



# **Democrats must still close on the cost-of-living**

**Results of new, large scale national & battleground poll**

**October 19-23, 2022**

**CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE**

# The national web survey with community oversamples & steps to ensure non-four year college fully represented

## METHODOLOGY

Democracy Corps conducted a national web survey among 2,520 registered voters from Oct. 19-23, 2022. The data include a base sample of 1,390 registered voters, with oversamples of 330 Black voters, 360 Hispanic voters, and 440 Asian American voters, for a total of 500 respondents in each group. The oversample data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated registered voters in the United States.

The total data set of 2,520 registered voters (1,390 base sample plus 1,130 oversample of voters of color) were weighted down to an effective sample size of 1,000, nationally representative of registered voters. Sample assumed 2020 white non-college shared. Additionally, the data were weighted to an average of recent phone polls (or moving norm) on core cultural thermometers. And the recalled 2020 vote for white non-college women and men and Hispanics was weighted to their 2020 vote.

### **The total sample of 2,520 Registered Voters (1,000 Weighted) includes:**

- 694 Registered Voters in Battleground States/CDs (297 Weighted)
- 1000 White Voters (720 Weighted)
- 500 Black/African-American Voters (120 Weighted)
- 500 Hispanic/Latino Voters (100 Weighted)
- 500 Asian American (AAPI) Voters (58 Weighted)



## Key Findings

- The Democrats have lost ground in this survey from +3 overall margin to even in this survey — and to -2 in the likely electorate. That is driven by Democrats not addressing the top issue, cost of living, where they lost 3 points to be 3 points down and Republicans driving up fears on crime and borders.
- Democrats are being hurt by the persistence of the economy and crime issue and late hits by the Republicans on on the border and immigration— and that is driving the current slippage. Current Republican strategies on this issue are working. But it is the cost of living – the top worry — that is still potentially contested.
- Fear of Democratic governance generates much greater fear than what happens with Republican control. Voters see growing crime, homelessness, attacks on police, and an open Southern border. Republican voters are 9 points more likely to score 10 on the voter-ladder scale and that is driven by Trump loyalists who are about 46 percent of Republicans.
- Democrats are losing ground with moderate Democrats. That is a big part of their loss, the Republican vote rising from 7 to 14 points. That means Democrats are slightly less consolidated. This is dangerous because Democrats are slipping with Hispanics (losing support with men), unmarried women, and young voters.



## The closing cost of living message

- This is being offset in part by Democrats who have gained with moderate Republicans from 10 to 19 percent and Cheney conservatives, going from 5 to 6 percent. So, this is not just changes in one direction. On the 8 to 10 voter engagement scale, our measure of likely voters, Democrats and Republicans are at parity. And we have Democrats tied in the battleground.
- Are we just at a point where Democrats continue to lose ground or are we at a point of polarized parity as the two parties go into the election?
- I believe it is going to break and get worse, unless Democrats focus on the cost of living crisis and make it their consuming, closing message. Our cost of living message (and recognizing no pay raises, Washington not getting it) is the only message that marginally grows the vote against this onslaught.

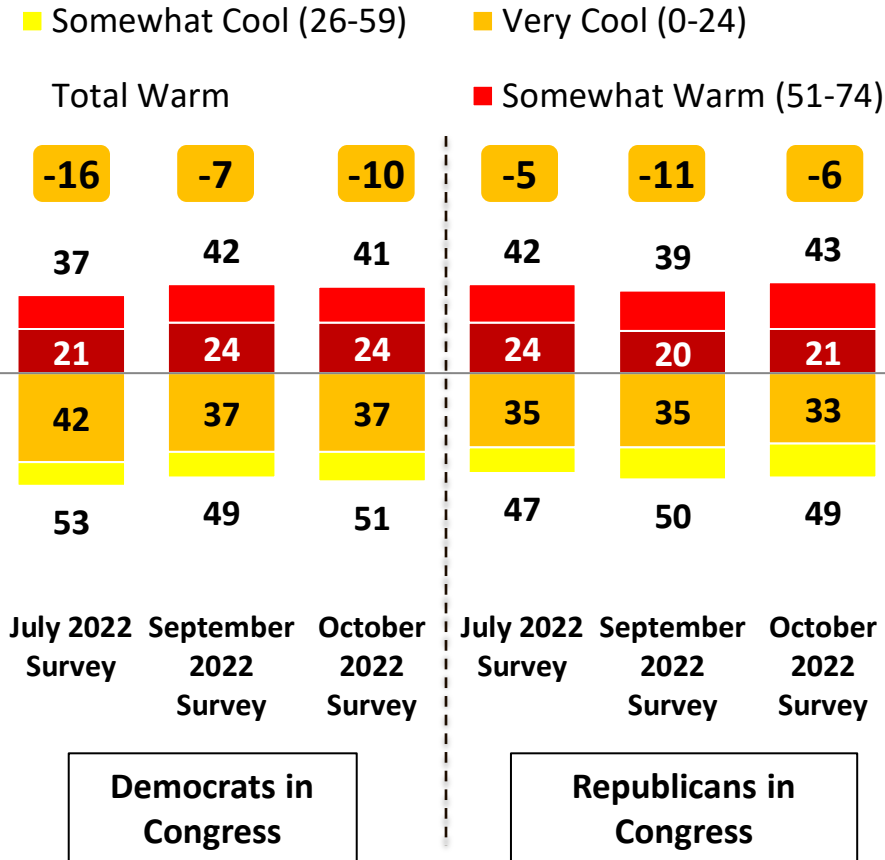
**(COST OF LIVING)** Working people haven't seen a real pay increase in years. And Washington doesn't get it. The special interests call the shots. But finally, Democrats raised taxes on the big corporations and lowered costs for working families by cutting their taxes, reducing health care, prescription drug, and energy costs, and went after price gouging. Republicans get their money from big oil and big pharmaceutical special interests. Republicans don't get it.

- The message currently being used by the White House and most national Democrats gets a disastrous reception and costs us 3 points of further margin. It talks about the accomplishments, extremism, and importance of protecting abortion nationally.
- Speaker Pelosi has said she will close the campaign addressing inflation and the White House, helping with the costs facing families.

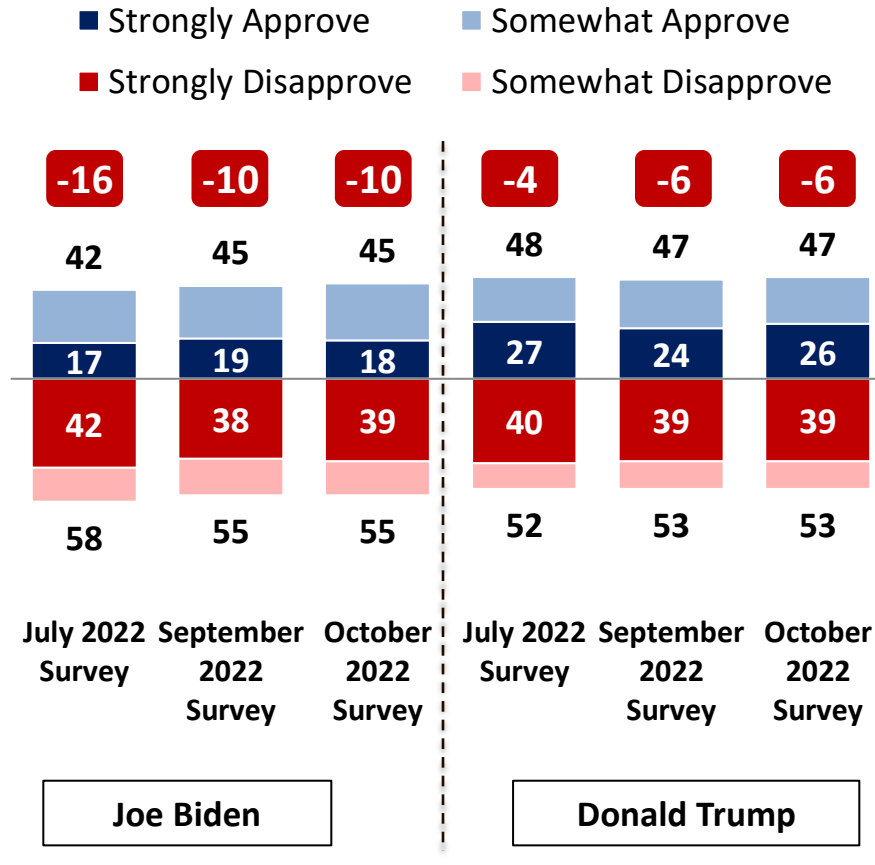


# Perceptions of Biden and Trump and congressional parties stable, with GOP and Trump viewed slightly less negatively

Please rate your feelings toward some organizations with 100 meaning a very warm favorable feeling; 0 meaning a very cold, unfavorable feeling; and 50 meaning not particularly warm or cold.



Do you approve or disapprove of the way Joe Biden is handling his job as President? / Do you approve or disapprove of Donald Trump?

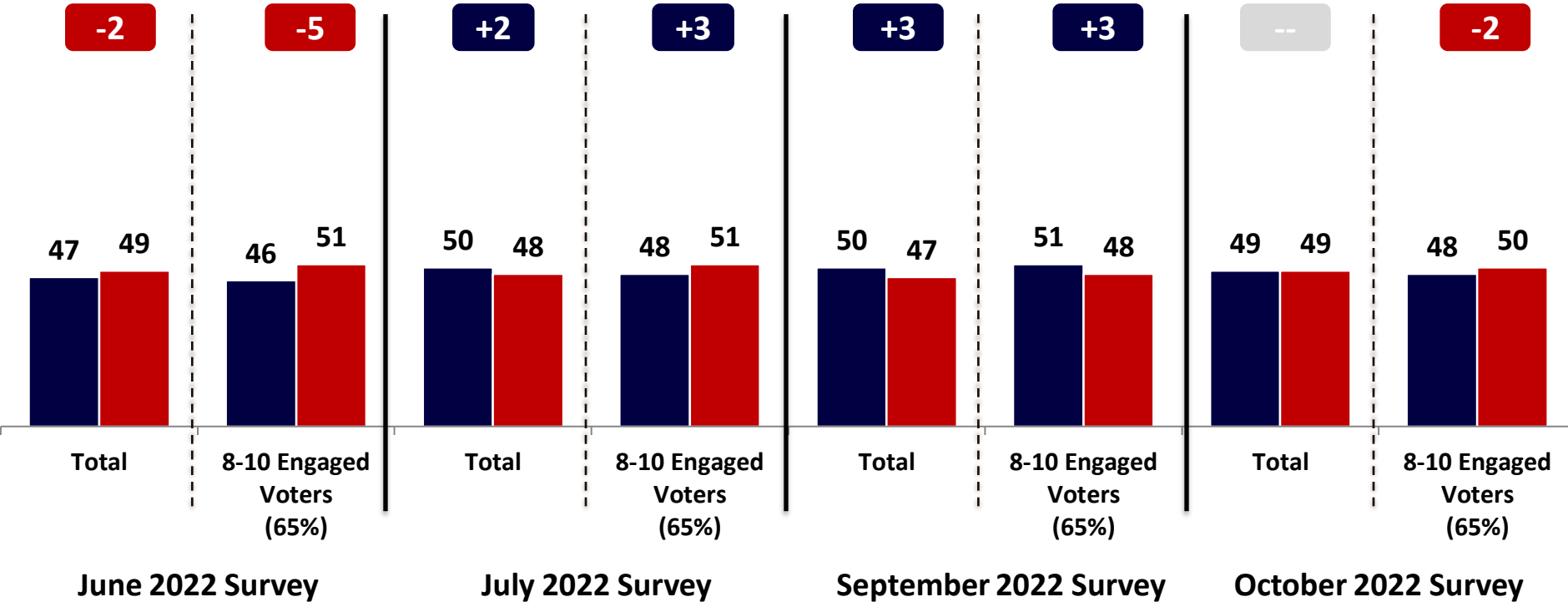


# Election edging toward Republicans, with Democrats losing in likely electorate

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?

## 2022 CONGRESSIONAL VOTE

■ Democratic candidate      ■ Republican candidate

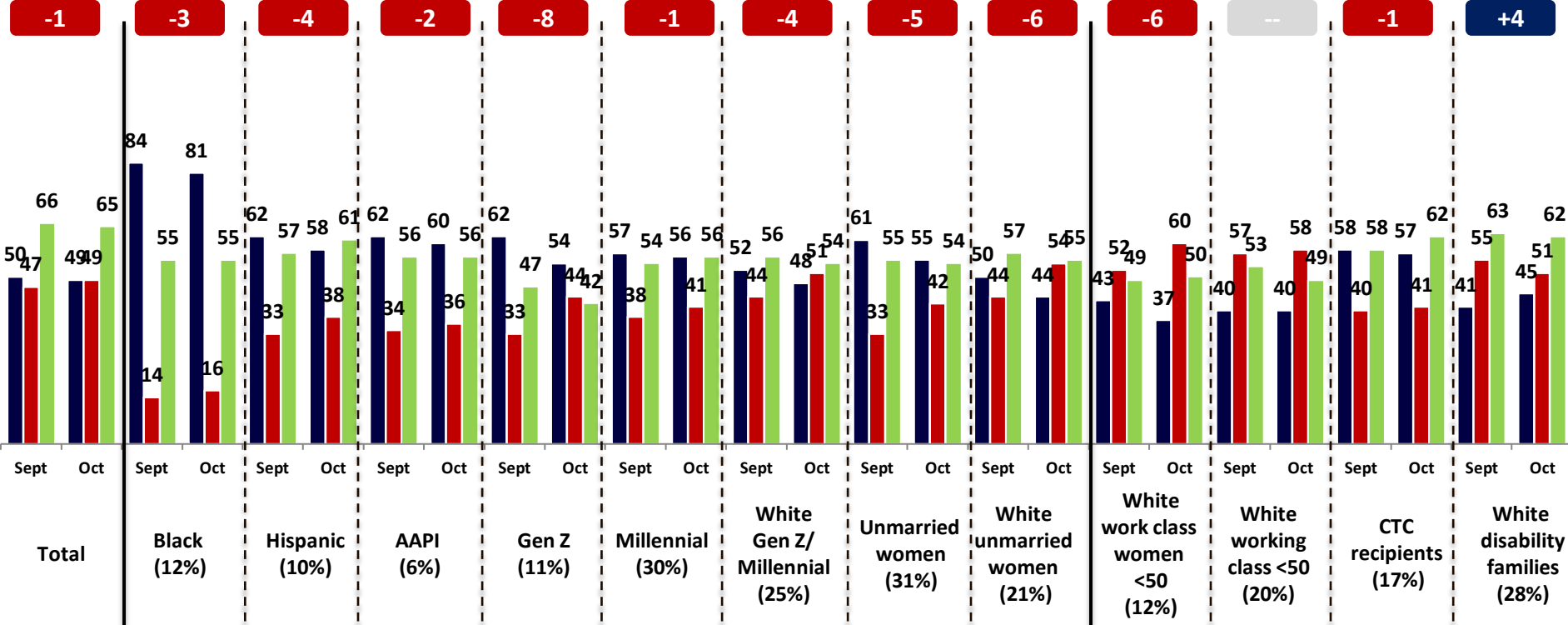


# Democrats losing major ground in base of Hispanics (men), young, unmarried women, as well as white working class targets; CTC recipients still help with vote

