Loras College Statewide Survey | September 2014

Field Dates: September 2–5, 2014
Completed Surveys: 1200

Margin of Error:

+/– 2.82% for Statewide Results

+/– 5.6% for Congressional District Results

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- Survey conducted with a random sample of registered voters who voted in the 2012 general election or registered since the 2012 election.
- Likely voter was defined as those self-indicating they were "extremely likely" or "very likely" to vote in the 2014 election.
- While the sample was balanced for standard demographic variables such as age, gender and geography, it was not weighted for partisanship.
- Survey included both landlines (80%) and cell phones (20%).
- The survey was conducted using live operator interviews through a contracted professional call center.
- Script development and methodology used for the survey received input from Republican campaign consultant Steve Grubbs, and Democrat campaign consultant Dave Heller.

Loras College Statewide Iowa Survey
September 2014

Q1. First, are you or anyone in your family, a member of the news media or a candidate for public office?

Yes	0	0
No	1200	100.0%

Q2. In November there will be an election for Governor and U.S. Senator. How likely are you to vote in this election? Extremely likely, very likely, somewhat likely or unlikely?

Extremely likely	701	58.4%
Very likely	499	41.6%

Q3. And of the following categories, which one does your age fall into?

18–34	192	16.0%
35–49	276	23.0%
50–64	396	33.0%
65+	336	28.0%

Q4. Gender

Male	576	48.0%
Female	624	52.0%

Q10. Bruce Braley name ID

Heard of, favorable	436	36.3%
Heard of, unfavorable	404	33.7%
Heard of, no opinion	244	20.3%
Never heard of	112	9.3%
Refused	4	0.3%

Q11. Joni Ernst name ID

Heard of, favorable	443	36.9%
Heard of, unfavorable	474	39.5%
Heard of, no opinion	202	16.8%
Never heard of	74	6.2%
Refused	7	0.6%

Q13. And in the election for U.S. Senator, if the election were held today and you had to choose a candidate, would you vote for Bruce Braley, the Democrat or Joni Ernst, the Republican?

Definitely Braley	423	35.3%
Probably Braley	98	8.2%
Lean Braley	22	1.8%
TOTAL BRALEY	543	45.3%
Definitely Ernst	403	33.6%
Probably Ernst	70	5.8%
Lean Ernst	13	1.1%
TOTAL ERNST	486	40.5%
Undecided	171	14.2%

Q14. Thinking a little more about Bruce Braley and Joni Ernst, which one of them best represents your personal values?

Braley	463	38.6%
Ernst	451	37.6%
Undecided	272	22.7%
Refused	14	1.2%

Q15. Between Bruce Braley and Joni Ernst, whose positions ON THE ISSUES, are closest to your own?

Braley...478   39.8%
Ernst..454   37.8%
Undecided...256   21.3%
Refused...12   1.0%

Q20. Foreign affairs and National Security

Critically Important..297   24.8%
Very Important..615   51.2%
Important...185   15.4%
Somewhat Important..73   6.1%
Not Important..11   0.9%
Unsure...13   1.1%
Refused...6   0.5%

Q21. Jobs and the Economy

Critically Important..277   23.1%
Very Important..656   54.7%
Important...199   16.6%
Somewhat Important..52   4.3%
Not Important..6   0.5%
Unsure...4   0.3%
Refused...6   0.5%

Q22. Social issues, like abortion

Critically Important	150	12.5%
Very Important	316	26.3%
Important	229	19.1%
Somewhat Important	235	19.6%
Not Important	219	18.3%
Unsure	37	3.1%
Refused	14	1.2%

Q23. Income equality

Critically Important	126	10.5%
Very Important	314	26.2%
Important	302	25.2%
Somewhat Important	225	18.8%
Not Important	160	13.3%
Unsure	57	4.8%
Refused	16	1.3%

Q24. Environmental Issues

Critically Important	142	11.8%
Very Important	348	29.0%
Important	327	27.3%
Somewhat Important	248	20.7%
Not Important	105	8.8%
Unsure	21	1.8%
Refused	9	0.8%

Q25. Taxes

Critically Important	195	16.3%
Very Important	422	35.2%
Important	358	29.8%
Somewhat Important	159	13.3%
Not Important	39	3.3%
Unsure	20	1.7%
Refused	7	0.6%

Q26. Illegal Immigration

Critically Important	236	19.7%
Very Important	408	34.0%
Important	264	22.0%
Somewhat Important	166	13.8%
Not Important	80	6.7%
Unsure	34	2.8%
Refused	12	1.0%

Q27. The National Debt

Critically Important	309	25.8%
Very Important	440	36.7%
Important	238	19.8%
Somewhat Important	127	10.6%
Not Important	63	5.3%
Unsure	15	1.3%
Refused	8	0.7%

Q28. Education

Critically Important	259	21.6%
Very Important	535	44.6%
Important	277	23.1%
Somewhat Important	96	8.0%
Not Important	17	1.4%
Unsure	8	0.7%
Refused	8	0.7%

Q29. Healthcare

Critically Important	303	25.3%
Very Important	524	43.7%
Important	246	20.5%
Somewhat Important	88	7.3%
Not Important	21	1.8%
Unsure	10	0.8%
Refused	8	0.7%

Q30. No matter how you may be planning to vote this year, when it comes to politics, do you generally think of yourself as a strong Democrat, not very strong Democrat, strong Republican, not very strong Republican or Independent?

Strong Democrat	286	23.8%
Not Strong Democrat	106	8.8%
TOTAL DEMOCRAT	392	32.6%
Independent/No Party	405	33.8%
Not Strong Republican	106	8.8%
Strong Republican	257	21.4%
TOTAL REPUBLICAN	363	30.2%
Unsure	30	2.5%
Refused	10	0.8%

Q31. And for demographic purposes, please tell us which of the following is closest to your religious affiliation. Catholic, Protestant, Evangelical, Mormon, Jewish, Muslim, No Religion or something else?

Catholic	310	25.8%
Protestant	564	47.0%
Evangelical	65	5.4%
Mormon	6	0.5%
Jewish	5	0.4%
Muslim	3	0.3%
Something else	131	10.9%
No Religion	87	7.2%
Refused	29	2.4%

Q32. And would you describe your personal status as married or single?

Married	940	78.3%
Single	240	20.0%
Refused	20	1.7%

Q33. And thinking about your personal church attendance, would you say you attend weekly, a couple times per month, a few times per year or would you say you almost never attend church?

Weekly	568	47.3%
Couple times a month	163	13.6%
A few times a year	195	16.3%
Almost never attend	244	20.3%
Refused	30	2.5%

Q35. Congressional District

1	300	25.0%
2	300	25.0%
3	300	25.0%
4	300	25.0%