

BUILDING THE WYOMING WE WANT: PRIORITIES AND VALUES STUDY
May 2009

Heart & Mind Strategies

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Respondents: 894 members of the general public (18 years or older)

Margin of Error: ± 3.3% at a 95% confidence level for 894 completes

NOTE: A (*) means less than one-half percent; and a (-) means zero

Region

	General Public
<i>Unweighted Base</i>	<i>894</i>
REGION 1 (NET)	10%
Big Horn	3%
Hot Springs	1%
Park	5%
Washakie	2%
REGION 2 (NET)	5%
Teton	5%
REGION 3 (NET)	8%
Johnson	2%
Sheridan	6%
REGION 4 (NET)	26%
Campbell	7%
Converse	3%
Fremont	4%
Natrona	13%
REGION 5 (NET)	7%
Crook	1%
Goshen	3%
Niobrara	1%
Weston	2%
REGION 6 (NET)	9%
Lincoln	3%
Sublette	2%
Uinta	3%
REGION 7 (NET)	13%
Carbon	3%
Sweetwater	10%

REGION 8 (NET)	22%
Albany	7%
Laramie	14%
Platte	1%

SECTION 700: QUALITY OF LIFE

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q700. Thinking about the overall quality of your life here in Wyoming, please imagine a ladder with ten steps representing the "ladder of life." Let's suppose the top of the ladder, the tenth step, represents the best possible life for you; and the bottom, the first step, the worst possible life for you. On a scale of 1 to 10, on which step of the ladder do you personally stand at the present time?

	General Public
<i>Unweighted Base</i>	894
TOP 3 BOX (NET)	64%
(10) Best possible life	12%
9	23%
8	29%
7	16%
6	7%
5	6%
4	4%
BOTTOM 3 BOX (NET)	3%
3	2%
2	1%
(1) Worst possible life	0
<i>MEAN</i>	7.7

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q710. Again, think about the overall quality of life here in Wyoming and consider a scale of 1 to 10, where 10 represents the best possible life for you and 1 the worst possible life for you. On which step would you say you stood five years ago? (Regardless of whether or not you lived in Wyoming five years ago)

	General Public
<i>Unweighted Base</i>	894
TOP 3 BOX (NET)	52%
(10) Best possible life	13%
9	17%
8	22%
7	17%
6	11%
5	9%
4	5%
BOTTOM 3 BOX (NET)	6%

3	4%
2	2%
(1) Worst possible life	1%
<i>MEAN</i>	7.2

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q715. Just as your best guess, on which step will you stand in the future, say about five years from now? Again please think about the overall quality of life here in Wyoming use a scale of 1 to 10, where 10 represents the best possible life for you and 1 the worst possible life for you.

	General Public
<i>Unweighted Base</i>	894
TOP 3 BOX (NET)	75%
(10) Best possible life	20%
9	33%
8	22%
7	11%
6	5%
5	4%
4	2%
BOTTOM 3 BOX (NET)	3%
3	1%
2	1%
(1) Worst possible life	1%
<i>MEAN</i>	8.2

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q720. Thinking about the quality of life that will be here for you or your friends' children and grandchildren, do you see their quality of life in Wyoming increasing or decreasing in the future?

	General Public
<i>Unweighted Base</i>	894
Increasing	68%
Decreasing	32%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q725. When we talk to people nationally, they mention several factors that impact their quality of life. When you think about your quality of life in the region where you live, which **one** of these factors is **most** important to you personally?

	General Public
<i>Unweighted Base</i>	894

Enjoying the outdoors and nature	27%
A safe community with low crime	26%
Being close to family	17%
Friendly people	8%
Plenty of jobs	5%
Less traffic congestion	4%
Having a larger yard and more privacy	4%
Good schools	3%
Good weather	2%
Easy access to shopping, parks and recreational areas	2%
None of these	2%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q730. On another subject, do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

	General Public
<i>Unweighted Base</i>	894
Right direction	51%
Wrong track	27%
Not sure	21%

SECTION 800: CONFIRMING VALUES LADDER

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q800. The people of Wyoming 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 Wyoming, please identify which **one** of the following factors has the most significant impact on the overall quality of life for you personally.

	General Public
<i>Unweighted Base</i>	894
POSITIVE (NET)	39%
Not many people / not crowded	11%
Friendly people and neighbors / small town feel	10%
Outdoor recreation opportunities / enjoying the outdoors	7%
Low cost of living	4%
Low crime	3%
Open spaces	3%
Good healthcare programs / doctors	1%
High quality education system	1%
NEGATIVE (NET)	54%
Harsh weather / wind	24%
Not many jobs / work available	9%
Not many entertainment options	9%

Poor healthcare programs / doctors	7%
Shopping isn't close or accessible	6%
Other	6%

BASE: (Q800/4,6,7,8,12,13,15)

Q850. Thinking about the quality of life in Wyoming, please identify which **one** of the following factors has the second most significant impact on the overall quality of life for you personally.

