



# 2016 UTAH REPUBLICAN CAUCUS LIKELY ATTENDEES SURVEY

## TOPLINE REPORT

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### METHODOLOGY DETAILS

n=500 GOP Likely Caucus Attendees Statewide  
Live phone interviews on landlines and cell phones fielded March 17-19, 2016  
Margin of error +/-4.38

For this survey 500 likely Republican caucus attendees were sampled from the state's file of active registered voters (see sampling details below). 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).

Before drawing the sample, a model of 2016 Utah Republican caucus turnout was estimated using past caucus turnout (one recent caucus attendance list is used as the "dependent variable," in this case the 2012 Presidential caucuses), past election turnout, party registration status, length of registration, permanent absentee status, and a variety of demographic and consumer-behavior based variables. This model produces a sampling pool of registered voters that can be randomly sampled based on their likelihood of caucusing. A Probability Proportionate to Size (PPS) sample was drawn using this predicted turnout estimate such that voters with a higher probability of going to caucus have a higher probability of being selected in the sample.<sup>1</sup> Thus, the final sample accurately approximates a population of likely caucus attendees.

Quotas were set to ensure that the data reflect voter population proportions drawn from the PPS sample. Live callers conducted all of the interviews. 70% of the interviews were conducted over landlines, 30% over cell phones.

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We are in debt to Abby Coura from Data Elect for providing us past GOP caucus attendance lists. Without her extensive effort in compiling historical lists this sample of caucus attendees would not have been possible. Learn more about Data Elect at [www.data-elect.com](http://www.data-elect.com).

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### CONTACT

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<sup>1</sup> For more information about PPS sampling see: Michael J. Barber, Christopher B. Mann, J. Quin Monson, and Kelly D. Patterson. 2014. "Online Polls and Registration Based Sampling: A New Method for Pre-election Polling" *Political Analysis* 21:321-335. doi: 10.1093/pan/mpt023.

**QSCREEN.** How likely are you to participate in your Utah Republican Neighborhood Caucus meeting next Tuesday, March 22?

Very likely	75%
Somewhat likely	17
Somewhat unlikely	8
Very unlikely (TERMINATED)	--
Don't know/Refused (volunteered, TERMINATED)	--

**QMODE.** Are you planning to attend in person, or will you be voting online?

In person	71%
Online	24
I did not know online voting was an option (volunteered)	1
Don't know/Refused (volunteered)	4

**QTRACK.** Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

Right direction	7%
Wrong track	89
Don't know/Refused (volunteered)	4

**QTRACK2.** Now how about in the National Republican Party specifically - Do you feel things in the National Republican Party are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

Right direction	10%
Wrong track	81
Don't know/Refused (volunteered)	9



**QBALLOT1.** Thinking about the Presidential Primary, if the Caucus meeting were today would you vote for [ROTATED CANDIDATES] Ted Cruz, John Kasich, or Donald Trump? [IF CRUZ/KASICH/TRUMP, FOLLOWED UP] Would you say you would definitely vote for [CANDIDATE] or would you say that you could still change your mind?

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Ted Cruz, Definitely	38%
Ted Cruz, Could change mind	13
John Kasich, Definitely	16
John Kasich, Could change mind	12
Donald Trump, Definitely	7
Donald Trump, Could change mind	3
Other candidate (volunteered)	1
Don't know/Refused (volunteered)	11

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[IF QBALLOT1 = DK/REF, ASKED QBALLOT2]

**QBALLOT2.** Who would you say you are leaning toward? (ROTATED) Ted Cruz, John Kasich, or Donald Trump? (n = 54)

Lean Ted Cruz	19%
Lean John Kasich	17
Lean Donald Trump	7
Lean other candidate (volunteered)	7
Don't know/Refused (volunteered)	50

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**QBALLOTTOTAL.** [COLLAPSED QBALLOT1 & QBALLOT2]

Total Ted Cruz	53%
Total John Kasich	29
Total Donald Trump	11
Total other candidate (volunteered)	2
Don't know/Refused (volunteered)	5

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**QTRUMP1.** If Donald Trump becomes the Republican nominee for President, do you think it will make the National Republican party (ROTATED) stronger, weaker, or it will not really have any effect on the National Republican party?

