



**Idaho Statewide General Election Survey**

Hello, may I speak with *[FIRST NAME ONLY]* please? *[IF NOT AVAILABLE:]* May I please speak with the YOUNGEST MALE in the household who is registered to vote? *[IF not available then ask for the youngest female who is registered to vote]*

My name is \_\_\_\_\_. First, I'm not selling anything or asking for money. I'm calling from Harstad Research, the national public opinion research firm. We are doing a survey here in Idaho and would like to ask your opinion on some local issues and interesting topics.

**SCREENER**

A2. First, does anyone in this household work for a radio station, a TV station, or a newspaper?

- No ..... 100%
- Yes..... - => *Terminate*
- Refused/DK/NS..... - => *Terminate*

*[Ask if other registered voter in household]*

B. Did you happen to vote in the 2004 election for President, or in the 2006 election for Governor, or did you not get a chance to vote in either of those elections? *[n=130]*

- Voted in 2004 ..... 19%
- Voted in 2006 ..... 2%
- Voted in both 2004 and 2006 ..... 74%
- Too young in 2004 or 2006 *[Do not read]*..... 4%
- Did not get a chance to vote in those elections..... - => *Terminate*
- DK/NS ..... - => *Terminate*

C. What is the chance that you will vote in the November election for President – will you definitely vote, probably vote, are the chances 50-50, or will you probably not vote, or have you already voted? *[n=503]*

- Definitely vote ..... 85%
- Probably vote ..... 3%
- 50-50 chances ..... 1%
- Probably not..... - => *Terminate*
- Already voted ..... 10%
- Refused/DK/NS..... - => *Terminate*

D. Sex *[Do not ask] [n=503]*

- Male ..... 47%
- Female..... 53%

1. Generally speaking, do you think that things in the NATION are going in the right direction, or do you feel things are pretty seriously off on the wrong track? *[n=503]*

- Right direction ..... 13%
- Wrong track..... 81%
- DK/NS ..... 6%

2. Now let me ask, do you think of yourself as a Democrat, a Republican, an Independent, or something else? *[If Democrat, ask:]* Would you call yourself a strong Democrat, or a not very strong Democrat? *[If Republican, ask:]* Would you call yourself a strong Republican, or a not very strong Republican? *[If Independent, ask:]* Do you think of yourself as closer to the Democratic Party, closer to the Republican Party, or do you think of yourself as strictly Independent? *[n=503]*

Democrat .....	29%
Strictly Independent .....	16%
Republican .....	48%
Strong Democrat .....	18%
Not strong Democrat .....	5%
Independent / lean Democrat .....	6%
Strictly Independent .....	16%
Independent / lean Republican .....	8%
Not strong Republican .....	11%
Strong Republican .....	29%
Other party .....	5%
DK/NS / Refused .....	2%

3. Now I'd like to ask you about some public figures. For each please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of the person, or if you don't know enough about that person to have an impression, just say so and we will move on.

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of *[Read, randomize after Bush]*? *[n=503]*

	<u>Fav.</u>	<u>Unfav.</u>	<u>Very Fav.</u>	<u>Smwht Fav.</u>	<u>Smwht Unfav.</u>	<u>Very Unfav.</u>	<u>Unfa-miliar</u>	<u>DK/NS</u>
a. George Bush.....	<b>47</b>	<b>52</b>	18%	28%	15%	37%	1%	1%
b. Barack Obama .....	<b>44</b>	<b>53</b>	27%	17%	12%	41%	1%	2%
c. John McCain .....	<b>63</b>	<b>35</b>	28%	35%	15%	20%	1%	1%
d. Larry LaRocco.....	<b>34</b>	<b>37</b>	13%	21%	15%	21%	22%	8%
e. Jim Risch .....	<b>41</b>	<b>28</b>	13%	28%	13%	16%	23%	7%
f. Rex Rammell .....	<b>11</b>	<b>18</b>	2%	8%	7%	11%	64%	8%
g. The man running for the U.S. Senate who changed his name to "Pro Life" .....	<b>6</b>	<b>32</b>	1%	4%	8%	24%	53%	9%
<i>[Ask if CD = 2]</i>								
h. Mike Simpson <i>[n=230]</i> .....	<b>56</b>	<b>23</b>	22%	34%	16%	6%	15%	6%
i. Debbie Holmes <i>[n=230]</i> .....	<b>9</b>	<b>5</b>	3%	6%	3%	2%	77%	9%
<i>[Ask if CD = 1]</i>								
j. Bill Sally <i>[n=273]</i> .....	<b>39</b>	<b>47</b>	13%	25%	13%	34%	10%	5%
k. Walt Minnick <i>[n=273]</i> .....	<b>48</b>	<b>23</b>	18%	30%	12%	11%	23%	6%

