About the Survey

• Conducted December 2-7, 2017
• Sample: 1000 Adult Residents of Idaho
• 59% Cell; 41% Landline
• Geographically Representative
• Margin of Error: +/- 3.1%
• Key topics: state priorities, the economy, education & workforce development, taxes & the budget, and health care
Overall Key Findings

• Education and Economy remain top priorities
  – Health Care and Taxes rising in importance
• Continued optimism about economy, low marks for education
• Low levels of awareness re: workforce training opportunities
• Satisfaction with budget and taxes
  – But also support for some tax relief
• Strong support for Idaho health insurance plan
  – Rising premiums and low marks for Affordable Care Act
STATE PRIORITIES
DIRECTION STATE IS HEADED

Right Track 57%
Wrong Track 31%
DK/Refused 12%
MOST IMPORTANT ISSUE FACING IDAHO

- Education/Schools: 46%
- Health Care: 15%
- Economy/Jobs: 21%
- Taxes: 12%
- Growth: 6%
Average Importance of Issues for State Legislature

- Education: 8.6
- Health Care: 8.1
- Jobs/Economy: 8
- Natural Resources: 7.4
- Taxes: 7.3
- Environment: 7
- Transportation: 6.4
- Immigration: 6.3
IDAHO ECONOMY
IN THE NEXT 2 YEARS THE IDAHO ECONOMY WILL GET..

- **Better**: 46%
- **Worse**: 12%
- **Stay the Same**: 39%
- **DK/Refused**: 3%
ECONOMIC PRIORITIES FOR THE FUTURE

- Focus on Growing New Industries: 57%
- Focus on Historical Strengths: 34%
- DK/Refused: 9%
IMPORTANCE OF NATURAL RESOURCES TO IDAHO'S ECONOMY

- Extremely Important: 49%
- Very Important: 36%
- Somewhat Important: 13%
- Not at all Important: 1%
- DK/Refused: 1%
AGREE THAT MINING IN IDAHO CAN BE DONE IN AN ENVIRONMENTALLY RESPONSIBLE MANNER

- Strongly Agree: 56%
- Somewhat Agree: 25%
- Somewhat Disagree: 7%
- Strongly Disagree: 7%
- DK/Refused: 5%
MINING IN IDAHO VS. RELYING ON TRADE

- Should be mining in Idaho: 61%
- Rely on trade to import minerals: 30%
- DK/Refused: 9%
EDUCATION
QUALITY OF IDAHO'S K-12 PUBLIC SCHOOLS

- Excellent: 4%
- Good: 29%
- Fair: 37%
- Poor: 26%
- DK/Refused: 4%
QUALITY OF YOUR OWN SCHOOL DISTRICT

- Excellent: 12%
- Good: 33%
- Fair: 31%
- Poor: 18%
- DK/Refused: 6%
PREPARATION FOR EDUCATION BEYOND HIGH SCHOOL

- Poor: 27%
- Fair: 39%
- Good: 25%
- Excellent: 4%
- DK/Refused: 5%
WORKFORCE DEVELOPMENT
### MOST HELPFUL TO WORKERS LOOKING FOR NEW JOBS OR SKILLS

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Community College</td>
<td>50.6</td>
</tr>
<tr>
<td>Four-Year University</td>
<td>16.2</td>
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<tr>
<td>Friend/Family</td>
<td>9.3</td>
</tr>
<tr>
<td>ID Department of Labor</td>
<td>7.4</td>
</tr>
<tr>
<td>Local Business</td>
<td>7.3</td>
</tr>
<tr>
<td>DK/Refused</td>
<td>7.2</td>
</tr>
<tr>
<td>ID Department of Commerce</td>
<td>1.2</td>
</tr>
<tr>
<td>Local Chamber of Commerce</td>
<td>0.8</td>
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<tr>
<td>Aspect</td>
<td>Assessment</td>
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<td>-----------------------------------------------------------------------</td>
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<tr>
<td>Universities provide excellent workforce</td>
<td>6.4</td>
</tr>
<tr>
<td>Children have enough opportunities to remain in Idaho</td>
<td>5.8</td>
</tr>
<tr>
<td>Students/parents understand university opportunities</td>
<td>5.7</td>
</tr>
<tr>
<td>Students/parents understand technical/trade school opportunities</td>
<td>5.2</td>
</tr>
</tbody>
</table>
RECENTLY SEEN INFORMATION ABOUT WORKFORCE EDUCATION?

- Yes: 29%
- No: 70%
- DK/Refused: 1%
Workforce Development Priorities (% in Top 2)

- Awareness/Access to Training: 67.3%
- Effectiveness of Workforce Programs: 50.4%
- Efficient Use of Workforce Resources: 40.4%
- Tracking Effectiveness of Training Funds: 27.3%
BUDGET & TAXES
THE IDAHO BUDGET SHOULD BE...

