

North Salt Lake Wellbeing Survey Findings 2024

By Dr. Courtney Flint and Team



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Summary

North Salt Lake is one of 51 cities participating in the Utah Wellbeing Survey Project in 2024. This project is designed to assess the wellbeing and local perspectives of city residents and to provide information to city leaders to inform general planning processes. Additional analysis is underway and this report may be updated over time.

We are grateful to all those who took the survey and to our city partners who helped to make this possible. We are grateful to a number of entities for funding: the Utah League of Cities and Towns, USU Extension, USU's Institute for Land Water and Air, the Wasatch Front Regional Council, Utah Department of Transportation, the Utah Agricultural Experiment Station, and the cities of Alpine, Cedar Hills, Draper, Millcreek, Nephi, North Salt Lake, Ogden, Orem, Pleasant Grove, Providence, Springdale, Tremonton, West Bountiful, and West Valley City.

This report describes findings from the 2024 North Salt Lake survey and comparative information with other project cities. In March and April 2024, North Salt Lake City advertised the survey for residents largely through electronic newsletters, social media, and Notify Me. All city residents age 18+ were encouraged to take the online Qualtrics survey.

How many people responded?

- **439** viable surveys were recorded in this 2024 survey effort.

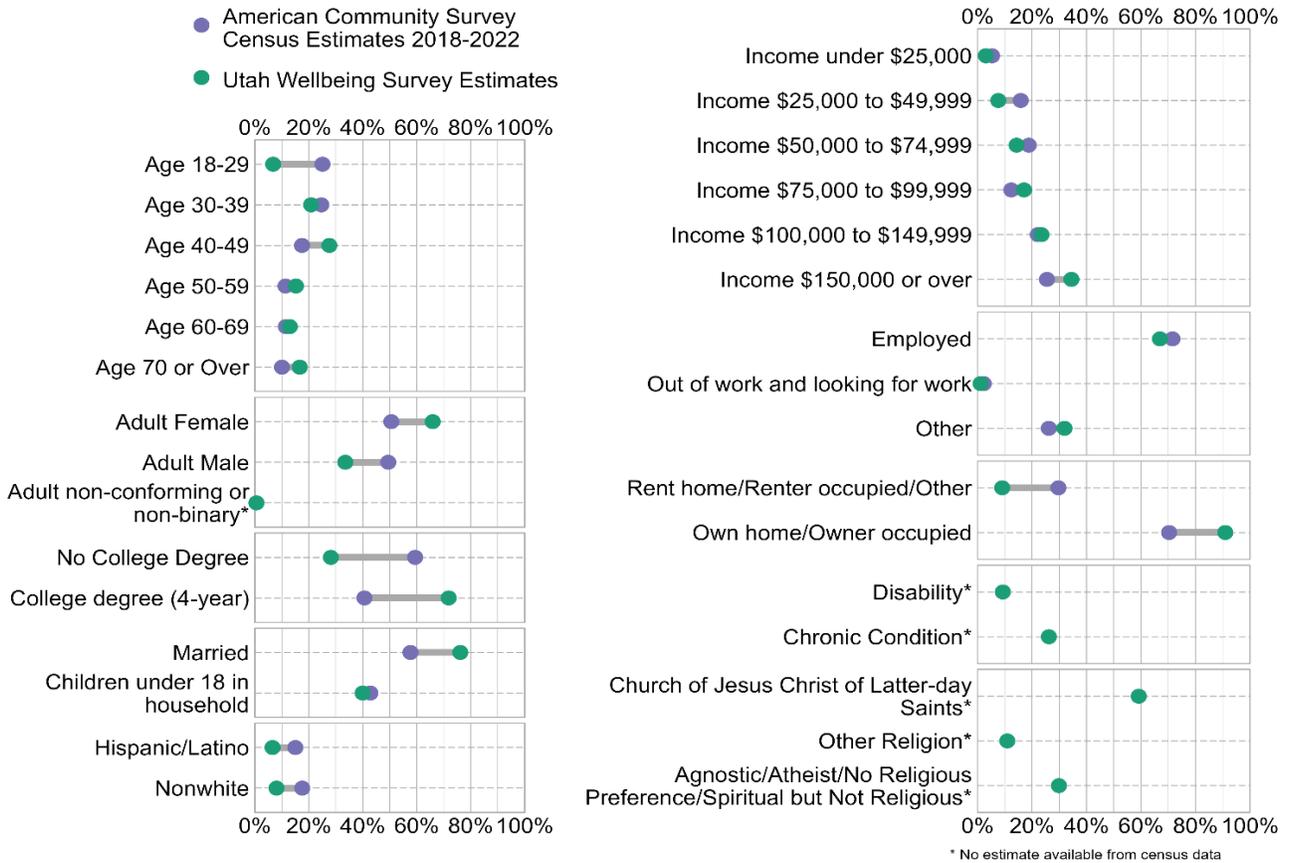
- The North Salt Lake 2023 survey had 605 responses.
- The adult population of North Salt Lake was estimated at 15,600, based on the American Community Survey by the U.S. Census. The 439 survey responses in 2024 represent 2.8% of the adult population and have a conservative margin of error of 4.61%.

Survey Respondent Characteristics

Resident Statistics		
Full Time Residents of North Salt Lake		98.9%
Part Time Residents of North Salt Lake		1.1%
Length of Residency — Range		0.2-67 years
Length of Residency — Average		13.1 years
Length of Residency — Median		9 years
Length of Residency 5 Years or less		35.0%
ZIP Code		Percent
84010		2.4%
84054		97.6%
City Area		Percent
East (east of Orchard Dr)		38.1%
Midtown (between I-15 and Orchard Dr Area)		19.6%
West (west of I-15, Foxboro)		42.2%

Demographic characteristics of the survey respondents were compared below with U.S. Census information from the 2018-2022 American Community Survey. In the graph below, gray bars indicate differences between the American Community Survey estimates and the Utah Wellbeing Project surveys. The wider the gray bars, the larger the differences. Also note that estimates for religious affiliation, adult non-conforming or non-binary gender, disability, and chronic conditions are unavailable from the census data. There can also be a variable margin of error in the American Community Survey estimates, and caution should be used when comparing estimates. Not all respondents provided demographic information. As the graph shows, 2024 survey respondents were not fully representative of North Salt Lake. People who are adult females, have at least a 4-year college degree, are married, and own their homes were overrepresented while those who are age 18-29, are adult males, do not have a college degree, and are renters were underrepresented.

North Salt Lake 2024 Demographics

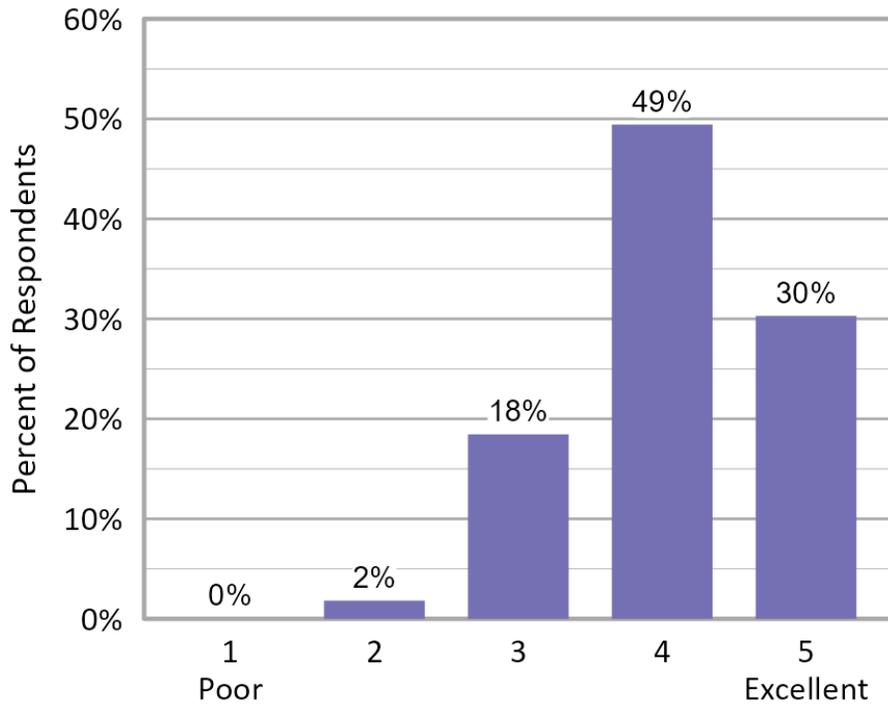


Overall Personal Wellbeing and Overall Wellbeing in North Salt Lake

Survey participants were asked about their overall personal wellbeing and overall community wellbeing in North Salt Lake. These wellbeing indicators were both measured on a 5-point scale from poor (1) to excellent (5). The **average personal wellbeing score in North Salt Lake was 4.08** with **80%** of respondents indicating their wellbeing at a 4 or 5 on the 5-point scale. The **average score for community wellbeing in North Salt Lake was 3.75** with **64%** of respondents indicating community wellbeing at a 4 or 5 on the 5-point scale. The east section of the city (east of Orchard Dr) had statistically higher scores than the midtown (between I-15 and Orchard Dr area) and west sections of the city (west of I-15, Foxboro) for both overall personal and community wellbeing scores.

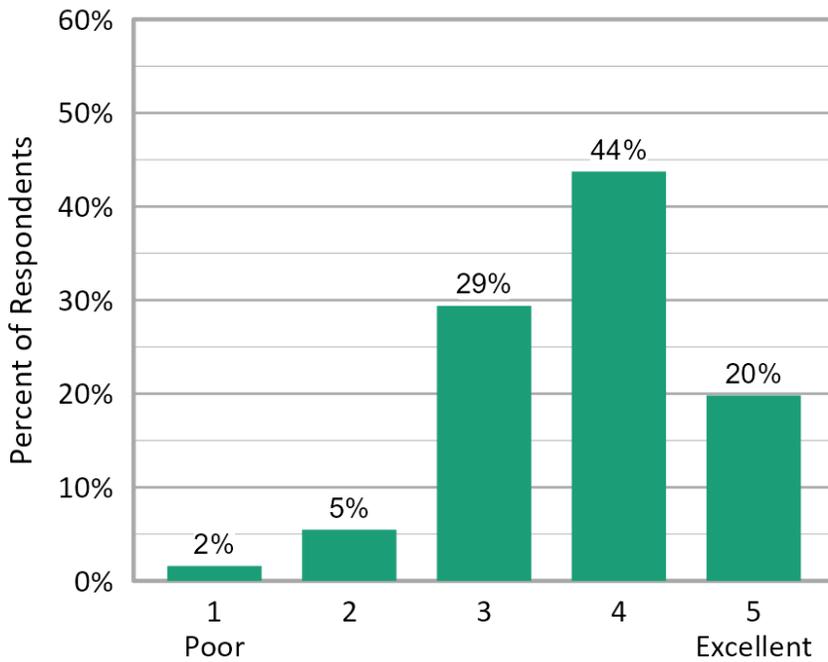
Personal Wellbeing in North Salt Lake

How would you rate your overall personal wellbeing?



