



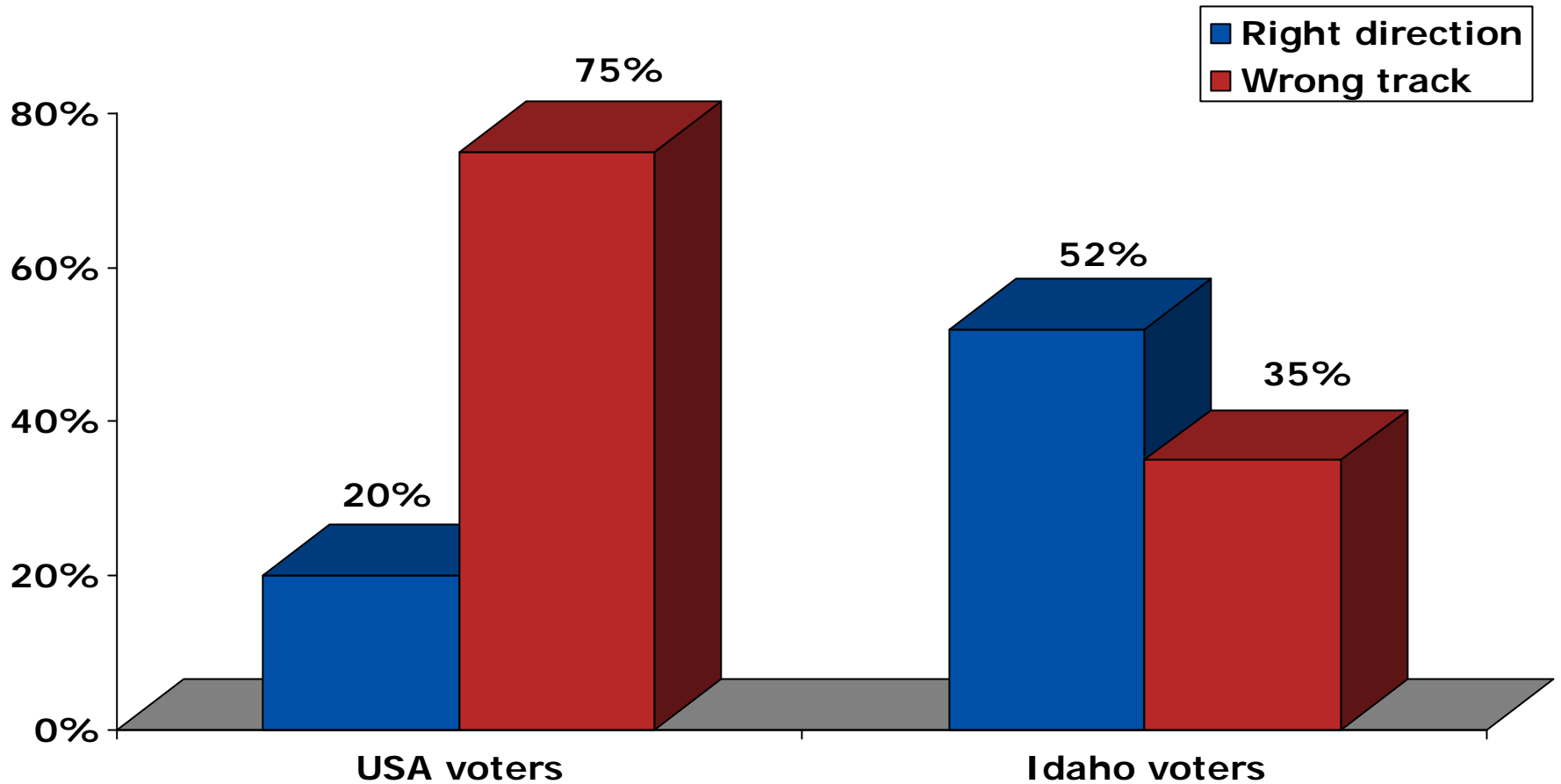
MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

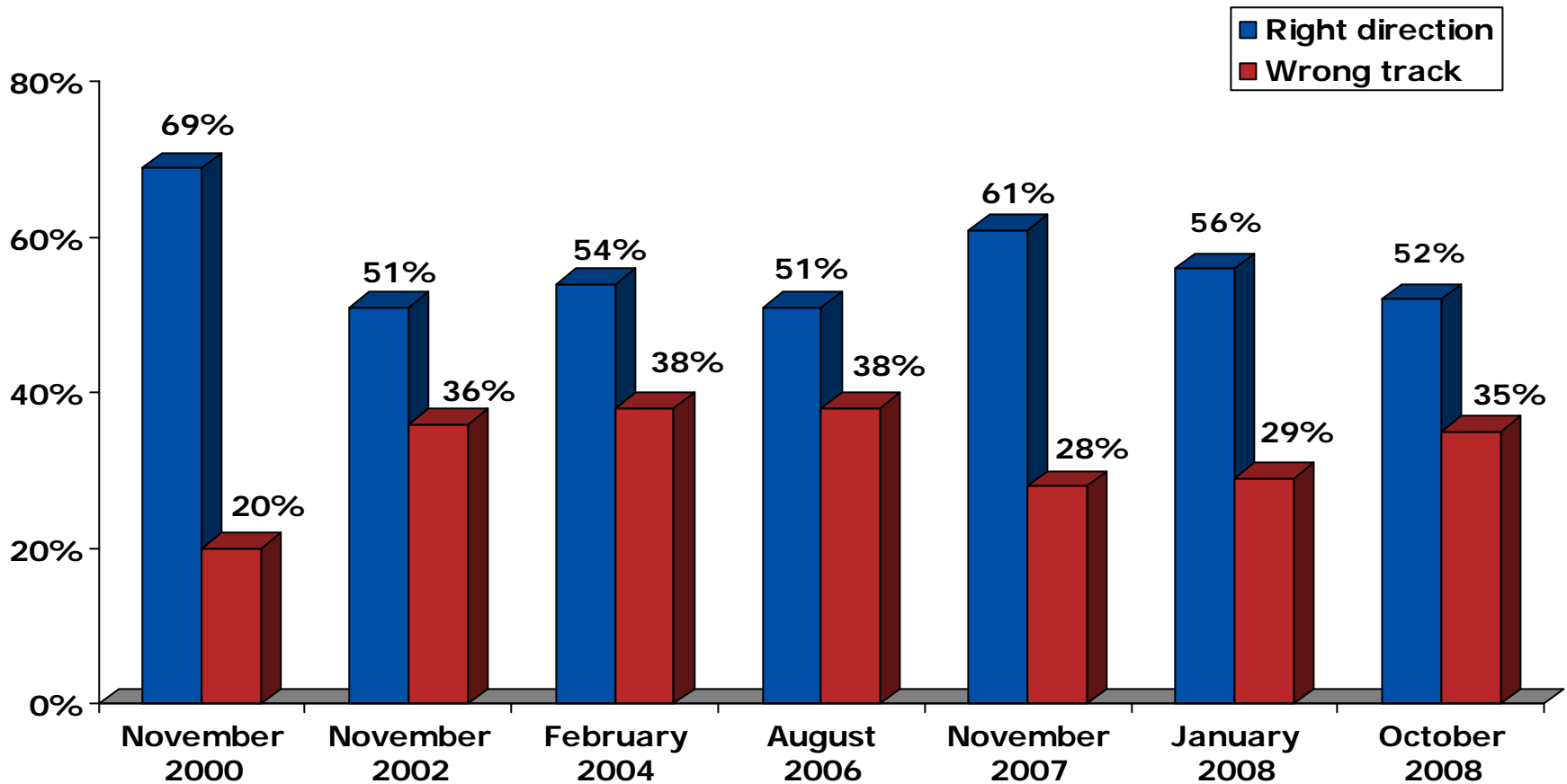
Public Opinion Update Associated Taxpayers of Idaho

