



## Herriman Wellbeing Survey Findings May 2020

Courtney Flint, Ph.D.  
Utah State University Sociology and Extension

Herriman 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. Herriman City advertised the survey via social media, newsletter, and the city website. All city residents age 18 and over were encouraged to take the survey (administered through Qualtrics), available from January 30, 2020 to March 3, 2020.

A total of **375 completed surveys** were recorded during this effort. This report contains descriptive information based on Herriman resident responses and comparisons with other cities from this most recent survey effort.

**Contact Information:** Courtney Flint, [courtney.flint@usu.edu](mailto:courtney.flint@usu.edu), 435-797-8635

Acknowledgements: Utah League of Cities and Towns, Casey Trout, Rachel Sagers, and Caitlyn Rogers

## Respondent Characteristics

The vast majority of Herriman survey respondents (98.4%) were full-time residents. The length of residency ranged from 0 to 41 years with an average of 8 years. About half (50.9%) of the respondents lived in Herriman for 5 years or less.

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 40-49, those with a college degree, those with household incomes \$100,00 and over, and those with children under age 18 in the household are overrepresented in the resulting survey sample. The survey respondents are more representative of Herriman residents in terms of race/ethnicity, and employment. 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 Herriman residents.

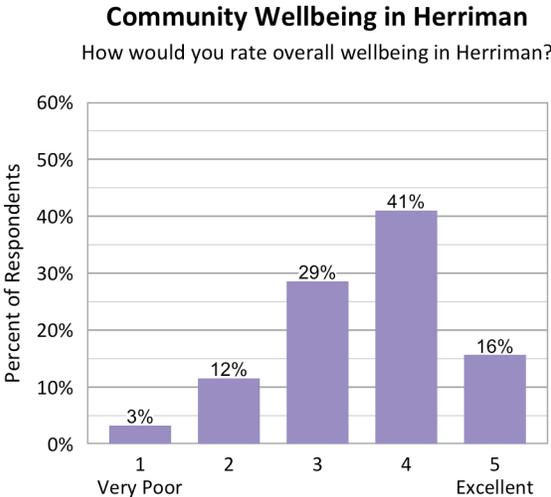
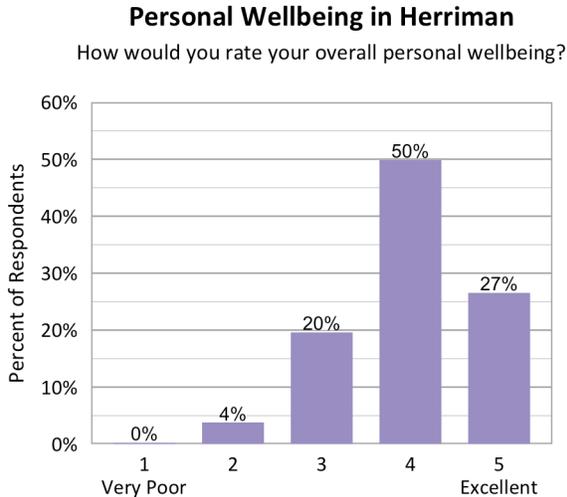
**Table 1**

*Demographic Characteristics of Survey Respondents and U.S. Census Data for Herriman*

Demographic Characteristics	Bountiful Online Survey 2020 (355 Respondents)	American Community Survey 2014-2018 Estimates
Age 18-39	47.3%	52.0%
Age 40-59	46.6%	36.4%
Age 60 or over	6.0%	11.3%
Female	70.7%	51.9%
Male, other	29.3%	48.1% (male only)
No college degree	46.9%	66.8%
College degree (4-year)	53.1%	33.2%
Median household income	NA	\$98,945
Income under \$50,000	6.7%	13.9%
Income \$50,000 to \$74,999	14.4%	18.7%
Income \$75,000 to \$99,999	17.0%	18.8%
Income \$100,000 to \$149,999	38.5%	31.5%
Income \$150,000 or over	23.4%	17.2%
Religion: Church of Jesus Christ of Latter-Day Saints	56.6%	NA
Other religion	17.5%	NA
No religious preference	25.9%	NA
White (non-Latino)	88.3%	84.8%
Nonwhite or Latino	11.7%	15.2%
Children under 18 in household	74.5%	61.7% (related only)
Employed (combined)	76.1%	73.1% (in labor force 16+)
Out of work and looking for work	0.6%	2.3% (unemployed)
Other	23.3%	24.6% (not in labor force)