	General Public
<i>Unweighted Base</i>	<i>894</i>
POSITIVE (NET)	49%
Good healthcare programs / doctors	1%
Low crime	6%
High quality education system	5%
Lack of traffic	2%
Friendly people and neighbors / small town feel	9%
Outdoor recreation opportunities / enjoying the outdoors	8%
Open spaces	5%
Not many people / not crowded	8%
Low cost of living	6%
NEGATIVE (NET)	51%
Poor healthcare programs / doctors	7%
Harsh weather / wind	13%
Not many jobs / work available	9%
Shopping isn't close or accessible	12%
Not many entertainment options	10%

SECTION 900: ENVIRONMENT AND GROWTH
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BASE: RANDOM HALF A (Q900/1)

Q905. Which of the following would you say is more important to the state of Wyoming?

	General Public
<i>Unweighted Base</i>	<i>454</i>
Protecting the environment	31%
Economic growth and development	55%
Not sure	15%

BASE: RANDOM HALF B (Q900/2)

Q906. Which of the following would you say is more important to the state of Wyoming?

	General Public
<i>Unweighted Base</i>	440
Protecting land and water	54%
Economic growth and development	37%
Not sure	9%

BASE: PROTECTING THE ENVIRONMENT MOST IMPORTANT (Q905/1)

Q910. Compared to 5 years ago, do you feel that protecting the environment has become...?

	General Public
<i>Unweighted Base</i>	154
More important to the state of Wyoming	54%
Less important to the state of Wyoming	21%
Neither more nor less important to the state of Wyoming	22%
Not sure	3%

BASE: PROTECTING LAND AND WATER MOST IMPORTANT (Q906/1)

Q911. Compared to 5 years ago, do you feel that protecting land and water has become...?

	General Public
<i>Unweighted Base</i>	233
More important to the state of Wyoming	45%
Less important to the state of Wyoming	22%
Neither more nor less important to the state of Wyoming	27%
Not sure	5%

BASE: ECONOMIC GROWTH MOST IMPORTANT (Q905 OR Q906/2)

Q920. In the past 5 years, do you feel that economic growth and development have become...?

	General Public
<i>Unweighted Base</i>	405
More important to the state of Wyoming	57%
Less important to the state of Wyoming	10%
Neither more nor less important to the state of Wyoming	26%
Not sure	7%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) AND ALL NON-QUALIFIED AND OVERQUOTA HPOL RESPONDENTS (Q75/1 AND Q99/3,6)

Q925 Based on what you are seeing and hearing from others in the community, would you say the local economy is strong, weak, or somewhere in between?

	General Public
<i>Unweighted Base</i>	894
Strong	23%
Weak	19%
Somewhere in between	58%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q930 Do you think your local economy is improving or getting worse?

	General Public
<i>Unweighted Base</i>	894
Improving	22%
Getting worse	45%
Neither	33%

BASE: ALL QUALIFIED RESPONDENTS

Q945 In your opinion, how does the economy at the state level differ from your local economy? Is your local economy doing better, worse or about the same?

	General Public
<i>Unweighted Base</i>	894
Better	23%
Worse	21%
The same	56%

BASE: RANDOM HALF A (Q948/1)

Q950 In Wyoming, people have often commented that there are times of economic prosperity followed by times of economic decline. Sometimes this cycle is referred to as “boom and bust.” Thinking about these boom and bust cycles, which of the following best describes their impact on you personally?

	General Public
<i>Unweighted Base</i>	582
TOP 2 BOX (NET)	64%
Great deal of impact	26%
Some impact	38%
BOTTOM 2 BOX (NET)	36%
Not too much impact	32%
No impact at all	4%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q955 As you may have heard or read, the American West is one of the fastest growing regions in the country. In fact, experts project the American West's population to more than double over the next 25 years. Do you think that is a good thing or a bad thing?

	General Public
<i>Unweighted Base</i>	894
Good thing	15%
Bad thing	49%
Both	37%

BASE: RANDOM HALF A (Q948/1)

Q960. In your opinion, who can best deal with growth issues in a way that will have the most positive impact on Wyoming residents? Please select only one response.

	General Public
<i>Unweighted Base</i>	582
People like you and me	32%
State Government	21%
Local Government	20%
Businesses in Wyoming	10%
Other organizations or institutions	3%
Not sure	14%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q970 Thinking about all the positive and negative aspects of the Federal Government in Wyoming and local communities, what percentage of things would you classify as positive? What percentage is negative? [PN: Should add to 100%; SHOW CURRENT TOTAL]

	General Public
<i>Unweighted Base</i>	894
Positive	50.9
Negative	49.1

BASE: ALL QUALIFIED RESPONDENTS

Q975. Most people see both positive and negative aspects of the changes taking place in the region where you live. Based on your own personal feelings, do you believe future growth in the region where you live will make things better or make things worse?