December 2008

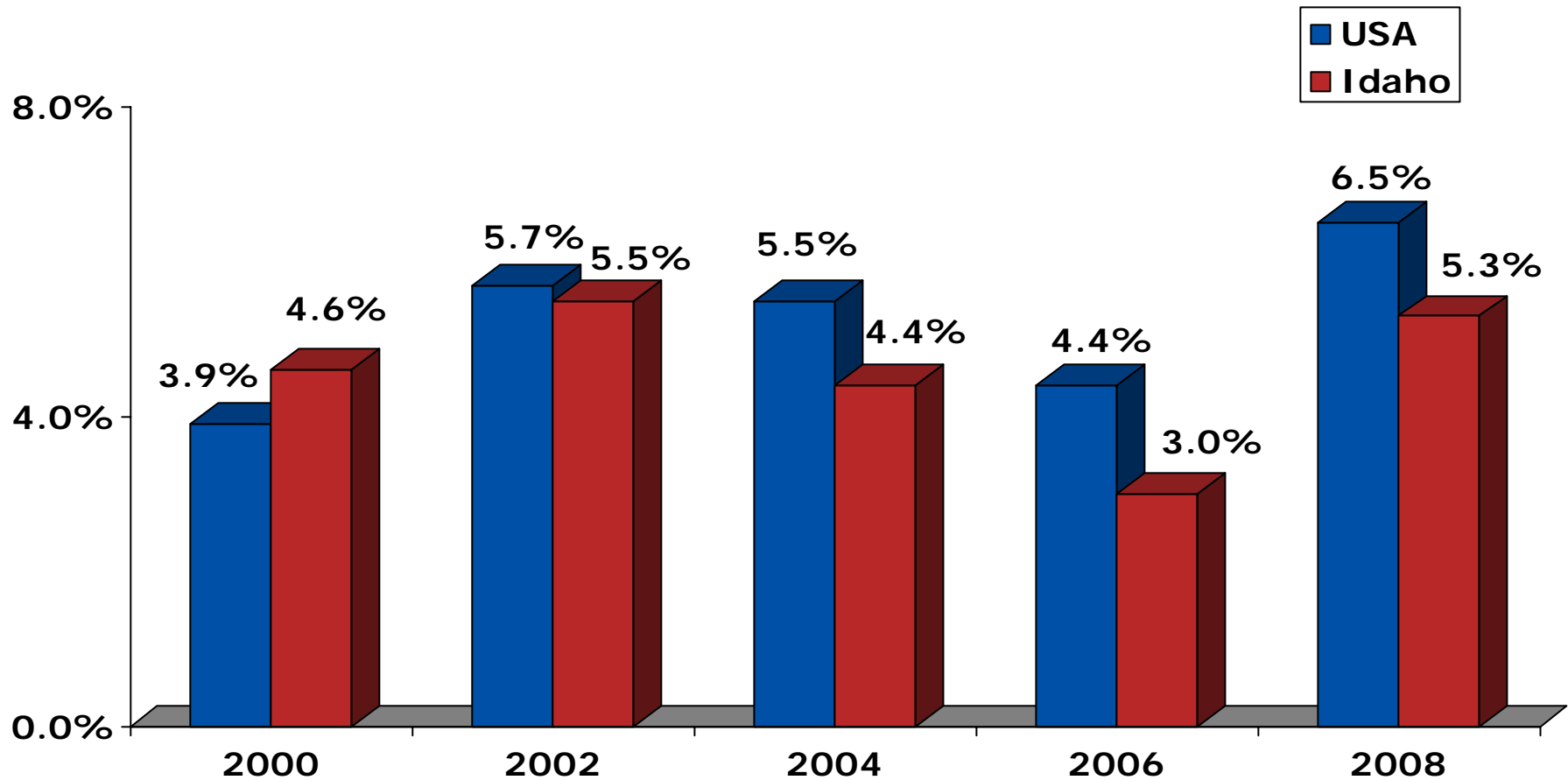
Voter Mood: *USA vs. Idaho*



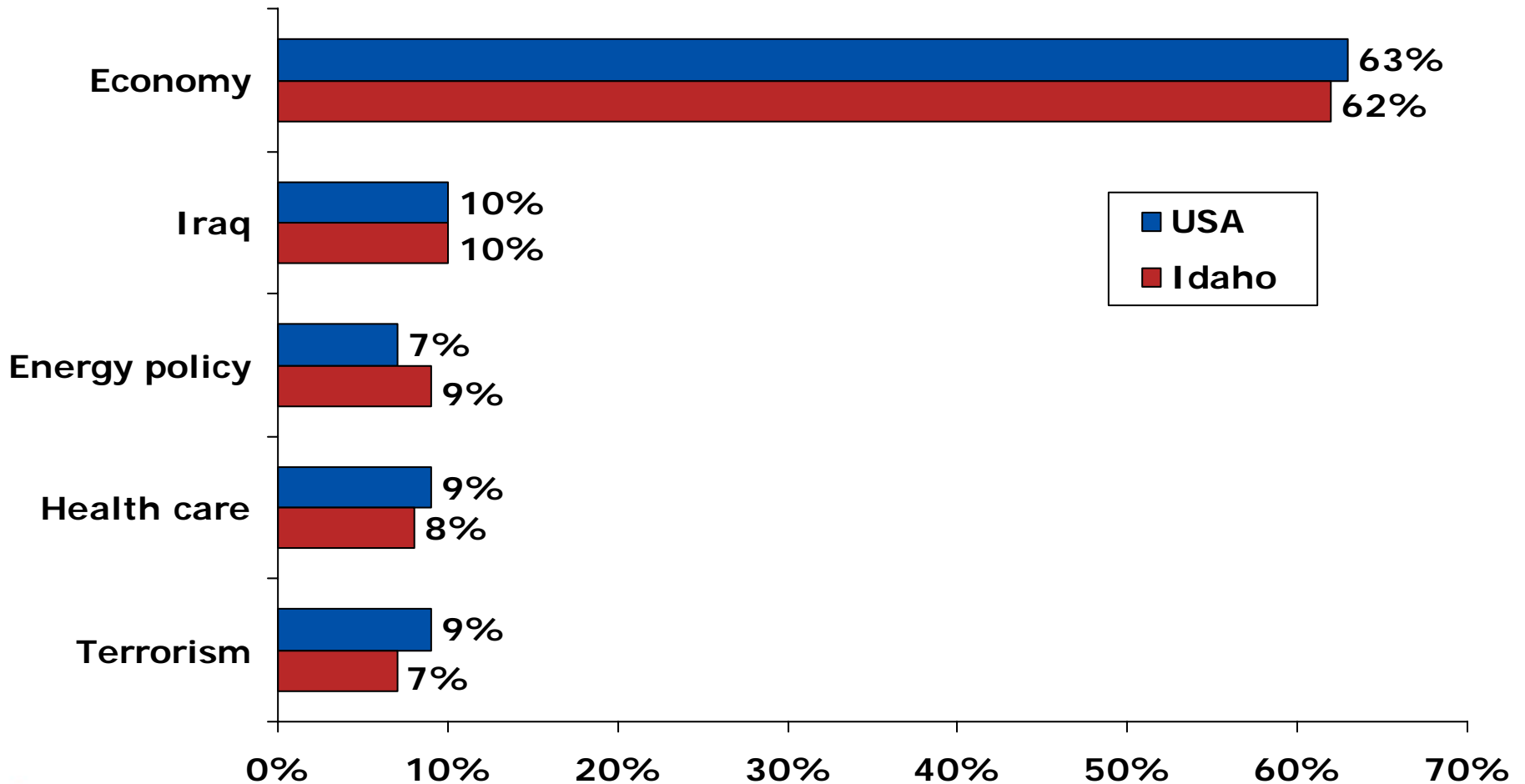
Idaho Voter Mood: *Historic Trends*



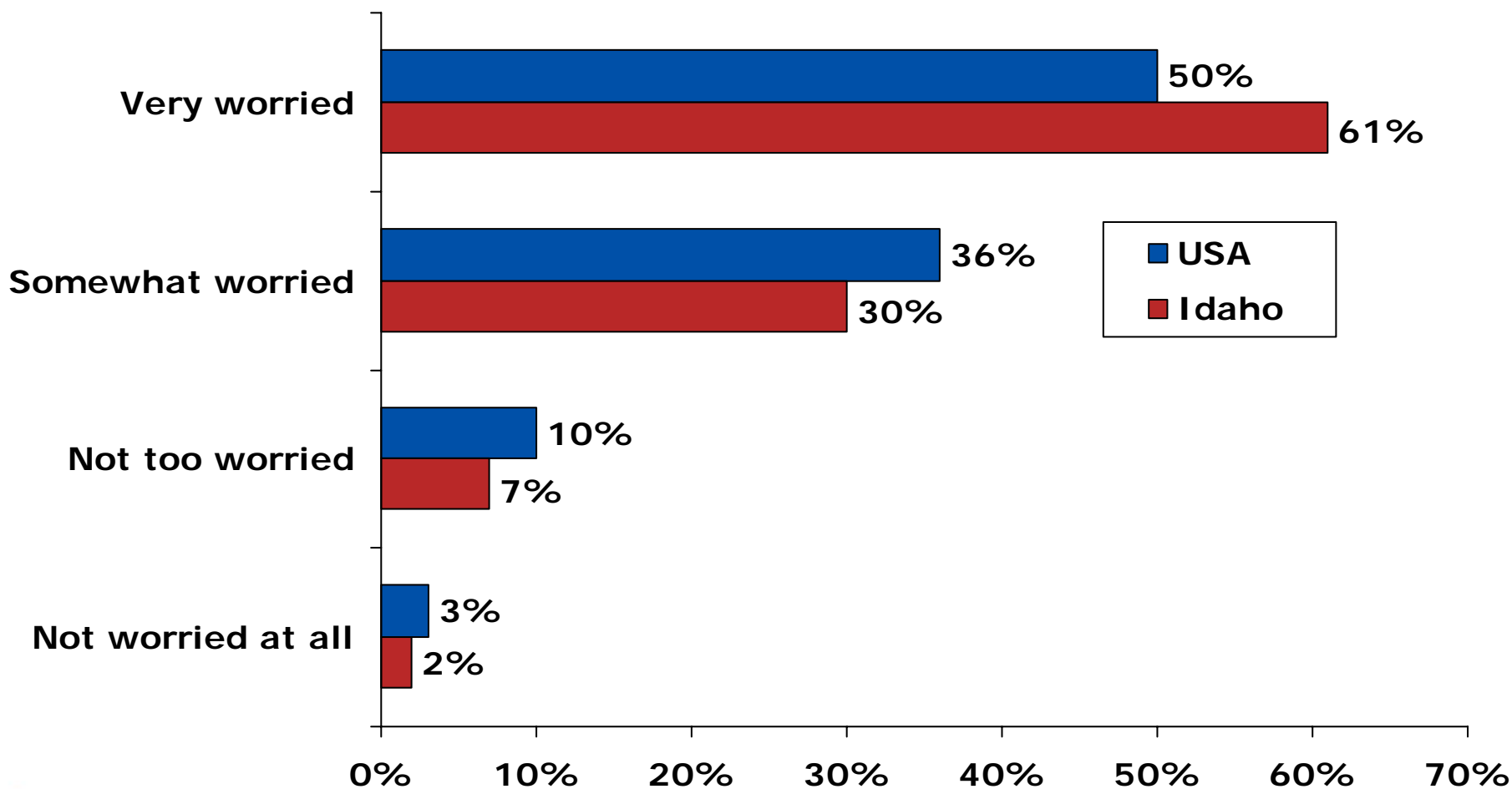
October Unemployment Rates: *USA vs. Idaho*



