



SUTHERLAND INSTITUTE LEGISLATIVE SESSION ISSUES 2024 SURVEY

TOPLINE REPORT

METHODOLOGY DETAILS

n = 657

Online interviews fielded Jan. 20 – Jan. 31

Margin of error +/- 3.8

For this survey, likely Utah voters were sampled from the Utah state voter file. Survey invitations were sent via email and text message, and interviews were completed online. The data were weighted to reflect the demographics of likely voters in the Utah 2024 general election, specifically in regard to gender, age, race, education level, political party registration, and congressional district.

Before drawing the sample, a model of general election turnout was estimated using age, party registration status, length of registration, permanent absentee status, and past election turnout. This model produces a sampling pool of registered voters that can be randomly sampled based on their likelihood of voting. A Probability Proportionate to Size (PPS) sample was drawn using this predicted turnout estimate such that voters with a higher probability of voting have a higher probability of being selected in the sample. Thus, the final sample accurately approximates a population of general election voters.

CONTACT

For more information, please contact Kyrene Gibb or Quin Monson at:

Kyrene Gibb, kyrene@y2analytics.com

Quin Monson, quin@y2analytics.com

Y² Analytics

250 E 200 S Suite 1120

Salt Lake City, Utah 84111

801-406-7877



s_legsession. How closely, if at all, do you follow the events and policy decisions made during the general session of the Utah state legislature? (n=657)

Very closely	17%
Somewhat closely	50
Not very closely	22
Not at all	10

m_media_use. Which sources do you regularly use to get Utah and national political and policy news? Select all that apply. (n=657)

Online news sites	63%
Television	46
Social Media	42
Newspapers (in print or online)	36
Radio	30
Podcasts	17
Other, please specify:	8
None of the above	4

[IF RESPONDENT DID NOT ANSWER "NONE OF THE ABOVE" TO M_MEDIA_USE, ASKED]

s_media_prefer. And from which of the following sources do you most prefer to use to get your Utah and national political and policy news? (n=628)

Online news sites	35%
Television	19
Social Media	17
Newspapers (in print or online)	15
Radio	7
Podcasts	6

oe_issues_1. What would you say is the most important state or local issue for Utah's governor to address? (PROPRIETARY DATA FOR FUTURE RELEASE AT SPONSOR'S DISCRETION)

oe_issues_2. What is the next most important issue? (PROPRIETARY DATA FOR FUTURE RELEASE AT SPONSOR'S DISCRETION)



Each year, the Utah state legislature meets to consider what new laws should be passed and what revisions are needed to existing laws in the state. We would like to get your opinion about some of the issues that may be considered during the current legislative session.

r_leg_issues. Below is a list of issues that the Utah state legislature might discuss during this year’s general legislative session. Regardless of your viewpoint on each issue, please rank the items in the list below in order of their importance to how you will vote in upcoming elections this year. A rank of 1 indicates that the issue is the MOST IMPORTANT to you while a rank of 9 indicates that the issue is the LEAST IMPORTANT to you from the given list. (n=647)

	Average ranking
Housing affordability in Utah	3.44
Education funding for Utah public schools	3.83
How much Utah taxes private income, property and sales of goods and services	3.95
Issues surrounding the health of the Great Salt Lake	5.14
Policies designed to help address the cost of raising children	5.32
Parents ability to learn what their students are being taught in public schools	5.36
Rules governing elections and how voters can cast their ballots	5.36
Regulation of technology, such as social media and AI	6.28
Diversity, Equity, and Inclusion (DEI) in higher education in Utah	6.32

Next, we would like to have you think about some education issues currently being discussed in the state.

s_curr_transp_imp. Generally speaking, how important to you is it that instructional materials and curriculum being used to teach students in Utah K-12 public schools be easily accessible to parents and the public? (n=657)

Very important	53%
Somewhat important	27
Not too important	15
Not at all important	6

s_curr_transp_sup. Generally speaking, would you support or oppose rewarding public school teachers for proactively sharing with parents the instructional materials and curriculum they use in the classroom? (n=657)

