

---

# *Midterm Election Update*

*Updated as of  
November 7, 2022*



## *Election day is tomorrow.*

### **Republicans** want this election to be a referendum on the economy.

- With a message focused on the economy and crime, Republicans are confident about winning the House and have reason to be optimistic about the Senate.
- As they gain momentum, GOP money is being spent in bluer districts that were not competitive two months ago.

### **Democrats** want this to be a choice election.

- Democrats have recalibrated their messaging to put more emphasis on the economy and election integrity.
- But they continue to focus on abortion, the future of democracy, and how a Republican takeover would threaten social security and turn back the progress made on health care.

**What will voters decide? They're making their final decisions now.**

# Americans are on edge about the country, the economy, and the election.



**75% of Americans**  
believe the economy is in a recession  
(+11 from July 2022)



**55% of Americans**  
are dissatisfied with their own  
personal financial situation  
(+8 from May 2022)

## Republicans are also worried about election integrity:

- Republicans are worried the midterm results could be manipulated (62%), while Democrats believe that the count will be fair and accurate (76%)
- Many Republicans are in favor of private citizens patrolling polling places and ballot boxes (67%)

## Democrats worry more about the future of democracy:

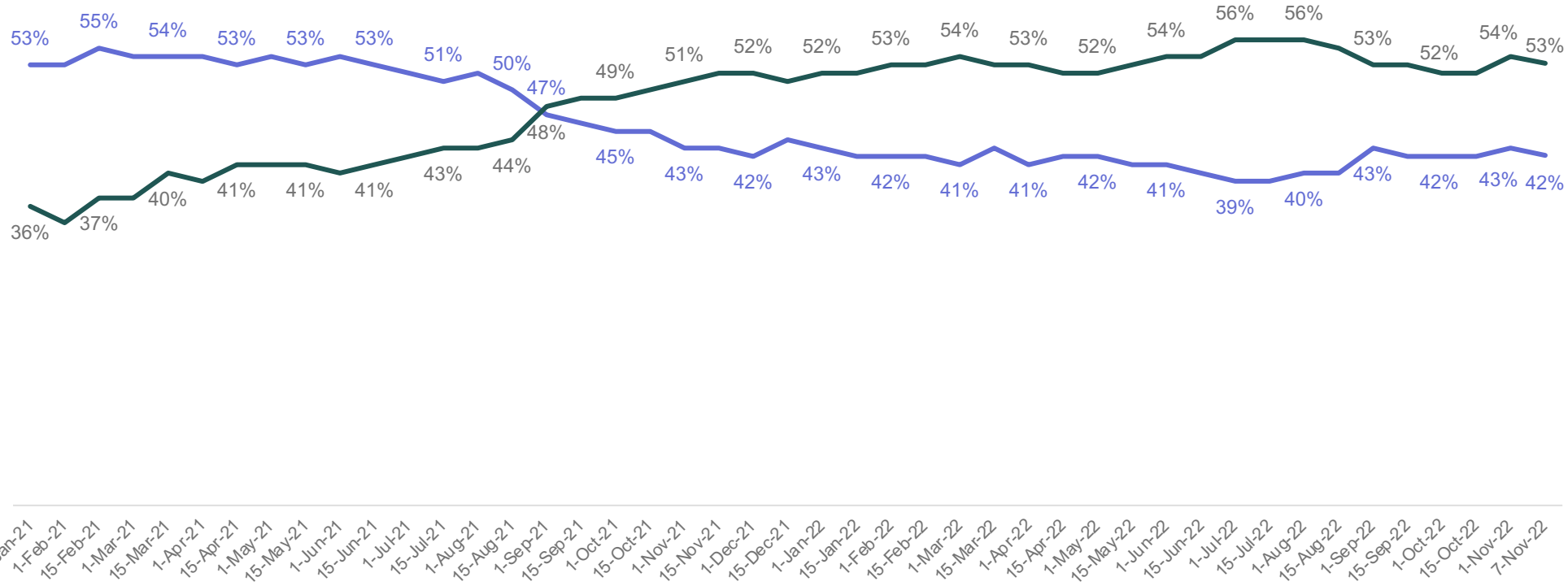
- Democrats are more concerned about a functioning democracy (63%) than a strong economy (21%)
- In contrast, Republicans are more concerned about a strong economy (70%) than a functioning democracy (29%)

