



2022

US Midterm Election Survey

The [SimilarPoll™ 2022 US Midterm Election Survey](#) leverages Similarweb's proprietary **Market Research Panel** – a daily sentiment tracker of mobile phone users in the United States – to engage directly with users on their mobile devices and qualify attitudes and behaviors. We collected **over 40K responses** from **over 23K unique panelists** within weeks – many times the sample size for traditional polls. Because moods change, we use the most recent response from a panelist, which gives a unique perspective that traditional polling cannot easily capture. Demographics (gender, age, education, ethnicity, household income, household size, occupational status, city, zip code) are available on all survey responses, allowing segmentation and rich insight. Knowing these details in advance lets us keep surveys short and get a high response rate, very quickly.

Used commercially to provide businesses with a comprehensive view of consumer activity in the mobile ecosystem, this curated, longitudinal data-gathering proved remarkably accurate in the [2020 US presidential election](#) and has been updated for analysis of key U.S. Senate and gubernatorial races. We also gathered a state-by-state breakdown of the panelists' most important issues.

Panel participants opt-in to sharing behavioral data, such as the apps they use and the websites they visit, and we will be sharing how that data correlates with their poll answers in the coming weeks. To suggest additional questions for the panel, write to press@similarweb.com.

For a live feed of the latest data & trends over time, visit similarpoll.com/2022election

For more information, skip to the [Market Research Panel](#) brief and its [Methodology](#).



Key Takeaways

5 of 9 Senate Races Lean Democrat

In the “battleground states” we studied, registered voter participants were more likely to indicate they favored Democrats over Republicans in **5 of 9** Senate races and **6 of 9** Gubernatorial elections.

The most Republican-leaning participants were in North Carolina (although we rated those races toss-ups), while the strongest Democratic sentiment came from Pennsylvania where the share of those planning to vote Democratic was **47.5%** for Senate and **49.1%** for Governor. In every case, there were also about 20% of respondents who said they would vote third party or gave a different answer like “undecided.”

Inflation/Cost of Living is voted the #1 Issue in America

Economic concerns seem to be outweighing all else in the lead up to this election: **24%** of Democrats and **36%** of Republicans nationwide ranked ‘Inflation / Cost of Living’ as the most important issue in America today. Coming in second, **14%** of Democrats and **21%** of Republicans ranked ‘Economy’ as the most important issue.

Healthcare and Abortion

Despite abortion often being mentioned as an issue that could swing this election in favor of Democrats, only **9%** of Democratic-leaning voters called abortion their “most important issue,” while **10%** said healthcare was their most important issue. The order of importance was the similar for those planning to vote Republican, with **7%** citing healthcare and **5%** calling abortion their top issue.

Senate Battleground States

Share of registered voters' generic ballot voting intent for the senate elections this November 2022



Gubernatorial Battleground States

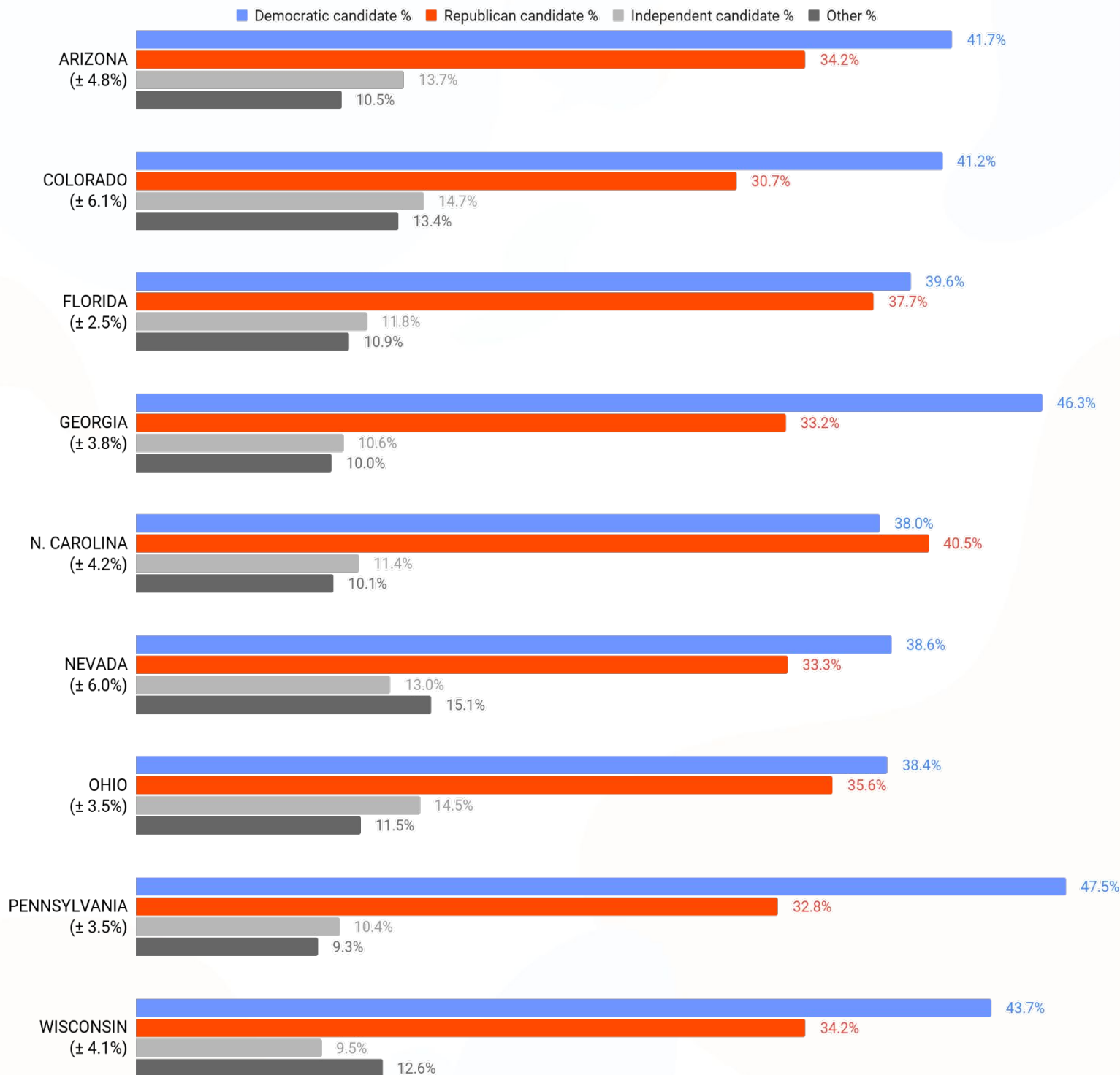
Share of registered voters' generic ballot voting intent for the gubernatorial elections this November 2022



We categorize a race as "strong" for a party only if the results are outside of the margin of error (MOE). "Toss-up" means applying the margin of error (MOE) to either the Democratic or Republican result could potentially change the outcome. We categorize a race as "leaning" if only applying the MOE to both the Democratic or Republican results could potentially change the outcome.

