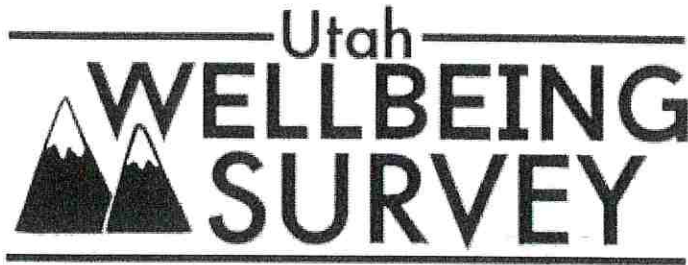


La Verkin Wellbeing Survey Findings 2026

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Summary

La Verkin is one of 57 cities and towns participating in the Utah Wellbeing Survey Project in 2026. 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 make this possible. A special thank you goes to the Utah League of Cities and Towns and the following cities for funding this project: Cedar City, Delta, Heber, La Verkin, South Weber, Vernal, West Bountiful, and West Valley City. We also acknowledge support from the Institute for Disability Research, Policy & Practice (IDRPP).

This report describes findings from the 2026 La Verkin survey and comparative information with other project cities and towns. In March 2026, La Verkin City advertised the survey for residents. All city residents age 18+ were encouraged to take the online Qualtrics survey. Cities and towns generally advertised the survey through newsletters, social media, emails, or other various efforts.

How many people responded?

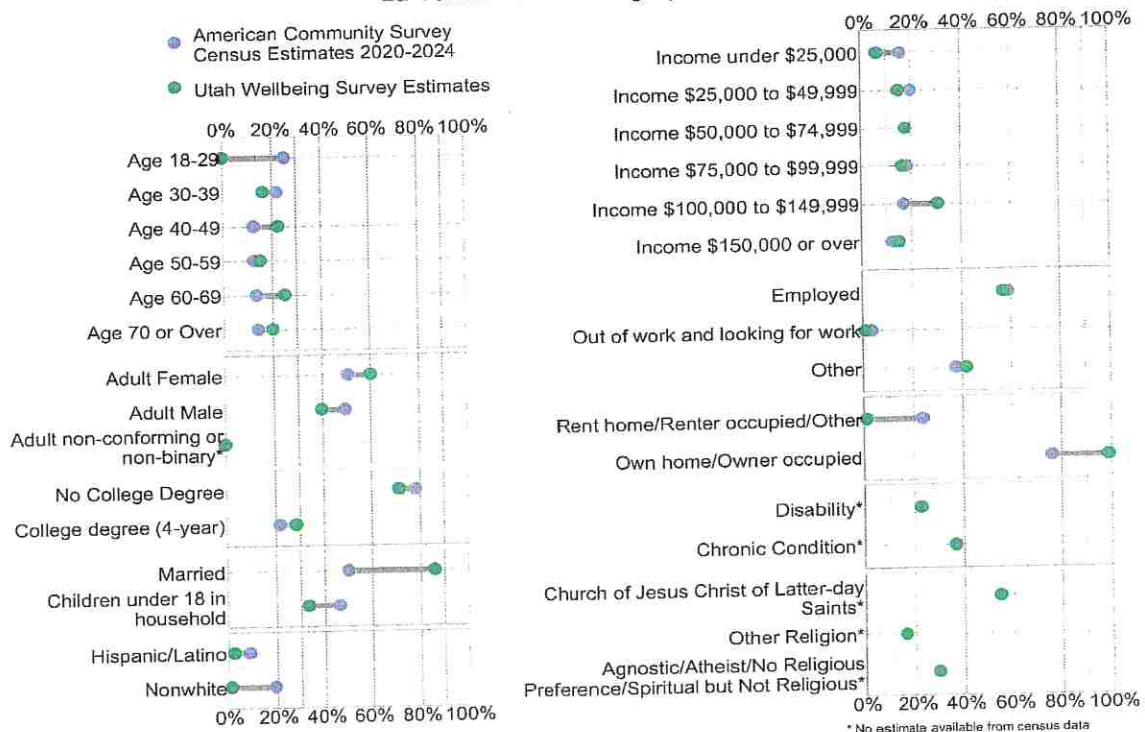
- **107** viable surveys were recorded in this 2026 survey effort.
- The La Verkin 2024 survey had 131 responses, the La Verkin 2021 survey had 150 responses, and the La Verkin 2020 survey had 95 responses.
- The adult population of La Verkin was estimated at 3,065, based on the American Community Survey by the U.S. Census. The 107 survey responses in 2026 represent 3.5% of the adult population and have a conservative margin of error of 9.31%.

Survey Respondent Characteristics

Resident Statistics	Value
Full Time Residents of La Verkin	98.1%
Part Time Residents of La Verkin	1.9%
Length of Residency – Range	1-75 years
Length of Residency – Average	19.7 years
Length of Residency – Median	13 years
Length of Residency 5 Years or less	21.5%

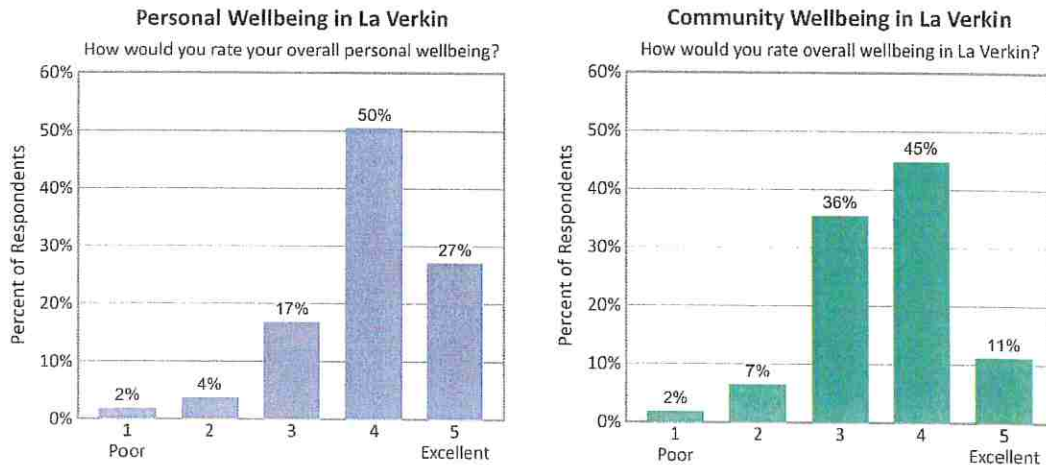
Demographic characteristics of the survey respondents were compared below with U.S. Census information from the 2020-2024 American Community Survey. In the graph below, gray bars indicate differences between the American Community Survey estimates and the Utah Wellbeing Project surveys. The wider the 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, 2026 survey respondents were not fully representative of La Verkin. People who are married or own their homes were overrepresented, while those who are nonwhite, are renters, or are age 18-29 were underrepresented.

La Verkin 2026 Demographics



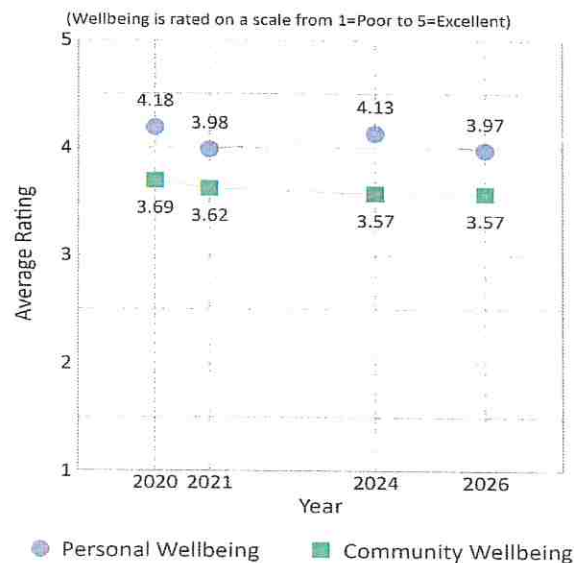
Overall Personal Wellbeing and Overall Wellbeing in La Verkin

Survey participants were asked about their overall personal wellbeing and overall community wellbeing in La Verkin. These wellbeing indicators were both measured on a 5-point scale from poor (1) to excellent (5). The **average personal wellbeing score in La Verkin was 3.97** with **78%** of respondents indicating their wellbeing at a 4 or 5 on the 5-point scale. The **average score for community wellbeing in La Verkin was 3.57** with **56%** of respondents indicating community wellbeing at a 4 or 5 on the 5-point scale.



