

THE INSIDE TRACK: 2022 MIDTERM ELECTIONS

NOVEMBER 22, 2022

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AGENDA

1.ELECTION RECAP

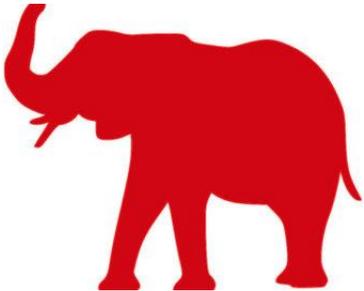
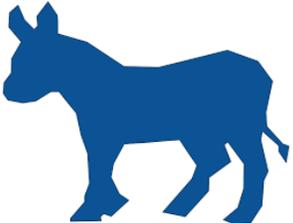
2.ELECTION CONTEXT

3.LOOKING AHEAD: 2024

ELECTION RECAP

1

Potential outcomes for 2022



One in ten

Seven in ten

Two in ten

Narrow Democratic Win
(Democrats hold House and Senate)

Narrow Republican win
(Republicans take the House by small margins, Senate could go either way)

Red Wave
(Republicans win big in the Senate and House)

Continued progressive control of government

- Continue to push federal spending programs
- Proactive regulatory state
- Progressive judges and appointments

A House Divided

- Legislative gridlock
- Hobbled administration, significant work through executive order
- Republican Congressional “investigations”
- Relative freedom of maneuver for private sector within existing context

Divided Government

- Confrontations between Administration and Congress
- Shift focus to 2024 elections
- Republicans leveraging Congress for messaging
- Minimal activity in the private sector

Source: Ipsos analysis

Races on the ballot for 2022

House of Representatives

Senate

Governor

Elections	All 435 seats	35 of 100	39 of 50
2020-2022 control	212 Republican / 222 Democratic	50 Republican / 50 Democratic*	28 Republican / 22 Democratic
Competitive races	~25	10	11
Closest races	CO 8, FL 27, NE 2, NH 1, NY 19, PA 1, PA 17	Nevada, Georgia, Pennsylvania, Wisconsin	Arizona, Nevada, Pennsylvania, Wisconsin
Expert prediction	Republican majority	Tossup	Lean Democratic gains
Ipsos prediction	75% chance Republicans win majority	55% chance Democrats win majority	

**Democrats control Senate tie breaker with Vice President*

Outcomes 2022: What we know so far

	House of Representatives	Senate	Governor
2022 Elections	All 435 seats	35 of 100	39 of 50
2020-2022 control	212 Republican / 222 Democratic	50 Republican / 50 Democratic*	28 Republican / 22 Democratic
Control starting in 2023	219 Republican / 212 Democrats	49 Republican / 50 Democrats / 1 undecided (GA runoff)*	25 Republican / 24 Democrat / 1 undecided (AK—Likely Republican)

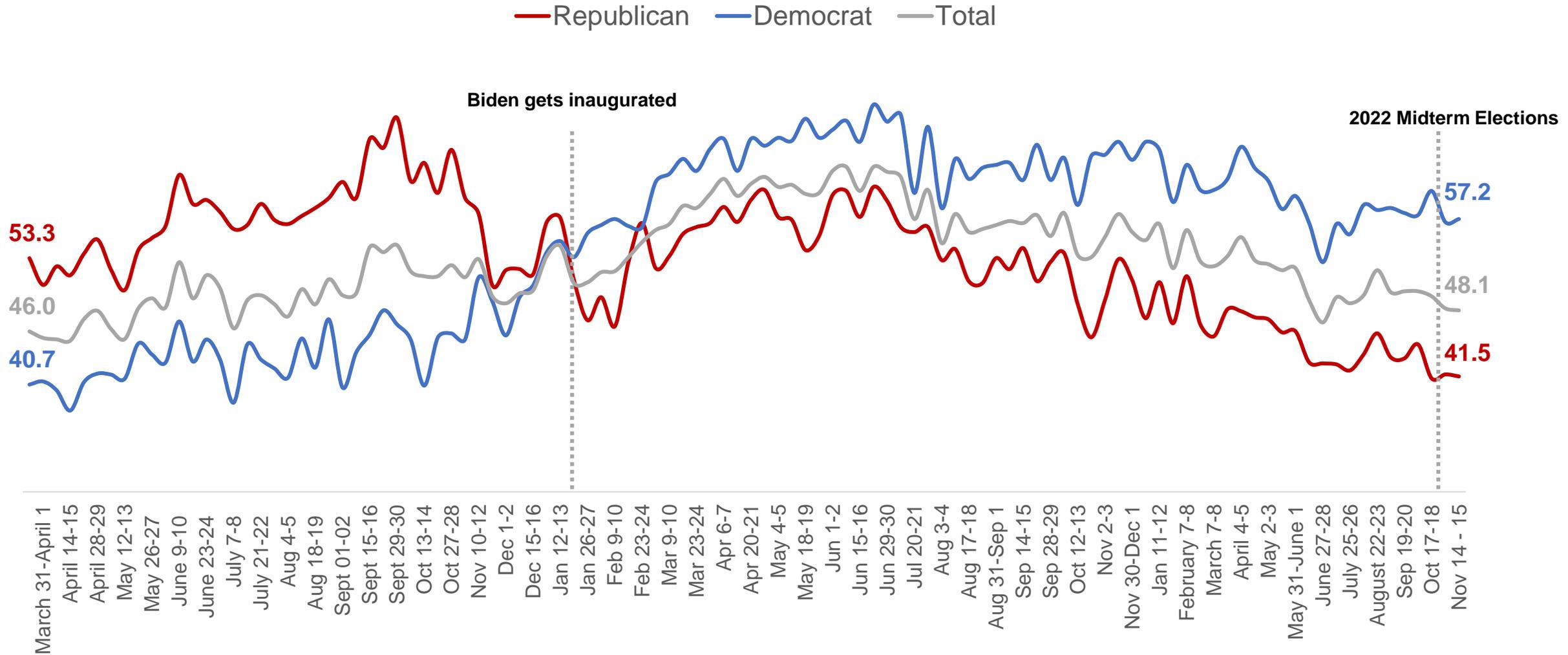
**Democrats control Senate tie breaker with Vice President*

