



RESULTS OF THE JANUARY 2014 UTAH VOTER POLL
14 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 January 28, 2014 and February 4, 2014. 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:

Quin Monson, CSED Director, (801) 422-8017

Chris Karpowitz, CSED Associate Director, (801) 422-2788

The Center for the Study of Elections and Democracy

Brigham Young University

Phone: (801) 422-3716

Email: csed@byu.edu



Methodology

Survey Field Dates: January 28, 2014- February 4, 2014

Sample Size and Margin of Error:

In total, 1,008 respondents entered the survey; we have at least partial data from 989 respondents, while 910 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 910 is about +/- 3.03%. 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 13.05% (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: 6,975

Total valid email addresses that received at least one email: 6,921

Total accessed surveys: 1,008

Partially completed surveys: 989

Completed surveys: 910

$$\text{AAPOR Response Rate 1} = \frac{\text{Completed}}{\text{Total}} = \frac{910}{6,975} = 13.05\%$$

$$\text{AAPOR Response Rate 2} = \frac{\text{Completed+Partial}}{\text{Total}} = \frac{989}{6,975} = 14.18\%$$

For more information about AAPOR response rates, see

http://www.aapor.org/Response_Rates_An_Overview1.htm#Uv4--PldV8E

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. Raking 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.

2014 JANUARY UTAH VOTER POLL RESULTS

Last Modified: 02/14/2014

1. Governor Herbert Approval

Answer	Response	%
Strongly approve	123	13%
Approve	551	57%
Disapprove	220	23%
Strongly disapprove	70	7%
Total	964	100%

2. Do you approve or disapprove of how the Utah State Legislature is handling its job?

Answer	Response	%
Strongly approve	14	1%
Approve	497	53%
Disapprove	297	31%
Strongly disapprove	137	15%
Total	945	100%

3. 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	12%	20%	36%	29%	3%	948
Orrin Hatch	24%	27%	32%	15%	2%	949
Mike Lee	38%	15%	16%	25%	6%	948
Becky Lockhart	14%	19%	22%	7%	38%	945
Jason Chaffetz	26%	16%	21%	26%	11%	946
Ben McAdams	3%	8%	27%	16%	46%	941

Questions 4-5 are part of a project measuring support for different versions of an amendment regarding the definition of marriage. Question 4 is direct wording from Amendment 3 while question 5 is the shortened version. Respondents were randomly assigned to answer one of the two questions.

4. Suppose an election were being held tomorrow to vote on the following amendment to the Utah Constitution:

“Marriage consists only of the legal union between a man and a woman. No other domestic union, however denominated, may be recognized as a marriage or given the same or substantially equivalent legal effect.”

Would you vote for or against this amendment?

Answer	Response	%
I would vote for this amendment.	266	57%
I would vote against this amendment.	203	43%
Total	469	100%

5. Suppose an election were being held tomorrow to vote on the following amendment to the Utah Constitution:

“Marriage consists only of the legal union between a man and a woman.”

Would you vote for or against this amendment?

Answer	Response	%
I would vote for this amendment.	302	63%
I would vote against this amendment.	177	37%
Total	479	100%

6. The state legislature began its 2014 session this week. Which of the following issues is most important for the legislature to take up this year? Please rank the following options by clicking on an option and dragging it.

Answer	Average Rank	Standard Error
Reforming the caucus and convention system for nominating candidates	5.11	0.09
Funding for education	2.69	0.08
Laws regulating the availability of alcohol	6.26	0.08
Laws about gay rights	5.55	0.10
Air quality and other environmental issues	3.29	0.09
Medicaid expansion	4.57	0.09
Funding for transportation and road/highway repair	4.52	0.08
Reforming campaign finance laws	8.10	0.11
Other	4.89	0.08
Total	929	929

7. Next, we would like you to think about the characteristics of a good judge -- that is, what a good judge ought to be like. How important would you say it is for a good judge to ...

