

# navigating *the* \*battleground

Friday, February 2<sup>nd</sup>, 2024

Mike Johnson and  
Republican Lawmakers'  
Agenda



Credit: Phil Roeder/Creative Commons

**IMPACT**  
RESEARCH

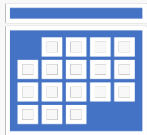
# Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between January 11-15, 2024. Trended results from the October, July and April surveys are from interviews conducted between October 19-25, 2023, July 6-12, 2023 and April 20-27, 2023, respectively.



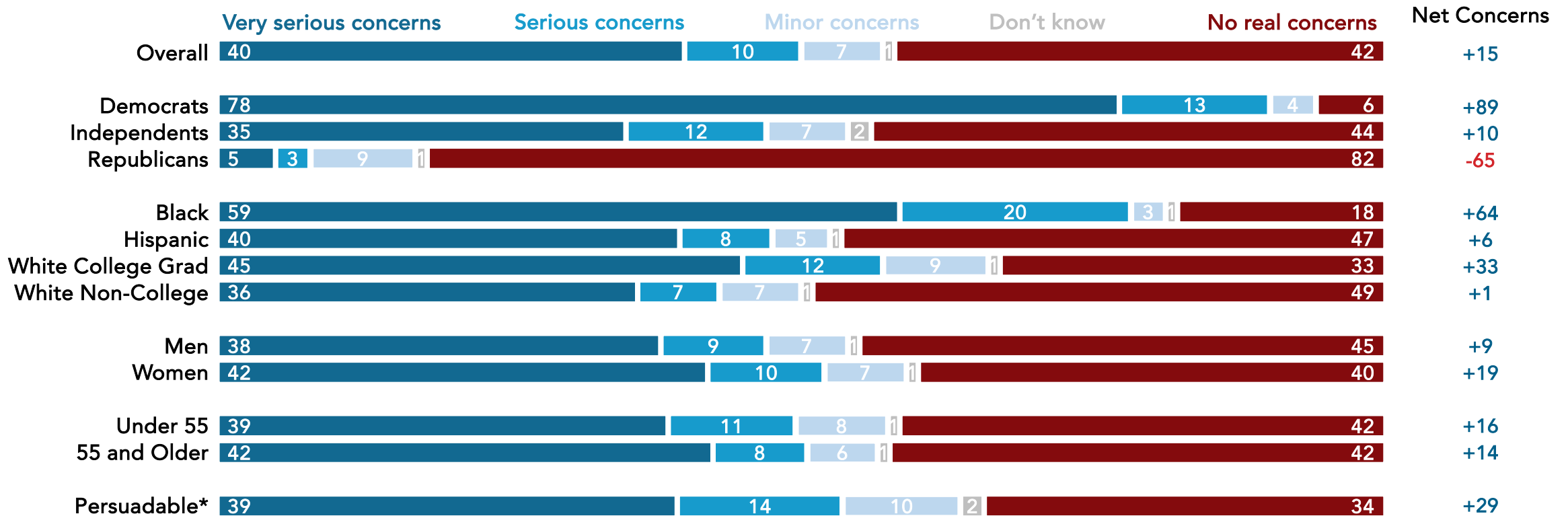
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- **Most battleground constituents view the events of January 6<sup>th</sup> as a deliberate attempt to disrupt the peaceful transfer of power.** This includes a majority of independents; only one in three dismiss January 6<sup>th</sup> as a one-time incident that's in the past.
- **Mike Johnson is unpopular among those who know him, but many can't identify him unless he's described as the current speaker.** Even with a description, most opinions are soft.
- **Majorities of battleground constituents express very serious concerns about Mike Johnson and Republican lawmakers' agenda.** The top concerns include cutting Social Security, banning abortion, and rigging the tax system in favor of the wealthy.

# An Event Like January 6<sup>th</sup> Happening Again is a Serious Concern for Many, Though Nearly as Many Have No Real Concerns

As you may recall, on January 6, 2021, Donald Trump supporters broke into the U.S. Capitol with the goal of stopping the 2020 presidential election from being certified. How concerned are you that something like that could happen again?

