

DECEMBER 20, 2021



CYNAL

ICA Poll of Working Age Iowans

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 **response:AI**

Project Specification

Research Problem

- Iowa is the only state in the union that has not doubled in population since 1900. This slow population growth has created an acute talent problem for economic growth as the labor shortage inhibits attraction and expansion opportunities. The Iowa Chamber Alliance (ICA) has moved Talent Attraction to the top of their agenda for the past few years and is interested in better understanding the issues that are important to Iowa's labor force. The organization anticipates this poll to be an annual project focused on talent attraction. Iowa needs to find new people willing to move to the state by first understanding what working-age Iowans find attractive about living there.

Target group

- Registered voters
- Residents of Iowa
- Aged 18-65
- Weighted results to get sample structure representative of gender, age, race, ideology, education, income, and region

Methodology

- Quantitative CAWI (Computer Administered Web Interviewing) survey
- Used online panel, social media networks, SMS recruiting
- A total of **826 respondents**:
 - Online panel => **428 respondents**
 - Social media networks => **226 respondents**
 - SMS recruiting => **172 respondents**
- Interviewed **December 2 – 13, 2021**

ICA Poll of Working Age Iowans

Detailed Findings



Insights & Analysis

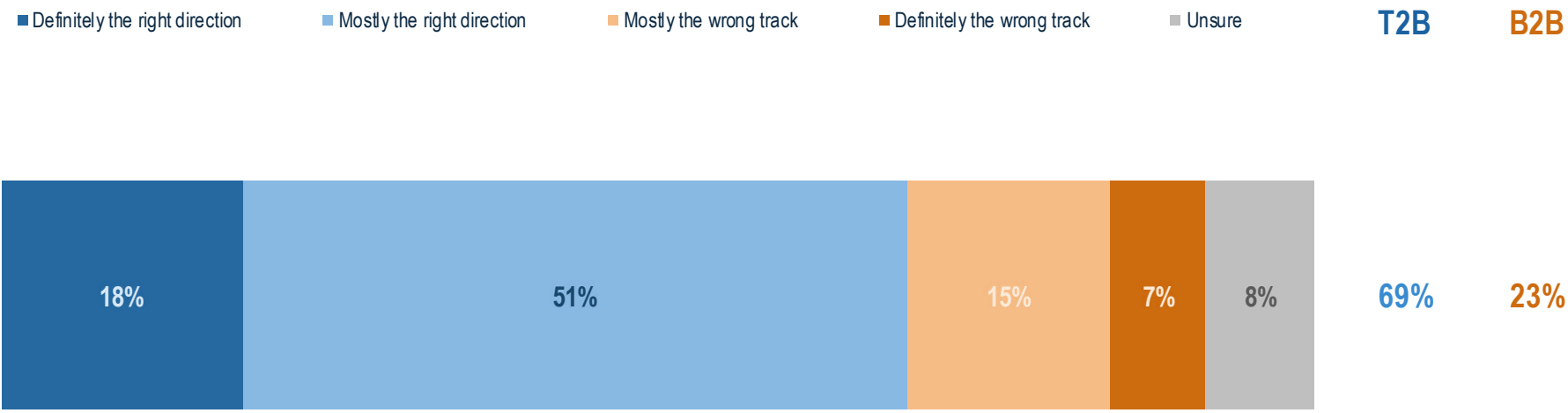
- Most Iowans think the state is on the **right track**, and they feel **joy** and **trust** about living there. In fact, most think the state's economy will get better or stay about the same for the Iowans of tomorrow.
- They feel **less joy and trust** when it comes to the **state's career opportunities**, especially among those without a college degree and lower-income earners.
- **Most respondents have never considered leaving** the state and nearly 1/4 did leave but came back. **Many who left or considered it did so for career opportunities** including military service.
- The top priorities are creating jobs/growing the economy, recovering from COVID-19, and lowering taxes. These priorities are reinforced by the facts that **many Iowans are dissatisfied with the job opportunities** in the state and more than half think taxes on individuals are too high (there's less agreement when it comes to taxes on businesses).
- **We see real dissatisfaction with Iowa's entertainment opportunities** – about twice as many think they're inferior to those in other states. **The opposite is true for Iowa's outdoor recreational opportunities**. Highlighting Iowa's outdoor entertainment options could be a winning message.

Insights & Analysis

- When asked about the state's infrastructure and schools, public K-12 and post-secondary **schools are viewed as superior to those in most other states**. The same is true for Iowa's water. Respondents are less thrilled with the roads, public transportation, and internet – for all three, more think they're inferior compared to those who think they're superior.
- However, schools ranked near the bottom when it came to Iowans' favorite things about the state. It's likely that, while they think the schools are great, they believe it'd be easier to find a state with similar quality schools than it would be to find a state with the **small-town feel**; a comparable **cost of living**; the **friendly people**; and **safety** – which are the top attributes of the state.
- Respondents are not dismotivated by the state government, and they're not tempted to leave because of either political party.
- When respondents read multiple messaging statements about living and working in Iowa, they strongly agreed with the ones that were about the experience of the state, which had to do with things like safety, the people, and cost of living. There was less agreement (though still agreement overall) on the statements pertaining to achieving career and life goals in Iowa. **To woo new Iowans, they need to be shown they can enjoy the state's low cost of living, friendly people, and safety, without giving up on a successful career and thriving social life.**

Is This Heaven? No, It's Iowa! 69% Say State Is on the Right Track (51% Definitely Right Track)

- These positive feelings are especially strong among men, respondents aged 35-49, Republicans, conservatives, racial minorities, college-educated respondents, and high-income earners.
- It's lowest among liberals, low-income earners, and people who've considered leaving the state..



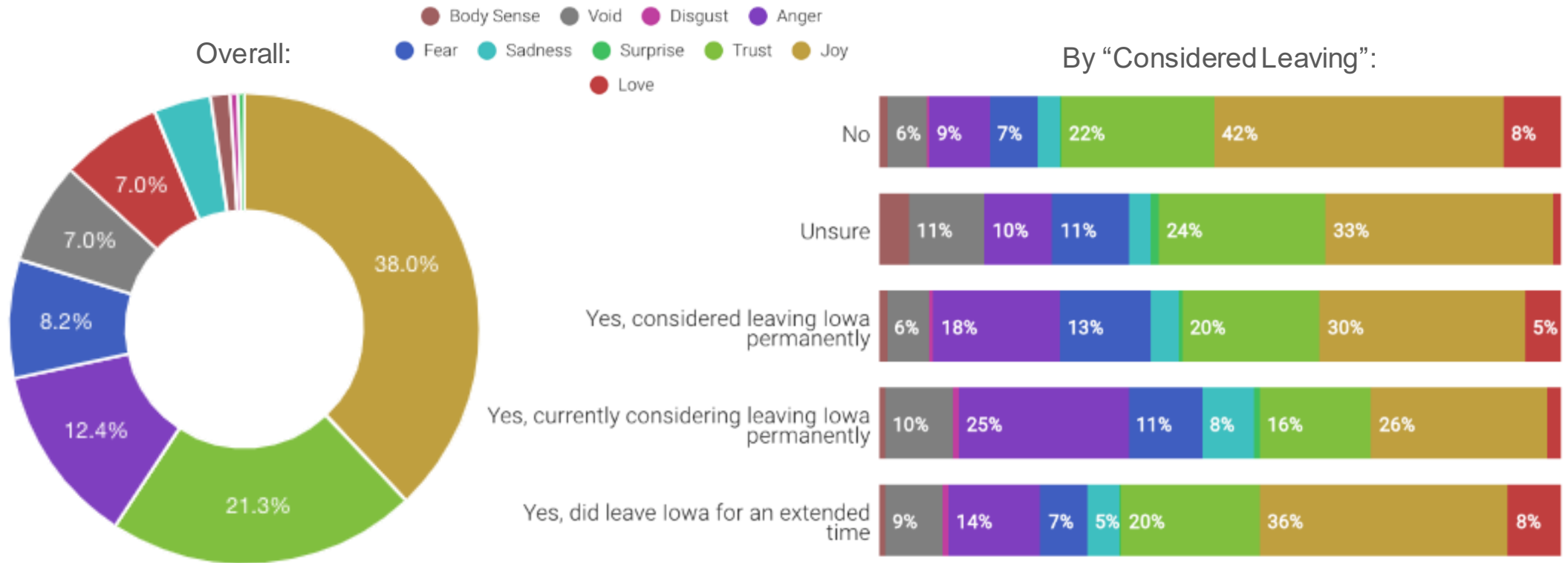
T2B = the sum of the two most positive values

B2B = the sum of the two most negative values

	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
T2B	69%	61%	77%	68%	74%	65%	80%	59%	58%	65%	79%	56%	71%	84%	70%	69%	67%	60%	77%
B2B	23%	28%	17%	23%	17%	28%	14%	28%	35%	24%	19%	32%	21%	12%	19%	24%	26%	32%	17%

