

Hope for the Future The Tide Is Turning in Utah County

Dr. Jacob S. Rugh, MPA, URP, PhD

Utah Democratic Party HD 60 Chair

Springville, Utah, Library

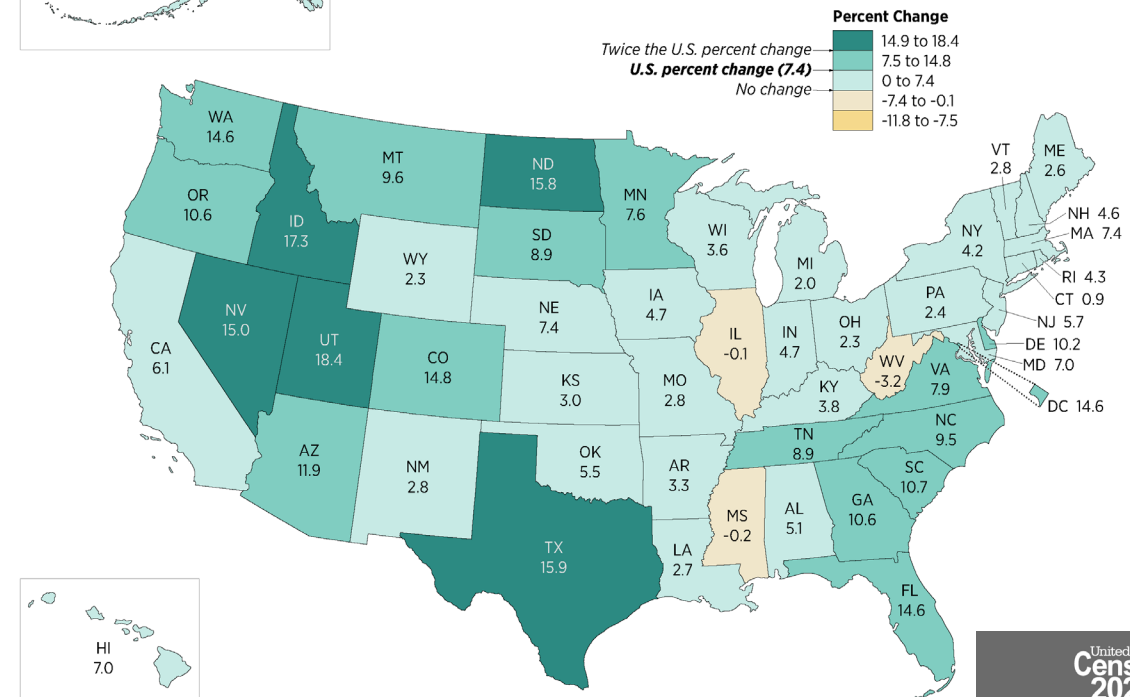
14 August 2025

What Sets Utah Apart

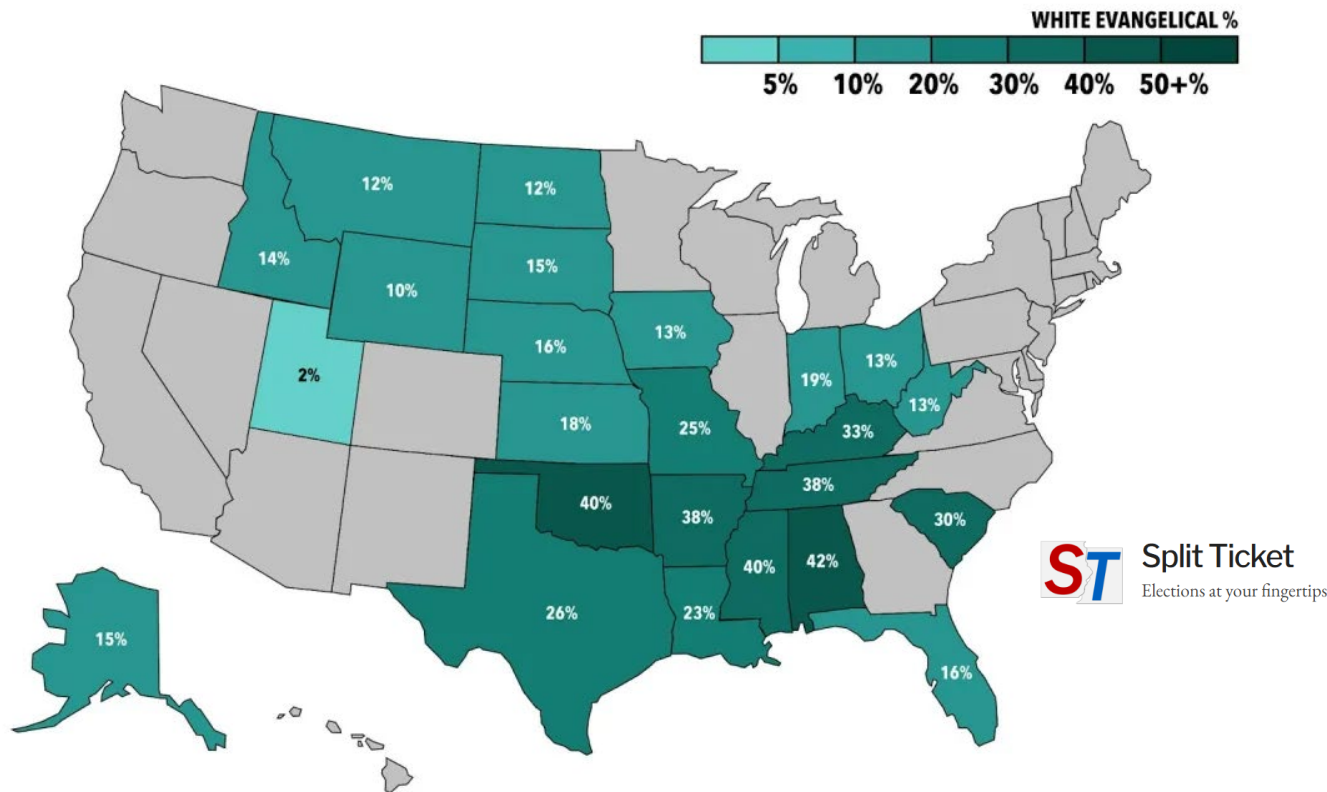
- **Fastest-growing, youngest state**
 - New 5th US House District in 2032
- **Most educated red state**
 - #13, only red state in top 20
 - 4-yr. College Degree Attainment
 - High social capital, trust
- **Silicon Slopes Tech, Olympics**
- **Single Media Market**
 - 90% urbanized, 8th most in USA



Percent Change in Resident Population for the 50 States, the District of Columbia, and Puerto Rico: 2010 to 2020



What Sets Utah Apart



- **Least Evangelical state**

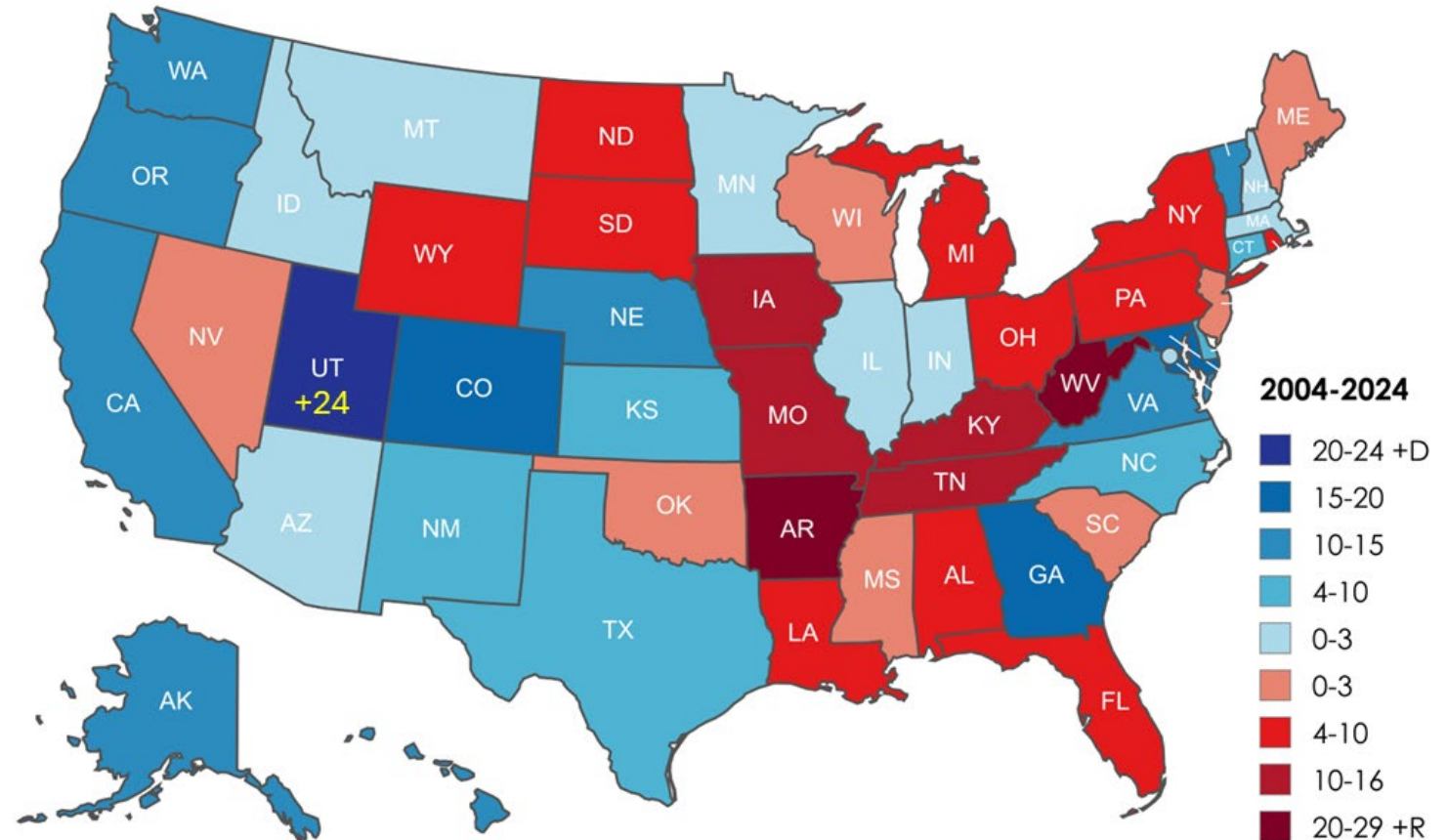
- All states (map is just red states)
- 52% LDS/Mormon (vs. 70% in 2004)

- **#2 most welcoming state for immigrant Dreamers, refugees**

- Only red state in the top 10
- Index of policies like in-state tuition, driver's license access, DACA & Dreamer rights, refugee resettlement and benefits.
- 2006-2025 Largest Pro-Immigrant Protests in Utah history

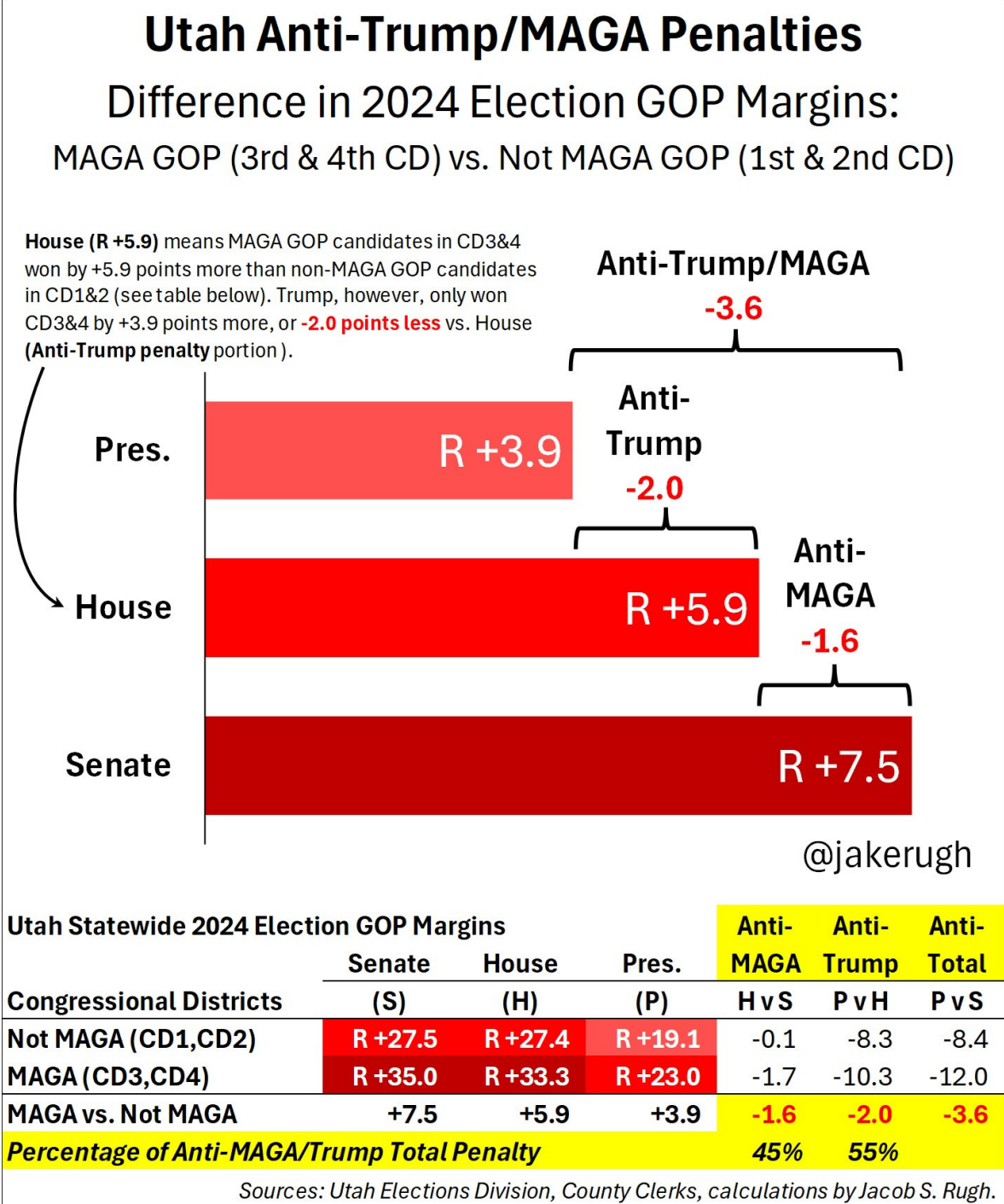
What Sets Utah Apart

- **Swung blue most of any state** since 2004 & 2012
- **#1 anti-MAGA/Trump** penalty vs. House (-3.6 pts)
- **2nd largest penalty vs. US Senate** (- 9 pts)
- **2nd smallest +R 2024 shift**
- **5th smallest R-D turnout differential** (+1 pt)



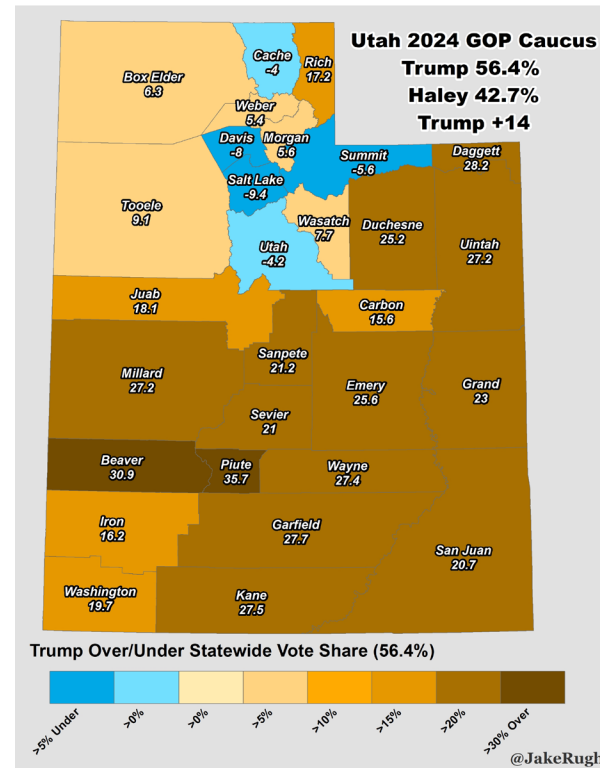
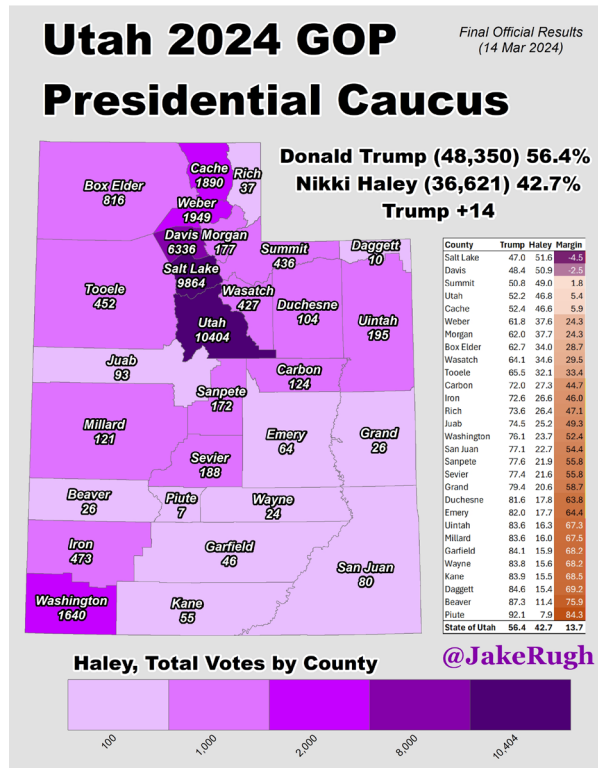
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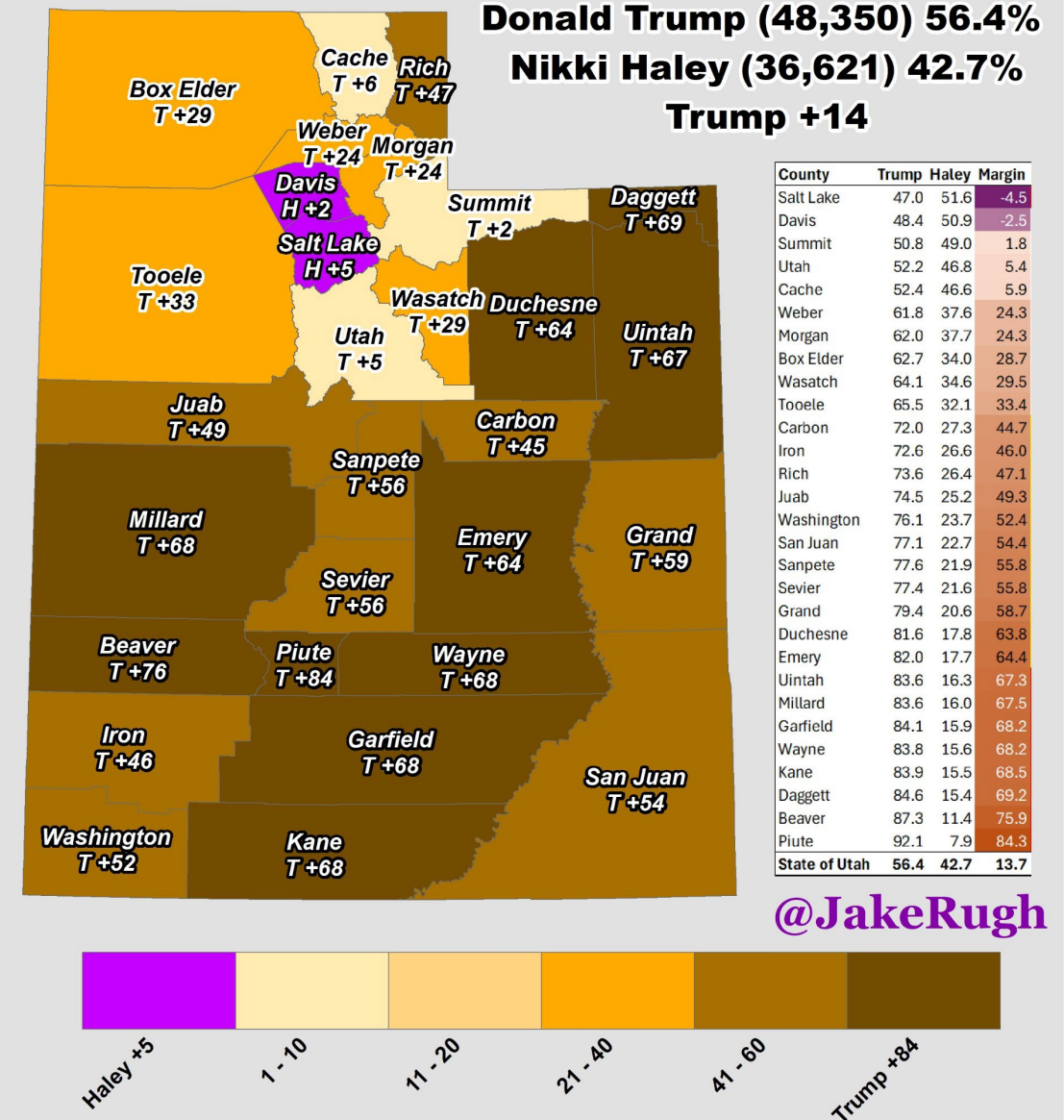
What Sets Utah Apart

- 2024 Utah GOP Caucus
 - Nikki Haley did best in Utah of any state with >1 million pop. (by far)
 - Won Provo & Mike Lee's precinct