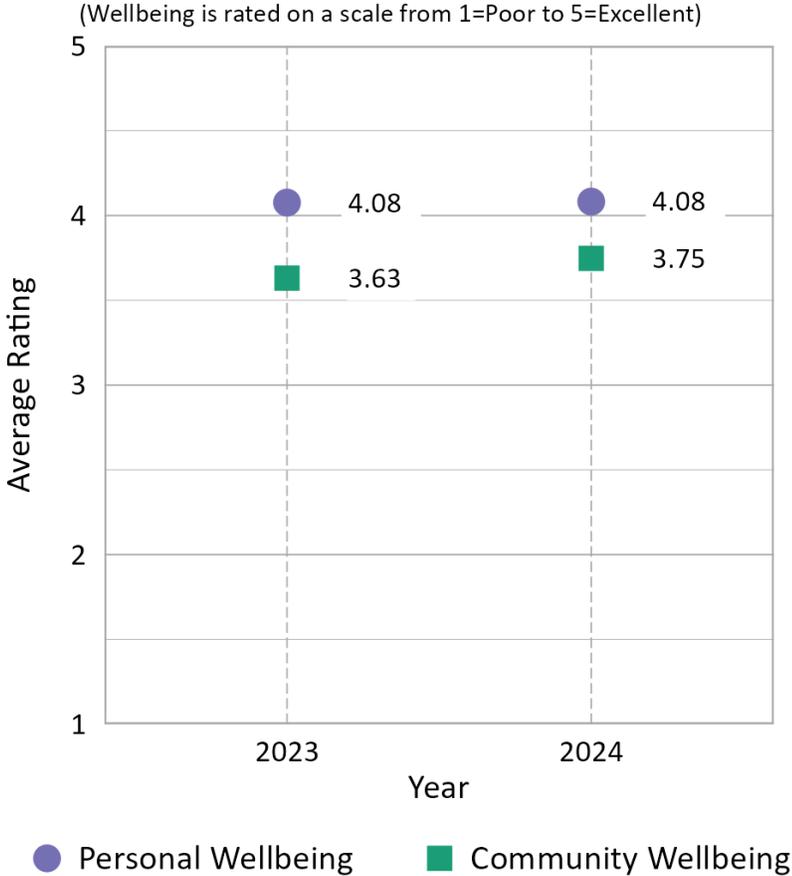
Community Wellbeing in North Salt Lake

How would you rate overall wellbeing in North Salt Lake?



When comparing survey data from North Salt Lake over the years as shown in the information below, we can see that the average **personal** wellbeing score remained nearly the same between 2023 and 2024. The average **community** wellbeing score improved between 2023 and 2024. Note that the number of respondents differed between years, there is no tracking of individuals from one year to the next, and the low end of the scale was "Poor" in 2024 but "Very Poor" in prior years which may account for differences in scores over time.

Average Rating of Personal and Community Wellbeing Over Time in North Salt Lake



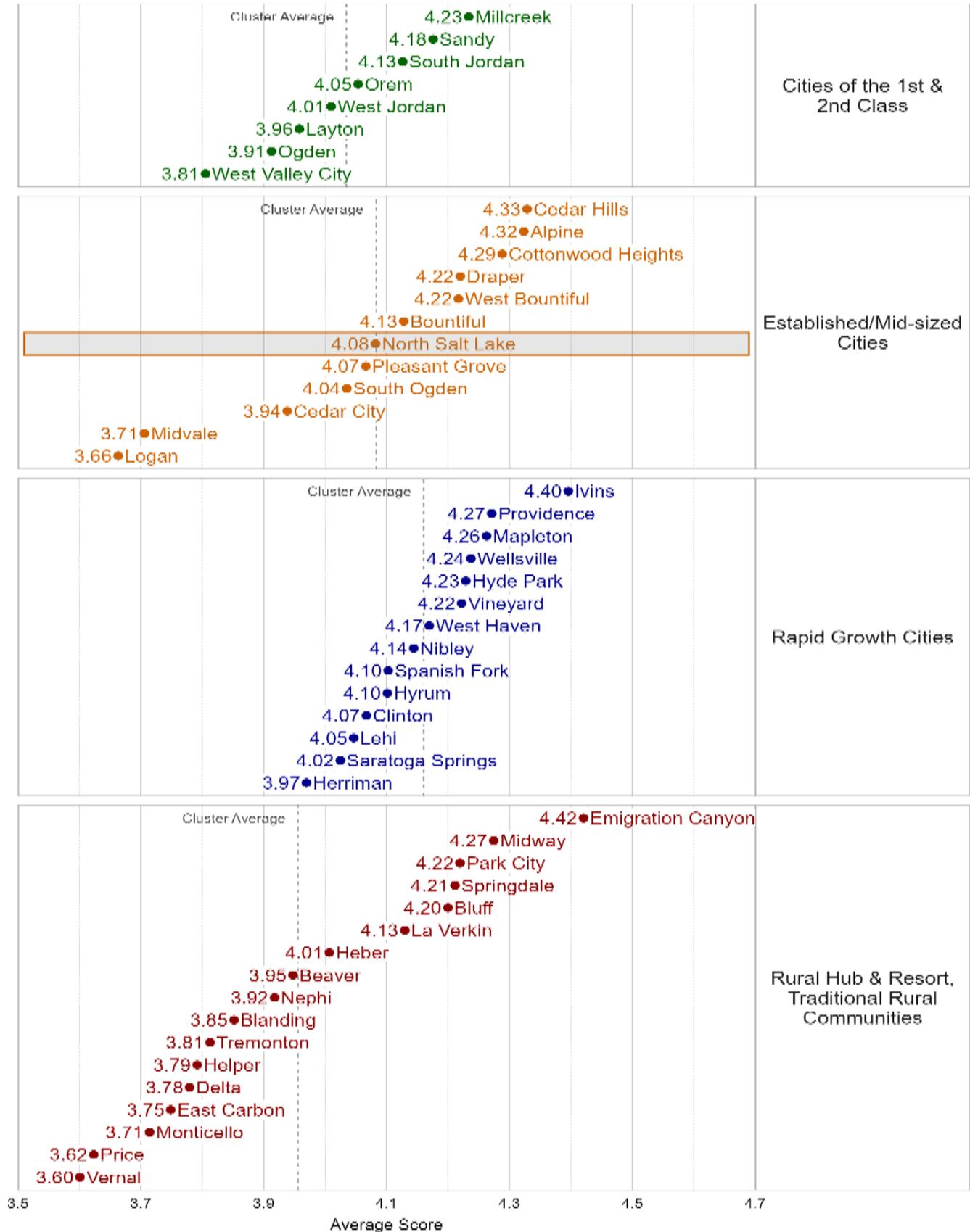
Comparing Wellbeing Across Utah Cities

The Utah League of Cities and Towns clusters cities and towns into five different categories based on size and growth rates. We utilize these clusters in our analysis. North Salt Lake is classified as an Established/Mid-sized City. Some cities may fit within more than one cluster.

Within the more Urban city cluster, North Salt Lake was **close to** the average overall personal wellbeing score and **close to** the average overall community wellbeing score.

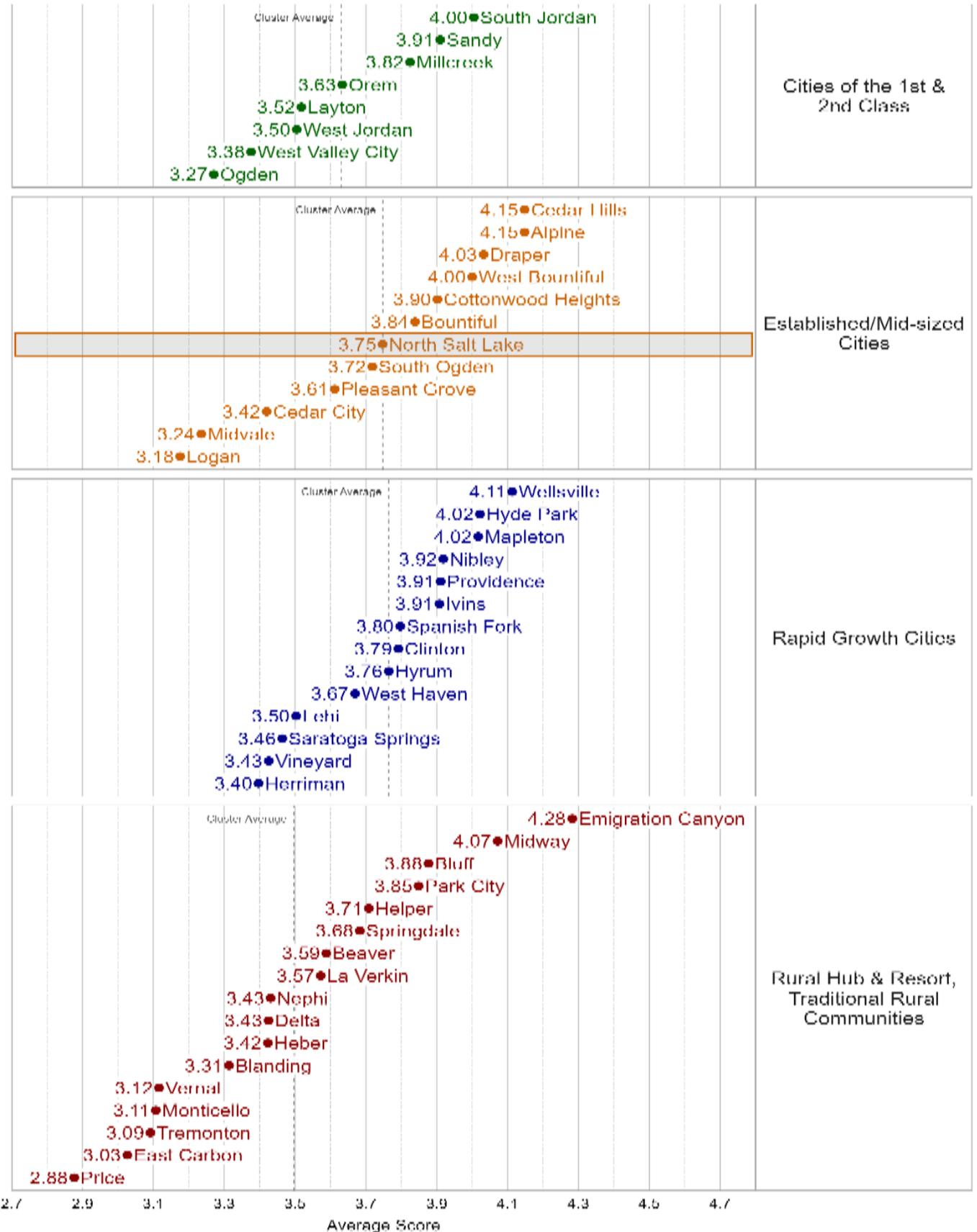
Overall Personal Wellbeing Scores from Participating Utah Cities (2024)

(On a scale from 1=Poor to 5=Excellent)



Overall Community Wellbeing Scores from Participating Utah Cities (2024)

(On a scale from 1=Poor to 5=Excellent)

