



Sacred Heart
UNIVERSITY

Sacred Heart University
Institute for Public Policy

greatblue

Report of Findings

3rd Quarter 2017

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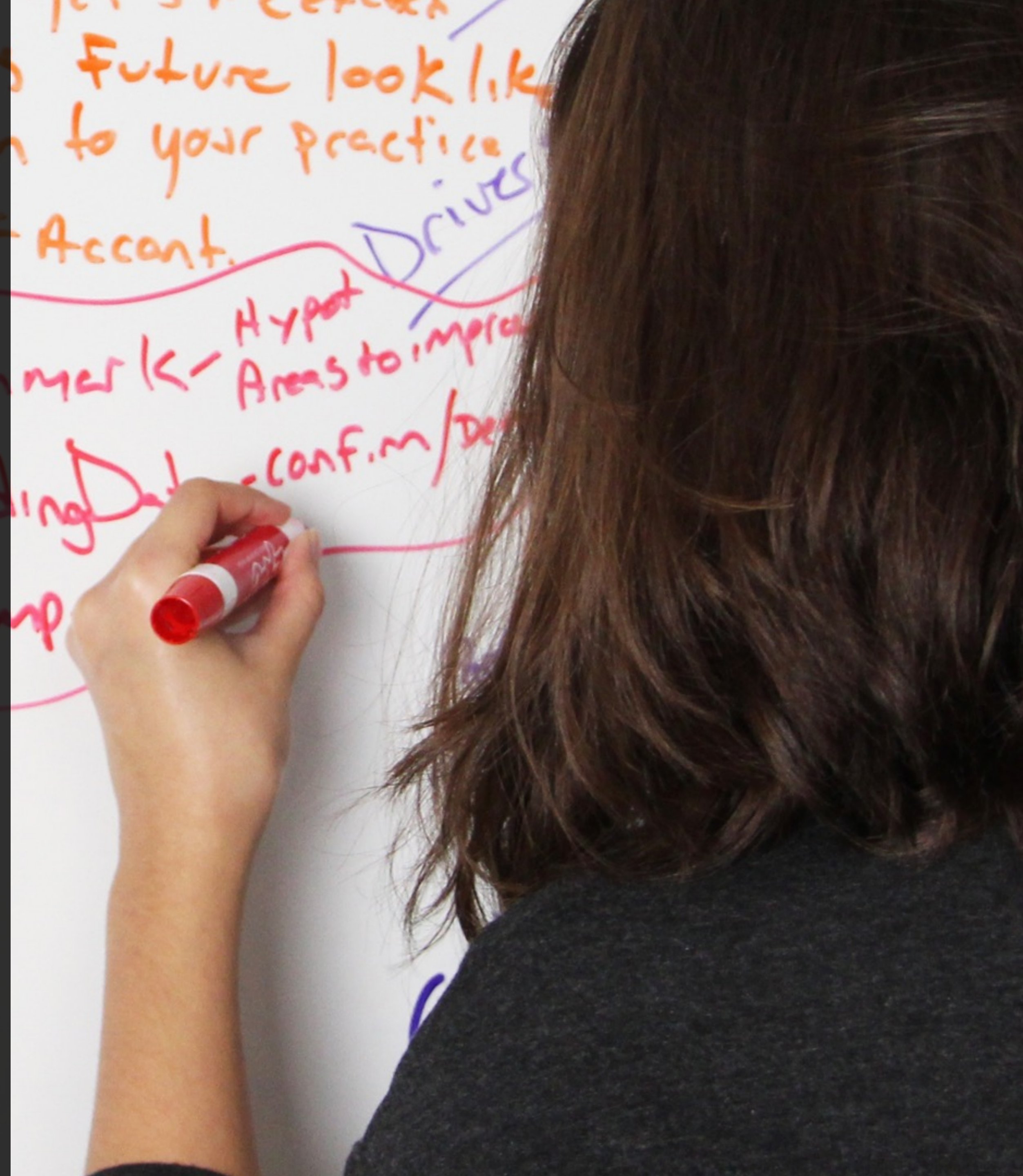
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Sacred Heart UNIVERSITY



Our Story

Sacred Heart University and GreatBlue Research are partnering through the Institute for Public Policy to analyze salient issues facing the State of Connecticut. This collaboration combines the academic excellence of a top-rated private University with the research design, analysis, and reporting expertise of GreatBlue Research.

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Areas of Investigation

The Sacred Heart University Institute for Public Policy leveraged a quantitative research methodology to address the following areas of investigation:

- Thoughts on the quality of life in Connecticut
- Awareness of Connecticut's current budget crisis
- Visions of how the state might solve this budget crisis
- Ideas for how Connecticut can become more business friendly
- Concerns over Connecticut's energy prices
- Confidence in federal, state and town governments' ability to address various issues throughout Connecticut
- Awareness of NFL player protests and thoughts on athlete protests during football games
- Demographic profiles of respondents

Research Methodology Snapshot

Methodology	No. of Completes	No. of Questions	Sample
Dual mode (phone and digital survey)**	1,000	56*	Connecticut residents
Target	Margin of Error	Confidence Level	Research Dates
Connecticut residents	+/- 3.02%	95%	Oct. 3 - 12

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel in addition to computer-aided interviewing platform ensure the integrity of the data is accurate.

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71.5%
would still purchase
at an increased
price point

8.9%

5.4%

2.8%

0.0%

Negative Impact

Boomers

SHU Institute for Public Policy - 3rd Quarter 2017 Headlines

- One out of three residents (30.3%) believe their overall quality of life in Connecticut is “declining”; this number increases to 34.3% among those earning at least \$150,000, but falls to 28.0% among those residents earning \$50,000 or less. One out of five residents under the age of 35 reported their quality of life is “improving” (20.9%).
- More than three out of five residents (63.9%) are finding it “very” or “somewhat difficult” to maintain their standard of living.
- Nearly half of respondents surveyed making more than \$150,000 per year (49.1%) reported they are considering moving out of Connecticut within the next 5 years.
- Awareness was high among Connecticut residents that the State is required by law to adopt a balanced budget (71.3%) and that the State is currently facing a budget crisis (89.8%).
- Connecticut residents agree, regardless of their demographic profile, that “creating new sources of tax revenue” is the preferred method of addressing Connecticut’s budget crisis, over cutting funding to public programs and services or raising existing taxes.
- As an alternative source of tax revenue, more than two out of three residents (70.6%) either “strongly support” or “somewhat support” legalizing and taxing marijuana, while 55.6% of residents support “instituting tolls on Connecticut’s highways.”

SHU Institute for Public Policy - 3rd Quarter 2017 Headlines

- More than three out of four residents (76.4%) agree the State should offer more incentives in the form of tax credits and tax rebates to keep existing businesses in state and attract new businesses to Connecticut.
- The areas of greatest concern among Connecticut residents are the “high overall cost of living” (93.7%) and “high overall tax burden” (90.9%).
- Residents by far have the most confidence in “local town / city government” (53.2%) in being able to address and improve the issues facing the State of Connecticut.
- The strong majority of residents (84.4%) agree that towns should merge and consolidate public services to help cut costs.
- Connecticut residents believe that President Trump should refrain from posting on social media or commenting about NFL player protests (75.8). Residents believe these protests are disrespectful (60.0%), but agree NFL players have the right to protest (57.1%). However, more than half of residents (55.1%) believe the most important issue facing the NFL today is “brain injuries,” compared to only 15.6% reporting that “protests during the National Anthem” is the most pressing issue facing the NFL.

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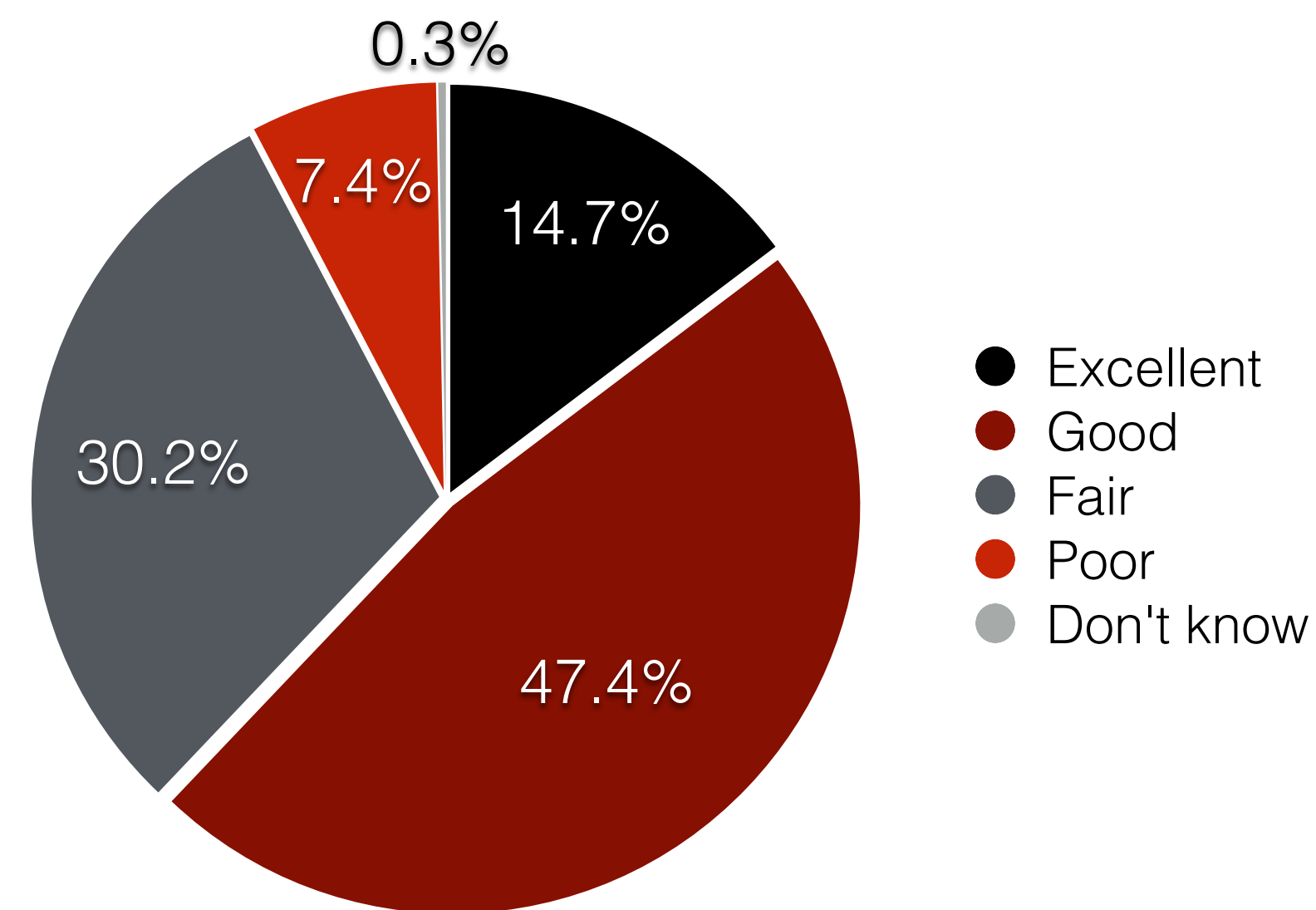
Negative Impact

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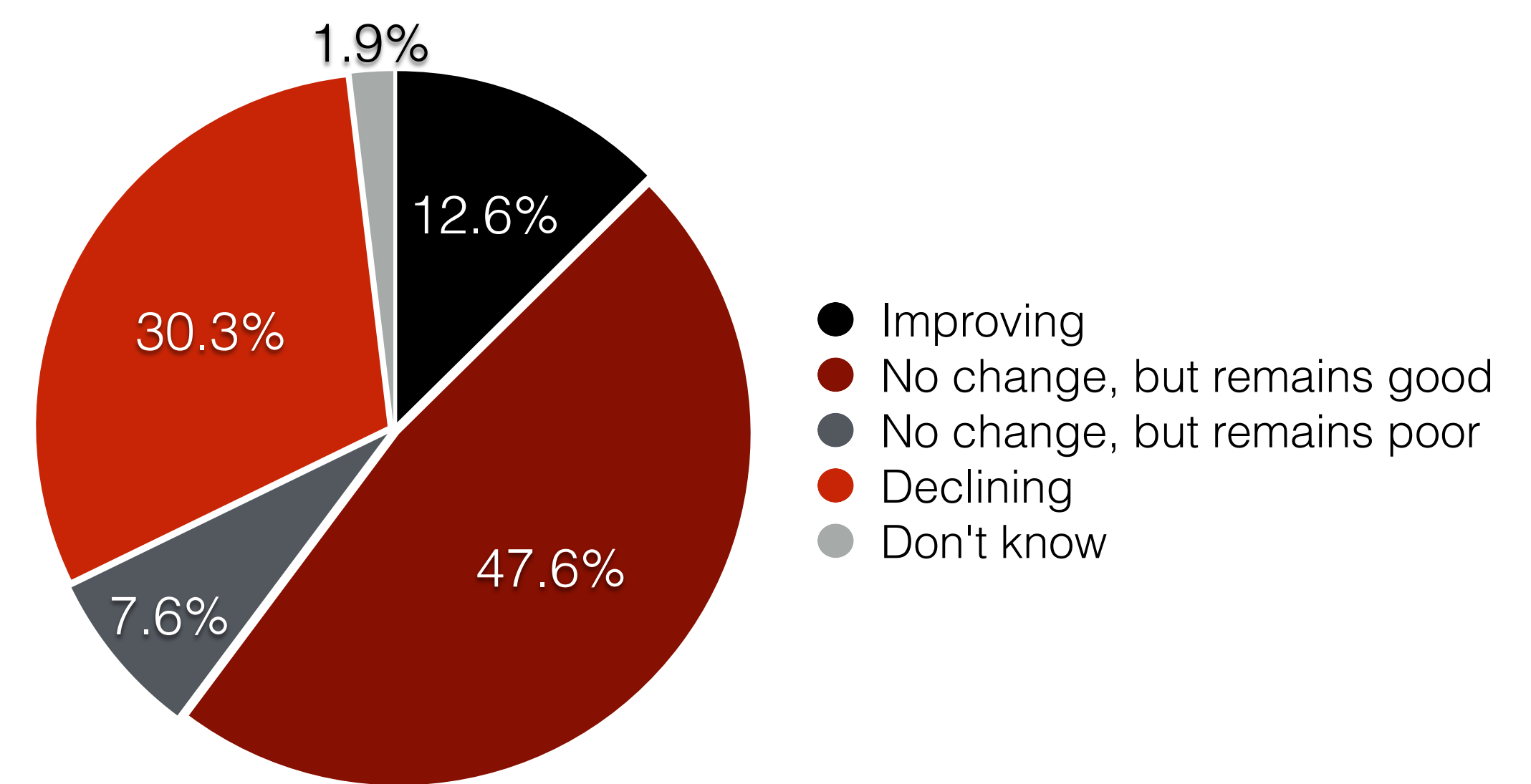
Quality of Life in Connecticut

While more than three-fifths of residents (62.1%) report the quality of life in CT is "excellent" or "good," nearly one-third of respondents believe that the quality of life has been declining in the recent past (30.3%).

- ❖ 75.0% of residents earning \$150,000 or more reported the quality of life is "excellent" or "good," compared to only 50.8% earning \$50,000 or less.
- ❖ 34.3% of residents earning \$150,000 or more reported the quality of life is "declining," compared to only 28.0% earning \$50,000 or less.
- ❖ 20.9% of residents under the age of 35 or more reported the quality of life is "improving," compared to only 6.9% residents over the age of 55.



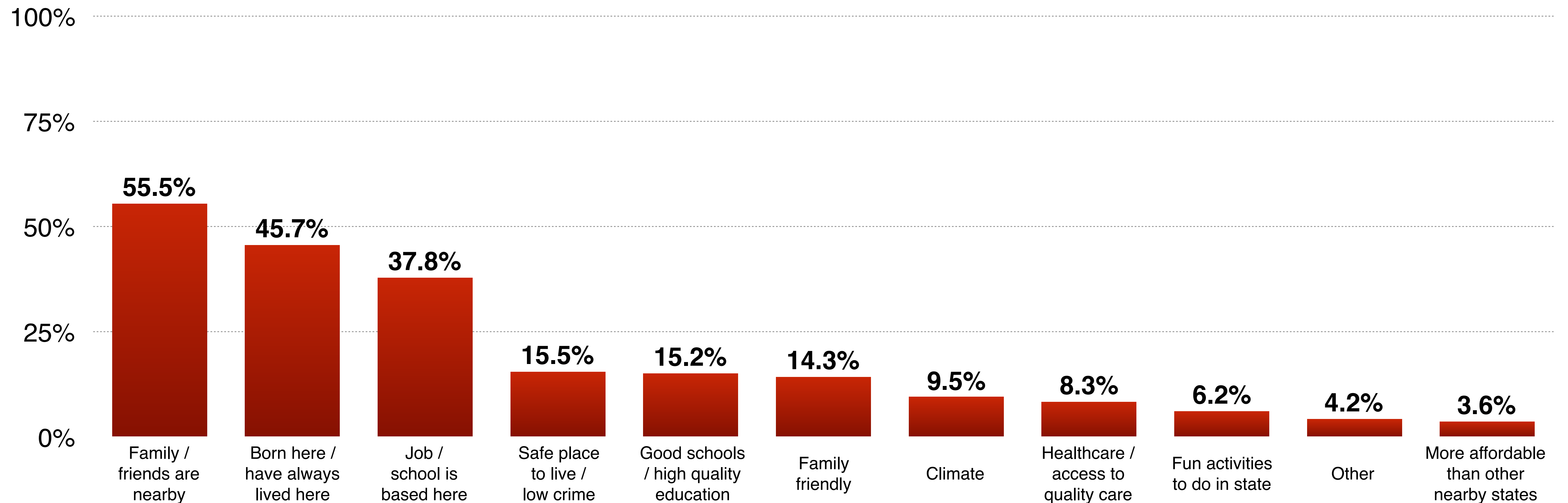
Q How would you rate your overall quality of life in Connecticut?