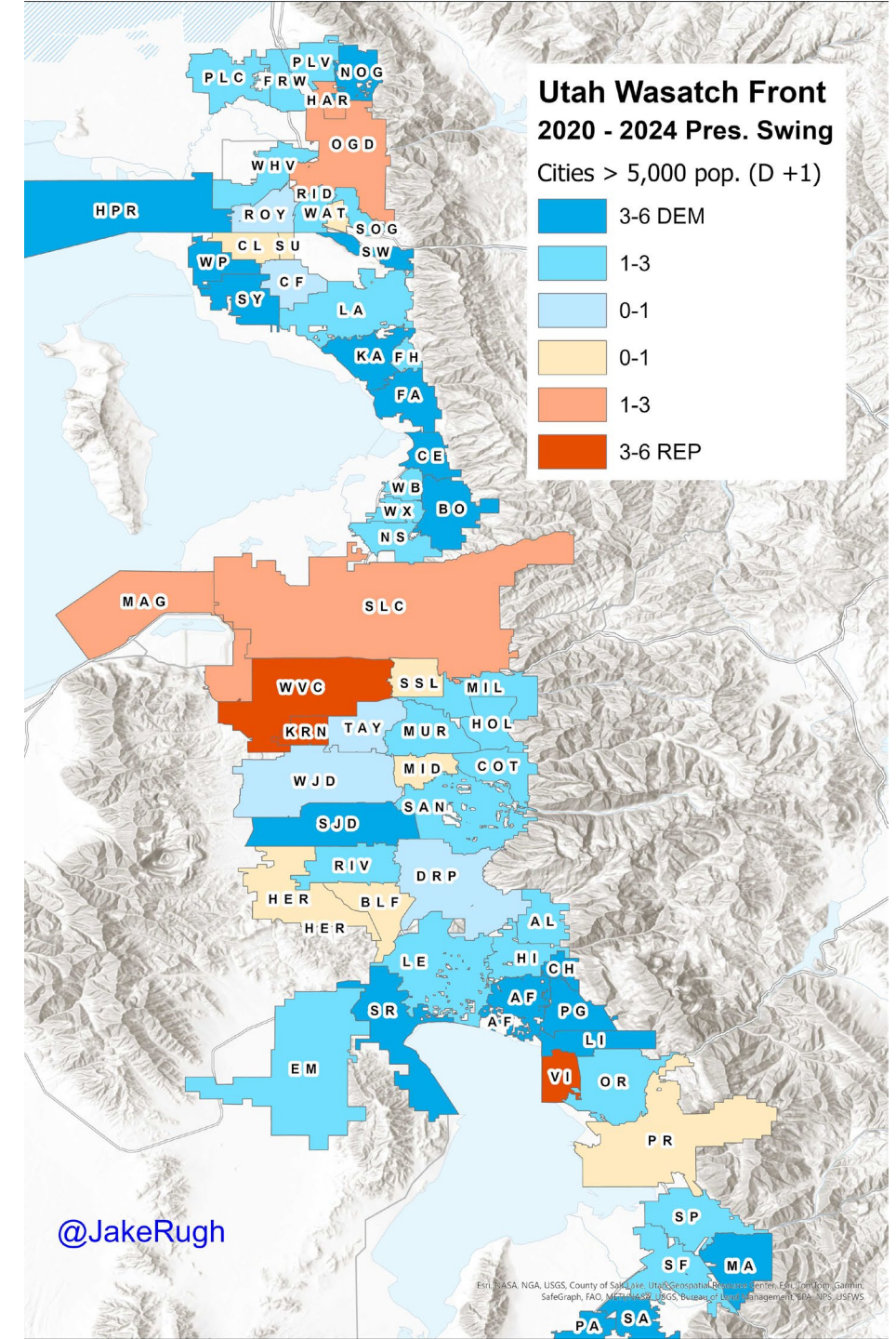
Utah 2024 GOP Presidential Caucus

Final Official Results
(14 Mar 2024)

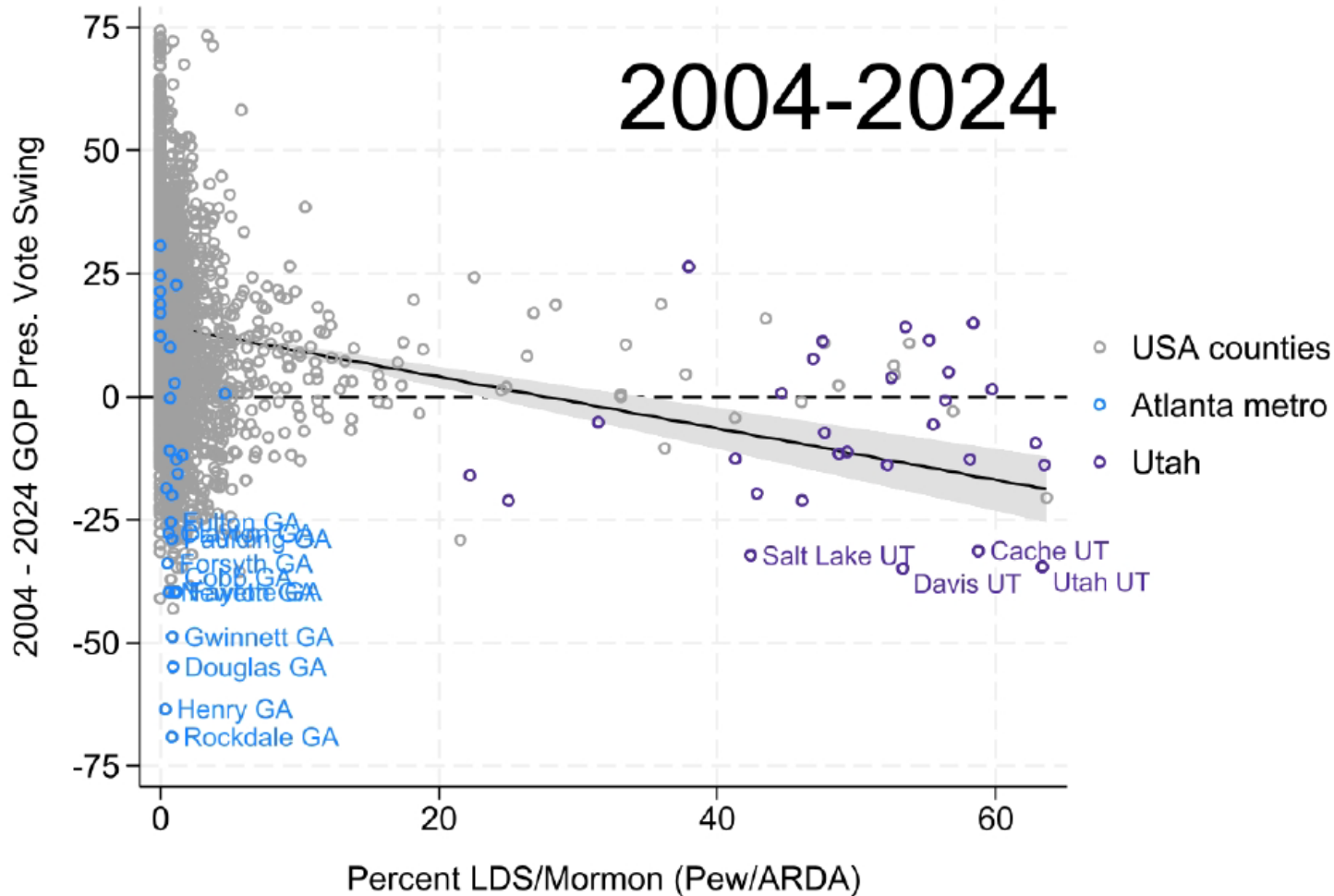


What Sets Utah Apart

- **Swung blue most of any state** since 2004 & 2012
- **Wasatch Front** only major metro (>1M pop.) to *not* swing right (+0)
Closest runner-ups: SEA, PIT, ATL
- 2004-2024: **Atlanta GA Metro** and **Wasatch Front UT Metro** have swung left more than any other USA metros, by far



What Sets Utah Apart



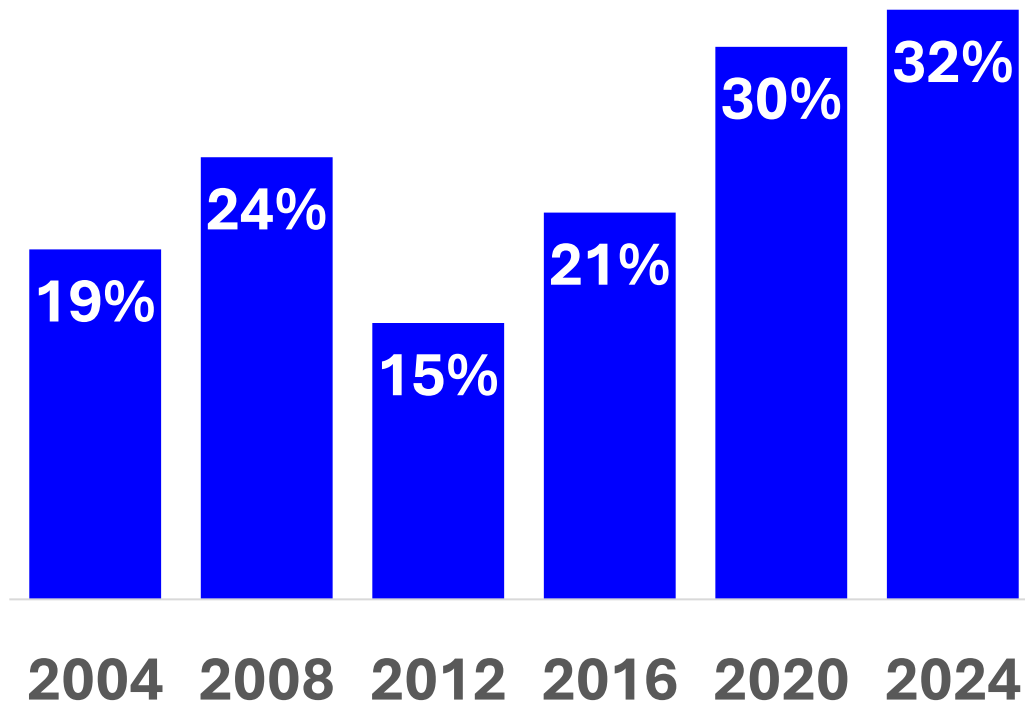
- **Wasatch Front** only major metro (>1M pop.) to *not* swing right (+0) in 2024
- **Atlanta GA and Wasatch Front UT** metros lead the nation in 2004-2024 swing
- **LDS vote** still swinging left, three elections in a row
- **Davis & Utah** counties swung left the most (D +36)

Vote for **Democratic** Presidential Candidate

US LDS Vote **↑ +13** vs. 2004 (+17 vs. 2012)

US LDS Vote for Dem. Pres.

(Pew 2004, Harvard CES 2008-2024)

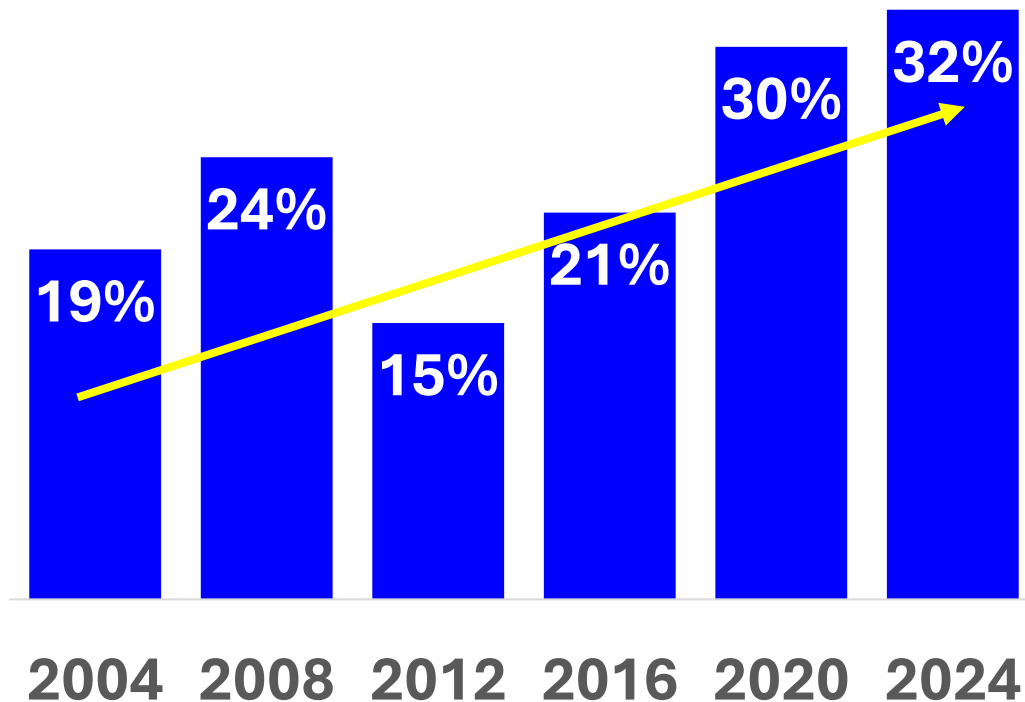


Vote for **Democratic** Presidential Candidate

US LDS Vote **↑ +13** & *Utah Co. Vote* **↑ +16**

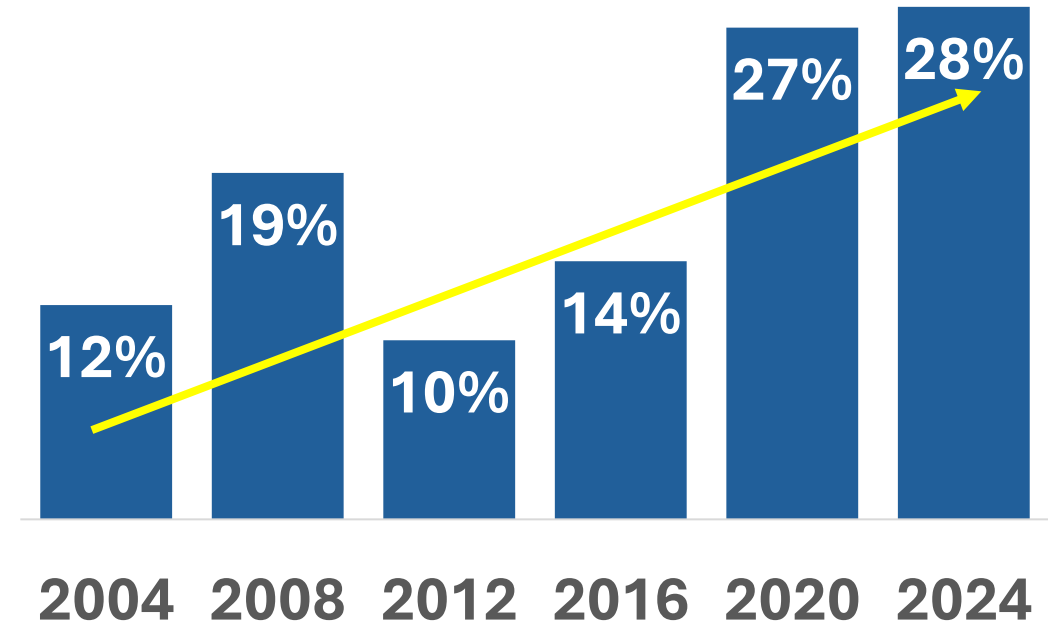
US LDS Vote for Dem. Pres.

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Utah County Vote for Dem. Pres.

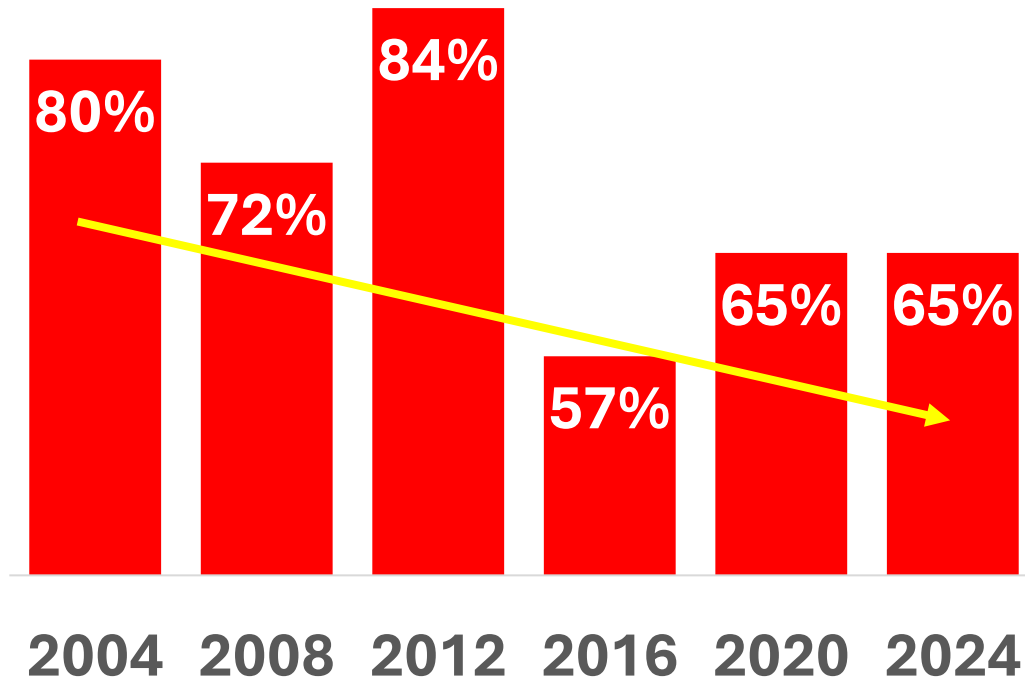
(Utah County Clerk)



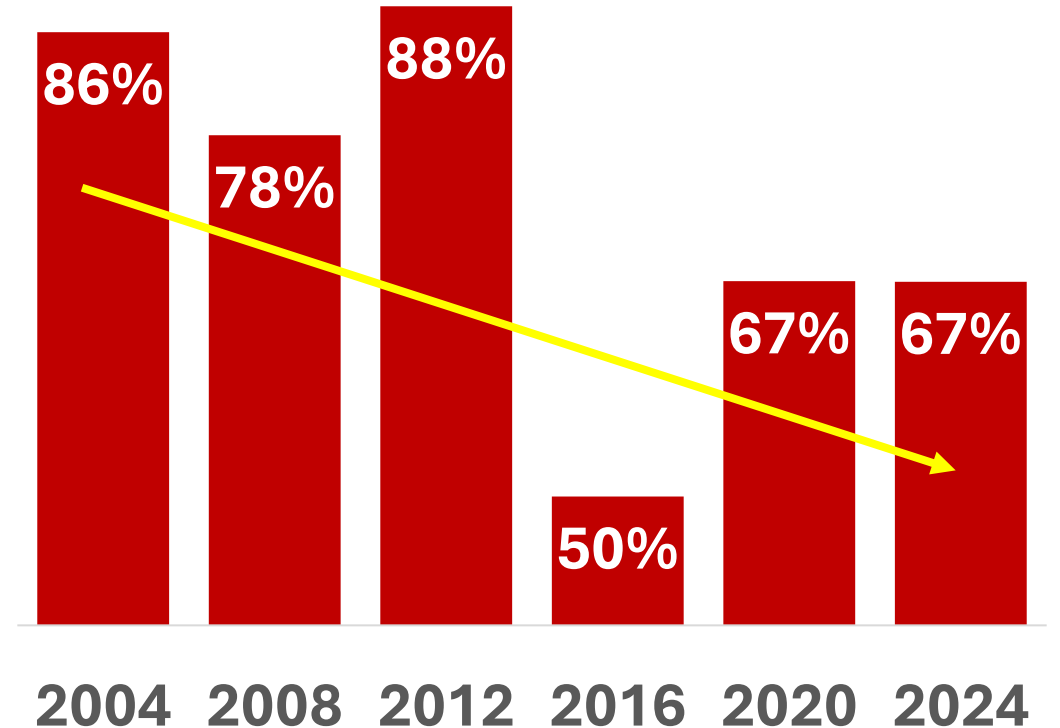
Vote for **Republican** Presidential Candidate

US LDS Vote ↓ **-15** & *Utah Co. Vote* ↓ **-19**

US LDS Vote for Rep. Pres.
(Pew 2004, Harvard CES 2008-2024)



Utah County Vote for Rep. Pres.
(Utah County Clerk)



Utah Purple State Potential

Focus of mobilization/turnout = 32% Dem/Lean Dem
Focus of persuasion = NOT MAGA, 25% of all voters } **57%**

- **34% of Utah Republican voters Self-ID as NOT MAGA**
- **32% of these NOT MAGA Republicans voted for Harris**

Do you consider yourself to be a supporter of the Make America Great Again (MAGA) movement, or not?

Democrat [14% Dem by party reg., 15% by vote/lean]

Independent [excludes party leaners; Harris won]

Not a MAGA Republican

MAGA Republican

Total



Harris



Trump



Other

29%

97%

1%

2%

6%

49%

39%

13%

22%

32%

62%

7%

43%

1%

99%

0%

Sample: 2,105 Respondents

AP VoteCast Exit Poll

Fewer than half, just 43% of Utah voters, self-identified as MAGA Republican in 2024

35%

Dem/
Lean Dem

25%

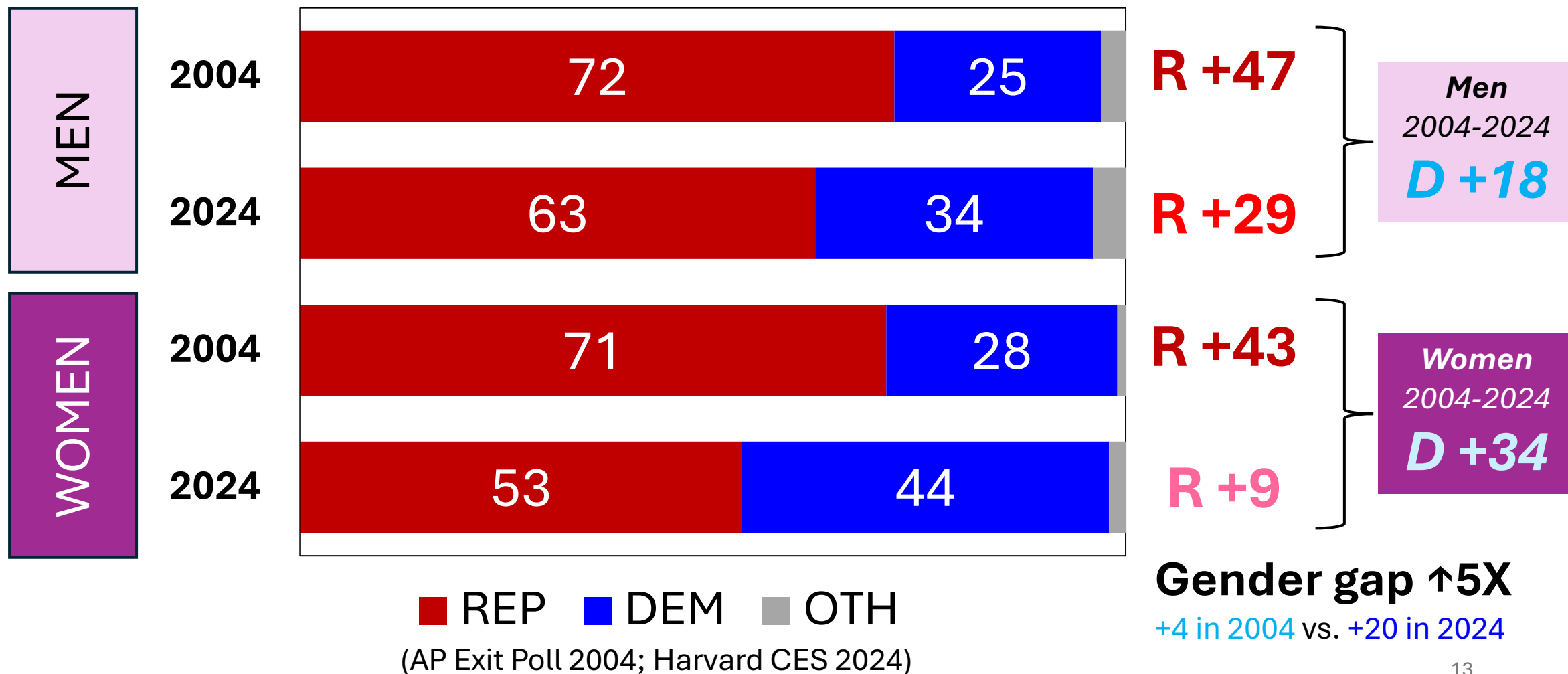
Not MAGA

40%

MAGA

What a Difference 20 Years Makes in Utah

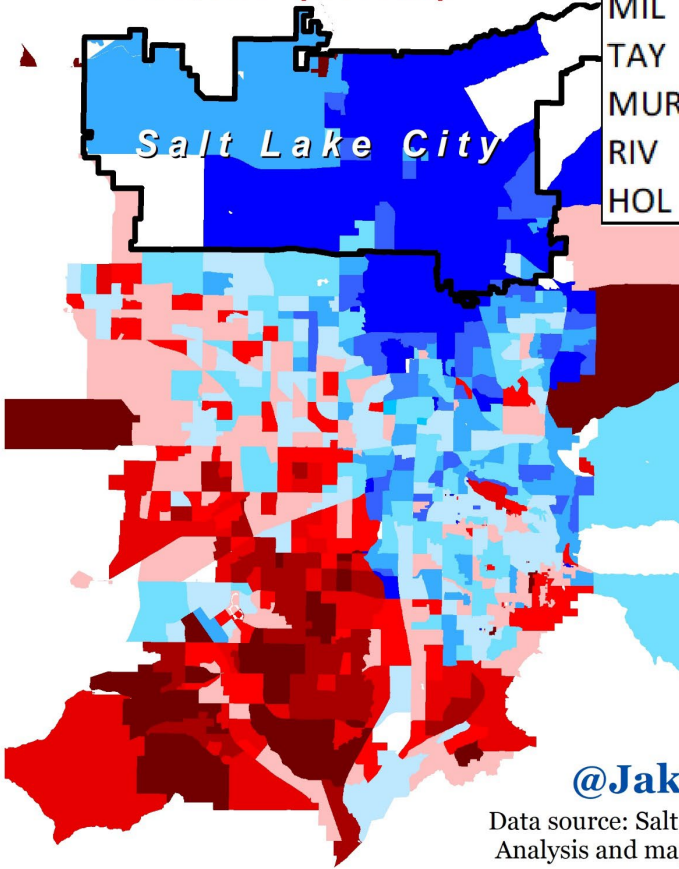
2004 vs. 2024 Presidential Vote by Gender



