



Cedar City Wellbeing Survey Findings May 2020

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Cedar City 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. The Cedar City mayor's office and economic development office advertised the survey via social media and a newsletter. All city residents age 18 and over were encouraged to take the online Qualtrics survey, available from January 30, 2020 to March 8, 2020.

A total of **262 completed surveys** were recorded during this effort. This report contains descriptive information based on Cedar City resident responses and comparisons with other cities from this most recent survey effort.

Public intercept surveys with iPads were also conducted in May 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

The vast majority of Cedar City survey respondents (96.9%) were full-time residents. Length of residency ranged from 0 to 70 years with an average of 8 years. The majority of respondents (70.9%) had been living in Cedar City more than 5 years. Regarding respondent zip code, 61.9% reported living in 84720 and 38.1% lived in 84721.

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 and those age 60 and older were over-represented in the survey sample. The survey under-represents those without a college degree, those with incomes under \$50,000 and those who are nonwhite or Latino. There is no census comparison for religion. These characteristics should be taken into consideration when interpreting the findings from the survey, as survey respondents are not fully representative of Cedar City residents.

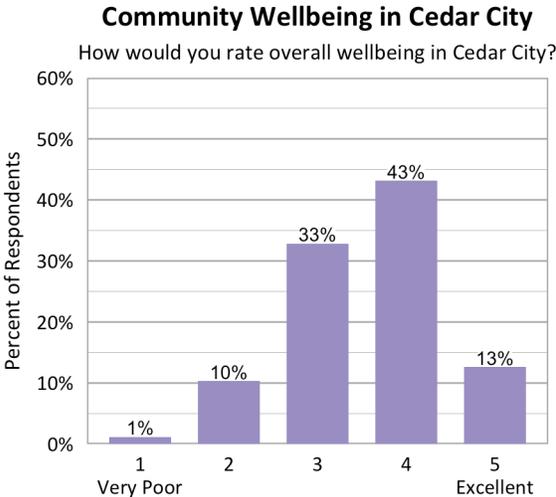
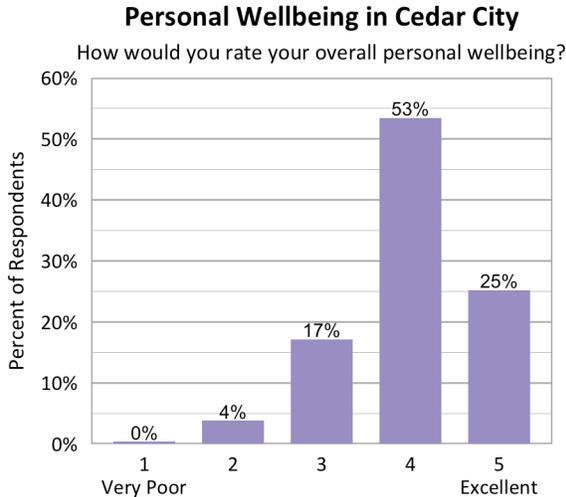
Table 1

Demographic Characteristics of Survey Respondents and U.S. Census Data for Cedar City

Demographic Characteristics	Cedar City iPad Survey 2019 (170 Respondents)	Cedar City Online Survey 2020 (262 Respondents)	American Community Survey 2014-2018 Estimates
Age 18-39	51.4%	26.7%	54.5%
Age 40-59	26.1%	35.6%	25.5%
Age 60 or Over	22.5%	37.7%	20.0%
Female	60.9%	66.4%	50.5%
Male, other	39.1%	33.6%	49.5% (Male only)
No college degree	57.1%	43.2%	65.7%
College degree (4-year)	42.9%	56.8%	34.3%
Median household income	NA	NA	\$44,102
Income under \$50,000	46.4%	28.3%	55.1%
Income \$50,000 to \$74,999	25.0%	28.8%	17.7%
Income \$75,000 to \$99,999	14.9%	16.4%	12.3%
Income \$100,000 to \$149,999	8.9%	15.9%	10.2%
Income \$150,000 or over	4.8%	10.6%	4.8%
Religion: Church of Jesus Christ of Latter-day Saints	54.8%	47.2%	NA
Other religion	24.2%	26.2%	NA
No religious preference	21.0%	26.6%	NA
White (non-Latino)	87.4%	93.5%	83.6%
Nonwhite or Latino	12.6%	6.5%	16.4%
Children under 18 in household	NA	37.1%	36.5%
Employed (combined)	NA	52.5%	60.3% (in labor force age 16+)
Out of work and looking for work	NA	1.7%	3.4% (unemployed)
Retired	NA	29.3%	NA
Other	NA	16.5%	36.4% (not in labor force)

