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QUINNIPIAC UNIVERSITY POLL

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ERNST ALMOST CATCHES BRALEY IN IOWA SENATE RACE, QUINNIPIAC UNIVERSITY POLL FINDS; BIG GENDER GAP AS WOMEN BACK DEMOCRATIC MAN

State Sen. Joni Ernst, the Republican candidate for U.S. Senator in Iowa, trails U.S. Rep. Bruce Braley, the Democrat, 44 – 40 percent, as an unusual gender gap shows women supporting the man while men support the woman, according to a Quinnipiac University poll released today.

This compares to a 42 – 29 percent Braley lead over Ernst in a March 13 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University.

Today, women back Braley 47 – 36 percent, while men back Ernst 44 – 40 percent. Republicans back their candidate 79 – 5 percent and Democrats are loyal 89 – 6 percent. Independent voters are split 38 – 38 percent.

Braley gets a 35 – 26 percent favorability rating from Iowa voters, with 37 percent who don't know enough about him to form an opinion, compared to 46 percent who didn't know enough in March.

Ernst gets an almost identical 34 – 28 percent favorability with 37 percent who don't know enough about her, compared to 80 percent who didn't know enough in March.

A total of 47 percent of voters have seen Ernst campaign ads “very often” or “somewhat often” and 57 percent of all voters say they are “very effective” or “somewhat effective.”

A total of 35 percent of voters have seen Braley ads “very often” or “somewhat often” and 50 percent of all voters say they are “very effective” or “somewhat effective.”

“Winning the Republican nomination introduced State Sen. Joni Ernst to the Iowa electorate positively and put her within range of U.S. Rep. Bruce Braley, the Democrat. When Quinnipiac University surveyed Iowans in March, Joni Ernst was an unknown. Now she is as well-known as Bruce Braley, and his double-digit lead has all but evaporated,” said Peter A. Brown, assistant director of the Quinnipiac University poll.

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“The unusual split is due to some degree the fact that women tend to lean Democratic while men lean Republican,” Brown added.

Iowa voters give both Senate candidates good grades for character:

- Voters say 45 – 22 percent that Braley is honest and trustworthy, compared to 45 – 24 percent for Ernst;
- Braley cares about their needs and problems, voters say 47 – 26 percent, compared to 44 – 31 percent for Ernst;
- Braley has the right kind of experience to be a U.S. Senator, voters say 51 – 21 percent, compared to 43 – 33 percent for Ernst;
- Braley is “about right” on the political scale, 43 percent of voters say, while 26 percent say he is too liberal. Ernst is “about right,” 41 percent of voters say, while 27 percent say she is too conservative.

Despite an 11-point Braley lead among women, Iowa voters say 49 – 30 percent that Ernst would do a better job on issues important to women. Matchups on other issues show:

- 40 – 36 percent that Braley would do a better job on the economy and jobs;
- 42 – 34 percent that Braley would do a better job on the new federal health care law;
- 38 – 34 percent that Braley would do better on immigration;
- 34 – 28 percent that Braley would do better on same-sex marriage;
- 43 – 28 percent that Braley would do better on the environment;
- 45 – 28 percent that Braley would do better on the minimum wage;
- 42 – 38 percent that Braley would do a better job helping the middle class;
- 40 – 37 percent that Ernst would do a better job helping farmers;
- 40 percent say Ernst would do a better job on government spending, while 38 percent say Braley would be better;
- 39 – 31 percent that Braley would do a better job on gun control.

“Braley has a small lead in more measurements of personal characteristics and which candidate is better able to handle issues facing the state, but neither candidate’s views and values are firmly fixed in the electorate’s mind with a third of voters not knowing enough about either candidate to have an opinion,” Brown said.

“One interesting data point is that voters think 44 – 31 percent that Ernst cares about their needs and problems, a category in which Republicans, even victorious ones, often struggle. Her TV ads which stressed her farm family background apparently are doing their job.”

From June 12 – 16, Quinnipiac University surveyed 1,277 registered voters with a margin of error of +/- 2.7 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Colorado, Iowa and the nation as a public service and for research.

For more information, visit <http://www.quinnipiac.edu/polling>, call (203) 582-5201, or follow us on [Twitter](#).

4. If the election for United States Senator were being held today, and the candidates were Bruce Braley the Democrat and Joni Ernst the Republican, for whom would you vote?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Braley	44%	5%	89%	38%	40%	47%	41%	39%	45%	48%
Ernst	40	79	6	38	44	36	29	44	42	38
SMONE ELSE (VOL)	-	1	-	-	1	-	-	1	-	1
WLDN'T VOTE (VOL)	2	3	-	3	2	1	3	3	2	-
DK/NA	14	13	5	21	13	16	27	14	11	13

TREND: If the election for United States Senator were being held today, and the candidates were Bruce Braley the Democrat and Joni Ernst the Republican, for whom would you vote?

