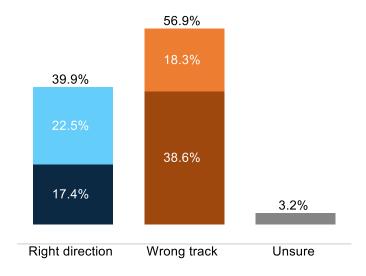


# Survey of Likely General Election Voters National

March 17 – 19, 2022 | n=5,645 | ±1.31%

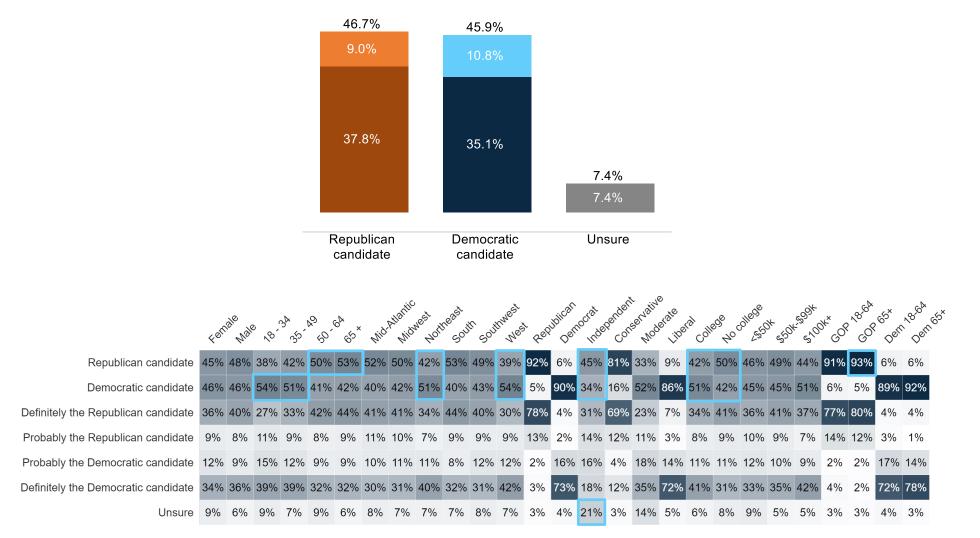
# U.S. is on the wrong track



	¢en	ale	, %,	3 <sup>K</sup> 350´	κ <sup>ο</sup> (	ob <sup>×</sup>	wid-	Allantic Midw	lest North	neast South	i Sout	invest Nest	, Sed	Jolican Den	octat	pendent Con	servative Mod	arate Liber	'al Colle	40°	ollege	* <sub>=</sub> 504	500 500x	ger Gol	1850A	Oerr GSX	18.6A
Right direction								·	_				·		-		_						_			_	
Wrong track	59%	54%	47%	50%	65%	61%	62%	61%	52%	63%	62%	47%	85%	27%	64%	81%	49%	29%	50%	63%	60%	57%	47%	83%	89%	28%	24%
Definitely the right direction	13%	22%	26%	24%	11%	12%	13%	13%	22%	12%	16%	25%	6%	32%	8%	10%	15%	31%	23%	13%	13%	19%	28%	8%	3%	34%	27%
Mostly the right direction	23%	22%	21%	22%	22%	24%	21%	23%	23%	21%	19%	26%	8%	36%	24%	8%	31%	36%	24%	21%	23%	22%	22%	8%	7%	33%	46%
Mostly the wrong track	20%	16%	20%	17%	19%	18%	18%	19%	17%	18%	20%	18%	18%	17%	23%	16%	22%	18%	16%	20%	22%	16%	12%	17%	19%	17%	15%
Definitely the wrong track	39%	38%	27%	33%	46%	43%	45%	42%	35%	45%	42%	29%	67%	10%	42%	65%	27%	11%	34%	42%	38%	41%	35%	66%	70%	11%	9%
Unsure	4%	2%	5%	4%	2%	2%	3%	4%	3%	5%	3%	2%	1%	5%	4%	1%	4%	5%	3%	3%	3%	2%	3%	1%	1%	5%	3%



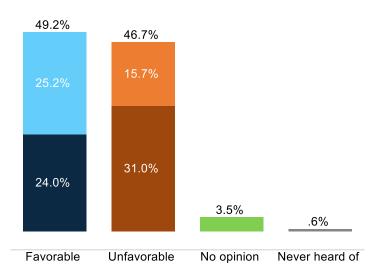
# Republicans narrowly lead Generic Congressional Ballot





# Republican Party's image is net favorable

- The GOP's image has continued its growth from our February survey and is now net favorable.
- The party's net fav also continues its growth with Independents.

