



CYGNAL



IOWANS FOR TAX RELIEF FOUNDATION

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Reynolds Dominating the IA GOV Race with Wind Behind Her Back

DATE: February 24, 2022 TO: Iowans for Tax Relief Foundation & Interested Parties FROM: Jacqueline Boggess, Director of Insights, and Brent Buchanan, President RE: Survey of Likely General Election Voters in Iowa

Governor Reynolds is very popular; leads by 17 points on the gubernatorial ballot.

- Governor Reynolds has an incredibly high net favorability (+17) and was by far the most popular person tested. • On the ballot, Reynolds leads with all the voter groups that decided both the 2018 and 2020 elections.

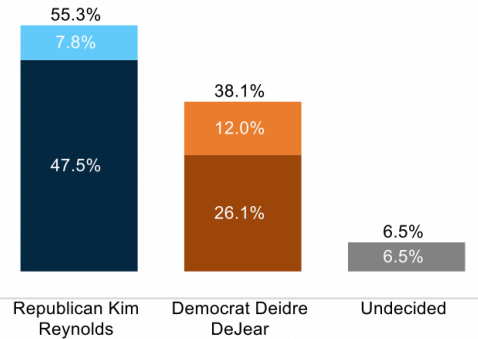


Table with 20 columns (Female, Male, 18-34, 35-49, 50-64, 65+, CD 01-04, Republican, Democrat, Independent, Conservative, Moderate, Liberal, White, Minorities, College, No college, < \$50k, \$50k-\$100k, \$100k+) and 6 rows (Republican Kim Reynolds, Democrat Deidre DeJear, Definitely Republican Kim Reynolds, Probably Republican Kim Reynolds, Probably Democrat Deidre DeJear, Definitely Democrat Deidre DeJear, Undecided).

A majority of Iowa voters support a flat tax.

- 57% of voters support the proposal to lower Iowa's personal income tax to a flat 4% rate (support +33). • Like most groups, Independents overwhelmingly support the plan (63% support, 16% oppose).

METHODOLOGY: This probabilistic survey was conducted February 20, 2022 – February 22, 2022, with 610 likely general election voters. It has a margin of error of ±3.92%. Known registered voters were interviewed via live agents calling cell phones and landlines, and voters received invitations to participate in the survey via SMS with a secure link tied to their voter record. This survey was weighted to a likely 2022 general election voter universe.

ABOUT CYGNAL: Cygnal is an award-winning international public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver's FiveThirtyEight two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by The New York Times. Its team members have worked in 47 states and countries on more than 2,500 corporate, public affairs, and political campaigns.