ELECTION CONTEXT

2

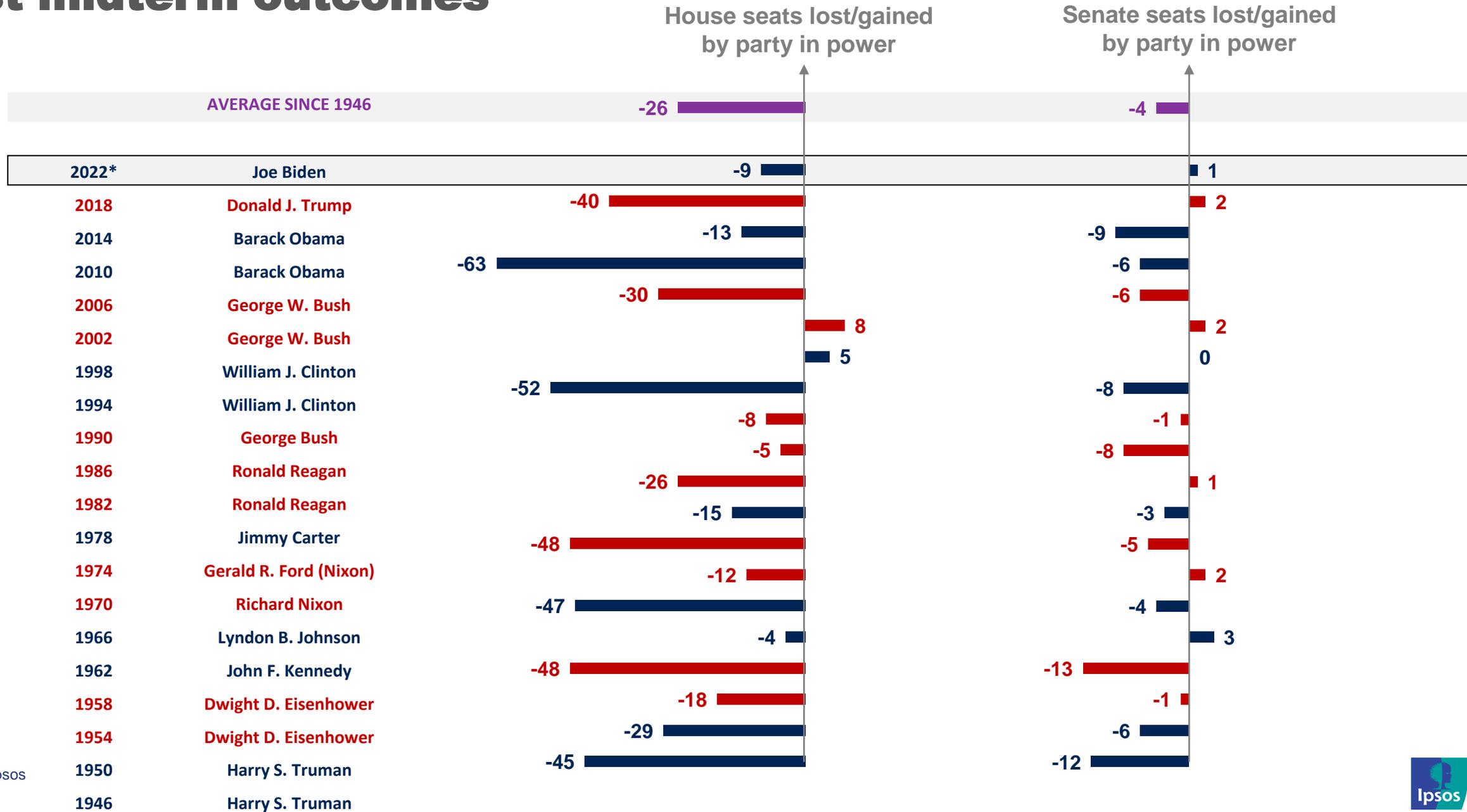
No consumer confidence bump for Republicans

Consumer Confidence between Republicans, Democrats, and all Americans (March 2020-November 2022)



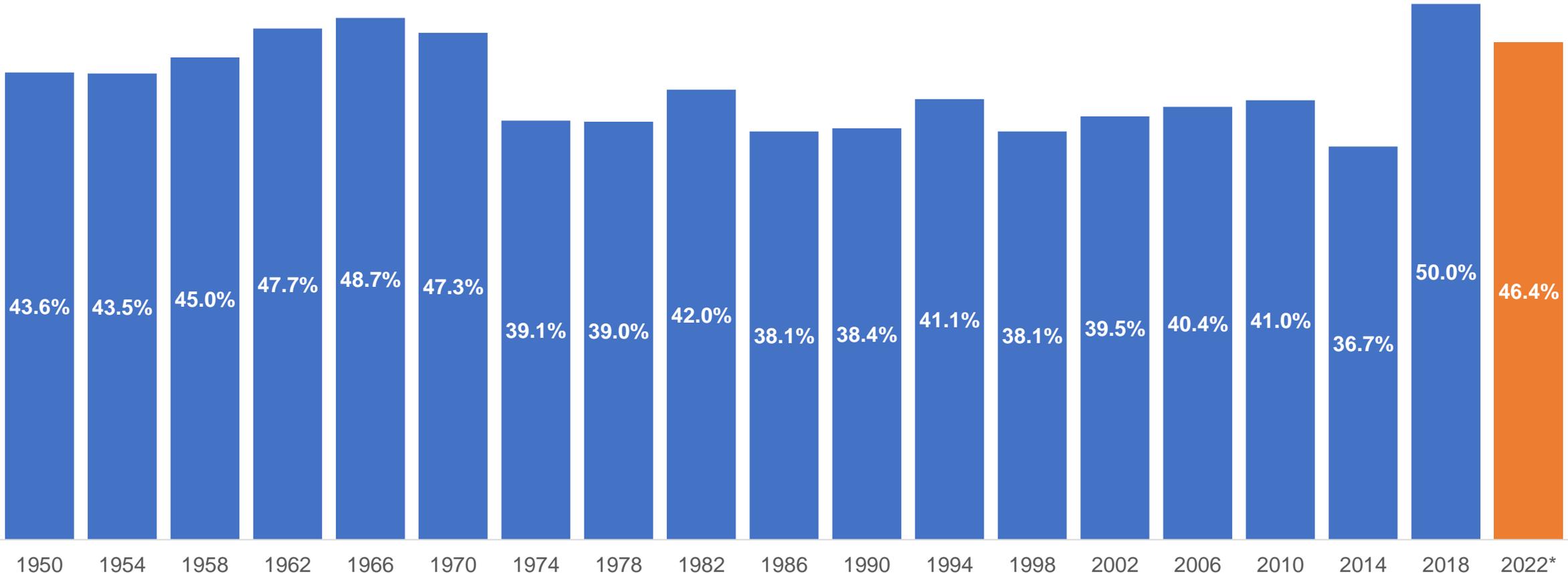
Source: Jan 2002- Feb 2010 RBC CASH Index
March 2010 to early March 2020 Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index
March 25, 2020 to late October 2021 Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker
November 2, 2021 to date 2022 Ipsos-Forbes Advisor U.S. Consumer Confidence Biweekly Tracker

Past midterm outcomes



Midterm election turnout appears to be trending higher

Turnout rate among the voting age eligible population (1950-2022)

