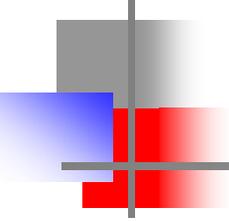




A Survey of Utah's *Economy and Taxes*

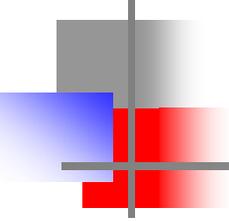
Research conducted by:

Dan Jones
& ASSOCIATES



Why the League conducted this survey

- To illustrate how the downturn of the economy impacts government budgets, *but also* impacts peoples' personal lives
- To highlight misperceptions / ignorance about taxes
- To show the disconnect between taxes paid and services received
- To demonstrate that citizens look to elected official leadership (governor, president) to solve economic problems
- To emphasize different perceptions—their personal financial situation dictates their perception of which taxes are fair



Methodology

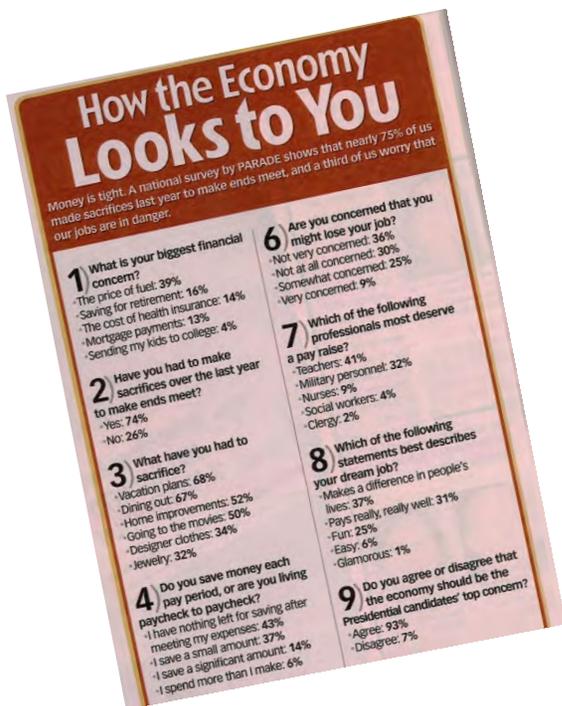
- Statewide sample of 600 Utah residents
- Conducted August 11-25, 2008
- Margin of error $\pm 4.0\%$
- Average interview length: 13 minutes

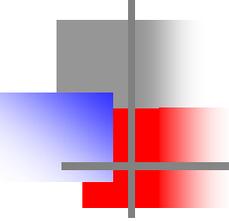
Parade Magazine conducted a nationwide survey of how the economy has affected Americans.

PARADE

Dan Jones
& ASSOCIATES

conducted the same survey here in Utah.





Parade (nationwide) survey compared with Utah Survey

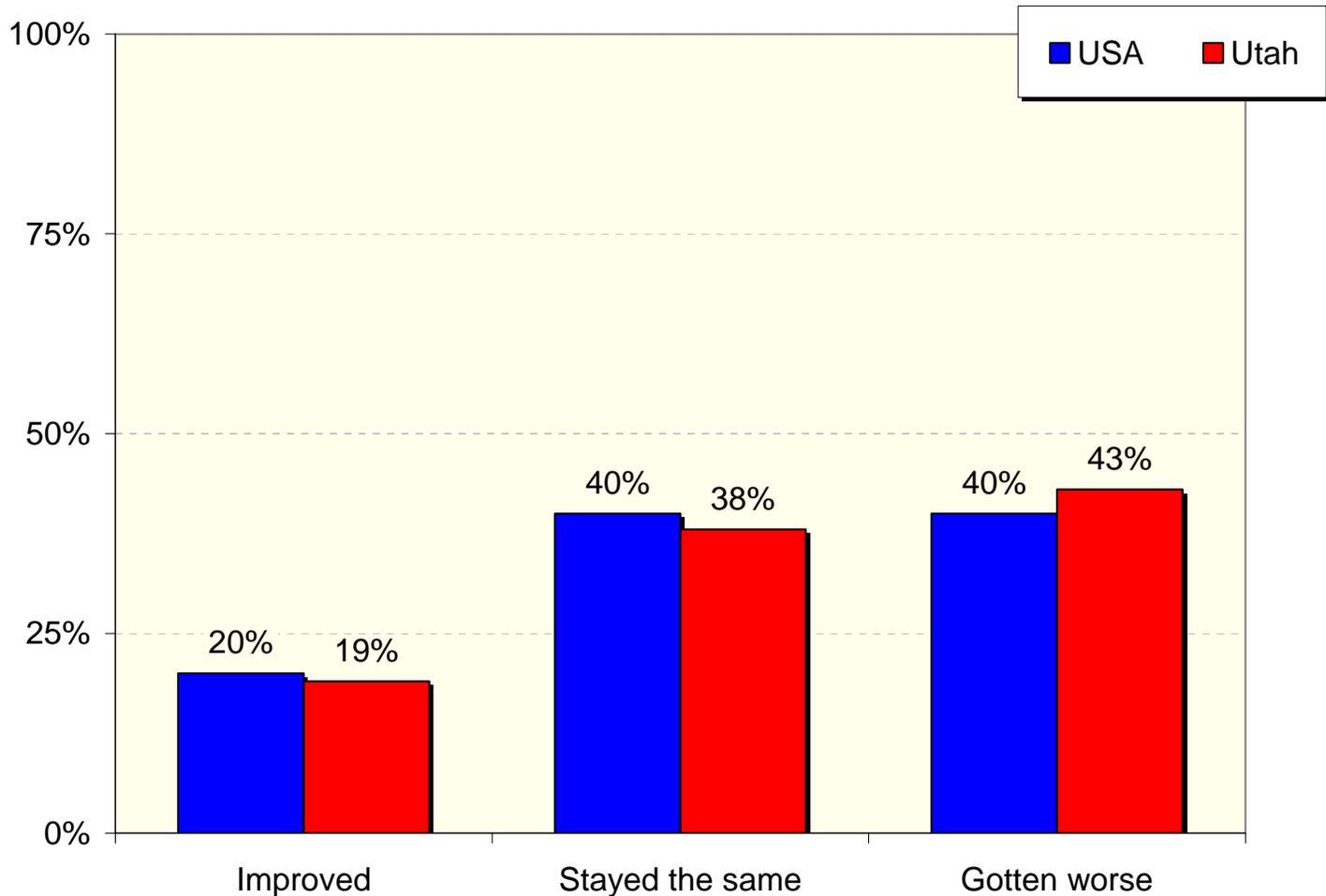
■ USA survey

- Conducted March 08
- Representative survey of 506 Americans
- 10 questions, focusing on the economy

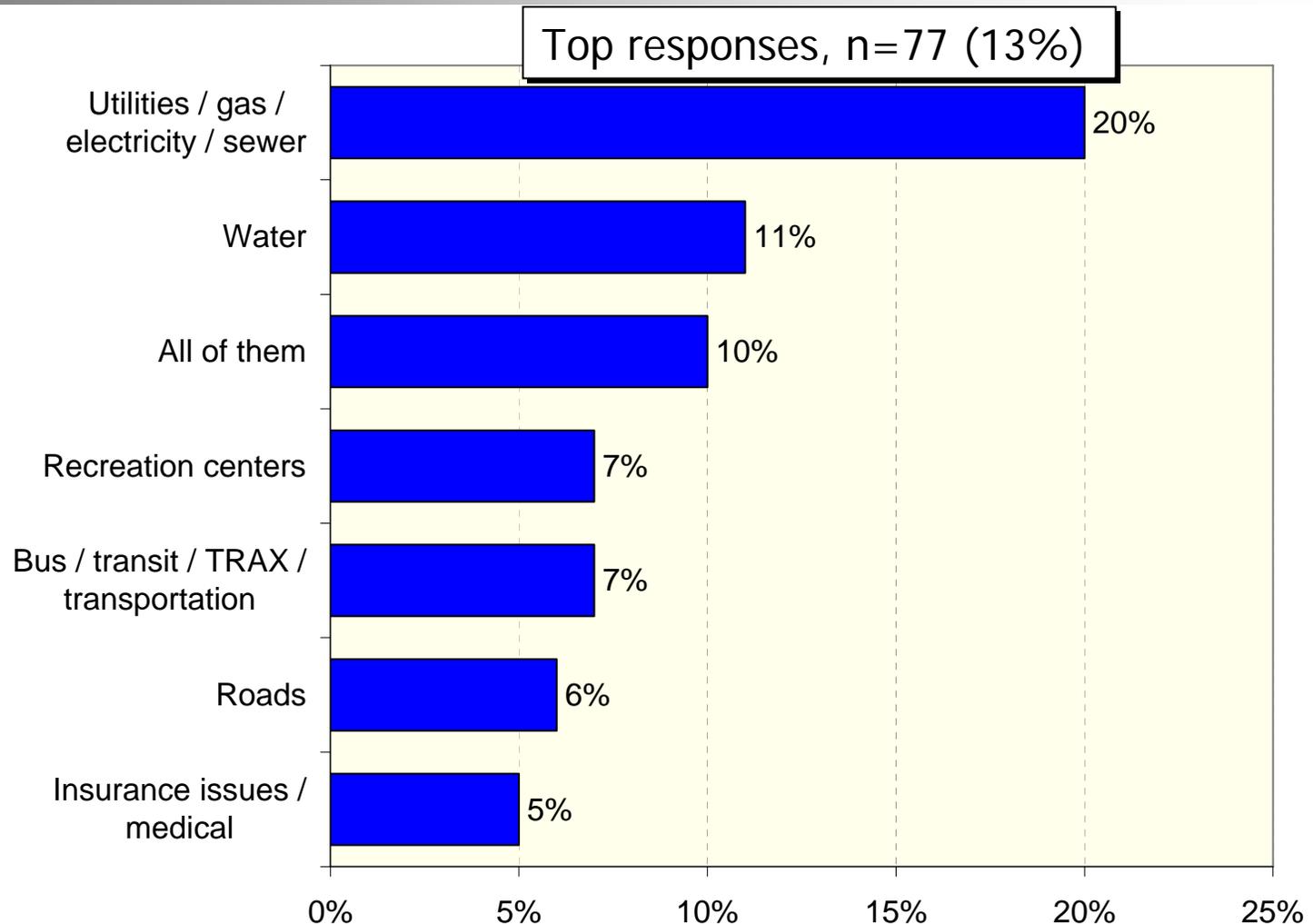
■ Utah survey

- Conducted Aug. 08
- Representative survey of 600 Utahns
- Same 10 questions, plus some additional
- Examines how economic slowdown affects Utah cities