# Overall Personal Wellbeing and Overall Wellbeing in Herriman

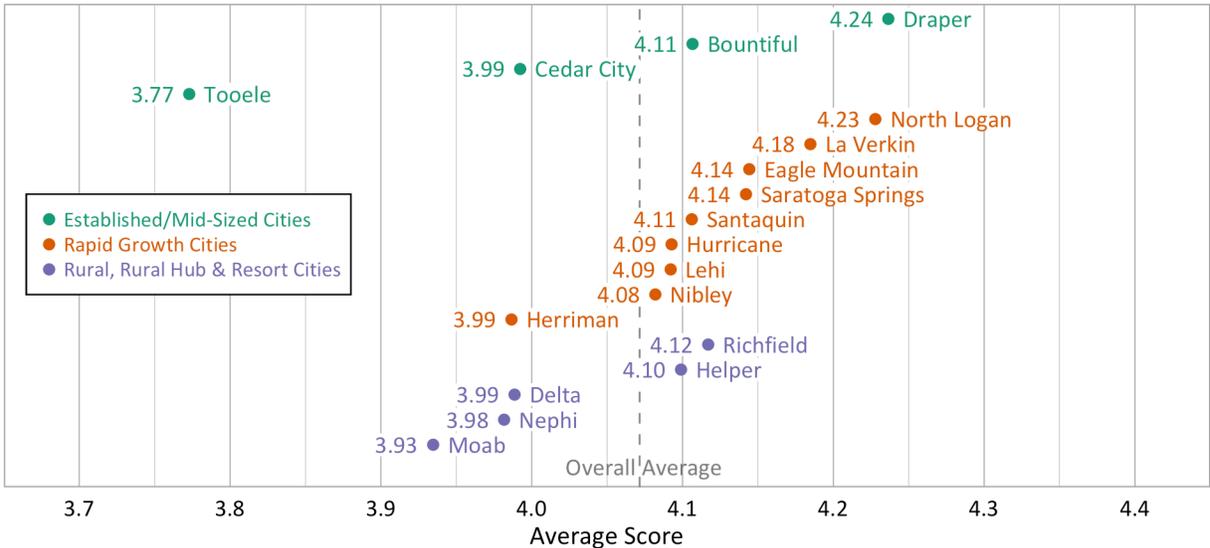
Survey participants were asked about their overall personal wellbeing and overall community wellbeing in Herriman. These wellbeing indicators both measured on a 5-point scale from very poor (1) to excellent (5). The average personal wellbeing score in Herriman was **3.99**, with **77%** of respondents indicating their wellbeing at a 4 or 5 on the 5-point scale. The average score for community wellbeing in Herriman was **3.54**.



The average personal wellbeing score in Herriman falls below the average of all cities surveyed in early 2020. The Utah League of Cities and Towns classifies Herriman in the “Rapid Growth Cities” group, along with eight 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)