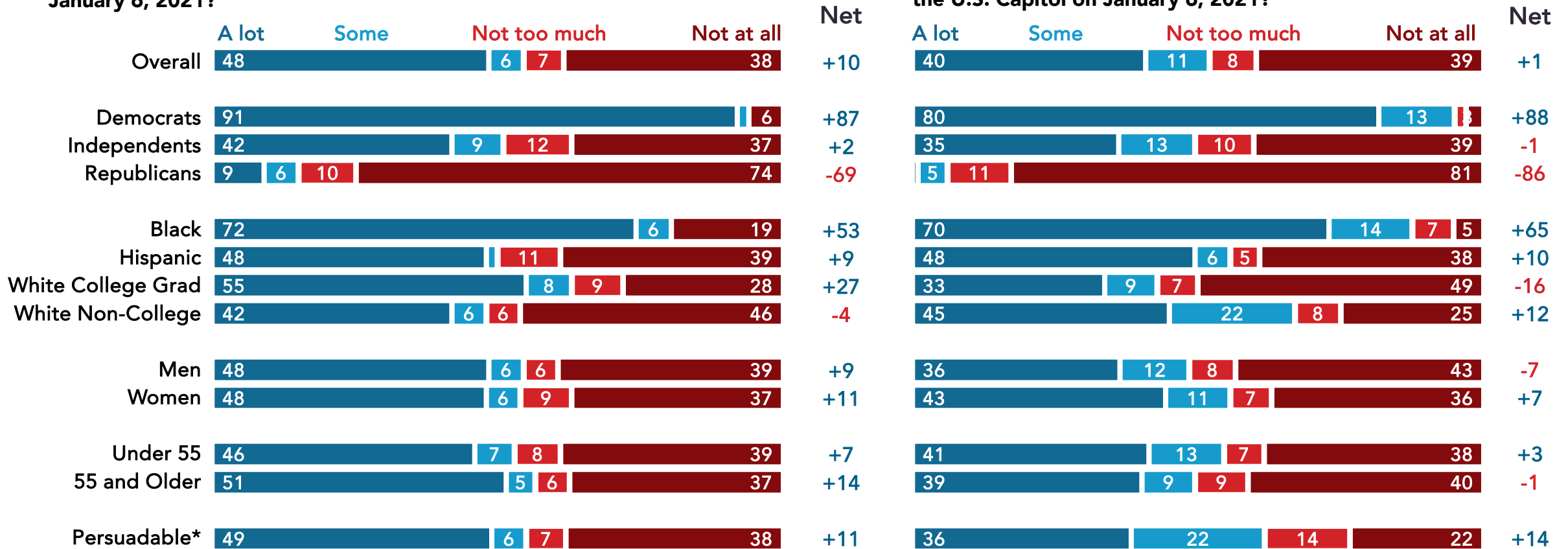


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted January 11-15, 2024.  
 \*\*Persuadable\* are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.  
 For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

# By Double Digits, Constituents Blame Trump For January 6<sup>th</sup>; Fewer Blame Republicans in Congress, But Still a Majority

How much do you blame **Donald Trump** for violence at the U.S. Capitol on January 6, 2021?

