

navigating *the* *battleground

Friday, June 6, 2025

Battleground
Constituents View of the
Republican Budget Plan



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election constituents in 63 battleground congressional districts.



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



Interviews were conducted between May 28 – June 1, 2025.



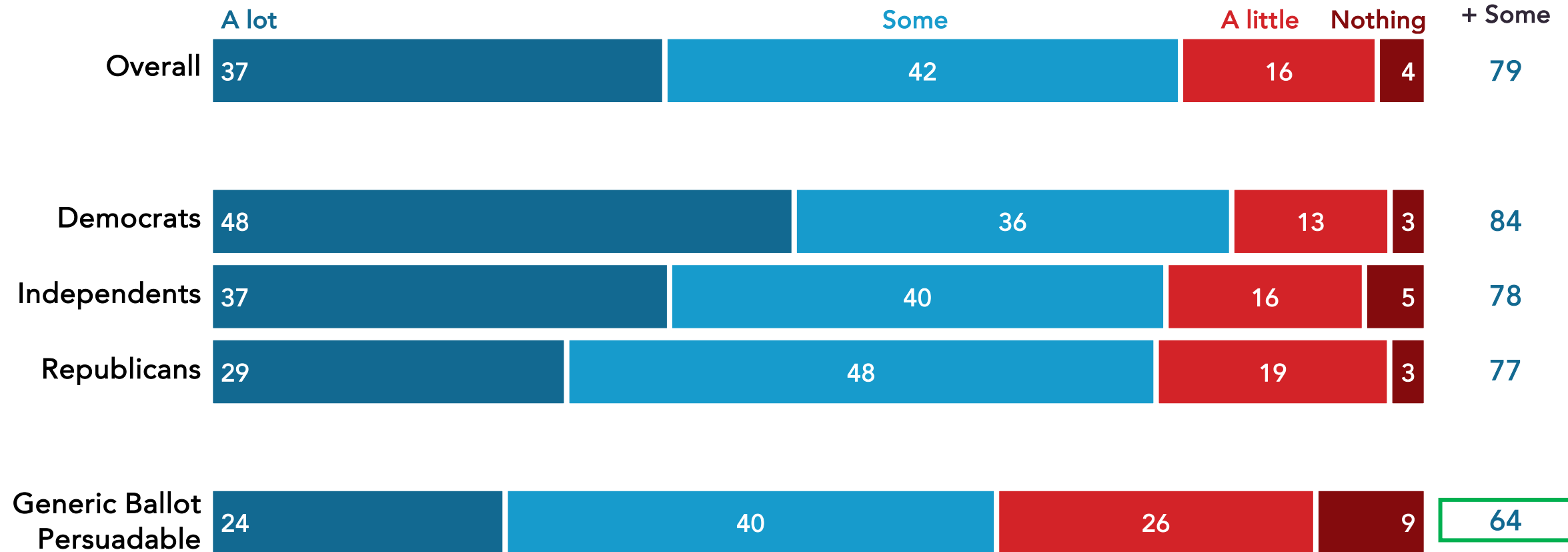
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- A majority of battleground constituents have heard about the Republican budget plan, and by a 12-point margin they oppose it, including nearly half strongly opposing it.
- A majority thinks the Republican budget plan will be mostly bad, with a plurality saying that they think their taxes and costs will increase rather than stay the same or go down.
- The most concerning aspects of the budget are: the largest billionaire tax cut at the expense of Medicaid, cutting Medicare funding, and increasing the deficit.
- Support for Medicaid work requirements varies depending on how it is framed– when framed that it will take health care away from people voters oppose it, but when framed as requiring people capable of working to work, it has net-support.

Across Partisanship, Battleground Constituents Have at Least Some Awareness of The Republicans' Budget Plan

