



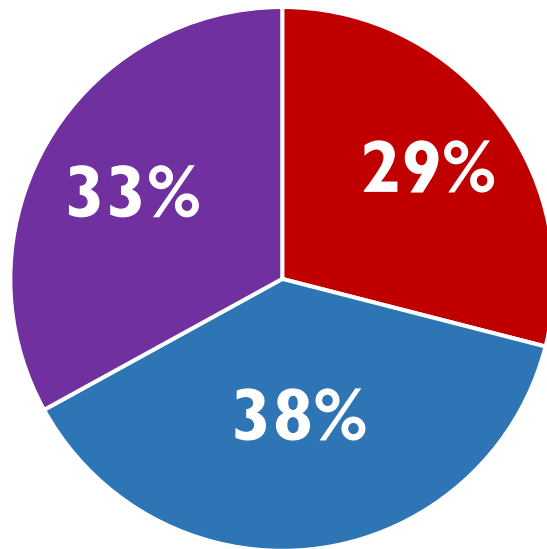
**Connecticut Statewide Survey**  
**Key Findings Briefing**  
**October, 2023**

N=500 Likely Voters Statewide

# Sample Profile

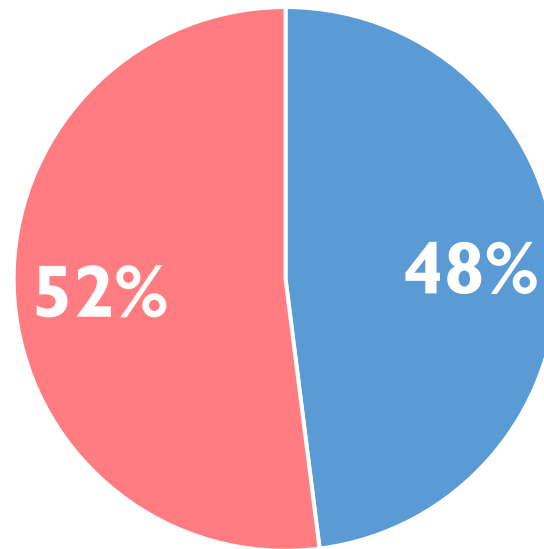
The results are weighted to reflect historical midterm election voter turnout.

### AFFILIATION



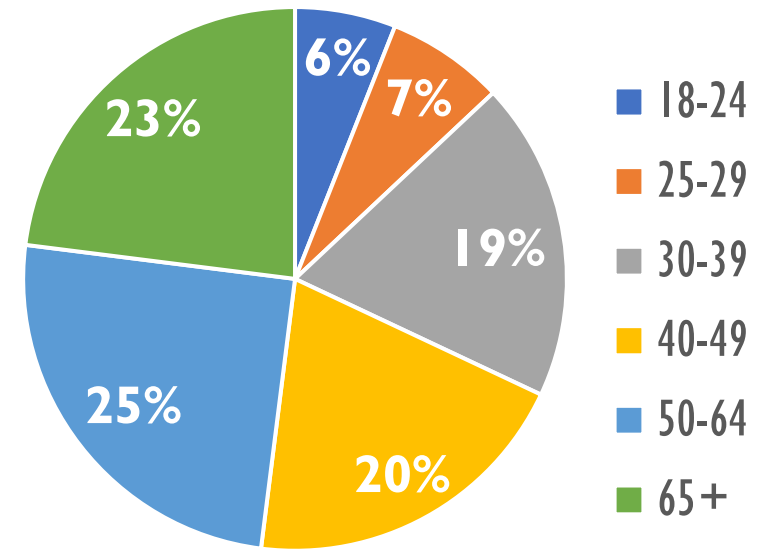
■ REP ■ DEM ■ UNAFFIL

### GENDER



■ MALE ■ FEMALE

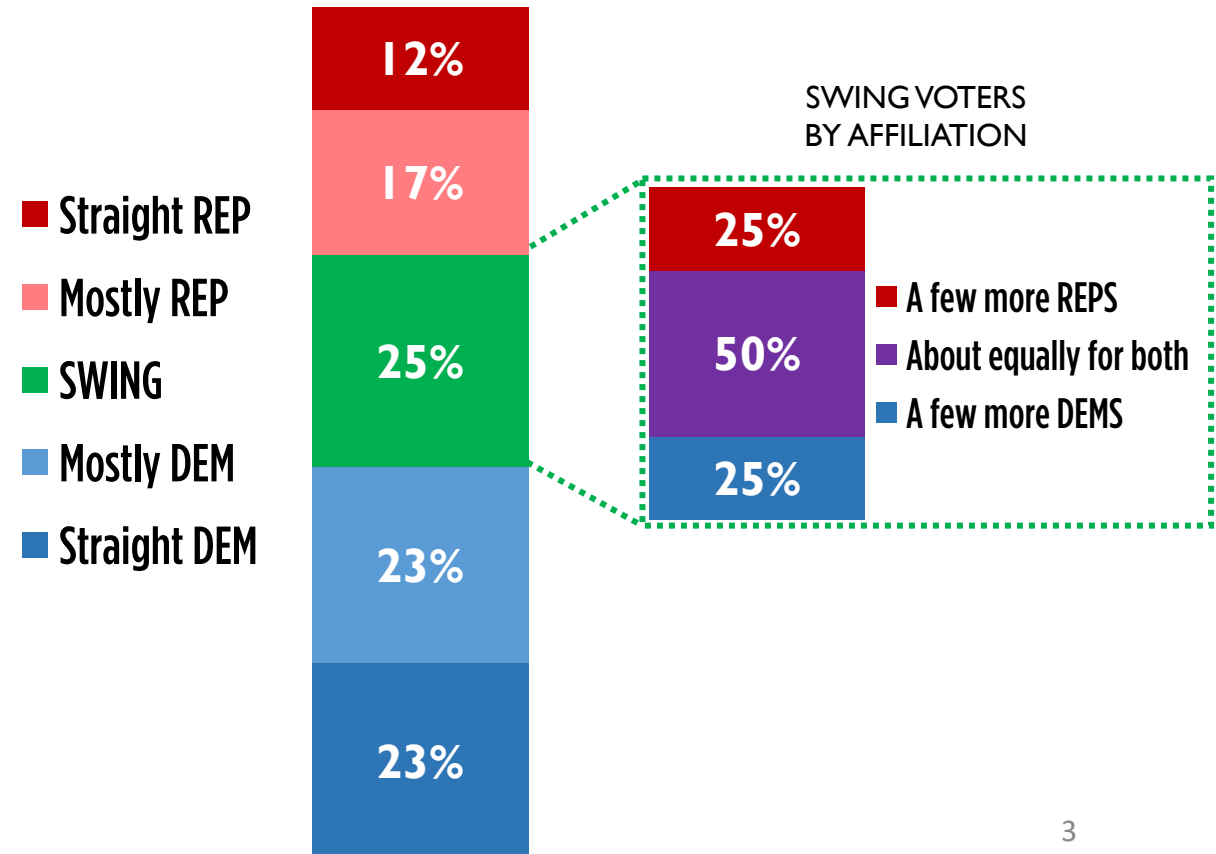
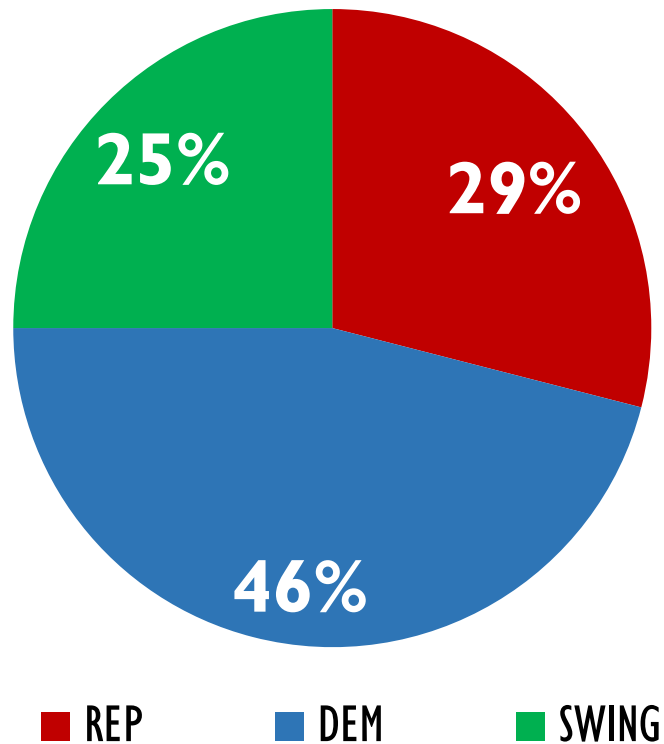
### AGE



■ 18-24  
■ 25-29  
■ 30-39  
■ 40-49  
■ 50-64  
■ 65+

# Vote History

Swing Voters are respondents that self identified as historically voting for candidates across party lines. Swing voters comprise 29% of the weighted sample. An equal amount of swing voters (25%) lean Republican and lean Democrat.





# KEY FINDINGS

## STATE POLITICAL LANDSCAPE

- A plurality of voters (48%) believe that Connecticut is headed in the right direction compared to 43% who believe that state is gotten off on the wrong track. As in previous surveys, these numbers are bolstered by the majority of Democrat voters (71%) and women voters (52%) who feel Connecticut is headed in the right direction. Republicans (71%), Men (50%), and Swing Voters (49%) believe Connecticut is headed in the wrong direction.
- While Biden's job approval rating remains underwater at NET -10, it improved +4% from AUG 2021 (NET-14%). **Democrat voter NET approval fell -12% from NET+67 to NET +55.**
- Lamont continues to receive high approval from voters – 60% approve overall (23% strongly approve, 37% somewhat approve). At NET +24, his net approval rating increased +5 points from NOV 2022. 60% of Unaffiliated and 55% of Swing voters approve of his job performance, but his net approval with Swing Voters was nearly cut in half from +28 (AUG 2022) to +15. **Approval among Republican voters (29%) is a +6% increase since AUG 2022.**
- Cost of living remains the most important issue facing voters. Crime and public safety made the top three issues for the first time. It was ranked 5<sup>th</sup> in AUG 2022 and 6<sup>th</sup> in NOV 2021.
- More than one-third of all voters (38%) ranked **Cost of Living** as the most important issue as well as all voter segments: Females (38%), Males (38%), REP (42%), DEM (34%), UNAFF/IND (39%), Swing voters (42%).
- A plurality or majority consider the Democratic Party as the most capable party of achieving 9 of 11 key policy goals: Reducing healthcare costs (D+24), Improving education (+20%), Improving Connecticut's infrastructure (+20%), **Making Connecticut more affordable (+11%), Creating jobs (+7%), Controlling utility costs (D+5%), Balancing the budget (D+5%), Reducing Crime (D+1%), Lowering state and local taxes (D+1%)**
- Republican advantage on key economic issues with Unaffiliated voters has significantly eroded since Nov. 2021. Since 2021

## STATE ECONOMY AND WAY OF LIFE

- A plurality of voters (48%) believe that Connecticut is headed in the right direction compared to 43% who believe that state is gotten off on the wrong track. As in previous surveys, these numbers are bolstered by the majority of Democrat voters (71%) and women voters (52%) who feel Connecticut is headed in the right direction. Republicans (71%), Men (50%), and Swing Voters (49%) believe Connecticut is headed in the wrong direction.
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- Cost of living remains the most important issue facing voters. Crime and public safety made the top three issues for the first time. It was ranked 5<sup>th</sup> in AUG 2022 and 6<sup>th</sup> in NOV 2021.
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- Republican advantage on key economic issues with Unaffiliated voters has significantly eroded since Nov. 2021. Since 2021

## INFLATION

- 97% of respondents view inflation as a problem with a strong majority (78%) viewing inflation as a major problem.
- Twice as many respondents (64%) believe that inflation will continue to increase than believe it has either stabilized (15%) or is starting to decrease (12%).
- 92% of respondents indicated that their personal finances have been impacted by inflation. More than half (52%) say their personal have been impacted a lot. The impact is felt across all voter segments.
- 83% of respondents reported they have become more cautious of their spending decisions and have cut back on consumer spending for eating out and entertainment (71%). More than one third have delayed, reduced, or cancelled travel plans. **More importantly, more than a quarter of respondents (26%) have tapped into their savings or retirement accounts to address inflation.**
- As increased gas prices have settled in, voters are more aware of increases in Groceries (80% Gone up a lot, +17% since AUG 2022) and Utilities (65% Gone up a lot, +18% since AUG 2022).
- Voters are statistically split on which party they trust more to address inflation (35% DEM vs 33% REP). 38% of Unaffiliated and Swing Voters trust neither party to address inflation.

## **CRIME AND PUBLIC SAFETY**

- Only 7% of respondents feel more safe than they did a year ago. More than one-third of respondents in all voter segments feel less safe.
- 70% of respondents think crime in major cities has increased and only 5% think crime has decreased. This is nearly identical to the results from NOV 2021 Survey (69% Increased / 4% Decreased).
- While 40% of respondents think that crime has increased in their community, only 6% feel that it has decreased. In NOV 2021, 44% indicated that it had increased and 5% that it decreased.
- 66% of respondents think that there should be more police officers in their community (+6% since NOV 2021). Even 60% of Democrat voters support for more law enforcement.
- Overall, voters are split on who they trust more to reduce crime and increase public safety but Republicans are trusted more by Unaffiliated Voters (+8%) and Swing Voters (+22%).

## **EDUCATION**

- 66% of respondents think that there should be more police officers in their community (+6% since NOV 2021). Even 60% of Democrat voters support for more law enforcement.
- Less than half (42%) of respondents think that public school education is headed in the right direction. A plurality of Unaffiliated (47%) and Swing Voters (43%) feel that public education has gotten off on the wrong track.
- A majority of respondents (53%) think that the public school curriculum should focus on the basics, including 54% of Unaffiliated Voters and 52% of Swing Voters. A plurality of Democrats (38%) agree.
- A plurality of voters (41%) trust the Democratic Party more to improve public school education issues. Females (47%) and Unaffiliated Voters (32%) trust Democrats more, while Men (41%) and Swing Voters (26%) have more trust in Republicans.