Senate Election Generic Ballot

Share of registered voters' generic ballot voting intent for the senate elections this November 2022



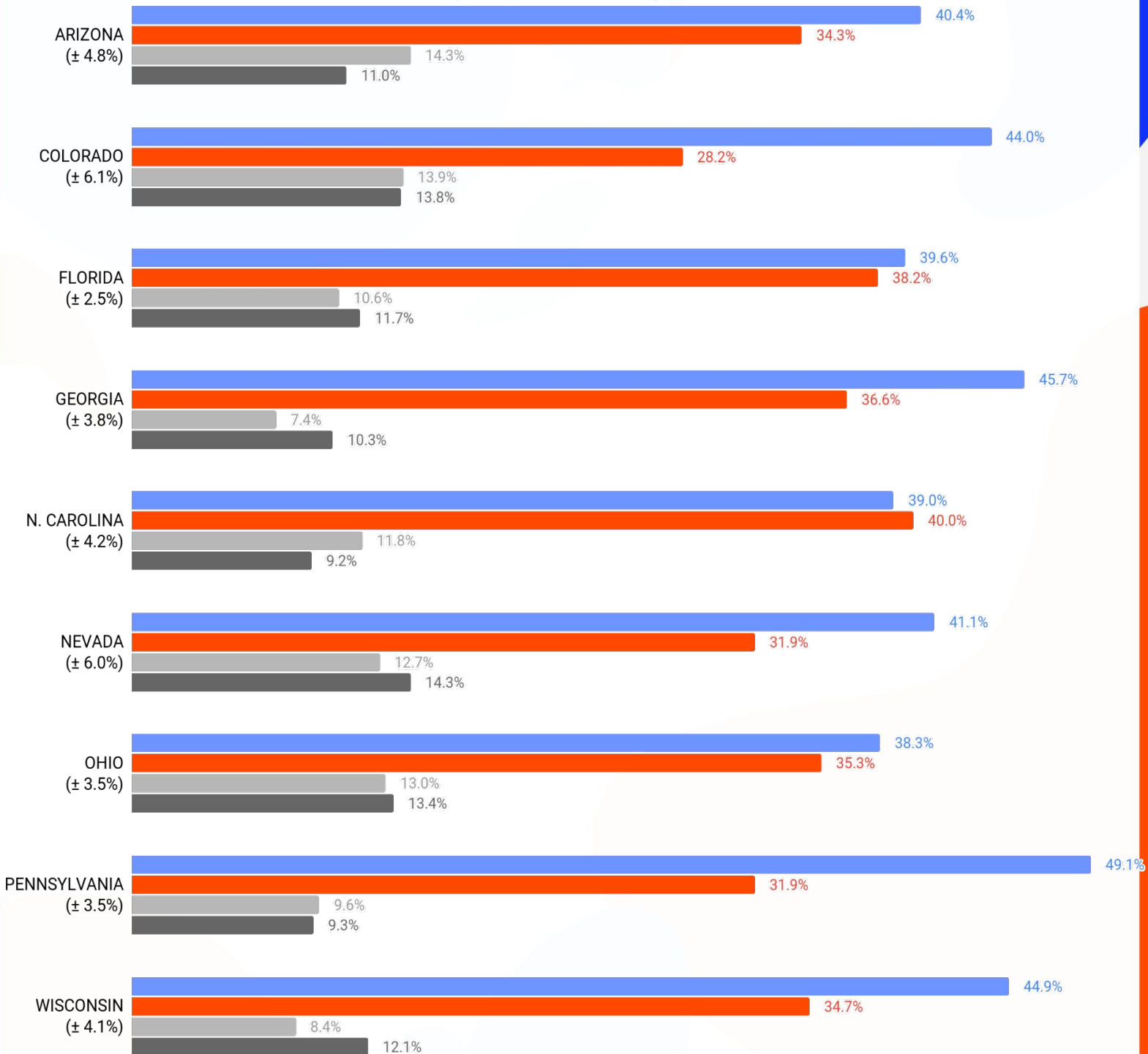
similarPoll
Powered by similarweb

Current state of play as of Oct 3rd 2022, based on 19094 respondents. Weighted margins of error are calculated using a 95% confidence interval, with the margin for error per state listed above.

Gubernatorial Election Generic Ballot

Share of registered voters' generic ballot voting intent for the gubernatorial elections this November 2022

■ Democratic candidate % ■ Republican candidate % ■ Independent candidate % ■ Other %

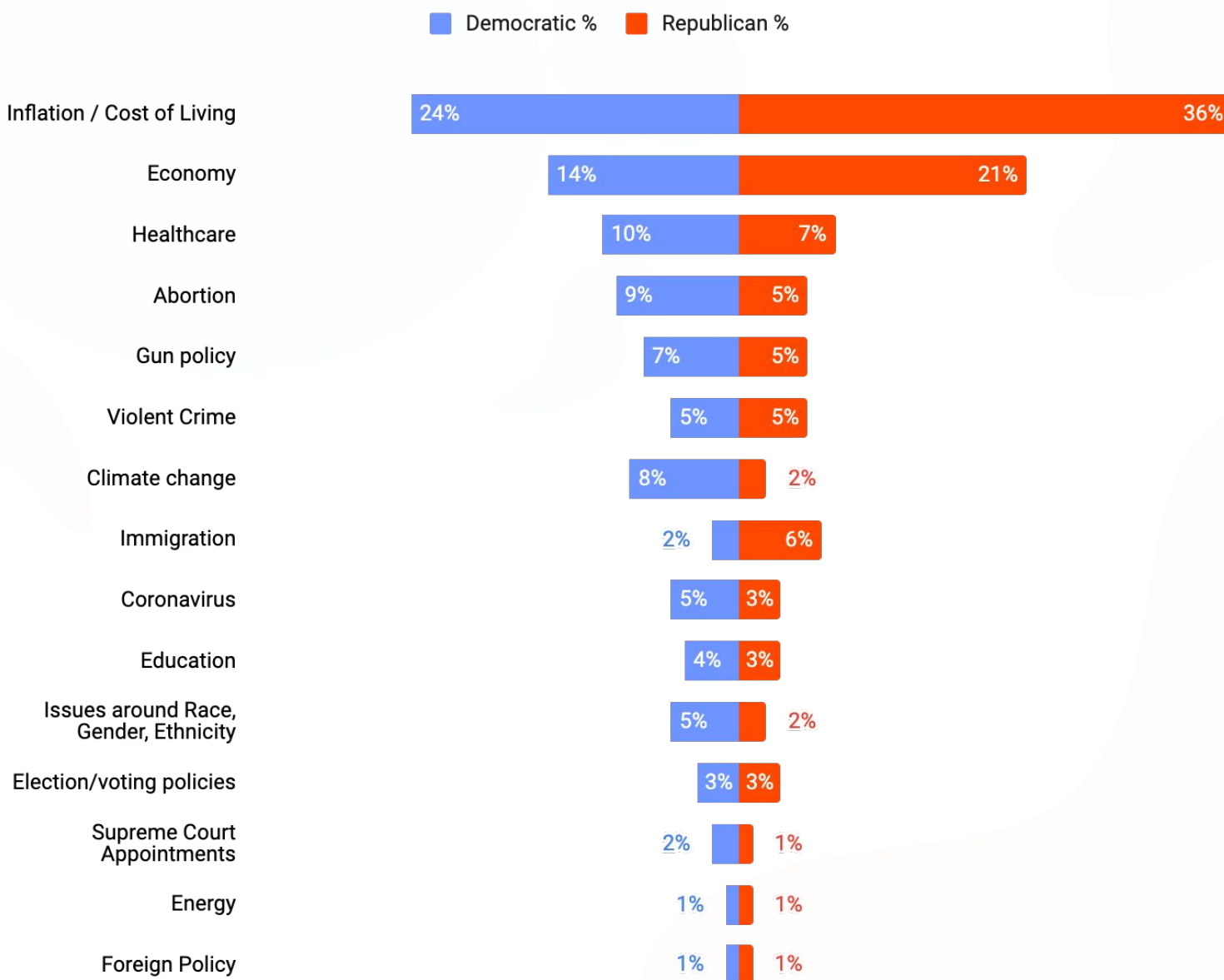


similarPoll
Powered by similarweb

Current state of play as of Oct 3rd 2022, based on 19094 respondents. Weighted margins of error are calculated using a 95% confidence interval, with the margin for error per state listed above.

