

May 19, 2022



CYGNAL

Survey of Likely General Election Voters **National**

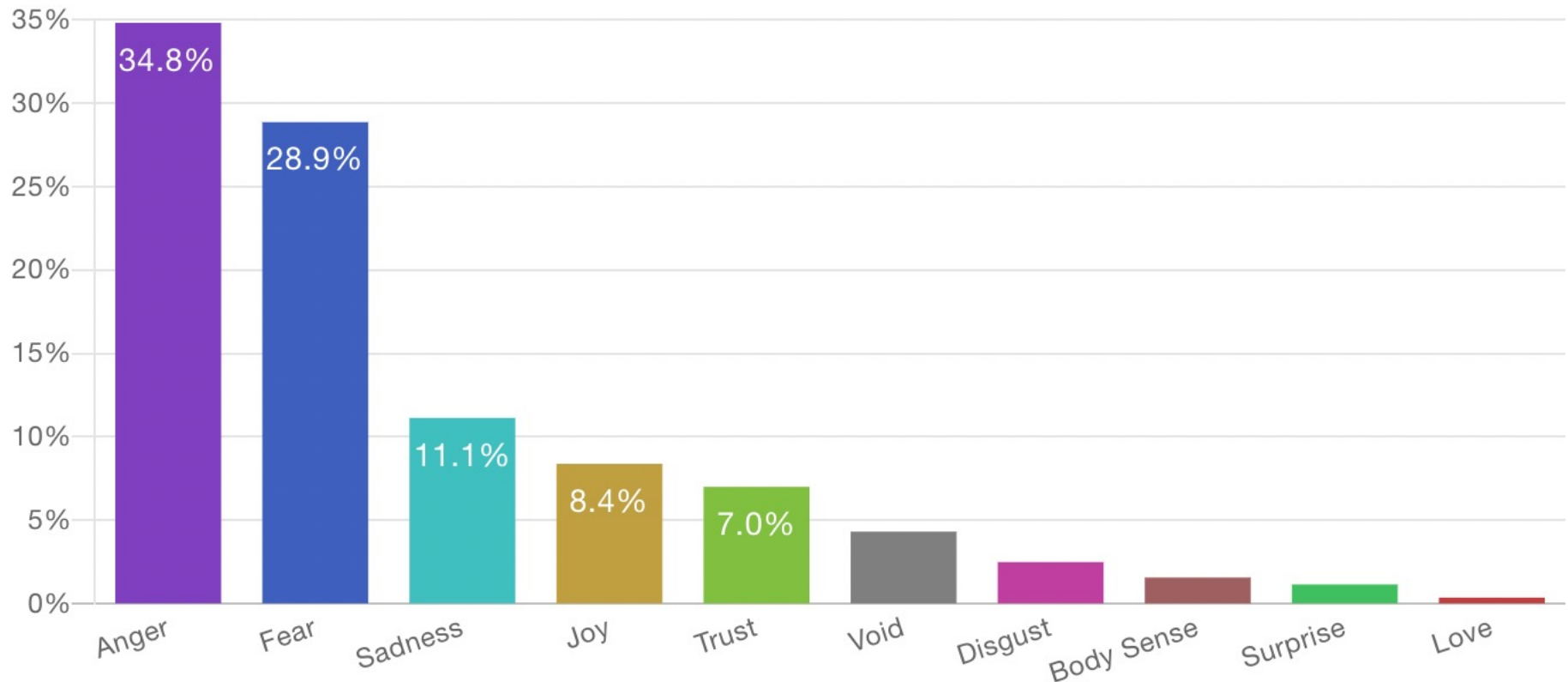
May 13 – 15, 2022 | n=5,765 | $\pm 1.30\%$

Insights & Analysis

- The **"hotness" of RD/WT and economic direction** has bounced back to the most intense we have seen all cycle. RD is **now -35**.
 - Even Dems **are now just 52-44 (+8)**, an enormous **swing from 68-27 (+31)** in March.
- Generic ballot **increased to R+3**, a cycle-long high.
- **Biden's net image slipped to a cycle-low -10**, while **Trump's image remains steady** but slipping with Independents.
- Top issue (**Inflation: 40%**) has become a forgone conclusion with every demographic group
 - Securing our border is a distant second (13%), no other issue cracks 10%
 - Independents' top priorities much closer aligned with R's than D
- The **contrast ballot reached a cycle-high +7** (Republican check and balance on Biden)
- Abortion has become a part of the national conversation, but **not moving voters in a significant manner**
 - Americans believe **life begins at conception** (including younger voters and Independents)
- Economic confidence hit a new **all-time low**, 66-27 voters feel things are getting worse
 - Independents **are equally concerned** (63-12), and even Democrats are 47-21 (even just last month)
- Again, Independents and Republicans much closer aligned on **main reason for anger**
 - Top driver for all demographic groups is **inflation**, however Democrats stand alone in next top 3 factors being Roe, climate change, and not helping those who need it; none of which crack top 5 for R's or I's

Anger and fear more than dominate voters' emotions

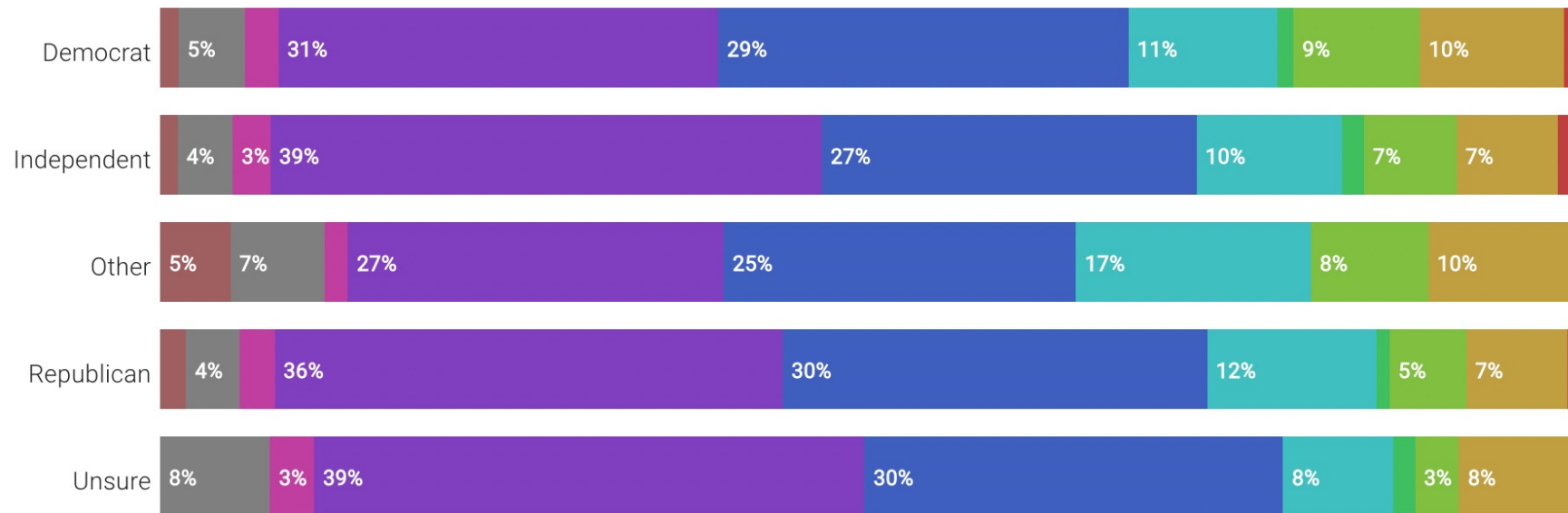
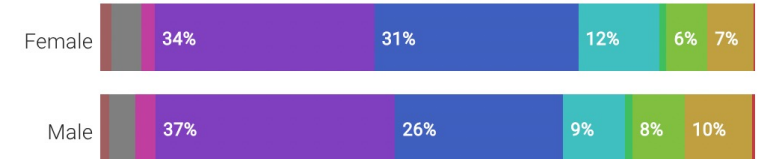
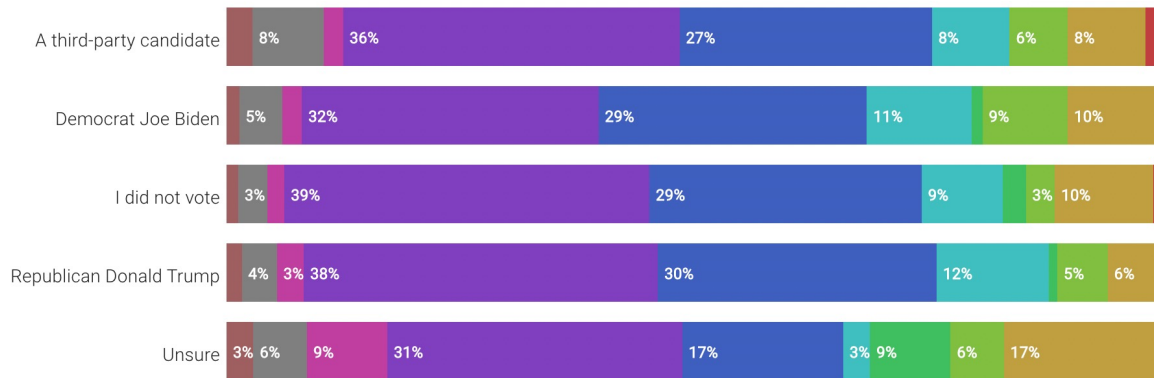
71% of all responses were of a **negative** sentiment. Voters' chose **simple words** to express how they feel about what's going on in the country right now – “bad”, “wrong”, “too much”, “sad”, “out-of-control”, “terrible”, “worried”, and the list goes on. They are **critical** of most everything, full of **righteous anger**, and **resentful / disapproving** (all Anger emotions). The primary Fear emotions are **anxiety**, **worry**, **despair**, and **distrust**.



How do you feel about what's going on in the country right now?

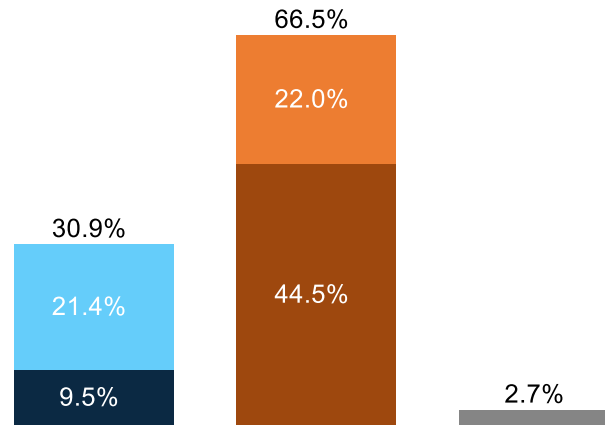
[illegible]

Anger and fear more than dominate voters' emotions



How do you feel about what's going on in the country right now?

