



# University of Iowa Hawkeye Poll

October 29, 2007

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# UI Social Science Research Center

**Mission:** to provide social science research infrastructure and make it available to a wide variety of constituents who conduct social scientific research at The University of Iowa



Kevin Leicht  
Professor &  
Director



The Social Science  
Research Center  
311 Calvin Hall  
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# THE HAWKEYE POLL



**DAVID REDLAWSK**  
Director  
Associate Professor  
of Political Science

## The Hawkeye Poll is

- Part of the *teaching/learning mission of the University* as well as a rigorously designed public opinion polling operation;
- *A platform* for academic research on political and public policy topics;
- *An experience* for UI students in survey research that connects to their academic work as they serve as trained callers and work with results in their classes;
- *A resource* to increase our understanding of what citizens are thinking about issues that face Iowa and nation.



**CAROLINE TOLBERT**  
Co-Director  
Associate Professor  
of Political Science





## Hawkeye Poll

October 29, 2007

- Telephone survey in field October 17-24
- Random sample of Iowa Caucus Goers
  - 306 Democratic Caucus Goers, +/- 5.5%
  - 285 Republican Caucus Goers, +/- 5.8%
- Part of a larger scale ongoing research project at the University of Iowa



# Hawkeye Poll

October 29, 2007

## REPUBLICAN CAUCUS CANDIDATE PREFERENCE

Romney	36.2%
Giuliani	13.1%
Huckabee	12.8%
Thompson	11.4%
McCain	6.0%
Don't Know	14.9%

No other candidate over 3%

## Summary

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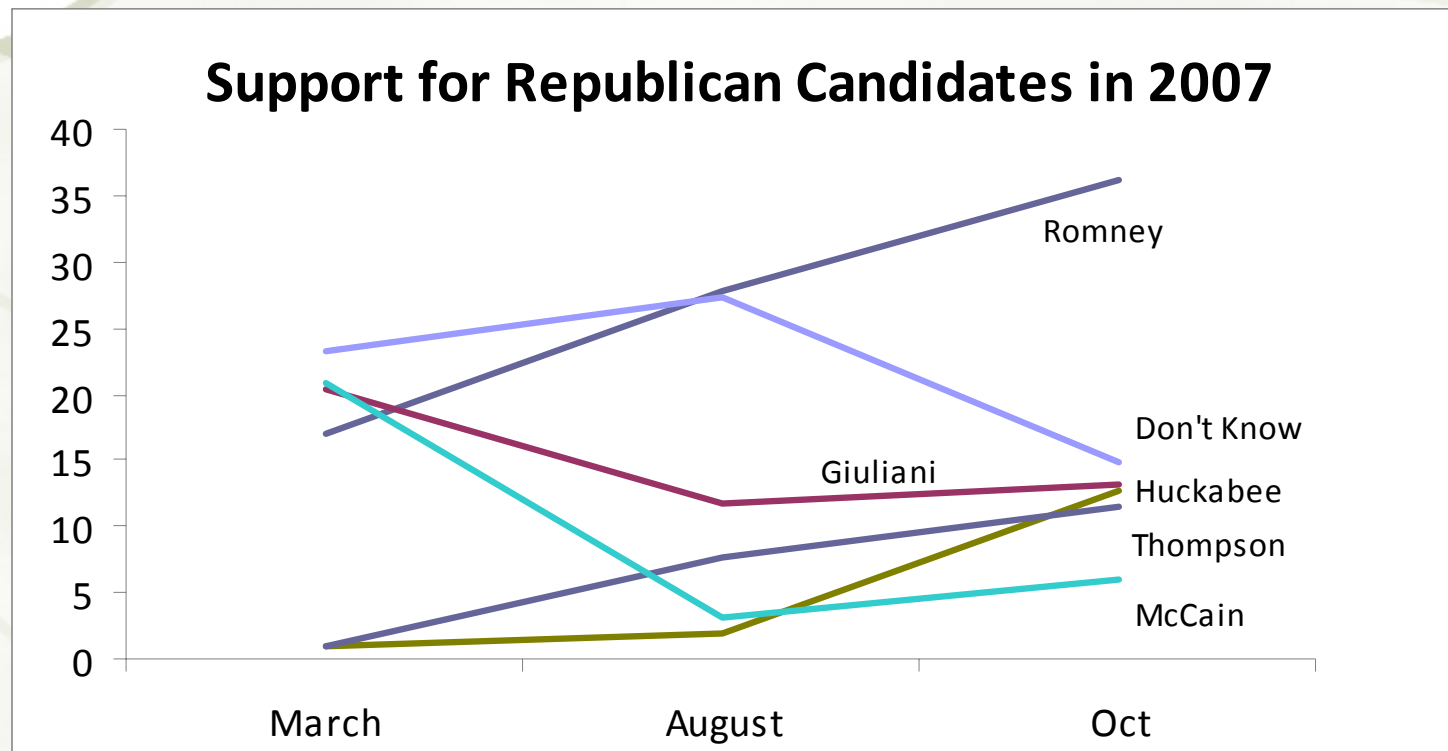
Mitt Romney has increased his Iowa lead since early August, when he registered 27.8%

