



Understanding the National and Political Environment

September 2022

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Longer-term forces that are shaping America:

- **Intense Partisanship**
- **Profound Generational Change**
- **COVID-19**
- **A meltdown about high prices and the cost of living**
- **Lack of Optimism about our Future**
- **National Dialogue about Racial Equity**

Michigan Consumer Sentiment Index

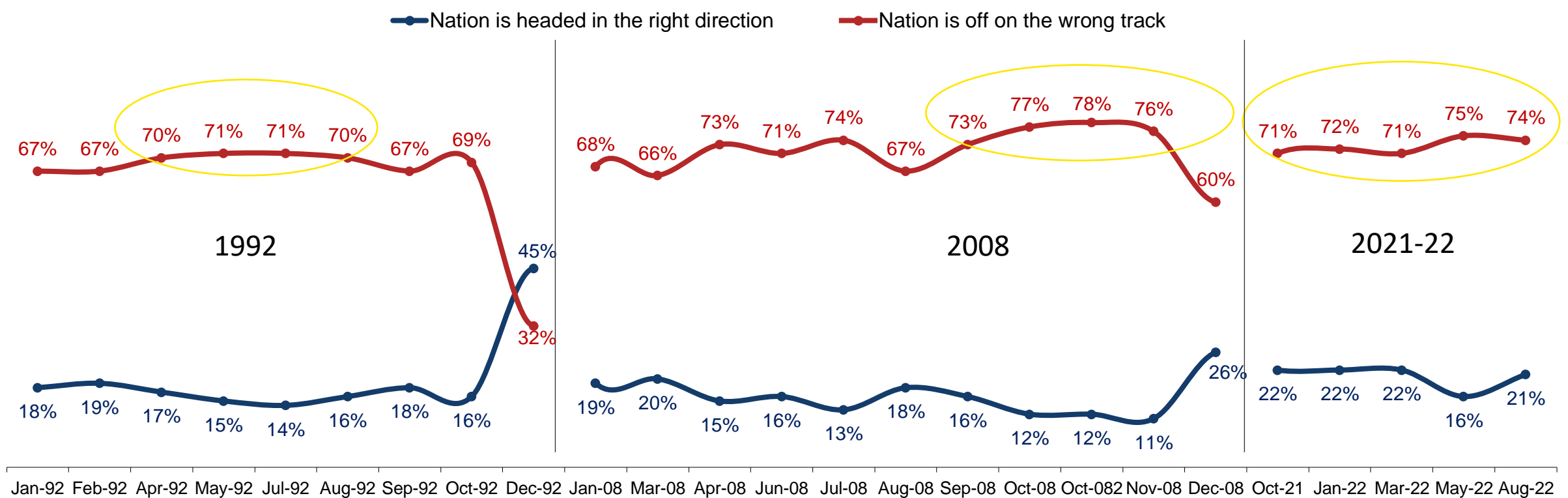
Michigan Consumer Sentiment Index Report	
January 2020	99.8
January 2021	79.0
January 2022	67.2
June 2022	Lowest MCSI Number on record 50.0

Michigan Consumer Sentiment Index Report – Low Points by Year	
November 1974	59.5
May 1980	51.7
March 1982	62.0
January 1992	67.5
July 1994	89.0
May 2006	79.1
November 2008	55.3
October 2010	67.7
March 2014	80.0
January 2018	95.7

This marks the FIRST time in the NBC Poll's history with 5 tracks in a row in which 70%+ of voters say the country is headed off on the wrong track.