	Jun 18 2014	Mar 13 2014	Dec 18 2013
Braley	44	42	44
Ernst	40	29	38
SMONE ELSE (VOL)	-	1	1
WLDN'T VOTE (VOL)	2	2	2
DK/NA	14	25	15

5. Is your opinion of Bruce Braley favorable, unfavorable or haven't you heard enough about him?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Favorable	35%	10%	70%	29%	33%	38%	30%	31%	37%	41%
Unfavorable	26	50	4	24	34	19	19	34	26	22
Hvn't hrd enough	37	38	25	46	33	41	50	35	36	35
REFUSED	1	2	1	1	1	2	1	1	1	2

TREND: Is your opinion of Bruce Braley favorable, unfavorable or haven't you heard enough about him?

	Jun 18 2014	Mar 13 2014	Jul 22 2013	May 24 2013
Favorable	35	35	27	27
Unfavorable	26	18	13	14
Hvn't hrd enough	37	46	58	57
REFUSED	1	1	2	2

6. Is your opinion of Joni Ernst favorable, unfavorable or haven't you heard enough about her?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Favorable	34%	64%	7%	34%	40%	29%	26%	36%	38%	33%
Unfavorable	28	9	57	22	23	33	18	23	30	38
Hvn't hrd enough	37	26	35	42	36	37	56	40	32	27
REFUSED	1	-	1	1	1	1	-	1	1	2

TREND: Is your opinion of Joni Ernst favorable, unfavorable or haven't you heard enough about her?

	Jun 18 2014	Mar 13 2014	Jul 22 2013	May 24 2013
Favorable	34	13	6	5
Unfavorable	28	6	2	3
Hvn't hrd enough	37	80	92	92
REFUSED	1	1	1	1

37. Would you say that Bruce Braley - is honest and trustworthy or not?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Yes	45%	27%	73%	39%	45%	45%	48%	36%	48%	51%
No	22	38	4	23	28	17	20	28	23	14
DK/NA	33	34	22	39	27	38	33	35	29	35

38. Would you say that Bruce Braley - cares about the needs and problems of people like you or not?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Yes	47%	27%	75%	41%	45%	48%	51%	38%	47%	53%
No	26	42	7	26	32	20	18	34	27	18
DK/NA	28	30	17	33	23	32	31	28	25	30

39. Would you say that Bruce Braley - has the right kind of experience to be a United States Senator from Iowa or not?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Yes	51%	33%	79%	45%	54%	49%	50%	50%	52%	52%
No	21	36	4	23	26	17	19	24	21	19
DK/NA	28	31	17	32	20	34	31	26	27	28

40. Do you think Bruce Braley is too liberal, too conservative, or about right?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Liberal	26%	52%	4%	22%	34%	19%	22%	30%	27%	22%
Conservative	3	1	4	4	3	3	3	3	4	2
About right	43	21	74	38	40	46	43	37	43	49
DK/NA	28	27	17	35	23	32	32	30	25	27

41. Would you say that Joni Ernst - is honest and trustworthy or not?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Yes	45%	70%	23%	44%	53%	37%	48%	39%	48%	47%
No	24	8	46	21	21	28	26	21	27	23
DK/NA	31	22	31	35	27	35	27	40	25	30

42. Would you say that Joni Ernst - cares about the needs and problems of people like you or not?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Yes	44%	67%	21%	45%	52%	37%	49%	41%	46%	41%
No	31	12	58	25	25	35	24	27	32	36
DK/NA	25	21	21	30	23	28	27	32	21	23

43. Would you say that Joni Ernst - has the right kind of experience to be a United States Senator from Iowa or not?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Yes	43%	70%	17%	42%	50%	36%	45%	43%	44%	41%
No	33	11	63	28	29	37	27	24	36	41
DK/NA	24	19	19	30	21	27	27	33	20	17

44. Do you think Joni Ernst is too liberal, too conservative, or about right?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Liberal	7%	7%	6%	9%	7%	7%	7%	6%	7%	9%
Conservative	27	6	59	21	24	30	22	25	29	29
About right	41	67	17	41	48	34	42	42	44	36
DK/NA	25	20	19	29	20	29	28	27	20	26

45. (Split sample) Regardless of who you may support, who do you think would do a better job - on the economy and jobs, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	40%	14%	76%	34%	35%	45%
Ernst	36	58	10	38	46	26
DK/NA	24	27	14	29	19	30

46. (Split sample) Regardless of who you may support, who do you think would do a better job - on the new federal health care law, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	42%	18%	74%	38%	39%	46%
Ernst	34	60	9	35	43	25
DK/NA	24	22	18	27	18	29

47. (Split sample) Regardless of who you may support, who do you think would do a better job - on immigration issues, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	38%	13%	68%	36%	36%	40%
Ernst	34	64	9	30	45	25
DK/NA	28	24	23	34	20	35

48. (Split sample) Regardless of who you may support, who do you think would do a better job - on the issue of same-sex marriage, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	34%	16%	66%	27%	37%	31%
Ernst	28	48	8	29	34	22
DK/NA	38	36	27	44	30	46

49. (Split sample) Regardless of who you may support, who do you think would do a better job - on issues that are especially important to women, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	30%	11%	59%	22%	26%	33%
Ernst	49	72	20	55	57	42
DK/NA	21	17	20	23	16	26

