



Iowa Statewide Survey

UpONE
INSIGHTS

METHODOLOGY



Robert Blizzard of UpONE Insights completed a survey of N=500 registered voters in Iowa via landline and cell phone.



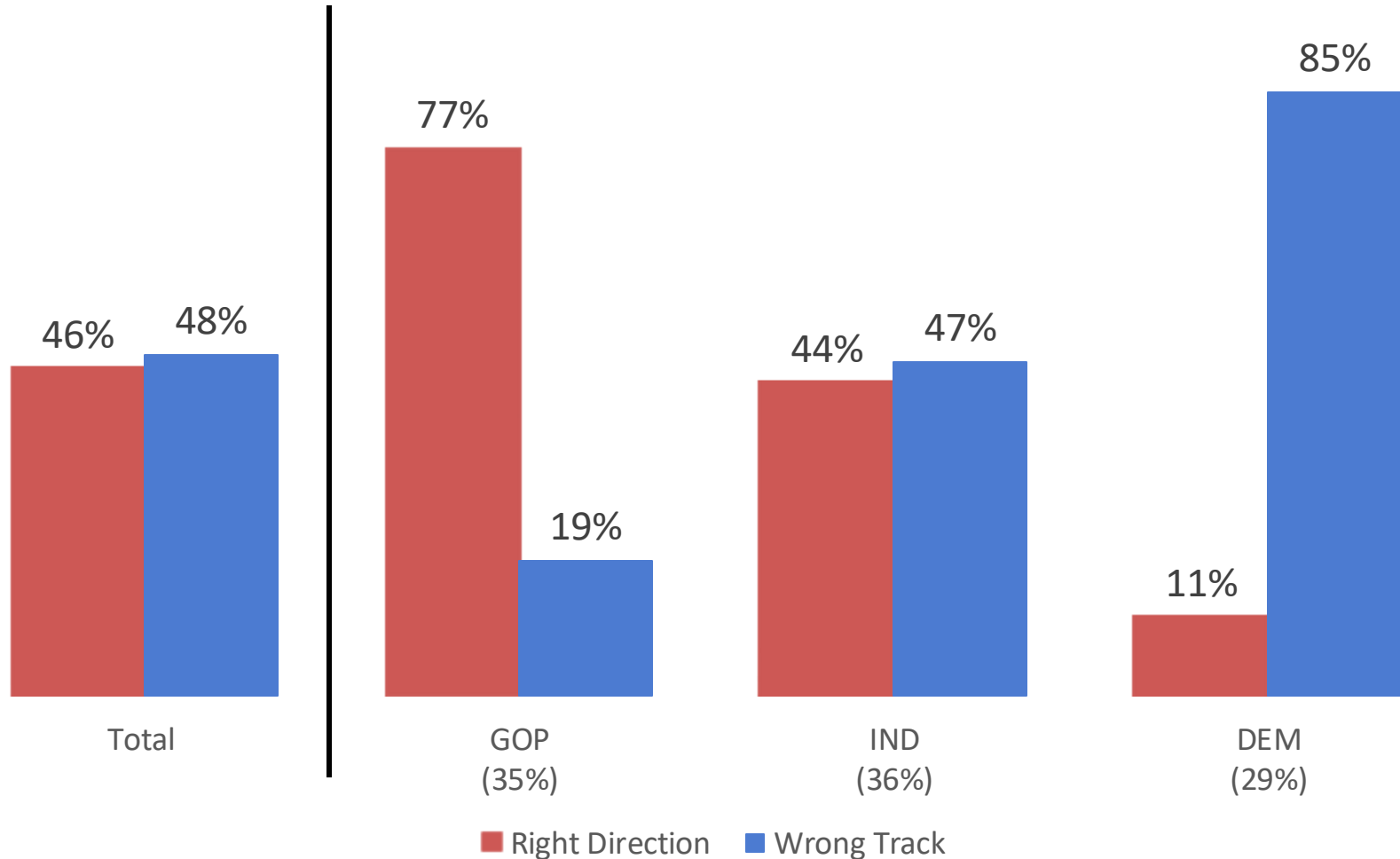
The survey was conducted September 17-19, 2024.



The overall survey has a margin of error of $\pm 4.38\%$.
The margin of error for subgroups varies and is higher.

The Political Environment

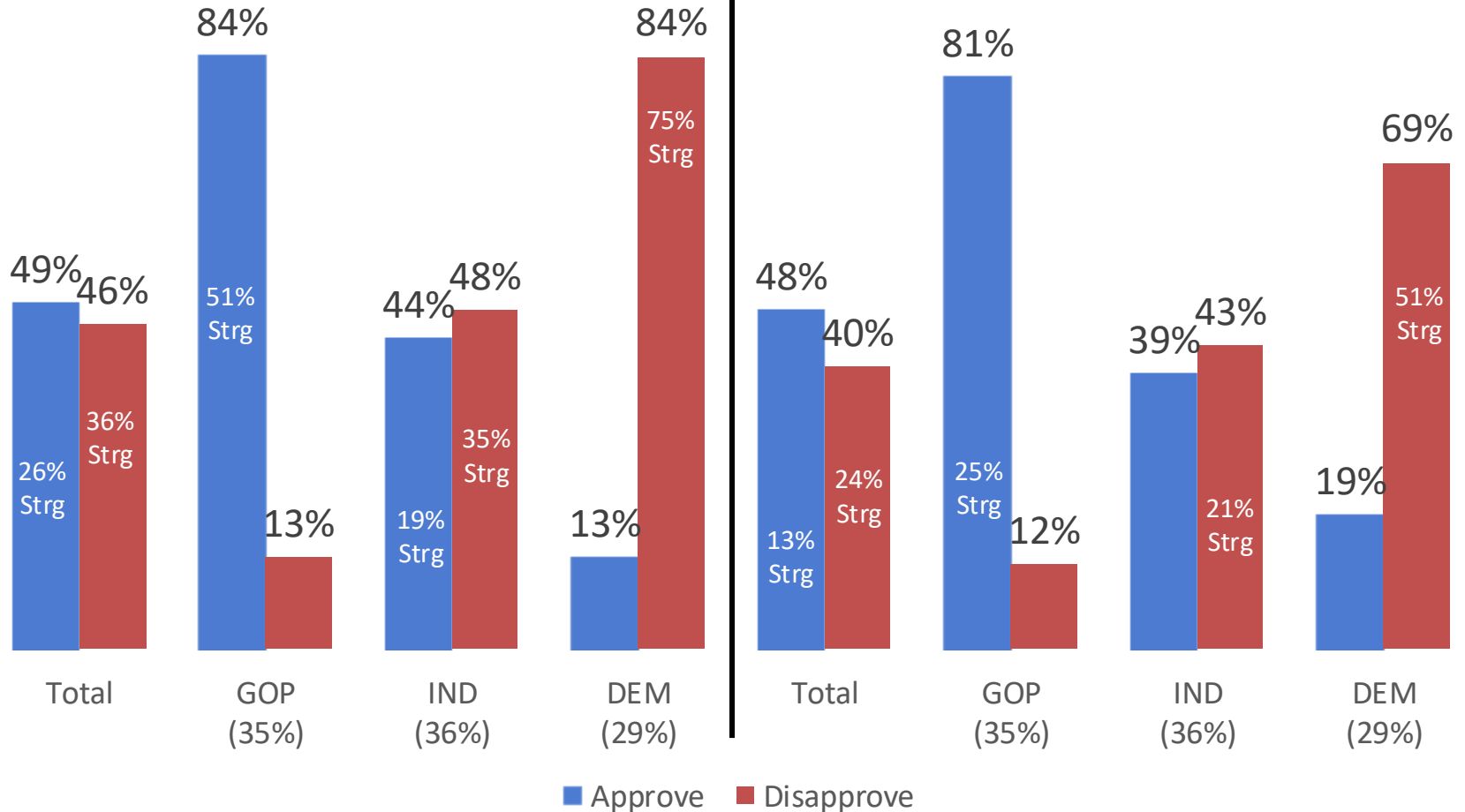
Iowans are evenly divided on whether the state is moving in the right direction or if the state is off on the wrong track.



The Governor and the State Legislature have positive approval ratings, but neither are over 50%.

Governor Kim Reynolds

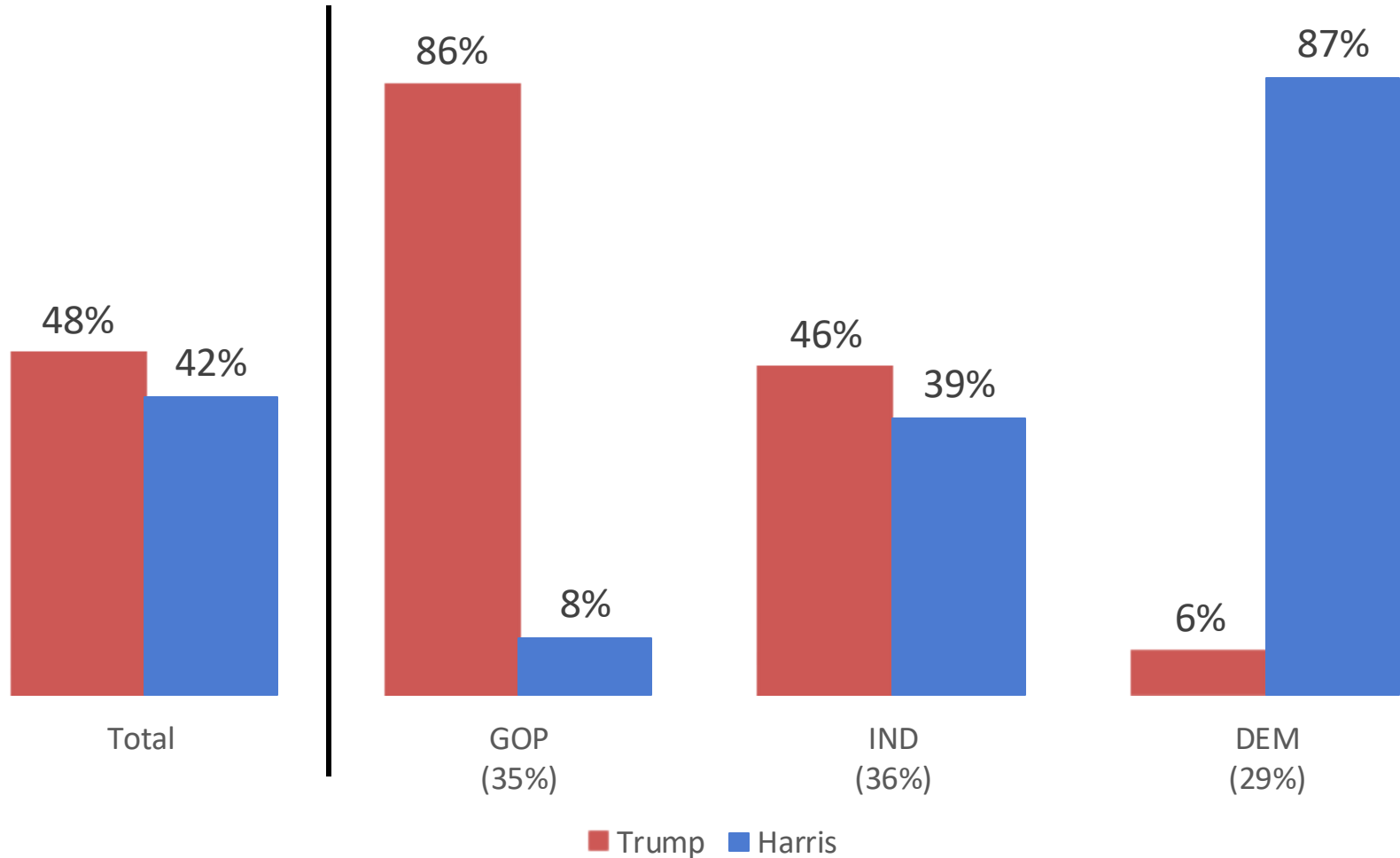
State Legislature



Voters place inflation and rising costs, K-12 public education, and the economy and jobs atop the state's issue agenda.