Huckabee's Straw Poll bounce continues, going from 1.8% in early August to 12.8% now

Giuliani had second place to himself in August, now a three-way tie for second

# Hawkeye Poll

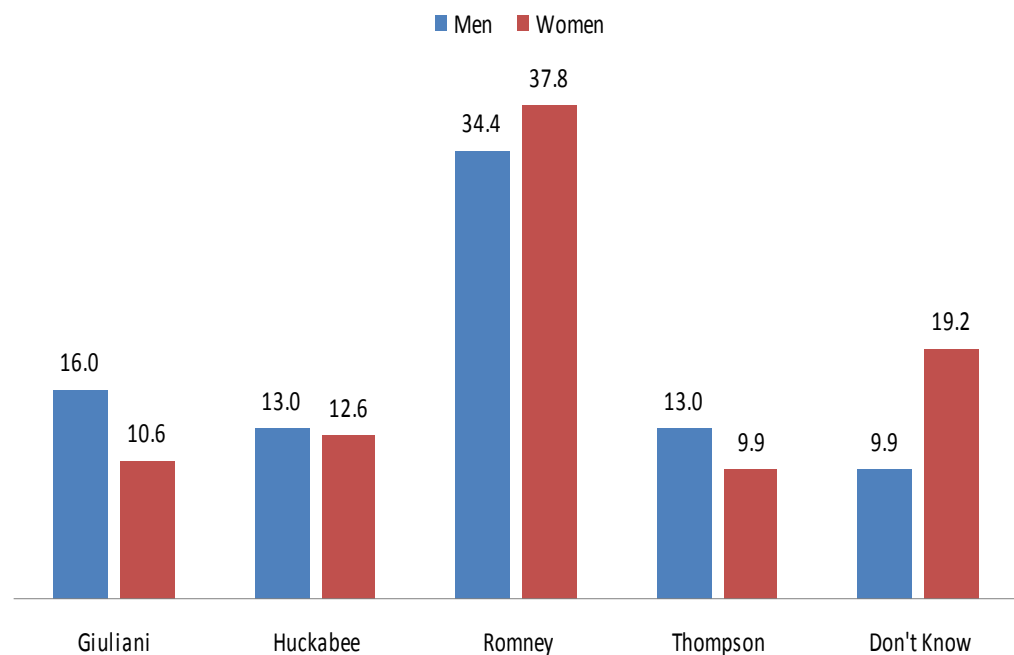
October 29, 2007



# Hawkeye Poll

October 29, 2007

Republican Caucus Support by Gender



Gender in the Republican  
Caucus Race

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Giuliani and Thompson both  
do better among men than  
women

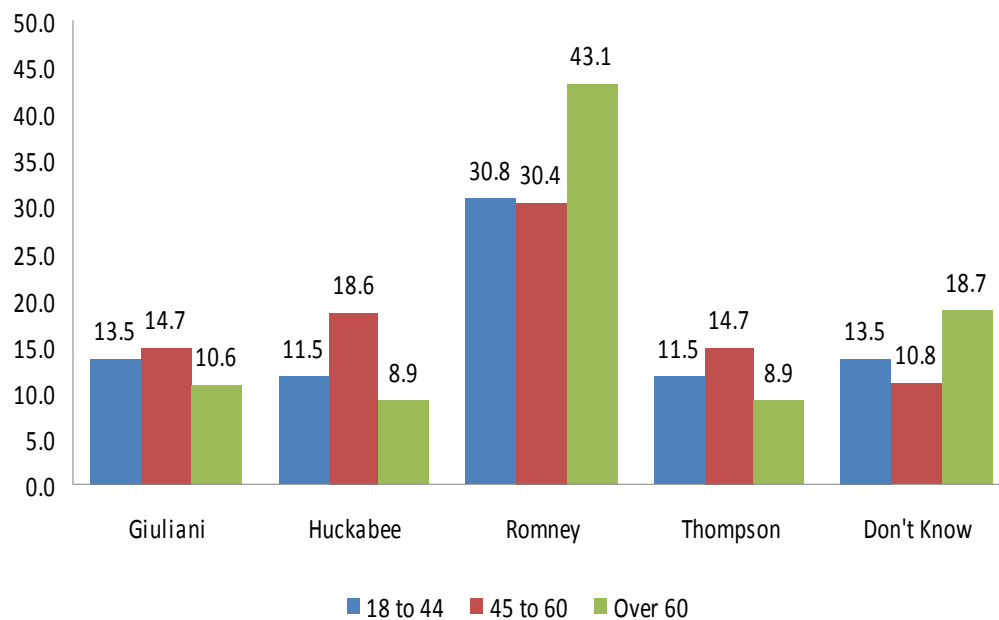
Romney is the only  
Republican doing better  
among women than men