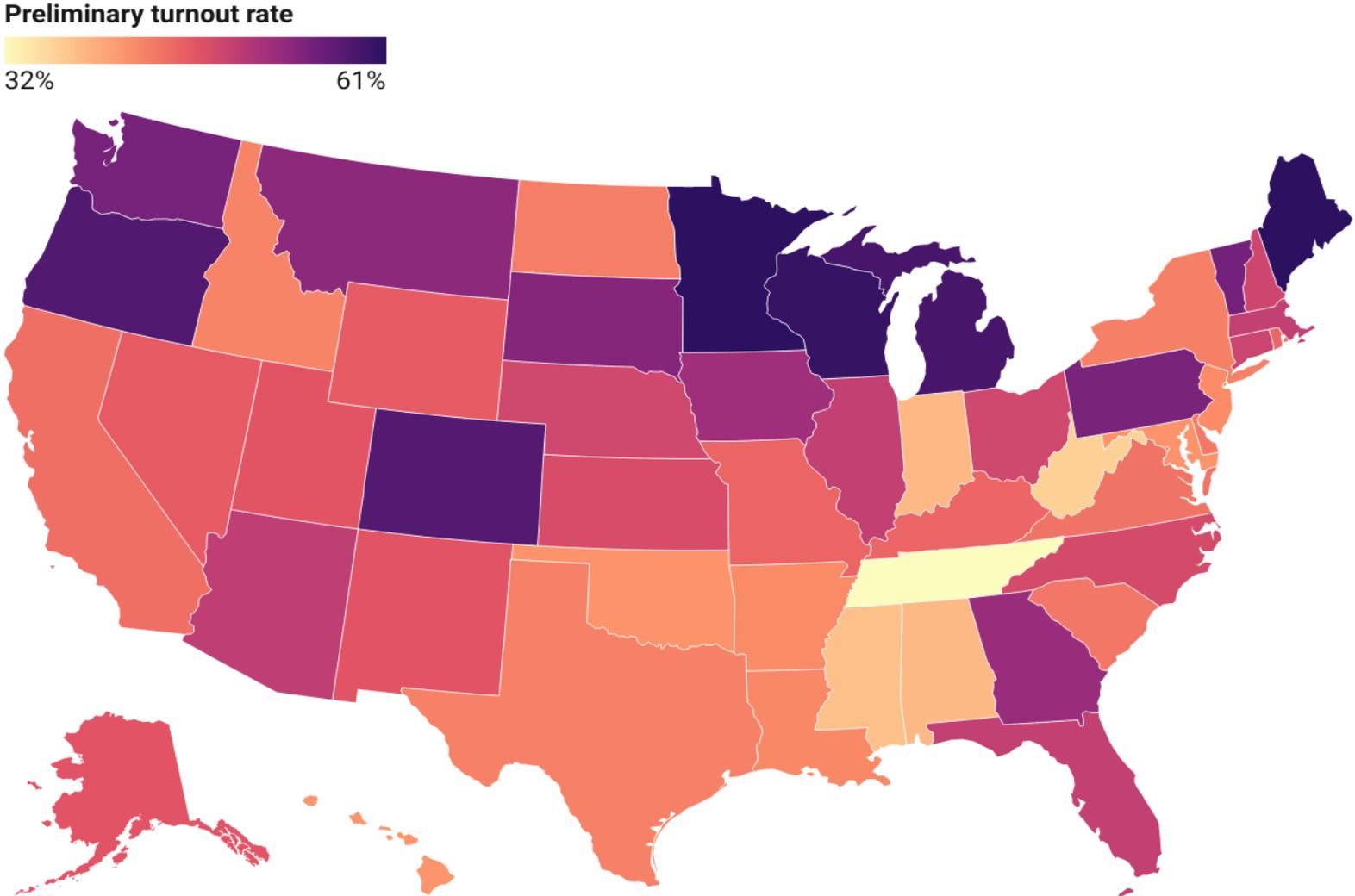


Source: U.S. Elections Project
* Preliminary turnout rate among estimated voting age eligible population



Turnout rates varied widely by state

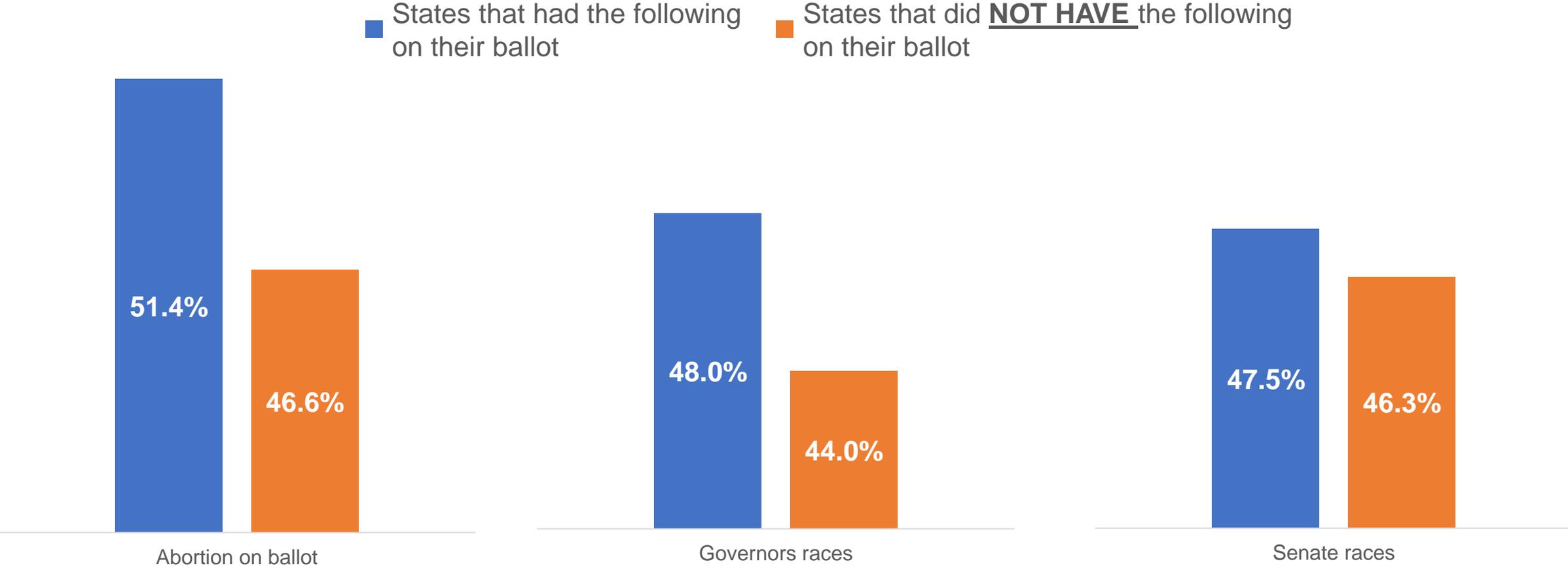
Preliminary turnout rate for 2022 midterm election among the voting age eligible population



Source: U.S. Elections Project
* Preliminary turnout rate among estimated voting age eligible population

States with abortion on the ballot had relatively higher turnout compared to states that didn't

Preliminary turnout rate for 2022 midterm election among the voting age eligible population



Source: U.S. Elections Project
[States with abortion on the ballot](#) include, Kentucky, Vermont, Michigan, Montana, California