When comparing survey data from La Verkin over the years as shown in the information below, we can see that from 2024 to 2026, the average **personal** wellbeing score declined, while the average **community** wellbeing score remained nearly the same. Note that the number of respondents differed between years, and there is no tracking of individuals from one year to the next.

Average Rating of Personal and Community Wellbeing Over Time in La Verkin



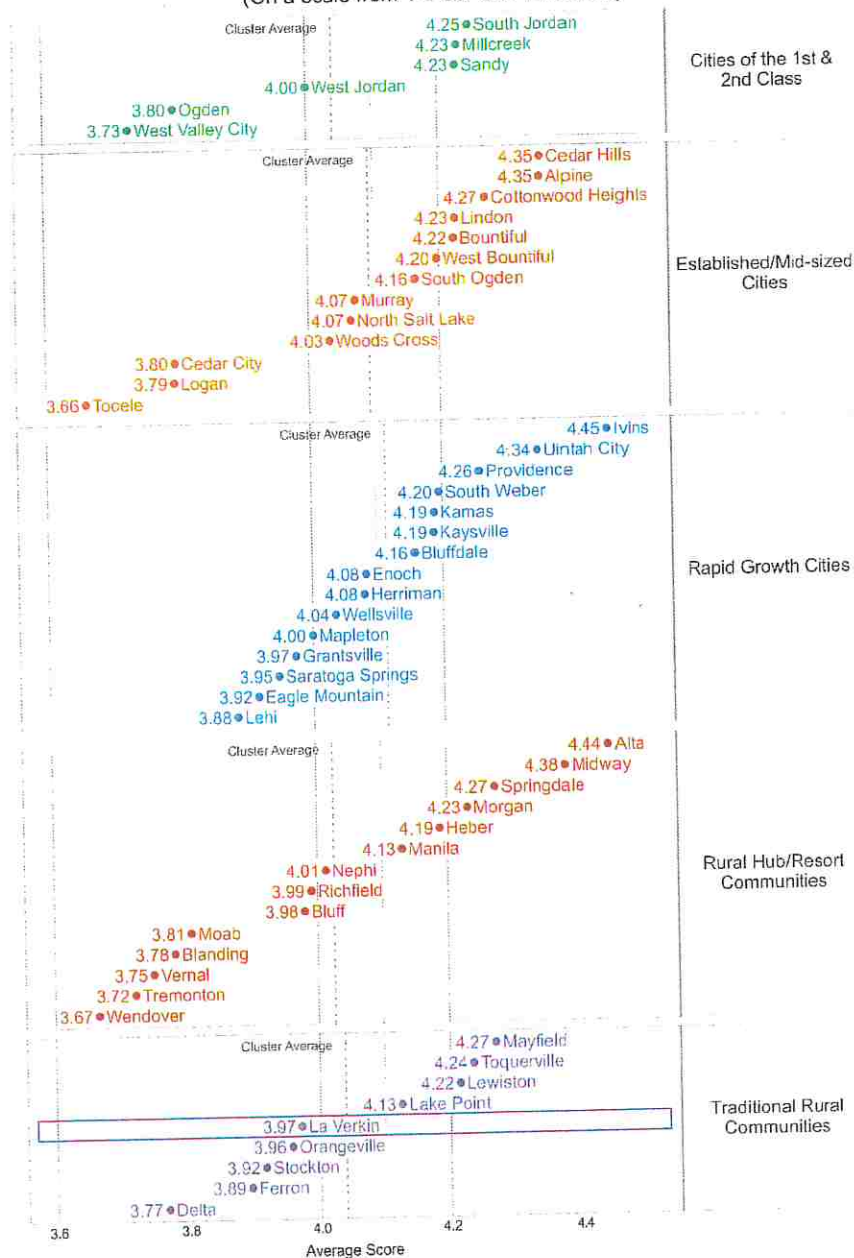
Comparing Wellbeing Across Utah Cities

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. La Verkin is classified as a Rapid Growth City. Some cities may fit within more than one cluster. Each cluster average represents the mean of the city and town means within each cluster.

Within the Rapid Growth city cluster, La Verkin was **slightly below** the average overall personal wellbeing score and **slightly below** the average overall community wellbeing score.

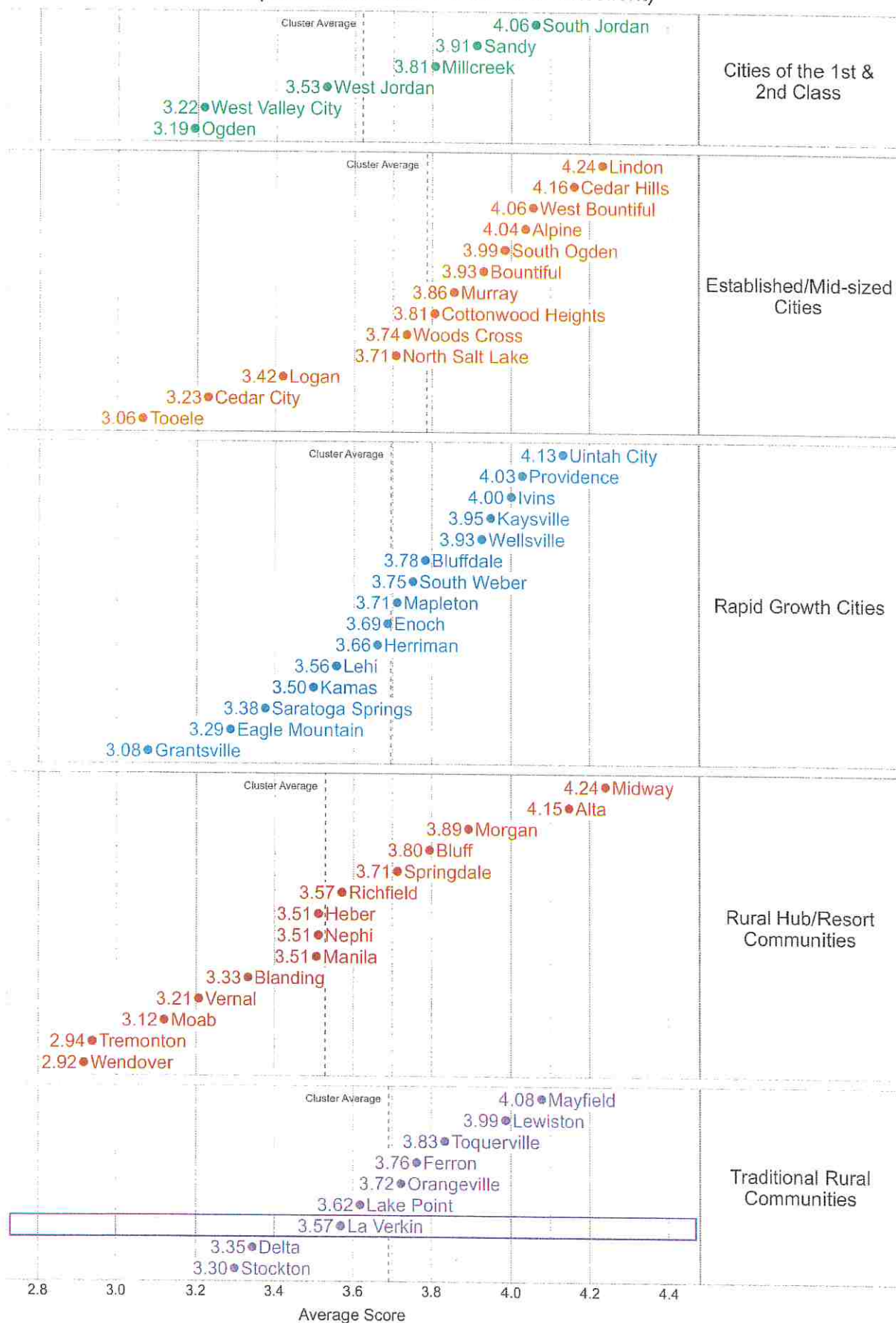
Overall Personal Wellbeing Scores from Participating Utah Cities (2026)

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



Overall Community Wellbeing Scores from Participating Utah Cities (2026)