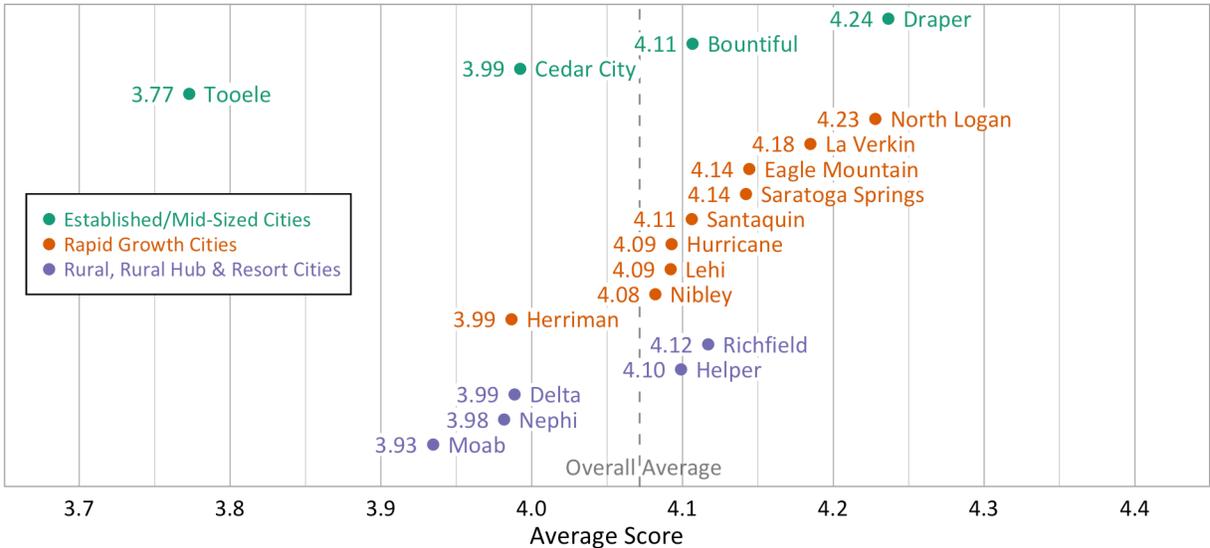
Overall Personal Wellbeing and Overall Wellbeing in Cedar City

Survey participants were asked about their overall personal wellbeing and overall community wellbeing in Cedar City. These wellbeing indicators are both measured on a 5-point scale from *very poor* (1) to *excellent* (5). The average personal wellbeing score in Cedar City was **3.99**, with **78%** of respondents indicating their wellbeing at a 4 or 5 on the 5-point scale. The average score for community wellbeing in Cedar City was **3.56**.



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

Overall Personal Wellbeing Scores from Sampled Utah Cities (2020)
(On a scale from 1=Very Poor to 5=Excellent)

