



Iowa Congressional District 3

March 12-14, 2026

n=400 Likely Republican Primary Voters

MoE=±5%

Methodology & Demography

Methodology

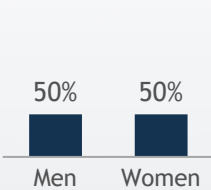
Interviews were conducted March 12th through March 14th, 2026 by live telephone operators, including landlines (7%) and cell phones (93%). Interviews include 400 Likely Voters (LVs) across Iowa Congressional District 3. Quotas on age, gender, ethnicity, education, and region were used to ensure a representative distribution. The study's margin of error is ±5%.

Key Metrics

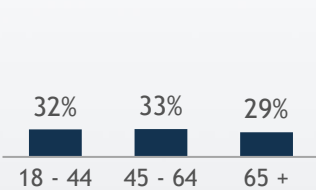
Images for Candidates & Leadership	Economic Issue Ranking	Generic, U.S. House, & Iowa Governor Ballot
Trump & Nunn Job Approval	Most Important Issue	Messaging Impact on Ballot

Demography

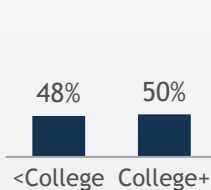
Gender



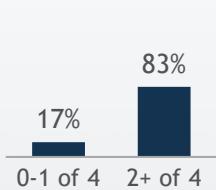
Age



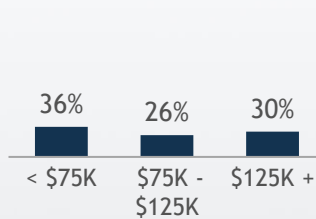
Education



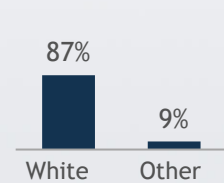
Vote History



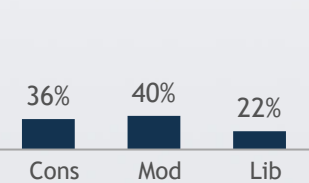
Income



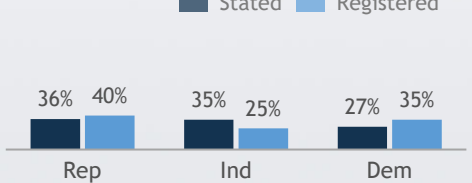
Ethnicity



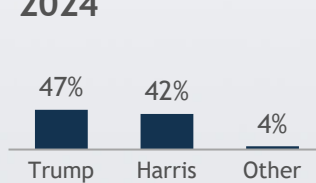
Ideology



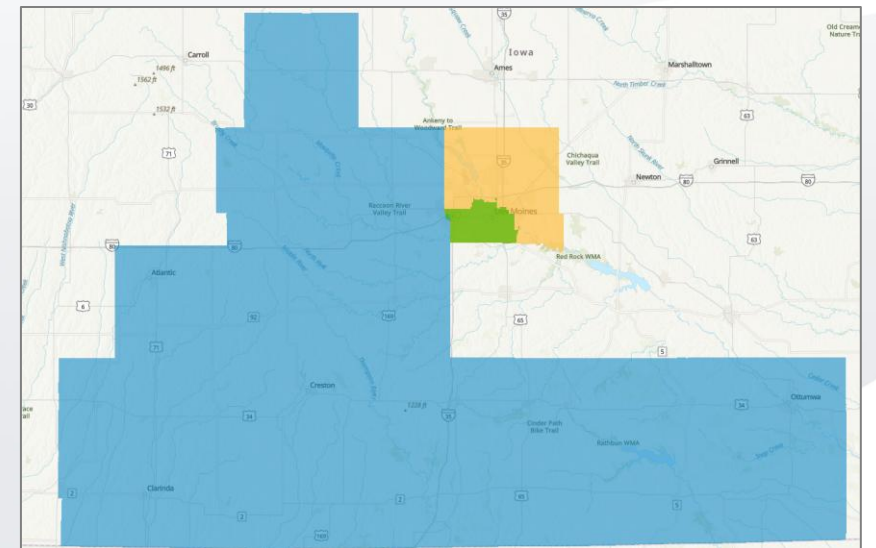
Party ID



Pres Election 2024



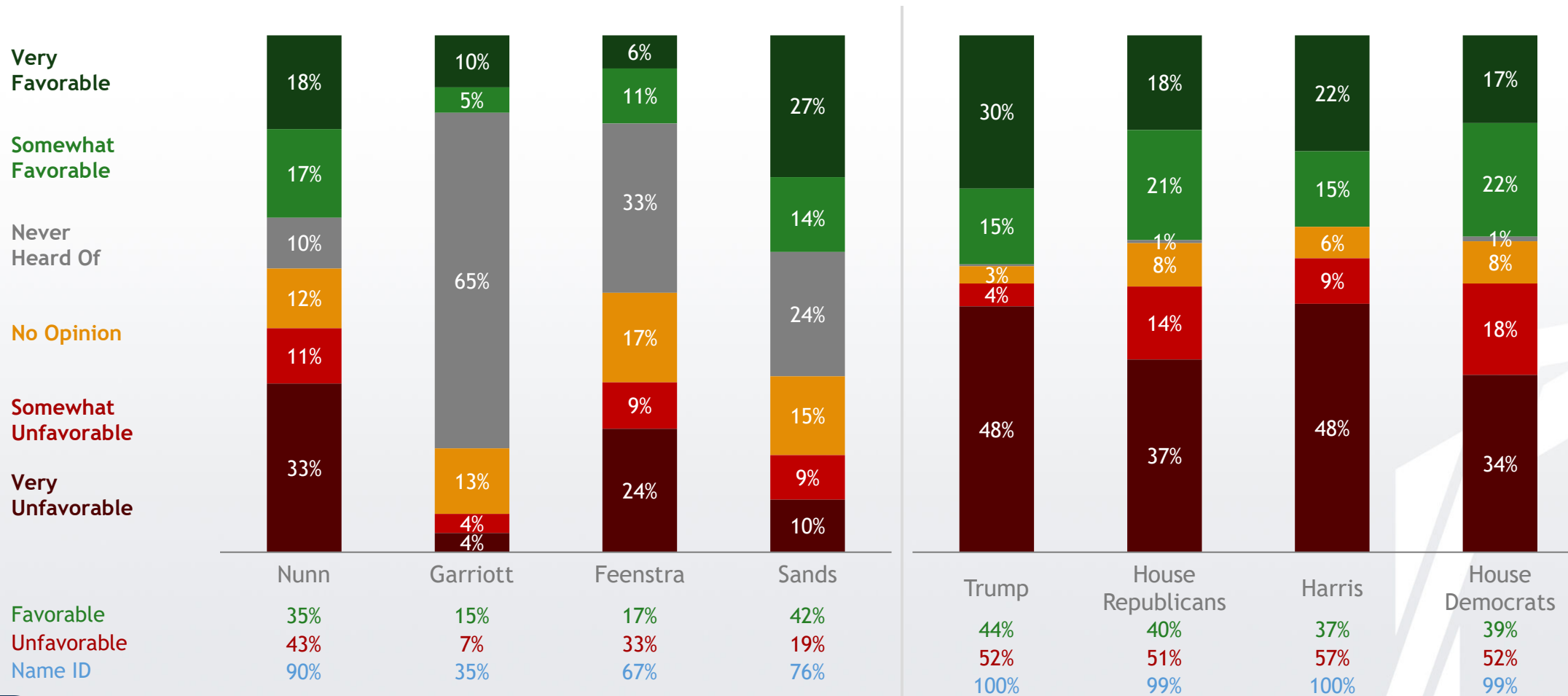
Region



The Political Environment

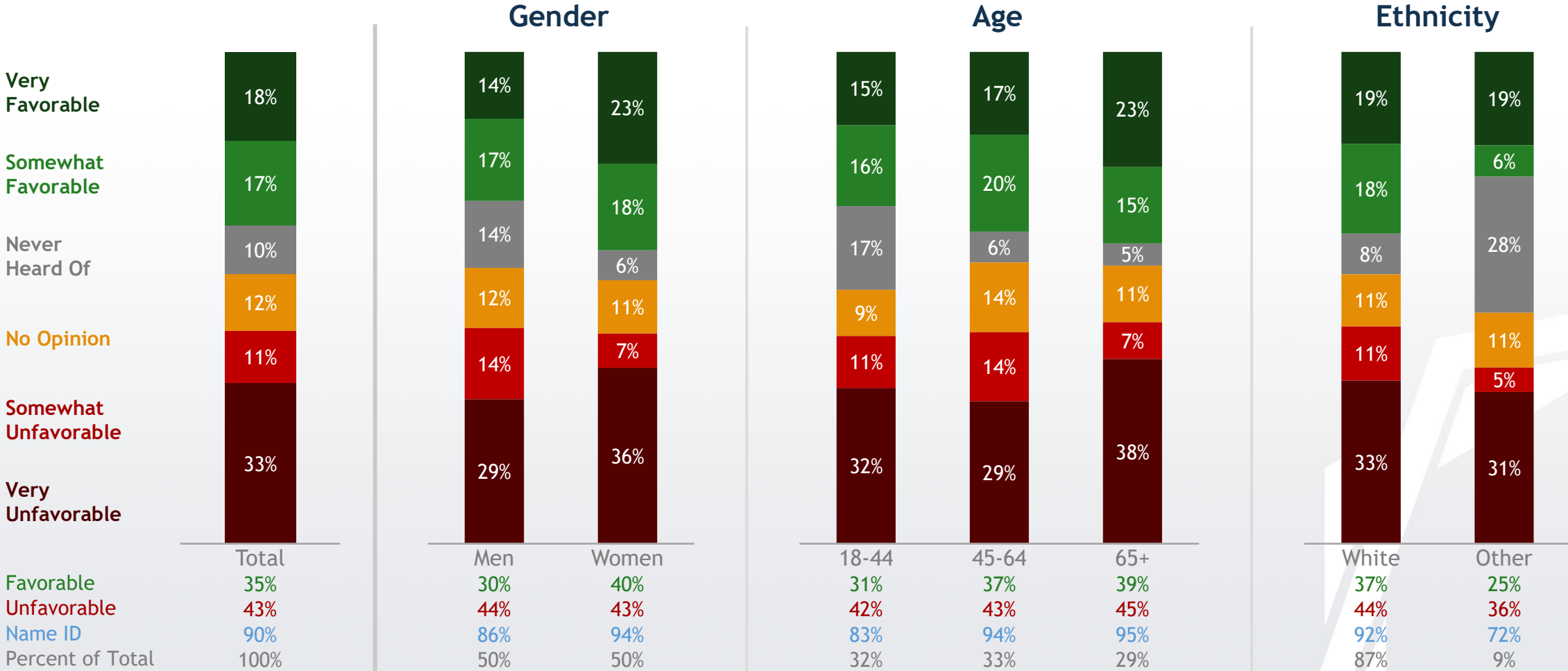
Nunn starts the race off with solid name recognition, but he is viewed unfavorably overall. It is worth noting 1 in 3 voters view him very unfavorably. Garriott is not making a strong impression with voters.

