



CYGNAL

Survey of Working Age Residents

Iowa Statewide

Conducted November 30 - December 4, 2025

n=1200 | $\pm 2.83\%$

Q1. Age Range Screener: What is your age as of today?

	Freq.	%
Gen Z (18 - 27)	264	22.0%
Younger Millennial (28 - 34)	179	14.9%
Older Millennial (35 - 43)	226	18.8%
Gen X (44 - 59)	378	31.5%
Baby Boomer (60 - 65)	154	12.8%
Total	1200	100.0%

Q2. CEA IA Work/Live: How do you feel about living and working in the state of Iowa? You can use as many or as few words as you'd like.

See Verbatim File.

Q3. State Direction: Generally speaking, would you say things in Iowa are headed in the right direction or off on the wrong track?

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Right direction</u>	<u>47.8%</u>	<u>53.5%</u>	<u>54.6%</u>	<u>69.0%</u>
Definitely the right direction	10.7%	10.4%	13.8%	18.4%
Mostly the right direction	37.1%	43.1%	40.8%	50.6%
<u>Wrong track</u>	<u>39.3%</u>	<u>35.1%</u>	<u>34.3%</u>	<u>22.7%</u>
Mostly the wrong track	17.3%	21.2%	17.3%	15.4%
Definitely the wrong track	22.0%	13.9%	17.0%	7.3%
Unsure	13.0%	11.4%	11.1%	8.2%
Total	100.0%	100.0%	100.0%	100.0%

Q4. Top Priority: Which one of the following issues do you believe should be the top priority for Iowa's state government leaders?

	12/4/25	12/13/23	12/11/22	12/13/21
Stopping inflation and rising cost of living	35.2%	36.9%	36.2%	-
Lowering property taxes	13.5%	-	-	-
Creating jobs and growing the economy	13.2%	9.5%	8.4%	19.2%
Improving public education	13.1%	12.4%	14.4%	10.8%
Increasing access to affordable healthcare	11.3%	9.4%	8.0%	11.9%
Lowering income taxes	6.6%	0.0%	0.0%	0.0%
Fighting crime with more public safety	2.5%	3.5%	3.4%	5.2%
Increasing entertainment options	1.1%	-	-	-
Increasing outdoor recreation	1.1%	-	-	-
Lowering taxes for individuals	-	11.0%	11.0%	15.2%
Creating a better quality of life	-	10.7%	10.5%	-
Attracting workforce talent	-	2.0%	2.7%	5.1%
Unsure	2.4%	4.7%	5.3%	3.6%
Total	100.0%	100.0%	100.0%	100.0%

Q5. Maxdiff - Iowa: Now we will show you various attributes of Iowa. Please think about which attributes appeal to you and which do not. You will always see them in groups of four. For each of these groups, please choose the most appealing one, and the least appealing one. T

	12/4/25	12/13/23	12/11/22	12/13/21
Cost of living	26.3%	25.2%	28.4%	24.1%
Small town feel	25.4%	27.0%	26.3%	24.4%
The people	14.1%	10.7%	12.2%	12.7%



Safety	10.6%	11.8%	8.6%	10.8%
Outdoor recreation opportunities	6.7%	11.6%	9.5%	9.9%
Public schools	5.0%	3.4%	4.1%	4.0%
Career opportunities	4.7%	2.5%	2.9%	4.0%
Sporting events	2.4%	2.6%	1.5%	1.2%
Iowa state government	2.1%	1.5%	2.5%	4.8%
Weather	1.7%	2.2%	2.6%	3.0%
Entertainment opportunities	1.0%	1.5%	1.4%	1.0%
Total	100.0%	100.0%	100.0%	100.0%

And which one is the least appealing?

	12/4/25	12/13/23	12/11/22	12/13/21
Iowa state government	37.1%	35.3%	31.4%	21.7%
Weather	16.3%	28.4%	28.5%	33.4%
Sporting events	11.5%	10.5%	11.1%	10.9%
Public schools	10.9%	5.2%	5.4%	6.5%
Cost of living	10.0%	7.0%	7.0%	5.8%
Career opportunities	3.7%	3.3%	2.9%	4.2%
Entertainment opportunities	3.5%	4.1%	5.9%	7.2%
The people	2.6%	1.3%	2.6%	2.8%
Small town feel	2.3%	1.9%	2.7%	3.3%
Outdoor recreation opportunities	1.9%	2.5%	1.1%	2.8%
Safety	0.3%	0.5%	1.1%	1.5%
Total	100.0%	100.0%	100.0%	100.0%

Q6. Considered Leaving: Other than for education such as college or trade school, have you ever left Iowa for an extended time or considered leaving Iowa permanently?

