

To: Interested Parties

From: GBA Strategies

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Finkenauer in Drivers' Seat in IA-1 Dem Primary

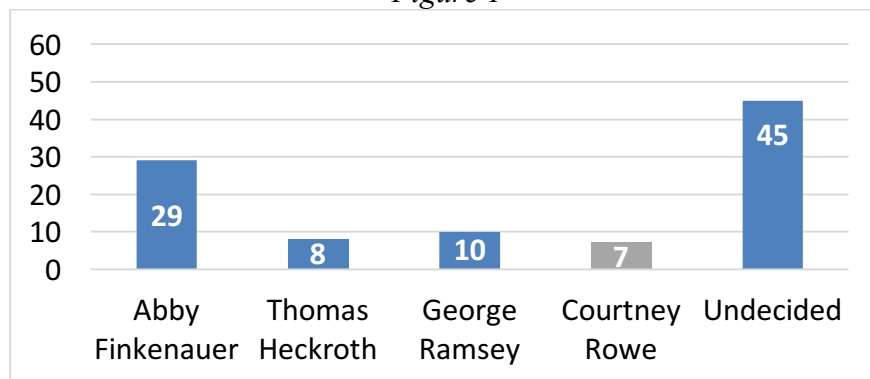
Democrat Abby Finkenauer is in pole position in the race for the Democratic nomination in Iowa's First Congressional District. According to a recent survey,¹ Finkenauer leads her closest opponent by nearly 20 points, getting her off to an early lead as the Democrats vie to select a challenger to Republican Rod Blum.

Finkenauer's support comes from across the district and she holds on to her advantage even after respondents heard balanced statements about her and Thomas Heckroth. The following are key findings from the survey.

- ***Finkenauer begins with wide lead.*** Finkenauer's early lead is well outside the margin of error, as her 29 percent is more than the other three candidates combined. Her closest competitor is George Ramsey (10 percent) with Thomas Heckroth and Courtney Rowe in single digits. There are still a large number of undecided voters as well (45 percent).

Finkenauer leads in every region of the district, with men and with women and among voters in every age group. One major reason for her wide lead is her strong showing among people who know her. Among the voters who can identify Finkenauer, she holds a 62 – 11 percent advantage over Heckroth. Finkenauer also leads among voters who can identify Heckroth (39 – 25 percent).

Figure 1



¹ Survey of 400 likely Democratic primary voters in Iowa's 1st CD was conducted by professional interviews between March 1 -March 4, 2018. Respondents were interviewed by live dialers on land lines and cell phones. Results carry a margin of error of +/- 4.9 percentage points at the 95 percent confidence interval.

- ***Balanced profiles result in continued lead for Finkenauer.*** After voters hear balanced positive profile statements from Finkenauer and Heckroth, the race starts to take more form, but Finkenauer’s lead persists. At this point, she leads 41 – 22 percent with the other two candidates combining for another 14 percent.
- ***Democratic primary voters know Rod Blum and have sharply negative impressions of him.*** This is a well-informed electorate when it comes to the Republican incumbent. More than nine in ten (92 percent) can identify Rod Blum and his 7 – 76 percent favorable/unfavorable rating marks him as a particularly unpopular figure among Democrats—a unifying force for the party nearly as disliked as President Trump (7 – 86 percent favorable/unfavorable).