



2025 SURVEY RESULTS



DATA

- 5,000 households randomly selected
- 4,821 official sample size
- 1,021 valid responses
- Response rate of 21.17%
- Confidence Level 95%
- Margin of Error +/- 2.9%

- 2 people born in 1929 and 2 people born in 2005 responded.
- 25% less than 5 years and 25% more than 30 years.
- Hispanic/Latino underrepresented - 3.3%
- Household size 2009 = 3.57 2025 = 3.07

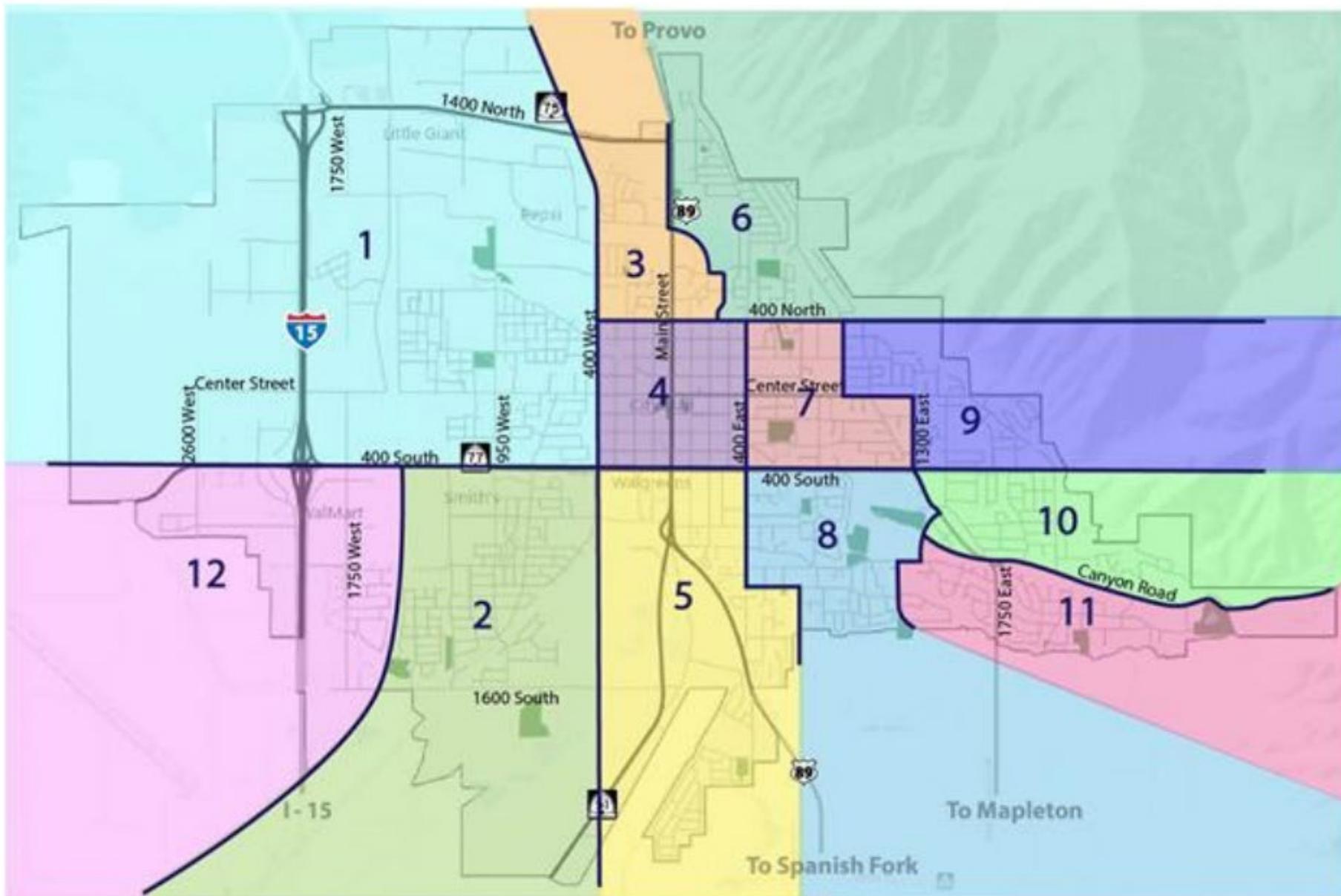
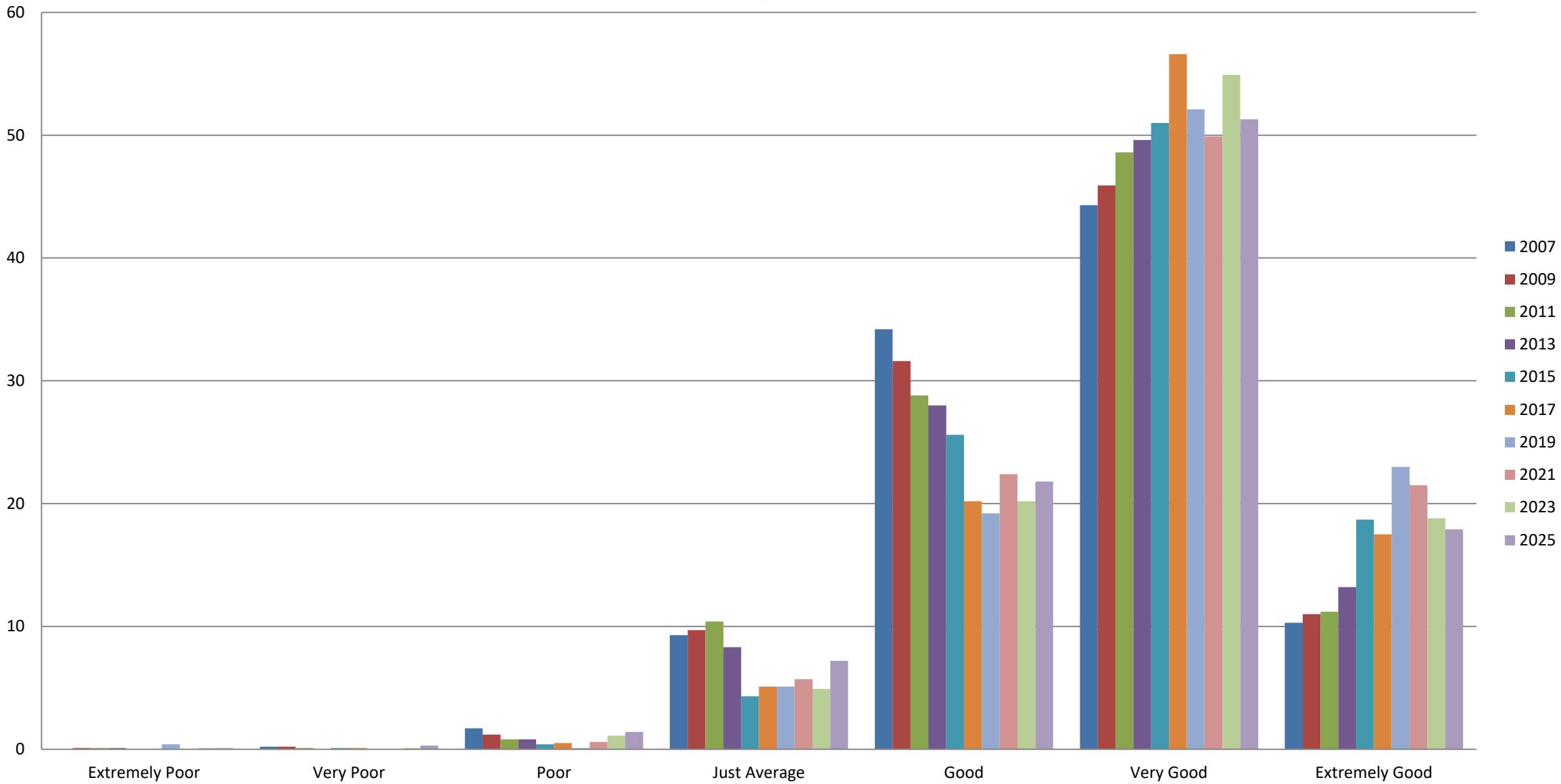