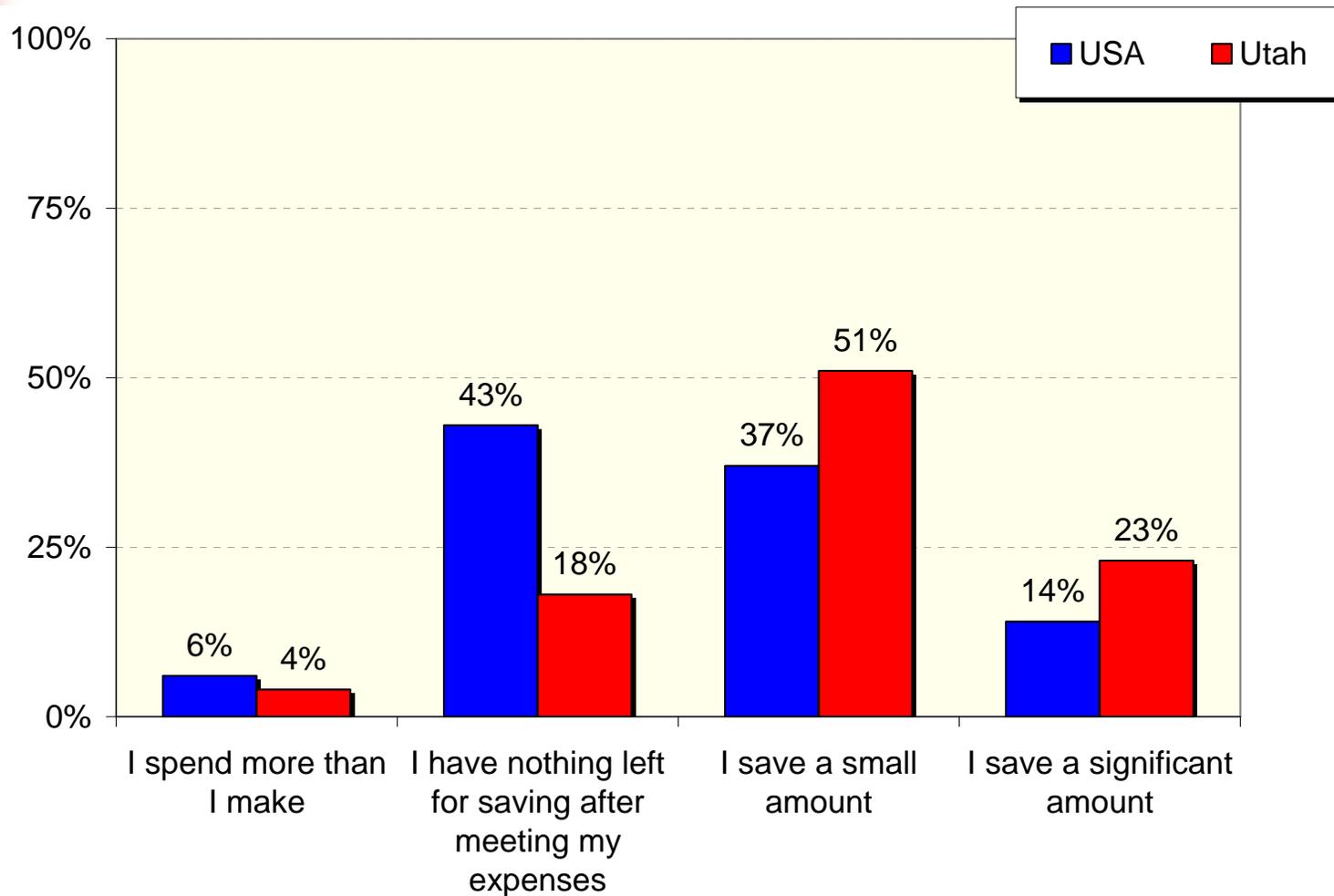
Within the past year, has your household's financial situation improved, become worse, or stayed the same?



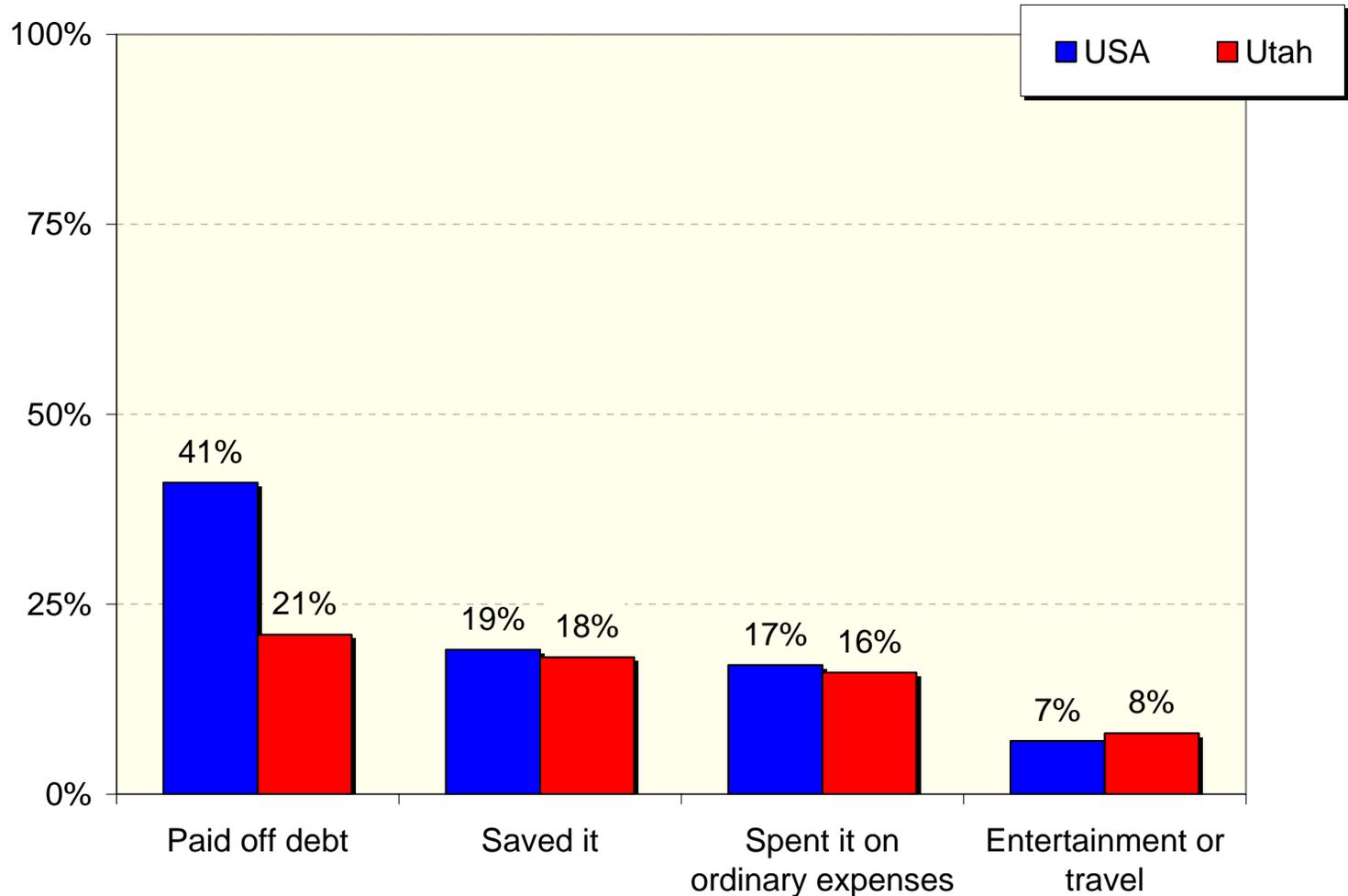
13% of respondents say their use of municipal services has *increased* in the last year? Which services?



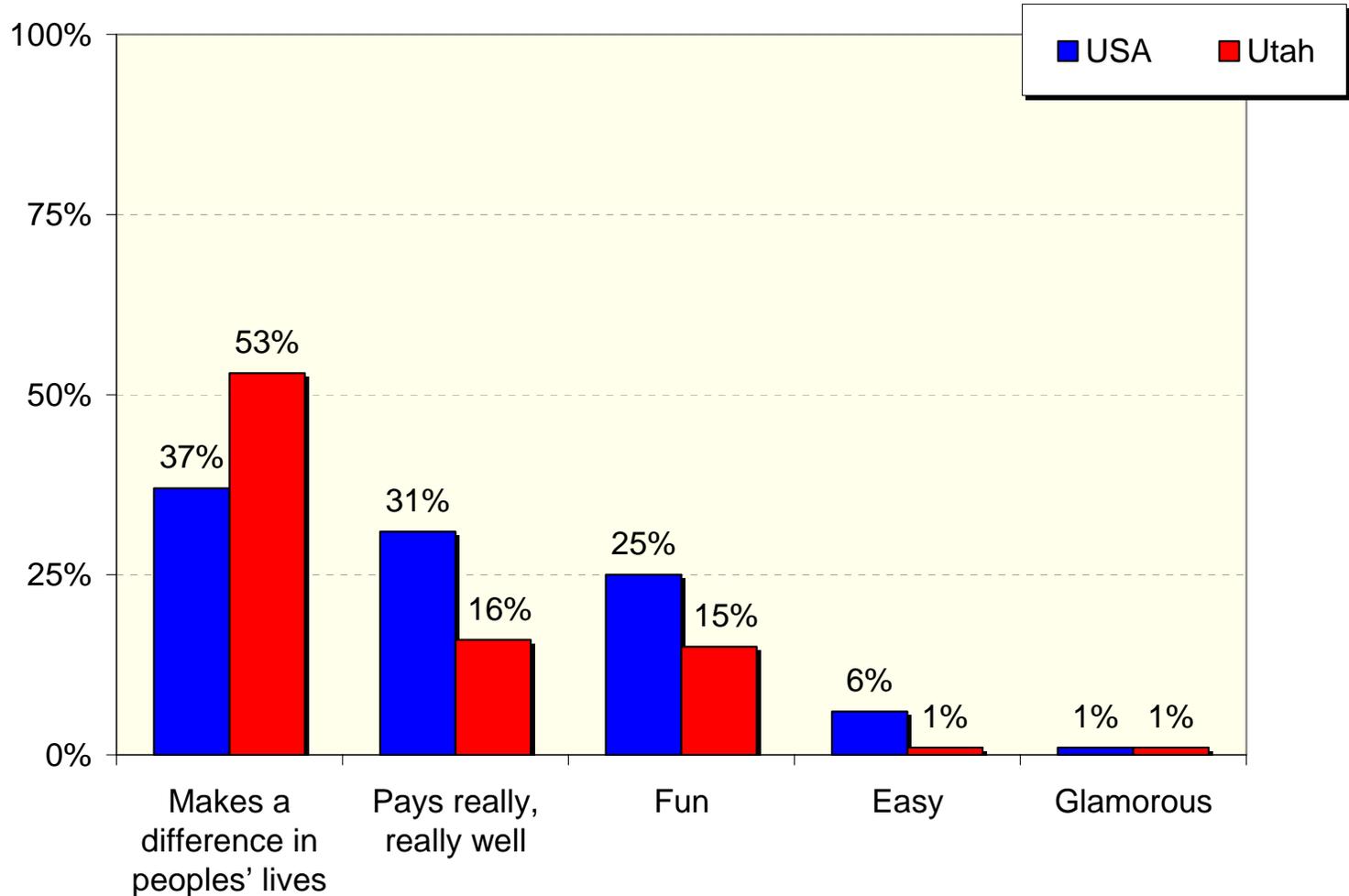
Do you save money each pay period?