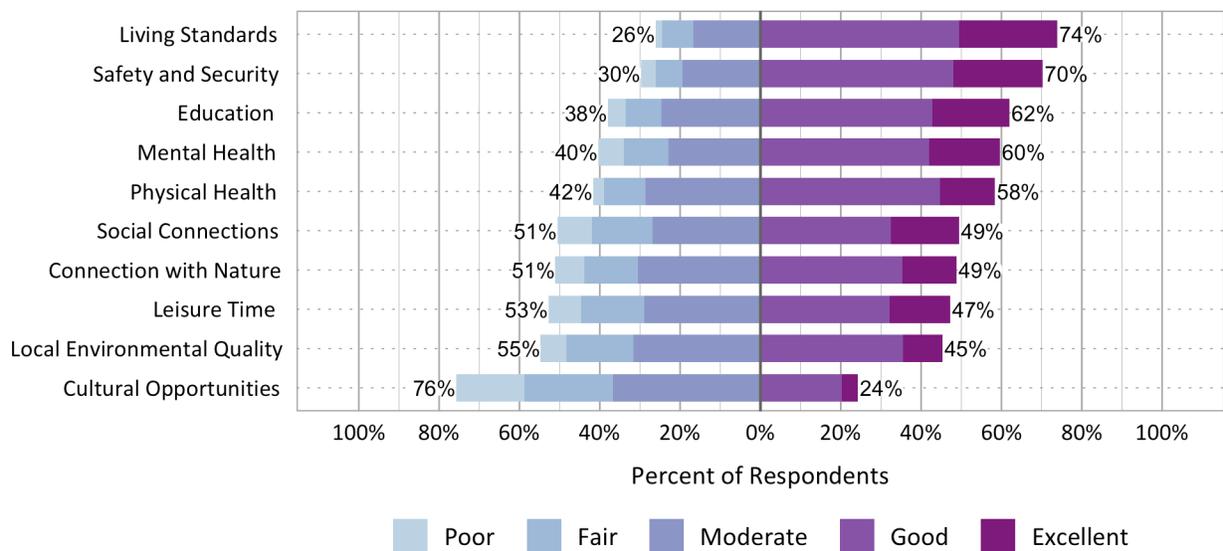


## Wellbeing Domains in Herriman

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, safety and security, and education**. The three most important wellbeing domains were **safety and security, living standards, and mental health**.

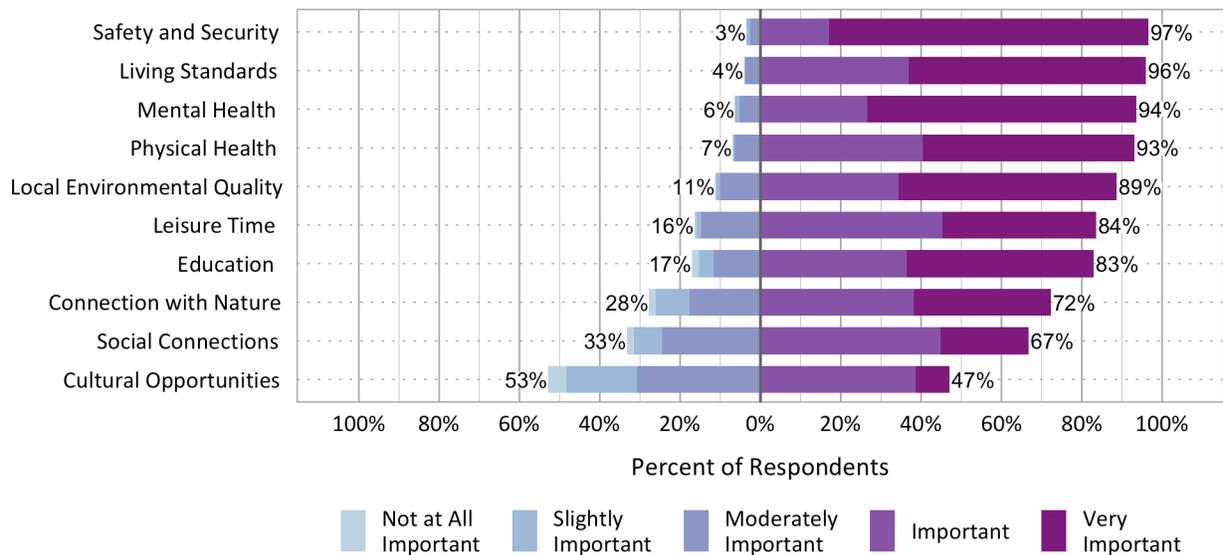
### Wellbeing Domain Ratings in Herriman

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



### Wellbeing Domain Importance in Herriman

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



The demographic variables of age, gender, college degree, income, and race/ethnicity were significantly related to various wellbeing perspectives among Herriman respondents. These relationships are shown in Table 2 and are based on a multivariate generalized linear model using the categories from Table 1, excluding children in household and employment.