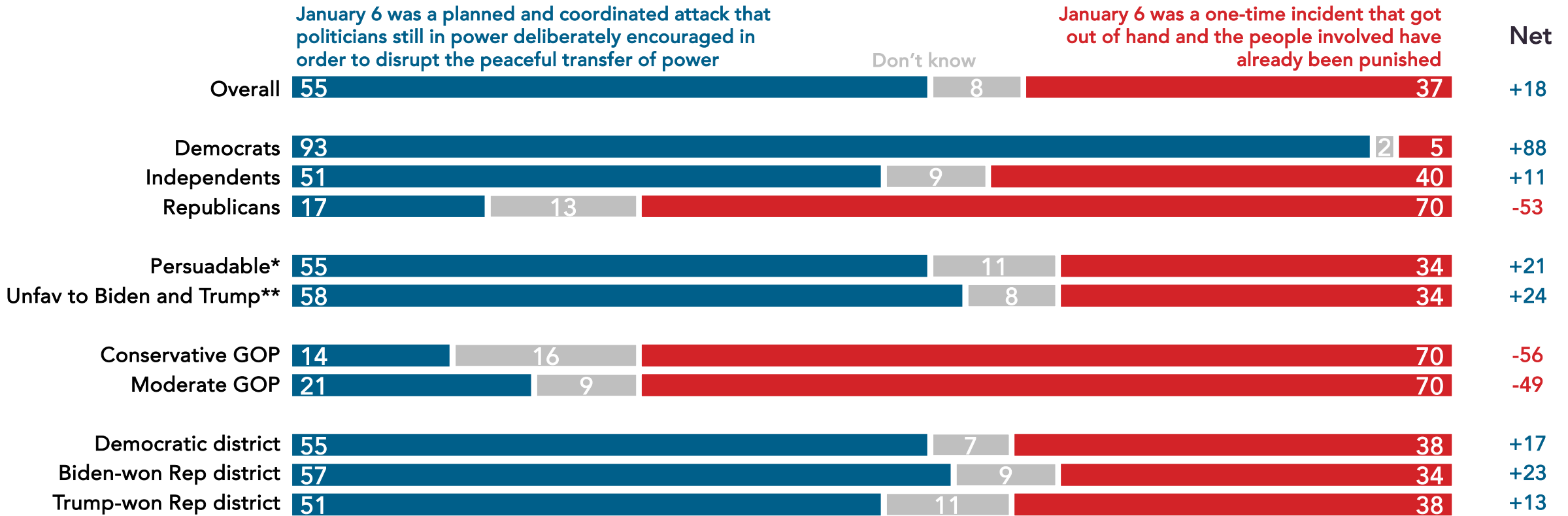
How much do you blame **Republicans in Congress** for violence at the U.S. Capitol on January 6, 2021?



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# Most See January 6<sup>th</sup> as a Deliberate Attempt to Disrupt the Peaceful Transfer of Power

Which of the following do you agree with more, even if neither is exactly right?



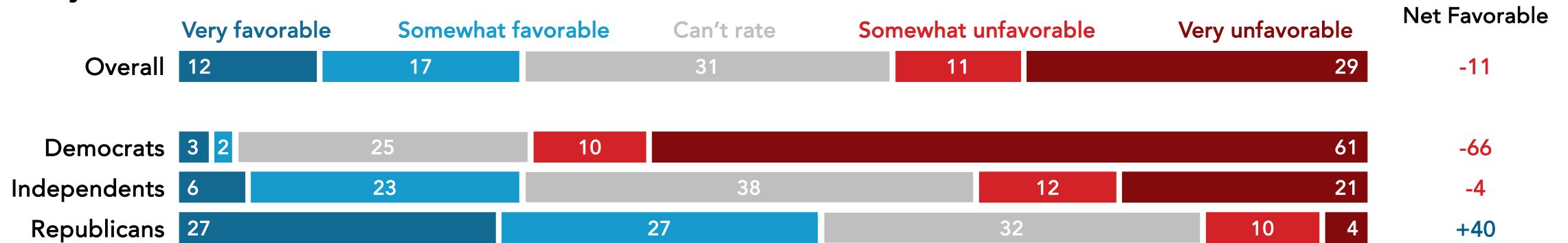
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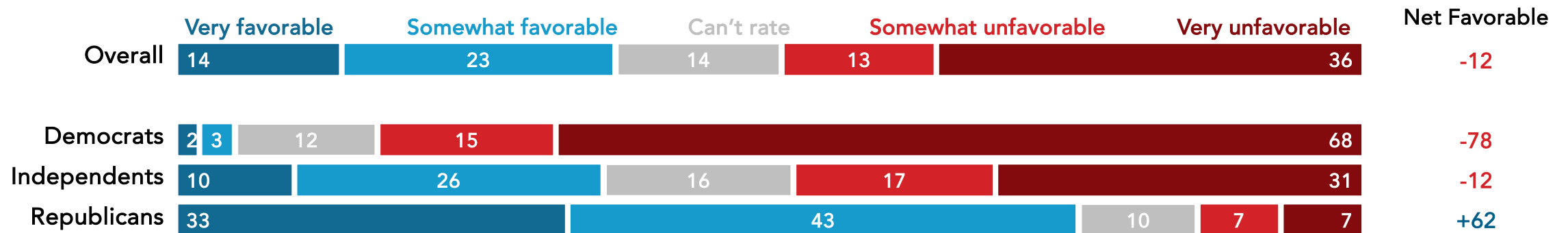
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# Nearly a Third Can't Rate Mike Johnson Today; Among Those Who Can, They View Him More Negatively Than Positively