# President Biden remains unpopular.

## Pres. Biden's Job Approval Over Time

January 2021  
53% approve  
36% disapprove

November 2022  
42% approve  
53% disapprove

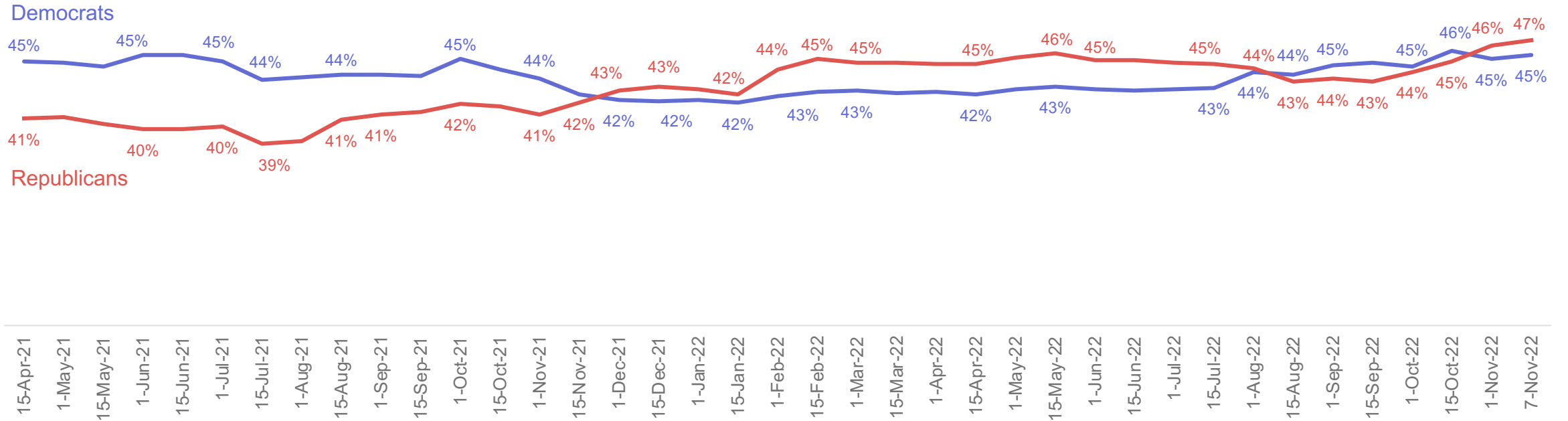


*Other Presidential approval ratings during midterms of their first term:*

- Trump: **43%**
- Obama: **45%**
- G. W. Bush: **62%**
- Clinton: **41%**
- G. H. W. Bush: **53%**

# Republicans have the momentum, with a narrow lead in the generic ballot.

April 2021 **Which party would you support in an election?** November 2022  
D +4.4 R +1.2



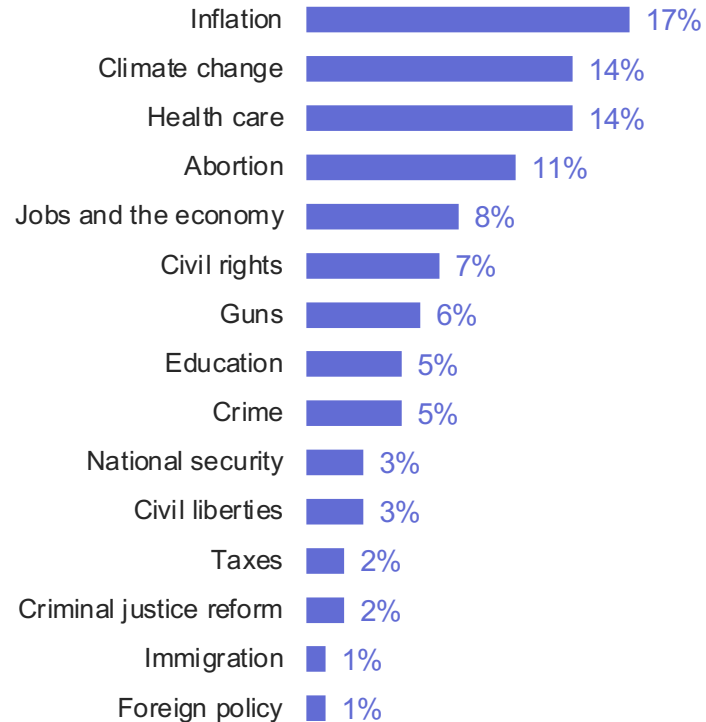
*At this point in 2018 midterms:*

**Democrats led generic ballot polling by 8.6 points.**  
On election day, they gained 40 House seats and lost 2 Senate seats.

