

BLOOMBERG POLITICS/DES MOINES REGISTER IOWA POLL

SELZER & COMPANY
402 Republican likely caucus-goers
401 Democratic likely caucus-goers
Margin of error: ± 4.9 percentage points

Study #2113
January 26-29, 2015
3,813 contacts weighted by age, sex, and
congressional district to conform to active voters
in the Iowa voter registration list

Methodology

January 31 (Bloomberg) — The Iowa Poll, conducted Jan. 26-29 for Bloomberg Politics and The Des Moines Register by Selzer & Co. of Des Moines, is based on telephone interviews with 401 registered Iowa voters who say they definitely or probably will attend the 2016 Democratic caucuses and 402 registered voters who say they definitely or probably will attend the 2016 Republican caucuses.

Interviewers contacted 3,813 randomly selected active voters from the Iowa secretary of state's voter registration list by telephone. Responses were adjusted by age, sex, and congressional district to reflect all active voters in the voter registration list.

Questions based on the subsamples of 401 likely Democratic caucus attendees and 402 likely Republican caucus attendees have a maximum margin of error of plus or minus 4.9 percentage points. This means that if this survey were repeated using the same questions and the same methodology, 19 times out of 20, the findings would not vary from the percentages shown here by more than plus or minus 4.9 percentage points. Results based on smaller samples of respondents—such as by gender or age—have a larger margin of error.

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Poll Questions

How likely is it you will attend one of the caucuses scheduled for February of 2016—will you definitely attend, probably attend, or probably not attend? **(If definitely or probably attend, ask:)** Will you attend the Democratic or the Republican caucus?

Rep CG	DEM CG		
-	42	Definitely attend Democratic caucus	
-	58	Probably attend Democratic caucus	
40	-	Definitely attend Republican caucus	Continue
60	-	Probably attend Republican caucus	
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-	-	Probably not attend a caucus	
-	-	Don't know which caucus will attend	Terminate
-	-	Not sure	

Have you attended caucuses in the past or will this be your first caucus? **(If attended in past, ask:)** Was that a Republican caucus, a Democratic caucus or both?

Rep CG	Dem CG	
67	7	Attended Republican caucus in the past
1	61	Attended Democratic caucus in the past
15	11	Attended both
17	21	First caucus
-	-	Not sure

BASED ON DEMOCRATIC CAUCUSGOERS

Now, I'm going to mention some prominent Democrats, including people talked about as possible candidates for the Democratic nomination for president. For each, please tell me if your feelings are very favorable, mostly favorable, mostly unfavorable, or very unfavorable. If you don't know enough about the person to answer, just say so. (Record "don't know" as "not sure." Rotated list, but Obama always goes first.)

		Fav	Unf	Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Not Sure
Barack Obama , president of the United States	Jan-15	86	13	49	37	5	8	1
Joe Biden , vice president of the United States	Jan-15	78	20	25	53	14	6	2
	Oct-14	60	34	15	45	19	15	6
Hillary Clinton , former secretary of state	Jan-15	84	15	46	38	7	8	1
	Oct-14	76	19	43	33	8	11	5
Martin O'Malley , governor of Maryland	Jan-15	13	9	2	11	6	3	78
	Oct-14	13	9	2	11	7	2	78
Bernie Sanders , U.S. senator from Vermont	Jan-15	37	12	17	20	8	4	51
	Oct-14	29	13	10	19	8	5	58
Elizabeth Warren , U.S. senator from Massachusetts	Jan-15	58	11	30	28	6	5	31
	Oct-14	44	11	23	21	6	5	45
Jim Webb , former U.S. senator from Virginia	Jan-15	21	11	3	18	8	3	68
	Oct-14	16	12	1	15	8	4	72

Which one of the following Democratic candidates would be your first choice for president? (Read list and rotate.) And who would your second choice be? (If Uncommitted, or Not sure in first choice question, record No first choice and do not ask. Read list only if necessary.)

Jan-15	Q.18a First Choice	Q.18b Second Choice	First or second choice Combined*
Joe Biden	9	26	35
Hillary Clinton	56	15	71
Martin O'Malley	1	3	4
Bernie Sanders	5	6	11
Elizabeth Warren	16	23	39
Jim Webb	3	6	9
"Uncommitted" (VOL-only if respondent says the word "uncommitted.")	4	3	
Not sure	6	8	
No first choice	N/A	10	

*Combines answers from first choice and second choice, so total may exceed 100%.

