



Key Research Utah Statewide Voter Survey, 2013 1st Quarter
Interview Dates: January 22, 2013 - January 25, 2013

Topline Results and Methodology

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

--An asterisk (*) means the response for that category was greater than 0% but smaller than 1%
[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?

- (20%) 1 Right track
- (74%) 2 Wrong track
- (6%) 3 DON'T KNOW (DO NOT READ)

Q2. Gender [BY OBSERVATION ONLY]

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

Q3. Do you approve or disapprove of the job Gary Herbert is doing as governor of Utah?

Probe: Is that strongly or somewhat?

- (37%) 1 Strongly approve
- (46%) 2 Somewhat Approve
- (10%) 3 Somewhat Disapprove
- (7%) 4 Strongly Disapprove

Q4. Do you approve or disapprove of how the Utah State Legislature is handling its job?

Probe: Is that strongly or somewhat?

- (10%) 1 Strongly approve
- (56%) 2 Somewhat Approve
- (17%) 3 Somewhat Disapprove
- (17%) 4 Strongly Disapprove

Q5. Do you approve or disapprove of the job Barack Obama is doing as President?

Probe: Is that strongly or somewhat?

- (14%) 1 Strongly approve
- (13%) 2 Somewhat Approve
- (14%) 3 Somewhat Disapprove
- (59%) 4 Strongly Disapprove

Q6. For each of the following persons, please indicate whether you have a favorable or unfavorable impression:

Probe: Is that very or somewhat favorable/unfavorable

Q6A. Gary Herbert

- (39%) 1 Very favorable
- (43%) 2 Somewhat favorable
- (9%) 3 Somewhat unfavorable
- (6%) 4 Very unfavorable
- (2%) 5 No opinion (DO NOT READ)

Q6B. Orrin Hatch

- (28%) 1 Very favorable
- (38%) 2 Somewhat favorable
- (12%) 3 Somewhat unfavorable
- (21%) 4 Very unfavorable
- (2%) 5 No opinion (DO NOT READ)

Q6C. Mike Lee

- (25%) 1 Very favorable
- (31%) 2 Somewhat favorable
- (8%) 3 Somewhat unfavorable
- (11%) 4 Very unfavorable
- (26%) 5 No opinion (DO NOT READ)

Q6D. Jim Matheson

- (21%) 1 Very favorable
- (42%) 2 Somewhat favorable
- (22%) 3 Somewhat unfavorable
- (11%) 4 Very unfavorable
- (5%) 5 No opinion (DO NOT READ)

Q7. Do you have a favorable or unfavorable impression of the political movement known as the Tea Party?

Probe: Is that strongly or somewhat?

- (19%) 1 Strongly favorable
- (28%) 2 Somewhat favorable
- (14%) 3 Somewhat unfavorable
- (26%) 4 Strongly unfavorable
- (14%) 5 No opinion (DO NOT READ)

Q8. Do you consider yourself to be an active supporter of the Tea Party movement, or not?

- (14%) 1 Yes
- (81%) 2 No
- (5%) 3 No opinion (DO NOT READ)

[NOTE: split ballot design with random half assigned to the “today” version of both the country and Utah questions and other random half assigned to the “in the future” version of both questions. Each respondent received two of the four and the two are the same time frame]

Q9A Now think about the United States. What do you think is the most important problem facing the country today? [N=250]

[Note: Respondent was not offered answer choices but they were available for interviewer to select an answer was given.]

(2%)	1	Corruption	(*)	23	Abortion
(0%)	2	Bribery/Scandal	(2%)	24	Family/Decline of family
(0%)	3	Crime/drugs	(*)	25	Gay Marriage
(24%)	4	Debt/government spending	(1%)	26	National security
(0%)	5	Disease/AIDS	(*)	27	Nuclear weapons
(20%)	6	Economy	(1%)	28	Overpopulation
(10%)	7	Jobs	(0%)	29	Peace/war (in general)
(5%)	8	Unemployment	(*)	30	Afghanistan / Iraq
(0%)	9	Education	(0%)	31	War on Terror
(*)	10	Academic standards	(*)	32	Poverty/hunger
(2%)	11	Spending	(0%)	33	Racism/prejudice
(*)	12	Energy issues	(1%)	34	Social security
(1%)	13	Environment	(0%)	35	Socialism/liberalism
(0%)	14	Global Warming	(*)	36	Terrorism
(8%)	15	Government/politics in general	(0%)	37	Women's Rights
(0%)	16	Guns	(1%)	38	Immigration
(2%)	17	Gun control/2nd Amendment	(3%)	39	Politicians
(*)	18	Violence	(3%)	40	System (Governance/Gridlock)
(3%)	19	Health care	(0%)	41	Federalism/States Rights
(*)	20	Income distribution (Inequality)	(1%)	42	Constitution/Freedoms
(3%)	21	Money/cost of living	(1%)	88	Other [SPECIFY]
(*)	22	Morals/values	(1%)	99	No answer