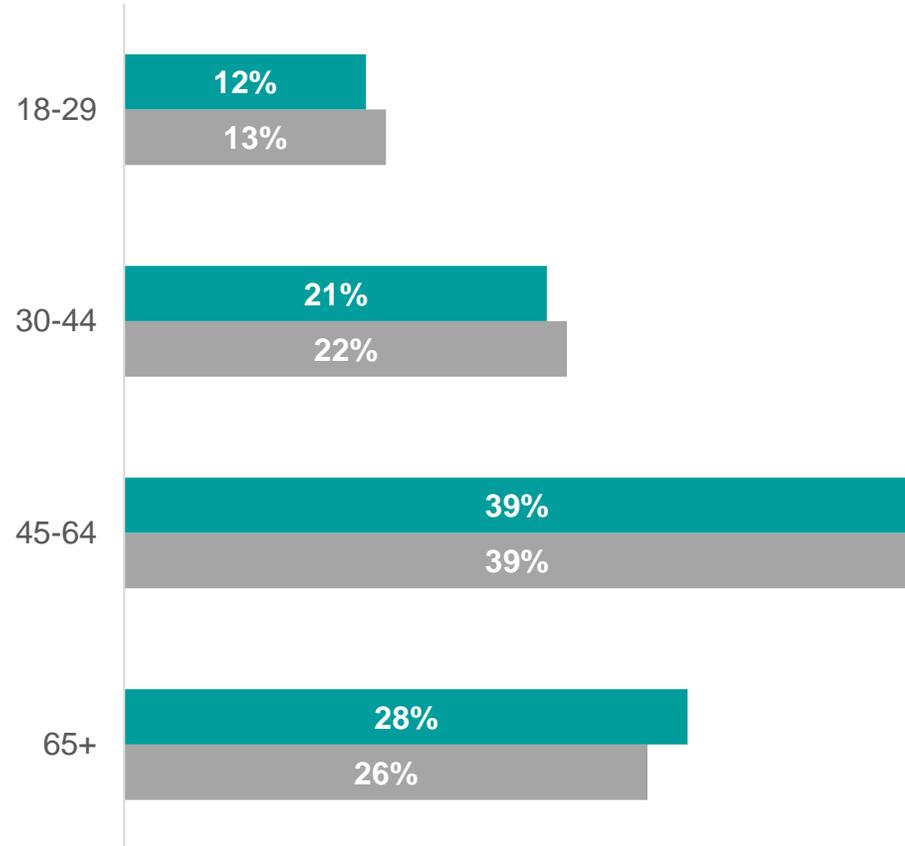


Midterm turnout not a foregone conclusion

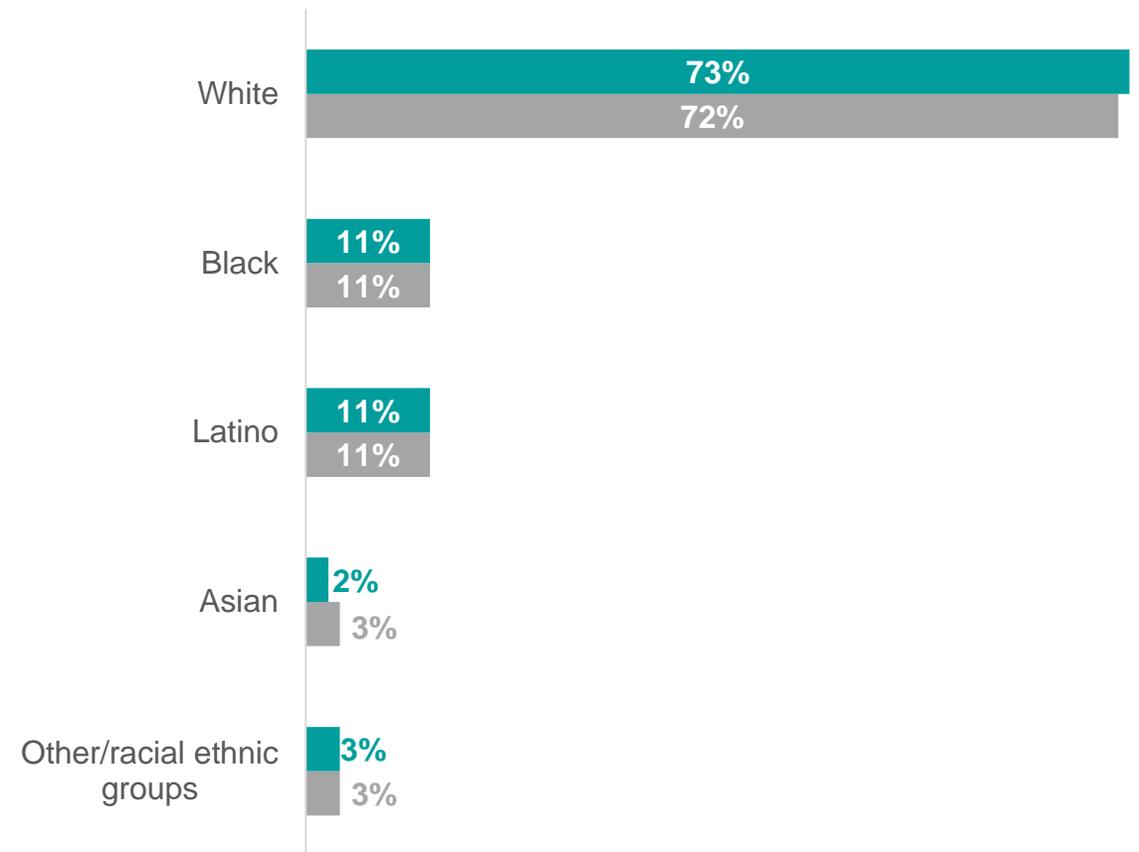
Demographic make-up of exit poll voters

■ 2022 Voters ■ 2018 Voters

Results by age



Results by race/ethnicity



Source: [Edison research exit poll](#) via CNN

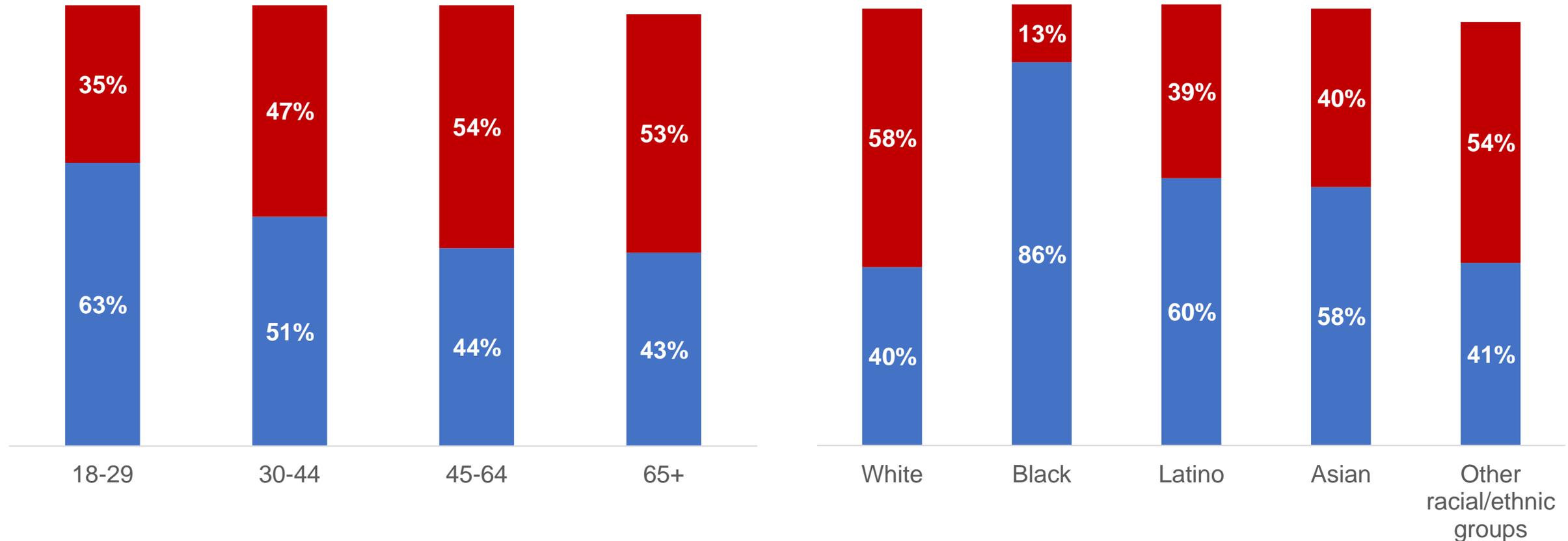
Young people, Black, Latino, and Asian voters went for Democrats, while older and white voters went for Republicans