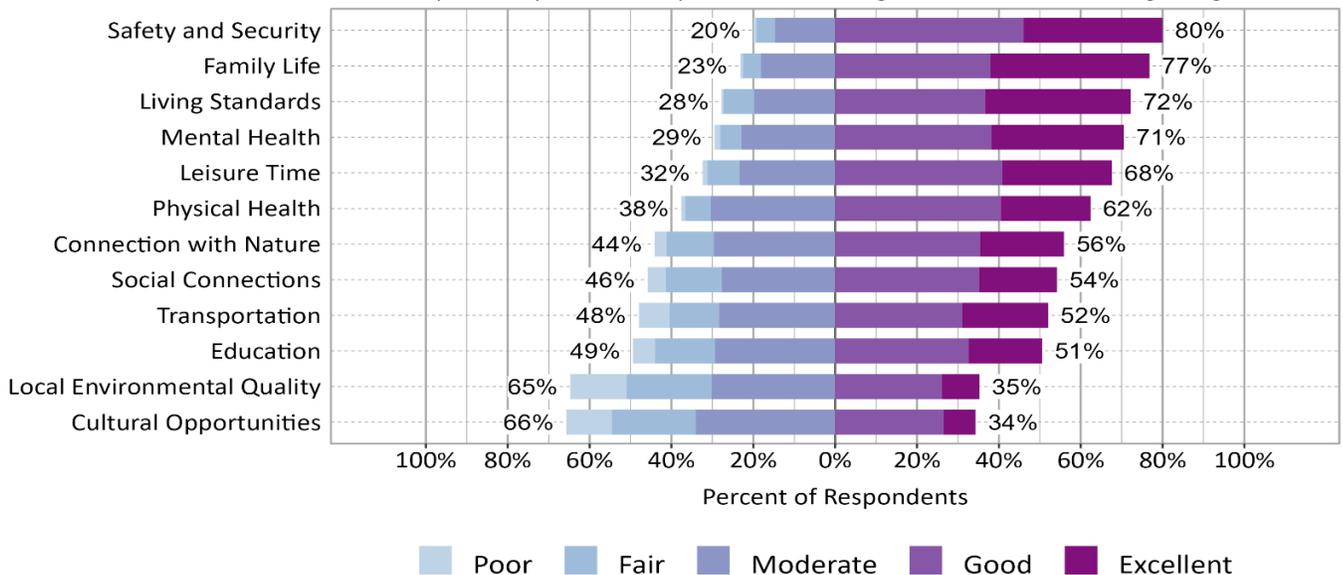


Wellbeing Domains in North Salt Lake

According to national and international entities that track wellbeing, there are a number of common dimensions or domains of wellbeing. Survey respondents rated twelve domains on a 5-point scale from poor to excellent. They were also asked to indicate the importance of each domain to their overall personal wellbeing on a 5-point scale from not at all important to very important. The highest rated wellbeing domains for respondents in North Salt Lake were **Safety and Security (80%)**, **Family Life (77%)**, **Living Standards (72%)**, and **Mental Health (71%)**. The most important wellbeing domains were **Safety and Security (99%)**, **Mental Health (98%)**, **Living Standards (96%)**, and **Physical Health (96%)**.

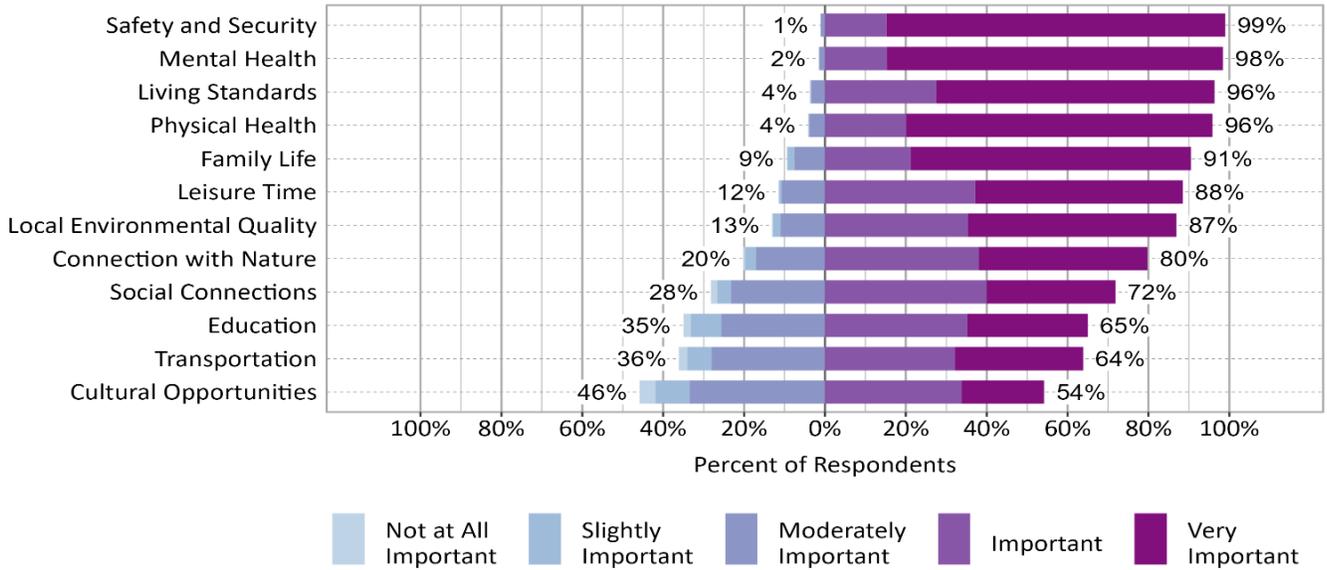
Wellbeing Domain Ratings in North Salt Lake

How would you rate your level of personal wellbeing in each of the following categories?



Wellbeing Domain Importance in North Salt Lake

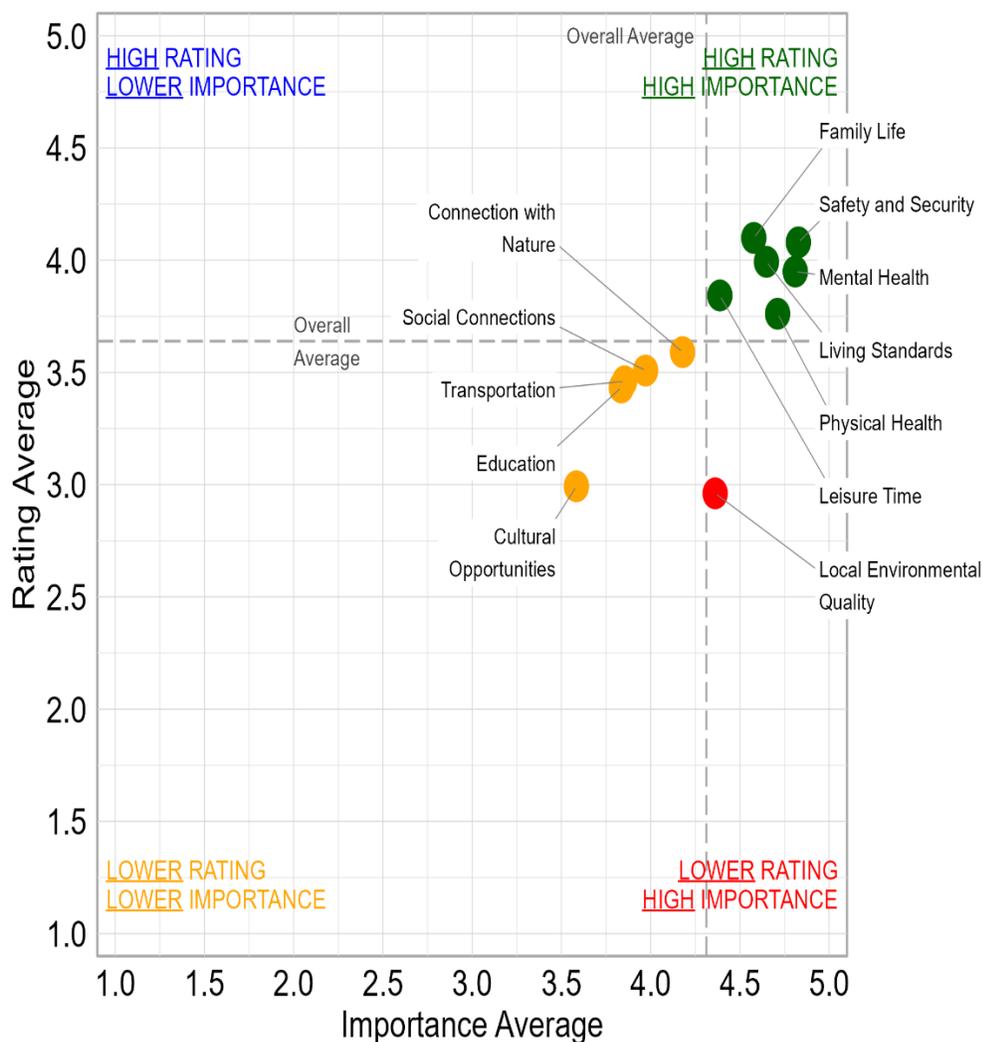
How important are the following categories to your overall personal wellbeing?



Wellbeing Matrix for North Salt Lake

The graph below illustrates the relationship between the average rating and the average importance of wellbeing domains for survey respondents from North Salt Lake. **Family Life, Leisure Time, Living Standards, Mental Health, Physical Health, and Safety and Security** were highly important and rated above average among the domains. **Local Environmental Quality** fell in the “red zone” of higher importance and lower ratings.

