



**POLL MUST BE SOURCED:**  
**NBC News/Marist Poll\***

**Iowa:**

**Ernst and Braley in Competitive Contest for U.S. Senate...  
Branstad with Large Lead in Governor's Race**

\*\*\* Complete Tables for Poll Appended \*\*\*

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**This NBC News/Marist Poll reports:**

With just 3 points separating them, Republican Joni Ernst, 49%, and Democrat Bruce Braley, 46%, are in a tight race for U.S. Senate in Iowa among likely voters including those who are undecided yet leaning toward a candidate or have voted early. Four percent of likely voters are undecided, and 5% of those with a candidate preference think they might vote differently. In a previous poll earlier this month, Ernst received the support of 46% to 44% for Braley among likely voters statewide.

Braley, 52%, has a slight edge over Ernst, 47%, among early voters. But, Ernst offsets Braley's lead with greater support among voters still expected to cast a ballot, 50% to 43%.

In the governor's race in Iowa, Republican incumbent Terry Branstad, 59%, outdistances Democrat Jack Hatch, 36%, among likely voters including those who are undecided yet leaning toward a candidate or have voted early. Branstad has a more than two-to-one lead over Hatch among independents likely to vote.

"The campaigns have taken a toll on both senate candidates who have unusually high negatives for non-incumbents," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "The GOP is chomping at the bit over the prospect of picking up a senate seat the Democrats have held for thirty years in a state President Obama carried twice."

### Poll Points U.S. Senate:

- Among Iowa likely voters including those who are undecided yet leaning toward a candidate or have voted early, Ernst receives 49% to 46% for Braley in the race for **U.S. Senate in Iowa**. Four percent are undecided, and 5% may vote differently.
- Braley edges Ernst 52% to 47% among early voters. But, Ernst receives the support of 50% of likely voters yet to cast a ballot compared with 43% for Braley.
- Ernst and Braley have secured their respective party's base. Among independents likely to vote, Ernst, 49%, leads Braley, 41%, by 8 points. Ernst had the same advantage among independents likely to vote, 8 points, earlier this month.
- Although the margin separating the candidates is little changed from a month ago, the gender gap has narrowed. Ernst's once 18 point lead among men likely to vote has diminished to 12 points. Braley's lead among women has decreased from 11 points to 5 points.
- 62% of likely voters with a candidate preference for U.S. Senate including early voters **strongly support their choice of candidate**. Five percent with a candidate preference might vote differently. 64% of Ernst's supporters report a strong commitment to her compared with 60% of Braley's backers who express the same level of support for him.
- 83% of likely voters with a candidate preference say they will not waver from their choice of candidate, even though there are **libertarian and independent candidates on the ballot**. Braley's supporters, 9%, are more than twice as likely than Ernst's backers, 4%, to say they might choose a different candidate.
- Among **registered voters** in Iowa including those who are undecided yet leaning toward a candidate or have voted early, the candidates are tied with 46% each. In early October, Braley, 45%, and Ernst, 44%, were also in a statistical dead heat.
- Likely voters divide over their **impressions of Ernst**. 44% are favorable, and 44% are not, unchanged from a few weeks ago.
- **Braley's favorability score** is still upside down. 39% have a positive view of him, and 46% have a negative one.
- When it comes to **the key issue in deciding their vote for Congress**, 19% of likely voters mention breaking the partisan gridlock in Washington followed by job creation and economic growth, 17%. Social Security and Medicare receives 14% followed by health care with 12% and the deficit and government spending with 11%. Military action against ISIS and immigration each receives 6%. Four percent cite looking out for the interests of women.

### Poll Points Governor:

- Looking at **the governor's race in Iowa**, Branstad, 59%, outpaces Hatch, 36%, by 23 points among likely voters including those who are undecided yet leaning toward a candidate or have voted early. Branstad was ahead of Hatch by a similar 22 points earlier this month.
- While Branstad, the Republican, garners 19% of Democrats likely to vote, Hatch, the Democrat, only receives 1% of Republican likely voters. Among independent voters, Branstad, 62%, has more than double the support of Hatch, 29%

\*All references to the survey must be sourced as "NBC News/Marist Poll."

- 63% of likely voters with a candidate preference including early voters, compared with 58% a few weeks ago, **strongly support their choice of candidate for Iowa governor**. 70% of Branstad's supporters are firmly committed to him while only 52% of Hatch's backers express a similar level of commitment.
- Among **registered voters** statewide including those who are undecided yet leaning toward a candidate or have voted early, Branstad receives the support of 58% to 34% for Hatch. Branstad previously held a 23 point lead over Hatch among registered voters statewide.
- 58% of likely voters have a **favorable view of Branstad**, and 35% have an unfavorable opinion of him. When it comes to **Hatch's favorability**, 32% of likely voters have a positive impression of him, but 38% view him negatively. Hatch is also not well-known to three in ten likely voters.
- 35% of Iowa residents, compared with 39% earlier this month, approve of the **job President Barack Obama is doing in office**.

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/Marist Poll of 1,155 Iowa Adults**

This survey of 1,155 adults was conducted October 18th through October 22nd, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of Iowa were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Iowa from ASDE Survey Sampler, Inc. Respondents in the household were selected by asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.9$  percentage points. There are 1,052 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  percentage points. There are 772 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 3.5$  percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters	Iowa Likely Voters
		Col %	Col %	Col %
Iowa Adults		100%		
Iowa Registered Voters		91%	100%	
Iowa Likely Voters		67%	73%	100%
Early Voters		n/a	25%	34%
Party Registration	Democrat	n/a	31%	31%
	Republican	n/a	32%	35%
	Independent	n/a	37%	34%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	29%	30%
	Republican	n/a	26%	28%
	Independent	n/a	44%	40%
	Other	n/a	1%	2%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	17%	17%
	Moderate	n/a	34%	32%
	Conservative	n/a	32%	33%
	Very conservative	n/a	11%	11%
Past Participation**	Yes	n/a	84%	90%
	No	n/a	16%	10%
Gender	Men	49%	48%	47%
	Women	51%	52%	53%
Age	Under 45	41%	38%	32%
	45 or older	59%	62%	68%
Age	18 to 29	21%	18%	12%
	30 to 44	21%	21%	19%
	45 to 59	28%	29%	31%
	60 or older	31%	33%	37%
Race	White	91%	92%	93%
	African American	2%	2%	2%
	Latino	4%	4%	3%
	Other	3%	2%	3%
Region	Eastern Cities	25%	26%	25%
	East Central	20%	19%	20%
	Central	21%	22%	22%
	Des Moines Area	17%	16%	18%
	West	17%	16%	15%
Household Income	Less than \$75,000	73%	71%	70%
	\$75,000 or more	27%	29%	30%
Education	Not college graduate	69%	66%	63%
	College graduate	31%	34%	37%
Marital Status	Married	55%	58%	62%
	Not married	45%	42%	38%
Marital Status and Gender	Married men	25%	27%	28%
	Not married men	22%	20%	17%
	Married women	30%	32%	33%
	Not married women	23%	21%	21%
Interview Type	Landline	54%	57%	61%
	Cell Phone	46%	43%	39%

NBC News/Marist Poll Iowa Adults. Interviews conducted October 18th through October 22nd, 2014, n=1155 MOE +/- 2.9 percentage points.

