



RESULTS OF THE MAY 2010 UTAH REPUBLICAN STATE DELEGATE SURVEY 27 May 2010

About the Survey

The Center for the Study of Elections and Democracy (CSED) conducts an ongoing internet survey of Utah voters entitled the Utah Voter Poll (UVP). In May of 2010, CSED conducted a special edition of the UVP by surveying Republican state convention delegates with a pre and post-convention survey. The pre-convention survey was in the field between May 3rd and May 7th. The post-convention survey was open between May 12th and May 19th.

Pre-Convention Survey Methodology

CSED used a list of delegates, their mailing addresses, and their email addresses to invite individuals to participate in the online survey.

CSED faculty collaborated on the design of the online survey instrument. On May 3rd, email invitations containing a link to the survey were sent to the 2,625 state delegates whose email addresses were available. Two-hundred and twenty-one emails were returned as undeliverable. Forty-one of the returned emails contained obvious errors in the email address that were corrected and placed back in the sample. Invitation emails were sent to the corrected email addresses on May 4th. On May 5th, a reminder email was sent to encourage delegates to complete the survey. A total of 2,445 state delegates received an email invitation prior to the convention.¹

To reach state delegates who did not make their email address available, CSED sent 845 survey invitation letters by first-class mail on May 3, 2010. Each letter contained a unique survey ID number to be used to gain access to the survey. As of May 24th, 17 letters were returned to CSED after failing to reach delegates. A total of 828 delegates received invitations to take the survey before the convention. Delegates who participated in the survey after receiving an invitation in the mail were invited to participate in a follow-up post-convention survey and then asked to provide their email addresses.

¹ The reminder email was mistakenly sent to all delegates instead of only to those who had not yet completed the survey. CSED researchers used a duplicate case function in SPSS software to identify and remove the duplicates.

Data was collected as respondents accessed the online survey from May 3rd at 4:00 P.M. to May 7th at midnight.

Pre-Convention Response Rate and Margin of Error

The response rate for the pre-convention Utah Republican State Delegate Survey was 40.7%. The delegates who received email invitations to take the survey responded at a significantly higher rate (47.2%) than those who received the mail invitation (21.3%).

Response rate calculation:

Total mail and email addresses provided: 3,470
Total valid email addresses that received survey invitations: 2,445
Total valid mail addresses that received survey invitations: 828
Total accessed surveys from email invitations: 1155
Total accessed surveys from mail invitations: 176
Response rate from email invitations: $1,155/2,445 = 47.2\%$
Response rate from mail invitations: $176/828 = 21.3\%$
Overall response rate: $1,331/3,273 = 40.7\%$

The margin of error for a sample of 1,331 of a population of 3,470 is about $\pm 2.11\%$.

Post-Convention Survey Methodology

CSED researchers also collaborated on the design of the post-convention survey. Comments from the delegates received on the pre-convention survey were informative in this process.

On May 12, 2010, a post-convention survey invitation was sent via email to 1,298 delegates who completed the pre-convention survey. Not all pre-convention survey participants were invited to participate in the post-convention survey because email invitations were sent only to respondents whose email addresses were on the first list or to those who provided them directly to CSED during the pre-convention survey. Mail invitations to participate in the post-convention survey were not sent.

A total of 1,096 delegates accessed the survey, and 1,079 delegates completed it between 5:30 P.M. on May 12th and 1:00 A.M. on May 20, 2010.

Post-Convention Response Rate and Margin of Error

Only delegates who responded to the pre-convention survey were invited to complete the post-convention survey. The post-convention survey cooperation rate was 84.4% (1,096/1,298). The response rate based on the original population is 33.5% (1,096/3,273). The margin of error for a sample of 1,096 of a population of 3,273 is about $\pm 2.45\%$.

