

IOWA OCTOBER TOPLINES

Area Code:

(N=500)	n	%
Central/Polk -----	99	19.80
Northeast -----	147	29.40
Southeast -----	119	23.80
Southwest -----	52	10.40
Northwest -----	83	16.60

 {INSERT QUOTAS}

INTRO SECTION>

Hello, my name is _____ and I am conducting a survey for Suffolk University and I would like to get your opinions on some questions about the upcoming elections in Iowa. Would you be willing to spend five minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

S1. Gender:

(N=500)	n	%
Male -----	240	48.00
Female -----	260	52.00

S2. Thank You. How likely are you to vote in the general election for Governor and U.S. Senate – very likely, somewhat likely, not very likely, or not at all likely?

(N=500)	n	%
Very Likely -----	473	94.60
Somewhat Likely -----	27	5.40

1. Are you currently enrolled as a Democrat, Republican, or No Party/Independent?

(N=500)	n	%
Democratic -----	167	33.40
Republican -----	167	33.40
No Party/Independent -----	166	33.20

2. What is your age category?

(N=500)	n	%
18-25 YRS -----	19	3.80
26-35 YRS -----	84	16.80
36-45 YRS -----	103	20.60
46-55 YRS -----	95	19.00
56-65 YRS -----	80	16.00
66-75 YRS -----	70	14.00
OVER 75 YRS -----	48	9.60
Refused -----	1	0.20

3. Which of the following best describes your race or ethnicity?

(N=500)	n	%
White/Caucasian -----	464	92.80
African-American -----	16	3.20
Asian -----	2	0.40
American Indian -----	5	1.00
Hispanic/ Latino -----	3	0.60
Other -----	5	1.00
Undecided -----	1	0.20
Refused -----	4	0.80

4. Thinking back to the 2012 election, did you vote for Barack Obama, Mitt Romney, someone else, or did you not vote in the presidential election?

(N=500)	n	%
Barack Obama -----	245	49.00
Mitt Romney -----	221	44.20
Someone else -----	21	4.20
Did not vote -----	9	1.80
Undecided -----	3	0.60
Refused -----	1	0.20

{FOR 4.1}

5. Today, do you feel good about voting for Barack Obama or do you regret voting for Barack Obama?

(N=245)	n	%
Feel Good -----	184	75.10
Regret -----	22	8.98
Undecided -----	39	15.92
Refused -----	0	0.00

6. Do you approve or disapprove of the job that Barack Obama is doing as president?

(N=500)	n	%
Approve -----	198	39.60
Disapprove -----	272	54.40
Undecided -----	27	5.40
Refused -----	3	0.60

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 8-13)

(N=500)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UNDECIDED</u>
7. Barack Obama	0 0.00	217 43.40	267 53.40	16 3.20
8. Hillary Clinton	1 0.20	229 45.80	221 44.20	49 9.80
9. Tom Harkin	7 1.40	262 52.40	174 34.80	57 11.40
10. Terry Branstad	3 0.60	280 56.00	165 33.00	52 10.40
11. Bruce Braley	18 3.60	213 42.60	224 44.80	45 9.00
12. Joni Ernst	16 3.20	230 46.00	212 42.40	42 8.40
13. Jack Hatch	68 13.60	162 32.40	189 37.80	81 16.20

14. There are six candidates for U.S. Senate listed on your ballot in the following order: Republican Joni Ernst, Democrat Bruce Braley, Bob Quast for Term Limits, Independent Rick Stewart, Libertarian Douglas Butzier, and Ruth Smith. At this point for whom will you vote or lean toward – Ernst, Braley, Quast, Stewart, Butzier, or Smith?