Voter Perceptions Of Candidates & Leadership



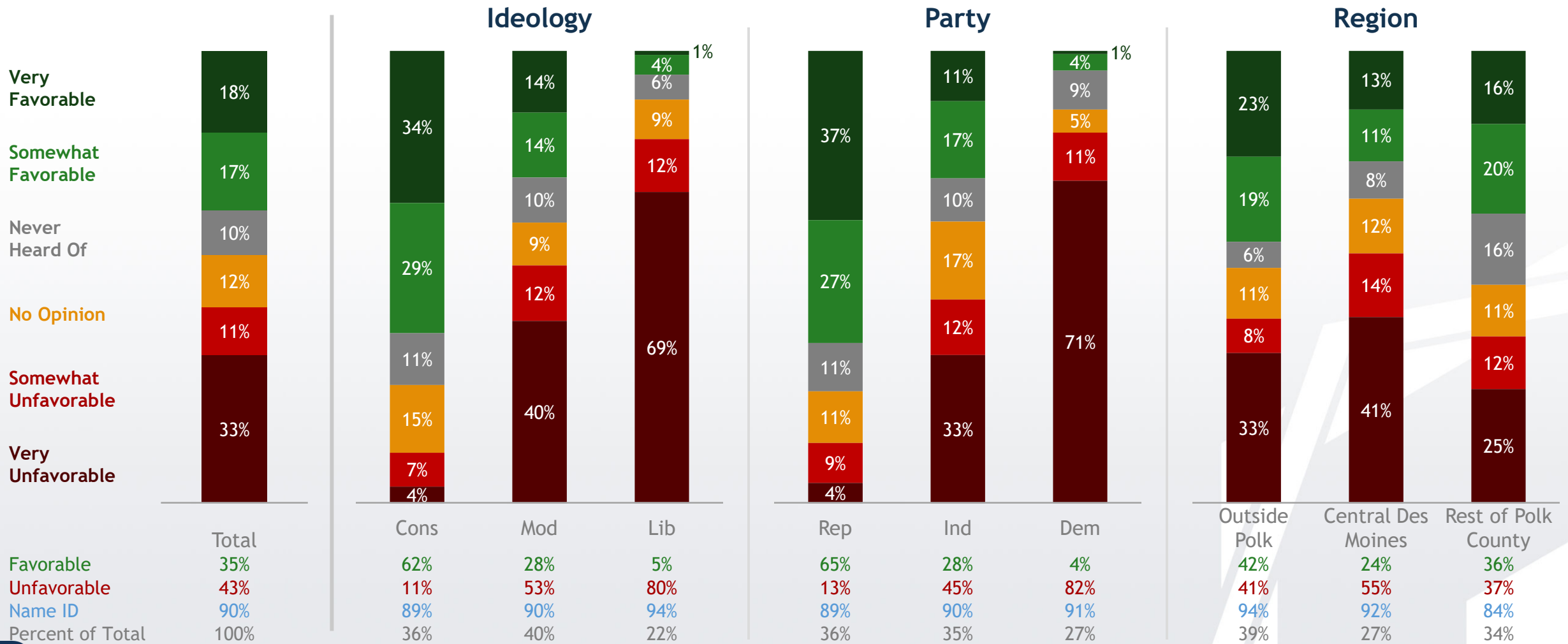
Nunn's image is underwater across gender, age, and ethnicity.

Nunn Image - Total & Breakouts



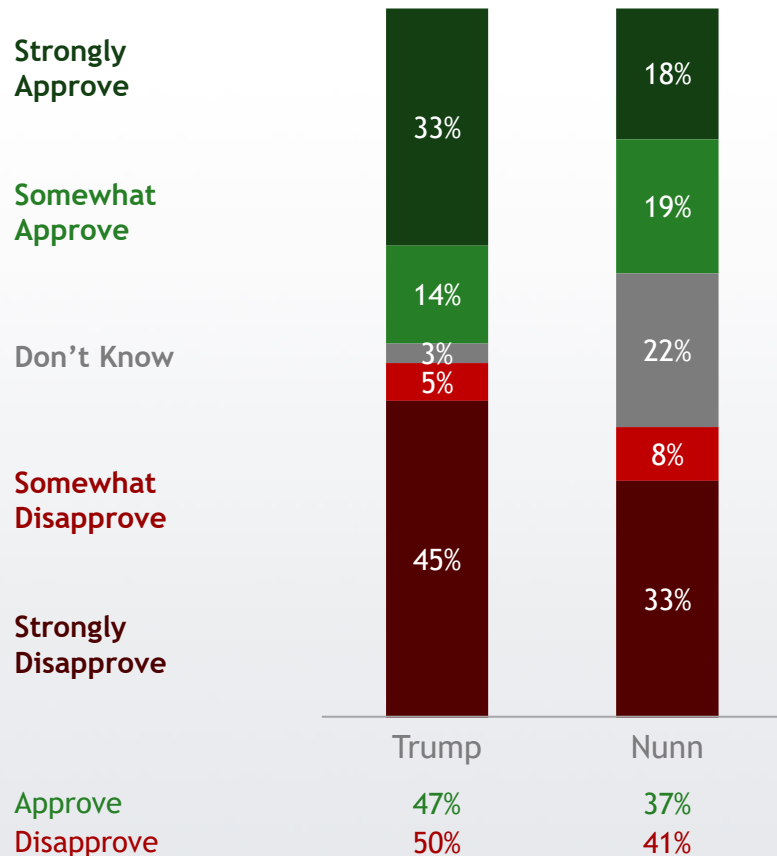
Nunn is viewed favorably by the GOP base, but has some room for improvement to make with them. He is also positive with residents of the Outside Polk. Voters living in Polk county are split and residents of Central Des Moines view him very unfavorably.

