



BIG DATA POLL

The New Gold Standard in Survey Research

Public Polling Project October 2022

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ABOUT THE POLL

What Is the Public Polling Project?

The Public Polling Project surveys at least 2,000 registered voters about their views on the direction of the country, the U.S. administration, debated issues, current and expected economic sentiment, as well as other prescient topics.

Monthly Trackers

- Right Direction / Wrong Track
- Presidential Approval Ratings
- Registered Voter Economic Confidence Index
- Congressional Leader' Favorability Ratings
- Generic Ballot
- Presidential Vote Preference
- Most Important Issues
- Social Desirability Bias Indicators

Methodology and Monthly Summary

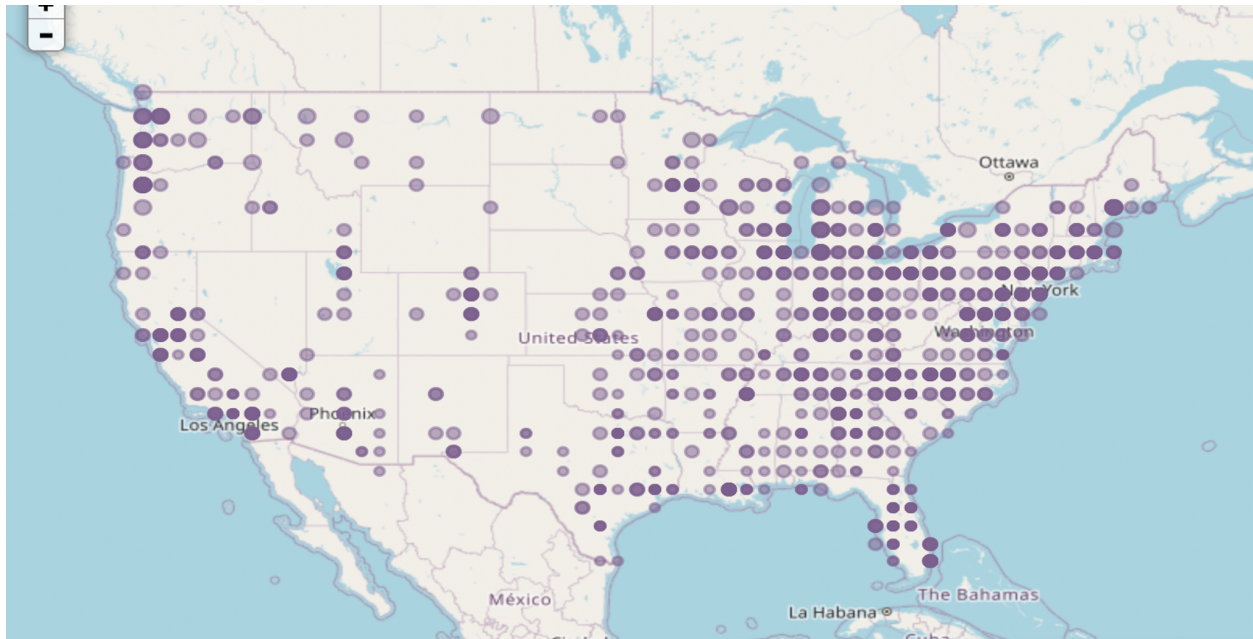
The Public Polling Project October 2022 National Survey conducted by Big Data Poll interviewing 2,708 registered likely voters nationally via online survey (70%) and Peer-to-Peer SMS (30%) from October 17 to October 19, 2022. The survey sampling error is $\pm 2.1\%$ at a 95% confidence interval. Results are weighted to represent national voter file demographics to include gender, age, race and region. It's important to note that sampling errors for subgroups are higher. Learn more about survey design and methodology below. The proprietary likely voter model is determined by both self-reported likelihood and vote history. Learn more about survey design and methodology below.

Who Sponsors the Poll?

