

navigating *the* *battleground

Thursday, March 21st, 2025

Battleground Constituents
on Republican Economic
Policy



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election voters in 62 battleground congressional districts.



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



Interviews were conducted between February 21 – February 25, 2025.



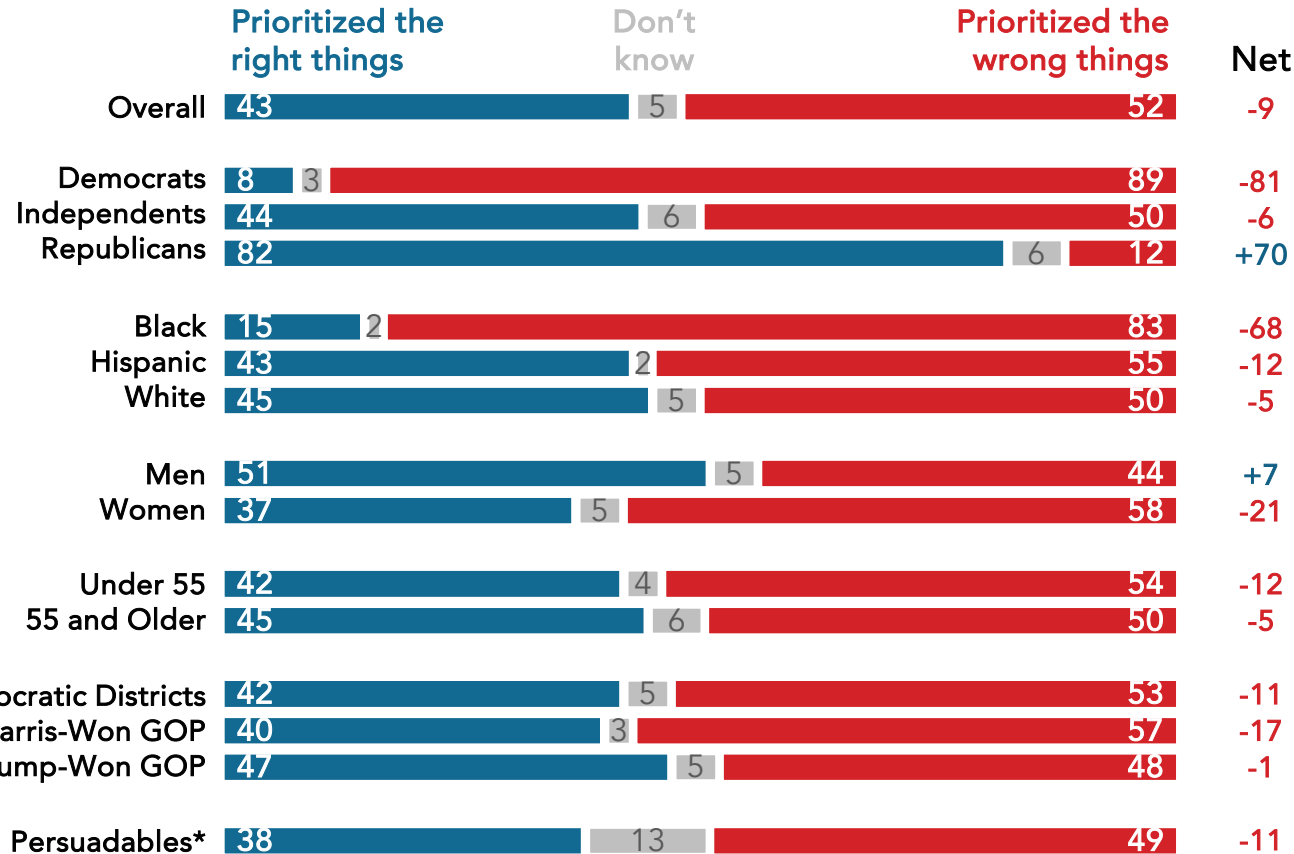
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