Nunn Image - Total & Breakouts

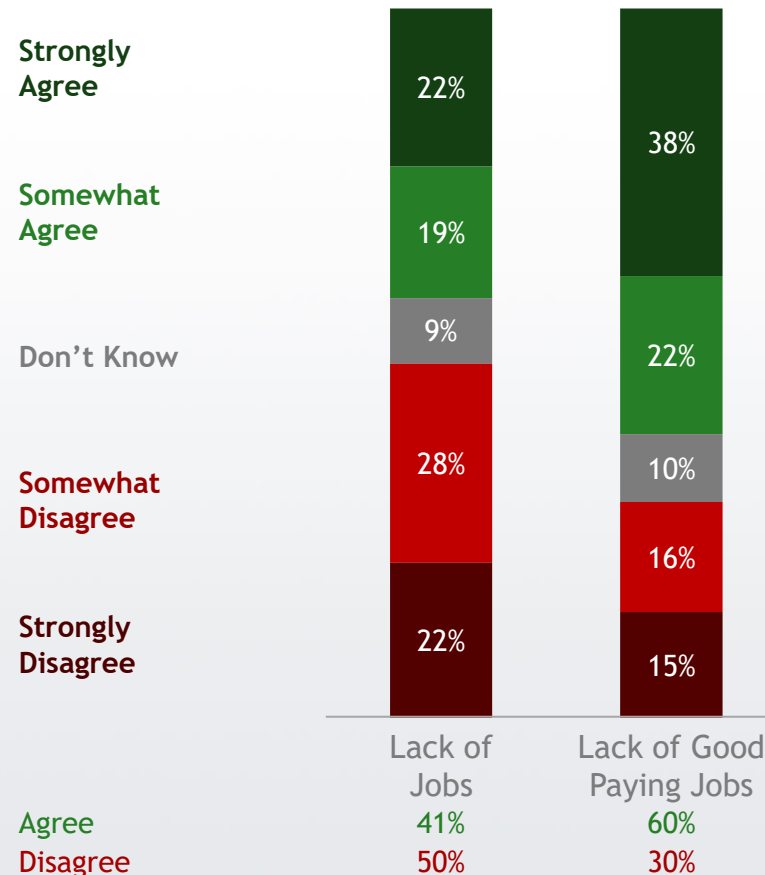


Voters disapprove of the job Nunn has done in the U.S. House of Representatives. They believe there is a lack of jobs in their area, especially good paying jobs. Voters believe lowering the price of health insurance should be Congress' top priority.

Job Approval



Jobs Agree/Disagree



Congress Should Prioritize

Lowering the Price of Health Insurance	74%
Lower the Price of Prescription Drugs	3%
Hard Undecided/Not Sure/Don't Know	23%

Priority to Address

Health Insurance Companies	51%
Prescription drug companies	15%
Pharmacy benefit managers, known as P-B-M's	6%
Hospitals	6%
Nursing home and elderly care companies	5%
Physicians, nurses, and health care providers	5%
Hard Undecided/Not Sure/Don't Know	11%

Prices and the Cost of Living is the top economic concern.

Economic Concern Ranking								
Index		1st Choice	2nd Choice	3rd Choice	4th Choice	5th Choice	6th Choice	7th Choice
2.27	Prices And The Cost Of Living	45%	20%	14%	11%	5%	3%	1%
3.02	Healthcare Costs	16%	30%	21%	14%	11%	5%	4%
3.40	Government Debt and Spending	23%	19%	17%	12%	8%	9%	12%
4.39	The Housing Market	4%	12%	18%	16%	22%	13%	15%
4.50	Interest Rates	6%	10%	16%	19%	13%	17%	18%
4.85	Job Opportunities	4%	5%	11%	16%	21%	28%	14%
5.58	Unemployment	2%	4%	4%	12%	19%	25%	35%

Index

Each initiatives index score is determined as an average of that initiative's ranking across all respondents, where an index of 1 is the most important and 7 is the least important.

Prices and Cost of living is the top issue, followed by healthcare costs for stated Independents and Democrats.

