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TRUMP BY A NOSE OVER CRUZ; RUBIO GAINS MOMENTUM AND CLINTON MAINTAINS LEAD OVER SANDERS

In the last poll before the Iowa Caucus, Donald Trump and Ted Cruz are virtually tied with Trump at 27% and Cruz 26%. This is a 6-point drop for Trump in one week, as the last Emerson Poll on January 21 had Trump at 33%. In the same period, Marco Rubio's is at 22% - up 8 points from 14% during the same time period. The rest of the GOP is far behind, all under 5%.

Among Democrat primary voters, Hillary Clinton has an 8- point lead over Bernie Sanders 51% to 43%.

The poll found the decision by front runner Donald Trump to skip the last Republican debate had a negative impact on his support: - 39% of GOP caucus voters said they were less likely to vote for Trump as a result of the boycott, while 14% viewed his absence as enhancing the likelihood they would vote for Trump. Fifty-two percent (52%) judged Trump's boycott as unimportant in impacting their vote.

"Since our January 21 poll, Trump's favorability has decreased by 10 points," said ECPS data analyst Matt Couture, and his decision to boycott the debate seems to be a factor in this decrease".

Among Independents voting in the Democratic Primary, Sanders leads Clinton by 12 points (56% to 44%), while Independents voting in the GOP Primary, show Trump leading Cruz by 5 points, (31% to 26%). Rubio has 20% of the Independent vote.

Among likely Republican caucus voters, Cruz has a high favorability rating (62% favorable, 33% unfavorable), while Trump has 43% favorable, and 51% unfavorable. Rubio is perceived favorable - 65% as compared to 25% unfavorable. Of those Democrats expected to participate in the caucus, Clinton had a 58% favorable and 19% unfavorable, and Sanders 74% favorable as compared to 15% unfavorable.

Overall, 52% of Iowans expect Clinton to win the caucus, and 41% pick Trump to be victorious among the GOP contenders. While Trump and Cruz are neck-and-neck, and Rubio looms in a close third on the last poll before the caucus - 41% of those polled expect Trump to win, while 33% chose Cruz, and 15% picked Rubio.

Caller ID
The ECPS poll was conducted from January 29 through January 31. The polling sample was a random selection of registered voters purchased through Aristotle Inc. Likely primary voters were classified through a screening question. For non-completes with a working residential phone line, at least five callbacks were attempted. The Democratic and GOP Presidential primaries consisted of 300 and 298 adult registered likely primary voters in Iowa, with a margin of error of +/-5.6% respectively, at a 95 percent confidence level, was used for the additional statewide questions. Data was collected using an Interactive Voice Response system and weighted based on 2012 General Election voting to reflect likely voter populations in Iowa. The full methodology and results can be found at www.theecps.org

For further information or questions about methodology, contact Spencer Kimball, ECPS polling director, at spencer_kimball@emerson.edu

RESULTS

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	275	46.0	46.0	46.0
	Female	323	54.0	54.0	100.0
	Total	598	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	270	45.1	45.1	45.1
	Republican	259	43.3	43.3	88.4
	Independent/Othrer	67	11.3	11.3	99.7
	Not registered	2	.3	.3	100.0
	Total	598	100.0	100.0	

2012

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Obama	311	52.0	52.0	52.0
	Romney	275	46.0	46.0	98.0
	someone else	12	2.0	2.0	100.0
	Total	598	100.0	100.0	

Which Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vote in Democratic primary/caucus	300	50.1	50.1	50.1
	Vote in Republican primary/caucus	298	49.9	49.9	100.0
	Total	598	100.0	100.0	

Democrat Primary Ballot test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	152	25.4	50.6	50.6
	Bernie Sanders	128	21.3	42.6	93.1
	Martin O'Malley	12	2.1	4.1	97.2
	Uncommitted	5	.9	1.7	99.0
	Undecided	3	.5	1.0	100.0
	Total	300	50.1	100.0	
Missing	System	298	49.9		
Total		598	100.0		

Democrat Expectation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	155	26.0	52.2	52.2
	Bernie Sanders	120	20.0	40.2	92.4
	Uncommitted	5	.9	1.7	94.1
	Undecided	18	2.9	5.9	100.0
	Total	298	49.8	100.0	
Missing	System	300	50.2		
Total		598	100.0		

