June 21, 2022



Survey of Likely General Election Voters National

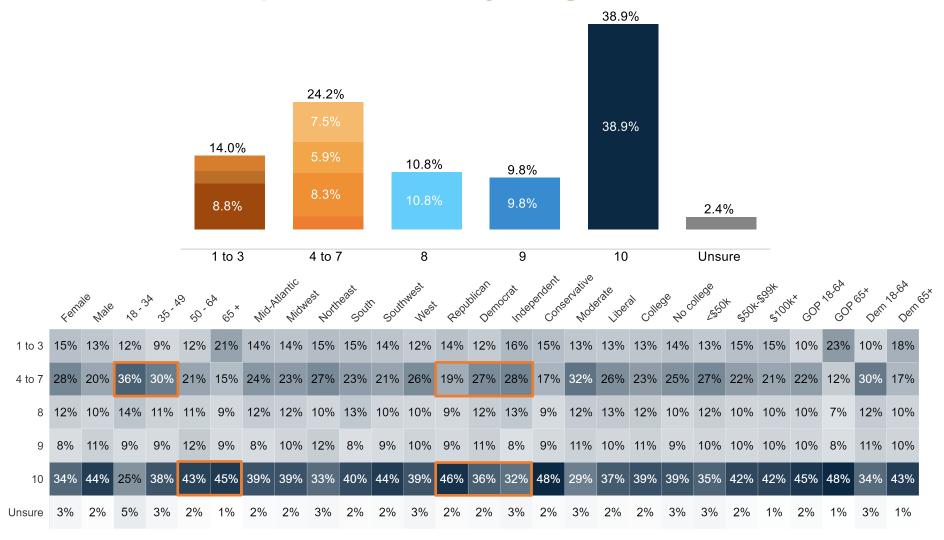
June 16 – 18, 2022 | n=5,753 | ±1.30%

Insights & Analysis

- The heat of RD/WT and economic direction continues a downward trend to the most intense
 we have seen all cycle. Wrong direction is now -42.
 - Even among Democrats, a near plurality believe the US is off on the wrong track, a swing from 52-44 (+8) in May.
- The generic ballot reached a new high again, growing to R+4 (R+3 in May).
- Biden's net image slipped to another cycle-low of -14 (-10 in May), while Trump's image remains steady and saw a slight bump since May with Independents.
- The top issue, Inflation (47%), has again skyrocketed higher in importance from 40% in May.
 - Securing the Border is a distant second (13%), and no other issue cracks 10% any more.
 - Independents' top priorities are nearly identically aligned with Rs and not as much like Ds.
- The contrast ballot held steady at R+7 (Republican check-and-balance on Biden).
- Gun control has become part of the national conversation, but it is not significant to Independents who still care much more about inflation.
 - Only a quarter of Independents want a Democrat for gun control (35% favor a Republican who will protect the Second Amendment.
- Economic confidence hit a new all-time low, 74-23 voters feel things are getting worse.
 - Independents are more concerned (79-18), and Democrats are now 57-39.
- Voters are much more concerned with the economic impact of COVID than the health impact.
- **Gas and groceries** are hurting personal budgets the most, and seniors are feeling a bit more of the pinch from groceries than gas.

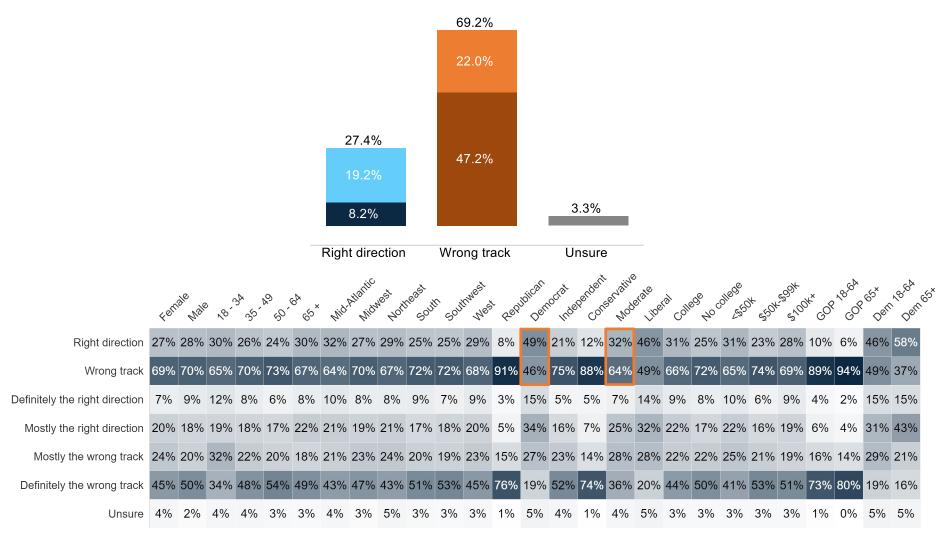


Republicans are most enthusiastic about the election; Democrats, Independents, and younger voters less so