Q Would you say, overall, your quality of life in Connecticut is...

Quality of Life in Connecticut

The primary drivers to living in the State of Connecticut included residents having “family/friends nearby” (55.5%) and “born here/have always lived here” (45.7%), with another 37.8% reporting their current job or schooling is based on Connecticut.

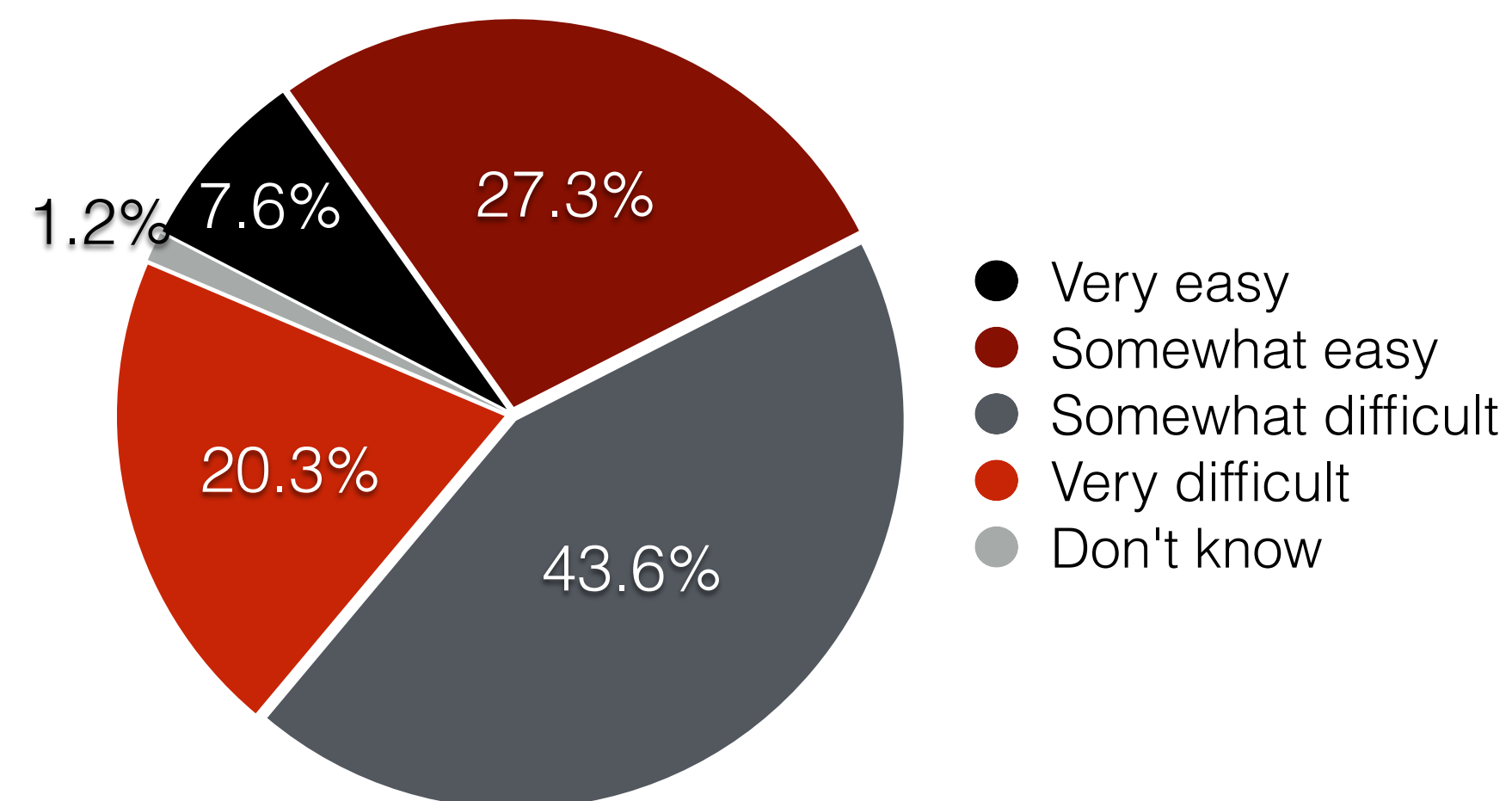


Q What are your main reasons for living in Connecticut?

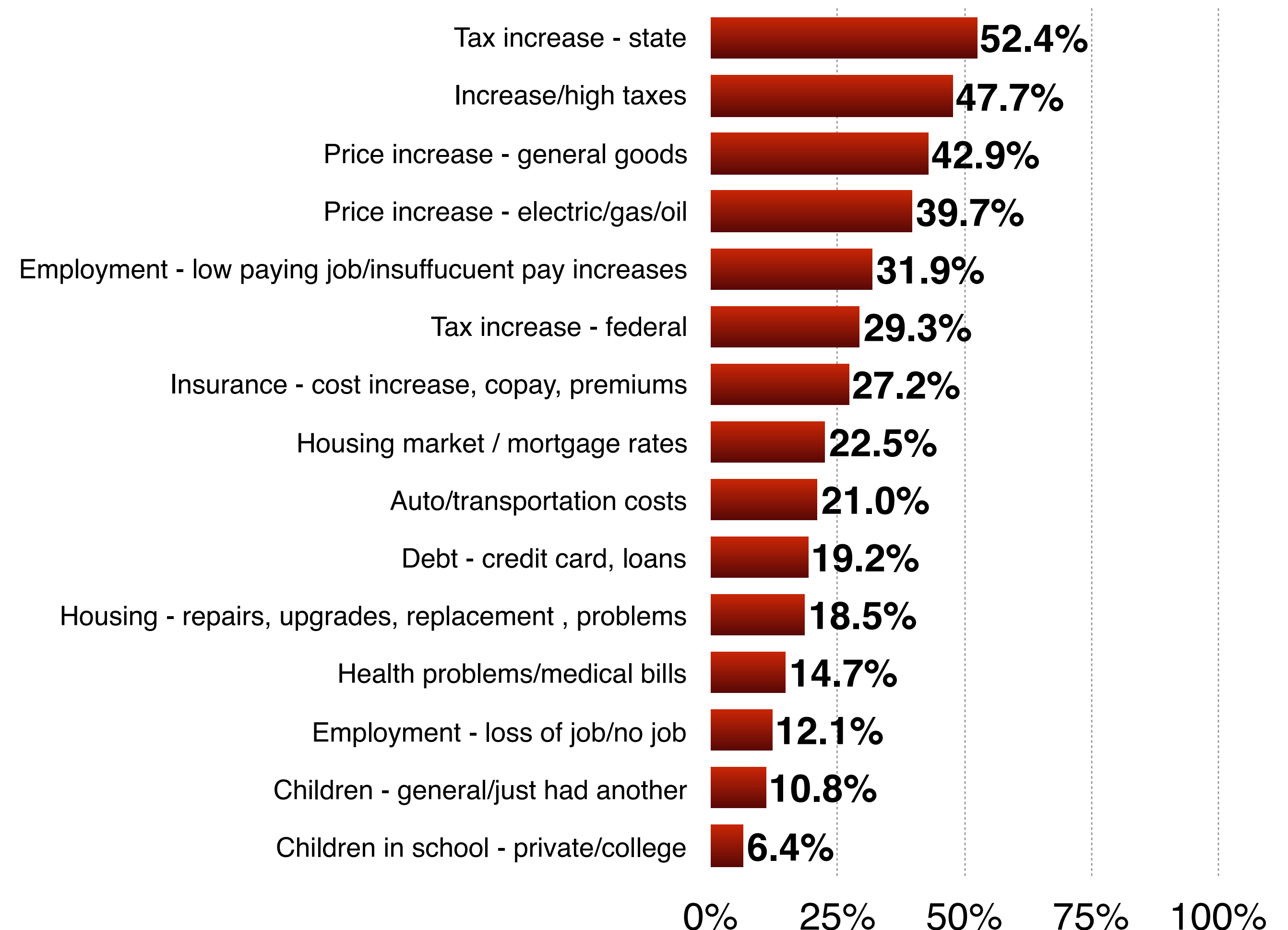
Quality of Life in Connecticut

More than three-fifths of residents (63.9%) reported it was "very" or "somewhat" difficult to maintain their standard of living based on their current total household income. This difficulty was driven by "tax increases - state" (52.4%), "increase/high taxes" (47.7%), and "price increase - general goods" (42.9%).

- ❖ 74.8% of residents earning \$50,000 or less reported it was "difficult" to maintain their standard of living.
- ❖ 73.4% of residents ages 35-54 in the household reported it was "difficult" to maintain their standard of living.
- ❖ 70.4% of residents with children in the household reported it was "difficult" to maintain their standard of living.



Q Overall, how easy or difficult are you finding it to maintain your standard of living out of your total household income today?

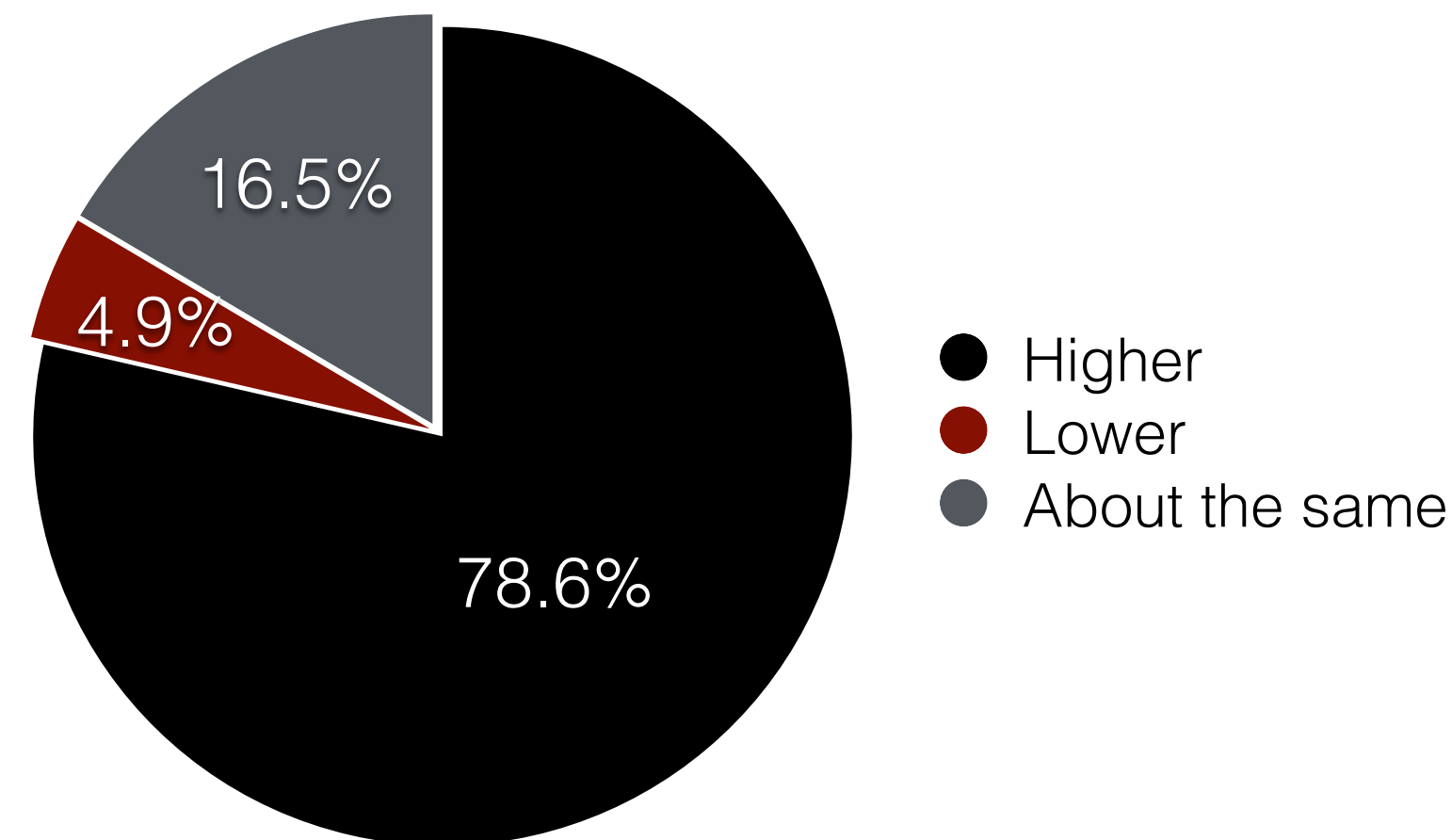


Q Please indicate why?

Quality of Life in Connecticut

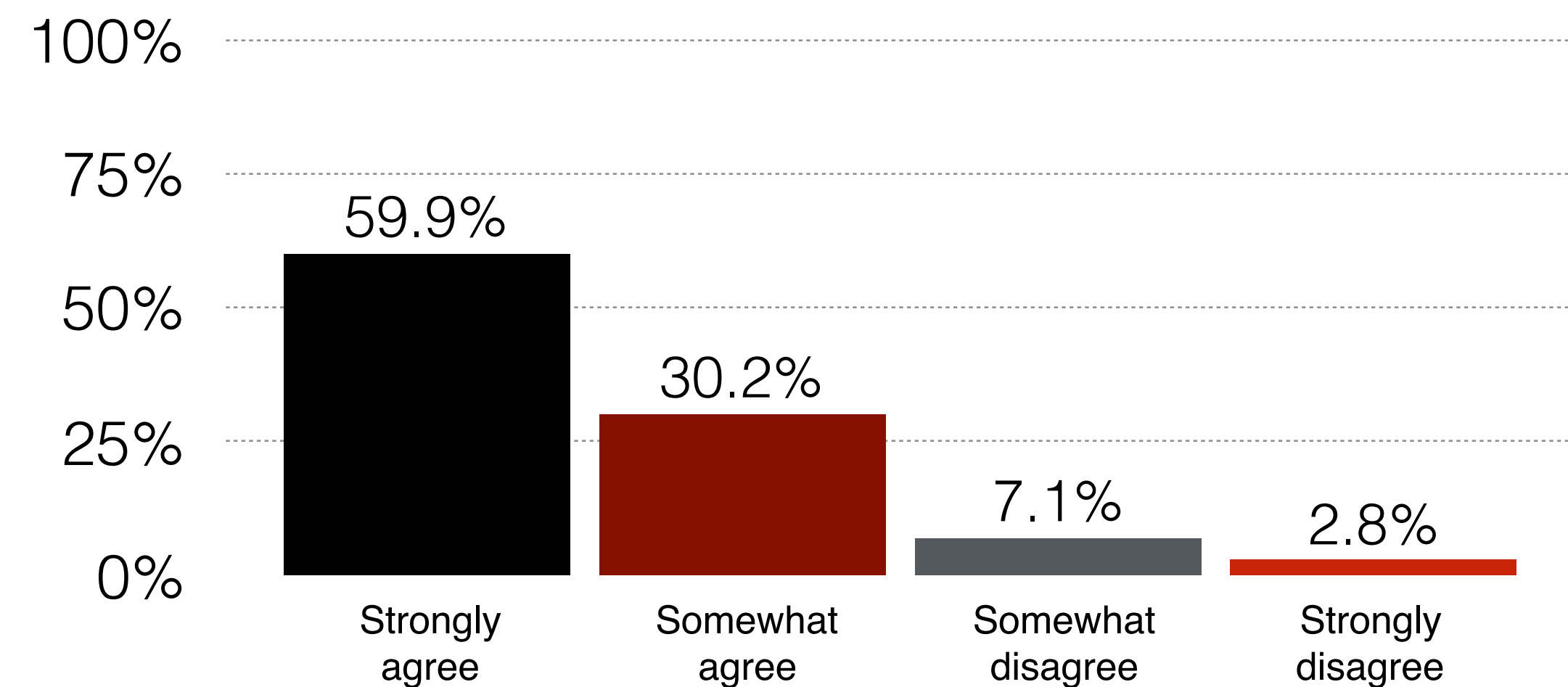
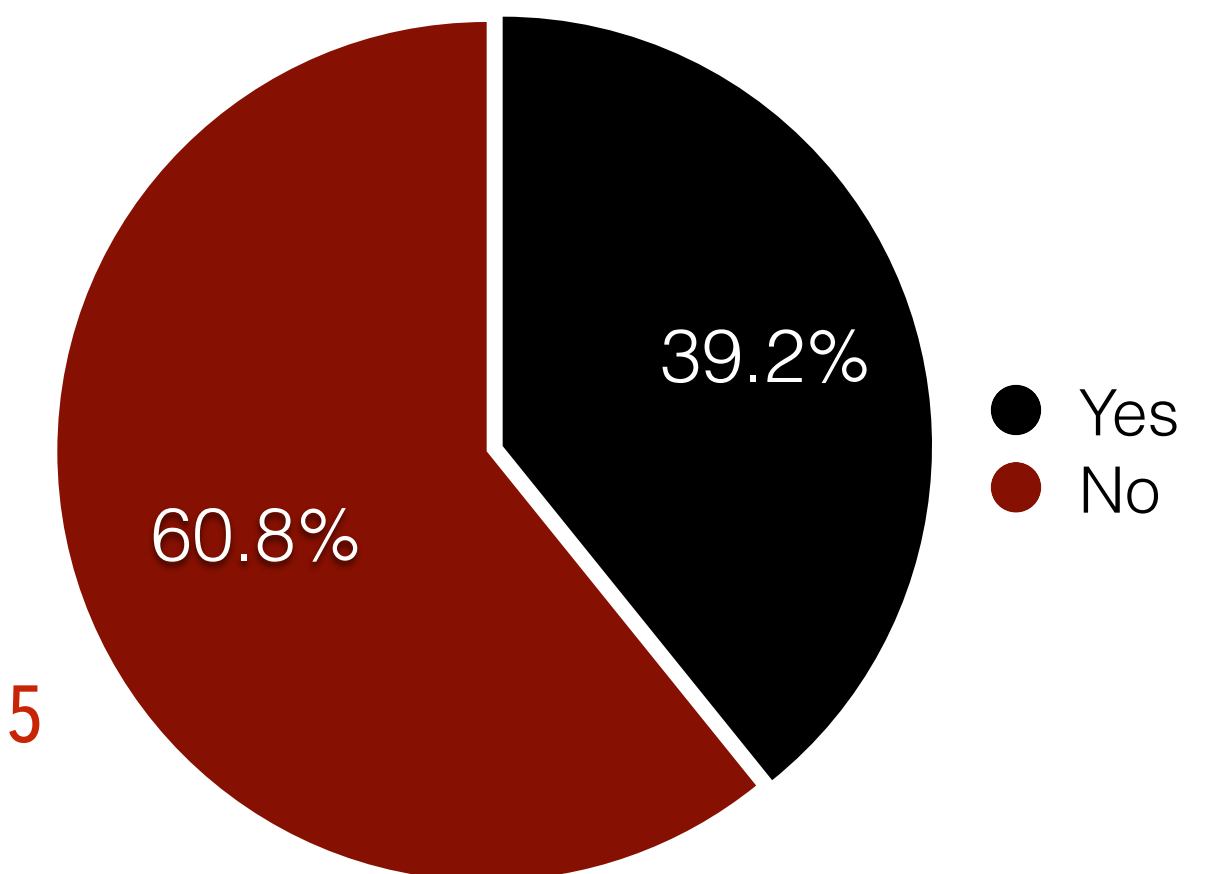
More than three-quarters of residents believe the cost of living in CT is "higher" (78.6%) when compared to other surrounding states in the area. Further, 39.2% of respondents indicated they were considering moving out of the state in the next 5 years, with 90.1% of residents "agreeing" that outmigration within CT was a major concern now and in the future.