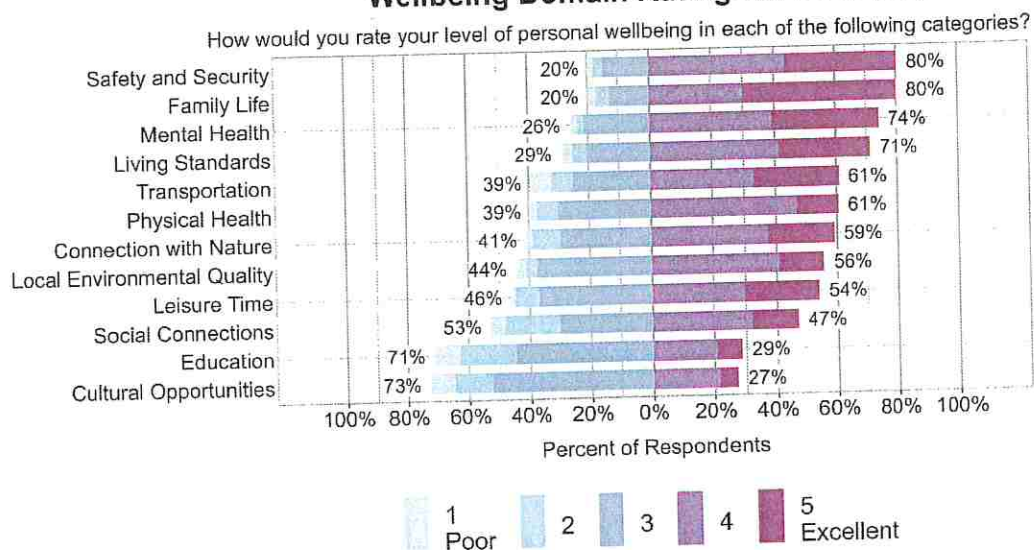
(On a scale from 1=Poor to 5=Excellent)



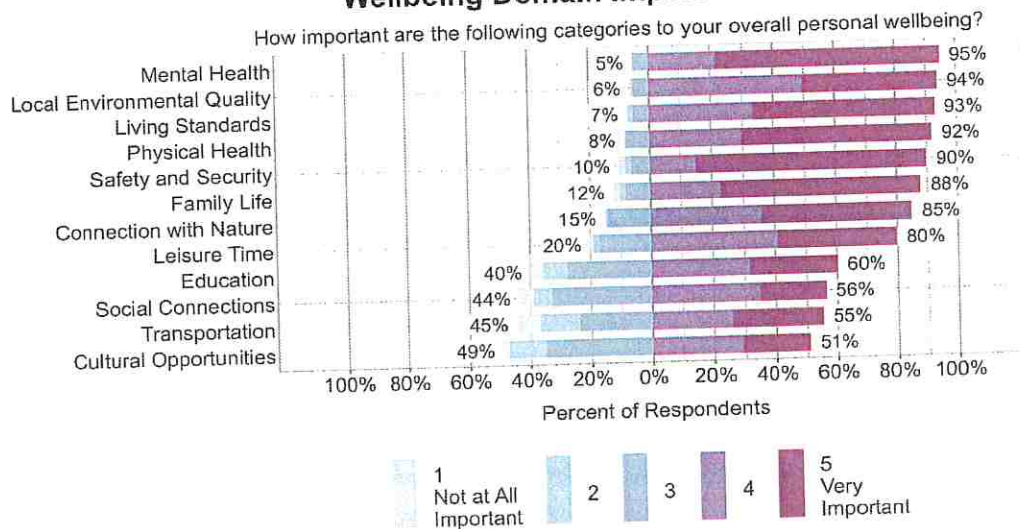
Wellbeing Domains in La Verkin

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 La Verkin were **Safety and Security** (80%), **Family Life** (80%), and **Mental Health** (74%). The most important wellbeing domains were **Mental Health** (95%), **Local Environmental Quality** (94%), **Living Standards** (93%), and **Physical Health** (92%).