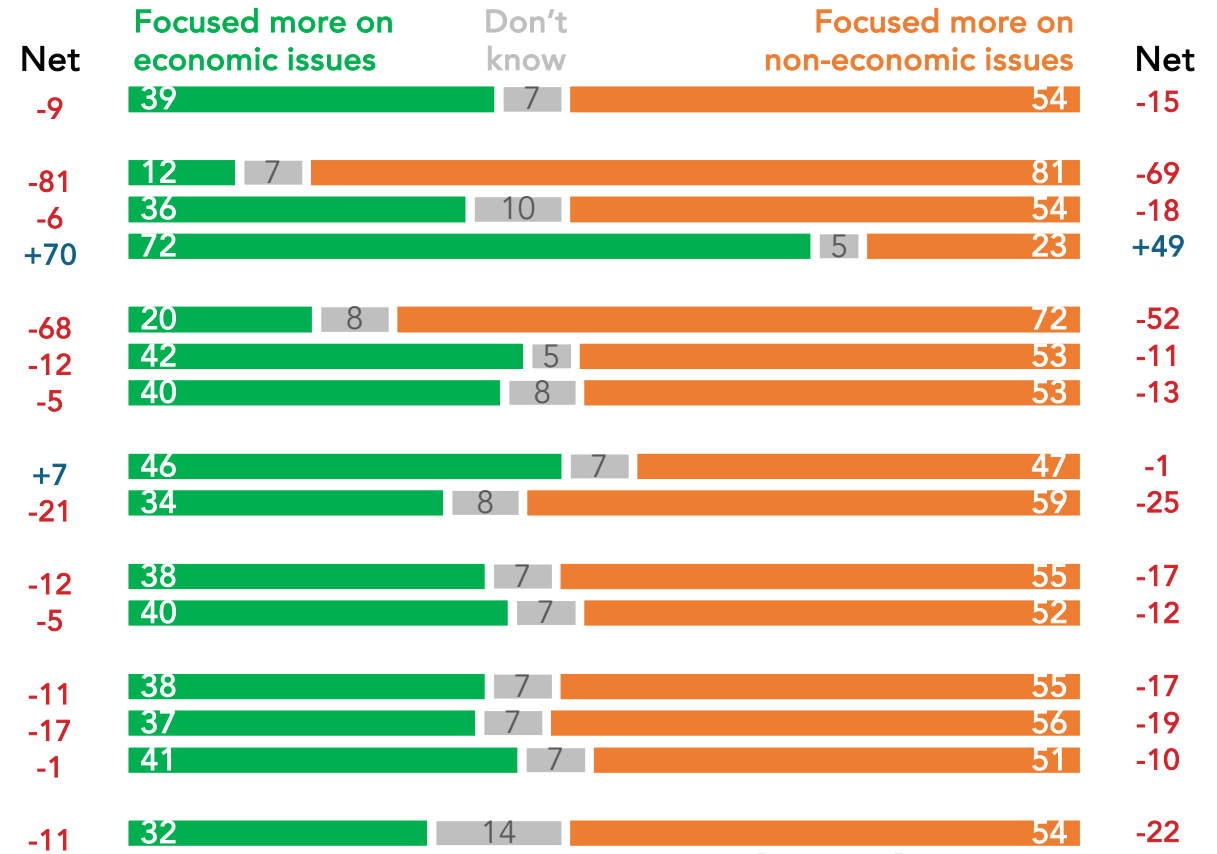
- **A majority of battleground constituents think Republicans and Trump are prioritizing the wrong things, and a similar share believe Trump and Republicans are more focused on non-economic issues.** Most battleground constituents think Republican economic policies most favor the wealthy, while fewer than four in ten think their policies favor the middle class and working people.
- **The Republican tax plan is opposed by double digits as constituents don't view the tax cuts as a priority.** The most effective messages spell out that the most wealthy and corporations will overwhelmingly benefit from the tax plan and that working people stand to lose critical programs like Medicaid, education funding, and child care because of the plan.
- **Most battleground constituents think that Americans will pay higher prices due to tariffs and that companies will pass on their increased costs to consumers.** Increases on everyday products such as food costs and gas prices are seen as most concerning.
- **Three in five battleground constituents want Democrats in Congress to stand up to efforts to cut taxes for billionaires and large corporations.** Nine in ten Democrats, three in five independents, and even three in ten Republicans want Democrats in Congress to stand up to efforts to cut taxes for the wealthy.