House-National results by age and race/ethnicity

■ Democratic candidate ■ Republican candidate

National results by age

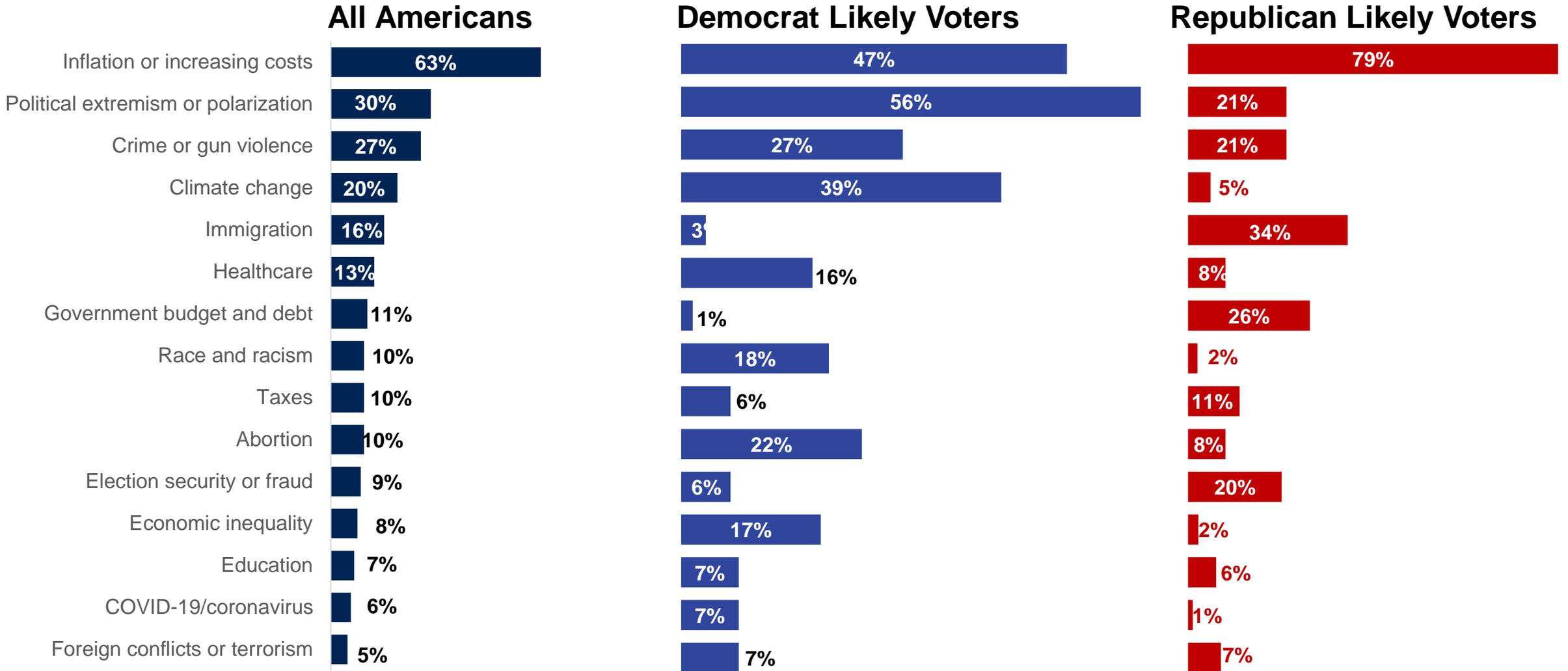
National results by race/ethnicity



Source: [Edison research exit poll](#) via CNN

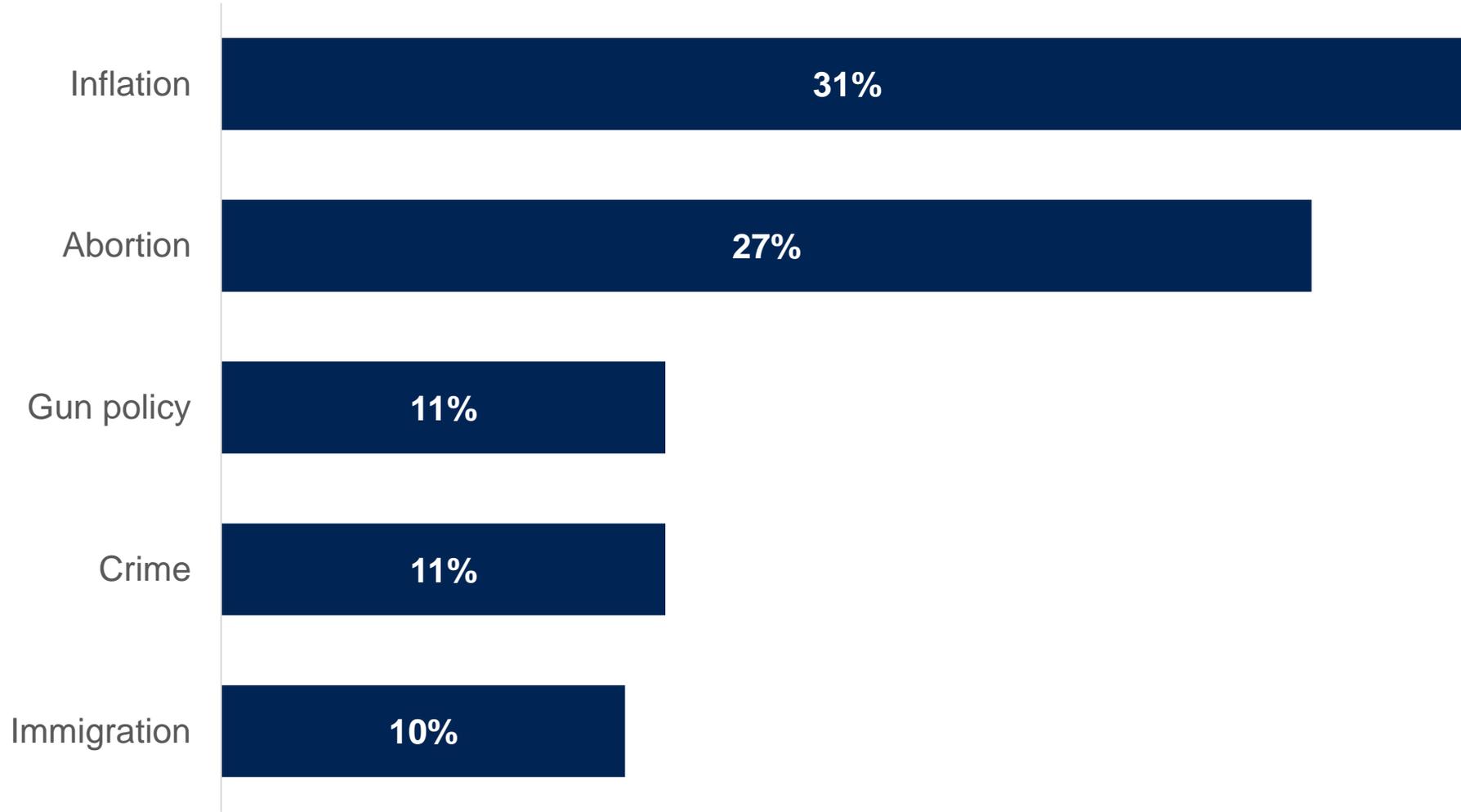
Likely voters had different worries from the rest of the country

Percent who find the following topics to be the most worrying to them personally



Inflation and abortion are the most important issues among voters leaving the polls

Q: Most important issue to your vote:



Is MAGA dragging the GOP ticket in competitive races?

