

October 27, 2022



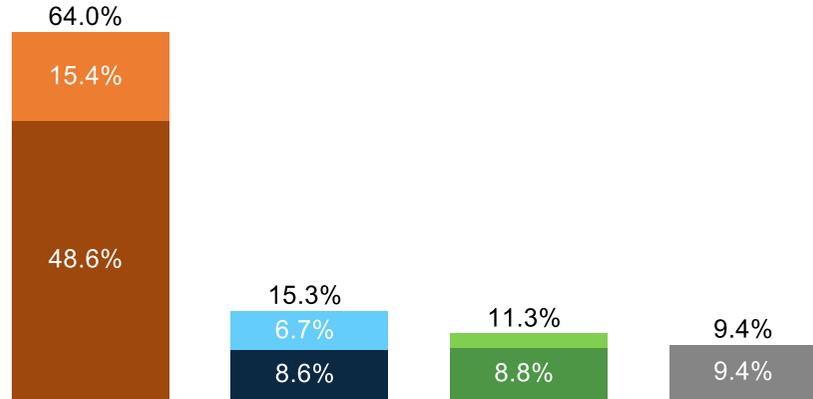
# Survey of Likely General Election Voters Iowa Statewide

October 26 – 27, 2022 | n=600 |  $\pm 3.95\%$

## Insights & Analysis

- The environment in Iowa still strongly favors Republicans as the generic is now at **R+14** (early Oct: R+17), **Reynolds'** lead dropped a bit to **R+19** (early Oct: R+21), **Grassley's** slightly dipped to **R+11** (early Oct: R+14), and **Bird** is now behind **D+2** after leading in early Oct **R+3**. The top issue remains **inflation** as **abortion** has dropped in importance.
  - **Reynolds remains strong** at the top of the ticket and wins **women, seniors, Independents, and all the geos**. Her only weakness is with **college women**.
  - On the U.S. Senate ballot, **Grassley** – the most senior Republican senator, having served since 1981 – maintains a healthy lead but notably doesn't lead compared to Reynolds with **women 50-64** or in **CD2**. He is also tied with **women 65+**, while she is ahead.
  - In the Attorney General race, Republican **Brenna Bird** now trails her Democrat opponent, the longtime **27-year incumbent** Tom Miller **D+2**. He notably wins **Independents, women 50+, and all the geos** while they are both tied with **voters aged 35-49, men 65+, \$50k-99k earners, and college-educated men**. **Tying Bird to Reynolds is key here**, but it might also help that Miller is a longtime incumbent – just like Grassley.
- **Biden** (-21 net fav) remains unfavorable to 58% of voters while **each Republican candidate maintained their net favorability** since early October although the Democrats' image also improved.
- Machine learning (slides 37-40) generated three segmentation analysis groups, the key being the "**Lean Miller**". These voters largely **split their ticket in favor of Reynolds/Grassley** across the named ballots, side with the generic Republican, and prioritize inflation. Running as a united Reynolds Republican ticket may win back these mostly older, lower-educated men for Bird. They also need to hear more from her campaign, as she has a significant deficit in name ID.

# Seniors and CD1 residents will vote earliest; younger voters and middle-aged will wait longer



	In-person on Election Day		Early absentee in-person		Absentee by mail		Already voted																					
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Already voted absentee in-person or returned absentee ballot	7%	8%	11%	11%	10%	6%	12%	6%	11%	11%	10%	7%	15%	8%	9%	0%	4%	9%	11%	10%	8%	8%	9%	10%	10%	10%	13%	9%
Vote in-person on Election Day	71%	66%	68%	50%	67%	76%	54%	58%	63%	63%	71%	75%	47%	66%	57%	68%	65%	64%	60%	67%	64%	62%	67%	62%	63%	69%	65%	63%
Vote early in-person	10%	10%	12%	25%	13%	10%	25%	19%	14%	16%	11%	12%	21%	15%	20%	16%	10%	15%	16%	15%	15%	19%	12%	18%	11%	9%	10%	18%
Vote absentee by mail	12%	16%	10%	14%	10%	8%	8%	17%	11%	10%	8%	6%	17%	11%	14%	16%	21%	12%	13%	8%	12%	11%	12%	10%	17%	12%	13%	11%
Definitely vote in-person on Election Day	48%	47%	47%	43%	53%	62%	44%	45%	43%	55%	52%	59%	38%	47%	26%	20%	33%	47%	43%	52%	52%	50%	50%	48%	40%	36%	46%	52%
Definitely vote absentee early in-person	5%	7%	4%	14%	8%	7%	15%	9%	8%	12%	6%	7%	14%	7%	4%	5%	1%	8%	9%	9%	9%	12%	7%	8%	2%	1%	5%	11%
Definitely vote absentee by mail	8%	10%	9%	12%	7%	7%	8%	12%	10%	8%	5%	5%	14%	7%	14%	16%	11%	9%	10%	7%	9%	11%	9%	7%	7%	10%	7%	9%
Probably vote in-person on Election Day	23%	19%	21%	7%	14%	14%	10%	13%	20%	8%	20%	15%	9%	19%	30%	48%	32%	17%	18%	15%	12%	13%	17%	14%	23%	33%	18%	10%
Probably vote early in-person	5%	3%	8%	11%	5%	3%	11%	11%	7%	4%	5%	5%	6%	8%	16%	11%	8%	7%	7%	6%	7%	7%	5%	10%	9%	8%	5%	7%
Probably vote absentee by mail	4%	6%	1%	2%	3%	1%	0%	5%	1%	2%	3%	1%	3%	4%	0%	0%	10%	3%	3%	1%	4%	0%	3%	3%	10%	2%	5%	1%

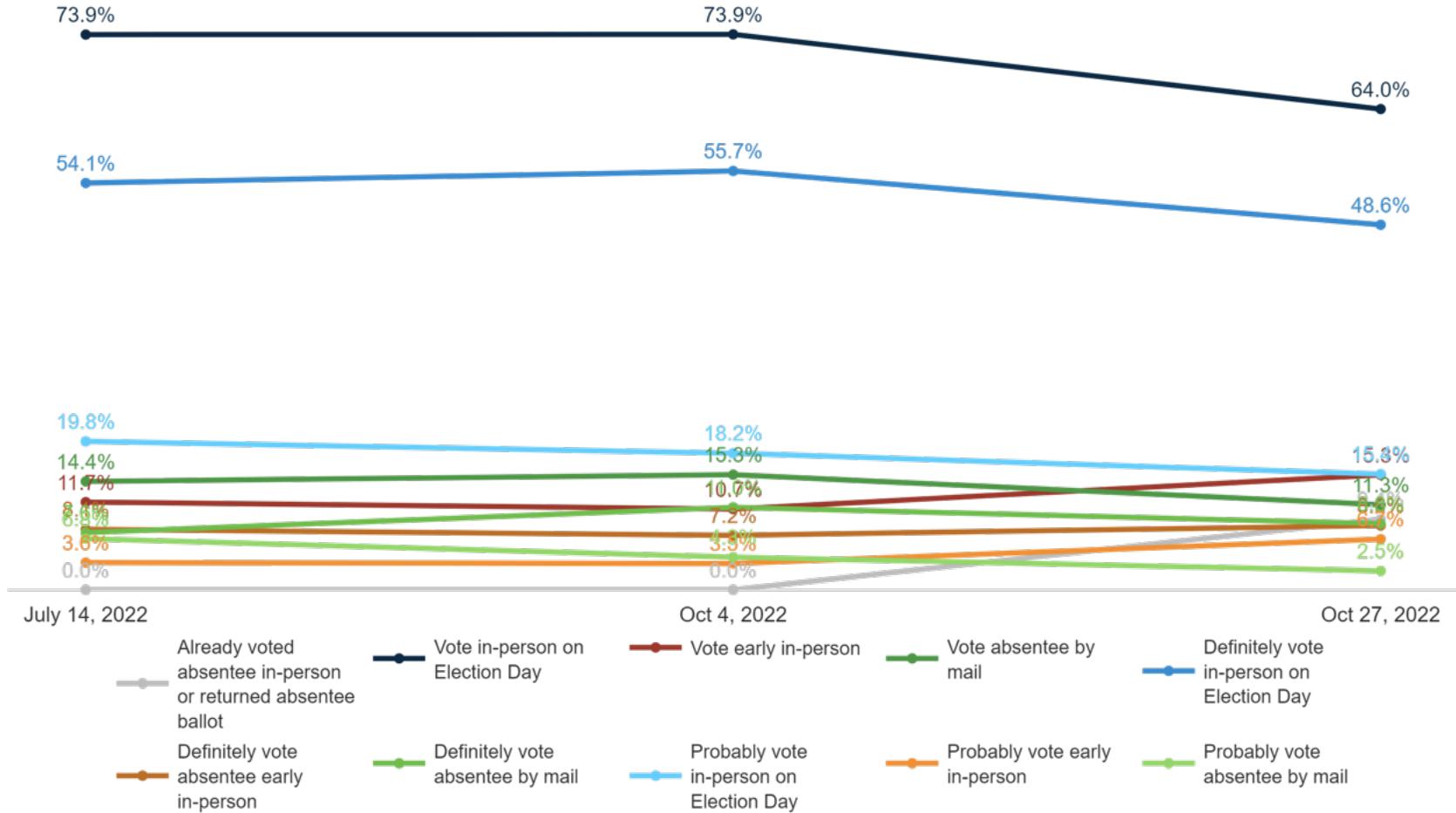
How do you plan to vote in the November general election for Congress, Governor, and state legislature out of the following options?



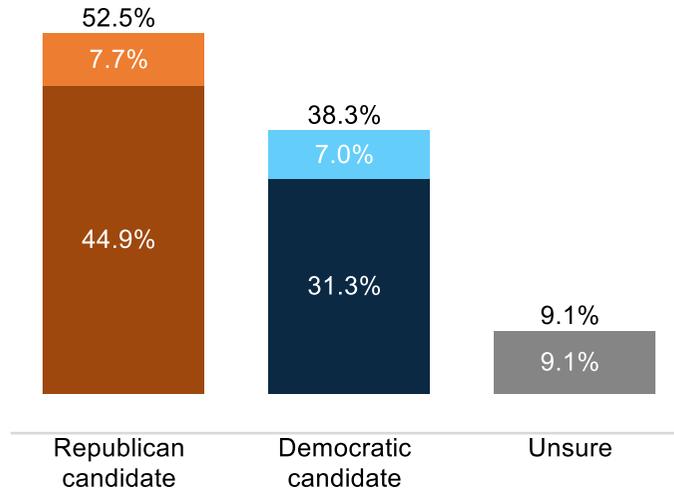
CYGNAL



# Trend: Vote Method Screener



# Generic Republican at R+14; lost most in the last couple weeks with women aged 35 - 64



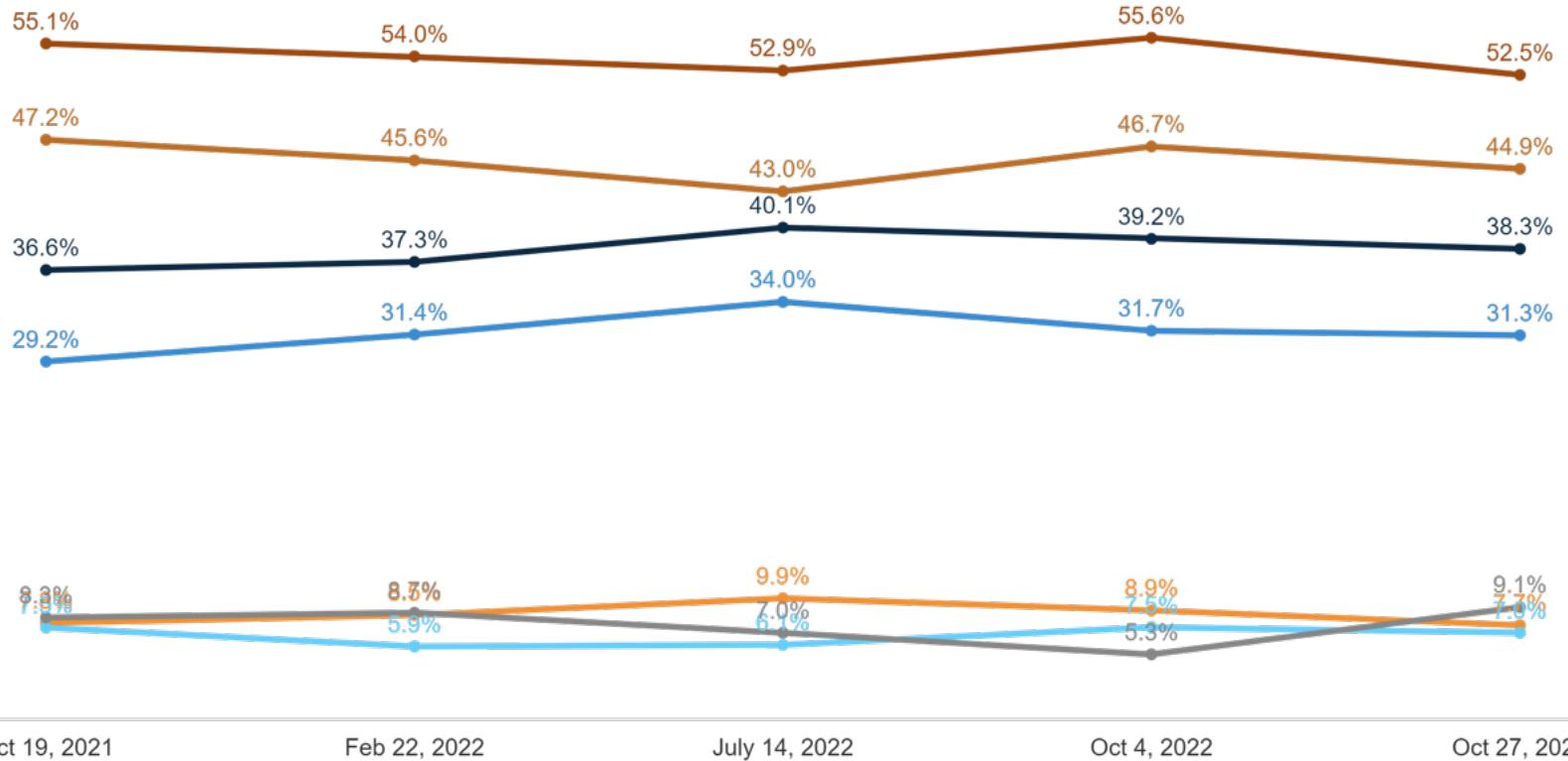
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	54%	47%	45%	51%	51%	63%	55%	49%	48%	50%	63%	93%	2%	48%	6%	17%	46%	57%	37%	60%	53%	56%	49%	56%	43%	59%	57%	51%
Democratic candidate	39%	43%	44%	42%	36%	28%	35%	37%	43%	46%	27%	2%	94%	38%	18%	18%	9%	34%	57%	29%	39%	34%	39%	38%	41%	26%	34%	42%
Definitely the Republican candidate	41%	39%	40%	44%	47%	57%	48%	41%	42%	44%	54%	87%	1%	34%	3%	12%	26%	45%	35%	53%	44%	48%	42%	47%	36%	46%	45%	45%
Probably the Republican candidate	13%	9%	5%	8%	4%	6%	6%	9%	6%	7%	9%	6%	1%	13%	3%	4%	20%	12%	2%	7%	8%	8%	7%	8%	7%	14%	11%	6%
Probably the Democratic candidate	6%	7%	10%	3%	3%	9%	11%	8%	9%	7%	4%	1%	11%	11%	9%	13%	3%	7%	6%	10%	5%	7%	8%	5%	8%	3%	8%	8%
Definitely the Democratic candidate	33%	36%	33%	39%	33%	19%	24%	29%	34%	39%	23%	1%	83%	28%	9%	5%	6%	27%	51%	19%	34%	28%	31%	33%	33%	22%	26%	34%
Unsure	7%	9%	11%	7%	13%	9%	11%	14%	9%	3%	10%	5%	4%	14%	76%	65%	44%	9%	6%	11%	9%	9%	11%	6%	15%	15%	9%	7%

