

Study conducted for

Utah Foundation

February 23 – March 2, 2010

Study conducted by

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& ASSOCIATES

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Introduction

Dan Jones & Associates, an independent full-service, public opinion and market research firm located in Salt Lake City, Utah, was commissioned by Utah Foundation to conduct and compile a research study of 600 Utah residents about current issues.

Research Objectives

Primary objectives of this research are to:

- Measure residents' perceptions about the quality of life in Utah
- Identify the level of concern about various public policy issues
- Explore six of these areas in greater depth:
 - Education
 - Jobs
 - Economy
 - Personal finances
 - Taxes
 - Public spending
- Compare results to similar studies conducted in 2004 and 2008

Procedures

To satisfy the research objectives, telephone surveys were conducted with a demographic cross-section of 604 registered voters in Utah. Interviews were conducted February 23 to March 2, 2010, Monday through Friday during evening hours (4:00–9:00 p.m.) and on Saturdays during the day (10:00 a.m.–3:00 p.m.).

Questionnaire

Dan Jones & Associates worked with Steve Kroes of Utah Foundation to formulate a questionnaire that met the objectives of the research.

A pretest was conducted prior to any fieldwork to check the questionnaire for length, flow, and clarity. Prior to implementation, the client approved the questionnaire, including any changes resulting from the pretest.

Both structured and unstructured questions were used to measure intensity of opinions and to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups.

The average interview length was about 12.5 minutes.

Sample

For the purpose of this research, Dan Jones & Associates utilized a random systematic sampling procedure giving each household in Utah an equal opportunity of being selected for an interview. Respondents were screened to be registered voters in Utah.

The tolerated margin of error for this survey is $\pm 4.0\%$ for current total data. The margin of error increases for the responses of subgroups within the data. This study has a 95% confidence level, meaning that no more than one time in twenty should chance variations in the sample cause the results to vary by more than the margin of error from the answers that would be obtained if all people in the survey universe were polled.

Fieldwork

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and proven to be reliable, thorough, and able to develop excellent rapport with respondents. All interviews were conducted from the Dan Jones & Associates Data Collection Center where interviewers are supervised and monitored.

Limitations

Dan Jones & Associates recognizes that there are constraints to all survey research. Some of those limitations include: **Time**—fieldwork or data collection is usually conducted in a two-week window, therefore, people who may not be available during the data collection period will be excluded from the sample; **Budget**—it's simply too costly to reach everyone within the survey universe or to ask for opinions on every possible option or issue; and **Access**—not all potential respondents have access to telephones. Random sampling is used to get the best representation possible.

Data Analysis

Statistical results were prepared by the staff of Dan Jones & Associates. Each question has a response distribution, as well as a series of cross-tabulations, which organize responses by various demographic groupings and allow for the detection of differences that may exist between opinions of subgroups. SPSS (Statistical Package for Social Science) was used to analyze the data. Statistical tests were conducted to determine if the differences found in the relationships between various populations were real or merely due to chance. Checkmarks (✓) highlight statistically significant findings. For analysis purposes, cities in Utah County were grouped as follows:

Because of rounding, response distribution on individual questions may not always total 100%.

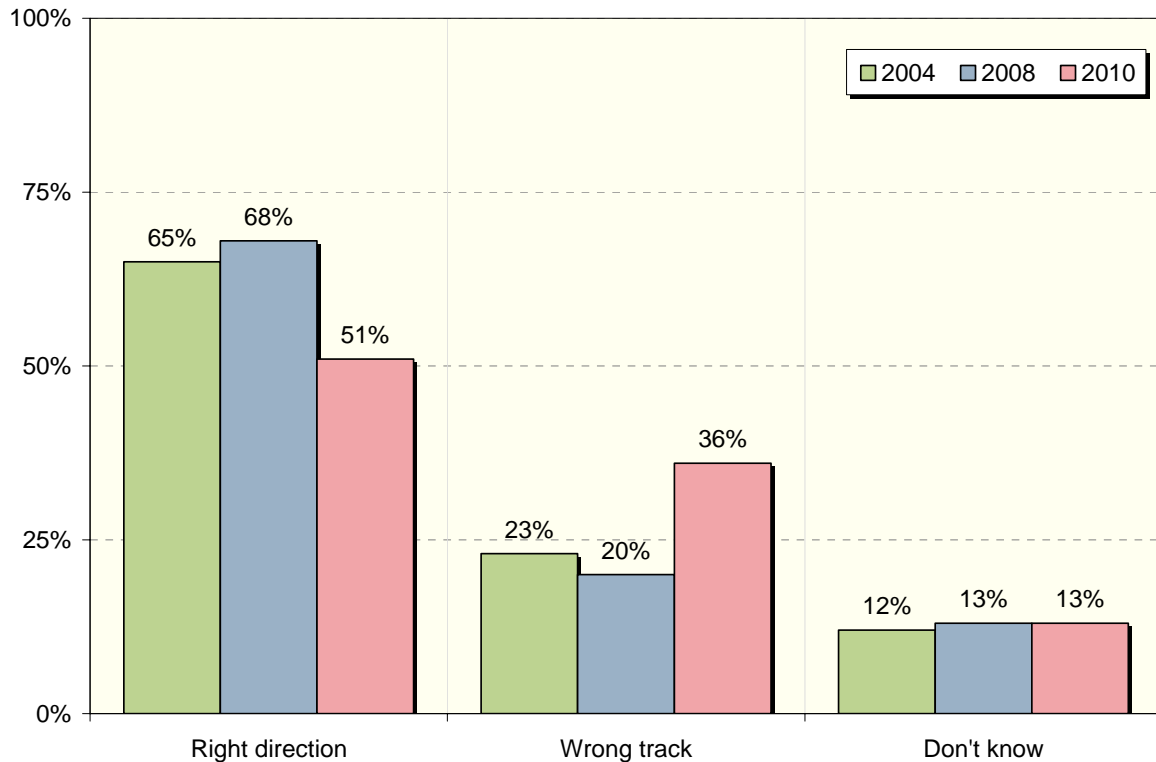
Questions, Charts, and Significant Findings

Question 1: (SCREENER) First of all, are you registered to vote at your current address?

	<u>2004</u>	<u>2008</u>	<u>2010</u>
Yes	100%	100%	100%
No	0%	0%	0%

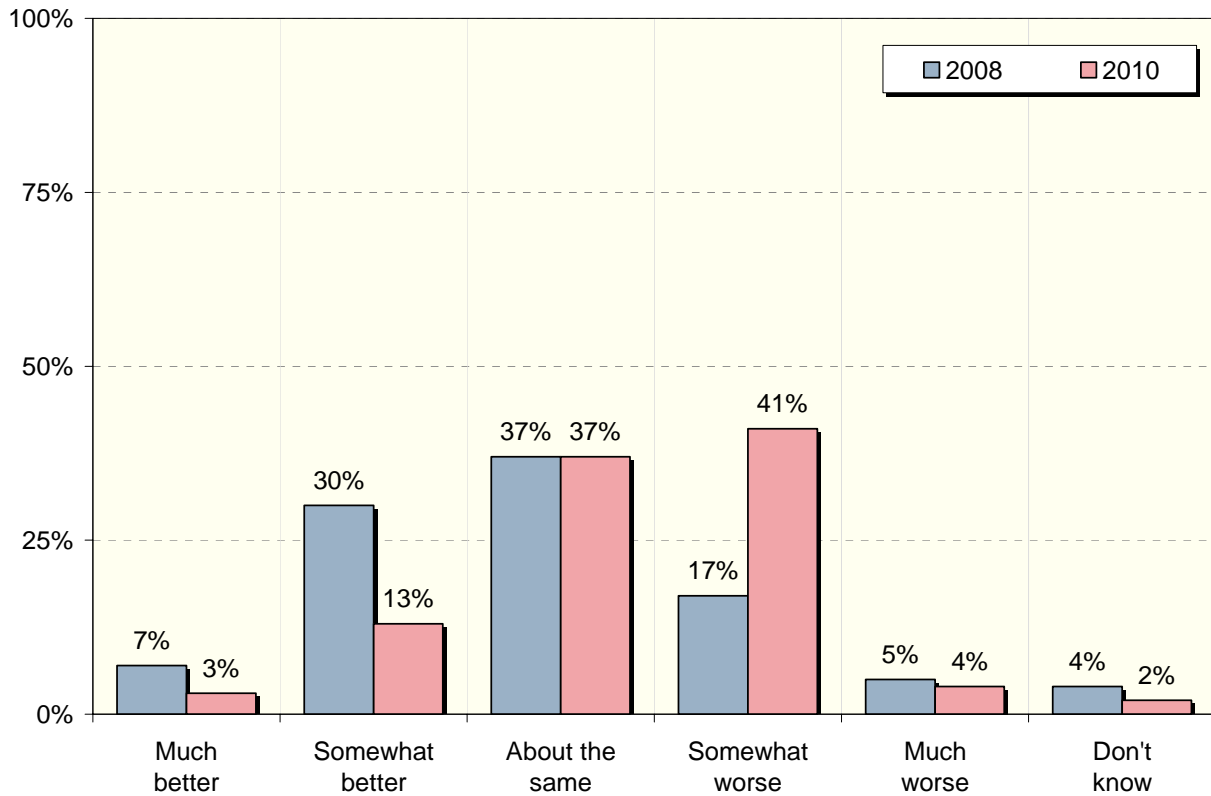
(IF NO – ASK TO SPEAK WITH SOMEONE WHO IS REGISTERED; IF NO - THANK AND TERMINATE)

Question 2: Would you say things in the State of Utah are headed in the right direction or have they gotten off on the wrong track?



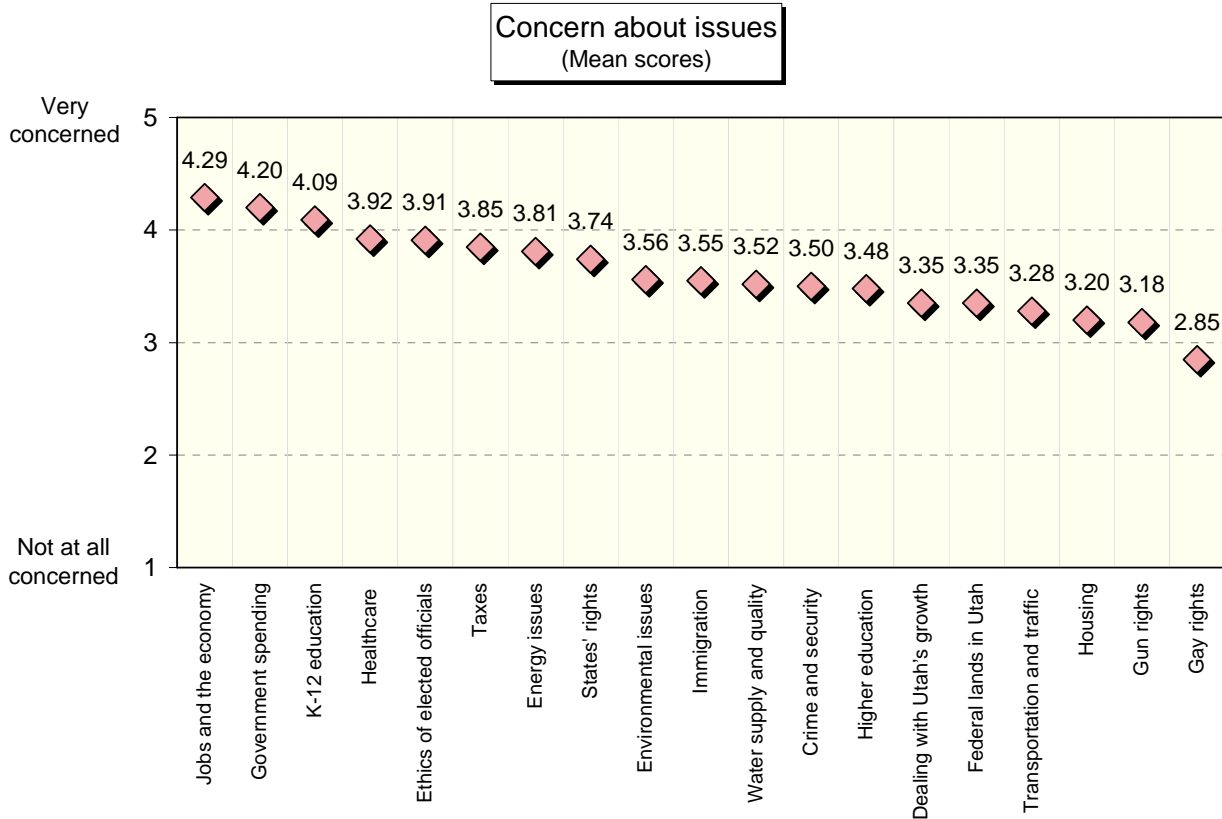
- ✓ Males; residents who have completed some college or who are college graduates; Republicans; those whose political ideology is conservative; those whose religious preference is Protestant or LDS; those who are very active in their preferred religion; those who have a household member currently attending a college, university, or technical school in Utah; those who are either employed part-time, are self-employed, or who are homemakers; and residents of Davis and Utah Counties, or who live in a county outside the Wasatch Front are more likely to say they think things in Utah are headed in the *right direction*.
- ✓ Females; residents whose highest educational attainment is high school; post-college graduates; Democrats; residents whose political ideology is moderate or liberal; those whose religious preference is "other" (not Catholic, Protestant or LDS) or who have no religious preference; those who are somewhat active or not active in their preferred religion; retired residents; and Salt Lake County residents are more likely to say they think things in Utah have gotten off on the *wrong track*.

Question 3: How would you rate the overall quality of life in Utah today, compared with five years ago? Would you say it is...?



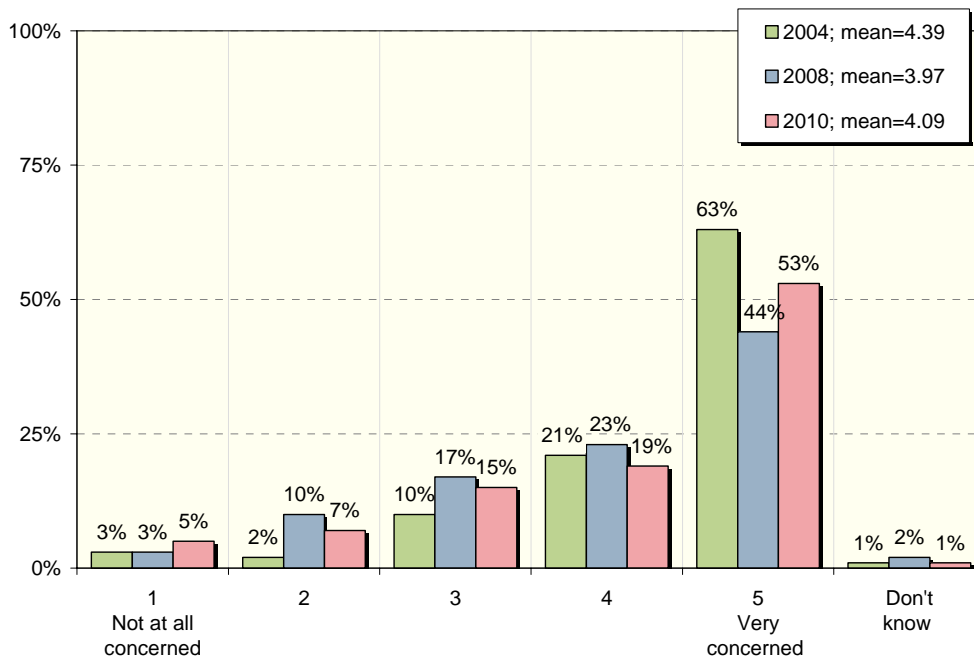
- ✓ Younger residents (likelihood increases as age decreases) and those whose political ideology is moderate are more likely to say the overall quality of life in Utah is *better* today than it was five years ago.
- ✓ Republicans and residents whose political ideology is somewhat conservative are more likely to say that the overall quality of life in Utah is *about the same* today as it was five years ago.
- ✓ Independent voters and residents whose political ideology is very conservative or liberal are more likely to say the overall quality of life in Utah is *worse* today than it was five years ago.

Questions 4-22: Thinking about issues facing Utah, please rate how concerned you are about each of the following issues. Use a 1-5 scale with one meaning you are “not at all concerned” and five meaning you are “very concerned.” (ROTATE) (The 2004 survey asked residents to rate each issue on its priority to them, and used a scale of 1/ low priority to 5/ high priority.)



(cont.) How concerned are you about these issues?

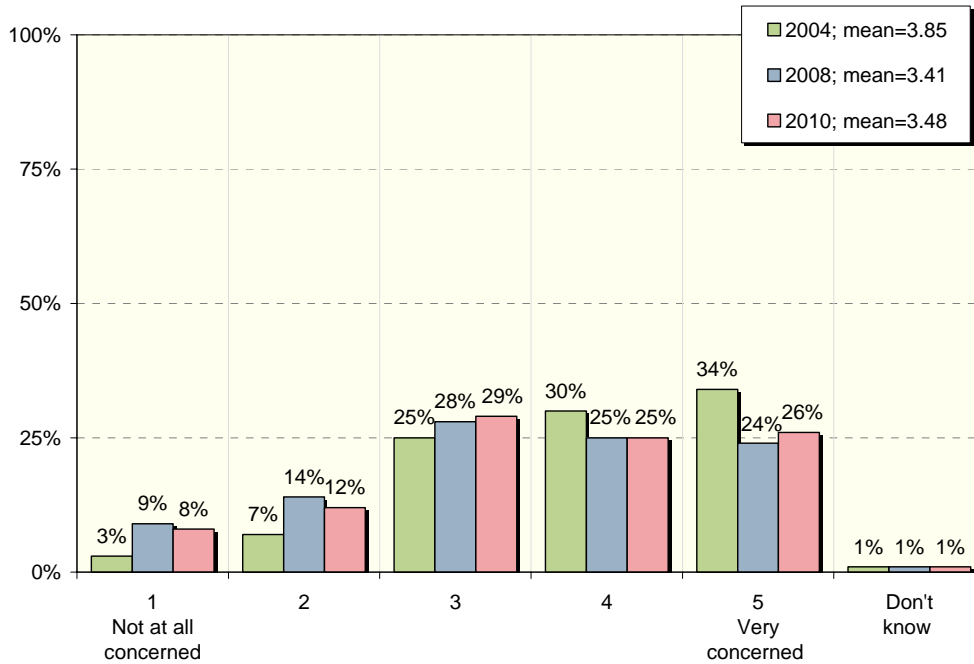
Question 4: Kindergarten through 12th grade education (2004: Public education)



- ✓ Females; younger residents (likelihood increases as age decreases); residents whose political ideology is more liberal (likelihood increases as ideology becomes more liberal); residents who have no religious preference or whose preference is "other" (not Catholic, Protestant, or LDS); those who have children under age 18 living in the home; homemakers; residents who are unemployed; and residents of Salt Lake and Utah Counties are more likely to say they are *very concerned* about kindergarten through 12th grade education.

(cont.) How concerned are you about these issues?

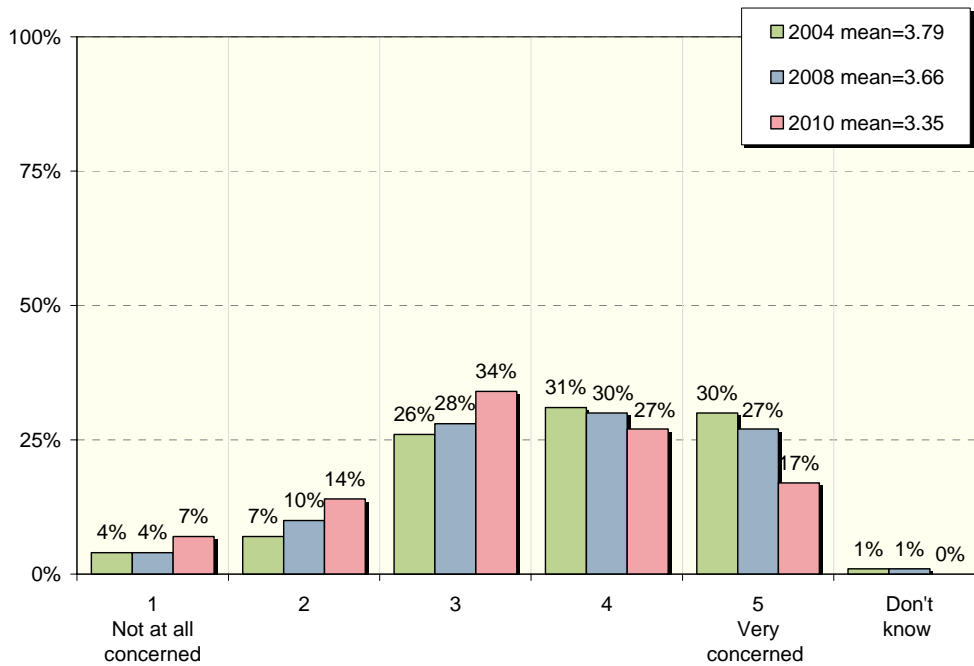
Question 5: Education at Utah’s colleges and universities (2004: Higher education)



- ✓ Females and residents who have a household member currently attending a college, university or technical school in Utah are more likely to say they are *very concerned* about education at Utah’s colleges and universities.
- ✓ Residents who have lived in Utah for 20 years or less and those who do not have a household member currently attending a college, university or technical school in Utah are more likely to say they are *not concerned* (rating of 1 or 2) about education at Utah’s colleges and universities.

(cont.) How concerned are you about these issues?

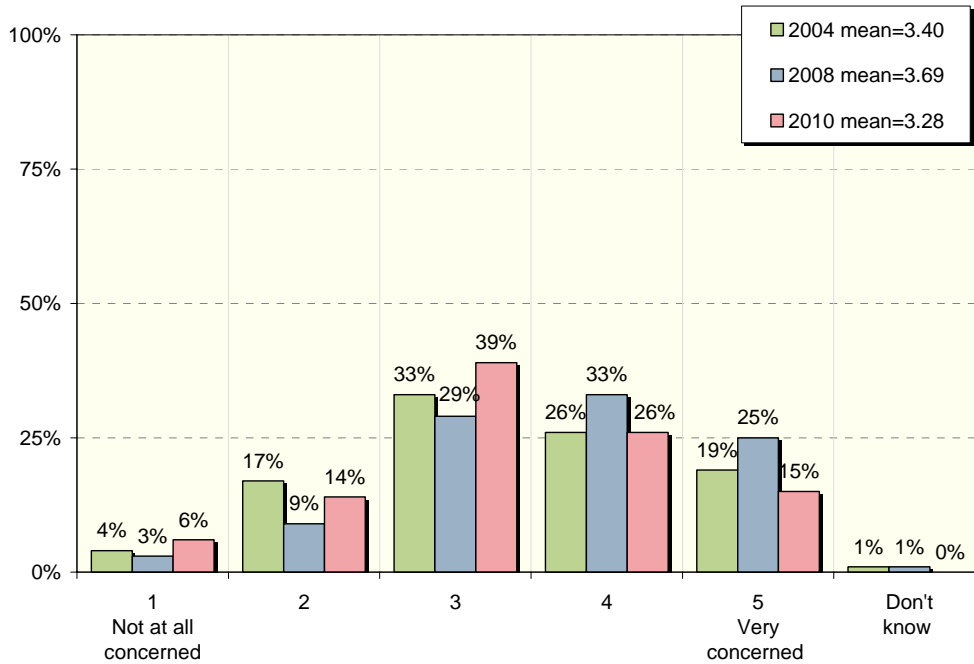
Question 6: Dealing with Utah's growth (2004: Dealing with growth in Utah)



- ✓ Older residents (likelihood increases as age increases) and those who are employed full-time are more likely to say they are *very concerned* about growth.
- ✓ Single residents and those who are self-employed are more likely to say they are *not concerned* (rating of 1 or 2) about growth.

(cont.) How concerned are you about these issues?