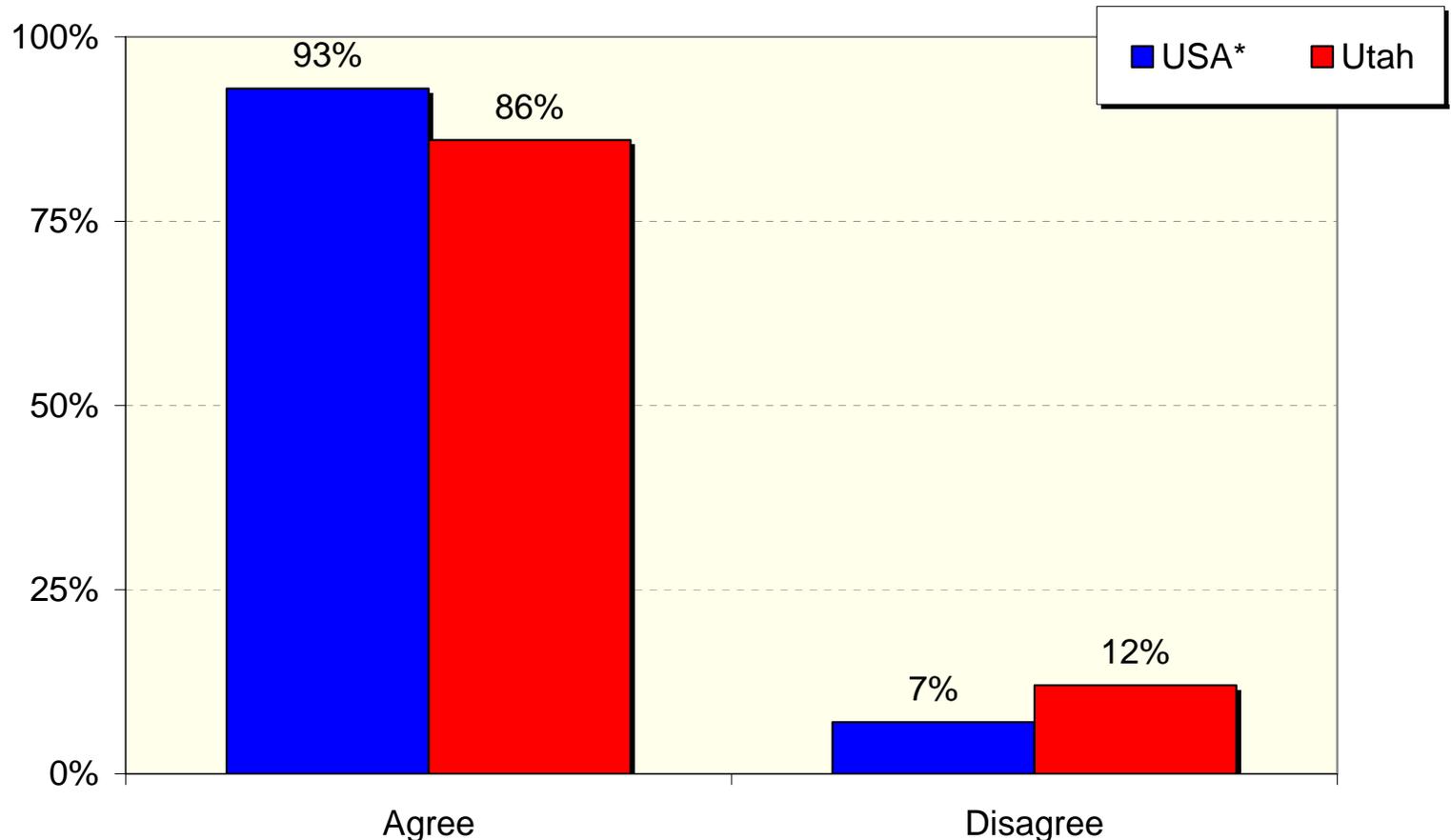
If you received a tax rebate this year, what did you spend the money on?



Which of the following statements best describes your dream job?

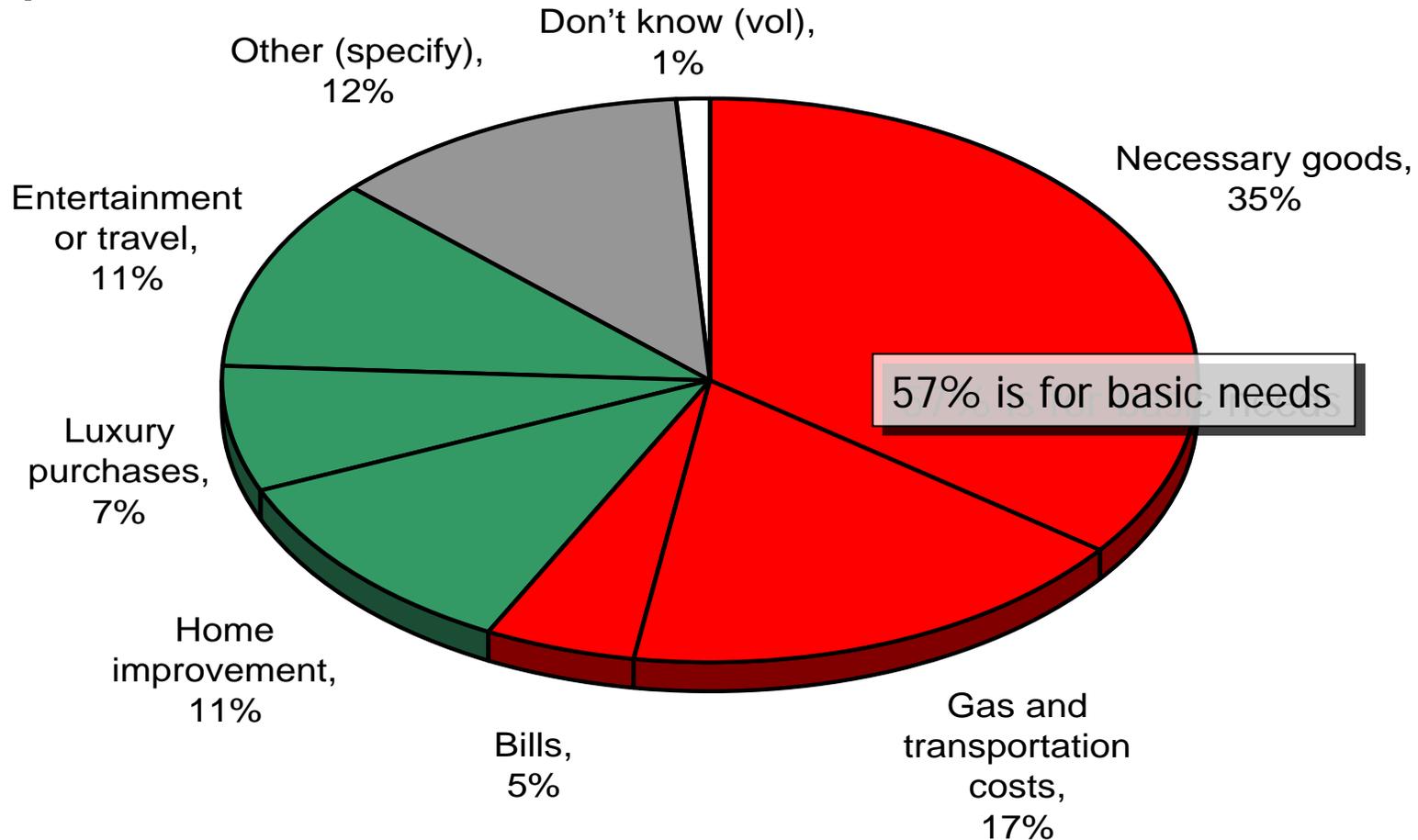


Do you agree or disagree that the economy should be the Governor and Legislature's* top concern?