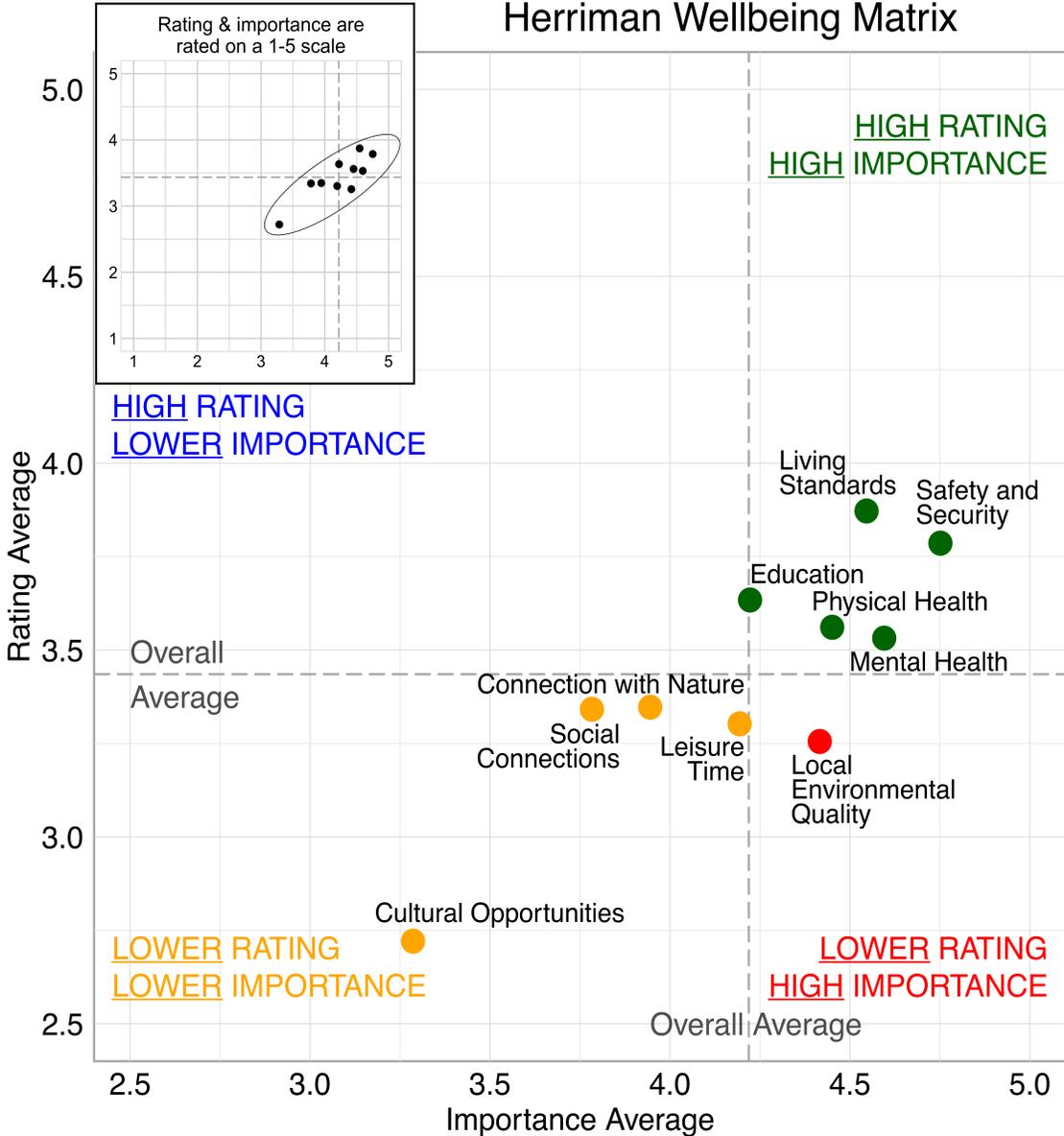
**Table 3**

*Relationships Between Demographic Characteristics and Wellbeing Domains*

Domains Rated	Demographic Variables					
	Age 60+	Female	College Degree	Latter-day Saint	Higher Income	Nonwhite or Latino
	<b>Wellbeing Ratings</b>					
Overall Personal Wellbeing					+ \$150,000 + > under \$50,000	
Wellbeing in Herriman	+ vs 40-59				+ \$150,000 + > under \$50,000	
Connection to Nature	+					
Cultural Opportunities	+ vs 40-59					
Education	+		+			-
Leisure Time						
Living Standards	+ vs 40-59	+			+	
Local Environmental Quality						
Mental Health	+ vs 40-59				+ \$150,000 + > under \$50,000	
Physical Health	+ vs 40-59	+			+	
Safety and Security					+ \$150,000 + > under \$50,000	
Social Connections						
	<b>Domain Importance</b>					
Connection to Nature						
Cultural Opportunities						
Education		+				
Leisure Time					+ \$150,000 + > under \$50,000 & \$75,000-\$99,999	
Living Standards					+ \$150,000 + > \$50,000-\$74,999	
Local Environmental Quality				- vs no religious preference		
Mental Health		+				
Physical Health						
Safety and Security		+	-		+	
Social Connections						