	12/4/25	12/13/23	12/11/22	12/13/21
No	<u>37.7%</u>	<u>49.0%</u>	<u>48.1%</u>	<u>55.8%</u>
Yes	<u>56.6%</u>	<u>47.0%</u>	<u>49.3%</u>	<u>39.9%</u>
Yes, did leave Iowa for an extended time	22.8%	24.6%	25.3%	22.8%
Yes, considered leaving Iowa permanently	18.5%	12.2%	12.4%	8.5%
Yes, currently considering leaving Iowa permanently	15.4%	10.2%	11.6%	8.6%
Unsure	5.7%	4.0%	2.5%	4.3%
Total	100.0%	100.0%	100.0%	100.0%

Q7. Verbatim Why Leave: What was the main reason you left or considered leaving Iowa?

[See Verbatim File.](#)

Q8. Future Econ: Thinking about the lowans of tomorrow, do you think they will enjoy a better standard of living and more economic stability than you did, a lower standard of living and less economic stability, or will it be about the same?

	12/4/25	12/13/23	12/11/22	12/13/21
Better standard of living and more economic stability	15.6%	16.7%	17.6%	27.9%
About the same	25.7%	36.2%	34.7%	42.4%
Lower standard of living and less economic stability	47.1%	36.9%	37.2%	21.1%
Unsure	11.6%	10.2%	10.5%	8.7%
Total	100.0%	100.0%	100.0%	100.0%



Q9 - Q14. The following is a list of state government priorities. For each one, please indicate whether you believe this aspect of Iowa is superior to that of other states, about the same, or inferior to that of other states.

Q9. Economic opportunities

	12/4/25	12/13/23	12/11/22
<u>Superior</u>	<u>18.6%</u>	<u>22.0%</u>	<u>27.5%</u>
Very superior	3.4%	4.6%	4.6%
Somewhat superior	15.2%	17.3%	22.9%
<u>About the same</u>	<u>32.8%</u>	<u>34.9%</u>	<u>31.8%</u>
<u>Inferior</u>	<u>43.6%</u>	<u>35.2%</u>	<u>33.7%</u>
Somewhat inferior	27.9%	25.9%	24.2%
Very inferior	15.7%	9.3%	9.5%
Unsure	5.1%	7.9%	7.0%
Total	100.0%	100.0%	100.0%

Q10. Roads

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Superior</u>	<u>19.7%</u>	<u>20.3%</u>	<u>21.5%</u>	<u>28.2%</u>
Very superior	4.1%	4.6%	4.1%	7.8%
Somewhat superior	15.6%	15.7%	17.4%	20.4%
<u>About the same</u>	<u>34.5%</u>	<u>31.1%</u>	<u>34.0%</u>	<u>34.9%</u>
<u>Inferior</u>	<u>42.6%</u>	<u>43.5%</u>	<u>39.6%</u>	<u>35.3%</u>
Somewhat inferior	27.6%	29.4%	26.9%	26.2%
Very inferior	15.0%	14.1%	12.7%	9.2%
Unsure	3.2%	5.1%	4.9%	1.6%
Total	100.0%	100.0%	100.0%	100.0%

Q11. Broadband internet

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Superior</u>	<u>17.4%</u>	<u>17.4%</u>	<u>17.1%</u>	<u>24.0%</u>
Very superior	4.0%	4.5%	3.5%	6.8%
Somewhat superior	13.5%	12.9%	13.6%	17.2%
<u>About the same</u>	<u>40.2%</u>	<u>40.3%</u>	<u>37.6%</u>	<u>39.0%</u>
<u>Inferior</u>	<u>29.4%</u>	<u>31.0%</u>	<u>34.8%</u>	<u>30.8%</u>
Somewhat inferior	18.6%	21.6%	24.2%	21.6%
Very inferior	10.8%	9.4%	10.7%	9.2%
Unsure	12.9%	11.2%	10.5%	6.1%
Total	100.0%	100.0%	100.0%	100.0%