Index & Top 3 Factors by Stated Party

	Stated Republicans (36% of total)			
	Index	1st	2nd	3rd
Prices And The Cost Of Living	2.51	41%	20%	12%
Healthcare Costs	3.30	11%	27%	20%
Government Debt/ Spending	3.18	27%	22%	15%
The Housing Market	4.28	4%	13%	19%
Interest Rates	3.89	10%	12%	24%
Job Opportunities	4.92	5%	6%	8%
Unemployment	5.91	2%	1%	2%

	Stated Independents (35% of total)			
	Index	1st	2nd	3rd
Prices And The Cost Of Living	2.11	48%	20%	14%
Healthcare Costs	3.04	16%	30%	21%
Government Debt/ Spending	3.36	23%	19%	17%
The Housing Market	4.39	4%	11%	19%
Interest Rates	4.61	6%	9%	16%
Job Opportunities	4.93	3%	6%	9%
Unemployment	5.56	1%	5%	4%

	Stated Democrats (27% of total)			
	Index	1st	2nd	3rd
Prices And The Cost Of Living	2.10	47%	21%	16%
Healthcare Costs	2.53	22%	35%	23%
Government Debt/ Spending	3.78	18%	14%	19%
The Housing Market	4.53	6%	11%	14%
Interest Rates	5.21	1%	7%	6%
Job Opportunities	4.64	4%	4%	17%
Unemployment	5.21	3%	8%	4%

Prices and the cost of living remain the top issue among undecided voters and soft partisans. Healthcare costs are the second top concern.

Index & Top 3 Factors by Undecideds and Soft Partisans

	Undecided and Soft Partisans (28% of total)			
	Index	1st	2nd	3rd
Prices And The Cost Of Living	2.27	47%	18%	11%
Healthcare Costs	3.16	14%	29%	20%
Government Debt and Spending	3.59	19%	17%	19%
The Housing Market	4.32	6%	16%	15%
Interest Rates	4.34	8%	13%	16%
Job Opportunities	4.77	4%	4%	13%
Unemployment	5.55	1%	4%	6%

Voters prefer Candidate A who will take on health insurance companies over Candidate B who will take on pharmaceutical companies. This choice persists regardless of party ID.

Vote for a Candidate that takes on Health Insurance Companies vs Pharmaceutical Companies

Definitely a candidate that takes on Health Insurance Companies

Probably a candidate that takes on Health Insurance Companies

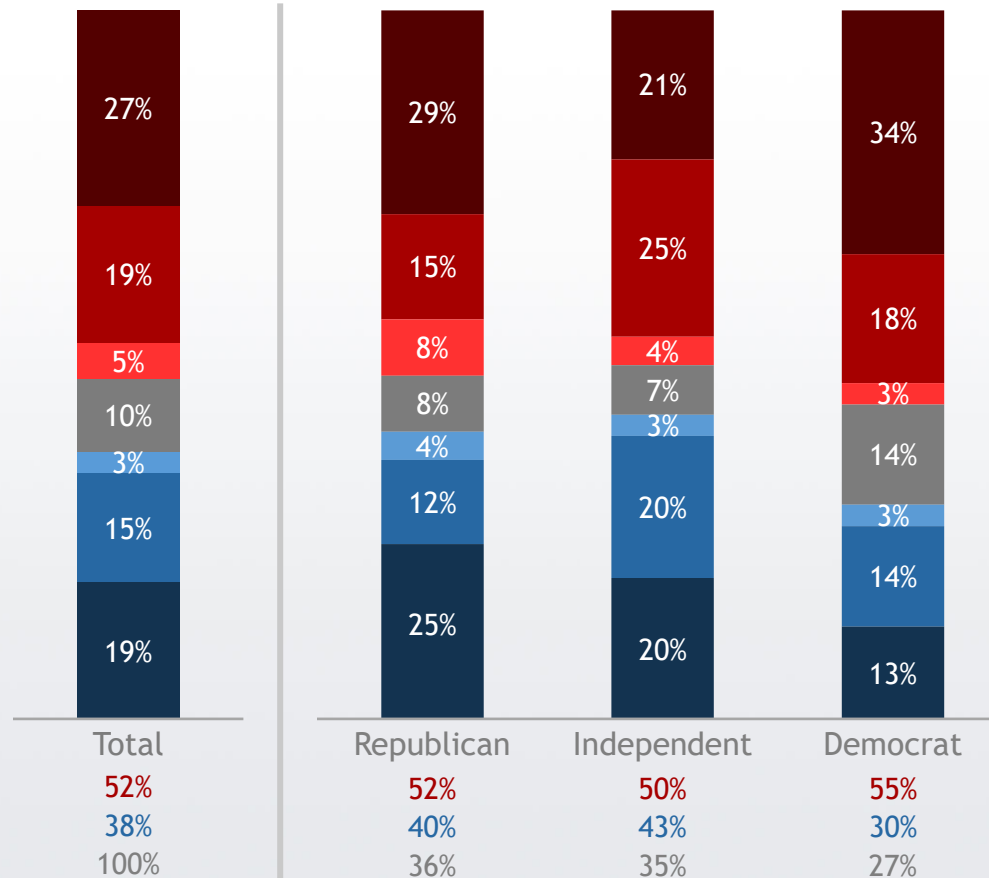
Lean toward a candidate that takes on Health Insurance Companies

Undecided

Lean toward a candidate that takes on Pharmaceutical Companies

Probably a candidate that takes on Pharmaceutical Companies

Definitely a candidate that takes on Pharmaceutical Companies



A Candidate that takes on Health Insurance Companies

Candidate A, who will take on health insurance companies and their middlemen to lower premiums, force insurance companies to cover what your doctor prescribes, and make sure savings and discounts on medicines are being passed on to the patients at the pharmacy counter.