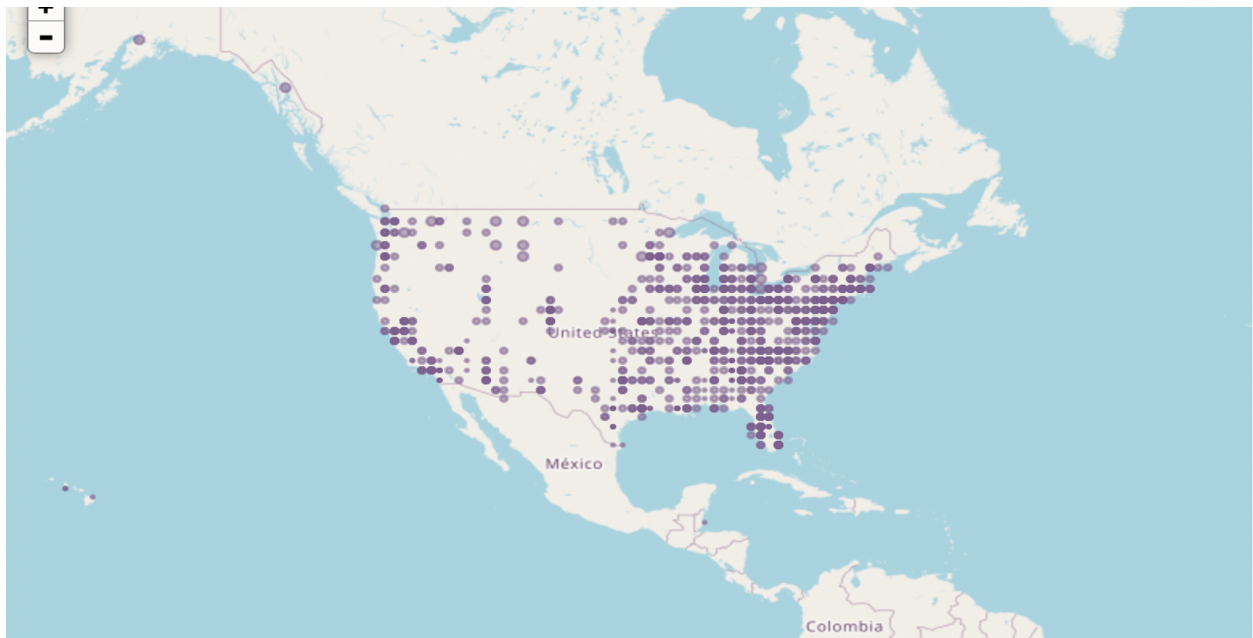
The [Public Polling Project](#) is the first ever successful periodic nationwide survey funded solely by contributions from the public.

RESPONSE MAPS

U.S. Mainland Participation



U.S. Mainland and Non-Contiguous States Participation



DEMOGRAPHIC SAMPLES

Subgroup Representation Tables

Demographic	Sample Size	Sample %
Party Detail		
Democrat	986	36.4
Republican	978	36.1
Independent	680	25.1
Something else	65	2.4
Ideology		
Liberal	642	23.7
Moderate	999	36.9
Conservative	1067	39.4
Gender		
Male	1319	48.7
Female	1389	51.3
Race Detail		
White (NOT Hispanic)	1985	73.3
Black / African American	309	11.4
Hispanic / Latino	257	9.5
Asian	70	2.6
American Indian / Alaska Native	27	1.0
Native Hawaiian / Pacific Islander	8	0.3
Other	51	1.9
Religion Detail		
Protestant / Other Christian	1213	44.8
Catholic	620	22.9

Demographic	Sample Size	Sample %
Jewish	49	1.8
Muslim	24	0.9
Another religion	238	8.8
No religion	563	20.8
Education		
HS/ Less	682	25.2
Some / Associate	997	36.8
Undergraduate	636	23.5
Postgraduate	393	14.5
Income		
Under \$30,000	522	20.8
\$30,000 - \$49,999	562	21.8
\$50,000 - \$99,999	883	31.9
\$100,000 - \$199,999	570	19.8
\$200,000 or more	171	5.5
Age Detail		
18-24	176	6.5
25-29	171	6.3
30-39	376	13.9
40-49	498	18.4
50-64	829	30.6
65+	658	24.3
Area		
Urban	721	27.2
Suburban	1325	49.0
Rural	662	23.8

Demographic	Sample Size	Sample %
Region		
Northeast	621	23.8
Midwest	642	23.9
South	979	34.8
West	466	17.5

SAMPLE DESIGN

Voter File Query Parameters

The following voter file parameter represents the query used to pull a (N=75,000) random sample from the National Voter File Database:

State Select All States is (Alabama or Alaska or Arizona or Arkansas or California or Colorado or Connecticut or Delaware or District of Columbia or Florida or Georgia or Hawaii or Idaho or Illinois or Indiana or Iowa or Kansas or Kentucky or Louisiana or Maine or Maryland or Massachusetts or Michigan or Minnesota or Mississippi or Missouri or Montana or Nebraska or Nevada or New Hampshire or New Jersey or New Mexico or New York or North Carolina or North Dakota or Ohio or Oklahoma or Oregon or Pennsylvania or Rhode Island or South Carolina or South Dakota or Tennessee or Texas or Utah or Vermont or Virginia or Washington or West Virginia or Wisconsin)) and (Exclude Deceased AND Exclude Movers) and (Include Only Records with Blank Phones AND (((Include Only Records with Mobiles AND (Validated Mobile Number)) AND (Exclude Numbers Ported to Landline)) AND (Mobile Number Code is (1 or 2 or 3 or 4 or 5))) AND (Mobile Confidence Level is (High or Medium High))

If needed, project-specific targets and quotas for online panels will be detailed in the following section on survey design.

Online Panel Design

To ensure representation and balanced collection, quotas are used only for gender, age and region. If used, interlocking quotas will be included below.

Demographic	Percentage
Gender	
Male	48%
Female	52%
Age	
18-24	9%
25-29	7%
30-39	16%
40-49	15%
50-64	30%
65+	23%
Region	
Northeast	17%
Midwest	23%
South	38%
West	22%