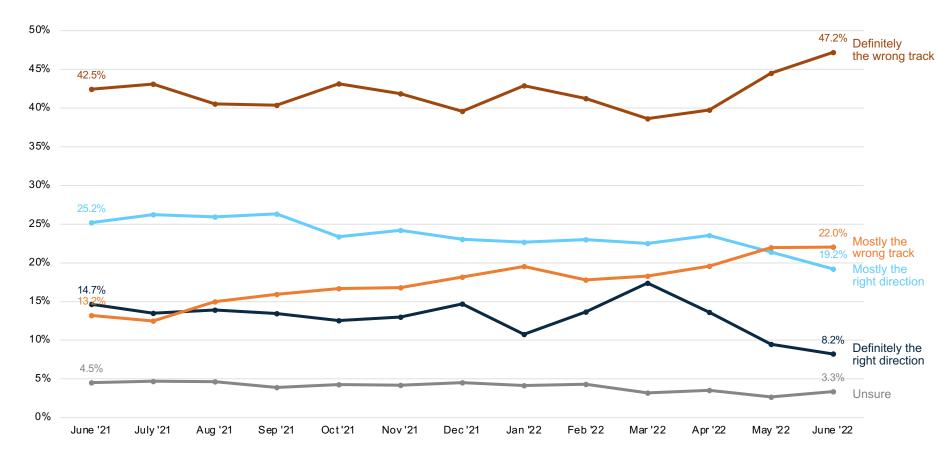


Pessimism continues as more Americans believe we are on the wrong track than any point; Democrats losing optimism



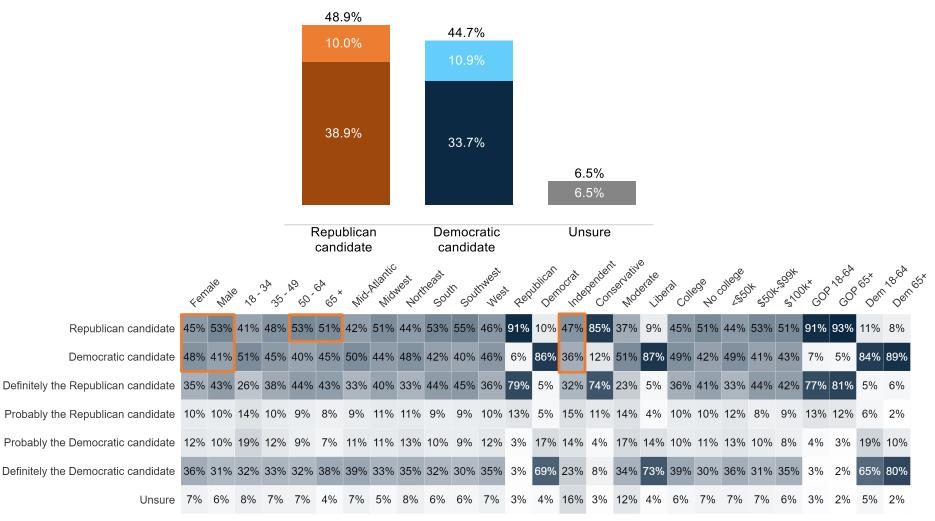


Just 8% of voters believe things are 'definitely headed in the right direction'





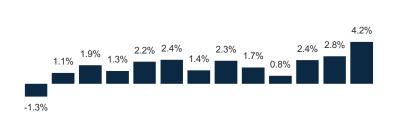
Slight bump on generic ballot leads to cycle-high R+4; Dems only leading with women by 3 points





Democrats' advantage with women remains very small

Overall (%Rep-%Dem)



Females (%Rep-%Dem)

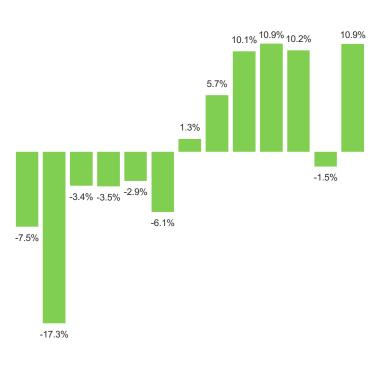


June July Aug Sep Oct Nov Dec Jan Feb Mar Apr May June

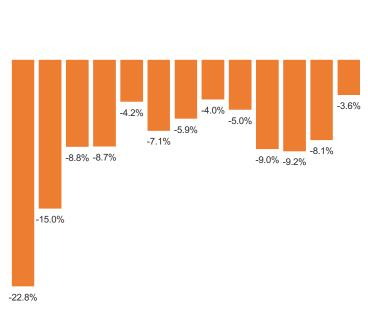


Independents heating back up on GOP; cooling on DEMs



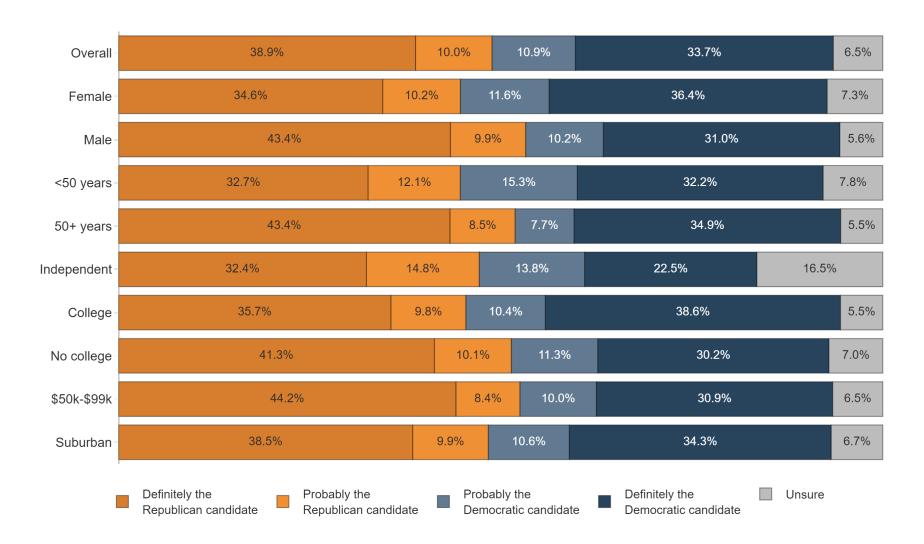


College (%Rep-%Dem)