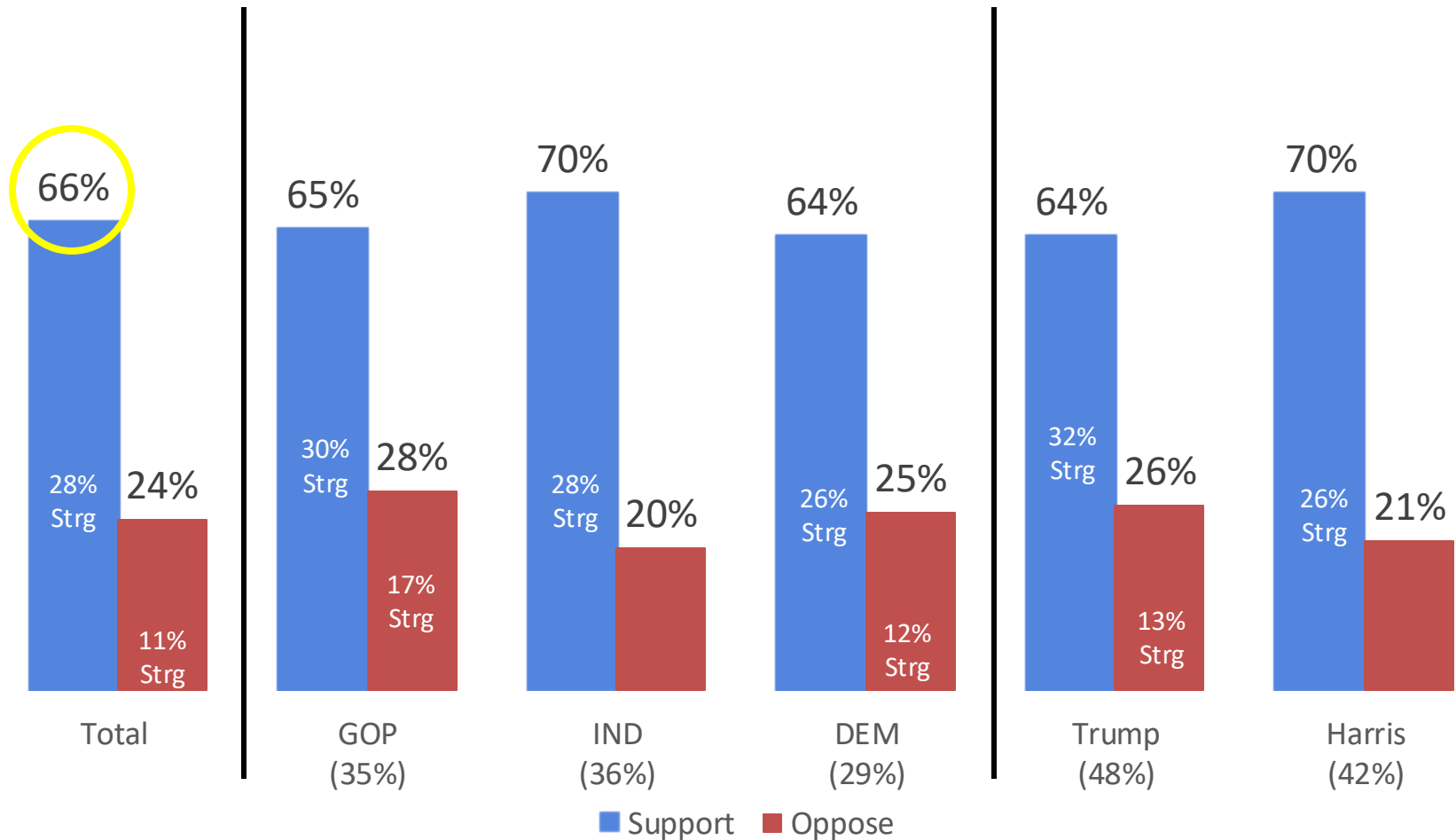
% Combined	Total	GOP (35%)	IND (36%)	DEM (29%)	IND Men (20%)	IND Women (18%)	Des Moines (38%)	Cedar Rapids (30%)	Davenport (11%)	Sioux City (8%)	Rest (13%)	Urban (30%)	Suburb (33%)	Rural (36%)
Inflation and rising cost	36%	40%	41%	26%	44%	36%	40%	30%	34%	56%	31%	34%	35%	39%
K-12 public education	36%	19%	39%	54%	37%	38%	37%	40%	38%	18%	37%	46%	30%	34%
The economy and jobs	33%	45%	29%	22%	26%	32%	33%	36%	34%	21%	31%	26%	34%	38%
Abortion	23%	13%	20%	41%	9%	26%	20%	27%	26%	19%	27%	34%	20%	18%
Taxes and government spending	19%	30%	16%	8%	27%	17%	24%	11%	12%	19%	25%	15%	20%	21%
Crime and public safety	15%	23%	15%	4%	11%	19%	19%	9%	23%	13%	11%	18%	12%	14%
Infrastructure, like roads and bridges	13%	10%	11%	18%	22%	8%	10%	18%	7%	18%	9%	10%	22%	7%
Farmers and the state's agricultural industry	13%	12%	20%	5%	21%	15%	11%	18%	8%	5%	17%	9%	14%	15%
The environment and climate change	8%	3%	6%	17%	4%	4%	5%	9%	13%	5%	12%	9%	9%	6%

Trump leads Harris in the race for President.

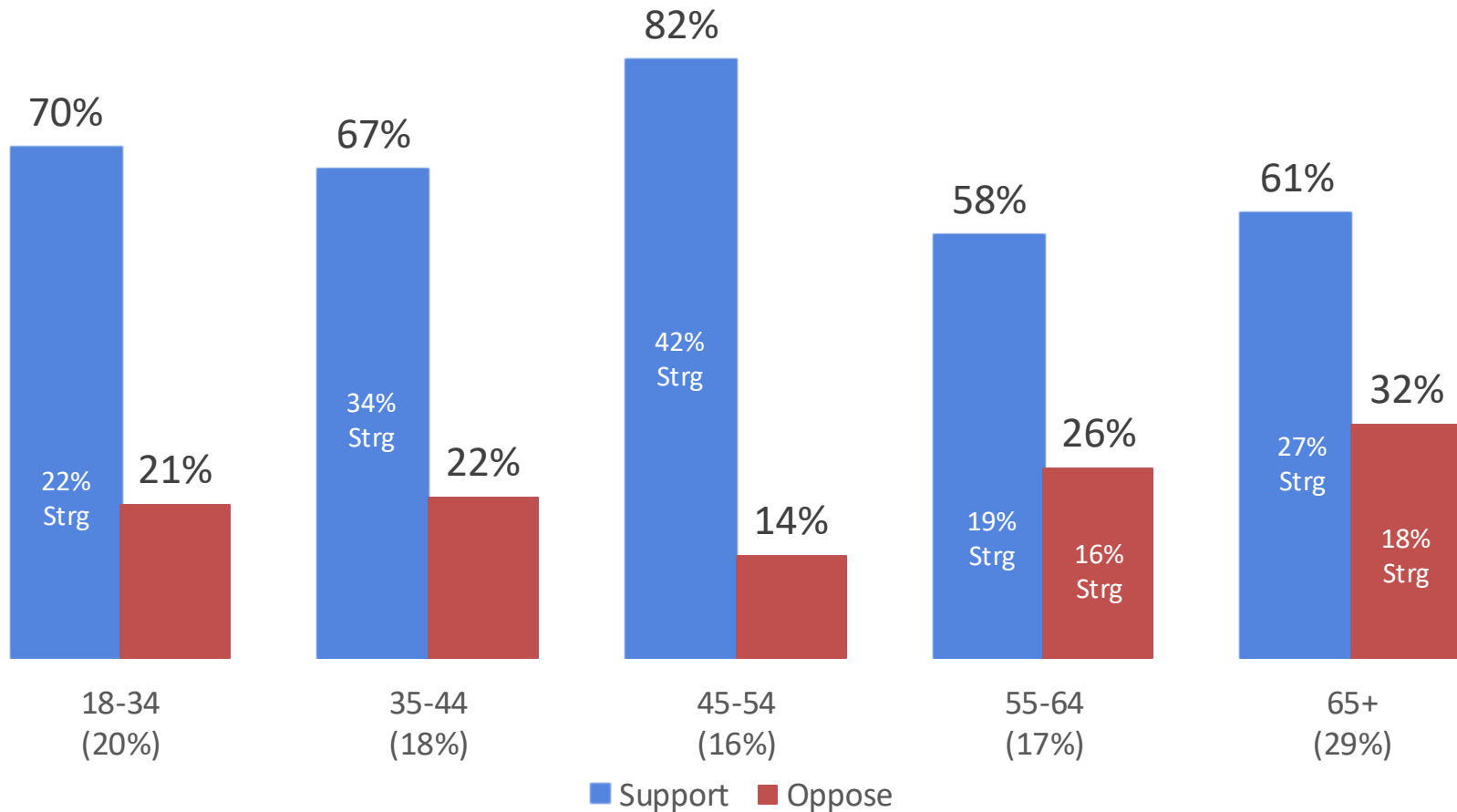


Attitudes Toward Gambling

Generally speaking, nearly two-thirds of lowans support casino gambling in the state.



