



### HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from September 13 through September 15, 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.

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#### **SAMPLE FIGURES:**

Men 308 (49%)                      Women 317 (51%)

#### REGION

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

**STATEWIDE NAME RECOGNITION**

I am going to read you a list of names.

The first (next) name is \_\_\_\_\_. Do you recognize that name?  
 (IF YES) Do you have a favorable, unfavorable or neutral opinion of \_\_\_\_\_?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
<b>SENATE</b>				
Mike Crapo	54%	13%	28%	5%
Tom Sullivan	8%	3%	32%	57%

**GOVERNOR**

Butch Otter	44%	29%	26%	1%
Keith Allred	22%	7%	43%	28%

**QUESTION: If the 2010 election for Idaho's U.S. Senate seat were held today, would you vote for:**

**Tom Sullivan, Democrat  
 Mike Crapo, Republican  
 Randy Bergquist, Constitution Party**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TREASURE</u>	<u>SE ID</u>	<u>NORTH ID</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
CRAPO	61%	69%	54%	57%	67%	59%	14%	86%	57%
SULLIVAN	17%	14%	20%	19%	12%	21%	54%	2%	15%
BERGQUIST	3%	5%	1%	4%	3%	2%	-	3%	4%
UNDECIDED	19%	12%	25%	20%	18%	18%	32%	9%	24%

**QUESTION: If the 2010 election for Governor were held today, would you vote for:**

**Keith Allred, Democrat  
 Butch Otter, Republican  
 Ted Dunlap, Libertarian  
 Pro Life, Independent  
 Jana Kemp, Independent**

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TREASURE</u>	<u>SE ID</u>	<u>NORTH ID</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
OTTER	45%	48%	42%	44%	42%	51%	13%	68%	35%

ALLRED	29%	25%	33%	27%	36%	22%	71%	9%	28%
DUNLAP	3%	4%	2%	3%	5%	1%	3%	3%	3%
LIFE	2%	2%	2%	1%	4%	1%	-	3%	1%
KEMP	1%	1%	1%	2%	-	1%	1%	1%	2%
UNDECIDED	20%	20%	20%	23%	13%	24%	12%	16%	31%

**\*\*\* 400 1st CONGRESSIONAL DISTRICT VOTERS \*\*\***

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Walt Minnick	54%	16%	27%	3%
Raul Labrador	31%	10%	41%	18%

**QUESTION: If the 2010 election for Idaho's First District Congressional seat were held today, would you vote for:**

**Walt Minnick, Democrat  
Raul Labrador, Republican  
Mike Washburn, Libertarian  
Dave Olson, Independent**

	<u>DIST</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TREASURE</u>	<u>NORTH ID</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
MINNICK	46%	45%	47%	49%	43%	81%	26%	48%
LABRADOR	36%	44%	28%	32%	40%	10%	57%	27%
WASHBURN	1%	1%	1%	-	2%	-	-	4%
OLSON	1%	-	1%	1%	1%	-	-	2%
UNDECIDED	16%	10%	23%	18%	14%	9%	17%	19%

**\*\*\* 300 2nd CONGRESSIONAL DISTRICT VOTERS \*\*\***

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Mike Simpson	54%	18%	27%	1%
Mike Crawford	10%	4%	21%	65%

**QUESTION: If the 2010 election for Idaho's Second District Congressional seat were held today, would you vote for:**

**Mike Crawford, Democrat  
Mike Simpson, Republican  
Brian Schad, Independent**

<u>DIST</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TREASURE</u>	<u>SE ID</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
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SIMPSON	51%	54%	48%	46%	52%	6%	73%	44%
CRAWFORD	23%	19%	26%	23%	23%	58%	1%	13%
SCHAD	3%	4%	3%	1%	4%	-	4%	4%
UNDECIDED	23%	23%	23%	30%	21%	36%	22%	39%