



## Iowa

**In Iowa, interviews with 1,005 adult Americans conducted by telephone by ORC International on October 27-30, 2014. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The Iowa sample also includes 887 interviews among registered voters (plus or minus 3.5 percentage points) and 647 interviews among likely voters (plus or minus 4 percentage points). In Iowa, 704 interviews were conducted among landline respondents and 301 interviews among cell phone respondents.**

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1. If the election for U.S. Senate were held today and the candidates were Bruce Braley, the Democrat, and Joni Ernst, the Republican, who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Braley</u>	<u>Ernst</u>	<u>Other (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
<u>Likely Voters</u>					
Oct. 27-30, 2014	47%	49%	*	3%	1%
Sept. 8-10, 2014	49%	48%	1%	1%	1%
<u>Registered Voters</u>					
Oct. 27-30, 2014	49%	43%	*	5%	2%
Sept. 8-10, 2014	50%	42%	*	4%	3%

2. Is your mind made up about who you will vote for, or is it possible you would change your mind?

	<u>Mind made up</u>	<u>Might change mind</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Oct. 27-30, 2014	90%	9%	2%
Sept. 8-10, 2014	79%	20%	2%
<u>Registered Voters</u>			
Oct. 27-30, 2014	79%	17%	4%
Sept. 8-10, 2014	66%	29%	5%

*No opinion includes respondents with no first choice in Q.1.*

3. We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today. (RANDOM ORDER)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>Never heard of</u>	<u>No opinion</u>
<b>Bruce Braley</b>				
<u>Likely Voters</u>				
Oct. 27-30, 2014	49%	47%	1%	3%
Sept. 8-10, 2014	48%	43%	1%	7%
<u>Registered Voters</u>				
Oct. 27-30, 2014	45%	43%	4%	8%
Sept. 8-10, 2014	50%	36%	5%	9%
<b>Joni Ernst</b>				
<u>Likely Voters</u>				
Oct. 27-30, 2014	49%	47%	2%	2%
Sept. 8-10, 2014	47%	47%	1%	5%
<u>Registered Voters</u>				
Oct. 27-30, 2014	44%	46%	4%	5%
Sept. 8-10, 2014	41%	45%	6%	8%

4. Do you approve or disapprove of the way Barack Obama is handling his job as president?

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Oct. 27-30, 2014	42%	56%	2%
Sept. 8-10, 2014	39%	58%	3%
<u>Registered Voters</u>			
Oct. 27-30, 2014	40%	58%	3%
Sept. 8-10, 2014	37%	57%	6%
<u>All Respondents</u>			
Oct. 27-30, 2014	37%	57%	6%
Sept. 8-10, 2014	37%	56%	7%

## METHODOLOGY

In Iowa, a total of 1,005 adults were interviewed by telephone. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect statewide Census figures for gender, race, age, education and region of the state. Registered voters were asked questions about their likelihood of voting, past voting behavior, and interest in the campaign; based on the answers to those questions, 647 respondents were classified as likely voters. Among those likely voters, 32% described themselves as Democrats, 37% described themselves as Independents, and 31% described themselves as Republicans.

In the Iowa crosstabs, the state regions are composed of the following counties: the "East" region is composed of Cedar, Clinton, Dubuque, Jackson, Johnson, Jones, Linn, Muscatine and Scott counties; the "East Central" region is composed of Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Des Moines, Fayette, Floyd, Grundy, Henry, Howard, Iowa, Jefferson, Keokuk, Lee, Louisa, Mitchell, Poweshiek, Tama, Van Buren, Wapello, Washington and Winneshiek counties; the "Des Moines Area" region is composed of Dallas, Madison, Polk, Story and Warren counties; the "Central" region is composed of Adair, Appanoose, Boone, Calhoun, Carroll, Cerro Gordo, Clarke, Davis, Decatur, Emmet, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Humboldt, Jasper, Kossuth, Lucas, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Ringgold, Union, Wayne, Webster, Winnebago, Worth and Wright counties; and the "West" region is composed of Adams, Audubon, Buena Vista, Cass, Cherokee, Clay, Crawford, Dickinson, Fremont, Harrison, Ida, Lyon, Mills, Monona, Montgomery, O'Brien, Osceola, Page, Plymouth, Pottawattamie, Sac, Shelby, Sioux, Taylor and Woodbury counties.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the population of Iowa to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed.