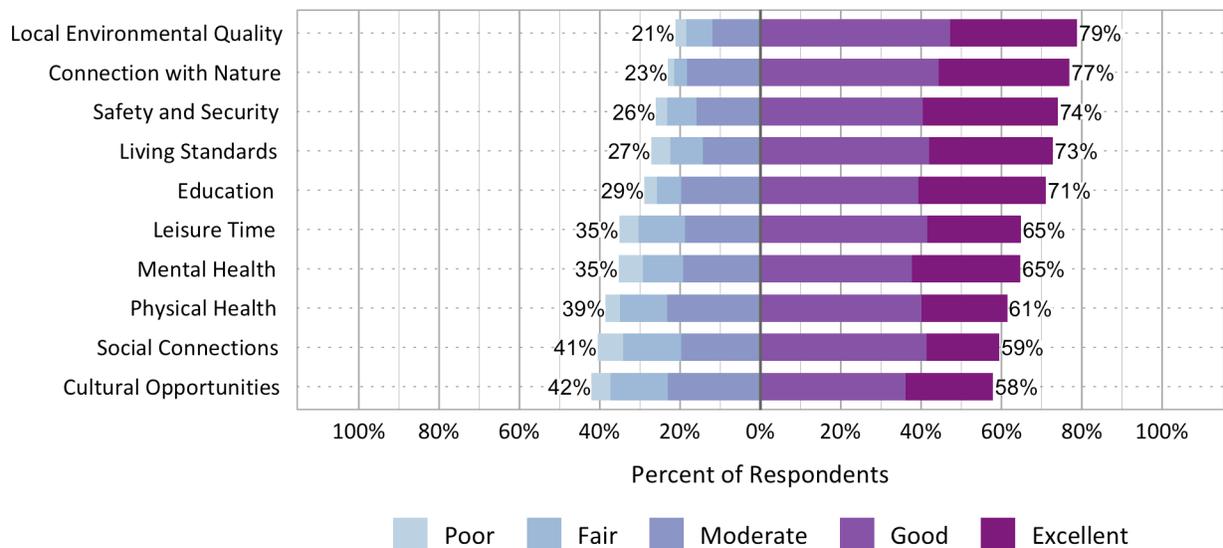


Wellbeing Domains in Cedar City

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 **local environmental quality, connection with nature, and safety and security**. The top three most important wellbeing domains were **safety and security, living standards, and physical and mental health**.