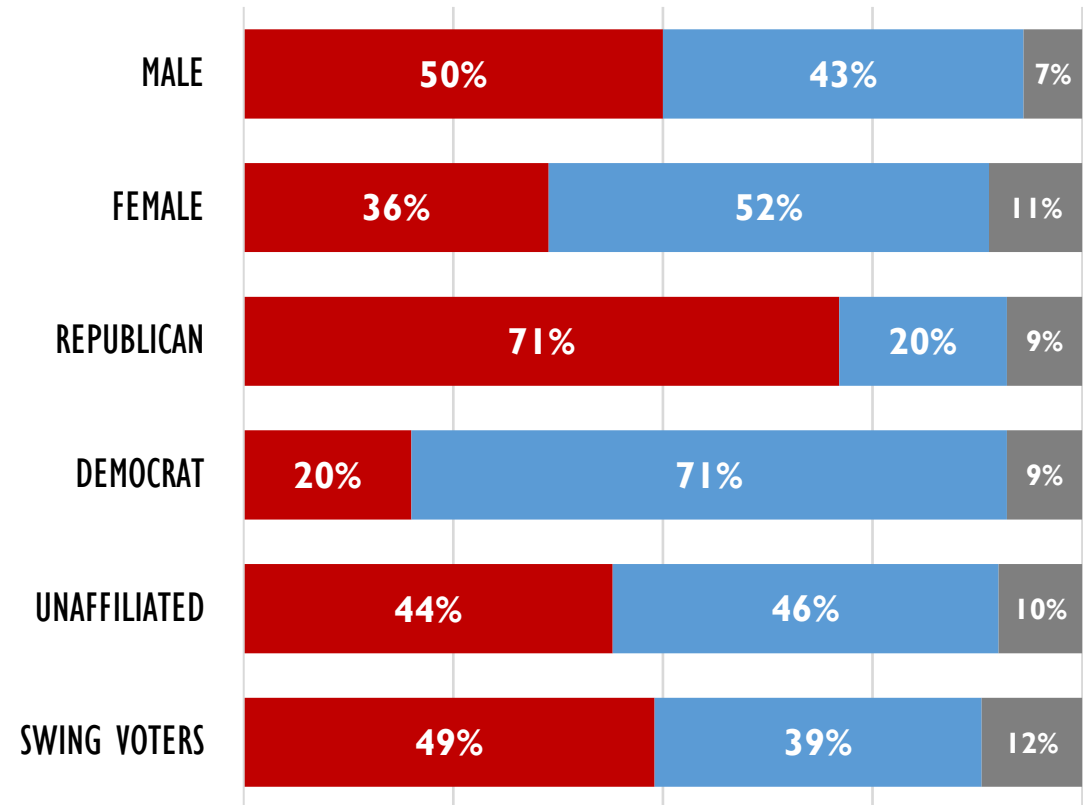
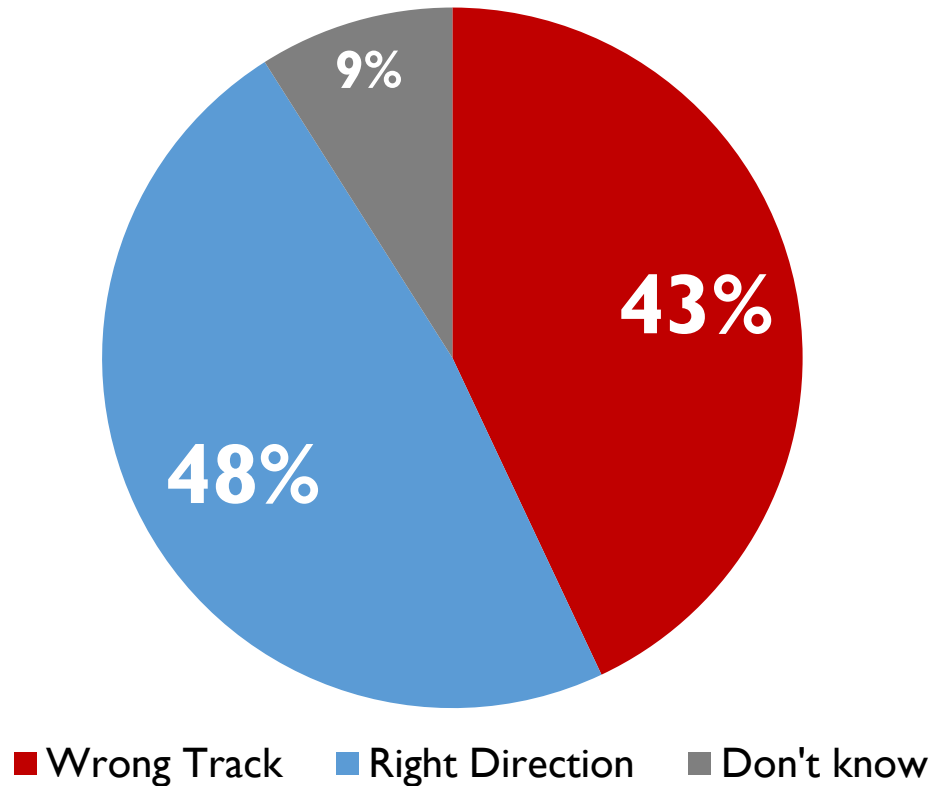


# STATE POLITICAL LANDSCAPE

# Right Direction/Wrong Track: Connecticut

A plurality of voters (48%) believe that Connecticut is headed in the right direction compared to 43% who believe that state is gotten off on the wrong track. As in previous surveys, these numbers are bolstered by the majority of Democrat voters (71%) and women voters (52%) who feel Connecticut is headed in the right direction.

*Generally speaking, do you think the state of Connecticut is headed in the right direction, or do you think things have gotten off on the wrong track?*

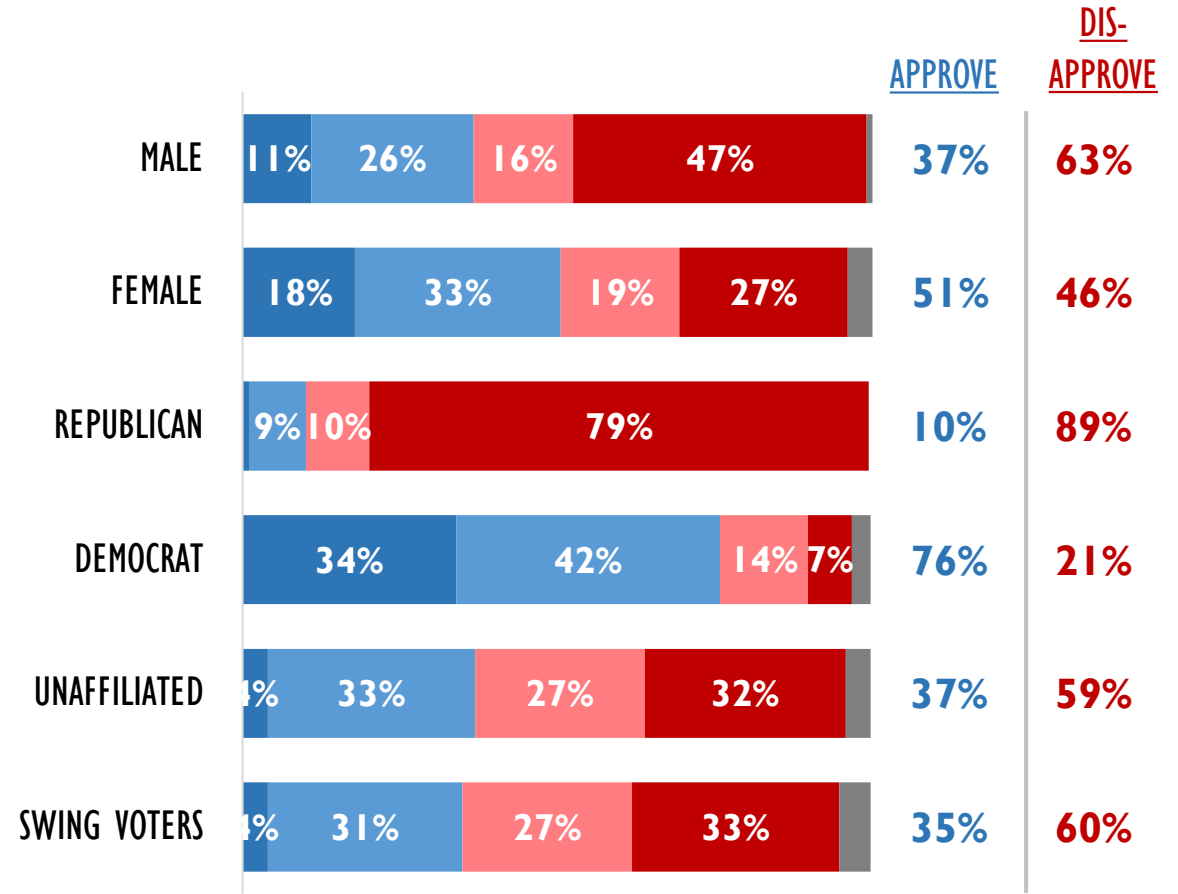
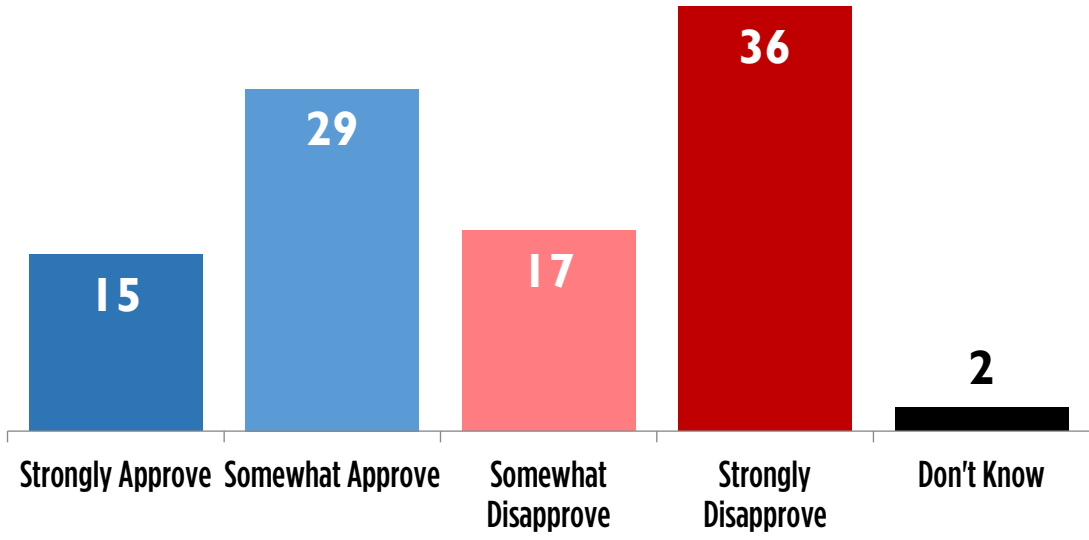


# Job Approval: Joe Biden

Biden's job approval rating remains underwater at NET -10, but improved +4% from AUG 2021 (NET-14%). **Yet, Democrat voter NET approval fell -12% from NET+67 to NET +55 from AUG 2022.**

## BIDEN

**APPROVE 44% | DISAPPROVE 54%**

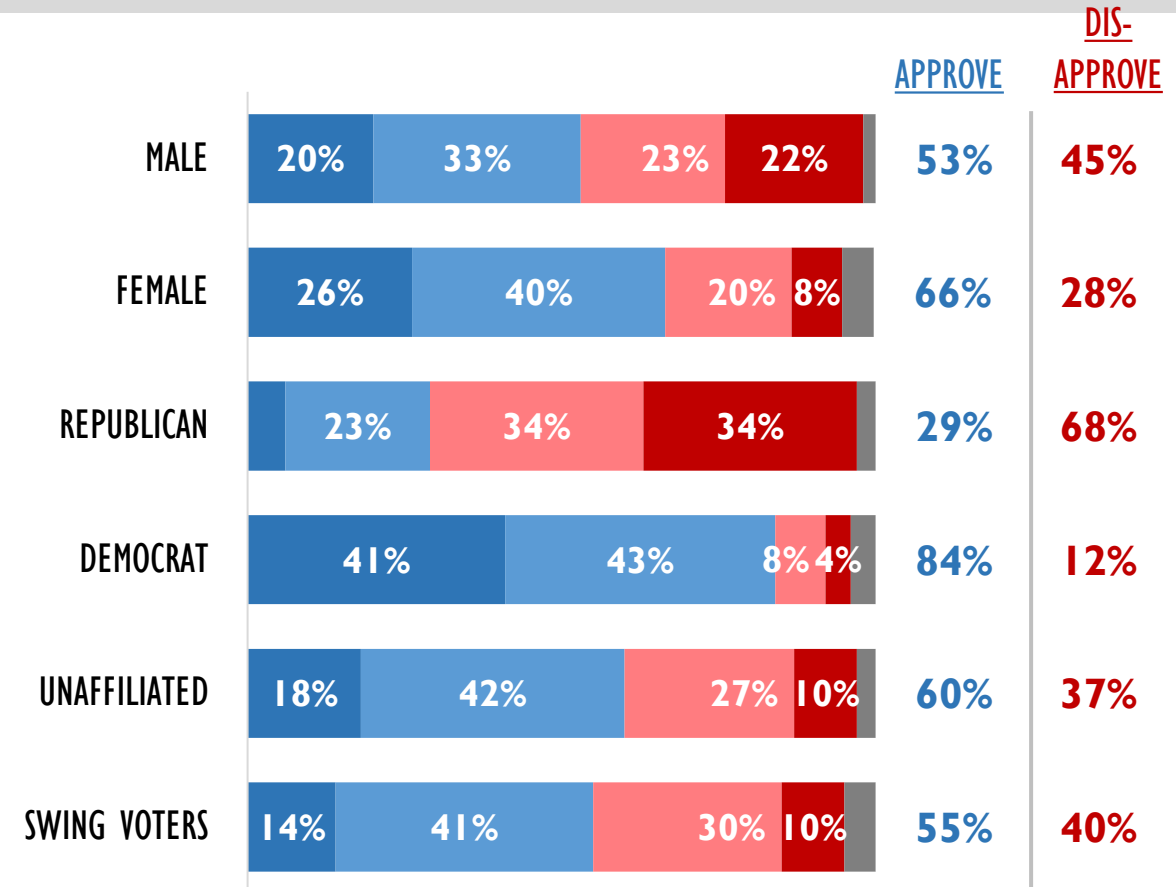
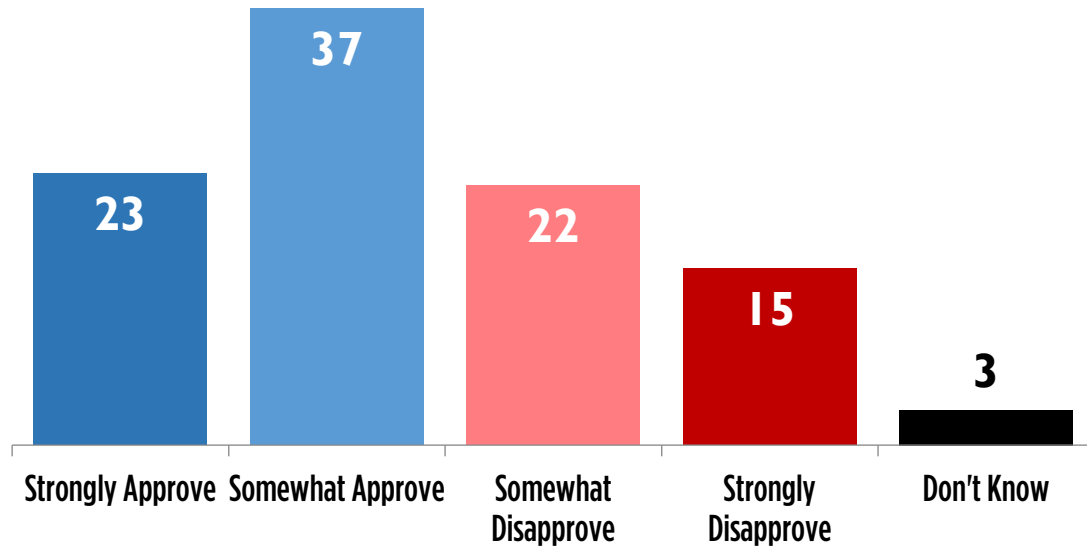


