



**Key Research Utah Statewide Voter Survey, 2012 4th Quarter
Interview Dates: October 09, 2012 - October 13, 2012**

Topline Results and Methodology

**Because of rounding, some percentages do not add to 100%.
[N=500]

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
- (6%) 3 Don't know (DO NOT READ)

Q2. Gender [BY OBSERVATION ONLY]

- (50%) 1 Male
- (50%) 2 Female

Q3. Generally speaking, how much interest would you say you have in the November 6, 2012 General Election? (READ CHOICES)

- (83%) 1 A great deal of interest
- (14%) 2 A fair amount of interest
- (2%) 3 Only a little interest
- (1%) 4 No interest at all (DO NOT READ)

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 November 6 2012, General Election.

(1%) No chance I will vote 0

(*) 1

(*) 2

(*) 3

(*) 4

(*) 5

(1%) 6

(*) 7

(2%) 8

(7%) 9

(90%) Completely sure I will vote 10

[If 'No chance I will vote 0' is Selected, Then Skip To Q9]

[NOTE: Response 4 (Do not plan on voting in this election) was excluded from the percentages in the vote choice questions]

Q5. Which of the following best represents your plans about when to vote? (READ CHOICES)

[N=482]

(64%) 1 I plan to vote in person at my regular polling place on Election Day (November 6, 2012).

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

(15%) 3 I plan to vote by mail using an absentee ballot.

(7%) 4 I have already voted

(1%) 5 I don't know when I will vote. (DO NOT READ)

Q6. In the November 6, 2012 General Election for U.S. President will you vote for: (READ CHOICES) [N=482]

(72%) 1 Mitt Romney and Paul Ryan, the Republicans

(19%) 2 Barack Obama and Joseph Biden, Jr., the Democrats

(9%) 3 Don't Know / Someone else (DO NOT READ)

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

Q7. In the November 6, 2012 General Election for U.S. Senator will you vote for: (READ CHOICES)

(22%) 1 Scott Howell, Democrat

(62%) 2 Orrin Hatch, Republican

(16%) 3 Don't Know / Someone else (DO NOT READ)

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

Q8. In the November 6, 2012 General Election for Governor of Utah will you vote for: (READ CHOICES)

(66%) 1 Gary Herbert and Greg Bell, the Republicans

(19%) 2 Peter Cooke and Vincent Rampton, the Democrats

(15%) 3 Don't Know / Someone else (DO NOT READ)

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

Q9. 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?

- (57%) 1 The Republican Party's candidate
- (24%) 2 The Democratic Party's candidate
- (19%) 3 Neither (DO NOT READ)

[NOTE: Response 4 (Do not plan on voting in this election) was excluded from the percentages in the vote choice questions]

Q10CD1:

Q10. In the November 6, 2012 General Election for U.S. House of Representative will you vote for: (READ CHOICES) [N=96]

- (21%) 1 Donna M. McAleer, Democrat
- (63%) 2 Rob Bishop, Republican
- (17%) 3 Don't Know / Someone else (DO NOT READ)
- (*) 4 Do not plan on voting in this election (DO NOT READ)

Q10CD2:

Q10. In the November 6, 2012 General Election for U.S. House of Representative will you vote for: (READ CHOICES) [N=94]

- (18%) 1 Jay Seegmiller (D)
- (47%) 2 Chris Stewart (R)
- (35%) 3 Don't Know / Someone else (DO NOT READ)
- (*) 4 Do not plan on voting in this election (DO NOT READ)

Q10CD3:

Q10. In the November 6, 2012 General Election for U.S. House of Representative will you vote for: (READ CHOICES) [N=98]

- (68%) 1 Jason Chaffetz (R)
- (15%) 2 Soren Simonsen (D)
- (17%) 3 Don't Know / Someone else (DO NOT READ)
- (*) 4 Do not plan on voting in this election (DO NOT READ)

Q10CD4:

Q10. In the November 6, 2012 General Election for U.S. House of Representative will you vote for: (READ CHOICES) [N=192]

- (43%) 1 Mia Love (R)
- (43%) 2 Jim Matheson (D)
- (14%) 3 Don't Know / Someone else (DO NOT READ)
- (*) 4 Do not plan on voting in this election (DO NOT READ)

Q11. Do you approve or disapprove of the job Gary Herbert is doing as governor of Utah?

