



RESULTS OF THE NOVEMBER 2013 UTAH VOTER POLL
10 FEBRUARY 2014

About the Survey

Researchers at Brigham Young University's Center for the Study of Elections and Democracy invited members of the Utah Voter Poll panel, a group of voters who were recruited at polling places across Utah on Election Day in 2004, 2006, 2008, 2010, and 2012, to complete an online survey between November 15, 2013 and November 22, 2013. For more about the poll, see the methodology section below.

Contact

For further discussion of the results or methodology, please use the following contact information:

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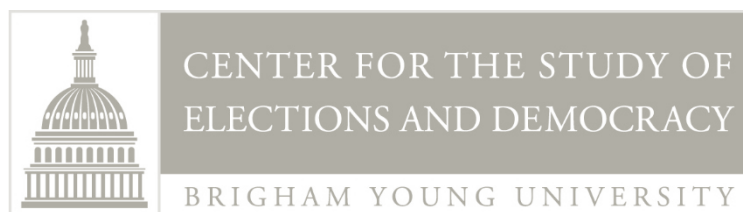
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Methodology

Survey Field Dates: November 15, 2013 – November 22, 2013.

Sample Size and Margin of Error:

In total, 973 respondents entered the survey; we have at least partial data from 973 respondents, while 904 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 904 is about + or – 3.04%. The Utah Voter Poll is drawn from the Utah Colleges Exit Poll, which has a sophisticated sample design. A “design effect” multiplier would make the margin of error slightly higher than this.

Response Rate:

The response rate for the Utah Voter Poll was 13.24% (see calculations below). Potential respondents were sent three invitations to participate, spaced a few days apart over the survey field period. Our decision to send three invitations follows standard practices for internet surveys seeking to maximize response rates with minimal field time and disruption to potential respondents.

Response rate calculation:

Total email addresses sent invitations: 7,037

Total valid email addresses that received at least one email: 6,984

Total accessed surveys: 973

Completed surveys: 904

$$\text{AAPOR Response Rate 1} = \frac{\text{Completed}}{\text{Total}} = \frac{904}{7,037} = 12.85\%$$

$$\text{AAPOR Response Rate 2} = \frac{\text{Completed+Partial}}{\text{Total}} = \frac{973}{7,037} = 13.83\%$$

Weighting:

The raw data were statistically adjusted using a technique called “rim weighting” to correct for potential nonresponse error and potential coverage error. Nonresponse error would occur if the non-respondents from our sampling pool (the email addresses collected on Election Day 2004, 2006, 2008, 2010, and 2012) differed significantly from our actual respondents on their responses to the survey items. Coverage error would occur if the group that opted into the Utah Voter Poll on Election Day differed significantly from the group that we are really trying to survey and draw inferences about (all Utah voters). It is impossible to be absolutely certain about the existence of nonresponse and coverage error, and when weighting, we use what we know about nonresponse and coverage to minimize the chances of nonresponse error and coverage error.

Utah has very high computer ownership and internet access rates among the general population. These rates are likely to be even higher among voters. Some literature suggests web surveys will tend to over-represent people with higher incomes, higher levels of education, younger people, and men. Our weighting procedure was designed to take the distributions for age, education, income, gender, race, and religion from the 2010 and 2012 KBYU/Utah Colleges Exit Polls and use them to statistically adjust the data so that respondents belonging to overrepresented groups are given less weight in the analysis and those in underrepresented groups are given more

weight. Rim weighting is a technique that applies the weights iteratively, one variable at a time, until the distributions for all of the variables of interest closely reflect their targets. The data were weighted by education, age, income, gender, race, and religion.

2013 NOVEMBER UTAH VOTER POLL RESULTS

Last Modified: 02/10/2014

1. Governor Herbert Approval

Answer	Response	%
Strongly approve	164	17%
Approve	573	61%
Disapprove	164	17%
Strongly disapprove	42	5%
Total	943	100%

2. For each of the following persons, please indicate whether you have a favorable or unfavorable impression:

Question	Very Unfavorable	Somewhat Unfavorable	Somewhat Favorable	Very Favorable	No Opinion	Total Responses
Gary Herbert	6%	16%	42%	33%	3%	933
Orrin Hatch	22%	27%	34%	15%	2%	934
Mike Lee	43%	13%	15%	25%	4%	933
Jim Matheson	12%	23%	40%	21%	4%	933
John Swallow	47%	27%	12%	2%	12%	932

3. Should the U.S. Supreme Court base its rulings on its understanding of what the U.S. Constitution meant as it was originally written, or should the court base its rulings on its understanding of what the US Constitution means for today?

