

THE 2004 UTAH PRIORITIES POLL: THE TOP ISSUES AND CONCERNS OF UTAHNS FOR THE 2004 GUBERNATORIAL ELECTION

Utah Priorities: Campaign Information Reform

Throughout this election year, Utah Foundation will work to provide information, analysis, and thoughtful research on the issues that matter most to you as you consider the future of Utah. The project began with a poll conducted by Dan Jones and Associates to understand which issues are of greatest concern to voters. Utah Foundation will use this information to guide its research agenda for 2004 and has created a new issues information website at www.utahpriorities.net.

The website will become a library of information on the issues identified in this report and will provide email updates to keep you informed on research and news about the issues and how the candidates for governor are addressing these issues. Candidates have agreed to participate in the program by providing policy statements and answering questions about how each would solve these problems if elected.

Please visit the Utah Priorities website at www.utahpriorities.net to learn more about this service and to sign up for email-only Research Briefs, news updates, and candidate information.

Utah Foundation is a nonprofit, nonadvocacy research organization. Our mission is to encourage informed public policy making and to serve as Utah's trusted source for independent, objective research on crucial public policy issues.

D. Douglas Larson, President
Alan K. Allred, Vice President
Stephen J. Kroes, Executive Director
Janice Houston, Director of Research

4141 Highland Dr., Suite 102
Salt Lake City, UT 84124
(801) 272-8824 • www.utahfoundation.org

As Utah heads toward the initial stages of the 2004 election season, Utahns are feeling optimistic about the state's future. However, Utahns continue to be concerned about the future of Utah's public education system, the economy, water supply and quality, health, crime, and a number of issues.

In about eight months, Utahns will elect a new governor for the first time in twelve years. Although Utahns feel confident about the direction that Utah is headed, the state faces many issues and challenges that will need to be effectively managed by Utah's future governor. To help voters understand these issues and challenges, Utah Foundation has created an ambitious new project called Utah Priorities. See the highlight on this page for a description of the Utah Priorities project.

The 2004 Utah Priorities poll was conducted to prioritize and delve into the issues that Utahns think the next governor can and should do something about. The poll results reflect the issues registered voters in Utah

considered to be of greatest concern. However, most of the poll questions do not distinguish how voters side on each of the issues. Respondents were asked how concerned they were about certain issues but not their opinions on potential solutions.

UTAH'S MOST PRESSING ISSUES

The 2004 Utah Priorities poll found that a clear majority of Utahns feel that the state of Utah is headed in the right direction (65% right direction, 23% wrong direction, 12% don't know). Utahns' general optimism for the state is significantly higher than the national

Figure 1: The Top Ten Issues

	Priority					Don't Know
	Low			High		
	1	2	3	4	5	
1. Public Education	3%	2%	10%	21%	63%	1%
2. Jobs & Economic Development	2%	4%	15%	31%	47%	1%
3. Water Supply & Quality	2%	5%	18%	32%	42%	1%
4. Health Care						
Children's Health Issues	2%	6%	22%	30%	39%	1%
Other Health Care Issues	3%	6%	25%	27%	39%	1%
5. Crime, Security, & Safety	1%	8%	27%	31%	33%	0%
6. Higher Education	3%	7%	25%	30%	34%	1%
7. Taxes	3%	9%	24%	28%	35%	1%
8. Dealing with Growth in Utah	4%	7%	26%	31%	30%	1%
9. Environment						
Environment & Air Quality	3%	8%	27%	31%	30%	1%
Hazardous Waste	6%	12%	27%	25%	29%	1%
10. Parental Rights	8%	14%	29%	21%	25%	2%

mood. In a January 2004 CNN/USA Today/Gallup Poll, 55% of Americans felt satisfied with the direction of the country and 43% felt dissatisfied. However, it is evident in other responses that Utahns are unsure about their personal and state economic futures. Nine of the top ten issues revolve around either personal economic security or the state's ability to fund programs.

Asked to identify the most important issues facing Utah today, measured on a scale of one to five with one as "low priority" and five as "high priority," respondents named public education as the highest priority with an average priority rating of 4.39. Public education was closely followed by jobs and the economy (4.18), followed by water supply and quality (4.06). In addition to these top three concerns, those polled were asked about their level of concern on fifteen different issues. Figure 1 shows the complete results of how Utahns prioritize those issues and challenges facing Utah.

With the recent and ongoing economic recession, it maybe surprising to some that public education is a larger issue to Utahns than jobs and the economy. According to a national November 2003 NPR Poll, 44% of the respondents declared that jobs and the economy was the top issue, whereas public education was a distant fourth at 16%. Nationally, Americans felt that affordable health care (23%) and moral values (17%) were of greater concern than education.

Also somewhat surprising is the concern that respondents expressed for water supply and quality. Given that Utah has been in a drought for the past five years, it seems that conservation campaigns have been effective in heightening awareness among Utah residents.

Beginning in March, Utah Foundation will publish research briefs on the top ten issues identified in this poll. We will begin with issue number ten and work our way to the most important issues as the election nears. Also, in-depth reports on the top three issues will be released by Utah Foundation beginning in the summer.

DETAILED ANALYSIS

ISSUES A GOVERNOR COULD DO SOMETHING ABOUT

When asked an open-ended question about issues facing Utah that a governor could do about, the top responses include: education / schools (not specific, 18%), education funding (17%), jobs / unemployment (9%), and taxes (6%). Approximately 46% mention education or some aspect of the education system as something that the governor could influence. After asking the open-ended question on issues, respondents were presented with a randomized series of questions on specific issues that were identified in an earlier preliminary poll.

HIGH PRIORITY ISSUES FOR UTAH RESIDENTS

When asked to rate a number of issues on a 1-5/low priority to high priority scale, residents rate the following as their top ten issues, with the first three issues receiving mean scores above four on the 1-5 scale:

Figure 2: Top Ten Priorities According to Utahns

Rank	Priority	Mean Score
1	Public Ed	4.39
2	Creating Jobs and Economic Development	4.18
3	Water Supply and Quality	4.06
4	Children's Health and Other Health Care Issues	3.99 and 3.93
5	Crime, Security and Safety	3.87
6	Higher Education	3.85
7	Taxes	3.84
8	Dealing with Growth in Utah	3.79
9	Environment, Air Quality and Hazardous Waste	3.77 and 3.59
10	Parental Rights	3.42

Issues that are considered somewhat important but failed to make the top ten list are transportation (3.40), immigration (3.28), and abortion (3.28). Other issues that are not quite as high of a priority for respondents include: gun rights (3.04) and gay rights (2.50), both receiving mean scores near the midpoint or below the midpoint of the 1-5 scale.

With so many issues being considered a high priority, it is worth noting that the majority of those polled (65%) think that things in Utah are headed in the right direction. On the other hand, nearly one in four people (23%) feel that Utah is headed in the wrong direction.

ISSUES THAT UTAHNS ARE CONCERNED ABOUT

Throughout the rest of the survey, respondents were asked 61 questions designed to probe deeper into why they were concerned about each of the issues. Respondents rated each question with a score from 1 (not all concerned) to 5 (very concerned). Half of the issues presented receive mean scores above four on the 1-5 scale, indicating that Utahns are very concerned about a variety of issues. It is worth noting that the percentage of don't know responses is quite low, making the mean scores particularly valuable in this study because don't know responses are disregarded when calculating mean scores.

PUBLIC EDUCATION

Utahns indicate that they are most concerned about teacher quality (4.33), funding for public education (4.27), teacher pay (4.16), class size (4.12), and curriculum (4.09), indicated by mean scores above four on the 1-5 scale of concern. Respondents are not quite as concerned about student performance and test scores (3.90), as well as tuition tax credit and school choice (3.51), given the mean scores between three and four on the 1-5 scale.

One quarter of respondents (27%) say that they are concerned about other public education issues in Utah, particularly curriculum issues (8%), how funding is spent (7%), and comments concerning the "No Child Left Behind" program (7%).

Over one-third of those interviewed (38%) confirm that they get their information about public education issues from television and newspaper articles. Slightly fewer people (35%) report that they get their information about public education from personal experience with their neighborhood school. Six percent receive their information about public education via word of mouth. One in five residents (20%) mention other sources of information such as teachers, the Internet, and a combination of the above.

THE ECONOMY

Utahns respond that they are very concerned about the creation of new jobs (4.17) and wages (4.14) in Utah, indicated by mean scores above four on the 1-5 scale of concern. Respondents indicate that they are slightly less concerned about programs and incentives to keep/attract businesses in Utah (3.91), the ability to keep young people in Utah after their schooling (3.59), and the quality of the workforce in Utah (3.50), with mean scores between three and four on the 1-5 scale. One in five people (19%) report that there are other issues with the economy that they are concerned about, particularly unemployment (16%), taxes (13%), and government spending (9%).

HEALTH CARE

Utah residents declare that they are very concerned about the cost of health care in general (4.56), cost of prescription drugs (4.34), health insurance for children (4.25), care for elderly people (4.24), and compulsory arbitration (4.01), indicated by mean scores above four on the 1-5 scale of concern. Respondents are slightly less concerned about those who are uninsured, although the mean score of 3.90 is well above the midpoint of the 1-5 scale. One in five people (22%) acknowledge that there are other health care issues that they are concerned about, especially rising costs (8%), IHC arbitration (7%), and malpractice insurance (7%).