North Salt Lake Wellbeing Matrix

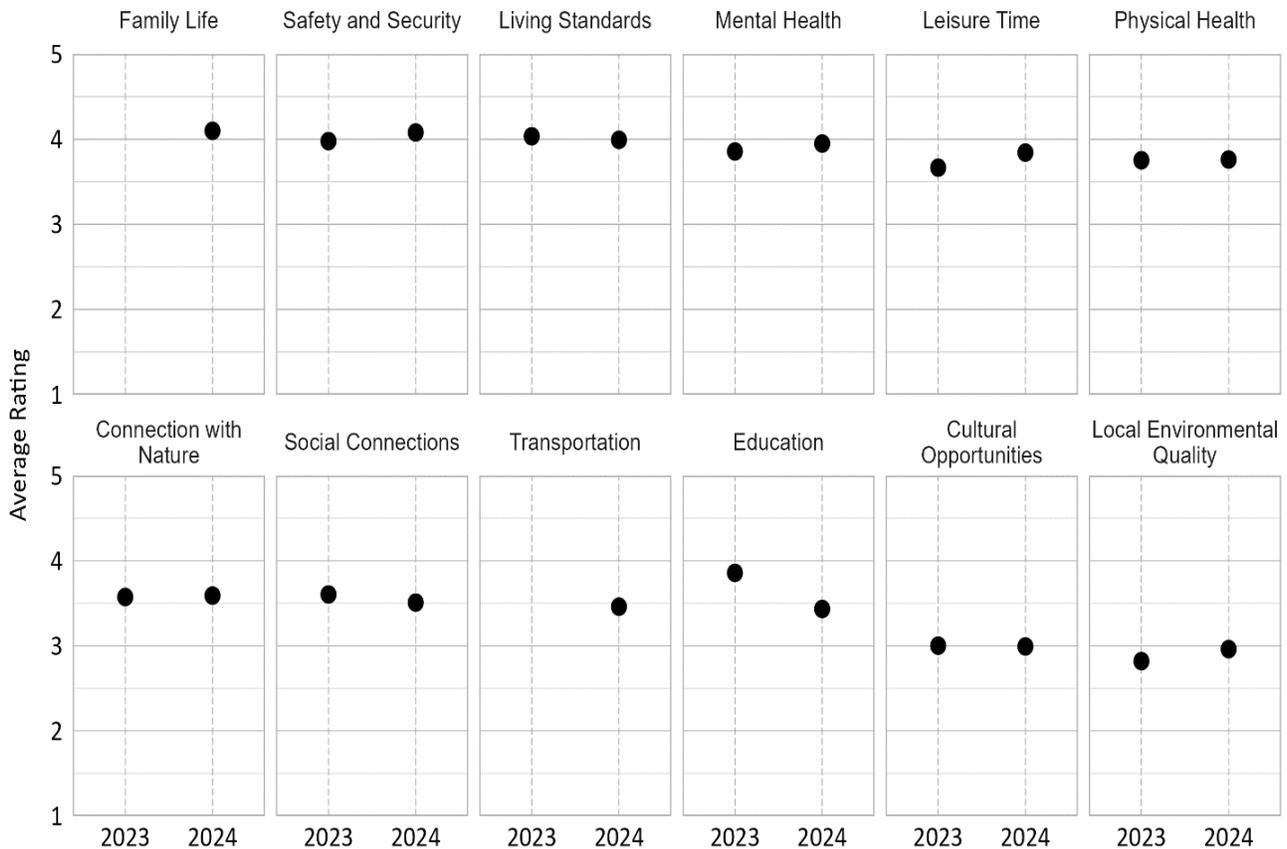


Wellbeing Domains Over Time in North Salt Lake

The graphs below show how the domains were rated over the years by North Salt Lake residents. The number of respondents changed over time. Note that the two domains Family Life and Transportation were new categories in the 2024 survey and were not measured in previous years. Most domains saw small changes to their overall ratings, except for Education which saw a larger drop in its overall rating.

Wellbeing Domain Ratings Over Time in North Salt Lake

(Wellbeing is rated on a scale from 1=Poor to 5=Excellent)

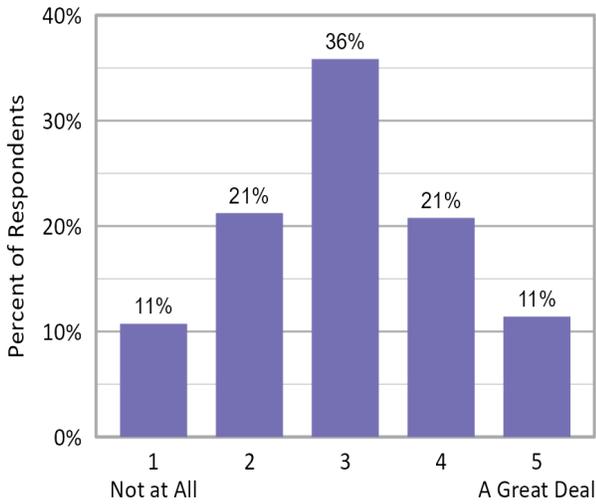


Community Connection in North Salt Lake

Survey participants were asked about how connected they feel to North Salt Lake on a 5-point scale from not at all (1) to a great deal (5), and the average score of all respondents was **3.01**. The east, west, and midtown sections of the city all had statistically different community connection scores, with the east section having the highest scores and Midtown the lowest scores.

Community Connection in North Salt Lake

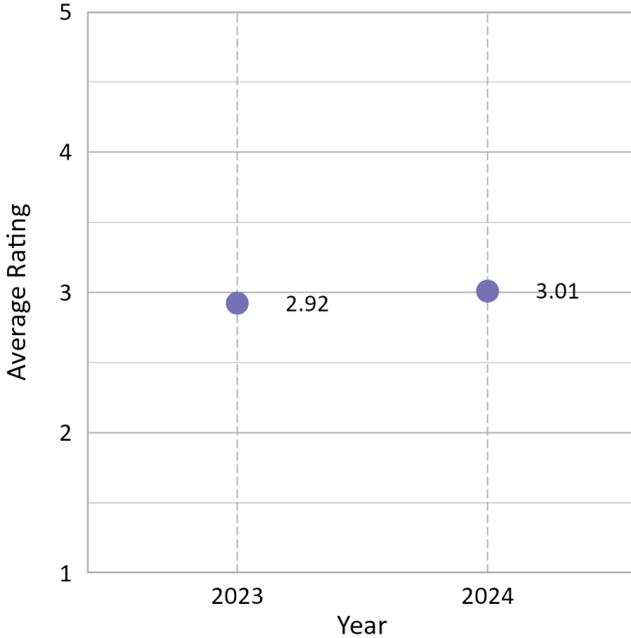
How connected do you feel to North Salt Lake as a community?



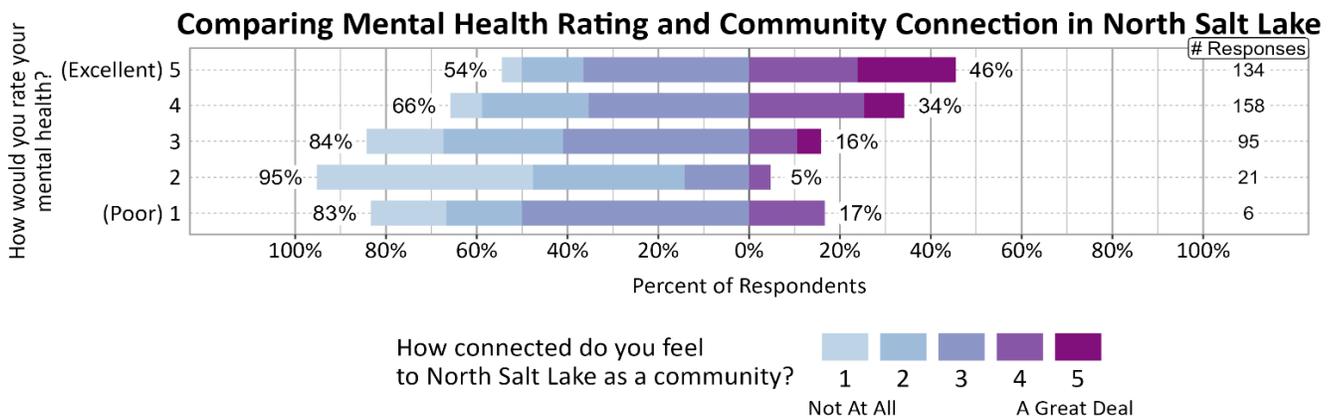
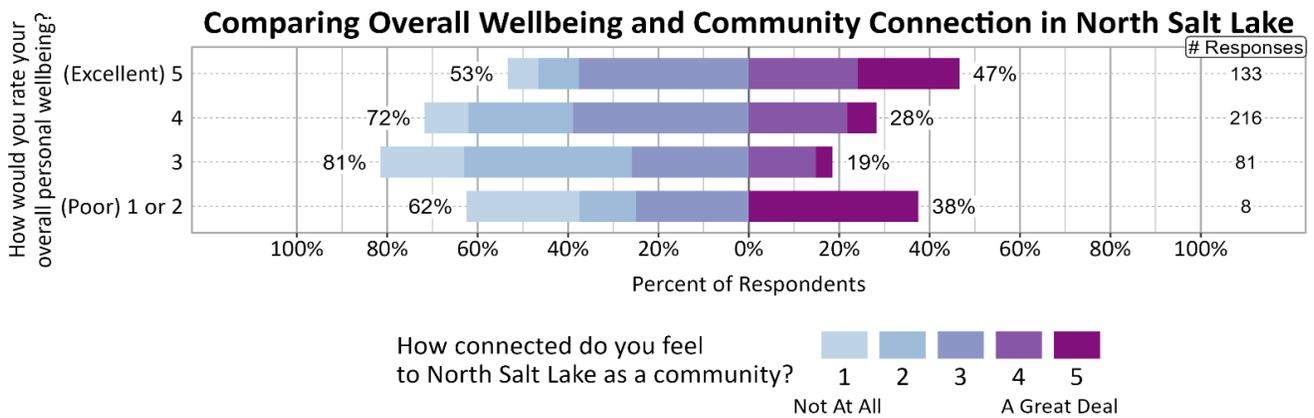
When comparing survey data from North Salt Lake over the years as shown in the information below, we can see that the average community connection score improved between 2023 and 2024.

Average Rating of Community Connection Over Time in North Salt Lake

(Community Connection is rated on a scale from 1=Not at all to 5=A great deal)

