

February 14, 2024



# Survey of Likely General Election Voters **Iowa Statewide**

February 12 – 13, 2024 | n=600 |  $\pm 3.96\%$

## Insights & Analysis

- Iowans have grown slightly more optimistic about the direction of the country (25% right direction – 68% wrong track) but remain very pessimistic overall. **Joe Biden** (34% fav; -31 net fav) remains deeply unpopular in Iowa – 54% of voters view him *very unfavorably*.
  - The **top priority** for Congress is now **illegal immigration** (20%; +6 since Sept.), supplanting inflation (15%; -9). Independents have bumped up 11-points in prioritizing illegal immigration.
- The outlook is better, not good, on the direction of Iowa (40% RD – 51% WT), where voters have grown 5 points more pessimistic since September.
- **Kim Reynolds** (45% fav – 51% unfav; -6 net) has become 3 points more unfavorable in that same time, including a **10-point decrease in favorability among Republicans** following her comments on DeSantis being a better candidate than Trump.
  - **Donald Trump** (46% fav; -7 net fav) remains extremely popular with Republicans (81% - 18%) in the state.
- **The Iowa General Assembly** (33% fav – 34% unfav) continues to have an image split along partisan lines (53% of Republicans are favorable; 60% of Democrats are unfavorable), but **Independents lean favorable** (33% - 30%).
- Trump retains his 9-point lead from September on the **presidential ballot** (Trump 49% - Biden 40% - Undecided 11%), leading across congressional districts, especially in CD 4.
  - **Independents lean Trump by an 18-point margin** (49% - 31%).
  - Trump has improved by 14 points with non-college men and 8 points with non-college women.
- *Amendments and key issues on next slide...*

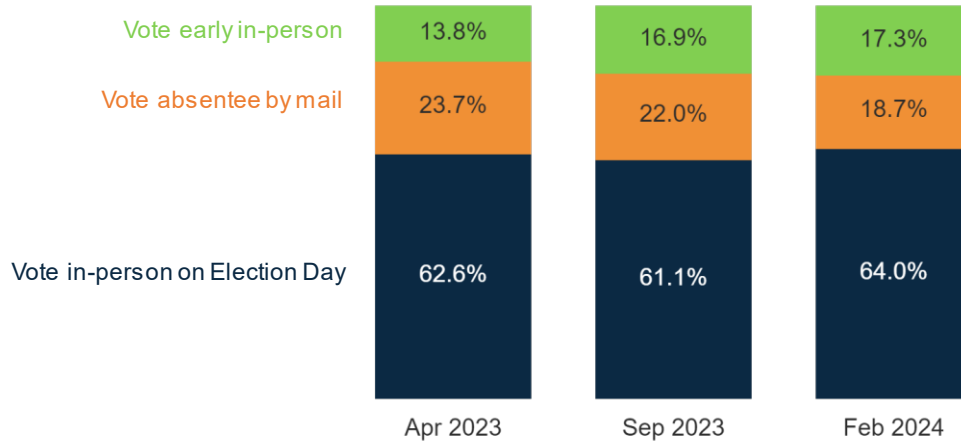
## Insights & Analysis – Cont.

- An amendment requiring a **supermajority to raise taxes** (Yes 68% – No 18% - Undecided 15%) **is extremely popular**, including among a majority of Democrats and over 70% of Republicans and Independents.
- A **flat tax amendment** (Yes 48% – No 28% – Undecided 25%) is also popular but falls short of majority support. Republicans (55% yes), especially older 55+ Republicans (around +10 more supportive than Republicans <55), and Independents (49% yes) tend to support, while Democrats (38% - 44%) tend to oppose.
  - Women, especially women <55 and college-educated women, tend to be the least supportive groups.
- Most Iowans support a tougher stance on illegal immigration. **56% support sending the Iowa National Guard to the southern border** (39% oppose), including Independents by a 20-point margin (58% - 38%) and a majority of voters across congressional districts.
- On placing additional limitations on **foreign land ownership** (76% support – 17% oppose), Iowans are extremely supportive, including Democrats (65% - 25%). **Limiting foreign land ownership was the most popular issue tested.**
- Iowans remain **split on sending financial aid to Ukraine** (46% support – 47% oppose). Aid is deeply unpopular among Republicans (22% - 69%) and Independents oppose it by an 8-point margin (42% - 50%).
  - **CD 3 leans in support** (49% - 44%) while **CD 4 leans against** (40% - 53%). CD 1 and CD 2 are split.
  - 4/4 past election voters, usually the most informed and likely to vote, buck the trend and lean in support of aid (50% - 43%).

## Insights & Analysis – Segmentation Analysis

- Segmentation analysis identified three groups via machine-learning:
  - **GOP Base** (49%) is very optimistic about the direction of the state and views both Trump and Reynolds favorably. Illegal immigration is far and away their top priority. **97% support sending the Iowa National Guard to the border.** 83% support a supermajority amendment and 58% support a flat tax amendment. 89% support limiting foreign land ownership. This segment is staunchly opposed to financial aid for Ukraine (75% opposed).
  - **Moderates** (19%) lean Democratic on the generic ballot but tend to be more center-right ideologically. They view Trump very unfavorably but tend to view the Republican-controlled Iowa General Assembly favorably. These voters tend to be more focused on inflation and taxes than on illegal immigration. **68% support a supermajority amendment and 47% support a flat tax amendment.** Limiting foreign land ownership is extremely popular (82% support). They tend to support aid to Ukraine (60% - 40%) but are split on sending the Iowa National Guard to the border (52% - 49%). This segment tends to be much younger (<45) than the partisan segments.
  - **Dem Base** (32%) are the inverse of the *GOP Base*, viewing Biden favorably while being pessimistic about the direction of the state and viewing Reynolds unfavorably. Their top priority is threats to democracy, which is off the radar for the *Moderates*. **This segment is supportive of a supermajority amendment** (45% - 34%) but tends to oppose a flat tax amendment (32% - 49%). 88% oppose sending in the Iowa National Guard. **They agree with most voters on limiting foreign land ownership** (75% - 25%) and almost unanimously support aid to Ukraine (92% - 8%). CD 4 is much less represented in this segment relative to the other groups.

# Vote Method



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	62%	63%	60%	64%	63%	63%	64%	65%	57%	62%	60%	61%	66%	71%	62%	52%	64%	52%	56%	71%	55%	63%	54%	60%	65%
Probably vote	38%	37%	40%	36%	37%	37%	36%	35%	43%	38%	40%	39%	34%	29%	38%	48%	36%	48%	44%	29%	45%	37%	46%	40%	35%
Vote in-person on Election Day	64%	73%	55%	69%	57%	65%	63%	65%	64%	54%	66%	62%	74%	72%	70%	51%	66%	49%	65%	74%	54%	60%	56%	64%	66%
Vote absentee by mail	19%	20%	25%	11%	19%	15%	15%	25%	18%	26%	19%	17%	12%	13%	14%	29%	19%	21%	14%	10%	27%	18%	26%	24%	16%
Vote early in-person	17%	7%	20%	20%	24%	20%	22%	10%	18%	20%	15%	20%	14%	15%	16%	20%	16%	30%	21%	16%	19%	22%	19%	12%	18%
Definitely vote in-person on Election Day	46%	52%	38%	50%	42%	47%	46%	47%	43%	42%	45%	45%	51%	54%	50%	34%	48%	35%	41%	58%	35%	46%	36%	48%	48%
Probably vote in-person on Election Day	18%	21%	17%	19%	15%	18%	16%	18%	21%	12%	21%	17%	22%	18%	20%	17%	18%	13%	24%	16%	19%	14%	19%	16%	18%
Definitely vote absentee by mail	9%	8%	14%	6%	8%	7%	7%	13%	8%	12%	10%	8%	6%	8%	8%	11%	9%	8%	6%	5%	14%	7%	12%	9%	9%
Probably vote absentee by mail	10%	12%	11%	5%	11%	8%	8%	12%	11%	14%	9%	9%	6%	5%	6%	18%	9%	13%	8%	5%	13%	11%	14%	15%	7%
Definitely vote early in-person	7%	3%	8%	7%	12%	9%	10%	4%	6%	8%	6%	8%	8%	9%	4%	7%	7%	9%	9%	8%	6%	10%	6%	3%	9%
Probably vote early in-person	10%	4%	12%	12%	11%	11%	12%	6%	11%	12%	9%	13%	6%	6%	12%	13%	9%	21%	12%	8%	13%	12%	13%	8%	10%

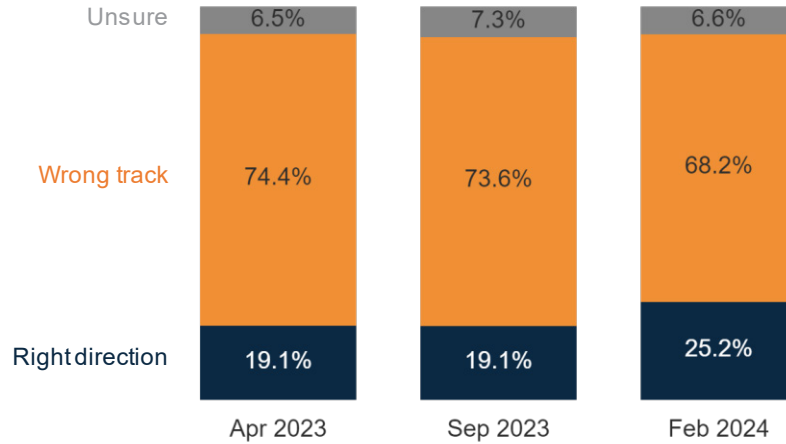
How do you plan to vote in the November 2024 general election for President, Congress, and state offices?



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# Country Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	25%	22%	29%	20%	29%	37%	17%	19%	34%	23%	29%	25%	25%	7%	21%	51%	23%	49%	9%	3%	52%	18%	24%	18%	30%
Wrong track	68%	65%	64%	75%	70%	59%	81%	71%	56%	68%	64%	70%	71%	92%	72%	38%	70%	42%	80%	95%	36%	75%	67%	72%	65%
Definitely the right direction	5%	1%	5%	4%	12%	12%	5%	2%	4%	4%	7%	4%	6%	1%	5%	11%	5%	8%	0%	1%	12%	0%	4%	6%	7%
Mostly the right direction	20%	21%	24%	16%	17%	25%	11%	17%	30%	19%	22%	20%	18%	5%	16%	40%	18%	42%	9%	3%	40%	18%	20%	12%	23%
Mostly the wrong track	22%	29%	21%	21%	16%	19%	19%	20%	32%	16%	22%	27%	24%	19%	26%	22%	23%	15%	42%	17%	24%	28%	30%	19%	20%
Definitely the wrong track	46%	36%	42%	53%	54%	40%	62%	51%	24%	52%	42%	43%	47%	74%	46%	16%	47%	27%	38%	79%	12%	47%	38%	53%	45%
Unsure	7%	12%	7%	5%	1%	4%	3%	10%	10%	9%	7%	6%	4%	1%	7%	11%	7%	9%	11%	2%	12%	8%	9%	10%	5%

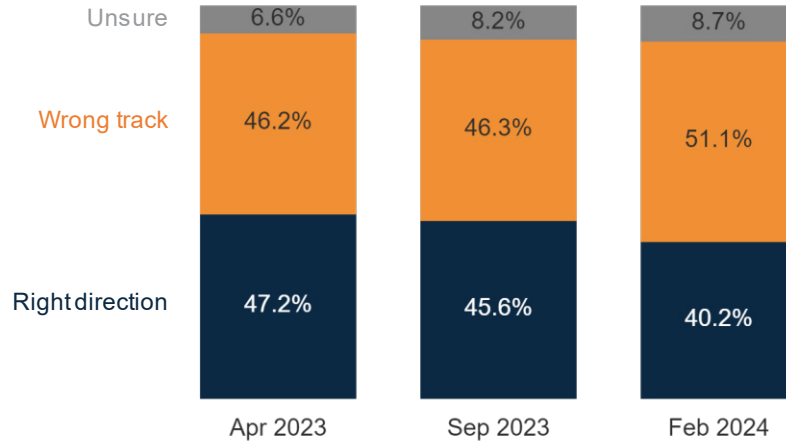
Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?