Salt Lake County Council At-Large Seat B 2022 Election Results

Suzanne Harrison (D)
202,616 (55.0%)

Richard Snelgrove (R)
166,077 (45.0%)



Top 10 Cities (81% of Vote)					
City	Vote	D	R	Win	
SLC	18%	78.7	21.3	D +57	
SAN	10%	53.1	46.9	D +6	
WJD	8%	42.9	57.1	R +14	
WVC	8%	51.9	48.1	D +4	
SJD	7%	39.8	60.2	R +20	
MIL	7%	66.4	33.6	D +33	
TAY	5%	51.0	49.0	D +2	
MUR	5%	57.1	42.9	D +14	
RIV	4%	31.6	68.4	R +37	
HOL	4%	57.4	42.6	D +15	



@JakeRugh

Data source: Salt Lake County Clerk
Analysis and map by Jacob S. Rugh

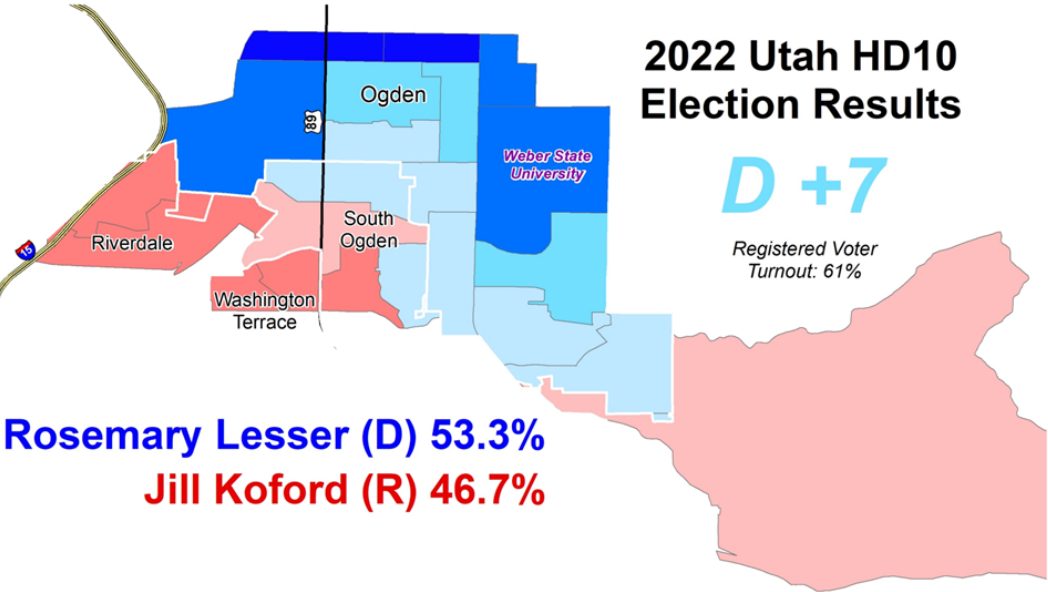


Utah House District 10 (HD10)

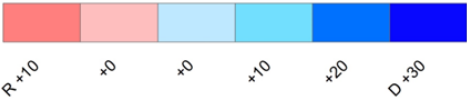
2022 Utah HD10
Election Results

D +7

Registered Voter
Turnout: 61%



Rosemary Lesser (D) 53.3%
Jill Koford (R) 46.7%



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Data Source: Weber County Clerk. Map by Jacob S. Rugh

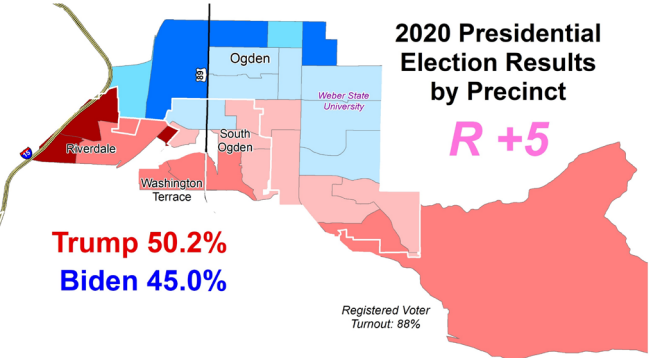
Utah House District 10 (HD10)

2020 Presidential
Election Results
by Precinct

R +5

Trump 50.2%
Biden 45.0%

Registered Voter
Turnout: 88%



@JakeRugh

Data Source: Weber County Clerk. Map by Jacob S. Rugh



FYI: Utah State Legislature (2024)

DEMOCRATIC: 70% women

REPUBLICAN: 18% women

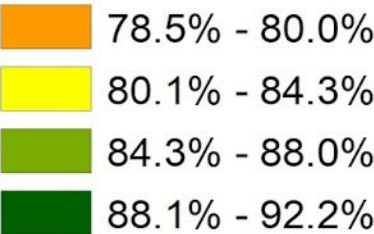
Thank you, Rep. Sandra Hollins!

Utah
Educated
Women of
The Week

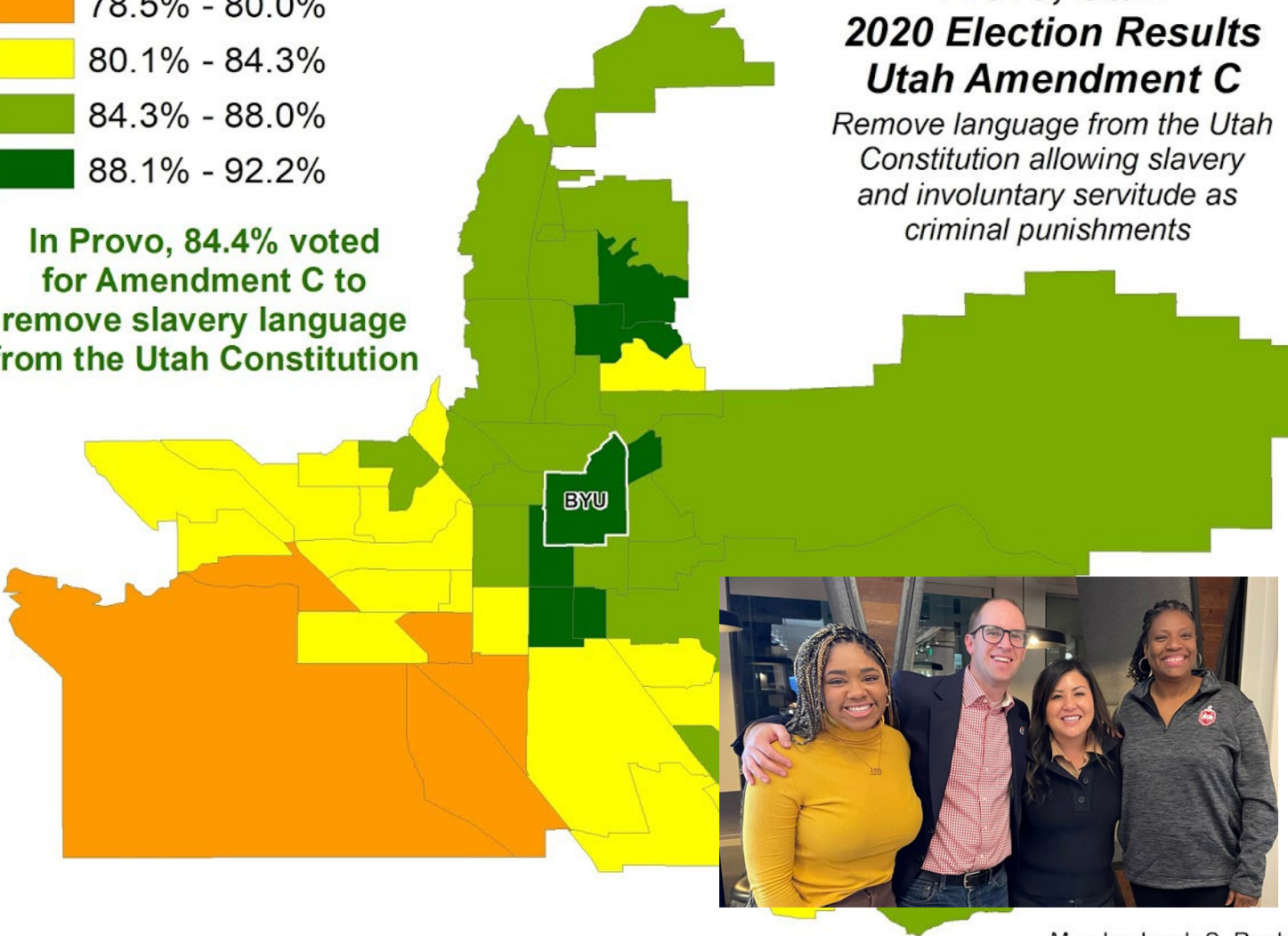
Sandra Hollins



For Amendment C to Remove Slavery Language



In Provo, 84.4% voted
for Amendment C to
remove slavery language
from the Utah Constitution

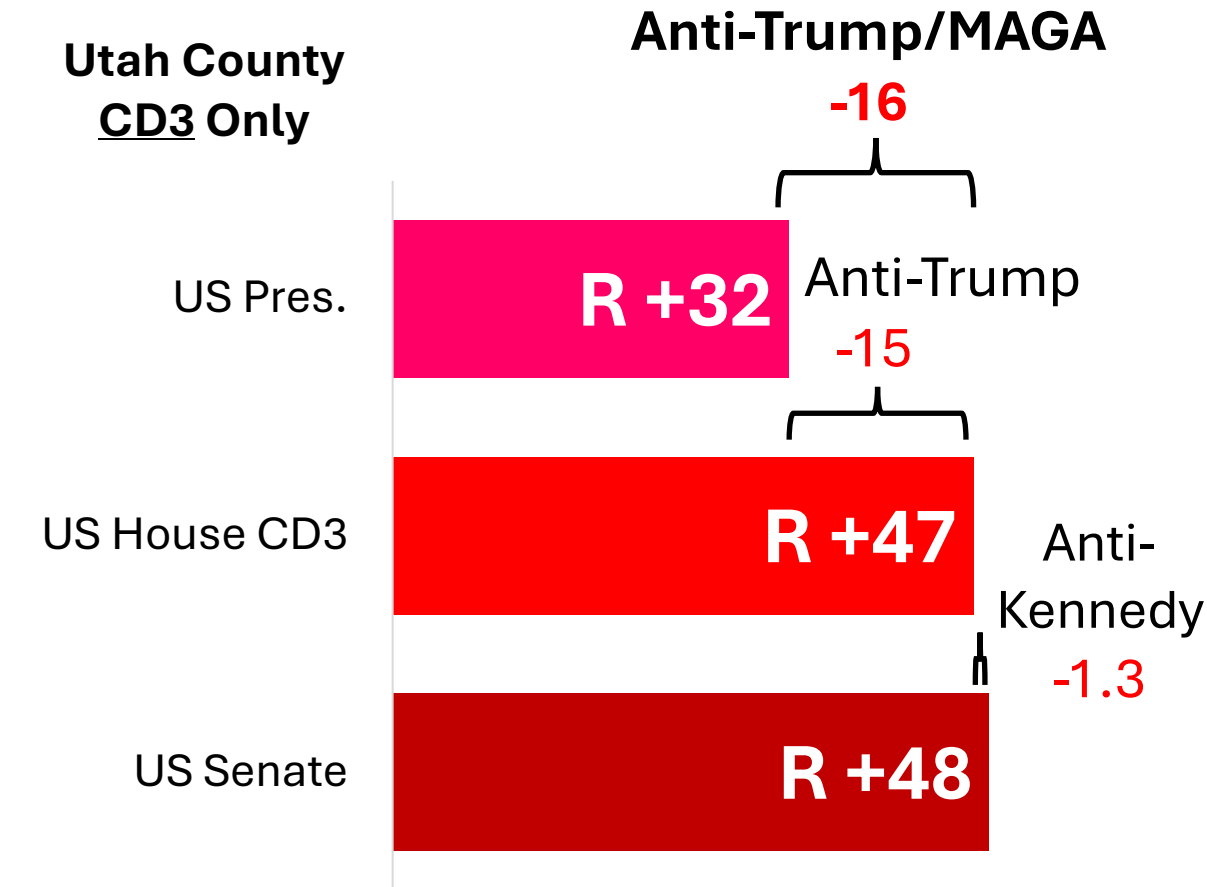


Provo, Utah
2020 Election Results
Utah Amendment C

Remove language from the Utah
Constitution allowing slavery
and involuntary servitude as
criminal punishments

Just about Trump? Or also MAGA?

Harder to Tell with Conflicted Republicans

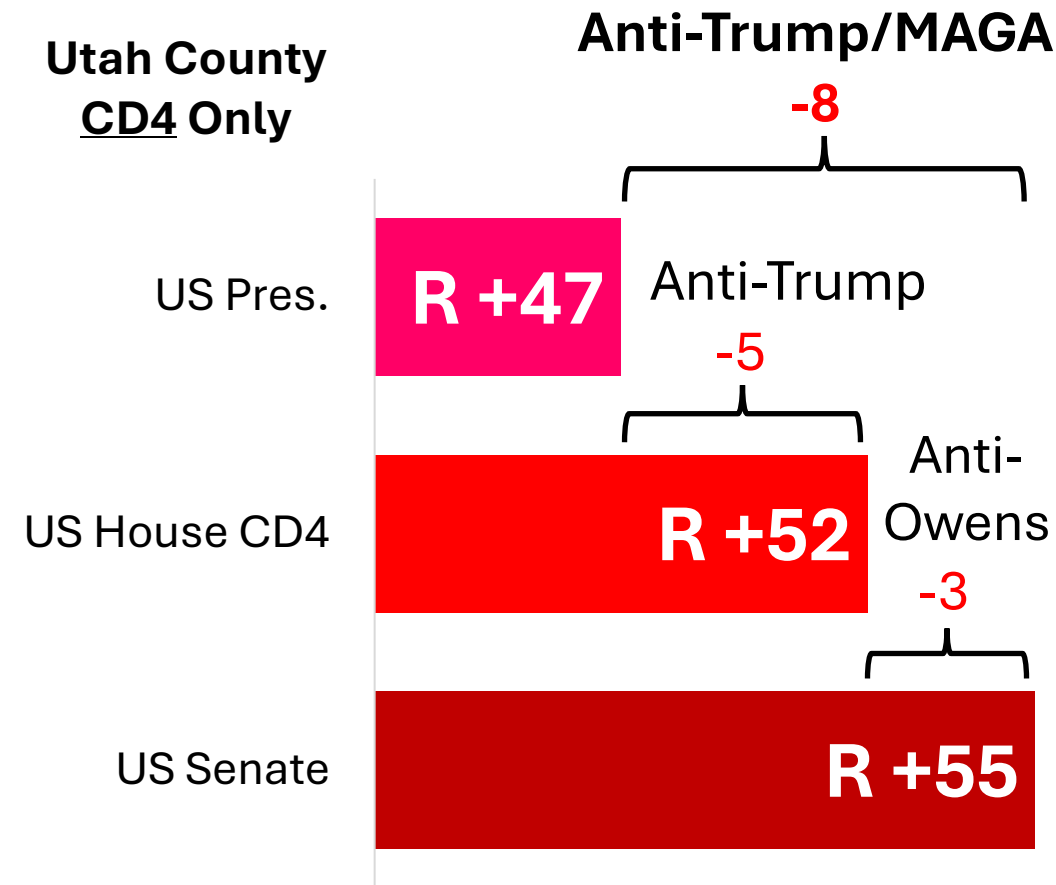


- CD3 in northern Utah County
 - Trump won by +32
 - Kennedy (MAGA-lite) won by +47
 - Curtis (not MAGA) won by +48(So, Trump trailed Curtis by -16)
- Newcomer Mike Kennedy CD3
 - Not endorsed by Trump, but endorsed by MAGA Mike Lee
 - Kennedy endorsed Trump, but also contradicted Trump (by telling truth) about Ukraine

Source: Utah County Clerk Elections Division

Just about Trump? Or also MAGA?

Anti-Trump \approx 63% of Anti-MAGA penalty



- CD4 in southern Utah County
 - Trump won by +47
 - Owens (MAGA GOP) won by +52
 - Curtis (not MAGA) won by +55
(So, Trump trailed Curtis by -8)
- MAGA Republican: Owens CD4
 - Endorsed by Trump
 - Owens voted to overturn the 2020 election results (H.R. 11) hours *after* the January 6, 2021, attack on the U.S. Capitol.

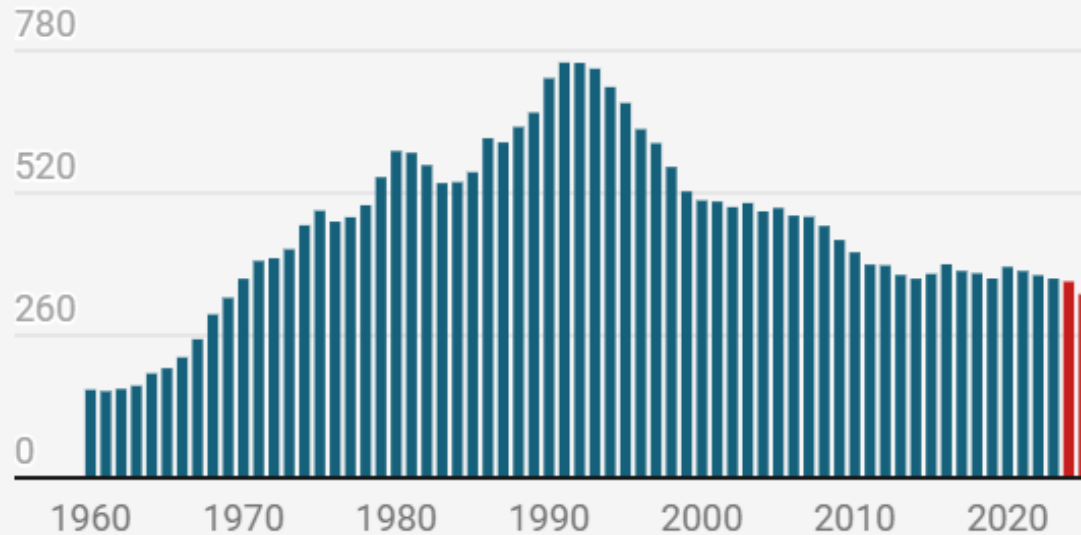
Source: Utah County Clerk Elections Division

US violent and property crime rates are at or near historic lows

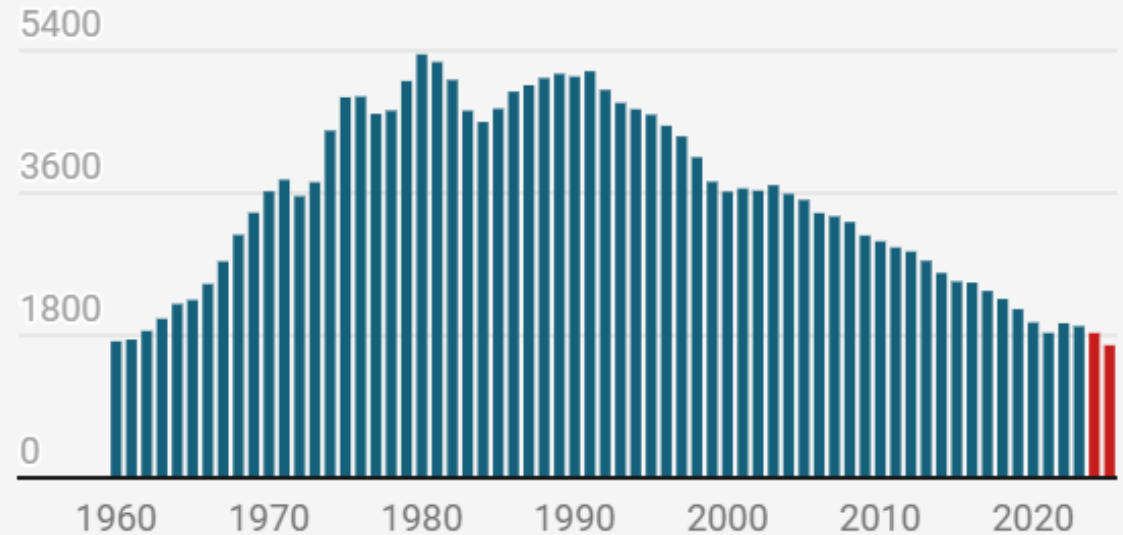
US Violent & Property Crimes Per 100k, 1960 - 2025

■ 2024 & 2025 Preliminary Estimates

Violent Crime Rate



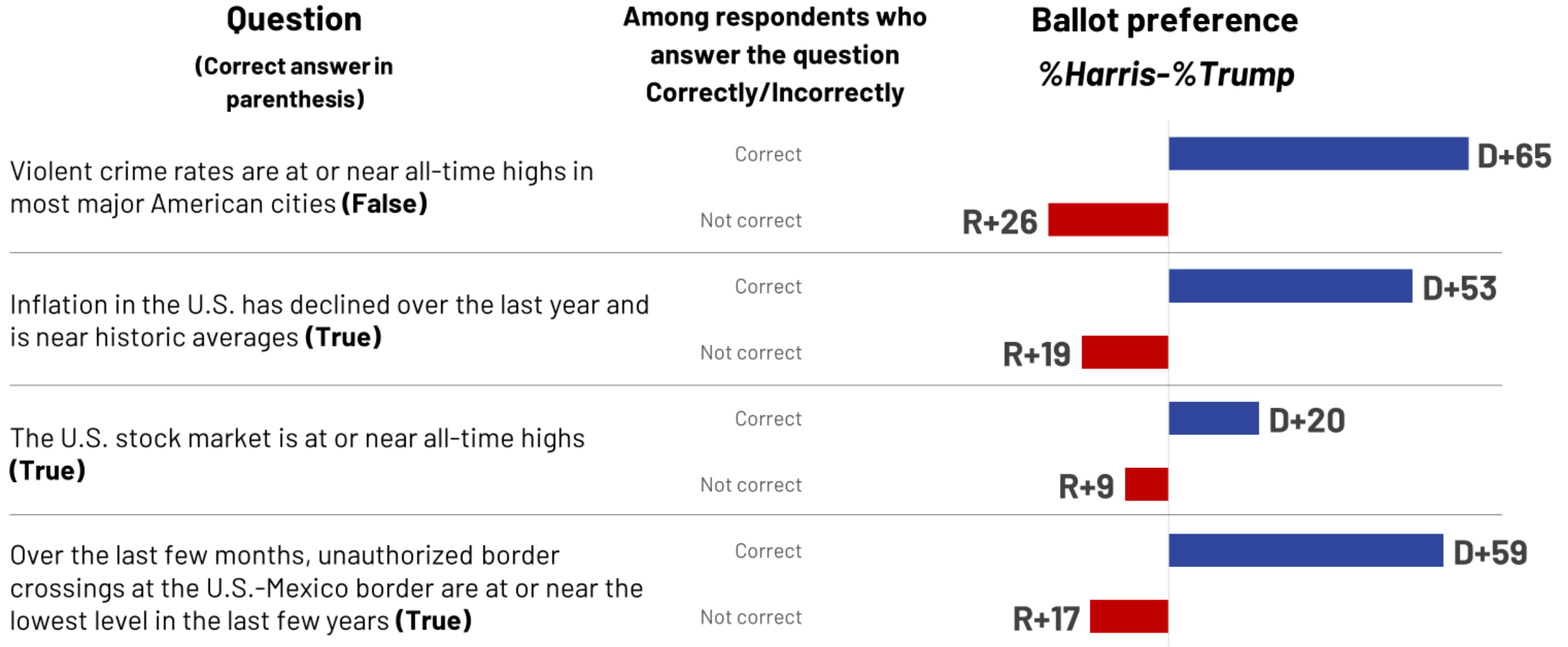
Property Crime Rate



Preliminary estimates derived from RTCI.

