

# navigating *the* \* **battleground**

Friday, September 13<sup>th</sup>

Views of Taxes in the  
Battleground



**IMPACT**  
RESEARCH

# Methodology



Impact Research conducted a survey of N=1,500 likely 2024 general election voters in 61 battleground congressional districts.



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



Interviews were conducted between August 7 – August 12, 2024.



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.

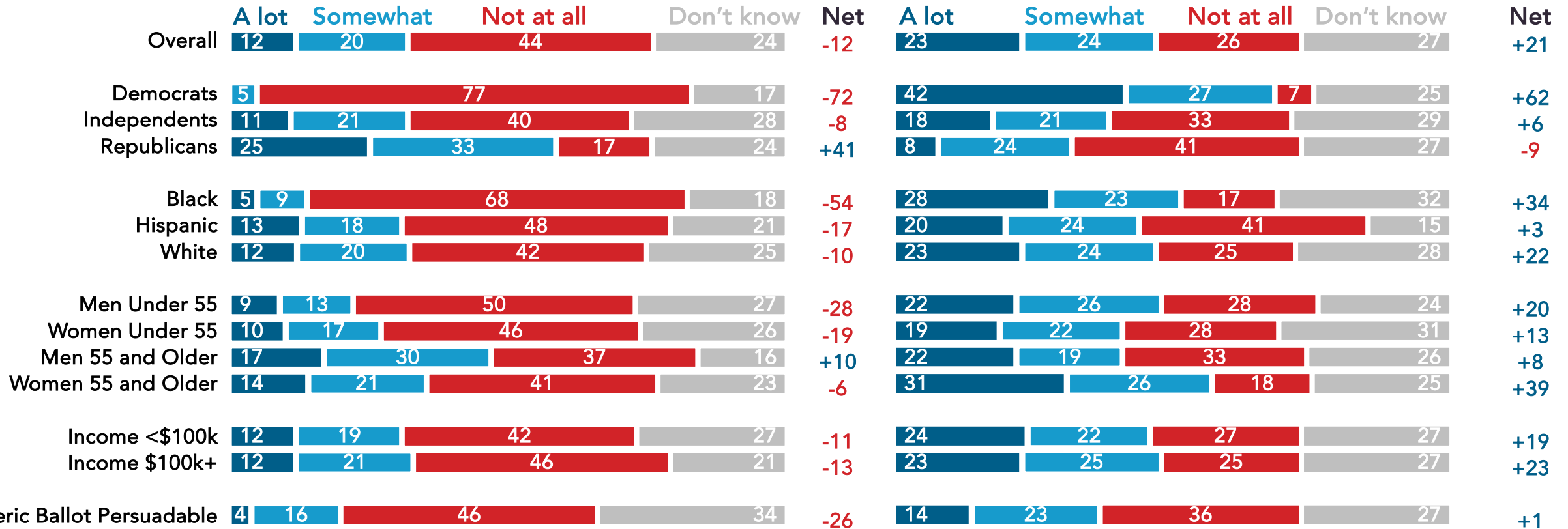
# Key Takeaways

- By a 21-point margin, battleground constituents say Democratic incumbents will work to have the wealthy pay their fair, while a plurality say they do not trust Republican incumbents to make the wealthy pay their fair share at all.
- A majority of battleground constituents think Republican tax policies favor the wealthy and corporations, while a plurality think Democratic tax policies favor the middle and working class.
- The Trump tax cuts are unpopular with limited information, as opposition increases when constituents learn more about it.
- If the Trump tax cuts are made permanent, battleground constituents believe their own taxes would go up, while the wealthy and corporations would stay the same or go down.

# Democratic Incumbents Are More Trusted to Make Sure the Wealthy Pay Their Fair Share

For each one, please indicate whether you trust [NAMED REPUBLICAN INCUMBENT] to handle ensuring the wealthy pay their fair share in taxes a lot, somewhat, or not at all.

