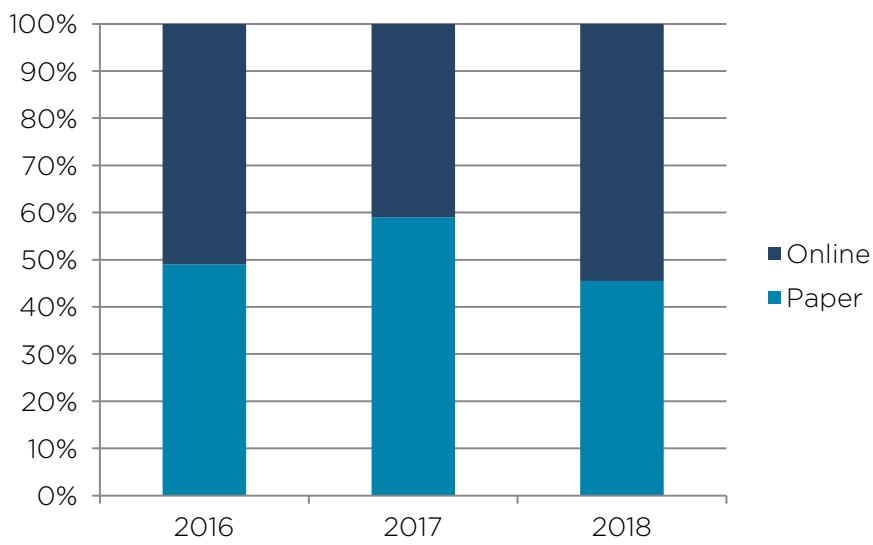


2018 Highland City Resident Survey Results

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.

