

November 18, 2022

**To: Interested Parties**  
**From: End Citizens United, Impact Research**  
**Re: Post-Election House Battleground Exit Poll Findings**

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Recent polling of 2022 voters in House battleground districts, conducted by Impact Research on behalf of End Citizens United in the days following the election, found that democracy issues were a dominant factor in voters' decision-making and played to Democrats' advantage in this election.<sup>1</sup> Threats to democracy were highly motivating for voters in this election, especially among those who supported Democratic candidates for Congress, and Democrats are better trusted on democracy issues than Republicans, including among Independent voters, who narrowly broke for Democrats.

Below are key findings from this research.

**Voters were highly motivated to participate in this election, in large part because they are concerned about threats to democracy.** Two-thirds of voters across the House battleground say this election was more important than most they vote in (66%), and democracy was a big reason why.

- Nearly 6-in-10 voters (59%) described *protecting democracy* as an extremely important reason they decided to vote in this election, exceeding the share who said the same about inflation (53%), the Supreme Court overturning *Roe v. Wade* (47%), and crime and public safety (45%);
  - Asked to choose from a list which two issues played the biggest role in why they decided to vote, 50% cited *threats to democracy*, second only to *inflation and rising prices* (55%), and ranking ahead of *Roe* (42%) and crime (36%).
- When voters were asked to describe in their own words why they view this election as more important than most, mentions of democracy stood out (*the more times a word was cited by voters, the larger it appears in the word cloud*):

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<sup>1</sup>Impact Research conducted an online poll of N=1,000 2022 GE voters across 71 battleground congressional districts. The poll sample includes a total of N=1,000 responses collected online and through text-to-web interviews. Poll interviews were conducted between November 11-16, 2022. The margin of error for the poll sample of this size is +/- 3.1 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.



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**Voters supported Democratic candidates because they believed they will stand up to threats to democracy.**

- Among battleground voters who say they voted for the Democratic candidate for Congress in their district, a plurality 41% said one of the two main reasons why is that the Democratic candidate *will stand up to threats to democracy*, edging out the share who cited *agreeing with the Democratic candidate's views on abortion* (39%) and the share who *did not like the Republican candidate* (38%).

**There is robust support for policy proposals to protect democracy and reduce corruption, giving Democrats the opportunity to further build on their advantage.**

Battleground voters say they would be more likely to support a candidate for Congress holding a range of pro-democracy and anti-corruption positions, including:

- *A candidate who wants to pass a ban on dark money from influencing elections* (79% more likely to support candidate)
- *A candidate who wants to pass a law that would protect people's access to voting* (69%)
- *A candidate who wants to ban members of Congress from trading stocks* (69%)
- *A candidate who wants to pass a law that would prevent politicians from overturning the results of an accurate election they disagree with* (60%)