Nationwide Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

1. Inflation / Cost of Living
2. Economy
3. Healthcare
4. Abortion
5. Climate change

REPUBLICAN TOP 5

1. Inflation / Cost of Living
2. Economy
3. Healthcare
4. Immigration
5. Abortion

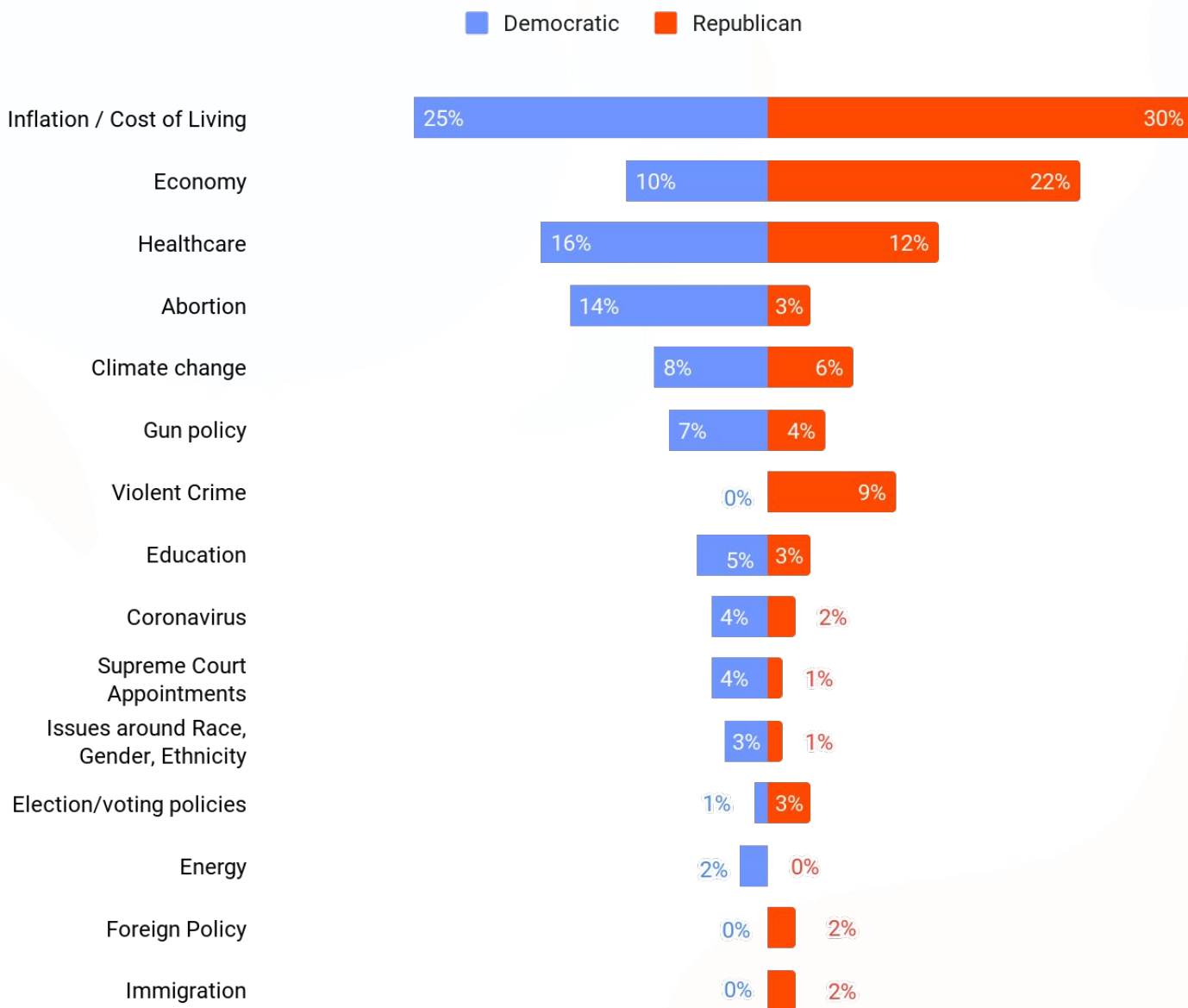


similarPoll
Powered by similarweb

Current state of play as of Oct 3rd 2022, based on 23,703 respondents. Weighted margins of error are calculated using a 95% confidence interval and the National MOE is $\pm 0.6\%$ or six tenths of 1%.

