

# Greg Smith & Associates

---“Assisting Business & Political Decision Makers”-----

Page 1 of 3

July 16, 2007

**TO: News Directors  
Political Reporters**

**FURTHER INFORMATION/  
INTERVIEWS:**

**Greg Smith 208.939.2327 208.921.9458**

## **ROMNEY AND GORE PREFERRED BY IDAHOANS FOR PRESIDENT IN 2008**

- *However, no candidate in either party currently exceeds 40% support*
- *Gore’s lead, however, is not statistically significant*
- *If Gore is not considered, Obama and Clinton are equally preferred*
- *Idaho Democrats to hold their caucus on Super Tuesday, February 5*
- *Romney preferred by Idaho Republicans, followed by Rudy Giuliani and Fred Thompson (primary to be held in May, 2008)*

Greg Smith, President of Greg Smith & Associates, is releasing the results of a statewide public opinion research study among likely 2008 primary election voters/participants. The poll was conducted **July 11-13** among **400** randomly selected and statistically representative Idahoans eighteen years of age or older who are either very or somewhat likely to participate in either the Democratic caucus or Republican primary election in February and May, 2008, respectively. Respondents were asked for whom they would support for their particular party’s nominee “if the election was held today”, and the order of the candidates was rotated to ensure no order bias. If respondents were undecided on their preference, they were then asked their preference “if they had to decide today”, the results resulting in “hard” and “soft” support. Greg Smith & Associates sponsored and paid for the study effort, and utilized the firm of Opinion Factor, Inc. for assistance with interview execution.

The data is summarized on a statewide basis on the next page:

-----  
682 Nicklaus  
Eagle, ID 83616  
[gregsm@quickidaho.com](mailto:gregsm@quickidaho.com)

-----  
208.939.2327 (work)  
208.921.9458 (cell)  
208.939.1857 (fax)

# Greg Smith & Associates

---“Assisting Business & Political Decision Makers”-----

Page 2 of 3 July 16, 2007

**Percentages of Idaho Democrats statewide with that candidate preference (including Gore)**

	-----“Hard”-----	-----“Soft”-----	-----TOTAL-----
Gore	31%	0%	31%
Clinton	18	5	23
Obama	18	4	22
Edwards	10	0	10
Another candidate			6
Still undecided/don’t know/refused			8

**Percentages of Idaho Democrats statewide with that candidate preference (excluding Gore)**

	-----“Hard”-----	-----“Soft”-----	-----TOTAL-----
Obama	30	3	33
Clinton	28	3	31
Edwards	13	2	15
Another candidate			10
Still undecided/don’t know/refused			11

**Percentages of Idaho Republicans statewide with that candidate preference**

	-----“Hard”-----	-----“Soft”-----	-----TOTAL-----
Romney	34%	4%	38%
Giuliani	18	2	20
Fred Thompson	17	1	18
McCain	11	3	14
Another candidate			3
Still undecided/don’t know/refused			7

**Sample composition:**

Region 1/North Idaho	14.0%
Region 2/North Central Idaho	8.3
Region 3/Southwestern Idaho	41.0
Region 4/Magic Valley	12.2
Region 5/Southeastern Idaho	12.2
Region 6/Upper Snake	12.3

No candidates falling into the “Another candidate” category exceeded 5% support within either party.

-----  
682 Nicklaus  
Eagle, ID 83616  
[gregsm@quickidaho.com](mailto:gregsm@quickidaho.com)

-----  
208.939.2327 (work)  
208.921.9458 (cell)  
208.939.1857 (fax)

# Greg Smith & Associates

----“Assisting Business & Political Decision Makers”-----

Page 3 of 3

July 16, 2007

Greg Smith, President of Greg Smith & Associates said, “This is an exciting gauge of Idaho public opinion, since it is the first of its type to be conducted in Idaho for public review and comment. I must warn you that we are dealing with *smaller than usual sample sizes* – thus, caution should be taken in interpreting the results. However, the samples do in fact consist of respondents who were *randomly selected and statistically representative of Idahoans statewide*, and *the study findings presented here are projectable to Idaho Republicans and Democrats statewide.*”

Smith noted, “Although this poll is an early measurement of public opinion, and as a result almost certainly a strong reflection of name awareness at this early stage of the campaign as perceived by the public, one nonetheless has to be impressed by the showings of such declared or potential candidates as former Governor Mitt Romney of Massachusetts and former V.P. Al Gore. Gore’s continued popularity among Idaho Democrats, and the appeal of the environmental cause he has popularly espoused, are certainly reflected in these results – particularly for someone who may very well not even announce a candidacy. At this point, Gore’s lead is not statistically significant, but noteworthy nonetheless. For Romney, his three visits to Idaho thus far, combined with his conservative viewpoints, have paid dividends here in Idaho. The fact that he is a practicing member of the L.D.S. church certainly helps his appeal, particularly in southeastern Idaho (where he garners over 50% support).”

Smith added, “Note that no candidate in either party, except for Romney, currently garners more than a third of support among primary election/caucus participants. The contest here in Idaho, like in the rest of the nation, is by no means a lock for any candidate, although it is interesting even at this early stage how small the “soft” support level is for any candidate.”

Greg Smith & Associates is a marketing/public opinion research and consulting firm headquartered in Eagle, Idaho, with a variety of clients in both the private and public sectors in such industries as medical/pharmaceutical, financial, advertising, media, high technology, consumer goods, and political/public policy matters. Greg Smith, the president of the firm, is widely known within and outside of Idaho for his political survey research, analysis and commentary. He has been quoted and his work referenced by the Idaho Statesman and Idaho Press-Tribune, all Treasure Valley television network affiliates, numerous radio stations in Idaho, and such national sources such as the New York Times and Washington Post, [pollster.com](http://pollster.com), Associated Press, the Wall Street Journal, the Capitol Gang, and National Review.

-----  
682 Nicklaus  
Eagle, ID 83616  
[gregsm@quickidaho.com](mailto:gregsm@quickidaho.com)

-----  
208.939.2327 (work)  
208.921.9458 (cell)  
208.939.1857 (fax)