A Majority Believes Republicans Are Prioritizing the Wrong Things and Are Focused More on Non-Economic Issues

Since having control, have Republicans in Congress:



Which of the following comes closer to your view? Trump and Republicans in Congress have:

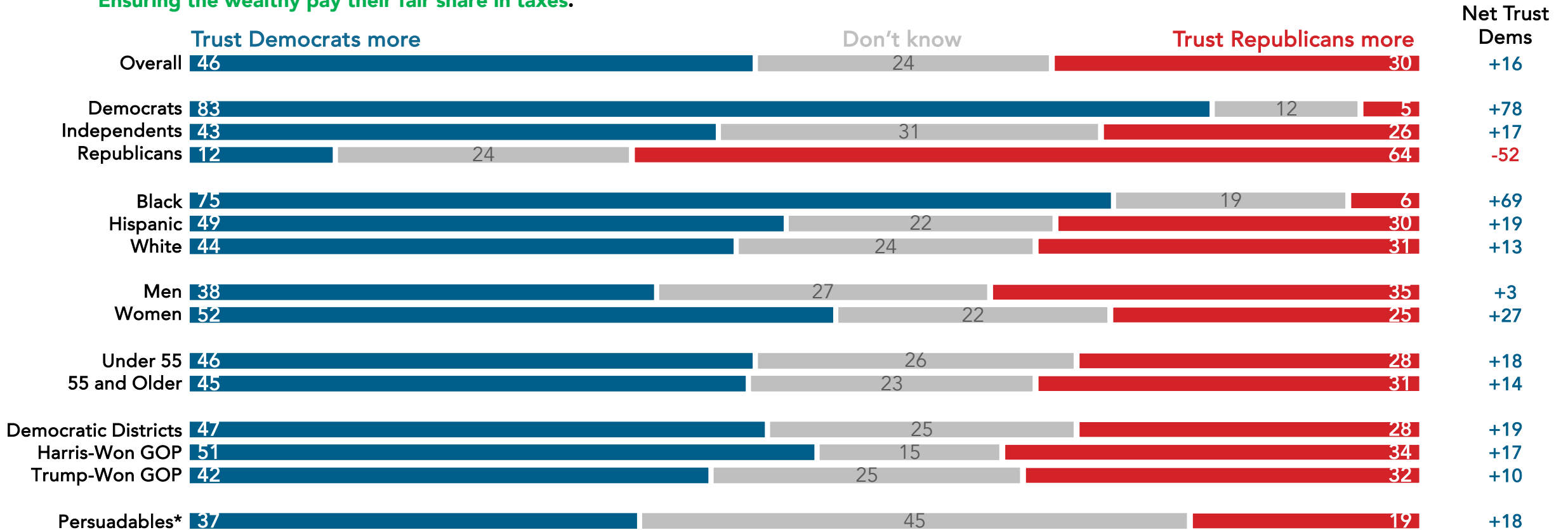


Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.
 Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
 For more info, visit navigatortorresearch.org/battleground.

Democrats Are More Trusted Than Republicans on “Ensuring the Wealthy Pay Their Fair Share in Taxes”

Here are some issues facing the country. For each of the following, do you trust Democrats in Congress much more, Democrats in Congress somewhat more, Republicans in Congress somewhat more, or Republicans in Congress much more. If you trust neither, both, or unsure, just indicate that...

Ensuring the wealthy pay their fair share in taxes.



