

Draper Wellbeing Survey Findings May 2020

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Draper is one of 25 cities participating in the Utah Wellbeing Project. This project is designed to assess the wellbeing and local perspectives of city residents and to provide information to city leaders to inform their general planning process.

Eighteen cities participated in an online survey effort in February and March 2020. Draper City advertised the survey via social media and locally distributed flyers. All city residents age 18 and over were encouraged to take the online Qualtrics survey, available from February 3, 2020 to March 12, 2020.

A total of **355 completed surveys** were recorded during this effort. This report contains descriptive information based on Draper resident responses and comparisons with other cities from this most recent survey effort.

Public intercept surveys with iPads were conducted in Summer 2019. A report based on those findings is available at <https://extension.usu.edu/business-and-community/utah-wellbeing-project/index>.

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Respondent Characteristics

Nearly all of the Draper survey respondents (99%) were full-time residents. The length of residency ranged from 0 to 73 years with an average of 11.5 years. Nearly two-thirds of respondents (64%) lived in Draper for more than 5 years.

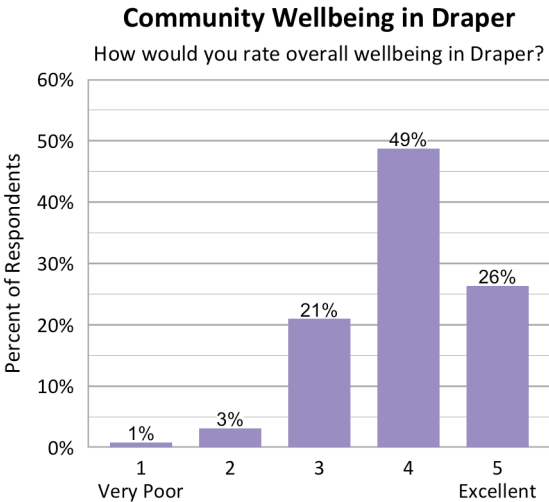
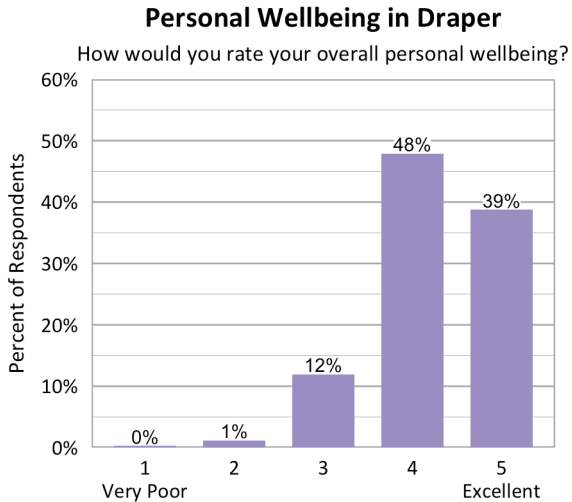
Table 1 details the demographic characteristics of the respondents and allows for comparison with U.S. Census information from the 2014-2018 American Community Survey. As the table shows, females, those with college degrees, and those with household incomes over \$150,000 are overrepresented in the resulting survey sample. The survey underrepresents those age 18-39, those with incomes under \$75,000, and non-white or Latino individuals. There is no census comparison for religion. These characteristics should be taken into consideration when interpreting the findings from the survey, as survey respondents may not be fully representative of Draper residents.

Table 1
Demographic Characteristics of Survey Respondents and U.S. Census Data for Draper

Demographic Characteristics	Draper iPad Survey 2019 (61 Respondents)	Draper Online Survey 2020 (355 Respondents)	American Community Survey 2014-2018 Estimates
Age 18-39	54.1%	23.3%	42.3%
Age 40-59	32.7%	53.5%	41.1%
Age 60 or over	11.5%	23.3%	16.6%
Female	13.3%	62.3%	52.3%
Male, other	86.7%	37.7%	47.7% (Male only)
No college degree	36.7%	27.0%	49.9%
College degree (4-year)	63.3%	73.0%	50.1%
Median household income	NA	NA	\$115,618
Income under \$50,000	16.4%	4.7%	16.1%
Income \$50,000 to \$74,999	13.1%	8.0%	14.9%
Income \$75,000 to \$99,999	16.4%	13.0%	11.0%
Income \$100,000 to \$149,999	16.4%	27.1%	22.9%
Income \$150,000 or over	35.6%	47.2%	35.1%
Religion: Church of Jesus Christ of Latter-day Saints	62.5%	47.6%	NA
Other religion	12.5%	21.7%	NA
No religious preference	25.0%	30.7%	NA
White (non-Latino)	94.9%	91.6%	85.1%
Nonwhite or Latino	5.1%	8.4%	14.9%
Children under 18 in household	NA	48.9%	49.7%
Employed (combined)	NA	73.4%	66.0% (in labor force age 16+)
Out of work and looking for work	NA	0.6%	2.3% (unemployed)
Other	NA	26.0%	31.6% (not in labor force)

