

**MEMO: KING STRONG IN IOWA FOURTH**

**FOR:** REIGNITE IOWA PAC  
**FROM:** CHRIS WILSON  
**SUBJECT:** CONGRESSMAN KING STRONG IN IA-04  
**DATE:** APRIL 27, 2016

WPA conducted a poll in Iowa's 4<sup>th</sup> District on April 10 & 11, which shows Congressman King in a commanding position with an overwhelmingly positive image among Republican primary voters in the district. It is apparent that his primary challenger has made no impact:

	Favorable	Unfavorable	Name ID
King	71%	19%	97%
Bertrand	16%	6%	46%

Impact on the Ballot

In fact, a majority of primary voters in the district would vote to reelect King no matter who ran against him.

Would vote to re-elect Steve King regardless who ran against him	52%
Would consider another candidate	31%
Don't know/Refused	6%
Would vote to replace Steve King regardless who ran against him	11%

Against the actual challenger King's support is even stronger:

	Vote Intention
King	68%
Bertrand	16%
Undecided	15%

The foundation of King's support is among voters who identify themselves as somewhat conservative or very conservative. King leads his challenger by sixty-seven points among somewhat conservative voters, and a shocking seventy-eight points among very conservative voters.

Conclusion

Given the makeup of the Republican primary electorate in Iowa's 4<sup>th</sup> District these numbers are encouraging for the Congressman. The high name recognition and favorable opinion of King among primary voters has made it difficult for his challenger to gain traction. King's ballot lead is reinforced by his strength among somewhat and very conservative voters.

## Methodology

WPA Research conducted a survey among likely Republican primary voters in Iowa's 4<sup>th</sup> Congressional District. WPA selected a random sample of likely Republican primary voters from a list of past participants which Iowa maintains, supplemented with Random Digit Dialing (RDD). The sample for this survey was stratified based on geography, age, and gender. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview April 10-11, 2016. The study has a sample size of n=400 likely Republican primary voters (15% cell phone interviews) and a margin of error is equal to  $\pm 4.9\%$  in 95 out of 100 cases.

## About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.