



RESULTS OF THE AUGUST 2015 UTAH VOTER POLL
26 AUGUST 2015

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, 2012, and 2014, to complete an online survey between August 11 and August 17, 2015. 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 regarding civic duty are not included in this topline. Those questions were part of student and other academic projects and will be reported publicly at a later date. If you would like to see the results of those projects, please contact the Utah Voter Poll using the contact information above.

If you would like to be added to the CSED press list and receive emails about new surveys and other results, please send an email using the contact information provided 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: August 11-17, 2015

Sample Size and Margin of Error:

In total, 1,393 respondents entered the survey; we have at least partial data from 1,380 respondents, and 1,311 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 1,311 is about + or – 2.5%. 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.

Response Rate:

The response rate for the Utah Voter Poll was 14.09% (see calculations below). Potential respondents were sent four invitations to participate, spaced a few days apart over the survey field period. Our decision to send four 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: 9,459

Total valid email addresses that received at least one email: 9,306

Total accessed surveys: 1,393

Completed surveys: 1,311

$$\text{Response rate} = \frac{\text{Completed surveys}}{\text{Received at least one email}} = \frac{1311}{9306} = 14.09\%$$

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, 2012, and 2014) 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 2012 and 2014 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 are trimmed at the 1st and 99th percentiles to prevent outliers from skewing the results.

August 2015 Utah Voter Poll Topline Report

Last Modified: 08/19/2015

1. Governor Herbert Approval

| Answer | Response | % |
|---------------------|----------|------|
| Strongly approve | 168 | 13% |
| Approve | 828 | 61% |
| Disapprove | 262 | 19% |
| Strongly disapprove | 92 | 7% |
| Total | 1,350 | 100% |

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

| Answer | Response | % |
|---------------------|----------|------|
| Strongly approve | 30 | 2% |
| Approve | 724 | 54% |
| Disapprove | 372 | 28% |
| Strongly disapprove | 210 | 16% |
| Total | 1,336 | 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 |
|-------------|------------------|----------------------|--------------------|----------------|------------|-----------------|
| Orrin Hatch | 27% | 28% | 29% | 14% | 2% | 1,334 |
| Mike Lee | 33% | 13% | 23% | 26% | 5% | 1,333 |

4. The following individuals have announced their candidacy or are very likely to do so for the 2016 presidential race. For the following, please indicate whether you have a favorable or unfavorable opinion of these people, or if you have never heard of them.

| Question | Favorable | Unfavorable | Never heard of | No opinion | Total Responses |
|-----------------|-----------|-------------|----------------|------------|-----------------|
| Jeb Bush | 39% | 49% | 1% | 11% | 1315 |
| Marco Rubio | 46 | 32 | 5 | 17 | 1317 |
| Ben Carson | 45 | 20 | 21 | 14 | 1318 |
| Scott Walker | 31 | 32 | 19 | 18 | 1316 |
| Mike Huckabee | 19 | 65 | 1 | 15 | 1310 |
| Rand Paul | 33 | 48 | 3 | 16 | 1314 |
| Ted Cruz | 33 | 46 | 5 | 16 | 1313 |
| Chris Christie | 24 | 60 | 3 | 13 | 1315 |
| Donald Trump | 22 | 73 | 0 | 5 | 1320 |
| Rick Perry | 19 | 54 | 6 | 21 | 1313 |
| Rick Santorum | 16 | 52 | 6 | 26 | 1315 |
| Carly Fiorina | 40 | 22 | 20 | 18 | 1316 |
| John Kasich | 24 | 17 | 36 | 23 | 1309 |
| Lindsey Graham | 9 | 47 | 16 | 28 | 1318 |
| Bobby Jindal | 19 | 32 | 26 | 23 | 1315 |
| Hillary Clinton | 28 | 69 | 0 | 3 | 1321 |
| Bernie Sanders | 33 | 36 | 14 | 18 | 1314 |
| Martin O'Malley | 5 | 20 | 55 | 20 | 1308 |
| Lincoln Chafee | 3 | 18 | 56 | 23 | 1308 |
| Jim Webb | 6 | 16 | 56 | 22 | 1304 |
| George Pataki | 7 | 24 | 34 | 35 | 1313 |
| Jim Gilmore | 2 | 15 | 57 | 26 | 1313 |

5. If the 2016 presidential election were being held today and the candidates were Hillary Clinton, the Democrat, and Donald Trump, the Republican, for whom would you vote?

| Answer | Response | % |
|-----------------|----------|------|
| Donald Trump | 662 | 54% |
| Hillary Clinton | 560 | 46% |
| Total | 1,222 | 100% |