Figure 1: overlaying neighborhood schemas

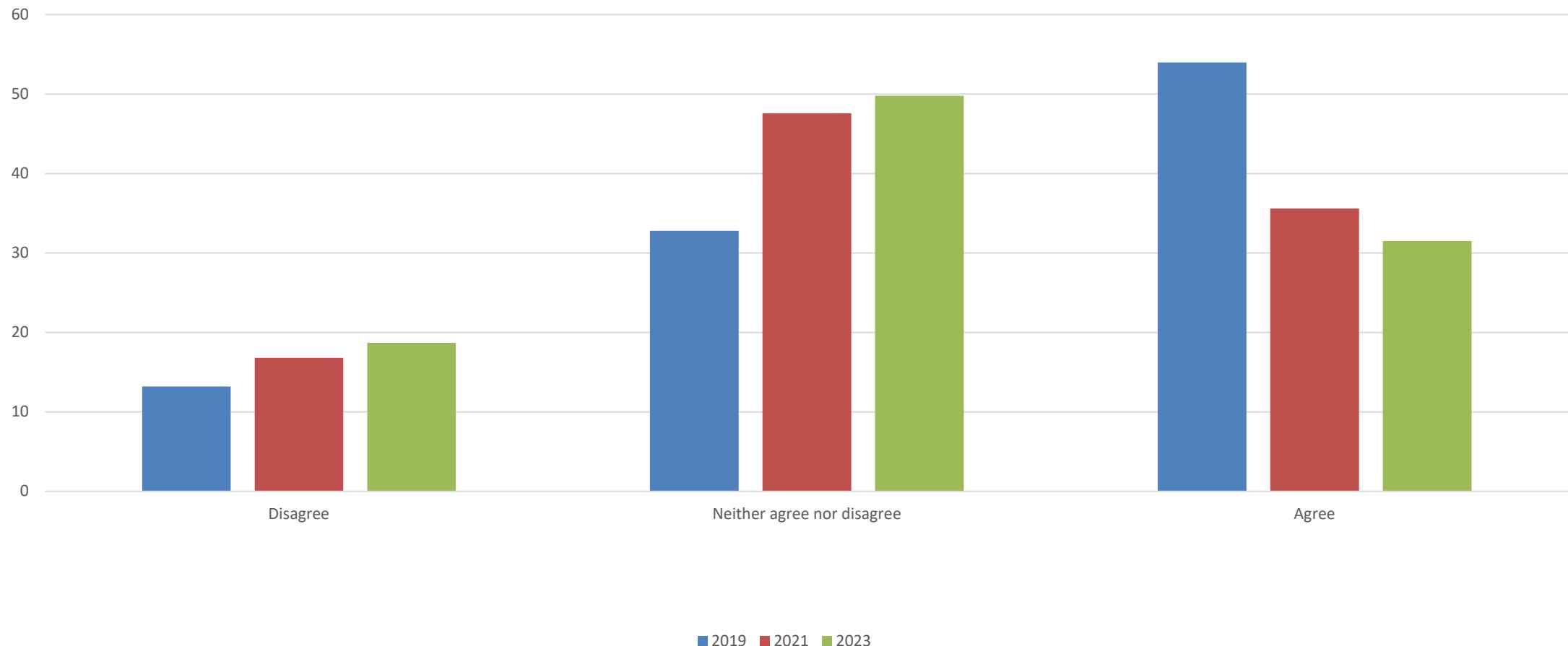


Overall Quality of Life in Springville





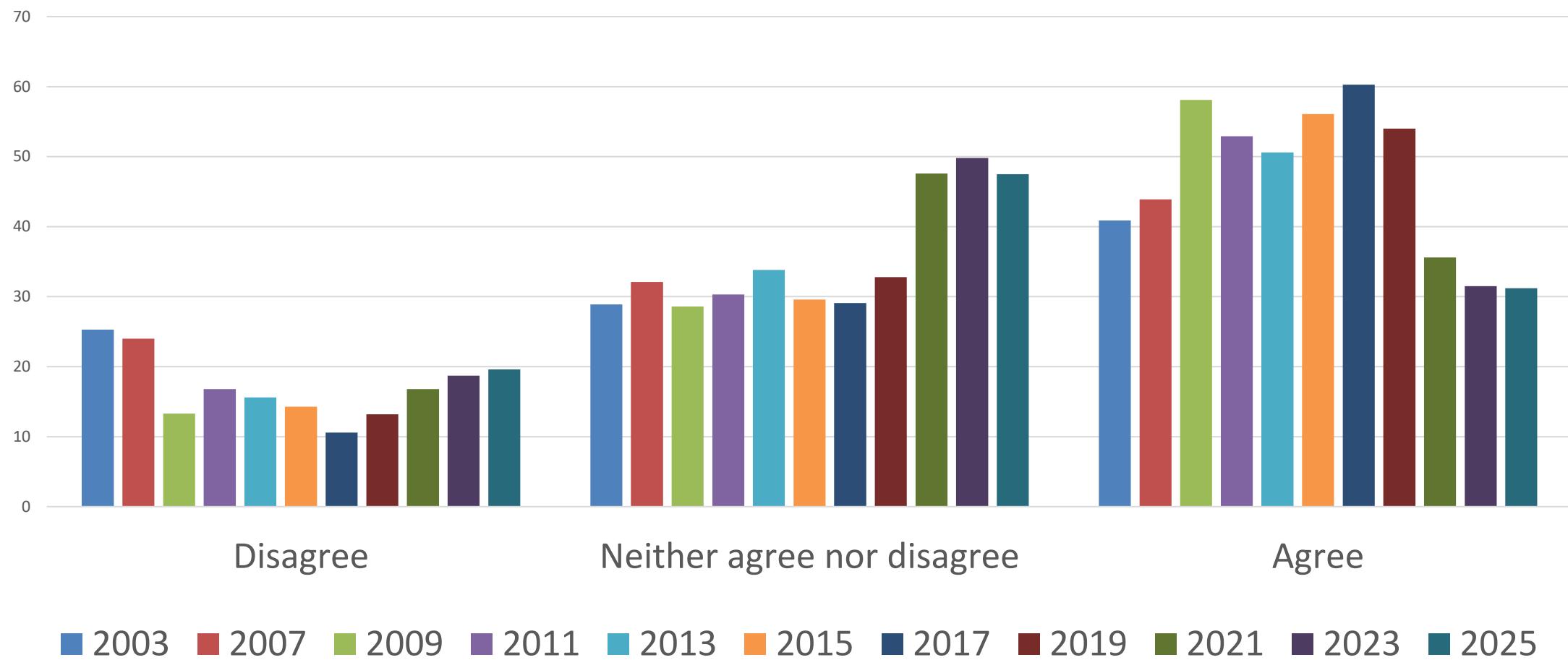
I am pleased with the overall direction the City is taking