Q12. Public transportation

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Superior</u>	<u>10.3%</u>	<u>11.5%</u>	<u>11.1%</u>	<u>24.5%</u>
Very superior	2.8%	3.6%	3.0%	6.8%
Somewhat superior	7.5%	8.0%	8.0%	17.7%
<u>About the same</u>	<u>23.7%</u>	<u>33.1%</u>	<u>32.6%</u>	<u>31.2%</u>



<u>Inferior</u>	<u>54.9%</u>	<u>40.9%</u>	<u>44.7%</u>	<u>35.9%</u>
Somewhat inferior	27.9%	26.1%	25.8%	26.8%
Very inferior	27.0%	14.8%	18.9%	9.0%
Unsure	11.1%	14.4%	11.6%	8.4%
Total	100.0%	100.0%	100.0%	100.0%

Q13. Public K-12 schools

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Superior</u>	<u>28.8%</u>	<u>31.6%</u>	<u>34.6%</u>	<u>41.5%</u>
Very superior	6.4%	6.0%	7.1%	9.9%
Somewhat superior	22.4%	25.6%	27.6%	31.6%
<u>About the same</u>	<u>27.5%</u>	<u>32.9%</u>	<u>30.7%</u>	<u>34.0%</u>
<u>Inferior</u>	<u>37.4%</u>	<u>25.8%</u>	<u>26.0%</u>	<u>19.7%</u>
Somewhat inferior	22.0%	18.3%	17.3%	15.8%
Very inferior	15.4%	7.6%	8.7%	3.9%
Unsure	6.4%	9.7%	8.7%	4.8%
Total	100.0%	100.0%	100.0%	100.0%

Q14. Public colleges and universities

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Superior</u>	<u>36.4%</u>	<u>38.3%</u>	<u>41.1%</u>	<u>47.4%</u>
Very superior	6.7%	8.9%	8.2%	11.5%
Somewhat superior	29.7%	29.4%	32.9%	35.9%
<u>About the same</u>	<u>40.8%</u>	<u>37.9%</u>	<u>38.0%</u>	<u>34.4%</u>
<u>Inferior</u>	<u>16.5%</u>	<u>14.3%</u>	<u>12.8%</u>	<u>12.9%</u>
Somewhat inferior	10.6%	10.4%	9.8%	10.4%
Very inferior	5.9%	3.9%	3.0%	2.5%
Unsure	6.3%	9.4%	8.1%	5.3%
Total	100.0%	100.0%	100.0%	100.0%

Q15 - Q19. The following is a list of statements about living in Iowa. Please indicate how much you agree or disagree with each statement.

Q15. I believe I can achieve my long-term career goals in Iowa.

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Agree</u>	<u>43.3%</u>	<u>49.8%</u>	<u>52.2%</u>	<u>58.3%</u>
Definitely agree	17.4%	23.2%	26.3%	26.3%
Somewhat agree	25.9%	26.6%	25.9%	31.9%
<u>Neither agree nor disagree</u>	<u>21.9%</u>	<u>21.9%</u>	<u>22.0%</u>	<u>21.5%</u>
<u>Disagree</u>	<u>30.4%</u>	<u>24.6%</u>	<u>20.8%</u>	<u>17.8%</u>
Somewhat disagree	16.0%	13.0%	11.7%	10.7%
Definitely disagree	14.4%	11.6%	9.1%	7.1%
Unsure	4.4%	3.7%	5.0%	2.4%
Total	100.0%	100.0%	100.0%	100.0%



Q16. I believe I can achieve my long-term life goals in Iowa.

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Agree</u>	<u>47.2%</u>	<u>52.5%</u>	<u>54.2%</u>	<u>61.7%</u>
Definitely agree	20.5%	25.9%	28.4%	27.6%
Somewhat agree	26.7%	26.6%	25.9%	34.1%
<u>Neither agree nor disagree</u>	<u>18.7%</u>	<u>18.6%</u>	<u>21.0%</u>	<u>19.4%</u>
<u>Disagree</u>	<u>30.6%</u>	<u>25.5%</u>	<u>20.9%</u>	<u>17.0%</u>
Somewhat disagree	15.5%	14.7%	12.1%	10.3%
Definitely disagree	15.0%	10.8%	8.8%	6.6%
Unsure	3.5%	3.4%	3.8%	1.9%
Total	100.0%	100.0%	100.0%	100.0%

Q17. I think the people in Iowa are friendlier and more pleasant than in most other states.