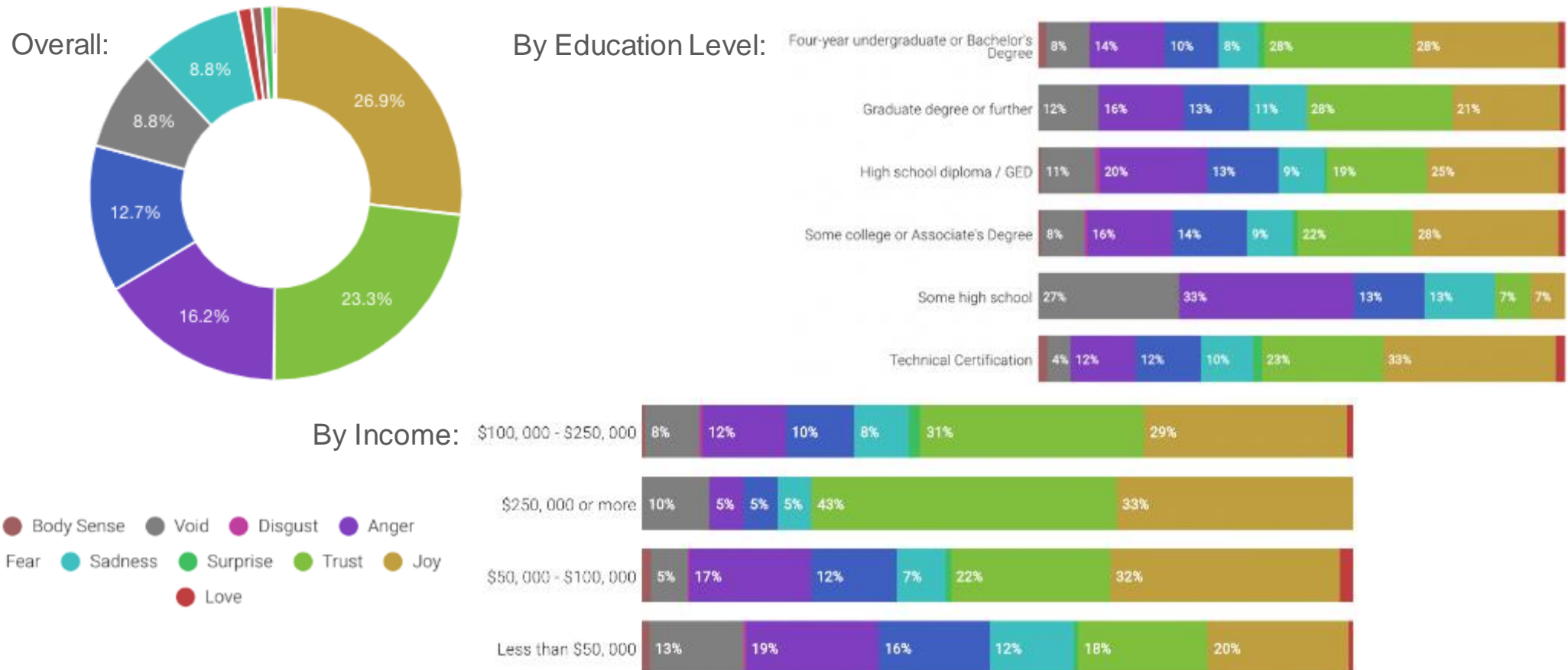
Iowans Feel Joy & Trust About Living in the State; Those Most Likely to Leave Feel More Anger and Fear

- 38% of respondents feel joy with the sub-emotions of admiration, tribute, optimism, encouragement, and gratitude.
- 21% feel trust with the sub-emotions of confidence, certainty, and safety.
- Among the 12% who feel anger, the sub-emotions are relatively mild: criticism, frustration, and disappointment. As you can see from the chart below, most of the anger is coming from respondents who are currently considering leaving the state.



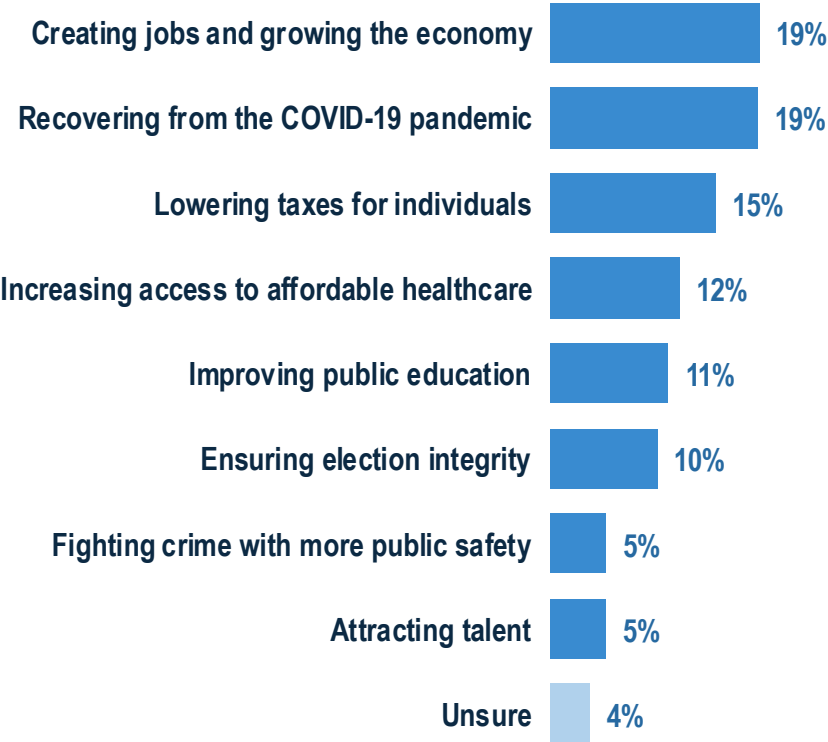
There's Less Joy, but About the Same Amount of Trust, When It Comes to Career Opportunities

- This time we see bigger differences via income and education level.
- The joy sub-emotions are optimism, encouragement, power, confidence, achievement, pride, and success.
- The trust sub-emotions are confidence and certainty.
- The anger sub-emotions are criticism, resentment, and disapproval.



Top Priorities: Jobs/Economy, Recovering From COVID-19, and Lowering Taxes

- Jobs and the economy is 22% or higher among: 25-34-year-olds, 50-65-year-olds, college-educated respondents, low-income earners, urbanites, people who've considered leaving the state, and in CD2.
- Recovering from the COVID-19 pandemic is 22% or higher among: women, respondents under age 35, Democrats, racial minorities, liberals, low-income earners, suburban voters, and in CDs 2 and 3.
- Lowering taxes for individuals is 18% or higher among: men, respondents under age 25, Republicans, conservatives, rural voters, and in CD3.

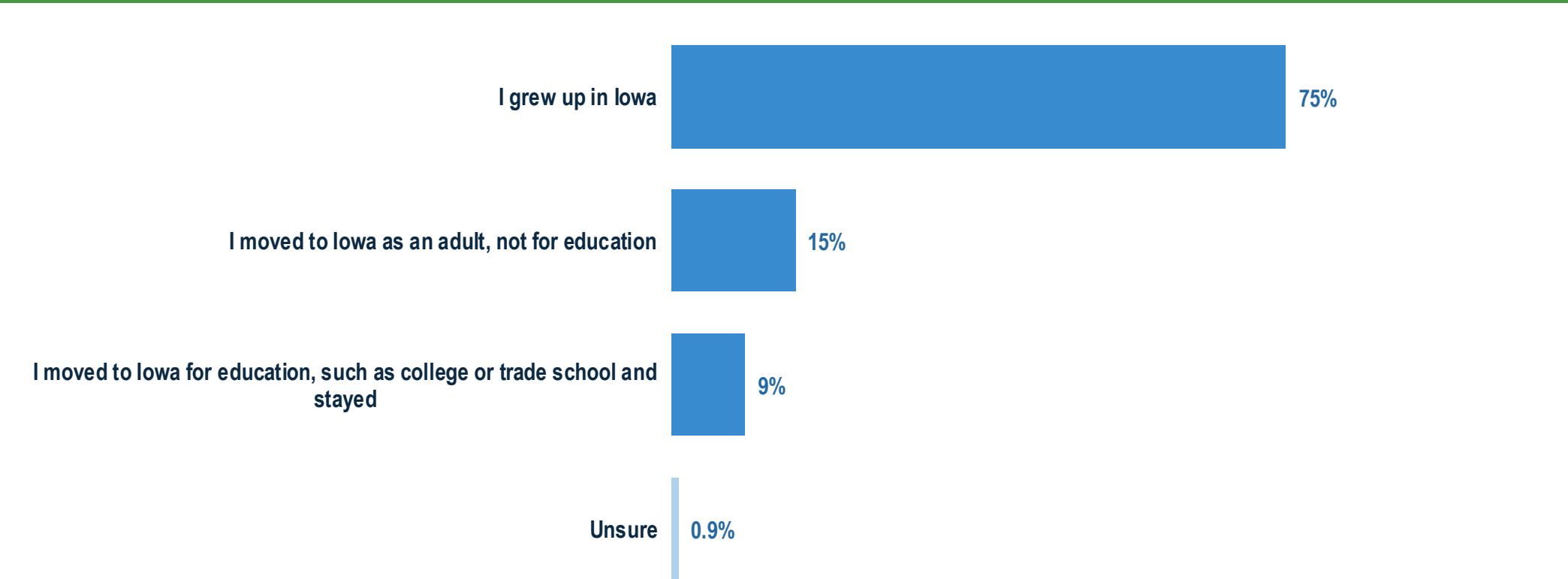


TOP 3 IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
Creating jobs and growing the economy	19%	19%	19%	21%	19%	18%	21%	17%	19%	17%	24%	23%	17%	16%	17%	18%	23%	23%	17%
Recovering from the COVID-19 pandemic	19%	25%	14%	22%	19%	17%	11%	22%	32%	20%	17%	23%	18%	15%	13%	23%	21%	19%	19%
Lowering taxes for individuals	15%	12%	18%	15%	15%	16%	19%	16%	7%	15%	15%	15%	15%	15%	17%	16%	13%	16%	15%

Two-Thirds of Respondents Grew Up in the State

Respondents among the 25% who did not grow up in the state are more likely to be:

- Aged 35-34 (19% moved for ed, 11% not ed)
- In CD2 (12% moved for ed, 20% not ed)
- Racial minorities (17% moved for ed, 21% not ed)



TOP 3 IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
I grew up in Iowa	75%	76%	74%	72%	75%	76%	77%	76%	69%	76%	72%	77%	74%	73%	81%	70%	73%	73%	78%
I moved to Iowa as an adult, not for education	15%	14%	16%	9%	14%	20%	17%	12%	16%	14%	19%	14%	17%	14%	13%	19%	13%	17%	12%
I moved to Iowa for education, such as college or trade school and stayed	9%	8%	10%	19%	10%	3%	6%	10%	14%	9%	10%	7%	9%	12%	4%	10%	14%	8%	9%

Most Have Never Considered Leaving & Many Who Did Came Back

- 2/3 of people making \$100K+ and those in CD4 have never considered leaving.
- The 9% who are currently considering leaving are more likely to be liberal, suburban, make less than \$50K, women under age 25 or aged 35-49, and/or live in CD3.
- Those who left and came back are more likely to be: Republican or Independent, a rural respondent, a low-income earner, white, in CD 2 or 3, and/or aged 50-65.

