

Election 2002 Exit Poll

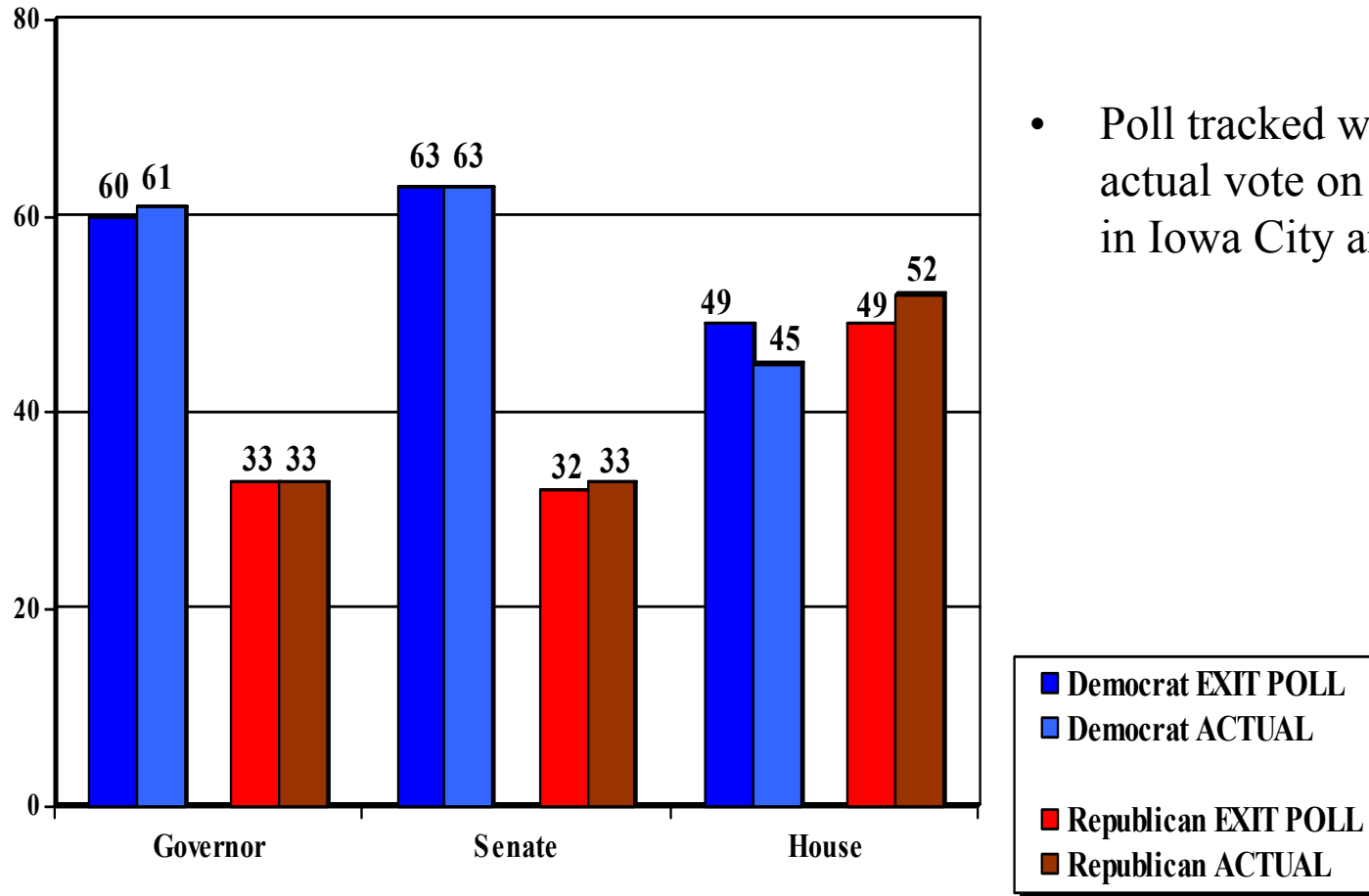
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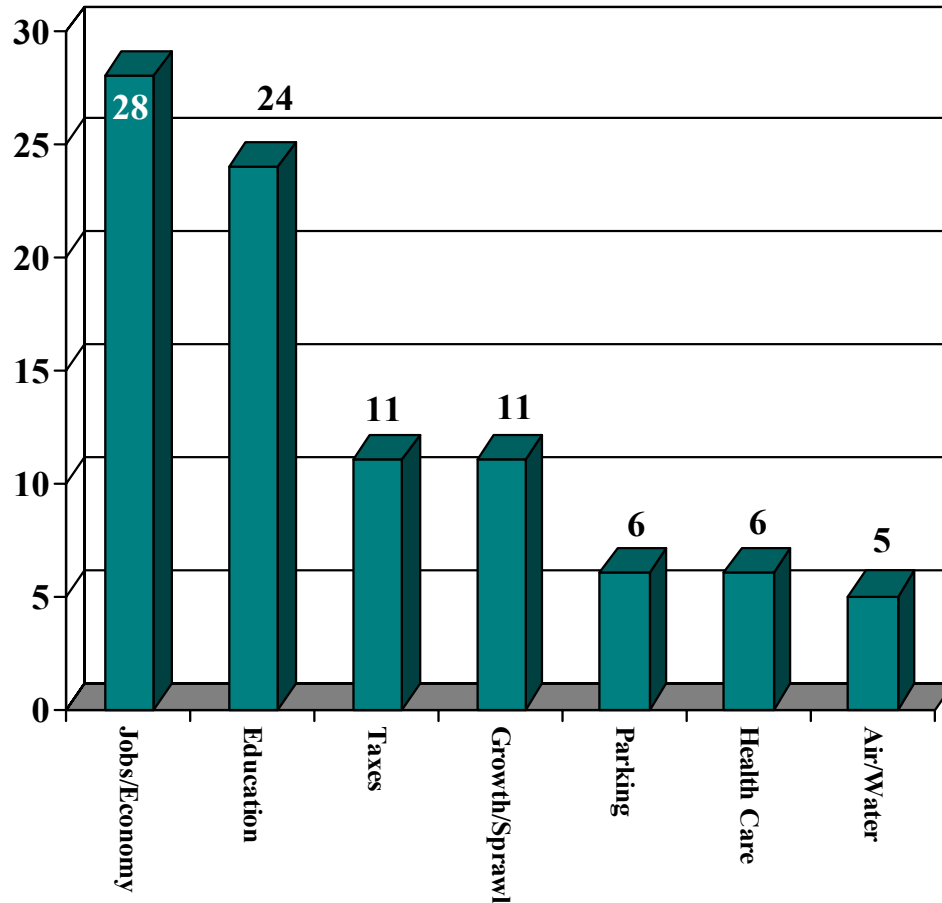
- About 675 Interviews in 11 Iowa City and 3 Coralville precincts. About a 60% success rate in getting interviews.
- Took about 8 minutes to do the poll.
- Interviewers were students in my Political Campaigning class.
- Polled from 7:30 AM until 7:00 PM.
- Poll does NOT include early voters! (About 45% of all voters!)

