

MEMORANDUM

TO: Dennis Fusaro, Grassroots Solutions, Inc.

FROM: Rick Shaftan, Neighborhood Research Corporation

RE: Survey, Iowa Republicans, January 3-8, 2011

DATE: January 10, 2011

Neighborhood Research completed 556 surveys of Republican Primary voters who voted in the 2010 Republican Primary and who said their chances of participating in the 2012 caucus were "very likely" or "definite." The theoretical margin of error is 4.1% in 95% of cases.

SUMMARY

While Mike Huckabee and Mitt Romney top the GOP field, the race remains wide open although some candidates are having trouble gaining traction, particularly Gary Johnson, Rick Santorum, Herman Cain, Ron Paul and Newt Gingrich. Romney seems to have the most committed base along with Sarah Palin. Tim Pawlenty is attracting some interest. Michele Bachmann could be a wild card and maybe John Thune.

CANDIDATE	ALL RESPONDENTS			DEFINITE ATTENDEES		
	First	First & Second	First, Second & Third	First	First & Second	First, Second & Third
Huckabee	24%	36%	41%	22%	35%	40%
Romney	19%	28%	32%	21%	28%	32%
Palin	11%	22%	27%	13%	26%	30%
Gingrich	8%	19%	26%	6%	17%	23%
Pawlenty	4%	7%	9%	4%	7%	10%
Paul	3%	6%	8%	4%	5%	6%
Bachmann*	2%	5%	8%	3%	4%	7%
Pence	1%	2%	3%	1%	2%	4%
Barbour	1%	1%	3%	0%	2%	3%
Thune	0%	2%	3%	0%	2%	3%
Santorum	0%	1%	2%	0%	1%	1%
Cain	0%	1%	1%	0%	1%	1%
Johnson	0%	0%	0%	0%	0%	0%

NAME ID

Sarah Palin had the highest name ID at 100 percent followed by Mike Huckabee at 99 percent, Newt Gingrich at 98 percent and Mitt Romney at 97 percent. Ron Paul had 89 percent. From there, name ID dropped off significantly. Tim Pawlenty's name ID was 64 percent, followed by Michele Bachmann at 60 percent, Rick Santorum at 58 percent, Haley Barbour at 52 percent, John Thune at 43 percent, Mike Pence at 38 percent, Herman Cain at 20 percent and Gary Johnson at 19 percent.

Among those definitely voting, name ID figures for nearly every candidate were similar except for Bachmann, whose name ID was 70 percent with definite caucus attendees.

Huckabee had the best favorable/unfavorable numbers at 59-6, followed by Gingrich at 44-9, Palin 44-19, Romney 38-13, Paul 25-9, Bachmann 24-2, Pawlenty 16-2, Barbour 12-2, Santorum 10-2, Thune 7-1, Pence 6-0, Cain 4-0 and Johnson 1-0. With those definitely voting, Huckabee and Gingrich were slightly weaker while Palin was slightly stronger.

Among the candidates, Romney converts a higher percentage of his favorables into votes than any other candidate (42 percent) followed by Huckabee at 36 percent, Palin and Pawlenty at 24 percent, Pence at 20 percent, Gingrich at 16 percent, Paul at 13 percent, Cain at 9 percent, Bachmann at 8 percent, Thune at 5 percent, Santorum at 4 percent and Barbour at 3 percent.

When it comes to first and second choices, Romney converts 56 percent of his favorables followed by Huckabee at 51 percent, Palin at 46 percent, Pawlenty at 37 percent, Gingrich at 36 percent, Pence at 33 percent, Thune at 28 percent, Cain at 22 percent, Paul at 21 percent, Bachmann at 19 percent, Barbour at 16 percent and Santorum at 9 percent.

Looking at first, second or third choice, Romney gets 64 percent of his favorables, Huckabee 60 percent, Palin 53 percent, Pawlenty 52 percent, Gingrich 48 percent, Pence 43 percent, Thune 33 percent, Bachmann 29 percent, Paul 28 percent, Cain 26 percent, Barbour 22 percent and Santorum 14 percent.

ANALYSIS

The field is wide open. Right now, a quarter of voters are undecided and that number beats any other candidate. Huckabee and Romney are clearly the top two contenders and Romney, despite being in second, has a more motivated voter and ultimately would probably edge out Huckabee if the caucus were today with Palin a strong third.

Gingrich and Paul have good favorables, but both have a fatigue level that's stopping them from converting those favorables into votes. On this measure, both men run behind Pawlenty and Pence, who have made a

positive first impression on the state. With Pence heavily rumored to be considering a run for Indiana Governor, Pawlenty is the man to watch here and could be a sleeper.

Of the other candidates, Thune seemed to have the most on the ball. Bachmann could be dangerous if she is serious about the campaign and is taken seriously as a candidate (her support seemed to come from Huckabee in particular and also Palin, but these are small numbers and it's difficult to draw a conclusion). Neither Cain, who has visited the state repeatedly, Barbour, who mailed Iowa last year nor Santorum, who has also visited Iowa often, is gaining much traction. Johnson is a non-entity and got no first, second or third choice votes.

We asked open-ends on each of the candidates and will have a complete analysis later in the week.

DEMOGRAPHICS

46 percent of respondents are over 65, 34 percent 50-64 (in other words, 80 percent of likely caucus goers are 50 or over). 12 percent are 35 to 49 and 8 percent are under 35.

When asked their ethnic background, 46 percent said they were German, 24 percent English, 23 percent Irish, 9 percent Dutch, 6 percent Scottish, 5 percent Swedish, 5 percent Norwegian, 3 percent French, 3 percent Danish, 2 percent American Indian, 1 percent for each of the following: Italian, Polish, Czech, Swiss and Welsh. 65 percent attend religious services weekly, 13 percent "occasionally" and 22 percent never go.

78 percent described their political philosophy as conservative. 16 percent said they were moderate and 2 percent liberal. 2012 caucus attendees will, without a doubt, be the most conservative in history and put to rest the myth that Iowa Republicans are "moderates."

METHODOLOGY

Surveys were completed from randomly selected Republicans who had voted in the 2010 primary. Live callers from our phone facility in Franklin, New Jersey interviewed respondents. Interviewers completed one survey per 9.7 numbers dialed. Candidate names were read in alphabetical order and the ballot test question was read unaided, although names were read again if respondents asked. Michele Bachmann's name was included on 245 surveys over the last three nights and her numbers reflect those nights only. The Iowa-based Vero Consulting Group supplied voter lists.

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