
IDAHO STATEWIDE
Interview Schedule



PUBLIC OPINION
STRATEGIES

December 7-9, 2010
N=400 Adults Statewide + 150 Adults in the Highway 12 region
Project #: 101729

Margin of Error: $\pm 4.18\%$

ID SW: Data among 400 adults statewide in Idaho

HWY 12: Data among 150 adults in the four Highway 12 Region counties (Clearwater, Idaho, Lewis, and Nez Perce)

- A. We're talking to informed adults today. Are you, or is anyone in your household, employed by a newspaper, television or radio station, a political party, or by an elected official or candidate for political office?

| ID | HWY | |
|------------------|------------------|----------------------|
| <u>SW</u> | <u>12</u> | |
| 100% | 100% | NO (CONTINUE) |

1. Would you say that things in your area of Idaho are going in the right direction, or have they pretty seriously gotten off on the wrong track?

| ID | HWY | |
|------------------|------------------|-----------------------------------|
| <u>SW</u> | <u>12</u> | |
| 42% | 35% | Right Direction |
| 45% | 53% | Wrong Track |
| 12% | 10% | Don't Know (DO NOT READ) |
| 1% | 2% | Refused (DO NOT READ) |

Q2-7 ASKED OF ALL RESPONDENTS NIGHT #1; Q2-4 ASKED ONLY OF SAMPLE A NIGHTS 2 & 3; Q5-7 ASKED ONLY OF SAMPLE B NIGHTS 2 & 3

Q2-4 ASKED OF N= 410 RESPONDENTS - 303 IDAHO STATEWIDE, 107 HWY-12)

Q5-7 ASKED OF N= 407 RESPONDENTS - 301 IDAHO STATEWIDE, 106 HWY-12)

Next, I'm going to read you a list of issues some people have told me are problems in Idaho and others are not. After I read each one, please tell me if you think it is ... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem ... in Idaho.

| | EXTRM SERIOUS | VERY SERIOUS | SMWT SERIOUS | NOT A PROBLEM | DK/REF (DNR) |
|--|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|
| The (first/next) one is... (RANDOMIZE) | | | | | |
| 2. Pollution of rivers, lakes and streams | | | | | |
| ID SW | 12% | 17% | 41% | 29% | 1% |
| | 29% | | 70% | | |
| HWY-12 | 11% | 17% | 36% | 36% | — |
| | 28% | | 72% | | |
| 3. Poorly planned growth and development | | | | | |
| ID SW | 15% | 25% | 42% | 16% | 2% |
| | 40% | | 58% | | |
| HWY-12 | 17% | 24% | 35% | 15% | 9% |
| | 41% | | 50% | | |
| 4. The economy and unemployment | | | | | |
| ID SW | 39% | 38% | 20% | 2% | * |
| | 77% | | 22% | | |
| HWY-12 | 36% | 45% | 18% | — | 1% |
| | 81% | | 18% | | |
| 5. The transportation of oversized loads on Idaho's rural highways | | | | | |
| ID SW | 11% | 18% | 31% | 37% | 3% |
| | 29% | | 68% | | |
| HWY-12 | 14% | 20% | 15% | 50% | 1% |
| | 34% | | 65% | | |
| 6. The quality of public education | | | | | |
| ID SW | 24% | 28% | 28% | 16% | 4% |
| | 52% | | 44% | | |
| HWY-12 | 21% | 26% | 33% | 16% | 4% |
| | 47% | | 49% | | |

Continued...

| | EXTRM SERIOUS | VERY SERIOUS | SMWT SERIOUS | NOT A PROBLEM | DK/REF (DNR) |
|-------------------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|
| 7. Access to affordable health care | | | | | |
| ID SW | 27% | 30% | 21% | 19% | 3% |
| | 57% | | 40% | | |
| HWY-12 | 27% | 21% | 27% | 22% | 3% |
| | 48% | | 49% | | |

8. Do you think that oversized trucks that take up both lanes should or should not be allowed to travel on U.S. Highway 12 in North Central Idaho between midnight and 6am?

