



Delta Wellbeing Survey Findings May 2020

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Delta 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. Delta City advertised the survey via social media, newsletter, the city website and locally distributed flyers. All city residents age 18 and over were encouraged to take the online Qualtrics survey, available from January 27, 2020 to March 4, 2020.

A total of **88 completed surveys** were recorded during this effort. This report contains descriptive information based on Delta resident responses and comparisons with other cities from this most recent survey effort.

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Respondent Characteristics

Nearly all of the Delta survey respondents (94%) were full-time residents. The length of residency ranged from 1 to 62 years with an average of 23 years. More than three-quarters of respondents (82%) lived in Delta for more than 5 years.

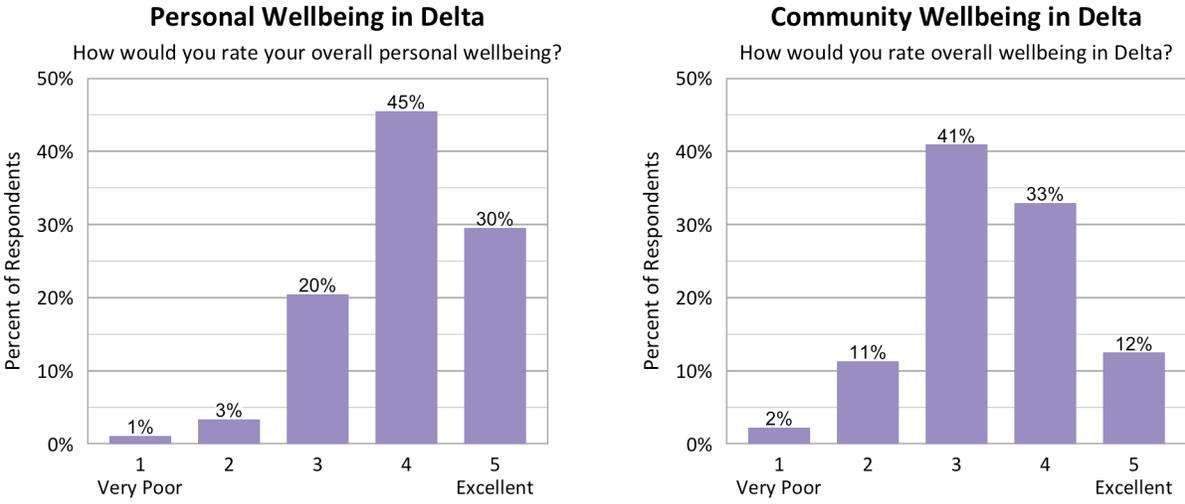
Table 1 details the demographic characteristics of the respondents and allows for comparison with U.S. Census information from the 2014-2018 American Community Survey. As the table shows, females, those age 18-39, those with children in the household, and those unemployed are overrepresented in the resulting survey sample. The survey underrepresents those with incomes under \$50,000, nonwhites and Latinos, and those age 60 and over. 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 Delta residents.

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

Demographic Characteristics	Delta Online Survey 2020 (88 Respondents)	American Community Survey 2014-2018 Estimates
Age 18-39	48.1%	33.0%
Age 40-59	34.6%	35.8%
Age 60 or over	17.3%	31.3%
Female	66.7%	51.9%
Male, other	33.3%	48.1% (Male only)
No college degree	67.9%	76.5%
College degree (4-year)	32.1%	23.5% (age 25+)
Median Household Income	NA	\$63,309
Income under \$50,000	29.1%	43.6%
Income \$50,000 to \$74,999	19.0%	15.6%
Income \$75,000 to \$99,999	22.8%	16.3%
Income \$100,000 to \$149,999	24.1%	16.9%
Income \$150,000 or over	5.1%	7.6%
Religion: Church of Jesus Christ of Latter-day Saints	68.8%	NA
Other religion	13.8%	NA
No religious preference	17.5%	NA
White (non-Latino)	98.8%	78.3%
Nonwhite or Latino	1.2%	21.7%
Children under 18 in household	63.0%	42.2%
Employed (combined)	75.6%	60.7% (in labor force age 16+)
Out of work and looking for work	0.0%	2.2% (unemployed)
Other	24.4%	37.1% (not in labor force)