Women twice as likely to  
not yet have a preference

# Hawkeye Poll

October 29, 2007

### Republican Caucus Support by Age



### Age in the Republican Caucus Race

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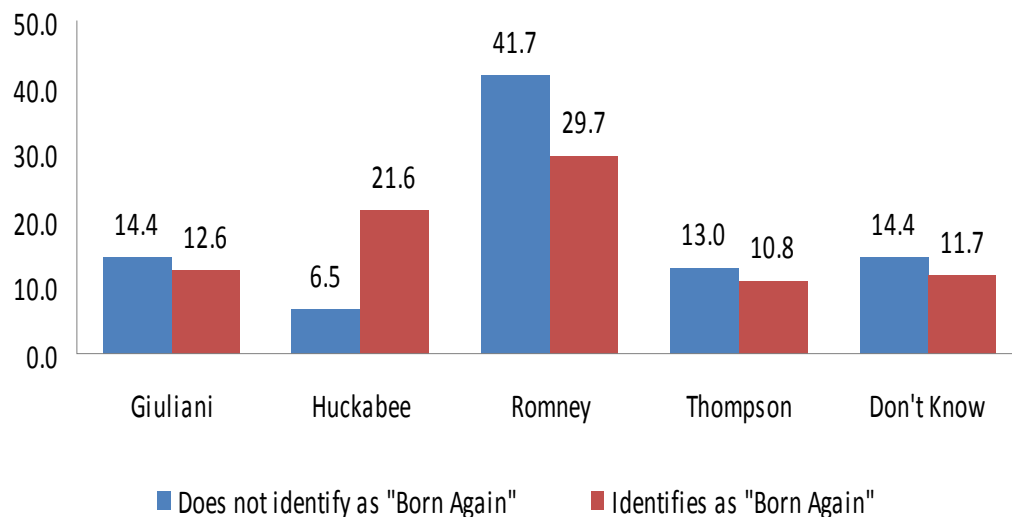
Romney has very strong support among the oldest Caucus goers

Huckabee is most competitive among the Baby Boomers

# Hawkeye Poll

October 29, 2007

## Republican Caucus Candidate Support Among Christian Voters



### Religious Voters and Republican Candidates

Romney does best among those Republicans who do not consider themselves "born again"

Huckabee's support is concentrated among "born again" Christians

Thompson is not gaining the support of this group



# Hawkeye Poll

October 29, 2007

## Summary: The Republicans

Mitt Romney continues his dominance in Iowa, increasing his lead. While Mike Huckabee has gained ground dramatically since the August Hawkeye Poll, he is still well behind Rudy Giuliani who seems stuck, and Fred Thompson, who is catching on slowly if at all. John McCain has not been able to recover from his collapse during the summer.

The number of Republicans with no preference dropped sharply, indicating voters are beginning to focus on candidates.

The key to the race for anyone but Romney is to figure out how to motivate Christian conservatives. Realistically Giuliani has little chance of doing so, leaving it hard to see how he can improve unless Romney slips up. Huckabee would seem to have the best chance of motivating these voters, if they are looking for someone other than Romney.



# Hawkeye Poll

October 29, 2007

## DEMOCRATIC CAUCUS CANDIDATE PREFERENCE

Clinton	28.9%
Obama	26.6%
Edwards	20.0%
Richardson	7.2%
Biden	5.3%
Don't Know	8.9%