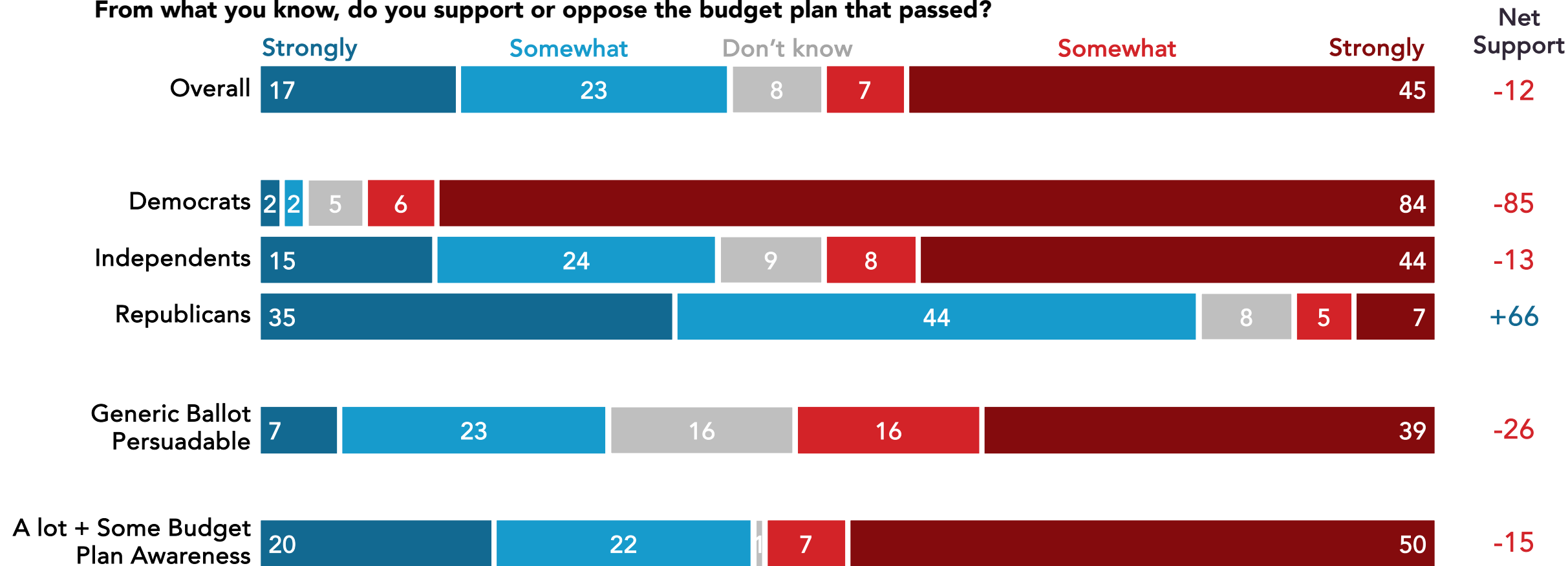
How much have you seen, read, or heard about the budget plan that Republicans in Congress have passed?



"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortorresearch.org/battleground.

The Plan is Underwater by a 12-Point Margin, With a Plurality Strongly Opposed

From what you know, do you support or oppose the budget plan that passed?



"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

A Majority Believe the Plan Will be Bad for Them, Particularly Women and Black Constituents

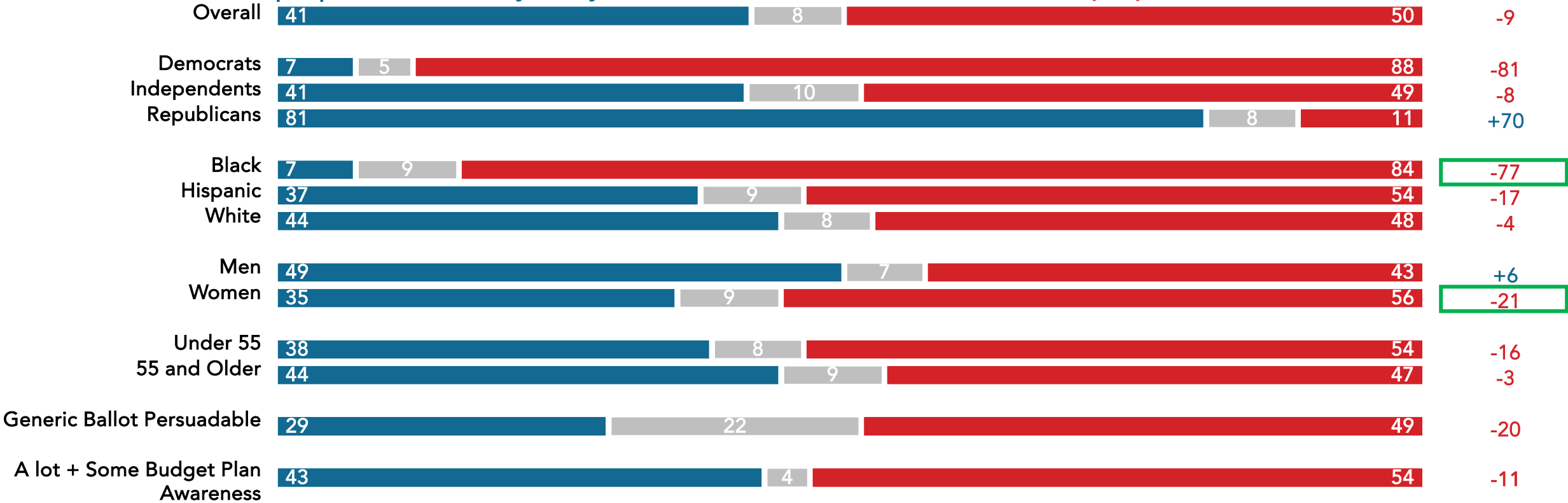
From what you know, which of the following comes closer to your view?