Accuracy

Convention Voting Round One

Candidate	Actual Vote	Pre-Convention Survey	Post-Convention Survey ²
Tim Bridgewater	26.8%	22.7%	27.0%
Robert F. Bennett	25.9%	22.7%	25.4%
Jeremy Friedbaum	0.5%	.2%	.5%
Leonard J. Fabiano	0.6%	1.8%	.5%
Merrill Cook	1.4%	1.9%	1.6%
David Y. Chiu	0.1%	.1%	.2%
Mike Lee	28.8%	38.9%	30.7%
Cherilyn Eagar	15.8%	11.8%	14.1%

Convention Voting Round Three

Candidate	Actual Vote	Pre-Convention Survey	Post-Convention Survey ²
Tim Bridgewater	57.3%	42.6%	56.3%
Mike Lee	42.7%	57.4%	43.7%

Contact

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² The post-convention survey questions included an option for those who did not cast a ballot. The percentages have been adjusted here to reflect only the responses of survey participants who reported casting a ballot.

Pre-Convention Survey Topline Results

05/27/2010

1. 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?

Answer	Response	%
Right track	27	2.1%
Wrong track	1277	97.4%
Don't know	7	.5%
Total	1,311	100.0%

2. How about in the state of Utah? Do you think things in Utah are generally headed in the right direction, or have they pretty seriously gotten off on the wrong track?

Answer	Response	%
Right track	915	70.0%
Wrong track	294	22.5%
Don't know	98	7.5%
Total	1,307	100.0%

3. Neighborhood caucuses in Utah are held every two years. Including this year's caucus, how many neighborhood caucuses have you previously attended?

Answer	Response	%
One (2010 was my first caucus)	312	23.9%
Two	199	15.2%
Three	150	11.5%
Four	138	10.6%
Five	65	5.0%
Six or more	437	33.4%
Don't know	7	.5%
Total	1,308	100.0%

4. Including this year, how many times have you been elected as a state delegate?

Answer	Response	%
One (2010 is my first time)	662	50.7%
Two	272	20.8%
Three	145	11.1%
Four	86	6.6%
Five	35	2.7%
Six or more	107	8.2%
Total	1,307	100.0%

5. Did you attend this year's neighborhood caucus with the intention of running as a delegate?

Answer	Response	%
Yes	948	72.5%
No	346	26.5%
Don't know	13	1.0%
Total	1,307	100.0%

6. After reading each of the statements below, please indicate how well each statement describes your reasons for attending this year's neighborhood caucus.

Question	Doesn't describe me at all 1	2	3	4	Describes me very well 5	Mean/ Standard Deviation
I was committed to an issue that I wanted to support by attending the caucus.	17.9% 229	7.7% 98	18.3% 234	17.4% 223	38.7% 495	3.51/1.50
A neighbor asked me to attend to support his or her effort to get elected as a delegate.	84.3% 1,079	5.2% 67	3.8% 48	2.3% 30	4.4% 56	1.37/.99
I wanted to be more involved in my political party.	3.4% 44	2.1% 27	8.5% 110	22.3% 289	63.7% 824	4.41/.97
I wanted to participate in the selection of party officers like the chair and vice-chair.	24.8% 317	12.7% 162	21.7% 278	13.4% 171	27.5% 352	3.06/1.53
I was committed to a candidate who I wanted to support by attending the caucus.	43.8% 561	12.1% 155	16.3% 208	9.5% 121	18.4% 235	2.46/1.56

7. Was a straw poll or ballot conducted at your neighborhood caucus to determine which candidate for the U.S. Senate had the most support?

Answer	Response	%
Yes	200	15.4%
No	1,067	82.0%
Don't know	35	2.7%
Total	1,302	100.0%

8. Do you believe a delegate is obligated to vote for the U. S. Senate candidate who received the most support at the neighborhood caucus?

Answer	Response	%
Yes	332	26.0%
No	843	66.0%
Don't know	103	8.1%
Total	1,278	100.0%

9. Prior to being elected delegate, did you tell those attending your caucus which U.S. Senate candidate you intended to support or were leaning towards supporting?