Most Important Issue: *2008 USA and Idaho Exit Polls*

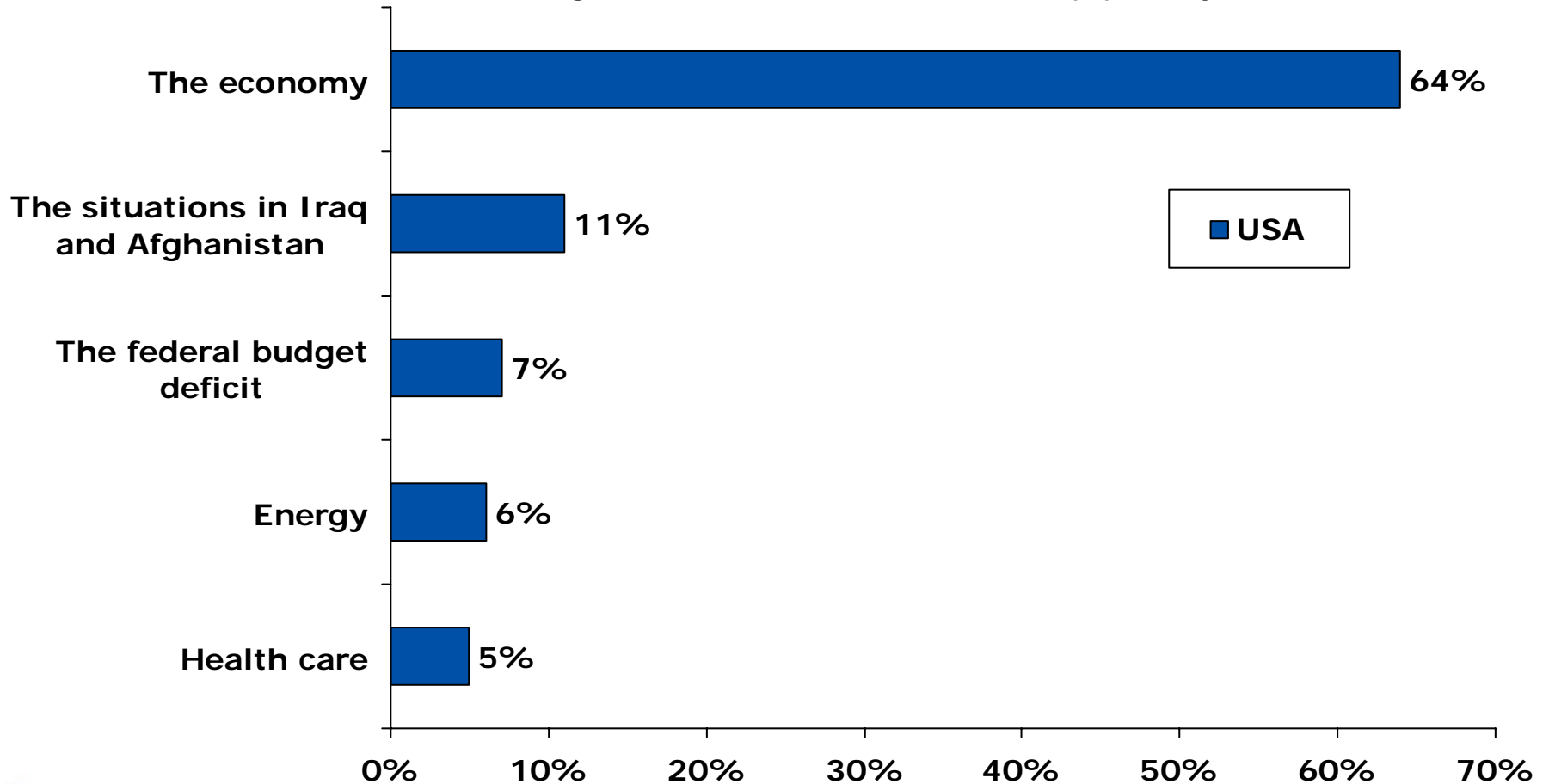


How Worried About Economic Conditions? *2008 USA and Idaho Exit Polls*



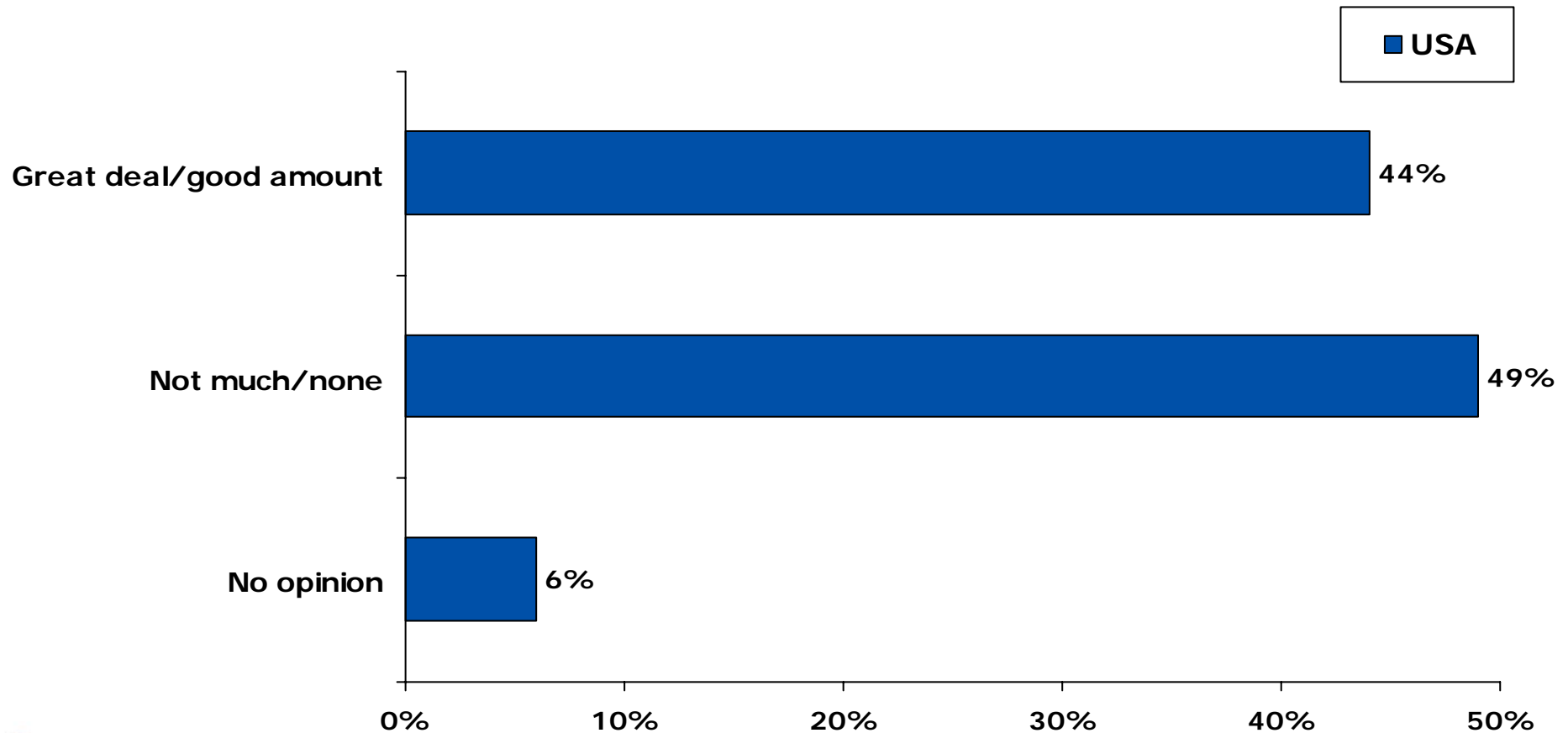
Obama's Top Priority

"Which of the following should be Barack Obama's top priority as President?"



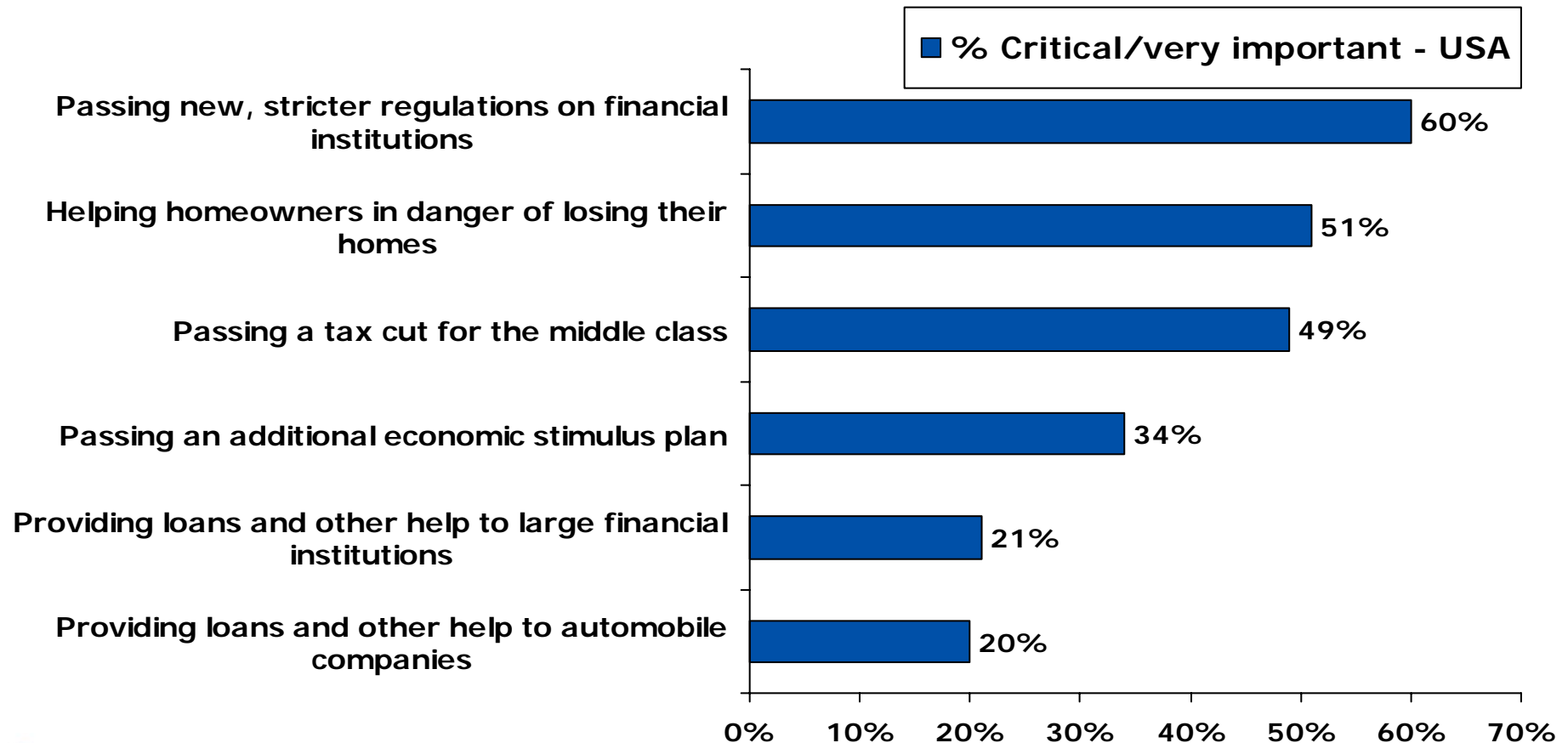
Obama and the Economy

"How much do you think Obama will be able to improve the economy?"



How Can Obama Improve the Economy?

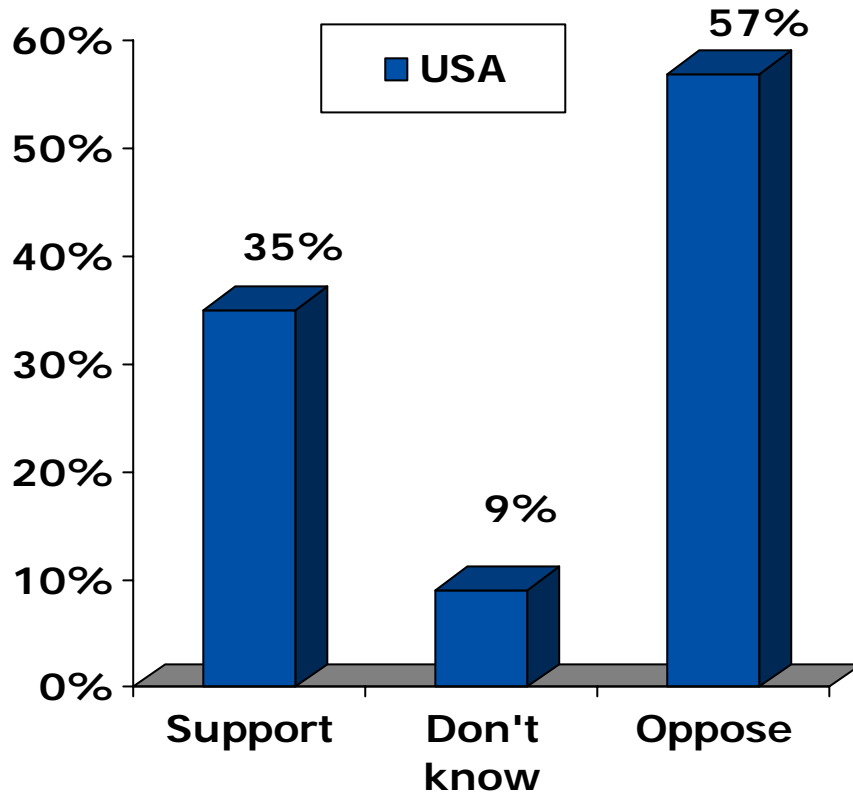
"In terms of improving the economy, please say whether each of the following is critical for Barack Obama to do as president, very important but not critical, important or not that important?"



Bailouts?

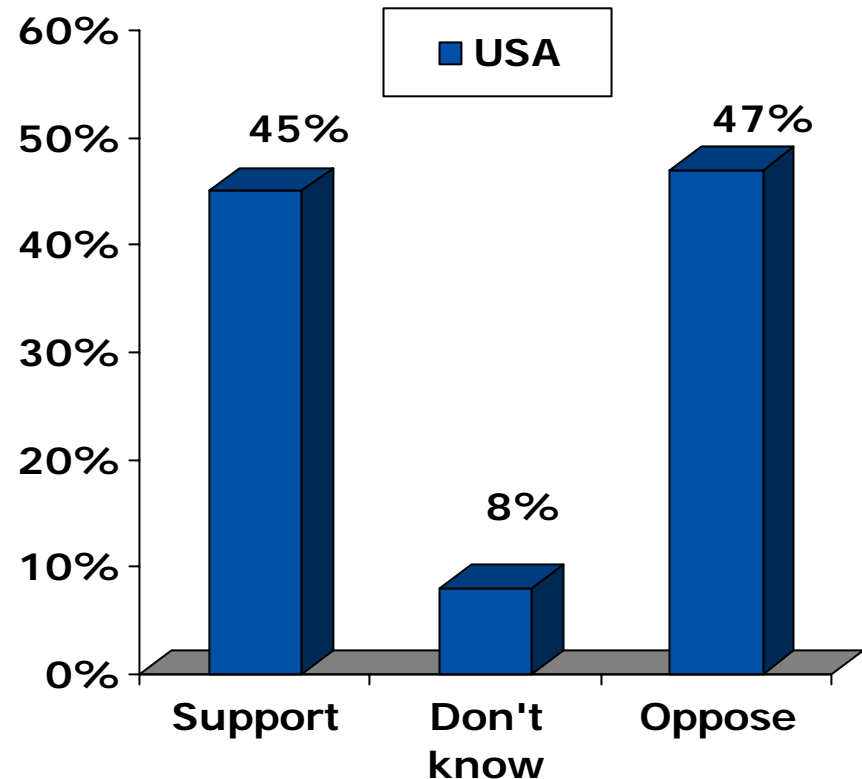
Automakers vs. Wall Street

"The big three automakers in the U.S. have asked for a \$25 billion loan from the government."



