Insights & Analysis

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Seniors and suburban residents will vote earliest; rural and middle-aged will wait longer

How do you plan to vote in the November general election for Congress, Governor, and state legislature out of the following options?

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How do you plan to vote in the November general election for Congress, Governor, and state legislature out of the following options?
**Generic Republican improved from R+13 to R+17; women, Independents, and college-educated moved most**

If the elections were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

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Generic Ballot Percent Change: July 14 to Oct 4

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Biden remains very unfavorable to majority of Independents

Do you have a favorable or unfavorable opinion of Joe Biden?
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Trump’s image slightly improved with Republicans

Do you have a favorable or unfavorable opinion of Donald Trump?

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<th>F mighty</th>
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Trend: Donald Trump Image

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Reynolds improved her image especially with intensity; Independents now net favorable

Do you have a favorable or unfavorable opinion of Kim Reynolds?
Trend: Kim Reynolds Image

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Grassley’s image improved; now 1:1 with Independents

Do you have a favorable or unfavorable opinion of Chuck Grassley?

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Trend: Chuck Grassley Image

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Franken’s unfavs increased while favs remain constant

Do you have a favorable or unfavorable opinion of Mike Franken?
Trend: Mike Franken Image

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Inflation remains as top issue; abortion dropped in importance as healthcare increased most

From the following list, which issue is personally most important to you that would decide your vote for Iowa State Government?
Trend: Top Priority

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Reynolds increased her lead as seniors, Independents, and college-educated move in her favor

If the 2022 general election for Governor was held today, and the candidates were Republican Kim Reynolds and Democrat Deidre DeJear, and you had to make a choice, who would you vote for?
Gov Ballot Percent Change: July 14 to Oct 4

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**Trend: Gov Ballot**

**Insights & Analysis**

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- Biden (-30 net fav) remains very unfavorable to 56% of voters while Trump (-2 net fav) slightly improved his standing among Republicans. Each Republican candidate improved their net favorability since July while DeJear's image ratio hasn't moved. Franken's unfavs increased while his favs remain the same as July.

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- Democrats and Independents both increased support for the Second Amendment CA.

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**Graph Details**

- **February 22, 2022**
  - Republican Kim Reynolds: 55.3%
  - Democrat Deidre DeJear: 47.5%
  - Definitely Republican Kim Reynolds: 38.1%
  - Definitely Democrat Deidre DeJear: 26.1%
  - Undecided: 12.0%

- **July 14, 2022**
  - Republican Kim Reynolds: 55.5%
  - Democrat Deidre DeJear: 48.1%
  - Definitely Republican Kim Reynolds: 41.1%
  - Definitely Democrat Deidre DeJear: 31.4%
  - Undecided: 9.7%

- **October 4, 2022**
  - Republican Kim Reynolds: 58.6%
  - Democrat Deidre DeJear: 49.1%
  - Definitely Republican Kim Reynolds: 38.0%
  - Definitely Democrat Deidre DeJear: 31.2%
  - Undecided: 9.5%
Grassley’s lead increased with support from Independents and college-educated

If the 2022 general election for U.S. Senate was held today, and the candidates were Republican Chuck Grassley and Democrat Mike Franken, and you had to make a choice, who would you vote for?

**Insights & Analysis**

- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.

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- Democrats and Independents both increased support for the Second Amendment CA.
US Senate Ballot Percent Change: July 14 to Oct 4

Insights & Analysis

- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.

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Trend: U.S. Senate Ballot

Insights & Analysis

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- Democrats and Independents both increased support for the Second Amendment CA.
AG ballot shifted back in favor of Bird as Republicans increased support

If the 2022 general election for state Attorney General was held today, and the candidates were Republican Brenna Bird and Democrat Tom Miller, and you had to make a choice, who would you vote for?
AG Ballot Percent Change: July 14 to Oct 4

- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.

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- Democrats and Independents both increased support for the Second Amendment CA.
Trend: AG Ballot

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• Democrats and Independents both increased support for the Second Amendment CA.
If the 2022 general election for state Secretary of Agriculture was held today, and the candidates were Republican Mike Naig and Democrat John Norwood, and you had to make a choice, who would you vote for?

**Insights & Analysis**

- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.