Source: FBI & RTCI • [Get the data](#) • Created with [Datavrapper](#)

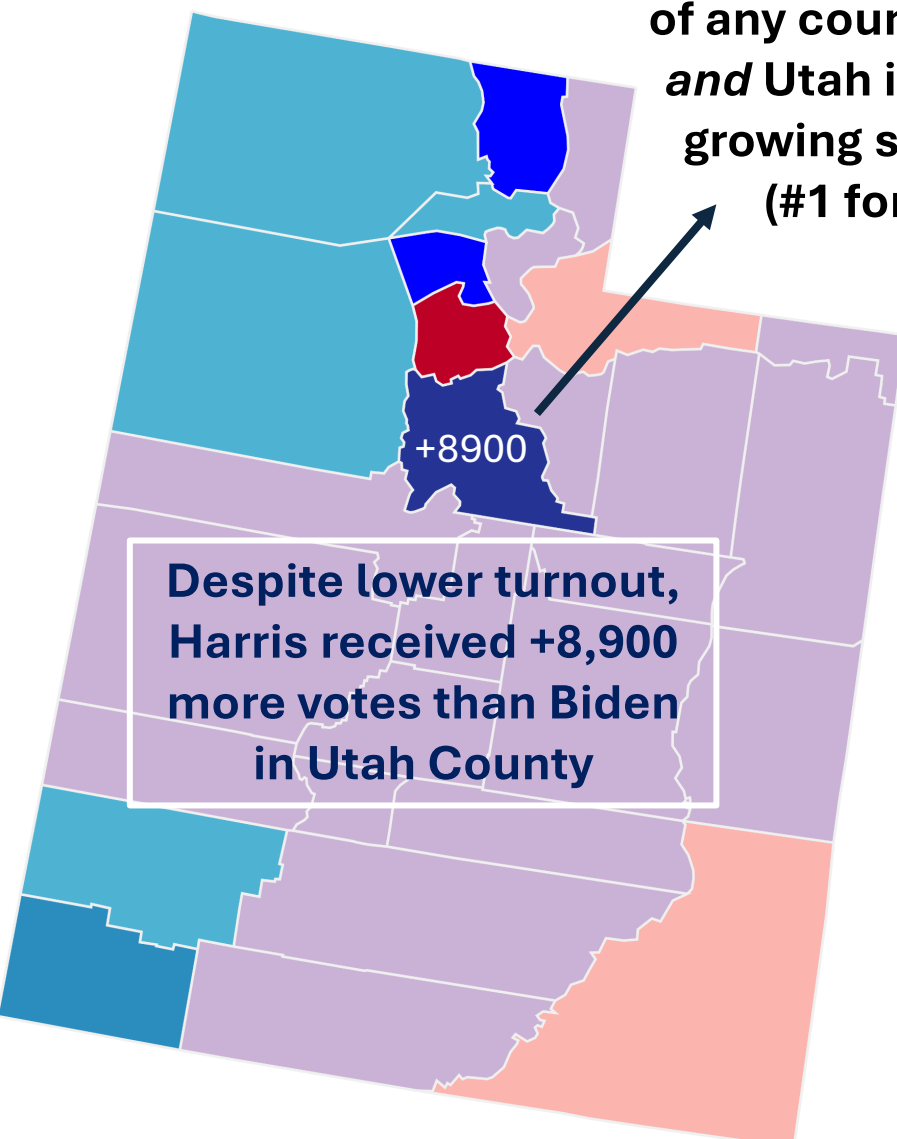
Misinformed views on immigration, crime, the economy correlated with ballot choice



97% of large counties (>200K votes) moved **RIGHT**
Utah County largest of **3%** (5 of 180) to move **LEFT**

County	Metro Area	Votes Cast	Biden 2020 %	Harris 2024 %	Change
Utah UT	Provo-Orem-Lehi/ Wasatch Front	297,944	26.3	27.8	D +1.5
Waukesha WI	Milwaukee	274,845	38.8	39.5	D +0.7
Clark WA	Vancouver	274,795	51	52.1	D +1.1
Larimer CO	Denver	225,482	56.2	57.4	D +1.2
Chesterfield VA	Richmond	209,730	52.4	53.8	D +1.4

2020-2024: Utah County added the most residents of any county in Utah (+96K) and Utah is the 3rd fastest-growing state in America (#1 for 2010-2020)



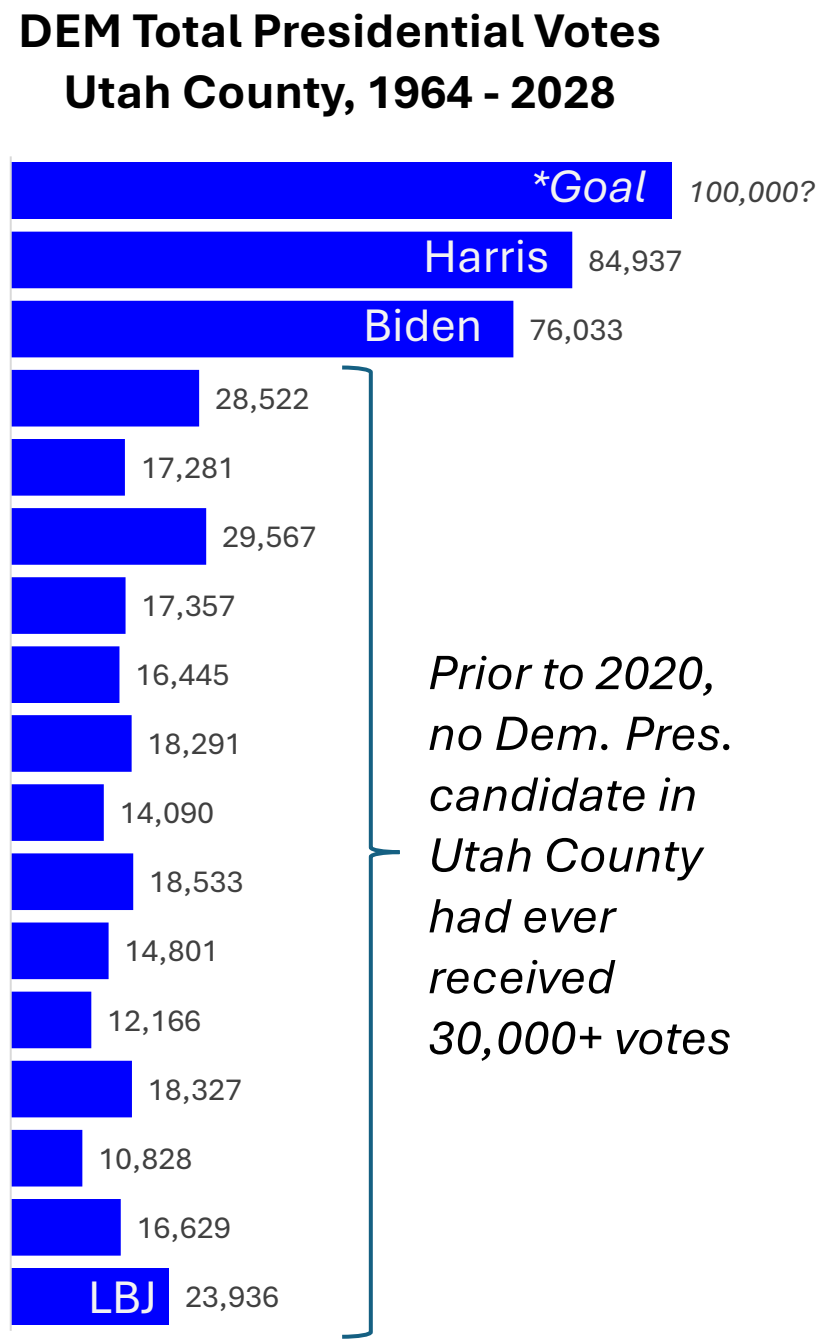
Despite lower turnout, Harris received +8,900 more votes than Biden in Utah County

Dem. Pres. vote increased in 26/29 counties statewide

2020-2024 Change in Dem Vote Total

- + 8900
- + 2500
- + 1800
- + 1000
- + 500
- 600
- 16300

<i>R</i> +35*	2028
<i>R</i> +39	2024
<i>R</i> +41	2020
<i>R</i> +36	2016
<i>R</i> +79	2012
<i>R</i> +59	2008
<i>R</i> +74	2004
<i>R</i> +68	2000
<i>R</i> +52	1996
<i>R</i> +44	1992
<i>R</i> +56	1988
<i>R</i> +66	1984
<i>R</i> +69	1980
<i>R</i> +44	1976
<i>R</i> +53	1972
<i>R</i> +25	1968
<i>D</i> +7	1964

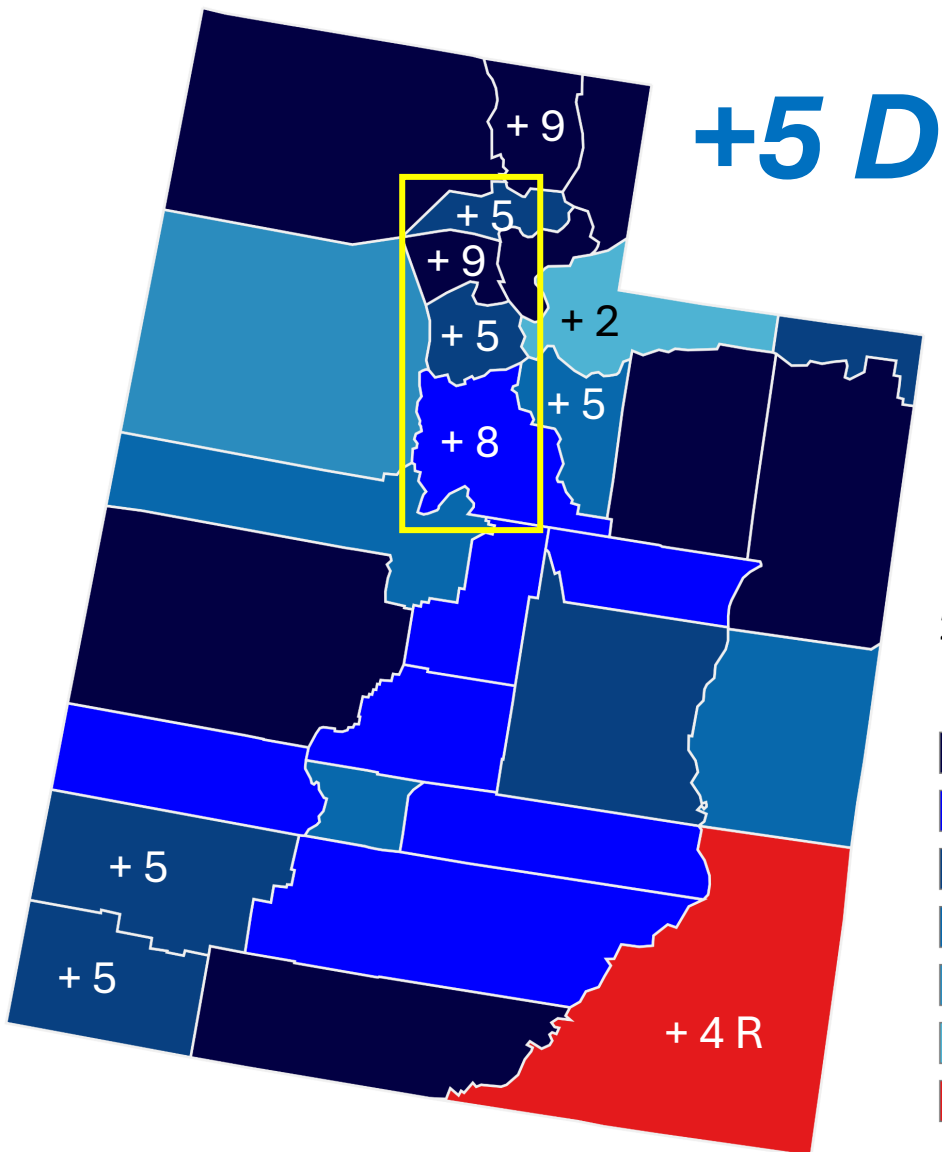


2020-2024 Net Trend

Utah +1.1 R
USA +6.0 R

Vote Swing

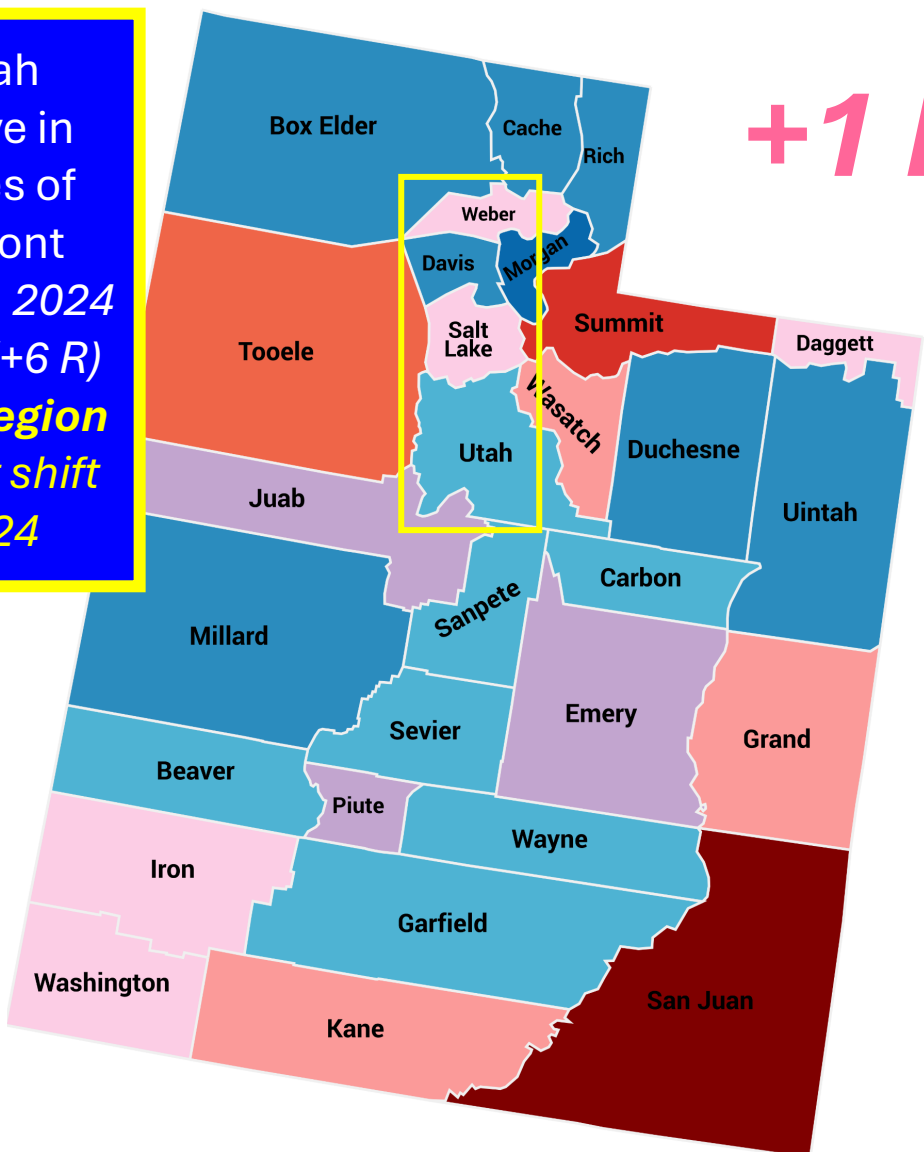
2020 +20.5 R
2024 +21.6 R



75% of Utah residents live in four counties of Wasatch Front
R +12 in 2020, 2024
+6 D vs USA (+6 R)
Only metro region in USA to not shift right in 2024

2020-2024 Trend
Net of USA

- + 10 D
- + 8
- + 7
- + 6
- + 5
- + 2
- + 4 R

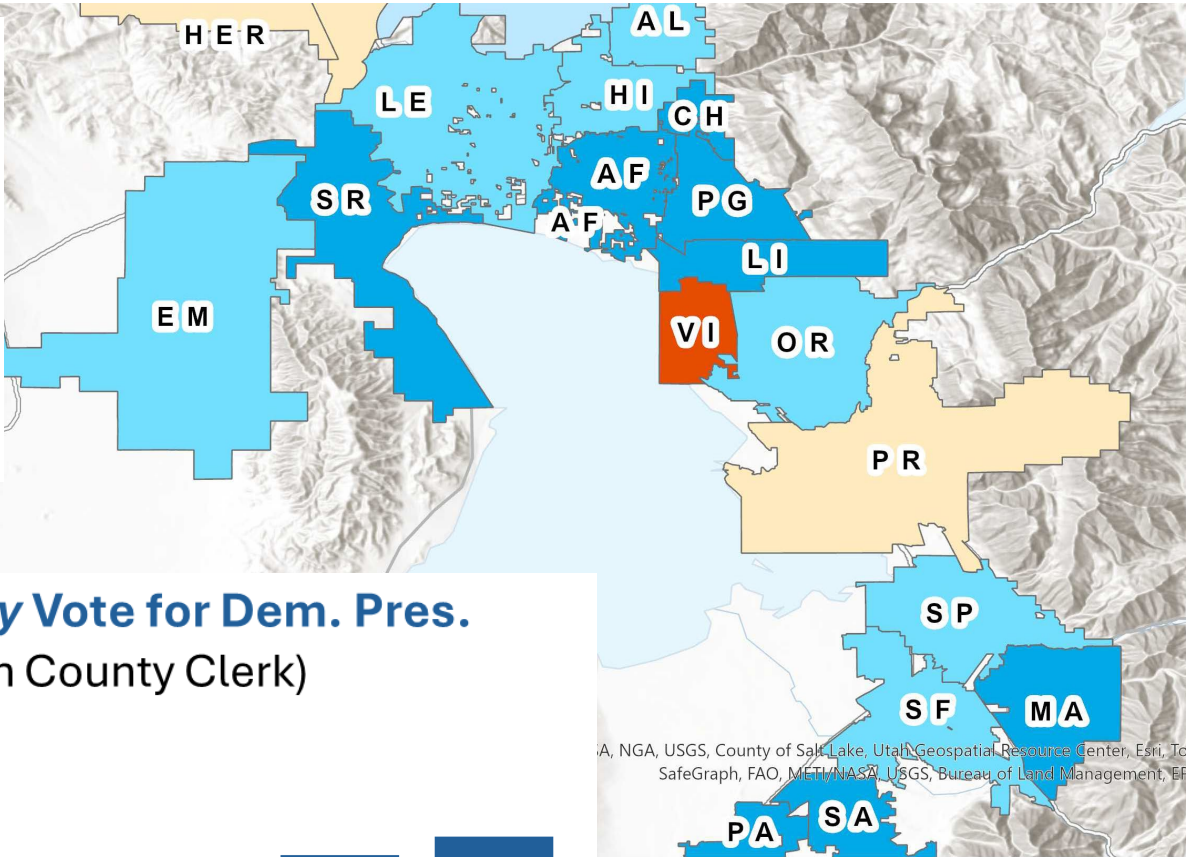
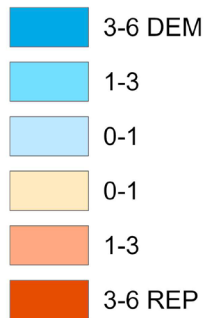


2020-2024 Swing

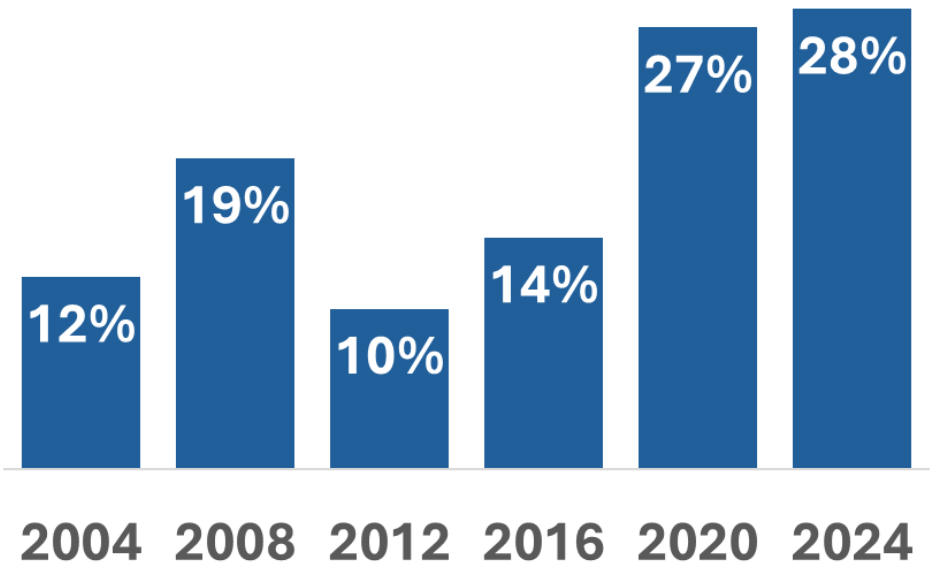
- +4 D
- +3
- +2
- +1
- +1
- +2
- +3
- +4
- +10 R

Utah Wasatch Front 2020 - 2024 Pres. Swing

Cities > 5,000 pop.



