



# PUBLIC OPINION STRATEGIES

turning questions into answers

## MEMORANDUM

**TO:** The Family Leader  
**FROM:** Gene Ulm  
**RE:** Recent Survey Results  
**DATE:** June 11, 2021

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*The following memorandum is based on a survey of 500 likely voters completed in Iowa by Public Opinion Strategies June 1-3, 2021. Live dialing was used for all interviews and 40% of the interviews were completed via cell phone. The margin of error on the survey is plus or minus 4.38%.*

### Key points:

- **Support for the Protect Life Amendment passage is neck-and-neck, within the margin of error.** Polling currently shows the ballot at a razor thin margin of -2% (45% - 47%).
- **A large majority of Iowa voters want to vote on the Protect Life Amendment.** 84% of voters agree with the statement “Iowans should be given the opportunity to vote on this amendment,” including 73% of voters who responded they opposed the measure.
- **81% of Iowa voters indicated they believed there should be legal limits to abortion.** Only a small minority of Iowa voters (14%) responded “Abortion should be legal at any time during a woman’s pregnancy.”
- **A significant majority of Iowa voters oppose taxpayer funding for abortions.** When asked “do you support the taxpayer funding of abortion?” 64% of voters responded “no” while less than one third (32%) responded “yes.”
- **The data demonstrates ample low-hanging fruit in support of passage.** An increase in self-identified Republican support alone could bring total support for the measure over 50%.
- **Passage has the intensity advantage.** Support is higher among the most reliable voters (+3%), as well as those who want to vote on the measure (84% of Iowa’s voters, with the “yes” vote at 54%).
- **The data suggests an information campaign would result in a significant increase in support for the measure.** Exposure to pro-measure messaging resulted in a 10% advantage for the measure, with 50% of voters responding in favor and only 40% responding opposed.