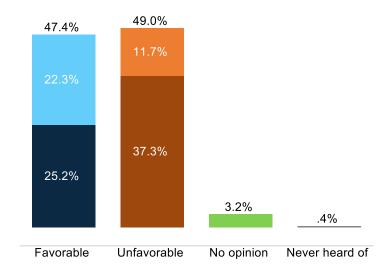


	¢e <sup>rn</sup>	ale Male	, %´	3 <sup>k</sup> /	φ, , ,	ob <sup>×</sup>	wid.	Allartic	est North	east South	. Sout	invest Nest	, √ <sub>eQ</sub>	ahlican Den	octat Indef	pendent Cons	servative	itale Liber	'si Colle	ide c	Jilede Jilede	nt =504	200 200 E	y <sup>x</sup> GOR	,8,6 <sup>A</sup>	Oem Oem	18.6h
Favorable Total	46%	53%	48%	50%	48%	50%	51%	47%	47%	52%	51%	49%	87%	19%	41%	79%	34%	20%	47%	51%	46%	52%	54%	86%	87%	22%	9%
Unfavorable Total	49%	44%	45%	46%	48%	48%	44%	49%	47%	43%	45%	48%	12%	77%	52%	19%	59%	77%	50%	45%	49%	45%	43%	12%	11%	73%	89%
Very Favorable	23%	25%	23%	23%	23%	26%	27%	21%	26%	27%	26%	21%	48%	7%	12%	41%	11%	11%	22%	26%	22%	25%	28%	46%	51%	9%	2%
Somewhat Favorable	23%	27%	25%	26%	26%	24%	25%	26%	22%	25%	25%	28%	39%	11%	28%	38%	23%	9%	25%	25%	24%	27%	26%	40%	37%	13%	6%
Somewhat Unfavorable	17%	14%	17%	18%	15%	14%	15%	17%	15%	14%	15%	17%	8%	20%	24%	11%	23%	16%	17%	15%	16%	15%	16%	8%	8%	21%	16%
Very Unfavorable	32%	30%	27%	28%	33%	34%	29%	32%	33%	30%	29%	31%	4%	57%	29%	8%	36%	61%	33%	30%	33%	30%	27%	5%	3%	52%	74%
No Opinion	5%	2%	6%	4%	3%	2%	4%	3%	4%	4%	4%	2%	1%	4%	7%	2%	6%	3%	3%	4%	5%	2%	3%	1%	1%	4%	1%
Never Heard Of	1%	1%	2%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%



### Democratic Party's image is net unfavorable

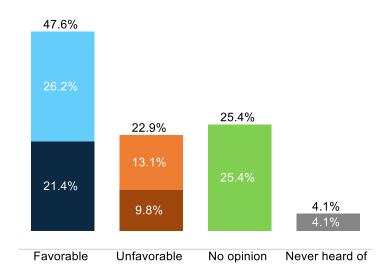
- Democrats overall net image has improved slightly from February, but the intensity of unfavorability has remained high.
- Independents have a more favorable opinion of Republicans than Democrats.



	fen'	ale Male	, <sub>1</sub> %	s <sup>k</sup> ,′	χ <sup>ο</sup> ( <sub>ζ</sub> ο΄	<sup>-</sup> گ چې	Mid	Midv	Jest North	least South	ir South	inhest Nest	2ep	Jolican Den	octat.	pendent	servative Mode	liber liber	'al Colle	,ge 0	ollege	<sup>2</sup> 504	+ 20.	y <sup>*</sup> GOR	, Sof	Osu Osy	18.6A
Favorable Total	47%	48%																									90%
Unfavorable Total	48%	50%	36%	43%	55%	56%	55%	54%	44%	53%	53%	40%	86%	11%	57%	78%	41%	14%	45%	52%	48%	52%	44%	84%	91%	11%	9%
Very Favorable	23%	27%	29%	30%	21%	22%	19%	21%	31%	23%	22%	32%	4%	53%	9%	12%	22%	49%	29%	22%	24%	24%	32%	5%	2%	53%	56%
Somewhat Favorable	24%	20%	28%	23%	21%	19%	22%	22%	23%	20%	21%	25%	7%	34%	26%	8%	32%	35%	24%	21%	23%	22%	21%	9%	4%	34%	34%
Somewhat Unfavorable	13%	11%	13%	11%	12%	11%	12%	13%	9%	10%	13%	12%	14%	6%	18%	10%	17%	9%	11%	12%	13%	12%	8%	15%	13%	7%	4%
Very Unfavorable	36%	39%	23%	32%	43%	45%	43%	41%	35%	42%	40%	28%	72%	4%	39%	67%	24%	6%	34%	40%	36%	40%	36%	69%	78%	4%	4%
No Opinion	4%	2%	6%	3%	2%	2%	4%	3%	3%	4%	4%	3%	2%	2%	8%	3%	5%	1%	2%	4%	5%	2%	2%	2%	2%	2%	1%
Never Heard Of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%



