2014 Values Study Results

October 16, 2014
Objective

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

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)

Urban residents more likely to view quality of life as increasing (69%) vs. Rural/Semi-Rural residents (58%).
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>Best Possible Life</th>
<th>Five Years Ago</th>
<th>Today</th>
<th>Five Years from Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>'96</td>
<td>'07</td>
<td>'14</td>
<td></td>
</tr>
<tr>
<td>6.5</td>
<td>5.8</td>
<td>6.8</td>
<td></td>
</tr>
<tr>
<td>Worst Possible Life</td>
<td>'96</td>
<td>'07</td>
<td>'14</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

**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>Five Years Ago</th>
<th>Today</th>
<th>Five Years from Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>6.1</td>
<td>6.1</td>
<td>6.8</td>
</tr>
<tr>
<td>SD</td>
<td>6.5</td>
<td>6.6</td>
<td>7.3</td>
</tr>
<tr>
<td>Omaha</td>
<td>6.5</td>
<td>7.0</td>
<td>7.7</td>
</tr>
<tr>
<td>Orlando</td>
<td>6.2</td>
<td>7.0</td>
<td>7.8</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?
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: 2% 
- Very interested: 17% 
- Interested: 27% 
- Somewhat interested: 21% 
- Not at all interested: 33%

Top 2 Box: 50%

How Informed They Are

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

Top 2 Box: 32%
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

<table>
<thead>
<tr>
<th>Right direction</th>
<th>Wrong track</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>28%</td>
</tr>
</tbody>
</table>

### Quality of Life in Utah: Positives vs. Negatives

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>

### Quality of Life in the Future

<table>
<thead>
<tr>
<th>Increasing</th>
<th>Decreasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>
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%

**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?
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**

<table>
<thead>
<tr>
<th>Year</th>
<th>2007</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40%</td>
<td>72%</td>
</tr>
</tbody>
</table>

**Quality of Life in the Future: Increasing**

<table>
<thead>
<tr>
<th>Year</th>
<th>1996</th>
<th>2007</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52%</td>
<td>50%</td>
<td>53%</td>
</tr>
</tbody>
</table>

*"Not sure" category included in 2007

---

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Urban Residents</th>
<th>Rural Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>6.2</td>
<td></td>
</tr>
<tr>
<td>Air quality</td>
<td>6.2</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>6.1</td>
<td></td>
</tr>
<tr>
<td>Housing and cost of living</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>Economic development and jobs</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>Healthy living</td>
<td>5.9</td>
<td></td>
</tr>
<tr>
<td>Energy</td>
<td>5.9</td>
<td></td>
</tr>
<tr>
<td>Preparation for disasters</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>5.7</td>
<td></td>
</tr>
<tr>
<td>Natural lands</td>
<td>5.7</td>
<td></td>
</tr>
<tr>
<td>How our towns and cities grow</td>
<td>5.7</td>
<td></td>
</tr>
<tr>
<td>Outdoor recreation</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>Arts and culture</td>
<td>5.0</td>
<td></td>
</tr>
</tbody>
</table>
**Performance on Priorities for the State of Utah**

<table>
<thead>
<tr>
<th>Priority</th>
<th>Performance (Scale: 1 to 7)</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.”
Importance and Performance on State Priorities

Urban

Top 2 Box

Importance and Performance on State Priorities

Urban

Top 2 Box

Importance and Performance on State Priorities

Urban

Top 2 Box

Importance and Performance on State Priorities

Urban

Top 2 Box

Importance and Performance on State Priorities

Urban

Top 2 Box

Importance and Performance on State Priorities

Urban

Top 2 Box
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

Rural

Top 2 Box

Air quality
How our towns and cities grow
Preparation for disasters
Transportation

Education
Water
Healthcare
Economic development and jobs
Healthy living
Outdoor recreation
Agriculture
Natural lands
Energy
Arts and culture

Less Important

More Important

30%
40%
50%
60%
70%
80%
90%

Performing Poorly
PERFORMANCE
Performing Well

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

**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%).

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?
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>Total Worse: 35%</th>
<th>Total Better: 42%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot worse: 7%</td>
<td>A lot better: 7%</td>
</tr>
<tr>
<td>A little worse: 28%</td>
<td>A little better: 35%</td>
</tr>
<tr>
<td>Neither better nor worse: 23%</td>
<td></td>
</tr>
</tbody>
</table>

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.

**Cause of Recent Population Growth**

- **1996**
  - New births within the state: 14%
  - People outside moving in: 82%
  - Not sure: 4%

- **2007**
  - New births within the state: 21%
  - People outside moving in: 79%

- **2014**
  - New births within the state: 27%
  - People outside moving in: 73%

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

**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?
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?**

![Bar chart showing responses to Q360: In your opinion, who can best deal with growth issues in a way that will have the most positive impact on Utah residents?](image)

- **People like you and me**: 27%
- **Local government**: 21%
- **State government**: 21%
- **Businesses in Utah**: 10%
- **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%
- Local government: 27%
- State government: 21%
- Businesses in Utah: 14%
- Other organizations or institutions: 3%
- Not sure: 18%

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.

**Concern with Global Warming**

- Very concerned: 31%
- Somewhat concerned: 25%
- A little concerned: 24%
- Not at all concerned: 20%
- Top 3 Box: 80%
Utahns are less concerned with global warming now than seven years ago.

