



PUBLIC OPINION
STRATEGIES

turning questions into answers



NBC NEWS

November 2022 Debrief NBC News Poll – Executive Summary

Right Direction/Wrong Track Heading Into Election Day & Outcome

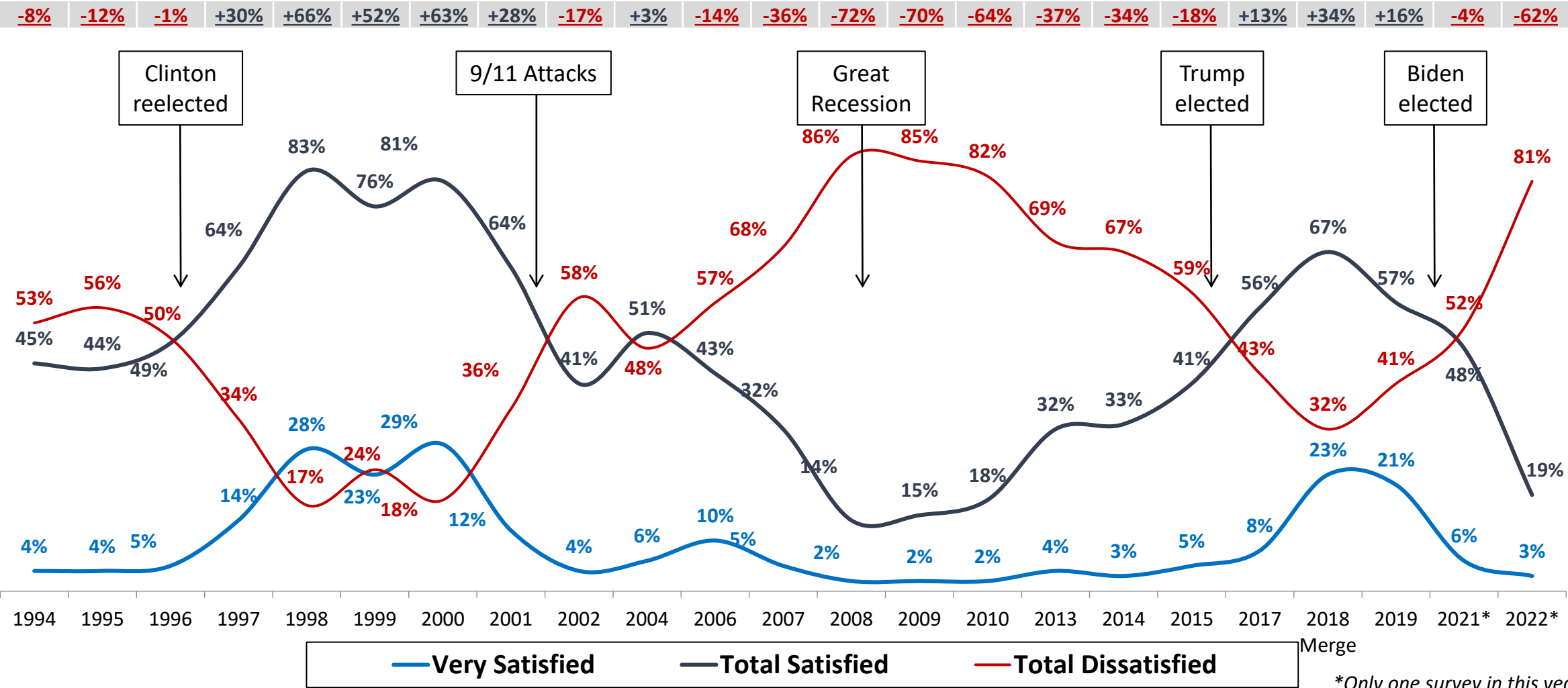
Year	President	Country Right Direction- Wrong Track	Seats
1994	Clinton	27% Right Direction/ 55% Wrong Track -28%	-52
2006	George W. Bush	29% Right Direction/ 56% Wrong Track -27%	-30
2010	Obama	31% Right Direction/ 60% Wrong Track -29%	-63
2014	Obama	27% Right Direction/ 64% Wrong Track -37%	-13
2018	Trump	38% Right Direction/ 54% Wrong Track -16%	-40
2022	Biden	21% Right Direction/ 72% Wrong Track -51%	?

