

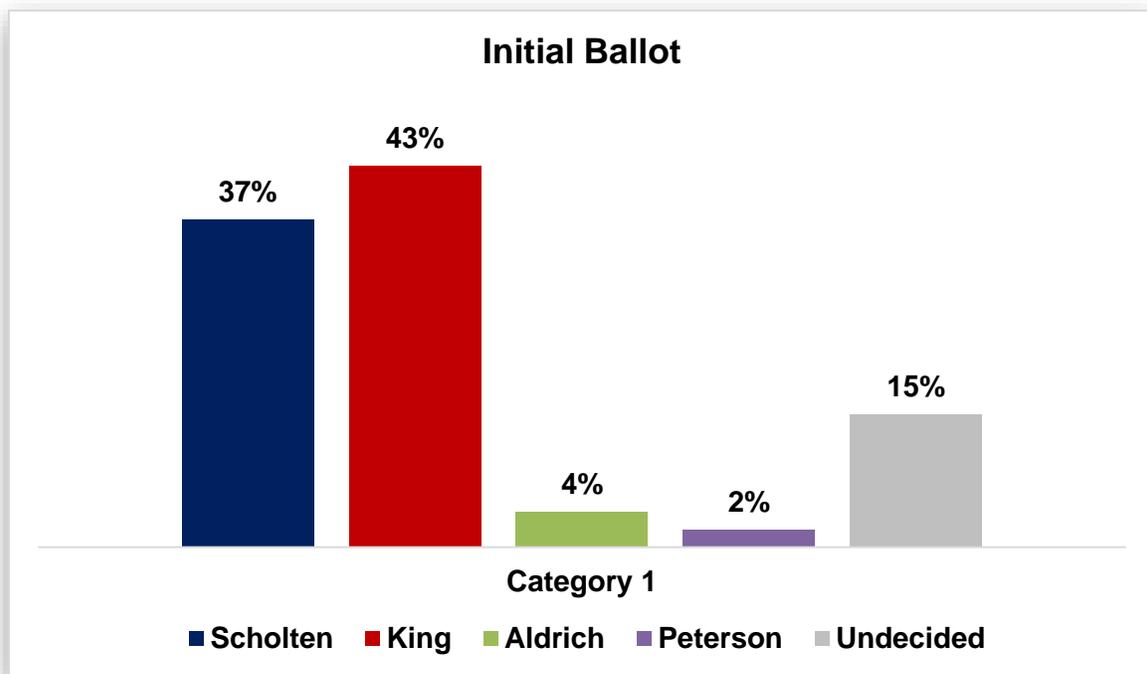
To: Interested Parties
Fr: Pete Brodnitz
Date: September 11, 2018
Re: Recent IA-04 Results

Expedition Strategies¹ conducted 380 total interviews in IA-04 with a sample of likely 2018 general election voters. The interviews were conducted September 5-9, 2018. The margin of error for overall results is $\pm 5.03\%$ and higher among subgroups.

The results of our recent poll of likely 2018 general election voters in Iowa's 4th Congressional District show that even in a heavily rural, GOP district, Congressman King is vulnerable to his Democratic challenger J.D. Scholten because after 16 years in Congress, voters are starting to sour on Congressman King. In fact, it is remarkable that unknown J.D. Scholten is within striking distance in this agricultural district that President Trump won with nearly 61% of the vote in 2016.

King Only Leads by 6% To Unknown J.D. Scholten On The Initial Ballot

Congressman King leads on the initial ballot by 6% (37% Scholten, 43% King, 4% Aldrich, 2% Peterson, and 15% are undecided), but his ballot share is well below the 50% threshold, which is dangerous for an incumbent at this point during the election cycle.



¹ Expedition Strategies was founded by Pete Brodnitz. Some of our clients include Senator Tim Kaine (VA), Senator Mazie Hirono (HI), Congressman Adam Smith (WA), and Congressman Tim Walz (MN).

King Has Large Name Recognition Advantage, but High Negatives, Which Means Scholten Has Room To Grow

88% know enough about King to form an opinion of him (Name ID), but his favorability is polarizing (44% view him favorably, while 43% view him unfavorably). In fact, the number of voters who say they are very unfavorable towards King (32%) is higher than those who say they are very favorable towards him (24%). By comparison, J.D. Scholten's name ID is 24% (18% favorable, 6% unfavorable), which means he has room to grow as voters get to know him.

Favorability – Summary

Would you say you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable towards...?		
F1-F5	Steve King	J.D. Scholten
Name ID	88	24
Very Fav	24	7
Very Unfav	32	1
Fav/Unfav	44/43	18/6
Net Fav	+1	+12

In Fact, After We Give Voters A Positive Profile Of King And Scholten, King's Lead Is Cut In Half

After giving voters a positive profile of Congressman King and J.D. Scholten, King leads by 3% (down from a 6% lead on the initial ballot) – 41% say they would vote for Scholten, 44% for King, 4% for Aldrich, 1% for Peterson, and 9% are undecided.

Ballot Progression

If the election for US. Congress were held today, would you be voting for...?		
	Initial Ballot	Ballot After Candidate Profiles
Difference	-6	-3
Democrat J.D. Scholten	37	41
Republican Steve King	43	44
Libertarian candidate Charles Aldrich	4	4
No party candidate Edward Peterson	2	1
Don't know	15	9

In A District Where Nearly Half Of Voters Are Registered Republicans, President Trump Is Polarizing

Of all the voters we interviewed for the poll, 47% are registered Republicans, 27% are registered Democrats, and 26% are registered as no party voters.

Composition Of The Electorate

	% of All Voters
Democrat	27
Republican	47
No Party	26

Despite this President Trump’s favorability is polarizing – 49% say they are favorable towards the President, while an equal number (49%) say they are unfavorable towards him. And the number of voters who say they are very unfavorable towards the President (40%) is significantly higher than those who say they are very favorable towards him (26%).

Favorability – Summary

Would you say you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable towards...?	
	Donald Trump
Name ID	98
Very Fav	26
Very Unfav	40
Fav/Unfav	49/49
Net Fav	0