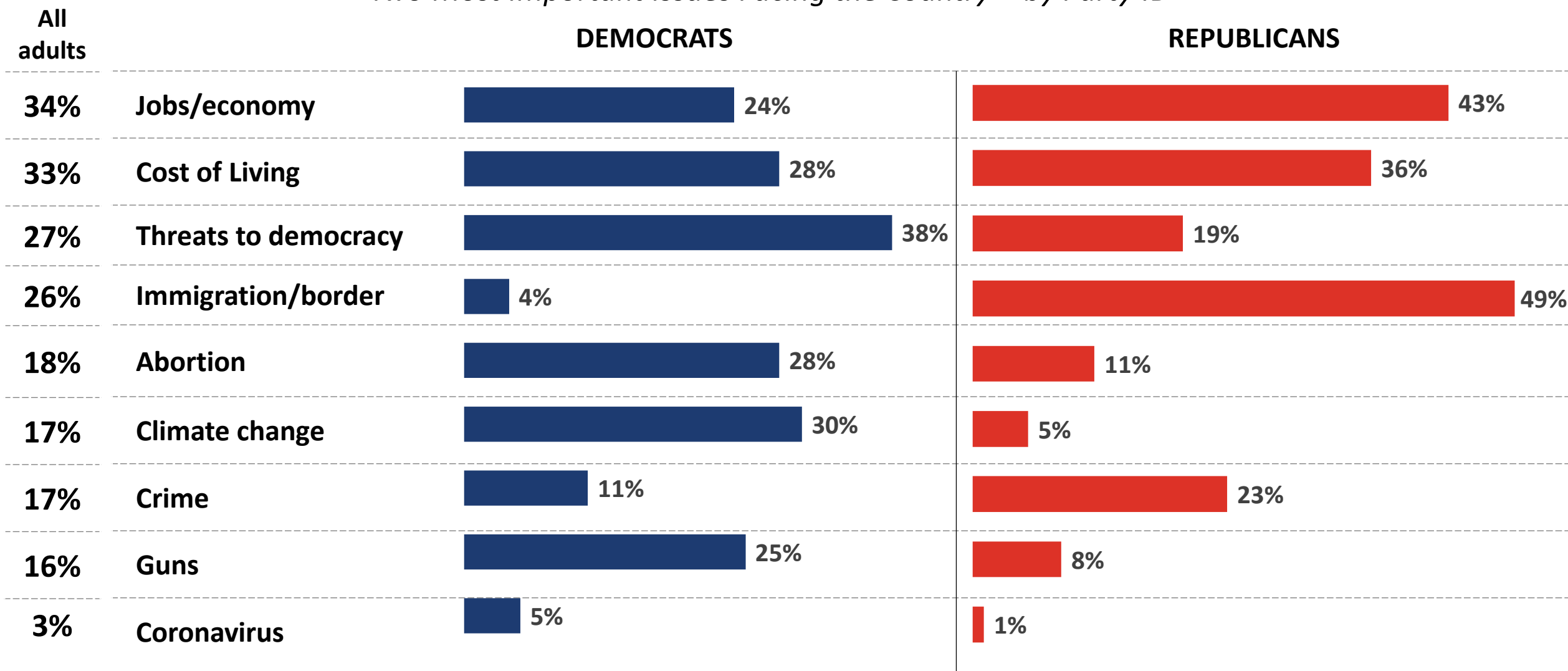


Wrong Track August 2022	
GOP	94%
IND	59%
DEM	59%



The Issue Agenda

Two Most Important Issues Facing the Country – by Party ID



Registered voters saying each is “very important” to their vote in the 2022 congressional elections.

Ranked by Net Difference

	March 2022	August 2022	Net Difference
Abortion	43%	56%	+13%
Gun policy	54%	62%	+8%
Violent crime	56%	60%	+4%
Supreme Court appts.	56%	58%	+2%
Health care	60%	60%	-0-
Climate change	40%	40%	-0-
Issues around race & ethnicity	35%	35%	-0-
Economy	78%	77%	-1%
Education	59%	58%	-1%
Immigration	49%	48%	-1%
Size and scope of federal government	43%	42%	-1%
Voting policies	61%	59%	-2%
The coronavirus outbreak	33%	28%	-5%
Energy policy	59%	53%	-6%
Foreign policy	59%	45%	-14%

Single Issue Abortion Voters Top Subgroups: A total flip in the coalition focused on this issue.



January 2020

Prefer GOP Controlled Congress	Prefer Dem Controlled Congress
57%	37%

Today

Prefer GOP Controlled Congress	Prefer Dem Controlled Congress
34%	63%

Top Demographic Subgroups Abortion

- ✓ Conservatives
- ✓ Watch Fox News
- ✓ Trump: Core Supporters
- ✓ Total Republicans

Top Demographic Subgroups Abortion

- ✓ Women College+
- ✓ Total Democrats
- ✓ Post-Graduates
- ✓ 2020 Vote: Biden
- ✓ Liberal

Some people feel so strongly about an issue that they will vote for or against a candidate on that basis regardless of the candidate's stand on most other issues. I'm going to read you a list of issues and ask whether you consider any one issue so important that you would vote for or against a candidate solely on that basis. If you do not feel strongly enough about any of the issues to determine your vote, please just say so....

NBC News tested twenty-five key issues that define the 2022 election. The top three items are funding the police, controlling inflation by reducing federal government spending, and expanding domestic oil and natural gas production to keep gas prices low.

Top Ten Candidate Issues Among Democratic Primary Voters



<i>% More Likely</i>	Democratic Primary Voter (33%)
Lower costs for health care	95%
Control inflation by taxing corporations	92%
Supports Roe v. Wade	90%
Expanding clean energy	88%
Supports infrastructure legislation	87%
Supports BLM Movement	79%
Canceling some student debt	76%
Endorsed by Bernie Sanders	71%
Allow migrants to wait in U.S. for asylum	66%
Endorsed by Joe Biden	63%

Red: A top 10 item among Republican Primary Voters, Blue: A top 10 item among Democratic Primary Voters,
Yellow: A top 10 item among both Republican Primary Voters & Democratic Primary Voters.

Top Ten Candidate Issues Among Republican Primary Voters



<i>% More Likely</i>	Republican Primary Voter (31%)
Funding the police	99%
Expanding domestic oil & natural gas	94%
Control inflation by reducing government spending	90%
Not allow K-3 to discuss sexual orientation/identity	68%
Endorsed by Trump	66%
Ban Congress from trading stocks	57%
Support Ukraine	51%
Trump won 2020 election	44%
Supports overturning Roe v. Wade	41%
Supports infrastructure legislation	40%

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 Yellow: A top 10 item among both Republican Primary Voters & Democratic Primary Voters.

