

navigator*

Thursday, November 17th

2022 Midterm Voters: What Issues Mattered Most?



What We Did: 2022 Midterm Voters Survey

The slides in this presentation are based on interviews with 5,013 registered voters who had already voted or planned to vote in the November election, with interviews conducted November 1st through November 14th.

Support for Democratic candidates and Republican candidates in elections for Governor, Senate, and the House of Representatives have been adjusted to reflect the actual expected results as of November 14th. The analysis aims to provide a new tool for Americans to understand what happened in the 2022 election, why it happened...and what's next.

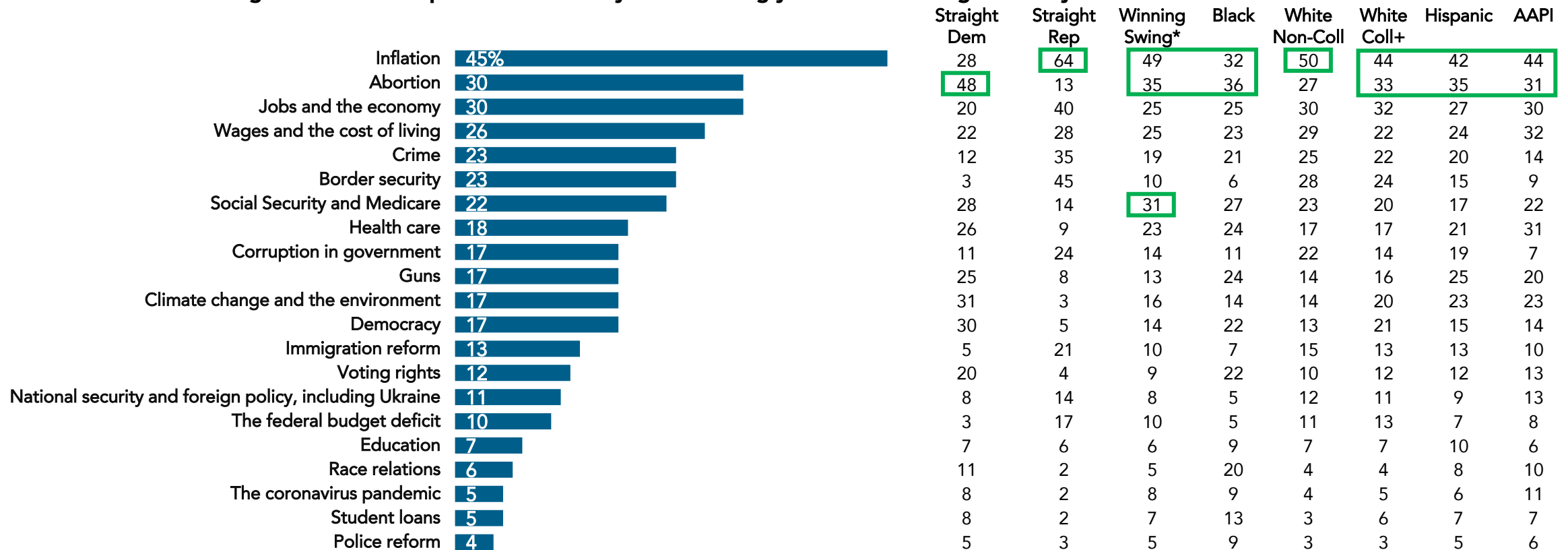
Key Takeaways:

- One issue alone did not drive most decision making. From an issue perspective, inflation, abortion, and jobs and the economy were the prevailing concerns.
- Congressional Republicans won voters who prioritized economic concerns (inflation, jobs, economy), while Congressional Democrats won among voters who prioritized abortion and economic issues, as well as those who prioritized non-economic issues.
- The top reasons to vote for Democrats were abortion, gun reform, Social Security and Medicare, taxing the rich, and climate change.
- For “winning swing” voters who clinched Democratic victories in the most competitive races, abortion, protections for Social Security and Medicare, and lowering prescription drug prices were the top reasons to vote for Democrats.
- The top reasons to vote for Republicans were inflation and government spending, crime and public safety, immigration, domestic energy production, and lower taxes.

