

**PROPOSAL TO HOLD PRE-WINDOW
NOMINATING CONTEST**

JUNE 3, 2022



SECTION I – GENERAL

1. Please provide the full name of your Democratic State Party.

The Iowa Democratic Party

2. Please provide the full name, title, email address and phone number of your State Party’s primary point of contact for this application.

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3. Which of the following nominating contest formats is your State Party proposing to use during the pre-window period?

Party-run caucus, as required by Iowa state law.

4. On April 13, 2022, the RBC passed a resolution stating its intent to craft a calendar of 2024 nominating contests that (1) reflects the principle that our party’s diversity is its strength; (2) puts Democrats in the best position to win across the ballot in November 2024; and (3) contributes to a fair and sound electoral process. Please provide a general overview of how your state would contribute to these goals if it were to hold its 2024 nominating contest during the pre-window period.

The four states that have been holding pre-window contests since 2008 represent an intentionally well-designed balance of our party’s values and priorities, and that taken together, the whole is greater than the sum of its parts. Iowa, as a single contest within the pre-window, affords presidential candidates and campaigns a unique opportunity to connect with voters distributed across cities, suburbs, small cities, towns, and rural agricultural areas in a way that other states cannot. Iowa’s Democratic electorate comprises people employed in diverse industries such as financial services, health care, manufacturing, and food production.

Historically, Iowa has helped put Democrats in the best position to win the general election by being a presidential swing state in which a majority of congressional districts are competitive. A robust Democratic nomination process in the state introduces voters to candidates and surrogates early, and the organizations they build help keep Iowa competitive in the general election. More importantly, Iowa provides an inexpensive and accessible playing field on which lesser-known candidates have the opportunity to distinguish themselves. President Jimmy Carter in 1976 and President Barack Obama in 2008 are the most notable examples of this. Likewise, in Iowa, Hillary Clinton became the first woman to win a presidential nominating contest, and Secretary Pete Buttigieg made history by becoming the first openly LGBTQ+ person to win a presidential nominating contest.



We recognize that caucuses, as they have been conducted since the 1970s, are no longer aligned with a vibrant and just twenty-first century democracy. In order to continue growing our party, we need to make changes. Although caucuses are mandated by our state law, the statute is not explicitly prescriptive about their conduct and administration. The Iowa Democratic Party, while being statutorily obligated to conduct a state party administered process, is committed to sensible reforms that achieve the following goals:

- Professionalizing the administration and reporting of caucus results.
- Providing simpler and more expansive methods for non-present participation that do not require a viva voce or physical indication of candidate preference. This could include in-person early preference card submission and caucusing by mail, both of which were successfully conducted by states such as Nevada, North Dakota and Hawaii in 2020.
- Making the caucus process straightforward and transparent by eliminating both realignment for non-viable candidates and in-precinct calculation of complex mathematical formulas for apportioning delegates.



SECTION II – DIVERSITY

The Resolution states that the RBC will evaluate State Party applicants according to the highest standards on three pillars, the first of which is:

DIVERSITY, as required by Article 8 Section 3 of the Charter: including, but not limited to, racial and ethnic diversity, geographic diversity (including a mix of rural and urban voters, and including but not limited to one state from each region of the four regions as defined by the DNC), union representation, economic diversity;

RBC and DNC Party Affairs staff will provide State Parties and Committee members with publicly available datasets on diversity as by the Resolution, including, but not limited to, data and other material from the U.S. Census Bureau, other government agencies or reputable academic and other private institutions. All of this information will be provided to State Parties applicants and members at the same time, and it will be appended to each RFP response.

The RBC also asks State Parties applying for a pre-window exemption to provide answers to the following questions:

1. Please describe the contributions your state would make to the diversity of the pre-window lineup of nominating contests, as defined in the Resolution.

Your response should include any information that the State Party deems relevant to its ability to contribute to a diverse lineup of pre-window states. The RBC recommends that State Parties address demographic data and population trends in your state related specifically to the constituencies outlined in the Resolution's definition of DIVERSITY. State Parties may rely on RBC-provided datasets and/or they may provide additional data from reputable sources for the RBC to review.

The Iowa Democratic Party recognizes that Iowa, by itself, falls short as a truly representative state with respect to overall racial and ethnic diversity, with a population that is 85% white. That said, there are diverse communities living, thriving, and dealing with complex political issues in both urban and rural areas in Iowa. One way to look at Iowa's urban diversity is to examine the demographics of its larger public school districts, which paint a picture reflective of their communities. When taken individually, these districts start to look a great deal more like America as a whole and reflect the future of Iowa.



The largest school district in Iowa, by far, the [Des Moines Public School District](#) is a majority-minority district, reporting that among its 31,023 enrolled students in the 2021 - 2022 school year, the demographic breakdown was:

White – 34.7%
Hispanic – 29.2%
African American – 20.6%
Asian – 8.0%
Multi-Racial – 6.8%
Native American – 0.4%
Pacific Islander – 0.1%

Other diverse public school districts in Iowa include the [Davenport Community School District](#), [Sioux City Community Schools](#), and [Iowa City Public Schools](#).

Iowa's growing racially and ethnically diverse communities have a different lived experience than those in other states. When taken in total with an intentional and well-designed set of pre-window contests, Iowa represents an important section of the American mosaic.

Iowa's distinctive population distribution can also be seen among Iowa's Latinx communities. While numerically concentrated in larger counties, they also represent significantly larger proportions of populations in smaller, more rural counties, affording presidential candidates a unique opportunity among the current pre-window states to engage with rural Latinx communities. According to the [State Data Center of Iowa](#), in 2020, a total of 13 counties were more than 10% Latinx, and all of them are significantly rural. Those counties are:

- Buena Vista (26.4%)
- Clarke (15.4%)
- Crawford (28.9%)
- Emmet (10.1%)
- Franklin (13.4%)
- Louisa (16.1%)
- Marshall (23%)
- Muscatine (18.3%)
- Sioux (11.2%)
- Tama (10.8%)
- Wapello (11.1%)
- Woodbury (17.4%)
- Wright (13.2%)



Across its entire population, Iowa offers a distributed range of rural, urban, and suburban voters. [The U.S. Census Bureau](#) calculates the average state population density to be 93.8 people per square mile, with Iowa averaging 57.1 people per square mile, ranking 38th among the states. According to the Census Bureau's [2021 American Community Survey](#), 41.6% of Iowans live in counties with a density of fewer than 75 people per square mile. Among the current pre-window states, for comparison, ACS data indicate that 12.5% of New Hampshire residents live in counties with fewer than 75 people per square mile; 9.1% of Nevada residents, and 10.4% of South Carolina residents.

