

Iowa 2nd



Iowa 2nd

October 8-10, 2006	Likely Voters	Certain Voters	Party Identification			Geography		Hierarchical Vote					Bush Job Approval	
1,000 Target Respondents			Republican	Democrat	Independent	North	South	Strong Leach	Weak/Lean Leach	Undecided/Other	Weak/Lean Loeb sack	Strong Loeb sack	Approve	Disapprove
Weighted Interviews	1,006	745	332	394	280	621	386	367	113	44	115	368	355	545
Weighted Proportion	100%	74%	33%	39%	28%	62%	38%	36%	11%	4%	11%	37%	35%	54%

1. Voter Motivation Index

Mean	7.52	9.00	7.41	7.45	7.75	7.56	7.45	7.70	7.65	5.55	7.19	7.64	7.56	7.59
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2. Preference

Republican Leach	46%	46%	83%	9%	54%	48%	42%	100%	84%	0%	0%	0%	82%	19%
Other-Consider Leach	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%
Undecided-Lean Leach	2%	1%	2%	1%	1%	2%	1%	0%	14%	0%	0%	0%	2%	1%
Democrat Loeb sack	44%	46%	10%	79%	37%	42%	48%	0%	0%	0%	67%	100%	10%	71%
Other-Consider Loeb sack	1%	0%	0%	1%	1%	1%	1%	0%	0%	0%	7%	0%	1%	1%
Undecided-Lean Loeb sack	3%	3%	3%	5%	0%	4%	2%	0%	0%	0%	26%	0%	1%	4%
Other	2%	1%	2%	2%	2%	1%	3%	0%	0%	46%	0%	0%	1%	2%
Undecided	2%	2%	1%	2%	5%	2%	3%	0%	0%	54%	0%	0%	2%	2%
Total Leach	48%	48%	85%	11%	55%	50%	44%	100%	100%	0%	0%	0%	85%	20%
Total Loeb sack	48%	50%	12%	85%	38%	47%	50%	0%	0%	0%	100%	100%	12%	76%

3. Certainty

Certain	77%	79%	83%	76%	74%	78%	76%	100%	0%	100%	0%	100%	84%	75%
May Vote for Opponent	23%	21%	17%	24%	26%	22%	24%	0%	100%	0%	100%	0%	16%	25%

Hierarchical Vote

Strong Leach	36%	38%	75%	4%	36%	39%	32%	100%	0%	0%	0%	0%	76%	10%
Weak/Lean Leach	11%	10%	10%	7%	19%	11%	12%	0%	100%	0%	0%	0%	9%	11%
Undecided/Other	4%	3%	3%	4%	7%	4%	6%	0%	0%	100%	0%	0%	2%	3%
Weak/Lean Loeb sack	11%	11%	7%	17%	8%	11%	11%	0%	0%	0%	100%	0%	7%	14%
Strong Loeb sack	37%	38%	5%	68%	30%	35%	39%	0%	0%	0%	0%	100%	5%	62%

Iowa 2nd

October 8-10, 2006
1,000 Target Respondents

Likely Voters
Weighted Interviews 1,006
Weighted Proportion 100%

Certain Voters

Party Identification

Republican	Democrat	Independent
332	394	280
33%	39%	28%

Geography

North	South
621	386
62%	38%

Hierarchical Vote

<u>Strong Leach</u>	<u>Weak/Lean Leach</u>	<u>Undecided/Other</u>	<u>Weak/Lean Loeb sack</u>	<u>Strong Loeb sack</u>
367	113	44	115	368
36%	11%	4%	11%	37%

Bush Job Approval

<u>Approve</u>	<u>Disapprove</u>
355	545
35%	54%

4. Bush Job Approval

	<u>Likely Voters</u>	<u>Certain Voters</u>	Republican	Democrat	Independent	North	South	<u>Strong Leach</u>	<u>Weak/Lean Leach</u>	<u>Undecided/Other</u>	<u>Weak/Lean Loeb sack</u>	<u>Strong Loeb sack</u>	<u>Approve</u>	<u>Disapprove</u>
Approve	35%	34%	76%	9%	25%	37%	33%	74%	29%	18%	22%	5%	100%	0%
Disapprove	54%	56%	13%	85%	60%	54%	54%	14%	51%	43%	67%	92%	0%	100%
Not Sure	11%	9%	12%	6%	16%	9%	13%	12%	20%	38%	12%	3%	0%	0%

