



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

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CULVER TRAILS BRANSTAD 50% TO 34%, GENERIC CONGRESSIONAL BALLOT TEST SHOWS REPUBLICAN CANDIDATE LEADING DEMOCRAT CANDIDATE 40% TO 33%, 41% INTEND TO SUPPORT INCUMBENTS THAT VOTED FOR HEALTH CARE REFORM, 48% INTEND TO OPPOSE

Louisville, CO – Magellan Data and Mapping Strategies has released the results of an automated survey of 1,353N likely Iowa general election voters. This survey has a margin of error of 2.7% at the 95% confidence interval. The interviewing was conducted on March 30th, 2010. The survey topline, crosstab and presentation results are available for download at www.MagellanStrategies.com.

Iowa Governor Ballot Tests

Among likely Iowa general election voters, Governor Chet Culver trails one Republican primary candidate, is statistically tied with another, and leads Republican candidate Rod Roberts. The strongest Republican challenger to Chet Culver is former Governor Terry Branstad. The Culver-Branstad ballot test shows Terry Branstad with a 16 point lead over Chet Culver, 50% to 34%, with 8% supporting another candidate and 8% undecided. The Culver-Vander Plaats ballot test has Chet Culver in a tie with 2006 Republican Lieutenant Governor Candidate Bob Vander Plaats, 40% to 39%, 8% for another candidate, and 13% undecided. Chet Culver leads State Representative Rod Roberts by 6 points, 38% to 32%, 12% for another candidate, and 18% undecided. Among the key voter subgroup of Iowa independent voters, which Magellan projects to constitute 25% of voter turnout in November, Chet Culver trails Terry Branstad by 34 points, 55% to 21%, trails Bob Vander Plaats by 7 points 36% to 29%, and is statistically tied with Rod Roberts 28% to 29%. All three gubernatorial ballot tests by key voter subgroup follow.

"If the election for Governor was being held today, for whom would you vote if the candidates were Chet Culver, Democrat, or Terry Branstad, Republican?"

Culver/Branstad Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65 Plus</u>
Branstad	50%	54%	46%	79%	19%	55%	47%	53%	52%	47%	50%
Culver	34%	33%	36%	7%	69%	21%	36%	27%	35%	37%	36%
Other Cand.	8%	7%	9%	9%	5%	10%	8%	15%	6%	7%	6%
Undecided	8%	6%	9%	5%	8%	13%	9%	5%	8%	9%	8%

"If the election for Governor was being held today, for whom would you vote if the candidates were Chet Culver, Democrat, or Bob Vander Plaats, Republican?"

Culver/Vander Plaats Ballot Test

Candidate	All Voters	Men	Wom	Rep	Dem	Ind	18-34	35-44	45-54	55-64	65 Plus
Vander Plaats	40%	45%	35%	74%	11%	36%	39%	49%	44%	33%	38%
Culver	39%	38%	39%	8%	74%	29%	42%	31%	37%	44%	38%
Some Other Candidate	9%	7%	10%	9%	6%	12%	7%	9%	7%	10%	9%
Undecided	13%	10%	16%	10%	10%	23%	13%	11%	12%	13%	15%

"If the election for Governor was being held today, for whom would you vote if the candidates were Chet Culver, Democrat, or Rod Roberts, Republican?"

Culver/Roberts Ballot Test

Candidate	All Voters	Men	Wom	Rep	Dem	Ind	18-34	35-44	45-54	55-64	65 Plus
Culver	38%	37%	40%	8%	73%	28%	38%	31%	37%	43%	40%
Roberts	32%	37%	27%	58%	9%	29%	40%	40%	34%	25%	27%
Some Other Candidate	12%	11%	14%	15%	7%	17%	6%	14%	12%	13%	14%
Undecided	18%	15%	20%	19%	11%	26%	17%	15%	17%	19%	19%

Chet Culver Image and Job Approval Rating

Chet Culver’s image rating among likely voters is currently “upside down” with 33% having a favorable opinion of him and 58% having an unfavorable opinion of him. Among his base of Democrat voters, only 62% have a favorable image and 31% have an unfavorable image. His job approval rating is similar to his image rating with 30% approving of the job he is doing and 56% disapproving. Among independent voters, only 19% approve of the job he is doing and 63% disapprove. Clearly, Governor Culver is in trouble with his base and independent voters. The following table summarizes Governor Culver’s image rating and job approval by region and party.

