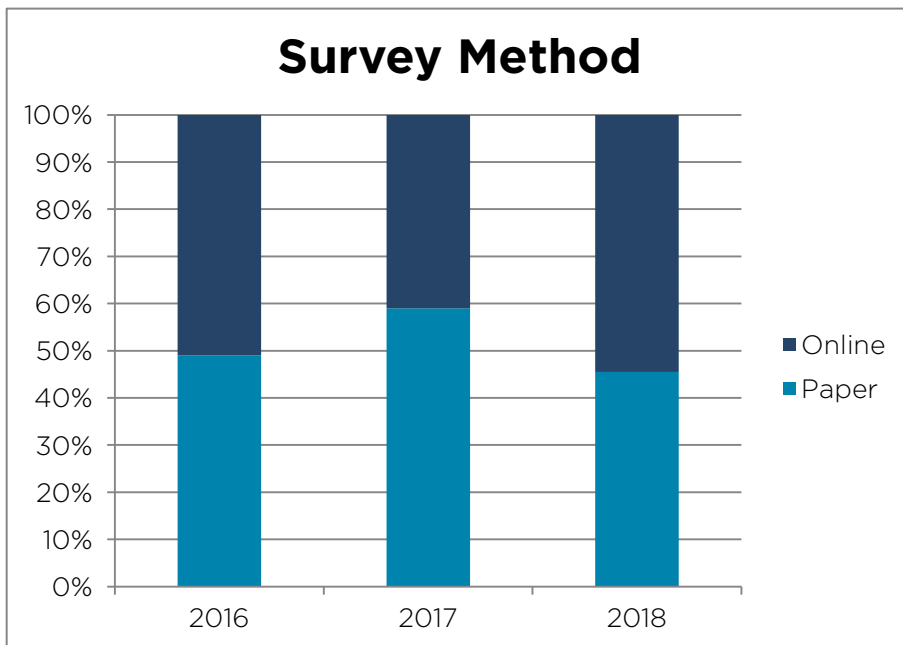


# 2018 Highland City Resident Survey Results

| Year | Response Number* |
|------|------------------|
| 2016 | 1,094            |
| 2017 | 1,074            |
| 2018 | 1,042            |

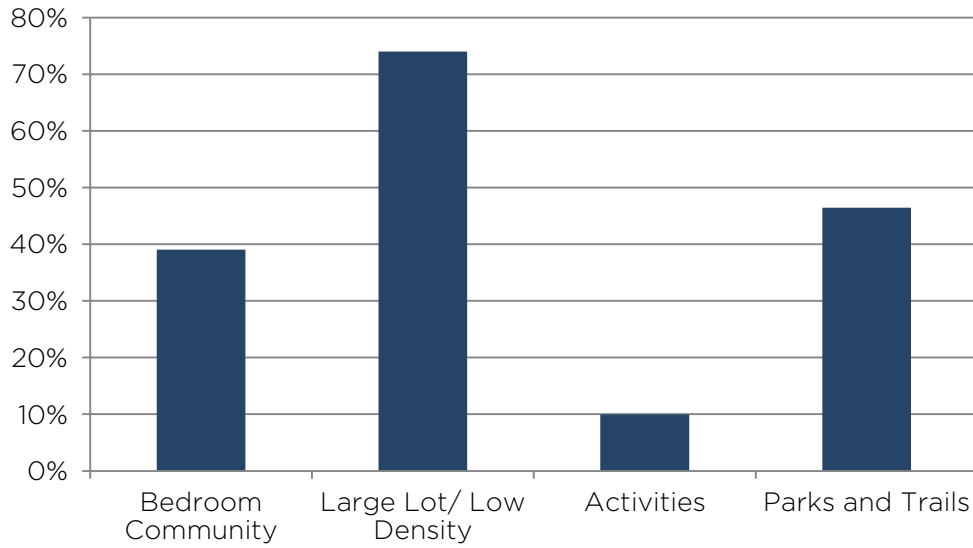
\*95% confidence level of a 3% margin of error for households, populations ages 18+, and total population.