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Agree</u>	<u>62.0%</u>	<u>63.4%</u>	<u>63.0%</u>	<u>69.7%</u>
Definitely agree	28.8%	30.6%	30.6%	35.4%
Somewhat agree	33.2%	32.8%	32.4%	34.3%
<u>Neither agree nor disagree</u>	<u>19.4%</u>	<u>19.6%</u>	<u>21.5%</u>	<u>19.4%</u>
<u>Disagree</u>	<u>16.8%</u>	<u>14.2%</u>	<u>12.8%</u>	<u>9.2%</u>
Somewhat disagree	8.8%	9.1%	8.0%	7.2%
Definitely disagree	8.0%	5.1%	4.8%	2.0%
Unsure	1.8%	2.8%	2.7%	1.7%
Total	100.0%	100.0%	100.0%	100.0%

Q18. Iowa is safer than most other states.

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Agree</u>	<u>68.5%</u>	<u>67.3%</u>	<u>66.8%</u>	<u>75.7%</u>
Definitely agree	30.9%	30.4%	29.6%	32.3%
Somewhat agree	37.7%	36.9%	37.3%	43.4%
<u>Neither agree nor disagree</u>	<u>15.4%</u>	<u>18.2%</u>	<u>18.5%</u>	<u>16.6%</u>
<u>Disagree</u>	<u>14.1%</u>	<u>11.7%</u>	<u>11.7%</u>	<u>6.8%</u>
Somewhat disagree	8.4%	7.7%	7.5%	5.2%
Definitely disagree	5.7%	4.0%	4.2%	1.6%
Unsure	1.9%	2.8%	3.0%	0.9%
Total	100.0%	100.0%	100.0%	100.0%

Q19. Iowa is less expensive than most other states.

	12/4/25	12/13/23	12/11/22	12/13/21
<u>Agree</u>	<u>59.1%</u>	<u>61.3%</u>	<u>65.4%</u>	<u>70.1%</u>
Definitely agree	21.2%	21.3%	21.1%	25.3%
Somewhat agree	37.8%	39.9%	44.3%	44.8%
<u>Neither agree nor disagree</u>	<u>15.4%</u>	<u>19.6%</u>	<u>16.6%</u>	<u>15.8%</u>
<u>Disagree</u>	<u>21.6%</u>	<u>16.4%</u>	<u>13.6%</u>	<u>11.6%</u>
Somewhat disagree	13.6%	10.9%	9.1%	8.8%
Definitely disagree	8.0%	5.4%	4.6%	2.8%



Unsure	3.9%	2.8%	4.4%	2.6%
Total	100.0%	100.0%	100.0%	100.0%

Q20. Increase Population Open-Ended: What would you suggest the state of Iowa do to attract new people to Iowa and retain existing residents in order to grow the economy and provide more opportunities for Iowans?

See Verbatim File.

Q21 - Q36. The following is a list of institutions and groups. Please indicate how much trust you have each in institution or group on a scale from 1-10 with 1 meaning "no trust at all" and 10 meaning "a great deal of trust."

Q21. Small business

	12/4/25	12/13/23
1 - no trust at all	3.0%	2.1%
2	1.8%	0.8%
3	3.3%	1.5%
4	4.5%	2.7%
5	11.1%	11.4%
6	12.1%	10.1%
7	17.5%	18.3%
8	22.7%	23.3%
9	10.9%	13.2%
10 - a great deal of trust	13.1%	16.6%
Total	100.0%	100.0%

Q22. Businesses in your community

	12/4/25	12/13/23
1 - no trust at all	4.8%	2.6%
2	3.4%	1.2%
3	4.1%	3.5%
4	6.1%	5.2%
5	17.7%	15.4%
6	13.7%	11.8%
7	17.5%	18.6%
8	18.2%	19.7%
9	8.0%	11.2%
10 - a great deal of trust	6.6%	10.9%
Total	100.0%	100.0%

Q23. Large businesses

	12/4/25	12/13/23
1 - no trust at all	19.8%	11.5%
2	11.9%	6.3%
3	13.3%	9.1%
4	12.0%	13.4%
5	16.2%	19.6%
6	9.3%	11.9%
7	9.5%	11.8%
8	4.9%	8.8%
9	1.4%	3.8%
10 - a great deal of trust	1.7%	3.9%
Total	100.0%	100.0%



Q24. Your employer

	12/4/25	12/13/23
1 - no trust at all	9.1%	9.2%
2	3.1%	1.4%
3	5.4%	4.5%
4	5.8%	3.8%
5	16.1%	13.1%
6	9.6%	9.3%
7	10.9%	11.3%
8	11.9%	15.5%
9	11.7%	10.4%
10 - a great deal of trust	16.6%	21.5%
Total	100.0%	100.0%

