

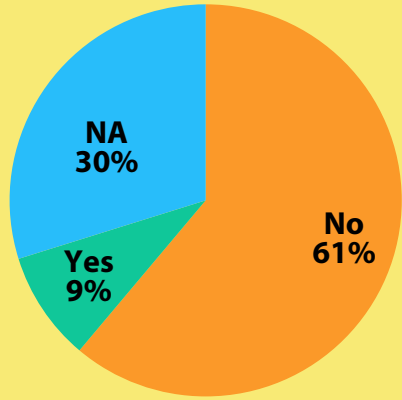
**WHAT 2022  
MIDTERM  
VOTERS  
ARE THINKING**

**SURVEY OF AMERICAN VOTERS PRIOR TO THE 2022 ELECTION  
by PCH CONSUMER INSIGHTS**

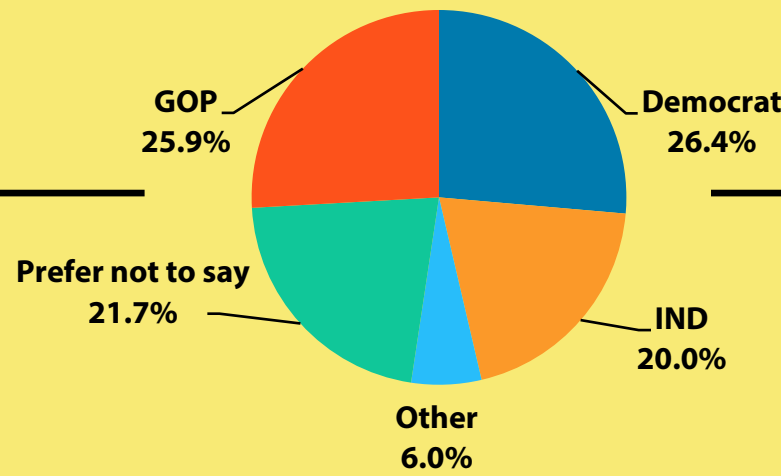
# MIND OF THE 2022 MIDTERM VOTER

SOURCE: PCH CONSUMER INSIGHTS | 2,379 US ADULTS

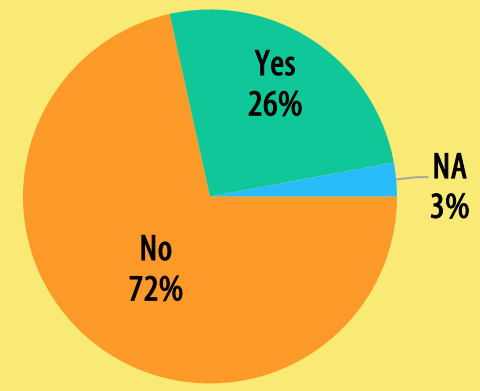
CHANGED PARTIES IN THE LAST 4 YEARS?



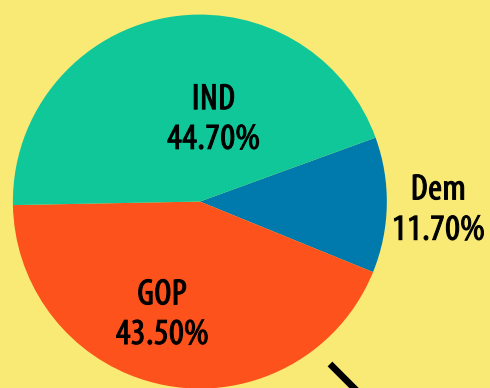
PARTY AFFILIATION



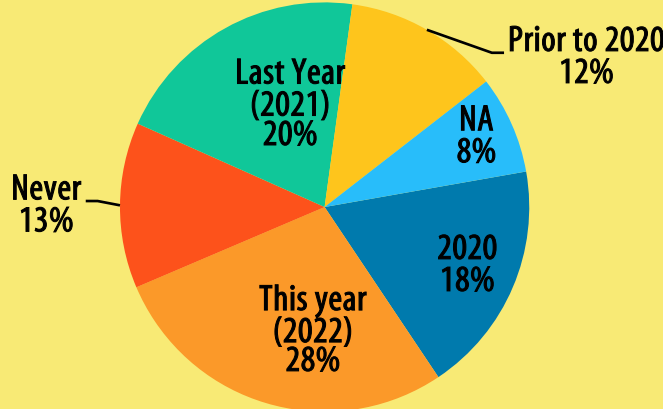
REGISTER TO VOTE IN THE LAST 4 YEARS?



