



RESULTS OF THE JUNE 2013 UTAH VOTER POLL  
17 JUNE 2013

**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 June 10, 2013 and June 16, 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:

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](mailto:csed@byu.edu)

## **Methodology**

Survey Field Dates: June 10, 2013 – June 16, 2013.

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

In total, 947 respondents entered the survey; we have at least partial data from 902 respondents, while 839 respondents completed the entire survey. The margin of error for a simple random sample with a sample size of 839 is about + or – 3.38%. 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 12.8% (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: 7,178

Total valid email addresses that received at least one email: 6,553

Total accessed surveys: 947

Completed surveys: 839

Response rate =  $839/6,553 = 12.8\%$

### *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 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.

# 2013 JUNE UTAH VOTER POLL RESULTS

Last Modified: 06/17/2013

## 1. Governor Herbert Approval

| Answer              | Response | %      |
|---------------------|----------|--------|
| Strongly approve    | 112      | 12.4%  |
| Approve             | 568      | 62.9%  |
| Disapprove          | 185      | 20.6%  |
| Strongly disapprove | 37       | 4.1%   |
| Total               | 902      | 100.0% |

## 2. Utah Legislature Approval

| Answer              | Response | %      |
|---------------------|----------|--------|
| Strongly approve    | 20       | 2.3%   |
| Approve             | 475      | 54.1%  |
| Disapprove          | 253      | 28.9%  |
| Strongly disapprove | 129      | 14.70% |
| Total               | 877      | 100.0% |

## 3. Do you approve or disapprove of the job Barack Obama is doing as President?

| Answer              | Response | %      |
|---------------------|----------|--------|
| Strongly approve    | 54       | 6.0%   |
| Approve             | 221      | 24.6%  |
| Disapprove          | 200      | 22.2%  |
| Strongly disapprove | 425      | 47.2%  |
| Total               | 900      | 100.0% |

**4. 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 | 7.58%            | 16.12%               | 44.42%             | 28.70%         | 3.18%      | 892             |
| Orrin Hatch  | 21.28%           | 26.24%               | 33.69%             | 17.54%         | 1.25%      | 890             |
| Mike Lee     | 27.48%           | 13.22%               | 24.35%             | 25.54%         | 9.40%      | 890             |
| Jim Matheson | 8.48%            | 21.03%               | 41.67%             | 23.52%         | 5.30%      | 888             |
| John Swallow | 44.08%           | 29.16%               | 10.32%             | 1.54%          | 14.91%     | 888             |

**5. In general, how much trust and confidence do you have in the mass media -- such as newspapers, television, radio, or the internet -- when it comes to reporting the news fully, accurately, and fairly?**

| Answer        | Response | %      |
|---------------|----------|--------|
| A great deal  | 29       | 3.2%   |
| A fair amount | 287      | 32.1%  |
| Not very much | 449      | 50.3%  |
| None at all   | 129      | 14.4%  |
| Total         | 894      | 100.0% |

**6. How much do you trust information when you hear it, see it, or read about it in each of the following places?**

| Question              | Not at all | Not very much | Some  | A great deal | Total Responses |
|-----------------------|------------|---------------|-------|--------------|-----------------|
| The Salt Lake Tribune | 9.6%       | 23.2%         | 52.0% | 15.2%        | 866             |
| The Deseret News      | 11.6%      | 21.0%         | 50.9% | 16.5%        | 866             |
| KSL Radio             | 9.6%       | 19.5%         | 53.5% | 17.4%        | 867             |
| KUTV CBS Channel 2    | 7.2%       | 19.0%         | 60.1% | 13.7%        | 876             |
| KSL NBC Channel 5     | 6.5%       | 21.7%         | 55.2% | 16.6%        | 880             |
| KSTU FOX Channel 13   | 13.7%      | 21.0%         | 53.3% | 12.0%        | 869             |

**7. Which of the following newspapers do you subscribe to? Check all that apply:**

| Answer                  | Response | %     |
|-------------------------|----------|-------|
| Salt Lake Tribune       | 196      | 21.9% |
| Deseret News            | 163      | 18.3% |
| Provo Daily Herald      | 34       | 3.8%  |
| Ogden Standard-Examiner | 59       | 6.61% |
| Other                   | 217      | 24.4% |

**8. Have you heard, read or seen anything recently about accusations involving Attorney General John Swallow?**

| Answer | Response | %      |
|--------|----------|--------|
| Yes    | 779      | 87.3%  |
| No     | 113      | 12.7%  |
| Total  | 892      | 100.0% |

**9. 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.                                 | 256      | 33.9%  |
| John Swallow has done nothing illegal, but has done something unethical. | 472      | 62.5%  |
| John Swallow has done nothing unethical.                                 | 27       | 3.6%   |
| Total  | 755      | 100.0% |

