



Opinion Savvy – Iowa GOP Caucus 3.24.15

Sponsor(s)	None
Target Population	Likely Iowa Republican Caucus voters
Sampling Method	<p>The survey was conducted using blended sample, mixed mode.</p> <p>IVR: Registered Iowa voters were selected randomly and surveyed on the evening of March 20th, 2015 using an interactive voice response system.</p> <p>Mobile: Registered voters not otherwise available by landline were surveyed on their mobile device.</p>
Weighting	Unlikely voters and Democratic caucus participants were excluded from the tabulation. The poll was weighted for age, race, and gender according to 2012 Iowa GOP caucus statistics.
Total Number of Respondents	552 (weighted)
Margin of Error	±4.16% (95% confidence)



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1. If the Iowa caucus to determine the Republican and Democratic nominees for president in 2016 were held today, which caucus would you attend?

- a. Republican
- b. Democratic
- c. I do not plan on attending

	Frequency	Percent	Age				Race			
			18-29	30-44	45-64	65+	White	African American	Hispanic / Latino	Other
Republican	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Frequency	Percent	Gender		Political Affiliation			Collector	
			Male	Female	Republican	Democrat	Independent	Landline	Mobile
Republican	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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2. What is your opinion of the job performance of President Barack Obama?

	Frequency	Percent	Age				Race			
			18-29	30-44	45-64	65+	White	African American	Hispanic / Latino	Other
Approve	14	2.6		7.5%	.8%	2.9%	2.6%			
Somewhat Approve	14	2.5		3.0%	2.9%	2.1%	2.4%	20.0%		
Somewhat Disapprove	53	9.5	18.2%	10.4%	5.5%	13.0%	9.6%			
Disapprove	468	84.7	81.8%	77.6%	90.3%	81.1%	84.8%	80.0%	100.0%	66.7%
Undecided	4	.7		1.5%	.4%	.8%	.6%			33.3%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Frequency	Percent	Gender		Political Affiliation			Collector	
			Male	Female	Republican	Democrat	Independent	Landline	Mobile
Approve	14	2.6	3.8%	1.5%	1.6%	29.4%	1.9%	2.1%	5.7%
Somewhat Approve	14	2.5	1.7%	3.0%	2.3%	17.6%	1.0%	2.1%	4.6%
Somewhat Disapprove	53	9.5	10.5%	8.3%	9.3%	23.5%	8.6%	10.3%	5.7%
Disapprove	468	84.7	83.6%	86.4%	86.1%	29.4%	87.6%	84.8%	82.8%
Undecided	4	.7	.3%	.8%	.7%		1.0%	.6%	1.1%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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3. If the Republican presidential caucus were being held today, and the candidates were Jeb Bush, Ben Carson, Chris Christie, Ted Cruz, Mike Huckabee, Rand Paul, Marco Rubio, Donald Trump, and Scott Walker, who would you support?

	Frequency	Percent	Age				Race			
			18-29	30-44	45-64	65+	White	African American	Hispanic / Latino	Other
Bush	68	12.3	10.0%	14.9%	11.8%	12.2%	12.2%	25.0%		50.0%
Carson	75	13.5		19.4%	10.5%	15.6%	13.5%		33.3%	
Christie	27	4.8		10.4%	3.4%	4.6%	5.0%			
Cruz	38	6.9	30.0%	7.5%	9.2%	3.8%	6.6%	25.0%	33.3%	
Huckabee	58	10.5		10.4%	8.4%	13.1%	10.7%			
Paul	27	5.0	10.0%		8.0%	3.0%	5.0%			
Rubio	30	5.4		10.4%	5.5%	4.2%	5.5%			
Trump	16	3.0	10.0%		3.8%	2.5%	3.0%			
Walker	160	29.0	10.0%	16.4%	31.9%	30.0%	28.8%	50.0%	33.3%	50.0%
No opinion / other	53	9.7	30.0%	10.4%	7.6%	11.0%	9.8%			
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Frequency	Percent	Gender		Political Affiliation			Collector	
			Male	Female	Republican	Democrat	Independent	Landline	Mobile
Bush	68	12.3	15.3%	9.1%	12.1%	62.5%	5.7%	10.9%	20.0%
Carson	75	13.5	12.2%	14.8%	15.8%		6.7%	14.1%	10.6%
Christie	27	4.8	3.8%	6.1%	5.1%	6.3%	3.8%	5.4%	2.4%
Cruz	38	6.9	7.0%	6.8%	6.0%		10.5%	6.6%	8.2%
Huckabee	58	10.5	9.8%	11.4%	10.7%		11.4%	10.9%	8.2%
Paul	27	5.0	5.6%	4.2%	4.4%		7.6%	4.5%	7.1%
Rubio	30	5.4	4.5%	6.4%	5.1%		7.6%	6.4%	
Trump	16	3.0	2.8%	3.0%	3.2%		2.9%	3.2%	1.2%
Walker	160	29.0	33.1%	24.6%	27.8%	6.3%	37.1%	28.5%	31.8%
No opinion / other	53	9.7	5.9%	13.6%	9.7%	25.0%	6.7%	9.4%	10.6%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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4. Age

