



KEEP UTAH WEIRD: PARTISAN RACES AND BALLOT ISSUES IN 2018

MOTIVATIONS & METHODS

- **UTAH COLLEGES EXIT POLL LEGACY:** Time series going back more than 30 years (spanning 18 general elections). We have a vested interest in ensuring that there is publicly available, methodologically sound election data this year and for years to come.
- **UTAH'S TRANSITION TO VBM:** Statewide move to vote by mail elections presents a challenge for traditional exit polling.
- **OUR APPROACH:** Modeled turnout and sampled likely voters using a probability proportionate to size (PPS) sampling frame. Invited voters to participate in the survey via email invitations and postcards sent in the mail. Email and text message reminders were sent to voters who were sampled to participate.
- **CAVEATS:** Polling data presented from the 2018 Online "Exit Poll" represents *unweighted* results from our survey of likely voters. Analysis is ongoing.



Voter Name,

We invite you to participate in the 2018 Utah Votes election survey. This survey is conducted by Y2 Analytics, a Salt Lake based survey and market research company. The results will be released to the public to help elected officials, reporters, political parties, academics, and the general public learn more about Utah elections.

Take the survey today at ut-votes.com
1. Click the "Begin the 2018 Utah Votes Election Survey Now" button.
2. Enter your unique 8-digit access code below to confirm your identity.

8-digit Access Code

3. Complete the survey!

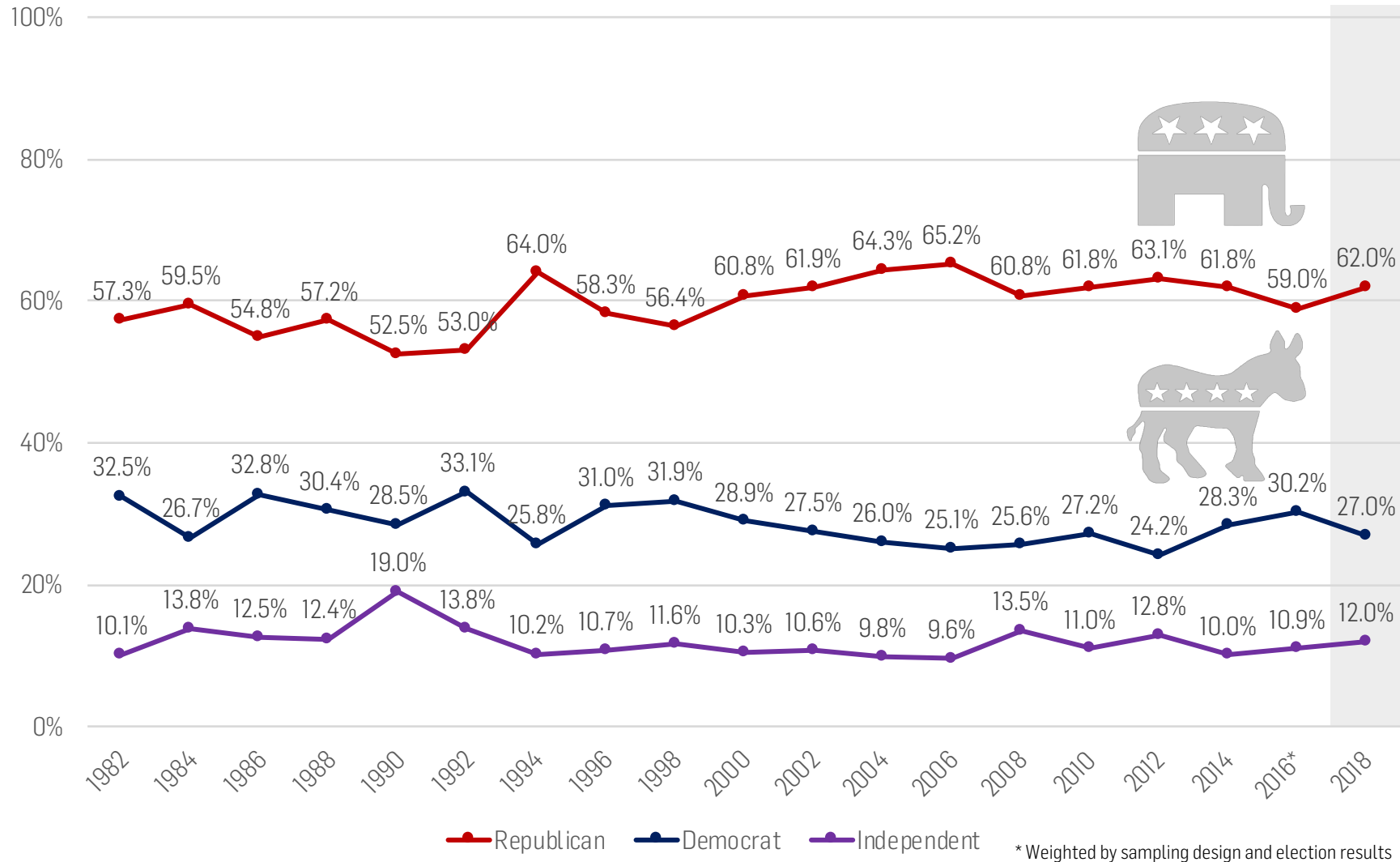
If you have trouble accessing the poll, please email us at help@ut-votes.com or call the poll helpline at (801) 476-8386. Visit ut-votes.com for "Frequently Asked Questions" about the survey. Your participation in the survey is voluntary and your responses are completely confidential.