Overall Personal Wellbeing and Overall Wellbeing in Draper

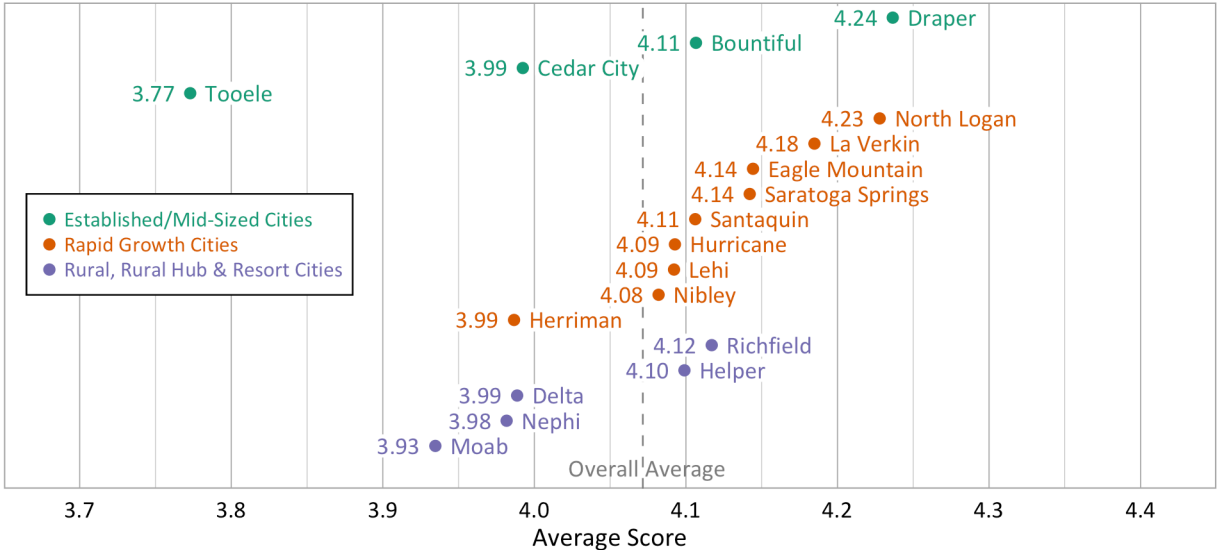
Survey participants were asked about their overall personal wellbeing and overall community wellbeing in Draper. These wellbeing indicators are both measured on a 5-point scale from *very poor* (1) to *excellent* (5). The average personal wellbeing score among Draper respondents was **4.24**, with **87%** indicating their wellbeing at a 4 or 5 on the 5-point scale. The average score for community wellbeing in Draper was **3.97**.



Of all cities surveyed in early 2020, Draper had the highest average personal wellbeing score. The Utah League of Cities and Towns classifies Draper in the “Established/Mid-Sized Cities” group, along with three other cities in this study (Bountiful, Cedar City, and Tooele). The average personal wellbeing score in Draper is statistically higher than that of Cedar City and Tooele, but not Bountiful.

Overall Personal Wellbeing Scores from Sampled Utah Cities (2020)