Utah County Vote for Dem. Pres.
(Utah County Clerk)



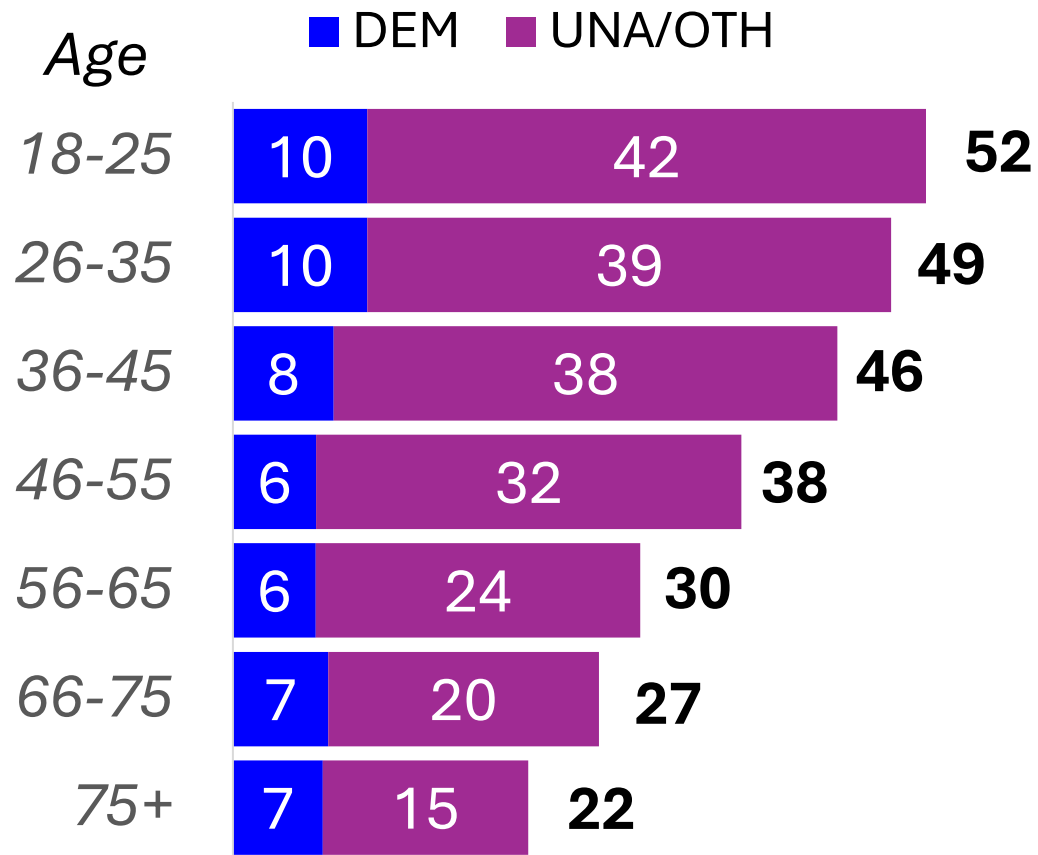
Utah County Moved Left (Again) in 2024

	Utah County	USA	Utah County vs. USA
2020- 2024	<i>D +2</i>	<i>R +6</i>	<i>D +8</i>
2004- 2024	<i>D +36</i>	<i>R +1</i>	<i>D +38</i>

- ✓ Every suburban city except one swung blue
- ✓ Harris > Biden Dem. Pres. vote % and *total*
- ✓ Provo stayed at *R +18*, even though it's 19% Hispanic (same % as USA population)
 - ✓ And Harris 38% > Biden 37% in Provo
- ✓ Utah Co. has swung *D +36* since 2004, most of any county in Utah along with Davis Co.

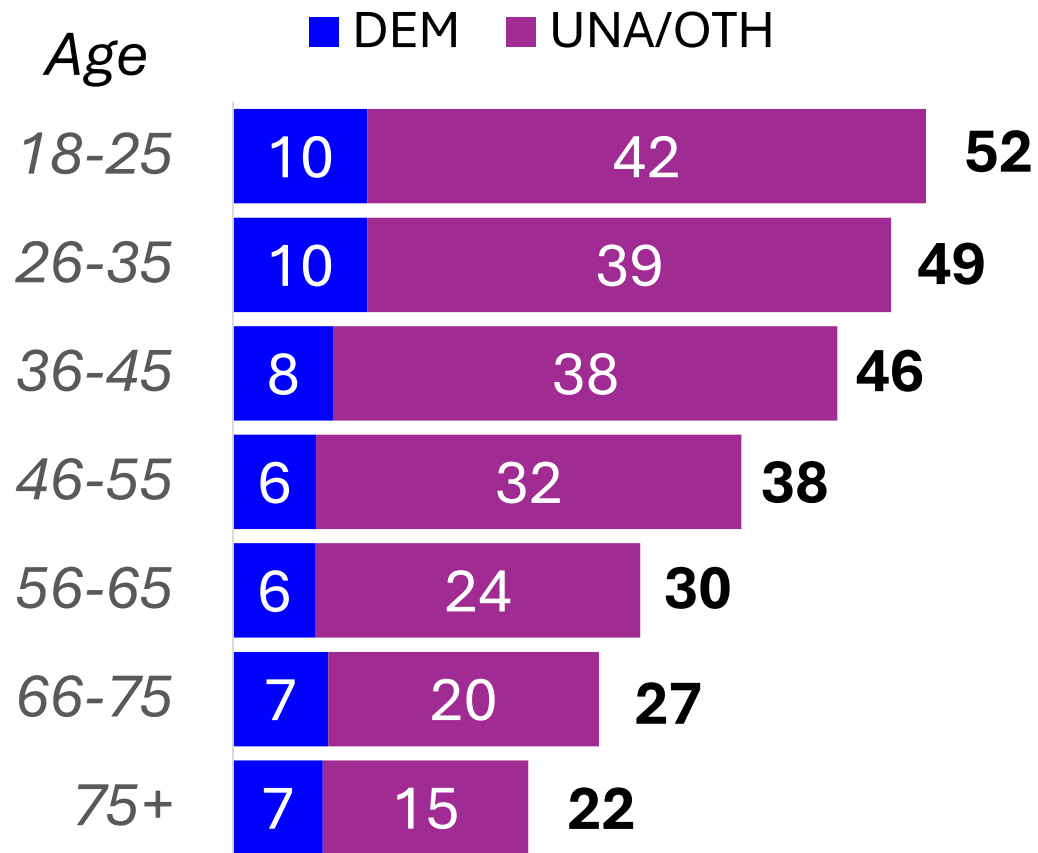
50% of Young Utah County Voters Age 18-35 Are Now Registered Dem/Unaffiliated/Other

Double the share of voters age 65+ (25%)



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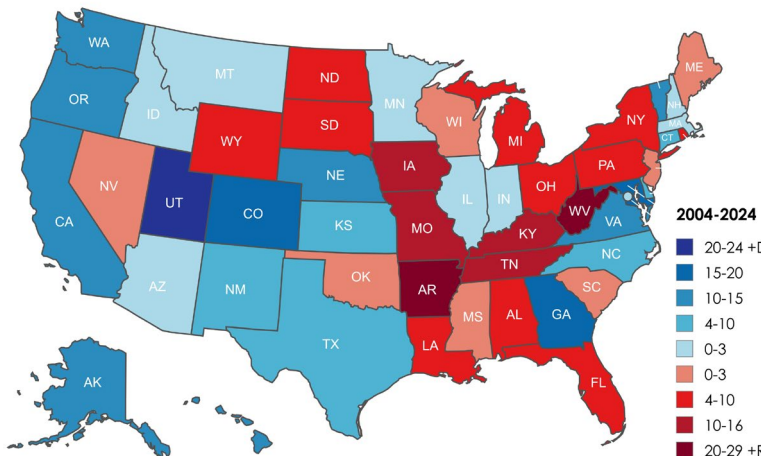
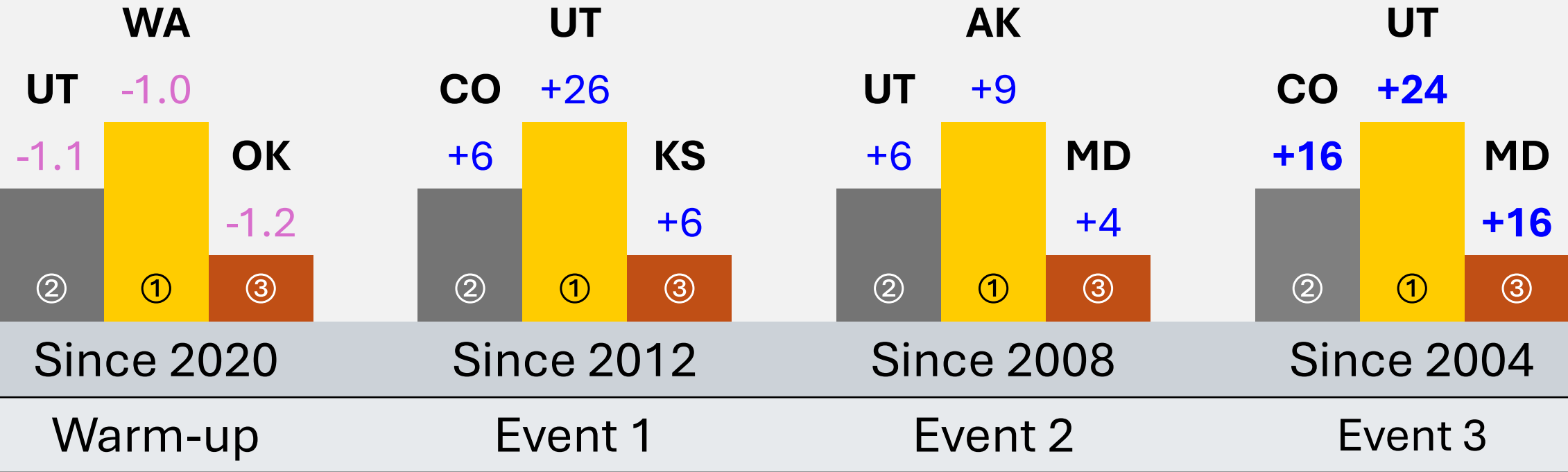
Voters Age 18-35

✓ **43%** of all Utah County
Registered Voters

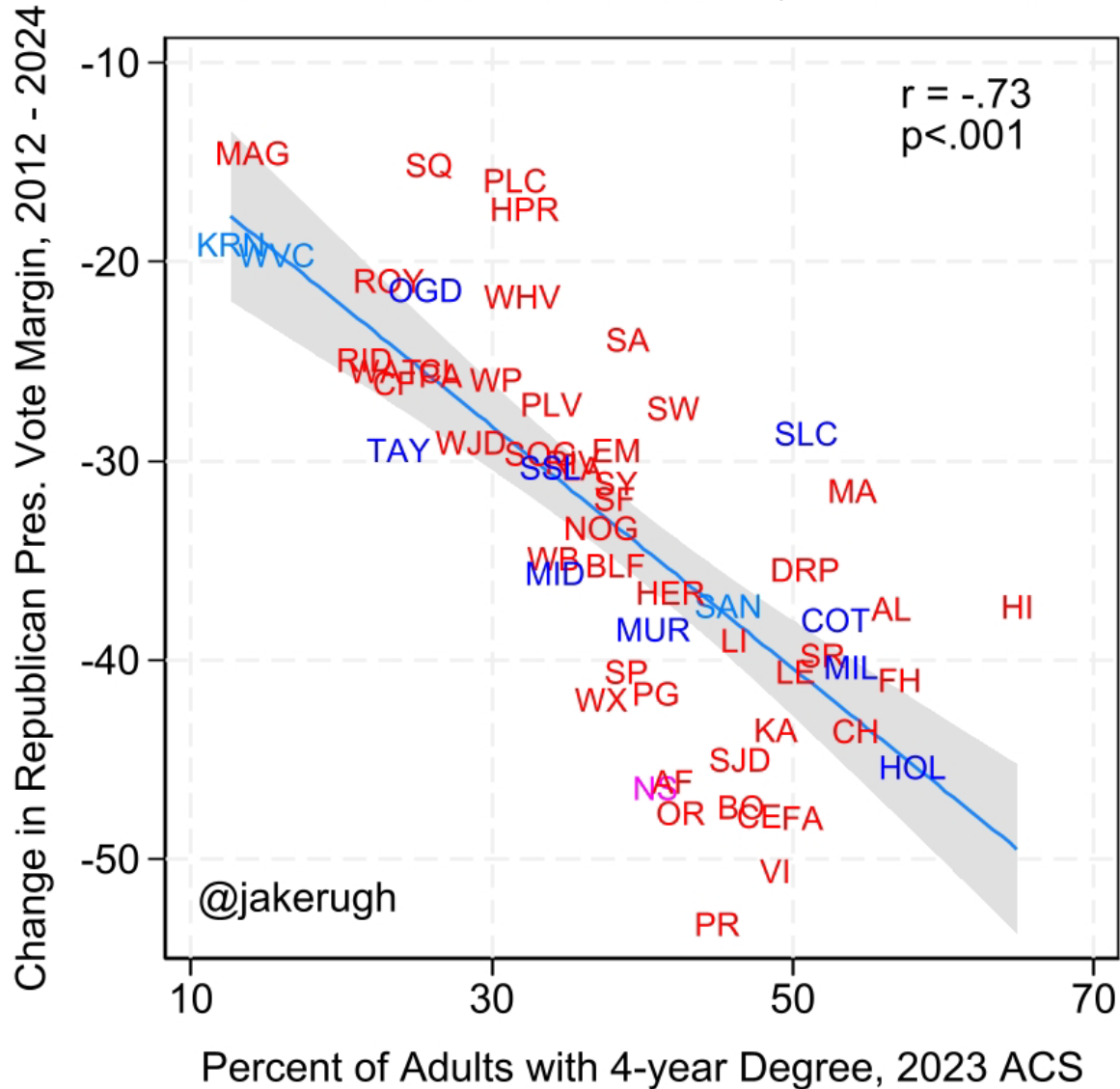
✓ **53% of Democratic
Voters**

✓ **60%+** of all Utah County
voters by 2035 (projected)

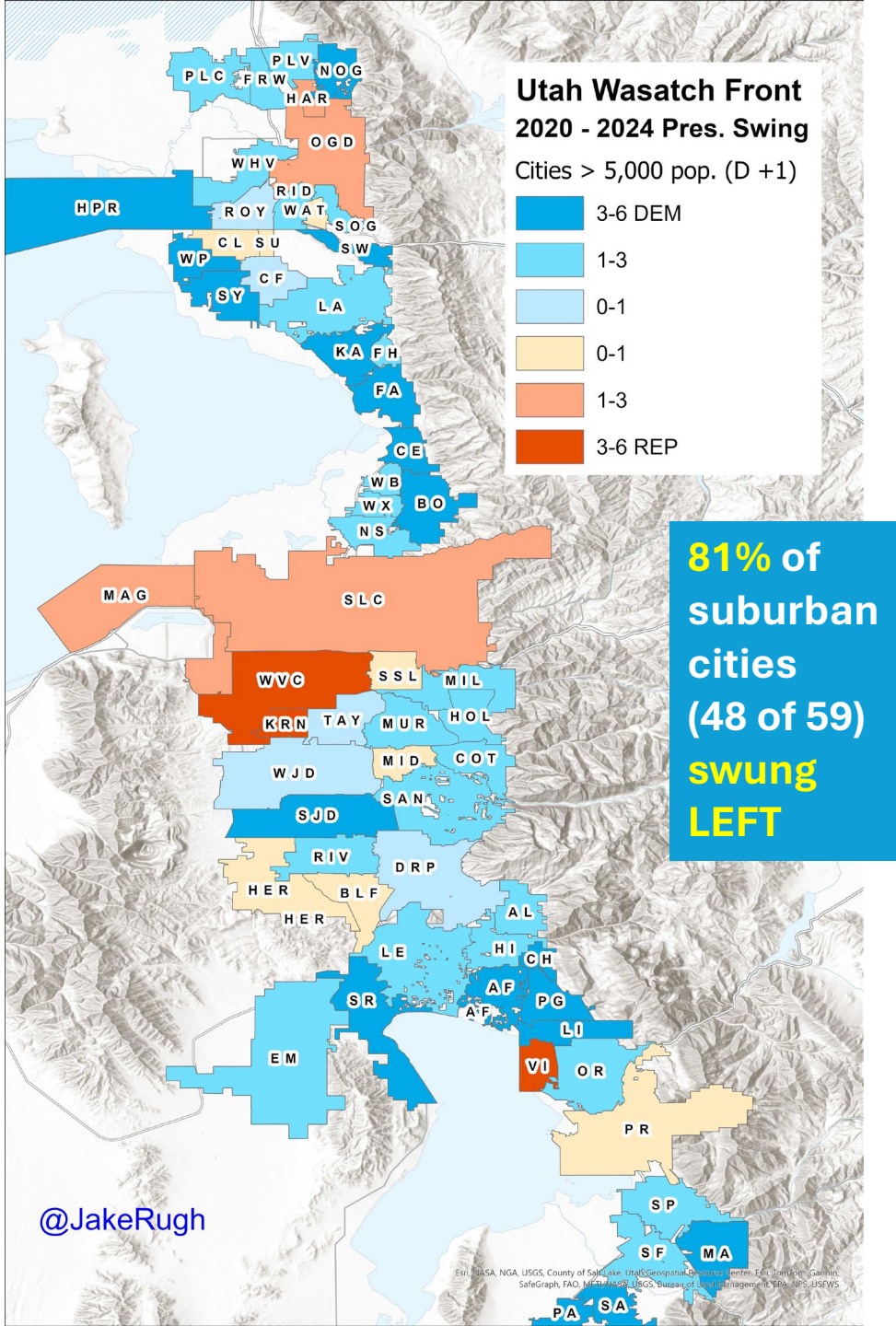
Top 3 Medalists: “Ski Jump” Democratic Pres. Margin Shift, 2004-2024



Cities with More College Graduates Swing Left Utah Wasatch Front Cities, 2012-2024



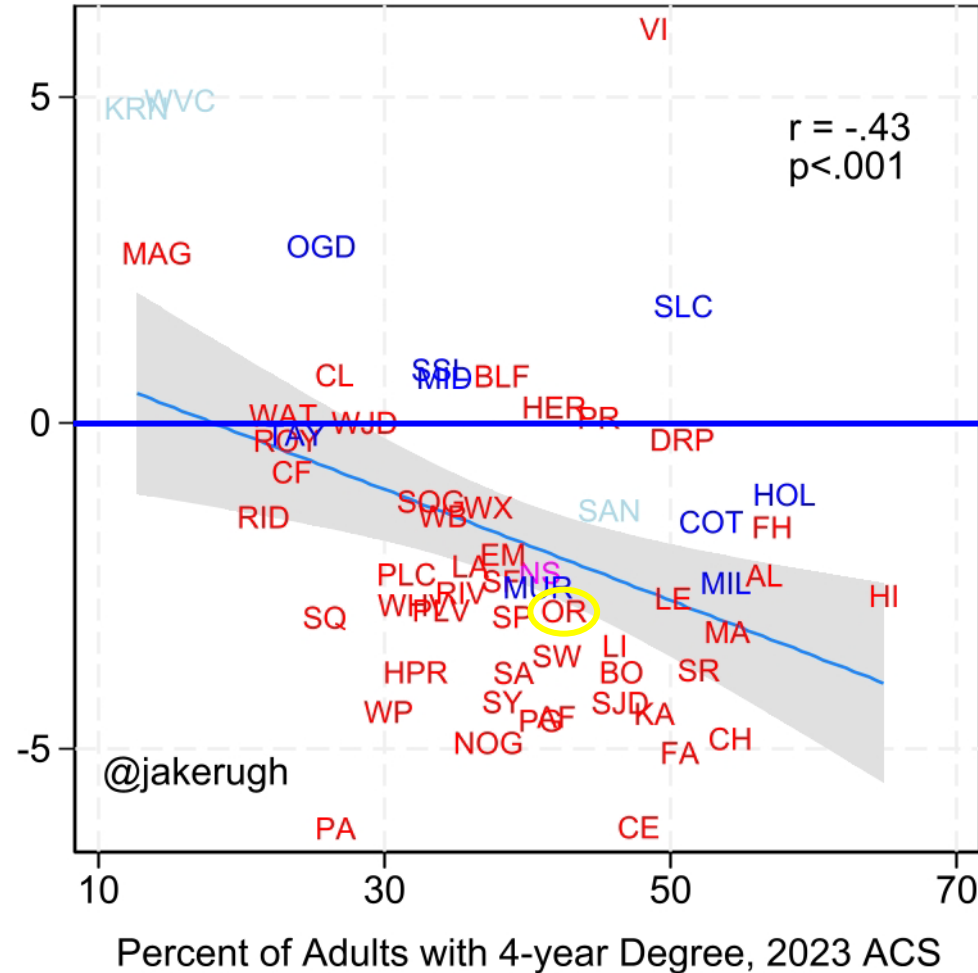
1. **Educational polarization** (shift of college-educated voters to Democratic vote) drives swing
2. **Suburban Utah blueshift survived 2024, unlike elsewhere:** Utah only state where Harris > Biden
3. **LDS/Mormon vote swung left in 2024, opposite of USA**



2. Suburban Blue Swing Survives 2024 in Utah

Educational Polarization Continues Utah Wasatch Front Cities, 2020-2024

Change in Republican Pres. Vote Margin, 2020 - 2024



Red: Trump won
Blue: Harris won
Sky blue: Harris barely won
Hot Pink: Trump barely won