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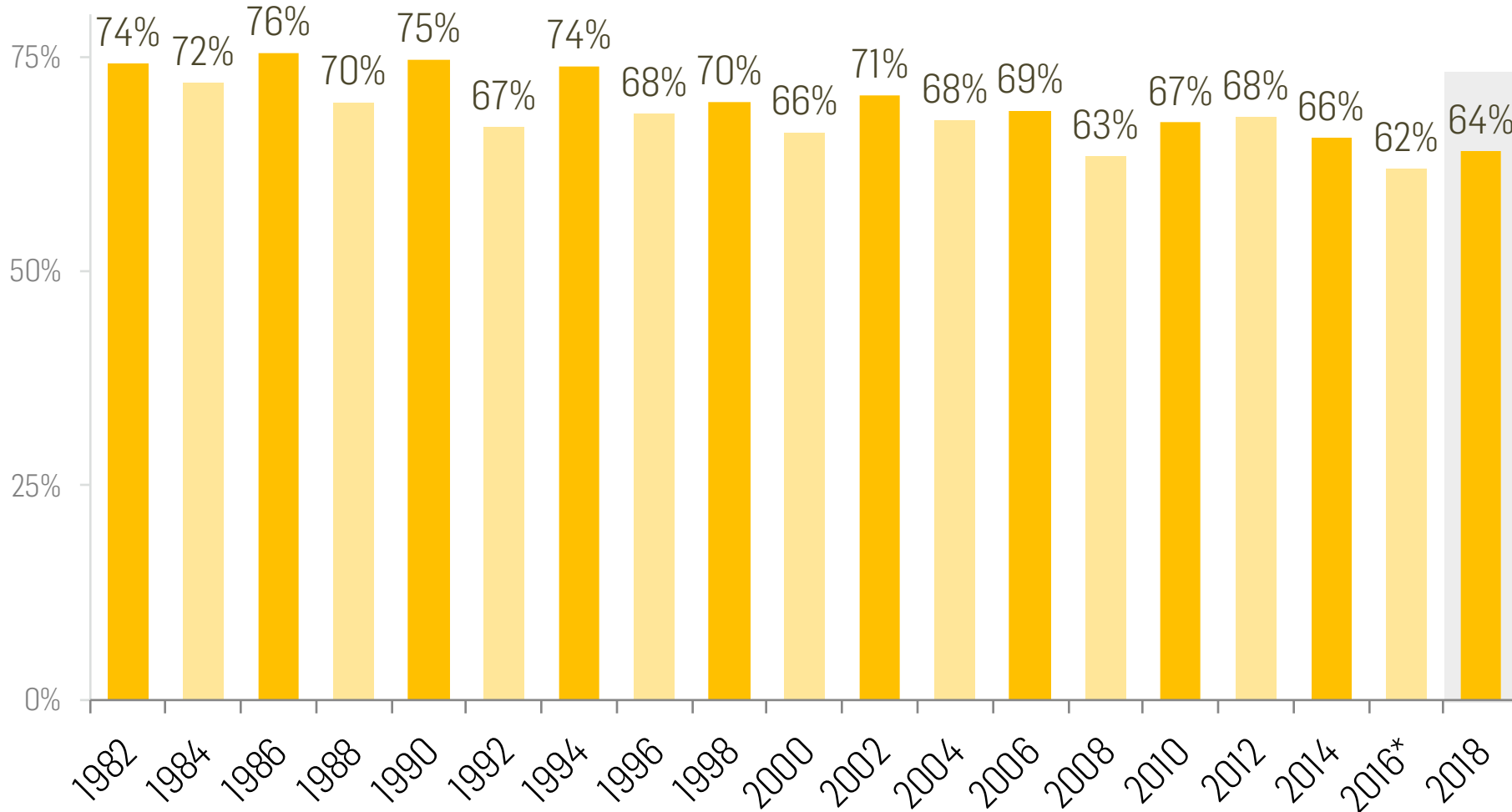
MAILING ADDRESS

PARTY IDENTIFICATION AMONG UTAH VOTERS



UTAH PARTY IDENTIFICATION
 Republicans outnumber Democrats statewide by more than 2:1