Probe: Is that strongly or somewhat?

- (41%) 1 Strongly approve
- (42%) 2 Somewhat Approve
- (10%) 3 Somewhat Disapprove
- (8%) 4 Strongly Disapprove

Q12. Do you approve or disapprove of how the Utah State Legislature is handling its job?

Probe: Is that strongly or somewhat?

- (18%) 1 Strongly approve
- (54%) 2 Somewhat Approve
- (12%) 3 Somewhat Disapprove
- (17%) 4 Strongly Disapprove

Q13. Do you approve or disapprove of the job Barack Obama is doing as President?

Probe: Is that strongly or somewhat?

- (13%) 1 Strongly approve
- (12%) 2 Somewhat Approve
- (11%) 3 Somewhat Disapprove
- (64%) 4 Strongly Disapprove

Q14. For each of the following persons, please indicate whether you have a favorable or unfavorable impression:

Probe: Is that very or somewhat favorable/unfavorable

Q14A. Gary Herbert

- (44%) 1 Very favorable
- (34%) 2 Somewhat favorable
- (8%) 3 Somewhat unfavorable
- (7%) 4 Very unfavorable
- (7%) 5 No opinion

Q14B. Mitt Romney

- (64%) 1 Very favorable
- (14%) 2 Somewhat favorable
- (5%) 3 Somewhat unfavorable
- (14%) 4 Very unfavorable
- (4%) 5 No opinion

Q14C. Orrin Hatch

- (37%) 1 Very favorable
- (30%) 2 Somewhat favorable
- (12%) 3 Somewhat unfavorable
- (17%) 4 Very unfavorable
- (5%) 5 No opinion

Q14D Mike Lee
(27%) 1 Very favorable
(24%) 2 Somewhat favorable
(5%) 3 Somewhat unfavorable
(13%) 4 Very unfavorable
(31%) 5 No opinion

Q14E Rob Bishop
(19%) 1 Very favorable
(30%) 2 Somewhat favorable
(6%) 3 Somewhat unfavorable
(10%) 4 Very unfavorable
(36%) 5 No opinion

Q14F. Jim Matheson
(23%) 1 Very favorable
(31%) 2 Somewhat favorable
(17%) 3 Somewhat unfavorable
(15%) 4 Very unfavorable
(15%) 5 No opinion

Q14G. Jason Chaffetz
(34%) 1 Very favorable
(21%) 2 Somewhat favorable
(6%) 3 Somewhat unfavorable
(14%) 4 Very unfavorable
(26%) 5 No opinion

Q15. Do you have a favorable or unfavorable impression of the political movement known as the Tea Party?

Probe: Is that strongly or somewhat?

(18%) 1 Strongly favorable
(25%) 2 Somewhat favorable
(13%) 3 Somewhat unfavorable
(26%) 4 Strongly unfavorable
(19%) 5 Don't Know/No Opinion (DO NOT READ)

Q16. Do you consider yourself to be an active supporter of the Tea Party movement, or not?

(10%) 1 Yes
(85%) 2 No
(5%) 3 Don't know/No opinion (DO NOT READ)

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

Q17. Please indicate whether or not you have done each of the following: [N=47]

Q17A. Given money to any organization associated with the Tea Party movement
(24%) 1 Yes
(76%) 2 No

Q17B. Attended a rally or meeting held by any organization associated with the Tea Party movement
(22%) 1 Yes
(78%) 2 No

Q17C. Took any other active steps to support the Tea Party movement, either in person or through email or on the internet
(41%) 1 Yes
(59%) 2 No

Q18. Compared to a year ago, is your personal financial situation better, worse, or about the same?

(12%) 1 Better
(32%) 2 Worse
(57%) 3 About the same

Q19. Compared to a year ago, is Utah's economy better, worse, or about the same?

(28%) 1 Better
(23%) 2 Worse
(49%) 3 About the same

Q20. Compared to a year ago, is the nation's economy better, worse, or about the same?