Iowa Registered Voters: n=1052 MOE +/- 3.0 percentage points. Iowa Likely Voters: n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

## NBC News/Marist Poll Iowa Tables of Likely Voters

		Iowa Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Likely Voters		36%	57%	7%
Party Identification	Democrat	79%	15%	6%
	Republican	4%	93%	3%
	Independent	28%	62%	10%
Political Ideology	Very liberal-Liberal	73%	18%	9%
	Moderate	43%	51%	5%
	Conservative-Very conservative	14%	82%	5%
Region	Eastern Cities	43%	50%	6%
	East Central	30%	65%	5%
	Central	44%	48%	8%
	Des Moines Area	32%	57%	11%
	West	26%	69%	5%
Household Income	Less than \$75,000	38%	56%	6%
	\$75,000 or more	35%	58%	6%
Education	Not college graduate	32%	60%	9%
	College graduate	44%	52%	3%
Age	18 to 29	33%	49%	18%
	30 to 44	30%	63%	7%
	45 to 59	35%	59%	6%
	60 or older	42%	54%	4%
Gender	Men	32%	61%	7%
	Women	40%	53%	7%
Marital Status	Married	34%	61%	5%
	Not married	42%	49%	9%
Marital Status and Gender	Married men	29%	68%	4%
	Not married men	38%	51%	11%
	Married women	38%	56%	6%
	Not married women	44%	48%	8%
Interview Type	Landline	38%	57%	5%
	Cell Phone	33%	57%	10%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Tables of Likely Voters

		Iowa Likely Voters			
		Iowa tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early			
		Bruce Braley, the Democrat	Joni Ernst, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Likely Voters		46%	49%	1%	4%
Early Voters		52%	47%	2%	0%
Yet to Vote		43%	50%	1%	6%
Party Identification	Democrat	89%	9%	1%	1%
	Republican	5%	91%	1%	2%
	Independent	41%	49%	2%	7%
Political Ideology	Very liberal-Liberal	85%	12%	2%	1%
	Moderate	57%	36%	1%	6%
	Conservative-Very conservative	15%	79%	1%	4%
Intensity of Support	Strongly support	46%	54%	0%	0%
	Somewhat support	49%	51%	0%	0%
	Might vote differently	59%	41%	0%	0%
Top Issue	Breaking gridlock in Washington	61%	33%	3%	3%
	Job creation	38%	56%	0%	5%
	Social Security and Medicare	71%	23%	2%	4%
	Health care	47%	49%	1%	4%
	The deficit	16%	79%	0%	5%
Region	Eastern Cities	53%	43%	1%	3%
	East Central	39%	54%	2%	5%
	Central	57%	38%	1%	4%
	Des Moines Area	42%	52%	2%	4%
	West	31%	61%	1%	6%
Household Income	Less than \$75,000	49%	45%	2%	4%
	\$75,000 or more	41%	56%	0%	3%
Education	Not college graduate	45%	48%	1%	6%
	College graduate	46%	51%	1%	1%
Age	18 to 29	58%	34%	1%	7%
	30 to 44	47%	50%	0%	3%
	45 to 59	37%	57%	2%	4%
	60 or older	48%	46%	2%	5%
Gender	Men	42%	54%	0%	4%
	Women	49%	44%	2%	5%
Marital Status	Married	40%	56%	1%	4%
	Not married	56%	37%	2%	5%
Marital Status and Gender	Married men	37%	60%	0%	2%
	Not married men	50%	45%	1%	5%
	Married women	42%	51%	1%	5%
	Not married women	60%	32%	4%	5%
Interview Type	Landline	45%	50%	1%	4%
	Cell Phone	47%	47%	1%	5%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

## Iowa Likely Voters with a Candidate Preference for U.S. Senate including Early Voters

Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?

		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters with a Candidate Preference for U.S. Senate including Early Voters		62%	31%	5%	2%
Party Identification	Democrat	72%	23%	4%	1%
	Republican	72%	24%	2%	2%
	Independent	45%	44%	9%	2%
Political Ideology	Very liberal-Liberal	68%	25%	5%	1%
	Moderate	48%	47%	4%	1%
	Conservative-Very conservative	70%	22%	5%	2%
Support for U.S. Senate in Iowa	Bruce Braley	60%	32%	7%	2%
	Joni Ernst	64%	30%	4%	2%
Region	Eastern Cities	64%	30%	4%	2%
	East Central	63%	30%	4%	3%
	Central	56%	35%	7%	1%
	Des Moines Area	65%	29%	6%	1%
	West	61%	31%	7%	1%
Household Income	Less than \$75,000	58%	35%	6%	2%
	\$75,000 or more	68%	27%	3%	2%
Education	Not college graduate	57%	35%	6%	2%
	College graduate	69%	27%	3%	1%
Age	18 to 29	34%	58%	7%	1%
	30 to 44	52%	37%	9%	3%
	45 to 59	62%	30%	6%	2%
	60 or older	76%	19%	2%	2%
Gender	Men	61%	30%	6%	3%
	Women	62%	32%	5%	1%
Marital Status	Married	67%	28%	4%	1%
	Not married	54%	38%	6%	2%
Marital Status and Gender	Married men	66%	26%	4%	3%
	Not married men	50%	40%	7%	2%
	Married women	67%	29%	4%	0%
	Not married women	56%	36%	6%	2%
Interview Type	Landline	67%	27%	4%	2%
	Cell Phone	53%	38%	7%	2%

NBC News/Marist Poll Iowa Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 18th through October 22nd, 2014, n=580 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

Iowa Likely Voters with a Candidate Preference for U.S. Senate  
excluding Early Voters

There are other candidates on the ballot for U.S. Senate in Iowa, a  
libertarian candidate and several independent candidates. Do you  
plan to vote for <candidate> or another candidate on the ballot?