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## 2022 CONGRESSIONAL VOTE

■ Democratic candidate      ■ Republican candidate      ■ %8-10 Interest

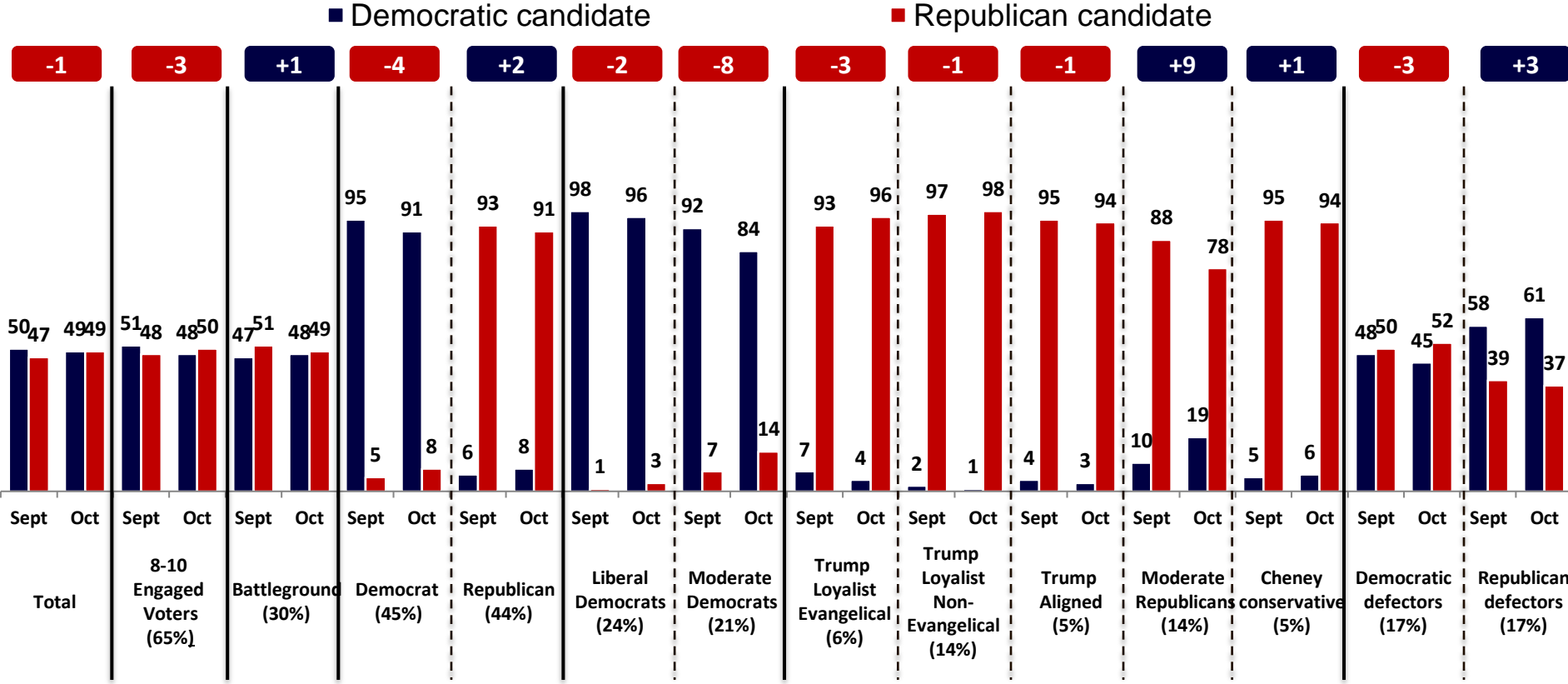


\*Margin displays the shift in Democratic vote from September to October

# Conflicting trends: Dems losing moderate Dems who are 1/2 their bloc, while gaining with moderate GOP, Cheney conservatives, and GOP defectors

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## 2022 CONGRESSIONAL VOTE



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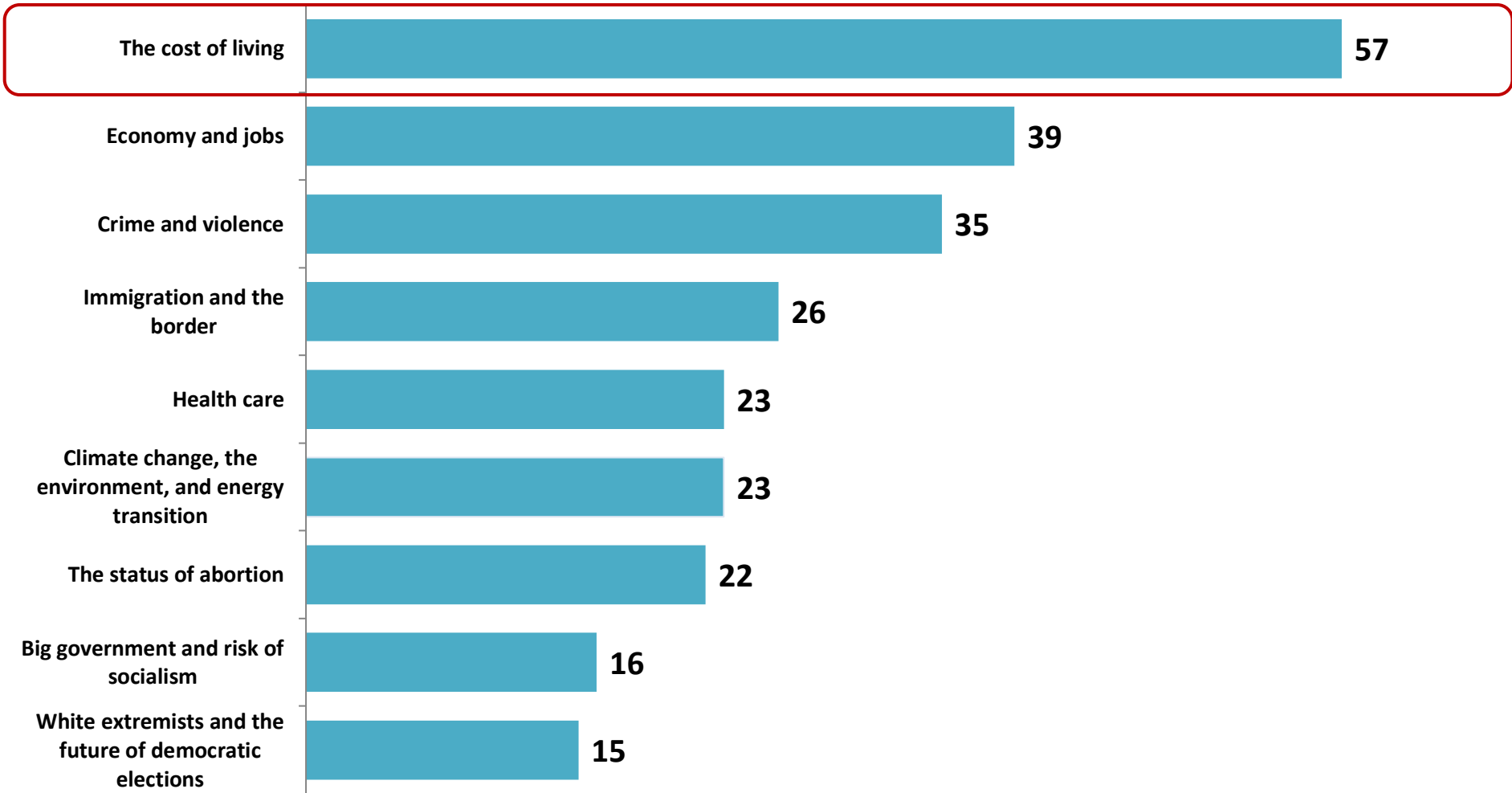


# Still a cost of living election



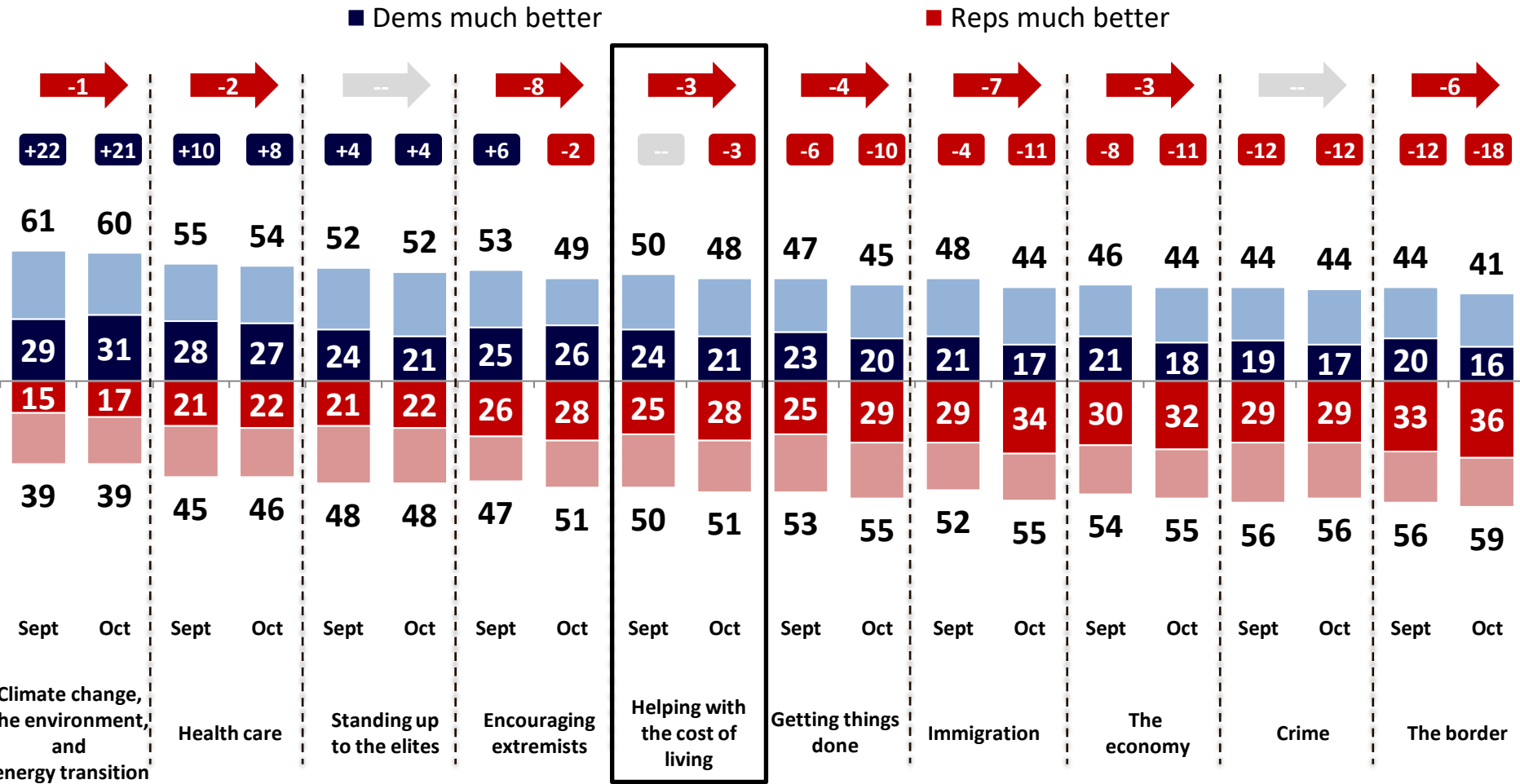
# Still a cost of living election - which can be contested.

Please select the *THREE* issues you think are most pressing for the United States.



# At close, Democrats take big hit on immigration and border and trailed on crime and economy coming in. Weaker on cost of living but still in the game.

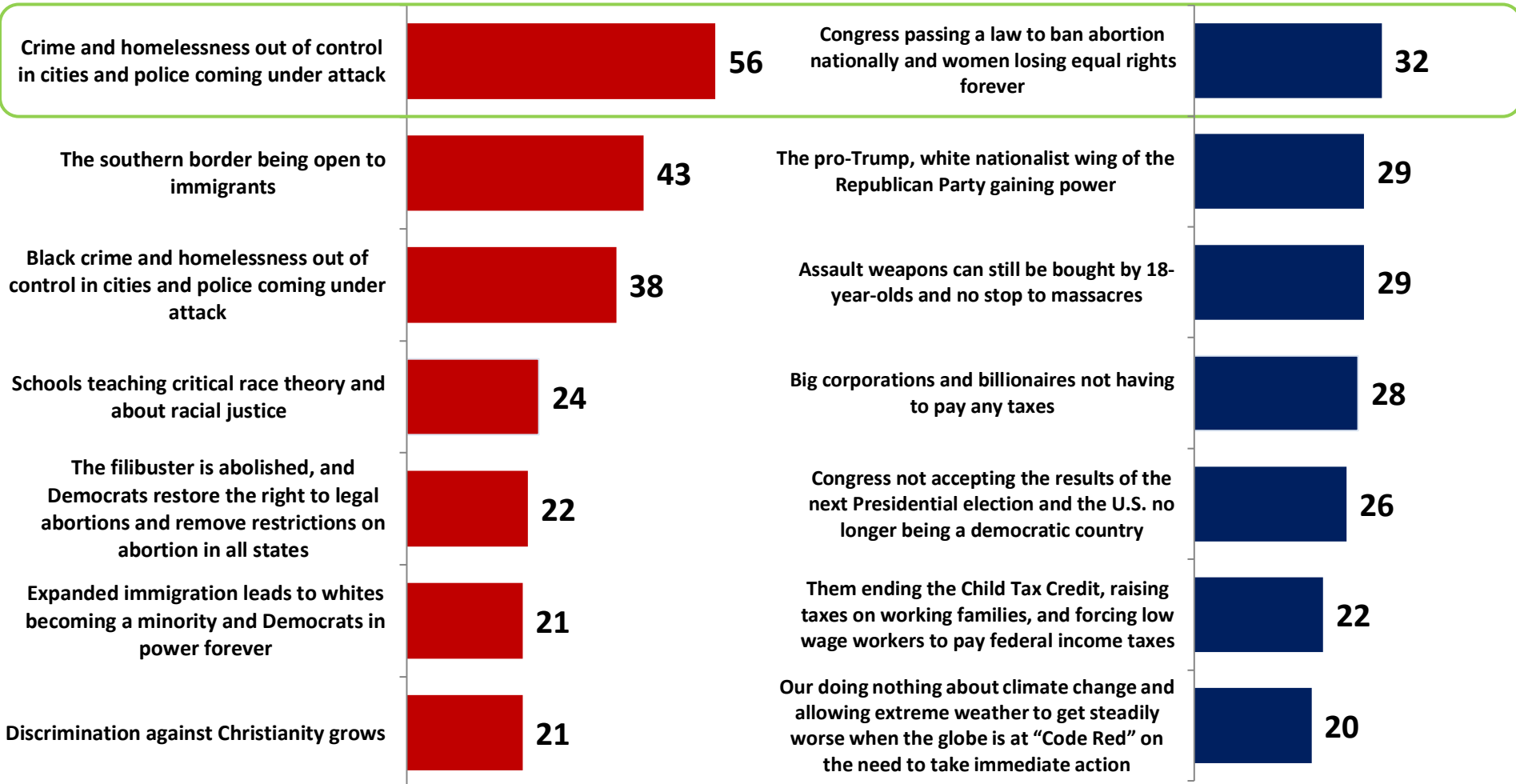
Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.