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

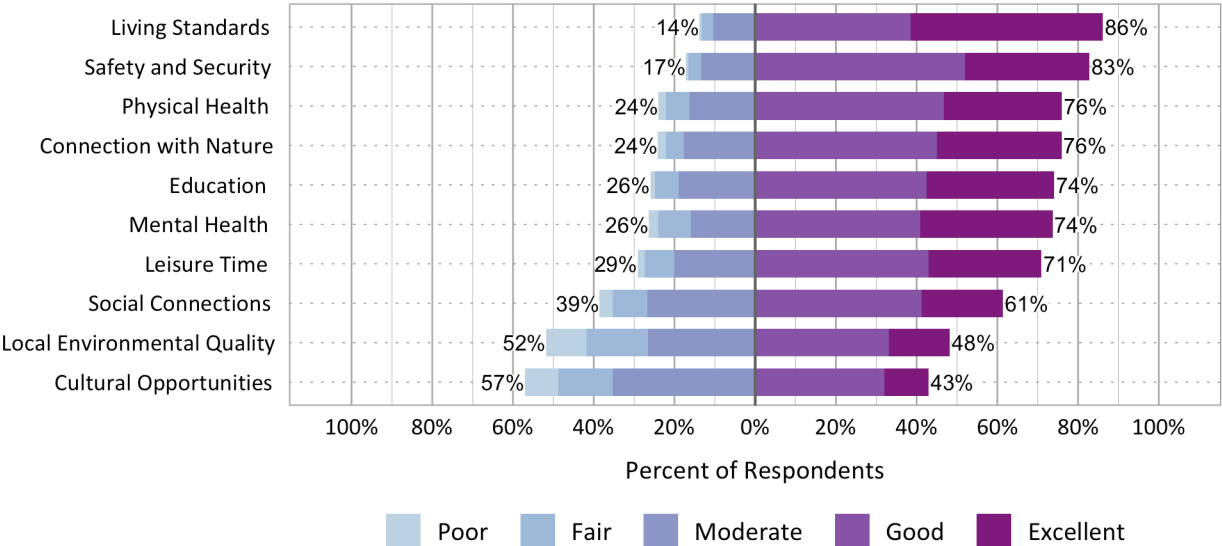


Wellbeing Domains in Draper

According to national and international entities tracking wellbeing, a number of common domains make up wellbeing. In this survey, respondents rated ten domains on a 5-point scale from *poor* to *excellent*, and indicated their importance to their overall personal wellbeing on a 5-point scale from *not at all important* to *very important*. Based on percentage with a *good* or *excellent* rating, the top three highest rated wellbeing domains for respondents were **Living Standards** and **Safety and Security**. Over 90% of respondents indicated that the following domains are *important* or *very important*: **physical health, safety and security, local environmental quality, mental health, and living standards**.