**10. Impeachment of a public official begins with a vote by the Utah House of Representatives to authorize a formal impeachment investigation. If the investigation finds enough evidence and the House votes to impeach, the Utah Senate then holds a trial and votes on whether the public official is removed from office. Given the accusations against Attorney General John Swallow, do you think the Utah House of Representatives should allow formal impeachment proceedings to begin or not?**

| Answer | Response | %      |
|--------|----------|--------|
| Yes    | 604      | 71.5%  |
| No     | 241      | 28.5%  |
| Total  | 845      | 100.0% |

**11. Which of the following comes closest to your view about why impeachment proceedings should not begin?**

| Answer  | Response | %      |
|---|----------|--------|
| I don't believe the accusations against Attorney General Swallow are true.          | 10       | 4.0%   |
| I don't think the accusations are serious enough.                                   | 12       | 5.0%   |
| I think the legislature should wait until the criminal investigations are complete. | 148      | 61.5%  |
| I think it would be too harmful to the state.                                       | 10       | 4.0%   |
| I don't know enough about the accusations to decide.                                | 61       | 25.5%  |
| Total   | 241      | 100.0% |

**12. If the state legislator representing you in the Utah House of Representatives voted to begin formal impeachment proceedings against Attorney General John Swallow, how would that affect your support for the legislator? A vote to begin impeachment proceedings would . . .**

| Answer                                   | Response | %      |
|--|----------|--------|
| Strongly increase my support             | 114      | 13.1%  |
| Somewhat increase my support             | 189      | 21.7%  |
| Neither increase nor decrease my support | 489      | 56.3%  |
| Somewhat decrease my support             | 51       | 5.8%   |
| Strongly decrease my support             | 27       | 3.1%   |
| Total                                    | 870      | 100.0% |



### 13. How much do you agree or disagree with the following statements about Attorney General John Swallow?

| Question  | Strongly Disagree | Somewhat Disagree | Neither | Somewhat Agree | Strongly Agree | Total Responses |
|---|-------------------|-------------------|---------|----------------|----------------|-----------------|
| He should only lose his job if he did something illegal.  | 22.2%             | 26.0%             | 8.8%    | 23.1%          | 19.9%          | 865             |
| He has been a victim of the media.  | 25.9%             | 14.4%             | 26.3%   | 27.7%          | 5.7%           | 858             |
| He can still be an effective attorney general.  | 34.9%             | 26.1%             | 18.3%   | 17.6%          | 3.1%           | 861             |
| The attorney general should not take campaign contributions from businesses he is supposed to regulate. | 1.9%              | 2.0%              | 4.8%    | 15.4%          | 75.9%          | 868             |
| He should lose his job if he did something unethical even if it was not illegal.                        | 3.6%              | 7.5%              | 11.5%   | 39.7%          | 37.7%          | 866             |

**14. 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.         | 660      | 78.4%  |
| John Swallow should stay in office. | 182      | 21.7%  |
| Total                               | 842      | 100.0% |

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

| Answer                  | Response | %      |
|-------------------------|----------|--------|
| Strongly favorable      | 129      | 15.3%  |
| Somewhat favorable      | 210      | 24.9%  |
| Somewhat unfavorable    | 146      | 17.3%  |
| Strongly unfavorable    | 316      | 37.5%  |
| Don't know / No opinion | 42       | 5.0%   |
| Total                   | 843      | 100.0% |

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

| Answer                  | Response | %     |
|-------------------------|----------|-------|
| Yes                     | 101      | 11.9% |
| No                      | 653      | 77.0% |
| Don't know / No opinion | 94       | 11.1% |
| Total                   | 848      | 100.0 |

## 17. Internet use

| Answer                                | Response | %      |
|---------------------------------------|----------|--------|
| Once or more a day                    | 803      | 94.6%  |
| A few times a week                    | 40       | 4.7%   |
| A few times a month                   | 6        | 0.7%   |
| Hardly ever                           | 0        | 0.0%   |
| I do not have access to the internet. | 0        | 0.0%   |
| Total                                 | 849      | 100.0% |

## 18. Of all the telephone calls that you receive, do you get...

| Answer  | Response | %     |
|---|----------|-------|
| All or almost all calls on a cell phone               | 446      | 52.8% |
| Some on a cell phone and some on a regular home phone | 281      | 33.3% |
| All or almost all calls on a regular home phone       | 117      | 13.8% |
| I do not currently have any type of phone             | 1        | 0.1%  |
| Total   | 845      | 100.0 |

## 19. Gender

| Answer | Response | %      |
|--------|----------|--------|
| Male   | 399      | 47.1%  |
| Female | 449      | 52.9%  |
| Total  | 848      | 100.0% |

## 20. Age:

| Age category | Response | %      |
|--------------|----------|--------|
| 18-24        | 75       | 9.5%   |
| 25-34        | 118      | 15.0%  |
| 35-44        | 121      | 15.4%  |
| 45-54        | 143      | 18.1%  |
| 55-64        | 167      | 21.2%  |
| 65 and older | 164      | 20.8%  |
| Total        | 785      | 100.0% |