The Republican budget plan will mostly include things that would be good for people like me and my family

Don't know

The Republican budget plan will mostly include things that would be bad for people like me and my family

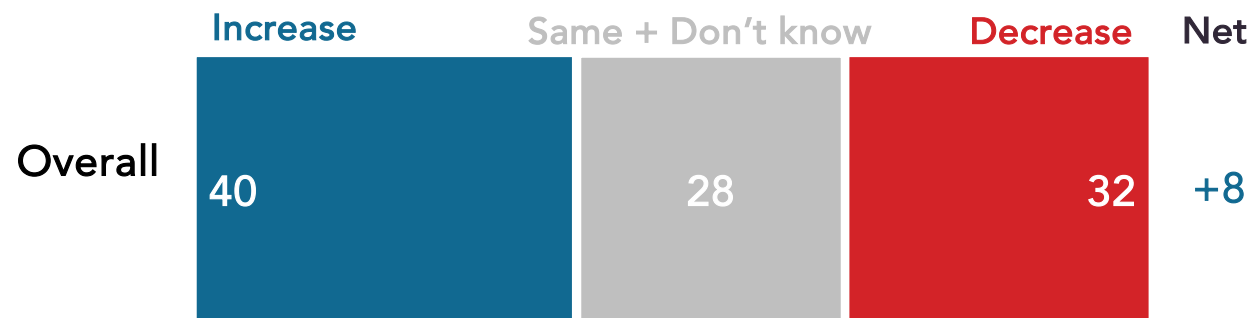
Net Good



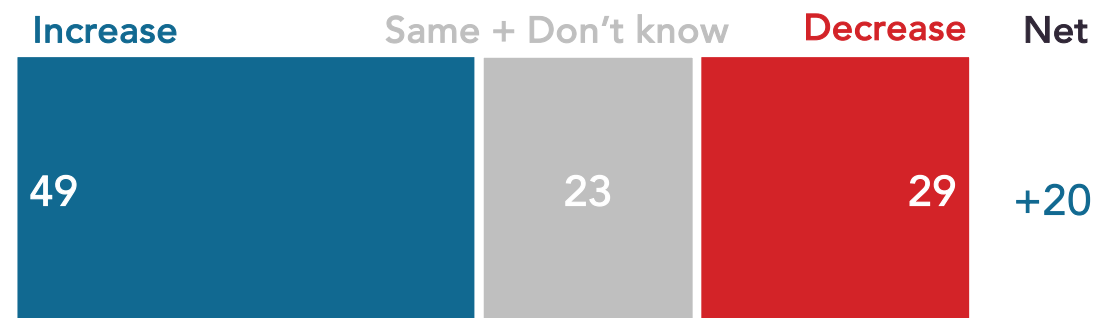
"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortorresearch.org/battleground.

A Plurality of Battleground Constituents Think Their Taxes and Costs Will Increase Because of the Budget Plan

And from what you know, if this budget plan becomes law do you think your household's taxes will increase, decrease, or stay the same?*



And from what you know, if this budget plan becomes law do you think your household's costs will increase, decrease, or stay the same?*

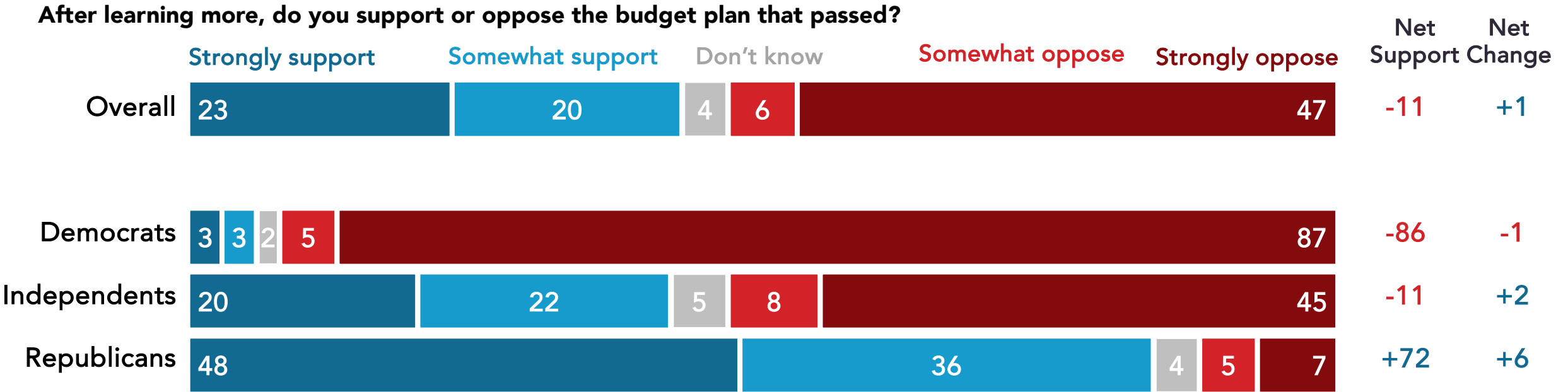


*Split
"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

After Balanced Messaging, There is Little Movement, and Battleground Constituents Continue to Oppose the Bill by a Double-Digit Margin

Supporters of the budget say that this plan will get the country and the economy back on track by cutting taxes and cutting spending to get the country’s finances in order which will bring down inflation. This budget will increase our energy independence to lower energy costs, eliminate the tax on tips, and provide the largest investment in our border security in a generation. This budget plan roots out government waste, protects Medicaid for those who really need it, increases the childcare tax credit for working families, and will help American families get ahead after four years of struggling.