Answer	Response	%
Yes	656	50.6%
No	623	48.1%
Don't know	17	1.3%
Total	1,296	100.0%

10. Please answer the following questions about issues facing the country. The United States Congress considered many important bills over the past two years. For each of the following tell us whether you support or oppose the legislation in principle.

Question	Support	Oppose	Not sure
Reauthorize and expand the State Children's Health Insurance Program (SCHIP) to provide health insurance for children in families earning less than \$43,000 a year	25.6% 330	52.0% 670	22.4% 288
Provide \$787 billion in economic stimulus programs during the recession	3.6% 46	92.2% 1,189	4.2% 54
Reform the health insurance system to expand health insurance coverage by requiring citizens to purchase insurance, providing new subsidies for the poor, and requiring insurance companies to cover people with pre-existing conditions	2.3% 30	95.0% 1,225	2.7% 35
Establish a cap-and-trade plan to limit greenhouse gases and address climate change	2.1% 27	91.9% 1,184	6.1% 78
Create the Troubled Asset Relief Program (TARP) to purchase assets and equity from financial institutions to assist the financial sector in 2008	16.3% 210	75.4% 973	8.4% 108
Provide funding for an increase of troops in Afghanistan	66.0% 851	16.2% 209	17.8% 230

11. Now, please answer the following questions about issues facing the state of Utah. The Utah state legislature considered many important bills over the past two years. For each of the following tell us whether you support or oppose the legislation in principle.

Question	Support	Oppose	Not sure
Establish campaign contribution limits for state legislative elections	51.2% 658	32.4% 417	16.4% 211
Create a non-discrimination law that would prohibit discrimination based on sexual orientation, modeled after an ordinance passed by the Salt Lake City Council	24.1% 311	57.1% 735	18.8% 242
Revise regulations for the sale and distribution of alcoholic beverages in Utah, including abolishing Utah's previous system of private clubs	44.3% 570	23.9% 308	31.8% 409
Legislation to prevent federal regulation of guns that were entirely manufactured in the state of Utah	79.4% 1,022	11.5% 148	9.1% 117
Raise the state tobacco tax by \$1 per pack of cigarettes	47.4% 610	43.2% 556	9.5% 122

12. Suppose the state convention was being held today. The following candidates for U.S. Senate are listed on the first ballot. Who will you vote for?

Answer	Response	%
Tim Bridgewater	280	22.7%
Robert F. Bennett	281	22.7%
Jeremy Friedbaum	2	.2%
Leonard J. Fabiano	22	1.8%
Merrill Cook	23	1.9%
David Y. Chiu	1	.1%
Mike Lee	481	38.9%
Cherilyn Eagar	146	11.8%
Total	1,236	100.0%

13. Please rate how favorably you feel toward each of the U.S. Senate candidates on a scale from 0 to 100, where 0 is completely unfavorable, 100 is completely favorable, and 50 is neutral. To rate each candidate, place your cursor on the "slider bar" at the midpoint for each candidate and drag the indicator to the desired position. A number will appear to the right of the slider bar to show you where you are at on the scale.

Answer	Average Value	Standard Deviation	Responses
Tim Bridgewater	72.81	23.58	1,209
Robert F. Bennett	42.11	35.23	1,204
Jeremy Friedbaum	26.90	25.80	965
Leonard J. Fabiano	36.39	30.17	991
Merrill Cook	29.54	28.38	1,131
David Y. Chiu	24.79	24.42	923
Mike Lee	73.11	27.76	1,236
Cherilyn Eagar	61.56	29.46	1,202

14. The final ballot for U.S. Senate at the state convention will list only two candidates. Below is a list of possible matchups on the final ballot. For each possible matchup please indicate which candidate you would vote for.