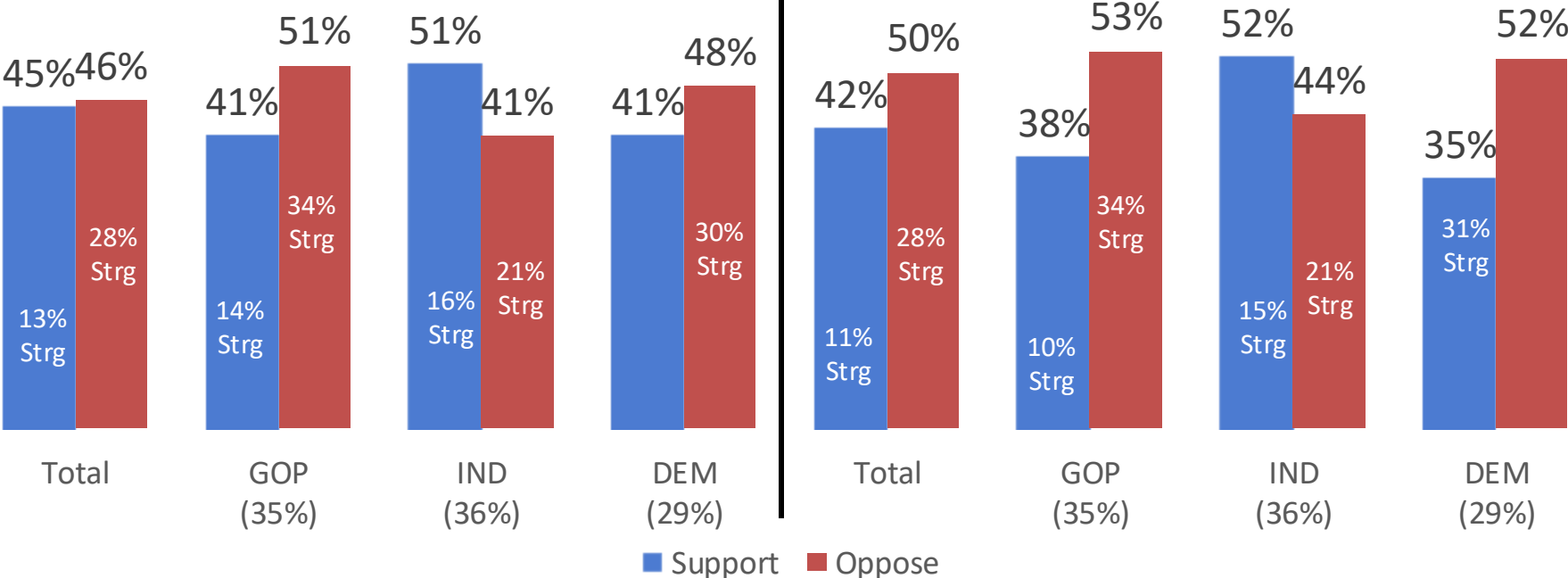
There's a bit of a generational divide on casino gambling, with younger Iowans generally driving support.



Iowans are much more evenly divided on the issues of online sports betting by mobile app and online casino games like poker and blackjack.

Online sports betting by mobile app

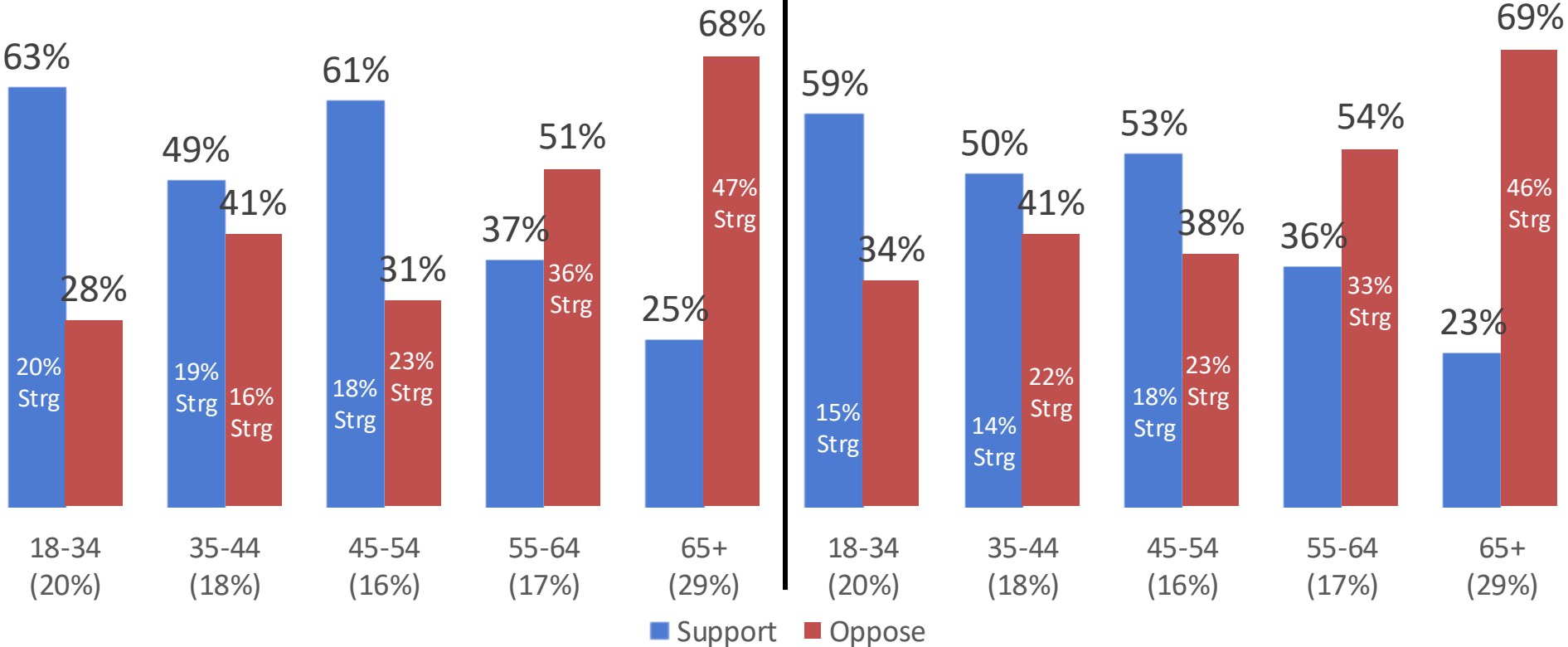
Online casino games such as poker and blackjack



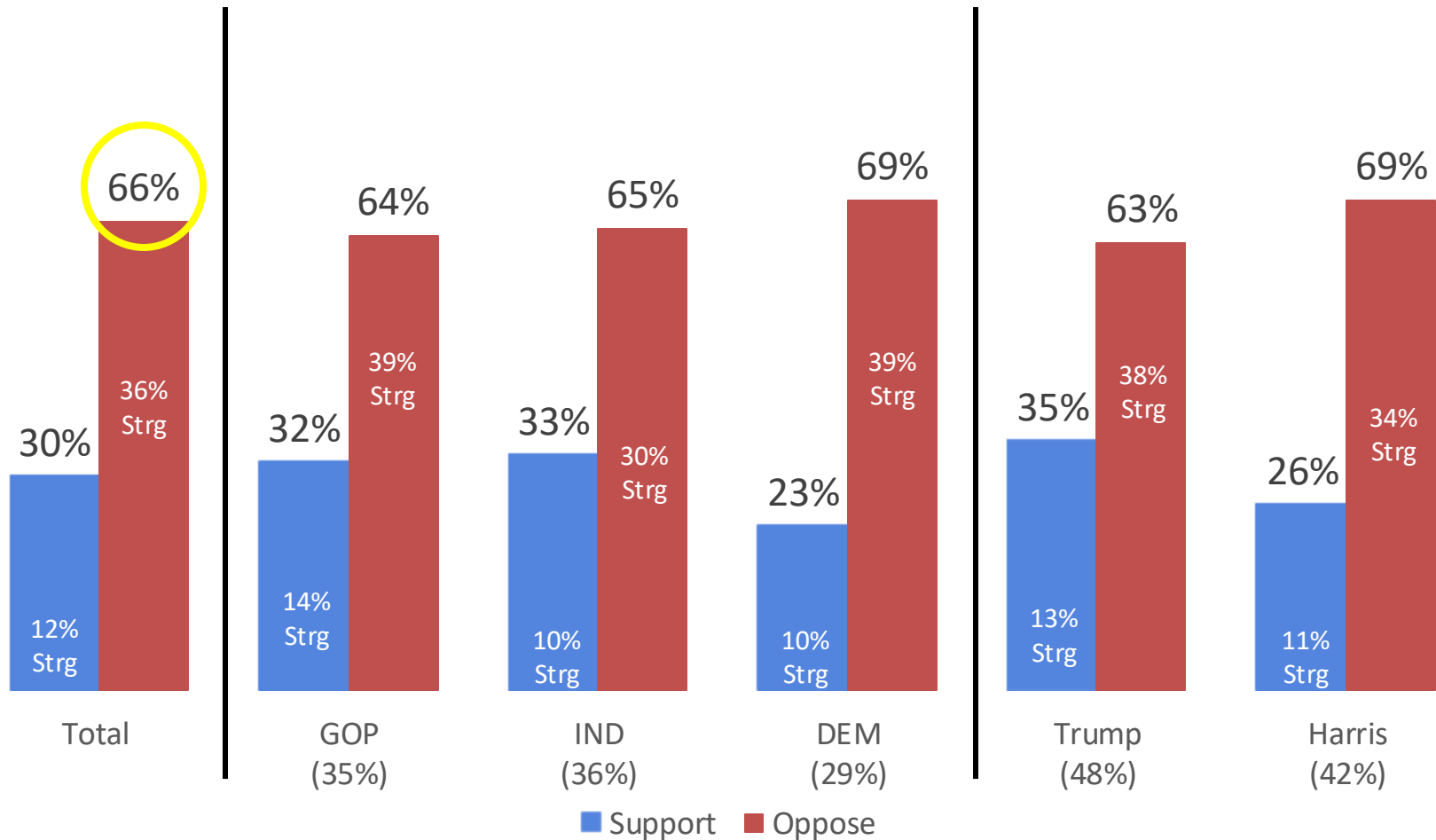
We see a deep generational gap on online gambling.

Online sports betting by mobile app

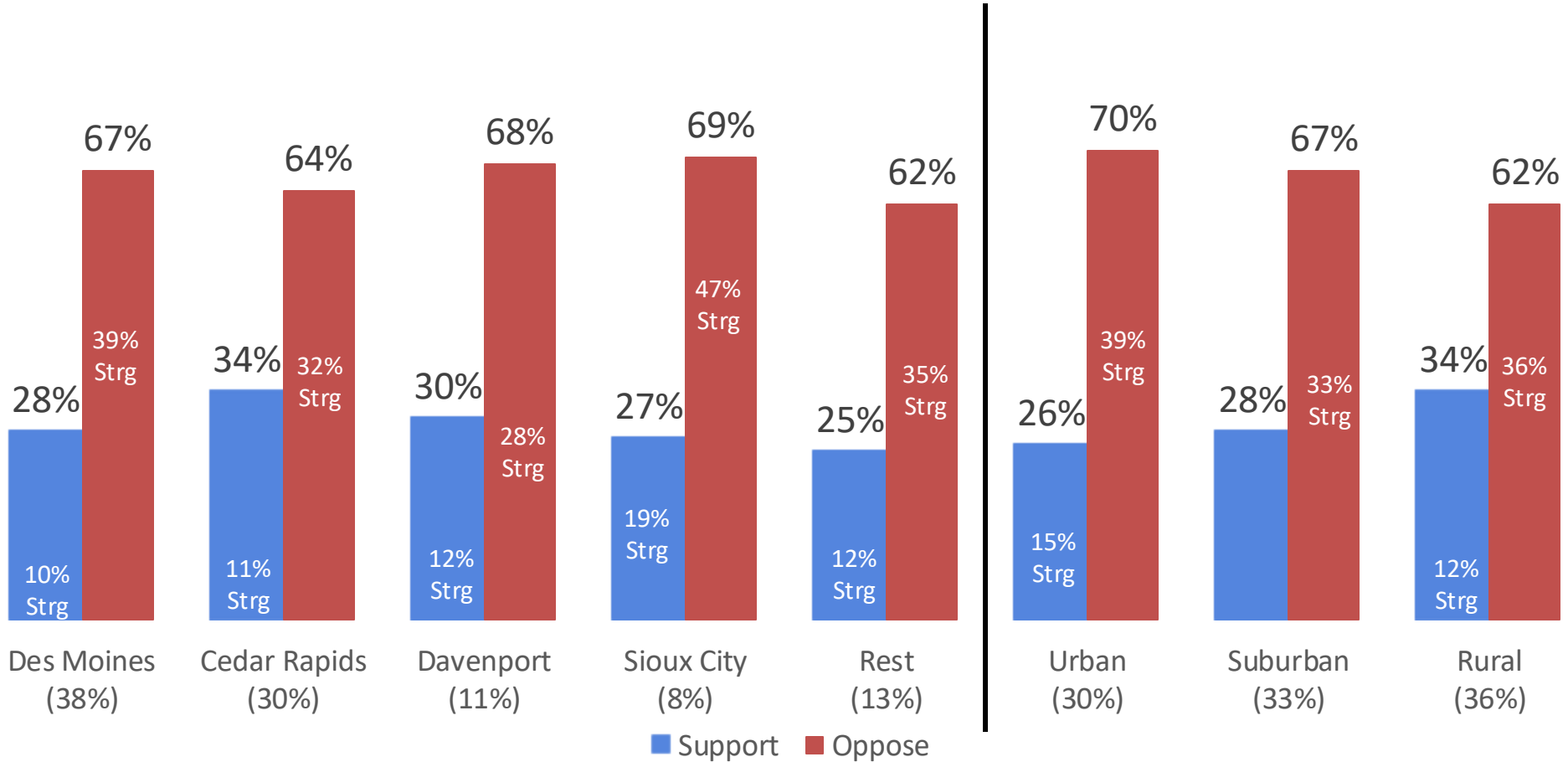
Online casino games such as poker and blackjack



By more than two-to-one, lowans oppose expanding gambling by adding more casinos in the state.

