Methodology

This probabilistic survey was conducted September 22 - 24, 2021, with 6,341 likely 2022 general election voters. It has a margin of error of ±1.24%. Known registered voters were interviewed via online panel, IVR, SMS, and email invitation. This survey was weighted to a likely 2022 general election voter universe.

About the Firm

Cygnal is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver’s FiveThirtyEight two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by The New York Times. Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.
Congressional Generic Ballot: R+2

The generic ballot held steady compared to the August’21 survey. However, the gender gap increased from last month.

- Nothing changed among Independents or college voters
- The GB tightened among suburban voters from R+2 to tied
- Indy females slipped from D+12 to D+16
Generic Ballot Spread Movement - R vs. D

Many of the gains made on the generic ballot with key demographic groups in August’21 saw slides in the September’21 data, especially by gender. An increase in male support for Republicans kept the overall number nearly the same.
The share of Independent voters who are undecided remains high. Though small, there was a D+1 movement among non-college-educated voters.
Federal Contrast Ballot: R+6!

When voters are asked whether they want a Republican congressman to be a check on Biden, or a Democrat to support Biden, the results are way better than the generic ballot.

- Female voters moved by a contrast message went from from D+7 on the generic ballot to D+2 on the contrast ballot
- The income gap has grown on the contrast question were $50k+ income overwhelmingly prefers the Republican
- Older Republicans are softer on the contrast than those <65
We’re off on the Wrong Track

Compared to August’21 data, we saw no topline movement on RD/WT even down to the intensity of each option.

- Independents are +20 belief in wrong track
- The RD/WT gap went from -16 with females to -14
- Among Biden 2020 voters, the WT number has crept up from 18% WT in July to 22% WT in September
COVID Still Trumps All Other Issues

The dramatic movement we saw on some issues stabilized from August to September. The issues we saw increase slightly were borders/immigration and jobs/economy, though both were small increases.
Americans Are Proud of the U.S.

Men are more likely to be proud of our country compared to ashamed. There is a noticeable difference by age where the older someone is the more likely they are to be proud of the U.S. Democrats are currently most proud of our nation as are those making lower incomes.
Demographics

Sex:
- 52% Female
- 49% Male

Age:
- 18 - 34: 19%
- 35 - 49: 24%
- 50 - 64: 29%
- 65+: 29%

Ideology:
- Conservative: 42%
- Moderate: 28%
- Liberal: 27%
- Unsure: 2%

Region:
- Mid-Atlantic: 7%
- Midwest: 22%
- Northeast: 18%
- South: 15%
- Southwest: 17%
- West: 21%

Household Income:
- <$50k: 48%
- $50k-$99k: 34%
- $100k+: 18%

Education:
- No degree: 63%
- At least College: 37%
National Likely 2022 Voter Survey (September ’21 Results)