		Vote for another candidate on the		
		Vote for choice	ballot	Unsure
		Row %	Row %	Row %
Iowa Likely Voters with a Candidate Preference for U.S. Senate excluding Early Voters		83%	6%	10%
Party Identification	Democrat	92%	2%	7%
	Republican	92%	3%	5%
	Independent	72%	11%	17%
Political Ideology	Very liberal-Liberal	87%	5%	8%
	Moderate	80%	6%	14%
	Conservative-Very conservative	86%	6%	8%
Support for U.S. Senate in Iowa	Bruce Braley	78%	9%	13%
	Joni Ernst	88%	4%	8%
Household Income	Less than \$75,000	84%	5%	11%
	\$75,000 or more	86%	6%	8%
Education	Not college graduate	78%	9%	13%
	College graduate	92%	3%	5%
Age	Under 45	78%	8%	14%
	45 or older	87%	5%	8%
Gender	Men	83%	8%	10%
	Women	84%	5%	11%
Marital Status	Married	86%	5%	9%
	Not married	81%	8%	11%
Marital Status and Gender	Married men	85%	5%	9%
	Not married men	79%	12%	9%
	Married women	86%	4%	10%
	Not married women	83%	5%	12%
Interview Type	Landline	84%	6%	10%
	Cell Phone	82%	7%	11%

NBC News/Marist Poll Iowa Likely Voters with a Candidate Preference excluding Early Voters. Interviews conducted October 18th through October 22nd, 2014, n=434 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Tables of Likely Voters

		Iowa Likely Voters			
		Iowa tossup for Governor including those who are undecided yet leaning toward a candidate or have voted early			
		Jack Hatch, the Democrat	Terry Branstad, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Likely Voters		36%	59%	2%	4%
Early Voters		46%	51%	3%	0%
Yet to Vote		31%	62%	2%	5%
Party Identification	Democrat	76%	19%	1%	3%
	Republican	1%	98%	1%	1%
	Independent	29%	62%	3%	6%
Political Ideology	Very liberal-Liberal	75%	22%	1%	2%
	Moderate	37%	55%	2%	5%
	Conservative-Very conservative	13%	82%	2%	2%
Intensity of Support	Strongly support	31%	69%	0%	0%
	Somewhat support	50%	50%	0%	0%
	Might vote differently	47%	53%	0%	0%
Top Issue	Breaking gridlock in Washington	47%	48%	1%	4%
	Job creation	31%	62%	3%	3%
	Social Security and Medicare	45%	51%	1%	3%
	Health care	44%	48%	3%	6%
	The deficit	8%	87%	3%	2%
Region	Eastern Cities	42%	55%	1%	2%
	East Central	27%	66%	5%	3%
	Central	48%	46%	2%	3%
	Des Moines Area	33%	60%	1%	5%
	West	22%	70%	1%	6%
Household Income	Less than \$75,000	38%	56%	2%	3%
	\$75,000 or more	32%	62%	2%	4%
Education	Not college graduate	33%	61%	2%	4%
	College graduate	40%	55%	3%	2%
Age	18 to 29	39%	52%	1%	7%
	30 to 44	31%	60%	4%	5%
	45 to 59	34%	61%	3%	3%
	60 or older	38%	59%	1%	2%
Gender	Men	33%	61%	3%	3%
	Women	38%	57%	2%	4%
Marital Status	Married	34%	60%	2%	3%
	Not married	38%	56%	2%	4%
Marital Status and Gender	Married men	32%	61%	3%	3%
	Not married men	36%	59%	2%	3%
	Married women	37%	58%	2%	4%
	Not married women	40%	54%	2%	4%
	Interview Type	Landline	36%	59%	2%
	Cell Phone	36%	57%	2%	4%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

Iowa Likely Voters with a Candidate Preference for Governor including Early Voters					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters with a Candidate Preference for Governor including Early Voters		63%	32%	4%	1%
Party Identification	Democrat	63%	33%	3%	1%
	Republican	85%	13%	2%	0%
	Independent	46%	46%	6%	1%
Political Ideology	Very liberal-Liberal	59%	37%	3%	1%
	Moderate	55%	38%	5%	2%
	Conservative-Very conservative	71%	25%	4%	0%
Support for Governor in Iowa	Jack Hatch	52%	42%	5%	1%
	Terry Branstad	70%	25%	3%	1%
Region	Eastern Cities	57%	38%	5%	0%
	East Central	69%	27%	2%	2%
	Central	58%	38%	4%	0%
	Des Moines Area	70%	24%	4%	2%
	West	66%	29%	4%	1%
Household Income	Less than \$75,000	59%	36%	4%	1%
	\$75,000 or more	64%	33%	3%	0%
Education	Not college graduate	60%	35%	4%	1%
	College graduate	69%	28%	3%	0%
Age	18 to 29	46%	43%	11%	0%
	30 to 44	64%	30%	3%	3%
	45 to 59	59%	37%	4%	0%
	60 or older	71%	26%	2%	1%
Gender	Men	62%	33%	4%	2%
	Women	65%	31%	4%	0%
Marital Status	Married	67%	31%	2%	1%
	Not married	57%	35%	7%	1%
Marital Status and Gender	Married men	65%	32%	2%	2%
	Not married men	55%	36%	8%	1%
	Married women	68%	30%	2%	0%
	Not married women	59%	34%	6%	1%
	Interview Type	Landline	68%	29%	2%
	Cell Phone	56%	37%	6%	0%