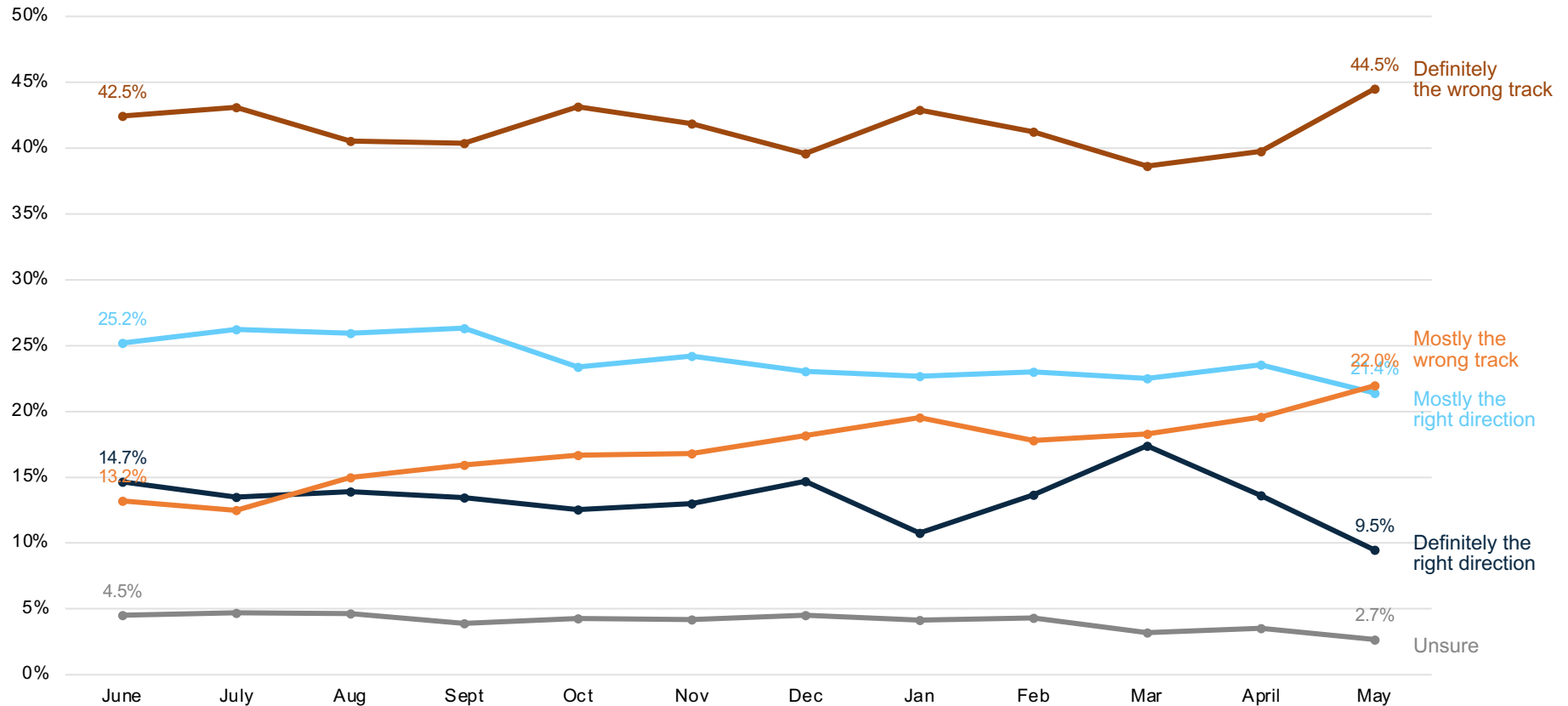
More Americans believe we are on the wrong track than any point all cycle long; Democrats losing optimism



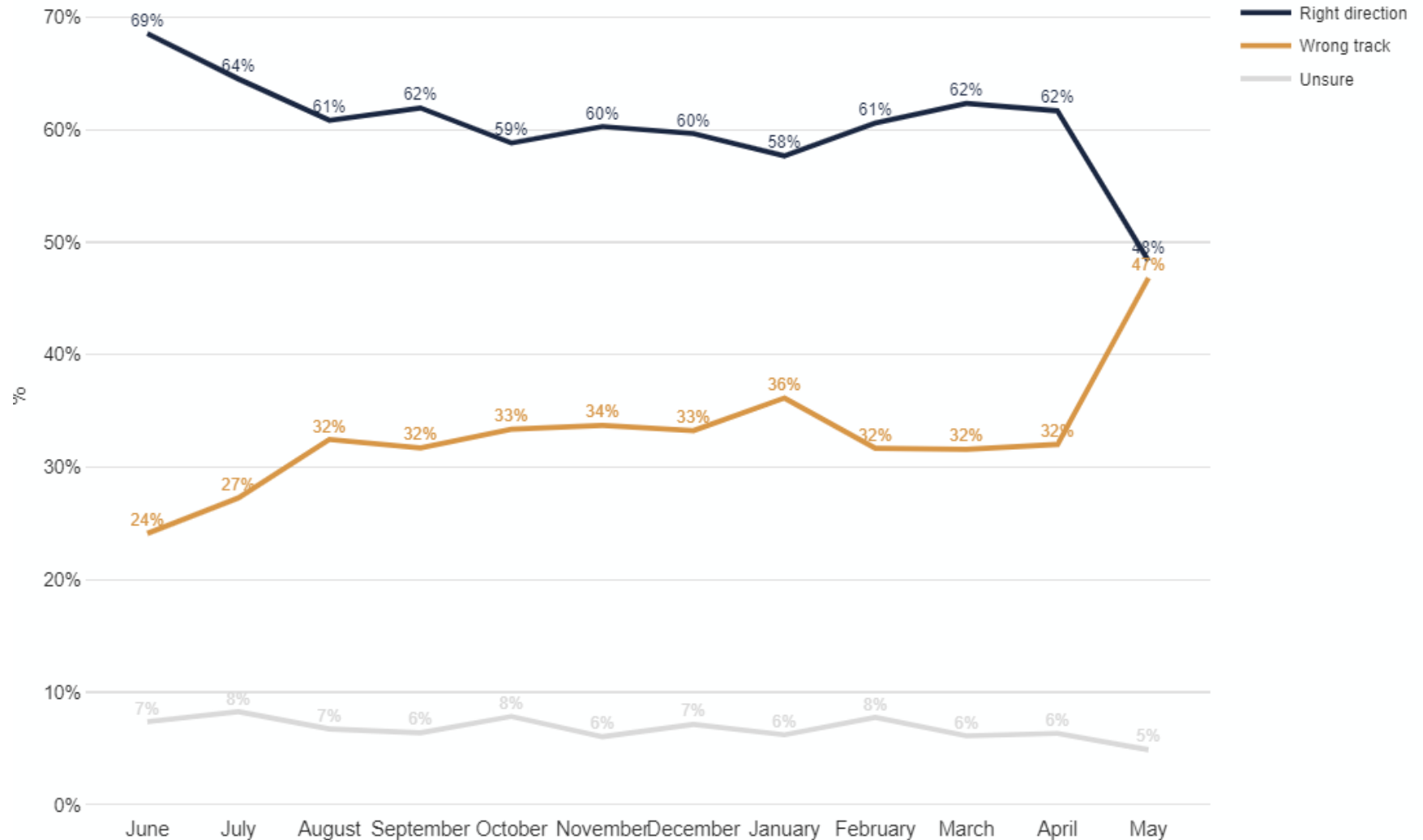
	Right direction						Wrong track						Unsure														
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Right direction	31%	31%	31%	30%	29%	34%	34%	30%	32%	27%	32%	32%	10%	52%	30%	13%	37%	51%	34%	29%	34%	28%	30%	11%	8%	49%	58%
Wrong track	66%	67%	65%	66%	69%	65%	62%	67%	66%	70%	66%	66%	89%	44%	68%	87%	60%	44%	64%	69%	63%	70%	67%	88%	92%	46%	40%
Definitely the right direction	9%	10%	10%	9%	8%	10%	10%	8%	11%	9%	9%	10%	4%	17%	6%	5%	9%	17%	10%	9%	11%	8%	9%	4%	2%	16%	19%
Mostly the right direction	22%	21%	21%	21%	20%	24%	25%	22%	20%	18%	23%	22%	7%	35%	23%	8%	28%	35%	24%	20%	23%	20%	21%	7%	6%	33%	39%
Mostly the wrong track	24%	20%	29%	25%	19%	18%	24%	22%	21%	22%	18%	25%	18%	25%	25%	16%	28%	25%	22%	22%	23%	22%	19%	19%	15%	26%	20%
Definitely the wrong track	42%	47%	36%	41%	50%	47%	39%	46%	44%	48%	47%	41%	71%	20%	43%	71%	32%	20%	41%	47%	40%	48%	48%	69%	77%	20%	20%
Unsure	3%	2%	4%	4%	2%	1%	4%	3%	3%	3%	2%	3%	1%	4%	3%	1%	3%	4%	3%	3%	3%	2%	3%	1%	0%	5%	2%

Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

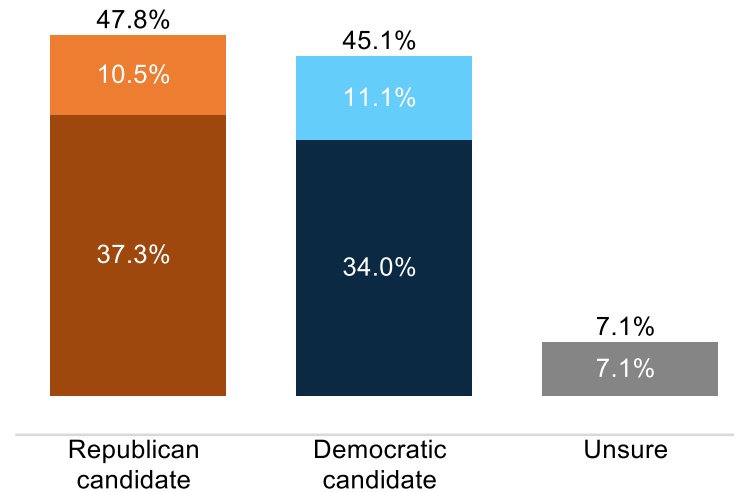
Just 9% of voters believe things are 'definitely headed in the right direction'



DEM Women are quickly losing faith



Slight bump on generic ballot leads to cycle-high R+3

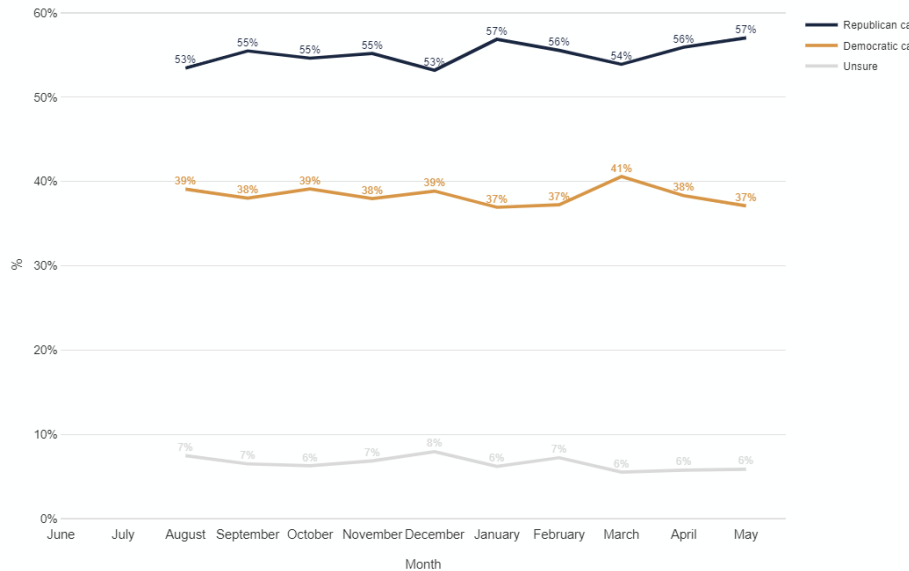


	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Republican candidate	45%	50%	41%	45%	53%	50%	47%	48%	44%	55%	51%	43%	90%	11%	40%	84%	35%	9%	43%	52%	46%	50%	49%	90%	90%	9%	17%
Democratic candidate	47%	43%	51%	47%	41%	45%	45%	44%	48%	40%	43%	49%	7%	84%	42%	13%	51%	87%	51%	41%	46%	43%	45%	6%	7%	86%	81%
Definitely the Republican candidate	35%	40%	26%	33%	43%	43%	36%	38%	33%	46%	40%	33%	75%	8%	25%	72%	21%	5%	33%	40%	34%	40%	40%	73%	79%	5%	14%
Probably the Republican candidate	10%	11%	15%	12%	10%	7%	11%	11%	11%	9%	11%	10%	15%	4%	15%	12%	15%	4%	10%	11%	12%	10%	9%	17%	11%	4%	2%
Probably the Democratic candidate	11%	11%	19%	12%	9%	8%	12%	11%	10%	11%	9%	14%	3%	17%	17%	4%	18%	14%	12%	11%	12%	11%	9%	3%	3%	20%	10%
Definitely the Democratic candidate	35%	32%	32%	34%	32%	37%	34%	33%	38%	30%	33%	35%	4%	67%	25%	8%	33%	73%	39%	30%	34%	32%	36%	4%	3%	66%	71%
Unsure	8%	6%	8%	8%	7%	6%	8%	7%	7%	5%	6%	8%	3%	4%	18%	3%	14%	4%	6%	8%	8%	7%	6%	3%	3%	5%	3%

If the 2022 general elections were held today, and you had to make a choice, would you be voting for the Republican or Democratic candidate for Congress?

