



DEMOCRACY CORPS  
CARVILLE ♦ GREENBERG

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# **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 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. But Democrats have gained with moderate Republicans from 9 to 18 percent and Cheney conservatives, going from 4 to 7 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, a slight gain.
- It is going to get worse, unless Democrats focus on the cost of living and make it their closing message. Our cost of living message (and recognizing no pay raise) is the only message that marginally grows the vote against this onslaught. The message currently being used by the White House and many national Democrats loses the vote further. (Below is the closing message and the most impactful language.)



# The closing cost of living message

- It is going to 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.

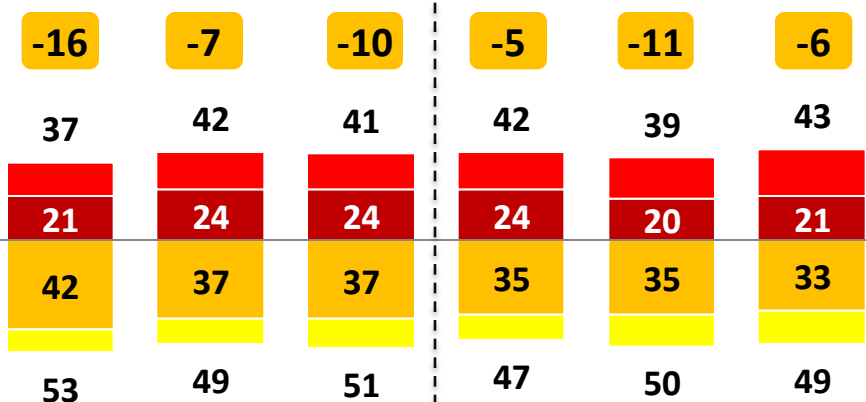
- The message currently being used by the White House and most national Democrats gets a disastrous reception and costs us 3-points of further margin. It talks about the accomplishment, extremism and importance of protecting abortion nationally



# 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.

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

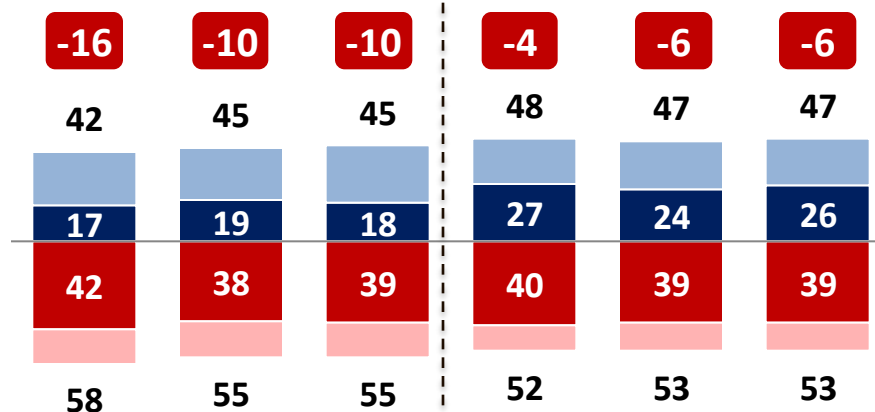


Democrats in Congress

Republicans in Congress

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

■ Strongly Approve ■ Somewhat Approve  
■ Strongly Disapprove ■ Somewhat Disapprove



Joe Biden

Donald Trump



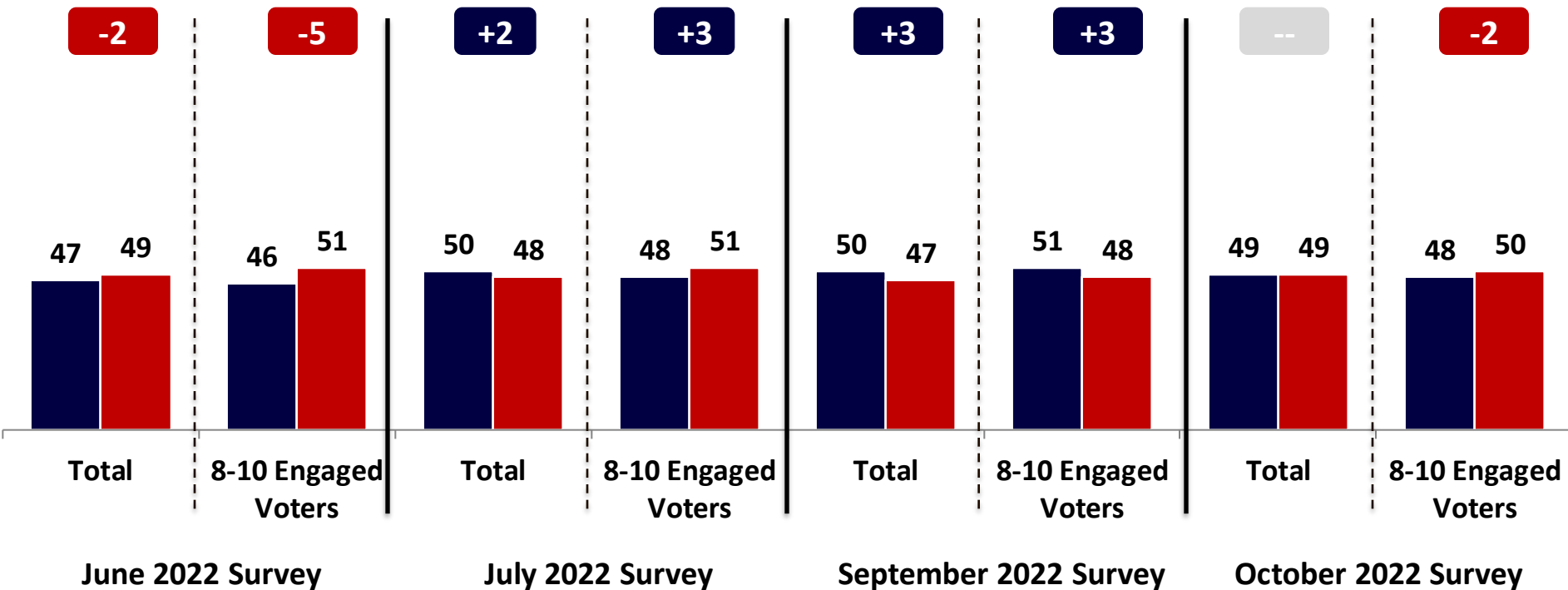
# Election edging toward Republicans, with Democrats losing in likely electorate

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 ground in base of Hispanics, young, unmarried women, as well as white working class targets; Child Tax Credit recipients still help with vote

