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QUINNIPIAC UNIVERSITY POLL

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ERNST ALMOST CATCHES BRALEY IN IOWA SENATE RACE, QUINNIPIAC UNIVERSITY POLL FINDS; BIG GENDER GAP AS WOMEN BACK DEMOCRATIC MAN

State Sen. Joni Ernst, the Republican candidate for U.S. Senator in Iowa, trails U.S. Rep. Bruce Braley, the Democrat, 44 – 40 percent, as an unusual gender gap shows women supporting the man while men support the woman, according to a Quinnipiac University poll released today.

This compares to a 42 – 29 percent Braley lead over Ernst in a March 13 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University.

Today, women back Braley 47 – 36 percent, while men back Ernst 44 – 40 percent. Republicans back their candidate 79 – 5 percent and Democrats are loyal 89 – 6 percent. Independent voters are split 38 – 38 percent.

Braley gets a 35 – 26 percent favorability rating from Iowa voters, with 37 percent who don't know enough about him to form an opinion, compared to 46 percent who didn't know enough in March.

Ernst gets an almost identical 34 – 28 percent favorability with 37 percent who don't know enough about her, compared to 80 percent who didn't know enough in March.

A total of 47 percent of voters have seen Ernst campaign ads “very often” or “somewhat often” and 57 percent of all voters say they are “very effective” or “somewhat effective.”

A total of 35 percent of voters have seen Braley ads “very often” or “somewhat often” and 50 percent of all voters say they are “very effective” or “somewhat effective.”

“Winning the Republican nomination introduced State Sen. Joni Ernst to the Iowa electorate positively and put her within range of U.S. Rep. Bruce Braley, the Democrat. When Quinnipiac University surveyed Iowans in March, Joni Ernst was an unknown. Now she is as well-known as Bruce Braley, and his double-digit lead has all but evaporated,” said Peter A. Brown, assistant director of the Quinnipiac University poll.

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“The unusual split is due to some degree the fact that women tend to lean Democratic while men lean Republican,” Brown added.

Iowa voters give both Senate candidates good grades for character:

- Voters say 45 – 22 percent that Braley is honest and trustworthy, compared to 45 – 24 percent for Ernst;
- Braley cares about their needs and problems, voters say 47 – 26 percent, compared to 44 – 31 percent for Ernst;
- Braley has the right kind of experience to be a U.S. Senator, voters say 51 – 21 percent, compared to 43 – 33 percent for Ernst;
- Braley is “about right” on the political scale, 43 percent of voters say, while 26 percent say he is too liberal. Ernst is “about right,” 41 percent of voters say, while 27 percent say she is too conservative.

Despite an 11-point Braley lead among women, Iowa voters say 49 – 30 percent that Ernst would do a better job on issues important to women. Matchups on other issues show:

- 40 – 36 percent that Braley would do a better job on the economy and jobs;
- 42 – 34 percent that Braley would do a better job on the new federal health care law;
- 38 – 34 percent that Braley would do better on immigration;
- 34 – 28 percent that Braley would do better on same-sex marriage;
- 43 – 28 percent that Braley would do better on the environment;
- 45 – 28 percent that Braley would do better on the minimum wage;
- 42 – 38 percent that Braley would do a better job helping the middle class;
- 40 – 37 percent that Ernst would do a better job helping farmers;
- 40 percent say Ernst would do a better job on government spending, while 38 percent say Braley would be better;
- 39 – 31 percent that Braley would do a better job on gun control.

“Braley has a small lead in more measurements of personal characteristics and which candidate is better able to handle issues facing the state, but neither candidate’s views and values are firmly fixed in the electorate’s mind with a third of voters not knowing enough about either candidate to have an opinion,” Brown said.

“One interesting data point is that voters think 44 – 31 percent that Ernst cares about their needs and problems, a category in which Republicans, even victorious ones, often struggle. Her TV ads which stressed her farm family background apparently are doing their job.”

From June 12 – 16, Quinnipiac University surveyed 1,277 registered voters with a margin of error of +/- 2.7 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Colorado, Iowa and the nation as a public service and for research.