# *Inflation is the most important issue across party lines.*

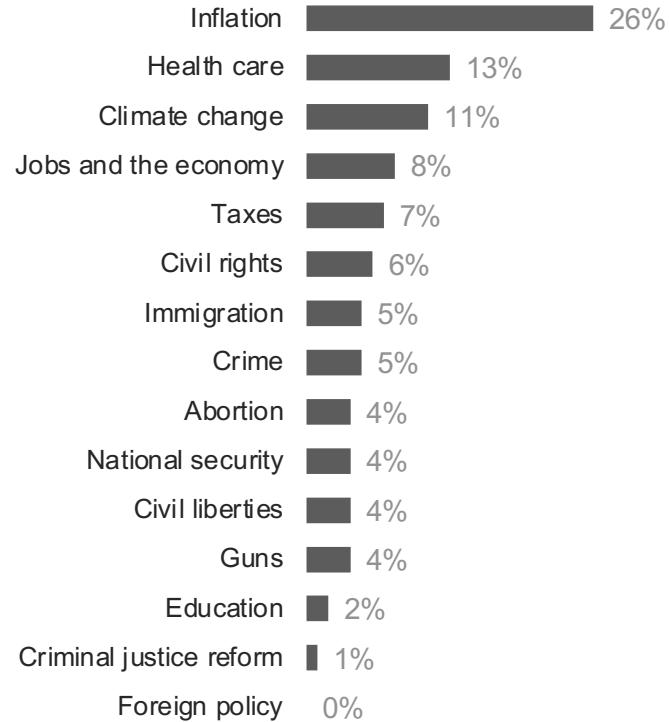
## Most Important Issue:

### Democrats



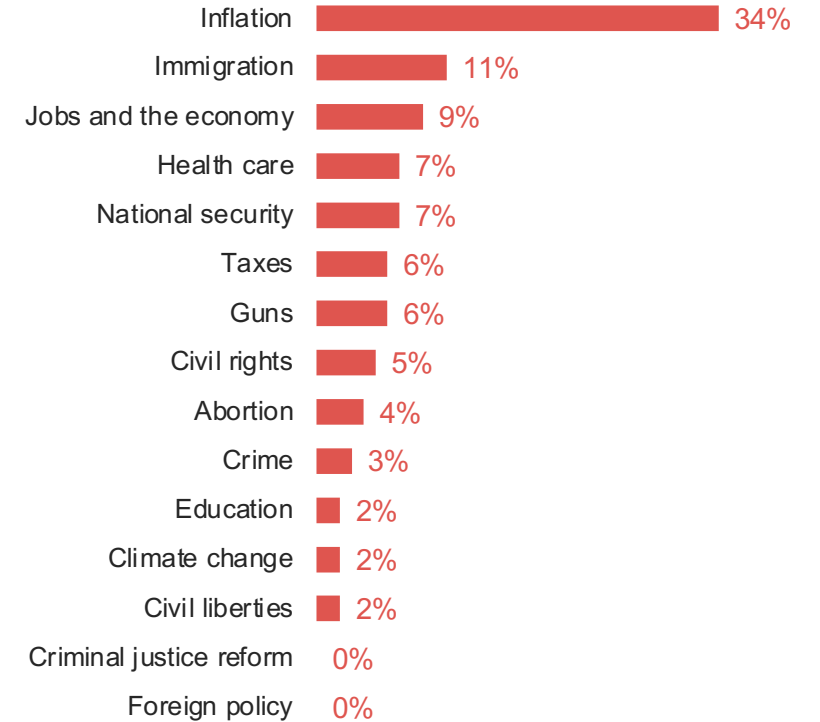
Inflation +7 and climate change -4 from mid October