Inflation Was the Top Issue for Voters, Followed by Abortion; Swing Voters Who Clinched for Democrats Prioritized Both

For those “winning swing” voters who clinched races in key places for Democrats in 2022, 49% prioritized inflation followed by 35% who prioritized abortion. Another 31% of “winning swing” said Social Security and Medicare was a top issue.

Which of the following are the most important issues for you in deciding your vote for Congress this year? Select two to four.

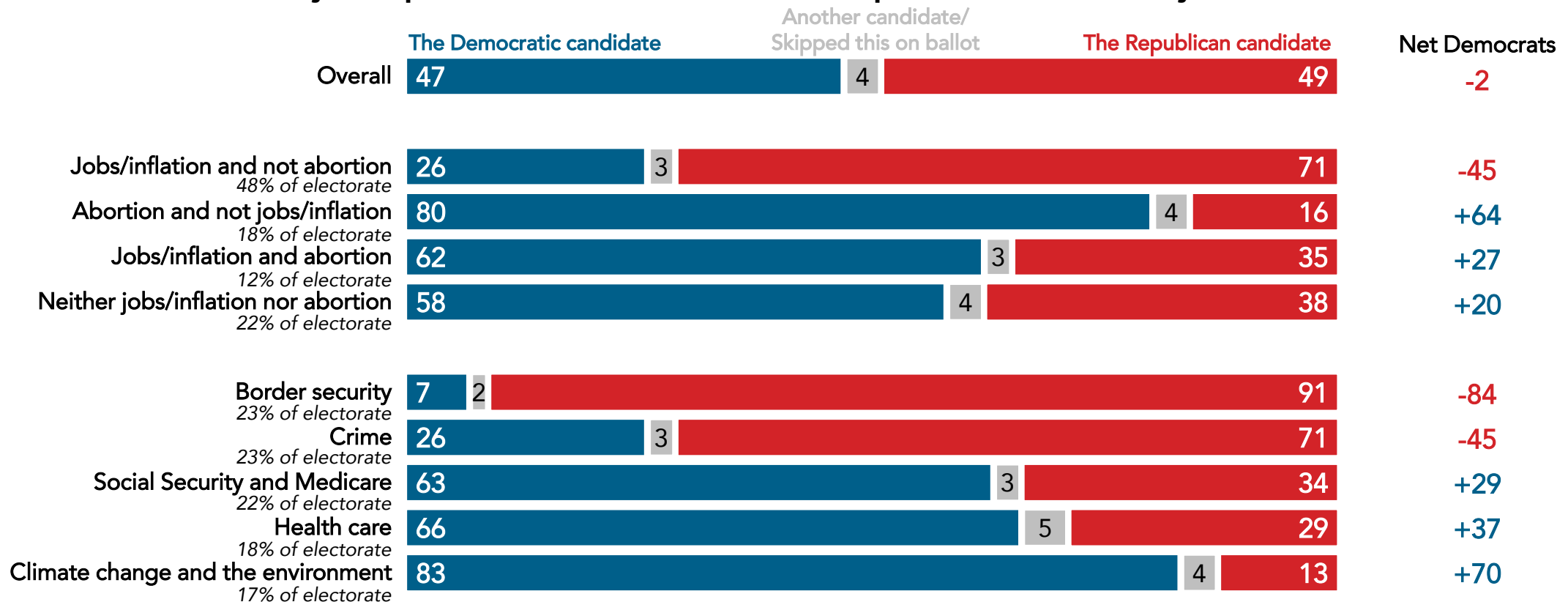


*“Winning swing” are 2022 voters who voted for winning Democratic candidates in key Senate, Governor, and House races but hold some historic non-Democratic behavior, including self-reported non-Biden voters in 2020 who often vote for Republicans. “Straight Democratic” and “straight Republican” voters are those who voted for either all Democrats or all Republicans in the elections available to them in 2022. Nationwide survey of 5,013 self-reported 2022 voters conducted November 1-November 14, 2022. Vote shares in House, Senate, and Governors’ races are adjusted to reflect the estimates of the national popular vote as of November 14, 2022. For more info, visit navigatorresearch.org.