Which one of the following Democratic candidates would be your first choice for president? **(Read list and rotate.)**

And who would your second choice be? **(If Uncommitted, or Not sure in first choice question, record No first choice and do not ask. Read list only if necessary.)**

Oct-14: Rank-ordered by combined. List of candidates differs from that of Jan-15	Q.18a First Choice	Q.18b Second Choice	First or second choice Combined*
Joe Biden	9	19	28
Hillary Clinton	53	15	68
Andrew Cuomo	1	2	3
John Kerry	7	21	28
Martin O'Malley	-	1	1
Bernie Sanders	3	4	7
Brian Schweitzer	1	1	2
Elizabeth Warren	10	15	25
Jim Webb	1	2	3
"Uncommitted" (VOL—only if respondent says the word "uncommitted.")	3	N/A	
Not sure	12	5	
No first choice	N/A	15	

*Combines answers from first choice and second choice, so total may exceed 100%.

I'm going to read a list of potential Republican candidates. If Republicans were to win the White House in 2016, which ONE or TWO of the following do you think would be the best leader? **(Allow up to TWO answers. Rotate list. Multiple responses accepted, so total may exceed 100%.)**

- 19 Jeb Bush, former governor of Florida
- 3 Ben Carson, retired neurosurgeon from Maryland
- 20 Chris Christie, governor of New Jersey
- 3 Ted Cruz, U.S. senator from Texas
- 4 Carly Fiorina, former CEO of Hewlett-Packard and candidate for the U.S. Senate in California
- 6 Mike Huckabee, former governor of Arkansas
- 2 Bobby Jindal, governor of Louisiana
- 3 John Kasich, governor of Ohio
- 8 Rand Paul, U.S. senator from Kentucky
- 2 Mike Pence, governor of Indiana
- 1 Rick Perry, former governor of Texas
- 15 Mitt Romney, former governor of Massachusetts and former Republican nominee for president
- 5 Marco Rubio, U.S. senator from Florida
- 3 Rick Santorum, former U.S. senator from Pennsylvania
- 3 Donald Trump, businessman and television personality
- 4 Scott Walker, governor of Wisconsin
- 17 None of these (VOL)
- 6 Not sure

When it comes to Hillary Clinton, do you think the strength of her potential candidacy is based more on her: **(Rotate items.)**

- 36 Unique qualities and achievements
- 19 Family connections to politics
- 40 Policies and vision for the country
- 5 Not sure

I'm going to mention things about Hillary Clinton some people consider negatives. For each, please tell me if this is a deal-killer for you, something you'd have to consider when deciding whether to support her, or is it no real problem for you? **(Rotate list.)**

	Deal-Killer	Consider	No real Problem	Not Sure
She has close ties to the big banks on Wall Street	10	36	53	1
There are lingering questions about how she handled the attacks in Benghazi	7	25	66	2
She has been in the public eye a long time and is married to a former president, so people are tired of her	4	12	83	1
She did not create a fresh start with Russia or bring Israel and the Palestinians any closer together as Secretary of State	5	25	67	3
She came in third in the 2008 Iowa caucuses and might not know how to win here	2	14	83	1

BASED ON REPUBLICAN CAUCUSGOERS

Now, I'm going to mention some people talked about as possible candidates for the Republican nomination for president. For each, please tell me if your feelings are very favorable, mostly favorable, mostly unfavorable, or very unfavorable. If you don't know enough about the person to answer, just say so. (Record "don't know" as "not sure." Rotate list.)