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- Democrats and Independents both increased support for the Second Amendment CA.
If the 2024 general election for President was held today, and the candidates were Republican Donald Trump and Democrat Joe Biden, and you had to make a choice, who would you vote for?

<table>
<thead>
<tr>
<th></th>
<th>Republican Donald Trump</th>
<th>Democrat Joe Biden</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>8.2%</td>
</tr>
</tbody>
</table>

**Republican Donald Trump**
- 51.0% for Trump
- 9.7% for Biden
- 41.3% for Undecided

**Democrat Joe Biden**
- 40.8% for Biden
- 5.5% for Trump
- 8.2% for Undecided

**Undecided**
- 8.2% for both

**Insights & Analysis**
- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July).
- Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July.
- The top issue remains inflation as abortion has dropped in importance and healthcare increased.

- Naig leads the Secretary of Agriculture ballot R+18, and Trump maintains a steady R+10 lead on the 2024 Presidential ballot.
- Independents and college-educated voters account for the most shift for Republican candidates since July.

- Biden (-30 net fav) remains very unfavorable to 56% of voters while Trump (-2 net fav) slightly improved his standing among Republicans.
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Trend: Trump v. Biden

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• Democrats and Independents both increased support for the Second Amendment CA.
Are you willing to vote for a candidate who has a different view than you on abortion so long as you agree with the candidate on most other issues?
Insights & Analysis
- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.
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- Democrats and Independents both increased support for the Second Amendment CA.
Do you support or oppose a plan to allow parents to spend their child’s share of state educational funding at the public or private school of their choice?
In Iowa, the environment has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.

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Democrats and Independents both increased support for the Second Amendment CA.
Majority *strongly* oppose cancelling student loan debt; Dems and young voters support

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
<th>Neither</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>57.9%</td>
<td>7.6%</td>
<td>7.9%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

- 32.5%
- 10.9%
- 21.6%
- 50.3%

- Do you support or oppose the Biden Administration cancelling existing college loan debt and shifting the burden to taxpayers?
Setting limits on local government taxes is supported by even a plurality of Democrats

Local governments in Iowa have a broad authority to set property tax rates and budget levels as they deem appropriate. To control the growth of property taxes, do you support or oppose the State Legislature setting limits on how much a local government can tax and spend?
The Second Amendment CA increased in support even among Democrats and Independents

If the election was held today, how would you vote on this constitutional amendment?: “The right of the people to keep and bear arms shall not be infringed. The sovereign state of Iowa affirms and recognizes this right to be a fundamental individual right. Any and all restrictions of this right shall be subject to strict scrutiny.”
Segmentation Analysis

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

| GOP Supporters (53%) | Independents (11%) | Dem Supporters (36%) |

**Vote Method Screener**
- Vote in-person on Election Day: 87.6%
- Vote early absentee in-person: 7.3%
- Vote absentee by mail: 5.1%

**Generic Ballot**
- Republican candidate: 99.7%
- Democratic candidate: 3.5%

**Image: Joe Biden**
- Favorable: 99.5%
- Unfavorable: 0.5%

**Image: Donald Trump**
- Favorable: 87.8%
- Unfavorable: 12.2%

**Image: Kim Reynolds**
- Favorable: 97.9%
- Unfavorable: 2.1%

**Image: Deidre DeJear**
- Favorable: 26.6%
- Unfavorable: 73.4%

**Image: Chuck Grassley**
- Favorable: 90.5%
- Unfavorable: 9.5%

**Image: Mike Franken**
- Favorable: 45.4%
- Unfavorable: 38.0%
- No opinion: 17.9%
- Never heard of: 6.8%

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
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### GOP Supporters (53%)

<table>
<thead>
<tr>
<th>Top Priority</th>
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<tbody>
<tr>
<td>Inflation and the cost of living</td>
<td>49.4%</td>
</tr>
<tr>
<td>Women’s reproductive rights</td>
<td>3%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>2.2%</td>
</tr>
<tr>
<td>Crime and public safety</td>
<td>0.7%</td>
</tr>
<tr>
<td>Government spending</td>
<td>8.5%</td>
</tr>
<tr>
<td>Pro-life and family values</td>
<td>10.1%</td>
</tr>
<tr>
<td>The Second Amendment and gun violence</td>
<td>8.6%</td>
</tr>
<tr>
<td>Border security</td>
<td>9.4%</td>
</tr>
<tr>
<td>Gun control measures</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