Q9B Now think about the United States. What do you think will be the most important problem facing the country in the future? [N=250]

[Note: Respondent was not offered answer choices but they were available for interviewer to select an answer was given.]

(1%)	1	Corruption	(5%)	15	Government/politics in general
(0%)	2	Bribery/Scandal	(*)	16	Guns
(0%)	3	Crime/drugs	(2%)	17	Gun control/2nd Amendment
(31%)	4	Debt/government spending	(0%)	18	Violence
(0%)	5	Disease/AIDS	(4%)	19	Health care
(23%)	6	Economy	(*)	20	Income distribution (Inequality)
(9%)	7	Jobs	(2%)	21	Money/cost of living
(2%)	8	Unemployment	(3%)	22	Morals/values
(1%)	9	Education	(0%)	23	Abortion
(1%)	10	Academic standards	(2%)	24	Family/Decline of family
(0%)	11	Spending	(*)	25	Gay Marriage
(1%)	12	Energy issues	(2%)	26	National security
(*)	13	Environment	(0%)	27	Nuclear weapons
(*)	14	Global Warming	(*)	28	Overpopulation

(1%)	29	Peace/war (in general)	(1%)	38	Immigration
(0%)	30	Afghanistan / Iraq	(*)	39	Politicians
(1%)	31	War on Terror	(2%)	40	System (Governance/Gridlock)
(1%)	32	Poverty/hunger	(0%)	41	Federalism/States Rights
(0%)	33	Racism/prejudice	(1%)	42	Constitution/Freedoms
(1%)	34	Social security	(0%)	88	Other [SPECIFY]
(2%)	35	Socialism/liberalism	(1%)	99	No answer
(0%)	36	Terrorism			
(0%)	37	Women's Rights			

Q10A Now think about the state of Utah. What do you think is the most important problem facing Utah today? [N=250]

[Note: Respondent was not offered answer choices but they were available for interviewer to select an answer was given.]

(*)	1	Corruption	(0%)	23	Abortion
(0%)	2	Bribery/Scandal	(1%)	24	Family/Decline of family
(2%)	3	Crime/drugs	(0%)	25	Gay Marriage
(2%)	4	Debt/government spending	(1%)	26	National security
(0%)	5	Disease/AIDS	(0%)	27	Nuclear weapons
(6%)	6	Economy	(2%)	28	Overpopulation
(8%)	7	Jobs	(0%)	29	Peace/war (in general)
(4%)	8	Unemployment	(0%)	30	Afghanistan / Iraq
(12%)	9	Education	(0%)	31	War on Terror
(5%)	10	Academic standards	(1%)	32	Poverty/hunger
(9%)	11	Spending	(1%)	33	Racism/prejudice
(2%)	12	Energy issues	(1%)	34	Social security
(6%)	13	Environment	(1%)	35	Socialism/liberalism
(0%)	14	Global Warming	(0%)	36	Terrorism
(6%)	15	Government/politics in general	(0%)	37	Women's Rights
(*)	16	Guns	(4%)	38	Immigration
(2%)	17	Gun control/2nd Amendment	(*)	39	Politicians
(*)	18	Violence	(2%)	40	System (Governance/Gridlock)
(2%)	19	Health care	(2%)	41	Federalism/States Rights
(*)	20	Income distribution (Inequality)	(*)	42	Constitution/Freedoms
(1%)	21	Money/cost of living	(2%)	88	Other [SPECIFY]
(2%)	22	Morals/values	(12%)	99	No answer

Q10B Now think about the state of Utah. What do you think will be the most important problem facing Utah in the future? [N=250]

[Note: Respondent was not offered answer choices but they were available for interviewer to select an answer was given.]

