



September 23, 2024

Report on the IA-03 General Election

Survey Results¹

To: Interested Parties

From: GQR

A recent survey in the IA-03 general election shows Democrat Lanon Baccam making real progress in his race against incumbent Republican Zach Nunn. Baccam’s name identification has increased to 55 percent, and he maintains net positive ratings. Nunn’s name identification remains stable at 83 percent, but his net favorability has declined from a 4-point advantage (40 percent favorable to 36 percent unfavorable) to a 6-point disadvantage (36 percent favorable to 42 percent unfavorable) since early September.

Figure 1. Candidate Favorability

Percent (8 September)	Favorable	Unfavorable	Net	Total ID
Baccam	30 (31)	21 (10)	+9	55 (49)
Nunn	36 (40)	42 (36)	-6	83 (84)

Unsurprisingly, Nunn’s decline is accompanied by an increase in Baccam’s margin. Baccam now stands at 50 percent of the vote to Nunn’s 46 percent of the vote. In contrast, earlier in the month, Baccam was trailing by 1 point (45 percent Baccam, 46 percent Nunn).

Figure 2. Initial Vote

Percent	Initial Vote
Baccam	50
Nunn	46
Undecided	4

This movement is driven by a huge shift with women voters, as they learn more about Nunn’s support for an abortion ban. Baccam now garners 62 percent of the vote among women, up from 53 percent earlier in the month. Baccam’s support is high among older (60 percent) and younger women (64 percent) and college (65 percent) and non-college educated women (59 percent) alike.

Baccam has also caught up to Vice President Kamala Harris, who is leading Donald Trump 50 to 43 percent, with 6 percent voting third party or undecided, in Iowa’s 3rd congressional district.

¹ The following memo is based on a survey of 400 likely IA-03 general election voters; 29 percent of respondents were contacted via landline and 71 percent via cell phone. The sample is a representative random sample pulled from the IA voter file. The survey was conducted from September 19th to 22nd, 2024. The data has a margin of error of +4.90 percent at the 95 percent confidence interval.

Figure 3. Presidential Vote

Percent	Presidential Vote
Harris	50
Trump	43
Other/Undecided	6