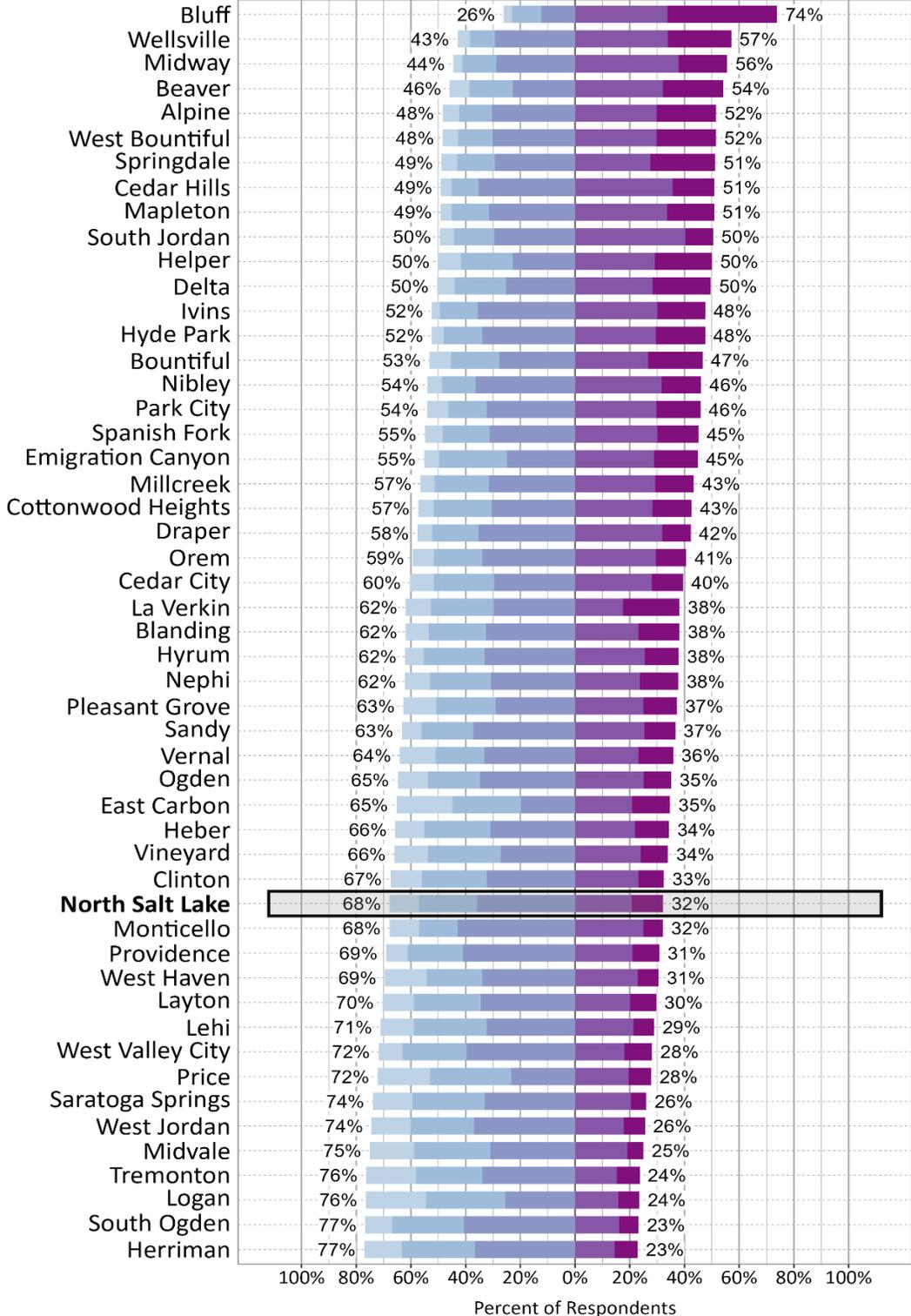


To some extent, a positive relationship was found between individuals' community connection and overall personal wellbeing as well as mental health.



The graph below shows how Wellbeing Project cities and towns compare on feelings of community connection based on the percentage of respondents who answered 4 or a 5 on a 5-point scale from "not at all" to "a great deal" connected to their city or town. **North Salt Lake ranked 37 out of the 51 cities** that participated.

Comparing Community Connection Across Cities



How connected do you feel to your city as a community?

1 2 3 4 5

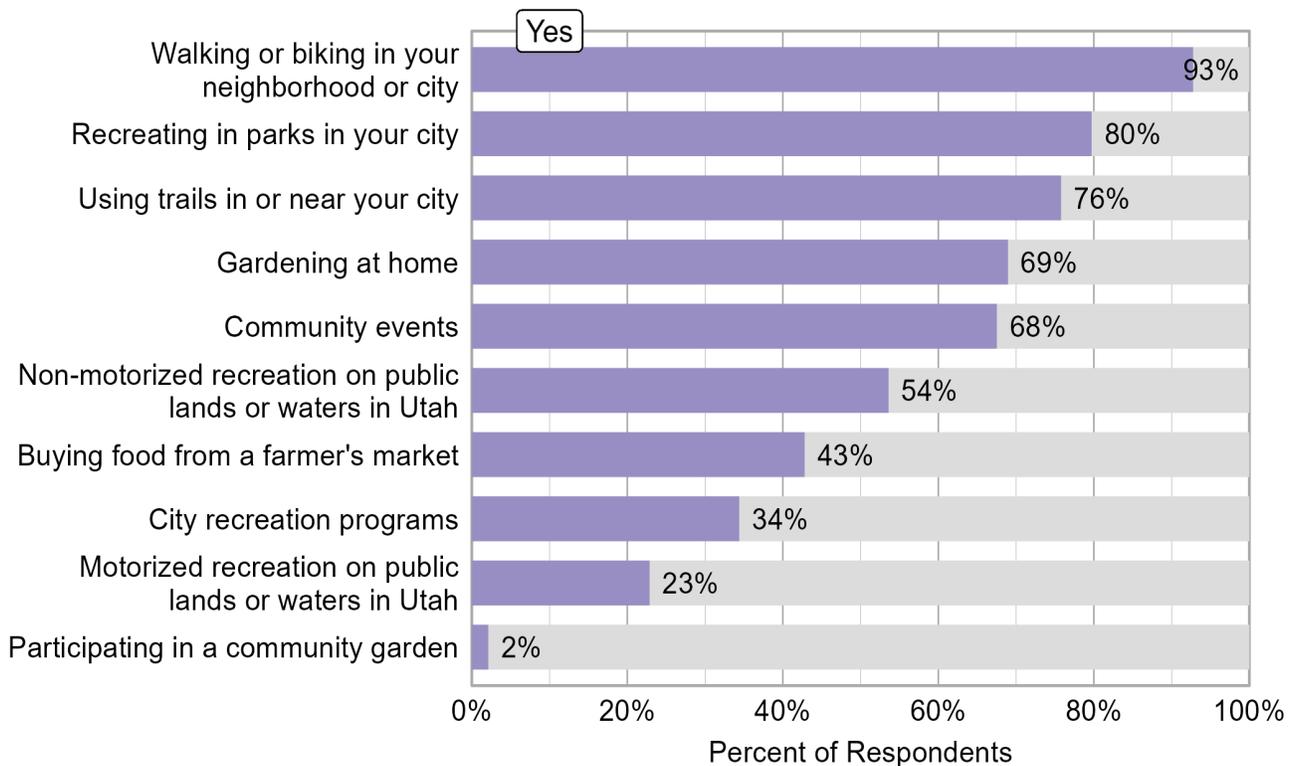
Not At All A Great Deal

Participation in Recreation and Nature-Related Activities

Respondents were asked to indicate whether or not they participated in various activities in the last 12 months. The most popular activities were **walking or biking in your neighborhood or city (93%)**, **recreating in parks in your city (80%)**, and **using trails in or near your city (76%)**.

Participation in Recreation and Nature-Based Activities in North Salt Lake

Have you participated in any of the following activities during the past 12 months?



Using trails in or near your city was significantly related to higher ratings of personal wellbeing.

None of the recreation activities above were significantly related to higher ratings of community wellbeing.

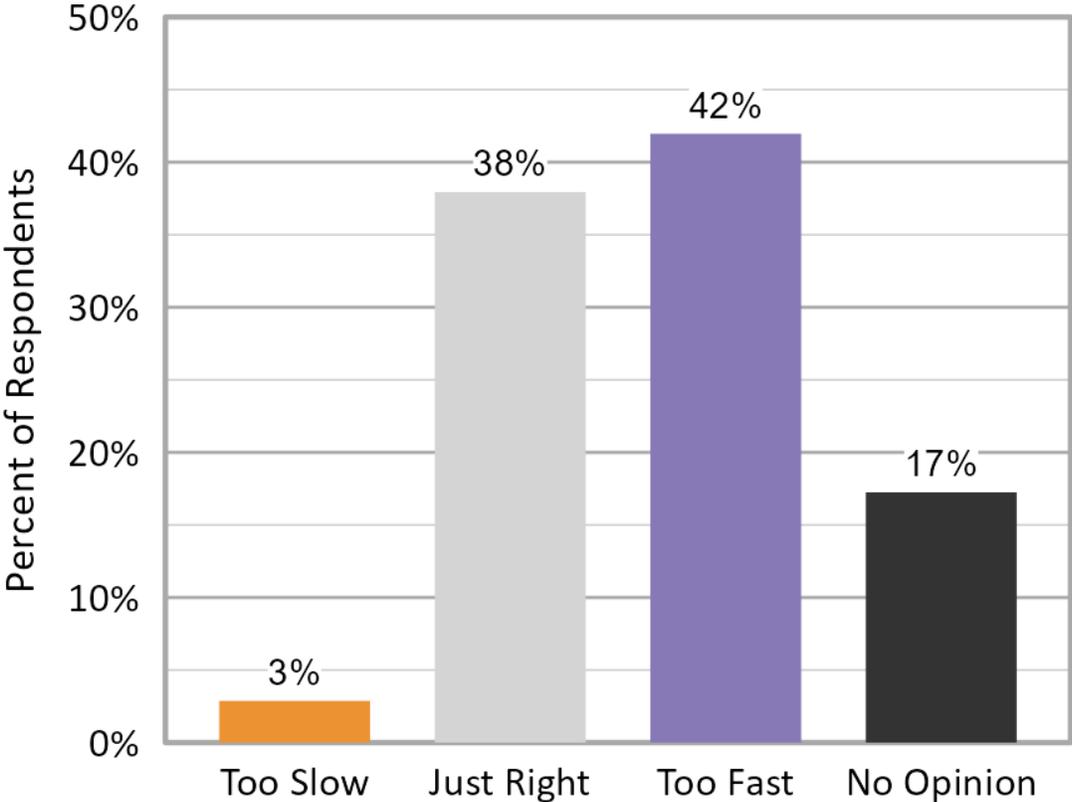
Participating in community events and gardening at home were significantly related to higher ratings of community connection.

Perspectives on Population Growth and Economic Development

Respondents in North Salt Lake were split between opinions that population growth was too fast (42%) and just right (38%). For the pace of economic development, respondents were split between opinions that it was just right (36%) and too slow (30%).

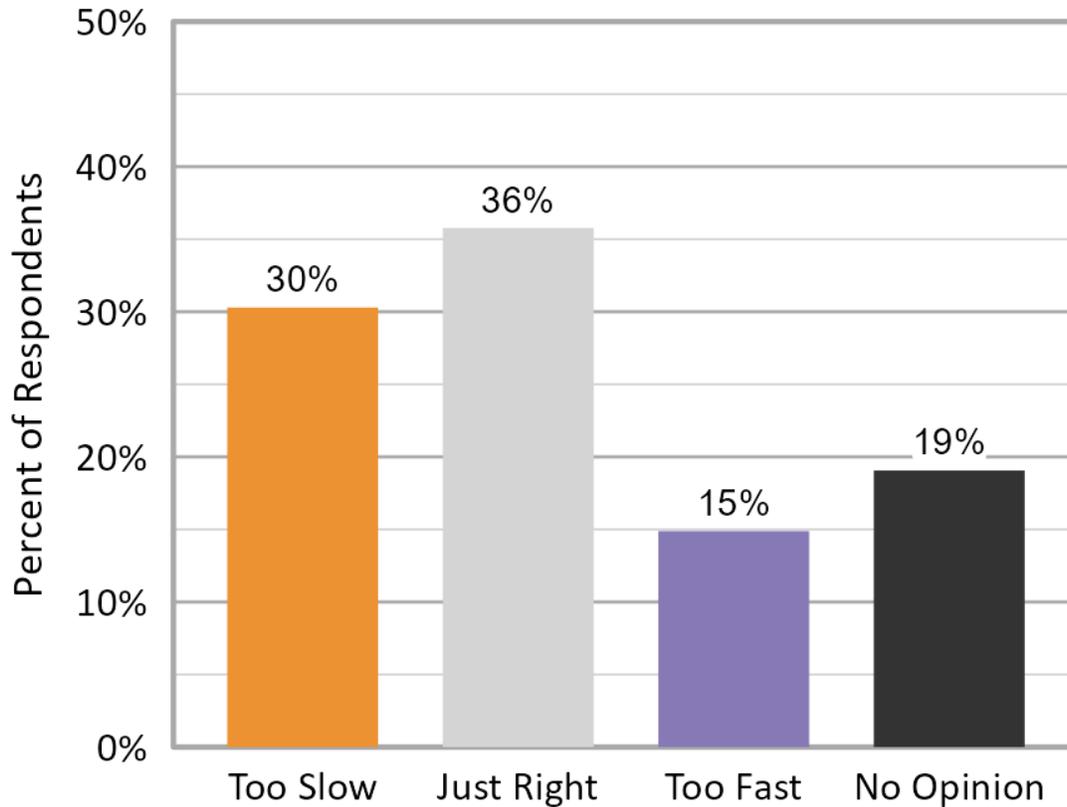
Population Growth in North Salt Lake

How would you describe the current rate of population growth in North Salt Lake?