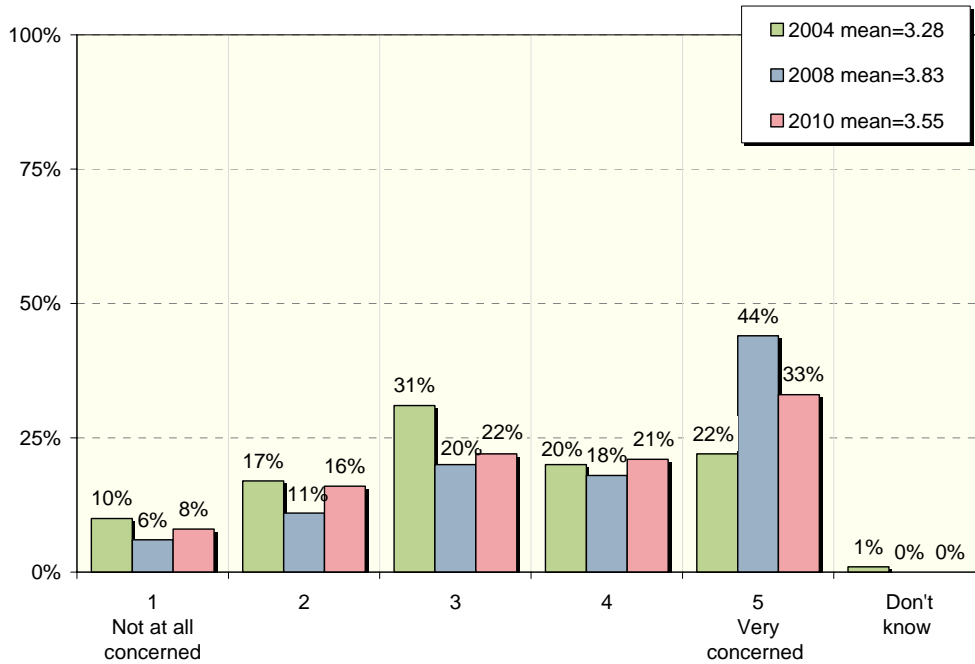
Question 7: Transportation and traffic (2004: Transportation)



- ✓ Older residents (likelihood increases as age increases); those who have children under age 18 living in the home; residents with annual household income under \$40,000 per year; and Utah County residents are more likely to say they are *very concerned* about transportation and traffic.
- ✓ Residents with annual household income between \$40,000 and \$59,999 and those who do not live along the Wasatch Front are more likely to say they are *not concerned* (rating of 1 or 2) about transportation and traffic.

(cont.) How concerned are you about these issues?

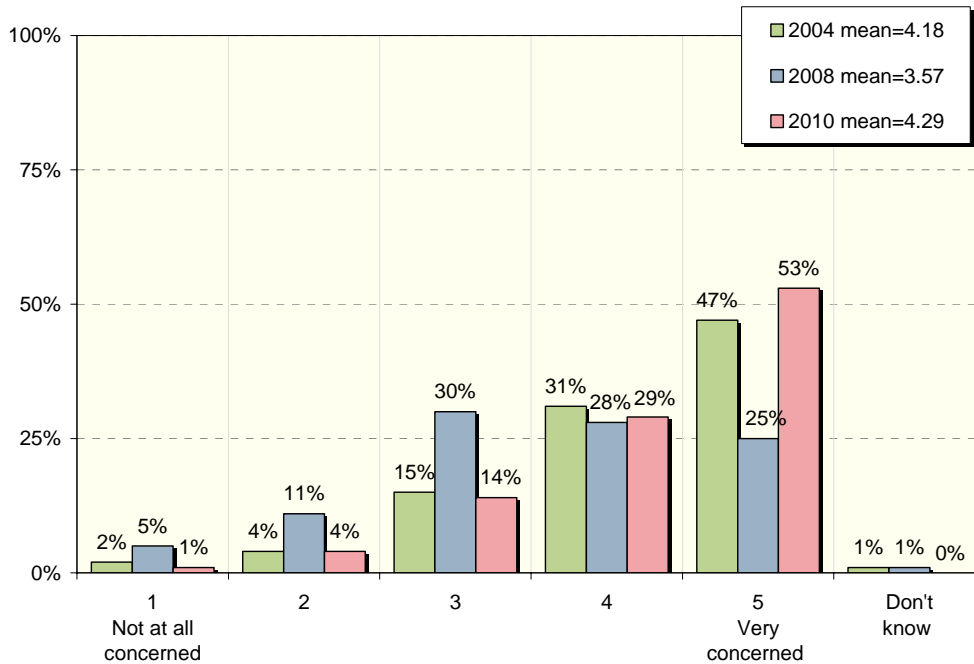
Question 8: Immigration



- ✓ Older residents (likelihood increases as age increases); those with lower educational attainment (likelihood increases as education level decreases); residents who have lived in Utah for longer than 20 years; independent voters; those whose political ideology is very conservative (likelihood increases as ideology becomes more conservative); married residents; residents who do not have a household member attending a college, university or technical school in Utah; Weber County residents and those who do not live along the Wasatch Front are more likely to say they are *very concerned* about immigration.

(cont.) How concerned are you about these issues?

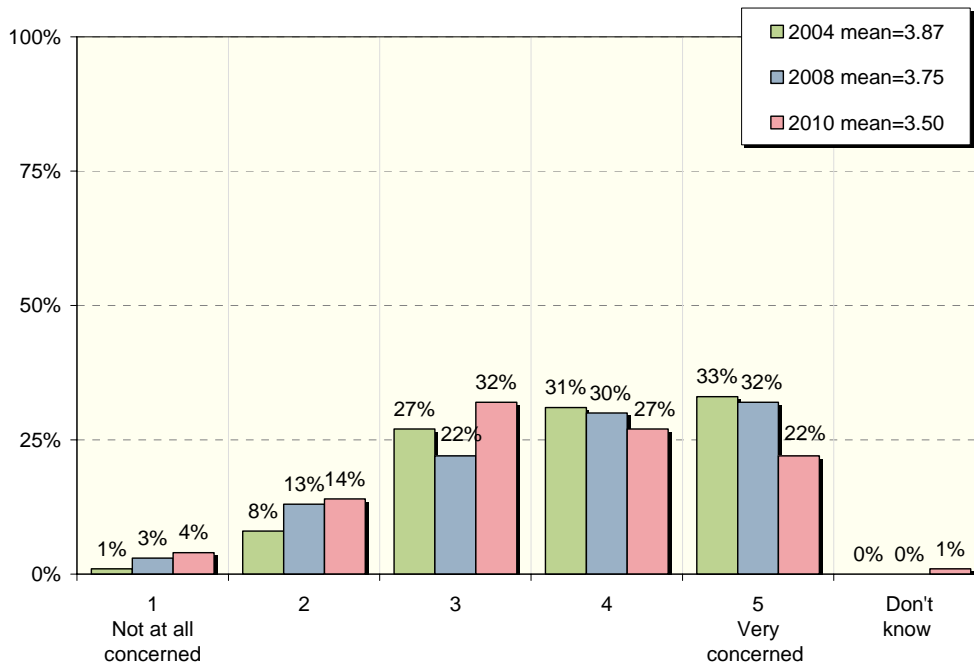
Question 9: Jobs and the economy (2004: Creating jobs and economic development)



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases); those who are somewhat active or not active in their preferred religion; residents who have a household member attending a college, university or technical school in Utah; those with lower annual household income (likelihood increases as income decreases); Utah County residents and residents who do not live along the Wasatch Front are more likely to say they are *very concerned* about jobs and the economy.

(cont.) How concerned are you about these issues?

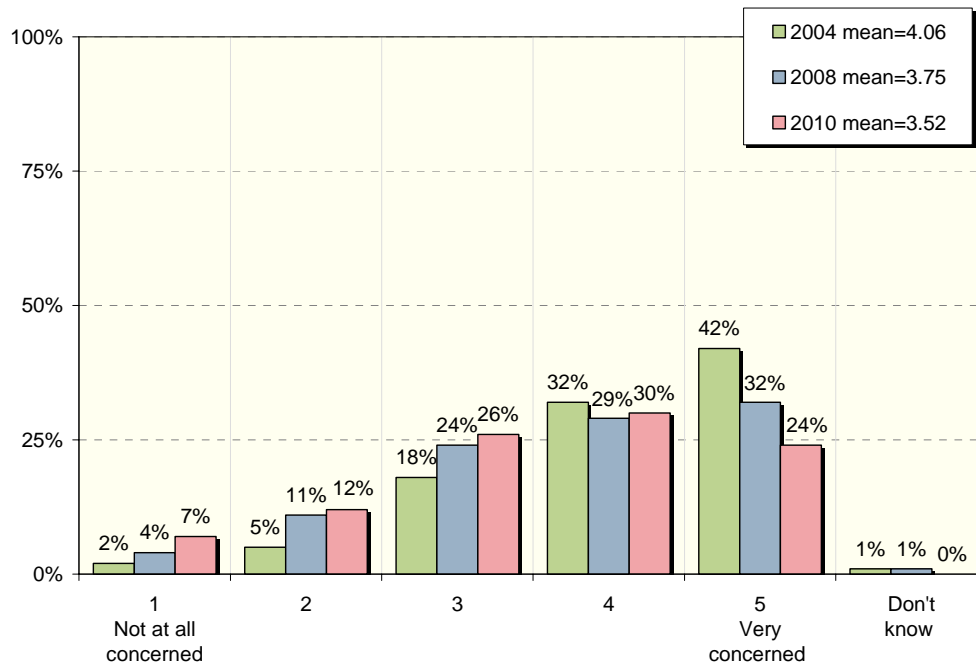
Question 10: Crime and security (2004: Crime, security, and safety)



- ✓ Females; older residents (likelihood increases as age increases); those with lower educational attainment (likelihood increases as education level decreases); residents who have lived in Utah for a longer time (likelihood increases as length of residency increases); those who do not have children under age 18 living in their home; (and among residents who do have children at home) those who have children attending public schools are more likely to say they are *very concerned* about crime and security.

(cont.) How concerned are you about these issues?

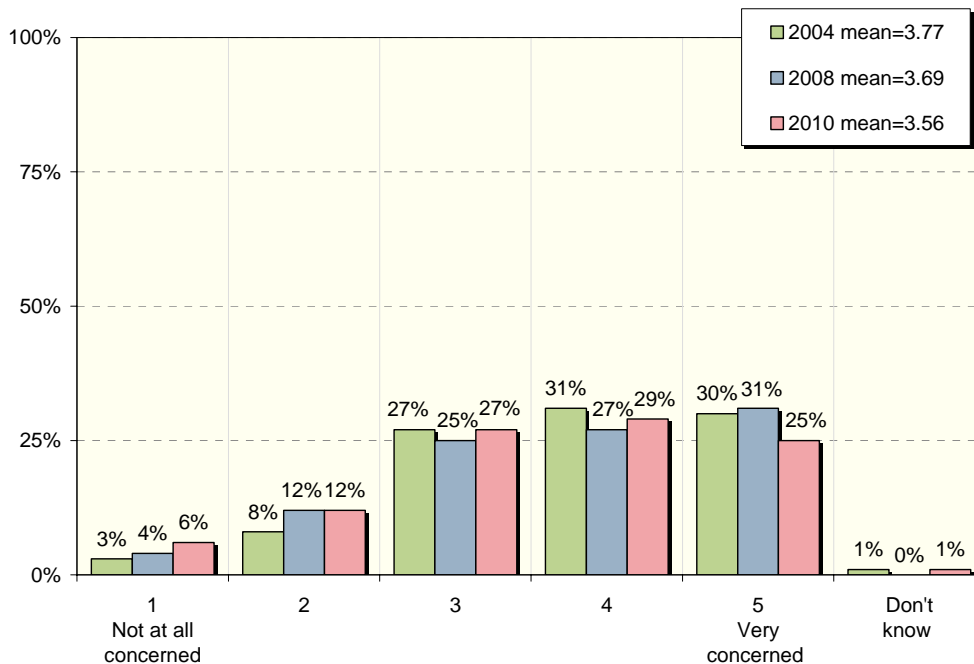
Question 11: Water supply and quality



- ✓ Older residents (likelihood increases as age increases); Protestants, those who are somewhat active or not active in their preferred religion, Utah County residents and those who do not live along the Wasatch Front are more likely to say they are *very concerned* about water supply and quality.
- ✓ LDS residents and Utah County residents (presumably a different segment of the county residents than those who are very concerned, above) are more likely to say they are *not concerned* (rating of 1 or 2) about water supply and quality.

(cont.) How concerned are you about these issues?

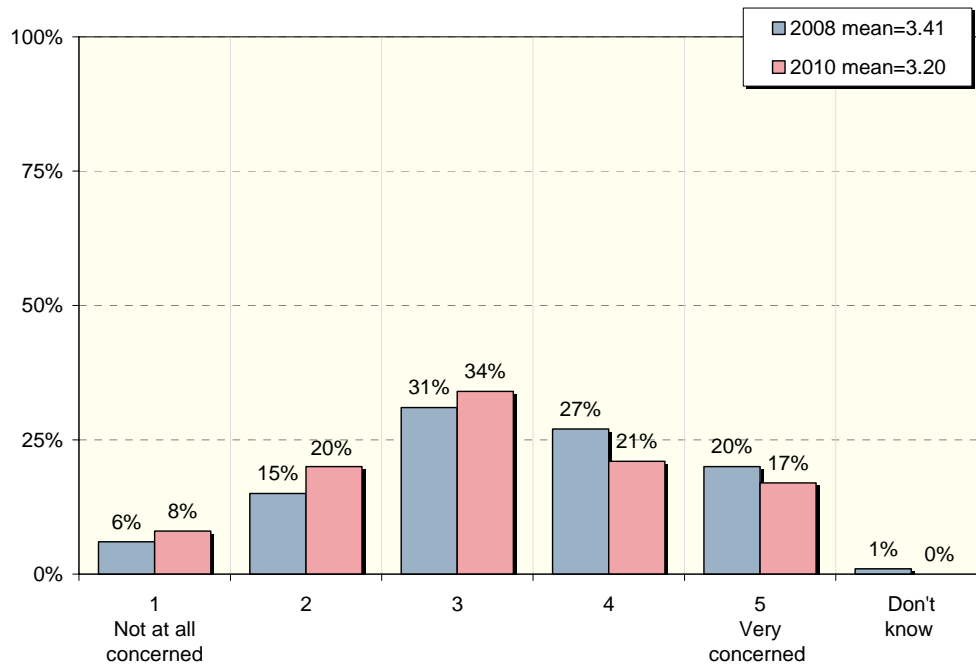
**Question 12: Environmental issues, including air quality & pollution
(2004: Environment and air quality)**



- ✓ Residents age 55 and older; those whose educational attainment is high school or less; Democrats; residents whose political ideology is more liberal (likelihood increases as ideology becomes more liberal); those who are not LDS; those who are less active in their preferred religion (likelihood increases as church activity decreases); those who do not have children under age 18 living in their home; those with annual household income below \$40,000; and Salt Lake County residents are more likely to say they are *very concerned* about environmental issues.
- ✓ Residents age 45 to 54 and post-college graduates are more likely to give a *rating of 4* to environmental issues.
- ✓ Republicans, LDS residents, those with annual household income between \$40,000 and \$59,999; and those who do not live along the Wasatch Front are more likely to say they are *not concerned* (rating of 1 or 2) about environmental issues.

(cont.) How concerned are you about these issues?

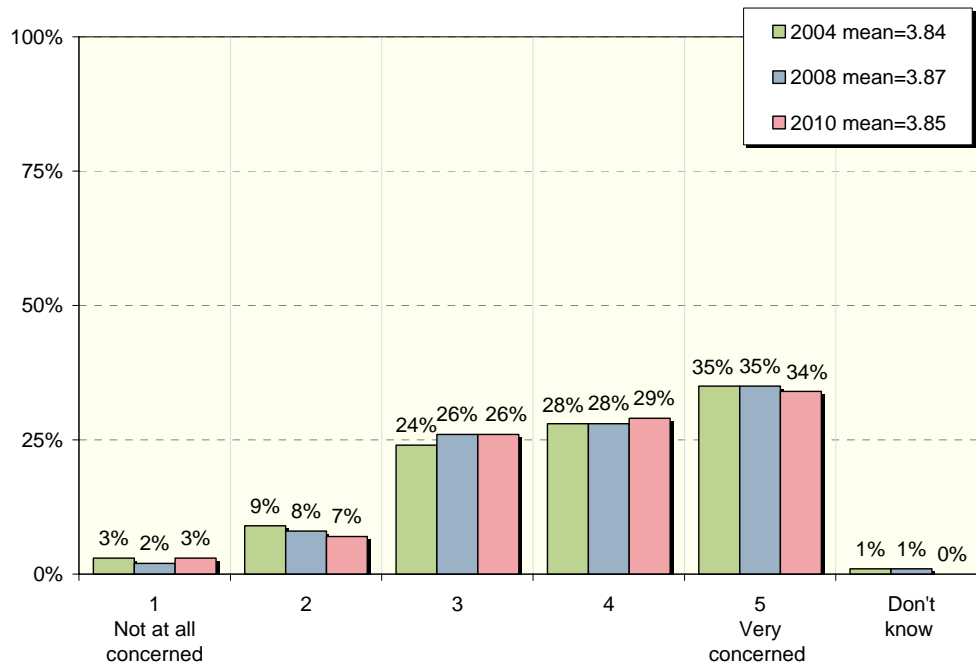
Question 13: Housing



- ✓ Males and residents with higher educational attainment (likelihood increases as education level increases) are more likely to say they are *not concerned* about housing.

(cont.) How concerned are you about these issues?

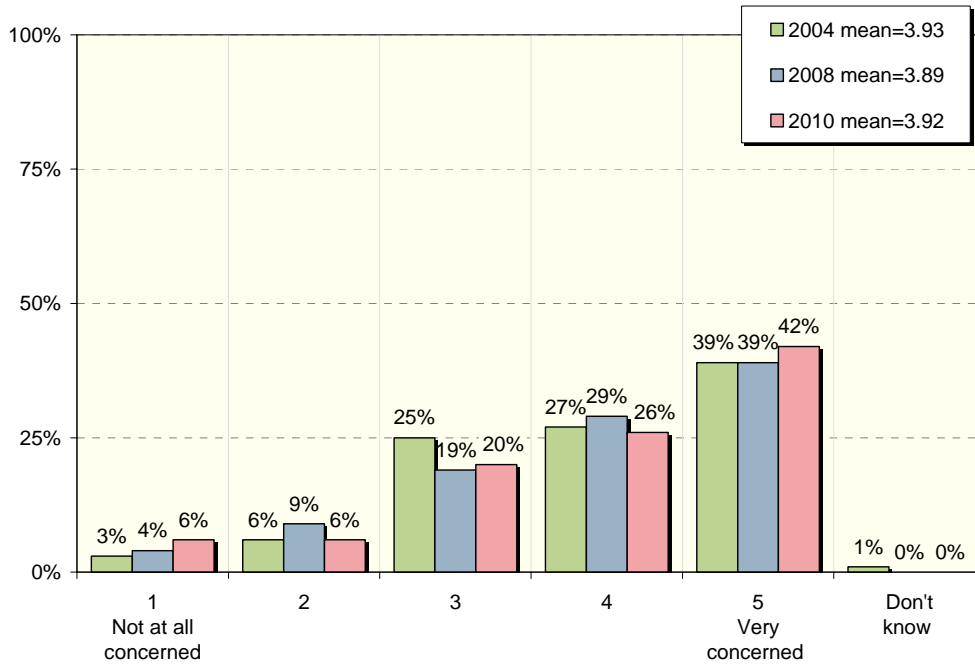
Question 14: Taxes



- ✓ Residents whose educational attainment is some college/ technical school or less; those who have lived in Utah for a longer time (likelihood increases as length of residency increases); those who have children attending public schools; residents who do not live along the Wasatch Front; and those whose political ideology is more conservative (likelihood increases as ideology becomes more conservative) are more likely to say they are *very concerned* about taxes.
- ✓ Residents who do not have children under age 18 living at home are more likely to say they are *not concerned* (rating of 1 or 2) about taxes.

(cont.) How concerned are you about these issues?

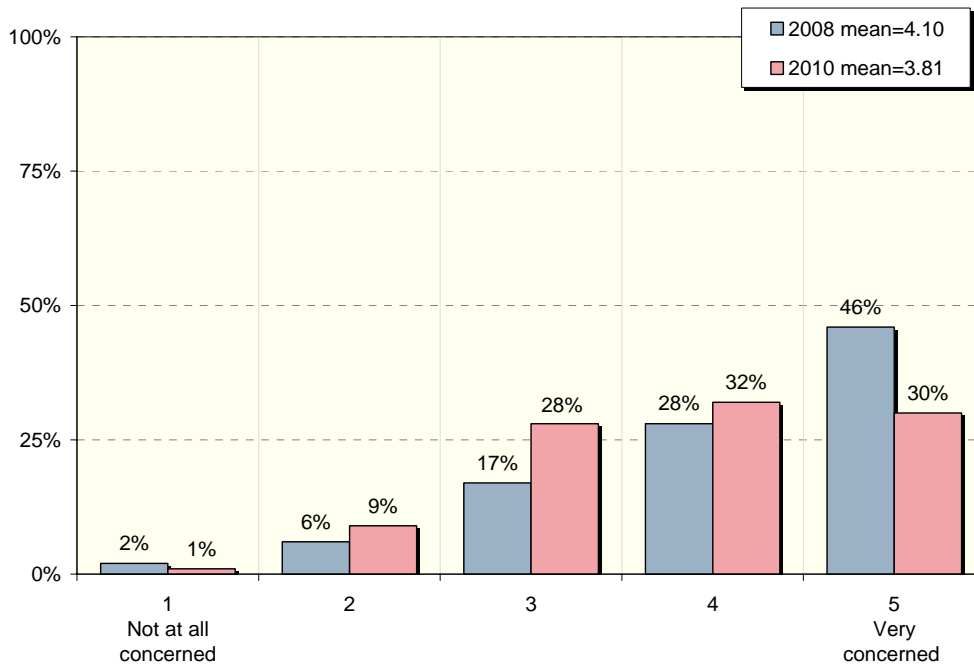
Question 15: Health care



- ✓ Females; Democrats; residents whose political ideology is more liberal (likelihood increases as ideology becomes more liberal); those who have no religious preference or whose preference is “other”; those who are somewhat active or not active in their preferred religion; those who do not have children under age 18 living at home; residents who are retired or who are employed part-time; and those with annual household income of less than \$40,000 are more likely to say they are *very concerned* about health care.

(cont.) How concerned are you about these issues?

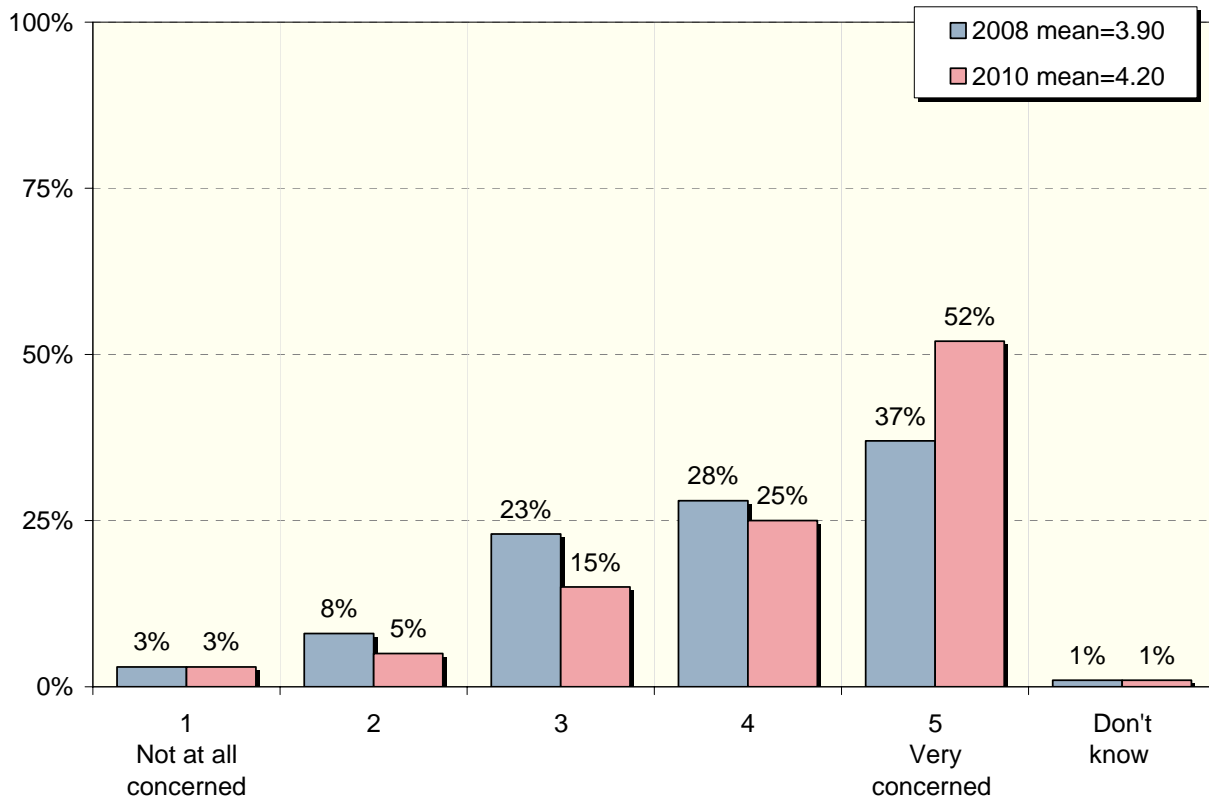
Question 16: Energy issues, including utilities and gasoline prices



- ✓ Older residents (likelihood increases with age); those with lower educational attainment (likelihood increases as education level decreases); residents whose religious preference is “other” or none; those with lower annual household income (likelihood increases as income decreases); and residents who do not live along the Wasatch Front are more likely to say they are *very concerned* about energy issues.

