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Many Utah Voters Set Aside Their Opinions of Candidates' Character

Provo, UT—In 2016, Utah voters had highly negative views of both major party nominees. The Utah Colleges Exit Poll delved deeper into voters' opinions of the candidates, what was most important to them, and what they would have done if they could have voted for Mitt Romney or Barack Obama.

Regarding voters' opinions, the two candidates receiving the most votes, Trump and Clinton, were actually viewed much less favorably than Evan McMullin. The poll also asked voters for their views of Mitt Romney and Trump's VP running mate, Mike Pence. Both Romney and Pence were viewed much more favorably than either Trump or Clinton.

When looking at what issues were most important to Utah voters, the survey found that jobs and the economy, and national security were seen as most important by voters. 71% of Utah voters reported that jobs were very important, where as 73% indicated national security was very important. Fewer voters saw Obamacare and illegal immigration as very important with 60% citing Obamacare as very important and 48% reporting illegal immigration as very important.

Throughout his campaign, Mr. Trump claimed that even if individuals did not like him, they would still vote for him because of who he would appoint to the Supreme Court. Of those that thought that the Supreme Court was very important, 42% of them voted for Trump, compared to 35% for Clinton and 18% for McMullin. Clearly McMullin and Clinton voters who thought appointments to the Supreme Court were very important also voted for candidates other than Trump.

The 2016 Utah Colleges Exit Poll had over 2,300 students involved in conducting the survey and over 25,000 Utah voters complete the survey. The survey included samples of by-mail voters and other early voters as well as of election day voters statewide.

Full results and additional graphics are available at exitpoll.byu.edu.

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