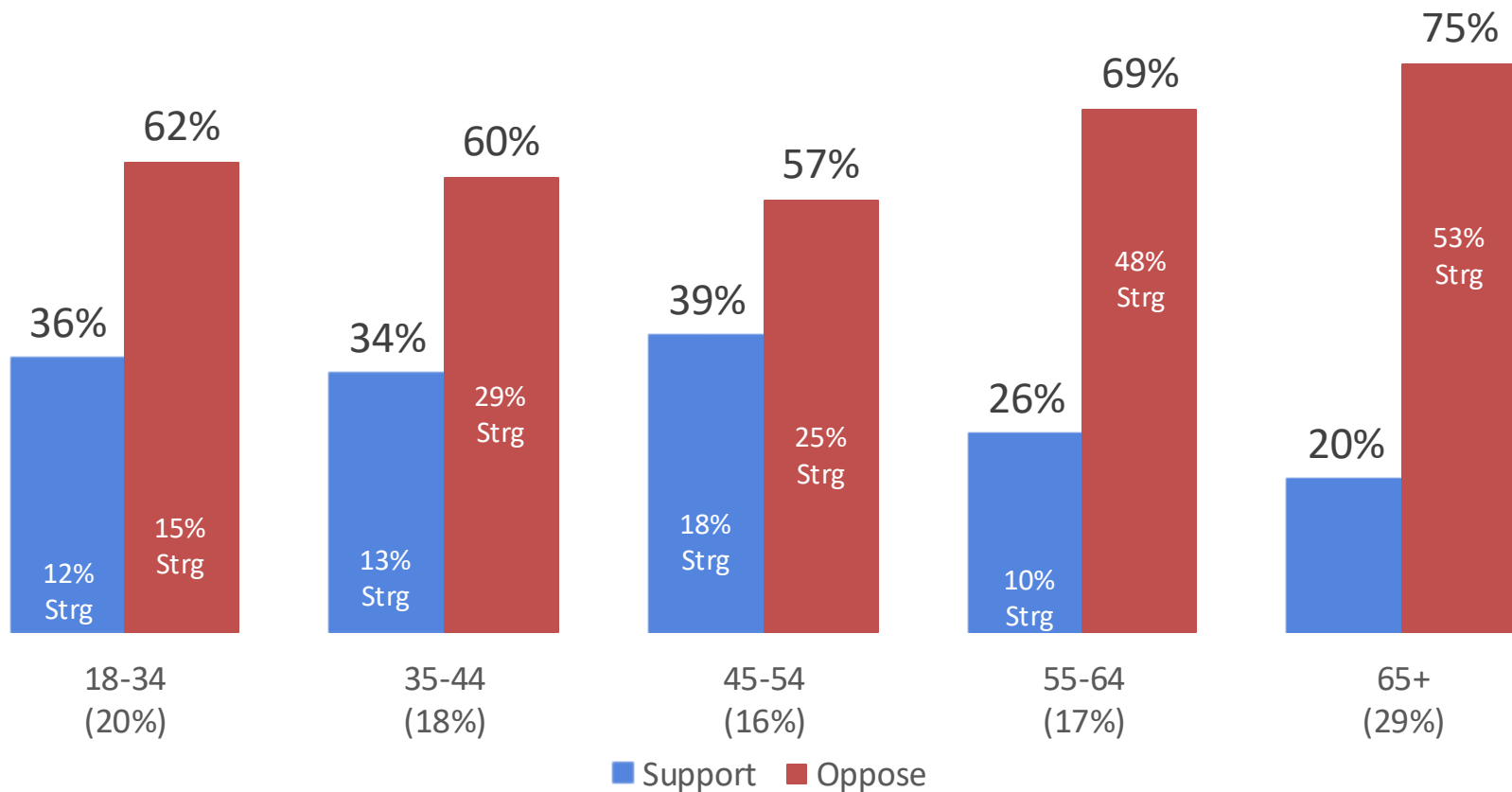


Voters across the state oppose expanding gambling and adding more casinos.



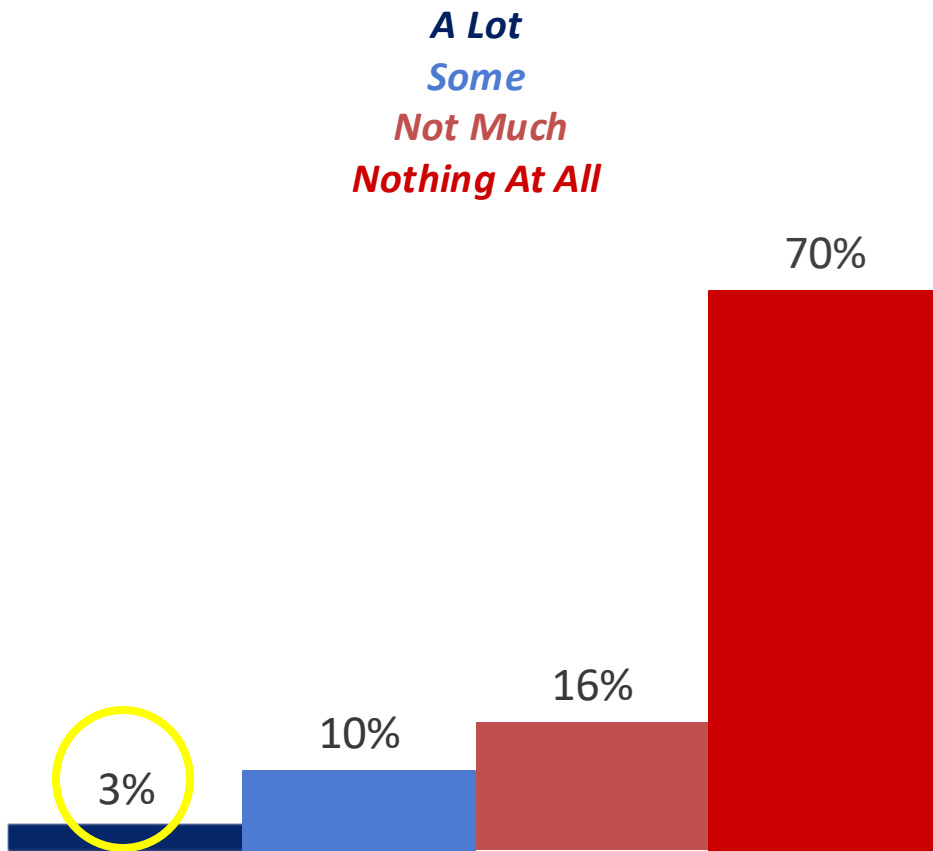
And, still thinking about this topic, do you support or oppose expanding gambling and adding more casinos here in Iowa?

Even younger voters, among the strongest supporters of gambling in general, oppose expanding gambling and adding more casinos.



Casino Moratorium

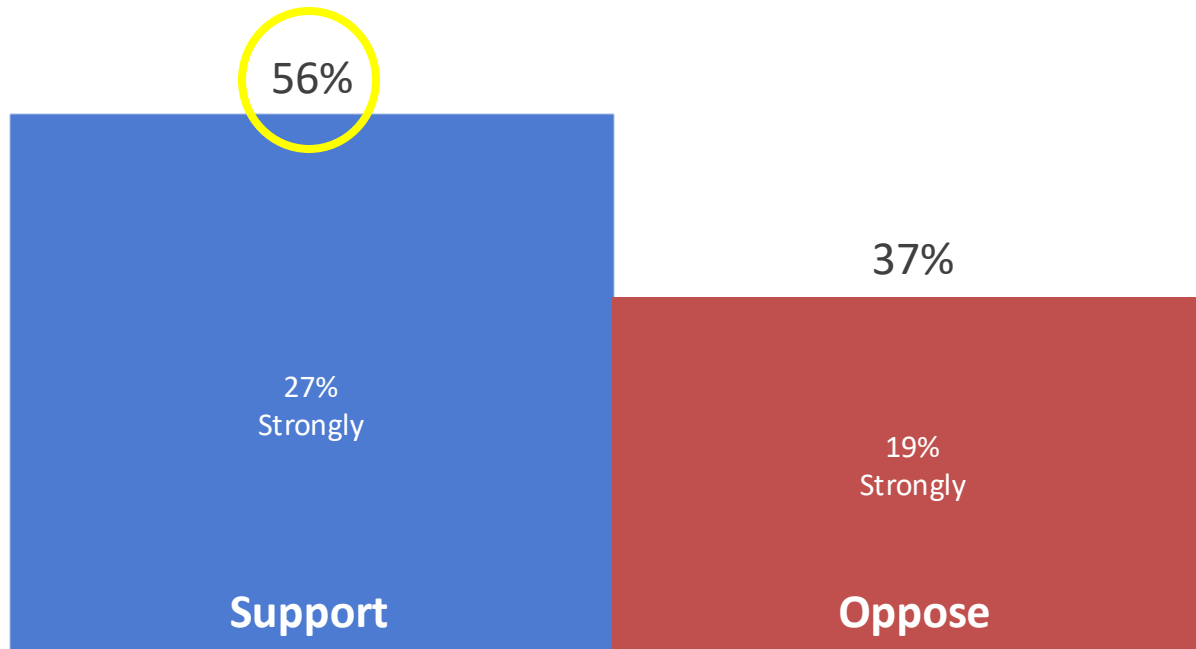
Very few Iowans have seen, read, or heard “a lot” about the moratorium expiring.



