2014 Values Study Results

October 16, 2014
The objective of this work is to quantitatively identify Utahn values and priorities underlying the issues, attributes, and themes related to the future of Utah.
# Quant Methodology

<table>
<thead>
<tr>
<th>Mode</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>20 minute survey</td>
</tr>
<tr>
<td>Dates</td>
<td>August 25 – September 8, 2014</td>
</tr>
<tr>
<td>Audience</td>
<td>Utah Resident, Age 18+.</td>
</tr>
</tbody>
</table>

**Urban** (n=800): Resides in one of the following counties: Davis, Salt Lake, Utah, Weber

**Semi-Rural** (n=87): Resides in one of the following counties: Cache, Morgan, Summit, Tooele, Wasatch, Washington

**Rural** (n=113): Resides in one of the following counties: Beaver, Box Elder, Carbon, Daggett, Duchesne, Emory, Garfield, Grand, Iron, Juab, Kane, Millard, Piute, Rich, San Juan, Sanpete, Sevier, Uintah, Wayne
EXECUTIVE SUMMARY
Executive Summary

Quality of Life and State Priorities

• Utahns enjoy a high quality of life—well above what others report nationally. Three in four like the direction their communities are headed and anticipate things getting better in the future—including the economy. This reflects a sharp improvement and recovery since last measured in 2007.

• Many factors are considered important to the future of the state—no single issue dominates over the others. In fact, the research clearly shows an interconnectedness to the issues and their connection to the personal values of the people who live here.

  • The importance of these priorities to the future of the state are widely shared—similar regardless of age, income, or religious differences

• Overall, Utahns believe the state is doing a good job on most of the issues. Performance on two stand out in a positive way: Outdoor recreation and Economic Development/Jobs. Performance on two others stand out at the other end: performance in Education is mediocre and performance on Air Quality is sub-par.
Executive Summary

Attitudes Toward Growth

- Most Utahns believe that growth in the state brings many benefits and should be encouraged and fostered. While rural residents share that point of view overall, the support for continued growth is not quite as strong among rural residents.

- The majority of residents (three quarters) continue to mistakenly believe that new growth is originating from outside of Utah. However, compared to prior years, an increase is seen in the number of Utahns mentioning new births as the primary source of growth.
Executive Summary

Attitudes Toward Growth (continued)

• Utahns are growing less sure of who can best deal with growth issues in a way that will have a positive impact on the state. In particular, Utahns are much less confident in their own abilities to deal with growth issues. Unfortunately, this has not been replaced with an increased confidence in state or local government or private business. Instead, there is just a growing number who don’t know who to trust.

• It should also be noted that Rural residents are less trusting of state government than Urban residents—not to mention an even stronger distrust in federal government.
Executive Summary

Global Warming

- Despite the fact that Utahns are less concerned with global warming now than seven years ago, four out of five still have some level of concern about the issue.

The Local Economy

- A majority of Utahns believe that the state’s local economy is improving although most feel that it lies “somewhere in between” being strong and weak.
  - Urban residents are more likely than Rural residents to categorize the economy as strong and improving.
Executive Summary

Utahn **Personal** Values

- One core values orientation focusing on the people that live here continues to shape what Utahns personally prize most about the state:

  Friendly neighbors with shared values that creates a safe environment to raise children and an overall sense of community, promoting peace and personal security.

- This is the dominant orientation for about one third of residents across the state (similar for rural resident who also describe this as “rural lifestyle”)

Executive Summary

Utahn Personal Values

There are two other positive values orientations that contribute to the high level of quality of life people feel in their personal lives:

• **Cost of Living/Economic Opportunity**
  
  The availability of good paying jobs coupled with a low cost of living generates more income to buy more and do more. Residents can provide for their families, ensuring that they can remain in Utah. This gives a sense of financial security while making things better for future generations.

• **Scenic Beauty/Outdoor Recreation**

  The scenic beauty of the region and outdoor recreational options provide abundant opportunities for and quality time to enjoy with friends and family. Being active outdoors helps to promote healthier living, personal enjoyment and happiness.
Executive Summary

Utahn Personal Values

Two negative values orientations detract from the quality of life—one impacting urban residents and one impacting rural residents:

• Poor Air Quality [Urban Residents]
  Poor Air Quality is just not Healthy for me or my family. It leads to illness, Stress and lack of Security for Future Generations.

• Overbearing Federal Government [Rural Residents]
  An Overbearing Federal Government is simply constraining. It negatively impacts the local Economy and makes you feel as though you’ve Lost Control over things that should be within your right. This leads to a sense of lack of personal Freedom.
Executive Summary

Agriculture

• In 2007, almost a third of Utahns did not have a strong opinion about farming and ranching. It is now widely felt (74%) that farming and ranching are critical to the future of Utah—important to maintaining the land and values that make Utah a great place to live.

• In order to protect agricultural land and water in Utah, residents believe that financial incentives are the most effective approach. Previously, regulations were favored but perspectives have shifted.
Executive Summary

Housing

- Utahns strongly support a variety of housing types (e.g. single family homes, townhomes, apartments) in a community and cite several reasons:
  - Making it possible for those who work in the community (police, school teachers, firefighters) to afford to live there is the most compelling reason for different housing options.
  - Better air quality due to close proximity and less traffic congestion also top the list.
Executive Summary

Differences in Urban and Rural Residents

• For the most part Rural residents share the same state level priorities as Urban residents. There are, however, few areas where views diverge between Urban and Rural residents:

  • Rural resident place a lower priority on air quality, transportation, and preparation for disasters than Urban residents. Agriculture is more important for Rural residents. Moreover, Rural resident are more likely to feel the state is not doing a good job on economic development and jobs.

  • Residents in Semi-rural areas put a bit less of a priority on education and put more priority behind the planning that goes into how cities and towns grow. Semi-rural residents also put a slightly higher priority and performance rating for healthcare, natural lands, and outdoor recreation.

• Perhaps the most notable difference among Rural residents is the high level of concern and unhappiness with the federal government. A new personal values pathway emerged from the values research. It is best described by the feeling that the federal government has become overbearing, negatively impacting local control, economic opportunity and growth, trust in government and ultimately freedom. The energy behind this values orientation comes mostly from the rural residents—this is the dominant orientation for more than one in ten (13%) of all rural residents!

• When it comes to planning growth in Rural Utah, better educational opportunities, healthcare close to home and improved or expanded water infrastructure emerge as the most important items among Rural residents.
DETAILED FINDINGS
Detailed Findings

QUALITY OF LIFE
Utahns as a whole, and Urban residents specifically, believe their overall quality of life is increasing.

Ladder of Life

*Mean rating on a scale from 1 (worst) - 10 (best)*

Best Possible Life

Six Years Ago: 6.8

Today: 7.4

Five Years from Now: 8.2

Worst Possible Life

Urban residents more likely to view quality of life as increasing (69%) vs. Rural/Semi-Rural residents (58%).

**Table:**

<table>
<thead>
<tr>
<th></th>
<th>Six Years Ago</th>
<th>Today</th>
<th>Five Years from Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>6.8</td>
<td>7.4</td>
<td>8.2</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td></td>
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</tbody>
</table>
Perceptions of quality of life in Utah are similar to those of 1996, fully recovering from their downturn in 2007.

**Ladder of Life**

*Mean rating on a scale from 1 (worst) - 10 (best)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Best Possible Life</th>
<th>Worst Possible Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>6.5</td>
<td>1.0</td>
</tr>
<tr>
<td>2007</td>
<td>5.8</td>
<td>1.0</td>
</tr>
<tr>
<td>2014</td>
<td>6.8</td>
<td>1.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Today</th>
<th>Five Years from Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>7.3</td>
<td>8.2</td>
</tr>
<tr>
<td>2007</td>
<td>6.4</td>
<td>7.3</td>
</tr>
<tr>
<td>2014</td>
<td>7.4</td>
<td>8.2</td>
</tr>
</tbody>
</table>

**BASE: ALL QUALIFIED RESPONDENTS (N=1000)**

Q200. Now please imagine a ladder that represents your quality of life. The ladder has 10 steps and the tenth step represents the best possible life for you and the first step represents the worst possible life for you. On which step would you say you personally stand at the present time?

Q205. Still thinking about the ladder that represents your quality of life, on which step would you say you stood 5 years ago?

Q210. Still thinking about the ladder that represents your quality of life, using your best guess, on which step will you stand 5 years from now?
Perceptions of quality of life in Utah are similar to those of 1996, fully recovering from their downturn in 2007.