		Fav	Unf	Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Not Sure
Jeb Bush , former governor of Florida	Jan-15	46	43	17	29	25	18	11
	Oct-14	50	28	9	41	19	9	22
Ben Carson , retired neurosurgeon from Maryland	Jan-15	50	12	28	22	9	3	38
	Oct-14	41	8	24	17	4	4	51
Chris Christie , governor of New Jersey	Jan-15	36	54	7	29	32	22	10
	Oct-14	39	45	8	31	29	16	16
Ted Cruz , U.S. senator from Texas	Jan-15	58	21	22	36	14	7	21
	Oct-14	52	18	20	32	11	7	30
Carly Fiorina , former CEO of Hewlett-Packard and candidate for the U.S. Senate in California	Jan-15	15	19	4	11	13	6	66
	Oct-14	15	19	4	11	13	6	66
Mike Huckabee , former governor of Arkansas	Jan-15	66	28	28	38	21	7	6
	Oct-14	59	30	23	36	23	7	11
Bobby Jindal , governor of Louisiana	Jan-15	39	20	10	29	15	5	41
	Oct-14	41	14	12	29	11	3	45
John Kasich , governor of Ohio	Jan-15	22	14	7	15	10	4	64
	Oct-14	17	7	3	14	5	2	76
Rand Paul , U.S. senator from Kentucky	Jan-15	64	25	25	39	18	7	11
	Oct-14	59	24	21	38	18	6	17
Mike Pence , governor of Indiana	Jan-15	13	14	2	11	10	4	73
	Oct-14	10	10	2	8	8	2	80
Rick Perry , former governor of Texas	Jan-15	64	26	20	44	20	6	10
	Oct-14	64	23	23	41	17	6	13
Mitt Romney , former governor of Massachusetts and former Republican nominee for president	Jan-15	57	40	22	35	24	16	3
	Oct-14	65	30	28	37	20	10	5
Marco Rubio , U.S. senator from Florida	Jan-15	57	20	16	41	15	5	23
	Oct-14	54	16	14	40	12	4	30
Rick Santorum , former U.S. senator from Pennsylvania	Jan-15	57	30	16	41	22	8	13
	Oct-14	52	30	14	38	20	10	18
Donald Trump , businessman and television personality	Jan-15	26	68	4	22	36	32	6
	Oct-14	26	68	4	22	36	32	6
Scott Walker , governor of Wisconsin	Jan-15	60	12	32	28	6	6	28
	Oct-14	49	10	20	29	7	3	41

Which one of the following Republican candidates would be your first choice for president? **(Read list and rotate.)**
 And who would your second choice be? **(If Uncommitted or Not sure in first choice question, code as No first choice and do not ask. Read list only if necessary.)**

Jan-15	Q.10a First Choice	Q.10b Second Choice	First or second choice Combined*
Jeb Bush	8	7	15
Ben Carson	9	10	19
Chris Christie	4	3	7
Ted Cruz	5	6	11
Carly Fiorina	1	1	2
Mike Huckabee	10	7	17
Bobby Jindal	2	2	4
John Kasich	1	1	2
Rand Paul	14	9	23
Mike Pence	-	-	-
Rick Perry	3	5	8
Mitt Romney	13	10	23
Marco Rubio	3	8	11
Rick Santorum	4	6	10
Donald Trump	1	1	2
Scott Walker	15	10	25
“Uncommitted” (VOL– only if respondent says the word “uncommitted.”)	2	1	
Not sure	5	6	
No first choice	N/A	7	

*Combines answers from first choice and second choice, so total may exceed 100%.

Jan-15	First Choice with Romney	First Choice Romney reallocated	Gains from reallocating Romney votes to their second choice
Scott Walker	15	16	+1
Rand Paul	14	15	+1
Mitt Romney	13	n/a	n/a
Mike Huckabee	10	13	+3
Ben Carson	9	10	+1
Jeb Bush	8	9	+1
Ted Cruz	5	6	+1
Chris Christie	4	6	+2
Rick Santorum	4	5	+1
Marco Rubio	3	4	+1
Rick Perry	3	3	-
Bobby Jindal	2	2	-
Carly Fiorina	1	1	-
John Kasich	1	1	-
Donald Trump	1	1	-
Mike Pence	-	-	-
“Uncommitted” (VOL– only if respondent says the word “uncommitted.”)	2	3	
Not sure	5	5	

Which one of the following Republican candidates would be your first choice for president? **(Read list and rotate.)**

And who would your second choice be? **(If Uncommitted or Not sure in Q.10a, code Q.10b as No first choice and do not ask. Read list only if necessary.)**

Oct-14	Q.10a First Choice	Q.10b Second Choice	First or second choice Combined*
Jeb Bush	4	8	12
Ben Carson	11	7	18
Chris Christie	6	5	11
Ted Cruz	7	6	13
Mike Huckabee	9	8	17
John Kasich	1	-	1
Bobby Jindal	1	4	5
Mike Pence	-	1	1
Rick Perry	7	6	13
Rand Paul	10	8	18
Rob Portman	-	-	-
Mitt Romney	17	8	25
Marco Rubio	2	3	5
Paul Ryan	8	10	18
Rick Santorum	3	5	8
Scott Walker	4	5	9
“Uncommitted” (VOL— only if respondent says the word “uncommitted.”)	1	N/A	
Not sure	9	6	
No first choice	N/A	10	

*Combines answers from first choice and second choice, so total may exceed 100%.