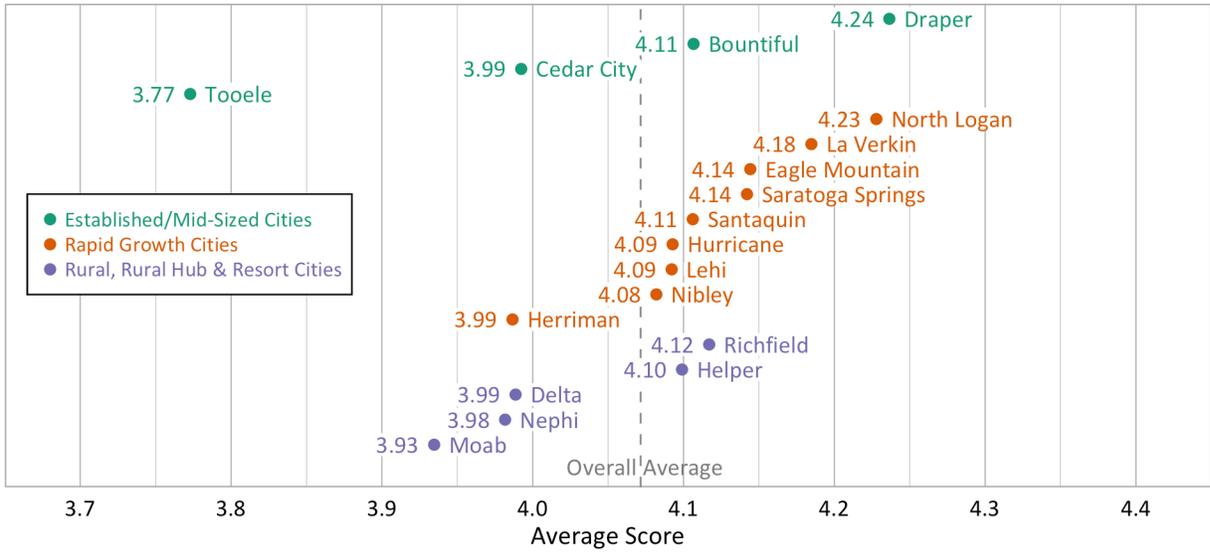
Overall Personal Wellbeing and Overall Wellbeing in Delta

Survey participants were asked about their overall personal wellbeing and overall community wellbeing in Delta. These wellbeing indicators are both measured on a 5-point scale from *very poor* (1) to *excellent* (5). The average personal wellbeing score among Delta respondents was **3.99**, with **75%** indicating a 4 or 5 on the 5-point scale. The average score for community wellbeing in Delta was **3.42**.



The average personal wellbeing score in Delta falls below the average of all cities surveyed in early 2020. The Utah League of Cities and Towns classifies Delta in the “Rural, Rural Hub, & Resort Cities” group, along with four other cities in this study as indicated in the graph below. There is no statistically significant difference among cities in this group on personal wellbeing.