**Ladder of Life**

*Mean rating on a scale from 1 (worst) -10 (best)*

```
<table>
<thead>
<tr>
<th></th>
<th>'96</th>
<th>'07</th>
<th>'14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US</strong></td>
<td>6.1</td>
<td>6.1</td>
<td>6.8</td>
</tr>
<tr>
<td><strong>SD</strong></td>
<td>6.5</td>
<td>6.6</td>
<td>7.3</td>
</tr>
<tr>
<td><strong>Omaha</strong></td>
<td>6.5</td>
<td>7.0</td>
<td>7.7</td>
</tr>
<tr>
<td><strong>Orlando</strong></td>
<td>6.2</td>
<td>7.0</td>
<td>7.8</td>
</tr>
</tbody>
</table>
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BASE: ALL QUALIFIED RESPONDENTS (N=1000)

Q200: Now please imagine a ladder that represents your quality of life. The ladder has 10 steps and the tenth step represents the best possible life for you and the first step represents the worst possible life for you. On which step would you say you personally stand at the present time?

Q205: Still thinking about the ladder that represents your quality of life, on which step would you say you stood 5 years ago?

Q210: Still thinking about the ladder that represents your quality of life, using your best guess, on which step will you stand 5 years from now?
Half of Utahns are very or extremely interested in issues relating to their quality of life, though only one third consider themselves very or well informed about the issues.

Issues Relating to the Quality of Life in Utah

Level of Interest

- Extremely interested: 21%
- Very interested: 33%
- Interested: 27%
- Somewhat interested: 2%
- Not at all interested: 17%

Top 2 Box: 50%

How Informed They Are

- Very well informed: 27%
- Well informed: 26%
- Informed: 4%
- Moderately informed: 6%
- Not very informed: 36%

Top 2 Box: 32%

BASE: ALL QUALIFIED RESPONDENTS (N=1000)

Q300 There are a lot of issues in the news, and it is hard to keep up with them everyday. Please indicate how interested you are in issues relating to the quality of life in Utah (such as transportation, housing, air quality, education...).

Q310 How informed are you about issues relating to the quality of life in Utah?
A majority of Utahns feel their community is headed in the right direction and identify mostly positive aspects with regard to their quality of life in the state. However, only half predict an increasing quality of life for future generations.

**Direction of Own Community**
- Right direction: 72%
- Wrong track: 28%

**Quality of Life in Utah: Positives vs. Negatives**
- Positives: 69%
- Negatives: 31%

**Quality of Life in the Future**
- Increasing: 53%
- Decreasing: 47%
A majority of Utahns feel their community is headed in the right direction and identify mostly positive aspects with regard to their quality of life in the state. However, only half predict an increasing quality of life for future generations.

**Direction of Own Community**
- Nationally: 29% RD
- Orlando: 60% RD
- Omaha: 60% RD

**Quality of Life in Utah: Positives vs. Negatives**
- Positive: 69%
- Negative: 31%
- Orlando: 60/40
- Omaha: 71/29

**Quality of Life in the Future**
- Increasing: 53%
- Decreasing: 47%
- Nationally: 44% increasing
- Orlando: 60% increasing
- Omaha: 78% increasing
More believe their community is headed in the right direction in 2014 compared to 2007, though projections for an improved quality of life remain unchanged.

**Direction of Own Community: Right Direction**
- '07: 40%
- '14: 72%

**Quality of Life in the Future: Increasing**
- '96: 52%
- '07: 50%
- '14: 53%

*"Not sure" category included in 2007

**BASE: ALL QUALIFIED RESPONDENTS (N=1000)**

Q325. Now, thinking about your own community, do you feel like things are going in the right direction today or do you feel things have pretty seriously gotten off on the wrong track?

Q330. Thinking about all the positive and negative aspects about the quality of life here in Utah, what percentage of things would you classify as positive? What percentage is negative?

Q340. Thinking about the quality of life that will be here for your children and grandchildren, do you see their quality of life in Utah increasing or decreasing in the future?
Priorities for the State of Utah

Mean Importance to Utah’s Future

- Water: 6.4
- Education: 6.2
- Air quality: 6.2
- Healthcare: 6.1
- Housing and cost of living: 6.0
- Economic development and jobs: 6.0
- Healthy living: 5.9
- Energy: 5.9
- Preparation for disasters: 5.8
- Transportation: 5.7
- Natural lands: 5.7
- How our towns and cities grow: 5.7
- Outdoor recreation: 5.6
- Agriculture: 5.5
- Arts and culture: 5.0

More Important to Urban residents:
- Air quality
- Transportation
- Preparation for disasters

More Important to Rural residents:
- Natural lands
- Outdoor recreation

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q315: Thinking about the community where you live, please rate each of the following issues where 1 means “not at all important to Utah’s future” and 7 means “extremely important to Utah’s future.”
## Performance on Priorities for the State of Utah

| Priority                                         | Performance
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor recreation</td>
<td>5.7</td>
</tr>
<tr>
<td>Economic development and jobs</td>
<td>5.1</td>
</tr>
<tr>
<td>Healthy living</td>
<td>4.9</td>
</tr>
<tr>
<td>Natural lands</td>
<td>4.9</td>
</tr>
<tr>
<td>Arts and culture</td>
<td>4.9</td>
</tr>
<tr>
<td>Preparation for disasters</td>
<td>4.8</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4.7</td>
</tr>
<tr>
<td>Transportation</td>
<td>4.7</td>
</tr>
<tr>
<td>Healthcare</td>
<td>4.7</td>
</tr>
<tr>
<td>Housing and cost of living</td>
<td>4.6</td>
</tr>
<tr>
<td>Energy</td>
<td>4.6</td>
</tr>
<tr>
<td>Water</td>
<td>4.6</td>
</tr>
<tr>
<td>How our towns and cities grow</td>
<td>4.6</td>
</tr>
<tr>
<td>Education</td>
<td>4.1</td>
</tr>
<tr>
<td>Air quality</td>
<td>3.4</td>
</tr>
</tbody>
</table>

Rural residents indicate higher performance:
- Agriculture
- Air quality

**Q320.** Please indicate how well you think Utah is performing on each of these priorities using the scale where 1 means “the state is not performing well at all” and 7 means “the state is performing extremely well.”

**BASE: ALL QUALIFIED RESPONDENTS (N=1000)**

**Envision Utah**
How we grow matters.
Importance and Performance on State Priorities

State Total

Top 2 Box

Less Important  |  More Important

IMPORTANCE

0%  |  10%  |  20%  |  30%  |  40%  |  50%  |  60%  |  70%

Less important

Performing Poorly  |  PERFORMANCE  |  Performing Well

Importance and Performance on State Priorities

- Arts and culture
- Health care
- Economic development and jobs
- Transportation
- Natural lands
- Agriculture
- Healthy living
- Preparation for disasters
- Water
- Education
- Air quality
- Housing and cost of living
- Energy
- How our towns and cities grow
- Outdoor recreation
Importance and Performance on State Priorities

Urban

Top 2 Box

Less Important          IMPORTANCE         More Important

Air quality            Education           Water
Housing and cost of living
Energy
How our towns and cities grow
Agriculture

Healthcare             Healthy living        Economic development and jobs
Preparation for disasters
Transportation
Natural lands
Outdoor recreation

Arts and culture

Performing Poorly PERFORMANCE Performing Well

0% 10% 20% 30% 40% 50% 60% 70%
Importance and Performance on State Priorities

Semi-Rural

Top 2 Box

Arrows illustrate size and location of difference versus STATE ratings on issues where there are notable differences
Importance and Performance on State Priorities

Arrows illustrate size and location of difference versus STATE ratings on issues where there are notable differences.
While residents agree that water, education, healthcare and economic development/jobs are all important to the future of Utah, there are few areas where views diverge. Urban Utahns place more importance on air quality and housing while Rural Utahns are focused more on energy.

**Top 2 Box Importance**

<table>
<thead>
<tr>
<th></th>
<th>Urban</th>
<th>Rural/Semi-Rural</th>
</tr>
</thead>
</table>
| Top 5 Issues | 1. Water (85%)  
2. Air quality (82%)  
3. Education (81%)  
4. Healthcare (76%)  
5. Economic development and jobs (75%) | 1. Water (89%)  
2. Healthcare (78%)  
3. Economic development and jobs (76%)  
4. Energy (74%)  
5. Education (73%) |

BASE: ALL QUALIFIED RESPONDENTS (Urban N=800, Rural N=200)

Q315. Thinking about the community where you live, please rate each of the following issues where 1 means “not at all important to Utah’s future” and 7 means “extremely important to Utah’s future.”
Detailed Findings

GROWTH
Six in ten Utahns feel positively about growth. Of those with negative feelings, more are Rural residents than Urban.

Smith believes that growth in Utah has and will continue to bring many benefits and advantages to the state. Smith believes that growth should be strongly encouraged and fostered.

Jones believes that growth in the state has and will continue to jeopardize the quality of life for Utah residents. Jones believes that growth should be strictly managed or limited.

Rural/Semi-Rural residents (37%) more likely to agree with Jones, that growth should be limited, than Urban residents (26%).