# Job Approval: Ned Lamont

Lamont continues to receive high approval from voters – 60% approve overall (23% strongly approve, 37% somewhat approve). At NET +24, his net approval rating increased +5 points from NOV 2022. 60% of Unaffiliated and 55% of Swing voters approve of his job performance, but his net approval with Swing Voters was nearly cut in half from +28 (AUG 2022) to +15. **Approval among Republican voters (29%) is a +6% increase since AUG 2022.**

## NED LAMONT

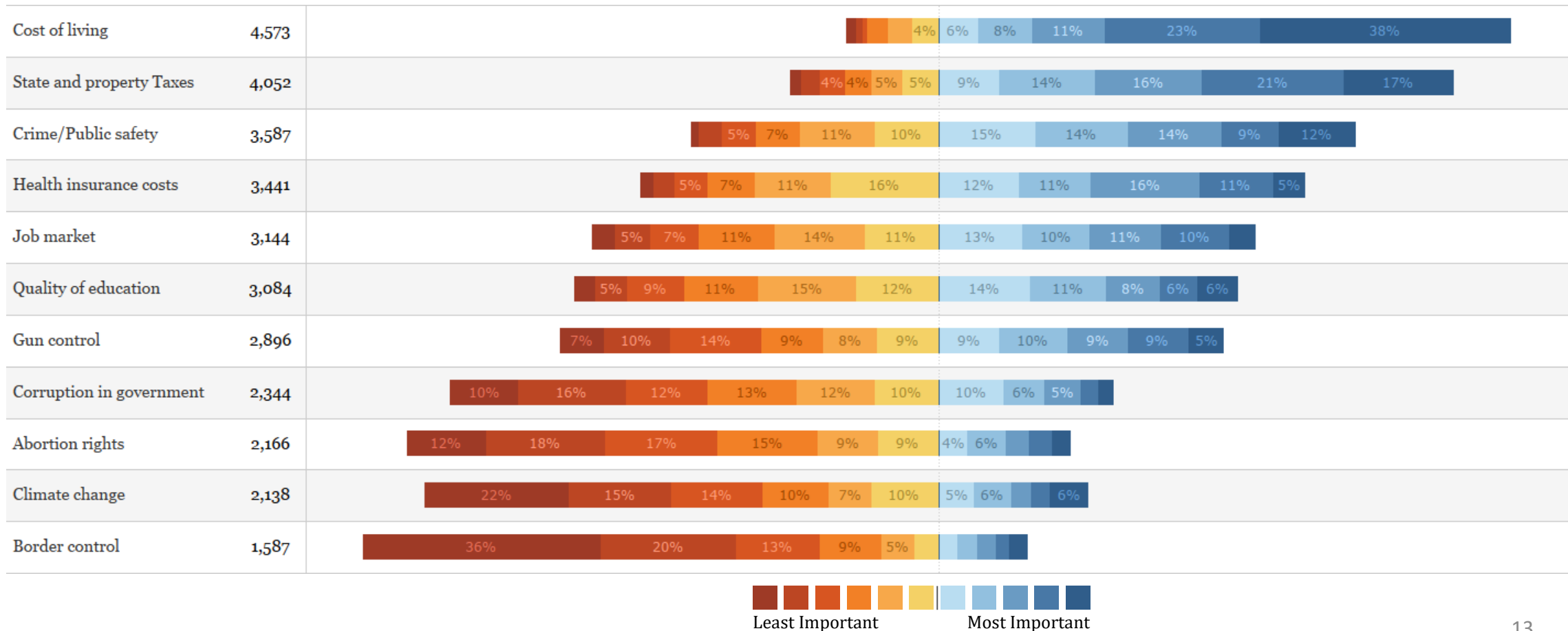
**APPROVE 60% | DISAPPROVE 36%**



# Issue Importance: Full Sample

Cost of living remains the most important issue facing voters. Crime and public safety made the top three issues for the first time. It was ranked 5<sup>th</sup> in AUG 2022 and 6<sup>th</sup> in NOV 2021.

*When thinking about the issues impacting Connecticut, please rank the following from MOST IMPORTANT to LEAST IMPORTANT:*



# Issue Importance: Compared

More than one-third of all voters (38%) ranked **Cost of Living** as the most important issue as well as all voter segments: Females (38%), Males (38%), REP (42%), DEM (34%), UNAFF/IND (39%), Swing voters (42%).

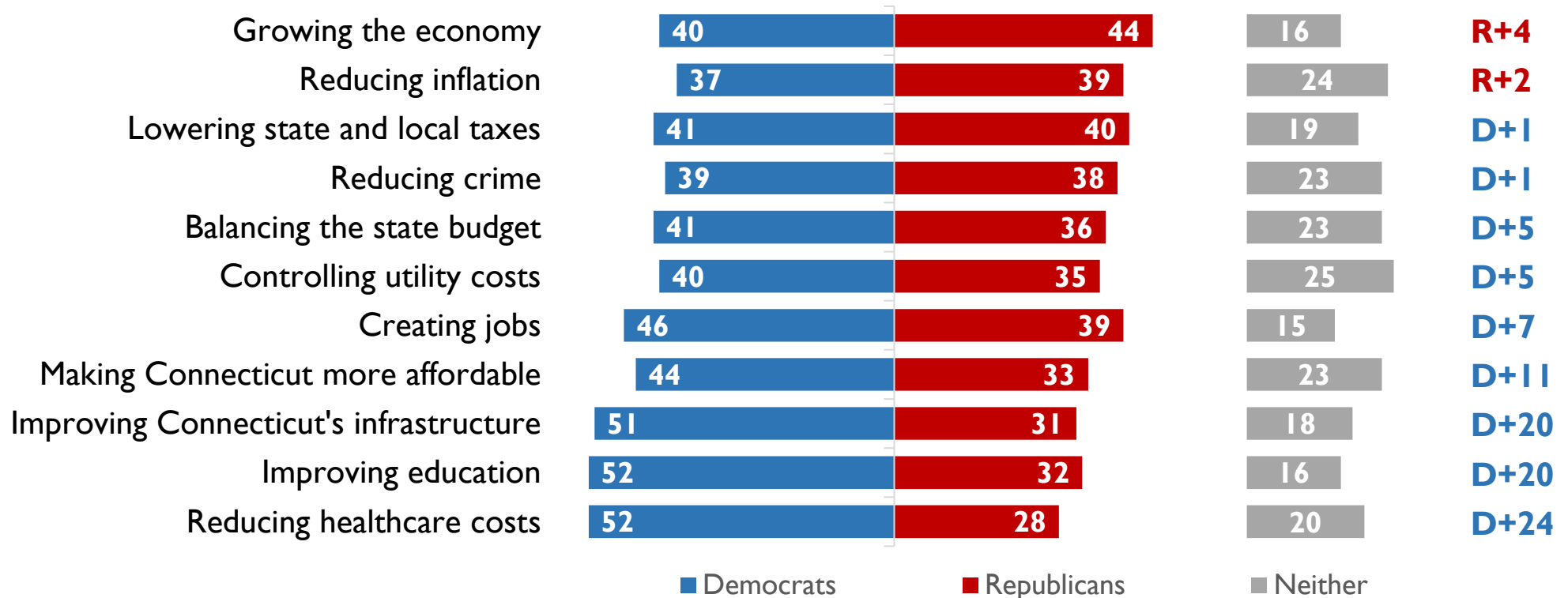
*When thinking about the issues impacting Connecticut, please rank the following from MOST IMPORTANT to LEAST IMPORTANT:*

RANK	FEMALE	MALE	REPUBLICAN	DEMOCRAT	INDEPENDENT	SWING
1	Cost of Living	Cost of Living	Cost of Living	Cost of Living	Cost of Living	Cost of Living
2	State and Property Taxes	State and Property Taxes	State and Property Taxes	State and Property Taxes	State and Property Taxes	State and Property Taxes
3	Crime/Public Safety	Crime/Public Safety	Crime/Public Safety	Crime/Public Safety	Health Insurance Costs	Health Insurance Costs
4	Health Insurance Costs	Health Insurance Costs	Health Insurance Costs	Health Insurance Costs	Crime/Public Safety	Crime/Public Safety
5	Quality of Education	Job Market	Job Market	Gun Control	Quality of Education	Quality of Education

# Party Trust on Issues:

➤ A plurality or majority consider the Democratic Party as the most capable party of achieving 9 out of 11 key policy goals: Reducing healthcare costs (D+24), Improving education (+20%), Improving Connecticut’s infrastructure (+20%), **Making Connecticut more affordable (+11%)**, **Creating jobs (+7%)**, Controlling utility costs (D+5%), **Balancing the budget (D+5%)**, **Reducing Crime (D+1%)**, **Lowering state and local taxes (D+1%)**

The following is a list of policy goals promoted by politicians in Connecticut. For each, please indicate which political party you think **is most capable of actually achieving these outcomes**. If you think neither party is capable, just select neither.



# Party Trust on Issues: Unaffiliated and Swing

The following is a list of policy goals promoted by politicians in Connecticut. For each, please indicate which political party you think is most capable of actually achieving these outcomes.

	UNAFFILIATED			SWING		
	DEM	REP	ADV	DEM	REP	ADV
Growing the economy	34%	33%	D+1	28%	45%	R+18
Reducing Inflation	24%	33%	R+9	18%	40%	R+22
Lowering state and local taxes	34%	34%	-	26%	42%	R+16
Reducing crime	28%	32%	R+4	26%	37%	R+11
Balancing the state budget	28%	31%	R+3	23%	38%	R+15
Controlling utility costs	30%	25%	D+5	26%	36%	R+10
Creating jobs	39%	32%	D+3	30%	43%	R+13
Making Connecticut more affordable	35%	28%	D+7	29%	35%	R+6
Improving Connecticut's infrastructure	47%	21%	D+26	45%	29%	D+16
Improving education	46%	22%	D+24	42%	26%	D+18
Reducing healthcare costs	44%	20%	D+24	39%	25%	D+14



# Party Trust on Issues: Change

Republican advantage on key economic issues has eroded since NOV 2021, including with Unaffiliated and Swing Voters.

*The following is a list of policy goals promoted by politicians in Connecticut. For each, please indicate which political party you think is most capable of actually achieving these outcomes.*

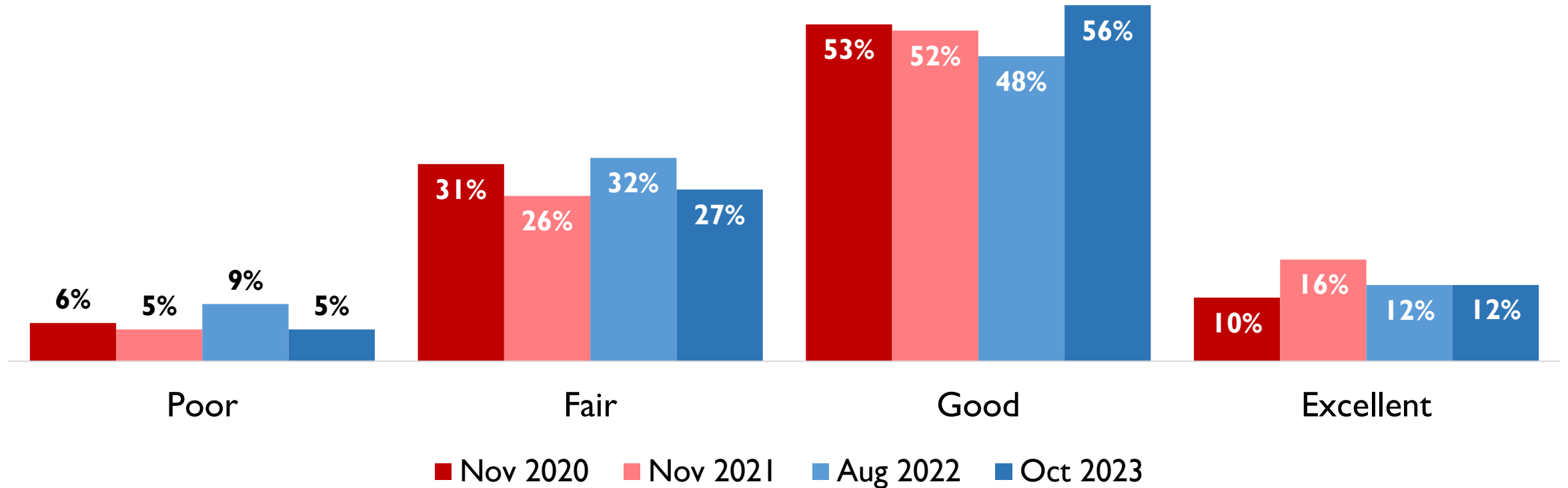
	ALL RESPONDENTS			UNAFFILIATED			SWING		
	11/21	10/23	CHANGE	11/21	10/23	CHANGE	11/21	10/23	CHANGE
Growing the economy	R+4	R+4	-	R+16	D+1	-17%	R+23	R+18	-5%
Lowering state and local taxes	R+17	D+1	-18%	R+22	-	-22%	R+30	R+16	-14%
Reducing crime	R+7	D+1	-8%	R+14	R+4	-10%	R+17	R+11	-6%
Balancing the state budget	R+7	D+5	-12%	R+18	R+3	-15%	R+19	R+15	-4%
Creating jobs	R+1	D+7	-8%	R+10	D+3	-13%	R+14	R+13	-1%
Making Connecticut more affordable	R+4	D+11	-15%	R+9	D+7	-16%	R+10	R+6	-4%
Improving Connecticut's infrastructure	D+17	D+20	-3%	D+19	D+26	-7%	D+14	D+16	-2%
Improving education	D+21	D+20	+1%	D+21	D+24	-4%	D+17	D+18	-1%
Reducing healthcare costs	D+14	D+24	-10%	D+10	D+24	-14%	D+7	D+14	-7%

# STATE ECONOMY AND WAY OF LIFE

# Quality of Life

A strong majority of voters (68%) consider their quality of life in Connecticut to be Excellent (12%) or Good (56%).