No other candidate over 3%

## Summary

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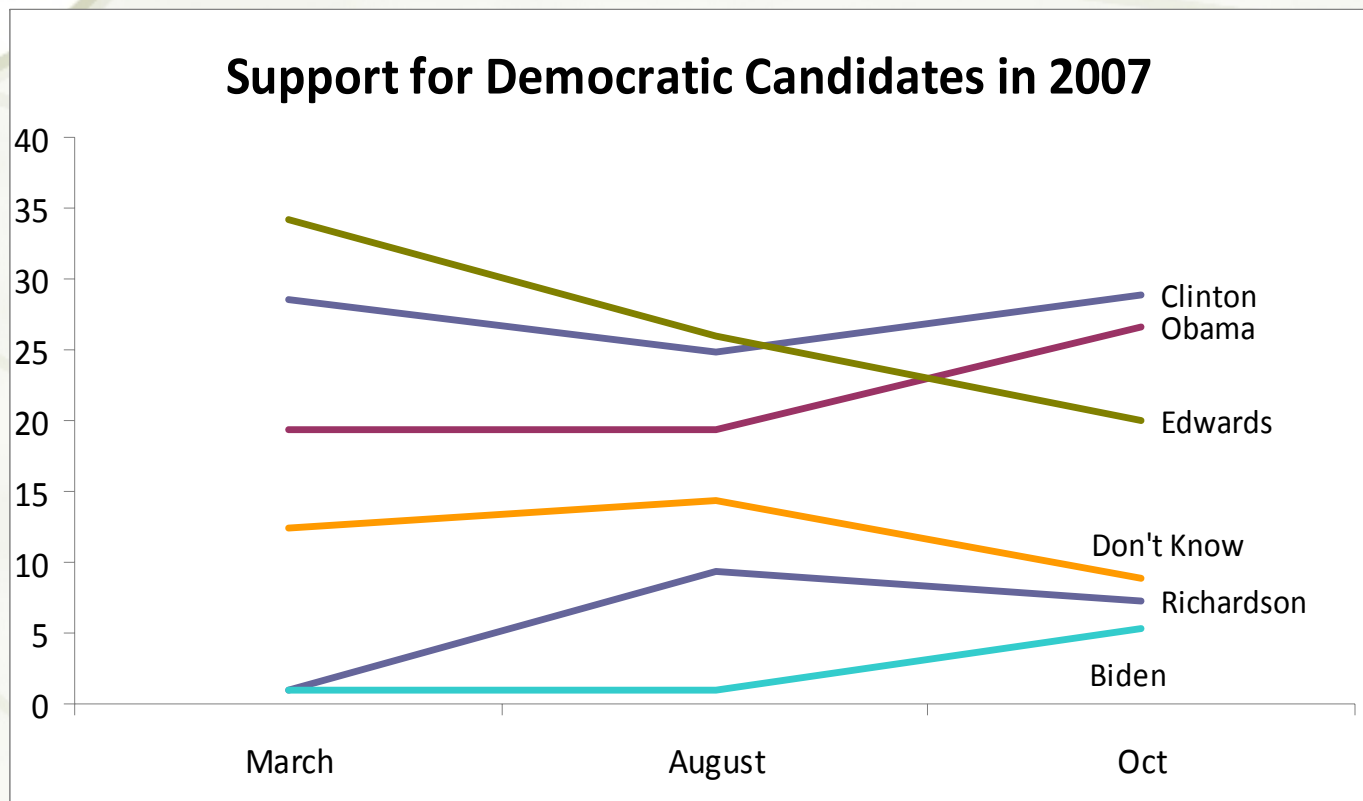
Support for Edwards dropped from 26.0% in August, while Obama increased from 19.3% and Clinton increased from 24.8%

The Democrats continue to have three leading candidates, no other candidate is close to them

Edwards' drop has occurred as Caucus goes give new attention to Biden and Obama

# Hawkeye Poll

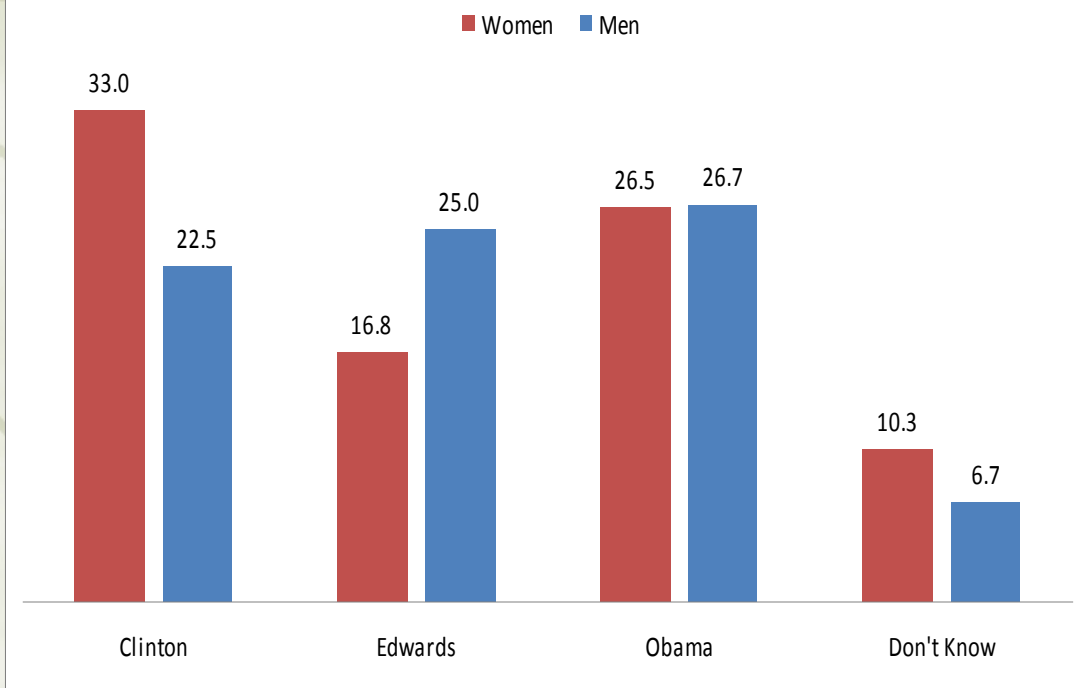
October 29, 2007



# Hawkeye Poll

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## Democratic Caucus Support, by Gender



Gender plays a role for  
the Democrats

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Men's preferences:  
Obama, then Edwards,  
then Clinton