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

# Percent Change: Generic Ballot (Oct 4 to Oct 27)

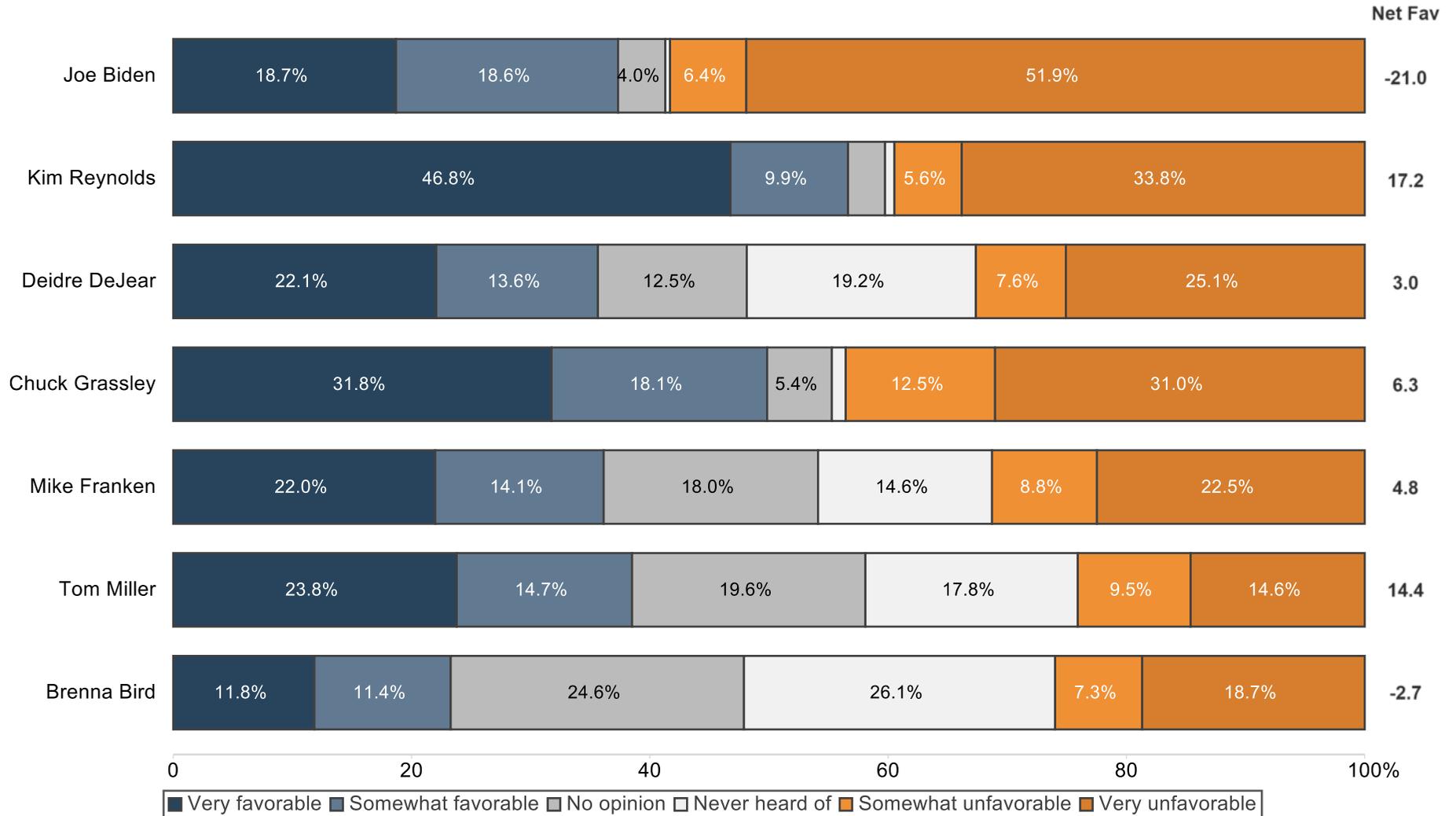
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	8%	-9%	-7%	-2%	-3%	-6%	-9%	-8%	-4%	-1%	0%	-3%	-2%	-3%	-20%	-26%	-6%	3%	-8%	-6%	-2%	6%	-6%	-2%	-2%	4%	-3%	-5%
Democratic candidate	-12%	6%	7%	-1%	-3%	2%	1%	-3%	-1%	4%	-3%	0%	-1%	-1%	-13%	-8%	-16%	-7%	9%	-1%	-2%	-11%	1%	1%	-11%	-11%	-1%	2%
Definitely the Republican candidate	8%	-3%	-6%	-5%	0%	-3%	-7%	-9%	-1%	3%	0%	2%	-3%	-4%	3%	-2%	-6%	-5%	-1%	-2%	3%	7%	-3%	-4%	-6%	-3%	-2%	-2%
Probably the Republican candidate	0%	-6%	-1%	3%	-3%	-3%	-1%	1%	-3%	-3%	0%	-5%	1%	1%	-23%	-24%	0%	8%	-8%	-3%	-5%	-1%	-3%	2%	4%	6%	-1%	-2%
Probably the Democratic candidate	-8%	0%	4%	-3%	-5%	3%	8%	2%	0%	0%	-4%	0%	-2%	0%	-1%	-1%	-16%	-3%	-1%	4%	-3%	4%	-1%	-2%	-19%	-4%	4%	1%
Definitely the Democratic candidate	-4%	5%	3%	2%	2%	-1%	-7%	-5%	-1%	4%	1%	0%	1%	-1%	-12%	-6%	0%	-5%	10%	-4%	1%	-15%	2%	2%	8%	-7%	-6%	2%
Unsure	4%	3%	0%	3%	5%	4%	8%	10%	5%	-3%	3%	3%	3%	3%	33%	34%	22%	5%	-1%	6%	4%	6%	6%	1%	14%	7%	5%	2%

# Trend: Generic Ballot



—● Republican candidate   
 —● Democratic candidate   
 —● Definitely the Republican candidate   
 —● Probably the Republican candidate   
 —● Probably the Democratic candidate   
 —● Definitely the Democratic candidate   
 —● Unsure

# Images



# Image Tests Heatmap - Favorable

Favorable

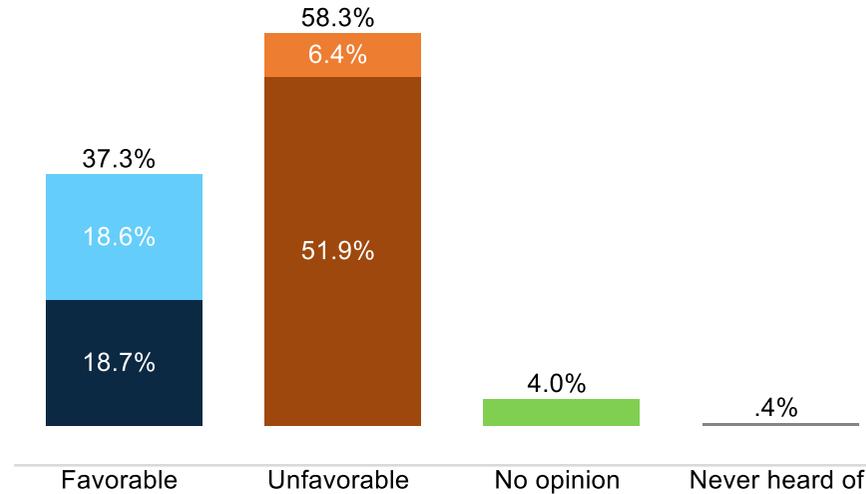
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Joe Biden	37%	40%	44%	43%	33%	33%	30%	40%	39%	42%	27%	5%	91%	34%	34%	25%	14%	36%	51%	28%	38%	36%	38%	38%	33%	24%	37%	40%
Kim Reynolds	51%	49%	56%	53%	56%	71%	64%	53%	50%	55%	69%	93%	11%	53%	30%	34%	64%	56%	44%	69%	54%	60%	55%	58%	38%	61%	65%	56%
Deidre DeJear	32%	36%	38%	49%	34%	28%	31%	33%	41%	41%	27%	10%	80%	32%	8%	4%	7%	37%	48%	24%	36%	40%	35%	34%	30%	24%	29%	40%
Chuck Grassley	44%	41%	43%	50%	45%	66%	61%	45%	47%	44%	64%	87%	10%	40%	27%	20%	51%	50%	38%	60%	49%	55%	49%	50%	35%	48%	53%	51%
Mike Franken	33%	27%	37%	47%	42%	27%	37%	35%	38%	46%	25%	11%	76%	36%	29%	24%	13%	33%	45%	27%	45%	38%	37%	34%	24%	22%	28%	42%
Tom Miller	21%	24%	42%	56%	36%	38%	52%	37%	44%	44%	29%	24%	65%	37%	33%	23%	19%	37%	41%	37%	41%	48%	40%	31%	30%	16%	24%	48%
Brenna Bird	22%	11%	25%	21%	19%	36%	28%	24%	18%	23%	28%	44%	6%	15%	2%	7%	5%	22%	17%	32%	20%	21%	26%	21%	21%	9%	20%	26%

# Image Tests Heatmap - Unfavorable

Unfavorable

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Joe Biden	60%	55%	55%	52%	64%	67%	57%	54%	57%	56%	67%	93%	6%	60%	41%	43%	72%	60%	46%	66%	59%	58%	58%	59%	48%	72%	63%	56%
Kim Reynolds	46%	47%	42%	42%	40%	27%	29%	43%	44%	43%	28%	3%	88%	42%	44%	39%	22%	37%	56%	26%	44%	36%	40%	40%	48%	38%	34%	40%
Deidre DeJear	28%	24%	44%	27%	32%	42%	34%	25%	28%	42%	37%	52%	6%	32%	26%	21%	38%	31%	29%	36%	33%	29%	32%	35%	19%	19%	36%	36%
Chuck Grassley	46%	43%	54%	46%	49%	33%	33%	47%	47%	51%	28%	6%	88%	53%	43%	34%	23%	41%	57%	34%	47%	38%	45%	44%	41%	38%	41%	46%
Mike Franken	24%	22%	39%	24%	36%	41%	38%	24%	30%	33%	39%	53%	7%	27%	9%	0%	26%	29%	22%	43%	29%	30%	29%	38%	25%	24%	33%	33%
Tom Miller	17%	14%	21%	22%	29%	38%	32%	18%	20%	29%	29%	38%	8%	22%	8%	8%	13%	19%	18%	35%	23%	22%	22%	27%	15%	13%	26%	26%
Brenna Bird	18%	20%	36%	39%	21%	20%	24%	25%	26%	33%	19%	11%	49%	26%	20%	14%	17%	27%	34%	17%	27%	31%	23%	27%	20%	13%	26%	30%

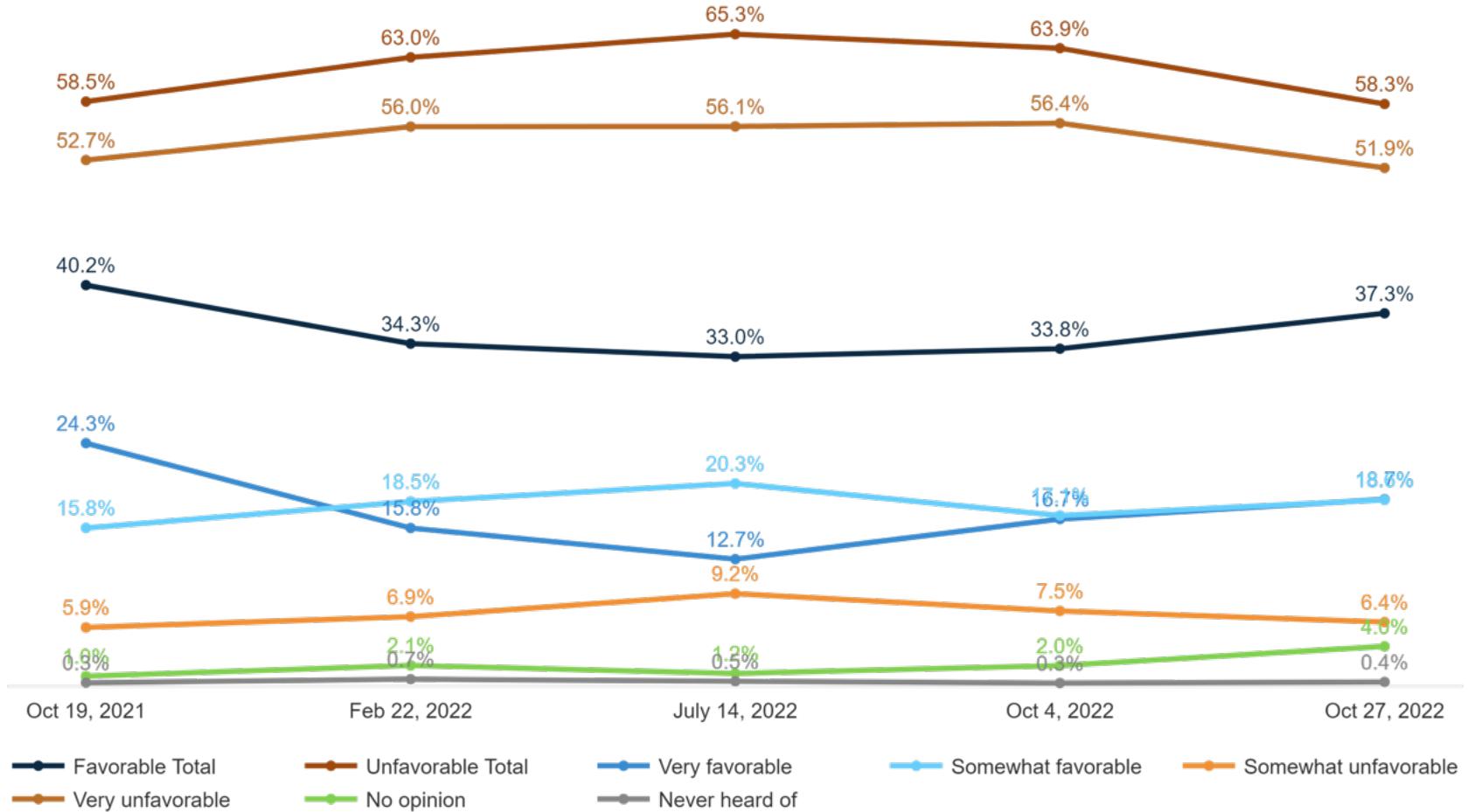
# Biden remains very unfav to majority of Indies and men



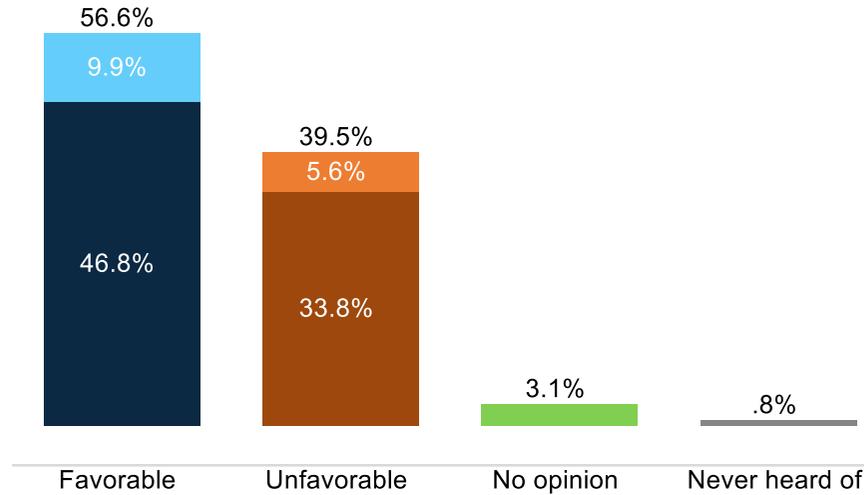
	18-34	F 35-49	F 50-64	F 65+	M 35-49	M 50-64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	37%	40%	44%	43%	33%	33%	30%	40%	39%	42%	27%	5%	91%	34%	34%	25%	14%	36%	51%	28%	38%	36%	38%	38%	33%	24%	37%	40%
Unfavorable Total	60%	55%	55%	52%	64%	67%	57%	54%	57%	56%	67%	93%	6%	60%	41%	43%	72%	60%	46%	66%	59%	58%	59%	48%	72%	63%	56%	
Very favorable	14%	15%	22%	26%	16%	21%	15%	18%	20%	23%	14%	4%	50%	12%	12%	5%	5%	19%	24%	13%	20%	17%	21%	16%	19%	4%	9%	23%
Somewhat favorable	22%	25%	21%	17%	17%	12%	15%	22%	20%	19%	13%	1%	41%	22%	22%	20%	9%	17%	27%	14%	18%	19%	17%	22%	15%	20%	28%	17%
Somewhat unfavorable	7%	8%	3%	9%	9%	5%	5%	9%	7%	5%	4%	5%	4%	9%	12%	8%	19%	6%	6%	6%	7%	6%	7%	4%	11%	4%	6%	
Very unfavorable	53%	48%	52%	43%	56%	63%	52%	45%	50%	51%	62%	88%	2%	51%	28%	35%	53%	53%	41%	59%	52%	52%	52%	52%	44%	61%	58%	50%
No opinion	3%	5%	1%	5%	2%	0%	12%	6%	3%	2%	5%	1%	3%	5%	25%	31%	14%	4%	3%	6%	2%	6%	4%	3%	15%	4%	1%	4%
Never heard of	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	3%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Joe Biden?