(1%)	1	Corruption	(10%)	9	Education
(0%)	2	Bribery/Scandal	(4%)	10	Academic standards
(1%)	3	Crime/drugs	(4%)	11	Spending
(6%)	4	Debt/government spending	(2%)	12	Energy issues
(0%)	5	Disease/AIDS	(10%)	13	Environment
(8%)	6	Economy	(1%)	14	Global Warming
(9%)	7	Jobs	(8%)	15	Government/politics in general
(2%)	8	Unemployment	(*)	16	Guns

(1%)	17	Gun control/2nd Amendment	(0%)	31	War on Terror
(0%)	18	Violence	(0%)	32	Poverty/hunger
(2%)	19	Health care	(*)	33	Racism/prejudice
(1%)	20	Income distribution (Inequality)	(1%)	34	Social security
(1%)	21	Money/cost of living	(1%)	35	Socialism/liberalism
(2%)	22	Morals/values	(0%)	36	Terrorism
(0%)	23	Abortion	(0%)	37	Women's Rights
(1%)	24	Family/Decline of family	(2%)	38	Immigration
(0%)	25	Gay Marriage	(0%)	39	Politicians
(*)	26	National security	(1%)	40	System (Governance/Gridlock)
(0%)	27	Nuclear weapons	(3%)	41	Federalism/States Rights
(6%)	28	Overpopulation	(0%)	42	Constitution/Freedoms
(0%)	29	Peace/war (in general)	(*)	88	Other [SPECIFY]
(0%)	30	Afghanistan / Iraq	(11%)	99	No answer

Q11. Compared to a year ago, is your personal financial situation better, worse, or about the same?

- (14%) 1 Better
- (33%) 2 Worse
- (53%) 3 About the same

Q12. Compared to a year ago, is Utah's economy better, worse, or about the same?

- (32%) 1 Better
- (15%) 2 Worse
- (53%) 3 About the same

Q13. Compared to a year ago, is the nation's economy better, worse, or about the same?

- (16%) 1 Better
- (58%) 2 Worse
- (26%) 3 About the same

Q14. Which of the following comes closest to your view? (READ CHOICES)

- (20%) 1 Gay couples should be allowed to legally marry.
- (44%) 2 Gay couples should be allowed to form civil unions but not legally marry.
- (36%) 3 There should be no legal recognition of a gay couple's relationship.

Q15. Have you heard, read or seen anything recently about accusations involving Attorney General John Swallow?

- (66%) 1 Yes
- (34%) 2 No (if no, skip to Q16)

[if Q15=YES ask...]

Q15A. As you may know, the media have reported accusations that Attorney General John Swallow might have received money in an attempt to help somebody influence Senator Harry Reid. Based on what you have heard or read, which of the following statements best describes your view of what John Swallow might have done.

[N=324]

- (17%) 1 John Swallow did something illegal.
- (41%) 2 John Swallow did nothing illegal, but did something unethical.
- (14%) 3 John Swallow did nothing unethical.
- (28%) 4 DON'T KNOW (DO NOT READ)

[if Q15A= 1 or 2 ask...]

Q15B. Do you think that Attorney General John Swallow should remain in office or resign?

[N=188]

(34%) 1 Remain in office

(49%) 2 Resign

(18%) 3 DON'T KNOW (DO NOT READ)

Q16. Currently in Utah, political candidates need to have support at a state party convention before they can participate in a party's primary election. Some people want to make it possible for candidates to participate in a party's primary by gathering voter signatures even if they do not win enough votes at a state party convention.

Would you favor or oppose making it possible for political candidates to participate in a primary by gathering voter signatures?

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

(26%) 1 Strongly Favor

(32%) 2 Somewhat Favor

(17%) 3 Somewhat Oppose

(12%) 4 Strongly Oppose

(13%) 5 DON'T KNOW (DO NOT READ)

Q16. The Utah State Legislature will consider many important bills in the upcoming legislative session. For each of the following, please indicate whether you favor or oppose the legislation in principle.

