



RESULTS OF THE OCTOBER 2014 UTAH VOTER POLL  
24 OCTOBER 2014

**Information 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 October 15, 2014 and October 22, 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:

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Note: Additional questions fielded on this survey are not included on this topline. Those questions were part of student and other academic projects and will be reported later. If you would like to see the results of those projects, please contact the Utah Voter Poll using the contact information above.

The Center for the Study of Elections and Democracy (CSED) at Brigham Young University is a nonpartisan academic research center seeking to increase knowledge about the practice of American democracy. CSED is committed to the production and dissemination of research that meets high academic standards, is useful to policy makers, and informs citizens. Those who are interested in additional details about the results, including additional analysis or raw data, should contact CSED for more information. Neither CSED nor the Utah Voter Poll are affiliated with any political party or candidate.

## **Methodology**

Survey Field Dates: October 15, 2014 – October 22, 2014

### *Sample Size and Margin of Error:*

In total, 812 respondents entered the survey; we have at least partial data from 812 respondents, and 733 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 733 is about + or – 3.42%. The Utah Voter Poll sample is drawn from the Utah Colleges Exit Poll sample, which has a sophisticated sample design. A “design effect” multiplier would make the margin of error slightly higher than this.

While our statewide sample has been randomly selected, our panelists self-select to participate in the survey. Therefore, we cannot guarantee a random sample of respondents from each congressional district. The margin of error will be greater for each question regarding vote choice for the Representative in each congressional district since there are fewer respondents per district as compared to the overall respondent pool.

### *Response Rate:*

The response rate for the Utah Voter Poll was 10.60% (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: 6,952

Total valid email addresses that received at least one email: 6,915

Total accessed surveys: 812

Completed surveys: 733

Response rate =  $733/6,915 = 10.60\%$

### *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 when the weights are applied 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. At the end of the weighting process, the weights were trimmed at the 1<sup>st</sup> and 99<sup>th</sup> percentiles to prevent outliers from skewing the results.

**1. Governor Herbert Approval**

Answer	Response	%
Strongly approve	111	14%
Approve	483	62%
Disapprove	136	17%
Strongly disapprove	57	7%
Total	787	100%

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

Answer	Response	%
Strongly approve	20	3%
Approve	432	55%
Disapprove	225	29%
Strongly disapprove	107	13%
Total	784	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	9%	18%	41%	29%	3%	782
Orrin Hatch	26%	24%	33%	15%	2%	782
Mike Lee	31%	13%	23%	27%	6%	782
Jim Matheson	10%	17%	44%	24%	5%	782

**4. How likely are you to vote in the upcoming November 4th general election?**

Answer	Response	%
Very likely	714	91%
Somewhat Likely	59	8%
Not very likely	3	0.5%
Not at all likely	2	0%
Don't know/ Not sure	3	0.5%
Total	781	100%

**5. Suppose the special election for Utah Attorney General were held today. Would you vote for:**

Answer	Response	%
Sean D. Reyes, Republican	364	47%
Charles A. Stormont, Democrat	211	27%
W. Andrew McCullough, Libertarian	30	4%
Gregory G. Hansen, Constitution	19	2%
Leslie D. Curtis, American Independent	8	1%
Don't Know/ Someone else	139	18%
Do not plan on voting in this election	5	1%
Total	776	100%

**6. Please select the congressional district where you are registered to vote. If you are not sure which congressional district is yours, you can visit the Utah Lt. Governor's website (found here: <http://elections.utah.gov/map/district-maps>) to easily determine your congressional district. (Clicking on the link will open a separate webpage.)**

Answer	Response	%
1st District	134	23%
2nd District	143	24%
3rd District	109	18%
4th District	206	35%
Don't know	2	0%
Total	594	100%

Note: Only respondents whose congressional district was not already embedded in the panel answered this question, hence the lower response numbers.