5. Gender

	<u>Likely Voters</u>	<u>Certain Voters</u>	Republican	Democrat	Independent	North	South	<u>Strong Leach</u>	<u>Weak/Lean Leach</u>	<u>Undecided/Other</u>	<u>Weak/Lean Loeb sack</u>	<u>Strong Loeb sack</u>	<u>Approve</u>	<u>Disapprove</u>
Female	52%	58%	51%	58%	47%	54%	51%	57%	44%	34%	48%	54%	47%	56%
Male	48%	42%	49%	42%	53%	46%	49%	43%	56%	66%	52%	46%	53%	44%

6. Age (from voter file match)

	<u>Likely Voters</u>	<u>Certain Voters</u>	Republican	Democrat	Independent	North	South	<u>Strong Leach</u>	<u>Weak/Lean Leach</u>	<u>Undecided/Other</u>	<u>Weak/Lean Loeb sack</u>	<u>Strong Loeb sack</u>	<u>Approve</u>	<u>Disapprove</u>
18-44	35%	33%	42%	27%	37%	43%	22%	44%	35%	41%	29%	26%	41%	29%
45-64	39%	41%	32%	44%	40%	36%	44%	31%	47%	29%	44%	44%	36%	44%
65-74	13%	12%	13%	14%	10%	10%	18%	12%	7%	23%	14%	14%	12%	12%
75+	13%	14%	13%	14%	13%	12%	16%	13%	11%	8%	13%	16%	11%	15%

7/8a. Race

	<u>Likely Voters</u>	<u>Certain Voters</u>	Republican	Democrat	Independent	North	South	<u>Strong Leach</u>	<u>Weak/Lean Leach</u>	<u>Undecided/Other</u>	<u>Weak/Lean Loeb sack</u>	<u>Strong Loeb sack</u>	<u>Approve</u>	<u>Disapprove</u>
Hispanic/Latino	1%	1%	2%	0%	0%	1%	0%	2%	0%	0%	0%	1%	2%	0%
White	97%	98%	97%	98%	96%	97%	97%	96%	98%	96%	95%	98%	95%	98%
Black	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	2%	0%	2%	0%
Asian/Other	1%	1%	0%	0%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%

9. Party Identification

	<u>Likely Voters</u>	<u>Certain Voters</u>	Republican	Democrat	Independent	North	South	<u>Strong Leach</u>	<u>Weak/Lean Leach</u>	<u>Undecided/Other</u>	<u>Weak/Lean Loeb sack</u>	<u>Strong Loeb sack</u>	<u>Approve</u>	<u>Disapprove</u>
Republican	33%	31%	100%	0%	0%	36%	28%	68%	30%	20%	22%	4%	71%	8%
Democrat	39%	41%	0%	100%	0%	35%	46%	4%	24%	36%	59%	72%	10%	62%
Independent/Other	28%	28%	0%	0%	100%	29%	26%	28%	46%	44%	19%	23%	20%	31%