Utilizing census data, [The Iowa Healthcare Collaborative](#) groups Iowa's 99 counties into four "peer groups": 7 urban counties (density at or above 150 people per square mile), 19 semi-urban counties (density between 40 - 149 people per square mile), 49 dense rural counties (population density between 20 - 29 people per square mile), and 24 rural counties (population density less than 20 people per square mile). By this classification system, they calculate that 41.1% of Iowans reside in urban counties, 27.1% in semi-urban counties, 25.23% in dense rural counties, and 6.57% in rural counties. Rural Americans are a key group that our party must connect with, and it is essential that our potential presidential candidates be tested by their ability to communicate with rural voters. Additionally, suburbs remain highly competitive, especially in the Midwest. When combined with Iowa's relative compactness, the ease of access to all three types of geographic communities within a single day should be an important factor in assessing states for a pre-window waiver.

Iowa's economic diversity is also an important asset. Iowa is rightly known for agriculture and food production, but insurance and finance, retail and food service, health care, public service, and manufacturing all contribute significantly to Iowa's economy and the livelihood of its residents. According to the [Iowa Department of Workforce Development](#), Iowa's employment classifications are well-distributed across industries and sectors. The percentage of Iowans employed across all classifications is:

- Wholesale and Retail Trade - 14.9%
- Health Care and Social Services - 13.8%
- Manufacturing - 13.3%
- Education - 9.3%
- Finance, Insurance, and Real Estate - 8.8%
- Professional Services - 8.4%
- Transportation, Communication, and Utilities - 7.8%
- Construction - 7.7%
- Public Administration and Government - 7.3%
- Personal Services - 4.6%
- Agriculture, Forestry, and Mining - 3.6%
- Entertainment and Recreation - 0.5%



As a so-called “right to work” state, Iowa's union density, as determined in the data shared by the DNC, is lower than that of some neighboring Midwestern states. However, part of that is attributable to the prevalence of industry outside the traditional manufacturing and public sectors. Agriculture, insurance and finance, the service industry, and knowledge work all offer substantial opportunities for union organizing and growth.

The Iowa Democratic Party is proud to be a relatively early adopter, with staff represented by Teamsters and covered by a collective bargaining agreement. And, it is worth noting that Teamsters Local 238, based in Cedar Rapids represents the employees of the Democratic Congressional Campaign Committee. In fact, with the growing unionization of our own campaign industry, in 2020, the presidential campaigns and the party increased, by several hundred, the number of union members actively working in Iowa. As a non-traditional collective bargaining industry, the Iowa Caucuses offer a roadmap for unions to follow in organizing similar industries that have previously presented challenges to implementation.

Iowans also played a pivotal role in last year's UAW John Deere strike, which impacted workers at seven worksites – the most of any impacted state. The strike ended successfully with the adoption of a new collective bargaining agreement that increased wages, offered pensions for new hires, and eliminated a two-tier employment system for employees at 14 facilities across the U.S.

In Iowa, our public sector collective bargaining units have to win recertification elections at least once every five years and more frequently depending on their contract duration. While the threshold to win these elections is incredibly high – 50% + 1 of all members of the bargaining unit, voting or not voting – our public sector unions have a remarkable win rate! In many elections, our unions win by 90% margins with many non-union members voting to support the union's right to continue in their representation role.

We believe this foundation, along with the unionization of our party staff and campaign workers sends a clear message that working Iowans support our unions and that we have a tremendous opportunity for growth in union density.



2. Please indicate the presence of diverse state party leadership (including elected officers).

Among the officers of the Iowa Democratic Party, Chair Ross Wilburn is a Black veteran. First Vice Chair June Owens is Black, Second Vice Chair Tanner Halleran comes from rural Iowa and was elected while still a college student, and Treasurer Ken Sagar is a long-time union member.

It should also be noted, with respect to the 2022 Iowa Democratic ticket, that Deidre DeJear, a Black woman, will be at the top of the ticket as our gubernatorial candidate. Additionally, our U.S. Senate nominee (determined on June 7) could be either a woman, Congresswoman Abby Finkenauer, or a veteran, Admiral Mike Franken. And, the Democratic candidates in three of the four congressional districts are women.

3. Please indicate the existence of any state party plans or long-term programs to proactively reach out to diverse communities.

The Iowa Democratic Party maintains a robust statewide constituency caucus structure. The 25 chairs and vice chairs of each constituency caucus are members of the 65-member State Central Committee, participating in party governance. The constituency caucuses represented on the State Central Committee are charged with community outreach and visibility, issue advocacy, and education, as well as more tangible electoral efforts such as voter registration and direct voter contact. In particular, the Black Caucus and the Disability Caucus have a long history of active engagement with their constituency communities. Each caucus maintains its own Facebook group or page, and IDP staff is creating a page for each caucus on the official IDP website. The caucuses that are structured within party governance are:

- [The Armed Forces and Veterans Caucus](#)
- [The Asian and Pacific-Islander Caucus](#)
- [The Black Caucus](#)
- [The College and Young Democrats of Iowa](#)
- [The Disability Caucus](#)
- [The Labor Caucus](#)
- [The Latinx Caucus](#)
- [The Native American Caucus](#)
- [The Progressive Caucus](#)
- [The Rural Caucus](#)
- [The Senior and Retiree Caucus](#)
- [The Stonewall Caucus](#)
- [The Women's Caucus](#)



The Iowa Democratic Party has also identified strengthening and codifying the roles, responsibilities, and relationships with the constituency caucuses as a key priority in its 2022 strategic plan.

In the run-up to the 2020 caucuses, Iowa Democrats and partner organizations conducted extensive outreach that the party will continue to build upon ahead of the 2024 caucuses. We organized within the Latinx community statewide and coordinated satellite caucuses tailored for Latinx participants. Specific organizing work was also centered around shift workers at factories and plants, African immigrant communities, Muslim communities in Des Moines and Cedar Rapids, and the disability community.



SECTION III – COMPETITIVENESS

The Resolution establishes “Competitiveness” as the second pillar of evaluation and defines it as “contributes to the party’s ability to win in the general election.”

RBC and DNC Party Affairs staff will compile and provide data on Democratic electoral performance and other relevant electoral metrics in federal and state-level elections since 2000 for all State Parties submitting an LOI. State Parties may also provide in this section any additional data it deems relevant to the Democratic candidate’s performance in federal and state elections since 2000.

1. Please explain how a pre-window contest in your state would contribute to Democrats’ ability to win in the general election. Responses should address contributions to Democrats’ ability to win at the presidential level as well as in Congressional and state-level races.

