

TO: Interested Parties

FROM: Kellyanne Conway, President & CEO
the polling company, inc./WomanTrend

DATE: March 22, 2016

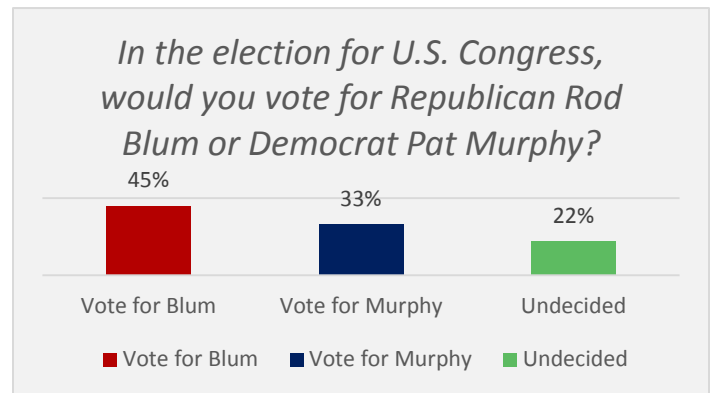
RE: Survey of Likely Voters in Iowa's First U.S. Congressional District

Executive Overview

With 7+ months remaining until the November 2016 elections, Congressman Blum is comfortably poised to compete successfully for a second term. Blum leads Democratic challenger Pat Murphy 45%-33% and Democratic challenger Monica Vernon 43% to 31%. Congressman Blum's ballot success can be attributed to a healthy 16-point positive job approval rating (43% approve, 27% disapprove).

Head-to-Head Ballot Matchup between Blum and Murphy

In the ballot test between Rod Blum and Pat Murphy, the Republican Blum receives 45% of the vote share, 12-points ahead of Pat Murphy (33%).



Head-to-Head Ballot Matchup between Blum and Vernon

Congressman Blum maintains a 12-point lead against Democrat Monica Vernon in the head-to head ballot between the two (43% to 31%).