For each one, please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view... **Mike Johnson.**



For each one, please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view... **Speaker of the House Mike Johnson.**



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# Top Concerns on Johnson/Republican Lawmakers' Agenda: Cuts to Social Security/Medicare, Banning Abortion, Tax Cuts for Wealthy

Here are some statements that people might make about Mike Johnson. For each one, please indicate whether that raises very serious concerns, serious concerns, no real concerns, or no concerns at all for you about Mike Johnson.

*\*/\*\* Split sample*

			Dem.	Ind.	Rep.	Pers.†	Johnson Shifters††
[MJ - SOCIAL SECURITY + EXISTENTIAL] Mike Johnson said that spending on Social Security is an existential threat to the American way of life, and he has called for over \$2 trillion in cuts to Social Security and Medicare and raising the retirement age.*	Very serious concerns	Serious concerns					
	52	12	85	45	25	49	68
[MJ - ABORTION] Mike Johnson supports a national ban on abortion, including in cases of rape, incest, and when the life of the woman is at risk.*	52	9	91	46	16	51	66
[MJ - SOCIAL SECURITY] Mike Johnson has called for over \$2 trillion in cuts to Social Security and Medicare and raising the retirement age.**	51	12	88	45	16	51	59
[MJ - TAX CUT] Mike Johnson supports a tax plan that would cut taxes for the ultra-wealthy and corporations while raising taxes on middle-class families.*	51	11	87	45	18	46	66

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# Battleground Constituents Also Have Serious Concerns About Johnson Voting to Repeal the Affordable Care Act

Here are some statements that people might make about Mike Johnson. For each one, please indicate whether that raises very serious concerns, serious concerns, no real concerns, or no concerns at all for you about Mike Johnson.

*\*/\*\* Split sample*

	Very serious concerns	Serious concerns	Dem.	Ind.	Rep.	Pers.†	Johnson Shifters††
[MJ - OBAMACARE] Mike Johnson has repeatedly voted to repeal the Affordable Care Act and allow insurance companies to raise rates and deny coverage to people with pre-existing conditions.	48	11	86	42	13	46	57
[MJ - TRUMP TAX CUT] Mike Johnson supports Trump's tax plan that would cut taxes for the ultra-wealthy and corporations while raising taxes on middle- class families.	48	8	87	44	7	52	56
[MJ - ABORTION + NATIONALIST] Mike Johnson would bring an extreme view of Christian evangelical ideology... to make all policy... his narrow, extreme worldview should dictate government policy on crucial issues like abortion.*	48	7	89	5	46	50	52

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# Though Still Effective, There is Less Power in Highlighting Johnson's Role in January 6<sup>th</sup> or His Past Comments

Here are some statements that people might make about Mike Johnson. For each one, please indicate whether that raises very serious concerns, serious concerns, no real concerns, or no concerns at all for you about Mike Johnson.

*\*/\*\* Split sample*

	Very serious concerns	Serious concerns	Dem.	Ind.	Rep.	Pers.†	Johnson Shifter††
[MJ - SAME SEX + NATIONALIST] Mike Johnson follows strict Christian teachings and has said that same-sex relationships are unnatural and same-sex marriages will lead to chaos, bestiality, and sexual anarchy, and supports efforts to criminalize same-sex relationships.**	45	8	86	38	6	43	44
[MJ - FEWER WORKERS] Mike Johnson blames the lack of funding for Social Security on women having access to legal abortions because it has led to fewer workers.	44	9	82	39	9	43	48
[MJ - JAN 6] Mike Johnson was an architect of Trump's plot to overturn the 2020 election which led to the January 6 insurrection at the U.S. Capitol and the deaths of police officers.	44	7	85	37	7	41	50
[SAME SEX] Mike Johnson said same-sex relationships are unnatural and same-sex marriages will lead to chaos, bestiality, and sexual anarchy, and supports efforts to criminalize same-sex intimate relationships.*	42	11	81	32	10	37	55

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# When Required to Pick, Constituents' Top Concern About Johnson is Social Security and Medicare Cuts

Which of the following concerns you most about Mike Johnson?