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

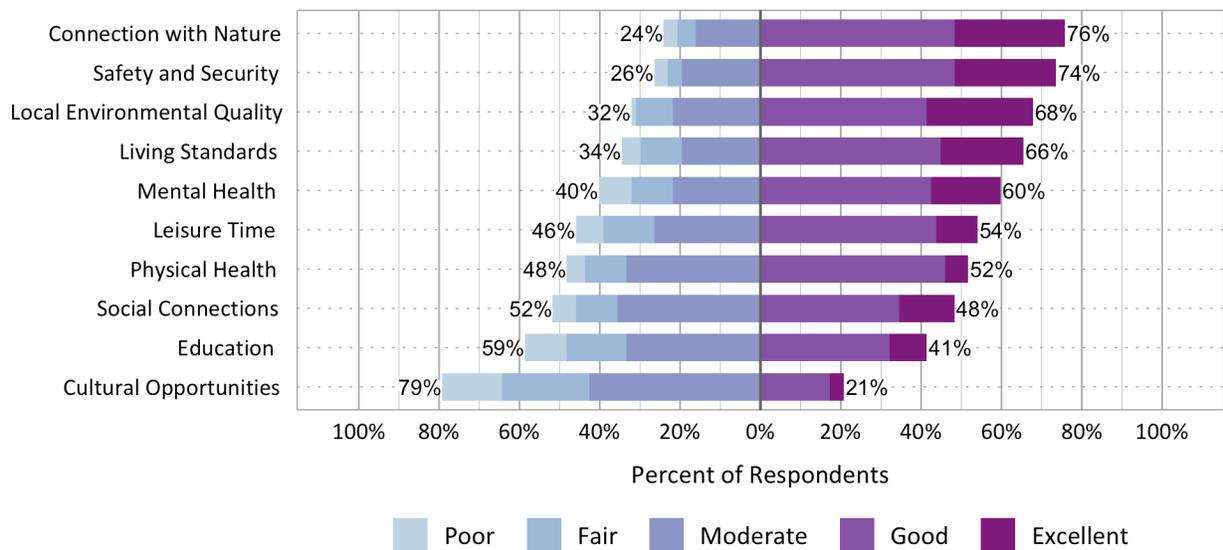


Wellbeing Domains in Delta

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

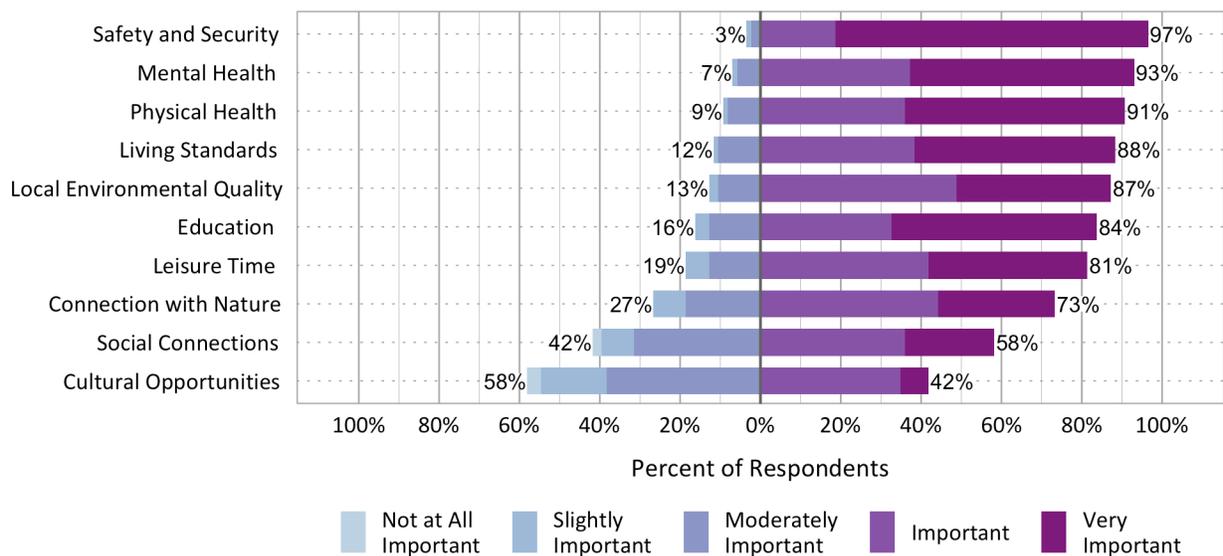
Wellbeing Domain Ratings in Delta

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



Wellbeing Domain Importance in Delta

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



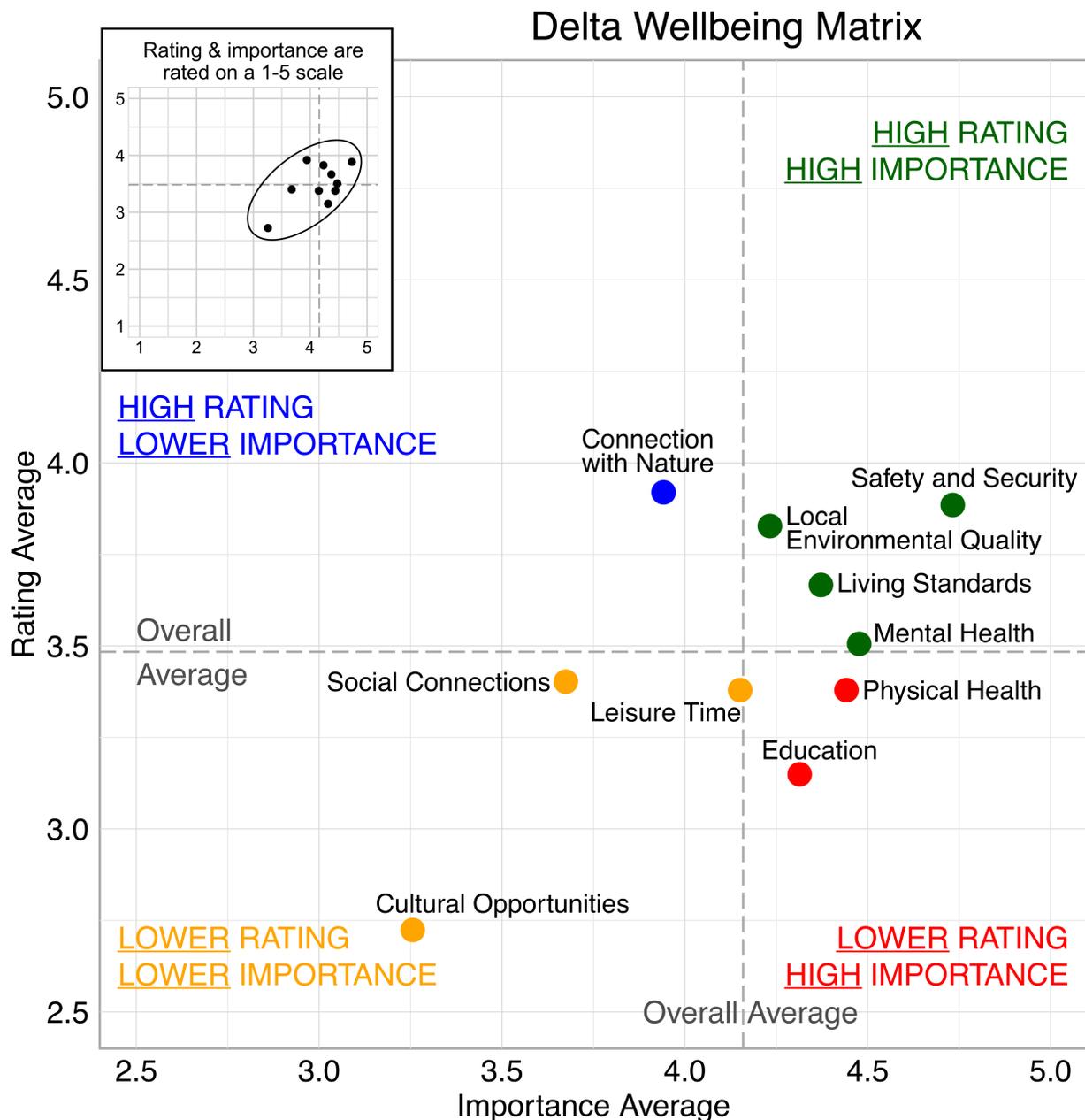
The demographic variables for age, gender, education, religion and income were significantly related to various wellbeing perspectives among Delta respondents. These relationships are shown in Table 2 below and are based on a multivariate generalized linear model using the categories from Table 1, excluding race/ethnicity, 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 other religion		Insufficient data
Wellbeing in Delta					+	Insufficient data
Connection to Nature						Insufficient data
Cultural Opportunities						Insufficient data
Education						Insufficient data
Leisure Time						Insufficient data
Living Standards	+ vs 18-39				+	Insufficient data
Local Environmental Quality					+	Insufficient data
Mental Health	+			+ vs no religious preference	+	Insufficient data
Physical Health				- vs other religion		Insufficient data
Safety and Security						Insufficient data
Social Connections						Insufficient data
	Domain Importance					
Connection to Nature					-	Insufficient data
Cultural Opportunities			+			Insufficient data
Education	-			+ vs no religious preference and other religion		Insufficient data
Leisure Time	- vs 40-49					Insufficient data
Living Standards						Insufficient data
Local Environmental Quality					+ \$150,000+ > \$75,000- \$99,999	Insufficient data
Mental Health		+			+	Insufficient data
Physical Health					+	Insufficient data
Safety and Security					+	Insufficient data
Social Connections		+				Insufficient data