Change in Republican vote margin compared to 2020

Competitive districts

"MAGA" Republicans

-0.5

Other Republicans

+6.1

All districts

"MAGA" Republicans

+0.7

Other Republicans

+5.6

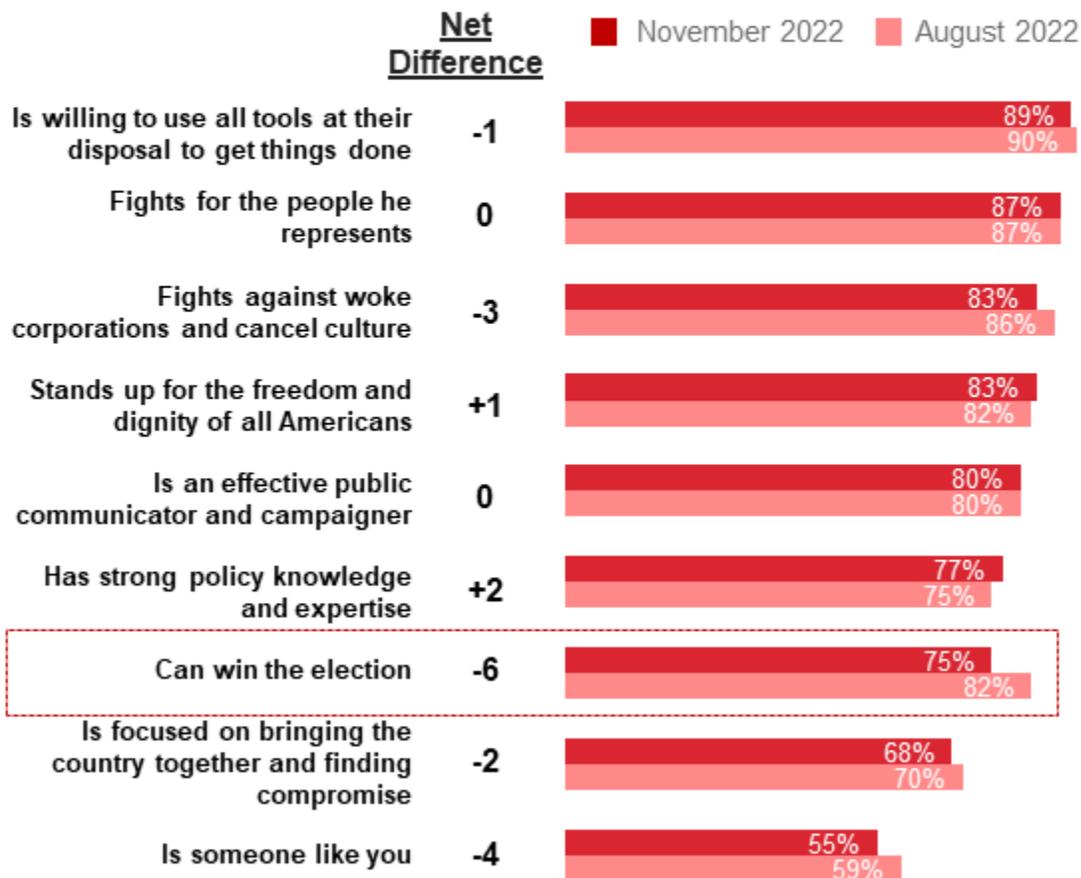
LOOKING AHEAD: 2024

3

Trump remains strong but loses ground among Republican voters

Do each of these traits apply or not apply to former President Trump?

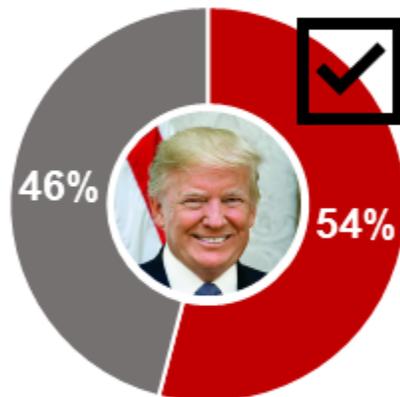
% Republican Voters Selecting "Applies"



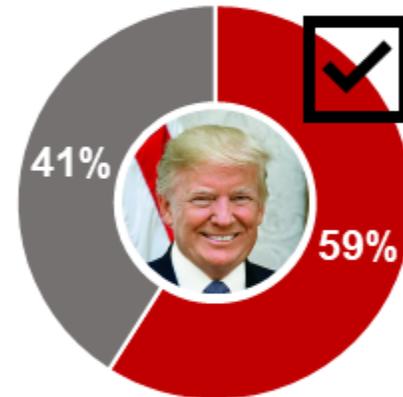
Which of the following statements comes closest to your view, even if neither is exactly right?

% Selecting

November 2022
Among Republican voters



August 2022
Among Republican voters



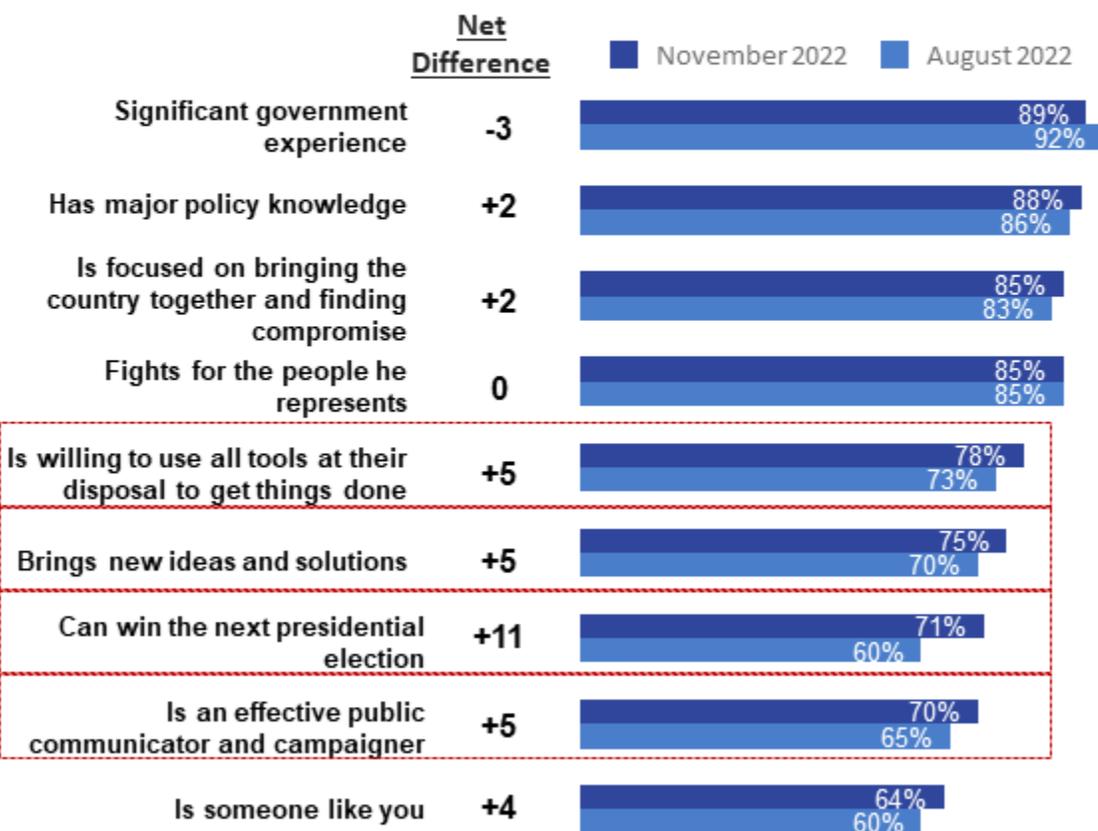
■ President Trump **should be the Republican nominee** for president in 2024 and deserves re-election

■ It's time for a change within the Republican Party, and President Trump **should not run for re-election** in 2024

Democrats more positive about Biden post-Midterms

Do each of these traits apply or not apply to President Biden?

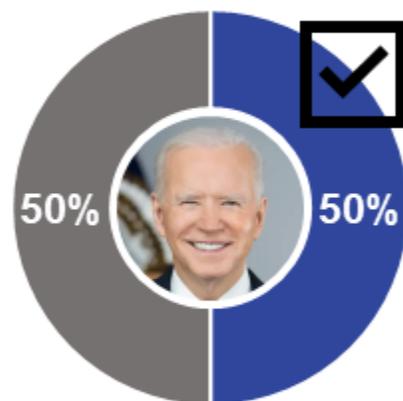
% Democratic Voters Selecting "Applies"



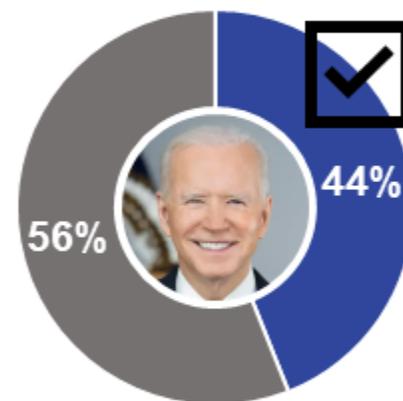
Which of the following statements comes closest to your view, even if neither is exactly right?