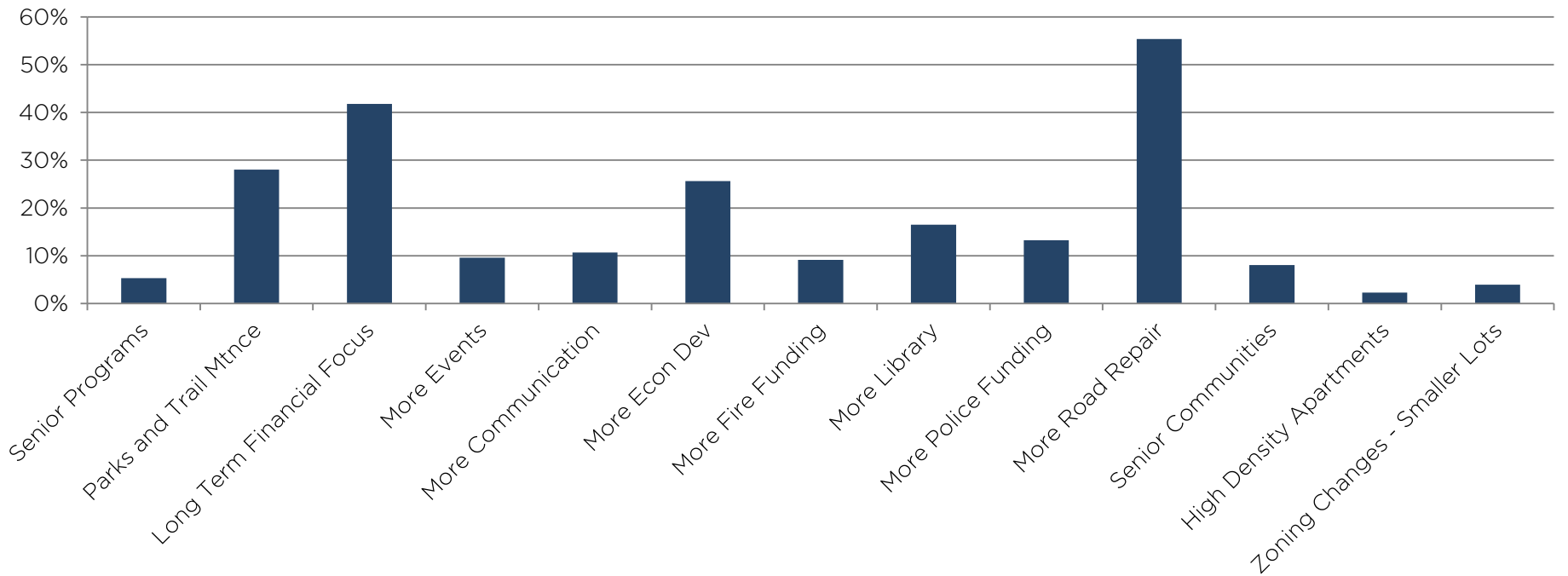
|        | 2016 | 2017 | 2018 |
|--------|------|------|------|
| Paper  | 49%  | 59%  | 45%  |
| Online | 51%  | 41%  | 55%  |

|                 | 2016 | 2017 | 2018 |
|-----------------|------|------|------|
| Quality of Life | 3.45 | 3.50 | 3.47 |

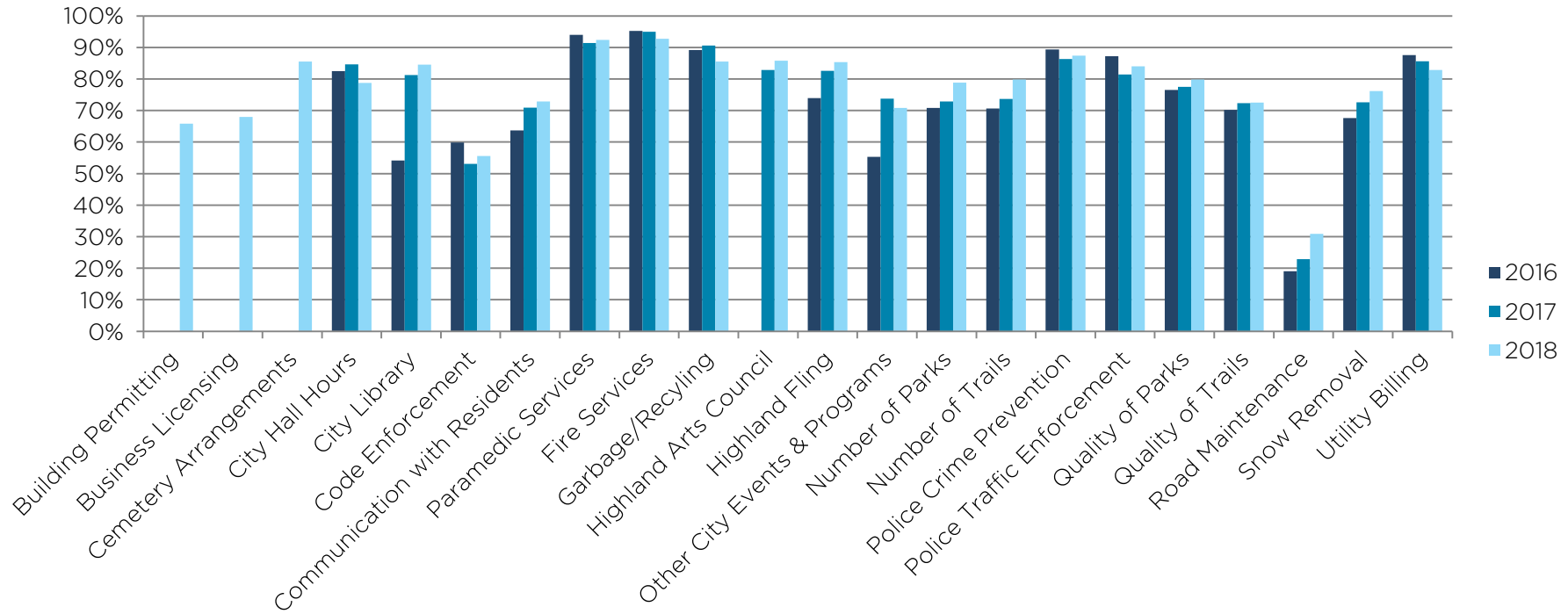
## Like About Living in Highland



## Top Three Changes

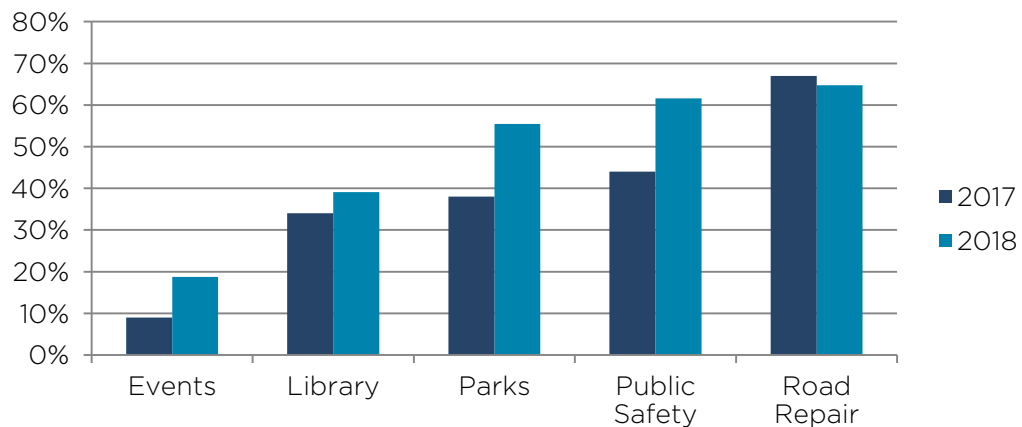


## Service Ratings\*

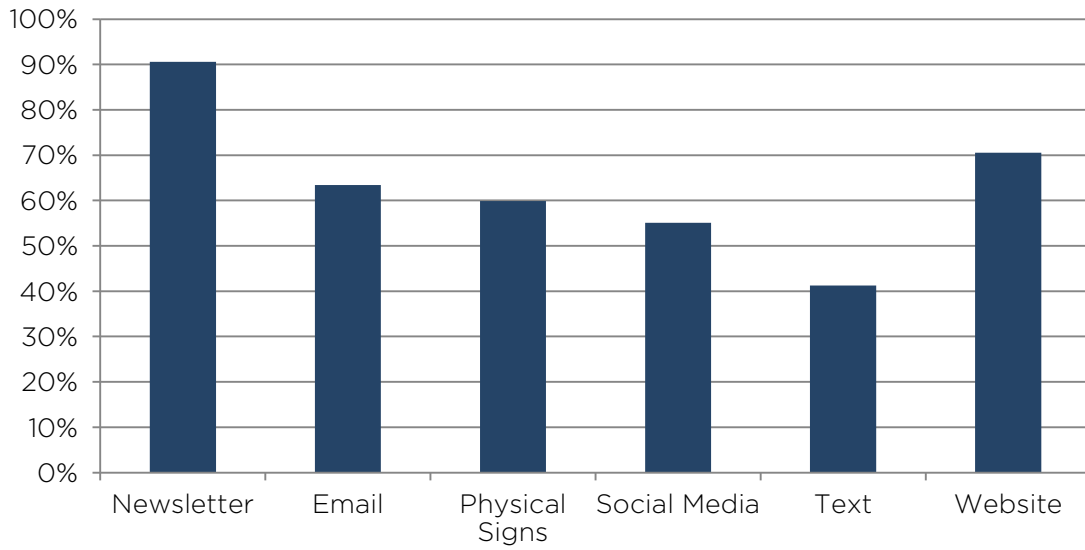


\*% Who Ranked Service as "Good" or "Excellent"

## Likely or Very Likely to Support Additional Taxpayer Funding

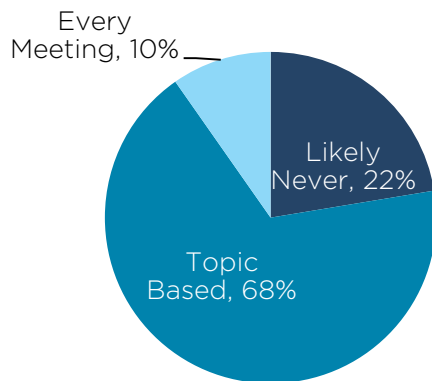


## Communication Medium Ratings\*



\*% Who Ranked Medium as "Good" or "Excellent"

## Watch Live Streamed Council Meetings

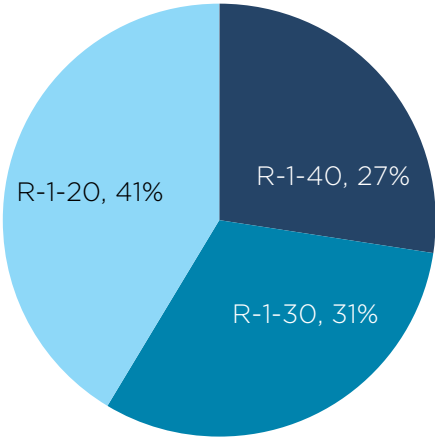


## Personnel Professionalism Ratings\*

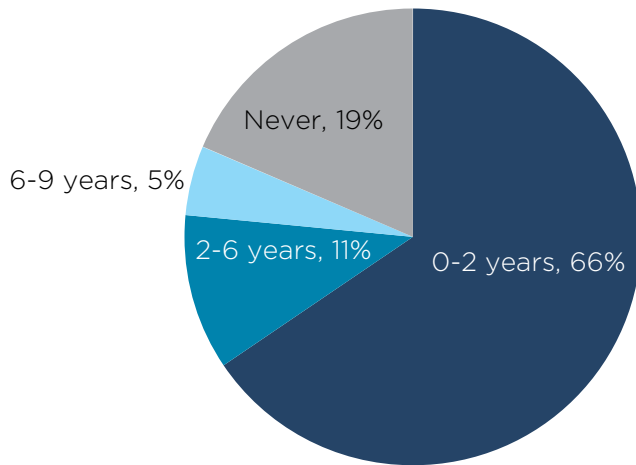


\*% Who Ranked Personnel as "Good" or "Excellent"

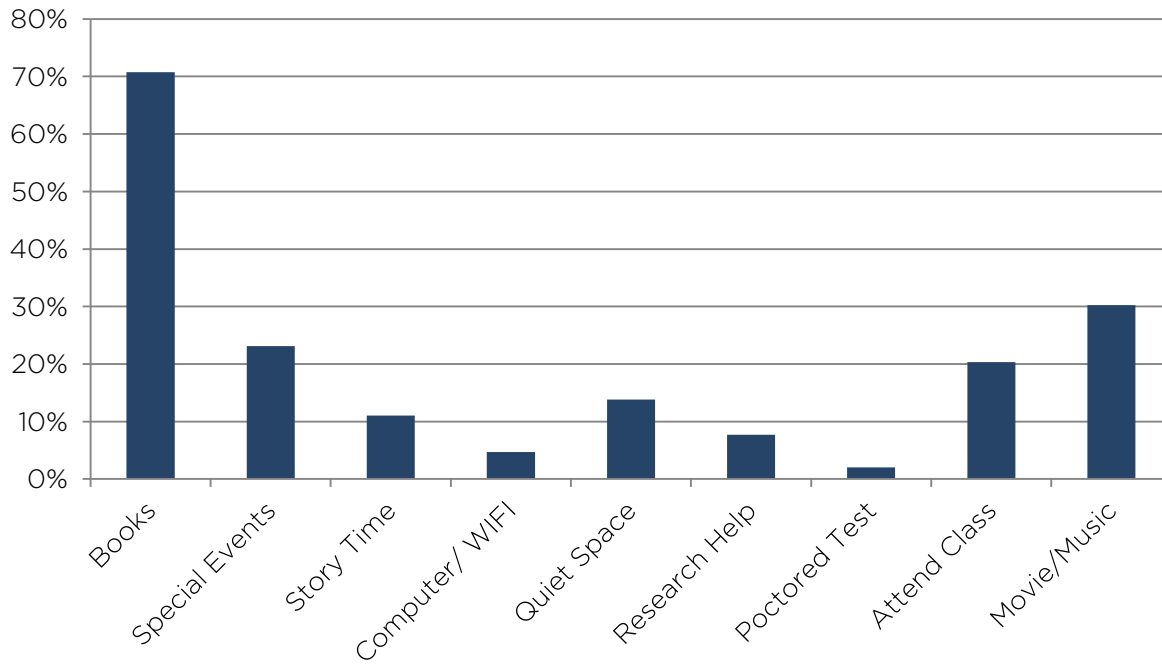
## Appropriate Density Outside City Center



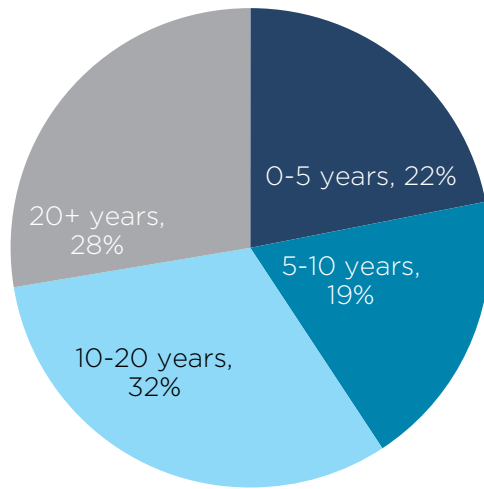
## Last Library Visit



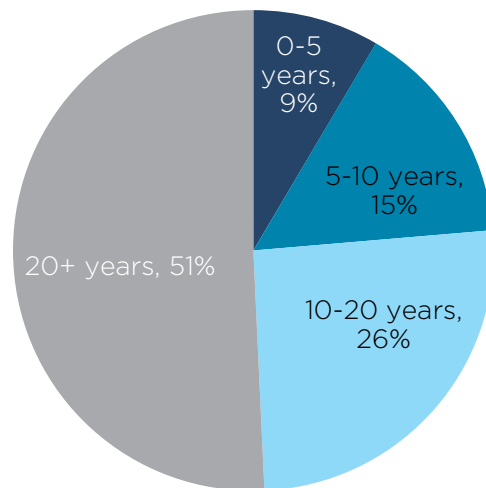
## Reason for Library Visit



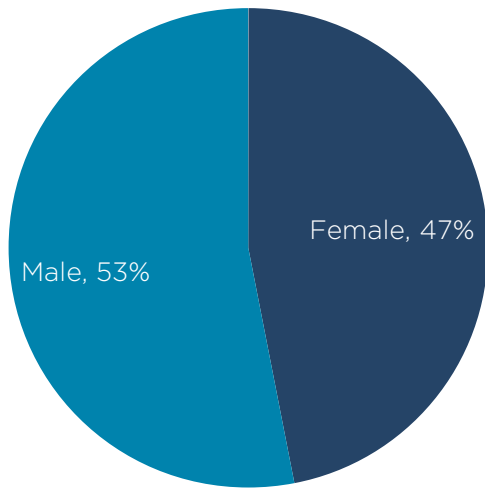
## Time Lived in Highland



## Time Will Live in Highland



## Gender\*

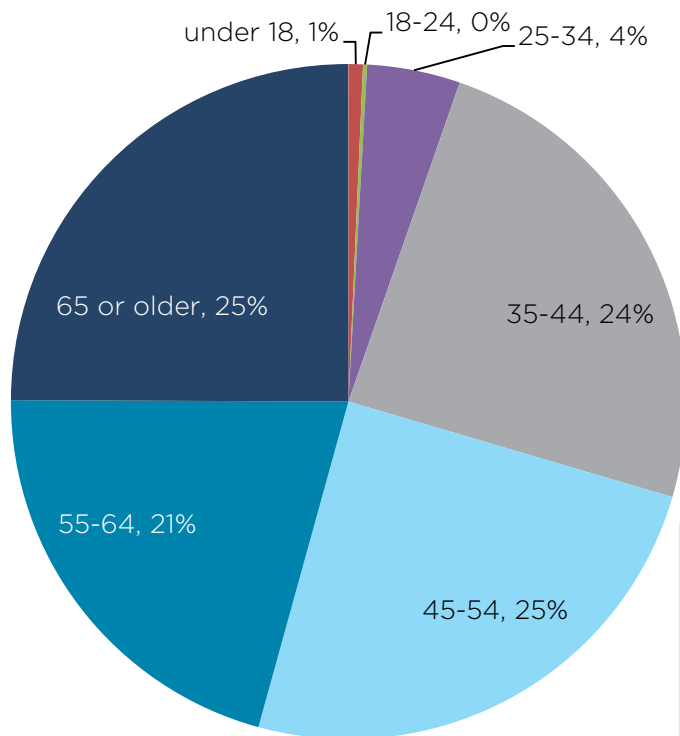


Children at Home\*

50%

\*2016 American Community Survey: 64.7%

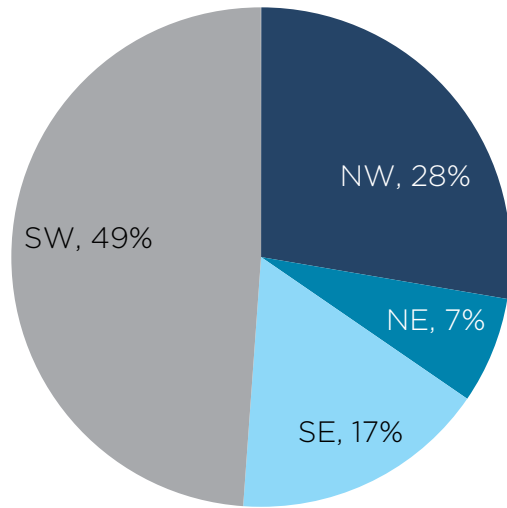
## Age Distribution\*



\*2016 American Community Survey (18+): 18-24 - 13%  
25-34 - 11%  
35-44 - 26%  
45-54 - 24%  
55-64 - 15%  
65+ - 13%



## Area Live (SR 92 & Alpine Highway)\*



\*Precinct  
Estimate: NW-  
26%, NE-5%, SE-  
16%, SW-53%