- **Gov Ballot**
  - Republican Kim Reynolds: 99.8%
  - Democrat Deidre DeJear: 2%

- **U.S. Senate Ballot**
  - Republican Chuck Grassley: 92.2%
  - Democrat Mike Franken: 8%

- **AG Ballot**
  - Republican Brenna Birnd: 81.2%
  - Democrat Tom Miller: 7.0%
  - Undecided: 11.8%

- **Sec of Ag Ballot**
  - Republican Mike Naig: 87.3%
  - Democrat John Norwood: 1.1%
  - Undecided: 11.6%

- **Trump v. Biden**
  - Republican Donald Trump: 99.2%
  - Democrat Joe Biden: 3%

### Independents (11%)

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<td>Gun control measures</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>6.5%</td>
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</table>

- **Gov Ballot**
  - Republican Kim Reynolds: 68.2%
  - Democrat Deidre DeJear: 31.8%

- **U.S. Senate Ballot**
  - Republican Chuck Grassley: 62.2%
  - Democrat Mike Franken: 37.8%

- **AG Ballot**
  - Republican Brenna Birnd: 21.1%
  - Democrat Tom Miller: 47.2%
  - Undecided: 31.6%

- **Sec of Ag Ballot**
  - Republican Mike Naig: 30.3%
  - Democrat John Norwood: 21.0%
  - Undecided: 48.7%

- **Trump v. Biden**
  - Republican Donald Trump: 54.6%
  - Democrat Joe Biden: 45.4%

### Dem Supporters (36%)

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<tbody>
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<td>4.0%</td>
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<td>Other</td>
<td>8.8%</td>
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- **Gov Ballot**
  - Republican Kim Reynolds: 95.7%
  - Democrat Deidre DeJear: 4.3%

- **U.S. Senate Ballot**
  - Republican Chuck Grassley: 58.6%
  - Democrat Mike Franken: 41.4%

- **AG Ballot**
  - Republican Brenna Birnd: 94.7%
  - Democrat Tom Miller: 5.0%
  - Undecided: 0%

- **Sec of Ag Ballot**
  - Republican Mike Naig: 82.6%
  - Democrat John Norwood: 12.2%
  - Undecided: 5%

- **Trump v. Biden**
  - Republican Donald Trump: 99.4%
  - Democrat Joe Biden: 0.6%

- **Vote Diff Abortion View**
  - Yes: 47.6%
  - No: 33.9%
  - Unsure: 18.5%
Laatsteklassanalyses was gebruik om te bepalen of er groepen respondenten ontstaan die in de enquête optreden. De segmenten/bestaanden die worden gecreëerd worden onderzocht op verschillen in demo's en vraagantwoorden en genaamd naar de dominant karakteristieken binnen de groep. 

- De omgeving in Iowa is veranderd in het voordeel van de Republikeinen, de algemene verbetering is R+17 (R+13 in juli), Reynolds verbeterde haar leiding tot R+21 (R+14 in juli), Grassley verbeterde zijn leiding tot R+14 (R+8 in juli), en Bird is nu R+3 na te zijn overeind in juli. De top-issuere blijft inflatie, terwijl abortus minder belangrijk is en degezondheidszorg gestegen is.

- Naig leidt de Secretary of Agriculture ballot R+18, en Trump houdt een stevige R+10 leiding op de 2024 Vertredersballot. 

- Biden (-30 net fav) blijft zeer ongunstig voor 56% van de bevolking en Trump (-2 net fav) verbeterde zijn standpunt onder republikeinen. 

- Na Naig en Trump verbeterde hun net tevredenheid sinds juli, terwijl DeJear's beeldverhouding niet is veranderd. Franken's ontevredenheid is toegenomen terwijl zijn tevredenheid hetzelfde is als in juli.

- Machine learning gecreëerd drie segmentation analysis groepen, de sleutel is "Independents". Deze stemmers verdeelden hun stem over de genoemde ballotten, maar zij staan aan de algemene Republikein, ondersteunen ESAs, ondersteunen beperking van overheidsbelastingen, ondersteunen de Tweede Amendement CA, en tegen studentenleningen vergoeding. Ze zijn een overtuigbare groep die een alle-GOP ballot kunnen krijgen met de juiste berichtgeving (slides 45-48).

