

# Statewide survey of likely Iowa voters

*conducted by Hill Research Consultants on behalf of the Iowa First Foundation*

## ● Methodology

- Statewide sample of 500 likely 2010 general election voters, with n=200 oversample of potential Republican primary voters
- Interviews conducted July 23-26, 2009
- Margin of error of  $\pm 3.7\%$  for entire electorate

## ● Release Schedule

- Judging Culver: Job performance, leadership, effectiveness, and whether he has earned reelection or the public wants someone new
- Iowans' Believe: Positions on budget deficit, state government's response to recession, gay-marriage, abortion, and priority of social vs. economic issues
- Challengers: Name ID, favorability, and appeal of potential GOP candidates
- Ballot Tests: Generic gubernatorial partisan preference, as well as direct head-to-head results for potential Republican challengers vs. Culver

## ● Contributors

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# Challengers: Awareness and impressions

700 Iowa statewide likely voters, July 23-26,  $\pm 3.7\%$

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*“Now I’m going to read you several names of people in politics. For each, tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that name. Not all are well known, so if you don’t recognize a name, just say so.”*

very	<b>FAVorable</b>	+ / -	<b>UNFAVorable</b>	very	<i>among ALL voters</i>	knows	+ / -	not familiar
28	<b>68%</b>	<b>+ 53</b>	<b>15</b>	6	Terry Branstad	<b>90%</b>	<b>+ 81</b>	<b>9</b>
34	<b>56%</b>	<b>+18</b>	<b>38</b>	27	Barack Obama	<b>99%</b>	<b>+ 98</b>	<b>1</b>
22	<b>55%</b>	<b>+ 30</b>	<b>25</b>	11	Tom Vilsack	<b>89%</b>	<b>+ 78</b>	<b>11</b>
17	<b>52%</b>	<b>+ 14</b>	<b>38</b>	21	Chet Culver	<b>96%</b>	<b>+ 92</b>	<b>4</b>
7	<b>28%</b>	<b>+ 16</b>	<b>12</b>	4	Bob Vander Plaats	<b>60%</b>	<b>+ 21</b>	<b>39</b>
3	<b>17%</b>	<b>+12</b>	<b>5</b>	2	Mike Mahaffey	<b>37%</b>	<b>- 26</b>	<b>63</b>
4	<b>17%</b>	<b>+ 7</b>	<b>10</b>	10	Christopher Rants	<b>42%</b>	<b>- 16</b>	<b>58</b>
2	<b>12%</b>	<b>+ 8</b>	<b>4</b>	2	Paul McKinley	<b>29%</b>	<b>- 42</b>	<b>71</b>
1	<b>9%</b>	<b>+ 5</b>	<b>4</b>	2	Rod Roberts	<b>24%</b>	<b>- 52</b>	<b>76</b>
1	<b>8%</b>	<b>+ 2</b>	<b>6</b>	2	Christian Fong	<b>26%</b>	<b>- 48</b>	<b>74</b>

# Challengers: Appeal of backgrounds & profiles

700 Iowa statewide likely voters, July 23-26, ±3.7%

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<p><i>“Now I’ll give you some more detailed information about the Republican candidates that may run against Democrat Chet Culver in 2010. For each, tell me whether the candidate with that description sounds very, somewhat, not very, or not at all appealing to you, personally.” *</i></p>	among <u>ALL</u> voters				
	very	some	+ / -	not very	not at all
TB--age 62; Boone; vet; UI & Drake-Law grad; now DMU Prez.; served four terms as Gov. in '80's/'90's, re-elected by wide margins	30%	42	+ 47	14	11
TB--admired for public service & ability to win as GOP; wants to use Farm Crisis experience to lead state through current recession	28%	44	+ 47	14	11
VP--Proud, pro-life Christian conservative; close to Huckabee; promises Executive Order on Supreme Court gay marriages ruling	25%	31	+ 14	19	23
MM--Integrity, down-to-earth style; wants to unite fiscal & social cons., deal w/everyday problems, build stronger state for future	19%	53	+ 49	16	7
VP--age 46; Sioux City; teacher/principal; injury non-profit CEO; ran for governor twice before, built a statewide organization in process	14%	53	+ 37	19	11
MM--age 60; Montezuma; UI & UK-Law grad; 31 years Poweshiek Co. attorney; estate & ag-law private practice; former chair of Iowa GOP	11%	46	+ 18	29	10
CF--age 32; Cedar Rapids; Creighton & Dartmouth-MBA grad; Aegon managing director; political outsider; non-profit flood-recovery CEO	8%	48	+ 18	28	10
CF--Young, energetic, very smart; returned from East Coast to raise family; immigrant/farm-girl parents, tech-savvy New-Gen GOP	9%	44	+ 12	28	13

\* Note: Candidate descriptions truncated in slide; read fully and naturally when survey fielded

# Challengers: Most appealing

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**“And of all the candidate descriptions you just heard, which one did you like best?  
And which candidate description did you next like the most?”  
(among ALL voters)**

■ All mentions

■ First mentioned