CYGNAL



# State Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	40%	24%	39%	52%	48%	42%	56%	39%	21%	39%	42%	37%	43%	65%	39%	13%	40%	45%	31%	62%	13%	39%	39%	30%	44%
Wrong track	51%	64%	50%	40%	50%	54%	39%	46%	70%	50%	51%	57%	46%	26%	51%	80%	51%	47%	60%	27%	81%	49%	51%	60%	50%
Definitely the right direction	7%	3%	6%	8%	10%	8%	9%	7%	1%	6%	8%	6%	7%	13%	4%	2%	6%	9%	3%	11%	2%	3%	3%	7%	8%
Mostly the right direction	34%	20%	33%	44%	39%	34%	46%	32%	20%	33%	34%	31%	37%	52%	35%	11%	33%	36%	28%	52%	10%	36%	36%	23%	35%
Mostly the wrong track	25%	29%	33%	16%	21%	21%	17%	29%	34%	24%	23%	28%	27%	16%	30%	32%	25%	22%	34%	15%	35%	23%	27%	34%	23%
Definitely the wrong track	26%	34%	16%	23%	29%	32%	23%	17%	37%	27%	28%	29%	19%	11%	21%	49%	26%	25%	25%	12%	46%	25%	24%	26%	26%
Unsure	9%	13%	12%	8%	2%	5%	5%	15%	8%	11%	8%	5%	11%	9%	10%	7%	9%	8%	9%	11%	7%	12%	10%	11%	7%

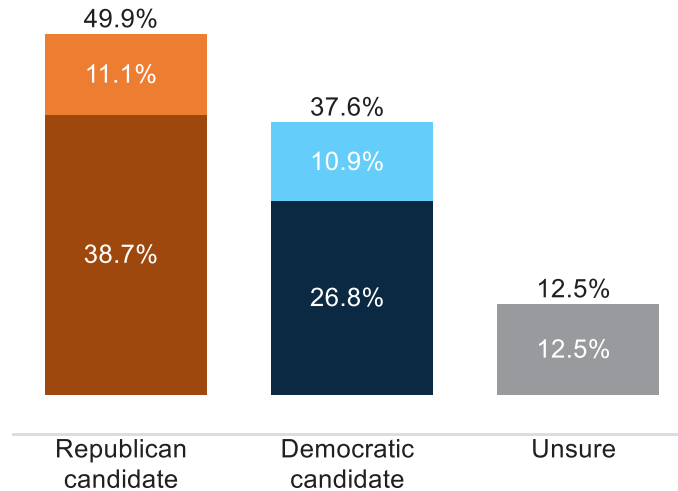
Generally speaking, would you say things in Iowa are headed in the right direction or off on the wrong track?



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# Generic Ballot



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	50%	42%	44%	61%	54%	41%	68%	54%	29%	48%	50%	47%	55%	89%	51%	5%	50%	44%	18%	91%	4%	53%	56%	52%	47%
Democratic candidate	38%	39%	45%	28%	37%	49%	23%	31%	56%	38%	39%	41%	32%	5%	31%	83%	36%	52%	15%	3%	82%	30%	37%	35%	40%
Definitely the Republican candidate	39%	27%	39%	46%	44%	27%	56%	44%	19%	37%	36%	39%	44%	74%	36%	2%	40%	30%	6%	73%	1%	45%	33%	43%	37%
Probably the Republican candidate	11%	14%	5%	15%	10%	14%	12%	10%	10%	11%	14%	9%	10%	15%	15%	4%	11%	15%	12%	17%	3%	8%	23%	9%	10%
Probably the Democratic candidate	11%	14%	14%	7%	7%	9%	6%	10%	19%	9%	13%	10%	12%	2%	15%	17%	11%	8%	11%	2%	20%	12%	8%	14%	10%
Definitely the Democratic candidate	27%	25%	31%	21%	30%	39%	17%	21%	37%	30%	26%	31%	20%	2%	15%	66%	25%	43%	4%	1%	62%	18%	29%	21%	30%
Unsure	12%	19%	11%	11%	8%	10%	9%	15%	15%	14%	11%	12%	13%	6%	19%	12%	13%	4%	67%	7%	13%	17%	7%	14%	12%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?



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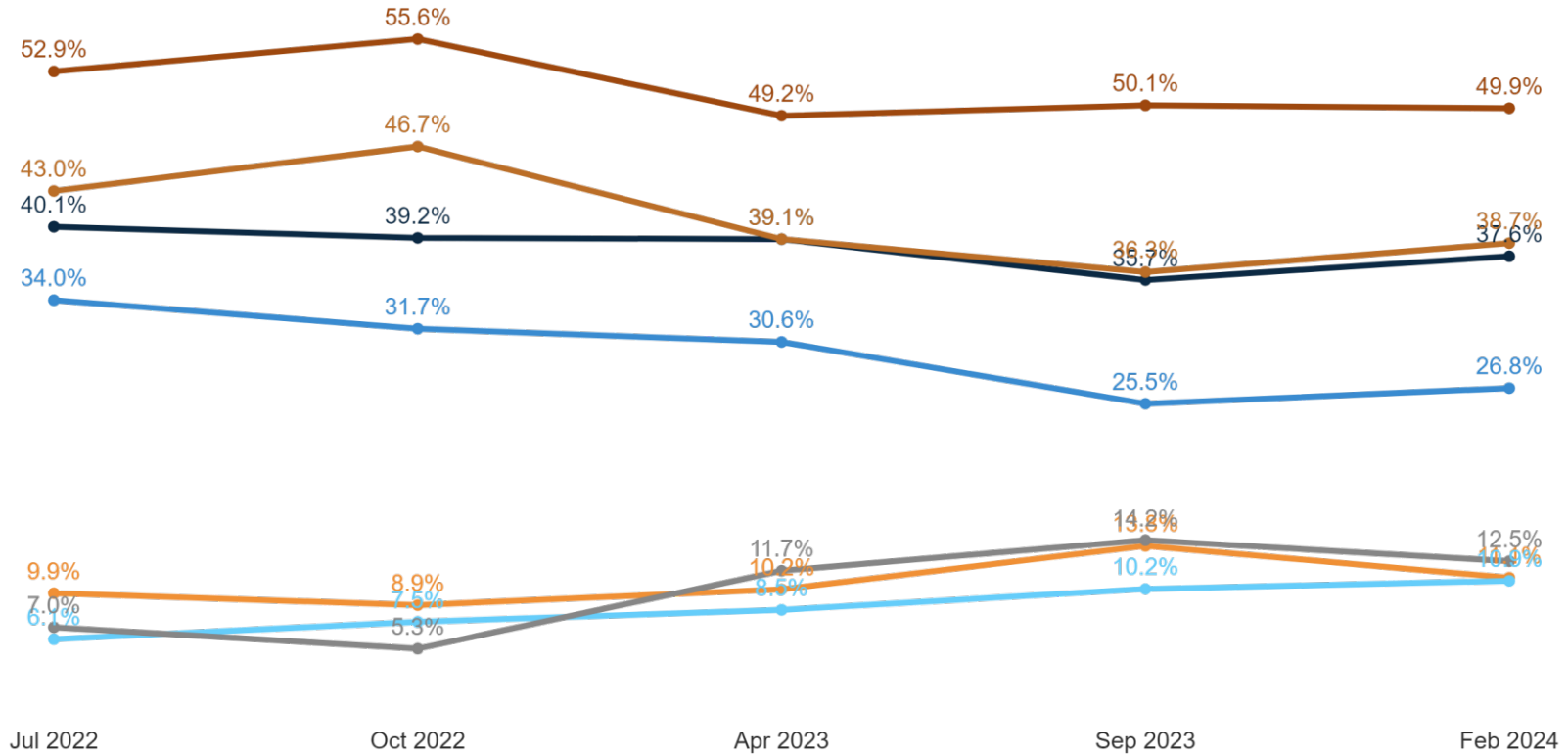




# Percent Change: Generic Ballot (Sep 2023 to Feb 2024)

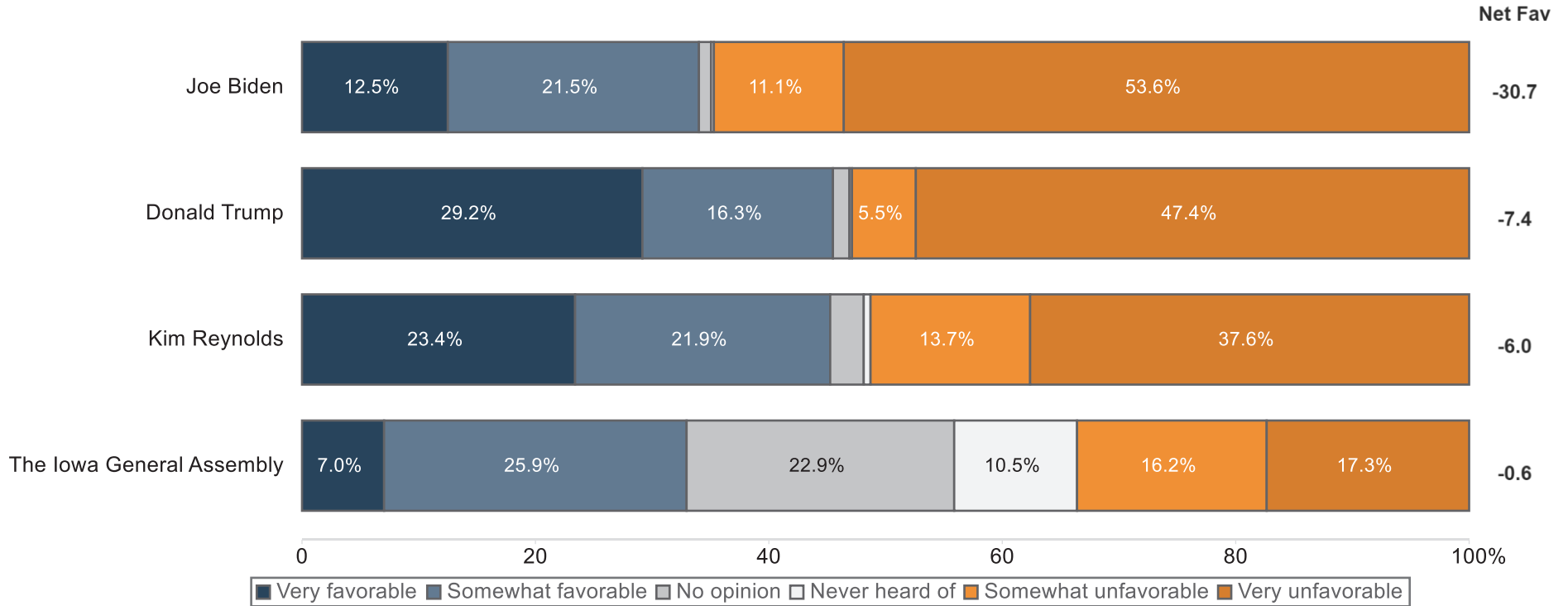
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	0%	2%	-2%	4%	-5%	-17%	9%	9%	-10%	0%	5%	1%	-7%	-4%	4%	-2%	-1%	20%	-27%	1%	0%	7%	11%	13%	-7%
Democratic candidate	2%	-3%	11%	-4%	4%	15%	-9%	-7%	18%	1%	-1%	-1%	9%	3%	5%	0%	2%	-15%	-4%	2%	3%	-2%	3%	-8%	5%
Definitely the Republican candidate	2%	1%	2%	3%	3%	-11%	10%	10%	-8%	5%	3%	3%	-1%	-2%	13%	-2%	3%	8%	-11%	5%	-1%	16%	-2%	15%	-2%
Probably the Republican candidate	-3%	1%	-4%	0%	-8%	-6%	-1%	-1%	-2%	-5%	2%	-2%	-5%	-1%	-9%	0%	-4%	11%	-16%	-4%	1%	-9%	13%	-2%	-5%
Probably the Democratic candidate	1%	2%	4%	-4%	0%	1%	-3%	-1%	9%	-2%	1%	0%	4%	1%	4%	-2%	2%	-20%	-5%	1%	0%	5%	1%	3%	-1%
Definitely the Democratic candidate	1%	-4%	7%	0%	3%	14%	-6%	-5%	9%	2%	-1%	0%	5%	1%	1%	2%	0%	5%	1%	1%	3%	-8%	2%	-11%	6%
Unsure	-2%	0%	-9%	0%	2%	2%	0%	-2%	-7%	0%	-4%	-1%	-2%	1%	-9%	2%	-1%	-5%	31%	-2%	-4%	-4%	-15%	-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