Will make the party stronger	12%
Will make the party weaker	64
Will have no effect on the party	9
I do not care about the National Republican Party (volunteered)	1
Don't know/Refused (volunteered)	13

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[IF QBALLOT1 or QBALLOT2 was NOT Donald Trump, ASKED QTRUMP2]

**QTRUMP2.** If Donald Trump becomes the Republican nominee for President, how would you vote in the Presidential General Election this November? (n = 445)

I would vote for Donald Trump	29%
I would vote for the Democratic candidate	7
I would vote for another party's candidate	15
I would write in a candidate in the Presidential election	25
I would not vote in the Presidential election but still vote in other elections	6
I would not vote in November at all	2
Don't know/Refused (volunteered)	16

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Now I have just a few final questions to ensure our survey is statistically representative.

**SEX.** GENDER (BY OBSERVATION)

Male	50%
Female	50

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**QIDEOLOGY.** On most political matters do you consider yourself (ROTATED) conservative or liberal? (IF CONSERVATIVE/LIBERAL) Would you say you are strongly conservative/liberal or moderately conservative/liberal?

Strongly conservative	57%
Moderately conservative	38
Neither, middle of the road (volunteered)	2
Moderately liberal	0
Strongly liberal	2
DK/REF	1

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**QYEARBORN.** What year were you born? (RECODED TO AGE CATEGORIES)

18-24	2%
25-34	8
35-44	16
45-54	20
55-64	23
65+	31

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**QEDOFR.** What was the last year of school you completed?

Some high school or less	<1%
High school graduate	10
Some college	28
College graduate	38
Post-graduate degree	20
Vocational or technical school	3
REF	2

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**QMARRIAGE.** Are you currently...

Married	80%
Divorced	5
Widowed	7
Living with partner	<1
Single	5
REF	2

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**QRELIGION.** What, if any, is your religious preference?

Mormon or LDS	83%
Protestant	2
Roman Catholic	1
Jewish	<1
Other Christian	5
Muslim/Islamic	<1
Other non-Christian	<1
Agnostic/Athiest	1
None	2
DK/REF	5

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[IF QRELIGION 1-7, ASKED QRELIGACT]

**QRELIGACT.** How active do you consider yourself in the practice of your religious preference? (n = 453)

Very active	89%
Somewhat active	6
Not very active	3
Not active	1
Prefer not to say	<1

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**QRACE.** Is your racial or ethnic heritage white, black, Hispanic or something else?

White	90%
Black	<1
Hispanic/Spanish American/Latino	1
Native American	1
Asian	<1
Pacific Islander	<1
Other	2
Not ascertained	5

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**QINCOME.** What do you expect your 2016 family income to be? Just stop me when I read the correct category.

Under \$25,000	6%
\$25,000 - 34,999	5
\$35,000 - 49,999	10
\$50,000 - 74,999	21
\$75,000 - 99,999	16
\$100,000 - 124,999	10
\$125,000 - 149,999	6
Over \$150,000	8
Prefer not to say	18

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**PARTY.** [From VOTER FILE]

Registered Republican	98%
Unaffiliated	2

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**CAUCUS.** [Attend any GOP CAUCUS from 2008 - 2014. From DATA ELECT FILE]

None recorded	50%
Attended	50

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CD. [From VOTER FILE]

1st	25%
2nd	25
3rd	29
4th	21

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COUNTY. [From VOTER FILE]

BEAVER	<1%
BOX ELDER	3
CACHE	5
CARBON	1
DAVIS	11
DUCHESNE	2
EMERY	<1
GARFIELD	<1
IRON	4
JUAB	<1
KANE	1
MILLARD	1
MORGAN	1
PIUTE	1
SALT LAKE	27
SAN JUAN	<1
SANPETE	2
SEVIER	1
SUMMIT	1
TOOELE	2
UINTAH	2
UTAH	23
WASATCH	1
WASHINGTON	6
WAYNE	<1
WEBER	5

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