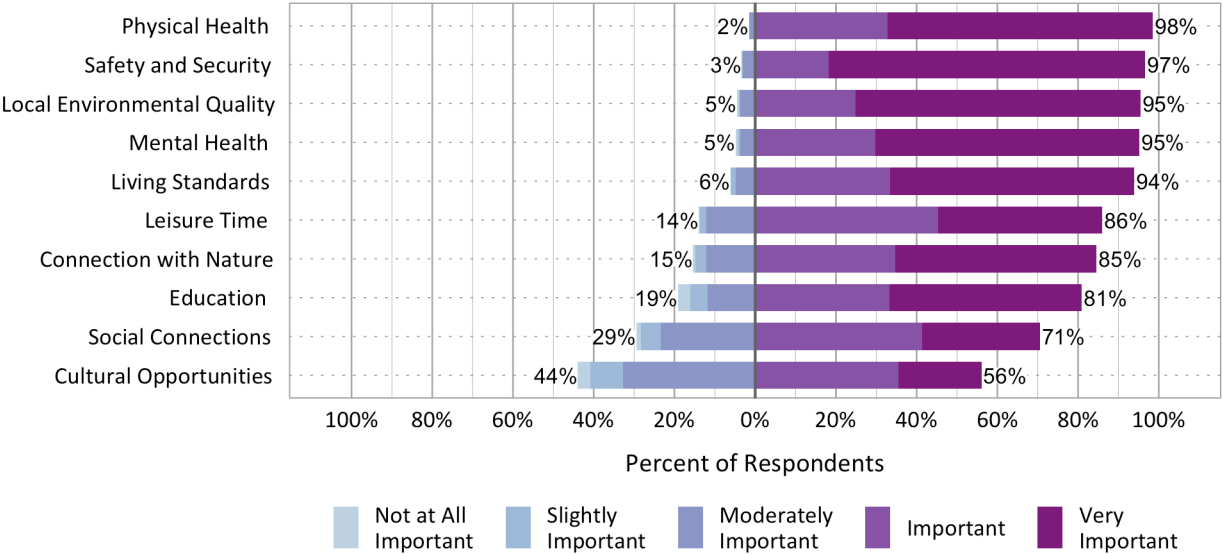
Wellbeing Domain Ratings in Draper

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



Wellbeing Domain Importance in Draper

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



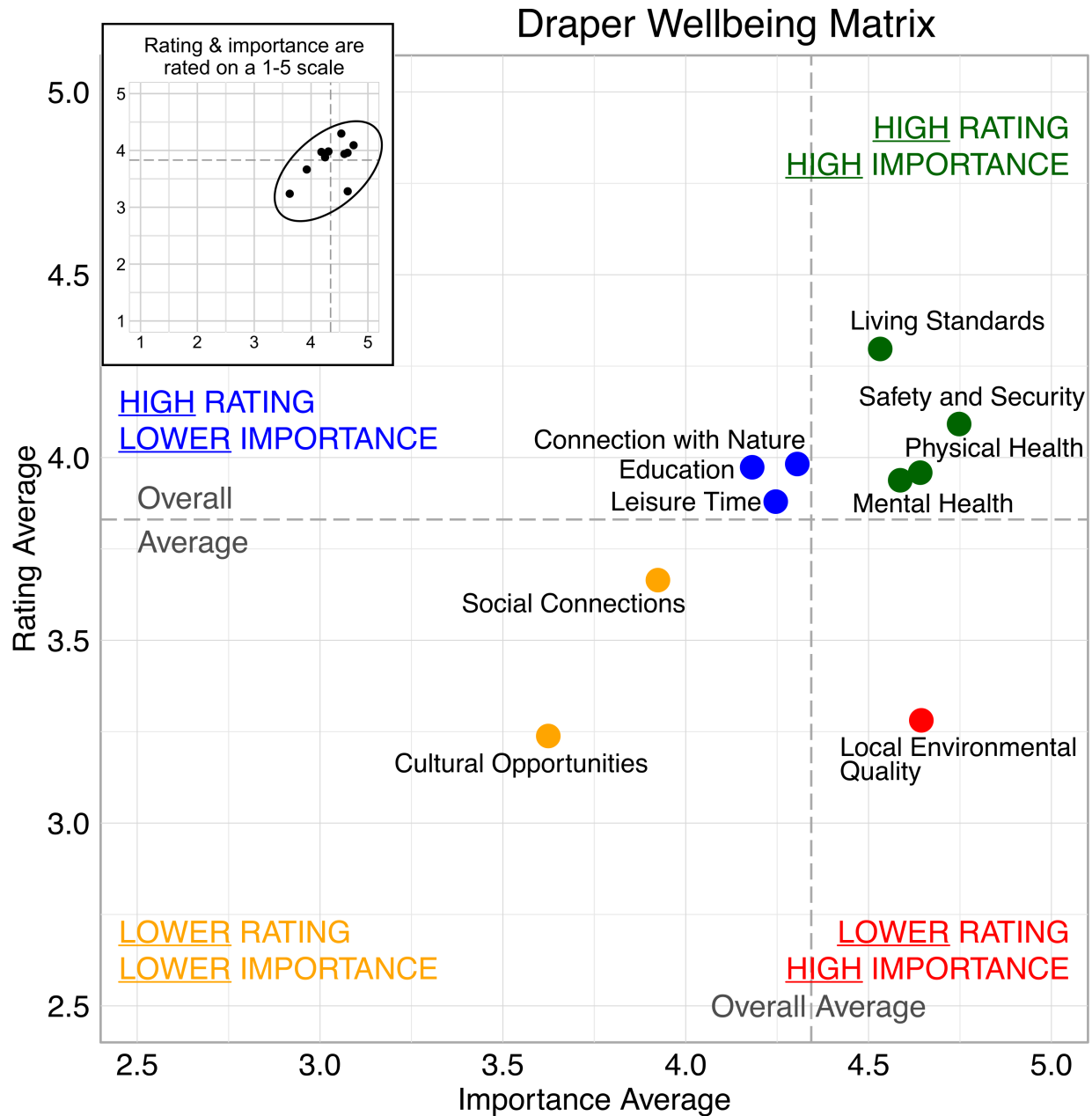
The demographic variables for age, gender, education, religion, and income were significantly related to various wellbeing perspectives among Draper respondents. These relationships are shown in Table 2 below and are based on a multivariate generalized linear model using the categories from Table 1, excluding children in household and employment.

Table 2. Relationships Between Demographic Characteristics and Wellbeing Domains

Domains Rated	Demographic Variables					
	Age 60+	Female	College Degree	Latter-day Saint	Higher Income	Nonwhite or Latino
	Wellbeing Ratings					
Overall Personal Wellbeing	+				+	
	vs 18-39				\$150,000+ > Under \$50,000	
Wellbeing in Draper					+	
Connection to Nature	+					
	vs 18-39					
Cultural Opportunities	+			+		
	vs 18-39			vs no religious preference and other religion		
Education			+			
Leisure Time	+	-				
	vs 40-59					
Living Standards			+		+	
Local Environmental Quality				+		
				vs no religious preference and other religion		
Mental Health	+				+	
	vs 18-39				\$150,000+ > \$75,000- \$99,999	
Physical Health					+	
Safety and Security					+	
					\$150,000+ > \$75,000- \$99,999	
Social Connections				+	+	
				vs no religious preference and other religion	\$150,000+ > Under \$50,000	
	Domain Importance					
Connection to Nature						
Cultural Opportunities		+		-		
				vs no religious preference		
Education		+				
Leisure Time			+	-	+	
				vs no religious preference	\$150,000+ > Under \$50,000	
Living Standards						
Local Environmental Quality						
Mental Health						
Physical Health			+			
Safety and Security		+		+		
				vs no religious preference		
Social Connections	+	+				