- ❖ 42.3% of residents under the age of 35 reported considering moving to a different state within the next 5 years, compared to only 35.3% of residents over the age of 55.
- ❖ 49.1% of residents earning \$150,000 or more reported considering moving to a different state within the next 5 years, compared to only 41.5% earning \$50,000 or less.



Q Do you believe that the cost of living in Connecticut is higher, lower, or about the same as other surrounding states?

Q Are you considering changing your residence to a different state within the next 5 years?

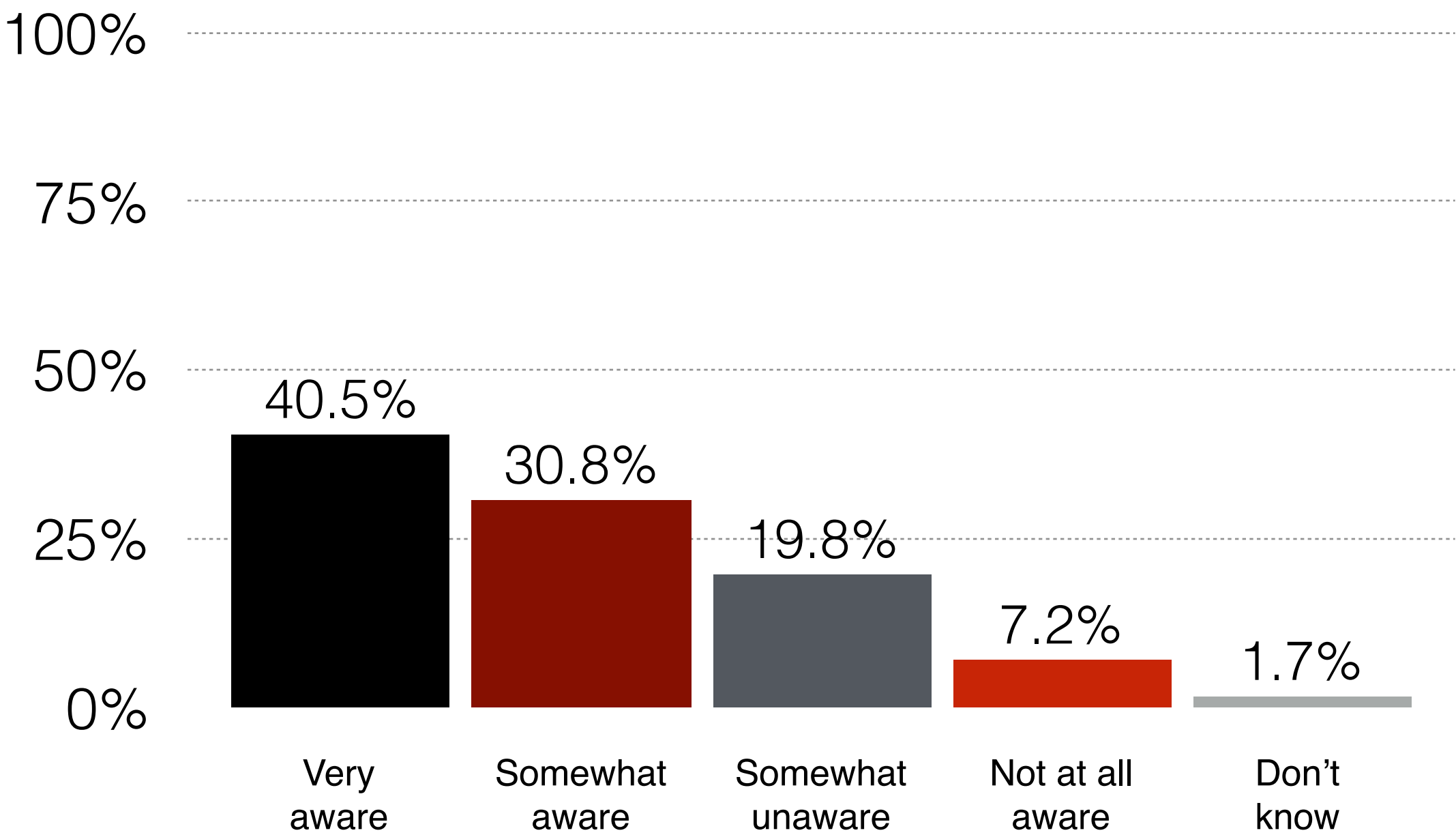


Q More people are moving out of Connecticut than moving into the state. In your opinion, how strongly do you agree or disagree that people moving out of Connecticut is a major concern now and for the future?

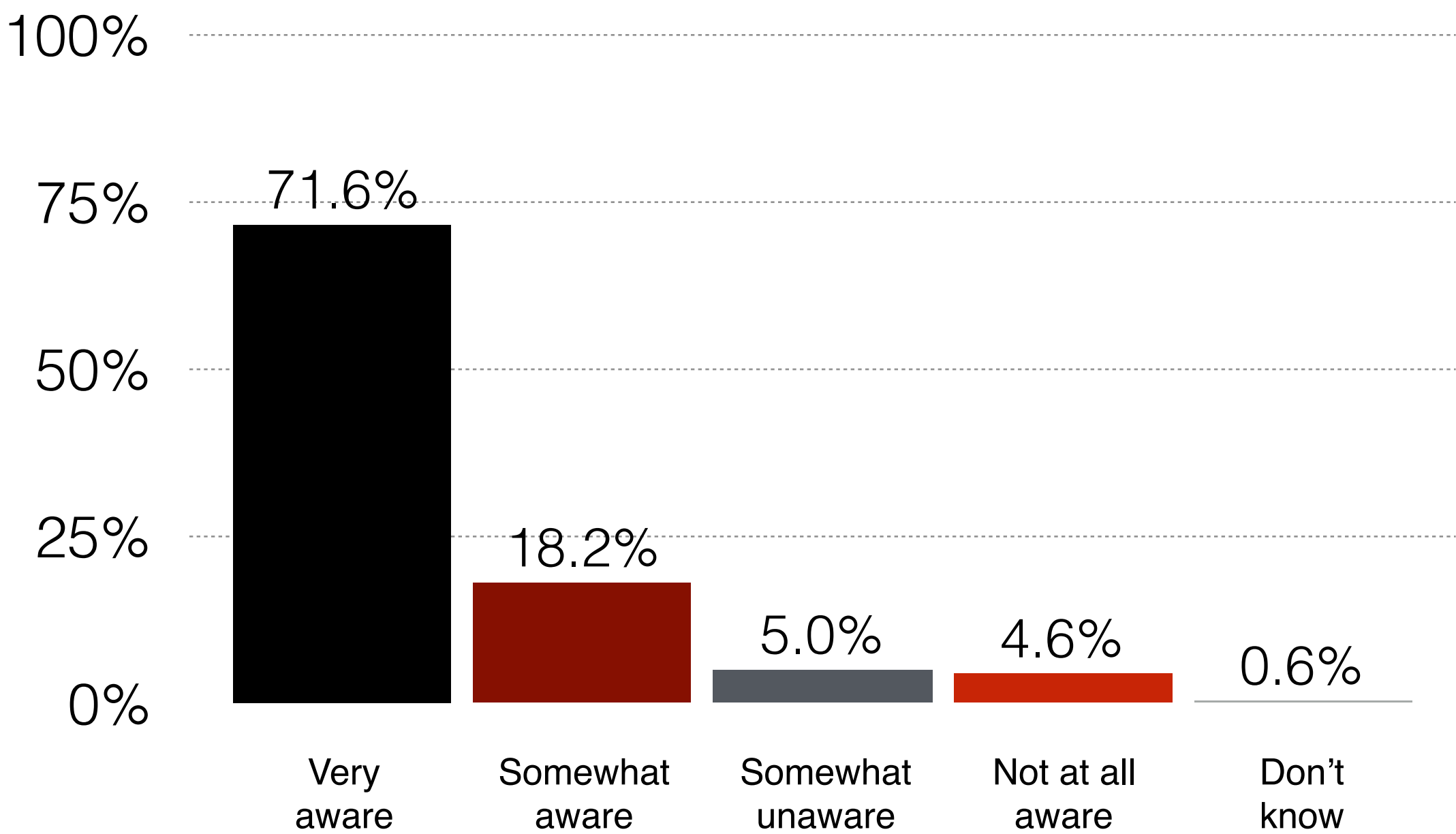
State of CT Budget Crisis

While nearly three-quarters of residents (71.3%) reported being either “very” or “somewhat” aware the State of Connecticut is required by law to adopt a balanced budget, a higher rate of residents (89.8%) reported being “aware” the State was currently facing a budget crisis.

❖ 19.4% of residents under the age of 35 reported being “somewhat” or “not at all aware” the State of Connecticut is facing a budget crisis.



Q Please tell me how aware you were, prior to today's survey, that Connecticut is required by law to adopt a balanced budget?



Q Prior to this survey, how aware were you that the State of Connecticut was facing a budget crisis?

State of CT Budget Crisis

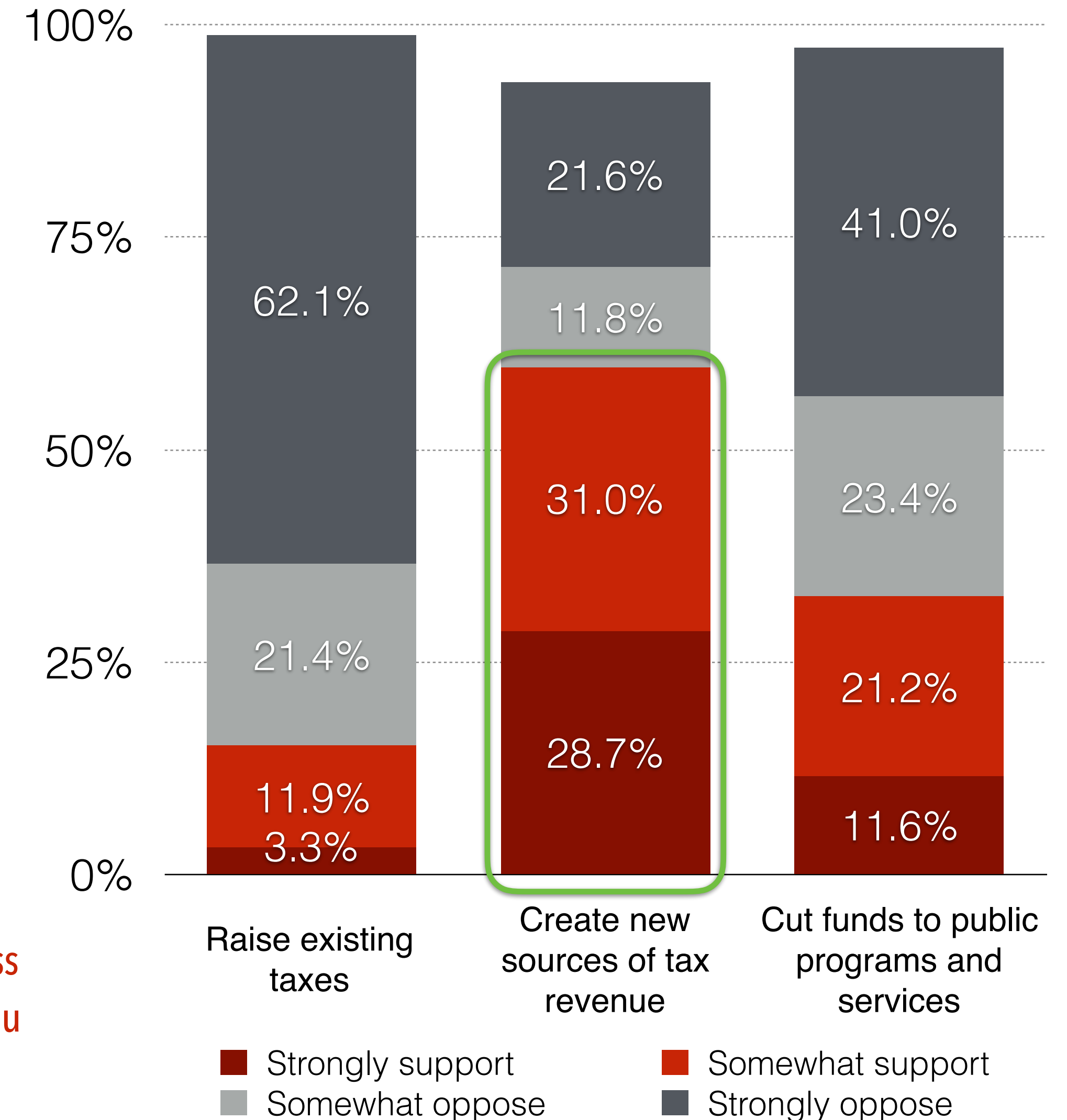


In terms of potentially remedying the impending budget crisis in the State, the highest level of support among residents was for “creating new sources of tax revenue” (59.7% “strongly” or “somewhat” support). This was followed by “cutting funds to public programs and services” (32.8% “strongly” or “somewhat” support).

- ❖ 66.4% of residents under the age of 35 supported “creating new sources of tax revenue,” compared to only 52.4% of residents over the age of 55.
- ❖ 64.3% of residents with children in the household supported “creating new sources of tax revenue,” compared to only 57.0% of residents without children.
- ❖ 42.8% of residents over the age of 55 supported “cuts to public programs and services,” compared to only 26.9% of residents under the age of 35.
- ❖ 43.2% of male residents supported “cuts to public programs and services,” compared to only 22.4% of female residents.



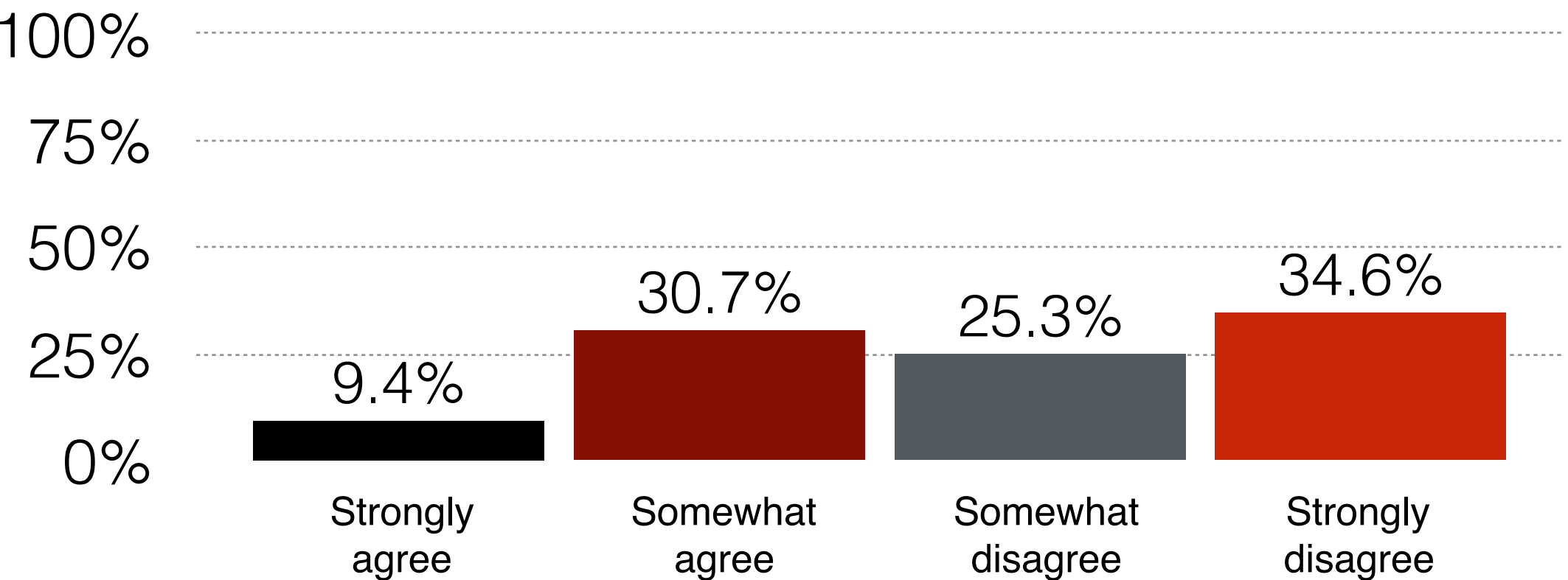
The following is a list of general ways the State of Connecticut could address the state’s current budget crisis. After each, please indicate how strongly you support this measure.