# Trend: Joe Biden Image



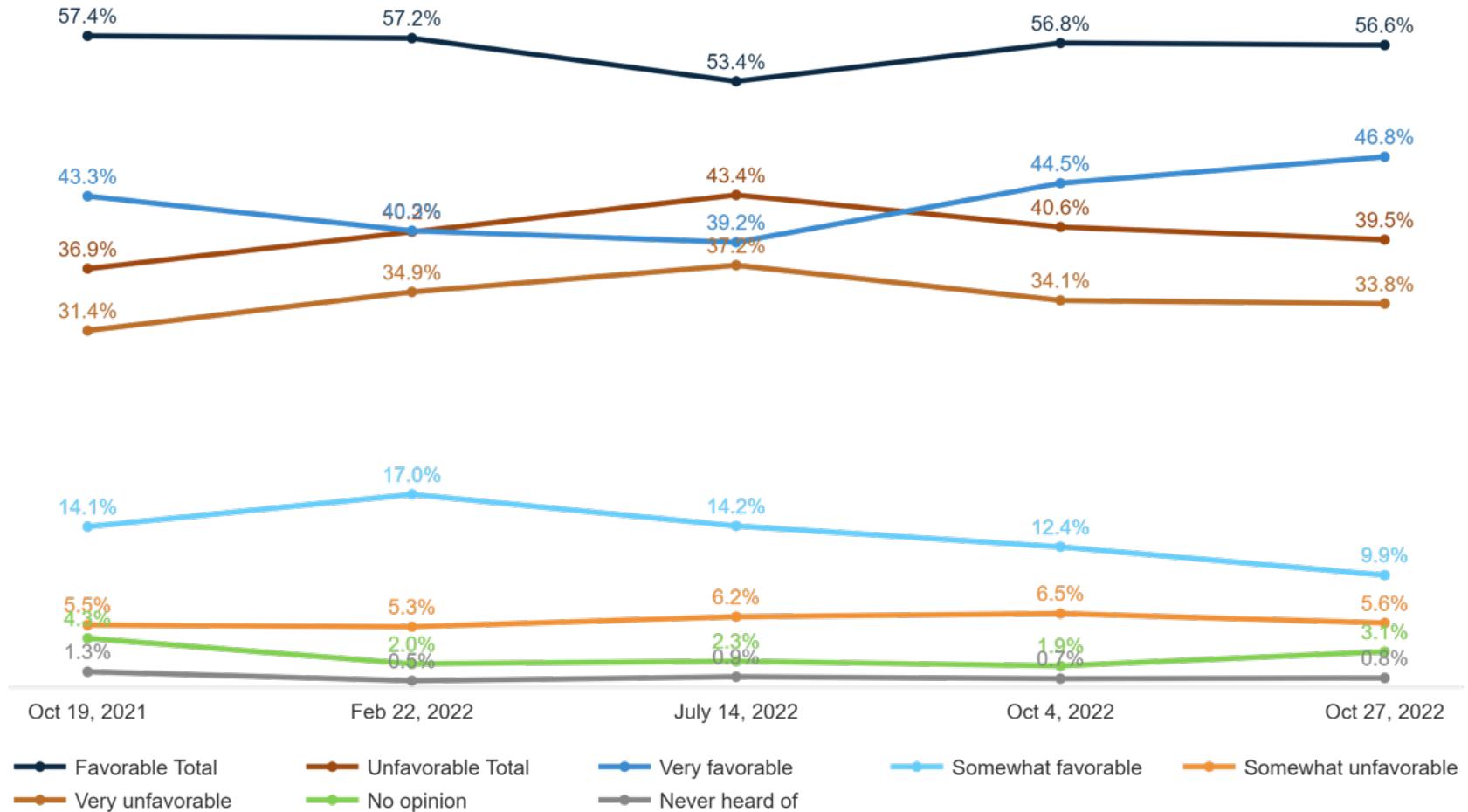
# Reynolds maintains favorable image, esp with Independents



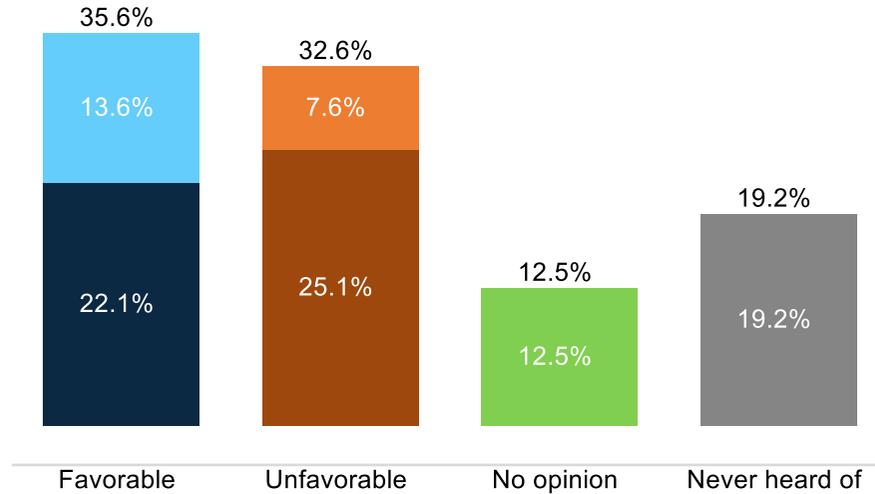
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	51%	49%	56%	53%	56%	71%	64%	53%	50%	55%	69%	93%	11%	53%	30%	34%	64%	56%	44%	69%	54%	60%	55%	58%	38%	61%	65%	56%
Unfavorable Total	46%	47%	42%	42%	40%	27%	29%	43%	44%	43%	28%	3%	88%	42%	44%	39%	22%	37%	56%	26%	44%	36%	40%	40%	48%	38%	34%	40%
Very favorable	43%	41%	41%	44%	45%	62%	52%	46%	42%	43%	57%	84%	4%	40%	6%	21%	44%	46%	36%	58%	45%	50%	46%	47%	36%	44%	54%	46%
Somewhat favorable	7%	8%	15%	9%	11%	8%	12%	8%	8%	12%	12%	9%	7%	13%	24%	13%	20%	11%	7%	11%	9%	10%	10%	11%	2%	17%	11%	10%
Somewhat unfavorable	7%	3%	2%	6%	9%	2%	10%	9%	8%	3%	2%	2%	11%	6%	19%	17%	10%	6%	3%	4%	10%	8%	5%	4%	6%	7%	6%	5%
Very unfavorable	39%	43%	39%	36%	31%	25%	20%	33%	37%	39%	25%	2%	77%	36%	25%	22%	12%	31%	53%	22%	34%	28%	35%	35%	42%	31%	29%	35%
No opinion	1%	2%	3%	5%	3%	2%	6%	4%	4%	2%	2%	2%	1%	4%	26%	27%	13%	5%	1%	5%	1%	4%	4%	2%	10%	1%	1%	3%
Never heard of	2%	2%	0%	0%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	0%	1%	0%	1%	0%	3%	0%	0%	0%	0%

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

# Trend: Kim Reynolds Image



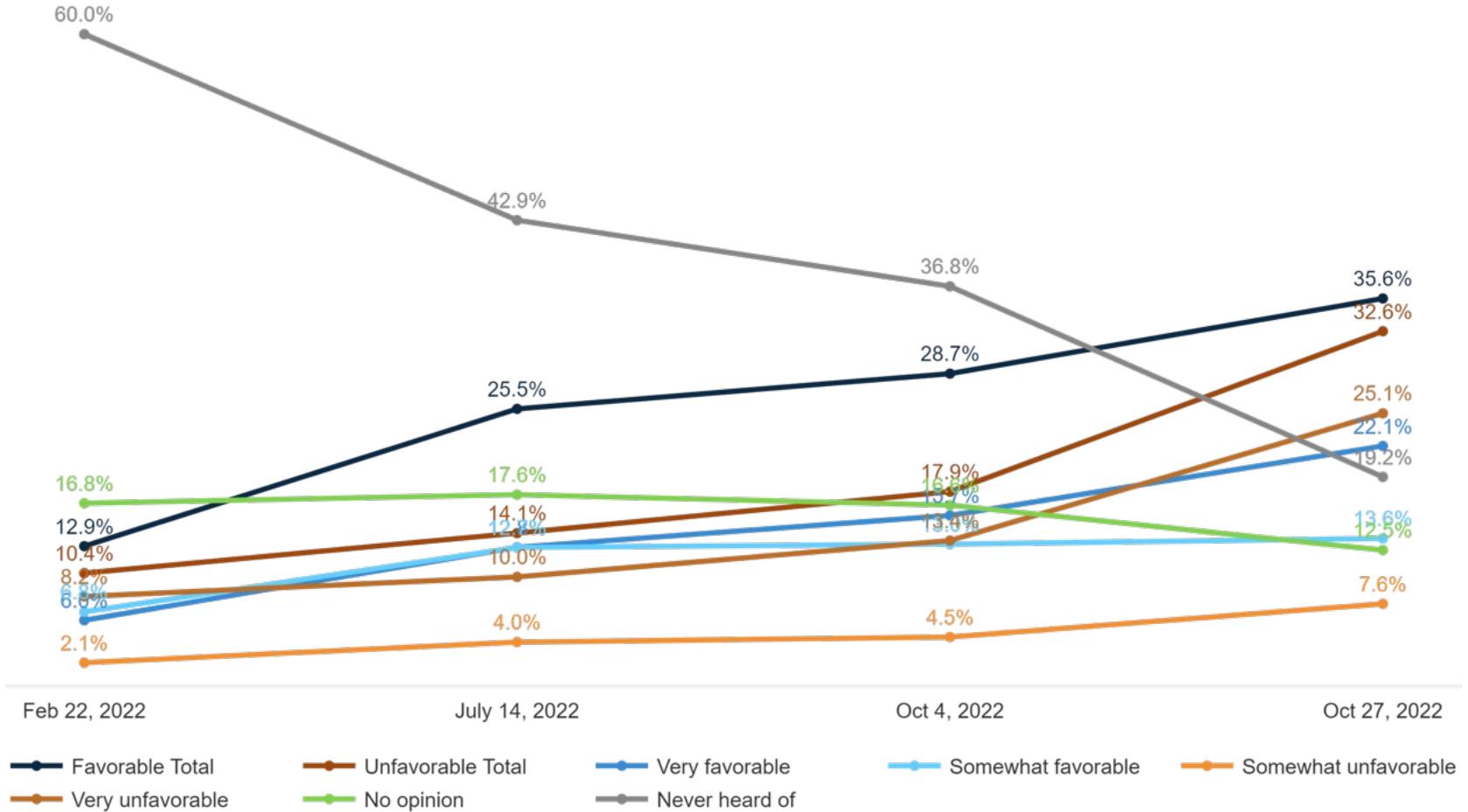
# DeJear has 1:1 image; tied with men 35-49, \$100k+ earners, and Indies



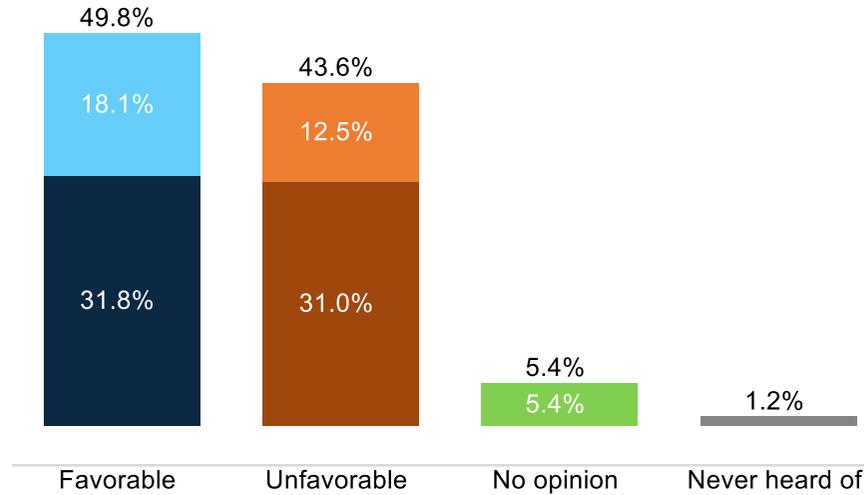
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Favorable Total	32%	36%	38%	49%	34%	28%	31%	33%	41%	41%	27%	10%	80%	32%	8%	4%	7%	37%	48%	24%	36%	40%	35%	34%	30%	24%	29%	40%
Unfavorable Total	28%	24%	44%	27%	32%	42%	34%	25%	28%	42%	37%	52%	6%	32%	26%	21%	38%	31%	29%	36%	33%	29%	32%	35%	19%	19%	36%	36%
Very favorable	21%	24%	25%	32%	20%	11%	17%	20%	24%	27%	17%	5%	55%	17%	0%	4%	1%	24%	33%	13%	19%	28%	21%	20%	19%	15%	14%	25%
Somewhat favorable	10%	12%	13%	17%	14%	16%	13%	13%	18%	14%	9%	5%	25%	15%	8%	0%	6%	13%	15%	11%	17%	12%	14%	14%	11%	10%	15%	14%
Somewhat unfavorable	9%	5%	11%	4%	4%	9%	11%	7%	6%	10%	7%	6%	4%	12%	15%	13%	16%	8%	3%	10%	9%	8%	8%	7%	2%	10%	6%	8%
Very unfavorable	19%	19%	33%	23%	29%	33%	23%	17%	22%	31%	30%	46%	2%	20%	11%	8%	22%	24%	26%	26%	24%	21%	24%	28%	17%	9%	30%	28%
No opinion	9%	7%	9%	16%	7%	14%	24%	17%	15%	8%	10%	14%	7%	13%	36%	45%	19%	11%	10%	16%	13%	20%	9%	13%	8%	13%	15%	12%
Never heard of	31%	33%	10%	8%	27%	17%	12%	25%	16%	10%	26%	24%	7%	22%	31%	29%	36%	20%	14%	23%	18%	10%	24%	18%	43%	44%	20%	12%

Do you have a favorable or unfavorable opinion of Deidre DeJear?