% Selecting

November 2022
Among Democratic voters



August 2022
Among Democratic voters



- President Biden **should be the Democratic nominee** for president in 2024 and deserves re-election
- It's time for a change within the Democratic Party, and President Biden **should not run for re-election** in 2024

Many feel party leaders are too old to work in government

Percent who feel that “___ is too old to work in government” does or does not describe the following politicians

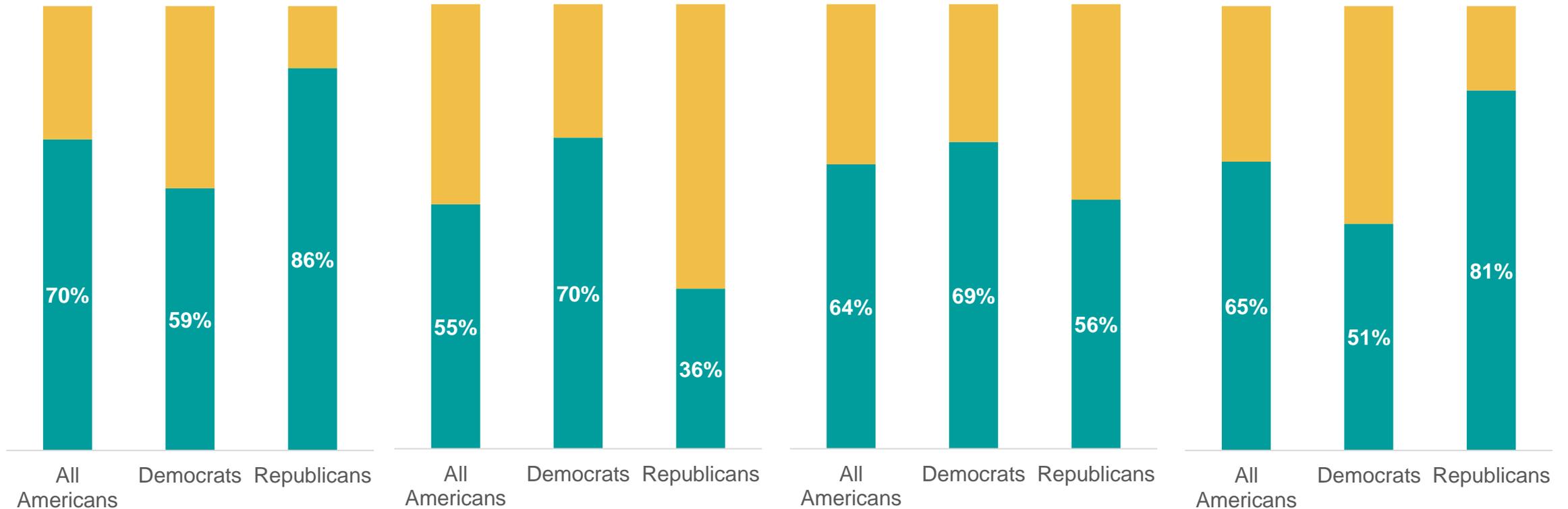
■ Describes politician ■ Does **NOT** describe politician

Joe Biden

Donald Trump

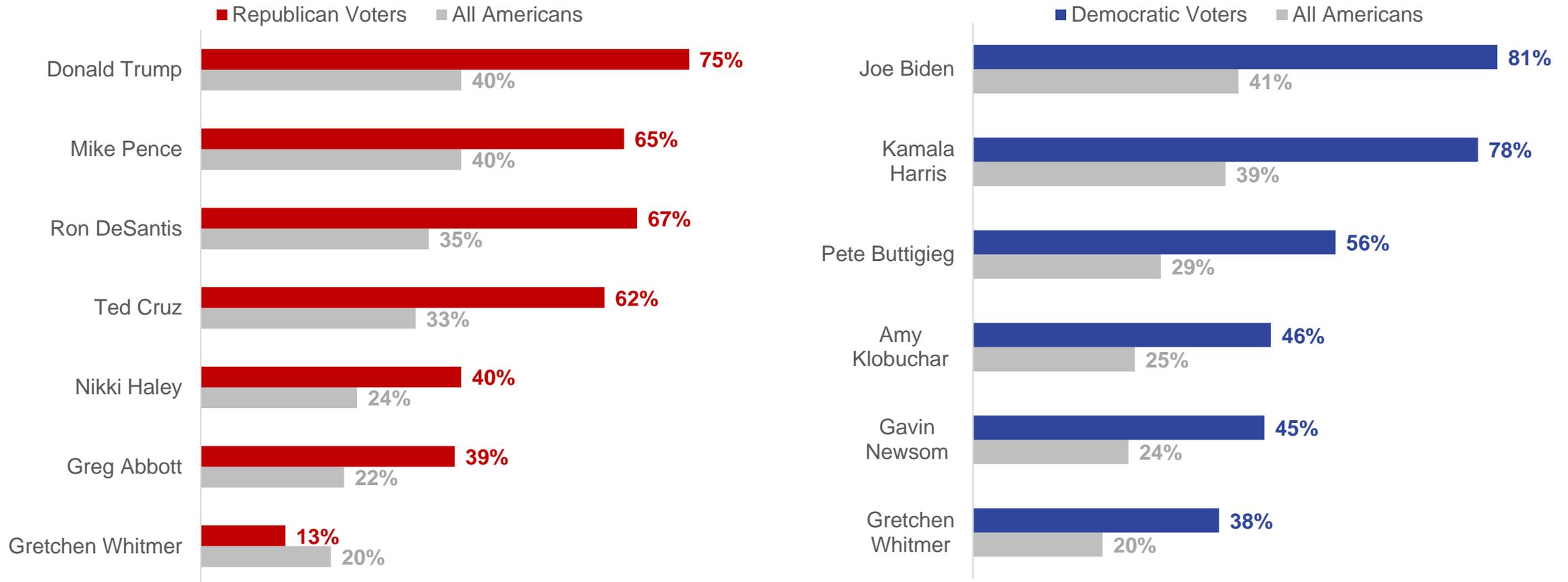
Mitch McConnell

Nancy Pelosi



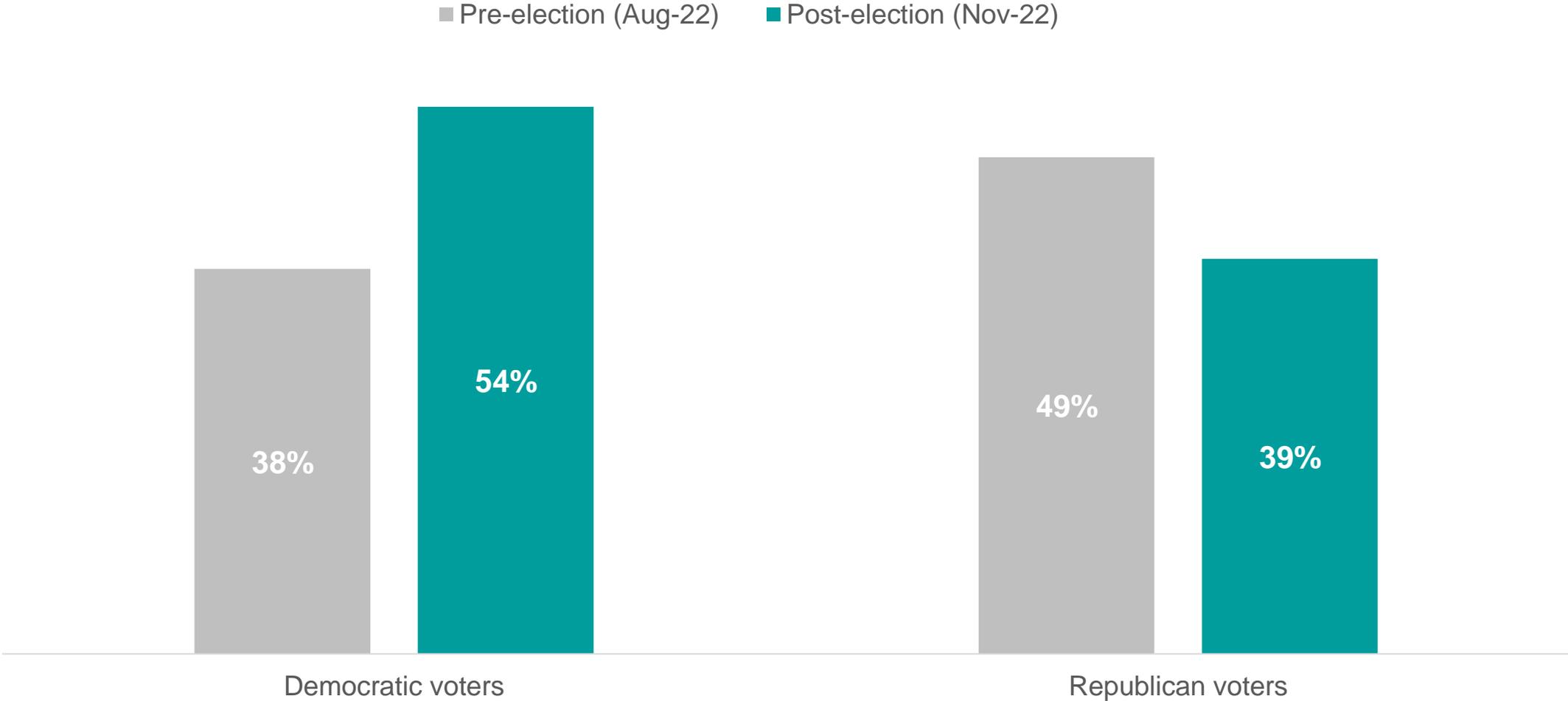
Democrat and Republican base feel most favorable toward current party leaders