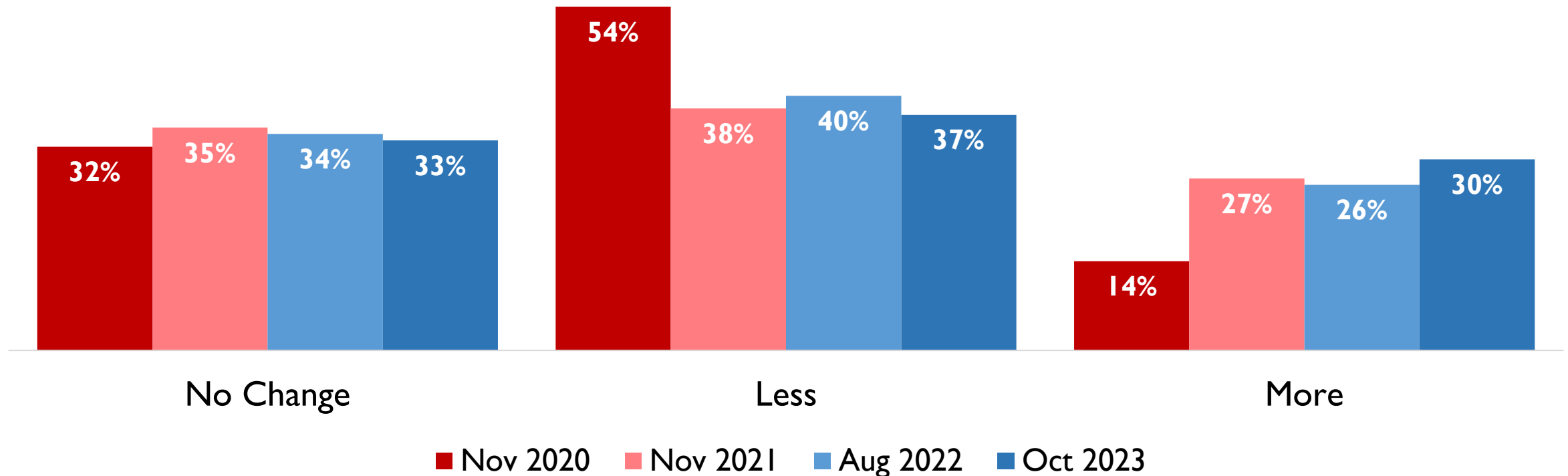
*How would you rate your overall quality of life in Connecticut? Would you say it is excellent, good, fair or poor?*



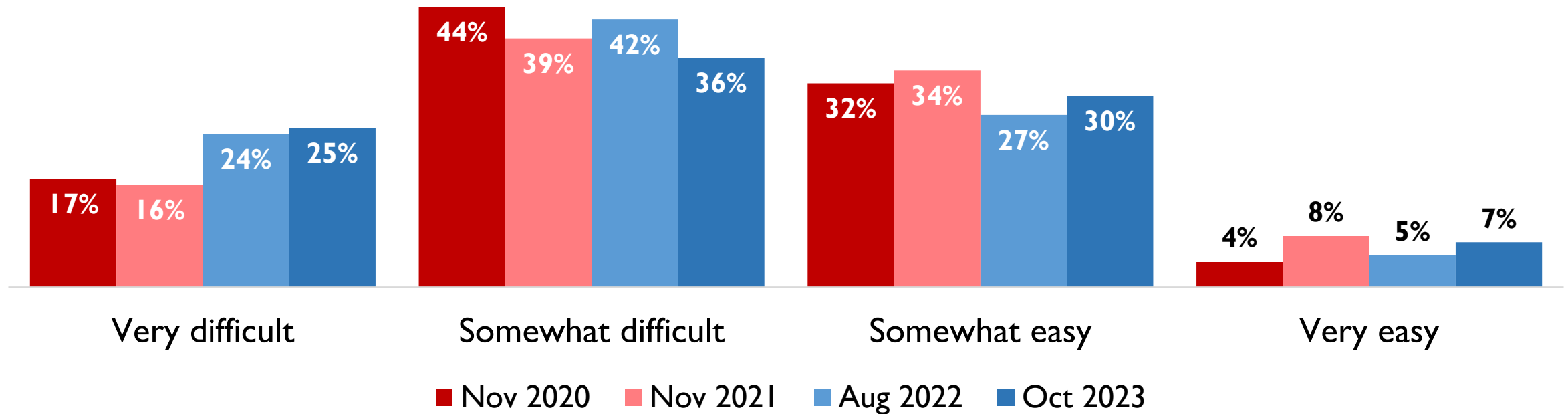
# Future Outlook

Respondents' outlook on the future is slightly more optimistic than AUG 2022 (+4%), but has risen +16% since NOV 2021. Still, a majority (74%) think there will either be less opportunity (34%) or no change (40%). Respondents that believe that there will be no change has remained consistent for 4 years.

*Do you think the future of Connecticut holds more opportunity for you and your family, less opportunity or that there will be no change?*

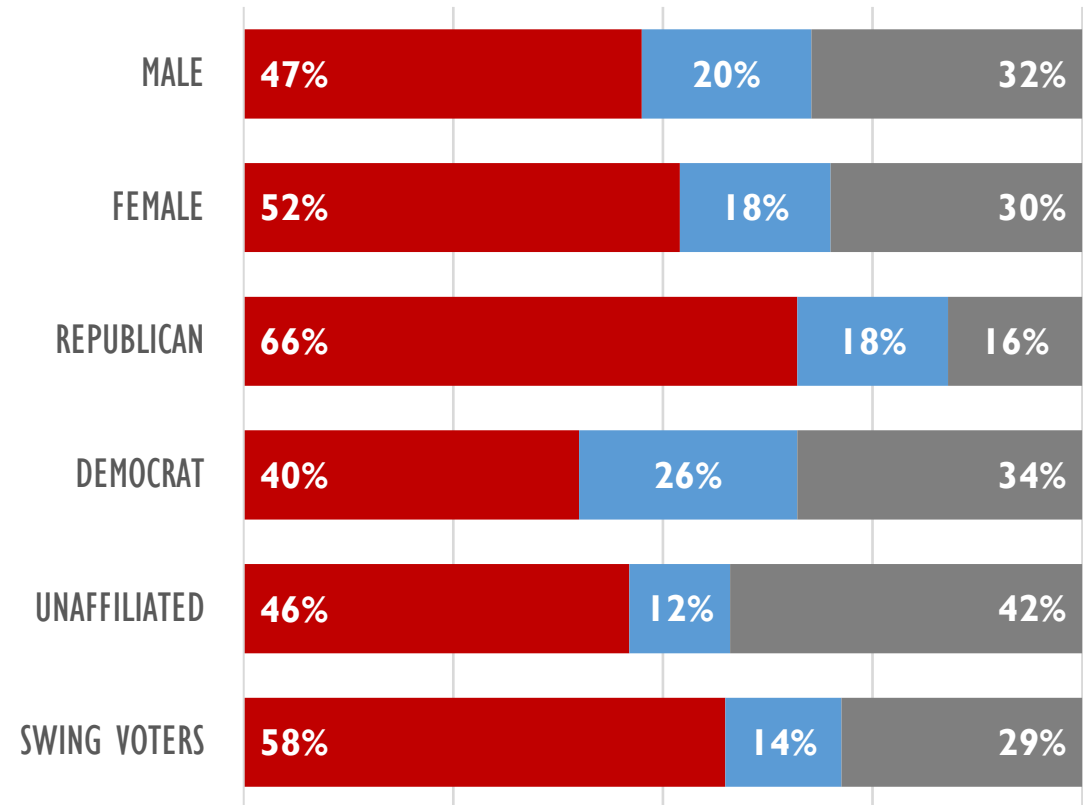
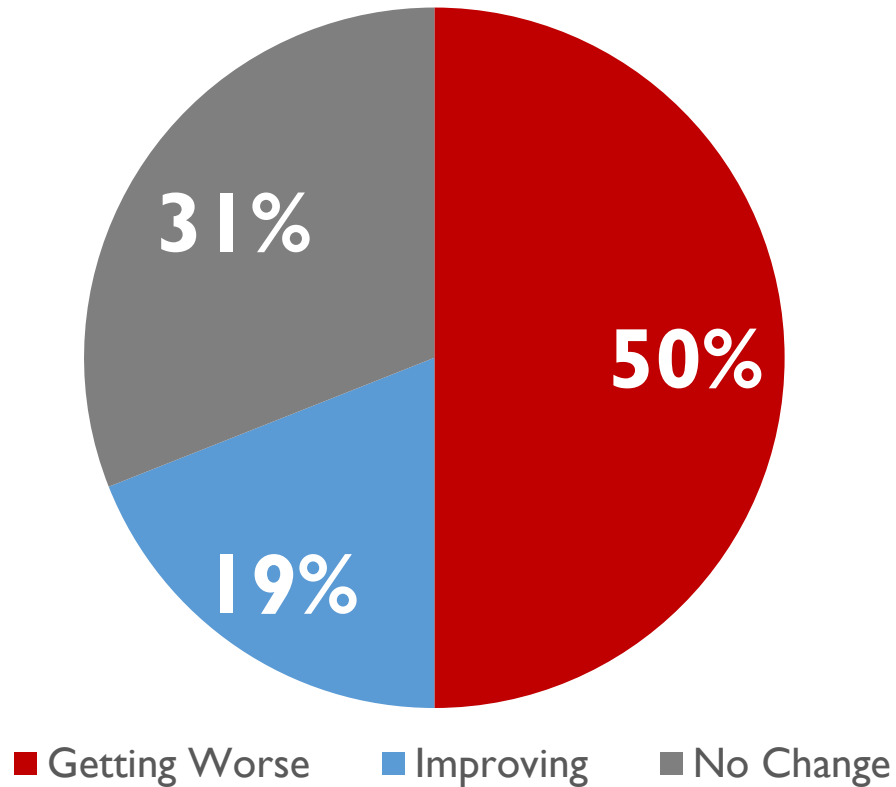


*Overall, how easy or difficult are you finding it to maintain your standard of living out of your total household income today?*



# Personal Financial Situation

*Would you say that your personal financial situation is improving or getting worse?*

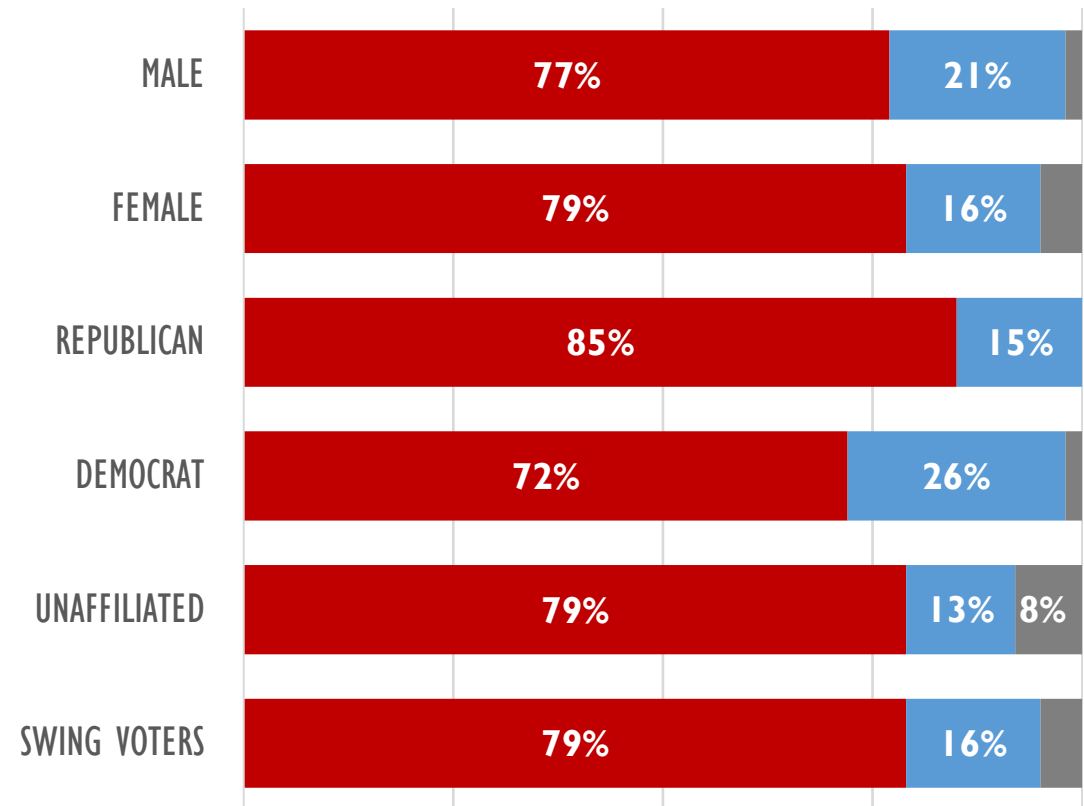
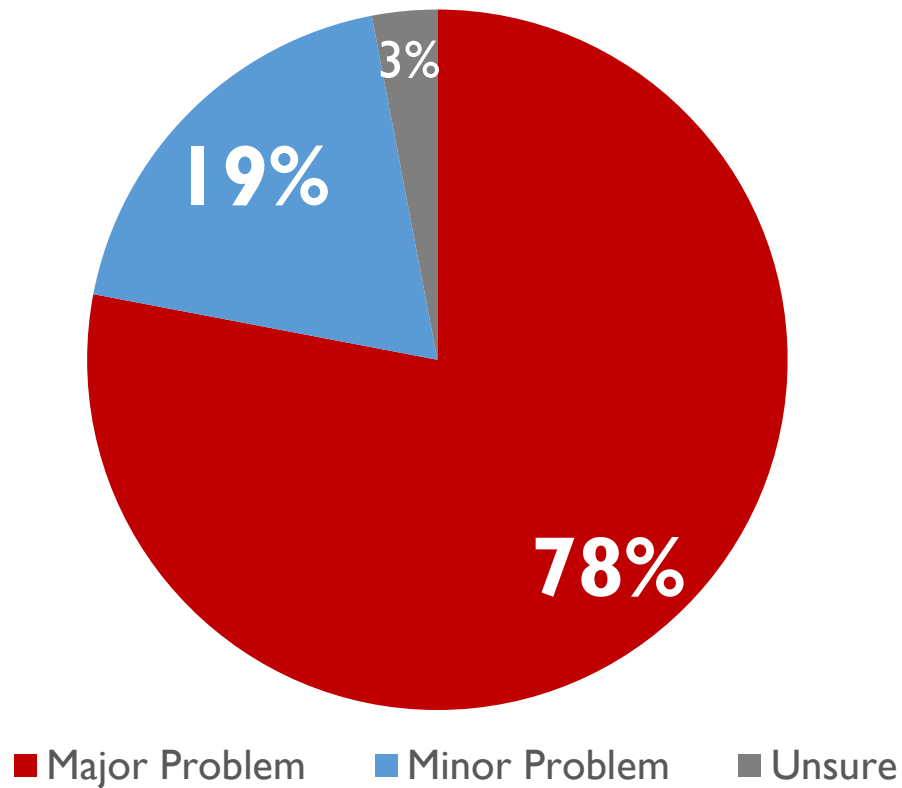


# INFLATION

# Inflation: Major or Minor Problem

97% of respondents view inflation as a problem with a strong majority (78%) viewing inflation as a major problem.