Governor Culver Image Rating and Job Approval

Culver	Statewide	CD1	CD2	CD3	CD4	CD5	Rep	Dem	Ind
Image Rating									
Favorable	33%	42%	36%	32%	29%	28%	10%	62%	23%
Unfavorable	58%	49%	57%	63%	64%	58%	82%	31%	68%
Job Approval									
Job Approve	30%	38%	34%	28%	28%	25%	9%	57%	19%
Job Disapprove	56%	45%	56%	58%	61%	59%	81%	28%	63%



Obama Job Approval

Among all voters, 42% approve and 50% disapprove of the job Barack Obama is doing as President. The following table summarizes responses by gender, region and party.

“Do you approve or disapprove of the job Barack Obama is doing as President?”

<u>Obama</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>CD1</u>	<u>CD2</u>	<u>CD3</u>	<u>CD4</u>	<u>CD5</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
Approve	42%	39%	45%	46%	43%	45%	42%	33%	8%	79%	34%
Disapprove	50%	54%	47%	46%	49%	48%	50%	60%	87%	15%	52%
Undecided	8%	8%	8%	8%	8%	8%	8%	7%	5%	6%	13%

Congressional Generic Ballot Test

Among all voters, the Republican generic candidate leads the Democrat candidate 40% to 33%, and 27% are undecided. The first, second and third Congressional Districts are represented by Democrats, while the fourth and fifth districts are represented by Republicans.

“If the election for Congress was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?”

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>CD1</u>	<u>CD2</u>	<u>CD3</u>	<u>CD4</u>	<u>CD5</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
Republican	40%	45%	37%	36%	43%	35%	40%	49%	77%	9%	38%
Democrat	33%	30%	36%	34%	37%	34%	32%	25%	4%	68%	20%
Undecided	27%	26%	28%	30%	20%	31%	28%	26%	20%	22%	42%

Voter Support or Opposition Based Upon Health Care Vote

“Thinking now about health care reform legislation that was passed last week.....Generally speaking, do you intend to support candidates this November that voted for health care reform, or do you intend to oppose candidates that voted for health care reform?”

	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>CD1</u>	<u>CD2</u>	<u>CD3</u>	<u>CD4</u>	<u>CD5</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
Support	41%	39%	44%	43%	46%	45%	40%	32%	9%	78%	32%
Oppose	48%	54%	44%	44%	48%	45%	49%	58%	85%	13%	52%
Undecided	10%	8%	12%	13%	7%	10%	11%	9%	7%	10%	16%



Voter Opinion of Federal Economic Stimulus

“Do you think the 780 billion dollar stimulus legislation passed by Congress in 2009 is beginning to help improve the economy, will help improve the economy in the future, or will it not help improve the economy at all?”

	All Voters	Men	Wom	CD1	CD2	CD3	CD4	CD5	Rep	Dem	Ind
Beginning to help	34%	34%	35%	36%	34%	39%	34%	26%	11%	58%	31%
Will help in future	17%	16%	18%	17%	14%	17%	18%	18%	12%	23%	14%
Will not help at all	49%	51%	48%	47%	51%	44%	48%	56%	77%	20%	55%

Voter Issue Priority: Job Growth or Health Care Reform

“Which issue is more important to you, job growth or health care reform?”

	All Voters	Men	Wom	CD1	CD2	CD3	CD4	CD5	Rep	Dem	Ind
Job Growth	62%	69%	56%	58%	62%	62%	64%	63%	81%	42%	66%
Health Care	24%	20%	28%	27%	26%	22%	23%	21%	13%	36%	21%
Undecided	14%	12%	17%	15%	12%	16%	13%	16%	7%	22%	13%

Download Survey Toplines and Crosstabs

The survey topline results follow in this document. The survey crosstabs and presentation can be downloaded at www.MagellanStrategies.com. This survey was paid for by Magellan Data and Mapping Strategies. Our firm does not have a business relationship or contract with any of the candidates, campaigns, or independent expenditure groups interested in the Iowa gubernatorial election or any other state or federal elections in Iowa.

Survey Methodology

This survey was conducted using a voice recorded automated touch-tone methodology. The sample for the survey was derived from an Iowa voter file. Survey data results were weighted based upon past Iowa voter turnout demographics of gender, age and party from the 2008, 2006, 2004 and 2002 general election cycles.