ABC News Poll, November 23, 2008

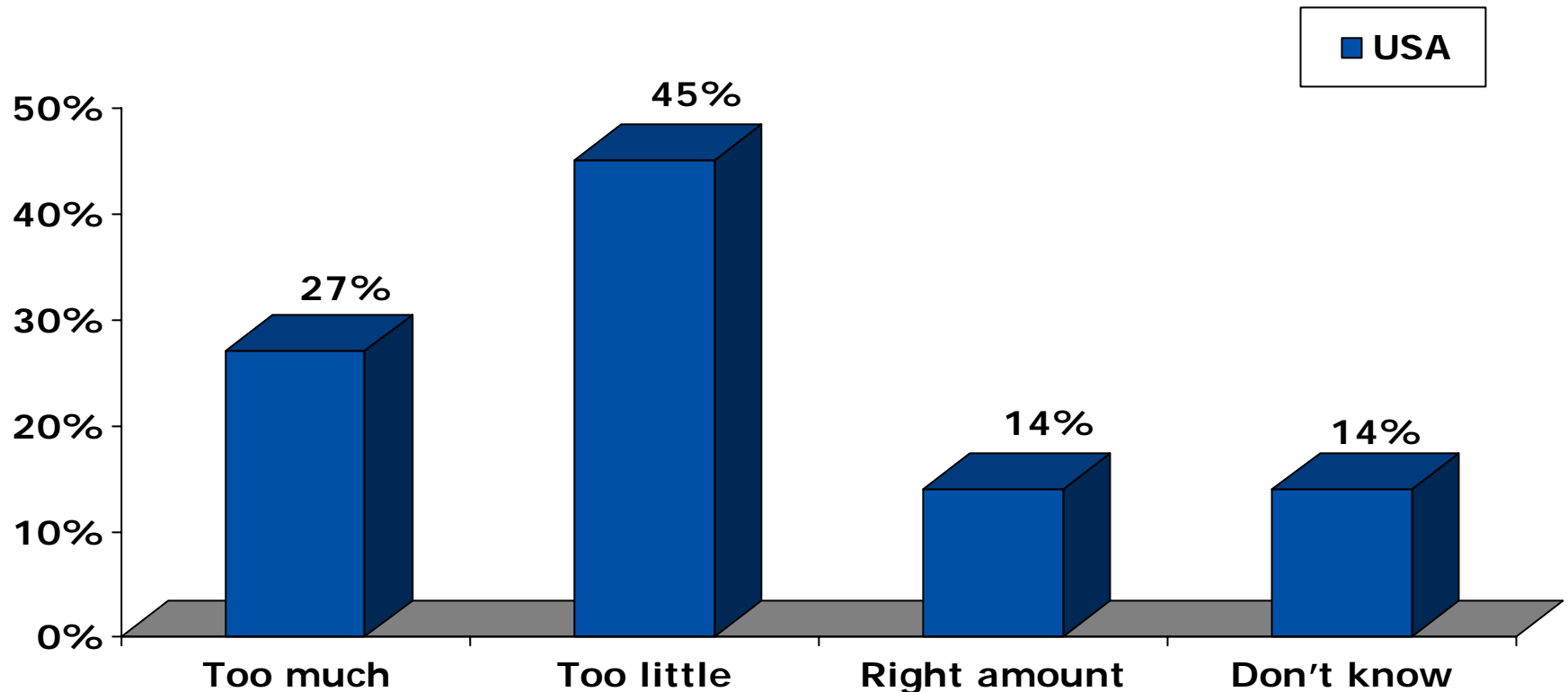
"The government has proposed using up to \$700 billion to shore up failing financial institutions on Wall Street."



ABC News Poll, September 29, 2008

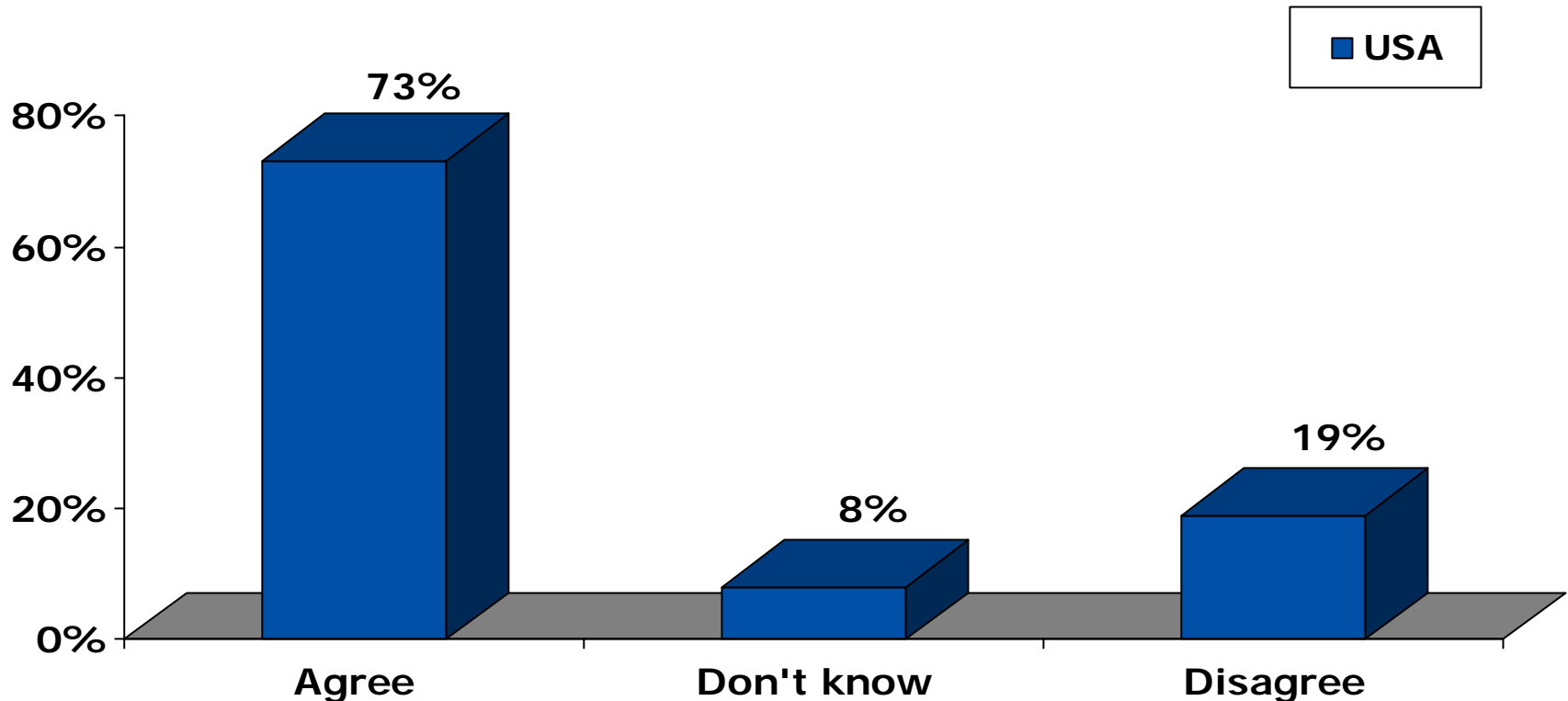
How Much Government Regulation of Business?

"In general, do you think there is too much, too little, or about the right amount of government regulation of business?"



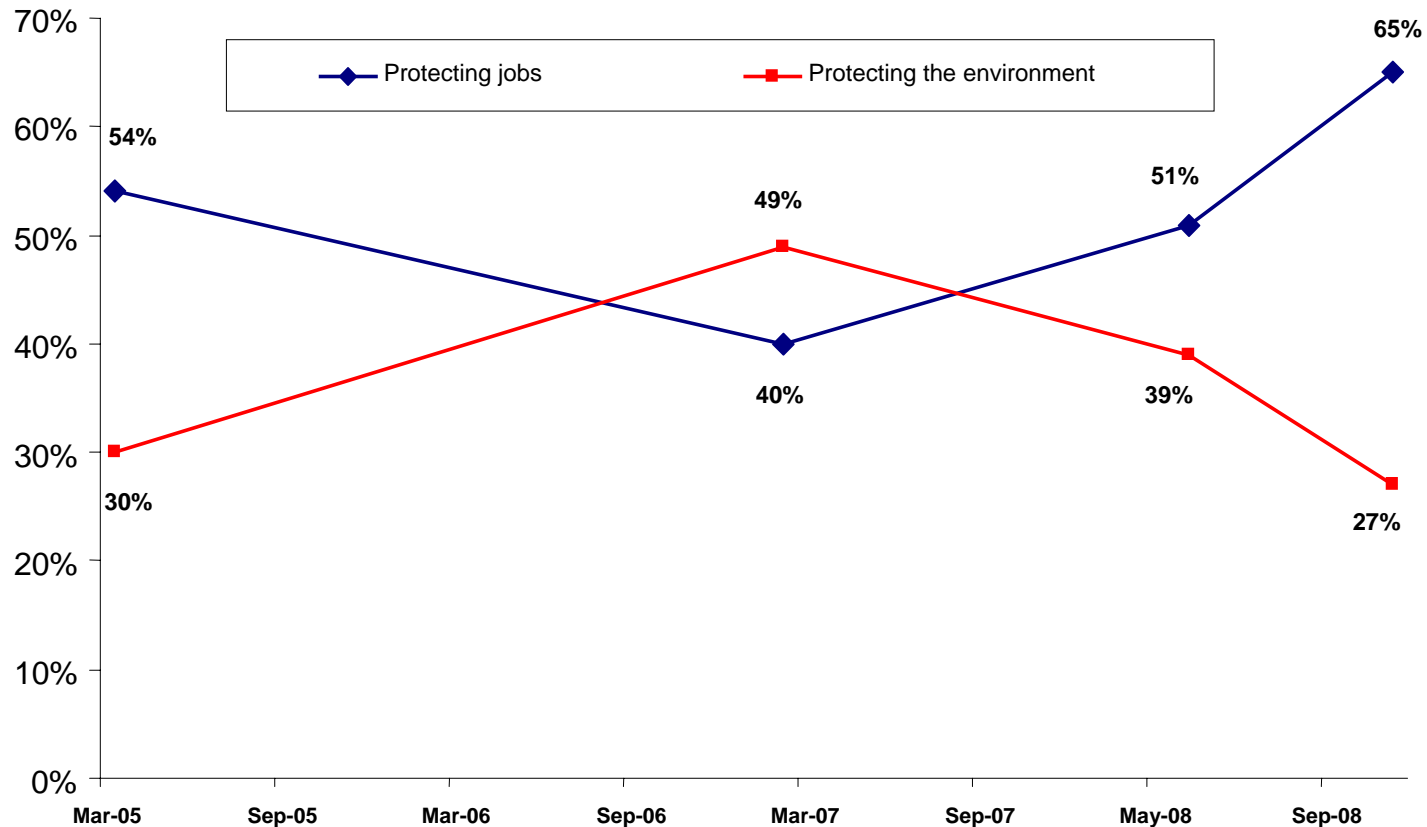
Regulation and the Financial and Housing Crises

"Some people are saying that lack of regulation is partly responsible for the current financial and housing crisis. Do you agree or disagree with that?"