(cont.) How concerned are you about these issues?

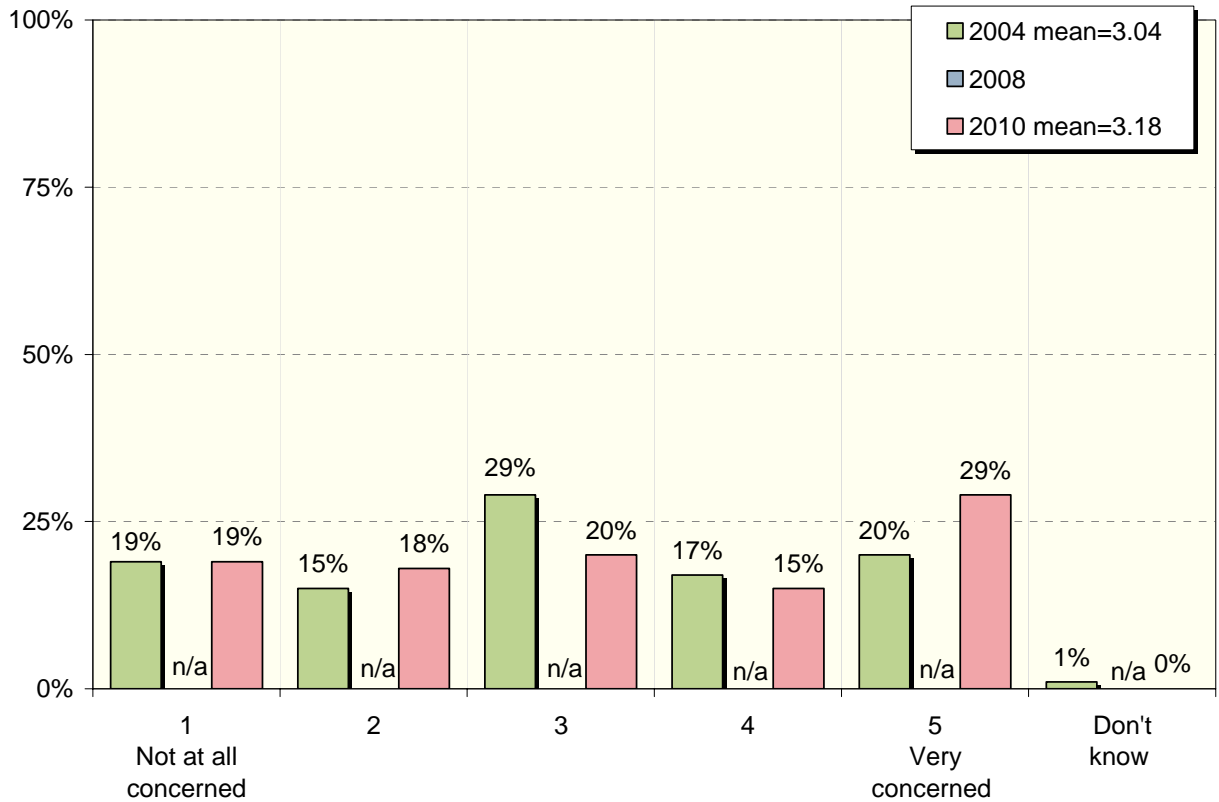
Question 17: Government spending



- ✓ Residents with lower educational attainment (likelihood increases as education level decreases); independent voters; those with a more conservative political ideology (likelihood increases as ideology becomes more conservative); residents whose religious preference is “other”; Utah County residents and those who do not live along the Wasatch Front are more likely to say they are *very concerned* about government spending.
- ✓ Democrats and residents who have no religious preference are more likely to say they are *not concerned* (rating of 1 or 2) about government spending.

(cont.) How concerned are you about these issues?

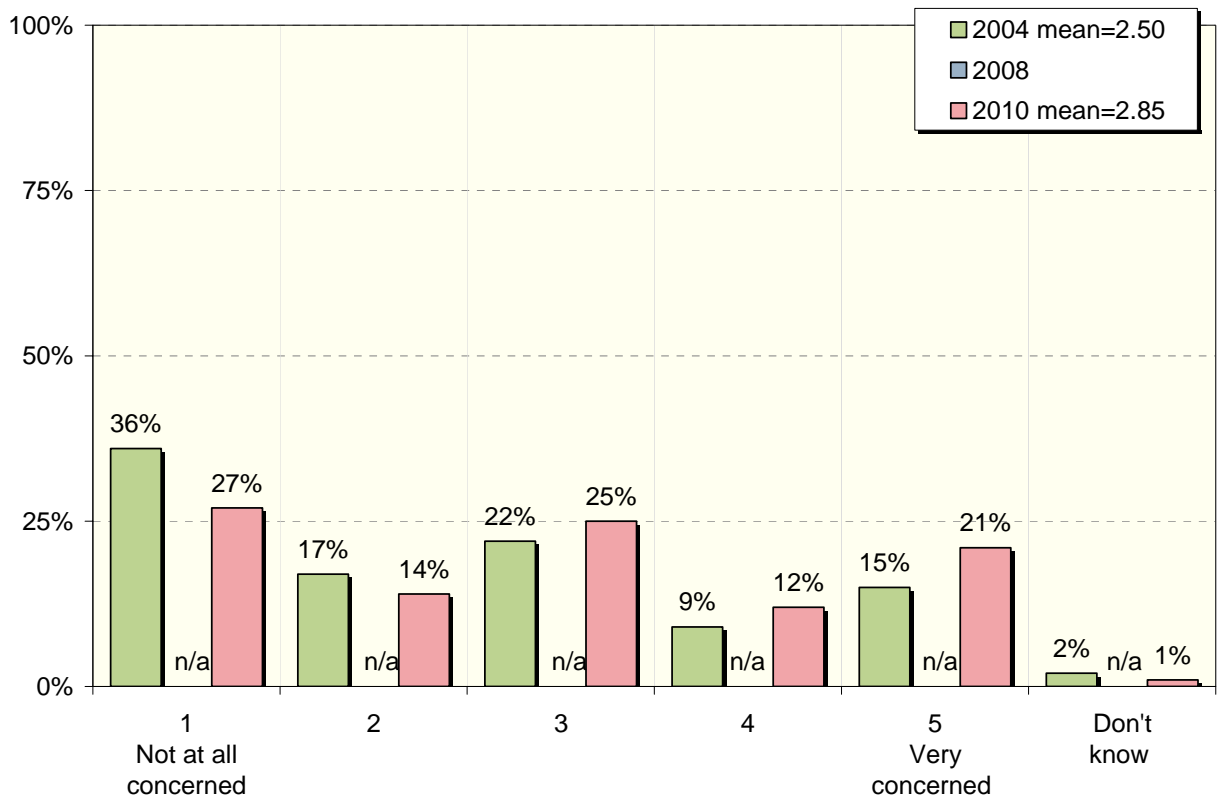
Question 18: Gun rights



- ✓ Males; residents with lower educational attainment (likelihood increases as education level decreases); residents who have lived in Utah for 20 years or less; Republicans; those with a very conservative political ideology (likelihood increases as ideology becomes more conservative); those who do not have children in public schools; and residents with lower annual household income are more likely to say they are *very concerned* about gun rights.
- ✓ Residents who have lived in Utah for 20 years or less (presumably a different segment of those short-term residents than those who are very concerned, above) are more likely to say they are *not concerned* (rating of 1 or 2) with gun rights.

(cont.) How concerned are you about these issues?

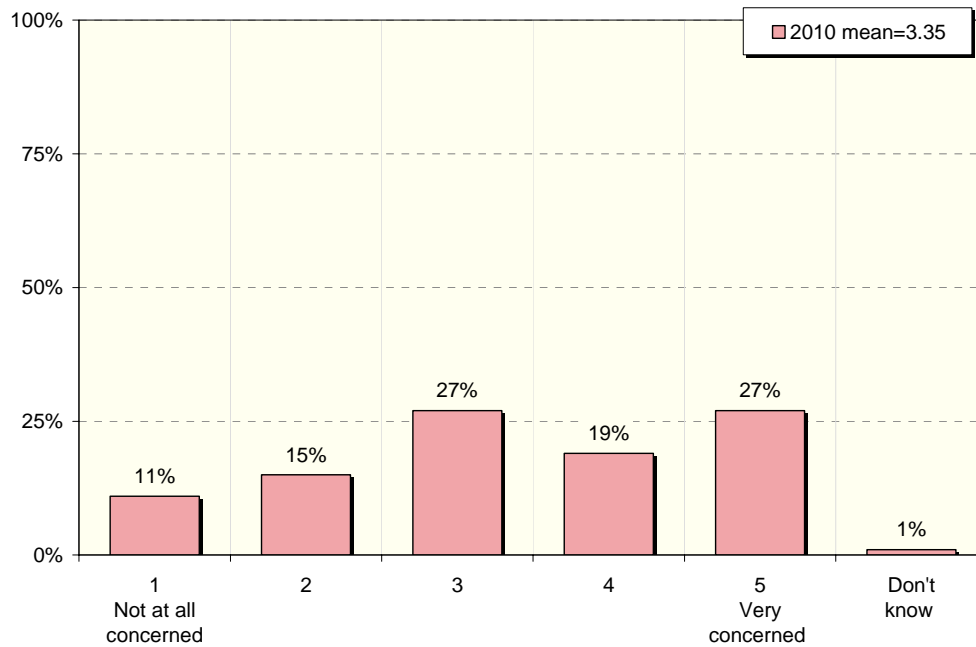
Question 19: Gay rights



- ✓ Older residents (likelihood increases as age increases); residents with educational attainment of high school or less; Democrats; residents whose political ideology is more liberal (likelihood increases as ideology becomes more liberal); those who do not have children under age 18 living at home; residents who are retired; and those with annual household income of less than \$40,000 are more likely to say they are *very concerned* about gay rights.
- ✓ Residents whose top educational attainment is some college or technical school; Republicans; and those with annual household income of less than \$60,000 (those with income of less than \$40,000 are especially likely—despite the segment of this group that is very concerned, above) are more likely to say they are *not at all concerned* about gay rights.

(cont.) How concerned are you about these issues?

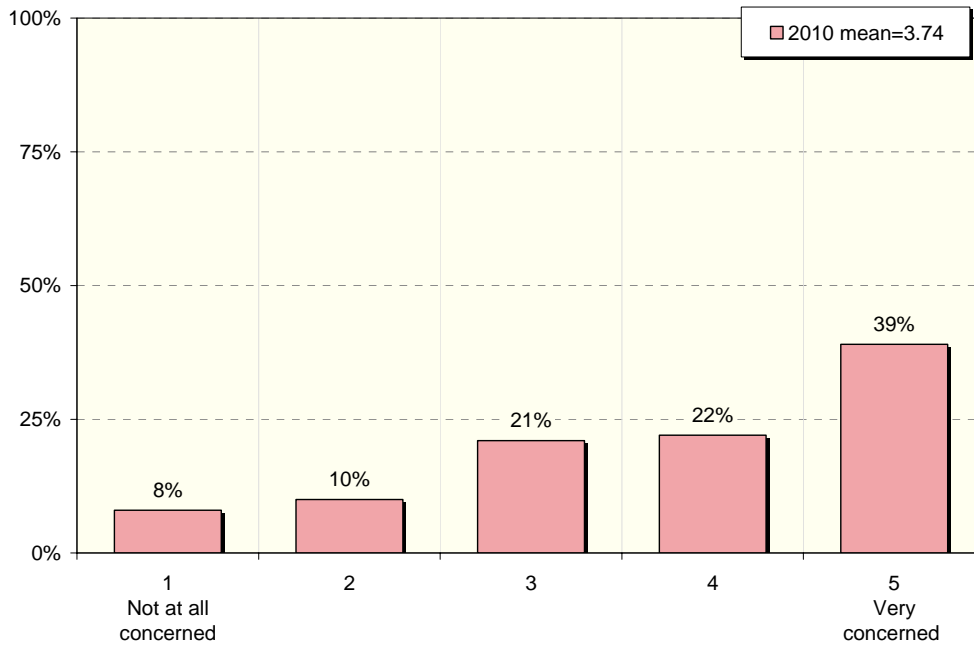
Question 20: Federal lands in Utah



- ✓ Older residents (likelihood increases as age increases); those who have lived in Utah for a longer time (likelihood increases as length of residency increases); those with more conservative ideology (likelihood increases as ideology becomes more conservative); those who do not have children under age 18 living at home; those who do not have children in public schools; those who are retired; and those with lower annual household income (likelihood increases as income decreases) are more likely to say they are *very concerned* about federal lands in Utah.
- ✓ Democrats and residents who are employed part-time are more likely to say they are *not concerned* (rating of 1 or 2) about federal lands in Utah.

(cont.) How concerned are you about these issues?

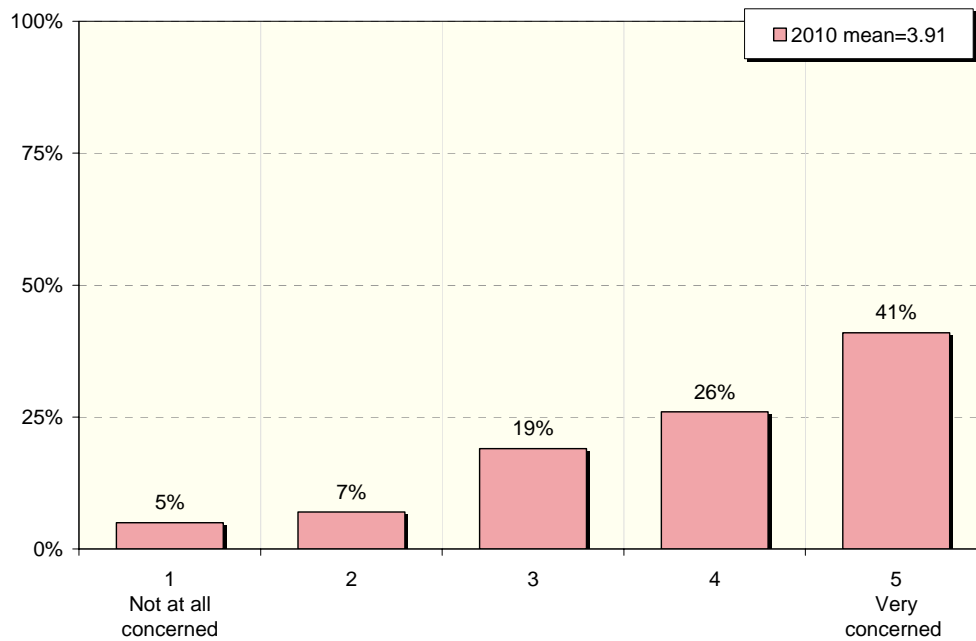
Question 21: States' rights versus the federal government



- ✓ Older residents (likelihood increases as age increases); those with lower educational attainment (likelihood increases as educational level decreases); Republicans; those with more conservative ideology (likelihood increases as ideology becomes more conservative); Catholics and those whose religious preference is "other;" those who are somewhat active or not active in their preferred religion; those who do not have children under age 18 living at home; those who are retired or self-employed; Weber County residents; and those who do not live along the Wasatch Front are more likely to say they are *very concerned* about states' rights versus the federal government.
- ✓ Democrats and Salt Lake County residents are more likely to say they are *not concerned* (rating of 1 or 2) about states' rights versus the federal government.

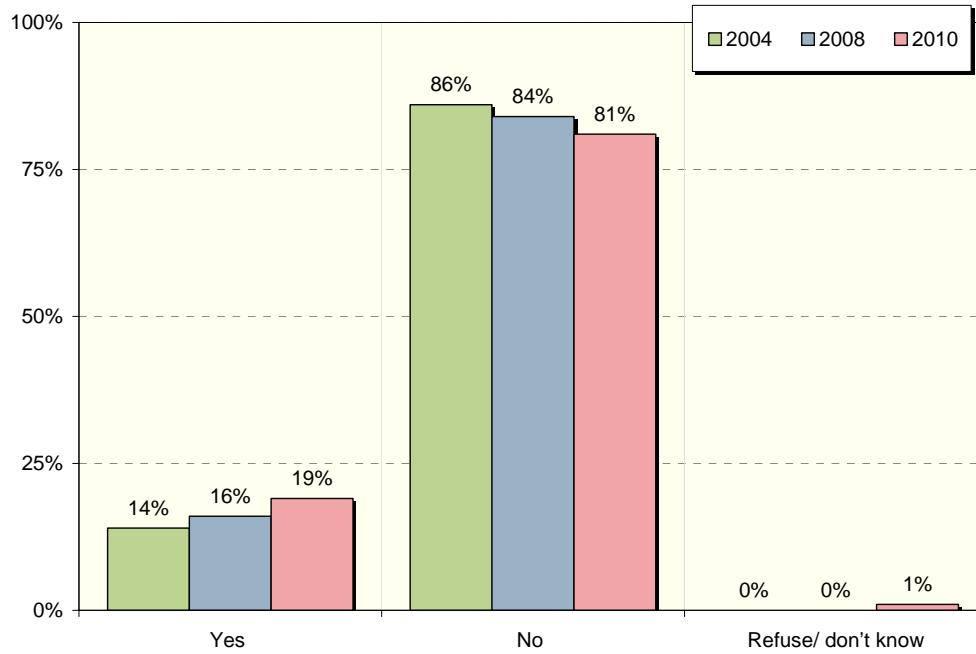
(cont.) How concerned are you about these issues?

Question 22: The ethics of elected officials



- ✓ Residents age 55 and older are more likely to say they are *very concerned* about the ethics of elected officials.
- ✓ Residents who have lived in Utah for 20 years or less; those who are somewhat active or not active in their preferred religion; those who do not have children under age 18 living in their home; and residents with annual household income between \$60,000 and \$79,999 are more likely to say they are *not concerned* (rating of 1 or 2) about the ethics of elected officials.

Question 23: Can you think of any other important issues that I didn't mention?



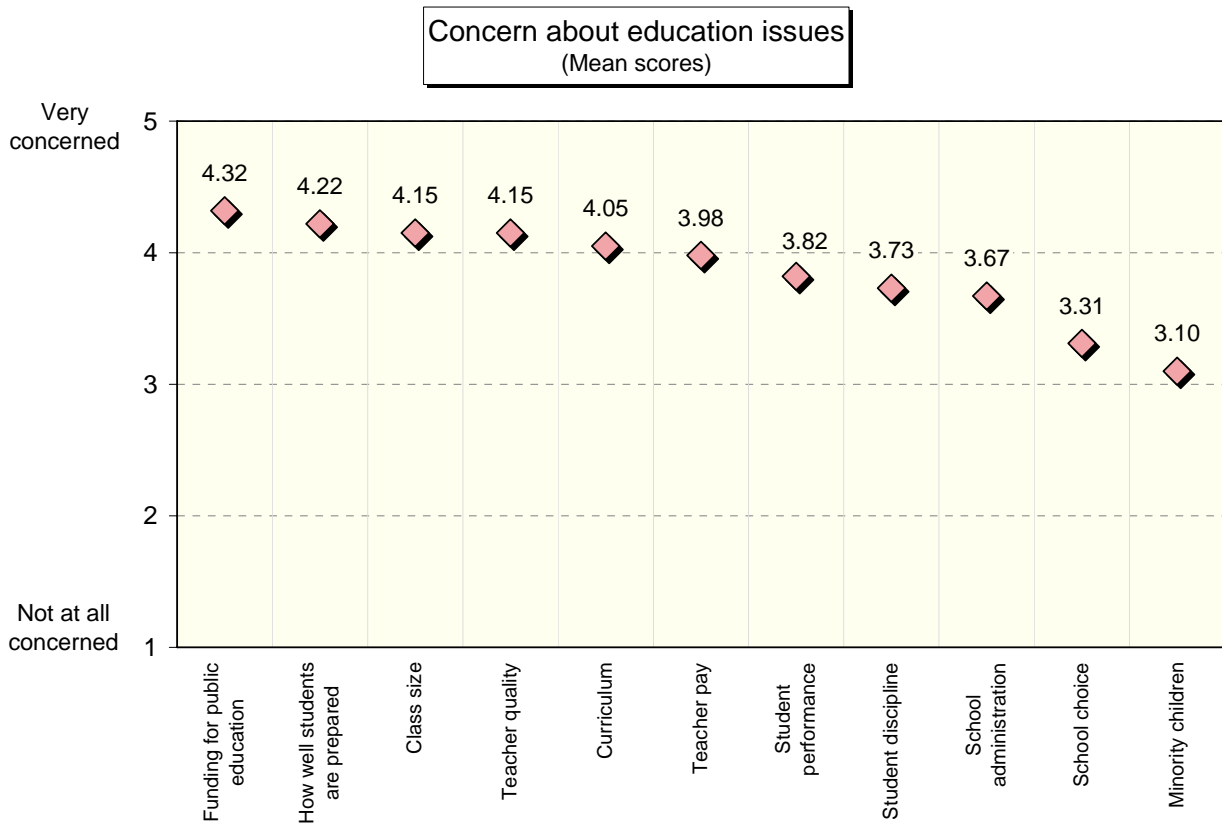
Question 24: [IF YES] What? (FIRST RESPONSE; TOP RESPONSES SHOWN)

	2004 n=83	2008 n=104	2010 n=112
Miscellaneous government issues	10%	14%	21%
School/ education issues	10%	13%	20%
Miscellaneous social issues	12%	10%	8%
Toxic waste/ pollution	0%	0%	8%
Liquor law comments	--	--	5%
State employee comments	4%	0%	4%
Health insurance/ healthcare	0%	4%	3%
Wilderness/ open space/ land issue	5%	4%	3%
Transportation	1%	3%	3%
Taxes/ tax structure	6%	2%	3%

EDUCATION

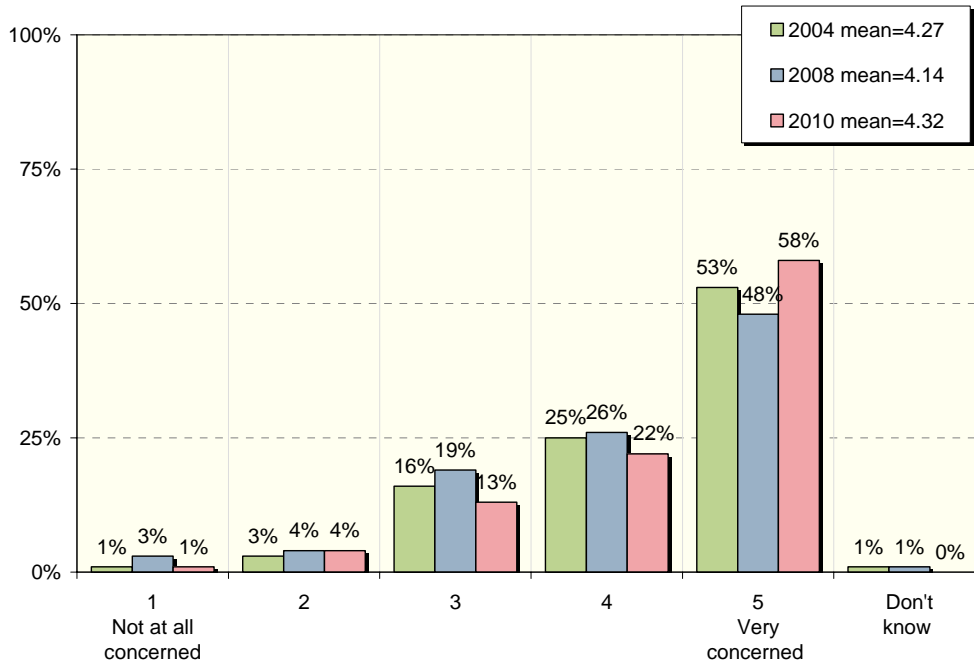
Number responding, unless otherwise specified **2004** **2008** **2010**
 567 524 528

Questions 25-35: I'd like to ask about some specific issues relating to kindergarten through 12th grade education in Utah. Please use a 1-5 scale where one means you are "not at all concerned" about the issue, and five means you are "very concerned" about it.



(cont.) How concerned are you about these education issues?