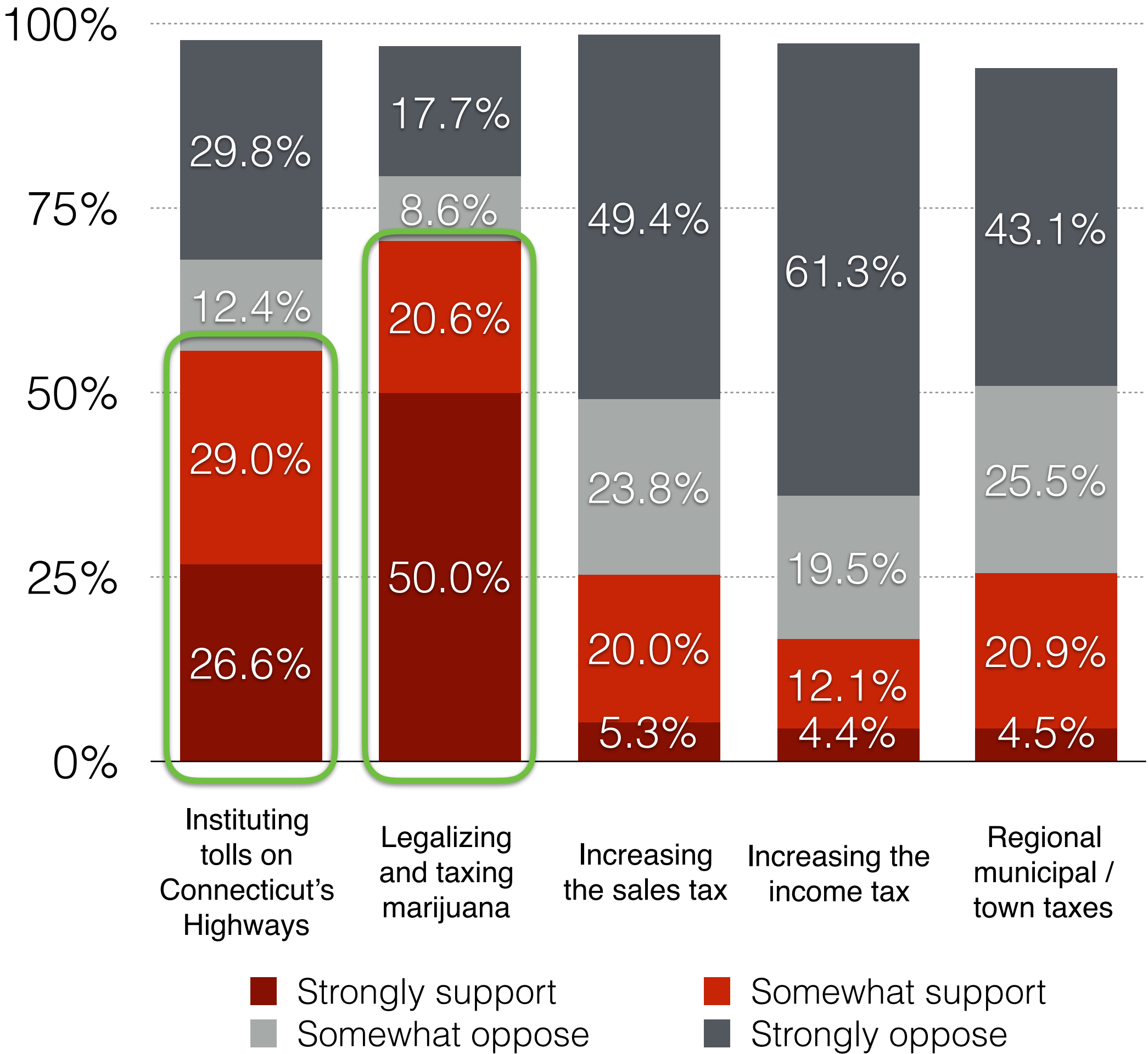
State of CT Budget Crisis

When considering new sources of tax revenue, the highest rate of residents supported “legalizing and taxing marijuana” (70.6% “strongly” or “somewhat” support) and “instituting tolls on CT’s highways” (55.6% “strongly” or “somewhat” support).

- ❖ 83.2% of residents under age of 35 supported “legalizing and taxing marijuana,” compared to only 59.6% of residents over age of 55.
- ❖ 73.6% of residents with children in the household supported “legalizing and taxing marijuana.”
- ❖ 61.1% of residents over the age of 55 supported “institute tolls on CT’s highways,” compared to only 48.5% of residents under the age of 35.
- ❖ 33.3% of residents earning \$150,000 or more supported “increasing the sales tax,” compared to only 23.9% earning \$50,000 or less.



Q How strongly would you say you agree or disagree with the following statement: cities and towns should be allowed to raise their own sales taxes.

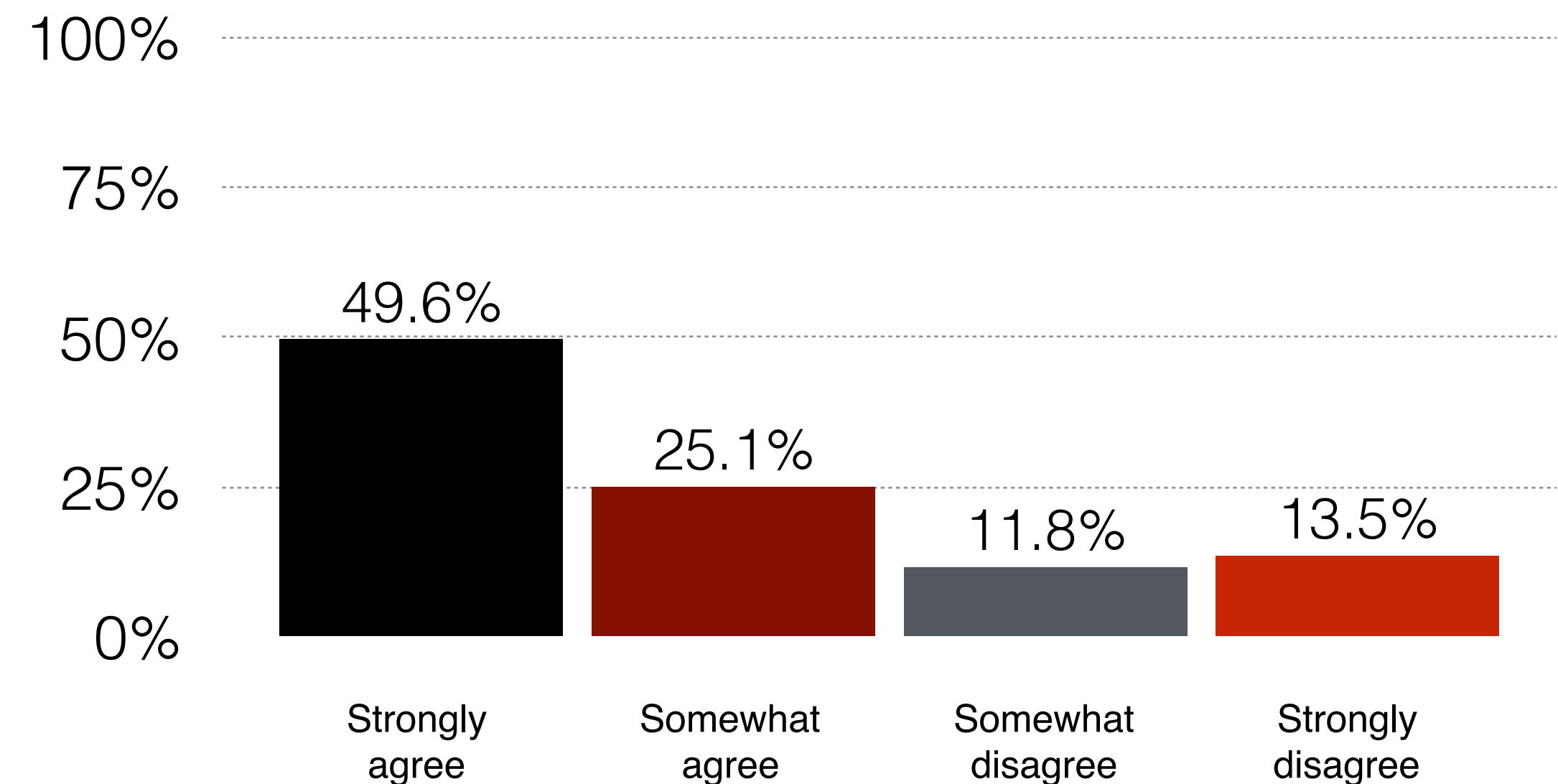


Q Please indicate how strongly you support each of the following alternative sources of revenue that the State of Connecticut could considering to help address the budget issues.

State of CT Budget Crisis

While overall support for raising existing taxes was comparatively low among residents, 74.7% of respondents did agree those individuals making \$500,000 or more and those married filing jointly making \$1,000,000 or more, should pay a higher tax rate than the current rate of 6.99%.

- ❖ 79.9% of residents under the age of 35 “strongly” or “somewhat agree” those residents in the highest state income tax bracket should pay a higher tax rate than they currently do
- ❖ 80.2% of women (versus 69.2% of men) “strongly” or “somewhat agree” those residents in the highest state income tax bracket should pay a higher tax rate than they currently do
- ❖ 84.8% of residents with a household income under \$50,000 “strongly” or “somewhat agree” those residents in the highest state income tax bracket should pay a higher tax rate than they currently do
- ❖ 56.5% of residents with a household income over \$150,000 “strongly” or “somewhat agree” those residents in the highest state income tax bracket should pay a higher tax rate than they currently do



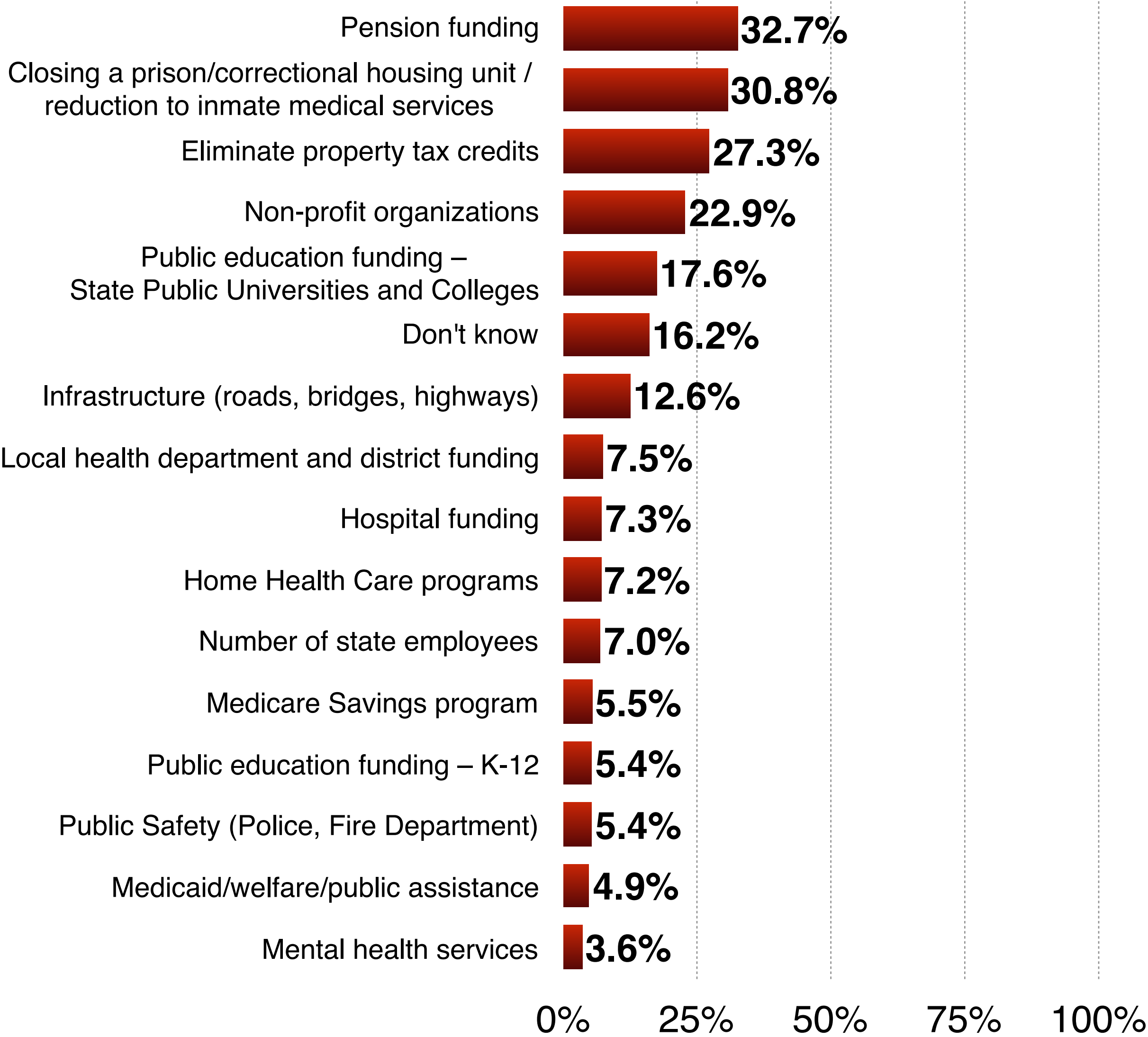
Q In Connecticut, individuals making \$500,000 or more and those married filing jointly making \$1,000,000 or more, are in the highest State income tax bracket and are taxed at a rate of 6.99%. How strongly would you say you agree or disagree with the following statement: “those individuals or families in the highest state income tax bracket should pay a higher tax rate than they do currently?”

State of CT Budget Crisis

The areas where the highest rate of residents believed the State should cut spending in order to reduce the budgetary gaps included “pension funding” (32.7%), “closing a prison/correctional housing unit / reduction to inmate medical services” (30.8%), and “eliminate property tax credits” (27.3%).

It should be noted that 16.2% of residents surveyed could not think of an area where the State should cut government spending to help solve the budget crisis.

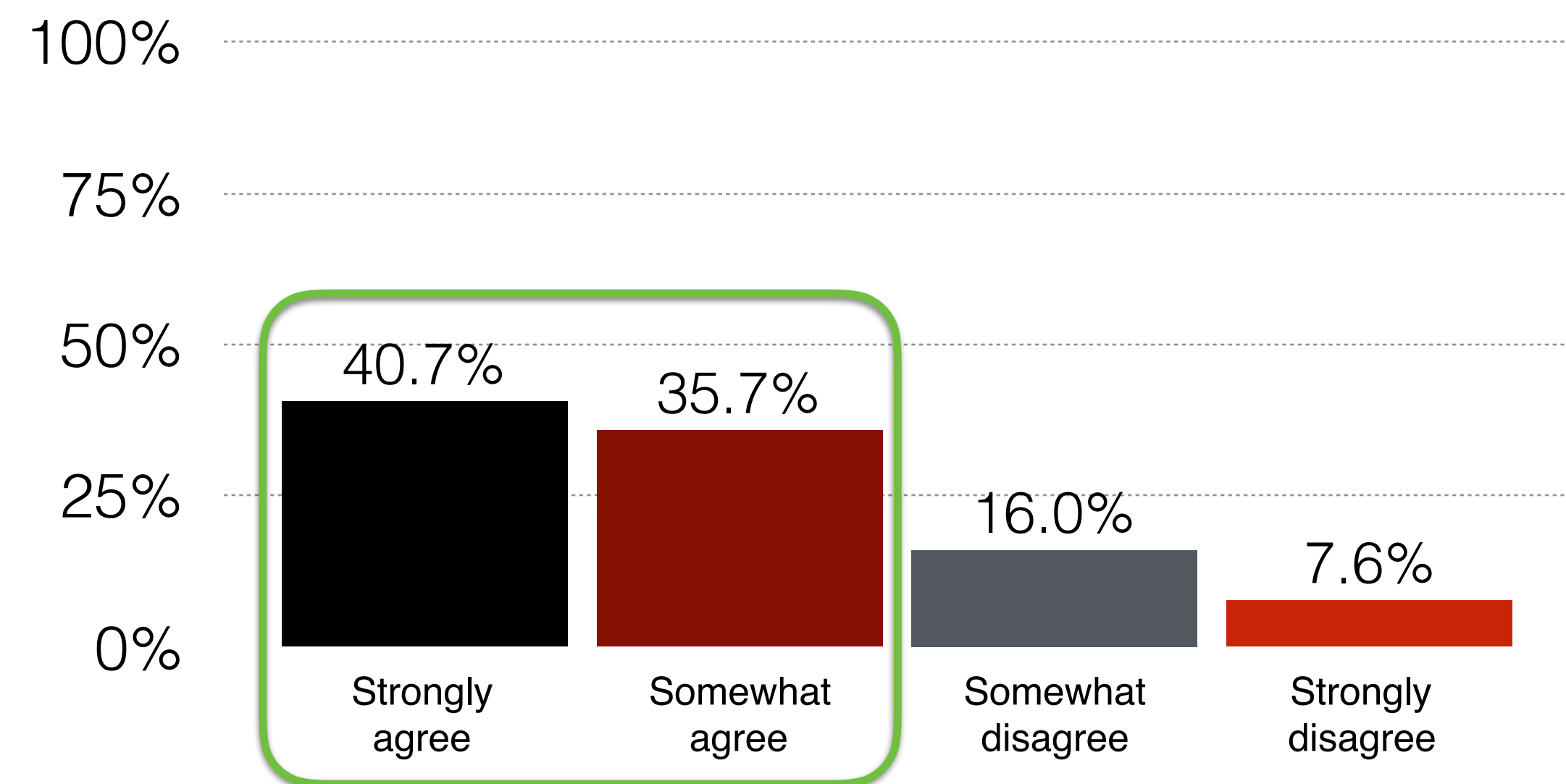
Support was not as strong for cutting government spending on programs such as “Medicaid / welfare / public assistance” (4.9%) and “mental health services” (3.6%).