Iowa 2nd

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1,000 Target Respondents

Likely Voters

		Gender		Age						Gender/Age			
		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female	Female	Male	Male
										< 60	60+	< 60	60+
Weighted Interviews	1,006	528	478	350	393	128	135	976	30	322	206	320	158
Weighted Proportion	100%	52%	48%	35%	39%	13%	13%	97%	3%	32%	20%	32%	16%
1. Voter Motivation Index													
Mean	7.52	7.98	7.02	7.54	7.67	6.81	7.69	7.56	6.35	8.19	7.65	7.01	7.03
2. Preference													
Republican Leach	46%	48%	43%	57%	40%	40%	41%	46%	53%	52%	42%	43%	43%
Other-Consider Leach	0%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%
Undecided-Lean Leach	2%	1%	2%	1%	2%	0%	3%	2%	0%	1%	1%	2%	2%
Democrat Loeb sack	44%	44%	45%	33%	51%	49%	50%	44%	36%	39%	51%	44%	46%
Other-Consider Loeb sack	1%	1%	0%	1%	0%	2%	2%	1%	1%	1%	2%	0%	1%
Undecided-Lean Loeb sack	3%	3%	3%	3%	3%	1%	2%	3%	3%	3%	2%	3%	3%
Other	2%	1%	4%	4%	0%	2%	1%	2%	2%	0%	1%	5%	1%
Undecided	2%	2%	2%	1%	3%	6%	2%	2%	4%	3%	1%	1%	5%
Total Leach	48%	49%	46%	58%	43%	40%	43%	47%	54%	53%	43%	46%	45%
Total Loeb sack	48%	48%	48%	37%	54%	52%	54%	48%	40%	44%	55%	47%	49%
3. Certainty													
Certain	77%	80%	74%	79%	74%	81%	80%	78%	74%	79%	82%	75%	73%
May Vote for Opponent	23%	20%	26%	21%	26%	19%	20%	22%	26%	21%	18%	25%	27%
Hierarchical Vote													
Strong Leach	36%	40%	33%	47%	29%	33%	34%	36%	46%	41%	37%	34%	31%
Weak/Lean Leach	11%	9%	13%	11%	14%	6%	9%	11%	8%	12%	5%	13%	14%
Undecided/Other	4%	3%	6%	5%	3%	8%	2%	4%	6%	3%	3%	6%	6%
Weak/Lean Loeb sack	11%	10%	13%	10%	13%	13%	11%	11%	17%	9%	12%	13%	12%
Strong Loeb sack	37%	38%	36%	28%	41%	40%	44%	37%	23%	35%	42%	35%	37%

Iowa 2nd

October 8-10, 2006
1,000 Target Respondents

Likely Voters

		Gender		Age				Race		Gender/Age			
		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
Weighted Interviews	1,006	528	478	350	393	128	135	976	30	322	206	320	158
Weighted Proportion	100%	52%	48%	35%	39%	13%	13%	97%	3%	32%	20%	32%	16%
4. Bush Job Approval													
Approve	35%	31%	40%	42%	33%	32%	29%	35%	53%	33%	29%	41%	37%
Disapprove	54%	57%	51%	45%	61%	51%	61%	55%	35%	55%	60%	51%	50%
Not Sure	11%	11%	10%	13%	7%	17%	10%	11%	11%	12%	11%	8%	13%
5. Gender													
Female	52%	100%	0%	49%	51%	57%	63%	53%	24%	100%	100%	0%	0%
Male	48%	0%	100%	51%	49%	43%	37%	47%	76%	0%	0%	100%	100%
6. Age (from voter file match)													
18-44	35%	32%	38%	100%	0%	0%	0%	34%	49%	53%	0%	56%	0%
45-64	39%	38%	41%	0%	100%	0%	0%	39%	27%	47%	23%	44%	34%
65-74	13%	14%	11%	0%	0%	100%	0%	13%	8%	0%	36%	0%	35%
75+	13%	16%	10%	0%	0%	0%	100%	13%	17%	0%	41%	0%	31%
7/8a. Race													
Hispanic/Latino	1%	0%	2%	2%	1%	0%	0%	0%	29%	0%	0%	2%	0%
White	97%	99%	95%	96%	98%	98%	96%	100%	0%	99%	98%	95%	96%
Black	1%	1%	2%	2%	1%	0%	1%	0%	34%	1%	1%	2%	1%
Asian/Other	1%	1%	2%	1%	1%	1%	2%	0%	37%	0%	1%	1%	3%
9. Party Identification													
Republican	33%	32%	34%	40%	27%	33%	32%	33%	35%	32%	32%	36%	30%
Democrat	39%	43%	35%	31%	44%	44%	42%	40%	27%	41%	46%	35%	34%
Independent/Other	28%	25%	31%	29%	29%	23%	27%	28%	37%	27%	21%	29%	36%