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FLASH POLLING MEMO

FROM: Brent Buchanan, Managing Partner

REGARDING: 2016 Race for the Republican Nomination for President

cygnal conducted a telephone survey of potential Republican caucus goers in Iowa regarding the 2016 Republican nomination for President. The survey was conducted July 10-12, 2013 using IVR and cell phone collects and includes 1,705 respondents, resulting in a 2.37% MoE. The poll was balanced to reflect the target voter universe.

A **cygnal** flash poll was conducted among potential Republican caucus goers to gauge the current standing of potential candidates for the 2016 Republican nomination for President. Some respondents who answered that they are likely not participating were included in the sample due to the fluid nature of caucus participation in past cycles and the inability to predict behavior three years from now. Respondents who claimed to definitely not participate were screen out.

The clear winner in the Republican field was Undecided at 36.3%. Two candidates received double-digit support - Marco Rubio at 11.4% and Rand Paul at 10.5%. Paul Ryan was in third place with 9.3%. Candidates included in the flash poll were Jeb Bush, Chris Christie, Ted Cruz, Bobby Jindal, Rand Paul, Marco Rubio, Paul Ryan, Rick Santorum, and Scott Walker.

Considering Santorum's surprise showing in 2012, he only notched up 6.7% of the support. Rand Paul performed best among women with 14.1% while Marco Rubio grabbed the most among males at 13.4%. Jeb Bush performed best among those with a high propensity to participate in Primaries at 13.4%.

When it comes to the direction of the country, Iowa Republicans are dour. 88.8% of the respondents believed we are on the wrong track. Only 9.5% felt the country was moving in the right direction.

Government spending took top spot among the issues at 31.8% followed by the economy at 21.8% and healthcare at 13.0%.

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cygnal is a full-service political and communication firm based out of Montgomery, Alabama with offices in Alexandria, Virginia, and Austin, Texas. The firm provides scalable flash polling, campaign strategy, public relations, advertising, and digital services for both candidates and advocacy groups. Voter data was provided by **SMA Communications** of Boca Raton, Florida.



Iowa Statewide 2016 Republican Caucus

Conducted July 10-12, 2013

N=1705 (+/-2.37%)



Question 1: Did you participate in either or both the 2008 or 2012 Republican Caucus?

	Total
Total	1705
2008 only	608 35.7
2012 only	180 10.6
Yes Both	453 26.6
Neither	464 27.2

Question 2: How likely is it that you will participate in the 2016 Republican Caucus?

	Total
Total	1705
Def Part	790 46.3
Lik Part	420 24.6
Lik Not	367 21.5
Unsure	129 7.5

Iowa Statewide 2016 Republican Caucus

Question 3: As of today, who do you see yourself most likely supporting in the 2016 Republican Caucus?

	Total
Total	1705
Bush	148 8.7
Christie	130 7.7
Cruz	103 6.1
Jindal	23 1.3
Paul	179 10.5
Rubio	195 11.4
Ryan	159 9.3
Santorum	114 6.7
Walker	36 2.1
Unsure	618 36.3

Question 4: Who did you vote for in the 2012 general election for President?

	Total
Total	1705
Obama	131 7.7
Romney	1539 90.3
DNV	35 2.0

Iowa Statewide 2016 Republican Caucus

Question 5: Generally speaking, do you think things in the nation are headed in the right direction or wrong direction?

	Total
Total	1705
Def Right	29 1.7
Some Right	133 7.8
Some Wrong	267 15.7
Def Wrong	1246 73.1
Unsure	31 1.8

Question 6: If you had to pick one current issue, which of the following is the most important to you?

	Total
Total	1705
Economy	371 21.8
Energy	52 3.1
Gov Spending	542 31.8
Gun Control	101 5.9
Healthcare	222 13.0
Immigration	93 5.5
Medicare/SS	89 5.2
Terrorism	24 1.4
Unsure	210 12.3

Iowa Statewide 2016 Republican Caucus

Question 7: For national elections, how do you classify yourself politically?

	Total
Total	1705
Very Con	715 41.9
Some Con	676 39.6
Ind	247 14.5
Some Lib	47 2.8
Very Lib	20 1.2

Age		Gender		Primary History	
	Total		Total		Total
Total	1705	Total	1705	Total	1705
18-29	237 13.9	Female	767 45.0	1 or 4	462 27.1
30-44	342 20.0	Male	938 55.0	2 of 4	314 18.4
45-64	657 38.5			3 of 4	200 11.7
65+	469 27.5			4 of 4	149 8.8
				0 of 4	580 34.0