SAFETY AND SECURITY

Residents indicate that they are very concerned about the safety of children, given the mean score of 4.36 on the 1-5 scale of concern. Respondents are slightly less concerned about being a victim of identity theft (3.96), another terrorist attack taking place in the U.S. (3.62), being the victim of a property crime (3.41), and being the victim of a violent crime (3.20), indicated by mean scores between three and four on the 1-5 scale. With a mean score of 2.46, people are not quite as concerned about being a personal victim of a terrorist attack.

HIGHER EDUCATION

Utah residents indicate that they are very concerned about tuition costs for students (4.10), the ability of graduates to find jobs (4.10), and the quality of higher education (4.06), indicated by mean scores above four on the 1-5 scale of concern. Respondents are not quite as concerned about funding for higher education (3.85) or limits on enrollment (3.32), given the mean scores between three and four on the 1-5 scale. One in five people (19%) declare that there are other higher education issues that they are concerned about, such as affordability (14%), access for students who cannot afford it (14%), and curriculum issues (11%).

TAXES

According to Utah residents, they are very concerned about the way government spends tax money (4.42), spreading the tax burden fairly among Utahns (4.36), and the amount of taxes paid by residents (4.09), indicated by mean scores above four on the 1-5 scale of concern. People tend to be slightly less concerned about the amount of taxes paid by businesses, given the mean score of 3.74 on the 1-5 scale, although it is still well above the midpoint of three. Looking at five specific taxes, residents are most concerned about the income tax (4.00), property tax (3.91), gasoline tax (3.74), sales tax (3.33),

and lastly, alcohol or tobacco taxes (2.62). One in five people (20%) report that there are other tax issues that they are concerned about, primarily the food tax (14%), property taxes are too high (9%), and tax exemptions for children (8%).

GROWTH

Nearly two-thirds of those polled (63%) declare that population growth in Utah is definitely or probably a good thing, with responses leaning toward probably. On the other hand, one in four people (25%) think that the population growth in Utah is definitely or probably a bad thing. Eleven percent claim that Utah's population growth is neither good nor bad. More specifically, two in five people (41%) believe that Utah is growing too fast, while just 3% think that the state is not growing fast enough. A majority of 55% claim that Utah is growing at about the right pace.

Two-thirds of respondents (66%) feel that the greater issue when it comes to growth in Utah is to try and accommodate the growth by building schools, houses, and transportation. Consequently, one-third of those interviewed (31%) support the opposing view and feel that the greater issue is trying to control the growth. A majority of residents (59%) reveal that they are more concerned about people moving into the state than they are about the birth rate. On the other hand, one-fifth of those polled (22%) report that they are more concerned about the birth rate than they are about move-ins. Fourteen percent mention other issues that are the greater concern when it comes to growth in Utah such as immigrants, both the birth rate and move-ins, and it depends.

HAZARDOUS WASTE

Utah residents confirm that they are very concerned about the safety of storing hazardous waste (4.40), the safety of transporting the waste to Utah (4.22), and environmental concerns (4.21). Three-fourths of respondents (77%) think that Utah's image will definitely or probably be damaged if higher levels of hazardous waste are sent to the state for storage, with responses leaning toward definitely. One-fourth of those interviewed (23%) declare that there are other hazardous waste issues that they are concerned about, especially letting states take care of their own garbage (14%), keeping it out of our state (14%), and transporting waste (10%).

PARENTAL RIGHTS

Considering that it was one of the top local news stories of 2003, it is not surprising that Utahns tend to be very concerned about the issue of parents' rights, with a high mean score of 4.21 on the 1-5 scale of concern.

TRANSPORTATION

Utahns acknowledge that they are very concerned about the development of alternative transportation like buses and trains (4.02), indicated by the mean score above four on the 1-5 scale of concern. Respondents are slightly less concerned about the length of time for new projects to be approved and built (3.80), expanding the freeways and highways (3.79), funding for highways and roads (3.70), and the environmental impact of highway projects (3.43), all receiving mean scores between three and four on the 1-5 scale.

IMMIGRATION

Utahns are very concerned about undocumented or recent immigrant access to government services (4.13), indicated by the mean score above four on the 1-5 scale of concern. Respondents are comparatively less concerned about education for non-English speaking students (3.73), the impact of immigrants on Utah's society and culture (3.72), competition for jobs in Utah (3.48), and wages of working immigrants (3.39), considering the mean scores between three and four on the 1-5 scale. Over one-fourth of those interviewed (27%) acknowledge that there are other concerns they have about immigration issues, particularly tightening the border and deporting those who shouldn't be here (16%), immigration laws are not adequate (10%), and crime with illegal immigrants (9%).

ABORTION

Respondents declare that they are very concerned about late-term abortions (4.47) and teenagers acquiring abortion services (4.37), given the mean scores above four on the 1-5 scale. Residents are less concerned about adult women acquiring abortion services, although the mean score of 3.86 is above the midpoint of the 1-5 scale.

GUNS

Respondents declare that they are very concerned about concealed weapons carried in schools, indicated by the mean score of 4.11 on the 1-5 scale of concern. Residents are slightly less concerned about concealed weapons on college campuses (3.88), concealed weapons in churches (3.78), and concealed weapons permits in general (3.35), given the mean scores between three and four on the 1-5 scale. Still, it's important to keep in mind that all of the mean scores for issues involving guns are above the midpoint of the scale. Over one-fourth of those interviewed (28%) confirm that there are other issues about guns that concern them, particularly the right to bear arms (22%), no one needs a gun (8%), and need more regulations and controls (7%).

GAY RIGHTS

Utah residents confirm that they are very concerned about hate crimes legislation (4.02), indicated by a mean score above four on the 1-5 scale of concern. People are slightly less concerned about same-sex marriages, although the mean score of 3.54 is still above the midpoint of the 1-5 scale.

LOGAN AND ST. GEORGE RESIDENTS

Utah Foundation asked Dan Jones & Associates to conduct an additional 150 interviews in the cities of Logan and St. George (for a total of 300 interviews). The sample size of 152 extra interviews in Logan yields a margin of error of $\pm 8.0\%$, while the additional sample of 176 in St. George produces a margin of error of $\pm 7.5\%$. While not enough interviews were conducted to extensively test the data for significance in SPSS, there are nevertheless some interesting differences which provide some directional findings.

Figure 3: Comparison of Issues by Region

Rank	Cache County	Washington County	Statewide
1	Public Ed	Water	Public Ed
2	Higher Ed	Public Ed	Jobs
3	Water	Jobs	Water
4	Children's Health	Children's Health	Children's Health
5	Jobs	Taxes	Health
6	Health	Crime	Crime
7	Growth	Growth	Higher Ed
8	Environment	Immigration	Taxes
9	Crime	Health	Growth
10	Taxes	Higher Ed	Environment
11	Hazardous Waste	Parental Rights	Hazardous Waste
12	Parental Rights	Environment	Parental Rights
13	Transportation	Abortion	Transportation
14	Abortion	Hazardous Waste	Immigration
15	Immigration	Guns	Abortion
16	Guns	Transportation	Guns
17	Gay Rights	Gay Rights	Gay Rights

Compared to the statewide sample, Logan residents tend to be not quite as concerned about the following issues (reflected by a difference in mean score of -0.15 or greater):

- Education: Student performance and test scores
- Economy: Programs/incentives to keep or attract businesses to Utah
- Health care: Compulsory arbitration
- Taxes: The amount of taxes paid by residents and the amount of taxes paid of businesses
- Specific taxes: Sales tax, property tax, income tax, gasoline tax, and alcohol/tobacco taxes
- Hazardous waste: The safety of transporting hazardous waste to Utah and storing the hazardous waste
- Transportation: Funding for highways and roads, expanding the freeways and highways, and length of time for new projects to be approved and built
- Safety and security: Being a victim of identify theft, a violent crime, or a property crime
- Guns: Concealed weapons permits in general
- Gay rights: Hate crimes legislation

- Immigration: The impact of immigrants on Utah's society and culture and competition for jobs in Utah

Compared to the statewide sample, Logan residents tend to be more concerned about the following issues:

- Education: Teacher pay
- Higher education: Funding for higher education

Other areas where Logan residents' opinions differ include:

- They more strongly agree that Utah is heading in the right direction
- A higher percentage think that a governor could do something about education funding
- Creating jobs and economic development are less of a priority
- They rate higher education as more of a priority
- They feel that tax issues are slightly less of a high priority
- A higher percentage of Logan residents think that Utah's growth is just about right
- Fewer people in Logan think that say Utah's image definitely will be damaged if higher levels of nuclear waste are sent to the state for storage

Compared to the statewide sample, St. George residents tend to be not quite as concerned about the following issues:

- Education: Class size
- Higher education: Limits on enrollment
- Health care: Compulsory arbitration
- Transportation: Development of alternative transportation like buses and trains