A. Robert F. Bennett vs. Mike Lee

Answer	Response	%
Robert F. Bennett	369	29.8%
Mike Lee	871	70.2%
Total	1,240	100.0%

B. Robert F. Bennett vs. Tim Bridgewater

Answer	Response	%
Robert F. Bennett	354	28.5%
Tim Bridgewater	890	71.5%
Total	1,244	100.0%

C. Tim Bridgewater vs. Mike Lee

Answer	Response	%
Tim Bridgewater	520	42.6%
Mike Lee	702	57.4%
Total	1,222	100.0%

15. This question asks you to think about other voters in Utah. We are only interested in your first impressions. If you are not sure, just give us your best guess.

Answer	Average Value	Standard Deviation	Responses
What percentage of Utahns voted for a Republican candidate for the U.S. House of Representatives in 2008?	59.33	16.67	1268
Thinking forward to the November 2010 elections, what percentage of Utahns will vote for a Republican candidate for the U.S. House of Representatives?	68.96	15.50	1269

16. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with the following statements?

Question	Strongly Disagree 1	2	3	4	Strongly Agree 5	Mean/ Standard Deviation
Democracy is about achieving compromise among different viewpoints.	14.7% 186	17.8% 225	24.8% 314	27.6% 350	15.1% 191	3.11/1.28
The politicians in Congress need to follow the will of the people.	2.4% 31	5.0% 63	14.3% 181	31.2% 396	47.1% 597	4.16/1.00
When our opposition presents new and challenging viewpoints, there is something we can learn by listening.	1.5% 19	3.9% 49	17.2% 219	37.5% 476	40.0% 508	4.11/.92
The power of a few special interests prevents our country from making progress.	4.0% 51	10.4% 132	16.8% 213	30.3% 385	38.5% 489	3.89/1.15
Freedom depends on diversity.	28.3% 358	21.8% 276	24.2% 307	15.5% 196	10.3% 130	2.58/1.32
The people, not the politicians, should make the most important policy decisions.	8.1% 103	19.1% 243	19.9% 252	25.0% 317	27.9% 354	3.45/1.30

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

Answer	Response	%
Strongly favorable	595	46.8%
Somewhat favorable	494	38.8%
Somewhat unfavorable	113	8.9%
Strongly unfavorable	32	2.5%
Don't Know/No Opinion	38	3.0%
Total	1,272	100.0%

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

Answer	Response	%
Yes	541	42.5%
No	545	42.8%
Don't know/No opinion	186	14.6%
Total	1,272	100.0%

19. Please indicate whether or not you have done each of the following:³

Question	Yes	No
Given money to any organization associated with the Tea Party movement	25.1% 135	74.9% 403
Attended a rally or meeting held by any organization associated with the Tea Party movement	61.2% 329	38.8% 209
Took any other active steps to support the Tea Party movement, either in person or through email or on the internet	66.4% 357	33.6% 181

³ This question was asked only to delegates who responded “yes” to question 18.

20. Below are several pairs of statements about politics and government. For each pair of statements please click on a circle that best represents your views. If you completely agree with the statement, select the circle closest to that statement. If you don't completely agree, you may select a circle between the two statements.

Question Pole 1	1	2	3	4	5	Question Pole 2	Mean/ Standard Deviation
It is more important to find policy solutions that solve pressing national problems.	3.1% 39	4.7% 60	8.5% 107	22.1% 280	61.6% 779	It is more important to have policy that conforms to constitutional principles.	4.34/1.03
It is more important to have politicians who are not part of the Washington establishment.	33.5% 423	22.5% 285	21.7% 274	13.6% 172	8.7% 110	It is more important to have politicians who know how to get things done in Washington.	2.42/1.31
It is more important to have politicians who do what the people want.	23.5% 296	21.2% 267	23.8% 300	21.6% 272	9.9% 125	It is more important to have politicians do what they think is right, even if it is unpopular with their constituents.	2.73/1.30
The Constitution has a fixed meaning which does not change over time.	58.3% 738	25.3% 320	9.5% 120	5.6% 71	1.3% 16	The Constitution should be interpreted to fit the needs of each generation.	1.66/.95
It is more important to have politicians who are loyal to party principles.	13.6% 172	20.2% 255	20.6% 260	24.1% 305	21.5% 271	It is more important to have politicians who think for themselves.	3.20/1.35
The federal government should have some of its power cut back, even if it means that important national problems do not get solved.	73.7% 933	20.5% 260	5.1% 65	.5% 6	.2% 2	The federal government should be given more power to solve national problems, even if it means some loss in individual freedom.	1.33/.61