Question	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important	Total Responses
Strictly follow the law no matter what people in the country may want.	4%	10%	12%	39%	35%	928
Try to maintain the appearance of being fair and impartial no matter what the cost.	4%	4%	10%	32%	50%	931
Be especially concerned about protecting people without power from people and groups with power.	2%	4%	13%	34%	47%	929
Stay entirely independent of the president and the government.	4%	4%	10%	29%	53%	928
Respect existing Supreme Court decisions by changing the law as little as possible.	5%	10%	16%	42%	27%	925
Uphold the values of those who wrote our constitution two hundred years ago.	5%	5%	10%	23%	57%	932

8. Next, we would like you to think about the role of the U.S. Supreme Court in our system of government. Please indicate how much you agree or disagree with each of the following statements.

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses
The right of the Supreme Court to decide certain types of controversial issues should be reduced.	17%	28%	21%	25%	9%	932
If the Supreme Court started making a lot of decisions that most people disagreed with, it might be better to do away with the Supreme Court altogether.	37%	35%	13%	10%	5%	932
The Supreme Court can usually be trusted to make decisions that are right for the country as a whole.	7%	24%	27%	36%	6%	932
The Supreme Court gets too mixed up in politics.	6%	13%	18%	37%	26%	932

Questions 9-10 are an experiment to understand how respondents balance the rights of majorities and minorities in different situations. Respondents were randomly assigned to answer one of the two questions.

9. Recently, the state of Utah was sued because it would not perform or recognize same-sex marriage, and a judge found the state's marriage law, which was enacted by the majority, to be unconstitutional. The case is currently being appealed, and one of the issues is how to balance the rights of majority and minority groups. In your opinion, what is the most important value for judges on the appeals court to follow when deciding this case? Select the radio button that comes closest to your view.

Judges should follow the will of the majority, even if minority groups feel their rights have been violated.	2	3	Judges should protect the rights of minority groups, even if that goes against the will of the majority.	Total Responses
22%	33%	19%	26%	461

10. Recently, the owners of a photography studio in New Mexico were sued because they refused on religious grounds to take photos of a gay couple's wedding, and a judge found that the owners of the photography studio had violated the state's anti-discrimination law, which was enacted by the majority. The case is currently being appealed, and one of the issues is how to balance the rights of majority and minority groups. What is the most important value for judges on the appeals court to follow when deciding this case? Select the radio button that comes closest to your view.

Judges should follow the will of the majority, even if minority groups feel their rights have been violated.	2	3	Judges should protect the rights of minority groups, even if that goes against the will of the majority.	Total Responses
17%	24%	32%	27%	447

Questions 11-16 are part of a project by a CSED student fellow to better understand public opinion about healthcare.

11. Select the point along the scale toward the statement that is closer to your opinion.

Answer	Response	%
Access to healthcare is a universal right that our government has a responsibility to provide to us all.	185	20%
	102	11%
	89	10%
No opinion	30	3%
	132	14%
	178	19%
Access to healthcare is a privilege that the individual alone has a responsibility to provide.	217	23%
Total	933	100%

12. Select the point along the scale toward the statement that is closer to your opinion.

Answer	Response	%
Regardless of the suffering, the government should not provide healthcare for everybody.	122	13%
	156	17%
	185	20%
No opinion	39	4%
	180	19%
	100	11%
Regardless of the cost, the government should provide healthcare for everybody.	146	16%
Total	928	100%

Questions 13-16 are part of an experiment by a CSED student fellow to measure how the portrayal of healthcare affects the respondents' attitudes about the issue. Respondents were randomly assigned to answer one of the questions.

13. While considering the best way to think about healthcare services, please indicate the extent to which you agree or disagree with the following statements.

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
Healthcare services are 'private goods' that people should buy somewhat like cars and televisions, and based on what they want and can afford.	17%	34%	11%	22%	16%	232
Basic healthcare services should be available to everyone, like public education, but people who can afford to should be able to buy more or better care, similar to paying for private schools.	20%	43%	12%	15%	10%	231
All effective healthcare services should be universally available, provided to everyone as a right of citizenship and based on the services they need.	20%	20%	14%	22%	24%	231

14. While considering the best way to think about healthcare services provided by your own doctor, nurse, or other health professional at the local hospital or your family clinic, please indicate the extent to which you agree or disagree with the following statements.

