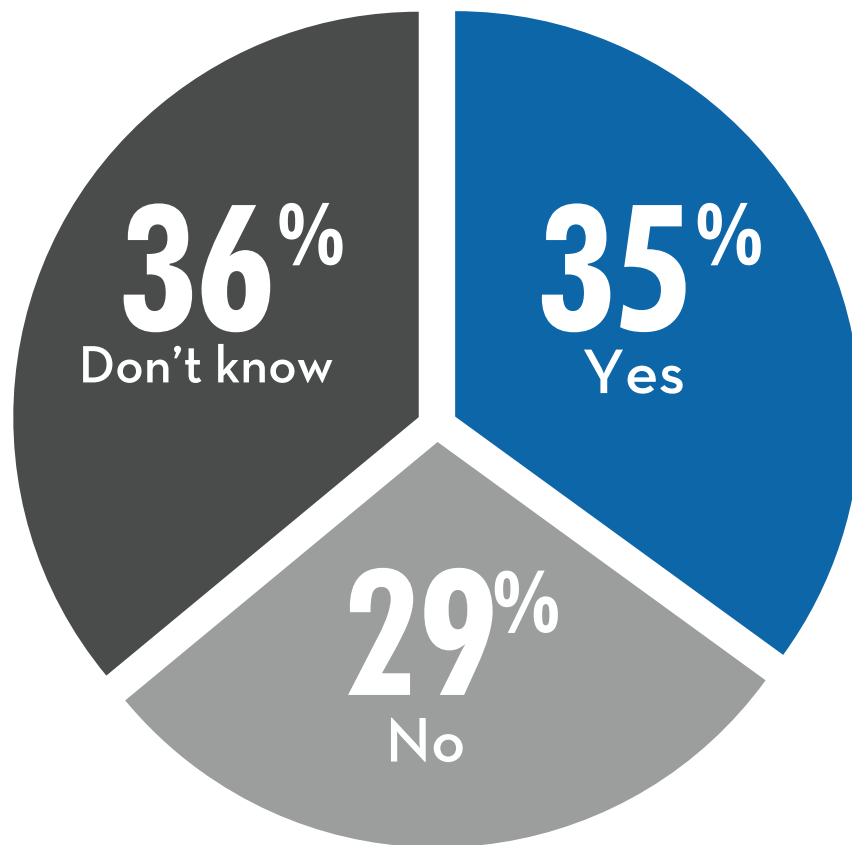


POTENTIAL UTOPIA USERS

Of those who are not currently using UTOPIA, 35% would use the UTOPIA network if it was available to them.



Would you choose the UTOPIA network for internet access if it was available to you?