Wellbeing Domain Ratings in La Verkin

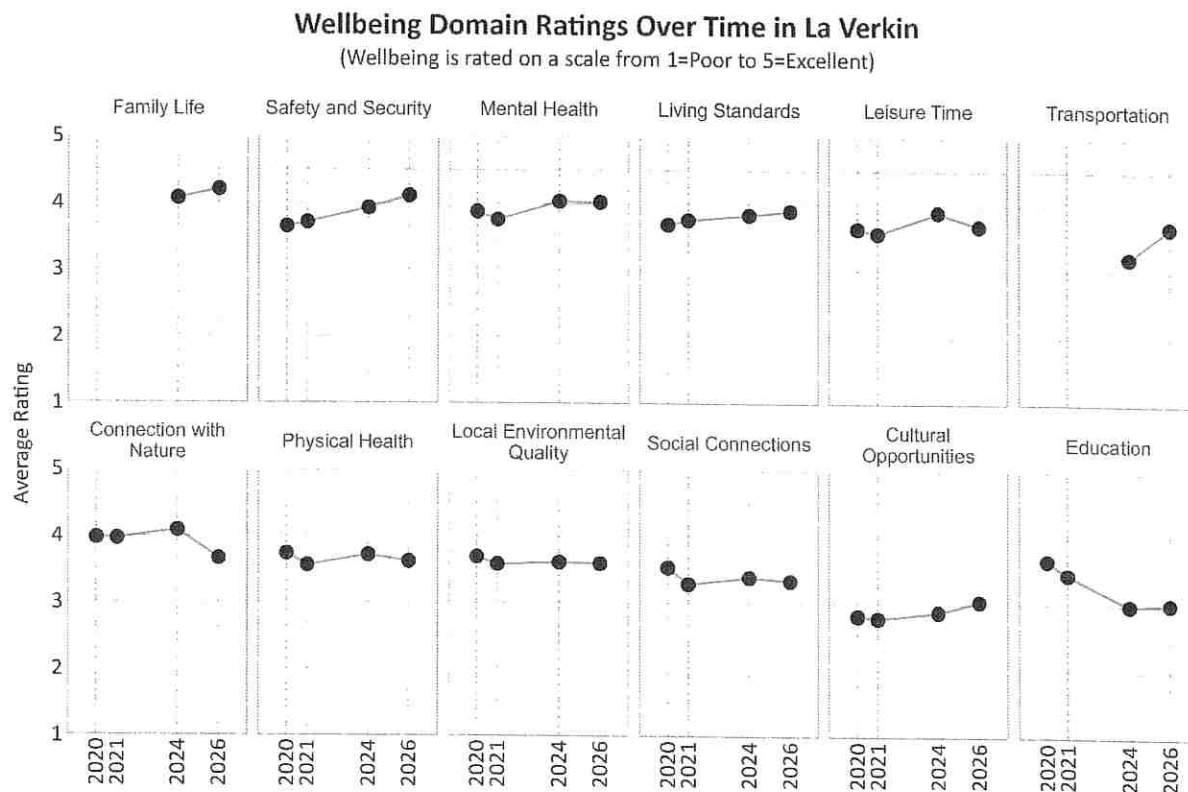


Wellbeing Domain Importance in La Verkin



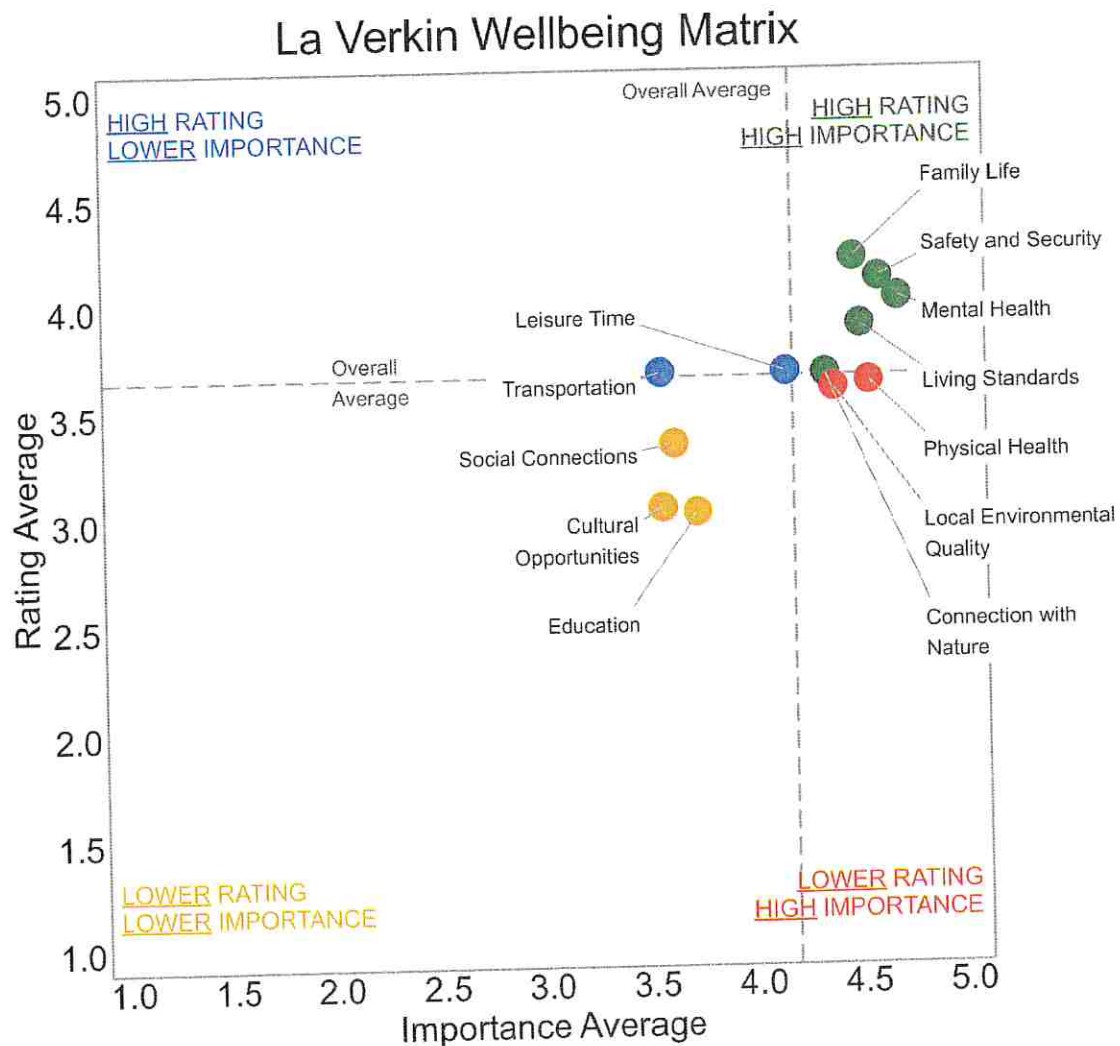
Wellbeing Domains Over Time in La Verkin

The graphs below show how the domains were rated over the years by La Verkin residents. The number of respondents changed over time. Since 2024, Family Life, Safety and Security, Living Standards, Transportation, and Cultural Opportunities improved, while Leisure Time, Connection with Nature, and Physical Health decreased, and Mental Health, Local Environmental Quality, Social Connections, and Education remained nearly the same.



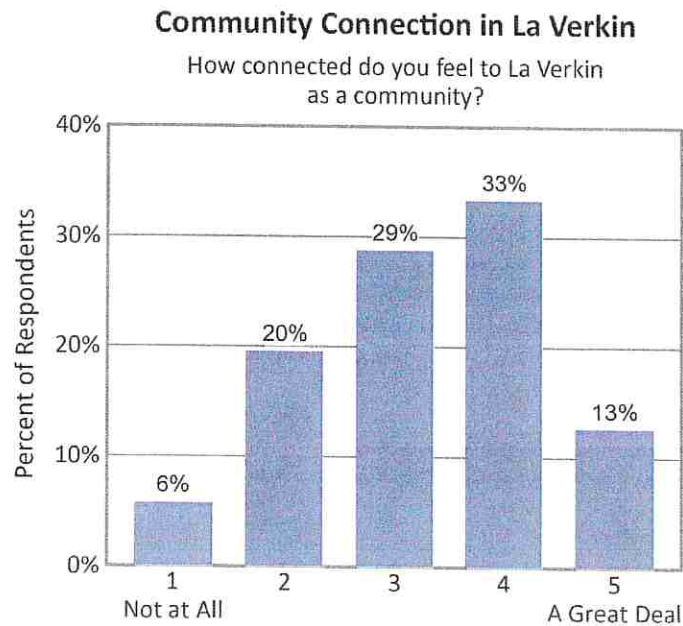
Wellbeing Matrix for La Verkin

The graph below illustrates the relationship between the average rating and the average importance of wellbeing domains for survey respondents from La Verkin. **Connection with Nature, Family Life, Living Standards, Mental Health, and Safety and Security** were highly important and rated above average among the domains. **Local Environmental Quality** and **Physical Health** fell in the "red zone" of higher importance and lower ratings.

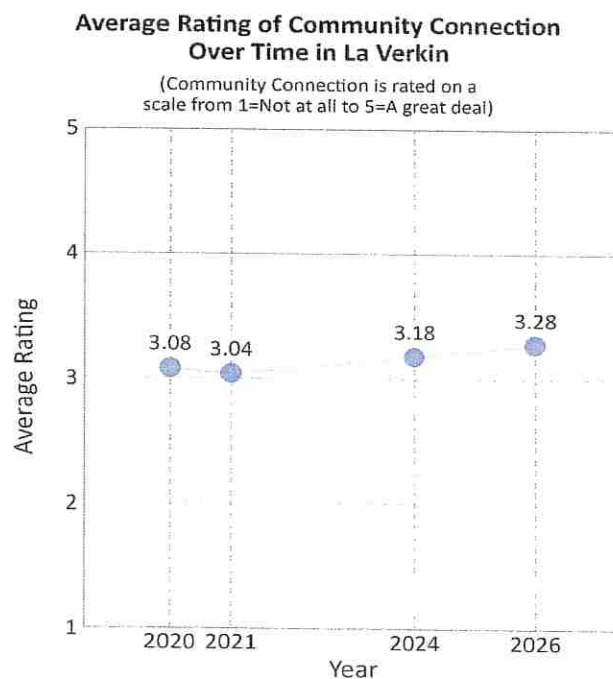


Community Connection in La Verkin

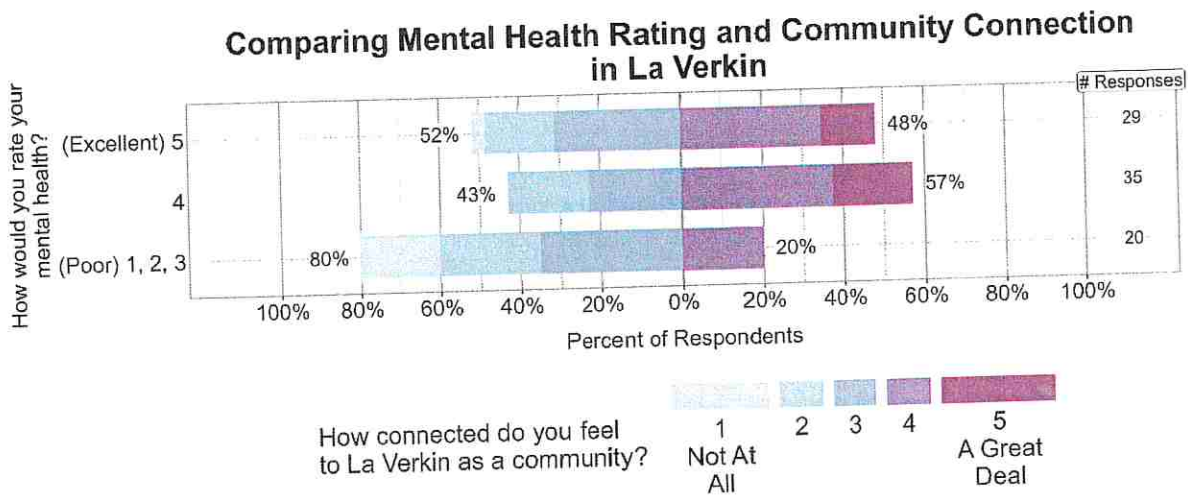
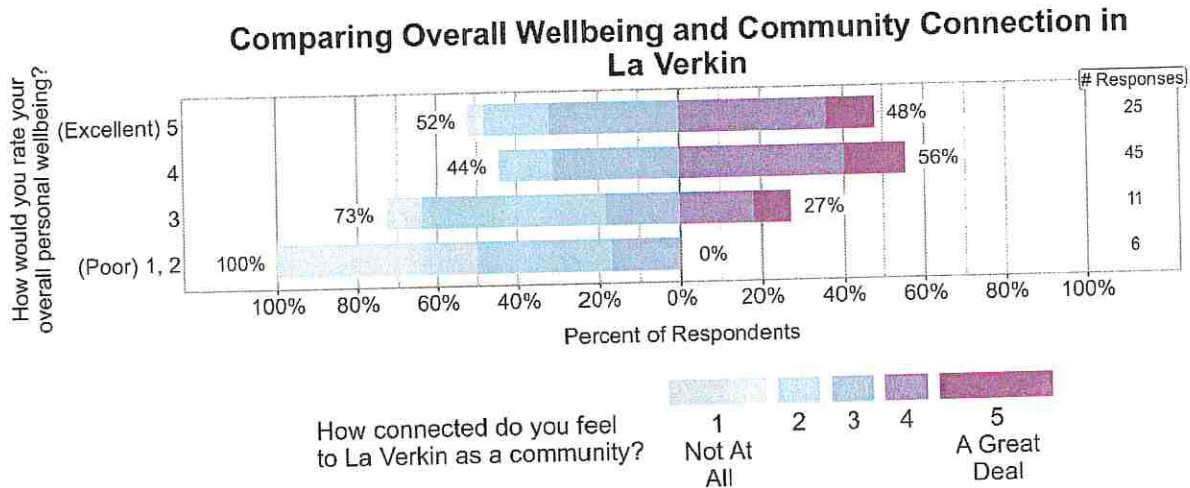
Survey participants were asked about how connected they feel to La Verkin on a 5-point scale from not at all (1) to a great deal (5), and the average score of all respondents was 3.28.