For more information, visit <http://www.quinnipiac.edu/polling>, call (203) 582-5201, or follow us on [Twitter](#).

4. If the election for United States Senator were being held today, and the candidates were Bruce Braley the Democrat and Joni Ernst the Republican, for whom would you vote?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Braley | 44% | 5% | 89% | 38% | 40% | 47% | 41% | 39% | 45% | 48% |
| Ernst | 40 | 79 | 6 | 38 | 44 | 36 | 29 | 44 | 42 | 38 |
| SMONE ELSE (VOL) | - | 1 | - | - | 1 | - | - | 1 | - | 1 |
| WLDN'T VOTE (VOL) | 2 | 3 | - | 3 | 2 | 1 | 3 | 3 | 2 | - |
| DK/NA | 14 | 13 | 5 | 21 | 13 | 16 | 27 | 14 | 11 | 13 |

TREND: If the election for United States Senator were being held today, and the candidates were Bruce Braley the Democrat and Joni Ernst the Republican, for whom would you vote?

| | Jun 18 2014 | Mar 13 2014 | Dec 18 2013 |
|-------------------|----------------|----------------|----------------|
| Braley | 44 | 42 | 44 |
| Ernst | 40 | 29 | 38 |
| SMONE ELSE (VOL) | - | 1 | 1 |
| WLDN'T VOTE (VOL) | 2 | 2 | 2 |
| DK/NA | 14 | 25 | 15 |

5. Is your opinion of Bruce Braley favorable, unfavorable or haven't you heard enough about him?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Favorable | 35% | 10% | 70% | 29% | 33% | 38% | 30% | 31% | 37% | 41% |
| Unfavorable | 26 | 50 | 4 | 24 | 34 | 19 | 19 | 34 | 26 | 22 |
| Hvn't hrd enough | 37 | 38 | 25 | 46 | 33 | 41 | 50 | 35 | 36 | 35 |
| REFUSED | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |

TREND: Is your opinion of Bruce Braley favorable, unfavorable or haven't you heard enough about him?

| | Jun 18 2014 | Mar 13 2014 | Jul 22 2013 | May 24 2013 |
|------------------|----------------|----------------|----------------|----------------|
| Favorable | 35 | 35 | 27 | 27 |
| Unfavorable | 26 | 18 | 13 | 14 |
| Hvn't hrd enough | 37 | 46 | 58 | 57 |
| REFUSED | 1 | 1 | 2 | 2 |

6. Is your opinion of Joni Ernst favorable, unfavorable or haven't you heard enough about her?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Favorable | 34% | 64% | 7% | 34% | 40% | 29% | 26% | 36% | 38% | 33% |
| Unfavorable | 28 | 9 | 57 | 22 | 23 | 33 | 18 | 23 | 30 | 38 |
| Hvn't hrd enough | 37 | 26 | 35 | 42 | 36 | 37 | 56 | 40 | 32 | 27 |
| REFUSED | 1 | - | 1 | 1 | 1 | 1 | - | 1 | 1 | 2 |

TREND: Is your opinion of Joni Ernst favorable, unfavorable or haven't you heard enough about her?

| | Jun 18 2014 | Mar 13 2014 | Jul 22 2013 | May 24 2013 |
|------------------|----------------|----------------|----------------|----------------|
| Favorable | 34 | 13 | 6 | 5 |
| Unfavorable | 28 | 6 | 2 | 3 |
| Hvn't hrd enough | 37 | 80 | 92 | 92 |
| REFUSED | 1 | 1 | 1 | 1 |

37. Would you say that Bruce Braley - is honest and trustworthy or not?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Yes | 45% | 27% | 73% | 39% | 45% | 45% | 48% | 36% | 48% | 51% |
| No | 22 | 38 | 4 | 23 | 28 | 17 | 20 | 28 | 23 | 14 |
| DK/NA | 33 | 34 | 22 | 39 | 27 | 38 | 33 | 35 | 29 | 35 |