# Image Tests



# Image Tests Heatmaps

## Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Joe Biden	34%	32%	45%	25%	33%	46%	18%	30%	50%	38%	36%	34%	27%	7%	29%	71%	32%	57%	10%	3%	75%	17%	39%	28%	38%
Donald Trump	45%	39%	38%	58%	48%	36%	65%	49%	25%	42%	41%	45%	55%	81%	44%	6%	47%	27%	16%	85%	3%	49%	45%	52%	43%
Kim Reynolds	45%	33%	42%	57%	51%	42%	62%	45%	27%	44%	42%	44%	51%	74%	45%	14%	48%	23%	38%	74%	9%	42%	38%	50%	46%
The Iowa General Assembly	33%	17%	36%	35%	45%	34%	44%	32%	20%	29%	33%	33%	37%	53%	33%	12%	32%	37%	35%	53%	12%	23%	31%	31%	36%

## Unfavorable

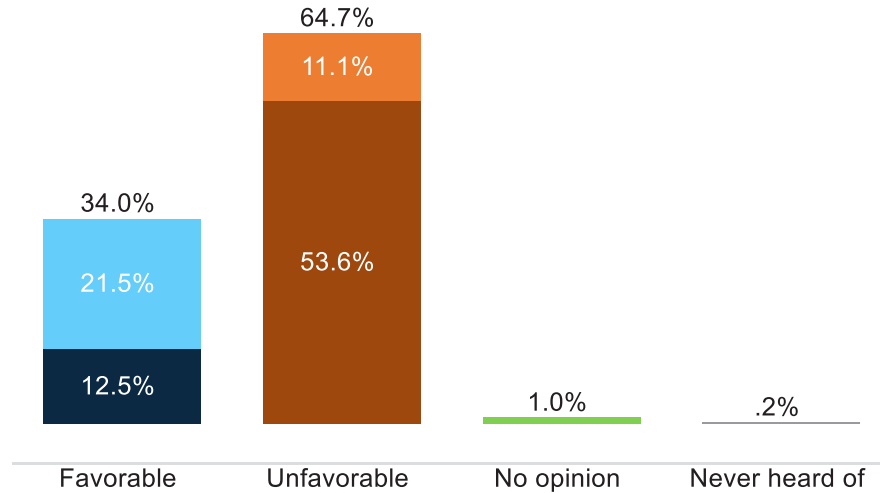
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Joe Biden	65%	65%	54%	75%	65%	54%	81%	68%	49%	59%	63%	65%	72%	92%	69%	29%	67%	36%	83%	96%	24%	77%	59%	72%	61%
Donald Trump	53%	59%	62%	39%	50%	62%	33%	50%	74%	56%	58%	54%	42%	18%	55%	92%	51%	64%	77%	14%	95%	47%	53%	48%	56%
Kim Reynolds	51%	61%	55%	41%	47%	57%	35%	48%	71%	52%	55%	54%	43%	23%	51%	85%	49%	66%	48%	23%	88%	44%	57%	50%	53%
The Iowa General Assembly	34%	31%	36%	30%	38%	49%	25%	25%	44%	34%	33%	40%	27%	14%	30%	60%	34%	28%	27%	12%	61%	28%	28%	27%	39%



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# Image: Joe Biden



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	34%	32%	45%	25%	33%	46%	18%	30%	50%	38%	36%	34%	27%	7%	29%	71%	32%	57%	10%	3%	75%	17%	39%	28%	38%
Unfavorable Total	65%	65%	54%	75%	65%	54%	81%	68%	49%	59%	63%	65%	72%	92%	69%	29%	67%	36%	83%	96%	24%	77%	59%	72%	61%
Very favorable	12%	6%	19%	8%	18%	23%	6%	10%	15%	13%	12%	13%	12%	3%	8%	27%	12%	25%	0%	1%	27%	3%	12%	12%	15%
Somewhat favorable	22%	26%	26%	17%	16%	24%	12%	19%	35%	25%	24%	21%	15%	3%	21%	44%	21%	32%	10%	2%	48%	14%	27%	16%	23%
Somewhat unfavorable	11%	19%	9%	9%	6%	8%	8%	12%	17%	10%	16%	10%	9%	5%	12%	17%	11%	7%	22%	4%	17%	16%	9%	12%	10%
Very unfavorable	54%	46%	45%	66%	59%	46%	73%	56%	32%	49%	47%	56%	63%	88%	57%	11%	56%	30%	61%	92%	7%	62%	50%	60%	51%
No opinion	1%	3%	1%	0%	0%	0%	0%	2%	1%	2%	0%	1%	1%	1%	1%	0%	1%	7%	7%	0%	1%	4%	2%	0%	1%
Never heard of	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%

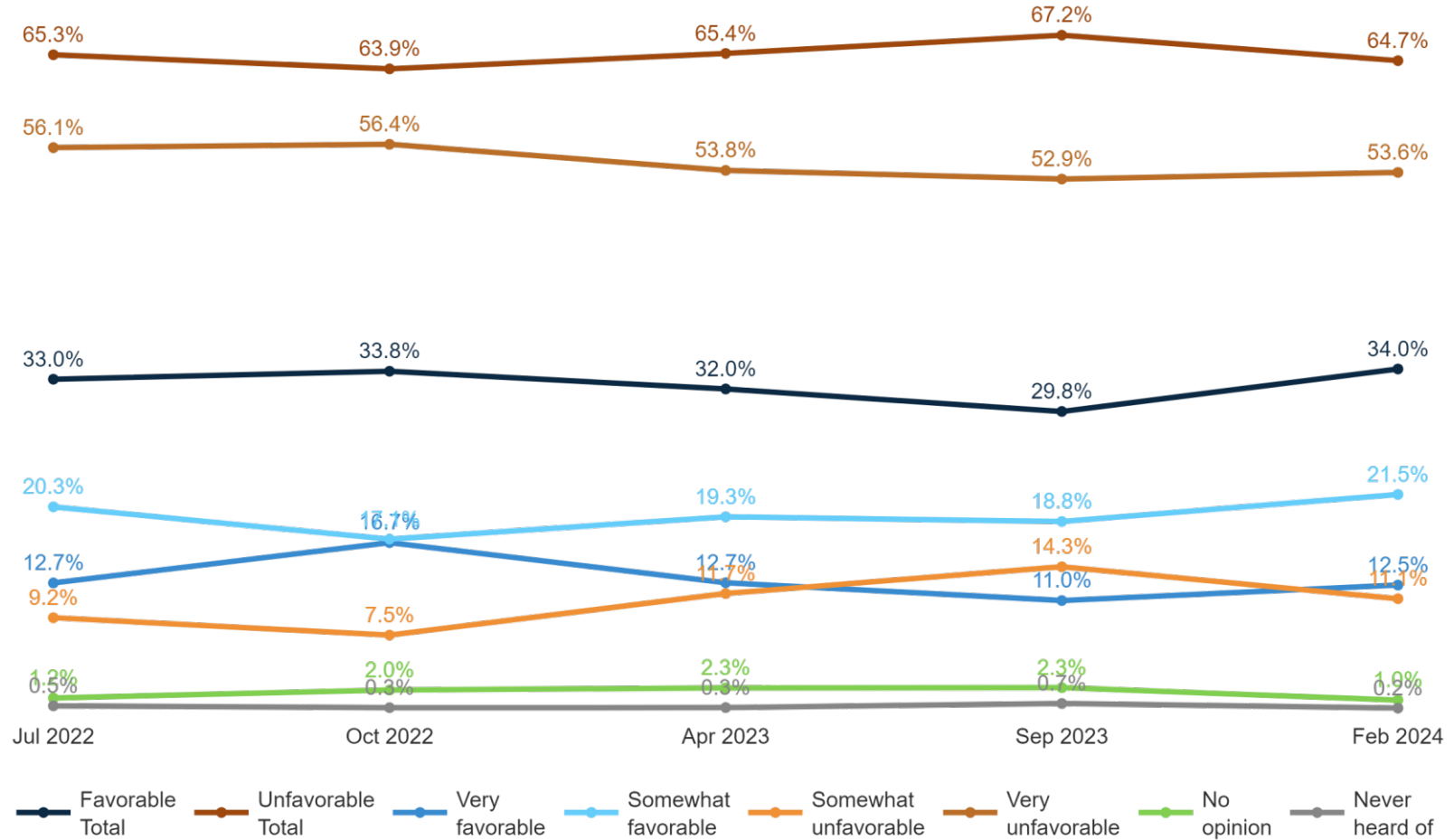
Do you have a favorable or unfavorable opinion of Joe Biden?



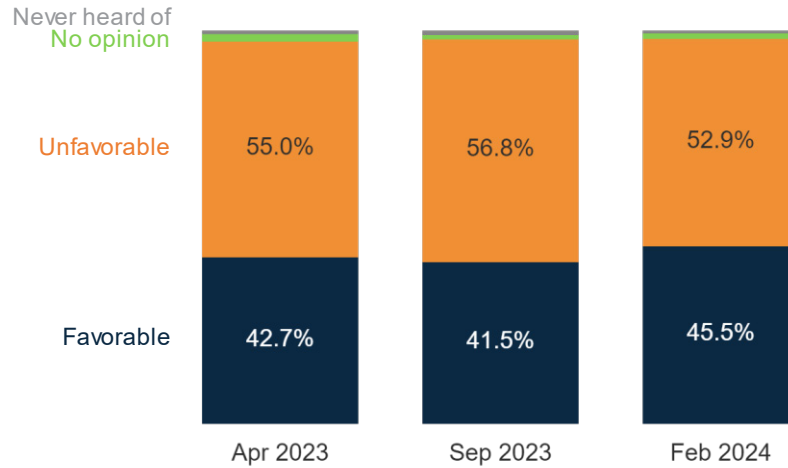
CYGNAL



# Trend: Joe Biden Image



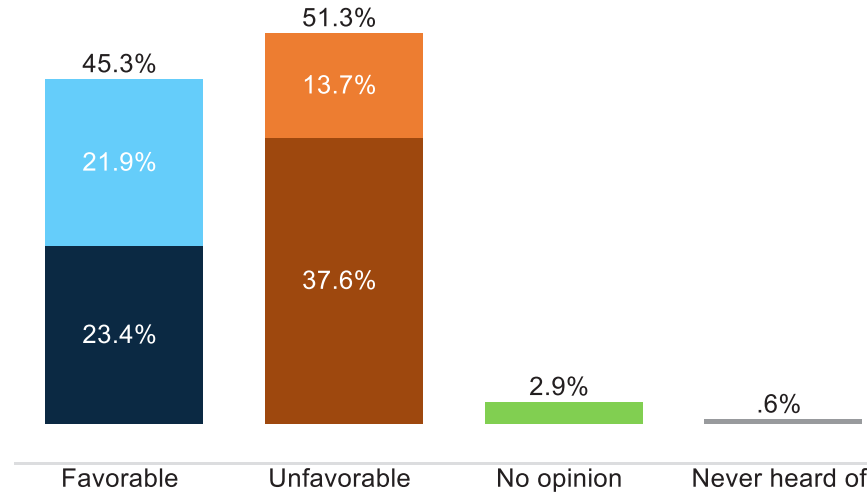
# Image: Donald Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	45%	39%	38%	58%	48%	36%	65%	49%	25%	42%	41%	45%	55%	81%	44%	6%	47%	27%	16%	85%	3%	49%	45%	52%	43%
Unfavorable Total	53%	59%	62%	39%	50%	62%	33%	50%	74%	56%	58%	54%	42%	18%	55%	92%	51%	64%	77%	14%	95%	47%	53%	48%	56%
Very favorable	29%	21%	27%	36%	34%	21%	45%	31%	14%	30%	24%	28%	35%	58%	25%	1%	30%	16%	1%	58%	0%	27%	30%	37%	27%
Somewhat favorable	16%	18%	11%	22%	14%	15%	20%	18%	11%	12%	17%	17%	20%	23%	18%	5%	17%	10%	15%	28%	2%	22%	15%	15%	16%
Somewhat unfavorable	5%	8%	3%	7%	5%	8%	5%	4%	7%	5%	7%	6%	4%	6%	8%	4%	5%	8%	17%	5%	2%	3%	9%	8%	5%
Very unfavorable	47%	51%	59%	33%	45%	54%	28%	46%	67%	51%	52%	48%	39%	12%	47%	88%	46%	57%	59%	9%	93%	44%	44%	39%	51%
No opinion	1%	2%	0%	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	9%	8%	1%	2%	4%	2%	0%	1%
Never heard of	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