Single Issue Inflation Voters Went Republican, While Mixed Issue/Other Issue Voters Voted for Democrats

Democrats won by 64 points with voters who picked abortion and not jobs/inflation as top issues, but also won by 27 points with voters who picked abortion *and* jobs/inflation as top issues.

And in the election for your representative in the U.S. House of Representatives, who did you vote for?

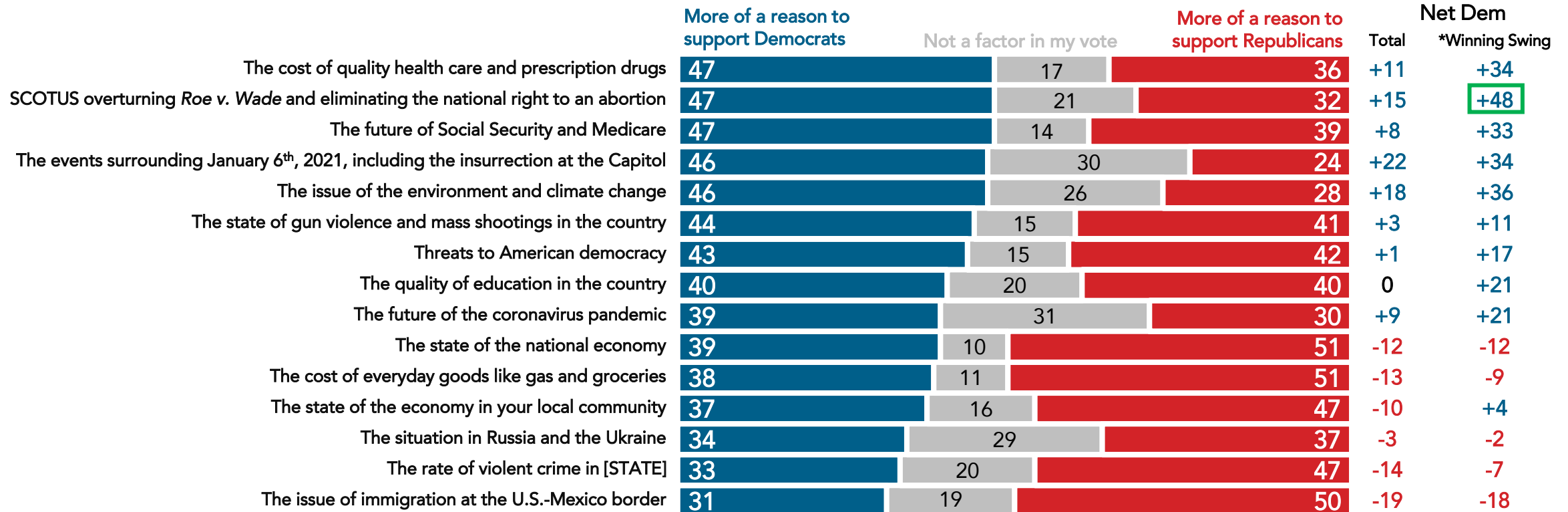


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Best Reasons to Support Democrats Include Health Care Costs, Abortion Rights, January 6th, and the Environment

Among “winning swing” voters who helped push Democrats over the top in competitive races across the country, abortion was more of a reason to vote for Democrats by 48 points, while inflation (-9D) was just narrowly more of a reason to support Republicans.

Below is a list of things that could have an impact on voting for Congress, Governor, or other offices in this year's election. Regardless of how you voted or intend to vote, for each of the following, please indicate whether it is more of a reason to support Democrats, more of a reason to support Republicans, or whether it is not a factor in your vote.



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Top Reasons Voters Supported Democrats Are Abortion, Guns, Social Security/Medicare, Taxing the Rich, and Climate

Nearly half of voters who voted for a Democrat say abortion was a top reason; 52% of straight ticket Democratic voters say the same.

- For “winning swing,” abortion was the top reason (39%), followed by Social Security/Medicare (33%), and lowering drug prices (29%).

[IF VOTED FOR A DEMOCRAT] What are the biggest reasons you voted for a Democrat over a Republican this year?