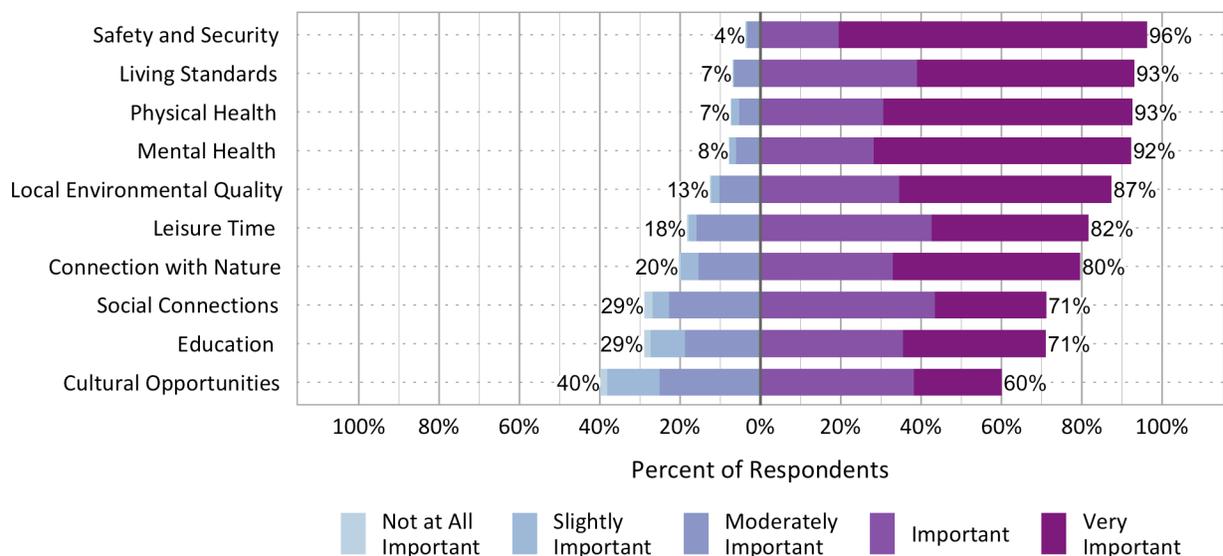
Wellbeing Domain Ratings in Cedar City

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



Wellbeing Domain Importance in Cedar City

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



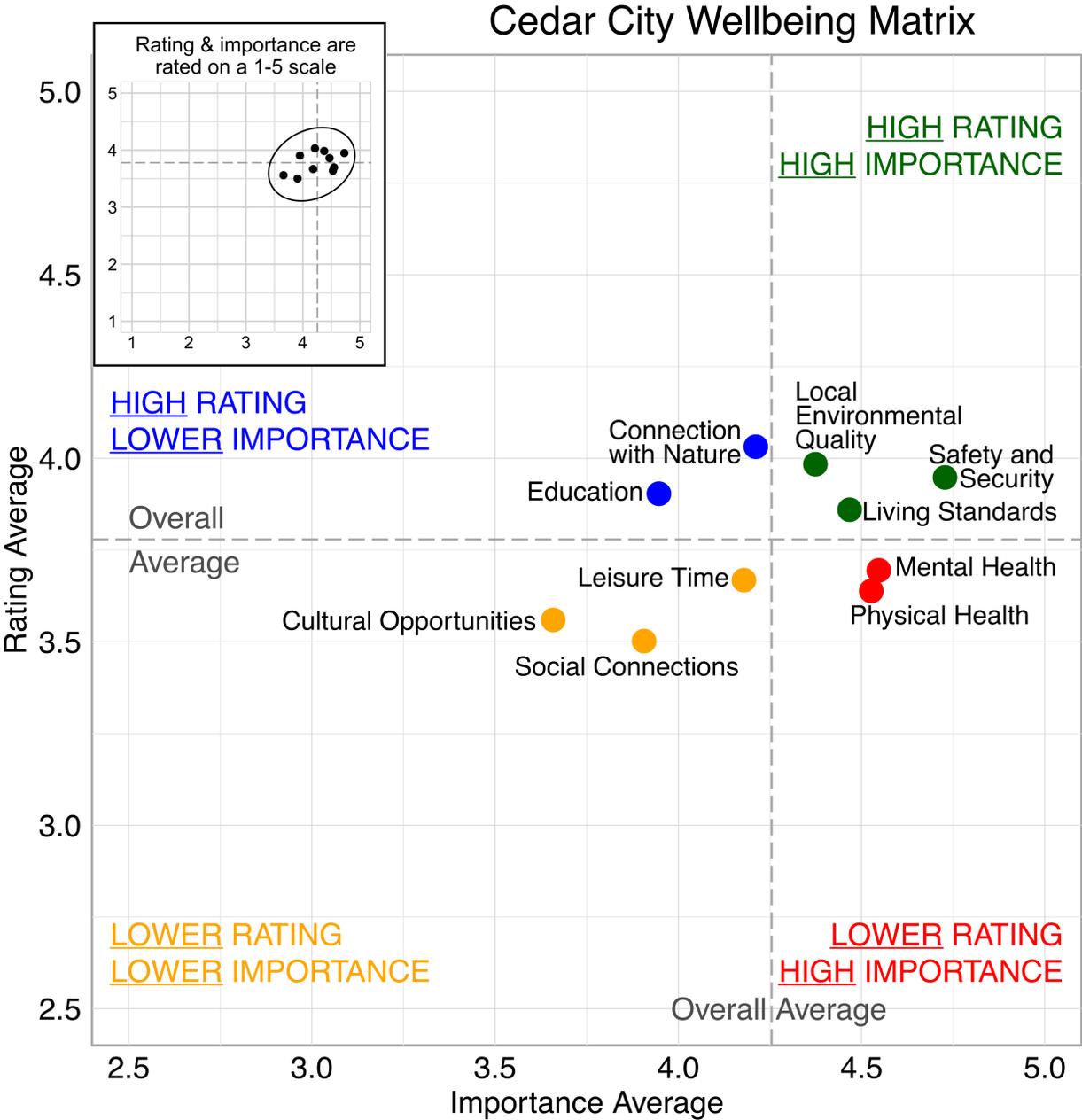
The demographic variables for age, gender college degree, religion, income, and zip code were significantly related to various wellbeing perspectives among Cedar City respondents. These relationships are shown in Table 2 below and are based on a multivariate generalized linear model using the categories from Table 1, excluding children in household and employment. Race/ethnicity was not found to play a significant role, but this could be due to sample size.

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	Zip Code
	Wellbeing Ratings						
Overall Personal Wellbeing	+			+ vs no religious preference	+ \$150,000+ > under \$50,000		
Wellbeing in Cedar City	+ vs 40-59			+ vs no religious preference			
Connection to Nature				- vs other religion			84720 > 84721
Cultural Opportunities	+ vs 18-39						
Education	+ vs 40-59		+				
Leisure Time	+						
Living Standards	+				\$150,000+ > under \$50,000		
Local Environmental Quality				+ vs no religious preference	\$150,000+ > under \$50,000		
Mental Health	+						
Physical Health		--					
Safety and Security	+ vs 40-59		+				
Social Connections	+ vs 18-39			+ vs no religious preference			
	Domain Importance						
Connection to Nature	+ vs 18-39		+	- vs no religious preference and other religion			
Cultural Opportunities			+				
Education			+				
Leisure Time		+	+				
Living Standards			+				
Local Environmental Quality	+ vs 40-59			- vs no religious preference			
Mental Health	+ vs 40-59	+					
Physical Health	+			- vs no religious preference			
Safety and Security	+ vs 40-59			- vs no religious preference and other religion			
Social Connections	+ vs 18-39		+	- vs no religious preference			