	General Public
<i>Unweighted Base</i>	894
TOP 2 BOX (NET)	46%
A lot better	11%
A little better	35%
Neither better or worse	18%
BOTTOM 2 BOX (NET)	36%
A little worse	23%
A lot worse	13%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q980. The region where you live faces many challenges and problems today, and many causes underlie these challenges and problems. In your opinion, are the challenges and problems your region faces:

	General Public
<i>Unweighted Base</i>	894
TOP 2 BOX (NET)	39%
Exclusively related to growth	5%
Very related to growth	34%
Somewhat related to growth	42%
BOTTOM 2 BOX (NET)	13%
Not very related to growth	10%
Not at all related to growth	3%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q985. 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?

Mr. Smith believes that growth in the region, if done right, will bring many benefits and advantages to the people in this part of the State. Mr. Smith believes that growth should be strongly encouraged and fostered.

Mr. Jones believes that growth of any kind in the region will jeopardize the quality of life for the people in this part of the State. Mr. Jones believes that growth should be strictly managed or limited.

	General Public
<i>Unweighted Base</i>	894
TOTAL SMITH (NET)	65%
Exactly like Mr. Smith	11%
Strongly like Mr. Smith	24%
Somewhat Like Mr. Smith	30%

Neither like Mr. Smith or Mr. Jones	6%
TOTAL JONES (NET)	29%
Somewhat like Mr. Jones	16%
Strongly like Mr. Jones	10%
Exactly like Mr. Jones	4%

BASE: RANDOM HALF A (Q948/1)

Q990. Now we would like you to read the opinions of two people.

Mr. Smith believes that that there is an adequate supply of clean surface and ground water to meet the growing demand for safe and reliable water in Wyoming.

Mr. Jones believes that there is an insufficient supply of clean surface and ground water to meet the growing demand for safe and reliable water in the Wyoming.

Is your opinion more like Mr. Smith or more like Mr. Jones?

	General Public
<i>Unweighted Base</i>	582
TOTAL SMITH (NET)	38%
Exactly like Mr. Smith	4%
Strongly like Mr. Smith	14%
Somewhat like Mr. Smith	20%
Neither like Mr. Smith or Mr. Jones	11%
TOTAL JONES (NET)	51%
Somewhat like Mr. Jones	27%
Strongly like Mr. Jones	16%
Exactly like Mr. Jones	8%

SECTION 1000: IDEAL COMMUNITY

BASE: RANDOM HALF B (Q948/2)

Q1000 Please imagine your own ideal community and indicate how important it would be to you to have each of the following close to your “ideal community”.

	General Public
TOTAL IMPORTANT	
<i>Unweighted Base</i>	585
Hospital	88%
Grocery stores/gas stations	86%
Police and fire stations	85%
Doctor/Dentist offices	85%
Open spaces or natural lands	83%
Has its own elementary, middle and high schools	80%
Affordable housing	78%
Public and state lands	72%

Library	72%
My place of work	68%
Parks and recreational fields	68%
Farm, ranch or other agricultural lands	64%
Senior Center	57%
Church, synagogue, or other place of worship	58%
Easy access to highways	56%
Small retail services (dry cleaners, hair salons, copy centers, etc.)	55%
Energy production facilities / utilities	55%
Entertainment and restaurants	52%
Universities/Community or Technical colleges	50%
Community Center (pool, fitness center, etc.)	48%
Downtown/Town center	41%
Easy access to air travel	38%
Public transportation	29%
Performing arts center	25%
Shopping malls	20%

BASE: RANDOM HALF B (Q948/2)

Q1005 Thinking about a similar list of items and your ideal community, please indicate the distance you would prefer to have between the place you live and each of the following:

10 MINUTES OR LESS	General Public
<i>Unweighted Base</i>	585
Police and fire stations	74%
Grocery stores/gas stations	67%
Public transportation	60%
Hospital	60%
Has its own elementary, middle and high schools	60%
Affordable housing	59%
Library	54%
My place of work	51%
Small retail services (dry cleaners, hair salons, copy centers, etc.)	50%
Easy access to highways	51%
Church, synagogue, or other place of worship	48%
Doctor/Dentist offices	47%
Parks and recreational fields	45%
Community Center (pool, fitness center, etc.)	45%
Downtown/Town center	44%
Senior Center	42%
Entertainment and restaurants	41%
Open spaces or natural lands	32%
Public and state lands	23%
Farm, ranch or other agricultural lands	23%
Performing arts center	20%
Universities/Community or Technical colleges	15%

Shopping malls	15%
Energy production facilities / utilities	11%
Easy access to air travel	11%

BASE: RANDOM HALF A (Q948/1)

Q1010 Thinking about the aspects of your ideal community, which level of government has the most influence on developing this type of community?