Q25. The federal government

	12/4/25	12/13/23
1 - no trust at all	35.6%	24.6%
2	13.3%	10.0%
3	10.4%	12.5%
4	8.3%	11.5%
5	10.7%	14.6%
6	7.7%	8.8%
7	5.1%	8.1%
8	4.3%	5.4%
9	2.1%	1.8%
10 - a great deal of trust	2.6%	2.6%
Total	100.0%	100.0%

Q26. Your local government

	12/4/25	12/13/23
1 - no trust at all	18.2%	16.6%
2	8.5%	6.1%
3	9.0%	9.7%
4	9.8%	9.2%
5	16.8%	16.8%
6	12.0%	10.8%
7	11.1%	13.1%
8	7.9%	9.4%
9	3.3%	4.3%
10 - a great deal of trust	3.4%	3.9%
Total	100.0%	100.0%

Q27. The state government

	Freq.	%
1 - no trust at all	313	26.1%
2	124	10.3%
3	129	10.8%
4	115	9.6%
5	177	14.8%
6	90	7.5%
7	102	8.5%
8	80	6.7%
9	35	2.9%
10 - a great deal of trust	34	2.8%
Total	1200	100.0%



Q28. Your local community school district

	Freq.	%
1 - no trust at all	123	10.3%
2	76	6.3%
3	89	7.4%
4	109	9.1%
5	215	17.9%
6	133	11.1%
7	161	13.4%
8	159	13.2%
9	73	6.1%
10 - a great deal of trust	61	5.1%
Total	1200	100.0%

Q29. Your nearby community college or university

	Freq.	%
1 - no trust at all	70	5.8%
2	44	3.7%
3	75	6.3%
4	75	6.2%
5	223	18.6%
6	137	11.4%
7	183	15.3%
8	196	16.3%
9	95	7.9%
10 - a great deal of trust	102	8.5%
Total	1200	100.0%

Q30. Labor unions

	Freq.	%
1 - no trust at all	192	16.0%
2	79	6.6%
3	113	9.4%
4	86	7.2%
5	240	20.0%
6	104	8.7%
7	126	10.5%
8	115	9.5%
9	57	4.8%
10 - a great deal of trust	88	7.3%
Total	1200	100.0%

Q31. Workforce development programs

	Freq.	%
1 - no trust at all	129	10.7%
2	75	6.3%
3	101	8.4%
4	126	10.5%
5	318	26.5%
6	144	12.0%
7	132	11.0%
8	100	8.3%
9	27	2.3%
10 - a great deal of trust	48	4.0%
Total	1200	100.0%



Q32. Artificial Intelligence (AI) platforms

	Freq.	%
1 - no trust at all	502	41.9%
2	128	10.7%
3	103	8.6%
4	98	8.2%
5	186	15.5%
6	71	5.9%
7	35	2.9%
8	38	3.1%
9	11	0.9%
10 - a great deal of trust	26	2.2%
Total	1200	100.0%

Q33. National media

	Freq.	%
1 - no trust at all	445	37.1%
2	157	13.1%
3	130	10.9%
4	109	9.1%
5	160	13.3%
6	63	5.3%
7	60	5.0%
8	39	3.2%
9	9	0.7%
10 - a great deal of trust	28	2.3%
Total	1200	100.0%

Q34. Local media

	Freq.	%
1 - no trust at all	195	16.3%
2	76	6.3%
3	112	9.4%
4	121	10.1%
5	225	18.7%
6	137	11.5%
7	137	11.4%
8	109	9.1%
9	43	3.6%
10 - a great deal of trust	44	3.7%
Total	1200	100.0%

Q35. Law enforcement

	Freq.	%
1 - no trust at all	164	13.7%
2	70	5.8%
3	90	7.5%
4	103	8.6%
5	153	12.7%
6	98	8.1%
7	149	12.5%
8	157	13.1%
9	105	8.7%
10 - a great deal of trust	110	9.2%
Total	1200	100.0%



Q36. Financial institutions

	Freq.	%
1 - no trust at all	165	13.7%
2	112	9.3%
3	125	10.4%
4	126	10.5%
5	240	20.0%
6	124	10.3%
7	96	8.0%
8	105	8.8%
9	61	5.1%
10 - a great deal of trust	45	3.8%
Total	1200	100.0%

Q37. Job Security: Now thinking about business and economy... How secure do you feel in your current job?