		Straight Dem	Winning Swing*	Black	Hispanic	White		AAPI
						Non-Coll	Coll+	
Democrats want to keep politicians out of a decision on abortion that should be between a woman and her doctor	49%	52	39	39	43	51	56	44
Democrats want common sense gun reforms that keep our communities safe and keep guns out of the hands of dangerous people	41	43	26	43	35	36	47	37
Democrats are committed to protecting and strengthening Social Security and Medicare	39	42	33	40	42	40	38	37
Democrats want to make the wealthiest one percent pay their fair share in taxes	37	40	26	34	36	38	37	41
Democrats want to take on climate change that is warming the planet	36	39	22	24	39	32	47	38
Democrats look out for everyday, working-class Americans, not the wealthiest one percent	36	39	22	40	34	36	33	38
Democrats want to stand up to far-right politicians like Donald Trump and Marjorie Taylor Greene	31	33	21	30	20	30	36	35
Democrats are lowering prescription drug prices by allowing Medicare to negotiate for lower drug prices and capping the price of insulin	31	30	29	34	27	34	27	29
Democrats have worked across the aisle to get things done and solve problems in a bipartisan way, instead of trying divide people to score political points	22	23	16	30	25	19	19	16
Democrats will take on extreme MAGA politicians	20	23	19	19	19	18	24	26
Democrats passed legislation to invest in infrastructure like roads and bridges	20	21	14	19	19	19	21	21
Democrats support fully funding our public schools and paying teachers a livable wage	18	19	13	23	20	17	16	18
Democrats have worked to repair our supply chains and get the economy working again	15	16	16	20	20	15	11	18

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Inflation/Gov't Spending, Crime/Public Safety, Immigration, Energy Production, and Taxes Top Reasons to Vote GOP

Nearly half of those who voted for a Republican did so because of inflation and government spending (49%).

[IF VOTED FOR A REPUBLICAN] What are the biggest reasons you voted for a Republican over a Democrat this year?

		White					
		Straight GOP	Non-Coll	Coll+	Hisp	Cons.	Mod.
Republicans want to reduce government spending and get inflation under control	49%	53	49	54	38	53	45
Republicans want to support the police, prioritize public safety, and oppose policies that release violent criminals back onto the streets	45	48	45	49	41	49	38
Republicans want to stop the flow of drugs and illegal immigrants over the southern border	43	46	45	44	38	47	36
Republicans want to support domestic energy production to bring down energy costs and gas prices	43	45	43	48	32	46	38
Republicans want to keep taxes low, support small businesses, and get the economy back on track	41	43	41	44	37	44	37
Republicans want to keep our military strong	31	32	34	30	26	33	26
Republicans want to protect American traditions of faith, family, and the American flag	30	33	31	27	32	32	25
Republicans want to protect parental rights in education and prevent schools from forcing a political agenda on children	29	31	28	31	31	31	25
Republicans want to protect the unborn and oppose extreme pro-abortion policies	24	26	25	23	24	27	18
Republicans want to reduce the number of handouts given to people who don't want to work	24	25	21	24	30	24	25
Republicans want to stand up to far-left politicians like Alexandria Ocasio-Cortez or Nancy Pelosi	22	23	23	20	24	23	20
Republicans want to combat cancel culture and protect freedom of speech	21	22	20	21	30	23	18
Republicans want to keep transgender athletes out of girls' sports teams and stop the promotion of transgender surgeries on our children	20	20	20	19	20	20	18