38. Would you say that Bruce Braley - cares about the needs and problems of people like you or not?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Yes | 47% | 27% | 75% | 41% | 45% | 48% | 51% | 38% | 47% | 53% |
| No | 26 | 42 | 7 | 26 | 32 | 20 | 18 | 34 | 27 | 18 |
| DK/NA | 28 | 30 | 17 | 33 | 23 | 32 | 31 | 28 | 25 | 30 |

39. Would you say that Bruce Braley - has the right kind of experience to be a United States Senator from Iowa or not?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Yes | 51% | 33% | 79% | 45% | 54% | 49% | 50% | 50% | 52% | 52% |
| No | 21 | 36 | 4 | 23 | 26 | 17 | 19 | 24 | 21 | 19 |
| DK/NA | 28 | 31 | 17 | 32 | 20 | 34 | 31 | 26 | 27 | 28 |

40. Do you think Bruce Braley is too liberal, too conservative, or about right?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|--------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Liberal | 26% | 52% | 4% | 22% | 34% | 19% | 22% | 30% | 27% | 22% |
| Conservative | 3 | 1 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 2 |
| About right | 43 | 21 | 74 | 38 | 40 | 46 | 43 | 37 | 43 | 49 |
| DK/NA | 28 | 27 | 17 | 35 | 23 | 32 | 32 | 30 | 25 | 27 |

41. Would you say that Joni Ernst - is honest and trustworthy or not?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Yes | 45% | 70% | 23% | 44% | 53% | 37% | 48% | 39% | 48% | 47% |
| No | 24 | 8 | 46 | 21 | 21 | 28 | 26 | 21 | 27 | 23 |
| DK/NA | 31 | 22 | 31 | 35 | 27 | 35 | 27 | 40 | 25 | 30 |

42. Would you say that Joni Ernst - cares about the needs and problems of people like you or not?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Yes | 44% | 67% | 21% | 45% | 52% | 37% | 49% | 41% | 46% | 41% |
| No | 31 | 12 | 58 | 25 | 25 | 35 | 24 | 27 | 32 | 36 |
| DK/NA | 25 | 21 | 21 | 30 | 23 | 28 | 27 | 32 | 21 | 23 |

43. Would you say that Joni Ernst - has the right kind of experience to be a United States Senator from Iowa or not?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|-------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Yes | 43% | 70% | 17% | 42% | 50% | 36% | 45% | 43% | 44% | 41% |
| No | 33 | 11 | 63 | 28 | 29 | 37 | 27 | 24 | 36 | 41 |
| DK/NA | 24 | 19 | 19 | 30 | 21 | 27 | 27 | 33 | 20 | 17 |

44. Do you think Joni Ernst is too liberal, too conservative, or about right?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|--------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Liberal | 7% | 7% | 6% | 9% | 7% | 7% | 7% | 6% | 7% | 9% |
| Conservative | 27 | 6 | 59 | 21 | 24 | 30 | 22 | 25 | 29 | 29 |
| About right | 41 | 67 | 17 | 41 | 48 | 34 | 42 | 42 | 44 | 36 |
| DK/NA | 25 | 20 | 19 | 29 | 20 | 29 | 28 | 27 | 20 | 26 |

45. (Split sample) Regardless of who you may support, who do you think would do a better job - on the economy and jobs, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 40% | 14% | 76% | 34% | 35% | 45% |
| Ernst | 36 | 58 | 10 | 38 | 46 | 26 |
| DK/NA | 24 | 27 | 14 | 29 | 19 | 30 |

46. (Split sample) Regardless of who you may support, who do you think would do a better job - on the new federal health care law, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 42% | 18% | 74% | 38% | 39% | 46% |
| Ernst | 34 | 60 | 9 | 35 | 43 | 25 |
| DK/NA | 24 | 22 | 18 | 27 | 18 | 29 |

47. (Split sample) Regardless of who you may support, who do you think would do a better job - on immigration issues, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 38% | 13% | 68% | 36% | 36% | 40% |
| Ernst | 34 | 64 | 9 | 30 | 45 | 25 |
| DK/NA | 28 | 24 | 23 | 34 | 20 | 35 |

48. (Split sample) Regardless of who you may support, who do you think would do a better job - on the issue of same-sex marriage, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 34% | 16% | 66% | 27% | 37% | 31% |
| Ernst | 28 | 48 | 8 | 29 | 34 | 22 |
| DK/NA | 38 | 36 | 27 | 44 | 30 | 46 |

49. (Split sample) Regardless of who you may support, who do you think would do a better job - on issues that are especially important to women, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 30% | 11% | 59% | 22% | 26% | 33% |
| Ernst | 49 | 72 | 20 | 55 | 57 | 42 |
| DK/NA | 21 | 17 | 20 | 23 | 16 | 26 |

50. (Split sample) Regardless of who you may support, who do you think would do a better job - on the environment, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 43% | 19% | 78% | 32% | 44% | 42% |
| Ernst | 28 | 47 | 8 | 29 | 33 | 23 |
| DK/NA | 30 | 34 | 14 | 38 | 23 | 36 |

51. (Split sample) Regardless of who you may support, who do you think would do a better job - on the minimum wage, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 45% | 22% | 78% | 40% | 47% | 43% |
| Ernst | 28 | 50 | 8 | 28 | 32 | 25 |
| DK/NA | 27 | 27 | 14 | 33 | 22 | 32 |

52. (Split sample) Regardless of who you may support, who do you think would do a better job - helping the middle class, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 42% | 16% | 79% | 34% | 37% | 46% |
| Ernst | 38 | 64 | 9 | 41 | 48 | 29 |
| DK/NA | 20 | 20 | 12 | 25 | 15 | 25 |

53. (Split sample) Regardless of who you may support, who do you think would do a better job - on the issue of gun control, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 39% | 18% | 70% | 34% | 35% | 43% |
| Ernst | 31 | 50 | 9 | 35 | 39 | 24 |
| DK/NA | 30 | 32 | 21 | 31 | 25 | 33 |

54. (Split sample) Regardless of who you may support, who do you think would do a better job - helping farmers, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 37% | 16% | 67% | 32% | 35% | 38% |
| Ernst | 40 | 63 | 16 | 41 | 45 | 35 |
| DK/NA | 23 | 21 | 17 | 27 | 19 | 27 |

55. (Split sample) Regardless of who you may support, who do you think would do a better job - when it comes to finding the right balance between cutting government spending that is not needed and continuing government spending that is needed, Braley or Ernst?

| | Tot | Rep | Dem | Ind | Men | Wom |
|--------|-----|-----|-----|-----|-----|-----|
| Braley | 38% | 14% | 70% | 32% | 33% | 42% |
| Ernst | 40 | 69 | 12 | 41 | 49 | 33 |
| DK/NA | 22 | 17 | 17 | 27 | 18 | 25 |

56. If Joni Ernst is elected United States Senator she would be Iowa's first woman U.S. Senator. Does this make you more likely to vote for her, less likely, or doesn't it make a difference?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|---------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| More likely | 9% | 8% | 9% | 10% | 7% | 12% | 9% | 9% | 10% | 10% |
| Less likely | 3 | 1 | 7 | 2 | 3 | 3 | 1 | 2 | 3 | 6 |
| No difference | 86 | 90 | 84 | 86 | 90 | 83 | 90 | 89 | 85 | 82 |
| DK/NA | 1 | - | - | 2 | - | 2 | - | - | 1 | 2 |

57. Do you think of your vote for United States Senator as a vote for Barack Obama, or as a vote against Barack Obama, or isn't Barack Obama much of a factor in your vote?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|----------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| For Obama | 11% | 2% | 26% | 8% | 11% | 12% | 7% | 13% | 11% | 13% |
| Against Obama | 25 | 54 | 2 | 21 | 28 | 22 | 26 | 24 | 23 | 27 |
| Not much of a factor | 62 | 42 | 69 | 69 | 60 | 63 | 65 | 60 | 65 | 56 |
| DK/NA | 2 | 1 | 2 | 2 | 1 | 4 | 3 | 3 | 1 | 4 |

TREND: Do you think of your vote for United States Senator as a vote for Barack Obama, or as a vote against Barack Obama, or isn't Barack Obama much of a factor in your vote?

