

A SUTHERLAND INSTITUTE
POLICY PUBLICATION

Issue Brief:

2025 Utah Voter Priorities





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Y² Analytics conducted the survey highlighted in this report.

METHODOLOGY DETAILS

n = 610 Utahn registered voters

Online interviews fielded Jan. 13 – Feb. 2, 2025

Margin of error +/- 4.0%

For this survey, 610 Utahn registered voters were sampled from either a previously recruited voter opinion panel or from the Utah state voter file. This scientific panel was most recently refreshed by being drawn from the Utah state voter file in October 2024. Survey invitations were sent via email and interviews were self-administered online. The data were weighted to reflect the demographics of registered voters in Utah as of October 2024. Demographics were weighted specifically in regard to gender, age, race, education level, political party registration, and congressional district. Survey responses were also weighted to reflect the known outcomes of the 2024 general election contests in Utah for President, Governor, and US Senator.

The visuals in this issue brief were constructed from average responses given to a series of questions. For more information about survey methodology, please contact Kyrene Gibb or Quin Monson at:

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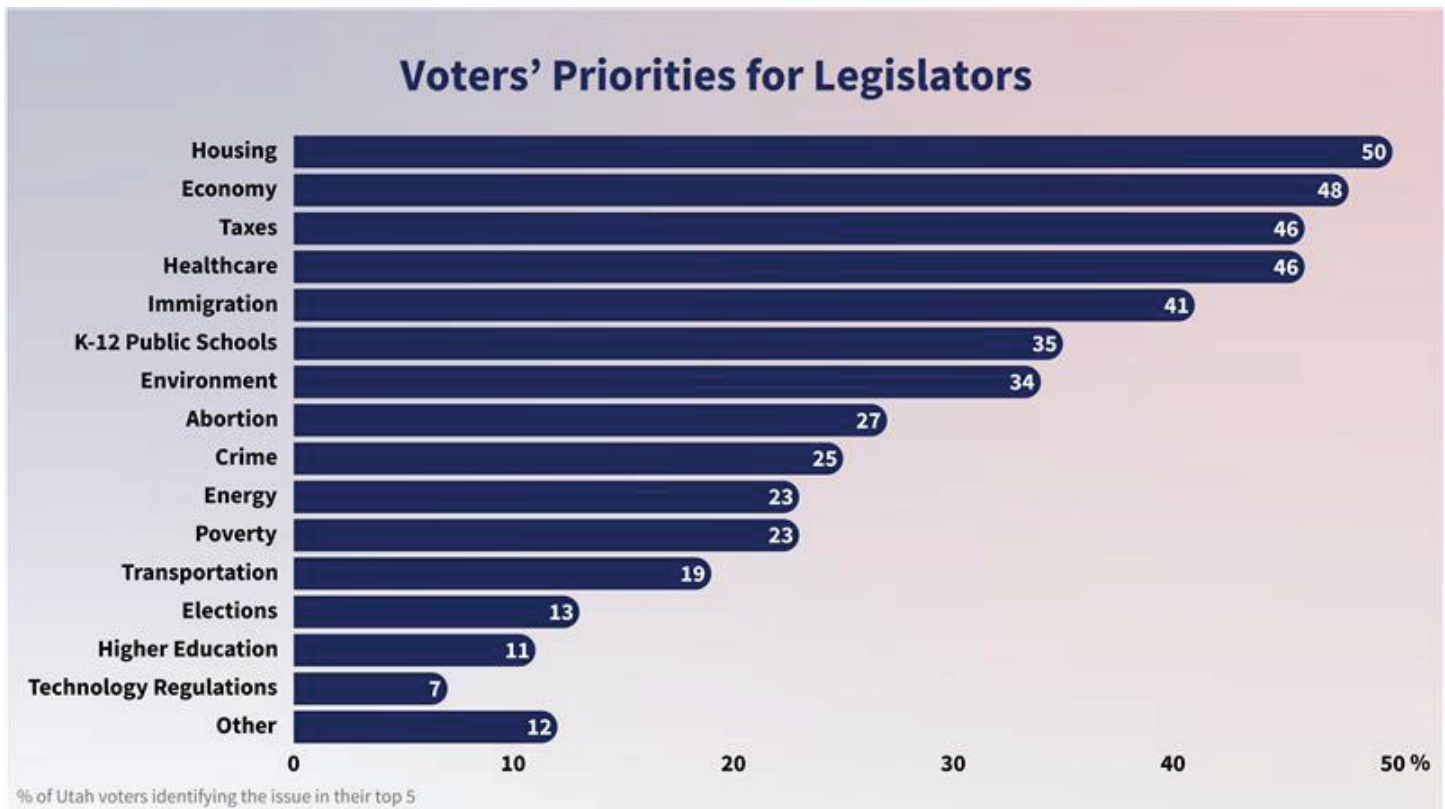
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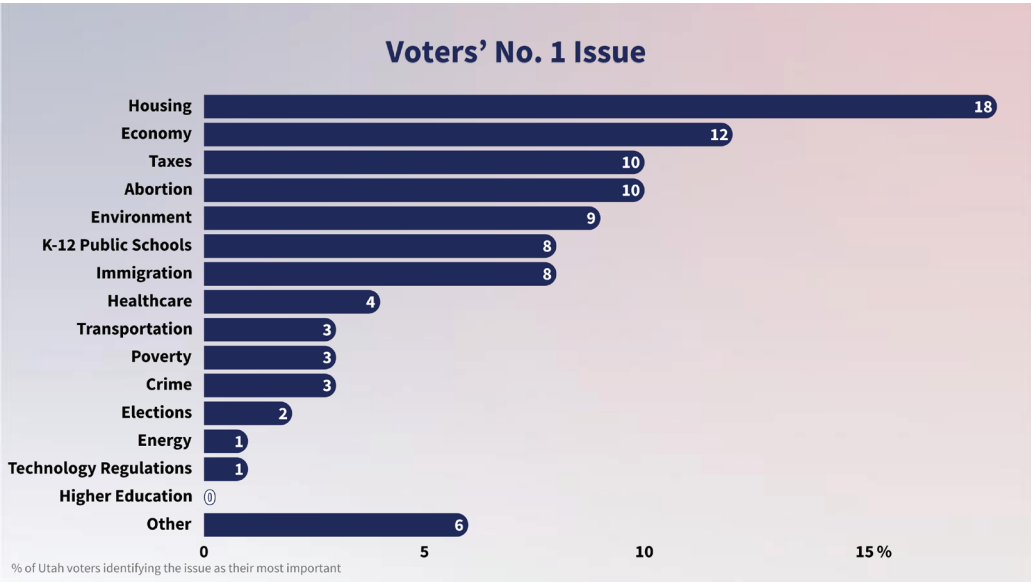
Sutherland Institute partners with Y² Analytics to regularly survey voters in Utah about key policy and political issues.