GOP Primary Ballot Test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mike Huckabee	14	2.4	4.7	4.7
	Rand Paul	10	1.7	3.4	8.1
	Chris Christie	10	1.6	3.2	11.4
	Ted Cruz	76	12.8	25.6	37.0
	Marco Rubio	64	10.8	21.6	58.6
	Ben Carson	10	1.7	3.4	62.0
	Donald Trump	81	13.6	27.3	89.2
	Jeb Bush	11	1.9	3.8	93.0
	John Kasich	11	1.9	3.8	96.8
	Carly Fiorina	5	.8	1.7	98.5
	Rick Santorum	1	.2	.5	99.0
	Undecided	3	.5	1.0	100.0
	Total	298	49.9	100.0	
Missing	System	300	50.1		
Total		598	100.0		

Republican Expectation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mike Huckabee	5	.9	1.7	1.7
	Rand Paul	9	1.4	2.9	4.6
	Ted Cruz	96	16.1	32.7	37.3
	Marco Rubio	44	7.3	14.8	52.1
	Ben Carson	7	1.2	2.4	54.5
	Donald Trump	121	20.3	41.2	95.7
	Jeb Bush	6	1.0	2.1	97.8
	John Kasich	4	.7	1.4	99.1
	Other	1	.2	.4	99.5
	Undecided	1	.2	.5	100.0
	Total	295	49.3	100.0	
Missing	System	303	50.7		
Total		598	100.0		

Clinton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	248	41.5	42.7	42.7
	Unfavorable	311	52.0	53.5	96.2
	you are undecided	17	2.8	2.9	99.1
	you've never heard of this public figure	5	.9	.9	100.0
	Total	581	97.2	100.0	
Missing	System	17	2.8		
Total		598	100.0		

Rubio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	256	42.8	44.1	44.1
	Unfavorable	271	45.3	46.6	90.8
	You are undecided	46	7.7	7.9	98.7
	You've never heard of this public figure	8	1.3	1.3	100.0
	Total	580	97.0	100.0	
Missing	System	18	3.0		
Total		598	100.0		

Trump

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	143	24.0	24.7	24.7
	Unfavorable	410	68.6	70.7	95.4
	You are undecided	24	4.1	4.2	99.6
	You've never heard of this public figure	3	.4	.4	100.0
	Total	580	97.0	100.0	
Missing	System	18	3.0		
Total		598	100.0		

Sanders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	287	48.0	49.6	49.6
	Unfavorable	239	39.9	41.3	90.9
	You are undecided	33	5.6	5.7	96.6
	You've never heard of this public figure	19	3.2	3.4	100.0
	Total	578	96.7	100.0	
Missing	System	20	3.3		
Total		598	100.0		

Cruz

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	199	33.3	34.4	34.4
	Unfavorable	345	57.8	59.7	94.2
	You are undecided	29	4.9	5.1	99.2
	You've never heard of this public figure	5	.8	.8	100.0
	Total	578	96.7	100.0	
Missing	System	20	3.3		
Total		598	100.0		

Trump Skipping Debate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More likely to vote for Trump	57	9.5	9.9	9.9
	Less likely to vote for Trump	215	36.0	37.6	47.5
	Opinion unchanged	301	50.3	52.5	100.0
	Total	573	95.8	100.0	
Missing	System	25	4.2		
Total		598	100.0		

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34 Years	74	12.4	13.0	13.0
	35-54 Years	111	18.5	19.4	32.4
	55-74 Years	255	42.6	44.6	77.0
	75+	131	21.9	23.0	100.0
	Total	571	95.5	100.0	
Missing	System	27	4.5		
Total		598	100.0		

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White/Caucasian	510	85.3	89.7	89.7
	African American	29	4.9	5.1	94.8
	American Indian/ Alaska Native	3	.5	.5	95.4
	Asian	5	.9	.9	96.3
	Middle Eastern	2	.3	.4	96.6
	Hispanic/ Latino	6	1.0	1.1	97.7
	Other	10	1.6	1.7	99.4
	Don't know	3	.6	.6	100.0
	Total	569	95.1	100.0	
Missing	System	29	4.9		
Total		598	100.0		

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D 1	134	22.4	22.4	22.4
	D 2	155	25.9	25.9	48.3
	D 3	162	27.1	27.1	75.4
	D 4	147	24.6	24.6	100.0
	Total	598	100.0	100.0	

Date

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friday 1/29	315	52.7	52.7	52.7
	Saturday 1/30	221	37.0	37.0	89.7
	Sunday 1/31	62	10.3	10.3	100.0
	Total	598	100.0	100.0	