Economic Satisfaction – Trend

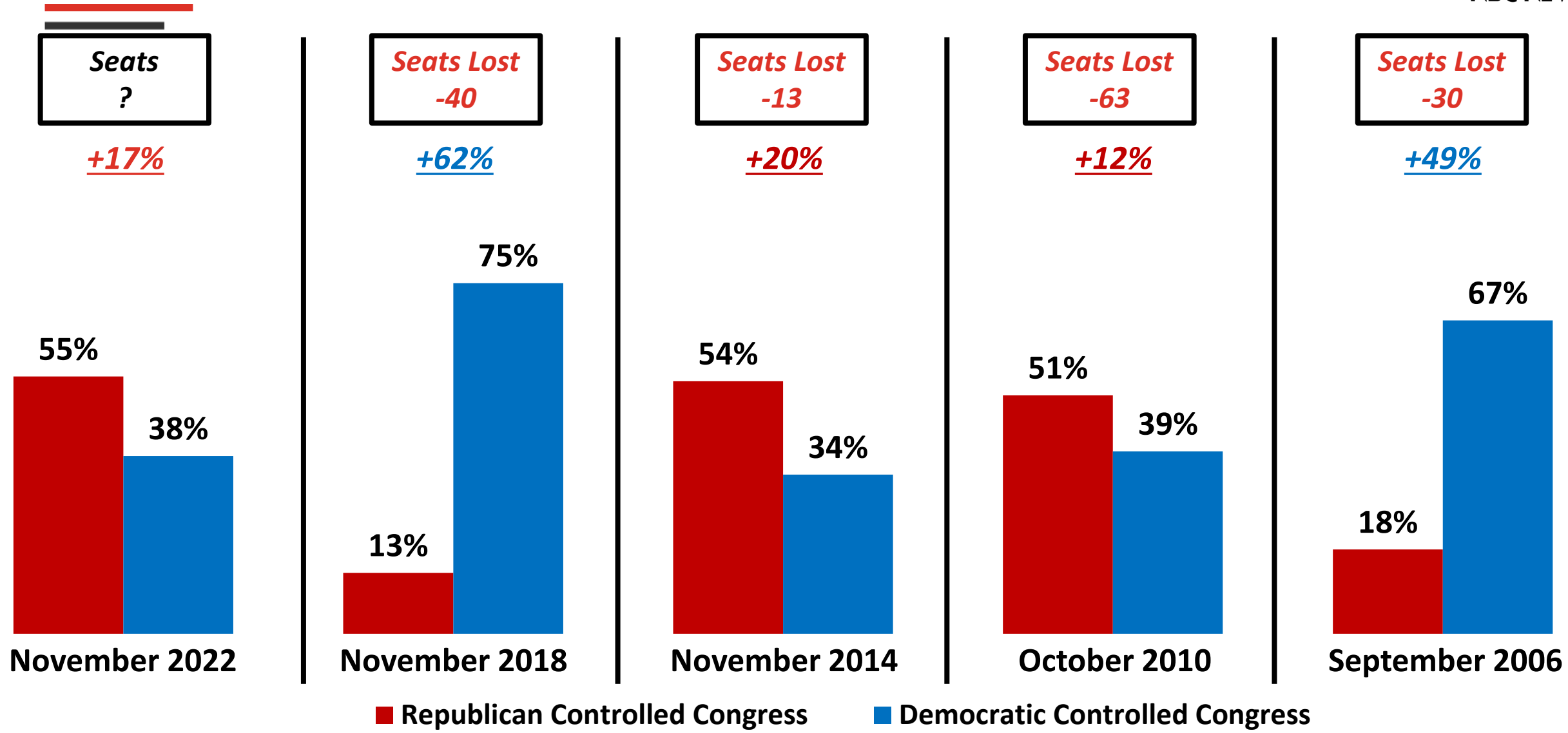
November 2022
Total Satisfied: 19%
Total Dissatisfied: 81%
Very Dissatisfied: 50%