**Concern with Global Warming**

2014: 20% Not At All Concerned, 31% A Little Concerned, 25% Somewhat Concerned, 24% Very Concerned

2007: 16% Not At All Concerned, 16% A Little Concerned, 29% Somewhat Concerned, 30% Very Concerned

BASE: ALL QUALIFIED RESPONDENTS (N=1000)
Q365. How concerned are you with the long-term effects of global warming or global climate change?
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.
Detailed Findings

UTAHN VALUES: QUALITY OF LIFE
### Quality of Life Personal Priorities

<table>
<thead>
<tr>
<th>Positives (52%)</th>
<th>Negatives (48%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values and morals of the people</td>
<td>Poor air quality (15%)</td>
</tr>
<tr>
<td>Family/Kid friendly</td>
<td>Lack of diversity (5%)</td>
</tr>
<tr>
<td>Scenic beauty of the region</td>
<td>Overbearing federal government (5%)</td>
</tr>
<tr>
<td>Safe/Friendly neighborhoods</td>
<td>Crowding (4%)</td>
</tr>
<tr>
<td>Outdoor recreation opportunities</td>
<td>Lack of quality education (4%)</td>
</tr>
<tr>
<td>Jobs/Economic opportunity</td>
<td>Crime (4%)</td>
</tr>
<tr>
<td>Low cost of living</td>
<td>Lack of good affordable housing (3%)</td>
</tr>
<tr>
<td>Things are local and accessible</td>
<td>Traffic and congestion (3%)</td>
</tr>
<tr>
<td>Quality of education</td>
<td>Lack of employment (3%)</td>
</tr>
<tr>
<td>Rural lifestyle</td>
<td>High cost of living (3%)</td>
</tr>
<tr>
<td>Lots of good shopping, restaurants and entertainment</td>
<td>Lack of investment in infrastructure (2%)</td>
</tr>
<tr>
<td>Access to arts and diverse cultures</td>
<td>Lack of access to quality healthcare (1%)</td>
</tr>
<tr>
<td></td>
<td>Availability of water resources (1%)</td>
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</table>

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

Q400. 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.

**Safe Secure Environment**

- People/Family Friendly Shared Values
- Good Place to Raise Children / Spend Time With Family & Friends
- Feel Safe / Better Community
- Peace of Mind / Personal Security

**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.

**Total: 17%**

- Financial Security / Future Generations
- Provide / Buy More / Do More / Better Life
- Earn More / Save Money
- Jobs / Economic Opportunity
- Cost of Living

**Rural: 15%**

Rural ladder is heavily driven by perceptions of high cost of living (6%).
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.
2014 Quality of Life Map: New Pathways

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.
2014 Quality of Life Master Map: Rural Residents

- **Future generations**
- **Peace of mind**
- **Happiness**
- **Enjoyment**
- **Satisfaction**
- **Freedom**
- **Loss of control**
- **Trust in government**

**Personal Values**
- **Better community**
- **Belonging**
- **Security**
- **Feel safe**
- **Healthier**
- **Less stress/relax**
- **Provide for others**
- **Do other things**
- **Spend time w/family/friends**
- **Good place to raise children**

**Psychosocial Consequences**
- **Feel safe**
- **More choices/opps**
- **Economic strength/weakness**
- **More choices/opps**
- **Save time/convenient**
- **Finances/Security**
- **Cost of living**
- **Affordable housing**
- **Rural lifestyle**

**Functional Consequences**
- **Rural education system**
- **Children learn**
- **Better future/life**
- **Healthier**
- **Outdoor recreation/Scenic beauty**
- **Economic strength/weakness**
- **Retain family/people**
- **Air quality**
- **Good jobs**
- **Cost of living**

**Attributes**
- **Education system**
- **Diversity**
- **Crime**
- **Family friendly**
- **Shared values**
- **Outdoor recreation/Scenic beauty**
- **Good place to raise children**

These issues emerge more significantly with Rural/Semi-Rural Residents.
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%
  - Urban: 26%
  - Rural*: 31%

- **Don't have to/Have to work harder or longer hours or more jobs**
  - Total: 26%
  - Urban: 25%
  - Rural*: 29%

- **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%
  - Urban: 11%
  - Rural*: 19%

- **Makes it easier/harder to afford college or more education**
  - Total: 13%
  - Urban: 14%
  - Rural*: 11%

- **Makes it easier/harder to get around-pay for gas/transportation**
  - Total: 9%
  - Urban: 9%
  - Rural*: 9%

- **Makes it easier/harder to obtain quality healthcare**
  - Total: 7%
  - Urban: 6%
  - Rural*: 9%

*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 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

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

**Psychosocial Consequences**
- Safer neighborhood
  - Not a burden on society
  - Cycle of poverty/homelessness
- Live in nice home

**Functional Consequences**
- Crime
  - Ability to have housing
- Access to education
  - Number of working hours/jobs
  - Ability to get around/drive

**Attributes**
- Cost of living [transportation, housing, healthcare, taxes]

**Future Generations (American Dream)**
- Enjoy life
  - Peace of mind
  - Quality of life
  - Personal improvement
  - Opportunities
  - Healthy

**Financial Security**
- Get ahead in life/prepare for retirement

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

**Psychosocial Consequences**
- Safer neighborhood
  - Not a burden on society
  - Cycle of poverty/homelessness
- Live in nice home

**Functional Consequences**
- Crime
  - Ability to have housing
- Access to education
  - Number of working hours/jobs
  - Ability to get around/drive

**Attributes**
- Cost of living [transportation, housing, healthcare, taxes]
Cost of Living: Pathways

**Personal Values**
- Personal security
- Better community
- Quality of life
  - More stable family
  - Time with family
  - Cycle of poverty/homelessness
  - Live in nice home
  - Ability to have housing

**Psychosocial Consequences**
- Safety neighborhood
- Safer neighborhood
- Not a burden on society
- Family love/belonging

**Functional Consequences**
- Access to healthcare
- Access to education
- Ability to get around/drive
- Number of working hours/jobs
- Opportunities

**Attributes**
- Crime
- Abilities
- Costs of living [transportation, housing, healthcare, taxes]

**Dominant Pathway**
- Enjoy life
- Fulfillment
- Get ahead in life/prepare for retirement

**Secondary Pathway**
- Peace of mind
- Financial Security
- Personal improvement
- Do other things

**Percentages**
- 7%
- 9%
- 13%
- 14%
- 14%
- 14%
- 20%
- 23%
- 28%
- 26%
- 30%
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.