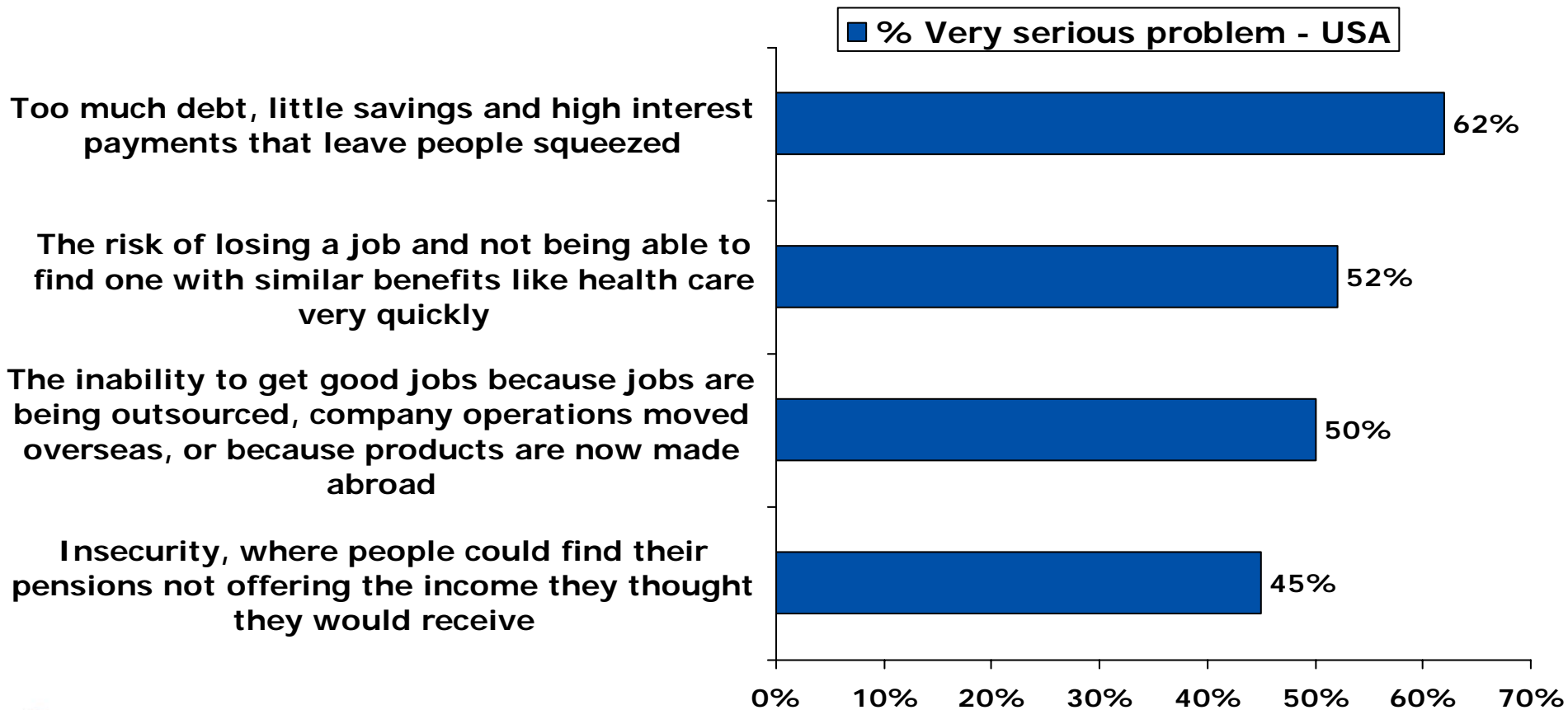
Protecting Jobs vs. Protecting the Environment

"Are you more concerned about protecting the environment or protecting jobs?"



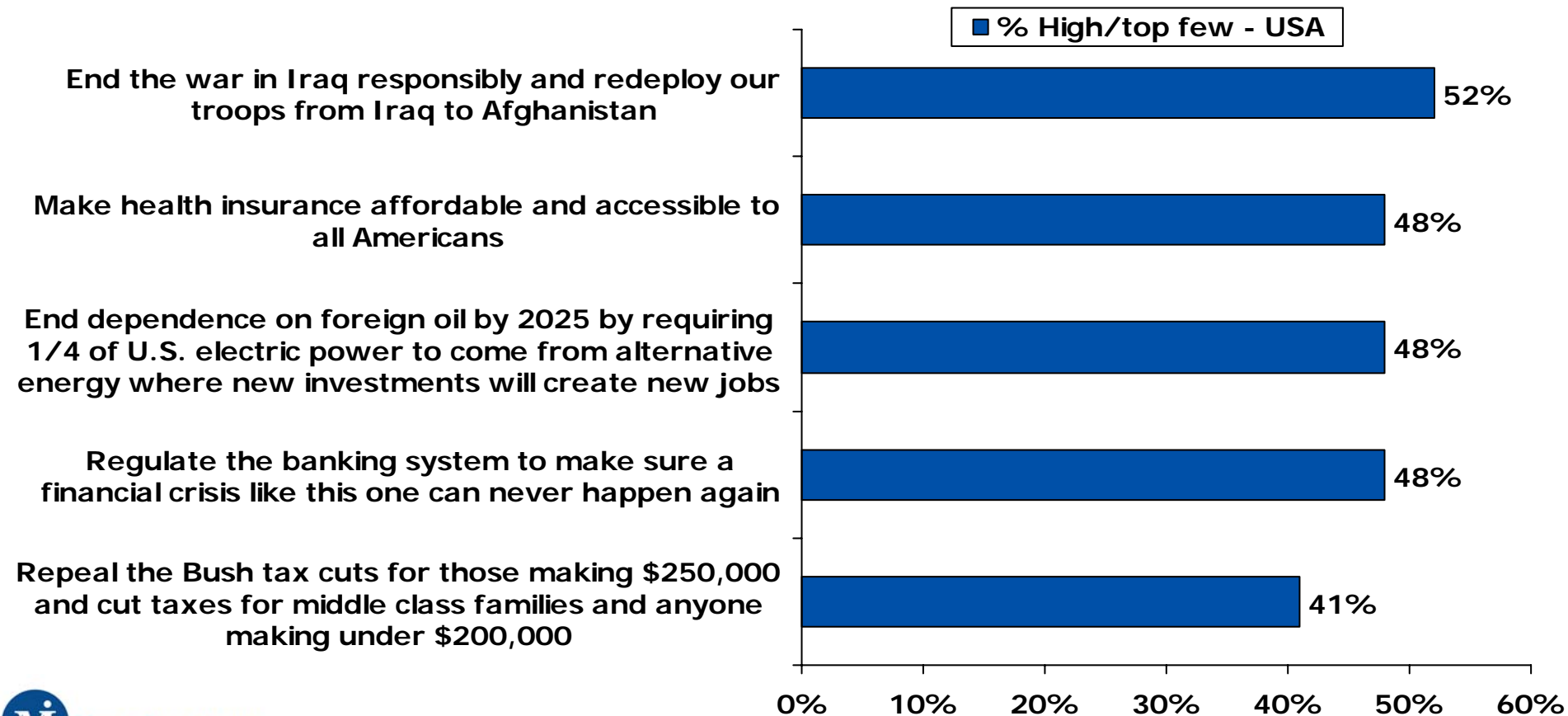
Economic Concerns

“For each issue, tell me whether it is a very serious problem, serious problem, not too serious or not a problem at all.”

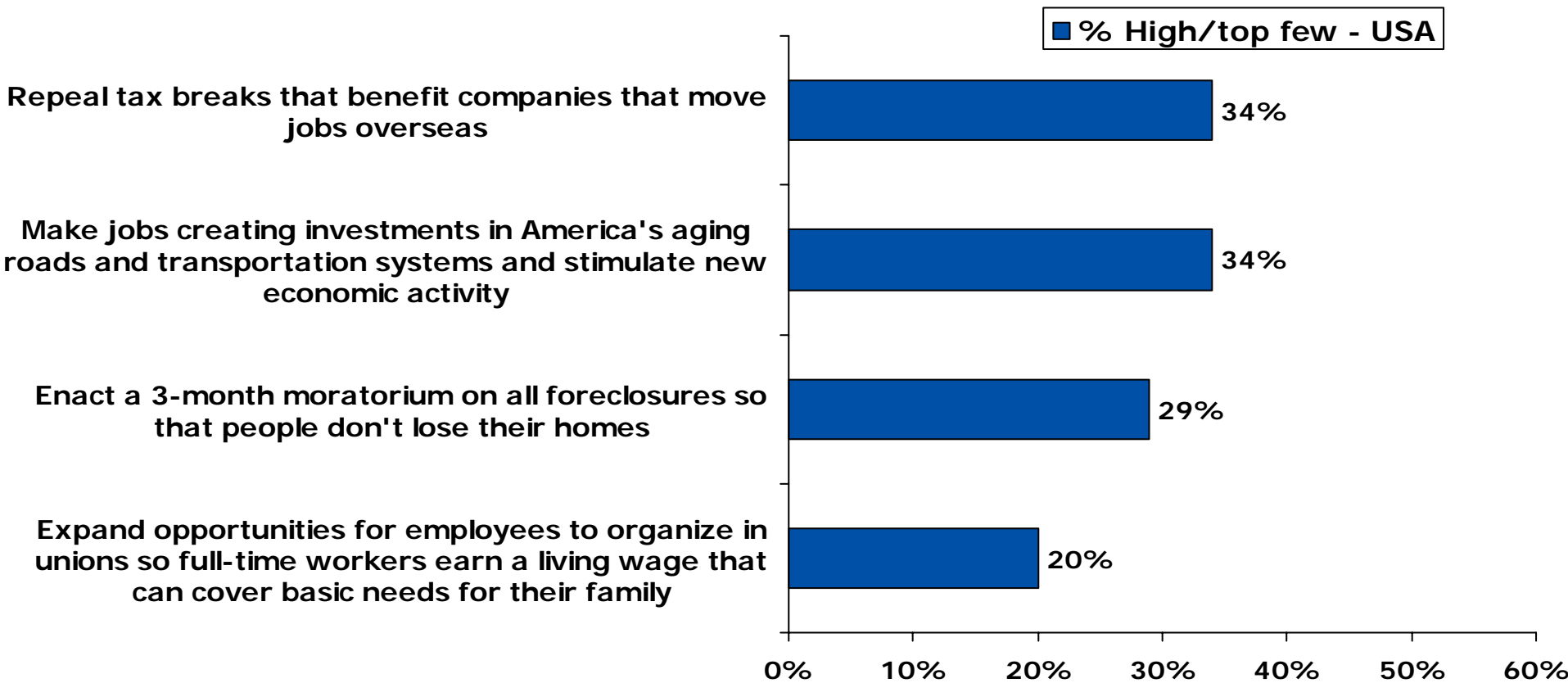


Issues Priorities for the Obama Administration - 1

"Here is a list of proposals the new president will consider. For each proposal, tell me if you think it should be the single highest priority, one of the top few, near the top of the list, in the middle of the list or toward the bottom of the list of priorities for the next president?"