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

| Answer | Response | % |
|-------------------------|----------|------|
| Strongly favorable | 160 | 12% |
| Somewhat favorable | 315 | 24% |
| Somewhat unfavorable | 213 | 16% |
| Strongly unfavorable | 537 | 41% |
| Don't know / No opinion | 89 | 7% |
| Total | 1,314 | 100% |

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

| Answer | Response | % |
|-------------------------|----------|------|
| Yes | 119 | 9% |
| No | 1,074 | 82% |
| Don't know / No opinion | 121 | 9% |
| Total | 1,314 | 100% |

Demographics

8. Gender

| Answer | Response | % |
|--------|----------|------|
| Male | 621 | 47% |
| Female | 694 | 53% |
| Total | 1,315 | 100% |

9. Please select the year you were born:

| Answer | Response | % |
|-------------|----------|------|
| 18-24 | 85 | 6% |
| 25-34 | 206 | 16% |
| 34-44 | 222 | 17% |
| 45-54 | 219 | 17% |
| 55-64 | 247 | 19% |
| 65 or older | 325 | 25% |
| Total | 1,304 | 100% |

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

| Answer | Response | % |
|--------------------------------|----------|------|
| Strong Democrat | 120 | 9% |
| Not so strong Democrat | 58 | 4% |
| Independent leaning Democrat | 217 | 17% |
| Independent | 120 | 9% |
| Independent leaning Republican | 300 | 23% |
| Not so strong Republican | 138 | 10% |
| Strong Republican | 289 | 22% |
| Other | 61 | 5% |
| Don't know | 10 | 1% |
| Total | 1,313 | 100% |

11. On most political matters do you consider yourself:

| Answer | Response | % |
|-----------------------------|----------|------|
| Strongly conservative | 327 | 25% |
| Moderately conservative | 439 | 33% |
| Neither, middle of the road | 182 | 14% |
| Moderately liberal | 238 | 18% |
| Strongly liberal | 118 | 9% |
| Don't know | 9 | 1% |
| Total | 1,313 | 100% |

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

| Answer | Response | % |
|--------------------------|----------|------|
| Some high school or less | 6 | 0% |
| High school graduate | 49 | 4% |
| Some college | 329 | 25% |
| College graduate | 470 | 36% |
| Post-graduate | 459 | 35% |
| Total | 1,313 | 100% |

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

| Answer | Response | % |
|--|----------|------|
| Protestant | 96 | 7% |
| Catholic | 60 | 5% |
| LDS / Mormon | 857 | 65% |
| Jewish | 4 | 0% |
| Other | 54 | 4% |
| No preference / No religious affiliation | 215 | 17% |
| Prefer not to say | 27 | 2% |
| Total | 1,313 | 100% |

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

| Answer | Response | % |
|------------------------------------|----------|------|
| Very active | 809 | 62% |
| Somewhat active | 135 | 10% |
| Not very active | 74 | 6% |
| Not active | 118 | 9% |
| Does not apply / Prefer not to say | 177 | 13% |
| Total | 1,313 | 100% |

15. What is your current employment status?

| Answer | Response | % |
|--------------------------|----------|------|
| Self-employed | 148 | 11% |
| Employed by someone else | 652 | 50% |
| Unemployed | 17 | 1% |
| Homemaker | 146 | 11% |
| Retired | 309 | 24% |
| Student | 39 | 3% |
| Total | 1,311 | 100% |

16. Are you: (check all that apply)

| Answer | Response |
|-----------------------------------|----------|
| American Indian / Native American | 21 |
| Asian | 12 |
| Black / African American | 4 |
| Hispanic / Latino | 39 |
| White / Caucasian | 1,257 |
| Pacific Islander | 4 |
| Other | 17 |

17. Are you currently:

| Answer | Response | % |
|---------------------|----------|------|
| Married | 976 | 74% |
| Divorced | 76 | 6% |
| Widowed | 68 | 5% |
| Living with partner | 29 | 2% |
| Single | 163 | 13% |
| Total | 1,312 | 100% |

18. What do you expect your 2015 family income to be?

| Answer | Response | % |
|-------------------|----------|------|
| Under \$40,000 | 279 | 22% |
| \$40,000-\$99,999 | 650 | 51% |
| Over \$100,000 | 353 | 27% |
| Total | 1,282 | 100% |

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

| Answer | Response | % |
|------------|----------|------|
| Excellent | 502 | 38% |
| Good | 661 | 51% |
| Fair | 126 | 9% |
| Poor | 14 | 1% |
| Don't Know | 9 | 1% |
| Total | 1,312 | 100% |