21. How often do you use the Internet?

Answer	Response	%
Once or more a day	1,186	93.5%
A few times a week	66	5.2%
A few times a month	9	.7%
Hardly ever	6	.5%
I do not have access to the Internet	1	.1%
Total	1,268	100.0

22. Are you:

Answer	Response	%
Male	940	74.8%
Female	316	25.2%
Total	1,256	94.4%

23. Please select the year you were born:

Age bracket	Response	%
18-24	16	1.3%
25-34	149	12.2%
35-44	267	21.9%
45-54	310	25.4%
55-64	303	24.8%
65-74	146	12.0%
75 and older	30	2.5%
Total	1,221	100.0%

24. Generally speaking, do you consider yourself to be a(n):

Answer	Response	%
Strong Democrat	0	0%
Not so strong Democrat	0	0%
Independent leaning Democrat	0	0%
Independent	17	1.3%
Independent leaning Republican	258	20.4%
Not so strong Republican	146	11.5%
Strong Republican	779	61.6%
Other	59	4.7%
Don't know	6	.5%
Total	1,265	100.0%

25. On most political matters do you consider yourself:

Answer	Response	%
Strongly conservative	791	62.6%
Moderately conservative	448	35.4%
Neither, middle of the road	16	1.3%
Moderately liberal	3	.2%
Strongly liberal	0	0%
Don't Know	6	.5%
Total	1,264	100.0%

26. What was the last year of school you completed?

Answer	Response	%
Some high school or less	2	.2%
High school graduate	40	3.2%
Some college	278	22.0%
College graduate	456	36.1%
Post-graduate	488	38.6%
Total	1,264	100.0%

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

Answer	Response	%
Protestant	22	1.7%
Catholic	7	.6%
LDS / Mormon	1,139	90.4%
Jewish	2	.2%
Other	8	.6%
No preference / No religious affiliation	22	1.7%
Prefer not to say	60	4.8%
Total	1,260	100.0%

28. How active do you consider yourself in the practice of your religious preference?

Answer	Response	%
Very active	1,122	88.8%
Somewhat active	68	5.4%
Not very active	15	1.2%
Not active	14	1.1%
Does not apply / Prefer not to say	45	3.6%
Total	1,264	100.0%

29. What is your current employment status?

Answer	Response	%
Self-employed	346	27.6%
Employed by someone else	583	46.5%
Unemployed	26	2.1%
Homemaker	117	9.3%
Retired	165	13.2%
Student	17	1.4%
Total	1,254	100.0%

30. Are you:

Answer	Response	%
American Indian / Native American	6	.5%
Asian	3	.2%
Black / African American	2	.2%
Hispanic / Latino	13	1.1%
White / Caucasian	1,165	94.7%
Pacific Islander	2	.2%
Other	39	3.2%
Total	1,230	100.0%

31. Are you presently:

Answer	Response	%
Married	1,161	92.4%
Divorced	27	2.1%
Widowed	12	1.0%
Single	3	.2%
Living with partner	54	4.3%
Total	1,257	100.0%

32. What do you expect your 2010 family income to be?

Answer	Response	%
Under \$25,000	38	3.2%
\$25,000 - \$39,999	85	7.1%
\$40,000 - \$54,999	143	12.0%
\$55,000 - \$69,999	170	14.2%
\$70,000 - \$84,999	164	13.7%
\$85,000 - \$99,999	167	14.0%
\$100,000 - \$149,999	171	14.3%
Over \$150,000	255	21.4%
Total	1,193	100.0%