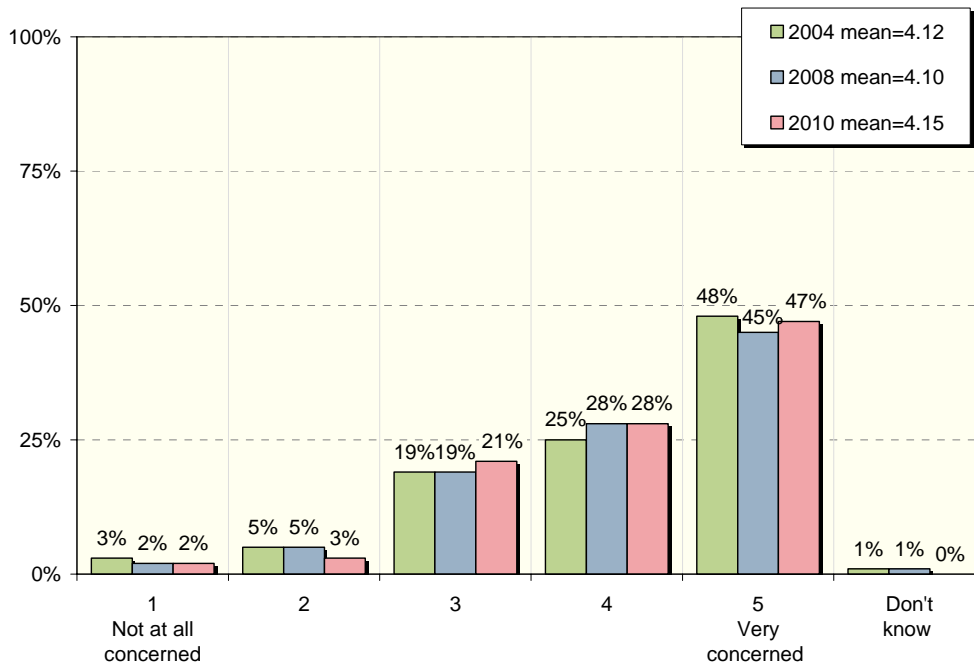
Question 25: Funding for public education



- ✓ Females; residents whose ideology is liberal (likelihood increases as ideology becomes more liberal); those who have no religious preference; homemakers; and Salt Lake County residents are more likely to say they are *very concerned* about funding for public education.

(cont.) How concerned are you about these education issues?

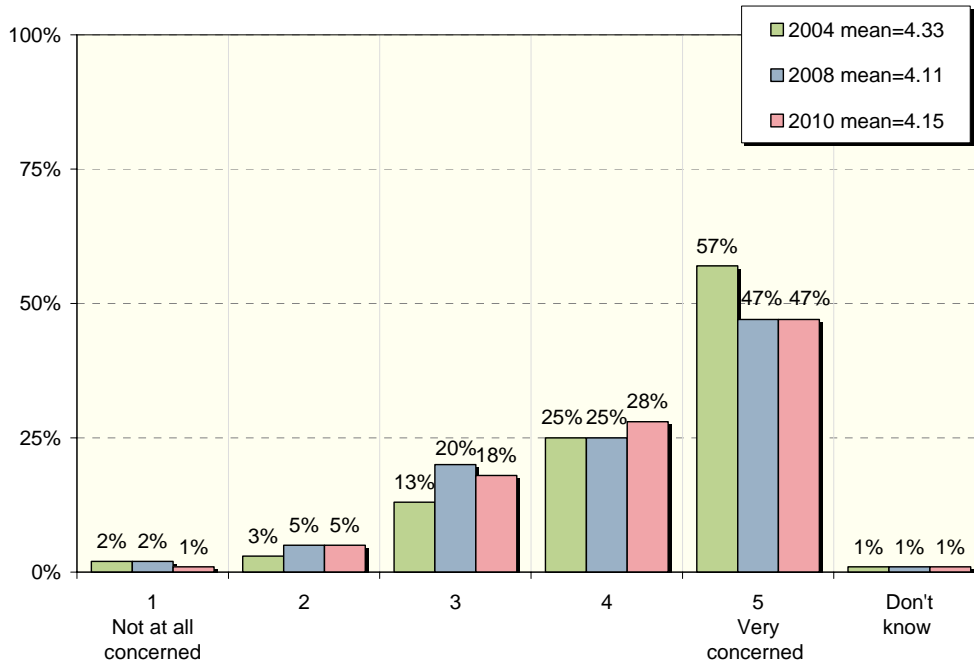
Question 26: Class size



- ✓ Females; residents age 35 to 44; Democrats; residents whose ideology is more liberal (likelihood increases as ideology becomes more liberal); those who have no religious preference; homemakers; and Salt Lake County residents are more likely to say they are *very concerned* about class size.
- ✓ Residents age 65 and older are more likely to say they are *not concerned* (rating of 1-3) about class size.

(cont.) How concerned are you about these education issues?

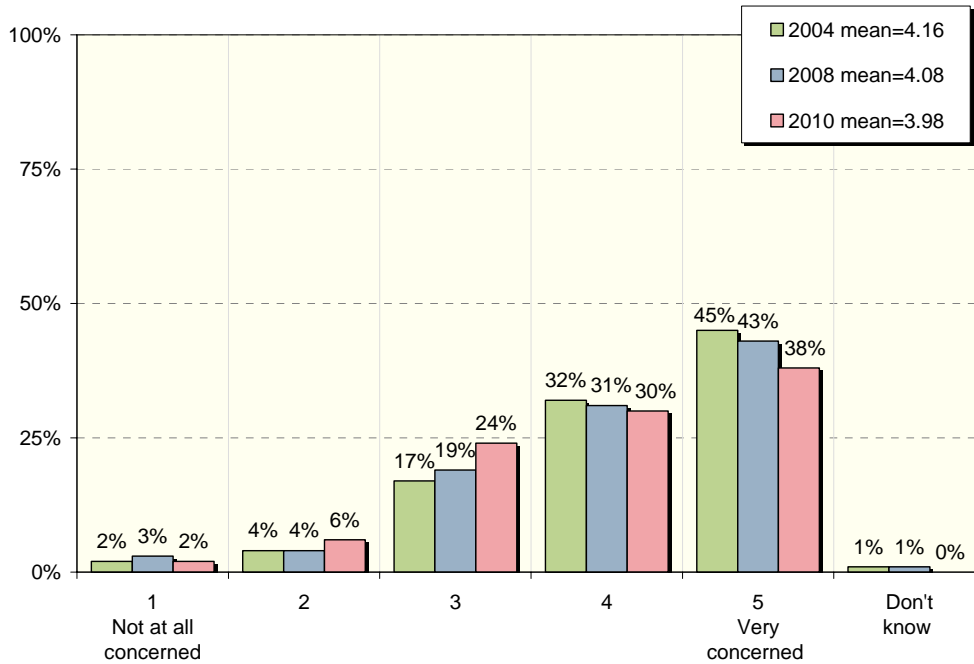
Question 27: Teacher quality



- ✓ Younger residents (likelihood increases as age decreases); those with lower educational attainment (likelihood increases as highest educational level decreases); residents with a very conservative ideology; those with a religious preference of “other” or who have no religious preference are more likely to say they are *very concerned* about teacher quality.
- ✓ Residents whose ideology is very conservative (presumably a segment that is different than those who are very concerned, above) are more likely to say they are *not concerned* (rating of 1-3) about teacher quality.

(cont.) How concerned are you about these education issues?

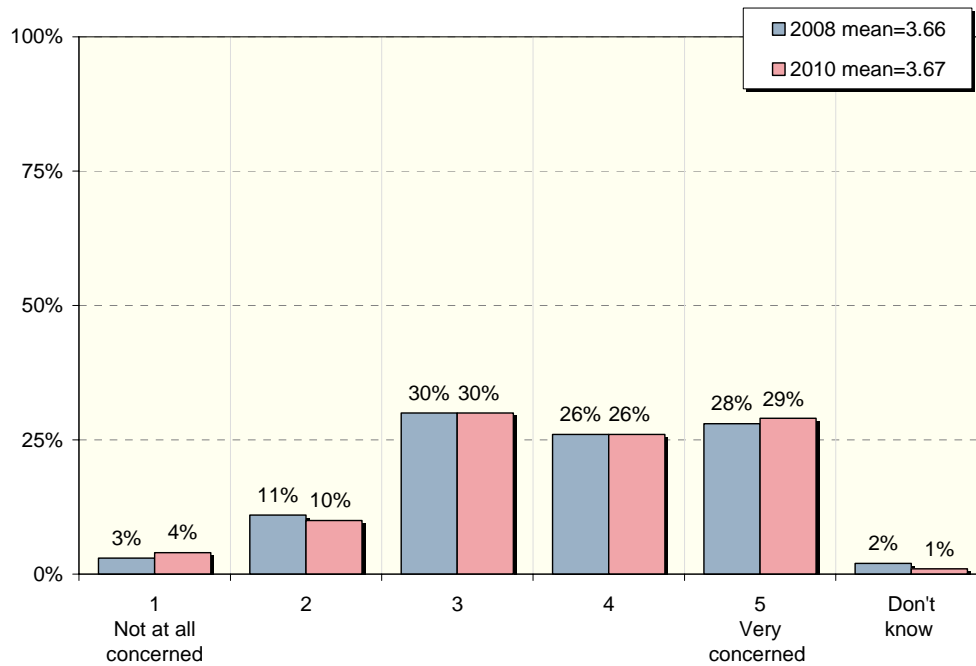
Question 28: Teacher pay



- ✓ Females; Democrats; residents whose ideology is more liberal (likelihood increases as ideology becomes more liberal); those who are employed part-time; homemakers; retirees; and Salt Lake County residents are more likely to say they are *very concerned* about teacher pay.
- ✓ Republicans; residents who are employed full-time or who are self-employed, Davis County residents; and Weber County residents are more likely to say they are *not concerned* (rating of 1-3) about teacher pay.

(cont.) How concerned are you about these education issues?

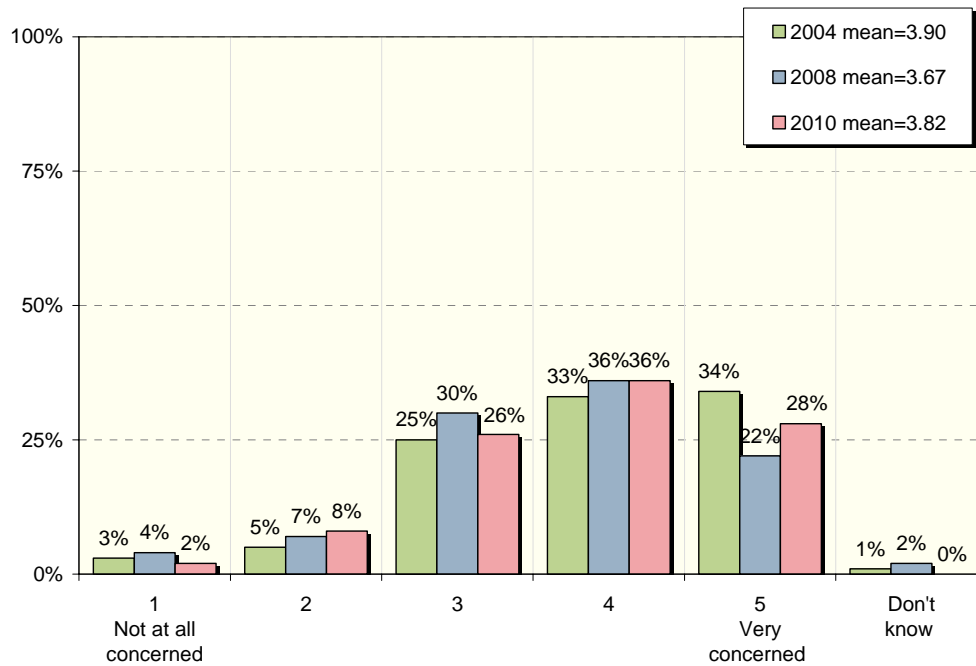
Question 29: School administration



- ✓ Females; residents with lower educational attainment (likelihood increases as highest educational level decreases); and those who have lived in Utah for longer than 20 years are more likely to say they are *very concerned* about school administration.

(cont.) How concerned are you about these education issues?

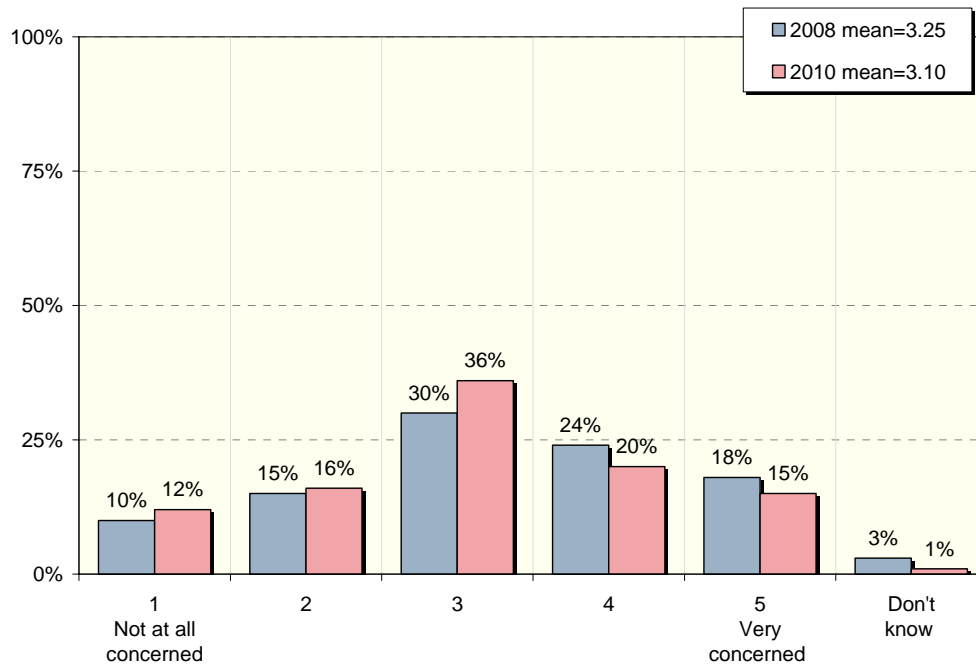
Question 30: Student performance or test scores



- ✓ Females are more likely to say they are *very concerned* about student performance.
- ✓ Residents whose ideology is either very conservative or liberal are more likely to say they are *not concerned* (1-3) about student performance.

(cont.) How concerned are you about these education issues?

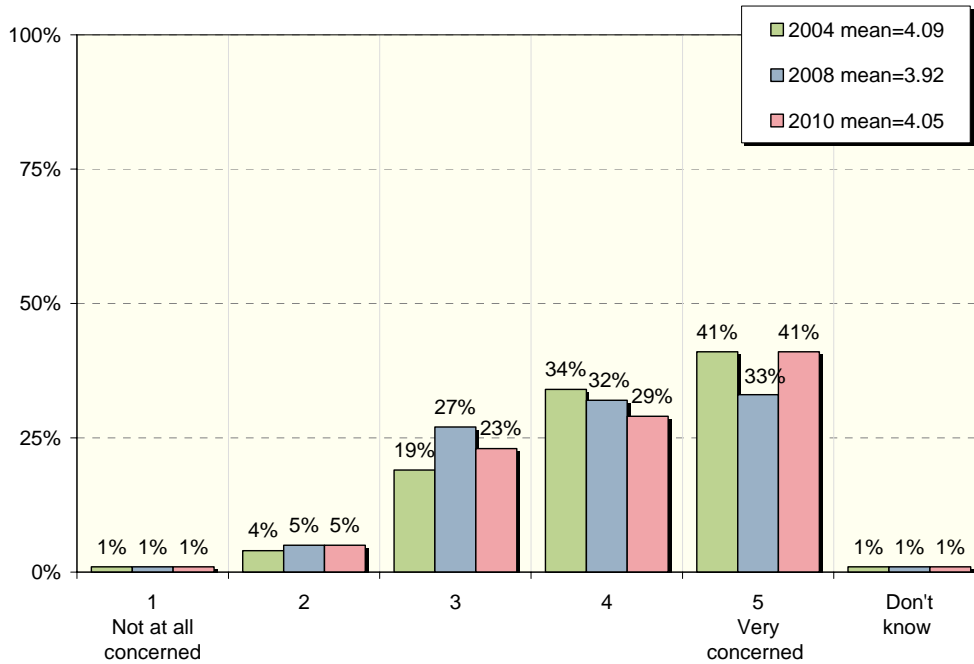
Question 31: Opportunities for minority children



- ✓ Single residents are more likely to say they are *very concerned* about opportunities for minority children.
- ✓ Residents with annual household income less than \$40,000 are more likely to say they are *not concerned* about opportunities for minority children.

(cont.) How concerned are you about these education issues?

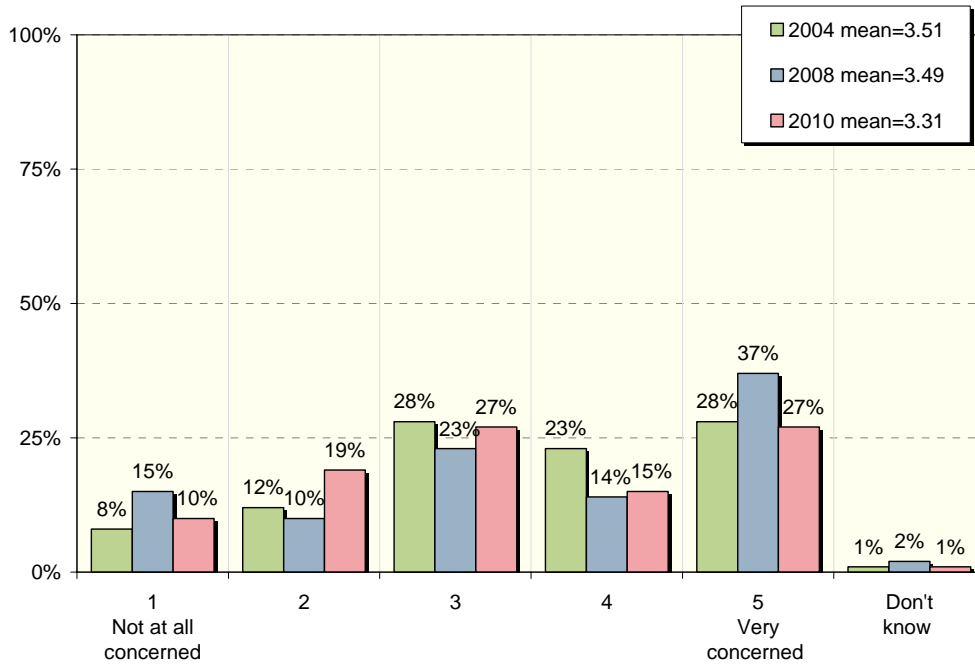
Question 32: Curriculum - what students are learning



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases); those whose religious preference is “other;” and those who are employed part-time or who are homemakers are more likely to say they are *very concerned* about curriculum.
- ✓ Residents who are employed full-time are more likely to say they are *not concerned* (rating of 1-3) about curriculum.

(cont.) How concerned are you about these education issues?

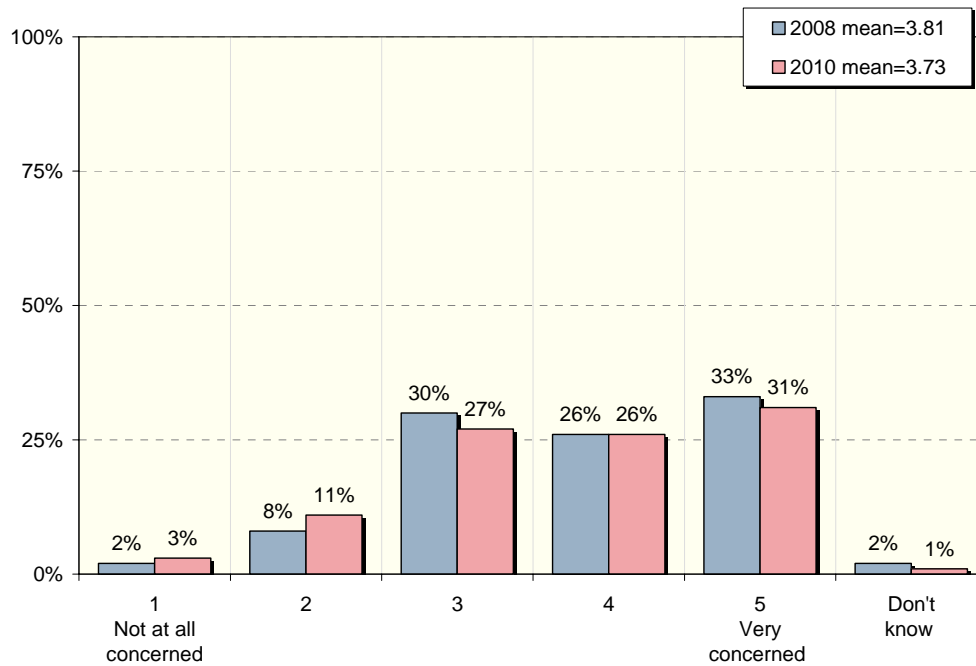
Question 33: School choice or vouchers (2004: Tuition tax credit and school choice)



- ✓ Older residents (likelihood increases as age increases); those with higher educational attainment (likelihood increases as education level increases); residents whose ideology is more conservative (likelihood increases as ideology becomes more conservative) are more likely to say they are *very concerned* about school choice.

(cont.) How concerned are you about these education issues?

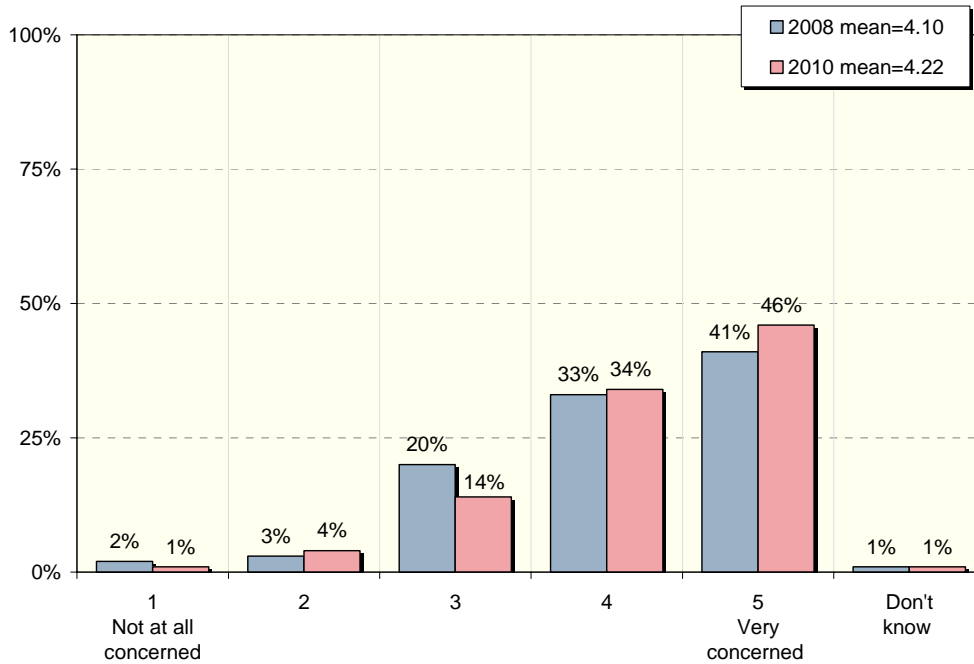
Question 34: Student discipline



- ✓ Females; older residents (likelihood increases as age increases); Republicans; residents whose ideology is more conservative (likelihood increases as ideology becomes more conservative); residents who do not have children under age 18 living in their home; those who are retired or who are homemakers; and those who do not live along the Wasatch Front are more likely to say they are *very concerned* about student discipline.
- ✓ Salt Lake County residents are more likely to say they are *not concerned* (rating of 1 or 2) about student discipline.

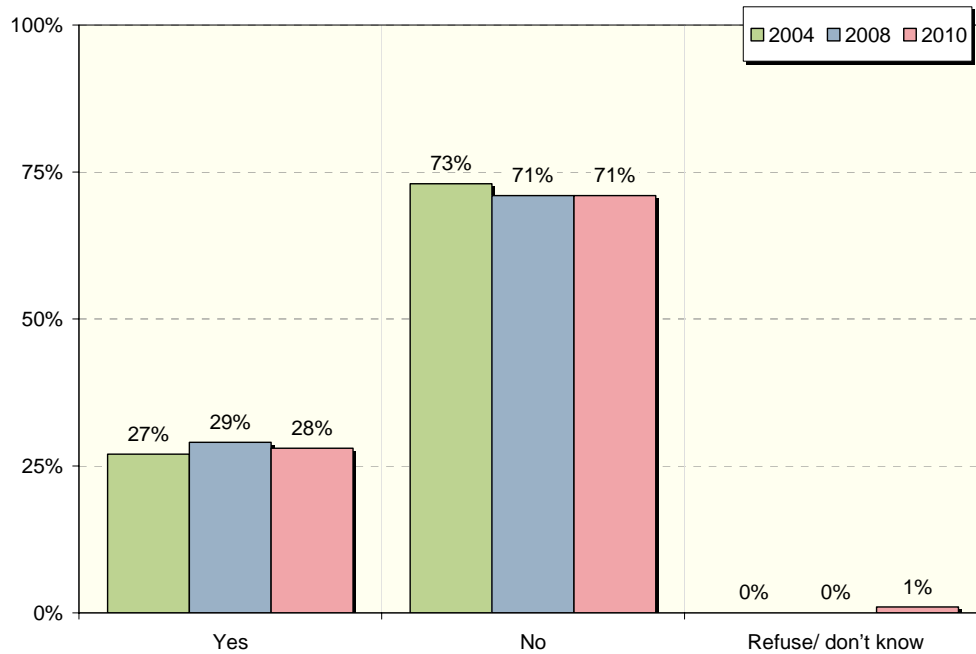
(cont.) How concerned are you about these education issues?