Q16A Make it illegal for an adult to smoke in a car with a child inside

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

(42%) 1 Strongly Favor

(15%) 2 Somewhat Favor

(16%) 3 Somewhat Oppose

(23%) 4 Strongly Oppose

(4%) 5 DON'T KNOW (DO NOT READ)

Q16B Raise the sales tax on food

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

(2%) 1 Strongly Favor

(7%) 2 Somewhat Favor

(17%) 3 Somewhat Oppose

(71%) 4 Strongly Oppose

(2%) 5 DON'T KNOW (DO NOT READ)

Q17. I am going to read you several proposals about gun laws. Please indicate whether you favor or oppose each proposal.

Q17A. Offer more salary to teachers to receive concealed weapons training

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

- (24%) 1 Strongly Favor
- (21%) 2 Somewhat Favor
- (21%) 3 Somewhat Oppose
- (30%) 4 Strongly Oppose
- (4%) 5 DON'T KNOW (DO NOT READ)

Q17B. Establish gun-free zones around schools

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

- (40%) 1 Strongly Favor
- (14%) 2 Somewhat Favor
- (12%) 3 Somewhat Oppose
- (28%) 4 Strongly Oppose
- (5%) 5 DON'T KNOW (DO NOT READ)

Q17C. Place a full-time police officer in every school

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

- (34%) 1 Strongly Favor
- (28%) 2 Somewhat Favor
- (18%) 3 Somewhat Oppose
- (17%) 4 Strongly Oppose
- (3%) 5 DON'T KNOW (DO NOT READ)

Q17D. Restrictions on the sale of high-capacity magazines that hold many rounds of ammunition.

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

- (32%) 1 Strongly Favor
- (11%) 2 Somewhat Favor
- (12%) 3 Somewhat Oppose
- (42%) 4 Strongly Oppose
- (4%) 5 DON'T KNOW (DO NOT READ)

Q17E. A federal law requiring background checks on all potential gun buyers.

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

- (68%) 1 Strongly Favor
- (14%) 2 Somewhat Favor
- (7%) 3 Somewhat Oppose
- (10%) 4 Strongly Oppose
- (2%) 5 DON'T KNOW (DO NOT READ)

Q17F. A nationwide ban on semi-automatic weapons.

PROBE: Is that strongly favor/oppose or somewhat favor/oppose

- (24%) 1 Strongly Favor
- (12%) 2 Somewhat Favor
- (13%) 3 Somewhat Oppose
- (47%) 4 Strongly Oppose
- (4%) 5 DON'T KNOW (DO NOT READ)

Q18. Do you think bribery and corruption in Utah state politics is more common now than it used to be, or no different from the past?

- (38%) 1 More common now
- (62%) 2 No different from the past

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

Q19. How often do you use the Internet? (READ CHOICES)

- (75%) 1 Once or more a day
- (7%) 2 A few times a week
- (2%) 3 A few times a month
- (6%) 4 Hardly ever
- (10%) 5 I do not have access to the internet.

Q20. In what year were you born? [Recoded as age categories] [N=489]

- (1%) 1 18-24
- (8%) 2 25-34
- (12%) 3 35-44
- (17%) 4 45-54
- (25%) 5 55-64
- (17%) 6 65-74
- (20%) 7 75 or older

Q21. Generally speaking, do you consider yourself to be a(n): (READ CHOICES)

- (7%) 1 Strong Democrat
- (2%) 2 Not so strong Democrat
- (7%) 3 Independent leaning Democrat
- (16%) 4 Independent
- (22%) 5 Independent leaning Republican
- (12%) 6 Not so strong Republican
- (30%) 7 Strong Republican
- (2%) 8 Other (DO NOT READ)
- (2%) 9 Don't know (DO NOT READ)

Q22. On most political matters do you consider yourself (READ CHOICES)

- (29%) 1 Strongly conservative
- (37%) 2 Moderately conservative
- (18%) 3 Neither, middle of the road
- (10%) 4 Moderately liberal
- (3%) 5 Strongly liberal
- (2%) 6 Don't know (DO NOT READ)

Q23. How closely do you follow news and current events in Utah? (READ CHOICES)

- (36%) 1 Very closely
- (55%) 2 Somewhat closely
- (8%) 3 Not very closely
- (*) 4 Not at all

Q24. What was the last year of school you completed? (READ CHOICES)

- (1%) 1 Some high school or less
- (10%) 2 High school graduate
- (37%) 3 Some college
- (35%) 4 College graduate
- (17%) 5 Post-graduate
- (*) 6 Refused (DO NOT READ)