	General Public
<i>Unweighted Base</i>	582
Federal Government	8%
State Government	26%
Local Government	66%

BASE: RANDOM HALF A (Q948/1)

Q1015 What can the [INSERT ANSWER FROM Q1010] do to help foster the development of your ideal community?

	General Public
FEDERAL GOVERNMENT	
<i>Unweighted Base</i>	32
Other federal government mentions	33%
ECONOMY (NET)	29%
Other economy mentions	19%
Encourage growth/more businesses/jobs	10%
FINANCIAL ASPECT (NET)	22%
Fund programs/Offer grants	18%
Other financial aspect mentions	4%
Decline to answer/No answer	15%
Negative mentions (general)	7%
REGULATIONS/LAWS (NET)	6%
Other regulations/laws mentions	5%
Improve laws/regulations	1%

	General Public
STATE GOVERNMENT	
<i>Unweighted Base</i>	147
ECONOMY (NET)	35%
Encourage growth/more businesses/jobs	23%
Other economy mentions	13%
Other state government mentions	26%
FINANCIAL ASPECT (NET)	21%
Fund programs/Offer grants	8%
Better tax structure	6%
Other financial aspect mentions	4%
Higher wages	3%

Affordable housing	3%
Careful spending	1%
Don't know	12%
REGULATIONS/LAWS (NET)	10%
Other regulations/laws mentions	7%
Improve laws/regulations	3%
Improve water laws	3%
IMAGE/SERVICE (NET)	9%
Listen to people/opinions	2%
Involve people/Work together	2%
Other image/service mentions	2%
Better planning	2%
Satisfied/Doing a good job	1%
ENVIRONMENT ASPECT (NET)	5%
Focus on environment	3%
Preserve/Conserve land/nature	2%
PUBLIC SERVICES (NET)	3%
Focus on education/school	3%
Decline to answer/No answer	3%
None/Nothing	3%

	General
	Public
LOCAL GOVERNMENT	
<i>Unweighted Base</i>	403
IMAGE/SERVICE (NET)	40%
Listen to/understand needs of people	17%
Other image/service mentions	7%
Better planning	4%
Involve people/Work together	5%
Be involved in/care about the people/community	4%
Move forward/Be less conservative	2%
Be open minded	2%
Be aware/educated	1%
Be honest	2%
Be futuristic	1%
Independent from outside influence	1%
Offer services	*
Less profit oriented	1%
Satisfied/Doing a good job	1%
Be selfless	*
ECONOMY (NET)	34%
Encourage growth/more businesses/jobs	24%
Other economy mentions	11%
Other local government mentions	18%
FINANCIAL ASPECT (NET)	13%
Other financial aspect mentions	4%
Careful spending	3%
Better tax structure	3%
Improve economic growth	1%

Fund programs/Offer grants	1%
Affordable housing	2%
REGULATIONS/LAWS (NET)	10%
Good zoning/zoning laws	5%
Better laws	3%
Other regulation/laws mentions	2%
Laws to protect land	1%
PUBLIC SERVICES (NET)	7%
Better housing facilities	2%
Focus on education/school	1%
Offer fire protection	2%
Better/Cleaner water facilities	1%
Better medical facilities	*
Other Public Service mentions	*
INFRASTRUCTURE (NET)	5%
Develop infrastructure	2%
Develop/Maintain roads	2%
Develop parks	1%
Develop sidewalks	1%
Other infrastructure mentions	1%
Focus on transportation	*
Don't know	5%
ENVIRONMENT ASPECT (NET)	2%
Focus on environment	1%
Preserve/conservate land/habitat	1%
Other environment aspect mentions	*
COMMUNICATION (NET)	3%
Improve communication	2%
Have regular meetings	1%
Decline to answer/No answer	2%
None/Nothing	1%
Smart/sustainable growth	*

BASE: RANDOM HALF A (Q948/1)

Q1020 Please indicate which level of government you think is responsible for each of the following:

	General Public
FEDERAL GOVERNMENT	
<i>Unweighted Base</i>	582
Financial assistance for the national highway system, rural roads and bridges	76%
Providing access to national forests, parks and reservations	64%
Maintenance of interstate highways	59%
Regulation (of dam construction, endangered species, clean water, etc.)	54%
Maintenance and construction of state and US highways	30%
Management and operations of large water projects (for conservation, storage, distribution,	25%

etc.)	
Management of severance tax distributions	26%
Conducting bridge inspections and surveys	24%
Waste management	4%
Water treatment	3%
Maintenance of streets and gutters (such as pothole repair, plowing, etc.)	2%
Maintenance and management of water mains and sewers	2%