Utahns believe future growth in the state will make things better and three quarters connect recent growth to outsiders moving in.

Future Growth in Utah will make things…

<table>
<thead>
<tr>
<th>Cause of Recent Population Growth</th>
<th>New births within the state</th>
<th>People outside moving in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Worse: 35%</td>
<td>7%</td>
<td>28%</td>
</tr>
<tr>
<td>Total Better: 42%</td>
<td>23%</td>
<td>35%</td>
</tr>
</tbody>
</table>

73% People outside moving in

27% New births within the state

Totals: Total Worse: 35%, Total Better: 42%

Q345. Most people see both positive and negative aspects of the changes taking place in the state. Based on your own personal feelings, do you believe future growth in the state of Utah will make things better or make things worse?

Q355. Based on what you have heard or read, which of the following do you think is the primary cause of the recent population growth in Utah?
While the majority of the state still believes the source of new growth is coming from outside Utah, compared to prior years an increasing number are identifying new births as the primary contributor to growth.

<table>
<thead>
<tr>
<th>Year</th>
<th>New births within the state (%)</th>
<th>People outside moving in (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>14%</td>
<td>82%</td>
</tr>
<tr>
<td>2007</td>
<td>21%</td>
<td>79%</td>
</tr>
<tr>
<td>2014</td>
<td>27%</td>
<td>73%</td>
</tr>
</tbody>
</table>
Utahns increasingly agree that growth should be encouraged, in similar proportion with 1996.

Smith believes that growth in Utah has and will continue to bring many benefits and advantages to the state. Smith believes that growth should be strongly encouraged and fostered.

Jones believes that growth in the state has and will continue to jeopardize the quality of life for Utah residents. Jones believes that growth should be strictly managed or limited.

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q350. Below are the opinions of two hypothetical residents. Please indicate which opinion comes closest to your own. Is your opinion more like Mr. Smith or more like Mr. Jones?
Residents in Utah feel that “people like you and me” can best deal with growth issues, while about one in four feel that the local or state government is better equipped. However, Rural residents are less trusting of state government than Urban residents.

Who can best deal with growth issues?

- People like you and me: 27%
- Local government: 21%
- State government: 21%
- Businesses in Utah: 10%
- Other organizations or institutions: 3%
- Not sure: 18%

Rural/Semi-Rural residents less trusting of state government (15%)

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q360. In your opinion, who can best deal with growth issues in a way that will have the most positive impact on Utah residents?
Utahns are increasingly unsure of who can best deal with growth issues and less confident in “people like you and me.”

Who can best deal with growth issues?

- People like you and me: 42% (1996), 31% (2007), 27% (2014)
- Other organizations or institutions: 3% (1996), 4% (2007), 3% (2014)
- Not sure: 12% (1996), 3% (2007), 18% (2014)

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q360. In your opinion, who can best deal with growth issues in a way that will have the most positive impact on Utah residents?
Four out of five Utahns have some level of concern about global warming.
Utahns are less concerned with global warming now than seven years ago.
Detailed Findings

ATTITUDES ON ECONOMIC DEVELOPMENT
Most residents feel that Utah’s local economy lies “somewhere in between” being strong and weak, but a majority believe that it is improving. Urban residents are more likely than rural residents to categorize the economy as strong and improving.

**Strength of Local Economy**

- Strong: 31%
- Weak: 8%
- Somewhere in between: 61%

**Direction of Local Economy**

- Improving: 57%
- Getting worse: 11%
- Neither: 32%

Urban residents indicate a stronger local economy than Rural/Semi-Rural residents.

Urban residents indicate an improving local economy more than Rural/Semi-Rural residents.

**BASE:** All Qualified Respondents (N=1000)

Q600. Based on what you are seeing and hearing from others in the community, would you say the local economy is strong, weak, or somewhere in between?

Q605. Do you think your local economy is improving or getting worse?
Detailed Findings

UTAHN VALUES: QUALITY OF LIFE
The people of Utah have mentioned many factors – both positive and negative – that contribute to or detract from their quality of life. Thinking about the quality of life in Utah, please identify which one of the following factors has the most significant impact on the overall quality of life for you personally. Take your time and be sure to select the one (positive or negative) that has the most significant impact on you personally.
Residents Want Friendly Neighbors with Similar Values. This Creates a Safe Environment to Raise Children and an overall Sense of Community, Promoting Peace and Personal Security.

Peace of Mind / Personal Security

Feel Safe / Better Community

Good Place to Raise Children / Spend Time With Family & Friends

People/Family Friendly Shared Values

Total: 30%

Rural: 27%
Rural ladder is heavily driven by shared values (13%) and rural lifestyle (8%).
The availability of good paying Jobs coupled with a Low Cost of Living generates More Income to Buy More and Do More. Residents can Provide for their families, ensuring that they can Remain in Utah. This gives a sense of Financial Security while making things better for Future Generations.
The Scenic Beauty of the region and Outdoor Recreational options provide abundant opportunities for and quality Time to enjoy with Friends and Family. Being active Outdoors helps to promote Healthier Living, Personal Enjoyment and Happiness.

Total: 11%

Happiness/ Personal Enjoyment

Live Healthier/ Better Life

Enjoy Outdoors / Spend Time With Family & Friends

Outdoor Recreation / Scenic Beauty

Rural: 12%
Rural ladder is heavily driven by scenic beauty of the region (8%).
Air Quality

Poor Air Quality is just not Healthy for me or my family. It leads to illness, Stress and lack of Security for Future Generations.

Total: 11%

(Lack of) Security / Future Generations

Stress / Worry
People/Family leaving

Illness / Lack of Healthy Living

Poor Air Quality

Rural: 8%
An Overbearing Federal Government is simply constraining. It negatively impacts the local Economy and makes you feel as though you’ve Lost Control over things that should be within your right. This leads to a sense of lack of personal Freedom.

(Lack of) Freedom

Loss of Control / Diminished Trust

Economic Weakness

Overbearing Federal Government

Rural: 13%
About 5% identifying the ability to retain family members/people as their primary pathway: sometimes in a positive way coming from Good Jobs; sometimes in a negative way coming from poor air quality.
This image illustrates a 2014 Quality of Life Master Map focusing on Rural Residents. The map is divided into four main sections: Attributes, Functional Consequences, Psychosocial Consequences, and Personal Values. Each section contains various attributes and consequences that contribute to the overall Quality of Life. The diagram highlights several key issues emerging more significantly with Rural/Semi-Rural Residents, including the impact on future generations, security, and economic strength/weakness. The map suggests that these issues are interconnected, affecting various aspects of daily life and future prospects.
Detailed Findings

UTAHN VALUES: SPECIAL ISSUES
Perspectives on cost of living are split between those who view it as too high and those who feel it’s low. Rural Utahns are more likely to indicate a low cost of living than Urban Utahns, but both can agree that it directly impacts affordability of housing and how hard they work.

Cost of Living

- Makes good housing easier/harder to afford
  - Total: 28% (High), 26% (Low)
  - Urban: 26% (High), 25% (Low)
  - Rural: 31% (High), 29% (Low)

- Don’t have to/Have to work harder or longer hours or more jobs
  - Total: 26% (High), 25% (Low)
  - Urban: 26% (High), 25% (Low)
  - Rural: 29% (High), 22% (Low)

- Makes it easier/harder for people to live in places with good schools where they can escape a cycle of poverty or crime
  - Total: 18% (High), 19% (Low)
  - Urban: 11% (High), 19% (Low)
  - Rural: 22% (High), 23% (Low)

- Makes it easier/harder to afford college or more education
  - Total: 13% (High), 14% (Low)
  - Urban: 11% (High), 14% (Low)
  - Rural: 18% (High), 13% (Low)

- Makes it easier/harder to get around/pay for gas/transportation
  - Total: 9% (High), 9% (Low)
  - Urban: 9% (High), 9% (Low)
  - Rural: 9% (High), 9% (Low)

- Makes it easier/harder to obtain quality healthcare
  - Total: 7% (High), 6% (Low)
  - Urban: 7% (High), 6% (Low)
  - Rural: 9% (High), 9% (Low)

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=166)