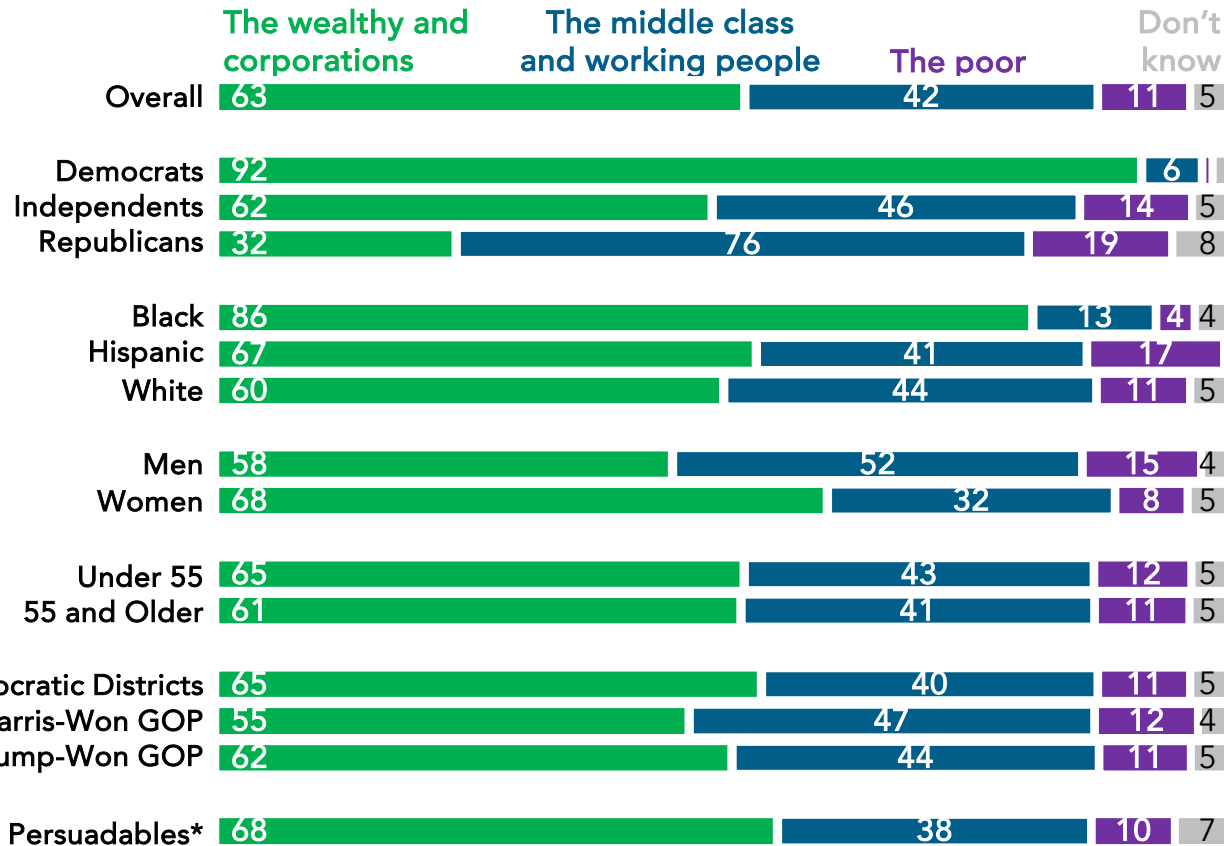
Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

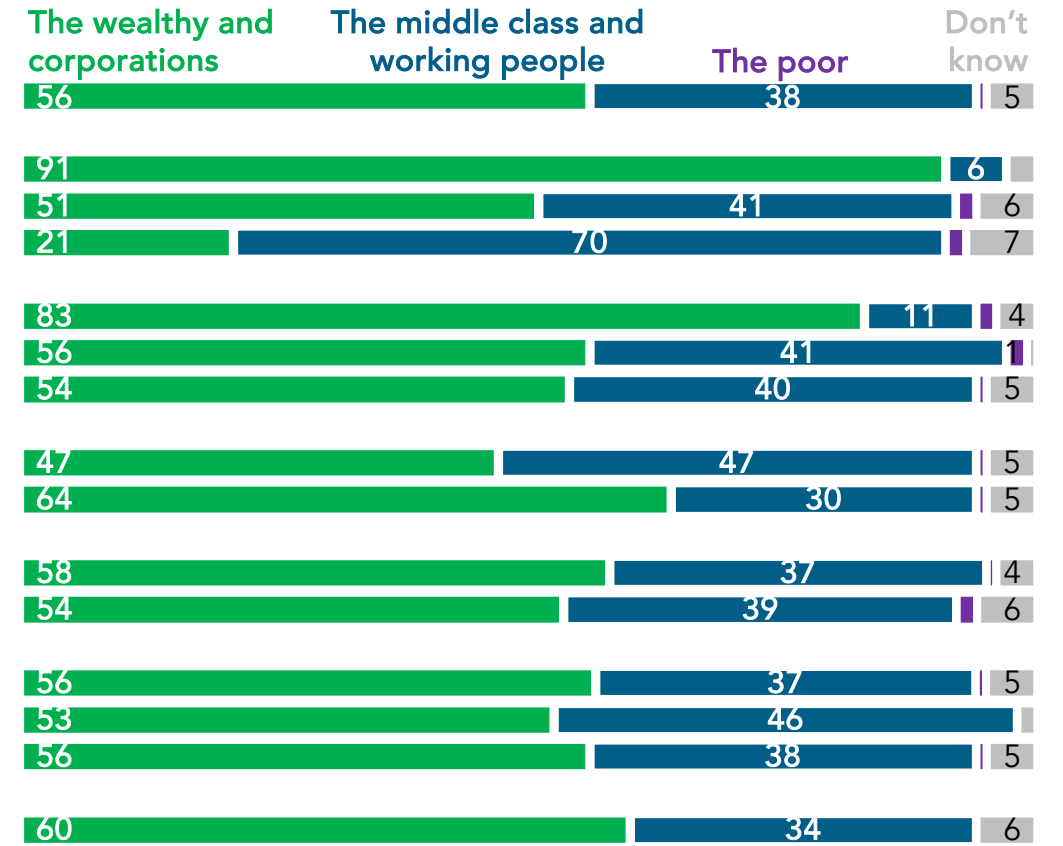
For more info, visit navigatortresearch.org/battleground.