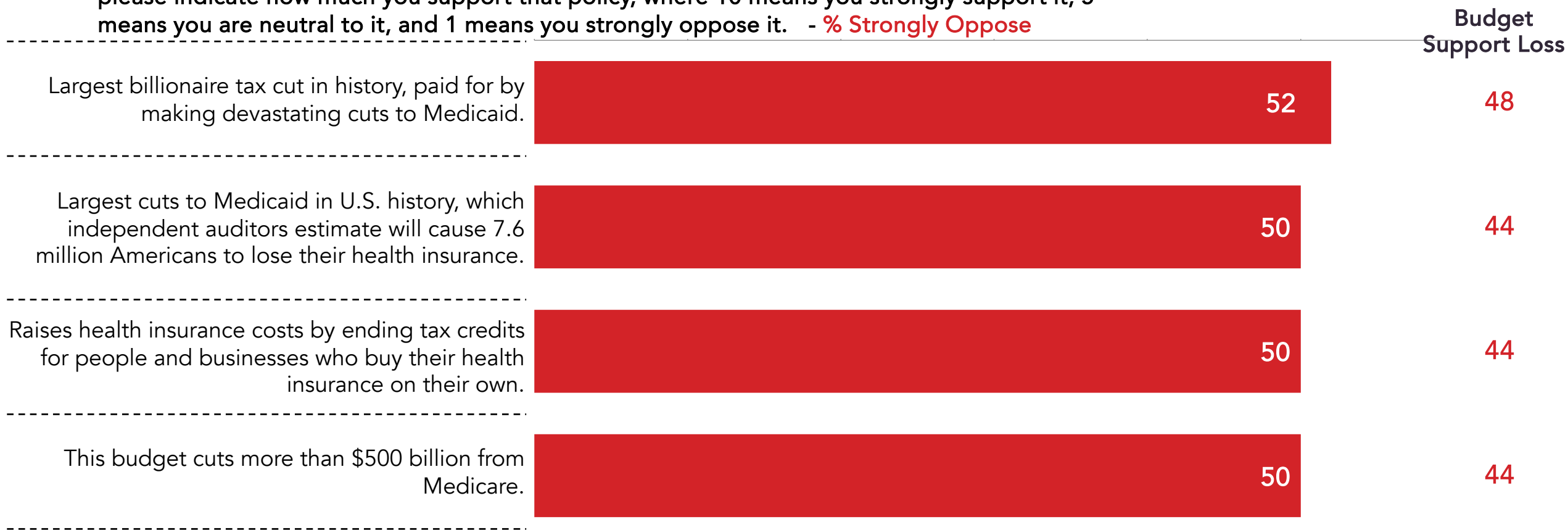
Opponents of the budget say this plan will give massive tax cuts to the ultra-wealthy while raising costs and taxes for working American families and adding \$3.8 trillion to the deficit. To fund the largest billionaire tax cut in history, Republicans in Congress passed the largest cut to Medicaid in history - putting at risk health care for people in nursing homes and kids who are counting on it. They’re taking away tax credits, forcing up the insurance premiums for working people, and could take away health care from 13.7 million Americans.



“Generic ballot persuadable” are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

The Billionaire Tax Cut and Impacts on Health Care Are Top Concerns About the Republican Budget

Here are some policies that Republicans in Congress passed as part of the budget. After each, please indicate how much you support that policy, where 10 means you strongly support it, 5 means you are neutral to it, and 1 means you strongly oppose it. - % Strongly Oppose