**Chart: Improving Education Impact**

- **More choice and opportunities in life**
  - Total: 58%
  - Urban: 59%
  - Rural: 56%

- **Students/People better gain knowledge and experience**
  - Total: 40%
  - Urban: 39%
  - Rural: 44%

- **More children in the region graduate**
  - Total: 2%
  - Urban: 2%
  - Rural: 2%

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

- Self esteem
- Financial security
- Accomplishment
- Quality of life
- Make a better living
- Do other things
- Less stress
- Children not have to move
- More choice/opportunities
- Qualify for good jobs
- Gain knowledge/experience
- Peace of mind
- Happiness
- Freedom
- Family love
- Security
- Better Community
- Better for future generations
- Better/more access to quality education
- Strong STEM
- Choice in schools/curriculum
- More funding

Education strategies

Quality teachers

Better/more access to quality education

Strong STEM

Choice in schools/curriculum

More funding

Envision Utah
How we grow matters
Education System: Pathways

**Attributes**

- Personal Values
  - Self esteem
  - Happiness
  - Peace of mind

- Psychosocial Consequences
  - Quality of life
  - Family love
  - Freedom

- Functional Consequences
  - Make a better living
  - Less stress
  - Less crime

**Consequences**

- Better Community
  - Safer community
  - Better citizens
  - Attract employers
  - Better for future generations
- Community
  - Qualify for good jobs
  - More/better time with family
- Security
  - Financial security
  - More choice/opportunities

**More**

- Choice/opportunities
  - More children graduate
  - More children
  - More tolerant/open-minded

**Better**

- Quality of life
  - Children not have to move
  - Attract employers

**Community**

- Gain knowledge/experience
  - Qualify for good jobs
  - Better/more access to quality education

**Education strategies**

- Quality teachers
- Better/more access to quality education
- Strong STEM
- Choice in schools/curriculum
- More funding
Education System: Rural Distinction

Personal Values
- Self esteem
- Financial security
- Accomplishment
- Quality of life
- Make a better living

Psychosocial Consequences
- Happiness
- Peace of mind
- Hope
- Freedom
- Less stress

Functional Consequences
- More/better time with family
- Children not have to move
- Attract employers
- Qualify for good jobs
- More choice/opportunities

Attributes
- Better Community
- Security
- Family love
- Hope
- Freedom
- Better
- Peace of mind
- Happiness
- Quality of life
- Financial security
- Accomplishment
- Personal Values

Education strategies
- More/less choice/opportunities
- Do other things
- Less stress
- Make a better living

Better for future generations
- Better/more access to quality education
- Strong STEM
- Choice in schools/curriculum
- More funding
- Quality teachers

More Important to Rural/Semi-Rural Residents
- Better for future generations
- Safer community
- Less crime
- More tolerant/open-minded
- More children graduate
- More for good jobs
- Gain knowledge/experience
- Better/more time with family
- Attract employers
- Less stress
- Make a better living
- Personal Values
- Financial security
- Accomplishment
- Quality of life
- Self esteem

Envision Utah - How we matter
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.

### Land Use

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less crowding</td>
<td>25%</td>
<td>24%</td>
<td>33%</td>
</tr>
<tr>
<td>Safe housing</td>
<td>24%</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>Close access to shopping, restaurants, schools, services</td>
<td>23%</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>Clean water</td>
<td>19%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Parks/open space</td>
<td>9%</td>
<td>6%</td>
<td>24%</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=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: Pathways

**Attributes**

<table>
<thead>
<tr>
<th>Functional Consequences</th>
<th>Personal Values</th>
<th>Psychosocial Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe housing 24%</td>
<td>Pride 1%</td>
<td>Sense of community 2%</td>
</tr>
<tr>
<td>Parks/Open space 9%</td>
<td>Personal security 10%</td>
<td>Neighborly</td>
</tr>
<tr>
<td>Less crime</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safe housing 24%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Land use strategies**

- Close access to shopping, restaurants, schools, services 23%
- Less crowding 25%
- Less congestion/driving/ More walkable/bikeable 17%
- Less stress/worry 5%
- Less crime 19%
- Less crowding 25%
- Land use strategies

**Consequences**

- Enjoy life 25%
- Enjoy outdoors 6%
- Better environment 16%
- Better physical/mental health 2%
- Time with family/friends 3%
- Do other things 4%
- Save money 6%
- Success 2%
- Family love
- Children not have to move

**Pathways**

- Mostly Good Job
- Mostly Bad Job

**Dominant Pathway**

- Most Good Job
- Mostly Bad Job
Most agree that the biggest impact in relation to transportation is better infrastructure.

Transportation

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

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

- Personal Values
  - Enjoy life
  - Better health
  - Happiness
  - Family love
  - Personal security
  - Fulfillment
  - Personal improvement

- Psychosocial Consequences
  - Enjoy outdoors
  - Time with family/friends
  - Do other things
  - Health
    - Less stress/frustration/anger
  - Better health
  - Save money/more affordable
  - Safer/fewer accidents

- Functional Consequences
  - Less congestion
  - Walkable/bikeable
  - Close access to work, shopping, restaurants, schools, services
  - More public transportation options
  - Better infrastructure

- Attributes
  - Transportation strategies
Transportation: Pathways

**Attributes**
- Close access to work, shopping, restaurants, schools, services (27%)
- More public transportation options (16%)
- Better infrastructure (32%)

**Functional Consequences**
- Clean air (21%)
- Less congestion (25%)
- Walkable/bikeable (3%)
- Less stress/frustration/anger (14%)

**Psychosocial Consequences**
- Save money/more affordable (21%)
- Safer/fewer accidents (11%)
- Personal improvement (9%)
- Time with family/friends (14%)
- Do other things (18%)