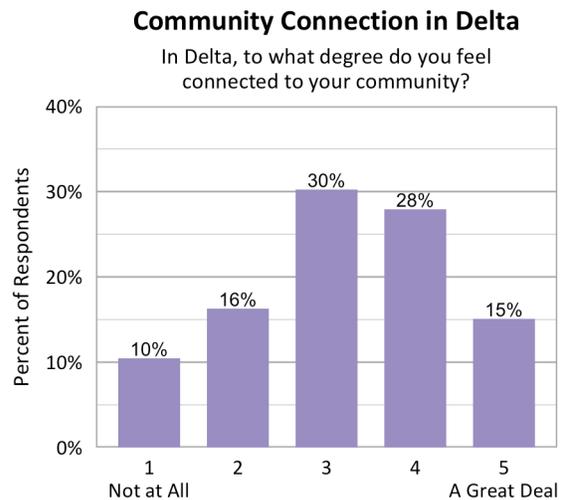
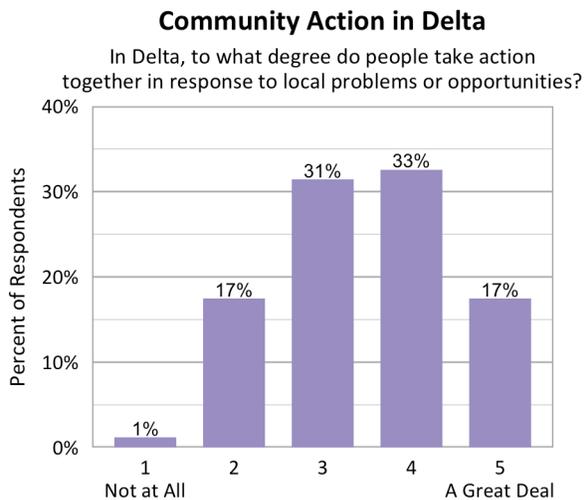
Wellbeing Matrix for Delta

The graph below illustrates the relationship between the average rating and the average importance of wellbeing domains for survey respondents from Delta. Education and Physical Health fall into the red quadrant, indicating that they were higher in average importance, but rated lower than average. Mental Health approaches this quadrant as its rating is only slightly higher than the overall average rating, but its importance is much higher than the overall average importance. It is important to note that all domains except for cultural opportunities 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 Delta

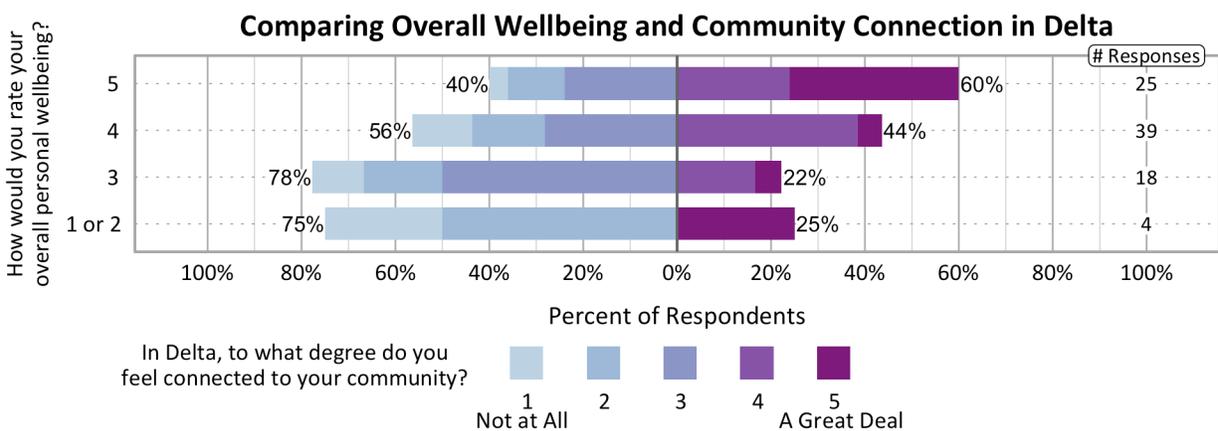
Survey participants were asked about community actions and connectedness to community in Delta. Both questions were scored on a 5-point scale from *not at all* (1) to *a great deal* (5). When asked about the degree to which people take action together in response to local problems or opportunities in Delta, the average score was **3.48**. When asked about the degree they feel connected to their community, the average score was **3.21**.