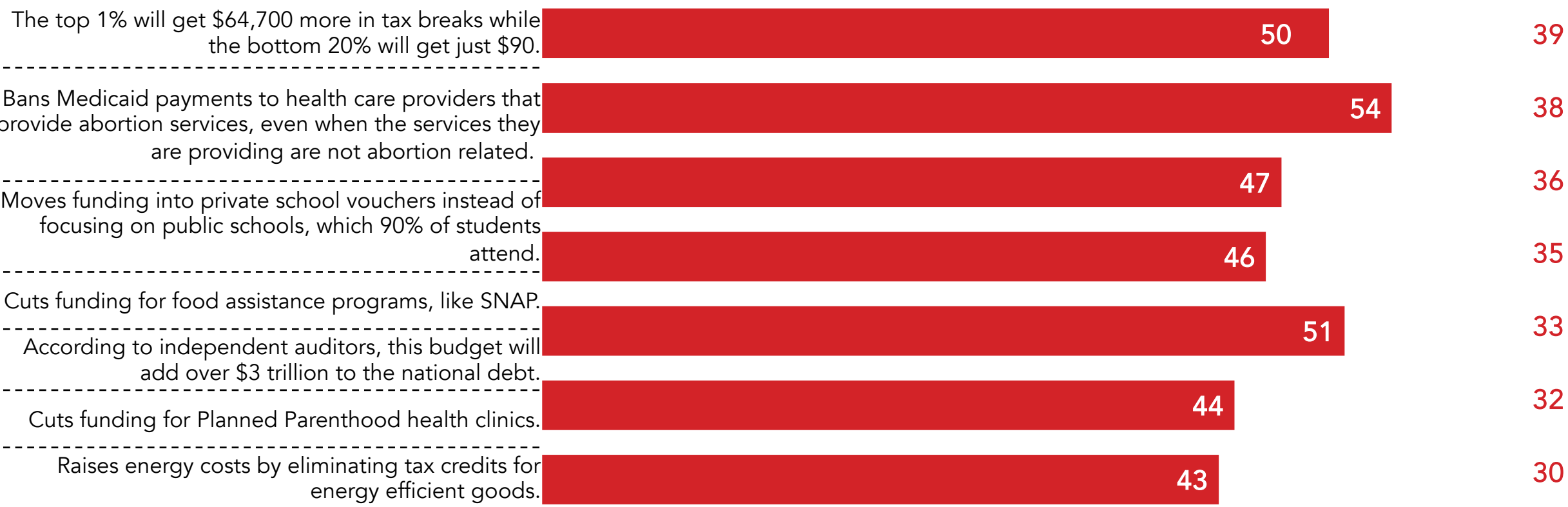


"Budget support loss" are those who move towards opposing the Republican budget plan after more information.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortorresearch.org/battleground.

Banning Payments to Abortion Providers, Increasing the Deficit, and Tax Breaks for the Wealthy are Also Concerning to Battleground Constituents

Here are some policies that Republicans in Congress passed as part of the budget. After each, please indicate how much you support that policy, where 10 means you strongly support it, 5 means you are neutral to it, and 1 means you strongly oppose it. - % Strongly Oppose

Budget
Support Loss



"Budget support loss" are those who move towards opposing the Republican budget plan after more information.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortorresearch.org/battleground.

Battleground Constituents View the Health Care Cuts in the Republican Budget as the Most Harmful to their Families

Here are some policies that Republicans in Congress passed as part of the budget. After each, please indicate how that policy would impact people like you and your family, where 10 means it would help people like you and your family a lot, 5 means it would have no impact on people like you and your family, and 1 means it would hurt people like you and your family a lot. - % Hurt People A lot

Budget
Support Loss

Largest billionaire tax cut in history, paid for by making devastating cuts to Medicaid.



46

39

This budget cuts more than \$500 billion from Medicare.



46

32

Largest cuts to Medicaid in U.S. history, which independent auditors estimate will cause 7.6 million Americans to lose their health insurance.



43

32

Raises health insurance costs by ending tax credits for people and businesses who buy their health insurance on their own.



45

31

"Budget support loss" are those who move towards opposing the Republican budget plan after more information.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