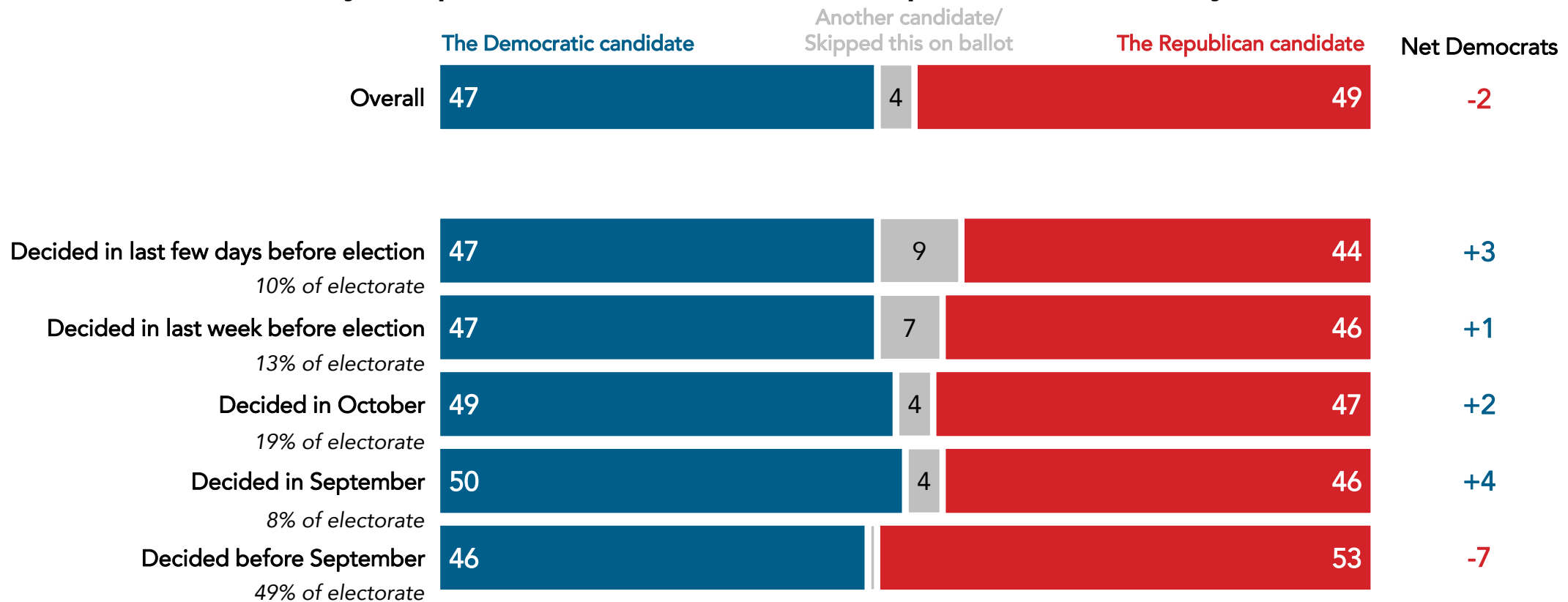
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While GOP Won Early Deciders, Voters Who Decided Later Favored Democrats

Among the half of the electorate (49%) that decided their vote before September, House Republicans won by 7 points; among those who decided later, Democrats had advantages across the board.

And in the election for your representative in the U.S. House of Representatives, who did you vote for?



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Almost One in Five Volunteered or Attended Political Events, With Black and Hispanic Voters Most Civically Engaged

Regardless of vote choice in the House, race, education, or ethnicity, at least two in three voters report talking about, posting about, or donating toward politics since Biden was elected.

Below is a list of actions some people have taken. Select ALL actions that you have taken since Biden was elected in 2020.

