



# National Political Update

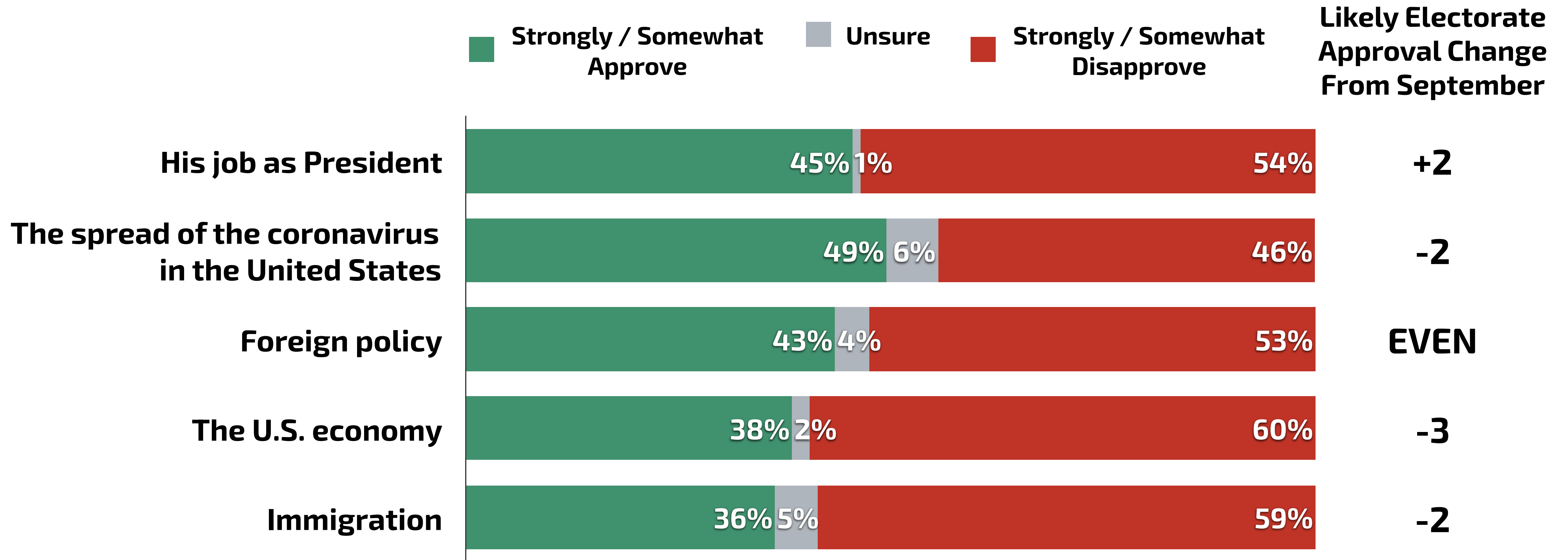
Verified Voter Omnibus Survey

N = 1,014 Voters in the Likely Electorate (LV), Nationwide  
Field Dates: October 24-26, 2022