■ 2019 ■ 2021 ■ 2023

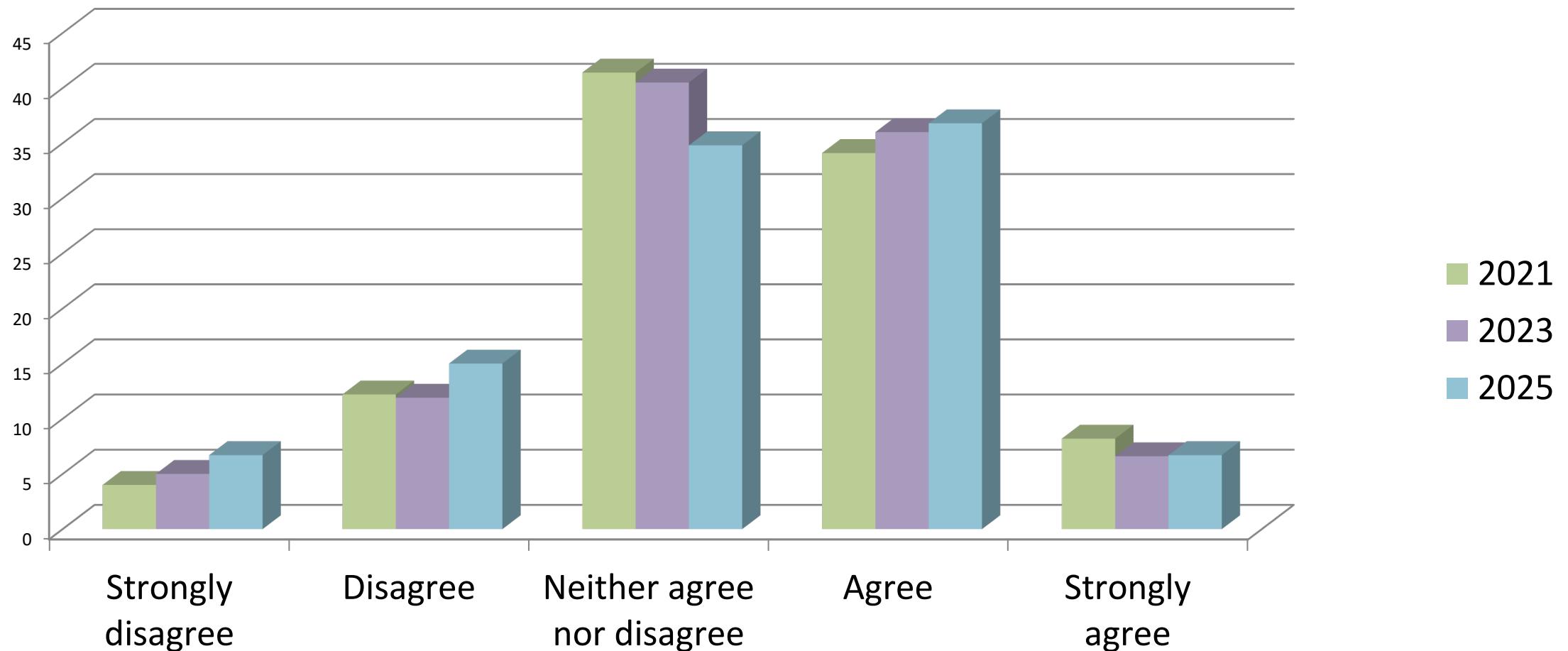


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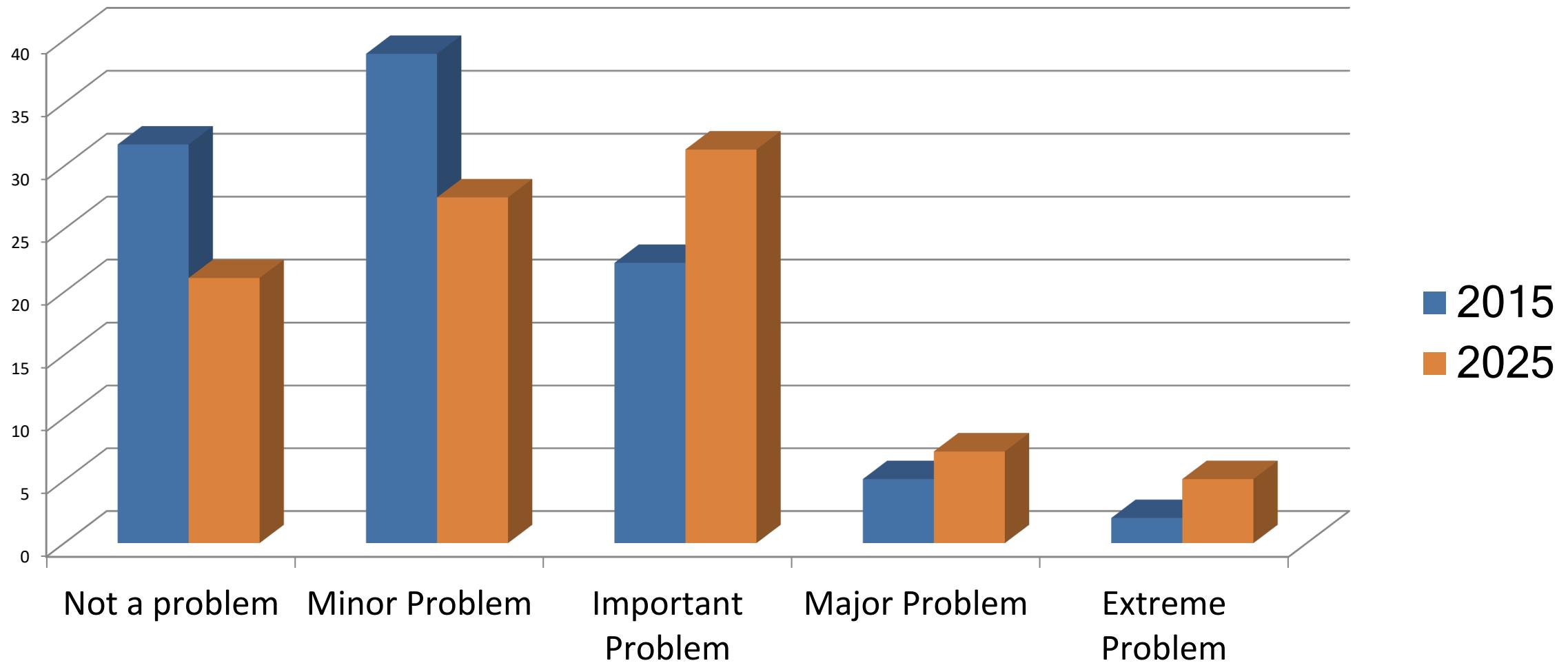