Nearly Two in Three Believe Republican Economic Policies Favor the Wealthy and Corporations

From what you know, do **Republican** economic policies favor the wealthy and corporations, the middle class and working people, or the poor?



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



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

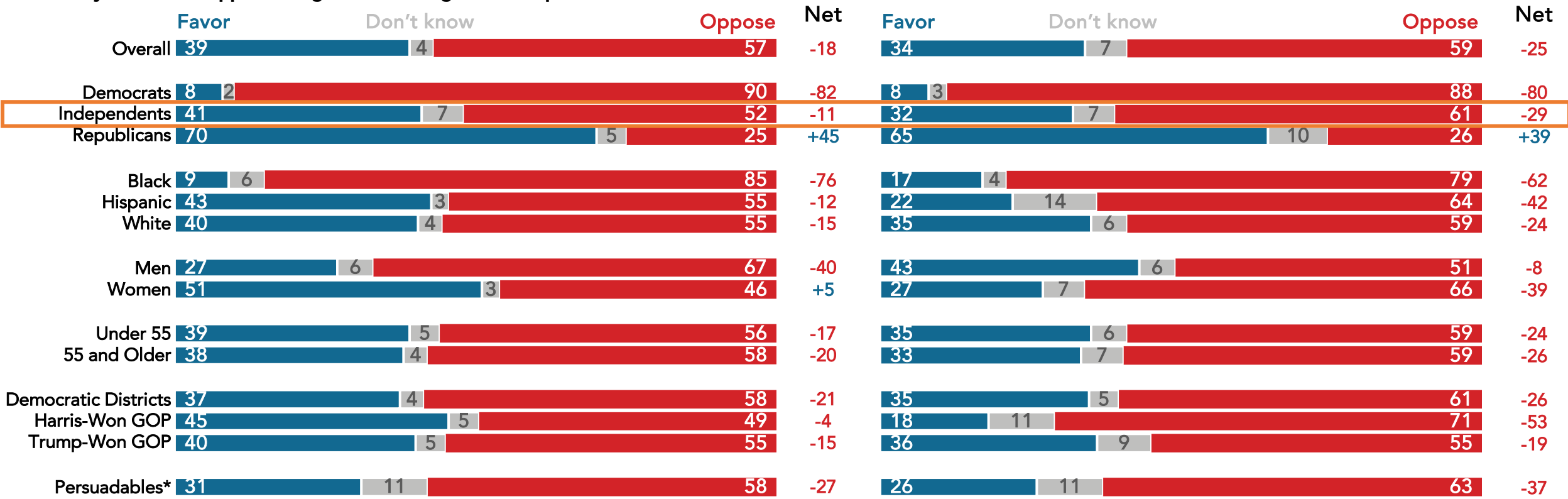
Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatorresearch.org/battleground.

Framing the Republican Tax Plan as New Cuts for the Rich Is Most Effective, Rather Than as an Extension

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

As you may know, President Trump and Republicans in Congress are **trying to pass a law** that will give large tax breaks to the wealthy and corporations. From what you know, do you favor or oppose Congress passing these tax policies?



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.
 Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
 For more info, visit navigatortorresearch.org/battleground.