STATE GOVERNMENT

Unweighted Base

	General Public
	582
Conducting bridge inspections and surveys	70%
Maintenance and construction of state and US highways	69%
Management of severance tax distributions	65%
Management and operations of large water projects (for conservation, storage, distribution, etc.)	65%
Regulation (of dam construction, endangered species, clean water, etc.)	41%
Maintenance of interstate highways	40%
Providing access to national forests, parks and reservations	33%
Water treatment	29%
Waste management	23%
Financial assistance for the national highway system, rural roads and bridges	22%
Maintenance and management of water mains and sewers	14%
Maintenance of streets and gutters (such as pothole repair, plowing, etc.)	10%

LOCAL GOVERNMENT

Unweighted Base

	General Public
	582
Maintenance of streets and gutters (such as pothole repair, plowing, etc.)	88%
Maintenance and management of water mains and sewers	84%
Waste management	73%
Water treatment	69%
Management and operations of large water projects (for conservation, storage, distribution, etc.)	10%
Management of severance tax distributions	9%
Conducting bridge inspections and surveys	6%
Regulation (of dam construction, endangered species, clean water, etc.)	5%
Providing access to national forests, parks and reservations	4%

Financial assistance for the national highway system, rural roads and bridges	2%
Maintenance and construction of state and US highways	1%
Maintenance of interstate highways	1%

SECTION 1050: FUTURE DEVELOPMENT

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1050 There are at least three ways to direct development to meet housing needs due to growth in number of households. Please rank them from one to three, where a **1 means** you think it is the **best way**. Please use the numbers 1 – 3 only once.

1. Build new homes in outlying areas

**General
Public**

<i>Unweighted Base</i>	894
Ranked 1st	19%
Ranked 2nd	16%
Ranked 3rd	65%

2. Build new homes in existing, partially developed suburban areas

**General
Public**

<i>Unweighted Base</i>	894
Ranked 1st	46%
Ranked 2nd	45%
Ranked 3rd	9%

3. Build new homes on vacant land in the central city or inner suburbs

**General
Public**

<i>Unweighted Base</i>	894
Ranked 1st	35%
Ranked 2nd	39%
Ranked 3rd	26%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1055 Below are the opinions of two hypothetical Wyoming residents. Please indicate which opinion comes closest to your own. Is your opinion more like Mr. Brown or more like Mr. Johnson?

Mr. Brown prefers that future growth in this region occur mostly in existing communities—increasing overall density

Mr. Johnson would prefer to see this future growth happen by creating new town centers in undeveloped parts of Wyoming

General

	Public
<i>Unweighted Base</i>	<i>894</i>
TOTAL BROWN (NET)	63%
Exactly like Mr. Brown	11%
Strongly like Mr. Brown	28%
Somewhat like Mr. Brown	24%
Neither like Mr. Brown or Mr. Johnson	14%
TOTAL JOHNSON (NET)	23%
Somewhat like Mr. Johnson	12%
Strongly like Mr. Johnson	8%
Exactly like Mr. Johnson	3%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1060 How much do you agree or disagree with the following growth strategies for the region where you live in Wyoming? Please note that these strategies are not mutually exclusive.

	General Public
TOTAL AGREE SUMMARY	
<i>Unweighted Base</i>	<i>894</i>
Encourage walkable neighborhoods	86%
Preserve open space	86%
Preserve agriculture	85%
Encourage more affordable housing	84%
Encourage a range of housing types	78%
Locate growth around existing employment centers	71%
Locate employment closer to where people live	71%
Expand regional public transportation options	65%
Locate growth along major transportation corridors	63%
Encourage more mixed-use development	55%
Widen existing regional highways	53%
Maintain the region`s existing densities	50%
Locate growth in new suburban centers	39%
Allow areas to build at higher densities	32%
Locate growth in surrounding rural areas	38%
Build more regional highways	29%

SECTION 1100: SUSTAINABILITY QUESTIONS

BASE: RANDOM HALF A (Q1088/1)

Q1100 Have you ever heard of the term “sustainability” used to describe a community?

**General
Public**

<i>Unweighted Base</i>	598
Yes	69%
No	31%

BASE: RANDOM HALF A (Q1088/1)

Q1105 Please look at the following definition of “sustainability”;

A Wyoming that achieves the following:

- *Preserves the history of our state’s communities*
- *Strikes a balance between economic, social and community, and environmental priorities*
- *Meets the needs of the present without compromising the ability of future generations to meet their own needs*

How well would you say this reflects your own feelings about what Wyoming should be trying to accomplish? Please use the scale from 1-10 where 1 means Not at All and 10 means Perfectly.

	General Public
<i>Unweighted Base</i>	598
TOP 3 BOX (NET)	56%
(10) Perfectly	13%
9	20%
8	22%
7	15%
6	11%
5	10%
4	2%
BOTTOM 3 BOX (NET)	5%
3	2%
2	1%
(1) Not at All	2%

BASE: RANDOM HALF A (Q1088/1)

Q1110 Below are some possible sustainability goals for Wyoming. Please rate each of these goals on how important they are to you. Using the scale where 1 means Not at All Important and 10 means Very Important.