St. George residents tend to be more concerned about the following issues:

- Education: Teacher quality, student performance and test scores, curriculum, as well as tuition tax credit and school choice
- Higher education: Quality of higher education
- Economy: The ability of graduates to find jobs
- Taxes: The amount of taxes paid by businesses
- Specific taxes: Sales tax and income tax
- Safety and security: Another terrorist attack in the U.S.
- Gay rights: Same-sex marriages and hate crimes legislation

- Abortion: Late-term abortions, teenagers acquiring abortion services, and adult women acquiring abortion services

- Immigration: The impact of immigrants on Utah's society and culture, undocumented or recent immigrant access to government services, and competition for jobs in Utah

St. George residents place a lower priority on the following compared to the statewide sample:

- Environment and air quality
- Transportation issues
- Hazardous waste issues
- Gay rights issues

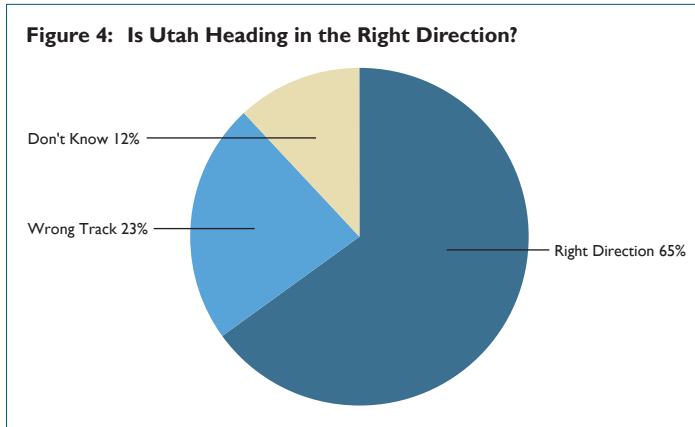
St. George residents place a higher priority on the following compared to the statewide sample:

- Parents rights' and the state DCFS
- Gun rights issues
- Tax issues
- Immigration issues
- Abortion
- Water supply and quality

CHARTS AND SIGNIFICANT DEMOGRAPHICS

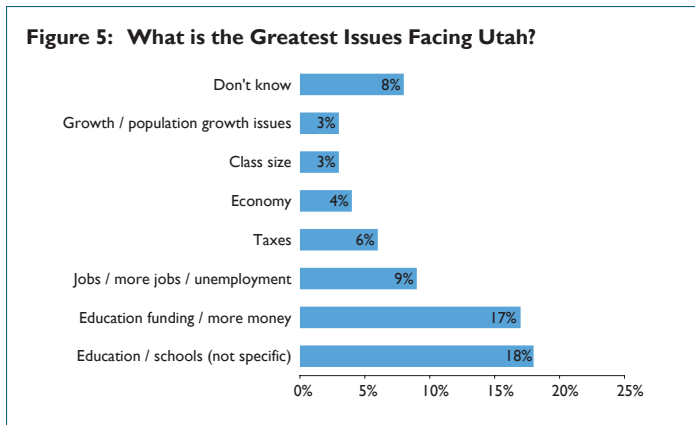
Question 1. Are you registered to vote at your current address?
100% Yes

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?



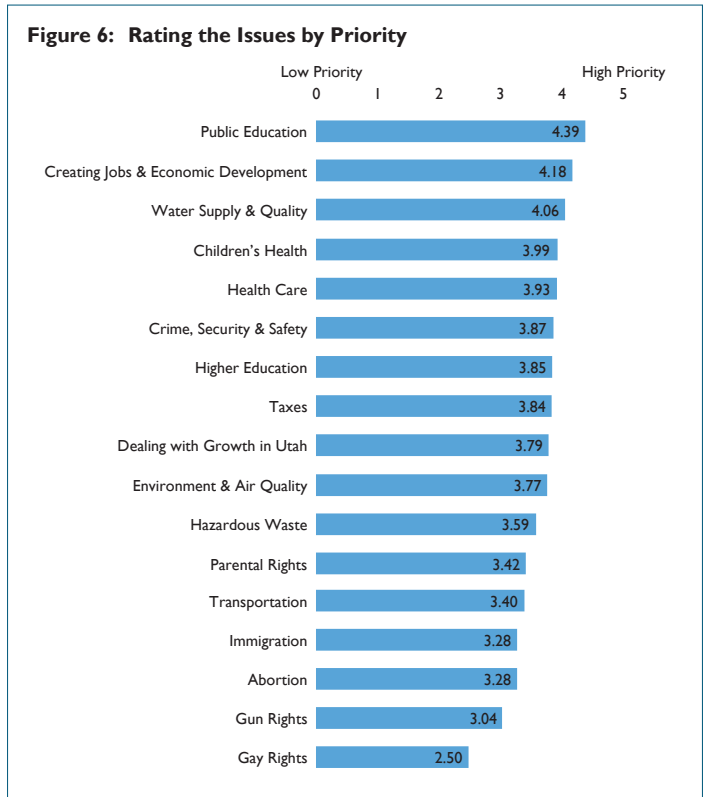
✓ Respondents age 18-34, Republicans, people who are LDS, those who are politically conservative, and residents of Utah County and non-Wasatch Front counties are more likely to say that things in the State of Utah are headed in the right direction.

Question 3. Think for a moment about issues facing Utah that a governor could do something about... What would you say is the greatest issue facing Utah? (Top responses listed)



Please refer to Appendix A for responses below 3%. A complete list of respondent comments is available in Appendix B.

Questions 4-20. Using a 1-5 scale, with one meaning the issue is a low priority and five meaning the issue is a high priority, how would you rate each of the following issues on their priority to you?



Please refer to Appendix A for a complete distribution of 1-5 ratings and responses of don't know.

- ✓ Respondents age 18-44 and those who have completed more education are more likely to say that public education issues are a high priority for them.
- ✓ Democrats, independent voters, and those who have no religious preference are more likely to say that creating jobs and economic development is a high priority for them.
- ✓ Females are more likely to say that children's health issues are a high priority for them.
- ✓ People with no religious preference and those who do not have any household members attending a Utah college or university are more likely to say that health care issues are a high priority for them.
- ✓ Females, those who have completed less education, people who have lived in Utah for more than 20 years, LDS respondents, and those with no religious preference are more likely to say that crime, security, and safety issues are a high priority for them.
- ✓ Respondents age 18-24 and those who are politically liberal are more likely to say that higher education issues are a high priority for them.
- ✓ People who are politically conservative are more likely to say

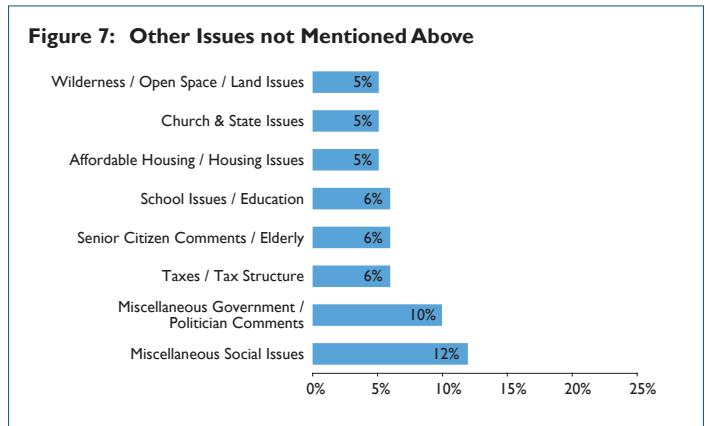
that tax issues are a high priority for them.

- ✓ Independent voters and those who do not have any children under the age of 18 living in their home are more likely to say that dealing with growth in Utah is a high priority for them.
- ✓ Democrats, people who have no religious preference, those who are politically liberal, and single respondents are more likely to say that the environment and air quality are a high priority for them.
- ✓ Democrats, people who are not LDS or have no religious preference, those who are politically liberal, respondents who do not have any children under the age of 18 living in their home, and people with annual income of less than \$25,000 are more likely to say that hazardous waste issues are a high priority for them.
- ✓ Females, respondents age 18-24 or age 65 and over, those who have completed less education, people who are politically conservative, respondents with annual income of \$60,000 or less, and respondents who live in counties outside the Wasatch Front are more likely to say that parental rights are a high priority for them.
- ✓ Residents in Davis and Utah Counties are more likely to say that transportation issues are a high priority for them.
- ✓ Respondents age 18-24, those who do not have any children under the age of 18 living in their home, people with annual income of less than \$60,000 or over \$100,000 are more likely to say that immigration issues are a high priority for them.
- ✓ Females, people who have completed less education, Republicans, those who express a religious preference, respondents who are politically conservative, and those with annual income of less than \$25,000 are more likely to say that abortion is a high priority for them.
- ✓ People who say that their educational attainment is high school, those with no religious preference, respondents who are politically conservative or liberal (not moderate), and residents with annual income of \$60,000 or less are more likely to say that gun rights issues are a high priority for them.
- ✓ Democrats, those with no religious preference, people who are politically liberal, and single respondents are more likely to say that gay rights issues are a high priority for them.