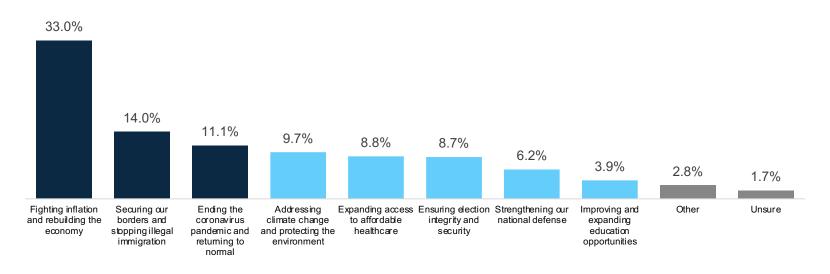
# **Bipartisan appeal for Tom Brady**



	¢en	ale Male	) \%'	3 <sup>K</sup> ,1	% <sub>60</sub> .	ob <sup>×</sup>	Mid	Alantic Midw	est Horit	least South	n Sout	in Nest	2ep	Jolican Den	octat	pendent.	servative Mode	state Liber	al Colle	40 c	ollede	* <sub>550</sub> *	599×	y <sup>x</sup> GOR	18:50A	Oeu, Opx	18.6A
Favorable Total	41%	55%	51%	54%	43%	44%	46%	40%	51%	45%	52%	52%	50%	47%	45%	52%	46%	44%	50%	46%	45%	48%	55%	50%	49%	51%	38%
Unfavorable Total	24%	21%	25%	22%	25%	21%	23%	26%	24%	23%	19%	22%	20%	26%	22%	19%	22%	30%	24%	22%	24%	23%	20%	22%	16%	26%	28%
Very Favorable	17%	26%	25%	25%	19%	18%	21%	16%	27%	20%	25%	21%	23%	21%	19%	25%	17%	20%	22%	21%	20%	22%	25%	24%	22%	24%	13%
Somewhat Favorable	24%	28%	25%	29%	24%	26%	25%	24%	24%	25%	27%	31%	27%	26%	26%	27%	29%	23%	28%	25%	25%	26%	30%	27%	27%	27%	24%
Somewhat Unfavorable	13%	13%	14%	11%	15%	12%	15%	14%	13%	13%	11%	14%	12%	14%	13%	12%	13%	15%	14%	12%	13%	14%	12%	12%	11%	14%	14%
Very Unfavorable	11%	9%	10%	10%	10%	8%	8%	12%	11%	10%	8%	9%	8%	12%	9%	8%	9%	14%	10%	10%	11%	10%	8%	10%	5%	11%	14%
No Opinion	30%	20%	20%	21%	27%	31%	26%	29%	22%	28%	25%	23%	26%	23%	28%	25%	28%	23%	22%	28%	26%	25%	22%	24%	31%	20%	29%
Never Heard Of	5%	3%	4%	3%	4%	5%	5%	6%	4%	4%	4%	3%	4%	4%	5%	3%	5%	4%	4%	4%	5%	4%	3%	4%	4%	3%	5%