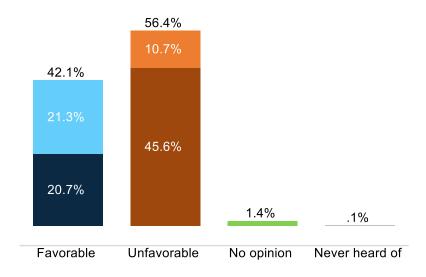


GOP margin driven by men, older voters, and Independents





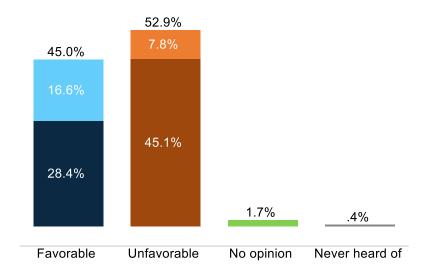
Biden image reaches a cycle-long low



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Favorable Total	45%	39%	42%	41%	41%	44%	49%	41%	46%	40%	37%	42%	8%	79%	33%	14%	48%	78%	46%	39%	46%	37%	41%	10%	5%	76%	86%
Unfavorable Total	53%	60%	54%	57%	58%	55%	49%	57%	53%	59%	61%	56%	90%	20%	64%	85%	50%	21%	53%	59%	51%	62%	58%	89%	93%	23%	14%
Very Favorable	21%	20%	18%	18%	19%	26%	25%	19%	21%	23%	19%	20%	3%	42%	11%	8%	21%	40%	23%	19%	23%	18%	21%	4%	1%	37%	56%
Somewhat Favorable	24%	19%	24%	23%	22%	18%	24%	22%	24%	17%	18%	22%	5%	36%	22%	6%	28%	37%	23%	21%	23%	20%	21%	6%	4%	39%	30%
Somewhat Unfavorable	11%	10%	20%	12%	8%	7%	9%	10%	11%	10%	10%	13%	8%	11%	14%	6%	16%	12%	11%	10%	11%	11%	10%	9%	5%	13%	6%
Very Unfavorable	42%	50%	35%	45%	50%	48%	40%	47%	42%	49%	51%	42%	83%	9%	49%	79%	34%	9%	41%	49%	40%	51%	47%	80%	88%	9%	8%
No Opinion	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	0%
Never Heard Of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



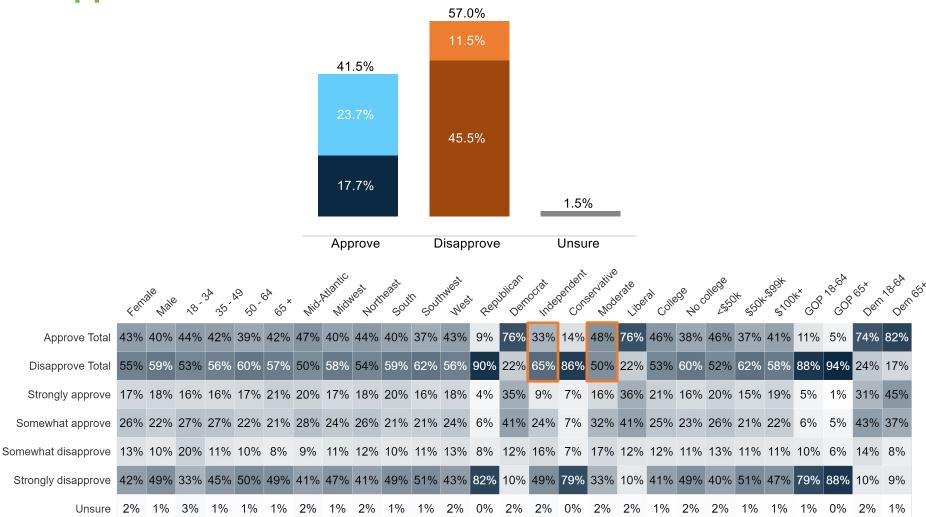
Trump image stable, slight bump with Independents since May