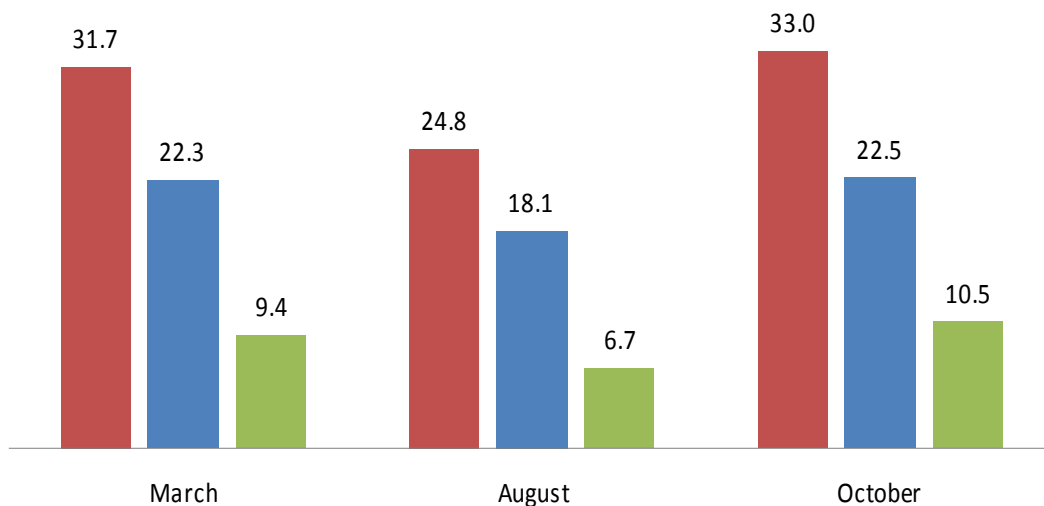
Women's preferences:  
Clinton, then Obama,  
then Edwards

# Hawkeye Poll

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## Support for Hillary Clinton during 2007 by Gender

■ Women ■ Men ■ Difference = Gender Gap



Gender plays a role for  
the Democrats

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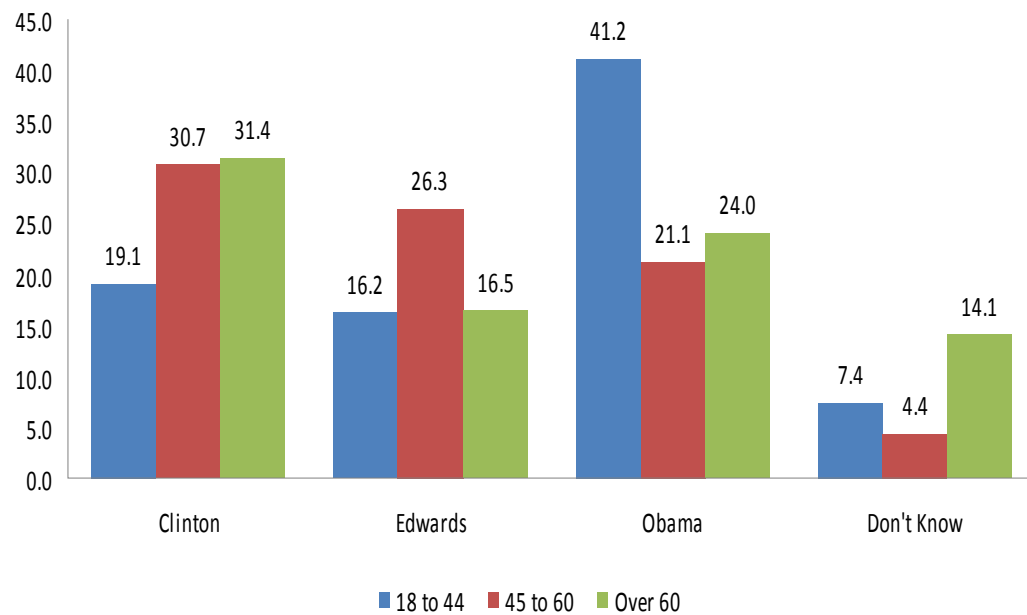
Clinton "gender gap"  
grew in October over  
August

Largest gender gap yet

# Hawkeye Poll

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Democratic Caucus Support by Age Group