Exit Poll compared to Actual Vote



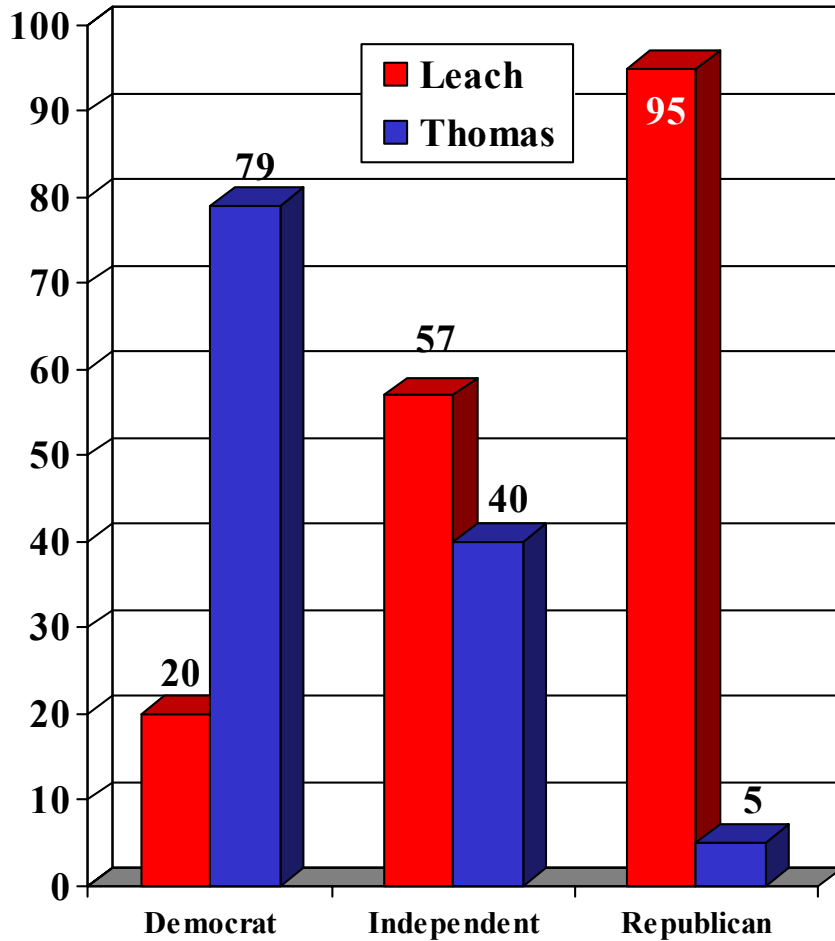
- Poll tracked well with actual vote on election day in Iowa City and Coralville.

Most Important Problem for I.C./Coralville



- Voters see the economy as the most important problem (28%).
- Education is second on their list (24%).
- *In 2000, Growth & Sprawl topped the list with 24%, only 7% picked Jobs/Economy.*
- *Education was 2nd in 2000 (19%).*

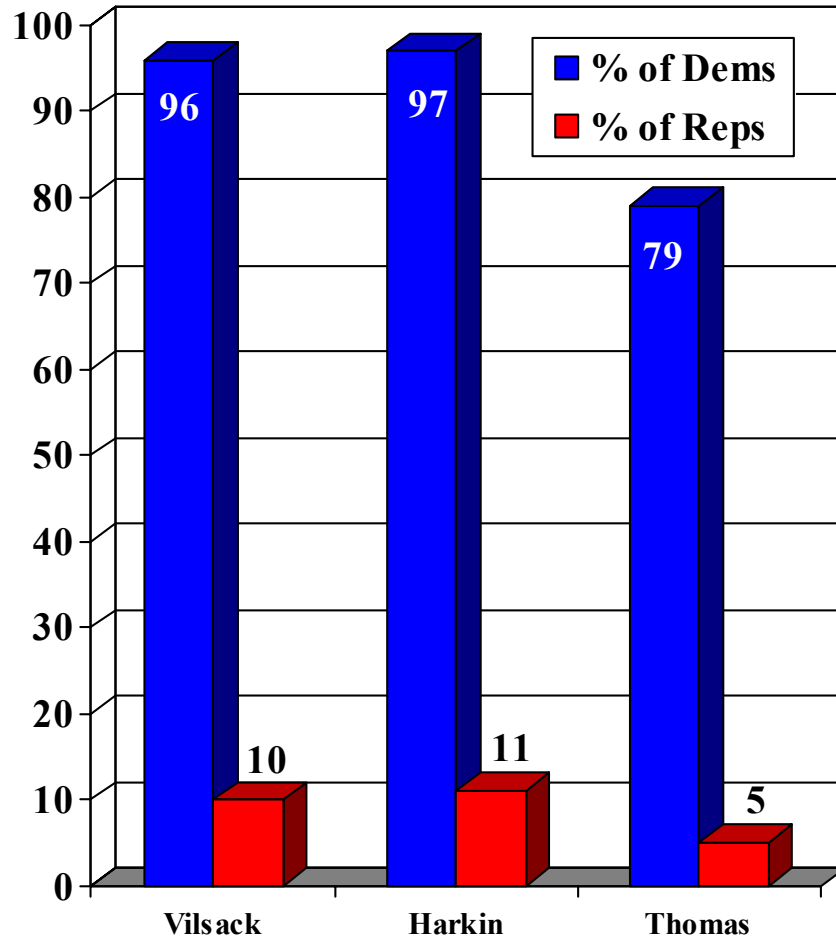
House Vote by Party



Keys to Leach Victory in Iowa City/Coralville

- Leach captured 20% of Democratic Vote, While Thomas won only 5% of Republicans.
- Leach won the Independent Vote by a wide margin (57-40).