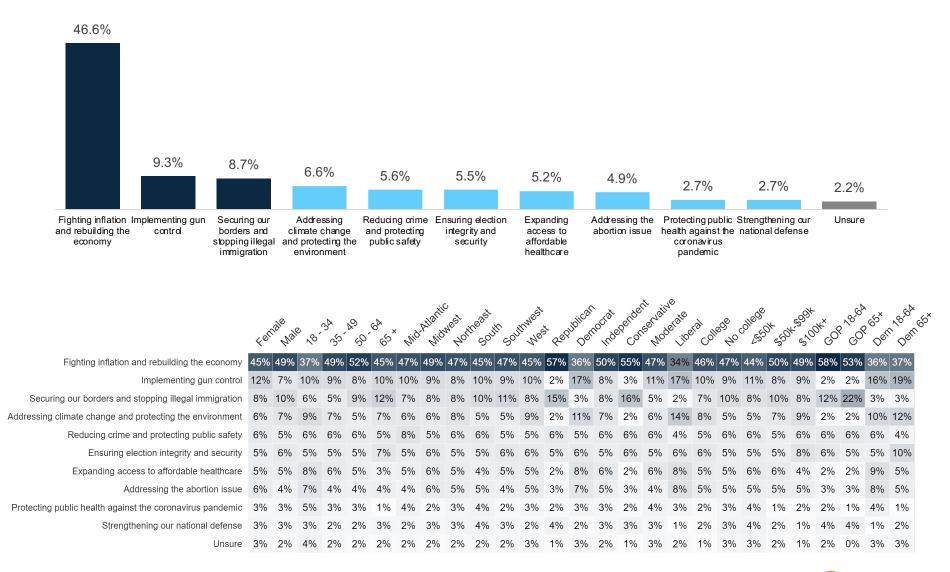
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Favorable Total	42%	49%	41%	47%	47%	44%	39%	46%	42%	49%	51%	40%	82%	12%	42%	79%	31%	10%	39%	49%	43%	47%	45%	83%	81%	14%	8%
Unfavorable Total	56%	50%	55%	51%	51%	55%	59%	52%	56%	50%	47%	57%	17%	86%	55%	20%	67%	88%	59%	49%	55%	51%	53%	16%	18%	84%	91%
Very Favorable	27%	30%	24%	28%	33%	27%	25%	29%	25%	33%	34%	24%	57%	5%	21%	53%	16%	6%	22%	33%	29%	29%	26%	60%	51%	6%	3%
Somewhat Favorable	15%	19%	16%	18%	15%	17%	14%	17%	17%	15%	17%	16%	26%	7%	20%	26%	16%	4%	17%	16%	14%	18%	19%	23%	30%	8%	5%
Somewhat Unfavorable	8%	7%	11%	8%	7%	7%	9%	8%	9%	8%	6%	8%	7%	6%	11%	7%	11%	4%	8%	8%	8%	8%	6%	7%	8%	7%	4%
Very Unfavorable	48%	42%	44%	44%	44%	48%	50%	44%	47%	42%	41%	49%	9%	79%	44%	12%	55%	83%	51%	41%	46%	43%	47%	9%	10%	76%	87%
No Opinion	2%	1%	3%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%	2%	1%	1%	0%	2%	1%
Never Heard Of	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%