Age is an important factor for the Democrats

Obama is the overwhelming choice of Caucus goers under 45 years old

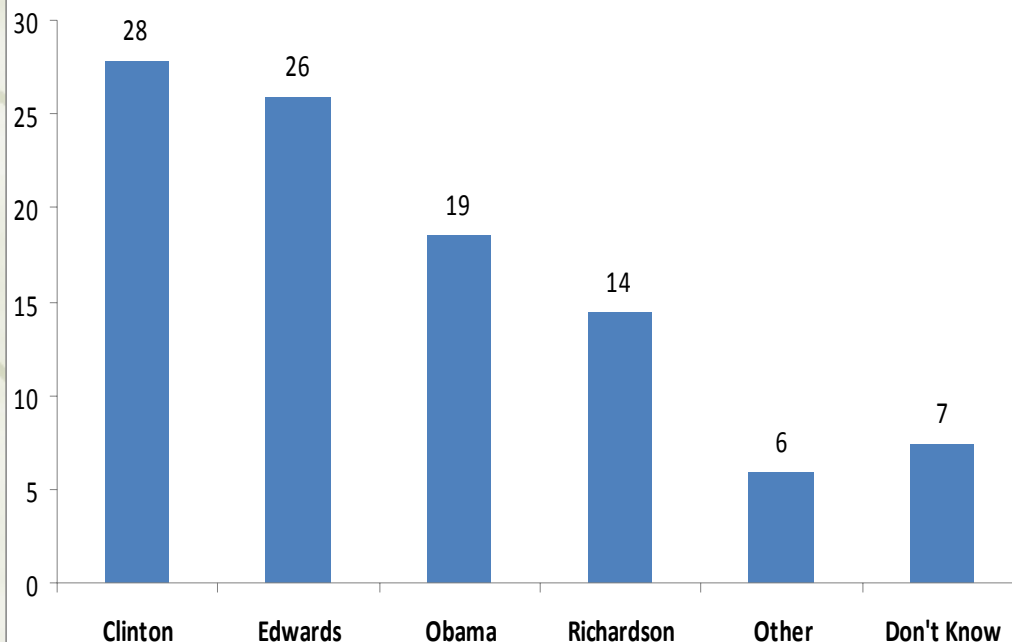
Clinton does well among all those 45 and over

Edwards' greatest support is from Baby Boomers

# Hawkeye Poll

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## Candidate Preference in Union Households



## Labor Support

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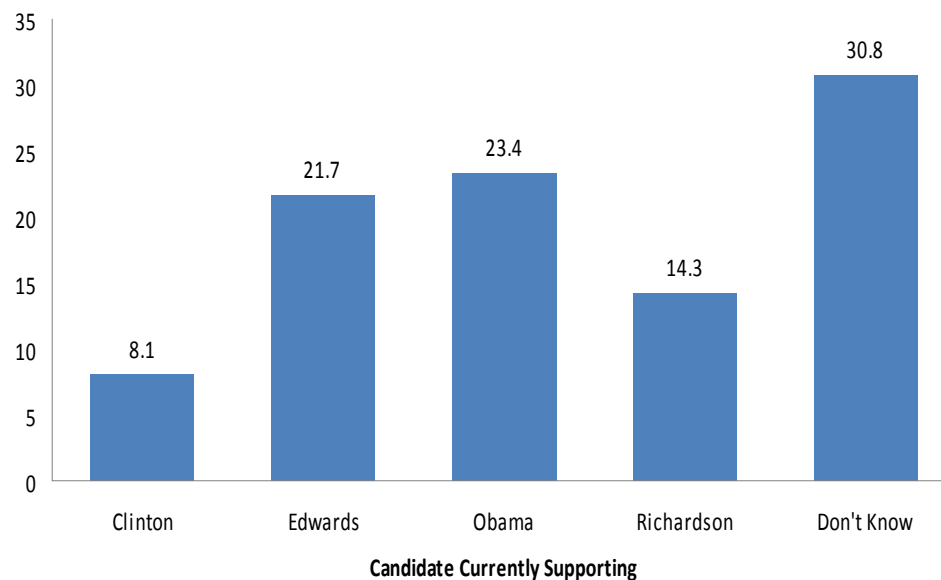
Clinton and Edwards are strongest among the 18% of households with a union member

Richardson's support among union households is much greater than his overall support

# Hawkeye Poll

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## "Very Likely" to Support Gore if He Enters Presidential Race



## What if AL GORE Ran?

19.6% of Democrats would be very likely and 34.5% would be somewhat likely to support him

Few Clinton supporters would be very likely to support Gore, but more than 1 in 5 Edwards and Obama supporters would.

Nearly a third of "don't knows" say they would support Gore.



# Hawkeye Poll

October 29, 2007

## Summary: The Democrats

After trailing during most of the year, Clinton is now leading with Obama close behind. Clinton's support stems primarily from her dominance among female Caucus goers. Obama's support comes disproportionately from younger voters.