RELIGIOUS AFFILIATION & ITS AFFECT ON THE ELECTORATE

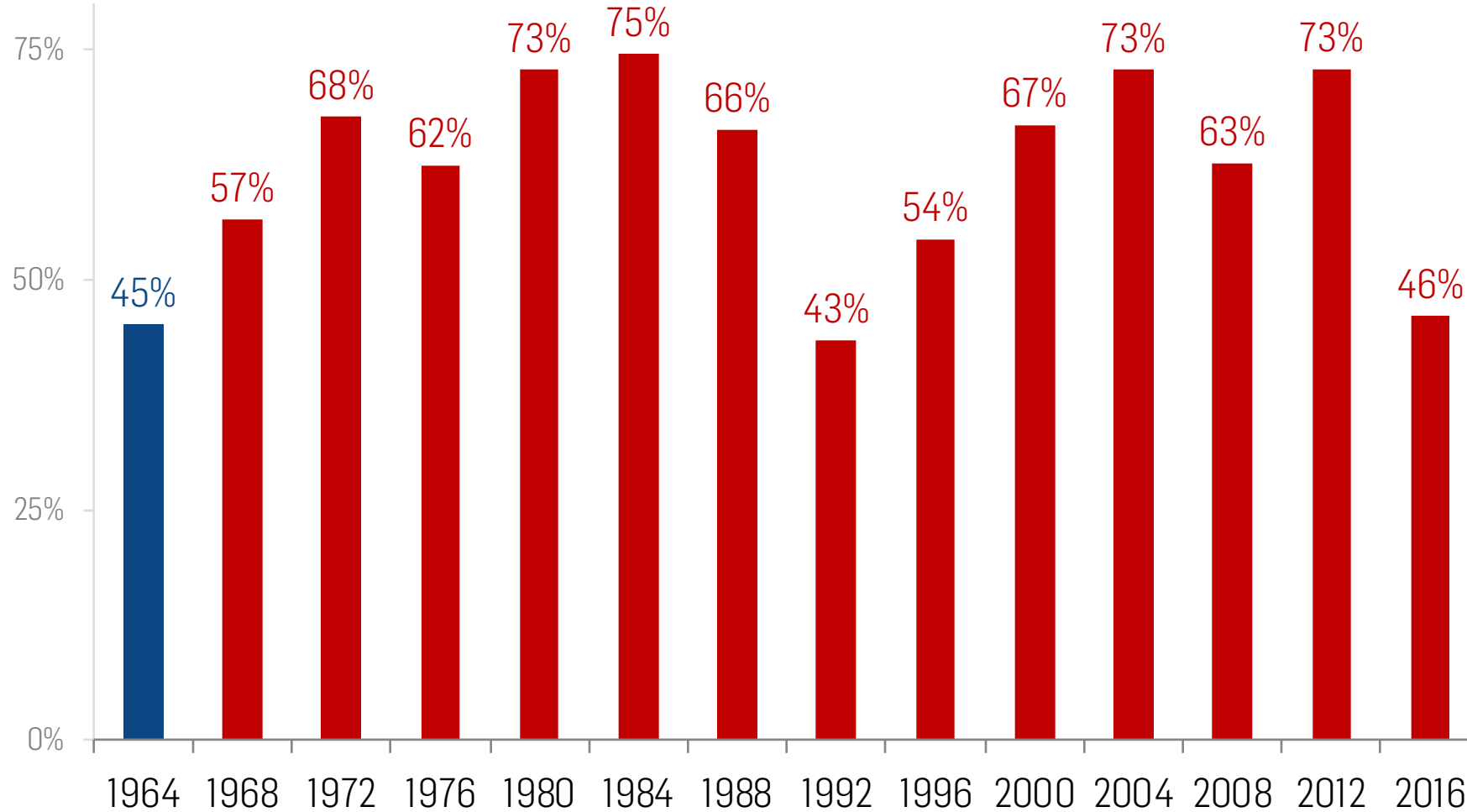


PERCENT LDS IN UTAH ELECTORATE

Utah voters are heavily Mormon, and slightly more so in midterm years

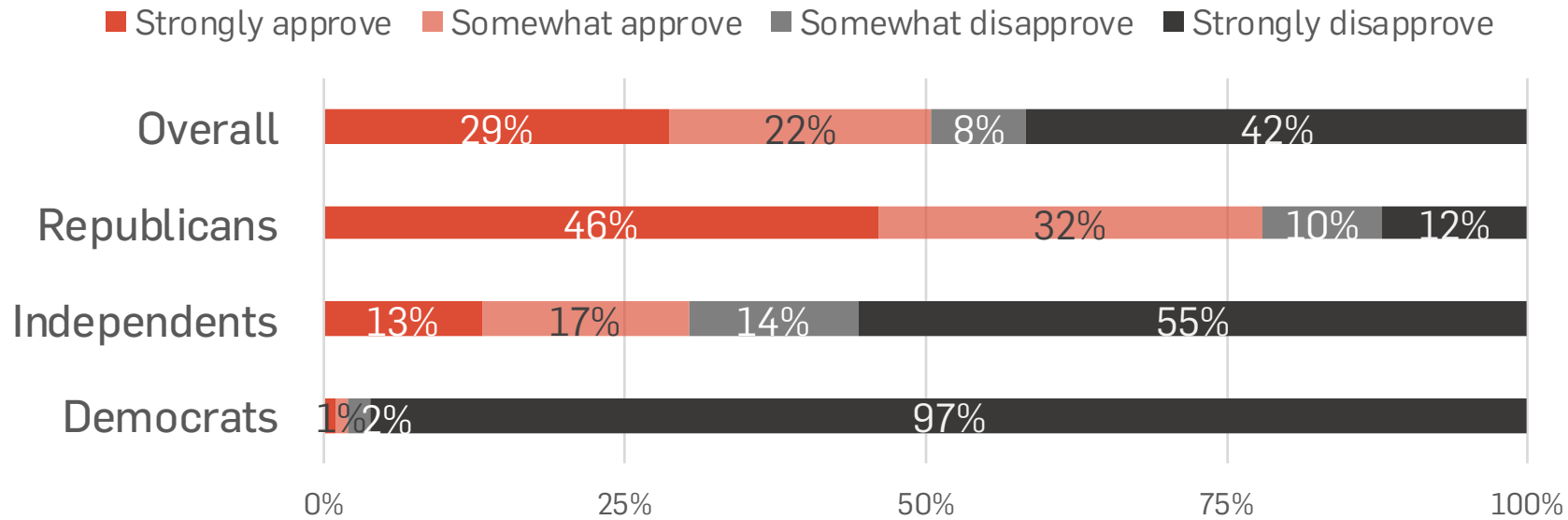
* Weighted by sampling design and election results

POLITICAL ENVIRONMENT: UTAHNS' PREFERENCE FOR GOP PRESIDENTS

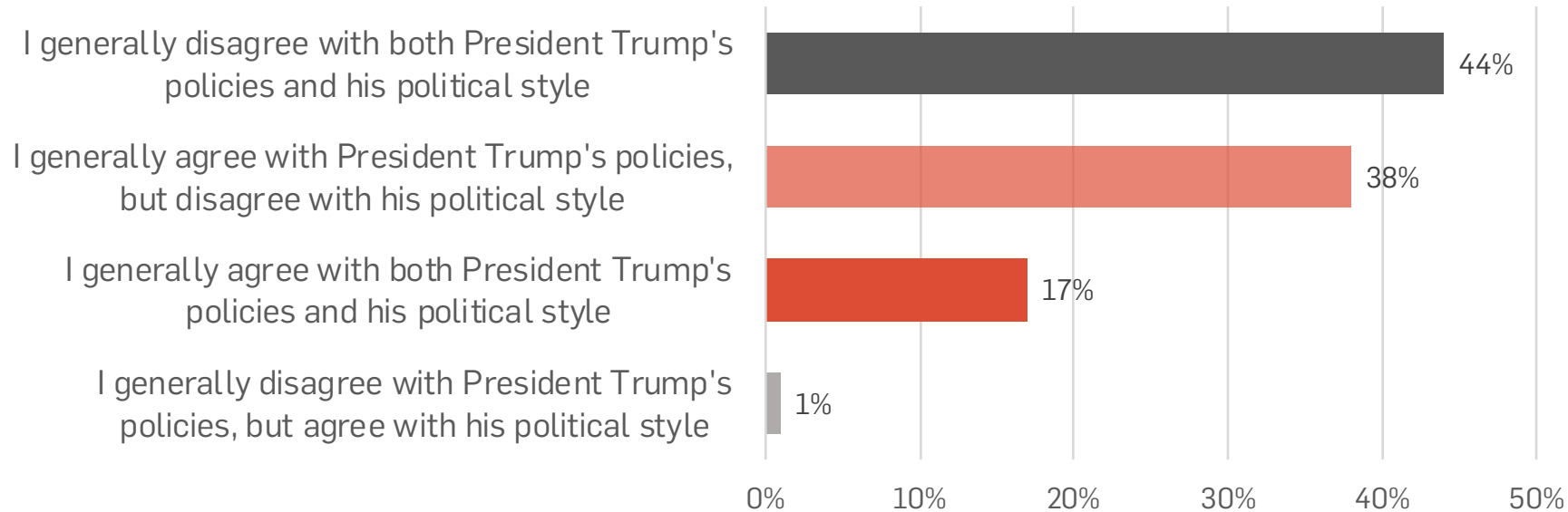


Utah has reliably preferred the Republican nominee since 1964, and the vote share that has gone to the GOP candidate has not dropped below 35% since Alf Landon in 1936 – the most lopsided election ever.

