

100% Hart: A Summary of 2022 Polling Conducted for Our Clients

To close out 2022, we are sharing our research findings from 100% to 1%. Typically, we tweet these out as well, but we are taking a pause out of respect for free speech and against hate and intolerance. The full list from 100% to 1% is compiled here. We are extremely proud of the research we conducted, which helped tell the political, economic, social, and cultural stories of 2022.

At the end of the list, we have included a word cloud that illustrates the findings. It may not be true that a "picture" is worth 100 poll results, but the word cloud does reinforce that researchers (and anyone covering politics) at our core must remain humble and listen to the VOTERS, who are rightly at the center of our work. And yes, there are also a lot of numbers mixed in too.

#100percentHart from Jeff Horwitt, Maya Mosley, Amy Undercoffler, and Hart Research Associates

100% of Twitter Polls are Twitter Polls.

99% of Republicans who identify more as Trump Republicans than Republican Party Republicans say the country is headed off on the wrong track.

98% of Biden voters who voted for him because they liked him have positive feelings toward Barack Obama.

97% of Biden voters whose vote was more against Trump than for Biden say that Trump bears a lot or some responsibility for the increase in threats and political violence in the country.

96% of the "meh Biden Voters," those who somewhat disapproved of Biden but still voted for Democrats for Congress, say that social media companies bear a lot or some responsibility for the increase in threats and political violence in the country.

95% of Minnesota Democrats favor a proposed law to establish fundamental rights to abortion in the state.

94% of voters favor a proposal to improve and simplify the process by which patent disputes between brand-name and generic drug manufacturers are resolved.

93% of Biden voters whose vote was more against Trump than for Biden say that investigations against Trump should continue.

92% of Biden voters who voted for Biden because they liked him say that investigations against Trump should continue.

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91% of Sanders/Warren Democrats believe that the Democratic Party deals with the issue of abortion better than the Republican Party (87% among Biden Democrats).

90% of Sanders/Warren Democrats say that there is something they are angry enough about that they would carry a protest sign for a day.

89% of Republicans prefer to live in a more conservative or “red” country.

88% of Democrats think that the people who forced their way into the U.S. Capitol on January 6th committed more of an insurrection than an act of patriotism.

87% of respondents think lowering inflation should be an absolute priority for the new Congress to work on in 2023.

86% of Democrats approve of the job that Joe Biden is doing on foreign policy.

85% of white evangelicals believe that the United States is in an economic recession.

84% of Democrats oppose the United States splitting into two countries, one that is more conservative or “red” and one that is more progressive or “blue.”

83% of respondents believe that in 20 years all 50 states will still be part of the United States of America--one nation under one federal government--and not be divided into two or more countries.

82% of adults are not worried about the possibility of losing their job in the next 12 months.

81% of Democrats consider the increasing economic power of the very wealthy to be a problem.

80% of Democrats believe that government mandates on vaccination and mask wearing is not a threat.

79% of voters trust Congress to do what is right only some of the time or never.

78% of Biden voters who voted for him because they like him strongly believe that the Inflation Reduction Act is a good idea.

77% of voters have confidence that their own vote will be counted accurately in the November 2022 election.

76% of core Democrats have positive feelings toward Speaker of the House Nancy Pelosi.

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75% of Democrats believe that it would strengthen democracy to limit the number of years a justice can serve on the Supreme Court.

74% of respondents say they expect to use Amazon to do most of their online holiday shopping.

73% of independent Latinos are worried about themselves or a loved one being the victim of gun violence.

72% of voters say the country is off on the wrong track.

71% of Republicans think that making Washington, D.C., a state with representation in the U.S. House and Senate would weaken democracy.

70% of Americans say the country has become so deeply divided and politically polarized that our national government can no longer solve the major issues facing our country--and these differences will only continue to grow (up from 45% in May 2010).

69% of white college-educated women believe that Donald Trump is solely or mainly responsible for the January 6th protest that led to rioters overtaking the U.S. Capitol.

68% of small business leaders who identify as Republican say federal funding for childcare should be increased.

67% of Republicans say that Republicans will accept the results if the Democratic nominee is declared the winner of the next presidential election.

66% of Latino independents believe that migrants and refugees who arrive at our southern border should be allowed to request asylum.

65% of voters favor same-sex marriage. In October 2009, 41% favored and 49% opposed same-sex marriage.

64% of voters were very interested in the midterm elections this year.

63% of voters say their family's income is falling behind the cost of living.

62% of Republicans in November say they identify more as Republican Party Republicans than Trump Republicans (30%), the highest gap we have recorded on this measure.

61% of voters disapprove of the SCOTUS ruling overturning Roe v. Wade.