610 Utah registered voters were selected and then interviewed online between Jan. 13 and Feb. 2, 2025. Data were weighted to reflect demographics of registered voters in Utah as of October 2024, with a margin of error of +/- 4.0 percentage points.



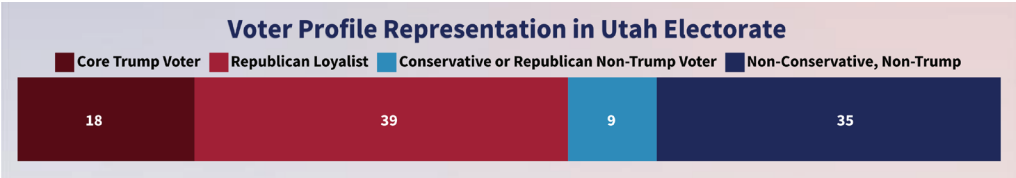
As pressure ramps up for lawmakers to enact legislation prior to the close of the 2025 legislative session, Utah voters have a clear list of priority issues that they want lawmakers to tackle. When asked to select the top five issues that they'd like to see their legislators address, 50% included housing in their top five, while 48% included the economy, 46% included taxes, 46% included healthcare, and 41% included immigration. Despite all the attention that some issues have garnered this session, issues like K-12 public schools, higher education and elections did not fall into many voters' top five issues.