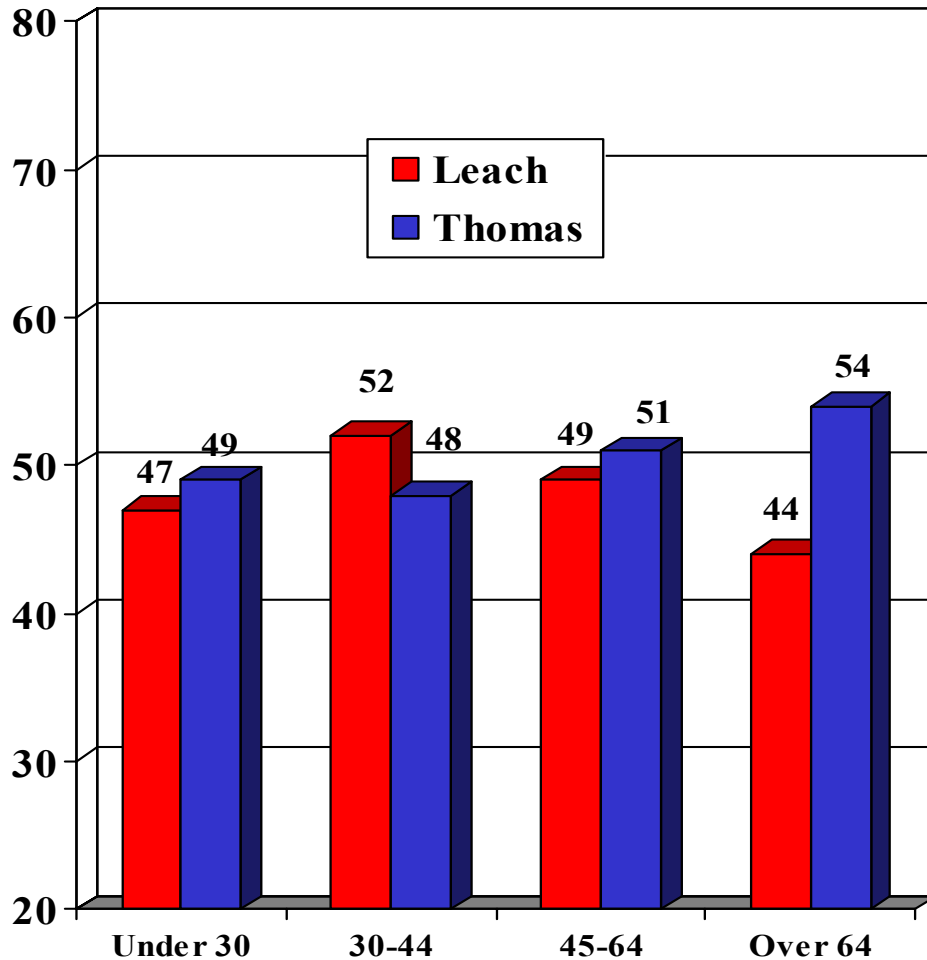
Democrat's Vote by Office



Keys to Leach Victory in Iowa City/Coralville

- Both Harkin and Vilsack captured almost all the votes from Democrats as well as 10% of the votes from Republicans.
- Thomas could not match this performance.

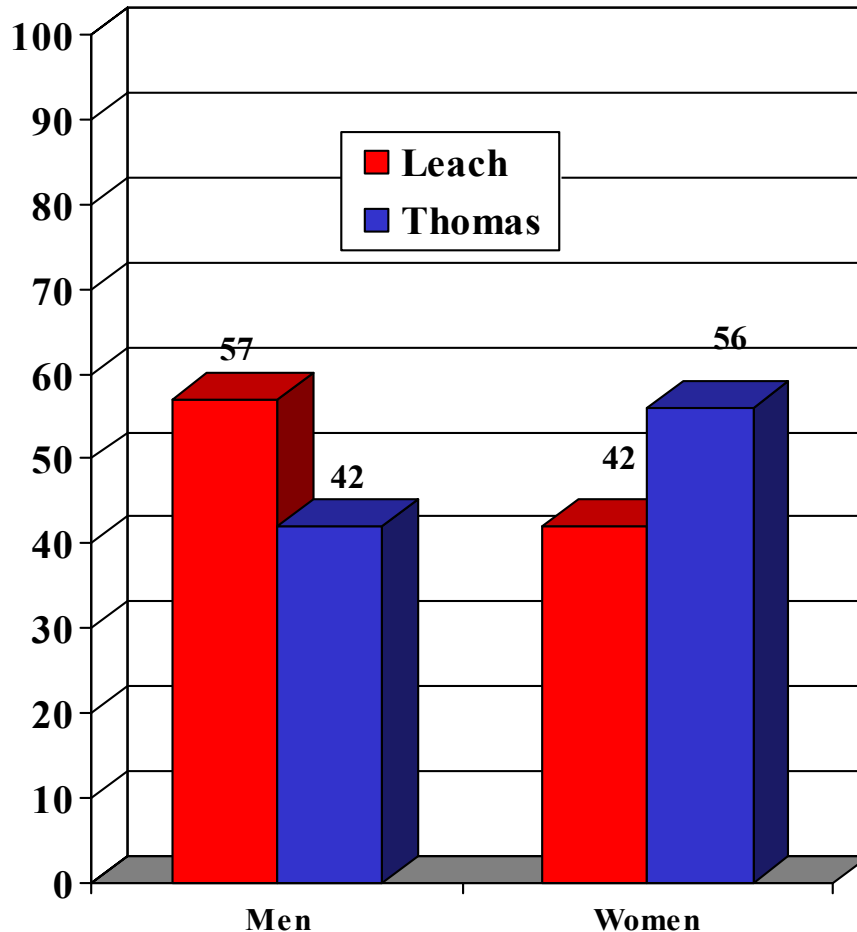
House Vote by Age



Keys to Leach Victory in Iowa City/Coralville

- The only age group Leach captured were 30-44 year olds.
- But Thomas's only clear win was with Seniors.