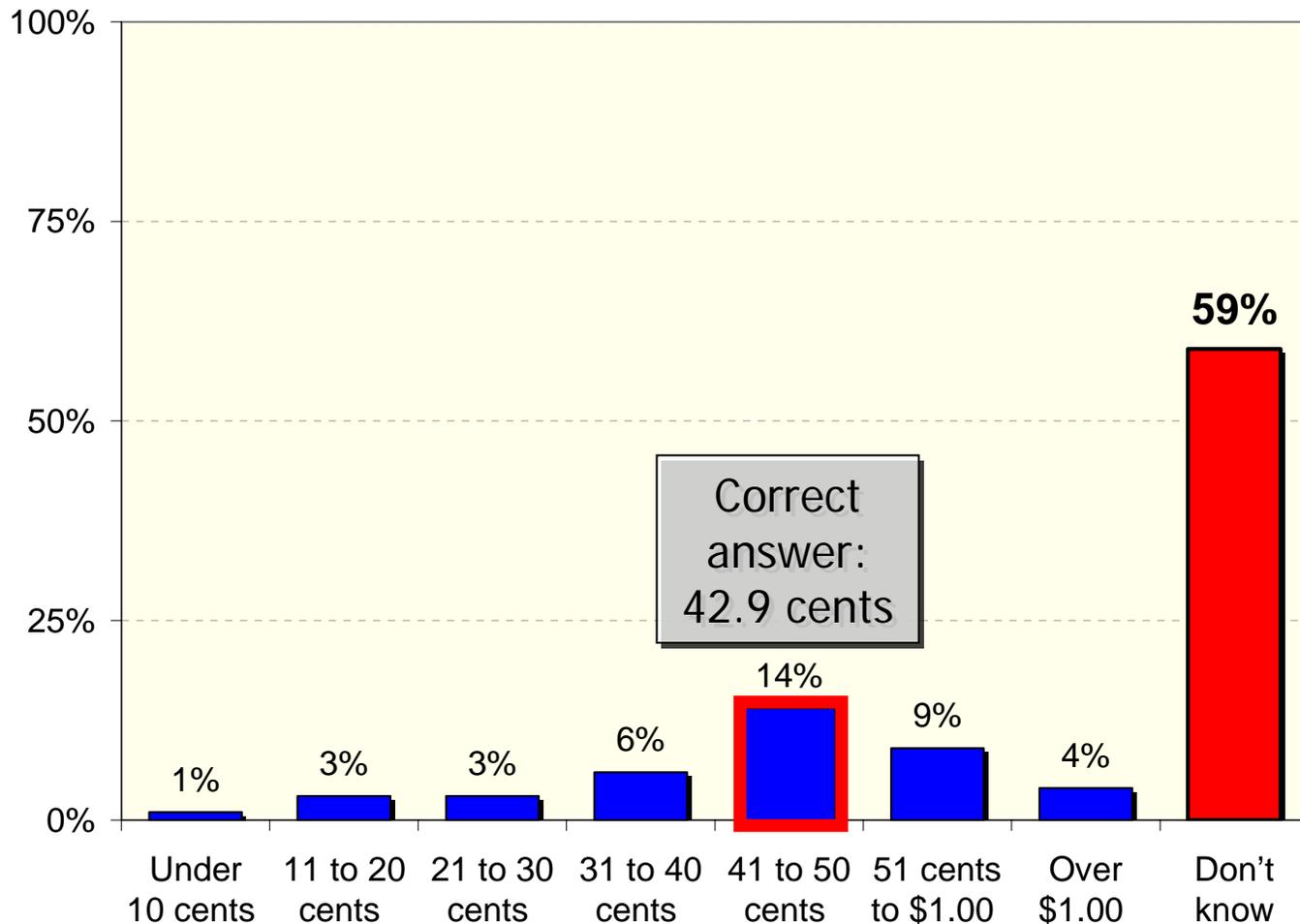


*USA survey participants were asked about "the Presidential candidates"

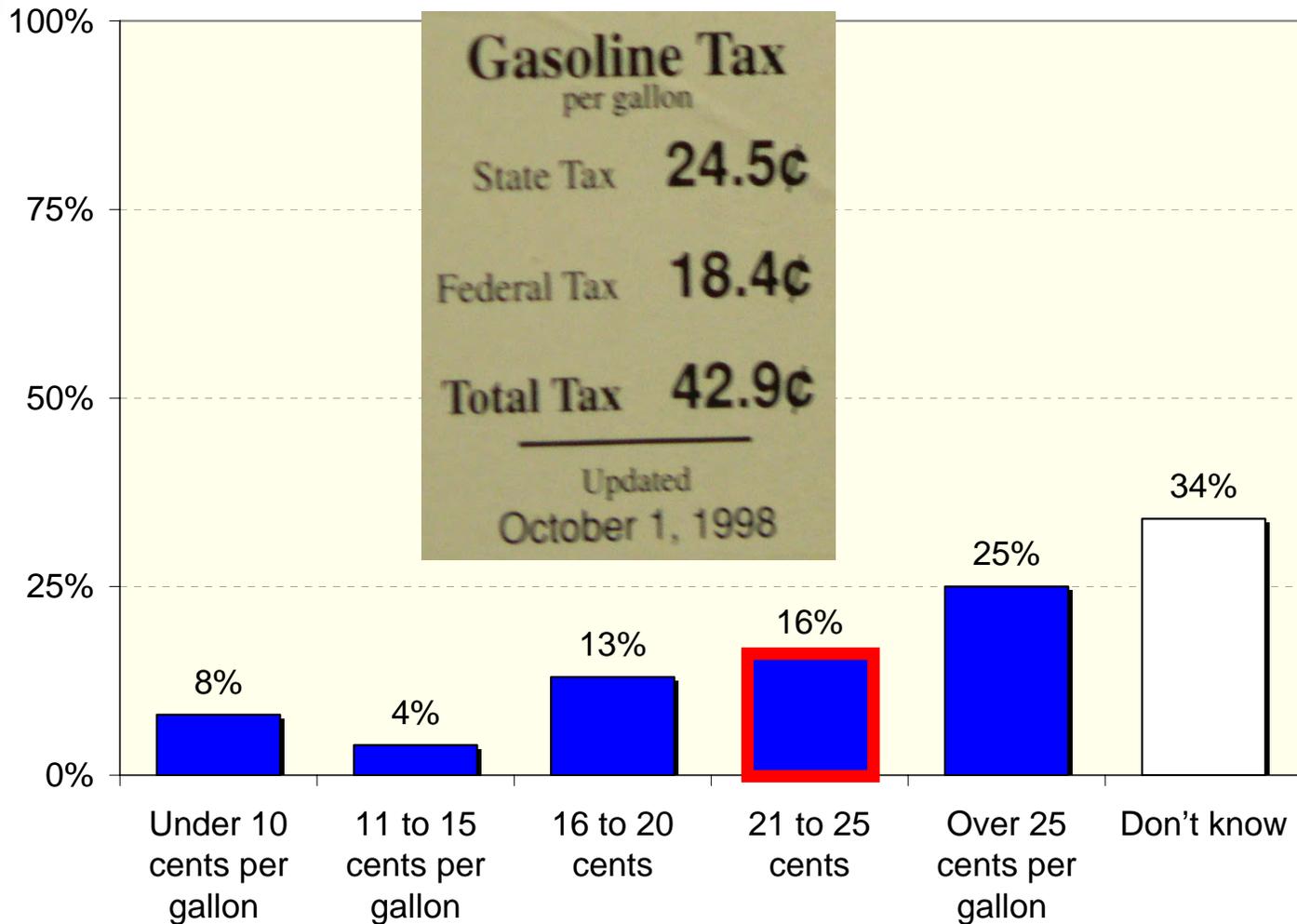
(If carry a credit card balance) How would you describe the majority of the purchases on your balance? (wn=237)



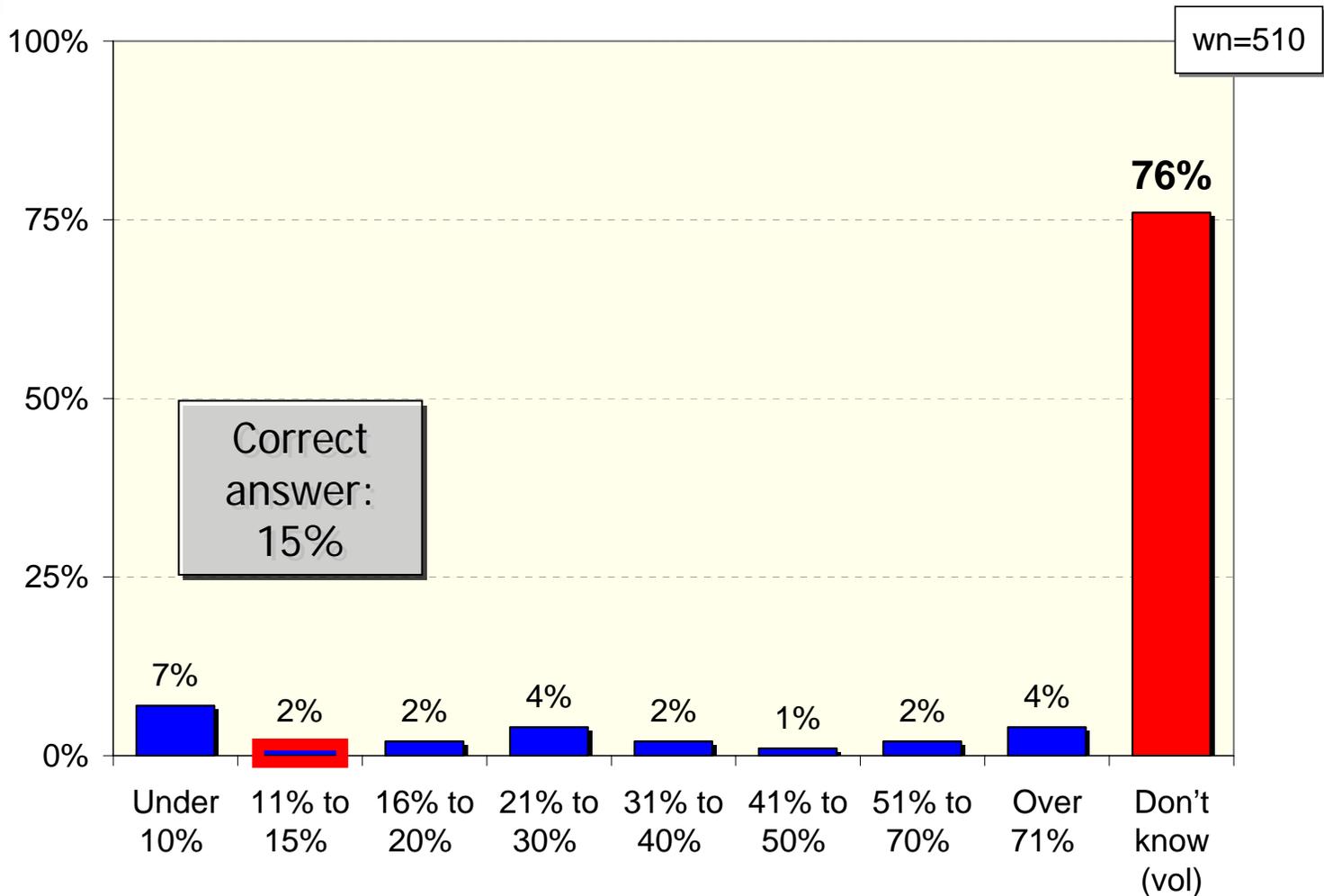
Do you know how much you pay in taxes on a gallon of gasoline?