Strongly support	43%
Somewhat support	36
Somewhat oppose	15
Strongly oppose	7



s_curr_transp_1. To what extent do you support or oppose requiring Utah educators to proactively share lesson plans with parents before the material is taught so they can know what their child will be learning in the classroom? (n=657)

Strongly support	36%
Somewhat support	27
Somewhat oppose	21
Strongly oppose	15

s_curr_transp_2. To what extent do you support or oppose requiring Utah schools and school districts to share with parents the curriculum to be covered in each grade level before each school year begins? (n=657)

Strongly support	44%
Somewhat support	33
Somewhat oppose	15
Strongly oppose	8

Now, we are going to ask you some questions about Utah's system of running elections in a vote-by-mail format.

s_vbm_imp. Generally speaking, how important to you is the method used to cast votes in Utah elections? (n=657)

Very important	59%
Somewhat important	24
Not too important	10
Not at all important	7

s_vbm_compare. Ten years ago, Utah's state government began allowing counties to mail ballots to registered voters and run elections primarily in a vote-by-mail format. Before that change, voters were offered permanent absentee voting if they wished to receive their ballot in the mail but had to opt into that system. Compared to 10 years ago, would you say that today's system of running elections in Utah is better or worse? (n=657)

Much better	40%
Somewhat better	14
Neither better nor worse	10
Somewhat worse	9
Much worse	9
Don't know; or I was not eligible to vote in Utah before the introduction of vote-by-mail	18



s_vbm_confident. How confident are you that your ballot is counted accurately when you cast your ballot by mail? (n=657)

Very confident	50%
Somewhat confident	30
Not too confident	14
Not at all confident	6

s_vbm_fair. How confident are you that the current vote by mail election process in Utah produces fair election outcomes? (n=657)

Very confident	49%
Somewhat confident	27
Not too confident	17
Not at all confident	8

s_vbm_opt_in. To what extent would you support or oppose a proposal that would change the way voting by mail works in Utah from every registered voter receiving a ballot in the mail by default to an opt-in system where voters can request to receive a ballot in the mail, but must otherwise cast their ballot at a polling location? (n=656)

Strongly support	24%
Somewhat support	25
Somewhat oppose	18
Strongly oppose	33



m_vbm_cons. Which, if any, of the following things do you dislike about vote by mail? Please select all that apply. (n=657)

Many ballots are mailed to houses where the intended recipients no longer live	42%
Harder to know whether your ballot was actually counted	40
The post office might lose your ballot	29
It takes longer to get election results after Election Day	25
Casting your ballot before Election Day means voting before all information about candidates has been released including candidates withdrawing	24
Signature verification is not a good way to verify a ballot	23
Increased worry about filling ballot out, signing, and sealing it correctly	14
Reduced excitement or patriotic feeling around a specific Election Day	14
Not enough or inconvenient drop box locations	8
Ballots are no longer secret because other members of your household can observe who you vote for	4
Other, please specify:	10
None of the above	30

m_vbm_pros. Which, if any, of the following things do you like about voting by mail? Please select all that apply. (n=657)

You can avoid lines at polling places	72%
More convenient to vote during a window of a few weeks rather than on a specific Election Day	71
Easier to look up information about candidates at home rather than at a polling place	67
Your ballot is delivered directly to your house	66
You have the choice to either drop your ballot in the mail or in a drop box at a polling place or vote in person	64
The accessibility of voting is increased because all registered voters will receive a ballot	55
You can look up online whether or not your ballot was counted	43
There are plenty of drop boxes or they are conveniently located	40
Reduces the need for people to volunteer at polling locations	36
Other, please specify:	4
None of the above	9



s_vbm_secure. Some people have raised concerns about the security of elections run primarily through vote-by-mail. Others assert that vote-by-mail is secure. How secure do you think elections run through vote-by-mail are? (n=656)

