

## THE 2010 UTAH PRIORITIES SURVEY OF PARTY DELEGATES AND VOTERS

### HIGHLIGHTS

- Voters' priorities for action by elected officials are focused around education, the economy, crime, elected officials' ethics, states' rights, water supply, and decreasing state spending.
- The priorities of Republican state convention delegates are about limiting government power, improving the economy, and preventing illegal immigration.
- The priorities of Democratic delegates are about human services, elected officials' ethics, and protecting the environment.
- Republican voters are identical to their delegates in their top two choices (states' rights and the economy), but rate jobs and crime higher on their list, and include improving the quality of education as a high priority.
- Democratic voters are much more like their delegates in that four of their top five priorities are identical to their delegates' priorities. Their one difference is that higher education is more important to Democratic voters than to their delegates.
- Women are underrepresented among state convention delegates, especially among Republicans, with only 25% of the delegates being women.

The mission of Utah Foundation is to promote a thriving economy, a well-prepared workforce, and a high quality of life for Utahns by performing thorough, well-supported research that helps policymakers, business and community leaders, and citizens better understand complex issues and providing practical, well-reasoned recommendations for policy change.

Douglas Matsumori, Chairman  
M. Bruce Snyder, Vice Chairman  
Stephen J. Kroes, President

10 West Broadway, Suite 307  
Salt Lake City, UT 84101  
(801) 355-1400 • www.utahfoundation.org

As part of the 2010 Utah Priorities Project, Utah Foundation, KSL Television and Radio, Deseret News, and the Hinckley Institute sponsored a ground-breaking survey of Utah voters and delegates to the major party conventions. The survey shows distinct differences between party delegates and voters, with delegates usually taking more zealous positions than their party's voters. The strongest distinctions are, as expected, between the two major parties. The survey also provides insight on Republican delegates' opinions in the U.S. Senate race.

In February, Utah Foundation surveyed registered voters to determine their top issues of concern for this election year. In this new survey conducted in April, the questions were revised to be more clear about voters' priorities for action by elected officials, and the list of priority issues has changed as a result. The overall top 10 priorities from both surveys are shown in Figure 1. The top priorities in Figure 1 are derived from the sample of all likely voters.

One challenge with the February survey was that it asked how concerned voters were about each issue, and voters may be concerned because they want action on an issue or because they

**Figure 1: Top 10 Issues From 2010 Utah Priorities Project Surveys**

#### February Survey: Top 10 Issues of Concern\*

1. Jobs and the economy
2. Government spending
3. Kindergarten through 12th grade education
4. Healthcare
5. The ethics of elected officials
6. Taxes
7. Energy issues, including utilities and gasoline prices
8. States' rights versus the federal government
9. Environmental issues, including air quality and pollution
10. Immigration

\*Question: Rate how concerned you are about each of the following issues.  
Survey target: All registered voters.

#### April Survey: Top 10 Issues for Action\*

1. Improving the quality of education in kindergarten through 12th grade
2. Increasing the number of high-quality jobs
3. Creating a business-friendly economy
4. Reducing crime
5. Improving the ethics and oversight of elected state officials
6. Protecting states' rights
7. Increasing Utah's amount of water supply
8. Improving the quality of education at Utah's colleges and universities
9. Enhancing policies that plan for Utah's growth
10. Decreasing state government spending

\*Question: How important are the following for Utah's elected officials to address?  
Survey target: Likely voters (registered voters who voted in 2008).

**Figure 2: How important are the following for the State of Utah's elected officials to address?**

**Improving the Quality of Education in Kindergarten through 12th Grade**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	6%	1%	2%	0%	3%	2%
Relatively Neutral	41%	10%	26%	14%	21%	24%
Important	53%	89%	71%	86%	77%	74%

**Improving the Quality of Education at Utah's Colleges and Universities**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	11%	1%	3%	0%	3%	3%
Relatively Neutral	55%	26%	48%	33%	34%	44%
Important	33%	72%	48%	68%	62%	53%

**Preventing Illegal Immigration**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	6%	47%	7%	38%	18%	12%
Relatively Neutral	29%	41%	32%	38%	37%	34%
Important	65%	12%	60%	24%	45%	54%