Wellbeing Matrix for Draper

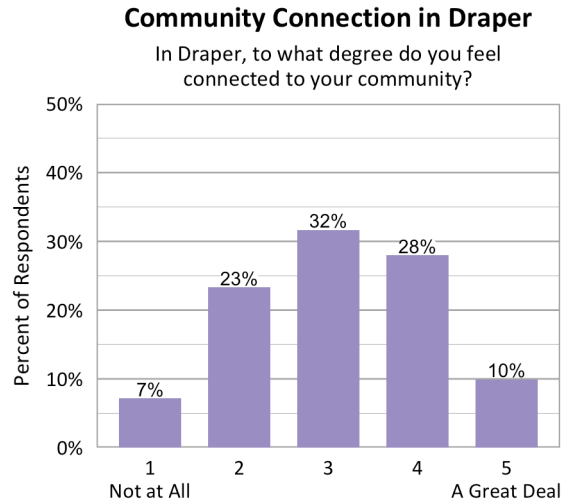
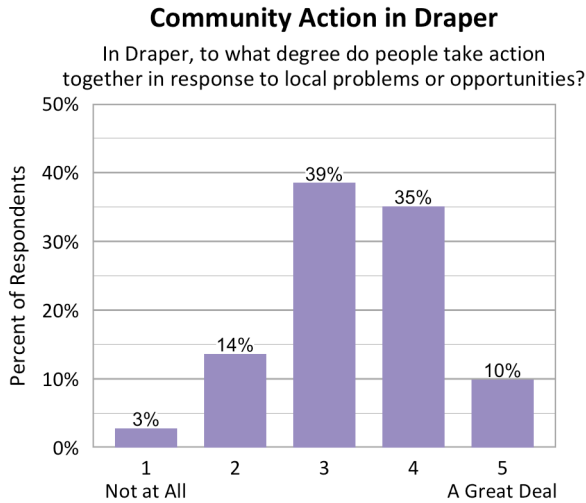
The graph below illustrates the relationship between the average rating and the average importance of wellbeing domains for survey respondents from Draper. Local environmental quality falls into the red quadrant, indicating that it was of higher than average importance, but rated lower than average. It is important to note that all domains have an average rating above 3.0 (moderate) and the importance score for all domains was higher than 3.0 (moderately important).



Community Action and Connections in Draper

Survey participants were asked about community actions and connectedness to community in Draper. Both questions were scored on a 5-point scale from *not at all* (1) to *a great deal* (5).

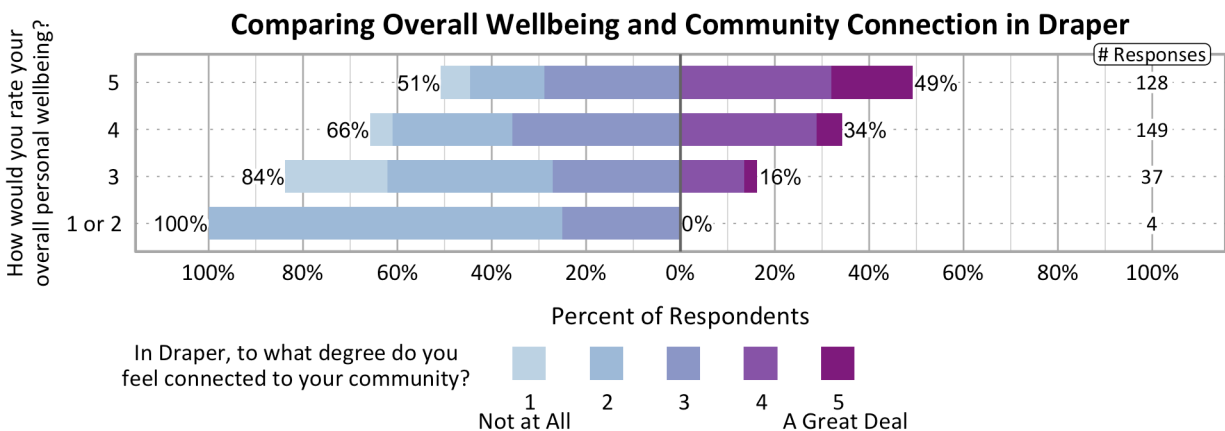
When asked about the degree to which people take action together in response to local problems or opportunities in Draper, the average score was **3.36**. When asked about the degree they feel connected to their community, the average score was **3.10**.



In terms of demographic characteristics and community-related questions, religion and income played significant roles as shown in Table 3. Additionally, there was a significant, positive relationship between individuals' community connectedness and their overall personal wellbeing.

