



TO: Interested individuals
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TRUMP COLLAPSING, CLINTON STEADY, MCMULLIN SURGING IN UTAH

As ballots hit mailboxes for most Utah voters, Democrat Hillary Clinton, Republican Donald Trump, and Independent Evan McMullin are statistically tied for first place in Utah—historically among the most reliably Republican states in the country—with support for Clinton at 26%, and Trump at 26% and McMullin at 22% of likely voters. Libertarian Gary Johnson currently holds 14% and Green Party nominee Jill Stein trails at 1%. An additional 3% of voters named another candidate, while 7% still claim to be undecided.

This dramatic shift in presidential preference occurs on the heels of a dramatic weekend of presidential politics in Utah that included the release of an NBC Access Hollywood video in which Donald Trump is heard bragging about using his celebrity status to grope women. Our poll shows that 64% of voters in Utah have seen the video, while another 30% had heard about it. Among those that had either watched or heard about the video, 37% say they now think worse of Trump because of the tape. Trump's support in Utah had already lagged significantly behind prior Republican nominees, but this revelation has weakened him to the point of losing his tenuous lead.

Following the release of the video a host of Utah Republican officials abandoned Trump, some calling on him to drop out of the presidential campaign. Utah voters have also begun abandoning Trump and 51% believe he should drop out of the race altogether, including 46% of Republicans, and 52% of voters that watched the Access Hollywood video.

A majority of Utahns are supportive of Republican officials that have either withheld or reneged their support of Mr. Trump with 55% saying that Republican leaders should no longer support him as the Republican nominee for president, including a majority of Mormons (56%). Republicans themselves are split with 46% saying Republican leaders should abandon Mr. Trump and 46% saying they should continue supporting the nominee.

Despite the tie at the top of the ticket, both Clinton and Trump are extremely unpopular while McMullin is still relatively unknown. Both major party candidates are seen unfavorably by 7 out of 10 voters (and very unfavorably by 6 out of 10)! McMullin's ballot strength is striking considering that only 52% of voters are aware enough of his candidacy to offer an opinion. However, among those that recognize his name, 4 out of 5 see him favorably.

If the 48% of likely voters that view both Clinton and Trump unfavorably coalesced around a single candidate, that candidate would assume a clear first place lead. Currently these voters are divided between McMullin and Johnson. Their combined support equals 36% of likely voters—an unprecedented level of strength for non-major party candidates. Clearly, Trump’s collapse in Utah has disproportionately benefitted McMullin, who in previous public polls had been tied with Johnson for third place.

McMullin is especially popular among Mormon voters who disproportionately identify as Republicans and make up about 60% of Utah’s voting population. Among Mormons he is in first place in the ballot with 33% of the vote, leading Mr. Trump at 28%. And among Mormons that self-describe as religiously *very active* McMullin jumps to 37%. As his name recognition continues to rise in Utah, he is poised to convert additional undecided voters and disaffected Republicans, many of whom are conflicted Mormons off-put by both Trump and Clinton.

This poll of 500 likely voters was conducted October 10–11. 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, 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 October 10-11, 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. 69% of the interviews were conducted over landlines, 31% over cell phones. Weights were constructed to correct for non-response bias on registered party, age, 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, n = 157)

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	79
Don't know / Refused	4



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	11%
Aware, somewhat favorable	14
Aware, somewhat unfavorable	11
Aware, very unfavorable	60
Aware, no impression	3
Aware, refused impression	*
Not aware	*
Don't know / Refused	*
COLLAPSED	
Total Aware	99%
Total Unaware	*
Total Favorable	25%
Total Unfavorable	72

QFAV2. Hillary Clinton

Aware, very favorable	16%
Aware, somewhat favorable	11
Aware, somewhat unfavorable	12
Aware, very unfavorable	59
Aware, no impression	1
Aware, refused impression	1
Not aware	*
Don't know / Refused	*
COLLAPSED	
Total Aware	99%
Total Unaware	*
Total Favorable	27%
Total Unfavorable	70



QFAV3. Gary Johnson

Aware, very favorable	6%
Aware, somewhat favorable	28
Aware, somewhat unfavorable	21
Aware, very unfavorable	9
Aware, no impression	13
Aware, refused impression	3
Not aware	19
Don't know / Refused	2
COLLAPSED	
Total Aware	81%
Total Unaware	19
Total Favorable	34%
Total Unfavorable	29

QFAV4. Evan McMullin

Aware, very favorable	13%
Aware, somewhat favorable	18
Aware, somewhat unfavorable	4
Aware, very unfavorable	2
Aware, no impression	11
Aware, refused impression	1
Not aware	48
Don't know / Refused	3
COLLAPSED	
Total Aware	52%
Total Unaware	48
Total Favorable	31%
Total Unfavorable	7



QFAV5. Jill Stein

Aware, very favorable	3%
Aware, somewhat favorable	10
Aware, somewhat unfavorable	11
Aware, very unfavorable	6
Aware, no impression	18
Aware, refused impression	2
Not aware	46
Don't know / Refused	4
COLLAPSED	
Total Aware	54%
Total Unaware	46
Total Favorable	13%
Total Unfavorable	17



