



**To: Interested Parties**  
**From: Steve Grubbs, President**  
**Date: August 15<sup>th</sup>, 2005**  
**Re: Caucus Polling analysis**

## **The Survey**

A survey of potential Iowa Republican caucus attendees was conducted from August 8-10, 2005. Four hundred surveys were completed. The survey research was conducted by Victory Enterprises, Iowa's leading Republican polling and research firm.

## **About Victory Enterprises**

Victory Enterprises was founded by Steve Grubbs, former member of the Iowa House of Representatives and former Republican Party of Iowa Chairman from '97-'98. Brian Dumas serves as vice-president at Victory Enterprises. Brian formerly served as Senator Chuck Grassley's state organization director for his '98 campaign as well as the state director of legislative campaigns in the 2000 election cycle. Victory Enterprises has offices in three states: Iowa, Illinois and Nebraska. Victory Enterprises conducts polling for corporate and political clients across the Midwest. A client reference sheet is attached.

## **Statistical Accuracy**

Victory Enterprises used three methods to gain a statistically accurate representation of Republican caucus attendees.

First, we completed 400 surveys to provide a 5% margin of error at a 95% confidence level.

Second, the survey was balanced on three known demographic factors: gender, age and geography within Congressional District.

Third, only Iowa Republican primary voters were phoned and then additional screens for

Illinois Office:  
785 N. Dean  
Bushnell, IL 61422  
Phone: 217-649-1754

Headquarters:  
5200 SW 30th Street  
Davenport, IA 52802  
Phone: 866-241-2294

Nebraska Office:  
1605 S. 176th St.  
Omaha, NE 68130  
Phone: 402-680-3320



age, likelihood to participate in the caucuses and other factors were used to narrow the universe down to those who are most likely to vote in the next Republican presidential caucus.

## General Observations

While there is a tremendous amount of interesting and useful data contained within the topline results of the survey, a few points stand out:

1. Despite the fact that we are two and a half years out from the Iowa Caucuses, 72% of potential caucus attendees were willing to offer an opinion as to who they would support if the election were held today.
2. The presidential ballot test was offered twice. The first time it was asked with a list of candidates who are frequently mentioned as potential entrants in the GOP field. The second ballot test had four additional names that are less frequently mentioned. Only one of the additional candidates dramatically impacted the results of the ballot test.
3. In the first ballot test, two candidates stood out from the rest: Rudy Giuliani and John McCain. Both candidates have high name identification and were chosen by 21.7% of voters as their first choice for a Republican nominee.
4. But once the name of Condoleeza Rice was added to the mix in the second ballot test, she became the immediate leader with 30.3% of the vote. Giuliani fell to 15.3% and McCain fell to 16%. This may be the first time in history that an African-American woman has ever led a preference poll of likely presidential voters in either party. Despite the fact that it is extremely early in the process, the historical importance of this cannot be understated. The effort by President Bush to change the face of the Republican party has been effective when measured by Iowa GOP caucus attendees.
5. Condoleeza Rice has the highest favorable name identification at 80%, followed by Rudy Giuliani at 66%, Newt Gingrich at 50% and John McCain at 44%. Governor George Pataki of New York rounds out the top five at 27%.
6. While McCain and Gingrich are among the more popular in Iowa Republican circles, they also have polarized the electorate more than the other candidates. Thirty three

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percent of potential caucus attendees have an unfavorable impression of John McCain while 24% have an unfavorable impression of Newt Gingrich. Giuliani's unfavorable impression is only at 9% while its 8% for Rice. Giuliani's upstate counterpart, George Pataki, is at 9% as well.

7. On the issue of stem cell research, Senator Bill Frist's decision to part ways with the Bush administration may provide him challenges among Iowa caucus voters. Two questions were asked related to stem cell research and in each case, three out of five voters sided with the position taken by the Bush administration and against the position of Senator Frist. Having said that, the Iowa caucuses will likely be won with 30% of the vote or less and in this case, there are enough voters who agree with the Frist position to secure a victory.
8. On the issue of abortion, voters were given the option of indicating whether they vote for pro-life candidates, pro-choice candidates or whether it's an issue that doesn't matter that much to them. 61% of voters prefer pro-life candidates, 25% said it's an issue that does not matter that much to them and 11% prefer pro-choice candidates.
9. Fifty eight percent of Republican caucus voters prefer candidates who side with gun rights or the NRA versus gun control groups.
10. Seventy nine percent of respondents indicated the federal government was not doing enough to control illegal immigration.
11. And on the issue of property rights, sixty eight percent of respondents indicated the Congress should take action to stop the recent court ruling that allowed local governments to require one private property owner to sell their land to another private property owner.
12. Republican caucus attendees haven't lost their taste for less government. 66% of respondents would like to see spending and taxes reduced while 24% think it's about right. Three percent would like to see more spending and taxes.

The Iowa Republican caucuses are traditionally won by an establishment candidate. Going back to 1980, a Bush or Dole has won every caucus except 1984 when Reagan was uncontested. 2004 will offer voters a wide open field – probably without a Bush or a

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Dole. The current ten person field will almost certainly be winnowed down over the next two years, but it is clear that lesser known candidates who may be in the single digits today, certainly have an opportunity to win the Iowa Caucuses.

For more information and access to the full cross tabulation data, script information and additional analysis, visit [www.VictoryEnterprises.com](http://www.VictoryEnterprises.com)

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