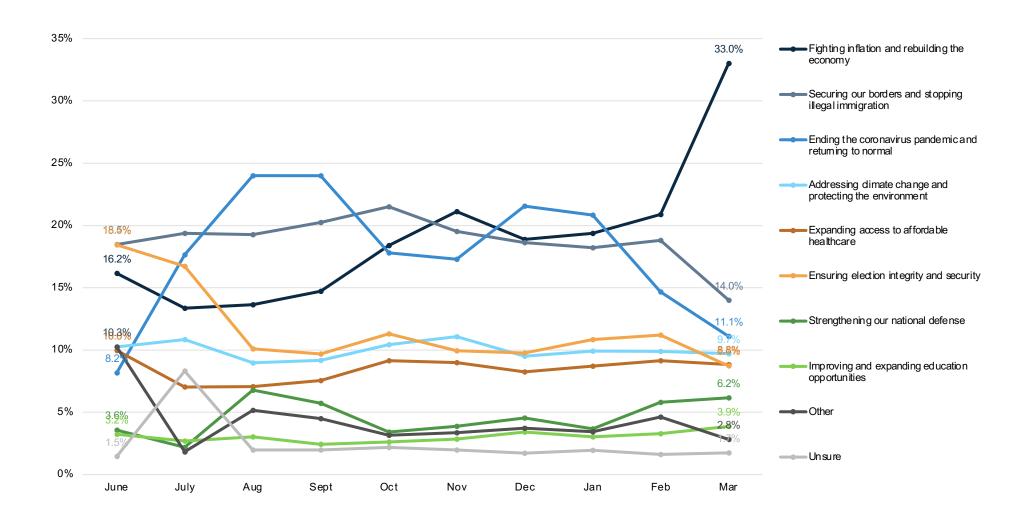
### Inflation becomes dominant concern among voters



	¢e <sup>rr</sup>	, ale Male	\$ \%´	gh gh	60.	ο <sup>δν</sup> Υ	Mid	Atlantic	west North	neast Sout	in sou	Thinest	, del	ublican Der	loctat	on Con	servativ	state	ig Colle	40°	dlede	<sup>5</sup> 504	+ 2/0.	ger Go	1,8,6 <sup>A</sup>	OBIT GOX	Varox e
Fighting inflation and rebuilding the economy	36%	30%	29%	36%	39%	27%	32%	37%	32%	34%	34%	28%	40%	26%	33%	38%	35%	23%	32%	34%	33%	34%	32%	44%	33%	28%	22%
Securing our borders and stopping illegal immigration	12%	16%	6%	9%	15%	22%	15%	13%	14%	15%	17%	12%	25%	4%	16%	26%	8%	3%	12%	15%	14%	14%	13%	18%	38%	4%	2%
Ending the coronavirus pandemic and returning to normal	11%	12%	16%	12%	10%	8%	11%	9%	12%	12%	10%	13%	6%	17%	9%	7%	13%	15%	10%	12%	12%	10%	10%	7%	4%	18%	13%
Addressing climate change and protecting the environment	10%	10%	12%	11%	7%	11%	8%	10%	11%	5%	8%	13%	3%	16%	11%	2%	11%	20%	13%	7%	8%	10%	12%	3%	1%	13%	22%
Expanding access to affordable healthcare	9%	8%	12%	11%	7%	7%	10%	8%	9%	8%	8%	10%	4%	13%	9%	4%	9%	15%	9%	8%	9%	9%	8%	6%	1%	13%	13%
Ensuring election integrity and security	8%	10%	7%	7%	7%	12%	9%	10%	8%	10%	8%	8%	8%	9%	7%	9%	7%	10%	9%	9%	8%	9%	10%	7%	11%	7%	15%
Strengthening our national defense	6%	6%	6%	6%	6%	7%	8%	5%	5%	6%	7%	7%	8%	5%	5%	8%	6%	4%	7%	6%	6%	6%	6%	7%	9%	5%	6%
Improving and expanding education opportunities	4%	4%	8%	6%	2%	1%	2%	4%	4%	4%	3%	5%	2%	6%	4%	3%	4%	5%	5%	3%	3%	3%	6%	3%	0%	7%	2%
Other	3%	3%	2%	2%	4%	3%	4%	3%	3%	4%	2%	3%	2%	3%	4%	2%	4%	3%	2%	3%	4%	2%	1%	2%	3%	3%	3%
Unsure	2%	1%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	1%	2%	3%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%