Table 3: Demographic Characteristics and Community Questions

Community Questions	Age 60+	Female	College Degree	Latter-day Saint	Higher Income	Nonwhite or Latino
Do People in Draper Take Action?				+ vs no religious preference and other religion		
Do you Feel Connected to Your Community?				+ vs no religious preference and other religion	+ \$150,000 + > \$50,000-\$74,999	

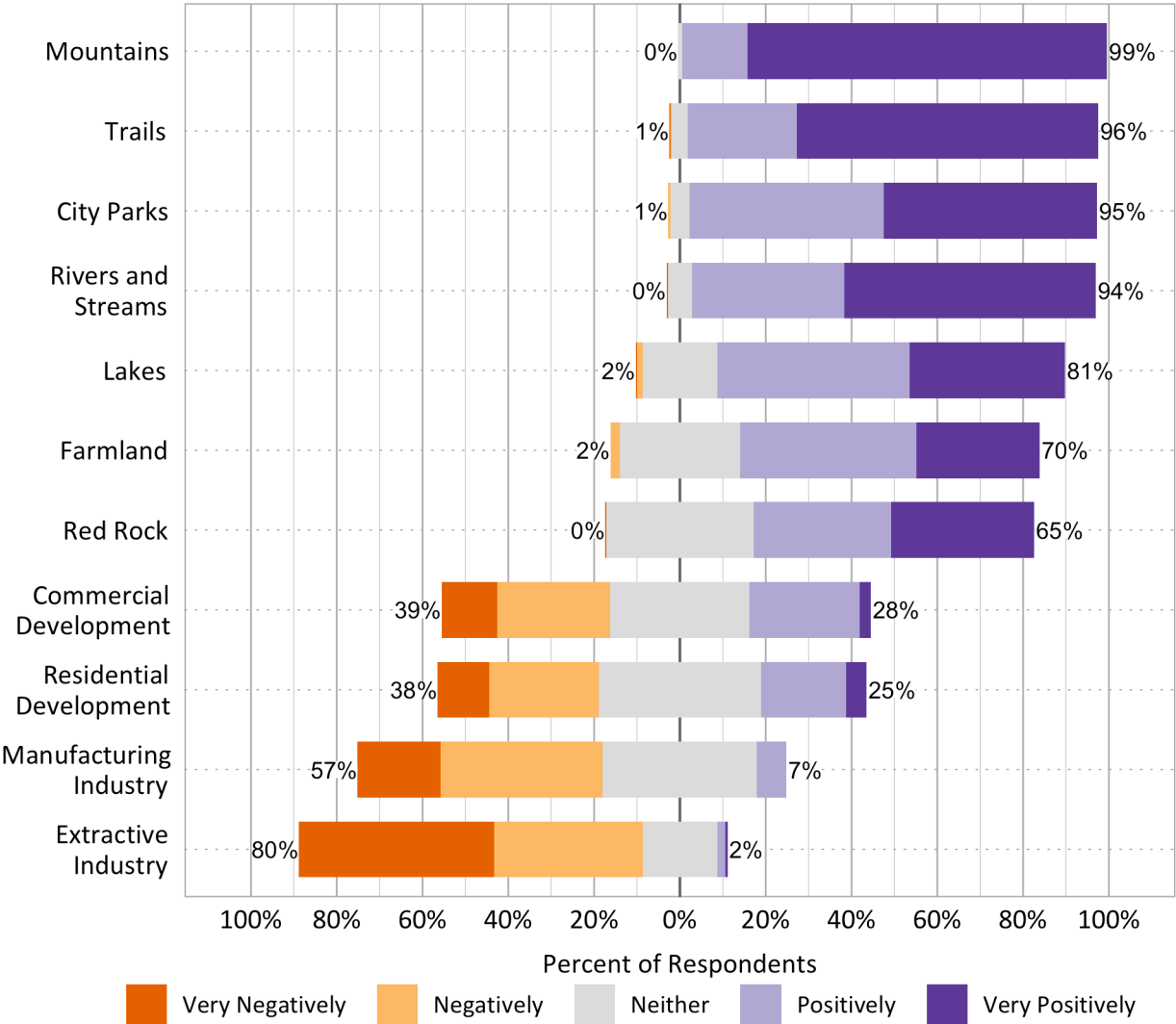


Influence of Landscape Features on Wellbeing

Survey participants were asked about the influence of landscape features on their wellbeing. Mountains, trails, city parks, rivers and streams, and lakes were found to have an overwhelmingly positive influence on respondents' wellbeing. Over two-thirds of respondents (70%) also noted farmland as having a positive influence and almost two-thirds of respondents (65%) noted red rock as having a positive influence.