Top Ten Candidate Issues Among Swing Voters

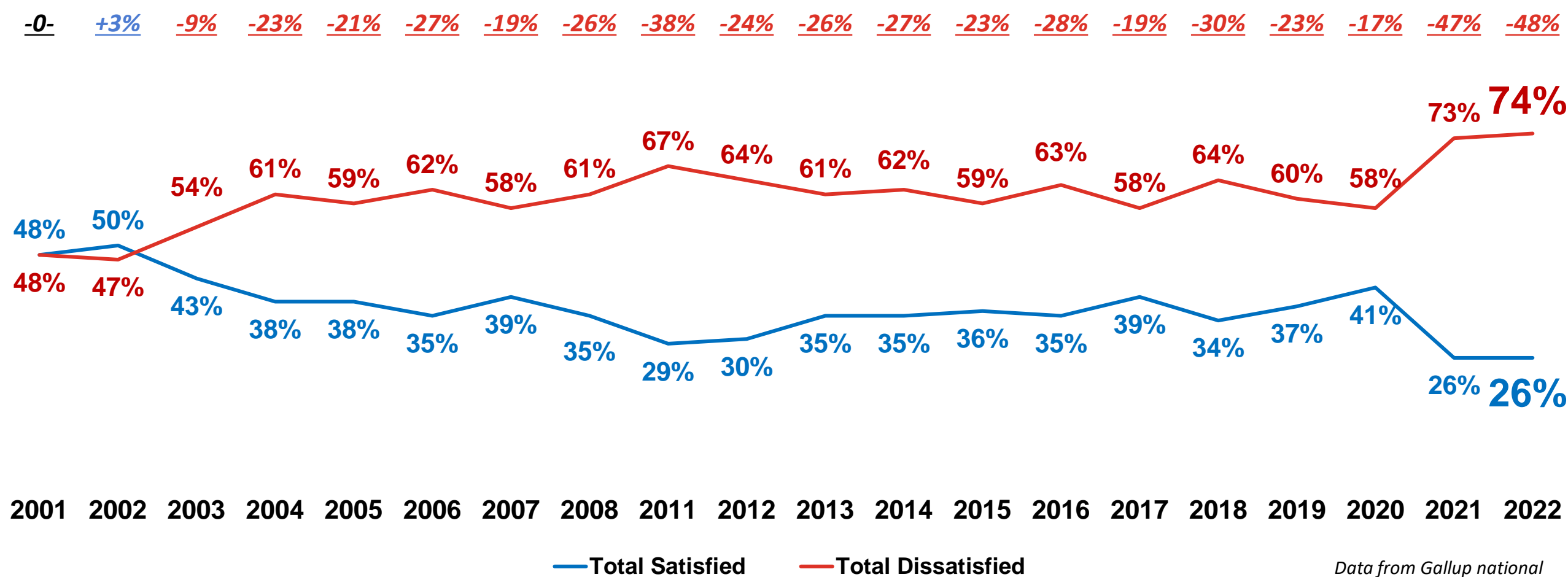


	<i>%More Likely</i>	Wait for November Election (32%)
Funding the police		77%
Control inflation by reducing government spending		72%
Expanding domestic oil & natural gas		70%
Lower costs for health care		70%
Control inflation by taxing corporations		68%
Expanding clean energy		65%
Supports infrastructure legislation		64%
Supports Roe v. Wade		53%
Not allow K-3 to discuss sexual orientation/identity		50%
Ban Congress from trading stocks		47%

Red: A top 10 item among Republican Primary Voters, Blue: A top 10 item among Democratic Primary Voters, Yellow: A top 10 item among both Republican Primary Voters & Democratic Primary Voters.

Satisfaction with the size and influence of major corporations is at its **GALLUP®** lowest level in a generation.

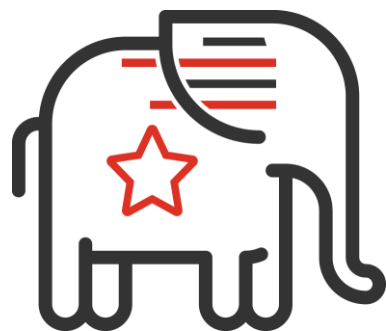
Size & Influence of Major Corporations



Data from Gallup national phone surveys of adults

Next, I'm going to read some aspects of life in America today. For each one, please say whether you are -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. How about... the size and influence of major corporations

Size and Influence of Major Corporations by Party

Percent Satisfied

	2020	2021	2022
Donkey (Democratic Party)	25%	24%	21%
Elephant (Republican Party)	57%	31%	26%

How much does the federal government do to address issues affecting the following people?
Retired People

Does too Much

6%

Does Too Little

65%

Does about the right amount

27%



PUBLIC OPINION STRATEGIES

turning questions into answers

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