2017 Citizen Survey Results

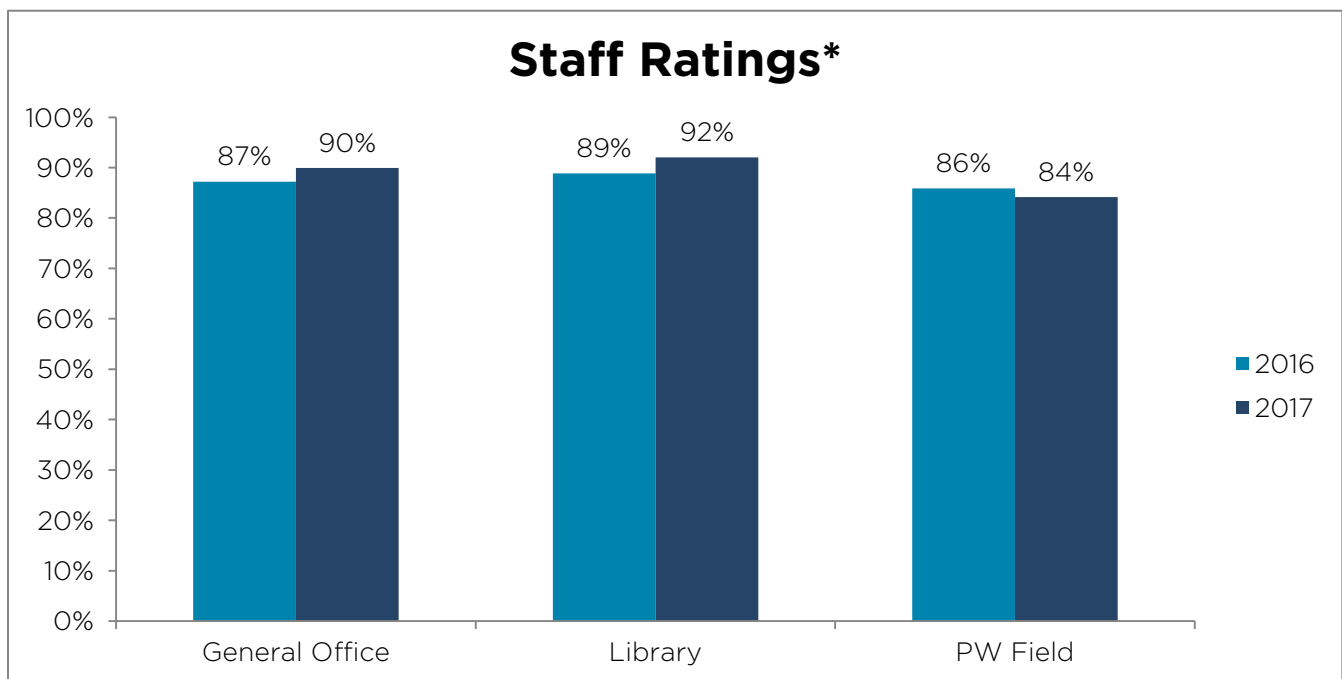