



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

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>
SENATE				
Mike Crapo	55%	12%	32%	1%
Tom Sullivan	12%	5%	27%	56%
GOVERNOR				
Butch Otter	48%	31%	20%	1%
Keith Allred	29%	21%	42%	8%
SUPT OF PUBLIC INST				
Tom Luna	29%	23%	37%	11%
Stan Olson	22%	7%	25%	46%

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	64%	65%	63%	61%	73%	56%	18%	86%	63%
SULLIVAN	20%	17%	23%	24%	13%	24%	68%	1%	16%
BERGQUIST	5%	7%	3%	3%	6%	7%	3%	4%	9%
UNDECIDED	11%	11%	11%	12%	8%	13%	11%	9%	12%

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	52%	55%	49%	53%	49%	54%	6%	77%	47%
ALLRED	30%	29%	31%	28%	35%	26%	85%	9%	24%
KEMP	5%	2%	8%	7%	5%	3%	4%	2%	10%
DUNLAP	4%	5%	3%	3%	5%	4%	3%	2%	7%
LIFE	1%	1%	1%	1%	2%	-	-	1%	1%
UNDECIDED	8%	8%	8%	8%	4%	13%	2%	9%	11%

QUESTION: If the 2010 election for Superintendent of Public Instruction were held today, would you vote for:

**Stan Olson, Democrat
 Tom Luna, Republican**

	<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>
LUNA	50%	53%	48%	44%	54%	53%	12%	67%	49%
OLSON	34%	32%	36%	41%	29%	31%	77%	15%	32%
UNDECIDED	16%	15%	16%	15%	17%	16%	11%	18%	19%

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

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Walt Minnick	44%	27%	28%	1%
Raul Labrador	36%	30%	29%	5%

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	44%	39%	49%	41%	47%	93%	26%	36%
LABRADOR	41%	46%	37%	45%	37%	3%	63%	37%
OLSON	3%	2%	4%	3%	3%	-	1%	8%
WASHBURN	2%	2%	2%	1%	3%	-	2%	3%
UNDECIDED	10%	11%	8%	10%	10%	4%	8%	16%

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

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Mike Simpson	56%	20%	23%	1%
Mike Crawford	11%	3%	22%	64%

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>
SIMPSON	67%	72%	62%	70%	57%	11%	88%	69%
CRAWFORD	17%	13%	21%	14%	27%	61%	1%	14%
SCHAD	5%	7%	3%	4%	7%	5%	2%	11%
UNDECIDED	11%	8%	14%	12%	9%	23%	9%	6%