

Date	Sample size	Interview Length	Error Total Data
Jan. 2010	415 completed interviews	11.5 mins	+/- 5.0%

Hello. I'm _____ from Dan Jones & Associates, an independent public opinion research firm.
(AS NEEDED)

- We are conducting an opinion survey of residents of Provo City today.
- The questions regard important issues in Provo and your opinions along with others may be used to help city officials in their planning.
- May I ask you some questions?
- Survey takes about 10 minutes

1. First, are you a student at BYU?

Yes (Thank and terminate—another study will be conducted of students)	0%
No	100%
Refuse (DO NOT READ)	0%

2. I need to verify that you are a resident of Provo City.

Yes	100%
No (Thank and terminate)	0%
Refuse (DO NOT READ)	0%

3. How would you rate Provo City today compared to five years ago? Would you say it is (READ OPTIONS)..?

Much better	7%
Somewhat better	26%
About the same	51%
Somewhat worse	10%
Much worse	3%
Don't know (DO NOT READ)	4%

4. What is the major improvement, if any, that you have seen in Provo City over the past five years? (UNAIDED - PROBE)

Don't know	10%
None	25%
Infrastructure	15%
Specific area improvements	13%
More/ better activities	7%
Different city officials	4%
Telecommunications	4%
Increased/ growth of business	4%
More/ better housing/ neighborhood	4%
Increased/ improved shopping	2%
Improved city services	2%
General construction/ development	2%
City image	1%
Better zoning and ordinances	1%
Community involvement	1%
Schools	1%
More/ better restaurants	1%
Improved safety and security	1%
Miscellaneous	4%

5. What is the one major improvement that you would like to see in the next five years that would make living in Provo better for you? (UNAIDED - PROBE)

Don't know	8%
Infrastructure	25%
More/ better activities	7%
Improved safety/ security	7%
Nothing	7%
Specific area improvements	6%
Increased/ growth of business	5%
Improved city services	5%
Better zoning/ ordinances	5%
More/ better housing/ neighborhood	4%
Improved government/ city council	4%
Improved schools/ education	3%
Lower taxes	1%
Increase parking	1%
More jobs	1%
Better air quality	1%
Increased/ improved shopping	<1%
More/ better restaurants	<1%
Miscellaneous	8%

Thinking about Provo City employees, how would you rate the... (Use a 1-5 scale, where one means very *dissatisfied* and five means very *satisfied*.)

6.	Courtesy of City employees	
	1/ Very dissatisfied	1%
	2	5%
	3	19%
	4	41%
	5/ Very satisfied	27%
	Don't know (DO NOT READ)	7%
	<i>Mean score</i>	3.95

7.	Overall work performance of City employees	
	1/ Very dissatisfied	1%
	2	5%
	3	22%
	4	42%
	5/ Very satisfied	21%
	Don't know (DO NOT READ)	9%
	<i>Mean score</i>	3.85

Using the same scale, please rate the following COMMUNITY EVENTS (One means very *dissatisfied* and five means very *satisfied*.)

8.	Provo Freedom Festival	
	1/ Very dissatisfied	1%
	2	5%
	3	10%
	4	27%
	5/ Very satisfied	47%
	Don't know (DO NOT READ)	11%
	<i>Mean score</i>	4.26

(cont.) Using the same scale, please rate the following COMMUNITY EVENTS (One means very *dissatisfied* and five means *very satisfied*.)

9.	Christmas Parade	
	1/ Very dissatisfied	2%
	2	5%
	3	15%
	4	17%
	5/ Very satisfied	9%
	Don't know (DO NOT READ)	51%
	<i>Mean score</i>	<i>3.54</i>
10.	Pioneer Day	
	1/ Very dissatisfied	2%
	2	5%
	3	18%
	4	26%
	5/ Very satisfied	21%
	Don't know (DO NOT READ)	28%
	<i>Mean score</i>	<i>3.81</i>
11.	First Night	
	1/ Very dissatisfied	4%
	2	6%
	3	18%
	4	23%
	5/ Very satisfied	13%
	Don't know (DO NOT READ)	37%
	<i>Mean score</i>	<i>3.55</i>
12.	Movies in the Park	
	1/ Very dissatisfied	<1%
	2	3%
	3	13%
	4	20%
	5/ Very satisfied	12%
	Don't know (DO NOT READ)	52%
	<i>Mean score</i>	<i>3.81</i>

And now City RECREATION PROGRAMS AND FACILITIES? (Please use a 1-5 scale with one meaning *very dissatisfied* and five meaning *very satisfied*.)