# Image: Kim Reynolds

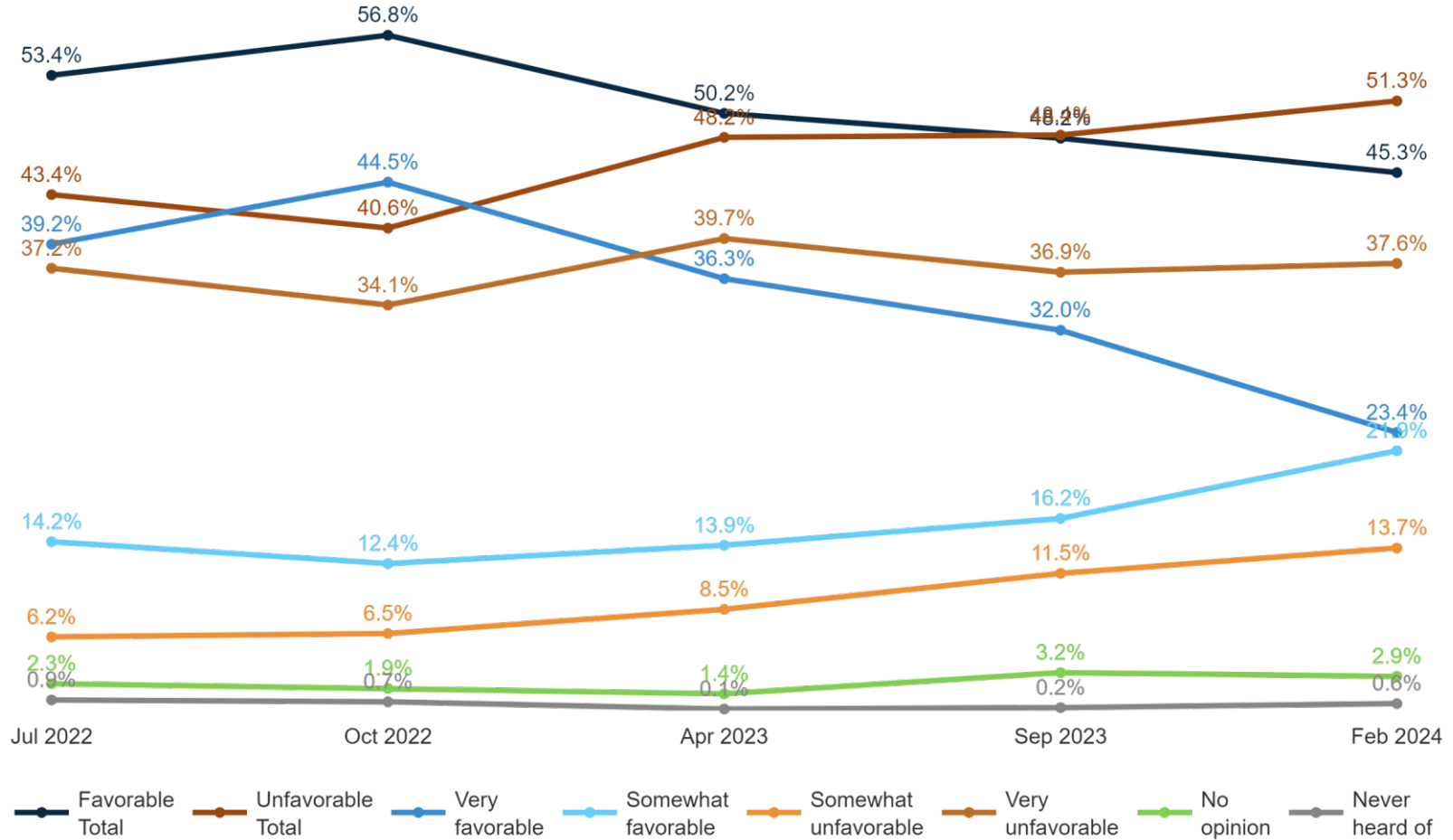


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	45%	33%	42%	57%	51%	42%	62%	45%	27%	44%	42%	44%	51%	74%	45%	14%	48%	23%	38%	74%	9%	42%	38%	50%	46%
Unfavorable Total	51%	61%	55%	41%	47%	57%	35%	48%	71%	52%	55%	54%	43%	23%	51%	85%	49%	66%	48%	23%	88%	44%	57%	50%	53%
Very favorable	23%	14%	23%	28%	29%	20%	34%	24%	12%	20%	25%	22%	27%	45%	19%	3%	25%	6%	16%	43%	1%	18%	15%	22%	27%
Somewhat favorable	22%	19%	18%	29%	22%	22%	28%	21%	15%	24%	17%	22%	24%	28%	25%	11%	23%	17%	22%	31%	8%	24%	23%	28%	19%
Somewhat unfavorable	14%	14%	14%	12%	14%	14%	13%	15%	12%	17%	12%	12%	14%	14%	15%	13%	13%	19%	17%	13%	15%	7%	30%	8%	13%
Very unfavorable	38%	46%	41%	29%	33%	43%	22%	32%	59%	35%	43%	42%	29%	9%	36%	72%	36%	47%	31%	10%	73%	37%	26%	42%	39%
No opinion	3%	5%	3%	2%	1%	1%	2%	6%	1%	2%	2%	1%	6%	3%	3%	1%	2%	9%	14%	2%	2%	12%	6%	0%	1%
Never heard of	1%	1%	1%	1%	0%	0%	1%	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	1%	2%	0%	0%	0%

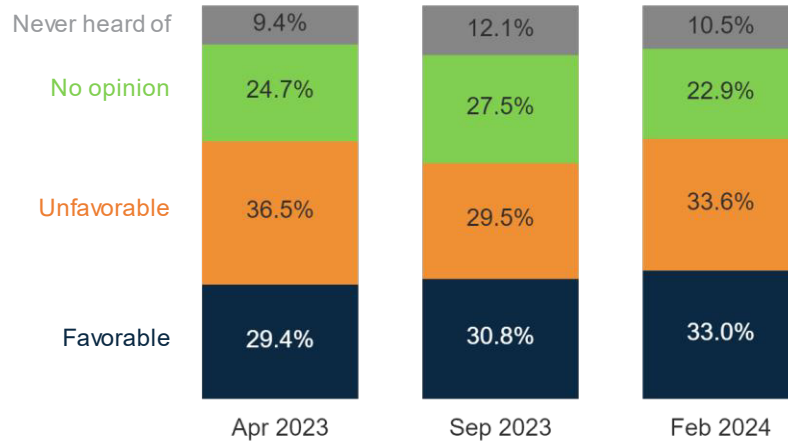
Do you have a favorable or unfavorable opinion of Kim Reynolds?



# Trend: Kim Reynolds Image



# Image: The Iowa General Assembly



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	17%	36%	35%	45%	34%	44%	32%	20%	29%	33%	33%	37%	53%	33%	12%	32%	37%	35%	53%	12%	23%	31%	31%	36%
Unfavorable Total	34%	31%	36%	30%	38%	49%	25%	25%	44%	34%	33%	40%	27%	14%	30%	60%	34%	28%	27%	12%	61%	28%	28%	27%	39%
Very favorable	7%	1%	6%	8%	14%	9%	12%	7%	0%	6%	8%	7%	7%	13%	5%	3%	6%	15%	3%	11%	3%	5%	0%	7%	9%
Somewhat favorable	26%	16%	30%	27%	31%	24%	32%	25%	20%	24%	25%	26%	30%	41%	29%	8%	26%	22%	31%	41%	9%	18%	31%	24%	27%
Somewhat unfavorable	16%	13%	21%	15%	16%	19%	13%	15%	20%	17%	20%	14%	15%	11%	17%	23%	16%	14%	11%	8%	26%	13%	19%	15%	17%
Very unfavorable	17%	18%	14%	16%	22%	30%	12%	10%	24%	17%	14%	26%	12%	3%	13%	38%	18%	15%	16%	4%	34%	15%	10%	12%	21%
No opinion	23%	30%	26%	20%	14%	8%	24%	29%	26%	28%	22%	18%	23%	23%	26%	17%	23%	23%	30%	24%	21%	30%	31%	21%	19%
Never heard of	11%	22%	2%	15%	3%	10%	8%	14%	9%	9%	11%	9%	12%	9%	11%	11%	11%	11%	8%	11%	7%	20%	9%	21%	6%

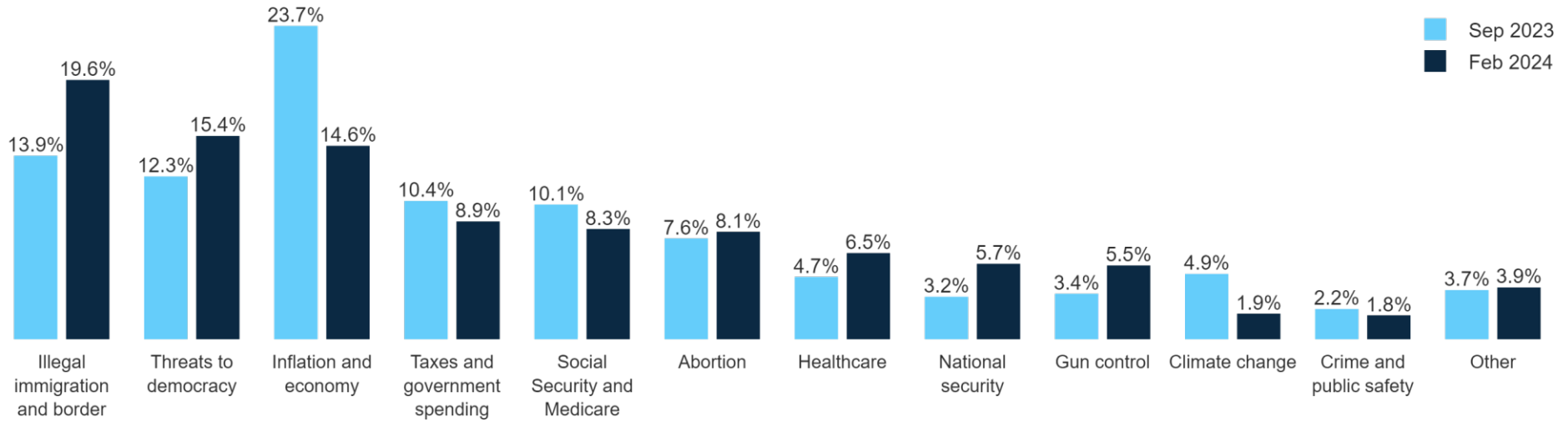
Do you have a favorable or unfavorable opinion of The Iowa General Assembly?