| | Jun 18 2014 | Dec 18 2013 |
|----------------------|----------------|----------------|
| For Obama | 11 | 14 |
| Against Obama | 25 | 29 |
| Not much of a factor | 62 | 54 |
| DK/NA | 2 | 3 |

58. Now thinking of - Joni Ernst, how often would you say you've been seeing her campaign advertisements on television recently, very often, somewhat often, just occasionally or rarely?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|----------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Very often | 25% | 20% | 34% | 23% | 20% | 29% | 6% | 18% | 28% | 40% |
| Somewhat often | 22 | 22 | 24 | 21 | 21 | 23 | 15 | 20 | 25 | 24 |
| Just occasionally | 20 | 28 | 16 | 18 | 21 | 19 | 25 | 17 | 23 | 17 |
| Rarely | 21 | 23 | 19 | 20 | 25 | 17 | 29 | 29 | 16 | 12 |
| NEVER (VOL) | 4 | 3 | 4 | 4 | 3 | 5 | 5 | 6 | 2 | 3 |
| DON'T WATCH TV (VOL) | 7 | 5 | 3 | 12 | 9 | 6 | 20 | 9 | 4 | 2 |
| DK/NA | 1 | - | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |

59. Now thinking of - Bruce Braley, how often would you say you've been seeing his campaign advertisements on television recently, very often, somewhat often, just occasionally or rarely?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|----------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Very often | 13% | 13% | 17% | 10% | 13% | 13% | 5% | 9% | 15% | 19% |
| Somewhat often | 22 | 21 | 26 | 21 | 21 | 24 | 12 | 19 | 27 | 28 |
| Just occasionally | 26 | 28 | 29 | 23 | 25 | 26 | 26 | 24 | 25 | 28 |
| Rarely | 26 | 31 | 20 | 27 | 28 | 24 | 29 | 32 | 25 | 18 |
| NEVER (VOL) | 5 | 2 | 4 | 6 | 3 | 6 | 8 | 5 | 4 | 3 |
| DON'T WATCH TV (VOL) | 7 | 4 | 3 | 12 | 8 | 6 | 20 | 9 | 4 | 2 |
| DK/NA | 1 | 1 | - | 1 | - | 2 | 1 | 1 | 1 | 1 |

60. From what you've seen, would you say - Joni Ernst's ads are very effective at making their point, somewhat effective, not so effective or not effective at all?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|----------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Very effective | 18% | 28% | 12% | 17% | 20% | 17% | 12% | 18% | 20% | 23% |
| Somewhat effective | 39 | 42 | 35 | 40 | 38 | 39 | 44 | 37 | 39 | 35 |
| Not so effective | 10 | 6 | 13 | 12 | 9 | 11 | 7 | 9 | 12 | 11 |
| Not effective at all | 18 | 12 | 28 | 15 | 19 | 17 | 15 | 18 | 18 | 20 |
| DK/NA | 15 | 12 | 12 | 16 | 14 | 16 | 22 | 19 | 12 | 11 |

61. From what you've seen, would you say - Bruce Braley's ads are very effective at making their point, somewhat effective, not so effective or not effective at all?

| | Tot | Rep | Dem | Ind | Men | Wom | AGE IN YRS..... | | | |
|----------------------|-----|-----|-----|-----|-----|-----|-----------------|-------|-------|-----|
| | | | | | | | 18-29 | 30-49 | 50-64 | 65+ |
| Very effective | 10% | 6% | 19% | 6% | 8% | 12% | 5% | 6% | 13% | 15% |
| Somewhat effective | 40 | 34 | 50 | 41 | 39 | 42 | 38 | 39 | 41 | 43 |
| Not so effective | 12 | 15 | 7 | 13 | 13 | 10 | 14 | 12 | 12 | 11 |
| Not effective at all | 19 | 28 | 10 | 19 | 21 | 16 | 12 | 22 | 19 | 16 |
| DK/NA | 19 | 17 | 14 | 22 | 18 | 20 | 32 | 22 | 15 | 14 |