

MEMO

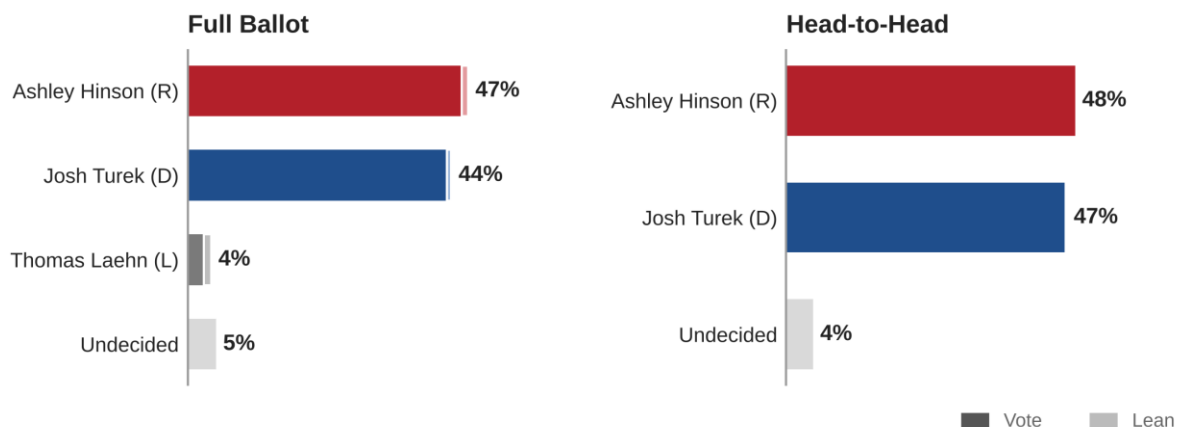
TO: Interested Parties
FROM: NPA Polling
DATE: October 19th, 2026
RE: Iowa 2026 General Election Survey Results

BOTTOM LINE

Republican Ashley Hinson leads Democrat Josh Turek by 3 points for U.S. Senate, and Democrat Rob Sand leads Republican Zach Lahn by 5 points for Governor; both leads are within the margin of error. The Senate race tracks a closely divided electorate, with Republicans ahead by 1 point on the generic congressional ballot, while Sand draws 15% of registered Republicans.

U.S. SENATE: WITHIN THE MARGIN OF ERROR

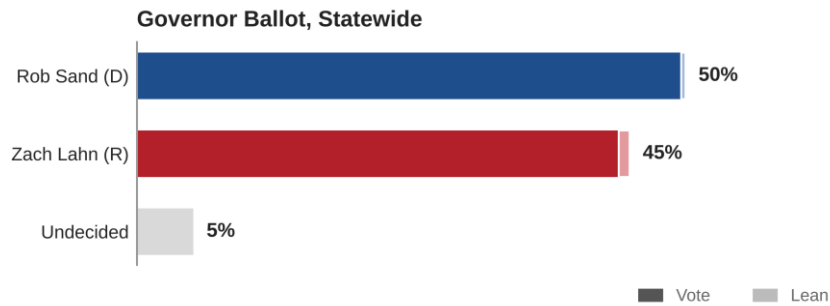
Statewide likely voters (n=678). Ballot totals include voters leaning toward a candidate. The analysis below is based on Full Ballot crosstabs.



- **Hinson leads by 3 on the full ballot and by 1 head-to-head.** Asked the three-candidate ballot, voters favor Ashley Hinson (R) 47% to Josh Turek (D) 44%, with Thomas Laehn (Libertarian) at 4%. Head-to-head, it is 48% to 47%.
- **The race tracks the partisan environment.** Republicans lead the generic congressional ballot 46% to 45%, and voters prefer Republican control of the Senate 49% to 47%.
- **Hinson and Turek have similar images.** Hinson is 48% favorable to 44% unfavorable (+4), and Turek is 46% to 44% (+2). Nearly all voters have heard of both candidates.
- **Turek holds Democrats more tightly; Republicans are the larger bloc.** Turek takes 93% of registered Democrats and 11% of registered Republicans. Hinson takes 83% of registered Republicans and 4% of registered Democrats. Republicans make up 46% of likely voters, compared to 31% for Democrats.
- **Education and age divide the race.** Non-college voters back Hinson 52% to 39%, and college graduates back Turek 53% to 40%. Voters 65 and older favor Hinson 55% to 39%, while voters under 50 favor Turek 50% to 39%.
- **Turek's voters are more motivated.** Overall, 81% of likely voters rate their motivation to vote a 10 out of 10. That includes 91% of Turek voters compared to 80% of Hinson voters, and 91% of registered Democrats compared to 82% of registered Republicans.

GOVERNOR: SAND LEADS WITHIN THE MARGIN

Statewide likely voters (n=678). Ballot totals include voters leaning toward a candidate.



- **Sand leads by 5.** Voters favor Rob Sand (D) 50% to Zach Lahn (R) 45%, with 5% undecided.
- **Sand has the stronger image.** Sand is 50% favorable to 43% unfavorable (+7), and Lahn is 41% favorable to 49% unfavorable (-8).
- **Lahn has not consolidated Republicans.** Lahn takes 78% of registered Republicans, compared to 83% for Hinson; Sand takes 15% of them, and 7% are undecided. About 4% of Hinson voters back Sand, and unaffiliated voters favor Sand 59% to 35%.

DEMOGRAPHIC ROLLUP

Statewide n=678. Weighted percentages; may not sum to 100% due to rounding.

Political	Statewide
Party Registration	
Republican	46%
Democrat	31%
No party affiliation	22%
Other party	<1%
Unsure	<1%
Ideology	
Conservative	48%
Moderate	25%
Liberal	24%
Unsure	4%
2024 Presidential Vote	
Trump	51%
Harris	40%
Someone else	4%
Did not vote / DK	4%

Demographic	Statewide
Age	
18-34	14%
35-49	21%
50-64	26%
65+	39%
Sex	
Male	48%
Female	52%
Race	
White	90%
Black	2%
Hispanic	4%
Asian / Other	4%
Education	
High school or less	27%
Some college / tech	34%
Bachelor's degree	24%
Graduate degree	13%
Unsure / Refused	2%

GEOGRAPHY

Statewide by Media Market	%
DES MOINES-AMES DMA	40%
Polk	16%
Rest of Des Moines DMA	24%
CEDAR RAPIDS-WATERLOO-IOWA CITY & DUBUQUE DMA	30%
DAVENPORT-ROCK ISLAND-MOLINE DMA	10%
WESTERN IOWA (SIOUX CITY, OMAHA & SIOUX FALLS DMAs)	14%
REST OF STATE (ROCHESTER-MASON CITY, OTTUMWA, QUINCY)	5%

Methodology: NPA Polling surveyed 678 likely 2026 general election voters in Iowa from October 8th to 12th, 2026, via live calls to landlines and cell phones and text-to-web from a voter-file-based sample. Results are weighted to match the expected 2026 general electorate on key demographics. The margin of error is +/-3.8% at a 95% confidence level. Margins of error for subgroups are larger. Percentages may not equal 100% due to rounding, and totals may not equal the sum of their components.