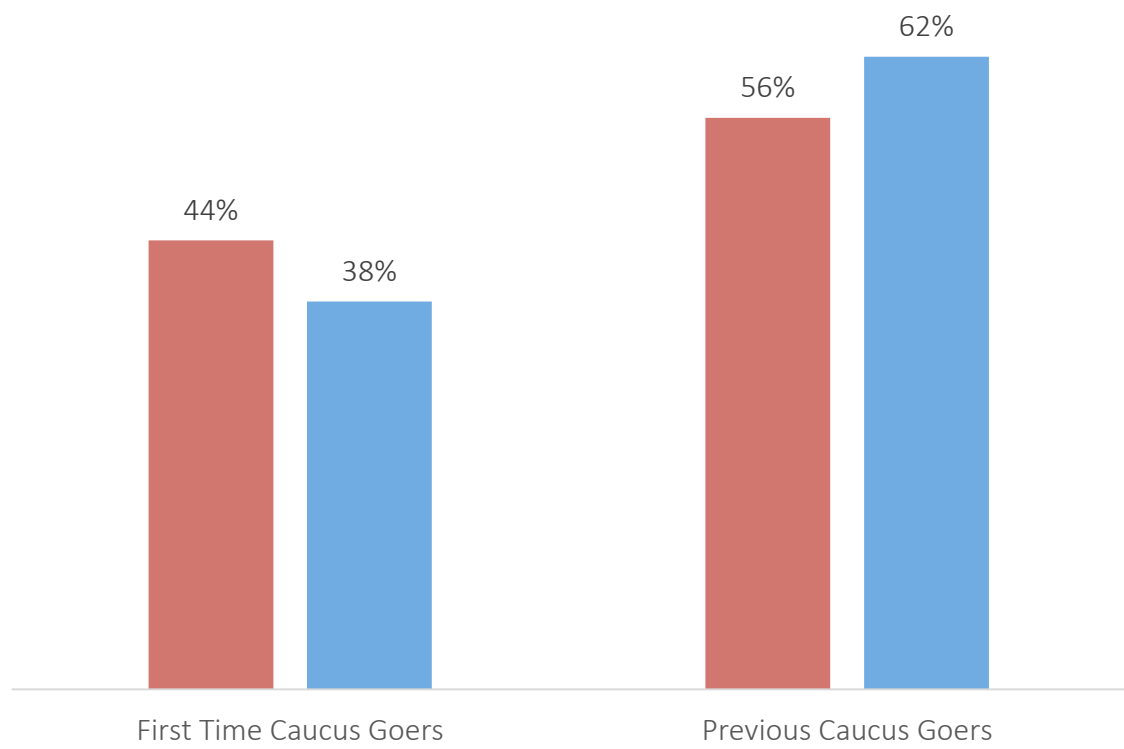


First-Time Caucus Goers Critical For Trump and Sanders Victories in Iowa Caucuses

Potential First-Time Iowa Caucus Goers By Party

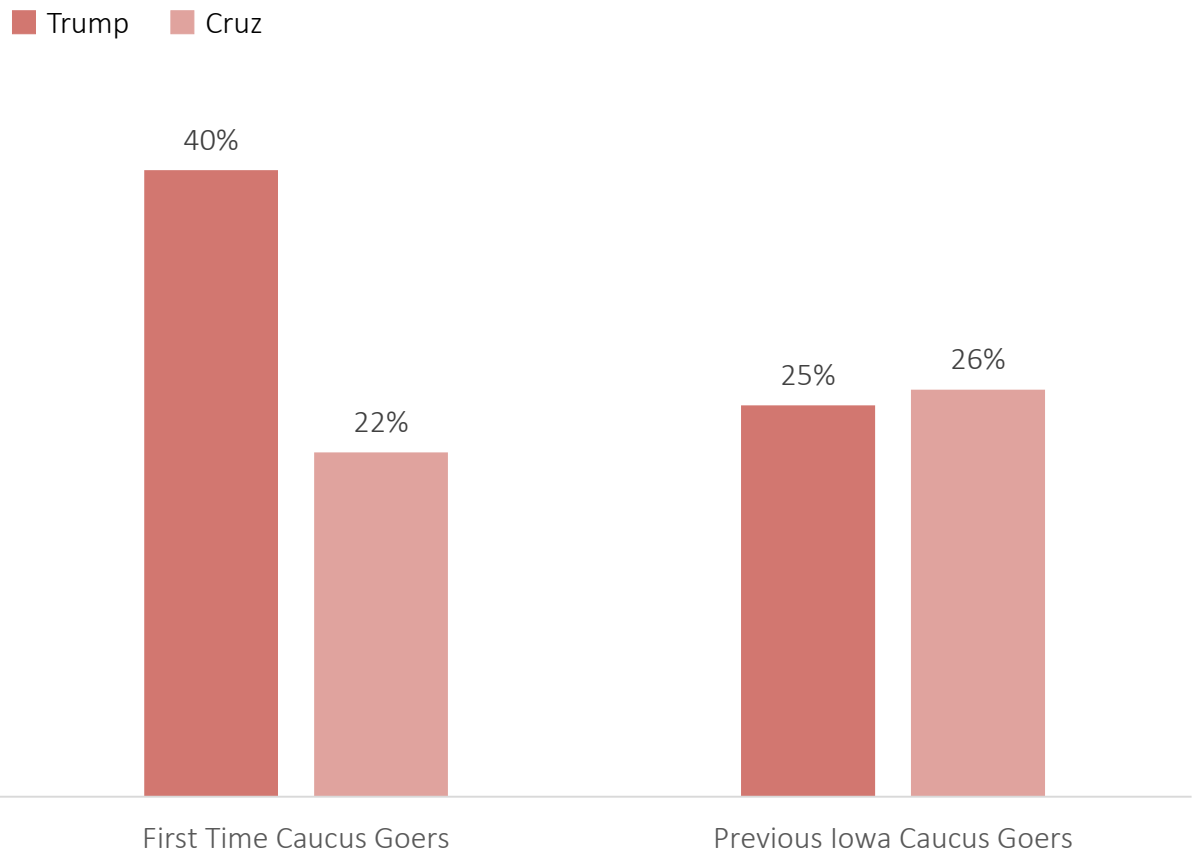
■ Republicans ■ Democrats



Source: Ryan Struyk, "Why First-Time Iowa Caucus-Goers Will Decide the Winner," ABC News, January 29, 2016; Quinnipiac University Poll, February 1, 2016.

