



**To: Franken for Iowa**  
**From: Betsy App, Change Research**  
**Date: July 6, 2022**  
**Re: Iowa U.S. Senate Election Poll Results**

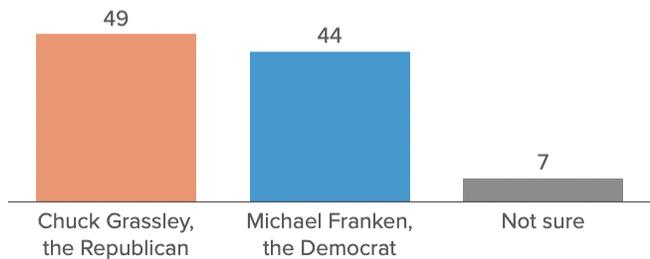
Change Research conducted a survey of likely voters in Iowa, June 30-July 4, 2022. A total of 1,488 likely November general election voters were interviewed online, and the survey has a margin of error of 2.7 percentage points as traditionally calculated. Post-stratification weighting was performed on age, race/ethnicity, sex, education, geographic region, and 2020 presidential vote. Weighting parameters were based on voter file data.

**KEY FINDINGS**

**In the race for U.S. Senate, Admiral Mike Franken, a Democrat, trails Republican Senator Chuck Grassley by just 5 points: 44% to Grassley’s 49%.** 7% are undecided. Grassley is universally known (99% name recognition) but disliked (net favorability -9). Franken is not as well known (71% name recognition) but liked by those who do know him (net favorability +15).

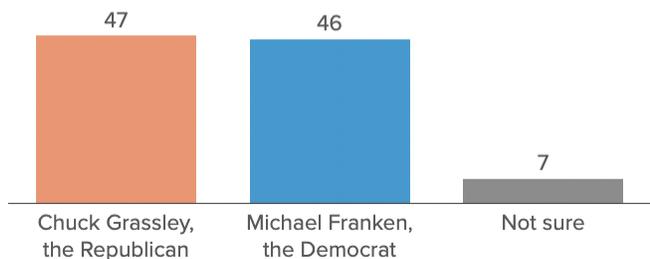
**Initial Ballot**

CHANGE RESEARCH™



**Franken draws even with Grassley after the candidates’ biographical statements:** 46% to Grassley’s 47%. Franken’s support comes from across the partisan spectrum, with more than a third (37%) of his support coming from independent and Republicans voters, highlighting Franken’s appeal to Iowa voters outside the Democratic base.

**Ballot After Candidate Bio Statements**



**Joe Biden remains unpopular among Iowans, with likely voters holding negative attitudes toward the president nearly two-to-one (33% favorable, 59% unfavorable).** Former President Trump is also underwater with likely voters in Iowa (42% favorable, 51% unfavorable), but less so than Biden.

## APPENDIX: DEMOGRAPHICS

### 1. Are you male or female?

49% Male  
51 Female

### 2. In what year were you born?

9% 18-34  
17 35-49  
30 50-64  
44 65+

### 3. In what zip code do you currently live? [recoded to Congressional districts and DMAs below]

26% CD-1  
26 CD-2  
25 CD-3  
24 CD-4

36% Des Moines-Ames  
31 Cedar Rapids-Waterloo-Iowa City-Dubuque  
9 Davenport-Rock Island-Moline  
7 Sioux City  
7 Omaha  
4 Rochester-Mason City-Austin  
2 Ottumwa-Kirkville  
2 Quincy-Hannibal-Keokuk  
1 Sioux Falls (Mitchell)  
0 Mankato

### 4. What is your race/ethnicity?

90% White / Caucasian  
3 Hispanic or Latino/a  
2 Black or African American  
1 American Indian or Alaska Native  
1 Asian or Pacific Islander  
3 Other

### 5. What is the highest level of education you have completed?

15% High school diploma or less  
27 Some college, but no degree  
18 Associate's degree, or two-year college degree  
24 Bachelor's degree, or four-year college degree  
16 Graduate degree

### 6. Are you registered to vote in Iowa?

100% Yes

**7. Generally speaking, do you think of yourself as a:**

- 23% Strong Democrat
- 5 Not so strong Democrat
- 10 Independent - lean Democrat
- 10 Independent
- 12 Independent - lean Republican
- 8 Not so strong Republican
- 31 Strong Republican

**8. How did you vote in the 2020 election for President, or for some reason were you unable to vote?**

- 43% Joe Biden, the Democrat
- 51 Donald Trump, the Republican
- 3 Jo Jorgensen, the Libertarian
- 1 Not registered/Too young/Ineligible
- 3 Did not vote

**9. In November, Iowa will hold an election for U.S. Senate, U.S. House of Representatives, Governor, and other state and local offices. Do you plan to vote in the November election?**

- 92% Yes, definitely
- 5 Yes, probably
- 2 Maybe (50-50)
- 0 No, probably not
- 0 No, definitely not

## APPENDIX: METHODOLOGY

Change Research surveyed 1,488 likely general election voters in Iowa, June 30-July 1. We used the following sources to recruit respondents:

- targeted advertisements on Facebook
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted all adults living in Iowa. Those who indicated that they were not registered to vote in Iowa were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population of registered voters across different groups. The survey was conducted in English.

The survey was conducted on behalf of Franken for Iowa and conducted online by Change Research. Post-stratification was performed on age, sex, education, race/ethnicity, geographic region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of likely 2022 general election voters, obtained from the voter file. That is, if a given age bracket represented x% of all registered voters on the voter file, then that same group would be weighted to x% in this survey. 2020 presidential results were based on numbers released by the Iowa Secretary of State.

The modeled margin of error\* for this survey is 2.7%, which uses effective sample sizes\*\* that adjust for the design effect of weighting.

\* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

\*\* The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1)

<https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. *Survey Sampling*, 1965.

For more information, contact Betsy App at [betsy@changeresearch.com](mailto:betsy@changeresearch.com).

## REPORTED QUESTIONS

How favorable are your feelings about each of the following public figures? [RANDOMIZE] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]

- Michael Franken
- Chuck Grassley
- Kim Reynolds
- Deidre DeJear
- Joni Ernst
- Rob Sand
- Todd Halbur
- Michael L. Fitzgerald
- Roby Smith
- Tom Miller
- Brenna Bird
- Joe Biden
- Donald Trump
- Christina Bohannon [CONGRESSIONAL DISTRICT 1 ONLY]
- Mariannette Miller-Meeks [CONGRESSIONAL DISTRICT 1 ONLY]

How favorable are your feelings about each of the following groups? [RANDOMIZE] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]

- The Democratic Party
- The Republican Party

If the election for U.S. Senate were held today, who would you vote for if the candidates were: [ROTATE]

- Michael Franken, the Democrat
- Chuck Grassley, the Republican
- Not sure

[IF NOT SURE] If you had to choose, who would you vote for? [ROTATE]

- Michael Franken, the Democrat
- Chuck Grassley, the Republican
- Not sure
- Would not vote

[IF GRASSLEY OR NOT SURE] Would you consider voting for Democrat Michael Franken or is there no chance you would vote for him?

- Would consider voting for Michael Franken
- No chance of voting for Michael Franken
- Not sure

[IF FRANKEN OR NOT SURE] Would you consider voting for Republican Chuck Grassley or is there no chance you would vote for him?

- Would consider voting for Chuck Grassley
- No chance of voting for Chuck Grassley
- Not sure

When it comes to elections, would you say you:

- Always vote for Democrats
- Usually vote for Democrats, but sometimes vote for Republicans
- Split my votes evenly
- Usually vote for Republicans, but sometimes vote for Democrats
- Always vote for Republicans

Which THREE of the following are the most important issues for the United States Senate to prioritize? Select up to THREE. [RANDOMIZE]

- The economy and jobs
- Immigration
- Health care
- Racism and discrimination
- Taxes
- Guns
- Infrastructure and transportation
- Climate change and the environment
- Education and public schools
- Housing costs
- Russian invasion of Ukraine
- Social Security
- Crime and public safety
- Homelessness
- Mental health and substance use
- Small businesses and family farms
- Wealth inequality
- Criminal justice reform
- Abortion
- Gas prices
- Inflation
- None of these

How would you rate the job that Chuck Grassley is doing as U.S. Senator for Iowa?

- Strongly approve
- Somewhat approve
- Somewhat disapprove
- Strongly disapprove
- Not sure

How well does each of the following attributes describe Senator Chuck Grassley? [RANDOMIZE] [Very well | Somewhat well | Not too well | Not at all]

- Works for Iowa
- Listens to Iowans' needs and concerns
- Brings Iowa values to Washington, D.C.
- Keeps taxes low
- Protects American democracy
- Helps Iowa farmers make ends meet
- Helps the middle class
- Stands up to corporations and special interests
- Fights for women
- Restores respect for America on a global stage
- Brings fresh, innovative solutions to solve tough problems

The U.S. Supreme Court just overturned *Roe v. Wade*, the 1973 U.S. Supreme Court decision establishing the right to an abortion. Do you agree or disagree with the Court's decision to eliminate the right to an abortion? [ROTATE]

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

Does the U.S. Supreme Court's decision to eliminate the right to abortion make you: [ROTATE]

- Much more likely to vote in November
- Somewhat more likely to vote in November
- Makes no difference
- Somewhat less likely to vote in November
- Much less likely to vote in November

Who or what do you blame for rising costs of groceries and gas? Select all that apply. [RANDOMIZE]

- Supply chain issues due to the pandemic
- Corporations trying to boost profits
- Joe Biden's policies
- Republicans in Congress
- Democrats in Congress
- None of these

Do you support or oppose the following? [RANDOMIZE] [Strongly support | Somewhat support | Somewhat oppose | Strongly oppose]

- Legalize recreational marijuana
- Enact a federal law that establishes the right to an abortion
- Limit U.S. Supreme Court justices to 18-year terms
- Ban assault weapons
- Expand background checks for gun purchases
- Boost mental health resources to prevent gun violence
- Enact "red flag" laws that temporarily remove guns from those who are a proven risk to themselves or others
- Raise the minimum age to purchase a gun to 21
- Invest in safety improvements at schools to prevent school shootings

Please read the following statements about the candidates for U.S. Senate. [ROTATE]

[FRANKEN] Born and raised in rural Sioux County, **Michael Franken** has dedicated his life to serving our nation and doing what's right. Franken went from working as a farm hand to becoming a three-star Admiral who served 40 years in the U.S. Navy. He served under Presidents George W. Bush and Barack Obama, overseeing numerous successful missions to protect our country including leading U.S. forces in Africa to fight terrorists and pirates. Now he's running for U.S. Senate to keep America safe, strengthen our middle class by standing up to greedy corporate interests, and make healthcare more affordable. His Iowa upbringing taught him the values of community, family, faith, and rural life—values that will guide his service as our Senator in Washington, D.C.

[GRASSLEY] **Chuck Grassley** lives on a family farm in New Hartford, Iowa, a short distance from the farmhouse where he was born in Butler County. In 1959, he was elected to the Iowa House to represent Butler County until 1975 when he was elected to represent Iowa's third congressional district. He served in the U.S. House of Representatives until he was elected to the U.S. Senate in 1980. Every year since then, he visits each of Iowa's 99 counties to give Iowans an opportunity to tell him what's on their mind. In Washington D.C., Grassley has fought to keep spending in check, lower taxes for Iowa families and businesses, and strengthen our border.

Now that you've read more, if the election for U.S. Senate were held today, who would you vote for if the candidates were: [ROTATE]

- Michael Franken, the Democrat
- Chuck Grassley, the Republican
- Not sure

[IF NOT SURE] If you had to choose, who would you vote for? [ROTATE]

- Michael Franken, the Democrat
- Chuck Grassley, the Republican
- Not sure
- Would not vote