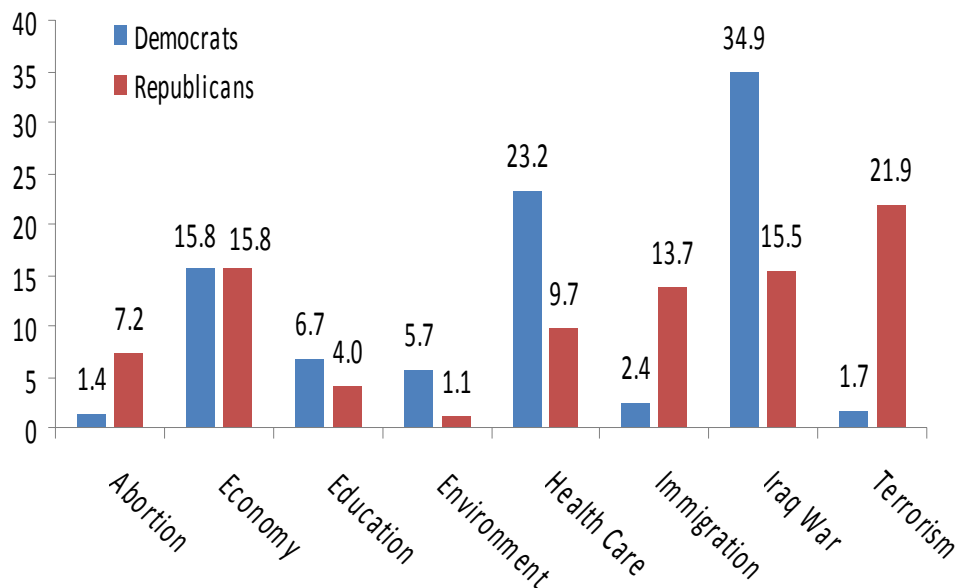
The key for either candidate is to mobilize their bases. This is likely to be much harder for Obama than for Clinton, since historically Caucus goers are older. We see clear evidence of the difficulty Obama faces: only 48% of his supporters say they are "Very Likely" to caucus and only 54% actually did caucus in 2004.

Edwards may still be positioned to challenge both of the other top Democrats. While now trailing, he remains close among those most likely to caucus and 75% of his supporters are experienced caucus goers.

# Hawkeye Poll

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## Most Important Issue by Party



## What are the Issues?

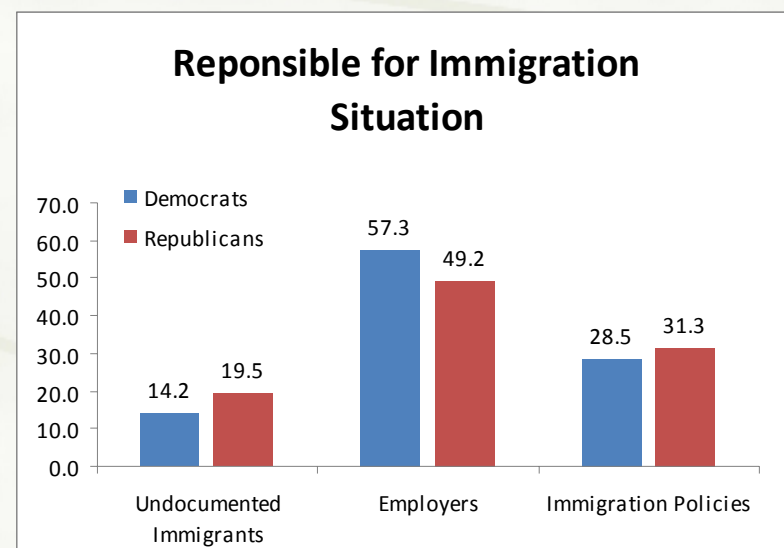
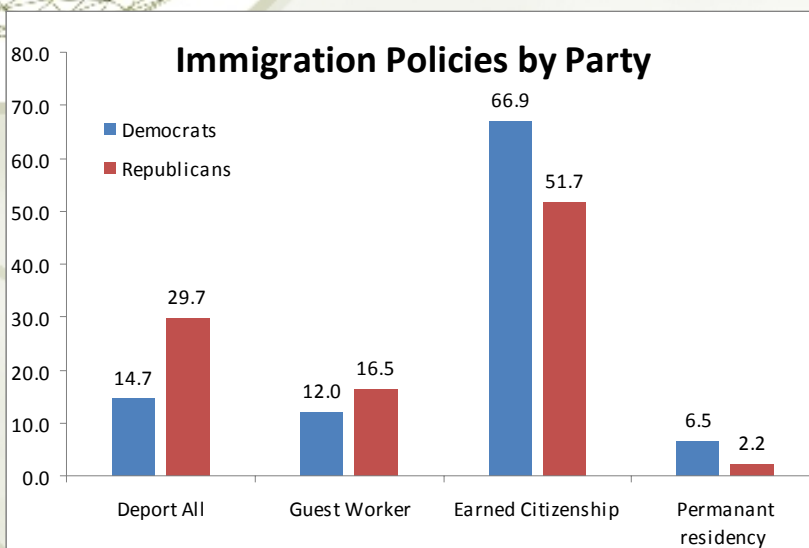
Democrats and Republicans differ some on perceptions of the most important issue.

