



Key Research Utah Statewide Voter Survey, 2012 2nd Quarter
Interview Dates: June 12, 2012 - June 19, 2012

Topline Results and Methodology

**Because of rounding, some percentages do not add to 100%.

INTRO.

Hello. I'm _____ with KRS, a national polling firm. We are speaking with people in your area today and have a few questions about important issues regarding Utah.

May I speak with FIRSTNAME LASTNAME?

Q1. First of all, do you think things in this country are generally headed in the right direction, or have they pretty seriously gotten off on the wrong track?

- (19%) 1 Right track
 - (75%) 2 Wrong track
 - (5%) 3 Don't know (**DO NOT READ**)
- [Variable Q36]

Q2. Gender **BY OBSERVATION ONLY**

- (48%) 1 Male
 - (52%) 2 Female
- [Variable Q43]

Q3. Generally speaking, how much interest would you say you have in the June 26, 2012 Republican Primary Election? (**READ CHOICES**)

- (48%) 1 A great deal of interest
 - (27%) 2 A fair amount of interest
 - (15%) 3 Only a little interest
 - (9%) 4 No interest at all (**DO NOT READ**)
- [Variable Q2]

Q4. Sometimes at election time, things come up that keep a person from voting. Think about all the things that may or may not have kept you from voting in past elections and whether or not something may come up that will keep you from voting this time. On a scale from 0 to 10, where 0 is No chance I will vote and 10 is Completely sure I will vote, how likely it is that you will vote in the June 26 2012, Republican Primary Election.

- (16%) No chance I will vote 0
- (1%) 1
- (1%) 2
- (1%) 3
- (*) 4
- (3%) 5
- (1%) 6

(3%) 7
(6%) 8
(6%) 9
(60%) Completely sure I will vote 10
[Variable Q3]

[If 'No chance I will vote 0' Is Selected, Then Skip To Q7]

Q5. Which of the following best represents your plans about when to vote?

(**READ CHOICES**) [N=419]

(67%) 1 I plan to vote in person at my regular polling place on Election Day (June 26, 2012).

(13%) 2 I plan to vote in person before Election Day at an early voting location set up by the county.

(18%) 3 I plan to vote by mail using an absentee ballot.

(2%) 4 I don't know when I will vote. (**DO NOT READ**)

[Variable Q4]

Q6. In the June 26, 2012 Republican Primary for U.S. Senator will you vote for: (**READ CHOICES**) [N=419]

(21%) 1 Dan Liljenquist

(48%) 2 Orrin Hatch

(26%) 3 Someone else

(5%) 4 Do not plan on voting in this election (**DO NOT READ**)

[Variable Q5]

Q7. Suppose the election for the Utah House of Representatives were being held today. Would you vote for the Democratic Party's candidate or the Republican Party's candidate in your district

(60%) 1 The Republican Party's candidate

(25%) 2 The Democratic Party's candidate

(15%) 3 Neither (**DO NOT READ**)

[Variable Q7]

Q8. Do you approve or disapprove of the job Gary Herbert is doing as governor of Utah?

Probe: Is that strongly or somewhat?

(32%) 1 Strongly approve

(46%) 2 Somewhat Approve

(13%) 3 Somewhat Disapprove

(9%) 4 Strongly Disapprove

[Variable Q8]

Q9. Do you approve or disapprove of how the Utah State Legislature is handling its job?

Probe: Is that strongly or somewhat?

(12%) 1 Strongly approve

(52%) 2 Somewhat Approve

(20%) 3 Somewhat Disapprove

(16%) 4 Strongly Disapprove

[Variable Q9]

Q10. Do you approve or disapprove of the job Barack Obama is doing as President?

Probe: Is that strongly or somewhat?

(13%) 1 Strongly approve

(14%) 2 Somewhat Approve
(14%) 3 Somewhat Disapprove
(60%) 4 Strongly Disapprove
[Variable Q10]

Q11. For each of the following persons, please indicate whether you have a favorable or unfavorable impression:

Probe: Is that very or somewhat favorable/unfavorable

A. Gary Herbert
(31%) 1 Very Favorable
(44%) 2 Somewhat Favorable
(11%) 3 Somewhat Unfavorable
(8%) 4 Very Unfavorable
(5%) 5 No opinion
[Variable Q11A]

B. Mitt Romney
(55%) 1 Very Favorable
(21%) 2 Somewhat Favorable
(9%) 3 Somewhat Unfavorable
(13%) 4 Very Unfavorable
(2%) 5 No opinion
[Variable Q11B]

C. Orrin Hatch
(27%) 1 Very Favorable
(38%) 2 Somewhat Favorable
(13%) 3 Somewhat Unfavorable
(20%) 4 Very Unfavorable
(2%) 5 No opinion
[Variable Q11C]