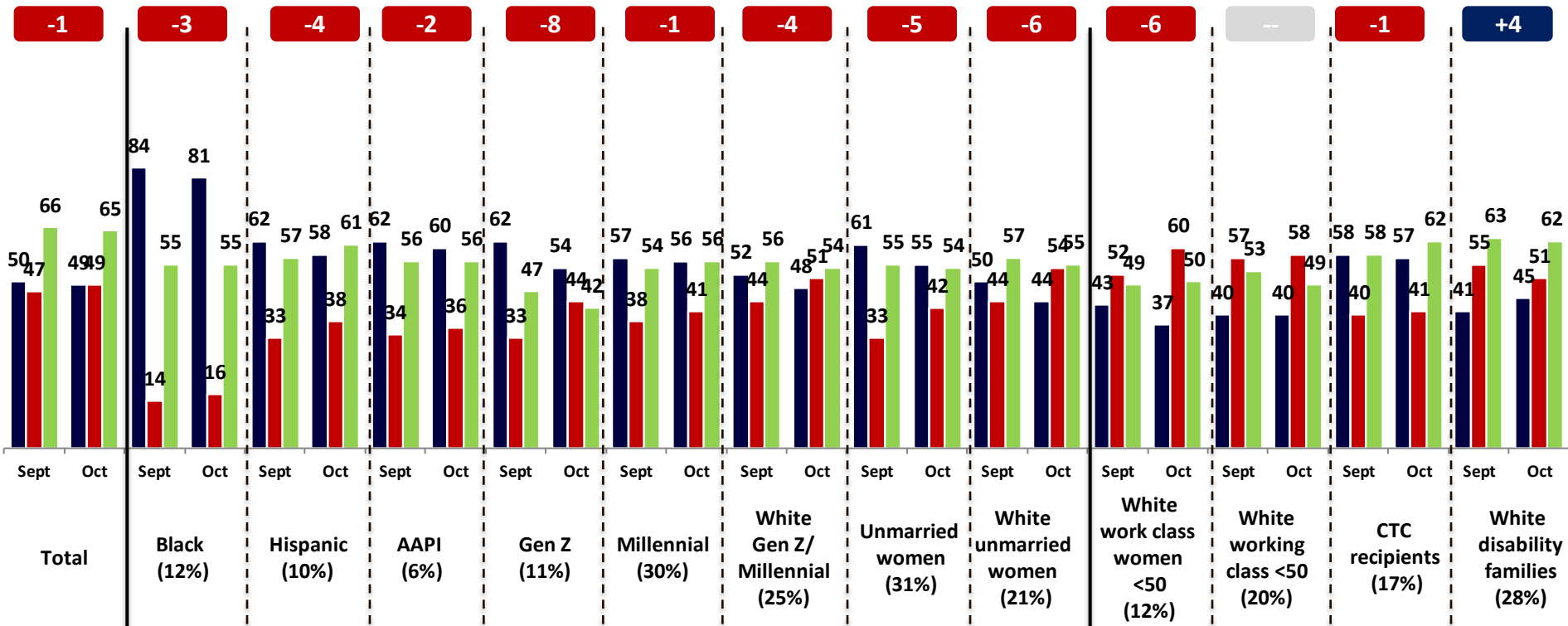
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## 2022 CONGRESSIONAL VOTE

■ Democratic candidate

■ Republican candidate

■ %8-10 Interest



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

# Conflicting trends: Dems losing mod Dems who are ½ their bloc, while gain with moderate GOP, Cheney conservatives and GOP defectors

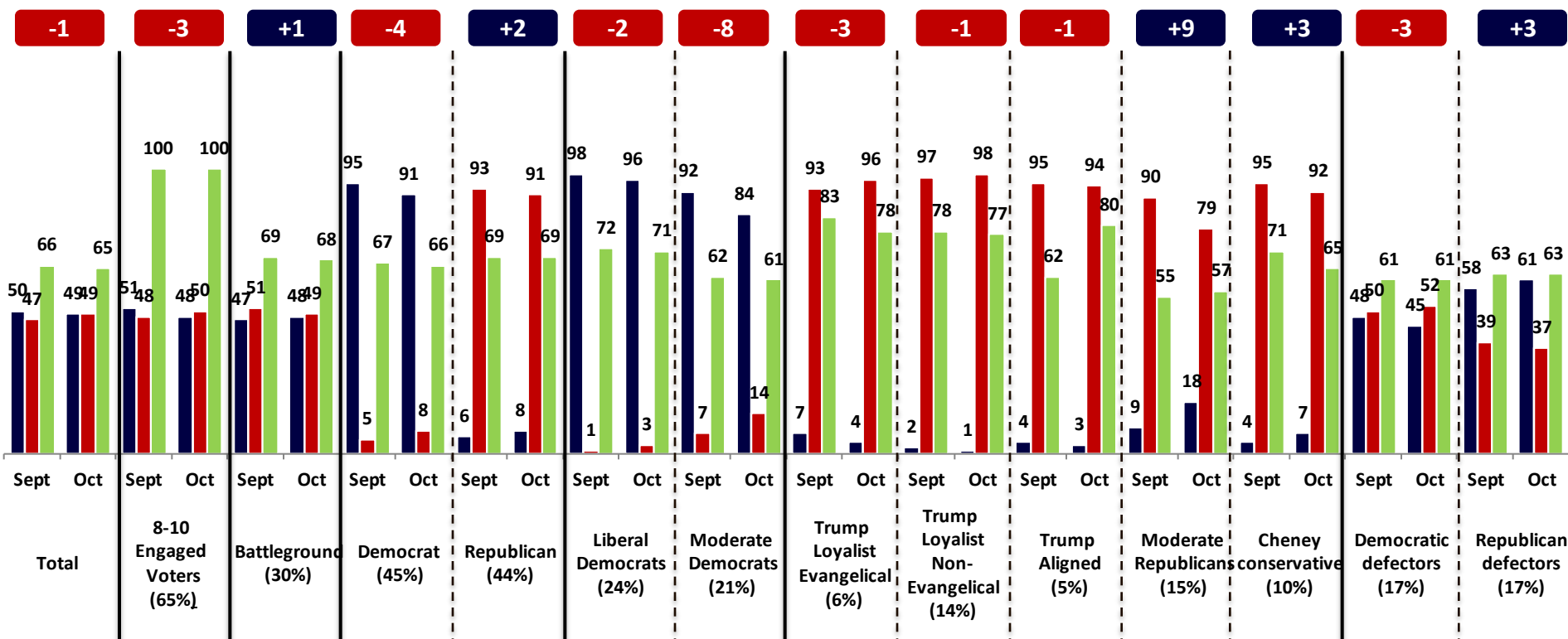
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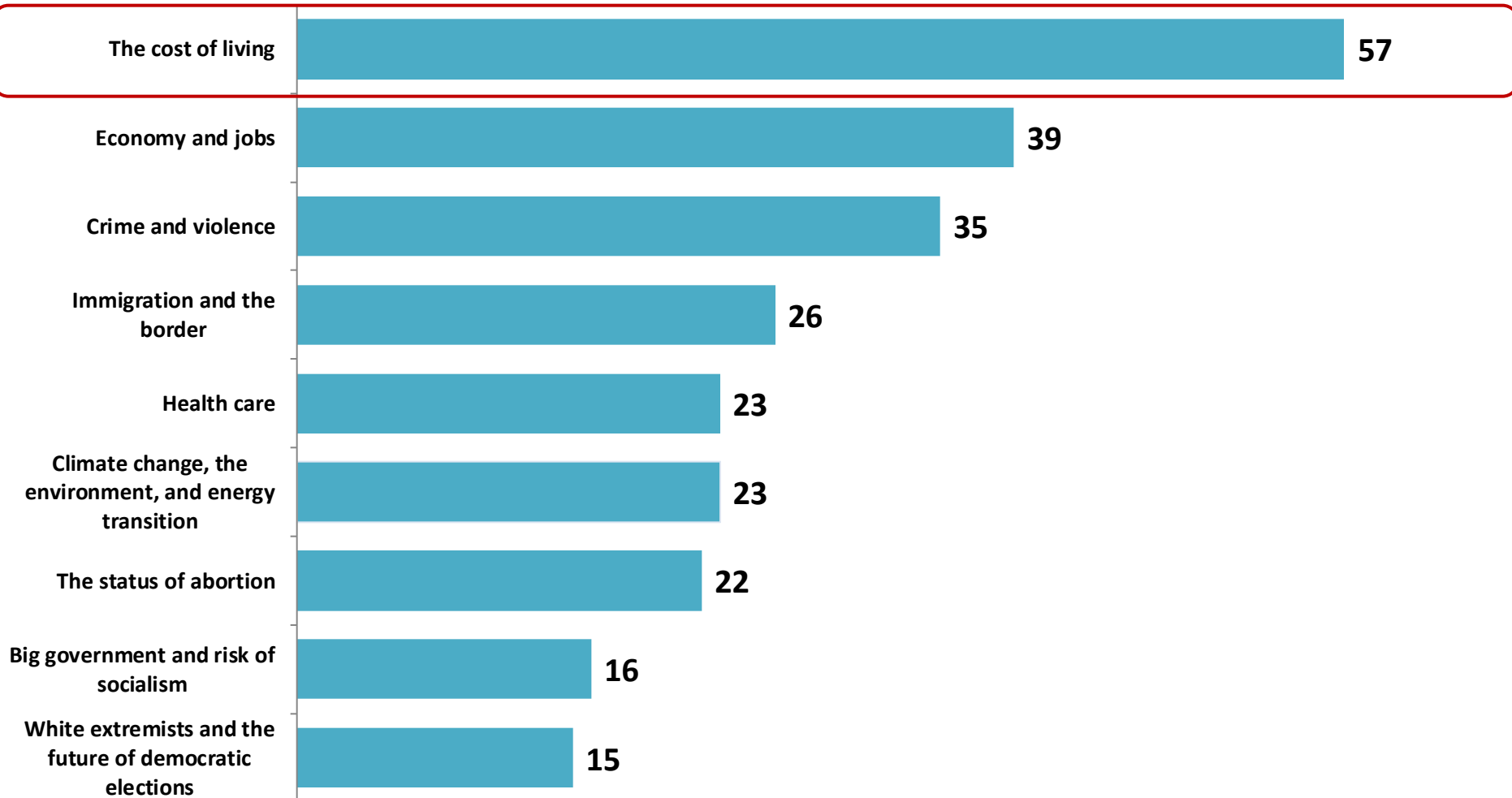