■ No

■ Yes, did leave Iowa for an extended time

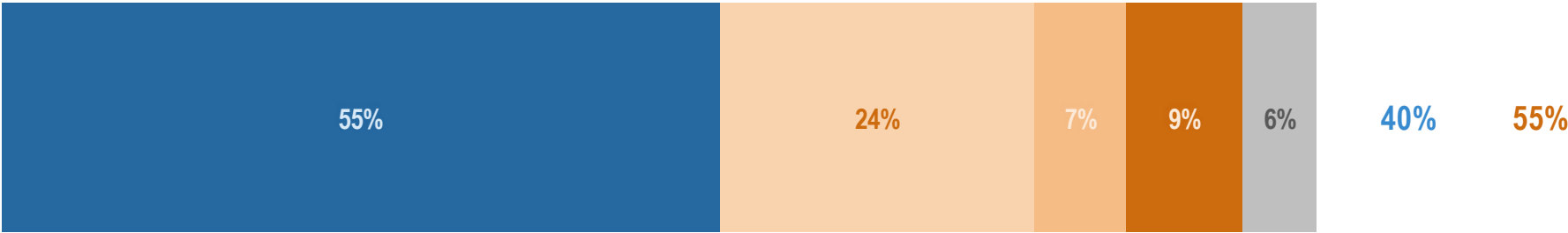
■ Yes, considered leaving Iowa permanently

■ Yes, currently considering leaving Iowa permanently

■ Unsure

NO

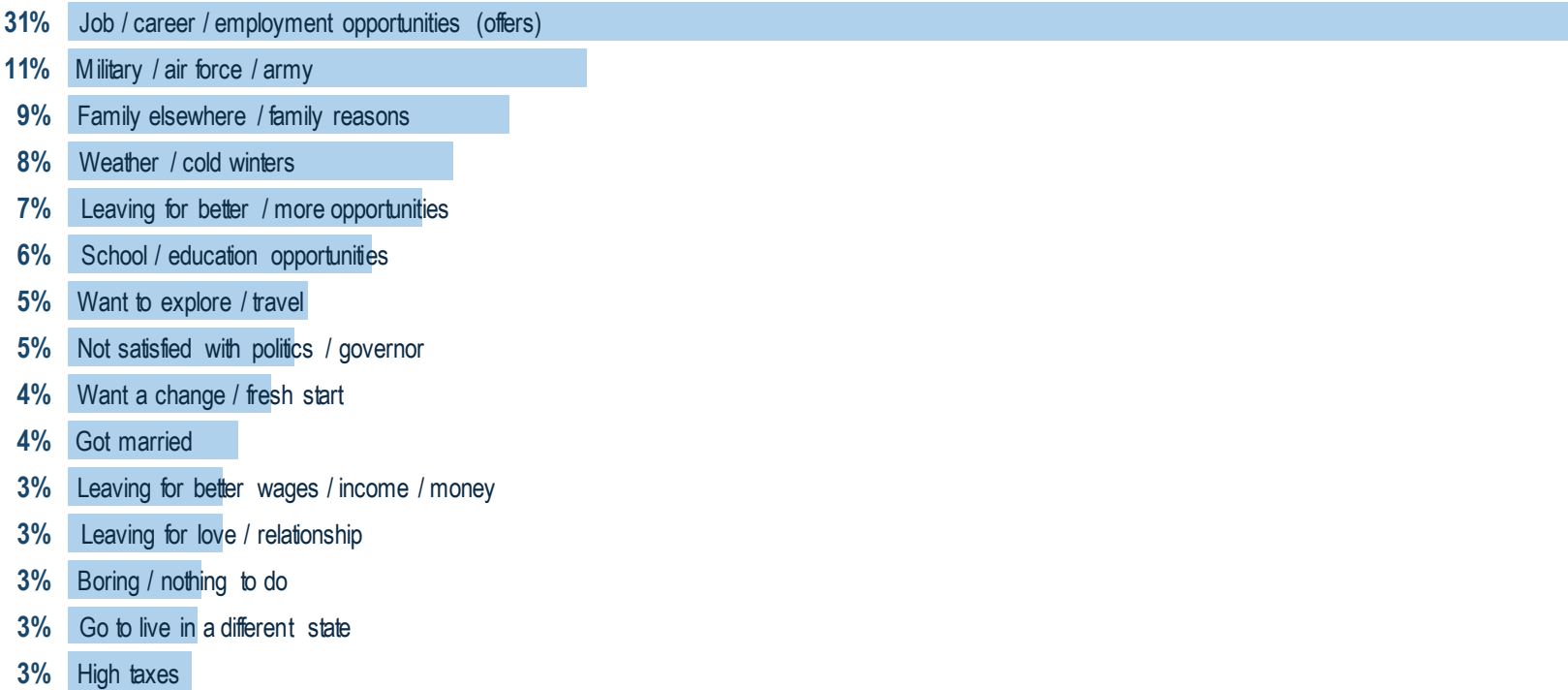
YES



	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
NO	56%	51%	60%	57%	60%	51%	57%	55%	54%	55%	58%	47%	57%	66%	57%	51%	60%	0%	100%
YES	40%	44%	36%	38%	33%	47%	39%	40%	41%	41%	37%	48%	38%	32%	41%	45%	35%	100%	0%

Most Who Would Consider Leaving Iowa Made the Consideration because of Work or Family

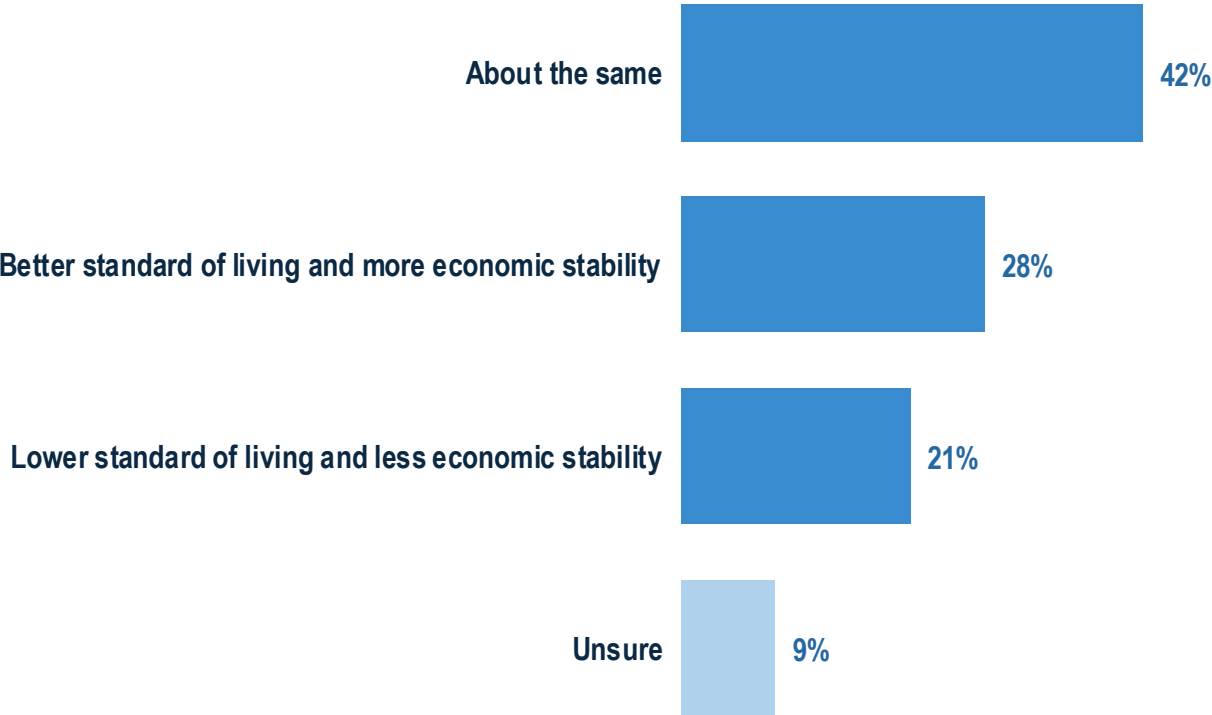
- 42% of the respondents who considered leaving (or left for a period of time) did so for career opportunities or due to their military service. The next-highest response was family reasons, followed by the weather.
- Those who considered leaving for their career are more likely to be men, make \$50K+, college-educated, and in CD1.



TOP 3 IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	322	191	131	61	110	151	139	105	78	228	94	147	115	60	124	110	88	322	0
Job / career / employment opportunities (...	31%	29%	33%	22%	35%	33%	35%	24%	31%	27%	43%	25%	35%	37%	30%	31%	32%	31%	0%
Military / air force / army	11%	5%	18%	2%	3%	19%	17%	7%	2%	11%	10%	12%	8%	12%	15%	8%	9%	11%	0%
Family elsewhere / family reasons	9%	13%	5%	6%	12%	9%	8%	5%	17%	10%	7%	9%	11%	8%	8%	10%	10%	9%	0%

70% Think the Standard of Living Will Be the Same or Better in the Future

Among the 21% who think it will be lower, we see more women than men, more 50-65-year-olds than younger folks, more Republicans and Independents than Democrats, more low-income earners than mid- and high-income earners, more rural respondents than urban and suburban ones, and more people who've considered leaving than those who have not.