	Freq.	%
<u>Secure</u>	<u>877</u>	<u>73.1%</u>
Very secure	453	37.8%
Somewhat secure	424	35.3%
<u>Not secure</u>	<u>214</u>	<u>17.8%</u>
Not very secure	114	9.5%
Not secure at all	100	8.3%
Unsure	109	9.1%
Total	1200	100.0%

Q38. Growth Opportunities: Do you believe Iowa offers enough opportunities for career growth?

	Freq.	%
<u>Yes</u>	<u>542</u>	<u>45.2%</u>
Definitely yes	115	9.6%
Probably yes	427	35.6%
<u>No</u>	<u>567</u>	<u>47.2%</u>
Probably no	328	27.3%
Definitely no	239	19.9%
Unsure	91	7.6%
Total	1200	100.0%

Q39. Tariff Impact: Some residents in Iowa have expressed concern that tariffs imposed by President Trump may have increased costs for goods and services. Do you believe the Trump tariffs have helped or hurt Iowa's economy?

	Freq.	%
<u>Helped</u>	<u>298</u>	<u>24.8%</u>
Definitely helped	149	12.5%
Somewhat helped	148	12.3%
<u>Neither helped nor hurt</u>	<u>185</u>	<u>15.4%</u>
<u>Hurt</u>	<u>629</u>	<u>52.4%</u>
Somewhat hurt	135	11.2%
Definitely hurt	495	41.2%
Unsure	88	7.3%
Total	1200	100.0%



Q40. Property Owner: Now thinking about housing... Which of the following best describes your primary source of residence in Iowa?

	Freq.	%
<u>Home Owner - Own a single-family home</u>	<u>703</u>	<u>58.6%</u>
<u>Condo Owner - Own a condo or apartment</u>	<u>22</u>	<u>1.8%</u>
<u>Renter</u>	<u>321</u>	<u>26.7%</u>
Rent a single-family home	133	11.1%
Rent a condo or apartment	188	15.6%
<u>Living with family</u>	<u>130</u>	<u>10.9%</u>
Unsure	24	2.0%
Total	1200	100.0%

Q41. Affordable Housing: How would you rate the availability of affordable housing in Iowa?

	Freq.	%
Excellent	57	4.7%
Good	217	18.1%
Fair	448	37.3%
Poor	442	36.8%
Unsure	36	3.0%
Total	1200	100.0%

Q42. Barriers to Homeownership: What do you think is the biggest barrier to homeownership in Iowa?

	Freq.	%
High home prices	481	40.1%
High interest rates	218	18.1%
Lack of available homes	115	9.6%
Personal financial constraints	313	26.1%
Unsure	73	6.1%
Total	1200	100.0%

Q43. Invests in Workers: Which of the following do you believe invests the most in Iowa workers?

	Freq.	%
State government	58	4.9%
Local government	52	4.4%
Large businesses	163	13.6%
Small businesses	379	31.6%
Educational institutions	145	12.1%
Nonprofits	81	6.7%
Unsure	322	26.8%
Total	1200	100.0%

Q44. AI Concern: How concerned are you that artificial intelligence (AI) will disrupt jobs in Iowa?

	Freq.	%
<u>Concerned</u>	<u>815</u>	<u>67.9%</u>
Very concerned	357	29.8%
Somewhat concerned	457	38.1%
<u>Not concerned</u>	<u>313</u>	<u>26.0%</u>
Not very concerned	229	19.1%
Not concerned at all	84	7.0%



Unsure	73	6.1%
Total	1200	100.0%

Q45. Brain Drain: Do you think Iowa is losing too many educated workers to other states?

	Freq.	%
<u>Yes</u>	<u>854</u>	<u>71.2%</u>
Definitely yes	388	32.3%
Probably yes	467	38.9%
<u>No</u>	<u>156</u>	<u>13.0%</u>
Probably no	126	10.5%
Definitely no	30	2.5%
Unsure	189	15.8%
Total	1200	100.0%

Q46. Causes of Unemployment: What do you think is the main cause of unemployment in Iowa?

	Freq.	%
Lack of job opportunities	327	27.3%
Lack of skilled workers	221	18.4%
Economic conditions	240	20.0%
Automation/technology	43	3.6%
Lack of affordable or reliable childcare	217	18.1%
Unsure	151	12.6%
Total	1200	100.0%

Q47. Higher Education Worth: Do you believe a college degree is worth the investment in Iowa today?