(19%) 1 Better
(58%) 2 Worse
(22%) 3 About the same

Q21. 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?

(73%) 1 A Good Thing
(5%) 2 A Bad Thing
(23%) 3 Don't Know (DO NOT READ)

Q22. Overall, what kind of publicity do you think that the LDS (Mormon) Church will receive during the 2012 presidential campaign? (READ CHOICES)

(28%) 1 Mostly good publicity
(58%) 2 Both good and bad publicity
(7%) 3 Mostly bad publicity
(7%) 4 Don't know (DO NOT READ)

Q23. Overall, do you generally trust the media to cover the LDS (Mormon) Church fairly?
(READ CHOICES)

- (30%) 1 Yes, I trust the media to cover the LDS Church fairly.
- (57%) 2 No, I do not trust the media to cover the LDS Church fairly.
- (13%) 3 Don't know (DO NOT READ)

Q24. Which of the following comes closest to your view? (READ CHOICES)

- (17%) 1 Gay couples should be allowed to legally marry.
- (50%) 2 Gay couples should be allowed to form civil unions but not legally marry.
- (33%) 3 There should be no legal recognition of a gay couple's relationship.

Q25a. Which of the following issues is of the most personal importance to you? (READ CHOICES)

- (1%) 1 Homosexual rights
- (53%) 2 Jobs
- (15%) 3 Taxes
- (18%) 4 Education
- (3%) 5 Public Lands
- (7%) 6 Immigration
- (4%) 7 Don't Know (DO NOT READ)

Q25b. Which of the following issues is of second most personal importance to you? (READ CHOICES) [N=467]

- (1%) 1 Homosexual rights
- (24%) 2 Jobs
- (33%) 3 Taxes
- (21%) 4 Education
- (5%) 5 Public Lands
- (15%) 6 Immigration
- (1%) 7 Don't Know (DO NOT READ)

Q25c. Which of the following issues is of third most personal importance to you? (READ CHOICES) [N=464]

- (4%) 1 Homosexual rights
- (9%) 2 Jobs
- (27%) 3 Taxes
- (22%) 4 Education
- (13%) 5 Public Lands
- (23%) 6 Immigration
- (1%) 7 Don't Know (DO NOT READ)

Q25d. Which of the following issues is of fourth most personal importance to you? (READ CHOICES) [N=458]

- (7%) 1 Homosexual rights
- (6%) 2 Jobs
- (13%) 3 Taxes
- (23%) 4 Education
- (22%) 5 Public Lands
- (25%) 6 Immigration
- (3%) 7 Don't Know (DO NOT READ)

Q25e. Which of the following issues is of fifth most personal importance to you? (READ CHOICES) [N=444]

- (15%) 1 Homosexual rights
- (4%) 2 Jobs
- (7%) 3 Taxes
- (13%) 4 Education
- (36%) 5 Public Lands
- (22%) 6 Immigration
- (2%) 7 Don't Know (DO NOT READ)

Q25f. Which of the following issues is of sixth most personal importance to you? (READ CHOICES) [N=436]

- (70%) 1 Homosexual rights
- (*) 2 Jobs
- (3%) 3 Taxes
- (2%) 4 Education
- (19%) 5 Public Lands
- (5%) 6 Immigration
- (*) 7 Don't Know (DO NOT READ)

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

Q26. How often do you use the Internet? (READ CHOICES)

- (75%) 1 Once or more a day
- (9%) 2 A few times a week
- (1%) 3 A few times a month
- (5%) 4 Hardly ever
- (10%) 5 I do not have access to the internet.