House Vote by Sex



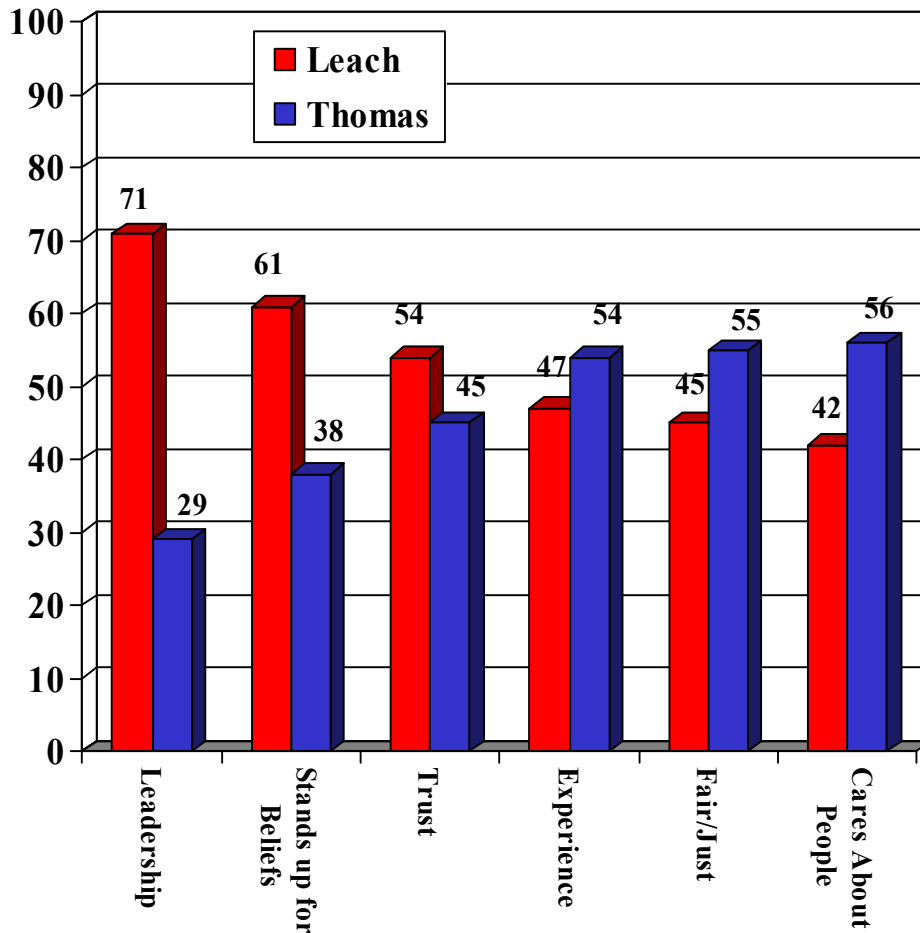
Keys to Leach Victory in Iowa City/Coralville

- There is a clear gender gap – women went strongly for Thomas while men supported Leach just as strongly.
- The gap is about 14%.

House Vote by Candidate Qualities

Keys to Leach Victory in Iowa City/Coralville

- People for whom “Leadership” or “Stands up for Beliefs” are the most important qualities went strongly for Leach.
- Thomas gained with those who think “Caring”, “Fairness”, and “Experience” are most the important qualities.

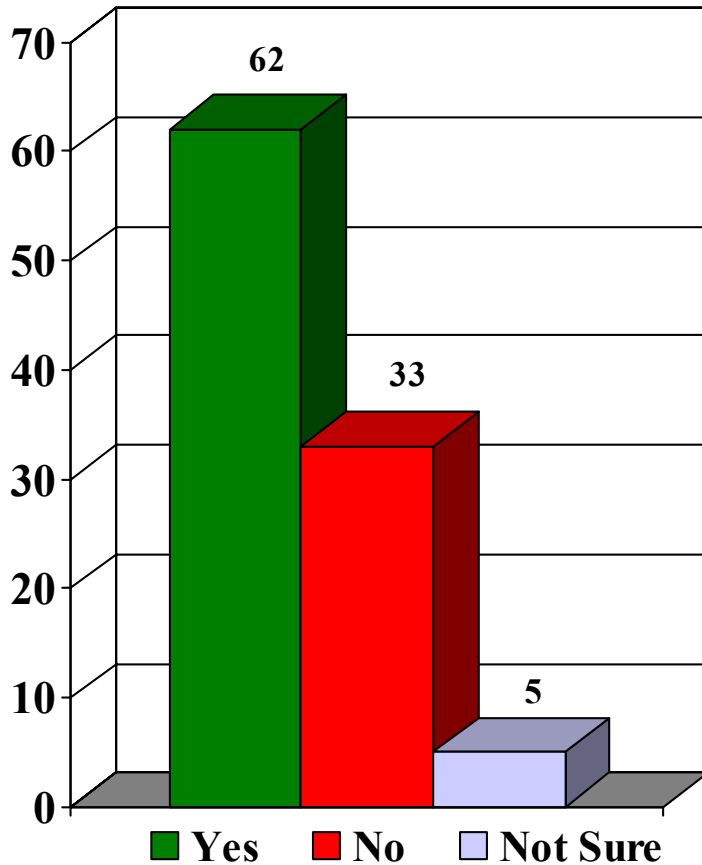


Local Issues

In addition to the candidates on the ballot we asked about three current local issues:

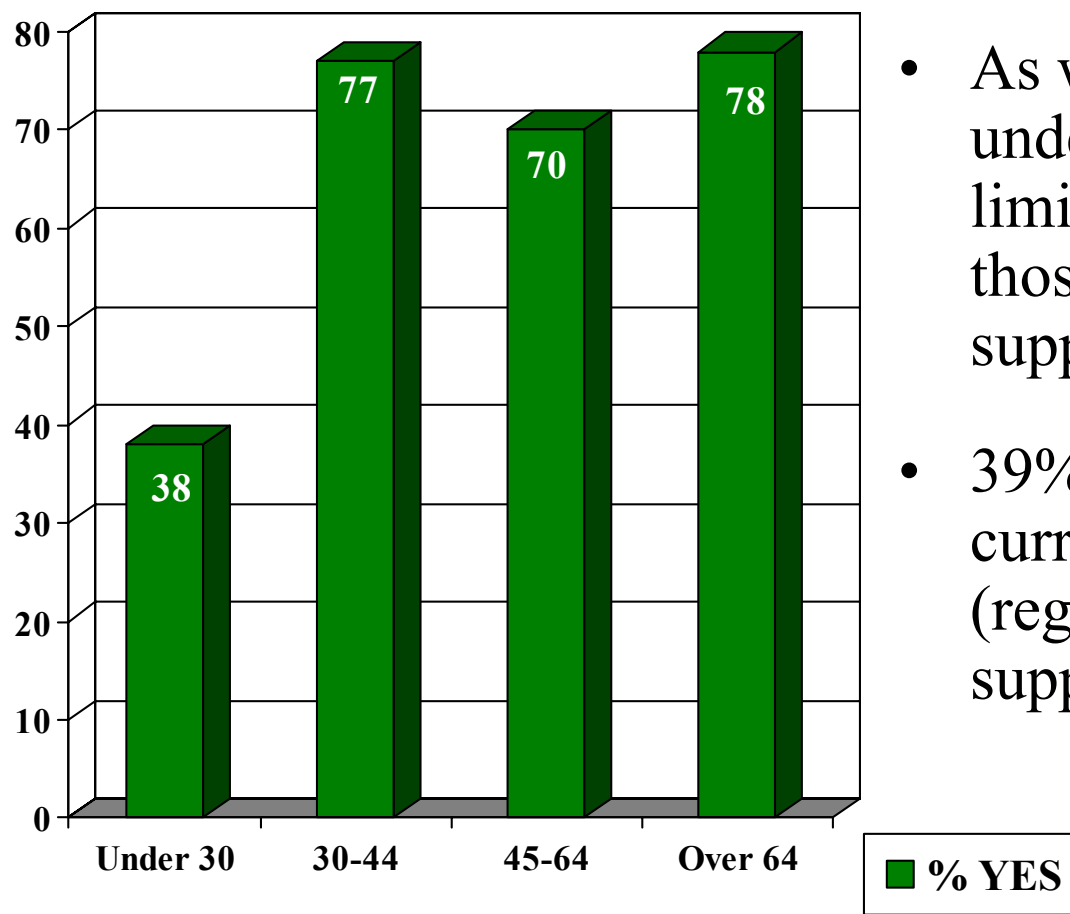
- ✓ Should bars be limited to 21 and over?
- ✓ How would you vote on the proposed School Bond?
- ✓ Do you support consolidation of Iowa City/Johnson County Governments?

Should Bars be Limited to 21 and Over



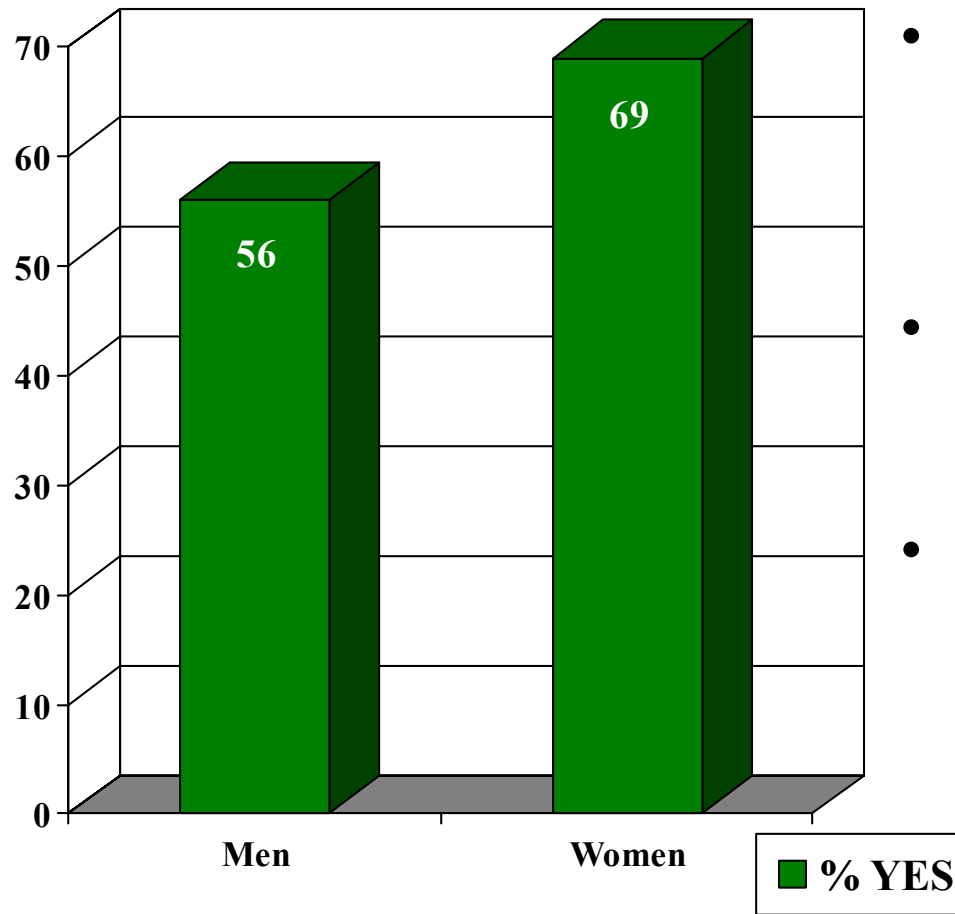
- Iowa City and Coralville voters are strongly in favor of limiting bars to 21 and over.

Bars 21 and Over by Age



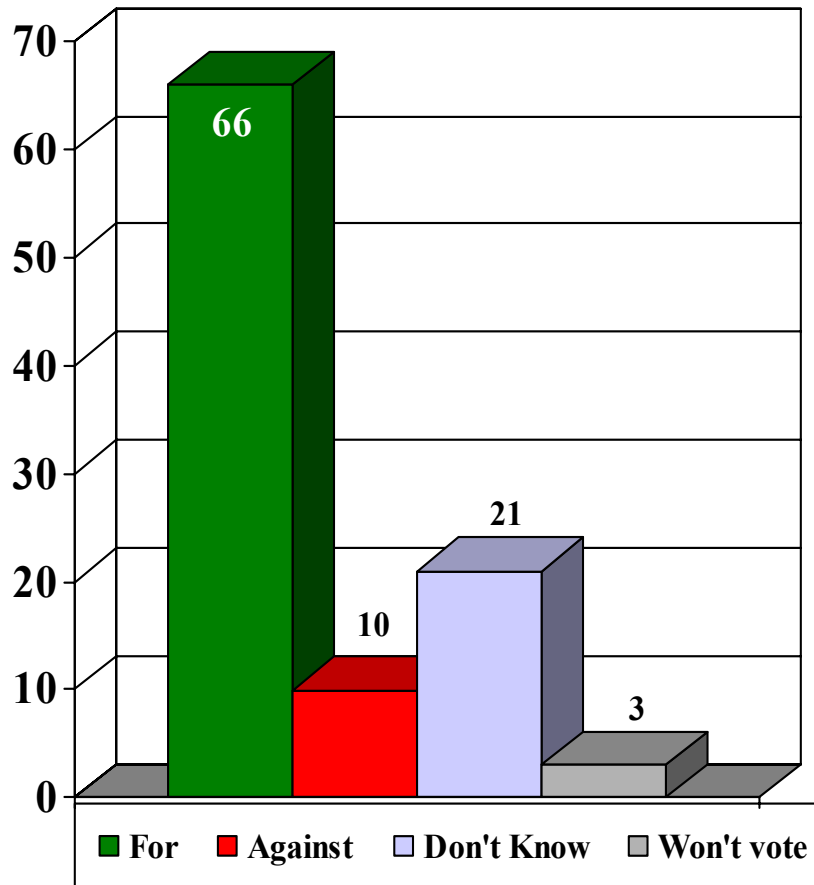
- As we might expect, those under 30 strongly oppose limiting bar access while those over 30 strongly support it.
- 39% of those who are currently college students (regardless of their age) support limiting access.