Q One way to solve the State’s budget crisis is to cut government spending in certain areas. If you had to cut spending, which three (3) proposed areas do you think the state should cut spending for?

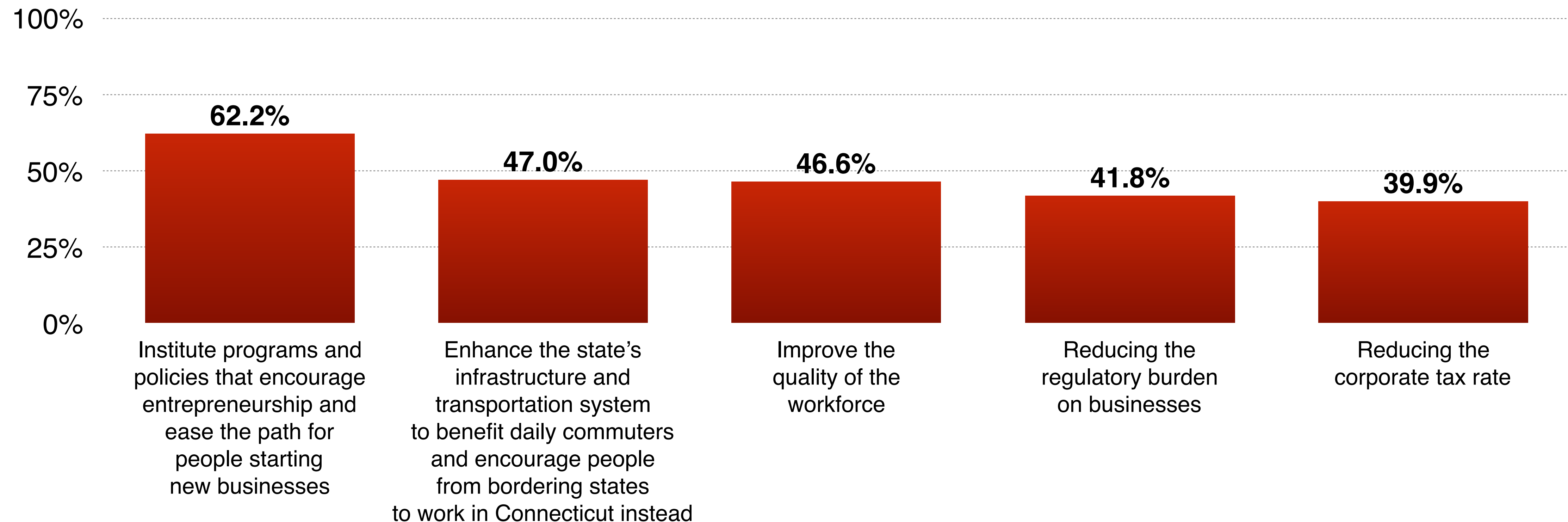
More than three-quarters of residents either “strongly” or “somewhat” agree the State of Connecticut should offer more incentives in the form of tax credits and tax rebates in order to prevent more big companies from leaving the state and to also attract more business to the state (76.4%).

- ❖ 80.2% of residents under the age of 35 “strongly” or “somewhat agree” the State of Connecticut should offer more incentives in the form of tax credits and tax rebates in order to prevent more big companies from leaving the state.
- ❖ 79.4% of women “strongly” or “somewhat agree” the State of Connecticut should offer more incentives in the form of tax credits and tax rebates in order to prevent more big companies from leaving the state.
- ❖ 85.2% of residents with a household income over \$150,000 “strongly” or “somewhat agree” the State of Connecticut should offer more incentives in the form of tax credits and tax rebates in order to prevent more big companies from leaving the state.



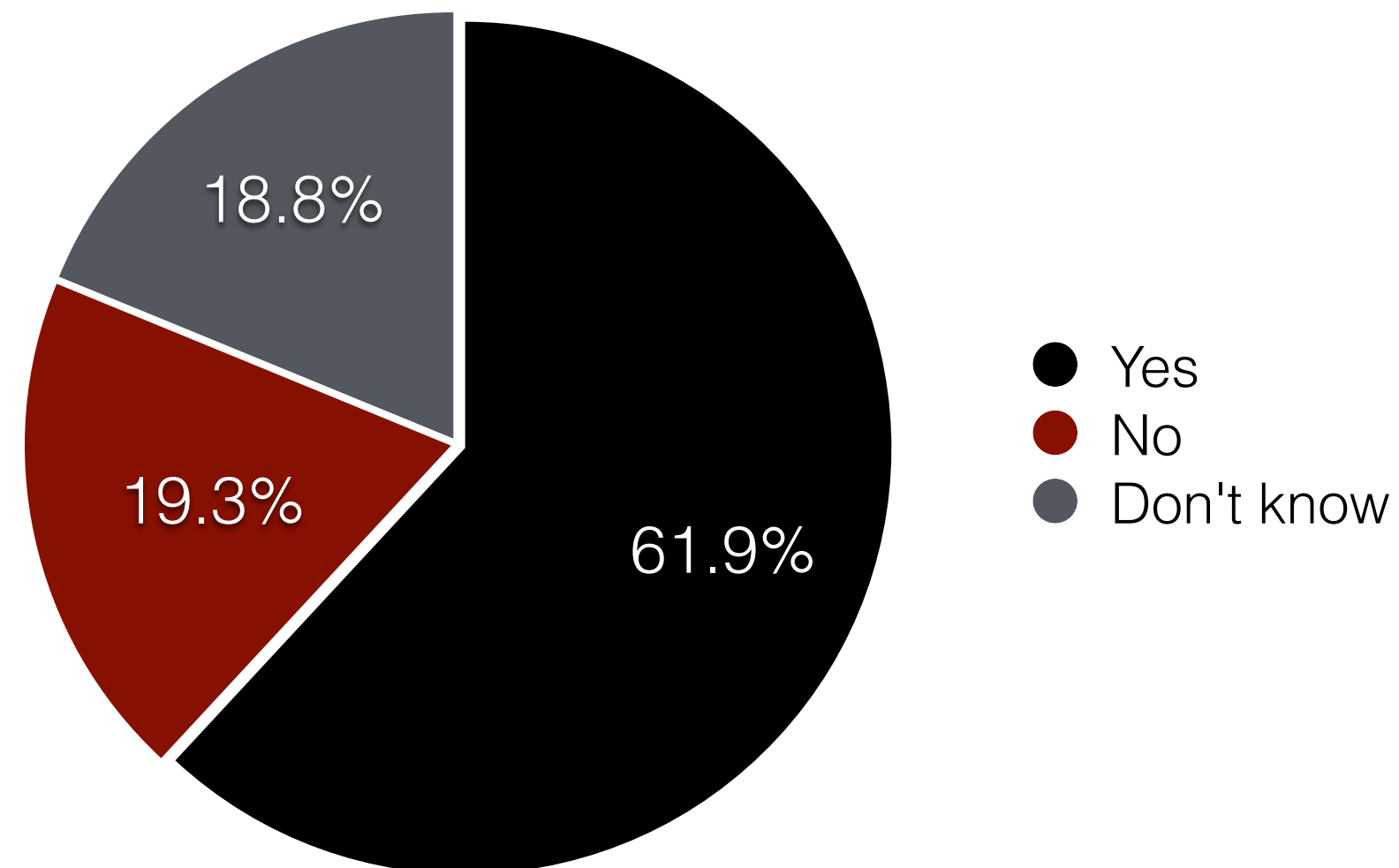
Q In recent years, Connecticut has seen many corporations, such as General Electric, Aetna and Alexion, leave the state. To what extent do you agree or disagree with the following statement: “The State of Connecticut should offer more incentives in the form of tax credits and tax rebates in order to prevent more big companies from leaving the state and to attract more business to the state?”

More than three-fifths of residents (62.2%) reported the State of Connecticut should consider “instituting programs and policies which encourage entrepreneurship and ease the path for people starting new businesses” as a way to become more business friendly.

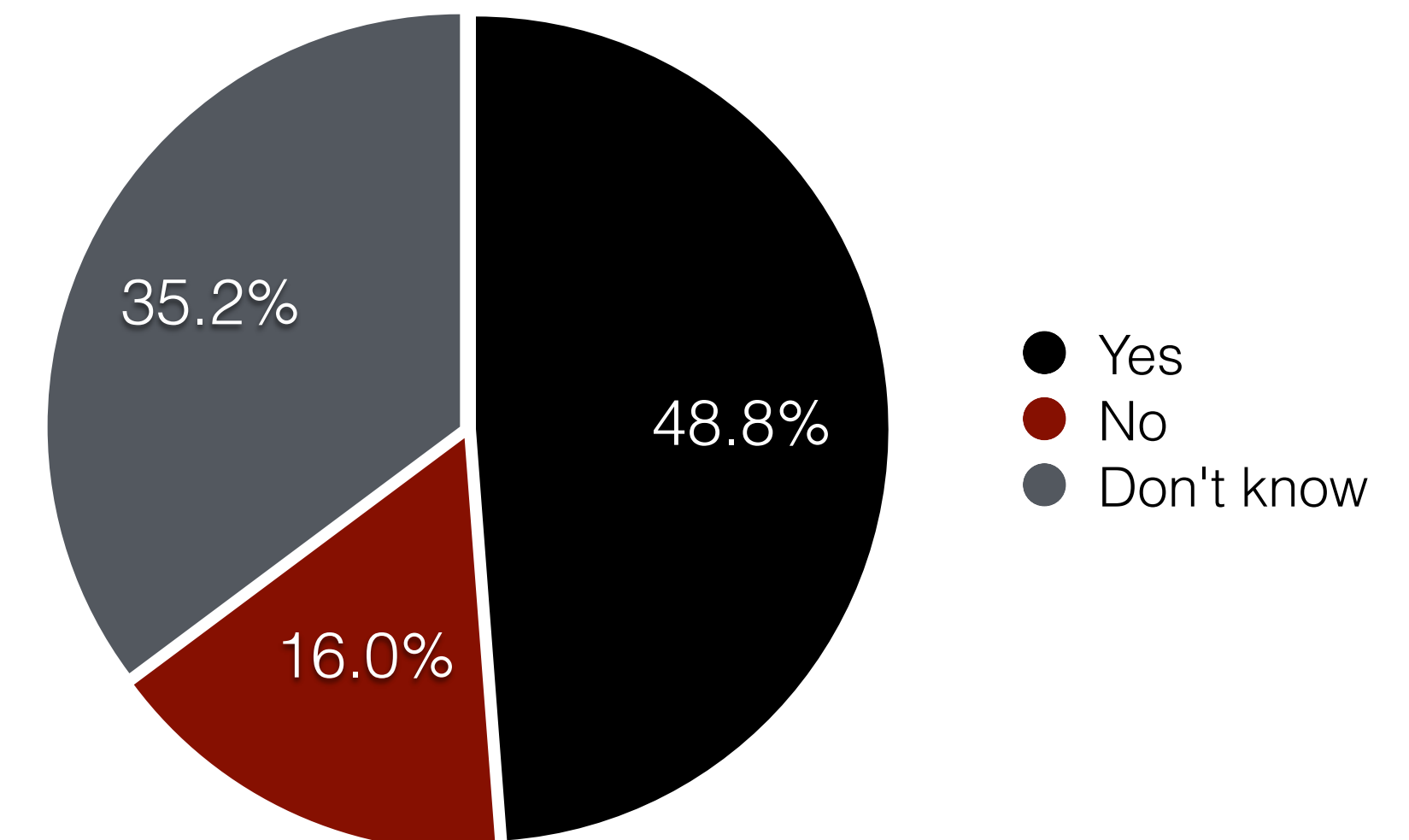


Q In which ways do you think the state should become more business friendly?

High energy costs were a concern among residents surveyed, as 61.9% of respondents believed high energy costs in the State were limiting individuals' ability to prosper, while 48.8% believed high energy costs were also limiting businesses' ability to prosper in the state.



Q Are high energy costs in the state of Connecticut affecting the ability for individuals to be prosperous in the state?



Q Are high energy costs in the state of Connecticut affecting the ability for businesses to be prosperous in the state?

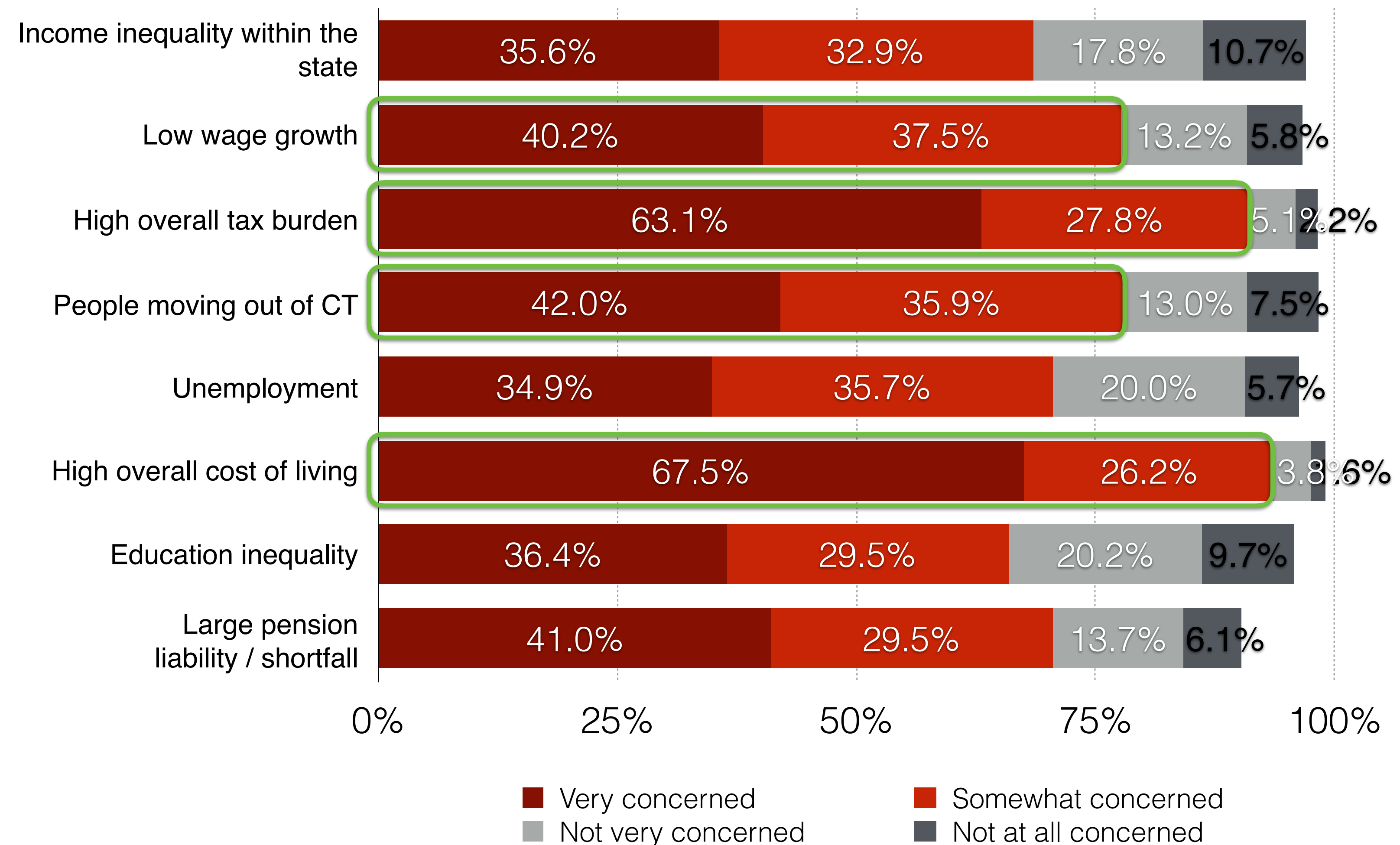
CT: State of the Economy



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When asked to rate their level of concern for a variety of issues that may currently be affecting the State of Connecticut, the highest level of respondents expressed concern for the "high overall cost of living" (93.7%), "high overall tax burden" (90.9%), "people moving out of CT" (77.9%), and "low wage growth" (77.7%).

- ❖ 79.2% of residents earning \$50,000 or less were concerned with "income inequality within the state," compared to only 50.0% earning \$150,000 or more.
- ❖ 75.7% of residents under the age of 35 were concerned with "income inequality within the state," compared to only 63.5% of residents over the age of 55.
- ❖ 79.1% of residents under the age of 35 were concerned with "low wage growth," compared to only 69.8% of residents over the age of 55.
- ❖ 78.5% of residents earning \$50,000 or less were concerned with "unemployment in the state," compared to only 56.5% earning \$150,000 or more.