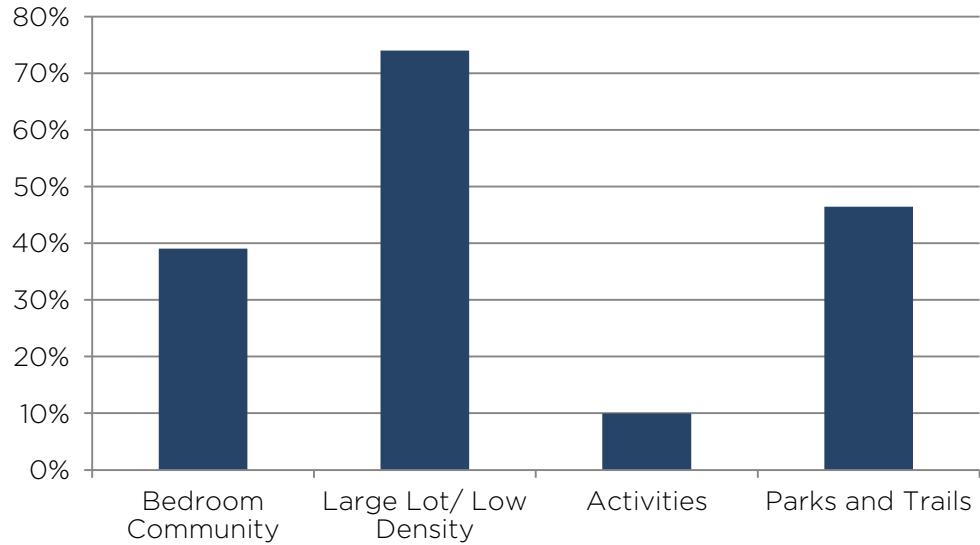
Survey Method



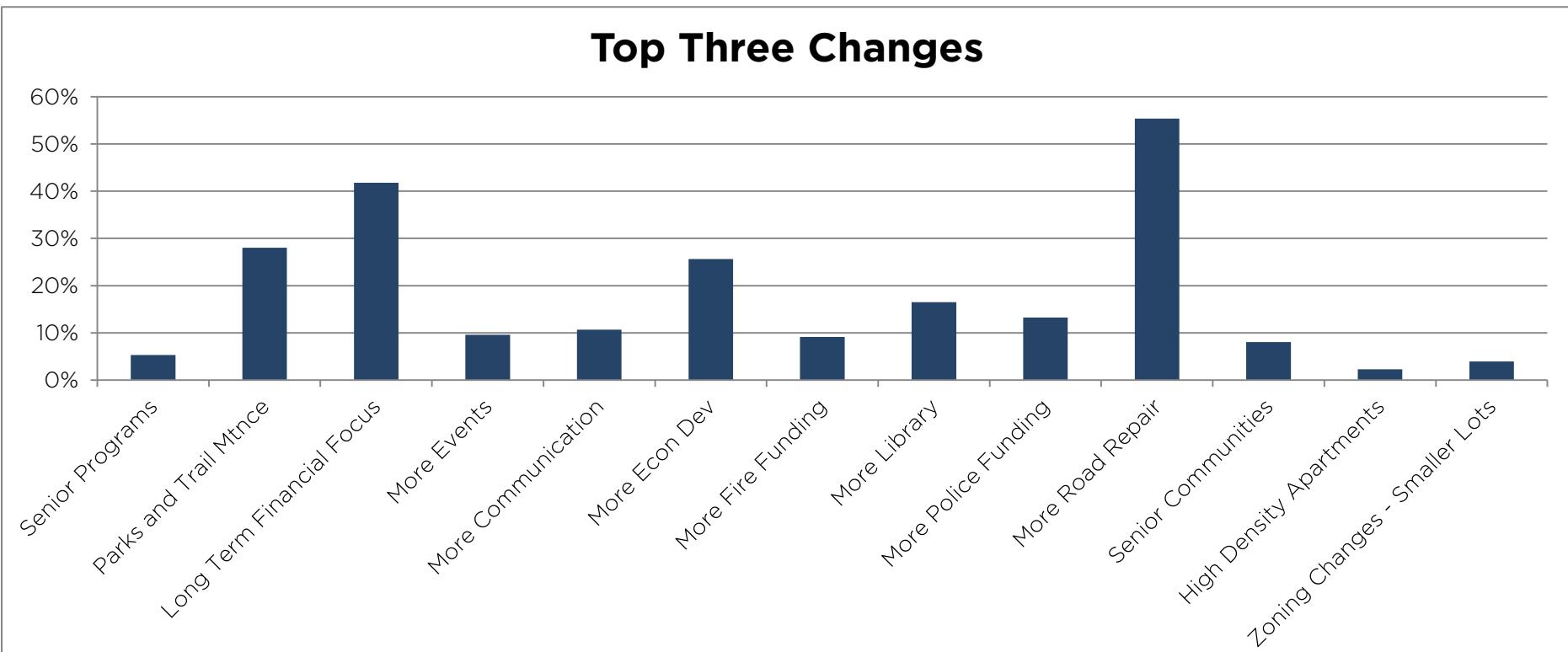
	2016	2017	2018
Paper	49%	59%	45%
Online	51%	41%	55%