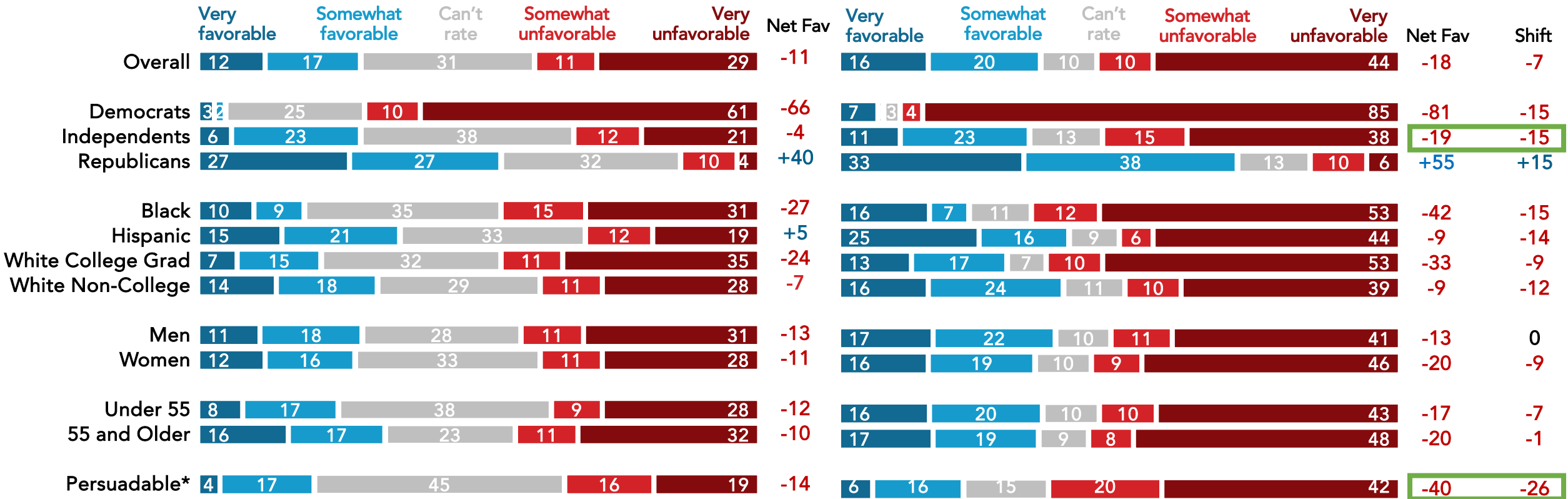
	Overall	Democrats	Independents	Republicans	Pers.*	Johnson Shifters**
His support of making cuts to Social Security and Medicare	21	18	23	26	25	27
His efforts to overturn the 2020 election	20	35	19	6	19	19
His views on abortion	12	18	12	6	13	15
His support of cutting taxes for the ultra-wealthy and corporations	10	11	10	8	14	16
His views on same-sex relationships	6	9	6	4	5	7
His support of repealing Obamacare	3	5	3	3	2	4

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# Exposure to House Republicans' Agenda Decreases Johnson's Popularity, Particularly Among Independents and Persuadables