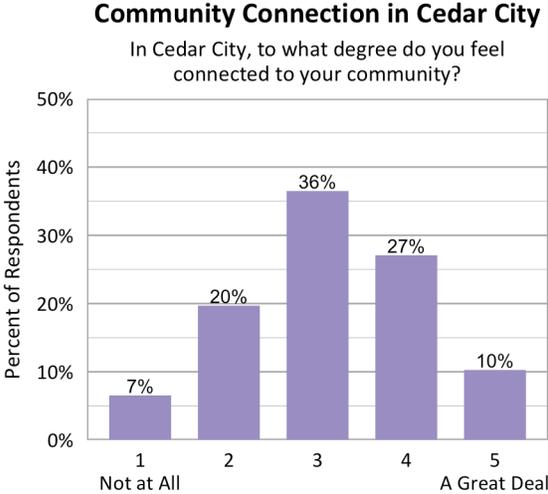
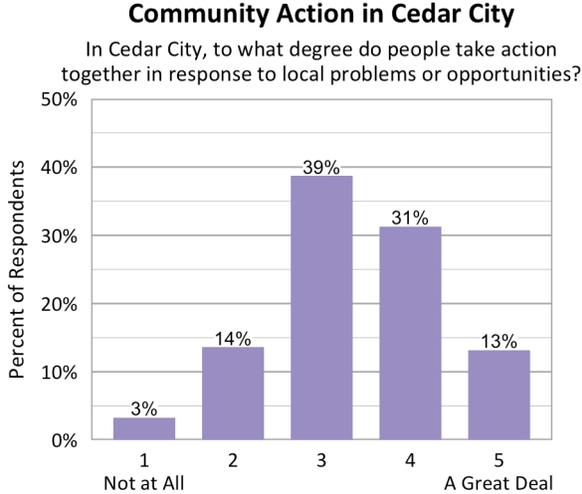
Wellbeing Matrix for Cedar City

The graph below illustrates the relationship between the average rating and the average importance of wellbeing domains for survey respondents from Cedar City. Mental Health and Physical Health fall into the red quadrant, indicating that they were 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 is higher than 3.0 (moderately important).



Community Action and Connections in Cedar City

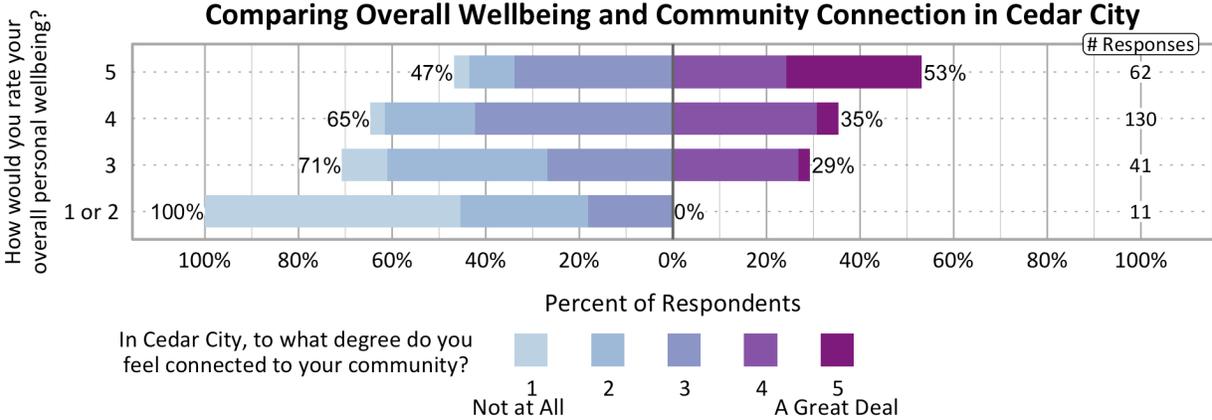
Survey participants were asked about community actions and connectedness to community in Cedar City. Both questions were scored on a 5-point scale from *not at all* (1) to *a great deal* (5). When asked about the degree to which people take action together in response to local problems or opportunities in Cedar City, the average score was **3.37**. When asked about the degree they feel connected to their community, the average score was **3.14**.