Satisfied/Dissatisfied with State of Economy Over the Past 20 Years – Yearly Averages



Congressional Preference Among Voters Dissatisfied with the Economy



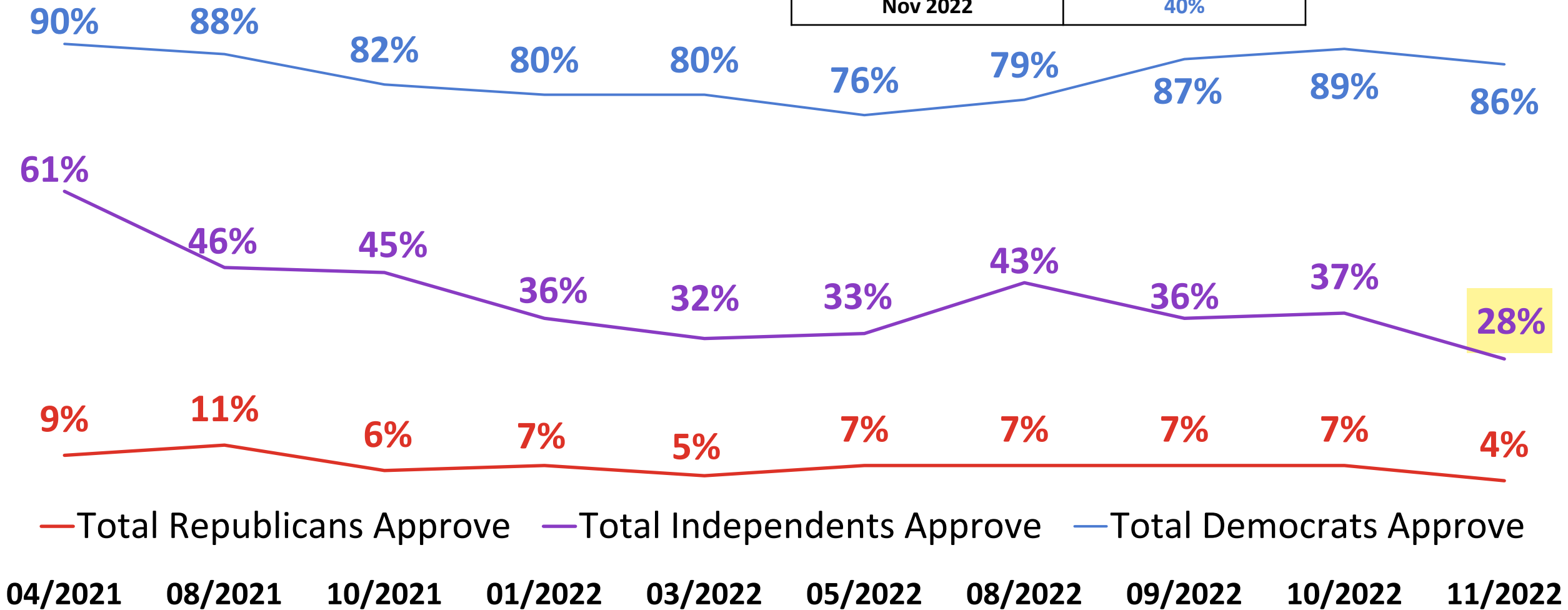
How satisfied are you with the state of the U.S. economy today are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the state of the economy?