Very secure	45%
Somewhat secure	27
Not very secure	17
Not at all secure	11

Now, we are going to ask you some questions about Ranked Choice Voting in Utah. This is a system of voting where voters can rank all candidates in the order they prefer them rather than voting for only a single candidate, and then the candidate with the lowest number of votes gets eliminated from the tabulation. If a voter's first choice is eliminated then their vote goes to their second-choice candidate, and so on, until one candidate gains a majority of the vote and is declared the winner.

s_rcv_experience. Have you ever voted in an election that was conducted with Ranked Choice Voting? (n=657)

Yes	27%
No	51
Not sure	22

Last year, 11 Utah cities and towns used Ranked Choice Voting in their local elections for mayor and/or city council. One proposal in the current Utah legislative session would repeal Ranked Choice Voting as an option for local elections.

s_rcv_option. Do you think that ranked choice voting should remain an option in Utah for the cities and towns that would like to use it, or should it no longer be an option? (n=649)

Should remain an option	60%
Should not remain an option	40

m_rcv_usage. For which of the following types of elections, if any, would you favor using ranked choice voting? Please select all that apply. (n=636)

Elections for federal office (e.g., President, US Senate, US House)	32%
Elections for state office (e.g., Governor, Utah House, Utah Senate)	36
Elections for county office (e.g., County Council, County Commissioner, County Sheriff)	48
Elections for city office (e.g. City Council, Mayor)	55
Ranked choice voting should not be used in any elections	41



s_rcv_best. Which statement comes closest to your opinion for the best method to select your city council members and mayor? (n=637)

I prefer that the winning candidate gets a majority of votes through Ranked Choice Voting	37%
I prefer that the winning candidate gets the most first-place votes, whether or not it is a majority	42
It doesn't matter to me what system is used	21

s_rcv_interest. How interested would you be in using a ranked choice ballot for future municipal and other local elections in your city or town? (n=652)

Very interested	25%
Somewhat interested	26
Not too interested	18
Not at all interested	31

[IF RESPONDENT ANSWERED "TELEVISION" TO M_MEDIA_USE, ASKED]

m_media_use_tv. Which of the following sources of television news do you most use to get your information about Utah and national political and policy news? Select all that apply. (n=221)

Local television news	88%
National television news	42
Cable news	25
Other, please specify:	11
None of the above	2

[IF RESPONDENT ANSWERED "LOCAL TELEVISION NEWS" TO M_MEDIA_USE, ASKED]

m_media_use_tv_local. Which of the following local television stations do you most use to get your information about Utah and national political and policy news? Select all that apply. (n=194)

KSL 5	69%
KUTV 2	61
FOX 13	56
ABC 4	30
KUED 7	10
KBYU 11	1
Other, please specify:	6
None of the above	<1

[IF RESPONDENT ANSWERED “SOCIAL MEDIA” TO M_MEDIA_USE, ASKED]

m_media_use_social. Which of the following sources of news on social media do you most use to get your information about Utah and national political and policy news? Select all that apply. (n=142)

Instagram	54%
Facebook	52
X (Twitter)	31
YouTube	25
TikTok	20
Reddit	14
Rumble	8
Snapchat	1
Vimeo	<1
Other, please specify:	6
None of the above	8

[IF RESPONDENT ANSWERED “ONLINE NEWS SITES” TO M_MEDIA_USE, ASKED]

m_media_use_online. Which of the following types of news websites do you most use to get your information about Utah and national political and policy news? Select all that apply. (n=310)

Online news outlets	88%
News Aggregator Apps or websites	38
Blogs	3
Other, please specify:	5
None of the above.	3

[IF RESPONDENT ANSWERED “NEWSPAPERS (IN PRINT OR ONLINE)” TO M_MEDIA_USE, ASKED]

m_media_use_paper. Which of the following newspapers do you most use to get your information about Utah political and policy news? Select all that apply. (n=172)

The Salt Lake Tribune	66%
Deseret News	48
Standard-Examiner	19
My local City Journal	19
The Herald Journal	13
Salt Lake City Weekly	10
The Spectrum	6
Utah Policy	6
Other, please specify:	18
None of the above	4