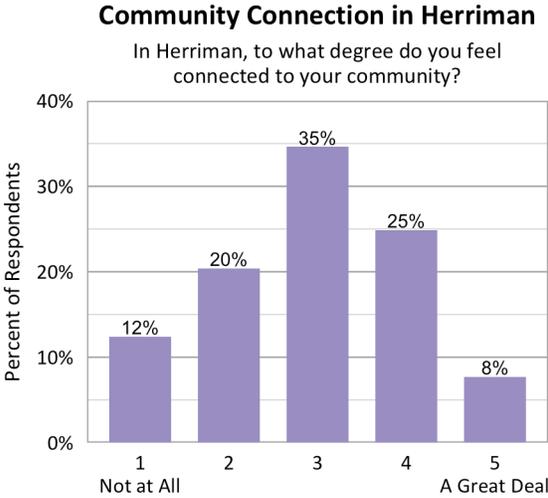
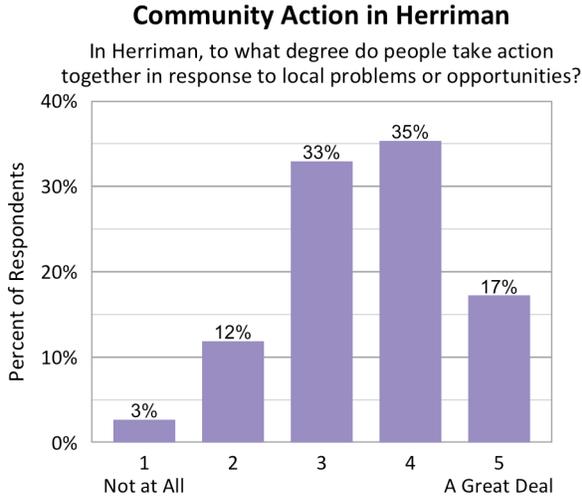
# Wellbeing Matrix for Herriman

The graph below illustrates the relationship between the average rating and the average importance of wellbeing domains for survey respondents from Herriman. Local environmental quality falls into the red quadrant, indicating that it was of higher than average importance, but rated lower than average. Leisure time approaches this quadrant as its importance was found to be close to the overall average domain importance while its rating falls below the overall average rating. Mental Health and Physical Health also approach this quadrant as their overall rating scores are only slightly higher than the overall average score for domain rating, yet their importance is above the 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 Herriman

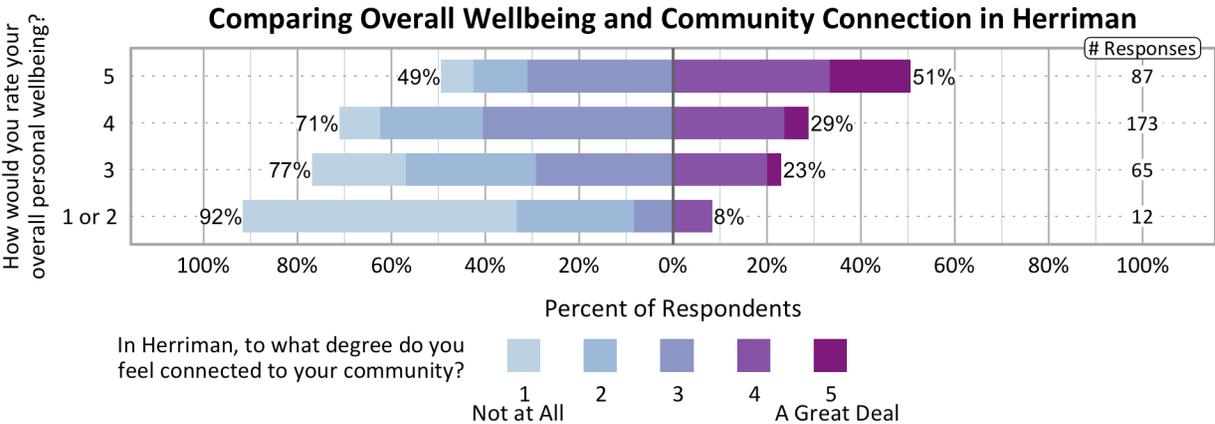
Survey participants were asked about community actions and connectedness to community in Herriman. Both questions were scored on a 5-point scale from *not at all* (1) to *a great deal* (5). When asked about the degree to which people take action together in response to local problems or opportunities in Herriman, the average score was **3.53**. When asked about the degree they feel connected to their community, the average score was **2.95**.