	2016	2017	2018
Quality of Life	3.45	3.50	3.47

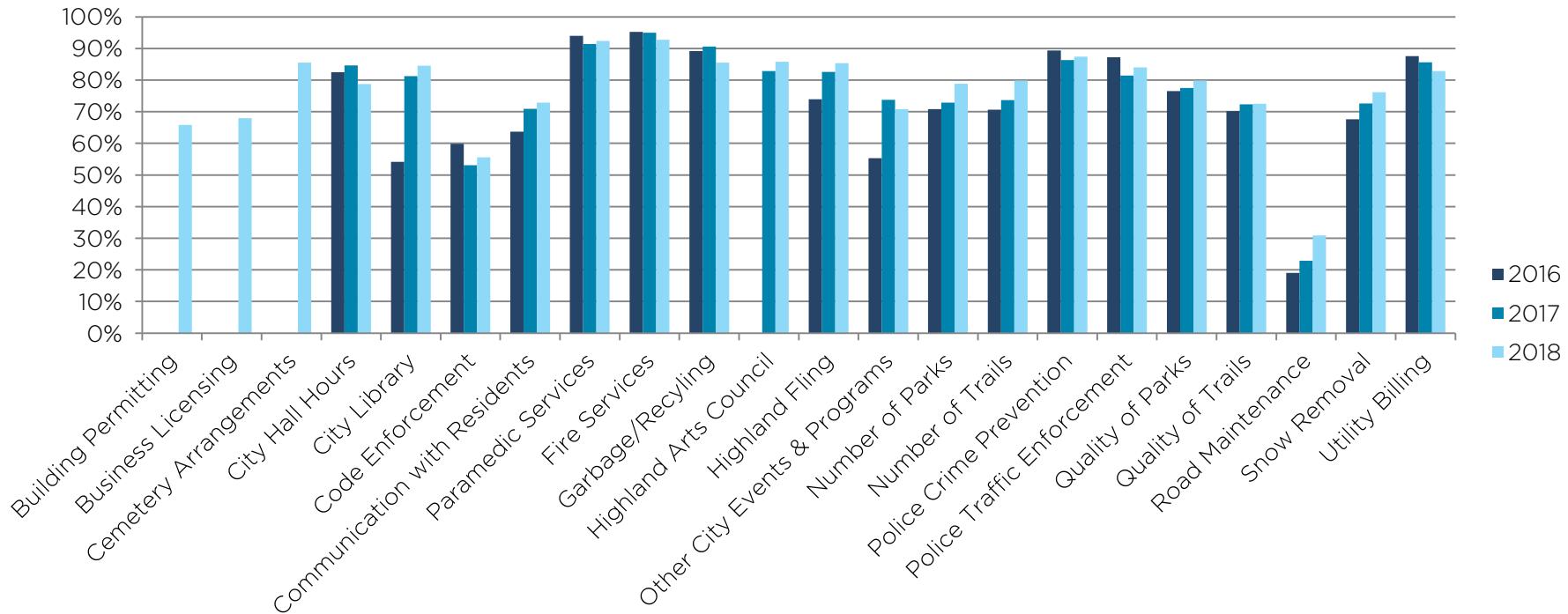
Like About Living in Highland



Top Three Changes

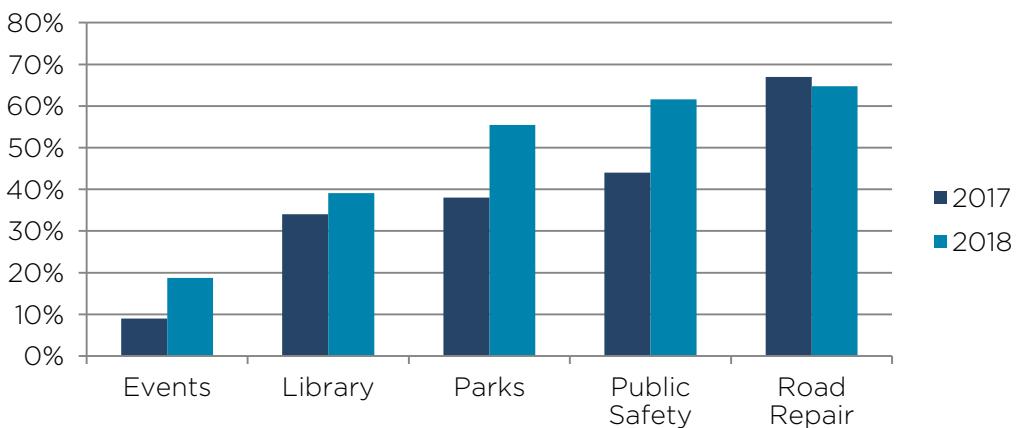


Service Ratings*

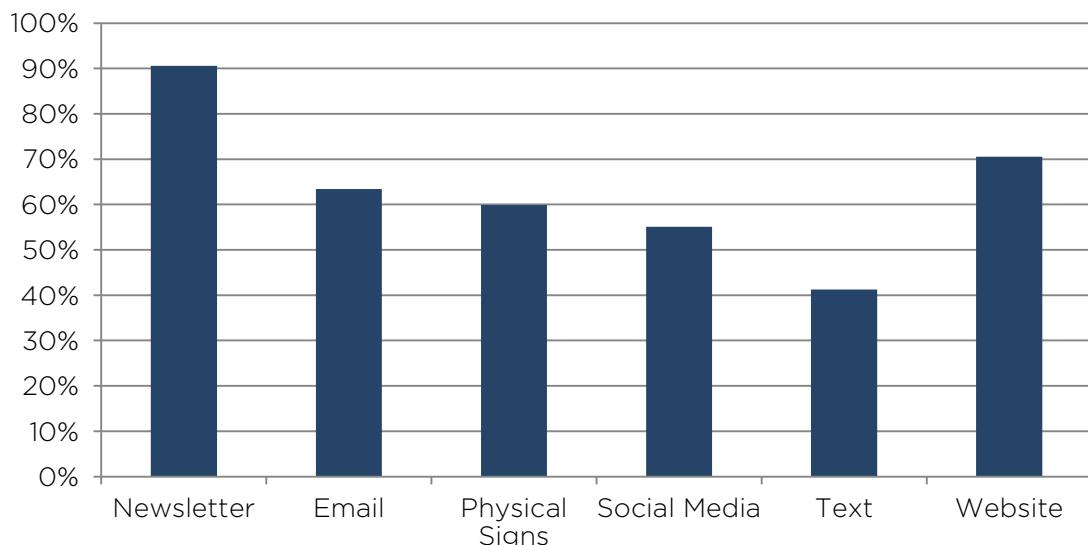