TOP 3	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
About the same	42%	42%	43%	51%	41%	39%	39%	46%	45%	45%	35%	44%	43%	39%	44%	44%	39%	39%	46%
Better standard of living and more econom ...	28%	25%	31%	25%	40%	19%	27%	25%	34%	26%	34%	21%	29%	36%	21%	28%	35%	19%	35%
Lower standard of living and less economi ...	21%	24%	18%	17%	16%	28%	23%	21%	16%	21%	21%	25%	19%	18%	23%	19%	21%	30%	14%

More Than Half Think Taxes on Individuals Are Too High; Nearly 1/3 Think They're About Right

- Noticable differences exist via:
- Age: those under 25 or over 49 are more likely to think they're too high
 - Congressional District: those in CDs 1 and 3 are more likely to think they're too high
 - Party: Republicans are more likely to think they're too high
 - Income: low-income earners are more likely to think they're too high
 - Whether they'd leave Iowa: those who've considered it are more likely to think they're too high

■ Much too high ■ A little too high ■ About right ■ A little too low ■ Much too low ■ Unsure

TOO HIGH TOO LOW



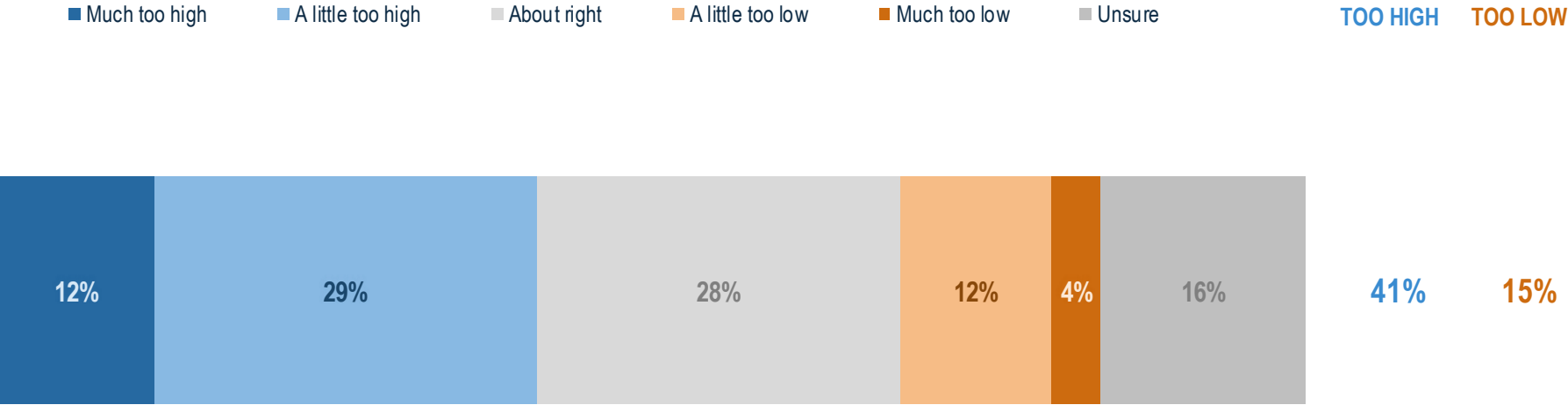
TOO HIGH = the sum of the two most positive options
TOO LOW = the sum of the two most negative options

INDIVIDUAL TAXES IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
TOO HIGH	58%	57%	60%	61%	52%	63%	66%	56%	44%	59%	56%	68%	53%	52%	61%	59%	54%	66%	53%
TOO LOW	5%	4%	5%	6%	5%	3%	4%	3%	8%	4%	5%	2%	6%	7%	4%	6%	4%	3%	6%

Fewer Think Taxes on Businesses Are Too High, Though It's Still a Plurality

- Noticable differences exist via:
- Gender: men are more likely to think they're too high
 - Congressional District: those in CD3 are slightly more likely to think they're too high, especially compared to those in CD2
 - Party: Republicans are more likely to think they're too high
 - Income: mid- and high-income earners are more likely to think they're too high
 - Urbanicity: rural respondents are more likely to think they're too high

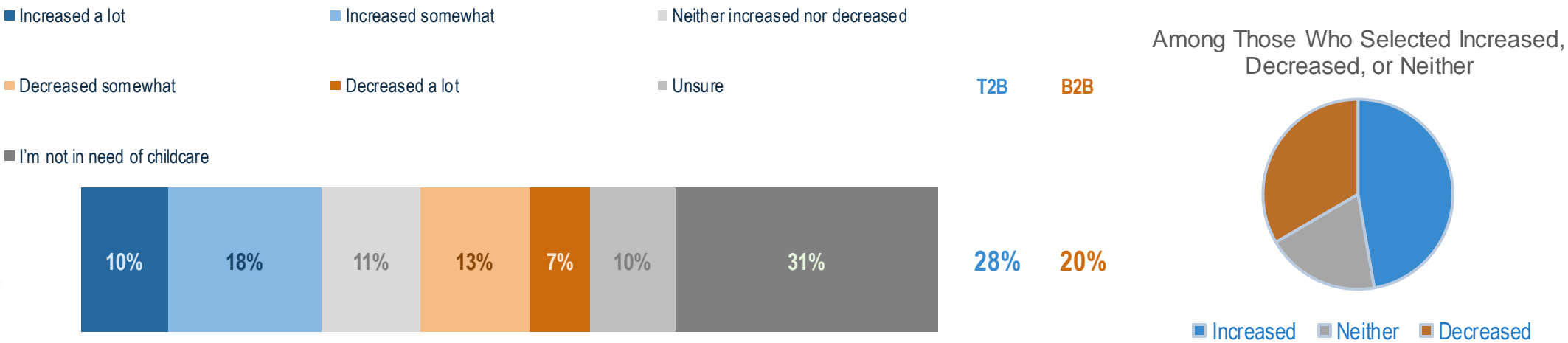
TOO HIGH = the sum of the two most positive options
TOO LOW = the sum of the two most negative options



BUSINESS TAXES IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
		Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
TOO HIGH	41%	38%	44%	42%	42%	40%	50%	38%	27%	41%	42%	38%	43%	43%	46%	39%	38%	42%	40%
TOO LOW	15%	16%	15%	17%	15%	15%	9%	17%	26%	16%	14%	18%	14%	13%	14%	18%	15%	17%	14%

Among Those Who Need Childcare, Almost Half Think Access Has Increased

- Respondents aged 25-49 (aka those most likely to be parents), Democrats, racial minorities, high-income earners, urban respondents, and people who have not considered leaving the state are particularly likely to have noticed an increase in access to affordable childcare.



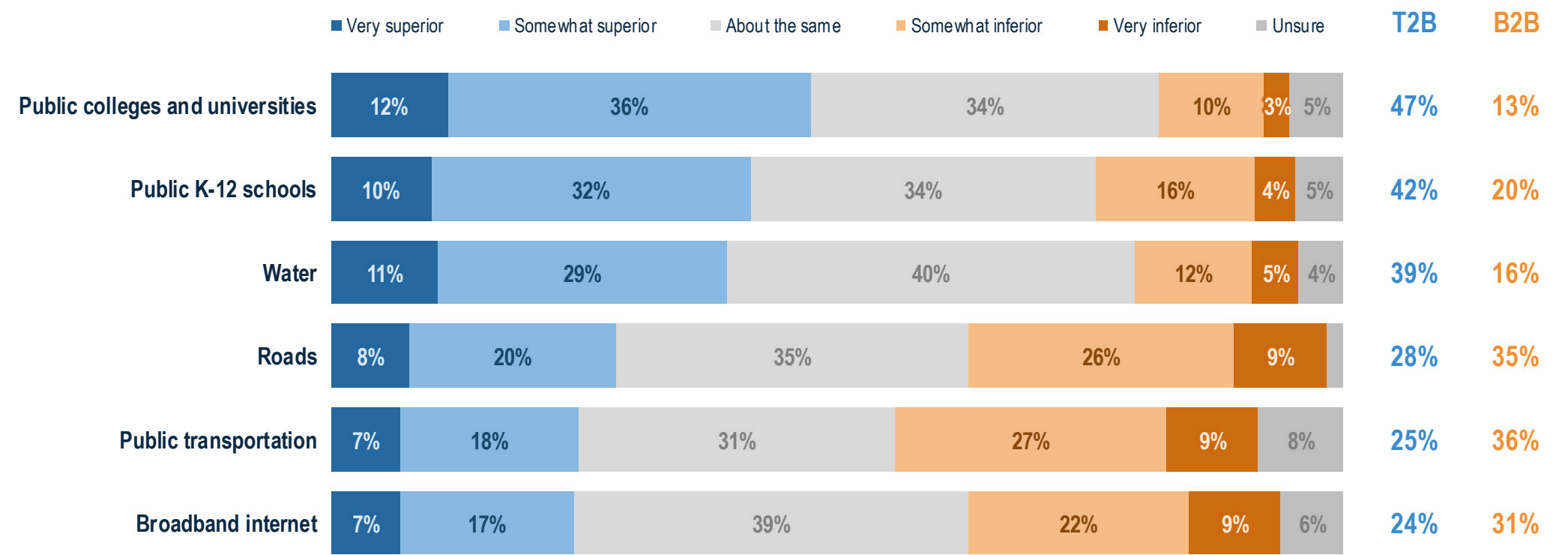
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B2B = the sum of the two most negative options

CHILDCAREIN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
T2B	28%	27%	29%	32%	37%	18%	28%	25%	33%	29%	26%	22%	31%	33%	25%	26%	33%	21%	33%
B2B	20%	22%	18%	23%	22%	16%	16%	19%	30%	19%	23%	20%	20%	19%	18%	19%	23%	22%	18%

Iowa's Schools & Water Are Among the State's Strengths

- Both public K-12 and post-secondary schools are viewed as superior or equal to those in other states by the vast majority of respondents. In fact, 1/5 or fewer view them as inferior.
- Later in the deck you'll see schools ranked low in the things Iowans find most appealing about the state. However, this information shows that they do think the schools are superior to those in other states. They're not unhappy with Iowa's schools by any means.
- Iowa's roads, public transportation, and broadband internet are viewed as "about the same" by a plurality of respondents. Though, for all three more think they're inferior than superior. Some tweaks to these items could increase citizens' satisfaction.