[IF RESPONDENT ANSWERED “RADIO” TO M_MEDIA_USE, ASKED]

oe_media_use_radio. What radio stations do you most use to get your information about Utah political and policy news? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

[IF RESPONDENT ANSWERED “PODCASTS” TO M_MEDIA_USE, ASKED]

oe_podcasts. What podcasts do you most use to get your information about Utah and national political and policy news? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

m_media_adjectives. Which of the following adjectives would you use to describe the sources from which you prefer to get your information about Utah political and policy news? Please select all that apply. (n=651)

Explanatory	47%
To-the-point	46
Objective	45
In-depth	43
Neutral	41
Interviews	33
Diverse	31
Overview	28
Opinionated	11
Biased	10
Crowd-sourced / Community groups	6
Niche	5
Long or drawn-out	3
Confrontational	2
Other, please specify:	4
None of the above	7

Next you will see a series of questions about the kinds of media outlets, hosts, reporters, or personalities that might help to inform your opinions about Utah and national political and policy issues. For each question, please select the option that best describes the type of media outlet you most trust and rely on regularly for your news content.

s_outlets_1. When forming your opinions about Utah and national political and policy issues, do you prefer...? (n=626)

Well-known legacy outlets such as newspapers, TV stations, and radio stations that have been around for a long time	58%
Newer digital media outlets, such as podcasts, blogs, etc. that have launched in recent years as a counter to the long-standing legacy outlets	42



s_outlets_2. When forming your opinions about Utah and national political and policy issues, do you prefer...? (n=631)

Outlets that do not explicitly state an ideological point of view	70%
Outlets that do explicitly state an ideological point of view	30

s_outlets_3. When forming your opinions about Utah and national political and policy issues, do you prefer...? (n=631)

Hosts, reporters, or personalities that do not explicitly state an ideological point of view	70%
Hosts, reporters, or personalities that do explicitly state an ideological point of view	30

s_outlets_4. When forming your opinions about Utah and national political and policy issues, do you prefer...? (n=629)

Hosts, reporters, or personalities that have deep expertise, advanced credentials and experience working on the issues they are talking about	60%
Hosts, reporters, or personalities that view themselves like me, a “regular voter,” trying to understand and explore the issues they are talking about	40

s_formats_1. When forming your opinions about Utah and national political and policy issues, which of the following formats of media do you find the most helpful? (n=623)

Direct “explainer” content, such as a written analysis, or direct to audience monologue, that quickly and efficiently explains the issue they are talking about, telling me what I need to know	34%
Interviews with interesting guests who, from their expertise or lived experience, can explain the issue in an unscripted, organic, and compelling way	38
Discussions or debates between people who disagree on an issue and organically provide differing perspectives on the issue	28

s_formats_2. When forming your opinions about Utah and national political and policy issues, which of the following formats of media do you find the second most helpful? (n=618)

Direct “explainer” content, such as a written analysis, or direct to audience monologue, that quickly and efficiently explains the issue they are talking about, telling me what I need to know	28%
Interviews with interesting guests who, from their expertise or lived experience, can explain the issue in an unscripted, organic, and compelling way	38
Discussions or debates between people who disagree on an issue and organically provide differing perspectives on the issue	34

s_share_views. How much more or less likely are you to watch or listen to political and policy news content if: (n=618)

	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely
The host and/or guests share your political views	13%	39	43	3	2
The host and/or guests showcase a variety of viewpoints I may or may not agree with	21%	33	33	8	5
The host has policy or political expertise, regardless of their ideology	25%	39	29	4	4
The host shares your values	21%	39	35	1	3

s_criticize. To what extent do you agree or disagree with the following statement? I wish there were more political and policy media content with hosts and/or guests who directly, aggressively criticize viewpoints that I think are wrong and damaging to our state and nation. (n=622)

Strongly agree	10%
Somewhat agree	20
Neither agree nor disagree	32
Somewhat disagree	16
Strongly disagree	23



r_attributes. Please rank each of the attributes in the list below in order of importance to you when you look for hosts, guests, or commentators who you would choose to watch or listen to regularly. A rank of 1 indicates that the attribute is the MOST IMPORTANT to you while a rank of 5 indicates that the attribute is the LEAST IMPORTANT to you from the given list. (n=589)