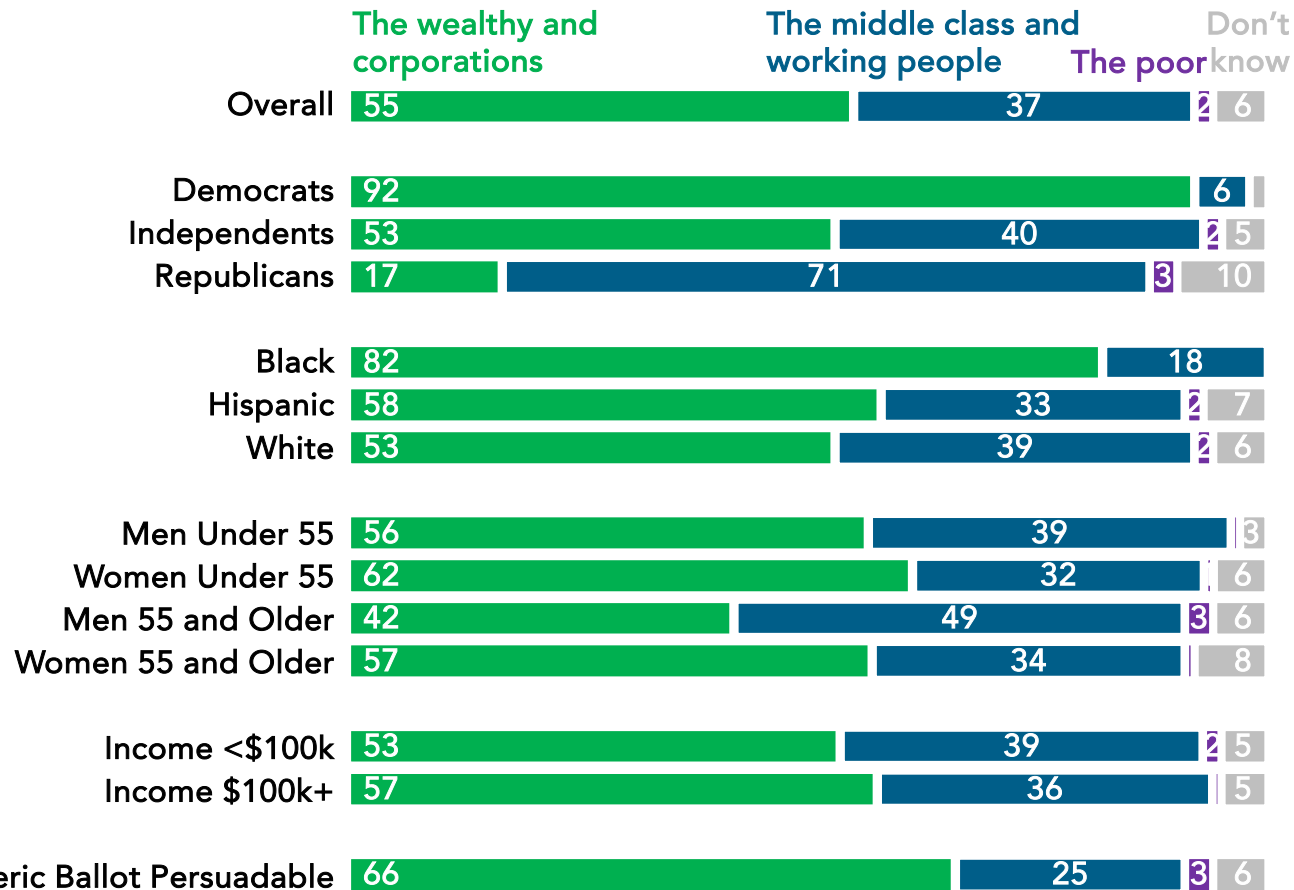
For each one, please indicate whether you trust [NAMED DEMOCRATIC INCUMBENT] to handle ensuring the wealthy pay their fair share in taxes a lot, somewhat, or not at all.