# **Still a cost of living election**



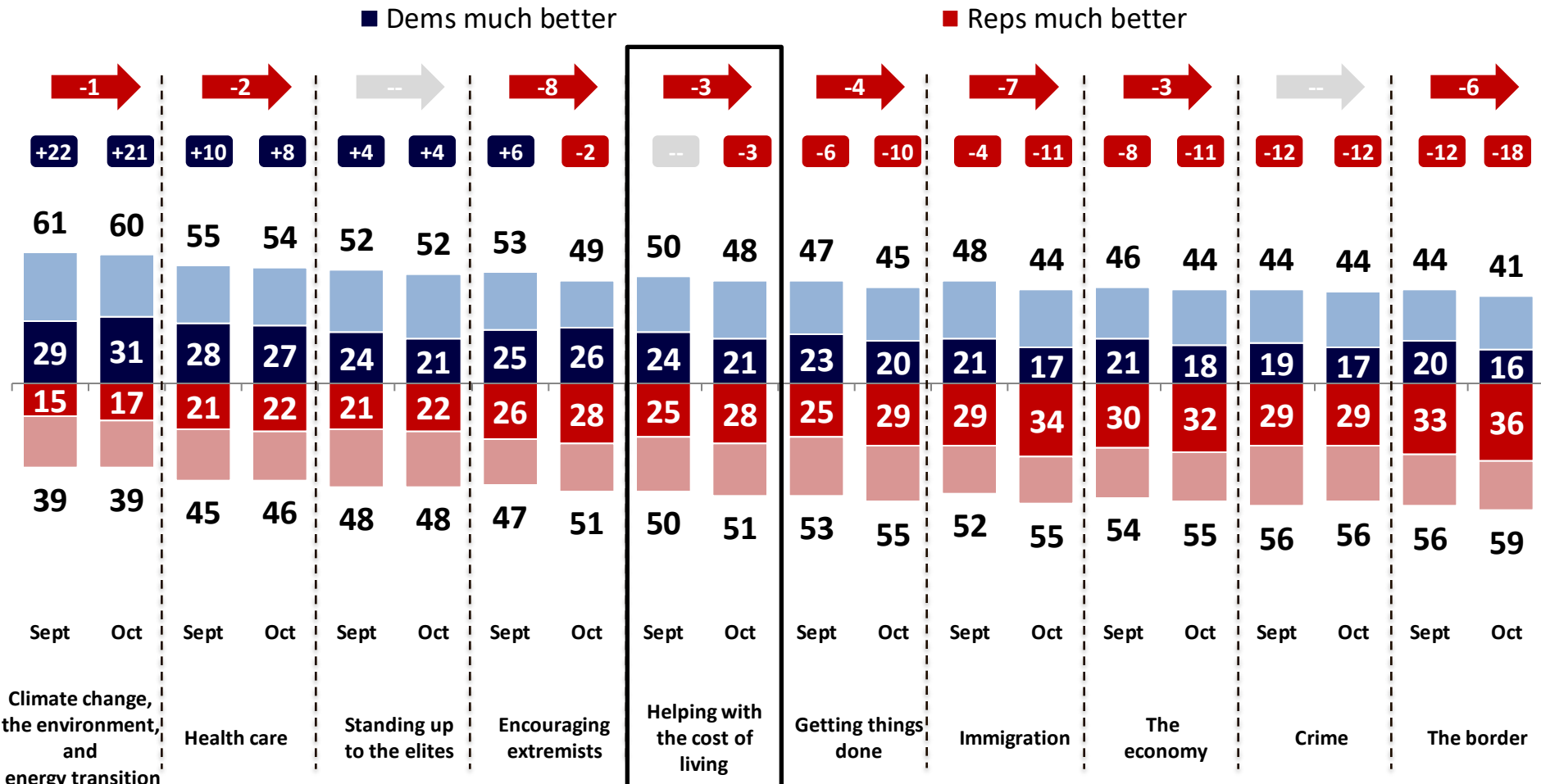
# Still a cost of living election - which can be contested.

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. Weaker on cost of living but still in the game.