	Freq.	%
<u>Yes</u>	<u>438</u>	<u>36.5%</u>
Definitely yes	122	10.2%
Probably yes	316	26.3%
<u>No</u>	<u>643</u>	<u>53.6%</u>
Probably no	376	31.3%
Definitely no	267	22.3%
Unsure	119	9.9%
Total	1200	100.0%

Q48. Degree Value: Which do you think provides better value for career success in Iowa?

	Freq.	%
Bachelor's degree	127	10.6%
Advanced degree (Master's, Doctorate)	82	6.8%
Technical trade or certification	725	60.4%
No degree needed	122	10.2%
Unsure	145	12.1%
Total	1200	100.0%

Q49. Barriers to Growth: What do you think most prevents career growth in Iowa?

	Freq.	%
Lack of available positions	268	22.4%
Lack of training or education	167	13.9%
Employer limitations	243	20.2%
Economic conditions	269	22.4%
Lack of affordable or reliable childcare	121	10.1%



Unsure	132	11.0%
Total	1200	100.0%

Q50. Gender

	Freq.	%
Female	598	49.8%
Male	602	50.2%
Total	1200	100.0%

Q51. Partisanship by Response

	Freq.	%
<u>Republican</u>	<u>473</u>	<u>39.4%</u>
Strongly Republican	232	19.3%
Mostly Republican	241	20.1%
<u>Independent</u>	<u>377</u>	<u>31.4%</u>
<u>Democratic</u>	<u>282</u>	<u>23.5%</u>
Mostly Democratic	157	13.1%
Strongly Democratic	125	10.4%
Unsure	68	5.7%
Total	1200	100.0%

Q52. Ideology

	Freq.	%
<u>Conservative</u>	<u>511</u>	<u>42.6%</u>
Very conservative	250	20.9%
Somewhat conservative	261	21.7%
<u>Moderate</u>	<u>335</u>	<u>27.9%</u>
<u>Liberal</u>	<u>262</u>	<u>21.8%</u>
Somewhat liberal	126	10.5%
Very liberal	135	11.3%
Unsure	92	7.7%
Total	1200	100.0%

Q53. Religion

	Freq.	%
<u>Catholic</u>	<u>182</u>	<u>15.2%</u>
Cultural Catholic	85	7.1%
Practicing Catholic	97	8.1%
Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)	302	25.2%
Evangelical or Born-Again (Baptist, Non-denominational Evangelical, Pentecostal, Church of God, etc.)	250	20.8%
Jewish	7	0.6%
Muslim	4	0.4%
Another religion	100	8.4%
Not religious	294	24.5%
Unsure	60	5.0%
Total	1200	100.0%



Q54. Religious Service Attendance

	Freq.	%
<u>Regular Church</u>	<u>272</u>	<u>22.6%</u>
Multiple times per week	80	6.7%
Once per week	191	16.0%
<u>Some Church</u>	<u>169</u>	<u>14.1%</u>
2-3 times per month	106	8.8%
Once per month	63	5.3%
<u>Rare Church - A few times per year</u>	<u>309</u>	<u>25.7%</u>
<u>No Church</u>	<u>450</u>	<u>37.5%</u>
Never	377	31.4%
Unsure	73	6.1%
Total	1200	100.0%

Q55. Employment Status

	Freq.	%
<u>Yes</u>	<u>964</u>	<u>80.4%</u>
Yes, full time	809	67.4%
Yes, part time	155	12.9%
<u>No</u>	<u>216</u>	<u>18.0%</u>
No but looking for work	57	4.8%
No	159	13.2%
Unsure	20	1.7%
Total	1200	100.0%

Q56. Parental Status

	Freq.	%
<u>Parent/Guardian</u>	<u>456</u>	<u>38.0%</u>
Yes, not yet in school	126	10.5%
Yes, pre-K	60	5.0%
Yes, elementary school	193	16.1%
Yes, middle school	132	11.0%
Yes, high school	168	14.0%
<u>No</u>	<u>726</u>	<u>60.5%</u>
Unsure	18	1.5%
Total	1200	100.0%

Q57. Marital Status

	Freq.	%
Single	401	33.4%
Married	632	52.7%
Divorced	106	8.8%
Widowed	24	2.0%
Separated	11	0.9%
Unsure	26	2.1%
Total	1200	100.0%