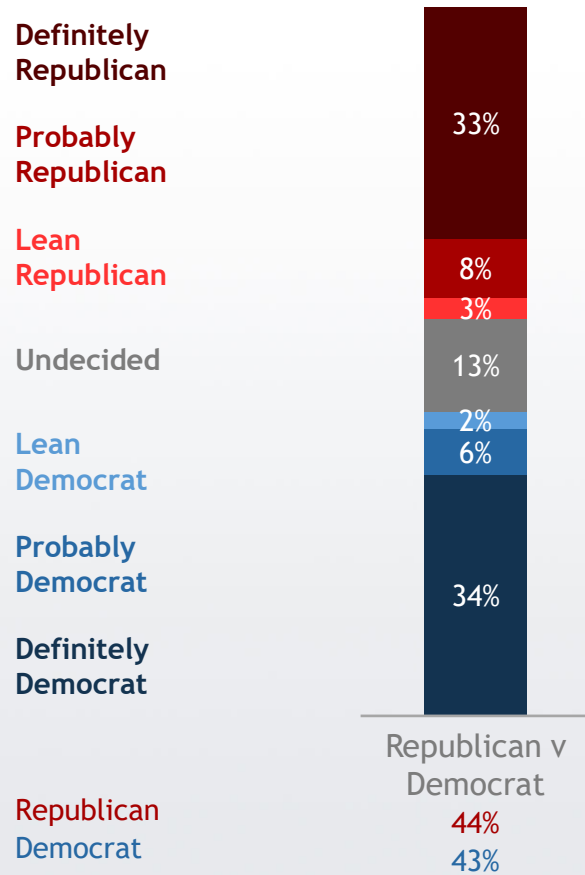
A Candidate that takes on Pharmaceutical Companies

Candidate B, who will take on America's pharmaceutical companies by having the government set the price of drugs in America to the same low prices found in other developed countries like France, Germany, and Japan.

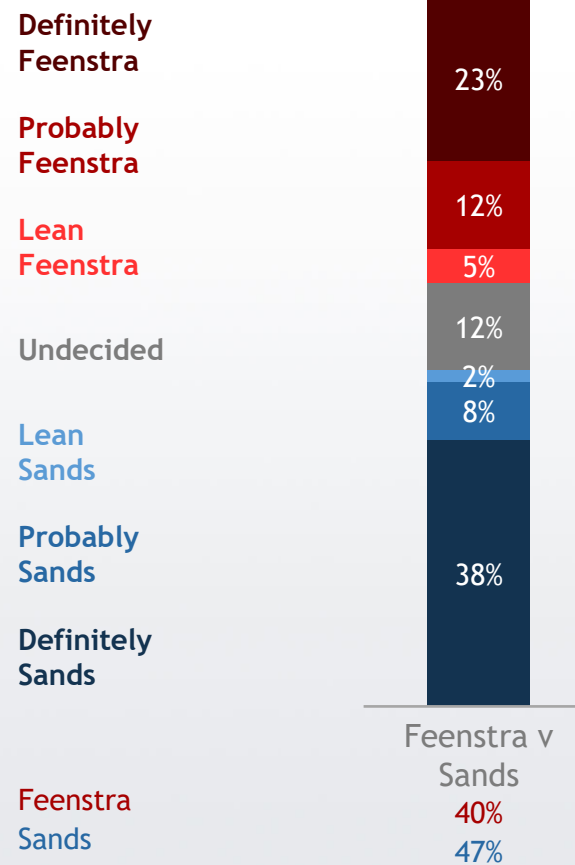
Ballot

Nunn starts the race with a slight, 6-point, advantage over Trone Garriott - but this is largely due to his Name ID advantage.