Generic Ballot split by religion

Trend: Generic Ballot - Congressional



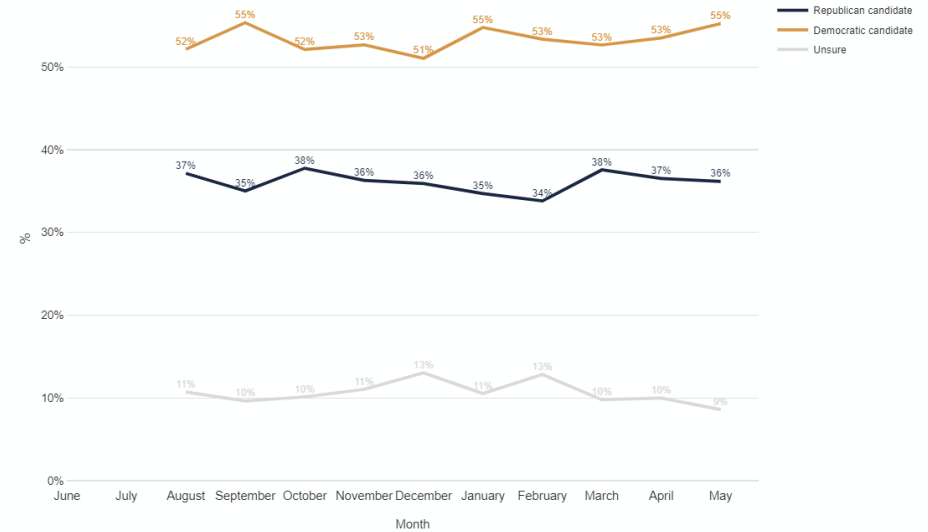
(Protestant OR Roman Catholic OR Evangelical or born-again Christian) Sample size: 32054



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(Atheist or Agnostic OR Unaffiliated or None OR Unsure OR Other) Sample size: 26950

Trend: Generic Ballot - Congressional



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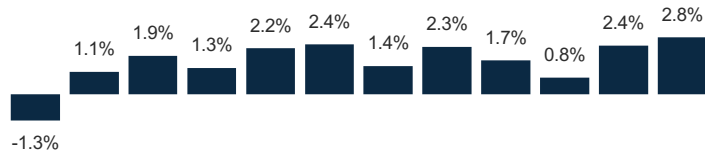
If the 2022 general elections were held today, and you had to make a choice, would you be voting for the Republican or Democratic candidate for Congress?



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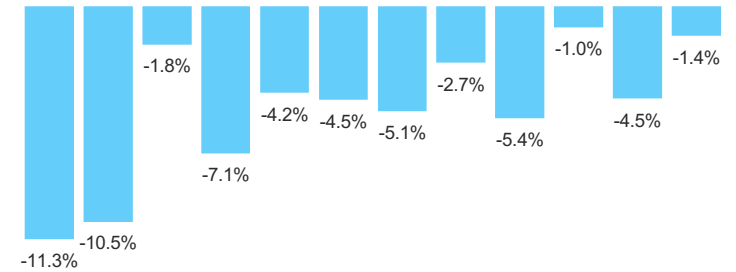
Democrats have seen their advantage with females disappear

Overall (%Rep-%Dem)



June July Aug Sept Oct Nov Dec Jan Feb Mar April May

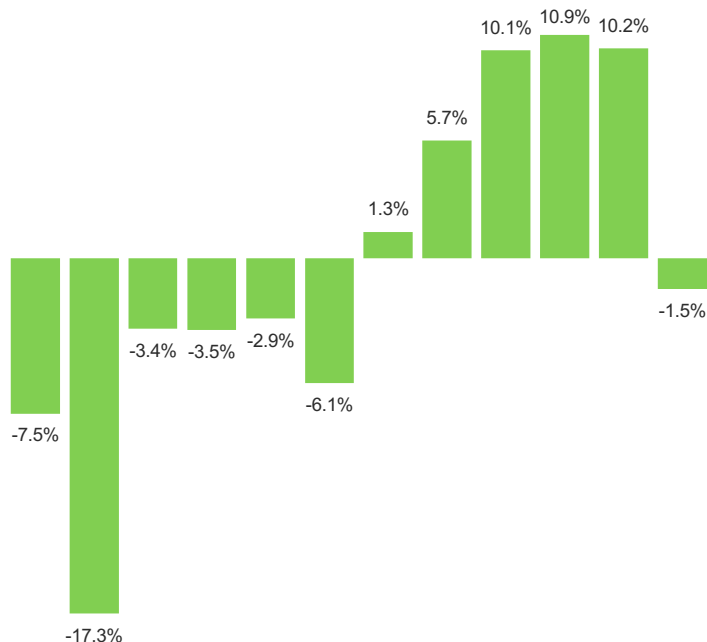
Females (%Rep-%Dem)



June July Aug Sept Oct Nov Dec Jan Feb Mar April May

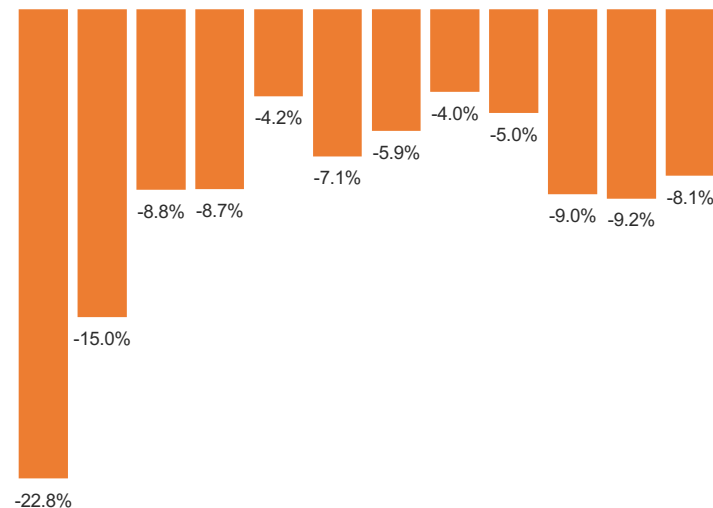
Independents cooling on GOP, but not warming to DEMs

Indies (%Rep-%Dem)



June July Aug Sept Oct Nov Dec Jan Feb Mar April May

College (%Rep-%Dem)

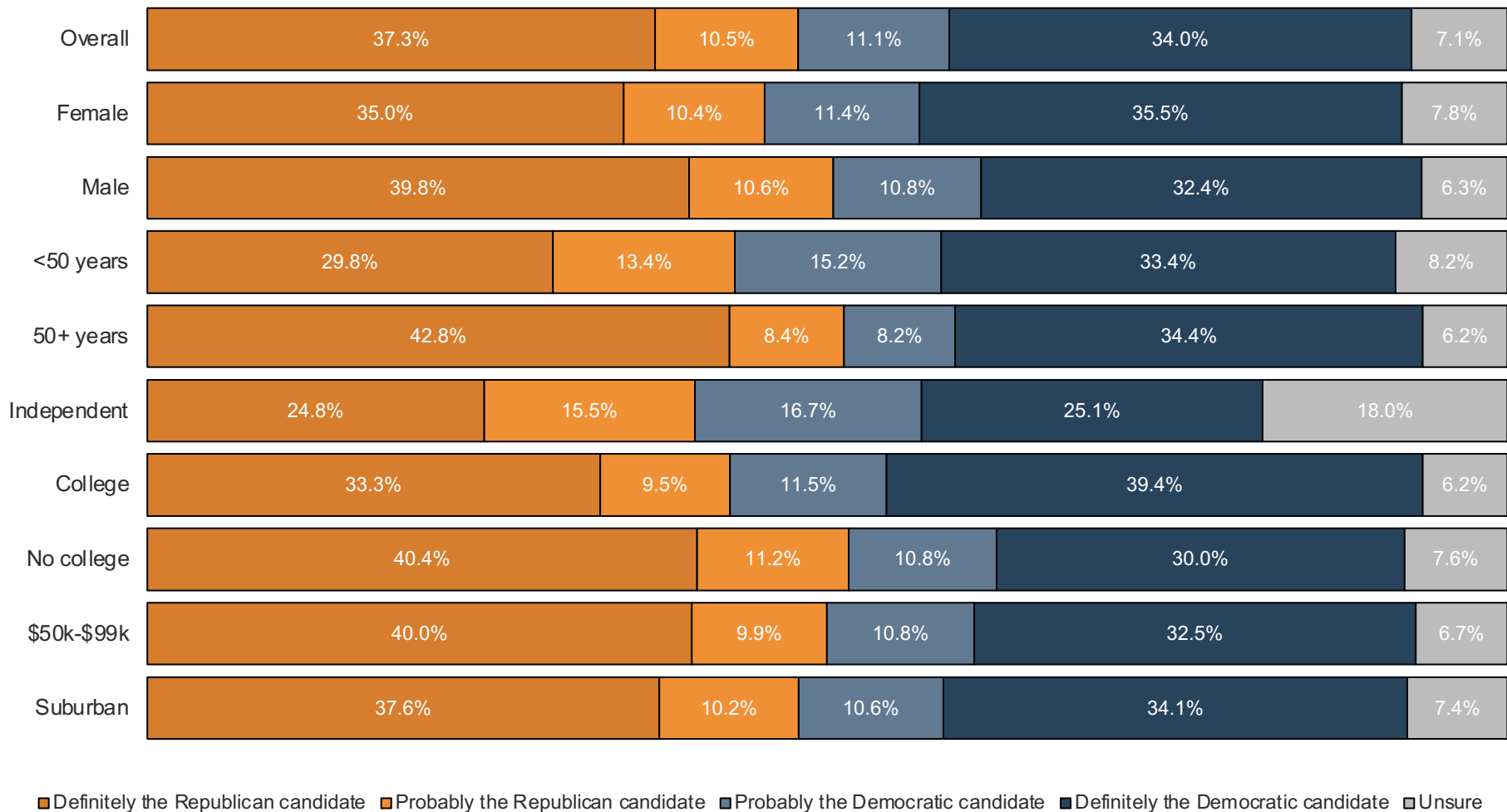


June July Aug Sept Oct Nov Dec Jan Feb Mar April May

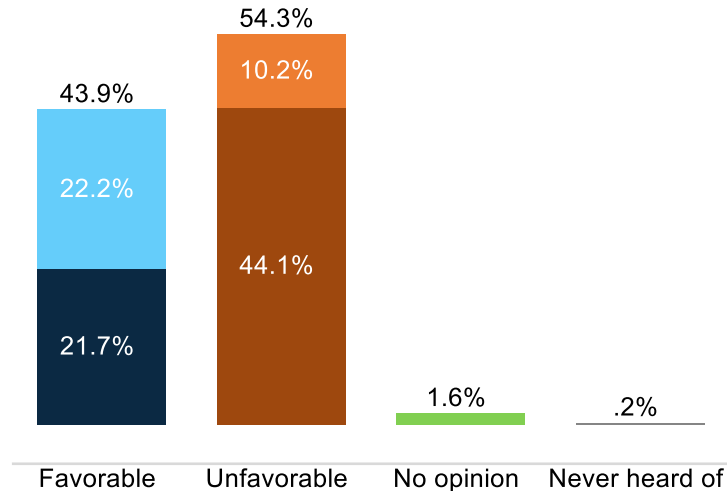


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GOP margin driven by older voters