Question 35: How well students are prepared for college or careers



- ✓ Younger residents (likelihood increases as age decreases); residents whose religious preference is not Protestant or LDS; residents who are single; and homemakers are more likely to say they are *very concerned* about how well students are prepared for college.

Question 36: Are there any other issues with public education in Utah that you are concerned about?



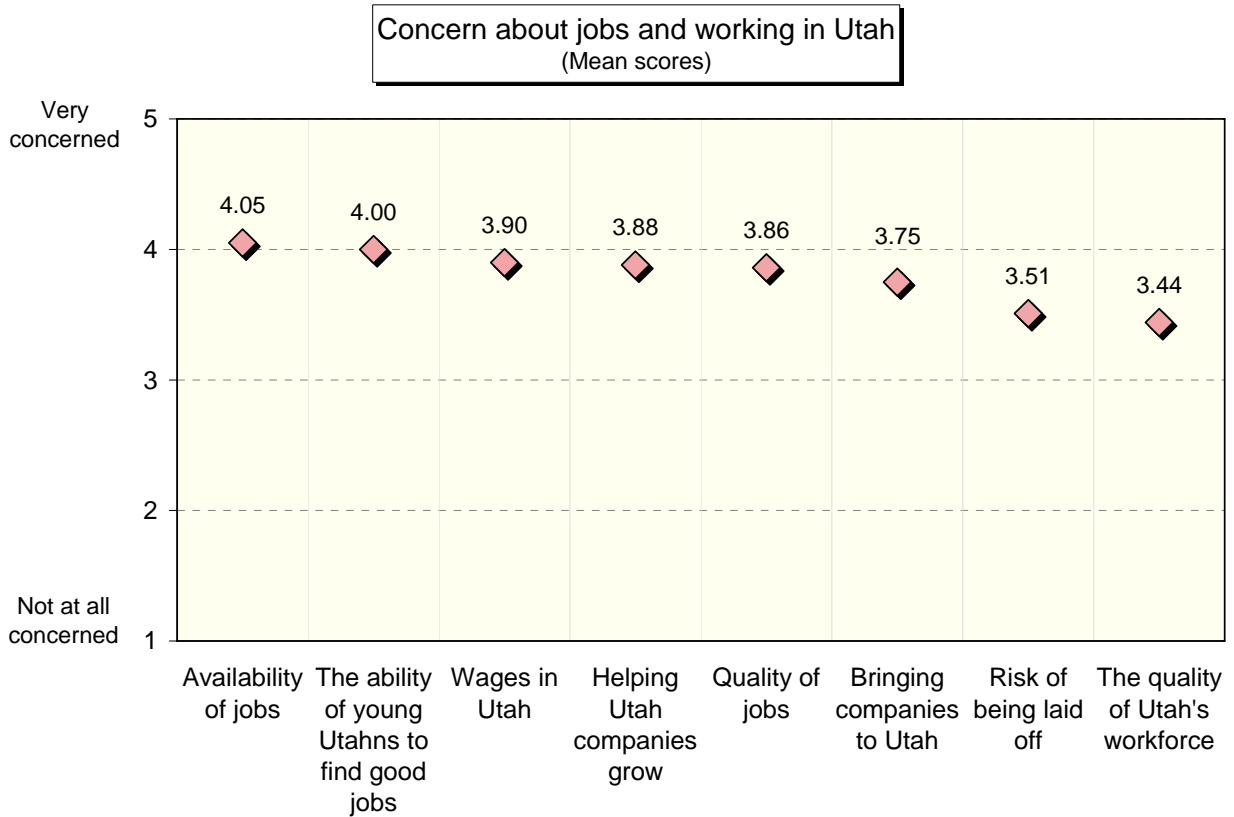
Question 37: [IF YES] What? (FIRST RESPONSE; TOP RESPONSES SHOWN)

	2004 n=151	2008 n=154	2010 n=148
School district split	0%	4%	13%
Curriculum issues	8%	12%	10%
Equalization of school funds	--	--	7%
Size and cost of administration	--	--	6%
Miscellaneous funding comments	--	--	6%
Charter schools	1%	2%	5%
Legislative comments	--	--	5%
Funding/ teachers' salaries	1%	6%	4%
Children with disabilities	0%	5%	4%
Teachers' union	0%	2%	4%
Eliminating 12th grade	--	--	4%
Quality teachers/ accountability	6%	4%	3%
Parental involvement	0%	2%	3%
Immigration/ illegal issue	0%	2%	3%

JOBS

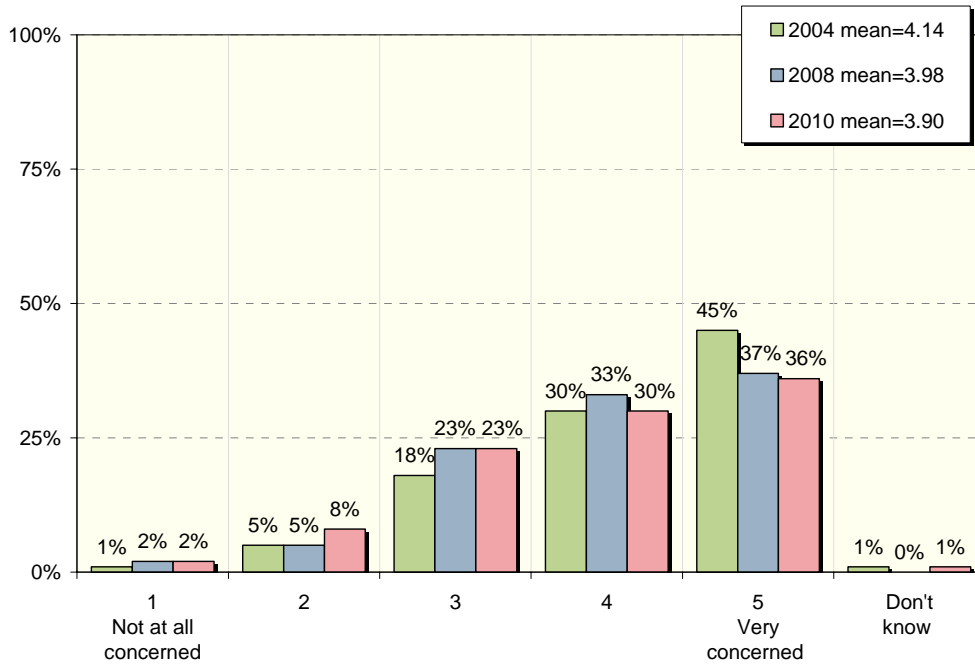
2004 **2008** **2010**
Number responding, unless otherwise specified 564 511 577

Questions 38-45: The next few questions deal with working in Utah. Using the same 1-5 scale, how concerned are you with...? (REPEAT SCALE AS NEEDED)



(cont.) How concerned are you about...?

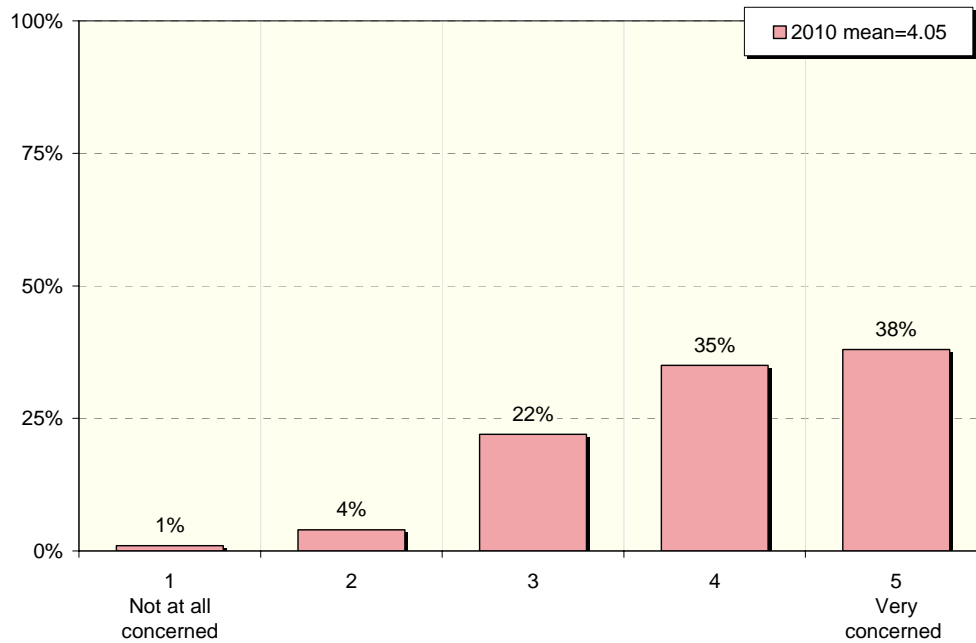
Question 38: Wages in Utah



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases); those whose ideology is more liberal (likelihood increases as ideology becomes more liberal); residents whose religious preference is "other" or none; those who are somewhat active or not active in their preferred religion; those who are single; and residents with lower annual household income (likelihood increases as income decreases) are more likely to say they are *very concerned* about wages in Utah.

(cont.) How concerned are you about...?

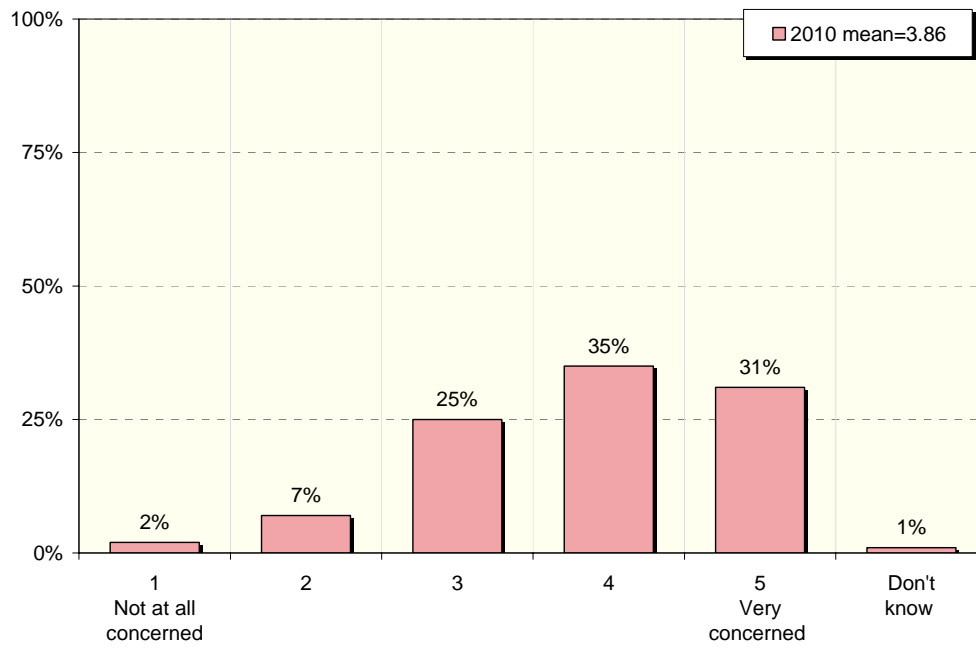
Question 39: Availability of jobs in Utah



- ✓ Residents with lower educational attainment (likelihood increases as education level decreases); those whose religious preference is “other;” those who have children in public schools; those who are employed part-time; homemakers; and those with annual household income less than \$40,000 are more likely to say they are *very concerned* about the availability of jobs in Utah.
- ✓ Protestants; residents who are retired; and residents with annual household income of \$100,000 or more are more likely to say they are *not concerned* (rating of 1-3) about the availability of jobs in Utah.

(cont.) How concerned are you about...?

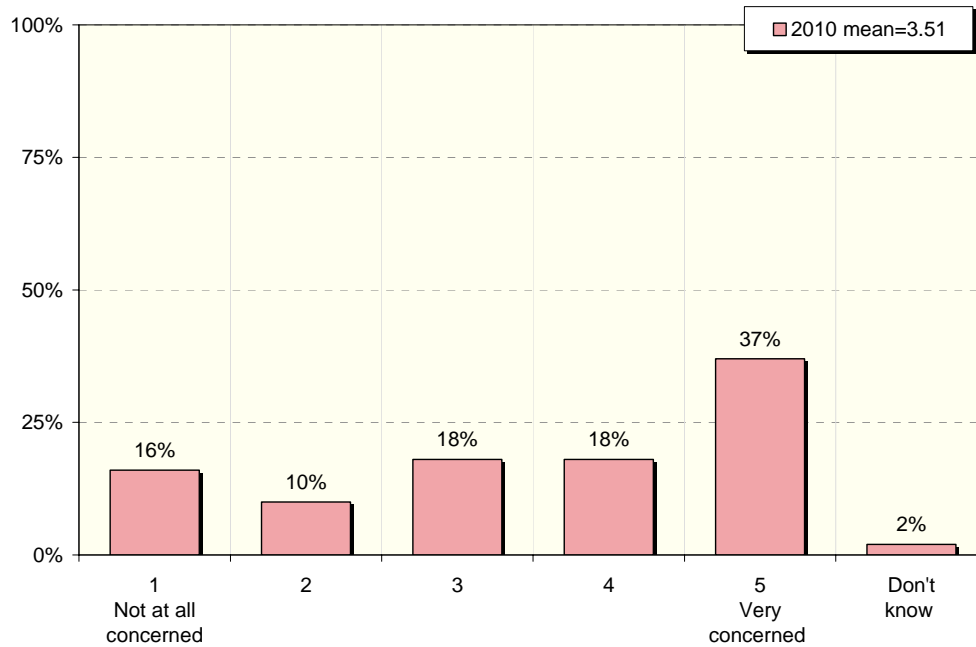
Question 40: Quality of jobs available in Utah



- ✓ Females and homemakers are more likely to say they are *very concerned* about the quality of jobs available in Utah.

(cont.) How concerned are you about...?

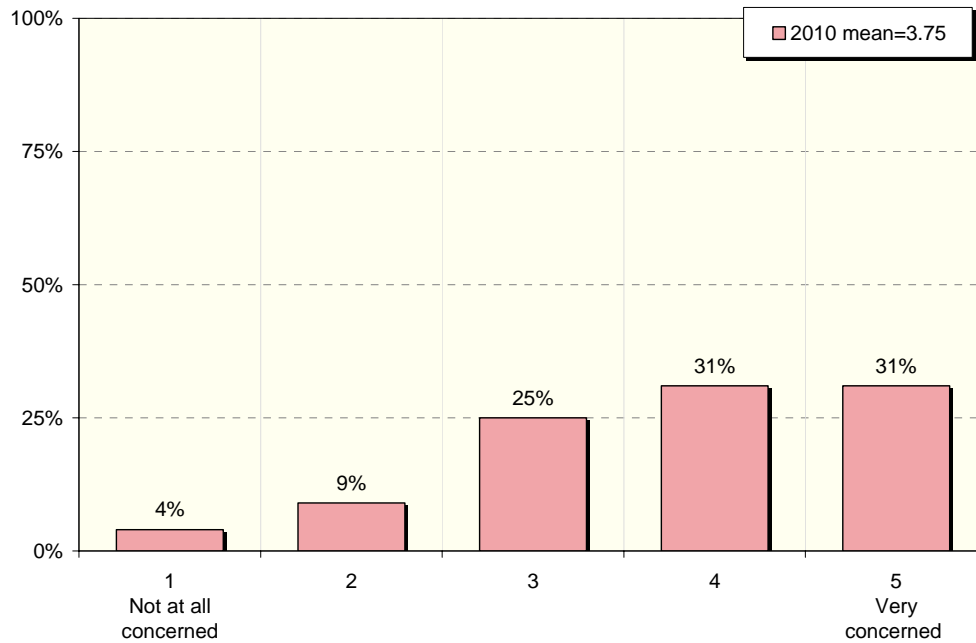
Question 41: Risk of being laid off or losing your job



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases); those whose ideology is more liberal (likelihood increases as ideology becomes more liberal); residents whose religious preference is "other;" those who are somewhat active or not active in their preferred religion; residents who are single; homemakers; people who are employed part-time; those with annual household income of less than \$40,000 or between \$60,000 and \$79,999; and Utah County residents are more likely to say they are *very concerned* about the risk of being laid off.
- ✓ Residents with annual household income of \$100,000 or more and those who do not live along the Wasatch Front are more likely to say they are *not at all concerned* about the risk of being laid off.

(cont.) How concerned are you about...?

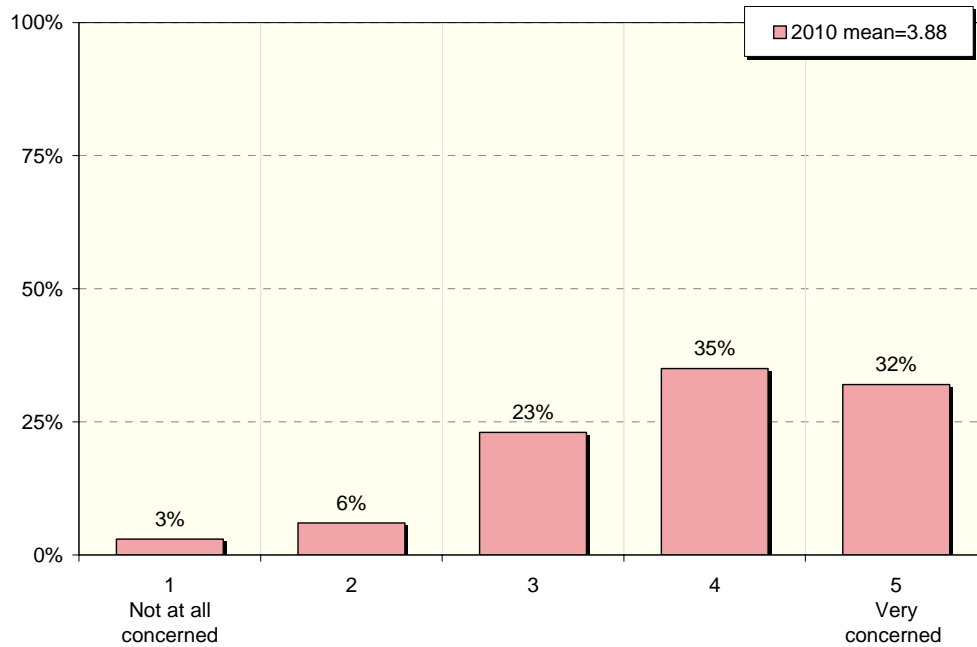
Question 42: Bringing companies to Utah from out of state



- ✓ Residents whose highest educational attainment is some college or technical school are more likely to say they are *very concerned* about bringing companies to Utah from out of state.

(cont.) How concerned are you about...?

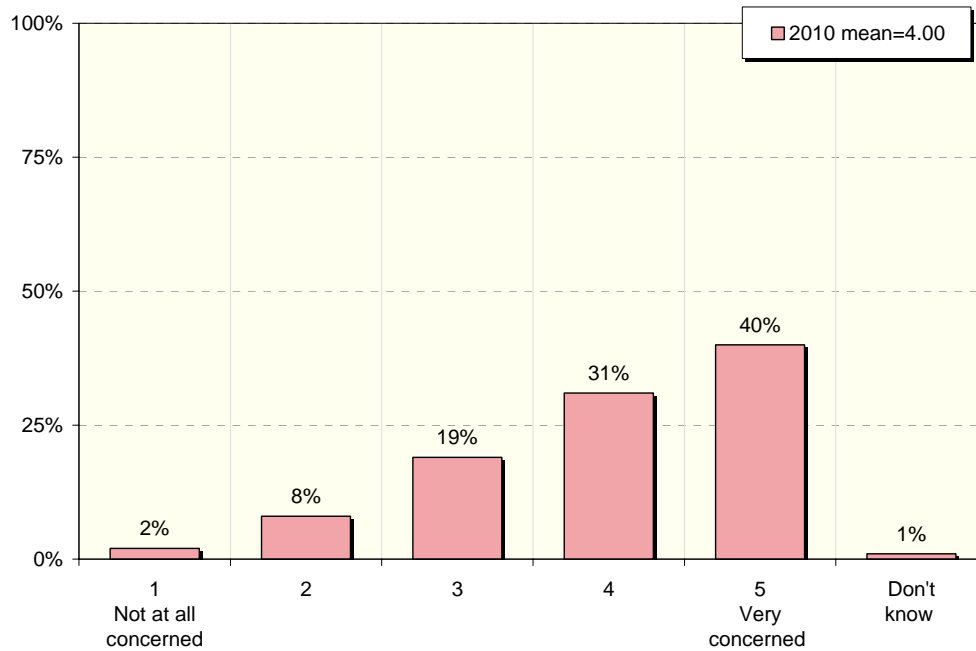
Question 43: Helping Utah companies grow in the state



- ✓ Females; residents who are employed part-time; and homemakers are more likely to say they are *very concerned* about helping Utah companies grow in the state.

(cont.) How concerned are you about...?

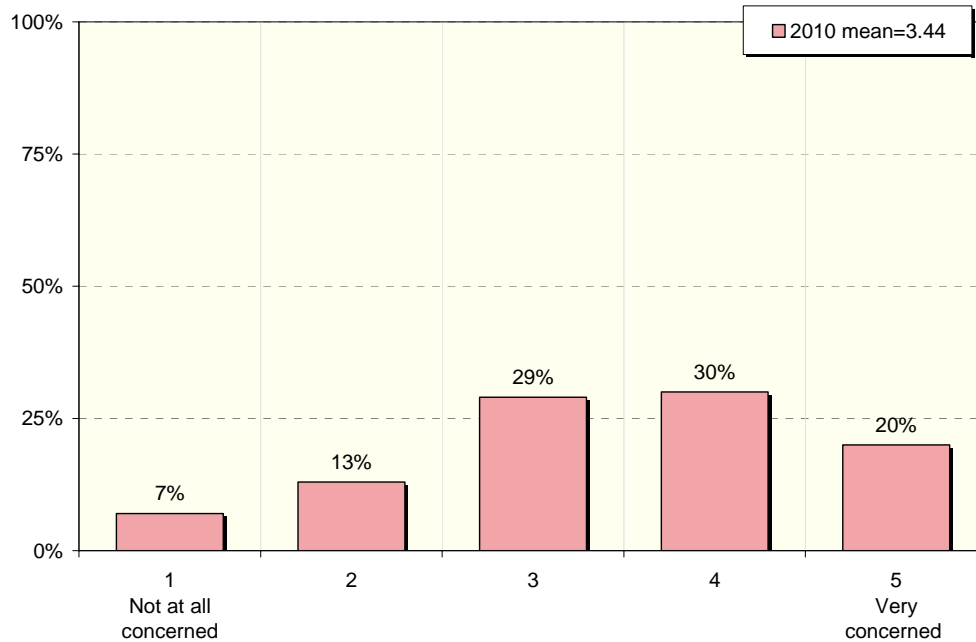
Question 44: The ability of young Utahns to find good jobs in Utah



- ✓ Females; older residents (likelihood increases with age); those who have lived in Utah for more than 20 years; those who have a household member attending a university, college, or technical school in Utah; and residents who are retired, homemakers, or who are employed part-time are more likely to say they are *very concerned* about the ability of young Utahns to find good jobs in Utah.
- ✓ College graduates are more likely to say they are *not concerned* (rating of 1-2) about the ability of young Utahns to find good jobs in Utah.

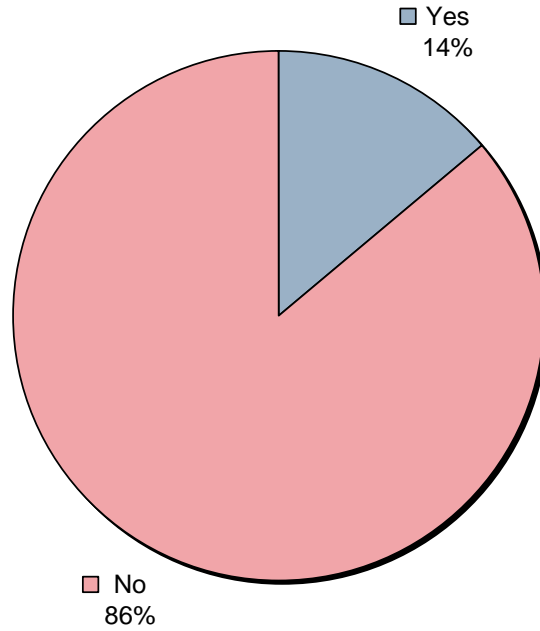
(cont.) How concerned are you about...?