Post-Convention Topline Results

05/24/2010

1. Were you able to attend the Republican Party State Convention on May 8th?

Answer	Response	%
Yes	1,080	99.2%
No	9	.8%
Total	1,089	100%

2. Overall, how satisfied were you with your experience at the convention?

Answer	Response	%
Very Dissatisfied	37	3.4%
Dissatisfied	61	5.7%
Neutral	48	4.5%
Satisfied	454	42.1%
Very Satisfied	478	44.3%
Total	1,078	100%

3. The following candidates for U.S. Senate were listed on the first ballot at the convention. For whom did you vote on the first ballot?

Answer	Response	%
Tim Bridgewater	288	27.0%
Robert F. Bennett	271	25.4%
Jeremy Friedbaum	5	.5%
Leonard J. Fabiano	5	.5%
Merrill Cook	17	1.6%
David Y. Chiu	2	.2%
Mike Lee	327	30.6%
Cherilyn Eagar	150	14.0%
I did not vote on the first ballot.	3	.3%
Total	1,068	100%

4. The following candidates for U.S. Senate were possible choices on the second ballot at the convention. For whom did you vote on the second ballot?⁴

Answer	Response	%
Tim Bridgewater	410	38.5%
Mike Lee	392	36.8%
Robert F. Bennett	259	24.3%
I did not vote on the second ballot.	4	.4%
Total	1,065	100%

5. The following candidates for U.S. Senate were possible choices on the third ballot at the convention. For whom did you vote on the third ballot?⁴

Answer	Response	%
Tim Bridgewater	575	54.1%
Mike Lee	447	42.1%
I did not vote on the third ballot.	41	3.9%
Total	1,063	100%

6. How satisfied were you with the outcome of the U.S. Senate race at the convention?

Answer	Response	%
Very Dissatisfied	115	10.7%
Dissatisfied	114	10.6%
Neutral	63	5.9%
Satisfied	404	37.5%
Very Satisfied	380	35.3%
Total	1,076	100%

⁴ The convention voting questions were only asked to those who indicated that they attended the convention in question 1.

7. How would you rate the presentations given at the convention by each of the candidates listed below? Please rate how you felt about the presentations of the candidates on a scale from 0 to 100, where 0 is completely unfavorable, 100 is completely favorable, and 50 is neutral. If you missed a candidate's presentation, please click the "Not Applicable" box.⁵

Answer	Average Value	Standard Deviation	Responses
Tim Bridgewater	80.81	16.96	1,022
Robert F. Bennett	56.20	28.29	947
Mike Lee	62.28	25.29	1,009
Cherilyn Eager	65.08	26.04	981

8. In the pre-convention survey, we received many positive and negative comments about the Utah nomination process, which includes neighborhood caucuses, a statewide convention, and a primary only if a candidate does not receive 60% of the vote at the convention. Some of the statements below reflect a positive view, and some reflect a negative view. Thinking about the process as a whole, please indicate how much you agree or disagree with each statement. The current Utah nominating process...

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean/ Standard Deviation ⁶
Produces the best candidates for the party.	6.0% 65	11.9% 129	13.1% 142	39.4% 426	29.5% 319	3.74/1.18
Is fair.	4.8% 51	10.0% 107	11.0% 118	41.3% 443	33.0% 354	3.88/1.12
Involves too few people in the process.	31.1% 334	35.0% 376	13.3% 143	12.3% 132	8.4% 90	2.32/1.26
Hurts moderate candidates.	16.0% 172	30.7% 331	28.3% 305	14.2% 153	10.9% 117	2.73/1.21
Should be changed.	44.6% 481	25.8% 278	12.5% 135	8.5% 92	8.6% 93	2.11/1.30
Allows people who are the most interested in politics to have the most say.	3.6% 39	9.9% 107	14.8% 160	45.8% 496	25.9% 280	3.80/1.04
Helps candidates with little money to compete for the nomination.	3.8% 41	7.9% 85	16.6% 180	39.1% 423	32.6% 353	3.89/1.07

⁵ Question 7 was only asked to people who indicated that they attended the convention in question 1.