### Independents



Inflation -2 and health care +3 from mid October

### Republicans



Inflation -2 and health care +3 from late October

# Republicans are most trusted on some key issues, but Democratic messaging also resonates with voters.

## Trust to do a better job handling:



### Crime

Republicans: 51%  
Democrats: 35%



### The economy

Republicans: 51%  
Democrats: 37%



### Inflation

Republicans: 48%  
Democrats: 38%

## More important in deciding your vote:

A candidate's position on **abortion, threats to democracy and voting, and addressing the cost of living by raising taxes on corporations**



A candidate's position on **crime, the situation at the border, and addressing the cost of living by cutting government spending**



---

# *The Battleground*



# What's at stake?



## Pres. Biden's Agenda

- If the GOP takes the House or Senate, Biden's legislative agenda will be put to a halt
- If Democrats keep both chambers, it could cement their mandate



## Investigations

- If the GOP takes control of the House, the Jan. 6 commission will likely dissolve
- New investigations could move forward (Hunter Biden, Mar-a-Lago raid investigations, etc.)



## Nominations

- If the GOP takes the Senate, many of Pres. Biden's nominations to courts and agencies could be blocked until after 2024



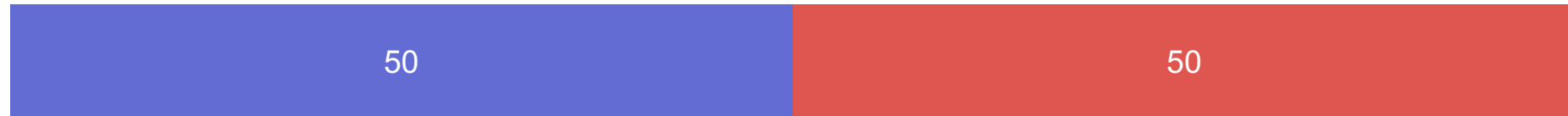
## State Level Powers & Policy

- Abortion could be restricted or banned in several states
- Sec. of State races will determine which party has power to verify (or contest) 2024 Presidential election results

# Republicans need 1 seat to take the Senate and 6 seats to take the House.

## Current Senate:

Republicans need 1 seat to take the Senate in 2022

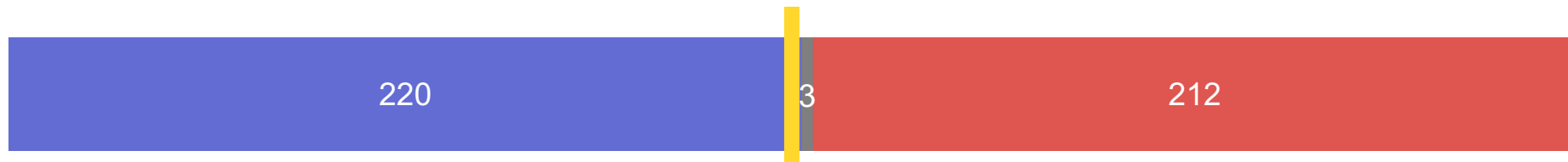


Democrats  
(Includes 2 Independents)  
+1 Democratic Vice  
President to break ties

Republicans

## Current House:

Republicans need 6 seats to take the House in 2022



Democrats

Vacancies  
(Previously held by 1  
Republican and 2 Democrats)

Republicans

# Democrats are defending more vulnerable seats in the House.

Lean Dem		Toss Up		Lean Rep	
AK-AL Peltola	NY-18 Ryan	CA-13 Open	<b>NY-04 Open</b>	AZ-01 Schweikert	AZ-02 O'Halleran
<b>CA-09 Harder</b>	OH-09 Kaptur	<b>CA-47 Porter</b>	NY-17 Maloney	CA-22 Valadao	AZ-06 Open
<b>CA-26 Brownley</b>	OR-04 Open	CA-49 Levin	NY-19 Open	CA-27 Garcia	CA-41 Calvert
<b>IL-06 Casten</b>	TX-28 Cuellar	<b>CT-05 Hayes</b>	OH-13 Open	CO-08 New Seat	CA-45 Steel
IL-13 Open		IL-17 Open	OR-06 New Seat	NC-13 Open	FL-27 Salazar
<b>IL-14 Underwood</b>		IN-01 Mrvan	PA-07 Wild	NE-02 Bacon	IA-01 Miller-Meeks
KS-03 Davids		ME-02 Golden	PA-08 Cartwright	NM-02 Herrell	<b>IA-02 Hinson</b>
MI-03 Open		MI-07 Slotkin	PA-17 Open	NY-22 Open	IA-03 Axne
MI-08 Kildee		MN-02 Craig	RI-02 Open	OH-01 Chabot	MT-01 New Seat
NH-02 Kuster		NH-01 Pappas	VA-02 Luria	TX-34 Merged Seat	NJ-07 Malinowski
<b>NJ-03 Kim</b>		NV-01 Titus	VA-07 Spanberger		NY-01 Open
NV-04 Horsford		NV-03 Lee	WA-08 Schrier		<b>OR-05 Open</b>
		<b>NY-03 Open</b>			WA-03 Open