In terms of demographics, those who indicated they are Latter-day Saints reported higher levels of action in Herriman in response to problems and opportunities (see Table 3). Latter-day Saints, those age 60 or older, and those with household incomes higher than \$50,000 indicated higher levels of community connectedness. Additionally, a significant, positive relationship exists 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 Herriman take action?				+		
Do you feel connected to your community?	+			+	+	
	vs 40-59			vs no religious preference	\$150,000 + > Under \$50,000	

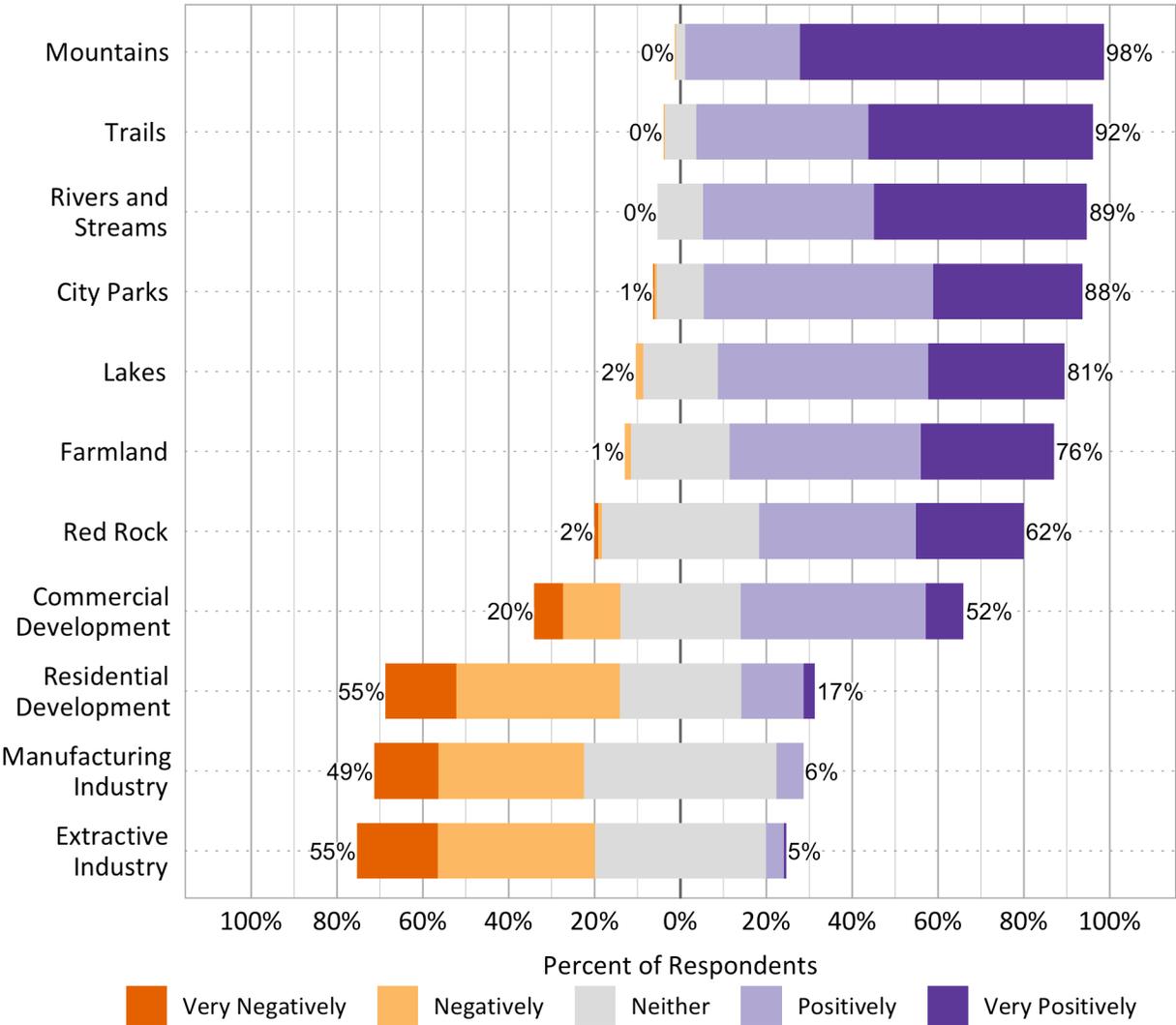


# Influence of Landscape Features on Wellbeing

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

In terms of development and industry in the landscape, just over half of the survey respondents indicated that commercial development had a positive influence on wellbeing in Herriman. On the other hand, respondents indicated more negative perceptions of residential development as well as manufacturing and extractive industry.

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

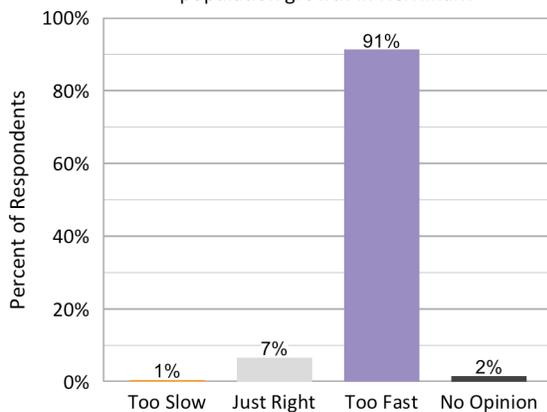


## Perspectives on Population Growth and Economic Development in Herriman

Survey respondents overwhelmingly indicated they felt population growth was too fast (91%) but were more widely distributed on the question of economic development, with 48% indicating they felt it was too slow, 25% indicating just right, and 23% indicating too fast. Compared to the other cities in the winter 2020 survey, Herriman ranked the highest in terms of respondents indicating they felt population growth was too fast. On the other hand, Herriman is toward the middle of all study cities when comparing the percentage of respondents that considered economic development too slow in their community.