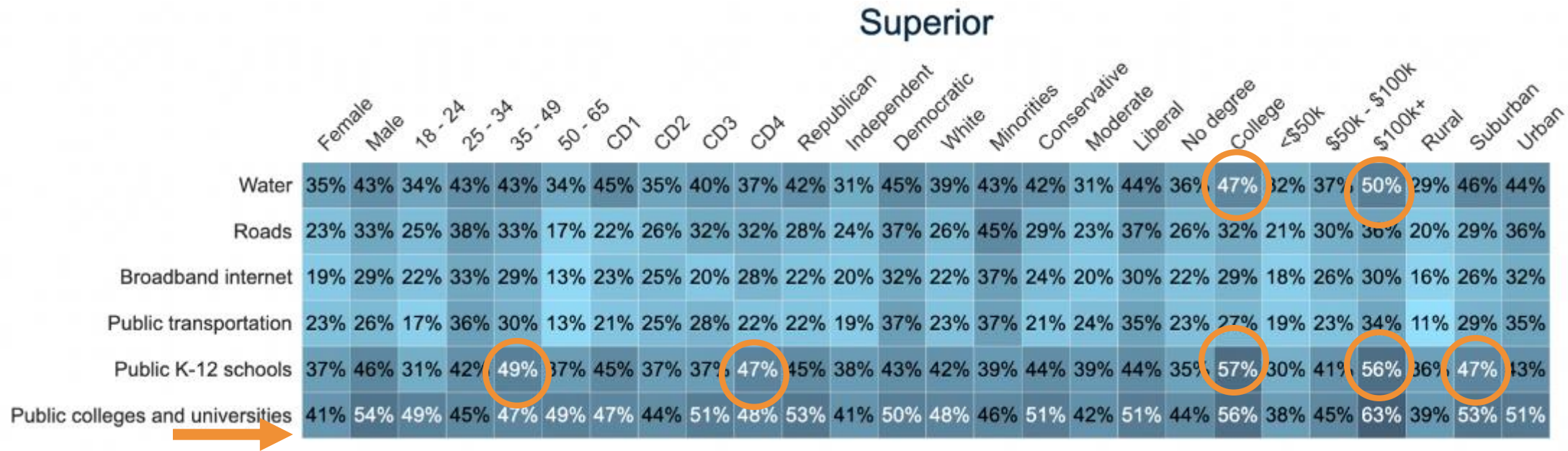


T2B = the sum of the two most positive options
B2B = the sum of the two most negative options

TOP 3 IN T2B DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
Public colleges and universities	47%	41%	54%	48%	48%	47%	51%	40%	51%	44%	56%	38%	45%	63%	39%	53%	51%	45%	50%
Public K-12 schools	42%	37%	46%	32%	51%	39%	44%	36%	44%	35%	57%	30%	41%	56%	36%	47%	43%	38%	45%
Water	39%	35%	43%	33%	46%	36%	42%	31%	44%	36%	47%	32%	37%	50%	29%	46%	44%	33%	45%

The Support for Iowa's Public Colleges & Universities Is Particularly Widespread

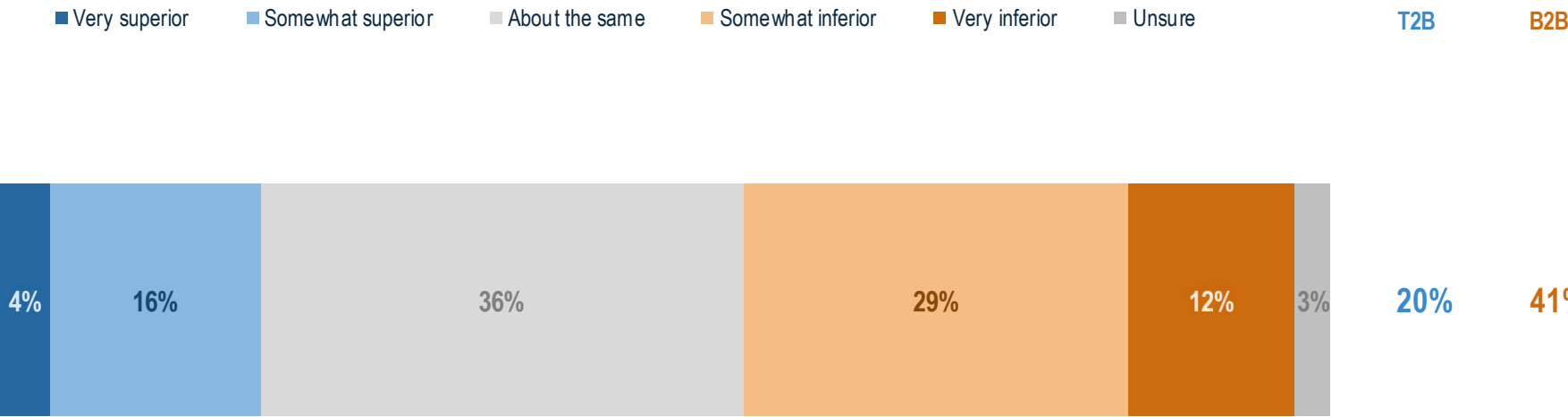
- With the exception of low-income earners and rural respondents, at least 41% of every major demographic group thinks the post-secondary schools are superior (low-income: 38% / rural: 39%).
- For K-12 schools, support is especially high among 35-49-year-olds, college-educated respondents, high-income earners, suburbanites, and in CD4.
- The state's water is a highlight for college-educated respondents and high-income earners.



Things Take a Downward Turn When It Comes to Entertainment ...

Respondents under age 25, people in CD2, white respondents, low-income earners, rural respondents, and people who've considered leaving are the most likely to think Iowa's entertainment options leave something to be desired.

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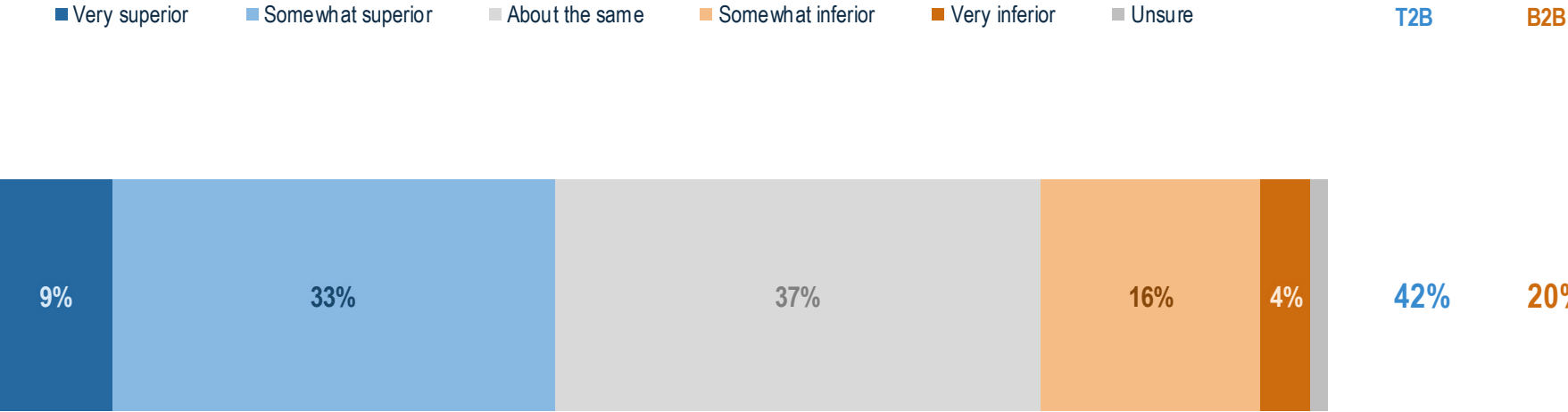


ENTERTAINMENT OPPORTUNITIES IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
		Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
T2B	20%	18%	21%	20%	24%	15%	17%	17%	29%	19%	21%	16%	22%	21%	10%	22%	28%	15%	23%
B2B	41%	44%	39%	44%	40%	42%	40%	42%	44%	41%	41%	48%	39%	36%	44%	41%	38%	54%	34%

...They Pick Back Up When It Comes to Outdoor Recreation

The 1-in-5 who think the state’s outdoor recreational opportunities are inferior are more likely to be: aged 35-49, in CDs 2 or 4, Independent, liberal, and/or someone who’s considered leaving (though a plurality of all these groups believe they’re superior overall).

T2B = the sum of the two most positive options
B2B = the sum of the two most negative options



RECREATION OPPORTUNITIES IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
T2B	42%	40%	44%	39%	46%	39%	42%	41%	43%	40%	47%	38%	44%	44%	39%	43%	43%	38%	46%
B2B	20%	22%	18%	23%	19%	19%	20%	18%	23%	21%	19%	22%	21%	17%	18%	22%	21%	26%	16%

Respondents Are Split on Whether the Professional Opportunities Are Inferior or About the Same As Other States

- Most respondents are lukewarm in their response – there are many more *somewhat* inferior/superior than *very* inferior/superior.
- Older respondents are particularly negative on this topic.
- CD2 is more negative than the other CDs.
- Independents are more negative than Republicans and Democrats.
- There are stark contrasts based on education, income, and urbanicity.