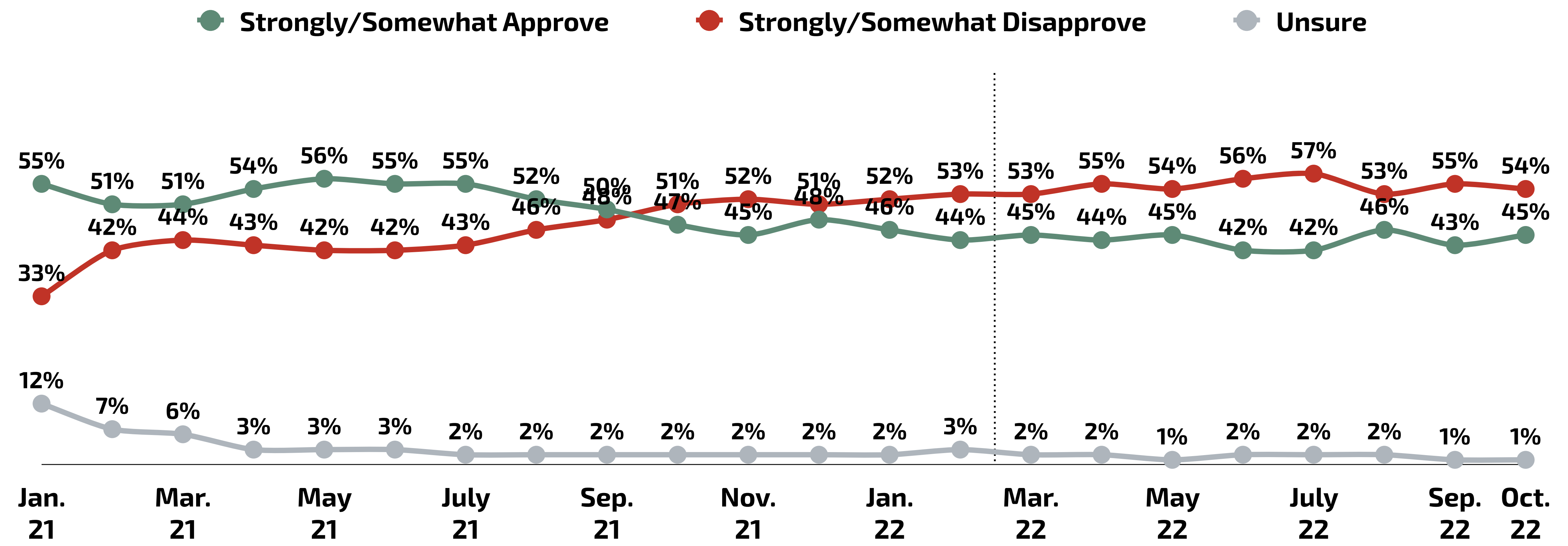
# Biden Job Approval Up 2 Points In October

Q. Do you approve or disapprove of the way Joe Biden is handling...?



# Biden Job Approval Ticks Up 2 Points In October

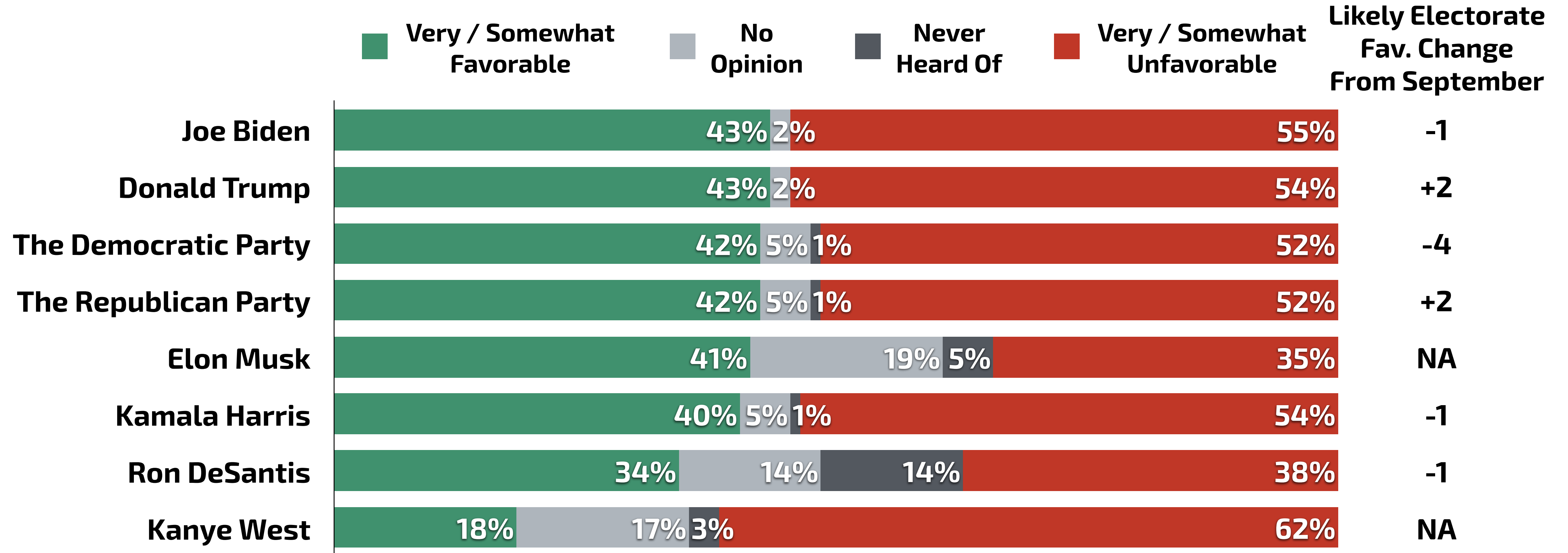
Q. Do you approve or disapprove of the way Joe Biden is handling his job as President?



