To: Franken for Iowa
From: Betsy App, Change Research
Date: September 13, 2022
Re: Iowa U.S. Senate Election Poll Results

Change Research conducted a survey of likely voters in Iowa, September 3-8, 2022. A total of 1,143 likely November general election voters were interviewed online, and the survey has a margin of error of 3.0 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.
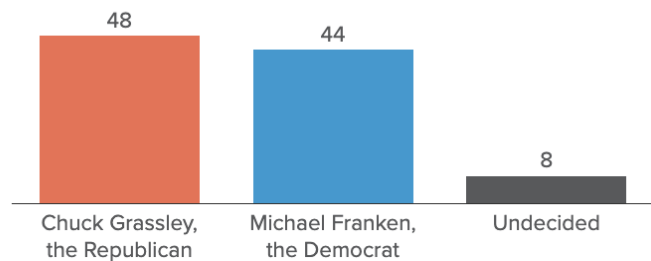
KEY FINDINGS

With 8 weeks to go, Chuck Grassley has less than 50% support and leads Michael Franken, a Democrat, by just 4 points: 48% to Franken's 44%. 8% are undecided. In July, Franken was in a similar position, trailing by 5 points (44% Franken, 49% Grassley, 7% undecided).

More and more voters are getting to know Michael Franken and rate him positively. In April, just 49% of likely November voters had heard of Franken. His name recognition rose to 71% in early July, and now it's 78%. At the same time, voters' unfavorable view of Grassley persists (-9 in April, July, and September) while positive views of Franken have grown and held as he has become better known (+2 in April, +15 in July, and +13 in September).

Initial Ballot

CHANGE RESEARCH™

Name Recognition

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Voters are clearly differentiating Michael Franken from Joe Biden and national Democrats. A majority hold unfavorable opinions of Biden (57% unfavorable) and The Democratic Party (56% unfavorable), while just a quarter (23%) hold an unfavorable opinion of Michael Franken.
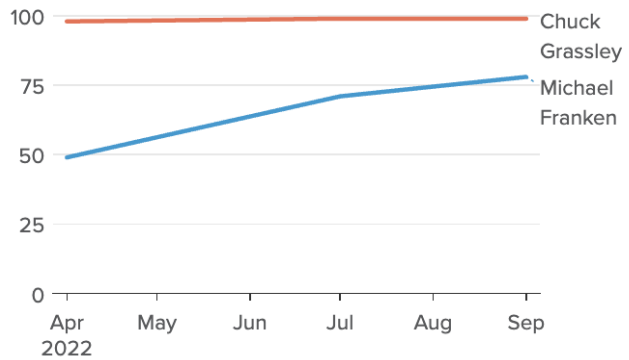
APPENDIX: DEMOGRAPHICS

1. Are you male or female?

49%   Male

51   Female

2. In what year were you born?

16%   18-34

21   35-49

31   50-64

32   65+

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

25%   CD-1

26   CD-2

25   CD-3

24   CD-4

39%   Des Moines-Ames

29   Cedar Rapids-Waterloo-Iowa City-Dubuque

10   Davenport-Rock Island-Moline

8   Sioux City

5   Omaha

4   Rochester-Mason City-Austin

2   Ottumwa-Kirksville

1   Quincy-Hannibal-Keokuk

1   Sioux Falls (Mitchell)

1   Mankato

4. What is your race/ethnicity?

90%   White / Caucasian

3   Hispanic or Latino/a

2   Asian or Pacific Islander

1   Black or African American

0   American Indian or Alaska Native

3   Other

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

15%   High school diploma or less

28   Some college, but no degree

17   Associate's degree, or two-year college degree

25   Bachelor's degree, or four-year college degree

14   Graduate degree

6. Are you registered to vote in Iowa?

100%   Yes

Generally speaking, do you think of yourself as a:

21%	Strong Democrat
6	Not so strong Democrat
13	Independent - lean Democrat
12	Independent
11	Independent - lean Republican
8	Not so strong Republican
30	Strong Republican

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

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

8. 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?

89%	Yes, definitely
6	Yes, probably
4	Maybe (50-50)
1	No, probably not
0	No, definitely not

APPENDIX: METHODOLOGY

Change Research surveyed 1,143 likely general election voters in Iowa, September 3-8, 2022. 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 3.0%, 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.

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
- Joe Biden
- Donald Trump
- Liz Mathis
- Christina Bohannan
- Cindy Axne
- Zach Nunn
- Ron DeSantis

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