Q500. The cost of living can impact life in Utah in many different ways. To start out, which of the following best describes the cost of living where you live?
Q501. When it comes to impacts of the high cost of living, which of the following do you feel has the biggest impact on you and your family personally?
Q503. When it comes to impacts of the low cost of living, which of the following do you feel has the biggest impact on you and your family personally?
Cost of Living: Map

Attributes: Cost of living [transportation, housing, healthcare, taxes]

Functional Consequences:
- Cost of living
- Access to education
- Number of working hours/jobs
- Ability to get around/drive
- Access to healthcare

Psychosocial Consequences:
- Cycle of poverty/homelessness
- Not a burden on society
- Safer neighborhood
- Live in nice home
- Ability to have housing

Personal Values:
- Personal security
- Better community
- Family love/belonging
- More stable family
- Time with family
- Take care of myself
- Stay in Utah/Move away
- Ability to save/make money

Quality of life:
- Peace of mind
- Enjoy life
- Fulfillment
- Get ahead in life/prepare for retirement

Healthy:
- Opportunities

Future Generations (American Dream):
- Personal improvement
- Do other things

Financial Security:
- Not a burden on society
- Stay in Utah/Move away

Personal Security:
- Quality of life
- Personal improvement
- Do other things

Peace of mind:
- Enjoy life
- Fulfillment
- Get ahead in life/prepare for retirement

Fulfillment:
- Peace of mind
- Enjoy life
- Get ahead in life/prepare for retirement

Enjoy life:
- Peace of mind
- Get ahead in life/prepare for retirement

Get ahead in life/prepare for retirement:
- Enjoy life
- Fulfillment
- Peace of mind

Fulfillment:
- Enjoy life
- Get ahead in life/prepare for retirement
- Peace of mind
Cost of Living: Pathways

- **Personal Values**
  - Personal security
  - Better community

- **Psychosocial Consequences**
  - Safer neighborhood
  - Not a burden on society

- **Functional Consequences**
  - Cycle of poverty/homelessness
  - Live in nice home
  - Ability to have housing
  - Access to education
  - Number of working hours/jobs

- **Attributes**
  - Cost of living (transportation, housing, healthcare, taxes)

- **Cost of Living**
  - Cost of living

- **Future Generations (American Dream)**
  - Opportunities
  - Access to healthcare

- **Quality of life**
  - Peace of mind
  - Enjoy life
  - Fulfillment

- **Health**
  - Healthy

- **Personal Security**
  - Live in nice home
  - Access to healthcare

- **Better Community**
  - Safer neighborhood
  - Not a burden on society

- **More Stable Family**
  - Time with family
  - Take care of myself

- **Safer Neighborhood**
  - Cycle of poverty/homelessness

- **Stress/worry**
  - Stay in Utah/Move away

- **Access to Education**
  - Ability to have housing

- **Ability to Save/Make Money**
  - Number of working hours/jobs

- **Access to Healthcare**
  - Ability to get around/driver

- **Financial Security**
  - Future Generations (American Dream)
  - Get ahead in life/prepare for retirement

- **Personal Improvement**
  - Do other things

- **Peace of Mind**
  - Future Generations (American Dream)

- **Quality of Life**
  - Peace of mind
  - Enjoy life

- **Fulfillment**
  - Future Generations (American Dream)

- **Personal Values**
  - Personal security
  - Better community

- **Psychosocial Consequences**
  - Safer neighborhood
  - Not a burden on society

- **Functional Consequences**
  - Cycle of poverty/homelessness
  - Live in nice home
  - Ability to have housing
  - Access to education
  - Number of working hours/jobs
No notable differences between Rural/Semi-Rural and Urban other than view on Cost of Living where Rural/Semi-Rural residents more likely to view it as Low Cost.
Utahns are most impacted by the choices and opportunities improved education offers them.

When it comes to improving education, which of the following do you feel has the biggest impact on you and your family personally?

- More choice and opportunities in life
- Students/People better gain knowledge and experience
- More children in the region graduate

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

**BASE: ALL QUALIFIED RESPONDENTS (N=167)**

Q505. When it comes to improving education, which of the following do you feel has the biggest impact on you and your family personally?
Education System: Map

**Personal Values**
- Self esteem
- Financial security
- Accomplishment

**Psychosocial Consequences**
- Quality of life
- Peace of mind
- Happiness
- Freedom
- Family love
- Hope
- Security
- Better Community

**Functional Consequences**
- Less stress
- More/better time with family
- Do other things
- Children not have to move
- Attract employers
- Gain knowledge/experience
- More tolerant/open-minded
- More children graduate
- Better citizens
- More/less criminal

**Attributes**
- Quality teachers
- Better/more access to quality education
- Strong STEM
- Choice in schools/curriculum
- More funding

Education strategies

Envision Utah: How we grow matters.
Education System: Rural Distinction

Attributes

Functional Consequences

Psychosocial Consequences

Personal Values

Quality of life

Peace of mind

Happiness

Freedom

Family love

Security

Better Community

Better for future generations

Make a better living

Less stress

More/better time with family

Safer community

Attract employers

Gain knowledge/experience

Better citizens

More tolerant/open-minded

More children graduate

Less crime

More choice/opportunities

Do other things

Children not have to move

Qualify for good jobs

More children graduate

Financial security

Hope

More funding

More Important to Rural/Semi-Rural Residents

Education strategies

Better/more access to quality education

Strong STEM

Choice in schools/curriculum

More Important to Rural/Semi-Rural Residents

Quality teachers
Rural Utahns are most impacted by less crowding when considering how towns and cities grow. Urban Utahns feel the impact of safe housing and close access to shopping, restaurants and services more.

*Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=167)

Q515. When it comes to how towns and cities grow, which of the following do you feel has the biggest impact on you and your family personally?
Land Use: How Towns/Cities Grow: Map

Personal Values
- Personal security
- Pride
- Sense of community
- Neighborly

Psychosocial Consequences
- Peace of mind
- Happiness
- Enjoy life
- Longevity
- Family love
- Success
- Children not have to move
- Time with family/friends
- Do other things
- Save money
- Better physical/mental health
- Better environment
- Recreation
- Enjoy outdoors
- Less stress/worry
- Less congestion/driving/
- More walkable/bikeable
- Clean air
- Clean water
- Less crowding
- Close access to shopping, restaurants, schools, services

Functional Consequences
- Safe housing
- Parks/Open space
- Land use strategies
- Less crime
- Enjoy life
- Save money
- Better
- Enjoy outdoors
- Less stress/worry
- Time with family/friends
- Do other things
- Save money
- Clean air
- Less crowding
- Close access to shopping, restaurants, schools, services

Attributes
- Enjoy life
- Longevity
- Family love
- Success
- Children not have to move
- Time with family/friends
- Do other things
- Save money
- Better physical/mental health
- Better environment
- Recreation
- Enjoy outdoors
- Less stress/worry
- Less congestion/driving/
- More walkable/bikeable
- Clean air
- Clean water
- Less crowding
- Close access to shopping, restaurants, schools, services

Land use strategies
- Land use strategies
Land Use: How Towns/Cities Grow: Pathways

- Personal Values
  - Personal security
  - Pride
  - Sense of community
  - Neighborly

- Psychosocial Consequences
  - Happiness
  - Less stress/worry
  - Better physical/mental health
  - Time with family/friends

- Functional Consequences
  - Safer community
  - Less crime
  - Safe housing
  - Parks/Open space
  - Clean water
  - Clean air

- Attributes
  - Close access to shopping, restaurants, schools, services
  - Less congestion/driving
  - More walkable/bikeable
  - Save money

- Land use strategies
  - Less crowding
  - Less congestion/driving
  - More walkable/bikeable
  - Close access to shopping, restaurants, schools, services

- Enjoy life
  - Peace of mind
  - Enjoy outdoors
  - Neighborly
  - Safer community

- Quality of life
  - Enjoy life
  - Better environment
  - Do other things

- Longevity
  - Enjoy life
  - Better environment
  - Save money

- Success
  - Enjoy life
  - Better environment
  - Save money

- Most Good Pathway: Mostly Good Job
  - Enjoy life: 25%
  - Enjoy outdoors: 6%
  - Neighborly: 2%

- Mostly Bad Pathway: Mostly Bad Job
  - Enjoy life: 2%
  - Enjoy outdoors: 2%
  - Neighborly: 2%

- Mostly Good Job
  - Mostly Bad Job

- Other Things
  - Children not have to move
  - Time with family/friends
  - Sense of community
  - Family love

- Personal Security
  - 10%

- Pride
  - 1%

- Sense of community
  - 2%

- Neighborly
  - 2%

- Safer community
  - 10%

- Less crime
  - 9%

- Safe housing
  - 24%

- Parks/Open space
  - 9%

- Clean water
  - 19%

- Close access to shopping, restaurants, schools, services