**Increasing the Number of High-Quality Jobs**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	5%	1%	2%	2%	3%	2%
Relatively Neutral	29%	32%	25%	38%	28%	27%
Important	66%	67%	73%	60%	69%	71%

**Creating a Business-Friendly Economy**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	1%	6%	1%	7%	3%	2%
Relatively Neutral	15%	59%	25%	41%	32%	28%
Important	83%	36%	74%	51%	65%	70%

**Reducing Crime**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	2%	3%	1%	2%	2%	1%
Relatively Neutral	46%	66%	35%	33%	34%	35%
Important	52%	31%	64%	64%	64%	64%

**Increasing Utah's Amount of Water Supply**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	3%	4%	1%	5%	5%	2%
Relatively Neutral	50%	53%	36%	45%	41%	38%
Important	47%	43%	63%	50%	54%	59%

**Decreasing Pollution**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	18%	1%	4%	0%	5%	4%
Relatively Neutral	65%	26%	55%	22%	33%	48%
Important	16%	73%	41%	78%	62%	48%

**Decreasing Taxes**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	3%	35%	5%	29%	11%	8%
Relatively Neutral	37%	56%	45%	48%	53%	47%
Important	60%	9%	50%	24%	36%	45%

**Lowering the Costs of Health Care**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	15%	0%	8%	5%	7%	8%
Relatively Neutral	45%	21%	43%	19%	35%	39%
Important	40%	79%	49%	76%	58%	53%

**Expanding the Availability of Health Care Coverage**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	32%	1%	13%	5%	7%	11%
Relatively Neutral	50%	16%	49%	12%	34%	43%
Important	18%	83%	38%	83%	59%	46%

**Decreasing State Government Spending**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	4%	25%	4%	17%	9%	6%
Relatively Neutral	37%	59%	38%	43%	47%	41%
Important	59%	16%	58%	40%	44%	53%

**Allowing Mining and Grazing on Federal Lands in Utah**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	2%	52%	7%	33%	21%	12%
Relatively Neutral	29%	40%	42%	41%	47%	43%
Important	69%	8%	51%	26%	33%	45%

**Protecting States' Rights**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Not Important	1%	56%	2%	32%	14%	7%
Relatively Neutral	12%	37%	23%	39%	38%	28%
Important	86%	7%	75%	29%	48%	65%

do not want action. For example, on healthcare, many conservatives did not want to see implementation of the action proposed by Congress and the President. On the topic of government spending, some voters may be concerned that spending is too high and others may be concerned that it is too low, especially when budgets have been cut because of the slow economy.

In the April survey, the questions were phrased to be more focused on areas where voters and convention delegates want to see action. Instead of asking respondents to “rate how concerned you are about each of the following issues,” the survey asked “how important are the following for the State of Utah’s elected officials to address?”

This survey was directed at three primary populations: the general population of likely voters, Republican Party state convention delegates, and Democratic Party state convention delegates. In addition, the general voting population can be divided among those who are registered Republicans, Democrats, and those unaffiliated with a party.

The survey was conducted April 13-20, 2010 by Dan Jones and Associates, with a sample of 608 likely voters, 526 Republican Party state delegates, and 548 Democratic Party state delegates. Likely

voters were defined as registered voters who voted in the 2008 general election. The margin of error for the likely voter sample is +/-4.17% at the 95% confidence level, and the delegate samples had margins of error less than 4%. However, caution must be exercised with using the Democrat voter segment of the likely voter survey, because it was very small and will have much larger sampling variability (margin of error) than the other groups.

Figure 2 shows selected results from the questions about policy priorities. Figure 3 uses data from the same questions to create a top-five ranked list for each of the surveyed groups. The distinctions between Republicans and Democrats are stark, especially among delegates, who have nothing in common with their counterparts in the other party. Among Republican and Democratic voters, one issue is a shared priority: improving the quality of education in kindergarten through 12<sup>th</sup> grade. However, that issue did not rank as a priority for Republican delegates. In fact, Republican delegates ranked K-12 education 11<sup>th</sup> among the 22 issues surveyed.

