



**To: Franken for Iowa**  
**From: Betsy App, Change Research**  
**Date: May 15, 2022**  
**Re: Democratic Primary Poll Results**

Change Research conducted two recent surveys of likely Democratic primary election voters in Iowa, April 6-11 and May 4-8, 2022. The April survey included 416 likely voters and the May survey 866 likely voters, all of whom were interviewed online. The respective margins of error are 6.3 and 4.0 percentage points. For both surveys, post-stratification weighting was performed on age, race/ethnicity, sex, education, and geographic region. The April survey also included 2020 presidential vote as a weighting parameter. Weights reflected the composition of likely 2022 Democratic primary election voters, based on voter file data and [probabilistic turnout scores provided by Deck](#).

### KEY FINDINGS

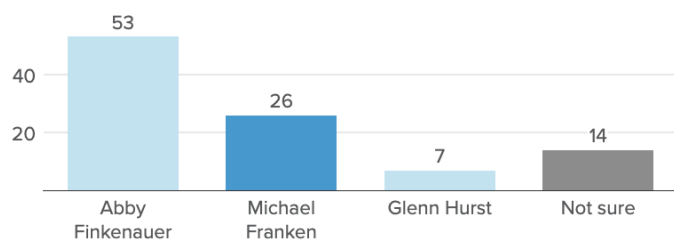
In the race for the Democratic nomination for U.S. Senate, **Admiral Mike Franken went from trailing Abby Finkenauer by 27 percentage points in April to a statistical tie in May: 42% to Finkenauer's 40%**. In May, 4% say they would vote for Glenn Hurst, and 14% are undecided.

**Voters are hearing about Franken, and they like what they hear.** Two-thirds (69%) of May respondents report having seen or read something about Franken in the past month. Of these, 68% say it made them feel more favorable about him. In contrast, even more (79%) have seen or read something about Finkenauer, but only a third (36%) of them say it made them feel more favorable about her.

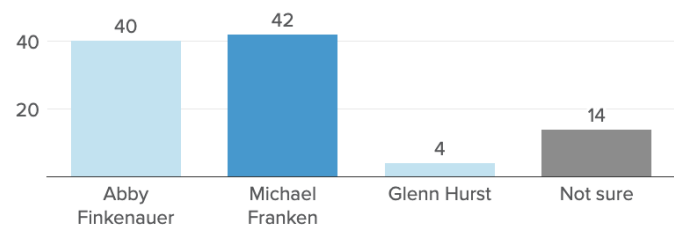
**Three-quarters (76%) of likely Democratic primary voters surveyed in May support codifying Roe v. Wade, even if it means eliminating the filibuster.** 13% support codification but only if it can be done while retaining the filibuster. Just 5% say that Democrats in the U.S. Senate should prioritize other issues over abortion access, like addressing rising crime and reigning in inflation and gas prices.

April 6-11, 2022

CHANGE RESEARCH™



May 4-8, 2022



## APPENDIX: DEMOGRAPHICS

### Are you male or female?

(May)

42% Male  
58 Female

(April)

41% Male  
59 Female

### In what year were you born?

(May)

15% 18 to 34  
16 35 to 49  
27 50 to 64  
42 65+

(April)

13% 18 to 34  
16 35 to 49  
28 50 to 64  
43 65 or older

### In what ZIP code do you currently live?

(May)

24 CD-1 (2012 Congressional Districts)  
27 CD-2  
32 CD-3  
17 CD-4

(April)

25 CD-1 (2012 Congressional Districts)  
25 CD-2  
33 CD-3  
16 CD-4

### What is your race?

(May)

92% White / Caucasian  
3 Hispanic or Latino/a  
2 Black or African American  
1 American Indian or Alaska Native  
0 Asian / Pacific Islander  
2 Other

(April)

87% White / Caucasian  
4 Black or African American  
2 Hispanic or Latino/a  
2 Asian / Pacific Islander  
0 American Indian or Alaska Native  
4 Other

**What is the highest level of education you have completed?**

(May)

- 8% High school diploma or less
- 22 Some college, but no degree
- 15 Associate's degree, or two-year college degree
- 30 Bachelor's degree, or four-year college degree
- 24 Graduate degree

(April)

- 11% High school diploma or less
- 26 Some college, but no degree
- 9 Associate's degree, or two-year college degree
- 30 Bachelor's degree, or four-year college degree
- 24 Graduate degree

**Are you registered to vote in Iowa?**

(May &amp; April)

- 100% Yes

**Thinking about your political views on most issues, would you describe yourself as:**

(May only)