*% Who Ranked Service as "Good" or "Excellent"

Likely or Very Likely to Support Additional Taxpayer Funding

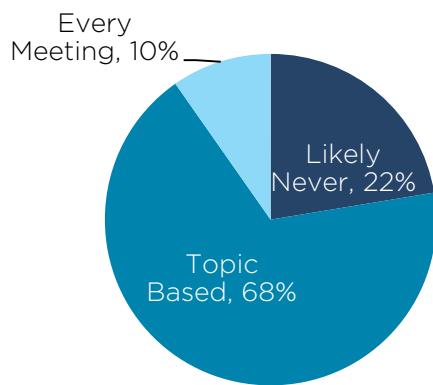


Communication Medium Ratings*

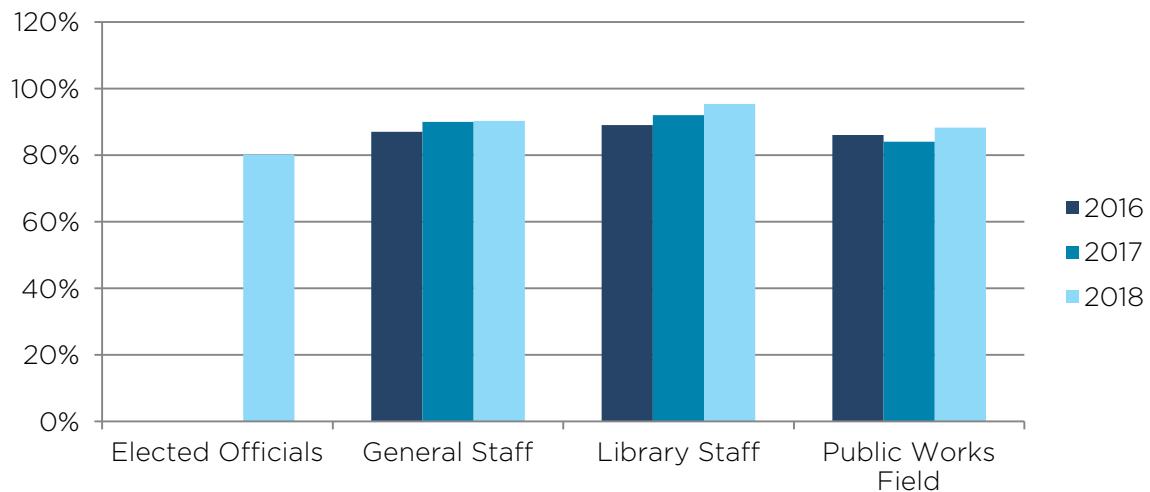


*% Who Ranked Medium as "Good" or "Excellent"