*Do you think inflation is a major problem or a minor problem in Connecticut today, or are you not sure?*

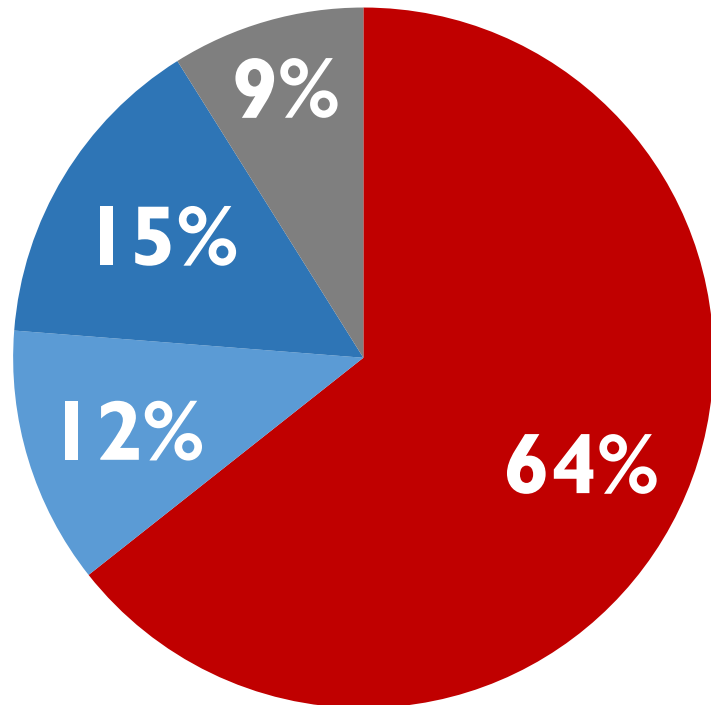




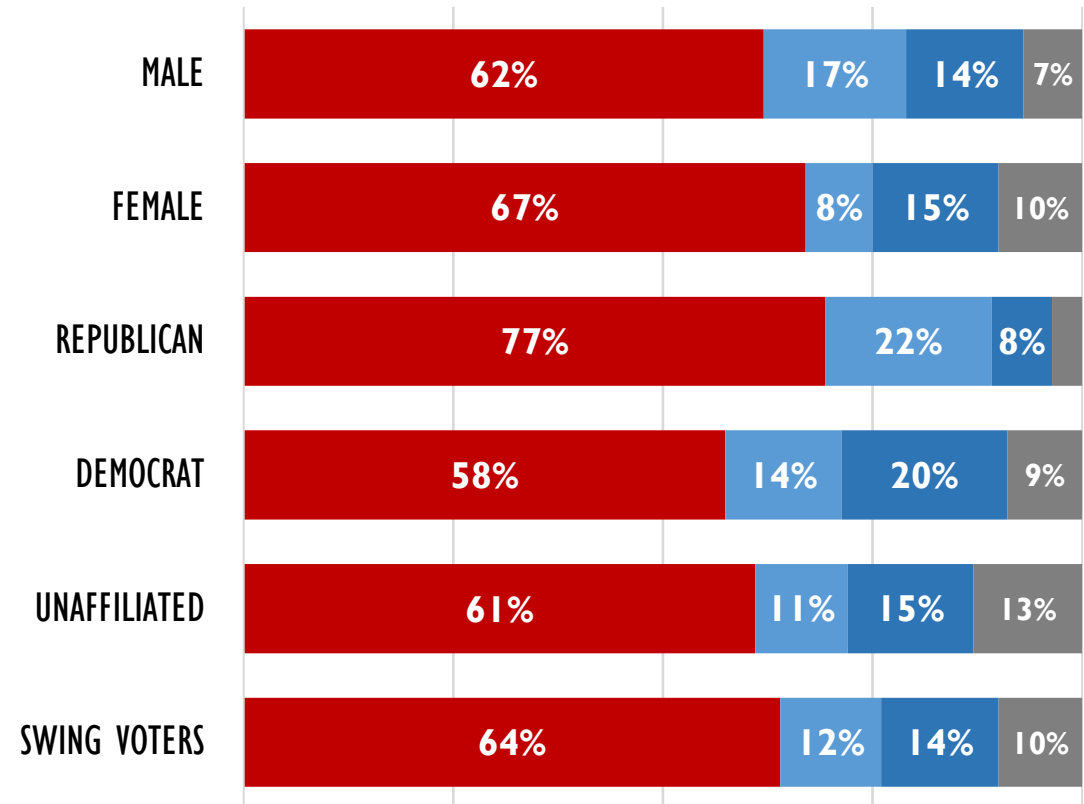
# Inflation: Outlook

Twice as many respondents (64%) believe that inflation will continue to increase than believe it has either stabilized (15%) or is starting to decrease (12%).

*Do you think that the rate of inflation is continuing to increase, starting to decrease, or has it stabilized?*



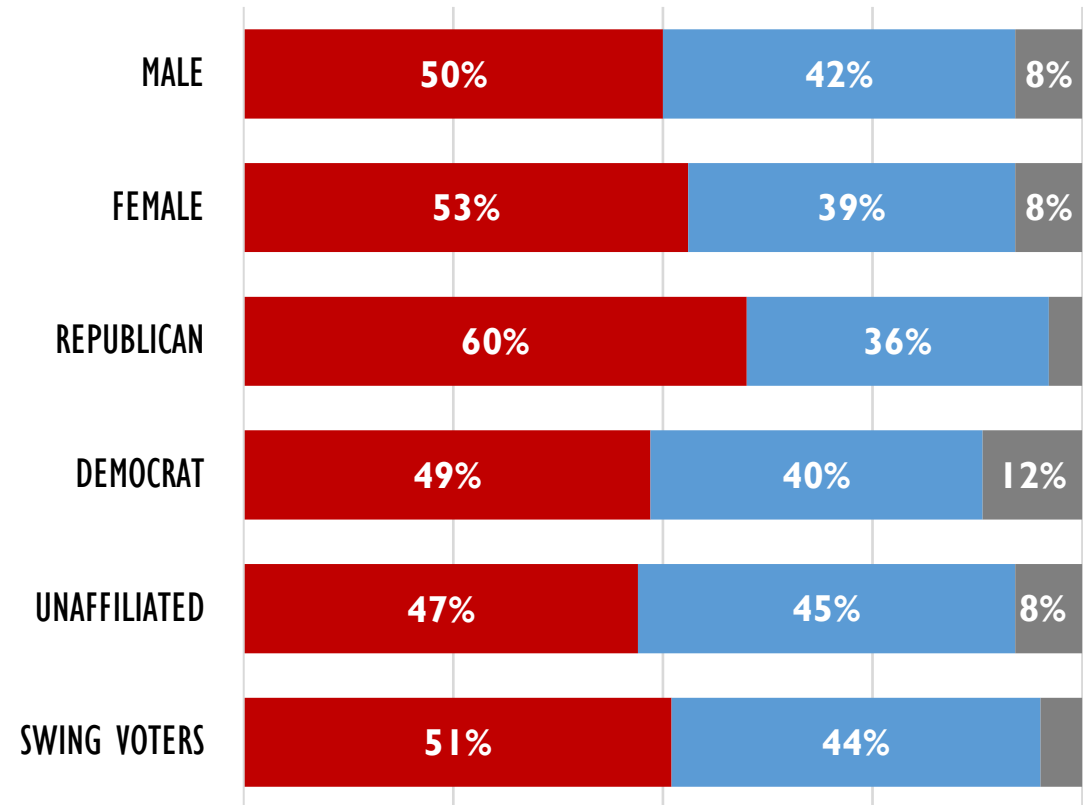
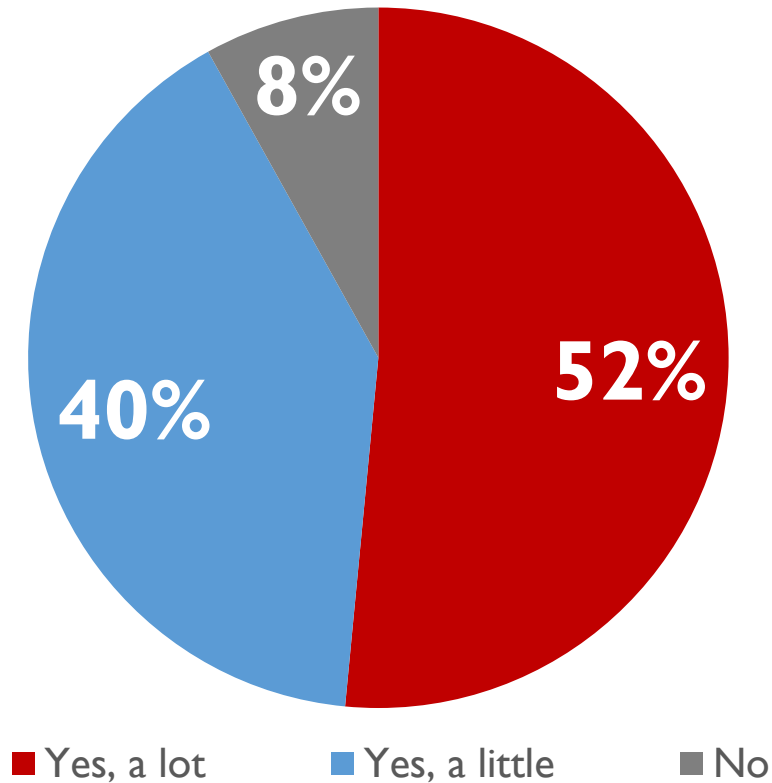
■ Continuing to increase ■ Starting to decrease  
■ Has stabilized ■ Unsure



# Inflation: Impact on Personal Finances

92% of respondents indicated that their personal finances have been impacted by inflation. More than half (52%) say their personal have been impacted a lot. The impact is felt across all voter segments.

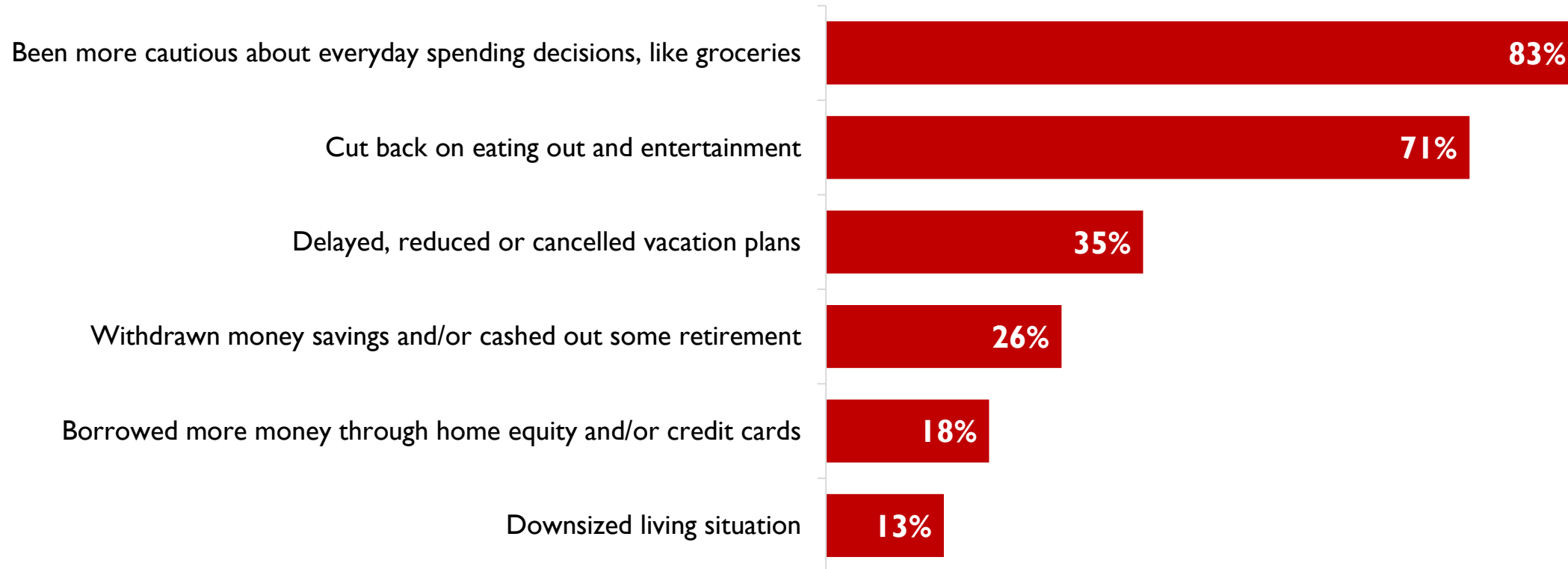
*Has inflation personally impacted you and/or your family's finances?*



# Inflation: Addressing Inflation

83% of respondents reported they have become more cautious of their spending decisions and have cut back on consumer spending for eating out and entertainment (71%). More than one third have delayed, reduced, or cancelled travel plans. **More importantly, more than a quarter of respondents (26%) have tapped into their savings or retirement accounts to address inflation.**

*In which of the following ways have you addressed inflation?*

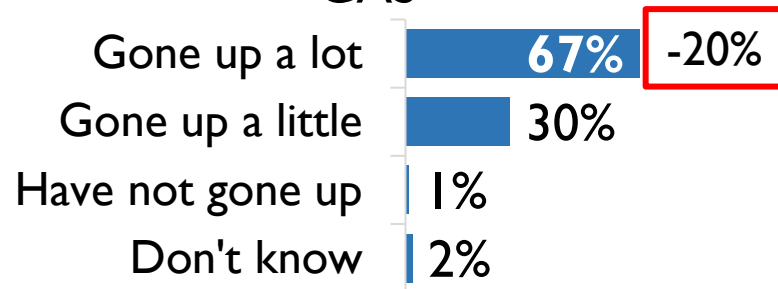


# Inflation: Price Increases

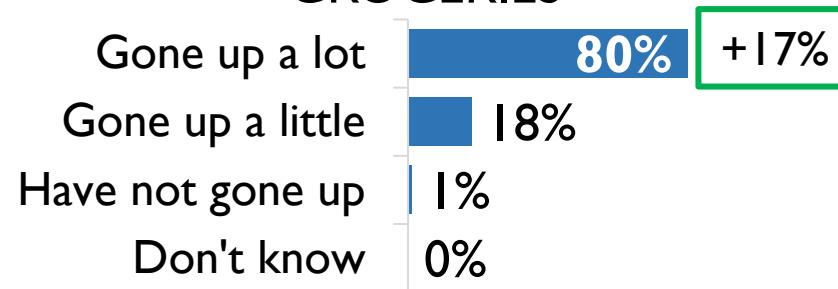
As increased gas prices have settled in, voters are more aware of increases in Groceries (80% Gone up a lot, +17% since AUG 2022) and Utilities (65% Gone up a lot, +18% since AUG 2022).