Biden Job Approval by Party



Swing States	Approve
2022 Merge	43%
Oct 2022	41%
Nov 2022	40%

11/2244% Total Approve



First Midterm Preference for Change - Trend

	Dem	Ind	Rep
Great deal	25%	33%	47%
Quite a bit	22%	26%	30%
Total Great Deal/A Bit	47%	59%	77%

Total Great Deal/Quite A Bit	62%
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	Dem	Ind	Rep
Great deal	25%	47%	60%
Quite a bit	23%	24%	18%
Total Great Deal/A Bit	48%	71%	78%

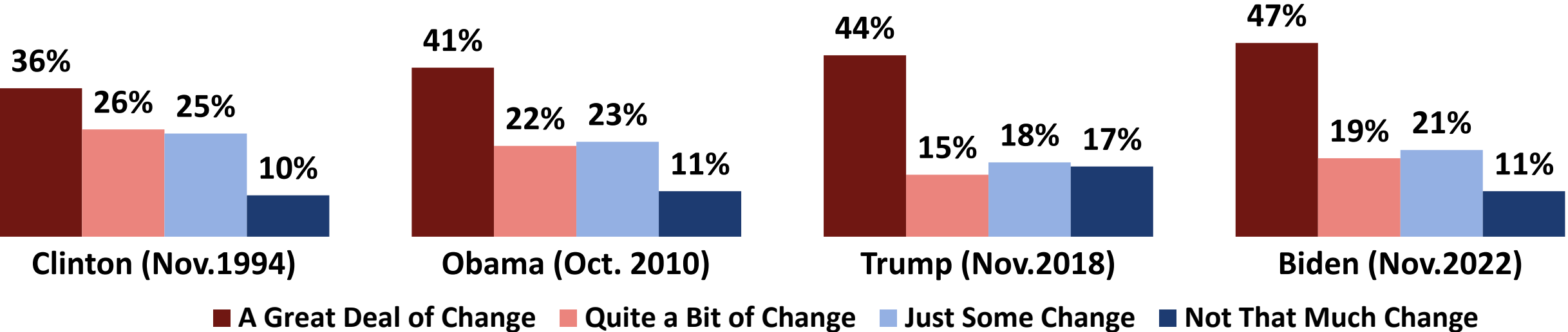
Total Great Deal/Quite A Bit	63%
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	Dem	Ind	Rep
Great deal	67%	33%	22%
Quite a bit	15%	23%	14%
Total Great Deal/A Bit	82%	56%	36%