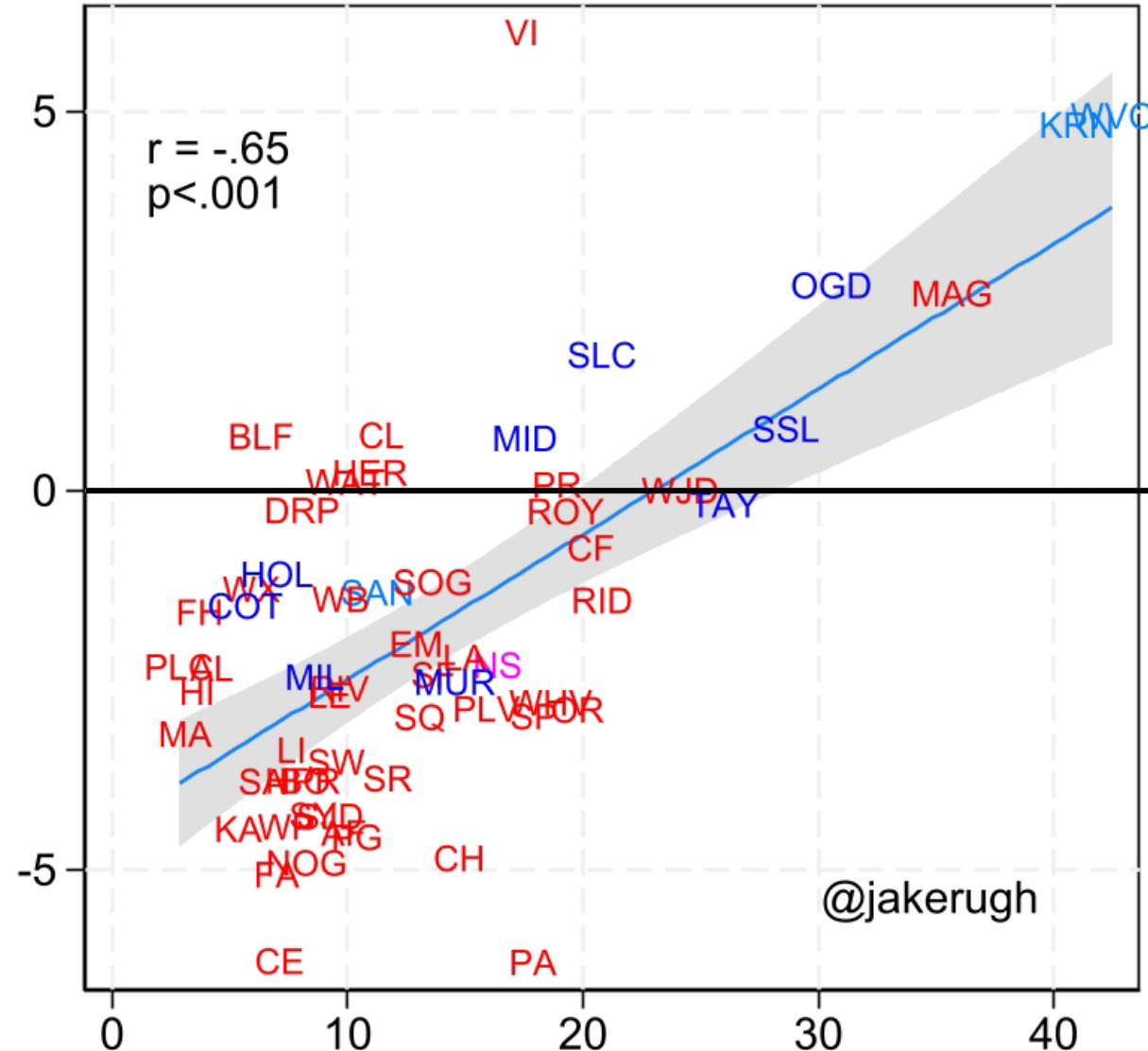
All cities below this line voted MORE DEM in 2024 than 2020

Example: Orem (OR), pop. 100K, shifted +3 DEM

Big U.S. Story
of 2024 was
**Hispanic Red
Shift:** Yet a
Far Smaller
Shift in Utah

More Hispanic Cities Swing Right Utah Wasatch Front Cities, 2020-2024

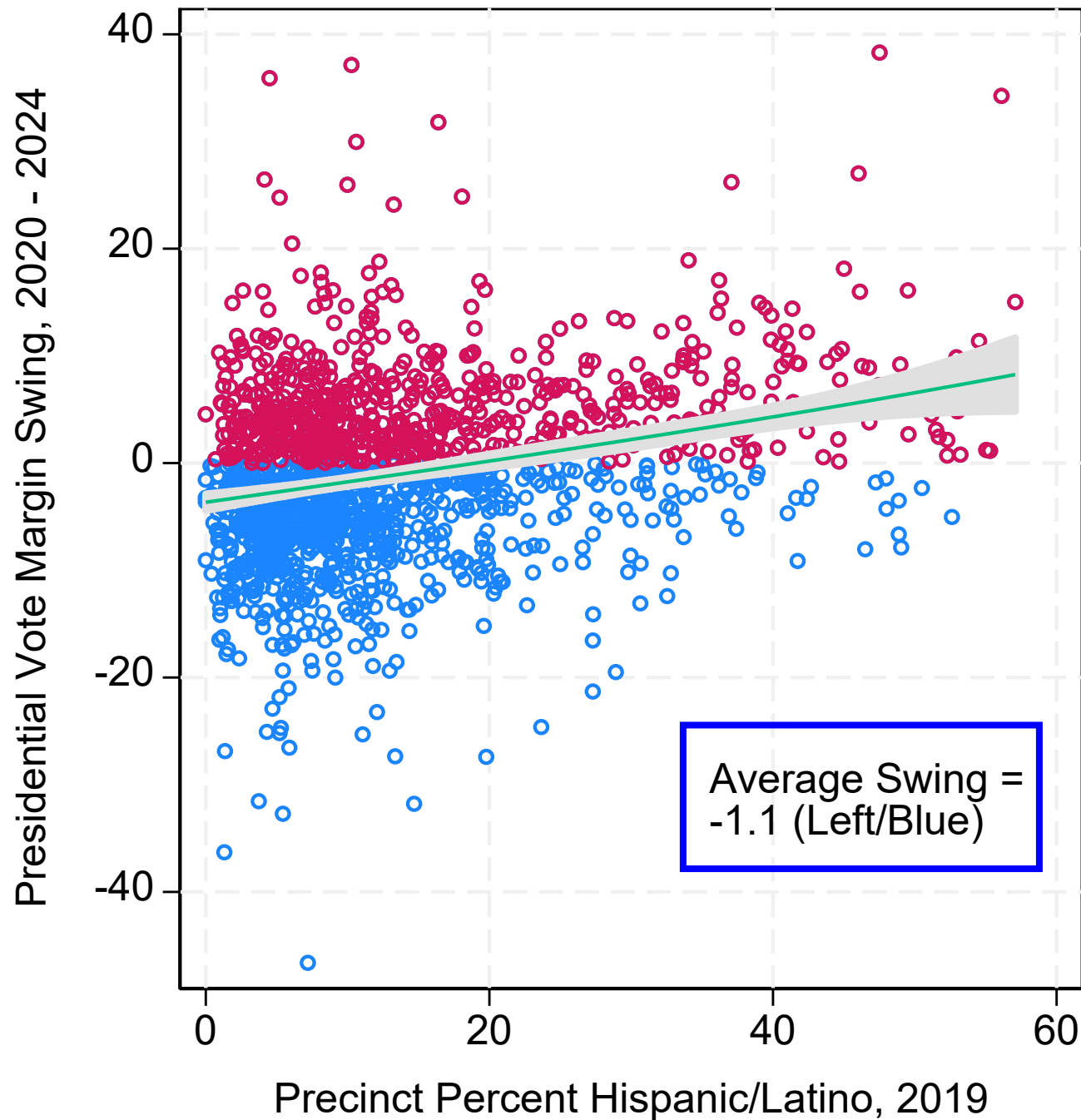
Change in Republican Pres. Vote Margin, 2020 - 2024



Many heavily
Hispanic cities
shifted right,
led by WVC,
KRN, OGD,
MAG, SLC, SSL,
**but by < 5 pts.,
not very much**

However, many
cities just as
Hispanic as the
U.S. (19%) **did
NOT shift right:**
Provo, Orem,
Roy, Clearfield,
Riverdale, West
Jordan, Taylors-
ville, and more.

Percent Hispanic/Latino Pop., 2023 ACS

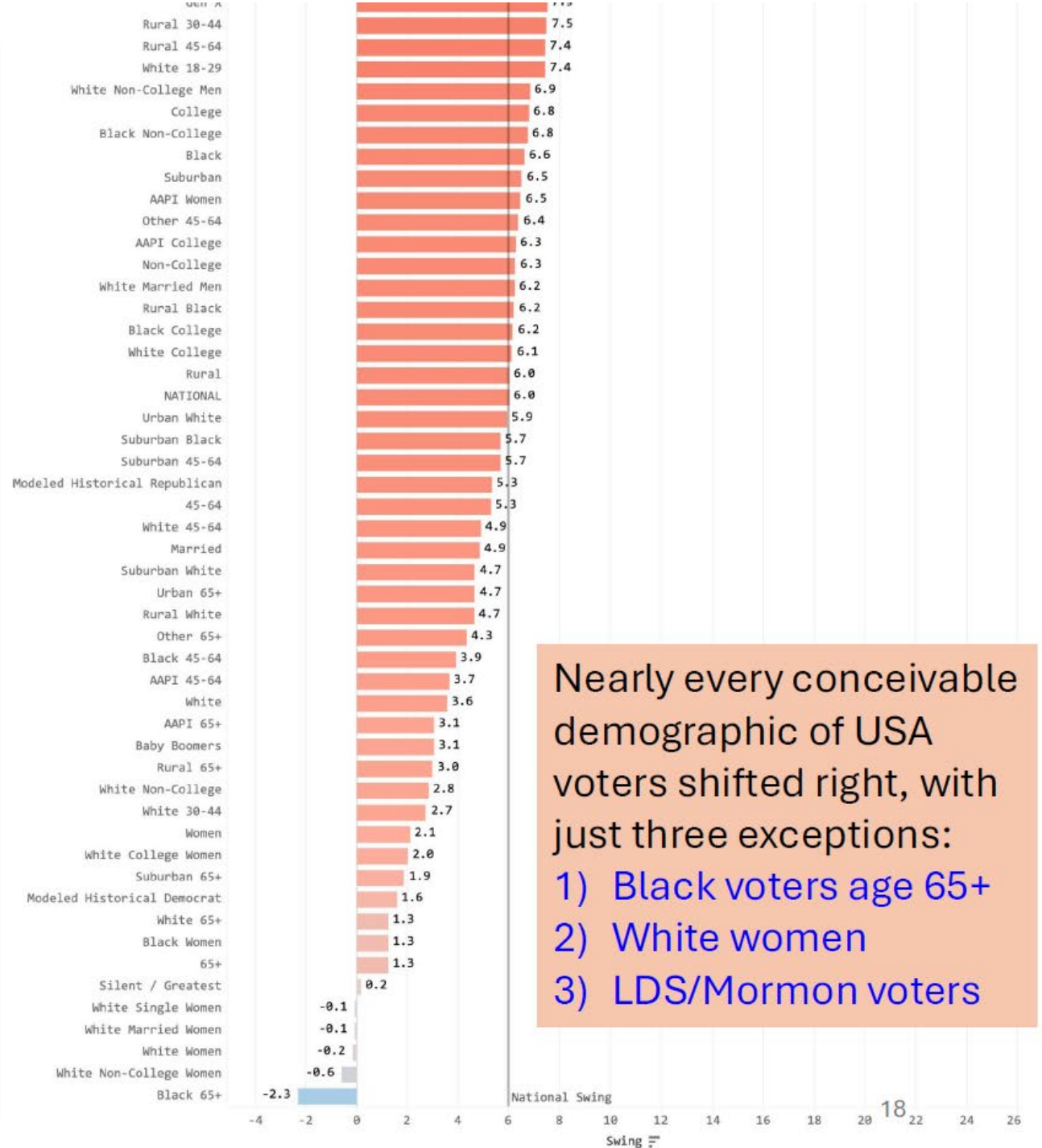
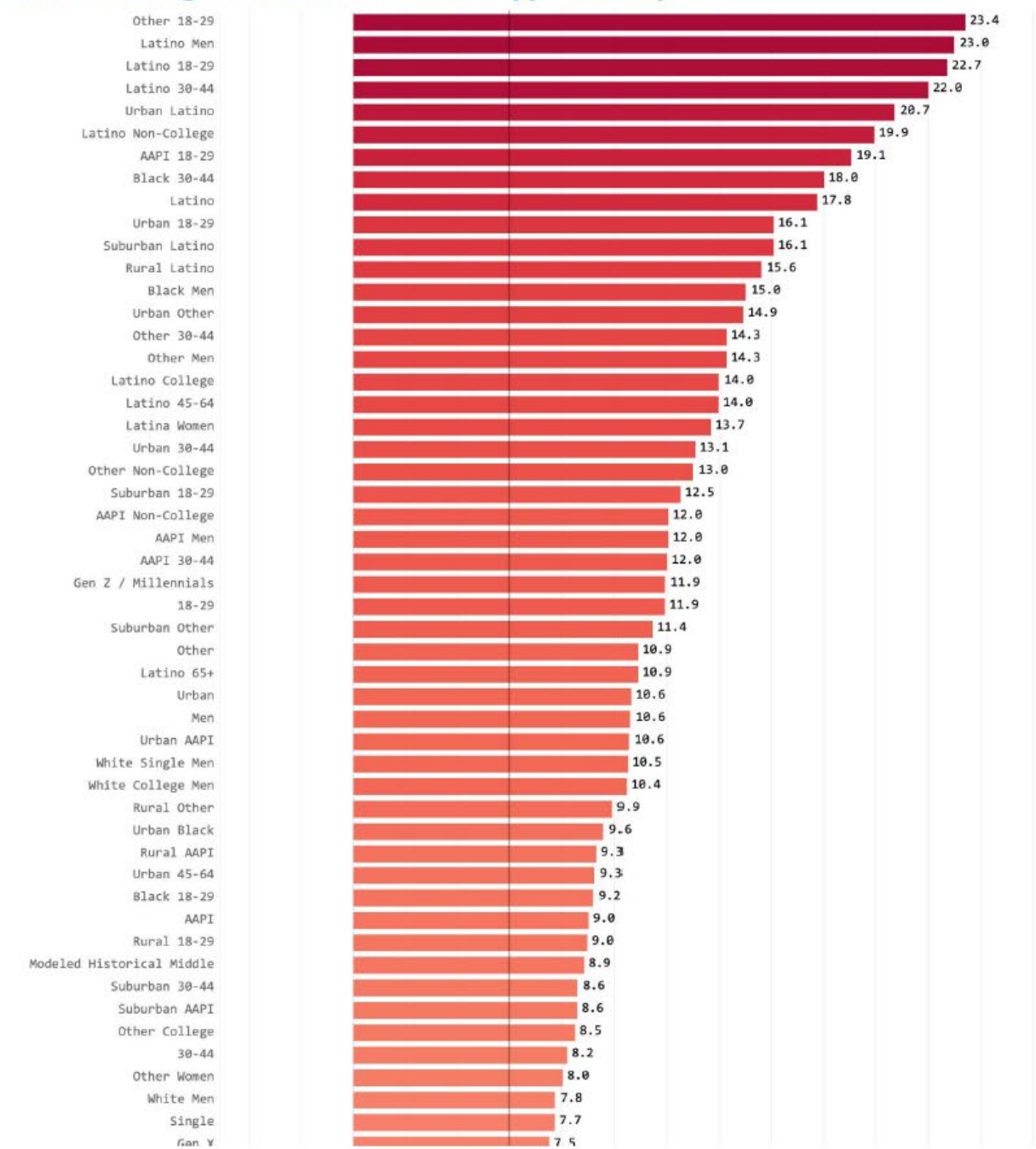


Hispanic Red Shift? Far Smaller in Utah

- Swung Left (868)
- Swung Right (649)
- 95% CI

**Most Wasatch Front
metro precincts swung
blue in 2024, including
many heavily Latino ones**

2020-24 Swing from Catalyst's "What Happened" Report



Utah Blueshift Leads the Nation

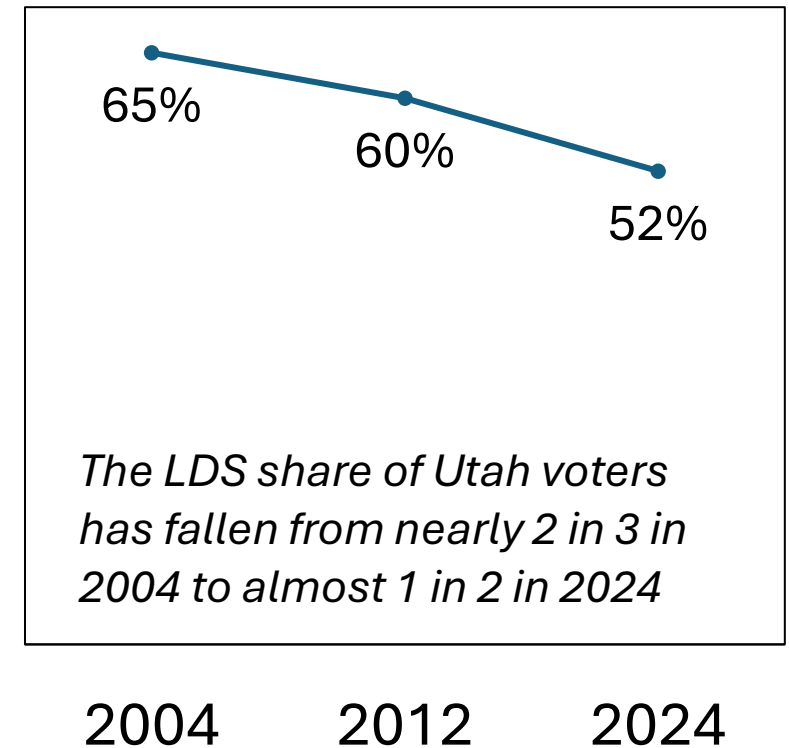
LDS Vote Swings Left Three Times in a Row

LDS/Mormon vs. USA Presidential Vote, 2004-2024

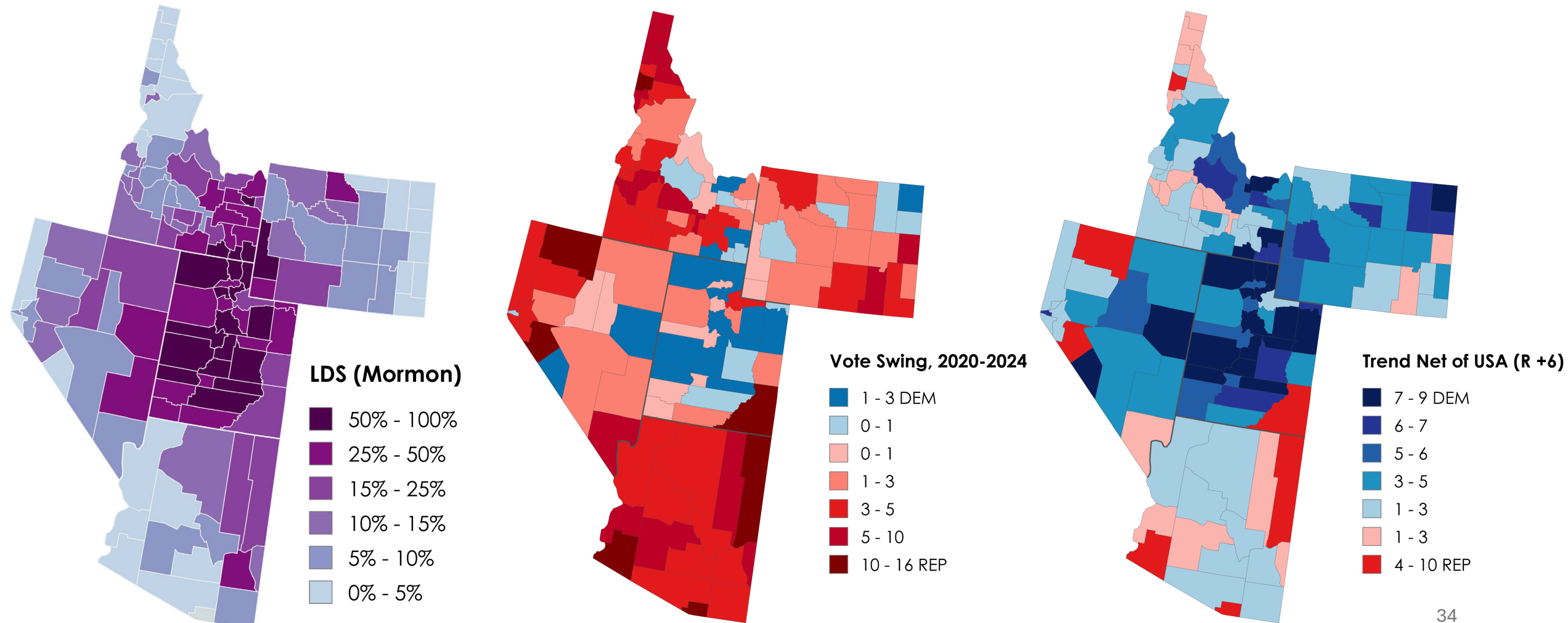
	LDS/Mormon Voters			USA Voters			LDS vs. USA Trend
	DEM	REP	LDS Margin	DEM	REP	USA Margin	
2004	19%	80%	R +61	48.3%	50.7%	R +2.4	R +59
2008	24%	72%	R +48	52.9%	45.7%	D +7.2	R +55
2012	15%	84%	R +69	51.1%	47.2%	D +3.9	R +73
2016	21%	57%	R +36	48.2%	46.1%	D +2.1	R +38
2020	30%	65%	R +35	51.3%	46.8%	D +4.5	R +40
2024	32%	65%	R +33	48.3%	49.8%	R +1.5	R +32
Last 4 yrs 2020-2024	+2%	0%	D +2	-3.0%	+3.0%	R +6.0	D +8
Last 20 yrs 2004-2024	+13%	-15%	D +28	0.0%	-0.9%	D +0.9	D +27

Sources: 2004 (Pew), 2008-2012 (Burge CCES), 2016-2024 (Rugh CCES/CES).