Iowa has been characterized recently as a fully “red” state; but a closer examination indicates that Iowa is indeed a very “purple” state, and has been so for the entirety of the twenty-first century. It is not an exaggeration to say that the Iowa caucuses have played a vital role in keeping Iowa competitive over the past 20 years by necessitating precinct-level organizing in all 99 counties, and by engaging Iowans in the presidential campaign early. Presidential candidates develop relationships with state and local elected officials as well as down-ballot candidates that mature from the primary season through the general election and mutually validate one another’s campaigns.

Most importantly, however, is the opportunity that Iowa provides for presidential campaigns to connect with rural voters. Over the past several election cycles, the Democratic Party has lost rural voters across the Midwest and the South. For the future of our party, our candidates – at all levels – must engage meaningfully with rural voters.

It should also be noted that because of Iowa’s effective nonpartisan redistricting process, three of Iowa’s four congressional districts remain highly competitive, despite Republican legislative and executive control. This is evidenced by their DCCC Frontline (IA-3), and Red-to-Blue (IA-1 and IA-2) status. The organizing undertaken by presidential campaigns in the run-up to Iowa’s nominating contest plays an important role in engaging and energizing the Democratic electorate. The relationships formed as a result and the data collected by these campaigns are vital for conducting identification, persuasion, and GOTV programs for Iowa’s congressional candidates.



Without an early nominating contest, Iowa will likely continue to drift to the right. Although Iowa only has 6 electoral votes, this century's presidential contests have proven that every electoral vote counts. It is not hyperbolic to say that without a robust early nominating contest, Republicans could accelerate and cement the drift in their direction, which would have a deleterious impact on Democrats' ability to win the Electoral College and win in Iowa's competitive congressional districts, potentially dooming our chances of a Democratic majority in the U.S. House for the next decade.

Republicans have made clear that their nominating calendar will continue with Iowa holding the first nominating contest in 2024, and potential Republican candidates are already visiting and organizing, bringing the national media with them. The perception of Democrats "abandoning" Iowa would be difficult to overcome and would reinforce a narrative that Democrats do not have the interests of rural voters at heart. Meanwhile, with heavy media interest in the Republican nominating process, Iowa will be flooded with national press outlets for whom Iowa would still be the first contest, but leave us without a Democratic candidate or candidates to counter the Republicans' narrative.

2. Please describe any notable or important electoral gains (at any level) made by Democrats in your state since 2012.

In 2018, Iowa flipped from a congressional delegation of 3 Republicans and 1 Democrat to 3 Democrats and 1 Republican by picking up IA-1 and IA-3 in their previous configurations. Unfortunately, this flipped back in 2020, with a narrow loss in IA-1, and a vote so close in IA-2 that the result was ultimately sent to the House Administration Committee. Redistricting has arguably made both IA-1 and IA-2 more competitive, and both are DCCC Red-to-Blue targets.

3. Please provide any additional data or information you wish to have the Committee consider when evaluating your state's "competitiveness" as defined by the Resolution.

Since 2000, Iowa has voted three times for two Democratic candidates (Al Gore and Barack Obama) for president and three times for two Republican candidates (George W. Bush and Donald Trump). Democrats held the governorship from 1998 - 2010, and Republicans from 2011 - present. In 2018, Democratic candidate Fred Hubbell came within 36,289 votes (2.8%) of beating incumbent Governor Kim Reynolds. It is also notable that Democrats controlled at least one chamber of the Iowa legislature through 2016.



Congressional races in Iowa have demonstrated a great deal of volatility indicative of true battlegrounds. In its previous configuration, IA-1 was held by Democrat Bruce Braley from 2012 - 2015, Republican Rod Blum from 2015 - 2019, Democrat Abby Finkenauer from 2019 - 2021, and is now held by Republican Ashley Hinson. IA-2 was held by Democrat Dave Loebsack for 14 years (2007 -2021), until his retirement. IA-3 was represented in its previous configuration for one term by Republican Tom Latham, 2 terms by Republican David Young, and now for 2 terms by Democrat Cynthia Axne.

Voter registration statistics in Iowa also remain close, with 700,347 total registered Democrats (active and inactive); 737,141 registered Republicans (active and inactive); and 755,840 registered No Party voters (active and inactive). In fact, in Congressional Districts 1, 2, and 3, the number of registered Democrats exceeds the number of registered Republicans. (see attached voter registration data).



SECTION III – FEASIBILITY

The Resolution establishes “Feasibility” as the third pillar of evaluation, and defines it as comprised of three components: (1) the feasibility of scheduling a pre-window contest; (2) the ability to run a fair, transparent and inclusive nominating process; and (3) the cost and logistical requirements of campaigning in-state.

FOR STATE PARTIES APPLYING TO HOLD A PARTY-RUN CAUCUS OR PRIMARY PRIOR TO THE WINDOW

State Parties applying to hold a caucus process or party-run (“firehouse”) primary prior to the window must provide answers to the following questions:

1. Provide an explanation of the State Party’s past use of caucuses and/or party-run primaries in the presidential nominating caucuses

Since 1972, Iowa has held precinct caucuses in each precinct of Iowa during what has become established as the pre-window period. The caucuses are the first determining step in the delegate selection process. The Iowa Democratic Party, working from a state convention size set by the State Central Committee in the Call to Convention, utilizes Democratic presidential and gubernatorial performance to proportionally weight and allocate delegate counts from the precinct caucuses to county conventions, and from county conventions to district conventions and the state convention. District-level delegates are elected at district conventions (the third determining step), while at-large and PLEO delegates are elected by the state convention (fourth determining step). Prior to 2020, the results of the caucuses were reported as State Delegate Equivalents, an extrapolation of the estimated number of state convention delegates pledged to a candidate. Beginning in 2020, the Iowa Democratic Party implemented the use of preference cards to record preference group counts and report raw totals for the first and second alignments, along with State Delegate Equivalents.

The precinct caucuses have been conducted on a weeknight, and have required in-person participation to express a presidential preference. The caucuses have consisted of two alignment periods. In the first alignment, participants physically aligned with their preference group and were counted to ensure their preference group achieved viability (in most cases, a 15% threshold; however in precincts awarding only one, two, or three delegates, the threshold is higher). If a preference group was non-viable at the end of the first alignment period, participants in that group were then allowed to either align with a viable group, or persuade enough participants from non-viable groups to join their group and make them viable. Delegates to county conventions (the second determining step) were then apportioned based on the relative strength of each viable candidate within the precinct, with each viable preference group electing its allotment of delegates.



2. Provide an overview of how the State Party would structure its proposed caucus and/or party-run primary, and any changes to past processes the State Party is planning or proposing to implement for its 2024 nominating contest.

