

A SUTHERLAND INSTITUTE
POLICY PUBLICATION

Issue Brief:

Utahns' views on ranked choice voting

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



SUTHERLAND
INSTITUTE
A NEW BIRTH OF FREEDOM

February 2024



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

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Y² 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.

For more information about survey methodology, please contact Kyrene Gibb or Quin Monson at:

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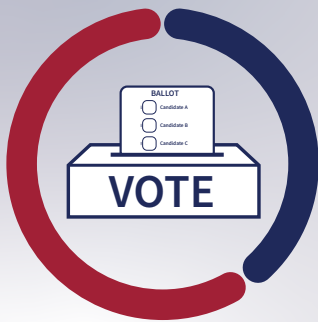
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Utahns' views on ranked choice voting

Sutherland Institute partners with Y² 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 ranked choice voting.

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.

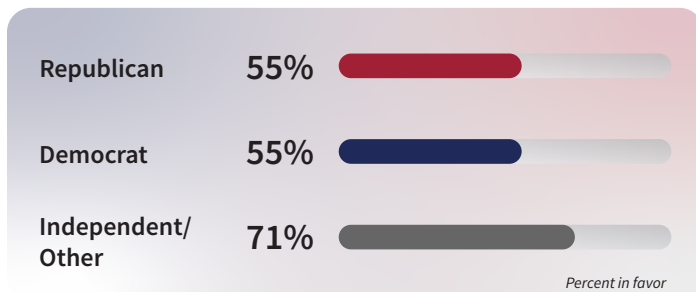


60%
of Utah likely voters think that ranked choice voting should remain an option for cities and towns in Utah.

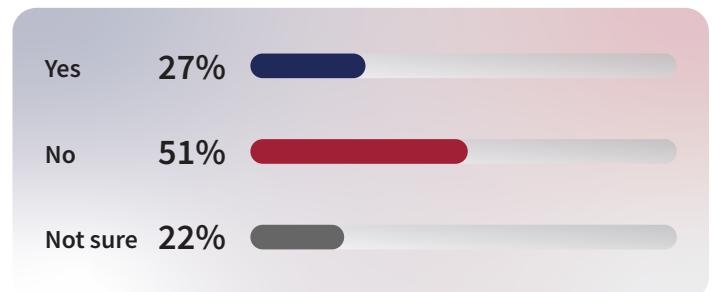
-  Ranked choice voting should remain an option
-  Ranked choice voting should not remain an option

As Utah continues working to refine and improve how residents participate in elections, sound analysis of new voting methods based on experiential data of the voters is essential. This new survey data shows that in general, likely voters in Utah support keeping ranked choice voting as an option for municipal elections for those cities and towns that choose to use it. The support is bipartisan but favors only certain types of elections — primarily those for city office.

Do you think that ranked choice voting should remain an option in Utah for the cities and towns that would like to use it?

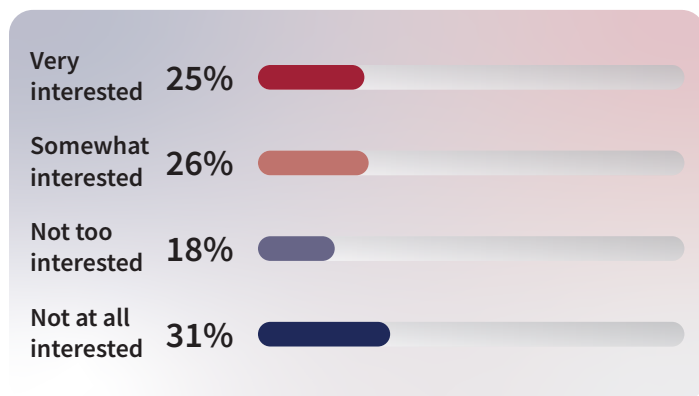


Have you ever voted in an election that was conducted with ranked choice voting?

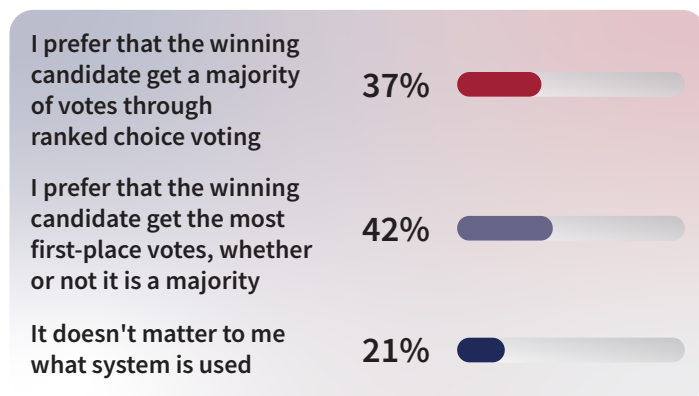


Support for RCV is robust but not universal. Voters are evenly split on their own city using RCV for future local elections, with 51% interested and 49% not interested. The division is similar in voters' views on how their city chooses city council members and mayors: 37% prefer that winning candidates get a majority vote through RCV, and 42% prefer that winning candidates simply get the most first-place votes.

How interested would you be in using a ranked choice ballot for future municipal and other local elections in your city or town?

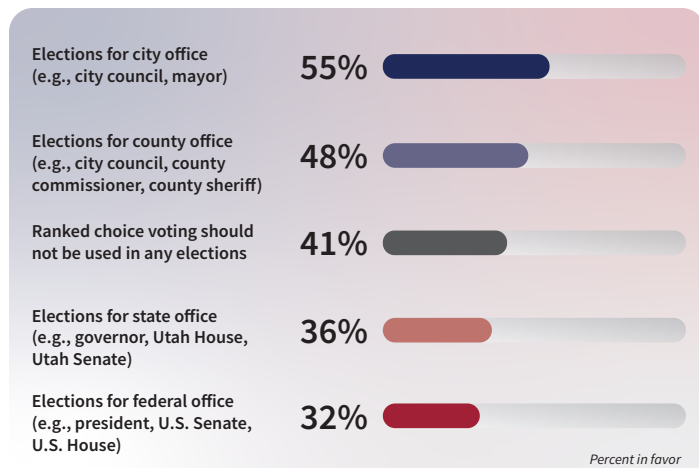


Which statement comes closest to your opinion for the best method to select your city council members and mayor?



Strikingly, whether a respondent had actually participated in an election through ranked choice voting significantly impacted their perspective. Voters who said they had participated in a ranked choice vote process were more likely to support it as a voting method than those who had never used it. This increased support is consistent across all election types.

For which of the following types of elections, if any, would you favor using ranked choice voting? Please select all that apply.



For which of the following types of elections, if any, would you favor using ranked choice voting?