Question 21. Can you think of any other important issues that I didn't mention?

14% Yes
86% No

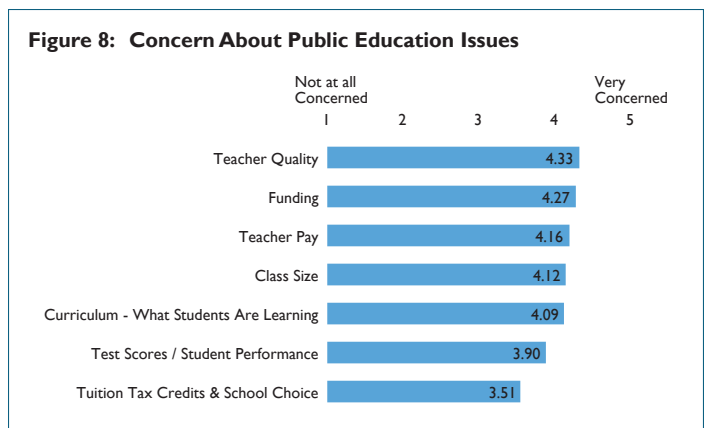
Question 22. [IF YES] What? (Top responses listed, N=83)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

Respondents who rated public education (Q.7) a priority of 3, 4, or 5 were asked Q.23-32

Questions 23-29. There are a number of specific issues that come under education. Please rate each of the following on how concerned you are about the issue. Use a 1-5 scale with one meaning you are not at all concerned and five meaning you are very concerned. (N=567)



- ✓ People who have completed less education are more likely to say that they are concerned about teacher quality.
- ✓ People who have lived in Utah for less than 20 years, those who are politically moderate or liberal, and respondents who have children under the age of 18 living in their home are more likely to say that they are concerned about funding for public education.
- ✓ Respondents age 35-44 are more likely to say that they are concerned about class size.
- ✓ People who have completed less education, respondents who are politically conservative, and those who say that no one in their household attends a Utah college or university are more likely to say that they are concerned about curriculum.

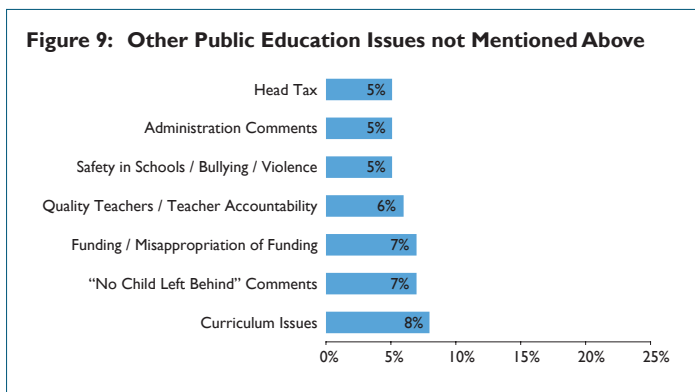
- ✓ Married respondents and those who have completed less education are more likely to say that they are concerned about student performance and test scores.
- ✓ Respondents age 18-24, people who have completed less education, and those who are single are more likely to say that they are concerned about tuition tax credit and school choice.

Question 30. Are there any other issues with public education in Utah that you are concerned about? (N=567)

27% Yes
73% No

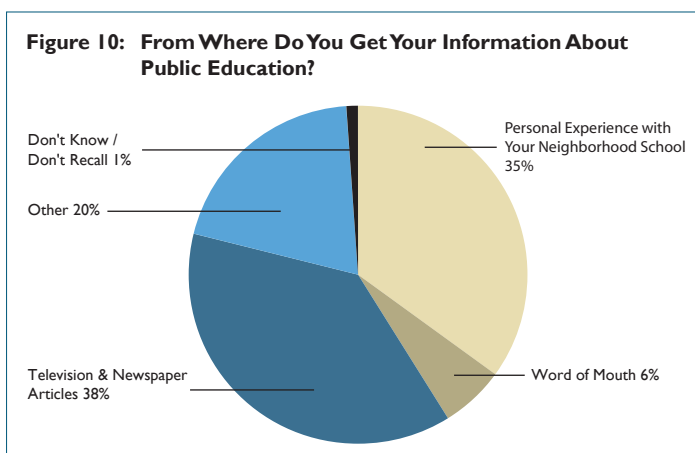
- ✓ People who have lived in Utah more than 20 years are more likely to say that there are other public education issues that they are concerned about.

Question 31. [IF YES] What? (Top responses, N=151)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

Question 32. Which of the following best describes how you get your information about public education issues in Utah? Would you say you get it primarily from...? (N=567)

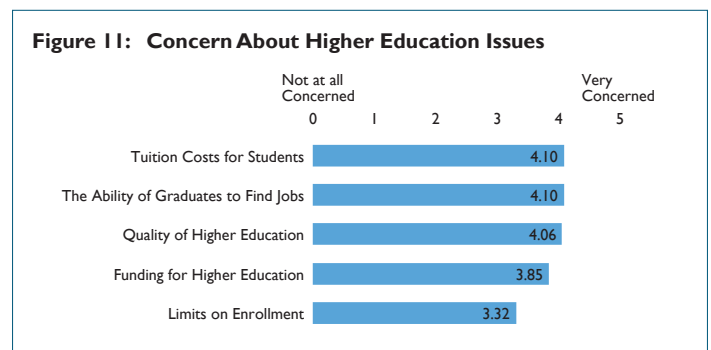


A complete list of other responses is available in Appendix B.

- ✓ Females, respondents age 35-44, LDS respondents, people with children under the age of 18 living in their home, those with children in the public school system, and respondents with a household member who attends a Utah college or university are more likely to say that they get information about public education issues via personal experience.
- ✓ Males, respondents age 65 and over, people who are not LDS, those who do not have any children under the age of 18 living in their home, and respondents who do not have a household member who attends a Utah college or university are more likely to say that they get information about public education issues from the television and newspaper articles.

Respondents who rated higher education (Q.8) a priority of 3, 4, or 5 were asked Q.33-39

Questions 33-37. Let me have you rate some issues of higher education on a 1-5 scale with one meaning you are not at all concerned and five meaning you are very concerned about the issue. (N=539)



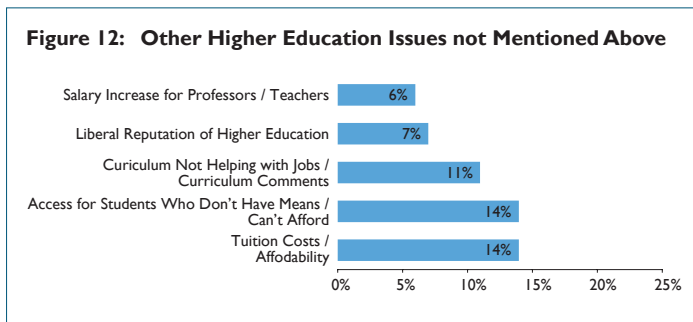
- ✓ Females, respondents who have lived in Utah more than ten years, Democrats, independent voters, and those who say that a household member attends a Utah college or university are more likely to say that they are concerned about tuition costs for students.
- ✓ Females are more likely to say that they are concerned about the ability of graduates to find jobs.
- ✓ Respondents age 18-24 and 35-44 are more likely to say that they are concerned about the quality of higher education.
- ✓ People who are politically liberal and those who say that a household member attends a Utah college or university are more likely to say that they are concerned about funding for higher education.
- ✓ Respondents age 55 and over, those who do not have any children under the age of 18 living in their home, and residents with annual income of less than \$25,000 or \$60,000 to \$100,000 are more likely to say that they are concerned about limits on enrollment.

Question 38. Are there other issues with higher education that you are concerned about? (N=539)

19% Yes
81% No

- ✓ Respondents age 45 and over and people who have graduated from college or completed a graduate degree are more likely to say that there are other higher education issues that they are concerned about.

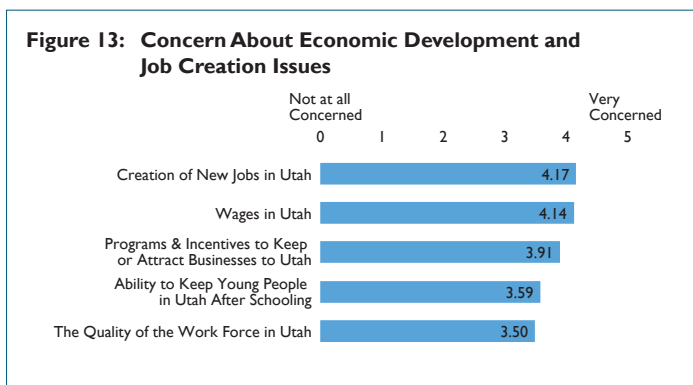
Question 39. [IF YES] What? (Top responses listed, N=103)



Please refer to Appendix A for responses below 6%. A complete list of respondent comments is available in Appendix B.