(N=500)	n	%
Republican Joni Ernst -----	235	47.00
Democrat Bruce Braley -----	216	43.20
Bob Quast for Term Limits -----	3	0.60
Independent Rick Stewart -----	6	1.20
Libertarian Douglas Butzier -----	3	0.60
Ruth Smith -----	0	0.00
Undecided -----	37	7.40
Refused -----	0	0.00

Political ads try to define the character of candidates by virtue of the topics that come up in debates.
(ROTATE 15 & 16)

15. Thinking about Bruce Braley. In a recent debate, Joni Ernst accused Bruce Braley of threatening to sue a neighbor over chickens that came onto his property. The matter between Braley and his neighbor was resolved out of court. Knowing this, would this make you more likely to vote for Braley, less likely to vote for Braley, or would it make no difference in your vote?

(N=500)	n	%
More likely to vote Braley -----	43	8.60
Less likely to vote Braley -----	89	17.80
No difference -----	358	71.60
Undecided -----	10	2.00
Refused -----	0	0.00

16. Thinking about Joni Ernst. A recent ad accused Ernst of favoring the shutdown of the Department of Education and the Environmental Protection Agency. Knowing this, would this make you more likely to vote for Ernst, less likely to vote for Ernst, or would it make no difference in your vote?

(N=500)	n	%
More likely to vote Ernst -----	77	15.40
Less likely to vote Ernst -----	201	40.20
No difference -----	205	41.00
Undecided -----	17	3.40
Refused -----	0	0.00

17. Thinking about Congress, if the elections were today, would you vote for/lean toward (ROTATE) the Republican candidate or the Democratic candidate for Congress in your district?

(N=500)	n	%
Republican -----	243	48.60
Democratic -----	205	41.00
Undecided -----	52	10.40
Refused -----	0	0.00

18. Do you think of your vote for Congress as a vote for Obama, as a vote against Obama, or isn't he much of a factor in your vote?

(N=500)	n	%
For Obama -----	66	13.20
Against Obama -----	145	29.00
He's not a factor -----	278	55.60
Don't Know/Refused -----	11	2.20

19. Will the issue of which party controls Congress be a factor in your vote for Congress this year?

(N=500)	n	%
Yes -----	300	60.00
No -----	185	37.00
Undecided-----	15	3.00
Refused-----	0	0.00

20. What is the most important issue when casting your vote for Congress this year: (RANDOMIZE) jobs, healthcare, federal budget deficit, education, foreign policy/terrorism, and immigration...?

(N=500)	n	%
Jobs-----	85	17.00
Healthcare-----	125	25.00
Federal budget deficit -----	81	16.20
Education-----	39	7.80
Foreign policy/terrorism-----	81	16.20
Immigration -----	62	12.40
Other (Write-in) -----	7	1.40
Undecided-----	20	4.00
Refused-----	0	0.00

21. There are five candidates for Governor listed on your ballot in the following order: Republican Terry Branstad, Democrat Jack Hatch, Iowa Party Jonathan Narcisse, Libertarian Lee Deakins Hieb, and New Independent Party Iowa Jim Hennager. At this point for whom will you vote or lean toward – Branstad, Hatch, Narcisse, Hieb, or Hennager?

(N=500)	n	%
Republican Terry Branstad -----	268	53.60
Democrat Jack Hatch -----	186	37.20
Iowa Party Jonathan Narcisse -----	3	0.60
Libertarian Lee Deakins Hieb -----	3	0.60
New Independent Iowa Party Jim Hennager -----	7	1.40
Undecided-----	32	6.40
Refused-----	1	0.20

22. For Secretary of State, the four candidates are Republican Paul Pate, Democrat Brad Anderson, Libertarian Jake Porter, and New Independent Party Iowa Spencer Highland. At this point for whom will you vote or lean toward – Pate, Anderson, Porter, or Highland?

(N=500)	n	%
Republican Paul Pate -----	166	33.20
Democrat Brad Anderson -----	158	31.60
Libertarian Jake Porter-----	6	1.20
New Independent Party Iowa Spencer Highland-----	12	2.40
Undecided-----	155	31.00
Refused-----	3	0.60

23. For Auditor, the candidates are Republican Mary Mosiman and Democrat Jonathan Neiderbach. At this point for whom will you vote or lean toward – Mosiman or Neiderbach?