Very superior

Somewhat superior

About the same

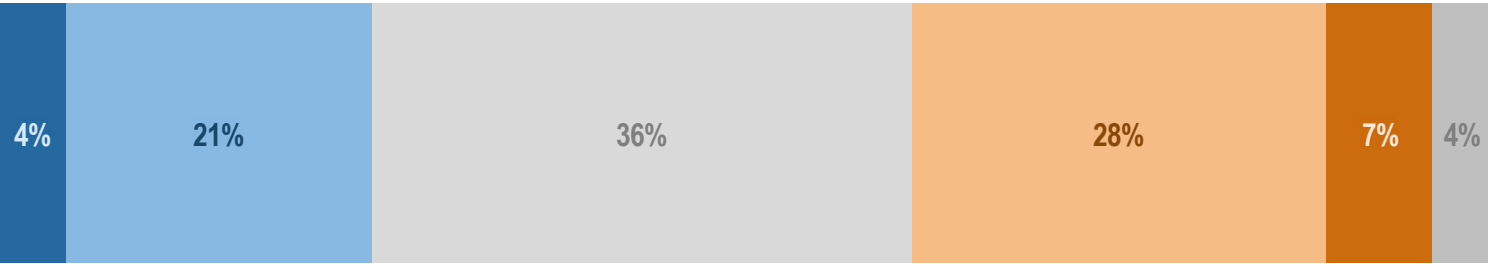
Somewhat inferior

Very inferior

Unsure

T2B

B2B



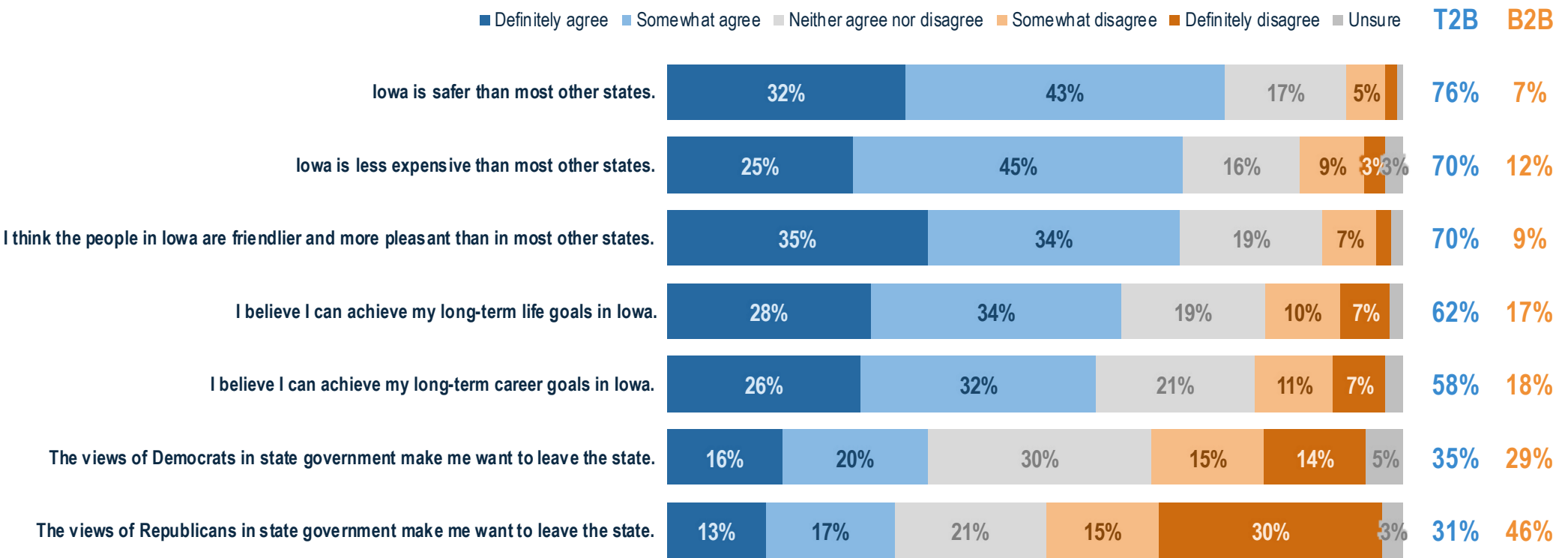
T2B = the sum of the two most positive options

B2B = the sum of the two most negative options

PROFESSIONAL OPPORTUNITIES IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
		Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
T2B	25%	23%	27%	27%	33%	17%	23%	22%	32%	22%	33%	17%	25%	35%	15%	30%	32%	18%	30%
B2B	35%	38%	33%	38%	31%	37%	35%	34%	38%	35%	35%	39%	35%	30%	40%	34%	31%	46%	28%

With the Exception of the Political Party Statements, Most lowans Agree With Every Statement Tested

The top three statements have to do with the experience of living in Iowa, while the middle two are about accomplishing goals while living in Iowa. Respondents need to know they can achieve all their dreams while enjoying the state’s safety, low cost of living, and people.



T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

TOP3 IN T2B DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME				URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+		Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195		308	249	269	322	463
Iowa is safer than most other states.	76%	69%	82%	72%	74%	79%	85%	65%	71%	73%	84%	68%	74%	87%		77%	77%	72%	72%	80%
Iowa is less expensive than most other st ...	70%	64%	76%	70%	72%	68%	74%	63%	71%	67%	77%	62%	72%	79%		69%	70%	72%	66%	75%
I think the people in Iowa are friendlier ...	70%	65%	75%	64%	72%	71%	77%	58%	70%	66%	80%	60%	72%	79%		71%	70%	68%	64%	75%

Highlight the Career Opportunities Available in the State

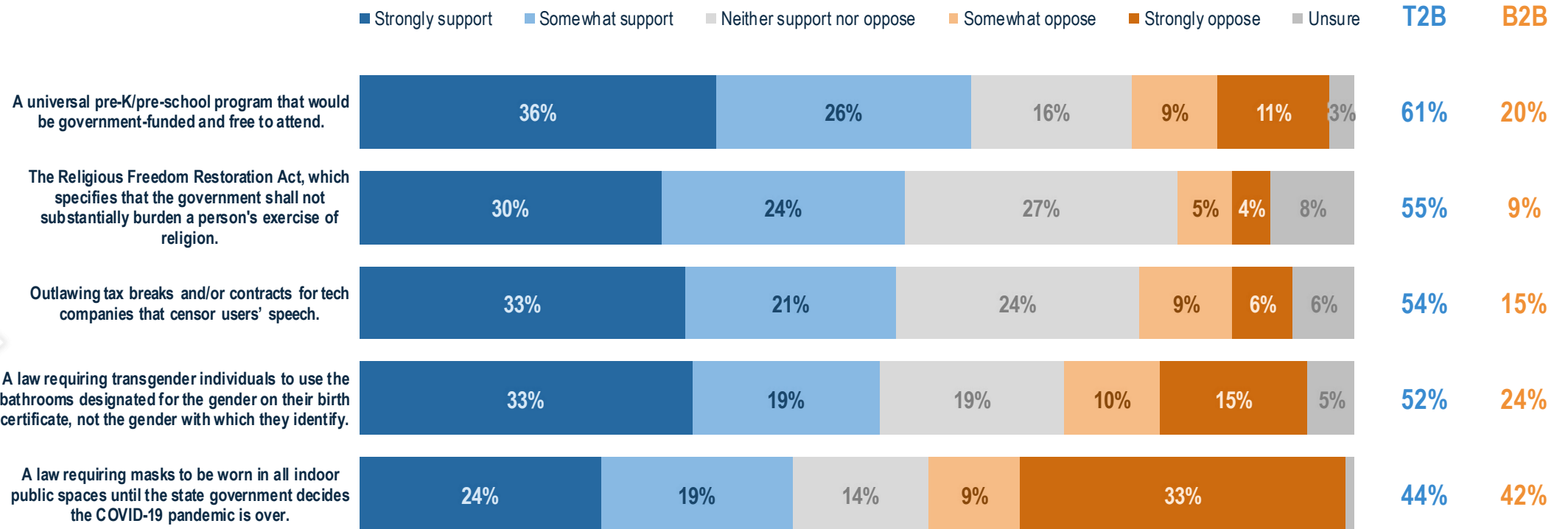
The following groups need to know their life and career goals aren't out of reach in Iowa: women, 18-24-year-olds, people without a college degree, people in CD2, Independents, and low-income earners.

Agree

	Female	Male	18 - 24	25 - 34	35 - 49	50 - 65	CD1	CD2	CD3	CD4	Republican	Independent	Democratic	White	Minorities	Conservative	Moderate	Liberal	No degree	College	<\$50k	\$50k - \$100k	\$100k+	Rural	Suburban	Urban
Career Goals	52%	64%	43%	60%	68%	53%	58%	52%	61%	62%	65%	51%	62%	58%	60%	64%	53%	58%	52%	75%	43%	61%	75%	55%	59%	62%
Life Goals	56%	68%	35%	63%	70%	63%	62%	60%	59%	67%	70%	53%	64%	63%	54%	69%	56%	59%	57%	75%	46%	63%	80%	61%	60%	64%
People	65%	75%	63%	68%	74%	69%	68%	64%	75%	72%	76%	64%	71%	71%	58%	77%	62%	70%	66%	80%	60%	72%	79%	71%	70%	68%
Safer	69%	82%	74%	70%	78%	78%	76%	70%	75%	83%	83%	73%	73%	77%	68%	85%	68%	71%	73%	84%	68%	74%	87%	77%	77%	72%
Less Expensive	64%	76%	75%	70%	72%	66%	70%	67%	70%	74%	73%	67%	72%	69%	75%	74%	66%	71%	67%	77%	62%	72%	79%	69%	70%	72%
Leave b/c GOP	35%	27%	36%	32%	33%	26%	27%	34%	33%	29%	13%	33%	57%	29%	44%	17%	36%	56%	32%	28%	27%	32%	34%	23%	39%	33%
Leave b/c Dems	29%	42%	21%	32%	44%	34%	41%	32%	34%	35%	46%	36%	21%	35%	40%	48%	27%	22%	35%	36%	21%	42%	47%	40%	36%	30%

Only the Mask Mandate Isn't Supported by the Majority

- Universal Pre-K is overwhelmingly popular.
- The RFRA, outlawing tax breaks/contracts for companies that censor, and the bathroom bill are all supported by just over half of respondents.
- Voters are split on the mask mandate, but it has more support than opposition among women, respondents under age 35, Democrats, racial minorities, moderates, liberals, urban voters, and in CD3.