MOST ELECTED OFFICIALS CARE WHAT PEOPLE LIKE ME THINK



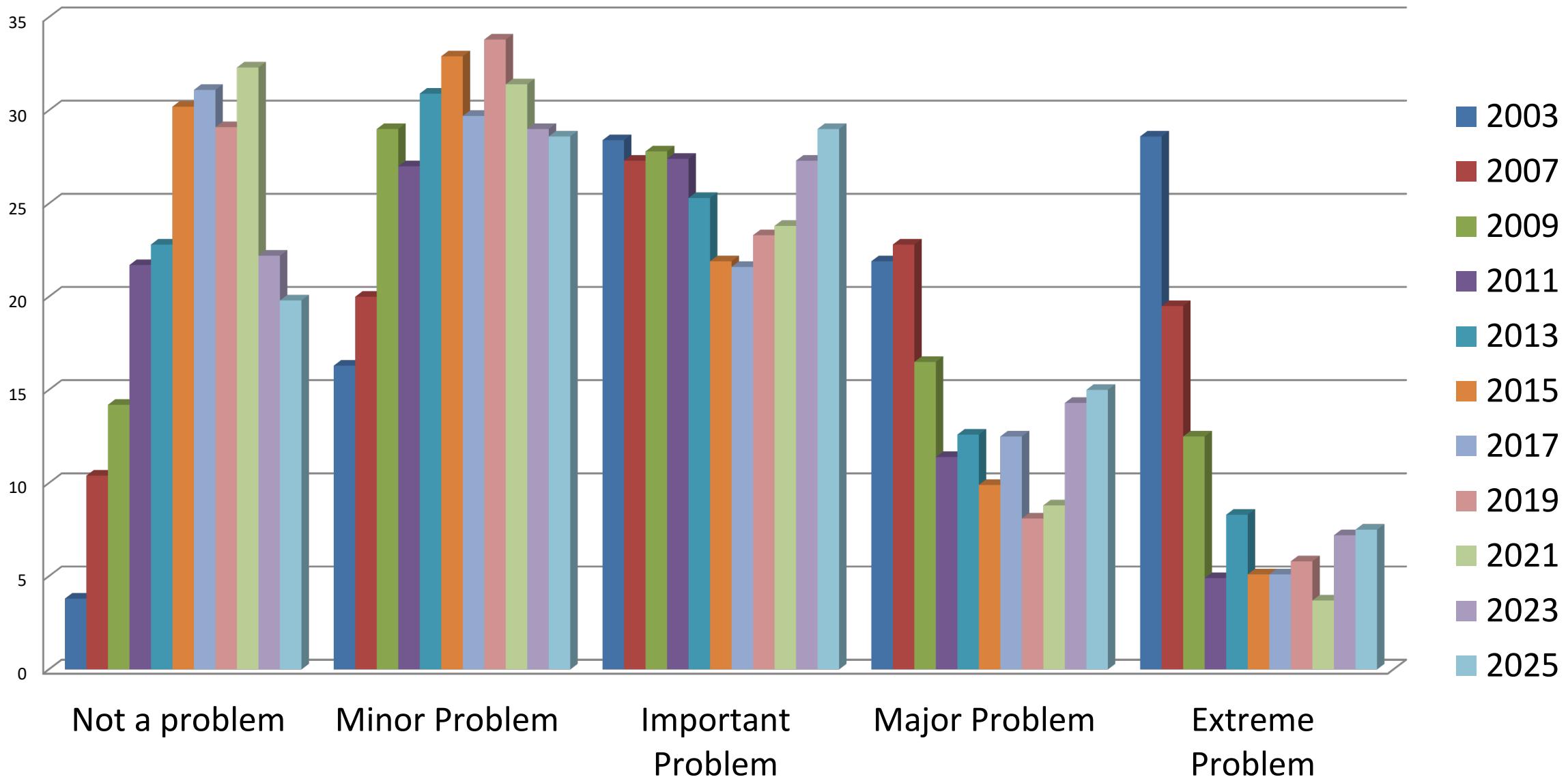


TO WHAT EXTENT IS THIS A PROBLEM - CITY TAXES





Extent to Which Power Rates are a Problem

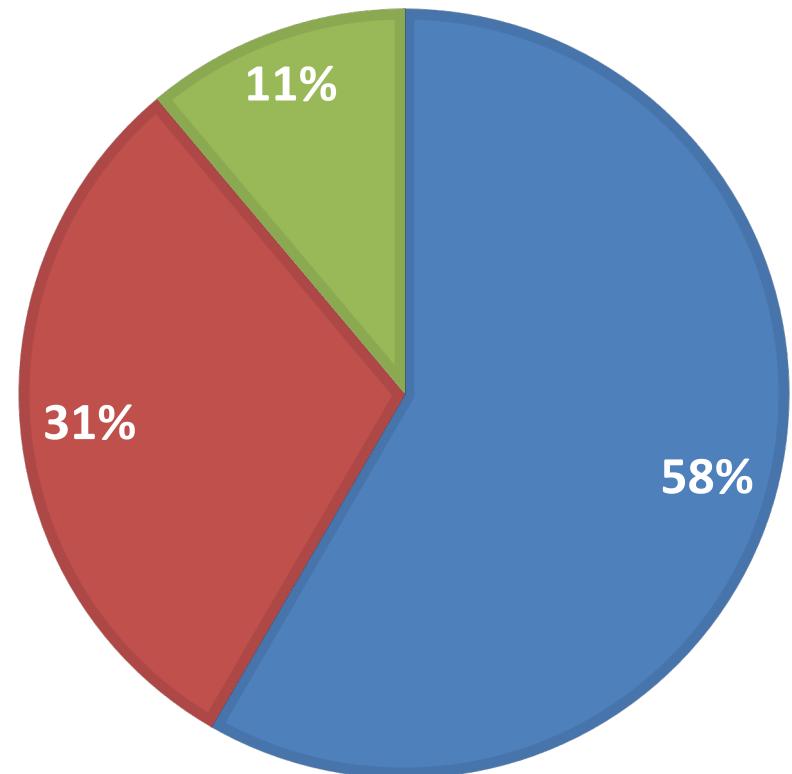




I RECEIVE GOOD VALUE FOR THE CITY TAXES I PAY

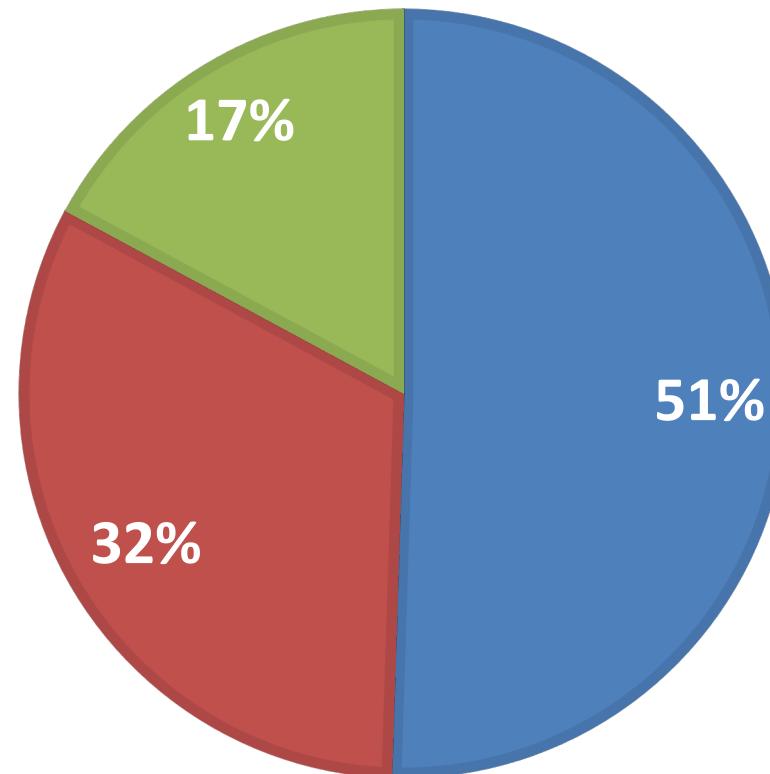
2023

■ Agree ■ Neither Agree Nor Disagree ■ Disagree



2025

■ Agree ■ Neither Agree Nor Disagree ■ Disagree





ADEQUATE MEASURES TAKEN

	Agree	Neither	Disagree
Provide Recreation Opps	70.5	21.8	7.8
Prepare for Emergencies	63.6	36.5	9.5
Protect Quality of Life	58.9	30.2	10.9
Maintain Public Infrastructure	55.8	30.8	13.4
Control Graffiti	52.9	40.3	6.9
Protect Environment	46.7	39.9	13.4

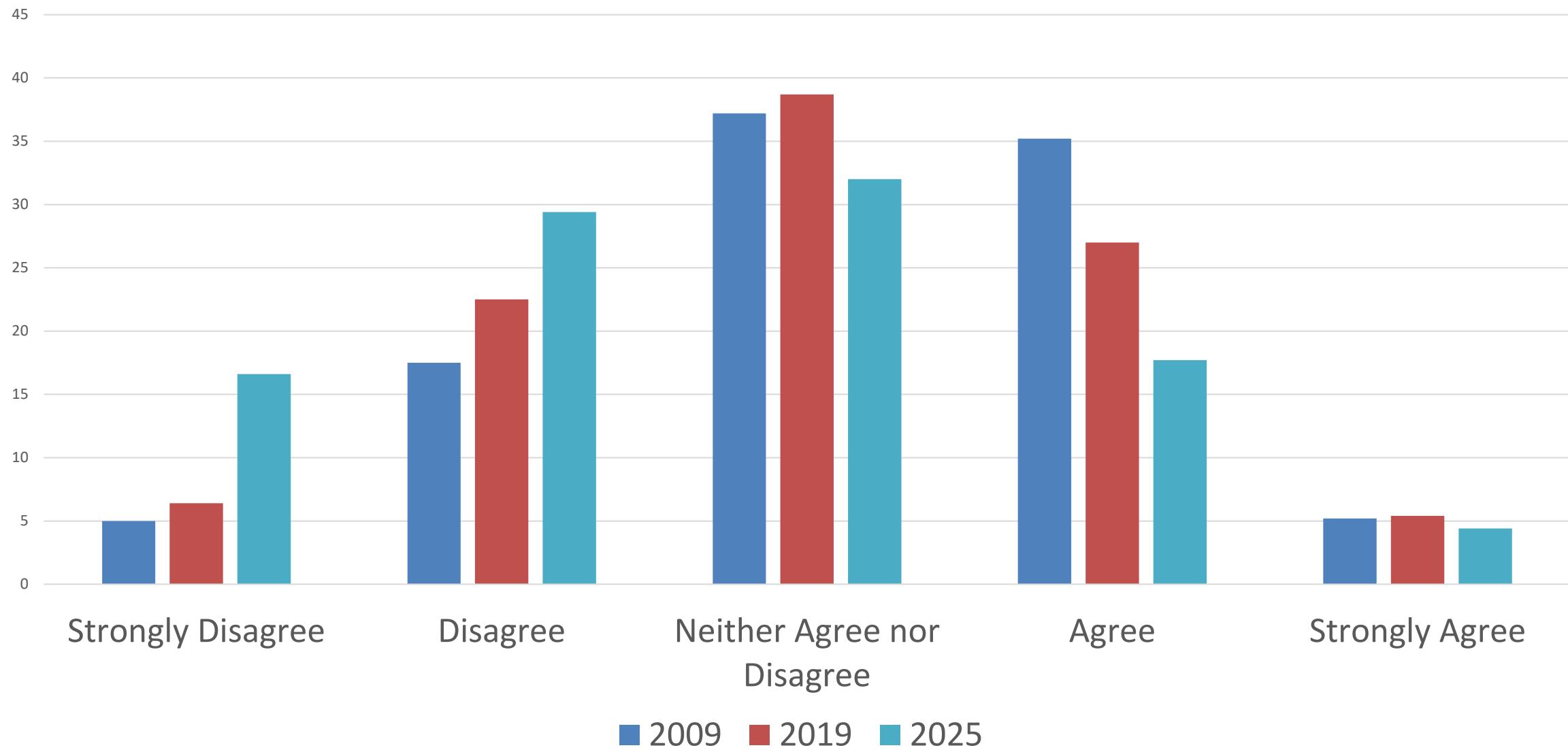


ADEQUATE MEASURES TAKEN

	Agree	Neither	Disagree
Reduce Drug Activity	36	53.1	10.9
Provide Services to Disabled	35.6	55.9	8.5
Provide Good Planning	33.6	39.9	26.5
Reduce Speeding in Nghbrhds	30.2	36	33.9
Encourage New Businesses	25.9	38.7	35.4
Reduce Traffic Congestion	22.1	32	46
Revitalize Older Nghbrhds	16.2	52.5	31.3