While caucuses have hitherto relied on mathematical formulas to ensure proportional representation of candidate strength within the delegate pool at each determining step, the Iowa Democratic Party recognizes that the administrative and reporting burden this process places on volunteer leadership is incompatible with conducting the kind of straightforward, fair, and transparent democratic process that our values demand.

To that end, the Iowa Democratic Party is proposing to implement a process for the expression of presidential preference that would be conducted primarily through non-present participation (expression of presidential preference by mail and/or in-person). In 2020, Nevada pioneered in-person early caucusing, and North Dakota and Hawaii conducted caucuses and a firehouse primary by mail due to the global pandemic, putting roadmaps in place for how to successfully conduct such a process.

In order to reduce the administrative and reporting burden for volunteers, it is the intent of the Iowa Democratic Party to professionalize caucus administration by contracting with an approved election administration vendor, such as Global Election Services or Merriman River Group, which conducted the North Dakota and Hawaii processes, respectively, in 2020; or by contracting with the Secretary of State or county auditors to conduct the process and report results.

Additionally, to simplify the expression of preference, it is the intent of the Iowa Democratic Party to eliminate any realignment – each participant would express only their first choice preference. The elimination of realignment would obviate any need for ranked-choice expression of preference and simply allow for a participant to express a preference for only one candidate. The 15 percent viability threshold for delegate allocation would still be maintained, just as it is in a primary. At the end of the non-present participation period, an in-person or in-person/virtual hybrid delegate election event would be held for the purpose of electing delegates and conducting other party business. Quite simply, we propose to separate the expression of presidential preference from the election of delegates.



3. Provide a detailed description and summary of the anticipated number of levels (including the first tier) of the proposed 2024 process.

Iowa's process would maintain the four-step structure it has used in the past, spanning a period of time from February of 2024 through June of 2024. The first determining step of the 2024 process will be a pre-window period for expression of presidential preference, conducted by mail and/or in-person early expression of preference for a period of 14 - 28 days. The results of the non-present participation process will be allocated back to the precinct level for in-person or in-person/virtual hybrid precinct caucuses for the purpose of electing delegates to county conventions, proportional to the results of the non-present process, i.e. there will be no additional opportunity for expression of presidential preference on the day of the delegate election process. It should be noted that for those unable to attend a delegate election event, the Iowa Democratic Party has never required candidates for delegate to be physically present during the delegate election in order to be elected as a delegate to the county convention. Any person wishing to run for delegate could so indicate on their preference card and would not need to be present at the delegate election event in order to win.

The second determining step will be the county conventions, which are typically held in late March. Delegates to the Congressional District Conventions will be elected at county conventions, and will convene in late April for the third determining step in the process, district conventions. District-level delegates to the national convention will be elected at the district convention. All delegates elected at district convention will go on to serve as delegates to the state convention, traditionally held in mid-June. The state convention as a whole will elect at-large and PLEO delegates.

4. Provide a description of the number of proposed caucus sites or voting centers.

Should the party make the determination to conduct the caucus entirely by mail, there would be no need for any physical sites for the expression of presidential preference. Should the party decide to add an in-person option for the expression of presidential preference, each of Iowa's 99 counties would be required to provide at least one location over at least three days, totaling at least 12 hours of the non-present expression of preference period. The delegate election caucus held after the closing of the non-present participation process would require at least one site per county – generally a school or other public meeting facility – with the capacity to bundle multiple precincts. In the state's ten most populous counties, the requirement would be one site per state house district. However, within parameters defined by the RBC, it is the strong preference of the Iowa Democratic Party that a hybrid in-person/virtual option be available for these delegate election events.



5. Provide a detailed description of the expected cost of running the process proposed by the State Party and the State Party’s expected method of paying for the process.

For the 2020 caucuses, the Iowa Democratic Party conducted the caucuses at a cost of about \$1.8 million. Based on our proposed reforms to the caucus process, and emphasis on non-present participation, the Iowa Democratic Party anticipates a significant reduction in overhead. The North Dakota Democratic-NPL Party reports spending somewhat less than \$50,000 for Global Election Systems to administer a mail-in caucus in 2020, in which approximately 14,000 voters participated. The Hawaii Democratic Party reports spending approximately \$250,000 for Merriman River Group to administer its all-mail firehouse primary, which netted about 35,000 votes cast. We anticipate the elimination of expenditures for several vendors and technology builds, as well as substantial reductions in staffing costs, printings, postage, training, and facility rentals. Based on these figures, we estimate that the cost of administering a non-present participation mail-in caucus ranges from \$200,000 (non-competitive) to \$1,000,000 (competitive). Either of these figures represents significant cost savings over what the Iowa Democratic Party has spent in the past. In order to fund this process, the Iowa Democratic Party will continue, as it has done in past election cycles, to leverage the voter file and its key events, such as the Liberty and Justice Dinner to maximize the opportunities presented by presidential campaigning in the state. We are experienced in this regard and are fortunate to have a long-serving CFO, who has guided the party’s finances through four caucus cycles, three of which were highly competitive.



FOR ALL APPLICANTS

To address the third component of “Feasibility” as outlined in the Resolution, the RBC asks all State Parties to answer the following questions.

1. Describe how the size, geography, population structure and infrastructure of your state will allow presidential candidates to engage in “retail politics.”

Iowa is a compact state, measuring 219 miles north to south along I-35, and 306 miles east to west along I-80. This makes it possible to begin a campaign day in Sioux City in the West, and end it in Burlington in the Southeast, with a few stops in between, covering rural areas, small cities, large urban areas, and suburbs. The population is well-distributed and accessible across all of these geographic distinctions.

Fifty years of competitive Iowa caucuses have created one of the nation’s most well-organized networks of county party committees and activists who welcome candidates to all parts of Iowa, and who understand the challenging logistics of presidential campaigning. Candidates can always draw sizable crowds in Iowa’s cities, and sometimes even more sizable audiences in rural areas. Perhaps even more important to presidential candidates, Iowa provides opportunities to meet community leaders and activists from all constituencies of the Democratic Party in candid, intimate settings such as one-on-one meetings, round tables, listening sessions, and small group meetings that facilitate an exchange of ideas and an opportunity for mutual understanding.

Over the years, Iowa has developed a repertoire of key benchmark events that require organizational savvy on the part of presidential candidates to successfully navigate. This includes a vigorous cadence of county party events, the Iowa Democratic Party Hall of Fame Dinner, summer county fairs and festivals, the Iowa State Fair, the Northern Iowa Wing Ding, Labor Day events across the state, the Iowa Democratic Party Liberty and Justice Dinner, the Polk County Steak Fry, the Brown and Black Forum, and a series of debates sponsored or co-sponsored by in-state media outlets, often with national media partners. Each event or series of events offers extensive opportunities for retail politics and demands organizational excellence from presidential campaigns.