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
Healthcare services are 'private goods' that people should buy somewhat like cars and televisions, and based on what they want and can afford.	18%	34%	16%	19%	13%	227
Basic healthcare services should be available to everyone, like public education, but people who can afford to should be able to buy more or better care, similar to paying for private schools.	18%	41%	18%	14%	9%	227
All effective healthcare services should be universally available, provided to everyone as a right of citizenship and based on the services they need.	12%	20%	16%	27%	25%	227

15. While considering the best way to think about healthcare services provided by HMO's, Medicaid, private insurance, and hospital chains, please indicate the extent to which you agree or disagree with the following statements.

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
Healthcare services are 'private goods' that people should buy somewhat like cars and televisions, and based on what they want and can afford.	19%	31%	14%	25%	11%	231
Basic healthcare services should be available to everyone, like public education, but people who can afford to should be able to buy more or better care, similar to paying for private schools.	20%	42%	15%	17%	6%	233
All effective healthcare services should be universally available, provided to everyone as a right of citizenship and based on the services they need.	17%	28%	14%	21%	20%	232

16. While considering the best way to think about healthcare services for illnesses that range from the basic flu or asthma to the most advanced stages of cancer or emergency treatment for trauma victims, please indicate the extent to which you agree or disagree with the following statements.

Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses
Healthcare services are 'private goods' that people should buy somewhat like cars and televisions, and based on what they want and can afford.	16%	28%	15%	18%	23%	233
Basic healthcare services should be available to everyone, like public education, but people who can afford to should be able to buy more or better care, similar to paying for private schools.	17%	39%	15%	18%	11%	233
All effective healthcare services should be universally available, provided to everyone as a right of citizenship and based on the services they need.	21%	22%	12%	24%	21%	233

Questions 17-23 are part of an experiment to better understand how different ways of asking the question affect responses about gay marriage. Respondents were randomly to answer one of the three question sets.

Set 1

17. Which of the following comes closest to your view?

Answer	Response	%
Gay couples should be allowed to legally marry.	98	32%
Gay couples should be allowed to form civil unions but not legally marry.	129	42%
There should be no legal recognition of a gay couple's relationship.	77	25%
Total	304	100%

Set 2- Respondents were guided to a follow-up question only if they answered “not sure” or “no” to question 18 or 19.

18. Should gay couples be allowed to legally marry?

Answer	Response	%
Yes	107	35%
Not sure	25	8%
No	175	57%
Total	307	100%

19. Should gay couples be allowed to form civil unions but not legally marry?

Answer	Response	%
Yes	119	62%
Not sure	36	19%
No	38	19%
Total	193	100%

20. Should there be any legal recognition of a gay couple's relationship?

Answer	Response	%
Yes	114	62%
Not sure	22	12%
No	47	26%
Total	184	100%

Set 3- Respondents were guided to a follow-up question only if they answered “no” to question 21 or 22.

21. Should gay couples be allowed to legally marry?

Answer	Response	%
Yes	132	43%
No	174	57%
Total	306	100%

22. Should gay couples be allowed to form civil unions but not legally marry?

Answer	Response	%
Yes	133	79%
No	34	21%
Total	167	100%

23. Should there be any legal recognition of a gay couple's relationship?

Answer	Response	%
Yes	133	77%
No	40	23%
Total	173	100%

Questions 24-25 are part of what is called a “list experiment.” Respondents were randomly assigned to answer one of the questions.

24. One issue that has come up recently is decency standards for what appears on network television. Below is a list of things that some people might find objectionable if shown during evening hours when children may be watching. Please indicate how many of the following items you find objectionable. You do not need to indicate which items you find objectionable, just how many.

- Someone violently and repeatedly stabbing another person in the chest.
- A character uttering swear or curse words that are bleeped out.
- A bedroom scene with brief female nudity.
- An individual drinking alcohol in a social setting.