CYGNAL



# Top Priority - Congress



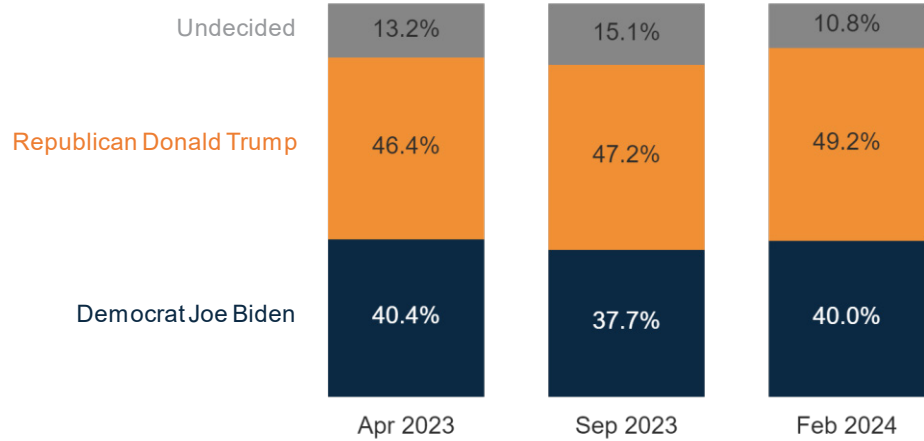
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Illegal immigration and border	20%	8%	24%	16%	32%	14%	30%	21%	9%	21%	16%	19%	22%	34%	19%	5%	20%	17%	16%	36%	2%	19%	20%	17%	21%
Threats to democracy	15%	8%	25%	9%	20%	23%	8%	12%	22%	16%	18%	17%	10%	5%	14%	28%	14%	24%	7%	2%	31%	11%	16%	14%	17%
Inflation and economy	15%	20%	7%	22%	9%	18%	15%	15%	12%	13%	13%	17%	15%	22%	15%	5%	15%	7%	16%	20%	7%	19%	23%	20%	10%
Taxes and government spending	9%	11%	7%	13%	5%	4%	11%	10%	7%	11%	8%	6%	11%	8%	13%	5%	9%	12%	17%	11%	5%	11%	7%	10%	8%
Social Security and Medicare	8%	5%	13%	3%	11%	3%	10%	12%	5%	9%	8%	7%	10%	6%	6%	12%	9%	8%	11%	6%	11%	1%	5%	7%	11%
Abortion	8%	14%	7%	7%	3%	8%	4%	7%	15%	9%	7%	8%	8%	5%	6%	13%	8%	6%	10%	5%	11%	8%	7%	4%	9%
Healthcare	6%	12%	4%	6%	3%	7%	3%	8%	8%	5%	7%	6%	8%	2%	5%	12%	7%	2%	7%	2%	11%	10%	8%	5%	6%
National security	6%	4%	7%	5%	5%	3%	7%	7%	4%	5%	4%	7%	7%	8%	8%	2%	6%	0%	4%	10%	2%	5%	0%	8%	7%
Gun control	6%	10%	3%	6%	3%	8%	2%	5%	9%	3%	7%	7%	5%	3%	6%	8%	5%	15%	8%	3%	9%	6%	6%	6%	5%
Climate change	2%	1%	0%	4%	3%	5%	3%	0%	1%	1%	2%	3%	2%	1%	1%	4%	2%	0%	0%	0%	4%	1%	3%	1%	2%
Crime and public safety	2%	3%	1%	1%	2%	1%	2%	0%	4%	1%	4%	2%	0%	1%	3%	2%	1%	9%	0%	2%	2%	0%	4%	2%	2%
Other	4%	3%	3%	6%	3%	5%	5%	2%	5%	5%	5%	3%	3%	4%	3%	5%	4%	0%	4%	3%	4%	9%	2%	4%	3%

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

# Percent Change: Top Priority (Sep 2023 to Feb 2024)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Illegal immigration and border	6%	-2%	10%	1%	14%	-1%	12%	11%	-6%	8%	5%	5%	5%	7%	11%	2%	7%	3%	-1%	12%	-2%	6%	4%	10%	5%
Threats to democracy	3%	-2%	11%	-1%	6%	10%	-4%	0%	9%	9%	1%	0%	2%	-2%	3%	8%	2%	7%	2%	-4%	11%	7%	8%	2%	1%
Inflation and economy	-9%	-6%	-5%	-13%	-13%	-14%	-10%	-5%	-7%	-6%	-12%	-10%	-8%	-6%	-11%	-12%	-9%	-13%	-1%	-8%	-11%	-8%	-3%	3%	-13%
Taxes and government spending	-2%	2%	-7%	0%	-1%	-3%	-1%	-2%	-2%	-6%	2%	1%	-4%	-6%	0%	0%	-3%	12%	3%	-4%	1%	-4%	-5%	-2%	-1%
Social Security and Medicare	-2%	3%	-8%	1%	-4%	-3%	-1%	-1%	-3%	-3%	-5%	-1%	2%	2%	-6%	-2%	-1%	-7%	-2%	-1%	-3%	-10%	-2%	-3%	0%
Abortion	1%	0%	0%	1%	0%	5%	-2%	0%	-1%	-3%	2%	1%	2%	0%	-3%	4%	0%	1%	-1%	-2%	2%	-1%	3%	-7%	2%
Healthcare	2%	5%	1%	1%	-1%	1%	1%	4%	2%	3%	0%	3%	2%	2%	-2%	4%	2%	-6%	4%	1%	2%	8%	-2%	-3%	3%
National security	2%	4%	1%	3%	1%	0%	4%	3%	3%	3%	1%	3%	3%	4%	6%	-1%	2%	0%	-1%	5%	1%	0%	-6%	5%	4%
Gun control	2%	6%	-1%	3%	0%	6%	-1%	1%	5%	-2%	5%	3%	2%	1%	5%	2%	1%	15%	6%	2%	4%	6%	-2%	0%	3%
Climate change	-3%	-7%	-3%	0%	-1%	-2%	1%	-4%	-8%	-1%	-2%	-6%	-4%	0%	-2%	-8%	-2%	-10%	-4%	0%	-5%	-7%	0%	-4%	-3%
Crime and public safety	0%	1%	-2%	1%	-1%	0%	-1%	-4%	4%	-4%	1%	2%	-2%	-1%	0%	-1%	-1%	9%	-5%	0%	-1%	-2%	4%	1%	-1%
Other	0%	-4%	2%	3%	0%	2%	1%	-3%	3%	2%	0%	-1%	0%	0%	-1%	1%	1%	-10%	1%	-1%	1%	5%	1%	-3%	0%

# Biden v Trump



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Joe Biden	40%	42%	49%	29%	38%	53%	22%	34%	61%	43%	44%	42%	30%	6%	31%	87%	39%	56%	1%	90%	30%	38%	35%	43%
Republican Donald Trump	49%	41%	43%	61%	54%	35%	71%	53%	27%	48%	49%	47%	53%	88%	49%	5%	50%	37%	91%	2%	54%	55%	55%	45%
Definitely Democrat Joe Biden	27%	23%	34%	21%	29%	39%	16%	21%	37%	32%	26%	28%	19%	3%	20%	61%	26%	37%	0%	62%	17%	27%	20%	31%
Probably Democrat Joe Biden	13%	19%	15%	8%	9%	14%	6%	13%	23%	11%	18%	13%	11%	3%	12%	26%	13%	19%	1%	28%	13%	11%	16%	13%
Probably Republican Donald Trump	11%	13%	10%	12%	11%	8%	14%	16%	6%	11%	13%	9%	12%	18%	13%	2%	12%	15%	18%	1%	15%	14%	14%	9%
Definitely Republican Donald Trump	38%	28%	33%	49%	43%	27%	58%	37%	21%	37%	35%	38%	41%	71%	35%	3%	39%	22%	73%	1%	39%	41%	42%	36%
Undecided	11%	17%	8%	10%	8%	12%	7%	12%	13%	8%	7%	11%	17%	5%	20%	8%	11%	7%	8%	8%	16%	7%	9%	11%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

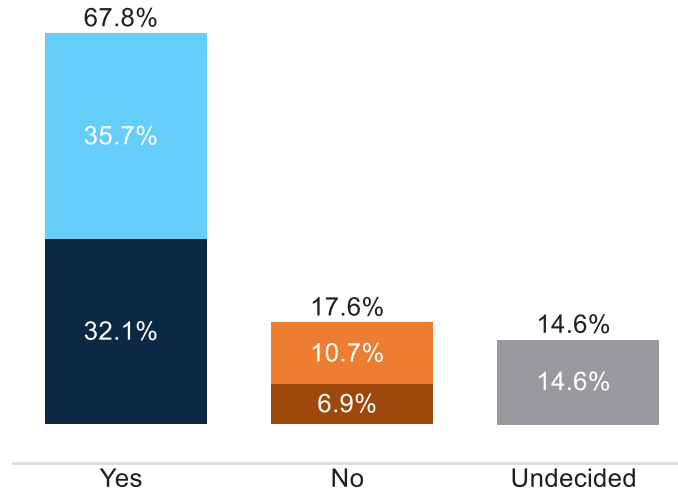
# Percent Change: Generic Ballot to Biden v Trump

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	2%	3%	4%	1%	1%	4%	-1%	3%	4%	5%	5%	1%	-2%	1%	1%	5%	2%	4%	-2%	7%	0%	1%	1%	3%
Republican candidate	-1%	-1%	-1%	0%	-1%	-6%	3%	0%	-2%	0%	-1%	0%	-2%	0%	-2%	0%	0%	-8%	1%	-2%	1%	-1%	4%	-2%
Definitely the Democratic candidate	0%	-2%	3%	0%	-1%	0%	-1%	0%	0%	3%	1%	-3%	-1%	1%	4%	-5%	0%	-6%	-1%	0%	-1%	-2%	-1%	1%
Probably the Democratic candidate	2%	5%	1%	1%	2%	4%	0%	3%	4%	3%	5%	4%	-1%	1%	-3%	9%	2%	10%	-1%	8%	1%	4%	2%	2%
Probably the Republican candidate	0%	-1%	5%	-3%	0%	-6%	2%	6%	-4%	0%	0%	0%	2%	3%	-2%	-2%	1%	0%	1%	-2%	7%	-9%	5%	-1%
Definitely the Republican candidate	-1%	1%	-6%	3%	-1%	0%	1%	-7%	3%	0%	-1%	-1%	-3%	-3%	0%	1%	-1%	-8%	-1%	0%	-6%	8%	-1%	-1%
Unsure	-2%	-2%	-3%	-1%	0%	2%	-2%	-3%	-2%	-6%	-4%	-1%	4%	-1%	1%	-4%	-2%	3%	1%	-5%	-1%	0%	-4%	-1%

# Percent Change: Biden v Trump (Sep 2023 to Feb 2024)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Joe Biden	2%	0%	12%	-4%	2%	13%	-9%	-4%	16%	7%	4%	-4%	1%	2%	0%	5%	2%	-7%	-1%	7%	-4%	5%	-12%	6%
Republican Donald Trump	2%	-1%	1%	4%	5%	-13%	14%	8%	-9%	2%	2%	5%	0%	5%	2%	-3%	3%	4%	6%	-1%	3%	1%	18%	-1%
Definitely Democrat Joe Biden	0%	-7%	11%	-3%	0%	9%	-8%	-7%	15%	2%	-1%	-5%	5%	1%	0%	-1%	0%	-11%	0%	2%	-10%	5%	-7%	3%
Probably Democrat Joe Biden	2%	6%	1%	-1%	2%	4%	-1%	3%	1%	5%	5%	1%	-4%	1%	0%	6%	2%	4%	-1%	5%	7%	1%	-5%	3%
Probably Republican Donald Trump	-3%	0%	-3%	-6%	-3%	-9%	-1%	1%	-3%	-9%	1%	-3%	-2%	-2%	-7%	-3%	-4%	13%	-6%	0%	-2%	-1%	7%	-7%
Definitely Republican Donald Trump	5%	-1%	4%	10%	8%	-4%	15%	7%	-6%	11%	0%	8%	1%	7%	9%	0%	7%	-9%	12%	-1%	4%	1%	10%	5%
Undecided	-4%	2%	-13%	0%	-7%	-1%	-5%	-4%	-7%	-9%	-6%	-1%	-1%	-7%	-2%	-2%	-5%	4%	-5%	-6%	1%	-6%	-5%	-5%