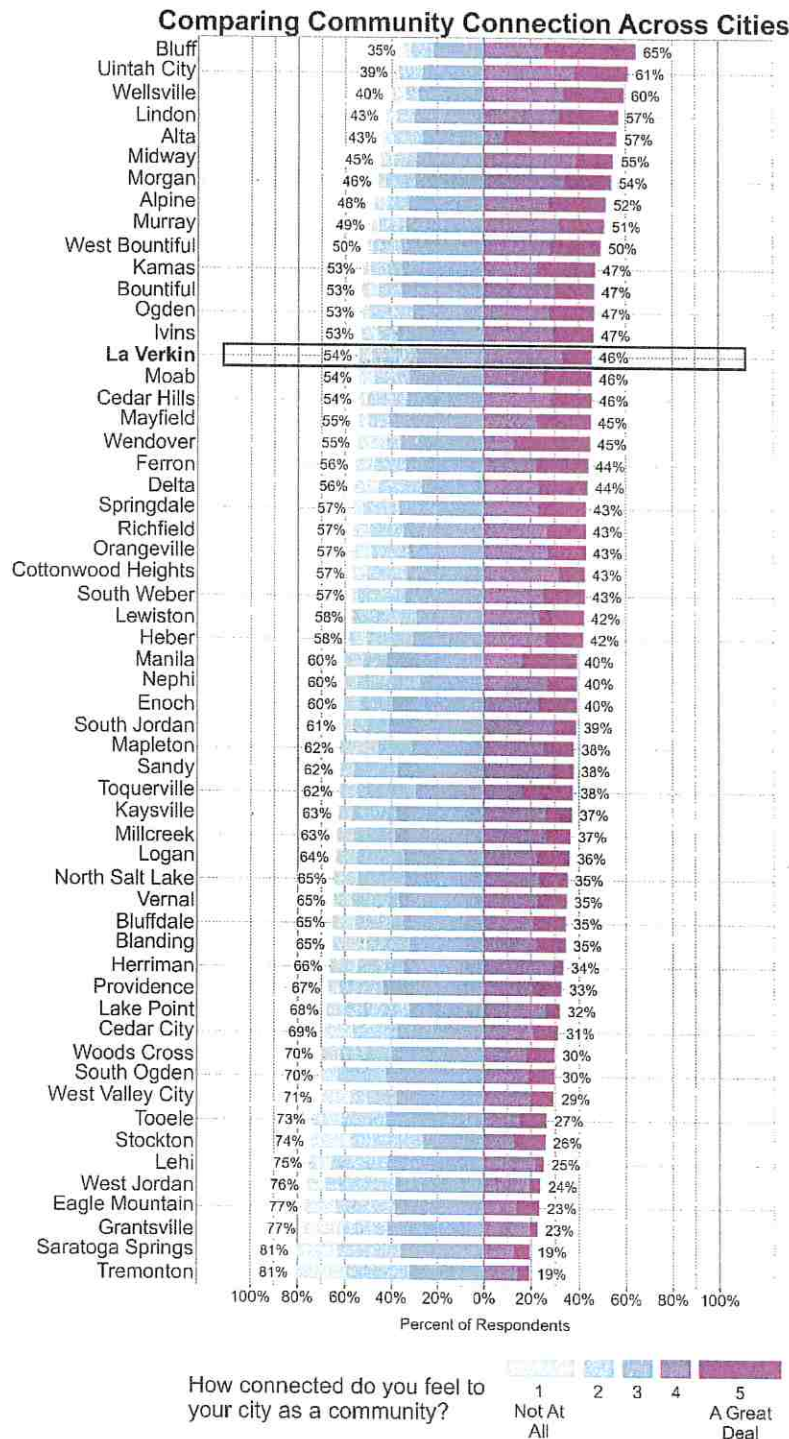
When comparing survey data from La Verkin over the years as shown in the information below, we can see that the average community connection score improved between 2024 and 2026.



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 "1 Not at all" to "5 A great deal" connected to their city or town. **La Verkin ranked 15 out of the 57 cities** that participated.

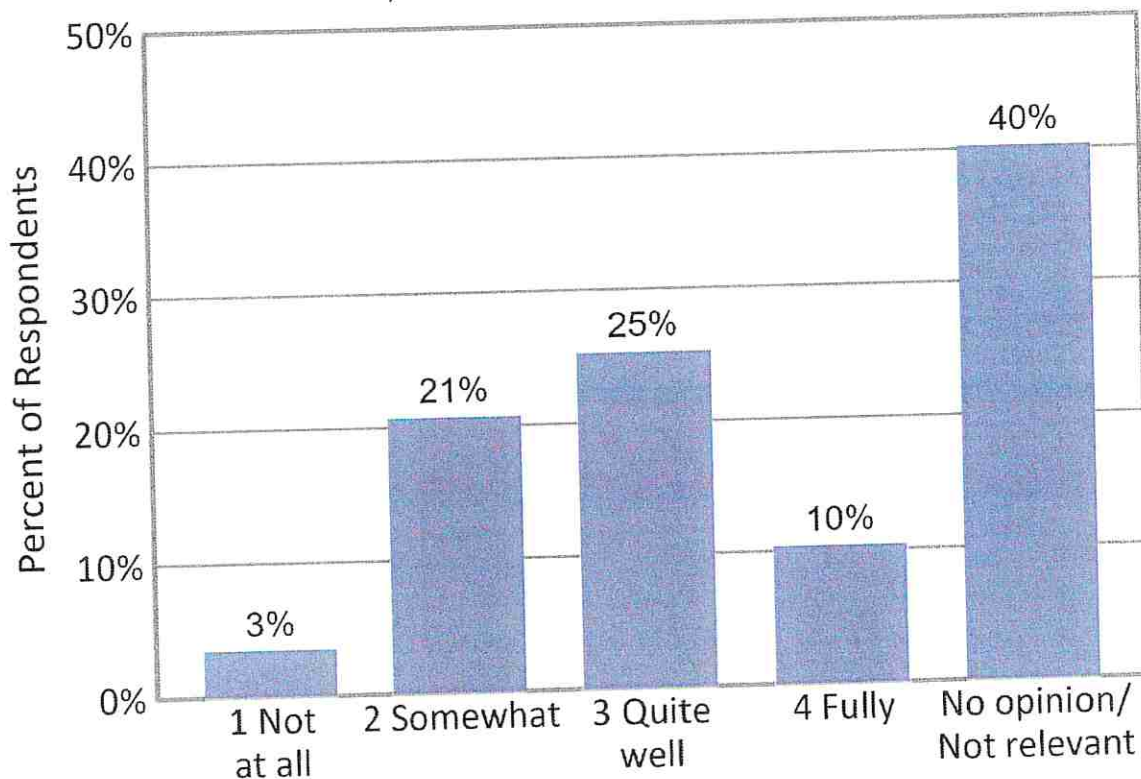


Disability in La Verkin

Survey participants were asked how well La Verkin included individuals with disabilities in social, recreational, and cultural activities. The largest proportion of respondents indicated they had no opinion or that the question was not relevant (40%). For those expressing an opinion, respondents were split between opinions that they were quite well (25%) or somewhat (21%) included.