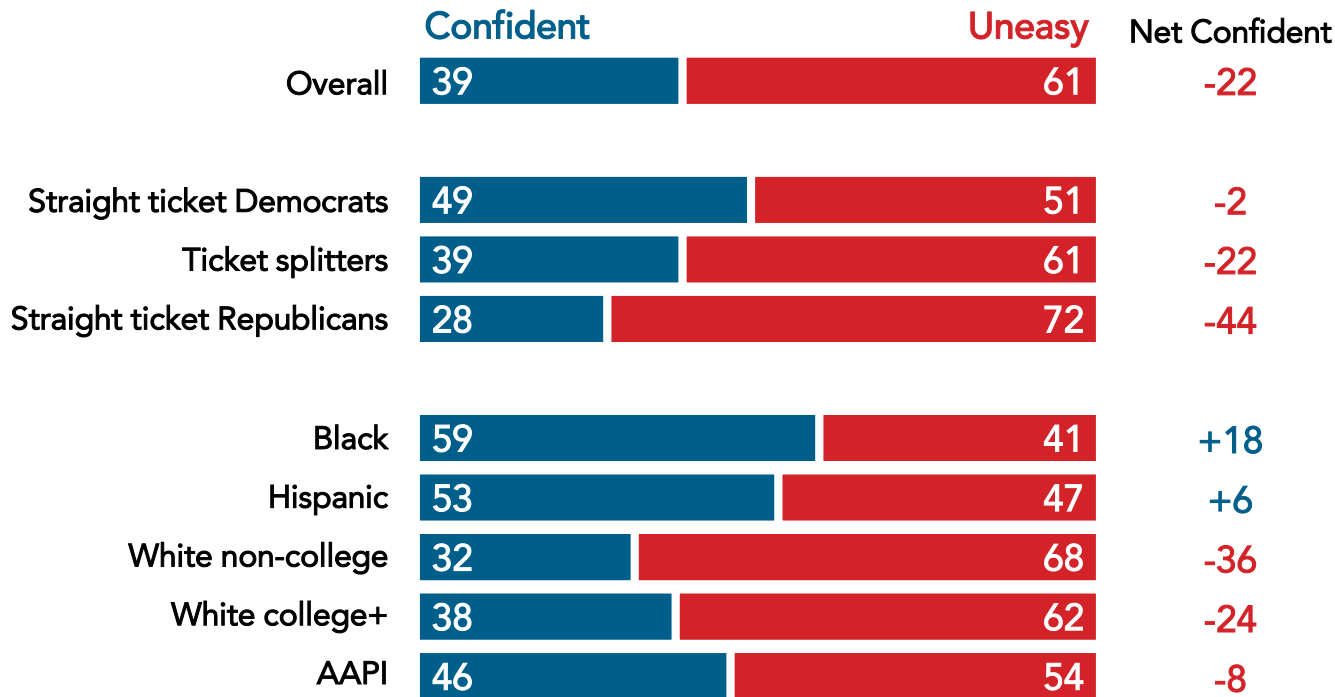
		Straight Dem	Straight GOP	Black	Hisp	White Non-Coll	White Coll+	AAPI	Somewhat Disapp Biden
Talked about politics with family members	70%	67	76	66	62	71	77	52	65
Talked about politics with friends	68	66	72	58	62	67	76	50	64
Posted about or discussed the election, politics, or issues on social media	29	32	29	25	31	28	31	20	23
Donated to a political candidate	12	16	11	12	15	10	16	6	5
Donated to an issue advocacy organization	9	13	6	7	10	7	12	10	8
Attended a political rally or a protest in support of an issue	7	9	5	9	10	6	8	5	8
Attended a town hall meeting	7	7	7	9	9	5	8	5	8
Attended an event or rally by an elected official or political candidate	6	7	6	8	8	5	7	4	5
Volunteered for a political candidate	4	5	3	6	5	3	4	2	4
Volunteered for an issue advocacy organization	4	5	3	6	6	3	4	2	3
Have done none of these	16	16	13	16	22	16	11	30	16
Talked, posted, or donated toward politics (NET)	83	82	86	80	75	82	88	68	82
Talked or posted about politics (NET)	82	81	85	78	74	81	88	67	81
Volunteered or attended political events (NET)	17	20	14	24	22	13	18	13	18

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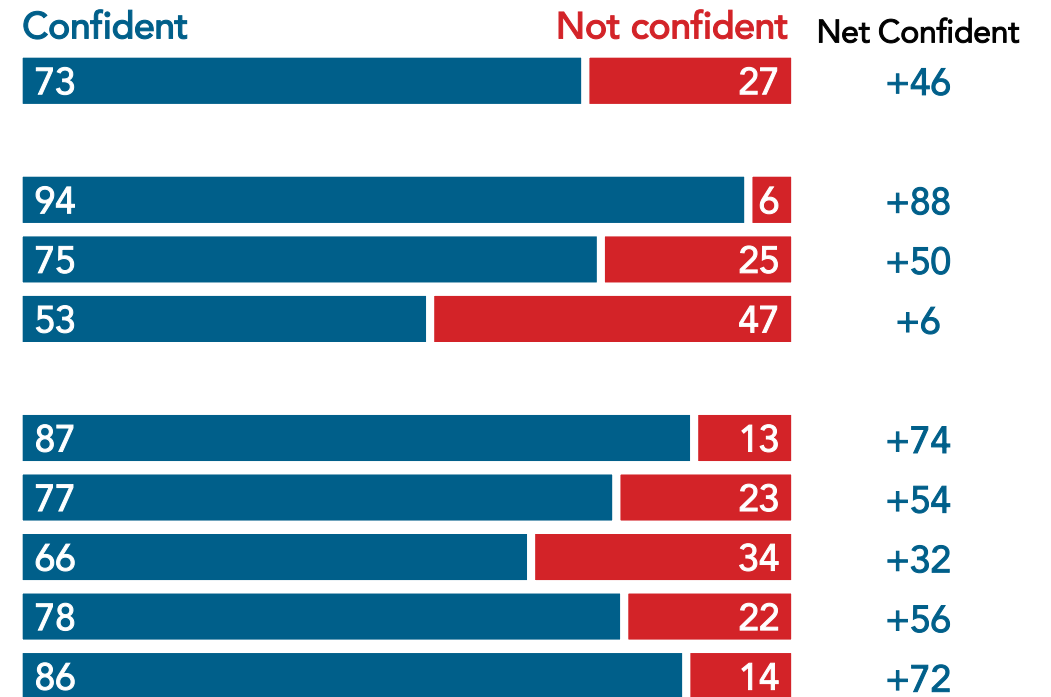
Americans Uneasy about U.S. Democracy; Straight Ticket Republican Voters Less Confident in 2022 Election