NBC News/Marist Poll Iowa Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 18th through October 22nd, 2014, n=592 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Bruce Braley?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		39%	46%	1%	14%
Party Identification	Democrat	81%	10%	1%	8%
	Republican	8%	79%	2%	11%
	Independent	30%	49%	2%	20%
Political Ideology	Very liberal-Liberal	75%	14%	1%	11%
	Moderate	44%	40%	2%	14%
	Conservative-Very conservative	17%	69%	1%	12%
Region	Eastern Cities	50%	37%	1%	13%
	East Central	36%	54%	2%	9%
	Central	42%	36%	1%	20%
	Des Moines Area	32%	52%	0%	16%
	West	27%	57%	4%	13%
Household Income	Less than \$75,000	43%	43%	1%	12%
	\$75,000 or more	34%	51%	1%	14%
Education	Not college graduate	36%	47%	1%	16%
	College graduate	44%	44%	1%	10%
Age	18 to 29	43%	30%	2%	25%
	30 to 44	39%	41%	0%	21%
	45 to 59	32%	56%	2%	10%
	60 or older	44%	45%	1%	10%
Gender	Men	34%	50%	2%	14%
	Women	42%	42%	1%	14%
Marital Status	Married	35%	51%	1%	12%
	Not married	46%	36%	1%	16%
Marital Status and Gender	Married men	33%	55%	2%	10%
	Not married men	38%	41%	2%	19%
	Married women	37%	48%	1%	15%
	Not married women	53%	32%	1%	14%
Interview Type	Landline	39%	49%	2%	11%
	Cell Phone	39%	41%	1%	20%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Joni Ernst?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		44%	44%	1%	10%
Party Identification	Democrat	10%	82%	1%	7%
	Republican	83%	10%	0%	7%
	Independent	43%	41%	3%	13%
Political Ideology	Very liberal-Liberal	15%	78%	1%	6%
	Moderate	33%	56%	2%	9%
	Conservative-Very conservative	71%	18%	1%	10%
Region	Eastern Cities	40%	48%	1%	11%
	East Central	46%	41%	3%	10%
	Central	34%	53%	1%	12%
	Des Moines Area	51%	40%	0%	9%
	West	57%	34%	2%	7%
Household Income	Less than \$75,000	43%	48%	1%	8%
	\$75,000 or more	50%	41%	1%	8%
Education	Not college graduate	43%	43%	2%	12%
	College graduate	48%	47%	0%	5%
Age	18 to 29	32%	48%	2%	18%
	30 to 44	44%	41%	2%	12%
	45 to 59	51%	40%	2%	7%
	60 or older	44%	48%	0%	8%
Gender	Men	51%	40%	1%	8%
	Women	39%	48%	1%	12%
Marital Status	Married	50%	40%	2%	8%
	Not married	35%	52%	1%	12%
Marital Status and Gender	Married men	57%	37%	1%	4%
	Not married men	41%	47%	1%	12%
	Married women	45%	43%	2%	10%
	Not married women	30%	56%	1%	13%
Interview Type	Landline	47%	45%	1%	7%
	Cell Phone	41%	43%	2%	14%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Terry Branstad?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		58%	35%	0%	7%
Party Identification	Democrat	26%	68%	0%	6%
	Republican	90%	4%	0%	6%
	Independent	59%	30%	1%	9%
Political Ideology	Very liberal-Liberal	24%	69%	0%	7%
	Moderate	57%	37%	0%	6%
	Conservative-Very conservative	77%	15%	0%	7%
Region	Eastern Cities	55%	38%	0%	7%
	East Central	63%	29%	0%	8%
	Central	45%	44%	0%	11%
	Des Moines Area	62%	34%	0%	4%
	West	69%	22%	1%	7%
Household Income	Less than \$75,000	55%	38%	0%	7%
	\$75,000 or more	64%	28%	0%	8%
Education	Not college graduate	58%	34%	0%	8%
	College graduate	58%	36%	0%	6%
Age	18 to 29	46%	38%	0%	17%
	30 to 44	61%	28%	0%	10%
	45 to 59	58%	37%	0%	4%
	60 or older	60%	35%	0%	5%
Gender	Men	59%	33%	0%	8%
	Women	57%	36%	0%	7%
Marital Status	Married	61%	33%	0%	6%
	Not married	52%	38%	0%	10%
Marital Status and Gender	Married men	63%	32%	0%	4%
	Not married men	52%	35%	0%	13%
	Married women	59%	34%	0%	7%
	Not married women	52%	40%	1%	7%
Interview Type	Landline	59%	36%	0%	4%
	Cell Phone	56%	32%	0%	12%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Jack Hatch?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		32%	38%	6%	24%
Party Identification	Democrat	66%	15%	4%	15%
	Republican	6%	60%	10%	25%
	Independent	27%	39%	5%	30%
Political Ideology	Very liberal-Liberal	68%	14%	3%	15%
	Moderate	33%	37%	6%	23%
	Conservative-Very conservative	15%	51%	6%	28%
Region	Eastern Cities	36%	32%	7%	25%
	East Central	30%	38%	5%	27%
	Central	40%	37%	2%	21%
	Des Moines Area	33%	41%	6%	20%
	West	18%	42%	11%	29%
Household Income	Less than \$75,000	37%	35%	7%	21%
	\$75,000 or more	28%	41%	4%	27%
Education	Not college graduate	29%	37%	7%	28%
	College graduate	40%	38%	4%	19%
Age	18 to 29	29%	32%	9%	30%
	30 to 44	30%	34%	8%	28%
	45 to 59	32%	43%	4%	22%
	60 or older	36%	38%	4%	22%
Gender	Men	30%	41%	6%	24%
	Women	35%	35%	6%	25%
Marital Status	Married	32%	41%	5%	22%
	Not married	35%	31%	6%	29%
Marital Status and Gender	Married men	31%	44%	5%	21%
	Not married men	31%	33%	7%	28%
	Married women	33%	39%	5%	23%
	Not married women	38%	28%	5%	29%
Interview Type	Landline	33%	40%	6%	21%
	Cell Phone	31%	33%	6%	30%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Tables of Likely Voters