D. Rob Bishop
(13%) 1 Very Favorable
(35%) 2 Somewhat Favorable
(8%) 3 Somewhat Unfavorable
(8%) 4 Very Unfavorable
(36%) 5 No opinion
[Variable Q11D]

E. Jim Matheson
(19%) 1 Very Favorable
(43%) 2 Somewhat Favorable
(18%) 3 Somewhat Unfavorable
(9%) 4 Very Unfavorable
(12%) 5 No opinion
[Variable Q11E]

F. Jason Chaffetz
(26%) 1 Very Favorable
(23%) 2 Somewhat Favorable
(12%) 3 Somewhat Unfavorable
(12%) 4 Very Unfavorable
(27%) 5 No opinion

[Variable Q11F]

Q12. Do you have a favorable or unfavorable impression of the political movement known as the Tea Party?

Probe: Is that strongly or somewhat?

- (17%) 1 Strongly favorable
 - (23%) 2 Somewhat favorable
 - (19%) 3 Somewhat unfavorable
 - (27%) 4 Strongly unfavorable
 - (14%) 5 Don't Know/No Opinion (**DO NOT READ**)
- [Variable Q15]

Q13. Do you consider yourself to be an active supporter of the Tea Party movement, or not?

- (13%) 1 Yes
 - (82%) 2 No
 - (5%) 3 Don't know/No opinion (**DO NOT READ**)
- [Variable Q16]

[If 'Do you consider yourself to be an active supporter of the Tea Party movement, or not' Is Selected, Then ask the following questions:]

Q14. Please indicate whether or not you have done each of the following:

A. Given money to any organization associated with the Tea Party movement [N=64]

- (41%) 1 Yes
- (59%) 2 No

[Variable Q17A]

B. Attended a rally or meeting held by any organization associated with the Tea Party movement [N=64]

- (36%) 1 Yes
- (64%) 2 No

[Variable Q17B]

C. Took any other active steps to support the Tea Party movement, either in person or through email or on the internet [N=64]

- (41%) 1 Yes
- (59%) 2 No

[Variable Q17C]

Q15. Compared to a year ago, is your personal financial situation better, worse, or about the same?

- (15%) 1 Better
 - (29%) 2 Worse
 - (56%) 3 About the same
- [Variable Q20]

Q16. Compared to a year ago, is Utah's economy better, worse, or about the same?

- (28%) 1 Better
 - (21%) 2 Worse
 - (51%) 3 About the same
- [Variable Q21]

Q17. Compared to a year ago, is the nation's economy better, worse, or about the same?

- (16%) 1 Better
- (53%) 2 Worse
- (31%) 3 About the same

[Variable Q22]

Q18. Governor Mitt Romney is the first LDS (Mormon) candidate in history to win the presidential nomination of a major political party. Reflecting on this accomplishment, do you think it is overall a good thing or a bad thing for the LDS (Mormon) Church?

- (68%) 1 A Good Thing
- (5%) 2 A Bad Thing
- (27%) 3 Don't Know (**DO NOT READ**)

[Variable Q37]

Q19. Overall, what kind of publicity do you think that the LDS (Mormon) Church will receive during the 2012 presidential campaign? (**READ CHOICES**)

- (17%) 1 Mostly good publicity
- (65%) 2 Both good and bad publicity
- (13%) 3 Mostly bad publicity
- (6%) 4 Don't know (**DO NOT READ**)

[Variable Q38]

Q20. Overall, do you generally trust the media to cover the LDS (Mormon) Church fairly? (**READ CHOICES**)

- (29%) 1 Yes, I trust the media to cover the LDS Church fairly.
- (62%) 2 No, I do not trust the media to cover the LDS Church fairly.
- (10%) 3 Don't know (**DO NOT READ**)

[Variable Q39]

Q21. Governor Mitt Romney is the first LDS (Mormon) candidate in history to win the presidential nomination of a major political party. Does this accomplishment make you feel excited or unexcited?

Probe: Is that very or somewhat?

- (27%) 1 Very excited
- (37%) 2 Somewhat excited
- (23%) 3 Somewhat unexcited
- (13%) 4 Very unexcited

[Variable Q40]

Q22. Which of the following comes closest to your view? (**READ CHOICES**)

- (21%) 1 Gay couples should be allowed to legally marry.
- (37%) 2 Gay couples should be allowed to form civil unions but not legally marry.
- (42%) 3 There should be no legal recognition of a gay couple's relationship.