N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022  
 Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

# Democratic Party See Favs Decrease Slightly In October

Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately?



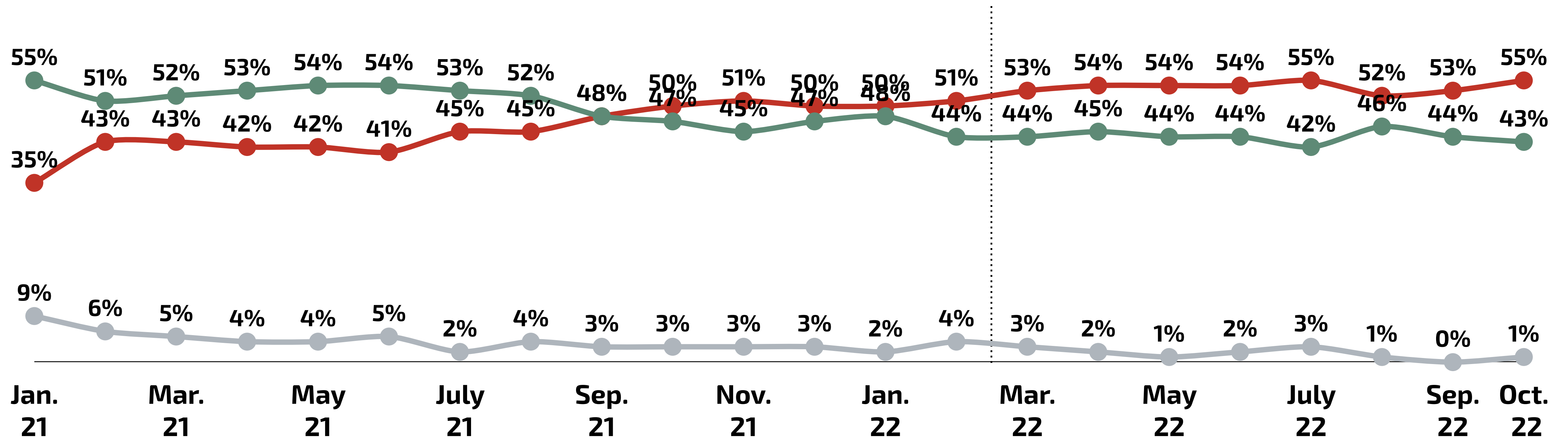
N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022

# Biden Favorability Steady In October

Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately?

## Joe Biden

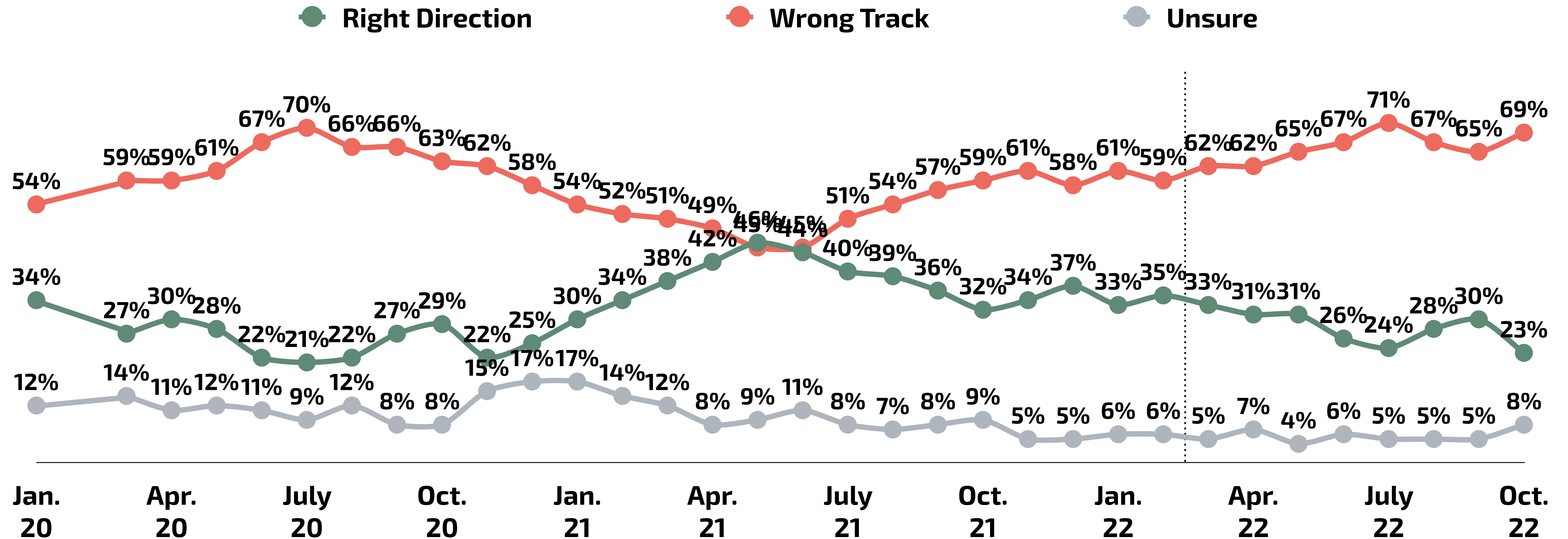
● Very/Somewhat Favorable    ● Very/Somewhat Unfavorable    ● No opinion



