



TO: Interested individuals
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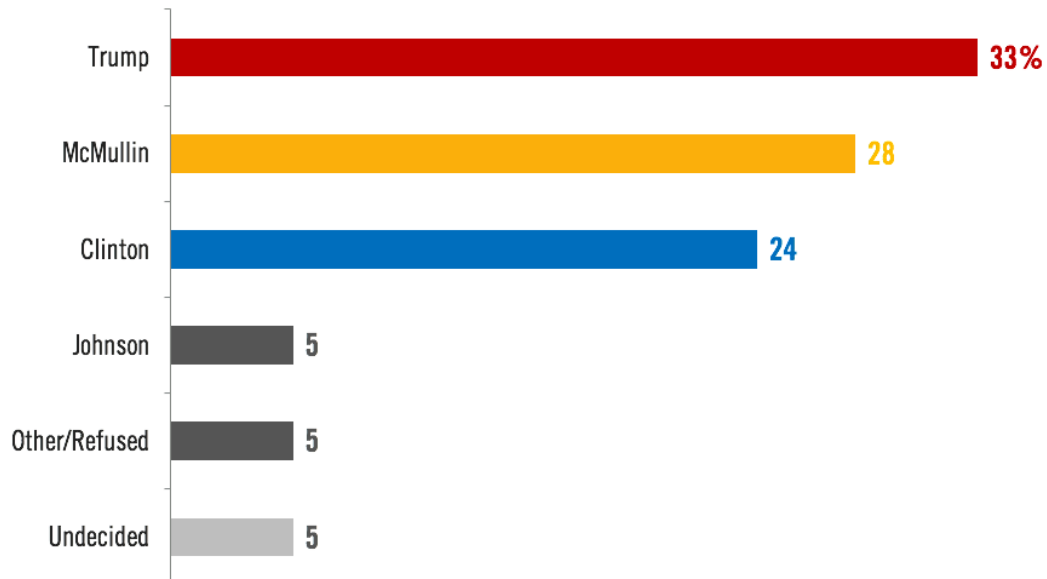
ELECTION IN UTAH STILL CLOSE. TRUMP LEADING, BUT ROOM FOR CHANGE.

With only four days remaining in the 2016 Presidential Election in Utah, Donald Trump leads with 33%, Evan McMullin in second with 28% and Hillary Clinton is third with 24% while Gary Johnson holds 5% with another 5% choosing other candidates and 5% still trying to decide how to vote.

PRESIDENTIAL RACE IN UTAH – NOV 1-3



If the November election for the President of the United States were being held today, and the candidates were Donald Trump, the Republican candidate; Hillary Clinton, the Democrat candidate; Gary Johnson, the Libertarian candidate; Jill Stein, the Green Party candidate; and Evan McMullin, the Independent candidate; if you had to choose, who would you vote for?



In an unusual election for Utah with multiple viable presidential candidates, tremendous uncertainty still exists about the state of the race and candidate choice remains volatile. When voters characterize the certainty of their vote choice decision, more than a quarter of the voters report that they could still change their minds or haven't decided yet.

Candidate	Certainty	Frequency
Donald Trump	Definitely	27%
	Could change mind	5%
	If had to choose	1%
Evan McMullin	Definitely	18%
	Could change mind	7%
	If had to choose	2%
Hillary Clinton	Definitely	21%
	Could change mind	2%
	If had to choose	1%
Gary Johnson	Definitely	3%
	Could change mind	2%
	If had to choose	0%
Jill Stein	Definitely	2%
	Could change mind	1%
	If had to choose	0%
Other	Definitely	1%
	Could change mind	0%
	If had to choose	0%
Don't know		5%
Refused		2%

Trump's slim lead is driven by older voters, with a slight majority of those 65 and older supporting his candidacy. Younger voters ages 18-34 strongly prefer Evan McMullin with 35%, while Trump and Clinton are tied at 22% each. McMullin also leads among 35-44 year olds with 32% to 31% for Clinton and Trump in third at 25%.