10/24/08

[Ask of a random ½ of the sample – monitor based on Q2]

4. What would you say are the two or three most important issues or problems that you would like your next U.S. Senator to do something about? [Do not read list] [Multiple response] [If respondent says Iraq war or immigration or environment, please probe for specifics] [n=257]

<b>None / DK/NS</b> .....	<b>3%</b>
<b>ECONOMY (NET)</b> .....	<b>61%</b>
Economy / recession.....	48%
Jobs / unemployment .....	11%
Gas prices / energy costs .....	10%
Financial bailout / Wall Street / banks .....	4%
Farming / agriculture .....	1%
<b>SOCIAL PROBLEMS (NET)</b> .....	<b>30%</b>
Health care / costs .....	16%
Education / schools.....	11%
Social security.....	5%
Seniors / Medicare / Medicaid .....	3%
Prescription drugs / costs.....	2%
<b>WAR / FOREIGN POLICY / DEFENSE (NET) .....</b>	<b>27%</b>
Iraq War – oppose .....	13%
Iraq War - support .....	4%
Foreign policy in general/improve America's standing .....	4%
Terrorism / homeland security .....	3%
Defense – strengthen.....	2%
Veterans health care / benefits .....	1%
<b>TAXES / GOVERNMENT SPENDING (NET) .....</b>	<b>20%</b>
Taxes - too high / need tax cut .....	11%
Government waste / mismanagement .....	8%
Budget deficit / debt .....	2%
<b>ENVIRONMENT (NET)</b> .....	<b>12%</b>
Renewable / alternative energy sources .....	6%
Global warming / climate change / CO2 emissions.....	3%
Controlling growth/development/conservation .....	2%
Air or water pollution .....	1%
<b>IMMIGRATION (NET)</b> .....	<b>11%</b>
Too much illegal immigration .....	8%
Close the borders / build fence / wall .....	2%
PRO-immigrants / make legal / sympathetic .....	1%
<b>OTHER DOMESTIC PROBLEMS (NET)</b> .....	<b>9%</b>
Public officials / Washington - corruption / scandals / ethics.....	3%
Abortion - anti-choice .....	3%
Crime / drugs / meth .....	1%
Improve roads / highways .....	1%
State's rights / less federal government .....	1%
Morality / family values .....	1%

5. How would you rate the performance of *[Read Name And Title]* -- excellent, good, only fair, or poor? *[Do Not Randomize]* *[n=503]*

	<u>ExInt</u> <u>+Good</u>	<u>Fair</u> <u>+Poor</u>	<u>ExInt</u>	<u>Good</u>	<u>Only</u> <u>Fair</u>	<u>Poor</u>	<u>DK/NS</u>
a. George Bush as President.....	<b>34</b>	<b>66</b>	7%	27%	27%	39%	*%
b. Butch Otter as Governor .....	<b>49</b>	<b>42</b>	7%	42%	33%	9%	9%
c. Jim Risch when he was governor .....	<b>37</b>	<b>45</b>	6%	31%	29%	15%	19%
<i>[Ask if CD = 2]</i>							
d. Mike Simpson as Congressman <i>[n=230]</i> .....	<b>52</b>	<b>36</b>	10%	42%	28%	8%	12%
<i>[Ask if CD = 1]</i>							
e. Bill Sally as Congressman <i>[n=273]</i> .....	<b>31</b>	<b>57</b>	6%	25%	25%	33%	11%

8. If the election for President of the United States was held today, and the candidates were *[randomize candidates]* Democrat Barack Obama, Republican John McCain, Libertarian Bob Barr, Green Party candidate Cynthia McKinney, and Independent Ralph Nader — for whom would you vote? *[n=503]*