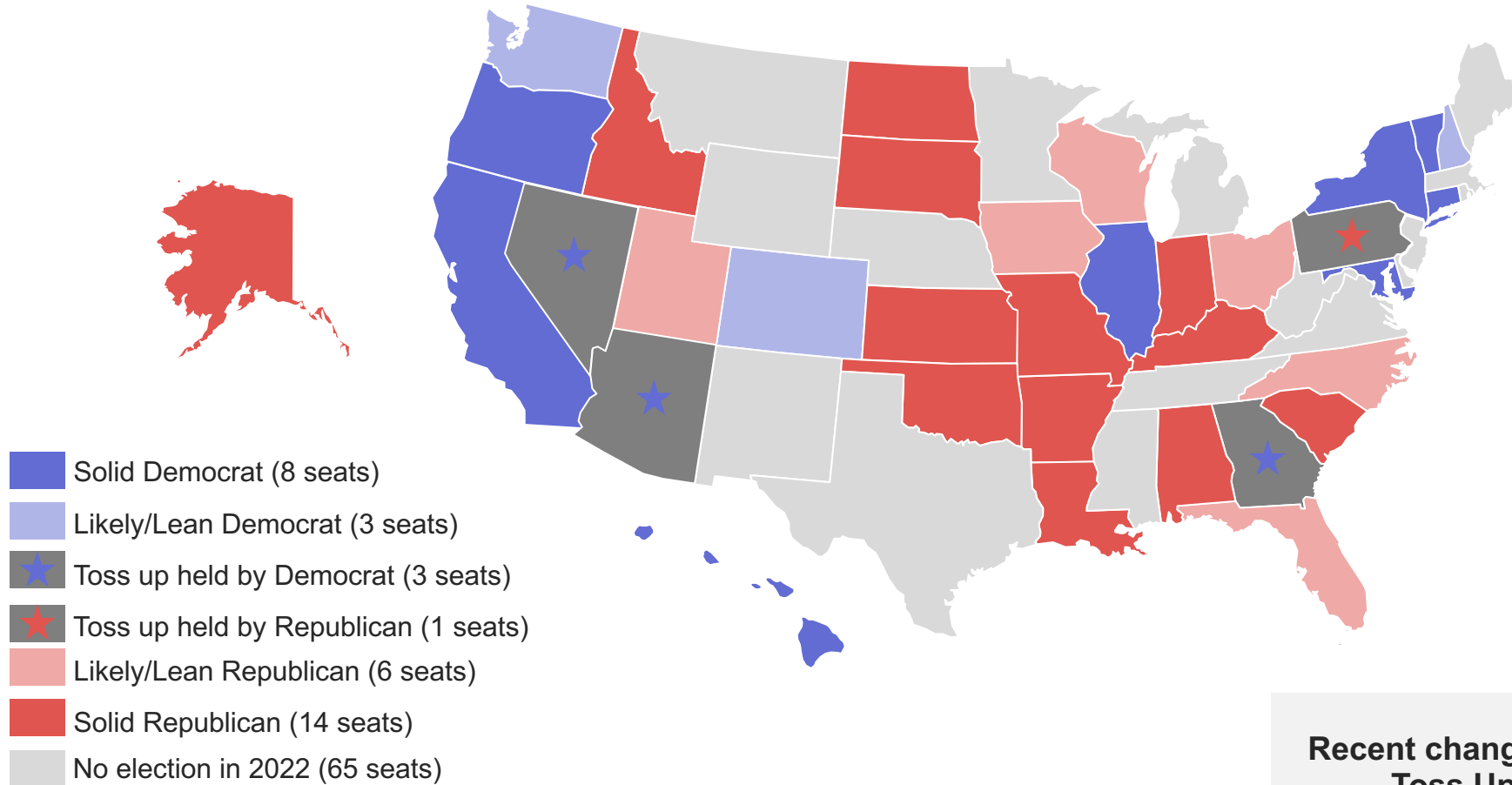
**Bold denotes ratings that have shifted in recent weeks.** CA-09, CA-26, CA-47, CT-05, IL-06, IL-14, NJ-03, NY-03, NY-04, OR-05 moved in favor of Republicans