  - 23%

- Less congestion/driving
  - 9%

- More walkable/bikeable
  - 17%

- Save money
  - 6%

- Enjoy life
  - 25%

- Enjoy outdoors
  - 6%

- Neighborly
  - 2%

- Safer community
  - 10%

- Less stress/worry
  - 5%

- Better physical/mental health
  - 16%

- Time with family/friends
  - 3%

- Do other things
  - 4%

- Enjoy life
  - 25%

- Enjoy outdoors
  - 6%

- Neighborly
  - 2%

- Safer community
  - 10%

- Less stress/worry
  - 5%

- Better physical/mental health
  - 16%

- Time with family/friends
  - 3%

- Do other things
  - 4%

- Enjoy life
  - 25%

- Enjoy outdoors
  - 6%

- Neighborly
  - 2%

- Safer community
  - 10%

- Less stress/worry
  - 5%

- Better physical/mental health
  - 16%

- Time with family/friends
  - 3%

- Do other things
  - 4%

- Enjoy life
  - 25%

- Enjoy outdoors
  - 6%

- Neighborly
  - 2%

- Safer community
  - 10%
Land Use: How Towns/Cities Grow: Rural Distinction

- **Attributes**
  - Parks/Open space
  - Safe housing
  - Clean water
  - Land use strategies

- **Functional Consequences**
  - Less crime
  - Safe housing
  - Clean water
  - Less crowding
  - Parks/Open space

- **Psychosocial Consequences**
  - Enjoy life
  - Happiness
  - Peace of mind
  - More Important to Rural/Semi-Rural Residents

- **Personal Values**
  - Personal security
  - Pride
  - Sense of community
  - Neighborly
  - Happiness
  - Enjoy life

- **Success**
  - Longevity
  - Kids
  - Family love
  - Do other things
  - Save money
  - Less congestion/driving/
  - More walkable/bikeable
  - Close access to shopping, restaurants, schools, services

- **Quality of life**
  - Less stress/worry
  - Better physical/mental health
  - Time with family/friends

- **Recreation**
  - Enjoy outdoors
  - Do other things

- **Land use strategies**
  - Clean air
  - Better environment
  - Less crowding
Most agree that the biggest impact in relation to transportation is better infrastructure.

Transportation

- Better transportation infrastructure: 32% Total, 30% Urban, 42% Rural
- Close access to work, shopping, restaurants, schools, services: 27% Total, 28% Urban, 25% Rural
- Less traffic and congestion: 25% Total, 27% Urban, 17% Rural
- More public transportation options: 16% Total, 15% Urban, 17% Rural

Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

**Q520**. When it comes to transportation, which of the following do you feel has the biggest impact on you and your family personally?
Transportation: Map

- **Attributes**
  - Close access to work, shopping, restaurants, schools, services
  - Transportation strategies
  - More public transportation options
  - Better infrastructure

- **Functional Consequences**
  - Less driving/time in commuting
  - Save money/more affordable
  - Time with family/friends
  - Quality of life
  - Personal improvement

- **Psychosocial Consequences**
  - Enjoy outdoors
  - Do other things
  - Safer/fewer accidents
  - Family love
  - Fulfillment

- **Personal Values**
  - Enjoy life
  - Better health
  - Personal security
Transportation: Pathways

**Attributes**
- Close access to work, shopping, restaurants, schools, services (27%)
- Less driving/time in commuting (25%)
- More public transportation options (16%)
- Better infrastructure (32%)

**Psychosocial Consequences**
- Enjoy outdoors (3%)
- Save money/more affordable (21%)
- Safer/fewer accidents (11%)
- Personal security
- Children not have to move (9%)
- Do other things (18%)
- Time with family/friends (14%)
- Personal improvement (9%)
- Family love
- Fulfillment

**Functional Consequences**
- Better health (4%)
- Less stress/frustration/anger
- Less congestion (21%)
- Enjoy life
- Happiness
- Quality of life

**Personal Values**
- Enjoy life
- Happiness
- Quality of life
- Family love
- Fulfillment
- Personal security
- Children not have to move
- Do other things
- Time with family/friends
- Personal improvement
- Save money/more affordable
- Safer/fewer accidents
- Enjoy outdoors
- Less stress/frustration/anger
- Less congestion
- Enjoy life

**Transportation strategies**
- Clean air (21%)
- Close access to work, shopping, restaurants, schools, services (27%)
- More public transportation options (16%)
- Better infrastructure (32%)
Transportation: Rural Distinction

**Attributes**
- Transportation strategies
  - Clean air
  - Close access to work, shopping, restaurants, schools, services
  - More public transportation options
  - Better infrastructure
  - Less driving/time in commuting
  - Less congestion

**Psychosocial Consequences**
- Enjoy life
  - Happiness
    - Family love
    - Fulfillment
    - Quality of life
      - Personal improvement
      - Time with family/friends
      - Do other things
    - More Important to Rural/Semi-Rural Residents
    - Personal security
      - Enjoy outdoors
        - Better health
          - Safer/fewer accidents
            - Children not have to move

**Functional Consequences**
- Enjoy life
  - Happiness
    - Family love
    - Fulfillment
    - Quality of life
      - Personal improvement
      - Time with family/friends
      - Do other things
    - More Important to Rural/Semi-Rural Residents
    - Personal security
      - Enjoy outdoors
        - Better health
          - Safer/fewer accidents
            - Children not have to move

**Personal Values**
- Enjoy life
  - Happiness
    - Family love
    - Fulfillment
    - Quality of life
      - Personal improvement
      - Time with family/friends
      - Do other things
    - More Important to Rural/Semi-Rural Residents
    - Personal security
      - Enjoy outdoors
        - Better health
          - Safer/fewer accidents
            - Children not have to move

**More Important to Rural/Semi-Rural Residents**
- Save money/more affordable
- Safer/fewer accidents
- Children not have to move
- Family love
- Personal security
- Enjoy outdoors
- Better health
- More Important to Rural/Semi-Rural Residents
- Personal values
- Psychosocial consequences
- Functional consequences
- Attributes
Urban and Rural Utahns are most impacted by personal and family preparedness while Rural Utahns also indicate strong emergency services as being impactful.

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

**BASE: ALL QUALIFIED RESPONDENTS (N=166)**
**Q530.** When it comes to emergency preparedness and the ability to recover from a disaster, which of the following do you feel has the biggest impact on you and your family personally?
Disaster Resilience: Pathways

- **Attributes**
  - Personal Values
  - Psychosocial Consequences
  - Functional Consequences
  - Disaster Resilience strategies

- **Pathways**
  - Personal/family security
  - Good building standards
  - Safe places to go
  - Personal/family preparedness
  - Public education/drills
  - Strong emergency services/coordination/communications

- **Consequences**
  - Quality of life
  - Feel safe
  - Less stress/worry
  - Get back to normal quickly
  - Focus on other things

- **Values**
  - Peace of mind
  - Confidence
  - Freedom
  - Sense of community
  - Personal/family love
  - Family love
  - Stay in Utah/not move

- **Job Performance**
  - Mostly Good Job
  - Dominant Pathway
  - Secondary Pathway

- **Survey Results**
  - 45%
  - 26%
  - 19%
  - 10%
  - 6%
  - 3%
Disaster Resilience: Rural Distinction

Attributes

- Personal Values
- Psychosocial Consequences
- Functional Consequences

Peace of mind

Family love

Personal/family security

Stay in Utah/not move

Less stress/worry

Feel safe

Everyone helps everyone

Get back to normal quickly

Focus on other things

Quality of life

Confidence

Freedom

Sense of community

Get back to normal quickly

Focus on other things

Everyone knows what to do

Everyone helps everyone

Focus on other things

Everyone knows what to do

Feel safe

Stay in Utah/not move

Less stress/worry

Safety

Personal/family preparedness

Public education/drills

Safe places to go

Good building standards

Disaster Resilience strategies

More Important to Rural/Semi-Rural Residents

Confidence

Freedom

Sense of community
Low energy costs have the most impact on Utahns.

When it comes to energy, which of the following do you feel would have the biggest impact on you and your family personally?

- Lower energy costs: 44% (Total), 46% (Urban), 36% (Rural)
- More renewable sources: 31% (Total), 32% (Urban), 24% (Rural)
- Reliable energy: 25% (Total), 22% (Urban), 39% (Rural)

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=167)
Q535. When it comes to energy, which of the following do you feel would have the biggest impact on you and your family personally?
Energy: Rural Distinction

Attributes

Energy strategies
- Reliable energy

Functional Consequences
- Lower energy costs
- More alternative/renewable energy sources

Psychosocial Consequences
- Time with family/friends
- Personal improvement
- Better physical/mental health
- Less stress/worry
- Quality of life
- Peace of mind
- Happiness

Personal Values
- Enjoy life
- Protect planet
- More responsible/better steward

Rural/Semi-Rural Residents
- Stronger communities
- Jobs/Economic development
- Save/make money/affordable living
- Children not have to move