Total Great Deal/Quite A Bit	59%
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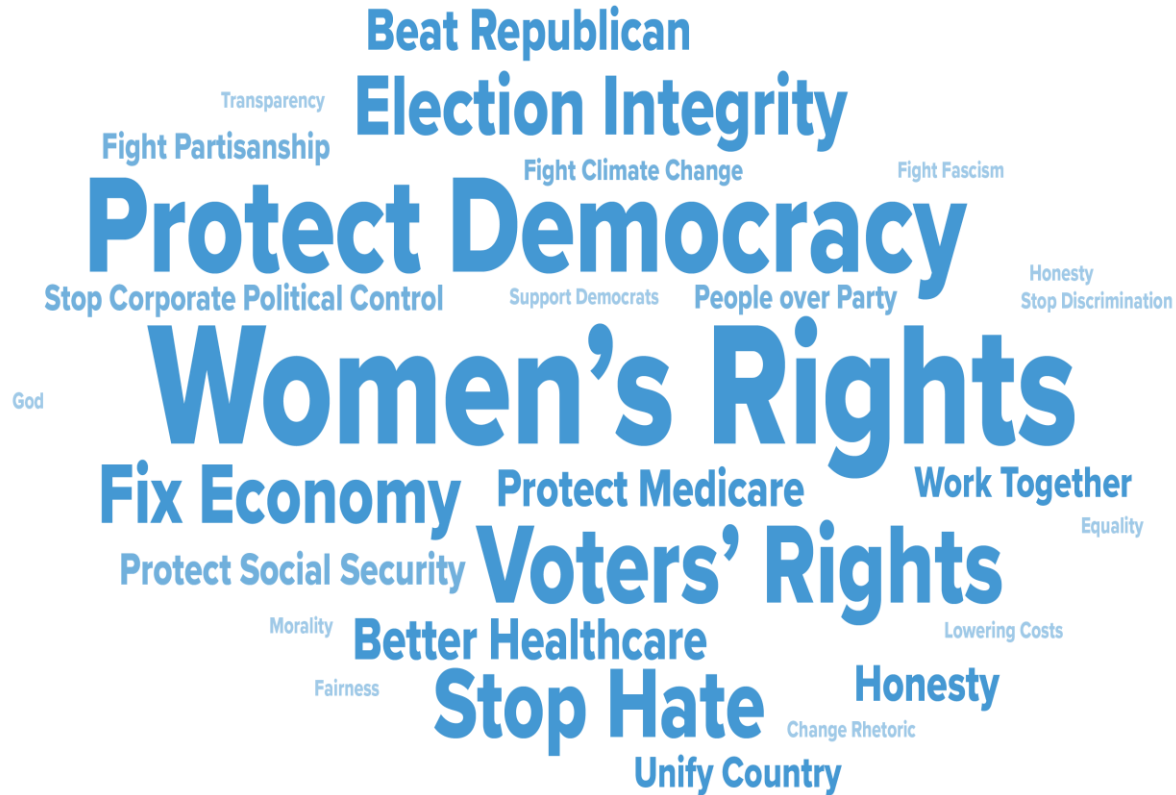
	Dem	Ind	Rep
Great deal	21%	44%	77%
Quite a bit	22%	22%	14%
Total Great Deal/A Bit	43%	66%	91%

Total Great Deal/Quite A Bit	66%
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How much change would you like to see in the direction in which President Biden has been leading the country -- a great deal, quite a bit, just some, or not that much?