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

Table 3
Demographic Characteristics and Community Questions

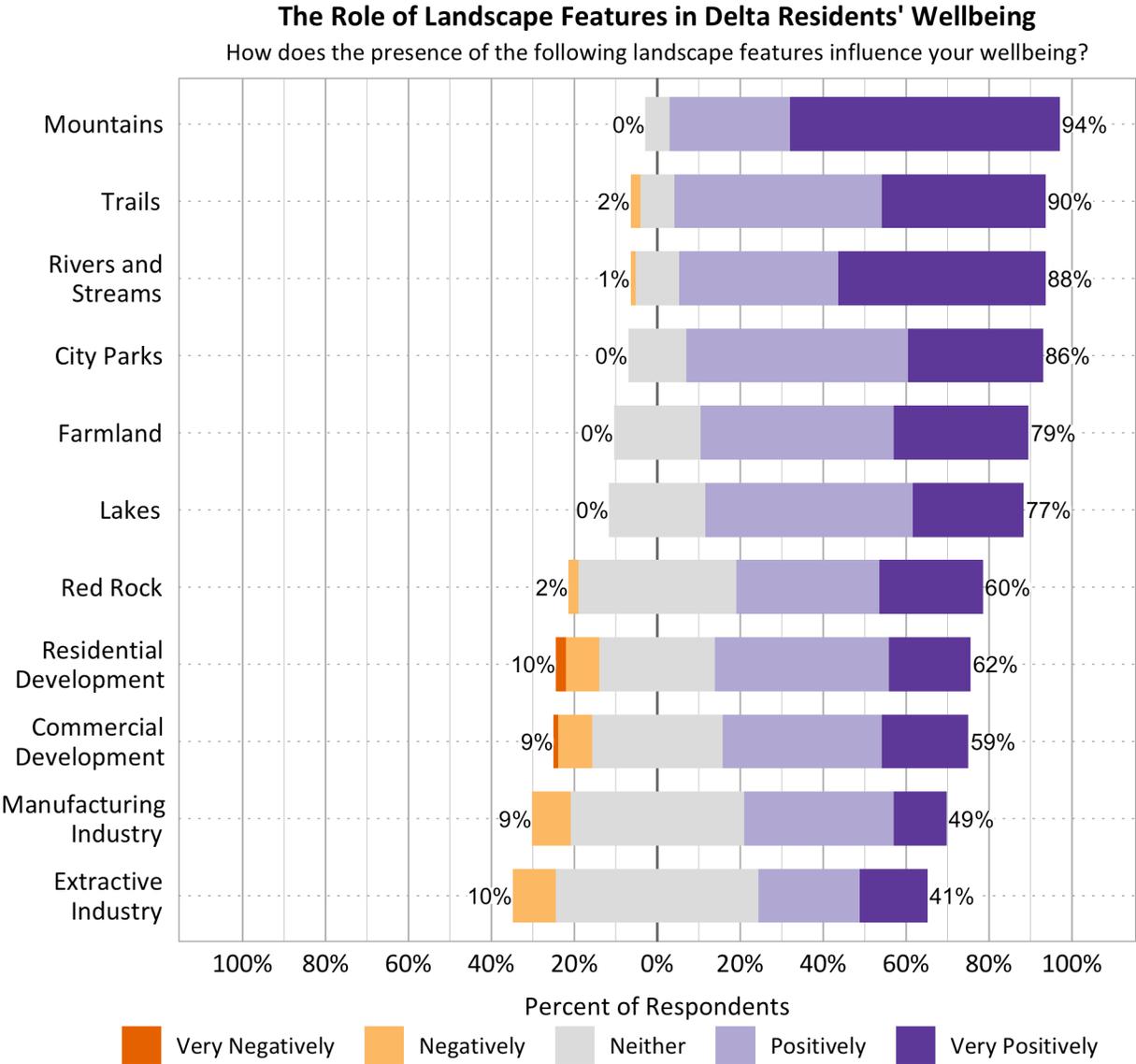
Community Questions	Age 60+	Female	College Degree	Latter-day Saint	Higher Income	Nonwhite or Latino
Do people in Delta take action?					+	Insufficient data
Do you feel connected to your community?	+ vs 18-49			+ vs no religious preference	+	Insufficient data