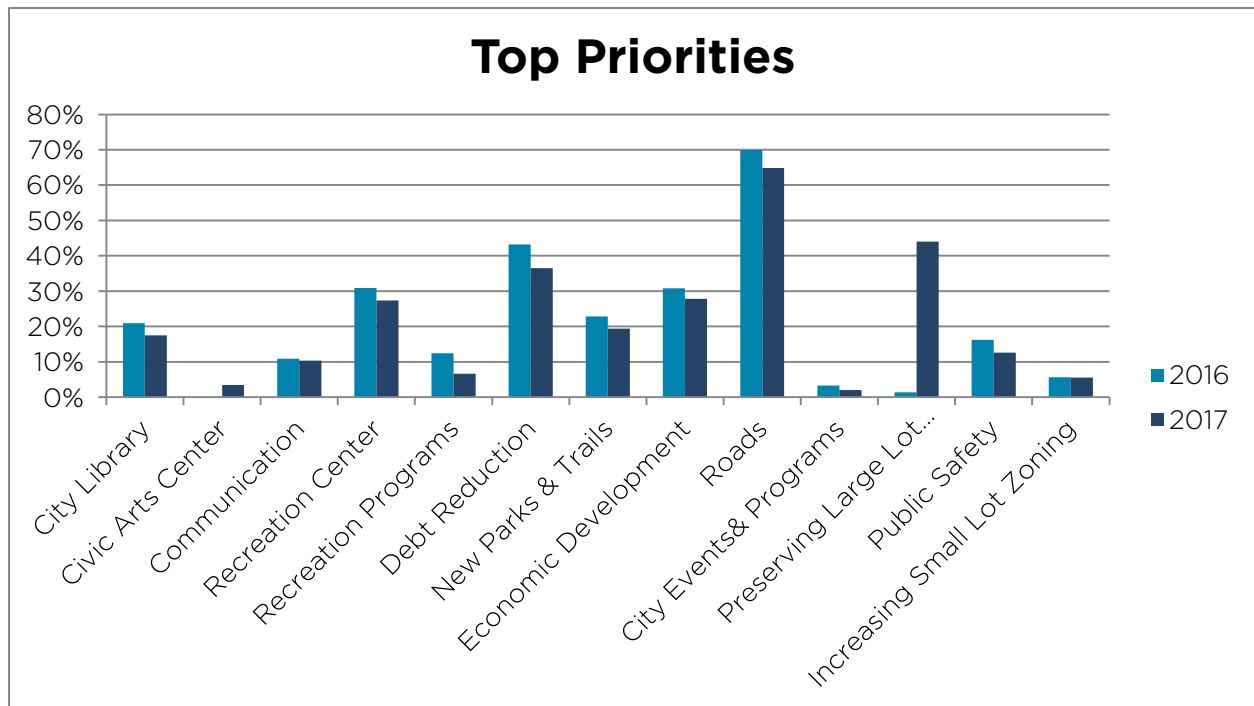| Year	Response Number*
2016	1,094
2017	1,074