Biden job approval falls further; nears majority strong disapproval

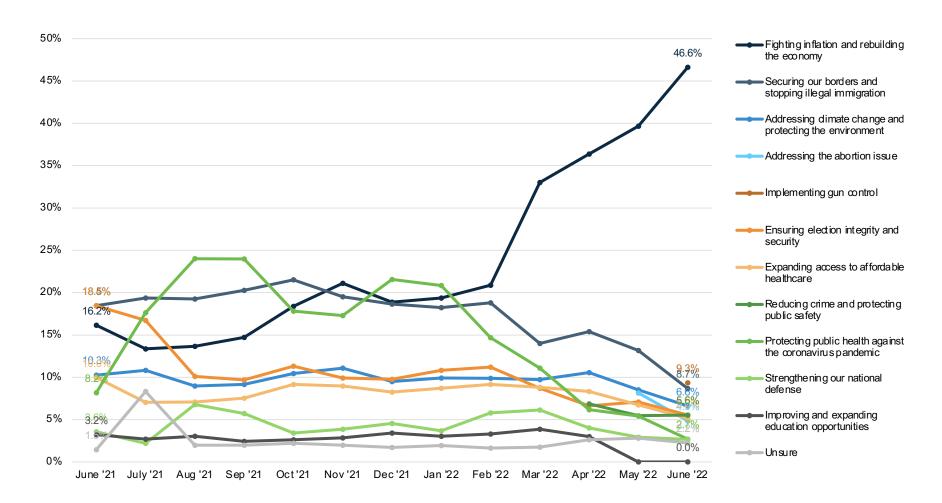


2022 continues to be a one-issue election cycle



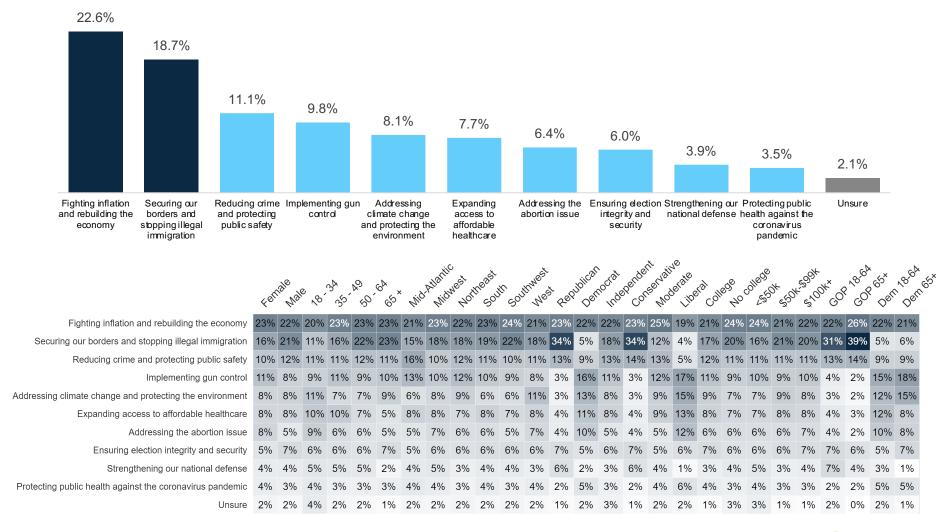


Inflation top issue for all group; gun control not close



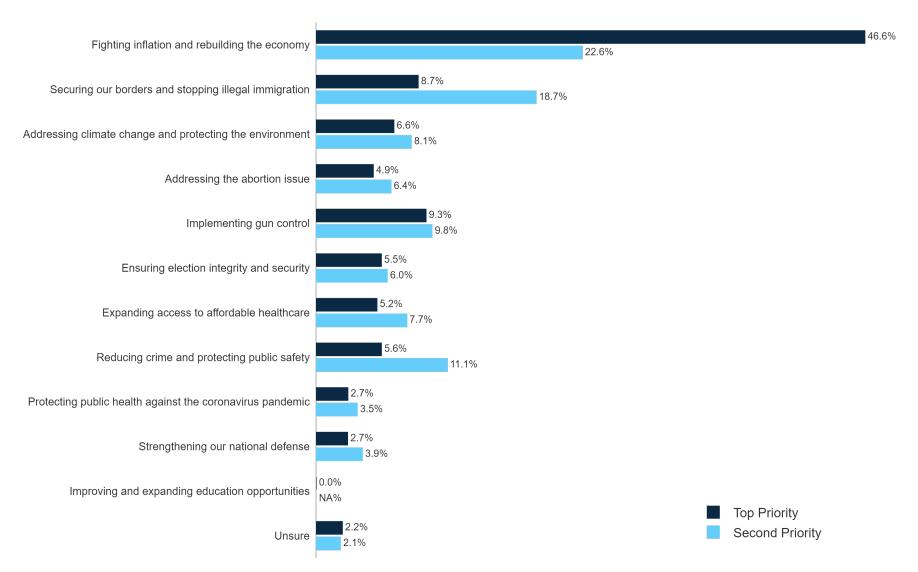


As second most-important issue, inflation still high priority; GOP bumps with care about border





Combined Top and Second Priority



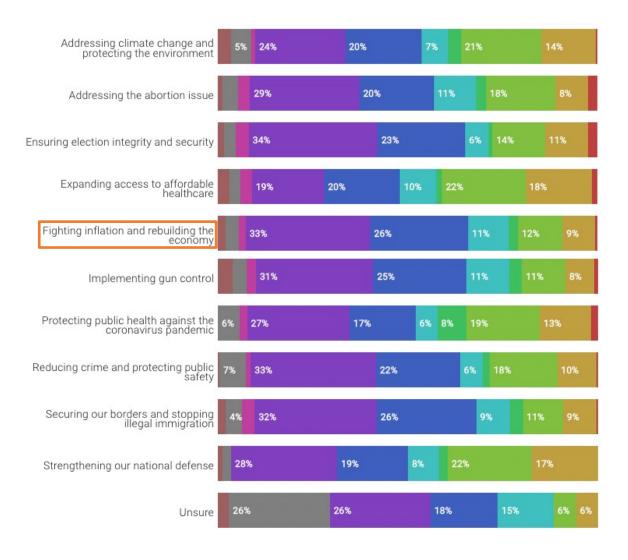


Combined Top and Second Priority

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Fighting inflation and rebuilding the economy	60%	64%	52%	63%	67%	62%	61%	64%	61%	62%	64%	60%	72%	52%	64%	71%	63%	48%	62%	62%	59%	65%	64%	73%	72%	51%	52%
Securing our borders and stopping illegal immigration	23%	30%	16%	21%	30%	33%	22%	25%	25%	28%	32%	25%	47%	8%	24%	48%	16%	6%	23%	28%	23%	30%	27%	42%	57%	8%	8%
Implementing gun control	22%	15%	18%	19%	17%	19%	22%	18%	19%	18%	18%	17%	5%	31%	17%	6%	23%	32%	20%	17%	19%	17%	18%	6%	5%	30%	33%
Reducing crime and protecting public safety	16%	17%	16%	15%	17%	17%	23%	15%	17%	17%	14%	15%	19%	13%	18%	19%	18%	9%	17%	16%	17%	15%	16%	18%	20%	13%	12%
Addressing climate change and protecting the environment	13%	15%	19%	13%	11%	14%	12%	13%	16%	11%	11%	19%	5%	22%	15%	5%	14%	27%	16%	12%	12%	15%	16%	5%	4%	21%	25%
Expanding access to affordable healthcare	13%	12%	17%	15%	11%	8%	12%	13%	11%	12%	12%	13%	6%	17%	14%	5%	14%	21%	13%	12%	12%	13%	12%	7%	4%	19%	13%
Ensuring election integrity and security	10%	13%	11%	11%	10%	13%	10%	11%	10%	11%	12%	12%	12%	11%	11%	12%	10%	11%	13%	10%	10%	11%	14%	12%	10%	9%	16%
Addressing the abortion issue	13%	8%	15%	11%	9%	9%	8%	11%	11%	10%	9%	12%	6%	16%	9%	7%	8%	19%	11%	10%	10%	10%	11%	6%	5%	17%	13%
Strengthening our national defense	6%	6%	8%	7%	7%	5%	7%	7%	6%	7%	7%	5%	10%	4%	5%	9%	6%	3%	5%	7%	8%	6%	5%	11%	8%	4%	3%
Protecting public health against the coronavirus pandemic	6%	6%	9%	6%	5%	4%	8%	5%	6%	7%	5%	6%	4%	8%	6%	4%	7%	8%	6%	6%	7%	4%	5%	4%	3%	9%	6%
Unsure	3%	2%	5%	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%	3%	2%	4%	4%	2%	2%	3%	1%	4%	3%