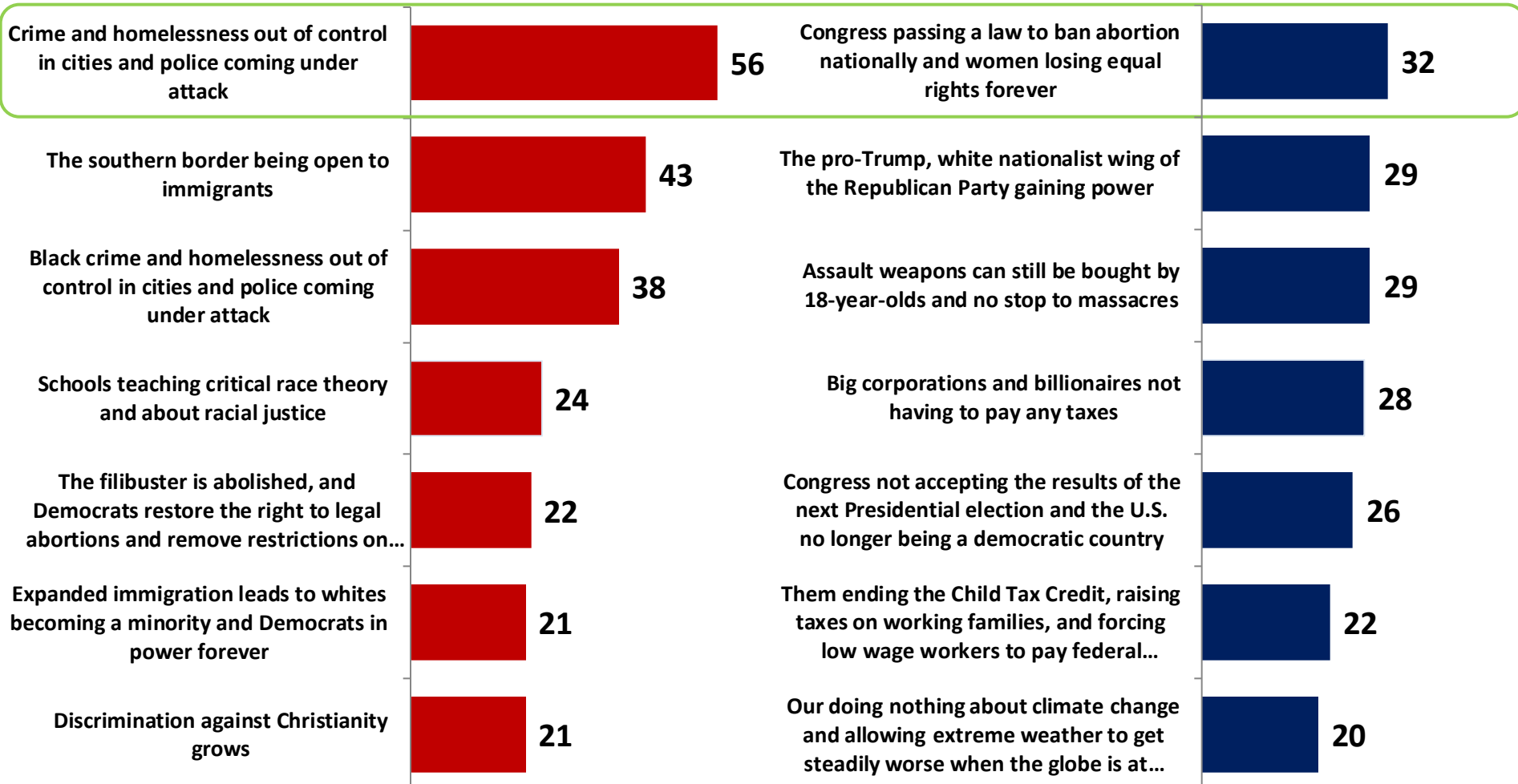
Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.



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

Imagine that Democrats keep control U.S. Senate and Congress, which **THREE** of these would upset you the most?

Imagine that Republicans keep control U.S. Senate and Congress, which **THREE** of these would upset you 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 feeling 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.

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

+8

47

31

31

39

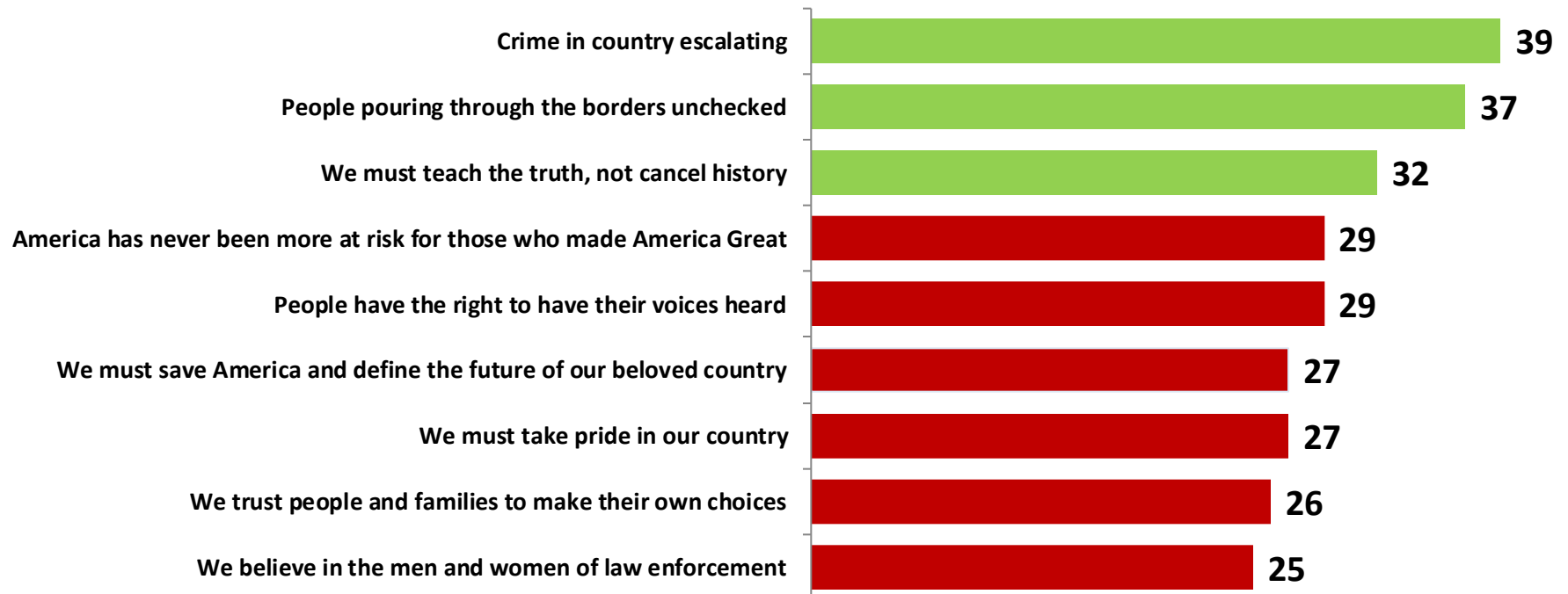
Total



# 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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# **Closing Democratic messages**



# 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 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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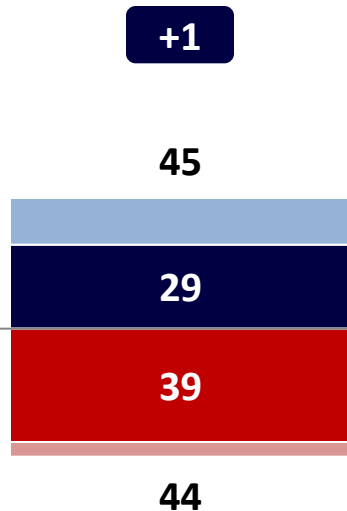


# Democratic messages tested

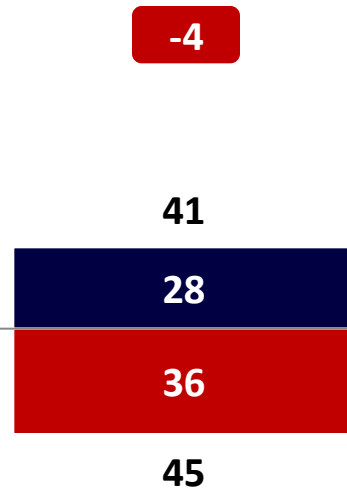
(SPLITS – 1/4 SAMPLE) Below is a statement by the Democrats about what's happening with working people. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm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