Influence of Landscape Features on Wellbeing

Survey participants were asked about the influence of landscape features on their wellbeing. Mountains, trails, rivers and streams, city parks, farmland, and lakes were found to have an overwhelmingly positive influence on respondents' wellbeing. Sixty percent of respondents also noted red rock as having a positive influence.

In terms of development and industry in the landscape, the majority of respondents noted that the presence of residential development (62%) and commercial development (59%) in the landscape has a positive influence on their wellbeing. Nearly half (49%) of respondents noted that the presence of manufacturing industry has a positive influence on their wellbeing and 41% noted that the presence of extractive industry has a positive influence.

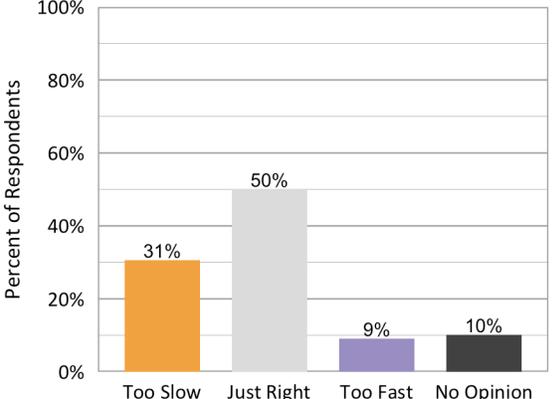


Perspectives on Population Growth and Economic Development in Delta

Half of survey respondents indicated that they felt the rate of population growth is just right while 31% noted that it is too slow. The vast majority of respondents noted that they felt the pace of economic development is too slow, and no respondents noted that they felt it is too fast. Compared to the other cities in the winter 2020 survey, Delta had the highest proportion of respondents that said both population growth and the pace of economic development are too slow.

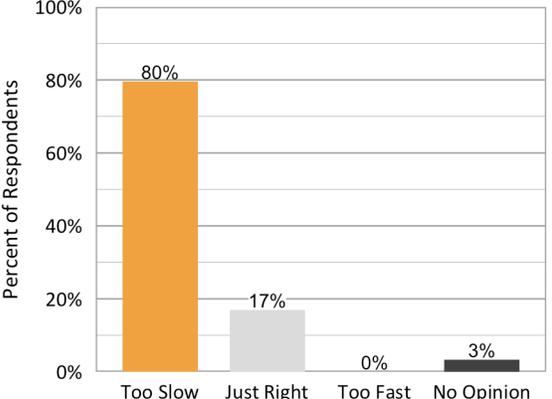
Population Growth in Delta

How would you describe the current rate of population growth in Delta?