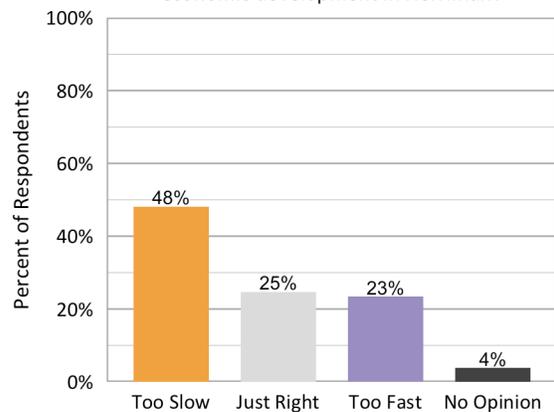
### Population Growth in Herriman

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

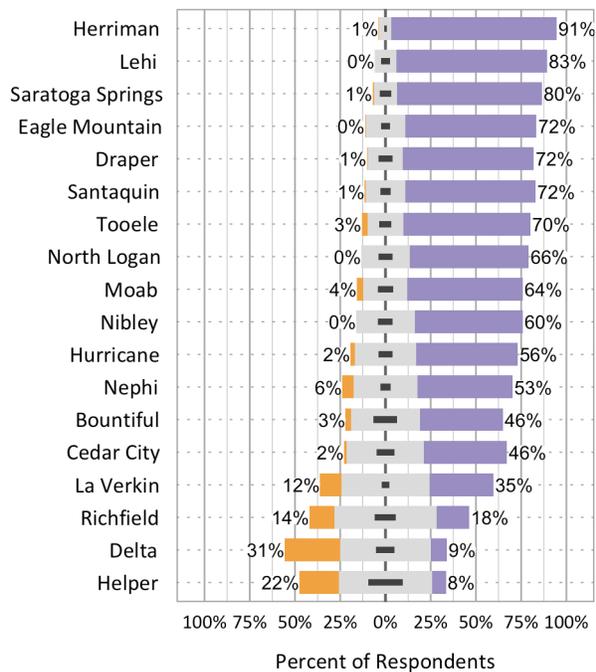


### Economic Development in Herriman

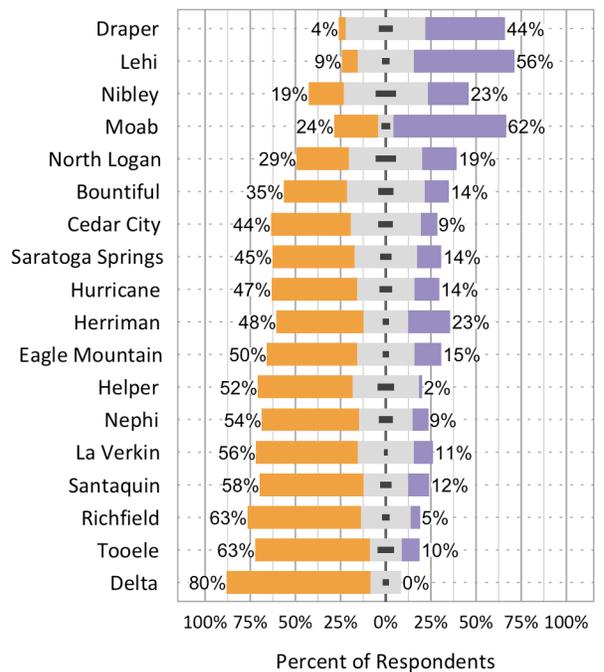
How would you describe the current pace of economic development in Herriman?



### Population Growth in Sampled Utah Cities



### Economic Development in Sampled Utah Cities



## Risks and Assets for Wellbeing in Herriman

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

**Table 4**

*Top-rated Assets and Risks by Herriman Respondents*

Highest Rated Assets (indicated by at least 70% of respondents)	Highest Rated Risks (indicated by at least 25% of respondents)
Public Safety	Substance Abuse
Recreation Opportunities	Electronic Devices
Access to Quality Food	Affordable Housing
Access to Public Land	Air Quality
Opportunities for Youth	Roads and Transportation
Access to Health Care	

**Table 5**

*Other Assets and Risks Mentioned by Bountiful Respondents*

Other Assets		Other Risks	
Accessibility	Adequate infrastructure	High density housing/development (15)	Overpopulation, rapid growth, crowding (15)
Dog park	Friendly neighbors	Olympia Hills (2)	Schools overcrowded (2)
High density housing	Landscape	Airplane traffic and noise	Apartments
Low traffic	New roads	City's law enforcement	Cultural desert
		Development	Lack of trust in general plan
		Religion	"Republicans, Trumpers, Livertarians"
		Sense of community	Street lanes
		Traffic	Weather