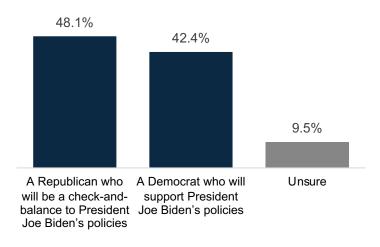


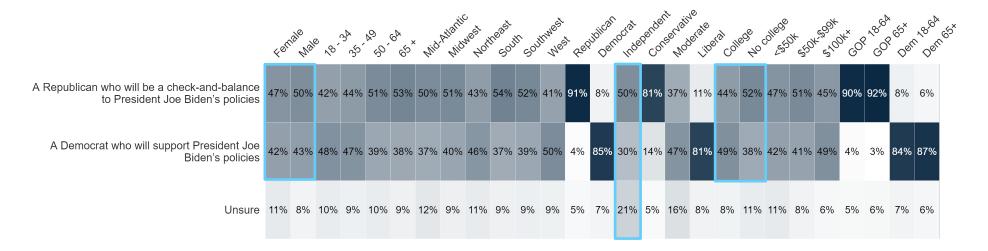
# Trend: Inflation concern has increased significantly





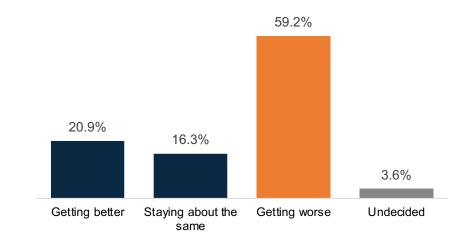
#### **Mid-term Motive Ballot**

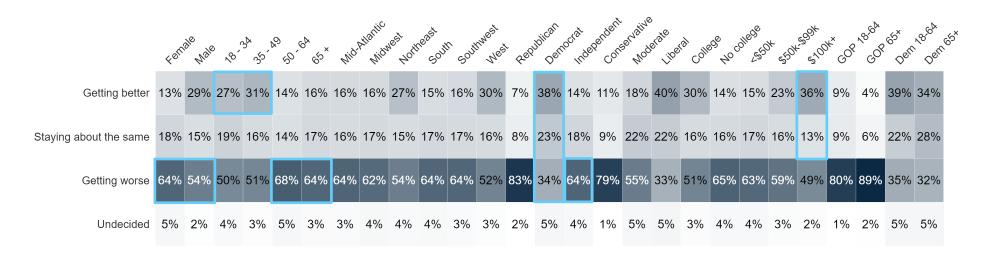






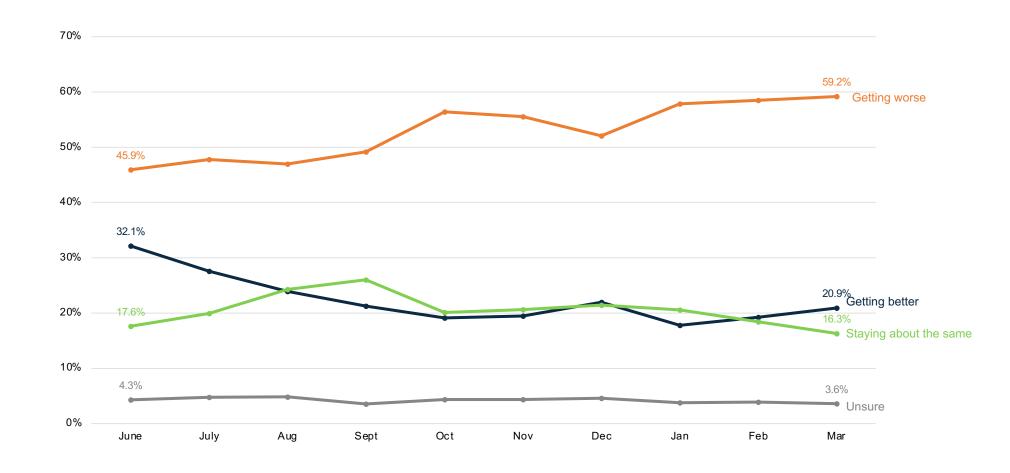
### **Economic confidence continues to decline**