In terms of demographic characteristics, age, religion, and income played significant roles in responses to community questions as shown in Table 3. These findings are based on a multivariate generalized linear model. 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 Cedar City take action?	+			+		
Do you feel connected to your community?	+			+	\$150,000 + > under \$50,000	



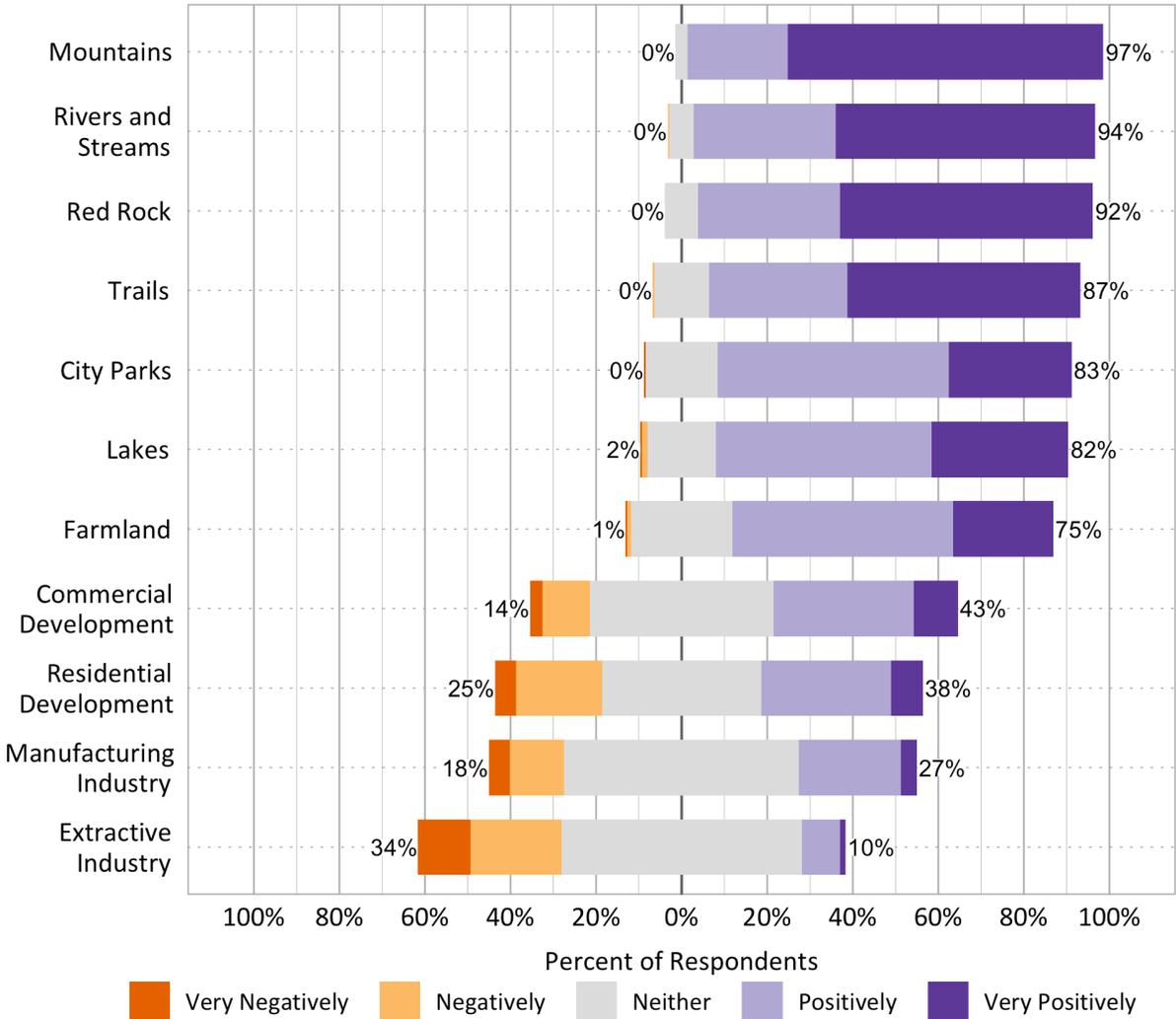
Influence of Landscape Features on Wellbeing

Survey participants were asked about the influence of landscape features on their wellbeing. Natural landscape including mountains, rivers and streams, red rock, and lakes, as well as trails and city parks, were found to have an overwhelmingly positive influence on wellbeing. Farmland also had a positive influence for the vast majority of survey respondents.