	Average ranking
Expertise regardless of viewpoints or values	2.33
Experience working on the issue as a professional	2.61
Experience feeling the real impacts of the issue on daily life	2.61
Viewpoints or values that are closer to my own	3.42
Viewpoints or values that challenge my own	4.03

Thank you for your responses so far. The remaining questions are for grouping purposes only, please remember your responses are confidential.

n_yearborn. Please enter the year you were born (YYYY). (n=599) [RE-CODED INTO AGE GROUPS]

18-34	22%
35-44	16
45-54	19
55-64	16
65+	27

s_gender. What is your gender? (n=607)

Male	52%
Female	48

s_edu. What is the last year of school you completed (n=611)

Some high school	1%
High school graduate	11
Vocational school or technical school	4
Some college	28
College graduate	40
Graduate degree (M.S., M.A., Ph.D, etc.)	15



s_party.	Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else? (n=432)	
	Republican	36%
	Democrat	19
	Independent	34
	Other	12

[IF RESPONDENT ANSWERED "REPUBLICAN" OR "DEMOCRAT" TO S_PARTY, ASKED]

s_intensity.	Would you consider yourself a strong [REPUBLICAN or DEMOCRAT] or a not very strong [REPUBLICAN or DEMOCRAT]? (n=251)	
	Strong	71%
	Not very strong	29

[IF RESPONDENT ANSWERED "INDEPENDENT" OR "OTHER" TO S_PARTY, ASKED]

s_lean.	Do you think of yourself as closer to the Republican or the Democratic Party? (n=179)	
	Republican Party	30%
	Democratic Party	26
	Neither/middle of the road	43

s_ideology.	On political matters do you consider yourself: (n=618)	
	Strongly conservative	18%
	Moderately conservative	30
	Neither, middle of the road	25
	Moderately liberal	19
	Strongly liberal	8

s_religion. What, if any, is your religious preference? (n=430)

The Church of Jesus Christ of Latter-day Saints	56%
Protestant [e.g. Baptist, Methodist, etc.]	2
Roman Catholic	1
Jewish	1
Other Christian	9
Muslim/Islamic	<1
Other non-Christian	3
Agnostic/Atheist	9
None	16
Do not know/Not sure	2

[IF RESPONDENT DID NOT ANSWER “AGNOSTIC/ATHEIST”, “NONE”, OR “DO NOT KNOW/NOT SURE” TO S_RELIGION, ASKED]

s_relactive. How active do you consider yourself in the practice of your religious preference? Would you say you are...? (n=328)

Very active	61%
Somewhat active	23
Not very active	9
Not active	5
Prefer not to say	2

s_ownrent. Which of the following best describes where you are currently living? (n=618)

Own or buying my own home	77%
Rent my home or apartment	18
Live with parents or relatives	3
Other living arrangement	2

m_race. Are you... Please select all that apply. (n=608)

White / Caucasian	94%
Hispanic / Latino	6
Asian	2
Native American	5
Pacific Islander	1
Other, please specify:	<1

s_relationship. Are you currently... (n=616)

Married	74%
Divorced	5
Widowed	3
Living with partner	3
Single	15

n_children. How many children under the age of 18 live in your home? (n=605)

Number of children	Average response
	0.81

s_income. What do you expect your 2024 family income to be? (n=589)

Under \$25,000	5%
\$25,000 – 34,999	5
\$35,000 – 49,999	7
\$50,000 – 74,999	17
\$75,000 – 99,999	17
\$100,000 – 124,999	15
\$125,000 – 149,999	11
\$150,000 – 199,999	9
\$200,000 or more	14

oe_final. Thank you for participating in this survey. Your opinions are greatly appreciated. If you have any additional feedback regarding your experience taking this survey, please enter it here. Otherwise, click the forward arrow button below to record your response. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)