Percent who have a very or somewhat favorable feeling towards the following politicians



Democrats grow more confident, Republicans grow less confident in party's ability to win elections

Thinking about [Democratic/Republican] Party leadership, how much, if at all, do the following traits describe them?
Can win elections

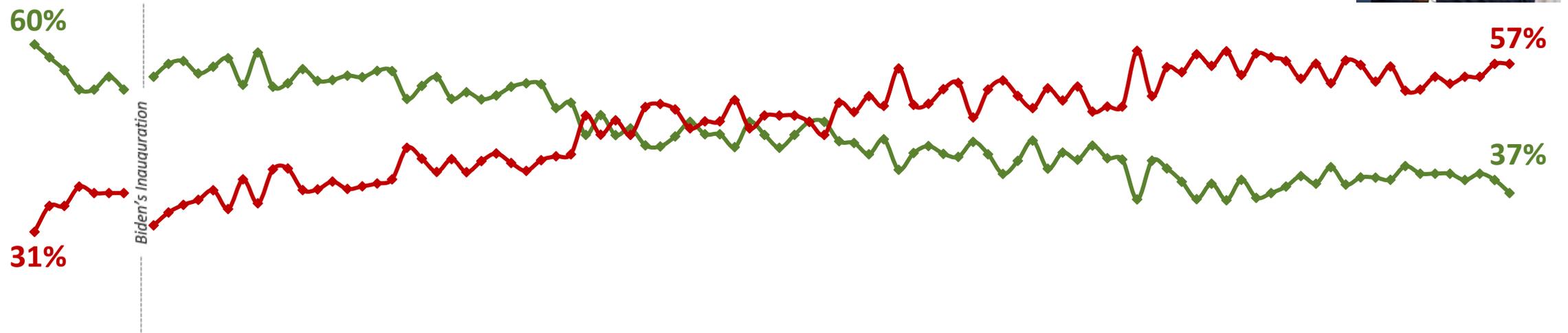


Following the midterms, presidential approval remains steady

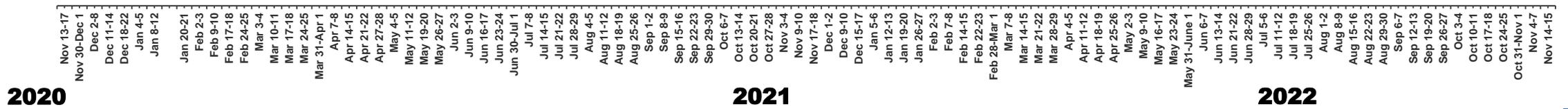
Overall, do you approve or disapprove of the way Joe Biden is handling his job as president? (previously 'president-elect')



Total Approve



Total Disapprove

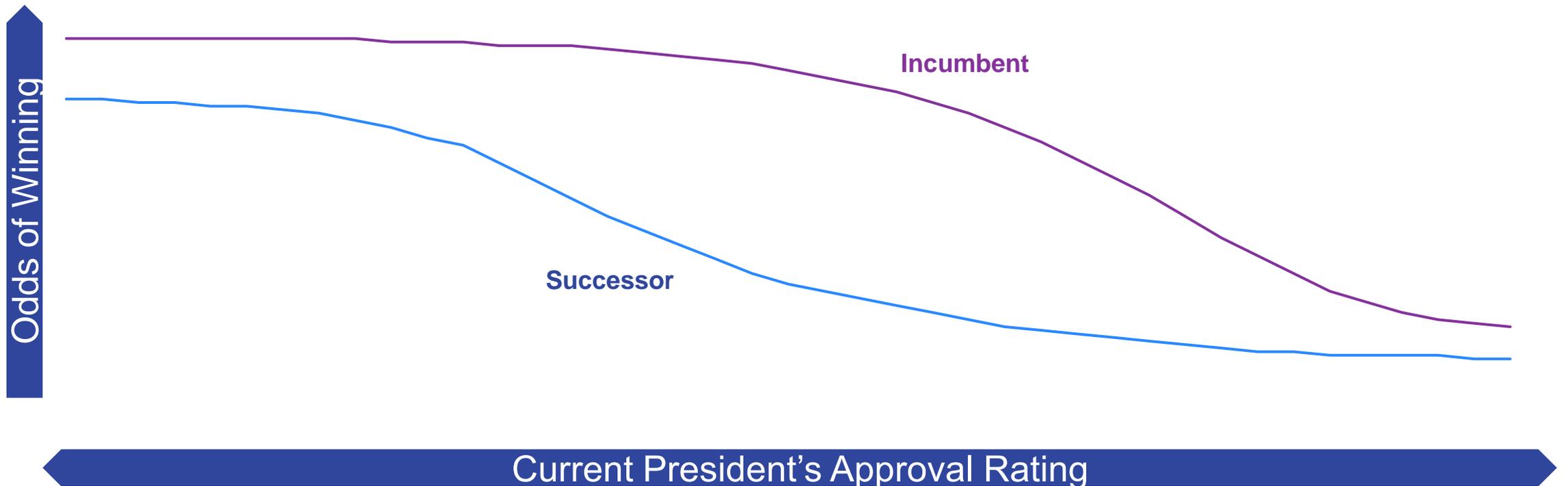


President Biden's current approval rating puts him in toss-up territory for 2024. But a lot can still happen.

Government approval rating	Incumbent	Successor
35%	38%	2%
40%	55%	6%
45%	78%	14%
50%	90%	28%
55%	96%	49%
60%	98%	71%

Ipsos Base Rate Model

Ipsos Model: Odds of Chief Executive Victory
Modeled Chance of Government Victory



THANK YOU!

Questions?

Ipsos Resources

- Ipsos public polling: <https://www.ipsos.com/en-us/news-and-polls/news>
- Axios-Ipsos Coronavirus Index
- FiveThirtyEight/Ipsos Midterm Election Tracking
- Reuters/Ipsos Public Opinion Partnership
- IpsosGlobalIndicators.com
- Ipsos Coronavirus Consumer Tracker: <https://www.ipsos.com/en-us/consumer-behavior-time-covid-19>
- Ipsos-Forbes Advisor U.S. Consumer Confidence Tracker: <https://www.ipsos.com/en-us/news-polls/Ipsos-Forbes-Advisor-Tracker>
- *Week in Review*– Weekly Ipsos Thought Leadership

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