	General Public
TOP 3 BOX	
<i>Unweighted Base</i>	598
Living sustainably is part of our daily practice in Wyoming.	53%
Our diversified and globally competitive economy enables us to meaningfully live, work and play in Wyoming.	52%
Our natural resources are responsibly and respectfully used, replenished and preserved for future generations.	65%
Our community is strong, healthy, vibrant and nurturing, providing safety nets for those in	51%

need.
 Our American West culture and values are thriving and perpetuated. 52%

SECTION 1150: OTHER QUESTIONS

BASE: RANDOM HALF B (Q1088/2)

Q1150 There has been lots of discussion recently about renewable energy and in particular wind energy. Overall, do you think the growth and development of wind energy in the state is a good idea or a bad idea?

	General Public
<i>Unweighted Base</i>	569
Good idea	93%
Bad idea	7%

BASE: RANDOM HALF B (Q1088/2)

Q1151 Why do you think the growth and development of wind energy is a ____?

	General Public
GOOD IDEA	
<i>Unweighted Base</i>	537
ENERGY (NET)	69%
Renewable/Sustainable energy	61%
Untapped resource	5%
Effective energy resource	2%
Natural resource	2%
Solves all energy problems	1%
Good source of energy	1%
Other positive alternative energy mentions	1%
Safe source of energy	0
Transfer energy to other states/locations	0
Quiet source of energy	0
ENVIRONMENTAL ASPECT (NET)	26%
Clean energy/No pollution	18%
Protects/helps the environment	10%
Protects wildlife	1%
Other positive environmental aspect mentions	1%
ECONOMY (NET)	26%
FINANCIAL ASPECT (SUBNET)	17%
Cheap/Low cost to implement	8%
Free source of energy	3%
Creates revenue	1%
Low cost on utilities	2%
Other positive financial aspect mentions	2%

Profitable	2%
Creates jobs	9%
Helps economy	1%
CONSERVATION (NET)	8%
Conserves coal	3%
Conserves other resources	3%
Conserves oil	2%
Conserves fossil fuels	1%
Conserves natural gas	1%
Other positive conservation mentions	0
Other positive mentions	5%
Plenty of land/open spaces	6%
Good for future/Smart idea	4%
Positive need/usage mentions - (General)	3%
Decline to answer/No answer	4%
Focus on local resource/Reduce dependence on foreign energy	2%
CONVENIENCE (NET)	2%
Easy to tap wind	2%
Other positive convenience mentions	0
Support development of wind energy	1%
None/Nothing	1%
Don't know	0
Turbines look good	0
Other mentions	0
Turbines look ugly	0
Other negative mentions	0
Uses viable technology	0

	General Public
BAD IDEA	
<i>Unweighted Base</i>	32
Other negative mentions	47%
ECONOMY (NET)	52%
FINANCIAL ASPECT (SUBNET)	46%
Too expensive	39%
Other negative financial aspect mentions	7%
No generation of taxes	-
Other negative economy mentions	6%
ENVIRONMENTAL ASPECT (NET)	18%
Other negative environmental aspect mentions	13%
Affects environment	2%
Affects wildlife	4%
Turbines look ugly	13%
Requires too much physical space	16%
Focus more on coal technology	8%
Requires too many wind generators	8%

Not reliable/dependable	5%
None/Nothing	2%

BASE: RANDOM HALF B (Q1088/2)

Q1155 Moving energy that is produced in Wyoming to the places where it is needed will require the creation of “transmission corridors”. In the big scheme of things here in Wyoming, do you believe “transmission corridors” are serious problem or not that big of a deal?

	General Public
<i>Unweighted Base</i>	569
Serious problem	33%
Not a big deal	67%

BASE: RANDOM HALF B (Q1088/2)

Q1160 Why do you think “transmission corridors” are _____?

	General Public
SERIOUS PROBLEM	
<i>Unweighted Base</i>	186
ENVIRONMENTAL ASPECT (NET)	27%
Disturbs land	10%
Disturbs wildlife	10%
Affects environment	8%
Other negative environmental aspect mentions	3%
Creates pollution	2%
Other negative mentions	15%
LAND/SPACES (NET)	11%
Problems with securing land	5%
Other land/spaces mentions	2%
Amount of land required	3%
Lack of space/highways	1%
Lacks transmission capacity	9%
Looks ugly	8%
FINANCIAL ASPECT (NET)	7%
Expensive	5%
Other negative financial aspect mentions	1%
INCONVENIENCE (NET)	4%
Difficult to transport	1%
Other negative inconvenience mentions	2%
Time consuming to establish	0
Far away from everything/populated areas	0
Avoid selling energy to other states/location	5%
Other neutral mentions	4%
Government interference/involvement	5%

negative mentions	
NEED/USAGE (NET)	2%
Need to move/transport power to various locations	2%
Other positive need/usage mentions	0
NEED MORE INFORMATION (NET)	4%
Other neutral need more information mentions	2%
Need more information on transmission corridors	2%
Not needed/negative usage mentions	4%
Safety concerns (General)	2%
Serious problem	1%
Depends on location	1%
Other positive mentions	1%
None/Nothing	1%
Neutral environment aspect mentions (General)	1%
ENVIRONMENTAL ASPECT (NET)	0
Other positive environmental aspect mentions	-
No impact on wildlife	0
LAND/SPACES (NET)	1%
Plenty of land/open spaces	1%
Neutral financial aspect mentions (General)	-
Can be built out of sight/underground	0
Improve quality of life	0
Not a serious problem	0
Decline to answer/No answer	6%
Don't know	1%