# Forecasters are showing gains for Republicans in the House; still unclear if it will be a wave election.

Year	Prediction		Result
2022	+12-25 GOP	→	TBD
2020	+5-10 Dem	→	+14 GOP
2018	+30-40 Dem	→	+40 Dem
2016	+5-15 Dem	→	+6 Dem
2014	+6-12 GOP	→	+13 GOP

Source: Cook Political Report, 11/01/2022 (<https://www.cookpolitical.com/analysis/house/house-overview/house-rating-changes-10-more-blue-districts-move-gops-direction>); Sabato's Crystal Ball, 10/26/22 (<https://centerforpolitics.org/crystalball/articles/the-house-gop-hits-218-in-ratings-as-battle-rages-across-big-playing-field/>); Cook Political Report, 10/21/22 (<https://www.cookpolitical.com/analysis/house/house-overview/house-rating-changes-12-races-move-almost-all-towards-democrats>); Cook Political Report, 11/05/18 (<https://www.cookpolitical.com/analysis/house/house-overview/final-house-ratings-75-competitive-races-ten-rating-changes>); Cook Political Report, 11/07/16 (<https://www.cookpolitical.com/analysis/house/house-overview/house-gop-could-limit-losses-clintons-coattails-get-shorter>); Cook Political Report, 11/03/14 (<https://www.cookpolitical.com/analysis/house/house-overview/final-preview-7-things-watch-house>)

# *It is a true toss up for control of the Senate.*



## Latest Forecast:

- Projections give Democrats and Republicans even chances for controlling the Senate
- 4 seats remain true toss ups:
  - > **One is held by a Republican:**
    - Retiring Sen. Pat Toomey (PA)
  - > **Three are held by Democrats:**
    - Sen. Raphael Warnock (GA)
    - Sen. Catherine Cortez Masto (NV)
    - Sen. Mark Kelly (AZ)

**Recent changes:** Wisconsin moved from Toss Up to **Lean Republican**

# Polls show several tight Senate contests.



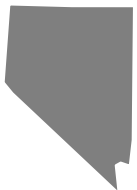
## Arizona

Incumbent: **Mark Kelly (D)**  
Challenger: **Blake Masters (R)**  
Recent average polling: **Kelly +1.9 (TIED)**



## Georgia

Incumbent: **Raphael Warnock (D)**  
Challenger: **Herschel Walker (R)**  
Recent average polling: **Walker +0.1 (TIED)**



## Nevada

Incumbent: **Catherine Cortez-Masto (D)**  
Challenger: **Adam Laxalt (R)**  
Recent average polling: **Laxalt +1.2 (TIED)**



## Pennsylvania (Open)

Democrat: **John Fetterman (D)**  
Republican: **Mehmet Oz (R)**  
Recent average polling: **Fetterman +0.4 (TIED)**



## Colorado

Incumbent: **Michael Bennet (D)**  
Challenger: **Joe O'Dea (R)**  
Recent average polling: **Bennet +9.7**



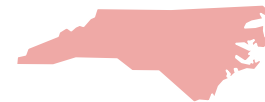
## New Hampshire

Incumbent: **Maggie Hassan (D)**  
Challenger: **Don Bolduc (R)**  
Recent average polling: **Hassan +3.2**



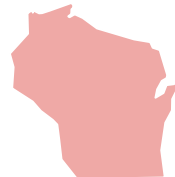
## Ohio (Open)

Democrat: **Tim Ryan (D)**  
Republican: **JD Vance (R)**  
Recent average polling: **Vance +3.9**