THAT SAID, TRUMP IS NOT OVERWHELMINGLY POPULAR IN UTAH



Trump holds a narrow majority approval rating among the electorate at large.



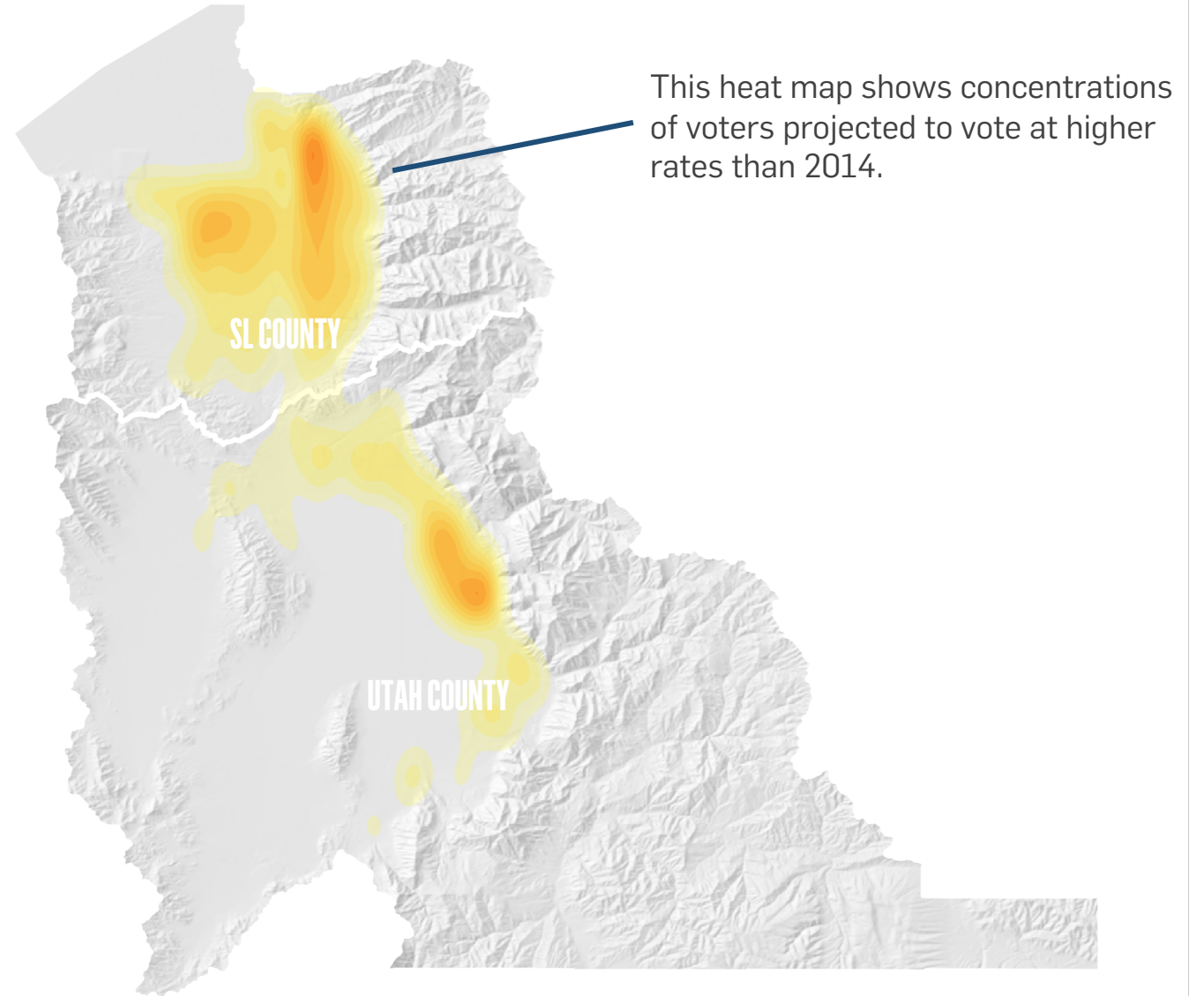
More than a third of respondents in our Utah Election Survey say they **agree with the President's policies but *not* his political style.**

DEMOCRATIC WAVE

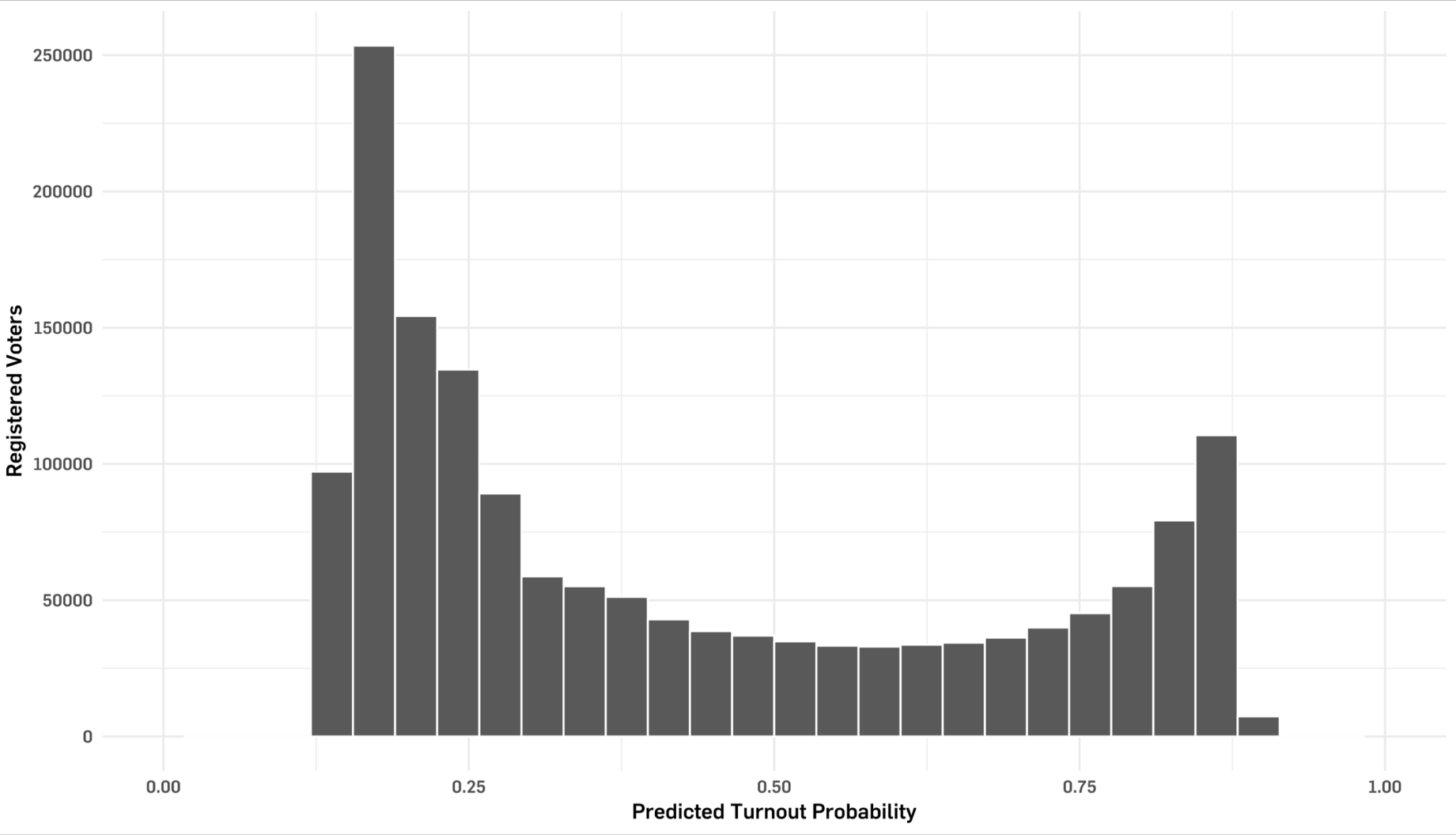
Special congressional elections early in 2018 demonstrated a clear pattern: younger, more Democratic voters were turning out at rates higher than average in nearly every election across the country.