Q58. Community Type

	Freq.	%
Rural	498	41.5%



Suburban	426	35.5%
Urban	276	23.0%
Total	1200	100.0%

Q59. Income by Response

	Freq.	%
Less than \$25,000	153	12.8%
\$25,000 - \$49,999	229	19.1%
\$50,000 - \$74,999	213	17.7%
\$75,000 - \$99,999	199	16.5%
\$100,000 - \$124,999	145	12.1%
\$125,000 - \$199,999	151	12.6%
\$200,000+	64	5.3%
Unsure	46	3.9%
Total	1200	100.0%

Q60. Race/Ethnicity

	Freq.	%
White or Caucasian	1052	87.7%
Asian or Pacific Islander	17	1.4%
Black or African American	53	4.4%
Hispanic or Latino	24	2.0%
Other	33	2.8%
Unsure	21	1.8%
Total	1200	100.0%

Q61. 2024 Retro Ballot

	Freq.	%
Republican Donald Trump	543	45.3%
Democrat Kamala Harris	399	33.3%
Another candidate	45	3.8%
Did not vote in 2024	170	14.1%
Unsure	43	3.6%
Total	1200	100.0%

Q62. Education Level

	Freq.	%
<u>No degree</u>	<u>837</u>	<u>69.7%</u>
Some high school	22	1.8%
High school diploma/GED	255	21.3%
Technical Certification	119	9.9%
Some college or Associate's Degree	441	36.7%
<u>At least College</u>	<u>342</u>	<u>28.5%</u>
Four-year undergraduate or Bachelor's Degree	232	19.3%
Graduate degree or further	110	9.2%
Unsure	21	1.8%
Total	1200	100.0%

Q63. Geo - CD

	Freq.	%
1	307	25.6%
2	304	25.3%
3	295	24.6%



4	294	24.5%
Total	1200	100.0%

Q64. Geo - DMA

	Freq.	%
Cedar Rapids-Wtrlo-IWC&Dub DMA	289	24.1%
Davenport-R.Island-Moline DMA	115	9.6%
Des Moines-Ames DMA	394	32.9%
Omaha DMA	63	5.2%
Ottumwa-Kirksville DMA	23	1.9%
AQuincy-Hannibal-Keokuk DMA	12	1.0%
Rochestr-Mason City-Austin DMA	33	2.7%
Sioux City DMA	84	7.0%
Sioux Falls(Mitchell) DMA	10	0.8%
Unknown	178	14.8%
Total	1200	100.0%

Q65. Gender + Age

	Freq.	%
F Gen Z	141	11.7%
F Younger Millennial	81	6.8%
F Older Millennial	107	8.9%
F Gen X	188	15.7%
F Baby Boomer	81	6.8%
M Gen Z	123	10.3%
M Younger Millennial	98	8.1%
M Older Millennial	119	9.9%
M Gen X	190	15.8%
M Baby Boomer	73	6.0%
Total	1200	100.0%

Q66. Race + Gender

	Freq.	%
White Female	522	43.5%
White Male	531	44.2%
Asian Female	8	0.6%
Asian Male	9	0.7%
Black Female	32	2.7%
Black Male	21	1.7%
Hispanic Female	12	1.0%
Hispanic Male	11	0.9%
Other Female	15	1.3%
Other Male	18	1.5%
Unsure	21	1.8%
Total	1200	100.0%

Q67. Gender + Education

	Freq.	%
Female At least College	170	14.2%
Female No degree	418	34.8%
Male At least College	172	14.3%
Male No degree	419	34.9%
Unsure	21	1.8%
Total	1200	100.0%



Q68. Marital Status + Gender

	Freq.	%
Single Female	213	17.7%
Single Male	189	15.7%
Married Female	292	24.3%
Married Male	340	28.4%
Divorced Female	61	5.1%
Divorced Male	45	3.8%
Widowed Female	16	1.3%
Widowed Male	8	0.7%
Separated Female	4	0.3%
Separated Male	7	0.6%
Unsure Female	13	1.1%
Unsure Male	13	1.1%
Total	1200	100.0%

METHODOLOGY

This probabilistic survey was conducted November 30 - December 4, 2025, with 1200 working age residents. It has a margin of error of $\pm 2.83\%$. Known working age residents were interviewed via online panel and SMS. This survey was weighted to the working age resident universe.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