T2B = the sum of the two most positive options
B2B = the sum of the two most negative options

TOP3 IN T2B DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY			LEAVE vs NOT LEAVE	
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
A universal pre-K/pre-school program that ...	61%	68%	55%	71%	65%	53%	44%	72%	84%	61%	62%	67%	62%	54%	54%	63%	68%	61%	62%
The Religious Freedom Restoration Act, wh ...	55%	48%	61%	49%	62%	52%	63%	45%	52%	52%	62%	47%	55%	65%	58%	52%	55%	54%	57%
Outlawing tax breaks and/or contracts for ...	54%	44%	63%	44%	55%	59%	64%	46%	44%	52%	58%	46%	55%	63%	62%	52%	46%	52%	56%

Issues Support & Opposition

Support

	Female	Male	18 - 24	25 - 34	35 - 49	50 - 65	CD1	CD2	CD3	CD4	Republican	Independent	Democratic	White	Minorities	Conservative	Moderate	Liberal	No degree	College	<\$50k	\$50k - \$100k	\$100k+	Rural	Suburban	Urban
Data Censorship	44%	63%	40%	52%	56%	59%	55%	56%	52%	53%	65%	51%	46%	53%	58%	64%	49%	44%	52%	58%	46%	55%	63%	62%	52%	46%
RFRA	48%	61%	51%	55%	57%	54%	56%	48%	58%	57%	61%	49%	57%	55%	56%	63%	47%	52%	52%	62%	47%	55%	65%	58%	52%	55%
Bathroom Bill	43%	61%	29%	49%	57%	59%	56%	47%	50%	57%	68%	44%	43%	51%	61%	66%	43%	38%	53%	50%	42%	55%	63%	55%	50%	51%
Mask Mandates	47%	40%	51%	52%	43%	34%	37%	45%	50%	41%	23%	40%	77%	42%	54%	24%	53%	78%	42%	47%	45%	42%	44%	32%	44%	57%
Universal Pre-K	68%	55%	76%	67%	61%	52%	55%	64%	64%	62%	45%	63%	85%	61%	67%	44%	75%	84%	61%	62%	67%	62%	54%	54%	63%	68%

Oppose

	Female	Male	18 - 24	25 - 34	35 - 49	50 - 65	CD1	CD2	CD3	CD4	Republican	Independent	Democratic	White	Minorities	Conservative	Moderate	Liberal	No degree	College	<\$50k	\$50k - \$100k	\$100k+	Rural	Suburban	Urban
Data Censorship	18%	13%	15%	15%	17%	14%	17%	14%	14%	17%	16%	13%	18%	16%	12%	15%	14%	20%	17%	12%	17%	17%	12%	11%	14%	21%
RFRA	9%	10%	7%	12%	9%	9%	11%	11%	8%	8%	9%	10%	9%	9%	12%	9%	7%	12%	9%	10%	11%	9%	7%	8%	12%	9%
Bathroom Bill	31%	18%	42%	24%	18%	24%	23%	24%	34%	16%	14%	29%	32%	26%	18%	14%	24%	46%	24%	25%	31%	25%	16%	23%	27%	24%
Mask Mandates	38%	46%	32%	30%	43%	54%	48%	42%	36%	43%	66%	40%	12%	44%	28%	66%	24%	13%	41%	43%	39%	45%	42%	53%	41%	30%
Universal Pre-K	14%	26%	9%	12%	19%	30%	22%	16%	21%	20%	32%	17%	6%	21%	11%	32%	8%	8%	18%	24%	14%	22%	25%	23%	20%	17%

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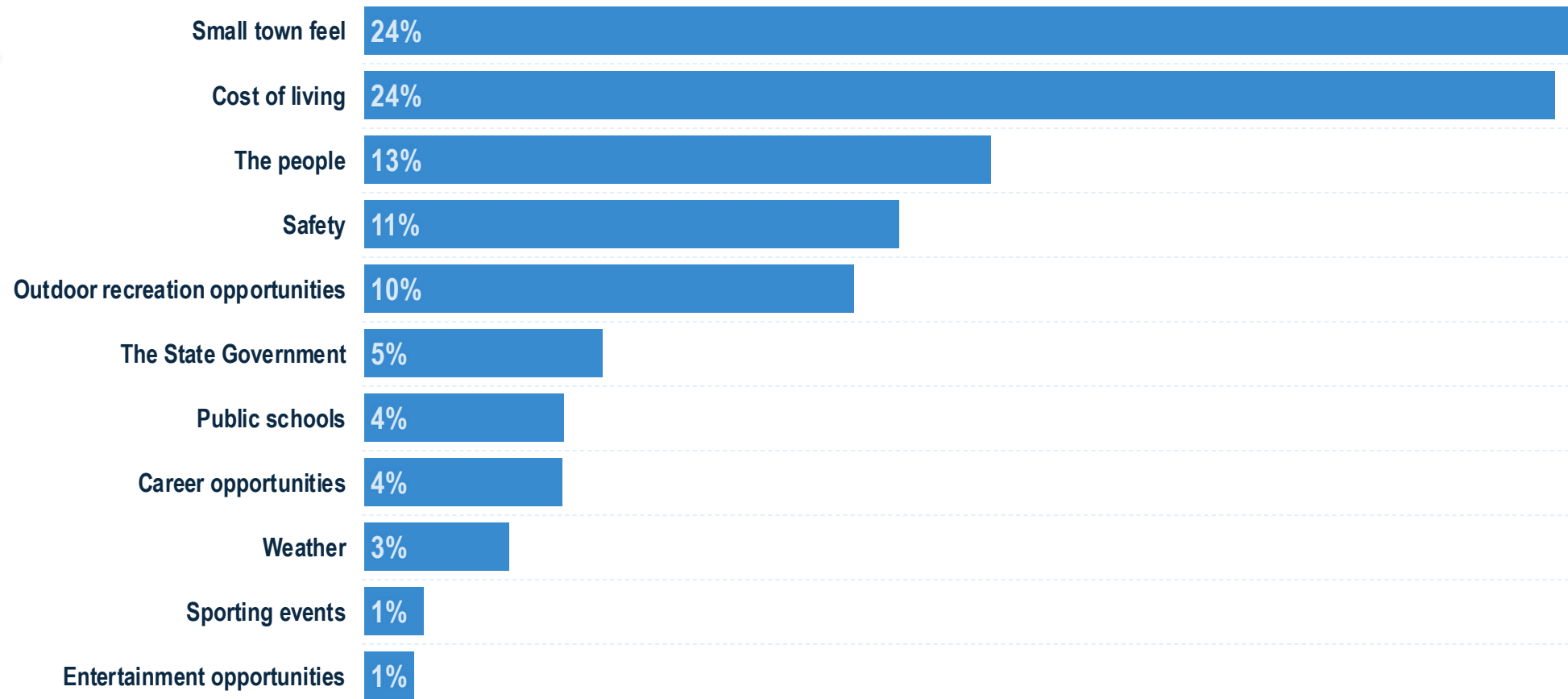
MAX-DIFF



Why Iowa? Small Town Feel & Cost of Living

- While the people, safety, and outdoor recreational opportunities are popular, they pale in comparison to the small town feel and cost of living.
- The state government and schools don't get high marks here – however, it's important to realize that many respondents may take these things for granted. They're not positively motivated by them because there's no problem with them. If they felt there was a problem, they'd likely be highly motivated in a negative way.
- Respondents are not impressed with the career opportunities, weather, sporting events, or entertainment.

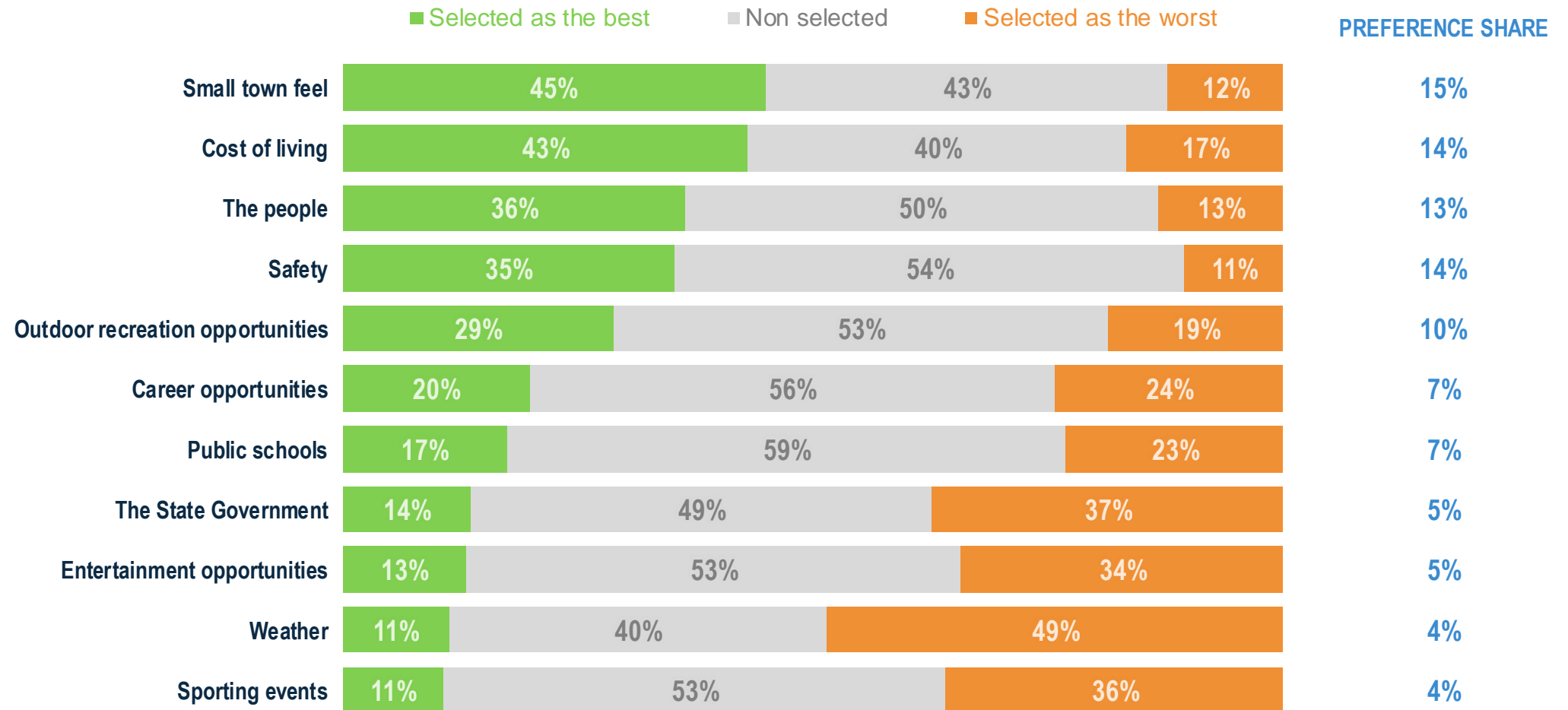
THE MOST PREFERRED
simulates a situation in which the respondents choose from all items the one with the highest preference



We See Similar Results When Looked at as a Simulated Distribution of 100%

- Once again, the small town feel and cost of living are the most appreciated, with the people, safety, and outdoor recreation representing a second tier of attributes.
- Entertainment, weather, and sporting events are at the bottom. Highlighting fun winter activities that Iowa is uniquely suited for (snowshoeing, cross country skiing, etc.) could help alleviate some of this dissatisfaction. Likewise, efforts to brand UofI and ISU sports as “for everyone” in the state” as opposed to just for the schools’ students and alumni could create more of a community feel for both universities’ teams.

