



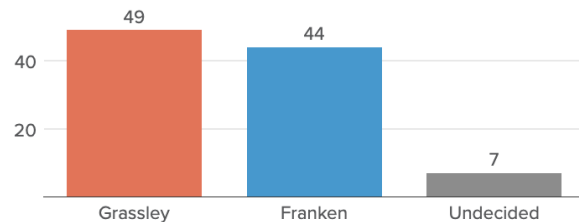
**To: Franken for Iowa**  
**From: Betsy App, Change Research**  
**Date: October 2, 2022**  
**Re: Iowa U.S. Senate Election Poll Results**

A new poll<sup>1</sup> shows a tight U.S. Senate race in Iowa. After 63 years in office, Chuck Grassley is now showing signs of vulnerability with Iowa voters, while Democratic challenger Michael Franken is well-positioned to gain momentum in the 5 weeks before Election Day.

### Iowa's U.S. Senate race remains competitive

**Chuck Grassley and his allies' attacks on Michael Franken, a retired 3-star Admiral, have failed to move the needle. Grassley leads Franken by just 5 points: 49% to Franken's 44%.**

7% are undecided. Around Labor Day, Franken was in a [similar position](#), with 44% to Grassley's 48%.



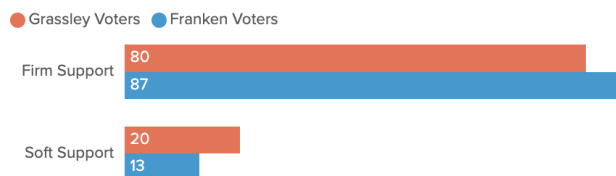
### Grassley shows signs of weakness

**Half (49%) of likely voters in Iowa hold an unfavorable opinion of Grassley, including 40% who hold a very unfavorable opinion.** In contrast, as Franken's name recognition continues to increase, voters with favorable opinions of him outnumber those who hold unfavorable opinions by an 8-point margin. In April, just 49% of likely November voters had heard of Franken. His name recognition rose to 71% in early July and is now at 81%.

**Chuck Grassley is especially unpopular among undecided voters.** Of the 7% of likely voters who have not yet decided which candidate to support, only 9% hold a favorable opinion of Grassley while 60% hold an unfavorable opinion.

**Support for Grassley is softer than support for Franken.** 87% of Franken voters say there is no chance they would vote for Republican Chuck Grassley, but just 80% of Grassley voters say there is no chance they would vote for Franken.

Would you consider voting for [Democrat Michael Franken/Republican Chuck Grassley] or is there no chance you would vote for him?

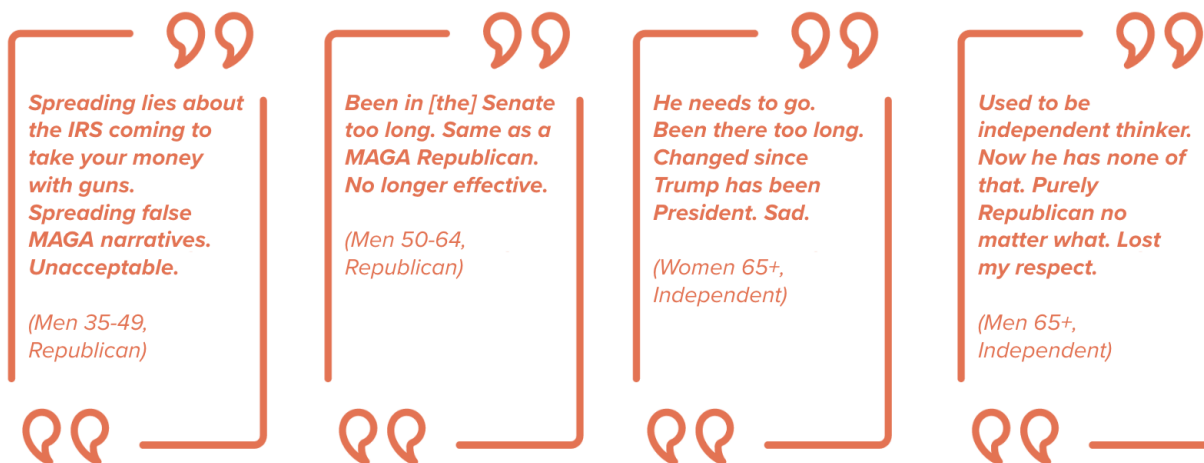


<sup>1</sup> Change Research conducted a survey of likely voters in Iowa, September 3-8, 2022. A total of 978 likely November general election voters were interviewed online, and the survey has a margin of error of 3.4 percentage points as traditionally calculated. Post-stratification weighting was performed on age, race/ethnicity, sex, education, geographic region, and 2020 presidential vote. Weighting parameters were based on voter file data.

## Key voters report that Grassley has changed for the worse

In response to an open-ended question, several Independent and Republican voters cite Grassley’s unacceptable alignment with MAGA extremists. Many Iowans voted for Chuck Grassley in the past, including as recently as 2016, but now they say he’s changed. These voters who have soured on Grassley over the past six years are key to a Franken victory.

### What have you seen or read lately about Chuck Grassley?

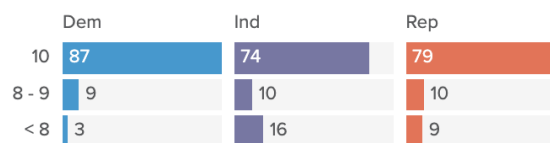


## Democratic voters’ motivation positions Franken for victory

With just 5 weeks remaining, Democratic voters in Iowa express more motivation than Republican voters when it comes to voting in the November election. Nearly 9-in-10

Democratic voters report they are extremely motivated to vote in the upcoming election, versus just 8-in-10 Republican voters.

How motivated are you to vote in the November election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?



With full support for his campaign, Michael Franken has an opportunity to further weaken Grassley’s position, close the gap by winning independent voters and Republican voters who are dissatisfied with Grassley’s MAGA alignment, and capitalize on Democratic voters’ enthusiasm to get to a win on Election Day.

## APPENDIX: DEMOGRAPHICS

### Q1. Are you male or female?

49% Male  
51 Female

### Q2. In what year were you born? [recoded to the following age buckets]

15% 18 to 34  
21 35 to 49  
32 50 to 64  
31 65+

### Q3. In what ZIP code do you currently live? [recoded to the following regions]

40% Des Moines-Ames  
29 Cedar Rapids  
11 Davenport  
8 Sioux City  
6 Omaha  
4 Rochester  
2 Ottumwa  
1 Quincy  
1 Mankato  
0 Sioux Falls

### Q4. What is your race?

89% White / Caucasian  
2 Hispanic or Latino/a  
2 Black or African American  
1 Asian / Pacific Islander  
0 American Indian or Alaska Native  
6 Other

### Q5. What is the highest level of education you have completed?

15% High school diploma or less  
25 Some college, but no degree  
20 Associate's degree, or two-year college degree  
25 Bachelor's degree, or four-year college degree  
15 Graduate degree

**Q6. Are you registered to vote in Iowa?**

100% Yes

**Generally speaking, do you think of yourself as:**

24%	Strong Democrats
4	Weak Democrats
11	Independent lean Democrats
12	Pure independents
12	Independent lean Republicans
6	Weak Republicans
31	Strong Republicans

**Q7. How did you vote in the 2020 election for President, or for some reason were you unable to vote?**

44%	Joe Biden, the Democrat
50	Donald Trump, the Republican
2	Jo Jorgensen, the Libertarian
1	Not registered/Too young/Ineligible
3	Did not vote

**Q8. 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?**

91%	Yes, definitely
6	Yes, probably
2	Maybe (50-50)
1	No, probably not
0	No, definitely not

## APPENDIX: METHODOLOGY

Change Research surveyed 978 likely general election voters in Iowa, September 23-28, 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 3.4%, 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 motivated are you to vote in the November election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?

- 0 - Not motivated at all
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Extremely motivated

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 Bohannon
- 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
- MAGA Republicans

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 NOT GRASSLEY] 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

[IF NOT FRANKEN] 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

In the past month, have you seen or read anything about Michael Franken?

- Yes
- No
- Not sure

[IF YES] Did what you saw or read make you feel more favorable or less favorable toward Michael Franken?

- More favorable
- Made no difference
- Less favorable

[IF YES] In a few words, what have you seen or read lately about Michael Franken? [TEXT BOX]

In the past month, have you seen or read anything about Chuck Grassley?

- Yes
- No
- Not sure

[IF YES] Did what you saw or read make you feel more favorable or less favorable toward Chuck Grassley?

- More favorable
- Made no difference
- Less favorable

[IF YES] In a few words, what have you seen or read lately about Chuck Grassley? [TEXT BOX]