Arizona Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

1. Inflation / Cost of Living
2. Healthcare
3. Abortion
4. Economy
5. Climate change

REPUBLICAN TOP 5

1. Inflation / Cost of Living
2. Economy
3. Healthcare
4. Violent Crime
5. Climate change

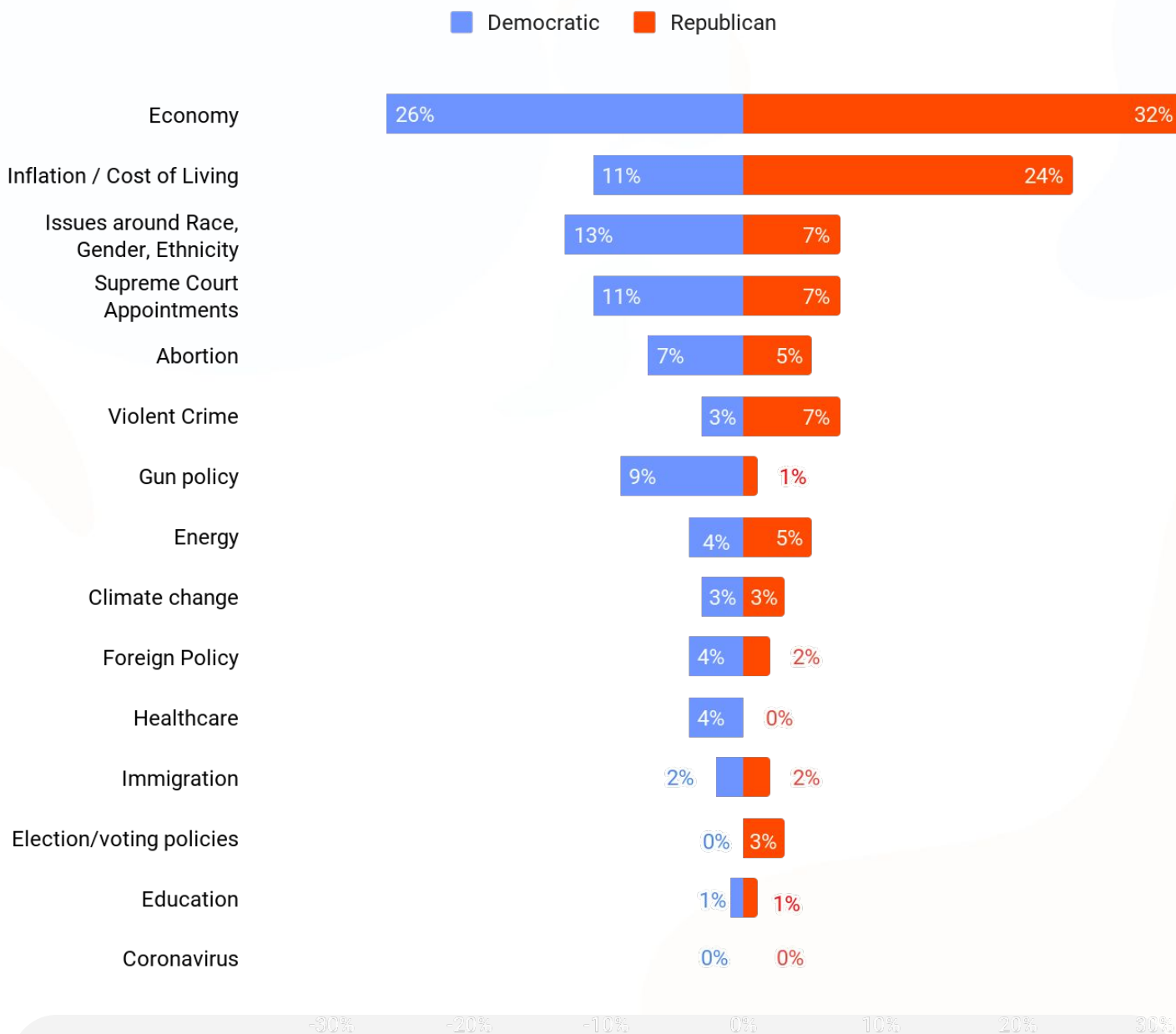


similarPoll
Powered by similarweb

Current state of play as of Oct 3rd 2022, based on 23,703 respondents. Weighted margins of error are calculated using a 95% confidence interval and the National MOE is $\pm 0.6\%$ or six tenths of 1%. Arizona's MOE is $\pm 4.8\%$.

Colorado Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

1. Economy
2. Issues around Race, Gender, Ethnicity
3. Inflation / Cost of Living
4. Supreme Court Appointments
5. Gun policy

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Supreme Court Appointments
5. Violent Crime

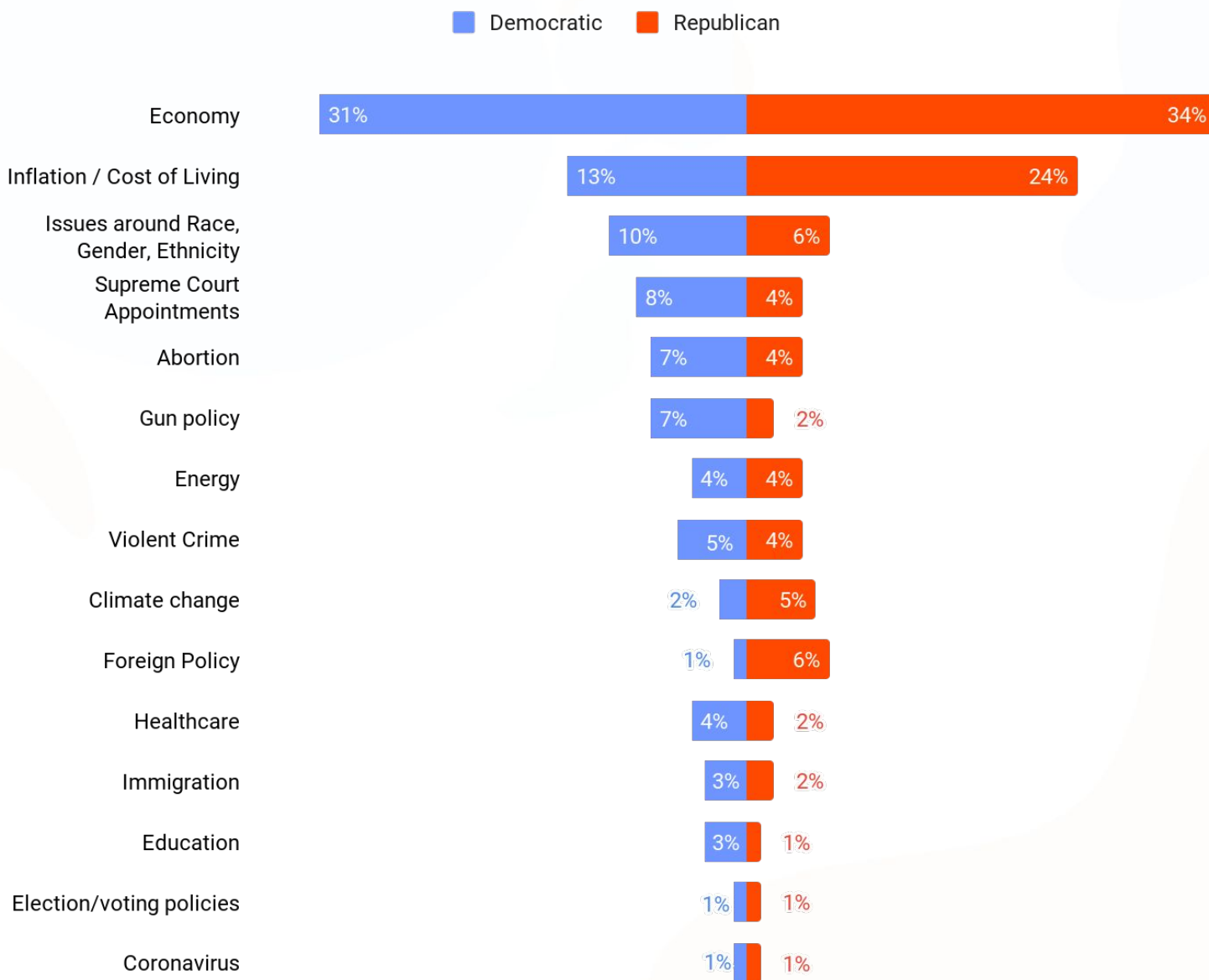


similarPoll
Powered by similarweb

Current state of play as of Oct 3rd 2022, based on 23,703 respondents. Weighted margins of error are calculated using a 95% confidence interval and the National MOE is $\pm 0.6\%$ or six tenths of 1%. Colorado's MOE is $\pm 6.1\%$.