General Public

NOT A BIG DEAL	383
<i>Unweighted Base</i>	
LAND/SPACES (NET)	20%
Plenty of land/open spaces	18%
Other positive land/spaces mentions	2%
Good/Suitable locations	1%
NEED/USAGE (NET)	18%
Fills a need/Useful	11%
Need to move/transport power to various locations	7%
Other positive need/usage mentions	1%
Other positive mentions	13%
Already exist	10%
NEED MORE INFORMATION (NET)	10%
Need more information on transmission corridors	9%
Other neutral need more information mentions	1%

ENVIRONMENTAL ASPECT (NET)	6%
Other positive environmental aspect mentions	3%
No impact on wildlife	2%
No impact on environment	1%
Don't know	6%
Not a serious problem	6%
ECONOMY (NET)	4%
Positive financial aspect mentions (General)	2%
Creates jobs	1%
Keep energy locally	1%
Other positive economy mentions	1%
Depends if it is handled well	4%
Other neutral mentions	3%
Depends on location	2%
Decline to answer/No answer	2%
Good benefit	2%
Depends if it helps/needed	2%
Less population	2%
None/Nothing	2%
Good planning	0
Other negative mentions	1%
Depends on design/appearance	1%
Positive convenience mentions (General)	1%
Can be built out of sight/underground	0
Part of growth/progress	1%
No damage to property owners/farmers	0
Reduce dependence on other energy sources	1%
Neutral financial aspect mentions (General)	1%
Similar to earlier set ups	0
Neutral environment aspect mentions (General)	0
Improve quality of life	0

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1165. Below are the opinions of two hypothetical Wyoming residents. Please indicate which opinion comes closest to your own. Is your opinion more like Mr. Bailey or Mr. Nelson?

Mr. Bailey believes that farming and ranching are critical to the future of Wyoming and help to maintain the land, open spaces, wildlife and values that are so important to making Wyoming a great place to live.

Mr. Nelson believes that farming and ranching are just one of many things that make Wyoming 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.

	General Public
<i>Unweighted Base</i>	894
TOTAL BAILEY (NET)	72%
Exactly like Mr. Bailey	23%
Strongly like Mr. Bailey	30%
Somewhat like Mr. Bailey	19%
Neither like Mr. Bailey or Mr. Nelson	8%
TOTAL NELSON (NET)	20%
Somewhat like Mr. Nelson	11%
Strongly like Mr. Nelson	6%
Exactly like Mr. Nelson	3%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1170 Have you ever lived or worked on a farm or ranch?

	General Public
<i>Unweighted Base</i>	894
Yes	55%
No	45%

BASE: LIVED/WORKED ON FARM (Q1170/1)

Q1175. Do you currently live or work on a farm or ranch?

	General Public
<i>Unweighted Base</i>	484
Yes	13%
No	87%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1180. Which of the following basic approaches should be used to protect agricultural land and water in Wyoming? Please select all that apply.

	General Public
<i>Unweighted Base</i>	894
Regulations such as zoning that discourage the sale of farm land for development	25%
Financial incentives that encourage land owners to keep farm and ranch land in agriculture and open spaces	43%
Let the marketplace decide whether farm and ranch land remains in agriculture and open spaces	19%
None of these	13%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1185 When you think about agriculture and ranching and the role they play in the state of Wyoming, what value, if any, do you believe they bring to their communities?

	General Public
<i>Unweighted Base</i>	894
TOP 2 BOX (NET)	91%
Great deal of value	57%
Fair amount of value	34%
BOTTOM 2 BOX (NET)	9%
A little value	7%
No additional value	2%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1190 Based on what you are seeing and hearing from others, how would you say local agriculture and ranching is doing?

	General Public
<i>Unweighted Base</i>	894
Doing very well	10%
Doing just OK	54%
Not doing so well	29%
Not sure	8%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1195 Across Wyoming, grazing and ranch land is being converted into lots for building new homesites. Some developments—like EXAMPLE A—cluster the homes a little closer together and preserve larger areas of open space where no homes will ever be built. Other developments—like EXAMPLE B—make the homesite lots larger so that each home has its own little bit of open space. In thinking about what is right for Wyoming, which type of development do you think is best?