Economic Development in North Salt Lake

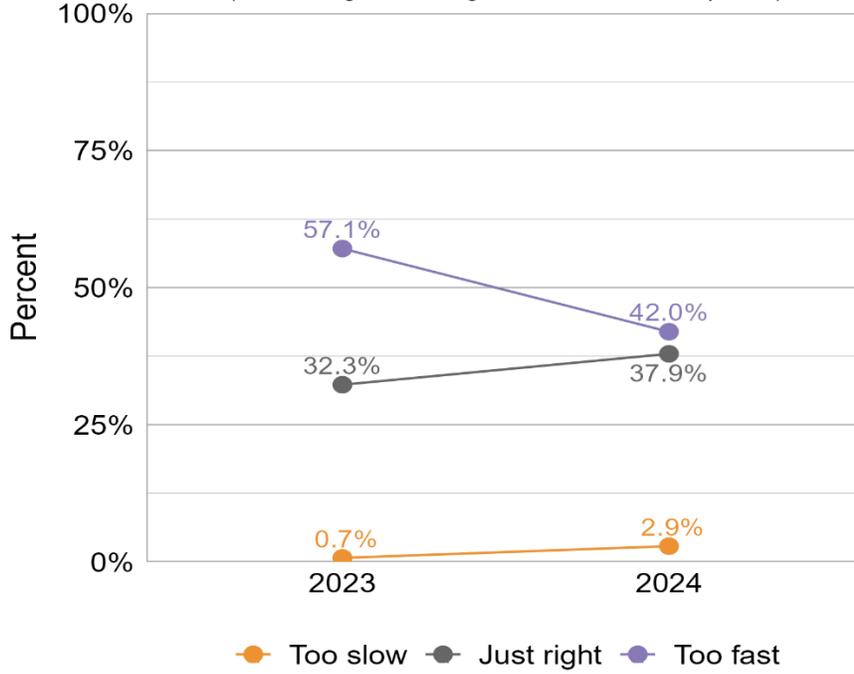
How would you describe the current pace of economic development in North Salt Lake?



The graphs below show how perceptions of population growth and economic development in North Salt Lake have varied across recent years of Wellbeing Surveys. Perception that the rate of population growth is too fast declined from 2023 to 2024, and the perception that the pace of economic development is too fast switched with perceptions that it was too slow from 2023 to 2024.

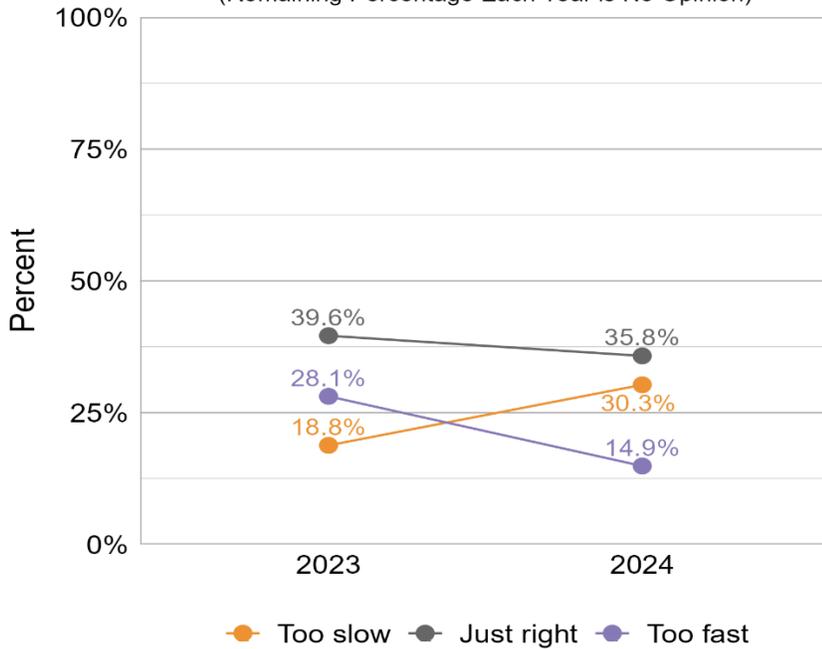
North Salt Lake Change in Perceptions of Rate of Population Growth

(Remaining Percentage Each Year is No Opinion)



North Salt Lake Change in Perceptions of Pace of Economic Development

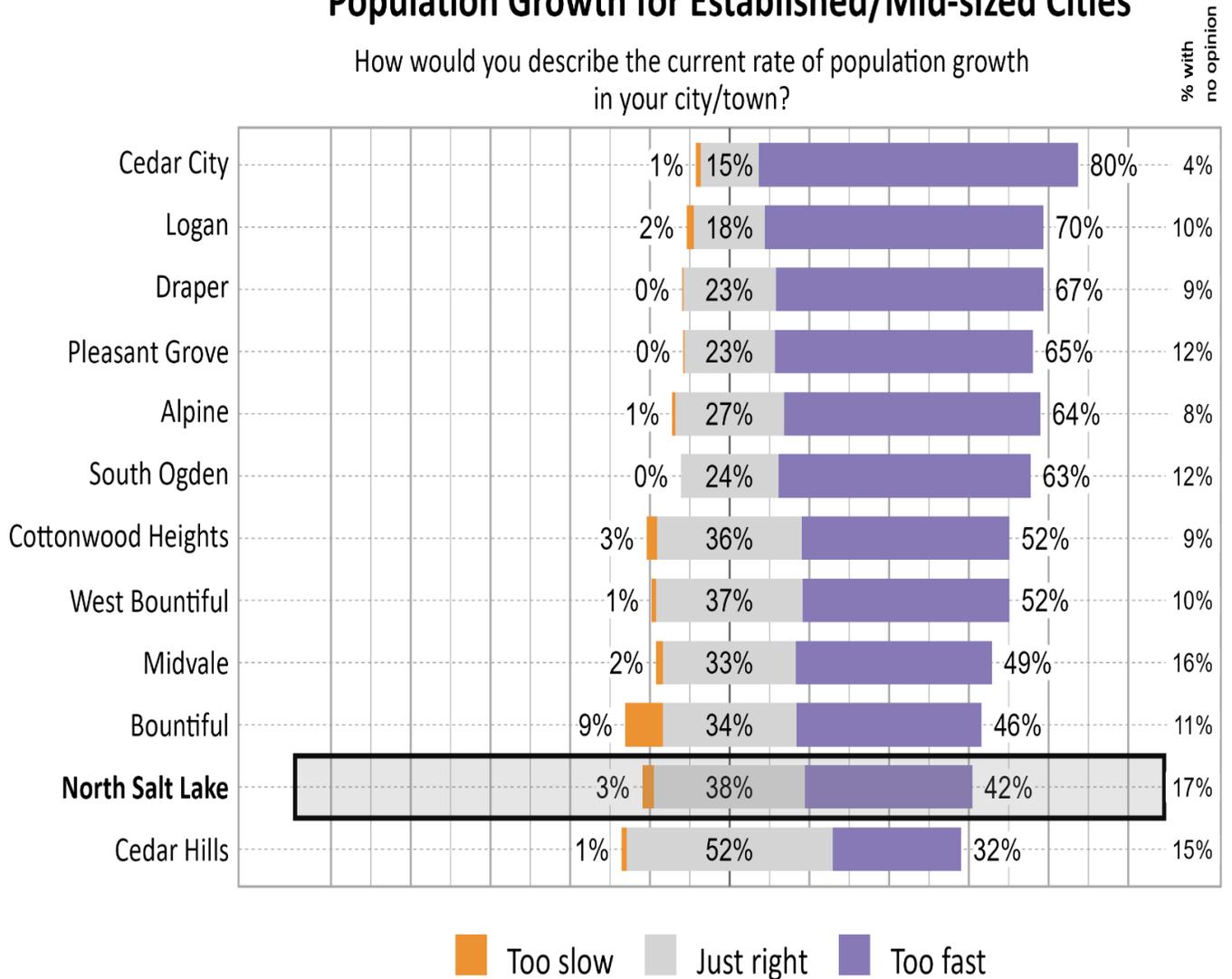
(Remaining Percentage Each Year is No Opinion)



The graphs below show perceptions of population growth and economic development for North Salt Lake compared to other participating cities and towns in the Established/Mid-sized Cities cluster.

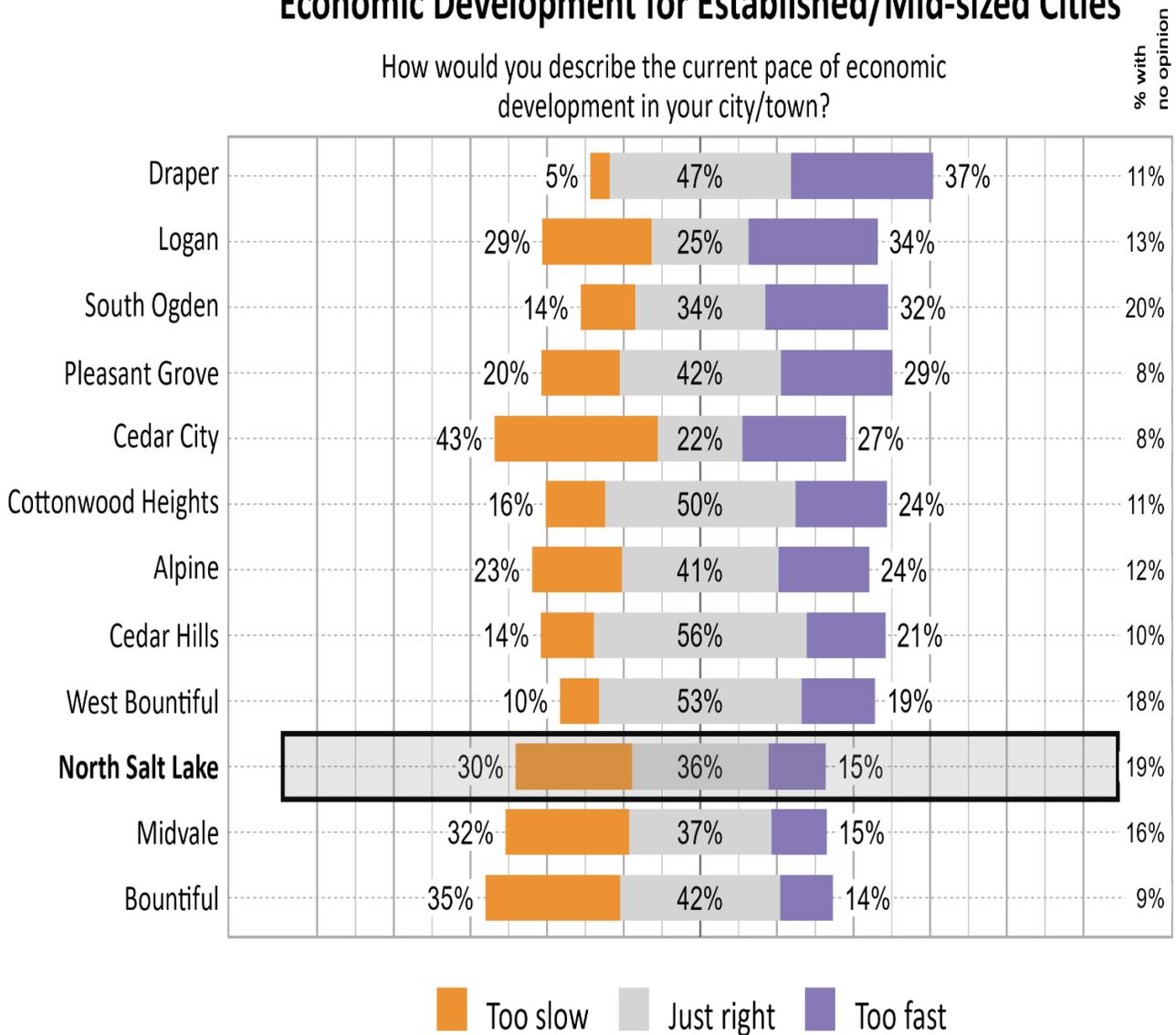
Population Growth for Established/Mid-sized Cities

