



RESULTS OF THE FEBRUARY 2015 UTAH VOTER POLL
23 FEBRUARY 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, 2012, and 2014, to complete an online survey between February 2, 2015 and February 9, 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:

Christopher F. Karpowitz, CSED Co-Director, ckarpowitz@byu.edu
Jeremy C. Pope, CSED Co-Director, jpope@byu.edu

The Center for the Study of Elections and Democracy
Brigham Young University
Phone: (801) 422-3716
Email: csed@byu.edu

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 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.

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: February 2, 2015 – February 9, 2015

Sample Size and Margin of Error:

In total, 1,547 respondents entered the survey; we have at least partial data from 1,547 respondents, and 1,374 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 1,374 is about + or – 2.45%. 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 14.34% (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: 9,728

Total valid email addresses that received at least one email: 9,580

Total accessed surveys: 1,521

Completed surveys: 1,374

$$\text{Response rate} = \frac{\text{Completed surveys}}{\text{Received at least one email}} = \frac{1374}{9580} = 14.34\%$$

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 were trimmed at the 1st and 99th percentiles to prevent outliers from skewing the results.

February 2015 Utah Voter Poll Topline

Last Modified: 02/20/2015

1. Governor Herbert Approval

Answer	Response	%
Strongly approve	180	12%
Approve	923	62%
Disapprove	306	21%
Strongly disapprove	77	5%
Total	1,486	100%

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

Answer	Response	%
Strongly approve	35	2%
Approve	792	54%
Disapprove	427	29%
Strongly disapprove	216	15%
Total	1,470	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	26%	27%	28%	16%	3%	1,453
Mike Lee	35%	13%	18%	27%	7%	1,451
Gary Herbert	10%	18%	42%	27%	3%	1,452
Sean Reyes	8%	14%	32%	22%	24%	1,449
Greg Hughes	8%	12%	21%	4%	55%	1,445

4. Would you favor or oppose a statewide law to protect Utahns against employment and housing discrimination on the basis of sexual orientation?

Answer	Response	%
Strongly oppose	100	7%
Somewhat oppose	93	7%
Neither oppose nor favor	199	14%
Somewhat favor	307	21%
Strongly favor	729	51%
Total	1,428	100%

5. Suppose that on Election Day you could vote on key issues as well as candidates. Would you vote for or against:

Question	Vote For	Vote Against	No Opinion	Total Responses
A law that would change the way the state's political parties choose their candidates by giving candidates the choice to go to a primary and skip the caucuses.	56%	28%	16%	1,427
A law that would limit the amount of money that the state's candidates for political office could raise from one person or interest.	81%	11%	8%	1,426
A law that would change the Attorney General from an elected position to one appointed by the Governor.	16%	74%	10%	1,428

6. Which statement comes closest to your view?

Answer	Response	%
Political parties are private associations and cannot be regulated by the state.	623	44%
Political parties are public institutions and can be regulated by the state.	780	56%
Total	1,403	100%

7. In the 2014 legislative session, a law was passed that leaves Utah's current caucus and convention system for nominating candidates in place, but also allows candidates to be added to a party's primary ballot by gathering a certain number of signatures. The law also requires political parties to adopt changes such as opening primaries to unaffiliated voters and allowing absentee voting at neighborhood caucus meetings. Do you approve or disapprove of this law?

Answer	Response	%
Strongly approve	259	18%
Approve	768	55%
Disapprove	280	20%
Strongly disapprove	104	7%
Total	1,411	100%

8. State law says that political parties need to receive a certain level of support from voters before their candidates can appear on the election ballot. Some say that this gives an unfair advantage to the two major political parties (Republicans and Democrats). Others say it keeps the election ballot from becoming too cluttered with candidates. Which position come closest to your view?

Answer	Response	%
All parties should receive access to the election ballot.	797	56%
Only those parties that receive a certain level of support should receive access to the ballot.	616	44%
Total	1,413	100%

9. Utah legislators are considering ending Utah's participation in daylight saving time. Please indicate your support or opposition for the following three options:

Question	Strongly oppose	Somewhat oppose	Neither support nor oppose	Somewhat support	Strongly support	Total Responses
Keep our current system, with clocks set forward in spring and back in fall	32%	16%	15%	13%	24%	1,321
Permanently keep clocks set forward an hour	25%	13%	21%	18%	23%	1,302
Permanently keep clocks set back an hour	28%	12%	23%	15%	22%	1,283

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

Answer	Response	%
Strongly favorable	197	14%
Somewhat favorable	276	20%
Somewhat unfavorable	212	15%
Strongly unfavorable	591	43%
Don't know / No opinion	103	8%
Total	1,379	100%

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

Answer	Response	%
Yes	170	13%
No	1,066	77%
Don't know / No opinion	142	10%
Total	1,378	100%

Demographics

12. Gender

Answer	Response	%
Male	646	47%
Female	731	53%
Total	1,377	100%

13. Age

Answer	Response	%
18-24	67	5%
25-34	228	17%
34-44	246	18%
45-54	233	17%
55-64	264	19%
65 or older	335	24%
Total	1,373	100%

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

Answer	Response	%
Strong Democrat	128	9%
Not so strong Democrat	63	4%
Independent leaning Democrat	239	17%
Independent	131	10%
Independent leaning Republican	306	22%
Not so strong Republican	163	12%
Strong Republican	285	21%
Other	50	4%
Don't know	9	1%
Total	1,374	100%

15. On most political matters do you consider yourself:

Answer	Response	%
Strongly conservative	284	21%
Moderately conservative	440	32%
Neither, middle of the road	221	16%
Moderately liberal	278	20%
Strongly liberal	145	11%
Don't know	7	1%
Total	1,375	100%

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

Answer	Response	%
Some high school or less	12	1%
High school graduate	136	10%
Some college	419	31%
College graduate	499	36%
Post-graduate	307	22%
Total	1,373	100%

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

Answer	Response	%
Protestant	99	7%
Catholic	58	4%
LDS / Mormon	905	66%
Jewish	6	0%
Other	54	4%
No preference / No religious affiliation	217	16%
Prefer not to say	35	3%
Total	1,374	100%

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

Answer	Response	%
Very active	807	59%
Somewhat active	160	12%
Not very active	80	6%
Not active	131	9%
Does not apply / Prefer not to say	196	14%
Total	1,374	100%

19. What is your current employment status?

Answer	Response	%
Self-employed	140	10%
Employed by someone else	660	48%
Unemployed	18	1%
Homemaker	193	14%
Retired	299	22%
Student	65	5%
Total	1,375	100%

20. Are you: (check all that apply)

Answer	Response
American Indian / Native American	21
Asian	12
Black / African American	2
Hispanic / Latino	40
White / Caucasian	1,315
Pacific Islander	4
Other	23

21. Are you currently:

Answer	Response	%
Married	1,063	77%
Divorced	76	6%
Widowed	43	3%
Living with partner	25	2%
Single	165	12%
Total	1,372	100%

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

Answer	Response	%
Under \$40,000	283	21%
\$40,000 - \$99,999	691	51%
\$100,00 or greater	370	28%
Total	1,344	100%

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

Answer	Response	%
Excellent	366	27%
Good	767	56%
Fair	203	15%
Poor	31	2%
Don't Know	7	0%
Total	1,374	100%