# Fear of crime, homeless, police attacked, & border overshadow our fears of GOP

*Imagine that Democrats are going to win the elections in the next few weeks, which TWO things would you fear the most?*

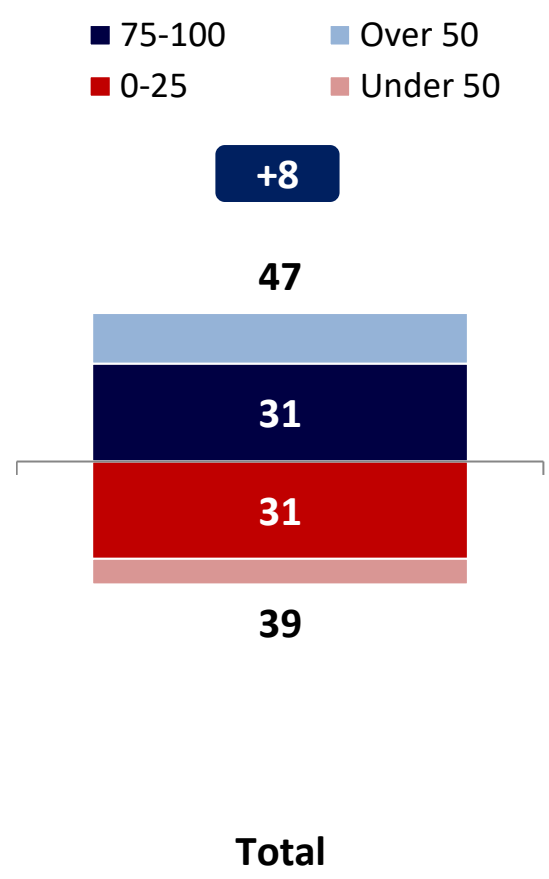
*Imagine that Republicans are going to win the elections in the next few weeks, which TWO things would you fear the most?*



# Republicans have a strong Trump-like message

And finally, here is a statement by leading Republicans about the country. Based on this statement, please rate your feelings toward the Republicans with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100. The higher the number, the more favorable your feelings are toward the REPUBLICANS.

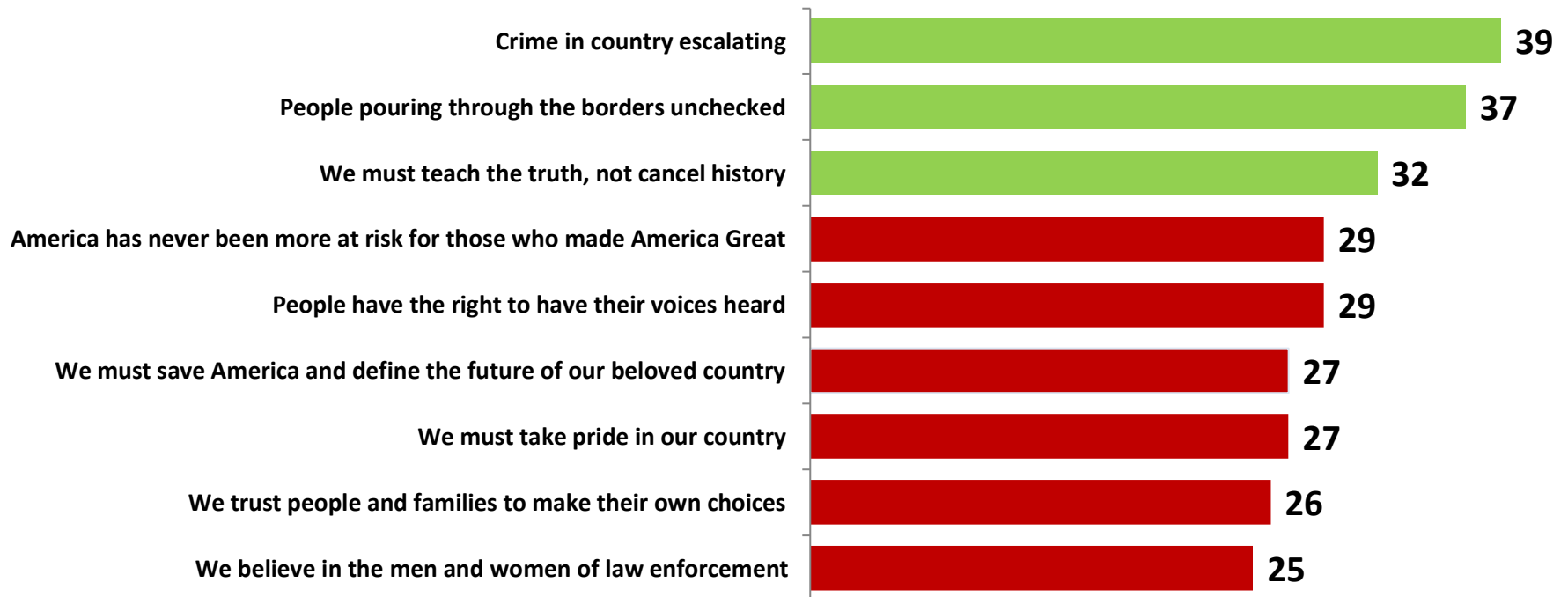
**(SAVE AMERICA MESSAGE)** Republicans say, America has never been more at risk for those who made America Great. Crime in our country is escalating. People are pouring through our borders totally unchecked. We must act to save America and define the future of our beloved country. We take pride in our country, we teach the truth about our history, not canceling our history. We believe in the men and women of law enforcement. We trust people and families to make their own choices and they have the right to be able to make their voices heard.



# Save America message gains strength from escalating crime and people pouring through the borders unchecked.

What *THREE* things stood out in that statement you just read?

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**Only one message keeps  
Democrats in the game**



# Messages tested

**(COST OF LIVING)** Working people haven't seen a real pay increase in years. And Washington doesn't get it. The special interests call the shots. But finally, Democrats raised taxes on the big corporations and lowered costs for working families by cutting their taxes, reducing health care, prescription drug, and energy costs, and went after price gouging. Republicans get their money from big oil and big pharmaceutical special interests. Republicans don't get it.

**(COSTS + ABORTION)** Working people haven't seen a real pay increase in years. And Washington doesn't get it. The special interests call the shots. But finally, Democrats raised taxes on the big corporations and lowered costs for working families by cutting their taxes, reducing health care, prescription drug, and energy costs, and went after price gouging. Republicans get their money from big oil and big pharmaceutical special interests. Republicans don't get it.

And this election will decide whether women or politicians will decide whether women will have a right to abortion and family planning. Republicans have committed to banning abortions nationally, most without exceptions for rape and incest.

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Their candidates this year are extreme, backed by Donald Trump, refusing to accept he lost and threaten us having peaceful elections. They are backed by the NRA, and oppose any changes to gun laws, even raising the purchase age for assault rifles to 21 years.

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**(NATIONAL DEMOCRATS' MESSAGE)** Democrats are proud that we capped the price of insulin and Medicare out-of-pocket expenses. We passed the once-in-a-generation investment into our roads, highways, bridges, railroads, ports, airports, and now semi-conductors produced in America. And now, historic investment that will move America to triple our solar power and make electric cars.

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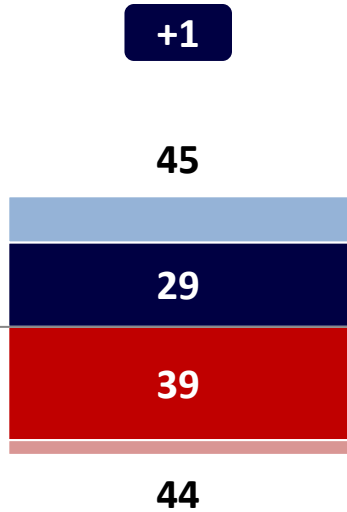


# Only the cost of living gets a net positive response

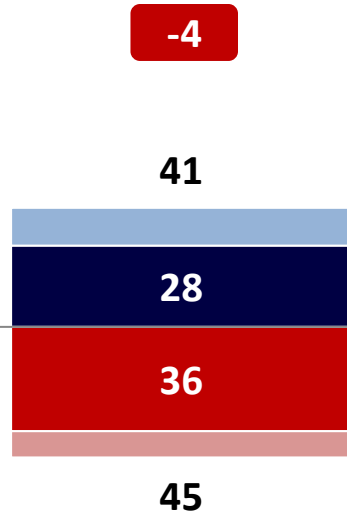
(SPLITS – 1/4 SAMPLE EACH) Below is a statement by the Democrats about what's happening with working people. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

■ 75-100

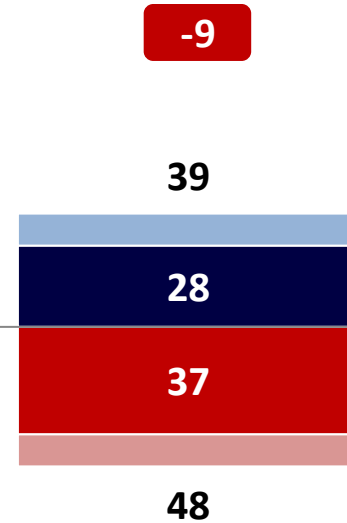
■ 0-25



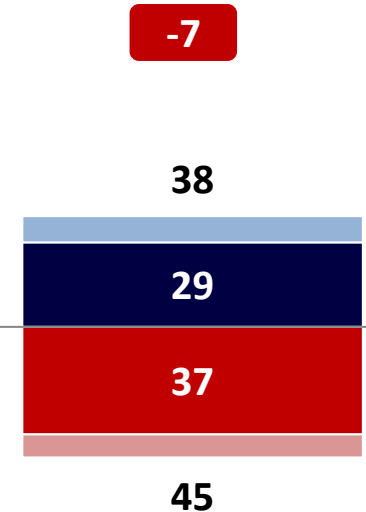
Cost of living Split



Cost of living + Abortion Split



Cost of living + Abortion + Extreme Split



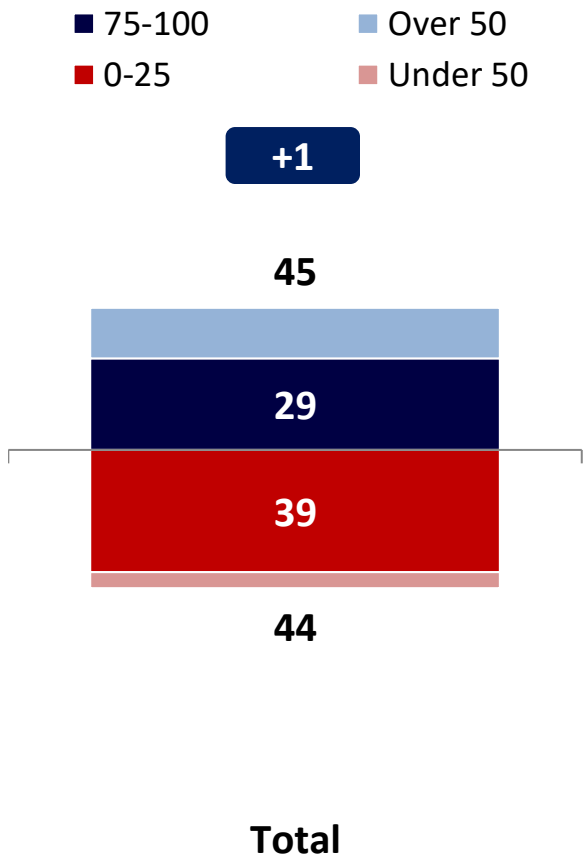
National Democrats' message Split



# Cost of living message is simple but embraces a number of building issues

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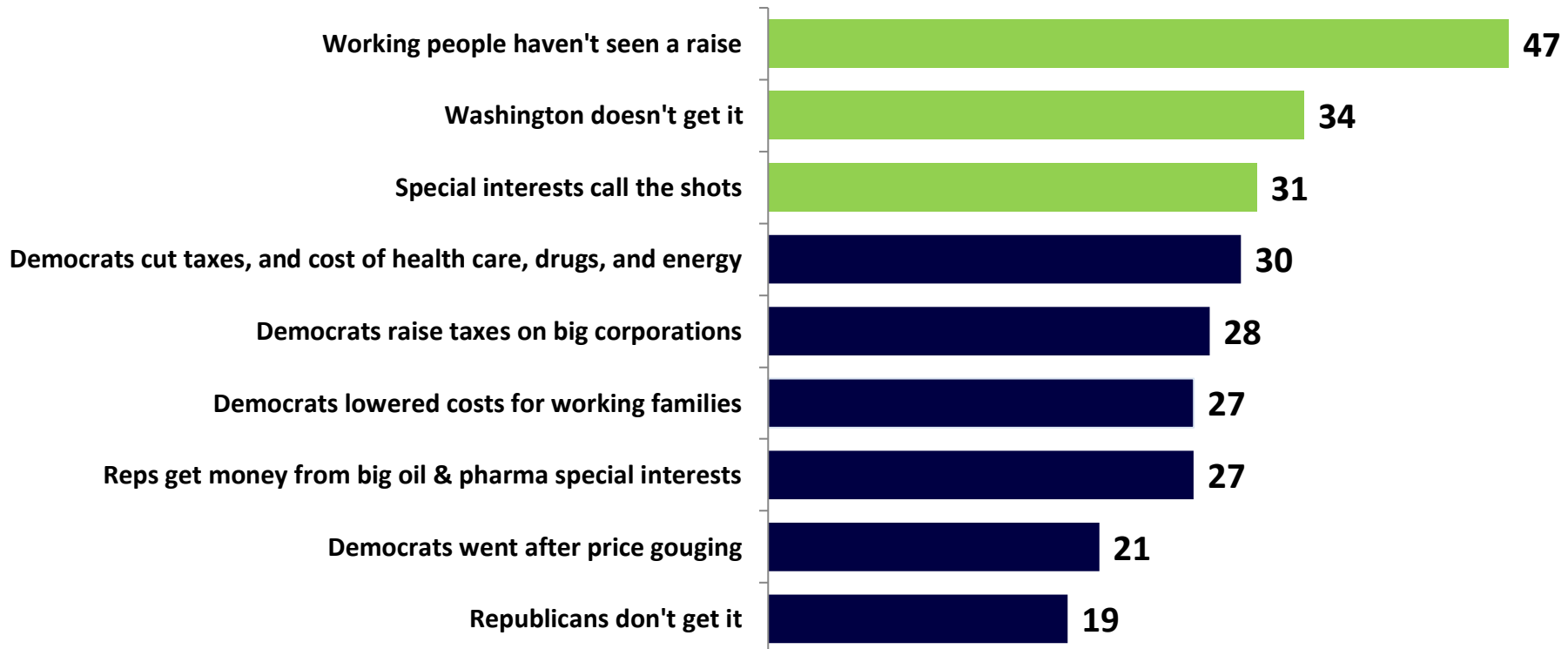
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# Message power driven, not just from cutting taxes and health care costs, but from the fact that understand lives, against Washington & special interests

(SPLIT C – 1/4 SAMPLE) What **THREE** things stood out in that statement you just read?