Iowa CNN/ORC International Poll -- October 27 to 30, 2014

Likely Voter

Question 1/1A

Q1. If the election for U.S. Senate were held today and the candidates were Bruce Braley, the Democrat, and Joni Ernst, the Republican, who would you be more likely to vote for --  
 Q1A. As of today, do you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Braley, lean Braley	47%	40%	54%	47%	N/A	40%	53%
Ernst, lean Ernst	49%	55%	42%	49%	N/A	56%	44%
Other	*	*	*	*	N/A	*	*
Neither	3%	4%	2%	3%	N/A	3%	2%
No opinion	1%	1%	1%	1%	N/A	1%	1%
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.0		+/-5.5	+/-5.5

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Braley, lean Braley	47%	N/A	N/A	47%	50%	N/A	49%
Ernst, lean Ernst	49%	N/A	N/A	49%	47%	N/A	48%
Other	*	N/A	N/A	1%	*	N/A	*
Neither	3%	N/A	N/A	3%	1%	N/A	2%
No opinion	1%	N/A	N/A	1%	1%	N/A	1%
Sampling Error	+/-4.0			+/-6.5	+/-5.5		+/-4.5

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Braley, lean Braley	47%	52%	47%	49%	46%	50%	51%	44%
Ernst, lean Ernst	49%	42%	51%	48%	49%	46%	43%	53%
Other	*	*	*	*	*	*	1%	*
Neither	3%	5%	1%	1%	3%	2%	2%	3%
No opinion	1%	1%	1%	1%	1%	2%	2%	1%
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.0	+/-4.5	+/-7.5	+/-8.5	+/-5.5

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Braley, lean Braley	47%	94%	42%	6%	N/A	66%	12%
Ernst, lean Ernst	49%	6%	50%	91%	N/A	29%	86%
Other	*	*	1%	*	N/A	*	1%
Neither	3%	*	6%	1%	N/A	3%	1%
No opinion	1%	*	1%	2%	N/A	3%	1%
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-6.5		+/-6.5	+/-6.0

  

	Total	Des Moines Area	Central	West
Braley, lean Braley	47%	45%	N/A	59%
Ernst, lean Ernst	49%	51%	N/A	38%
Other	*	*	N/A	1%
Neither	3%	2%	N/A	*
No opinion	1%	1%	N/A	2%
Sampling Error	+/-4.0	+/-7.5		+/-8.0

\* percentage less than 1%

Iowa CNN/ORC International Poll -- October 27 to 30, 2014

Likely Voter

Question 2

Is your mind made up about who you will vote for, or is it possible you would change your mind?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women		
Mind made up	90%	90%	89%	90%	N/A	90%	90%		
Might change mind	9%	9%	9%	9%	N/A	9%	8%		
No opinion	2%	1%	2%	2%	N/A	1%	2%		
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.0		+/-5.5	+/-5.5		
		18-34	35-49	50-64	65+	Under 50	50 and Older		
Mind made up	90%	N/A	N/A	94%	93%	N/A	94%		
Might change mind	9%	N/A	N/A	5%	5%	N/A	5%		
No opinion	2%	N/A	N/A	1%	2%	N/A	1%		
Sampling Error	+/-4.0			+/-6.5	+/-5.5		+/-4.5		
		Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural	
Mind made up	90%	91%	88%	92%	88%	87%	87%	92%	
Might change mind	9%	8%	10%	7%	10%	11%	11%	6%	
No opinion	2%	1%	2%	1%	2%	2%	3%	1%	
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.0	+/-4.5	+/-7.5	+/-8.5	+/-5.5	
		Demo-cratic	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative		
Mind made up	90%	95%	81%	95%	N/A	86%	90%		
Might change mind	9%	4%	17%	3%	N/A	10%	9%		
No opinion	2%	1%	2%	2%	N/A	4%	1%		
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-6.5		+/-6.5	+/-6.0		
		East	East Central	Des Moines Area	Central	West			
Mind made up	90%	86%	N/A	90%	N/A	N/A			
Might change mind	9%	12%	N/A	7%	N/A	N/A			
No opinion	2%	1%	N/A	2%	N/A	N/A			
Sampling Error	+/-4.0	+/-7.5		+/-8.0					

\* percentage less than 1%

Likely Voter

Question 3

We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today.

A. Bruce Braley

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Favorable Opinion	49%	43%	54%	48%	N/A	43%	52%
Unfavorable Opinion	47%	53%	41%	48%	N/A	54%	43%
Heard of, no opinion	3%	3%	4%	4%	N/A	3%	4%
Never heard of	1%	1%	1%	*	N/A	*	1%
No opinion	*	*	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.0		+/-5.5	+/-5.5

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	49%	N/A	N/A	47%	51%	N/A	49%
Unfavorable Opinion	47%	N/A	N/A	47%	44%	N/A	46%
Heard of, no opinion	3%	N/A	N/A	3%	4%	N/A	3%
Never heard of	1%	N/A	N/A	3%	*	N/A	2%
No opinion	*	N/A	N/A	*	1%	N/A	*
Sampling Error	+/-4.0			+/-6.5	+/-5.5		+/-4.5

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Favorable Opinion	49%	55%	46%	49%	48%	53%	55%	43%
Unfavorable Opinion	47%	42%	48%	46%	48%	44%	42%	51%
Heard of, no opinion	3%	2%	4%	3%	4%	3%	3%	4%
Never heard of	1%	*	2%	1%	1%	*	*	2%
No opinion	*	1%	*	1%	*	*	*	*
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.0	+/-4.5	+/-7.5	+/-8.5	+/-5.5