*95% confidence level of a 3% margin of error for both households and population

	2016	2017
Mail-in Surveys	49%	59%
Online	51%	41%

	2016	2017
Quality of Life	3.45	3.50

Reasons for Living in Highland

Reason	2016	2017
Community Affluence	19%	14%
Family Focused City	54%	47%
Quality Schools	38%	31%
Large Lot Size	55%	53%
Limited Businesses	13%	12%
Location	7%	62%
Low Congestion	41%	31%
Outdoor Recreation	29%	19%

Top Priorities

Legend: 2016, 2017

Categories (left to right): City Library, Civic Arts Center, Communication, Recreation Center, Recreation Programs, Debt Reduction, New Parks & Trails, Economic Development, Roads, City Events & Programs, Preserving Large Lot..., Public Safety, Increasing Small Lot Zoning

Staff Ratings*

	General Office	Library	PW Field
2016	87%	89%	86%
2017	90%	92%	84%

*% Who Ranked Staff as Good or Excellent

	Staff Ratings*	
	2016	**2017**
General Office	3.1	3.3
Library	3.2	3.4
PW Field	3.1	3.1

*3.0 is Good

Service Ratings*

Legend: 2016, 2017
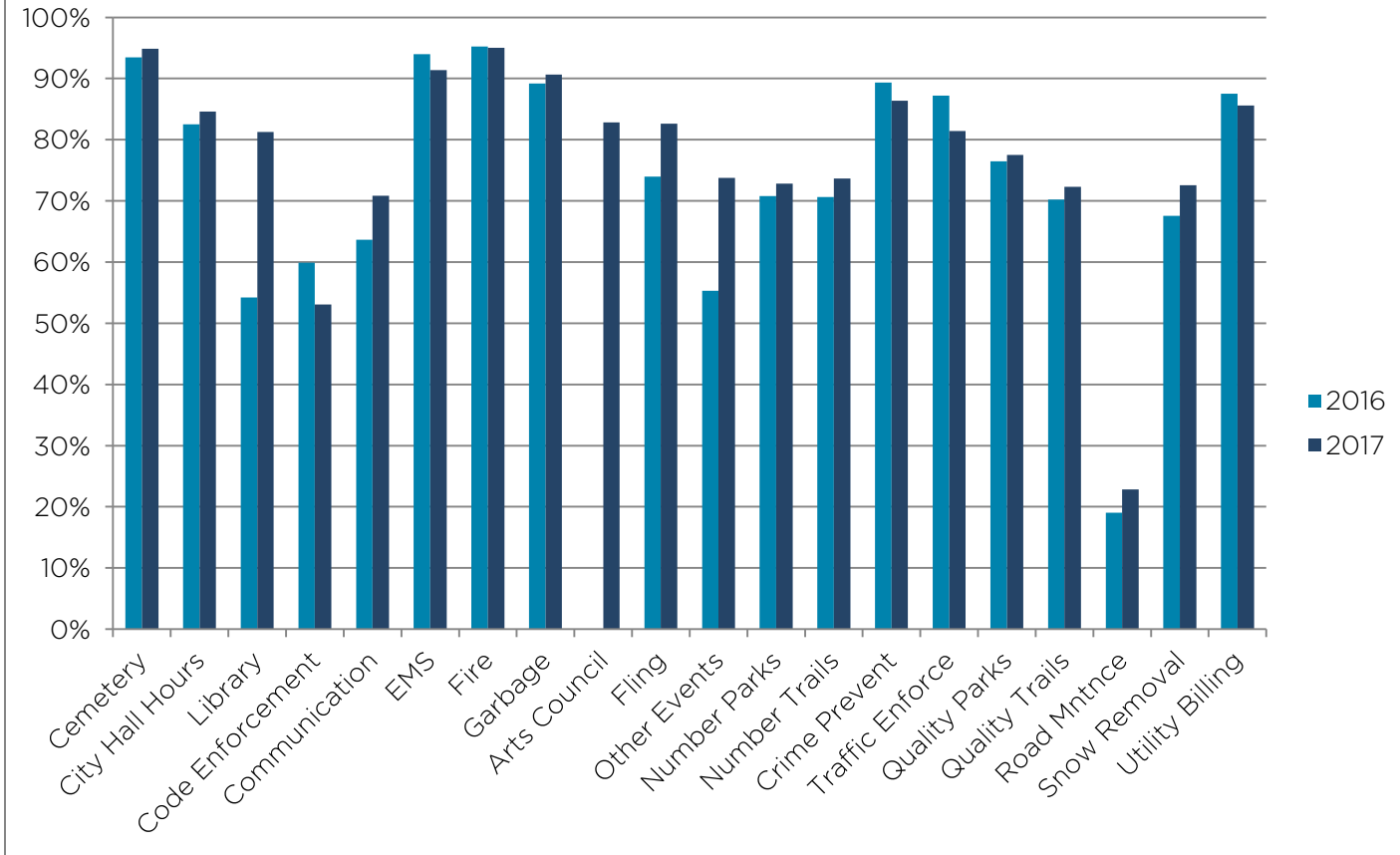
*Percent who ranked staff as Good or Excellent

| | Service Ratings* | |
	2016	2017
Cemetery	3.2	3.3
City Hall Hours	3.0	3.0
Library	2.5	3.1
Code Enforcement	2.6	2.5
Communication	2.7	2.8
EMS	3.3	3.3
Fire	3.4	3.5
Garbage	3.2	3.3
Arts Council	--	3.1
Fling	2.9	3.1
Other Events	2.5	3.0
Number Parks	2.8	2.9
Number Trails	2.9	3.0
Crime Prevent	3.2	3.2
Traffic Enforce	3.1	3.0
Quality Parks	2.9	3.0
Quality Trails	2.9	2.9
Road Mntnce	1.8	1.9
Snow Removal	2.7	2.9
Utility Billing	3.2	3.1