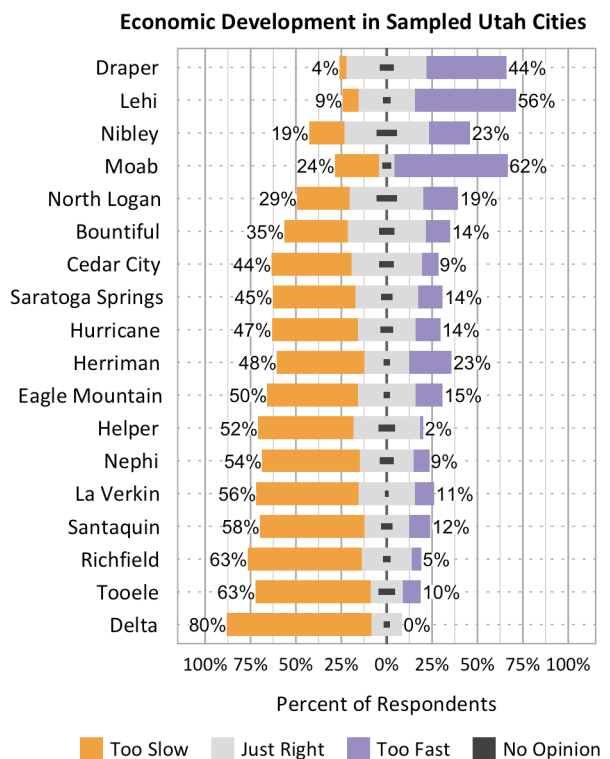
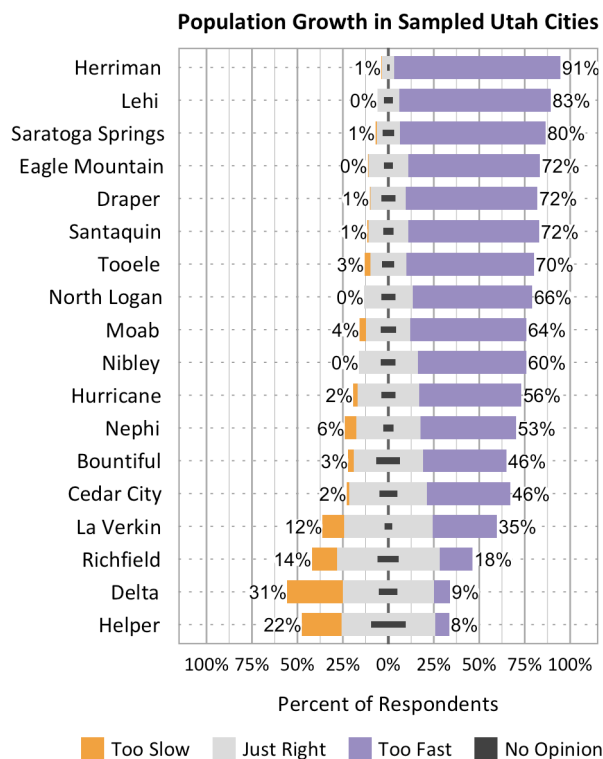
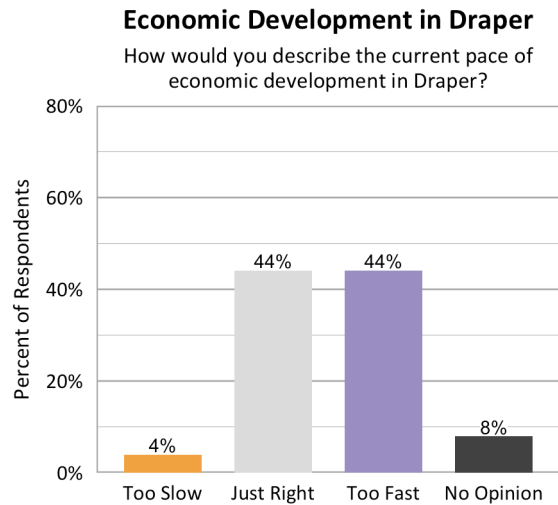
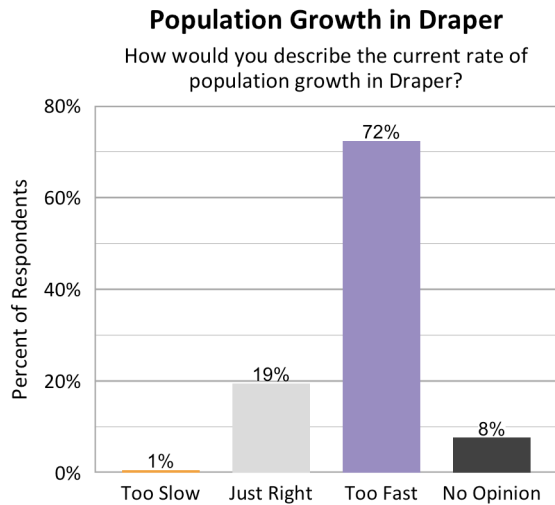
In terms of development and industry in the landscape, 80% of respondents noted the presence of extractive industry as having a negative or very negative influence on their wellbeing. More than half (57%) of respondents noted the presence of manufacturing industry as having a negative influence. Over one-third noted the presence of residential development (38%) and commercial development (39%) as having a negative influence.