60% of voters believe that Joe Biden won the presidency legitimately.

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59% of fans think unvaccinated players are hurting their team because they are more likely to miss games.

58% of California Latinos say failing power grids due to extreme heat are due to climate change instead of normal weather patterns (60% among Latinos in Texas).

57% of voters agree that the economic and political systems are stacked against people like them.

56% of fans agree that unvaccinated players are standing up for their own rights by choosing not to get vaccinated.

55% of very conservative GOP voters want their member of Congress to work with the Biden administration on expanding affordable childcare.

54% of respondents think that America will have more political violence in the next few years compared with today.

53% of voters in October say that they are less likely to vote for a candidate who supports the SCOTUS decision to overturn Roe v. Wade (up from 52% in May).
Takeaway: The issue did NOT fade away.

52% of Latinas identify as Democrats (25% as Republicans).

51% of voters in October say they are MUCH less likely to vote for a candidate who says Donald Trump won the 2020 presidential election (up from 47% in May).
Takeaway: The issue did NOT fade away.

50% of respondents feel confident and 50% of respondents feel worried that the results of the 2024 presidential election will be fairly determined.

49% of Latino men identify as Democrats (30% as Republicans).

48% of core Democrats say their political identity is very important to them. (See 24%.)

47% of voters say they are more concerned about Republicans taking control of Congress and making the wrong kinds of changes than Democrats staying in control and not changing enough (45%).

46% of college students believe that online classes offer the same quality as in-person classes (up from 26% in 2012).

45% of voters say they planned to vote on Election Day.

44% of voters approve of the job Joe Biden is doing as president.

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43% of adults in December feel negative about cryptocurrency (up 18 points since March).

42% of 18- to 34-year-olds familiar with crypto have traded it compared with 5% of seniors. Takeaway: Social Security > Social Crypto

41% of Latinos regularly use social media (Facebook, Instagram, TikTok) to stay up to date on news--their top source.

40% of fans approve of the way that Aaron Rodgers handled his vaccination status (49% disapproved). Takeaway for the 2022-23 Season: No Pack No.

39% of Democrats say the country will be better five years from now (30% worse) and 39% of Republicans say it will be worse (36% better).

38% of small business leaders have had difficulties with worker reliability due to childcare shortages.

37% of Black voters say the cost of living is one of the most important issues in their vote (the top issue for Black voters).

36% of independents have positive feelings toward SCOTUS (down from 49% in Jan 2021).

35% of Latinos approve of the job that Joe Biden is doing on the cost of living.

34% of Republicans who identify more with the Party rather than Trump say the GOP should continue to be led by Trump.

33% of voters believe that Joe Biden did not win the presidency legitimately.

32% of voters say their vote for Congress this November was more about specific issues compared with the general feeling of the direction of the country.

31% have positive feelings toward Elon Musk (35% are negative).

30% of Democrats believe that Republicans will accept the result if the Democratic nominee is declared the winner of the next presidential election.

29% of Americans say threats to democracy was one of the most important issues in their vote.

28% of Republicans who support their party more than they support Trump say that investigations against Trump should continue.

27% have a great deal or quite a bit of confidence in SCOTUS -- a record low.

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26% of rural voters support President Biden's nomination of Ketanji Brown Jackson to serve as a justice on the Supreme Court (25% oppose). Overall, 36% support, 17% oppose.

25% of Americans are able to select a word that is either positive or neutral to describe the country today.

24% of core Republicans say their political identity is very important to them.

23% of men under age 50 are considering buying an electric vehicle in the next couple years.

22% of voters in January were very focused on COVID.

21% of voters say abortion is an issue that is so important to them that they would vote for or against a candidate solely on that basis (the top issue mentioned).

20% of voters believe that during the next 12 months the nation's economy will get better.

19% of homeowners expect the value of their home to decrease over the next 12 months.

18% of Latinos do not identify with any religion.

17% of voters say guns is an issue that is so important to them that they would vote for or against a candidate solely on that basis (second only to abortion).

16% of all adults have invested in, traded, or used cryptocurrency.

15% of voters believe that the federal government is doing enough to address climate change.

14% of voters say that crime and violence are a critical problem.

13% of Americans say they quit their job during the pandemic.

12% of women reported knowing about a possible link between estrogen loss and an increased risk for Alzheimer's.

11% of Americans identify as LGBTQ+, including 24% of 18- to 34-year-olds.

10% of core Biden supporters say crime is a top issue for them, while 24% of core Biden opponents say this is the case.

9% of Republicans have positive feelings toward Liz Cheney (56% negative). Among Democrats she is 48% positive, 14% negative.