PREFERENCE SHARE
simulates a situation in which respondents distribute 100% among all items according to their preferences



Max-Diff Crosstab Information

Row %	Small town feel	Cost of living	The people	Safety	Outdoor recreation opportunities	The State Government	Public schools	Career opportunities	Weather	Sporting events	Entertainment opportunities	Row Population
Female	24.7%	24.8%	12.9%	12.0%	10.2%	3.2%	4.0%	3.9%	3.1%	.7%	.4%	411
Male	24.0%	23.5%	12.4%	9.7%	9.6%	6.5%	4.1%	4.1%	2.8%	1.7%	1.7%	415
18 - 24	21.7%	28.0%	14.4%	9.4%	11.6%	10.1%	1.7%	3.1%	.0%	.0%	.0%	99
25 - 34	16.8%	26.5%	9.7%	10.6%	10.2%	5.2%	4.5%	8.3%	3.9%	1.2%	3.0%	197
35 - 49	20.3%	23.9%	11.2%	12.9%	10.4%	4.2%	6.5%	3.7%	4.5%	1.5%	1.0%	264
50 - 65	35.1%	21.1%	15.7%	9.5%	8.6%	3.2%	2.1%	1.4%	1.9%	1.4%	.0%	266
CD1	21.8%	24.1%	12.6%	12.0%	11.5%	8.7%	1.6%	3.3%	3.7%	.7%	.0%	201
CD2	23.8%	23.5%	12.9%	7.6%	12.2%	2.6%	6.6%	4.4%	4.0%	.9%	1.5%	204
CD3	25.0%	25.5%	9.7%	11.9%	11.2%	3.7%	5.0%	5.3%	.9%	1.2%	.5%	230
CD4	26.9%	23.0%	16.1%	11.8%	4.3%	4.5%	2.8%	2.8%	3.5%	2.0%	2.3%	191
Republican	27.7%	20.1%	14.2%	11.1%	9.4%	5.2%	3.0%	5.0%	2.7%	1.7%	.0%	314
Independent	23.9%	25.7%	11.0%	11.6%	12.1%	4.8%	4.1%	2.5%	2.3%	.6%	1.4%	262
Democratic	18.3%	27.7%	13.1%	10.6%	7.3%	5.0%	6.0%	4.2%	4.2%	1.5%	2.2%	222
White	24.8%	24.7%	13.0%	11.5%	9.6%	4.5%	3.4%	3.6%	3.1%	1.0%	.7%	718
Minorities	22.3%	20.5%	10.9%	6.3%	10.3%	7.4%	8.2%	6.9%	1.9%	2.5%	3.0%	106
Conservative	30.0%	22.8%	14.1%	9.8%	7.3%	4.9%	2.6%	2.9%	3.5%	1.6%	.6%	393
Moderate	20.7%	23.2%	12.2%	11.9%	13.2%	1.0%	5.7%	4.9%	4.5%	.7%	2.1%	216
Liberal	15.3%	27.5%	9.2%	12.8%	11.3%	9.6%	5.6%	5.7%	.6%	1.3%	1.0%	180
No degree	27.5%	22.4%	12.4%	9.6%	11.5%	4.3%	3.6%	4.3%	2.5%	.9%	1.0%	591
College	16.6%	28.5%	13.3%	13.9%	5.9%	6.2%	5.3%	3.2%	4.0%	1.9%	1.2%	235
<\$50k	28.4%	22.8%	13.2%	12.0%	13.0%	2.7%	2.1%	3.9%	.8%	.7%	.3%	315
\$50k - \$100k	25.5%	27.8%	11.8%	9.5%	8.3%	3.7%	3.8%	2.4%	4.0%	1.8%	1.5%	269
\$100k+	17.9%	21.8%	13.0%	10.8%	7.7%	8.8%	6.9%	6.0%	4.6%	1.2%	1.5%	242
Rural	36.9%	23.2%	11.4%	9.3%	8.0%	3.0%	3.0%	2.9%	1.1%	.9%	.3%	306
Suburban	20.3%	23.6%	13.4%	11.6%	12.9%	5.7%	5.2%	1.1%	1.7%	2.6%	1.9%	253
Urban	13.9%	25.6%	13.4%	11.9%	9.3%	6.1%	4.1%	8.0%	6.3%	.2%	1.1%	267

ICA Poll of Working Age Iowans

Sample Structure

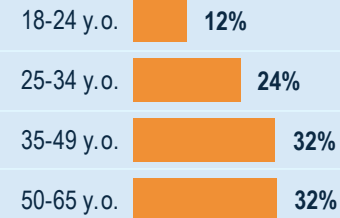


Sample Structure

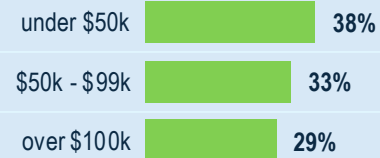
GENDER



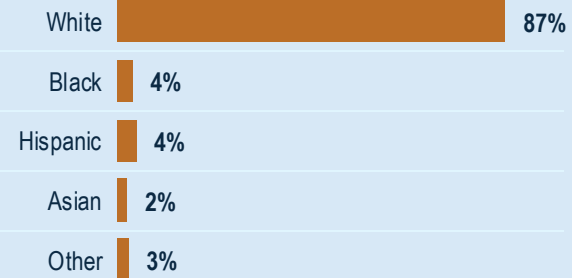
AGE



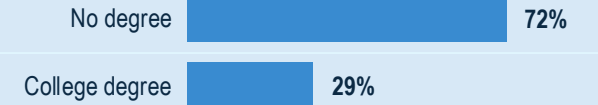
INCOME



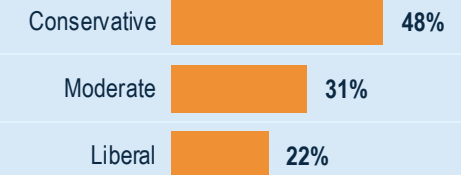
RACE



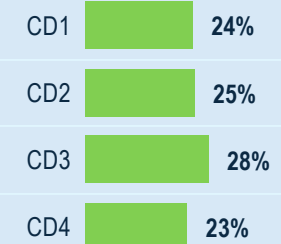
EDUCATION



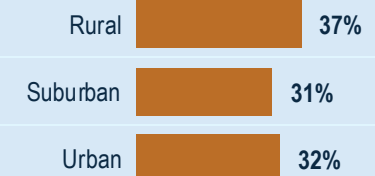
IDEOLOGY



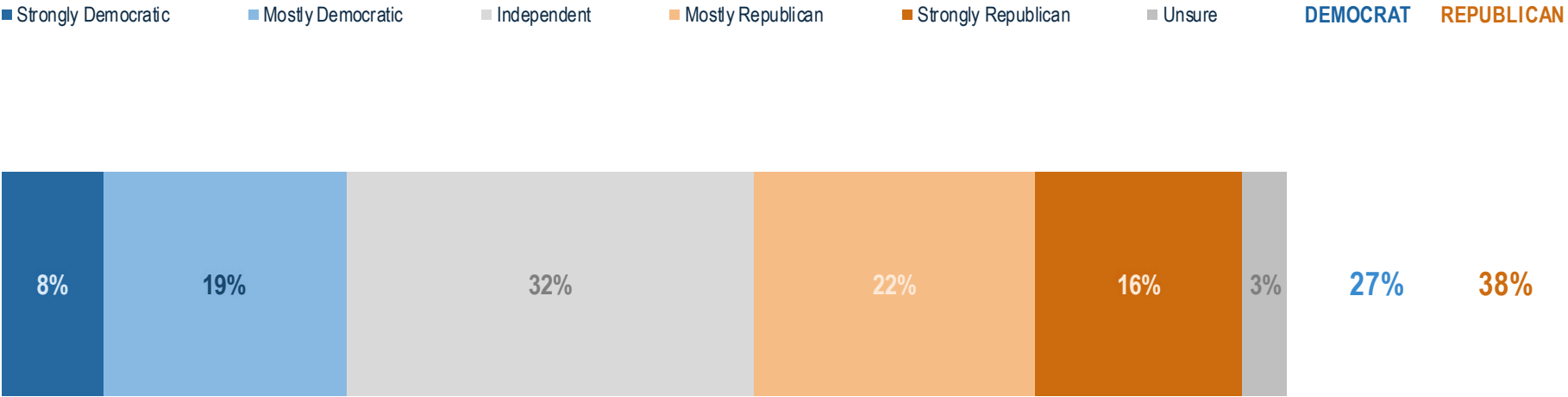
REGION



URBANCITY



Partisanship



DEMOCRAT = the sum of the two Democratic options

REPUBLICAN = the sum of the two Republican options

PARTISANSHIP IN DETAIL	TOTAL	GENDER		AGE			IDEOLOGY			EDUCATION		INCOME			URBANICITY		LEAVE vs NOT LEAVE		
	TOTAL	Female	Male	18-29	30-45	46-65	Con	Mod	Lib	No degree	Degree	<\$50K	\$50K-\$100K	\$100K+	Rural	Suburban	Urban	Lv	NotLv
NUMBER OF RESPONDENTS	826	455	371	161	335	330	360	275	191	571	255	307	324	195	308	249	269	322	463
REPUBLICAN	38%	34%	42%	25%	35%	48%	66%	14%	11%	36%	44%	32%	38%	46%	42%	35%	36%	36%	40%
DEMOCRAT	27%	32%	21%	31%	30%	22%	12%	22%	66%	27%	26%	26%	27%	28%	17%	30%	36%	24%	29%

DECEMBER 20, 2021



CYNAL

ICA Poll of Working Age Iowans

Jacqueline Boggess, Director of Insights & Communication
Brent Buchanan, Founder & CEO

powered by

 **response:AI**