	Entire Sample	18-34	35-44	45-54	55-64	65+
Trump	33%	22%	25%	31%	41%	51%
Clinton	24%	22%	31%	24%	21%	22%
Johnson	5%	8%	7%	2%	5%	2%
McMullin	28%	35%	32%	25%	25%	17%
Other/DK/REF	10%	13%	5%	18%	8%	8%

The relationship between vote and age is especially important because age has been a strong predictor of the vote in Utah throughout the 2016 general election campaign. Millennials – classified here as those 18-34 – have consistently made up between 27-29% of the electorate in recent Utah presidential elections and their percentage of the electorate historically in Utah presidential election exit polls has at times been even higher.

Age at Election	Y ² Nov. 2016 Poll	2012 Electorate ¹	2008 Electorate
18-34	27%	27%	29%
35-44	18%	18%	17%
45-54	18%	18%	19%
55-64	18%	18%	16%
65+	20%	20%	17%

These younger voters are also among the most difficult (and expensive) for pollsters to get to participate in pre-election polls because of the nearly-universal preference for cell phones over landline phones among this cohort. In election years where age is not a large factor, this problem is ignorable, but in Utah in 2016 the strong relationship between age and vote choice makes it essential for pollsters to get enough young voters in their samples.

Self-identified partisanship is a strong predictor of vote choice, especially among Democrats who are solidly behind their nominee with 93% of strong Democrats supporting Hillary Clinton and 63% of “not so strong” and “independent leaning” Democrats supporting Clinton.

	Entire Sample	Strong GOP	Other GOP	Independent/Other	Other DEM	Strong DEM
Trump	33%	61%	39%	7%	7%	2%
Clinton	24%	2%	5%	19%	63%	93%
Johnson	5%	1%	6%	19%	4%	2%
McMullin	28%	29%	41%	23%	11%	0%
Other/DK/REF	10%	6%	8%	32%	15%	3%

Donald Trump has not solidified his support among Republicans. Only 61% of strong Republicans currently support Trump. Normally this would be above 90%. McMullin leads slightly among “not so strong” and “independent leaning” Republicans, with 41% for McMullin to 39% for Trump. Strong Republicans make up about 27% of the Utah electorate while the remaining Republicans are 38% of the likely voters while all categories of Democrats comprise 27% of the likely electorate.

Mormon voters in Utah, particularly self-identified “very active” Mormons (who overwhelmingly also identify as Republicans), are among the voters most likely to reject the two major party nominees in favor of independent Evan McMullin. Among all Mormons the race is virtually tied with McMullin at 38 and Trump at 37%. Among “very active” Mormons, McMullin clearly leads with 44% to Trump’s 34% and Clinton at 10%. Historically, all Mormons make up more than 60% of the electorate in a presidential year (63% in this sample) and very active Mormons are about half of all voters (52% in this sample).

¹ Y² Analytics pulled these electorate age break downs from state registered voter files in January 2013 and February 2009, respectively.

This poll of 500 likely voters was conducted November 1–3. The poll carries a +/- 4.38 percentage points margin of error. Live callers conducted the interviews over both landline phones and cell phones.

See attached topline report for complete survey details, including sampling methodology, full question wording, results of other statewide races, and demographics.



UTAH STATEWIDE PRE-ELECTION VOTER SURVEY

TOPLINE REPORT

METHODOLOGY DETAILS

n=500 Likely Voters in Utah
Live interviews over landlines and cell phones fielded November 1-3, 2016
Margin of error +/-4.38

For these survey results, 500 likely voters were sampled from the state's file of active registered voters in Utah (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 general election turnout was estimated using age, party registration status, length of registration, permanent absentee status, and past election turnout (one recent general election is used as the "dependent variable," in this case the 2008 general election). This model produces a sampling pool of registered voters that can be randomly sampled based on their likelihood of voting. A Probability Proportionate to Size (PPS) sample was drawn using this predicted turnout estimate such that voters with a higher probability of voting have a higher probability of being selected in the sample. Thus, the final sample accurately approximates a population of general election voters.