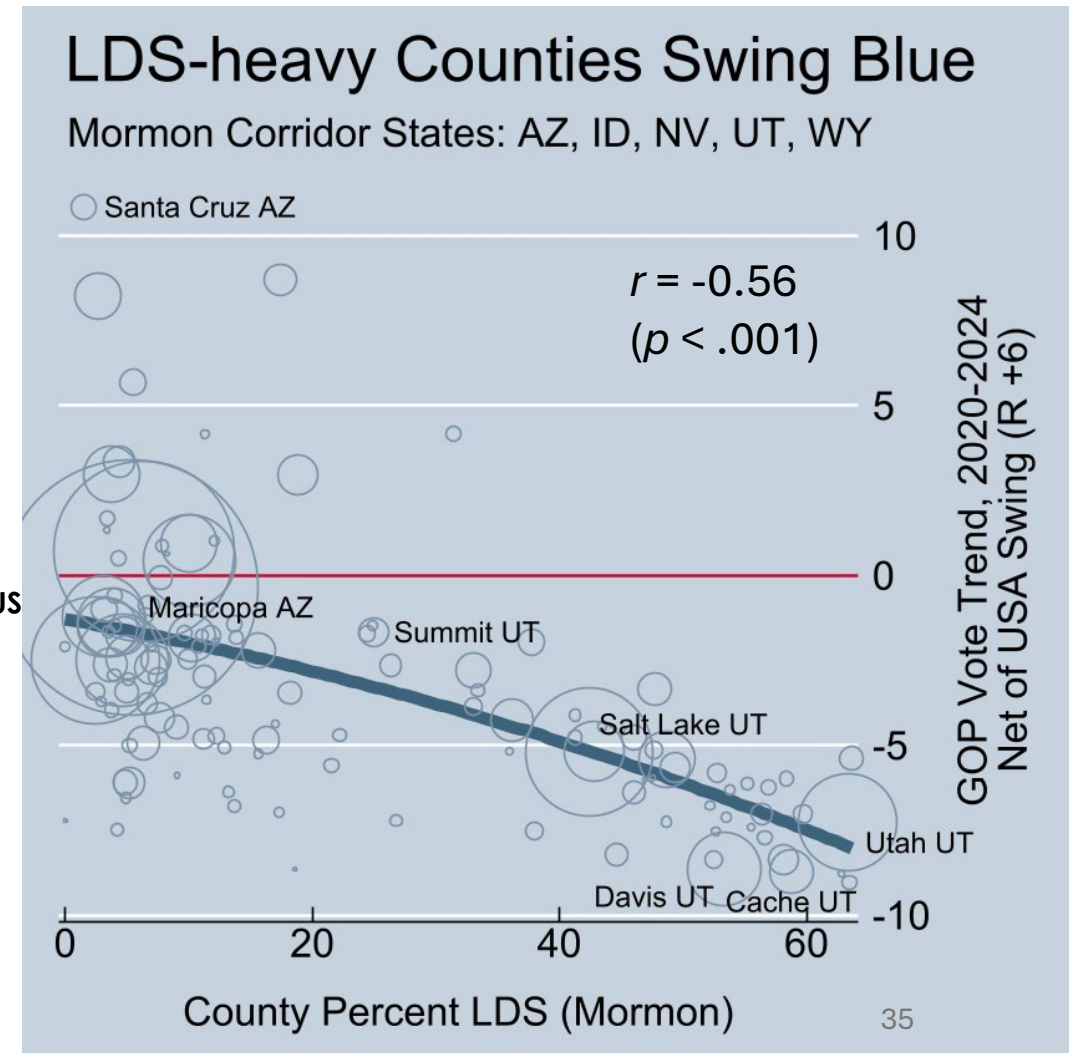
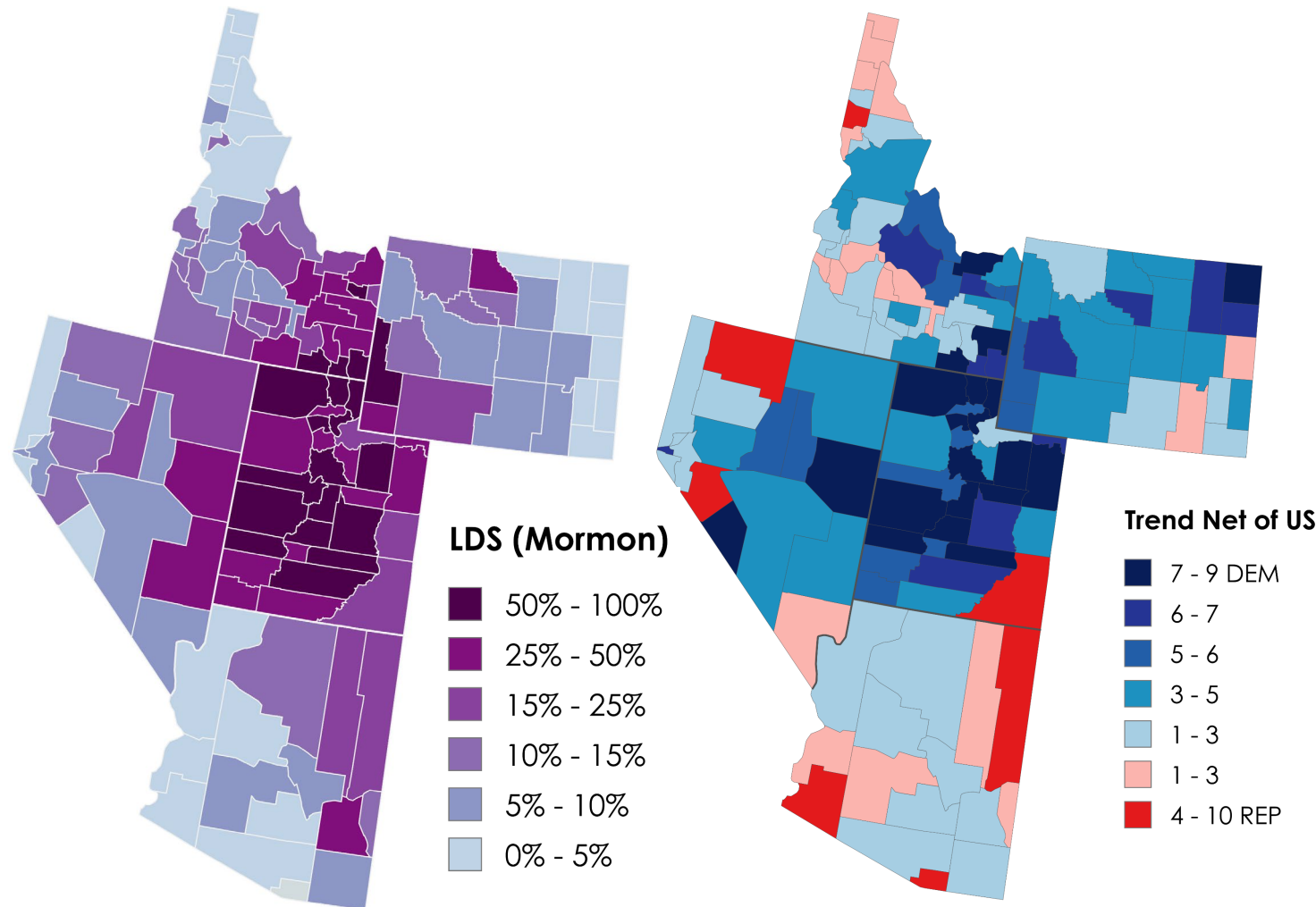
LDS Share of Utah Electorate: 2004, 2012, & 2024 (AP/CES)



LDS/Mormon vote swung left in 2024, opposite of USA, clearly shown in Historical “Mormon Corridor” counties in AZ, ID, NV, UT, WY
+10pp. %LDS corresponded to +0.6 blueshift (left/Dem swing): 2020-2024



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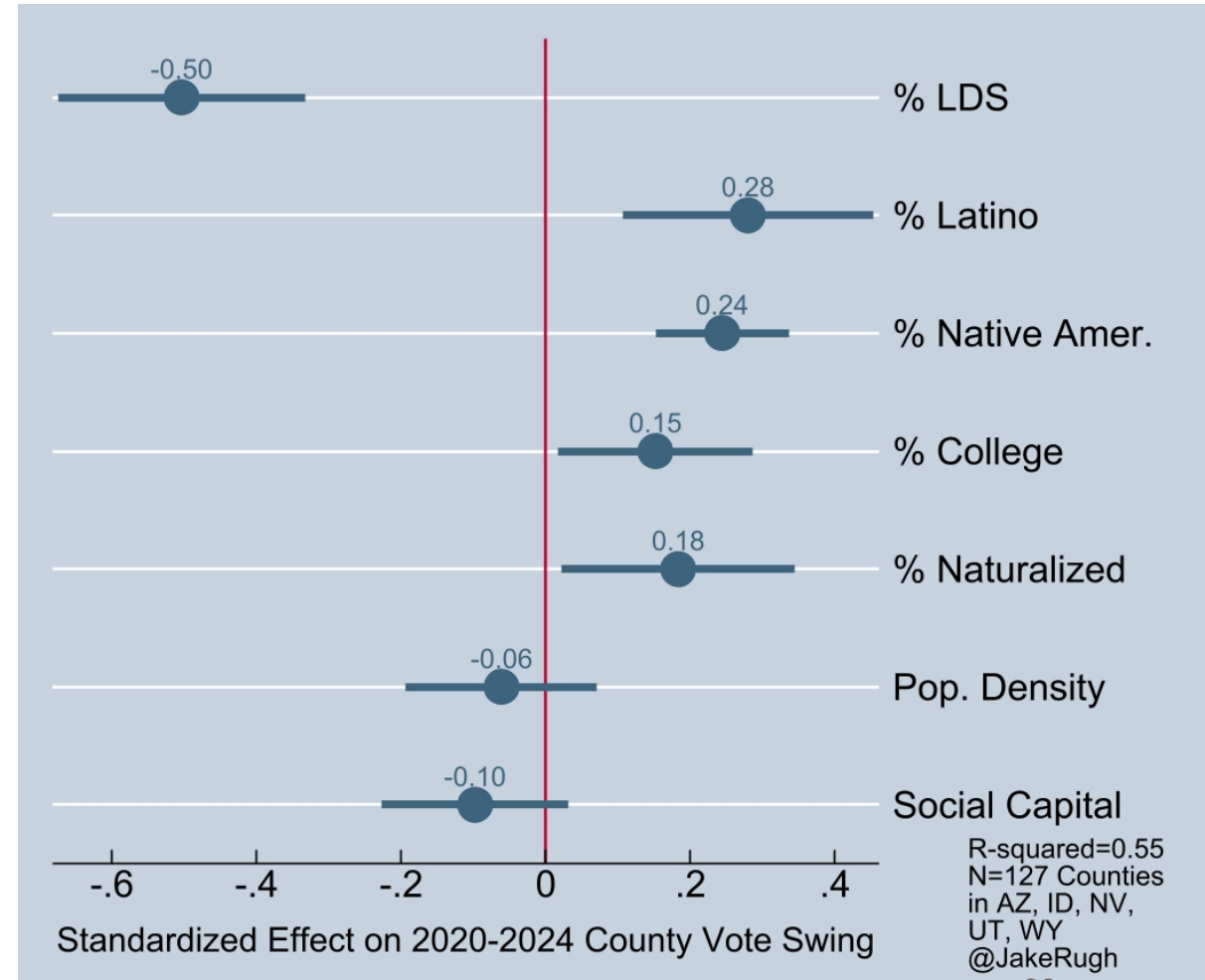
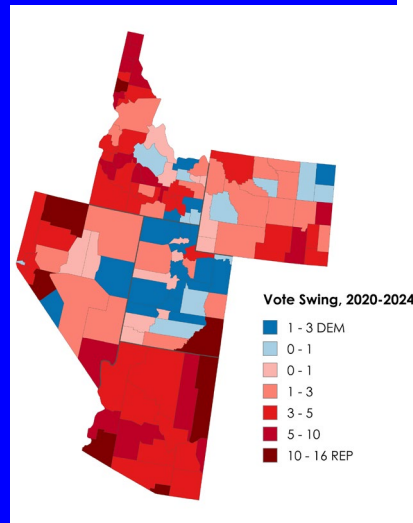


LDS/Mormon vote swung left in 2024, opposite of USA, clearly shown in Historical “Mormon Corridor” counties in AZ, ID, NV, UT, WY

LDS correlation is not spurious in a multivariate regression model ($n=127$) controlling for:

- ✓ Race/Ethnicity
- ✓ College Attainment
- ✓ Naturalized Citizenship
- ✓ Population Density
- ✓ Social Capital

LDS effect endures: Strongest association with 2020-2024 swing

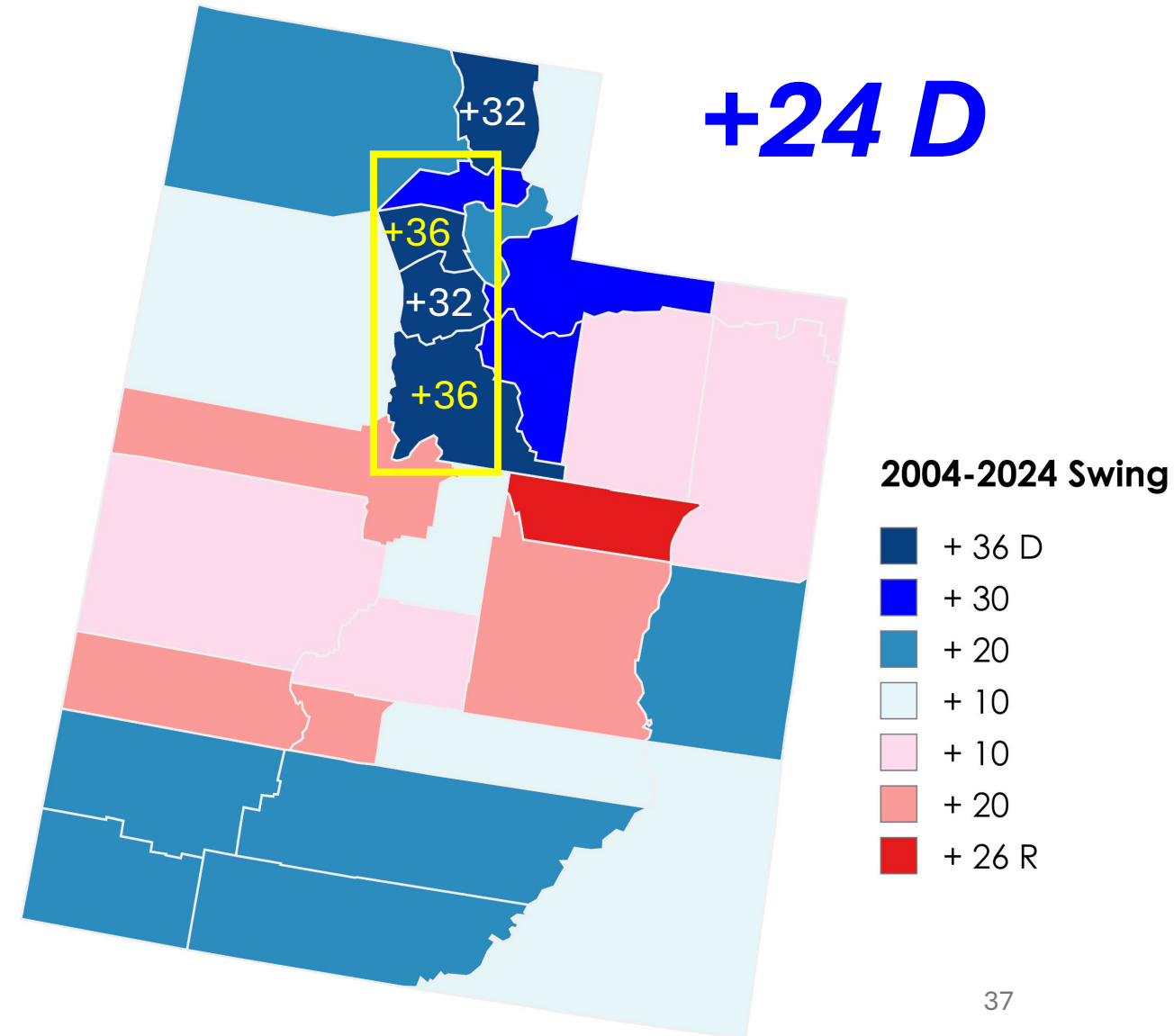


- **Summary: State, County, City**

1. Utah swings blue (**D +24**) more than any state, 2004 - 2024:
 - Educational, Gender Polarization
 - Suburban Blueshift Defies Gravity
 - LDS Vote Marches Left, Even in 2024
2. Suburban/LDS **Davis & Utah counties** swing most (**D +36**)
3. Provo (**D +52**, Utah Co.) swings blue most of any Utah city: education/LDS/suburb effects.

*My Provo precinct was R+66 in 2004 and R +12 in 2024 (**D +54** 20-year swing).*

20-year Swing 2004 **+45.5 R**
2024 **+21.6 R**





LDS Missionary Training Center Adjacent to Precinct



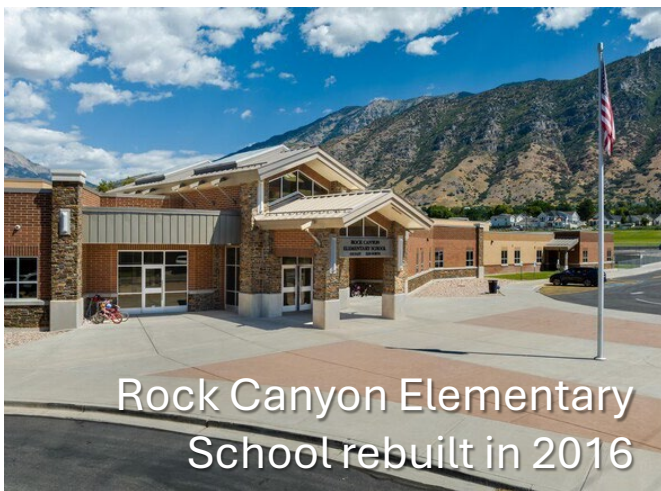
Provo LDS Temple



Midcentury modern home



New housing built in 2022



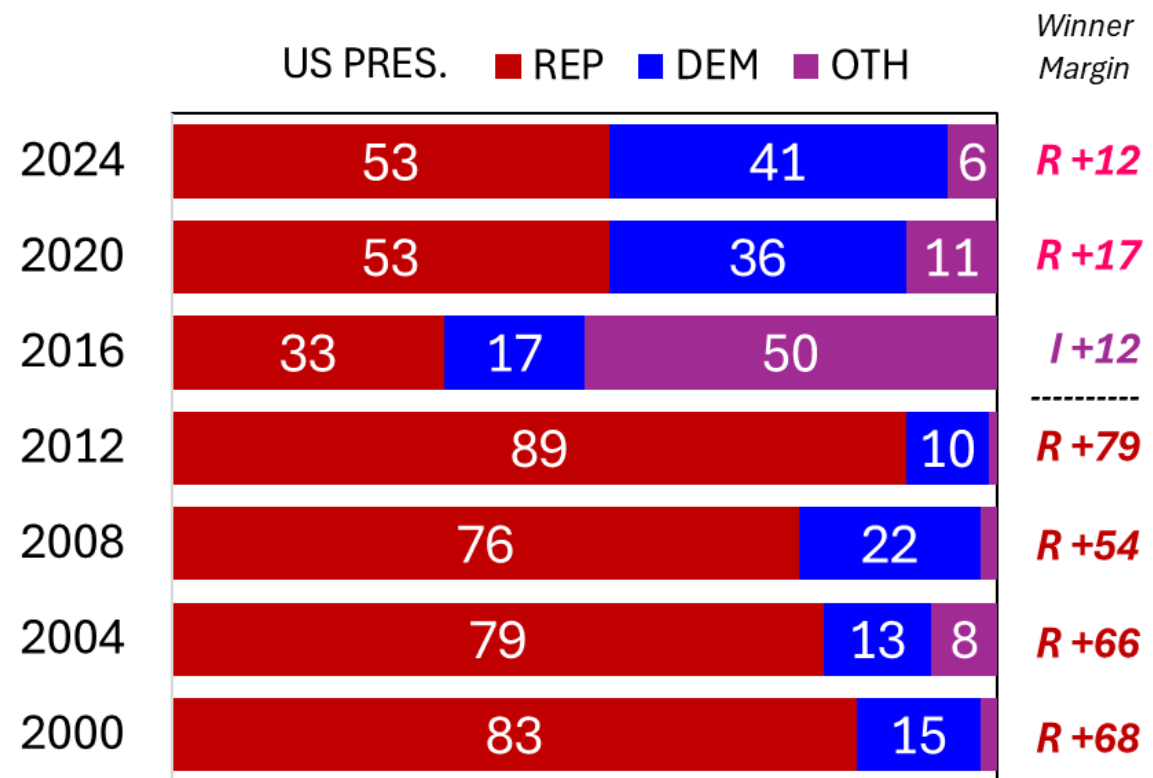
Rock Canyon Elementary School rebuilt in 2016

Pleasant View, Provo

LDS Sharon East Stake

High Education: 61% BA degree+
Pop. Density: 4,632 in 1.05 sq. mi.
80% white, 9% Latino, 6% Multiracial
(95% white, 1% Latino in 2000)

Pleasant View Provo Precinct Election Results



Precinct PR369 | Census Tract 15.04

@jakerugh

2024 U.S. Presidential Election Provo, Utah Final Official Results

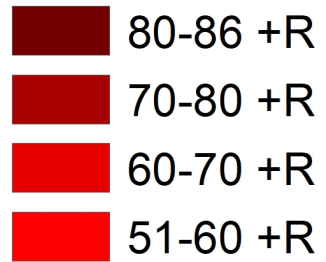
Donald Trump: 55.9% (20,591)

Kamala Harris: 37.7% (13,884)

All Others: 6.4% (2,369)