Using the average increase in turnout, we adjusted our 2018 models to account for this potential Democratic wave.

Most of this activation was expected to be concentrated in Salt Lake and Utah Counties.



TURNOUT PREDICTION: HISTORICAL MODEL + DEM WAVE ADJUSTMENT



With the **Democratic Wave adjustment** to our historical model, we predicted approximately **42% voter turnout**.

TURNOUT PREDICTION COMPARED TO ACTUAL STATEWIDE TURNOUT

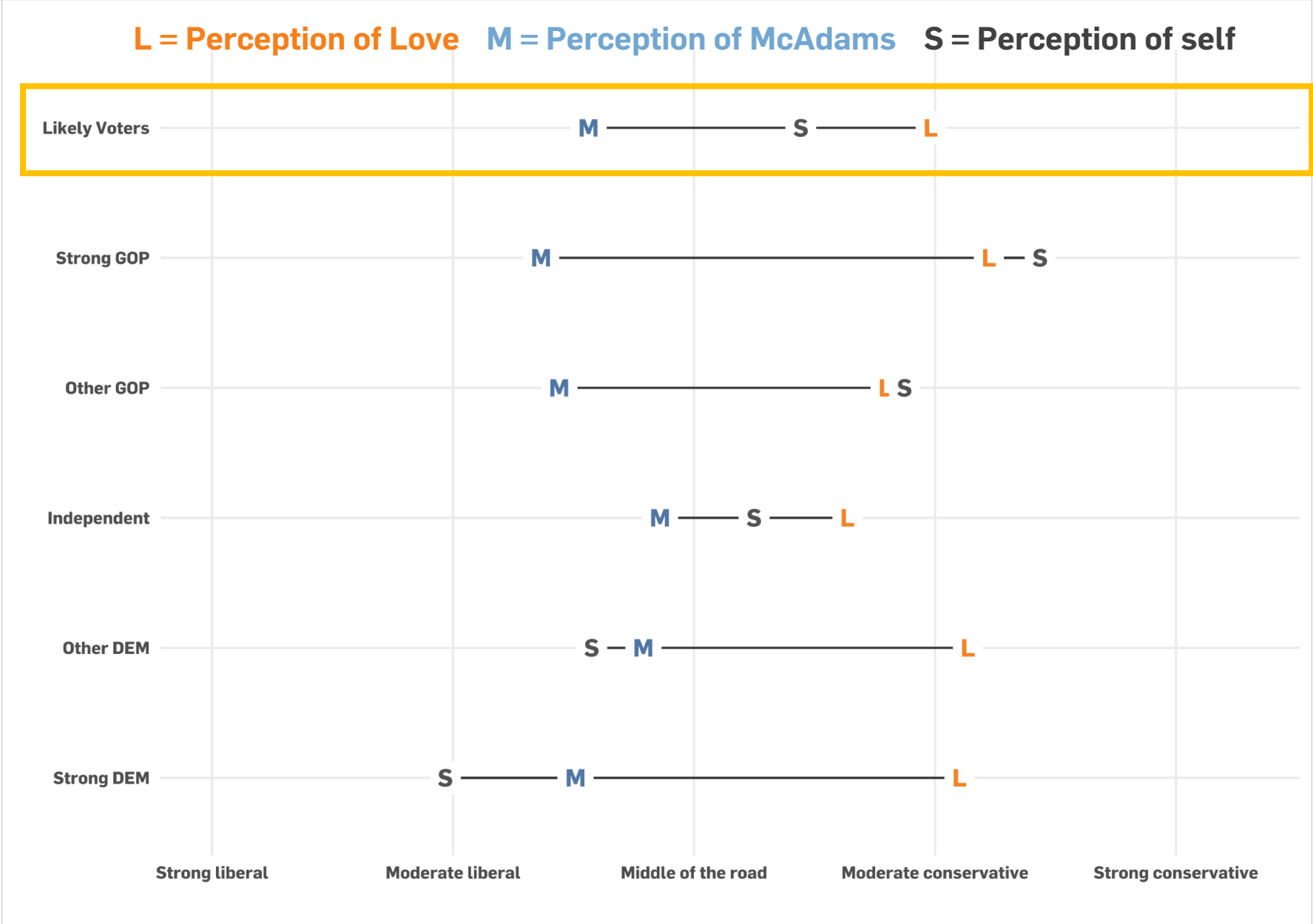
	2014 RESULTS	2016 RESULTS	2018 EXPECTED	2018 RESULTS
TOTAL VOTERS	577,973	1,152,369	654,603	1,082,972
TURNOUT	46.3%	82.0%	42.1%	75.6%

This is the highest voter turnout Utah has seen in a midterm election since the '60s.