Quotas were set to ensure that the data reflect voter population proportions drawn from the PPS sample. Live callers conducted all of the interviews. 68% of the interviews were conducted over landlines, 32% over cell phones. Weights were constructed to correct for non-response bias on registered party, age, gender, and likelihood of turning out based on the model used in the PPS sampling.

CONTACT

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QSCREEN. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (TERMINATED)	--
No	100%
Don't know / Refused (TERMINATED)	--

QSAFETY. For your safety, are you currently driving? (Asked among cell phone sample)

Yes (RESCHEDULED)	--
No	100%
Don't know / Refused (TERMINATED)	--

QTRACK1. Do you feel things in the country are going in the right direction, or do you feel things have gotten off on the wrong track?

Right direction	16%
Wrong track	78
Don't know / Refused (NOT READ)	6



Now, I am going to read you the names of some people who have been in the news lately. For each one, please tell me if you are aware or not aware of that person. Is your general impression of him/her favorable or unfavorable? Would that be very favorable/unfavorable or just somewhat favorable/unfavorable?

(RANDOMIZED ORDER OF QFAV1-QFAV5)

The first/next one is...

QFAV1. Donald Trump

Aware, very favorable	12%
Aware, somewhat favorable	18
Aware, somewhat unfavorable	13
Aware, very unfavorable	55
Aware, no impression	1
Aware, refused impression	1
Not aware	*
Don't know / Refused (NOT READ)	*
COLLAPSED	
Total Aware	99%
Total Unaware	*
Total Favorable	30%
Total Unfavorable	68

QFAV2. Hillary Clinton

Aware, very favorable	9%
Aware, somewhat favorable	15
Aware, somewhat unfavorable	10
Aware, very unfavorable	63
Aware, no impression	1
Aware, refused impression	*
Not aware	*
Don't know / Refused (NOT READ)	*
COLLAPSED	
Total Aware	99%
Total Unaware	*
Total Favorable	24%
Total Unfavorable	73



QFAV3. Gary Johnson

Aware, very favorable	3%
Aware, somewhat favorable	23
Aware, somewhat unfavorable	27
Aware, very unfavorable	13
Aware, no impression	12
Aware, refused impression	*
Not aware	19
Don't know / Refused (NOT READ)	2
COLLAPSED	
Total Aware	79%
Total Unaware	21
Total Favorable	27%
Total Unfavorable	39

QFAV4. Evan McMullin

Aware, very favorable	20%
Aware, somewhat favorable	31
Aware, somewhat unfavorable	11
Aware, very unfavorable	8
Aware, no impression	12
Aware, refused impression	1
Not aware	15
Don't know / Refused (NOT READ)	1
COLLAPSED	
Total Aware	83%
Total Unaware	17
Total Favorable	51%
Total Unfavorable	20



QFAV5. Jill Stein

Aware, very favorable	2%
Aware, somewhat favorable	12
Aware, somewhat unfavorable	15
Aware, very unfavorable	7
Aware, no impression	15
Aware, refused impression	1
Not aware	44
Don't know / Refused (NOT READ)	4
COLLAPSED	
Total Aware	52%
Total Unaware	48
Total Favorable	14%
Total Unfavorable	22



QBALLOT.

If the November election for the President of the United States were being held today, and the candidates were (ROTATED ORDER) Donald Trump, the Republican candidate; Hillary Clinton, the Democrat candidate; Gary Johnson, the Libertarian candidate; Jill Stein, the Green Party candidate; and Evan McMullin, the Independent candidate; if you had to choose, who would you vote for? (IF CANDIDATE) And would you say you are definitely voting for CANDIDATE, or could you still change your mind? (IF DK/REF) And if you had to choose, would you vote for (ROTATED ORDER) Donald Trump, the Republican candidate; Hillary Clinton, the Democrat candidate; Gary Johnson, the Libertarian candidate; Jill Stein, the Green Party candidate; or Evan McMullin, the Independent candidate?