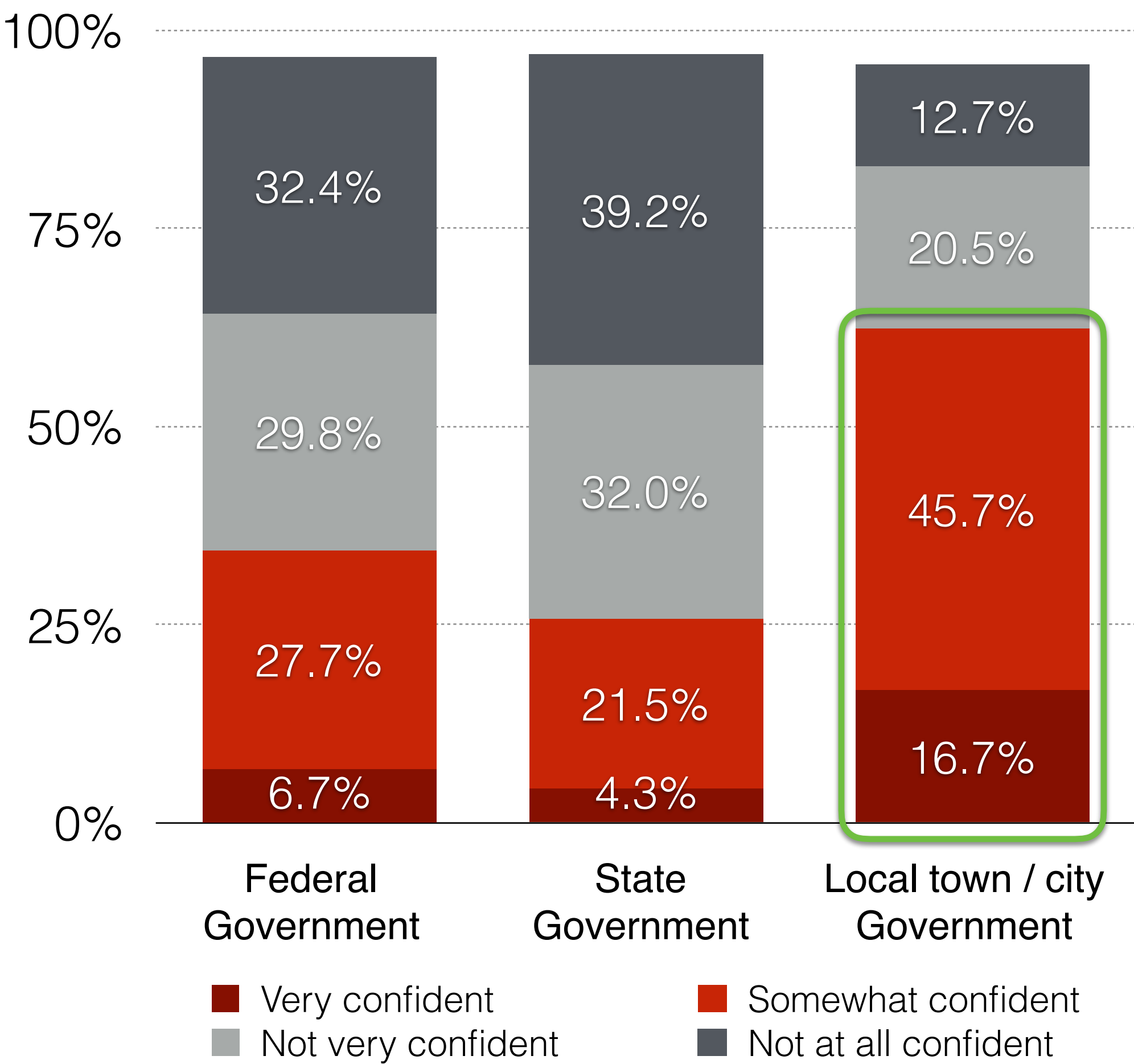
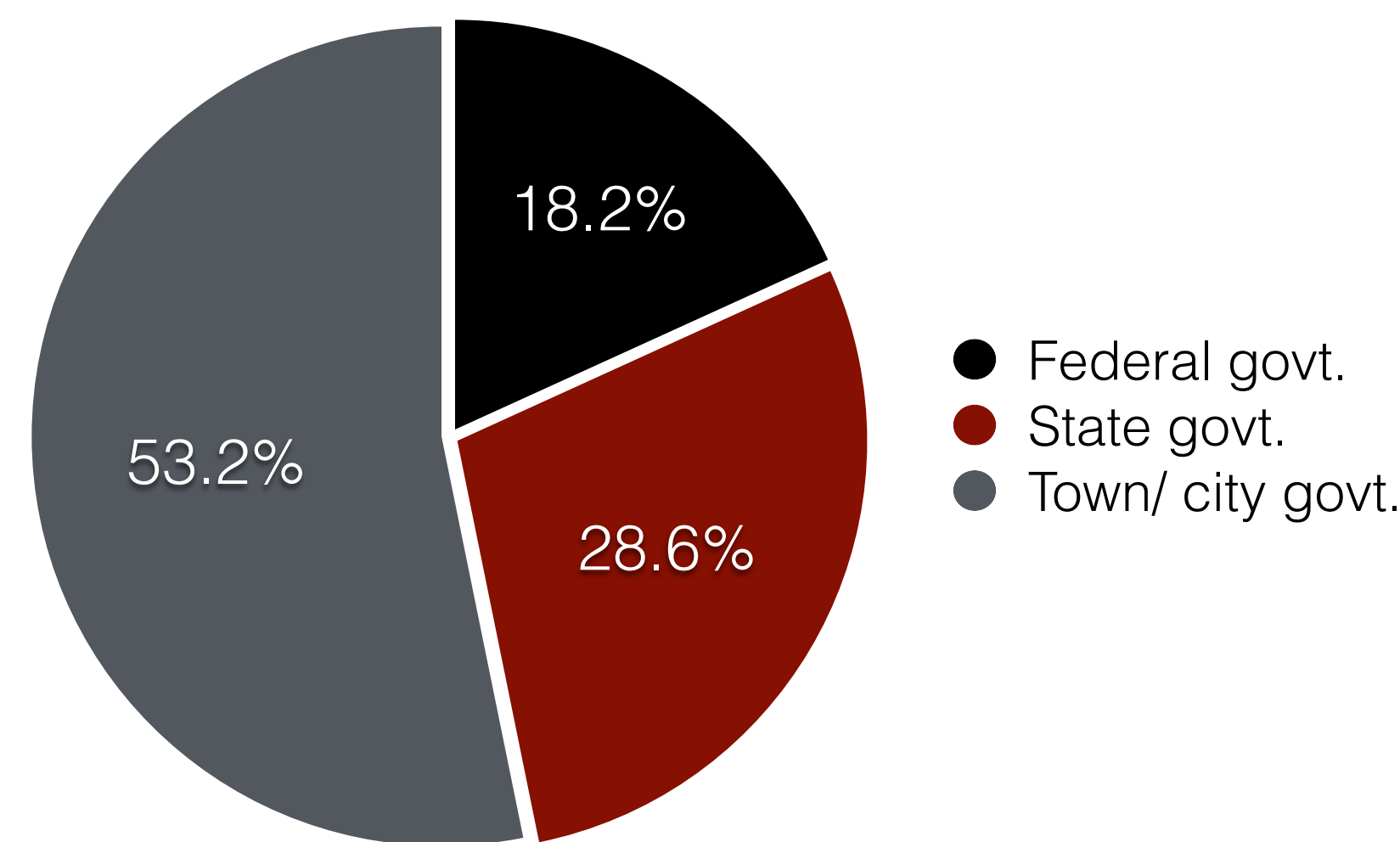


Q The following is a list of issues in the state of Connecticut. Please indicate your level of concern with each issue:

State - Local Government Relations

More than half of residents place the highest level of trust in their local City or Town government (53.2%) in being able to address and improve the issues facing the State of Connecticut.

In addition, only one-quarter of respondents had confidence in "State Government," compared to 62.4% of residents who reported confidence in their "Local Town / City Government."

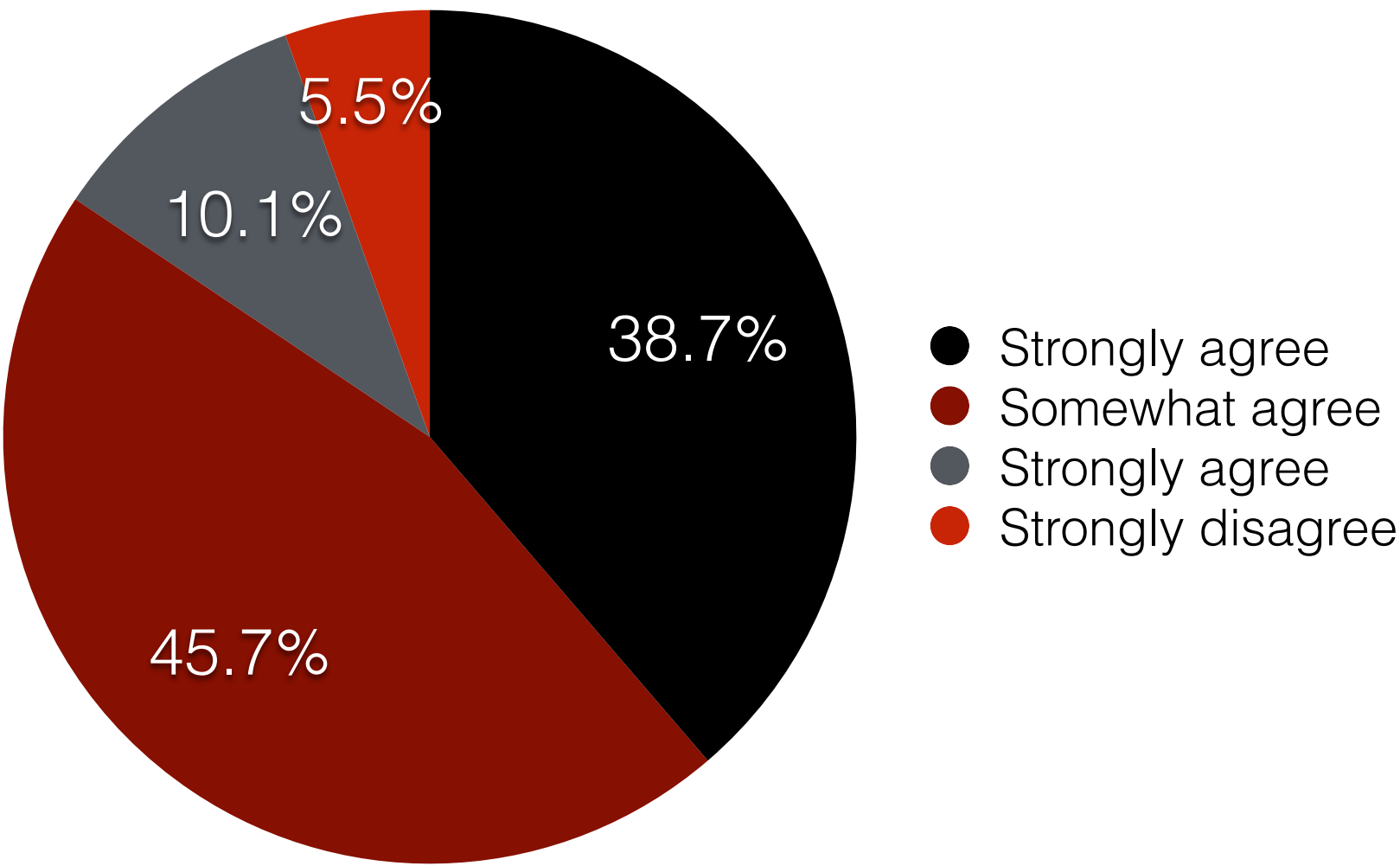


Q Which branch of government do you have the most confidence in being able to address and improve issues facing the state of Connecticut?

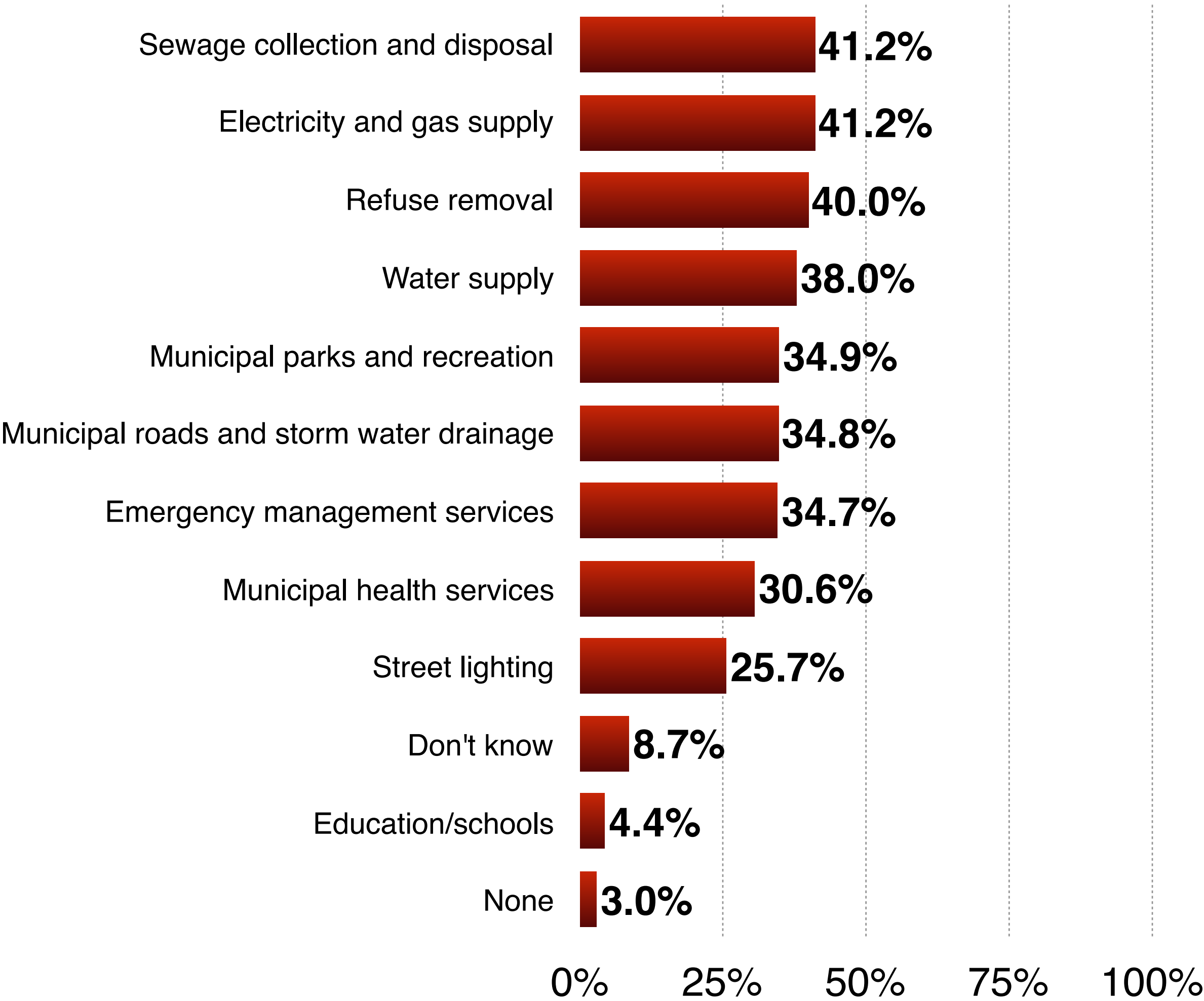
Q Please indicate the level of confidence you have in each branch of government.

State - Local Government Relations

A vast majority of residents “agreed” that CT towns should pool together more of their public services to cut costs, even if doing so means merging and consolidating town functions (84.4%). Town services most residents were interested in consolidating included “sewage collection and disposal” (41.2%), “electricity and gas supply” (41.2%), and “refuse removal” (40.0%).



Q Do you agree or disagree with the following statement: Connecticut towns should pool together more of their public services to cut costs, even if doing so means merging and consolidating town functions?

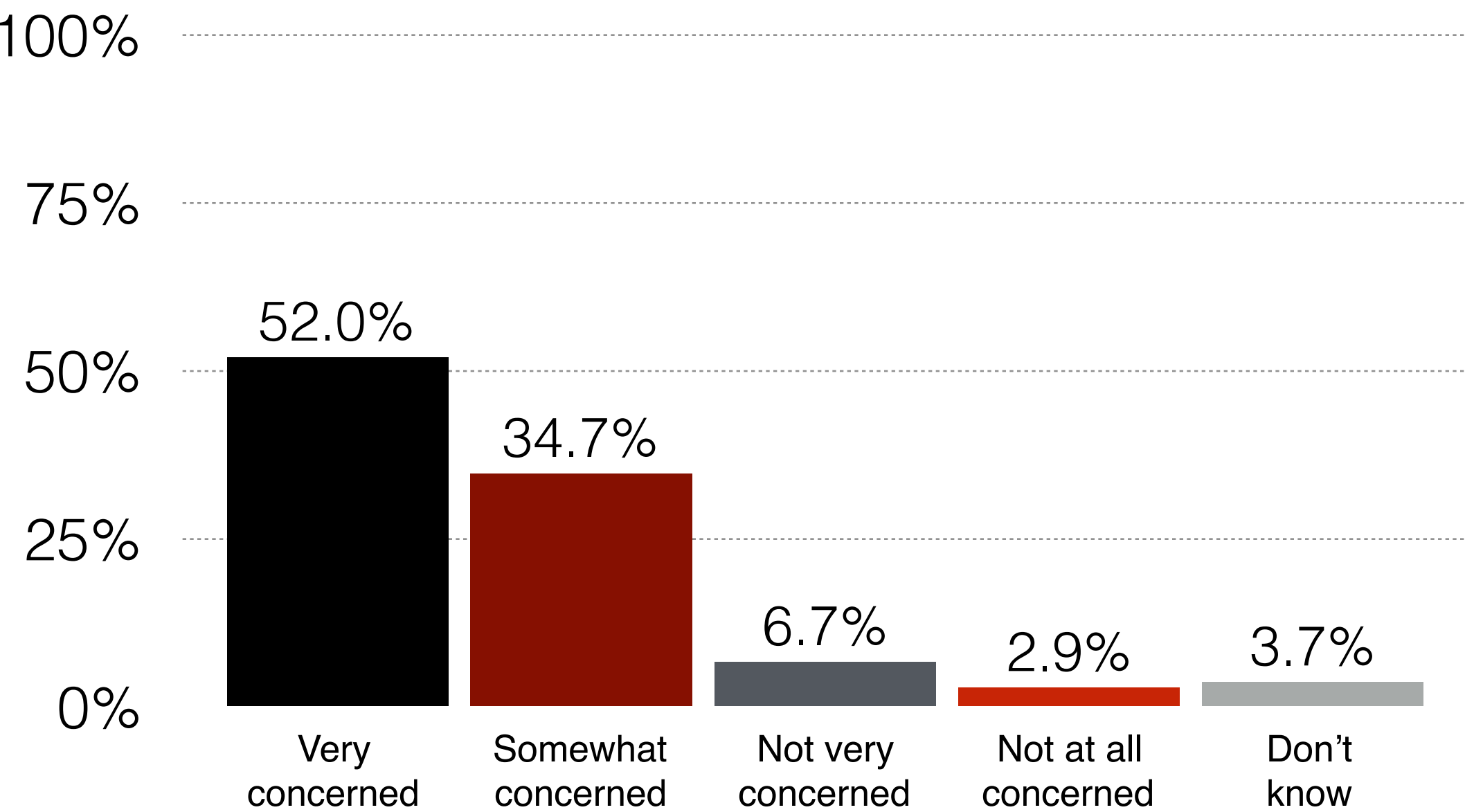


Q Which local services, if any, do you think should be consolidated among towns?