# Supermajority to Raise Taxes Amendment



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	68%	59%	69%	73%	71%	60%	80%	69%	58%	68%	70%	66%	68%	79%	70%	53%	69%	57%	61%	81%	52%	50%	77%	73%	68%
No Total	18%	20%	14%	15%	21%	32%	10%	14%	21%	18%	14%	20%	18%	11%	13%	29%	17%	21%	25%	8%	29%	32%	13%	12%	18%
Definitely yes	32%	17%	32%	39%	43%	33%	45%	29%	18%	34%	36%	28%	30%	39%	30%	26%	32%	42%	25%	39%	24%	24%	33%	36%	33%
Probably yes	36%	42%	38%	34%	28%	27%	34%	40%	39%	33%	34%	38%	38%	40%	41%	27%	37%	15%	37%	42%	28%	26%	44%	37%	35%
Probably no	11%	12%	8%	7%	16%	17%	8%	8%	13%	12%	10%	10%	11%	8%	7%	18%	10%	15%	12%	5%	18%	18%	10%	7%	11%
Definitely no	7%	8%	6%	8%	5%	14%	1%	7%	8%	6%	4%	10%	8%	3%	7%	12%	7%	6%	13%	3%	11%	14%	3%	5%	7%
Undecided	15%	21%	16%	12%	8%	8%	11%	16%	21%	14%	16%	14%	14%	10%	16%	18%	14%	22%	13%	11%	18%	18%	11%	15%	15%

Would you vote "yes" or "no" on an amendment to the Iowa state constitution that would require two-thirds of the state legislature to vote yes on any tax increase, effectively making it more difficult for the legislature to raise taxes?

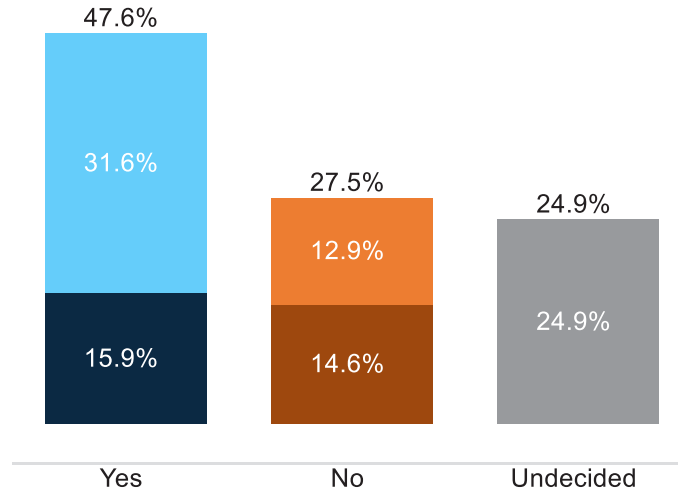


CYGNAL





# Income Tax Amendment



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	48%	29%	45%	59%	60%	58%	60%	43%	30%	46%	50%	43%	51%	55%	49%	38%	47%	52%	46%	58%	36%	42%	43%	47%	50%
No Total	28%	32%	26%	24%	28%	34%	22%	20%	40%	30%	22%	31%	28%	19%	20%	44%	27%	30%	21%	16%	41%	29%	31%	30%	27%
Definitely yes	16%	8%	12%	21%	25%	18%	26%	10%	10%	17%	16%	16%	14%	19%	17%	12%	15%	21%	16%	21%	11%	9%	15%	19%	16%
Probably yes	32%	21%	34%	38%	35%	40%	35%	33%	20%	29%	33%	27%	37%	37%	32%	26%	31%	31%	30%	37%	25%	32%	29%	28%	33%
Probably no	13%	13%	14%	10%	15%	11%	13%	12%	16%	11%	11%	16%	14%	13%	9%	16%	13%	14%	12%	13%	14%	8%	18%	10%	14%
Definitely no	15%	18%	11%	15%	14%	23%	8%	7%	25%	18%	11%	15%	14%	5%	11%	28%	14%	16%	9%	4%	27%	21%	13%	20%	12%
Undecided	25%	39%	29%	17%	12%	9%	18%	38%	30%	24%	28%	26%	21%	26%	31%	18%	26%	18%	33%	25%	23%	29%	26%	22%	24%

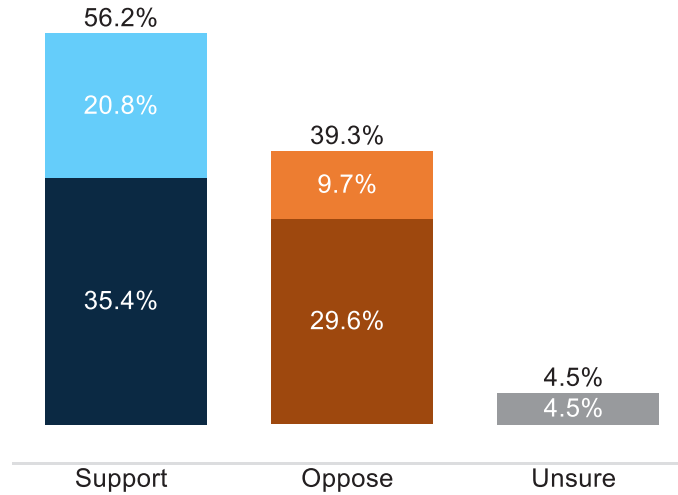
Would you vote "yes" or "no" on an amendment to the Iowa state constitution that would implement a single, uniform income tax rate for individuals, commonly referred to as a "flat tax"?



CYGNAL



# Illegal Immigration



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	56%	47%	56%	63%	59%	47%	71%	62%	38%	56%	56%	52%	60%	87%	58%	18%	57%	46%	45%	88%	19%	61%	58%	57%	55%
Oppose Total	39%	46%	41%	32%	38%	51%	24%	31%	59%	38%	41%	45%	33%	8%	38%	78%	38%	51%	39%	8%	77%	33%	36%	39%	41%
Strongly support	35%	22%	35%	41%	46%	29%	52%	39%	14%	39%	39%	25%	38%	64%	34%	6%	36%	24%	15%	64%	4%	33%	36%	40%	35%
Somewhat support	21%	25%	21%	23%	13%	18%	18%	23%	24%	18%	17%	27%	22%	24%	24%	13%	21%	22%	30%	24%	15%	28%	23%	17%	20%
Somewhat oppose	10%	15%	9%	8%	6%	8%	6%	12%	12%	10%	8%	10%	10%	5%	13%	12%	10%	6%	16%	4%	15%	9%	7%	12%	10%
Strongly oppose	30%	30%	33%	23%	32%	43%	17%	20%	47%	28%	33%	35%	23%	3%	25%	66%	28%	44%	23%	4%	62%	24%	29%	27%	31%
Unsure	4%	7%	2%	5%	3%	2%	6%	6%	3%	6%	3%	3%	6%	4%	4%	4%	5%	3%	16%	4%	4%	6%	5%	5%	4%

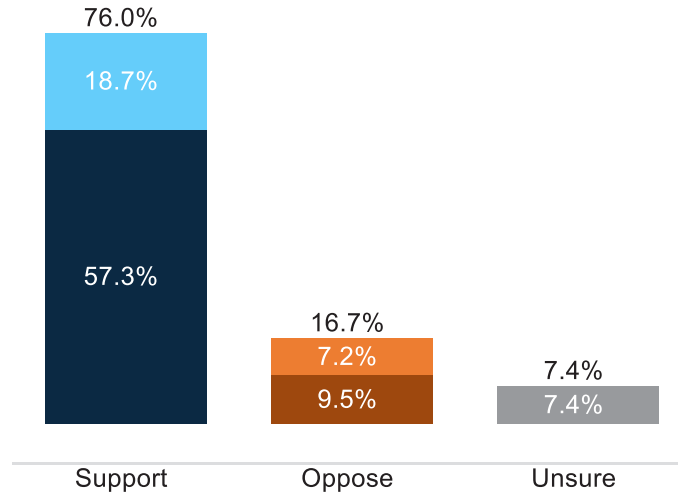
Would you support or oppose Gov. Reynolds sending the Iowa National Guard to the southern border to help stem the flow of illegal immigration?



CYGNAL



# Foreign Land Ownership



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	76%	64%	76%	83%	83%	84%	84%	71%	68%	77%	76%	73%	78%	86%	79%	65%	77%	72%	73%	88%	65%	64%	72%	82%	77%
Oppose Total	17%	21%	18%	13%	14%	12%	14%	21%	17%	17%	16%	16%	18%	10%	15%	25%	16%	23%	16%	10%	23%	22%	20%	10%	17%
Strongly support	57%	41%	60%	66%	64%	59%	69%	55%	45%	60%	60%	51%	58%	72%	63%	37%	59%	37%	53%	75%	40%	52%	45%	62%	60%
Somewhat support	19%	22%	16%	17%	20%	25%	14%	16%	22%	16%	17%	23%	19%	14%	16%	28%	18%	34%	19%	13%	25%	12%	27%	19%	17%
Somewhat oppose	7%	6%	9%	8%	6%	10%	5%	8%	7%	6%	7%	7%	9%	2%	6%	13%	7%	12%	7%	2%	13%	8%	5%	3%	9%
Strongly oppose	9%	15%	10%	5%	7%	2%	9%	13%	11%	11%	9%	9%	9%	8%	9%	12%	9%	11%	9%	8%	10%	14%	15%	8%	8%
Unsure	7%	16%	6%	4%	3%	4%	2%	8%	15%	6%	7%	11%	5%	4%	6%	10%	7%	6%	11%	2%	12%	14%	9%	8%	6%

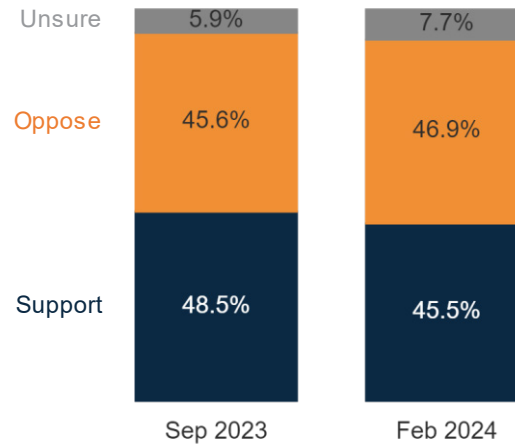
Would you support or oppose placing additional limitations on foreign ownership of land in Iowa, especially farmland?



CYGNAL



# Aid to Ukraine



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD 1	CD 2	CD 3	CD 4	Republican	Independent	Democrat	White	Other Race	Prez Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	45%	38%	54%	36%	54%	56%	38%	37%	59%	46%	47%	49%	40%	22%	42%	<b>78%</b>	46%	47%	44%	19%	<b>76%</b>	38%	42%	39%	50%
Oppose Total	47%	48%	38%	59%	42%	40%	58%	52%	32%	45%	46%	44%	53%	69%	50%	17%	47%	41%	41%	<b>74%</b>	17%	49%	52%	53%	43%
Strongly support	26%	18%	31%	26%	30%	41%	21%	20%	31%	29%	28%	26%	23%	9%	25%	49%	26%	37%	20%	7%	51%	20%	25%	26%	29%
Somewhat support	19%	20%	23%	10%	24%	16%	17%	17%	28%	17%	19%	23%	18%	13%	17%	29%	19%	11%	24%	13%	24%	18%	17%	14%	22%
Somewhat oppose	16%	18%	15%	16%	14%	15%	15%	18%	15%	12%	20%	17%	15%	20%	18%	9%	16%	18%	23%	20%	11%	7%	27%	12%	16%
Strongly oppose	31%	30%	23%	43%	28%	25%	42%	34%	17%	34%	26%	27%	38%	49%	32%	8%	31%	23%	18%	53%	6%	42%	25%	41%	27%
Unsure	8%	13%	7%	5%	4%	4%	5%	11%	9%	9%	8%	7%	7%	8%	8%	5%	7%	12%	15%	7%	8%	13%	6%	8%	7%

Would you support or oppose the U.S. Congress sending additional financial aid to Ukraine?