Question 45: The quality of Utah's workforce – how well Utahns are prepared for good jobs



- ✓ Residents with higher educational attainment (likelihood increases as education level increases) and those who have lived in Utah for a shorter time (likelihood increases as length of residency decreases) are more likely to say they are *not concerned* about the quality of Utah's workforce.

Question 46: Are there any other issues with jobs that you are concerned about?



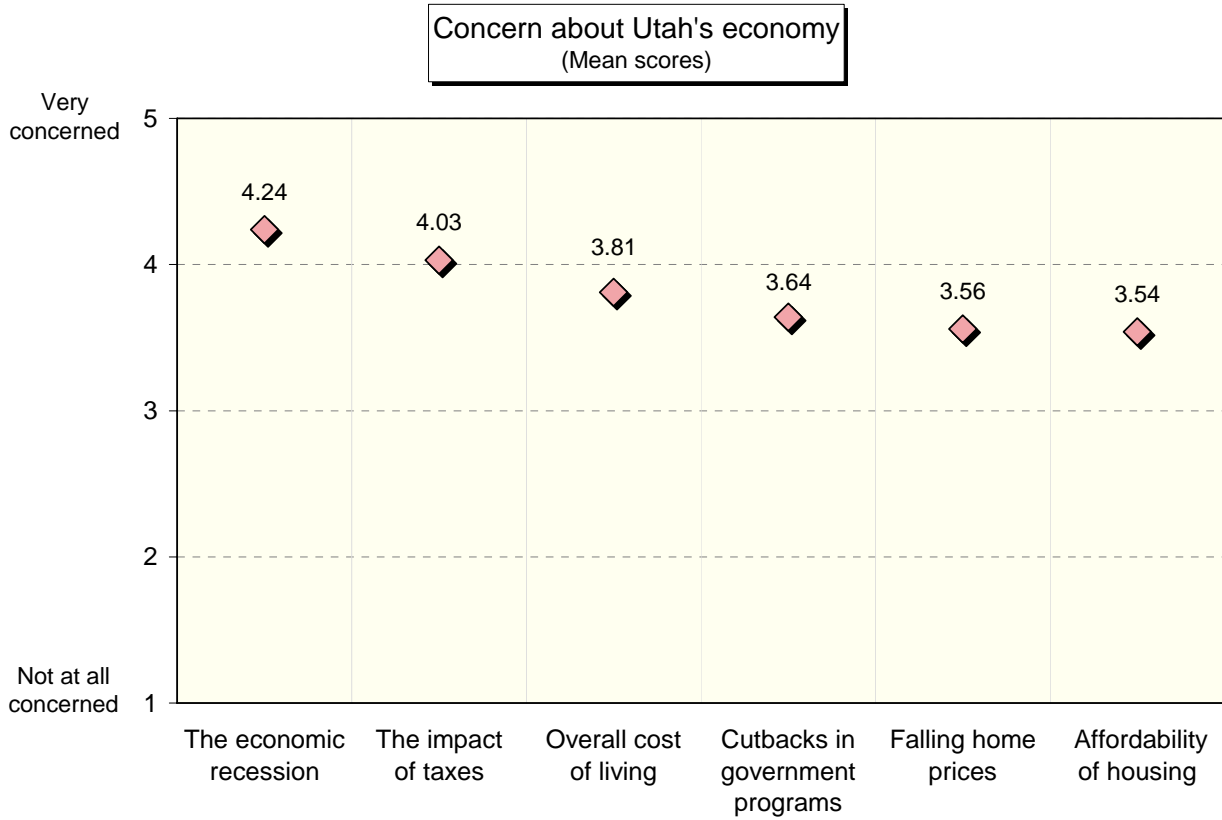
Question 47: [IF YES] What? (FIRST RESPONSE; TOP RESPONSES SHOWN)

	2004 n=106	2008 n=84	2010 n=83
Unemployment/ no jobs	16%	0%	15%
Aid to small businesses	2%	0%	10%
Illegal aliens/ illegal immigrant	3%	6%	10%
Health care	0%	3%	6%
Need better wages/ wages too low	6%	9%	6%
Alternate energy solutions	--	--	5%
Government spending/ deficit	9%	7%	3%
Higher paying jobs/ quality jobs	1%	2%	3%
Keeping jobs in Utah	5%	3%	3%
Recession	2%	0%	3%
Equal wages for men and women	--	--	3%

ECONOMY

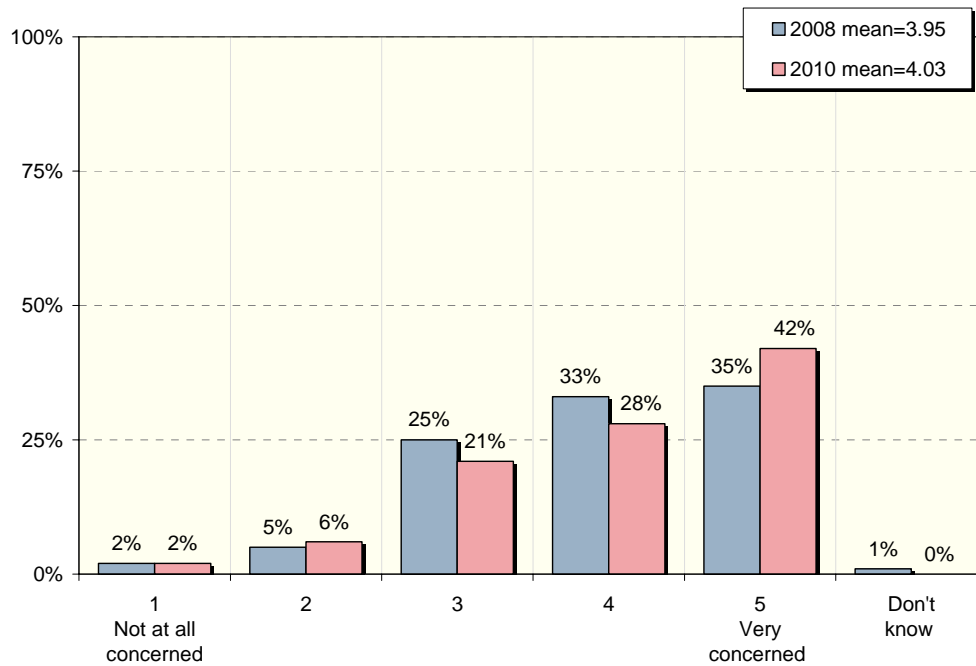
Number responding, unless otherwise specified **2004** **2008** **2010**
 564 511 577

Questions 48-53: The next few questions deal with Utah's economy. Using the same 1-5 scale, how concerned are you with...? (REPEAT SCALE AS NEEDED) (n=577)



(cont.) How concerned are you about...?

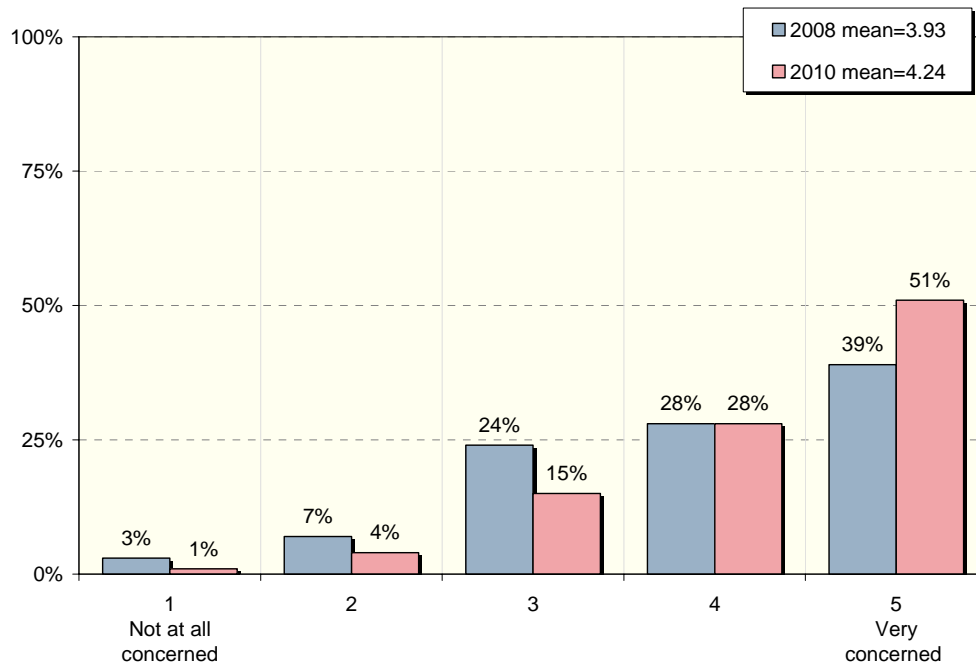
Question 48: The impact of taxes on the economy



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases); those who have lived in Utah for a longer time (likelihood increases as length of residency increases); Republicans; residents whose ideology is more conservative (likelihood increases as ideology becomes more conservative); those whose religious preference is "other;" those who have children in public schools; residents who are self-employed or who are homemakers; Weber County residents; and residents who do not live along the Wasatch Front are more likely to say they are *very concerned* about the impact of taxes on the economy.

(cont.) How concerned are you about...?

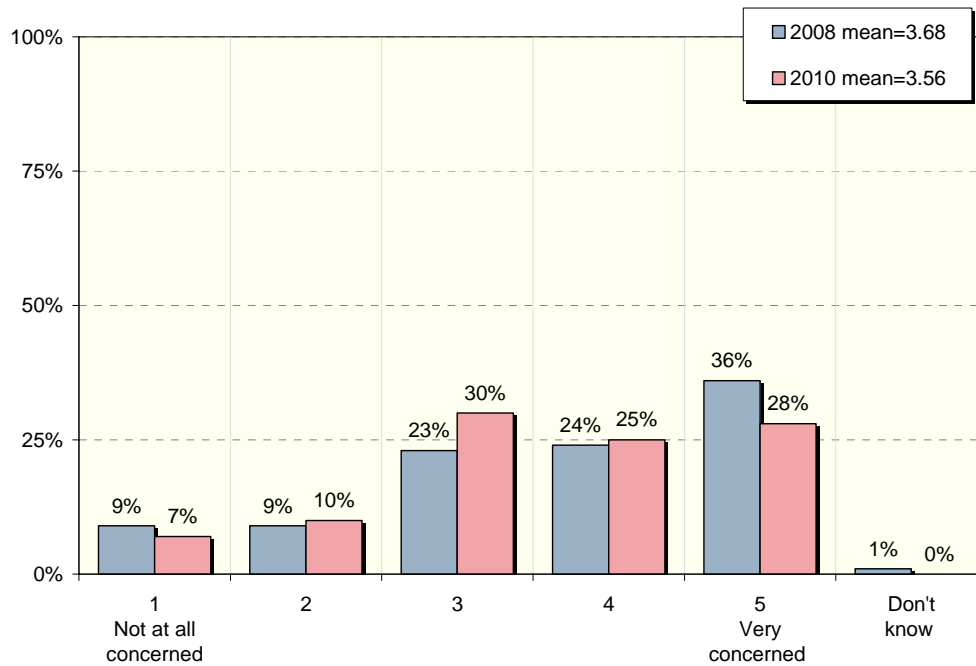
Question 49: The economic recession (2008: Potential recession)



- ✓ Females; residents age 65 and older; those with lower educational attainment (likelihood increases as education level decreases); those who have lived in Utah for a longer time (likelihood increases as length of residency increases); residents whose religious preference is not Protestant or LDS; those who do not have children under age 18 living at home; those with lower annual household income (likelihood increases as income decreases); Utah County residents and residents who do not live along the Wasatch Front are more likely to say they are *very concerned* about the economic recession.

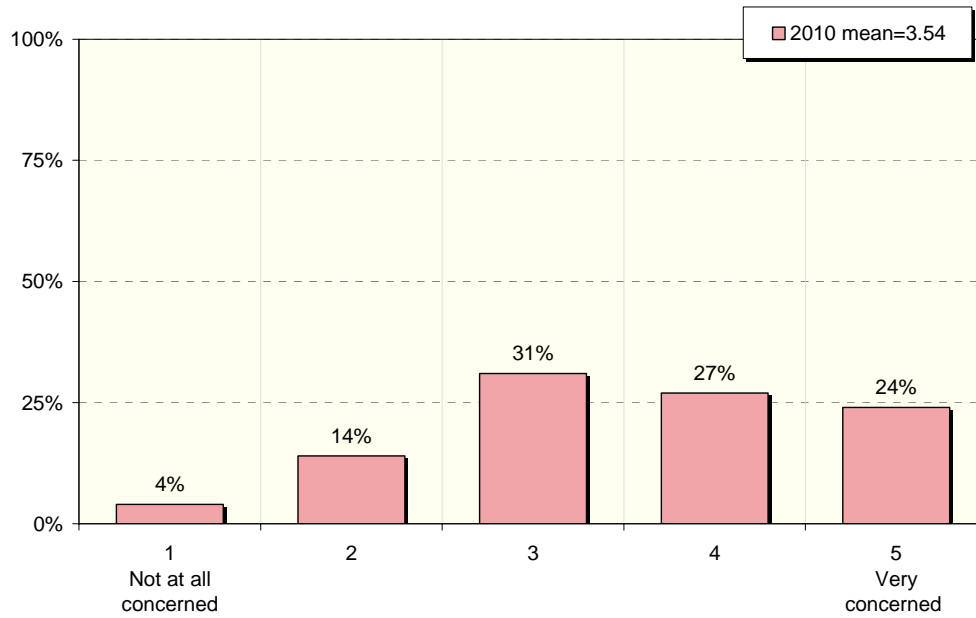
(cont.) How concerned are you about...?

Question 50: Falling home prices (2008: Declining home values)



- ✓ Females; residents whose highest educational attainment is high school or less; and those who are somewhat active or not active in their preferred religion (likelihood increases as religious activity decreases) are more likely to say they are *very concerned* about falling home prices.

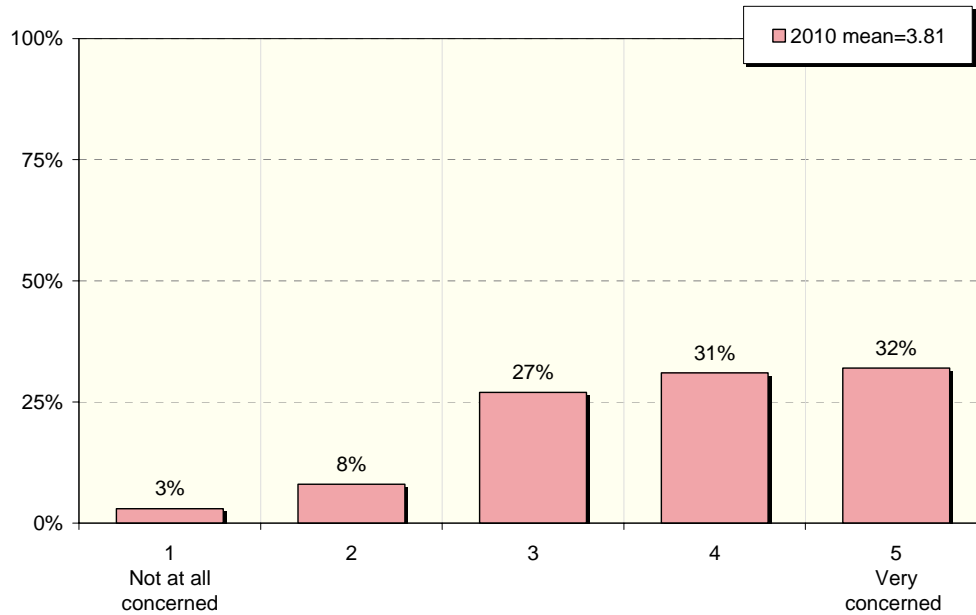
Question 51: Affordability of housing



- ✓ Residents with lower educational attainment (likelihood increases as education level decreases) and those with lower annual household income (likelihood increases as income decreases) are more likely to say they are very concerned about the affordability of housing.

(cont.) How concerned are you about...?

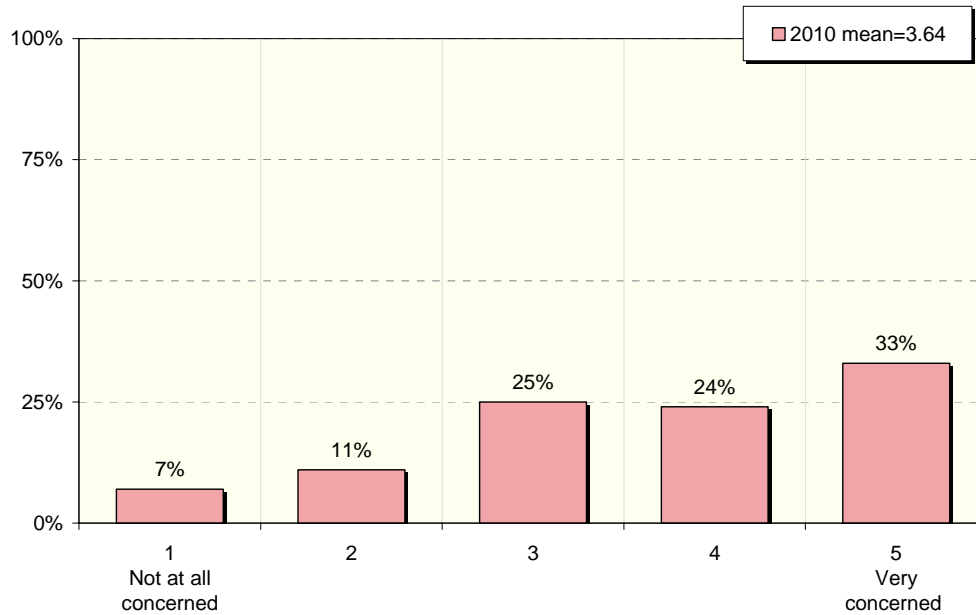
Question 52: Overall cost of living



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases, those whose religious preference is “other;” those who do not have children in public schools; residents who have a household member who is attending college, university, or technical school in Utah; and those with lower annual household income (likelihood increases as income decreases) are more likely to say they are *very concerned* about the overall cost of living.

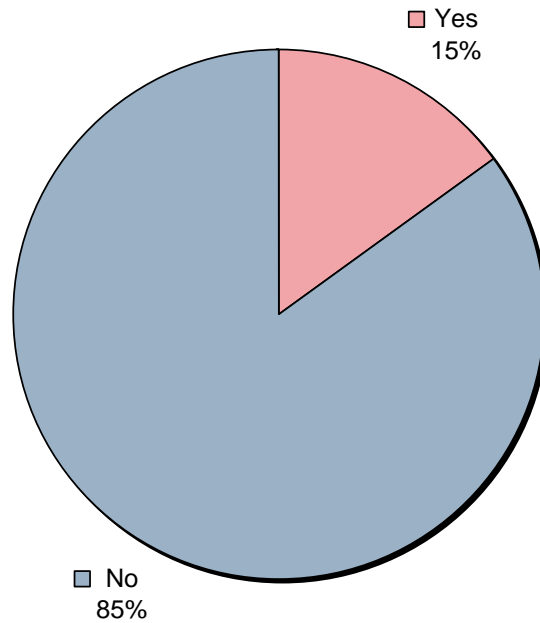
(cont.) How concerned are you about...?

Question 53: Cutbacks in state and local government



- ✓ Females; residents with lower educational attainment (likelihood increases as education level decreases); residents whose ideology is more liberal (likelihood increases as ideology becomes more liberal); residents who are somewhat active or not active in their preferred religion; those who do not have children under age 18 living in their home; those who are unemployed or retired; residents with lower annual household income (likelihood increases as income decreases); Salt Lake County residents; and those who do not live along the Wasatch Front are more likely to say they are *very concerned* about cutbacks in state and local government programs because of the economy.

Question 54: Are there any other issues with the economy that you are concerned about?



Question 55: [IF YES] What? (FIRST RESPONSE)

	2010 n=88
Miscellaneous tax comments	14%
Bad economy	12%
Government spending	9%
Government interference	9%
Health care issues	8%
National/ state/ personal debt	8%
Housing issues	6%
Miscellaneous job issues	6%
Banking industry issues	4%
Inflation/ cost of living	4%
Illegal immigration	3%
Miscellaneous	17%

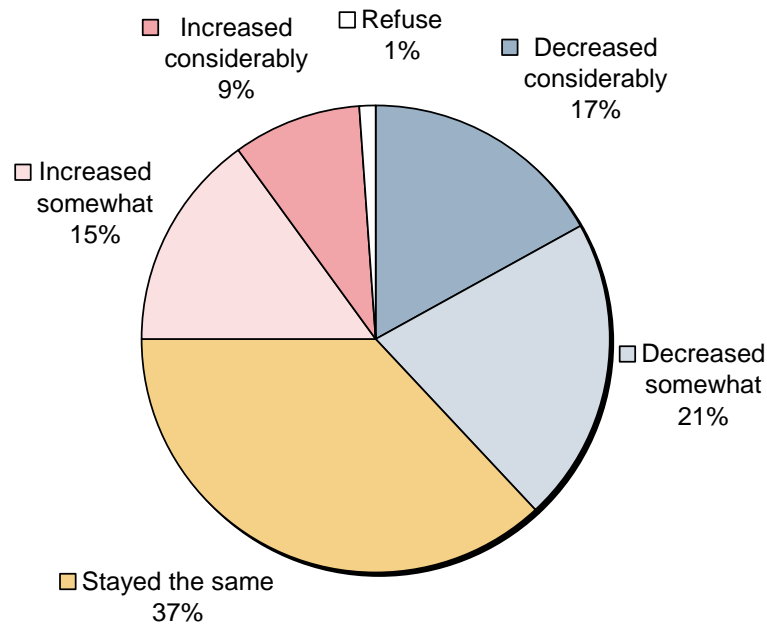
PERSONAL FINANCES

(IF LEVEL OF CONCERN IS 3, 4, OR 5 ON Q.9)

Thinking now about your personal finances...

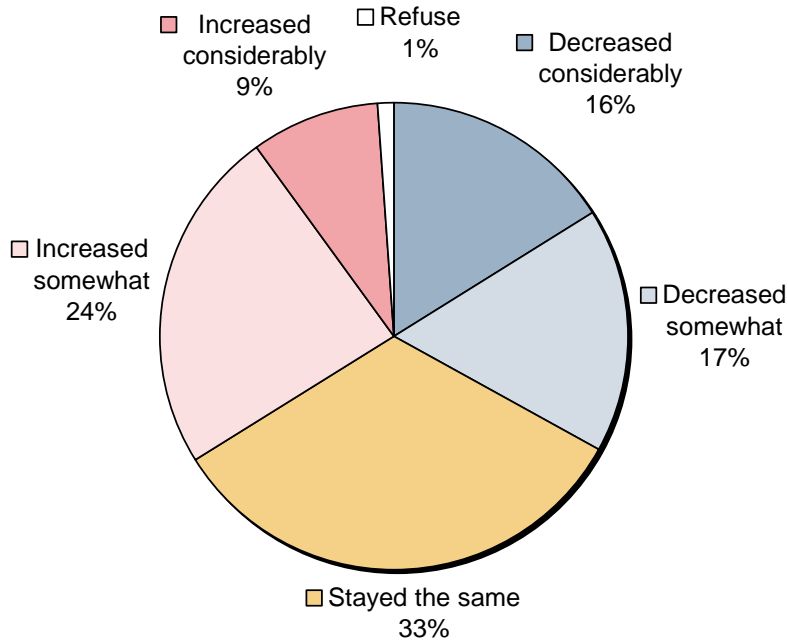
	2004	2008	2010
Number responding, unless otherwise specified	564	511	577

Question 56: In the past two years, how has your level of personal debt changed?
Would you say it has ...?



- ✓ Residents age 18 to 34 and those who are employed full-time are more likely to say their level of personal debt has *decreased considerably*.
- ✓ Residents age 65 and older and those who do not have children under age 18 living in their home are more likely to say their level of personal debt has *stayed the same*.
- ✓ Residents age 18 to 34 (presumably a different segment of this age group than answered 'decreased considerably' above); those who have children under age 18 living at home; and those who are unemployed or who are self-employed are more likely to say their level of personal debt has *increased*.

