



Pennsylvania Midterm Elections 2022

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ABOUT THE POLL

What Is the CD Media Big Data Poll?

The CD Media Big Data Poll is a survey sponsored by Creative Destruction Media, LLC (CD Media) and conducted by the independent polling firm, Big Data Poll. Beginning in 2021, the partnership has resulted in polling that has accurately predicted the Virginia Gubernatorial Election, as well as primary winners in Georgia and Arizona.

Scope of Survey

- Likely Voter Screens
- Presidential Approval Rating
- 2024 Presidential Vote Preference Rematch
- 2022 Gubernatorial Vote Preference
- 2022 Senatorial Vote Preference
- Generic Ballot
- Most Important Issues

Methodology and Monthly Summary

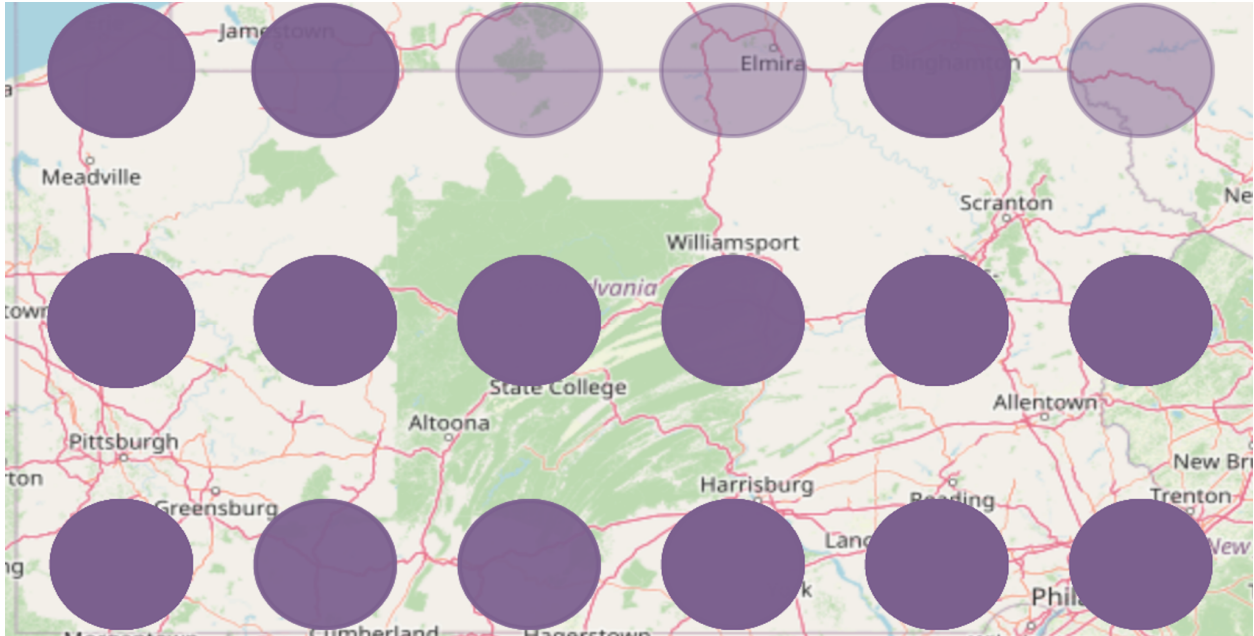
The CD Media Big Data Poll for the Pennsylvania Midterm Elections was conducted by Big Data Poll and interviewed 927 likely general election midterm voters statewide via Peer-2-Peer SMS/OSP from August 30 to September 1, 2022. The overall survey sampling error is $\pm 3.2\%$ at a 95% confidence interval. It's important to note that sampling errors for subgroups are higher. Results are weighted to represent statewide voter file (Aristotle) demographics to include gender, age, race and ethnicity, education and region. The proprietary likely voter model is determined by both self-reported likelihood and vote history. The full crosstabs can be viewed on [MarketSight](#).

Who Sponsors the Poll?