■ 75-100

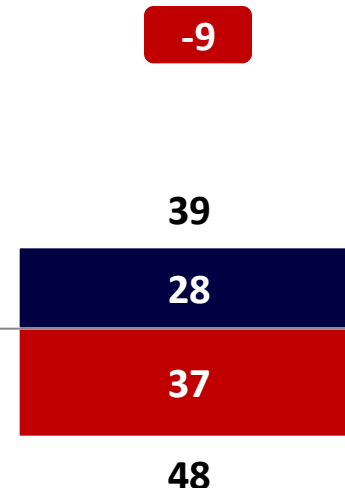
■ 0-25



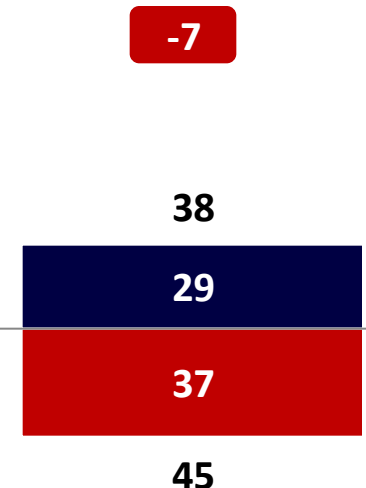
Cost of living Split



Cost of living + Abortion Split



Cost of living + Abortion + Extreme Split

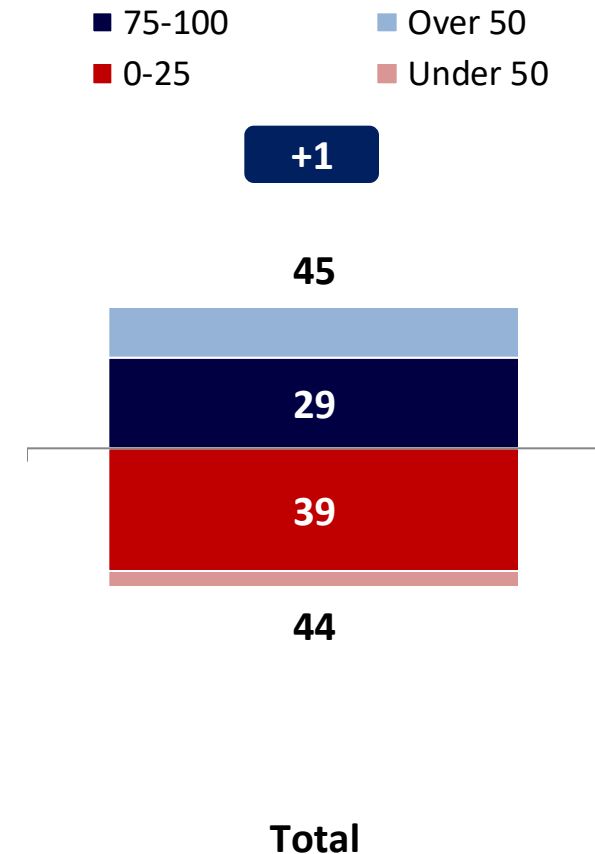


National Democrats' message Split

# Cost of living message is only Democratic message with net-positive result

(SPLIT C – 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.

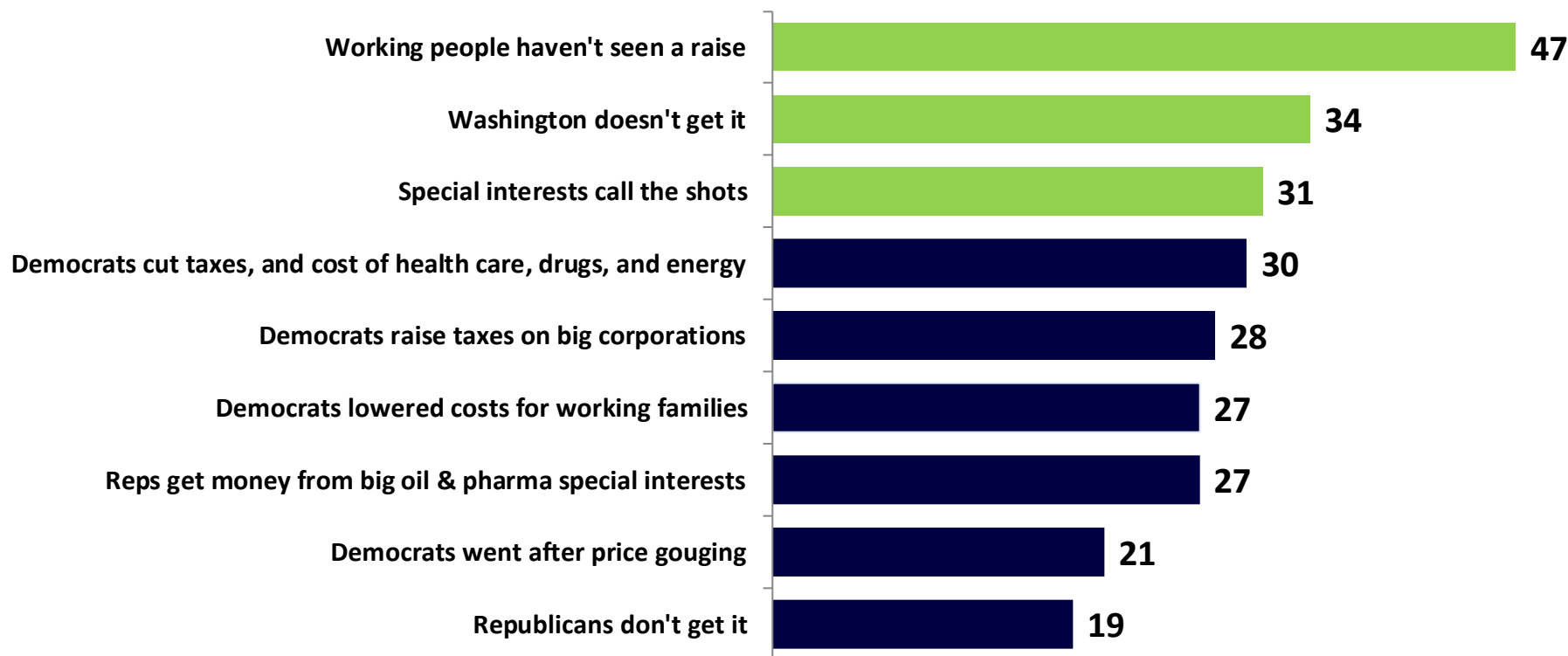
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# Message power driven, not just from cutting taxes and health care costs, but from the fact that understand lives, against Washington & special interests

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

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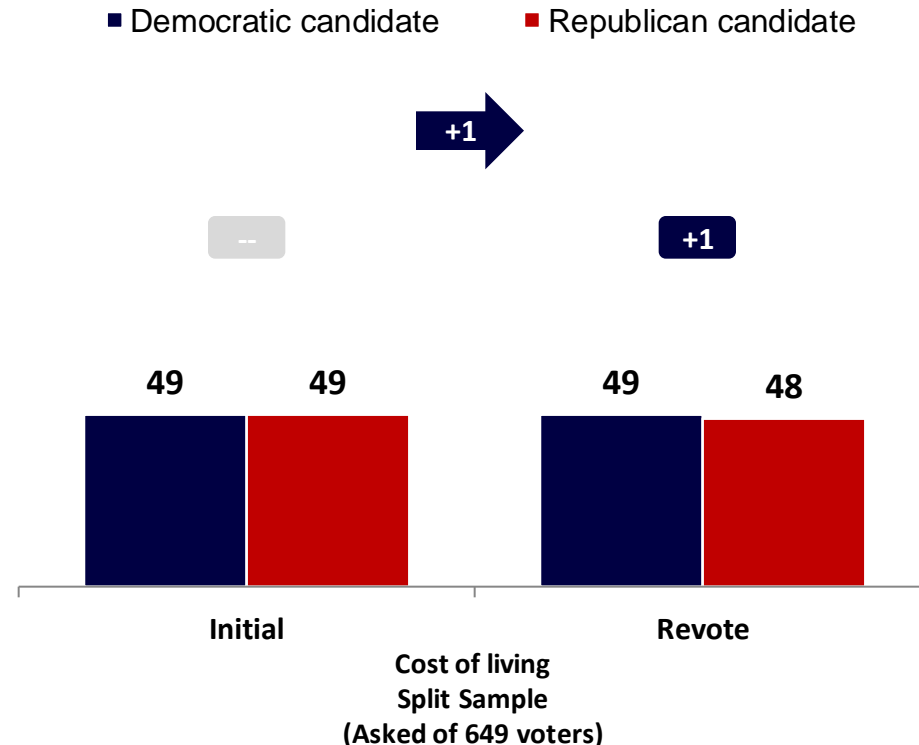