⁶ A mean score of 1 would indicate that all individuals strongly disagree with the statement, while a mean score of 5 would indicate that all individuals strongly agree with the statement.

9. All things considered, would you like to be a delegate again in the future?

Answer	Response	%
Yes	1,024	94.6%
No	10	.9%
Don't Know	49	4.5%
Total	1,083	100%

10. Please rate how favorably you feel toward each of the organizations below on a scale from 0 to 100, where 0 is completely unfavorable, 100 is completely favorable, and 50 is neutral. If you have never heard of this group, please click the "Not Applicable" box.

Answer	Average Value	Standard Deviation	Responses
Club for Growth	39.87	33.15	867
FreedomWorks	51.63	29.61	529
BBR/Get the Truth Out	30.42	25.26	443
Utah Defenders of Constitutional Integrity	43.65	33.16	453
Gun Owners of America	66.01	28.11	746



11. Did you happen to receive the above advertisement?

Answer	Response	%
Yes, and I saw it BEFORE the convention.	541	50.2%
Yes, but I didn't see it until AFTER the convention.	130	12.1%
No. I did not receive it.	407	37.8%
Total	1,078	100%

12. Regardless of what you know now, when you first saw the advertisement, who did you think was most likely to have sent it? We are interested in your first impressions.⁷

Answer	Response	%
The Mike Lee campaign	229	34.3%
The Tim Bridgewater campaign	20	3.0%
The Robert F. Bennett campaign	40	6.0%
The campaign of one of the other candidates	35	5.2%
A Utah group not affiliated with the candidates	140	21.0%
An out-of-state group not affiliated with the candidates	204	30.5%
Total	668	100%

[Note: Image of the advertisement was shown again here]

13. Below are a series of statements about the advertisement. Please indicate how much you agree or disagree with each statement on a scale from 0 to 100, where 0 means Strongly Disagree, 50 means Neither Agree nor Disagree, and 100 means Strongly Agree.

Answer	Average Value	Standard Deviation	Responses
This advertisement is offensive.	74.89	31.84	932
It is appropriate to use religious symbols this way.	17.61	27.29	979
I agree with the basic message of this advertisement.	17.45	24.84	914

[Note: Image of the advertisement was shown again here]

14. Below are three additional statements about the advertisement. Please indicate how much you agree or disagree with each statement on a scale from 0 to 100, where 0 means Strongly Disagree, 50 means Neither Agree nor Disagree, and 100 means Strongly Agree.

Answer	Average Value	Standard Deviation	Responses
Seeing this advertisement made me more likely to vote for Mike Lee.	17.47	22.89	786
Seeing this advertisement made me more likely to vote for Robert F. Bennett.	32.69	35.00	788
Seeing this advertisement made me more likely to vote for a candidate other than Mike Lee or Robert F. Bennett.	31.80	32.86	701

⁷ Question 12 was not posed to people who responded that they did not receive the advertisement in question 11.

15. The next question asks you to think about other voters around you. Imagine a hypothetical campaign for an important elected office between a typical Republican Party candidate from Utah and a typical Democratic Party candidate from Utah. Please estimate the percentage of the vote the Republican candidate would receive in a typical election. We are simply interested in your impressions.

Answer	Average Value	Standard Deviation	Responses
What percentage of voters in your NEIGHBORHOOD would vote for the Republican candidate?	72.75	17.44	1,071
What percentage of voters IN THE STATE OF UTAH would vote for the Republican candidate?	68.27	9.32	1,071