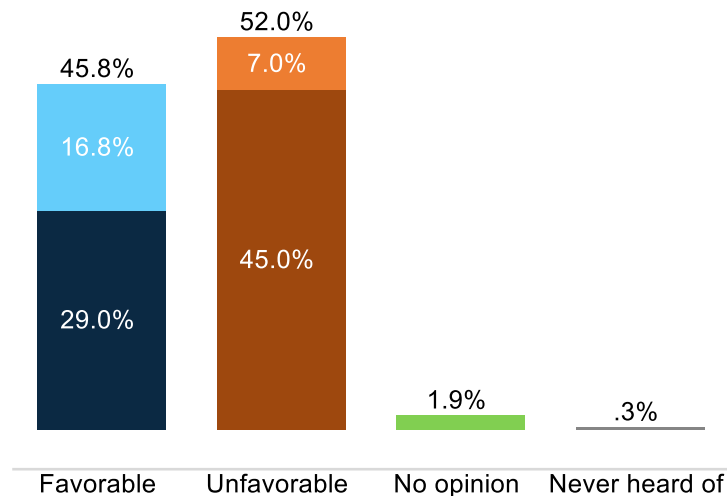
Biden image hits cycle-long low



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	45%	42%	43%	45%	41%	46%	46%	43%	46%	39%	42%	47%	10%	78%	42%	15%	51%	79%	49%	40%	46%	41%	45%	10%	10%	77%	79%
Unfavorable Total	53%	56%	54%	53%	58%	53%	52%	55%	52%	59%	56%	52%	89%	21%	55%	84%	47%	20%	49%	58%	52%	59%	53%	88%	89%	21%	20%
Very Favorable	22%	22%	18%	19%	21%	27%	23%	21%	24%	20%	23%	20%	3%	43%	15%	8%	22%	42%	23%	21%	24%	20%	21%	4%	3%	39%	52%
Somewhat Favorable	24%	21%	24%	26%	20%	19%	23%	22%	22%	19%	20%	26%	7%	35%	27%	7%	29%	37%	26%	19%	22%	21%	24%	6%	7%	38%	27%
Somewhat Unfavorable	10%	10%	18%	11%	8%	6%	10%	11%	11%	8%	9%	11%	9%	9%	15%	7%	14%	10%	10%	10%	10%	11%	9%	9%	8%	11%	4%
Very Unfavorable	42%	46%	35%	42%	49%	47%	42%	44%	41%	51%	46%	41%	80%	12%	41%	77%	33%	9%	39%	48%	41%	48%	44%	79%	82%	10%	16%
No Opinion	2%	1%	3%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
Never Heard Of	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Joe Biden?

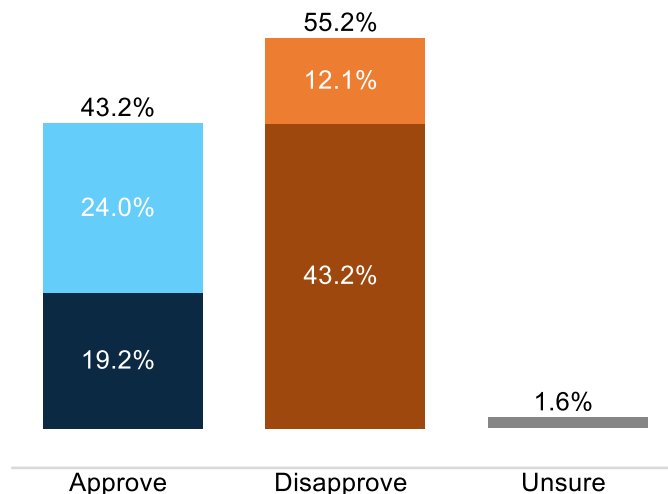
Trump image stable, Independents not supportive



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Favorable Total	44%	48%	43%	45%	49%	45%	44%	46%	41%	53%	50%	41%	83%	15%	37%	79%	32%	12%	39%	51%	45%	47%	45%	84%	80%	14%	16%
Unfavorable Total	54%	50%	52%	52%	49%	54%	53%	52%	56%	45%	47%	57%	16%	83%	61%	19%	64%	87%	60%	46%	52%	51%	54%	15%	19%	83%	83%
Very Favorable	28%	30%	28%	26%	31%	29%	29%	29%	27%	35%	33%	24%	56%	8%	17%	54%	16%	6%	22%	34%	30%	30%	26%	58%	53%	7%	12%
Somewhat Favorable	16%	18%	15%	19%	17%	16%	16%	18%	14%	18%	17%	17%	27%	6%	19%	25%	16%	6%	16%	17%	15%	18%	19%	26%	27%	7%	5%
Somewhat Unfavorable	6%	8%	10%	8%	5%	5%	9%	7%	8%	6%	7%	6%	6%	6%	12%	7%	11%	4%	7%	7%	8%	6%	7%	6%	7%	7%	2%
Very Unfavorable	48%	42%	42%	44%	44%	49%	44%	46%	48%	39%	40%	51%	10%	77%	49%	13%	54%	83%	53%	39%	44%	45%	47%	9%	12%	75%	81%
No Opinion	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	3%	1%	1%	2%	3%	1%	1%	0%	3%	1%	
Never Heard Of	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	

Do you have a favorable or unfavorable opinion of Donald Trump?

Biden underwater job approval, soft on approval and hard on disapproval



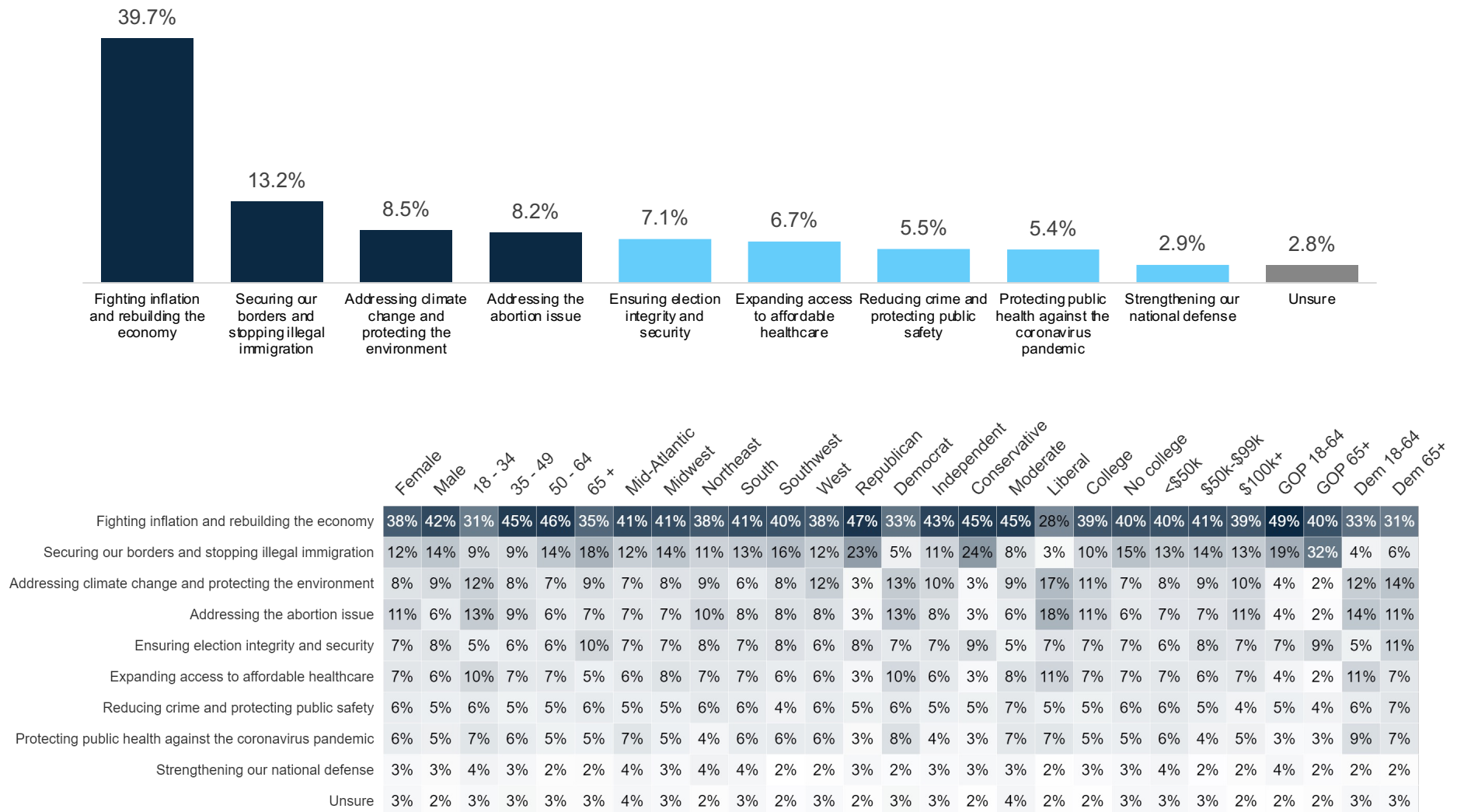
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Approve Total	45%	41%	43%	45%	41%	45%	45%	43%	45%	38%	41%	46%	11%	76%	41%	14%	51%	78%	48%	39%	46%	39%	44%	12%	9%	75%	77%
Disapprove Total	53%	57%	54%	53%	58%	55%	54%	56%	54%	60%	57%	52%	89%	23%	56%	85%	47%	21%	50%	59%	53%	59%	54%	88%	91%	23%	22%
Strongly approve	19%	19%	17%	18%	18%	24%	20%	19%	20%	16%	20%	20%	4%	36%	14%	7%	19%	38%	21%	18%	21%	17%	20%	5%	3%	33%	44%
Somewhat approve	26%	22%	27%	27%	23%	21%	25%	24%	25%	22%	22%	26%	7%	39%	27%	8%	31%	40%	27%	22%	25%	22%	24%	7%	6%	42%	33%
Somewhat disapprove	12%	12%	21%	13%	10%	7%	12%	11%	12%	11%	11%	14%	10%	11%	17%	8%	17%	12%	12%	12%	12%	13%	11%	11%	8%	14%	5%
Strongly disapprove	41%	45%	32%	40%	48%	48%	41%	44%	41%	49%	45%	38%	78%	11%	40%	77%	30%	8%	39%	47%	40%	47%	44%	76%	83%	9%	17%
Unsure	2%	1%	3%	2%	1%	1%	2%	1%	1%	2%	2%	1%	0%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	0%	2%	1%

Do you approve or disapprove of the job that Joe Biden is doing as President?