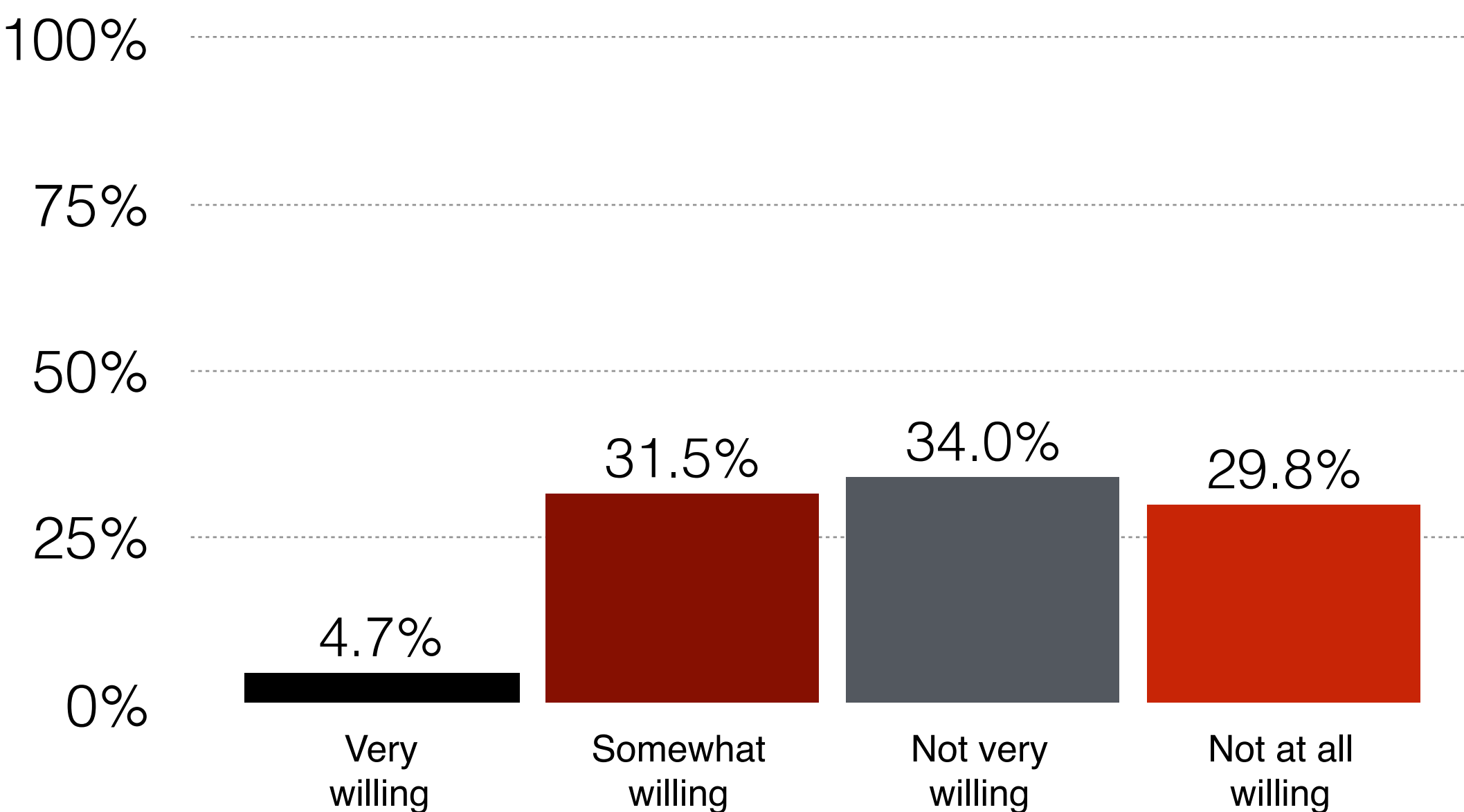
State - Local Government Relations

While 86.7% of residents were “very” or “somewhat” concerned the State of Connecticut budget crisis will have a negative impact on local government services, only 36.2% reported a willingness to pay increased local taxes to overcome any potential state-wide budget cuts that may affect their town or city.

- ❖ 46.3% of residents under the age of 35 reported being willing to pay an increased local tax to overcome any statewide budget cuts.
- ❖ 42.6% of residents making more than \$150,000 reported being willing to pay an increased local tax to overcome any statewide budget cuts.



Q How concerned are you that the State of Connecticut budget crisis will have a negative impact on your local government services?

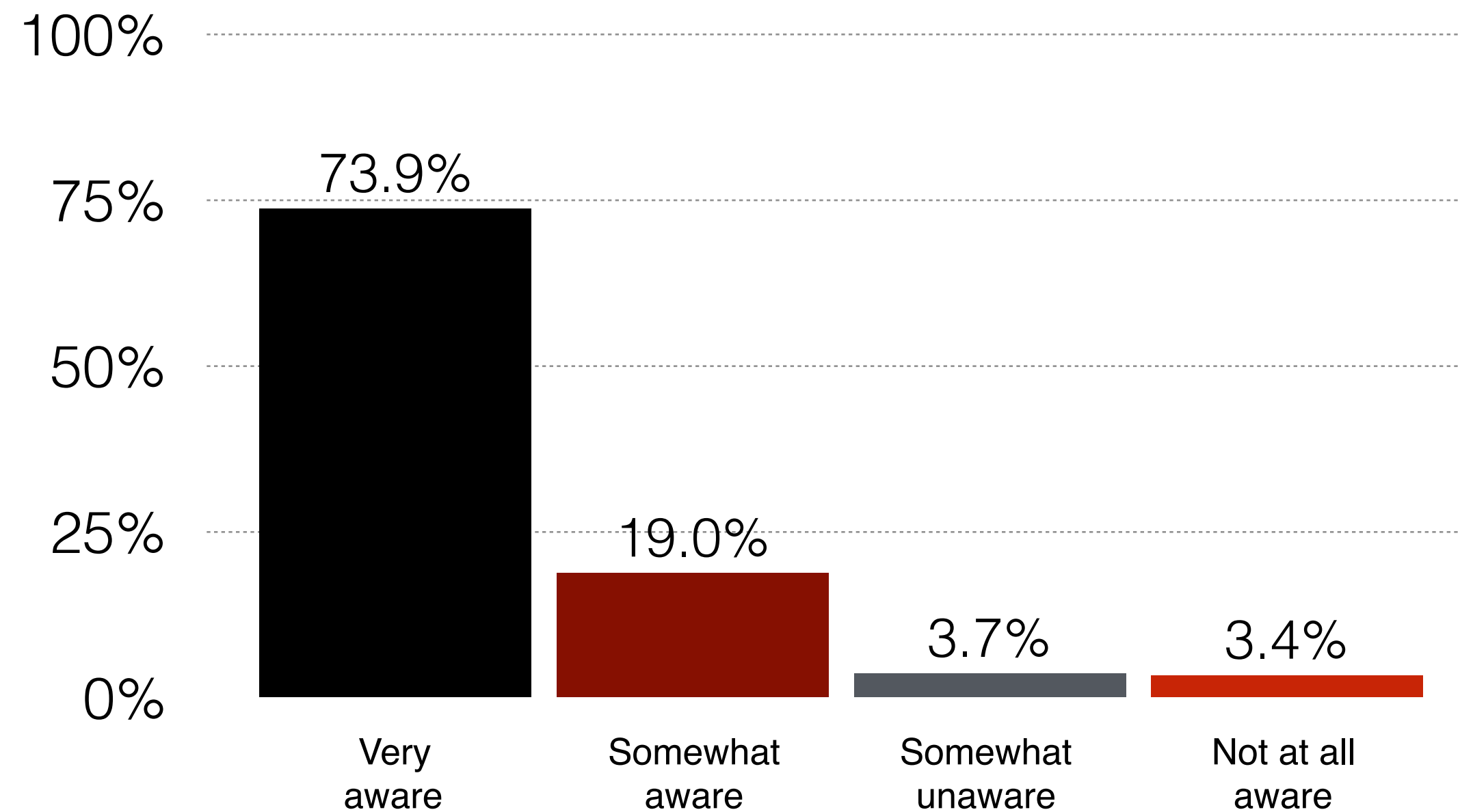


Q How willing would you be to pay increased local taxes to overcome any potential state-wide budget cuts that may affect your town or city?

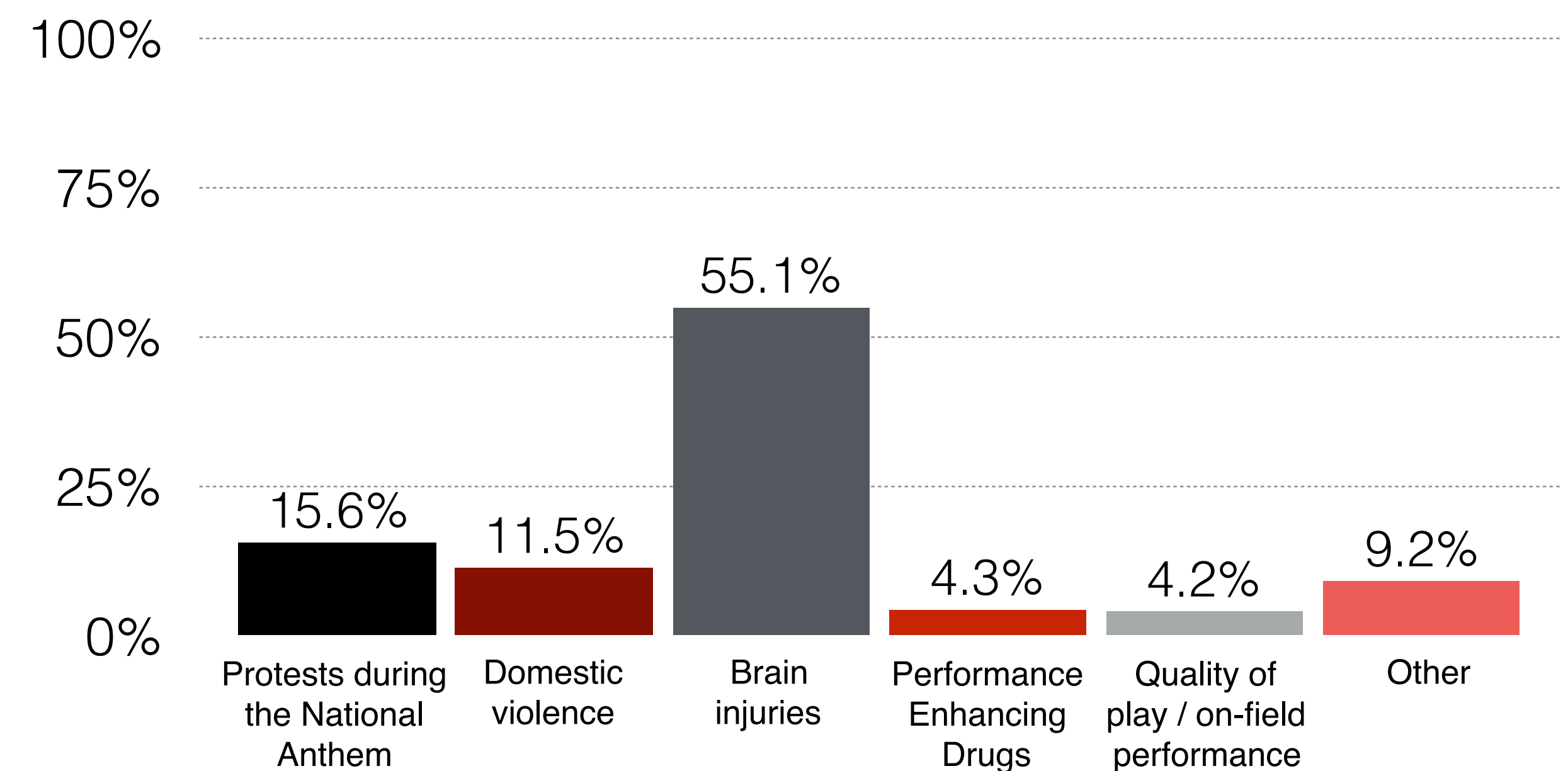
The NFL and National Anthem Protests

Nearly all residents surveyed (92.9%) were aware of NFL player protests currently taking place before games. However, more than half of residents (55.1%) believe that “brain injuries” are the most important issue facing the NFL today.

- ❖ 88.0% of residents under age 35 were aware of protests, compared to 93.7% of residents over age 55.
- ❖ 95.8% of men were aware of the protests, compared to 90.0% of women.
- ❖ 86.9% of those making \$50,000 or less were aware of protests, compared to 99.1% of those making more than \$150,000.



Q How aware are you of player protests currently taking place before NFL games?

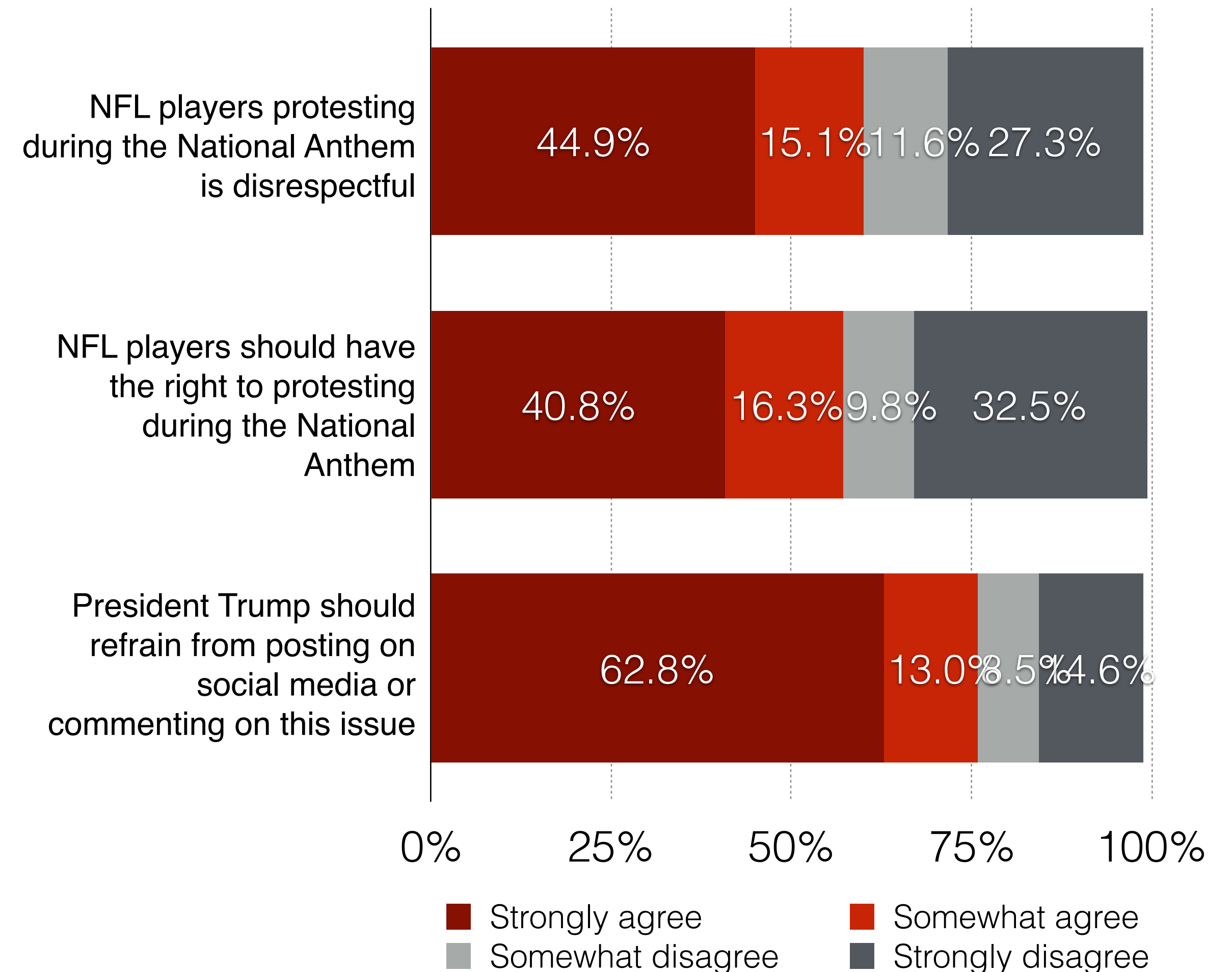


Q What is the most important issue facing the NFL today?

The NFL and National Anthem Protests

Three-fifths of respondents agreed, in their perception, that NFL players protesting during the National Anthem is disrespectful (60.0%), however a higher rate of respondents agreed that President Trump should refrain from posting on social media or commenting on this issue (75.8%).