[Variable Q6]

Q23. A. Which of the following issues is of the most personal importance to you? (**READ CHOICES**)

- (2%) 1 Homosexual rights
- (46%) 2 Jobs
- (17%) 3 Taxes
- (17%) 4 Education
- (4%) 5 Public Lands
- (11%) 6 Immigration

(2%) 7 Don't Know (**DO NOT READ**)
[Variable Q8a]

Q23B. Which of the following issues is of second most personal importance to you? (**READ CHOICES**) [N=488]
(4%) 1 Homosexual rights
(21%) 2 Jobs
(25%) 3 Taxes
(24%) 4 Education
(9%) 5 Public Lands
(17%) 6 Immigration
(*) 7 Don't Know (**DO NOT READ**)
[Variable Q8b]

Q23C. Which of the following issues is of third most personal importance to you? (**READ CHOICES**) [N=487]
(4%) 1 Homosexual rights
(12%) 2 Jobs
(23%) 3 Taxes
(22%) 4 Education
(16%) 5 Public Lands
(21%) 6 Immigration
(2%) 7 Don't Know (**DO NOT READ**)
[Variable Q8c]

Q23D. Which of the following issues is of fourth most personal importance to you? (**READ CHOICES**) [N=476]
(7%) 1 Homosexual rights
(9%) 2 Jobs
(17%) 3 Taxes
(18%) 4 Education
(27%) 5 Public Lands
(21%) 6 Immigration
(1%) 7 Don't Know (**DO NOT READ**)
[Variable Q8d]

Q23E. Which of the following issues is of fifth most personal importance to you? (**READ CHOICES**) [N=469]
(12%) 1 Homosexual rights
(7%) 2 Jobs
(12%) 3 Taxes
(16%) 4 Education
(29%) 5 Public Lands
(22%) 6 Immigration
(1%) 7 Don't Know (**DO NOT READ**)
[Variable Q8e]

Q23F. Which of the following issues is of sixth most personal importance to you? (**READ CHOICES**) [N=463]
(65%) 1 Homosexual rights
(4%) 2 Jobs
(5%) 3 Taxes
(1%) 4 Education
(14%) 5 Public Lands
(7%) 6 Immigration

(4%) 7 Don't Know (**DO NOT READ**)
[Variable Q8f]

READ: We're almost finished. Our last series of questions is for classification purposes and will help us properly analyze responses to this survey.

Q24. How often do you use the Internet? (**READ CHOICES**)

- (73%) 1 Once or more a day
 - (11%) 2 A few times a week
 - (4%) 3 A few times a month
 - (4%) 4 Hardly ever
 - (8%) 5 I do not have access to the internet.
- [Variable Q42]

Q25. In what year were you born? [N=486] (years were recalculated as age categories)

- (2%) 1 18-24
 - (12%) 2 25-34
 - (14%) 3 35-44
 - (19%) 4 45-54
 - (18%) 5 55-64
 - (15%) 6 65-74
 - (20%) 7 75 or older
- [Variable Q44]

Q26. Generally speaking, do you consider yourself to be a(n): (**READ CHOICES**)

- (10%) 1 Strong Democrat
 - (2%) 2 Not so strong Democrat
 - (9%) 3 Independent leaning Democrat
 - (13%) 4 Independent
 - (19%) 5 Independent leaning Republican
 - (11%) 6 Not so strong Republican
 - (34%) 7 Strong Republican
 - (2%) 8 Other (**DO NOT READ**)
 - (1%) 9 Don't know (**DO NOT READ**)
- [Variable Q45]

Q27. On most political matters do you consider yourself (**READ CHOICES**)

- (29%) 1 Strongly conservative
 - (36%) 2 Moderately conservative
 - (19%) 3 Neither, middle of the road
 - (11%) 4 Moderately liberal
 - (4%) 5 Strongly liberal
 - (1%) 6 Don't know (**DO NOT READ**)
- [Variable Q46]

Q28. How closely do you follow news and current events in Utah? (**READ CHOICES**)

- (42%) 1 Very closely
 - (46%) 2 Somewhat closely
 - (9%) 3 Not very closely
 - (3%) 4 Not at all
- [Variable Q47]

Q29. What was the last year of school you completed? (**READ CHOICES**)

- (1%) 1 Some high school or less

(13%) 2 High school graduate
(32%) 3 Some college
(31%) 4 College graduate
(23%) 5 Post-graduate
(1%) 6 Refused (**DO NOT READ**)
[Variable Q48]

Q30. What, if any, is your religious preference? (**READ CHOICES**)
(6%) 1 Protestant
(5%) 2 Catholic
(68%) 3 LDS / Mormon
(*) 4 Jewish
(6%) 5 Other (**DO NOT READ**)
(11%) 6 No preference / No religious affiliation (**DO NOT READ**)
(3%) 7 Prefer not to say (**DO NOT READ**)
[Variable Q49]

[If 'No preference / No religious affiliation' Is Selected, Then Skip To Q32]

