



To: Zaun for Congress
From: Brian Dumas, President
Date: June 21, 2010
Re: Executive Summary - IA-03 General Election Survey

Executive Summary:

Overview: Coming off a solid primary victory, Brad Zaun is very well positioned to win the 3rd Congressional District. Zaun holds a 9.2% lead over Boswell, even while having lower name identification. Despite a long record of electoral success, Congressman Boswell is extremely vulnerable; likely the most vulnerable of his entire career. Most glaring are his re-elect numbers. Over 50% of likely voters indicated it's time to elect a new person, while only 28.6% of voters said Congressman Boswell should be re-elected. Congressman Boswell is underperforming even compared to a fellow democrat, as he trails President Obama by 12.5% on the favorability rating.

Ballot Test: (If the general election were held today for whom would you vote?)

Brad Zaun – 41.0%
Leonard Boswell – 31.8%
Undecided – 26.8%
Refused - .5%

**numbers do not add up to 100%, due to rounding

Favorability:

	Favorable	Unfavorable	Heard of, No Opinion	Never Heard Of
Barack Obama	44.3%	39.0%	15.3%	0.3%
Brad Zaun	32.3%	18.5%	30.3%	18.3%
Leonard Boswell	31.8%	42.0%	23.5%	2.3%

Other Key Findings:

- Congressman Boswell's re-elect numbers are upside down. Of likely general election voters, 52.3% said it was time to give a new person a chance, while only 28.6% said he deserves to be re-elected. When you look at the intensity on this question, the numbers get worse for Boswell, as 41.0% of voters said "Definitely New Person" while 19.8% said "Definitely Re-elect".
- Of likely general election voters, 52% believe the country is headed in the wrong direction, while 34.5% believe we're headed in the right direction.
- Despite 5% more Democrats being surveyed than Republicans, the generic ballot test is a virtual dead heat. Of likely general election voters, 36.3% of voters said they generally plan to vote for more Democrat candidates, 35.3% said more Republican candidates and 28.5% were undecided.

Demographics:

The respondents were 43% Democrat, 38% Republican and 19% Independent. In addition, 48% were male and 52% female. 66% of the respondents were from Polk County with the remaining 34% balanced, according to previous off-year turnout models, from the remaining eleven counties that make-up the 3rd District.

Age breakouts were as follows:

- 18-34 - 13.3%
- 35-49 - 25.8%
- 50-63 - 32.0%
- 64+ - 29.0%

Methodology: The survey was conducted June 17, 2010, with live data collection. The universe for the survey consisted of registered voters with a history of participating in off-year general elections. Respondents were screened as to "how likely" they were to participate in the upcoming general election. A total of 400 likely voters participated in the survey, providing a margin of error of +/- 4.9% at a 95% confidence level.

About Victory Enterprises:

Victory Enterprises is based in Davenport, Iowa with offices in St. Louis, Missouri, as well as Springfield, Illinois. Victory Enterprises has been conducting survey research since 1998. A few of our clients include: The National Taxpayers Union, The Heartland Institute, Thompson for President, Iowa Farm Bureau, Associated General Contractors of Iowa, Iowans for Tax Relief and IA Secretary of Agriculture Bill Northey.