

September 27, 2012

Iowa-4 Survey Results

To: Interested Parties

From: Greenberg Quinlan Rosner

Steve King On the Ropes

Two surveys taken in the last few days show incumbent Steve King on the ropes in Iowa's new Fourth District. Public Policy Polling released a survey today showing Christie Vilsack closing the gap in this Republican-leaning district, holding the incumbent to a 48 percent – 45 percent King margin. Greenberg Quinlan Rosner conducted a survey over the same time period showing the same trend. Not only is the race competitive electorally, but the voters here are starting to turn on King personally and doubt his effectiveness in office.

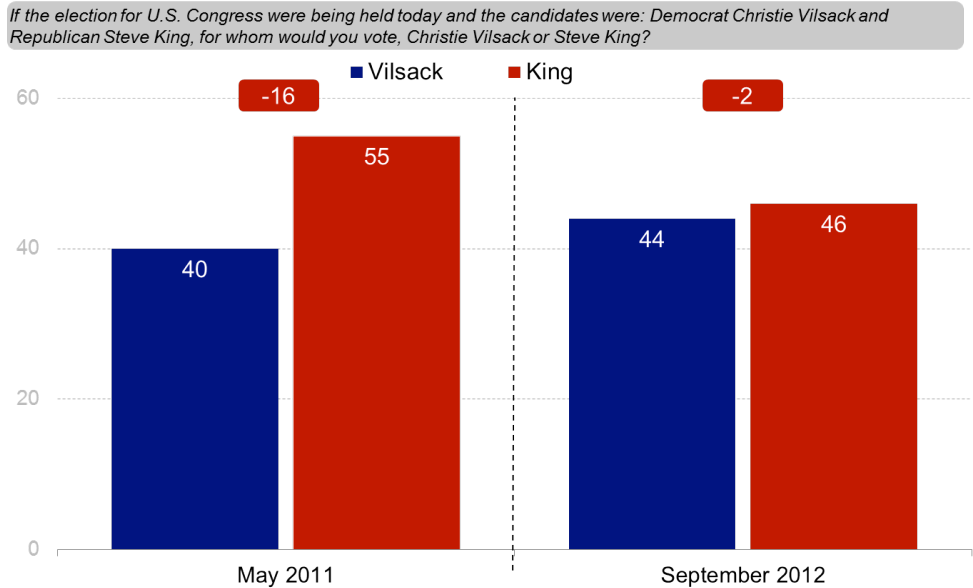
This memo summarizes the results of a 400 likely voters in Iowa's 4th Congressional District. It was taken September 22-25, 2012 and carries a margin of error of +/- 4.90 at a 95 percent confidence interval. This survey was commissioned by the Vilsack campaign:

Main Findings

The trial heat is extremely close

Steve King manages only a two-point lead in a heat against Christie Vilsack: 46 percent King, 44 percent Vilsack, well within the margin of error. Independent candidate Martin Moore manages 4 percent of the vote share. Since this firm began tracking this race in June, 2011, Vilsack has cut King's 16-point initial margin to just 2 points.

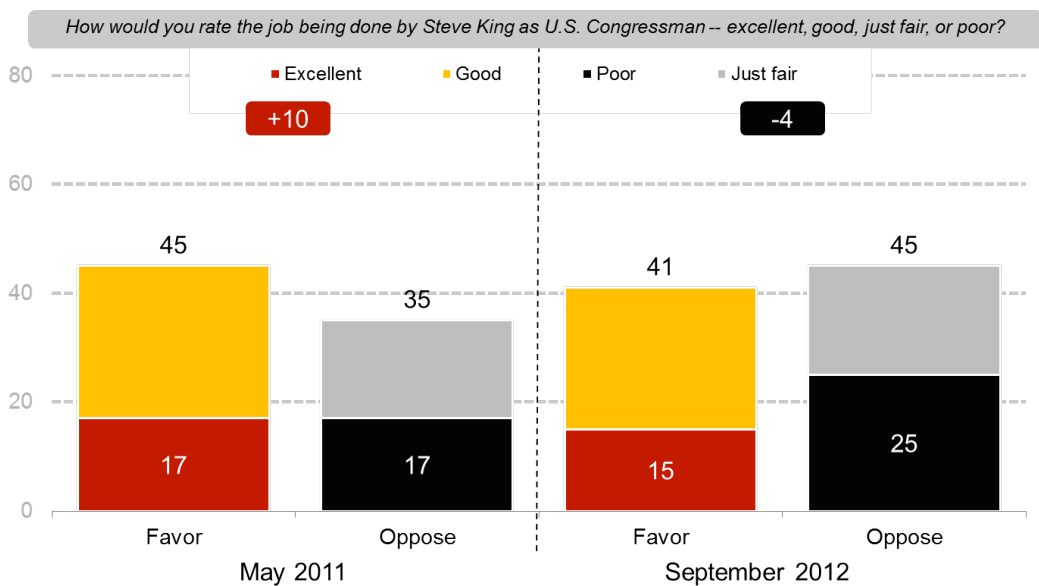
Figure 1: Change in Trial Heat over Time



King’s act has grown tiresome

In his own ads, King describes himself as “straight shooter.” Iowa voters seem to be drawing a different conclusion. His job ratings are underwater as 45 percent criticize his work in office, while just 41 percent respond favorably. Fully a quarter (25 percent) describe his work as poor. His negatives on this measure have grown 10 points since May. Similarly, voters’ reactions to him personally are mixed: 39 percent favorable, 34 percent unfavorable.

Figure 2: King’s Job Rating Over Time



Conclusions

The Fourth District is more competitive in raw partisan terms than King's former Fifth District, but it still leans Republican. This one will likely go down to the wire. But two concurrent surveys show all the momentum behind Christie Vilsack.