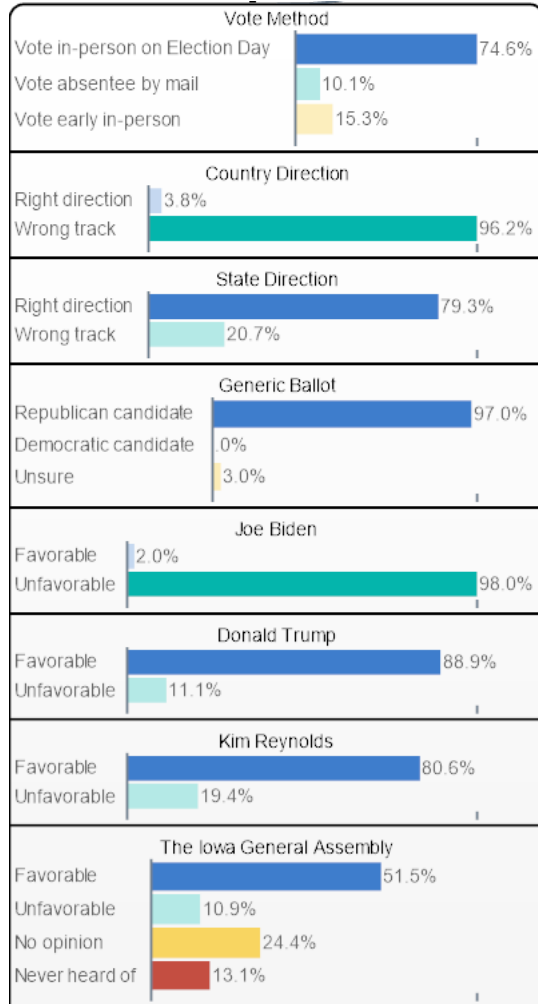


CYGNAL

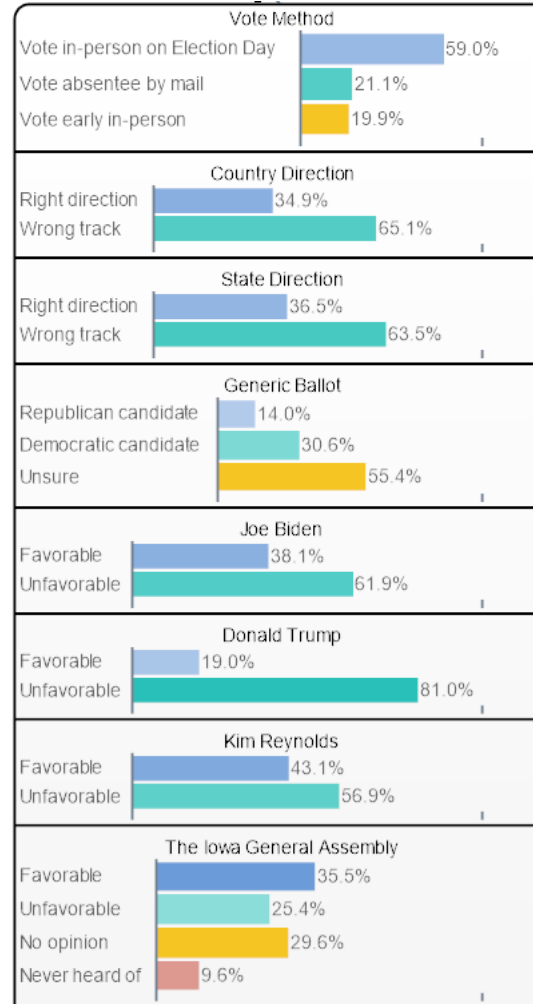


# Segmentation Analysis:

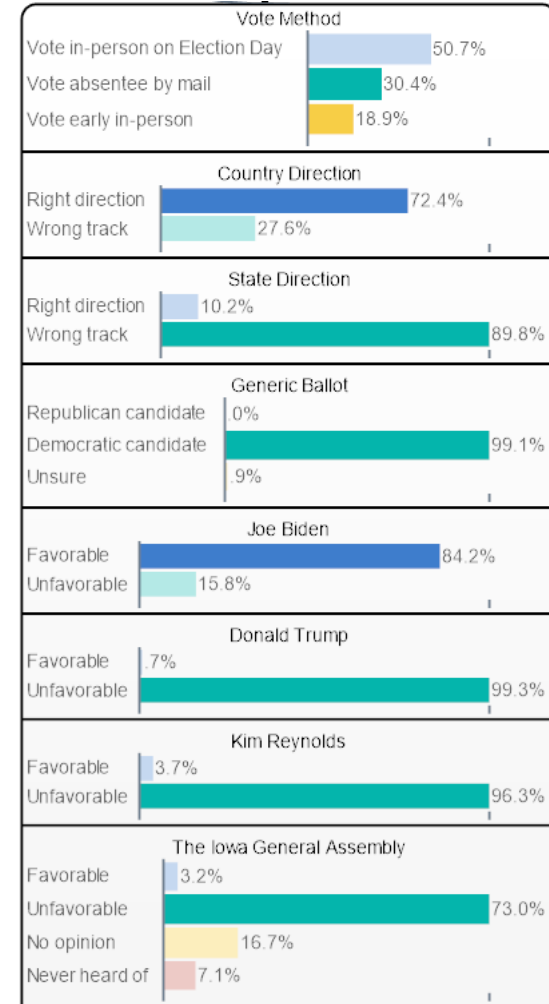
## GOP Base (49%)



## Moderates (19%)



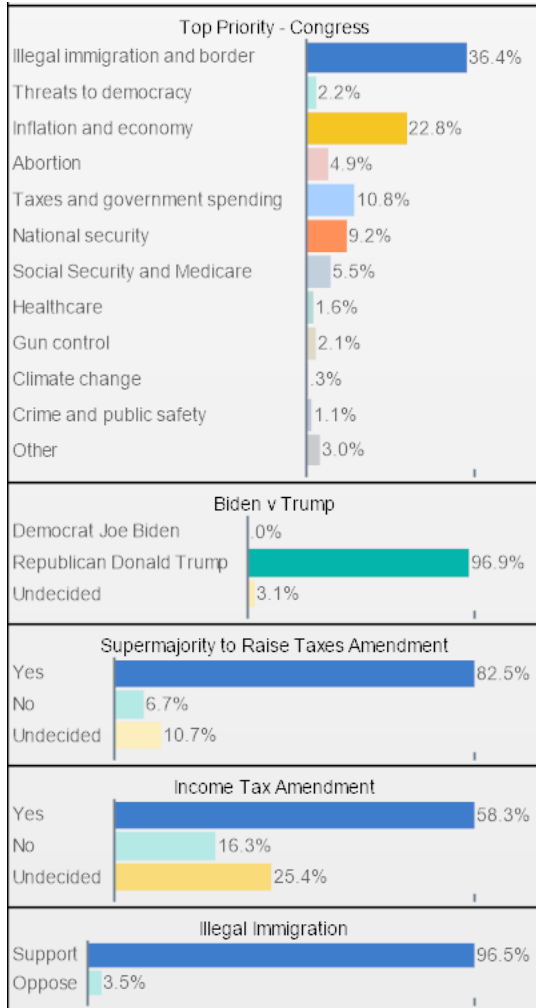
## Dem Base (32%)



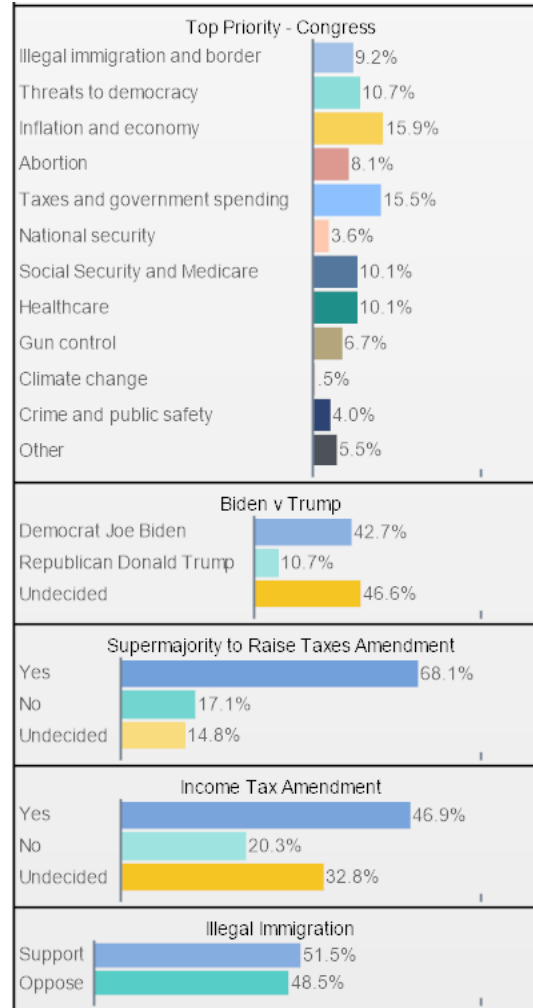
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/group created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

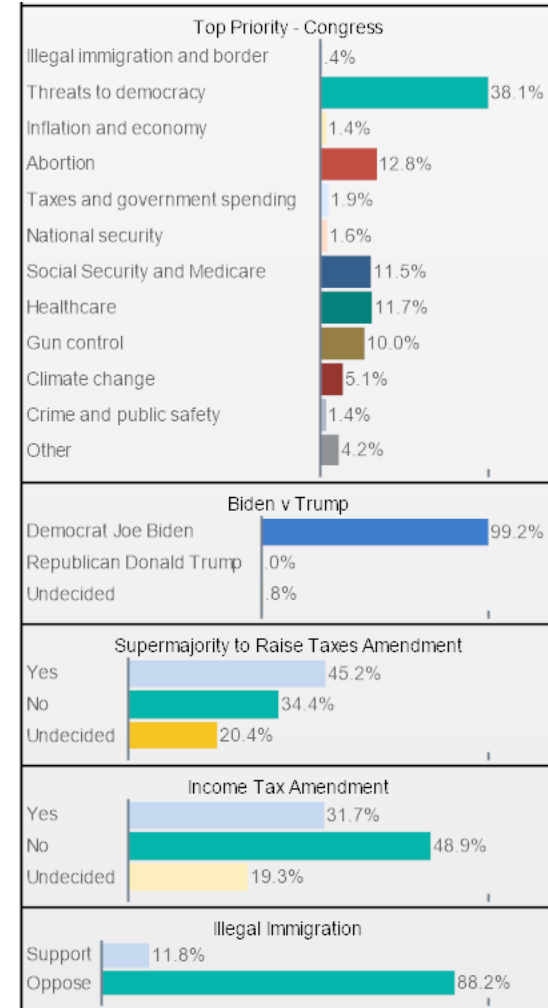
## GOP Base (49%)