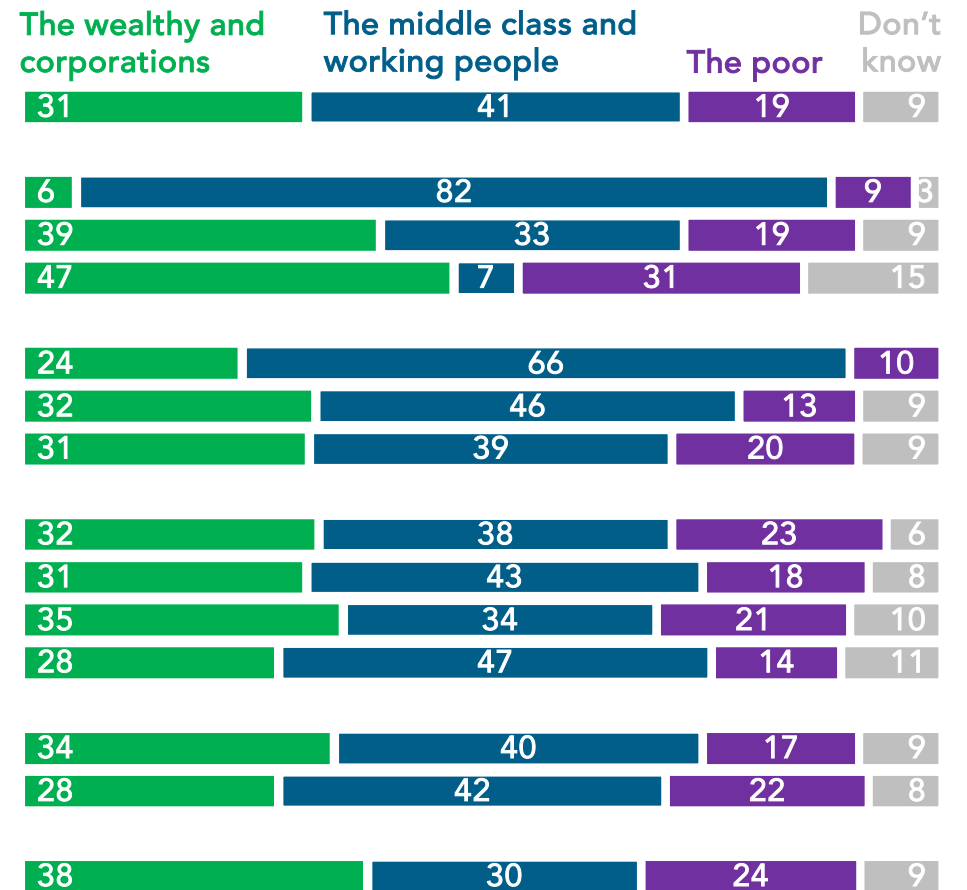
\*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.  
 Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7 - 12, 2024.  
 For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

# A Majority of Battleground Constituents, Including Independents, Think Republican Tax Policies Favor the Wealthy and Corporations

From what you know, do **Republican** tax policies most favor:



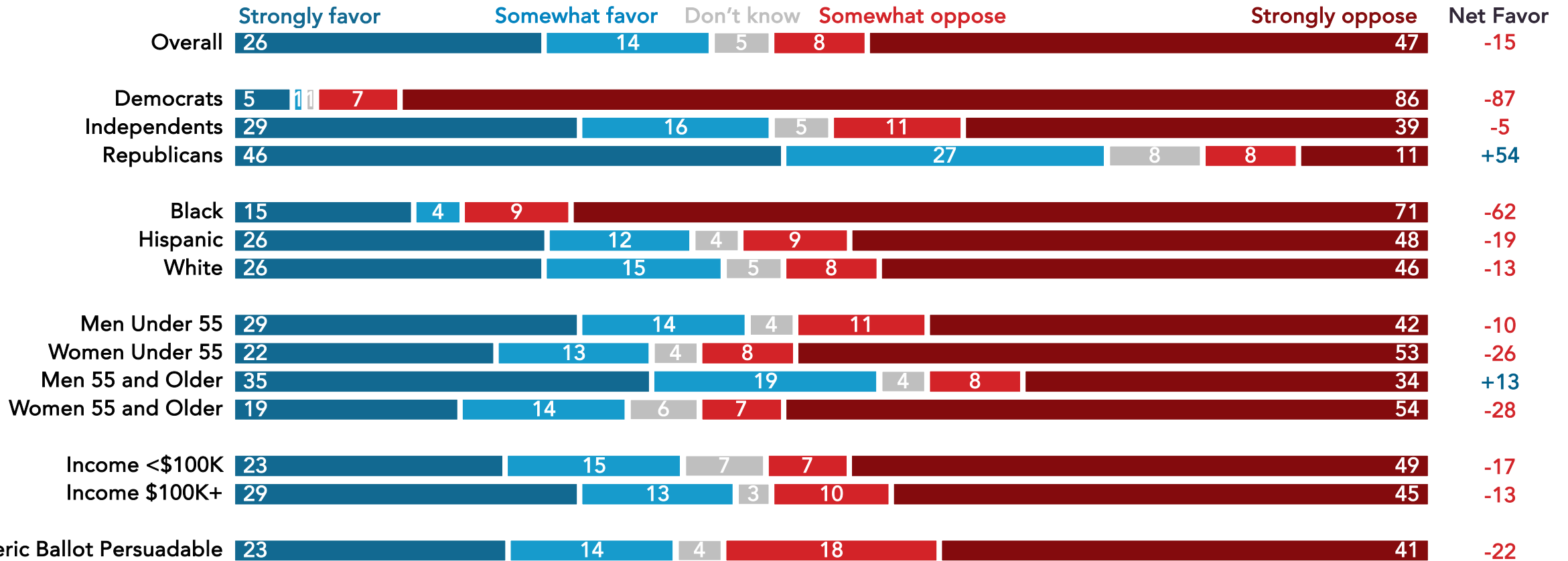
From what you know, do **Democratic** tax policies most favor:



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# A Majority of Battleground Constituents Oppose the Trump Tax Cuts, Including Half of Independents

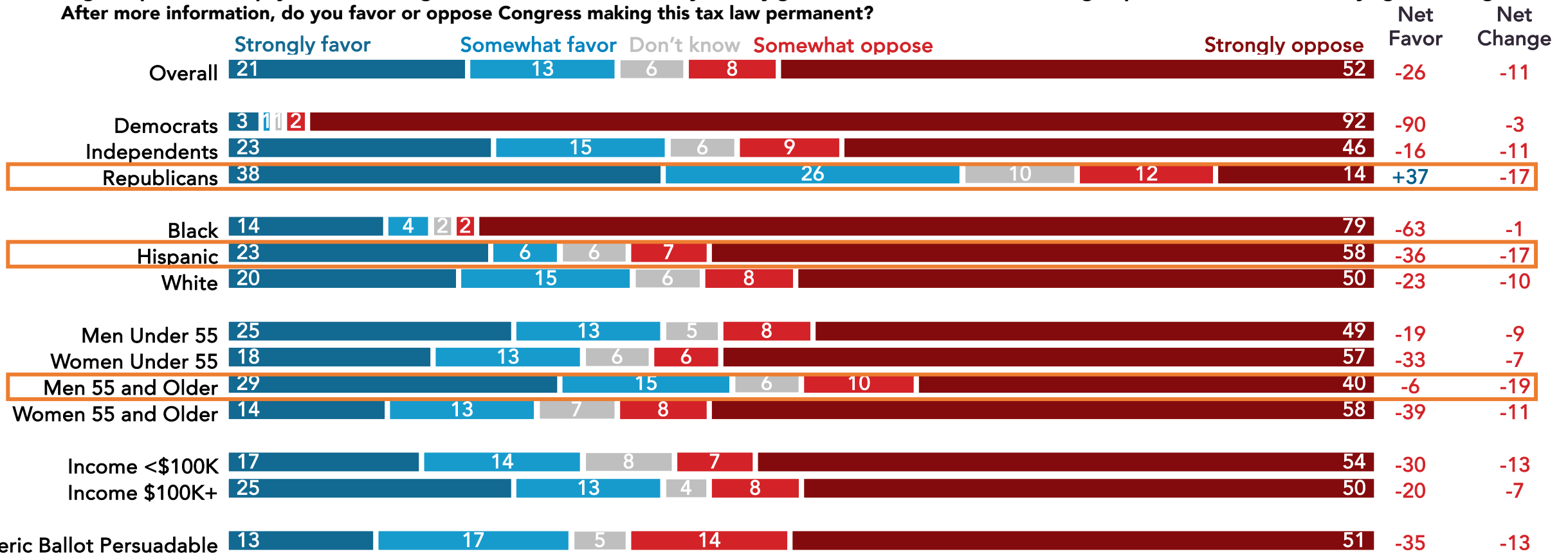
As you may know, in 2017 President Trump and Republicans in Congress passed a law that gave tax breaks to the wealthy and corporations. Many of these tax rates will expire in 2025, unless Congress votes to make them permanent. From what you know, do you favor or oppose Congress making this tax law permanent?