(N=500)	n	%
Republican Mary Mosiman -----	198	39.60
Democrat Jonathan Neiderbach-----	175	35.00
Undecided-----	125	25.00
Refused-----	2	0.40

24. There are three candidates for Treasurer listed on your ballot in the following order: Republican Sam Clovis, Democrat Michael Fitzgerald, and Libertarian Keith Laube. At this point for whom will you vote or lean toward – Clovis, Fitzgerald, or Laube?

(N=500)	n	%
Republican Sam Clovis -----	158	31.60
Democrat Michael Fitzgerald -----	233	46.60
Libertarian Keith Laube -----	13	2.60
Undecided-----	93	18.60
Refused -----	3	0.60

25. For Secretary of Agriculture, the candidates are Republican Bill Northey, Democrat Sherrie Taha, and New Independent Party Iowa Levi Benning. At this point for whom will you vote or lean toward – Northey, Taha, or Benning?

(N=500)	n	%
Republican Bill Northey -----	258	51.60
Democrat Sherrie Taha -----	151	30.20
New Independent Party Iowa Levi Benning -----	11	2.20
Undecided-----	76	15.20
Refused -----	4	0.80

26. For Attorney General, the candidates are Republican Adam Gregg and Democrat Tom Miller. At this point for whom will you vote or lean toward – Gregg or Miller?

(N=500)	n	%
Republican Adam Gregg -----	157	31.40
Democrat Tom Miller -----	273	54.60
Undecided-----	68	13.60
Refused -----	2	0.40

27. Over the past two years do you feel that the state of the economy in Iowa has, in general, improved, stayed the same or has it gotten worse?

(N=500)	n	%
Improved-----	263	52.60
Stayed The Same -----	150	30.00
Gotten Worse-----	75	15.00
Undecided-----	12	2.40
Refused -----	0	0.00

28. Overall, do you feel that the Affordable Care Act signed into law in 2010, sometimes called Obamacare, is generally good for Iowa or generally bad?

(N=500)	n	%
Generally Good -----	190	38.00
Generally Bad -----	258	51.60
Undecided-----	52	10.40
Refused -----	0	0.00

29. Regarding voting in Iowa, do you support or oppose a policy that would require voters to show a picture ID before being allowed to vote?

(N=500)	n	%
Support-----	341	68.20
Oppose-----	132	26.40
Undecided-----	27	5.40
Refused -----	0	0.00

These final five questions will help us classify your answers with others taking the survey.

30. Has anyone in your household ever served in the U.S. military?

(N=500)	n	%
Yes	233	46.60
No	267	53.40
Undecided	0	0.00
Refused	0	0.00

31. Does anyone in your household belong to a labor union?

(N=500)	n	%
Yes	101	20.20
No	397	79.40
Undecided	2	0.40
Refused	0	0.00

32. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

(N=500)	n	%
ABC	39	7.80
CBS	63	12.60
CNN	46	9.20
C-SPAN	6	1.20
COMEDY Central	22	4.40
Fox NEWS	150	30.00
MSNBC	34	6.80
NBC	73	14.60
Undecided	59	11.80
Refused	8	1.60

33. What is your annual household income (READ)?

(N=500)	n	%
Under \$60,000 per year	192	38.40
Under \$100,000 per year	149	29.80
Under \$140,000 per year	43	8.60
\$140,000 or OVER	40	8.00
Undecided	12	2.40
Refused	64	12.80

34. How important is religion in your life (READ)?

(N=500)	n	%
Very important	328	65.60
Somewhat important	101	20.20
Not very important	42	8.40
Not at all important	28	5.60
Undecided	1	0.20
Refused	0	0.00

35. Are you willing to be interviewed by a USA Today reporter for an upcoming article, please give me your name and verify best phone number?

(N=500)	n	%
Yes	177	35.40
No	323	64.60