N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022  
 Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

# Share Saying “Right Direction” Falls 7 Points In October

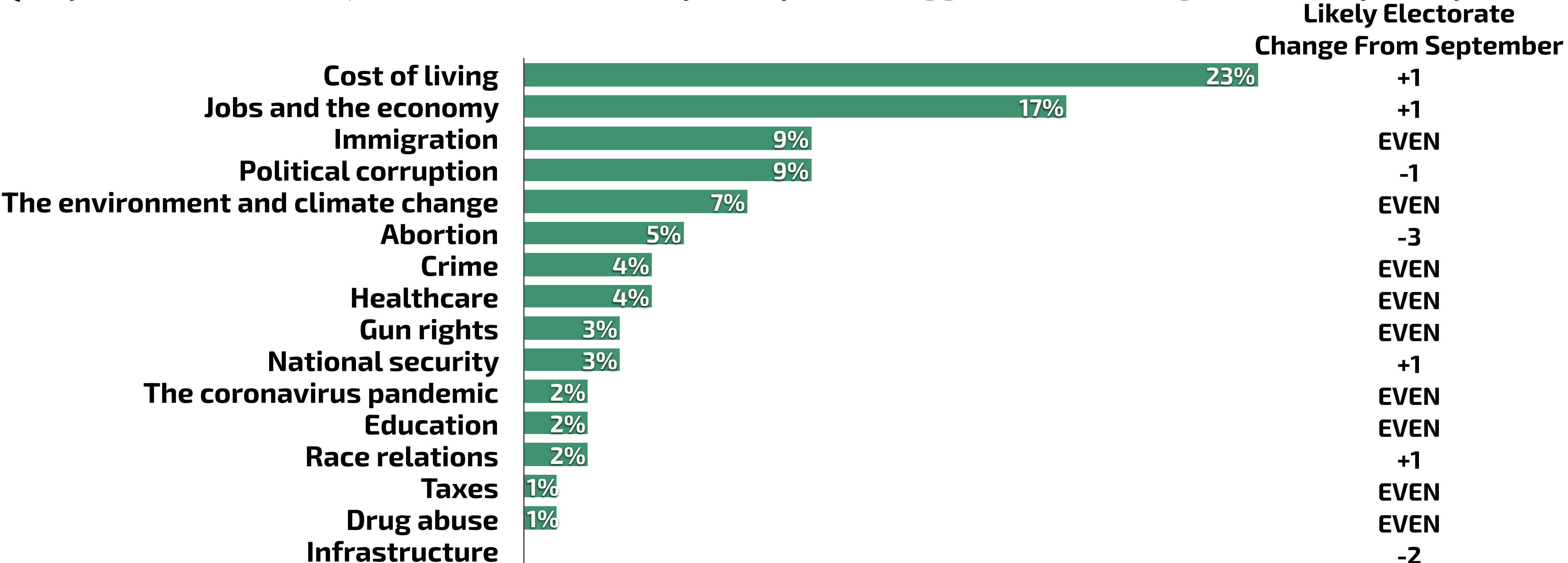
Q. Would you say things in the United States are headed in the right direction, or is the country off on the wrong track?