Donald Trump, definitely	27%
Donald Trump, could change mind	5
Donald Trump, if had to choose	1
Evan McMullin, definitely	18
Evan McMullin, could change mind	7
Evan McMullin, if had to choose	2
Hillary Clinton, definitely	21
Hillary Clinton, could change mind	2
Hillary Clinton, if had to choose	1
Gary Johnson, definitely	3
Gary Johnson, could change mind	2
Gary Johnson, if had to choose	*
Jill Stein, definitely	2
Jill Stein, could change mind	1
Jill Stein, if had to choose	*
Other, definitely	1
Other, could change mind	*
Other, if had to choose	*
Don't know / Refused (NOT READ)	7
COLLAPSED TOTALS	
Donald Trump, total	33%
Evan McMullin, total	28
Hillary Clinton, total	24
Gary Johnson, total	5
Jill Stein, total	3
Other, total	1
Don't know/Refused	7



QSENBALLOT. If the November election for the U.S. Senate were being held today, and you had to choose, would you vote for (ROTATED ORDER) Mike Lee, the Republican candidate; Misty Snow, the Democrat candidate; Stoney Fonua, the Independent American Party candidate; or Bill Baron, the unaffiliated candidate? (IF CANDIDATE) And would you say you are definitely voting for CANDIDATE, or could you still change your mind? (IF DK/REF) And if you had to choose, would you vote for (ROTATED ORDER) Mike Lee, the Republican candidate; Misty Snow, the Democrat candidate; Stoney Fonua, the Independent American Party candidate; or Bill Baron, the unaffiliated candidate?

Mike Lee, definitely	47%
Mike Lee, could change mind	12
Mike Lee, if had to choose	2
Misty Snow, definitely	17
Misty Snow, could change mind	4
Misty Snow, if had to choose	1
Stoney Fonua, definitely	2
Stoney Fonua, could change mind	1
Stoney Fonua, if had to choose	1
Bill Baron, definitely	1
Bill Baron, could change mind	2
Bill Baron, if had to choose	*
Don't know / Refused (NOT READ)	7
COLLAPSED TOTALS	
Mike Lee, total	62%
Misty Snow, total	22
Stoney Fonua, total	4
Bill Baron, total	4
Don't know/Refused	7



QGUVBALLOT. If the November election for the Utah Governor were being held today, and you had to choose, would you vote for (ROTATED ORDER) Gary Herbert, the Republican candidate; Mike Weinholtz, the Democrat candidate; Superdell Schanze, the Independent American Party candidate; or Brian Kamerath, the Libertarian candidate? (IF CANDIDATE) And would you say you are definitely voting for CANDIDATE, or could you still change your mind? (IF DK/REF) And if you had to choose, would you vote for (ROTATED ORDER) Gary Herbert, the Republican candidate Mike Weinholtz, the Democrat candidate; Superdell Schanze, the Independent American Party candidate; or Brian Kamerath, the Libertarian candidate?

Gary Herbert, definitely	55%
Gary Herbert, could change mind	7
Gary Herbert, if had to choose	2
Mike Weinholtz, definitely	20
Mike Weinholtz, could change mind	5
Mike Weinholtz, if had to choose	*
Superdell Schanze, definitely	1
Superdell Schanze, could change mind	1
Superdell Schanze, if had to choose	*
Brian Kamerath, definitely	1
Brian Kamerath, could change mind	1
Brian Kamerath, if had to choose	*
Don't know / Refused (NOT READ)	5
COLLAPSED TOTALS	
Gary Herbert, total	64%
Mike Weinholtz, total	26
Superdell Schanze, total	2
Brian Kamerath, total	3
Don't know/Refused	5

QPREDICT. Regardless of which candidate you intend to vote for, who do you think is most likely to win the Presidential race in the State of Utah? (ROTATED RESPONSE OPTIONS)

Donald Trump	47%
Evan McMullin	31
Hillary Clinton	11
Gary Johnson	1
Jill Stein	*
Other (NOT READ)	*
Don't know / Refused (NOT READ)	9



Now I have just a few final questions for statistical purposes...