I’m going to list these potential candidates again. For each, I’d like you to tell me if you think this person is too conservative, too moderate, or about right. **(Rotate list.)**

	Too Conservative	Too Moderate	About Right	Not Sure
Jeb Bush	7	37	40	16
Ben Carson	4	5	49	42
Chris Christie	7	46	27	20
Ted Cruz	20	5	48	27
Carly Fiorina	3	7	15	75
Mike Huckabee	23	9	57	11
Bobby Jindal	8	6	38	48
John Kasich	3	7	23	67
Rand Paul	19	10	55	16
Mike Pence	4	6	13	77
Rick Perry	14	8	62	16
Mitt Romney	9	37	46	8
Marco Rubio	6	13	53	28
Rick Santorum	23	8	49	20
Donald Trump	15	30	28	27
Scott Walker	7	3	56	34

Is it more important to you to vote for the person who most aligns with your values even if that person would not be electable, or is it more important to vote for the person most likely to win the White House for Republicans?

- 60 More important for the person to align with values even if not electable
- 36 More important for the person to be electable and win the White House for Republicans
- 4 Not sure

Thinking just about Jeb Bush and Mitt Romney, which one do you think is better at—[INSERT ITEM]—Bush, Romney, or neither? **(Rotate list.)**

	Bush	Romney	Neither	Not Sure
Understanding people like you	26	37	30	7
Having a vision for the future	22	49	24	5
Being a stronger candidate against Hillary Clinton	33	36	26	5
Creating new jobs	14	58	17	11
Combating terrorism	28	37	20	15

I'm going to mention some things about Mitt Romney and Jeb Bush some people consider negatives. For each, please tell me if this is a deal-killer for you, something you'd have to consider when deciding whether to support him, or is the position no real problem for you? **(Rotate list.)**

	Deal-Killer	Consider	No real Problem	Not Sure
Mitt Romney is part of the Wall Street elite and favors looser regulations on banks	16	27	52	5
Mitt Romney ran for president in 2012 and lost by a wide margin	27	27	44	2
Mitt Romney is solidly against any sort of immigration reform	24	30	42	4

When it comes to Jeb Bush, do you think the strength of his potential candidacy is based more on his: **(Rotate items.)**

- 19 Unique qualities and achievements
- 50 Family connections to politics
- 19 Policies and vision for the country
- 12 Not sure

When it comes to Mitt Romney, which of the following do you agree with more? **(Rotate items.)**

- 45 He has run for president twice and failed. He should stay out of the race.
- 47 Because he has run for president before, even though he failed, he will be a better candidate and should get into the race
- 8 Not sure

As of today, Hillary Clinton is the frontrunner for the Democratic nomination. Are you more: **(Rotate options.)**

- 29 Happy to have her as the nominee because it would be relatively easy for Republicans to defeat her
- 63 Unhappy to have her as the nominee because I wouldn't want to risk her becoming president
- 8 Not sure

When you think about 2017 and the kind of problems the nation will face as a new president takes office, which of the following do you think would be the better leader: **(Rotate options.)**

Rep CG	Dem CG	
43	57	A mainstream establishment candidate with executive experience who understands business, and who knows the ropes and knows how to execute ideas
51	34	An anti-establishment candidate without a lot of ties to Washington or Wall Street who would change the way things are done and challenge conventional thinking
6	9	Not sure

Which of the following is most important to you in selecting a presidential candidate: Moral character and personal values, experience and stands on the issues, or electability?

Rep CG	Dem CG	
63	34	Moral character and personal values
27	55	Experience and stands on the issues
9	9	Electability
1	2	Not sure

Are you mostly confident or mostly not confident that you are safe from a violent terrorist attack that could result in deaths?

Rep CG	Dem CG	
62	87	Mostly confident
35	11	Mostly not confident
3	2	Not sure