Among 43% of Voters who identify as Democrats



*Among 41% of Voters who identify as **Republicans***

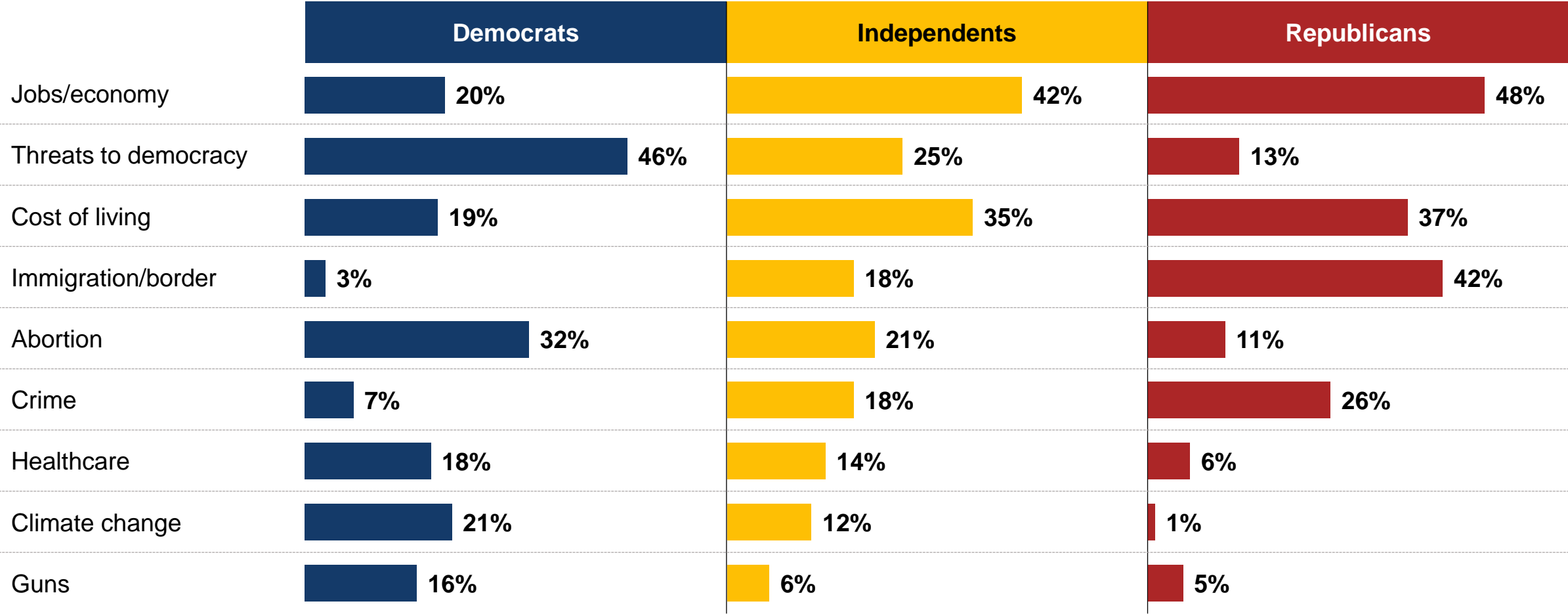


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The issue priorities vary dramatically by partisanship. Independents very close to Republicans on concern about economic issues.



TWO MOST IMPORTANT Issues Facing the Country (Nov. 2022)



Now, which ONE of these issues is the MOST important issue facing the country? (READ, RANDOMIZE) (IF FIRST CHOICE, ASK) And, what is the second most important issue facing the country?

Key Data... Comparing: Cost of Living vs. Abortion as more important issue in deciding your vote.



	Cost of Living More Important (58%)			Abortion More Important (38%)		
National Mood (Right Direction /Wrong Track)	9%	86%	-77%	38%	53%	-15%
Presidential Approval (Approve/Disapprove)	22%	74%	-52%	75%	23%	+52%
%9/10 Interest in the Election Total	65%			77%		
Congressional Preference (November) (Republicans/Democrats)	68%	25%	+43%	18%	78%	+60%
Congressional Preference (September) (Republicans/Democrats)	62%	30%	+32%	22%	73%	+51%

Which one of the following is more important in deciding your vote for the U.S. Congress? Is it a candidate’s position on dealing with the cost of living ...or... a candidate’s position on the issue of abortion?”

Ten Keys to Building a Republican Coalition

White men voting by +20 or more GOP.

Men Ages 18-49 voting GOP.

Swing states voting GOP.

White college men voting GOP by a comfortable margin.

White women voting GOP.

Suburbs voting GOP.

GOP margin with men higher than Democratic margin with women.

Independents voting GOP by a high single-digit or double-digits.

GOP election interest higher than Dems.

Moderates voting for Democrats by less than 15 points.

Yes/No

YES

YES

YES

YES

YES

YES

YES

CLOSE

TIED

NO

Congressional Preference by Key Groups

	2010 Merge		
	GOP Control	DEM Control	Net Diff.
Total	44%	43%	+1%
Men	48%	39%	+9%
Women	40%	47%	+7%
White Men	55%	32%	+23%
White Women	47%	39%	+8%
White < College	51%	33%	+18%
White College +	51%	39%	+12%
Whites	51%	36%	+15%
Black	6%	83%	+77%
Hispanic/Latino	30%	59%	+29%
Ages 18-34	38%	48%	+10%
Ages 35-49	46%	41%	+5%
Ages 50-64	44%	43%	+1%
Ages 65+	48%	39%	+9%
Republicans	89%	4%	+85%
Independents	38%	26%	+12%
Democrats	7%	85%	+78%
Persuadables	38%	25%	+13%