## Moderates (19%)



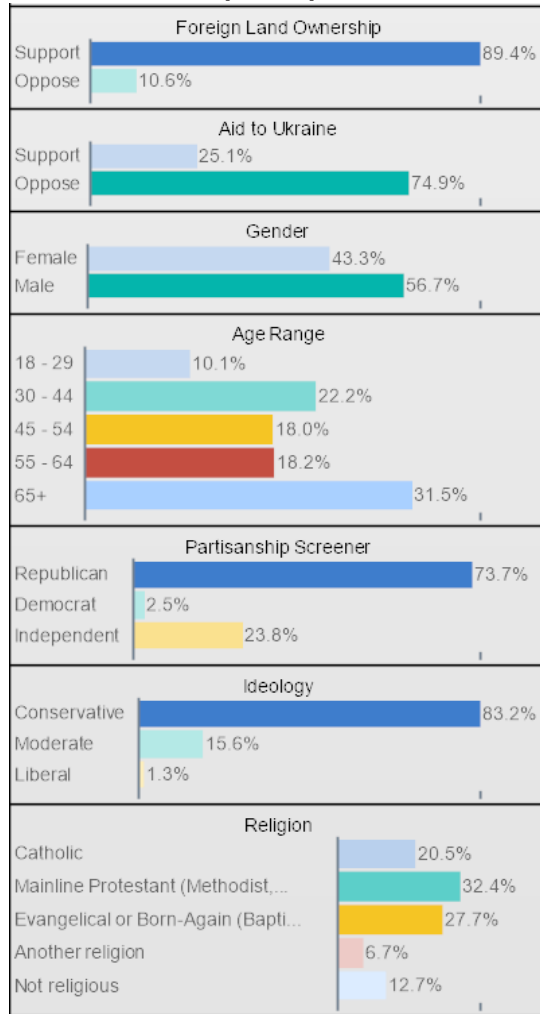
## Dem Base (32%)



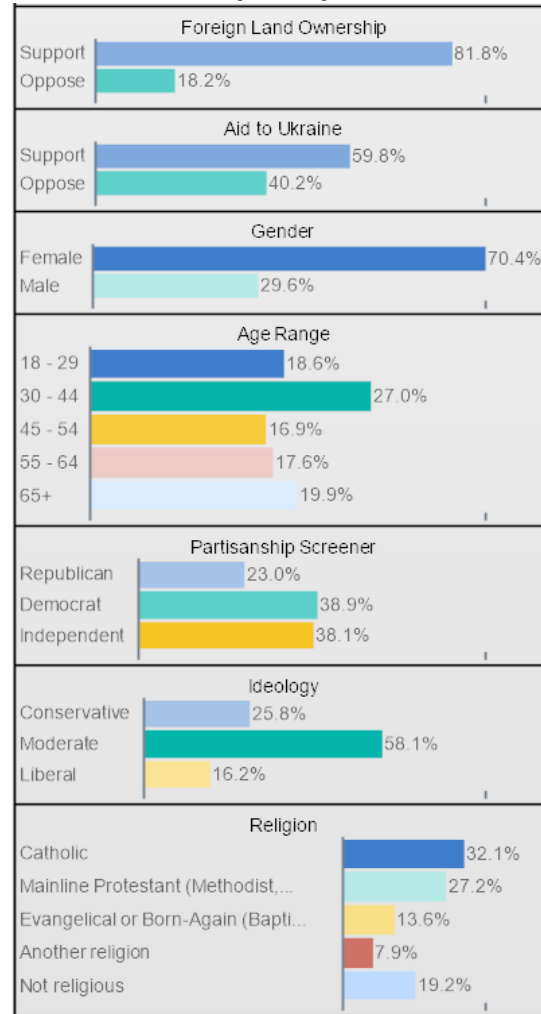
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/group created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

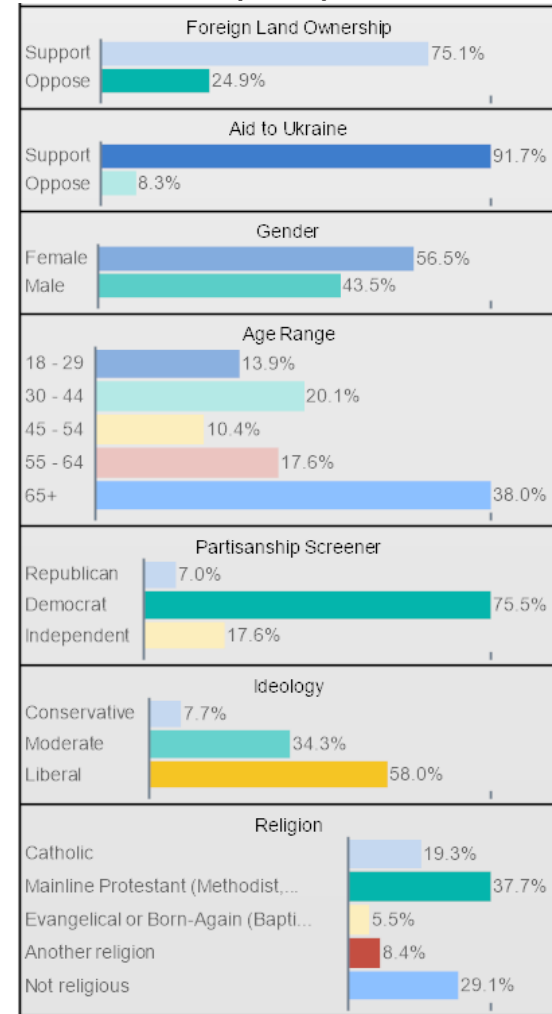
## GOP Base (49%)



## Moderates (19%)



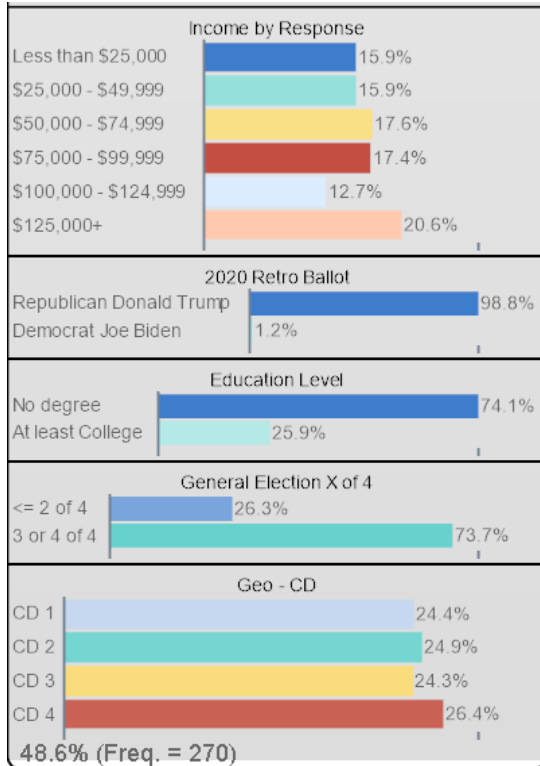
## Dem Base (32%)



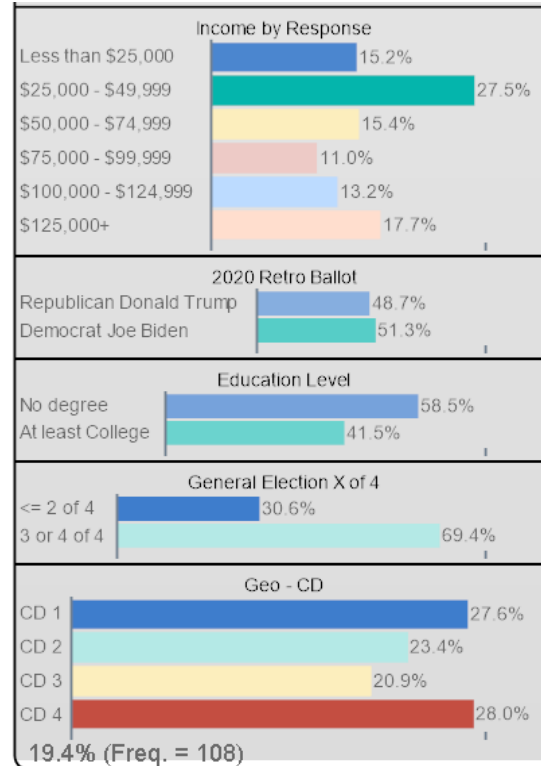
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/group created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

# Segmentation Analysis:

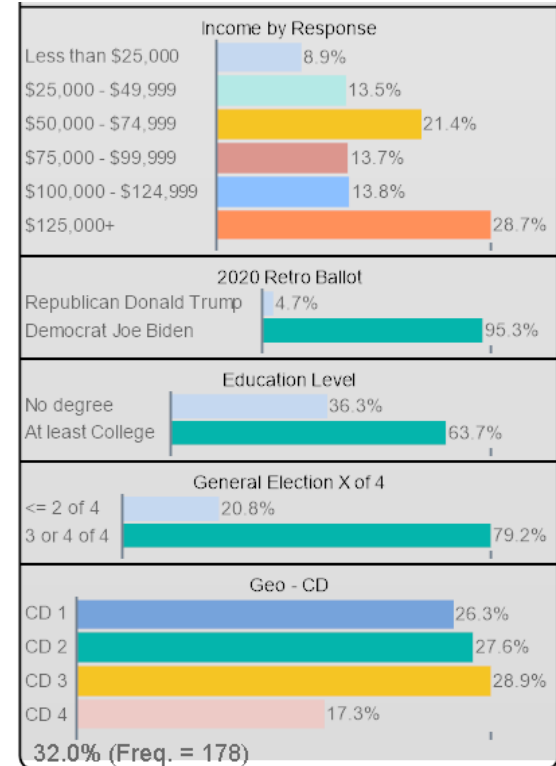
## GOP Base (49%)



## Moderates (19%)



## Dem Base (32%)



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



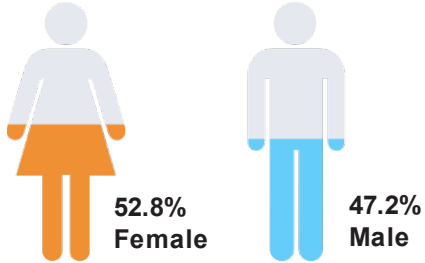
CYGNAL



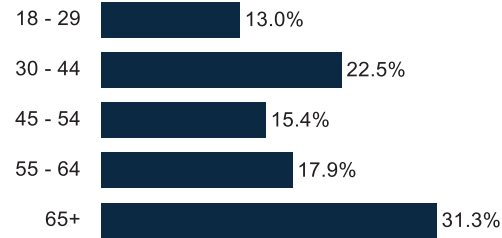


# Demographics

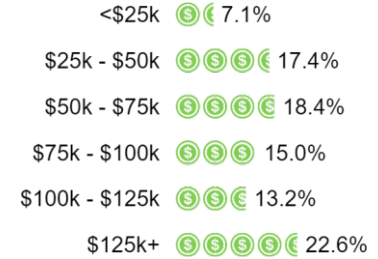
## Sex



## Age Range



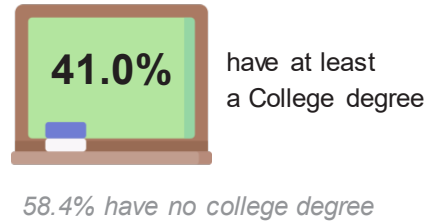
## Household Income



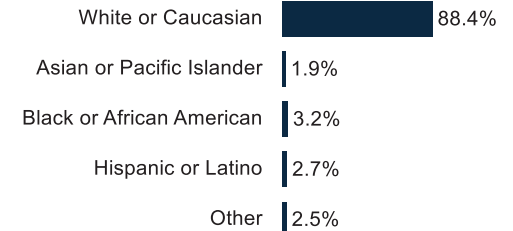
## Geo - CD



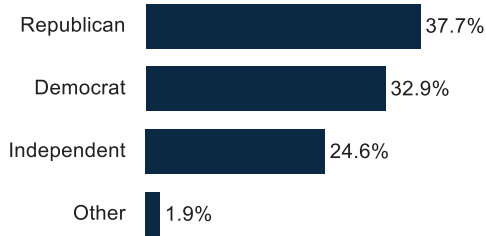
## Education



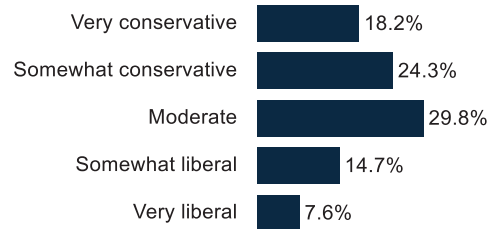
## Race/Ethnicity



## Partisanship



## Ideology



## General Election X of 4