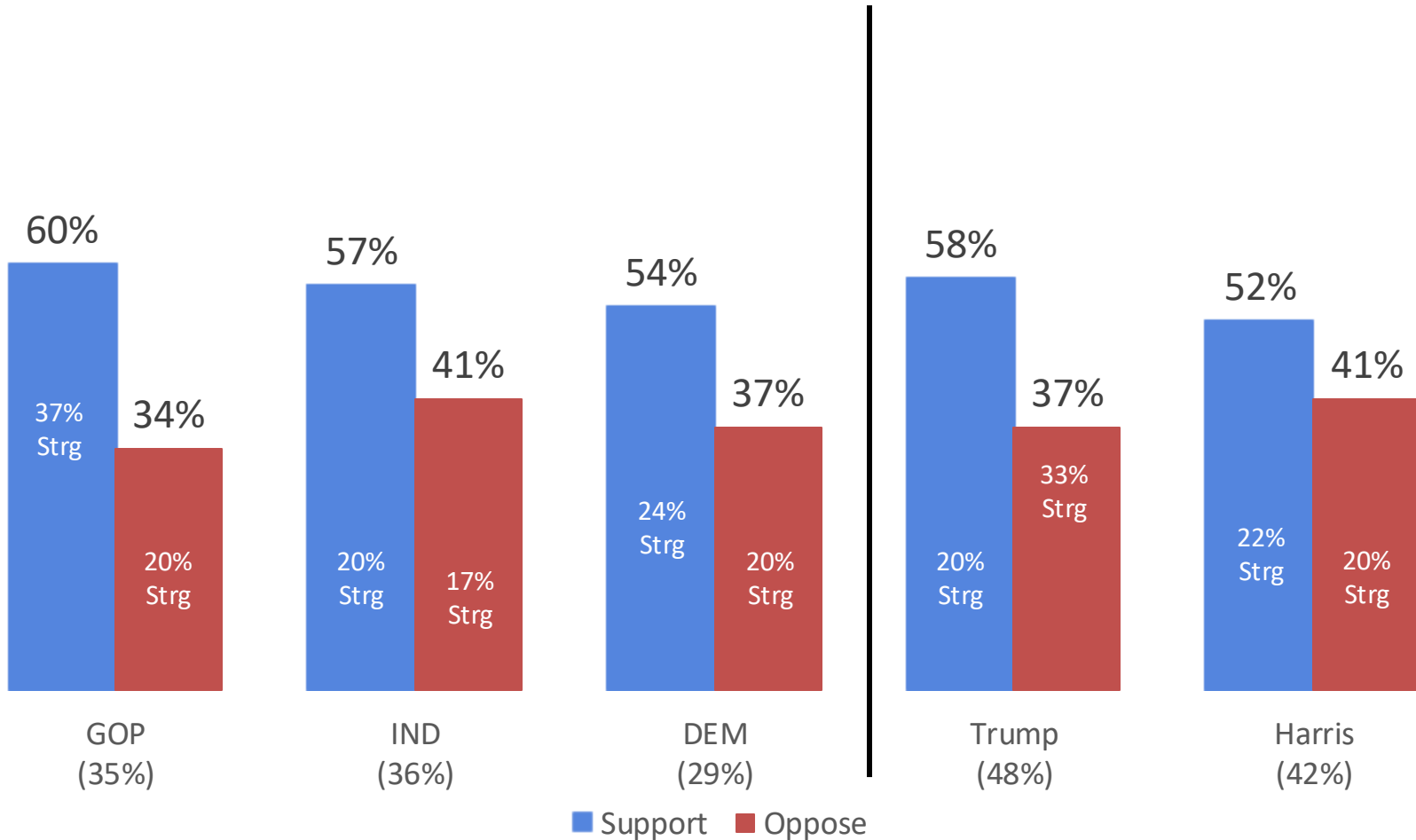
Top Groups: A Lot/Some (13%)	
Cedar Rapids DMA	35%
Men 55+	23%
IND 55+	20%
65+	18%
2020 Biden	17%
DEM 55+	17%
2024 Harris	17%

A strong majority of Iowa voters support the Iowa State Legislature passing a moratorium to stop new casinos from being built.

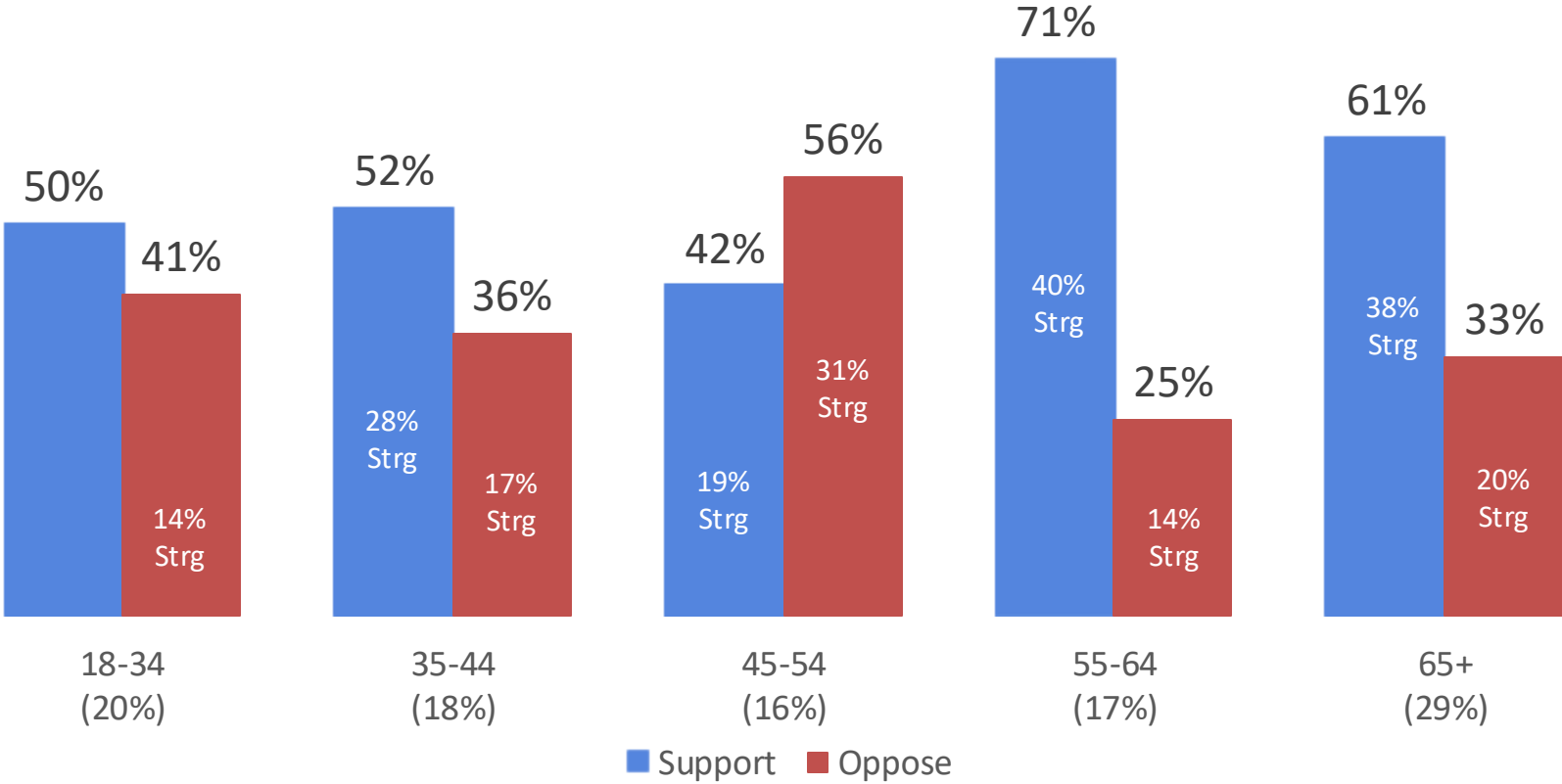
As you may know, Iowa lawmakers are discussing a proposal to pass a moratorium and temporarily stop any new casinos from being built here in Iowa. Would you support or oppose the Iowa State Legislature passing a moratorium to temporarily stop any new casinos from being built here in Iowa?



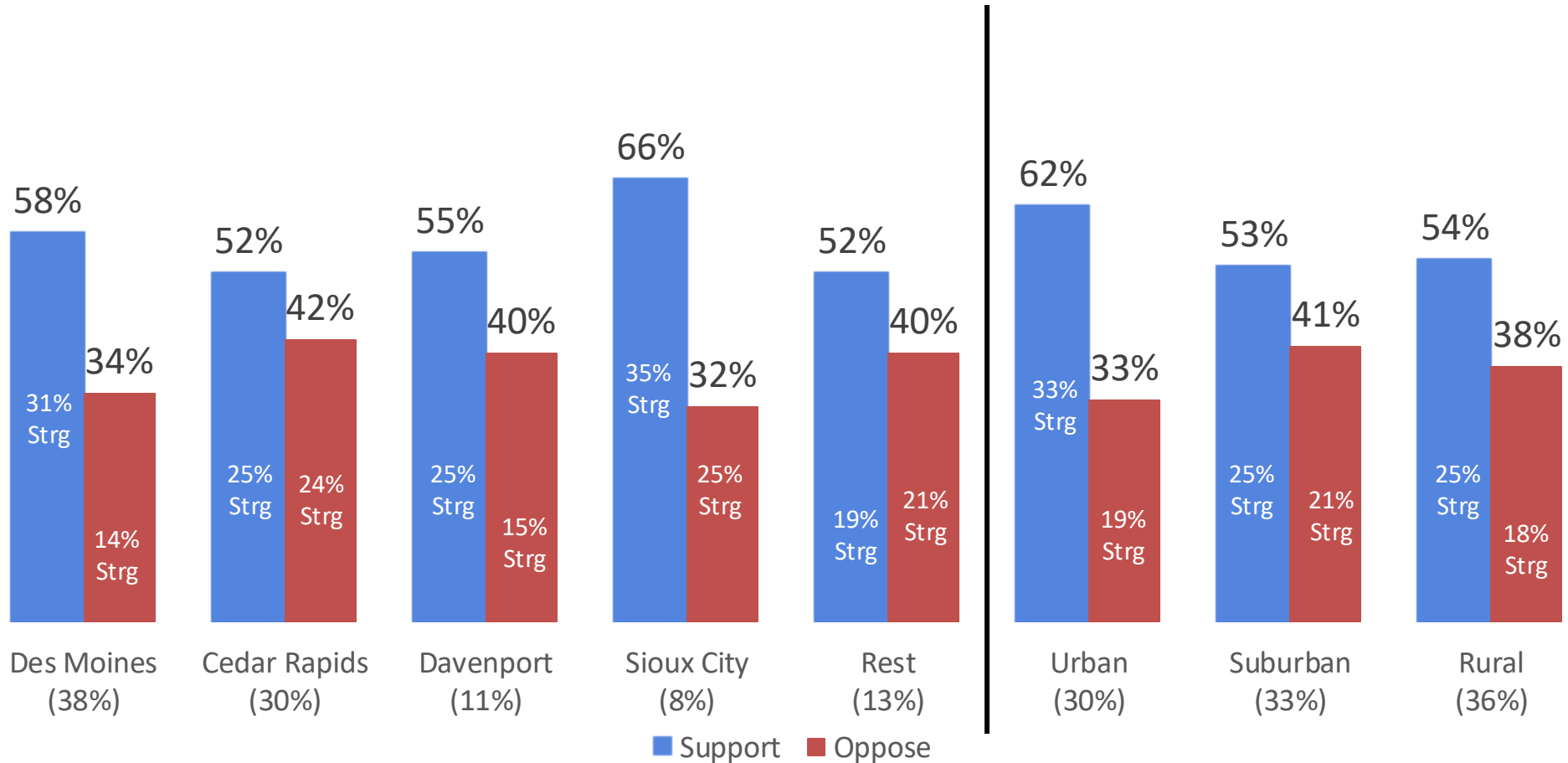
Voters across party lines support the moratorium. Both Trump and Harris voters support it.