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Favorable Opinion	49%	91%	44%	11%	N/A	65%	16%
Unfavorable Opinion	47%	6%	50%	84%	N/A	29%	79%
Heard of, no opinion	3%	*	4%	5%	N/A	5%	4%
Never heard of	1%	1%	1%	*	N/A	1%	2%
No opinion	*	1%	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-6.5		+/-6.5	+/-6.0

  

	Total	East	East Central	Des Moines Area	Central	West
Favorable Opinion	49%	47%	N/A	60%	N/A	N/A
Unfavorable Opinion	47%	52%	N/A	35%	N/A	N/A
Heard of, no opinion	3%	1%	N/A	5%	N/A	N/A
Never heard of	1%	*	N/A	*	N/A	N/A
No opinion	*	*	N/A	*	N/A	N/A
Sampling Error	+/-4.0	+/-7.5		+/-8.0		

\* percentage less than 1%

Likely Voter

Question 3

We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today.

B. Joni Ernst

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Favorable Opinion	49%	54%	44%	49%	N/A	54%	45%
Unfavorable Opinion	47%	41%	54%	47%	N/A	41%	52%
Heard of, no opinion	2%	3%	2%	2%	N/A	2%	2%
Never heard of	2%	3%	1%	2%	N/A	3%	1%
No opinion	*	*	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.0		+/-5.5	+/-5.5

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	49%	N/A	N/A	50%	49%	N/A	50%
Unfavorable Opinion	47%	N/A	N/A	47%	48%	N/A	48%
Heard of, no opinion	2%	N/A	N/A	2%	2%	N/A	2%
Never heard of	2%	N/A	N/A	1%	1%	N/A	1%
No opinion	*	N/A	N/A	*	*	N/A	*
Sampling Error	+/-4.0			+/-6.5	+/-5.5		+/-4.5

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Favorable Opinion	49%	40%	50%	46%	50%	45%	44%	54%
Unfavorable Opinion	47%	57%	46%	48%	47%	51%	50%	44%
Heard of, no opinion	2%	1%	3%	3%	2%	4%	3%	1%
Never heard of	2%	2%	1%	3%	1%	1%	3%	2%
No opinion	*	*	*	*	*	*	*	*
Sampling Error	+/-4.0	+/-7.0	+/-6.0	+/-7.0	+/-4.5	+/-7.5	+/-8.5	+/-5.5

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Favorable Opinion	49%	8%	49%	90%	N/A	32%	82%
Unfavorable Opinion	47%	89%	46%	6%	N/A	61%	15%
Heard of, no opinion	2%	2%	4%	1%	N/A	4%	1%
Never heard of	2%	1%	1%	2%	N/A	3%	2%
No opinion	*	*	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-7.0	+/-6.5	+/-6.5		+/-6.5	+/-6.0

  

	Total	East	East Central	Des Moines Area	Central	West
Favorable Opinion	49%	51%	N/A	37%	N/A	N/A
Unfavorable Opinion	47%	45%	N/A	57%	N/A	N/A
Heard of, no opinion	2%	3%	N/A	4%	N/A	N/A
Never heard of	2%	1%	N/A	2%	N/A	N/A
No opinion	*	*	N/A	*	N/A	N/A
Sampling Error	+/-4.0	+/-7.5		+/-8.0		

\* percentage less than 1%



Iowa CNN/ORC International Poll -- October 27 to 30, 2014

Question 4

Do you approve or disapprove of the way Barack Obama is handling his job as president?

Base = Total Sample

	Total	Men	Women	White	Non-White	White Men	White Women
Approve	37%	33%	42%	36%	N/A	31%	40%
Disapprove	57%	62%	52%	60%	N/A	64%	55%
No opinion	6%	6%	6%	5%	N/A	5%	4%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5		+/-4.5	+/-4.5

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Approve	37%	N/A	34%	42%	41%	33%	42%
Disapprove	57%	N/A	59%	54%	54%	61%	54%
No opinion	6%	N/A	6%	4%	4%	6%	4%
Sampling Error	+/-3.0		+/-8.0	+/-5.5	+/-5.0	+/-6.0	+/-3.5

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Approve	37%	39%	39%	37%	37%	42%	40%	33%
Disapprove	57%	54%	60%	56%	58%	54%	55%	60%
No opinion	6%	7%	2%	6%	5%	4%	6%	6%
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-5.0	+/-4.0	+/-6.0	+/-7.0	+/-4.5

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Approve	37%	78%	30%	7%	67%	43%	17%
Disapprove	57%	20%	60%	92%	30%	52%	81%
No opinion	6%	2%	10%	1%	3%	5%	3%
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5	+/-7.5	+/-5.0	+/-5.0

  

	Total	East	East Central	Des Moines Area	Central	West
Approve	37%	36%	37%	48%	33%	29%
Disapprove	57%	57%	56%	48%	58%	70%
No opinion	6%	7%	6%	4%	10%	1%
Sampling Error	+/-3.0	+/-6.0	+/-7.0	+/-6.5	+/-7.5	+/-8.0

\* percentage less than 1%