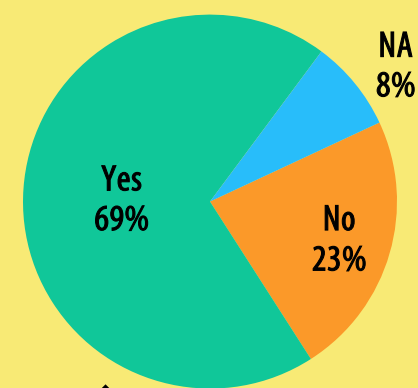
IF YOU CHANGED PARTY, TO WHICH?



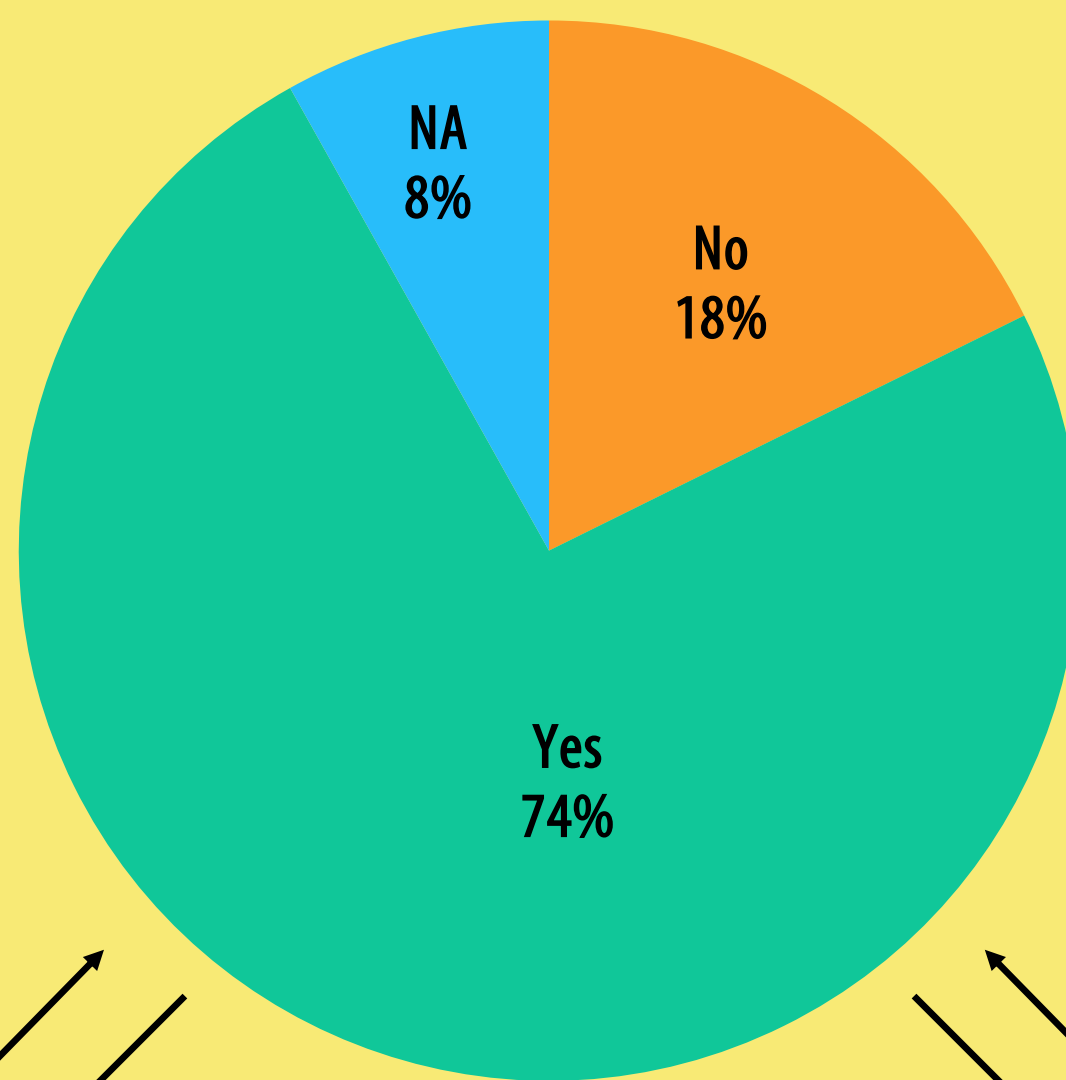
LAST VOTED



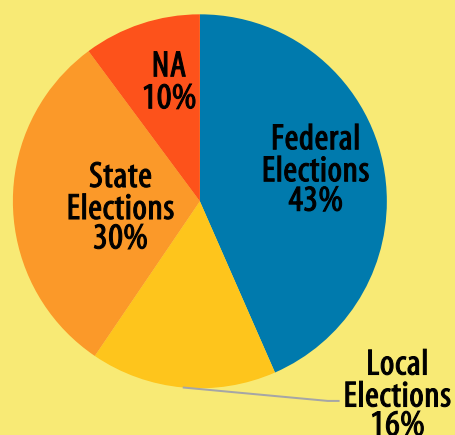
VOTED IN LAST PRESIDENTIAL ELECTION



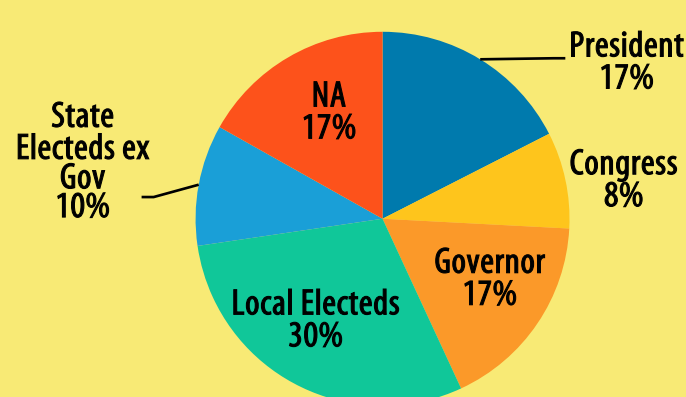
PLANNING TO VOTE IN MIDTERMS 2022?



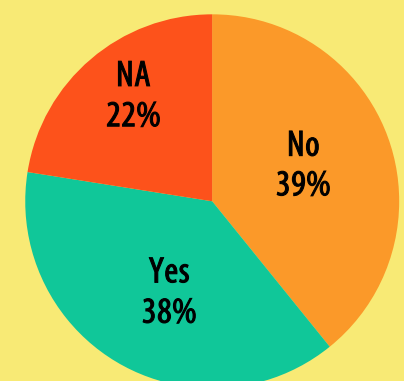
MOST IMPORTANT ISSUES ARE IN...



WHICH GOV'T OFFICIALS DO YOU MOST TRUST?



COMFORTABLE TALKING POLITICS @ WORK?



**Voting has already begun in the 2022 Midterms, with Election Day itself just 13 days away, and the outcome of the most consequential midterm election in the modern age is still completely up in the air.**

**PCH Consumer Insights decided to take the temperature of the American Electorate, and perhaps a sharper picture of what to expect after all the votes are counted. The data tells an interesting story about The Mind of 2022 Midterm Voter.**

### **Here's what we know:**

- ✓ **This may be the most active electorate of our lifetime. Turnout in the 2018 Midterm was record-breaking. 2022 seems ready to blast through that record. 74% of Americans surveyed say they intend to vote. That's higher than these voters say they voted in 2020. This data is reinforced by record early voting in states across the country, so far.**
- ✓ **26% of Americans surveyed are relatively new voters (having registered since 2020).**
- ✓ **9% of voters surveyed have changed parties in the last 4 year. In a very tight election as this looks to be, that 9% could be meaningful. Of those 9% who switched parties in the last 4 years, 43.5% became Republicans; 44.7% registered as Independents; and just 11.9% became Democrats.**
- ✓ **That said, of the 2,379 Americans who answered the survey, Republicans and Democrats are evenly split. Independents seem to hold THE deciding votes in the 2022 Midterms.**