The priorities of Republican delegates are about limiting government power, improving the economy, and preventing illegal immigration. The priorities of Democratic delegates are about human services, elected officials’ ethics, and protecting the environment.

**Figure 3: Top Priorities for Delegates and Voters**

Republican Delegates' Top Priorities (n=516 to 522)		
Rank	Issue	Mean Score
1	Protecting states' rights	6.45
2	Creating a business-friendly economy	6.24
3	Protecting gun rights	6.01
4	Allowing mining and grazing on federal lands in Utah	5.84
5	Preventing illegal immigration	5.69

  

Democrat Delegates' Top Priorities (n=538 to 548)		
Rank	Issue	Mean Score
1	Improving the quality of education in kindergarten through 12th grade	6.50
2	Improving the ethics and oversight of elected state officials	6.39
3	Expanding the availability of health care coverage	6.31
4	Lowering the costs of health care	6.18
5	Decreasing pollution	6.00

  

Registered Republicans' Top Priorities (Likely Voters, n=404 to 416)		
Rank	Issue	Mean Score
1	Protecting states' rights	6.14
2	Creating a business-friendly economy	6.06
3	Increasing the number of high-quality jobs	5.99
4	Improving the quality of education in kindergarten through 12th grade	5.94
5	Reducing crime	5.84

  

Registered Democrats' Top Priorities (Likely Voters, n=39 to 42)		
Rank	Issue	Mean Score
1	Improving the quality of education in kindergarten through 12th grade	6.45
2	Expanding the availability of health care coverage	6.29
3	Decreasing pollution	6.22
4	Improving the ethics and oversight of elected state officials	6.19
5	Improving the quality of education at Utah's colleges and universities	6.05

  

Unaffiliated Voters' Top Priorities (Likely Voters, n=144 to 150)		
Rank	Issue	Mean Score
1	Improving the quality of education in kindergarten through 12th grade	6.05
2	Improving the ethics and oversight of elected state officials	6.03
3	Increasing the number of high-quality jobs	5.84
4	Reducing crime	5.75
5	Creating a business-friendly economy	5.70

**Figure 4: Should Bob Bennett be re-elected to serve another term as U.S. Senator from Utah?**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Yes	21%	13%	35%	26%	23%	31%
No	60%	67%	49%	64%	63%	54%
Undecided	19%	20%	16%	10%	13%	15%

Republican voters are identical to their delegates in their top two choices (states' rights and the economy), but rate jobs and crime higher on their list, and include improving the quality of education as a high priority.

Democratic voters are much more like their delegates in that four

**Figure 5: If the election for Governor of Utah were held today, for whom would you likely vote?**

	All Voters
Gary R Herbert, Republican	53%
Peter Corroon, Democrat	23%
W Andrew McCullough, Libertarian	1%
Daniel Van Oaks Jr., Republican	1%
Richard Martin, Republican	1%
Other	2%
Don't know	19%
Refuse	0%

of their top five priorities are identical to their delegates' priorities. Their one difference is that higher education is more important to Democratic voters than to their delegates, replacing one of the healthcare topics in their top five list.

Unaffiliated voters are, as expected, a mixed bag of similarities to the parties. They share four priority

**Figure 6: To what extent do you agree or disagree with the following statements?**

**The 16th Amendment, which gives the Federal Government the right to levy income taxes, should be repealed.**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Disagree	19%	80%	22%	63%	41%	30%
Relatively Neutral	41%	16%	47%	30%	39%	44%
Agree	40%	4%	31%	8%	20%	27%

**Same-gender marriage should be legalized.**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Disagree	90%	18%	85%	26%	46%	72%
Relatively Neutral	6%	23%	8%	14%	27%	12%
Agree	3%	59%	7%	60%	27%	15%

**All illegal immigrants currently in the United States should be deported to their home countries.**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Disagree	19%	73%	20%	71%	38%	28%
Relatively Neutral	47%	21%	48%	14%	39%	44%
Agree	34%	6%	32%	14%	22%	28%

**There is significant scientific evidence to suggest global warming is caused by humans.**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Disagree	74%	3%	55%	5%	27%	45%
Relatively Neutral	23%	18%	35%	19%	30%	33%
Agree	2%	79%	9%	76%	43%	22%

**The State of Utah should increase funding for public education.**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Disagree	21%	1%	9%	2%	6%	8%
Relatively Neutral	55%	16%	40%	21%	26%	35%
Agree	24%	82%	50%	76%	68%	57%

**The recently passed Federal health care law should be repealed.**

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Disagree	3%	88%	8%	71%	42%	21%
Relatively Neutral	8%	7%	13%	19%	18%	15%
Agree	90%	5%	78%	10%	40%	64%

issues in common with Republican voters and two with Democratic voters. Overall, unaffiliated voters prefer a mix of priorities on human services (education), ethics, the economy, and crime.