*The following is a list of common household expenses. From your experience, please indicate if the cost of these items have gone up a lot, gone up a little, or not gone up at all over the past year?*

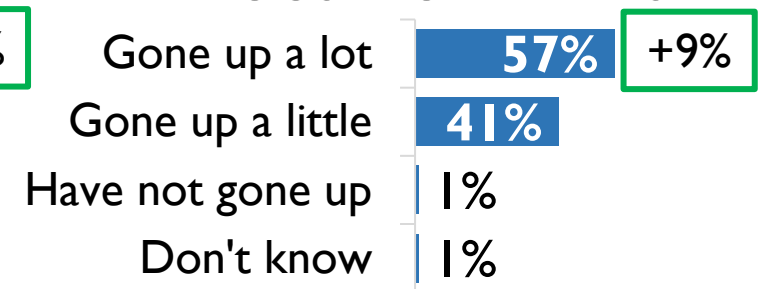
## GAS



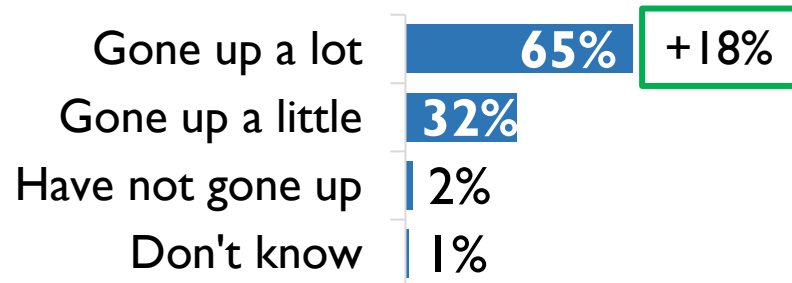
## GROCERIES



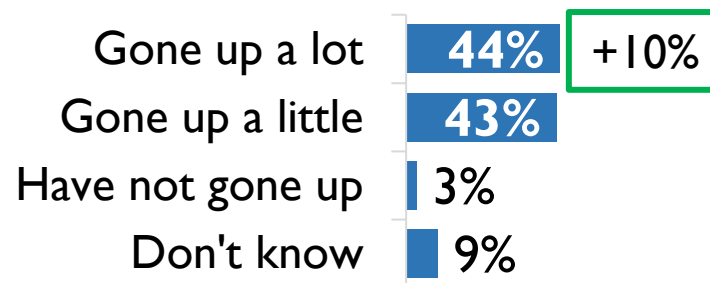
## HOUSEHOLD ITEMS



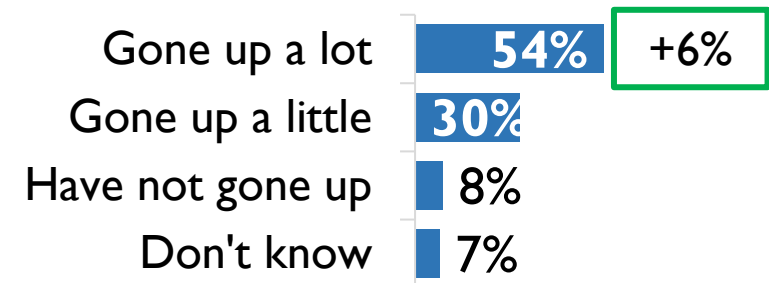
## UTILITIES



## TAXES



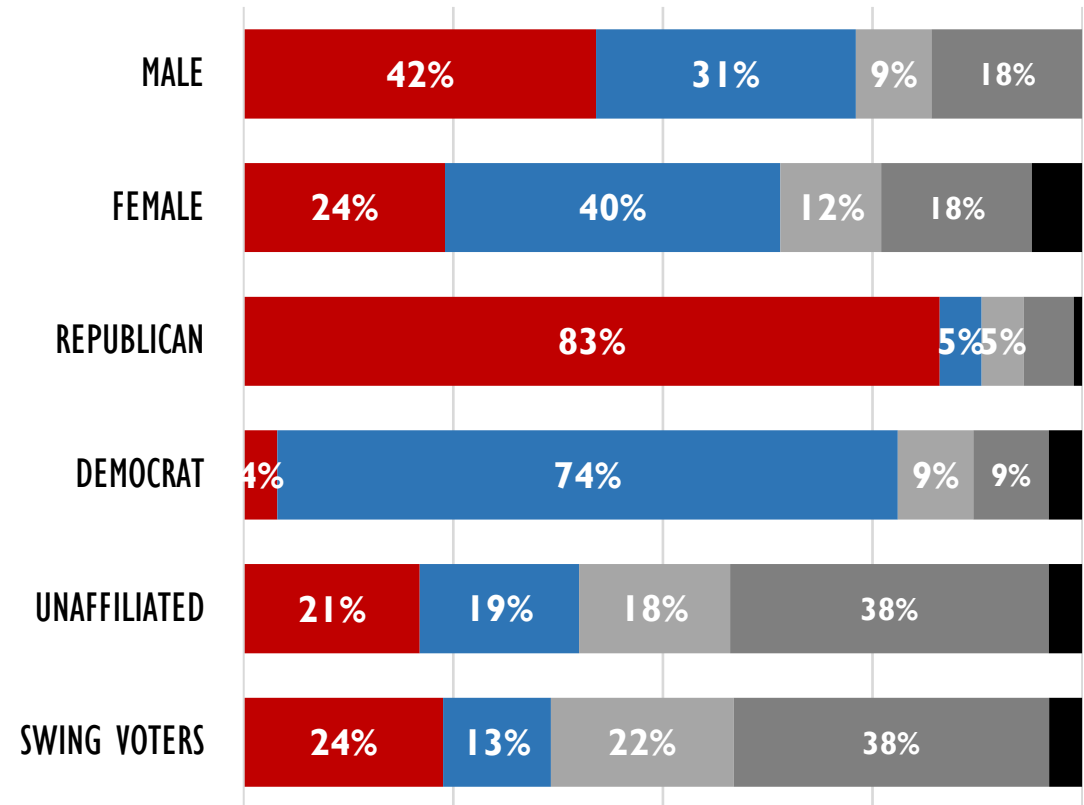
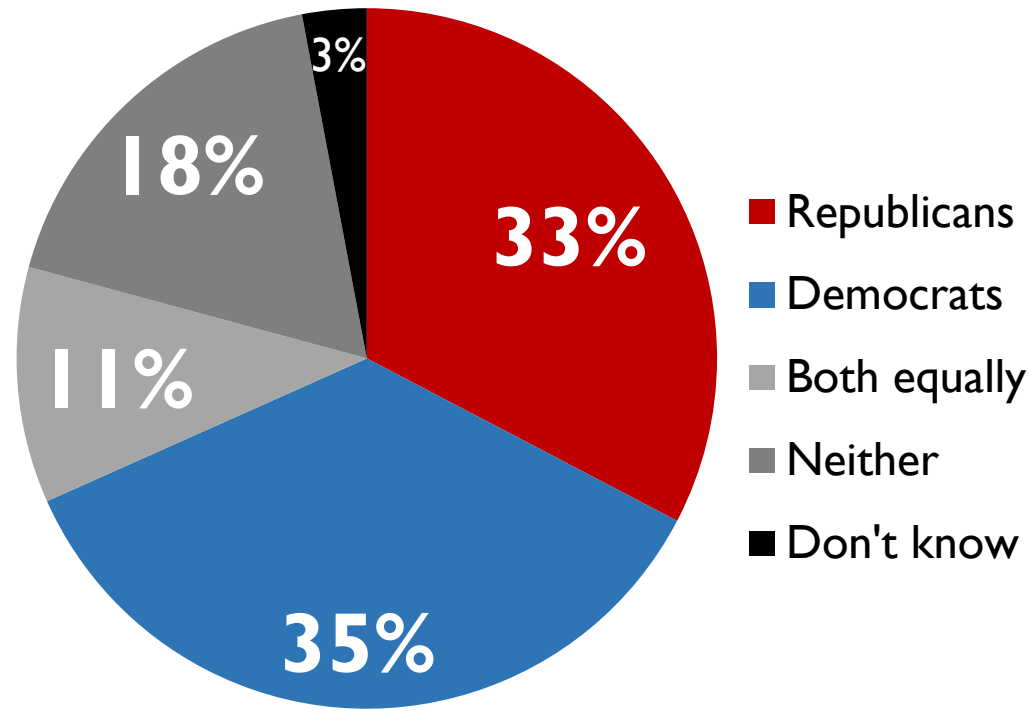
## HOUSING



# Inflation: Party Trust on Inflation

Voters are statistically split on which party they trust more to address inflation (35% DEM vs 33% REP). 38% of Unaffiliated and Swing Voters trust neither party to address inflation.

*Which political party do you trust more to address inflation?*

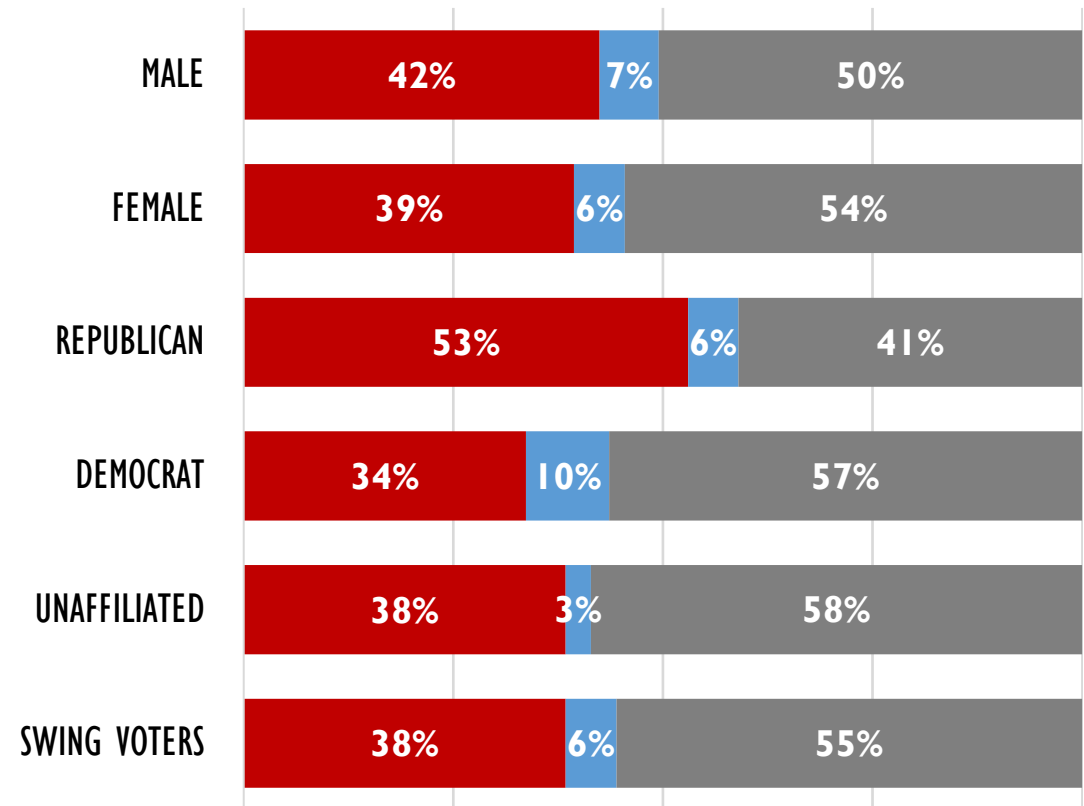
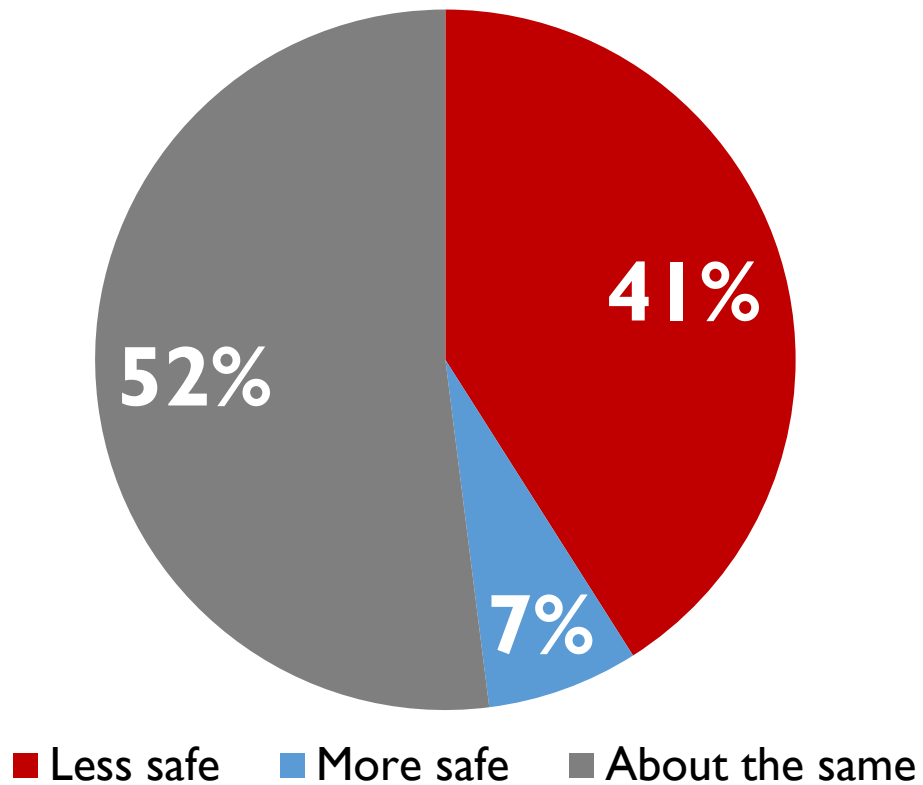


# CRIME AND PUBLIC SAFETY

# Crime: More or Less Safe

Only 7% of respondents feel more safe than they did a year ago. More than one-third of respondents in all voter segments feel less safe.

