

University of Iowa Hawkeye Poll – Topline Results
April 21, 2021
March/April poll of Iowans

Sample: 991 voting-age residents in Iowa, margin of error +/-3.2%.

About: The Hawkeye Poll was fielded March 23 to April 12, 2021.

The poll was conducted by the Hawkeye Poll Cooperative, comprised of University of Iowa faculty, graduate students, and undergraduate students in the political science and sociology departments. The poll is a teaching, research, and service project, which uses the facilities of the Iowa Social Science Research Center directed by Frederick J. Boehmke, professor of political science and faculty advisor for the poll. The Department of Political Science, the College of Liberal Arts and Sciences, and the University of Iowa Public Policy Center support the poll; financial support was provided through a Student Technology Fee award (#1290-91).

The Iowa Social Science Research Center (ISRC) assisted with data collection. Responses were gathered by phone (89) and by web (902). For the phone portion, the ISRC obtained a random sample of Iowans consisting of 40% household landline numbers and 60% mobile phone numbers. All respondents who stated they were over age 18 and willing to participate in the survey were included. After training, students in the class used the ISRC's computer-assisted interviewing resources to complete the calling and interviews. No quotas were set for the phone component. For the web portion, the ISRC contracted with a web panel vendor, Ipsos Observer, to field the survey to a demographically representative sample of 902 web respondents. Respondents invited to complete the web survey were Iowa adults, aged 18-120 years, recruited for participation via web panel. To obtain a census-representative sample, quotas were set on the following demographics: sex, age, and party identification.

Media Contacts:

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Respondent Identification: All respondents who stated they were over age 18 and willing to participate in the survey were included. 902 responses were completed by web and 89 were completed by phone. To obtain a census-representative sample, quotas were set for the web data collection on the following demographics: sex, age, and urbanicity. No quotas were set for the phone data collection.

Weighting: Reported results are weighted by age, sex, and party identification.

How likely, if at all, do you think it is that social media sites' decisions on labeling posts as misleading or banning individuals from their sites target certain political viewpoints more than others?

	%
Very likely	32.2
Somewhat likely	24.3
Not very likely	17.2
Not at all likely	7.2
Don't Know/Declined	19.1
Total	100.0

Which of the following political viewpoints do you think these decisions target more often? [Asked only if answer to Targets Viewpoints is very likely or somewhat likely.]

	%
Conservative	56.0
Moderate	10.6
Liberal	15.5
Other viewpoint	2.0
Don't Know/Declined	15.9
Total	100.0

Do you approve or disapprove of social media companies labeling posts on their platforms from elected officials as inaccurate or misleading?

	%
Strongly approve	25.2
Somewhat approve	17.6
Neither approve nor disapprove	14.6
Somewhat disapprove	11.3
Strongly disapprove	22.9
Don't Know/Declined	8.4
Total	100.0

Do you approve or disapprove of social media companies labeling posts on their platforms from ordinary users as inaccurate or misleading?

	%
Strongly approve	22.3
Somewhat approve	18.5
Neither approve nor disapprove	16.8
Somewhat disapprove	11.4
Strongly disapprove	21.7
Don't Know/Declined	9.3
Total	100.0

How much confidence do you have in social media companies to determine which posts on their platforms should be labeled as inaccurate or misleading?

	%
A great deal of confidence	6.9
A fair amount of confidence	25.4
Not too much confidence	27.2
No confidence at all	31.0
Don't Know/Declined	9.5
Total	100.0

Generally speaking, do you usually think of yourself as a Democrat, a Republican, an Independent, or what?

	%
Democrat	30.9
Republican	31.4
Independent	30.2
No preference	6.4
Other	1.1
Total	100.0

Targets Viewpoints by Party Identification

	Democrat	Republican	Independent	Total
	%	%	%	%
Very likely	10.8	53.4	34.7	33.1
Somewhat likely	29.5	18.1	24.7	24.1
Not very likely	29.6	10.9	14.0	18.2
Not at all likely	12.5	3.1	7.0	7.5
Don't Know/Declined	17.7	14.4	19.6	17.2
Total	100.0	100.0	100.0	100.0

Which Viewpoints Targeted by Party Identification

	Democrat	Republican	Independent	Total
	%	%	%	%
Conservative	26.1	72.9	60.3	57.6
Moderate	23.2	6.4	8.1	11.0
Liberal	27.7	13.0	9.3	15.2
Other viewpoint	2.5	1.4	1.7	1.7
Don't Know/Declined	20.5	6.3	20.6	14.6
Total	100.0	100.0	100.0	100.0

Labeling Posts from Elected Officials by Party Identification

	Democrat	Republican	Independent	Total
	%	%	%	%
Strongly approve	45.8	11.0	21.9	26.2
Somewhat approve	20.5	13.0	19.4	17.6
Neither approve nor disapprove	14.5	16.6	12.1	14.4
Somewhat disapprove	6.1	15.1	14.9	12.0
Strongly disapprove	7.4	36.7	24.9	23.0
Don't Know/Declined	5.7	7.5	6.9	6.7
Total	100.0	100.0	100.0	100.0

Labeling Posts from Ordinary Users by Party Identification

	Democrat	Republican	Independent	Total
	%	%	%	%
Strongly approve	39.9	10.6	19.1	23.2
Somewhat approve	23.9	13.1	19.5	18.8
Neither approve nor disapprove	18.2	17.3	14.5	16.7
Somewhat disapprove	6.2	16.5	13.2	12.0
Strongly disapprove	6.2	34.6	25.4	22.1
Don't Know/Declined	5.7	7.9	8.2	7.3
Total	100.0	100.0	100.0	100.0

Confidence in Labeling by Party Identification

	Democrat	Republican	Independent	Total
	%	%	%	%
A great deal of confidence	9.0	5.8	7.3	7.3
A fair amount of confidence	44.1	11.6	22.5	26.0
Not too much confidence	28.5	27.2	27.1	27.6
No confidence at all	9.6	48.6	34.8	31.1
Don't Know/Declined	8.9	6.9	8.2	8.0
Total	100.0	100.0	100.0	100.0

What is your sex?