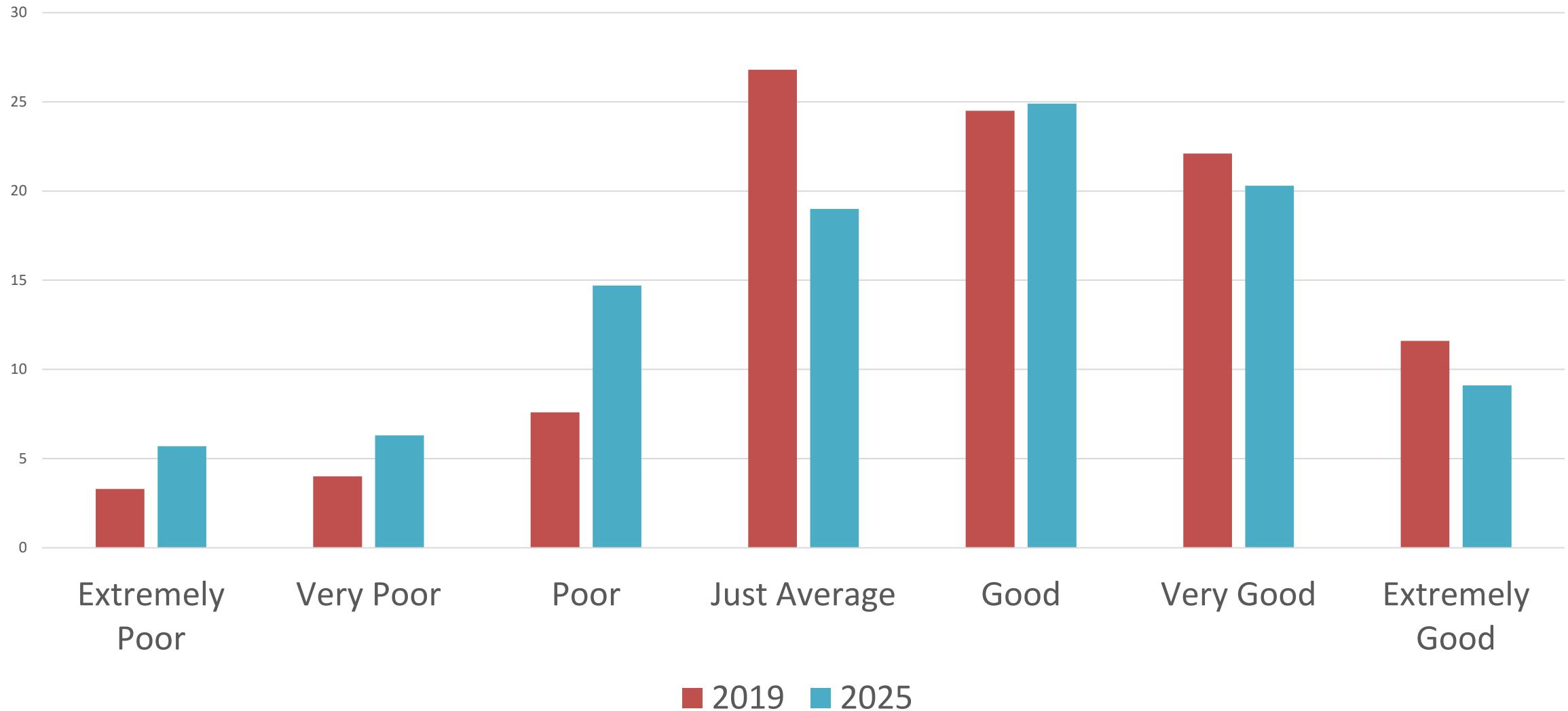


Adequate Measures Taken to: Reduce Traffic Congestion



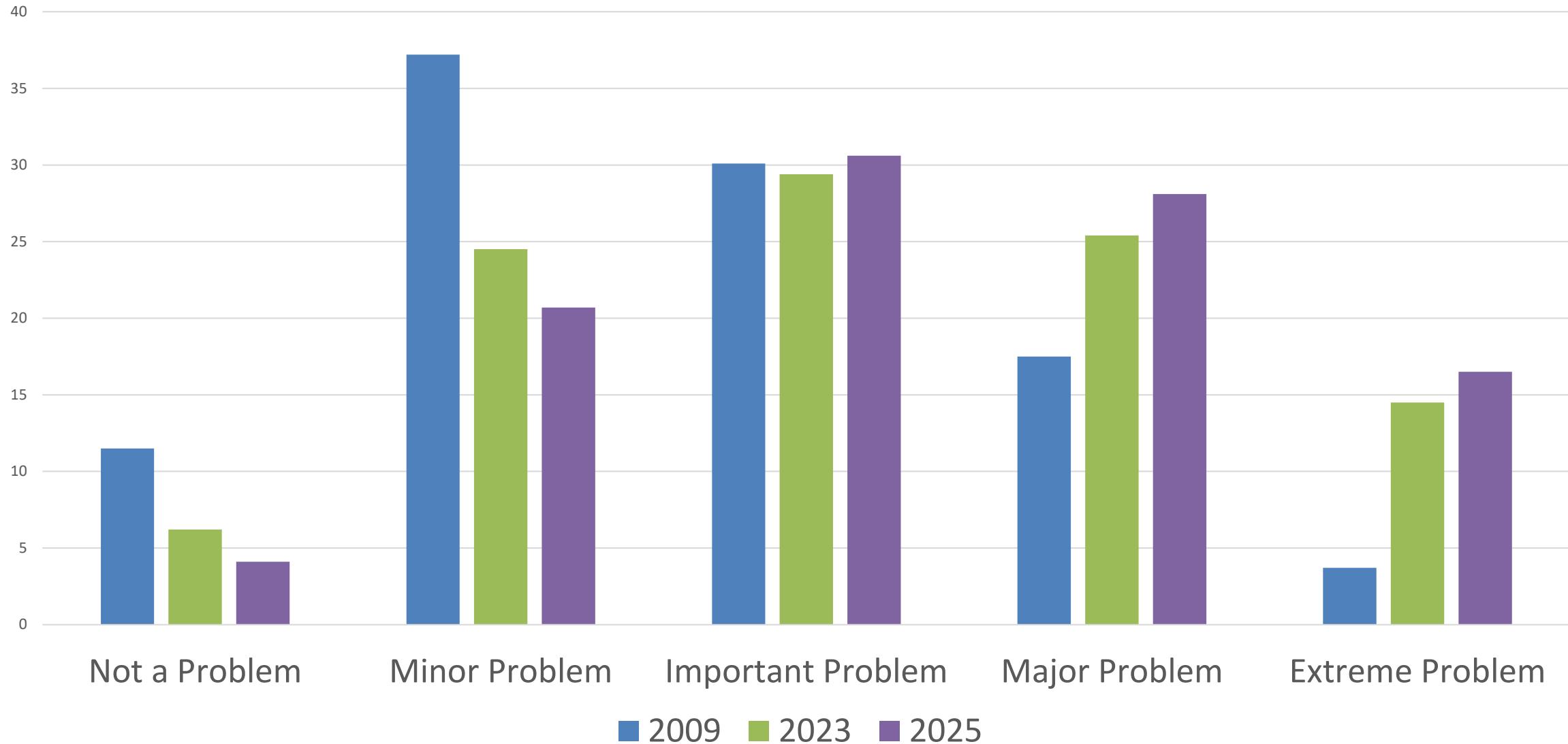


Volume of Traffic in Your Neighborhood



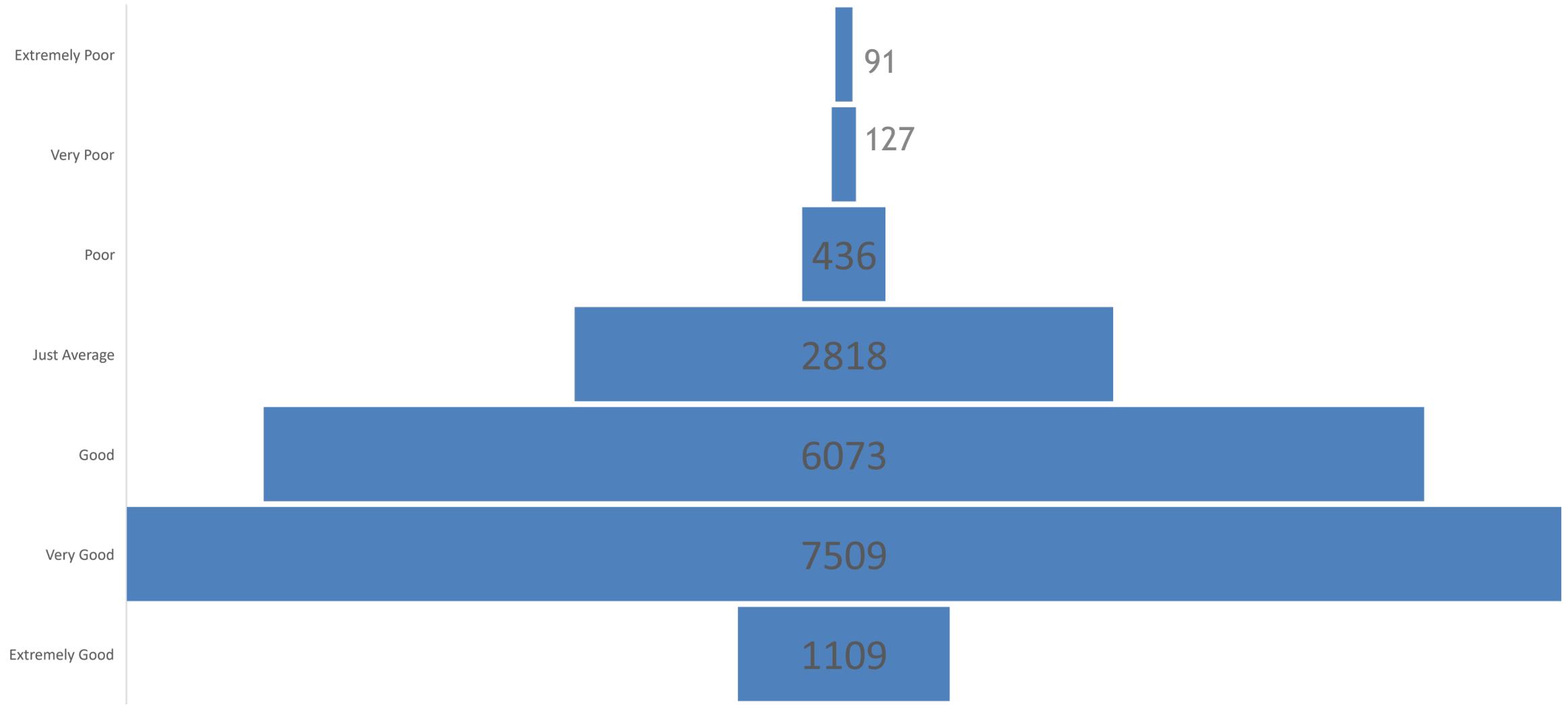


Extent a Problem: Traffic on Main Streets





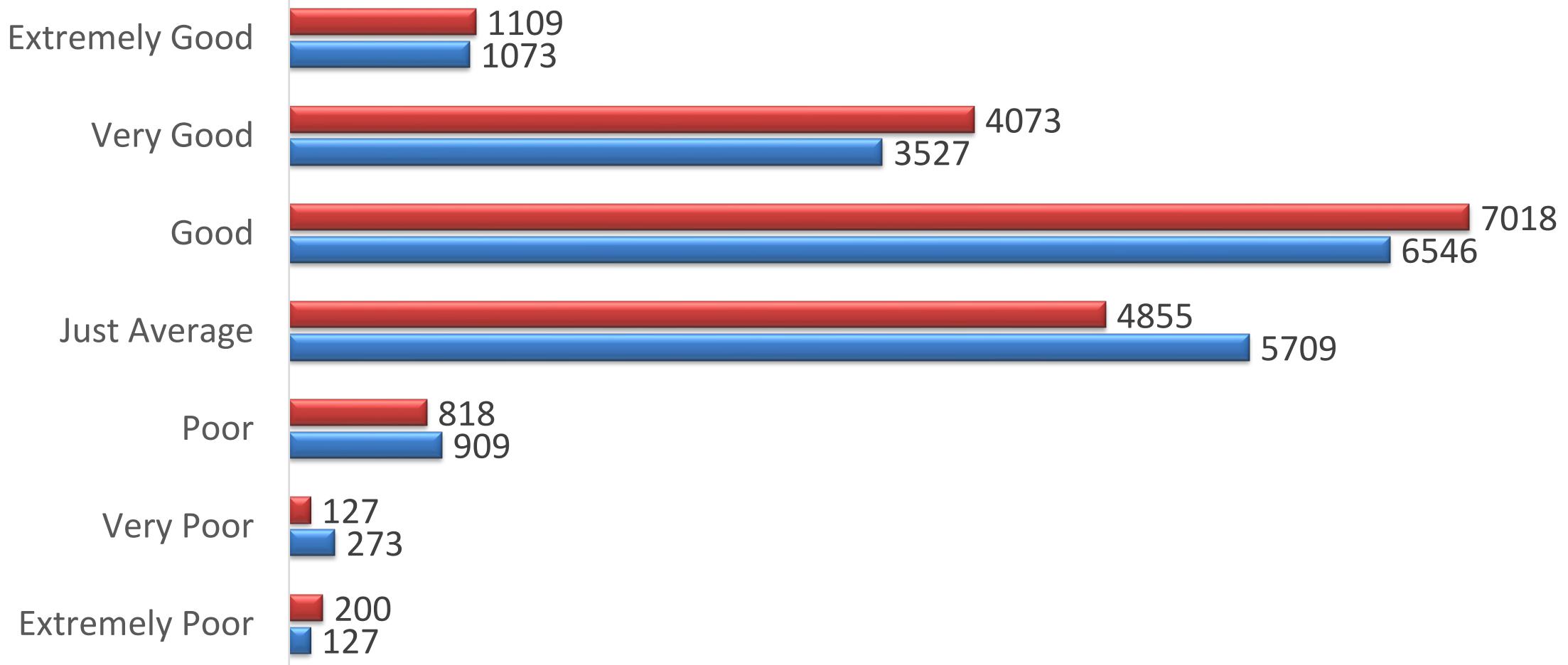
Overall Quality of City Services





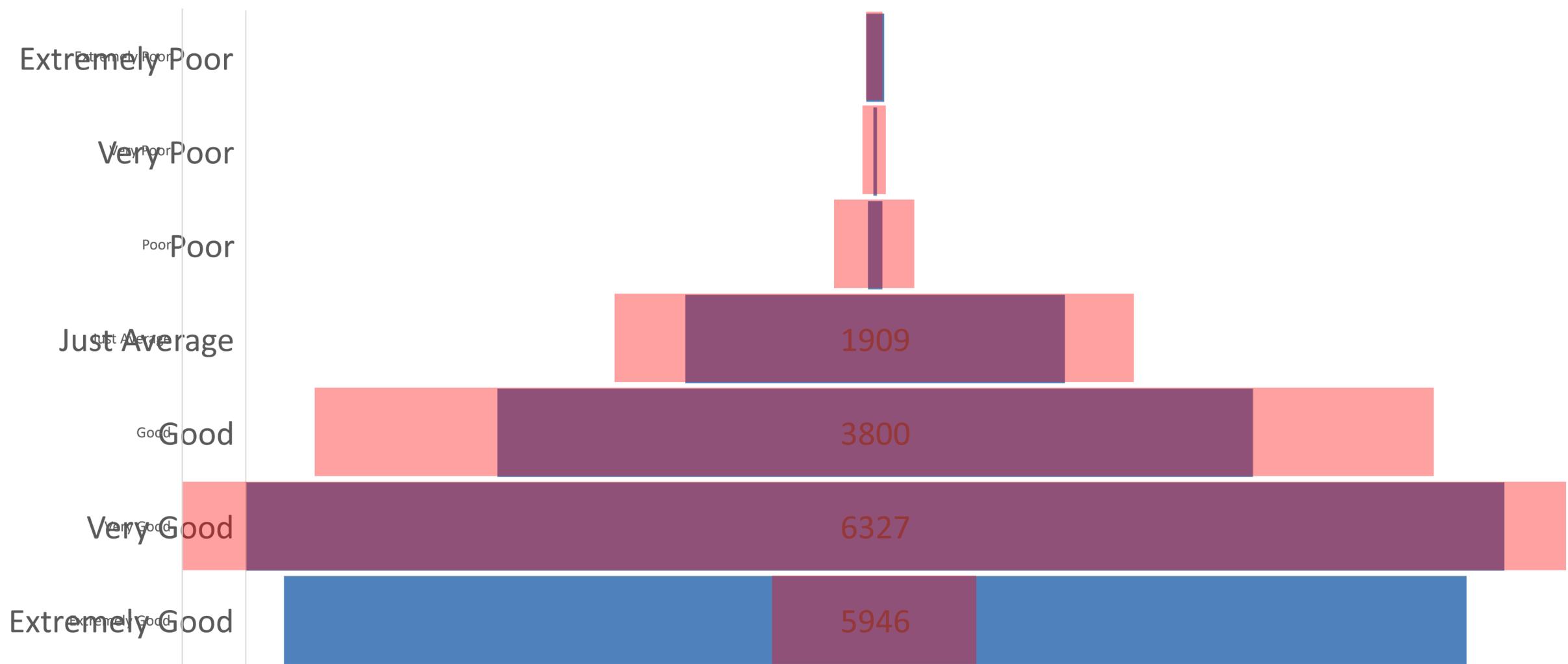
Website

■ 2025 ■ 2023





Art Museum





Quality of Service Received