The Role of Landscape Features in Draper Residents' Wellbeing
 How does the presence of the following landscape features influence your wellbeing?



Perspectives on Population Growth and Economic Development in Draper

Survey respondents overwhelmingly indicated that they felt population growth was too fast (72%). Just under half of respondents also felt that economic development was too fast (44%), while an equal percentage felt that it was just right (44%). Draper was in the top group of cities where survey respondents felt population growth was too fast and had the lowest percentage of respondents that indicated that economic development was too slow. It had the third-highest percentage of respondents indicate that economic development was too fast.



Risks and Assets for Wellbeing in Draper

Survey respondents indicated the degree to which a number of local issues were a major or minor risk or major or minor asset to wellbeing in Draper (see Table 4).

Table 4
Top Rated Assets and Risks by Draper Respondents

Highest Rated Assets (indicated by at least 83% of respondents)	Highest Rated Risks (indicated by at least 28% of respondents)
Recreation Opportunities	Substance Abuse
Access to Public Land	Air Quality
Public Safety	Electronic Devices
Access to Quality Food	Affordable Housing
Access to Health Care	

Respondents also wrote in other assets and risks as shown in Table 5. It is clear that some people not only listed current assets, but also those they wish Draper had.

Table 5
Other Assets and Risks Mentioned by Draper Respondents

Other Assets		Other Risks	
Trails and parks (3)	City leader responsiveness, transparent government (2)	Traffic (incl on Highland Drive), roads (7)	High density housing (incl low-income, multifamily housing), rentals (6)
Clean environment, cleanliness (2)	Controlled growth, restricted development (2)	Crowding, overpopulation, rapid growth (6)	Air pollution/air quality (5)
Good schools (2)	Off-leash area for dogs (2)	Geneva Rock, mining, sound of explosions, visual impact (5)	Lack of open space (3)
Public transit (2)	Tennis courts (2)	Self-serving government motives, council and mayor too close, those government with hands out (3)	Business construction, too many large office buildings (2)
Creative arts	Library	Development, sketchy development (2)	5G cellular signals
Low density housing	Lower price for summer water use	Excess of sober living homes	Fluoride
Recycling	Religious availability	Homes too high on mountain ruining skyline for everyone	Homogenous community, often intolerant
Restaurants and bars	Sense of place, respect for history, buildings	Lack of neighborhood parks with restrooms	Lack of recycling options
Unobstructed mountain views	Walkable community	No high-quality restaurants	Panhandling
Water		Planners (busybodies)	Prison site development
		Radiation in water	Tested for high levels of aluminum and lead since moving to draper
	Use of cell phones by young children		

Summary of Open Comments

Respondents were given the opportunity to provide comments at the end of the survey. Comments were made by 129 respondents (36% of those that completed the survey). The primary concerns of Draper residents were mostly related to growth and development of the city. Housing density was a big issue for many, as they are worried about the influx of new residents it brings in. Increases in traffic, crowding of school systems, and pressure on existing infrastructure were other concerns related to growth. Some felt that priority is being given to developers over Draper residents. Additionally, many people were concerned about mining, specifically at Geneva Rock, and did not like the poor air quality. Improving recreational opportunities, specifically by the addition of indoor tennis courts, was also mentioned several times.

Dominant themes in comments

Included the following:

- Too much high-density housing
- Growth and development too fast and uncontrolled
- Concerns about mining and air quality
- Too much traffic
- Wanting more alternative and public transportation

A Few Quotes

- *“Too many apartment complexes with no improvement to current roads. Traffic in Draper is becoming unbearable. Planning needs to be addressed more carefully.”*
- *“Draper is a lovely place. My concern exists around the rapid growth, with what seems like very little thought to long term effects on traffic, air quality and quality of life.”*
- *“We need to find a way to limit or prevent ongoing mining at Geneva Rock. It threatens the health of families and new businesses that continue to grow around it.”*
- *“The air is my number one complaint, and it is far from a minor one. I think about the air quality every single day.”*
- *“The traffic due to rapid construction in Draper is quickly getting worse. Draper is building houses and businesses, but not keeping up with transportation infrastructure.”*