By Sex	%
Male	49.2
Female	50.8
Total	100.0

Targets Viewpoints by Sex

	Male	Female	Total
	%	%	%
Very likely	35.7	28.8	32.2
Somewhat likely	24.7	23.9	24.3
Not very likely	16.5	17.9	17.2
Not at all likely	7.8	6.7	7.2
Don't Know/Declined	15.3	22.7	19.1
Total	100.0	100.0	100.0

Which Viewpoints Targeted by Sex

	Male	Female	Total
	%	%	%
Conservative	62.7	48.5	56.0
Moderate	10.3	10.9	10.6
Liberal	13.2	18.1	15.5
Other viewpoint	1.7	2.4	2.0
Don't Know/Declined	12.2	20.0	15.9
Total	100.0	100.0	100.0

Labeling Posts from Elected Officials by Sex

	Male	Female	Total
	%	%	%
Strongly approve	26.1	24.3	25.2
Somewhat approve	15.9	19.3	17.6
Neither approve nor disapprove	14.6	14.5	14.6
Somewhat disapprove	12.1	10.5	11.3
Strongly disapprove	24.8	21.1	22.9
Don't Know/Declined	6.4	10.4	8.4
Total	100.0	100.0	100.0

Labeling Posts from Ordinary Users by Sex

	Male	Female	Total
	%	%	%
Strongly approve	23.0	21.6	22.3
Somewhat approve	19.2	17.8	18.5
Neither approve nor disapprove	14.5	19.0	16.8
Somewhat disapprove	12.0	10.8	11.4
Strongly disapprove	23.2	20.3	21.7
Don't Know/Declined	8.0	10.6	9.3
Total	100.0	100.0	100.0

Confidence in Labeling by Sex

	Male	Female	Total
	%	%	%
A great deal of confidence	8.7	5.1	6.9
A fair amount of confidence	24.5	26.3	25.4
Not too much confidence	24.1	30.2	27.2
No confidence at all	33.8	28.3	31.0
Don't Know/Declined	8.8	10.2	9.5
Total	100.0	100.0	100.0

Age group, generated from: *In what year were you born?*

	%
18-29	21.8
30-49	32.1
50-64	23.8
65 and over	22.3
Total	100.0

Targets Viewpoints by Age Group

	18-29	30-49	50-64	65 and over	Total
	%	%	%	%	%
Very likely	22.8	32.2	32.6	40.8	32.2
Somewhat likely	31.0	23.6	19.9	23.6	24.3
Not very likely	21.0	17.1	17.8	13.0	17.2
Not at all likely	6.8	7.2	8.0	6.9	7.2
Don't Know/Declined	18.5	19.9	21.7	15.8	19.1
Total	100.0	100.0	100.0	100.0	100.0

Which Viewpoints Targeted by Age Group

	18-29	30-49	50-64	65 and over	Total
	%	%	%	%	%
Conservative	44.6	51.7	65.8	61.6	56.0
Moderate	16.9	14.1	4.9	6.2	10.6
Liberal	21.0	16.1	11.3	14.1	15.5
Other viewpoint	2.1	2.1	0.6	3.2	2.0
Don't Know/Declined	15.4	16.0	17.4	15.0	15.9
Total	100.0	100.0	100.0	100.0	100.0

Labeling Posts from Elected Officials by Age Group

	18-29	30-49	50-64	65 and over	Total
	%	%	%	%	%
Strongly approve	22.7	26.7	26.7	23.7	25.2
Somewhat approve	18.9	17.3	17.4	17.1	17.6
Neither approve nor disapprove	18.0	18.0	12.4	8.7	14.6
Somewhat disapprove	8.7	7.8	13.7	16.3	11.3
Strongly disapprove	23.2	21.6	21.0	26.5	22.9
Don't Know/Declined	8.5	8.6	8.8	7.8	8.4
Total	100.0	100.0	100.0	100.0	100.0

Labeling Posts from Ordinary Users by Age Group

	18-29	30-49	50-64	65 and over	Total
	%	%	%	%	%
Strongly approve	21.9	20.1	24.8	23.1	22.3
Somewhat approve	19.1	18.7	17.8	18.3	18.5
Neither approve nor disapprove	21.0	22.5	12.3	9.3	16.8
Somewhat disapprove	7.4	9.3	14.1	15.5	11.4
Strongly disapprove	21.4	20.4	20.2	25.6	21.7
Don't Know/Declined	9.1	9.1	10.8	8.2	9.3
Total	100.0	100.0	100.0	100.0	100.0

Confidence in Labeling by Age Group

	18-29	30-49	50-64	65 and over	Total
	%	%	%	%	%
A great deal of confidence	10.0	8.9	5.9	1.9	6.9
A fair amount of confidence	32.7	24.4	24.6	20.6	25.4
Not too much confidence	25.1	27.2	29.9	26.3	27.2
No confidence at all	19.7	28.5	32.1	44.7	31.0
Don't Know/Declined	12.6	11.0	7.5	6.5	9.5
Total	100.0	100.0	100.0	100.0	100.0