**Personal Values**
- Enjoy life
- Do other things
- Enjoy outdoors
- Better health (4%)
- Save money/more affordable
- Enjoy life
- Happiness
- Family love
- Fulfillment
- Personal security
- Better infrastructure
- Close access to work, shopping, restaurants, schools, services
- Time with family/friends
- Better health
- Save money/more affordable
- Safer/fewer accidents
- Personal security
- Enjoy life
- Enjoy outdoors
- Better health
- Save money/more affordable
- Safer/fewer accidents
- Personal security
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- Personal security
- Enjoy life
- Enjoy outdoors
- Better health
- Save money/more affordable
- Safer/fewer accidents
- Personal security
Transportation: Rural Distinction

- **Attributes**
  - Clean air
  - Walkable/bikeable
  - Less congestion

- **Functional Consequences**
  - Close access to work, shopping, restaurants, schools, services
  - More public transportation options
  - Better infrastructure

- **Psychosocial Consequences**
  - Less stress/frustration/anger
  - Better infrastructure

- **Personal Values**
  - Enjoy life
  - Enjoy outdoors

- **Quality of life**
  - Happiness
  - Family love

- **Personal security**
  - Personal improvement
  - More public transportation options

- **More Important to Rural/Semi-Rural Residents**
  - Save money/more affordable
  - Safer/fewer accidents
  - More Important to Rural/Semi-Rural Residents

- **Transportation strategies**
  - Less driving/time in commuting
  - Time with family/friends
  - Do other things
  - Children not have to move
  - Enjoy life
  - Happiness
  - Family love
  - Fulfillment
  - Personal values
Urban and Rural Utahns are most impacted by personal and family preparedness while Rural Utahns also indicate strong emergency services as being impactful.

Disaster Resilience

- **Personal and family preparedness**: Urban (55%) > Total (52%) > Rural (39%)
- **Strong emergency services**: Urban (27%) > Total (24%) = Rural (39%)
- **Public education and training about what to do in an emergency/disaster**: Urban (12%) > Total (11%) > Rural (6%)
- **Good earthquake building standards**: Urban (6%) = Total (6%) > Rural (5%)
- **Safe buildings where people can gather in an emergency**: Urban (3%) = Total (3%) > Rural (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=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: Map

**Attributes**
- Personal/family security
- Stay in Utah/not move
- Feel safe
- Everyone knows what to do
- Safe places to go
- Good building standards
- Personal/family preparedness
- Public education/drills
- Strong emergency services coordination/communications

**Functional Consequences**
- Less stress/worry
- Get back to normal quickly
- Focus on other things
- Everyone helps everyone
- Everyone knows what to do
- Keep/reunite families

**Psychosocial Consequences**
- Confidence
- Peace of mind
- Freedom
- Sense of community

**Personal Values**
- Quality of life
- Personal/family security
- Good building standards
- Safe places to go
- Feel safe
- Everyone knows what to do
- Stay in Utah/not move

**Disaster Resilience strategies**
- Safe places to go
- Public education/drills
- Strong emergency services coordination/communications
- Everyone helps everyone
- Everyone knows what to do
- Keep/reunite families
- Feel safe
- Less stress/worry
- Get back to normal quickly
- Focus on other things
- Everyone helps everyone
- Everyone knows what to do
- Keep/reunite families

**Sense of community**
- Freedom
- Peace of mind
- Confidence
- Quality of life

**Attributes**
- Personal/family security
- Stay in Utah/not move
- Feel safe
- Everyone knows what to do
- Safe places to go
- Good building standards
- Personal/family preparedness
- Public education/drills
- Strong emergency services coordination/communications

**Functional Consequences**
- Less stress/worry
- Get back to normal quickly
- Focus on other things
- Everyone helps everyone
- Everyone knows what to do
- Keep/reunite families

**Psychosocial Consequences**
- Confidence
- Peace of mind
- Freedom
- Sense of community

**Personal Values**
- Quality of life
- Personal/family security
- Good building standards
- Safe places to go
- Feel safe
- Everyone knows what to do
- Stay in Utah/not move

**Disaster Resilience strategies**
- Safe places to go
- Public education/drills
- Strong emergency services coordination/communications
- Everyone helps everyone
- Everyone knows what to do
- Keep/reunite families
- Feel safe
- Less stress/worry
- Get back to normal quickly
- Focus on other things
- Everyone helps everyone
- Everyone knows what to do
- Keep/reunite families

**Sense of community**
- Freedom
- Peace of mind
- Confidence
- Quality of life
Disaster Resilience: Pathways

**Attributes**
- Personal Values
- Psychosocial Consequences
- Functional Consequences

**Disaster Resilience strategies**
- Safe places to go
- Personal/family preparedness
- Public education/drills
- Strong emergency services coordination/communications
- Good building standards
- Get back to normal quickly
- Focus on other things
- Feel safe
- Less stress/worry
- Keep/reunite families
- Everyone helps everyone
- Everyone knows what to do
- Sense of community
- Freedom
- Confidence
- Quality of life
- Peace of mind

**Percentages**
- Dominant Pathway
  - 52%
  - 3%
  - 26%
  - 11%
  - 10%
  - 45%

**Secondary Pathway**
- Mostly Good Job
- 27%
- 6%
- 27%

**Pathways**
- Personal/family security
- Stay in Utah/not move
- Feel safe
- Quality of life
- Family love
- Peace of mind

**Envision Utah**
How we grow matters.
Disaster Resilience: Rural Distinction

**Attributes**

- Personal Values
- Psychosocial Consequences
- Functional Consequences

**Disaster Resilience strategies**

- Strong emergency services
- Coordination/communications

**Consequences**

- Personal/family security
- Family love
- Peace of mind
- Confidence
- Freedom
- Sense of community

**Quality of life**

- Feel safe
- Less stress/worry
- Keep/reunite families
- Everyone knows what to do
- Everyone helps everyone
- Get back to normal quickly
- Focus on other things

**Stay in Utah/not move**

- Good building standards
- Safe places to go
- Personal/family preparedness
- Public education/drills

- More Important to Rural/Semi-Rural Residents
Low energy costs have the most impact on Utahns.