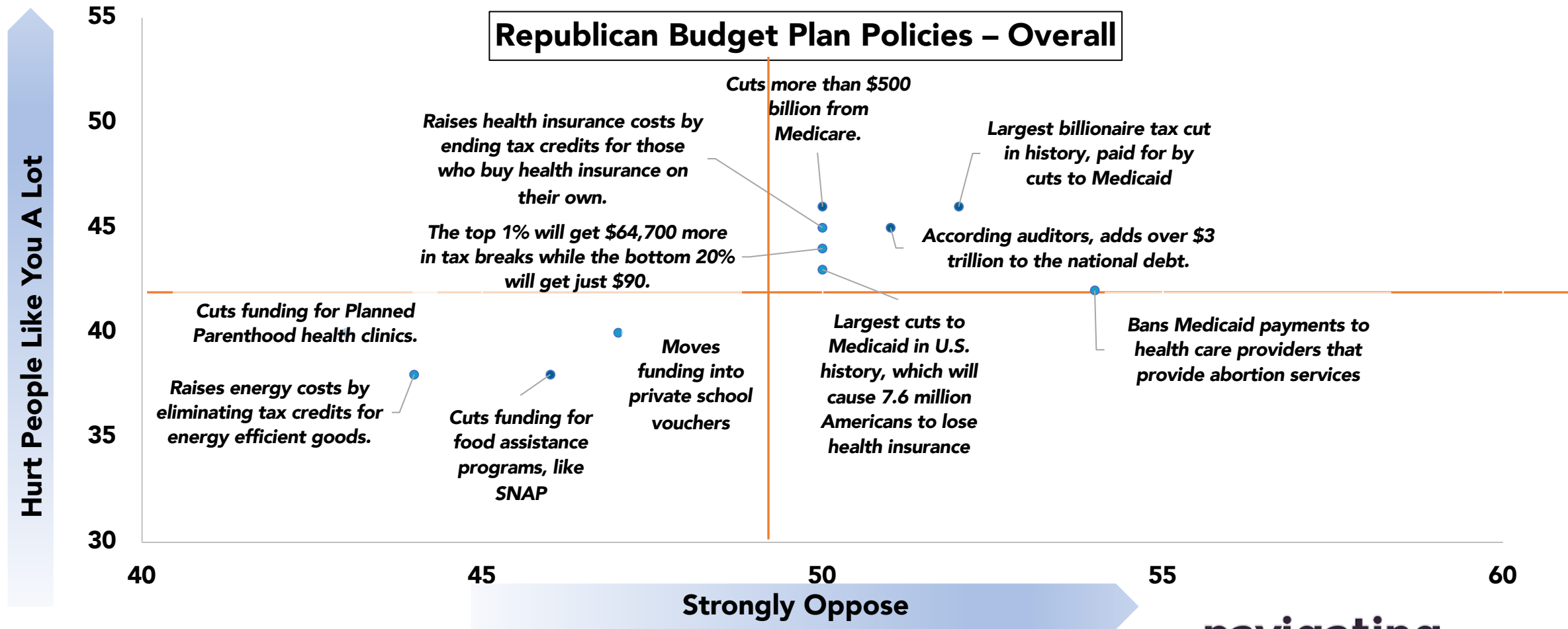
In the Second Tier of Harmful Policies, The Deficit and Health Care Providers Losing Funding Are Concerning

Here are some policies that Republicans in Congress passed as part of the budget. After each, please indicate how that policy would impact people like you and your family, where 10 means it would help people like you and your family a lot, 5 means it would have no impact on people like you and your family, and 1 means it would hurt people like you and your family a lot. - % Hurt People A lot



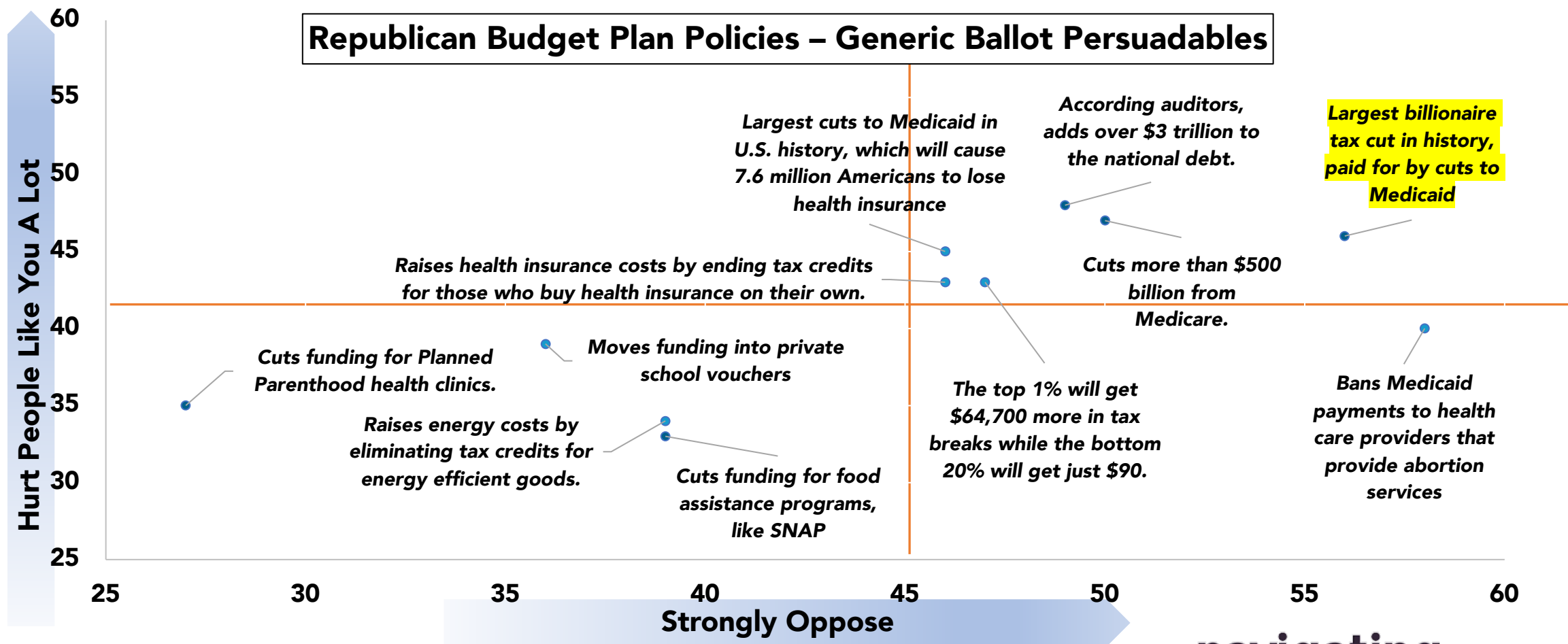
"Budget support loss" are those who move towards opposing the Republican budget plan after more information.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