## North Carolina (Open)

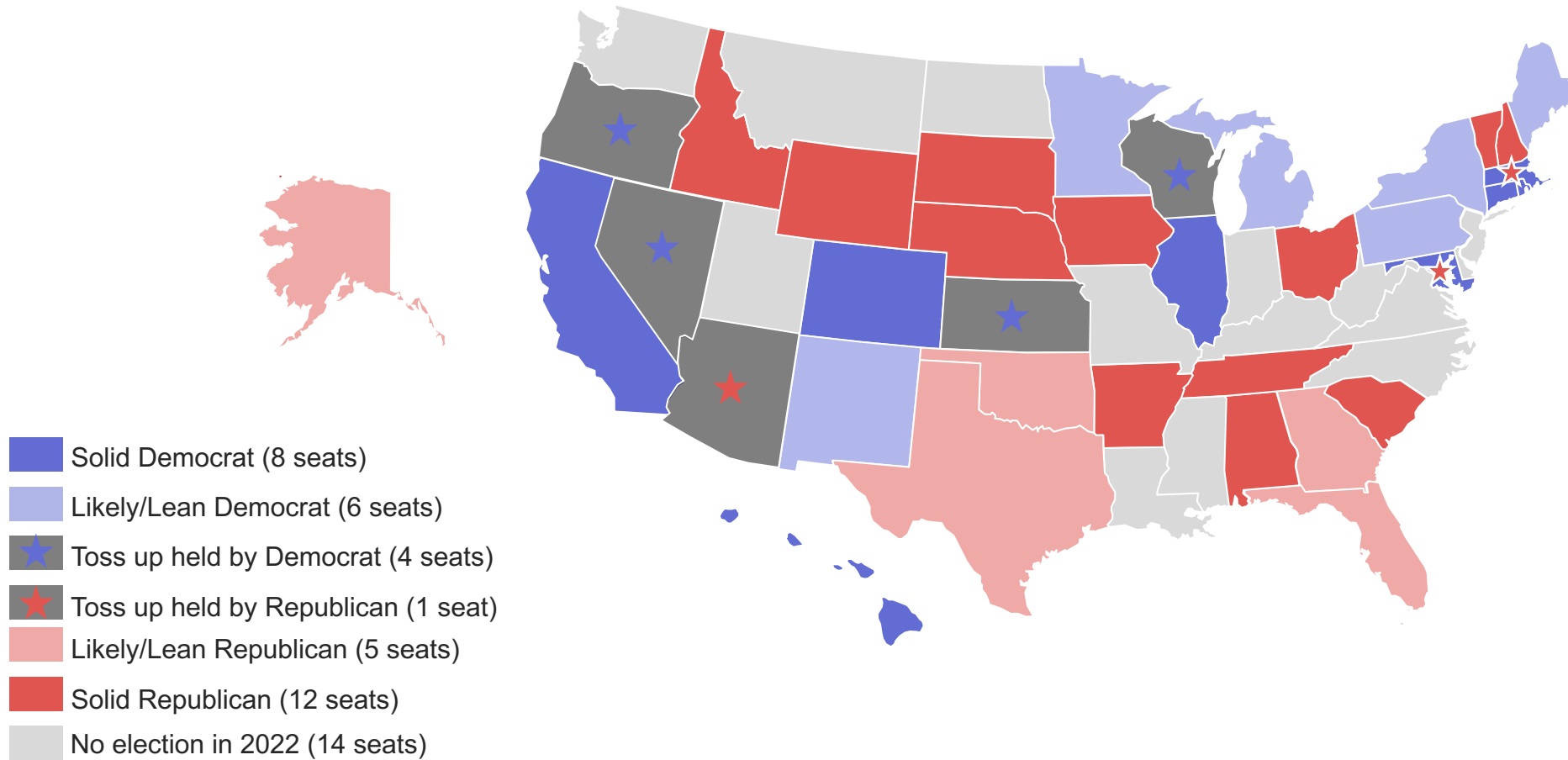
Democrat: **Cheri Beasley (D)**  
Republican: **Ted Budd (R)**  
Recent average polling: **Budd +3.8**



## Wisconsin

Incumbent: **Ron Johnson (R)**  
Challenger: **Mandela Barnes (D)**  
Recent average polling: **Johnson +3.8**

# *There are also 36 gubernatorial seats up for election.*



# Most gubernatorial races designated “toss up” are tied in recent polls.



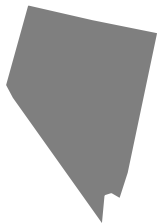
## Arizona (Open)