Florida Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

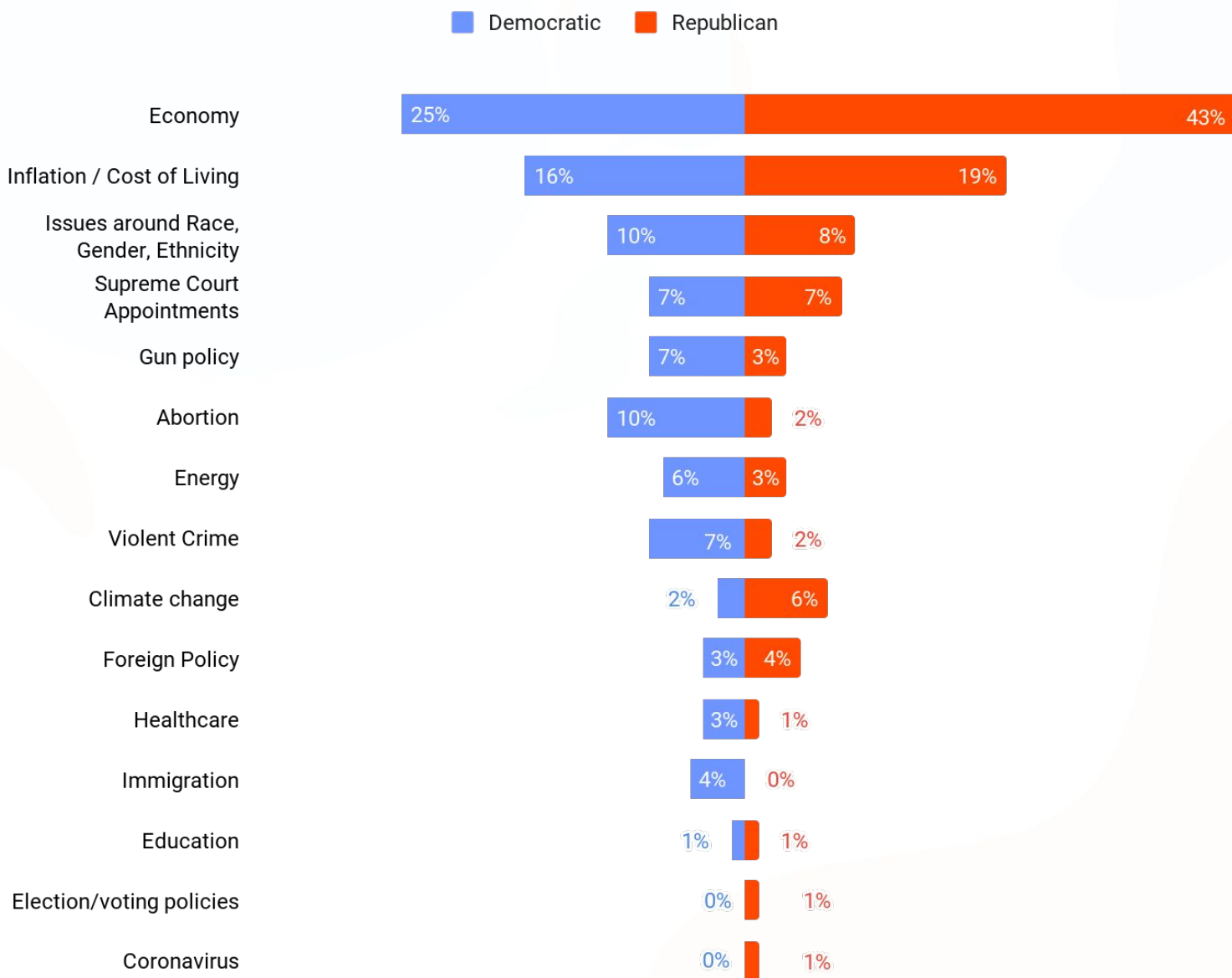
1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Supreme Court Appointments
5. Abortion

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Foreign Policy
5. Climate change

Georgia Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

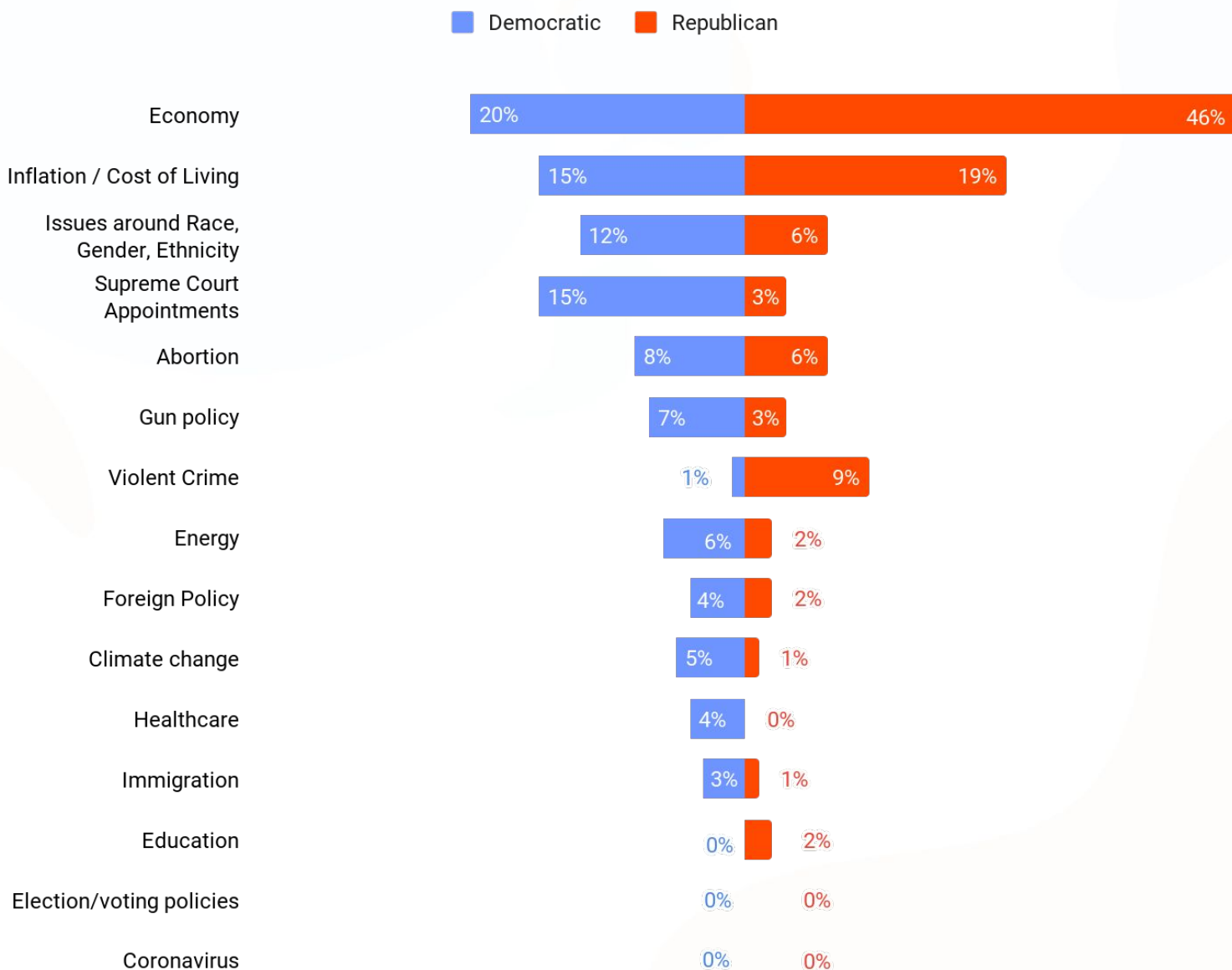
1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Abortion
5. Supreme Court Appointments

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Supreme Court Appointments
5. Climate change