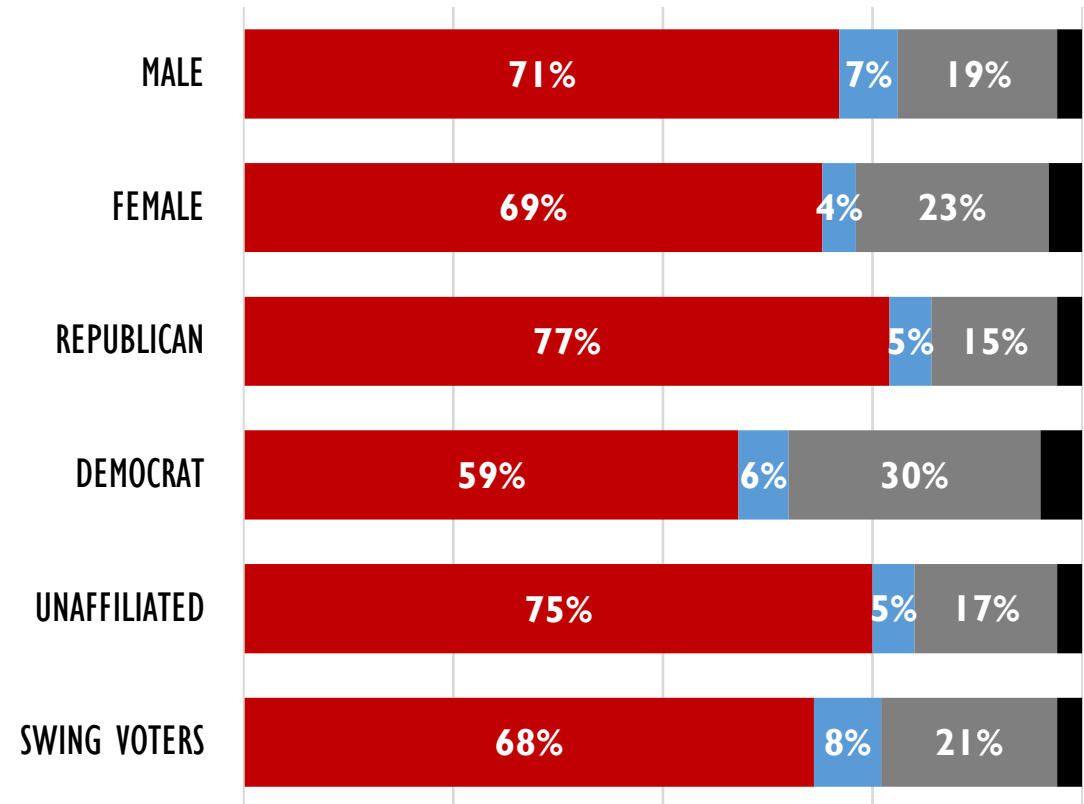
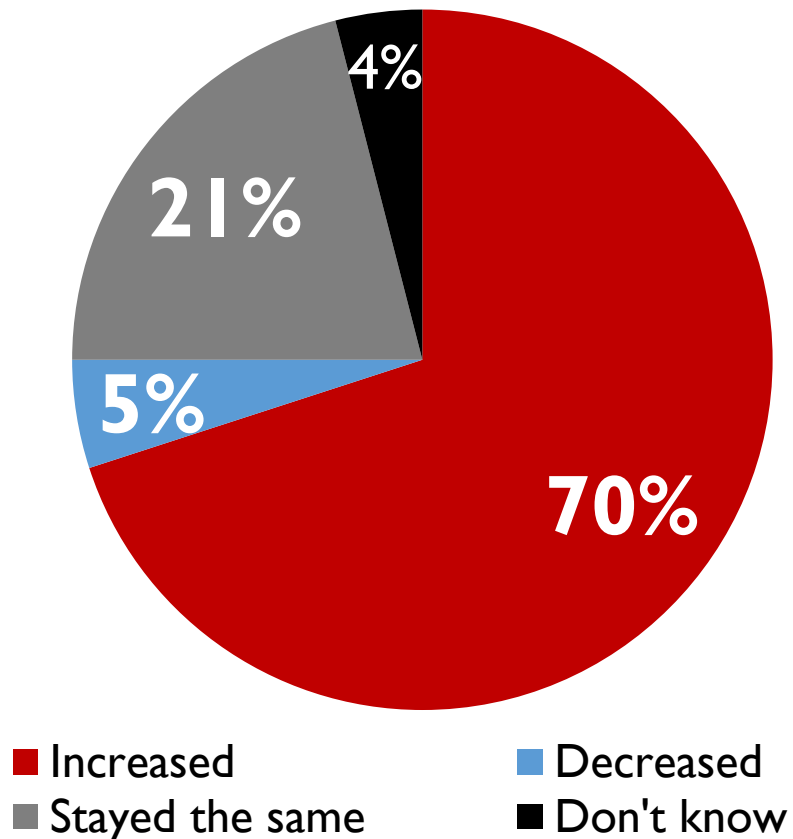
*Generally speaking, do you feel more safe or less safe than you did a year ago?*



# Crime: Crime in Major Cities

70% of respondents think crime in major cities has increased and only 5% think crime has decreased. This is nearly identical to the results from NOV 2021 Survey (69% Increased / 4% Decreased).

*In the past year, do you think crime in major cities has increased, decreased, or stayed the same?*

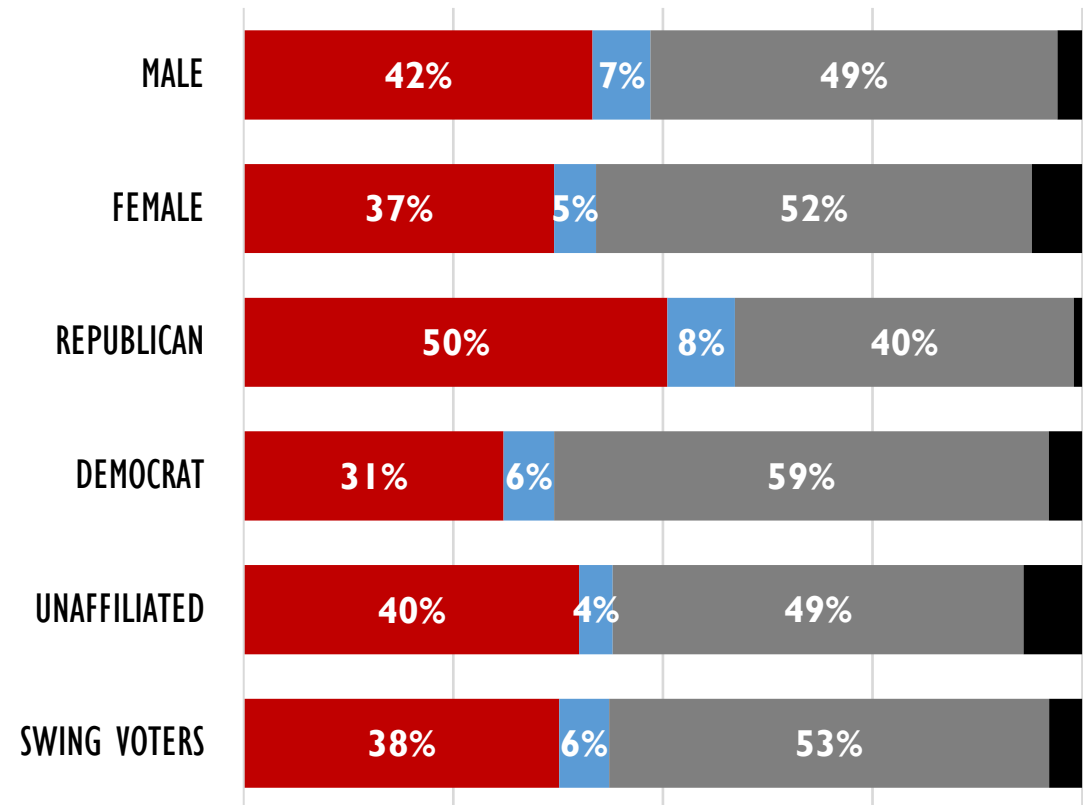
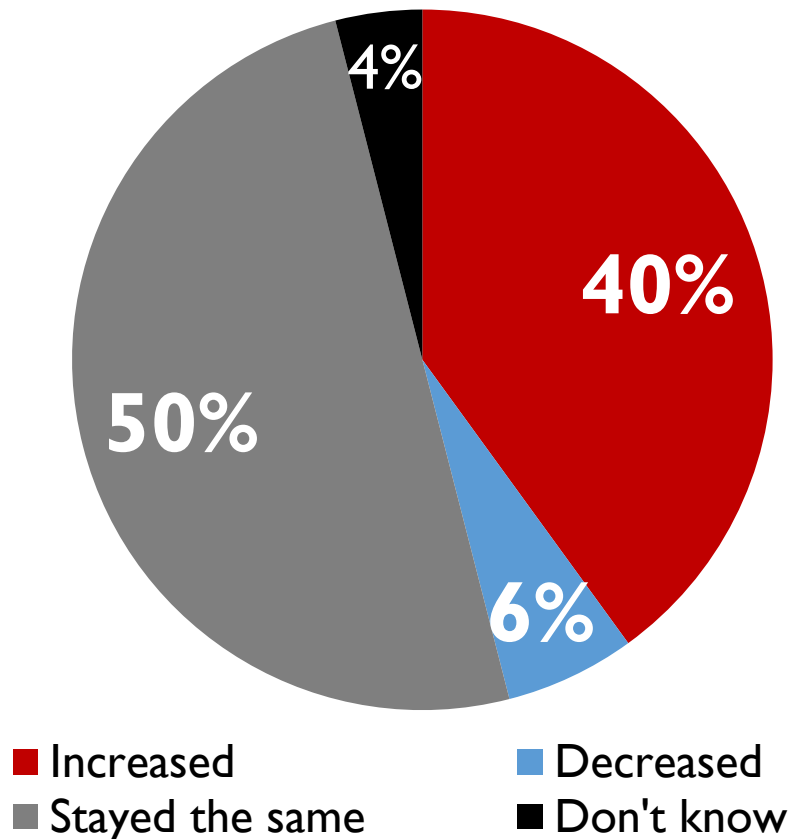




# Crime: Community Crime Rate

While 40% of respondents think that crime has increased in their community, only 6% feel that it has decreased. In NOV 2021, 44% indicated that it had increased and 5% that it decreased.

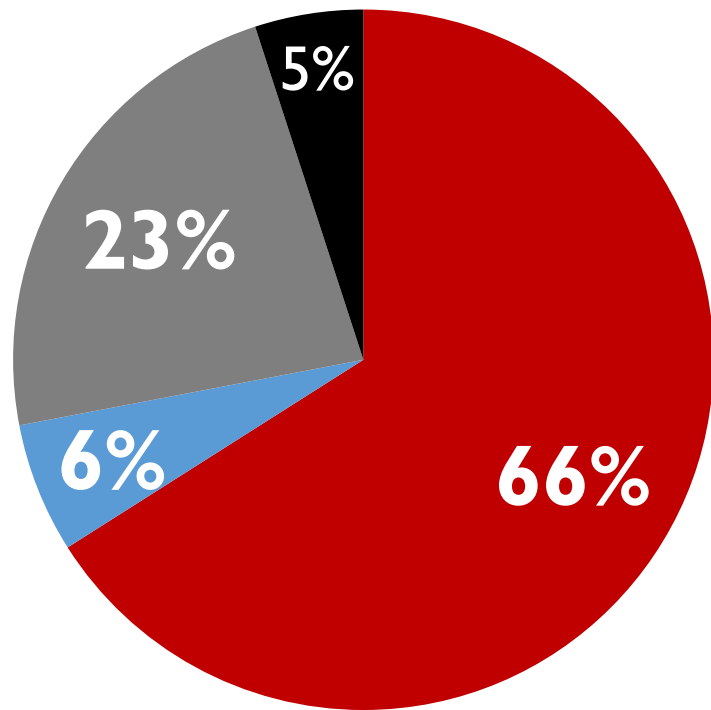
*In the past year, has crime in your community increased, decreased, or stayed about the same?*



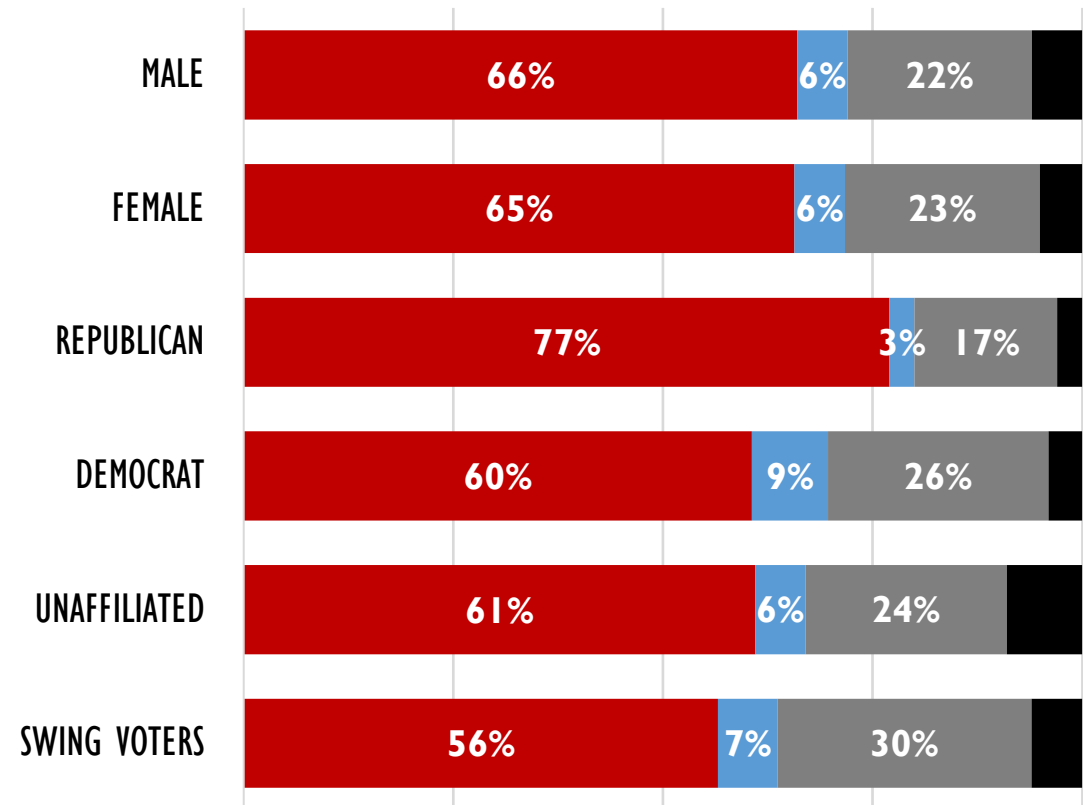
# Crime: Police Levels

66% of respondents think that there should be more police officers in their community (+6% since NOV 2021). Even 60% of Democrat voters support for more law enforcement.