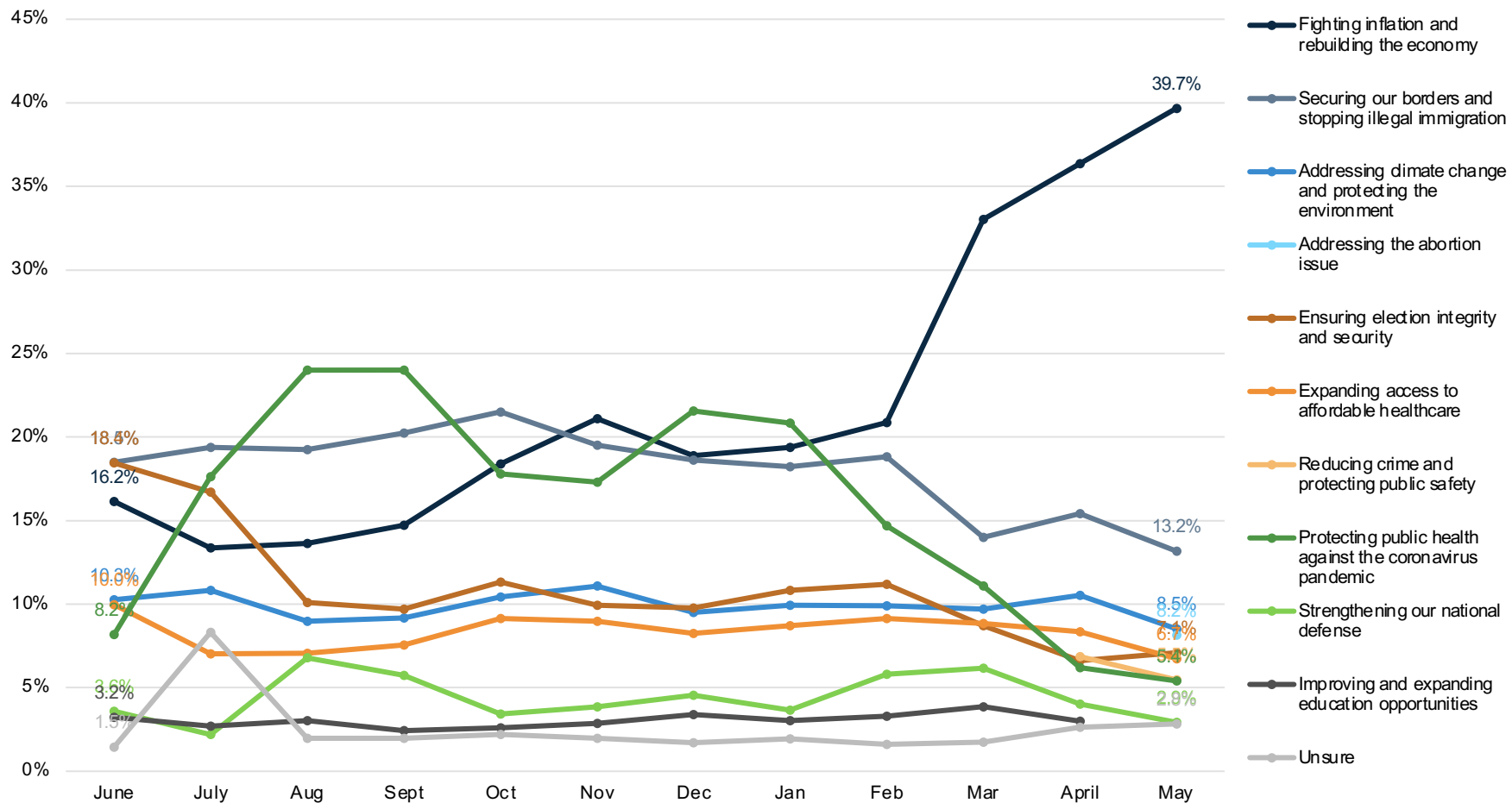
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2022 currently a one-issue election cycle

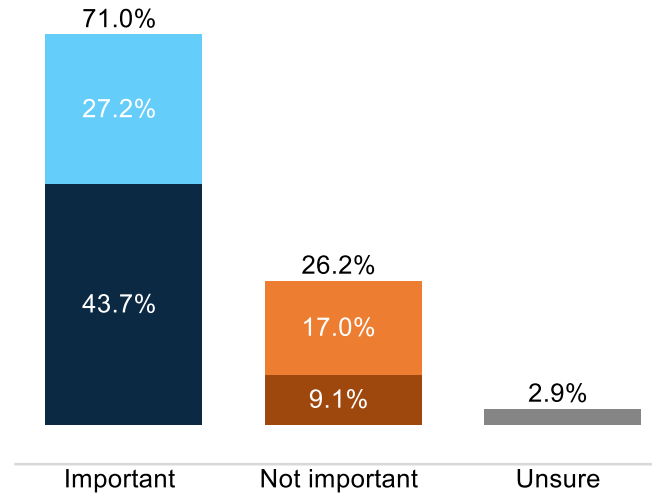


Which one of the following issues do you believe should be the top priority for your elected officials?

Inflation top issue for all groups; Covid falls off radar



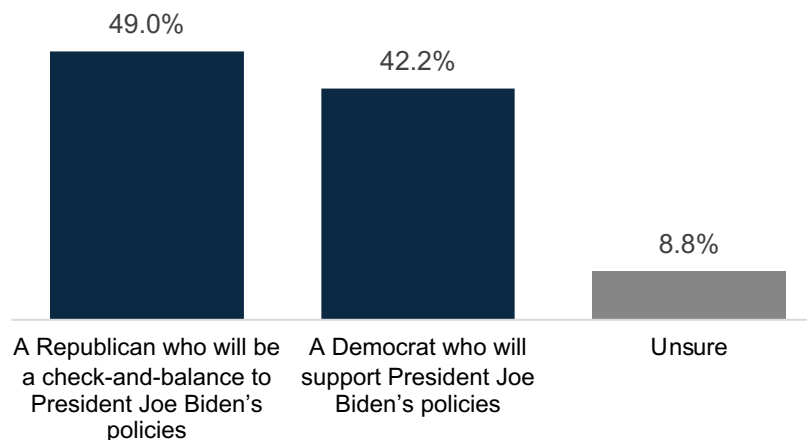
Illegal immigration important issue to every demo group



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Important Total	70%	72%	57%	68%	77%	76%	72%	73%	70%	75%	72%	66%	90%	56%	66%	91%	69%	45%	66%	75%	71%	72%	68%	89%	92%	53%	62%
Not important Total	26%	26%	38%	29%	20%	22%	24%	25%	27%	23%	25%	31%	8%	41%	31%	8%	27%	52%	32%	22%	25%	25%	30%	9%	6%	43%	36%
Very important	41%	46%	30%	39%	49%	51%	41%	44%	42%	50%	48%	38%	69%	23%	36%	73%	31%	15%	39%	47%	42%	46%	43%	65%	79%	22%	27%
Somewhat important	28%	26%	27%	28%	28%	25%	31%	29%	27%	26%	25%	28%	21%	32%	30%	18%	38%	30%	27%	28%	29%	27%	25%	24%	14%	32%	35%
Not that important	18%	16%	21%	18%	14%	16%	17%	16%	18%	15%	16%	19%	6%	26%	21%	6%	19%	31%	20%	15%	17%	16%	17%	7%	4%	25%	27%
Not important at all	8%	10%	17%	12%	6%	6%	7%	9%	9%	7%	9%	12%	2%	15%	11%	2%	7%	21%	12%	7%	7%	9%	13%	2%	2%	17%	8%
Unsure	4%	2%	5%	3%	3%	2%	4%	2%	3%	2%	3%	3%	2%	4%	3%	1%	4%	3%	2%	4%	4%	2%	1%	2%	1%	4%	3%

How important is the issue of curbing illegal immigration to you?

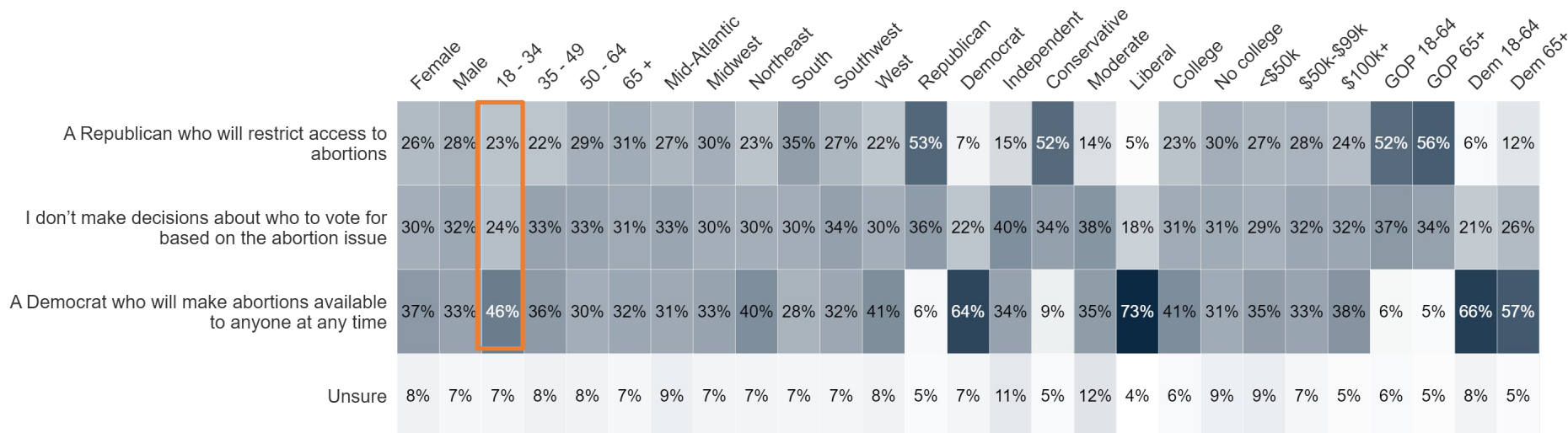
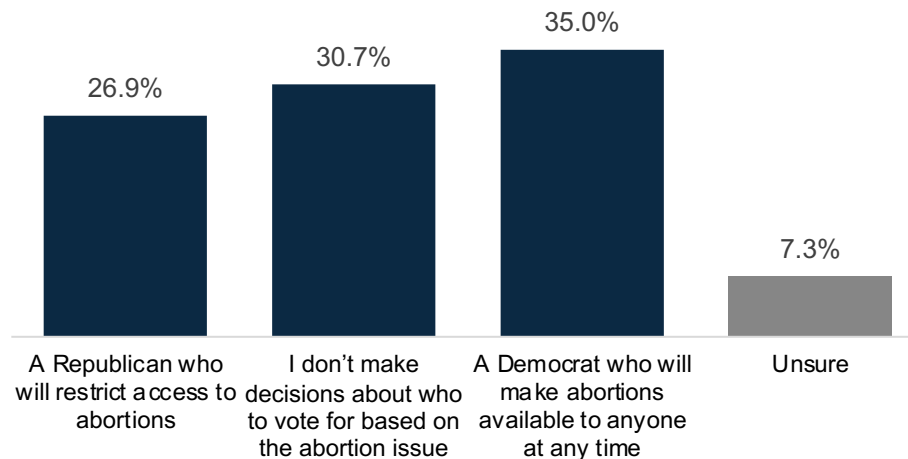
Contrast ballot reaches cycle high for GOP check-and-balance



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
A Republican who will be a check-and-balance to President Joe Biden's policies	47%	51%	43%	46%	53%	51%	47%	50%	46%	55%	52%	45%	90%	13%	45%	85%	38%	9%	44%	53%	47%	51%	50%	89%	90%	11%	18%
A Democrat who will support President Joe Biden's policies	44%	41%	45%	45%	38%	42%	42%	42%	46%	36%	41%	45%	6%	80%	37%	10%	47%	85%	48%	38%	44%	40%	43%	6%	5%	81%	78%
Unsure	10%	8%	11%	9%	10%	6%	11%	8%	9%	9%	8%	10%	4%	7%	18%	4%	16%	6%	8%	9%	9%	9%	7%	5%	4%	9%	4%

Thinking about the race for Congress, which one of the following candidates would you vote for?