**7. [Congressional District 1] Suppose the general election for the U.S. House of Representatives was held today. Would you vote for:**

Answer	Response	%
Rob Bishop, Republican	78	49.1%
Donna M. McAleer, Democrat	49	30.8%
Craig Bowden, Libertarian	5	3.2%
Dwayne A. Vance, American Independent	3	2.0%
Don't Know/Someone else	24	14.9%
Do not plan on voting in this election	0	0%
Total	159	100%

**8. [Congressional District 2] Suppose the general election for the U.S. House of Representatives was held today. Would you vote for:**

Answer	Response	%
Chris Stewart , Republican	83	43.3%
Luz Robles, Democrat	71	36.7%
Wayne L. Hill, Independent American	0	0%
Shaun McCausland, Constitution	5	2.8%
Bill Barron, Independent	3	1.4%
Don't Know/Someone else	30	15.8%
Do not plan on voting in this election	0	0%
Total	192	100%

**9. [Congressional District 3] Suppose the general election for the U.S. House of Representatives was held today. Would you vote for:**

Answer	Response	%
Jason Chaffetz, Republican	105	59.0%
Brian Wonnacott, Democrat	44	24.9%
Zach Strong, Independent American	2	0.9%
Ben J. Mates, Independent	1	0.6%
Stephen P. Tryon, Independent	0	0%
Don't Know/Someone else	23	14.1%
Do not plan on voting in this election	1	0.5%
Total	169	100%

**10. [Congressional District 4] Suppose the general election for the U.S. House of Representatives was held today. Would you vote for:**

Answer	Response	%
Mia B. Love, Republican	100	42.2%
Doug Owens, Democrat	108	45.8%
Jim L. Vein, Libertarian	8	3.6%
Tim Aalders, Independent American	1	0.5%
Collin Robert Simonsen, Constitution	3	1.3%
Don't Know/Someone else	16	6.6%
Do not plan on voting in this election	0	0%
Total	236	100%

**11. Below are several statements with which you might agree or disagree. Please indicate how much you agree or disagree with each statement.**

*In this question, respondents gave their opinions about a standard battery of statements designed to measure their attitudes about race in the United States today. Responses to these questions are part of an ongoing scholarly research project and will be made public in the future. We expect to have initial results from the research project no later than the summer of 2015. Please contact The Center for the Study of Elections and Democracy ([csed@byu.edu](mailto:csed@byu.edu) or 801-422-3716) for additional questions or clarification.*

## 12. How much racial discrimination is there in Utah today?

Answer	Response	%
A great deal	55	7%
A lot	110	14%
A moderate amount	267	35%
A little	295	39%
None at all	37	5%
Total	764	100%

On the following question, respondents were presented with a number of items that could be talked about in the upcoming legislative session in January 2015, and then were asked whether or not the legislature should prioritize working on them. All of the choices are listed below, and are presented in order of highest to lowest priority.

## 13. Should the Utah legislature prioritize working on the following issues in the next year?

Answer	% Yes
Reducing corruption among elected officials	88%
Improving the air quality of Utah	81%
Increasing spending on K-12 public education	74%
Developing tax incentives to encourage businesses to relocate to Utah	69%
Regulating campaign contributions to Utah politicians	66%
Expand access to health insurance for the poor	66%
Decreasing congestion on major roadways	65%
Helping recent college graduates find employment in Utah	63%
Reducing government regulations on the private sector	62%
Reforming the national Common Core State Standards initiative	62%
Increasing spending on higher education	59%
Lowering taxes in Utah	59%
Transferring more federally held land into state control	58%
Preventing further development in Utah's mountains and open spaces	56%
Decreasing income inequality	53%
Making it harder for illegal immigrants to stay in Utah	52%
Increasing Utah's minimum wage	47%
Reducing the number of abortions in Utah	47%
Developing a system of state funding in charter schools	43%
Preventing same sex-couples from marrying in Utah	42%
Expanding the list of places where people can carry concealed weapons	39%
Making it more difficult for people to purchase firearms	35%
Expanding access to unemployment benefits	33%



**14. The Salt Lake Tribune and The Deseret News have an operating agreement that allows them to share some costs of operating their two newspapers. How much have you heard about the operating agreement between The Salt Lake Tribune and The Deseret News?**

Answer	Response	%
A lot	88	12%
Some	245	33%
Very Little	186	25%
Nothing at all	229	30%
Total	748	100%

**15. How much do you agree or disagree with the following statements?**

Question	Strongly agree	Agree	Disagree	Strongly disagree	Total Responses
Utah needs two daily newspapers.	37%	44%	14%	5%	738
The Salt Lake Tribune is more likely to represent my point of view.	20%	21%	40%	19%	735

**16. Do you think the Department of Justice should investigate the operating agreement between The Deseret News and The Salt Lake Tribune?**

