



HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from October 20 through October 22, 2010. A total of 625 registered Idaho voters were interviewed statewide by telephone. All indicated they were likely to vote in the November general election.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender or party grouping.

For the state's two congressional races, an additional 60 interviews were conducted in the First Congressional District in order to bring the total sample size there to 400 likely voters and an additional 15 interviews were conducted in the Second Congressional District to bring the total sample size there to 300 likely voters. The margin for error in the First District poll is +/-5% and it is +/-6% in the Second District poll.

These 75 additional voters were only asked the questions relative to their congressional race and are not part of the statewide poll of 625 voters.

SAMPLE FIGURES:

Men 307 (49%) Women 318 (51%)

REGION

Treasure Valley	230 interviews
South/East Idaho	225 interviews
Northern Idaho	170 interviews

QUESTION: Which one of the following six ideas do you feel the state should give top priority to in order to help boost the Idaho economy: (ORDER ROTATED)

- 36% - Recruiting new businesses to re-locate to Idaho
- 20% - Lowering taxes on businesses
- 17% - Spending more on K-12 public education
- 11% - Reducing personal income taxes
- 4% - Spending more on colleges & universities
- 8% - Easing state regulations on businesses
- 4% - Not Sure (NOT READ)

QUESTION: Which one of the following options would you most support to fund more state highway projects: (ORDER ROTATED)

- 9% - Increase the state gasoline tax
- 16% - Charge higher truck fees
- 25% - Shift sales tax revenue from tires and other motor vehicle related purchases to the state road fund.
- 29% - There is no need to do anything now to increase road funding
- 21% - Not Sure (NOT READ)

QUESTION: Do you feel oversized trucks that take up both lanes should or should not be permitted to travel on U.S. Highway 12 in north-central Idaho?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TREASURE</u>	<u>SE ID</u>	<u>NORTH ID</u>
SHOULD	35%	43%	28%	29%	38%	39%
SHOULD NOT	36%	33%	39%	40%	24%	45%
NOT SURE	29%	24%	33%	31%	38%	16%

QUESTION: If a candidate has a different religious background than you, how important is that to you when deciding whether or not to vote for them? Is it very important, somewhat important, not too important, not important at all?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>LDS</u>	<u>NON-LDS</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
VERY IMP	3%	3%	3%	4%	3%	3%	3%	4%
SW IMP	19%	22%	16%	13%	21%	9%	24%	19%
NOT TOO IMP	23%	23%	23%	17%	25%	24%	24%	20%
NOT IMP	53%	50%	56%	66%	48%	62%	47%	56%
NOT SURE	2%	2%	2%	-	3%	2%	2%	1%

QUESTION: In terms of your political party identification, do you generally consider yourself a:

Democrat	21% (134)
Republican	46% (287)
Independent or Other	33% (204)

QUESTION: Would you describe your religious affiliation as:

LDS or Mormon	28% (177)
Other religion	58% (362)
Non-religious	12% (72)
Refused (NOT READ)	2% (14)