Abortion moving young voters significantly more than others

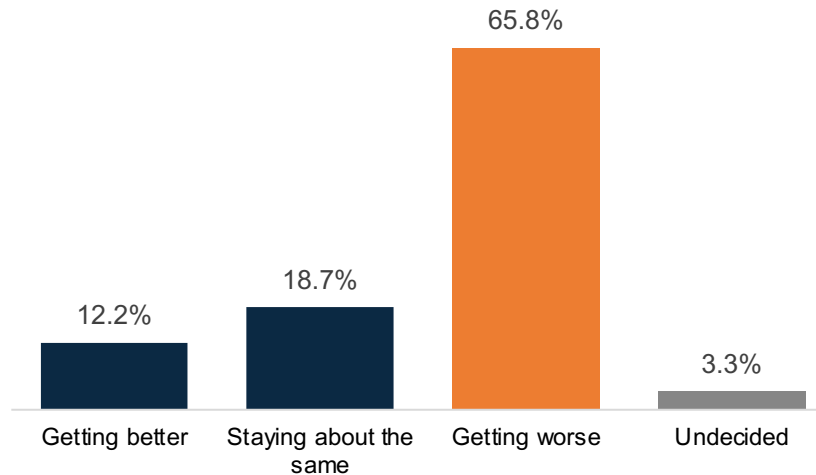


Thinking again about the race for Congress, which one of the following candidates would you vote for?



CYGNAL

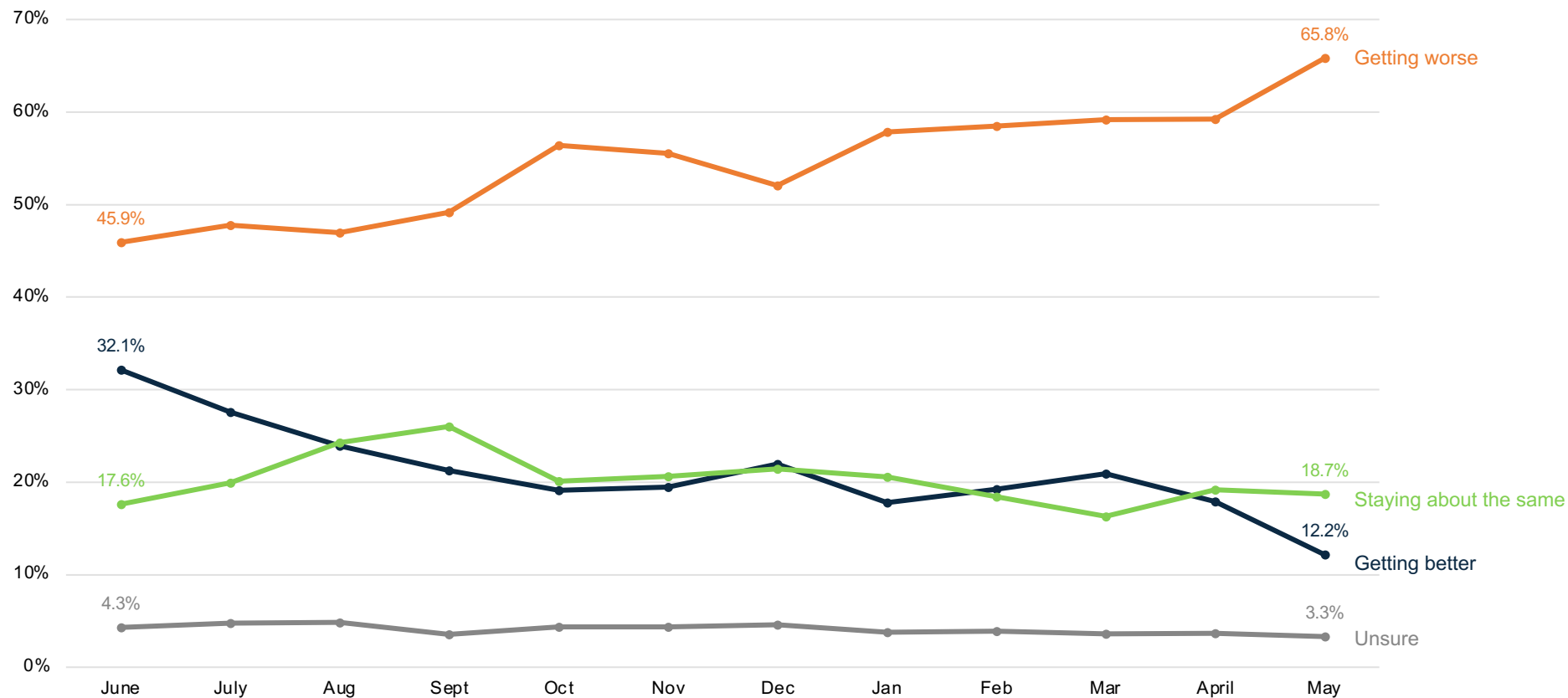
Finally, an issue all voters can agree: the economy is getting worse



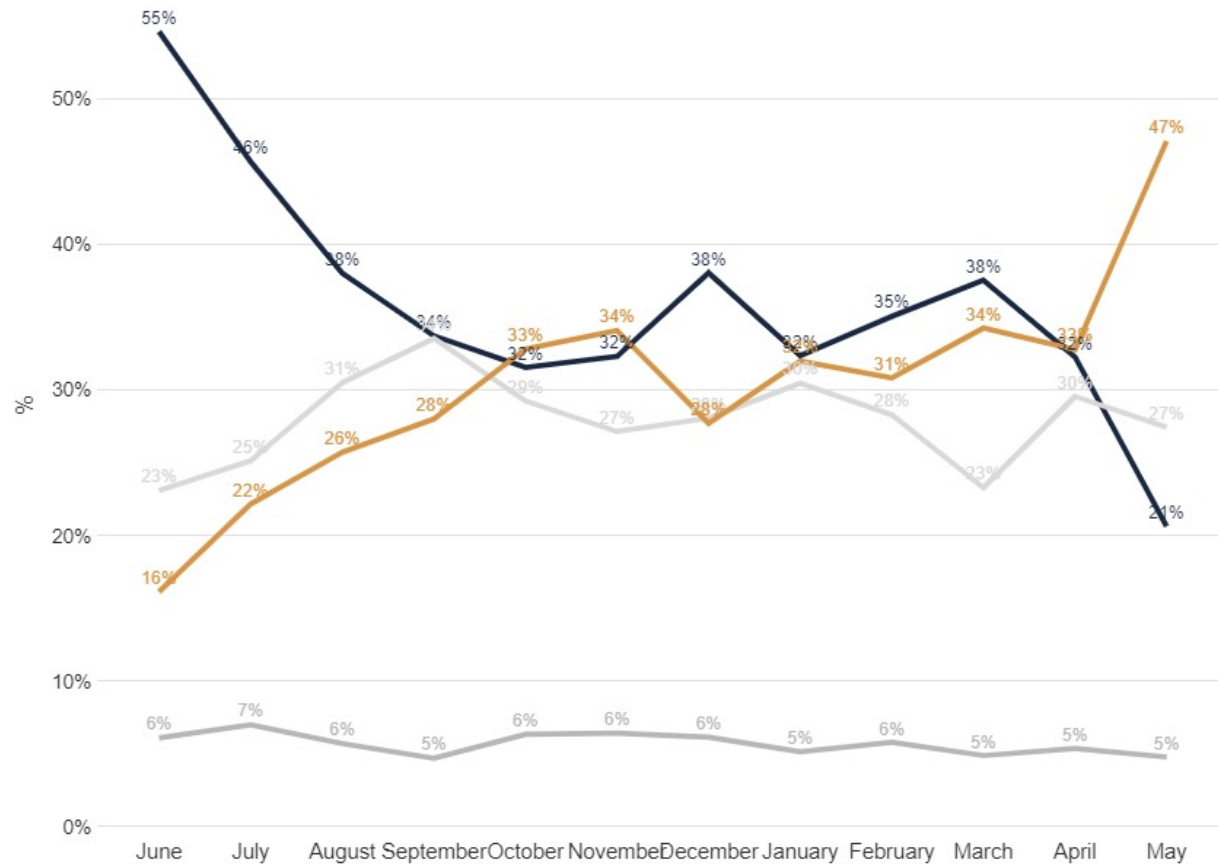
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Getting better	10%	15%	15%	13%	10%	12%	10%	13%	13%	11%	12%	12%	4%	21%	12%	6%	11%	23%	15%	10%	13%	11%	13%	4%	3%	21%	20%
Staying about the same	19%	18%	24%	21%	15%	17%	21%	18%	20%	17%	18%	19%	8%	27%	21%	8%	26%	28%	20%	18%	20%	18%	17%	9%	7%	28%	26%
Getting worse	67%	65%	58%	62%	71%	68%	64%	67%	64%	69%	65%	65%	87%	47%	63%	86%	59%	44%	63%	68%	63%	68%	68%	85%	90%	46%	49%
Undecided	4%	3%	4%	4%	3%	3%	4%	2%	3%	3%	4%	4%	1%	5%	4%	1%	4%	5%	3%	3%	4%	3%	2%	1%	1%	5%	4%

Do you believe the economy is getting better, getting worse, or staying about the same?