13.	Youth recreation programs	
	1/ Very dissatisfied	2%
	2	4%
	3	17%
	4	31%
	5/ Very satisfied	20%
	Don't know (DO NOT READ)	26%
	<i>Mean score</i>	<i>3.88</i>

(cont.) Please rate the following... (One means *very dissatisfied* and five means *very satisfied*.)

14.	Adult recreation programs	
	1/ Very dissatisfied	2%
	2	6%
	3	22%
	4	24%
	5/ Very satisfied	9%
	Don't know (DO NOT READ)	36%
	<i>Mean score</i>	3.51
15.	Appearance of City parks	
	1/ Very dissatisfied	<1%
	2	3%
	3	12%
	4	41%
	5/ Very satisfied	38%
	Don't know (DO NOT READ)	6%
	<i>Mean score</i>	4.21
16.	East Bay Golf Course	
	1/ Very dissatisfied	<1%
	2	4%
	3	15%
	4	23%
	5/ Very satisfied	11%
	Don't know (DO NOT READ)	47%
	<i>Mean score</i>	3.73
17.	Provo City Recreation Center	
	1/ Very dissatisfied	10%
	2	14%
	3	26%
	4	20%
	5/ Very satisfied	10%
	Don't know (DO NOT READ)	21%
	<i>Mean score</i>	3.07
18.	Peaks Ice Arena	
	1/ Very dissatisfied	<1%
	2	2%
	3	13%
	4	35%
	5/ Very satisfied	28%
	Don't know (DO NOT READ)	21%
	<i>Mean score</i>	4.12
19.	Cemetery	
	1/ Very dissatisfied	0%
	2	2%
	3	12%
	4	40%
	5/ Very satisfied	37%
	Don't know (DO NOT READ)	10%
	<i>Mean score</i>	4.23

(cont.) Please rate the following... (One means *very dissatisfied* and five means *very satisfied*.)

20.	Senior citizens' programs	
	1/ Very dissatisfied	<1%
	2	3%
	3	10%
	4	17%
	5/ Very satisfied	10%
	Don't know (DO NOT READ)	59%
	<i>Mean score</i>	<i>3.81</i>

21. The current Provo City Recreation Center is nearing the end of its useful life. The City is considering replacing it and they would like to know how residents feel about it. Generally, would you favor or oppose building a new recreation facility?

Definitely favor	49%
Probably favor	26%
Probably oppose	6%
Definitely oppose	8%
Depends (VOL-SPECIFY)	7%
Don't know (DO NOT READ)	4%

22. (IF FAVOR OR DEPENDS) Would you favor or oppose a new facility if it meant an increase in your property taxes? (n=341)

Definitely favor	28%
Probably favor	34%
Probably oppose	12%
Definitely oppose	12%
Depends (VOL-SPECIFY)	12%
Don't know (DO NOT READ)	2%

23. (IF FAVOR OR DEPENDS ON Q. 22) If additional property taxes were needed, would you be willing to pay \$200 per year for a new recreation facility? (n=252)

Yes	42%
No	49%
Don't know (VOL)	9%

24. (IF NO ON Q. 23) Would you be willing to pay \$125 per year? (n=123)

Yes	46%
No	49%
Don't know (VOL)	6%

25. (IF FAVOR OR DEPENDS ON Q. 21) It is estimated that a new facility would cost about \$38 million, paid over 20 years. Would you favor or oppose a new facility if the City were to build it **without** raising the property tax, but instead tying it to the existing Library bond and paying for it by extending the term of that bond? That would mean that current property taxes would not increase, but the bond would take longer to pay off. (n=341)

Definitely favor	41%
Probably favor	38%
Probably oppose	8%
Definitely oppose	4%
Depends (VOL-SPECIFY)	3%
Don't know (DO NOT READ)	6%

