

MEMORANDUM

TO: Iowa Clients

FROM: Rick Shaftan, Neighborhood Research

RE: Iowa Survey, March 29-April 4, 2011

DATE: April 5, 2011

Neighborhood Research completed 319 surveys of Iowa Republicans who said their chances of participating in the 2012 GOP caucus were “definite” or “very likely.” The theoretical margin of error is +/- 5.5% in 95% of cases.

Three ballot tests were conducted. The first one included all seventeen candidates who have had activity in Iowa. The second one excluded Mike Huckabee, Donald Trump and Sarah Palin. The third only included Mitt Romney, Newt Gingrich, Tim Pawlenty, Michele Bachmann and Ron Paul. Names were read in reverse alphabetical order and repeated as often as necessary for respondents to make a decision.

By a 51-32 margin, respondents support a government shutdown if Republicans cannot get President Obama to agree to spending cuts.

Data below is broken out among all respondents, those who attend religious services weekly (63%), those who support a government shutdown and those who consider themselves very conservative (44%).

FIRST BALLOT TEST

	All Resp.	Services 1x/Wk	Back Shutdown	Very Cons.
Mike Huckabee	21.0%	24.5%	18.4%	20.7%
Mitt Romney	13.5%	13.0%	10.4%	10.7%
Donald Trump	8.8%	7.0%	11.7%	10.0%
Newt Gingrich	7.8%	8.5%	8.0%	11.4%
Sarah Palin	6.6%	5.0%	6.1%	6.4%
Michele Bachmann	5.3%	7.0%	7.4%	7.9%
Tim Pawlenty	4.4%	3.0%	6.7%	5.7%
Ron Paul	3.4%	4.5%	5.5%	2.9%
Herman Cain	2.5%	2.5%	4.3%	4.3%
Rick Santorum	1.3%	2.0%	1.2%	1.4%
Haley Barbour	0.9%	0.5%	1.2%	0.0%
Roy Moore	0.6%	1.0%	0.0%	1.4%
Mitch Daniels	0.3%	0.0%	0.0%	0.0%
Gary Johnson	0.0%	0.0%	0.0%	0.0%
Buddy Roemer	0.0%	0.0%	0.0%	0.0%
Jon Huntsman	0.0%	0.0%	0.0%	0.0%
John Bolton	0.0%	0.0%	0.0%	0.0%
Undecided	23.5%	21.5%	19.0%	17.1%

Among those who never attend services (24%), Trump leads with 16% followed by Romney at 14%, Huckabee at 13%, Palin at 10%, Pawlenty at 9%, Bachmann at 4% and Gingrich and Cain tied at 3%. Those who oppose a government shutdown (32%) are voting 22% for Huckabee, 19% for Romney, 10% for Gingrich, 7% for Trump, 5% for Palin, 3% for Bachmann, 2% for Pawlenty and Moore and 1% for Daniels, Barbour, Santorum and Paul.

Since January, Huckabee has dropped 3%, Palin by 4% and Romney by 5%. Gingrich, Pawlenty, Paul and Barbour remain the same. Bachmann has gained 3%, Cain 2.5% and Santorum 1%. Donald Trump was not included in the January survey but his presence, along with Bachmann's emergence and Cain's signs of life, has clearly come at the expense of the more established names in the race, particularly Romney.

SECOND BALLOT TEST

	All Resp.	Services 1x/Wk	Back Shutdown	Very Cons.
Mitt Romney	21.0%	20.0%	18.4%	17.1%
Newt Gingrich	12.2%	14.0%	12.9%	15.7%
Michele Bachmann	6.6%	8.5%	9.2%	10.0%
Tim Pawlenty	6.3%	5.0%	6.7%	7.8%
Ron Paul	5.6%	6.5%	8.6%	5.0%
Herman Cain	2.8%	3.0%	4.3%	4.3%
Rick Santorum	1.9%	2.5%	1.8%	2.1%
Haley Barbour	0.9%	0.5%	1.2%	0.0%
Roy Moore	0.9%	1.0%	0.0%	2.1%
Mitch Daniels	0.6%	0.0%	0.6%	0.0%
Gary Johnson	0.3%	0.0%	0.0%	0.0%
Buddy Roemer	0.0%	0.0%	0.0%	0.0%
Jon Huntsman	0.0%	0.0%	0.0%	0.0%
John Bolton	0.0%	0.0%	0.0%	0.0%
Undecided	40.8%	39.0%	36.2%	17.1%