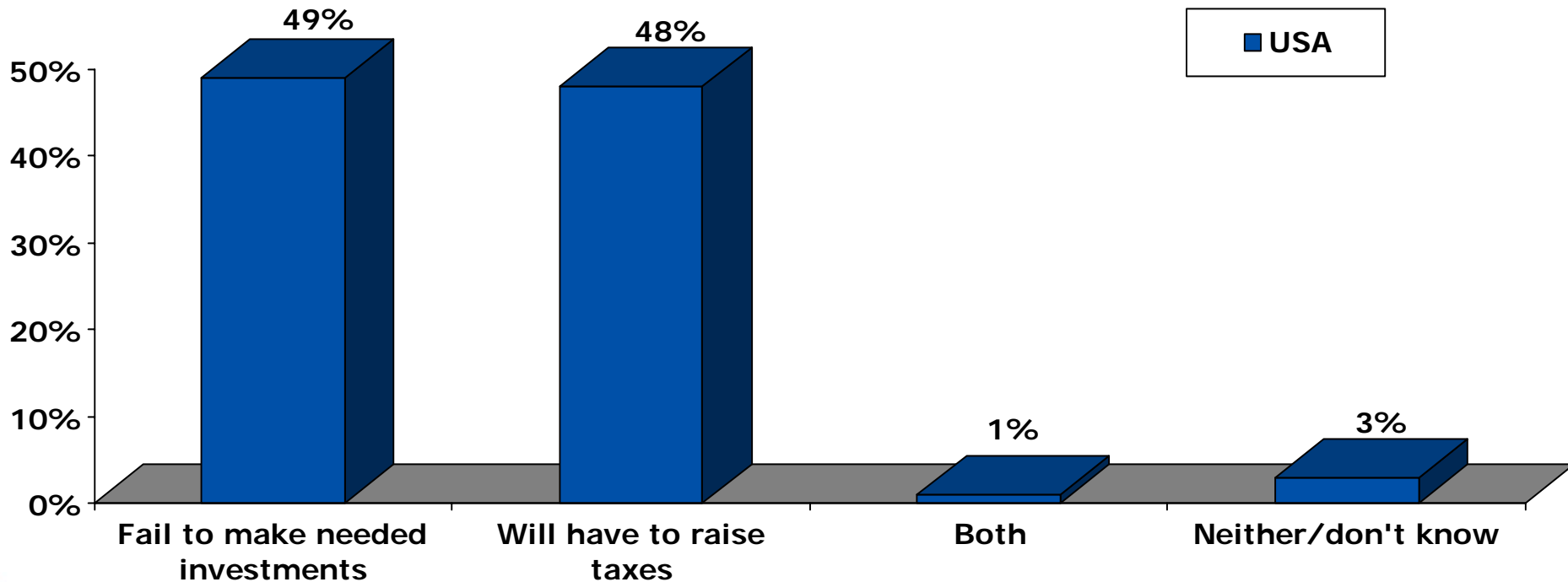
Issues Priorities for the Obama Administration - 2



Investments vs. Tax Increases

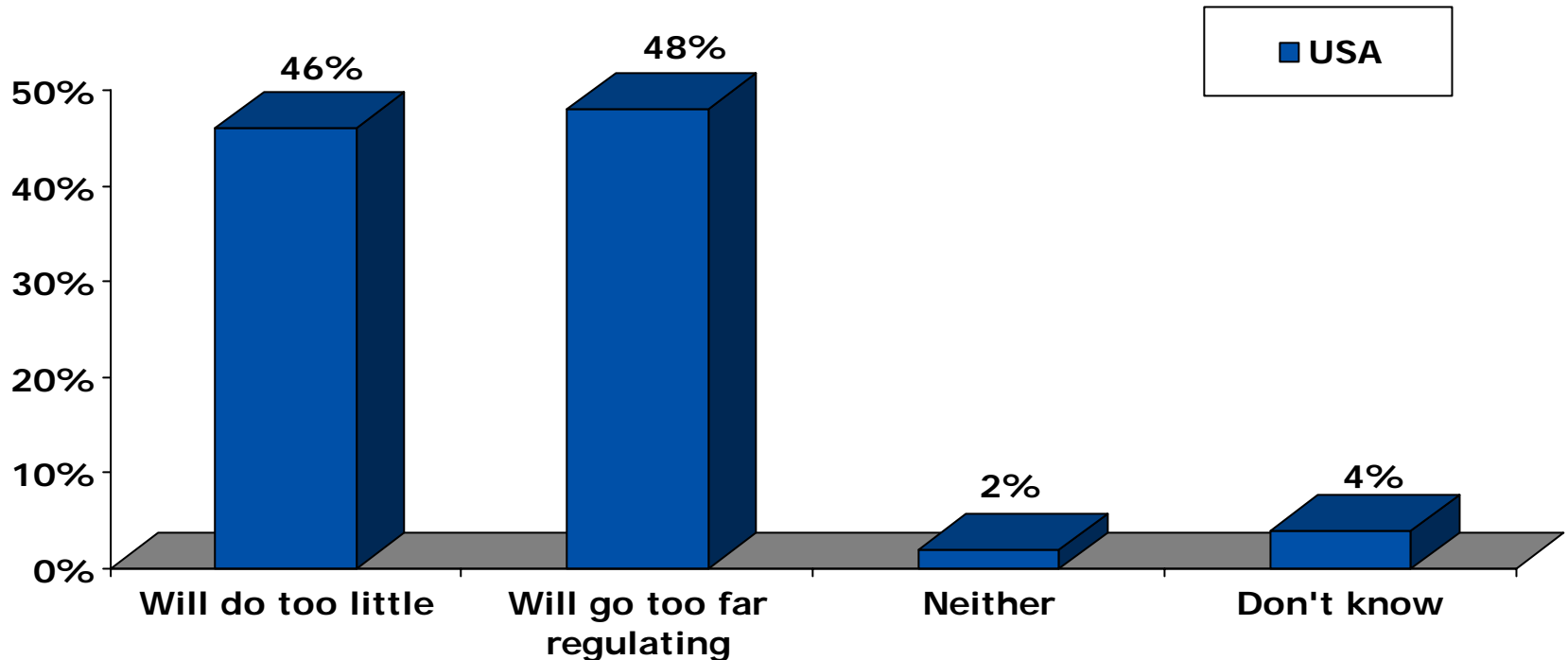
"I'm more worried that we will fail to make the investments we need to create jobs and strengthen the economy, OR

I'm more worried that we will go too far in increasing government spending and will end up raising taxes to pay for it?"



Regulating the Financial Community

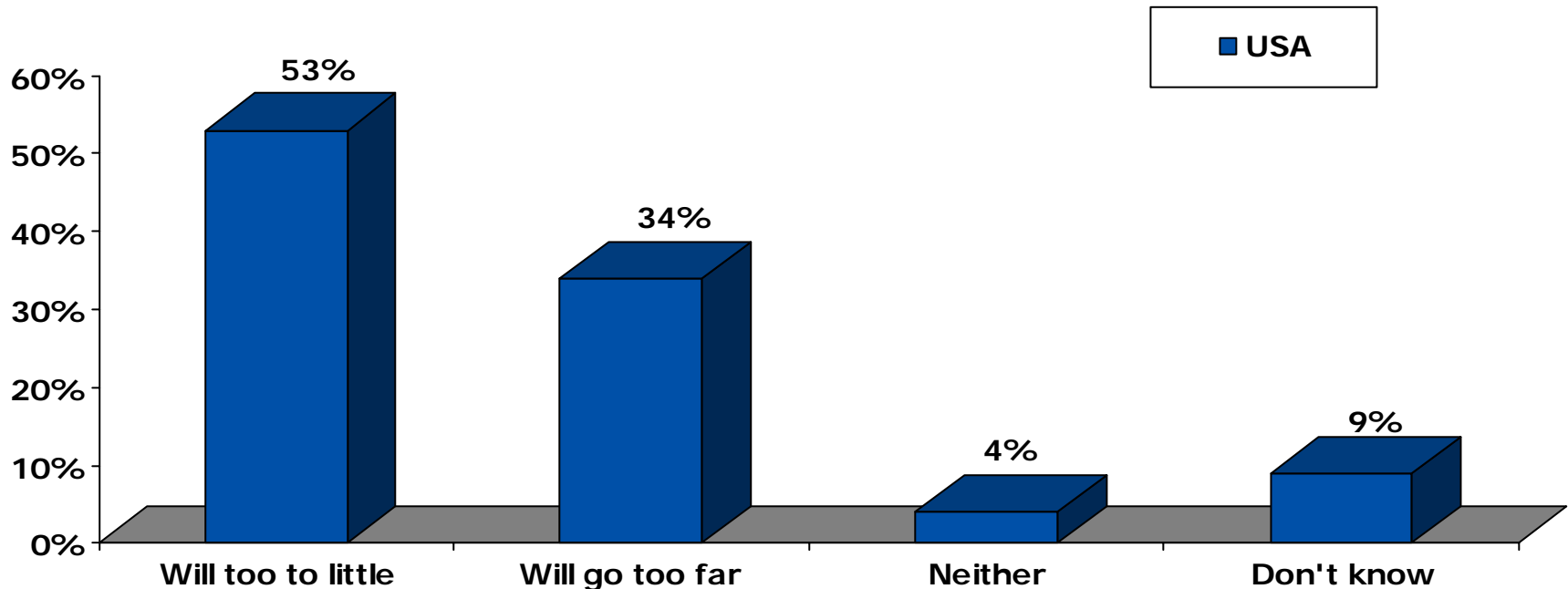
"I'm more worried that we will do too little to get the financial community under control and allow for another era of speculative booms and busts, OR
I'm more worried that we will go too far in regulating the financial community which will ultimately harm our economy?"



Fair Trade or Free Trade?

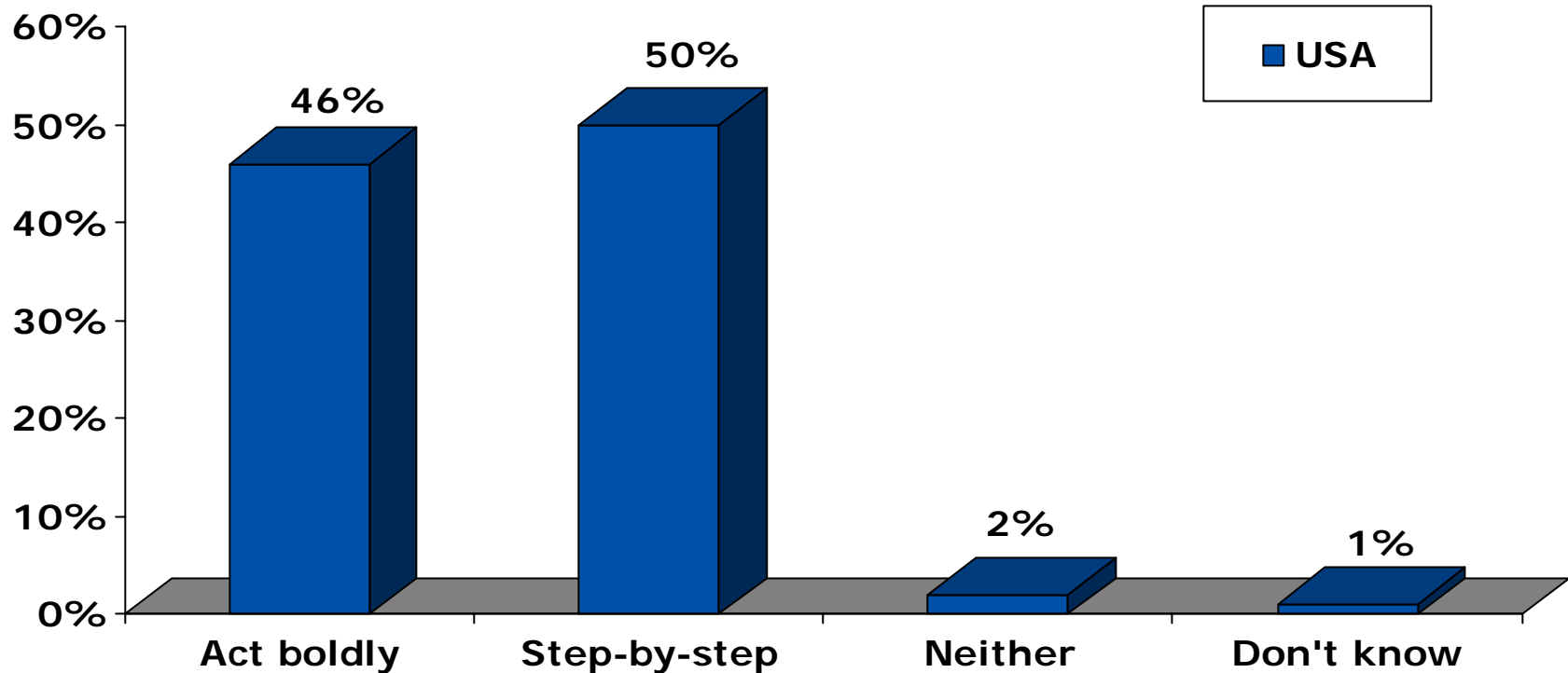
“I’m more worried that we will do too little to require fair trade and enforce worker and consumer protections, OR

I’m more worried that we will go too far burdening free trade accords with protections for consumers and labor?”



Health Care Reform – How Fast?