26. How many times have you or a family member visited the Covey Center for the Arts in the past year?
- | | |
|----------------------------------|-----|
| 0 | 41% |
| 1-2 | 32% |
| 3-4 | 13% |
| 4-5 | 4% |
| 6+ | 9% |
| Don't know/ refuse (DO NOT READ) | 1% |
27. Currently, Provo City residents help support the Covey Center for the Arts through taxpayer dollars. Do you think the Center should be subsidized through taxpayer dollars?
- | | |
|--------------------------|-----|
| Definitely should be | 18% |
| Probably should be | 37% |
| Probably should not be | 22% |
| Definitely should not be | 17% |
| Don't know (DO NOT READ) | 7% |
28. To summarize, which of these statements best describes how you feel?
- | | |
|---|-----|
| Provo City should provide funding for both the Covey Center for the Arts and for a new recreation center | 45% |
| For the Covey Center for the Arts only | 6% |
| For a new recreation center only | 29% |
| For neither | 16% |
| Don't know (DO NOT READ) | 4% |

Please tell me whether you agree or disagree with the following statements about Provo. (ROTATE)

29. Before the city makes major decisions, citizens' opinions are considered
- | | |
|--------------------------|------|
| Strongly agree (1) | 28% |
| Somewhat agree (2) | 44% |
| Somewhat disagree (3) | 13% |
| Strongly disagree (4) | 10% |
| Don't know (DO NOT READ) | 7% |
| <i>Mean score</i> | 2.92 |
30. I know how to inform the city about the way I feel on important issues
- | | |
|--------------------------|------|
| Strongly agree (1) | 38% |
| Somewhat agree (2) | 30% |
| Somewhat disagree (3) | 17% |
| Strongly disagree (4) | 12% |
| Don't know (DO NOT READ) | 3% |
| <i>Mean score</i> | 2.98 |
31. Provo City's current four day work-week meets my needs
- | | |
|--------------------------|------|
| Strongly agree (1) | 32% |
| Somewhat agree (2) | 35% |
| Somewhat disagree (3) | 16% |
| Strongly disagree (4) | 13% |
| Don't know (DO NOT READ) | 4% |
| <i>Mean score</i> | 2.90 |

(cont.) Please tell me whether you agree or disagree with the following statements about Provo.

32.	My experience in historic downtown Provo has been very positive	
	Strongly disagree (1)	4%
	Somewhat disagree (2)	9%
	Somewhat agree (3)	38%
	Strongly agree (4)	47%
	Don't know (DO NOT READ)	1%
	<i>Mean score</i>	3.30
33.	The zoning ordinances in Provo are too strict	
	Strongly agree (1)	18%
	Somewhat agree (2)	29%
	Somewhat disagree (3)	19%
	Strongly disagree (4)	21%
	Don't know (DO NOT READ)	13%
	<i>Mean score</i>	2.48
34.	Provo is a safe place to live	
	Strongly agree (1)	56%
	Somewhat agree (2)	38%
	Somewhat disagree (3)	3%
	Strongly disagree (4)	2%
	Don't know (DO NOT READ)	1%
	<i>Mean score</i>	3.50
35.	Provo has a gang problem	
	Strongly disagree (1)	7%
	Somewhat disagree (2)	20%
	Somewhat agree (3)	37%
	Strongly agree (4)	28%
	Don't know (DO NOT READ)	7%
	<i>Mean score</i>	2.94
36.	The Center St entrance to downtown Provo needs improvement	
	Strongly agree (1)	53%
	Somewhat agree (2)	28%
	Somewhat disagree (3)	12%
	Strongly disagree (4)	4%
	Don't know (DO NOT READ)	4%
	<i>Mean score</i>	3.34