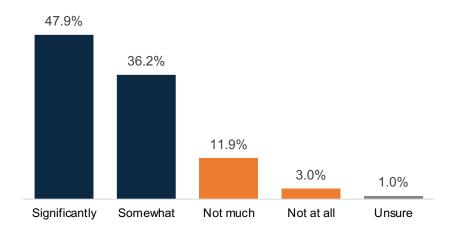
# **Trend: Economic Confidence**





### **Personal Inflation Concern**

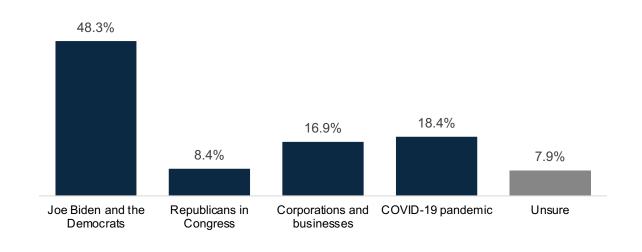
- Nearly half of voters say their personal finances are significantly impacted by inflation
- Seniors aren't feeling the pinch as much as voters under 65



	kent'	Male	, %	\$\h^ \\ \g{\partial}^{\partial}	\$ , \$\int\{\right\}^{\text{\tin}\text{\te}\tint{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\texi}\text{\text{\text{\text{\text{\text{\text{\texi}\text{\text{\texi}\text{\text{\text{\texi}\text{\text{\texi}\text{\text{\texit{\texi{\text{\texi}\text{\texi{\texi{\texi{\\ \ti}\\\ \tintt{\texit{\texi}\texi{\texi{\texi{\texi{\texi{\texi{\texi{\texi{\texi{\tet	ō <sup>λ</sup>	phid-f	Atlantic Midw	est Hoff	east South	South	inest Nest	, redi	Jolican Den	ocrat.	Pendent	ervative Mode	liber	al Colle	70°	ollege Zafol	s50*	599X	,× <sub>c</sub> ol	,8.6 <sup>A</sup>	Oen Oen	18.6A
Significantly	47%	48%	52%	51%	50%	40%	47%	45%	50%	49%	48%	48%	58%	40%	44%	59%	42%	38%	45%	50%	50%	45%	47%	60%	54%	45%	22%
Somewhat	37%	36%	35%	34%	36%	38%	37%	38%	34%	35%	36%	37%	33%	38%	40%	33%	39%	39%	38%	35%	35%	38%	38%	32%	35%	37%	42%
Not much	12%	12%	9%	10%	11%	17%	12%	13%	12%	11%	12%	12%	7%	16%	12%	6%	15%	18%	13%	11%	11%	13%	12%	7%	8%	12%	28%
Not at all	3%	3%	2%	3%	2%	4%	3%	3%	3%	3%	3%	2%	1%	5%	2%	1%	4%	4%	3%	3%	3%	4%	3%	1%	2%	4%	7%
Unsure	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%



# Biden/Dems get blame for inflation with everyone but Dems

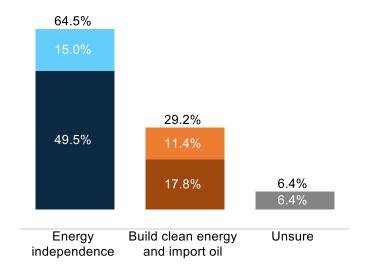


	¢en	ale Male	\$ \%'	3 <sup>h</sup> ,1	γ <sub>0</sub> ΄	<sup>ري</sup> وي	Mid	Atlantic	lest Hori	neast South	r South	in Nest	` ¢ <sup>eQ</sup>	Julican Den	ocrat Inder	penden	Servative	arate Liber	al Colle	40°	olle de	nt =504	299X	gor	18.6A	Oerr	1850A
Joe Biden and the Democrats	45%	52%	42%	47%	51%	51%	51%	49%	46%	52%	51%	44%	79%	21%	47%	78%	36%	18%	46%	50%	46%	51%	52%	75%	86%	26%	6%
Republicans in Congress	8%	9%	10%	9%	8%	8%	9%	9%	8%	8%	7%	9%	5%	13%	6%	5%	10%	13%	8%	9%	9%	8%	7%	7%	2%	12%	16%
Corporations and businesses	18%	16%	18%	16%	15%	19%	17%	17%	17%	14%	16%	19%	5%	27%	18%	5%	19%	32%	18%	16%	17%	18%	16%	6%	4%	23%	36%
COVID-19 pandemic	19%	18%	23%	21%	17%	15%	17%	17%	20%	17%	17%	21%	7%	29%	20%	9%	23%	28%	22%	16%	18%	18%	20%	9%	4%	29%	28%
Unsure	10%	6%	8%	7%	8%	8%	7%	7%	8%	9%	9%	7%	3%	11%	10%	3%	12%	10%	6%	9%	10%	5%	4%	3%	3%	10%	13%



### Gas Prices: Voters want the U.S. to drill

- 68% of Independents want a focus on energy independence through drilling with 50% saying "definitely."
- Even 49% of Democrats believe the U.S. should attain energy independence through drilling.