*3.0 is Good

Need Additional Funding

Category	Percentage
Events	7%
Library	22%
Parks	30%
Public Safety	15%
Roads	76%
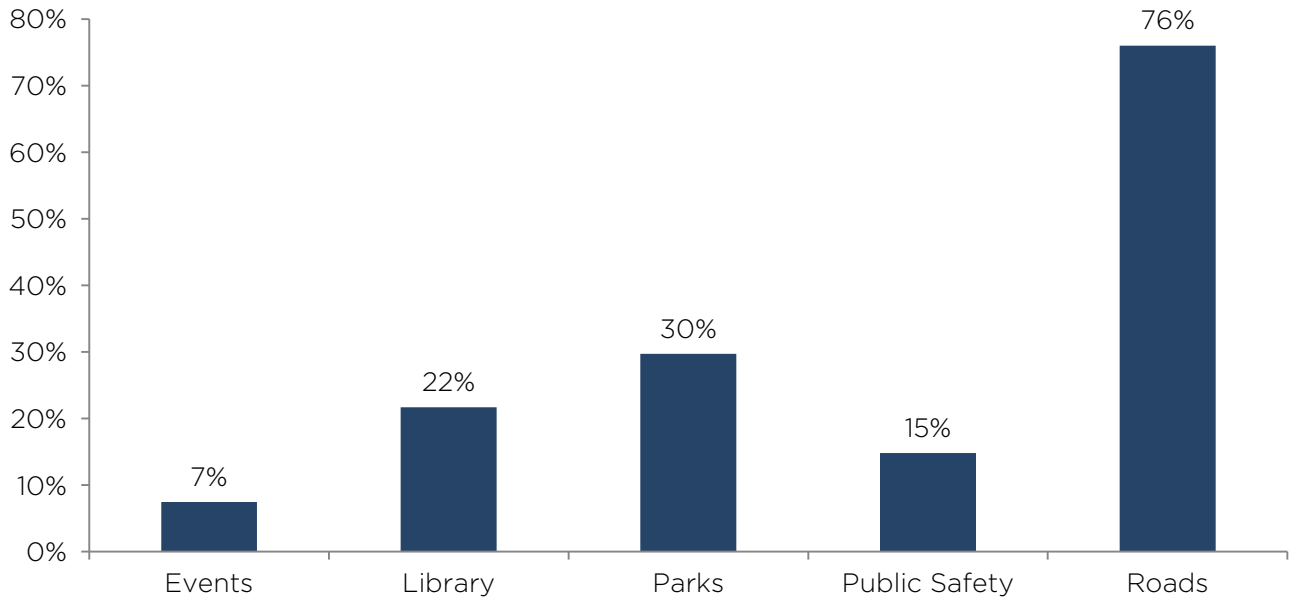
Likely or Very Likely to Support City in Raising Funding

Category	Percentage
Events	9%
Library	34%
Parks & Trails	38%
Public Safety	44%
Roads	67%

Road Funding Breakdown

Communication Preference

Category	All Respondents	Those Unlikely or Very Unlikely to Support Road Funding
City Council Meetings	9%	7%
City Newsletter	72%	81%
Email	53%	48%
Signs around town	10%	9%
Social Media	17%	16%
Text	9%	10%
Website	33%	31%