- Increased: 36%
- Stay the Same: 42%
- Decreased: 8%
- DK/Refused: 14%
TAXES IN IDAHO ARE..
IDAHOANS WOULD PREFER..

- Higher Taxes/More Services: 45%
- Lower Taxes/Fewer Services: 46%
- DK/Refused: 9%
SUPPORT LOWERING TAXES EVEN IF FEWER SERVICES?

- Strongly Support: 28%
- Somewhat Support: 21%
- Somewhat Oppose: 22%
- Strongly Oppose: 21%
- DK/Refused: 9%
WHICH TAX REFORM WOULD YOU PREFER?

- Eliminate Tax on Food: 59%
- Reduce Income Tax: 28%
- Neither: 11%
- DK/Refused: 2%
THINKING OF THE IDAHO TAX SYSTEM..

- Current System Works 17%
- Minor Changes Needed 51%
- Major Changes Needed 14%
- Complete Overhaul 11%
- DK/Refused 7%
BIGGEST PROBLEM WITH PERSONAL INCOME TAX IS..

- Tax Rate Too High: 20%
- Complex/Difficult to Understand: 24%
- Neither: 50%
- DK/Refused: 6%
BIGGEST PROBLEM WITH CORPORATE INCOME TAX IS..

- Too Many Loopholes: 48%
- Tax Rate Too High: 12%
- Neither: 25%
- DK/Refused: 15%
REMOVING HOMEOWNERS EXEMPTION DEADLINE

Support 73%
Oppose 16%
DK/Refused 11%
REMOVING HOMEOWNERS EXEMPTION DESPITE REVENUE REDUCTION

- Support: 79%
- Oppose: 15%
- DK/Refused: 6%
SUPPORT ALLOWING VOTERS TO CHOOSE LOCAL OPTION TAX?

- Strongly Favor: 40%
- Somewhat Favor: 26%
- Somewhat Oppose: 8%
- Strongly Oppose: 20%
- DK/Refused: 6%
WOULD YOU VOTE IN FAVOR OF LOCAL OPTION IN YOUR TOWN?

- Strongly Favor: 25%
- Somewhat Favor: 21%
- Somewhat Oppose: 12%
- Strongly Oppose: 28%
- DK/Refused: 14%
HEALTH CARE
AFFORDABLE CARE ACT APPROVAL

- Strongly Approve: 21%
- Somewhat Approve: 14%
- Somewhat Disapprove: 11%
- Strongly Disapprove: 48%
- DK/Refused: 6%
HOW HAVE HEALTH INSURANCE RATES CHANGED IN LAST YEAR?

- Up: 54%
- Stayed Same: 37%
- Down: 3%
- DK/Refused: 6%
WHICH IS MORE IMPORTANT WHEN CHOOSING HEALTH INSURANCE?

- Affordable/Limited Benefits: 52%
- Higher Cost/More Benefits: 33%
- DK/Refused: 15%
APPROVE OF AN IDAHO SOLUTION FOR AFFORDABLE HEALTHCARE?

- Strongly Approve: 58%
- Somewhat Approve: 19%
- Strongly Disapprove: 12%
- Somewhat Disapprove: 6%
- DK/Refused: 5%

APPROVE OF AN IDAHO SOLUTION FOR AFFORDABLE HEALTHCARE?
HEALTHY INDIVIDUALS BEING CHARGED LESS

- Strongly Support: 39%
- Somewhat Support: 22%
- Somewhat Oppose: 13%
- Strongly Oppose: 20%
- DK/Refused: 6%
PEOPLE WITH PRE-EXISTING CONDITIONS BEING CHARGED MORE

- Strongly Oppose: 55%
- Somewhat Oppose: 15%
- Somewhat Support: 14%
- Strongly Support: 11%
- DK/Refused: 5%
MATERNITY COVERAGE BEING OPTIONAL AND AN ADDITIONAL COST

- **Strongly Support**: 29%
- **Somewhat Support**: 22%
- **Strongly Oppose**: 34%
- **Somewhat Oppose**: 9%
- **DK/Refused**: 6%
CHIROPRACTIC CARE WOULD BE OPTIONAL AND AT AN ADDITIONAL COST

- Strongly Support: 35%
- Somewhat Support: 29%
- Somewhat Oppose: 12%
- Strongly Oppose: 18%
- DK/Refused: 6%
SHOULD THE STATE TAKE ACTION ON HEALTHCARE FOR IDAHOANS IN THE COVERAGE GAP?

- **Strongly Support**: 51%
- **Somewhat Support**: 24%
- **Somewhat Oppose**: 7%
- **Strongly Oppose**: 10%
- **DK/Refused**: 8%
THANK YOU!

BOISE STATE UNIVERSITY

SCHOOL OF PUBLIC SERVICE