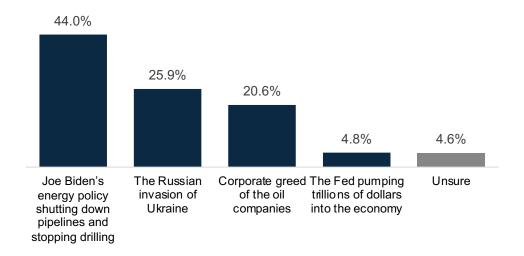


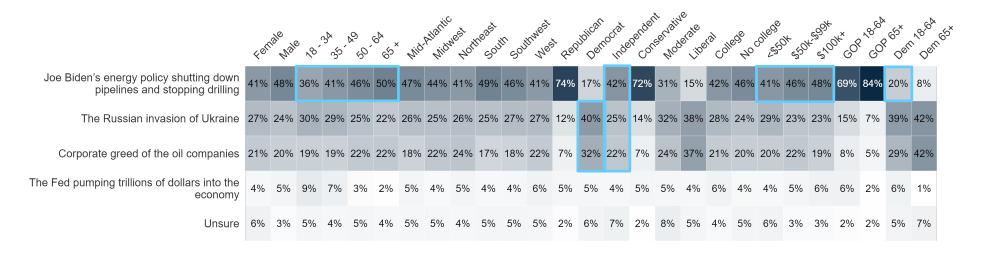
	¢e <sup>ft</sup>	Male	\$ \%^	zk zso´	βO´	φ×	Mid	Atlantic	vest Nort	neast Sout	ir Son	thinest	à reg	Jiblican Den	lociat	pender	servativi servativi	e Liber	ig Colle	40°	ollege	of Sign	+, 2,0 +204	Sy <sup>x</sup> Co	, 60°	ogy ogy	1,0eu
Energy independence	60%	69%	49%	57%	69%	76%	65%	67%	64%	67%	66%	59%	80%	49%	68%	82%	59%	44%	63%	66%	63%	66%	65%	74%	92%	46%	57%
Build clean energy and import oil	30%	28%	46%	37%	22%	19%	29%	26%	29%	26%	27%	37%	16%	44%	25%	15%	31%	49%	32%	27%	29%	29%	31%	21%	6%	46%	36%
Definitely energy independence	45%	55%	32%	43%	54%	61%	49%	50%	51%	53%	49%	46%	68%	33%	50%	70%	39%	29%	48%	51%	47%	51%	51%	61%	80%	32%	37%
Probably energy independence	16%	14%	17%	14%	14%	15%	16%	16%	14%	14%	17%	13%	13%	16%	18%	12%	20%	15%	15%	15%	16%	15%	14%	13%	12%	15%	20%
Probably build clean energy and import oil	13%	9%	17%	13%	9%	9%	11%	11%	11%	10%	11%	13%	7%	15%	11%	6%	15%	16%	12%	11%	12%	12%	10%	10%	3%	15%	17%
Definitely build clean energy and import oil	17%	19%	29%	24%	13%	10%	17%	15%	18%	15%	17%	24%	8%	28%	13%	9%	16%	33%	20%	16%	17%	18%	21%	11%	3%	32%	19%
Unsure	10%	3%	6%	6%	9%	5%	6%	7%	7%	8%	6%	4%	4%	7%	8%	3%	9%	7%	5%	7%	8%	5%	3%	5%	2%	7%	7%



### Why gas prices are going up

- How likely a voter is to blame Joe Biden's energy policy for gas prices is closely correlated with their age; older voters blame Biden, younger voters not as much.
- Democrats/Liberals are the only groups to primarily blame the Russian invasion of Ukraine and Oil companies.