- Sinds juli is respondenten bereid om voor een kandidaat te stemmen die een andere mening heeft over abortus, afgenomen voor beide republikeinen en democraten: van geen +10 naar +20 in totaal.

- Een meerderheid sterk tegen stoppen van collegeletsel, terwijl alleen democraten en volgers onder de 35 jaar het steunen. De steun voor ESAs blijft vergelijkbaar met juli (ondersteuning +9) en democraten blijven het meest tegenstaan, en een meerderheid steunen beperking van lokale overheidsbelastingen (ondersteuning +36) en de Tweede Amendement CA (ondersteuning +31).

- Democraten en Independents zijn begonnen te steunen voor de Tweede Amendement CA.
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

**GOP Supporters (53%)**
- Very conservative: 53.3%
- Somewhat conservative: 10.1%
- Moderate: 11.1%
- Somewhat liberal: 0%
- Very liberal: 5%
- Unsure: 2.4%

**Independents (11%)**
- Very conservative: 3.1%
- Somewhat conservative: 22.9%
- Moderate: 53.5%
- Somewhat liberal: 6.9%
- Very liberal: 2.3%
- Unsure: 8.5%

**Dem Supporters (36%)**
- Very conservative: 7%
- Somewhat conservative: 40.1%
- Moderate: 26.8%
- Somewhat liberal: 24.2%
- Very liberal: 2.6%
- Unsure: 2.6%

Insights & Analysis
- The environment in Iowa has shifted in favor of Republicans as the generic improved to R+17 (R+13 in July), Reynolds improved her lead to R+21 (R+14 in July), Grassley improved his lead to R+14 (R+8 in July), and Bird is now up R+3 after being tied in July. The top issue remains inflation as abortion has dropped in importance and healthcare increased.
- Naig leads the Secretary of Agriculture ballot R+18, and Trump maintains a steady R+10 lead on the 2024 Presidential ballot. Independents and college-educated voters account for the most shift for Republican candidates since July.
- Biden (-30 net fav) remains very unfavorable to 56% of voters while Trump (-2 net fav) slightly improved his standing among Republicans. Each Republican candidate improved their net favorability since July while DeJear’s image ratio hasn’t moved. Franken’s unfavs increased while his favs remain the same as July.
- Machine learning generated three segmentation analysis groups, the key being the “Independents”. These voters largely split their ticket across the named ballots, but side with the generic Republican, support ESAs, support limiting government taxes, support the Second Amendment CA, and oppose student loan forgiveness. They are a persuadable group that could end up with an all-GOP ballot with the right messaging (slides 45-48).
- Since July, respondents’ willingness to vote for a candidate with a different view on abortion has dropped for both Republicans and Democrats: from No +10 to No +20 overall.
- A majority strongly oppose canceling college debt as just Democrats and voters under 35 support. Support for ESAs remains similar to July (support +9) and Democrats still oppose most, and a majority support setting limits on local government taxes (support +36) and the Second Amendment CA (support +31).
- Democrats and Independents both increased support for the Second Amendment CA.
Demographics

Sex
52.9% Female
47.1% Male

Age Range
- 18 - 34: 20.0%
- 35 - 49: 21.1%
- 50 - 64: 26.9%
- 65+: 32.0%

Household Income
- <$50k: 22.1%
- $50k-$100k: 40.1%
- $100k+: 31.4%

Education
- have at least a College degree: 41.1%
- 58.6% have no college degree

Race/Ethnicity
- White or Caucasian: 90.7%
- Asian or Pacific Islander: 0.2%
- Black or African American: 1.9%
- Hispanic or Latino: 2.6%
- Other: 2.7%

Partisanship
- Strongly Republican: 19.1%
- Mostly Republican: 18.4%
- Independent: 35.1%
- Mostly Democratic: 13.5%
- Strongly Democratic: 12.3%

Ideology
- Very conservative: 21.9%
- Somewhat conservative: 29.2%
- Moderate: 26.1%
- Somewhat liberal: 10.5%
- Very liberal: 9.1%

General Election X of 4
- 1 of 4: 5.9%
- 2 of 4: 10.5%
- 3 of 4: 17.9%
- 4 of 4: 64.5%

Sample size: 600