N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022  
 Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

# Cost Of Living Remains Voters' Top Issue Through October

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

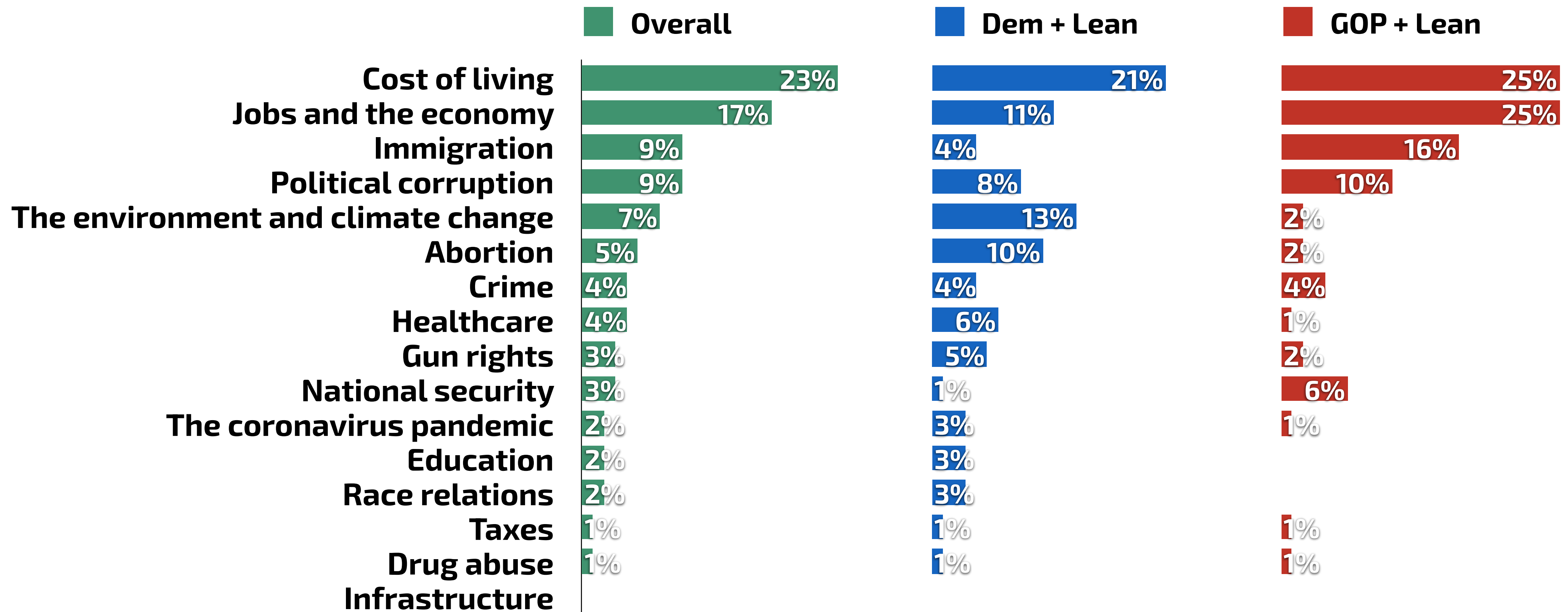


N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022

Note: Something else and Unsure not shown