	Frequency	Percent	Race				Gender		Political Affiliation			Collector	
			White	African American	Hispanic / Latino	Other	Male	Female	Republican	Democrat	Independent	Landline	Mobile
18-29	11	2.0	2.0%				3.1%	.8%	2.3%		1.0%	.9%	8.0%
30-44	66	12.0	11.5%	16.7%	66.7%	33.3%	11.5%	12.5%	11.8%	29.4%	9.5%	11.1%	17.2%
45-64	237	43.0	42.7%	66.7%	33.3%	66.7%	46.3%	39.6%	38.3%	58.8%	60.0%	39.8%	59.8%
65+	238	43.1	43.8%	16.7%			39.0%	47.2%	47.6%	11.8%	29.5%	48.2%	14.9%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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5. Race

	Frequency	Percent	Age				Gender		Political Affiliation			Collector	
			18-29	30-44	45-64	65+	Male	Female	Republican	Democrat	Independent	Landline	Mobile
White	541	98.0	100.0%	93.9%	97.1%	99.6%	98.3%	98.1%	98.6%	88.2%	96.2%	97.9%	97.7%
African American	6	1.0		1.5%	1.7%	.4%	1.0%	.8%	.7%	11.8%	1.0%	1.1%	1.2%
Hispanic / Latino	3	.5		3.0%	.4%			1.1%	.2%		1.9%	.6%	
Other	3	.5		1.5%	.8%		.7%		.5%		1.0%	.4%	1.2%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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6. Gender

	Frequency	Percent	Age				Race				Political Affiliation			Collector	
			18-29	30-44	45-64	65+	White	African American	Hispanic / Latino	Other	Republican	Democrat	Independent	Landline	Mobile
Male	287	52.0	81.8%	50.0%	55.9%	47.3%	51.9%	60.0%		100.0%	49.3%	64.7%	61.0%	45.3%	88.4%
Female	265	48.0	18.2%	50.0%	44.1%	52.7%	48.1%	40.0%	100.0%		50.7%	35.3%	39.0%	54.7%	11.6%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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7. Political Affiliation

	Frequency	Percent	Age				Race				Gender		Collector	
			18-29	30-44	45-64	65+	White	African American	Hispanic / Latino	Other	Male	Female	Landline	Mobile
Republican	430	77.9	90.9%	77.3%	69.3%	86.1%	78.6%	50.0%	33.3%	66.7%	73.9%	82.3%	82.2%	55.8%
Democrat	17	3.0		7.6%	4.2%	.8%	2.8%	33.3%			3.8%	2.3%	.6%	15.1%
Independent	105	19.1	9.1%	15.2%	26.5%	13.0%	18.7%	16.7%	66.7%	33.3%	22.3%	15.5%	17.2%	29.1%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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8. Collector

	Frequency	Percent	Age				Race				Gender		Political Affiliation		
			18-29	30-44	45-64	65+	White	African American	Hispanic / Latino	Other	Male	Female	Republican	Democrat	Independent
Landline	466	84.4	36.4%	77.6%	78.2%	94.5%	84.5%	83.3%	100.0%	66.7%	73.5%	96.2%	88.8%	18.8%	76.2%
Mobile	86	15.6	63.6%	22.4%	21.8%	5.5%	15.5%	16.7%		33.3%	26.5%	3.8%	11.2%	81.3%	23.8%
Total	552	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%