The predominance of housing among Utah voters’ priorities was reinforced by the results of a follow-up question. When voters were asked to select their No. 1 priority among their top five issues, housing got the largest share (18%). This was followed by the economy (12%), taxes (10%), abortion (10%) and the environment (9%). Notably, many voters included healthcare and immigration in their top five issues, but not many indicated them as their top choice. The fact that the top response to this question still attracted less than 1 in 5 voters highlights the diversity of top priorities among Utah voters.



Issue Importance by Voter Profile			
Core Trump Voter	Republican Loyalist	Conservative or Republican Non-Trump Voter	Non-Conservative, Non-Trump Voter
Immigration (65%)	Taxes (67%)	Environment (60%)	Healthcare (66%)
Economy (60%)	Economy (64%)	Housing (57%)	Environment (63%)
Taxes (59%)	Immigration (54%)	Healthcare (42%)	Housing (60%)
Housing (38%)	Housing (45%)	Crime (40%)	K-12 Public Schools (43%)
Elections (30%)	Crime (37%)	Taxes (39%)	Abortion (42%)

The diversity of issue priorities for state lawmakers is magnified when voters are sorted into political groups – Core Trump Voters, Republican Loyalist Voters, Conservative/Republican Non-Trump Voters, and Non-Conservative, Non-Trump Voters. Core Trump Voters (18% of Utah voters) clearly prioritize immigration, the economy and taxes the most. Republican Loyalists (39% of Utah voters) share those top three priorities, but in reverse order. Conservative/Republican Non-Trump Voters, on the other hand, (9% of Utah voters) prioritize the environment, housing and healthcare the most and share those priorities with Non-Conservative, Non-Trump Voters (35% of voters).



Note: Core Trump Voter includes anyone who voted in the 2024 general election for Donald Trump for president and either: (1) for Phil Lyman for governor, or (2) no other Republicans (18% of Utah voters). Republican Loyalist includes anyone who voted in the 2024 general election for Trump, did not vote for Lyman, and voted for a Republican in the race for governor and/or U.S. Senate (39% of Utah voters). Conservative or Republican Non-Trump Voter includes anyone who self-identified as a conservative, a Republican or a Republican-leaning independent and who did not vote for Trump in 2024 (9% of Utah voters). Non-Conservative, Non-Trump includes anyone who did not vote for Trump in 2024 and did not self-identify as a conservative or a Republican (35% of Utah voters).

Top Five Issues by Age

18-44	45-64	65+
Housing (55%)	Housing (53%)	Taxes (63%)
Healthcare (53%)	Economy (50%)	Immigration (51%)
Economy (45%)	Taxes (47%)	Economy (50%)
Environment (37%)	Immigration (46%)	Healthcare (50%)
K-12 Public Schools (36%)	Environment (47%)	Crime (37%)

Top Five Issues by Income

Under \$75,000	\$75,000-\$124,999	\$125,000+
Healthcare (61%)	Housing (58%)	Housing (47%)
Economy (52%)	Taxes (56%)	Taxes (45%)
Housing (48%)	Economy (47%)	Economy (43%)
Immigration (40%)	K-12 Public Schools (44%)	Immigration (41%)
Taxes (35%)	Immigration (41%)	Healthcare (37%)

Subgroup priorities offer further insight into the choice of housing as the leading priority among Utah voters. A majority of young and middle-age voters, voters who are parents, and voters whose income is greater than \$75,000 included housing as the lead issue in their top five priorities for state lawmakers to address. Voters who are seniors, non-parents, or whose income is less than \$75,000 led with another issue, such as taxes or healthcare. This may point to the possible impact that rising home prices have had on some voters' view of the feasibility of buying a home – they may be moving away from housing as a top priority because they believe it is now out of reach until their income or life circumstances improve.

Top Five Issues by Parental Status

Parent	Non-Parent
Housing (57%)	Taxes (49%)
K-12 Public Schools (53%)	Healthcare (49%)
Economy (52%)	Housing (47%)
Taxes (41%)	Immigration (46%)
Healthcare (37%)	Economy (45%)

As the Utah Legislature moves toward the conclusion of the 2025 legislative session, it is important that they keep in mind the priorities of the citizens that they represent. Examining the different priorities of Utah voters by their political leanings also offers insight into the issues that have garnered a lot of attention among lawmakers. For policymakers, the key question remains: Who do I represent?



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