# Cost Of Living Top Issue Across Party Lines; Half Of GOP Say Cost Of Living, Jobs And The Economy Top Issue

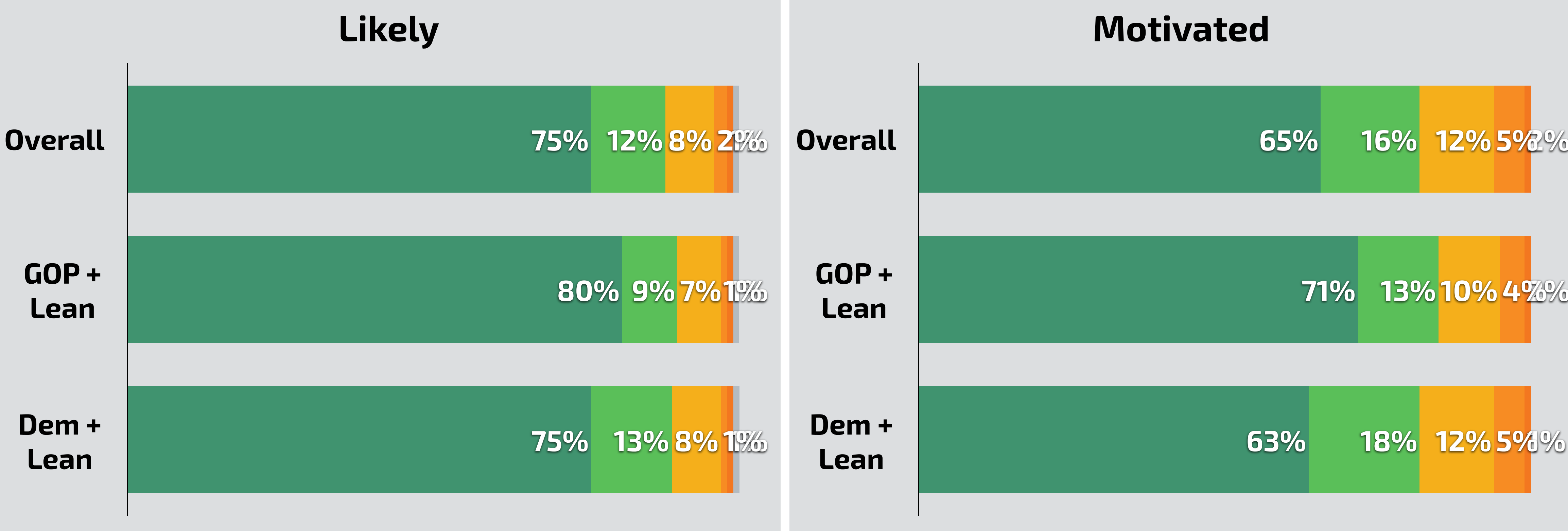
Q. If you had to choose just one, which would you say is the biggest issue facing the country today?



# GOP, Dems About Equally Likely To Vote In Midterms

Q. How [likely / motivated] are you to vote in the upcoming 2022 midterm elections?

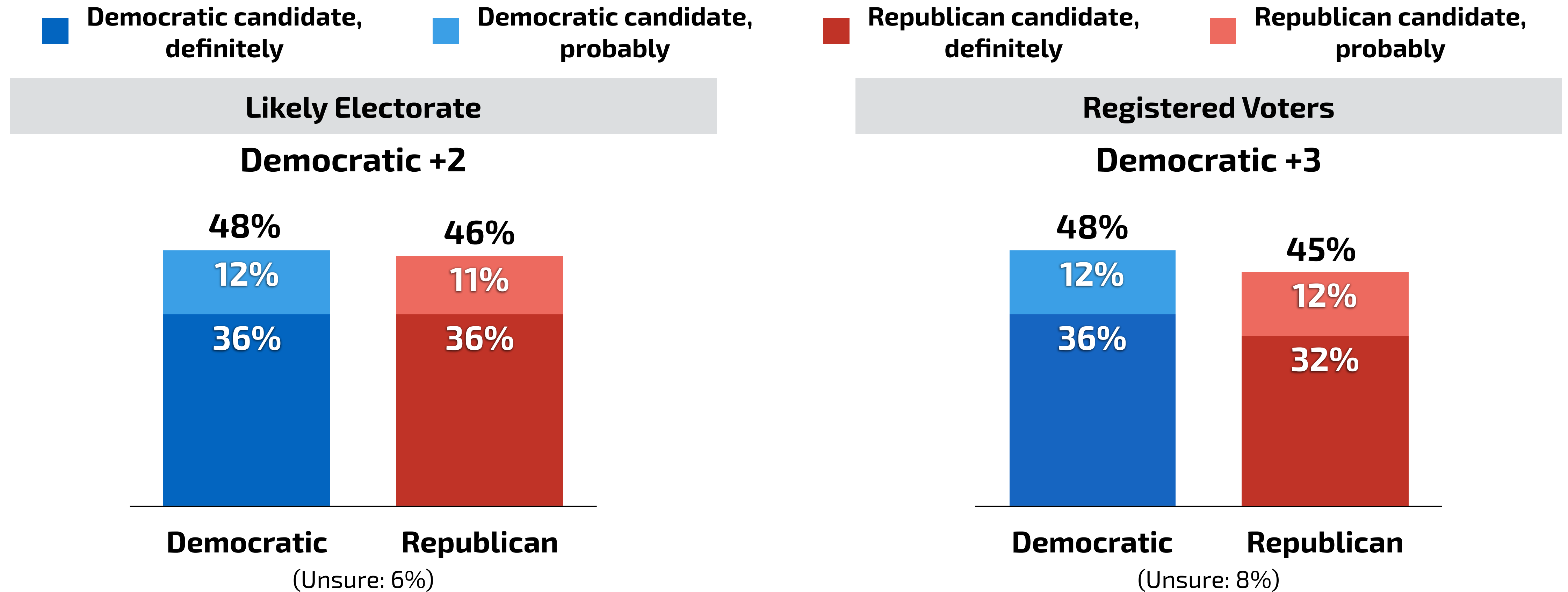
Extremely    Very    Somewhat    Not very    Not at all    Unsure