North Carolina Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

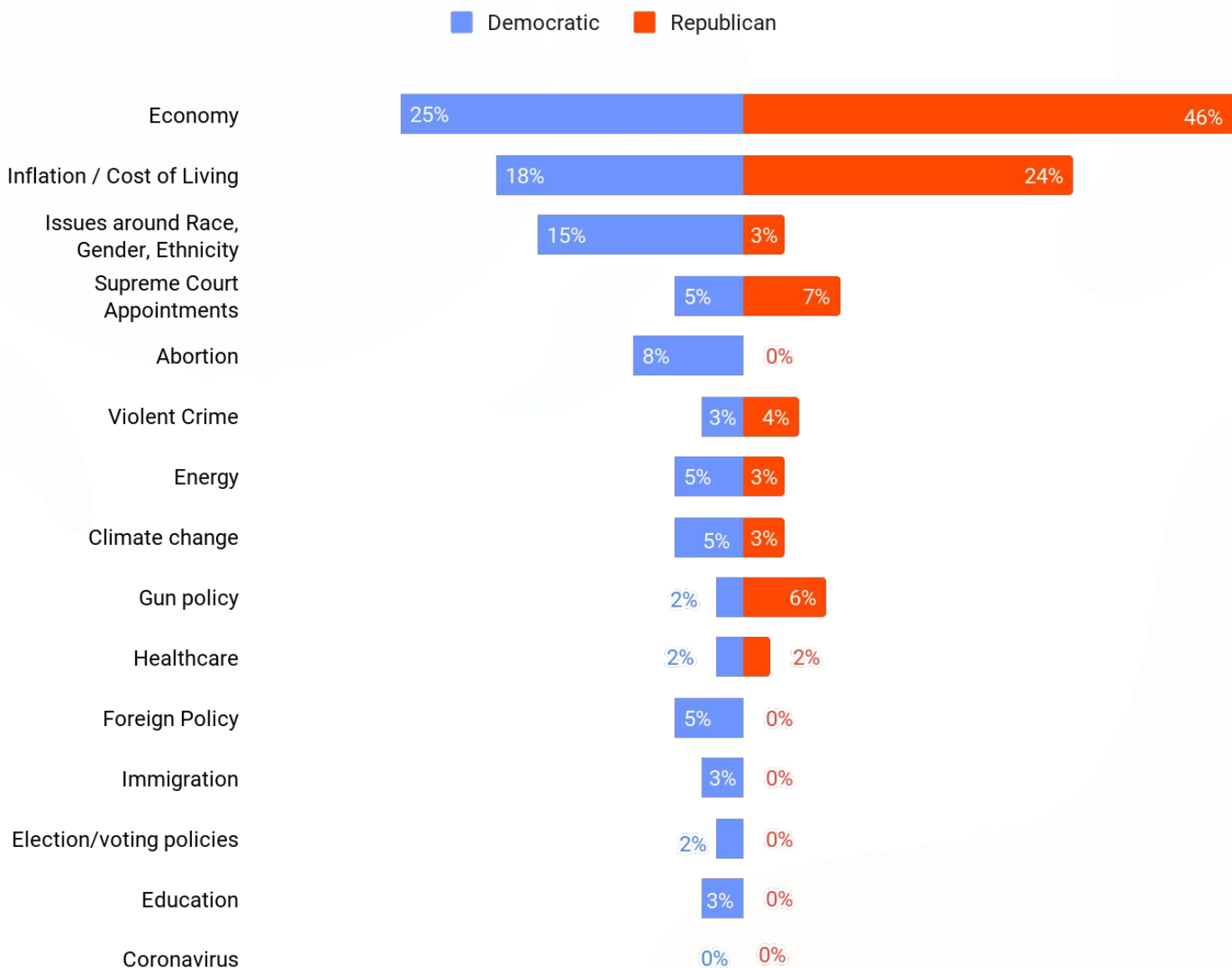
1. Economy
2. Inflation / Cost of Living
3. Supreme Court Appointments
4. Issues around Race, Gender, Ethnicity
5. Abortion

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Violent Crime
4. Issues around Race, Gender, Ethnicity
5. Abortion

Nevada Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Abortion
5. Supreme Court Appointments

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Supreme Court Appointments
4. Gun policy
5. Violent Crime

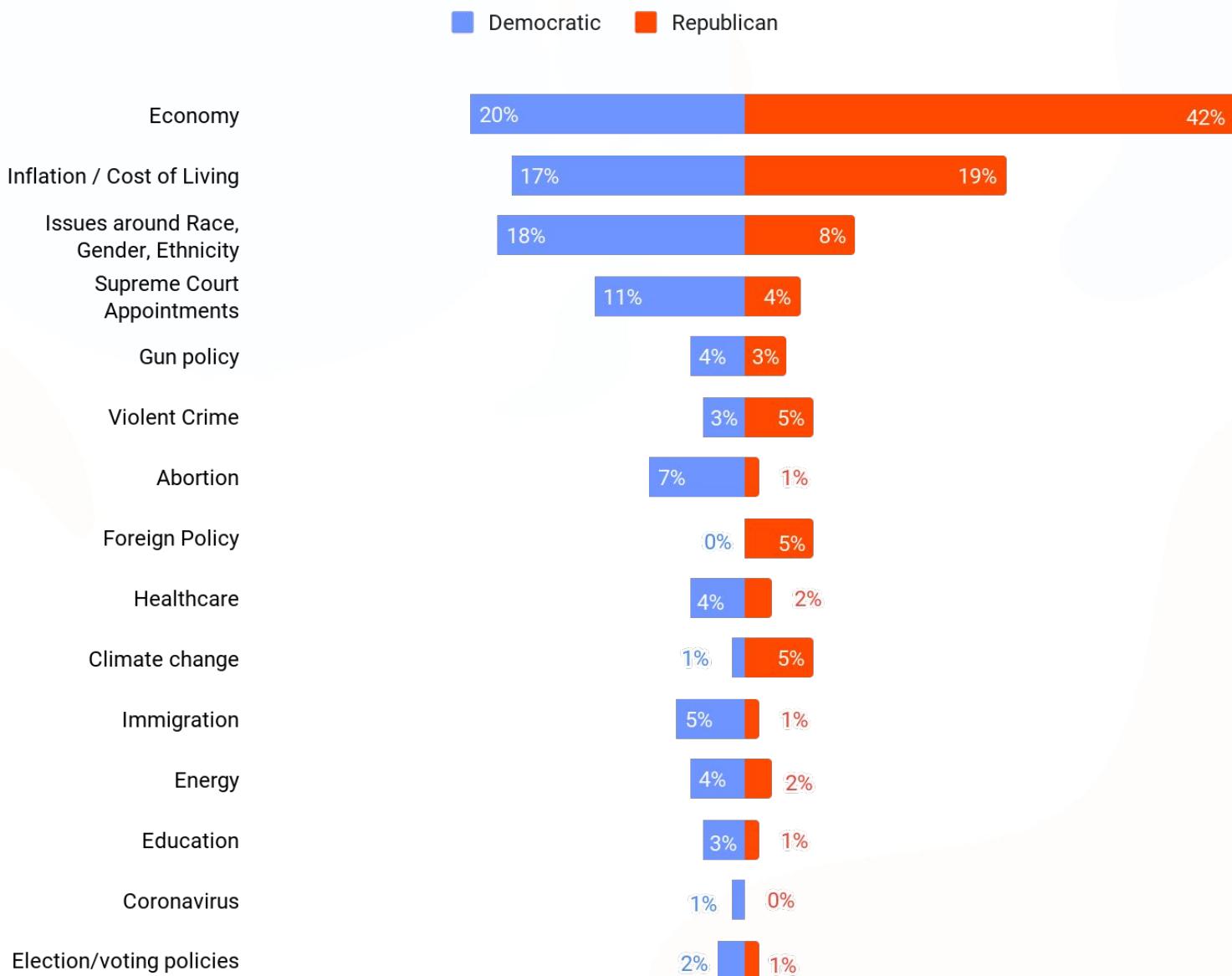


similarPoll
Powered by similarweb

Current state of play as of Oct 3rd 2022, based on 23,703 respondents. Weighted margins of error are calculated using a 95% confidence interval and the National MOE is $\pm 0.6\%$ or six tenths of 1%. Nevada's MOE is $\pm 6.0\%$.