Answer	Response	%
Yes	260	35%
No	474	65%
Total	734	100%

**17. Below are some statements that some individuals might make about either of the daily papers in the state of Utah. Select whether you think the statement applies to The Salt Lake Tribune, The Deseret News, applies to both of them, or does not apply to either of them.**

Question	The Salt Lake Tribune	The Deseret News	Both	Neither	Total Responses
Reports fairly about the LDS Church	12%	44%	30%	14%	718
Is a liberal paper	68%	1%	5%	26%	726
Is biased	21%	24%	41%	14%	725
Performs the press' role as a watchdog	27%	5%	35%	33%	726
I read this paper regularly.	18%	19%	15%	48%	735
I prefer to read this paper.	31%	32%	8%	29%	735

**18. If Utah could only have one daily paper, which would you prefer?**

Answer	Response	%
The Salt Lake Tribune	292	40%
The Deseret News	376	51%
Other (please specify):	65	9%
Total	733	100%

**19. Which of the following comes closest to your view?**

Answer	Response	%
Gay couples should be allowed to legally marry.	257	35%
Gay couples should be allowed to form civil unions but not legally marry.	319	43%
There should be no legal recognition of a gay couple's relationship.	161	22%
Total	737	100%

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

Answer	Response	%
Strongly favorable	93	12%
Somewhat favorable	182	25%
Somewhat unfavorable	131	18%
Strongly unfavorable	284	38%
Don't know / No opinion	54	7%
Total	744	100%

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

Answer	Response	%
Yes	101	14%
No	553	74%
Don't know / No opinion	90	12%
Total	744	100%

## Demographics

### 22. Gender

Answer	Response	%
Male	343	46%
Female	401	54%
Total	744	100%

### 23. Age

Answer	Response	%
18-24	6	1%
25-34	142	19%
34-44	119	16%
45-54	129	17%
55-64	166	23%
65 or older	175	24%
Total	737	100%

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

Answer	Response	%
Strong Democrat	68	9%
Not so strong Democrat	31	4%
Independent leaning Democrat	114	15%
Independent	67	9%
Independent leaning Republican	178	24%
Not so strong Republican	86	12%
Strong Republican	140	19%
Other	52	7%
Don't know	4	1%
Total	740	100%

### 25. On most political matters do you consider yourself:

Answer	Response	%
Strongly conservative	159	22%
Moderately conservative	287	39%
Neither, middle of the road	101	14%
Moderately liberal	113	15%
Strongly liberal	69	9%
Don't know	8	1%
Total	737	100%

## 26. What was the last year of school you completed?

Answer	Response	%
Some high school or less	8	1%
High school graduate	32	4%
Some college	256	35%
College graduate	265	36%
Post-graduate	177	24%
Total	738	100%

## 27. What, if any, is your religious preference?

Answer	Response	%
Protestant	59	8%
Catholic	19	2%
LDS / Mormon	493	67%
Jewish	8	1%
Other	39	5%
No preference / No religious affiliation	101	14%
Prefer not to say	19	3%
Total	738	100%

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

Answer	Response	%
Very active	474	64%
Somewhat active	85	12%
Not very active	50	7%
Not active	53	7%
Does not apply / Prefer not to say	76	10%
Total	738	100%

## 29. What is your current employment status?

Answer	Response	%
Self-employed	93	13%
Employed by someone else	389	53%
Unemployed	16	2%
Homemaker	73	10%
Retired	129	17%
Student	38	5%
Total	738	100%

### 30. Are you: (check all that apply)

Answer	Response
American Indian / Native American	15
Asian	8
Black / African American	2
Hispanic / Latino	19
White / Caucasian	703
Pacific Islander	7
Other	15

### 31. Are you currently:

Answer	Response	%
Married	538	73%
Divorced	46	6%
Widowed	25	3%
Living with partner	20	3%
Single	108	15%
Total	737	100%

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

Answer	Response	%
Under \$25,000	79	11%
\$25,000 - \$39,999	107	15%
\$40,000 - \$49,999	69	10%
\$50,000 - \$74,999	145	20%
\$75,000 - \$99,999	143	20%
\$100,000 - \$124,999	76	10%
\$125,000 - \$149,999	30	4%
Over \$150,000	72	10%
Total	721	100%

### 33. Finally, for quality control purposes, please rate your experience taking this poll. Would you consider the experience:

Answer	Response	%
Excellent	242	33%
Good	405	55%
Fair	71	9%
Poor	14	2%
Don't Know	4	1%
Total	736	100%