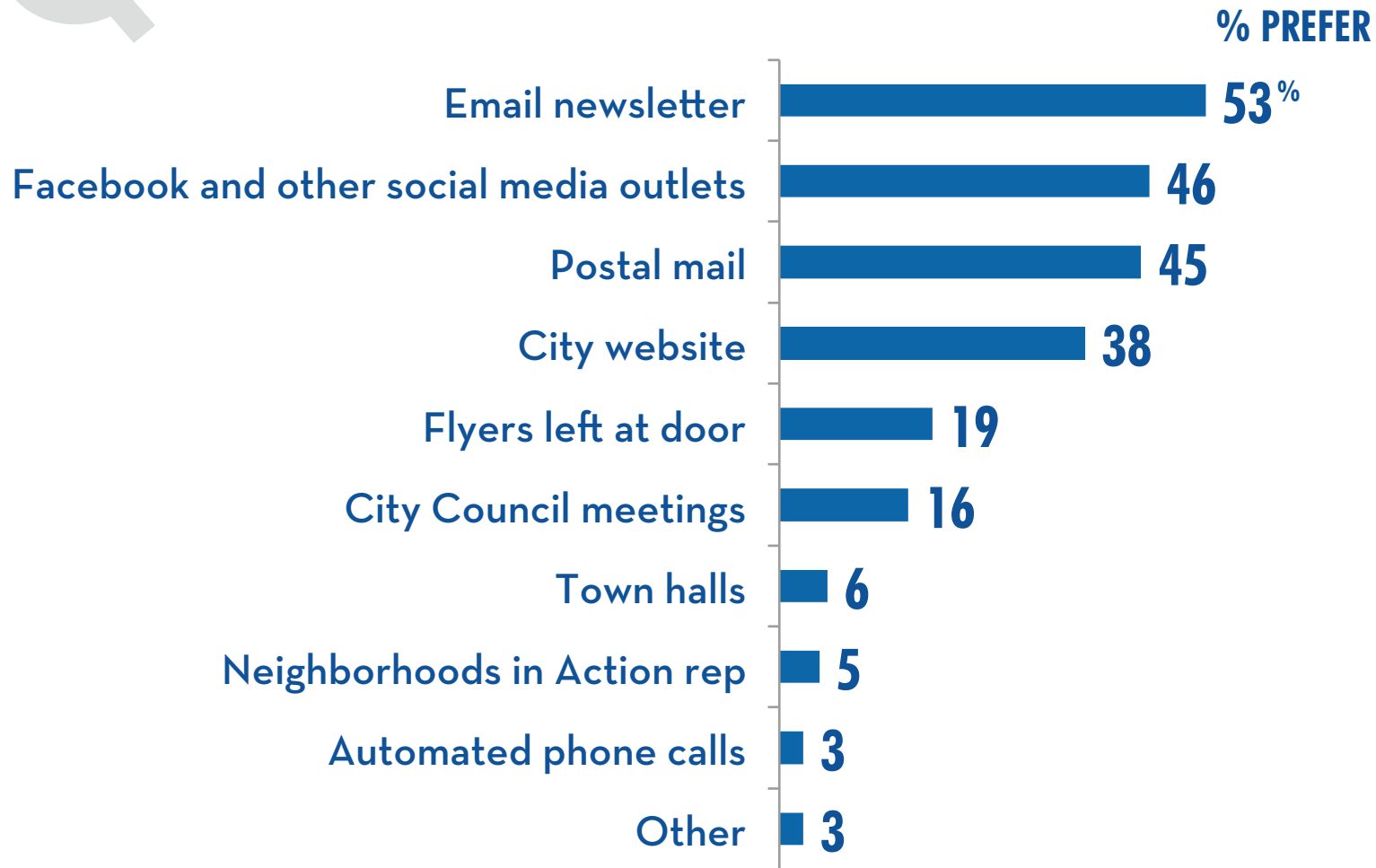
COMMUNICATION FROM OREM
DIGITAL MEDIUMS ARE PREFERRED

PREFERRED CHANNEL FOR CITY INFORMATION

The vast majority of residents prefer to receive information digitally.



How would you prefer to receive information about Orem City?