# Trend: Deidre DeJear Image



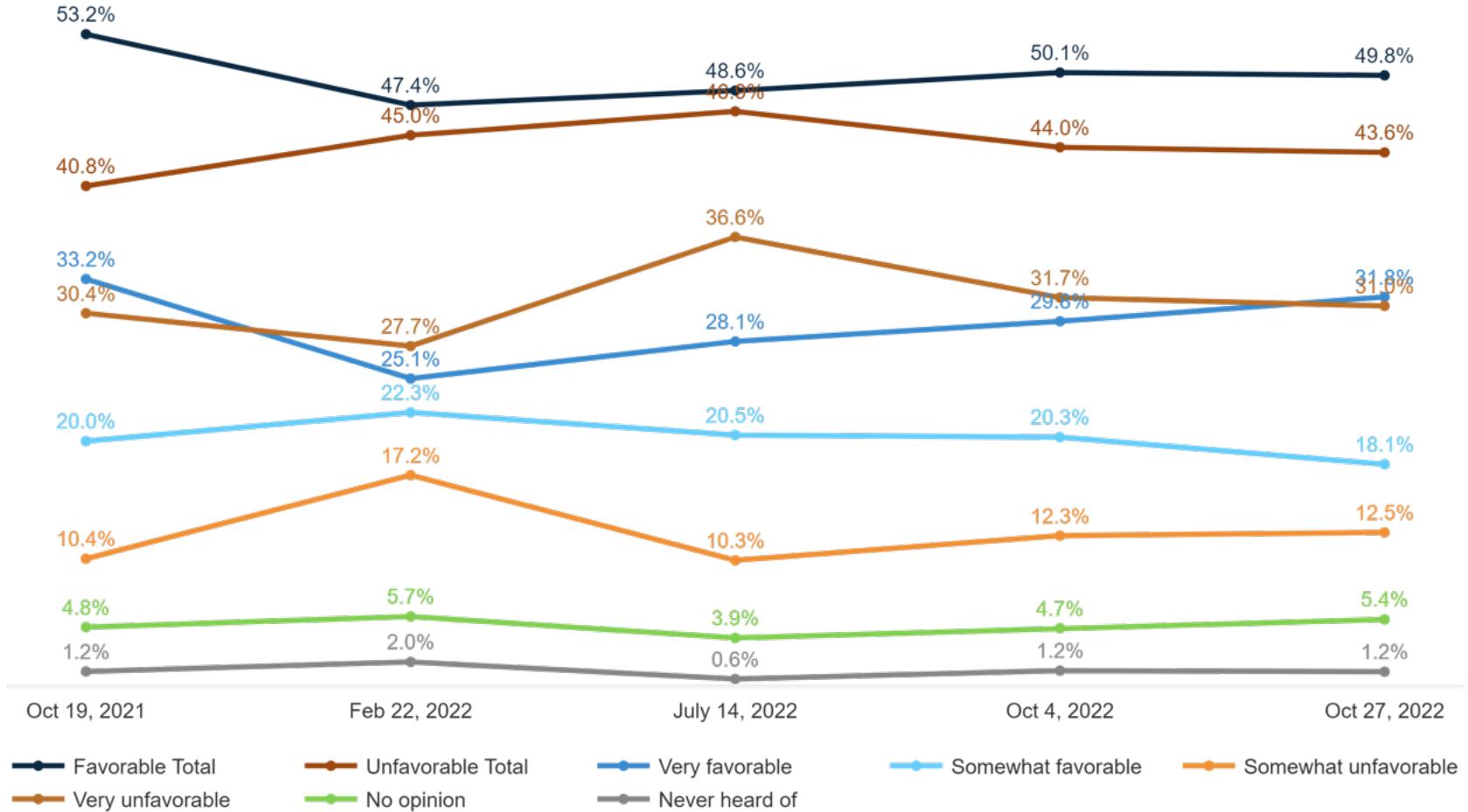
# Grassley's image close to majority; unfav to Independents



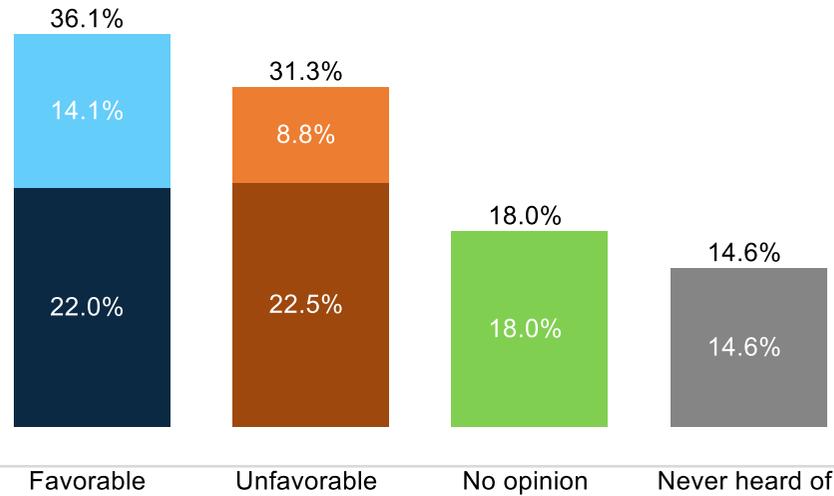
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	44%	41%	43%	50%	45%	66%	61%	45%	47%	44%	64%	87%	10%	40%	27%	20%	51%	50%	38%	60%	49%	55%	49%	50%	35%	48%	53%	51%
Unfavorable Total	46%	43%	54%	46%	49%	33%	33%	47%	47%	51%	28%	6%	88%	53%	43%	34%	23%	41%	57%	34%	47%	38%	45%	44%	41%	38%	41%	46%
Very favorable	21%	10%	26%	38%	36%	44%	47%	27%	34%	29%	37%	59%	2%	25%	4%	2%	22%	33%	20%	42%	28%	40%	33%	28%	22%	23%	31%	34%
Somewhat favorable	22%	31%	17%	12%	9%	21%	14%	18%	14%	16%	26%	28%	8%	15%	23%	17%	30%	17%	18%	18%	20%	15%	16%	22%	13%	25%	22%	17%
Somewhat unfavorable	11%	15%	12%	12%	21%	10%	10%	13%	15%	13%	9%	4%	16%	19%	30%	23%	20%	14%	8%	12%	15%	10%	13%	14%	7%	12%	11%	13%
Very unfavorable	34%	28%	42%	34%	29%	23%	23%	34%	32%	39%	19%	1%	72%	34%	12%	11%	3%	27%	48%	22%	32%	28%	32%	30%	34%	25%	30%	32%
No opinion	10%	9%	3%	4%	4%	1%	6%	7%	4%	4%	7%	5%	2%	7%	27%	39%	22%	7%	4%	6%	4%	8%	5%	5%	21%	15%	4%	3%
Never heard of	1%	7%	0%	0%	2%	0%	0%	1%	1%	1%	2%	0%	0%	3%	8%	4%	2%	1%	0%	1%	0%	1%	1%	3%	0%	2%	1%	

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

# Trend: Chuck Grassley Image



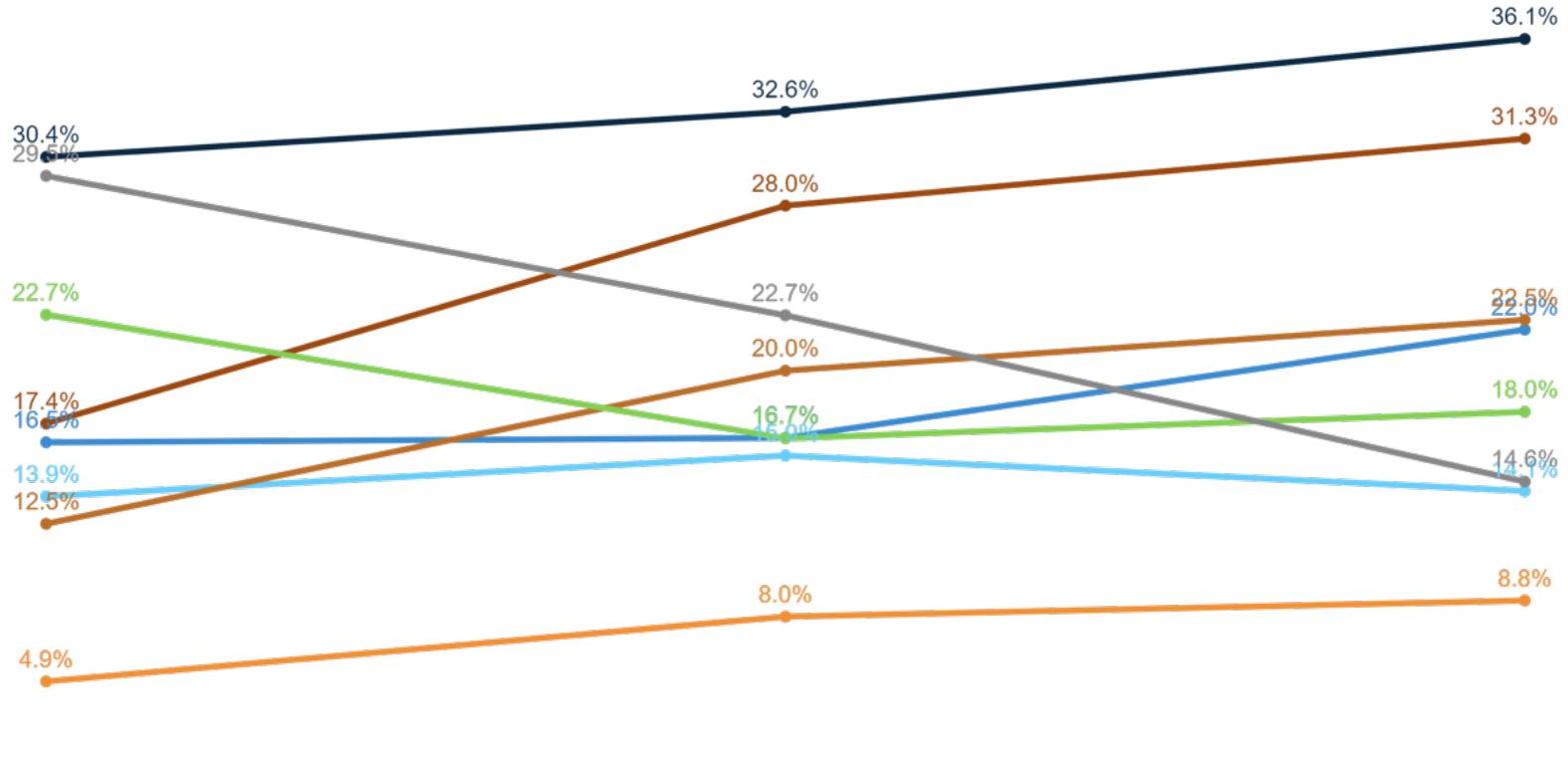
# Franken's has 1:1 image; tied with women 50-64 and men 65+



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	27%	37%	47%	42%	27%	37%	35%	38%	46%	25%	11%	76%	36%	29%	24%	13%	33%	45%	27%	45%	38%	37%	34%	24%	22%	28%	42%
Unfavorable Total	24%	22%	39%	24%	36%	41%	38%	24%	30%	33%	39%	53%	7%	27%	9%	0%	26%	29%	22%	43%	29%	30%	29%	38%	25%	24%	33%	33%
Very favorable	15%	22%	20%	35%	24%	18%	20%	20%	26%	27%	14%	4%	54%	19%	10%	5%	1%	19%	32%	12%	29%	23%	21%	24%	16%	14%	14%	26%
Somewhat favorable	19%	4%	17%	12%	18%	9%	17%	15%	12%	19%	10%	7%	22%	17%	20%	19%	12%	13%	13%	15%	17%	15%	16%	10%	8%	8%	15%	16%
Somewhat unfavorable	8%	10%	13%	3%	12%	14%	5%	5%	7%	12%	11%	12%	3%	9%	4%	0%	15%	11%	2%	13%	7%	7%	6%	14%	7%	14%	6%	8%
Very unfavorable	16%	11%	26%	21%	25%	27%	33%	18%	23%	21%	27%	40%	4%	18%	5%	0%	11%	18%	20%	30%	21%	23%	22%	24%	18%	10%	27%	24%
No opinion	17%	22%	14%	23%	6%	21%	21%	25%	19%	11%	16%	19%	10%	21%	51%	61%	37%	19%	21%	16%	15%	19%	17%	17%	17%	27%	17%	17%
Never heard of	26%	30%	10%	6%	16%	10%	4%	16%	12%	9%	21%	17%	7%	16%	11%	15%	24%	19%	12%	14%	11%	13%	18%	11%	34%	27%	22%	8%

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

# Trend: Mike Franken Image



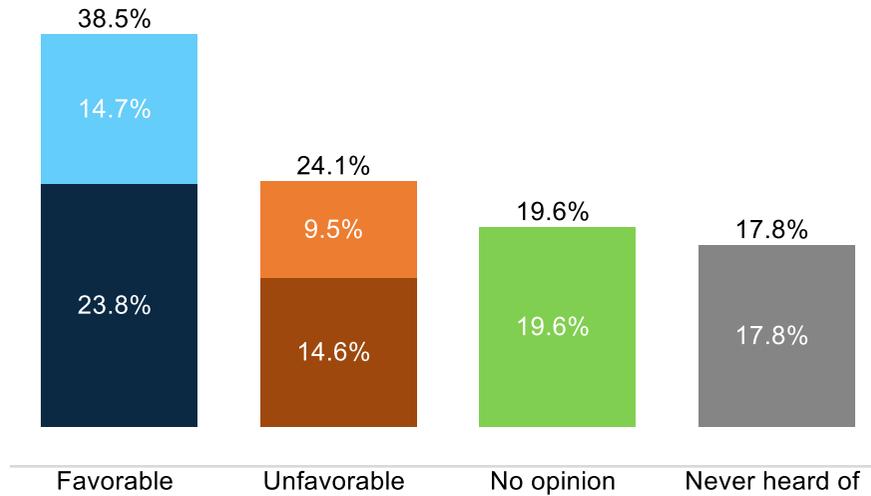
July 14, 2022

Oct 4, 2022

Oct 27, 2022

- Favorable Total
- Unfavorable Total
- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable
- No opinion
- Never heard of

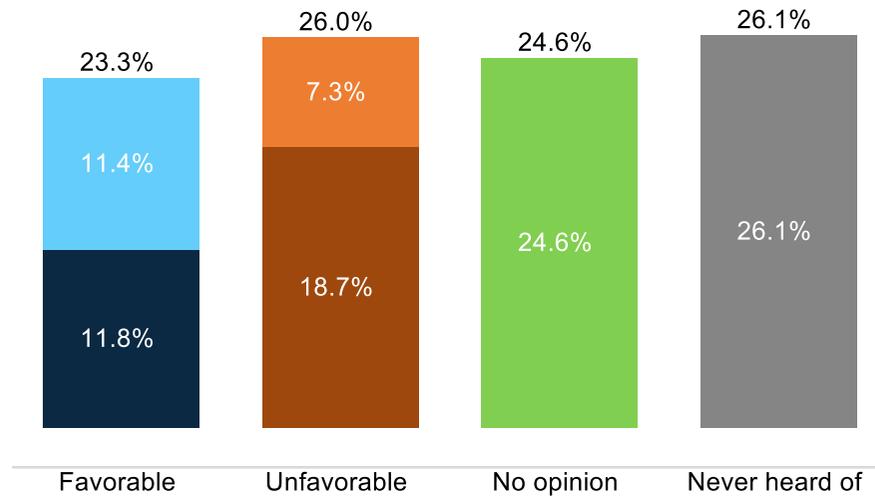
# Miller favorable to majority of Indies and women; tied with men 50-64 and non-college women



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	21%	24%	42%	56%	36%	38%	52%	37%	44%	44%	29%	24%	65%	37%	33%	23%	19%	37%	41%	37%	41%	48%	40%	31%	30%	16%	24%	48%
Unfavorable Total	17%	14%	21%	22%	29%	38%	32%	18%	20%	29%	29%	38%	8%	22%	8%	8%	13%	19%	18%	35%	23%	22%	22%	27%	15%	13%	26%	26%
Very favorable	9%	17%	27%	40%	21%	21%	31%	20%	26%	32%	17%	8%	51%	22%	27%	14%	4%	23%	29%	19%	26%	34%	24%	19%	19%	7%	10%	31%
Somewhat favorable	12%	7%	15%	16%	15%	16%	21%	17%	18%	12%	11%	17%	13%	15%	5%	9%	15%	14%	12%	18%	15%	15%	16%	12%	11%	9%	14%	17%
Somewhat unfavorable	7%	4%	13%	9%	6%	13%	14%	7%	9%	12%	10%	13%	6%	8%	3%	8%	2%	9%	9%	11%	8%	8%	8%	11%	8%	9%	11%	10%
Very unfavorable	10%	10%	7%	13%	24%	25%	18%	11%	11%	18%	19%	25%	2%	14%	5%	0%	10%	10%	10%	24%	15%	13%	14%	16%	7%	5%	15%	16%
No opinion	23%	26%	26%	20%	18%	14%	10%	26%	17%	14%	21%	21%	15%	21%	50%	65%	44%	24%	23%	15%	16%	20%	18%	22%	12%	30%	33%	16%
Never heard of	39%	36%	12%	3%	17%	10%	6%	19%	19%	12%	21%	17%	12%	21%	9%	4%	24%	20%	18%	13%	20%	10%	20%	19%	42%	41%	17%	10%

Do you have a favorable or unfavorable opinion of Tom Miller?