Democrat: **Katie Hobbs (D)**  
Republican: **Kari Lake (R)**  
Recent average polling: **Lake +2.5 (TIED)**



## Kansas

Incumbent: **Laura Kelly (D)**  
Challenger: **Derek Schmidt (R)**  
Recent average polling: **Kelly +5.1**



## Nevada

Incumbent: **Steve Sisolak (D)**  
Challenger: **Joe Lombardo (R)**  
Recent average polling: **Lombardo +1.7 (TIED)**



## Oregon (Open)

Democrat: **Tina Kotek (D)**  
Republican: **Christine Drazan (R)**  
Notable third party candidate: **Betsy Johnson (I)**  
Recent average polling: **Kotek +1.6 (TIED)**  
**Latest polls show Kotek and Drazan neck and neck; support for third party candidate Johnson is falling off**



## Wisconsin

Incumbent: **Tony Evers (D)**  
Challenger: **Tim Michels (R)**  
Recent average polling: **Michels +0.8 (TIED)**



## *Races to watch on election night.*

### **Polls that close at 7pm EST:**

- > Florida Gubernatorial
- > Georgia Senate
- > Maine's 2<sup>nd</sup>
- > Three races in Virginia: VA-02, VA-07, VA-10

### **Polls that close at 7:30pm EST:**

- > Ohio's 1<sup>st</sup>

### **Polls that close at 8pm EST:**

- > Two races in Michigan: Gubernatorial and MI-07
- > Three races in Pennsylvania: Senate, Gubernatorial, PA-07
- > Kansas Gubernatorial
- > New Hampshire Senate
- > Texas's 15<sup>th</sup>

### **Polls that close at 9pm EST:**

- > Two races in Arizona: Senate and Gubernatorial
- > Two races in Wisconsin: Senate and Gubernatorial
- > Iowa's 3<sup>rd</sup>
- > Nebraska's 2<sup>nd</sup>
- > New York Gubernatorial
- > Pennsylvania Senate

### **Polls that close at 10pm EST:**

- > Nevada Senate

### **Polls that close at 11pm EST:**

- > California's 27<sup>th</sup>
- > Washington Senate

***Several important races may not be called on election night as mail ballots are counted, including closely watched races in PA, WI, OH, and NV. Because Democrats tend to cast more mail ballots, initial results may indicate a Republican lead before all ballots are counted.***

## FGS Global perspectives

*“Like everyone else I’ll be looking at Georgia and Pennsylvania, but I think it’s worth stepping back a bit and thinking about how those two very different states have emerged as pivotal. The dynamics making each state competitive share characteristics yet look different: urbanization, ease of employment but inability to afford housing, changing demographics, class disparities.”*

**– Anne Gearan, FGS Global Partner**

*“I’ll be watching for turnout, particularly among younger voters.*

*We saw a noticeable surge in registration among younger voters after the Dobbs decision. Will those voters turn out? Historically, younger voters are very underrepresented in midterm elections.*

*I’ll also be watching the Hispanic vote in several key states, including Nevada and Florida. While still largely Democratic, we’ve seen a slow, steady movement to the right among some Hispanic voters, especially younger men. Will that still be the case this time?”*

**– Beth Fouhy, FGS Global Partner**

*“I am feeling more bullish about a growing red tide on Nov. 8th than I did a couple weeks ago. I attribute that to the tightening of polls in key races moving in favor of Republicans, suburban white women now favoring Republicans by 15 points, and the ongoing anxiety about inflation, the economy, crime, and lack of control of the southern border. One thing to keep an eye on – which will be a wake-up call for Democrats – is the healthy Latino vote for congressional Republicans.”*

**– Brian Gaston, FGS Global Partner**

---

# *Thank You*

FGS Global has a full-service insights team offering an innovative suite of qualitative, quantitative, digital and analytics services.

We go beyond the standard Q&A and use research to make strategic recommendations on complex issues and political topics that helps shape our clients' messaging and strategy.

For more information about this update or to find out more about FGS Global's insights capabilities, contact:

[publicopinion@fgsglobal.com](mailto:publicopinion@fgsglobal.com)

*Updated as of  
November 7, 2022*