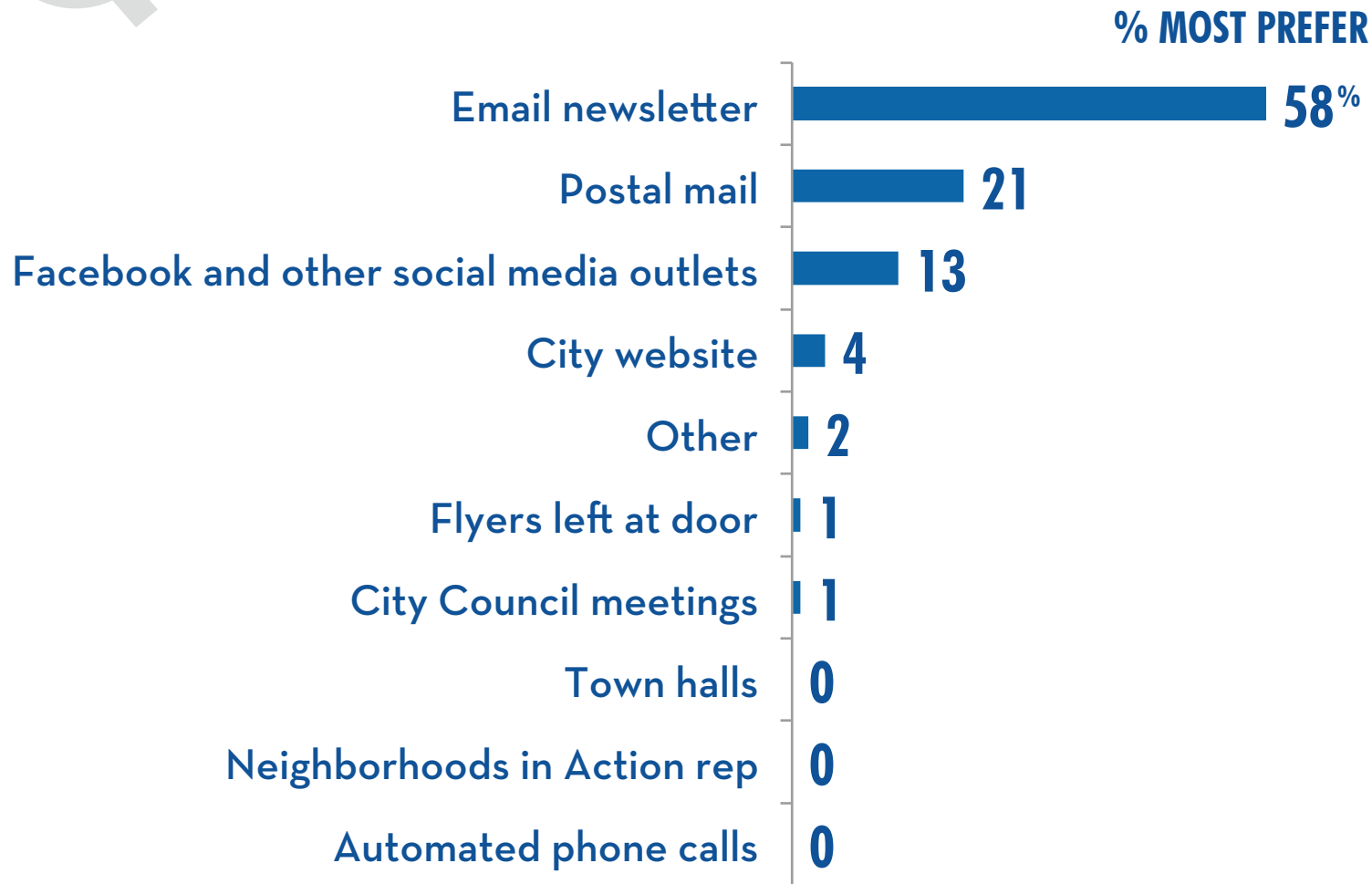


PREFERRED CHANNEL FOR CITY INFORMATION

Nearly a supermajority of residents most prefer an emailed newsletter for info.



What would be your **MOST PREFERRED** way to receive information about Orem City?



CITY STAFF

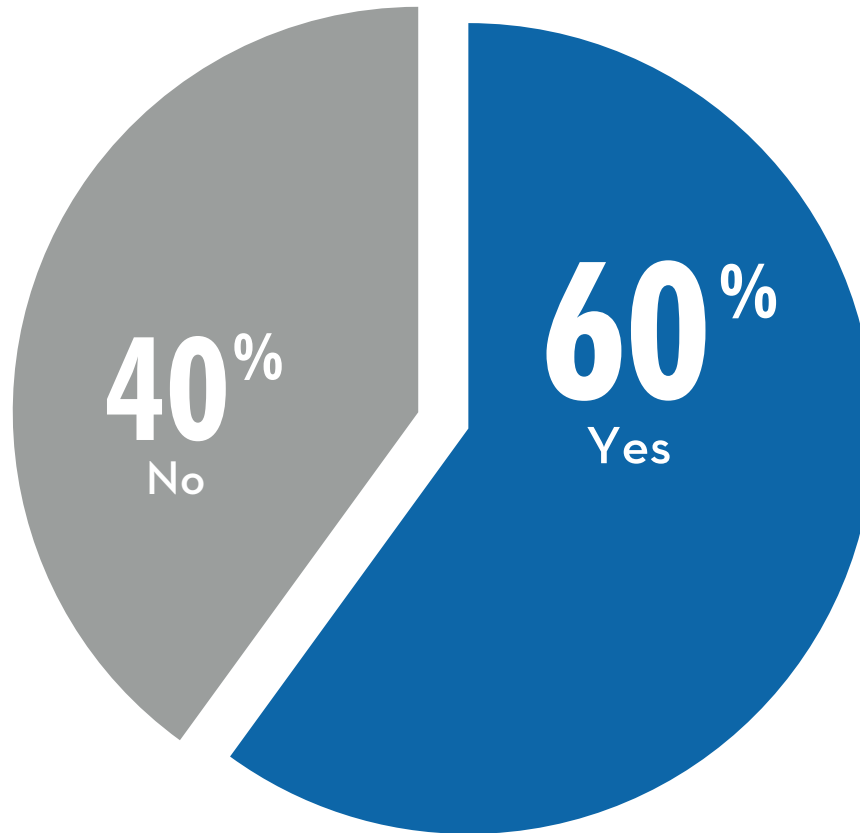
MAJORITY HAVE POSITIVE EXPERIENCES

PERSONAL EXPERIENCE WITH CITY STAFF

60% of respondents have contacted a city office in the past year.