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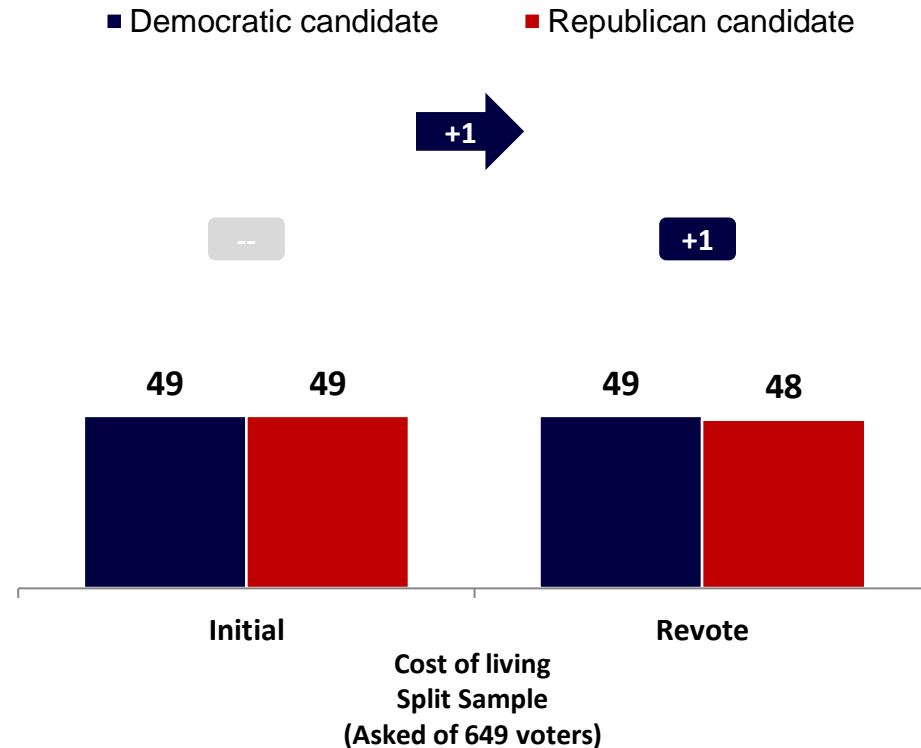


# Despite voters hearing all the Republican and Trump attacks, the message raises support a point

*(SPLIT C – 1/4 SAMPLE) Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?*

## 2022 CONGRESSIONAL VOTE

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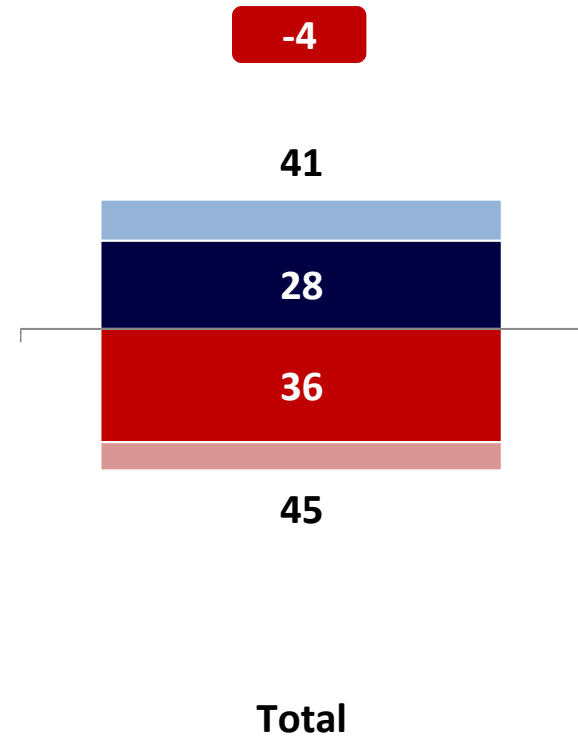
# Adding abortion to the cost of living message hurts it. Why? Maybe it says this is not really your top priority...

*(SPLIT D – 1/4 SAMPLE) Below is a statement by the Democrats about what's happening with working people. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.*

**(COST OF LIVING + ABORTION)** Working people haven't seen a real pay increase in years. And Washington doesn't get it. The special interests call the shots. But finally, Democrats raised taxes on the big corporations and lowered costs for working families by cutting their taxes, reducing health care, prescription drug, and energy costs, and went after price gouging. Republicans get their money from big oil and big pharmaceutical special interests. Republicans don't get it.

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■ 75-100      ■ Over 50  
 ■ 0-25        ■ Under 50



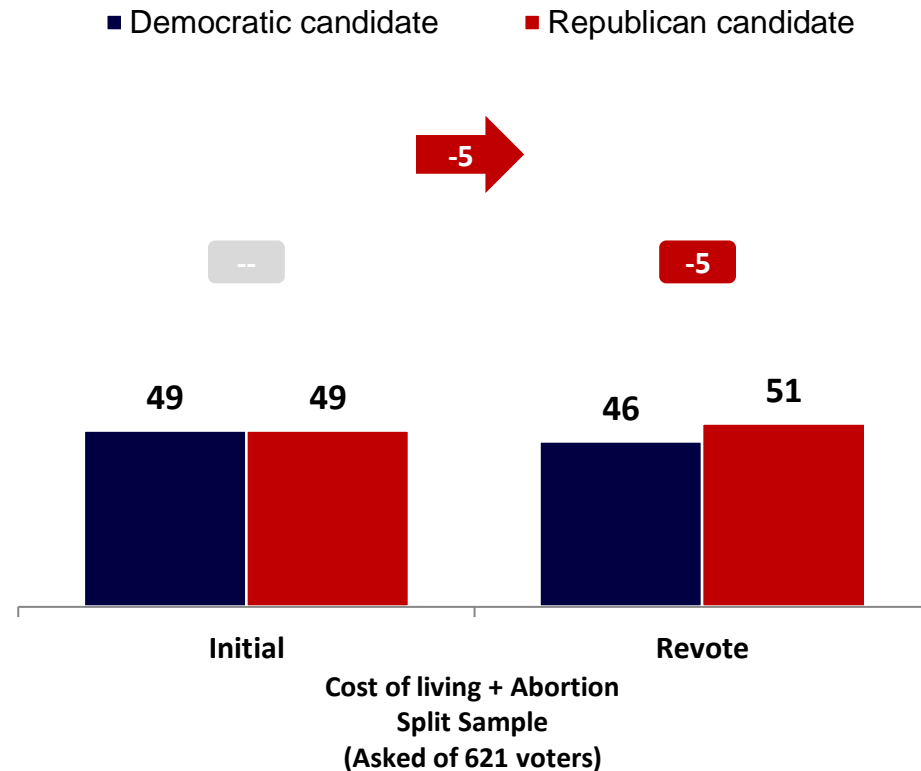
# And adding abortion means Democrats lose ground in closing message

*(SPLIT D – 1/4 SAMPLE) Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?*

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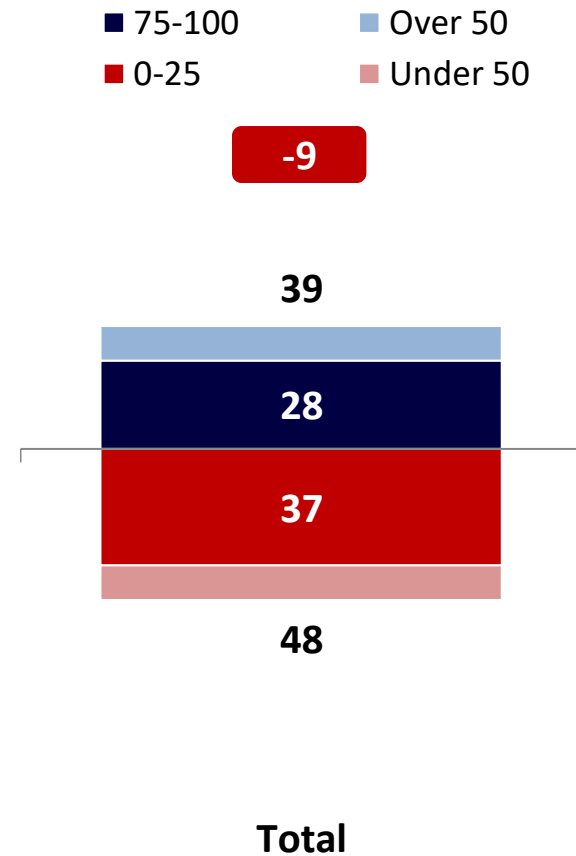
# Adding extremism dramatically reduces effectiveness of message

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# The cost of living message when joined with other messages hurt us

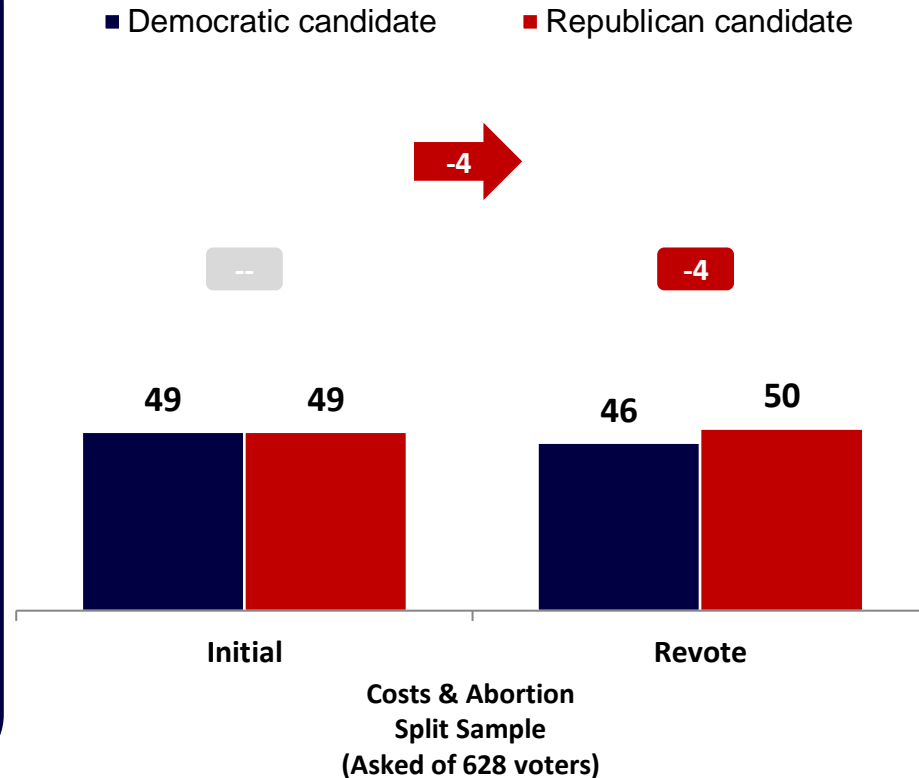
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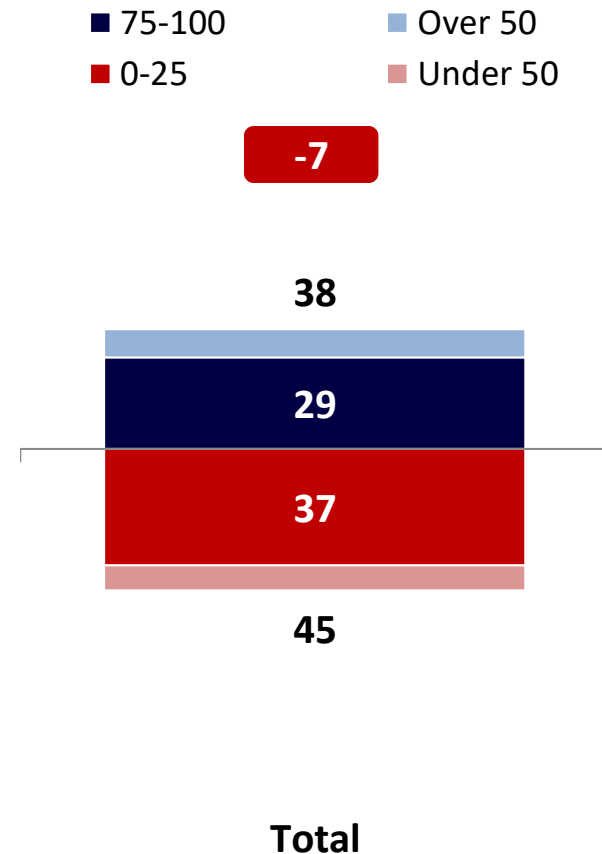
## And the national Democratic message gets a disastrous reception

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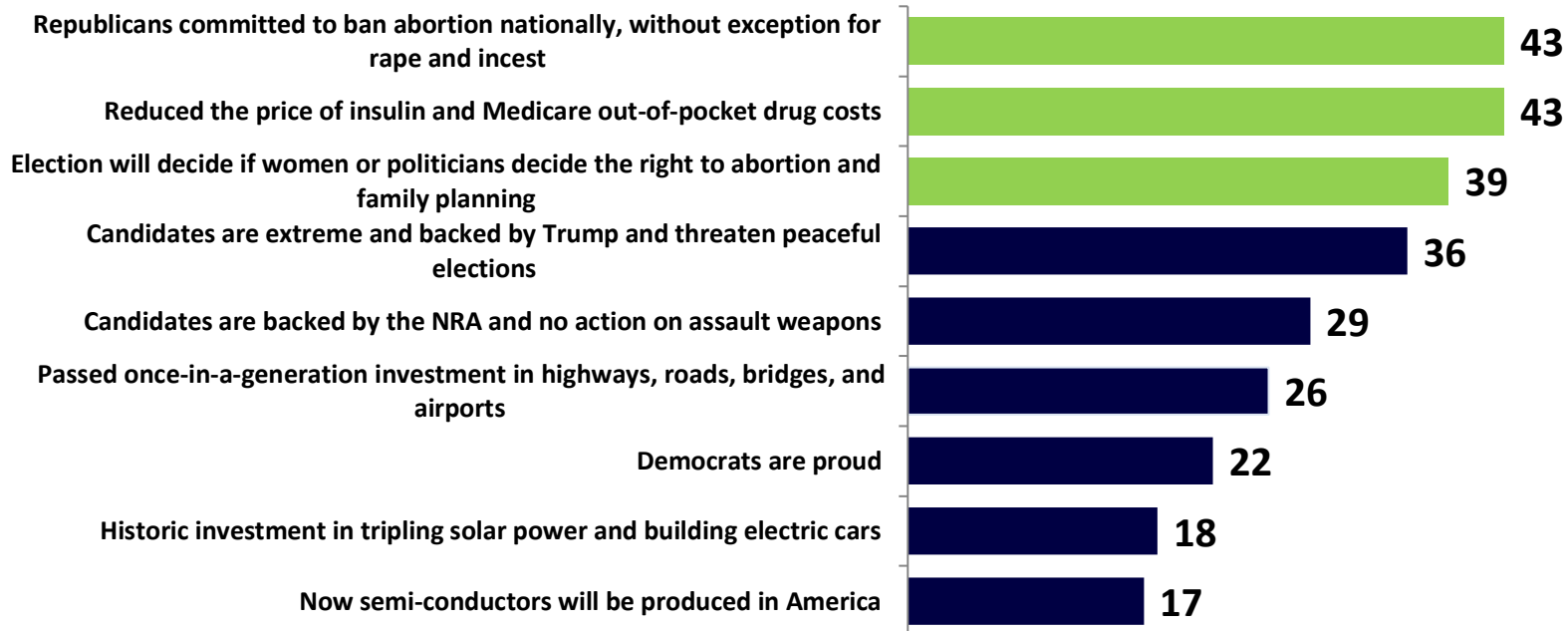
# Abortion stands out in dangerous message, along with drug prices