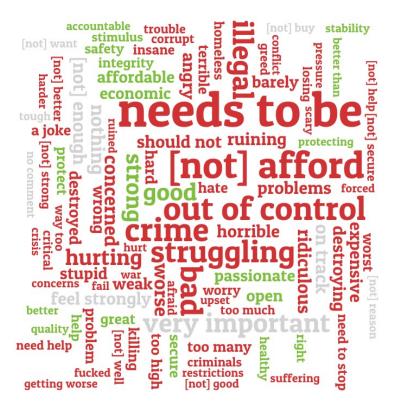
Inflation respondents feel more anger than all other emotions

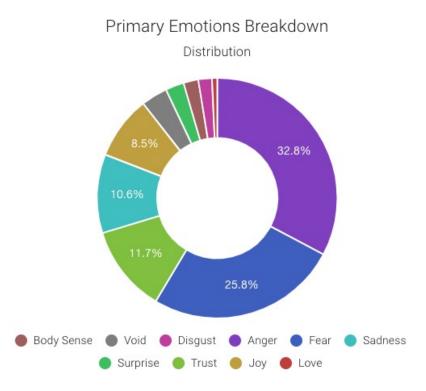




Anger and fear dominate voters' emotions; especially those who care most about inflation

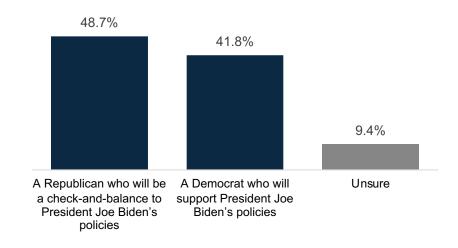
66% of responses related to inflation as the top issue were of a **negative** sentiment. Voters' chose **simple words** to express how they feel about inflation in the country right now – "(not) afford", "struggling", "bad", "out-of-control", "crime", "very important", and the list goes on. They are **critical** of most everything, full of **righteous anger**, and **resentful** / **disapproving** (all Anger emotions). The primary Fear emotions are **anxiety**, **worry**, **despair**, and **distrust**.

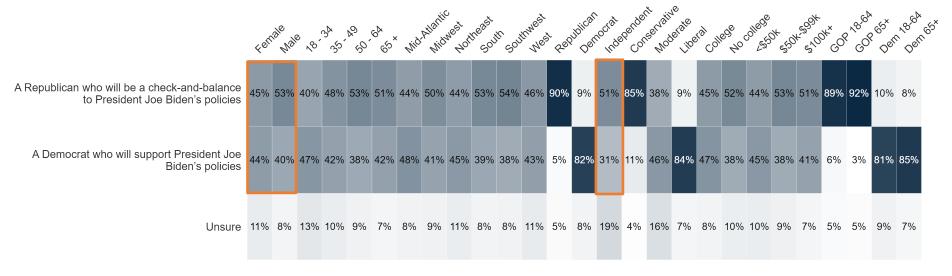






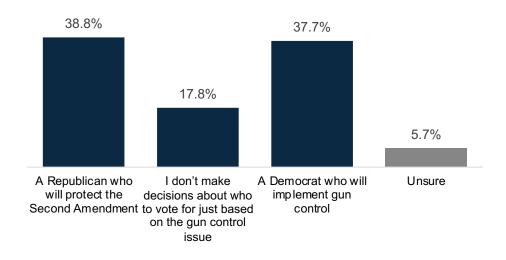
Contrast ballot strong for GOP check-and-balance







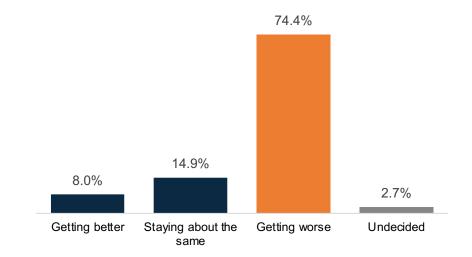
Only one-quarter of Independents want a Dem for gun control







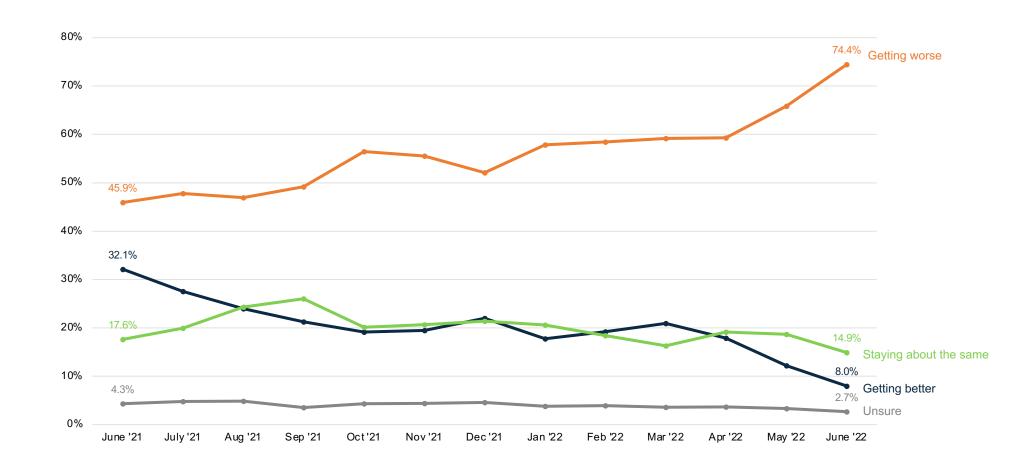
All voters agree the economy is getting worse