About Magellan Data and Mapping Strategies

Magellan Data and Mapping Strategies provides a wide array of data and information services to Republican political organizations, public affair firms, associations and businesses. Our firm’s services include quantitative survey research, data modeling, voter registration databases, political donor databases, data enhancement, mapping products, voter targeting and redistricting technology consulting.





April 1, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: IOWA GENERAL ELECTION AUTO SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,353N autodial survey of likely general election voters in the State of Iowa. The interviews were conducted March 30th, 2010. This survey has a margin of error of +/- 2.7% at the 95 percent confidence interval. A more detailed presentation will follow.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Democrat	39%
Republican.....	36%
Independent	25%

T2. How likely are you to vote in the November General election for Governor, US Senate and Congress?

Extremely Likely.....	86%
Very Likely	9%
Somewhat Unlikely.....	5%

T3. Do you have a favorable or unfavorable opinion of Terry Branstad?

Favorable	48%
Unfavorable	36%
No Opinion	15%

Name ID.....	99%
Hard Name ID	84%
Never Heard Of.....	1%

T4. Do you have a favorable or unfavorable opinion of Bob Vander Plaats?

Favorable 26%
Unfavorable 31%
No Opinion 32%

Name ID 88%
Hard Name ID 57%
Never Heard Of..... 12%

T5. Do you have a favorable or unfavorable opinion of Rod Roberts?

Favorable 12%
Unfavorable 22%
No Opinion 31%

Name ID 65%
Hard Name ID 34%
Never Heard Of..... 35%

T6. Do you have a favorable or unfavorable opinion of Chet Culver?

Favorable 33%
Unfavorable 58%
No Opinion 8%

Name ID 99%
Hard Name ID 91%
Never Heard Of..... 1%

T7. Do you approve or disapprove of the job Chet Culver is doing as Governor?

Approve 30%
Disapprove 56%
Undecided..... 14%



T8. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve 42%
Disapprove 50%
Undecided..... 8%

T9. If the election for Governor was being held today, for whom would you vote if the candidates were Chet Culver, Democrat, or Terry Branstad, Republican?

Terry Branstad 50%
Chet Culver 34%
Some Other Candidate 8%
Undecided..... 8%

T10. If the election for Governor was being held today, for whom would you vote if the candidates were Chet Culver, Democrat, or Bob Vander Plaats, Republican?

Bob Vander Plaats..... 40%
Chet Culver 39%
Some Other Candidate 8%
Undecided..... 13%

T11. If the election for Governor was being held today, for whom would you vote if the candidates were Chet Culver, Democrat, or Rod Roberts, Republican?

Chet Culver 38%
Rod Roberts 32%
Some Other Candidate 12%
Undecided..... 18%

T12. If the election for Congress was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?

Republican Candidate 40%
Democrat Candidate 33%
Undecided..... 27%



Thinking now about health care reform legislation that was passed last week.....

T13. Generally speaking, do you intend to support candidates this November that voted for health care reform, or do you intend to oppose candidates that voted for health care reform?

Support..... 41%
Oppose..... 48%
Undecided..... 11%

T14. Do you think the 780 billion dollar economic stimulus legislation passed by Congress in 2009 is beginning to help improve the economy, will help improve the economy in the future, or will it not help improve the economy at all?

Will not help at all..... 49%
Beginning to help improve the economy..... 34%
Will help improve the economy in the future..... 17%

T15. Which issue is more important to you, job growth or health care reform?

Job Growth..... 62%
Health Care Reform..... 24%
Undecided..... 14%

T16. Do you consider yourself to be a conservative, moderate or liberal in your social views such as same sex marriage and abortion?

Conservative..... 43%
Moderate..... 35%
Liberal..... 22%

T17. Do you consider yourself to be a conservative, moderate or liberal in your fiscal views such as taxes and government spending?

Conservative..... 53%
Moderate..... 38%
Liberal..... 9%



T18. For statistical purposes, are you a man or a woman?

Female..... 53%
Male..... 47%

T19. Which of the following age groups applies to you?

18-34..... 13%
35-44..... 14%
45-54..... 22%
55-64..... 22%
65+..... 29%

T30. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or something else?

White 95%
Black/African American..... 2%
Something Else 2%
Hispanic/Latino 1%