66%, a cycle-long high, believe the economy is getting worse



Democrats have lost faith in the economy



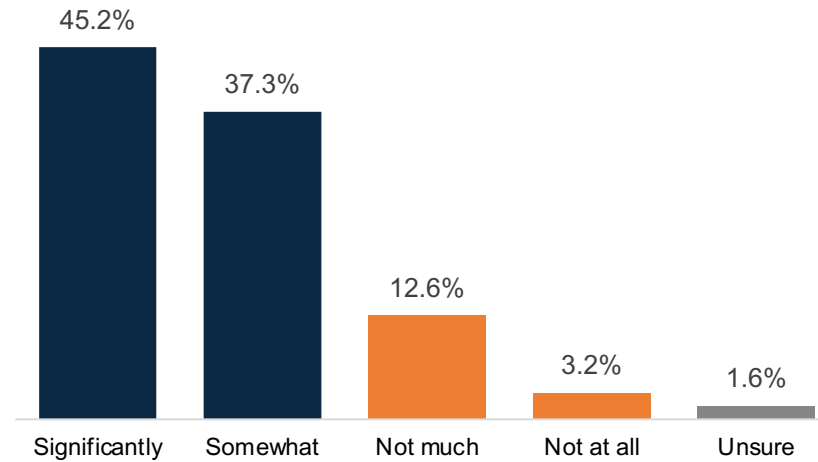
Getting worse

Staying about the same

Getting better

Unsure

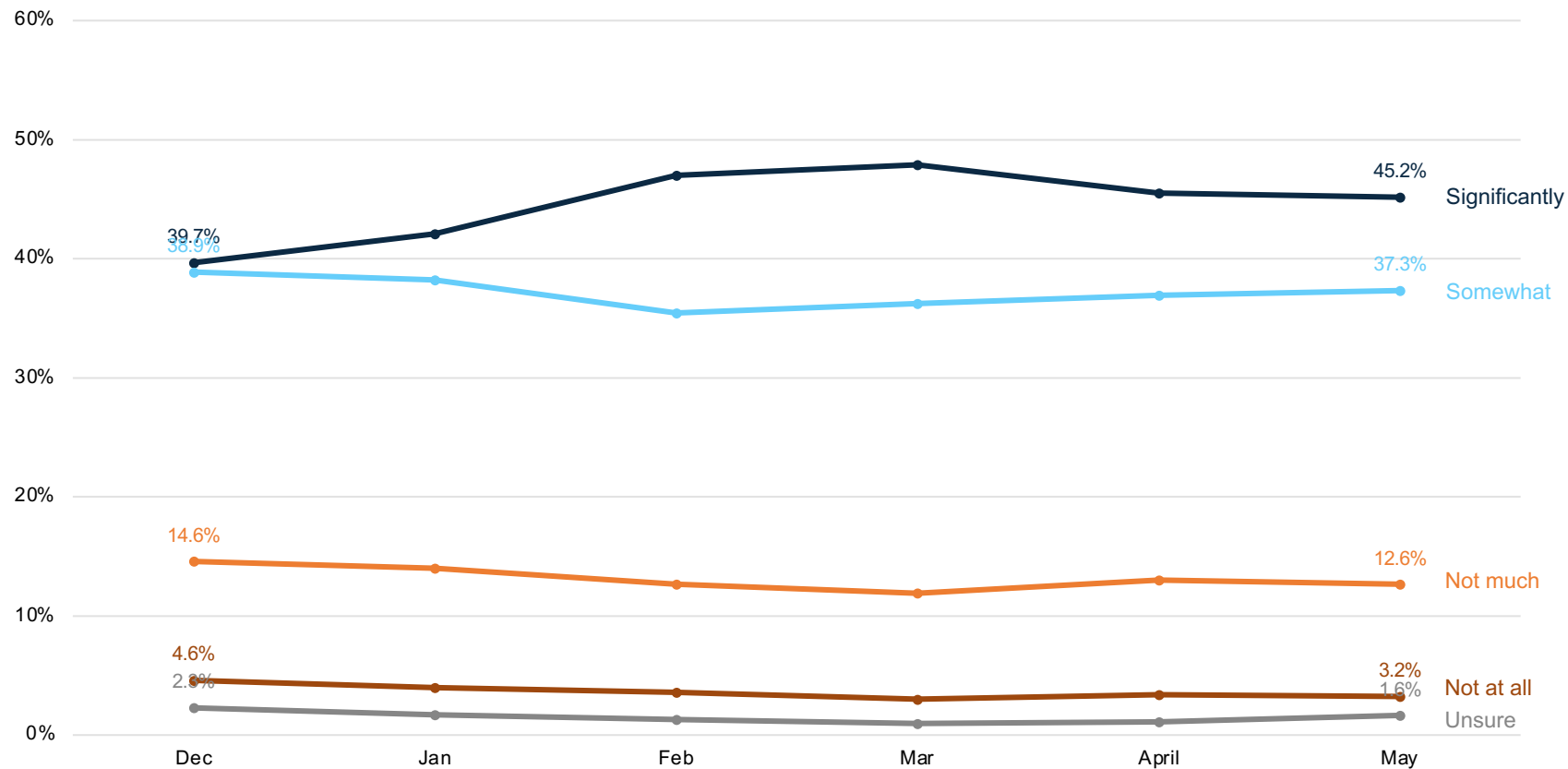
Overwhelming majority are hurting personally from inflation



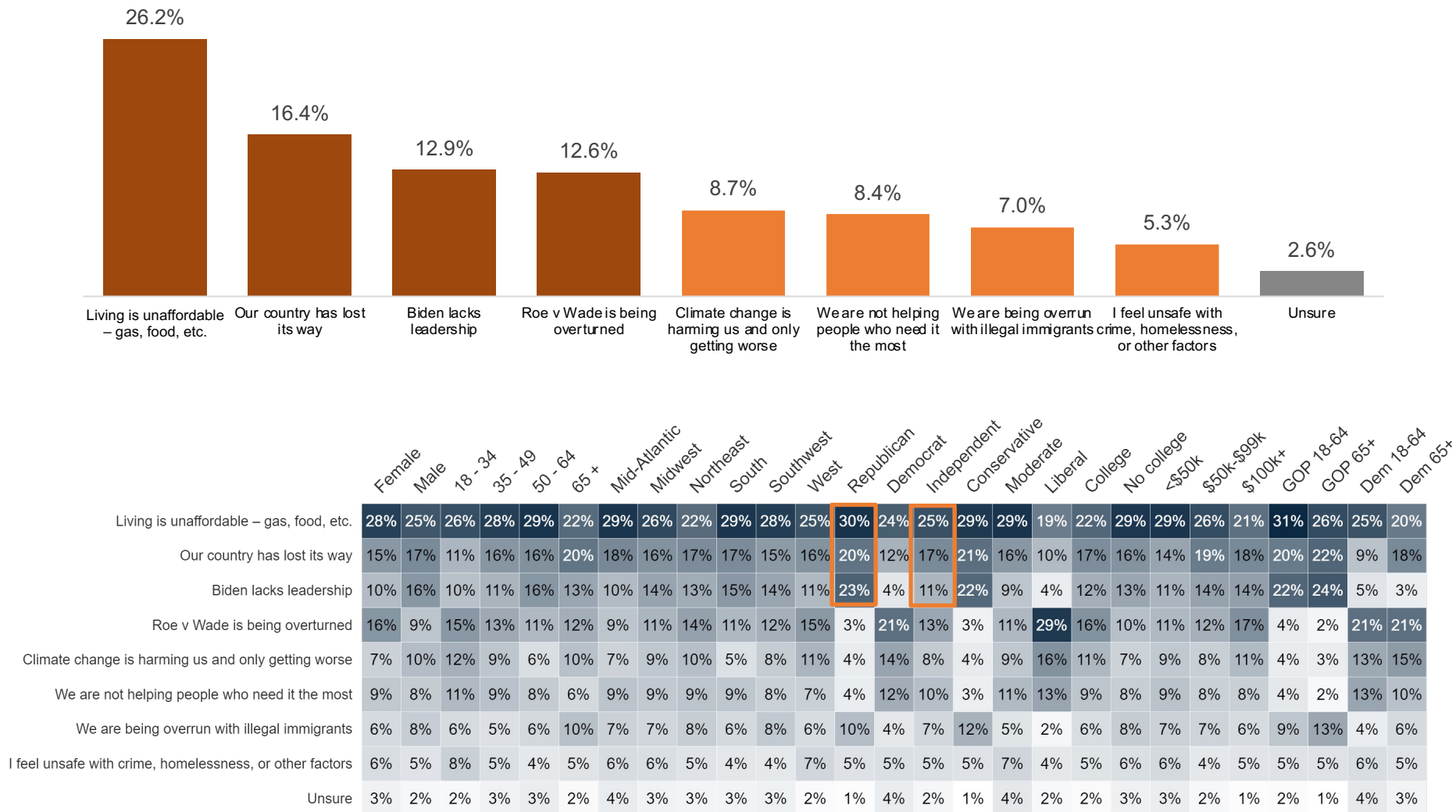
	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Significantly	46%	44%	43%	47%	50%	41%	46%	44%	44%	47%	48%	44%	57%	35%	44%	59%	39%	31%	40%	49%	48%	45%	41%	58%	55%	37%	29%
Somewhat	37%	38%	36%	36%	36%	40%	36%	40%	38%	37%	33%	38%	33%	42%	36%	32%	41%	43%	41%	34%	35%	40%	40%	33%	35%	41%	43%
Not much	12%	13%	15%	12%	9%	15%	12%	12%	13%	12%	14%	14%	7%	17%	15%	7%	14%	20%	15%	11%	11%	13%	15%	7%	8%	15%	21%
Not at all	3%	3%	4%	3%	3%	4%	4%	3%	4%	3%	3%	4%	2%	4%	3%	2%	4%	4%	3%	3%	4%	2%	3%	2%	2%	4%	5%
Unsure	2%	2%	3%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	3%	1%	1%	1%	0%	3%	1%

As you think about the economy, how much — if at all — is inflation hurting your personal finances?