# Despite voters hearing all GOP attacks, it raises support a point

(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?

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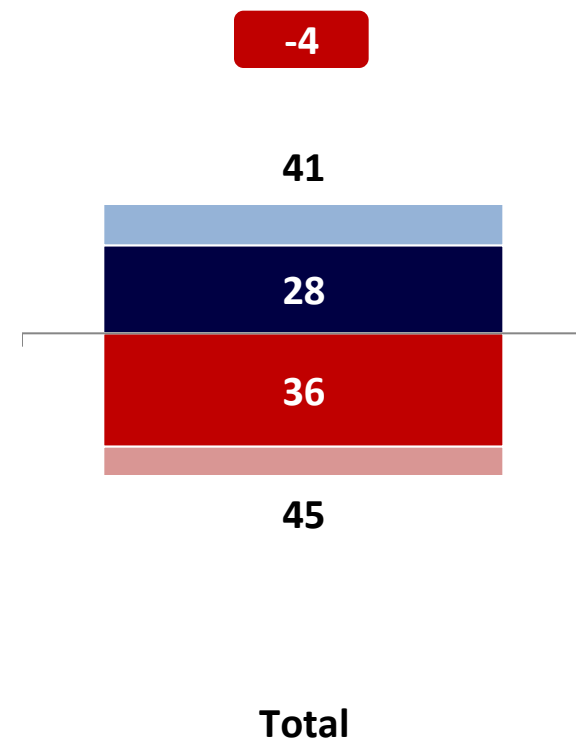
## Adding abortion to the cost of living message hurts it

(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.

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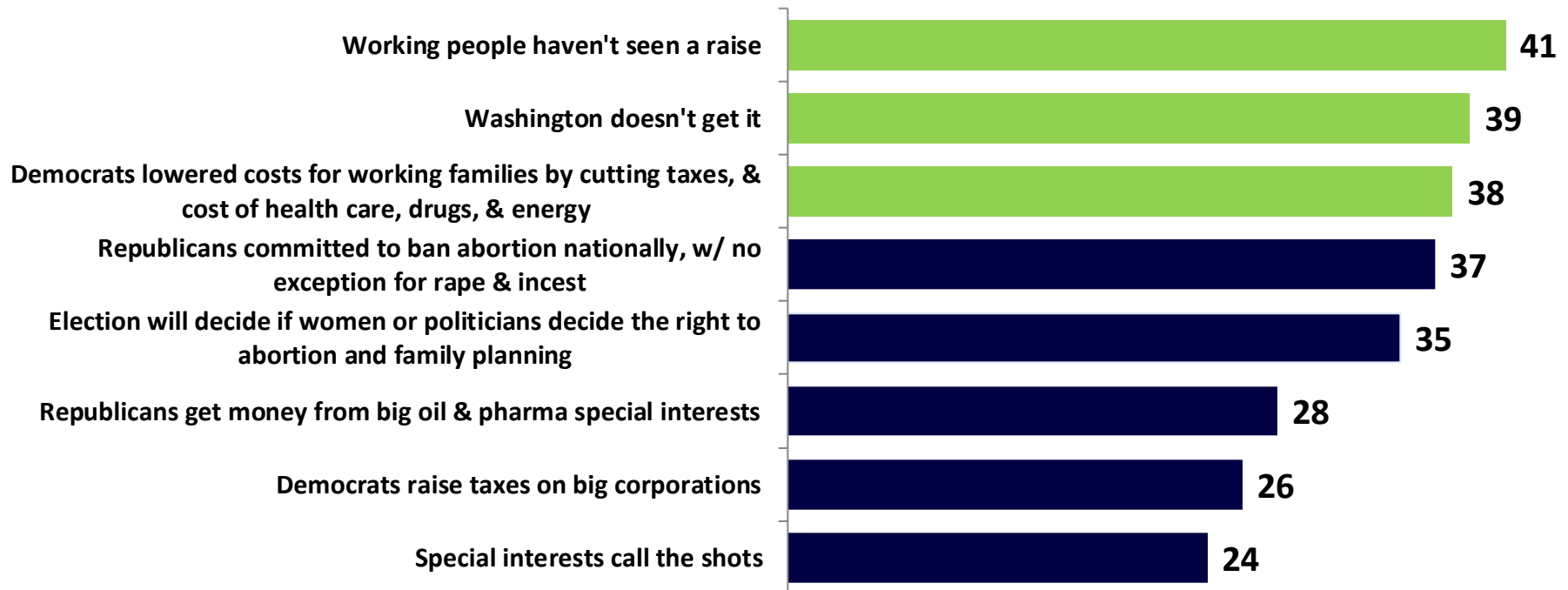


# Power of message still in no raise, Washington doesn't get it, and lowered costs

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

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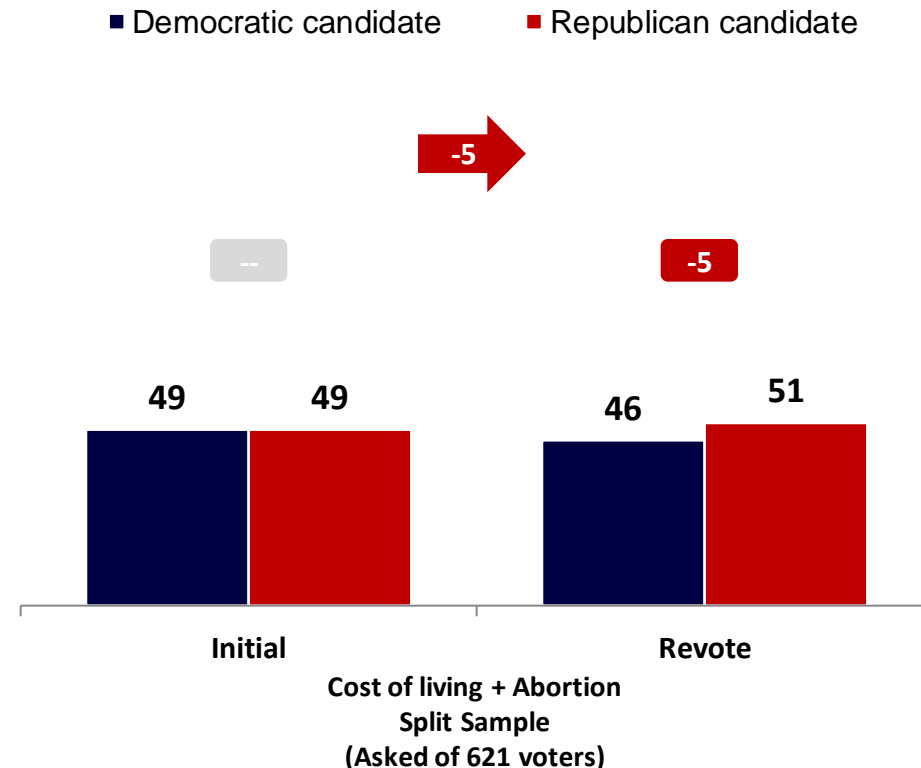
# Adding abortion means Democrats loses ground in closing message