Iowa also offers a robust supporting infrastructure for presidential campaigns and press across the state. Hotels, even in small cities and towns, have the capacity to handle presidential campaign needs and meet security requirements. Production and AV vendors, as well as film and video production professionals, across all parts of Iowa, are also well-versed in the capacity required by multiple presidential campaigns.



2. Provide any and all relevant data or analysis related to the cost of television advertising in your state. Responses should include a description of the state’s major media markets and any available data on the cost of running political advertisements in those markets.

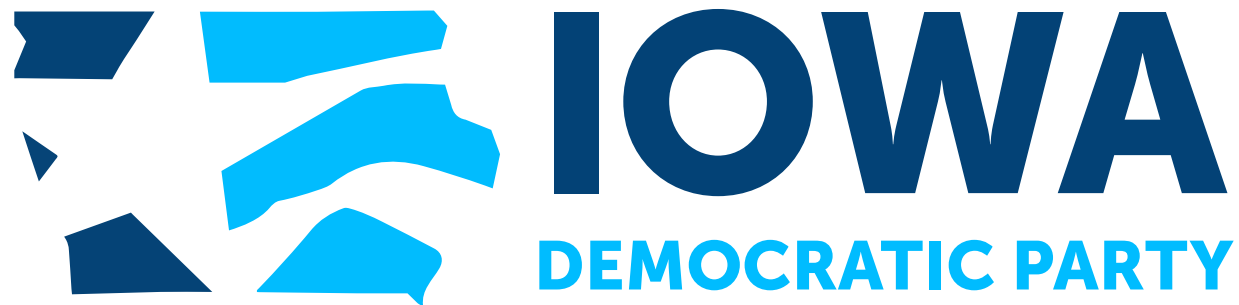
There are a total of nine media markets covering Iowa, none of which crack the top 50 markets. Additionally, Iowa’s media markets cover portions of Illinois, Minnesota, Missouri, Nebraska, and South Dakota. The cost of running one thirty-second television ad in Iowa's largest media market is considerably cheaper and more affordable than larger markets.

For example, according to the rate card from National Media Spots in the Minneapolis TV market, one 30-second ad placed during a 6 pm newscast will cost campaigns more than \$2,000. By comparison, according to a recent rate card from KCCI-TV Des Moines, the same 30-second spot during their 6 pm newscast will cost \$600.

Iowa’s media markets are:

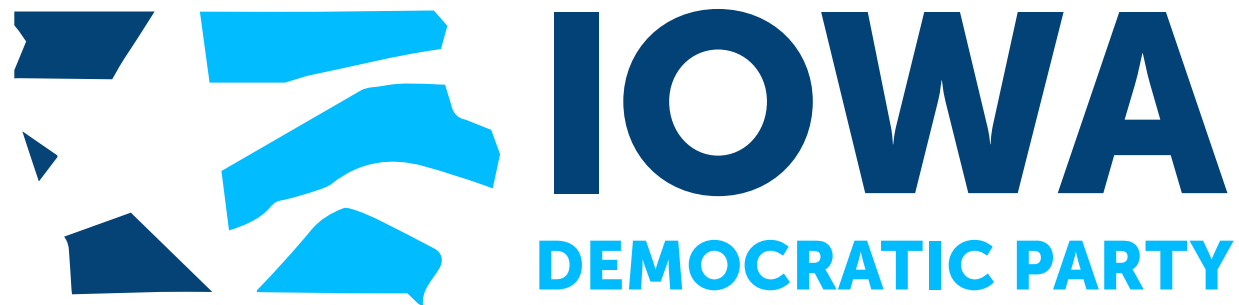
- Cedar Rapids-Iowa City-Waterloo-Dubuque
 - Market Rank: 92
 - 357,480 TV homes
- Davenport-Rock Island-Moline
 - Market Rank: 103
 - 298,580 TV homes (includes IL)
- Des Moines-Ames
 - Market Rank: 68
 - 457,040 TV homes
- Omaha
 - Market Rank: 72
 - 439,530 TV homes (includes NE)
- Ottumwa-Kirksville
 - Market Rank: 200
 - 46,870 TV homes (includes MO)
- Quincy-Hannibal-Keokuk
 - Market Rank: 174
 - 99,840 TB homes (includes IL, MO)
- Rochester-Mason City-Austin
 - Market Rank: 150
 - 99,840 TV homes (includes MN)
- Sioux City
 - Market Rank: 148
 - 155,090 TV homes (includes SD)
- Sioux Falls-Mitchell
 - Market Rank: 109
 - 277,210 TV homes (includes SD, MN)

In 2020, the large field of presidential candidates spent a combined total of \$44 million ahead of the Iowa Caucuses for approximately 122,000 airings of television ads across the state. The top spenders were Tom Steyer (\$11 million), Pete Buttigieg (\$6.5 million), and Bernie Sanders (\$5.8 million). (Source: [KWWL](#)). This comparative data between candidates is particularly worth noting to reinforce the strong role of retail campaigning in Iowa. Steyer spent nearly twice as much on ads in Iowa as Buttigieg and Sanders but did not build a strong organizing operation or conduct a robust retail campaign. Buttigieg and Sanders, with much smaller ad budgets, finished first and second with strong organizing and retail campaigns.