The survey also assessed delegates' and voters' opinions about re-electing three-term U.S. Senator Bob Bennett. More details on the

**Figure 7: Tea Party Support and Demographics**

To what degree do you support the Tea Party and the 9.12 Project?

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Oppose	5%	83%	9%	71%	49%	23%
Relatively Neutral	40%	16%	45%	22%	31%	40%
Support	55%	2%	46%	7%	20%	37%

Gender?

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Male	75%	57%	45%	40%	49%	46%
Female	25%	43%	55%	60%	51%	54%

For how long have you lived in Utah?

	Republican Delegates	Democrat Delegates	Republican Voters	Democrat Voters	Unaffiliated Voters	All Voters
Less than 2 years	1%	0%	0%	5%	1%	0%
2-5 years	3%	3%	4%	14%	5%	1%
6-10 years	4%	5%	11%	7%	17%	5%
11-20 years	11%	14%	84%	74%	76%	12%
More than 20 years	81%	76%	0%	0%	1%	82%

questions asked of Republican delegates are available in the full report, and they show that Senator Bennett has a significant challenge even to get through the state convention. A candidate must receive at least 40% of the delegate votes at the state convention to make it into a primary race. If a candidate receives 60% of the convention votes, he or she is the nominee and there is no primary race.

The survey also showed a strong lead among likely voters for Governor Gary Herbert in a matchup against Democratic challenger Salt Lake County Mayor Peter Corroon.

The survey shows some affinity for the Tea Party movement among Republican delegates and voters, with more than half of the delegates supporting the movement and just under half of Republican voters supporting it. It is likely that this groundswell of conservative activism is affecting the U.S. Senate race and the ranking of the issues among voters and delegates this year.

Finally, the survey found that party delegates are overwhelmingly male and have lived in Utah much longer than the typical voter. This is especially true for Republicans, with only 25% of the surveyed delegates being women, while 55% of the voters are women.

## MAJOR SUPPORTERS OF UTAH FOUNDATION

### PLATINUM

Questar Gas  
Rio Tinto  
Rocky Mountain Power

### GOLD

George S. and Dolores Dore Eccles Foundation  
Intermountain Power Agency  
Merit Medical Systems  
Regence BlueCross BlueShield  
Union Pacific

### SILVER

American Express  
Bank of American Fork  
Energy Solutions  
Intermountain Healthcare  
MountainStar Healthcare

Parsons  
Utah Transit Authority  
Wells Fargo  
Wheeler Machinery  
Workers Compensation Fund

### BRONZE

Deloitte  
Central Utah Clinic  
Garbett Homes  
Granite Construction  
Key Bank  
Parsons Behle & Latimer

Ray Quinney & Nebeker  
Sandy City  
Staker & Parson Companies  
Utah Valley University  
Zions Bancorporation

This research report was written by President Stephen Kroes with assistance from Research Analyst Laura Summers. Mr. Kroes may be reached for comment at (801) 355-1400. He may also be contacted by email at: [steve@utahfoundation.org](mailto:steve@utahfoundation.org).

The mission of Utah Foundation is to promote a thriving economy, a well-prepared workforce, and a high quality of life for Utahns by performing thorough, well-supported research that helps policymakers, business and community leaders, and citizens better understand complex issues and providing practical, well-reasoned recommendations for policy change. For more information, please visit [www.utahfoundation.org](http://www.utahfoundation.org), or call us at (801) 355-1400.

PERMIT NO. 6418	_____
PAID	_____
U.S. POSTAGE	_____
NON PROFIT ORG.	_____