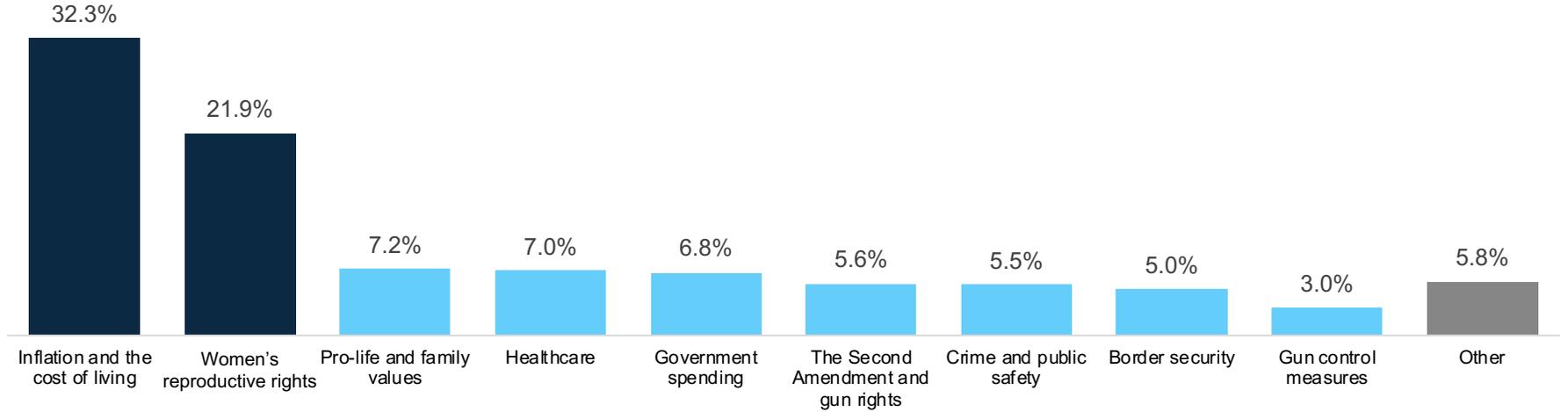
# Bird slightly underwater and has high NHO/No Opinion



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	22%	11%	25%	21%	19%	36%	28%	24%	18%	23%	28%	44%	6%	15%	2%	7%	5%	22%	17%	32%	20%	21%	26%	21%	21%	9%	20%	26%
Unfavorable Total	18%	20%	36%	39%	21%	20%	24%	25%	26%	33%	19%	11%	49%	26%	20%	14%	17%	27%	34%	17%	27%	31%	23%	27%	20%	13%	26%	30%
Very favorable	11%	7%	8%	15%	15%	15%	12%	16%	6%	12%	13%	23%	3%	7%	2%	0%	0%	12%	11%	15%	8%	14%	12%	10%	4%	4%	14%	13%
Somewhat favorable	11%	4%	17%	6%	3%	22%	16%	7%	13%	11%	15%	21%	3%	8%	0%	7%	5%	10%	5%	18%	11%	7%	13%	12%	17%	5%	6%	13%
Somewhat unfavorable	2%	7%	12%	10%	9%	7%	6%	9%	8%	7%	6%	6%	10%	7%	12%	14%	10%	10%	7%	7%	4%	11%	6%	7%	5%	4%	6%	8%
Very unfavorable	16%	12%	24%	29%	12%	14%	18%	17%	19%	26%	14%	5%	39%	20%	9%	0%	7%	18%	27%	10%	24%	20%	17%	20%	15%	9%	19%	21%
No opinion	19%	24%	21%	28%	20%	19%	40%	26%	28%	23%	22%	19%	25%	29%	63%	67%	45%	23%	26%	25%	25%	28%	24%	24%	13%	34%	27%	24%
Never heard of	41%	45%	18%	12%	40%	24%	8%	25%	28%	21%	31%	27%	19%	30%	15%	12%	33%	27%	23%	25%	28%	20%	27%	27%	47%	44%	27%	20%

Do you have a favorable or unfavorable opinion of Brenna Bird?

# Inflation remains as top issue; abortion steady at second



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the cost of living	32%	28%	29%	26%	37%	43%	33%	29%	23%	37%	41%	44%	12%	36%	23%	30%	50%	31%	21%	42%	32%	36%	31%	32%	24%	36%	47%	29%
Women's reproductive rights	25%	31%	30%	22%	21%	13%	13%	22%	24%	27%	14%	2%	50%	22%	15%	21%	8%	23%	35%	12%	18%	20%	22%	23%	25%	25%	16%	22%
Pro-life and family values	10%	8%	8%	11%	3%	0%	8%	8%	7%	7%	7%	13%	4%	4%	3%	5%	1%	8%	11%	6%	2%	7%	8%	6%	9%	4%	5%	8%
Healthcare	8%	5%	3%	8%	6%	10%	8%	5%	8%	6%	9%	2%	12%	8%	23%	15%	15%	6%	5%	8%	9%	10%	7%	7%	7%	10%	5%	7%
Government spending	8%	8%	13%	4%	8%	4%	4%	7%	10%	5%	5%	11%	3%	5%	3%	0%	2%	8%	8%	5%	7%	4%	8%	7%	7%	8%	7%	6%
The Second Amendment and gun rights	3%	10%	4%	4%	4%	7%	10%	6%	5%	5%	6%	9%	0%	6%	6%	0%	3%	5%	3%	7%	8%	4%	6%	5%	3%	13%	4%	5%
Crime and public safety	6%	2%	1%	8%	6%	7%	6%	6%	6%	3%	7%	8%	1%	6%	13%	24%	7%	6%	4%	5%	7%	6%	5%	5%	8%	0%	5%	6%
Border security	1%	3%	5%	8%	3%	8%	7%	10%	5%	2%	3%	7%	1%	6%	0%	0%	1%	6%	4%	7%	2%	5%	4%	7%	4%	2%	3%	6%
Gun control measures	2%	3%	1%	6%	3%	2%	4%	3%	3%	3%	3%	2%	7%	1%	0%	0%	2%	4%	3%	2%	4%	1%	4%	2%	5%	0%	6%	2%
Other	6%	1%	8%	4%	9%	6%	6%	5%	9%	5%	5%	2%	11%	6%	14%	6%	9%	3%	6%	6%	10%	5%	5%	5%	8%	2%	3%	7%

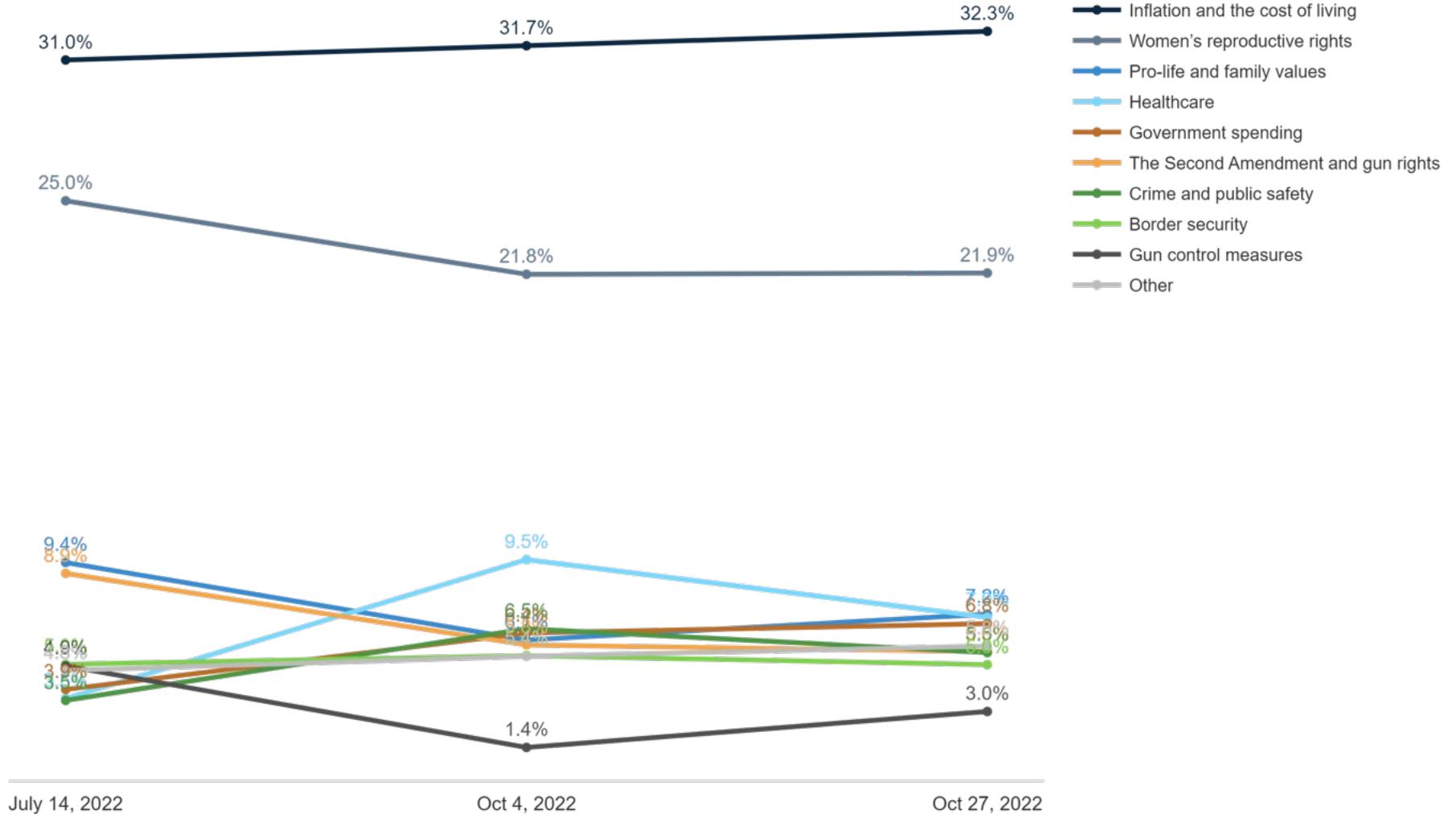
From the following list, which issue is personally most important to you that would decide your vote for Iowa State Government?



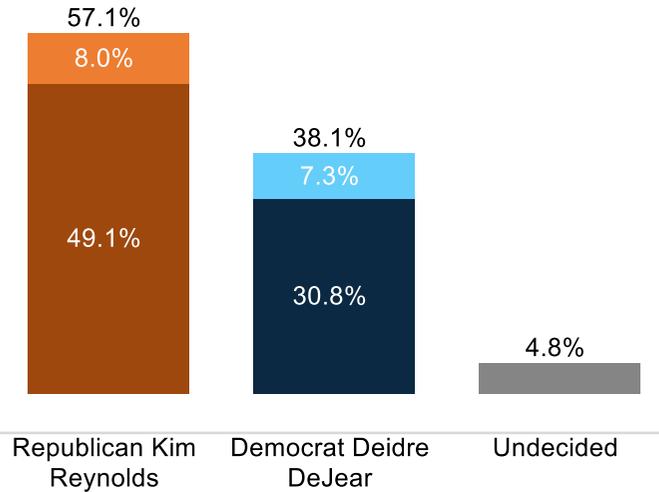
CYNAL



# Trend: Top Priority



# Reynolds maintains her lead thanks to seniors, Independents, and women



	18-34	F 35-49	F 50-64	F 65+	M 35-49	M 50-64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican Kim Reynolds	53%	53%	50%	55%	55%	67%	68%	56%	50%	54%	69%	96%	6%	54%	21%	60%	60%	41%	67%	57%	60%	57%	57%	41%	61%	64%	57%
Democrat Deidre DeJear	44%	42%	45%	40%	40%	27%	26%	38%	43%	43%	27%	3%	90%	39%	4%	10%	36%	55%	27%	40%	32%	39%	39%	46%	33%	34%	39%
Definitely Republican Kim Reynolds	43%	48%	45%	45%	51%	64%	53%	48%	41%	47%	61%	88%	3%	42%	21%	43%	49%	38%	58%	49%	52%	47%	52%	39%	49%	51%	50%
Probably Republican Kim Reynolds	10%	5%	5%	10%	4%	4%	15%	8%	9%	7%	9%	8%	3%	13%	0%	17%	10%	4%	9%	8%	10%	5%	2%	12%	14%	7%	
Probably Democrat Deidre DeJear	1%	9%	11%	10%	6%	7%	9%	9%	6%	11%	3%	1%	13%	10%	0%	2%	9%	7%	7%	5%	7%	7%	13%	1%	5%	9%	
Definitely Democrat Deidre DeJear	42%	33%	34%	30%	34%	21%	17%	29%	37%	32%	24%	2%	76%	29%	4%	8%	27%	47%	20%	35%	26%	32%	31%	34%	32%	29%	30%
Undecided	3%	6%	5%	5%	4%	5%	6%	6%	7%	3%	4%	1%	4%	7%	75%	30%	5%	4%	6%	4%	7%	5%	4%	12%	6%	2%	5%

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?