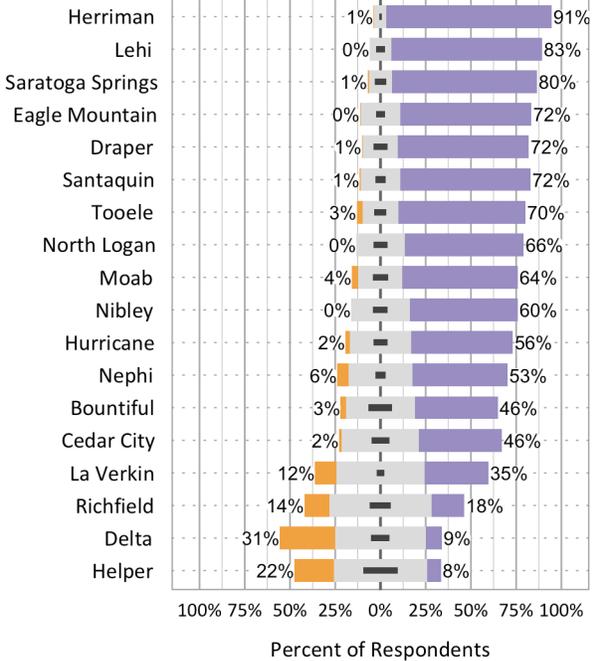


Economic Development in Delta

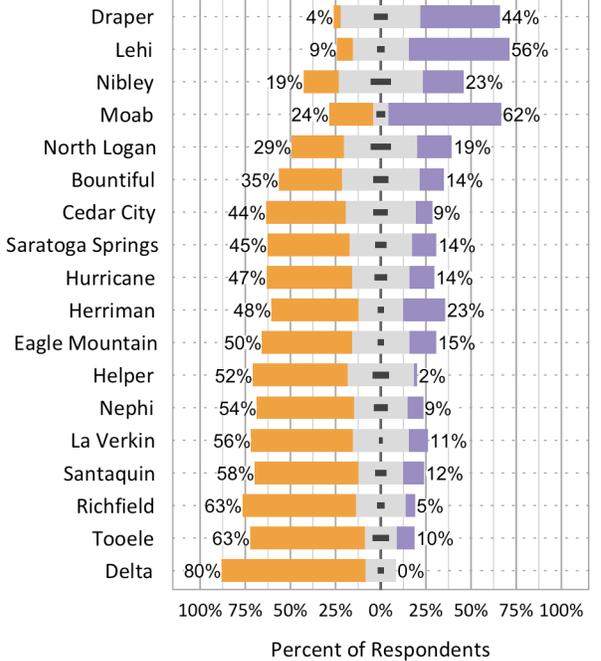
How would you describe the current pace of economic development in Delta?



Population Growth in Sampled Utah Cities



Economic Development in Sampled Utah Cities



Risks and Assets for Wellbeing in Delta

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

Table 4

Top Rated Assets and Risks by Delta Respondents

Highest Rated Assets (indicated by at least 71% of respondents)	Highest Rated Risks (indicated by at least 28% of respondents)
Access to Public Land	Substance Abuse
Public Safety	Shopping Opportunities
Recreation Opportunities	Employment Opportunities
Air Quality	Opportunities for Youth
Roads and Transportation	Affordable Housing

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 Delta had.

Table 5

Other Assets and Risks Mentioned by Delta Respondents

Other Assets		Other Risks	
Law enforcement	Religious opportunities	New business to Delta	Homeless housing
Jobs	Clean water	Mass factory farming	Entertainment places
Industry	Neighborhood appearance		

Summary of Open Comments

Respondents were given the opportunity to provide comments at the end of the survey. Comments were made by 23 Delta respondents (26% of those that completed the survey). These comments indicate that Delta respondents were mainly concerned about slow economic growth and lack of development in the area. Many people appreciate the friendly, small town feel of Delta, but are worried that there aren't enough well-paying jobs and economic amenities to keep people in the area. Many respondents noted that they wish there were more recreation opportunities and options for restaurants and shopping. People are especially concerned about youth having safe places to hang out, as they are worried about drugs and substance abuse. Overall, people enjoy living in Delta but want to see it thrive.

Dominant themes in comments included the following:

- Not enough economic growth
- Lack of economic amenities
- Lack of well-paying jobs
- Concern about substance abuse
- Enjoy small town feel

A Few Quotes:

- *"More employment opportunities, more retail and commercial businesses, more food service establishments, a more proactive chamber of commerce to help entice new businesses to open operations in Delta."*
- *"Being small is the biggest perk of living in the area. Would like to see more support keeping drugs out of the area."*
- *"I find the city of Delta a friendly place. The neighborhood in which I live is probably the best one I have lived in my entire life. My interactions with city officials and law enforcement have always been pleasant, informative, and upbeat. I feel if I need help, I can get it easily."*
- *"Delta needs growth like shopping and restaurants and new motels. Jobs to keep people wanting to live here."*