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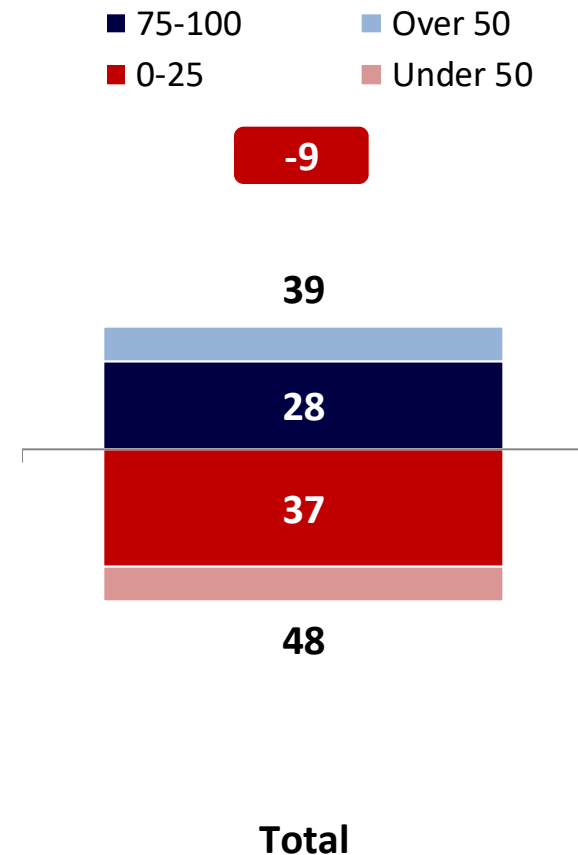
# Adding extremism dramatically reduces effectiveness of message

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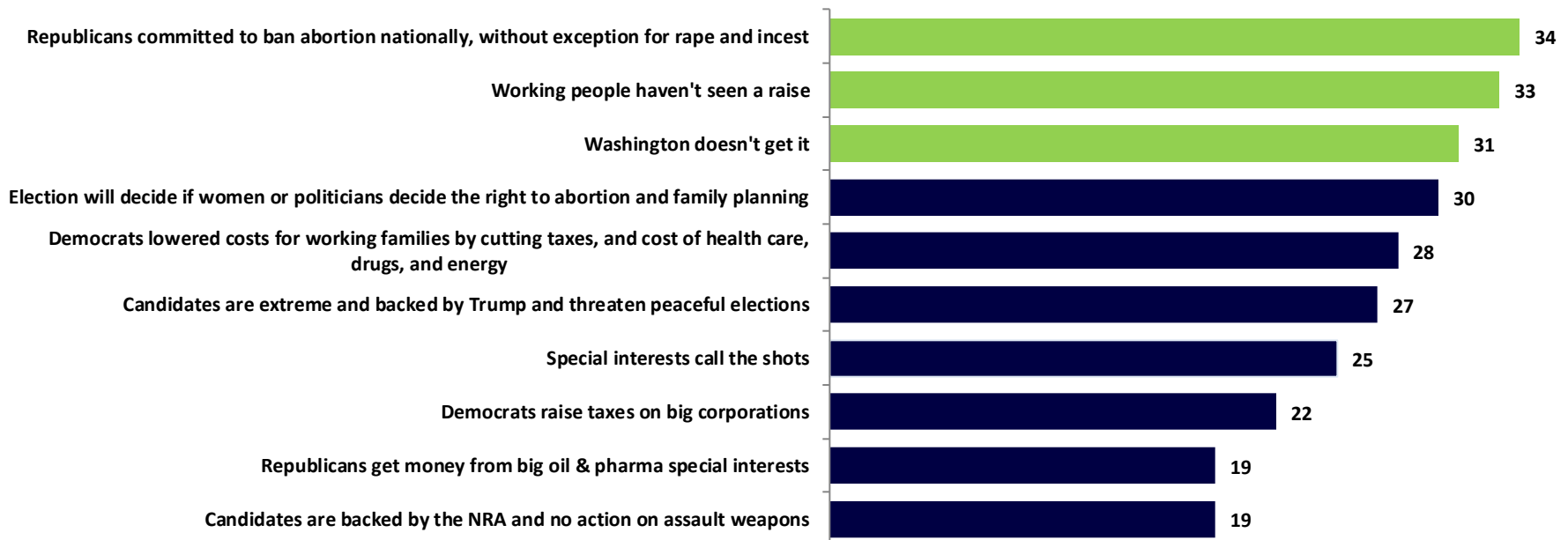
# Abortion then important recall, but great power in recognizing people haven't seen a raise and Washington doesn't get it

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

(COST OF LIVING + ABORTION + EXTREME) 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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# The cost of living message when joined with other messages hurt us

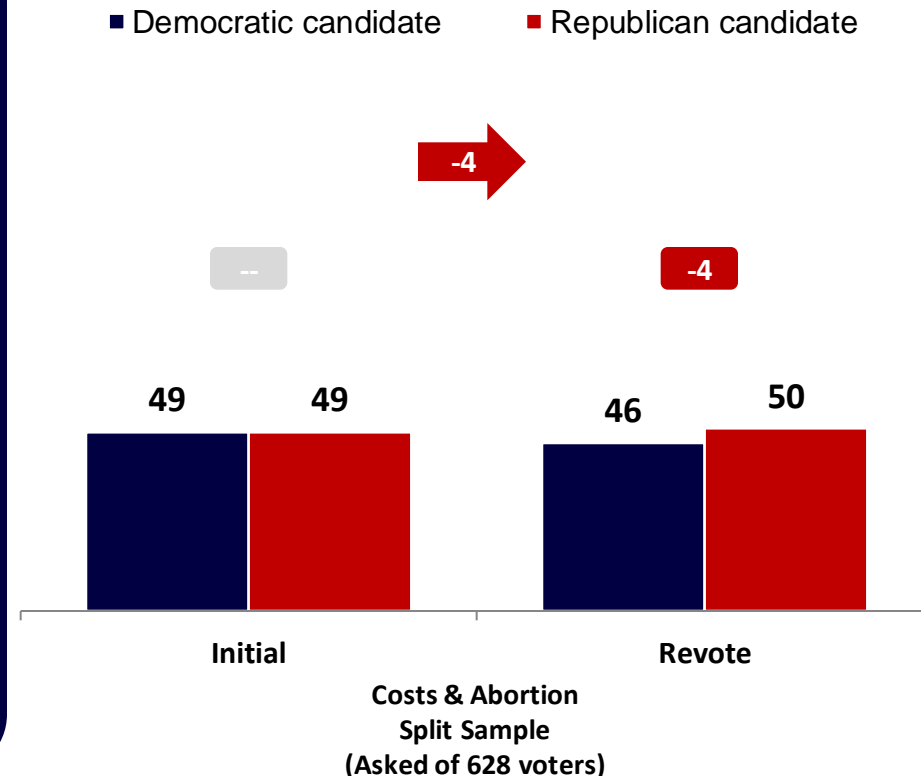
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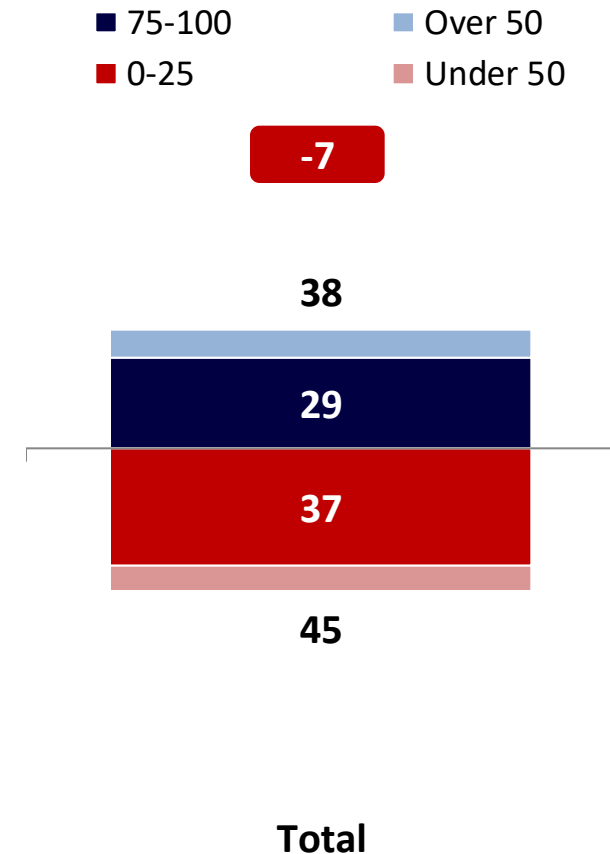
## And the national Democratic message gets a disastrous reception