		Iowa Likely Voters											
		Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:											
		Breaking the partisan gridlock in Washington to get things done	Job creation and economic growth	Social Security and Medicare	Health care	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Iowa Likely Voters		19%	17%	14%	12%	11%	6%	6%	4%	0%	7%	1%	2%
Party Identification	Democrat	23%	17%	21%	15%	3%	3%	4%	7%	0%	4%	1%	1%
	Republican	15%	16%	7%	12%	22%	8%	6%	1%	0%	7%	1%	4%
	Independent	20%	17%	13%	10%	10%	7%	7%	3%	0%	10%	0%	2%
Political Ideology	Very liberal-Liberal	25%	18%	17%	15%	2%	2%	5%	8%	0%	6%	1%	0%
	Moderate	27%	14%	15%	11%	10%	6%	5%	4%	1%	4%	1%	2%
	Conservative-Very conservative	12%	19%	11%	12%	18%	7%	8%	0%	0%	10%	1%	2%
Region	Eastern Cities	21%	18%	14%	12%	14%	4%	6%	6%	0%	4%	1%	1%
	East Central	18%	19%	10%	13%	11%	8%	3%	1%	0%	10%	2%	3%
	Central	23%	15%	13%	12%	10%	6%	5%	7%	1%	5%	1%	3%
	Des Moines Area	17%	18%	18%	13%	9%	5%	7%	1%	0%	8%	2%	2%
	West	16%	14%	14%	10%	11%	7%	9%	2%	0%	12%	0%	3%
	Household Income	Less than \$75,000	20%	18%	17%	11%	9%	7%	6%	4%	0%	5%	1%
	\$75,000 or more	20%	20%	7%	14%	15%	5%	6%	3%	1%	6%	0%	4%
Education	Not college graduate	19%	16%	18%	11%	10%	7%	7%	3%	0%	8%	1%	2%
	College graduate	21%	20%	7%	14%	13%	5%	4%	5%	1%	6%	1%	2%
Age	18 to 29	17%	23%	5%	12%	16%	7%	6%	13%	0%	0%	0%	0%
	30 to 44	16%	22%	8%	18%	7%	7%	3%	5%	1%	6%	3%	4%
	45 to 59	18%	18%	11%	14%	15%	4%	7%	1%	0%	10%	1%	2%
	60 or older	23%	12%	22%	7%	10%	7%	6%	3%	0%	7%	1%	2%
Gender	Men	18%	23%	12%	10%	14%	5%	7%	2%	1%	6%	1%	3%
	Women	21%	12%	15%	14%	9%	7%	5%	5%	0%	9%	1%	2%
Marital Status	Married	20%	16%	11%	14%	13%	6%	6%	3%	0%	8%	0%	2%
	Not married	18%	20%	18%	9%	9%	6%	5%	5%	1%	6%	2%	1%
Marital Status and Gender	Married men	17%	22%	10%	12%	17%	4%	8%	2%	0%	7%	0%	4%
	Not married men	20%	27%	16%	8%	9%	6%	6%	3%	1%	4%	1%	0%
	Married women	23%	11%	13%	16%	9%	7%	5%	4%	0%	10%	1%	1%
	Not married women	17%	15%	20%	11%	9%	7%	5%	6%	0%	7%	2%	2%
Interview Type	Landline	20%	14%	17%	11%	12%	6%	7%	3%	0%	7%	1%	2%
	Cell Phone	19%	22%	9%	13%	10%	6%	4%	5%	0%	8%	1%	2%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted October 18th through October 22nd, 2014, n=772 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Tables of Adults & Registered Voters

		Iowa Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Adults		35%	55%	10%
Iowa Registered Voters		35%	56%	8%
Party Identification^	Democrat	76%	17%	7%
	Republican	5%	92%	3%
	Independent	27%	61%	12%
Political Ideology^	Very liberal-Liberal	70%	20%	10%
	Moderate	42%	51%	7%
	Conservative-Very conservative	14%	81%	5%
Region	Eastern Cities	40%	51%	9%
	East Central	31%	59%	9%
	Central	46%	44%	10%
	Des Moines Area	27%	60%	13%
	West	25%	66%	9%
Household Income	Less than \$75,000	36%	55%	9%
	\$75,000 or more	37%	57%	7%
Education	Not college graduate	32%	57%	11%
	College graduate	43%	52%	5%
Race	White	34%	56%	10%
	Non-white	42%	48%	10%
Age	18 to 29	31%	46%	22%
	30 to 44	29%	63%	9%
	45 to 59	34%	59%	7%
	60 or older	42%	54%	4%
Gender	Men	32%	57%	10%
	Women	38%	53%	9%
Marital Status	Married	33%	61%	6%
	Not married	38%	49%	13%
Marital Status and Gender	Married men	29%	66%	5%
	Not married men	38%	48%	14%
	Married women	37%	56%	8%
	Not married women	39%	50%	12%
Interview Type	Landline	37%	57%	5%
	Cell Phone	32%	53%	15%

NBC News/Marist Poll Iowa Adults. Interviews conducted October 18th through October 22nd, 2014, n=1155 MOE +/- 2.9 percentage points.

^Iowa Registered Voters: n=1052 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Iowa Registered Voters			
		Iowa tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early			
		Bruce Braley, the Democrat	Joni Ernst, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Registered Voters		46%	46%	2%	6%
Party Identification	Democrat	88%	10%	0%	2%
	Republican	6%	90%	1%	3%
	Independent	43%	44%	3%	10%
Political Ideology	Very liberal-Liberal	80%	14%	2%	3%
	Moderate	57%	34%	1%	8%
	Conservative-Very conservative	18%	75%	1%	6%
Intensity of Support	Strongly support	47%	53%	0%	0%
	Somewhat support	51%	49%	0%	0%
	Might vote differently	62%	38%	0%	0%
Top Issue	Job creation	38%	52%	1%	10%
	Breaking gridlock in Washington	60%	33%	2%	5%
	Social Security and Medicare	71%	21%	2%	5%
	Health care	45%	49%	1%	5%
	The deficit	20%	73%	0%	6%
Region	Eastern Cities	52%	42%	2%	4%
	East Central	41%	47%	1%	10%
	Central	56%	36%	2%	7%
	Des Moines Area	44%	48%	2%	5%
	West	32%	59%	1%	8%
Household Income	Less than \$75,000	49%	42%	2%	6%
	\$75,000 or more	42%	54%	0%	3%
Education	Not college graduate	45%	44%	2%	9%
	College graduate	46%	51%	1%	2%
Race	White	45%	46%	2%	7%
	Non-white	60%	37%	0%	3%
Age	18 to 29	56%	31%	3%	10%
	30 to 44	48%	46%	0%	6%
	45 to 59	38%	55%	2%	5%
	60 or older	48%	44%	2%	6%
Gender	Men	44%	50%	1%	5%
	Women	48%	41%	2%	8%
Marital Status	Married	40%	55%	1%	5%
	Not married	54%	34%	3%	9%
Marital Status and Gender	Married men	38%	59%	0%	3%
	Not married men	50%	42%	2%	7%
	Married women	42%	51%	1%	6%
	Not married women	59%	27%	5%	10%
Interview Type	Landline	46%	47%	1%	5%
	Cell Phone	46%	44%	2%	8%