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# Opposition to Making the Trump Tax Cuts Permanent Grows After a Brief Description

The tax law that Republicans in Congress passed in 2017 benefited the wealthy and corporations by handing them significant tax breaks while it did next to nothing for middle class and working people. Extending the tax cuts would give wealthy foreign investors a tax break of roughly \$24 billion in just one year and could allow large corporations to pay next to nothing in federal income taxes. They already gave massive tax breaks to these groups back in 2017 and are trying to do it again. After more information, do you favor or oppose Congress making this tax law permanent?



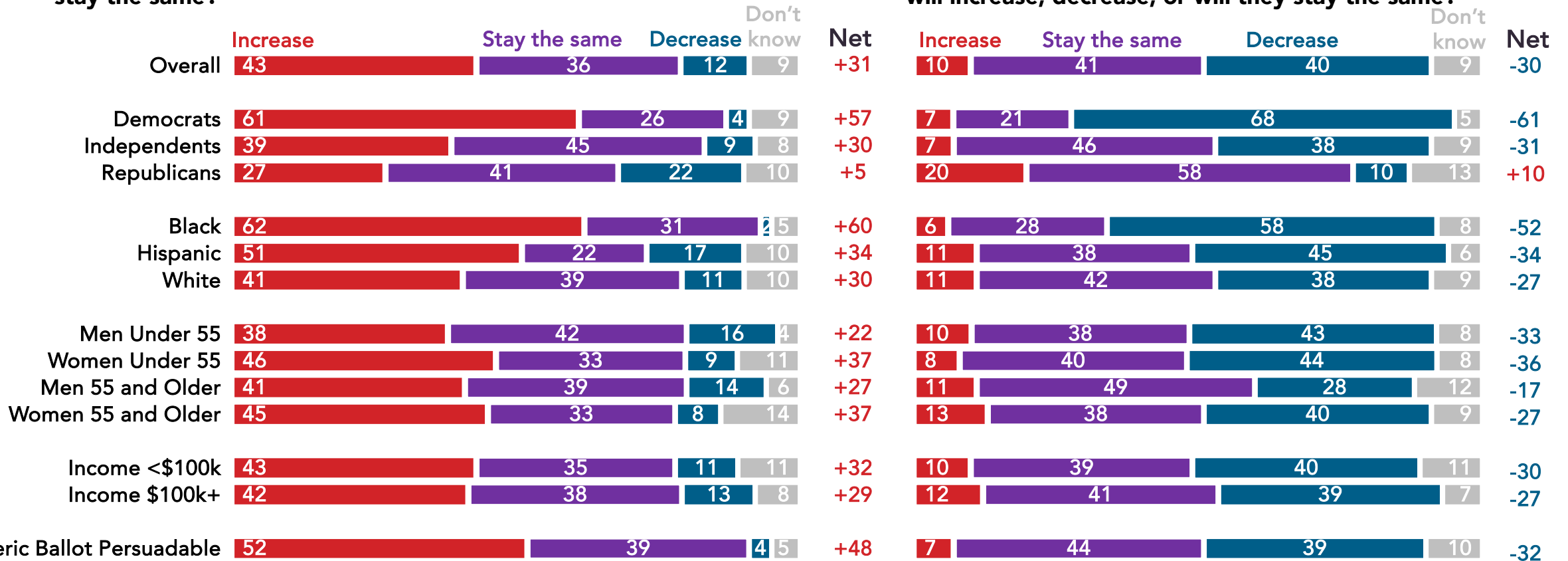
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# A Plurality of Battleground Constituents Think Their Taxes Will Increase if the Trump Tax Cuts Are Made Permanent

Regardless of your views on the tax bill you just read about, if it passes do you think your taxes will increase, decrease, or will they stay the same?