Ohio Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

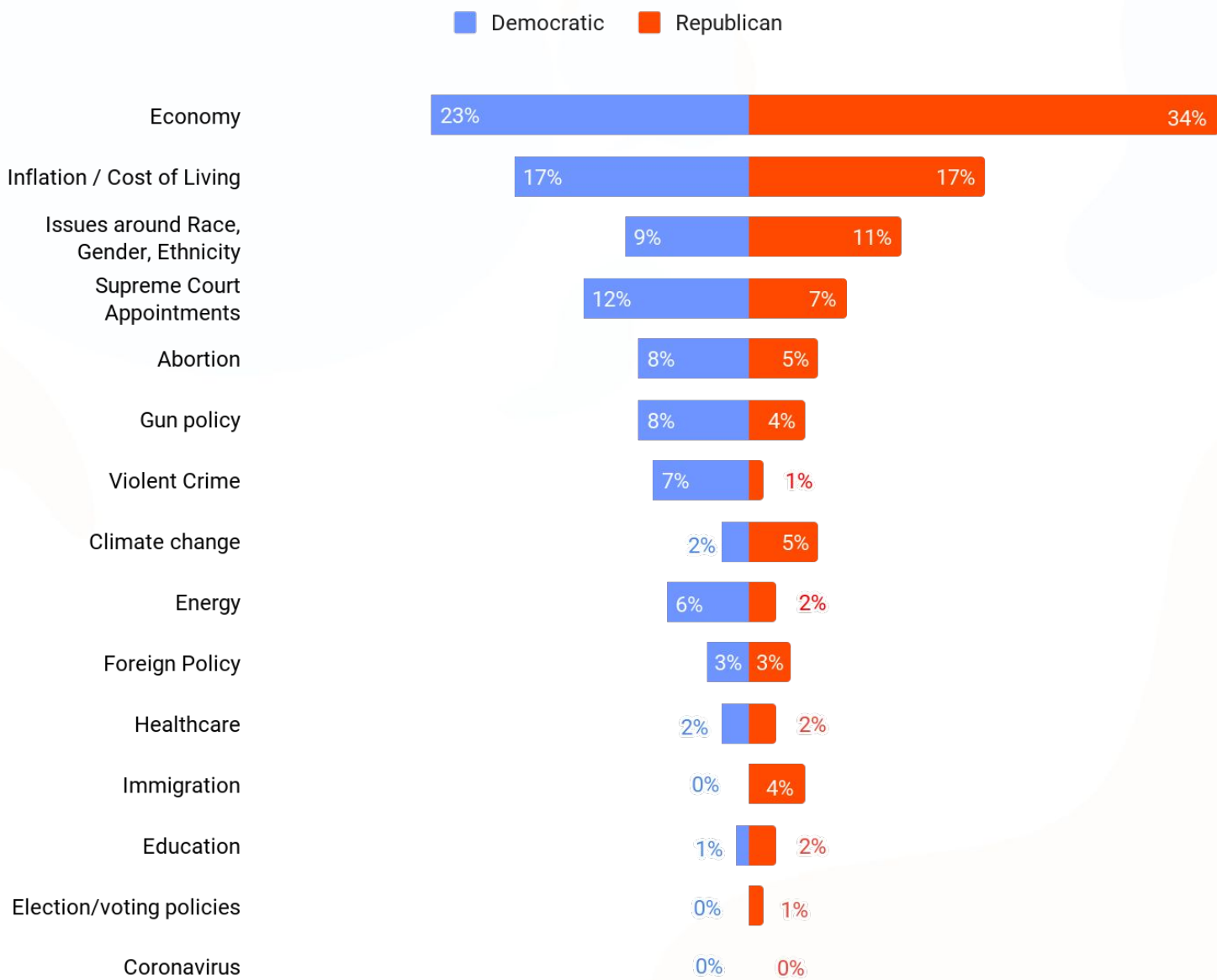
1. Economy
2. Issues around Race, Gender, Ethnicity
3. Inflation / Cost of Living
4. Supreme Court Appointments
5. Abortion

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Violent Crime
5. Climate change

Pennsylvania Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

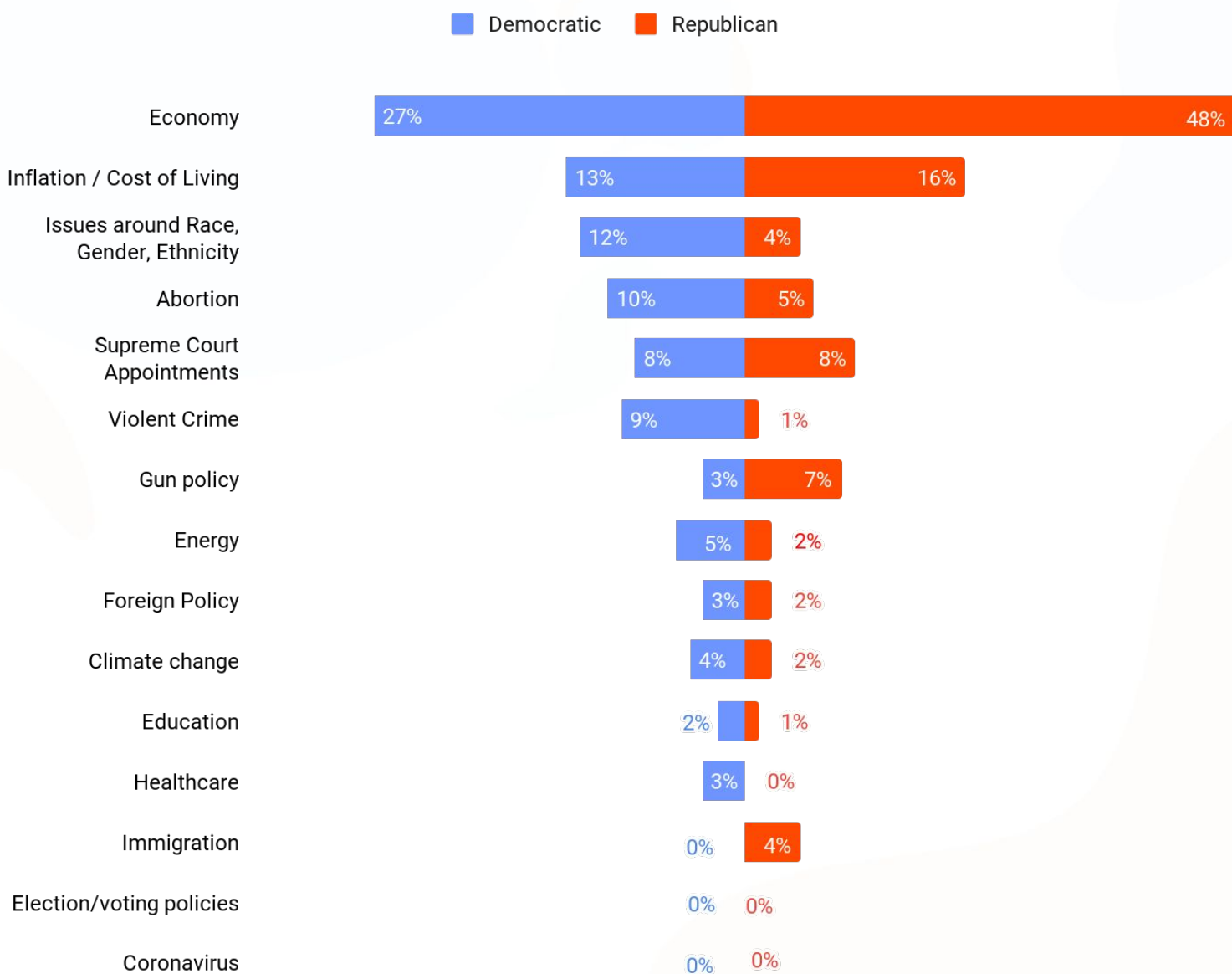
1. Economy
2. Inflation / Cost of Living
3. Supreme Court Appointments
4. Issues around Race, Gender, Ethnicity
5. Abortion

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Supreme Court Appointments
5. Abortion

Wisconsin Top Voter Issues by Party Affiliation

The share of respondents who consider each of the following to be the “most important” issue in America today



DEMOCRATIC TOP 5

1. Economy
2. Inflation / Cost of Living
3. Issues around Race, Gender, Ethnicity
4. Abortion
5. Violent Crime

REPUBLICAN TOP 5

1. Economy
2. Inflation / Cost of Living
3. Supreme Court Appointments
4. Gun policy
5. Abortion

Real-time election polling in the United States



SimilarPoll™ is a daily sentiment tracker – currently monitoring the 2022 midterm US election – that uses Similarweb’s 100% proprietary, first-party Market Research Panel (“Similarweb MRP”).