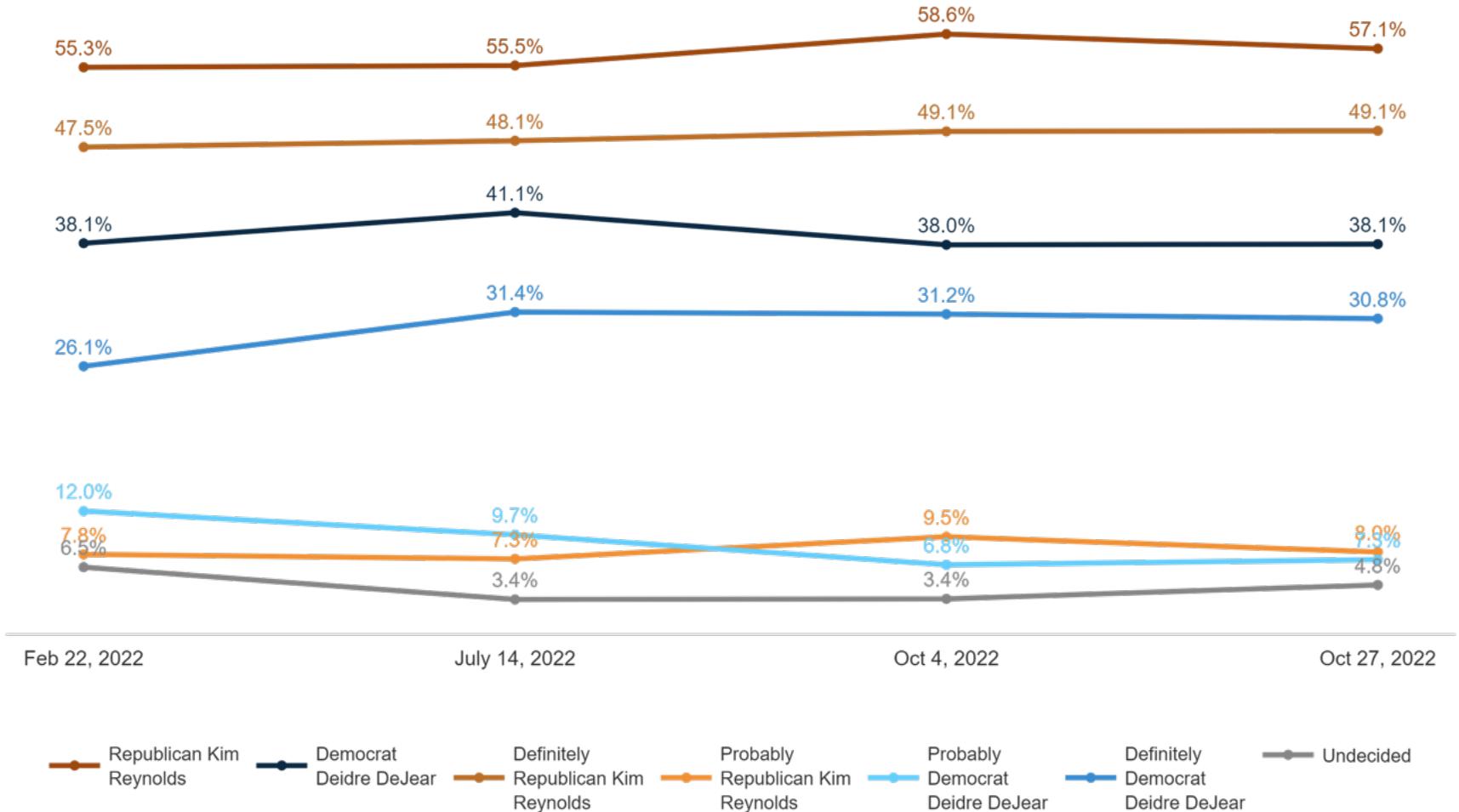
CYGNAL



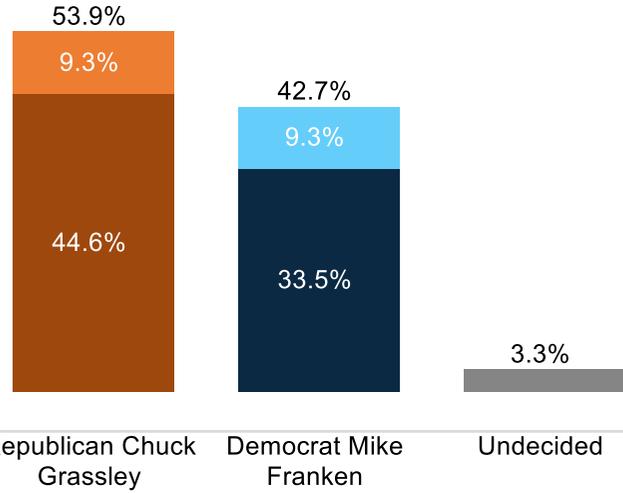
# Percent Change: Gov Ballot (Oct 4 to Oct 27)

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican Kim Reynolds	7%	2%	-5%	-3%	-8%	-3%	-3%	-3%	-5%	-2%	5%	1%	0%	-4%	-17%	7%	4%	-7%	-3%	0%	8%	-3%	-2%	-1%	3%	5%	-4%
Democrat Deidre DeJear	-7%	1%	4%	3%	4%	1%	-1%	-1%	3%	2%	-4%	1%	-1%	2%	-19%	-19%	-4%	6%	0%	-1%	-10%	3%	-1%	-6%	-3%	-5%	2%
Definitely Republican Kim Reynolds	10%	3%	-7%	-1%	-2%	-2%	-4%	0%	-5%	2%	5%	2%	0%	-1%	4%	8%	0%	-4%	2%	3%	6%	-2%	2%	7%	-3%	2%	-1%
Probably Republican Kim Reynolds	-2%	-2%	2%	-2%	-6%	-2%	1%	-3%	1%	-4%	0%	-1%	0%	-3%	-21%	0%	4%	-3%	-5%	-3%	1%	-1%	-3%	-8%	6%	3%	-3%
Probably Democrat Deidre DeJear	-7%	-1%	5%	5%	0%	1%	3%	6%	-3%	3%	-4%	-1%	2%	1%	-6%	-12%	4%	-2%	1%	-3%	5%	1%	-3%	-1%	-2%	-2%	2%
Definitely Democrat Deidre DeJear	0%	2%	-1%	-2%	4%	0%	-4%	-8%	6%	-1%	0%	2%	-3%	1%	-13%	-7%	-7%	8%	-1%	2%	-14%	2%	2%	-5%	-1%	-3%	0%
Undecided	0%	-3%	1%	1%	4%	3%	4%	4%	2%	1%	-1%	-2%	1%	2%	36%	11%	0%	1%	3%	1%	2%	0%	3%	7%	0%	0%	1%

# Trend: Gov Ballot



# Grassley still at majority R+11; women 65+ are tied; struggles with women 50+ compared to the generic



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican Chuck Grassley	53%	53%	46%	48%	56%	65%	60%	54%	45%	51%	66%	93%	4%	50%	11%	55%	56%	39%	64%	52%	56%	54%	54%	41%	58%	59%	53%
Democrat Mike Franken	44%	40%	54%	49%	40%	32%	36%	43%	51%	47%	30%	5%	94%	47%	37%	23%	40%	59%	31%	45%	40%	43%	42%	51%	38%	37%	44%
Definitely Republican Chuck Grassley	40%	40%	36%	42%	51%	58%	51%	40%	39%	44%	57%	83%	3%	36%	0%	34%	43%	36%	57%	41%	49%	43%	45%	37%	44%	46%	45%
Probably Republican Chuck Grassley	13%	13%	10%	6%	6%	7%	9%	14%	7%	8%	9%	10%	0%	14%	11%	21%	14%	4%	7%	11%	6%	11%	9%	4%	14%	13%	8%
Probably Democrat Mike Franken	8%	13%	14%	6%	8%	8%	9%	7%	10%	10%	10%	2%	11%	16%	18%	14%	9%	12%	10%	6%	9%	9%	10%	13%	10%	13%	8%
Definitely Democrat Mike Franken	36%	27%	40%	43%	32%	24%	26%	35%	41%	38%	20%	3%	83%	31%	19%	9%	31%	47%	21%	39%	31%	34%	32%	38%	28%	25%	36%
Undecided	3%	7%	1%	3%	4%	3%	5%	3%	4%	2%	4%	2%	2%	3%	52%	21%	3%	2%	5%	3%	5%	3%	4%	8%	4%	4%	3%

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?



CYGNAL



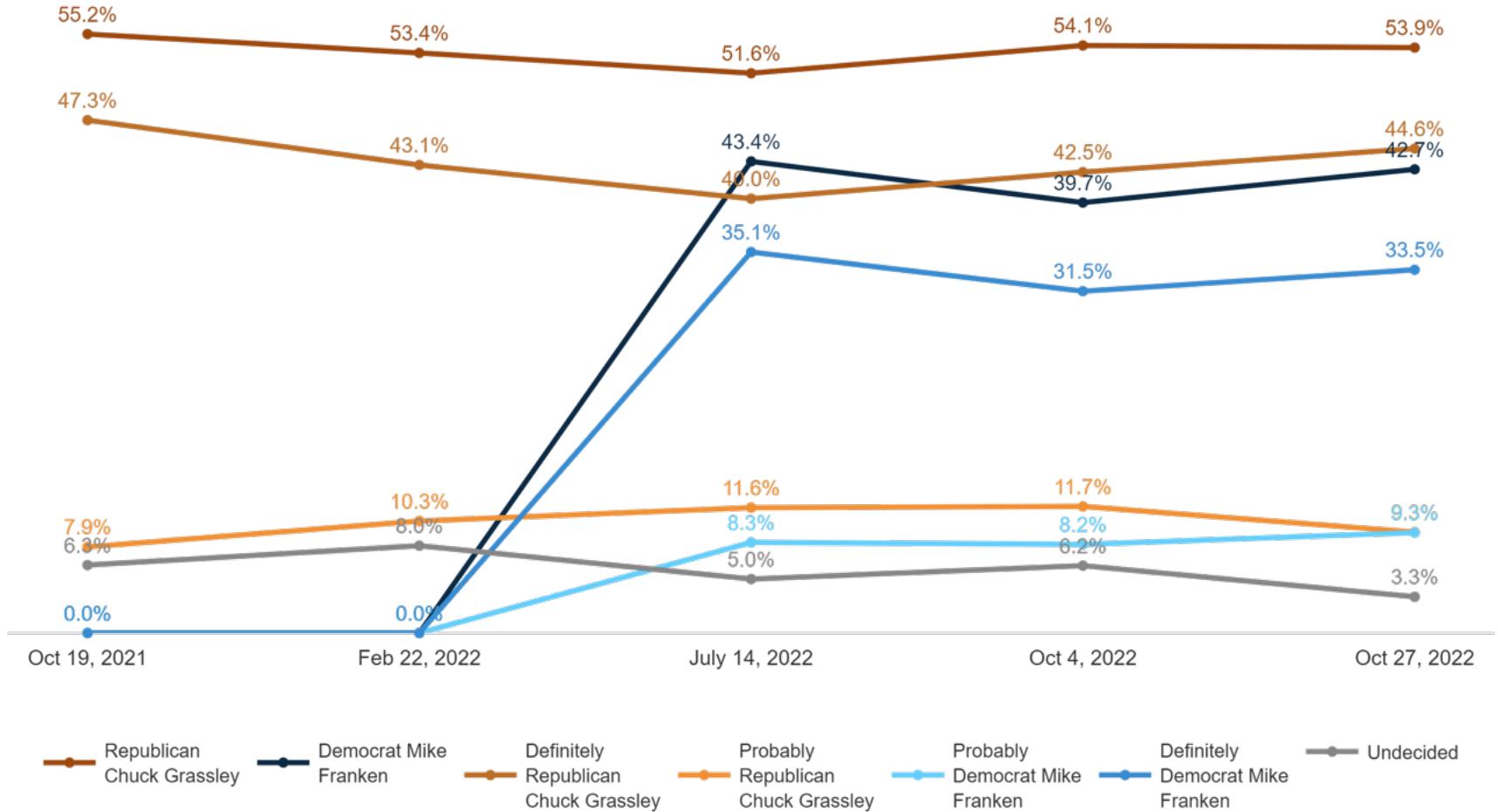
# Percent Change: Generic to U.S. Senate Ballot

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-1%	6%	1%	-3%	5%	2%	5%	5%	-3%	1%	3%	0%	1%	2%	5%	-17%	9%	-1%	2%	4%	0%	-1%	5%	-1%	-2%	-1%	2%	2%
Democratic candidate	5%	-3%	10%	7%	4%	5%	1%	6%	8%	1%	3%	3%	0%	9%	19%	-18%	14%	7%	2%	2%	6%	5%	4%	4%	9%	12%	3%	3%
Definitely the Republican candidate	-1%	2%	-4%	-2%	3%	1%	2%	0%	-3%	0%	3%	-4%	2%	1%	-3%	-12%	8%	-3%	1%	4%	-3%	1%	1%	-2%	1%	-1%	1%	0%
Probably the Republican candidate	1%	4%	5%	-1%	2%	1%	3%	5%	0%	1%	1%	4%	-1%	1%	8%	-4%	1%	2%	1%	1%	3%	-2%	4%	1%	-3%	0%	2%	2%
Probably the Democratic candidate	2%	6%	4%	3%	5%	-1%	-2%	0%	1%	2%	6%	1%	0%	6%	9%	-13%	11%	2%	6%	0%	1%	2%	1%	4%	5%	7%	4%	0%
Definitely the Democratic candidate	3%	-9%	6%	4%	-1%	5%	3%	6%	7%	-1%	-3%	2%	0%	3%	10%	-5%	3%	5%	-4%	2%	5%	3%	3%	0%	4%	6%	-1%	2%
Unsure	-4%	-3%	-11%	-4%	-9%	-6%	-6%	-10%	-5%	-2%	-6%	-3%	-2%	-11%	-24%	35%	-23%	-6%	-4%	-6%	-6%	-5%	-9%	-3%	-8%	-11%	-6%	-5%

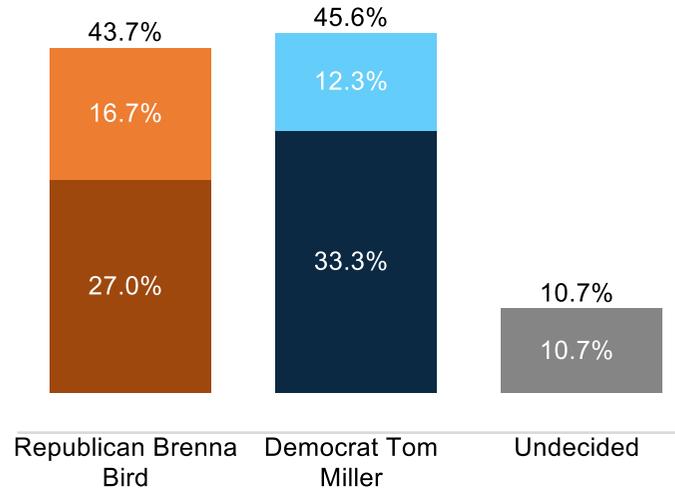
# Percent Change: U.S. Senate Ballot (Oct 4 to Oct 27)

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican Chuck Grassley	18%	-1%	-4%	-7%	2%	-7%	-8%	-3%	-4%	0%	6%	1%	0%	-1%	3%	17%	5%	-8%	0%	-1%	5%	-1%	1%	7%	2%	4%	-3%
Democrat Mike Franken	-7%	3%	8%	7%	0%	8%	5%	4%	4%	1%	2%	2%	0%	8%	14%	-2%	-2%	9%	4%	2%	-5%	5%	3%	-4%	6%	-1%	5%
Definitely Republican Chuck Grassley	13%	5%	-9%	-1%	10%	-3%	-2%	-4%	2%	1%	9%	4%	1%	3%	-4%	8%	0%	0%	8%	0%	13%	-1%	4%	13%	2%	5%	-1%
Probably Republican Chuck Grassley	4%	-6%	5%	-7%	-8%	-4%	-5%	1%	-7%	-1%	-3%	-3%	-1%	-4%	8%	9%	5%	-7%	-7%	-1%	-7%	0%	-3%	-6%	0%	-1%	-3%
Probably Democrat Mike Franken	-6%	9%	1%	0%	-3%	3%	8%	3%	-2%	2%	2%	0%	0%	3%	2%	-3%	1%	2%	2%	-2%	0%	2%	1%	1%	4%	5%	0%
Definitely Democrat Mike Franken	0%	-6%	7%	6%	3%	5%	-2%	2%	6%	0%	0%	2%	0%	5%	12%	1%	-4%	7%	2%	4%	-5%	3%	2%	-5%	2%	-6%	5%
Undecided	-11%	-2%	-4%	1%	-2%	-1%	2%	-2%	0%	-2%	-8%	-3%	0%	-7%	-18%	-15%	-3%	-1%	-5%	-2%	0%	-3%	-4%	-3%	-8%	-3%	-2%

# Trend: U.S. Senate Ballot



# Miller leads D+2 thanks to Indies; voters 35-49, men 65+ \$50k-99k earners, and college men tied



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican Brenna Bird	42%	44%	37%	41%	42%	54%	46%	41%	37%	43%	54%	79%	3%	38%	8%	4%	47%	33%	47%	47%	40%	44%	46%	38%	50%	45%	43%
Democrat Tom Miller	43%	46%	52%	53%	40%	39%	45%	48%	53%	49%	31%	13%	95%	45%	25%	27%	43%	60%	38%	45%	51%	44%	43%	45%	32%	40%	49%
Definitely Republican Brenna Bird	24%	32%	22%	28%	25%	31%	30%	24%	22%	28%	34%	53%	1%	20%	0%	4%	29%	24%	26%	29%	25%	27%	28%	26%	24%	26%	28%
Probably Republican Brenna Bird	19%	11%	16%	14%	17%	23%	16%	17%	15%	14%	20%	27%	2%	18%	8%	0%	18%	9%	21%	18%	16%	17%	18%	12%	25%	19%	15%
Probably Democrat Tom Miller	10%	16%	17%	8%	7%	13%	16%	16%	14%	10%	9%	8%	12%	17%	8%	9%	12%	13%	16%	8%	14%	11%	13%	16%	7%	16%	12%
Definitely Democrat Tom Miller	33%	30%	34%	44%	33%	26%	29%	31%	40%	40%	22%	5%	82%	29%	17%	18%	31%	47%	22%	37%	37%	33%	30%	29%	25%	24%	37%
Undecided	15%	11%	11%	6%	18%	7%	9%	11%	9%	8%	15%	8%	3%	17%	67%	69%	11%	8%	15%	8%	9%	12%	11%	17%	18%	15%	8%

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?