Republicans in Congress Having the Wrong Priorities and Cuts to Programs Are Effective Messaging Against the Republican Tax Plan

TAX BILL NEGATIVES – TOP TIER % Very Concerning	Overall	Dem	Ind	Rep	Pers.*
[PRIORITIES] Working Americans are struggling to keep up with rising prices, yet Republicans in Congress have not introduced a single bill to address high costs since taking power. Instead they are trying to pass the largest billionaire tax cut in history that American families will have to pay for.	44	76	40	14	35
[THE FACTS] The last time Republicans in Congress cut taxes for billionaires, 83% of the benefits went to the richest 1%. And 55 of the largest corporations didn't have to pay any federal income taxes at all. This new proposal would continue to overwhelmingly benefit billionaires and corporations.	42	73	38	14	38
[SERVICES] To fund these tax cuts, Trump and Republicans are trying to cut programs that help middle and working class families, including education funding, child care, and Medicaid.	42	72	37	15	37
[BILLIONAIRES] In his campaign for President, Trump promised corporations and billionaires that he'd make them even richer if they supported him. These tax cuts will overwhelmingly benefit the rich and will be the largest billionaire tax cut in history.	40	71	35	11	36

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

*Persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatortresearch.org/battleground.

Framing the Trump Tax Cuts as Benefitting Companies That Have Shipped Jobs Overseas is Less Effective

TAX BILL NEGATIVES – LOWER TIER % Very Concerning	Overall	Dem	Ind	Rep	Pers.*
[TARIFFS] In order to fund these tax cuts, Trump and Republicans are enacting tariffs, creating a new sales tax on imported goods and raising the price of groceries, medicine, and other everyday items.	38	64	32	15	34
[DEFICIT] According to independent experts, these tax cuts will worsen the national debt, adding 4.6 trillion dollars to the deficit in the next decade.	37	64	35	11	36
[TRICKLE DOWN] This plan is another example of trickle down policies that prioritize cutting taxes for those at the very top - millionaires and billionaires. If this plan passes, billionaires and big corporations will get a tax cut but working people will be stuck footing the bill.	37	64	34	11	35
[BREAKS] This Republican tax plan gives billions in tax breaks to Wall Street's biggest banks who cheat consumers, the CEOs of the latest drug companies who keep raising prices, and to enrich the big oil companies who pollute.	36	62	34	10	32
[JOBS] These tax cuts will benefit companies that have shipped American jobs overseas to increase their profits. So, while they ship American jobs overseas, Republicans in Congress will give them a bigger tax cut.	30	52	27	10	24

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatortresearch.org/battleground.

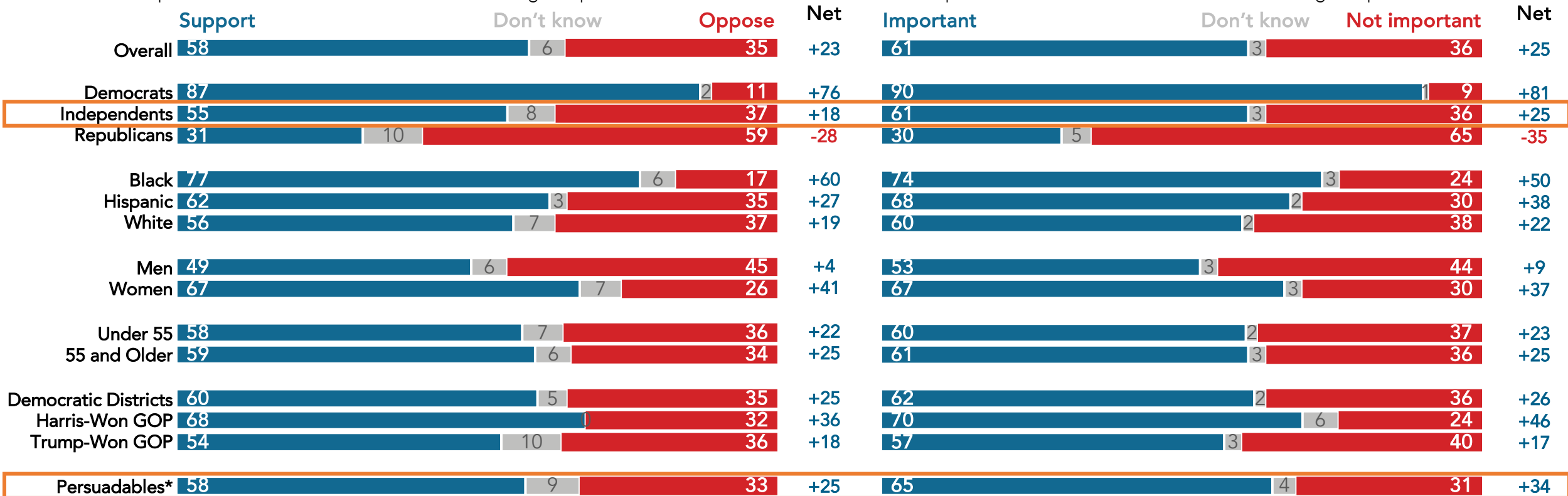
Constituents Want Democrats to Oppose the Republican Tax Cuts, Including Most Independents and Persuadables