*Do you think that major cities need more police in their communities, fewer police in their communities, or should the current levels stay the same?*



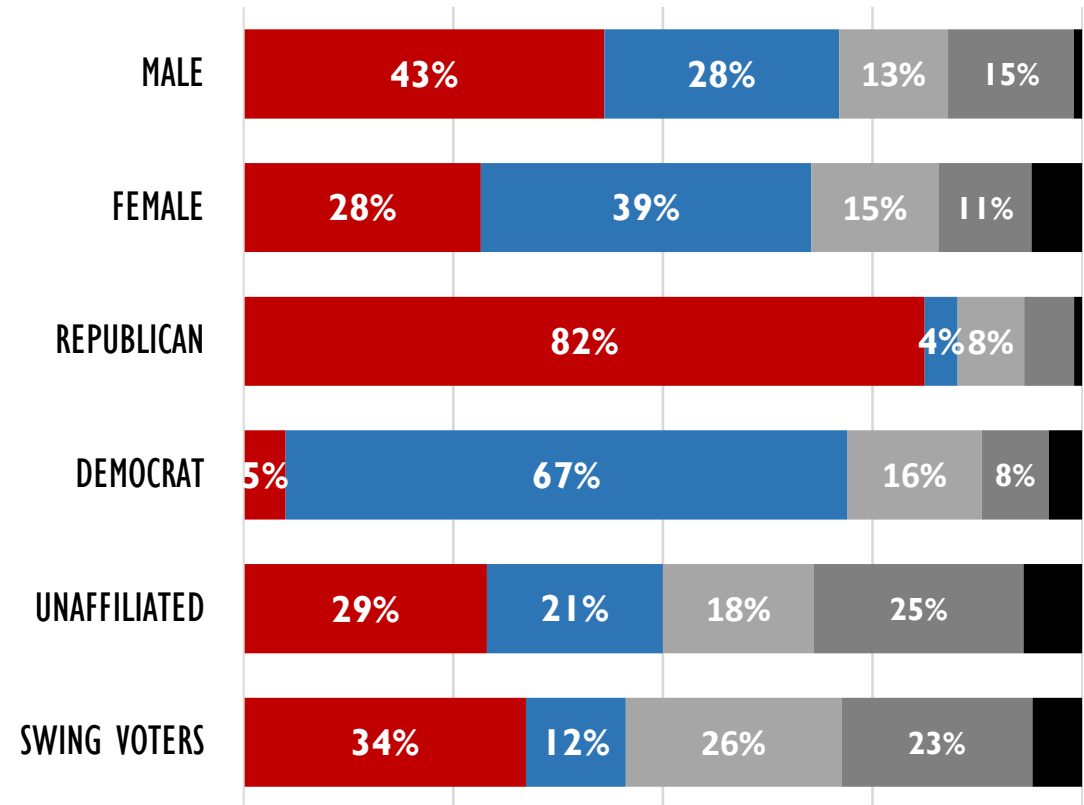
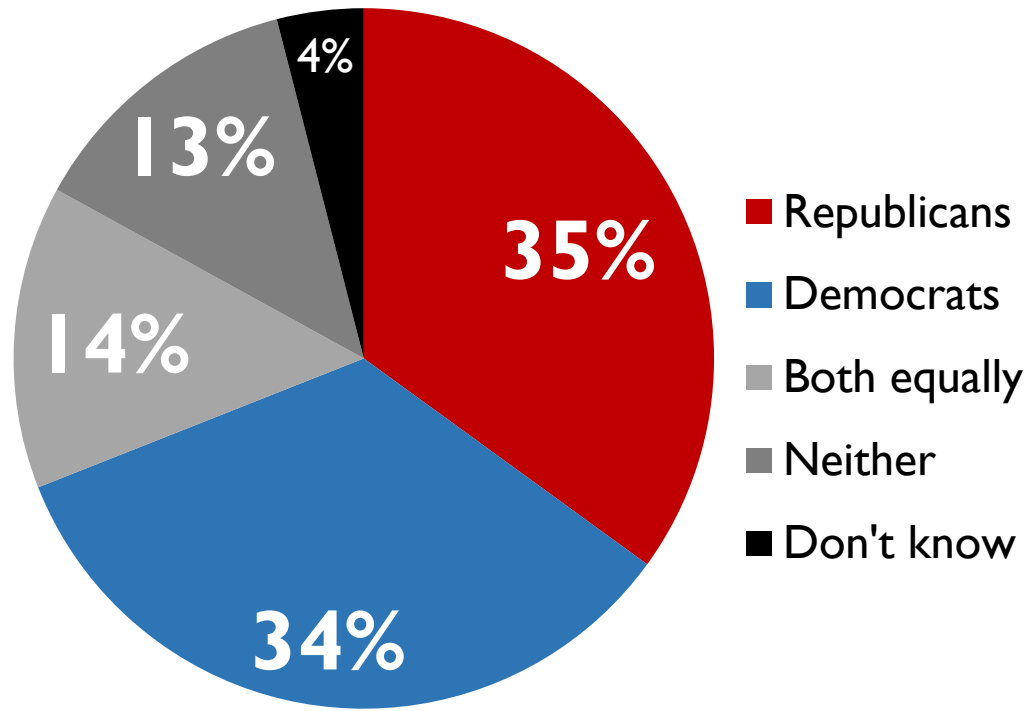
More Less Stay the same Don't know



# Crime: Party Trust on Crime & Public Safety

Overall, voters are split on who they trust more to reduce crime and increase public safety but Republicans are trusted more by Unaffiliated Voters (+8%) and Swing Voters (+22%).

*Which political party do you trust more to reduce crime and increase public safety?*

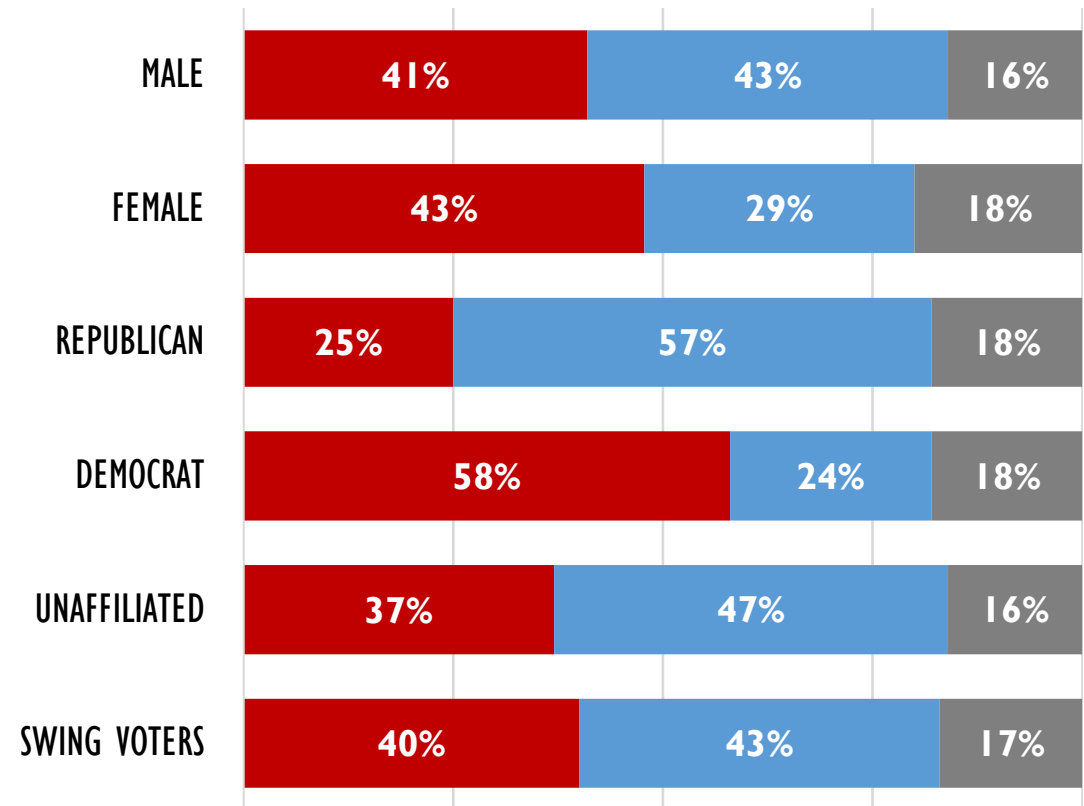
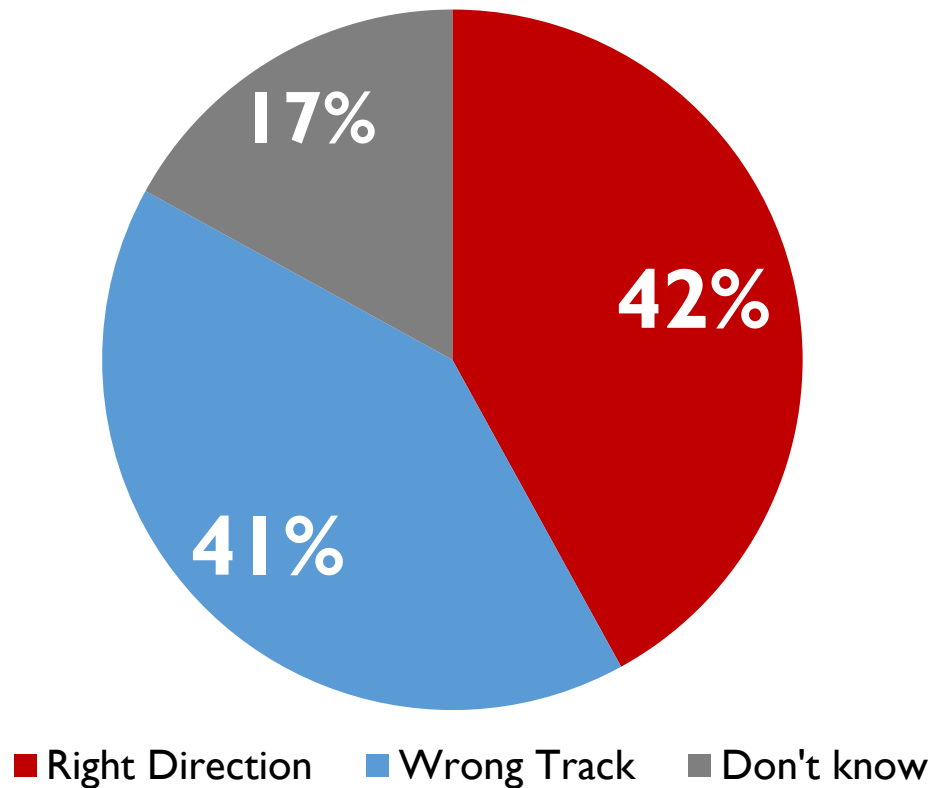


# EDUCATION

# Education: Right Direction / Wrong Track

Less than half (42%) of respondents think that public school education is headed in the right direction. A plurality of Unaffiliated (47%) and Swing Voters (43%) feel that public education has gotten off on the wrong track.

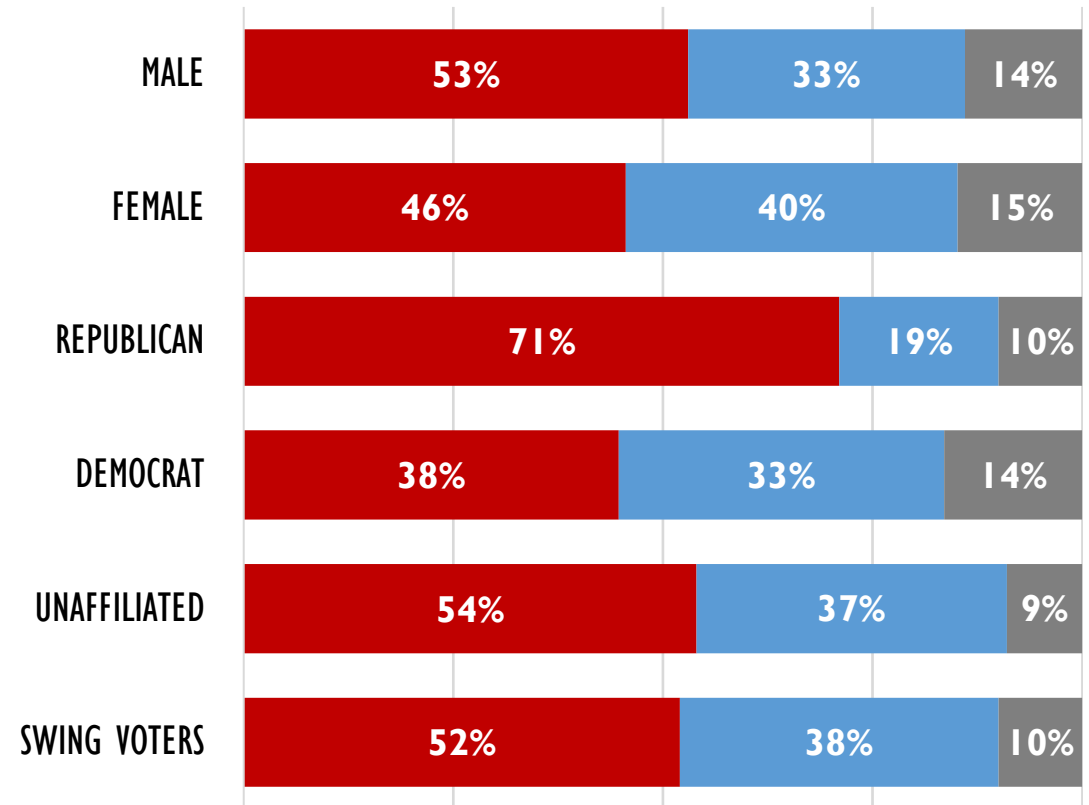
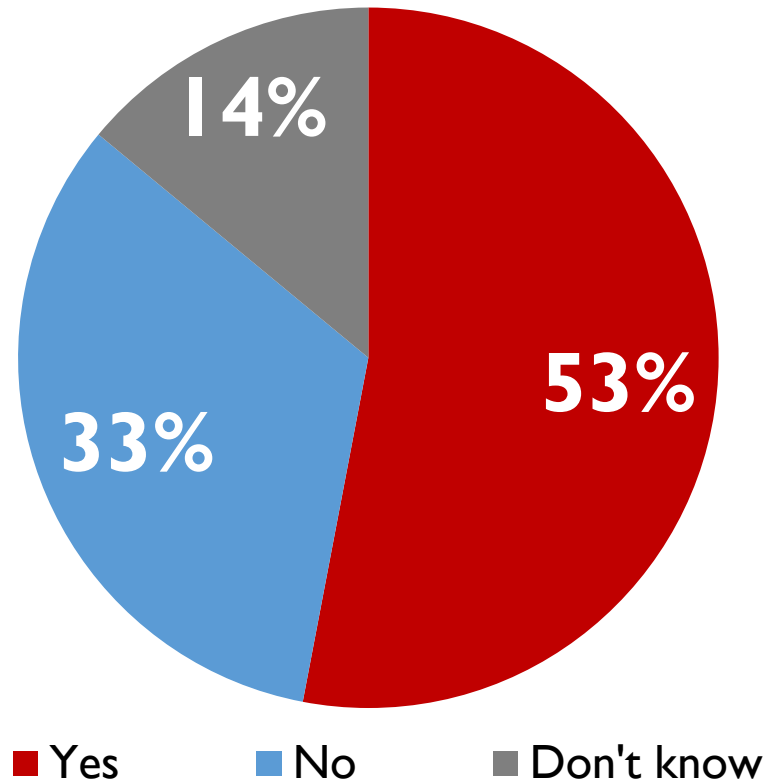
*Generally speaking, do you think public school education in Connecticut is headed in the right direction, or have things gotten off on the wrong track?*



# Education: Curriculum

A majority of respondents (53%) think that the public school curriculum should focus on the basics, including 54% of Unaffiliated Voters and 52% of Swing Voters. A plurality of Democrats (38%) agree.

*Do you agree with the following statement: "Public school curriculum should primarily focus on teaching reading, writing, and STEM (Science/Technology/Engineering/Math) and until this is done, no other topics are worth significant school time?"*



# Education: Party Trust on Education

A plurality of voters (41%) trust the Democratic Party more to improve public school education issues. Females (47%) and Unaffiliated Voters (32%) trust Democrats more, while Men (41%) and Swing Voters (26%) have more trust in Republicans.

*Which political party do you trust more to improve public school education issues?*