## Summary of Open Comments

Respondents were given the opportunity to provide comments at the end of the survey. Comments were made by 136 respondents (36% of those that completed the survey). These comments indicate that Herriman respondents were primarily concerned with issues related to the growth and development of the city. Many shared perspectives that the existing infrastructure, such as roads, schools, and natural resources, cannot handle the increase in high-density housing. They felt that residential growth is outpacing commercial development. Traffic was a major concern and was often mentioned in conjunction with population growth. A sentiment shared by a few people was that the social climate of Herriman is unwelcoming and hostile to those not belonging to majority groups. Some people expressed frustration at the perceived lack of planning and concern for the citizens on the part of the City. Many specifically mentioned that they opposed the Olympia Hills development, citing reasons such as unwanted population growth and traffic increases.

### Dominant themes in comments

Included the following:

- Dislike of high-density housing
- Growth is too fast
- Crowded roads and traffic
- Hostile social climate
- Need commercial development
- Opposition to Olympia Hills development

### A Few Quotes:

- *"Herriman is one of the best places to live. We have loved the rural feel of the city but it's growing too fast. We need a good mix of low medium and high density but all we are seeing is high density."*
- *"Need to focus on sustainable growth plans for our city including supportive infrastructure like commercial development and more roads."*
- *"Responsible growth is very important to the well-being of everyone in Herriman."*
- *"I think we have a real lack of cultural and local landmarks. All stores and restaurants going in are part of national franchises and chains. We need more local businesses that are a real part of the community."*