Here are some things that people say Democrats in Congress should be doing right now. Please indicate whether you strongly support, somewhat support, somewhat oppose or strongly oppose Democrats in Congress taking that action...

Stand up to efforts to cut taxes for billionaires and large corporations.

Here are some things that people say Democrats in Congress should be doing right now. Please indicate whether it is <very/somewhat/a little/not at all important> to you personally that Democrats in Congress take that action...

Stand up to efforts to cut taxes for billionaires and large corporations.



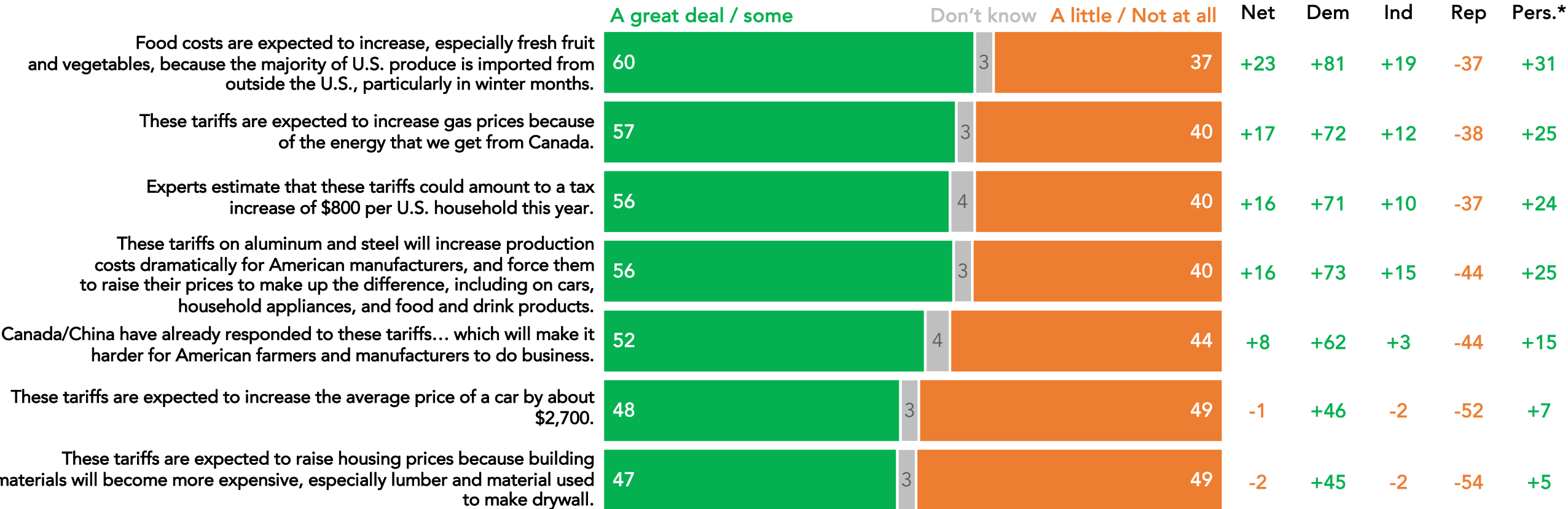
Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatortorresearch.org/battleground.

Battleground Constituents Are Concerned Trump's Tariffs Will Increase Costs for Everyday Goods, Like Food and Gas

Here is some additional information about the tariffs that President Trump has imposed on Canada, Mexico, China, and other countries. Indicate if you think it will impact you a great deal, some, a little, not at all.