Comm Dev

P&R

Utility Office

Library

CRC



Poor

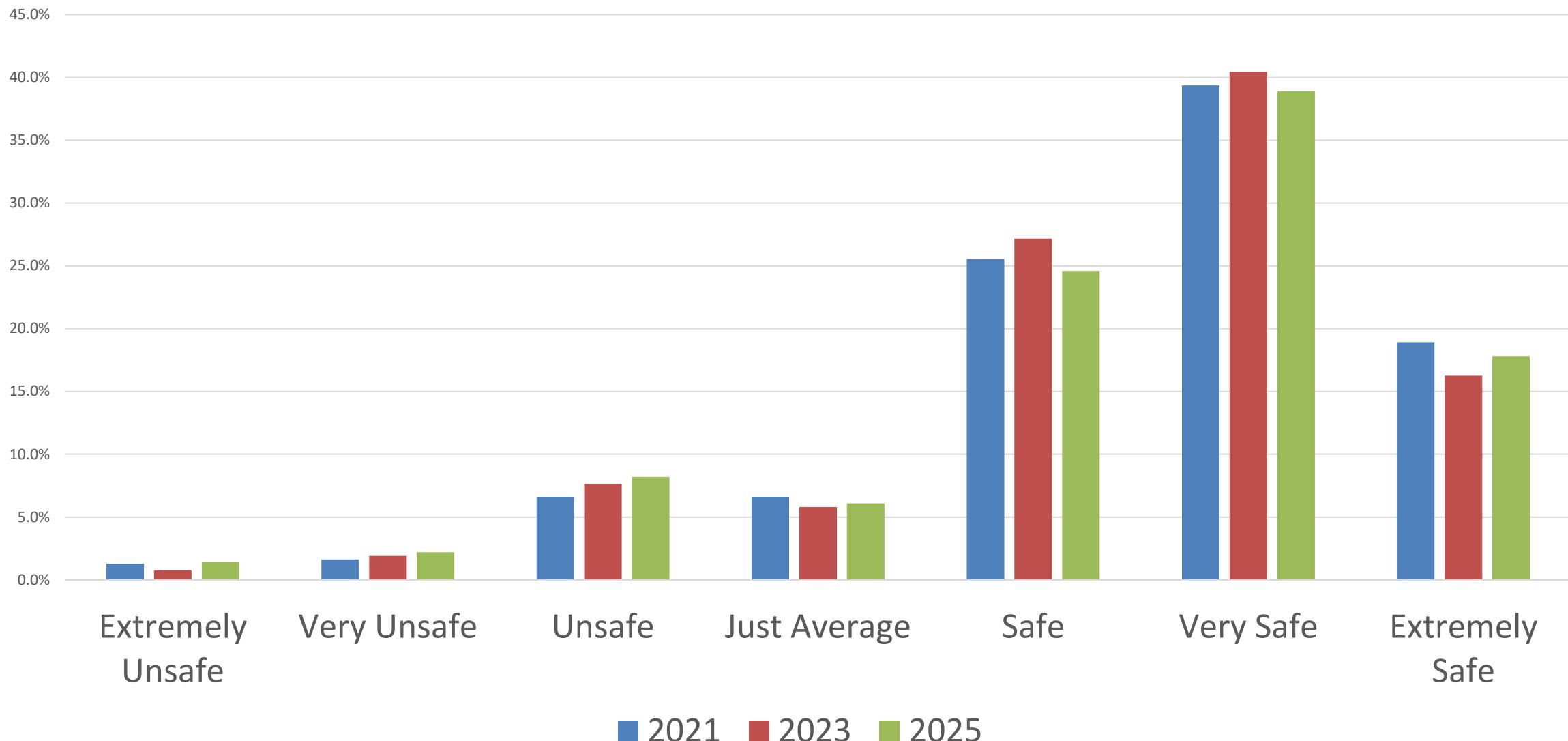
Just
Average

Good

Very
Good

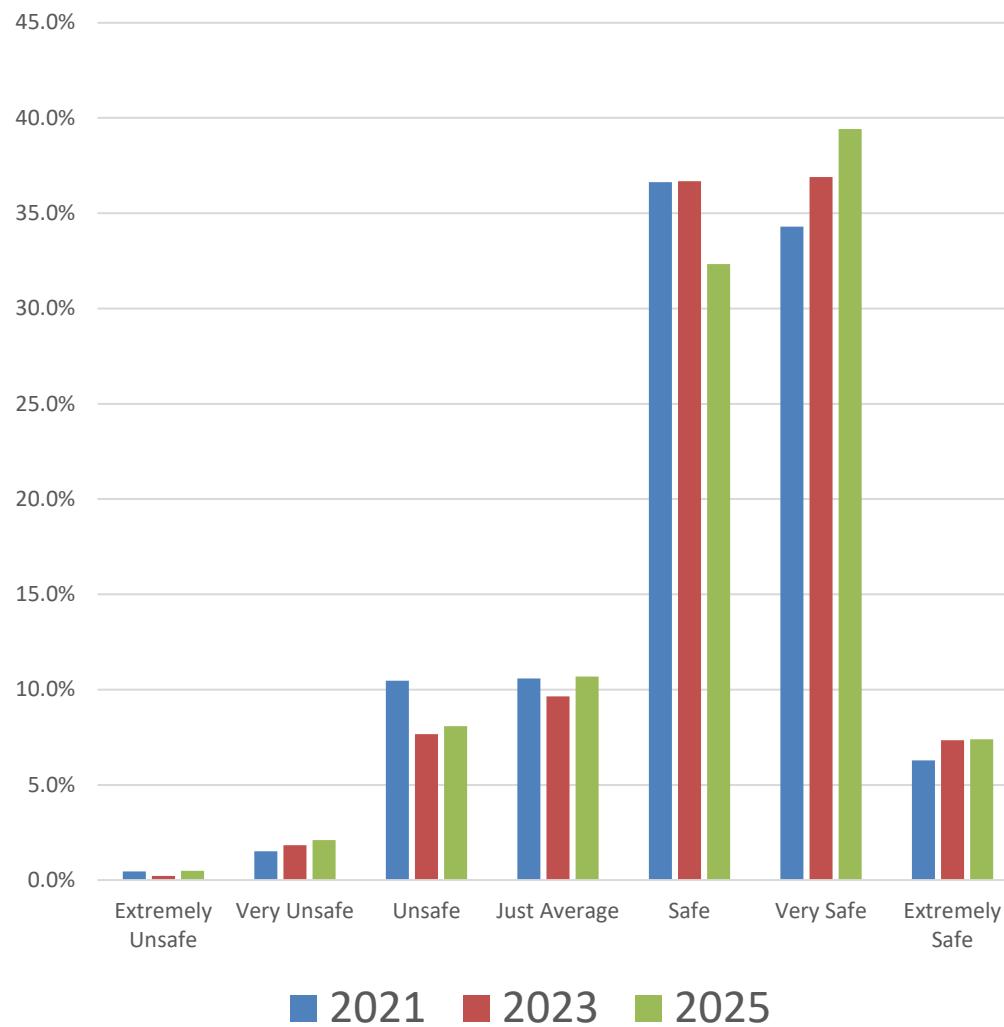


Walking alone at Night - Neighborhood

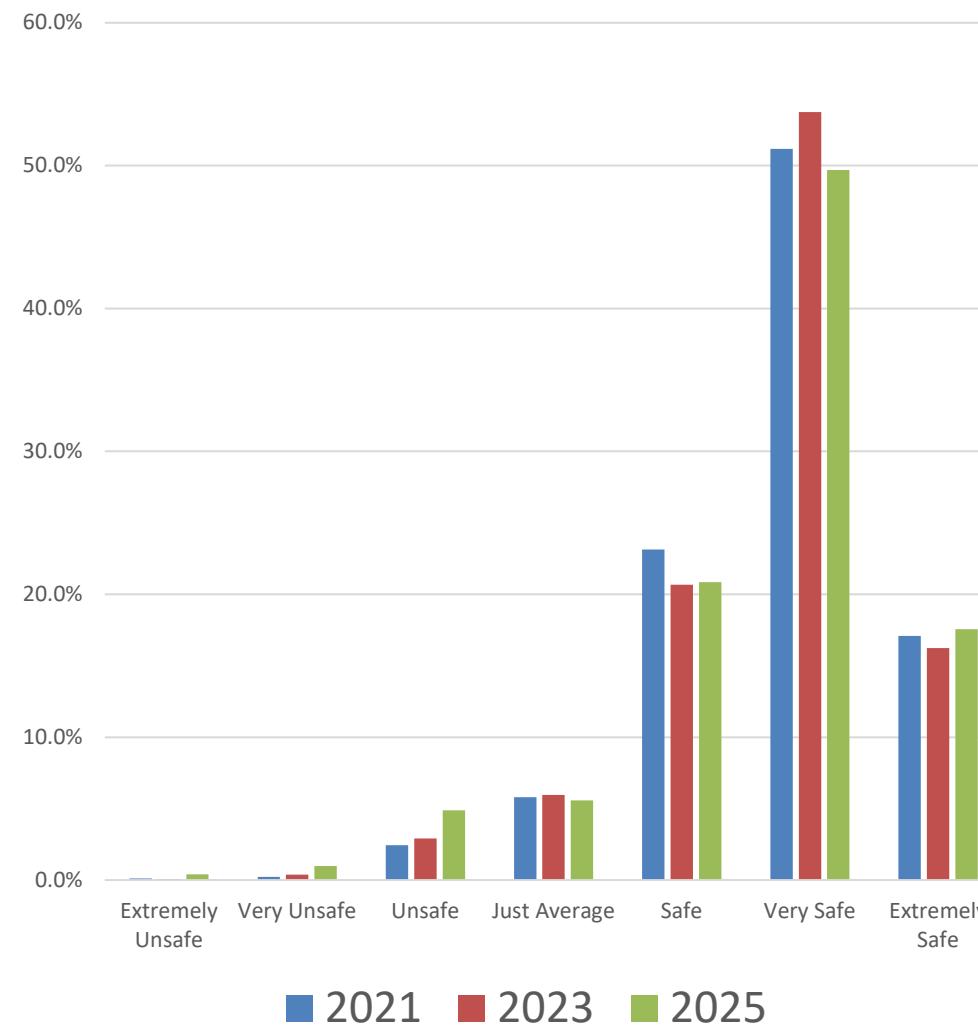




Property Crime

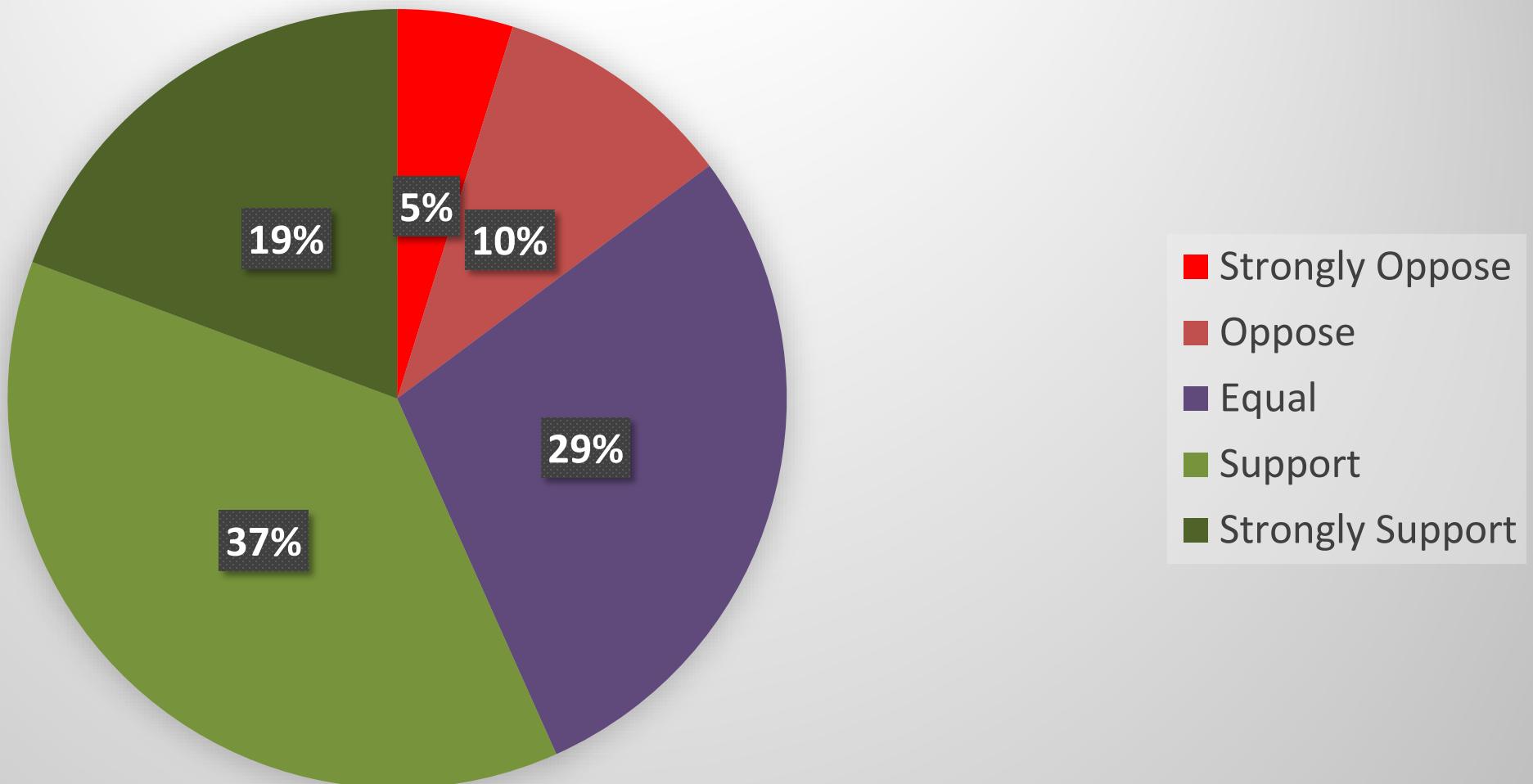


Violent Crime



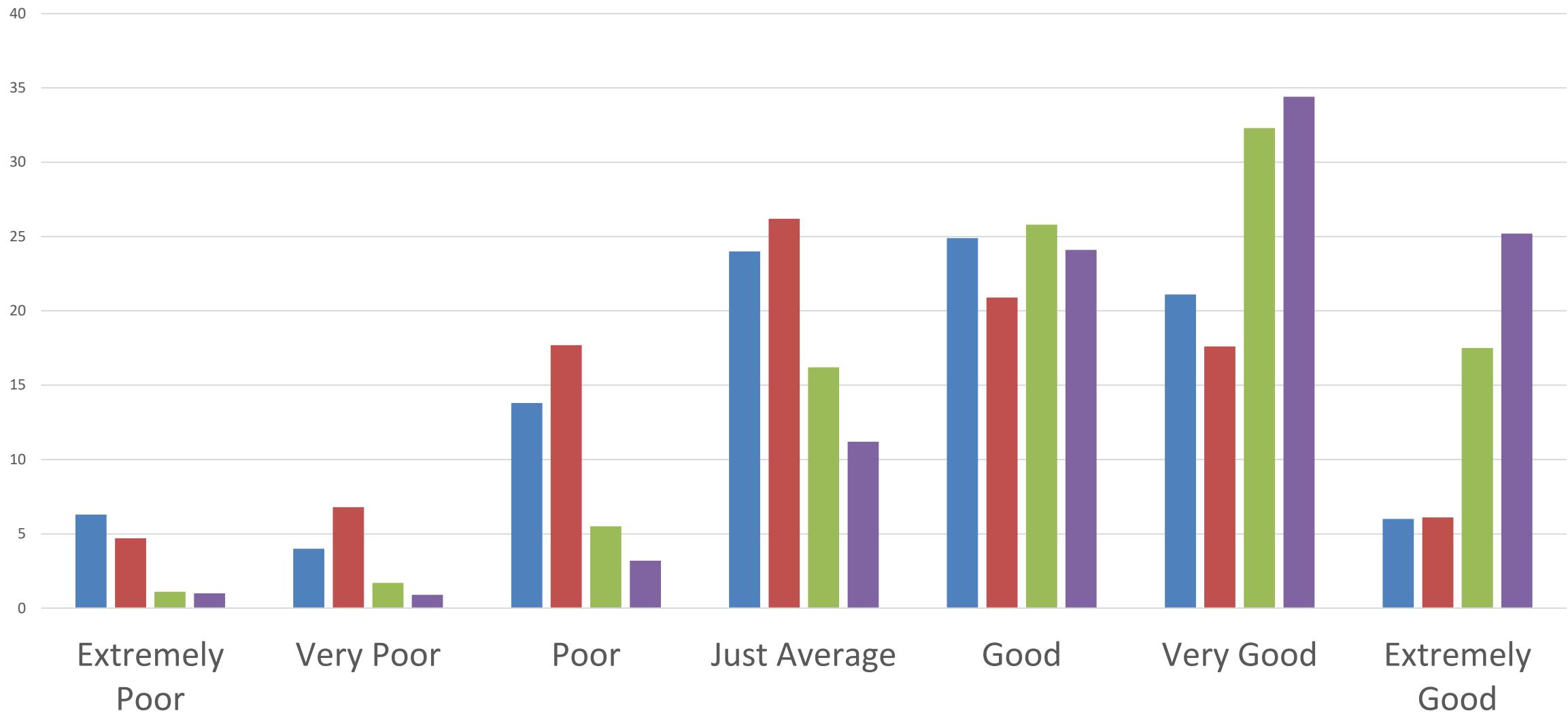


Support/Oppose Financial Incentives to Attract New Types of Retail Business