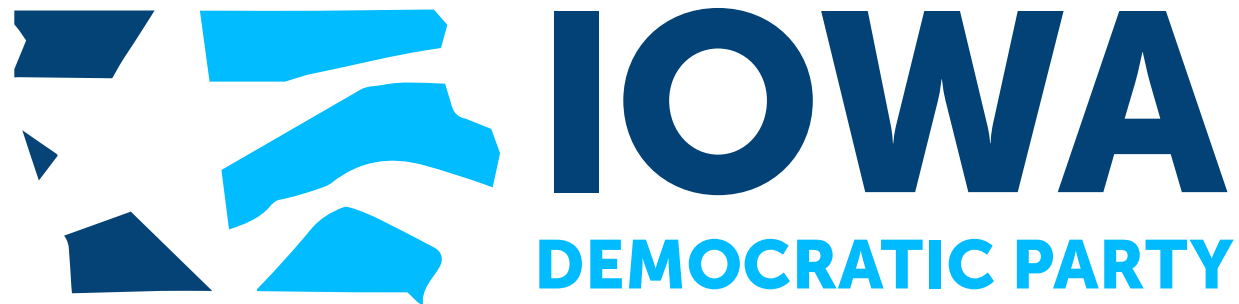
**SECTION II (DIVERSITY)
SUPPORTING MATERIALS**

JUNE 3, 2022



**SECTION III (COMPETITIVENESS)
SUPPORTING MATERIALS**

JUNE 3, 2022



VOTER REGISTRATION BY COUNTY

**State of Iowa Voter Registration Totals
County**

6/1/2022
10:19 AM

County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total
Adair	885	2150	1587	23	4645	121	203	439	8	771	5416
Adams	487	1093	820	10	2410	54	83	254	0	391	2801
Allamakee	1950	3955	2334	39	8278	295	416	756	12	1479	9757
Appanoose	1702	3282	2270	57	7311	378	375	771	10	1534	8845
Audubon	880	1845	922	18	3665	94	182	281	4	561	4226
Benton	3769	5983	6090	117	15959	475	488	1483	29	2475	18434
Black Hawk	27828	20317	23202	597	71944	5555	2625	7038	210	15428	87372
Boone	4887	6137	5645	124	16793	632	659	1733	48	3072	19865
Bremer	3948	5342	6164	88	15542	576	490	1328	24	2418	17960
Buchanan	3348	3645	4993	60	12046	342	304	1358	15	2019	14065
Buena Vista	2497	3943	2969	68	9477	778	563	1305	22	2668	12145
Butler	1708	4450	2631	57	8846	192	352	754	11	1309	10155
Calhoun	1127	2692	1994	41	5854	153	223	478	14	868	6722
Carroll	3070	4938	4640	88	12736	417	493	1106	24	2040	14776
Cass	1438	4292	2307	46	8083	215	521	750	18	1504	9587
Cedar	3051	4223	3870	83	11227	332	359	851	27	1569	12796
Cerro Gordo	8033	7935	9854	164	25986	1241	956	2955	48	5200	31186
Cherokee	1217	3954	1808	27	7006	224	335	729	9	1297	8303
Chickasaw	2038	2631	2413	36	7118	246	199	722	12	1179	8297
Clarke	1248	2178	1601	33	5060	230	247	562	17	1056	6116
Clay	1876	5177	2790	82	9925	310	588	991	20	1909	11834
Clayton	2867	3930	3760	76	10633	331	370	792	15	1508	12141
Clinton	8531	8810	10074	180	27595	1621	928	3424	76	6049	33644
Crawford	1979	3490	2724	58	8251	504	386	919	22	1831	10082
Dallas	17784	21295	21051	499	60629	2394	2541	4953	168	10056	70685
Davis	1271	2010	1119	19	4419	158	219	314	12	703	5122
Decatur	1027	1856	1209	21	4113	281	222	325	15	843	4956
Delaware	2296	4589	4014	48	10947	262	296	703	17	1278	12225
Des Moines	8391	6898	6812	183	22284	1813	964	2552	60	5389	27673
Dickinson	2485	6180	3661	87	12413	380	670	981	32	2063	14476
Dubuque	23637	18205	17469	480	59791	3651	2209	4897	165	10922	70713
Emmet	1414	1951	1971	36	5372	269	286	761	7	1323	6695
Fayette	3040	4177	3588	62	10867	406	367	864	26	1663	12530
Floyd	2476	2789	3667	60	8992	549	356	1181	20	2106	11098
Franklin	1115	2844	1664	33	5656	169	245	499	6	919	6575
Fremont	840	2451	875	28	4194	168	298	355	15	836	5030
Greene	1451	2424	1684	47	5606	186	222	499	7	914	6520
Grundy	1478	4074	2327	48	7927	171	319	579	9	1078	9005
Guthrie	1546	3020	2459	50	7075	212	297	660	8	1177	8252
Hamilton	2078	4065	2438	53	8634	298	375	786	16	1475	10109
Hancock	1304	3391	1964	37	6696	183	301	576	14	1074	7770
Hardin	2319	4720	2788	59	9886	400	485	920	19	1824	11710
Harrison	1811	4402	2109	77	8399	118	207	213	11	549	8948
Henry	2444	4969	3609	72	11094	578	693	1666	38	2975	14069
Howard	1446	1689	2257	26	5418	177	143	534	9	863	6281