Obama .....	32%
McCain.....	55%
Barack Obama .....	28%
Already voted Obama .....	4%
John McCain .....	50%
Already voted McCain .....	5%
Bob Barr.....	1%
Cynthia McKinney .....	*%
Ralph Nader .....	1%
Other <i>[Do not read]</i> .....	3%
DK/NS/Refused.....	8%

9. If the November election for U.S. Senate were held today, and the candidates were Democrat Larry LaRocco, Republican Jim Risch, for whom would you vote, Independent candidate Rex Rammell, or the candidate named "Pro Life"? *[Rotate order of candidates] [If DK/NS, Ask:]* Even though you say you are undecided — which way do you lean — Democrat Larry LaRocco, Republican Jim Risch, Independent candidate Rex Rammell, or the candidate named "Pro Life"? *[Rotate order of candidates] [n=503]*

LaRocco.....	33%
Risch .....	45%
LaRocco.....	24%
Lean LaRocco.....	5%
Already voted LaRocco.....	4%
Risch .....	36%
Lean Risch.....	4%
Already voted Risch .....	5%
Rammell.....	5%
Pro Life .....	2%
Other candidate <i>[Do not read]</i> .....	1%
DK/NS/Refused.....	13%

10. If the November election for U.S. Congress were held today, and the candidates were Democrat Walt Minnick and Republican Bill Sally, for whom would you vote? *[Rotate order of candidates] [If DK/NS, Ask:]* Even though you say you are undecided — which way do you lean — Democrat Walt Minnick or Republican Bill Sally? *[Rotate order of candidates] [n=273]*

Minnick.....	48%
Sally .....	41%
Minnick.....	34%
Lean Minnick.....	4%
Already voted Minnick.....	10%
Sally .....	33%
Lean Sally .....	3%
Already voted Sally .....	4%
Other candidate <i>[Do not read]</i> .....	1%
DK/NS/Refused.....	11%

11. If the November election for U.S. Congress were held today, and the candidates were Democrat Debbie Holmes and Republican Mike Simpson, for whom would you vote? *[Rotate order of candidates] [If DK/NS, Ask:]* Even though you say you are undecided — which way do you lean — Democrat Debbie Holmes or Republican Mike Simpson? *[Rotate order of candidates] [n=230]*

Holmes.....	22%
Simpson.....	66%
Holmes.....	18%
Lean Holmes.....	4%
Already voted Holmes.....	-
Simpson.....	58%
Lean Simpson .....	3%
Already voted Simpson .....	5%
Other candidate <i>[Do not read]</i> .....	1%
DK/NS/Refused.....	11%

10/24/08

12a. Based on the things you've seen or heard about Larry LaRocco in the last few weeks or so, are you MORE likely or LESS likely to support him in the election for U.S. Senate? [n=503]

More likely .....	22%
Less likely .....	32%
No difference/heard nothing [Do not read] .....	27%
DK/NS .....	9%
Already voted LaRocco .....	4%
Already voted Risch .....	5%
Already voted Rammell .....	*%
Already voted Refused .....	1%

[Ask on Form B – a random ½ of the respondents]

12b. Leaving aside his party label, what word or phrase first comes to mind when you hear the name Larry LaRocco? [Need something other than Democrat or candidate for senator] [n=234]