Respondents who rated creating jobs and economic development (Q.4) a priority of 3, 4, or 5 were asked Q.40-46

Questions 40-44. The next few questions deal with the economy, which can include a number of things. Using the 1-5 scale again, with one meaning not at all concerned and five meaning you are very concerned, please tell me how concerned you are about each of the following issues... (N=564)



- ✓ People who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about the creation of new jobs in Utah.
- ✓ Females and those who have completed less education are more likely to say that they are concerned about the quality of the workforce and wages in Utah.

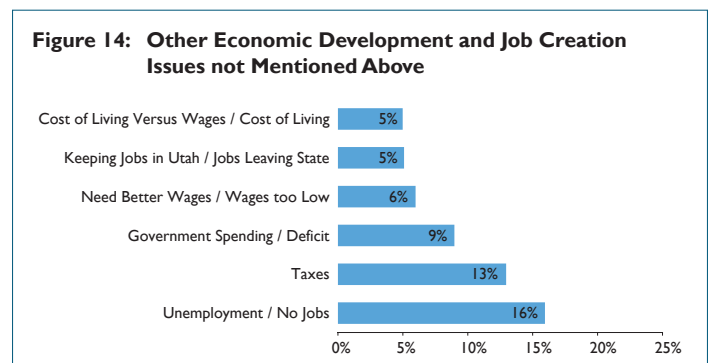
- ✓ People who have completed less education are more likely to say that they are concerned about programs and incentives to keep or attract businesses to Utah.
- ✓ Respondents age 55 and over, people who have completed less education, those who have lived in Utah more than 20 years, LDS respondents and those who do not have a religious preference, and people who live in counties outside the Wasatch Front are more likely to say that they are concerned about the ability to keep young people in Utah after their schooling.

Question 45. Are there any other issues with the economy that you are concerned about? (N=564)

19% Yes
81% No

- ✓ Males and respondents age 45-54 are more likely to say that there are other issues with the economy that they are concerned about.

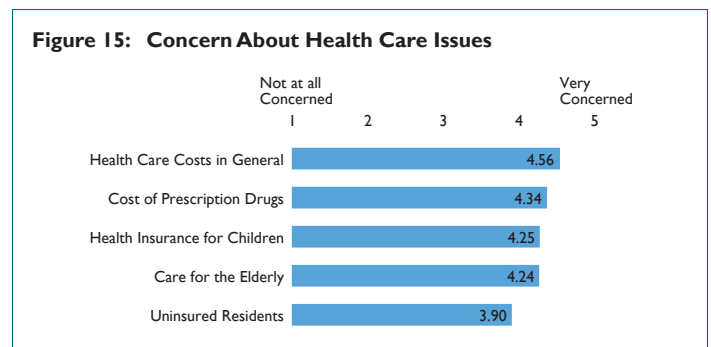
Question 46. [IF YES] What? (Top responses listed, N=106)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

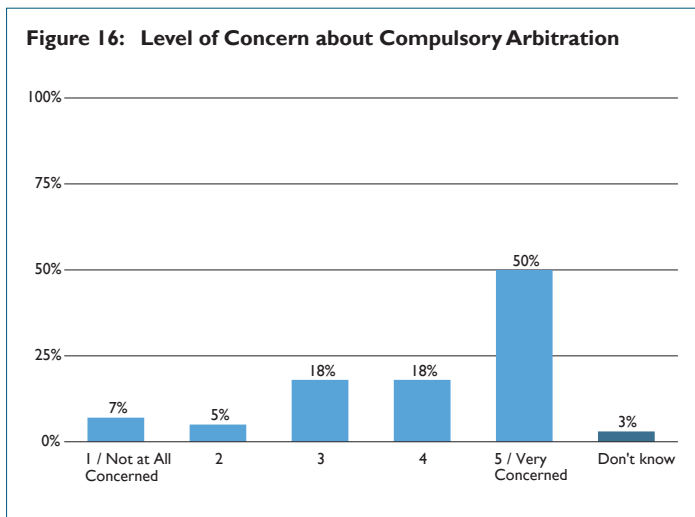
Respondents who rated health care (Q.9) a priority of 3, 4, or 5 were asked Q.47-54

Questions 47-51. The next several questions have to do with the issues of health care in Utah. Rate each issue using the 1-5 scale on how concerned you personally are about the issue. (N=546)



- ✓ People who say that their educational attainment is college, some college, or high school, and those who have lived in Utah more than ten years are more likely to say that they are concerned about the cost of health care in general.
- ✓ Respondents age 35 and over, people who have completed less education, respondents who have lived in Utah more than 20 years, those who do not have any children under the age of 18 living in their home, and residents with annual income of \$100,000 or less are more likely to say that they are concerned about the costs of prescription drugs.
- ✓ Democrats and independent voters, people who are not LDS or do not have a religious preference, and people who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about care for elderly people.
- ✓ Democrats and independent voters, people who are not LDS or do not have a religious preference, those who are politically liberal, and respondents who live in counties outside the Wasatch Front are more likely to say that they are concerned about uninsured residents.

Question 52. How concerned are you about the issue of compulsory arbitration, that is when an HMO requires patients to sign an agreement to arbitrate any dispute they have instead of taking it to court? (N=546, Mean score: 4.01)



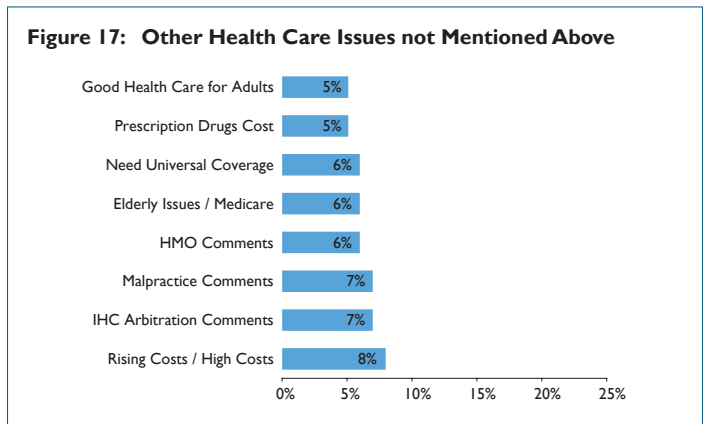
- ✓ Males are more likely to say that they are concerned about the issue of compulsory arbitration.

Question 53. Are there any other health care issues that you are concerned about that haven't been discussed? (N=546)

22% Yes
78% No

- ✓ Respondents age 45-54 are more likely to say that there are other health care issues that they are concerned about.

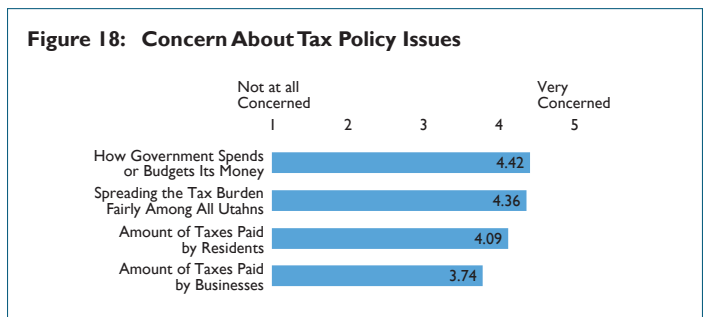
Question 54. [IF YES] What? (Top responses listed, N=122)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

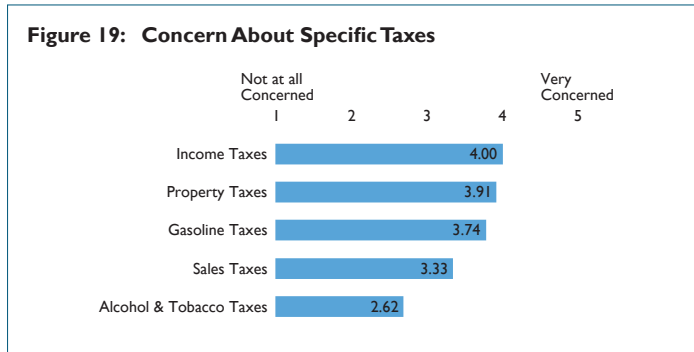
Respondents who rated taxes (Q.15) a priority of 3, 4, or 5 were asked Q.55-65

Questions 55-58. This time, please rate how concerned you are about the following tax issues using the 1-5 scale: (N=527)



- ✓ People who say their educational attainment is college, some college, or high school, and those with annual income of \$25,000 to \$100,000 are more likely to say that they are concerned about the way the government spends tax money or budgeting.
- ✓ People who have lived in Utah more than 20 years are more likely to say that they are concerned about spreading the tax burden fairly among Utahns.
- ✓ People who have completed less education, respondents who have lived in Utah for more than ten years, and those who say that they do not have any household members who attend a Utah college or university are more likely to say that they are concerned about the amount of taxes paid by residents.
- ✓ Residents who have lived in Utah more than 20 years are more likely to say that they are concerned about the amount of taxes paid by businesses.