Trump voters break 32% for Romney, 11% for Gingrich, 7% for Bachmann and 4% for Johnson, Santorum, Daniels, Pawlenty and Paul. 32% of Trump voters are undecided. Palin voters break 19% for Gingrich, 19% for Romney and 5% for Paul, Bachmann and Moore. 48% are undecided. 54% of Huckabee voters are undecided in the second ballot test. Romney leads with 16% to 10% for Gingrich, 8% for Paul and Pawlenty and 2% for Cain, Bachmann and Santorum.

THIRD BALLOT TEST

	All Resp.	Services 1x/Wk	Back Shutdown	Very Cons.
Mitt Romney	24.1%	22.5%	20.9%	20.0%
Newt Gingrich	12.5%	14.5%	12.9%	15.7%
Tim Pawlenty	8.2%	6.5%	10.4%	9.2%
Michele Bachmann	7.9%	10.5%	11.7%	12.1%
Ron Paul	6.9%	7.5%	11.1%	7.1%
Undecided	40.4%	38.5%	33.1%	35.7%

With the 19% of voters who consider themselves very conservative, support the government shutdown and attend services weekly, Huckabee has 18%, Gingrich has 15%, Bachmann 12%, Romney 10%, Trump 10%, Cain 8%, Palin and Pawlenty at 7%, Paul at 3% and Santorum at 2% with just 8% undecided. In the second ballot test, Gingrich leads with 20% followed by Bachmann and Romney at 15%, Cain at 8%, Pawlenty at 7%, Paul at 5% and Santorum at 2%. 28% are undecided. Bachmann ties Gingrich in the third ballot test with this group at 20-20 with Romney at 15%, Pawlenty at 10% and Paul at 8% with 27% undecided.

GOVERNMENT SHUTDOWN

Respondents support a government shutdown by a 51-32 margin, including 58-23 with conservatives and 61-21 with those who consider themselves very conservative. Huckabee voters back the shutdown by 45-33, Palin voters support it by 48-24, Gingrich voters by 52-40, Trump supporters by 68-25, Bachmann voters by 71-18, Pawlenty backers by 79-14, Paul supporters by 82-9 and Cain voters by 88-0. Romney voters oppose the shutdown by a 40-44 plurality.

Those supporting Romney on the third ballot test support the shutdown by 44-36, Gingrich voters back it by 53-35, Pawlenty voters by 65-19, Bachmann voters by 76-16 and Paul voters by 82-9.

INTERESTING OBSERVATIONS

- 1) Gingrich's strength with the base, in spite of Scozzafava, the Pelosi ad and personal issues. Despite no gain in the ballot test from January, he is clearly stronger with more conservative and religious voters
- 2) Bachmann's healthy showing and Pawlenty and Paul's continued weak numbers
- 3) Cain's better than expected numbers with conservative insiders, showing his ground game is paying dividends.
- 4) Trump's appeal to secular, more libertarian Republican voters is coming largely at Romney's expense.
- 5) Huckabee, Palin and Romney's share drops since January is a sign voters are looking for a new face and may be looking down on Huckabee and Palin's lack of ground effort.
- 6) Neither Barbour nor Daniels has gained any traction thus far, and Santorum and Moore have little. Johnson, Huntsman, Bolton and Roemer are non-existent.
- 7) Strong grass-roots support for the shutdown illustrates the ideological demands establishment candidates will face, along with Congressional leaders.

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