(If yes/no, then ask:) And is that strongly (yes/no) or not-so-strongly (yes/no)?

| ID SW | HWY 12 | |
|------------------|-------------------|---|
| 52% | 67% | SHOULD BE ALLOWED |
| 38% | 30% | SHOULD NOT BE ALLOWED |
| 34% | 56% | Strongly yes, should be allowed |
| 18% | 11% | Not-so-strongly yes, should be allowed |
| 14% | 5% | Not-so-strongly no, should not be allowed |
| 24% | 25% | Strongly no, should not be allowed |
| 10% | 3% | Don't know (DO NOT READ) |
| * | – | Refused (DO NOT READ) |

9. Now, how much had you seen, read or heard about ConocoPhillips and Imperial Oil/ExxonMobil requesting shipment of equipment from the Port of Lewiston east along U.S. Highway 12, taking up two lanes of traffic?

| ID SW | HWY 12 | |
|------------------|-------------------|-----------------------------------|
| 39% | 84% | A LOT/SOME |
| 60% | 16% | NOT MUCH/NOTHING |
| 16% | 53% | A lot |
| 23% | 31% | Some |
| 17% | 7% | Not too much |
| 43% | 9% | Nothing at all |
| 1% | – | Don't know (DO NOT READ) |
| – | – | Refused (DO NOT READ) |

Now, let me tell you more about this issue...

10. There are plans in the permitting process for ConocoPhillips to ship four loads and Imperial Oil/ExxonMobil to ship more than two hundred loads of equipment from the Port of Lewiston east along U.S. Highway 12, taking up two lanes of traffic. Some would be more than two hundred feet long and weigh up to three hundred tons. Each load would take three days to reach Lolo Pass. They would have police escorts and travel only at night from midnight to 6 a.m. The maximum allowed traffic delay would be fifteen minutes. The equipment is being transported to the Kearl Oil Sands in Canada where it is necessary for oil production that is later refined in facilities in the U.S.

Now, having heard some more specifics about this issue, do you think these oversized trucks should or should not be allowed to travel on U.S. Highway 12 between midnight and 6am?

(If yes/no, then ask:) And is that strongly **(yes/no)** or not-so-strongly **(yes/no)**?

| ID | HWY | |
|------------------|------------------|---|
| <u>SW</u> | <u>12</u> | |
| 71% | 68% | <i>SHOULD BE ALLOWED</i> |
| 25% | 31% | <i>SHOULD NOT BE ALLOWED</i> |
| 49% | 58% | Strongly yes, should be allowed |
| 22% | 10% | Not-so-strongly yes, should be allowed |
| 8% | 5% | Not-so-strongly no, should not be allowed |
| 17% | 26% | Strongly no, should not be allowed |
| 4% | 1% | Don't know (DO NOT READ) |
| * | – | Refused (DO NOT READ) |

11. And, on a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this issue of ConocoPhillips and Imperial Oil/ExxonMobil requesting shipment of equipment from the Port of Lewiston east along U.S. Highway 12, taking up two lanes of traffic?

| ID | HWY | |
|------------------|------------------|---|
| <u>SW</u> | <u>12</u> | |
| 30% | 46% | 8-10 |
| 69% | 52% | 1-7 |
| 5.8 | 6.9 | MEAN |
| 15% | 29% | 10 |
| 4% | 4% | 9 |
| 11% | 13% | 8 |
| 12% | 13% | 7 |
| 9% | 10% | 6 |
| 17% | 11% | 5 |
| 8% | 3% | 4 |
| 10% | 5% | 3 |
| 4% | 3% | 2 |
| 9% | 7% | 1 |
| 1% | 2% | DON'T KNOW/REFUSED (DO NOT READ) |

D1. To ensure we have a wide range of respondents, could you please tell me in what year you were born?

| ID | HWY | |
|------------------|------------------|------------------------------|
| <u>SW</u> | <u>12</u> | |
| 5% | 3% | 18 to 24 |
| 11% | 13% | 25 to 34 |
| 18% | 14% | 35 to 44 |
| 19% | 18% | 45 to 54 |
| 32% | 35% | 55 to 64 |
| 15% | 17% | 65 and over |
| * | – | REFUSED (DO NOT READ) |

D2. And what was the last level of education you COMPLETED?
(DO NOT READ CATEGORIES)

| ID | HWY | |
|------------------|------------------|-----------------------------------|
| <u>SW</u> | <u>12</u> | |
| 31% | 32% | <i>HIGH SCHOOL OR LESS</i> |
| 30% | 28% | <i>SOME COLLEGE</i> |
| 38% | 38% | <i>COLLEGE+</i> |
| 31% | 32% | GRADUATED HIGH SCHOOL OR LESS |
| 2% | 2% | TECHNICAL OR VOCATIONAL SCHOOL |
| 28% | 26% | SOME COLLEGE |
| 27% | 24% | GRADUATED COLLEGE |
| 11% | 14% | GRADUATE/PROFESSIONAL SCHOOL |
| 1% | 2% | REFUSED (DO NOT READ) |