Q27. In what year were you born? (Years were recalculated as age categories) [N=485]

- (1%) 1 18-24
- (8%) 2 25-34
- (15%) 3 35-44
- (16%) 4 45-54
- (21%) 5 55-64
- (21%) 6 65-74
- (17%) 7 75 or older

Q28. Generally speaking, do you consider yourself to be a(n): (READ CHOICES)

- (10%) 1 Strong Democrat
- (2%) 2 Not so strong Democrat
- (7%) 3 Independent leaning Democrat
- (11%) 4 Independent
- (23%) 5 Independent leaning Republican
- (8%) 6 Not so strong Republican
- (37%) 7 Strong Republican
- (2%) 8 Other (DO NOT READ)
- (2%) 9 Don't know (DO NOT READ)

Q29. On most political matters do you consider yourself (READ CHOICES)

- (30%) 1 Strongly conservative
- (36%) 2 Moderately conservative
- (19%) 3 Neither, middle of the road
- (10%) 4 Moderately liberal
- (4%) 5 Strongly liberal
- (2%) 6 Don't know (DO NOT READ)

Q30. How closely do you follow news and current events in Utah? (READ CHOICES)

- (46%) 1 Very closely
- (46%) 2 Somewhat closely
- (6%) 3 Not very closely
- (2%) 4 Not at all

Q31. What was the last year of school you completed? (READ CHOICES)

- (1%) 1 Some high school or less
- (13%) 2 High school graduate
- (28%) 3 Some college
- (35%) 4 College graduate
- (21%) 5 Post-graduate
- (2%) 6 Refused (DO NOT READ)

Q32. What, if any, is your religious preference? (READ CHOICES)

- (6%) 1 Protestant
- (6%) 2 Catholic
- (69%) 3 LDS / Mormon
- (1%) 4 Jewish
- (3%) 5 Other (DO NOT READ)
- (11%) 6 No preference / No religious affiliation (DO NOT READ)
- (6%) 7 Prefer not to say (DO NOT READ)

Q33. How active do you consider yourself in the practice of your religious preference? (READ CHOICES) [N=430]

- (72%) 1 Very active
- (12%) 2 Somewhat active
- (6%) 3 Not very active
- (5%) 4 Not active
- (5%) 5 Does not apply / Prefer not to say (DO NOT READ)

Q33a. I'm going to read you a list of prominent Mormons, or members of the Church of Jesus Christ of Latter-day Saints. For each one please tell me how often each one is a positive representative of their faith? Always, Very Frequently, Occasionally, Rarely, Very Rarely, or Never.

[Repeat answer choices for the first TWO but then only if needed by the respondent.]

Q33a1. Singer David Archuleta [N=268]

(57%) 1 Always
(28%) 2 Very Frequently
(10%) 3 Occasionally
(*) 4 Rarely
(*) 5 Very Rarely
(5%) 6 Never

Q33a2. Entertainer Marie Osmond [N=293]

(29%) 1 Always
(43%) 2 Very Frequently
(23%) 3 Occasionally
(1%) 4 Rarely
(2%) 5 Very Rarely
(2%) 6 Never

Q33a3. Business executive Bill Marriott [N=243]

(44%) 1 Always
(35%) 2 Very Frequently
(14%) 3 Occasionally
(2%) 4 Rarely
(*) 5 Very Rarely
(5%) 6 Never

Q33a4. Former pro-football player Steve Young [N=297]

(50%) 1 Always
(38%) 2 Very Frequently
(9%) 3 Occasionally
(1%) 4 Rarely
(*) 5 Very Rarely
(2%) 6 Never

Q33a5. U.S. Senate Majority Leader Harry Reid [N=266]

(5%) 1 Always
(14%) 2 Very Frequently
(32%) 3 Occasionally
(10%) 4 Rarely
(9%) 5 Very Rarely
(30%) 6 Never

Q33a6. Presidential candidate Mitt Romney [N=316]

- (55%) 1 Always
- (34%) 2 Very Frequently
- (8%) 3 Occasionally
- (1%) 4 Rarely
- (1%) 5 Very Rarely
- (1%) 6 Never

Q33a7. Twilight author Stephanie Meyer [N=177]

- (12%) 1 Always
- (15%) 2 Very Frequently
- (42%) 3 Occasionally
- (12%) 4 Rarely
- (1%) 5 Very Rarely
- (17%) 6 Never

Q33a8. Utah Senator Orrin Hatch [N=298]

- (37%) 1 Always
- (40%) 2 Very Frequently
- (17%) 3 Occasionally
- (2%) 4 Rarely
- (1%) 5 Very Rarely
- (3%) 6 Never