NBC News/Marist Poll Iowa Registered Voters. Interviews conducted October 18th through October 22nd, 2014, n=1052 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

Iowa Voters with a Candidate Preference for U.S. Senate including Early Voters					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Voters with a Candidate Preference for U.S. Senate including Early Voters		56%	33%	8%	2%
Party Identification	Democrat	67%	26%	6%	1%
	Republican	68%	26%	3%	2%
	Independent	40%	45%	13%	3%
Political Ideology	Very liberal-Liberal	65%	26%	7%	2%
	Moderate	42%	51%	6%	1%
	Conservative-Very conservative	64%	25%	9%	2%
Support for U.S. Senate in Iowa	Bruce Braley	54%	34%	10%	2%
	Joni Ernst	59%	33%	6%	2%
Region	Eastern Cities	58%	33%	7%	3%
	East Central	59%	33%	5%	3%
	Central	54%	35%	9%	1%
	Des Moines Area	55%	33%	11%	1%
	West	56%	33%	10%	1%
Household Income	Less than \$75,000	52%	36%	9%	2%
	\$75,000 or more	64%	30%	4%	2%
Education	Not college graduate	51%	38%	9%	2%
	College graduate	66%	28%	5%	1%
Race	White	57%	33%	8%	2%
	Non-white	50%	37%	9%	4%
Age	18 to 29	32%	53%	14%	1%
	30 to 44	45%	42%	11%	2%
	45 to 59	59%	31%	8%	2%
	60 or older	74%	20%	3%	2%
Gender	Men	56%	32%	9%	3%
	Women	57%	35%	7%	1%
Marital Status	Married	62%	31%	5%	2%
	Not married	48%	39%	11%	2%
Marital Status and Gender	Married men	62%	29%	5%	3%
	Not married men	45%	40%	13%	2%
	Married women	63%	32%	5%	0%
	Not married women	50%	38%	9%	2%
Interview Type	Landline	63%	29%	6%	2%
	Cell Phone	47%	40%	11%	2%

NBC News/Marist Poll Iowa Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 18th through October 22nd, 2014, n=862 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		Iowa Voters with a Candidate Preference for U.S. Senate excluding Early Voters		
		There are other candidates on the ballot for U.S. Senate in Iowa, a libertarian candidate and several independent candidates. Do you plan to vote for <candidate> or another candidate on the ballot?		
		Vote for another candidate on the		
		Vote for choice	ballot	Unsure
		Row %	Row %	Row %
Iowa Voters with a Candidate Preference for U.S. Senate excluding Early Voters		80%	8%	12%
Party Identification	Democrat	91%	1%	8%
	Republican	90%	3%	7%
	Independent	68%	13%	18%
Political Ideology	Very liberal-Liberal	84%	6%	9%
	Moderate	79%	7%	13%
	Conservative-Very conservative	82%	8%	10%
Support for U.S. Senate in Iowa	Bruce Braley	74%	12%	15%
	Joni Ernst	87%	3%	10%
Region	Eastern Cities	85%	5%	10%
	East Central	74%	7%	18%
	Central	82%	6%	12%
	Des Moines Area	76%	14%	10%
	West	82%	6%	12%
Household Income	Less than \$75,000	80%	7%	13%
	\$75,000 or more	85%	8%	7%
Education	Not college graduate	75%	10%	15%
	College graduate	92%	3%	5%
Race	White	79%	8%	13%
	Non-white	94%	4%	2%
Age	18 to 29	73%	9%	18%
	30 to 44	76%	12%	12%
	45 to 59	82%	7%	11%
	60 or older	89%	4%	8%
Gender	Men	78%	10%	12%
	Women	83%	5%	12%
Marital Status	Married	84%	5%	10%
	Not married	77%	11%	12%
Marital Status and Gender	Married men	84%	6%	10%
	Not married men	74%	15%	11%
	Married women	85%	4%	11%
	Not married women	80%	6%	14%
Interview Type	Landline	83%	7%	11%
	Cell Phone	78%	9%	14%

NBC News/Marist Poll Iowa Registered Voters with a Candidate Preference excluding Early Voters. Interviews conducted October 18th through October 22nd, 2014, n=650 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Iowa Registered Voters			
		Iowa tossup for Governor including those who are undecided yet leaning toward a candidate or have voted early			
		Jack Hatch, the Democrat	Terry Branstad, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Registered Voters		34%	58%	2%	6%
Party Identification	Democrat	74%	22%	1%	3%
	Republican	1%	98%	0%	0%
	Independent	27%	60%	4%	10%
Political Ideology	Very liberal-Liberal	71%	24%	1%	4%
	Moderate	37%	55%	2%	6%
	Conservative-Very conservative	13%	81%	2%	4%
Intensity of Support	Strongly support	31%	69%	0%	0%
	Somewhat support	47%	53%	0%	0%
	Might vote differently	52%	48%	0%	0%
Top Issue	Job creation	29%	62%	2%	6%
	Breaking gridlock in Washington	45%	49%	1%	5%
	Social Security and Medicare	42%	51%	1%	6%
	Health care	39%	48%	2%	10%
	The deficit	9%	86%	3%	2%
	Eastern Cities	38%	56%	2%	4%
	East Central	26%	63%	3%	7%
	Central	49%	44%	3%	5%
Household Income	Des Moines Area	31%	61%	1%	6%
	West	23%	70%	1%	7%
	Less than \$75,000	36%	56%	2%	5%
	\$75,000 or more	31%	62%	2%	5%
Education	Not college graduate	32%	59%	2%	7%
	College graduate	40%	55%	2%	3%
Race	White	33%	59%	2%	6%
	Non-white	44%	50%	3%	4%
Age	18 to 29	33%	51%	3%	13%
	30 to 44	31%	59%	2%	8%
	45 to 59	33%	62%	3%	3%
	60 or older	38%	59%	1%	2%
Gender	Men	33%	60%	2%	4%
	Women	36%	56%	2%	7%
Marital Status	Married	34%	60%	2%	4%
	Not married	35%	54%	2%	8%
Marital Status and Gender	Married men	32%	62%	3%	3%
	Not married men	35%	58%	2%	5%
	Married women	36%	59%	1%	4%
	Not married women	36%	50%	3%	11%
Interview Type	Landline	35%	59%	2%	4%
	Cell Phone	34%	56%	3%	8%