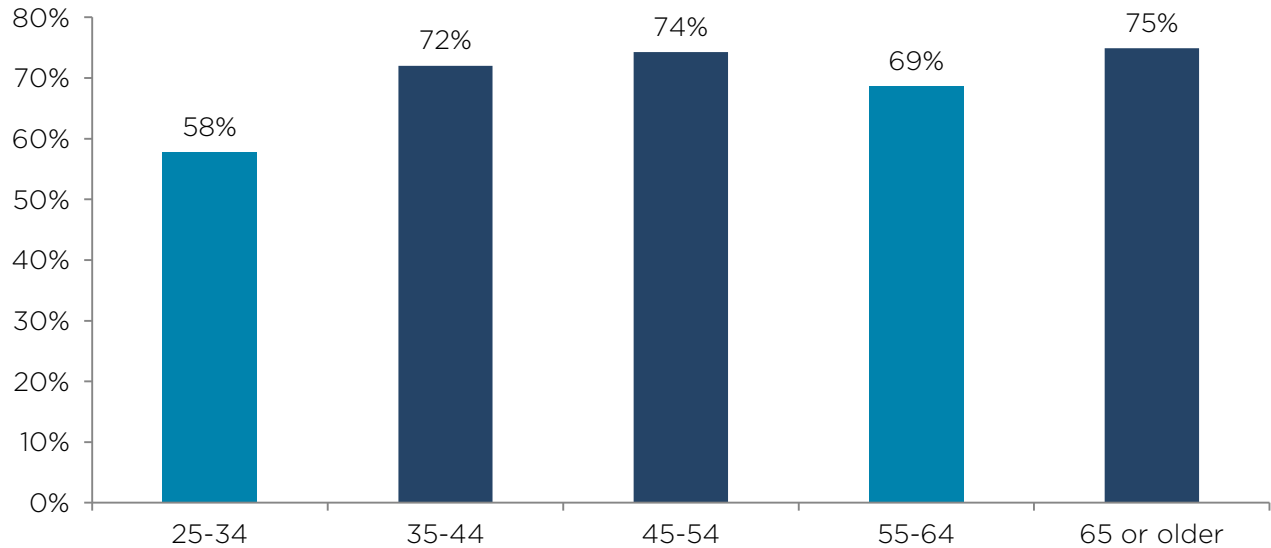■ All Respondents ■ Those Unlikely or Very Unlikely to Support Road Funding

Percent Likely or Very Likely to Support Road Funding Based on Area of Highland

NW	NE	SE	SW
72%	68%	65%	74%

Percent Likely or Very Likely to Support Road Funding Based on Age

Age	Percent
25-34	58%
35-44	72%
45-54	74%
55-64	69%
65 or older	75%

Percent Likely or Very Likely to Support Road Funding Based on How Long Lived in Highland

How Long Lived	Percent
0-5 years	67%
5-10 years	71%
10-20 years	76%
20+ years	70%
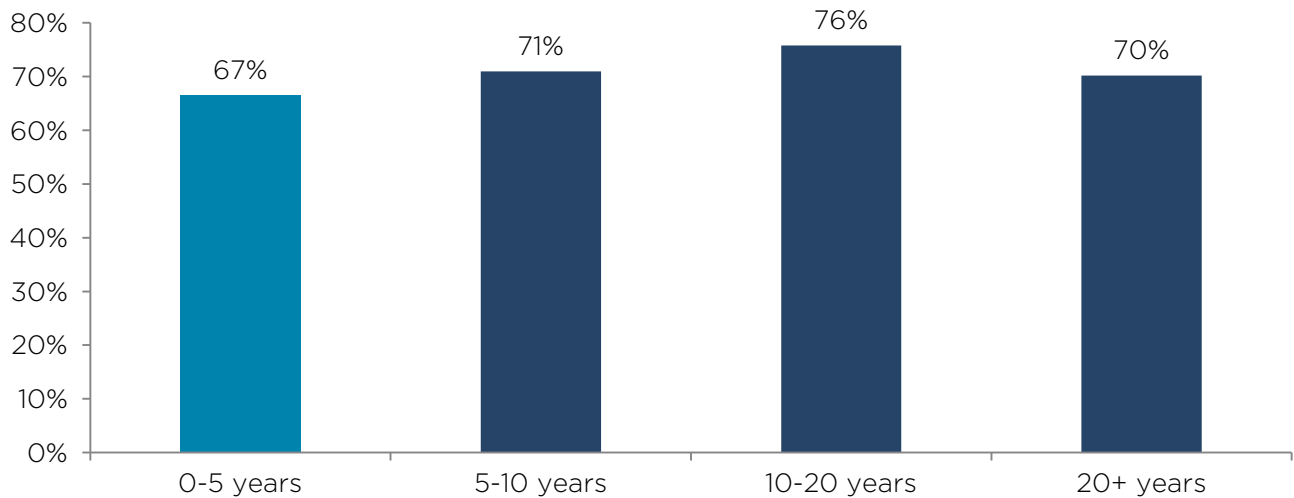
Percent Likely or Very Likely to Support Road Funding Based on How Long Will Live in Highland