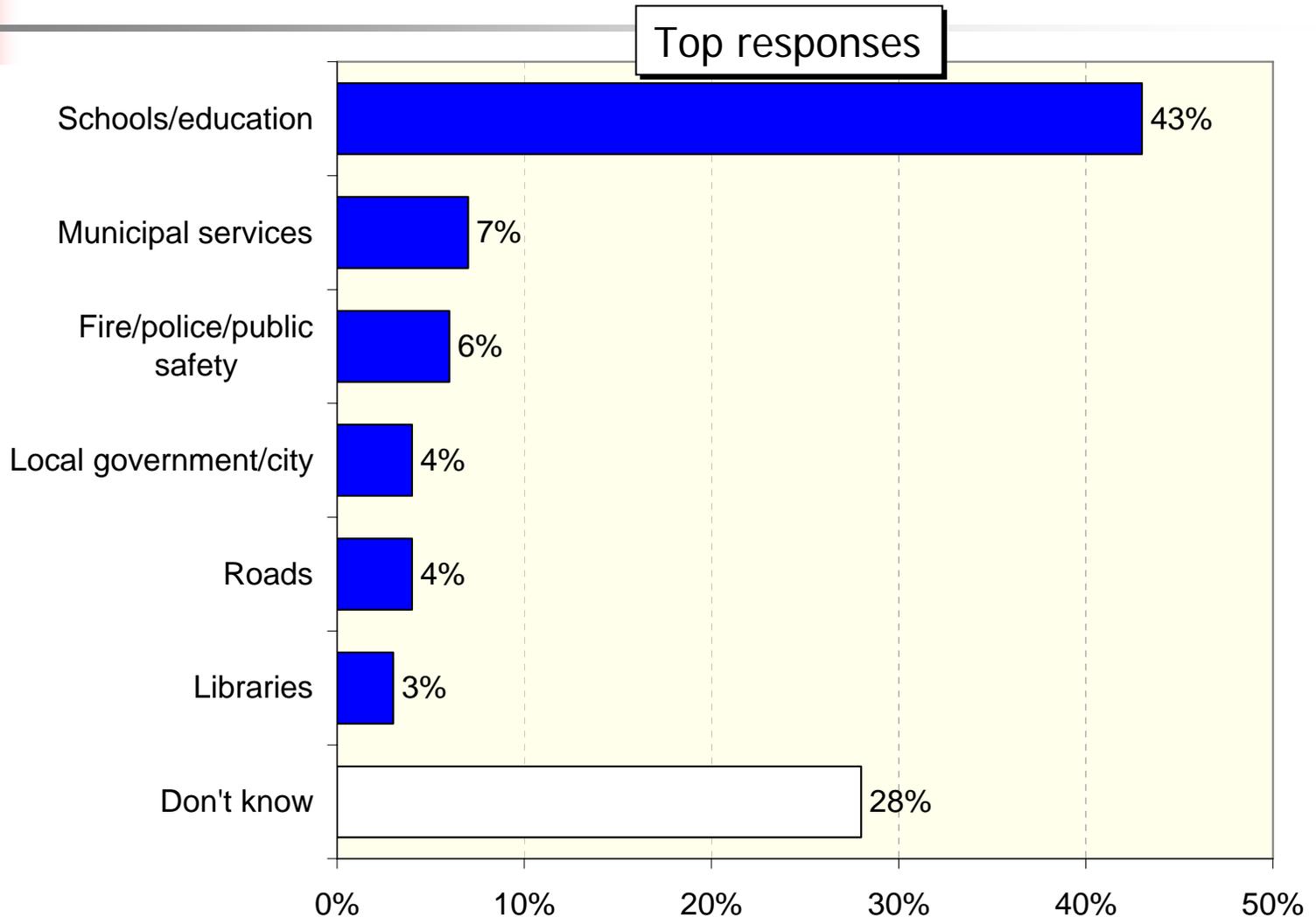
How much of this gas tax per gallon is the state gas tax portion?



What percent of your property taxes go to your city or town?

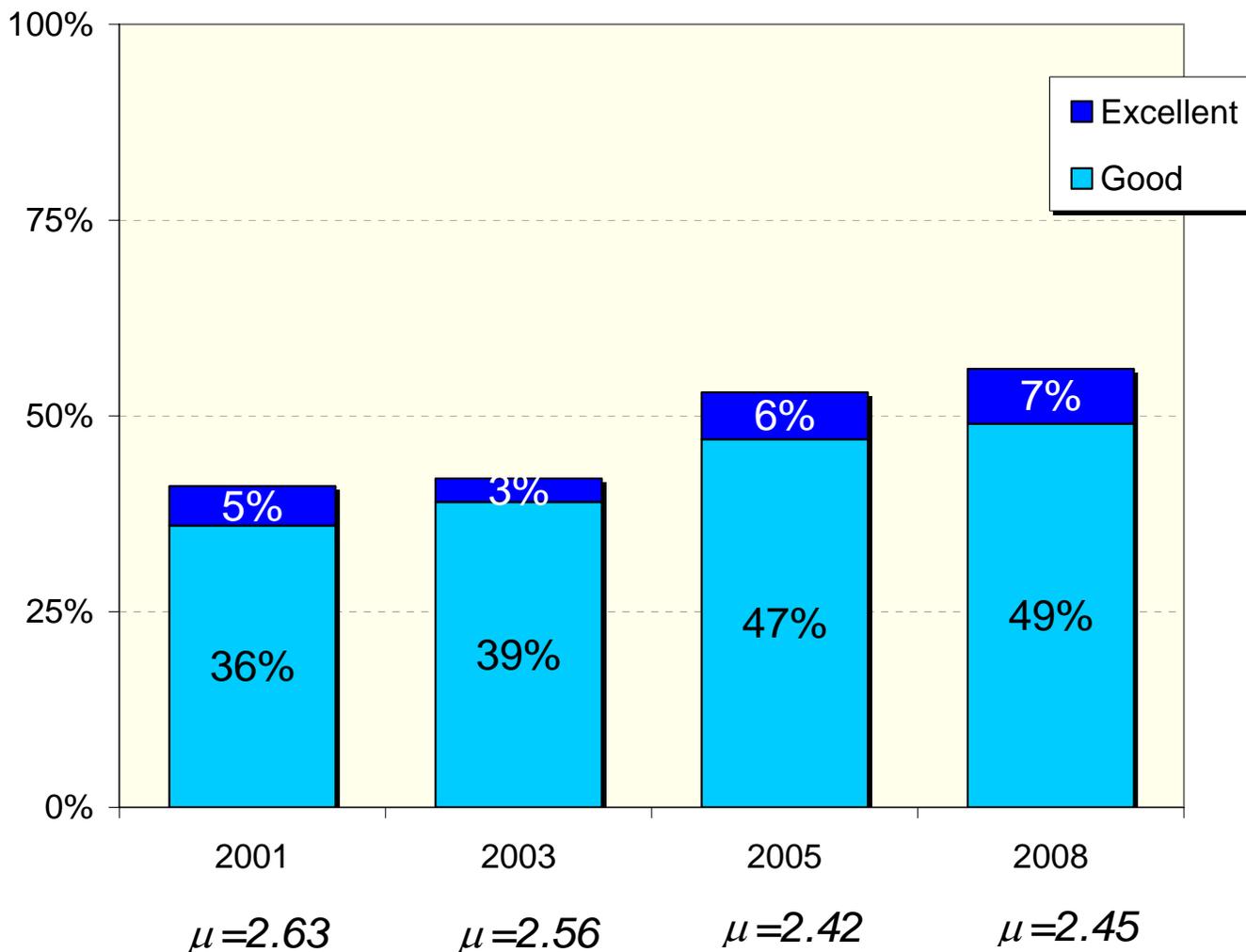


What services does property tax pay for? (Unaided)



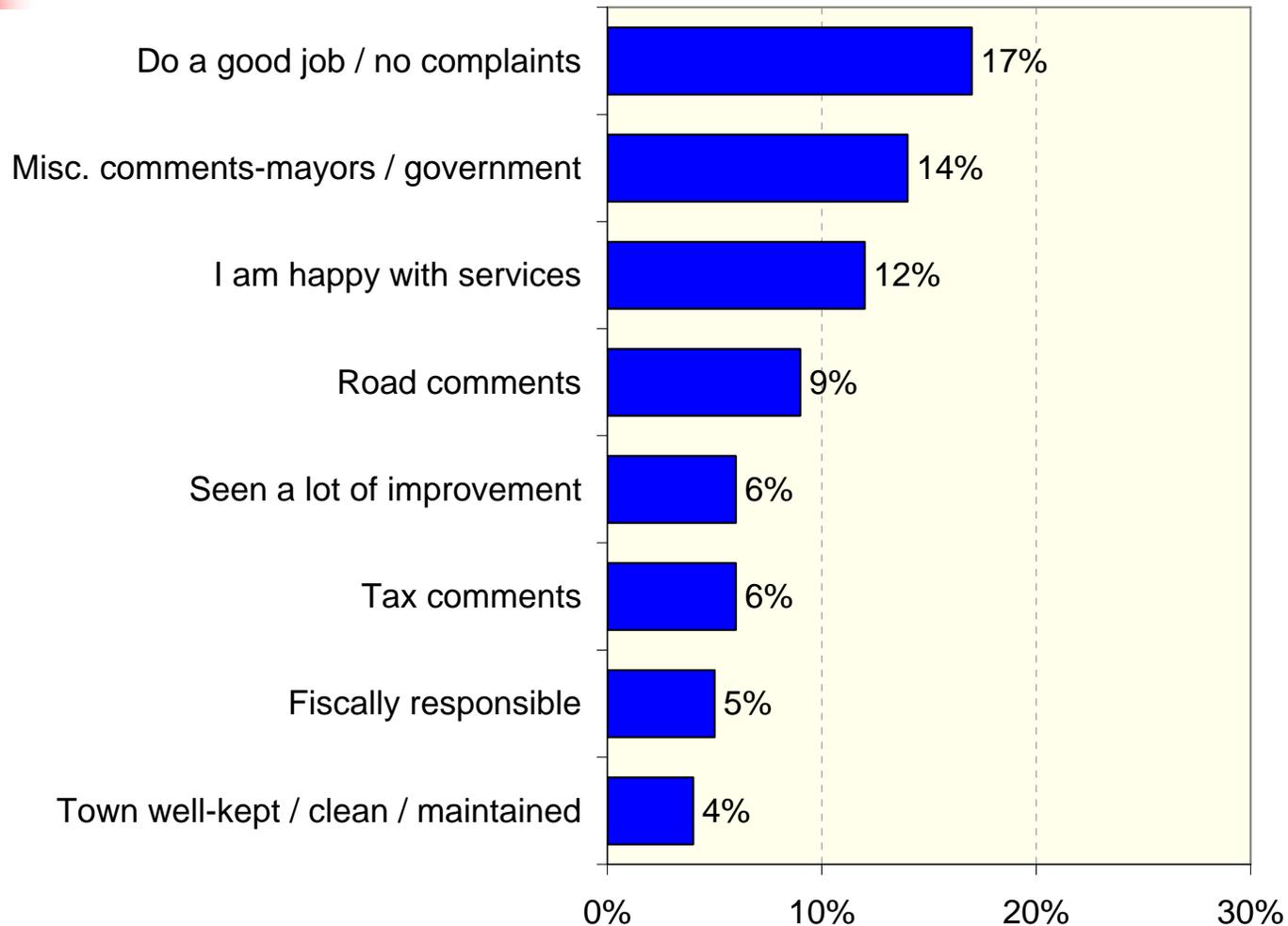
Overall, how well is your city or town managing your tax dollars?