Question 57: And how has your level of personal savings changed? Would you say it has...?



- ✓ Males; younger residents; those who have either some college or technical school or who have a college degree; those who are employed full-time or part-time; and those with higher annual household income (likelihood increases as income level increases) are more likely to say their level of personal savings has *increased*.

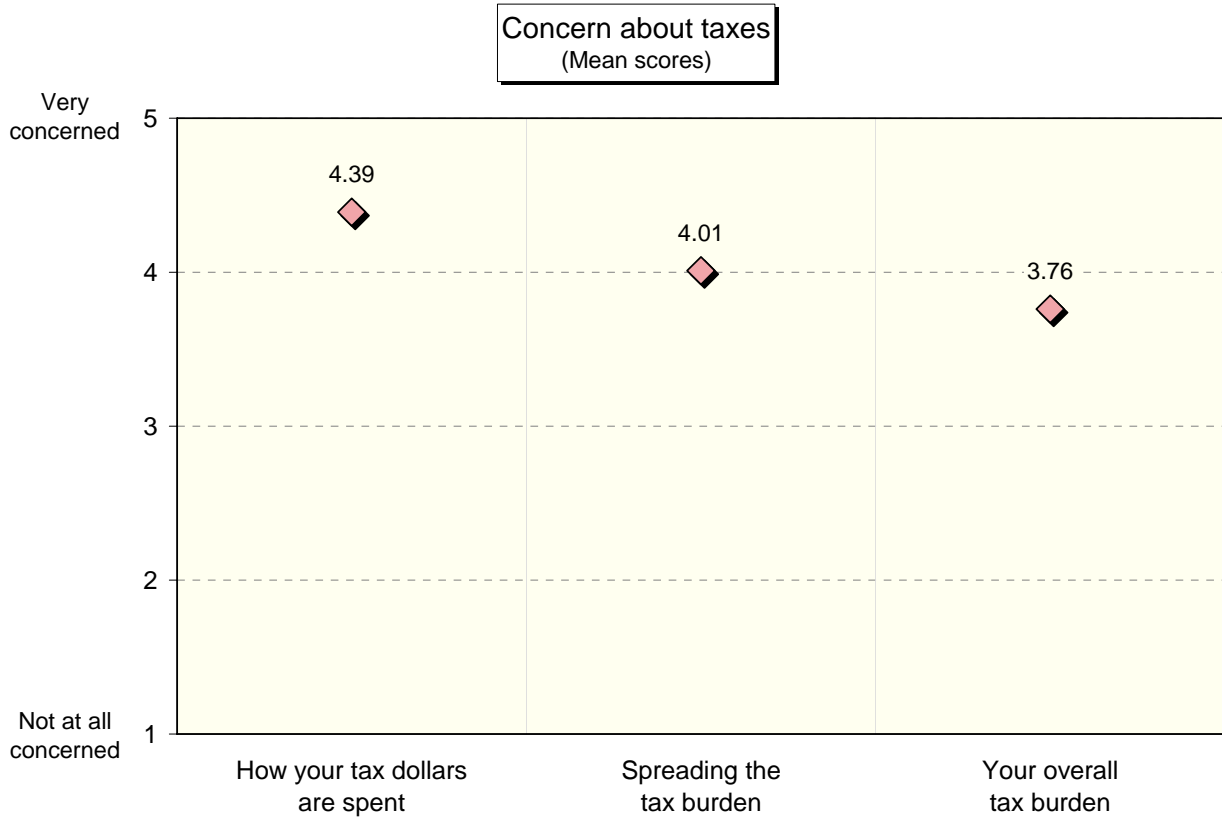
TAXES

(ASKED OF ALL RESPONDENTS IN 2010; IF 3, 4, OR 5 ON "TAXES" IN 2008 AND 2004)

	2004	2008	2010
Number responding, unless otherwise specified	527	551	604

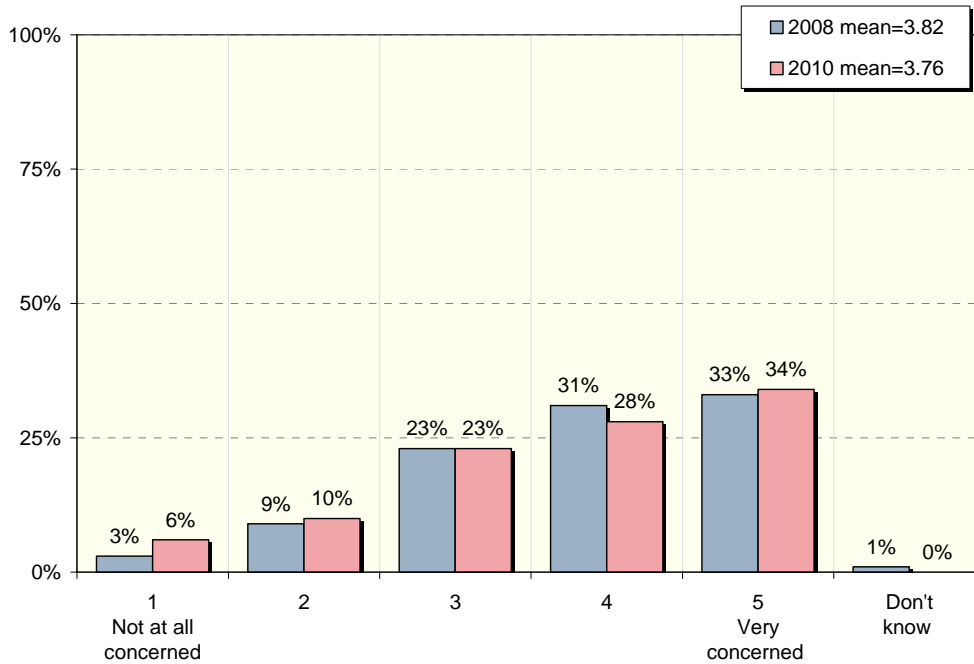
Questions 58-60: This time please rate how concerned you are about the following tax issues.

(ASKED OF ALL RESPONDENTS IN 2010; IF 3, 4, OR 5 ON "TAXES" IN 2008 AND 2004)



(cont.) How concerned are you about...?

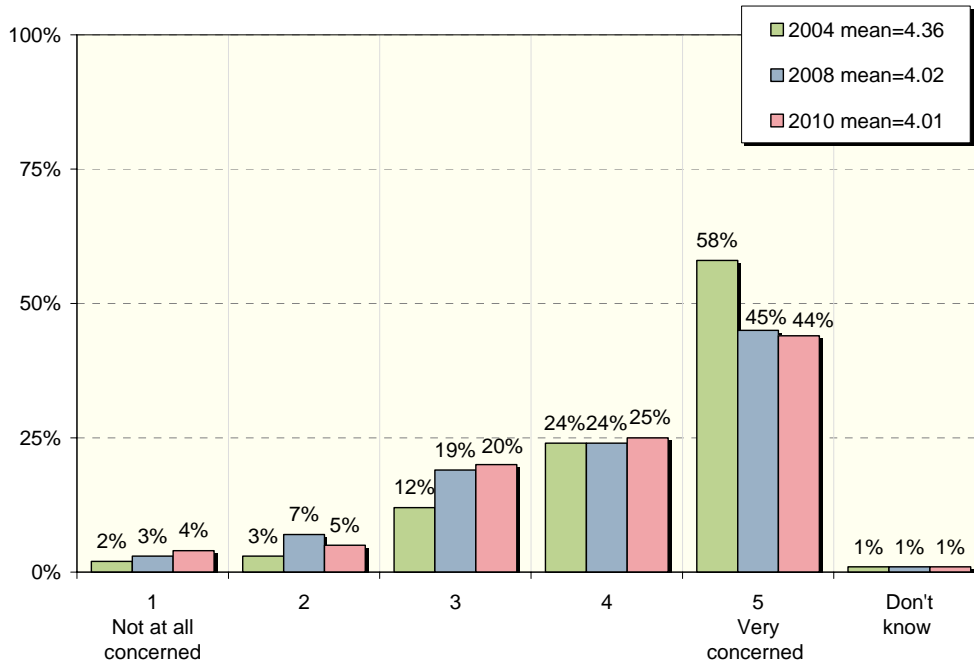
Question 58: Your overall tax burden



- ✓ Females; older residents (likelihood increases with age); residents with lower educational attainment (likelihood increases as education level decreases); those who have lived in Utah for a longer time (likelihood increases as length of residency increases); residents who have no religious preference or whose preference is "other;" residents who have children who attend public schools; and those whose annual household income is less than \$40,000 are more likely to say they are *very concerned* about the overall tax burden.

(cont.) How concerned are you about...?

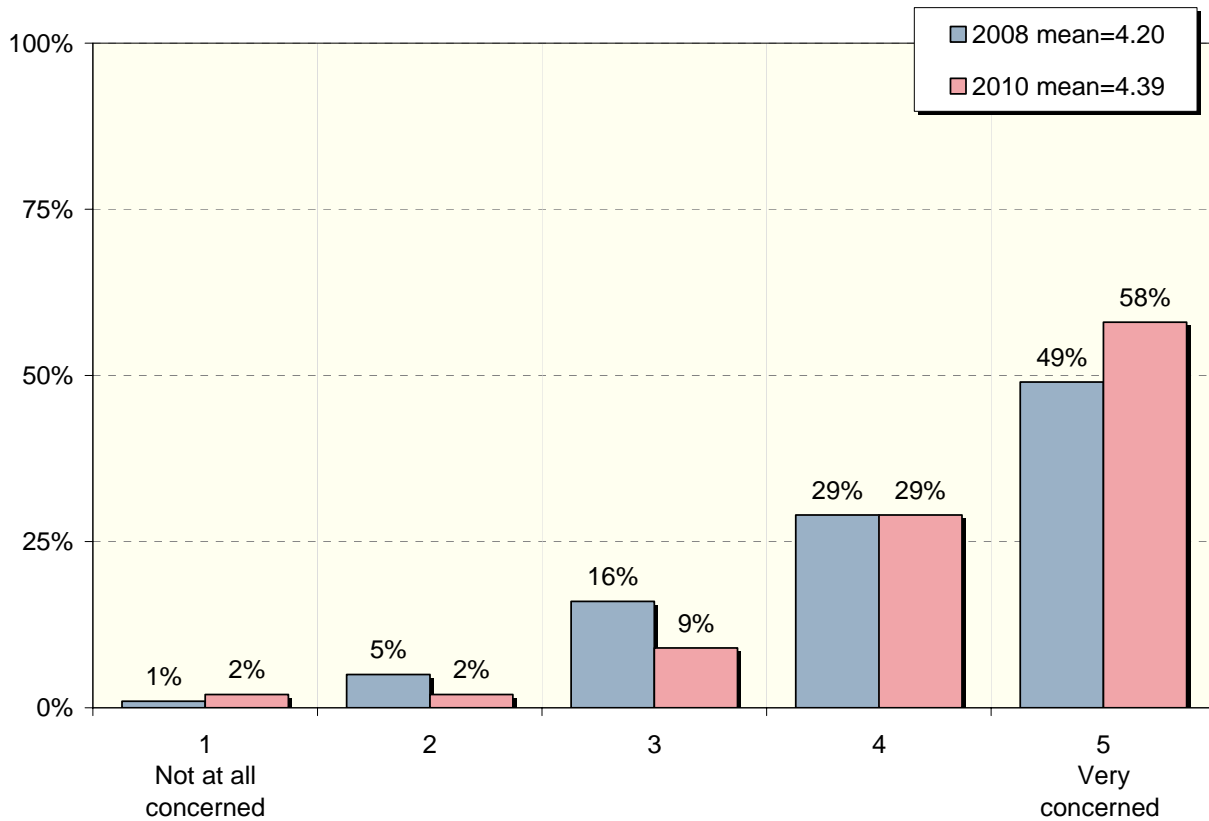
Question 59: Spreading the tax burden fairly among Utahns



- ✓ Older residents (likelihood increases with age); residents with lower educational attainment (likelihood increases as education level decreases); those who have lived in Utah for a longer time (likelihood increases as length of residency increases); independent voters; residents whose ideology is somewhat or very liberal; those whose religious preference is Catholic, "other," or who have no preference; and those who are somewhat active or not active in their preferred religion are more likely to say they are *very concerned* about spreading the tax burden fairly among Utahns.

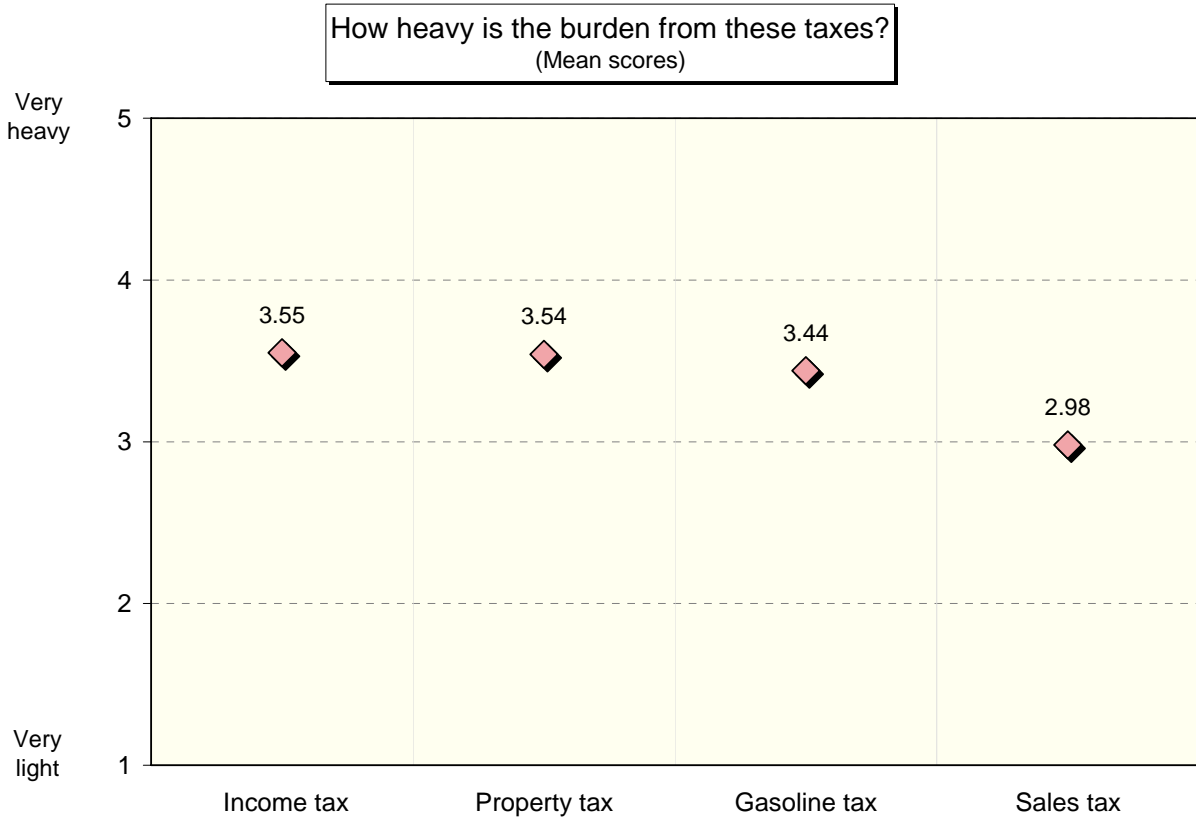
(cont.) How concerned are you about...?

Question 60: How your tax dollars are spent



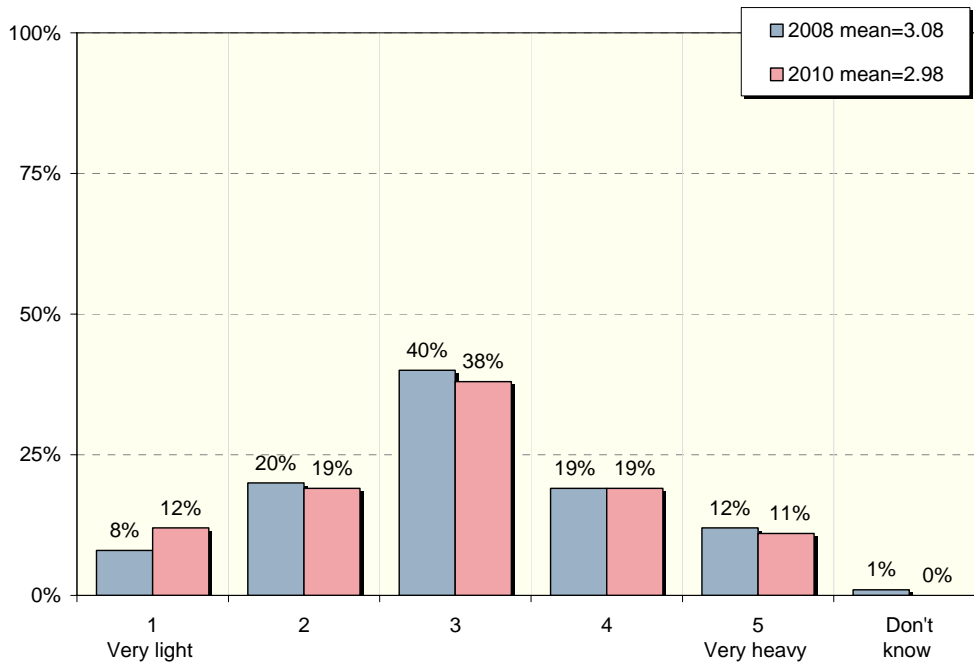
- ✓ Conservative residents (likelihood increases as ideology becomes more conservative); those whose religious preference is “other;” and those who are somewhat active or not active in their preferred religion are more likely to say they are *very concerned* about how their tax dollars are spent.
- ✓ Residents who do not have children under age 18 living in their home are more likely to say they are *not concerned* (rating of 1-3) about how their tax dollars are spent.

Questions 61-64: Thinking about the specific taxes paid by Utah residents - please tell me how much of a burden is imposed on you by the following taxes? Rate each tax from 1-5, with one being a very light burden and five being a very heavy burden.



(cont.) How heavy is the burden from...?

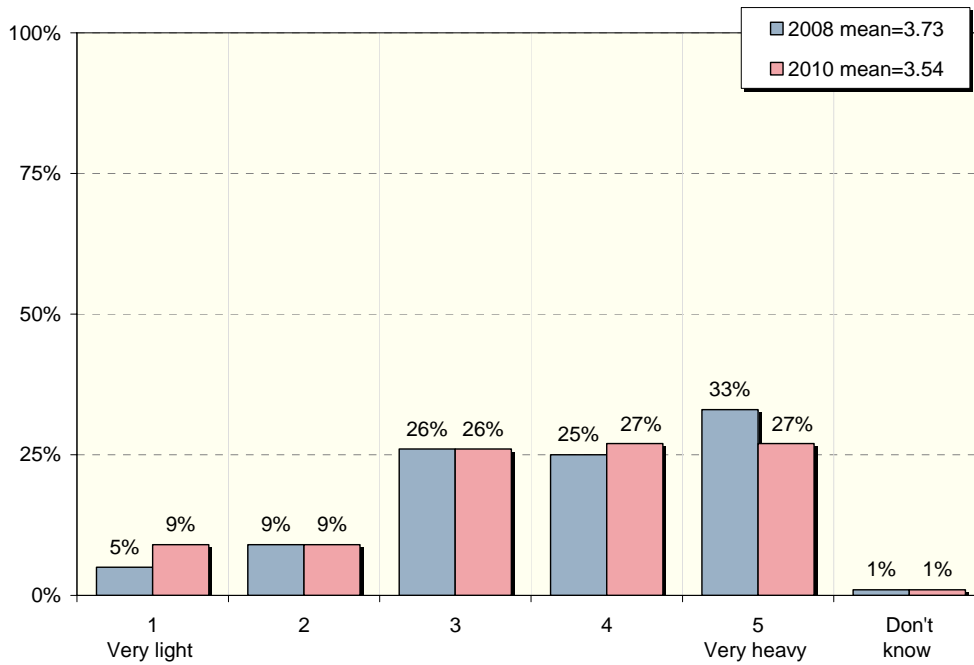
Question 61: Sales tax



- ✓ Republicans and residents who have a household member attending a college, university, or technical school in Utah are more likely to say the burden imposed on them by sales tax is *somewhat heavy* (rating of 4).
- ✓ Residents with lower educational attainment (likelihood increases as education level decreases) and those with lower annual household income (likelihood increases as income level decreases) are more likely to say the burden imposed on them by sales tax is *very heavy*.

(cont.) How heavy is the burden from...?

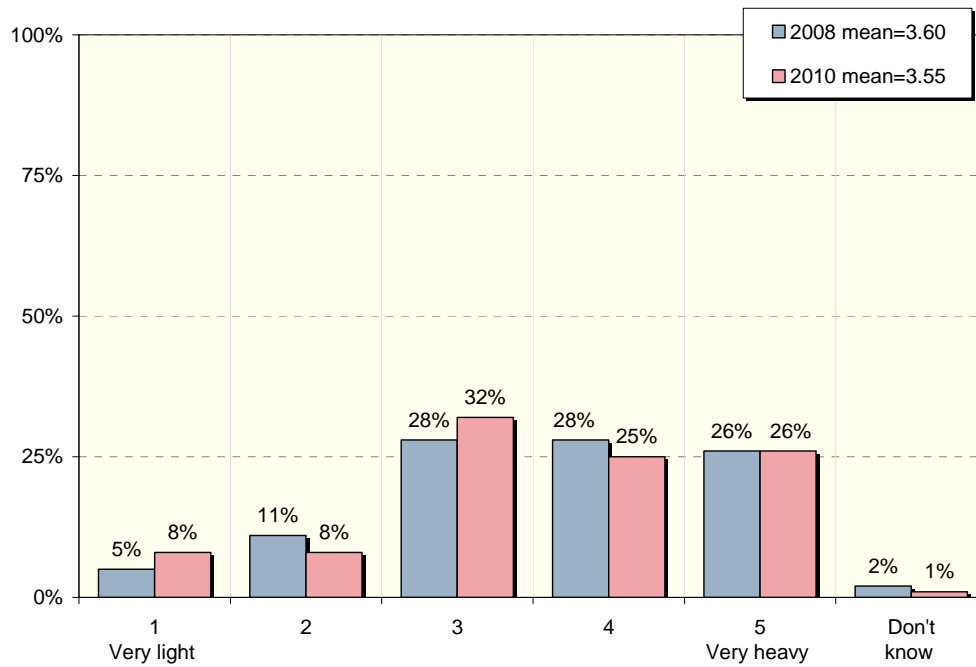
Question 62: Property tax



- ✓ Females; older residents (likelihood increases as age increases); those with lower educational attainment (likelihood increases as education level decreases); those who have lived in Utah for a longer time (likelihood increases as length of residency increases); married residents; and those with annual household income less than \$40,000 are more likely to say the burden imposed on them by property tax is *very heavy*.

(cont.) How heavy is the burden from...?

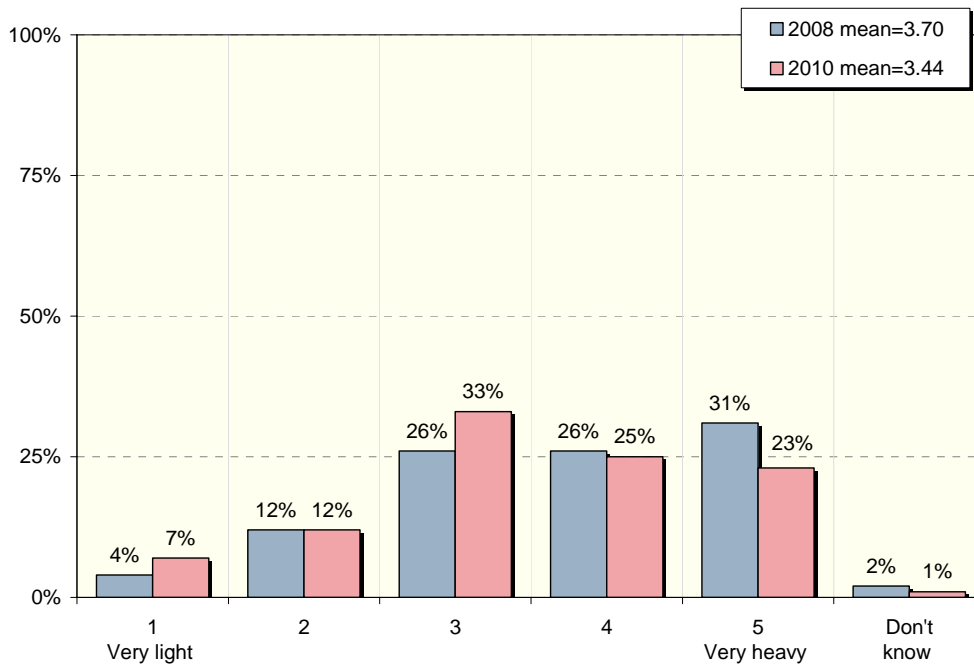
Question 63: Income tax



- ✓ Residents with annual household income less than \$40,000 are more likely to say the burden imposed on them by income tax is *light* (rating of 1-2).
- ✓ Residents who have lived in Utah for longer than 20 years are more likely to say the burden imposed on them by income tax is *somewhat heavy* (rating of 4).
- ✓ Older residents (likelihood increases as age increases); married residents; those with annual household income between \$60,000 and \$79,999; and residents who do not live along the Wasatch Front are more likely to say the burden imposed on them by income tax is *very heavy*.