Answer	Response	%
What it meant as originally written	416	45%
What it means for today	194	21%
Somewhere in between	323	34%
Total	933	100%

4. Please place yourself on the following scale.

Answer	Response	%
The United States Constitution is an enduring document that remains relevant today.	445	48%
	216	23%
	110	12%
Agree equally with both statements.	103	11%
	39	4%
	13	1%
The United States Constitution is an outdated document that needs to be modernized.	8	1%
Total	934	100%

Questions 5-9 are part of a project from a CSED student fellow measuring factual political knowledge. These questions were open-ended, so responses are not included. Correct answers are given below the question.

5. How much of a majority is required for the U.S. Senate and House of Representatives to override a presidential veto?

Correct Answer	2/3 majority
% Correct	65%
Total Responses	866

6. What party is more conservative than the other at the national level?

Correct Answer	The Republican Party
% Correct	86%
Total Responses	905

7. Please indicate which public office Joe Biden currently holds:

Correct Answer	Vice-President
% Correct	91%
Total Responses	912

8. Whose responsibility is it to determine if a law is constitutional or not?

Correct Answer	The Supreme Court
% Correct	88%
Total Responses	906

9. What party has the most members in the House of Representatives in Washington DC?

Correct Answer	The Republican Party
% Correct	81%
Total Responses	904

10. As you may know, the media have reported several accusations about the activities of Attorney General John Swallow. Based on what you have heard or read, which of the following statements best describes your view of what John Swallow might have done?

Answer	Response	%
John Swallow has done something illegal.	281	31%
John Swallow has done nothing illegal, but has done something unethical.	573	63%
John Swallow has done nothing unethical.	51	6%
Total	905	100%

11. Given the accusations against Attorney General John Swallow, do you think the Utah House of Representatives should continue its investigation of him or not?

Answer	Response	%
Definitely not continue	61	6%
Probably not continue	127	14%
Probably continue	236	26%
Definitely continue	403	44%
Don't know/ No opinion	90	10%
Total	917	100%

12. A Utah House of Representatives committee recently raised suspicion that data missing from Attorney General John Swallow's computers was deliberately destroyed. Swallow's attorney said that he never deleted emails to hide anything. Which of the following comes closer to your view about the allegations?

Answer	Response	%
The missing emails were ordered destroyed because they would have proved Swallow was guilty.	614	68%
People should give Swallow the benefit of the doubt in the missing emails.	283	32%
Total	897	100%

13. Thinking about everything you have read or heard about the John Swallow situation, which of the following comes closest to your view of what should happen right now?

Answer	Response	%
John Swallow should resign.	708	78%
John Swallow should stay in office.	196	22%
Total	904	100%

14. A proposed initiative seeks to change our electoral system so that Utahns "select political party nominees through a direct vote of the people in a regular primary election." Currently, Utah's system for choosing nominees includes neighborhood caucuses and a state party convention, where party members can meet to discuss the candidates and choose a nominee. In regards to Utah's electoral system, which of the following comes closer to your views?

Answer	Response	%
Utah should retain the caucus/convention system for nominating candidates.	249	27%
Utah should move to a primary system for nominating candidates.	588	64%
Don't Know	83	9%
Total	920	100%

15. Some people advocate for more participation where people can vote directly on issues. Other individuals believe the decisions about public policy should be left to the elected officials. Which position comes closest to the way you think?

Answer	Response	%
Allow people to vote directly on more issues.	300	33%
	248	27%
Agree equally with both statements.	208	23%
	113	12%
Leave policy decisions to the elected officials.	51	5%
Total	920	100%

16. To what extent do you agree or disagree with the following statements:

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
I really enjoy talking about politics with others.	19%	36%	25%	14%	6%	917
Candidates for the two political parties should be selected by those who care the most about politics.	5%	13%	25%	37%	20%	917
Political parties should have the right to choose how candidates are nominated.	6%	24%	18%	35%	17%	917

17. To what extent do you agree or disagree with the following statements:

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
A direct primary is more fair than a caucus.	26%	38%	19%	10%	7%	916
Those attempting to create a direct primary care about the average voter.	18%	38%	27%	9%	8%	916
A caucus system is more likely to produce a candidate I agree with.	7%	16%	27%	30%	20%	916
A caucus makes politicians more likely to listen to people like me.	11%	19%	22%	28%	20%	916

18. To what extent do you agree or disagree with the following statements:

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
A primary gives an advantage to candidates who can raise the most money.	16%	37%	31%	13%	3%	912
A primary won't allow all different points of view to be considered.	7%	18%	22%	41%	12%	912
I would rather discuss politics at a caucus with others instead of vote on my own in a primary.	5%	17%	22%	35%	21%	912
A primary would result in my party choosing the best possible candidate.	14%	37%	31%	13%	5%	912
A delegate elected at a caucus should vote at the convention for a candidate who received the most support at the caucus	13%	40%	26%	14%	7%	912

Questions 19-20 are an experiment to understand the impact an endorsement can make, depending on who is the endorser. Respondents were randomly assigned to answer one question or the other, hence the small number of respondents per question.