**Energy**

- **Lower energy costs**
  - Total: 44%
  - Urban: 46%
  - Rural: 36%

- **More renewable sources**
  - Total: 31%
  - Urban: 32%
  - Rural: 24%

- **Reliable energy**
  - Total: 25%
  - Urban: 22%
  - Rural: 39%

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

**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**
- Functional Consequences
- Psychosocial Consequences
- Personal Values

**Energy strategies**
- Reliable energy
- Lower energy costs
- More alternative/renewable energy sources

**Personal Values**
- Protect planet
- Enjoy life
- More responsible/better steward
- Peace of mind
- Longevity
- Family love
- Happiness
- Quality of life
- Freedom/Fulfillment
- Personal improvement
- Save/make money/affordable living
- Family love
- Children not have to move
- Financial security
- Personal security
- Stronger communities
- More Important to Rural/Semi-Rural Residents

**Psychosocial Consequences**
- Better physical/mental health
- Recreation
- Enjoy outdoors
- Less stress/worry
- Time with family/friends
- Do other things
- Better environment
- Save/make money/affordable living
- Jobs/Economic development
- Better environment
- Protect planet
- More responsible/better steward
- Peace of mind
- Less stress/worry
- Time with family/friends
- Better physical/mental health

**Functional Consequences**
- Use fewer natural resources
- Air quality
- Recreation
- Enjoy outdoors
- Lower energy costs
- More alternative/renewable energy sources
- Energy strategies
- Reliable energy
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**
  - Total: 26%
  - Urban: 26%
  - Rural: 25%

- **Focus on multiple uses so that everyone benefits from rich resources of the state**
  - Total: 33%
  - Urban: 26%
  - Rural: 26%

- **Provide plentiful opportunities to spend time enjoying the outdoors**
  - Total: 18%
  - Urban: 19%
  - Rural: 14%

- **Focus on renewable resources that are sustainable over time**
  - Total: 16%
  - Urban: 17%
  - Rural: 14%

- **Maintain local control rather than federal control over how the land is used**
  - Total: 13%
  - Urban: 13%
  - Rural: 14%

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

**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
- Happiness
- Peace of mind

**Psychosocial Consequences**
- Better physical/mental health
- Less stress/worry

**Functional Consequences**
- Recreation
- Preserve state parks/community gathering places 18%
- Preserve natural habitat and animal life 26%
- Biodiversity 26%

**Attributes**
- Protect planet
- More responsible/better steward
- Protect beauty 34%

**Economic Development**
- Maximize use of renewable resources [timber, water, wildlife] 35%
- Focus on renewable resources 16%

**Secondary Pathway**
- Multiple uses/everyone benefits
- Local control 13%

**Dominant Pathway**
- Better environment
- Recreation Enjoy outdoors [hunting/fishing/camping] 20%

**Children not have to move**
- Time with family/friends
- Longevity
- Better environment

**Financial security**
- Freedom
- Support for local communities

**Tourism**
- Enjoy life Freedom
- Freedom
- Freedom

**Peace of mind**
- Enjoy life Freedom
- Happiness
- Peace of mind

**Natural Land strategies**
- Maximize use of renewable resources [timber, water, wildlife]
- Preserve state parks/community gathering places
- Preserve natural habitat and animal life

**Better**
- Environment
- Mental health

**Natural Lands**
- Pathways

**Focus on**
- Renewable resources

**34%**

**26%**

**20%**

**13%**

**12%**

**18%**

**16%**

**35%**

**Envision Utah How we grow matters**
Natural Lands: Rural Distinction

**Attributes**
- Preserve natural habit and animal life
- Biodiversity
- Preserve state parks/community gathering places
- Focus on renewable resources
- Natural Land strategies

**Functional Consequences**
- Multiple uses/everyone benefits
- Local control
- Benefits
- Local control
- Multiple uses/everyone benefits
- Focus on renewable resources
- Biodiversity
- Preserve state parks/community gathering places
- Preserve natural habit and animal life

**Psychosocial Consequences**
- Time with family/friends
- Less stress/worry
- Better physical/mental health
- Protect beauty
- Protect planet
- More responsible/better steward

**Personal Values**
- Enjoy life
- Freedom
- Longevity
- Happiness
- Peace of mind
- Family love
- Financial security
- Freedom
- Freedom

**Natural Land strategies**
- Maximize use of renewable resources
- [timber, water, wildlife]
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
- The importance of abundant, clean water for our environment and natural lands
- The need to keep the cost of living affordable by minimizing the cost of providing water
- The need for water to support business and growing communities
- The importance of water to making our yards and communities greener and nicer places to live
- The importance of abundant, clean water for recreational areas and our ability to enjoy the outdoors

* 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: Map

**Attributes**
- Clean water
- Water strategies

**Psychosocial Consequences**
- Healthier living
- Less stress/worry
- Time with family/friends
- Better communities
- Economic development
- Ability to grow
- Lower cost of living

**Functional Consequences**
- Beauty of nature
- Nicer yards and parks
- Agriculture and food production

**Personal Values**
- Enjoy life
- Happiness
- Peace of mind
- Family love
- Financial security
- Longevity
- Quality of life

- More responsible/better steward
- Better environment
- Recreation
- Enjoy outdoors
- Sustains life

- Protect planet
- Economic development

- Clean water
- Plentiful, readily available
Water: Pathways

- **Attributes**
  - Clean water
  - Beauty of nature
  - Nicer yards and parks
  - More responsible/better steward
  - Ashton's environment
  - Agriculture and food production
  - Water strategies

- **Psychosocial Consequences**
  - More stress/worry
  - Better family/friends
  - Better communities
  - Peace of mind
  - Family love
  - Peace of mind
  - Happiness
  - Healthier living
  - Enjoy life

- **Functional Consequences**
  - Better environment
  - Recreational activities
  - Sustains life
  - Longevity
  - Economic development

- **Personal Values**
  - Protect planet
  - Economic development
  - Lower cost of living

- **Water Strategies**
  - Financial security
  - Economic development
  - Agriulture and food production
  - Ability to grow
  - Plentiful, readily available

