



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

July 14, 2010

TO: Raul Labrador for Congress Campaign Team

FROM: Bob Moore and Hans Kaiser

RE: Idaho C.D. One Survey Results

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Results of our recent survey in Idaho's 1<sup>st</sup> Congressional District show the race to be wide open with incumbent Democrat Walt Minnick garnering just over a third of the vote (37%) while GOP challenger Raul Labrador receives 27%. Third party candidates account for another 8% of the vote while 28% are undecided. If Labrador is able to increase voters' awareness of him and contrast his image with Minnick's, he will be in a very good position to win the seat in November.

Importantly, voters who say "don't know" on the ballot test are heavily Republican (48%) while just 15% are Democrats. And in the generic ballot, undecided voters favor a Republicans over a Democrat, 42-15%.

### **Election Ballot Preference: U.S. Congress**

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Raul Labrador, Republican	27%
Walt Minnick, Democrat	37%
Dave Olson, Independent	4%
Mike Washburn, Libertarian	4%
None	2%
Don't know	26%

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Labrador is currently trailing because he is less well known than Walt Minnick. In fact, among the 66% of voters who are aware of Labrador the race is statistically tied (34% Labrador, 33% Minnick). Among voters who have formed an opinion of Labrador he leads Minnick 41% to 36%. Minnick's lead is currently only among voters who have not yet heard of Labrador. And that group too is more Republican than Democrat.

Minnick's reelection score also indicates trouble for him with just 19% of voters saying he deserves reelection regardless of who runs against him. His total reelection score is just 38% while 40% of voters say it is time for a new person. Again, the voters who say "don't know" on this question are more Republican (44%) than Democrat (25%).

These numbers are all despite the fact that Minnick is personally well liked with 52% of voters viewing him favorably and just 21% viewing him negatively. Yet he can't get out of the 30's on the ballot test. The following table shows the images of Labrador and Minnick.

### Images of Candidates

	Raul Labrador	Walt Minnick
Favorable	27%	52%
Unfavorable	12%	21%
No opinion	27%	20%
Never heard of	34%	7%

Two measurements of the current political climate in Idaho also indicate trouble for Minnick. On the generic ballot 49% of voters say they would vote for the Republican candidate for Congress and just 25% say they would vote for the Democrat.

But even more telling, 61% of all voters would prefer "electing Republicans who will provide a check and balance on President Obama and Congressional Democrats" while just 23% prefer electing "Democrats who will help President Obama pass his agenda."

Minnick appears well liked in this district but he is a Democrat in a state that is extremely unhappy with the direction his party is taking the country. As an incumbent with almost universal name ID his ballot standing of just 37% portends a very competitive general election.

*The survey was conducted July 12-13, 2010 among a representative sample of 300 voters in Idaho's 1<sup>st</sup> Congressional District. The potential sampling error is plus or minus 6% at the 95% confidence level.*