*(SPLIT F – 1/4 SAMPLE) What THREE things stood out in that statement you just read?*

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# The Democrats' main message in election is costing further 3 points of margin

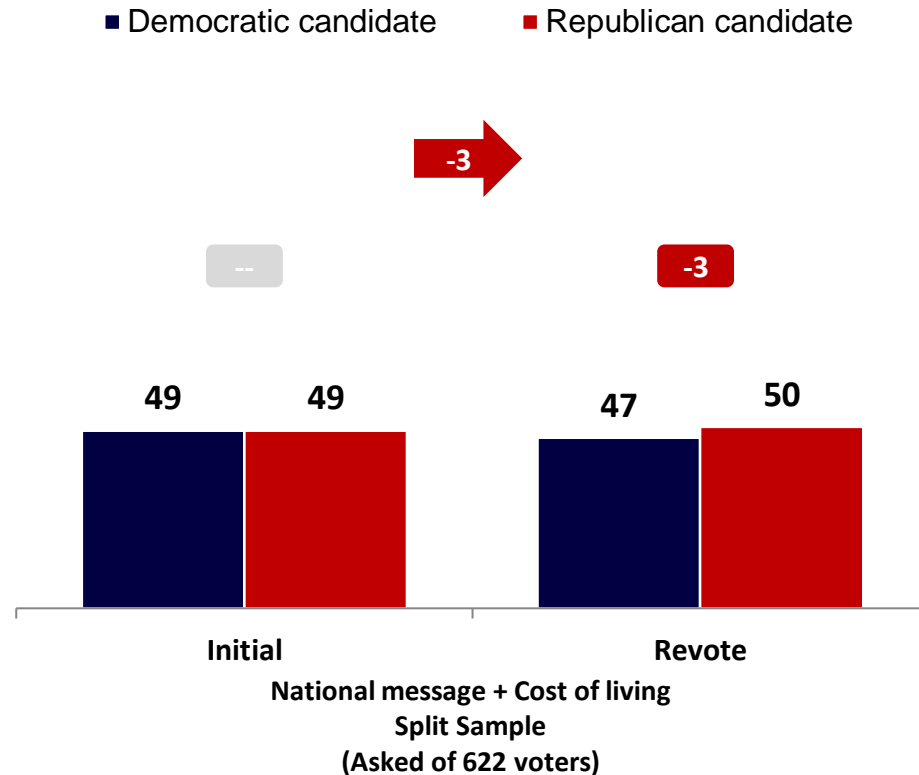
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# Campaign ads



# Two strongest ads hit Joe Biden, spending, cost of food and fuel, life unaffordable, and crime

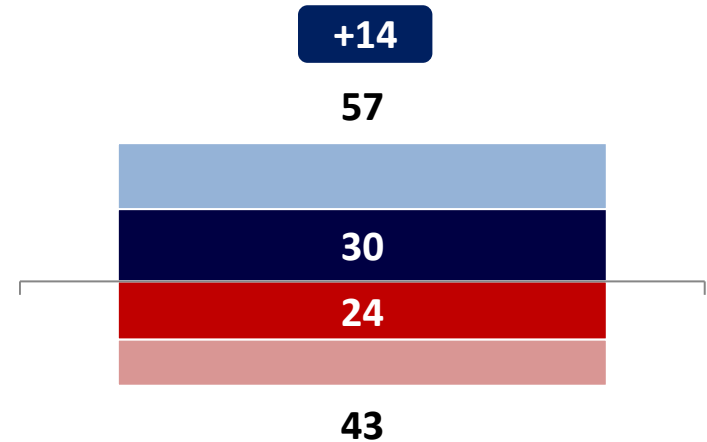
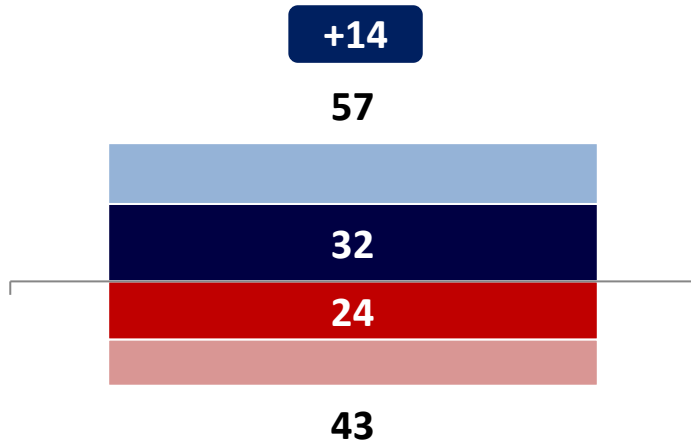
Below is a statement from the Republicans about a Democratic candidate. Does this statement raise very serious doubts, serious doubts, minor doubts, or no real doubts about the Democratic candidate?

**(ECONOMY)** Reckless spending and unfit leadership, that's what created our current economic crisis. Joe Biden and the radical left closed down small businesses, shut down the economy, and spent billions we didn't have. Now everything, including food and fuel, cost more every day. Biden and Democrats gave us more and more unbalanced budgets, more spending, and national debt that is making everyday life unaffordable.

**(CRIME)** The Democratic Party, they have majority – they could stop this crime today. Some people say they're soft on crime - no they're not soft on crime, they're pro-crime, they want crime. They want crime because they want to take over what you got, they want to control what you have. They want reparations because they think the people that do the crime are owed that. They are not owed that.

- Very serious doubts
- Serious doubts
- No real doubts
- Minor doubts

- Very serious doubts
- Serious doubts
- No real doubts
- Minor doubts



# Two strongest Democratic attack ads hit extreme and extreme abortion positions

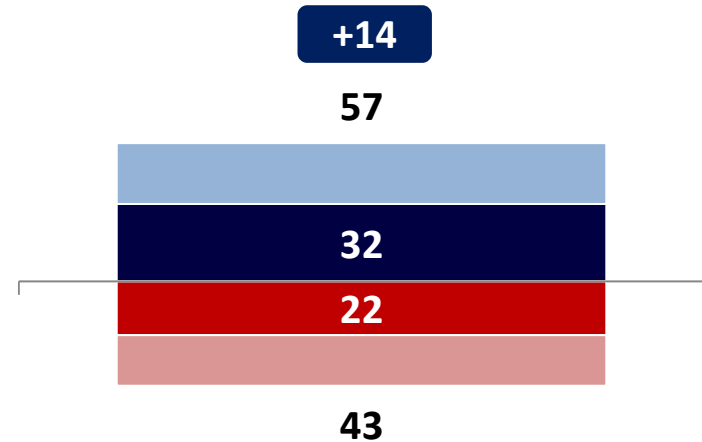
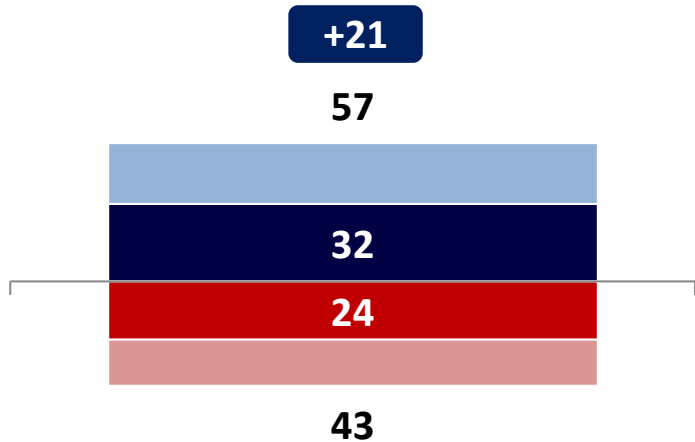
Below is a statement from the Democrats about a Republican candidate. Does this statement raise very serious doubts, serious doubts, minor doubts, or no real doubts about the Republican candidate?

**(EXTREME)** J.R. Majewski is too extreme. He supports QANON, a group the FBI calls a domestic terrorist threat, and he wants Ohio to leave the United States. "Listen, every state that went red should secede from the United States." Domestic terrorism, violence, secession – that's not conservative, that's dangerous.

**(ABORTION JOHNSON)** Republicans have been threatening it, and now the Supreme Court has done it – triggering a ban on nearly all abortions in Wisconsin, even in cases of rape and incest. And Senator Ron Johnson sided with them on overturning Roe v. Wade. Punishing doctors and hurting people, putting our health and reproductive rights in danger. Johnson even said, "if you don't like the (abortion laws) in your state that you currently reside in, you can move." Tell Senator Ron Johnson to protect us, not punish us.

■ Very serious doubts    ■ Serious doubts  
■ No real doubts        ■ Minor doubts

■ Very serious doubts    ■ Serious doubts  
■ No real doubts        ■ Minor doubts

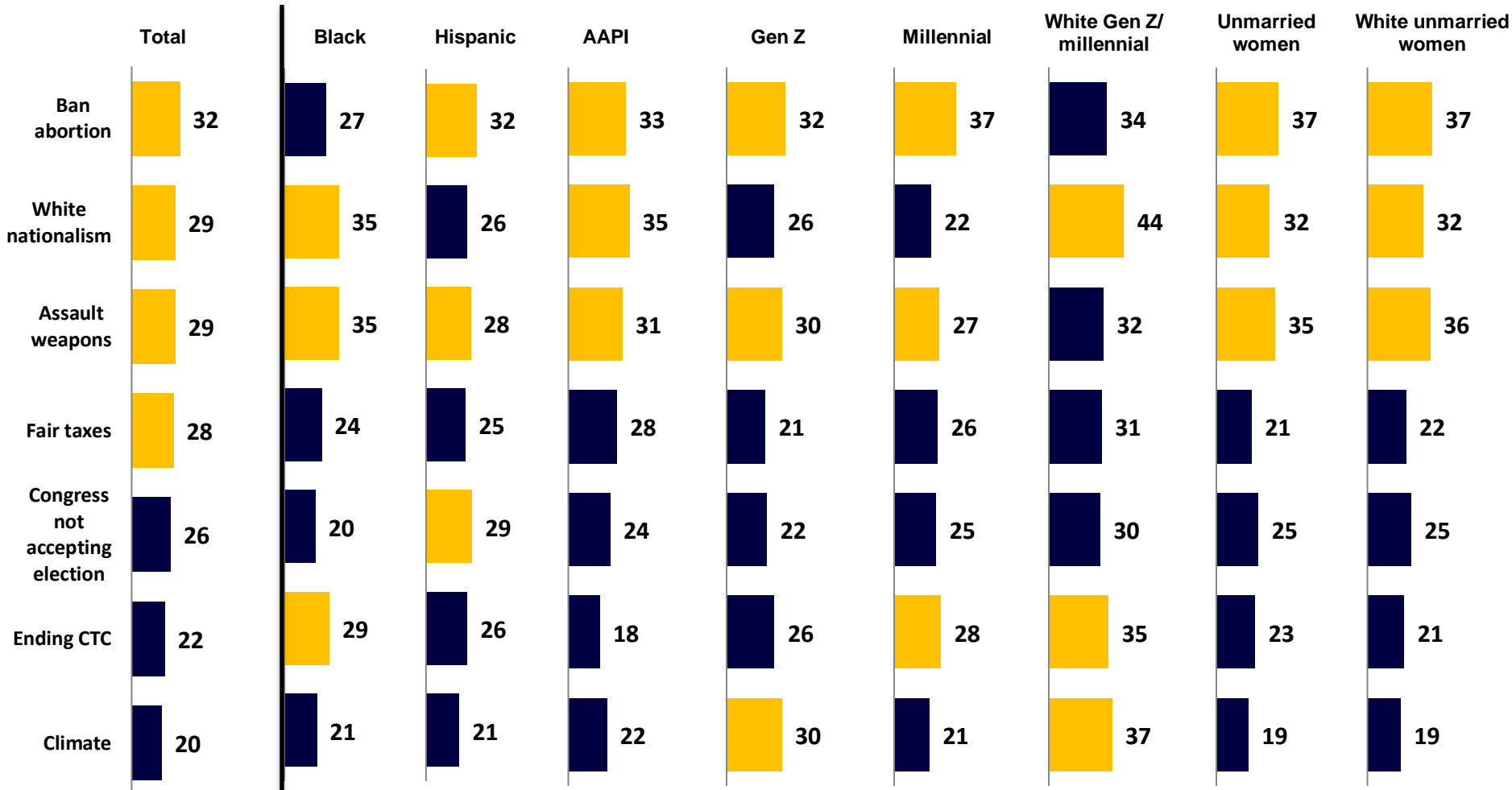


# **Strongest doubts and attacks**



# Most fear from GOP across base? Abortion and assault weapons for unmarried women; abortion & ending CTC for millennials; white nationalism & CTC for Blacks

Imagine that Republicans are going to win the elections in the next few weeks, which TWO things would you fear the most?