- **Dominant Pathways**
  - Mostly Good Job
  - 28%

- **Secondary Pathways**
  - 5%
  - 16%
  - 14%
  - 21%
  - 13%

- **Percentage Distribution**
  - 28%
  - 3%
  - 29%
  - 5%
  - 5%
  - 16%
  - 13%
  - 21%
  - 14%
Water: Rural Distinction

- Personal Values
  - Protect planet
- Psychosocial Consequences
  - More responsible/better steward
  - Peace of mind
  - Family love
- Functional Consequences
  - Life
  - Enjoy outdoors
  - Recreation
  - Healthier living
  - Less stress/worry
  - Time with family/friends
  - Better communities
- Economic development
  - Lower cost of living
  - Economic development
  - Clean water
  - Beauty of nature
  - Enjoy life
  - Quality of life
  - Longevity
  - More Important to Rural/Semi-Rural Residents
  - Agriculture and food production
  - Ability to grow
  - Nicer yards and parks
  - Sustains life
  - Plentiful, readily available
  - Water strategies
  - Financial security
  - Enjoy life
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: 32% total, 33% urban, 27% rural
- The fact that we can produce food locally: 24% total, 22% urban, 30% rural
- The amount of land that is preserved for agriculture: 12% total, 13% urban, 9% rural
- The water that is used for agriculture: 9% total, 8% urban, 15% rural
- The availability of organic food: 7% total, 9% urban, 9% rural
- The regulation on pesticides and things like GMOs: 6% total, 7% urban, 3% rural
- The local jobs it provides: 6% total, 6% urban, 9% rural
- The grazing that is done on public lands: 2% total, 1% urban, 3% rural
- The farm subsidy programs: 1% total, 1% urban, 3% rural

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

Personal Values

- Security
- Freedom
- Family Love

Psychosocial Consequences

- Self reliant
- Sustainable
- Not dependent on others
- Better community
- Do other things
- Less worry/stress
- Save money
- More productive
- More affordable
- Conserve energy

Functional Consequences

- Economic development
- Support local economies/rural lifestyle
- Conserve energy
- Produce locally
- Quality food products

Attributes

- Local jobs
- Tax/regulation policies
- Pesticide/GMO safeguards
- Organic
- Preserve farm land
- Farm subsidies
- Grazing on public lands
- Powder usage

Taking care of children/family

- Quality of life
- More/better time with family
- More productive
- Safe food
- Organic
- Pesticide/GMO safeguards

Impacts environment

- Protect planet
- More responsible/better steward
- Wastes/pollutes land
- Conserves water

Wastes money

- Hurts/Protects small farmers/rancher
- Conserve energy

Healthier living

- 27%

More/better time with family

- 8%

More/affordable

- 6%

Conserve energy

- 6%

Support local economies/rural lifestyle

- 5%

Not dependent on others

- 1%

Economic development

- 1%

Take care of children/family

- 8%

Live longer

- 8%

Better for future generations

- Better community
- More/affordable
- Conserve energy
- Take care of children/family

Protecting small farmers/rancher

- 9%

Wastes/pollutes land

- 2%

Tax/regulation policies

- 12%

Preserve farm land

- 12%

Farm subsidies

- 1%

Grazing on public lands

- 2%

Conserve water

- 9%

Wastes money

- 6%

Conserve energy

- 6%

More/affordable

- 6%

More productive

- 4%

Save money

- 6%

More better time

- 8%

More/affordable

- 6%

More/affordable

- 6%

Conserve energy

- 6%

Support local economies/rural lifestyle

- 5%

Not dependent on others

- 1%

Economic development

- 1%

Take care of children/family

- 8%

Live longer

- 8%

Better for future generations

- Better community
- More/affordable
- Conserve energy
- Take care of children/family

Protecting small farmers/rancher

- 9%

Wastes/pollutes land

- 2%

Tax/regulation policies

- 12%

Preserve farm land

- 12%

Farm subsidies

- 1%

Grazing on public lands

- 2%

Conserve water

- 9%

Wastes money

- 6%

Conserve energy

- 6%

More/affordable

- 6%

More productive

- 4%

Save money

- 6%

More better time

- 8%

More/affordable

- 6%

More/affordable

- 6%

Conserve energy

- 6%

Support local economies/rural lifestyle

- 5%

Not dependent on others

- 1%

Economic development

- 1%

Take care of children/family

- 8%

Live longer

- 8%

Better for future generations

- Better community
- More/affordable
- Conserve energy
- Take care of children/family

Protecting small farmers/rancher

- 9%

Wastes/pollutes land

- 2%

Tax/regulation policies

- 12%

Preserve farm land

- 12%

Farm subsidies

- 1%

Grazing on public lands

- 2%
Agriculture: Rural Distinction

**Attributes**
- Produce locally
- Quality food products
- Organic
- Pesticide/GMO safeguards
- Preserve farm land
- Farm subsidies
- Tax/regulation policies
- Grazing on public lands
- Water usage
- Agriculture strategies

**Functional Consequences**
- Not dependent on others
- Economic development
- Conserve energy
- Support local economies/rural lifestyle
- Local jobs
- More affordable
- Save money
- Do other things
- Less worry/stress
- More productive
- Take care of children/family
- More/better time with family
- Better community
- More Important to Rural/Semi-Rural Residents

**Personal Values**
- Security
- Freedom
- Family Love
- Quality of life
- Better for future generations
- Peace of mind
- Live longer
- Protect planet
- Protect small farmers/ranchers
- Wastes/protects land
- Impacts environment
- More responsible/better steward
- Conserve water
- Conserve energy
- Live longer
- Family Love
- Better for future generations
- Protect planet
- More Important to Rural/Semi-Rural Residents

**Psychosocial Consequences**
- Healthier living
- More/better time with family
- Take care of children/family
- More productive
- Save money
- Do other things
- Less worry/stress
- More community
- Quality of life
- Freedom
- Security
- Family Love
- Quality of life
- Better for future generations
- Live longer
- Protect planet
- More responsible/better steward
- Conserve water
- Wastes/protects land
- Impacts environment
- More Important to Rural/Semi-Rural Residents

**Envision Utah**
- How we grow matters
A strengthened economy is more impactful to Utahns than increased wages and salaries.

