

# Greg Smith & Associates

---"Assisting Business & Political Decision Makers"-----

Page 1 of 2

May 11, 2010

**TO: News Directors  
Political Reporters**

**FURTHER INFORMATION/  
INTERVIEWS:  
Greg Smith 208.939.2327, 208.921.9458**

## **WARD IN SLIGHT LEAD OVER LABRADOR IN GOP PRIMARY FOR IDAHO'S 1<sup>ST</sup> CONGRESSIONAL DISTRICT RACE (34%-16%)**

- ***MINNICK LEADS IN THE  
GENERAL (50%-20%), BUT NOT YET A PROHIBITIVE  
FAVORITE***

Greg Smith, President of Greg Smith & Associates, is releasing the results of a 1<sup>st</sup> Congressional District public opinion research study among likely 2010 primary and general election voters in Idaho. The poll was conducted **the week of May 3** among **400** randomly selected and statistically representative Idahoans in the 1<sup>st</sup> Congressional District eighteen years of age or older who say they are either very or somewhat likely to vote in the May 2010 primary election. Greg Smith & Associates sponsored and paid for the study effort, with results having **maximum districtwide margin of error of  $\pm 5.0\%$  respectively** at a 95% confidence level.

For interviews or further study information, please contact Greg Smith at 208.939.2327 or 208.921.9458. Summary results and analyses follow, showing both districtwide and regional results. **These regional results should be interpreted very cautiously, as we are dealing with small subsegment sizes.**

**Greg Smith & Associates is a marketing research and management consulting firm headquartered in Eagle, Idaho, with a variety of clients in both the private and public sectors. Greg Smith, the president of the firm, is widely known within and outside of Idaho for his research, analysis and management consulting performance in industries such as industrial and consumer goods products, medical/pharmaceutical, financial, natural resources, advertising, and politics/public policy. He has been quoted and his work referenced by all major newspapers in Idaho, all Treasure Valley television network affiliates, numerous radio stations, and media such as the New York Times/Washington Post, Newsweek, the Wall Street Journal, Roll Call, and Politico**

-----

# Greg Smith & Associates

----“Assisting Business & Political Decision Makers”-----

Page 2 of 2

Greg Smith 208.939.2327, 208.921.9458

**Percentages of Idaho 1<sup>st</sup> Congressional District voters with that candidate preference**  
(%s may not add exactly to 100 because of rounding)

	-----May 2010-----			
		Region		
	---TOTAL--	1	2	3
<b>PRIMARY (Republican)</b>				
Ward	34%	71%	22%	26%
Labrador	16	3	15	20
Undecided/don't know/refused/other	50	27	63	54
<b>GENERAL</b>				
Minnick (Democrat)	50%	42%	50%	53%
The Republican candidate	20	32	9	17
Ward (Republican)	15	30	6	11
Labrador (Republican)	5	2	3	6
Undecided/don't know/refused/other	30	26	41	30
Region 1	North Idaho			
Region 2	North Central Idaho			
Region 3	Southwestern Idaho			

Smith commented, “There is **no dominant front runner within the Republican primary**, with about half of likely GOP voters remaining undecided. Given the obvious time, energy and resources that Vaughn Ward has expended in over a year of campaigning (approx. 10-1 ratio of funding advantage over Raul Labrador), his recent campaign occurrences (e.g., the seeming Fannie Mae bailout hypocrisy, the lateness of paying Valley County taxes, the use of Marine apparel in an ad without nonendorsement disclosure, and a reversal on his 17<sup>th</sup> Amendment stand) are undoubtedly affecting his electoral standing.”

“On the other hand, Labrador has not made significant progress on his name awareness and image in Region 1 (i.e., Sandpoint, Coeur d’ Alene, etc.) to date. Admittedly, as mentioned above, he hasn’t raised as much money as has Ward, but his lack of presence nonetheless presents a challenge, and to that end the recent self-inflicted events by Ward certainly present Labrador with a unique opportunity to address the situation districtwide.”

“Finally, incumbent Walt Minnick appears fairly solid at this point. He currently garners 50% support against 20% for any Republican candidate, certainly a lead but a rather disappointing one given his (1) voting record and (2) money advantage. Certainly the anti-Washington, anti-incumbent sentiment sweeping the nation and in Idaho is taking some toll on his current level of support. Although the odds are in favor of a Minnick victory, his position is by no means dominant, and he is certainly not a prohibitive favorite. **These findings help demonstrate why this Congressional District race is one of the top most-watched in the nation.**”

-----