37. What words would you use to describe downtown Provo? (UNAIDED)
- | | |
|---|-----|
| Don't know | 2% |
| Rundown/ old/ outdated | 11% |
| Pleasant/ nice/ charming/ cute | 9% |
| Needs improvement (generic) | 9% |
| Historic/ vintage | 8% |
| Quaint/ small/ quiet | 7% |
| Crowded/ congested/ busy | 5% |
| Improving | 5% |
| It's fine/ adequate/ average | 5% |
| Beautiful/ pretty/ attractive | 4% |
| Clean | 3% |
| I like it | 3% |
| Fun/ entertaining | 2% |
| Family-friendly/ good place to live | 2% |
| Enticing/ inviting/ interesting/ unique | 2% |
| Some parts good, some bad | 2% |
| Has potential | 2% |
| Underutilized/ empty | 2% |
| Improve parking | 2% |
| Safe | 2% |
| Efficient/ organized well | 1% |
| Not enough variety/ stores | 1% |
| Not attractive/ messy | 1% |
| Stores have a hard time | 1% |
| Walkable | 1% |
| Unplanned/ hodge-podge | 1% |
| Miscellaneous | 5% |
38. In your opinion, is there a need for Provo to change its image?
- | | |
|--------------------------|-----|
| Definitely is | 18% |
| Probably is | 26% |
| Probably not | 37% |
| Definitely not | 17% |
| Don't know (DO NOT READ) | 2% |
39. Have you visited the Provo City Website?
- | | |
|--|-----|
| Yes | 64% |
| No | 35% |
| Don't know/ don't recall (DO NOT READ) | 1% |
40. (IF YES) How would you rate the usefulness of the information on the Website?
Would you say it is...? (READ OPTIONS) (n=265)
- | | |
|--------------------------|-----|
| Very useful | 32% |
| Somewhat useful | 60% |
| Not useful | 5% |
| Don't know (DO NOT READ) | 3% |
41. During the past year have you contacted any Provo City office to seek service, information, or to file a complaint?
- | | |
|--------------------------|-----|
| Yes | 61% |
| No | 39% |
| Don't know (DO NOT READ) | <1% |

42. (IF YES) Which office did you contact? (UNAIDED) (n=253)

Police	19%
Utilities	15%
Parks and Recreation	11%
City offices/ City Hall/ council	9%
Zoning/ building office	8%
Garbage	4%
Engineering	3%
Public Works/ roads	3%
Community Development	2%
Mayor's Office	2%
Planning Commission	2%
DMV	2%
Employment/ HR	2%
Housing	2%
Judicial/ Court Building	2%
Health office	1%
Animal Control	1%
School District	<1%
Library	<1%
Don't remember	2%
Miscellaneous	9%

43. (IF YES) Were you generally satisfied or dissatisfied with the city's response?
(n=253)

Very satisfied	51%
Somewhat satisfied	30%
Somewhat dissatisfied	8%
Very dissatisfied	9%
Don't know	2%

44. Finally, what suggestions, comments, or questions do you have for those managing Provo City? (UNAIDED)

Don't know	18%
None/ no comment	20%
Don't micro-manage/ govern better	13%
Improve downtown Provo/ beautify	9%
Consider citizen opinion	8%
Keep up good work/ doing good job	7%
Improve/ enforce zoning laws	4%
More neighborhood events	3%
Increase business	3%
Better communication/ website	3%
Don't increase taxes	2%
Nothing needs to be improved	2%
Environmentally friendly	1%
Miscellaneous	6%

Now, just a few questions about you...

45. Gender

Male	50%
Female	50%

46.	Into which age category do you fit?	
	18-24	7%
	25-34	22%
	35-44	20%
	45-54	18%
	55-64	17%
	65 or over	16%
	Refuse (VOL)	<1%
47.	What is the highest level of formal education you have completed?	
	High school or less	9%
	Some college/ tech school	18%
	Two-year college degree	11%
	Bachelor's degree (4 yr)	38%
	Grad. school/ degree beyond 4 yrs of college	24%
	Refuse (VOL)	1%
48.	How long have you lived in Provo?	
	Less than 2 years	5%
	3-5 years	12%
	6-10 years	18%
	11-20 years	25%
	21 or more years	40%
	Refuse (VOL)	<1%
49.	Do you own or rent your home?	
	Own	79%
	Rent	19%
	Other (VOL)	2%
	Refuse (VOL)	<1%
50.	Do you have children under age 18 living in your home?	
	Yes	49%
	No	51%
	Don't know (DO NOT READ)	<1%
51.	What is your approximate yearly household income?	
	Under \$20,000	4%
	\$20,000 to \$29,999	5%
	\$30,000 to \$39,999	9%
	\$40,000 to \$49,999	11%
	\$50,000 to \$59,999	11%
	\$60,000 to \$69,999	6%
	\$70,000 to \$79,999	9%
	\$80,000 to \$99,999	9%
	\$100,000 to \$149,999	10%
	\$150,000 to \$200,000	4%
	\$200,000 or more	2%
	Refuse (VOL)	21%
52.	ZIP Code	
	84601	34%
	84604	33%
	84606	33%