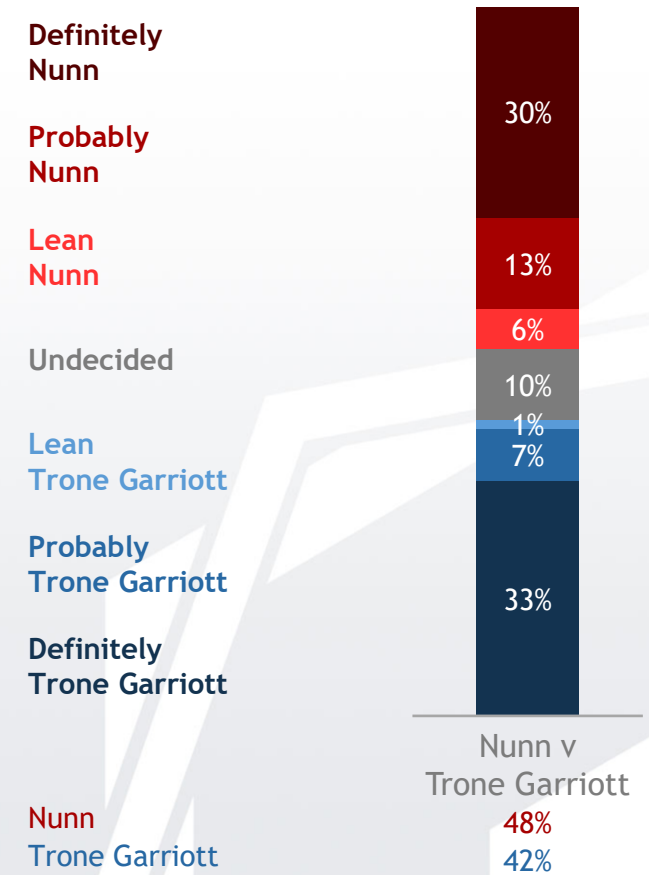
Generic Ballot



Governor Ballot

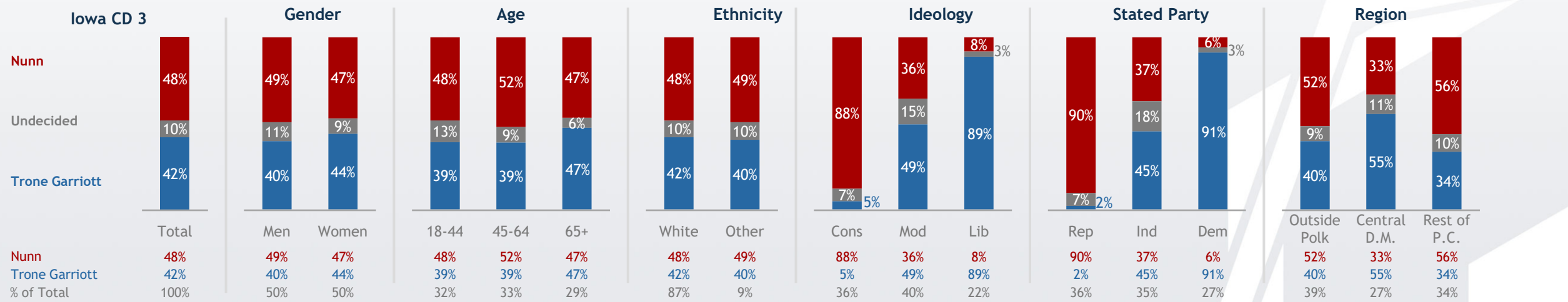
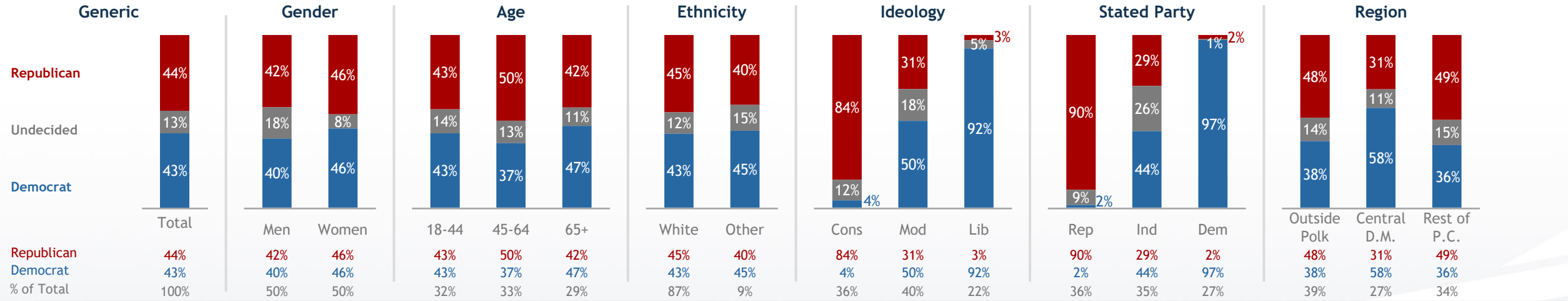


Iowa CD 3 Ballot



Nunn has some work to do with Independent and Moderate voters. While he is outpacing a generic Republican with these groups, he is still upside down on the ballot.

Generic & Iowa CD 3 Ballot - Total & Breakouts



Messaging

Overall, voters chose the economy as their primary concern, specifically prices and the cost of living. Republicans are driving concern for immigration while Democrats and Independents are driving concern for against division/for unity.

Most Important Issue Overall & by Party ID

	Total	Republican	Independent	Democrat
Econ Total	33%	37%	33%	27%
Jobs/Wages/Economy	26%	28%	26%	22%
Property Taxes/Budget	5%	6%	6%	3%
Affordable Housing	2%	4%	1%	2%
Immigration/Border Sec.	13%	21%	12%	6%
Health Care/Social Serv.	11%	5%	11%	17%
National Security/Military	9%	8%	11%	9%
Against Division/For Unity	9%	5%	11%	10%
Voter Fraud/Voting Issues	4%	8%	2%	1%
Angry At Other Party	3%	2%	3%	5%
Social Issues	2%	0%	2%	5%
Environmental Issues	2%	1%	5%	1%
Other	10%	9%	6%	17%
Don't Know/Refused	3%	4%	4%	1%

Economy Follow Up

Among those concerned about the economy

Prices and the Cost of Living	48%
Healthcare Costs	20%
Housing Costs	16%
Lower Taxes	7%
More Jobs to the Area	6%
Don't Know/Refused	3%

Understanding Messaging Analysis

Advanced Analysis was conducted to identify the messages that are most effective at influencing voters' behavior.

Ragnar Research utilizes regression analysis to determine which messages are proven to alter voters' behavior. This method goes beyond stated behavior ("I am much more likely to vote for a candidate because of this message") to observed behavior (exposure to certain messages is proven to increase likelihood to vote for a candidate).