How would you describe the current rate of population growth in your city/town?



Economic Development for Established/Mid-sized Cities

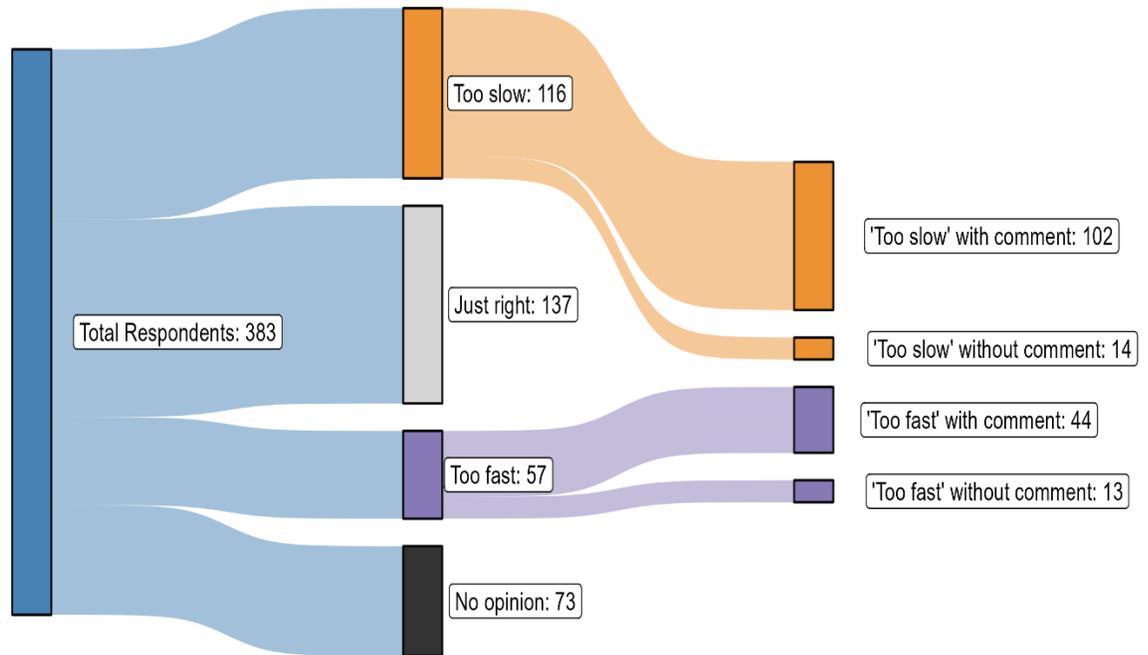
How would you describe the current pace of economic development in your city/town?



The graph below illustrates how many respondents perceived the pace of economic development as too slow, just right, too fast, or had no opinion, with additional breakdowns for the number of respondents who provided comments.

Perceptions about the Pace of Economic Development in North Salt Lake

How would you describe the current pace of economic development in North Salt Lake?



The 30% of respondents who rated the pace of economic growth as “too slow” were further asked what aspects of the local economy they would like to see more of in North Salt Lake. Many comments asked for increased shopping opportunities and restaurants, especially options that are walkable and east of I-15. Many people commented about the current retail being limited to car dealerships and car related businesses and they would also like to see a revitalization of highway 89. There was also a common request for other services and things to do such as movie theaters, events, gyms, parks, and markets.

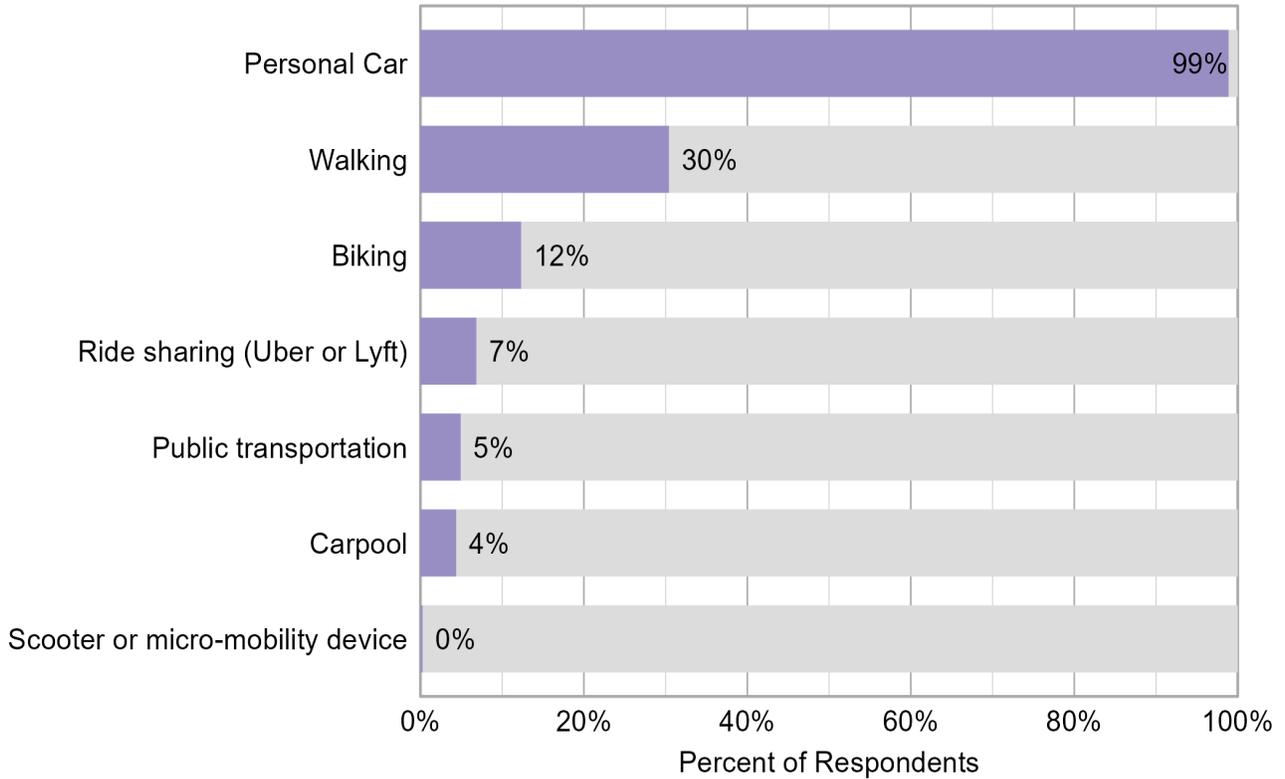
Additionally, the 15% of respondents who rated the pace of economic growth as “too fast” were further asked what aspects of the local economy they feel are growing too quickly in North Salt Lake. Comments centered around the perspective that too much housing is being built with little attention to other development such as stores and infrastructure.

Transportation in North Salt Lake

Respondents were asked to indicate all of their primary modes of transportation on a regular basis in North Salt Lake. The most popular modes of transportation were **personal car (99%)** and **walking (30%)**.

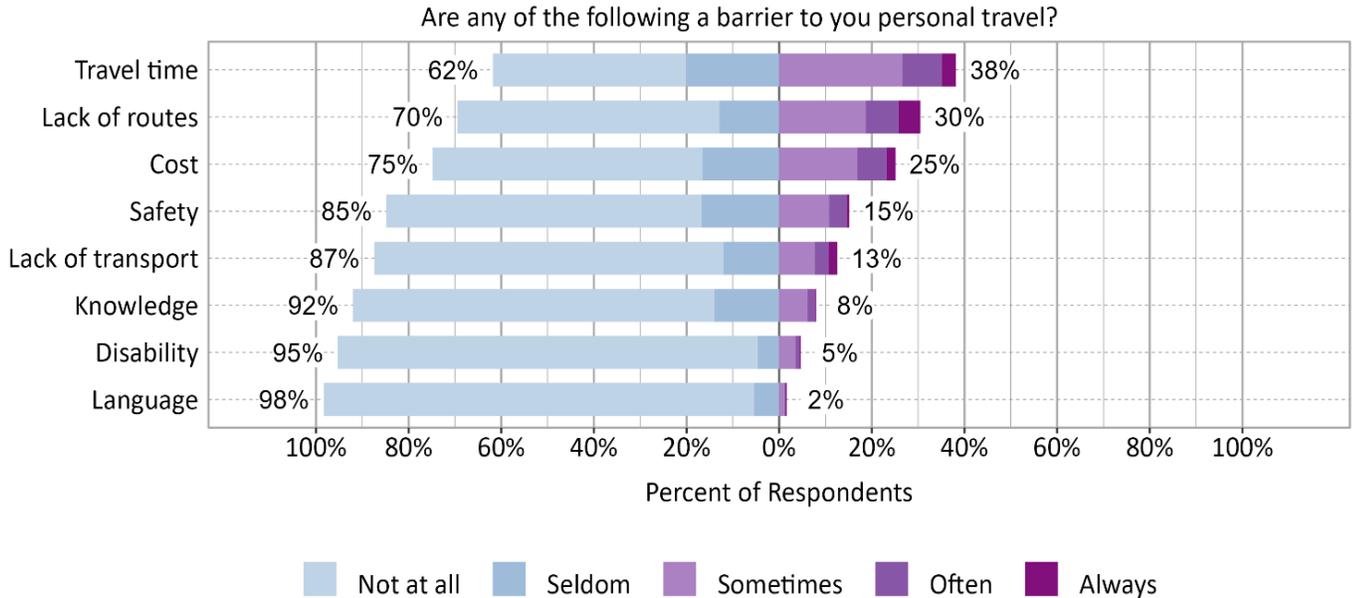
Primary modes of transportation in North Salt Lake