Three in five are uneasy about the state of American democracy today (61%), with greater unease among straight ticket Republican voters (72%). They are also least confident the midterm election results will be counted correctly and fairly (47% not confident).

How confident are you in the state of American democracy today?



How confident are you that the results of the November 2022 election will be counted correctly and fairly?



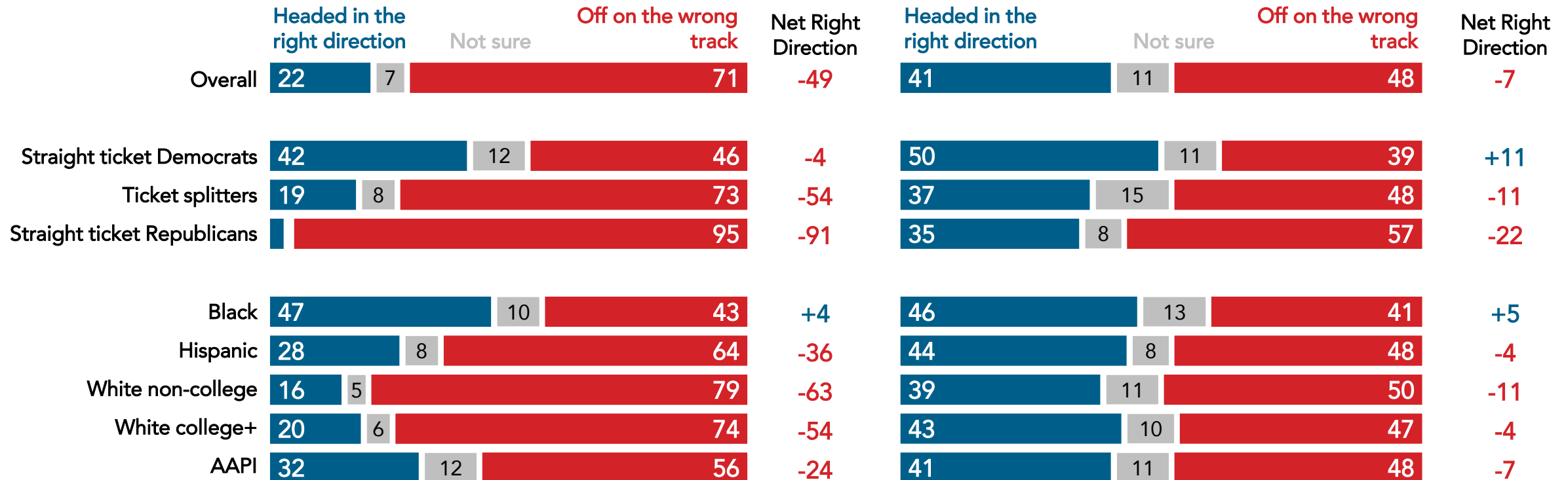
"Straight Democratic" and "straight Republican" voters are those who voted for either all Democrats or all Republicans in the elections available to them in 2022. "Ticket splitters" voted for a mix of Republicans and Democrats. Nationwide survey of 5,013 self-reported 2022 voters conducted November 1-November 14, 2022. Vote shares in House, Senate, and Governors' races are adjusted to reflect the estimates of the national popular vote as of November 14, 2022. For more info, visit navigatorresearch.org.