	2018 Merge		
	GOP Control	DEM Control	Net Diff.
Total	41%	50%	+9%
Men	48%	44%	+4%
Women	35%	56%	+21%
White Men	55%	38%	+17%
White Women	43%	49%	+6%
White < College	55%	36%	+19%
White College +	39%	55%	+16%
Whites	49%	44%	+5%
Black	9%	82%	+73%
Hispanic/Latino	26%	61%	+35%
Ages 18-34	33%	55%	+22%
Ages 35-49	41%	50%	+9%
Ages 50-64	47%	44%	+3%
Ages 65+	41%	53%	+12%
Republicans	89%	6%	+83%
Independents	30%	43%	+13%
Democrats	4%	92%	+88%
Persuadables	31%	39%	+8%

	January – October 2022 Merge		
	GOP Control	DEM Control	Net Diff.
Total	46%	46%	-0-
Men	53%	40%	+13%
Women	40%	52%	+12%
White Men	60%	33%	+27%
White Women	49%	45%	+4%
White < College	61%	32%	+29%
White College +	42%	53%	+11%
Whites	54%	39%	+15%
Black	13%	75%	+62%
Hispanic/Latino	35%	55%	+20%
Ages 18-34	35%	56%	+21%
Ages 35-49	47%	43%	+4%
Ages 50-64	53%	41%	+12%
Ages 65+	48%	46%	+2%
Republicans	92%	5%	+87%
Independents	40%	37%	+3%
Democrats	4%	92%	+88%
Persuadables	38%	36%	+2%

	November 2022		
	GOP Control	DEM Control	Net Diff.
Total	47%	47%	-0-
Men	53%	40%	+13%
Women	41%	53%	+12%
White Men	61%	33%	+28%
White Women	50%	45%	+5%
White < College	61%	32%	+29%
White College +	45%	53%	+8%
Whites	55%	40%	+15%
Black	16%	77%	+61%
Hispanic/Latino	30%	56%	+26%
Ages 18-34	41%	53%	+12%
Ages 35-49	46%	43%	+3%
Ages 50-64	51%	44%	+7%
Ages 65+	48%	48%	-0-
Republicans	94%	3%	+91%
Independents	38%	36%	+2%
Democrats	93%	5%	+88%
Persuadables	40%	36%	+4%

Congressional Preference by Key Groups

	2010 Merge		
	GOP Control	DEM Control	Net Diff.
Total	44%	43%	+1%
White Men <College	56%	31%	+25%
White Men College +	57%	33%	+24%
White Women <College	49%	36%	+13%
White Women College +	43%	47%	+4%
Liberals	11%	80%	+69%
Moderates	36%	48%	+12%
Conservatives	73%	16%	+57%
Trump States	49%	38%	+11%
Swing States	45%	42%	+3%
Biden States	39%	49%	+10%
Urban	35%	54%	+19%
Suburban	48%	39%	+9%
Rural	49%	36%	+13%
Suburban Women	45%	43%	+2%
Core Urban Counties	36%	53%	+17%
Urban Ring Counties	41%	47%	+6%
Outer Suburbs Counties	49%	39%	+10%
Rural Counties	49%	35%	+14%

	2018 Merge		
	GOP Control	DEM Control	Net Diff.
Total	41%	50%	+9%
White Men <College	61%	31%	+30%
White Men College +	45%	49%	+4%
White Women <College	50%	41%	+9%
White Women College +	33%	60%	+27%
Liberals	7%	89%	+82%
Moderates	30%	57%	+27%
Conservatives	77%	16%	+61%
Trump States	49%	42%	+7%
Swing States	43%	49%	+6%
Biden States	34%	57%	+23%
Urban	29%	62%	+33%
Suburban	44%	47%	+3%
Rural	56%	36%	+20%
Suburban Women	37%	54%	+17%
Core Urban Counties	26%	66%	+40%
Urban Ring Counties	34%	57%	+23%
Outer Suburbs Counties	47%	44%	+3%
Rural Counties	57%	34%	+23%