Impact of inflation hasn't grown in several months



GOP and Independents once again more aligned in '22

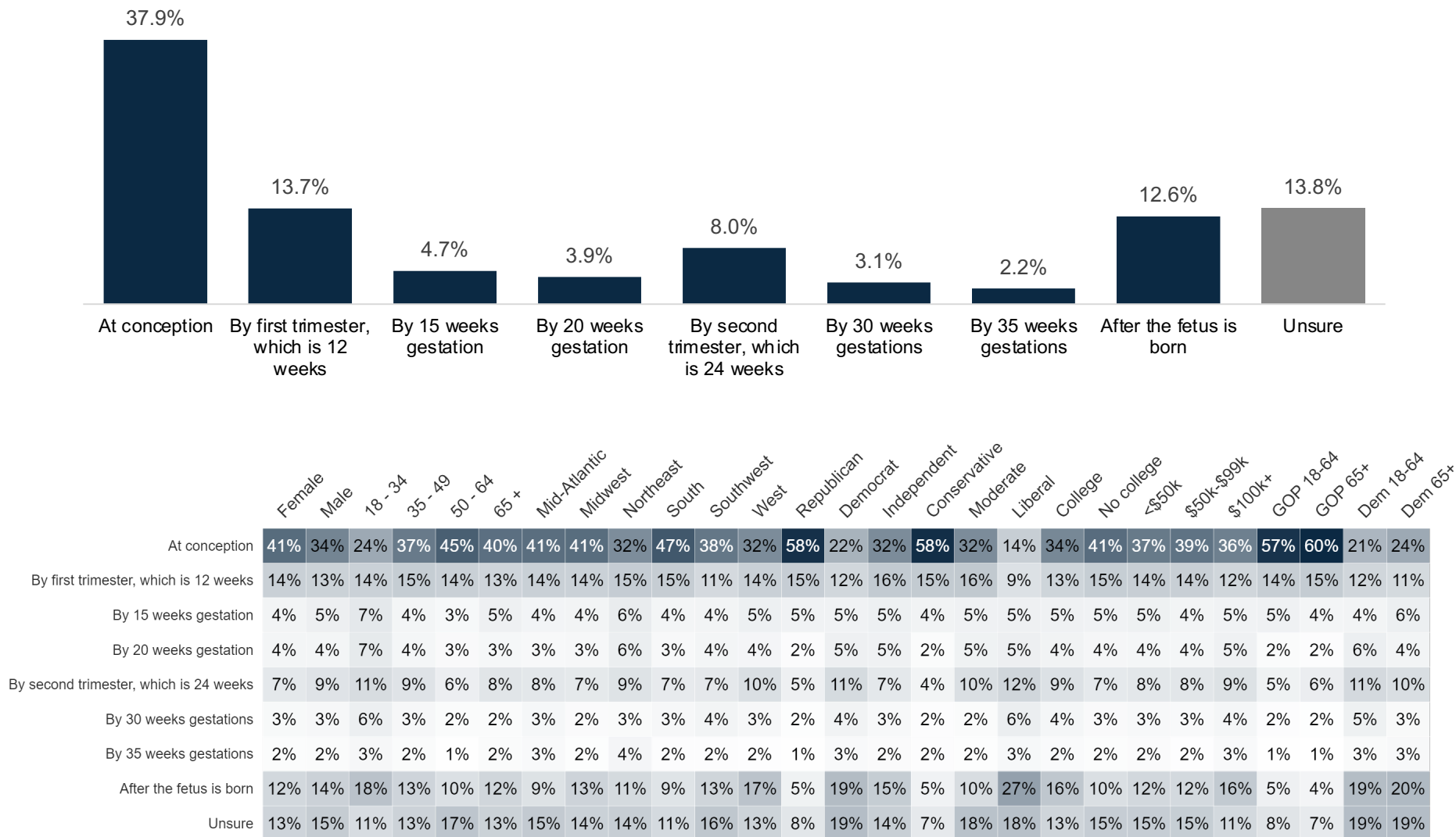


When you think about how frustrated you are about what's going on in the country – if that's the case – what angers you the most?



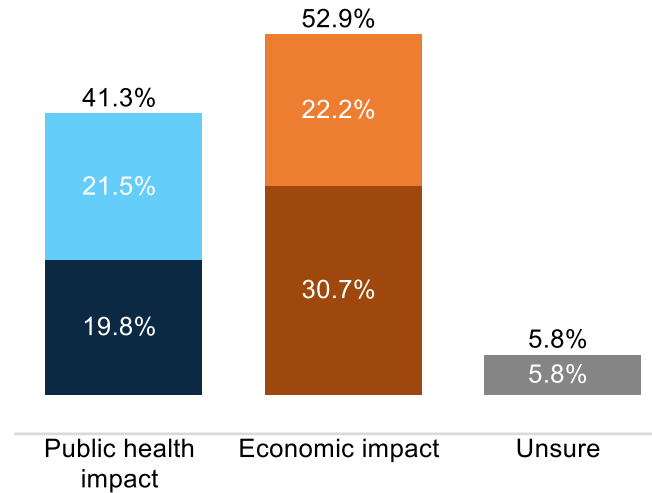
CYGNAL

Americans believe life begins at conception



When do you personally think life begins as it relates to pregnancy and birth?

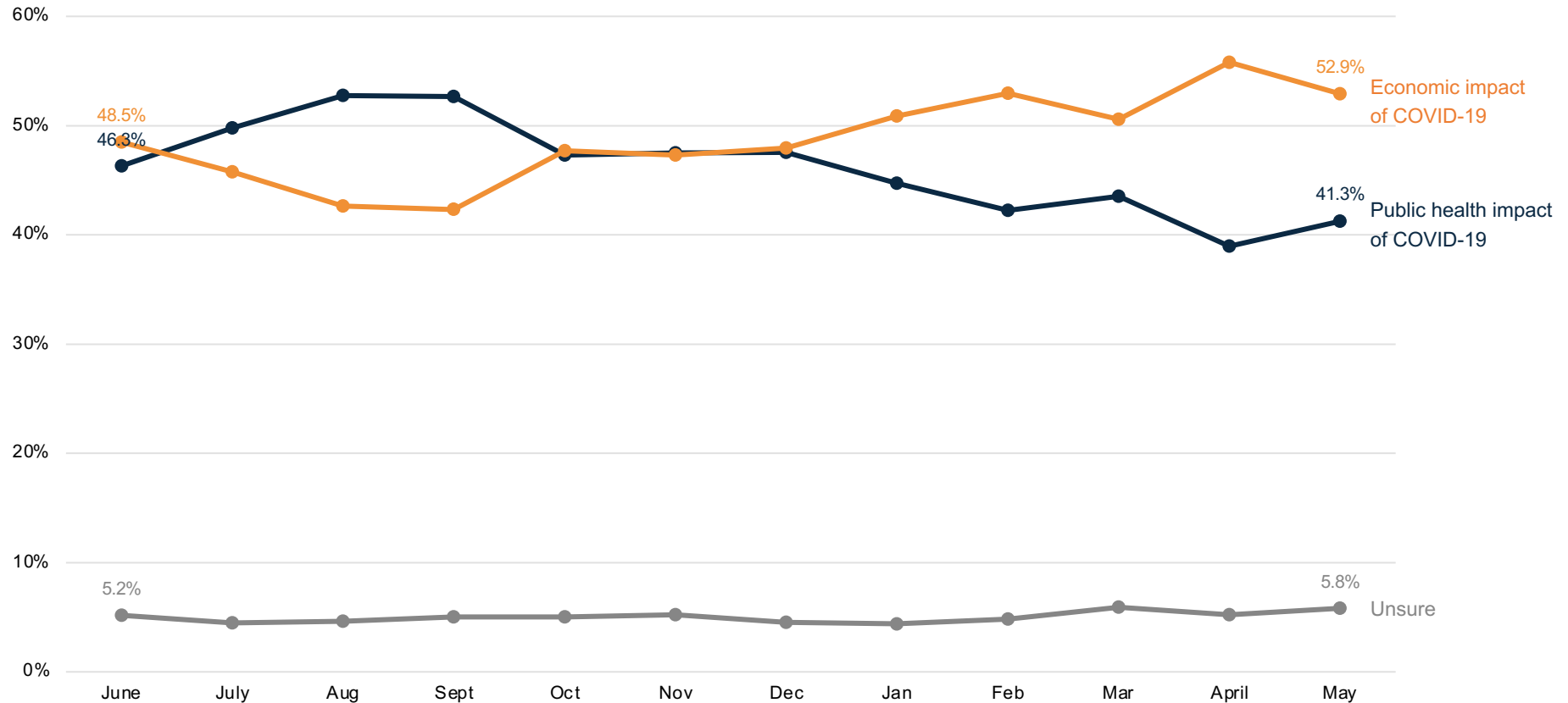
Economic impact continues to outpace public health concern



	Female	Male	18 - 34	35 - 49	50 - 64	65 +	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	Conservative	Moderate	Liberal	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Public health impact of COVID-19	42%	40%	43%	36%	39%	47%	43%	42%	44%	38%	39%	42%	26%	56%	42%	25%	44%	64%	46%	38%	42%	38%	44%	24%	31%	53%	62%
Economic impact of COVID-19	51%	55%	51%	57%	55%	48%	51%	52%	51%	55%	56%	53%	68%	39%	52%	69%	51%	33%	50%	55%	51%	57%	51%	69%	65%	42%	32%
Definitely the public health impact of COVID-19	20%	20%	17%	17%	21%	23%	23%	20%	20%	19%	18%	20%	12%	28%	19%	12%	20%	31%	21%	19%	20%	19%	20%	12%	12%	26%	33%
Mostly the public health impact of COVID-19	23%	20%	26%	19%	18%	24%	20%	22%	23%	19%	21%	22%	14%	28%	23%	13%	24%	32%	25%	19%	22%	19%	24%	12%	19%	27%	29%
Mostly the economic impact of COVID-19	23%	22%	24%	24%	22%	21%	23%	23%	23%	24%	20%	21%	25%	19%	23%	25%	23%	18%	22%	22%	22%	24%	19%	25%	25%	20%	16%
Definitely the economic impact of COVID-19	28%	34%	28%	33%	34%	27%	27%	29%	28%	31%	35%	32%	43%	20%	29%	44%	27%	15%	28%	32%	29%	32%	32%	44%	40%	22%	16%
Unsure	7%	5%	6%	7%	6%	5%	7%	6%	6%	7%	5%	5%	6%	5%	6%	6%	6%	4%	4%	7%	7%	5%	5%	7%	5%	5%	5%

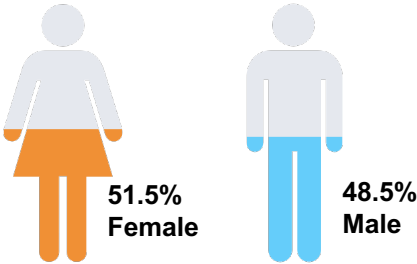
Generally speaking, would you say that you are more concerned about the public health impact or economic impact of COVID-19?

Economic impact continues to outpace public health concern

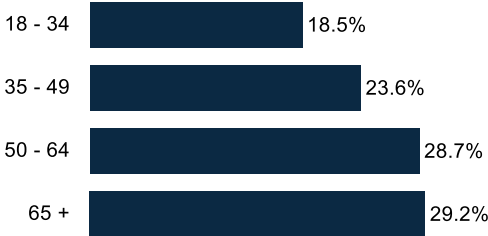


Demographics

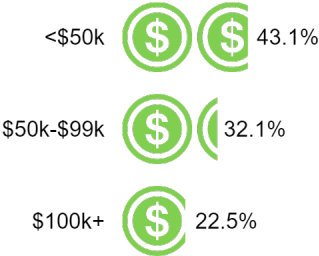
Sex



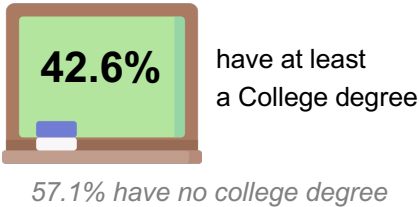
Age Range



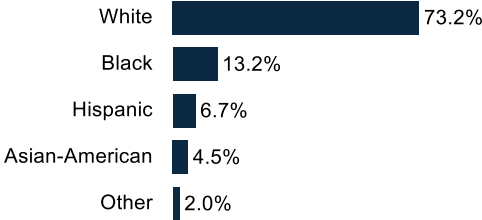
Household Income



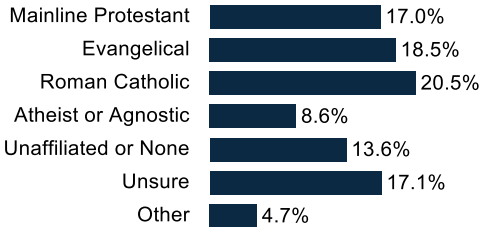
Education



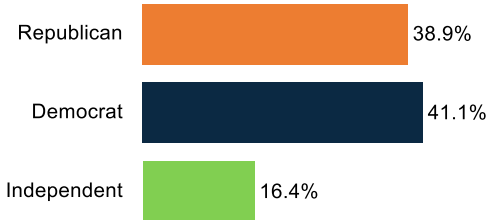
Race



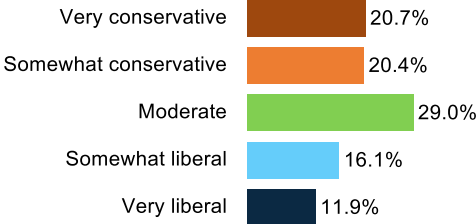
Religion



Partisanship



Ideology



Geo - Region