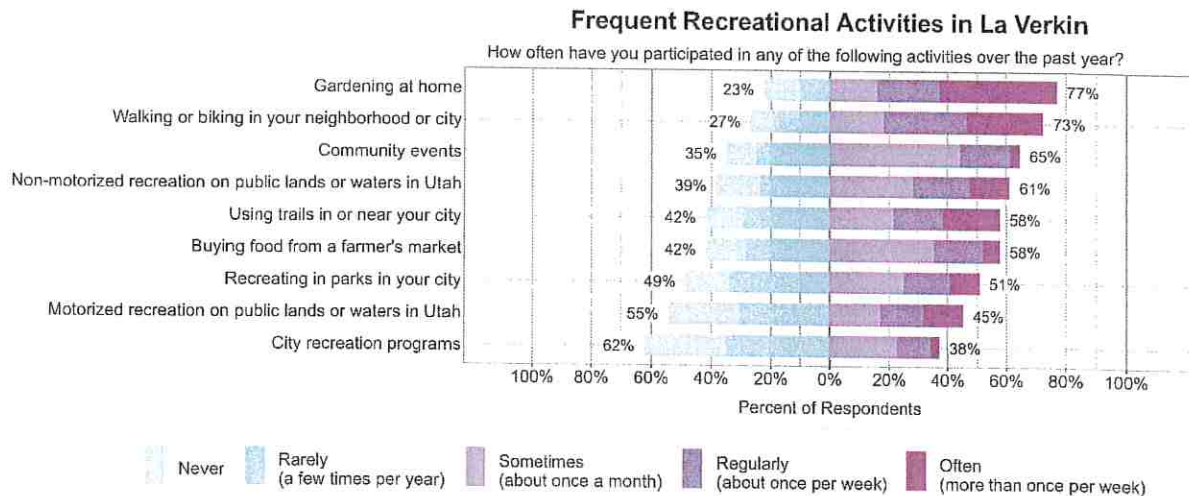
Inclusion for Individuals with Disabilities in La Verkin

How well does La Verkin include individuals with disabilities in social, recreational, and cultural activities?



Participation in Recreation and Nature-Related Activities

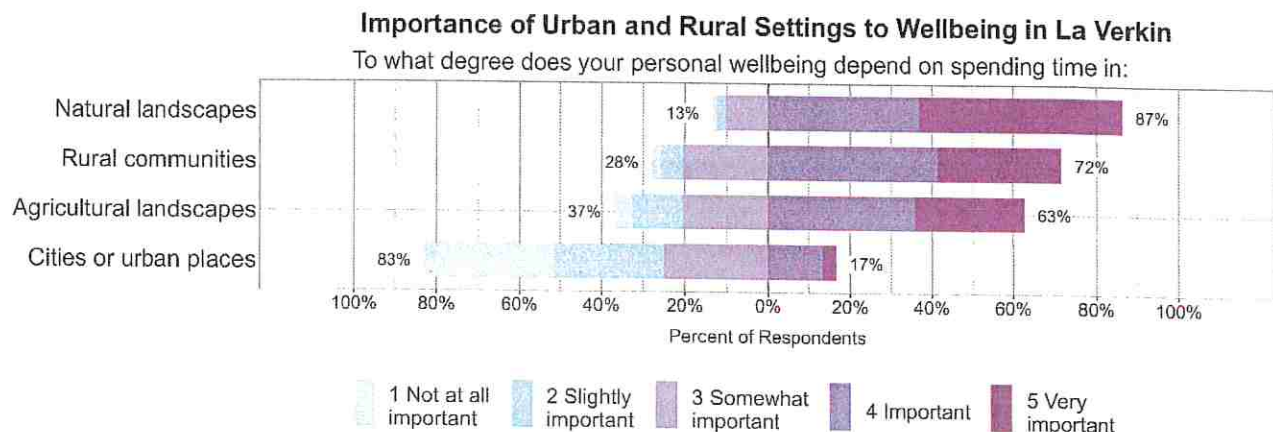
Respondents were asked to indicate how often they participated in various activities over the past year. The activities in which respondents most commonly participated at least sometimes (about once a month or more frequently) were **Gardening at home (77%)** and **Walking or biking in your neighborhood or city (73%)**.



Higher levels of community connection correlated with more frequent participation in city recreation programs and participation in community events.

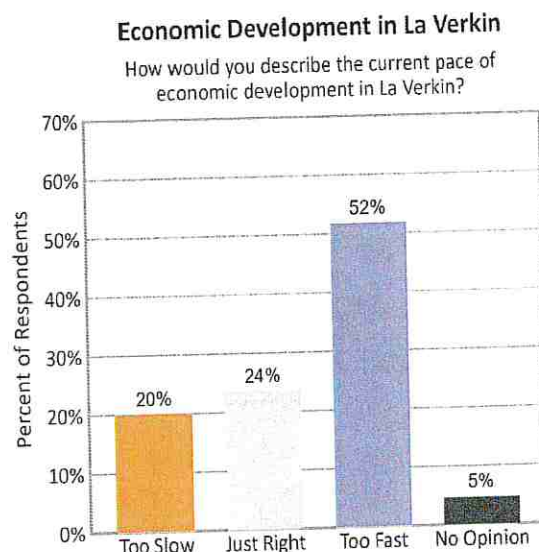
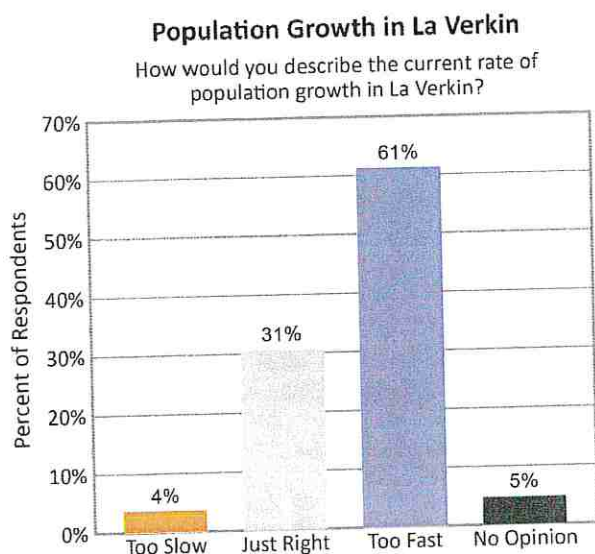
Wellbeing and Urban/Rural Settings

Respondents were asked to indicate how important spending time in the different settings were to their wellbeing. The most important setting for La Verkin respondents was **natural landscapes**.

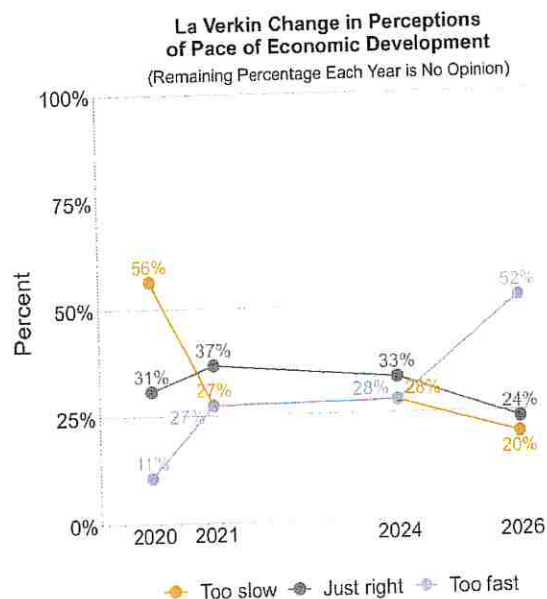
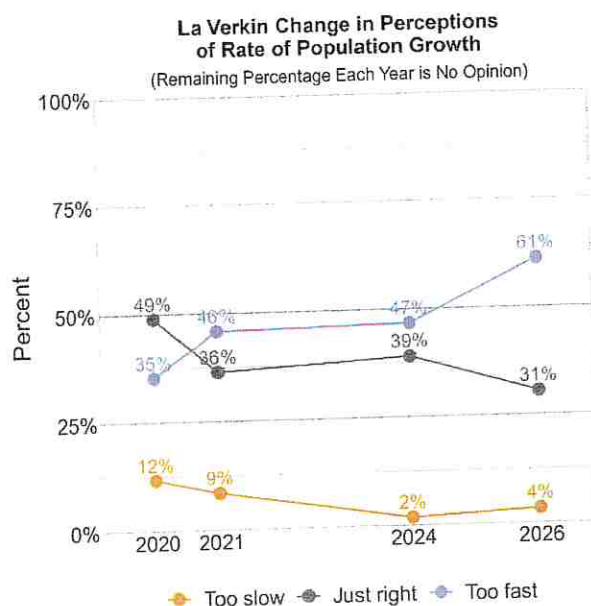


Perspectives on Population Growth and Economic Development

The majority of respondents in La Verkin indicated that they felt the population growth was too fast (61%). For the pace of economic development, the majority of respondents indicated that it was too fast (52%).



