

What Makes The West “Great”

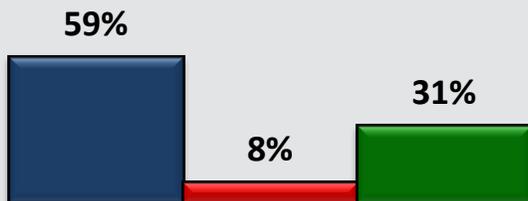
Voters in the West love where they live. They say their home states are headed in the right direction, enjoy the quality of life that the West affords them, and relish all the opportunities for outdoor recreation and spending time in nature that the West provides.



A clear majority (57%) of voters in the West say their state is headed in the right direction, with only voters in New Mexico expressing pessimism. Voters in Utah (73% right direction), Colorado (63%) and Montana (61%) are especially optimistic about the direction of their home state. This stands in stark relief to grimmer views of the direction of the nation as a whole (28% right direction, 59% wrong track.)

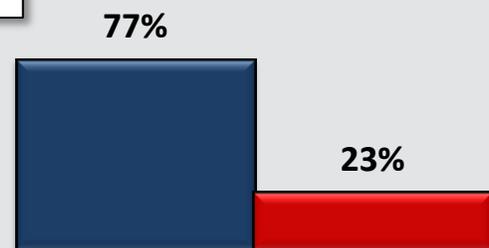
Western state voters also say they enjoy a high quality of life, especially when compared to the rest of the country. Fully 59% say the quality of life in their state is better than the rest of the country, while just 8% say it is worse. An even higher number, 77%, say that their quality of life is good or great, while only 20% say it is fair, and a scant 3% saying poor.

Quality of Life



Compared to Rest of Country

■ Better ■ Worse ■ Same

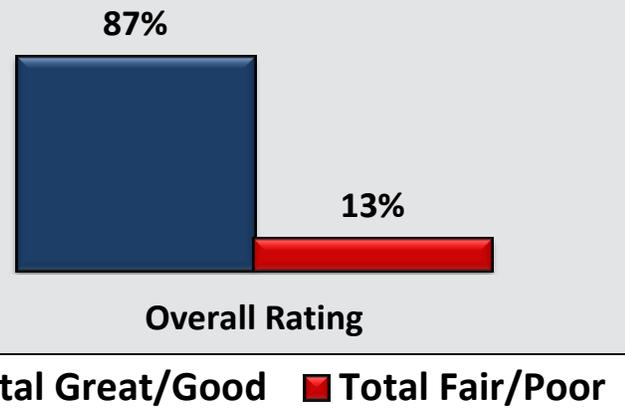
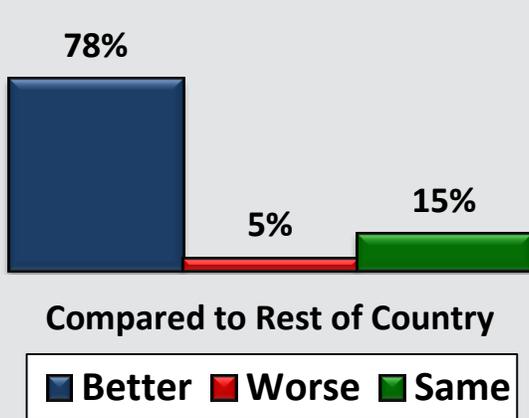


Overall Rating

■ Total Great/Good ■ Total Fair/Poor

Voters in the West are also big fans of all the opportunities for outdoor recreation and spending time in nature that are available in the West. Seventy-eight percent (78%) say that these opportunities are better in their state than in the rest of the country, and 87% rate the outdoor recreation opportunities in their state as good or great, with a significant majority (60%) saying great.

Opportunities for Outdoor Recreation



There is also a clear sentiment that the economy in Western states is better than it is in the rest of the country. A plurality (41%) say the economy in their state is better than the economy in the rest of the country, with just 22% saying their state's economy is in worst shape. Just over one-third (34%) say the economy in their state is the same as the economy in the rest of the country.

Utahans (70% better) and Coloradans (56% better) are especially pleased with the economy in their respective states.

Voters in these states point to natural features in their states and the outdoor opportunities it affords them as what they like most about living in the West. Voters are most likely to volunteer that they love the natural beauty, outdoor recreation and sportsmen activities, and less populated wide open spaces of the West than any other aspect of life.



“I think ... the recreation and the beauty... I like the wide openness of the land, I used to ride horses quite a bit. I really loved it, being able to get out and ride and discover wild mustang herds and stallions with their mares.”

- Female, NV, Ages 65+

“I just like the open spaces and the people. It's friendly there. I've been to other parts of the United States and people are not very friendly. I like the culture, I like the way of the people.”

- Female, NM, Ages 65+

“The mountains. The public land in the mountains. Just being able to get out and hike. I do a lot of hunting and fishing.”

- Male, MT, Ages 25-34