Bars 21 and Over by Sex



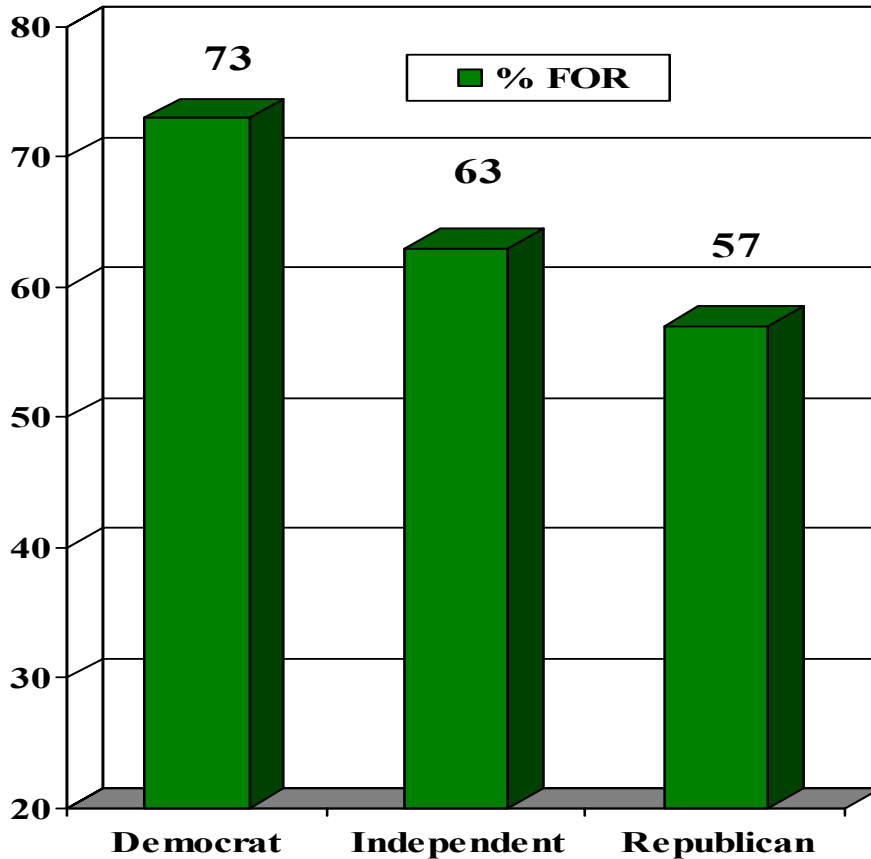
- Women are generally more supportive of limiting bar access to 21 and over.
- Non-college women want to limit access more than men – 78% to 63%
- Women currently in college only slightly more willing to limit access – 41% to 37%.

School Bond Support



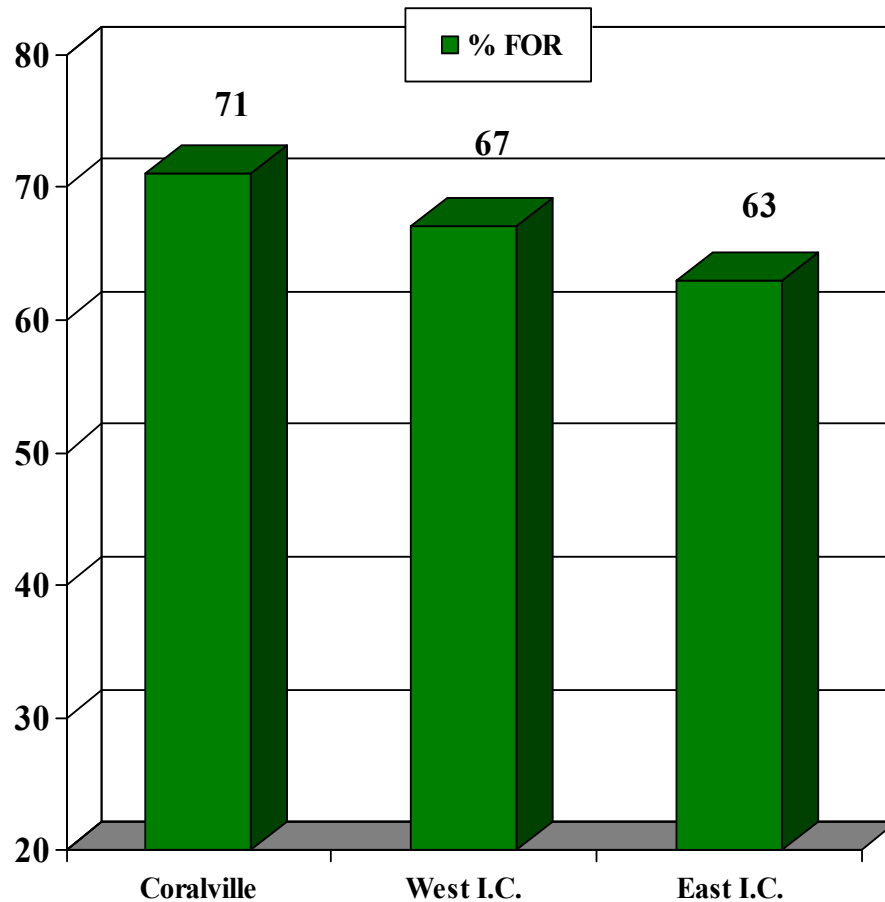
- The proposed \$38.7 million bond issue is strongly supported by voters.
- 66% say they will vote for the bond, only 10% say they will vote against.