Regardless of your views on the tax bill you just read about, if it passes do you think taxes on the wealthy and corporations will increase, decrease, or will they stay the same?

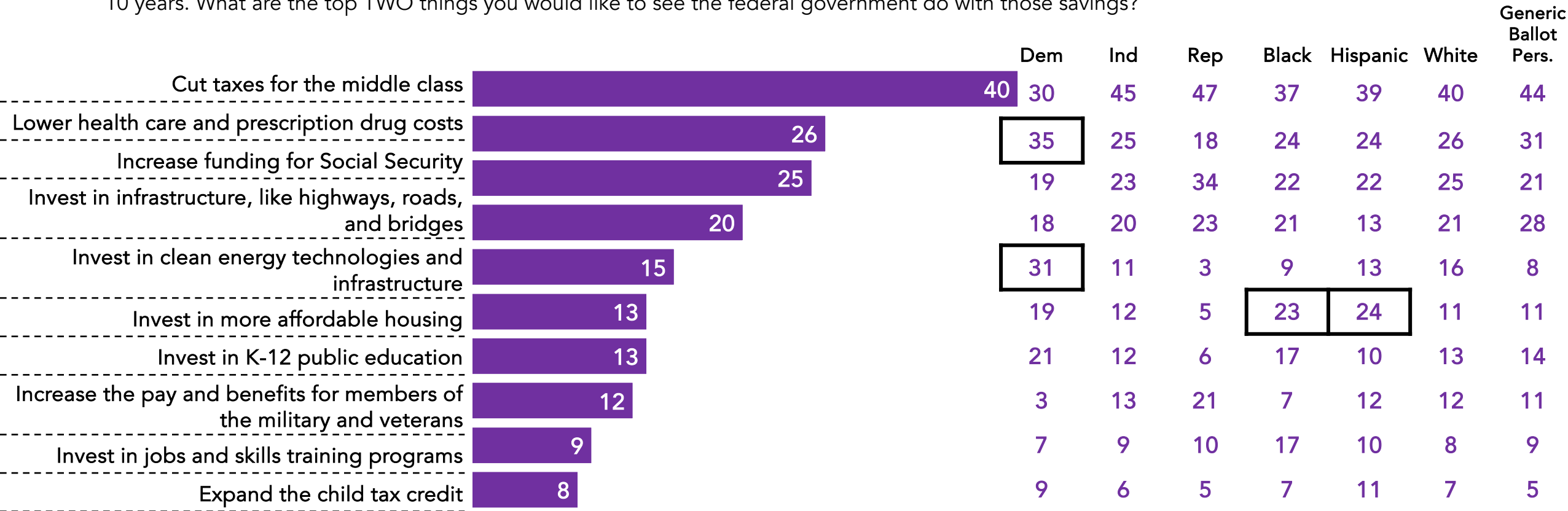


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# With Money Saved From Letting the Trump Tax Cuts Expire, Battleground Constituents Prioritize Pocketbook Relief

Supporters of letting the tax cuts expire say that the federal government will save nearly \$4 trillion over the next 10 years. What are the top TWO things you would like to see the federal government do with those savings?



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# Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Biden		Rep Incumbent - Trump	
AK-01	MN-02	OH-13	AZ-01	NY-17	CA-41	TX-15
CA-49	NC-01	OR-06	AZ-06	NY-19	CO-03	WI-01
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03
CT-05	NH-01	PA-08	CA-22	OR-05	FL-13	
IL-13	NM-02	PA-17	CA-27	PA-01	FL-27	
IL-17	NV-03	VA-07	CA-40	VA-02	IA-01	
IN-01	NV-04	WA-03	CA-45		IA-02	
KS-03	NY-03	WA-08	NE-02		IA-03	
ME-02	NY-18		NJ-07		MI-10	
MI-03	OH-01		NY-01		MT-01	
MI-08	OH-09		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 August 7 - 12, 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.

For Press inquiries contact:

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To learn more about Navigator  
or Navigating the  
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<http://navigatorresearch.org>

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