During the past year have you contacted an Orem office to seek service, information, or to file a complaint?

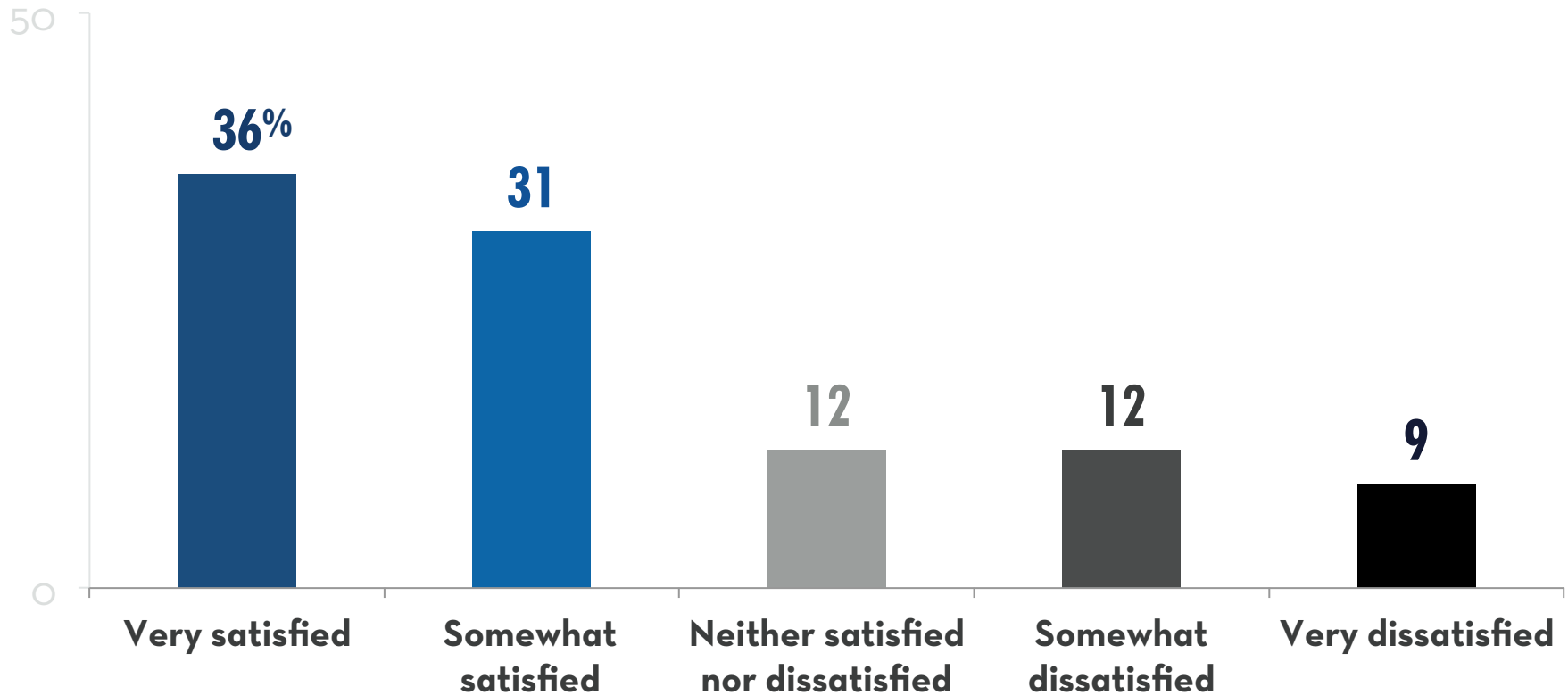


PERSONAL EXPERIENCE WITH CITY STAFF

Of the 60% of respondents who have contacted a city office within the past year, 67% were satisfied with the city's response.



Were you generally satisfied or dissatisfied with the city's response?



OREM CITY INITIATIVES

GROWTH & SUSTAINABILITY

CITY INITIATIVES

In a list of eleven possible initiatives, preserving quality neighborhoods ranked the highest among important items.

Q Below is a list of possible future city initiatives. First, drag and drop each item into the box that best reflects its importance to you. Then, rank the items within each box where the top item is the **HIGHEST PRIORITY** and the bottom item is the **LOWEST PRIORITY**.



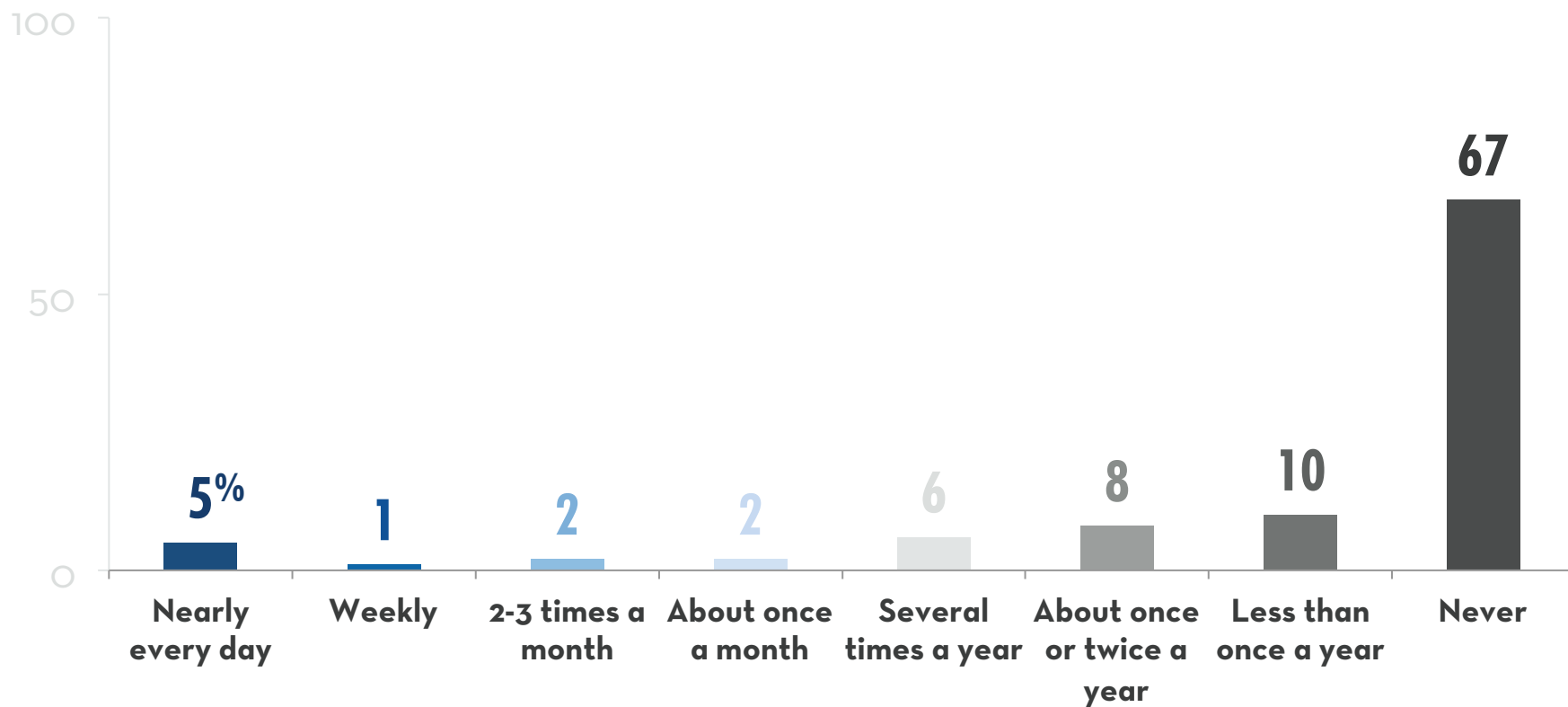
PUBLIC TRANSPORTATION

PUBLIC TRANSPORTATION

10% of respondents use public transportation monthly or more often, while two thirds say they never use public transportation.

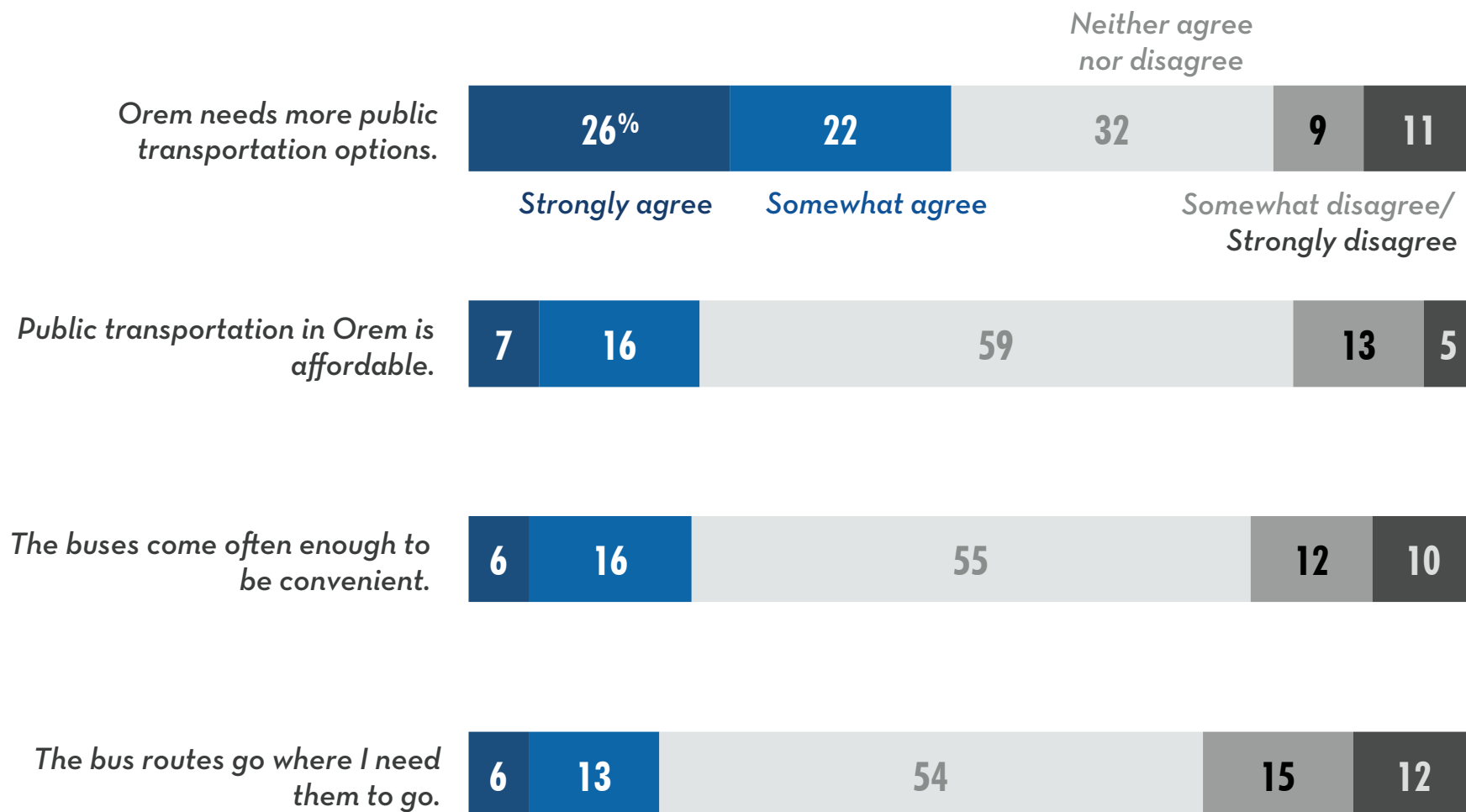


How often do you take public transportation when traveling around Orem?



PUBLIC TRANSPORTATION

We asked residents if they agreed or disagreed with statements about public transportation in Orem.



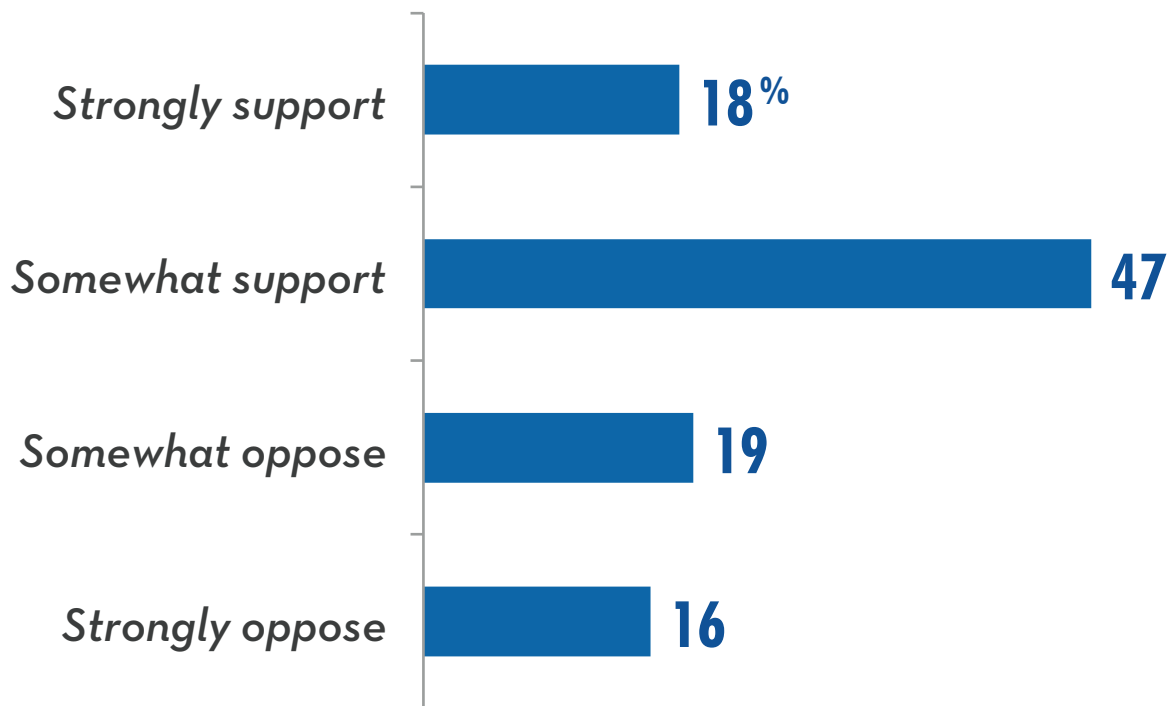
UTILITY FEE INCREASE

UTILITY FEE INCREASE

The majority of residents would support a necessary utility fee increase.



If you knew the money would be used for necessary water and sewer infrastructure projects, would you support or oppose an increase in your monthly utility fees?



UTILITY FEE – WILLING TO PAY

67% would be willing to pay an additional \$5 per year for nine years.



Orem has identified a significant need for upgrades and improvements to the city's water storage and distribution infrastructure. Knowing this, how willing would you be to support a **\$5 increase in your monthly utility fees each year for the next nine years?**