UTAH'S 4TH CONGRESSIONAL DISTRICT

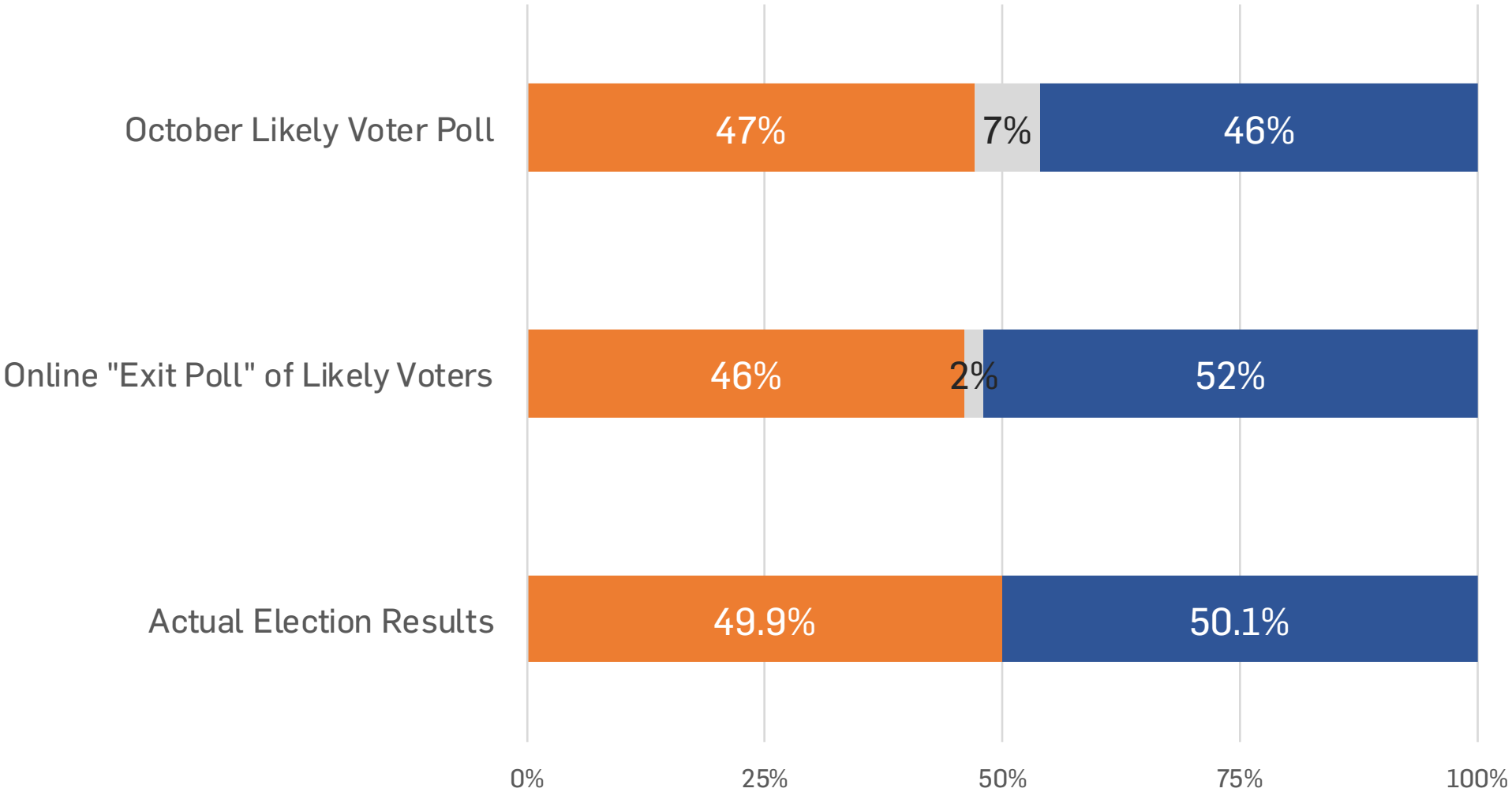
Love had both the incumbency advantage and was better ideologically positioned relative to the likely electorate.

McAdams is perceived by nearly all as a liberal – but the ethics perceptions undermined that mental mapping of the race.



McADAMS FLIPPED THE DISTRICT BY A MERE 694 VOTES

Love DK / REF McAdams



Though Love won this district by a +12 margin in 2016, eyes on the 2018 race fluctuated from "Tossup" to "Lean Dem" throughout the cycle.

Ultimately McAdams prevailed in a race that was "too close to call" for nearly two weeks after election night.

COUNTY TURNOUT DISPARITY MADE THE DIFFERENCE

County	Margin	Total votes	Turnout
Salt Lake	D+9	229,496	80.9%
Utah	R+47	31,948	68.5%
Sanpete	R+55	4,385	77.9%
Juab	R+59	3,405	71.9%

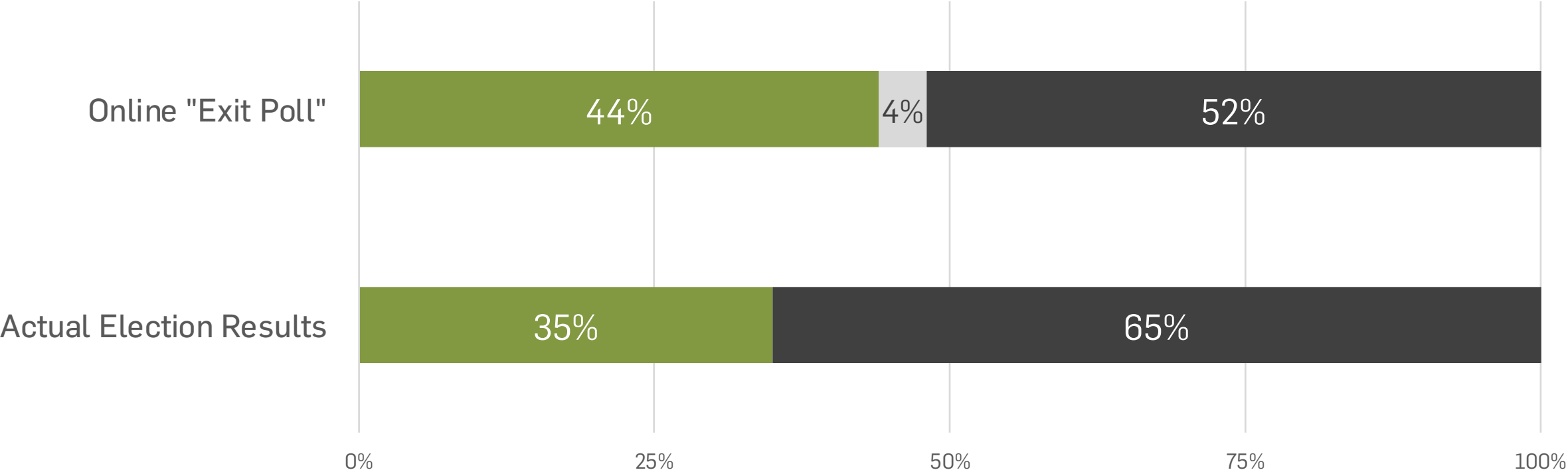
The contest was decided by comparatively low turnout in Utah County, where Love needed more votes to make up for lost ground in the more independent/liberal leaning portion of the district.

