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To: Interested Parties

From: GBA Strategies

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Iowa 01 – Tracking Survey

Democratic challenger Monica Vernon has taken a slim lead over Republican incumbent Rod Blum in Iowa's 1st congressional district and is now poised to win this highly contested swing seat. Blum's financial advantage after Vernon emerged from the competitive Democratic primary helped him build a solid lead and define himself with likely voters; our September survey showed Blum with nearly 2-to-1 favorables and a 9-point lead in the congressional race. But as the campaign has been fully joined by Vernon and her allies in the past month, Blum's standing has dropped precipitously while Vernon has held her ground in personal favorability and gained support in the congressional race. The momentum is clearly on Vernon's side as the campaign enters its final stage.

Our survey[1] of 400 likely voters shows that, while the political environment in this district has remained relatively stable, the dynamics of the congressional race have shifted dramatically in the last month.

IOWA'S 1ST CONGRESSIONAL DISTRICT						
	Party ID		Presidential Race		Congressional Race	
	Dem/Ind/Rep	*Dem - Rep*	*Clinton/Trump*	*Clin-Trmp*	*Vernon/Blum*	*Vern-Blum*
Sept. 21st	29/42/28	+2	43/37	+6	44/53	-9
Oct. 17th	31/39/29	+2	46/39	+7	48/47	+1
Shift toward Dem		+/-0		+1		+10

Both candidates have consolidated their partisan bases, but Vernon has gained 10 points among Independents and now leads among this critical group.

Blum's net favorability, which stood at +20 less than a month ago, has dropped precipitously since then and now stands at just +3 (39 percent favorable, 36 percent unfavorable). Vernon's net favorability is also +3 (33 percent favorable, 30 percent unfavorable), virtually unchanged from September. Driving this shift is perceptions of Blum's connection to Trump. A plurality of voters say Blum shares the same attitudes and values of Trump (41 percent) rather than pursuing an independent course (30 percent), which represents a 17-point shift. And nearly half (48 percent) say Blum shares Trump's policy goals.

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[1] GBA Strategies conducted a survey of 400 randomly selected likely voters on October 16-17, 2016. More than 40 percent of all interviews were conducted via cell phone. This survey carries a margin of error of 4.9 percentage points at the 95 percent confidence level.