Questions 59-63. Thinking about the specific taxes paid by Utah residents, please tell me whether you are concerned about the following taxes: (N=527)

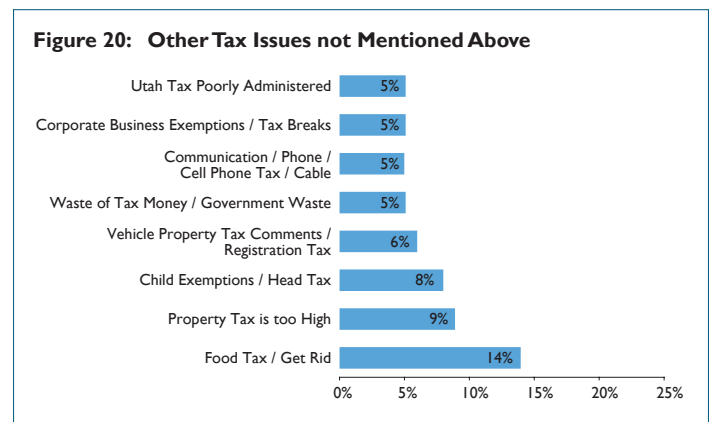


- ✓ People who say their educational attainment is college, some college, or high school, independent voters, single respondents, those who do not have any children in the public school system, residents with annual income of \$25,000 to \$60,000, people who live in Davis County or in counties outside the Wasatch Front are more likely to say that they are concerned about income taxes.
- ✓ Residents age 55 and over, people who have lived in Utah for more than ten years, and those who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about property taxes.
- ✓ Respondents age 18-24 and those age 55 and over, people who have completed less education, those who have lived in Utah more than 20 years, Democrats and independent voters, residents who do not have any children under the age of 18 living in their home, and those who do not have any household members who attend a Utah college or university are more likely to say that that they are concerned about gasoline taxes.
- ✓ Respondents age 18-24 and those age 45 and over, respondents who say that their educational attainment is high school, and independent voters are more likely to say that they are concerned about sales tax.
- ✓ Respondents age 18-24 and those age 55 and over, people who have completed less education, Democrats and independent voters, people who are not LDS or have no religious preference, those who do not have any children under the age of 18 living in their home, and residents who do not have any household members who attend a Utah college or university are more likely to say that they are concerned about alcohol or tobacco taxes.

Question 64. Are there any other tax issues that you are concerned about that haven't been discussed? (N=527)

20% Yes
80% No

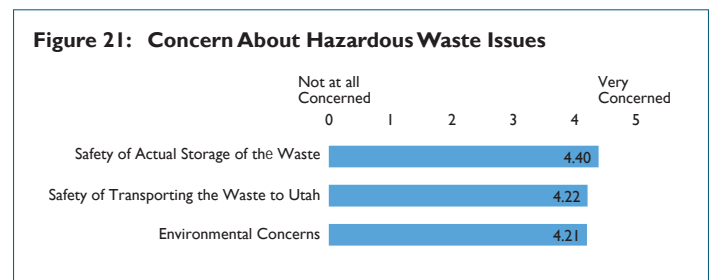
Question 65. [IF YES] What? (Top responses listed, N=104)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

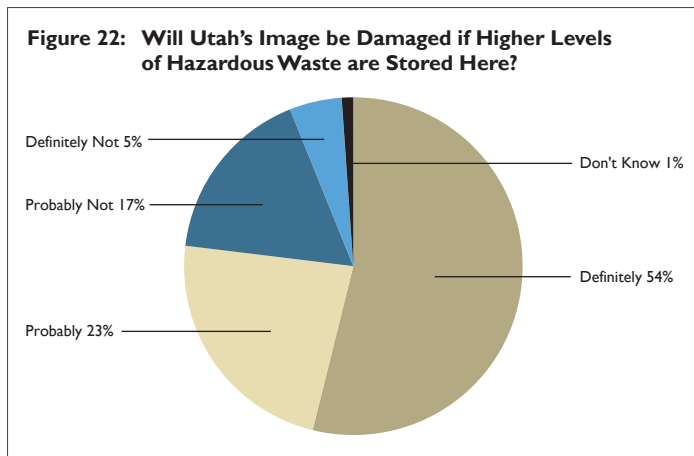
Respondents who rated hazardous waste (Q.13) a priority of 3, 4, or 5 were asked Q.66-71

Questions 66-68. Now some question about hazardous waste... Please rate the following issues with one meaning you are not at all concerned and five meaning you are very concerned. (N=488)



- ✓ Females, people who have lived in Utah more than ten years, and those who are single are more likely to say that they are concerned about the safety of actual storage of the hazardous waste.
- ✓ Females and people who have lived in Utah more than ten years are more likely to say that they are concerned about the safety of transporting hazardous waste to Utah.
- ✓ Females, people who have completed less education, and Salt Lake County residents are more likely to say that they are concerned about the environment.

Question 69. In your opinion, will Utah's image be damaged if higher levels of hazardous waste are sent here for storage? (N=488)



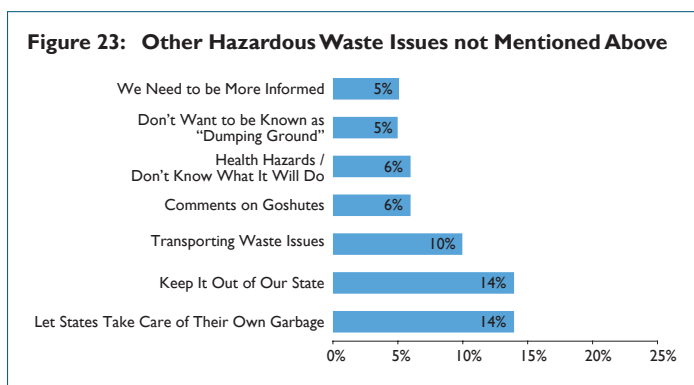
- ✓ Females, respondents age 35-54 or age 65 and over, people who say that a household member attends a Utah college or university, and those who live in Davis and Salt Lake Counties are more likely to say that Utah's image will be damaged if higher levels of nuclear waste are sent to Utah for storage.

Question 70. Are there other issues about hazardous waste that concern you that we haven't discussed? (N=488)

23% Yes
77% No

- ✓ Respondents age 45-54, postcollege graduates, and people who are not LDS are more likely to say that there are other hazardous waste issues that they are concerned about.

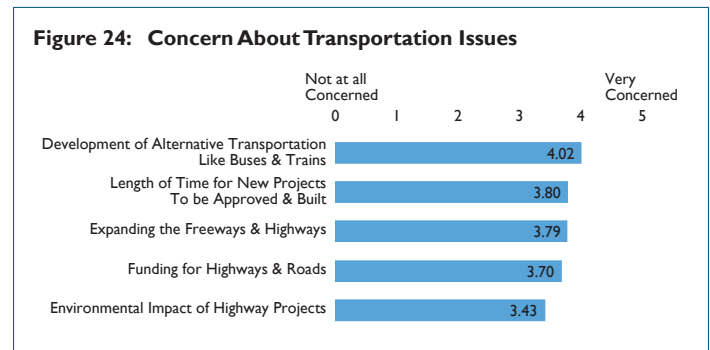
Question 71. [IF YES] What? (Top responses listed, N=112)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

Respondents who rated transportation (Q.12) a priority of 3, 4, or 5 were asked Q.72-76

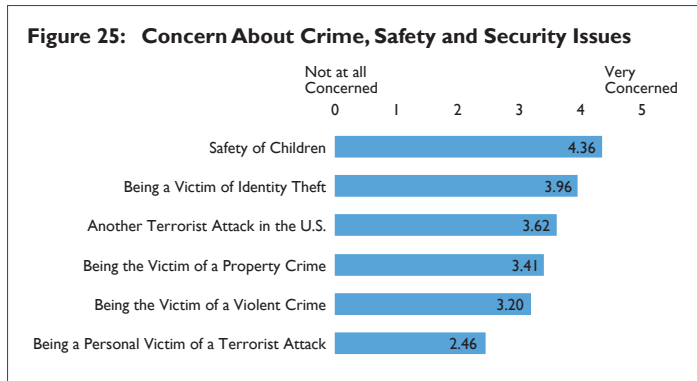
Questions 72-76. Using a 1-5 scale, with one meaning not at all concerned and five meaning very concerned, how would you rate each of the following issues: (N=473)



- ✓ People who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about the development of alternative transportation.
- ✓ LDS respondents and Davis County residents are more likely to say that they are concerned about the length of time for new projects to be approved and built.
- ✓ Respondents age 55 and over, independent voters, people who do not have any children under the age of 18 living in their home, and those who live in Davis and Utah Counties are more likely to say that they are concerned about expanding the freeways and highways.
- ✓ Males, respondents age 55 and over, and people who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about funding for highways and roads.
- ✓ Respondents who say their educational attainment is high school, Democrats, people who are politically liberal, and those who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about the environmental impact of highway projects.