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	18%
Donald Trump, could change mind	5
Donald Trump, if had to choose	4
Hillary Clinton, definitely	21
Hillary Clinton, could change mind	3
Hillary Clinton, if had to choose	1
Evan McMullin, definitely	10
Evan McMullin, could change mind	10
Evan McMullin, if had to choose	2
Gary Johnson, definitely	5
Gary Johnson, could change mind	7
Gary Johnson, if had to choose	2
Jill Stein, definitely	*
Jill Stein, could change mind	1
Jill Stein, if had to choose	1
Other, definitely	1
Other, could change mind	2
Other, if had to choose	*
Don't know / Refused	7
COLLAPSED TOTALS	
Donald Trump, total	26%
Hillary Clinton, total	26
Evan McMullin, total	22
Gary Johnson, total	14
Jill Stein, total	1
Other, total	3
Don't know/Refused	7



QSRHVIDEO. Have you seen or heard about the recently released videotape of Donald Trump talking about making advances toward women?

Yes, I've seen it	64%
Yes, I've heard about it, but not seen it	30
No, I haven't	6
Don't know / Refused	*

(IF QSRHVIDEO = Yes, I've seen it OR Yes, I've heard about it, but not seen it, ASKED QVIDREACT)

QVIDREACT. Does the tape make you think better of Donald Trump than you did, worse of Donald Trump than you did, or does it not change your view of Donald Trump?

Better	*
Worse	37%
Does not change view	55
Don't know / Refused	1

QDROPOUT. Which of the following statements do you agree with more?

Donald Trump should drop out of the presidential race	51%
Donald Trump should not drop out of the presidential race	46
Don't know / Refused	3

QGOPLEAD. Which of the following do you think leaders of the Republican Party should do?

Continue to support Donald Trump as the Republican nominee for president	38%
No longer support Donald Trump as the Republican nominee for president	55
Don't know / Refused	7



I am going to read you some things that have been said about voting this year. Please tell me whether you agree or disagree with the following statements. And would you say you strongly agree/disagree or just somewhat?

QGOTV1. There's a lot more at stake this election year than just the presidency. Every major elected office is up for grabs, including the U.S. Senate, U.S. House, our Governor, and our State Legislature. Whatever happens in the race for the White House, we need to vote for sensible leaders at every level of government.

Strongly agree	85%
Somewhat agree	13
Neither agree nor disagree	1
Somewhat disagree	1
Strongly disagree	*
Don't know / Refused	1

QGOTV2. You do not have to vote in every race on the ballot, especially races where there is no good choice. But no responsible citizen should let that stop them from being a voter this year.

Strongly agree	74%
Somewhat agree	18
Neither agree nor disagree	*
Somewhat disagree	3
Strongly disagree	4
Don't know / Refused	*



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	5%
I have both a landline and a cell phone	48
I have only a cell phone	46
Refused	1

QPHONEUSE. Which of the following best describes you:

All or almost all calls are received on cell phones	30%
Some are received on cell phones and some on landline phones	50
Very few or none are received on cell phones	18
Refused	1

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

Republican	37%
Democrat	16
Independent / Something else	45
No Preference	1
Other (VOLUNTEERED)	*
Don't know / Refused	*

(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	63%
Not very strong	34
Don't know / Refused	3



(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	56%
Democratic	27
Neither	14
Don't know / Refused	3

QPARTY7. PARTY IDENTIFICATION RECODED TO 7 CATEGORIES

Strong Republican	22%
Not very strong Republican	15
Independent leaning Republican	26
Independent / Other / DK	8
Independent leaning Democrat	13
Not very strong Democrat	4
Strong Democrat	11

QIDEOLOGY. On most political matters do you consider yourself:

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

Strongly conservative	22%
Moderately conservative	35
Neither, middle of the Road	22
Moderately liberal	16
Strongly liberal	4
Don't know / Refused	1

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

Some high school or Less	1%
High school graduate	11
Some college	24
College graduate	36
Post graduate degree (e.g. MA, MBA, LLD, PhD)	24
Vocational school or technical school	3
Refused	1

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

Mormon / LDS	59%
Protestant (E.G. Baptist, Methodist, etc.)	2
Roman Catholic	3
Jewish	*
Other Christian	10
Muslim / Islamic	*
Other Non-Christian	2
Agnostic / Atheist	7
None	12
Don't know / Refused	5

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

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

Very active	79%
Somewhat active	10
Not very active	4
Not active	4
Prefer not to say	2



QMARRIAGE. Are you currently...

Married	78%
Divorced	5
Widowed	5
Living with Partner	3
Single	9
Refused	1

AGEGROUP. (FROM VOTER FILE)

18-34	24%
35-44	19
45-54	17
55-64	19
65+	22

REGPARTY. (FROM VOTER FILE)

Republican	48%
Democrat	10
Unaffiliated	40
Other	2



COUNTYID. (FROM VOTER FILE)

Beaver	<1
Box Elder	2%
Cache	5
Carbon	1
Daggett	<1
Davis	12
Duchesne	1
Emery	<1
Garfield	<1
Grand	<1
Iron	1
Juab	1
Kane	<1
Millard	1
Morgan	1
Piute	<1
Rich	<1
Salt Lake	37
San Juan	1
Sanpete	2
Sevier	<1
Summit	1
Tooele	2
Uintah	2
Utah	17
Wasatch	<1
Washington	2
Wayne	<1
Weber	8