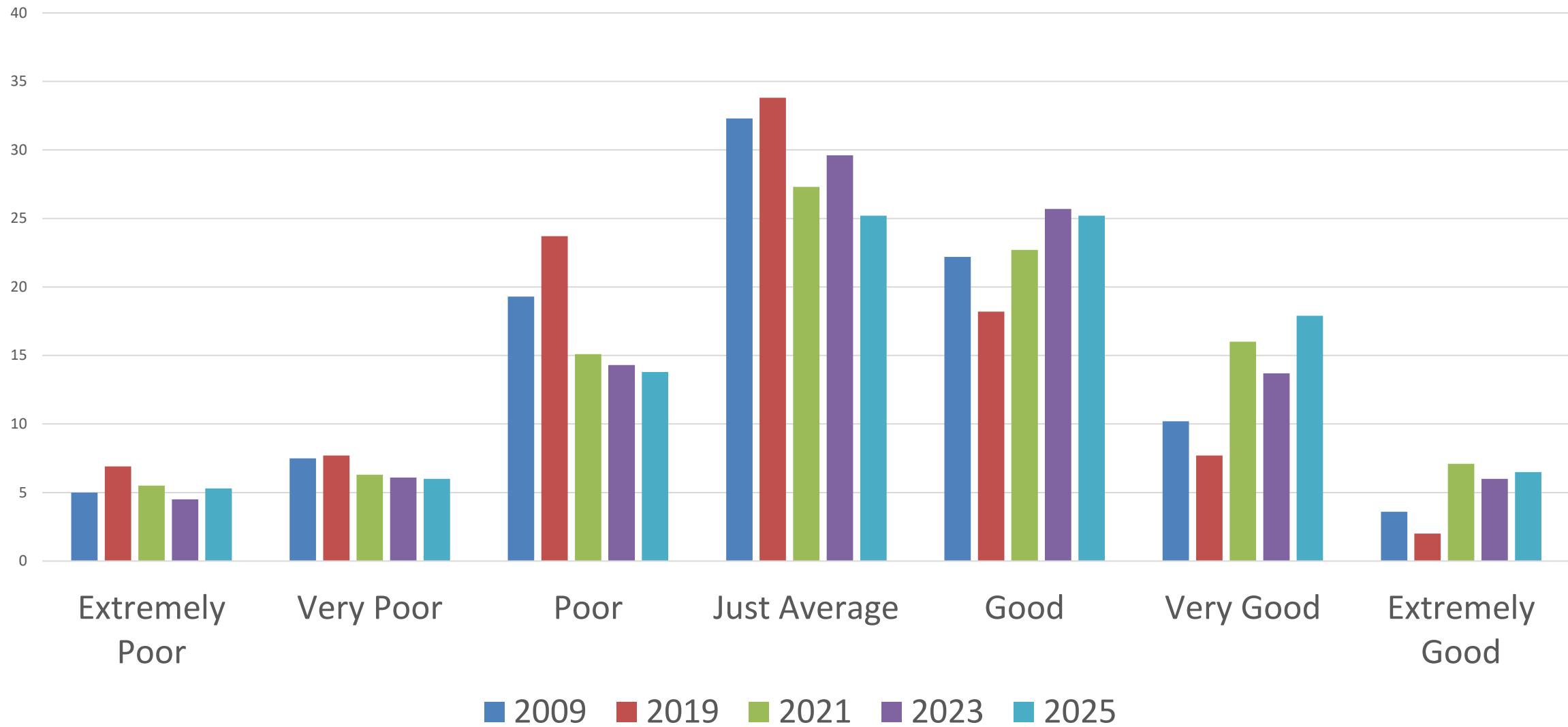


Access to High Speed Internet - 2019





Access to Shopping Opportunities





TOP THEMES

Q33: What do you like most about living in Springville?

- Small-town feel / atmosphere
- Sense of community & friendly people
- Quiet, peaceful neighborhoods
- Safety and security
- Arts & culture (Art Museum, Art City Days, festivals)
- Parks, library, Clyde Rec Center
- Access to mountains & Hobble Creek Canyon
- Cleanliness and convenient location



TOP THEMES

Q34: What one thing would make Springville a better place to live?

- Fix traffic congestion (Main Street & 400 South)
- Revitalize downtown / Allen's block
- More shopping, restaurants, and family entertainment
- Better code enforcement (junk, weeds, property upkeep)
- Sidewalks, bike paths, and walkability improvements
- Manage growth (limit high-density housing, preserve open space)
- Improve parks and add dog park
- Lower utility costs and taxes