Watch Live Streamed Council Meetings

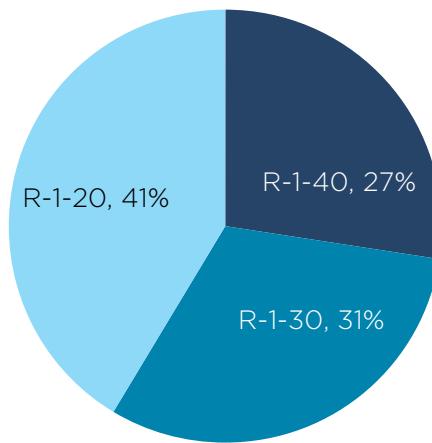


Personnel Professionalism Ratings*

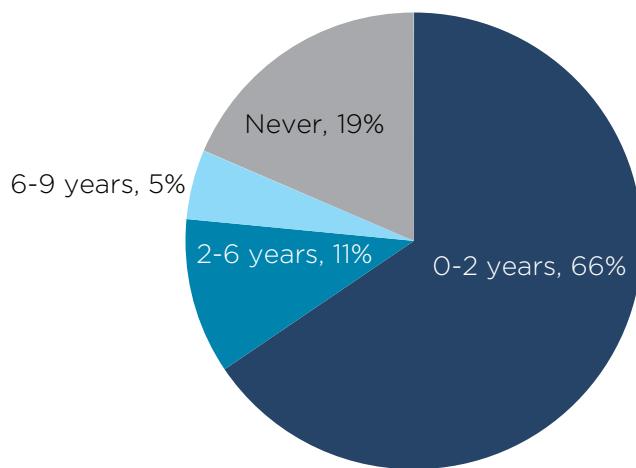


*% Who Ranked Personnel as "Good" or "Excellent"