Category	Percent
0-5 years	65%
5-10 years	73%
10-20 years	70%
20+ years	73%

What is a "Large Lot"?*

- 40,000 sq ft — 34%
- 30,000 sq ft — 21%
- 25,000 sq ft — 12%
- 20,000 sq ft — 28%

Appropriate Density*

- 1.1 homes per acre — 30%
- 1.5 homes per acre — 42%
- 2.2 homes per acre — 23%
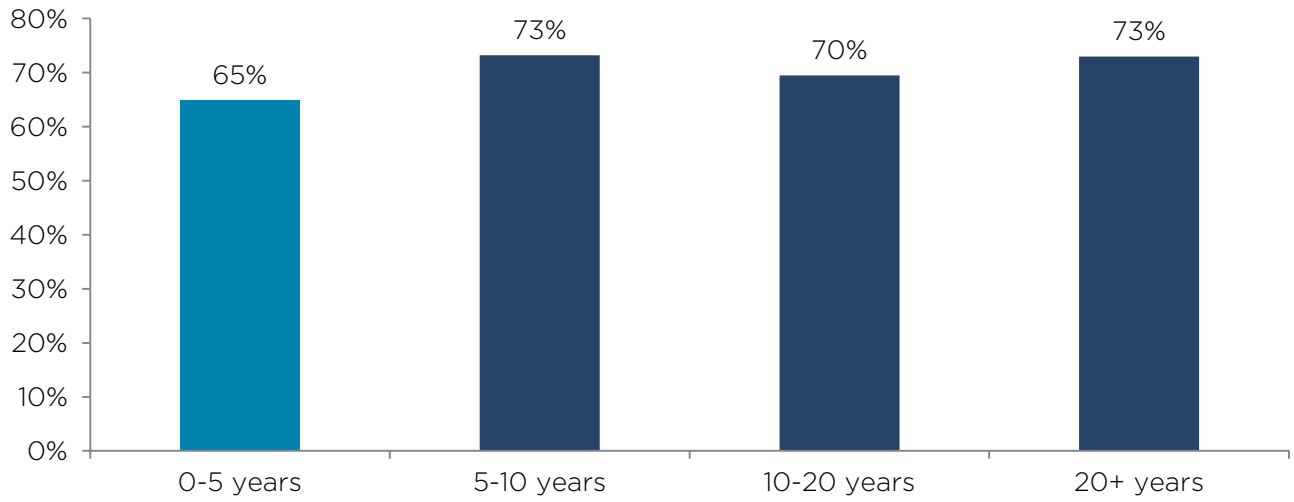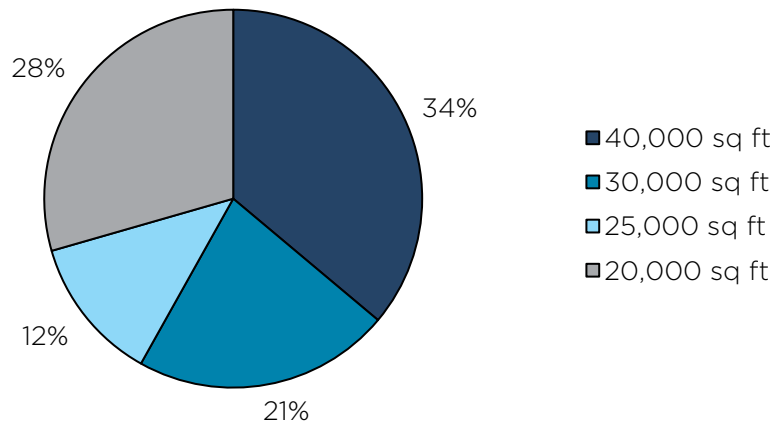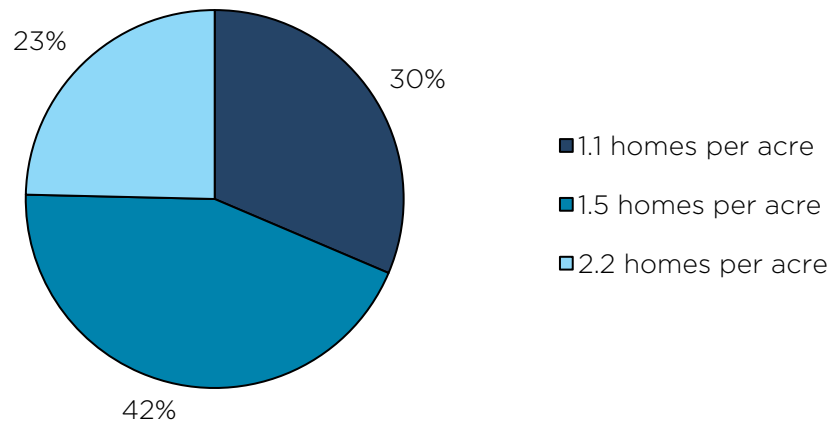
Support Murdock Connector
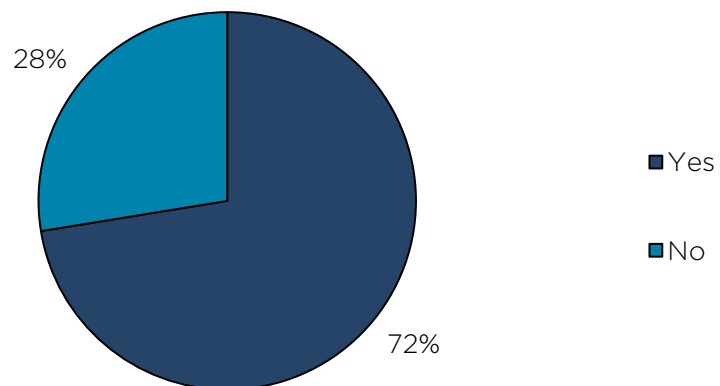
- Yes — 72%
- No — 28%