- 27% Progressive
- 49 Liberal
- 23 Moderate
- 1 Conservative

**Generally speaking, do you think of yourself as a:**

(April only)

- 61% Strong Democrat
- 14 Weak Democrat
- 15 Ind Democrats
- 4 Independents
- 2 Ind Republicans
- 1 Weak Republican
- 3 Strong Republican

**Regardless of which party you currently identify with, are you registered with:**

- 100% The Democratic Party

**On June 7, Iowa will hold a Democratic primary election for US Senate and other state and local offices. Many people don't vote in primary elections and wait until November when Democrats run against Republicans.**

**Do you plan to vote in the DEMOCRATIC primary election on June 7?**

(May)

- 81% Yes, definitely
- 11 Yes, probably
- 8 Maybe (50-50)
- 0 No, I will wait and vote in November

**On June 7, Iowa will hold Democratic and Republican primary elections for US Senate and other state and local offices. Many people don't vote in primary elections and wait until November when Democrats run against Republicans. Do you plan to vote in the primary election on June 7?**

(April)

100% Yes, the Democratic primary election

**How motivated are you to vote in the Democratic primary election on June 7 on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?**

(May only)

0% 0 - Not motivated at all

0 1

1 2

1 3

1 4

8 5

2 6

5 7

10 8

11 9

60 10 - Extremely motivated

## APPENDIX: METHODOLOGY

Change Research surveyed likely Democratic primary election voters in Iowa. 416 interviews were collected April 6-11 and 866 interviews were collected May 4-8, 2022. We used the following sources to recruit respondents:

- targeted advertisements on Facebook
- 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 likely Democratic primary election voters 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 weighting was performed on age, sex, education, race/ethnicity, and geographic region. The April survey was also weighted by 2020 presidential vote. Weighting parameters were based on the demographic composition of likely 2022 Democratic primary election voters, based on the voter file and on probabilistic [turnout scores provided by Deck](#). These scores incorporate past vote history and demographic factors, as well as environmental factors including media coverage, fundraising numbers, and candidate demographics.

The modeled margin of error\* for this survey is 4.0%, 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"<sup>(1)</sup> (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 <sup>(2)</sup>.

(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](mailto:betsy@changeresearch.com).

## REPORTED QUESTIONS

### How closely do you follow national politics and what goes on in Washington DC?

(April only)

54%	Very Closely
41	Somewhat Closely
6	Not Too Closely
0	Not Closely at All

### How favorable are your feelings about each of the following public figures and organizations? [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable |

Very unfavorable | Never heard of them]

(May)

- Michael Franken
- Abby Finkenauer
- Glenn Hurst
- Chuck Grassley
- Kim Reynolds
- Deidre DeJear
- Joe Biden
- The Democratic Party
- Corporations
- Corporate PAC money
- Corporate executives
- Health insurance companies

(April)

- Michael Franken
- Abby Finkenauer
- Glenn Hurst
- Chuck Grassley
- Kim Reynolds
- Deidre DeJear
- Joe Biden
- Donald Trump
- Barack Obama
- Ron DeSantis
- The Democratic Party
- The Republican Party
- Corporations
- Veterans
- Labor unions

**If the June 7 Democratic primary election for U.S. Senate were held today, who would you vote for if the candidates were:**

(May)

42% Michael Franken  
40 Abby Finkenauer  
4 Glenn Hurst  
14 Not sure

(April)

53% Abby Finkenauer  
26 Michael Franken  
7 Glenn Hurst  
14 Not sure

**In the past month, have you seen or read anything about Michael Franken?**

(May only)

69% Yes  
25 No  
5 Not sure

**[IF YES] Did what you saw or read make you feel more favorable or less favorable toward Michael Franken?**

(May only)

68% More favorable  
29 Made no difference  
2 Less favorable

**In the past month, have you seen or read anything about Abby Finkenauer?**

(May only)

79% Yes  
18 No  
3 Not sure

**[IF YES] Did what you saw or read make you feel more favorable or less favorable toward Abby Finkenauer?**

(May only)

36% More favorable  
49 Made no difference  
15 Less favorable

**12. Thinking about the upcoming U.S. Supreme Court decision that will limit abortion access, which of the following comes closest to your view?**

(May only)

76% Democrats in the U.S. Senate should protect abortion access by turning Roe v Wade into federal law, even if it means getting rid of the filibuster.  
13 Democrats in the U.S. Senate should protect abortion access by turning Roe v Wade into federal law, but only if they can do it without getting rid of the filibuster.  
5 Democrats in the U.S. Senate should prioritize other issues over abortion access, like addressing rising crime and reining in inflation and gas prices.  
6 Not sure