**State of Iowa Voter Registration Totals
County**

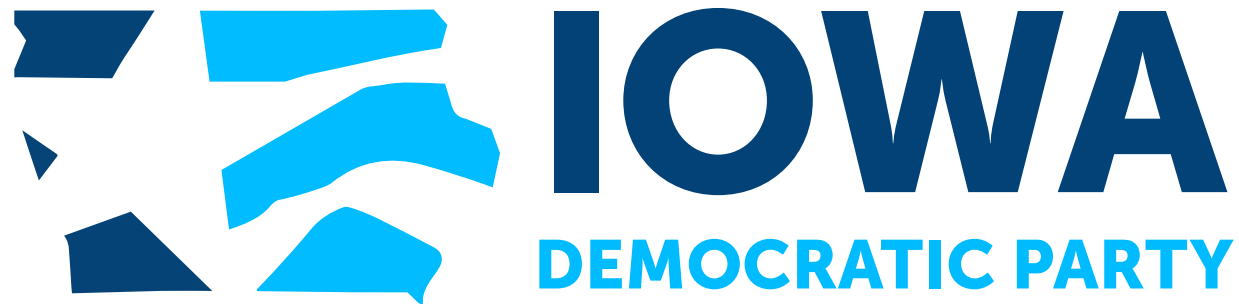
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County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total
Humboldt	1034	2763	1964	29	5790	139	242	455	8	844	6634
Ida	679	2206	1305	12	4202	107	201	377	7	692	4894
Iowa	2444	4531	3734	71	10780	313	363	892	27	1595	12375
Jackson	4315	3976	4032	50	12373	557	350	1378	9	2294	14667
Jasper	7042	8019	7369	153	22583	1042	825	2110	33	4010	26593
Jefferson	3835	3246	2374	84	9539	699	345	807	27	1878	11417
Johnson	45318	15873	25891	749	87831	10173	3893	9441	346	23853	111684
Jones	2924	4413	4614	55	12006	340	371	1197	17	1925	13931
Keokuk	1392	2615	1747	32	5786	227	245	496	5	973	6759
Kossuth	2323	4382	3055	42	9802	228	335	747	15	1325	11127
Lee	7027	5477	5847	143	18494	1309	664	2345	58	4376	22870
Linn	52797	37740	44291	1426	136254	8286	4858	11308	475	24927	161181
Louisa	1441	2564	1949	30	5984	300	256	711	9	1276	7260
Lucas	1044	2460	1566	30	5100	168	251	463	9	891	5991
Lyon	707	5869	1044	17	7637	135	496	352	6	989	8626
Madison	2505	4613	3438	85	10641	321	462	751	20	1554	12195
Mahaska	2195	6695	3405	112	12407	458	673	1210	23	2364	14771
Marion	4663	10019	6318	156	21156	725	1015	1612	31	3383	24539
Marshall	6683	7163	6031	142	20019	1217	870	2353	56	4496	24515
Mills	1781	5222	2300	114	9417	336	673	805	44	1858	11275
Mitchell	1514	2597	2203	41	6355	210	251	550	13	1024	7379
Monona	1313	2351	1544	36	5244	230	243	471	16	960	6204
Monroe	1104	1976	1404	22	4506	171	191	325	11	698	5204
Montgomery	1035	3366	1595	44	6040	210	444	681	15	1350	7390
Muscatine	7062	7860	7835	207	22964	1659	1160	3069	83	5971	28935
O'Brien	1085	5405	1722	53	8265	239	575	609	20	1443	9708
Osceola	400	2388	837	16	3641	73	219	298	4	594	4235
Page	1456	4973	2133	63	8625	314	581	836	19	1750	10375
Palo Alto	1578	2208	1657	24	5467	211	178	469	13	871	6338
Plymouth	2691	8496	4303	100	15590	461	863	1197	33	2554	18144
Pocahontas	730	2165	1273	31	4199	147	191	384	9	731	4930
Polk	116087	78330	81170	2838	278425	18982	9905	20338	879	50104	328529
Pottawattamie	14266	21216	14946	608	51036	3382	3424	6169	272	13247	64283
Poweshiek	3516	3703	4062	67	11348	1383	406	1226	20	3035	14383
Ringgold	498	1891	505	15	2909	82	147	160	2	391	3300
Sac	1030	3392	1756	24	6202	140	281	554	7	982	7184
Scott	34075	30140	36480	931	101626	8803	5218	14952	394	29367	130993
Shelby	1585	3824	2162	36	7607	213	342	470	17	1042	8649
Sioux	1802	15207	3614	78	20701	332	1263	915	27	2537	23238
Story	19579	14934	17944	648	53105	5394	3639	7358	330	16721	69826
Tama	2759	3480	3546	75	9860	392	318	1036	11	1757	11617
Taylor	568	1962	922	28	3480	91	180	279	8	558	4038
Union	1400	3135	2325	44	6904	252	292	889	16	1449	8353
Van Buren	722	2243	1218	32	4215	138	240	385	6	769	4984
Wapello	6092	5681	5430	119	17322	1367	800	2027	47	4241	21563

**State of Iowa Voter Registration Totals
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County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total
Warren	9860	12823	10514	272	33469	1241	1309	2351	89	4990	38459
Washington	3116	5604	4343	103	13166	431	630	1207	45	2313	15479
Wayne	723	1629	1017	19	3388	106	152	217	3	478	3866
Webster	6213	7235	6516	157	20121	1341	1025	2649	68	5083	25204
Winnebago	1519	2833	2286	37	6675	261	278	765	14	1318	7993
Winneshiek	4162	4447	4205	52	12866	772	367	1036	29	2204	15070
Woodbury	15301	20296	14580	405	50582	3948	2971	6195	142	13256	63838
Worth	1229	1908	1694	28	4859	141	167	444	4	756	5615
Wright	1504	3187	2135	30	6856	263	321	575	14	1173	8029
Totals	591,740	657,122	578,347	15,012	1,842,221	108,599	80,019	177,493	5,274	371,385	2,213,606



**VOTER REGISTRATION
BY CONGRESSIONAL DISTRICT**

State of Iowa Voter Registration Totals
Congressional District

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US Representative District 1												
County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total	
Cedar	3051	4223	3870	83	11227	332	359	851	27	1569	12796	
Clinton	8531	8810	10074	180	27595	1621	928	3424	76	6049	33644	
Des Moines	8391	6898	6812	183	22284	1813	964	2552	60	5389	27673	
Henry	2444	4969	3609	72	11094	578	693	1666	38	2975	14069	
Iowa	2444	4531	3734	71	10780	313	363	892	27	1595	12375	
Jackson	4315	3976	4032	50	12373	557	350	1378	9	2294	14667	
Jasper	7042	8019	7369	153	22583	1042	825	2110	33	4010	26593	
Jefferson	3835	3246	2374	84	9539	699	345	807	27	1878	11417	
Johnson	45318	15873	25891	749	87831	10173	3893	9441	346	23853	111684	
Jones	2924	4413	4614	55	12006	340	371	1197	17	1925	13931	
Keokuk	1392	2615	1747	32	5786	227	245	496	5	973	6759	
Lee	7027	5477	5847	143	18494	1309	664	2345	58	4376	22870	
Louisa	1441	2564	1949	30	5984	300	256	711	9	1276	7260	
Mahaska	2195	6695	3405	112	12407	458	673	1210	23	2364	14771	
Marion	4663	10019	6318	156	21156	725	1015	1612	31	3383	24539	
Muscatine	7062	7860	7835	207	22964	1659	1160	3069	83	5971	28935	
Scott	34075	30140	36480	931	101626	8803	5218	14952	394	29367	130993	
Van Buren	722	2243	1218	32	4215	138	240	385	6	769	4984	
Warren	9860	12823	10514	272	33469	1241	1309	2351	89	4990	38459	
Washington	3116	5604	4343	103	13166	431	630	1207	45	2313	15479	
Total	159,848	150,998	152,035	3,698	466,579	32,759	20,501	52,656	1,403	107,319	573,898	