The graphs below show how perceptions of population growth and economic development in La Verkin have varied across recent years of Wellbeing Surveys.

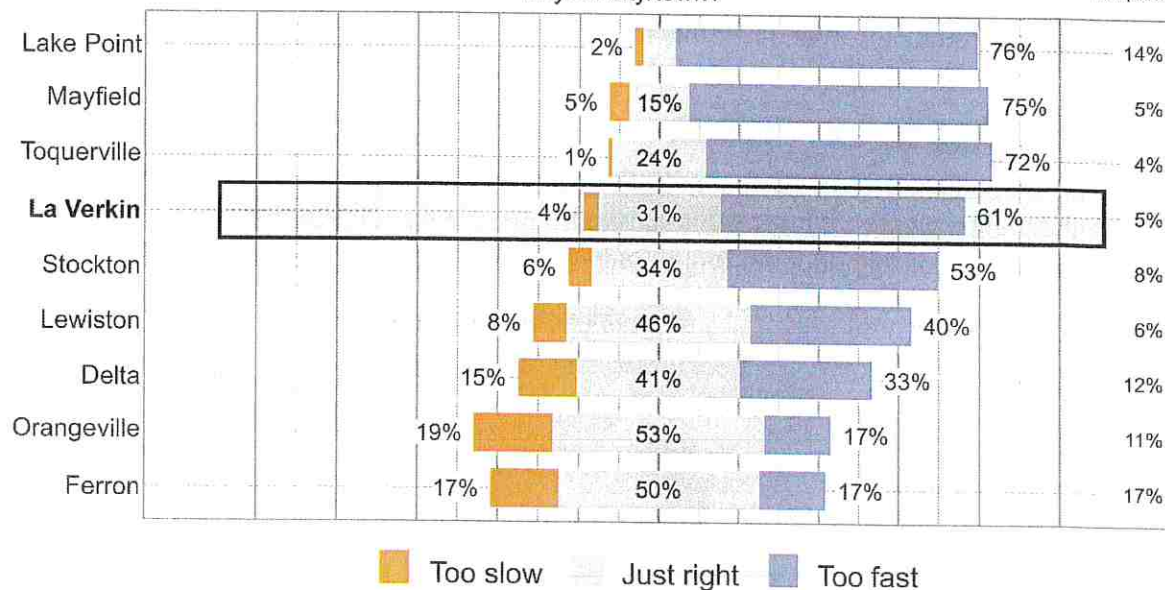


The graphs below show perceptions of population growth and economic development for La Verkin compared to other participating cities and towns in the Traditional Rural Communities cluster.

Population Growth for Traditional Rural Communities

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

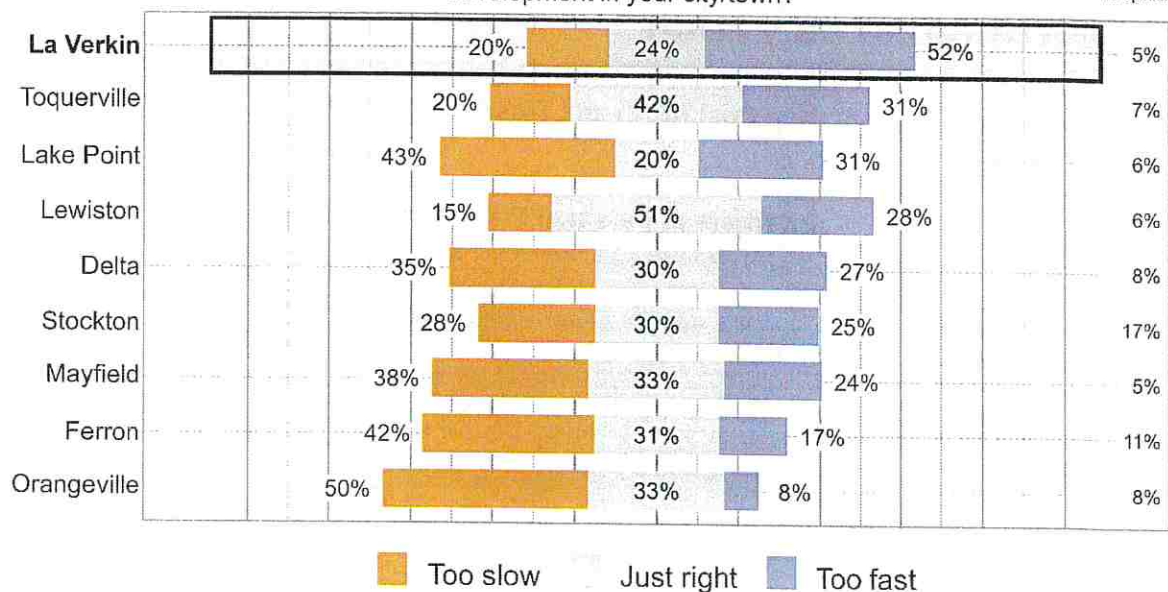
% with
no opinion



Economic Development for Traditional Rural Communities

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

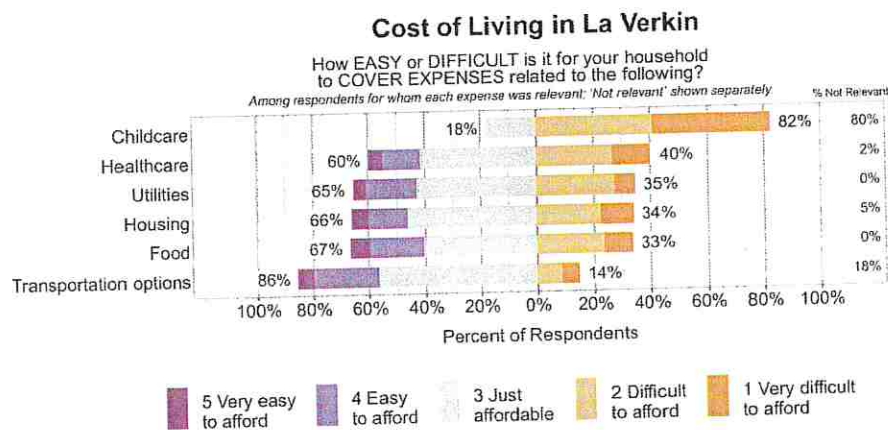
% with
no opinion



Survey respondents were asked if there are any aspects of the local economy they would like to see changed in the next five years. Respondents expressed desire for more thoughtful growth and development in La Verkin, with many emphasizing the need to slow down or cap population growth to preserve the town's character and address concerns about infrastructure, housing, and resources. There was also a strong sentiment towards supporting local businesses, creating more employment opportunities, and increasing walkability in the downtown area. Additionally, respondents emphasized the importance of affordable housing, grocery shopping options, and recreational activities for families.