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**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?

- **Strengthens the economy**
  - Total: 62%
  - Urban: 60%
  - Rural: 68%

- **Increases wages and salaries**
  - Total: 38%
  - Urban: 40%
  - Rural: 32%

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

- Strengthen the economy
- More/higher wages/salaries
- Earn/save money
- Buy other things
- Spend time w/family/friends
- More productive/personal improvement
- Create more jobs
- More opportunity/choices
- Fewer working hours/jobs
- Get ahead/prepare for retirement
- Not a burden on society
- More community improvements
- Safer neighborhood
- Better community

Personal Values
- Security
- Self esteem
- Accomplishment/success
- Family love
- Enjoyment
- Freedom
- Security
- Peace of mind

Psychosocial Consequences
- Better health
- Less stress/mental health
- More opportunity/choices
- Do other things
- Take care of myself/provide for others
- More community improvements
- Lower crime rate
- Low unemployment

Functional Consequences
- Attract industry/business
- Stay in community/attract back
- Afford housing/cost of living
- Get ahead/prepare for retirement
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom

Attributes
- Economic Development
- Low unemployment
- Safer neighborhood
- Better community
- More opportunity/choices
- More productive/personal improvement
- Not a burden on society
- Earn/save money
- Buy other things
- Spend time w/family/friends
- Family love
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- Get ahead/prepare for retirement
- More community improvements
- Lower crime rate
- Low unemployment
- Strengthen the economy
- More job opportunities
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
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- More/more productive/healthier
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- More/more productive/healthier
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- More/more productive/healthier
- Security
- Peace of mind
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- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
- Peace of mind
- Freedom
- More things to spend
- More/more productive/healthier
- Security
Economic Development: Rural Distinction

Personal Values

Security

Self esteem

Accomplishment/success

Psychosocial Consequences

Better community

Safety

Peace of mind

Functional Consequences

Lower crime rate

Not a burden on society

More on society

More productive/personal improvement

More community improvements

Economic Development Strategies

Strengthens the economy

Lower unemployment

Strengthen the economic

Creates more jobs

Strengthen the economy

Economic Development Strategies

More/higher wages/salaries

More opportunity/choices

More/harder working hours/jobs

Less stress/mental health

More community improvements

Do other things

Stay in community/attract back

Spend time/w/family/friends

Buy other things

Afford housing/cost of living

More employment

Take care of myself/provide for others

More/productivity/personal improvement

Safeguard neighborhood

Security

Freedom

Enjoyment

Quality of life

Get ahead/prepare for retirement

More money

Earn/save money

Peace of mind

Less stress/mental health

More opportunity/choices

More/harder hours/working jobs

Attract industry/business

Economic Development Strategies
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.

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

* 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
  - Enjoyment
  - Happy

- **Psychosocial Consequences**
  - Quality of life
  - American Dream
  - Less stress/mental health
  - Best/love/belonging

- **Functional Consequences**
  - More affordable
  - Multi-use neighborhoods
  - Walkable
  - Recreation/enjoy outdoors
  - Live healthier
  - Clean/safe housing

- **Attributes**
  - Housing quality standards
  - Open space requirements
  - Close to amenities/services
  - Range of housing options

- **Housing Strategies**
  - Tax/incentives
  - Housing subsidies for low income
  - Green building

- **Open-source Data**
  - 7%
  - 11%
  - 10%
  - 18%
  - 20%
  - 30%
  - 3%
  - 19%
  - 11%
  - 7%
  - 7%
  - 4%
  - 7%
  - 24%
  - 11%
  - 7%
  - 20%
  - 18%
  - 10%

- **Dominant Pathway**
  - Protect planet
  - More responsible/better steward
  - Save energy
  - Lower pollution
  - Save money

- **Secondary Pathway**
  - Mostly Good Job
  - Mostly Bad Job
Housing: Rural Distinction

Personal Values

- Pride
- Security
- Enjoyment

Psychosocial Consequences

- Peace of mind
- Happy
- Family love/belonging
- Protect planet
- More responsible/better steward

Functional Consequences

- More affordable
- Lower pollution
- Save energy
- Save money
- Save time
- Walkable
- Multi-use neighborhoods
- Recreation/enjoy outdoors
- Live healthier
- Fewer homeless
- Do other things
- Less stress/mental health
- Nicer looking neighborhoods
- Safer neighborhood/less crime
- Better community/sense of community
- Culture of ownership
- Spend time w/family/friends

Attributes

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

Housing Strategies

- Enjoyment
- Pride
- Security
- Happiness
- Family love/belonging
- Protect planet
- More responsible/better steward
- More affordable
- Lower pollution
- Save energy
- Save money
- Save time
- Walkable
- Multi-use neighborhoods
- Recreation/enjoy outdoors
- Live healthier
- Fewer homeless
- Do other things
- Less stress/mental health
- Nicer looking neighborhoods
- Safer neighborhood/less crime
- Better community/sense of community
- Culture of ownership
- Spend time w/family/friends

More Important to Rural/Semi-Rural Residents
When it comes to outdoor recreation, most Utahns agree that the proximity to nature is the most impactful element.