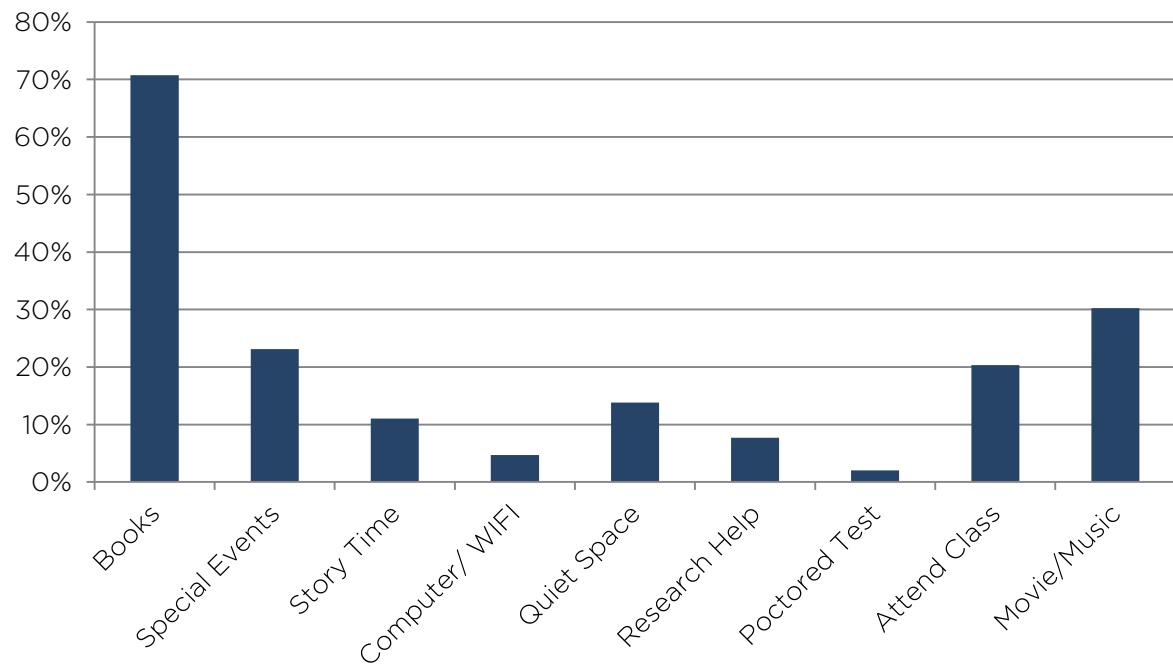
Appropriate Density Outside City Center



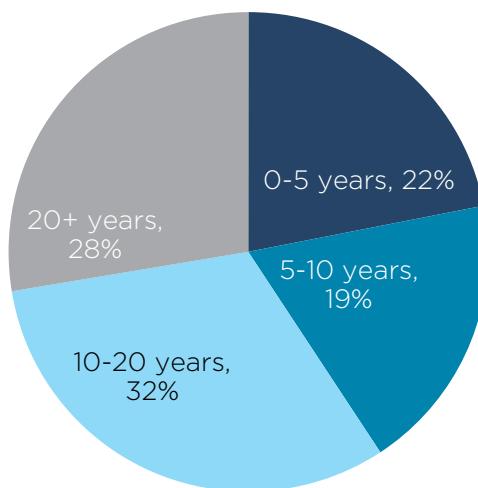
Last Library Visit



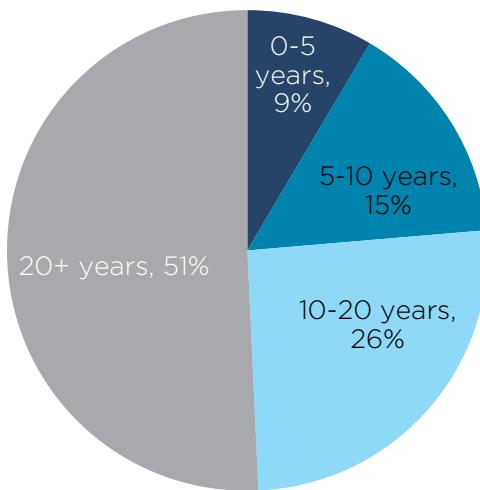
Reason for Library Visit



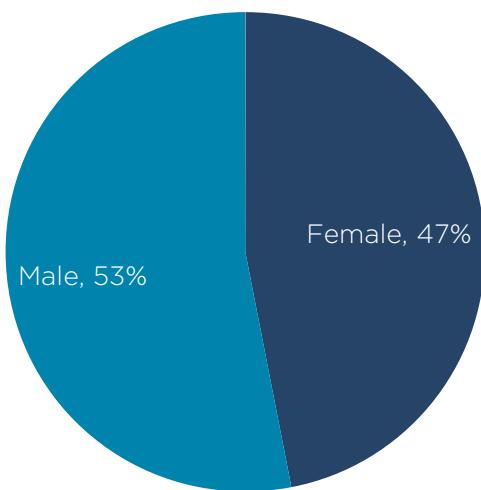
Time Lived in Highland



Time Will Live in Highland



Gender*

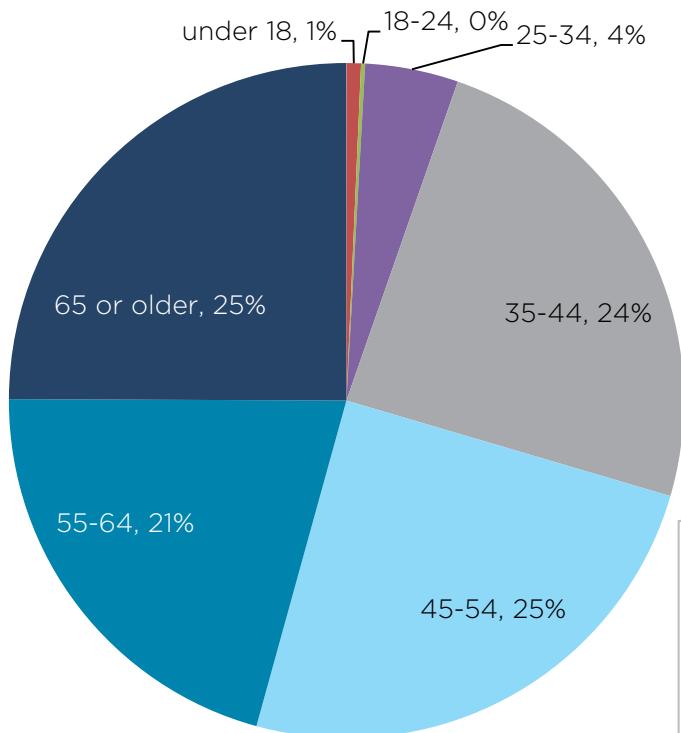


Children at Home*

50%

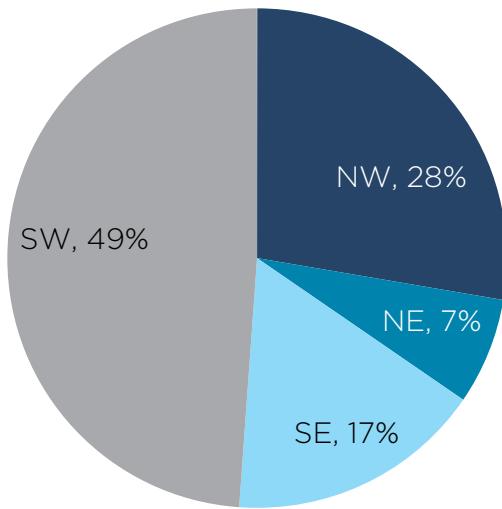
*2016 American Community Survey: 64.7%

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%