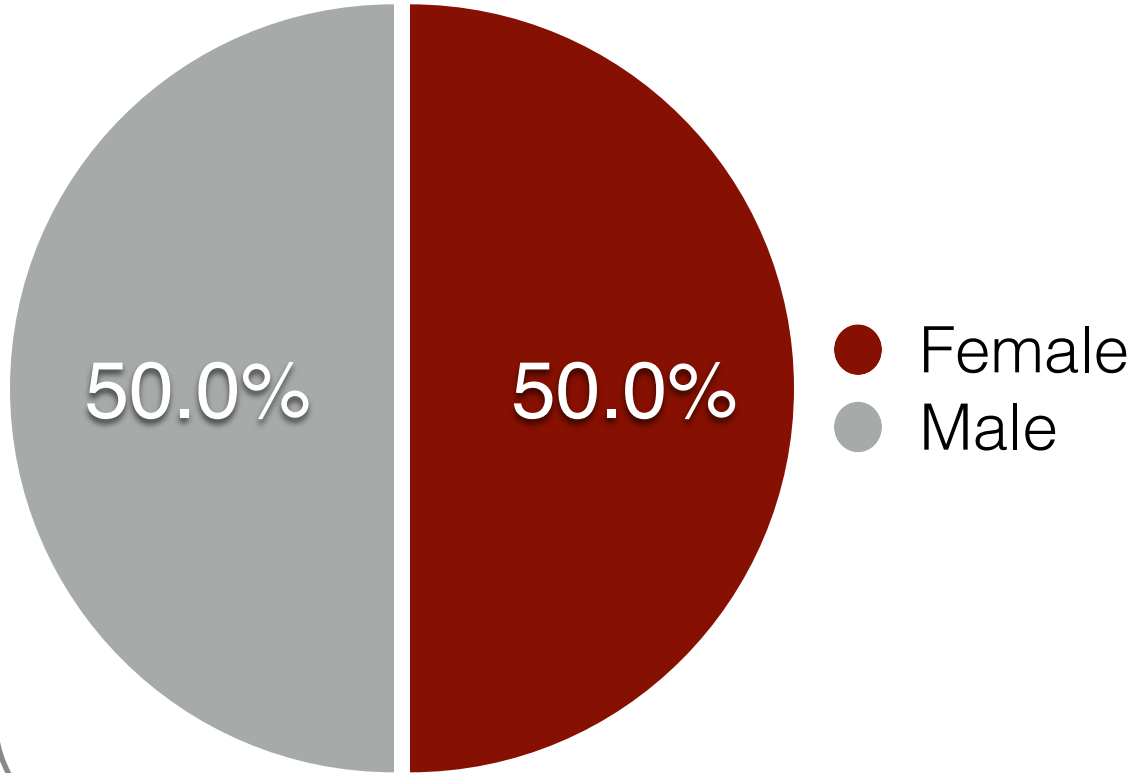
- ❖ 64.3% of male residents think the NFL protests are disrespectful, compared to only 55.3% of female residents who think the same.
- ❖ 65.8% of residents over the age of 55 think the NFL protests are disrespectful, compared to only 50.0% of residents under the age of 35.
- ❖
- ❖ 80.0% of female residents think the President should refrain from posting on social media or commenting on this issue, compared to only 71.8% of male residents who think the same.



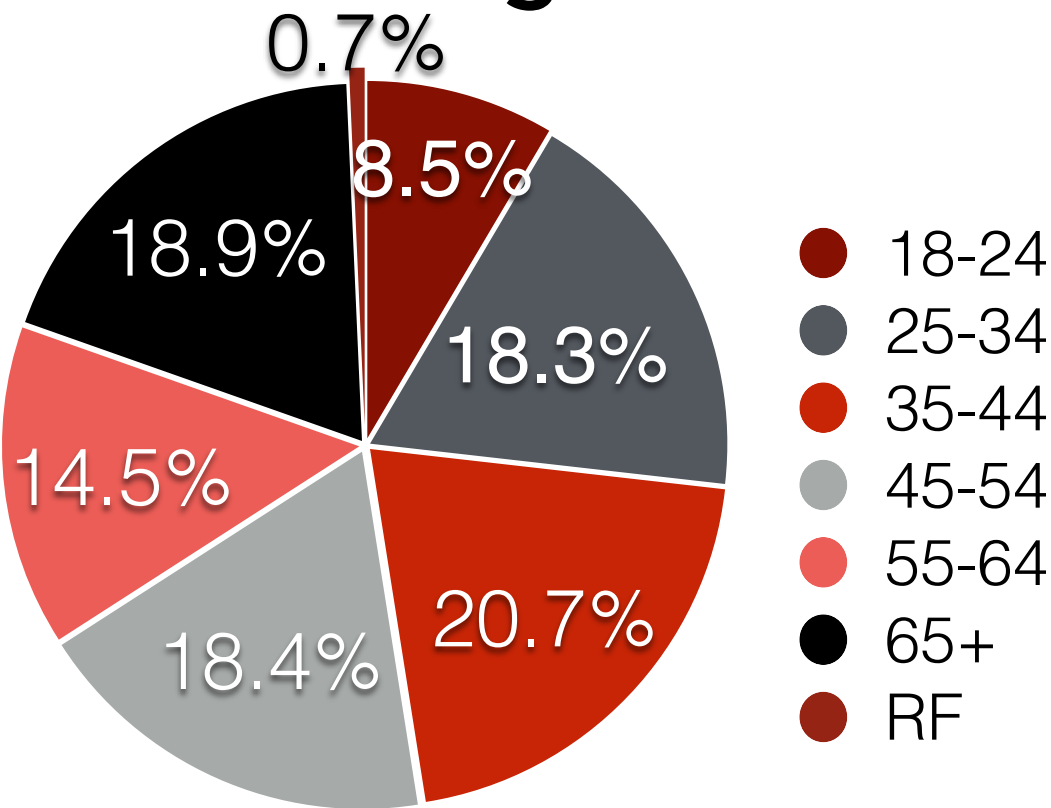
Q Do you agree or disagree with the following statements:

Demographic Profile - 2017

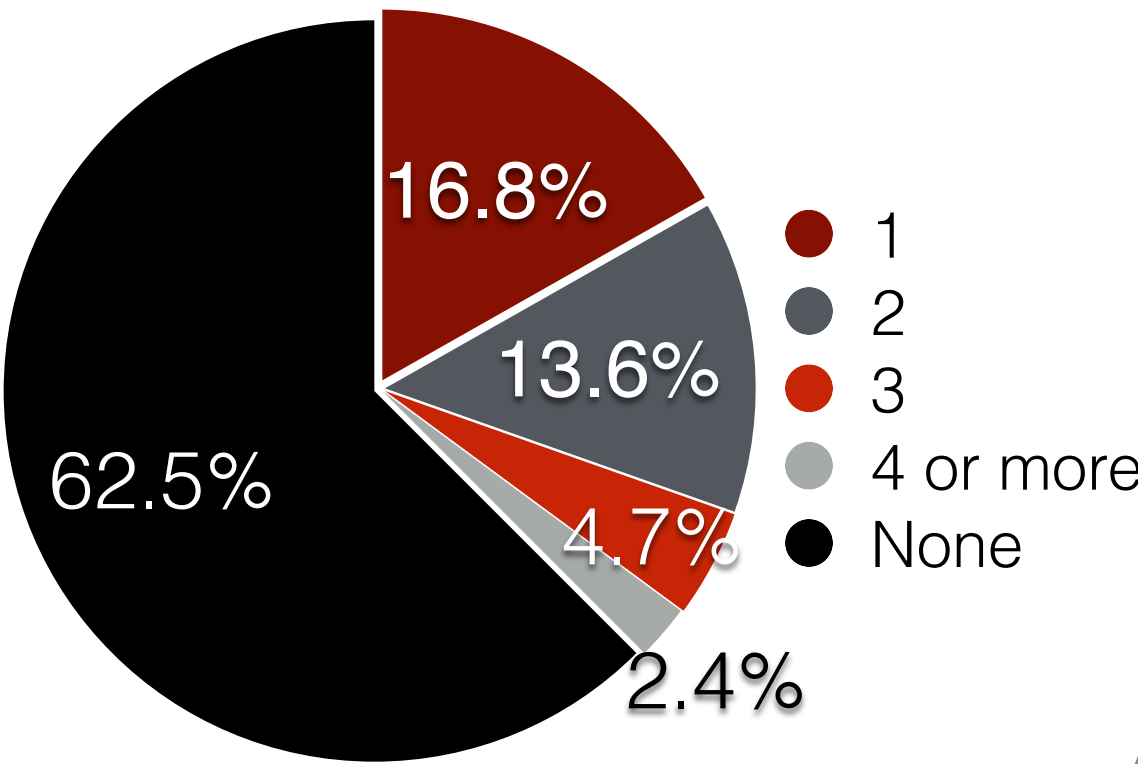
Gender



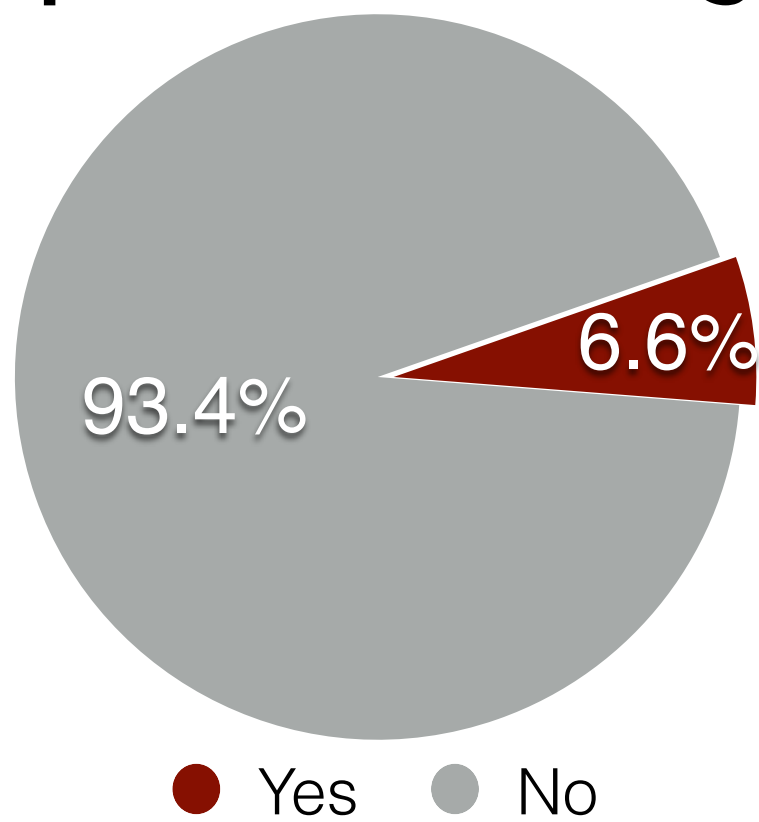
Age



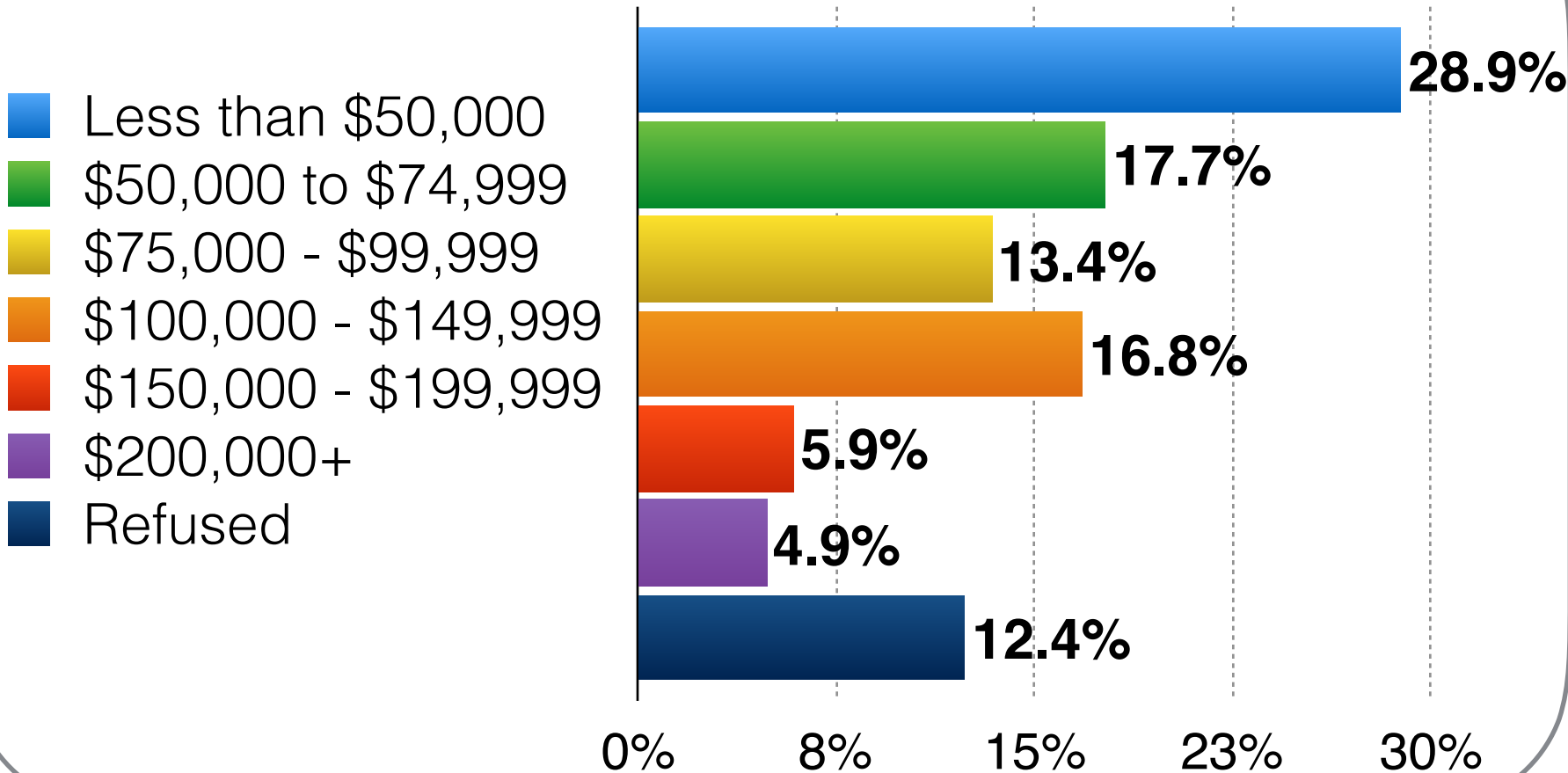
Children in Household



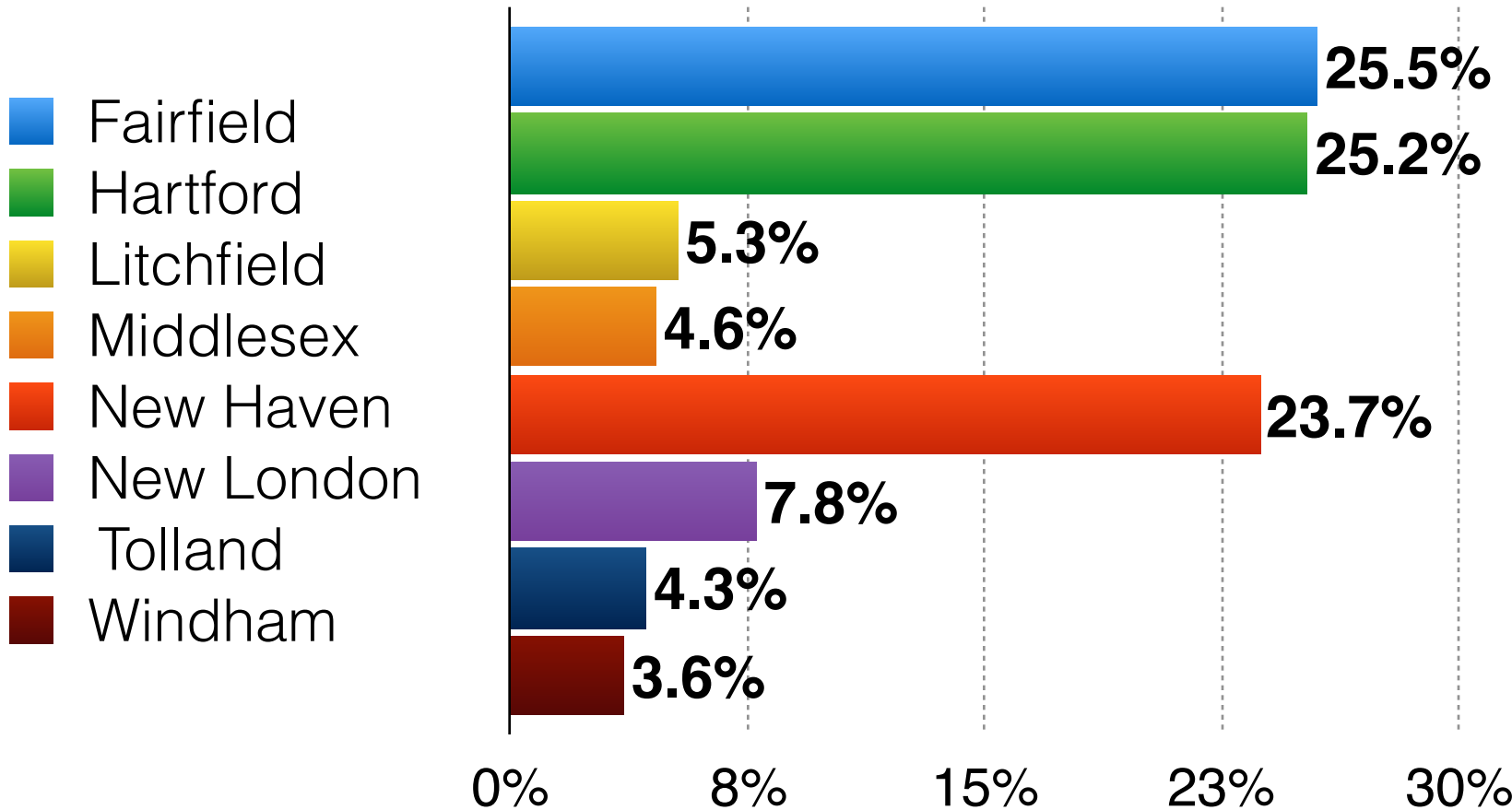
Hispanic/Latin Origin?



Income



County of Residence



Ethnicity

