

A SUTHERLAND INSTITUTE  
POLICY PUBLICATION

**Issue Brief:**

# **Utah Voter Priorities for 2024 Election**

**Overview of New Survey Data  
of Likely Voter Sentiment**



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For more information about this survey, ranked choice voting, or the work of Sutherland Institute, contact us:

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Y<sup>2</sup> Analytics conducted the survey highlighted in this report.

### METHODOLOGY DETAILS

n = 657

Online interviews fielded Jan. 20 – 31, 2024

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, political party registration, and probability of voting in the election.

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.

The visuals in this issue brief were constructed from average responses given to the following question:

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:

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

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# Utah voter priorities for 2024 election

Sutherland Institute partners with Y<sup>2</sup> Analytics to regularly survey likely voters in Utah about key policy and political issues. This issue brief provides an overview of likely voter sentiment toward various issues that impact how they will vote in the 2024 election.

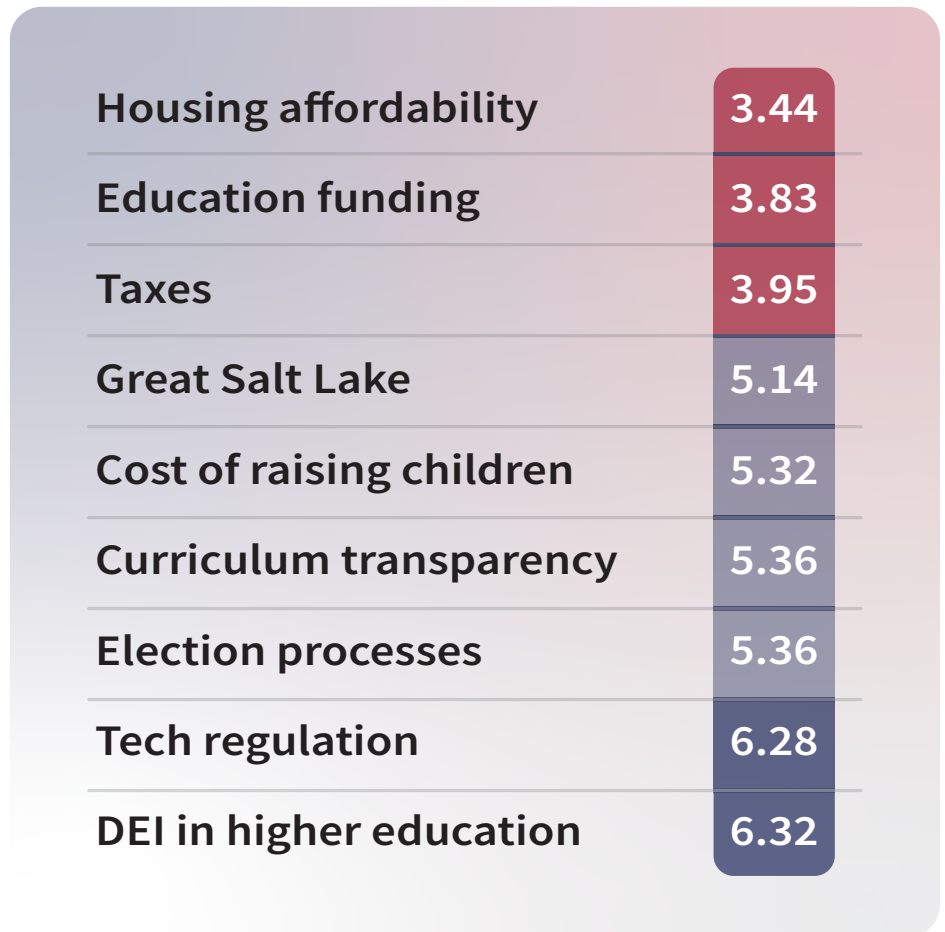
**Methodology:** 657 Utah likely voters were selected via email and text messages and then interviewed online between Jan. 20 and 31, 2024. Data were weighted to reflect demographics of likely voters in the Utah 2024 general election, with a margin of error of +/- 3.8 percentage points.

**Respondents were asked to rank issues on a scale of 1-9 in order of importance to how they will vote: 1 being the most important and 9 being the least important. Numbers in the chart represent average rankings for each issue.**

Likely voters in Utah rank “kitchen table issues” like housing affordability, education funding and taxes as the most important (dark red) to their vote this election year. The dramatic rise of housing costs in Utah in recent years may explain why likely voters rank housing affordability as most important.

By contrast, likely voters view some of the most controversial issues as least important (dark blue) for their vote. Regulation of technology (such as social media and artificial intelligence) and diversity, equity and inclusion (DEI) in higher education are ranked last by likely voters in our survey.

Preserving the Great Salt Lake, addressing costs of caring for children, public school curriculum transparency, and election procedures fall into a middle tier of importance (light blue).



## Age

	18-34	35-44	45-54	55-64	65+
Housing affordability	2.6	3.4	2.9	3.4	4.5
Education funding	3.4	3.3	3.7	3.9	4.3
Taxes	4.8	4.3	3.6	3.7	3.6
Great Salt Lake	4.7	5.6	5.4	4.4	5.5
Cost of raising children	4.6	4.7	5.2	5.9	6.0
Curriculum transparency	5.6	5.5	5.6	5.6	4.9
Election processes	6.0	5.2	5.8	4.9	4.9
Tech regulation	7.4	6.5	6.5	6.2	5.3
DEI in higher education	5.9	6.5	6.3	7.0	5.8

## Family structure

	Married	Divorced	Widowed	Living with Partner	Single
Housing affordability	3.6	2.6	4.3	2.3	2.8
Education funding	3.7	4.2	4.2	3.5	4.1
Taxes	3.9	3.6	5.0	3.7	4.3
Great Salt Lake	5.3	4.9	4.5	5.6	4.6
Cost of raising children	5.2	5.4	6.1	5.7	5.3
Curriculum transparency	5.1	5.6	6.9	6.5	5.9
Election processes	5.5	5.5	4.5	4.9	5.1
Tech regulation	6.2	7.0	4.7	7.1	7.1
DEI in higher education	6.5	6.2	4.7	5.6	5.7

Family structure and age seem to influence the top-tier issues for likely voters. Housing affordability is the clear top priority for likely voters who are single, divorced, cohabiting, or between ages 18-34 and 46-54. For likely voters who are married or between ages 35-44 and 55-64, housing affordability competes for importance with education funding and taxes.

## Political party

	Republicans	Independents/Other	Democrats
Housing affordability	3.69	3.38	3.16
Education funding	3.95	3.95	3.24
Taxes	3.61	3.94	4.84
Great Salt Lake	5.45	5.12	4.19
Cost of raising children	5.14	5.64	5.39
Curriculum transparency	4.79	5.26	7.34
Election processes	5.17	5.49	5.50
Tech regulation	6.05	6.41	6.42
DEI in higher education	7.14	5.82	4.94

## Gender

	Male	Female
Housing affordability	3.6	3.2
Education funding	4.1	3.4
Taxes	3.7	4.3
Great Salt Lake	5.4	4.9
Cost of raising children	5.2	5.5
Curriculum transparency	5.0	5.8
Election processes	5.3	5.4
Tech regulation	6.2	6.5
DEI in higher education	6.5	6.1

Party affiliation seems to influence which issue is considered least important by likely voters. Republicans consider DEI in higher education as the least important issue for their vote. For Democrats the least important issue is curriculum transparency, while for independents the lowest-ranked issue is tech regulation. Gender does not seem to have similar impacts.



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