Communication Preferences

Category	2016	2017
Council Meetings	7%	9%
Newsletter	67%	72%
Email	57%	53%
Physical Signs	13%	10%
Social Media	23%	17%
Text	11%	9%
Website	39%	33%

Years Lived in Highland

- 0-5 years: 21%
- 5-10 years: 18%
- 10-20 years: 33%
- 20+ years: 27%

Years Will Live in Highland

- 0-5 years: 6%
- 5-10 years: 15%
- 10-20 years: 28%
- 20+ years: 49%
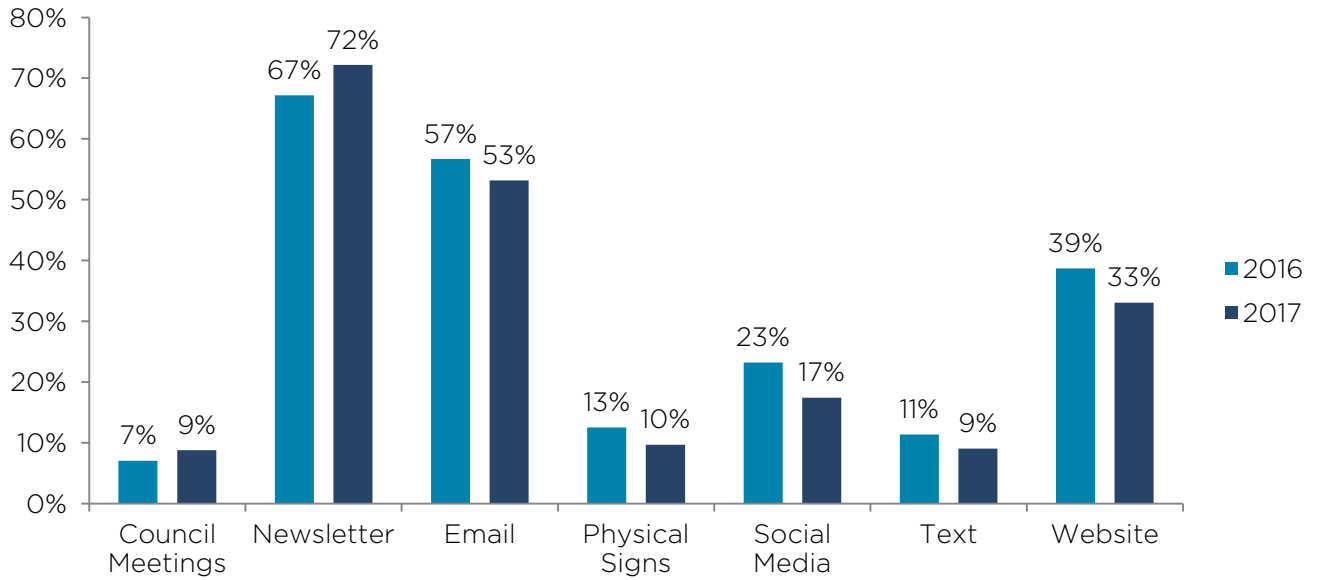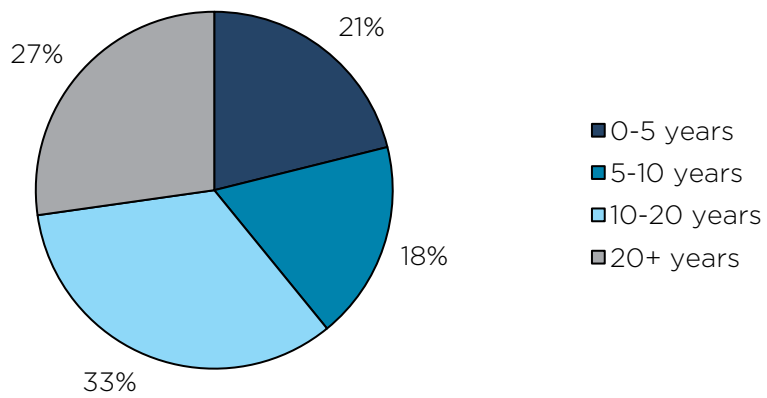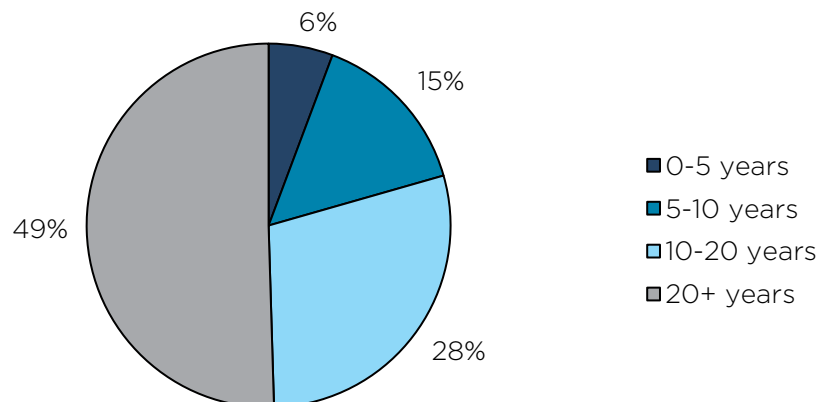
	2016	2017
Children at Home*	53%	50%

*2010 Census 65%

Gender*

50%

47%

■Female

■Male

*2014 ACS Data:
Male 52%
Female 48%

Area of Highland
SR 92 & Alpine Highway*

NW, 25%

NE, 7%

SW, 49%

SE, 17%

*Population Estimate:
NW-26% NE -5%
SE-16% SW-53%

Age Distribution*

under 18, 0%

18-24, 0%

25-34, 4%

65 or older,
25%

35-44, 23%

55-64, 20%

45-54, 23%

*2014 ACS Data:
18-24, 12%
25-34, 13%
35-44, 28%
45-54, 20%
55-64, 15%
65+, 11%