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Getting better	6%	11%	12%	9%	6%	6%	9%	7%	8%	9%	7%	8%	3%	14%	4%	4%	8%	14%	10%	7%	9%	6%	9%	4%	1%	15%	13%
Staying about the same	16%	14%	19%	15%	12%	15%	17%	16%	16%	14%	13%	14%	6%	25%	14%	6%	19%	23%	16%	14%	18%	12%	14%	7%	3%	23%	29%
Getting worse	75%	74%	65%	73%	80%	77%	72%	74%	72%	75%	78%	74%	91%	57%	79%	89%	69%	58%	71%	77%	70%	80%	75%	88%	96%	58%	55%
Undecided	3%	2%	5%	3%	2%	2%	3%	2%	3%	2%	2%	4%	1%	4%	3%	1%	3%	5%	3%	2%	3%	3%	2%	1%	0%	4%	4%

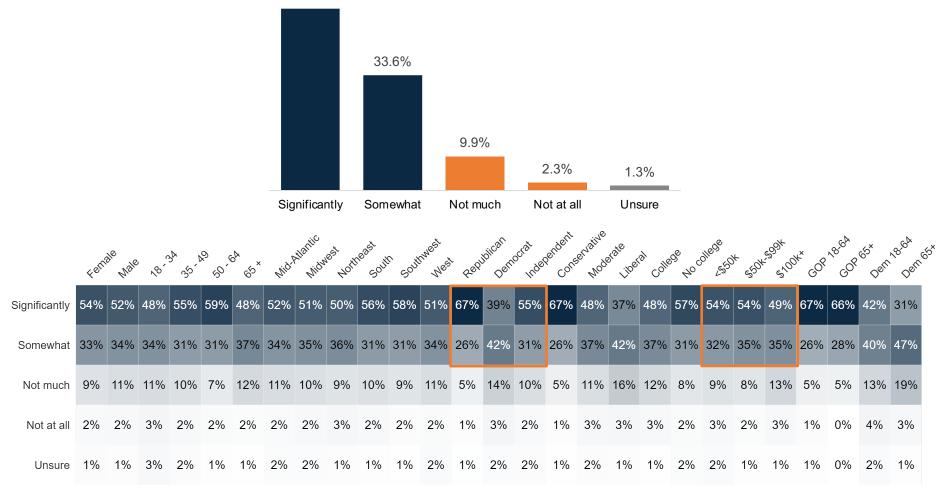


74%, a cycle-high, believe the economy is getting worse





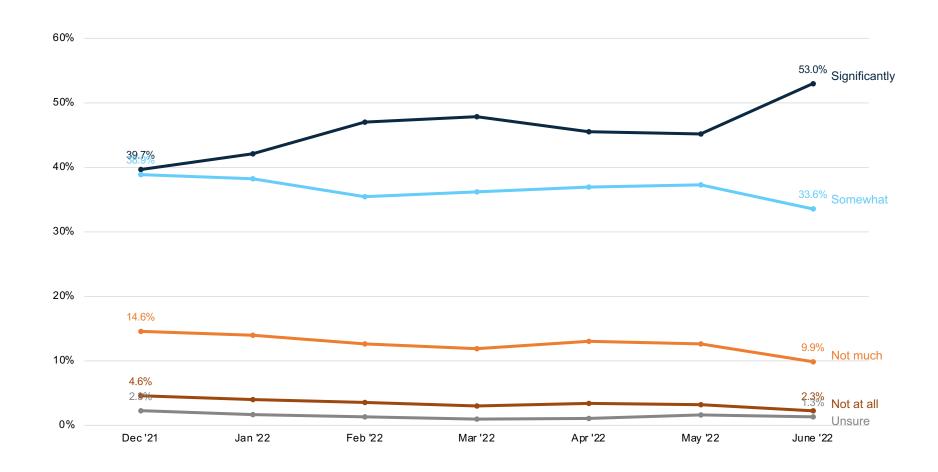
Inflation now significantly hurting a majority; Democrats not feeling the pinch as much...or not being truthful





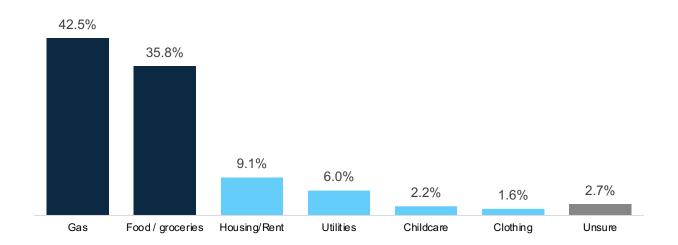
53.0%

Impact of inflation has jumped +8% "significantly"