(Scale: 1/excellent to 4/poor—see mean scores; only “excellent” and “good” shown)



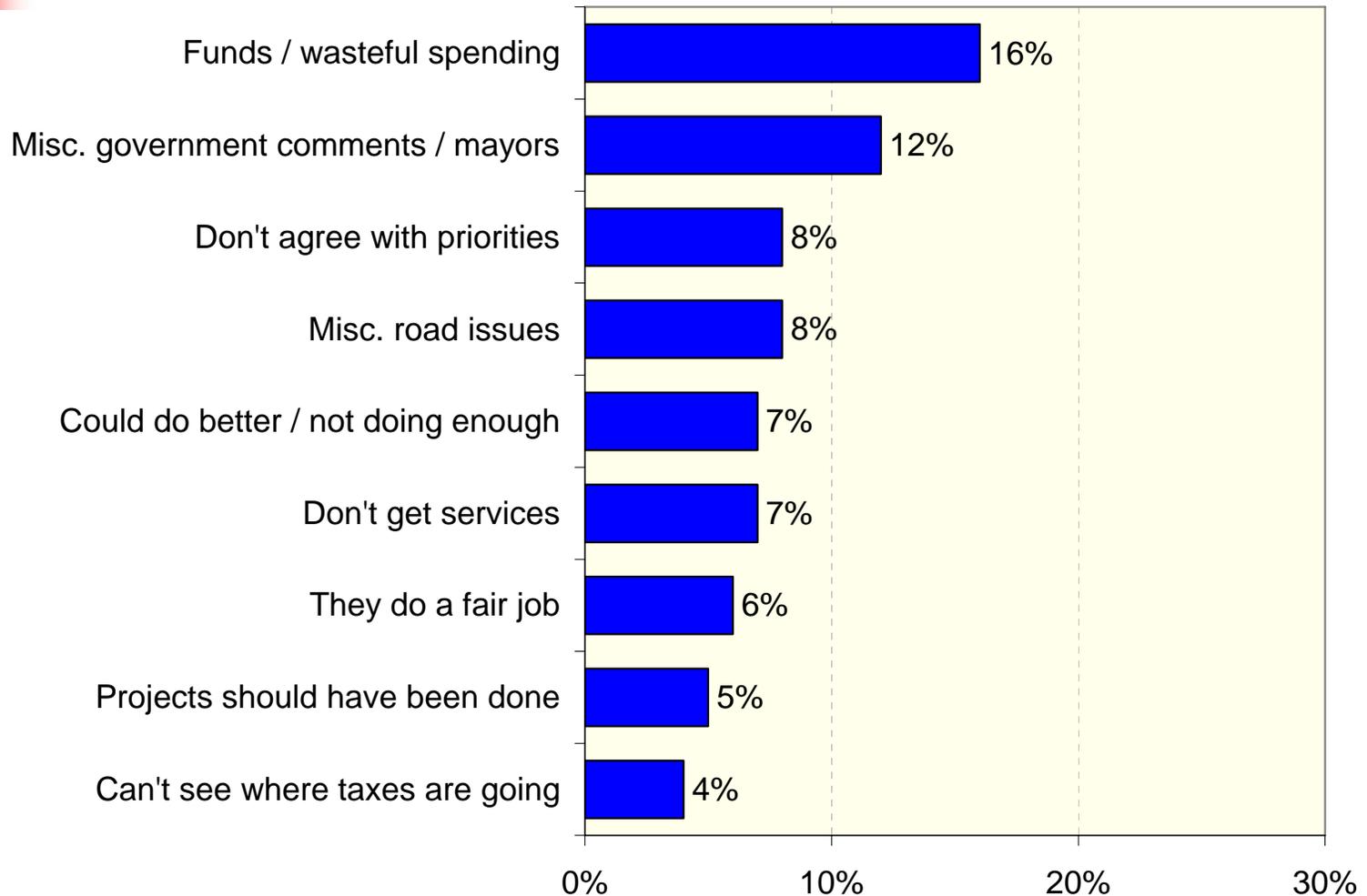
(If "excellent" or "good") Why did you answer that way? (wn=334)

Top responses



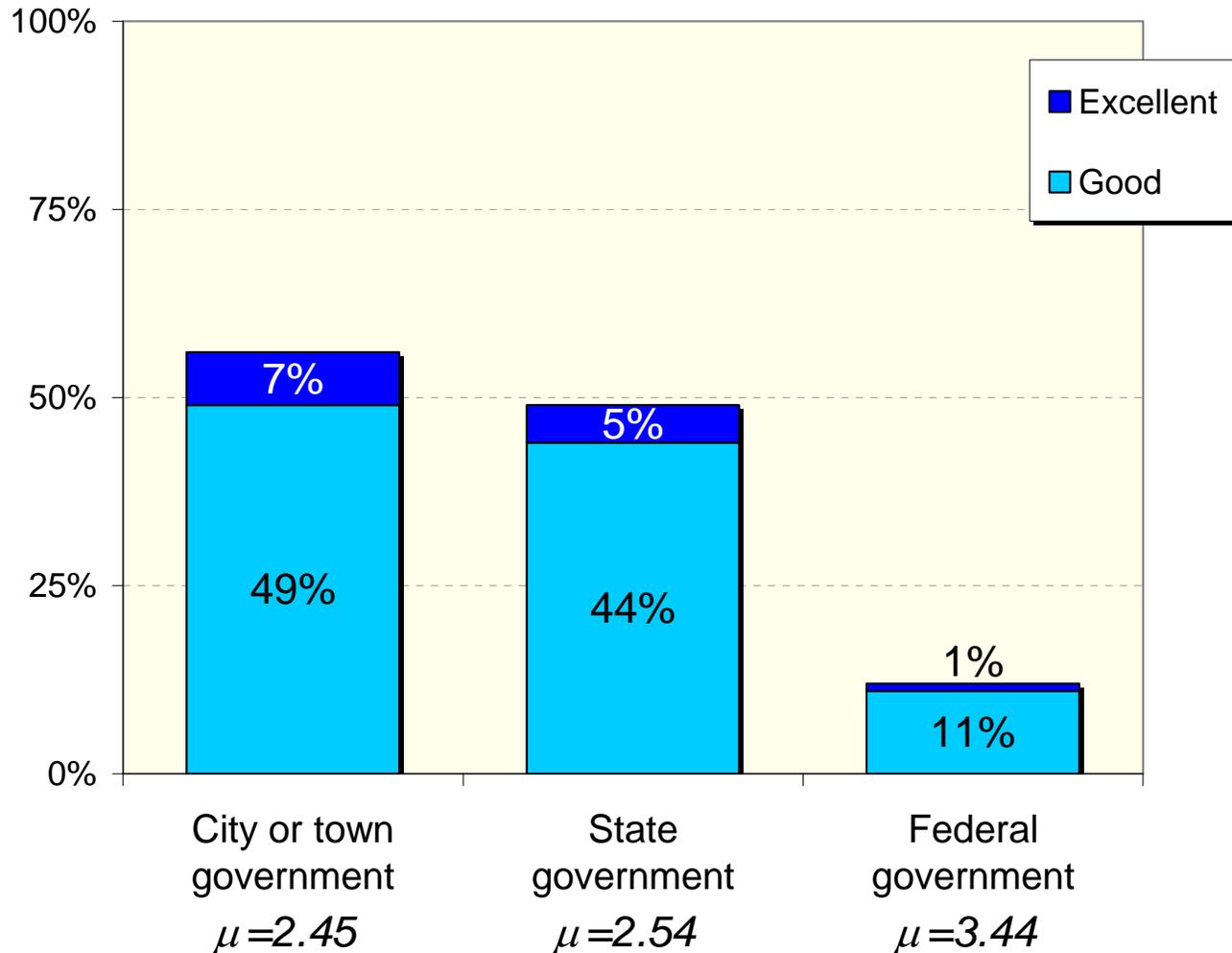
(If "fair" or "poor") Why did you answer that way? (wn=242)