Q33a9. Former Utah Governor Jon Huntsman, Jr. [N=303]

- (18%) 1 Always
- (25%) 2 Very Frequently
- (37%) 3 Occasionally
- (12%) 4 Rarely
- (4%) 5 Very Rarely
- (3%) 6 Never

Q34. What is your current employment status? (READ CHOICES)

- (12%) 1 Self-employed
- (37%) 2 Employed by someone else
- (4%) 3 Unemployed
- (9%) 4 Homemaker
- (33%) 5 Retired
- (2%) 6 Student
- (4%) 7 Refused (DO NOT READ)

Q35. Are you: (READ CHOICES)

- (1%) 1 American Indian / Native American
- (1%) 2 Asian
- (1%) 3 Black / African American
- (2%) 4 Hispanic / Latino
- (89%) 5 White / Caucasian
- (*) 6 Pacific Islander
- (2%) 7 Other (DO NOT READ)
- (5%) 8 Refused (DO NOT READ)

Q36. Are you currently: (READ CHOICES)

- (78%) 1 Married
- (5%) 2 Divorced
- (5%) 3 Widowed
- (1%) 4 Living with partner
- (6%) 5 Single
- (5%) 6 Refused (DO NOT READ)

Q37. What do you expect your 2012 family income to be? (READ CHOICES)

- (8%) 1 Under \$25,000
- (11%) 2 \$25,000 - \$39,999
- (8%) 3 \$40,000 - \$49,999
- (19%) 4 \$50,000 - \$74,999
- (15%) 5 \$75,000 - \$99,999
- (6%) 6 \$100,000 - \$124,999
- (3%) 7 \$125,000 - \$149,999
- (6%) 8 Over \$150,000
- (24%) 9 Refused (DO NOT READ)

READ:

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 October 9, 2012 - October 13, 2012. The sample of 500 produces a margin of error of 4.4 percentage points. Because there was an intentional oversampling of District 4 voters, weights were applied to make all districts of equal value for the statewide results. The margin of error is larger for questions that some respondents chose not to answer or for the vote questions only asked of voters within each congressional district. The N included after certain questions was the actual number of people that responded to the question, not the weighted amount.

Sampling error is only one possible source of error in survey research. Results can also be affected by measurement error (e.g. question wording and question order), coverage error (e.g. counting as "likely voters" survey respondents who will not vote), and non-response error (e.g. the people who responded to the survey are systematically different from people who refused or were not reachable).

¹ For 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.](#)"

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	8462
I=Complete Interviews	500
P=Partial Interviews	30
R=Refusal and break off	825
NC=Non Contact	4919
O=Other	0
e= estimated proportion of unknown cases that are eligible ²	0.918
UH=Unknown Household	1624
UO=Unknown other	0

Response Rates:

Response Rate 1: $I / (I+P) + (R+NC+O) + (UH+UO)$	0.063
Response Rate 2: $(I+P) / ((I+P) + (R+NC+O) + (UH+UO))$	0.067
Response Rate 3: $I / ((I+P) + (R+NC+O) + e(UH+UO))$	0.064
Response Rate 4: $(I+P) / ((I+P) + (R+NC+O) + e(UH+UO))$	0.068

Cooperation Rates:

Cooperation Rate 1: $I / (I+P+R+O)$	0.369
Cooperation Rate 2: $(I+P) / ((I+P)+R+O)$	0.391
Cooperation Rate 3: $I / ((I+P)+R)$	0.369
Cooperation Rate 4: $(I+P) / ((I+P)+R)$	0.391

Refusal Rates:

Refusal Rate 1: $R / ((I+P)+(R+NC+O) + UH + UO)$	0.104
Refusal Rate 2: $R / ((I+P)+(R+NC+O) + e(UH + UO))$	0.106
Refusal Rate 3: $R / ((I+P)+(R+NC+O))$	0.131

Contact Rates:

Contact Rate 1: $(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$	0.172
Contact Rate 2: $(I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$	0.175
Contact Rate 3: $(I+P)+R+O / (I+P)+R+O+NC$	0.216

² This 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.