The Similarweb MRP is a curated, longitudinal mobile behavioral panel that was pioneered by Embee Mobile before being acquired by Similarweb. Panelists install a Similarweb mobile app, and are provided the opportunity to opt-into various types of measurement of how they use their devices (what apps they use, websites they go to, what they do inside apps, etc). These panelists also provide us demographic information and are given the opportunity to take surveys.

Because this is our own proprietary panel that we engage directly, there are many key benefits:

- **Fast results:** We can get a very high response rate, and we get responses very quickly. This is why, in only the first few weeks of this poll, we collected over 40k responses from over 23k unique panelists in our tracker. (More on the methodology below).
- **High quality:** The biggest barrier to getting quality survey responses is long surveys. Why? Because the longer the survey, the more likely the survey-taker gets frustrated, and starts entering false information to get to the end of the survey. Why can't other survey companies make the surveys shorter? Because they don't know the panelists, and so they have to ask them all the questions in one-shot. But for Similarweb, we do know the panelists – these are our panelists, using our app. We don't have to ask their age, their gender, or their occupation – we already know it. And, we already know a lot of other relevant information, too, especially about their mobile behaviors. So when we send out a survey, we only have to ask a very small number of questions. As a consequence, we get much higher quality responses.
- **Behavioral insights:** As noted above, our panelists do more than take surveys. They also are able to opt-in providing information about the apps they use, the websites they go to, and more. Using this information, we can develop a much richer profile of who the panelists are, and what makes them tick.
- **Better representation:** The Similarweb MRP is census-balanced in the US, and represents all types of consumers and voters. Traditional polls that rely on landlines, or purely online polls, are often missing entire groups of consumers. Pew Research (<https://www.pewresearch.org/internet/fact-sheet/mobile/>) estimates that 15% of US Adults only access the internet through their smartphone, which is 28% of people under 30. One of the biggest reasons that polling has grown increasingly inaccurate over the years is that the legacy methods no longer reach representative audiences completely. SimilarPoll, based on the Similarweb MRP, is the future.

SimilarPoll is one example of what can be done with the Similarweb MRP. Contact us to learn how we can build a survey with tracking that addresses your business needs.

Methodology

Margin of Error

For Margin of Error (MOE), we are using the maximum MOE calculation for a random, normally distributed sample, with a confidence interval of 95%. This corresponds to a z-score of 1.96, and a sample proportion of 50% ($p = 50\%$). Thus given sample size N , the calculation for MOE is as follows: $MOE = 1.96 * \sqrt{0.5 * (1 - 0.5) / N}$

Toss-Up vs Leaning vs Strong

We categorize a race as "strong" for a party only if the results are outside of the margin of error (MOE). "Toss-up" means applying the margin of error (MOE) to either the Democratic or Republican result could potentially change the outcome. We categorize a race as "leaning" if only applying the MOE to both the Democratic or Republican results could potentially change the outcome.

Frequency of Updates

Data is continuously collected, processed and updated every hour. Updating of responses, and associated re-weighting of each sample and preparation is calculated every hour day and night.

Sampling

We get 100 to 1500 responses/day, which are prioritized by balancing age and gender in order to ensure we get sufficient sample. The research panel is curated to be an accurate representation of the US population. **We weight the results by age and gender, among other factors, to further ensure it is representative of the voting population as reflected in the US census.** There are 5 age groups that we consider (A18-24, A25-34, A35-44, A45-54 and A55+) and 2 genders (male and female). All respondents are aged 18+ because Similarweb's panel does not include under 18s. The process of inviting people to take the survey is managed completely by controlling who is invited.

Notably, we do not use quotas. Quotas, in a tracker like this, would present the possibility that a particular quota regularly completes faster than others, meaning that it might not be equally available for all quotas at the same time of day, which would be a systemic selection bias. For example, if each day's quotas started at midnight Eastern Time, some quotas might be filled by lunch, and we would not be collecting views of people who like to answer in the evening. Our process ensures that any panelist who is invited to respond is able to, no matter when their personal preference is to take a survey. Panelists are permitted to take the survey more than once, with a maximum frequency of at most once every 7 days.

Weighting

For the 7-day rollups, we use an iterative weighting method to weight responses before any data point is displayed. Iterative weighting sets weights for each respondent so the total weights for respondents for any 7-day rollup matches the appropriate proportions that can be acquired from various reliable sources. When tallying all responses for the entire fielding period, we instead take the most recent response of each panelist (since panelists may potentially respond once every 7 days in the tracker), and weight them all together. All weightings are recalculated on an hourly basis. Weighting is conducted on the following measures:

- **Age & Gender:** The total sample is distributed according to the population distribution from census.gov as noted above
- **State:** Sample is weighted by population in each state of residence
- **Race and Ethnicity:** Sample is weighted by Hispanic, non-Hispanic whites, non-Hispanic black, non-Hispanic sian and other non-Hispanic, as matching the population metrics in census.gov.
- **2020 Vote:** To help correct for possible current party preference bias in the panel, we weight the respondents according to who they voted for in 2020 and the actual results of the 2020 election. Notably, we choose this method as opposed to weighting by party preference. While other polls may weight by stated party preference, our view is that party preference is not a sufficiently persistent attribute for weighting purposes. We view party preference as a dependent variable on other factors, such as one's current preferred candidate. By using the past election, we get a more reliable source of data for weighting.

Rollup over time

Each data point is calculated based on the responses from the previous 7 days, meaning that each data point is based on more than 2000 responses. Rolling up over 7 days has the advantage that weekend effects are minimized, but it should be noted that if there was a sudden shift in the actual trend, this would manifest in the data as a trend over 7 days.

US Midterm Election Tracker

similarpoll.com/2022election/

View Trends

View Trends shows how weighted responses within a chosen segment change over time. Each data point is the weighted total of all respondents in the previous 7 days, allowing the trend of opinion to be seen. In order to compare different voter groups, use 'Compare by Demographics' or 'Compare by Behaviors'

What is Compare by Demographics

Compare by Demographics shows select demographic or attitudinal segments, comparing all respondents in the segment. The data is based on the last 7 days only. To view how data has changed over time, select 'View Trends'.



Want to create your own tracker? Contact us!

Similarweb has the panelists and technology to collect, process and present real-time views on any topic, targeted to any audience you choose. We can support election trackers, brand trackers, and more. Contact us at <https://similarpoll.com/contact-us/>.

Disclaimer: This report is presented for informational purposes only. Under no circumstances are the materials to be considered or relied upon in any manner as legal or investment advice. All data, reports and other materials provided or made available by Similarweb are estimations and extrapolations, some of which are based on data obtained from third parties. Similarweb shall not be responsible for the accuracy or completeness of the data, reports or materials presented herein, and shall have no liability for any decision made or action taken by any third party based in whole or in part on the data, reports and materials. This report is subject to Similarweb [legal notices and disclaimers](#).