In terms of development and industry in the landscape, just over one-third of survey respondents indicated that extractive industry had a negative influence on their wellbeing. On the other hand, respondents indicated more positive than negative perceptions of commercial development, residential development, and manufacturing industry.

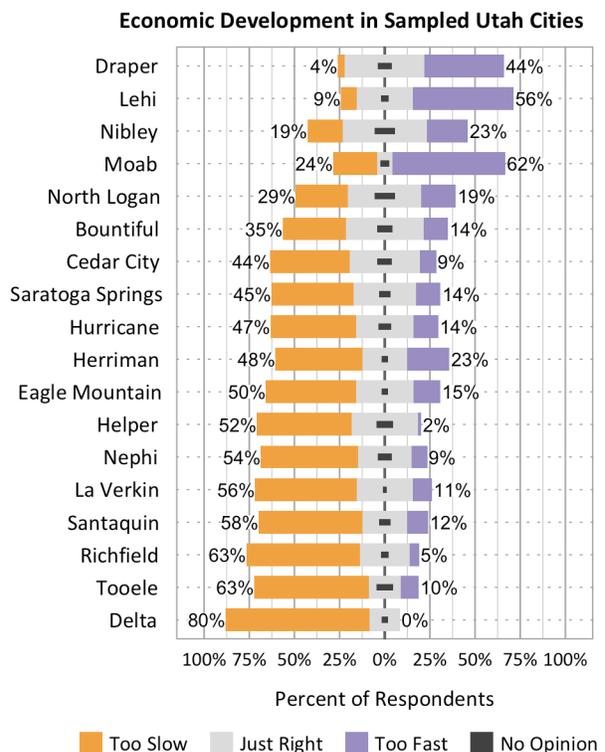
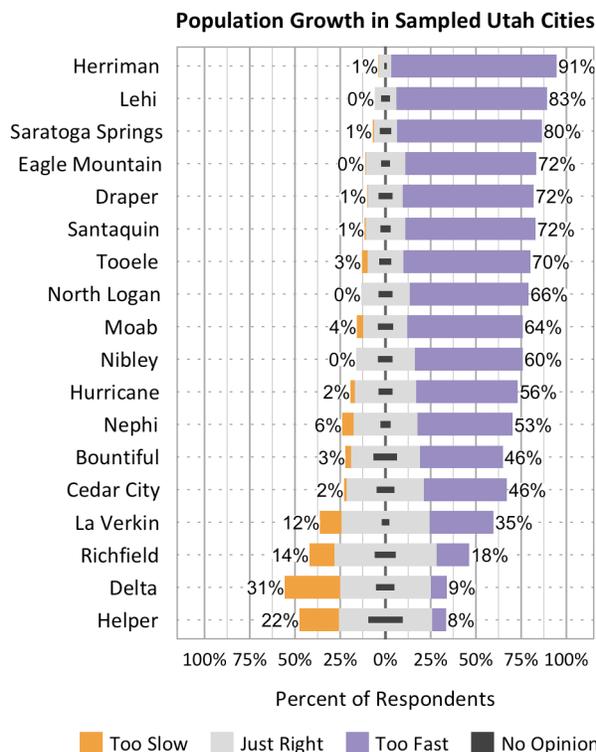
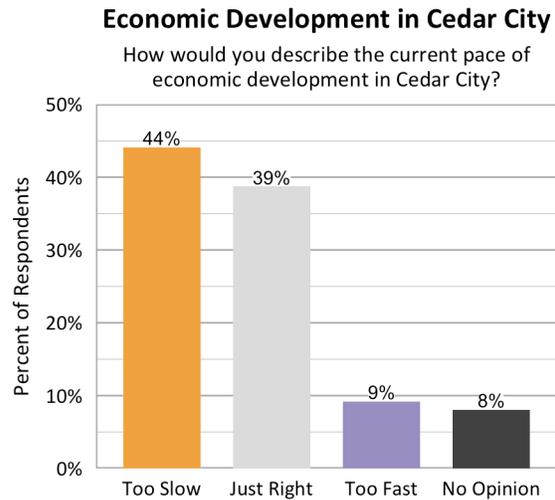
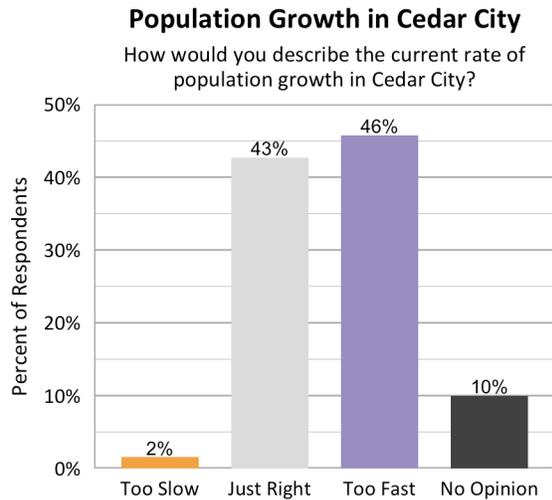
The Role of Landscape Features in Cedar City Residents' Wellbeing