19. Mike Leavitt, former Utah governor, has given his support to the initiative that wants to change the caucus system to a primary. Does this make you more or less likely to support the initiative?

Answer	Response	%
More likely	106	26%
Less likely	26	7%
Won't affect my view either way	264	67%
Total	396	100%

20. Gail Miller, wife of the late Utah Jazz owner Larry Miller, has given her support to the initiative that wants to change the caucus system to a primary. Does this make you more or less likely to support the initiative?

Answer	Response	%
More likely	40	10%
Less likely	22	6%
Won't affect my view either way	333	84%
Total	395	100%

21. Do you have a favorable or unfavorable impression of the political movement known as the Tea Party?

Answer	Response	%
Strongly favorable	113	12%
Somewhat favorable	194	21%
Somewhat unfavorable	154	17%
Strongly unfavorable	397	44%
Don't know / No opinion	53	6%
Total	911	100%

22. Do you consider yourself to be an active supporter of the Tea Party movement, or not?

Answer	Response	%
Yes	94	10%
No	723	80%
Don't know / No opinion	94	10%
Total	911	100%

Demographics

At the end of every Utah Voter Poll survey, we collect the demographic information of respondents. It is for classification purposes and is only used to yield better analysis. We never disclose the identity of any individual; we only report results for groups of people.

23. Gender

Answer	Response	%
Male	436	48%
Female	474	52%
Total	910	100%

24. Please select the year you were born:

Answer	Response	%
18-24	61	7%
25-34	145	16%
35-44	154	17%
45-54	163	18%
55-64	184	20%
65 and older	198	22%
Total	905	100%

25. Generally speaking, do you consider yourself to be a(n):

Answer	Response	%
Strong Democrat	74	8%
Not so strong Democrat	34	4%
Independent leaning Democrat	143	16%
Independent	93	10%
Independent leaning Republican	202	22%
Not so strong Republican	120	13%
Strong Republican	206	23%
Other	36	4%
Don't know	3	0%
Total	911	100%

26. On most political matters do you consider yourself:

Answer	Response	%
Strongly conservative	218	24%
Moderately conservative	329	36%
Neither, middle of the road	135	15%
Moderately liberal	157	17%
Strongly liberal	67	7%
Don't know	4	1%
Total	910	100%

27. What was the last year of school you completed?

Answer	Response	%
Some high school or less	8	1%
High school graduate	85	9%
Some college	299	33%
College graduate	314	35%
Post-graduate	205	22%
Total	911	100%

28. What, if any, is your religious preference?

Answer	Response	%
Protestant	59	7%
Catholic	34	4%
LDS / Mormon	636	70%
Jewish	4	0%
Other	37	4%
No preference / No religious affiliation	114	12%
Prefer not to say	26	3%
Total	910	100%

29. How active do you consider yourself in the practice of your religious preference?

Answer	Response	%
Very active	598	66%
Somewhat active	89	10%
Not very active	49	5%
Not active	75	8%
Does not apply / Prefer not to say	99	11%
Total	910	100%

30. What is your current employment status?

Answer	Response	%
Self-employed	94	11%
Employed by someone else	437	48%
Unemployed	16	2%
Homemaker	129	14%
Retired	184	20%
Student	49	5%
Total	909	100%

31. Are you:

Answer	Response	%
American Indian / Native American	3	0%
Asian	9	1%
Black / African American	2	0%
Hispanic / Latino	34	4%
White / Caucasian	845	93%
Pacific Islander	3	0%
Other	13	2%
Total	909	100%

32. Are you currently:

Answer	Response	%
Married	703	77%
Divorced	40	5%
Widowed	39	4%
Living with partner	16	2%
Single	112	12%
Total	910	100%

33. What do you expect your 2013 family income to be?

Answer	Response	%
Under \$25,000	91	10%
\$25,000 - \$39,999	113	13%
\$40,000 - \$49,999	84	9%
\$50,000 - \$74,999	207	23%
\$75,000 - \$99,999	177	20%
\$100,000 - \$124,999	94	11%
\$125,000 - \$149,999	89	10%
Over \$150,000	36	4%
Total	891	100%