Respondents who rated crime, security, and safety (Q.6) a priority of 3, 4, or 5 were asked Q.77-82

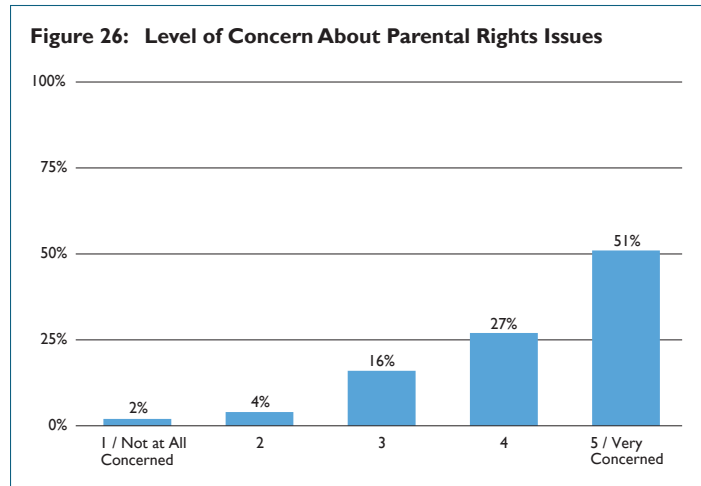
Questions 77-82. Using the 1-5 scale, how would you rate your concern about the following: (N=549)



- ✓ Females and people who have lived in Utah more than 20 years are more likely to say that they are concerned about the safety of children.
- ✓ Respondents who say their educational attainment is high school or some college are more likely to say that they are concerned about being a victim of identity theft.
- ✓ People who have completed less education, Weber County residents, and those who live in counties outside of the Wasatch Front are more likely to say that they are concerned about another terrorist attack in the U.S.
- ✓ People who have lived in Utah more than 20 years are more likely to say that they are concerned about being a victim of a property crime.
- ✓ Females, residents age 18-24 and 65 and over, those who say their educational attainment is high school or some college, single respondents, and people with annual income of \$60,000 or less are more likely to say that they are concerned about being a victim of a violent crime.
- ✓ Females, people who have completed less education, those who say that they do not have any household members who attend a Utah college or university, and residents with annual income under \$25,000 are more likely to say that they are concerned about being a victim of a terrorist attack.

Respondents who rated parental rights (Q.10) a priority of 3, 4, or 5 were asked Q.83

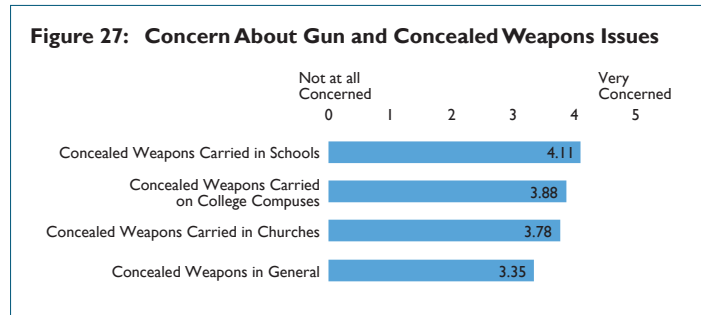
Question 83. In light of last year's highly publicized case in which the state attempted to specify the medical care of a youth diagnosed with cancer, how concerned are you about the issue of parents' rights versus the state's interest in a child's well-being? (N=458, Mean score: 4.21)



- ✓ People who say that their educational attainment is high school and those who have children in the public school system are more likely to say that they are concerned about the issue of parents' rights.

Respondents who rated gun rights (Q.11) a priority of 3, 4, or 5 were asked Q.84-89

Questions 84-87. Concerning gun issues, please rate whether you feel the following are a concern to you: (N=395)



- ✓ Females are more likely to say that they are concerned about concealed weapons carried in schools.
- ✓ Females and respondents age 65 and over are more likely to say that they are concerned about concealed weapons carried on college campuses.
- ✓ Females and people who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about concealed weapons carried in churches.

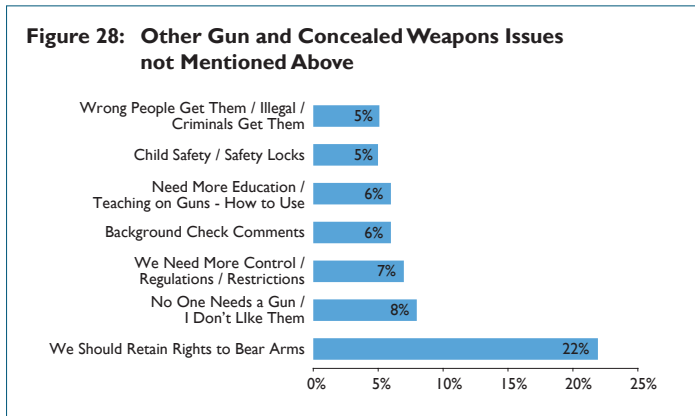
- ✓ Females, respondents age 18-24 and 65 and over, Democrats, and single respondents are more likely to say that they are concerned about concealed weapons permits in general.

Question 88. Are there any other issues about guns that are a concern to you? (N=395)

28% Yes
72% No

- ✓ Respondents age 35 and over are more likely to say that there are gun issues that they are concerned about.

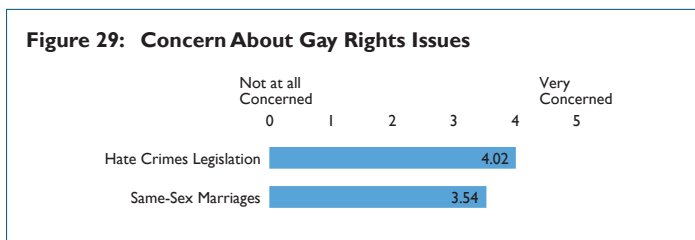
Question 89. [IF YES] What? (Top responses listed, N=111)



Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

Respondents who rated gay rights (Q.19) a priority of 3, 4, or 5 were asked Q.90-91

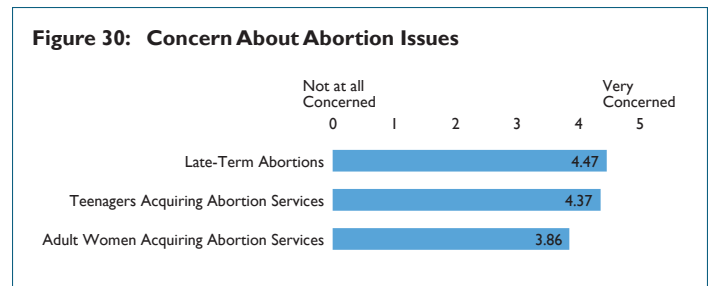
Questions 90-91. How concerned are you about the following issues? (N=277)



- ✓ Republicans, LDS respondents, and people who are politically conservative are more likely to say that they are concerned about same-sex marriages.

Respondents who rated abortion (Q.18) a priority of 3, 4, or 5 were asked Q.92-94

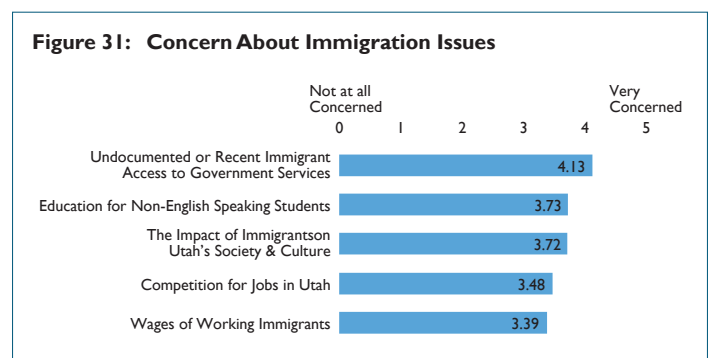
Questions 92-94. How concerned are you about the following issues? (N=404)



- ✓ Republicans, independent voters, LDS respondents, people who are politically conservative, and those with children under the age of 18 living in their home are more likely to say that they are concerned about late-term abortions.
- ✓ Republicans, independent voters, LDS respondents, and people who are politically conservative are more likely to say that they are concerned about teenagers acquiring abortion services.
- ✓ People who say their educational attainment is high school or some college, Republicans, independent voters, LDS respondents, people who are politically conservative, and Utah County residents are more likely to say that they are concerned about adult women acquiring abortion services.

Respondents who rated immigration (Q.17) a priority of 3, 4, or 5 were asked Q.95-101

Questions 95-99. How great a concern would you say the following are to you? (N=441)



- ✓ Respondents age 55 and over and those with annual income between \$25,000 and \$100,000 are more likely to say that they are concerned about undocumented or recent immigrant access to government services.
- ✓ Respondents who say that their educational attainment is high school, some college, or college, people who have lived in Utah more than 20 years, and residents with annual income between \$25,000 and \$100,000 are more likely to say that they are

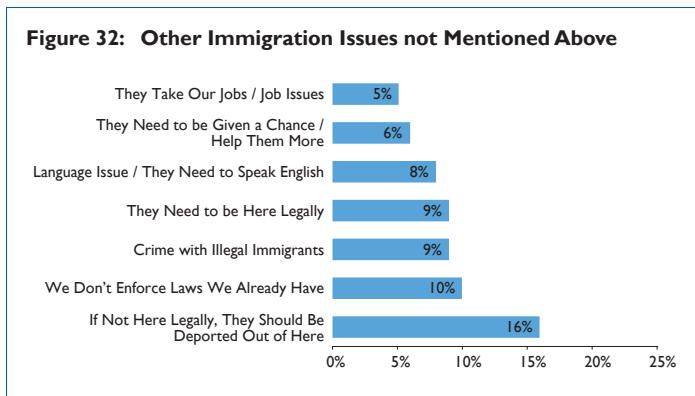
concerned about the impact of immigrants on Utah's society and culture.