How does the presence of the following landscape features influence your wellbeing?



Perspectives on Population Growth and Economic Development in Cedar City

Survey respondents were split on their thoughts about population growth between saying it's too fast (46%) and just right (43%). On the question of the pace of economic development, 44% said it is too slow and 39% said it is just right. Compared to other cities surveyed in early 2020, Cedar City ranked relatively low in terms of respondents thinking population growth was too fast and relatively low in terms of respondents thinking economic development was too slow.



Risks and Assets for Wellbeing in Cedar City

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

Table 4

Top Rated Assets and Risks by Cedar City Respondents

Highest Rated Assets (indicated by at least 80% of respondents)	Highest Rated Risks (indicated by at least 20% of respondents)
Access to Public Land	Substance Abuse
Recreation Opportunities	Electronic Devices
Access to Quality Food	Employment Opportunities
Air Quality	
Public Safety	

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 Cedar City had.

Table 5

Other Assets and Risks Mentioned by Cedar City Respondents

Other Assets		Other Risks	
Access to quality & affordable education, SUU & USF (3)	Good sidewalks/walkable town/trails (4)	Lack of diversity/Religious discrimination/LDS domination/Racism (7)	Over building, development, rapid growth (4)
Activities, outdoor adult exercise park, senior friendly (2)	Animals/Dogs (2)	Cost of living/Decent paying jobs/wage stagnation (4)	Traffic (2)
Aging medical services	Infrastructure	Cleanliness of city/neighborhood trash (2)	Homelessness (2)
Living wage	More traffic lights	Aging services	Drugs
New roads	Pay increase for city employees	Inconsiderate/unsafe drivers	Limited airport destinations
Zoning violations		Noise	Owning guns
		Over regulation, zoning	Politicians
		Suicide	Taxes
		Tourism	Weather

Summary of Open Comments

Respondents were given the opportunity to provide comments at the end of the survey. Ninety-nine respondents chose to leave a comment (38% of those that completed the survey). There was a wide variety of local issues mentioned in the comments. Many people expressed frustration with the lack of high-paying jobs in the area and the high cost of living relative to wages. Additionally, a sentiment shared by some people is that Cedar City is growing faster than the existing infrastructure can keep up with. Others feel that they are unable to find community and connection due to the social climate in the city. Other concerns include traffic, healthcare, spending, and cultural opportunities. However, many people appreciate the outdoor recreation offered by Cedar City and love living in this city.

Dominant themes in comments included the following:

- Presence of a hostile social climate
- Low wages and high cost of living
- Lack of employment opportunities
- Growing too fast
- Many people love Cedar City

A Few Quotes:

- *"I worry that my children won't be able to afford to live in Cedar City. Housing prices are too high and wages are too low."*
- *"It is very difficult to find a place to belong or a sense of community in Cedar City without being Mormon."*
- *"Cedar City is a friendly and caring small city. I would like to see it stay that way, but I realize that Cedar City will get larger and as it grows there will be growing pains. It is my hope that we will be able to retain the caring and friendly attitude as we grow."*
- *"I love living in this city and believe our walking trails are our greatest asset for helping the overall physical and mental well-being of people in this community."*