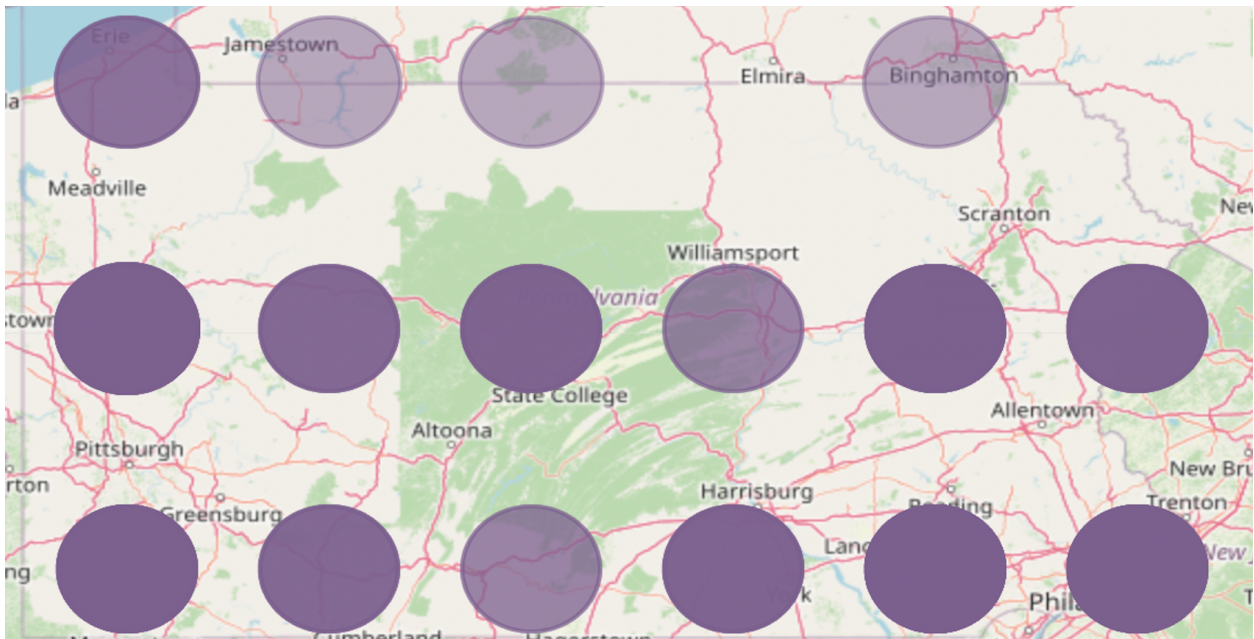
The CD Media Big Data Poll is sponsored by Creative Destruction Media, LLC. (CD Media).

RESPONSE MAPS

Peer-2-Peer SMS Participation



OSP Participation



DEMOGRAPHIC SAMPLES

Subgroup Representation Tables

Demographic	Sample Size	Sample %
Party Detail		
Republican	390	42.1
Democrat	374	40.3
Independent / Other	163	17.6
Ideology		
Liberal	211	22.8
Moderate	384	41.4
Conservative	332	35.8
Gender		
Male	451	48.7
Female	476	51.3
Race		
White (NOT Hispanic)	785	84.7
Black / African American	97	10.5
Hispanic / Latino	30	3.2
Asian / Other	15	1.6
Religion		
Protestant / Other Christian	404	43.6
Catholic	277	29.9
Another religion	92	9.9
No religion	154	16.6
Education		
HS/ Less	279	30.1
Some / Associate	285	30.7

Demographic	Sample Size	Sample %
Undergraduate	235	25.3
Postgraduate	129	13.9
Income		
Under \$30,000	87	9.4
\$30,000 - \$49,999	153	16.5
\$50,000 - \$99,999	301	32.5
\$100,000 - \$199,999	301	32.5
\$200,000 or more	84	9.1
Age Detail		
18-24	51	5.5
25-29	57	6.2
30-39	116	12.5
40-49	140	15.1
50-64	319	34.4
65+	244	26.3
Region		
Philadelphia	88	9.5
Southeast	46	20.5
Dutch	82	8.8
Northeast	161	17.4
Central	197	21.1
Allegheny	93	10.0
West	167	18.0

WEIGHTING BY REGION

Regional Definitions By County

The CD Media Big Data Poll notably adds two additional regions than traditional exit polls in Pennsylvania and weights accordingly: Dutch and Allegheny. This is done to ensure better representation in rural and suburban areas due to higher participation rates in higher population centers and more metro areas.

Philadelphia: Philadelphia County

Southeast: Bucks, Chester, Delaware, Montgomery

Northeast: Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Schuylkill, Susquehanna, Wayne, Wyoming

Dutch: Adams, Berks, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry, York

Central: Armstrong, Bedford, Blair, Bradford, Cameron, Centre, Clarion, Clearfield, Clinton, Columbia, Elk, Forest, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, McKean, Mifflin, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga, Union, Venango, Warren

West: Beaver, Butler, Cambria, Crawford, Erie, Fayette, Greene, Lawrence, Mercer, Somerset, Washington, Westmoreland

Allegheny: Allegheny

SAMPLE DESIGN

Voter File Query Parameters

The following voter file parameter represents the query used to pull a targeted random sample from the National Voter File Database:

State Select State is (Pennsylvania) and (Exclude Deceased AND Exclude Movers) 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 Survey 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	7%
25-29	9%
30-39	16%
40-49	17%
50-64	30%
65+	21%