- Personal security
- Financial security
- Freedom/Fulfillment
- Happiness
- Longevity
- Better environment
- Recreation
- Enjoy outdoors
- Use fewer natural resources
- Clean air
- Air quality

More Important to Rural/Semi-Rural Residents
- More personal values
- More psychosocial consequences
- More functional consequences
- More energy strategies
- More attributes
With regard to natural lands, Urban Utahns feel the strongest impact from preserving habitats and focusing on multiple uses to benefit everyone while Rural Utahns are most impacted by the latter.

**Natural Lands**

- **Preserve natural habitat and animal life**: 26% Total, 26% Urban, 25% Rural
- **Focus on multiple uses so that everyone benefits from rich resources of the state**: 26% Total, 25% Urban, 33% Rural
- **Provide plentiful opportunities to spend time enjoying the outdoors**: 18% Total, 14% Urban, 19% Rural
- **Focus on renewable resources that are sustainable over time**: 16% Total, 17% Urban, 14% Rural
- **Maintain local control rather than federal control over how the land is used**: 13% Total, 13% Urban, 14% Rural

*Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.*

**BASE: ALL QUALIFIED RESPONDENTS (N=168)**

Q540. When it comes to our natural lands here in Utah, which of the following do you feel is most important for you and your family personally?
Natural Lands: Pathways

**Personal Values**
- Enjoy life
  - Freedom
- Protect planet
- More responsible/better steward
- Better environment
- Protect beauty

**Psychosocial Consequences**
- Peace of mind
  - Happiness
  - Longevity
  - Quality of life
  - Less stress/worry
- Better physical/mental health
  - Time with family/friends

**Functional Consequences**
- Recreation
  - Enjoy outdoors [hunting/fishing/camping]
  - 20%
- Preserve state parks/community gathering places
  - 18%
- Preserve natural habit and animal life
  - Biodiversity
  - 26%

**Economic Development**
- Focus on renewable resources
  - Multiple uses/everyone benefits
  - 26%
- Local control
  - 13%
- Maximize use of renewable resources [timber, water, wildlife]
  - 35%
- Tourism
  - 12%
- Support for local communities
  - Freedom

**Attributes**
- Family love
- Financial security
- Children not have to move
- Time with family/friends
- Less stress/worry
- Freedom
- Enjoy life
- Happiness
The importance of water for agriculture and food production as well as for the environment and natural lands are the two most impactful items across both Urban and Rural Utahns.

When it comes to water, which of the following do you feel would have the biggest impact on you and your family personally?

- The importance of water to agriculture and food production: 35%
- The importance of abundant, clean water for our environment and natural lands: 30%
- The need to keep the cost of living affordable by minimizing the cost of providing water: 24%
- The need for water to support business and growing communities: 19%
- The importance of water to making our yards and communities greener and nicer places to live: 5%
- The importance of abundant, clean water for recreational areas and our ability to enjoy the outdoors: 3%

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=167)
Q550. When it comes to water, which of the following do you feel would have the biggest impact on you and your family personally?
Water: Rural Distinction

Attributes

Functional Consequences

Psychosocial Consequences

Personal Values

More Important to Rural/Semi-Rural Residents

Water strategies

Clean water

Plentiful, readily available

Ability to grow

Agriculture and food production

Lower cost of living

Economic development

Better communities

Time with family/friends

Quality of life

Less stress/worry

Longevity

Enjoy life

Peace of mind

Happiness

Family love

Financial security

More Important to Rural/Semi-Rural Residents

Nicer yards and parks

Sustains life

Recreation

Enjoy outdoors

Beauty of nature

Better environment

Healthier living

Protect planet

More responsible/better steward
Urban Utahns are most impacted by the availability of quality food products, while Rural Utahns view local food production as most impactful.

### Agriculture

- **The availability of quality food products to eat**
  - Total: 32%
  - Urban: 33%
  - Rural: 27%

- **The fact that we can produce food locally**
  - Total: 24%
  - Urban: 30%
  - Rural: 22%

- **The amount of land that is preserved for agriculture**
  - Total: 12%
  - Urban: 9%
  - Rural: 13%

- **The water that is used for agriculture**
  - Total: 9%
  - Urban: 8%
  - Rural: 15%

- **The availability of organic food**
  - Total: 7%
  - Urban: 9%
  - Rural: 9%

- **The regulation on pesticides and things like GMOs**
  - Total: 6%
  - Urban: 7%
  - Rural: 3%

- **The local jobs it provides**
  - Total: 6%
  - Urban: 6%
  - Rural: 9%

- **The grazing that is done on public lands**
  - Total: 2%
  - Urban: 1%
  - Rural: 3%

- **The farm subsidy programs**
  - Total: 1%
  - Urban: 3%
  - Rural: 1%

*Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.*
Agriculture: Rural Distinction

- Attributes
  - Produce locally
  - Quality food products
  - Organic
  - Agriculture strategies

- Personal Values
  - Freedom
  - Family Love
  - Peace of mind
  - Better for future generations

- Economic development
  - Support local economies/rural lifestyle
  - Local jobs

- Psychosocial Consequences
  - Better community
  - More time with family
  - More/less worry/stress
  - Take care of children/family

- Security
  - Self-reliant
  - Sustainable

- Environmental
  - Conserve energy
  - Conserve water
  - Protect environment
  - Wastes/pollutes land
  - More Important to Rural/Semi-Rural Residents

- Healthier living
  - More/less productive
  - Save money
  - More/better time with family

- Healthier living
  - Healthier living
  - More/less productive

- More Important to Rural/Semi-Rural Residents
  - More responsible/better steward
  - Protect planet
  - Live longer

- More Important to Rural/Semi-Rural Residents
  - Less worry/stress
  - More/better time with family

- More Important to Rural/Semi-Rural Residents
  - More/better time with family
  - More/less worry/stress
  - Take care of children/family

- More Important to Rural/Semi-Rural Residents
  - More responsible/better steward
  - Protect planet
  - Live longer
A strengthened economy is more impactful to Utahns than increased wages and salaries.

*Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=167)
Q570. When it comes to economic development, which of the following do you feel would have the biggest impact on you and your family personally?
Economic Development: Pathways

**Dominant Pathway**
- Freedom 1%
- Security 2%
- Enjoyment 6%
- Quality of life
- Less stress/mental health 9%
- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%
- More community improvements 19%
- Not a burden on society 1%
- More productive/personal improvement 1%
- Get ahead/prepare for retirement 4%
- Do other things
- Stay in community/attract back
- Afford housing/cost of living 0%
- Get ahead/prepare for retirement
- Stay in community/attract back
- Afford housing/cost of living
- Less stress/mental health 9%
- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%

**Secondary Pathway**
- Freedom 1%
- Enjoyment 6%
- Quality of life
- Less stress/mental health 9%
- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%
- More community improvements 19%
- Not a burden on society 1%
- More productive/personal improvement 1%
- Get ahead/prepare for retirement 4%
- Do other things
- Stay in community/attract back
- Afford housing/cost of living 0%
- Get ahead/prepare for retirement
- Stay in community/attract back
- Afford housing/cost of living
- Less stress/mental health 9%
- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%

**Attributes**
- Personal Values
- Psychosocial Consequences
- Functional Consequences
- Economic Development Strategies

**Economic Development Strategies**
- Strengthen the economy 62%
- Low unemployment 13%
- Lower crime rate
- More community improvements 19%
- Creates more jobs 29%
- More productive/personal improvement 1%
- Not a burden on society 1%
- Get ahead/prepare for retirement 4%
- Do other things
- Stay in community/attract back
- Afford housing/cost of living 0%
- Less stress/mental health 9%
- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%

**Psychosocial Consequences**
- Self esteem
- Family love
- Peace of mind
- Enjoyment
- Security
- Freedom

**Functional Consequences**
- Economic Development
- Low unemployment 13%
- Lower crime rate
- More community improvements 19%
- Creates more jobs 29%
- More productive/personal improvement 1%
- Not a burden on society 1%
- Get ahead/prepare for retirement 4%
- Do other things
- Stay in community/attract back
- Afford housing/cost of living 0%
- Less stress/mental health 9%
- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%

**Personal Values**
- Accomplishment/success
- Self esteem
- Freedom

**Psychosocial Consequences**
- Family love
- Peace of mind
- Enjoyment
- Security
- Freedom

**Functional Consequences**
- Economic Development
- Low unemployment 13%
- Lower crime rate
- More community improvements 19%
- Creates more jobs 29%
- More productive/personal improvement 1%
- Not a burden on society 1%
- Get ahead/prepare for retirement 4%
- Do other things
- Stay in community/attract back
- Afford housing/cost of living 0%
- Less stress/mental health 9%
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**Attributes**
- Personal Values
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**Economic Development Strategies**
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- Buy other things
- Take care of myself/provide for others 13%
- More opportunity/choices
- More working hours jobs 23%
- More/Higher wages/salaries 38%
Economic Development: Rural Distinction

Functional Consequences

- Lower crime rate
- Low unemployment
- Strengthen the economy
- Creates more jobs
- More opportunity/choices
- Fewer working hours/jobs
- Earn/save money
- More/higher wages/salaries
- Attract industry/business
- Economic Development Strategies

Psychosocial Consequences

- Peace of mind
- Freedom
- Security
- Family love
- More on society
- Freedom
- Security
- Quality of life
- Get ahead/prepare for retirement
- Less stress/mental health
- Buy other things
- Stay in community/attract back
- Afford housing/cost of living
- Security
- Freedom
- More community improvements
- More on society

Personal Values

- Better community
- Self esteem
- Peace of mind
- Enjoyment
- More/more productive/personal improvement

Attributes

- Housing/cost of living
- Earn/save money
- Attract industry/business
- Economic Development Strategies
- More Important to Rural/Semi-Rural Residents
Urban Utahns view a wide variety of housing options as having the biggest impact, while Rural Utahns indicate that open space requirements that create parks and trails are most impactful.

<table>
<thead>
<tr>
<th>Housing</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>The wide variety of housing options</td>
<td>30%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>The fact that housing is so close to all the stores, schools, and services I need</td>
<td>20%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>Green building standards that save energy and are good for the environment</td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>The open space requirements for housing developments that create parks, trails, and play...</td>
<td>18%</td>
<td>15%</td>
<td>27%</td>
</tr>
<tr>
<td>The standards for home construction that help create clean safe housing</td>
<td>10%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>The housing subsidies available for low income families</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
</tr>
</tbody>
</table>

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=166)

Q580. When it comes to housing, which of the following do you feel would have the biggest impact on you and your family personally?
Housing: Pathways

Personal Values
- Security
- Pride
- Family love/belonging
- Peace of mind
- Happy

Psychosocial Consequences
- Pride
- Quality of life
- American Dream
- Peace of mind
- Happy

Functional Consequences
- Do other things
- Less stress/mental health
- More affordable

Attributes
- Housing quality standards
- Open space requirements
- Close to amenities/services
- Range of housing options
- Housing subsidies for low income

Housing Strategies
- Better community/sense of community
- Safer neighborhood/less crime
- Nicer looking neighborhoods
- Live healthier
- Culture of ownership
- Fewer homeless
- Save money
- Save energy
- Save time
- Walkable
- Multi-use neighborhoods
- Clean/safe housing
- Recreation/enjoy outdoors
- Close to amenities/services
- Range of housing options
- Housing subsidies for low income
- Tax/incentives
- Green building
- More responsible/better steward
- Protect planet
- Spend time w/family/friends

Dominant Pathway
- Mostly Good Job
- Mostly Bad Job
When it comes to outdoor recreation, most Utahns agree that the proximity to nature is the most impactful element.

Outdoor Recreation

- How close we are to nature and so many recreational opportunities: 32% Total, 32% Urban, 31% Rural
- The low cost of so many high quality ways to enjoy the outdoors: 14% Total, 14% Urban, 17% Rural
- The clean and well-maintained parks and recreational areas: 14% Total, 15% Urban, 11% Rural
- The tourism that comes to the state and strengthens our economy: 12% Total, 9% Urban, 13% Rural
- The amount of parks and open space in town or in the city: 10% Total, 11% Urban, 9% Rural
- State versus federal control our public lands: 8% Total, 6% Urban, 17% Rural
- The land preservation and management policies: 4% Total, 5% Urban, 3% Rural
- The abundant wildlife: 4% Total, 5% Urban, 3% Rural

* Note: Extremely small base size. Results should be viewed as directional. Rural is comprised of Semi-Rural and Rural residents.

BASE: ALL QUALIFIED RESPONDENTS (N=166)
Q590. When it comes to outdoor recreation, which of the following do you feel would have the biggest impact on you and your family personally?
Outdoor Recreation: Map

**Personal Values**
- Enjoy life
- Freedom
- Protect planet
- More responsible/better steward
- Less stress/worry
- Time with family/friends
- Build bonds
- Recreational
- enjoy outdoors
- Protect beauty
- Abundant wildlife
- Access/opportunities for everyone
- Land preservation/management policies
-Federal v state control

**Psychosocial Consequences**
- Peace of mind
- Happiness
- Quality of life
- Family love
- Better community
- Less stress/worry
- Longevity
- Economic development/jobs & wages
- Support for local communities
- Children not have to move

**Functional Consequences**
- Financial security
- Freedom
- Longevity
- Happiness
- Peace of mind
- Better physical/mental health
- Less stress/worry
- Time with family/friends
- Build bonds
- Access/opportunities for everyone
- Recreational
- enjoy outdoors
- Protect beauty
- Abundant wildlife
- Clean well maintained facilities
- Parks/open space in towns/cities
- Access to nature/wide variety of recreation opportunities
- Affordable

**Attributes**
- Federal v state control
- Possible uses
- Outdoor recreation strategies
- Envision Utah: how we grow matters
Outdoor Recreation: Pathways

### Attributes
- Land preservation/management policies (4%)
- Abundant wildlife (4%)
- Clean well maintained facilities (14%)

### Functional Consequences
- Better environment (23%)
- Protect beauty (13%)

### Psychosocial Consequences
- More responsible/better steward (8%)
- Protect planet (8%)
- Less stress/worry (21%)

### Personal Values
- Enjoy life Freedom (47%)
- Peace of mind (32%)
- Happiness (39%)
- Quality of life (47%)

### Functional Consequences
- Recreation/enjoy outdoors (10%)

### Psychosocial Consequences
- Family love (14%)

### Personal Values
- Freedom (14%)
- Enjoy life (14%)
- Longevity (14%)

### Outdoor recreation strategies
- Access/opportunities for everyone (47%)
- Parks/open space in towns/cities (10%)
- Access to nature/wide variety of recreation opportunities (32%)
- Affordable (14%)

### Possible uses
- Support for local communities (17%)
- Economic development/jobs & wages (21%)
- Tourism (21%)

### Additional notes
- Financial security
- Children not have to move
- Time with family/friends
- Build bonds
- Economic security
- Protect beauty
- Protect planet
- Family love
- Peace of mind
Outdoor Recreation: Rural Distinction

Personal Values
- Enjoy life
  - Freedom
- Protect planet

Psychosocial Consequences
- Longevity
- More responsible/better steward
- Better physical/mental health
- Build bonds
- Time with family/friends
- Recreation/enjoy outdoors
- Recreation/enjoy outdoors
- Access/opportunities for everyone
- Federal v state control

Functional Consequences
- Land preservation/management policies
- Abundant wildlife
- Clean well maintained facilities
- Parks/open space in towns/cities
- Access to nature/wide variety of recreation opportunities
- Affordable

Attributes
- Financial security
- More important to Rural/Semi-Rural Residents
- Support for local communities
- Economic development/jobs & wages
- Financial security
- Tourism
- More Important to Rural/Semi-Rural Residents
- Less stress/worry
- Happiness
- Happiness
- Peace of mind
- Peace of mind
- Family love
- Family love
- Children not have to move
- Peace of mind
- Happiness
- Enjoy life
- Freedom
- Protect planet
- More responsible/better steward
- Better physical/mental health
- Build bonds
- Time with family/friends
- Recreation/enjoy outdoors
- Recreation/enjoy outdoors
- Access/opportunities for everyone
- Federal v state control

Possible uses
- Protect beauty
- Protect beauty
- Protect planet
- More responsible/better steward
- Better physical/mental health
- Build bonds
- Time with family/friends
- Recreation/enjoy outdoors
- Recreation/enjoy outdoors
- Access/opportunities for everyone
- Federal v state control

Outdoor recreation strategies
- Protect beauty
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- Access/opportunities for everyone
- Federal v state control
Detailed Findings

HOUSING AND AGRICULTURE MESSAGE TESTING
The most compelling reason for different housing options involves making it possible for those who work in the community to afford to live there. Better air quality due to close proximity and less traffic congestion also top the list.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Somewhat Compelling</th>
<th>Not Very Compelling</th>
<th>Not At All Compelling</th>
<th>Extremely Compelling</th>
<th>Rural/Semi-Rural residents (91%) find this more compelling than Urban residents (86%)</th>
<th>Urban residents (88%) find this more compelling than Rural/Semi-Rural residents (91%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makes it possible for teachers, firefighters, police officers, and other people who work in the community to afford to live there.</td>
<td>13%</td>
<td>2%</td>
<td>11%</td>
<td>47%</td>
<td>40%</td>
<td>87%</td>
</tr>
<tr>
<td>Makes it easier to live close to work, shopping, and other destinations, which leads to better air quality and less traffic congestion.</td>
<td>12%</td>
<td>2%</td>
<td>11%</td>
<td>49%</td>
<td>38%</td>
<td>88%</td>
</tr>
<tr>
<td>Makes it so that people with lower incomes...don’t all have to live in lower-income areas where schools struggle and it’s hard to escape intergenerational poverty.</td>
<td>16%</td>
<td>2%</td>
<td>14%</td>
<td>50%</td>
<td>34%</td>
<td>84%</td>
</tr>
<tr>
<td>Makes it easier to attract business and jobs because employers can find workers for all pay scales nearby.</td>
<td>21%</td>
<td>2%</td>
<td>19%</td>
<td>52%</td>
<td>27%</td>
<td>79%</td>
</tr>
<tr>
<td>Makes it easier for young people who are just getting their start in life to live close to their parents or other family members.</td>
<td>29%</td>
<td>3%</td>
<td>23%</td>
<td>49%</td>
<td>21%</td>
<td>71%</td>
</tr>
<tr>
<td>Makes it possible for more people, and particularly children, to experience interacting with a diversity of incomes and ethnicities.</td>
<td>37%</td>
<td>9%</td>
<td>28%</td>
<td>46%</td>
<td>17%</td>
<td>63%</td>
</tr>
</tbody>
</table>
Better educational opportunities, healthcare close to home and improved/expanded water infrastructure are the most important items identified for the planning of growth in Rural Utah.

**Top 2 Box Importance** (Rated 4 or 5 on 5 pt. scale) Among Rural/Semi-Rural Residents

<table>
<thead>
<tr>
<th>Approach</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better educational opportunities</td>
<td>71%</td>
</tr>
<tr>
<td>Better healthcare close to home</td>
<td>70%</td>
</tr>
<tr>
<td>Improved/expanded water infrastructure</td>
<td>69%</td>
</tr>
<tr>
<td>Attracting &quot;new economy&quot; jobs</td>
<td>64%</td>
</tr>
<tr>
<td>Expansion of renewable energy (solar, wind, geothermal, etc.)</td>
<td>56%</td>
</tr>
<tr>
<td>Improved housing quality and options</td>
<td>50%</td>
</tr>
<tr>
<td>Improved transportation access</td>
<td>46%</td>
</tr>
<tr>
<td>Increased crop production</td>
<td>48%</td>
</tr>
<tr>
<td>Increased recreational opportunities to increase tourism</td>
<td>42%</td>
</tr>
<tr>
<td>Opening of federal lands to increased resource and energy extraction</td>
<td>38%</td>
</tr>
<tr>
<td>Better shopping and entertainment close to home</td>
<td>32%</td>
</tr>
<tr>
<td>Increased grazing on federal lands</td>
<td>30%</td>
</tr>
</tbody>
</table>
Most Utahns believe that financial incentives are the best approach to protect agricultural land and water in the state.

**Approaches to Protect Agricultural Land and Water in Utah**

- **Financial incentives**: 42%
- **Regulations such as zoning that discourage the sale of farm land for development**: 32%
- **Let the marketplace decide whether farm land remains in agriculture**: 17%
- **None of these**: 9%

Rural/Semi-Rural residents (22%) are more likely to let the marketplace decide whether farm land remains agriculture than Urban residents (16%).

**Q710.** Which of the following basic approaches should be used to protect agricultural land and water in Utah?
Perspectives shift in 2014, focusing on financial incentives instead of regulations.

Approaches to Protect Agricultural Land and Water in Utah

- Financial incentives that encourage land owners to keep farm land in agriculture
  - 2007: 35%
  - 2014: 42%

- Regulations such as zoning that discourage the sale of farm land for development
  - 2007: 43%
  - 2014: 32%

- Let the marketplace decide whether farm land remains in agriculture
  - 2007: 13%
  - 2014: 17%

- None of these
  - 2007: 9%
  - 2014: 9%

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q710: Which of the following basic approaches should be used to protect agricultural land and water in Utah?
Nelson believes that farming and ranching are just one of many things that make Utah great and that as times change farming and ranching will need to decline in order to make room for other things that are more important for the future of the state.

Bailey believes that farming and ranching are critical to the future of Utah and help to maintain the land and values that are so important to making Utah a great place to live.

Three quarters of Utahns agree that farming and ranching are critical to the state.
In 2007, almost a third of Utahns did not have a strong opinion about farming and ranching. However, an increasing number agree that it is critical.

Bailey believes that farming and ranching are critical to the future of Utah and help to maintain the land and values that are so important to making Utah a great place to live.

Nelson believes that farming and ranching will need to decline in order to make room for other things that are more important for the future of the state.

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q720: Below are the opinions of two hypothetical Utah residents. Please indicate which opinion comes closest to your own. Is your opinion more like Mr. Bailey or more like Mr. Nelson?
A majority agree that Utah’s vision for the future is important. Only half feel the state’s performance in planning for the future is excellent or good.
A majority agree that Utah’s vision for the future is important. Only half feel the state’s performance in planning for the future is excellent or good.

**Importance of Utah’s Vision for the Future**
- Extremely important: 44%
- Very important: 41%
- Somewhat important: 13%
- Not very important: 0%
- Not at all important: 1%

**Utah’s Performance in Planning for Future Growth**
- Excellent: 3%
- Good: 44%
- Fair: 45%
- Poor: 8%

**Comparison with Orlando and Omaha**
- Excellent: 2% (Orlando), 4% (Omaha)
- Good: 35% (Orlando), 54% (Omaha)
- Fair: 49% (Orlando), 38% (Omaha)
- Poor: 13% (Orlando), 5% (Omaha)

*BASE: ALL QUALIFIED RESPONDENTS (N=1000)*

Q725. How important is it that Utah has a vision or a long range plan for the state?
Q730. How would you rate the performance of the state when it comes to planning and preparing for growth in the state?
Resident Profile

No. of Years Lived in Region
- Less than 3 years: 4%
- 3-5 years: 6%
- 6-10 years: 12%
- 11-20 years: 16%
- 21-30 years: 21%
- More than 30 years: 41%

Type of Area Live in
- An urban or city area: 23%
- A suburban area next to a city: 49%
- A small town/small city: 22%
- A rural area/very few neighbors: 5%

Type of Home Currently Live In
- Detached single family home with a small yard: 16%
- Detached single family home with a medium yard: 42%
- Detached single family home with a large yard: 19%
- An attached town home: 5%
- Duplex: 2%
- A condominium unit: 6%
- A rental apartment unit: 8%
- Mobile home on a large lot: 1%
- Mobile home: 1%
- Other: 1%
- Decline to answer: 5%

Currently Own or Rent Home
- Own: 71%
- Rent: 24%
- Other: 4%
- Decline to answer: 1%
## Resident Profile

### Gender
- Male: 46%
- Female: 54%

### Ethnic Background
- Hispanic: 10%
- White, non-Hispanic: 85%
- Black, non-Hispanic: -
- Asian, non-Hispanic: 2%
- American Indian or Alaskan Native, non-Hispanic: -
- Native Hawaiian or Other Pacific Islander, non-Hispanic: -
- Multi-race, non-Hispanic: 1%
- All other, non-Hispanic: -

### Age
- 18-24: 7%
- 25-34: 25%
- 35-44: 18%
- 45-54: 17%
- 55-64: 16%
- 65+: 17%

### Education
- Less than high school: 1%
- High school graduate/GED: 6%
- Some college, but no degree: 27%
- College graduate: 43%
- Post-graduate: 22%
- Decline to answer: 1%

### Employment Status
- Employed full-time: 57%
- Employed part-time: 15%
- Full-time student: 1%
- Homemaker: 7%
- Retired: 16%
- Unemployed: 2%
- Disabled: 2%
- Decline to answer: -

### Marital Status
- Single, never married: 16%
- Married: 68%
- Divorced: 7%
- Separated: 1%
- Widow/Widower: 1%
- Engaged to be married: 1%
- Living with partner: 5%
- Decline to answer: 1%

### Total Annual Household Income Before Taxes In 2013
- Less than $10,000: 1%
- $10,000 but less than $20,000: 4%
- $20,000 but less than $30,000: 9%
- $30,000 but less than $40,000: 9%
- $40,000 but less than $50,000: 9%
- $50,000 but less than $60,000: 10%
- $60,000 but less than $70,000: 12%
- Over $70,000: 38%
- Decline to answer: 8%

### Children in Household
- None: 32%
- Under 5 years: 16%
- 5-9 years: 13%
- 10-12 years: 10%
- 13-15 years: 8%
- 16-18 years: 8%
- Over 18 years: 39%
- Decline to answer: 1%