For Democrats: Iraq, Health care, the Economy are the top three

For Republicans, Terrorism, the Economy, and Iraq are the top three

# Hawkeye Poll

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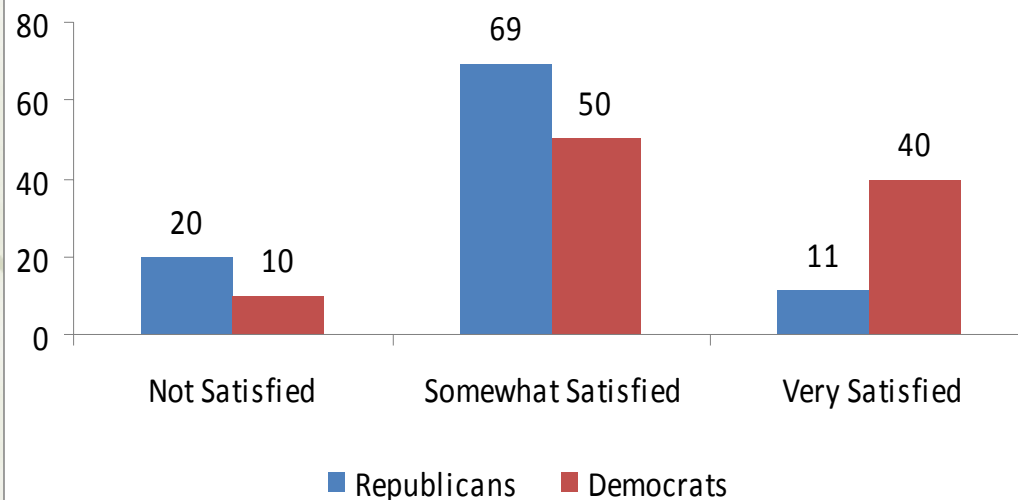
## Immigration in Iowa

No change in policy preference or responsibility assignment over time. The issue remains important, and Republicans remain somewhat more likely to advocate deportation, though the majority chooses earned citizenship.

# Hawkeye Poll

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## Satisfaction with Candidates by Party



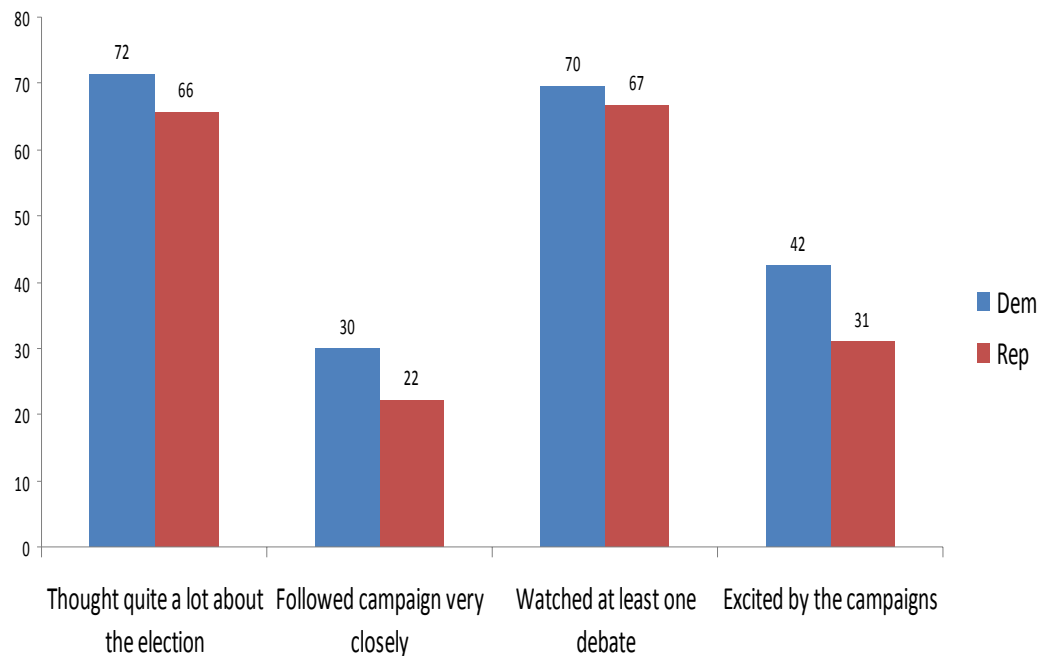
Republicans seem less happy than Democrats

40% of Democrats are "Very Satisfied" with their candidates, while only 11% of Republicans say the same

# Hawkeye Poll

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Iowa Caucus Goers Campaign Involvement



Republicans are less engaged in the caucus campaigns overall

On all our measures, Republicans are less likely than Democrats to be focusing on the campaign.

Even so, lots of Iowa caucus goers are paying attention!



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## Plans for the University of Iowa Hawkeye Poll

- Continuing Polling through the Iowa Caucuses
  - Pre and Post Iowa Caucus Telephone Survey/Panel Study
  - In-Caucus survey in all 1784 Democratic caucuses
  - Collection of a comprehensive dataset of Iowa Caucus goers
- Post Caucus Polling
  - Planning for a national sample survey before/after Feb 5 primaries
  - Continued monitoring of the general election battleground in Iowa



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Special Thanks to our crack Polling Team:  
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Howard Sanborn, Tina Wildhagen,  
and Brigid Freymuller

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