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

| Answer                         | Response | %      |
|--------------------------------|----------|--------|
| Strong Democrat                | 83       | 9.8%   |
| Not so strong Democrat         | 23       | 2.8%   |
| Independent leaning Democrat   | 132      | 15.5%  |
| Independent                    | 82       | 9.6%   |
| Independent leaning Republican | 194      | 22.9%  |
| Not so strong Republican       | 101      | 11.8%  |
| Strong Republican              | 189      | 22.2%  |
| Other                          | 45       | 5.3%   |
| Don't know                     | 1        | .1%    |
| Total                          | 850      | 100.0% |

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

| Answer                      | Response | %      |
|-----------------------------|----------|--------|
| Strongly conservative       | 215      | 25.3%  |
| Moderately conservative     | 282      | 33.2%  |
| Neither, middle of the road | 143      | 16.8%  |
| Moderately liberal          | 134      | 15.8%  |
| Strongly liberal            | 67       | 7.9%   |
| Don't know                  | 9        | 1.0%   |
| Total                       | 850      | 100.0% |

### 23. How closely do you follow news and current events in Utah?

| Answer           | Response | %      |
|------------------|----------|--------|
| Very closely     | 286      | 33.7%  |
| Somewhat closely | 453      | 53.4%  |
| Not very closely | 103      | 12.1%  |
| Not at all       | 7        | 0.8%   |
| Total            | 849      | 100.0% |

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

| Answer                   | Response | %      |
|--------------------------|----------|--------|
| Some high school or less | 3        | 0.3%   |
| High school graduate     | 86       | 10.2%  |
| Some college             | 280      | 33.1%  |
| College graduate         | 285      | 33.7%  |
| Post-graduate            | 193      | 22.7%  |
| Total                    | 847      | 100.0% |

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

| Answer                                   | Response | %      |
|--|----------|--------|
| Protestant                               | 60       | 7.0%   |
| Catholic                                 | 41       | 4.8%   |
| LDS / Mormon                             | 584      | 68.7%  |
| Jewish                                   | 2        | 0.3%   |
| Other                                    | 36       | 4.2%   |
| No preference / No religious affiliation | 103      | 12.2%  |
| Prefer not to say                        | 23       | 2.8%   |
| Total                                    | 849      | 100.0% |

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

| Answer                             | Response | %     |
|------------------------------------|----------|-------|
| Very active                        | 541      | 64.0% |
| Somewhat active                    | 103      | 12.2% |
| Not very active                    | 48       | 5.6%  |
| Not active                         | 56       | 6.7%  |
| Does not apply / Prefer not to say | 97       | 11.5% |
| Total                              | 845      | 100.0 |

## 27. What is your current employment status?

| Answer                   | Response | %      |
|--------------------------|----------|--------|
| Self-employed            | 86       | 10.2%  |
| Employed by someone else | 428      | 50.6%  |
| Unemployed               | 17       | 2.0%   |
| Homemaker                | 96       | 11.3%  |
| Retired                  | 177      | 20.9%  |
| Student                  | 42       | 5.0%   |
| Total                    | 846      | 100.0% |

## 28. Are you:

| Answer                            | Response | %      |
|-----------------------------------|----------|--------|
| American Indian / Native American | 6        | 0.7%   |
| Asian                             | 10       | 1.2%   |
| Black / African American          | 2        | 0.2%   |
| Hispanic / Latino                 | 36       | 4.2%   |
| White / Caucasian                 | 780      | 92.2%  |
| Pacific Islander                  | 1        | 0.1%   |
| Other                             | 11       | 1.4%   |
| Total                             | 846      | 100.0% |

### 29. Are you currently:

| Answer              | Response | %      |
|---------------------|----------|--------|
| Married             | 630      | 74.5%  |
| Divorced            | 50       | 5.9%   |
| Widowed             | 40       | 4.8%   |
| Living with partner | 24       | 2.9%   |
| Single              | 101      | 11.9%  |
| Total               | 845      | 100.0% |

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

| Answer                | Response | %      |
|-----------------------|----------|--------|
| Under \$25,000        | 95       | 11.5%  |
| \$25,000 - \$39,999   | 119      | 14.5%  |
| \$40,000 - \$49,999   | 82       | 9.9%   |
| \$50,000 - \$74,999   | 175      | 21.3%  |
| \$75,000 - \$99,999   | 158      | 19.2%  |
| \$100,000 - \$124,999 | 79       | 9.5%   |
| \$125,000 - \$149,999 | 79       | 4.5%   |
| Over \$150,000        | 37       | 9.6%   |
| Total                 | 824      | 100.0% |

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

| Answer     | Response | %      |
|------------|----------|--------|
| Excellent  | 266      | 31.5%  |
| Good       | 454      | 53.8%  |
| Fair       | 110      | 13.1%  |
| Poor       | 11       | 1.3%   |
| Don't Know | 3        | 0.3%   |
| Total      | 844      | 100.0% |