Top responses

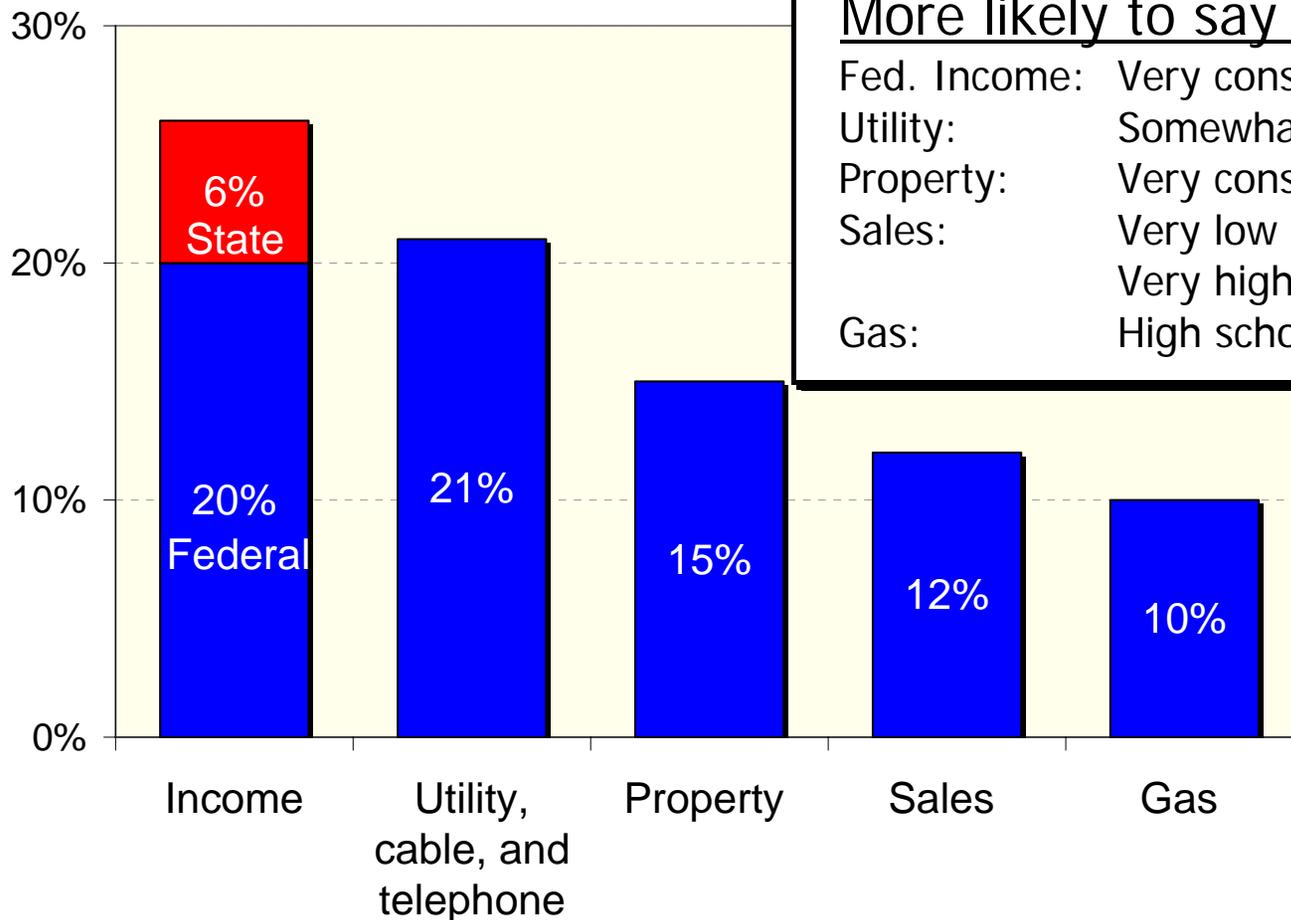


Overall, how well are your governments managing your tax dollars?

(Scale: 1/excellent to 4/poor—see mean scores; only “excellent” and “good” shown)



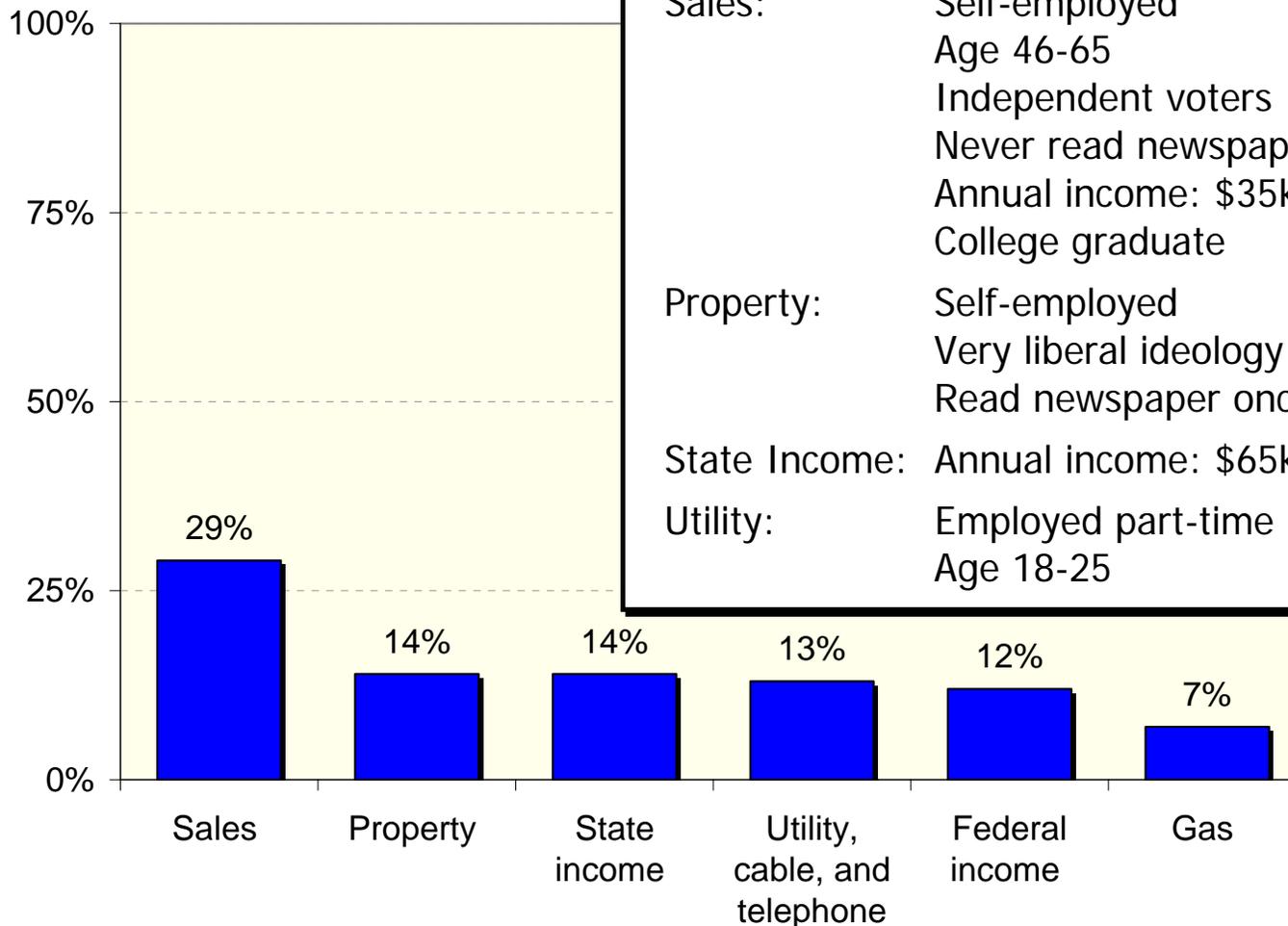
Which tax do you oppose the MOST? (2001-2005: Which tax would you object to the most if it were raised?)



More likely to say ...

Fed. Income: Very conservative ideology
Utility: Somewhat/very liberal ideology
Property: Very conservative ideology
Sales: Very low income
Very high income
Gas: High school education or less

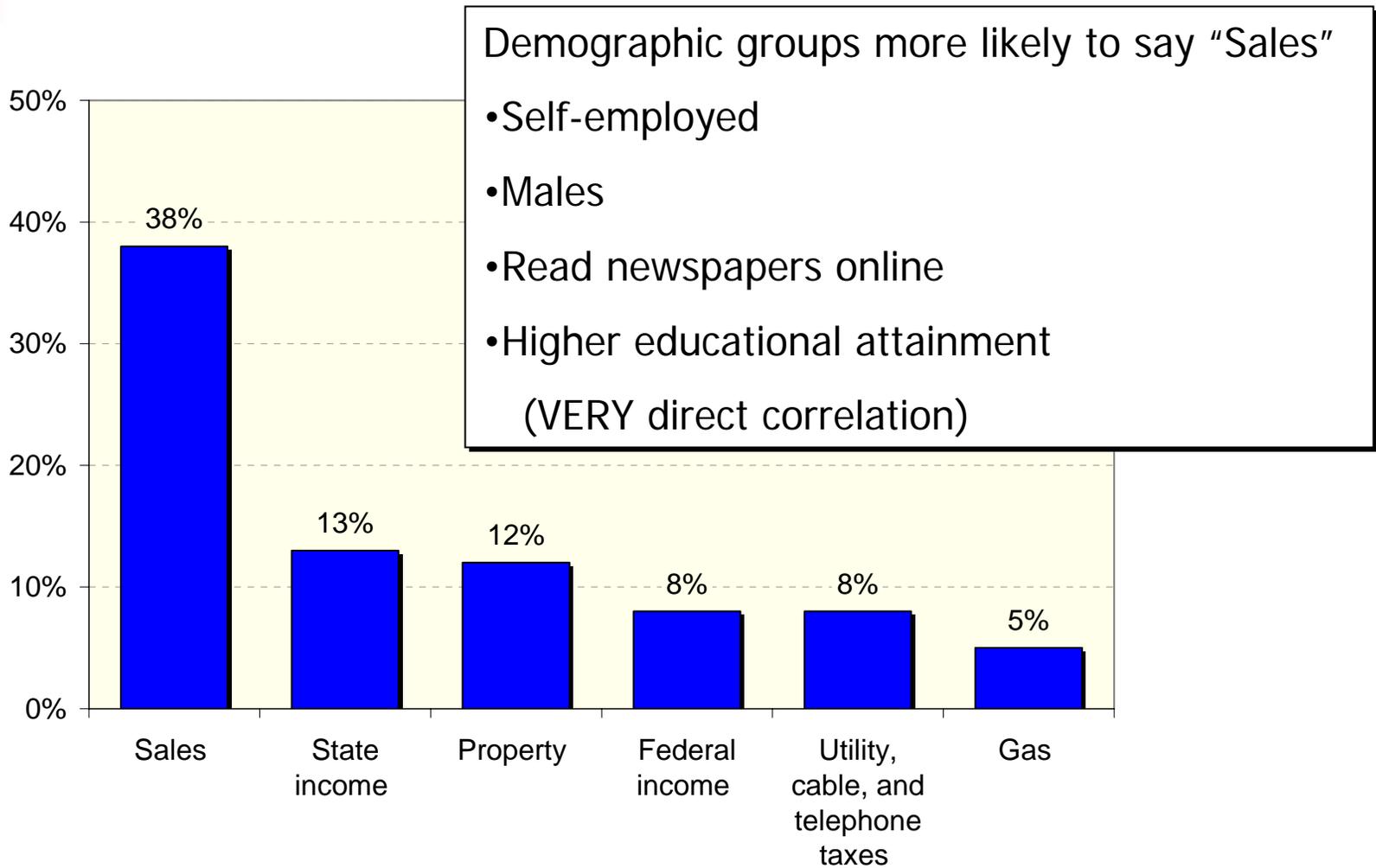
Which tax do you oppose the LEAST? (2001-2005: Which tax would you object to the least if it were raised?)