### Outdoor Recreation

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

**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

**Psychosocial Consequences**
- Family love
- Peace of mind
- Happiness

**Functional Consequences**
- Quality of life
- Longer life
- Less stress/worry

**Attributes**
- Access/opportunities for everyone
- 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

**Possible uses**
- Federal v state control

**Tourism**
- Enjoy life
- Freedom
- Longevity
- Peace of mind
- Happiness

**Economic development/jobs & wages**
- Support for local communities

**Children not have to move**
- Build bonds
- Health

**Time with family/friends**
- Build bonds

**Better physical/mental health**
- Build bonds
- Time with family/friends

**More responsible/better steward**
- Protect planet

**Protect planet**
- More responsible/better steward

**Protect beauty**
- Abundant wildlife
- Clean well maintained facilities

**Better environment**
- Abundant wildlife
- Clean well maintained facilities

**Recreation/enjoy outdoors**
- Access/opportunities for everyone

**More responsible/better steward**
- Protect planet

**More responsible/better steward**
- Protect beauty
- Abundant wildlife
- Clean well maintained facilities

**Outdoor recreation strategies**
- 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
Outdoor Recreation: Rural Distinction

**Personal Values**
- Enjoy life
  - Freedom
- Protect planet

**Psychosocial Consequences**
- More responsible/better steward
- Longevity
  - Peace of mind
  - Happiness
  - Less stress/worry

**Functional Consequences**
- Better environment
- Recreational
  - Enjoys outdoors
- Time with family/friends
  - Build bonds
- Protect beauty
- Access/opportunities for everyone

**Economic**
- Economic development/jobs & wages
- Support for local communities

**Possible uses**
- Access to nature/wide variety of recreation opportunities
- Affordable
- Federal vs state control

**Attributes**
- Land preservation/management policies
- Abundant wildlife
- Clean well maintained facilities
- Parks/open space in towns/cities

**Envision Utah** How we grow matters
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.

**Not At All Compelling** | **Not Very Compelling** | **Somewhat Compelling** | **Extremely Compelling**
--- | --- | --- | ---

- **Makes it possible for teachers, firefighters, police officers, and other people who work in the community to afford to live there.**
  - [13%:11%:47%:40%:87%]

- **Makes it easier to live close to work, shopping, and other destinations, which leads to better air quality and less traffic congestion.**
  - [12%:11%:49%:38%:88%]

- **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.**
  - [16%:14%:50%:34%:84%]

- **Makes it easier to attract business and jobs because employers can find workers for all pay scales nearby.**
  - [21%:19%:52%:27%:79%]

- **Makes it easier for young people who are just getting their start in life to live close to their parents or other family members.**
  - [29%:5%:23%:49%:21%:71%]

- **Makes it possible for more people, and particularly children, to experience interacting with a diversity of incomes and ethnicities.**
  - [37%:9%:28%:46%:17%:63%]

**Rural/Semi-Rural residents (91%) find this more compelling than Urban residents (86%).**

**Rural/Semi-Rural residents (88%) find this more compelling than Urban residents (77%).**
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

- Better educational opportunities: 71%
- Better healthcare close to home: 70%
- Improved/expanded water infrastructure: 69%
- Attracting "new economy" jobs: 64%
- Expansion of renewable energy (solar, wind, geothermal, etc.): 56%
- Improved housing quality and options: 50%
- Improved transportation access: 46%
- Increased crop production: 48%
- Increased recreational opportunities to increase tourism: 42%
- Opening of federal lands to increased resource and energy extraction: 38%
- Better shopping and entertainment close to home: 32%
- Increased grazing on federal lands: 30%

*BASE: ALL QUALIFIED RESPONDENTS (Rural N=200)*

Q705. The following are several strategies that may or may not be important for the planning of growth and improvement of quality of life for rural Utah areas. Please rate the importance of each of the following approaches.
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 that encourage land owners to keep farm land in agriculture: 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%).
Perspectives shift in 2014, focusing on financial incentives instead of regulations.

Approaches to Protect Agricultural Land and Water in Utah

Financial incentives that encourage landowners to keep farm land in agriculture: 35% (2007), 42% (2014)

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

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

None of these: 9% (2007), 9% (2014)

BASE: ALL QUALIFIED RESPONDENTS (N=1000)

Q710. Which of the following basic approaches should be used to protect agricultural land and water in Utah?
Three quarters of Utahns agree that farming and ranching are critical to 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.

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.

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?
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 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.

10% exactly like Bailey
28% strongly like Bailey
34% somewhat like Bailey
15% somewhat like Nelson
4% strongly like Nelson
1% exactly like Nelson
12% neither

11% exactly like Bailey
22% strongly like Bailey
20% somewhat like Bailey
1% somewhat like Nelson
12% strongly like Nelson
3% exactly like Nelson
15% neither

**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.

**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%

**Survey Details**
- 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?
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.
Resident Profile

<table>
<thead>
<tr>
<th>No. of Years Lived in Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 3 years</td>
<td>4%</td>
</tr>
<tr>
<td>3-5 years</td>
<td>6%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>12%</td>
</tr>
<tr>
<td>11-20 years</td>
<td>16%</td>
</tr>
<tr>
<td>21-30 years</td>
<td>21%</td>
</tr>
<tr>
<td>More than 30 years</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Area Live in</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>An urban or city area</td>
<td>23%</td>
</tr>
<tr>
<td>A suburban area next to a city</td>
<td>49%</td>
</tr>
<tr>
<td>A small town/small city</td>
<td>22%</td>
</tr>
<tr>
<td>A rural area/very few neighbors</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Home Currently Live In</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detached single family home with a small yard</td>
<td>16%</td>
</tr>
<tr>
<td>Detached single family home with a medium yard</td>
<td>42%</td>
</tr>
<tr>
<td>Detached single family home with a large yard</td>
<td>19%</td>
</tr>
<tr>
<td>An attached town home</td>
<td>5%</td>
</tr>
<tr>
<td>Duplex</td>
<td>2%</td>
</tr>
<tr>
<td>A condominium unit</td>
<td>6%</td>
</tr>
<tr>
<td>A rental apartment unit</td>
<td>8%</td>
</tr>
<tr>
<td>Mobile home on a large lot</td>
<td>-</td>
</tr>
<tr>
<td>Mobile home</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Currently Own or Rent Home</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>71%</td>
</tr>
<tr>
<td>Rent</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>1%</td>
</tr>
</tbody>
</table>
## 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 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: -

### 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%

### 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%