Messaging results closest to the outer edge have the most impact while messages closet to the center are less effective. Messages in **[yellow]** are ineffective. Messages in **[red]** are **counterproductive** and should be avoided.

Messages tested include:

Q34. Increasing Housing Supply	0.52
Q30. Passed Working Families Tax Cuts	0.19
Q32. Reduced Small Business Taxes	0.11
Q31. Lower Home Heating Costs	0.10
Q33. Repeal Business Regulations	-0.16

See appendix for full question text.

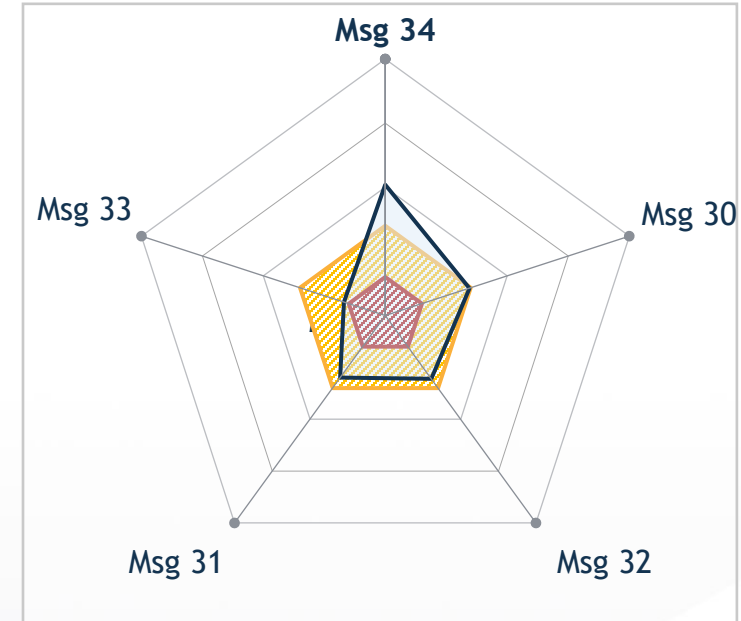
Nunn Positive Message Breakouts

Significant Movement Toward Nunn (>0.20)

No Significant Movement Toward Nunn (<0.20)

Top Message For Demographic

		Audience	% of Total	Reduced Small Business Taxes
Overall				0.52
BALLOT	Undecided	10%		0.08
	Persuadable	39%		0.69
GENDER	18-44	50%		0.81
	65+	50%		0.16
AGE	18-44	32%		0.82
	45-64	33%		0.54
	65+	29%		0.04
RACE	White	82%		0.55
	Other	12%		0.87
IDEOLOGY	Conservative	42%		0.47
	Moderate	33%		0.42
	Liberal	20%		0.67
PARTY ID	Republican	37%		0.61
	Independent	36%		0.35
	Democrat	24%		0.69
REGION	Outside Polk	10%		0.27
	C. Des Moines	32%		1.25
	Rest of Polk Co	26%		0.38



Messages closest to the outer edge have the most impact.

Q34. Increasing Housing Supply

Zach Nunn is focused on increasing housing supply by reducing government regulation and cutting red tape for builders and lenders, making home ownership more affordable.

Next Steps

Summary

- **Nunn has solid name ID but his image is a net -8.**
 - This is driven by women, Central Des Moines and Independents. More than half, 53%, of moderates view Nunn unfavorably.
- **Nunn holds a small +6 lead on the ballot with the generic ballot at only R+1.**
 - Nunn holds a +83 lead with GOPers, but them Dems are -97, thus base voters favor the Democrat.
 - Indy’s choose the Democrat, -8.
 - Nunn is over performing the generic ballot outside of Polk County.
- **The Economy/Affordability**
 - The economy is the most important issue, driven by the need to lower costs and the cost of living.
 - Among those concerned with the economy, the top issue to focus on is "Prices and the Cost of Living“, followed up by "Healthcare Cost".
- **Message Testing**
 - "Increasing Housing Supply by Reducing Government Regulation, Making Homeownership More Affordable" is easily the top message.

March 2026

Nunn Image

Name ID	90%
Total Favorable	35%
Total Unfavorable	43%

Trone Garriott Image

Name ID	35%
Total Favorable	15%
Total Unfavorable	7%

Nunn Job Approval

Approve	37%
Disapprove	41%
Don't Know	22%

IA CD 3 Ballot

Nunn	48%
Trone Garriott	42%
Undecided	10%

Most Important Issue

Economy	33%
Immigration/Border Security	13%
Healthcare/Social Services	11%

Top Nunn Positives

Q34. Increasing Housing Supply



RAGNAR

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Appendix: Messaging

Full Message Text

Nunn Positive Messaging

30. Zach Nunn passed the Working Families Tax Cuts that expanded the child tax credit, lowered childcare costs, and eliminated taxes on tips and overtime pay.

31. Zach Nunn passed a bill to expand access to American energy resources that will lower home heating costs.

32. Zach Nunn passed a bill that reduces taxes on local small businesses and gives small businesses a deduction to allow them to do further local research and development.

33. Zach Nunn is working to pass an agenda that repeals burdensome regulations that hinder our small businesses and households, which will make the costs of goods and services more affordable.

34. Zach Nunn is focused on increasing housing supply by reducing government regulation and cutting red tape for builders and lenders, making home ownership more affordable.