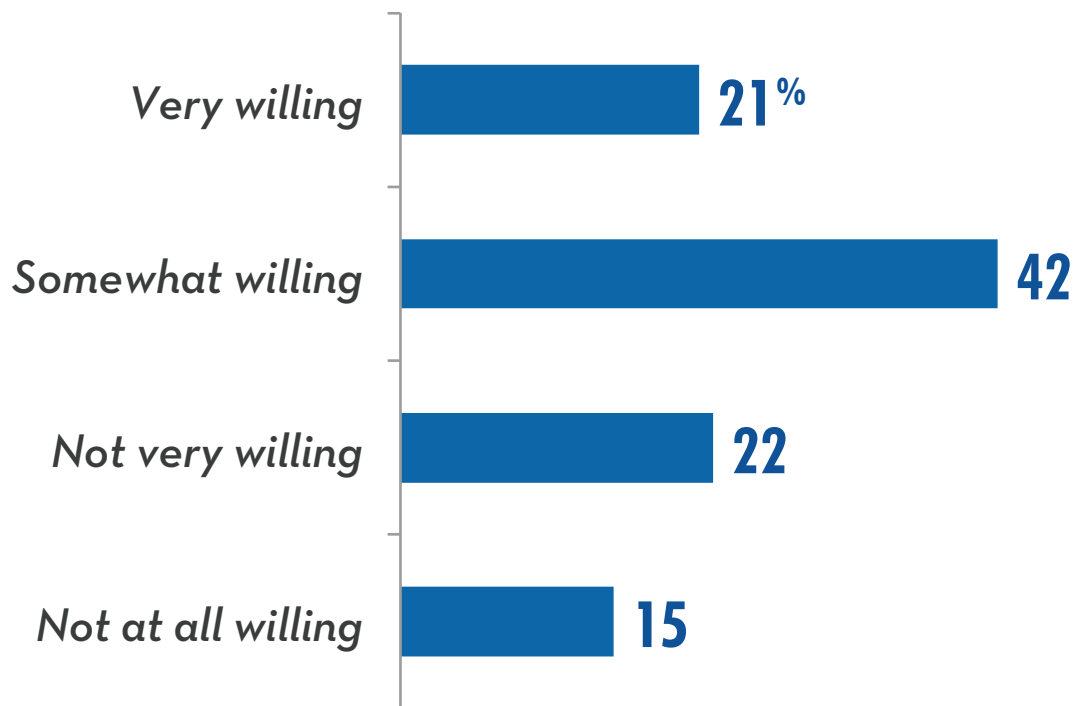


UTILITY FEE – WILLING TO PAY

63% would be willing to pay an additional \$6.50 per year for seven years.



Orem has identified a significant need for upgrades and improvements to the city's water storage and distribution infrastructure. Knowing this, how willing would you be to support a **\$6.50 increase in your monthly utility fees each year for the next seven years?**

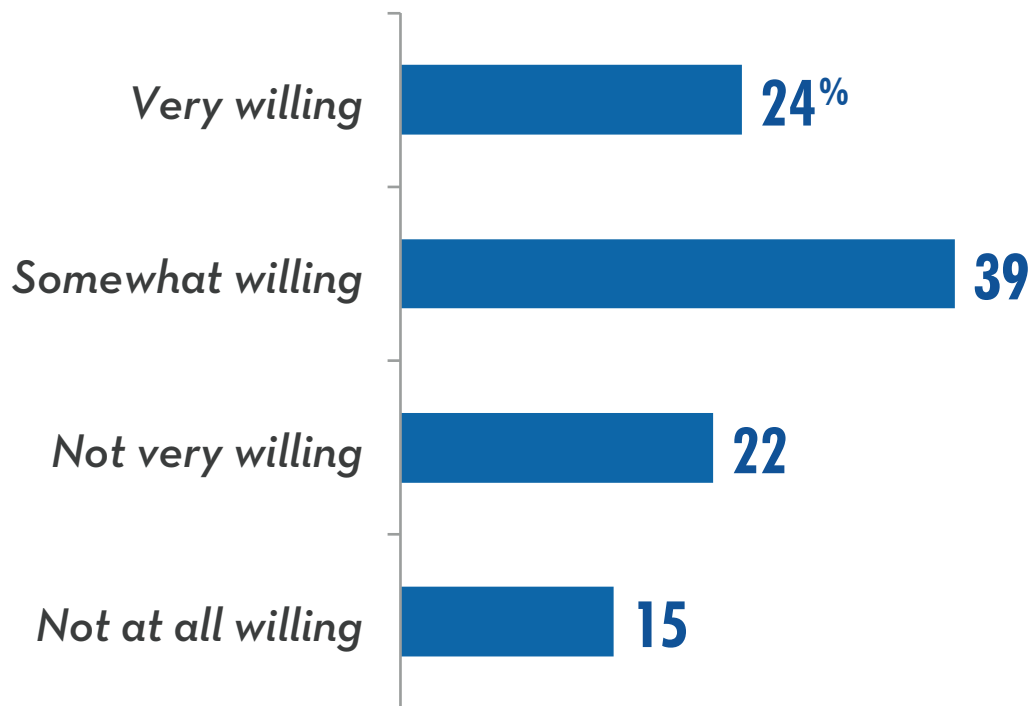


UTILITY FEE – WILLING TO PAY

63% would be willing to pay an additional \$8 per year for five years.



Orem has identified a significant need for upgrades and improvements to the city's water storage and distribution infrastructure. Knowing this, how willing would you be to support a **\$8 increase in your monthly utility fees each year for the next five years?**





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