N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022

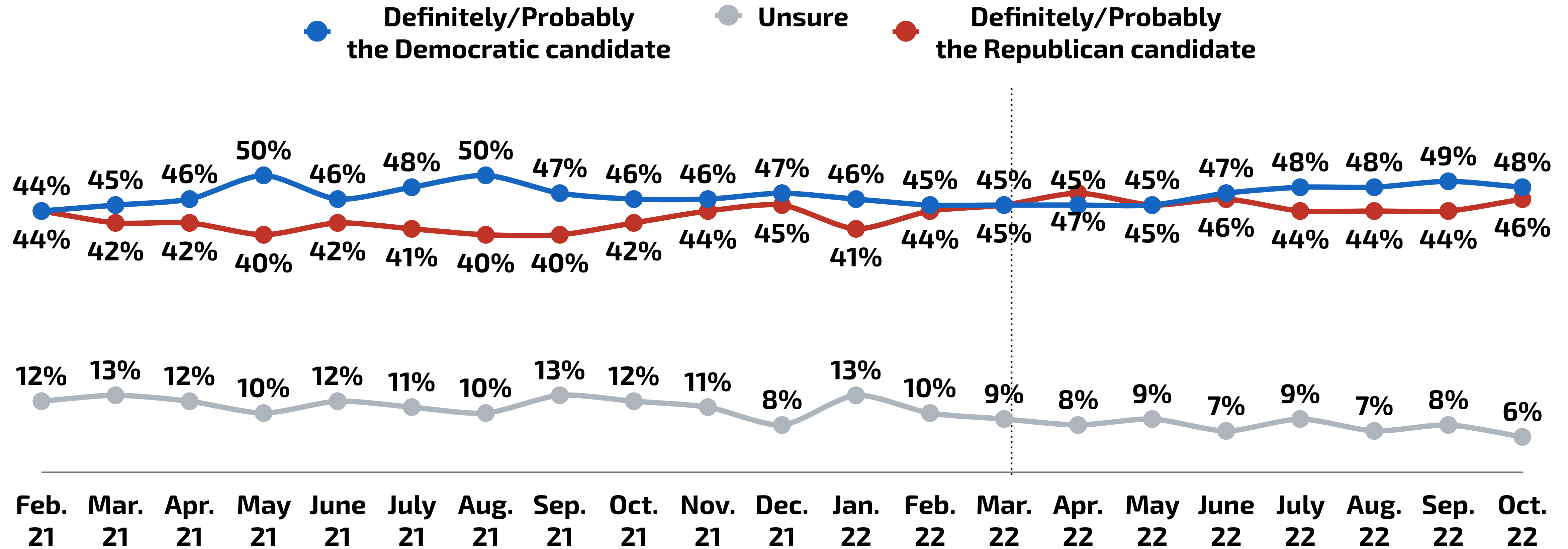
# D+2 Among Likely Electorate, Down 3 Points From September

Q. If the election for Congress were held today and you had to make a choice, for whom would you vote?



# Democrats' Edge On Generic Ballot Down To 2 Points In October

Q. If the election for Congress were held today and you had to make a choice, for whom would you vote?



N = 1,014 Voters in Likely Electorate nationwide, fielded October 24-26, 2022  
 Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

# Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.



# Methodology

The October 2022 Echelon Insights Verified Voter Omnibus was fielded online from October 24-26, 2022 in English among a sample of N=1,014 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.8 percentage points.





**Verified Voter  
Omnibus**

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





ECHELON  
INSIGHTS