Support for School Bond by Party



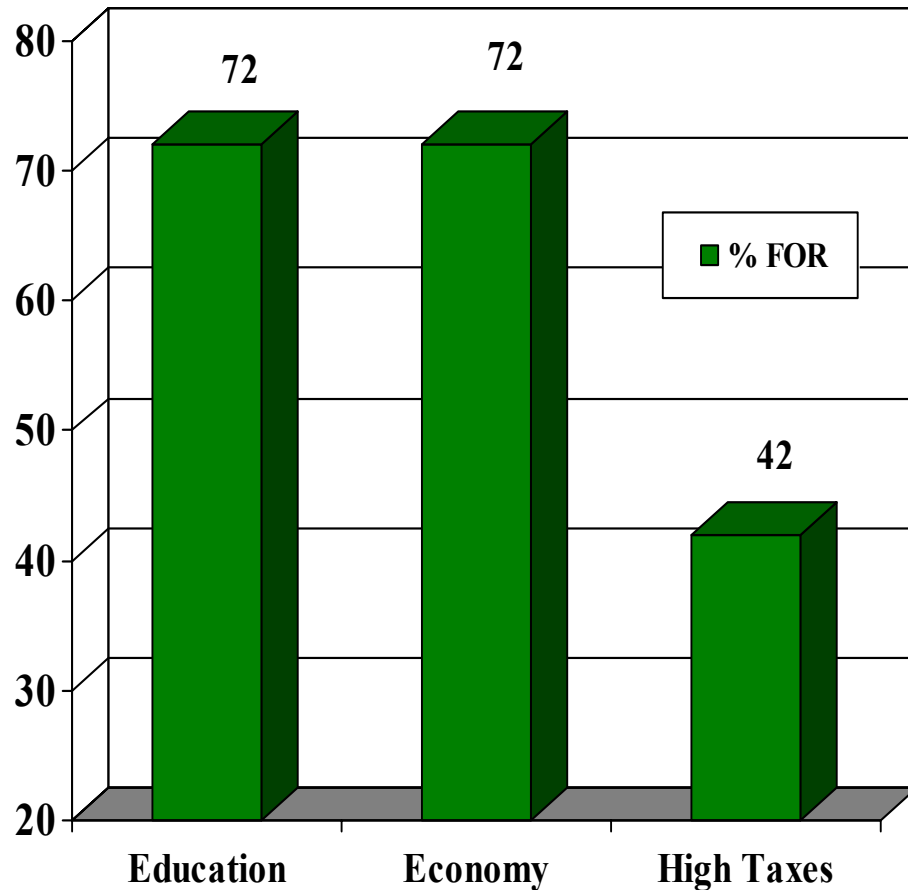
- While Democrats are more supportive, a majority of all party affiliations support the bond referendum.
- Republicans are not more likely to be against the bond, they are more likely to be in the “don’t know” group.

Support for School Bond by Area



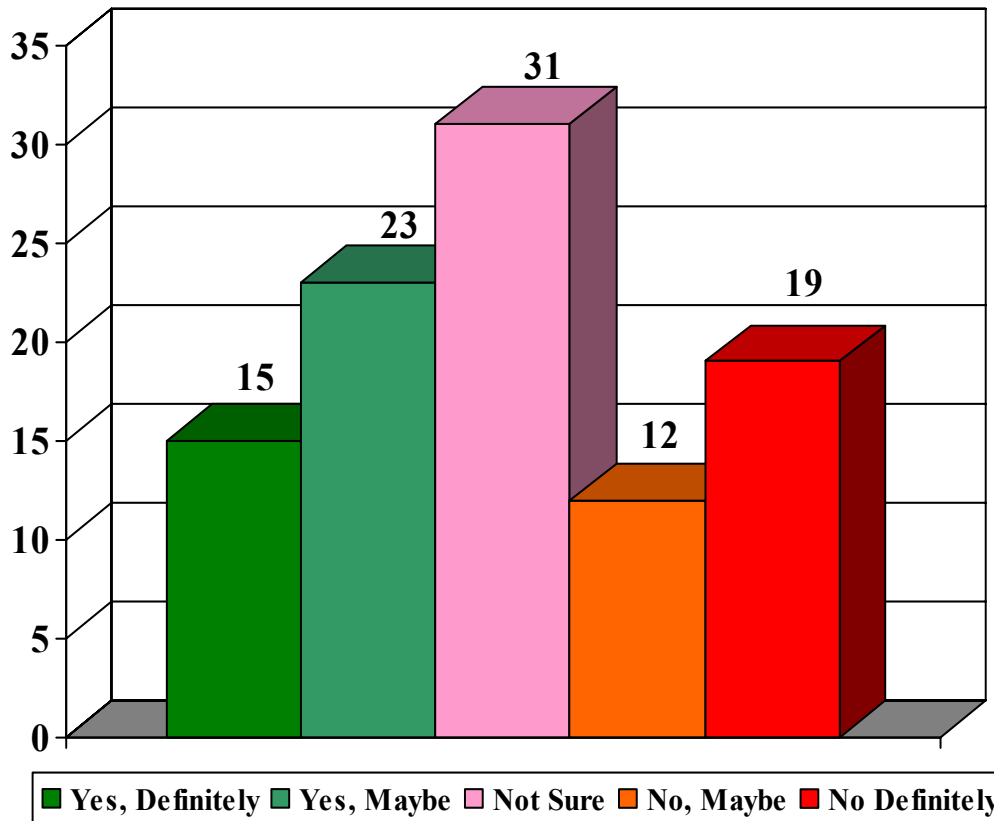
- There is some variation by City and West High School sending areas.
- Those on the West High side are slightly more supportive, but all areas would have passed the bond if the vote had been yesterday.