	General Public
<i>Unweighted Base</i>	894
TOTAL A (NET)	58%
Strongly prefer example A	24%
Somewhat prefer example A	34%
TOTAL B (NET)	42%
Somewhat prefer example B	27%
Strongly prefer example B	15%



SECTION 300: DEMOGRAPHICS

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1525 How many years have you lived in Wyoming? If you have lived in Wyoming for less than one year, please enter 0.

	General Public
<i>Unweighted Base</i>	894
Less than a year	1%
1 - 5 years	13%
6 - 10 years	11%
11+ years	75%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1520 Have you lived in Wyoming for the majority of your life?

	General Public
<i>Unweighted Base</i>	894
Yes	60%
No	40%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1530 How would you describe the area where you live?

	General Public
<i>Unweighted Base</i>	894
An urban or city area	21%
A suburban area next to a city	8%
A small town	50%
A rural area	20%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1535 In what type of home do you currently live?

	General Public
<i>Unweighted Base</i>	894
DETACHED SINGLE FAMILY (NET)	68%
Detached single family home with a small yard	13%
Detached single family home with a medium yard	29%
Detached single family home with a large yard	26%
An attached town home	3%
Duplex	3%
A condominium unit	1%
A unit in a rental apartment	5%
Mobile home	7%
Other	4%
Decline to answer	2%

BASE: HOME OWNERS (Q1535/1-6)

Q1540 If the house you now live in were for sale today at its current market price, based only on your current income and not counting any equity you may have in your home, could you afford to buy this same house?

	General Public
<i>Unweighted Base</i>	667
Yes, I could afford to buy this same house.	45%
No, I could not afford to buy this same house.	51%
Decline to answer	4%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1545 How likely are you to move in the next 5 years?

	General Public
<i>Unweighted Base</i>	894
TOP 2 BOX (NET)	22%
Definitely will	10%
Very likely	12%
Fairly likely	8%
BOTTOM 2 BOX (NET)	70%
Somewhat likely	24%
Not at all likely	47%

BASE: LIKELY TO MOVE (Q1545/1,2,3)

Q1550 If you do move in the next 5 years, which of the following are you most likely to do?

	General Public
<i>Unweighted Base</i>	734
Purchase a pre-existing residence	35%
Purchase a new residence	16%
Rent or lease a residence	10%
Other	7%
Not sure	31%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1555 If you were in the market for a home today, which of the following represents the price range in which you would be likely to look for your house, town house, apartment or condo?

	General Public
<i>Unweighted Base</i>	894
\$99,999 or less	27%
\$100,000 - \$149,999	27%
\$150,000 - \$249,999	29%
\$250,000 - \$499,999	14%
\$500,000 or more	3%

Gender		General Public
Base		894
Male		52%
Female		48%
Age		General Public
<i>Base</i>		<i>894</i>
18-29		17%
30-44		23%
45-54		24%
55-64		19%
65+		17%
<i>MEAN</i>		<i>47.8</i>
Education		General Public
<i>Base</i>		<i>894</i>
HIGH SCHOOL OR LESS (NET)		35%
Less than high school		1%
Completed some high school		5%
Completed high school		29%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)		51%
Completed some college		26%
Associate Degree		12%
Completed College		13%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)		14%
Completed some graduate school		4%
Completed graduate school		5%
MA, MS, MFA		2%
MBA		1%
Ph.D., Psy.D.		1%
J.D.		0
M.D.		0
Other graduate or professional degree		0

Employment Status

	General Public
<i>Base</i>	894
Employed full time	52%
Employed part time	18%
Self-employed	18%
Not employed, but looking for work	9%
Not employed and not looking for work	10%
Retired	19%
Not employed, unable to work due to a disability or illness	4%
Student	12%
Stay-at-home spouse or partner	15%

Income

	General Public
<i>Base</i>	894
Less than \$15,000	8%
\$15,000 to \$24,999	9%
\$25,000 to \$34,999	6%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	16%
\$100,000 to \$124,999	9%
\$125,000 to \$149,999	5%
\$150,000 to \$199,999	2%
\$200,000 to \$249,999	1%
\$250,000 or more	2%
Decline to answer	9%

Ethnicity

	General Public
<i>Base</i>	894
White	86%
Hispanic	5%
BLACK/AFRICAN AMERICAN (NET)	1%
Black	0
African American	1%
Asian or Pacific Islander	0
Native American or Alaskan Native	0
Mixed Race	3%
Some other race	2%
Decline to Answer	2%

Number of adults in Household

	General Public
<i>Base</i>	<i>894</i>
1	20%
2	61%
3	12%
4	4%
5+	2%
Decline to answer	0
MEAN	2.2

Number of children under 18 in household

	General Public
<i>Base</i>	<i>894</i>
0	64%
1	13%
2	12%
3	6%
4	3%
5+	2%
Decline to answer	0
<i>MEAN</i>	<i>0.8</i>