2024

Margin by Precinct

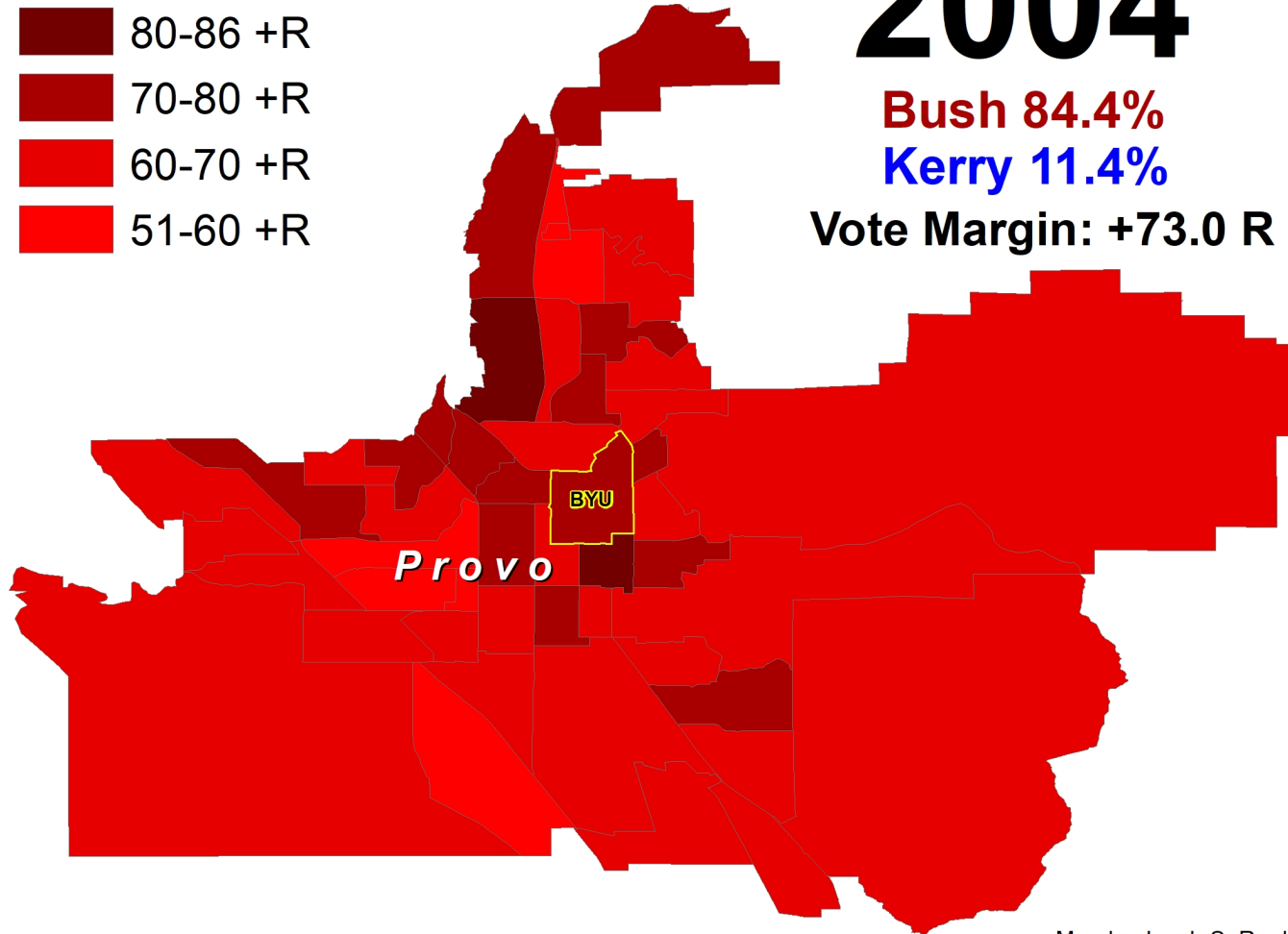


2004

Bush 84.4%

Kerry 11.4%

Vote Margin: +73.0 R

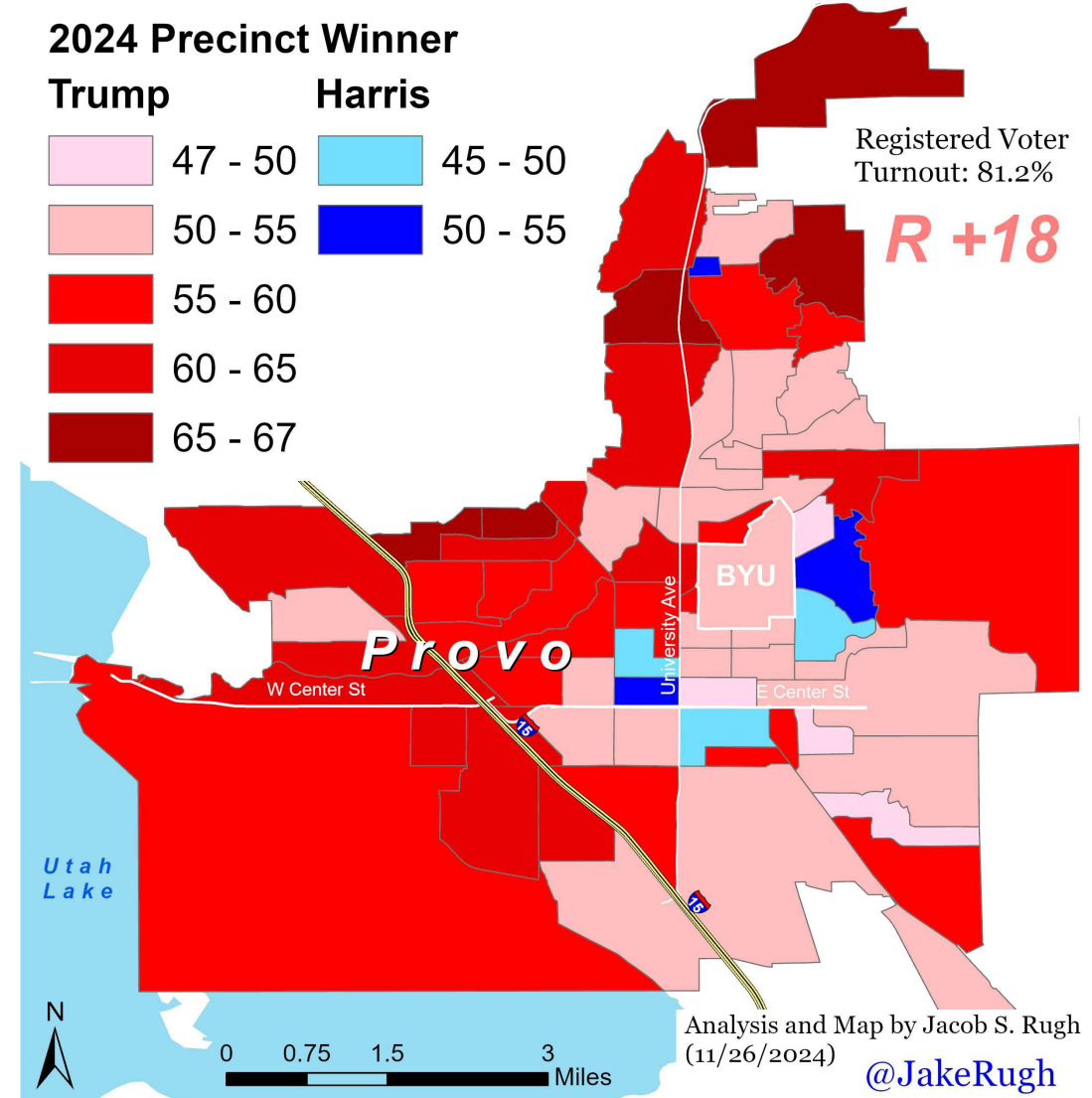
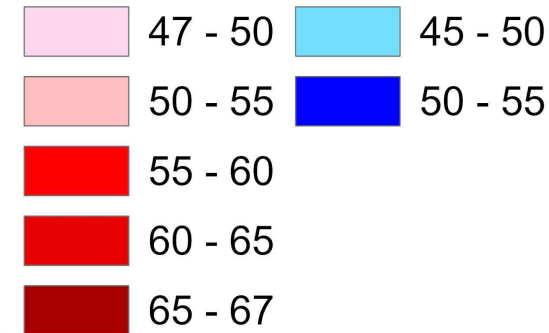


Map by Jacob S. Rugh

2024 Precinct Winner

Trump

Harris



Registered Voter
Turnout: 81.2%

R +18

Analysis and Map by Jacob S. Rugh
(11/26/2024)

@JakeRugh

Higher-educated, Mostly-LDS Suburban Utah County & Provo: LDS Vote Has Plenty of Room to Swing Even Bluer, against MAGA

		US LDS/Mormon Voters Est. 2.3 million			Utah County, Utah Pop. 747,234			Provo, Utah Results Pop. 115,479		
Era	Presidential Election	DEM	REP	US LDS Voters	DEM	REP	Bountiful City	DEM	REP	Provo City
Pre-MAGA	2004	19%	80%	R +61	12%	86%	R +74	12%	82%	R +70
	2008	24%	72%	R +48	19%	78%	R +59	23%	72%	R +49
	2012	15%	84%	R +69	10%	88%	R +79	13%	84%	R +72
MAGA	2016	21%	57%	R +36	14%	50%	R +36	19%	39%	R +20
	2020	30%	65%	R +35	26%	67%	R +40	37%	55%	R +18
	2024	32%	65%	R +33	28%	67%	R +39	38%	56%	R +18
2004-2024		+13%	-15%	D +28	+16%	-19%	D +36	+25%	-27%	D +52
<i>Latter-day Saint (LDS) Est.</i>				100%	75%			70%		
<i>College Degree Attainment</i>				39%	46%			48%		
<i>White, Non-Hispanic</i>				78%	78%			70%		
<i>Hispanic/Latino</i>				9%	13%			19%		

Sources: 2004 (Pew), 2008-2012 (Burge CCES), 2016-2024 (Rugh CCES/CES); Davis and Utah County Clerks; US Census 2023 ACS.

Note: Subtracting unrounded margins to arrive at change over time reported above may differ from subtracting rounded figures.



Historic 2026 Blue Wave Incoming!

Record crowd of
4,500 peaceful
demonstrators
on No Kings Day
June 14, 2025

2025-26 Special Election Cycle Is Literally Off the Charts: **2026 Electorate and Outcome Will Certainly Lean DEM** By How Much Is the Question: **It was D +10 in 2018 vs. 2016 (D +11 SEI)**

The Download's special elections Big Board for the 2025-26 cycle

File

Edit

View

Insert

Format

Data

Tools

Extensions

Help

Q

Menus

100%

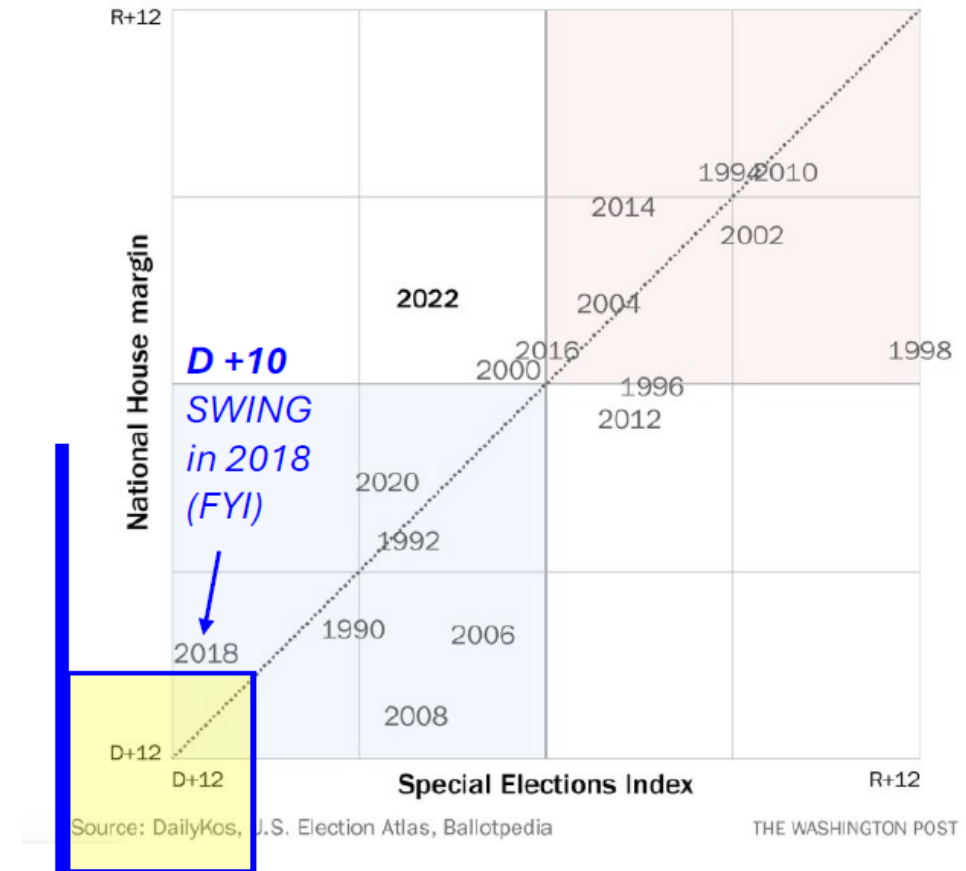
View only

B1:D1

The Download

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
1	The Download			Subscribe to our newsletter								@the-download.com on Bluesky									
2				Special Election								2024 Presidential				2020 Presidential					
14	24-Jun-25	NH	HD-Strafford-12	(D)	(D)			55%	45%	11%		55%	44%	12%	-1%	56%	42%	14%	-3%		
15	10-Jun-25	FL	SD-19	(R)	(R)			46%	54%	-9%		40%	59%	-20%	11%	42%	57%	-15%	6%		
16	10-Jun-25	FL	HD-03	(R)	(R)			33%	67%	-34%		22%	77%	-55%	21%	23%	75%	-51%	17%		
17	10-Jun-25	FL	HD-32	(R)	(R)			46%	55%	-11%		39%	59%	-20%	9%	41%	57%	-16%	6%		
18	10-Jun-25	MA	HD-Bristol-03	(D)	(D)			50%	50%	0.3%		52%	46%	6%	-5%	57%	41%	17%	-16%		
19	10-Jun-25	OK	HD-71	(D)	(D)			85%	15%	69%		58%	39%	19%	50%	55%	42%	14%	56%		
20	10-Jun-25	OK	HD-74	(R)	(R)			36%	65%	-29%		28%	70%	-42%	13%	27%	70%	-43%	14%		
21	3-Jun-25	SC	HD-50	(D)	(D)			71%	29%	41%		51%	46%	5%	36%	57%	42%	16%	25%		
22	20-May-25	NY	SD-22	(D)	(D)			67%	32%	35%		22%	77%	-55%	90%	29%	70%	-41%	76%		
23	13-May-25	MA	HD-Essex-06	(D)	(D)			73%	26%	47%		66%	32%	35%	13%	68%	30%	39%	9%		
24	13-May-25	OK	SD-08	(R)	(R)			30%	62%	-32%		24%	75%	-51%	19%	26%	72%	-47%	15%		
25	29-Apr-25	IA	HD-78	(D)	(D)			79%	21%	58%		66%	33%	33%	26%	68%	30%	38%	20%		
26	29-Apr-25	MN	SD-06	(R)	(R)			40%	60%	-21%		36%	63%	-27%	6%	37%	59%	-22%	2%		
27	22-Apr-25	CT	HD-113	(R)	(R)			47%	53%	-5%		44%	55%	-11%	8%	46%	53%	-7%	2%		
28	1-Apr-25	FL	FL-61	(R)				42%	57%	-15%		31%	68%	-37%	23%	33%	65%	-32%	18%		
29	1-Apr-25	FL	FL-06	(R)	(R)			43%	57%	-14%		35%	65%	-30%	16%	38%	61%	-24%	10%		
30	25-Mar-25	PA	SD-36	(R)	(D) ✓			50%	49%	1%		42%	57%	-15%	16%	41%	58%	-17%	17%		
31	25-Mar-25	PA	SD-35	(D)				63%	35%	28%		50%	42%	16%	13%	58%	41%	16%	12%		
32	11-Mar-25	IA	HD-100	(R)	(R)			48%	52%	-3%		36%	62%	-27%	24%	40%	58%	-19%	15%		
33	11-Mar-25	MN	HD-40B	(R)				70%	30%	40%		68%	30%	39%	2%	67%	30%	37%	3%		
34	25-Feb-25	CT	SD-21	(R)	(R)			47%	53%	-7%		49%	50%	-1%	-6%	51%	48%	4%	-11%		
35	25-Feb-25	CT	HD-40	(D)	(D)			69%	31%	38%		60%	38%	22%	16%	60%	37%	24%	14%		
36	25-Feb-25	ME	HD-24	(D)	(D)			72%	28%	43%		61%	36%	25%	18%	60%	35%	25%	19%		
37	15-Feb-25	DE	SD-01	(D)	(D)			77%	21%	56%		73%	26%	47%	10%	74%	25%	49%	8%		
38	15-Feb-25	DE	SD-05	(D)	(D)			65%	35%	30%		65%	33%	32%	-2%	67%	32%	35%	-5%		
39	28-Jan-25	IA	SD-35	(R)	(D) ✓			52%	48%	4%		39%	60%	-21%	25%	39%	60%	-21%	25%		
40	28-Jan-25	MN	SD-60	(D)				91%	9%	82%		83%	14%	69%	14%	85%	12%	73%	9%		
41	7-Jan-25	VA	SD-10	(R)	(R)			42%	58%	-16%		36%	63%	-27%	11%	37%	61%	-25%	9%		
42	7-Jan-25	VA	SD-32	(D)	(D)			62%	38%	24%		59%	38%	22%	2%	67%	32%	35%	-11%		
43	7-Jan-25	VA	HD-26	(D)	(D)			62%	38%	25%		59%	37%	22%	3%	67%	32%	35%	-10%		
44																					
45													2025 Avg		15.4%		2025 Avg.		11.1%		
46													(31 races)						(31 races)		

How special elections correlate to national House results



D +15.4

Even if you toss 2 outliers, current cycle is $D + 12$

Utah County Democratic Pres. Vote Takes Off

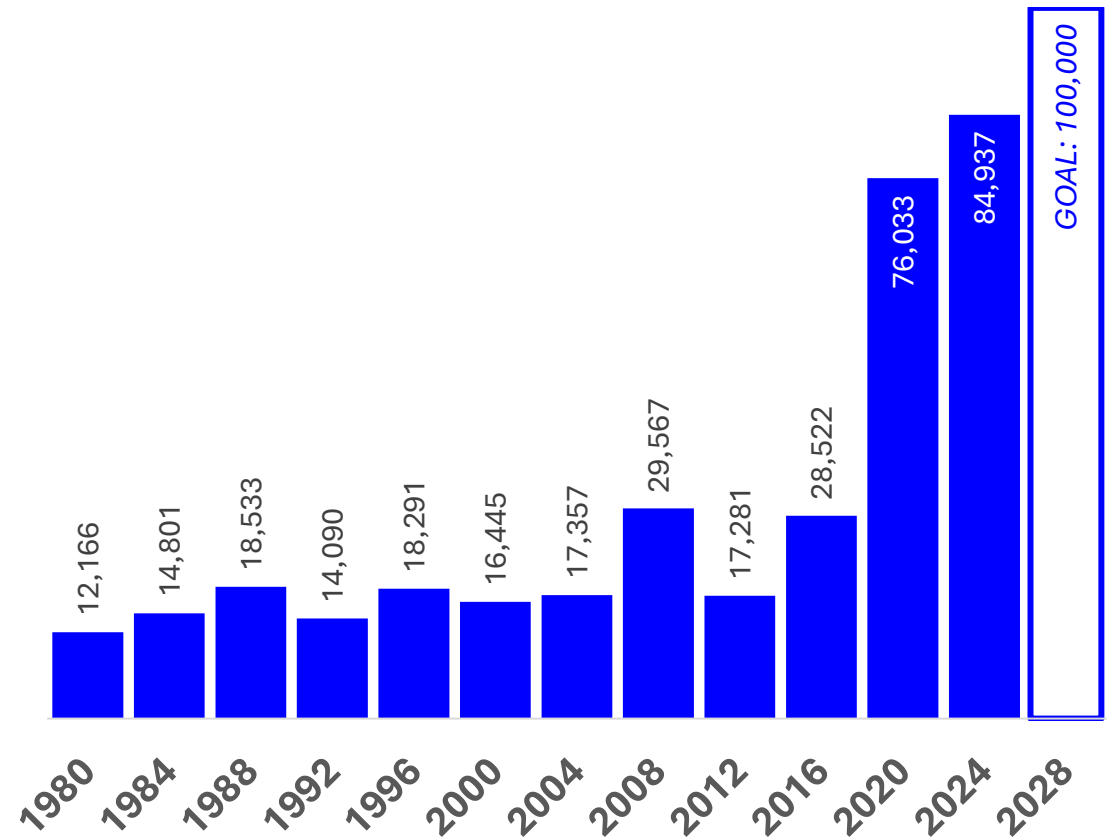
Let's Talk Goals for 2026, 2028, and Beyond

Dem. Pres. Vote total in Utah County *never* exceeded 30,000 votes before 2020

- Dem. Pres. vote skyrockets to **76,033** in **2020**
- Increases *again* to **84,937** in **2024**, *despite lower turnout*

Goal for 2028 = 100,000+ votes

Utah County Democratic Presidential Candidate Vote Total, 1980 - 2024



Utah Purple State Potential

Focus of mobilization/turnout = 32% Dem/Lean Dem
Focus of persuasion = NOT MAGA, 25% of all voters } **57%**

- **34% of Utah Republican voters Self-ID as NOT MAGA**
- **32% of these NOT MAGA Republicans voted for Harris**

Do you consider yourself to be a supporter of the Make America Great Again (MAGA) movement, or not?

Democrat [14% Dem by party reg., 15% by vote/lean]

Independent [excludes party leaners; Harris won]

Not a MAGA Republican

MAGA Republican

Sample: 2,105 Respondents

AP VoteCast Exit Poll

Total



Harris



Trump



Other

29%

97%

1%

2%

6%

49%

39%

13%

22%

32%

62%

7%

43%

1%

99%

0%

Fewer than half, just 43% of Utah voters, self-identified as MAGA Republican in 2024

35%

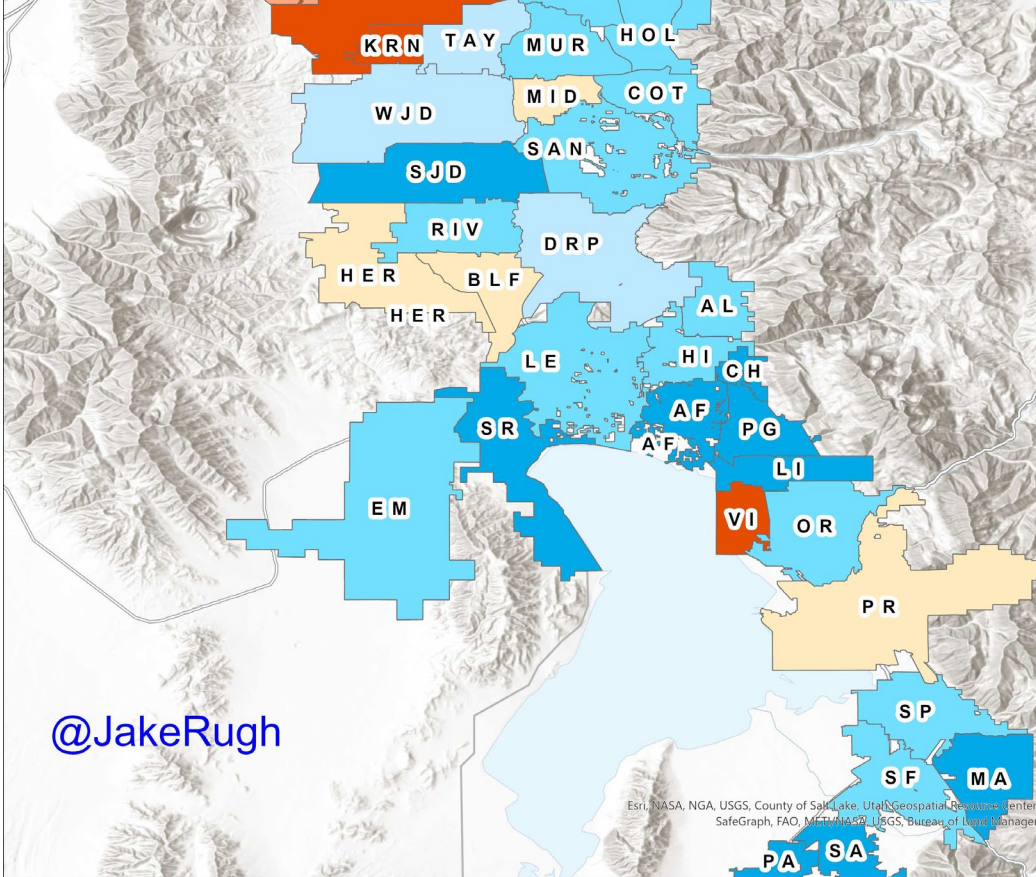
Dem/
Lean Dem

25%

Not MAGA

40%

MAGA



Hope for the Future The Tide Is Turning in Utah County

Dr. Jacob S. Rugh, MPA, URP, PhD

Utah Democratic Party HD 60 Chair

Springville, Utah, Library

14 August 2025