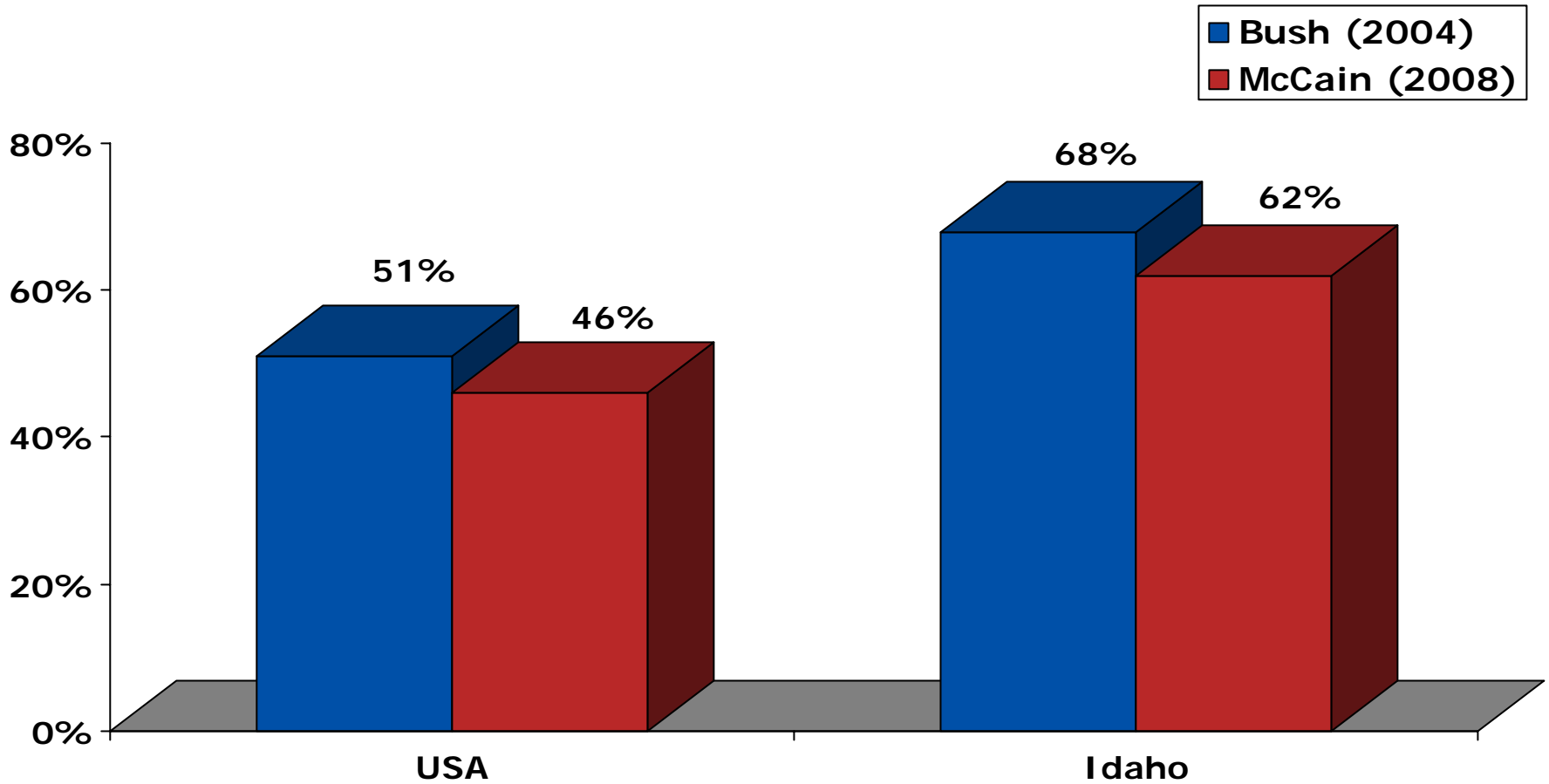
“On health care we need to act boldly to address the problems, OR
We need to act step-by-step to address the problems?”



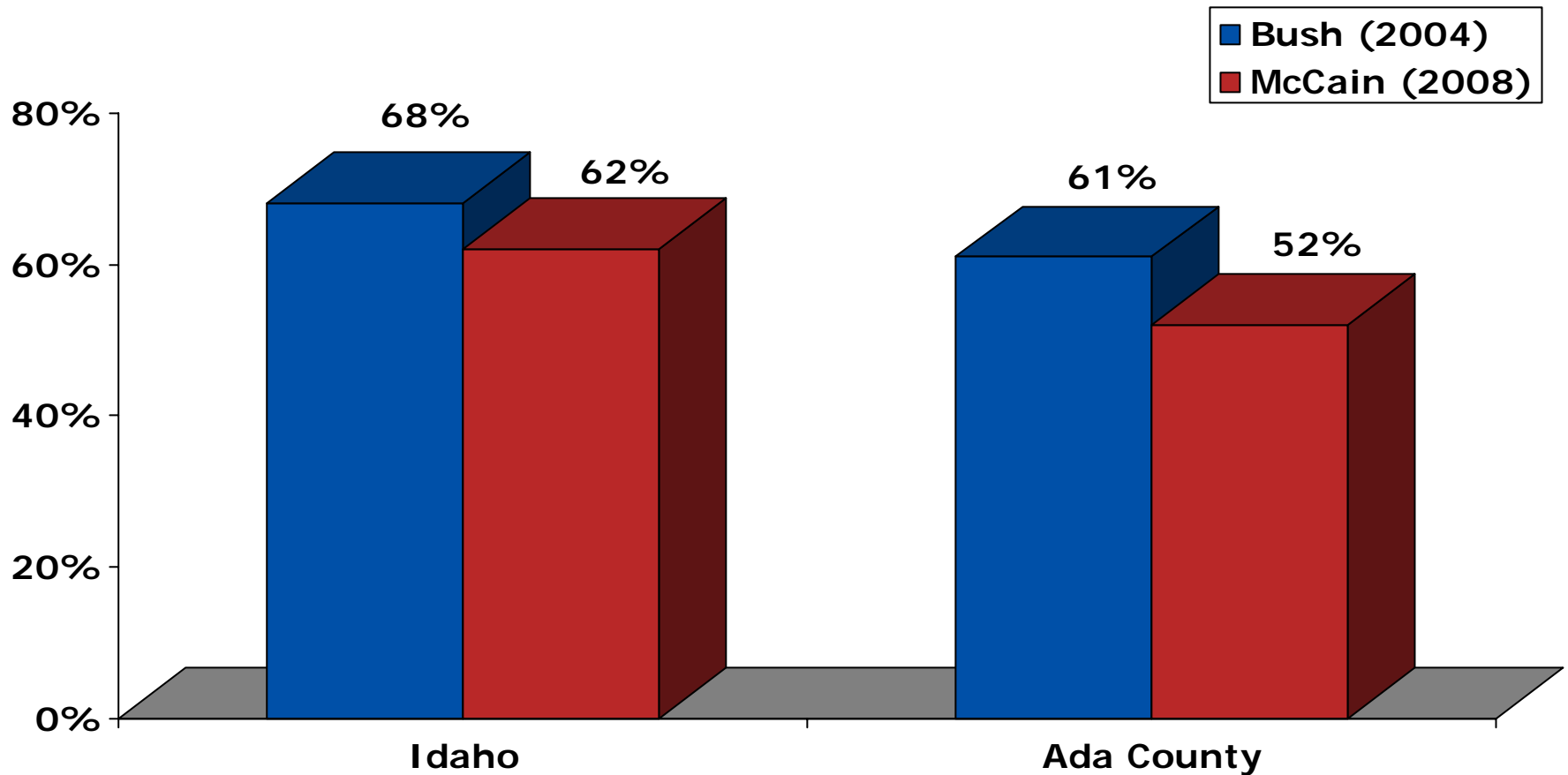
Issue Importance vs. Performance

	<u>Importance mean</u>	<u>Performance mean</u>	<u>GAP</u>
Restoring honesty and trust to government	8.7	3.0	-5.7
Developing a national energy policy	8.3	3.5	-4.8
Creating more jobs	8.4	3.9	-4.5
Ensuring long-term health care and Medicare	8.1	3.8	-4.3
Fixing Wall Street and the banking industry	7.8	3.6	-4.2
Improving education	8.2	4.2	-4.0
Addressing the war in Iraq	8.3	4.8	-3.5
Protecting the environment	7.4	4.5	-2.9
Reducing taxes	7.4	4.6	-2.8
Keeping U.S. secure from terrorist threats	8.7	6.5	-2.2
Fixing traffic congestion and improving roads	6.0	4.3	-1.7

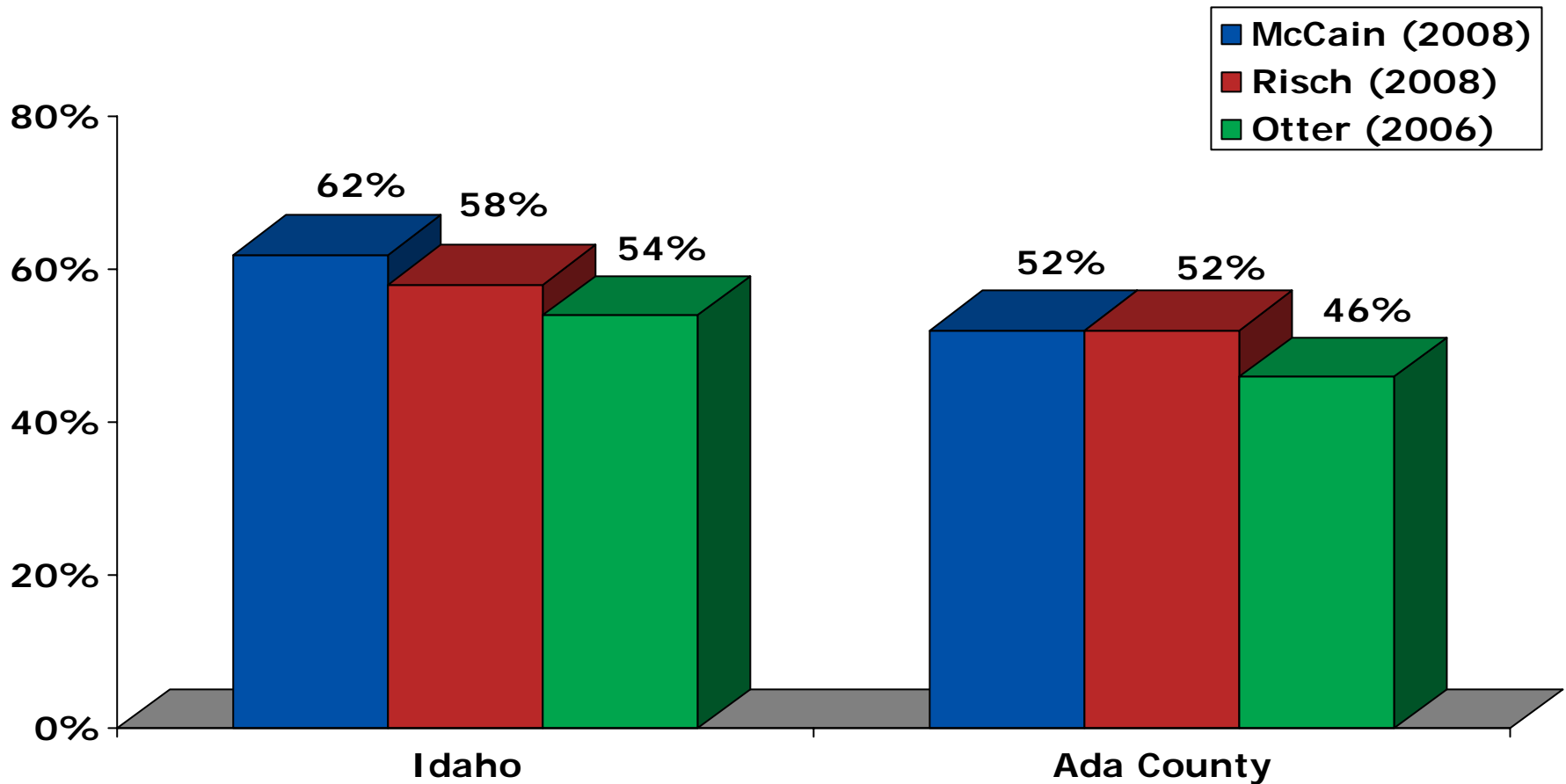
Is Idaho a Status Quo State?