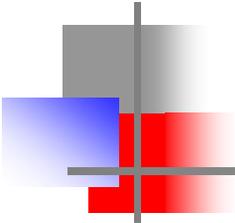


More likely to say ...

Sales:	Self-employed Age 46-65 Independent voters Never read newspaper Annual income: \$35k-\$45k or \$100k+ College graduate
Property:	Self-employed Very liberal ideology Read newspaper once a week
State Income:	Annual income: \$65k-\$75k
Utility:	Employed part-time Age 18-25

Which tax that you pay do you consider the most "fair"?





Why do you consider that tax the "most fair"?

Sales

Affects everyone who buys / uses	46%
Taxes everyone equally	18%

State Income

Kept in state / benefits state	18%
It isn't as much / rates are lower	12%
Can see what it does	11%

Federal Income

Government needs to make money	18%
Based on your income	17%

Property

Based on value of home / property	21%
It isn't as much / rates are lower	12%
It funds the schools	10%

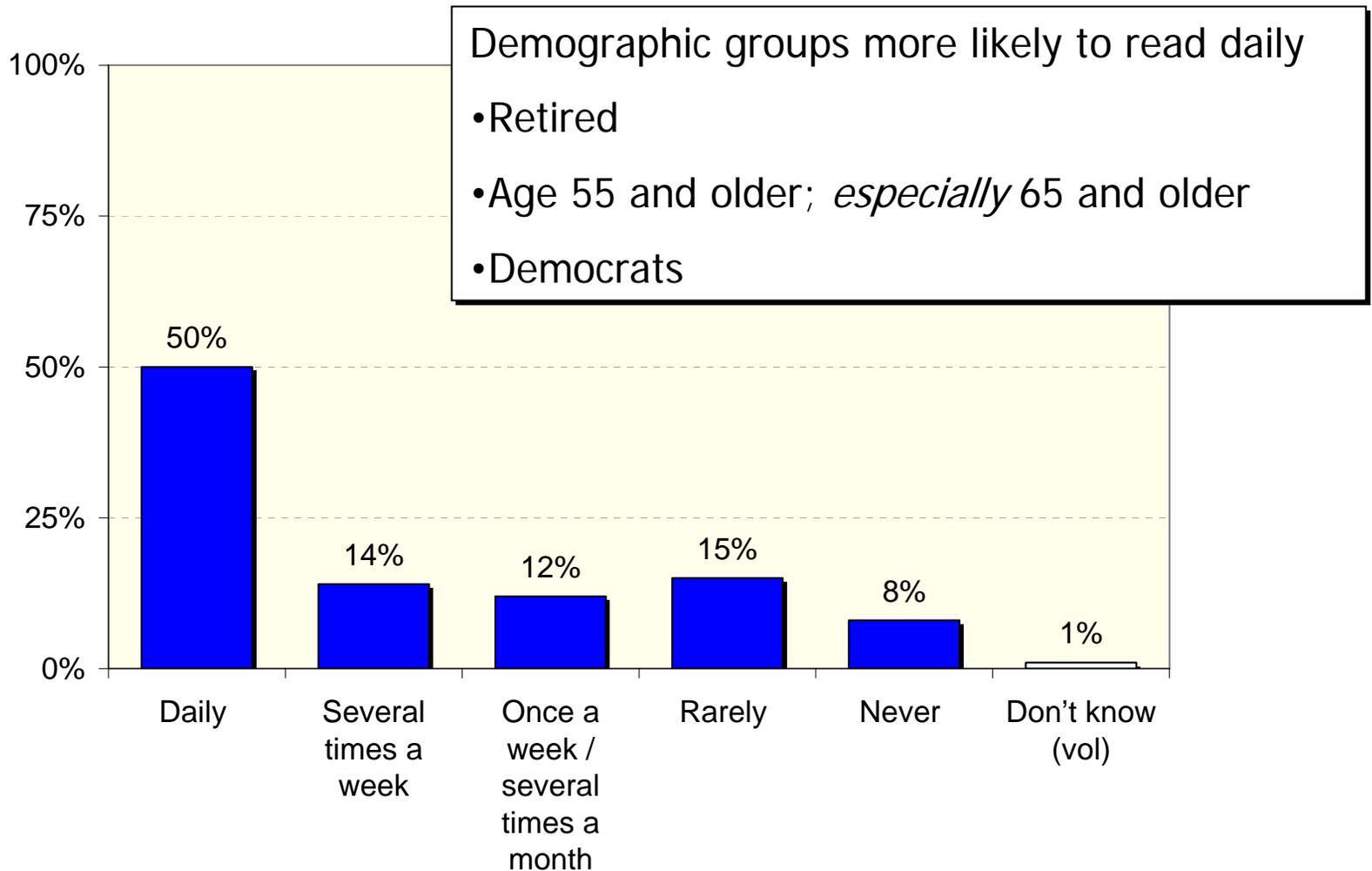
Gas

Affects everyone who buys / uses	47%
It pays for roads / highways	24%

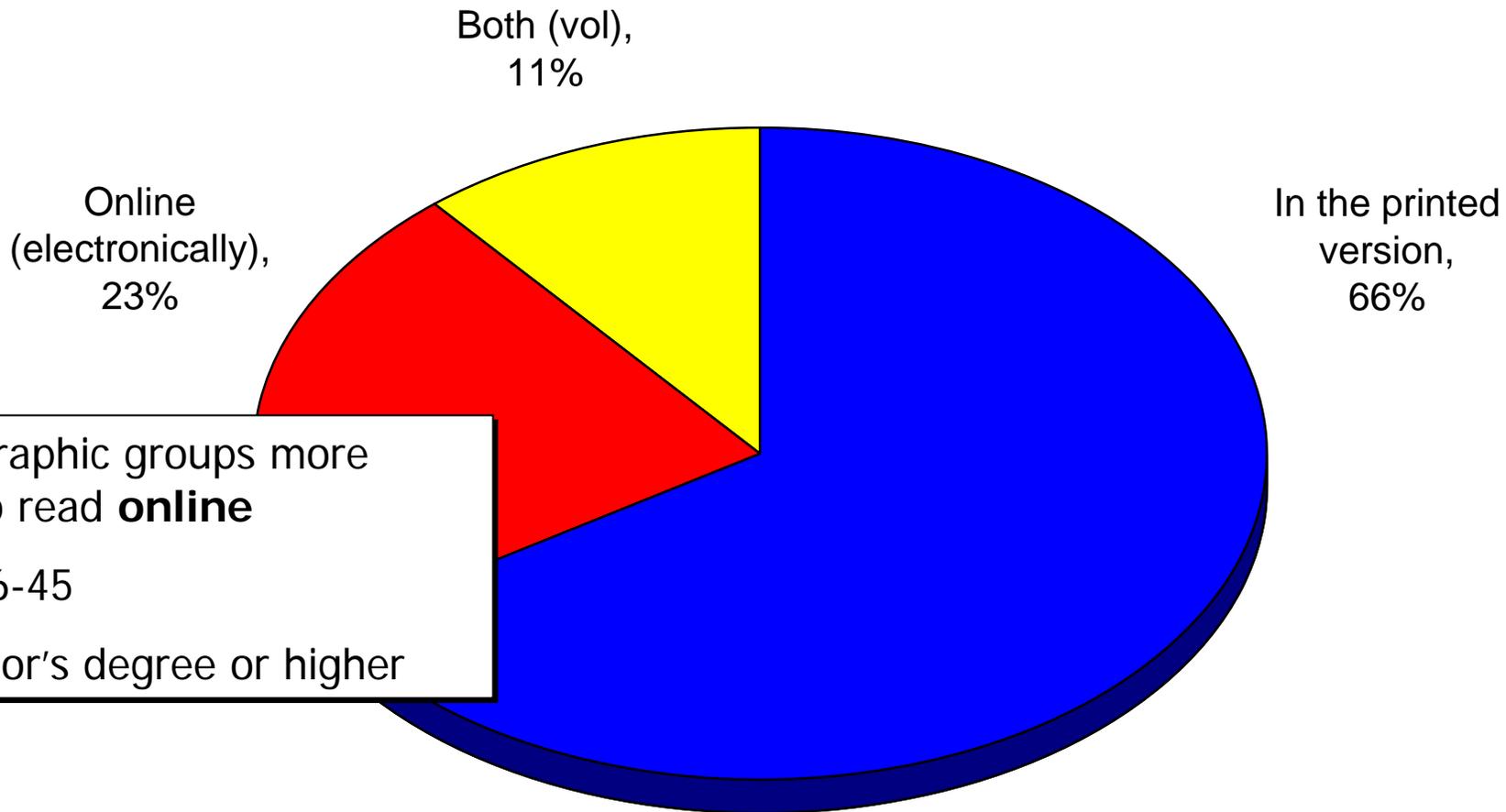
Utility, cable, and telephone taxes

Affects everyone who buys / uses	23%
It isn't as much / rates are lower	17%

How often do you read the newspaper?

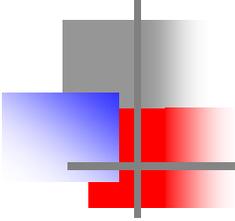


When reading the newspaper do you usually read it...



Demographic groups more likely to read **online**

- Age 26-45
- Bachelor's degree or higher



Thank you



Dan Jones
& ASSOCIATES