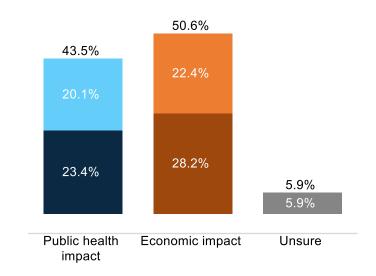


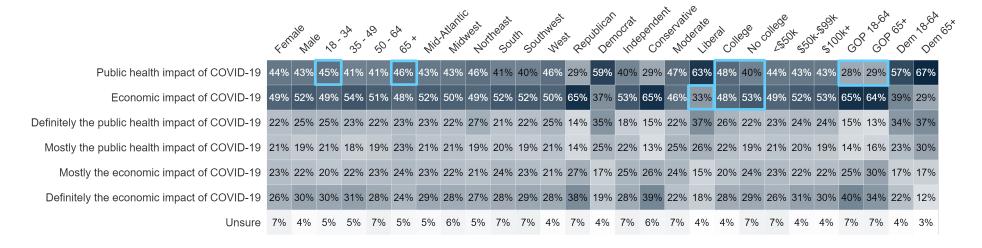




### **Covid Impact Concern: Public Health or Economy?**

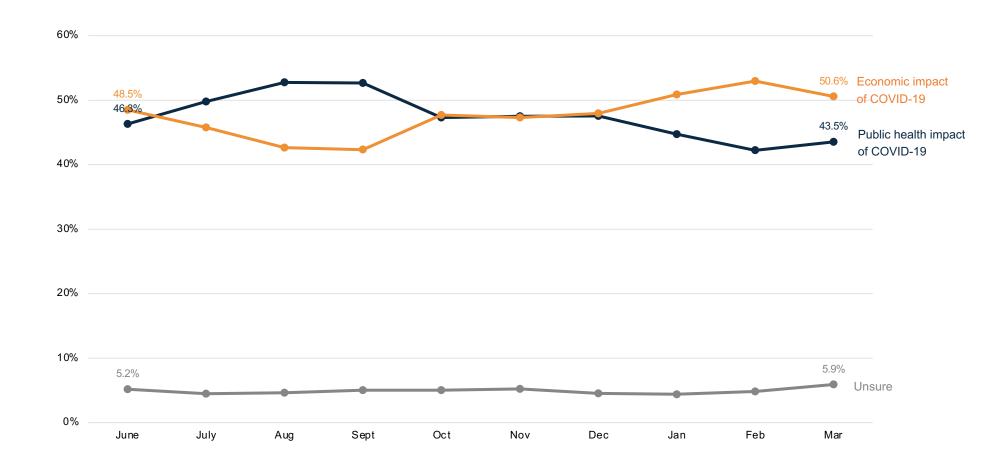
- Public health concern rebounded slightly this month; but intensity is on the side of economic impact.
- College-educated voters are split while non-college educated voters are much more concerned about the economic impact.
- Middle-aged voters (35-64) are more concerned about the economy while the youngest and oldest voters are more concerned about public health.







# **Trend: Covid Impact Concern**





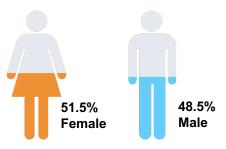
### Most voters don't believe masking signals partisanship





### **Demographics**

#### Sex

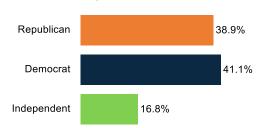


#### **Education**

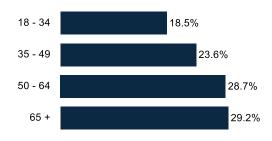


55.3% have no college degree

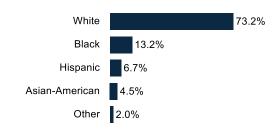
#### **Partisanship**



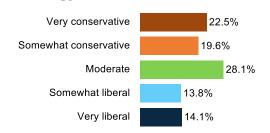
#### **Age Range**



#### **Race**



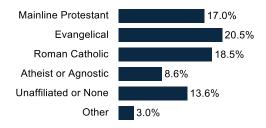
#### Ideology



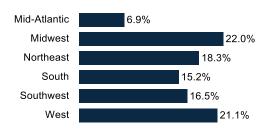
#### **Household Income**



#### Religion



#### Geo - Region





# **Questions? Contact Cygnal**



Brock McCleary
VP, Polling

brockm@cygn.al
o +1 (202) 505-5314 x 701
c +1 (202) 236-4186



Noah Rudnick
Director, Sampling & Innovation

noahr@cygn.al c +1 (518) 477-3373