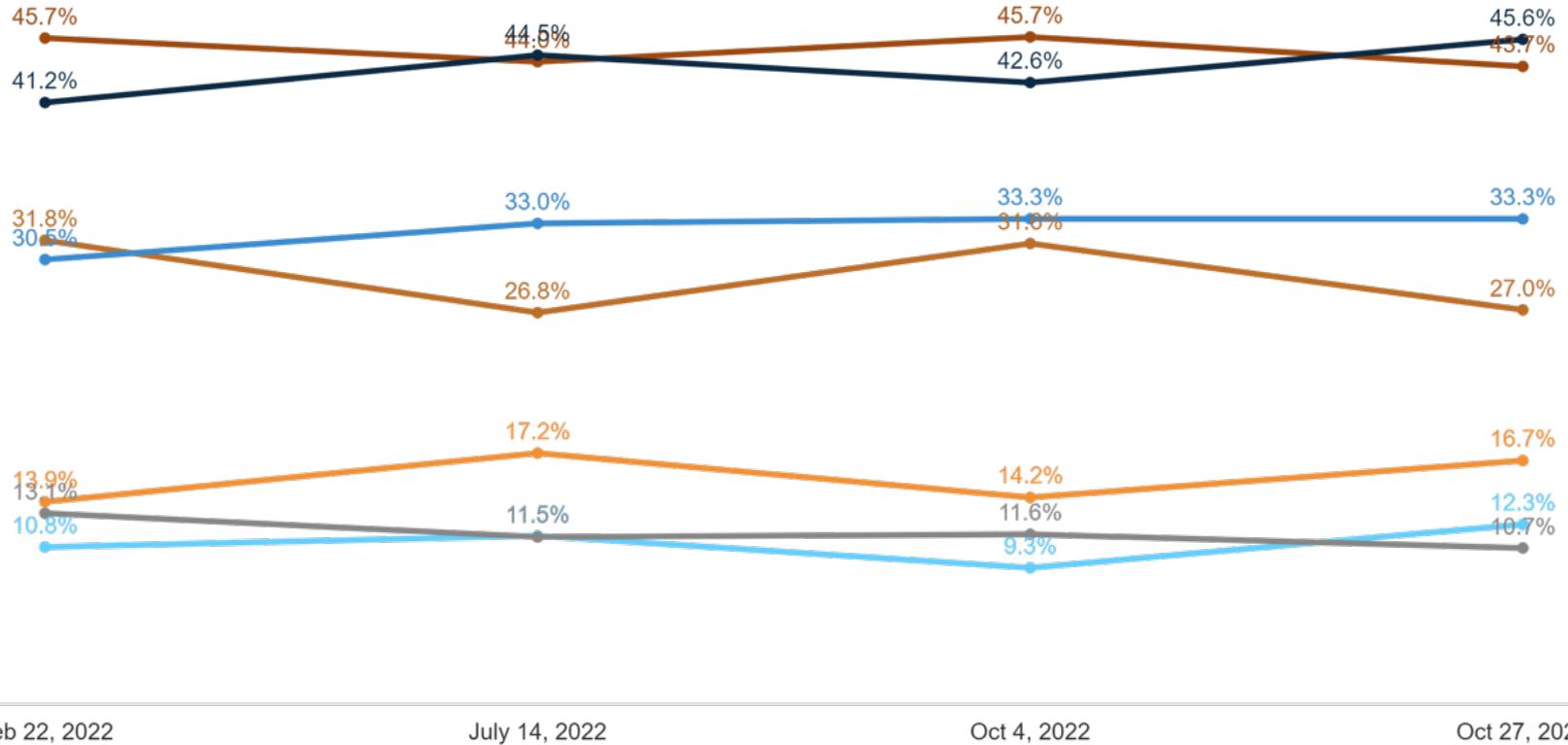
# Percent Change: Generic to AG Ballot

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	AG Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-11%	-4%	-8%	-10%	-9%	-9%	-9%	-8%	-11%	-8%	-9%	-14%	0%	-10%	2%	-12%	-46%	-10%	-5%	-13%	-6%	-16%	-6%	-10%	-6%	-10%	-12%	-8%
Democratic candidate	3%	2%	8%	10%	4%	11%	11%	11%	10%	3%	4%	11%	1%	7%	7%	9%	-9%	9%	3%	9%	6%	17%	5%	5%	4%	6%	6%	8%
Definitely the Republican candidate	-17%	-6%	-18%	-16%	-22%	-26%	-19%	-17%	-20%	-15%	-20%	-34%	0%	-14%	-3%	-8%	-26%	-16%	-11%	-27%	-16%	-23%	-15%	-20%	-11%	-21%	-20%	-17%
Probably the Republican candidate	6%	2%	10%	6%	13%	17%	10%	9%	9%	7%	11%	20%	1%	5%	5%	-4%	-20%	6%	6%	14%	10%	8%	9%	10%	5%	12%	8%	9%
Probably the Democratic candidate	4%	9%	7%	5%	4%	4%	5%	9%	5%	2%	5%	7%	2%	6%	-1%	-4%	-3%	5%	7%	6%	3%	7%	3%	8%	8%	3%	7%	4%
Definitely the Democratic candidate	0%	-6%	1%	5%	-1%	6%	6%	2%	6%	1%	-1%	4%	-1%	1%	8%	13%	-6%	4%	-4%	3%	3%	9%	2%	-3%	-4%	3%	-2%	3%
Unsure	8%	1%	0%	-1%	5%	-2%	-2%	-3%	0%	4%	5%	3%	-1%	3%	-10%	4%	56%	1%	2%	4%	-1%	-1%	1%	4%	2%	3%	6%	0%

# Percent Change: AG Ballot (Oct 4 to Oct 27)

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	'22 CD 01	'22 CD 02	'22 CD 03	'22 CD 04	Republican	Democrat	Independent	Gov Undec	US Sen Undec	Lower Edu F	Higher Edu F	Lower Edu M	Higher Edu M	\$0-\$49k	\$50k-\$99k	\$100k+	1 of 4	2 of 4	3 of 4	4 of 4
Republican Brenna Bird	10%	-3%	-7%	1%	-9%	-4%	-9%	-3%	-8%	1%	2%	-3%	0%	0%	-1%	-7%	4%	-6%	-8%	2%	2%	-4%	1%	7%	9%	-2%	-5%
Democrat Tom Miller	-2%	10%	8%	-2%	-2%	7%	5%	4%	6%	0%	1%	7%	0%	0%	-3%	7%	-1%	9%	5%	0%	-2%	3%	3%	0%	1%	-2%	5%
Definitely Republican Brenna Bird	6%	-2%	-10%	2%	-8%	-15%	-12%	-9%	-6%	-1%	-2%	-9%	-1%	-1%	-5%	1%	-3%	-3%	-12%	3%	-4%	-6%	-3%	7%	-2%	-7%	-6%
Probably Republican Brenna Bird	4%	-1%	2%	-1%	-1%	11%	3%	6%	-2%	2%	4%	5%	1%	1%	5%	-8%	6%	-2%	4%	-1%	6%	2%	4%	0%	11%	5%	1%
Probably Democrat Tom Miller	-3%	12%	16%	-7%	-7%	3%	9%	9%	3%	-1%	1%	6%	0%	2%	4%	1%	7%	2%	6%	-5%	1%	2%	5%	4%	1%	4%	3%
Definitely Democrat Tom Miller	2%	-2%	-9%	4%	5%	4%	-4%	-4%	3%	1%	0%	1%	0%	-1%	-7%	6%	-8%	7%	-2%	5%	-3%	1%	-1%	-4%	0%	-6%	2%
Undecided	-8%	-7%	0%	1%	11%	-3%	4%	-1%	2%	-2%	-3%	-4%	0%	-1%	4%	0%	-2%	-3%	3%	-2%	0%	1%	-4%	-7%	-10%	5%	0%

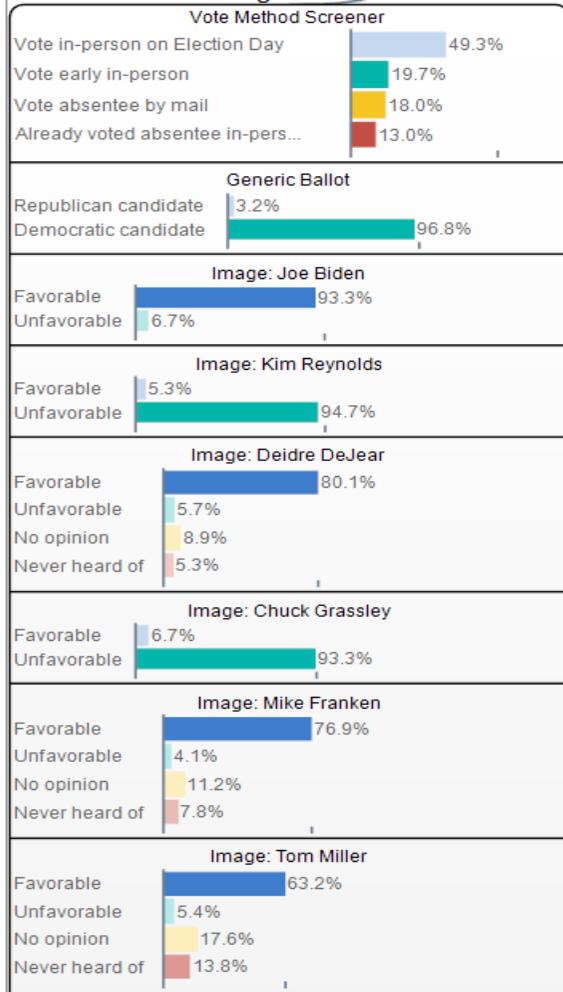
# Trend: AG Ballot



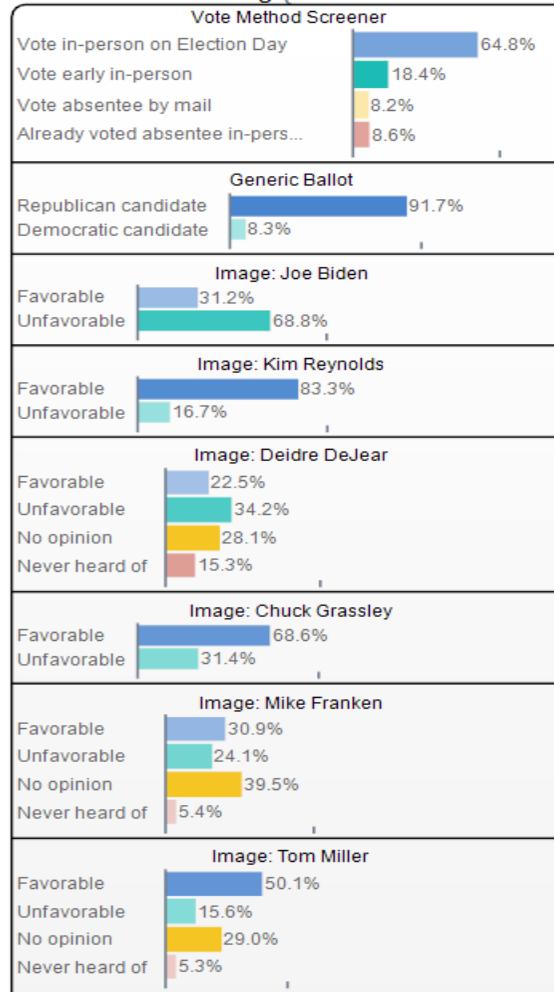
—● Republican Brenna Bird   
 —● Democrat Tom Miller   
 —● Definitely Republican Brenna Bird   
 —● Probably Republican Brenna Bird   
 —● Probably Democrat Tom Miller   
 —● Definitely Democrat Tom Miller   
 —● Undecided

# Segmentation Analysis

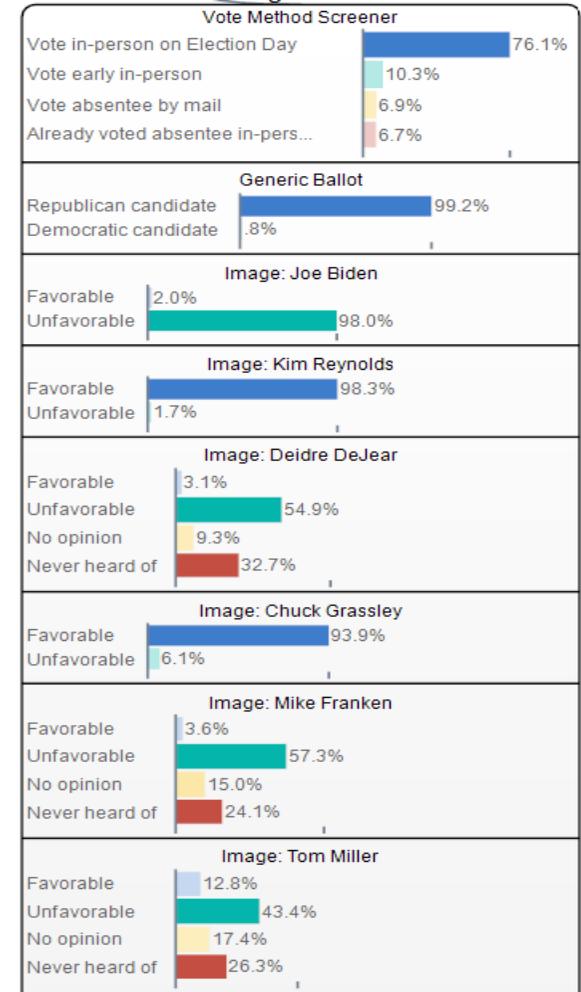
## Dem Supporters (38%)