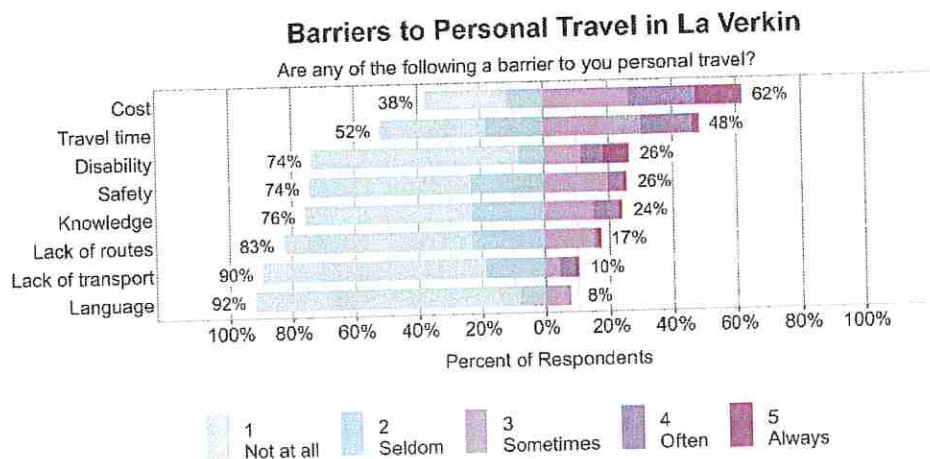
Cost of Living in La Verkin

Respondents were asked to indicate how affordable certain expenses were in La Verkin. The most difficult expenses were **Childcare (82%)**, **Healthcare (40%)**, and **Utilities (35%)**. Note that a high percentage (80%) of respondents found Childcare expenses not relevant to them.



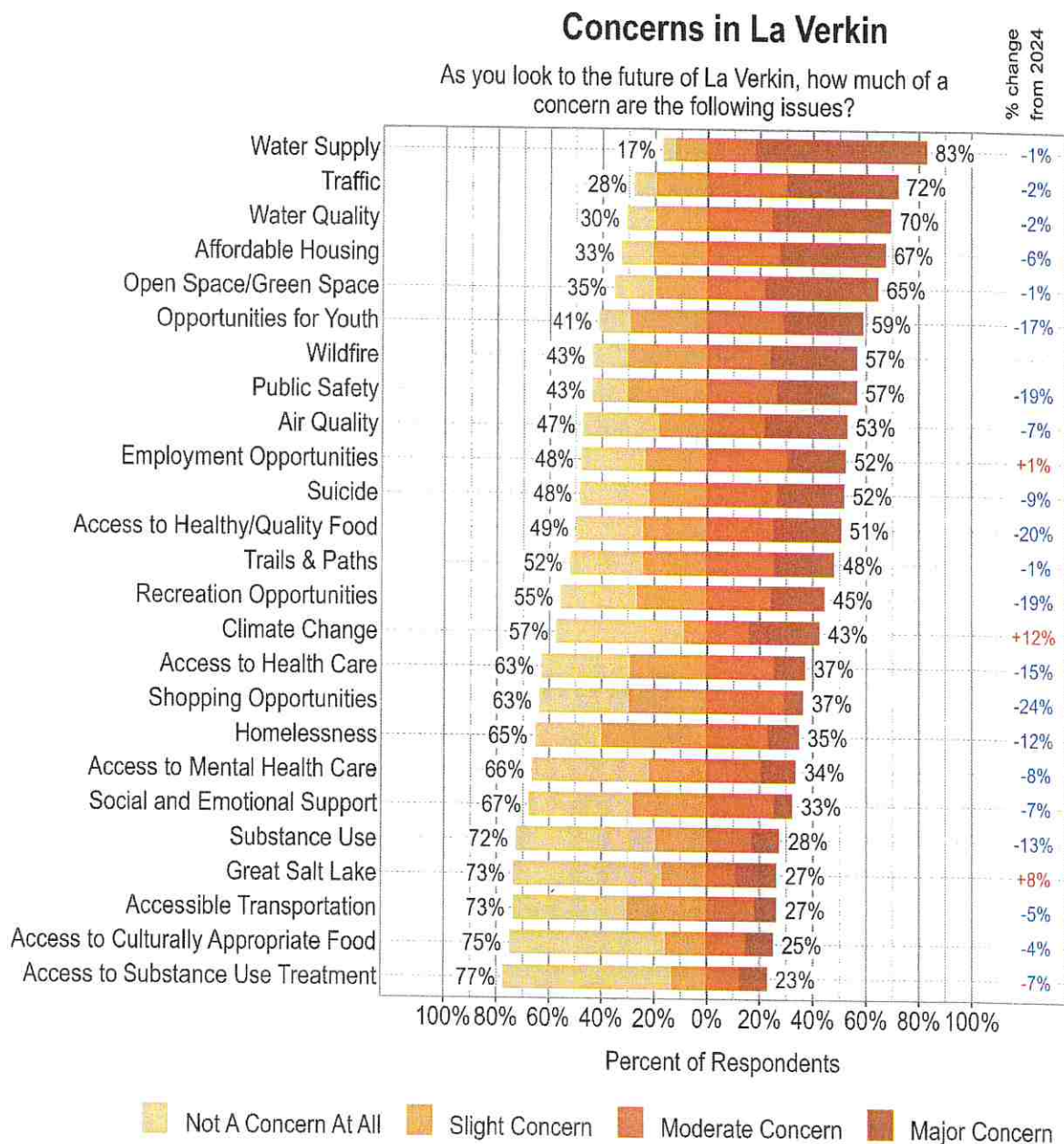
Transportation in La Verkin

Respondents were asked to indicate the most common barriers to transportation in La Verkin. The most problematic barriers were **Cost (62%)** and **Travel time (48%)**.



Concerns in La Verkin

Survey respondents indicated the degree to which a number of possible local issues were a concern as they look to the future of La Verkin. Water Supply (83%), Traffic (72%), and Water Quality (70%) were the top concerns. Since 2024, moderate or major concern about climate change (+12%) notably increased, while concern about shopping opportunities (-24%), access to healthy/quality food (-20%), recreation opportunities (-19%), public safety (-19%), opportunities for youth (-17%), access to health care (-15%), substance use (-13%), and homelessness (-12%) notably decreased.



Open Comments

All open comments collected in the survey were shared with city leaders. General observations and themes are shared here. The authors acknowledge the use of artificial intelligence (AI) tools, including the Llama 3 large language model, accessed locally through Ollama, and a machine learning classifier, in the analysis of open comments. These tools were used for initial topical coding and draft summaries of comments. All comments, codes, and summaries were reviewed and edited by the authors for accuracy and clarity.

What Respondents Value Most in La Verkin

Survey respondents were asked to comment on what they value most about La Verkin. The most common words and phrases from all 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.

Respondents consistently highlighted the small-town feel and sense of community as essential aspects of their neighborhood's character. They valued the friendly atmosphere, quiet neighborhoods, and proximity to nature and outdoor recreation. Many emphasized feeling safe and secure, with some noting the lack of urban sprawl and the town's manageable size.



Local Environmental Quality in La Verkin

Survey respondents were asked if there are specific aspects of local environmental quality that they feel pose a significant threat to wellbeing in La Verkin. Respondents highlighted concerns about environmental issues, particularly related to growth and development. They expressed worries about the impact of increasing traffic congestion on air quality, noise pollution, and overall livability. The lack of greenspace and open areas was also a notable concern, as was the diminishing quality of water due to overdevelopment. Some respondents lamented the loss of natural landscapes and the destruction caused by tourists.

Improving Wellbeing in La Verkin

Survey respondents were asked if there is anything that could be done to improve wellbeing in La Verkin. Respondents emphasized the need for deliberate community planning and responsible growth, citing concerns about over-development, congestion, and environmental impacts. Many highlighted the importance of preserving natural spaces, improving walkability and traffic safety, and maintaining a balance between tourist attractions and local living. Additionally, a handful of respondents mentioned the frequent power outages in the area, and how they negatively impact their day-to-day lives.

Additional Comments

Respondents were also asked if they had any additional comments on wellbeing in La Verkin. Many respondents expressed a desire to preserve La Verkin's small-town character and charm, with some commenting on the negative impact of growth and development on the community's atmosphere. Others emphasized the importance of maintaining open spaces and agriculture in the area. Some respondents also highlighted concerns about local government and decision-making processes, suggesting that officials should prioritize the needs and concerns of long-time residents over those of developers and tourists.

— ★ SAVE THE DATE! ★ —

WHAT'S UP *Down South*

≡ ECONOMIC SUMMIT ≡

★ — AN EVENT IN — ★
WASHINGTON COUNTY, UTAH

— THURSDAY —
≡ JANUARY 14TH, 2027 ≡

More information to come!



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ECONOMY



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