	January – October 2022 Merge		
	GOP Control	DEM Control	Net Diff.
Total	46%	46%	-0-
White Men <College	66%	27%	+39%
White Men College +	51%	45%	+6%
White Women <College	57%	36%	+21%
White Women College +	34%	61%	+27%
Liberals	8%	88%	+80%
Moderates	37%	52%	+15%
Conservatives	84%	11%	+73%
Trump States	56%	38%	+18%
Swing States	47%	46%	+1%
Biden States	38%	54%	+16%
Urban	34%	59%	+25%
Suburban	49%	43%	+6%
Rural	62%	30%	+32%
Suburban Women	43%	49%	+6%
Core Urban Counties	34%	59%	+25%
Urban Ring Counties	37%	54%	+17%
Outer Suburbs Counties	52%	40%	+12%
Rural Counties	65%	28%	+37%

	November 2022		
	GOP Control	DEM Control	Net Diff.
Total	47%	47%	-0-
White Men <College	66%	27%	+39%
White Men College +	53%	45%	+8%
White Women <College	56%	37%	+19%
White Women College +	40%	59%	+19%
Liberals	7%	90%	+83%
Moderates	35%	55%	+20%
Conservatives	89%	8%	+81%
Trump States	54%	38%	+16%
Swing States	50%	44%	+6%
Biden States	40%	56%	+16%
Urban	37%	56%	+19%
Suburban	49%	45%	+4%
Rural	63%	32%	+31%
Suburban Women	46%	50%	+4%
Core Urban Counties	31%	62%	+31%
Urban Ring Counties	44%	51%	+7%
Outer Suburbs Counties	52%	42%	+10%
Rural Counties	67%	27%	+40%

Voters in seats currently held by Republicans prefer a Republican Congress by +21 points, a new high water mark.



RVs in GOP CDs



RVs in DEM CDs

2010	+15	+17
2012	+11	+27
2014	+18	+23
2016	+13	+29
2018 Merge (January-October)	+8	+30
November 2018 RVs	+9	+22
2020 Merge	+17	+26

2022 Merge (January-October)	+17	+18
November 2022	+21	+21

Independents vote by double-digits for one party in a wave midterm. This is highest GOP margin with Independents this year.

Exit Poll Results

Year	GOP Vote	Dem Vote	House Seats Lost
1994	57%	43%	-54
2006	41%	59%	-30
2010	59%	41%	-63
2014	56%	44%	-13
2018	41%	54%	-40

*NBC News November 2022**

2022 Merge	43%	44%	?
2022	46%	40%	

**Independents are 31% of the sample and include leaners.*

Key Data Among Independents... These Voters Should Continue to Break Towards Republican Candidates

	Independents (12%)	Independents/Lean (31%)
Direction of Country	9% Right Direction/85% Wrong Track -76%	17% Right Direction/76% Wrong Track -59%
Biden Approval	28% Approve/64% Disapprove -36%	36% Approve/58% Disapprove -22%
Cost of Living More Important	66%	64%
Abortion More Important	28%	33%
Net Difference	+38%	+31%

Every time congressional preference has been net even or better, on an NBC News final track Republicans have made major gains. 

Year	NBC News (GOP Margin)	Actual Vote (GOP Margin)	GOP Seats Gain/Loss	GOP Seats After Election
1994	+3%	+6.8%	<i>+54 Seats</i>	<i>230 Seats</i>
2010	+6%	+6.6%	<i>+60 Seats</i>	<i>242 Seats</i>
2014	+1%	+5.8%	<i>+13 Seats</i>	<i>247 Seats</i>
2002	0%	+4.6%	<i>+8 Seats</i>	<i>229 Seats</i>
2004	-1%	+2.6%	<i>+3 Seats</i>	<i>232 Seats</i>
2016	-3%	+1.0%	<i>-6 Seats</i>	<i>241 Seats</i>
1998	-2%	+0.9%	<i>-5 Seats</i>	<i>223 Seats</i>
2000	+3%	+0.3%	<i>-2 Seats</i>	<i>221 Seats</i>
November 2022	0%	?	?	?



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