Americans Broadly Pessimistic About the Direction of the Nation, Somewhat More Positive About Their State

Ticket splitters show notable pessimism about the direction of the country (73% wrong track), though they are more positive about their state (37% headed in the right direction).

Generally speaking, would you say the country today is...

Generally speaking, would you say [STATE] today is...

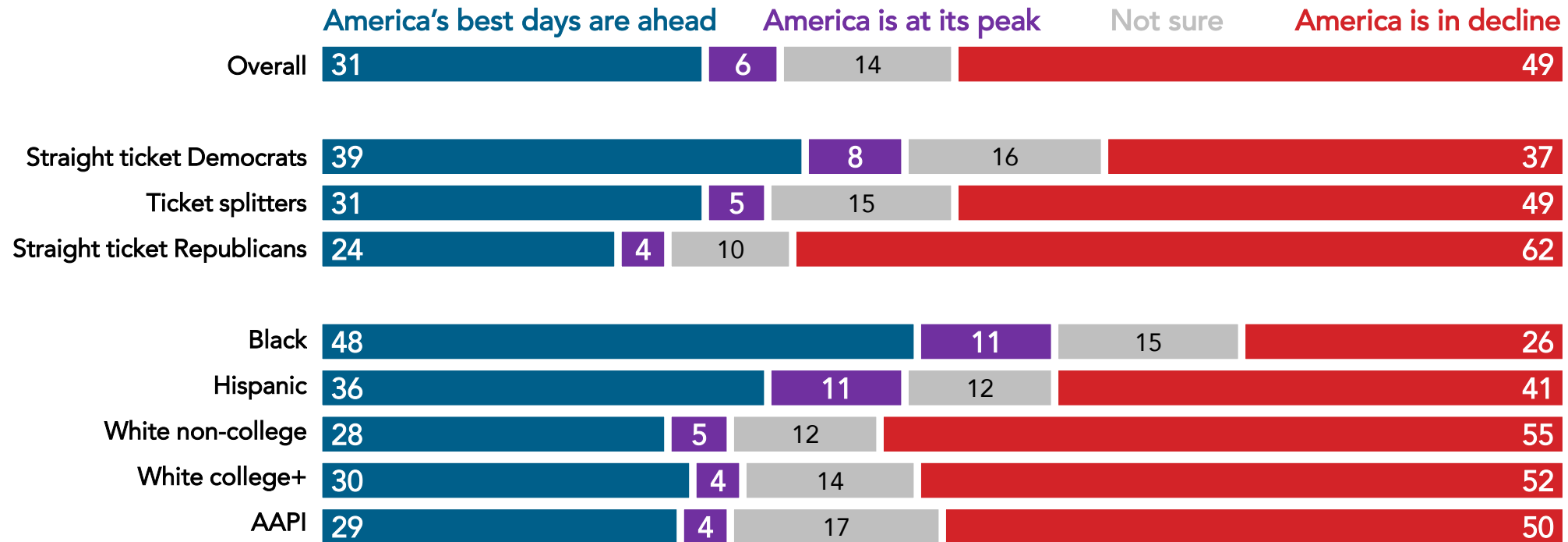


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Democratic Voters Are More Optimistic About America's Future, While Ticket Splitters & Republicans Voters Are Less So

Straight ticket Republican voters (62%) and white non-college voters (55%) are most likely to say America is in decline. Straight ticket Democratic voters (39%) and Black voters (48%) are most optimistic that America's best days are ahead.

In general, do you think America's best days are ahead, America is at its peak, or America is in decline?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted an online survey of 5,013 registered voters from November 1-November 14, 2022, with respondents recruited from opt-in online panel vendors. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2022 electorate in the House, Senate, and Governor's races. The vote shares for Democrats and Republicans among self-reported 2022 voters were also adjusted to reflect a preliminary estimate of the actual results of the 2022 elections.

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