Cutting Taxes for Billionaires, Gutting Medicare, and Adding to the National Debt Are Seen as Most Damaging and Strongly Opposed



Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

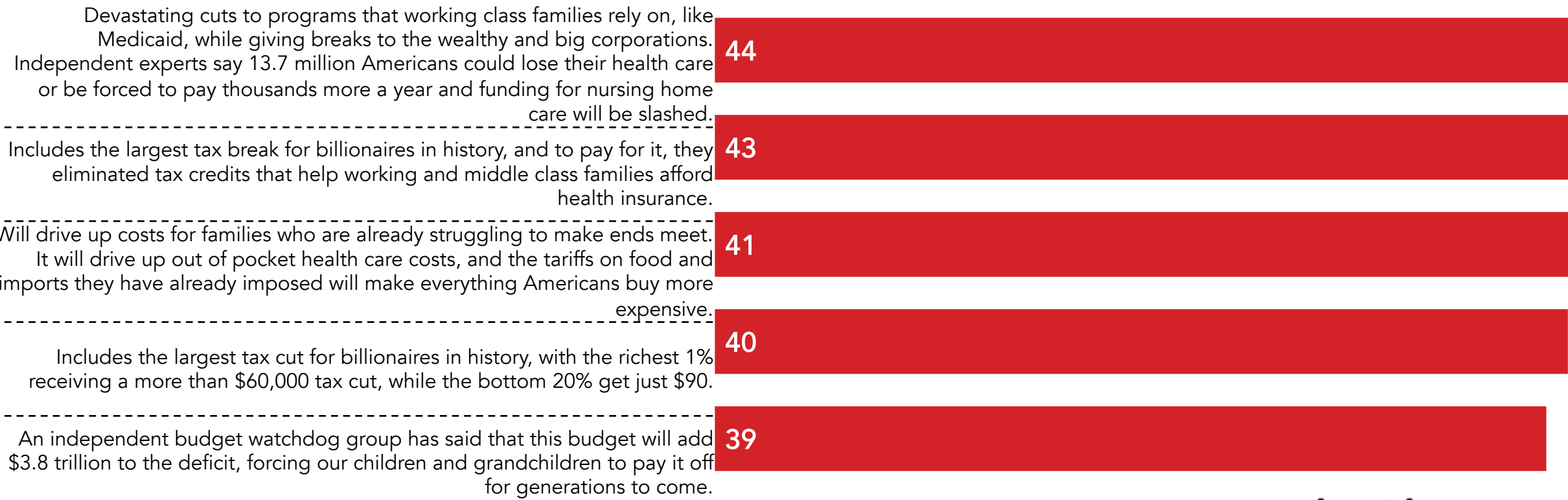
Persuadable Constituents are Even More Intensely Opposed Tax Cuts for the Rich at the Expense of Medicaid



“Generic ballot persuadable” are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortorresearch.org/battleground.

Cutting Services for Working Class Families and Giving Breaks to the Wealthy, Including the Largest Ever Tax Cut, are Powerful Messages

Here are some statements that critics of the Republican budget plan might make. After each, please indicate whether it is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to oppose the Republican budget plan. - % Very Convincing



Battleground Constituents are Most Concerned About Tax Cuts for the Wealthy, While Costs Would Go Up for Middle Class Families

Which concerns you most about the Republican budget plan?