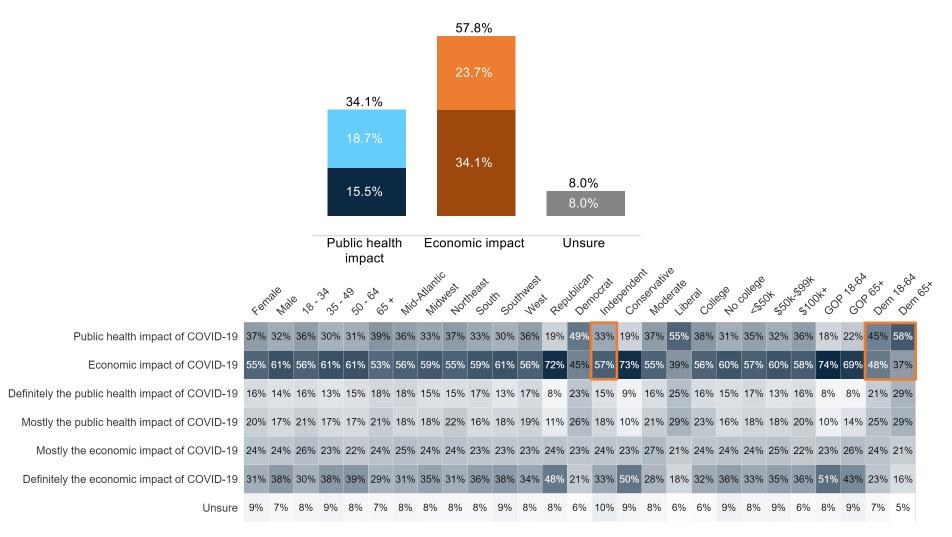
Gas and groceries are hurting personal budgets most



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Gas	40%	45%	44%	43%	46%	38%	44%	46%	37%	43%	45%	41%	50%	36%	42%	48%	42%	36%	42%	43%	39%	45%	45%	52%	45%	38%	32%
Food / groceries	37%	35%	26%	36%	37%	41%	37%	35%	39%	38%	36%	32%	34%	38%	36%	35%	36%	38%	35%	36%	36%	37%	35%	32%	38%	36%	44%
Housing/Rent	11%	8%	16%	11%	8%	5%	6%	6%	7%	8%	10%	15%	6%	12%	10%	6%	10%	12%	9%	9%	12%	7%	7%	7%	3%	14%	6%
Utilities	7%	5%	5%	4%	6%	9%	6%	7%	8%	6%	4%	5%	6%	6%	6%	6%	5%	7%	6%	6%	6%	6%	6%	4%	9%	5%	9%
Childcare	2%	2%	2%	2%	1%	3%	2%	1%	3%	1%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	1%	3%	2%	3%
Clothing	2%	2%	4%	2%	1%	0%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	0%	2%	0%
Unsure	2%	3%	3%	3%	2%	4%	3%	3%	3%	2%	2%	3%	1%	3%	3%	1%	3%	4%	4%	2%	2%	2%	4%	1%	2%	3%	5%

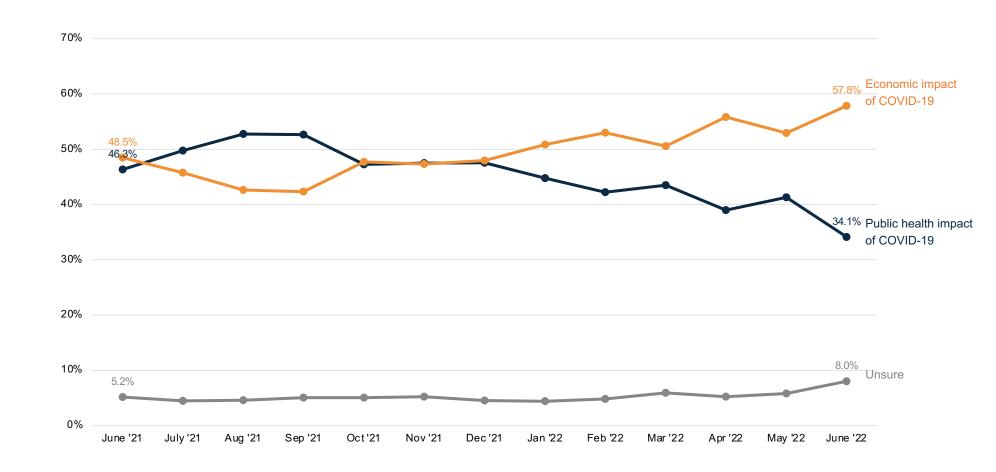


Only older Democrats more concerned with health impact than economic impact of COVID





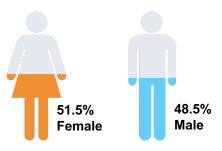
Economic impact continues to outpace public health concern





Demographics

Sex

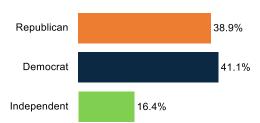


Education

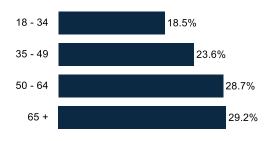


57.7% have no college degree

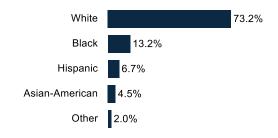
Partisanship



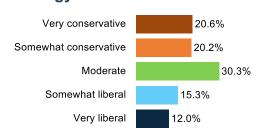
Age Range



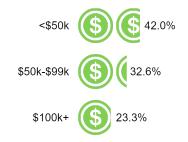
Race



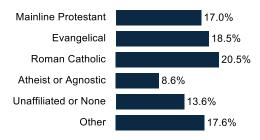
Ideology



Household Income



Religion



Geo - Region