QSEX. (BY OBSERVATION)

Male	49%
Female	51

QPHONE. Which of the following best describes you:

I have only a landline phone in my household and no cell phone	3%
I have both a landline and a cell phone	41
I have only a cell phone	56
Refused	*

(IF QPHONE = I have both a landline and a cell phone ASKED QPHONEUSE OTHERWISE WENT TO QPARTYID)

QPHONEUSE. And of all the telephone calls that your household receives, how many calls come through your landline phone versus your cell phones?

All or almost all calls are received on cell phones	36%
Some are received on cell phones and some on landline phones	44
Very few or none are received on cell phones	19
Refused	1



QPARTYID. Generally speaking...do you think of yourself as a Republican, a Democrat, an independent or something else?

Republican	44%
Democrat	14
Independent / Something else	40
No Preference (NOT READ)	1
Other (NOT READ)	*
Don't know / Refused (NOT READ)	*

(IF QPARTYID = Republican OR Democrat ASKED QINTENSE OTHERWISE WENT TO FILTER BEFORE QLEAN)

QINTENSE. Would you call yourself a strong (Rep./Dem.) or a not very strong (Rep./Dem.)?

Strong	60%
Not very strong	38
Don't know / Refused (NOT READ)	2

(IF QPARTYID DOES NOT EQUAL Republican OR Democrat, ASKED QLEAN OTHERWISE SKIPPED TO QIDEOLOGY)

QLEAN. Do you think of yourself as closer to the Republican or the Democratic Party?

Republican	48%
Democratic	32
Neither (NOT READ)	16
Don't know / Refused (NOT READ)	3

QPARTY7. PARTY IDENTIFICATION RECODED TO 7 CATEGORIES

Strong Republican	27%
Not very strong Republican	17
Independent leaning Republican	21
Independent / Other / DK	8
Independent leaning Democrat	14
Not very strong Democrat	6
Strong Democrat	8



QIDEOLOGY. On most political matters do you consider yourself:

(ROTATED RESPONSE OPTIONS Strongly Conservative TO Strongly Liberal, AND VICE VERSA)

Strongly conservative	24%
Moderately conservative	34
Neither, middle of the road	21
Moderately liberal	14
Strongly liberal	5
Don't know / Refused (NOT READ)	2

QEDOFR. What is the last year of school you completed?

Some high school or less	2%
High school graduate	11
Some college	27
College graduate	36
Post graduate degree (e.g. MA, MBA, LLD, PhD)	21
Vocational school or technical school	4
Refused (NOT READ)	*

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

Mormon or LDS	64%
Protestant (E.G. Baptist, Methodist, etc.)	4
Roman Catholic	2
Jewish	*
Other Christian	7
Muslim / Islamic	*
Other non-Christian	1
Agnostic / Atheist	6
None	13
Don't know / Refused (NOT READ)	3



(IF QRELIGION=Mormon THROUGH Other Non-Christian ASKED QGOCHUR2, OTHERWISE WENT TO QMARRIAGE)

QGOCHUR2. How active do you consider yourself in the practice of your religious preference? Would you say you are...

Very active	77%
Somewhat active	12
Not very active	5
Not active	5
Prefer not to say (NOT READ)	1
Don't know / Refused (NOT READ)	1

QMARRIAGE. Are you currently...

Married	72%
Divorced	6
Widowed	5
Living with Partner	2
Single	14
Refused (NOT READ)	1

AGEGROUP. (FROM VOTER FILE)

18-34	27%
35-44	18
45-54	18
55-64	18
65+	20

REGPARTY. (FROM VOTER FILE)

Republican	50%
Democrat	10
Unaffiliated	38
Other	2



COUNTYID. (FROM VOTER FILE)

Beaver	<1
Box Elder	1%
Cache	5
Carbon	2
Daggett	<1
Davis	12
Duchesne	1
Emery	<1
Garfield	<1
Grand	<1
Iron	2
Juab	<1
Kane	<1
Millard	<1
Morgan	<1
Piute	<1
Rich	<1
Salt Lake	36
San Juan	<1
Sanpete	1
Sevier	1
Summit	1
Tooele	1
Uintah	2
Utah	19
Wasatch	1
Washington	5
Wayne	<1
Weber	8