Trump Has Greater Favorability With First-Time Caucus Goers Making Their Turnout Critical To His Success

Support for Trump and Cruz Amongst First and Previous Iowa Caucus Goers



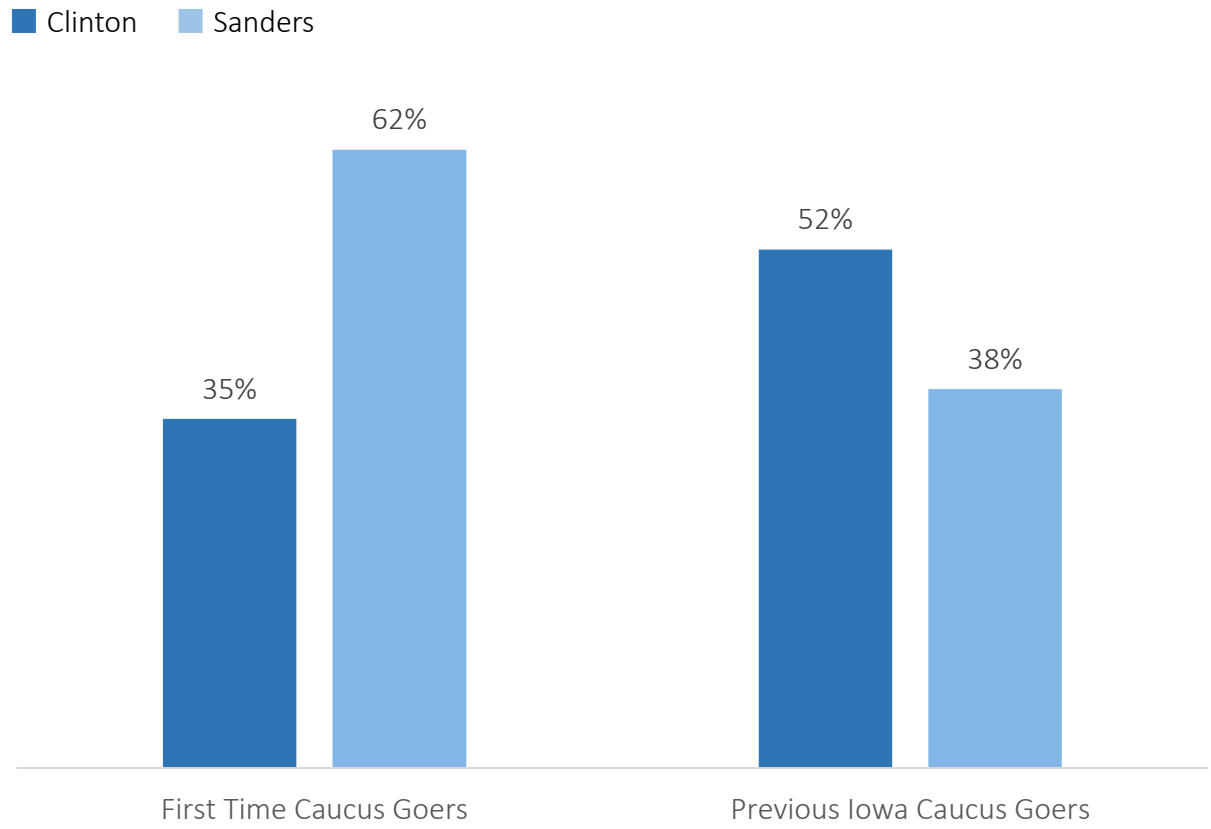
Significance of First-Time Caucus Goers for Republicans

- Donald Trump has substantial support amongst first-time caucus goers compared to his nearest rival, Ted Cruz
- Trump and Cruz are about even amongst previous Iowa caucus goers making newcomer turnout the critical factor in whether Trump wins the caucus
- The unanswered question is whether these new caucus goers will actually show up considering caucus participation is very low and Trump lacks the ground support that Cruz does

Source Ryan Struyk, "Why First-Time Iowa Caucus-Goers Will Decide the Winner," ABC News, January 29, 2016; Quinnipiac University Poll, February 1, 2016.

Sanders Has Substantial Support From First-Time Caucus Goers While Clinton Holds Leads With Previous Attendees

Support for Clinton and Sanders Amongst First and Previous Iowa Caucus Goers



Significance of First-Time Caucus Goers For Democrats

- Sanders has a substantial lead amongst first-time caucus goers
- Clinton, on the other hand, has a lot more support amongst previous caucus goers than Sanders
- Sanders needs a fairly large turnout amongst young voters, who overwhelmingly support Sanders and are a large segment of first-time caucus goers
- Back in 2008, Obama was able to beat Clinton because a lot of young voters came out and caucused for the first time

Source Ryan Struyk, "Why First-Time Iowa Caucus-Goers Will Decide the Winner," ABC News, January 29, 2016; Quinnipiac University Poll, February 1, 2016.