50. (Split sample) Regardless of who you may support, who do you think would do a better job - on the environment, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	43%	19%	78%	32%	44%	42%
Ernst	28	47	8	29	33	23
DK/NA	30	34	14	38	23	36

51. (Split sample) Regardless of who you may support, who do you think would do a better job - on the minimum wage, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	45%	22%	78%	40%	47%	43%
Ernst	28	50	8	28	32	25
DK/NA	27	27	14	33	22	32

52. (Split sample) Regardless of who you may support, who do you think would do a better job - helping the middle class, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	42%	16%	79%	34%	37%	46%
Ernst	38	64	9	41	48	29
DK/NA	20	20	12	25	15	25

53. (Split sample) Regardless of who you may support, who do you think would do a better job - on the issue of gun control, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	39%	18%	70%	34%	35%	43%
Ernst	31	50	9	35	39	24
DK/NA	30	32	21	31	25	33

54. (Split sample) Regardless of who you may support, who do you think would do a better job - helping farmers, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	37%	16%	67%	32%	35%	38%
Ernst	40	63	16	41	45	35
DK/NA	23	21	17	27	19	27

55. (Split sample) Regardless of who you may support, who do you think would do a better job - when it comes to finding the right balance between cutting government spending that is not needed and continuing government spending that is needed, Braley or Ernst?

	Tot	Rep	Dem	Ind	Men	Wom
Braley	38%	14%	70%	32%	33%	42%
Ernst	40	69	12	41	49	33
DK/NA	22	17	17	27	18	25

56. If Joni Ernst is elected United States Senator she would be Iowa's first woman U.S. Senator. Does this make you more likely to vote for her, less likely, or doesn't it make a difference?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
More likely	9%	8%	9%	10%	7%	12%	9%	9%	10%	10%
Less likely	3	1	7	2	3	3	1	2	3	6
No difference	86	90	84	86	90	83	90	89	85	82
DK/NA	1	-	-	2	-	2	-	-	1	2

57. Do you think of your vote for United States Senator as a vote for Barack Obama, or as a vote against Barack Obama, or isn't Barack Obama much of a factor in your vote?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
For Obama	11%	2%	26%	8%	11%	12%	7%	13%	11%	13%
Against Obama	25	54	2	21	28	22	26	24	23	27
Not much of a factor	62	42	69	69	60	63	65	60	65	56
DK/NA	2	1	2	2	1	4	3	3	1	4

TREND: Do you think of your vote for United States Senator as a vote for Barack Obama, or as a vote against Barack Obama, or isn't Barack Obama much of a factor in your vote?

	Jun 18 2014	Dec 18 2013
For Obama	11	14
Against Obama	25	29
Not much of a factor	62	54
DK/NA	2	3

58. Now thinking of - Joni Ernst, how often would you say you've been seeing her campaign advertisements on television recently, very often, somewhat often, just occasionally or rarely?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Very often	25%	20%	34%	23%	20%	29%	6%	18%	28%	40%
Somewhat often	22	22	24	21	21	23	15	20	25	24
Just occasionally	20	28	16	18	21	19	25	17	23	17
Rarely	21	23	19	20	25	17	29	29	16	12
NEVER (VOL)	4	3	4	4	3	5	5	6	2	3
DON'T WATCH TV (VOL)	7	5	3	12	9	6	20	9	4	2
DK/NA	1	-	1	1	1	2	1	1	1	2

59. Now thinking of - Bruce Braley, how often would you say you've been seeing his campaign advertisements on television recently, very often, somewhat often, just occasionally or rarely?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Very often	13%	13%	17%	10%	13%	13%	5%	9%	15%	19%
Somewhat often	22	21	26	21	21	24	12	19	27	28
Just occasionally	26	28	29	23	25	26	26	24	25	28
Rarely	26	31	20	27	28	24	29	32	25	18
NEVER (VOL)	5	2	4	6	3	6	8	5	4	3
DON'T WATCH TV (VOL)	7	4	3	12	8	6	20	9	4	2
DK/NA	1	1	-	1	-	2	1	1	1	1

60. From what you've seen, would you say - Joni Ernst's ads are very effective at making their point, somewhat effective, not so effective or not effective at all?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Very effective	18%	28%	12%	17%	20%	17%	12%	18%	20%	23%
Somewhat effective	39	42	35	40	38	39	44	37	39	35
Not so effective	10	6	13	12	9	11	7	9	12	11
Not effective at all	18	12	28	15	19	17	15	18	18	20
DK/NA	15	12	12	16	14	16	22	19	12	11

61. From what you've seen, would you say - Bruce Braley's ads are very effective at making their point, somewhat effective, not so effective or not effective at all?

	Tot	Rep	Dem	Ind	Men	Wom	AGE IN YRS.....			
							18-29	30-49	50-64	65+
Very effective	10%	6%	19%	6%	8%	12%	5%	6%	13%	15%
Somewhat effective	40	34	50	41	39	42	38	39	41	43
Not so effective	12	15	7	13	13	10	14	12	12	11
Not effective at all	19	28	10	19	21	16	12	22	19	16
DK/NA	19	17	14	22	18	20	32	22	15	14