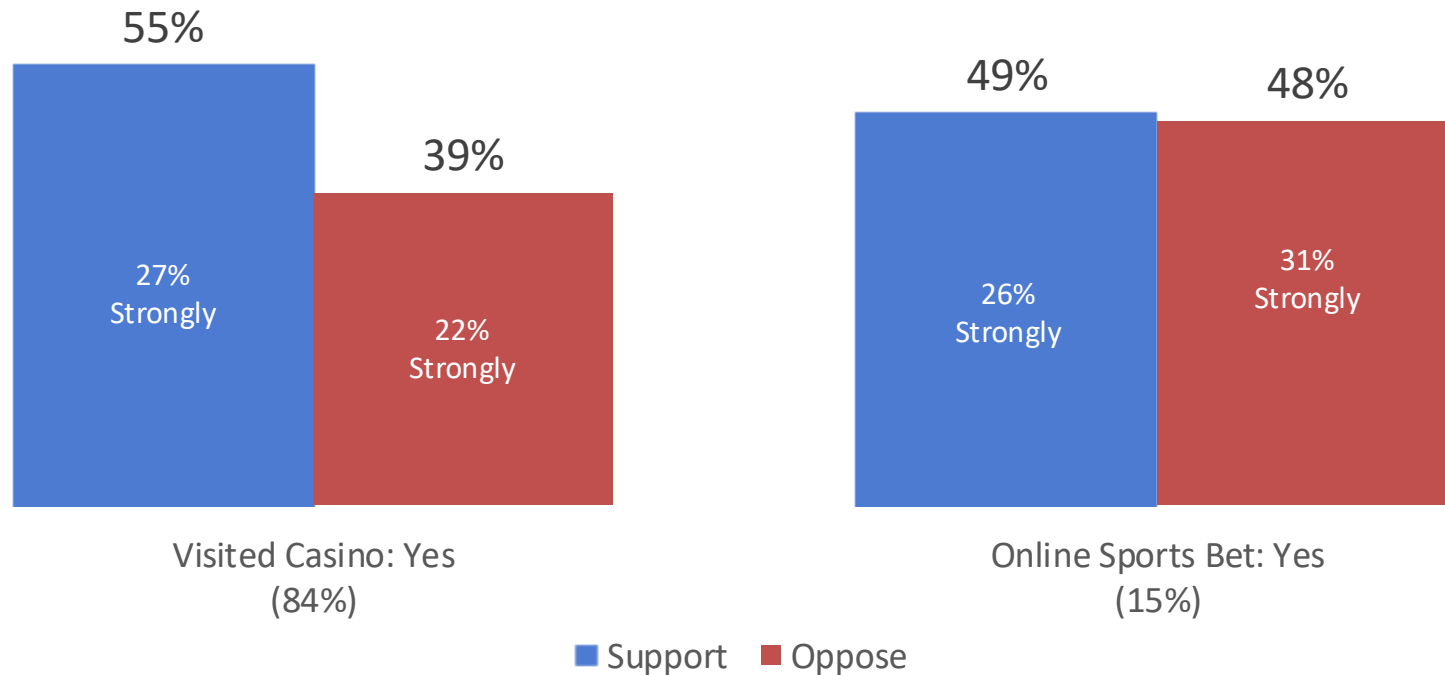
Voters across most age groups support the moratorium.



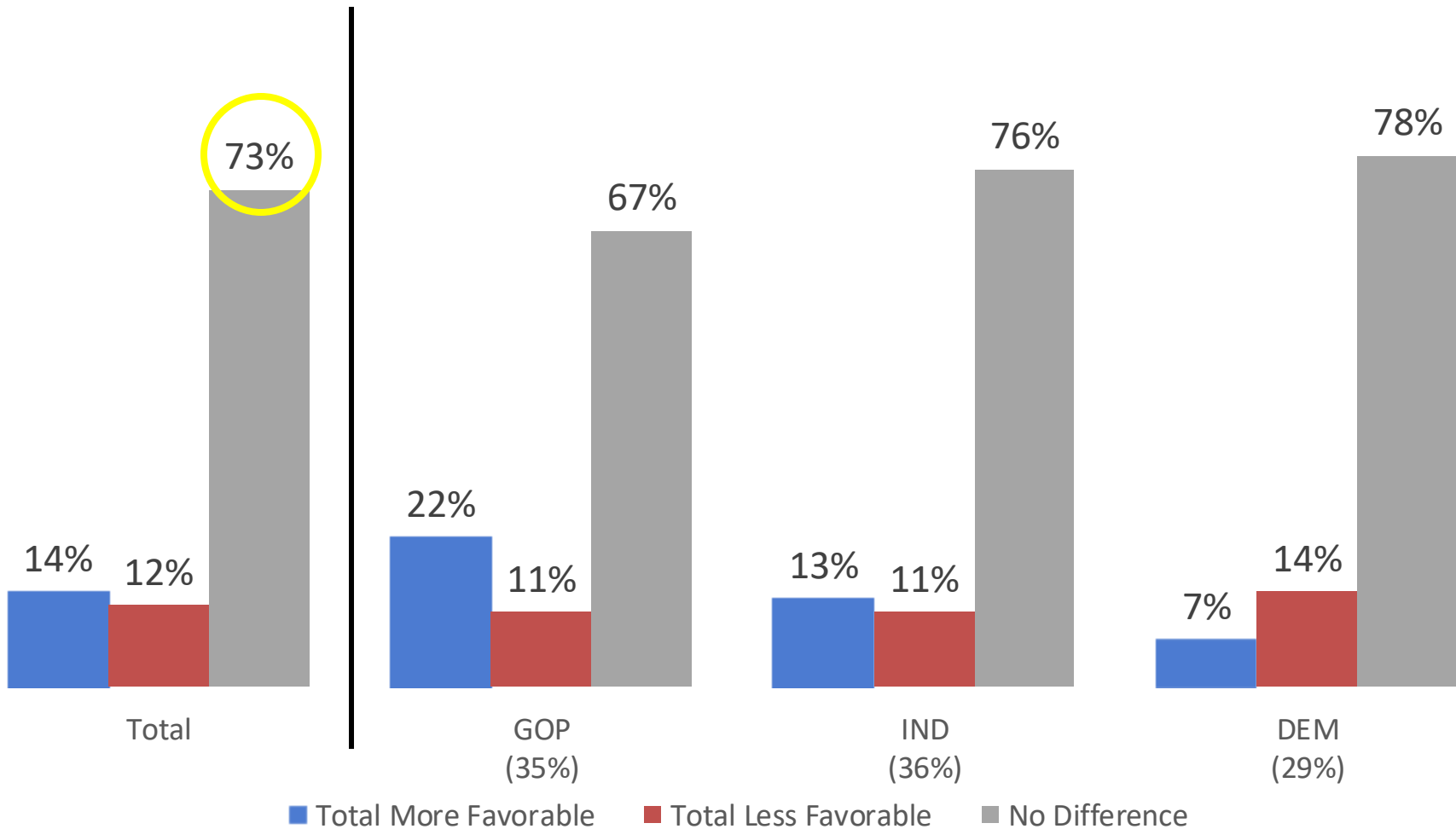
Voters across the state support the moratorium.



Even those who have been to a casino or placed an online sports bet support the moratorium on new casinos being built in Iowa.



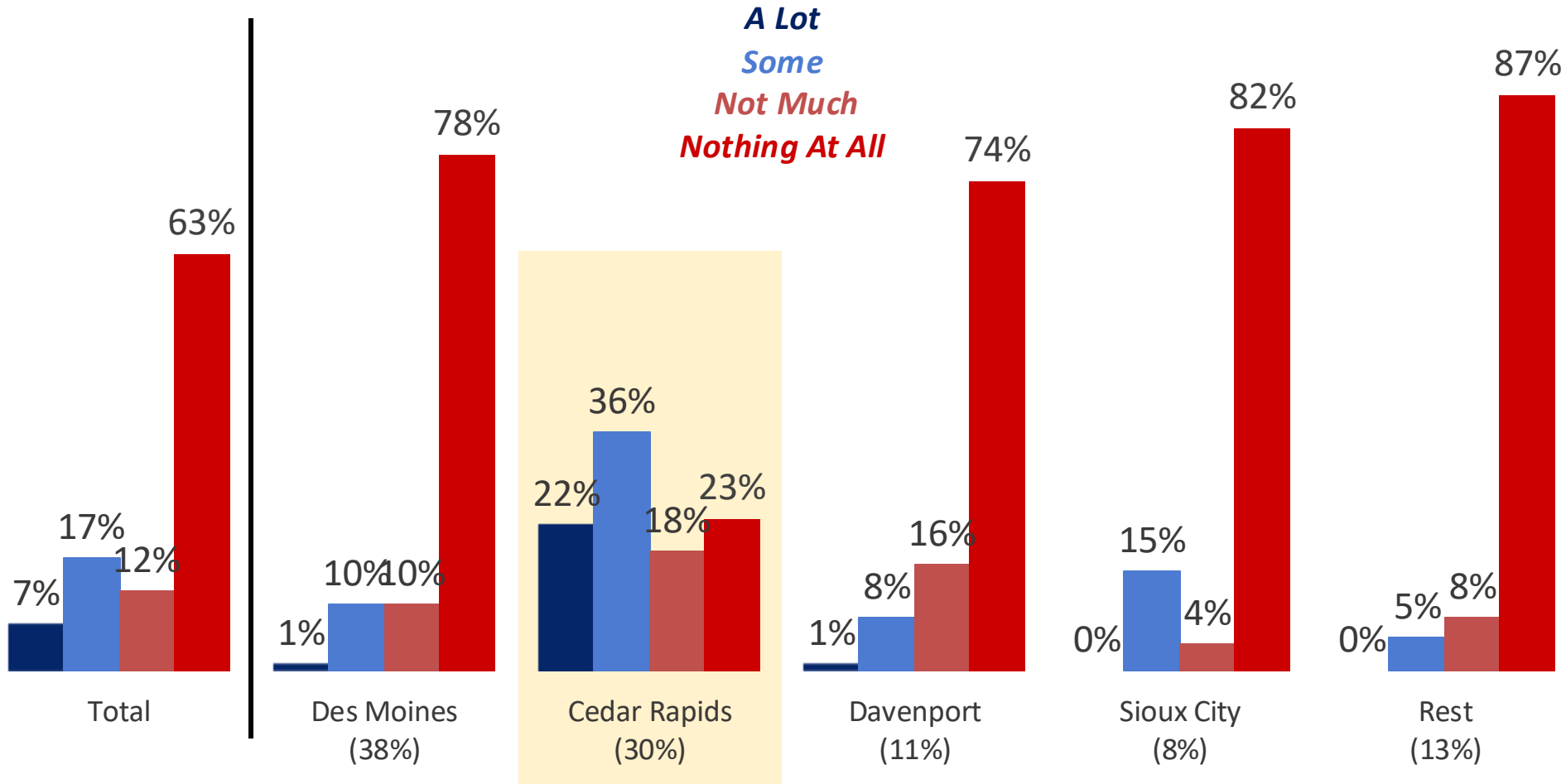
This does not really appear to be a voting issue for Iowans though – most say how their Legislator voted on it would make “no difference” in their support.