What are your primary modes of transportation?
(select all that apply on a regular basis)



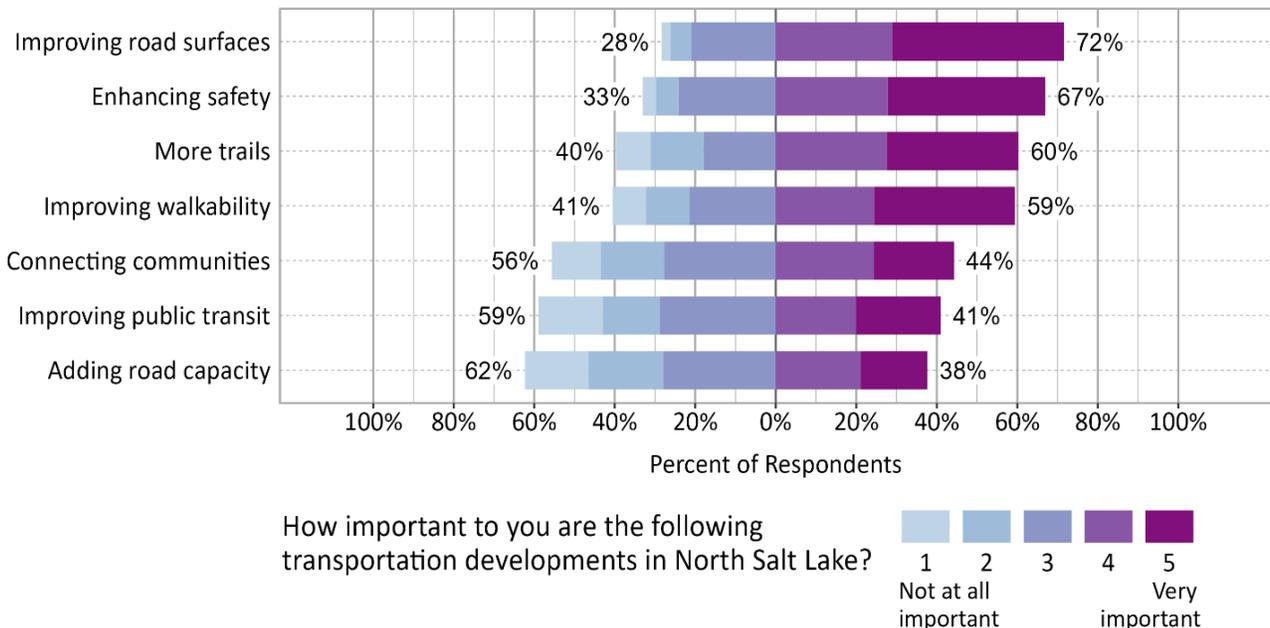
Respondents were asked to indicate the most common barriers to transportation in North Salt Lake. The most problematic barriers were **Travel time (38%)** and **Lack of routes (30%)**.

Barriers to Personal Travel in North Salt Lake



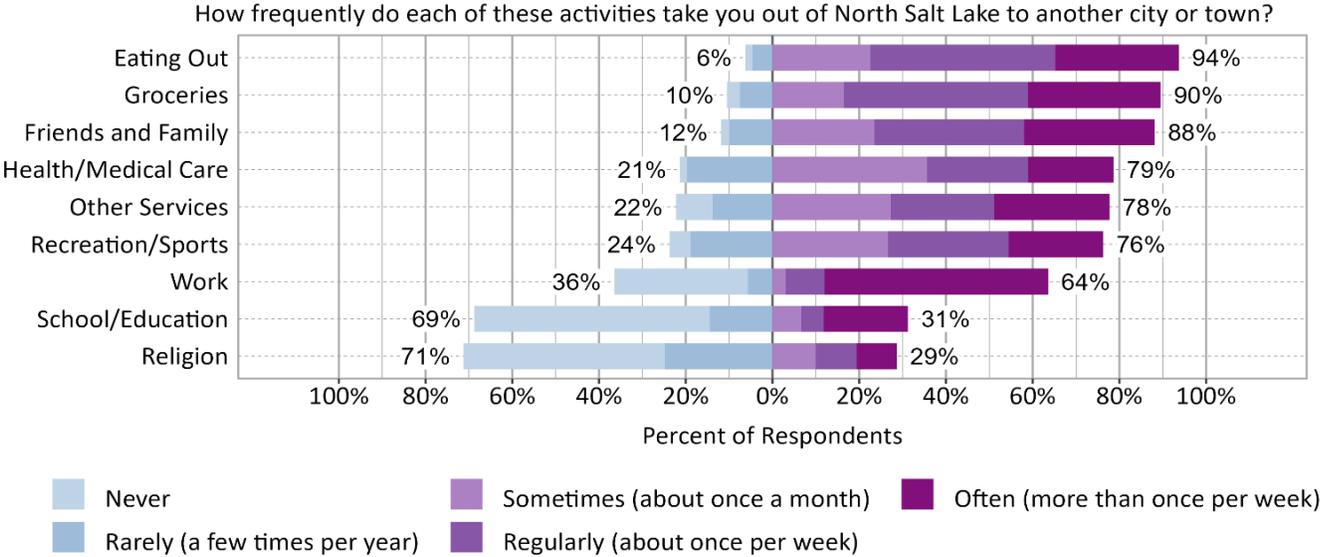
Respondents were asked to indicate the importance of a set of possible transportation developments in North Salt Lake. The most important development to respondents were **Improving road surfaces (72%)**, **Enhancing safety (67%)**, **More trails (60%)**, and **Improving walkability (59%)**.

Possible Transportation Developments in North Salt Lake



Respondents were asked to indicate how frequently various activities take them out of North Salt Lake to another city or town. The most commonly indicated reasons for traveling to another city or town at least sometimes or once a month were **Eating Out (94%)**, **Groceries (90%)**, and **Friends and Family (88%)**.

Frequency of North Salt Lake Residents Traveling to Other Cities for Various Activities



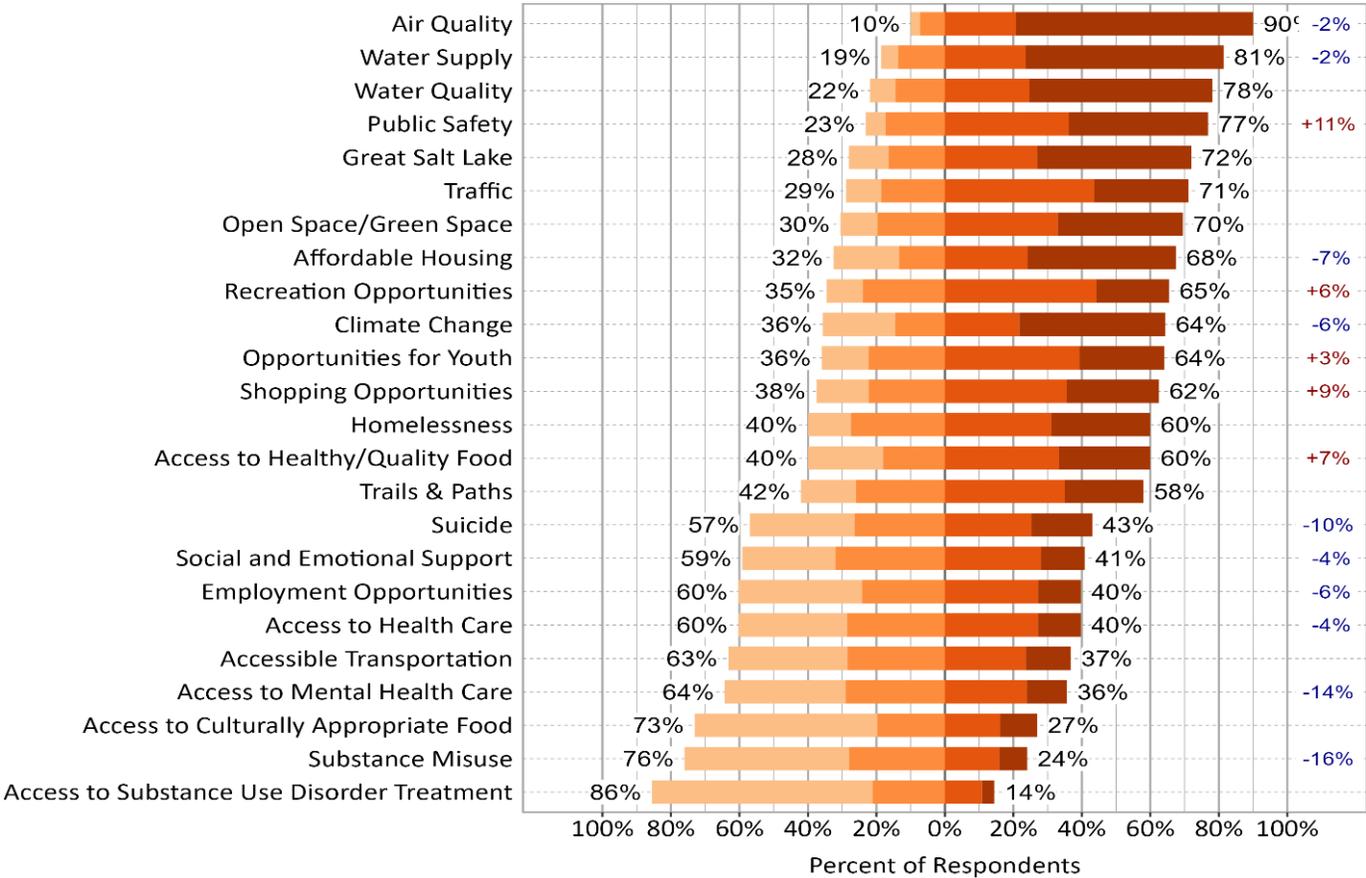
Concerns in North Salt Lake

Survey respondents indicated the degree to which a number of possible local issues were a concern as they look to the future of North Salt Lake. **Air Quality (90%)**, **Water Supply (81%)**, **Water Quality (78%)**, and **Public Safety (77%)** were the top concerns. Since 2023, moderate or major concern about public safety (+11%) notably increased, while concern about substance misuse (-16%), access to mental health care (-14%), and suicide (-10%) notably decreased.

Concerns in North Salt Lake

As you look to the future of North Salt Lake, how much of a concern are the following issues?

% change from 2023



Legend: Not A Concern At All, Slight Concern, Moderate Concern, Major Concern

Open Comments

All open comments collected in the survey were shared with city leaders. General observations and themes are shared here.

What Respondents Value Most in North Salt Lake

Survey respondents were asked to comment on what they value most about North Salt Lake. The most common words and phrases from all city comments are included in the word cloud below. It is possible that negative or unrelated words may appear since these words have been taken out of context, and they may not indicate the respondent’s intended meaning. Many respondent comments expressed value in the location of North Salt Lake, as it is accessible to a