Answer	Response	%
0	34	7%
1	77	17%
2	107	23%
3	135	29%
4	112	24%
Total	465	100%

Statistic	Value
Mean	2.46
Standard Error	0.08
Total Responses	465

25. One issue that has come up recently is decency standards for what appears on network television. Below is a list of things that some people might find objectionable if shown during evening hours when children may be watching. Please indicate how many of the following items you find objectionable. You do not need to indicate which items you find objectionable, just how many.

- Someone violently and repeatedly stabbing another person in the chest.
- A character uttering swear or curse words that are bleeped out.
- A bedroom scene with brief female nudity.
- An individual drinking alcohol in a social setting.
- Two men kissing each other at their same-sex wedding.

Answer	Response	%
0	26	6%
1	52	11%
2	67	15%
3	105	23%
4	121	26%
5	86	19%
Total	457	100%

Statistic	Value
Mean	3.09
Standard Error	0.09
Total Responses	457

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.

26. Gender

Answer	Response	%
Male	443	48%
Female	477	52%
Total	920	100%

27. Please select the year you were born:

Answer	Response	%
18-24	64	7%
25-34	150	16%
35-44	150	16%
45-54	160	17%
55-64	187	21%
65 and older	208	23%
Total	919	100%

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

Answer	Response	%
Strong Democrat	82	9%
Not so strong Democrat	34	4%
Independent leaning Democrat	129	14%
Independent	116	12%
Independent leaning Republican	193	21%
Not so strong Republican	122	13%
Strong Republican	181	20%
Other	46	5%
Don't know	19	2%
Total	922	100%

29. On most political matters do you consider yourself:

Answer	Response	%
Strongly conservative	210	23%
Moderately conservative	324	35%
Neither, middle of the road	126	14%
Moderately liberal	168	18%
Strongly liberal	85	9%
Don't know	8	1%
Total	921	100%

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

Answer	Response	%
Some high school or less	0	0%
High school graduate	88	10%
Some college	305	33%
College graduate	325	35%
Post-graduate	204	22%
Total	922	100%

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

Answer	Response	%
Protestant	67	7%
Catholic	35	4%
LDS / Mormon	634	69%
Jewish	5	1%
Other	45	5%
No preference / No religious affiliation	113	12%
Prefer not to say	21	2%
Total	920	100%

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

Answer	Response	%
Very active	599	65%
Somewhat active	97	11%
Not very active	60	6%
Not active	72	8%
Does not apply / Prefer not to say	92	10%
Total	920	100%

33. What is your current employment status?

Answer	Response	%
Self-employed	87	10%
Employed by someone else	435	47%
Unemployed	17	2%
Homemaker	132	14%
Retired	199	22%
Student	50	5%
Total	920	100%

34. Are you:

Answer	Response	%
American Indian / Native American	4	1%
Asian	6	1%
Black / African American	1	0%
Hispanic / Latino	35	3%
White / Caucasian	856	93%
Pacific Islander	2	0%
Other	14	2%
Total	918	100%

35. Are you currently:

Answer	Response	%
Married	698	76%
Divorced	45	5%
Widowed	38	4%
Living with partner	30	3%
Single	108	12%
Total	919	100%

36. Do you have a friend, colleague, or family member who is gay? Please check all that apply.

Answer	Response	%
Friend	514	56%
Colleague	284	31%
Family member	385	42%
I do not have a friend, colleague, or family member who is gay.	211	23%

Answer	Response	%
I do have a friend, colleague, or family member who is gay.	706	77%
I do not have a friend, colleague, or family member who is gay.	211	23%
Total	917	100%

37. What do you expect your 2014 family income to be?

Answer	Response	%
Under \$25,000	93	10%
\$25,000 - \$39,999	126	14%
\$40,000 - \$49,999	85	9%
\$50,000 - \$74,999	188	21%
\$75,000 - \$99,999	193	21%
\$100,000 - \$124,999	86	10%
\$125,000 - \$149,999	44	5%
Over \$150,000	89	10%
Total	904	100%