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

*Persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatortorresearch.org/battleground.

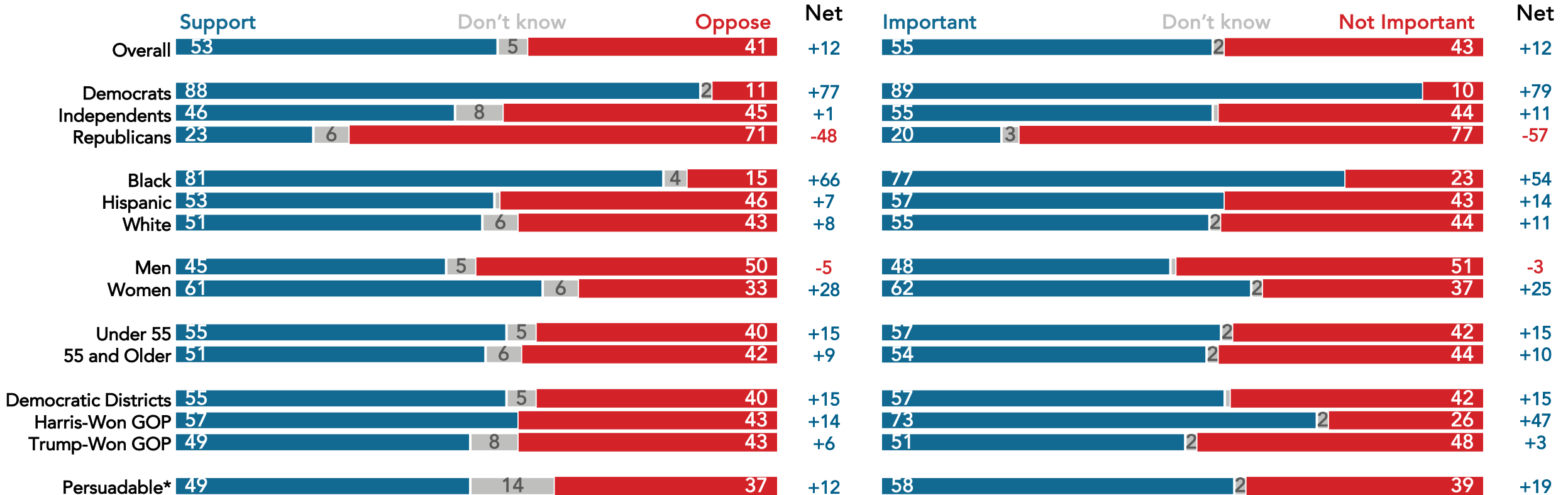
Most Constituents Want Democrats in Congress to Oppose Trump's Tariffs and Say It's Important to Them That They Do So

Here are some things that people say Democrats in Congress should be doing right now. Please indicate whether you strongly support, somewhat support, somewhat oppose or strongly oppose Democrats in Congress taking that action...

Oppose the tariffs on goods from Mexico, Canada, and China.

Here are some things that people say Democrats in Congress should be doing right now. Please indicate whether it is very important, somewhat important, a little important or not at all important to you personally that Democrats in Congress take that action...

Oppose the tariffs on goods from Mexico, Canada, and China.



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

Persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatortorresearch.org/battleground.

Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump	
CA-09	MI-03	NY-22	NE-02	AK-01	MI-10
CA-13	MI-08	OH-01	NY-17	AZ-01	MT-01
CA-21	MN-02	OH-09	PA-01	AZ-06	NJ-07
CA-27	NC-01	OH-13		CA-22	NY-01
CA-47	NH-01	OR-05		CA-40	NY-02
CA-49	NM-02	OR-06		CA-41	PA-07
CT-05	NV-03	PA-17		CO-03	PA-08
IL-13	NV-04	TX-28		CO-08	VA-02
IL-17	NY-03	TX-34		FL-13	WI-01
IN-01	NY-04	VA-07		IA-01	WI-03
KS-03	NY-18	WA-03		IA-03	
ME-02	NY-19	WA-08		MI-07	

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025. For more info, visit navigatorresearch.org/battleground.

navigating *the* * **battleground**

a product of **navigator***

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 2026 general election voters from February 21 - 25, 2025. 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 62 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:

press@navigatorresearch.org

To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter