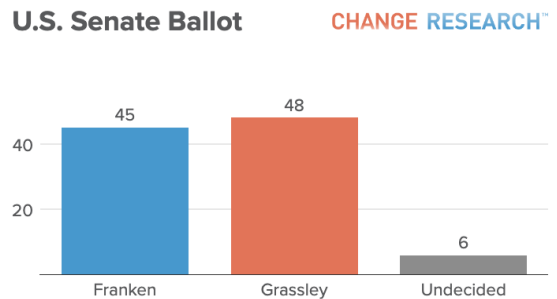**To: Franken for Iowa**
From: Betsy App, Change Research
Date: October 19, 2022
Re: Iowa U.S. Senate Election Poll Results

A new poll[1] shows a 3-point race in Iowa's U.S. Senate contest, with Democrat Michael Franken closing in on long-time incumbent Senator Chuck Grassley in the final three weeks.

Franken is within striking distance of Grassley

Democrat Michael Franken, a retired 3-star Admiral, trails Republican Senator Chuck Grassley by just 3 points: 45% to Grassley's 48%. Six percent are undecided. The Des Moines Register/Mediacom Iowa Poll conducted October 9-11 also shows Grassley with a 3-point lead.
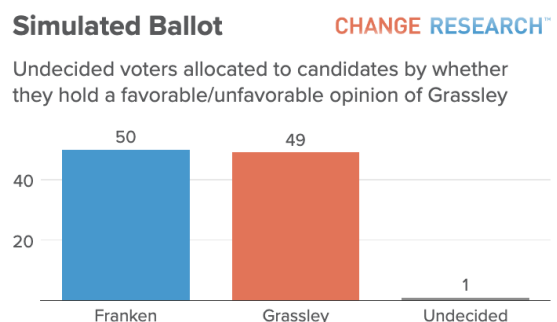
U.S. Senate Ballot   CHANGE RESEARCH™

Franken has consolidated Democratic voters (99% support), Biden voters (95% of Iowans who voted for Biden in 2020 say they will vote for Franken), and is winning independent ("no party") voters by 10 points.

With three weeks to go, Grassley is weak with his own base. Just 92% of Republican voters and 89% of 2020 Trump voters say they will vote for Grassley. Grassley gets near universal support (98%) among self-identified MAGA Republicans who voted for Trump in 2020 (about half—47%—of those who voted for Trump in 2020 identify as MAGA Republicans), but only 81% of non-MAGA Trump voters say they will vote for Grassley in this election.

Grassley is deeply unpopular, especially among undecided voters

Half (49%) of likely voters hold an unfavorable opinion of Chuck Grassley, including two-thirds (66%) of undecided voters. One-third (35%) of these undecided voters say they have a *very* unfavorable opinion. **If undecided voters who have an unfavorable opinion of Grassley vote for Michael Franken, Franken gets 50% of the vote.**

Simulated Ballot   CHANGE RESEARCH™

Undecided voters allocated to candidates by whether they hold a favorable/unfavorable opinion of Grassley

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[1] Change Research conducted a survey of likely voters in Iowa, October 14-18, 2022. A total of 1,008 likely November general election voters were interviewed online, and the survey has a margin of error of 3.3 percentage points. 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.

APPENDIX: DEMOGRAPHICS

Are you male or female?
49%   Male
51   Female

In what year were you born? [recoded to the following age groups]
16%   18 to 34
22   35 to 49
32   50 to 64
31   65+

In what ZIP code do you currently live? [recoded to the following districts]
25%   CD-1
27   CD-2
25   CD-3
24   CD-4

What is your race?
91%   White / Caucasian
3   Hispanic or Latino/a
1   Black or African American
1   American Indian or Alaska Native
1   Asian / Pacific Islander
4   Other

What is the highest level of education you have completed?
14%   High school diploma or less
29   Some college, but no degree
18   Associate's degree, or two-year college degree
26   Bachelor's degree, or four-year college degree
13   Graduate degree

Are you registered to vote in Iowa? [recoded to the following party ID]
23%   Strong Democrats
5   Weak Democrats
12   Independent lean Democrats
11   Pure independents
12   Independent lean Republicans
8   Weak Republicans
30   Strong Republicans

[IF NOT DEMOCRAT] Do you identify as a MAGA Republican?
33%   Yes
51   No
16   Not sure

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

Do you plan to vote in the upcoming election for U.S. Senate, U.S. House of Representatives, Governor, and other state and local offices?

91%   Yes, definitely
5   Yes, probably
3   Maybe (50-50)
1   No, probably not
0   No, definitely not

APPENDIX: METHODOLOGY

Change Research surveyed 1,008 likely general election voters in Iowa, October 14-18, 2022. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook, and*
- *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 3.3%, 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 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 Bohannan
- Cindy Axne
- Zach Nunn
- Ron DeSantis

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