



MEMORANDUM

TO: Interested Parties
FROM: Jeffrey Pollock & Joe Hickerson
RE: UT 04 Survey Results
DATE: July 31, 2012

The results of our survey of likely voters in Utah's 4th Congressional District show Congressman Jim Matheson in a solid position to win re-election – in spite of the (seemingly unfounded) national hype that has surrounded the candidacy of challenger Mia Love.

POLL RESULTS

- If the election for Congress was today, 51% of likely voters say they would vote for Jim Matheson, while 33% would vote for Mia Love.
- Matheson has a strong personal popularity rating, with 65% of likely voters expressing a favorable opinion of him.
- Love has a low personal popularity rating (31% favorable/14% unfavorable).
- Even after voters are introduced to Love, she continues to trail. After voters hear brief positive profiles of both candidates, Matheson leads Love by 13 points, 51% to 38%.

Democrat Jim Matheson has deep roots in Utah and his Utah values guide his daily commitment to solve problems and help people. In Congress, Matheson has been an independent voice for change and fiscal responsibility. He has made creating jobs and improving the economy a priority while leading the fight to cut spending, stop Congressional pay raises, and hold the government accountable when it comes to nuclear waste. Just like Utah families, Matheson feels strongly that government should balance its budget and live within its means. Matheson believes using common senses and finding common ground is the key to solving problems and achieving progress for Utah and that is why he will always reach across party lines to reach constructive solutions to issues.

Republican Mia Love is the mayor of Saratoga Springs and the daughter of immigrants who came to America with no money, but hopes of achieving the American Dream. Love's parents provided her with the foundation for her conservative principles and she is well-known for conservative positions on limited government, increased citizen liberties and limited restraints on business. As Mayor, Love reduced taxes and cut spending, and in Congress, she will fight to return America to the values of personal responsibility and reduced government dependency. Love is endorsed by Mitt Romney, and she agrees with him that Obamacare and its massive tax increases on the middle class should be repealed.

METHODOLOGY

- This memorandum summarizes results from a live telephone poll of 400 randomly selected likely voters in Utah's 4th Congressional District conducted July 26-29, 2012.
 - The estimation error associated with a sample of 400 is 4.9% at the 95% confidence interval. This means that in 95 of 100 cases, the results of this poll are within plus or minus 4.9 points of the results that would have been obtained if all likely voters had been interviewed. Note that special care was taken to ensure the geographic and demographic divisions of the actual electorate are properly represented.
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