And, if you learned your State Legislator voted to temporarily stop any new casinos from being built here in Iowa, would you be more likely or less likely to vote for them in the next election, or would it make no difference in your vote?

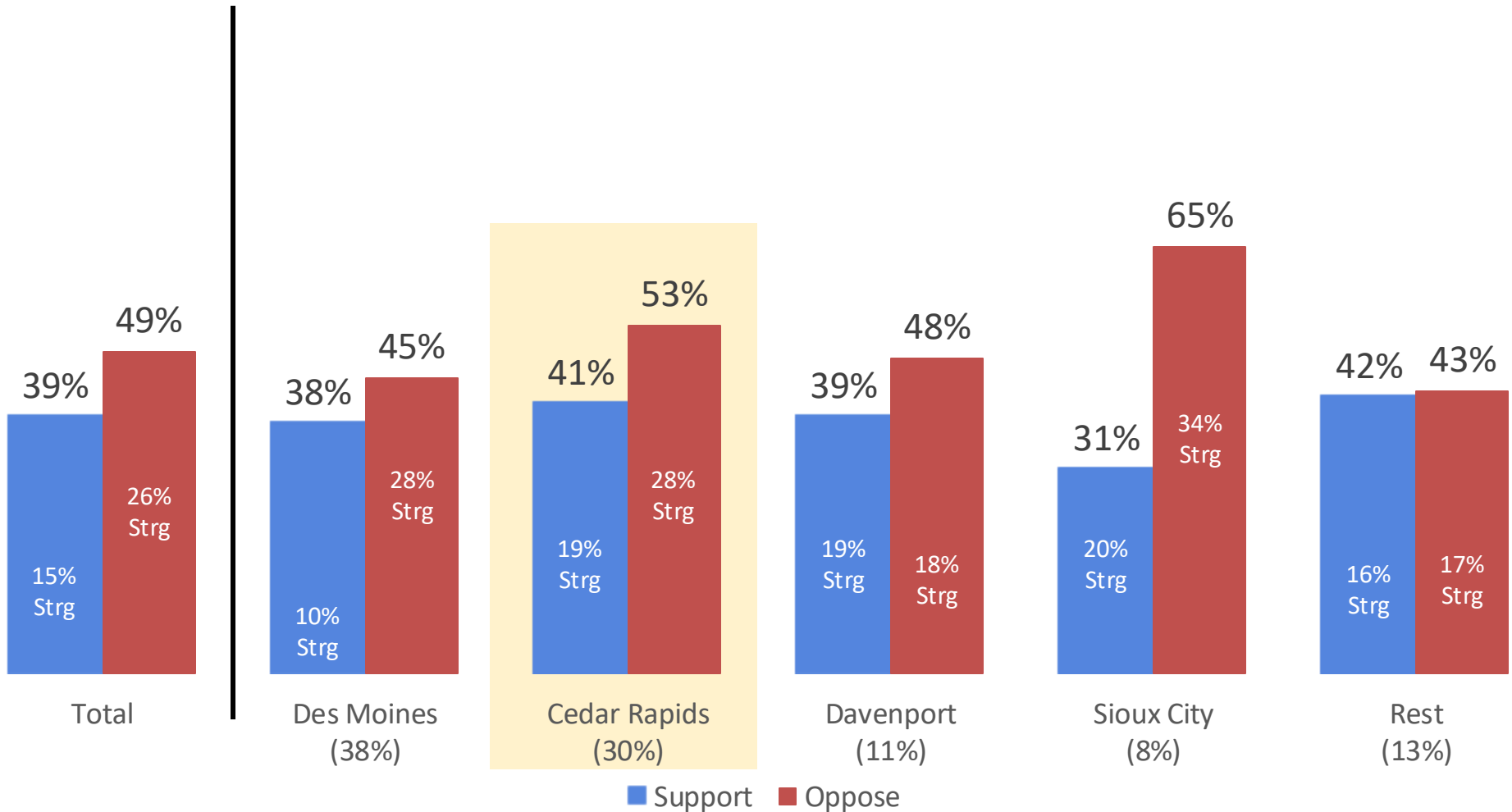
New Cedar Rapids Casino

Few Iowans outside of the Cedar Rapids market have seen, read, or heard “a lot” about a proposal to build a new casino in Cedar Rapids.

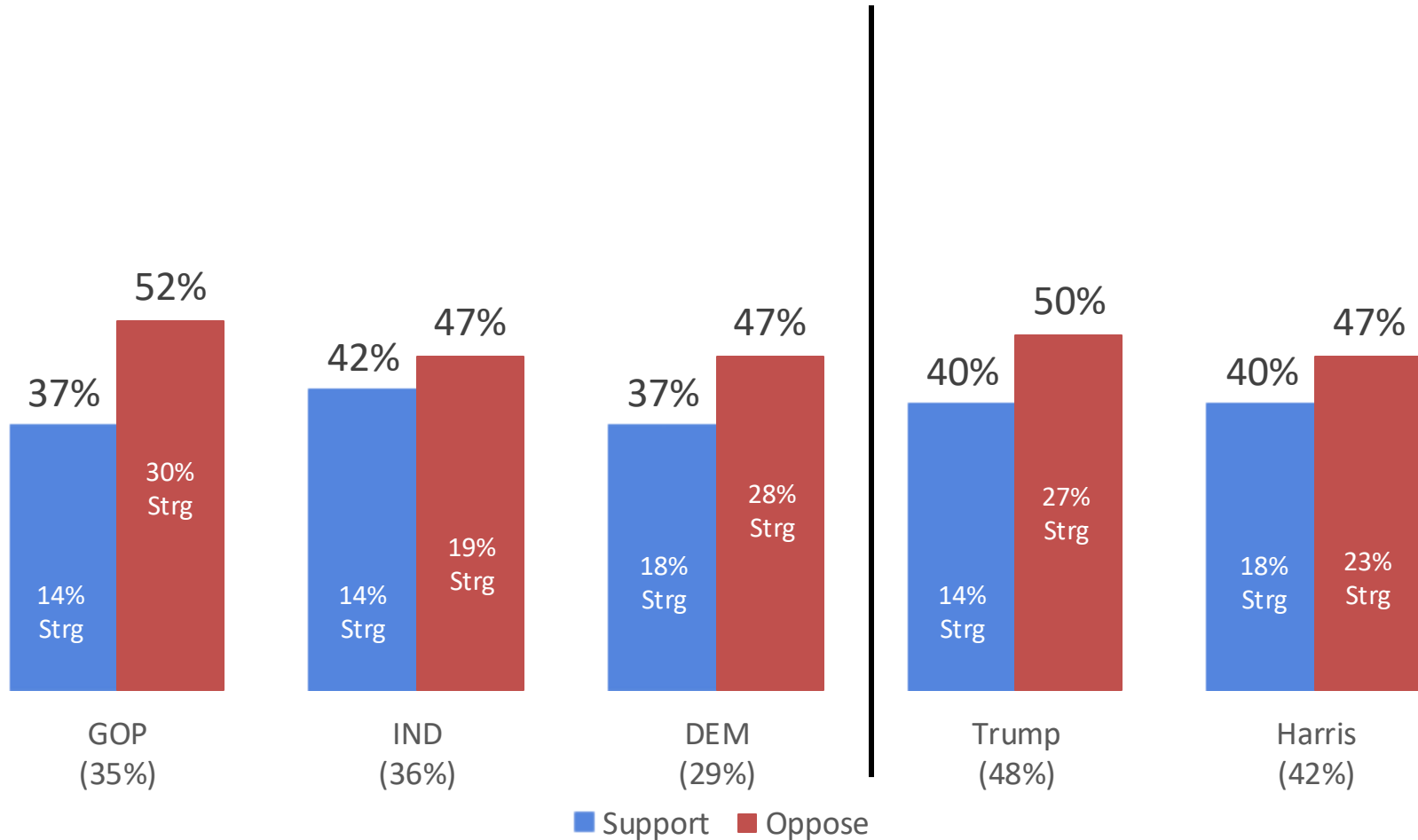


And, thinking specifically about a new casino in Cedar Rapids, how much have you seen, read, or heard about a proposal to build a new casino in Cedar Rapids?

Iowans oppose a new casino being built in Cedar Rapids, including voters who reside in the Cedar Rapids market.

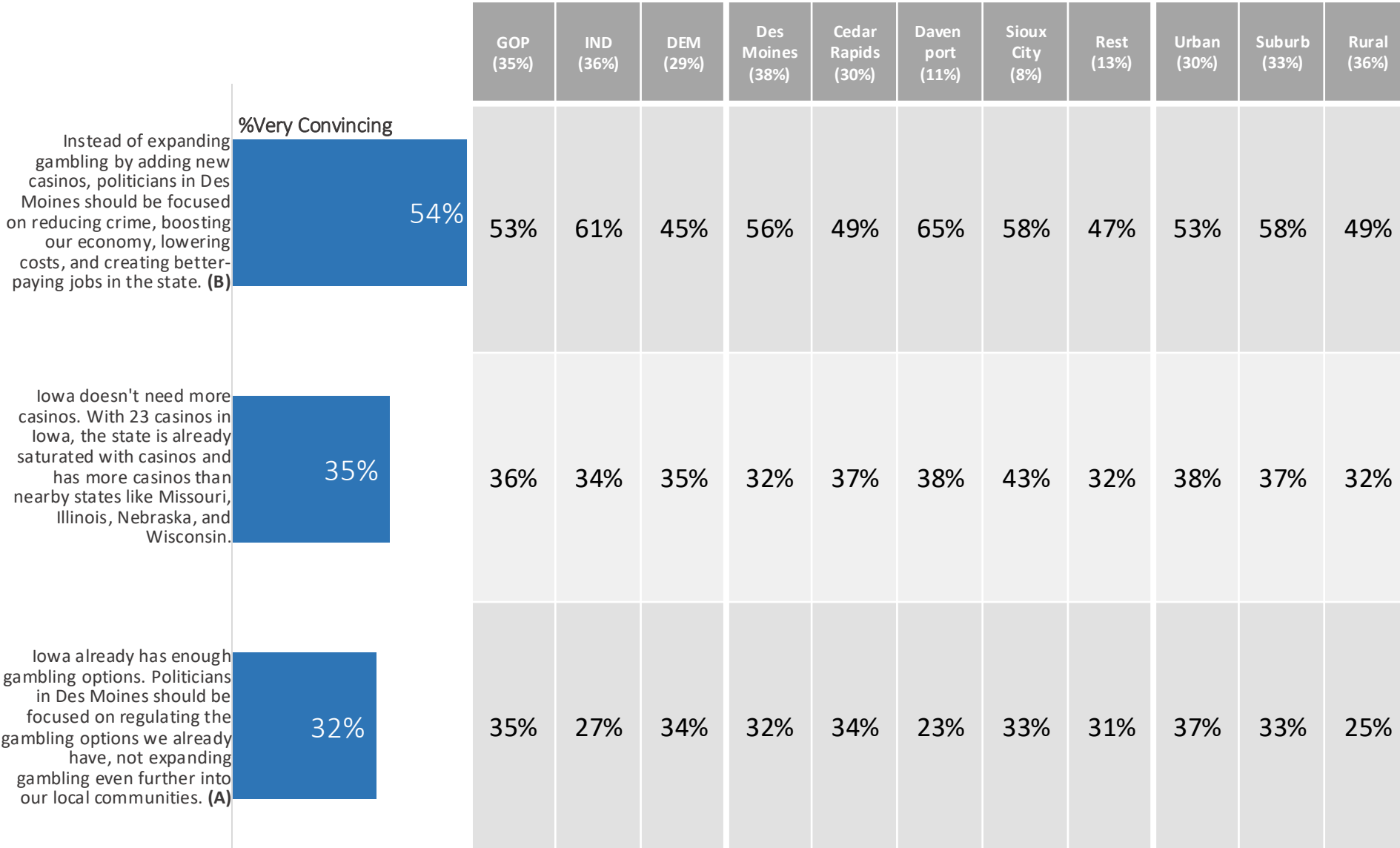


Voters across party lines oppose a new Cedar Rapids casino. Trump and Harris voters oppose it.