<b>RESPONSIVENESS (NET)</b> .....	<b>26%</b>
Liberal / Democrat .....	8%
<b>Sub-net: POSITIVE ASSOCIATIONS</b> .....	<b>9%</b>
Difference / the change we need .....	3%
Moderate / middle of the road .....	2%
Idahoan .....	2%
Cares about the mainstream / work for middle class .....	1%
Will do a good job .....	1%
<b>Sub-net: NEGATIVE ASSOCIATIONS</b> .....	<b>8%</b>
Typical politician .....	4%
Tax raiser .....	2%
Wishy-washy .....	2%
Won't help the middle class .....	1%
<b>CHARACTER (NET)</b> .....	<b>13%</b>
<b>Sub-net: POSITIVE CHARACTER ASSOCIATIONS</b> .....	<b>8%</b>
Nice guy .....	4%
Honest / trustworthy .....	1%
Fair .....	1%
Family .....	1%
Conscientious / steady .....	1%
Down-to-earth / practical .....	1%
Integrity .....	1%
<b>Sub-net: NEGATIVE CHARACTER ASSOCIATIONS</b> .....	<b>5%</b>
Dishonest / untrustworthy .....	3%
Smooth talker / phony .....	2%
<b>EXPERIENCE / ABILITY (NET)</b> .....	<b>7%</b>
Veteran / supports veterans .....	1%
Has experience in Congress .....	1%
Hard worker / dedicated .....	1%
A fighter .....	1%
Lawyer .....	1%
Businessman .....	1%
Leadership .....	1%
<b>OTHER ASSOCIATIONS (NET)</b> .....	<b>13%</b>
Negative comment in general .....	5%
A loser .....	2%
All the yellow campaign signs .....	1%
Controversial reputation / womanizer .....	1%
Negative campaigning .....	1%
Positive comment in general .....	1%
Other .....	3%
Need more information / unfamiliar .....	9%
None / nothing .....	23%
DK/NS .....	14%

10/24/08

12c. Based on the things you've seen or heard about Jim Risch in the last few weeks or so, are you MORE likely or LESS likely to support him in the election for U.S. Senate? [n=503]

More likely .....	29%
Less likely .....	27%
No difference/heard nothing [Do not read] .....	25%
DK/NS .....	9%
Already voted LaRocco .....	4%
Already voted Risch .....	5%
Already voted Rammell .....	*%
Already voted Refused .....	1%



[Ask on Form B – a random ½ of the respondents]

12d. Leaving aside his title and his party label, what word or phrase first comes to mind when you hear the name Jim Risch? [Need something other than Republican, former governor, lieutenant governor, or candidate for senator] [n=234]

<b>RESPONSIVENESS (NET) .....</b>	<b><u>26%</u></b>
Republican / right-wing / conservative .....	7%
<b>Sub-net: NEGATIVE ASSOCIATIONS.....</b>	<b>16%</b>
Typical politician .....	6%
Taxes / tax increases .....	5%
More of the same / party line .....	2%
Not fiscally responsible / big government .....	2%
High prices / increasing food / gas prices .....	1%
Supports rich / big money .....	1%
Not helping Idaho.....	1%
<b>Sub-net: POSITIVE ASSOCIATIONS .....</b>	<b>4%</b>
Idahoan / watching out for Idaho.....	2%
Community activist.....	1%
<b>CHARACTER (NET) .....</b>	<b><u>17%</u></b>
<b>Sub-net: POSITIVE ASSOCIATIONS .....</b>	<b>12%</b>
Honest / trustworthy.....	4%
Loyal / dependable / steady .....	3%
Average guy / good person .....	2%
Integrity .....	1%
Confident / direct.....	1%
Fair .....	1%
Quiet / thoughtful .....	1%
<b>Sub-net: NEGATIVE ASSOCIATIONS.....</b>	<b>5%</b>
Dishonest / untrustworthy .....	2%
Not a leader .....	1%
Egotistical / self-serving .....	1%
Elitist / arrogant.....	1%
<b>EXPERIENCE / ABILITY (NET) .....</b>	<b><u>6%</u></b>
Governor's office / has done a good job.....	3%
Lawyer .....	1%
Will do a good job in Washington .....	1%
Rancher .....	1%
<b>OTHER ASSOCIATIONS (NET) .....</b>	<b><u>10%</u></b>
Negative comment in general .....	5%
Lesser of evils .....	1%
Made a name for himself .....	1%
Positive comment in general .....	1%
Visibility / campaign signage / TV .....	1%
Need more information / unfamiliar .....	10%
None / nothing.....	21%
DK/NS.....	12%

[Rotate 13a and 13b]

[Ask 13a and q13 if CD = 2]