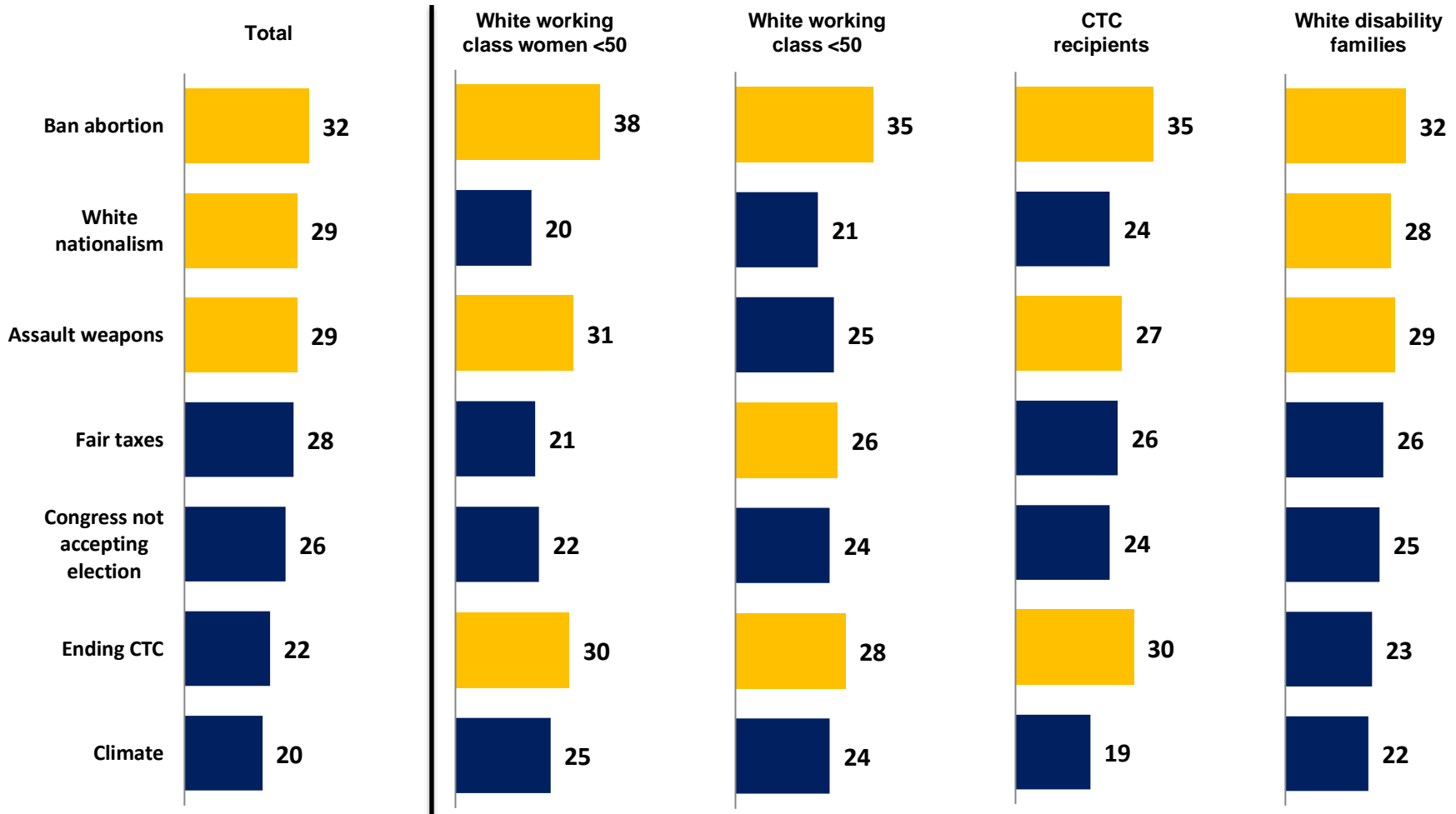


indicates the top two issues for each demographic



# Across white working class it is banning abortion and ending Child Tax Credit

Imagine that Republicans are going to win the elections in the next few weeks, which TWO things would you fear the most?



indicates the top three issues for each demographic

# Raising the Hispanic vote

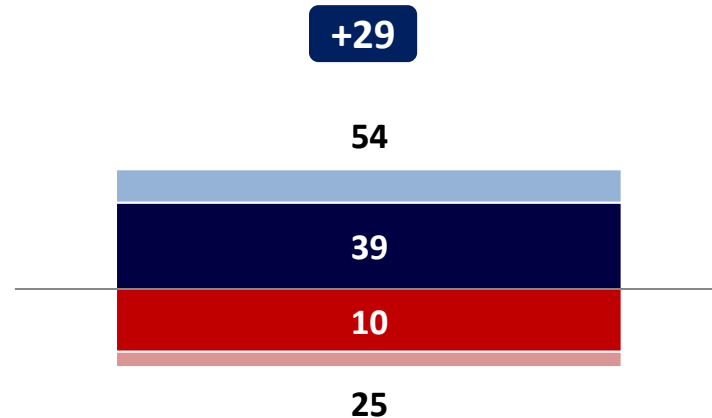


# Acknowledging Hispanic role in making America great and putting Democrats into office – gets a very positive result

*Below is a statement by the Democrats about the country. Based on this statement, please rate your feelings toward the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.*

**(IF HISPANIC) Hispanics played such a big role in building our economy, our industries and state, and not enough leaders have acknowledged it. It's their hard work and values that are making America great. It is time other leaders recognize they put Democrats into office and worked for their votes again.**

- Somewhat Cool (26-59)
- Somewhat Warm (51-74)
- Very Cool (0-24)
- Very Warm (76-100)



**Hispanic (10%)**

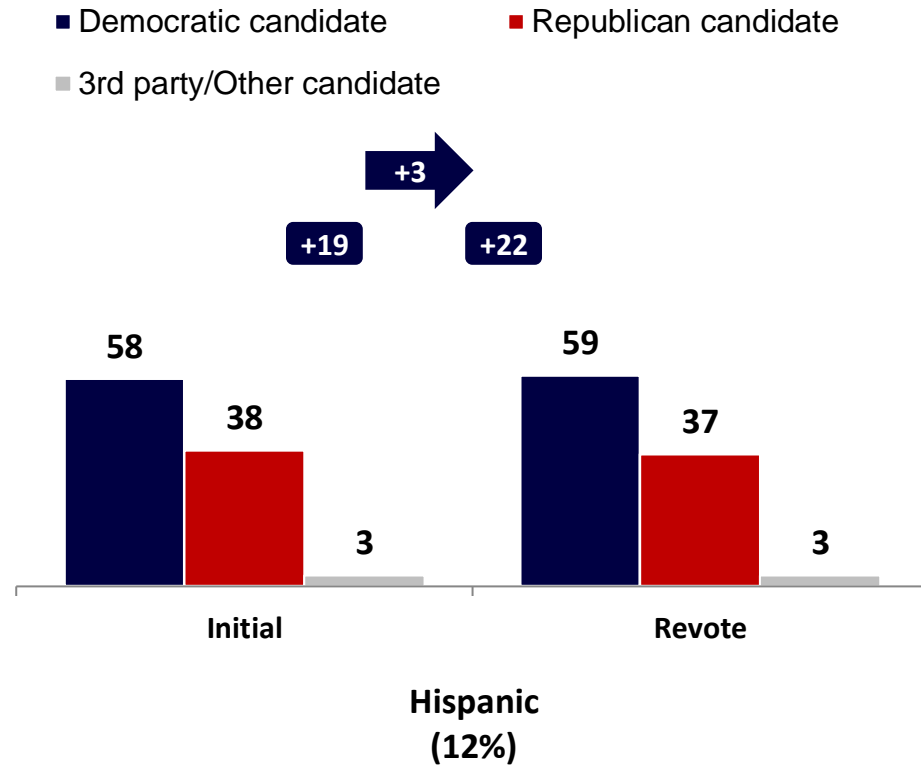


# Despite strong Republican campaign, acknowledging Hispanic role raises vote margin by 3 points

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?

## 2022 CONGRESSIONAL VOTE

**(IF HISPANIC)** Hispanics played such a big role in building our economy, our industries and state, and not enough leaders have acknowledged it. It's their hard work and values that are making America great. It is time other leaders recognize they put Democrats into office and worked for their votes again.



# Trump's Republican Party



# Trump's party unified in deep hostility to Speaker Pelosi, Black Lives Matter, and undocumented immigrants

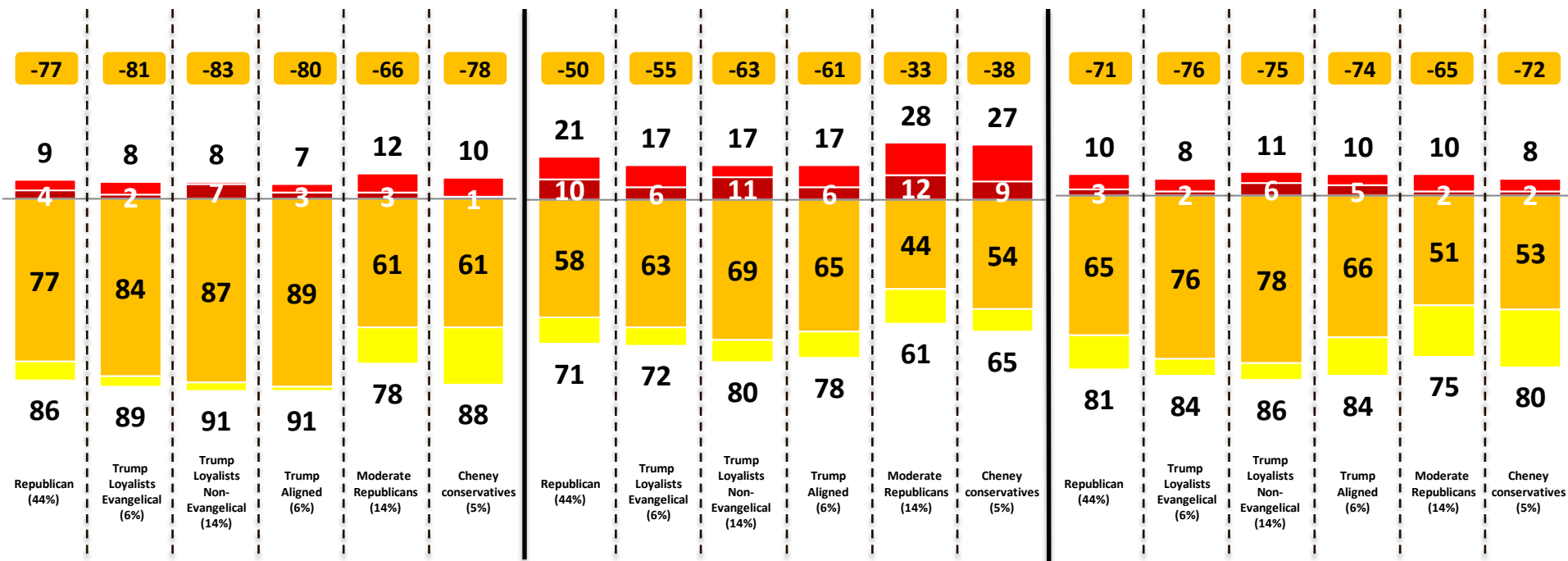
Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## Nancy Pelosi

## Black Lives Matter

## Undocumented Immigrants

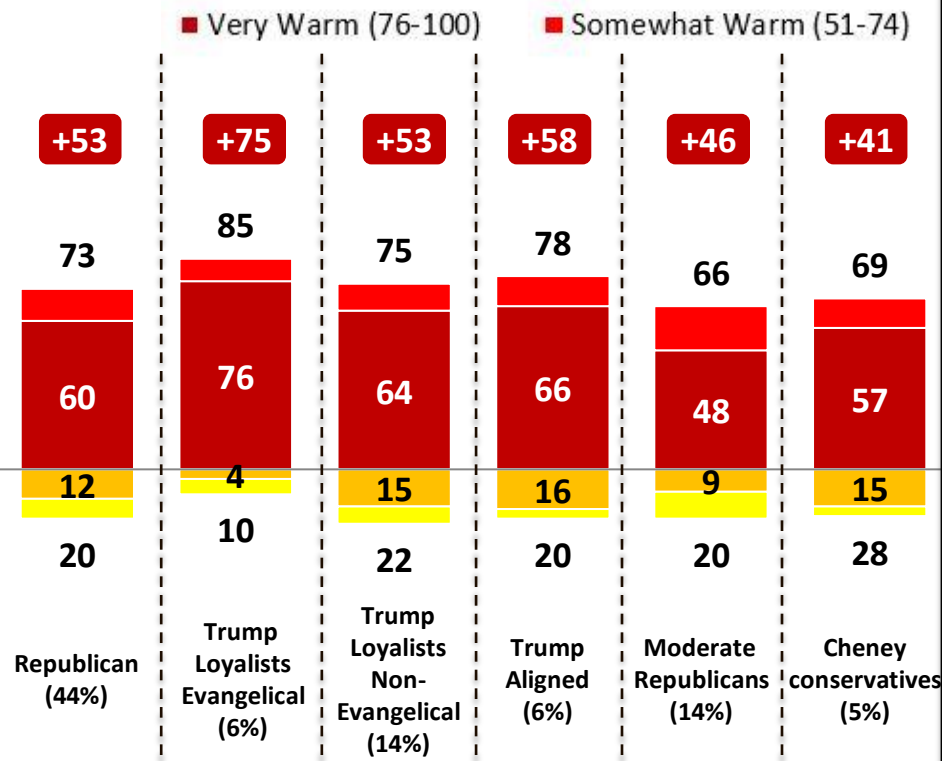
■ Very Warm (76-100) ■ Somewhat Warm (51-74) ■ Very Cool (0-24) ■ Somewhat Cool (26-59)



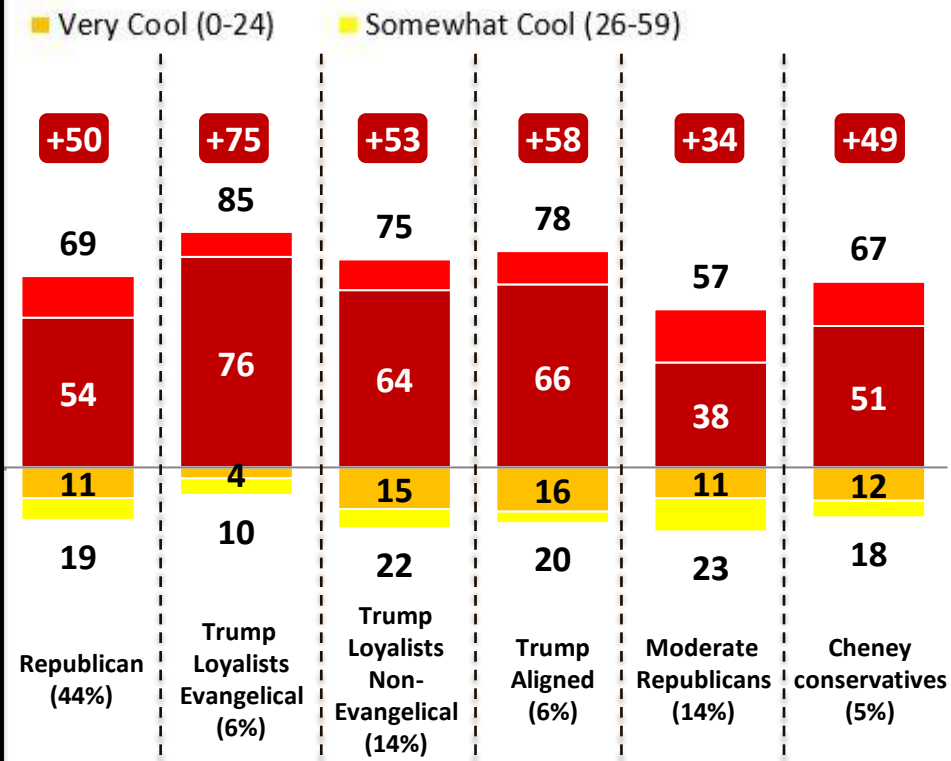
# Trump's party also united in banning transgender athletes and teaching young about gender

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## Banning transgender athletes from participating in women's sports



