

To: Interested Parties
From: Sumati Thomas, [Change Research](#)
Date: August 5, 2026
Re: New Poll Shows Jones Leads Naig After Voters Learn About Both Candidates



On behalf of Chris Jones for Iowa Secretary of Agriculture, Change Research polled 1,071 likely general election voters in Iowa from July 28 - August 1, 2026, to gauge opinions about the upcoming election.¹ The margin of error for the poll is ± 3.1 percentage points.

Jones within striking distance of Naig for Iowa Secretary of Agriculture

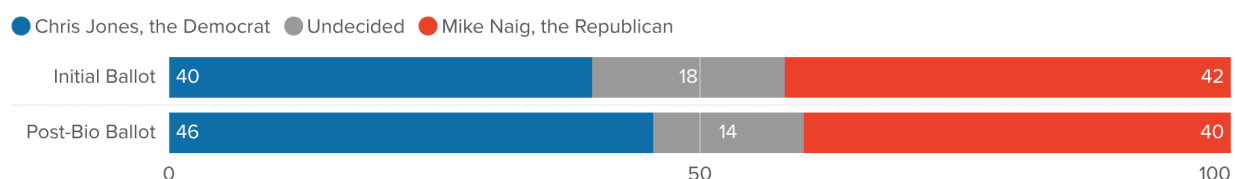
Before any information about the candidates is provided, Republican incumbent Mike Naig leads Democrat Chris Jones 42% to 40%, with 16% of voters not sure. The race opens within the survey's margin of error.

Jones moves to a lead once voters learn more about both candidates

After voters read biographical summaries of both candidates, 46% say they would support Jones for Secretary of Agriculture compared to 40% for Naig, with 13% not sure. On the initial ballot, Jones trailed Naig 40% to 42%.

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"If the general election for Secretary of Agriculture were held today, and the candidates were the following, who would you vote for?"



Iowa voters prioritize water quality, cancer rates, and family farmers in choosing a Secretary of Agriculture

Water quality and pollution is the top priority for Iowa leaders, named by 43% of voters, more than any other option provided. When choosing a Secretary of Agriculture specifically, cleaning up Iowa's rivers, lakes, and drinking water is the most cited priority at 66%. Reducing cancer rates linked to agricultural pollution follows at 56%, and supporting family farmers' ability to stay on their land and avoid foreclosure ranks third at 45%.

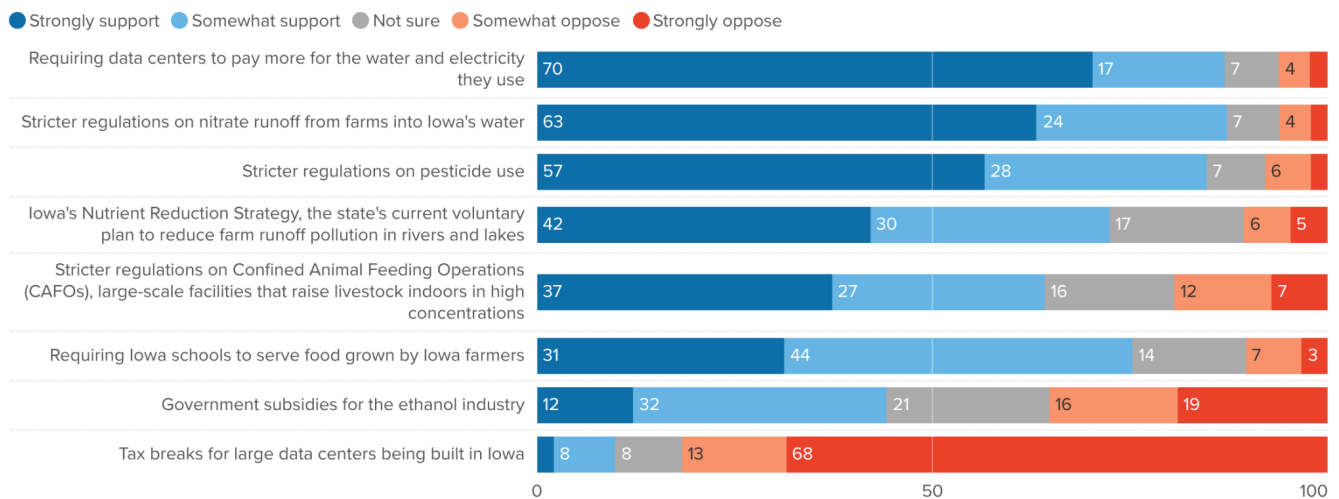
Polling was conducted online from July 28-August 1, 2026. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 1071 likely 2026 general election voters in Iowa. Post-stratification was performed on age, gender, race/ethnicity, education, ZIP code, and 2024 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Iowa voters express broad support for agricultural and environmental regulations

Iowa voters support each of several regulatory measures by wide margins: 87% support stricter regulations on nitrate runoff from farms into Iowa's water, 87% support requiring data centers to pay more for the water and electricity they use, 85% support stricter regulations on pesticide use, 75% support requiring Iowa schools to serve food grown by Iowa farmers, and 72% support the Iowa Nutrient Reduction Strategy. Tax breaks for large data centers draw opposition from 82% of voters, and legal shields protecting pesticide companies from lawsuits when their products are linked to cancer draw opposition from 82% of voters.

"Do you support or oppose each of the following?"

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Jones shows crossover appeal with independents and Republican voters

Among voters not currently supporting Jones, 49% say there is at least a small chance they could support him by November, including 15% who say there is a fair chance. Among voters not currently supporting Naig, 45% say the same. Jones's support among Republican voters increases from 4% on the initial ballot to 9% on the post-biography ballot. Among Pure Independents, Jones leads Naig 27% to 17% on the initial ballot; that lead expands to 45% to 14% after biographies.