Election Results: *Statewide vs. Ada County – 1*

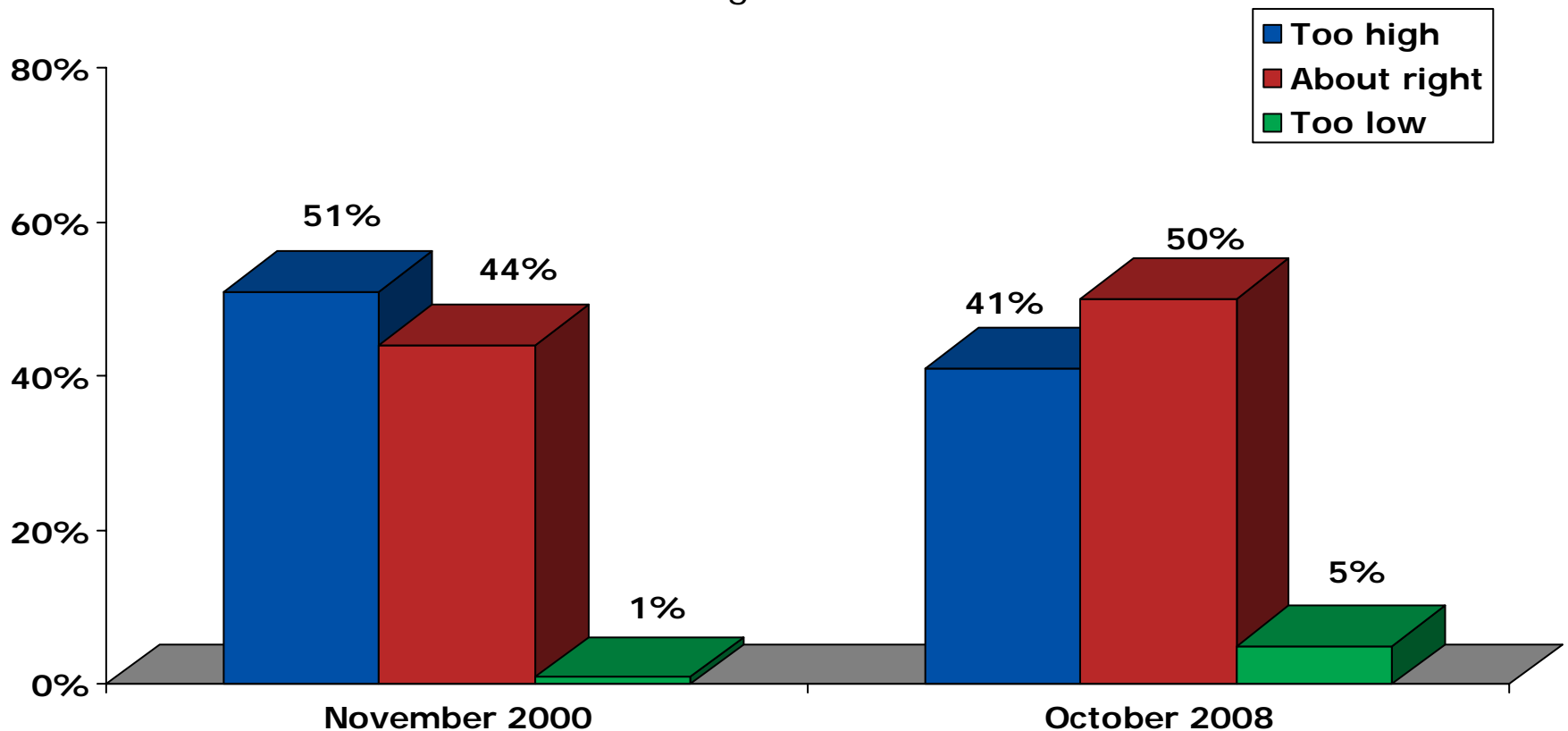


Election Results: *Statewide vs. Ada County – 2*



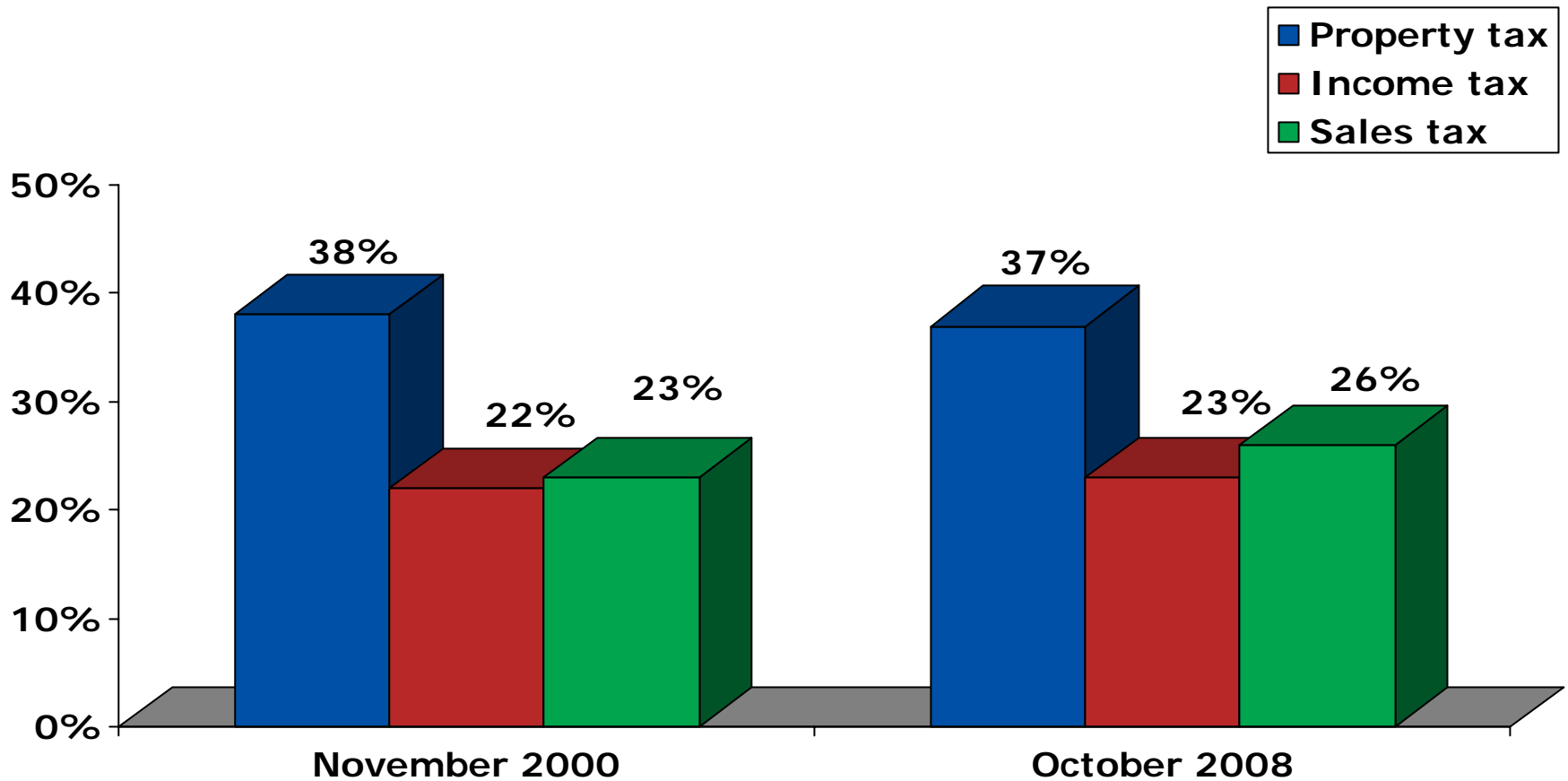
State and Local Tax Burden in Idaho

“Thinking about the taxes you pay to state and local government in Idaho, in your opinion is the total amount of taxes too high, about right or too low for the amount of services you get?”



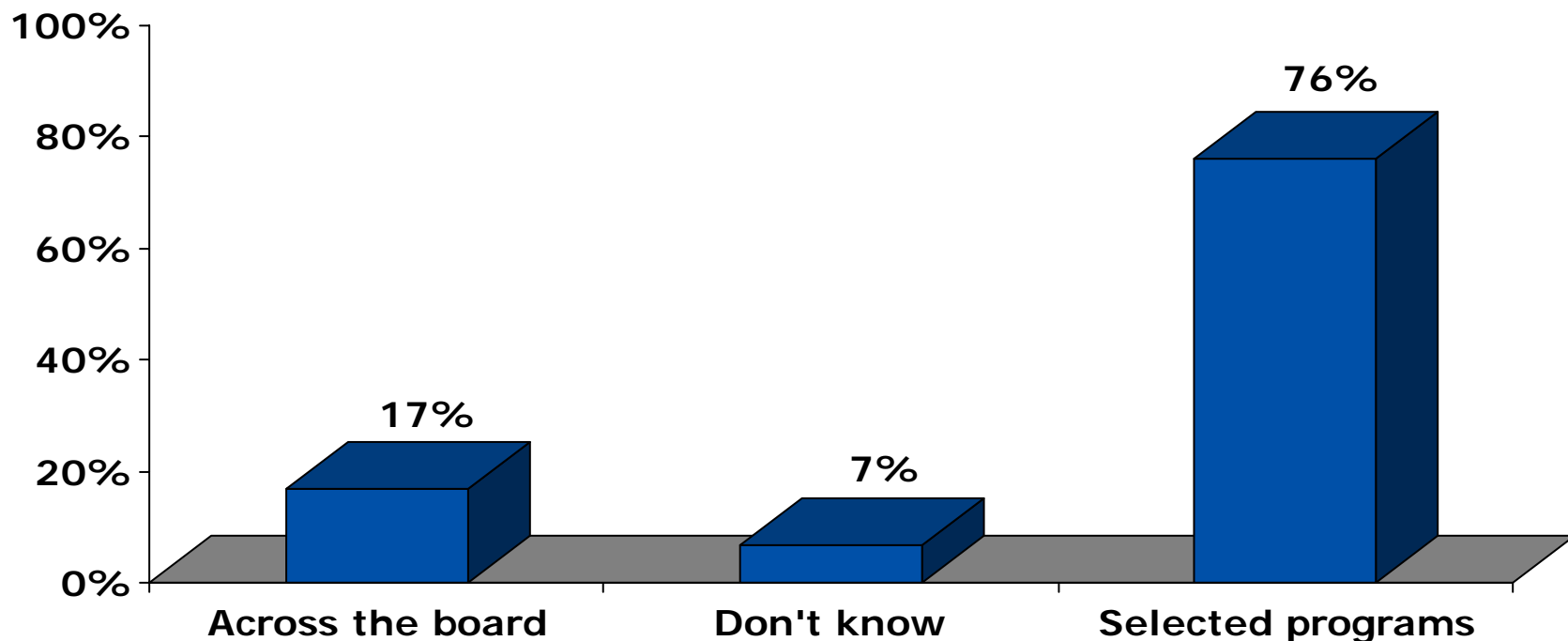
Least Popular Tax in Idaho

"Which tax do you dislike paying the most?"



Across the Board Cuts vs. Selected Cuts in Idaho

"When cutting state programs and services, would you prefer to cut all programs and services across the board, or do you prefer cuts in selected programs?"



Issue Considerations: *USA & Idaho*

- Uncertainty reigns, widespread concern about the economy
- Economic concerns today more focused on personal income security than job losses
- Status quo not acceptable nationally, less of an issue in Idaho
- Infrastructure improvements are low priority
- Voters sending mix messages about economy; don't increase taxes, middle tax cuts are good, don't over-spend
- Government credibility is on the line, problem solvers wanted