## Mike Johnson Favorability – BEFORE MESSAGING

## Mike Johnson Favorability – AFTER MESSAGING



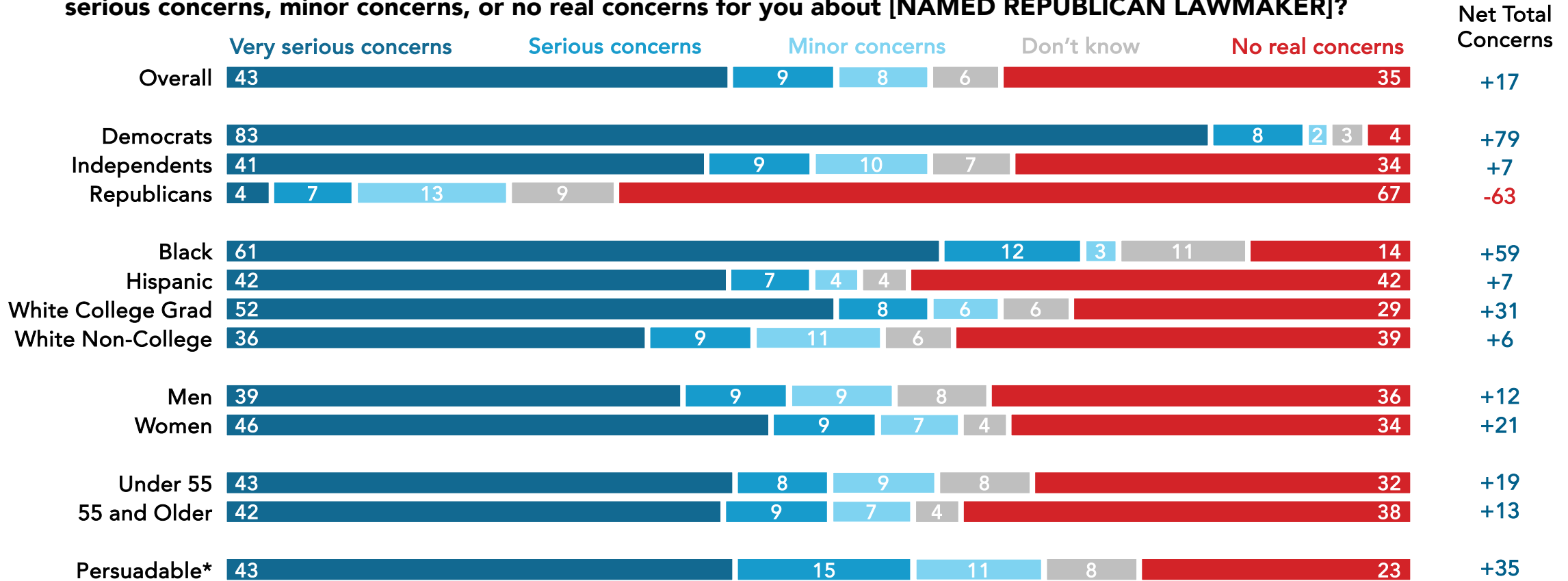
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# Learning Their Republican Representative Supports Mike Johnson's Agenda is Deeply Concerning to Constituents

If you learned that [NAMED REPUBLICAN LAWMAKER] supported Mike Johnson's agenda, would that raise very serious concerns, serious concerns, minor concerns, or no real concerns for you about [NAMED REPUBLICAN LAWMAKER]?



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# Appendix: Congressional Districts Included In Sample

Dem Districts			Rep Districts - Biden		Rep Districts - Trump		Open Seat
AK-01	MN-02	OR-06	AZ-01	NY-17	CA-41	TX-15	NY-03
CA-49	NC-01	PA-07	AZ-06	NY-19	CO-03	WI-01	
CO-08	NC-13	PA-08	CA-13	NY-22	FL-07	WI-03	
CT-05	NH-01	PA-17	CA-22	OR-05	FL-13		
IL-13	NM-02	VA-07	CA-27	PA-01	FL-27		
IL-17	NV-03	WA-03	CA-40	VA-02	IA-01		
IN-01	NV-04	WA-08	CA-45		IA-02		
KS-03	NY-18		NE-02		IA-03		
ME-02	OH-01		NJ-07		MI-10		
MI-03	OH-09		NY-01		MT-01		
MI-08	OH-13		NY-04		NY-02		

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## About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. **Navigator** is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from January 11-15, 2024. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator  
or Navigating the  
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