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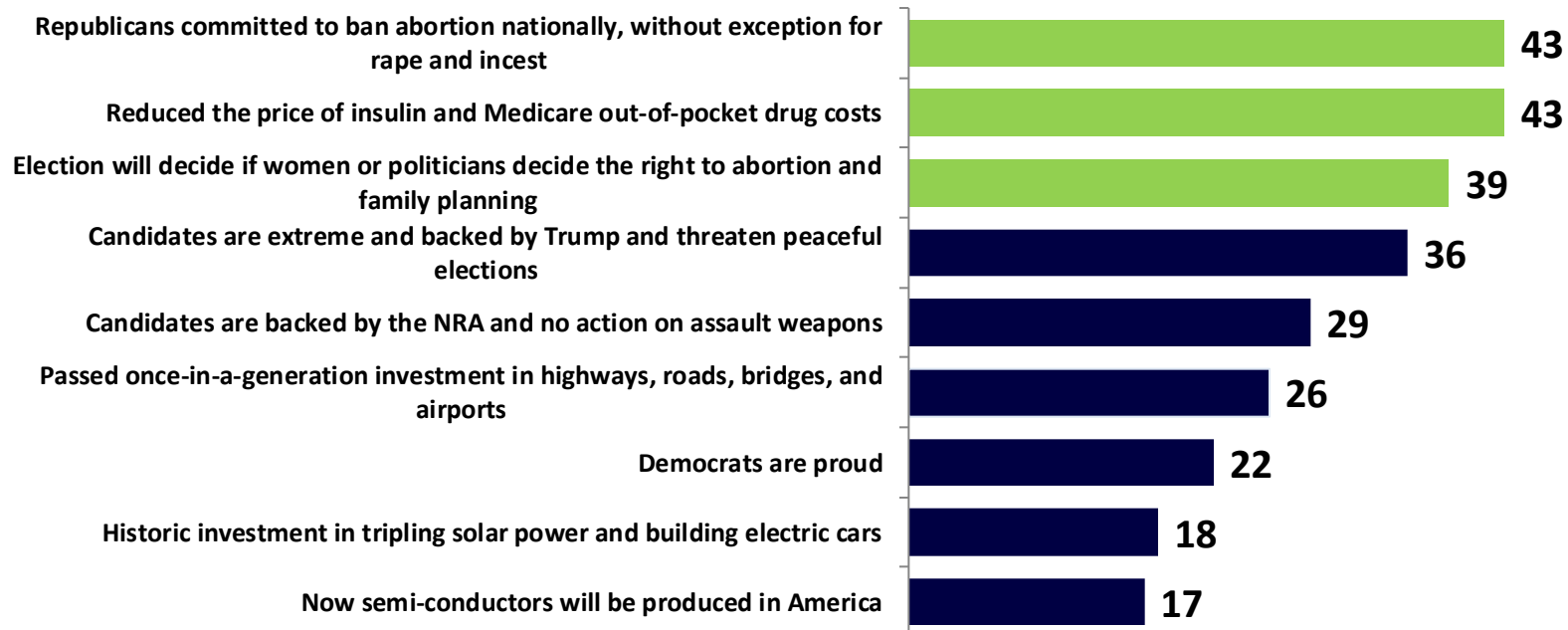
# Abortion stands out in dangerous message, along with drug prices

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

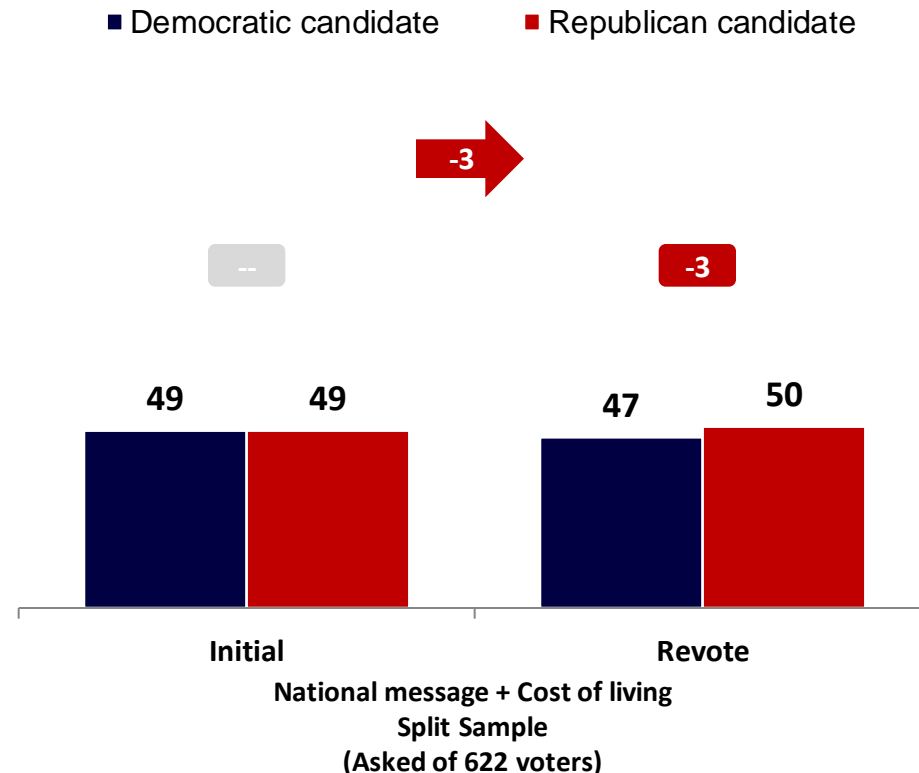
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# **Close on cost-of-living crisis**



# The closing cost of living message

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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.



# CONTACT US



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