Moratorium Messaging

The strongest messaging for a moratorium – misplaced priorities for the legislature and the state is already saturated with enough casinos.



Other strong messaging – societal problems a new casino may bring and a hit on who would benefit from a new Cedar Rapids casino.



These messages aren't as convincing for voters.

	%Very Convincing											
Put simply, allowing more casinos would mean more casinos would be built. Without a moratorium, there would be an expansion of gambling, which is bad for preserving our strong family values here in Iowa. There could be no end in sight for the number of casinos in Iowa down the road. (A)	20%	28%	15%	17%	17%	22%	21%	26%	22%	21%	18%	22%
Building a new casino in Cedar Rapids has already been tried before, but was stopped because studies showed it would harm the profits from the nearby casinos in more rural communities in Waterloo, Riverside and Dubuque - harming those rural communities at the expense of urban Iowa. (B)	20%	23%	18%	19%	19%	25%	21%	26%	7%	12%	22%	24%
New casinos in some parts of the state would just harm existing communities with casinos currently in operation, meaning other counties and towns would be negatively impacted, driving economic activity out, and resulting in the loss of hundreds of jobs and millions in local and state tax dollars. (A)	13%	17%	13%	9%	10%	14%	8%	23%	21%	14%	13%	13%
The state should not authorize additional casinos to be built here in Iowa because gambling is immoral, and there are better ways to create revenue for important state government programs. (B)	12%	21%	6%	7%	10%	11%	9%	23%	11%	7%	11%	15%
In other states with out-of-control gambling like Nevada, unions have too much power. If gambling expands here in Iowa with more casinos, it will create stronger political influence for union bosses. (A)	10%	12%	9%	9%	4%	12%	13%	9%	23%	9%	12%	10%

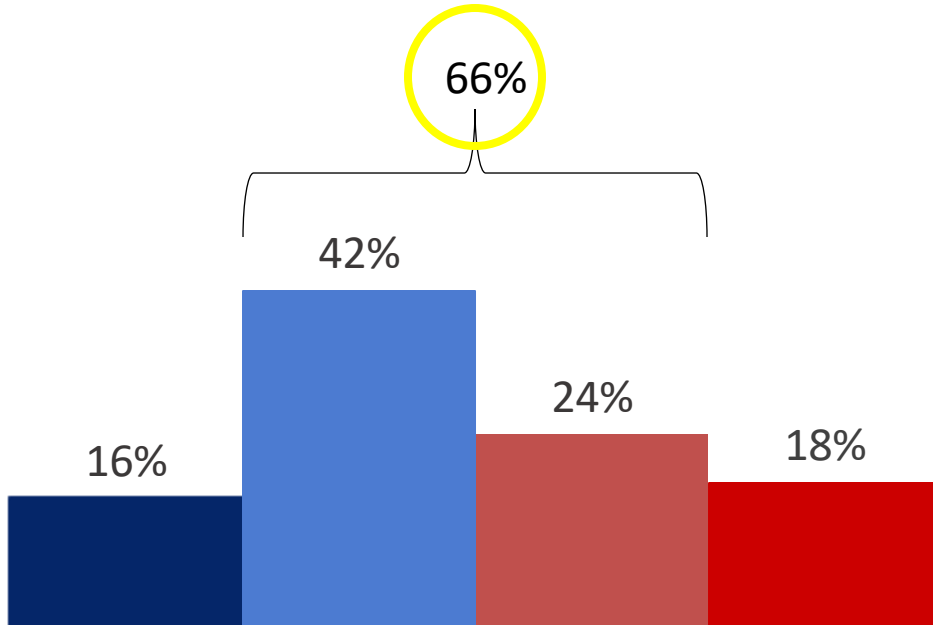
Importantly, about two-thirds of Iowans take a “noseholder” position on gambling and new casinos.

I support gambling and we should NOT stop new casinos from being built in Iowa.

Even though I support gambling, I know there are many social problems that can arise from casino gambling in Iowa.

Even though I oppose gambling, I know there are many economic benefits from casino gambling for Iowa.

I oppose gambling and we should stop new casinos from being built in Iowa.



	Oppose/ Know Benefits (24%)	Support/ Social Problems (42%)
Men	41%	48%
Women	59%	52%
18-34	25%	22%
35-44	18%	18%
45-54	10%	20%
56-64	13%	19%
65+	34%	22%
GOP	36%	32%
IND	24%	31%
DEM	40%	37%
Trump	49%	43%
Harris	40%	48%
Urban	32%	30%
Suburban	31%	37%
Rural	36%	33%

Note how the pro-moratorium messages test among these “noseholder” groups:

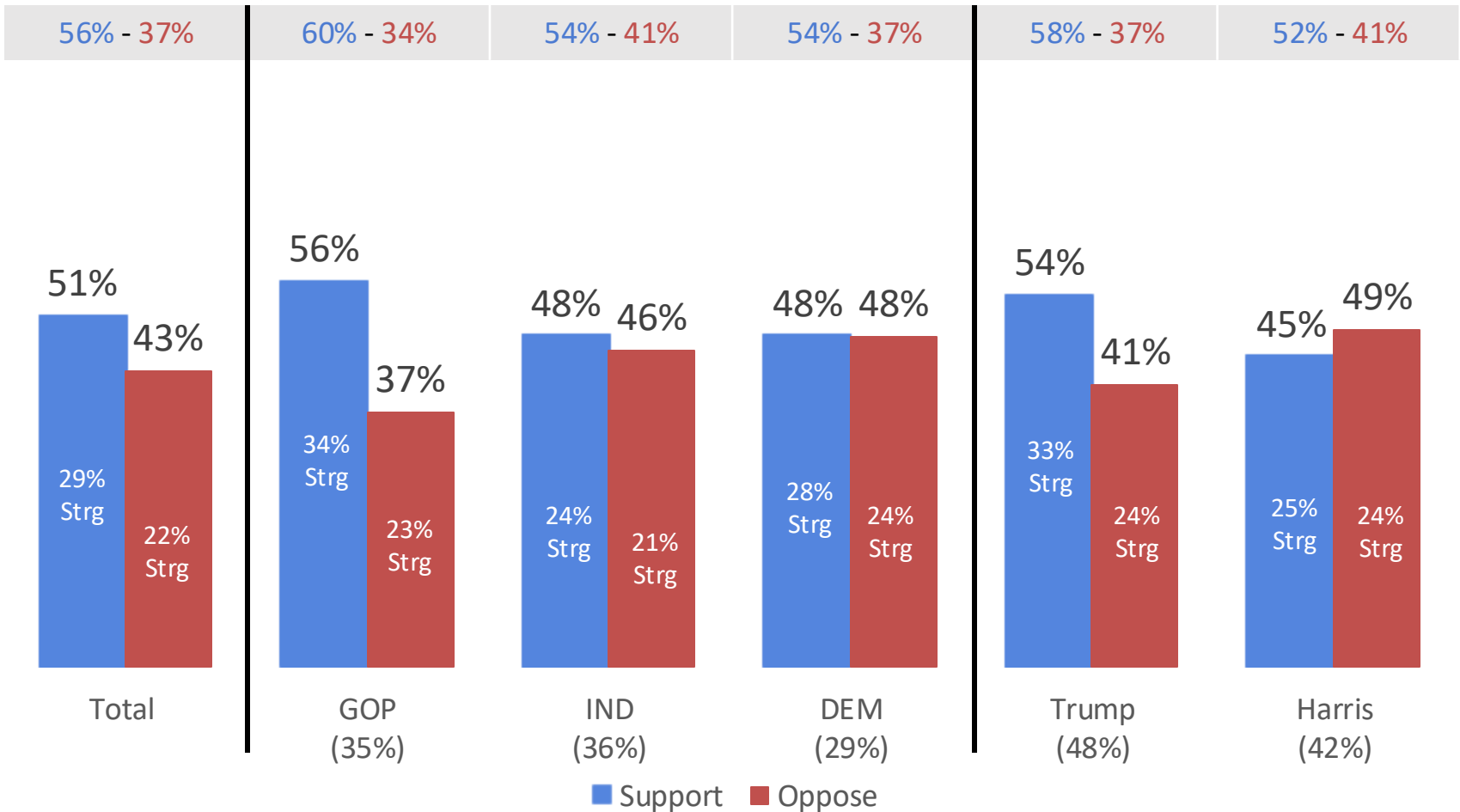
% Combined	Overall Very Convincing	Oppose/Know Benefits (24%)	Support/Social Problems (42%)
Instead of expanding gambling by adding new casinos, politicians in Des Moines should be focused on reducing crime, boosting our economy, lowering costs, and creating better-paying jobs in the state. (B)	54%	54%	60%
Iowa doesn't need more casinos. With 23 casinos in Iowa, the state is already saturated with casinos and has more casinos than nearby states like Missouri, Illinois, Nebraska, and Wisconsin.	35%	40%	31%
Iowa already has enough gambling options. Politicians in Des Moines should be focused on regulating the gambling options we already have, not expanding gambling even further into our local communities. (A)	32%	36%	28%
As we saw with the opioid epidemic, allowing more casinos in new parts of the state will lure even more Iowans into addiction and new gambling debt that will disproportionately harm those who can least afford it. This, in turn, will create more social and economic problems for Iowa families. (A)	29%	33%	24%
A new casino in Cedar Rapids would simply benefit wealthy, out-of-state California investors who will take the profits back home and not re-invest them here in Iowa. (B)	28%	23%	28%
Gambling is already legal here in Iowa. But, placing a moratorium on new casinos in the state can stop gambling from expanding into new communities and bringing the problems that come with it like crime and addiction. (B)	23%	27%	17%
Put simply, allowing more casinos would mean more casinos would be built. Without a moratorium, there would be an expansion of gambling, which is bad for preserving our strong family values here in Iowa. There could be no end in sight for the number of casinos in Iowa down the road. (A)	20%	24%	17%
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The state should not authorize additional casinos to be built here in Iowa because gambling is immoral, and there are better ways to create revenue for important state government programs. (B)	12%	8%	5%
In other states with out-of-control gambling like Nevada, unions have too much power. If gambling expands here in Iowa with more casinos, it will create stronger political influence for union bosses. (A)	10%	11%	9%

The strongest message against a moratorium – the tax revenue that can help communities raise money without tax or cost increases.



After voters hear from both sides, a majority of lowans continue to support a moratorium on new casinos being built in the state.

Initial Moratorium Support



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