- 13a. Based on the things you've seen or heard about Mike Simpson in the last few weeks or so, are you MORE likely or LESS likely to support him in the election for Congress? [n=230]
- |   |     |
|---|-----|
| More likely .....                               | 40% |
| Less likely .....                               | 15% |
| No difference/heard nothing [Do not read] ..... | 30% |
| DK/NS .....                                     | 9%  |
| Already voted Simpson .....                     | 5%  |
| Already voted Refused .....                     | 1%  |
- 13b. Based on the things you've seen or heard about Debbie Holmes in the last few weeks or so, are you MORE likely or LESS likely to support her in the election for Congress? [n=230]
- |   |     |
|---|-----|
| More likely .....                               | 15% |
| Less likely .....                               | 22% |
| No difference/heard nothing [Do not read] ..... | 45% |
| DK/NS .....                                     | 13% |
| Already voted Simpson .....                     | 5%  |
| Already voted Refused .....                     | 1%  |

[Rotate 14a and 14b]

[Ask 14a and q14b if CD = 1]

- 14a. Based on the things you've seen or heard about Walt Minnick in the last few weeks or so, are you MORE likely or LESS likely to support him in the election for Congress? [n=273]
- |   |     |
|---|-----|
| More likely .....                               | 33% |
| Less likely .....                               | 24% |
| No difference/heard nothing [Do not read] ..... | 20% |
| DK/NS .....                                     | 9%  |
| Already voted Minnick .....                     | 10% |
| Already voted Sally .....                       | 4%  |
| Already voted Refused .....                     | 1%  |
- 14b. Based on the things you've seen or heard about Bill Sally in the last few weeks or so, are you MORE likely or LESS likely to support him in the election for Congress? [n=273]
- |   |     |
|---|-----|
| More likely .....                               | 25% |
| Less likely .....                               | 41% |
| No difference/heard nothing [Do not read] ..... | 13% |
| DK/NS .....                                     | 8%  |
| Already voted Minnick .....                     | 10% |
| Already voted Sally .....                       | 4%  |
| Already voted Refused .....                     | 1%  |

[Ask demographics of everyone]

Our last few questions are about you and your family and are for statistical purposes only.

D1. Do you have cable television, or a satellite TV service like Direct-TV or Dish, or do you receive your television signal over the air? [n=503]

Cable .....	30%
Satellite .....	44%
Over the air .....	22%
Refused/DK/NS.....	3%

D4. May I ask how old you are? [n=503]

18 to 24 years .....	9%
25 to 29 years .....	8%
30 to 34 years .....	5%
35 to 39 years .....	7%
40 to 44 years .....	9%
45 to 49 years .....	10%
50 to 54 years .....	10%
55 to 59 years .....	11%
60 to 64 years .....	11%
65 to 69 years .....	9%
70 to 74 years .....	5%
75 to 79 years .....	3%
80 years and older .....	5%
Refused/DK/NS.....	1%

D5. Are you married, single but living with a partner, separated, divorced, widowed, or have you never been married? [n=503]

Married.....	79%
Separated / divorced.....	5%
Widowed .....	5%
Never married / single.....	8%
Refused .....	1%
Single, but living with a partner .....	3%

D8. What is the last grade or level of school you have completed? [Read list if necessary] [n=503]

Less than high school degree .....	2%
High school graduate .....	25%
Some college – but less than two years of college .....	20%
Some college – two years or more/AA degree.....	16%
College graduate/bachelors degree/BA/BS.....	26%
Postgraduate courses .....	3%
Masters degree .....	7%
MBA or Law degree .....	*%
PhD or MD .....	1%

**Thank you for taking our survey, your answers have been extremely helpful.**

10/24/08

## **Methodology**

The October 2008 Idaho Statewide Survey was conducted by HARSTAD STRATEGIC RESEARCH, INC, the national public opinion research firm in Boulder, Colorado. The survey results are based upon 503 random telephone interviews among likely November 2008 voters in the state of Idaho, using a list of registered voters. Interviews were conducted from October 19-22, 2008. A random sample of 503 has a worst-case 95% confidence interval of plus or minus 4.4% about any one reported percentage. The 230 interviews conducted in CD 2 have a worst-case 95% confidence interval of plus or minus 6.5% about any one reported percentage. The 273 interviews conducted in CD 1 have a worst-case 95% confidence interval of plus or minus 5.9% about any one reported percentage.