NON-BINDING OPINION QUESTION #1: FUEL TAX FOR EDUCATION & ROADS

To provide additional funding for public education and local roads, should the state increase the state motor and special fuel tax rates by an equivalent of 10 cents per gallon?

Are you planning to vote, or did you already vote:

■ For ■ Unsure ■ Against



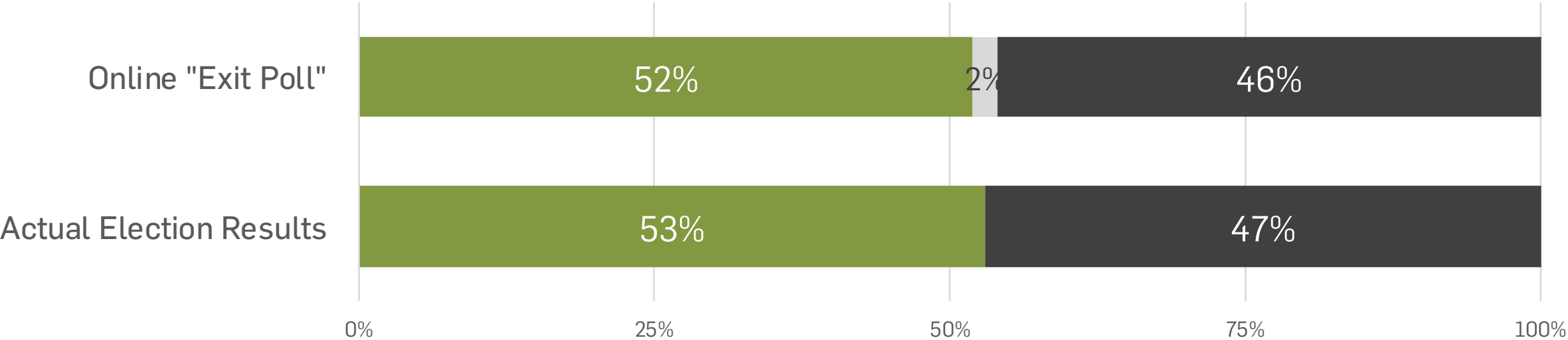
PROPOSITION #2: MEDICAL CANNABIS

Shall a law be enacted to:

- establish a state-controlled process that allows persons with certain illnesses to acquire and use medical cannabis and, in certain limited circumstances, to grow up to six cannabis plants for personal medical use;
- authorize the establishment of facilities that grow, process, test, or sell medical cannabis and require those facilities to be licensed by the state; and
- establish state controls on those licensed facilities, including:
 - electronic systems that track cannabis inventory and purchases; and
 - requirements and limitations on the packaging and advertising of cannabis and on the types of products allowed?

Are you planning to vote, or did you already vote:

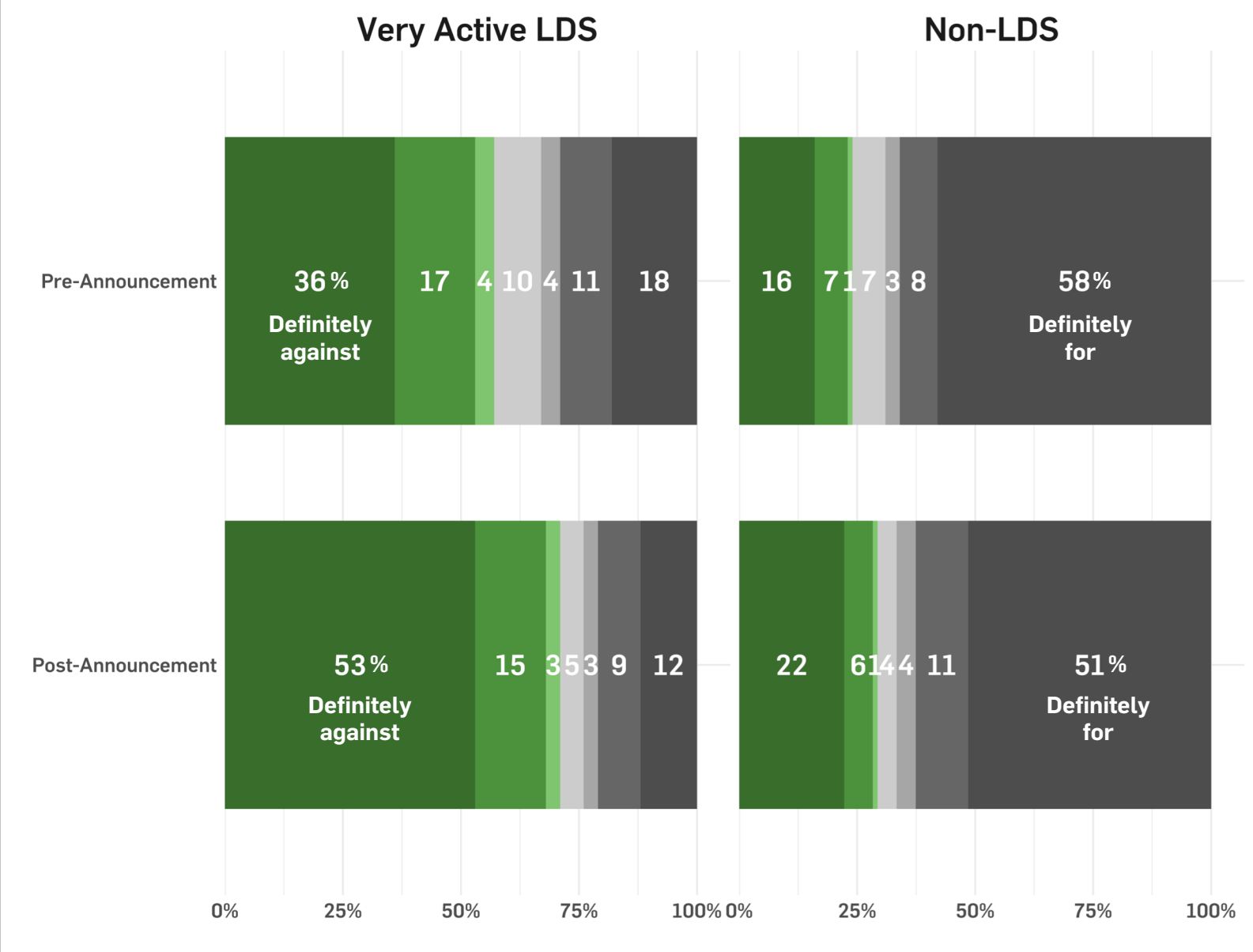
■ For ■ Unsure ■ Against



IMPACT OF LDS CHURCH ANNOUNCEMENT

On September 23, 2018, while our survey responses were being collected, the LDS Church made their announcement opposing the initiative. **This announcement had a significant impact on the views of self-identified very active LDS respondents.**

Before the announcement, 36% of Very Active LDS respondents were definitely against the proposition. **This jumped to 53% after the announcement, a 17 percentage point increase.** We saw a much smaller 6 point increase among Non-LDS respondents during the same time.



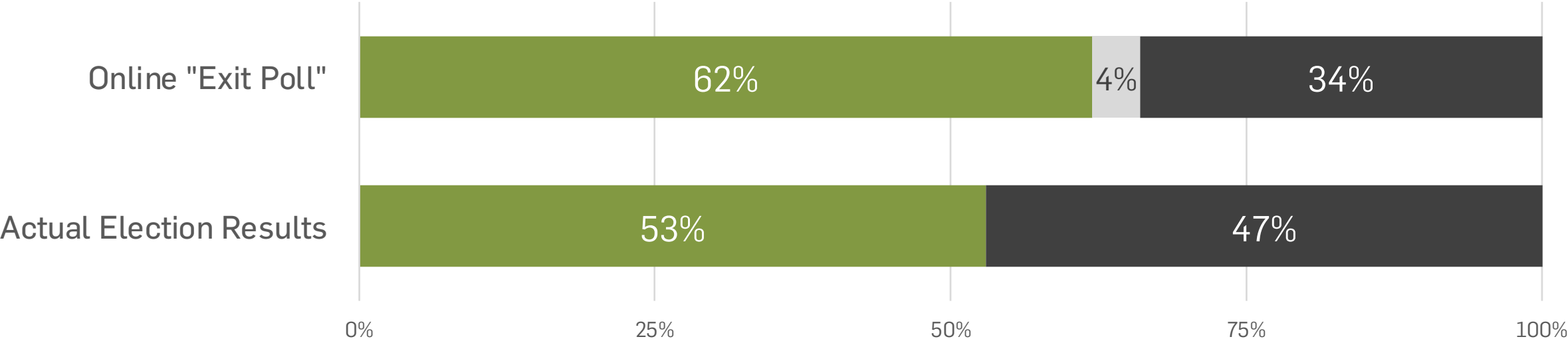
PROPOSITION #3: STATE MEDICAID EXPANSION

Shall a law be enacted to:

- expand the state Medicaid health coverage program to include coverage, based on income, for previously ineligible low-income adults;
- maintain the following as they existed on January 1, 2017:
 - eligibility standards, benefits, and patient costs for Medicaid and the Children's Health Insurance Program (CHIP); and
 - the payment rate for healthcare providers under Medicaid and CHIP; and
- use the tax increase described below to pay for Medicaid and CHIP?

Are you planning to vote, or did you already vote:

■ For ■ Unsure ■ Against



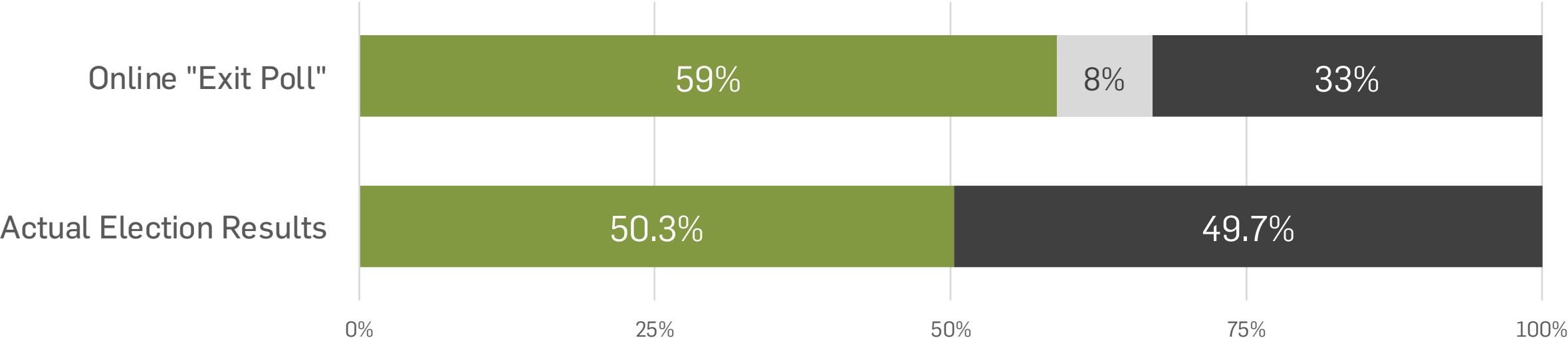
PROPOSITION #4: REDISTRICTING COMMISSION

Shall a law be enacted to:

- create a seven-member commission to recommend redistricting plans to the Legislature that divide the state into Congressional, legislative, and state school board districts;
- provide for appointments to that commission: one by the Governor, three by legislative majority party leaders, and three by legislative minority party leaders;
- provide qualifications for commission members, including limitations on their political activity;
- require the Legislature to enact or reject a commission-recommended plan; and
- establish requirements for redistricting plans and authorize lawsuits to block implementation of a redistricting plan enacted by the Legislature that fails to conform to those requirements?

Are you planning to vote, or did you already vote:

■ For ■ Unsure ■ Against





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