D3. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

**(IF LESS THAN \$60,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

| ID | HWY | |
|------------------|------------------|-----------------------------|
| <u>SW</u> | <u>12</u> | |
| 12% | 9% | UNDER \$20,000 |
| 21% | 21% | BETWEEN \$20,000 - \$40,000 |
| 21% | 21% | OVER \$40,000 |

**(IF GREATER THAN \$60,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

| | | |
|-----|-----|--------------------------------|
| 15% | 11% | UNDER \$80,000 |
| 11% | 16% | BETWEEN \$80,000 - \$100,000 |
| 11% | 10% | OVER \$100,000 |
| 9% | 12% | REFUSED (DO NOT READ) |

D4. And, in politics today do you consider yourself... (**ROTATE**)

a Republican,
a Democrat,
or something else?

| ID | HWY | |
|------------------|------------------|-----------------------------------|
| <u>SW</u> | <u>12</u> | |
| 36% | 33% | REPUBLICAN |
| 18% | 18% | DEMOCRAT |
| 43% | 43% | SOMETHING ELSE/INDEPENDENT |
| 2% | 2% | DON'T KNOW (DO NOT READ) |
| 1% | 4% | REFUSED (DO NOT READ) |

D5. And, do you consider yourself to be...
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

conservative
moderate
...or...
liberal

| ID | HWY | |
|------------------|------------------|--|
| <u>SW</u> | <u>12</u> | |
| 44% | 45% | CONSERVATIVE |
| 35% | 37% | MODERATE |
| 16% | 11% | LIBERAL |
| 5% | 3% | UNDECIDED/NOT SURE(DO NOT READ) |
| * | 4% | REFUSED (DO NOT READ) |

And thinking about the 2008 presidential election...

D6. Regardless of how you may feel today...for which of the following candidates did you vote for President... **(ROTATE PUNCHES 1-2)**

| ID | HWY | |
|------------------|------------------|---|
| <u>SW</u> | <u>12</u> | |
| 48% | 54% | John McCain |
| | ...or... | |
| 33% | 32% | Barack Obama |
| * | * | Bob Barr (DO NOT READ) |
| 1% | — | Ralph Nader (DO NOT READ) |
| 5% | 3% | SOMEONE ELSE (DO NOT READ) |
| 8% | 5% | DID NOT VOTE (DO NOT READ) |
| 1% | 1% | DON'T KNOW/DON'T RECALL (DO NOT READ) |
| 3% | 5% | REFUSED (DO NOT READ) (IF REFUSED, ASK) I understand the confidentiality of your vote and the privacy of the voting booth, but I want to assure you that this poll is being completed for research purposes only and that all responses given will remain strictly confidential. In order to help me do the best research possible, would you now please reconsider and tell me how you voted? (READ AND ROTATE IF NECESSARY:) |

D7. Gender **(BY OBSERVATION)**

| ID | HWY | |
|------------------|------------------|--------|
| <u>SW</u> | <u>12</u> | |
| 48% | 50% | MALE |
| 52% | 50% | FEMALE |

D8. How would you describe the area where you currently live?

| ID | HWY | |
|-----------|------------|---|
| SW | 12 | |
| 5% | 2% | A big city |
| 27% | 29% | A medium to small city |
| 10% | 1% | A suburban area of a city |
| 35% | 31% | A small town |
| 21% | 37% | A rural area |
| 2% | – | Don't Know /Not Sure (DO NOT READ) |
| – | * | Refused (DO NOT READ) |

(ASKED IN ONLY THE FOLLOWING COUNTIES: Clearwater, Idaho, Lewis, and Nez Perce Counties; N= 150 RESPONDENTS)

D9. And, how close do you live to U.S. Highway 12?

| HWY | |
|------------|---|
| 12 | |
| 47% | Less than five miles |
| 18% | 5 to 10 miles |
| 17% | 11-25 miles |
| | ...or ... |
| 16% | 26 miles or more |
| 1% | Don't Know /Not Sure (DO NOT READ) |
| 1% | Refused (DO NOT READ) |