NBC News/Marist Poll Iowa Registered Voters. Interviews conducted October 18th through October 22nd, 2014, n=1052 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

Iowa Voters with a Candidate Preference for Governor including Early Voters					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Voters with a Candidate Preference for Governor including Early Voters		60%	33%	6%	1%
Party Identification	Democrat	60%	34%	5%	2%
	Republican	82%	15%	3%	1%
	Independent	44%	46%	8%	2%
Political Ideology	Very liberal-Liberal	59%	37%	4%	1%
	Moderate	51%	40%	8%	2%
	Conservative-Very conservative	67%	27%	6%	0%
Support for Governor in Iowa	Jack Hatch	49%	42%	8%	1%
	Terry Branstad	66%	28%	4%	1%
Region	Eastern Cities	54%	38%	7%	0%
	East Central	67%	28%	3%	2%
	Central	56%	39%	5%	0%
	Des Moines Area	62%	28%	7%	3%
	West	62%	31%	6%	1%
Household Income	Less than \$75,000	55%	37%	6%	1%
	\$75,000 or more	63%	33%	4%	0%
Education	Not college graduate	56%	36%	7%	1%
	College graduate	67%	29%	4%	0%
Race	White	60%	35%	5%	1%
	Non-white	55%	23%	15%	7%
Age	18 to 29	40%	47%	13%	0%
	30 to 44	60%	32%	6%	3%
	45 to 59	58%	37%	5%	0%
	60 or older	68%	27%	3%	2%
Gender	Men	57%	34%	7%	2%
	Women	62%	33%	5%	1%
Marital Status	Married	64%	32%	2%	1%
	Not married	52%	36%	11%	1%
Marital Status and Gender	Married men	63%	33%	2%	1%
	Not married men	50%	36%	13%	1%
	Married women	65%	32%	3%	0%
	Not married women	55%	35%	9%	1%
Interview Type	Landline	65%	30%	3%	2%
	Cell Phone	51%	39%	9%	1%

NBC News/Marist Poll Iowa Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 18th through October 22nd, 2014, n=886 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Bruce Braley?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		37%	42%	5%	16%
Iowa Registered Voters		39%	44%	2%	15%
Party Identification^	Democrat	79%	11%	1%	9%
	Republican	9%	76%	3%	12%
	Independent	32%	46%	3%	20%
Political Ideology^	Very liberal-Liberal	70%	16%	2%	12%
	Moderate	45%	38%	2%	15%
	Conservative-Very conservative	20%	66%	2%	12%
Region	Eastern Cities	49%	34%	2%	15%
	East Central	35%	48%	7%	11%
	Central	42%	36%	1%	21%
	Des Moines Area	29%	45%	6%	20%
	West	26%	51%	8%	15%
Household Income	Less than \$75,000	41%	40%	4%	15%
	\$75,000 or more	35%	49%	2%	14%
Education	Not college graduate	34%	41%	6%	18%
	College graduate	44%	43%	2%	11%
Race	White	38%	42%	4%	17%
	Non-white	41%	39%	8%	13%
Age	18 to 29	37%	28%	12%	23%
	30 to 44	39%	38%	3%	20%
	45 to 59	32%	52%	3%	12%
	60 or older	42%	44%	1%	12%
Gender	Men	34%	46%	5%	15%
	Women	41%	38%	5%	17%
Marital Status	Married	35%	49%	3%	13%
	Not married	41%	33%	7%	19%
Marital Status and Gender	Married men	34%	53%	2%	11%
	Not married men	34%	39%	7%	20%
	Married women	37%	45%	3%	15%
	Not married women	47%	27%	7%	19%
Interview Type	Landline	38%	46%	3%	12%
	Cell Phone	36%	36%	6%	21%

NBC News/Marist Poll Iowa Adults. Interviews conducted October 18th through October 22nd, 2014, n=1155 MOE +/- 2.9 percentage points.

^Iowa Registered Voters: n=1052 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Joni Ernst?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		39%	44%	4%	13%
Iowa Registered Voters		42%	45%	2%	11%
Party Identification <sup>^</sup>	Democrat	11%	80%	1%	8%
	Republican	81%	11%	0%	8%
	Independent	39%	43%	4%	14%
Political Ideology <sup>^</sup>	Very liberal-Liberal	17%	73%	2%	8%
	Moderate	31%	58%	2%	9%
	Conservative-Very conservative	66%	21%	2%	11%
Region	Eastern Cities	37%	48%	3%	13%
	East Central	38%	42%	6%	14%
	Central	32%	53%	2%	13%
	Des Moines Area	43%	42%	4%	11%
	West	50%	32%	6%	12%
Household Income	Less than \$75,000	37%	47%	3%	12%
	\$75,000 or more	48%	43%	1%	8%
Education	Not college graduate	36%	43%	6%	16%
	College graduate	47%	47%	1%	6%
Race	White	40%	43%	4%	13%
	Non-white	32%	49%	7%	13%
Age	18 to 29	25%	43%	9%	24%
	30 to 44	40%	43%	4%	13%
	45 to 59	48%	41%	3%	9%
	60 or older	41%	49%	1%	9%
Gender	Men	43%	41%	4%	12%
	Women	36%	47%	4%	14%
Marital Status	Married	49%	40%	3%	8%
	Not married	28%	49%	5%	18%
Marital Status and Gender	Married men	54%	37%	3%	6%
	Not married men	31%	45%	6%	17%
	Married women	44%	42%	4%	10%
	Not married women	24%	53%	4%	18%
Interview Type	Landline	43%	46%	2%	9%
	Cell Phone	34%	41%	6%	18%

NBC News/Marist Poll Iowa Adults. Interviews conducted October 18th through October 22nd, 2014, n=1155 MOE +/- 2.9 percentage points.

<sup>^</sup>Iowa Registered Voters: n=1052 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Terry Branstad?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		55%	32%	2%	12%
Iowa Registered Voters		57%	33%	1%	9%
Party Identification <sup>^</sup>	Democrat	29%	64%	0%	7%
	Republican	90%	4%	0%	6%
	Independent	57%	29%	1%	12%
Political Ideology <sup>^</sup>	Very liberal-Liberal	27%	64%	0%	9%
	Moderate	57%	36%	0%	8%
	Conservative-Very conservative	75%	15%	1%	9%
Region	Eastern Cities	57%	33%	1%	10%
	East Central	56%	28%	4%	12%
	Central	44%	42%	1%	12%
	Des Moines Area	57%	30%	2%	10%
	West	61%	22%	1%	15%
Household Income	Less than \$75,000	52%	35%	1%	12%
	\$75,000 or more	64%	27%	0%	10%
Education	Not college graduate	53%	31%	3%	14%
	College graduate	58%	34%	0%	8%
Race	White	56%	30%	2%	12%
	Non-white	43%	47%	4%	7%
Age	18 to 29	39%	28%	5%	28%
	30 to 44	61%	27%	2%	10%
	45 to 59	57%	35%	1%	7%
	60 or older	60%	34%	0%	6%
Gender	Men	55%	31%	2%	11%
	Women	54%	32%	2%	13%
Marital Status	Married	61%	31%	1%	7%
	Not married	46%	33%	3%	18%
Marital Status and Gender	Married men	63%	31%	1%	5%
	Not married men	46%	33%	4%	18%
	Married women	59%	31%	1%	9%
	Not married women	47%	33%	3%	18%
Interview Type	Landline	59%	34%	1%	6%
	Cell Phone	50%	28%	3%	19%

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		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Jack Hatch?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		28%	35%	11%	26%
Iowa Registered Voters		30%	36%	8%	25%
Party Identification^	Democrat	63%	16%	6%	15%
	Republican	6%	57%	11%	26%
	Independent	23%	38%	8%	31%
Political Ideology^	Very liberal-Liberal	62%	15%	6%	17%
	Moderate	32%	37%	7%	24%
	Conservative-Very conservative	15%	49%	7%	29%
Region	Eastern Cities	32%	30%	12%	26%
	East Central	27%	34%	11%	28%
	Central	38%	35%	5%	23%
	Des Moines Area	26%	40%	10%	25%
	West	16%	37%	17%	30%
Household Income	Less than \$75,000	31%	34%	12%	23%
	\$75,000 or more	29%	39%	5%	27%
Education	Not college graduate	24%	33%	13%	29%
	College graduate	38%	38%	5%	20%
Race	White	28%	34%	9%	28%
	Non-white	27%	41%	22%	10%
Age	18 to 29	20%	25%	23%	32%
	30 to 44	27%	33%	14%	26%
	45 to 59	30%	42%	5%	24%
	60 or older	34%	37%	6%	23%
Gender	Men	27%	37%	11%	25%
	Women	29%	32%	11%	27%
Marital Status	Married	30%	40%	7%	23%
	Not married	27%	28%	15%	30%
Marital Status and Gender	Married men	30%	42%	6%	23%
	Not married men	27%	31%	15%	27%
	Married women	31%	38%	8%	23%
	Not married women	28%	25%	14%	33%
Interview Type	Landline	31%	39%	8%	22%
	Cell Phone	25%	30%	14%	31%

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NBC News/Marist Poll Iowa Tables of Adults & Registered Voters

Iowa Registered Voters

Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:

		Job creation and economic growth	Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	Health care	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Iowa Registered Voters		18%	18%	14%	13%	11%	6%	5%	4%	0%	7%	1%	2%
Party Identification	Democrat	17%	22%	21%	17%	4%	4%	4%	7%	0%	4%	1%	1%
	Republican	18%	14%	6%	13%	22%	8%	6%	1%	0%	6%	1%	4%
	Independent	18%	18%	14%	11%	9%	7%	6%	4%	0%	9%	0%	2%
Political Ideology	Very liberal-Liberal	20%	23%	16%	16%	2%	3%	4%	8%	1%	6%	1%	0%
	Moderate	15%	25%	16%	12%	9%	6%	5%	5%	1%	4%	1%	2%
	Conservative-Very conservative	21%	12%	11%	12%	18%	7%	7%	0%	0%	9%	1%	2%
Region	Eastern Cities	19%	19%	13%	12%	14%	4%	5%	7%	0%	4%	1%	1%
	East Central	20%	16%	13%	14%	12%	8%	3%	1%	0%	9%	2%	3%
	Central	17%	22%	13%	12%	9%	6%	4%	6%	2%	5%	1%	2%
	Des Moines Area	20%	15%	17%	15%	7%	6%	7%	1%	0%	8%	2%	1%
	West	16%	15%	16%	11%	11%	7%	8%	2%	0%	11%	0%	3%
Household Income	Less than \$75,000	19%	18%	17%	13%	9%	7%	6%	5%	0%	5%	1%	1%
	\$75,000 or more	20%	20%	7%	14%	14%	5%	5%	3%	1%	6%	0%	4%
Education	Not college graduate	18%	17%	17%	12%	10%	7%	6%	3%	0%	7%	1%	2%
	College graduate	19%	21%	8%	14%	13%	5%	4%	6%	1%	6%	1%	2%
Race	White	17%	19%	15%	13%	11%	6%	5%	4%	0%	7%	1%	2%
	Non-white	31%	10%	9%	8%	9%	9%	12%	6%	0%	4%	1%	0%
Age	18 to 29	30%	13%	6%	12%	13%	7%	5%	12%	1%	0%	0%	0%
	30 to 44	21%	15%	11%	19%	8%	7%	3%	5%	1%	6%	3%	4%
	45 to 59	17%	18%	12%	14%	14%	4%	6%	1%	0%	10%	1%	2%
	60 or older	12%	22%	23%	7%	10%	7%	6%	2%	0%	7%	1%	2%
Gender	Men	24%	17%	12%	10%	13%	5%	6%	2%	1%	5%	1%	3%
	Women	13%	19%	16%	15%	9%	7%	4%	6%	0%	8%	1%	2%
Marital Status	Married	16%	19%	13%	14%	13%	6%	6%	3%	0%	8%	0%	2%
	Not married	23%	16%	17%	11%	8%	6%	5%	5%	1%	5%	1%	1%
Marital Status and Gender	Married men	21%	17%	11%	11%	17%	4%	7%	1%	0%	6%	0%	4%
	Not married men	29%	18%	15%	8%	8%	6%	6%	3%	2%	4%	1%	0%
	Married women	12%	21%	14%	17%	9%	8%	4%	5%	0%	9%	1%	1%
	Not married women	16%	14%	18%	13%	9%	6%	5%	8%	0%	7%	2%	2%
Interview Type	Landline	15%	19%	17%	11%	11%	6%	7%	3%	0%	7%	2%	2%
	Cell Phone	23%	17%	11%	14%	10%	6%	4%	5%	1%	7%	1%	2%

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