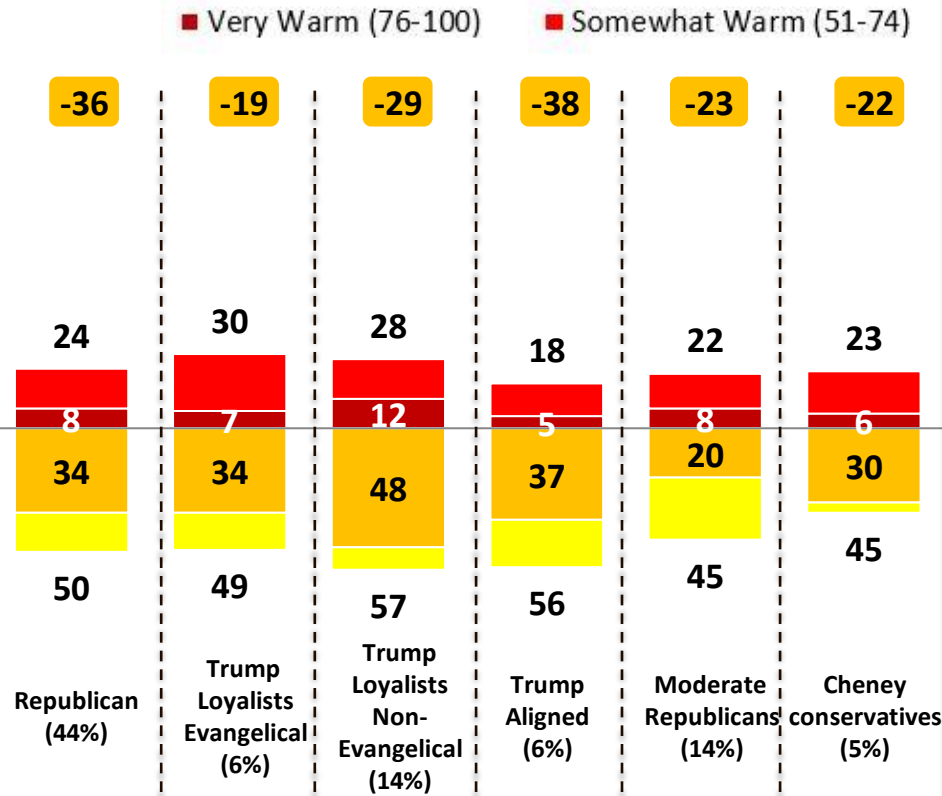
## Ban teaching about sexual orientation or gender until 3rd grade



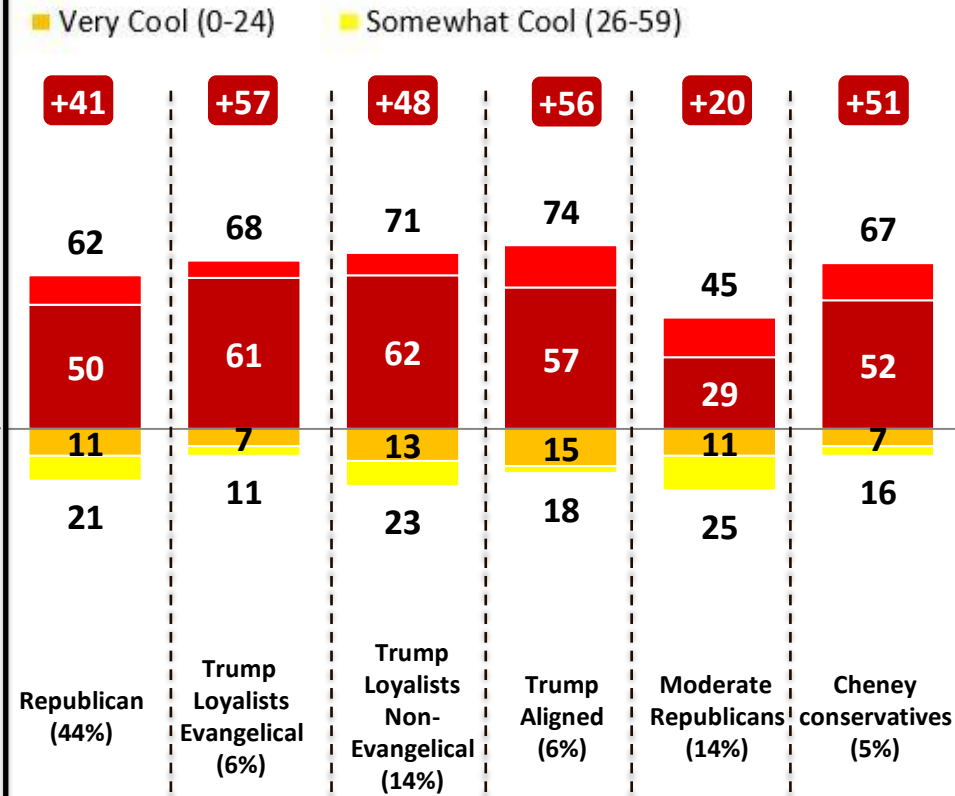
# Trump's party worried whites become a minority and banning CRT approved, but big difference in intensity among moderates and Cheney conservatives

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## Whites becoming a minority in America



## Ban Critical Race Theory in schools





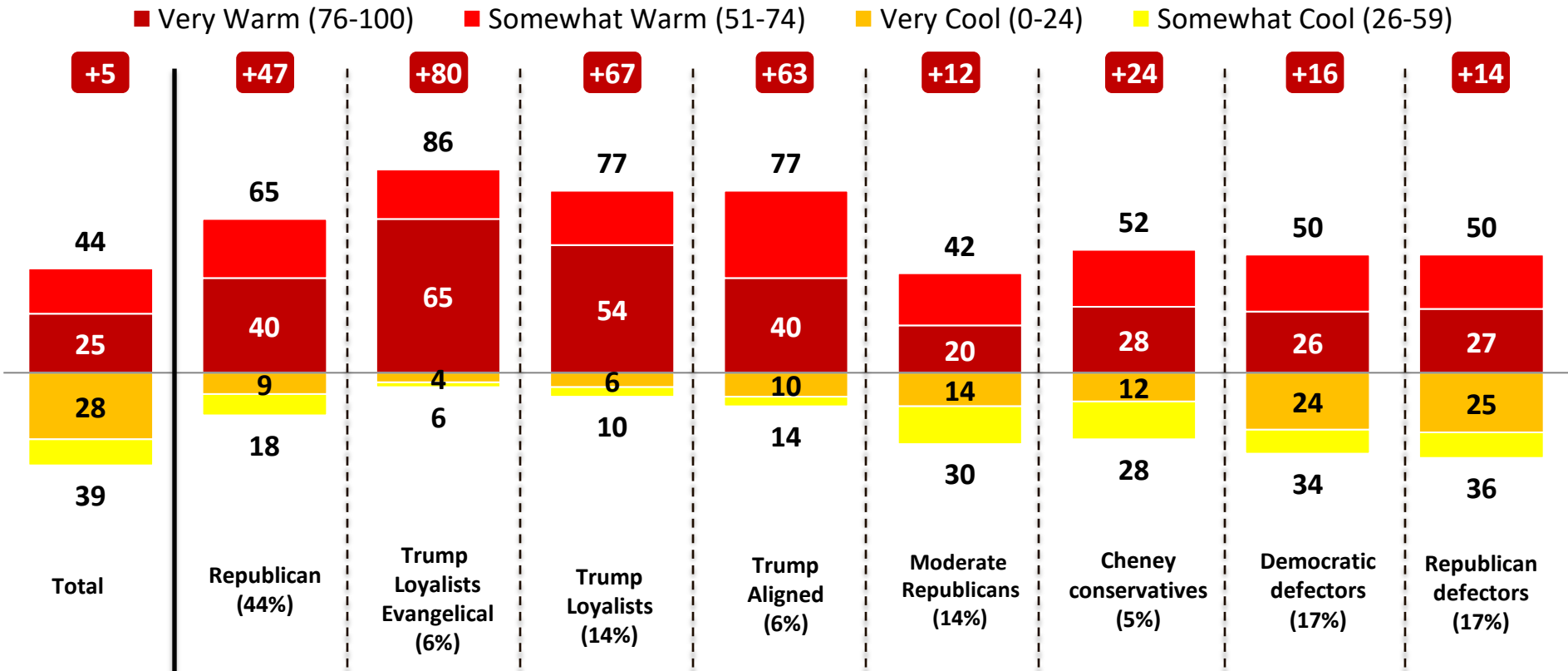
# Trump's GOP: Potential Fractures



# NRA is deep motivation for nearly all of party; some fracturing among moderate Reps, Cheney conservatives, and Dem defectors on guns

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## National Rifles Association (NRA)

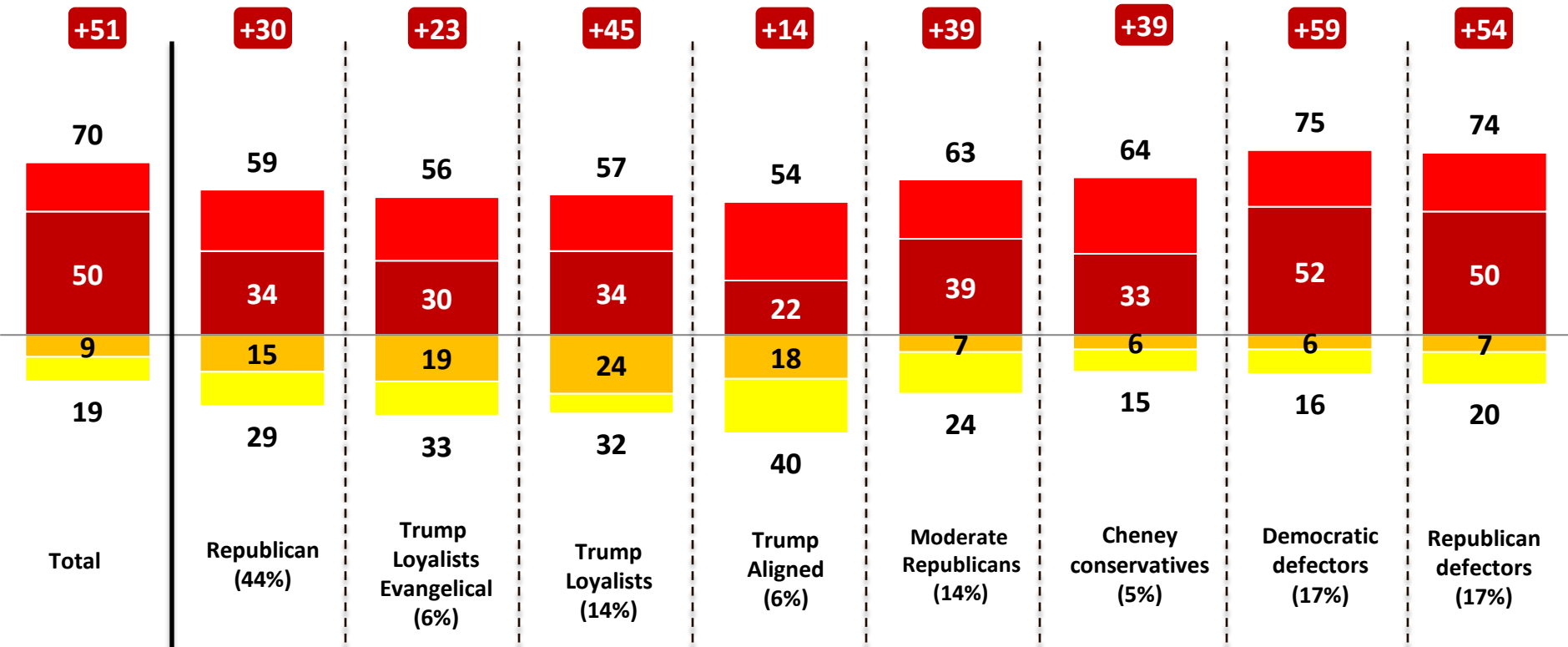


# Almost 60 % of Trump loyalists – the heart of Trump’s GOP – want to tax billionaires

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## Raising taxes on billionaires

■ Very Warm (76-100) ■ Somewhat Warm (51-74) ■ Very Cool (0-24) ■ Somewhat Cool (26-59)

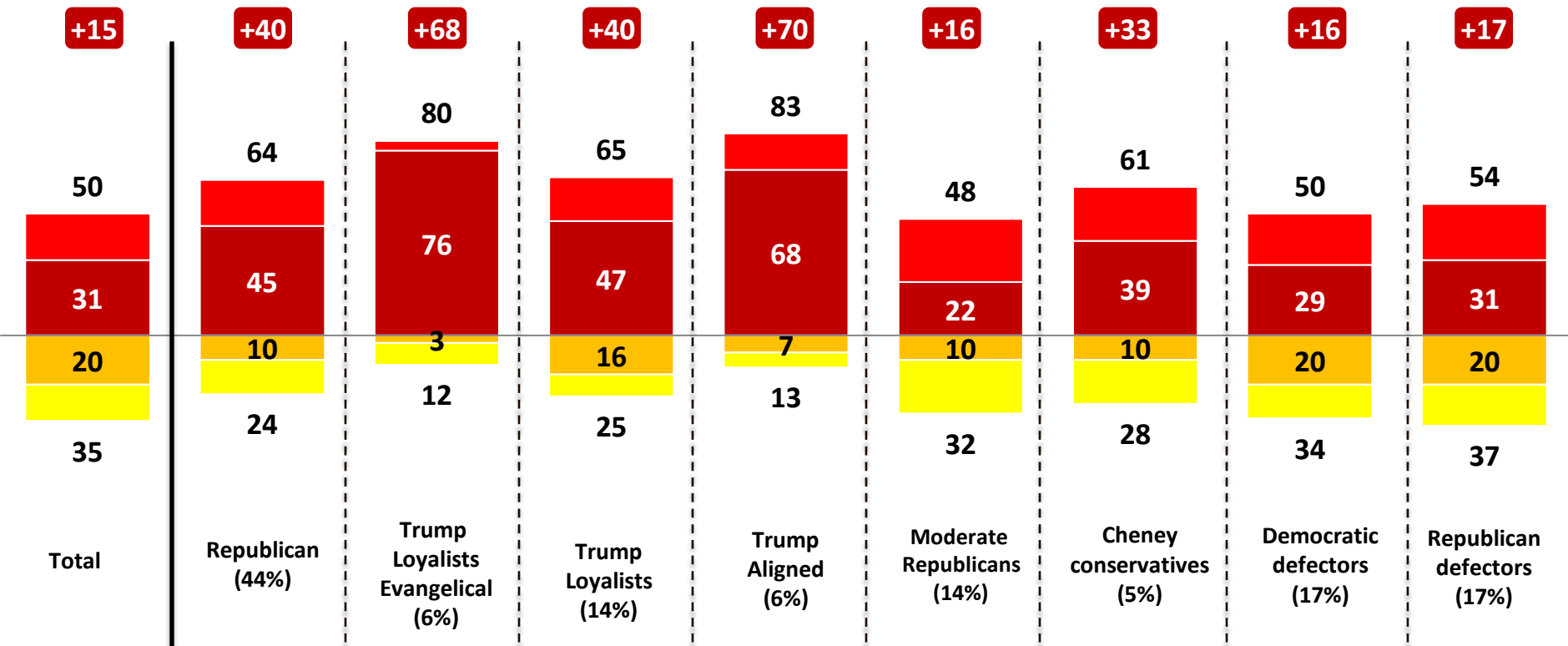


# America as a Christian nation is emotive for Evangelical Trump loyalists and Trump aligned (a minority of party), but not others, including Trump core.