State of Iowa Voter Registration Totals
Congressional District

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US Representative District 2												
County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total	
Allamakee	1950	3955	2334	39	8278	295	416	756	12	1479	9757	
Benton	3769	5983	6090	117	15959	475	488	1483	29	2475	18434	
Black Hawk	27828	20317	23202	597	71944	5555	2625	7038	210	15428	87372	
Bremer	3948	5342	6164	88	15542	576	490	1328	24	2418	17960	
Buchanan	3348	3645	4993	60	12046	342	304	1358	15	2019	14065	
Butler	1708	4450	2631	57	8846	192	352	754	11	1309	10155	
Cerro Gordo	8033	7935	9854	164	25986	1241	956	2955	48	5200	31186	
Chickasaw	2038	2631	2413	36	7118	246	199	722	12	1179	8297	
Clayton	2867	3930	3760	76	10633	331	370	792	15	1508	12141	
Delaware	2296	4589	4014	48	10947	262	296	703	17	1278	12225	
Dubuque	23637	18205	17469	480	59791	3651	2209	4897	165	10922	70713	
Fayette	3040	4177	3588	62	10867	406	367	864	26	1663	12530	
Floyd	2476	2789	3667	60	8992	549	356	1181	20	2106	11098	
Grundy	1478	4074	2327	48	7927	171	319	579	9	1078	9005	
Hardin	2319	4720	2788	59	9886	400	485	920	19	1824	11710	
Howard	1446	1689	2257	26	5418	177	143	534	9	863	6281	
Linn	52797	37740	44291	1426	136254	8286	4858	11308	475	24927	161181	
Mitchell	1514	2597	2203	41	6355	210	251	550	13	1024	7379	
Poweshiek	3516	3703	4062	67	11348	1383	406	1226	20	3035	14383	
Tama	2759	3480	3546	75	9860	392	318	1036	11	1757	11617	
Winneshiek	4162	4447	4205	52	12866	772	367	1036	29	2204	15070	
Worth	1229	1908	1694	28	4859	141	167	444	4	756	5615	
Total	158,158	152,306	157,552	3,706	471,722	26,053	16,742	42,464	1,193	86,452	558,174	

State of Iowa Voter Registration Totals
Congressional District

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US Representative District 3												
County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total	
Adair	885	2150	1587	23	4645	121	203	439	8	771	5416	
Adams	487	1093	820	10	2410	54	83	254	0	391	2801	
Appanoose	1702	3282	2270	57	7311	378	375	771	10	1534	8845	
Cass	1438	4292	2307	46	8083	215	521	750	18	1504	9587	
Clarke	1248	2178	1601	33	5060	230	247	562	17	1056	6116	
Dallas	17784	21295	21051	499	60629	2394	2541	4953	168	10056	70685	
Davis	1271	2010	1119	19	4419	158	219	314	12	703	5122	
Decatur	1027	1856	1209	21	4113	281	222	325	15	843	4956	
Greene	1451	2424	1684	47	5606	186	222	499	7	914	6520	
Guthrie	1546	3020	2459	50	7075	212	297	660	8	1177	8252	
Lucas	1044	2460	1566	30	5100	168	251	463	9	891	5991	
Madison	2505	4613	3438	85	10641	321	462	751	20	1554	12195	
Monroe	1104	1976	1404	22	4506	171	191	325	11	698	5204	
Montgomery	1035	3366	1595	44	6040	210	444	681	15	1350	7390	
Page	1456	4973	2133	63	8625	314	581	836	19	1750	10375	
Polk	116087	78330	81170	2838	278425	18982	9905	20338	879	50104	328529	
Ringgold	498	1891	505	15	2909	82	147	160	2	391	3300	
Taylor	568	1962	922	28	3480	91	180	279	8	558	4038	
Union	1400	3135	2325	44	6904	252	292	889	16	1449	8353	
Wapello	6092	5681	5430	119	17322	1367	800	2027	47	4241	21563	
Wayne	723	1629	1017	19	3388	106	152	217	3	478	3866	
Total	161,351	153,616	137,612	4,112	456,691	26,293	18,335	36,493	1,292	82,413	539,104	

State of Iowa Voter Registration Totals
Congressional District

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US Representative District 4											
County	Democratic Active	Republican Active	No Party Active	Other Active	Total Active	Democratic Inactive	Republican Inactive	No Party Inactive	Other Inactive	Total Inactive	Grand Total
Audubon	880	1845	922	18	3665	94	182	281	4	561	4226
Boone	4887	6137	5645	124	16793	632	659	1733	48	3072	19865
Buena Vista	2497	3943	2969	68	9477	778	563	1305	22	2668	12145
Calhoun	1127	2692	1994	41	5854	153	223	478	14	868	6722
Carroll	3070	4938	4640	88	12736	417	493	1106	24	2040	14776
Cherokee	1217	3954	1808	27	7006	224	335	729	9	1297	8303
Clay	1876	5177	2790	82	9925	310	588	991	20	1909	11834
Crawford	1979	3490	2724	58	8251	504	386	919	22	1831	10082
Dickinson	2485	6180	3661	87	12413	380	670	981	32	2063	14476
Emmet	1414	1951	1971	36	5372	269	286	761	7	1323	6695
Franklin	1115	2844	1664	33	5656	169	245	499	6	919	6575
Fremont	840	2451	875	28	4194	168	298	355	15	836	5030
Hamilton	2078	4065	2438	53	8634	298	375	786	16	1475	10109
Hancock	1304	3391	1964	37	6696	183	301	576	14	1074	7770
Harrison	1811	4402	2109	77	8399	118	207	213	11	549	8948
Humboldt	1034	2763	1964	29	5790	139	242	455	8	844	6634
Ida	679	2206	1305	12	4202	107	201	377	7	692	4894
Kossuth	2323	4382	3055	42	9802	228	335	747	15	1325	11127
Lyon	707	5869	1044	17	7637	135	496	352	6	989	8626
Marshall	6683	7163	6031	142	20019	1217	870	2353	56	4496	24515
Mills	1781	5222	2300	114	9417	336	673	805	44	1858	11275
Monona	1313	2351	1544	36	5244	230	243	471	16	960	6204
O'Brien	1085	5405	1722	53	8265	239	575	609	20	1443	9708
Osceola	400	2388	837	16	3641	73	219	298	4	594	4235
Palo Alto	1578	2208	1657	24	5467	211	178	469	13	871	6338
Plymouth	2691	8496	4303	100	15590	461	863	1197	33	2554	18144
Pocahontas	730	2165	1273	31	4199	147	191	384	9	731	4930
Pottawattamie	14266	21216	14946	608	51036	3382	3424	6169	272	13247	64283
Sac	1030	3392	1756	24	6202	140	281	554	7	982	7184
Shelby	1585	3824	2162	36	7607	213	342	470	17	1042	8649
Sioux	1802	15207	3614	78	20701	332	1263	915	27	2537	23238
Story	19579	14934	17944	648	53105	5394	3639	7358	330	16721	69826
Webster	6213	7235	6516	157	20121	1341	1025	2649	68	5083	25204
Winnebago	1519	2833	2286	37	6675	261	278	765	14	1318	7993
Woodbury	15301	20296	14580	405	50582	3948	2971	6195	142	13256	63838
Wright	1504	3187	2135	30	6856	263	321	575	14	1173	8029
Total	112,383	200,202	131,148	3,496	447,229	23,494	24,441	45,880	1,386	95,201	542,430
Grand Total	591,740	657,122	578,347	15,012	1,842,221	108,599	80,019	177,493	5,274	371,385	2,213,606