- ✓ **There are 435 House races in 2022. There are 35 elections for Senate seats; and 36 for Governors' offices this year; in addition to hundreds of state and local elections across the country. WHO is on their specific ballot when they reach the polls appears to be central to the way most Americans intend to vote.**
- ✓ **43% of Americans surveyed say that Federal issues are the most important this year. However, State and Local Issues combined accounted for 46% of Americans' most important issues/races.**
- ✓ **Interestingly, when asked who they most trust, Americans give both the President and their Governor low marks at 17%, but Congress far worse at 8%. They trust Local Electeds the most at 30% (almost 4X Congress), and State officials at just 10%.**
- ✓ **With the President not on the ballot, and so many State, Local and Congressional offices in play – along with control of Congress itself – it is very difficult to pinpoint just ONE animating factor for America's extraordinary enthusiasm for casting votes in 2022... other than all of them combined.**
- ✓ **Apparently, Americans are as divided about where to talk about politics, as they are about politics. Equal shares of Americans surveyed believe it is and is not appropriate to discuss politics at work. While 22% want no part of the question.**
- ✓ **The ONE thing we can all-but guarantee: Turnout for the 2022 Midterms should be at or beyond all-time highs – at all levels of voting.**

**The more we dig into this data, however, the more nuances to the story we find. We've constructed the infographic above as a sort of choose your own adventure dashboard of insights. We'd love to know your thoughts on the snapshot above.**

consumer  
**insights**

A Publishers Clearing House Company

**To give us your thoughts or for a deeper  
dive into the data, please contact us at  
[info@pchinsights.com](mailto:info@pchinsights.com).**