## Lean Miller (18%)



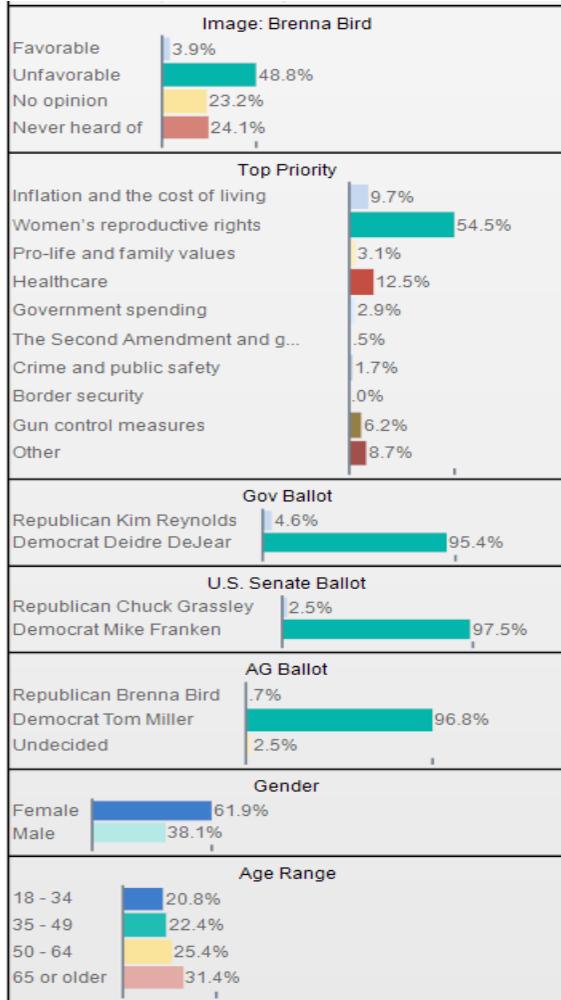
## GOP Supporters (44%)



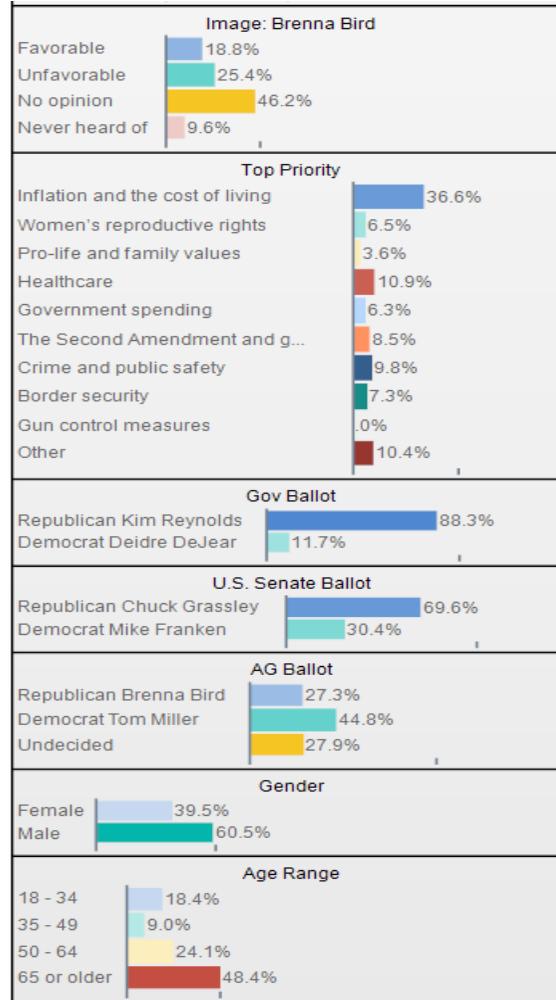
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis

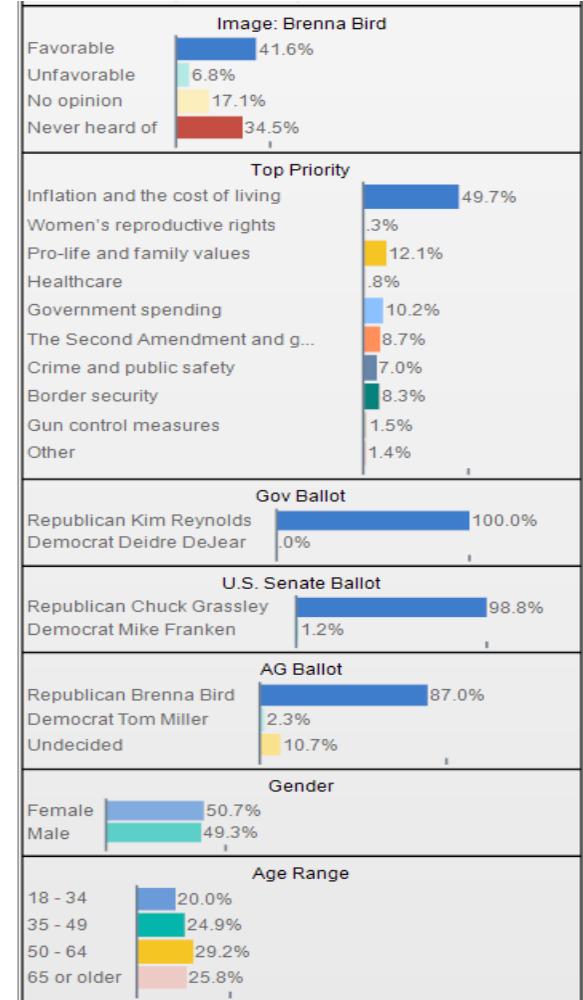
## Dem Supporters (38%)



## Lean Miller (18%)



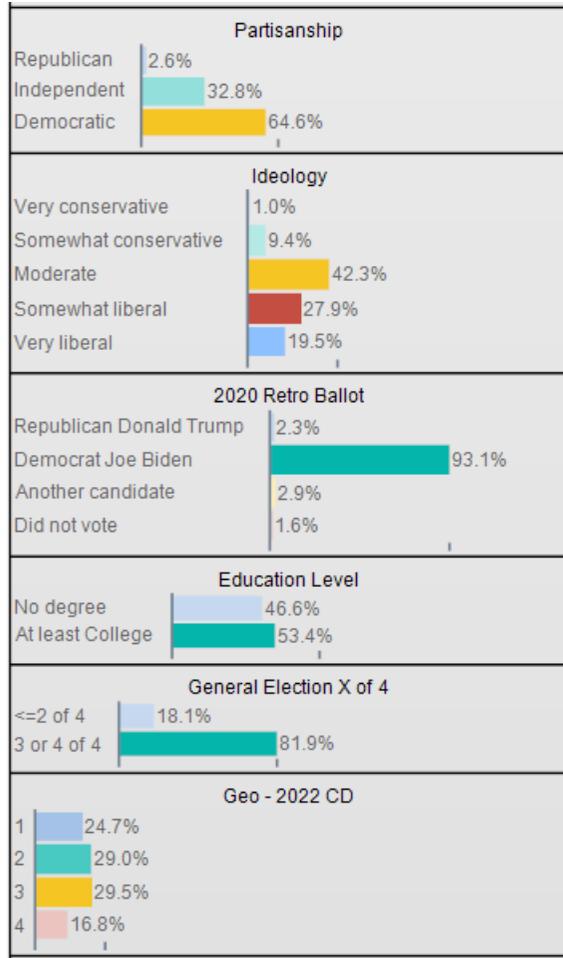
## GOP Supporters (44%)



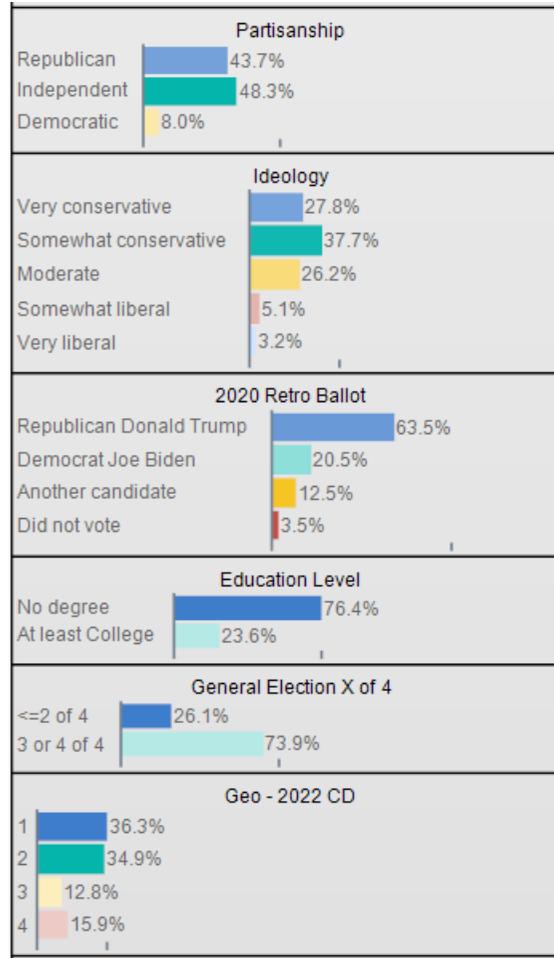
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis

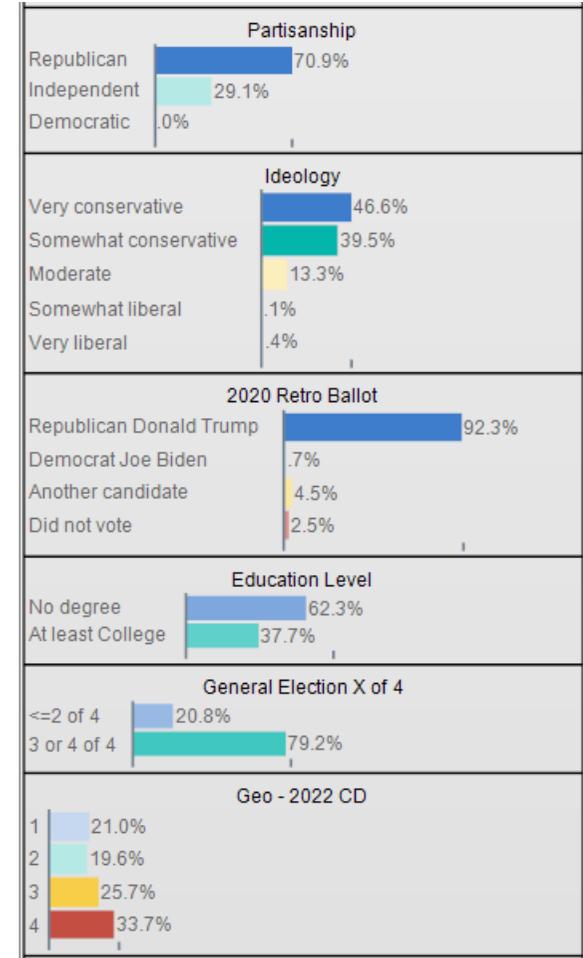
## Dem Supporters (38%)



## Lean Miller (18%)



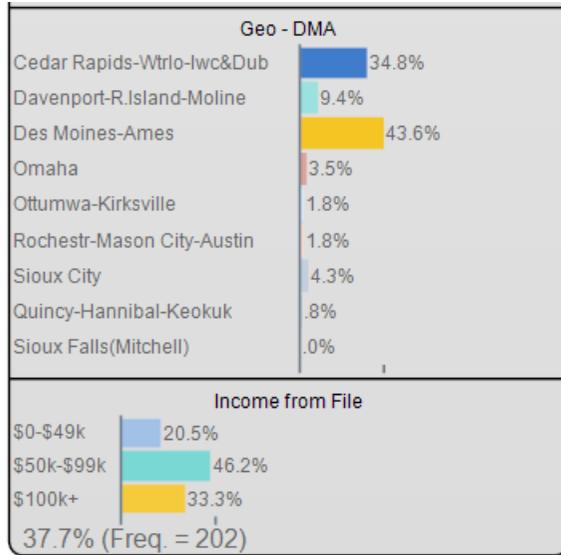
## GOP Supporters (44%)



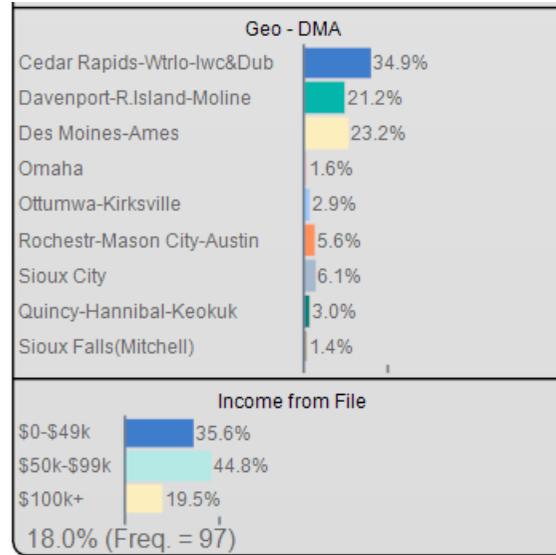
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis

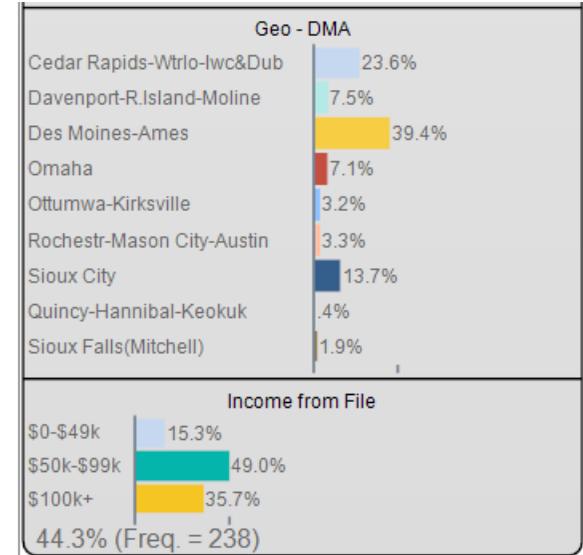
## Dem Supporters (38%)



## Lean Miller (18%)



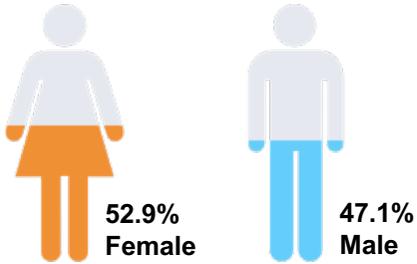
## GOP Supporters (44%)



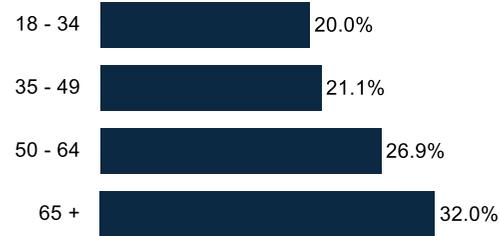
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Demographics

## Sex



## Age Range



## Household Income



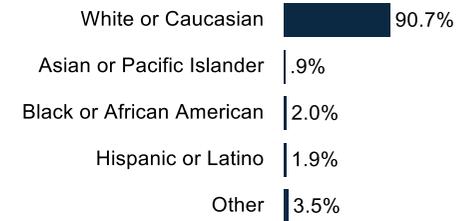
## Geo - 2022 CD



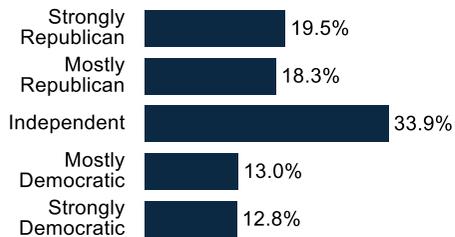
## Education



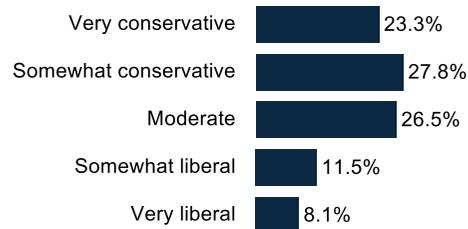
## Race/Ethnicity



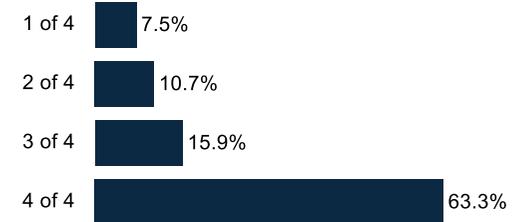
## Partisanship



## Ideology



## General Election X of 4



Sample size: 600