



MEMORANDUM

TO: Interested parties
FROM: Hickman Analytics, Inc.
RE: Iowa Survey Results
DATE: April 24, 2015

Summary. A majority of Iowa voters support expanded oil and natural gas drilling inside the Arctic Circle in Alaska. Hillary Clinton holds a large lead for the Democratic Presidential nomination. No one enjoys a clear advantage in the Republican contest.

Key Findings

Arctic drilling. A majority of registered voters in Iowa support allowing offshore drilling for oil and natural gas in U.S. waters inside the Arctic Circle (52% support, 32% oppose). Three-quarters of Republicans support Arctic drilling (74% support, 10% oppose). A near majority of Democrats oppose the measure (34% support, 49% oppose). Arctic drilling is supported by a wide plurality of non-partisan voters (48% support, 38% oppose). Men support drilling in the Arctic by nearly two-to-one (59% support, 31% oppose), as do a plurality of women (46% support, 34% oppose).

Presidential preference: Democrats. Recently-announced candidate Hillary Clinton enjoys strong support among Iowans who plan to participate in the 2016 Democratic Presidential caucuses. Overall, 64% prefer Clinton as the Democratic nominee. Among the other potential candidates tested, 9% prefer Vice-President Joe Biden, 4% support U.S. Senator Bernie Sanders (VT), 3% prefer former U.S. Senator Jim Webb (VA), and 2% favor former Maryland Governor Martin O'Malley. Clinton's support is similar (62%) among Iowans most committed to participating in the caucuses. She leads by a wide margin across all major geographic and demographic subgroups. Clinton performs better with women than men, and with older versus younger voters. Her margin is under two-to-one only among men under 50, where she leads her closest challenger, Joe Biden, 47% to 24%.

Democratic caucus preference							
		Likely	Sex		Age		
	All	Caucus	Men	Women	18-39	40-59	60+
Clinton	64%	62%	55%	71%	54%	62%	70%
Biden	9	10	9	9	18	6	6
Sanders	4	6	8	1	6	1	5
Webb	3	1	4	3	4	5	2
O'Malley	2	4	3	2	2	4	1
Don't know	18	17	21	15	15	21	16

Presidential preference: Republicans. The Republican caucus contest is completely different. Where the Democrats have a clear front-runner and no obvious alternative, no one in the broad field of potential Republican Presidential candidates has a clear advantage and 7-8 candidates have reasonable arguments that they are well-positioned for the coming campaign.

Five prospective candidates currently have double-digit support: U.S. Senator Rand Paul (KY), Wisconsin Governor Scott Walker, former Florida Governor Jeb Bush, former Arkansas Governor Mike Huckabee, and U.S. Senator Marco Rubio (FL). Nearly a year out from the caucuses, more voters are undecided (16%) than register a preference for any candidate. Among the most likely caucus participants, U.S. Senator Ted Cruz (TX) moves into the group with double-digit support.

Republican caucus preference							
		Likely	Sex		Age		
	All	Caucus	Men	Women	18-39	40-59	60+
Paul	13%	14%	11%	15%	24%	7%	12%
Walker	11	14	18	3	4	21	7
Bush	11	10	11	11	17	11	8
Huckabee	10	8	13	6	11	12	6
Rubio	10	12	11	10	3	1	25
Cruz	7	10	8	6	4	9	7
Carson	6	6	4	8	5	10	3
Perry	5	4	3	6	9	2	5
Santorum	4	3	6	1	2	6	3
Christie	3	3	1	6	8	2	2
Graham	2	1	2	1	0	3	2
Fiorina	1	1	0	2	0	0	2
Don't know	16	14	11	23	12	17	19

Candidate support varies with gender, age, ideology, and partisanship. Walker leads narrowly among middle aged voters, men over 50, and Republican men. Paul has a slim lead with women, non-partisans, and younger voters. Rubio leads with voters over 60.

Among those who have officially announced their candidacy for President, Rubio (21%) has a narrow advantage over Paul (18%), and Cruz lags (12%). Rubio leads among registered Republicans, older voters, moderates, and conservative voters. Paul has an edge with younger voters and non-partisans.

Republican caucus preference among announced candidates							
		Likely	Sex		Age		
	All	caucus	Men	Women	18-39	40-59	60+
Rubio	21%	24%	20%	21%	11%	13%	35%
Paul	18	22	17	19	31	13	15
Cruz	12	15	14	10	9	18	9
Don't know	49	40	48	50	49	57	42

Energy issues will be important when Iowa voters caucus and vote next year. More than eight of every ten (84%) say energy issues will be important in their 2016 voting decisions. The salience of energy issues is over 80% among Republicans, Democrats, and Independents; among men and women; among voters of all age groups; and among voters of every ideological stripe.

Technical note: *This memo is based on a survey of 500 registered voters in Iowa. Telephone interviewing was conducted April 19-21, 2015. The sample was selected so all registered voters were equally likely to be contacted, including a sample of cell phone numbers. The results were adjusted slightly to align the sample with known facts about the geographic and demographic composition of Iowa registered voters. All polls are subject to errors associated with interviewing a sample rather than the entire universe. The estimation error associated with a sample of 500 is +/-4.4 percentage points. In other words, in 95 out of 100 cases, the results of this poll are within 4.4 percentage points (plus or minus) of the results that would have been achieved in interviews with every registered voter in Iowa. Estimation errors are higher among subgroups of the sample.*