It cuts taxes for the wealthy while increasing costs for the middle class

26

It will add 3.8 trillion dollars to the deficit

20

It cuts services, like Medicaid, that working families rely on

18

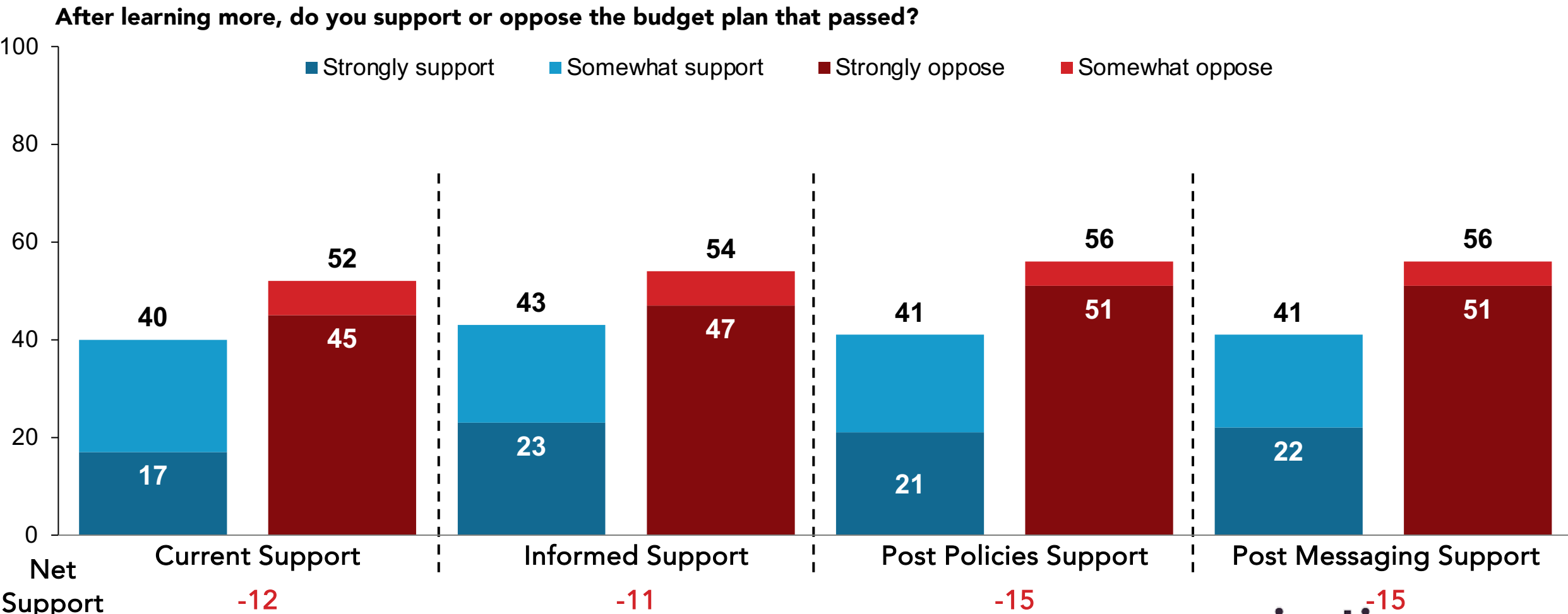
It will drive up costs for Americans

10

!Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
!For more info, visit navigatortresearch.org/battleground.

navigating *the*
***battleground**

After Messaging, Opposition Remains Strong



Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

Framing Matters When Detailing Proposed Work Requirements: “Taking Away Health Care” is More Opposed

Do you support or oppose a proposal to take away Medicaid health coverage from people who do not meet a requirement to work at least 20 hours per week?



Do you support or oppose a rule that requires people who are capable to work a minimum of 20 hours per week in order to receive Medicaid health coverage?



*Split
“Generic ballot persuadable” are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.org/battleground.

Pushing Back On Work Requirements Gives a Narrow Support Advantage

Supporters of the new Medicaid work requirement rule say that right now, there are millions of able Americans who are taking advantage of the system to get free health care that is costing taxpayers \$50 billion a year. This new rule would only require that people who are capable of working be actively seeking work, volunteering, in school, or in a job for at least 20 hours a week. It would exclude seniors, people with disabilities, people with caregiving responsibilities, and veterans and save taxpayers billions a year in fraud.

Opponents of the new Medicaid work requirement rule say that 90% of people on Medicaid are children, seniors, people with disabilities, or people who are already working. This new rule could force them off of their insurance unless they can prove they qualify and it fails to root out major fraud. States that have attempted rules like these saw no taxpayer savings but saw thousands of qualified people lose health care.

| | |
|------------------|-----|
| Statement 1: | 49% |
| Statement 2: | 43% |
| Net Statement 2: | -6 |

Opponents of the new Medicaid work requirement rule say that this Republican budget will make devastating cuts to Medicaid services that millions of working Americans, seniors, and children rely on. This budget cuts \$500 billion from the program which could cause hundreds of thousands children to lose their medical care, force people out of nursing homes, close rural hospitals and cause millions to go bankrupt, all to pay for the largest billionaire tax cut in history.

| | |
|------------------|-----|
| Statement 1: | 49% |
| Statement 3: | 42% |
| Net Statement 3: | -7 |

*Split
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.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 | PA-10 |
| IL-17 | NY-03 | TX-34 | | FL-13 | VA-02 |
| IN-01 | NY-04 | VA-07 | | IA-01 | WI-01 |
| KS-03 | NY-18 | WA-03 | | IA-03 | WI-03 |
| ME-02 | NY-19 | WA-08 | | MI-07 | |

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted May 28 – June 1, 2025.
For more info, visit navigatortresearch.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 May 28 – June 1, 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