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## America being a Christian nation

Very Warm (76-100)    Somewhat Warm (51-74)    Very Cool (0-24)    Somewhat Cool (26-59)

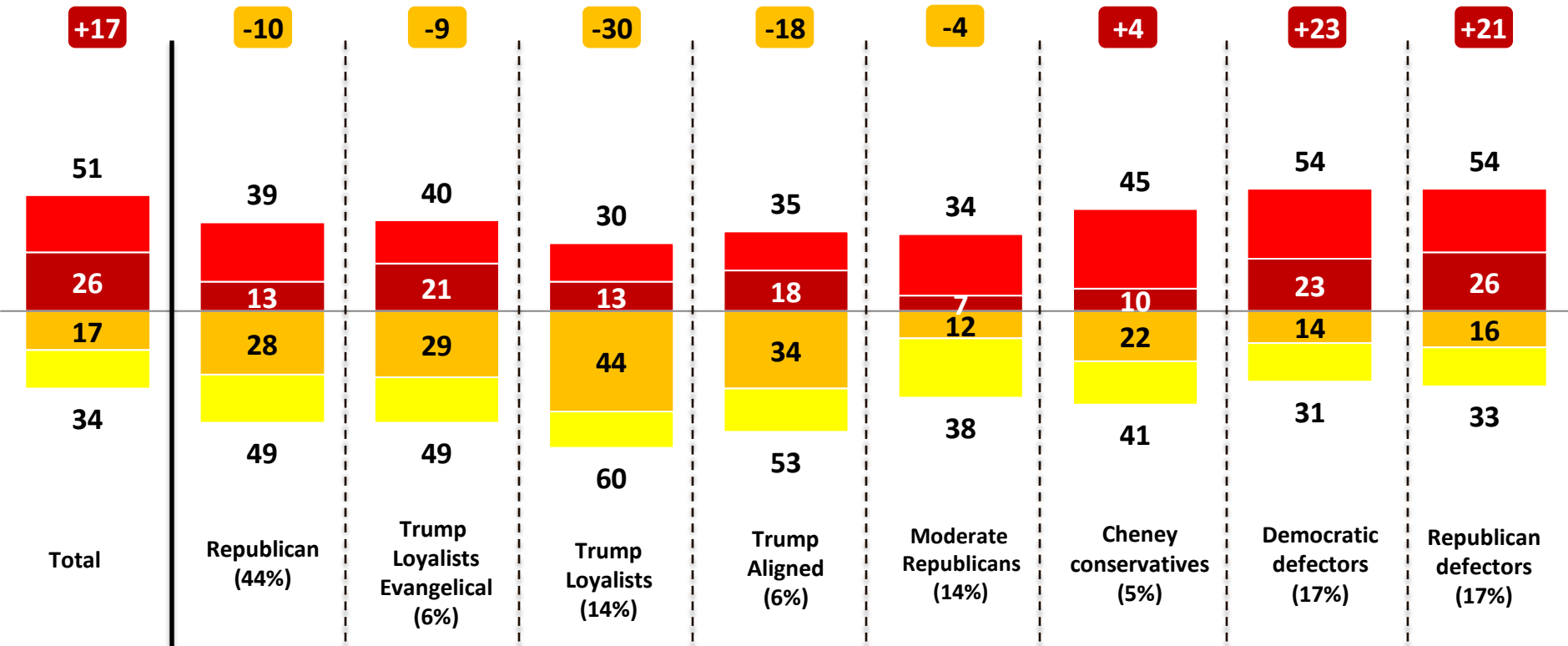


# It is the Trump loyalists who resent continued help for African Americans

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

**Because of continued racial discrimination, America doing more to achieve equality for Blacks**

■ Very Warm (76-100) ■ Somewhat Warm (51-74) ■ Very Cool (0-24) ■ Somewhat Cool (26-59)

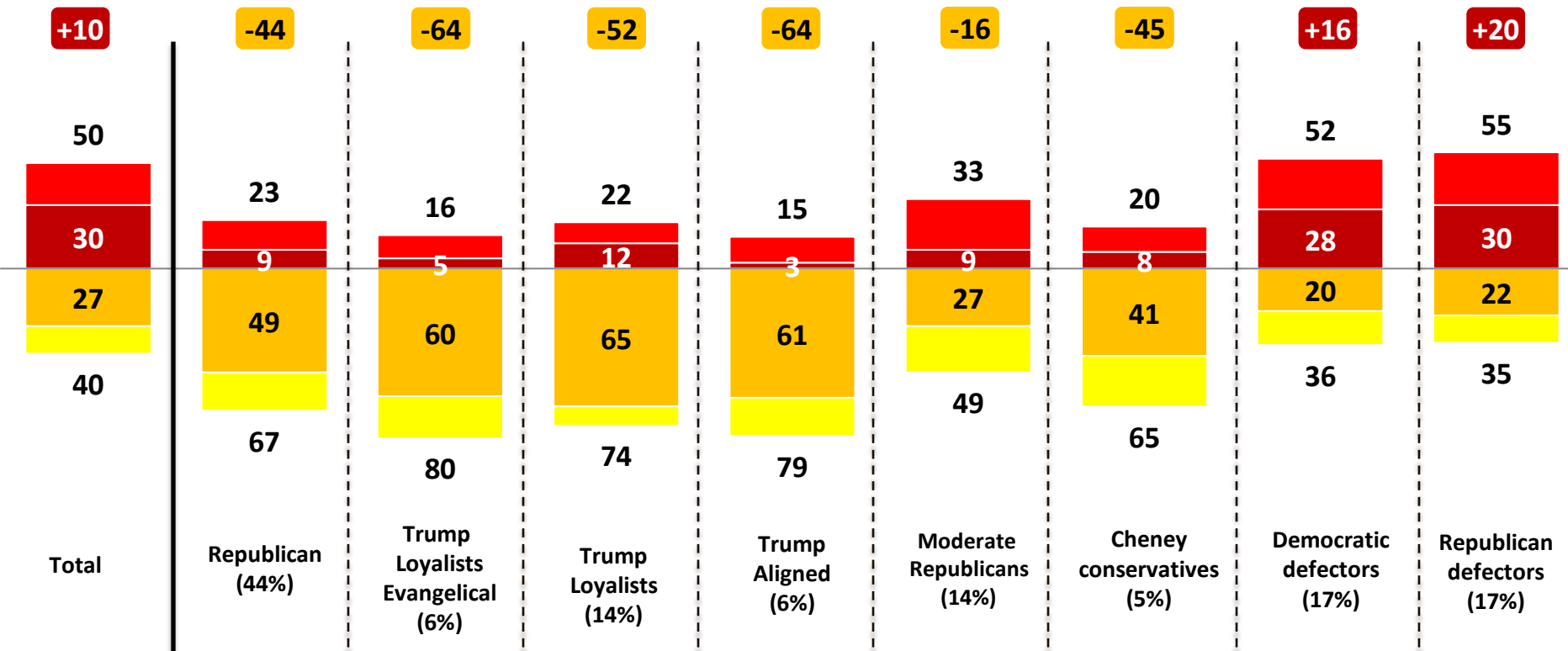


# Obamacare hate key to Trump loyalists & aligned, but a third of moderates and over half of Democratic defectors are warm to Obamacare

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## ACA/Obamacare

■ Very Warm (76-100) ■ Somewhat Warm (51-74) ■ Very Cool (0-24) ■ Somewhat Cool (26-59)

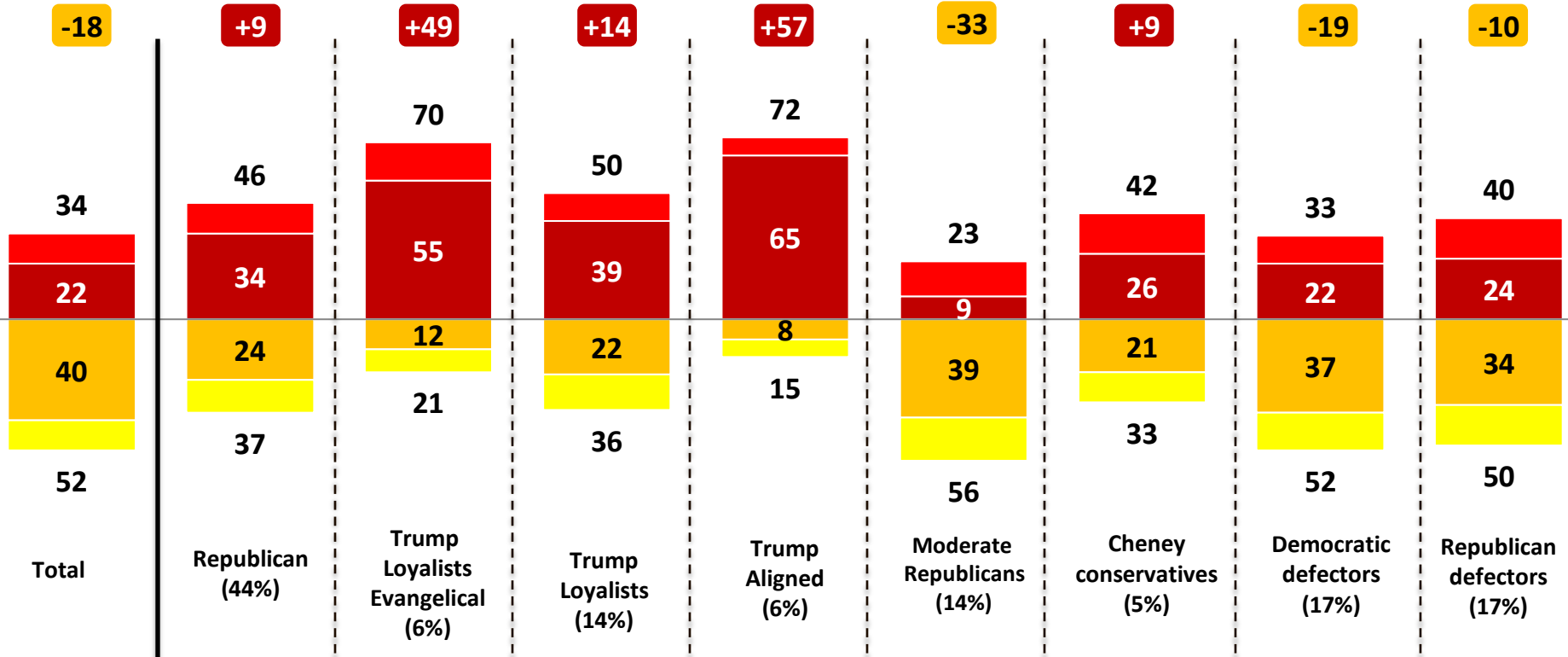


# But distaste for Roe decision: 1/3rd of non-Evangelical loyalists, over half of GOP moderates, a 1/3rd of Cheney bloc, and half of Democratic defectors

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## Supreme Court Overturning Roe v. Wade

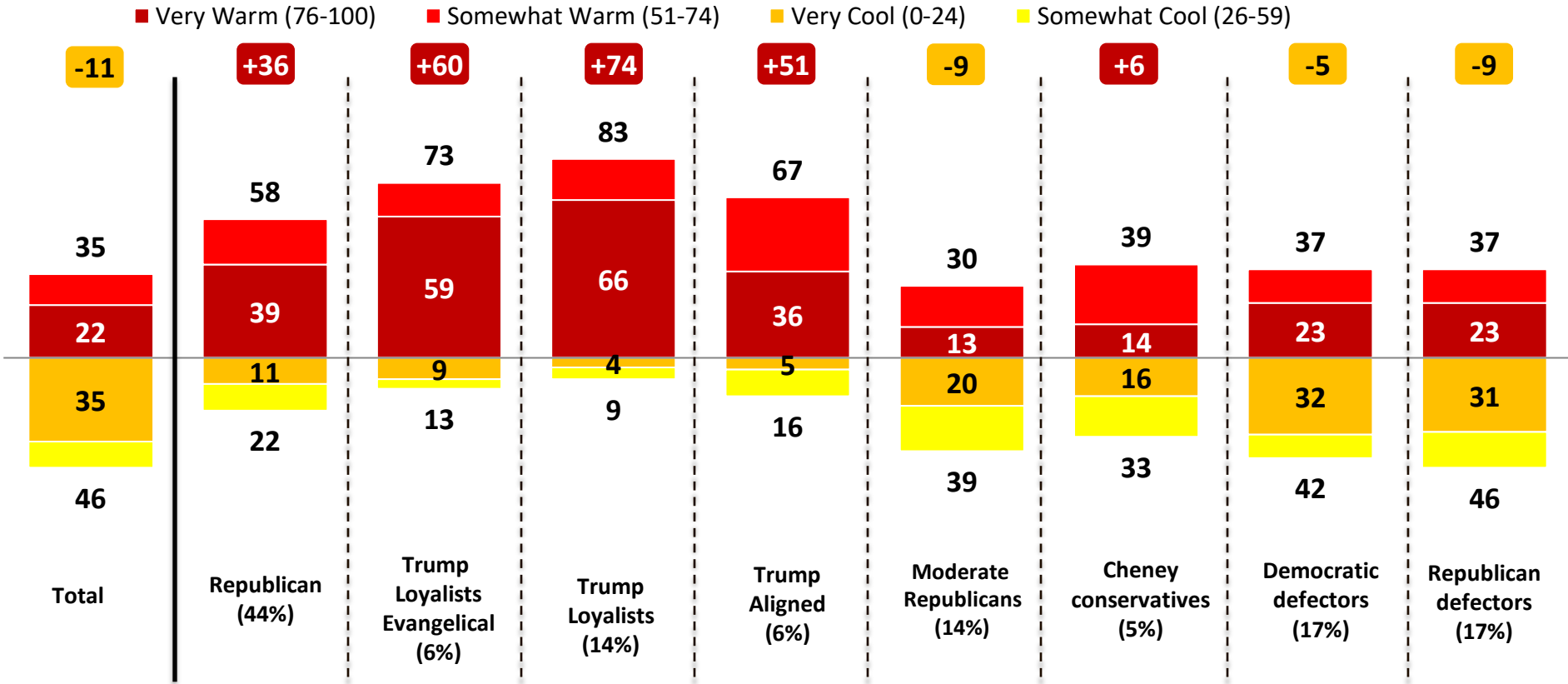
Very Warm (76-100)    Somewhat Warm (51-74)    Very Cool (0-24)    Somewhat Cool (26-59)



# MAGA Republicans fracture: energizing core Trump loyalists, now raising doubts with a third of moderate Republicans and over 40 percent of Democratic defectors

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

## MAGA Republicans





# **Close on cost-of-living crisis**



## The closing cost of living message

- Democrats must focus on the cost of living crisis and make it their consuming, closing message. Our cost of living message (and recognizing no pay raises, Washington not getting it) is the only message that marginally grows the vote against this onslaught.

**(COST OF LIVING)** Working people haven't seen a real pay increase in years. And Washington doesn't get it. The special interests call the shots. But finally, Democrats raised taxes on the big corporations and lowered costs for working families by cutting their taxes, reducing health care, prescription drug, and energy costs, and went after price gouging. Republicans get their money from big oil and big pharmaceutical special interests. Republicans don't get it.

Working people haven't seen a raise.

Washington doesn't get it.

Democrats cut taxes, and cost of health care,  
drugs, and energy.

Special interests call the shots.



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