Q31. How active do you consider yourself in the practice of your religious preference? (**READ CHOICES**) [N=444]
(72%) 1 Very active
(13%) 2 Somewhat active
(7%) 3 Not very active
(7%) 4 Not active
(2%) 5 Does not apply / Prefer not to say (**DO NOT READ**)
[Variable Q50]

Q32. What is your current employment status? (**READ CHOICES**)
(9%) 1 Self-employed
(39%) 2 Employed by someone else
(5%) 3 Unemployed
(12%) 4 Homemaker
(33%) 5 Retired
(1%) 6 Student
(1%) 7 Refused (**DO NOT READ**)
[Variable Q54]

Q33. Are you: (**READ CHOICES**)
(1%) 1 American Indian / Native American
(1%) 2 Asian
(*) 3 Black / African American
(3%) 4 Hispanic / Latino
(91%) 5 White / Caucasian
(0%) 6 Pacific Islander
(1%) 7 Other (**DO NOT READ**)
(2%) 8 Refused (**DO NOT READ**)
[Variable Q55]

Q34. Are you currently: (**READ CHOICES**)
(76%) 1 Married
(5%) 2 Divorced
(8%) 3 Widowed
(1%) 4 Living with partner
(9%) 5 Single

(1%) 6 Refused (**DO NOT READ**)
[Variable Q56]

Q35. What do you expect your 2012 family income to be? (**READ CHOICES**)

- (10%) 1 Under \$25,000
 - (14%) 2 \$25,000 - \$39,999
 - (12%) 3 \$40,000 - \$49,999
 - (21%) 4 \$50,000 - \$74,999
 - (11%) 5 \$75,000 - \$99,999
 - (10%) 6 \$100,000 - \$124,999
 - (4%) 7 \$125,000 - \$149,999
 - (4%) 8 Over \$150,000
 - (14%) 9 Refused (**DO NOT READ**)
- [Variable Q57]

THANKS:

Those are all of our questions. Thank you for your time.

Methodology

The sample was drawn from the publicly available file of Utah registered voters. A model of general election turnout was estimated using age, party registration status, length of registration, and past election turnout. This model was used to estimate a probability of voting in the 2012 general election. A Probability Proportionate to Size (PPS) sample was drawn using this turnout estimate such that voters with a higher probability of voting have a higher probability of being selected in the sample.¹ The sample was then matched to a database of telephone numbers and sampled voters were administered a questionnaire over the telephone by Key Research. The survey field dates were June 12, 2012 – June 19, 2012. The sample of 500 produces a margin of error of 4.4%.

Response rate calculation:

The calculations were done following the standards outlined in [Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys](#) (revised 2011) published by the American Association of Public Opinion Research (AAPOR) using a [template](#) from AAPOR's website:

Key for Response rate calculations:

Total phone numbers dialed	11454
I=Complete Interviews	511
P=Partial Interviews	58
R=Refusal and break off	717
NC=Non Contact	3055
O=Other	156

¹For a detailed explanation of a similar model used with PPS sampling in an online survey, see Michael Barber, Chris Mann, J. Quin Monson, and Kelly D. Patterson. ["Online Polls and Registration Based Sampling: A New Method for Pre-election Polling."](#)

e= estimated proportion of unknown cases that are eligible ²	0.655
UH=Unknown Household	4585
UO=Unknown other	0

Response Rates:

Response Rate 1: $I / (I+P) + (R+NC+O) + (UH+UO)$	0.056
Response Rate 2: $(I+P) / ((I+P) + (R+NC+O) + (UH+UO))$	0.063
Response Rate 3: $I / ((I+P) + (R+NC+O) + e(UH+UO))$	0.068
Response Rate 4: $(I+P) / ((I+P) + (R+NC+O) + e(UH+UO))$	0.076

Cooperation Rates:

Cooperation Rate 1: $I / (I+P)+R+O$	0.354
Cooperation Rate 2: $(I+P) / ((I+P)+R+O)$	0.395
Cooperation Rate 3: $I / ((I+P)+R)$	0.397
Cooperation Rate 4: $(I+P) / ((I+P)+R)$	0.442

Refusal Rates:

Refusal Rate 1: $R / ((I+P)+(R+NC+O) + UH + UO)$	0.079
Refusal Rate 2: $R / ((I+P)+(R+NC+O) + e(UH + UO))$	0.096
Refusal Rate 3: $R / ((I+P)+(R+NC+O))$	0.159

Contact Rates:

Contact Rate 1: $(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$	0.159
Contact Rate 2: $(I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$	0.192
Contact Rate 3: $(I+P)+R+O / (I+P)+R+O+NC$	0.321

²This estimate is based on the proportion of eligible units among all units in the sample for which a definitive determination of status was obtained. This is a conservative estimate and the default in AAPOR's online template.