Support for School Bond by Important Problem



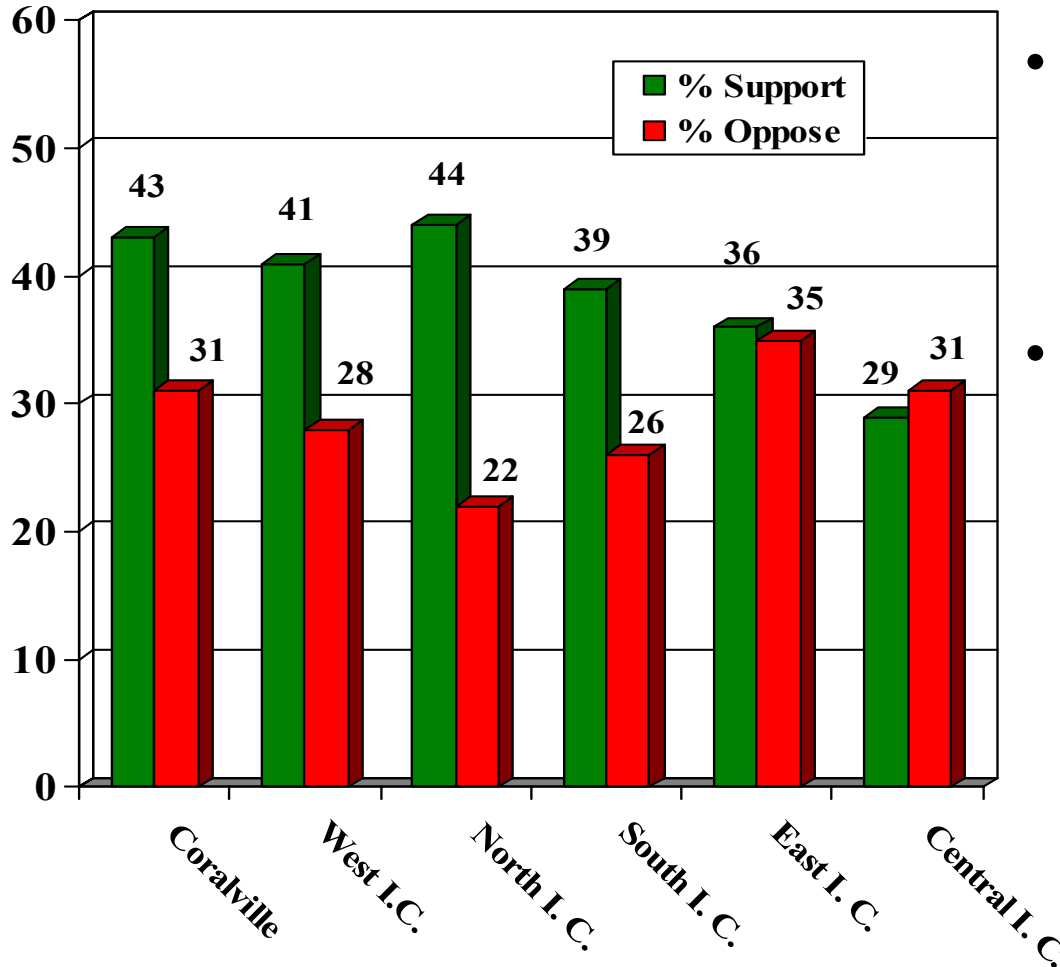
- Those who think high taxes is the most important problem facing our area (11%) are far less likely to support the bond.
- But those who think education or economy are most important (52%) are strong supporters.

Support for Consolidation of Iowa City and Johnson County Governments



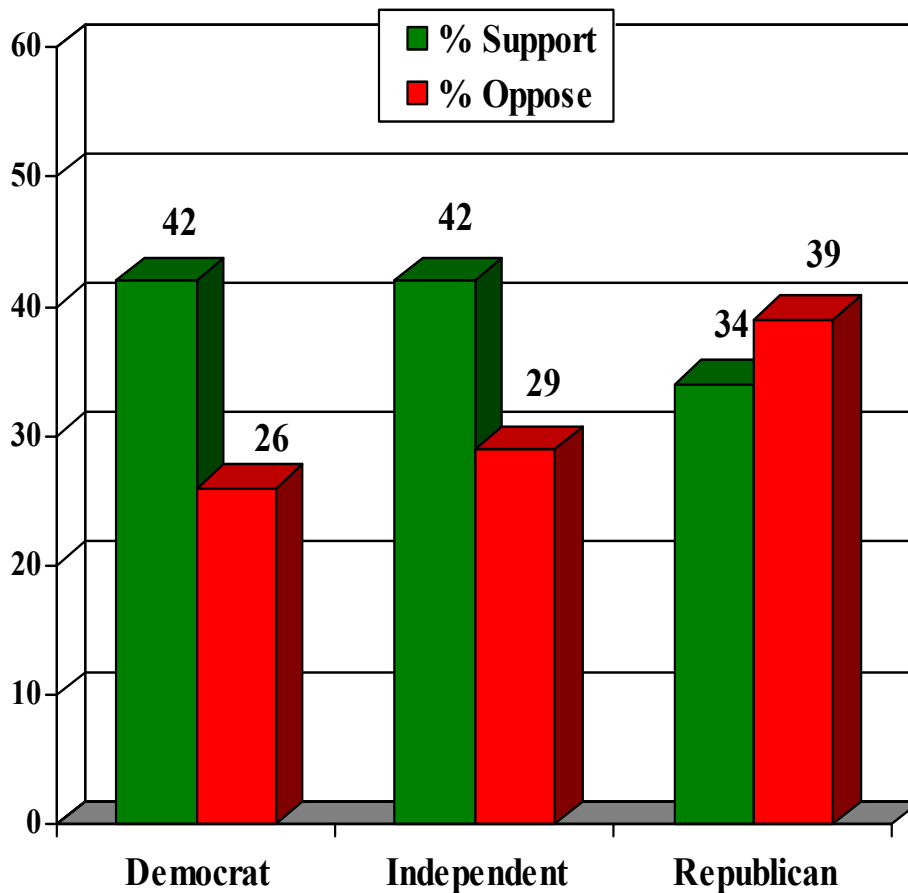
- A surprising share of voters support the idea of city/county consolidation. 38% show some support, while 31% are opposed.
- But the key point is that nearly a third of voters are not sure if they would support this.
- Any effort to propose consolidation would need to educate a large share of the public.

Support for Consolidation by Area of Town



- There is some variation by areas of Iowa City and Coralville.
- The western part of the area is more supportive while opposition is stronger in central/east Iowa City.

Support for Consolidation by Party



- Democrats and Independents are equally supportive of consolidation, though about 30% of both groups are not sure.
- Republicans oppose consolidation, with about 27% not sure.