Q25. What, if any, is your religious preference? (READ CHOICES)

- (5%) 1 Protestant
- (4%) 2 Catholic
- (73%) 3 LDS / Mormon
- (*) 4 Jewish
- (7%) 5 Other (DO NOT READ)
- (9%) 6 No preference / No religious affiliation (DO NOT READ)
- (3%) 7 Prefer not to say (DO NOT READ)

Q26. How active do you consider yourself in the practice of your religious preference? (READ CHOICES)

- (67%) 1 Very active
- (12%) 2 Somewhat active
- (6%) 3 Not very active
- (8%) 4 Not active
- (7%) 5 Does not apply / Prefer not to say (DO NOT READ)

Q27. What is your current employment status? (READ CHOICES)

- (12%) 1 Self-employed
- (39%) 2 Employed by someone else
- (5%) 3 Unemployed
- (9%) 4 Homemaker
- (34%) 5 Retired
- (1%) 6 Student
- (1%) 7 Refused (DO NOT READ)

Q28. Are you: (READ CHOICES)

- (1%) 1 American Indian / Native American
- (*) 2 Asian
- (1%) 3 Black / African American
- (1%) 4 Hispanic / Latino
- (93%) 5 White / Caucasian
- (*) 6 Pacific Islander
- (2%) 7 Other (DO NOT READ)
- (1%) 8 Refused (DO NOT READ)

Q29. Are you currently: (READ CHOICES)

- (78%) 1 Married
- (7%) 2 Divorced
- (7%) 3 Widowed
- (2%) 4 Living with partner
- (5%) 5 Single
- (*) 6 Refused (DO NOT READ)

Q30. What do you expect your 2013 family income to be? (READ CHOICES)

- (12%) 1 Under \$25,000
- (15%) 2 \$25,000 - \$39,999
- (9%) 3 \$40,000 - \$49,999
- (21%) 4 \$50,000 - \$74,999
- (13%) 5 \$75,000 - \$99,999
- (7%) 6 \$100,000 - \$124,999
- (3%) 7 \$125,000 - \$149,999
- (7%) 8 Over \$150,000
- (13%) 9 Refused (DO NOT READ)

Q31. Do you or does any other member of your household own a handgun, rifle, shotgun, or any other kind of firearm?

PROBE: IF YES, ASK: Is that person you or someone else?

- (9%) 1 Yes
- (21%) 2 Self Yes
- (16%) 3 Other Yes
- (11%) 4 Self and other
- (33%) 5 No
- (10%) 9 DON'T KNOW/ REFUSED (DO NOT READ)

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 January 22, 2013 - January 25, 2013. The sample of 500 produces a margin of error of 4.4 percentage points. The margin of error is larger for questions that some respondents chose not to answer. The N included after certain questions was the actual number of people that responded to the question.

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	6435
I=Complete Interviews	500
P=Partial Interviews	0
R=Refusal and break off	1093
NC=Non-Contact	3103
O=Other	14
e= estimated proportion of unknown cases that are eligible ²	0.842
UH=Unknown Household	844
UO=Unknown other	0

Response Rates:

Response Rate 1: $I/(I+P) + (R+NC+O) + (UH+UO)$	0.090
Response Rate 2: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	0.090
Response Rate 3: $I/((I+P) + (R+NC+O) + e(UH+UO))$	0.092
Response Rate 4: $(I+P)/((I+P) + (R+NC+O) + e(UH+UO))$	0.092

Cooperation Rates:

Cooperation Rate 1: $I/(I+P)+R+O$	0.311
Cooperation Rate 2: $(I+P)/((I+P)+R+O)$	0.311
Cooperation Rate 3: $I/((I+P)+R)$	0.314
Cooperation Rate 4: $(I+P)/((I+P)+R)$	0.314

Refusal Rates:

Refusal Rate 1: $R/((I+P)+(R+NC+O) + UH + UO)$	0.197
Refusal Rate 2: $R/((I+P)+(R+NC+O) + e(UH + UO))$	0.202
Refusal Rate 3: $R/((I+P)+(R+NC+O))$	0.232

Contact Rates:

Contact Rate 1: $(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$	0.289
Contact Rate 2: $(I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$	0.296
Contact Rate 3: $(I+P)+R+O / (I+P)+R+O+NC$	0.341

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.