(cont.) How heavy is the burden from...?

Question 64: Gasoline tax



- ✓ Residents who have lived in Utah for 20 years or less are more likely to say the burden imposed on them by the gas tax is *light* (rating of 1-2).
- ✓ Females; older residents (likelihood increases as age increases); those with lower educational attainment (likelihood increases as education level decreases); those who have lived in Utah for longer than 20 years; retired residents; and those who do not live along the Wasatch Front are more likely to say the burden imposed on them by the gas tax is *very heavy*.

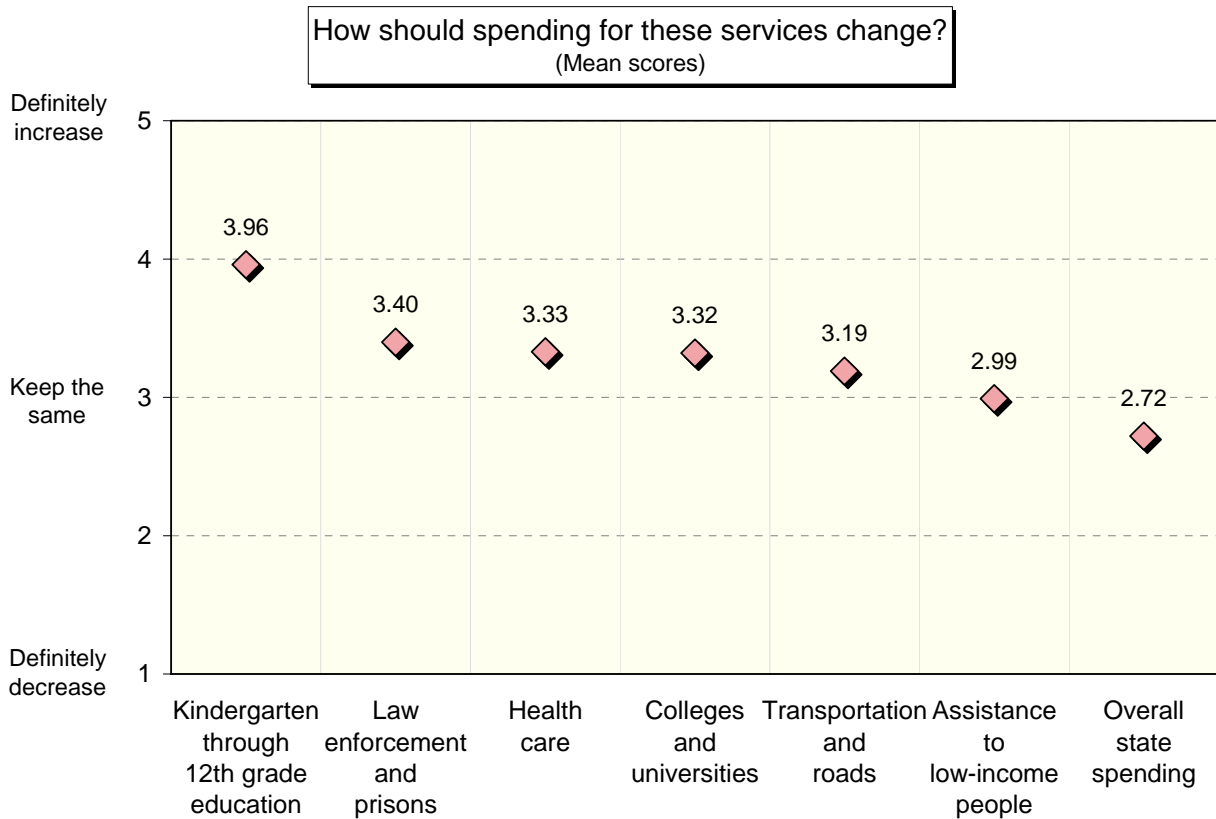
PUBLIC SPENDING

(ASKED OF ALL RESIDENTS IN 2010; IF 3, 4, OR 5 ON "GOVERNMENT SPENDING" IN 2008)

Number responding, unless otherwise specified

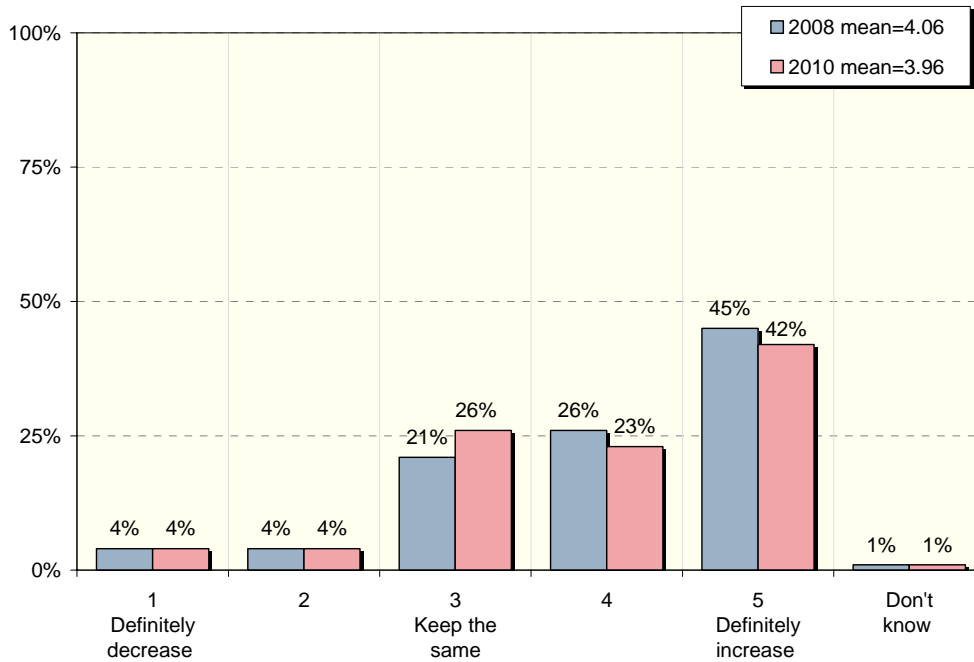
2004	2008	2010
	548	604

Questions 65-71: Considering the major services provided by state and local government, please describe whether you think they should increase spending, keep spending the same, or decrease spending in the following areas, using a scale where one means "Definitely decrease spending" and five means "Definitely increase spending," (IF NEEDED: Three means "Keep spending the same.")



(cont.) How should government spending change for...?

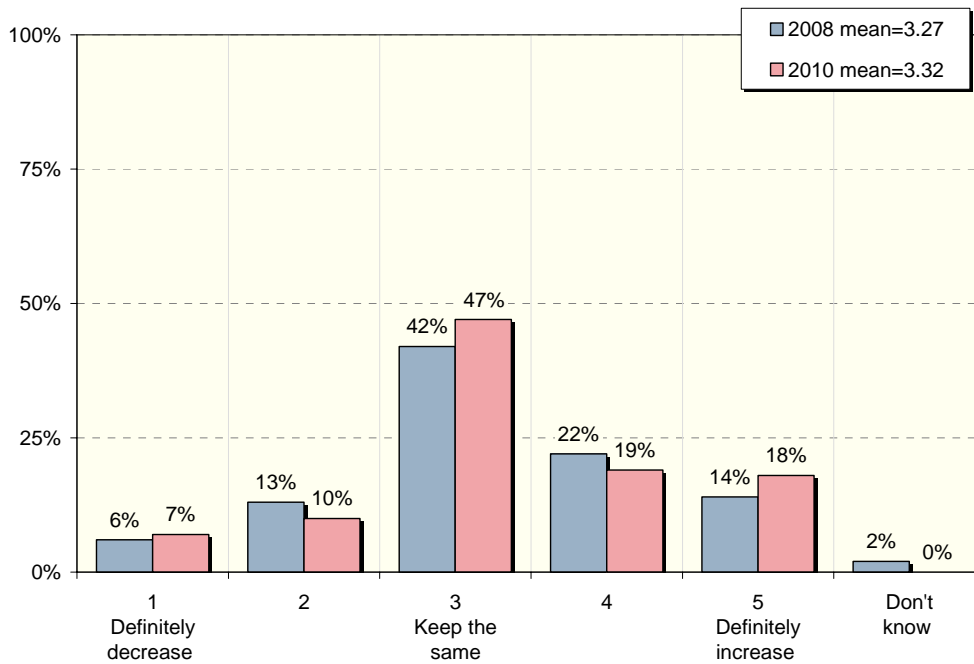
Question 65: Kindergarten through 12th grade education



- ✓ Republicans; residents who do not have children under age 18 living in their home; those who are retired or self-employed; residents with annual household income between \$40,000 and \$59,999; Davis County residents; and those who do not live along the Wasatch Front are more likely to say they think state and local government should *keep spending the same* for kindergarten through 12th grade.
- ✓ Females; younger residents (likelihood increases as age decreases); Democrats; residents whose ideology is more liberal (likelihood increases as ideology becomes more liberal); those who have children under age 18 living in their home; homemakers and those who are employed part-time; residents with annual household income between \$60,000 and \$79,999 or above \$99,999; and Salt Lake County residents are more likely to say they think state and local government should *definitely increase spending* for kindergarten through 12th grade.

(cont.) How should government spending change for...?

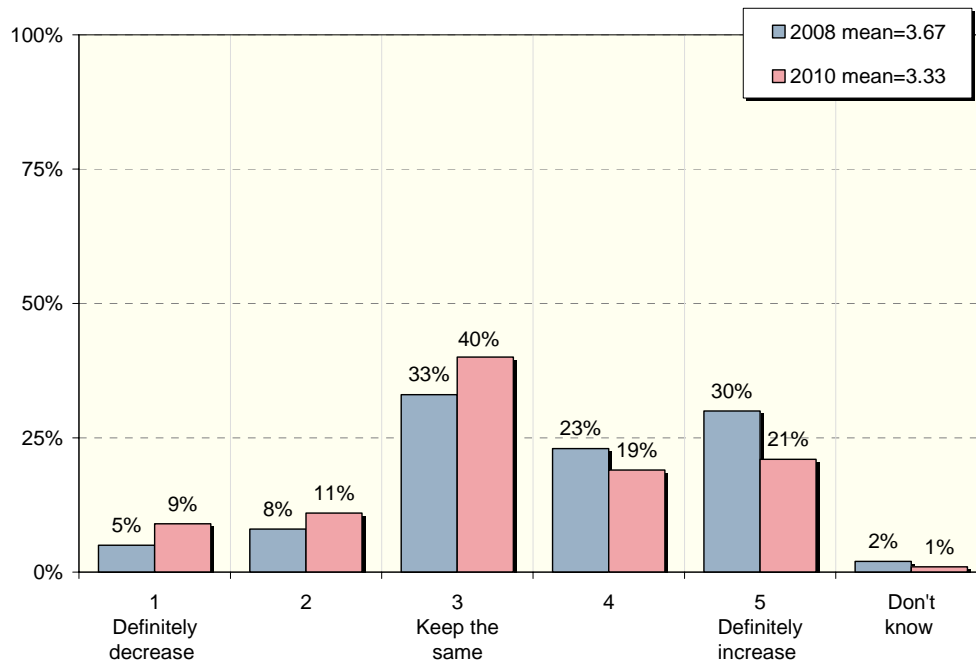
Question 66: Colleges and universities



- ✓ Residents age 35-54; those who have lived in Utah for 20 years or less; those who have a very conservative ideology; Protestants; those who do not have a household member attending university, college, or technical school in Utah; homemakers; Davis County residents and those who do not live along the Wasatch Front are more likely to say they think state and local government should *keep spending the same* for colleges and universities.
- ✓ Residents age 18 to 34; Democrats; those who have a moderate or liberal ideology; residents who are somewhat active or not active in their preferred religion; those who have a household member attending university, college, or technical school in Utah; and Utah County residents are more likely to say they think state and local government should *definitely increase* spending for colleges and universities.

(cont.) How should government spending change for...?

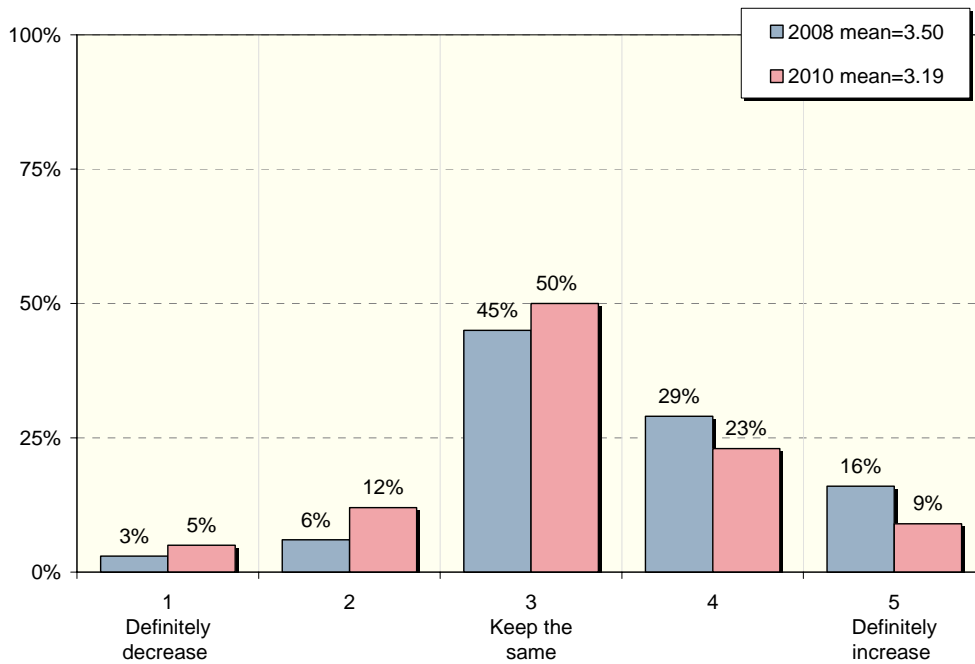
Question 67: Health care



- ✓ Males and residents who are employed full-time are more likely to say they think state and local government should *decrease spending* (rating of 1 or 2) for health care.
- ✓ Residents who have lived in Utah for 20 years or less; Republicans; and homemakers are more likely to say they think state and local government should *keep spending the same* for health care.
- ✓ Democrats; residents with more liberal ideology (likelihood increases as ideology becomes more liberal); residents whose religious preference is "other;" those who are somewhat active or not active in their preferred religion; residents who are single; those who do not have children under age 18 living in their home; and retirees are more likely to say they think state and local government should *definitely increase spending* for health care.

(cont.) How should government spending change for...?

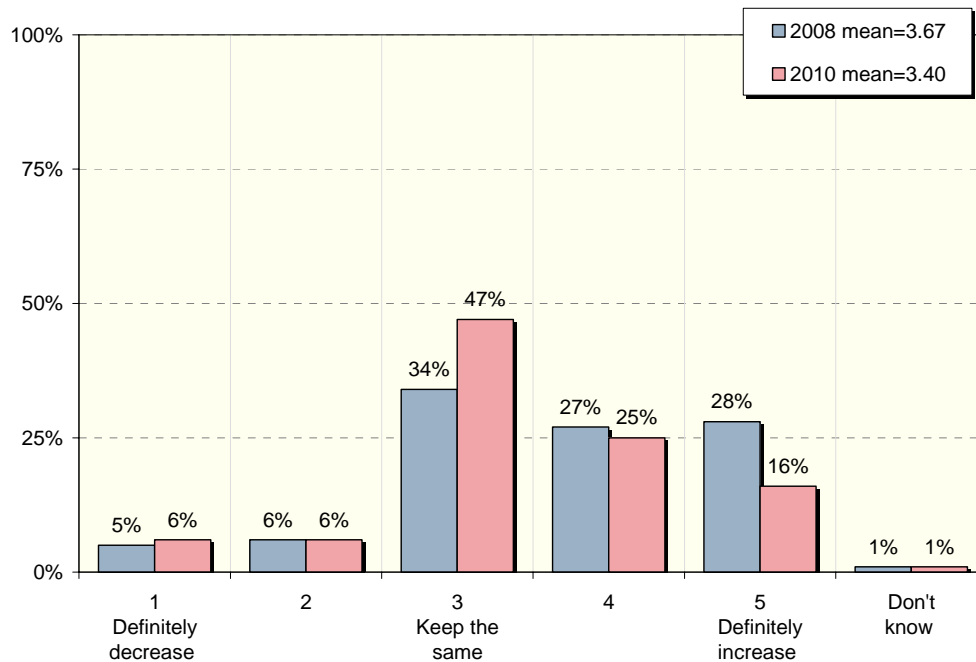
Question 68: Transportation and roads



- ✓ Catholics and Protestants are more likely to say they think state and local government should *keep spending the same* for transportation and roads.
- ✓ Democrats are more likely to say they think state and local government should *definitely increase spending* for transportation and roads.

(cont.) How should government spending change for...?

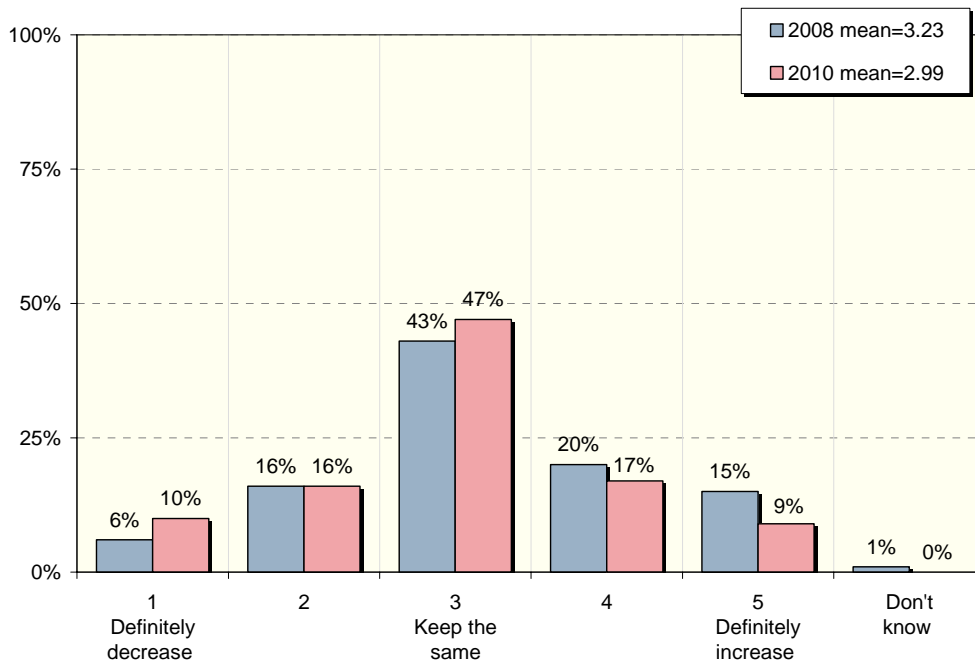
Question 69: Law enforcement and prisons



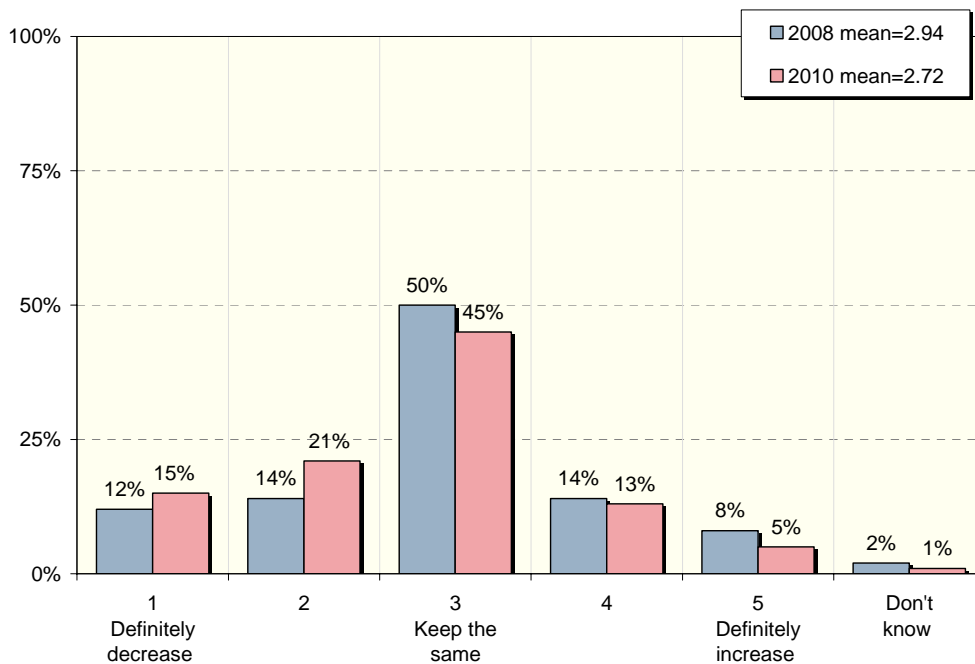
- ✓ Residents age 45-54; residents who have post-college degrees; Catholics; residents who have children under age 18 living in their home; and residents who do not live along the Wasatch Front are more likely to say they think state and local government should *keep spending the same* for law enforcement and prisons.
- ✓ Residents whose highest educational attainment is some college/ technical school or less and residents who are somewhat active or not active in their preferred religion are more likely to say they think state and local government should *definitely increase spending* for law enforcement and prisons.

(cont.) How should government spending change for...?

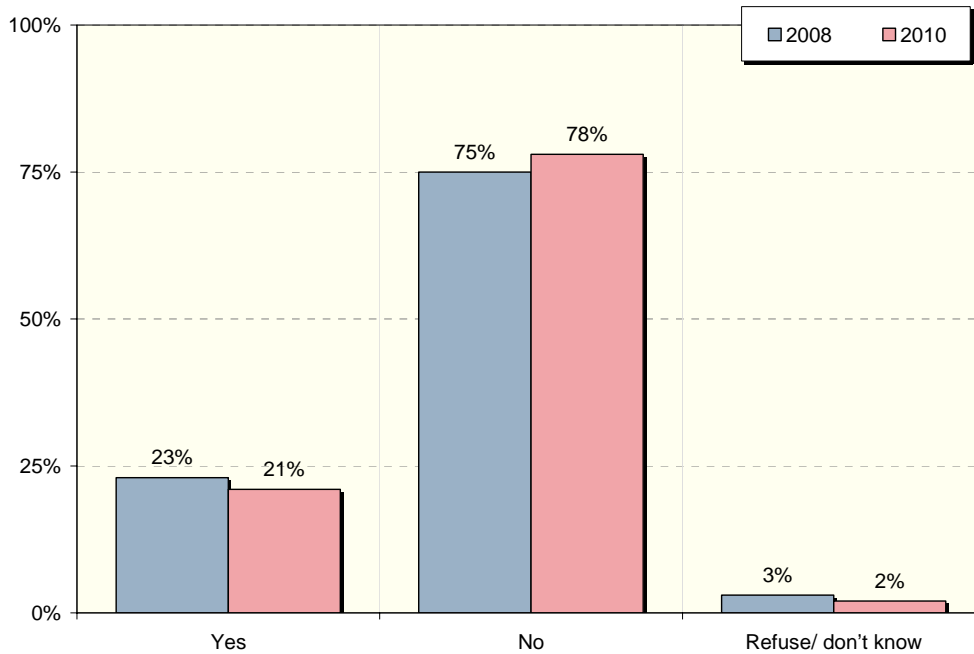
Question 70: Assistance to low-income people



Question 71: Overall state spending



Question 72: Are there any other services where state or local governments should spend more or less?



Question 73: [IF YES] Which services? (FIRST RESPONSE; TOP RESPONSES SHOWN)

	2008 n=124	2010 n=126
Education increase	7%	18%
Misc comments/ decreasing spending	9%	15%
Less money for politicians/ legislators	6%	11%
Environmental issues	3%	8%
Parks	4%	5%
Disabled/ handicapped	2%	5%
Fire departments	1%	5%
Misc comments/ increasing spending	7%	4%
Immigration comments	3%	4%
Social services/ family services	3%	4%
Health care/ health insurance	6%	3%
Roads	4%	3%

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