- ✓ Respondents age 65 and over, people who have graduated from high school or attended some college, those who have lived in Utah for more than twenty years, respondents who are politically conservative or moderate, and residents with annual income of less than \$60,000 are more likely to say that they are concerned about competition with immigrants for jobs in Utah.
- ✓ Respondents age 65 and over, people who have graduated from high school or attended some college, those who are politically moderate or liberal, and respondents who do not have any children under the age of 18 living in their home are more likely to say that they are concerned about the wages of working immigrants.

Question 100. Are there any other concerns you have regarding immigration issues? (N=441)

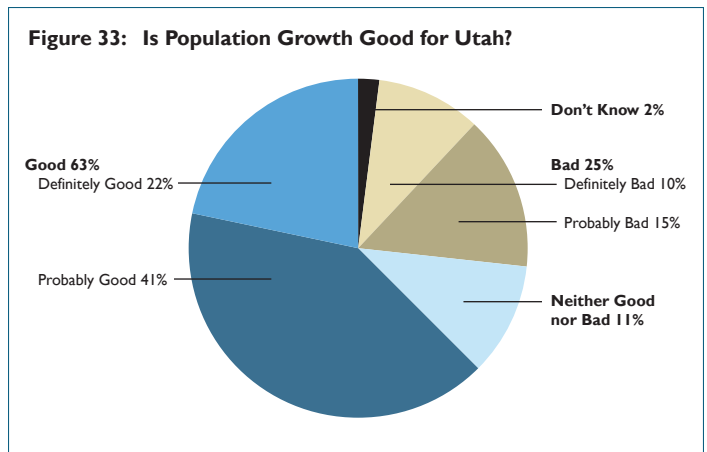
27% Yes
73% No

Question 101. [IF YES] What? (Top responses listed, N=117)



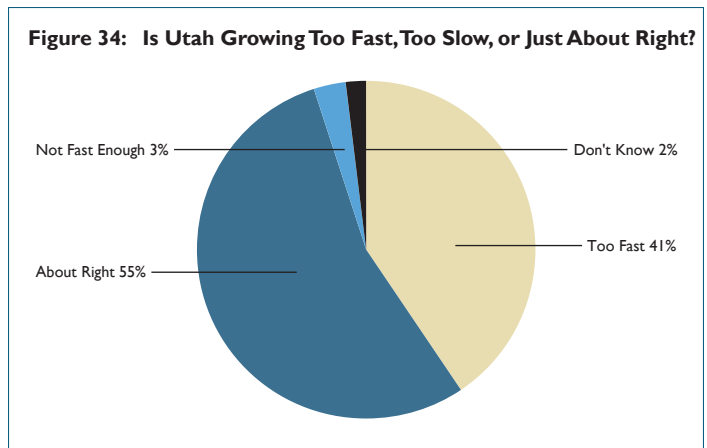
Please refer to Appendix A for responses below 5%. A complete list of respondent comments is available in Appendix B.

Question 102. Overall, would you say population growth in Utah is good or bad? (N=531)



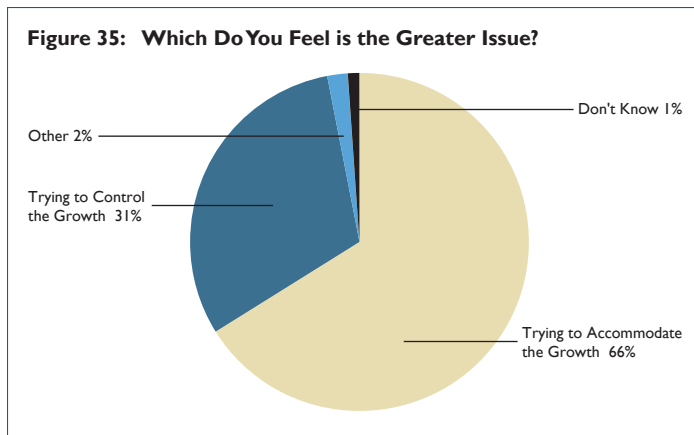
- ✓ Republicans, LDS respondents, people who are politically conservative or moderate, and those who live in Utah County or in counties outside the Wasatch Front are more likely to say that population growth in Utah is good.

Question 103. In your opinion, would you say Utah is growing too fast, about right or not fast enough? (N=531)



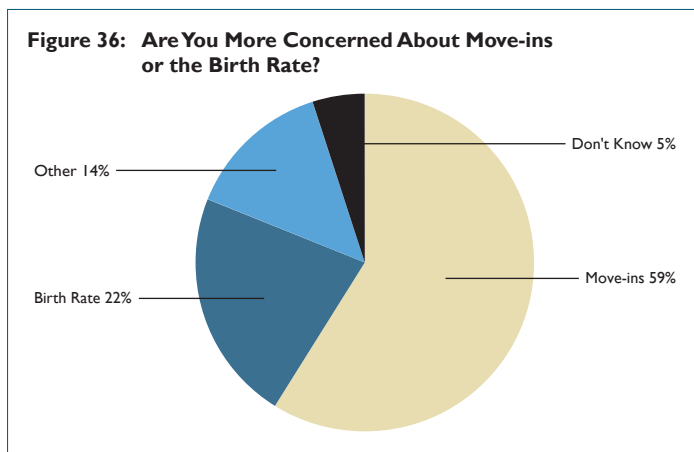
- ✓ Democrats, people who are not LDS or have no religious preference, and those who are politically liberal are more likely to say that Utah is growing too fast.
- ✓ Republicans, LDS respondents, and those who are politically conservative or moderate are more likely to say that Utah is growing about right.

Question 104. Which do you feel is the greater issue when it comes to growth issues in Utah? (N=531)



- ✓ Respondents age 25-34, college graduates, Republicans, LDS respondents, people who are married, those who have children under the age of 18 living in their home, and Davis County residents are more likely to say that the greater issue when it comes to growth in Utah is trying to accommodate growth.
- ✓ Respondents age 65 and over, people whose educational attainment is high school, those who do not have a religious preference, and Salt Lake County residents are more likely to say that the greater issue when it comes to growth in Utah is trying to control growth.

Question 105. Is your concern about growth in Utah primarily about move-ins or about the birth rate? (N=531)



- ✓ Republicans, independent voters, LDS respondents, people who are politically conservative, married respondents, those who have children under the age of 18 living in their home, residents who have children in the public school system, and people who live in Davis or Utah Counties are more likely to say that they are concerned about move-ins.
- ✓ Democrats, people who are not LDS or do not have a religious preference, those who are politically liberal, respondents who are single, and Salt Lake County residents are more likely to say that they are concerned about the birth rate.

SURVEY METHODS

The Utah Foundation commissioned Dan Jones & Associates, a full-service public opinion and market research firm located in Salt Lake City, Utah, to conduct and compile a survey of 600 Utah residents.

RESEARCH OBJECTIVES

- Identify which issues are a high priority and low priority to Utah residents
- Discover which issues concern residents the most and the least, including such current topics as: education, the economy, health care, taxes, hazardous waste, transportation / roads, safety / security, parental rights, guns, gay rights, abortion, and immigration
- Assess respondents' feelings about growth in Utah and how it should be handled
- Identify any issues that are not addressed already in the survey

PROCEDURES

Dan Jones & Associates developed the questionnaire with direction from Stephen Kroes and Janice Houston of the Utah Foundation. To meet the research objectives, 605 Utah residents were interviewed in January 2004 during evening hours. An additional 300 interviews were conducted in Logan and St. George (150 in each). All interviews were conducted at Dan Jones & Associates' data collection center, where interviewers are supervised and monitored.

SAMPLE

Dan Jones & Associates utilized a random systematic sampling procedure, giving each residence within the sample universe an equal opportunity of being selected for an interview. Only those age 18 and over were allowed to participate in the survey. The margin of error for this study is $\pm 4.0\%$ and increases for subgroups within the data. The Logan sample has a margin of error of $\pm 8.0\%$ and $\pm 7.5\%$ for St. George.

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. Interviewers were cautioned to limit interaction with respondents concerning the individual responses to the questionnaire. To assure accuracy in reciting the questions and in recording the responses, the project director carefully briefed interviewers.

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.

DATA ANALYSIS

The staff of Dan Jones & Associates prepared statistical results. Each question has a response distribution as well as a series of cross-tabulations or contingency tables which organize responses by various demographic groupings and allow for detection of differences that may exist between the opinions of subgroups. Dan Jones & Associates analyzed the data using SPSS (Statistical Package for Social Sci-

ence). Statistical tests were conducted to determine if the differences found in the relationships between various populations are real or merely due to chance. Checkmarks highlight statistically significant findings.

The text of this report is from the Dan Jones & Associates final report on the Utah Priorities poll. It has been edited by Stephen Kroes, Executive Director, Janice Houston, Director of Research, and Richard Pak, Research Analyst.