

navigating *the* *battleground

Thursday, October 2, 2025

Views of Tariffs in the
Congressional Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election constituents in 61 battleground congressional districts.



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



Interviews were conducted between September 18 – 21, 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

- Battleground constituents think costs have gone up because of Trump's policies and tariffs and the worst is yet to come.
- Neither Democrats nor Republicans have a clear advantage on having the right position on tariffs.
- Republicans in Congress bear blame for the tariffs.
- Battleground constituents point to groceries as the biggest tariff pain point.

A Majority Of Battleground Constituents Think Trump's Policies Are Increasing Costs

Six-in-ten Independents believe Trump’s policies have caused costs to increase.

Do you think Trump's policies are making costs:



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A Majority Of Battleground Constituents Think The Worst Of Cost Increases Is Yet To Come

This includes a majority of persuadable and Independent voters and nearly 3-in-10 non-MAGA Republicans.

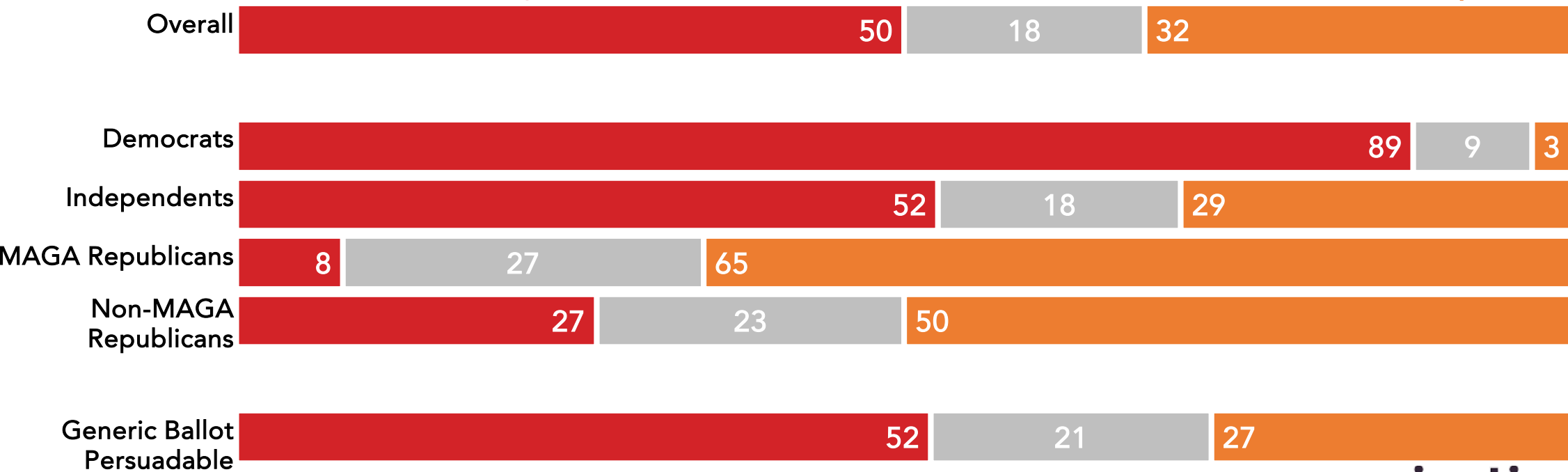
Thinking about the tariffs, which of the following comes closer to your own view?

The worst of the cost increases from the tariffs are yet to come

Don't know

The worst of the cost increases from the tariffs have passed

Net Yet to Come

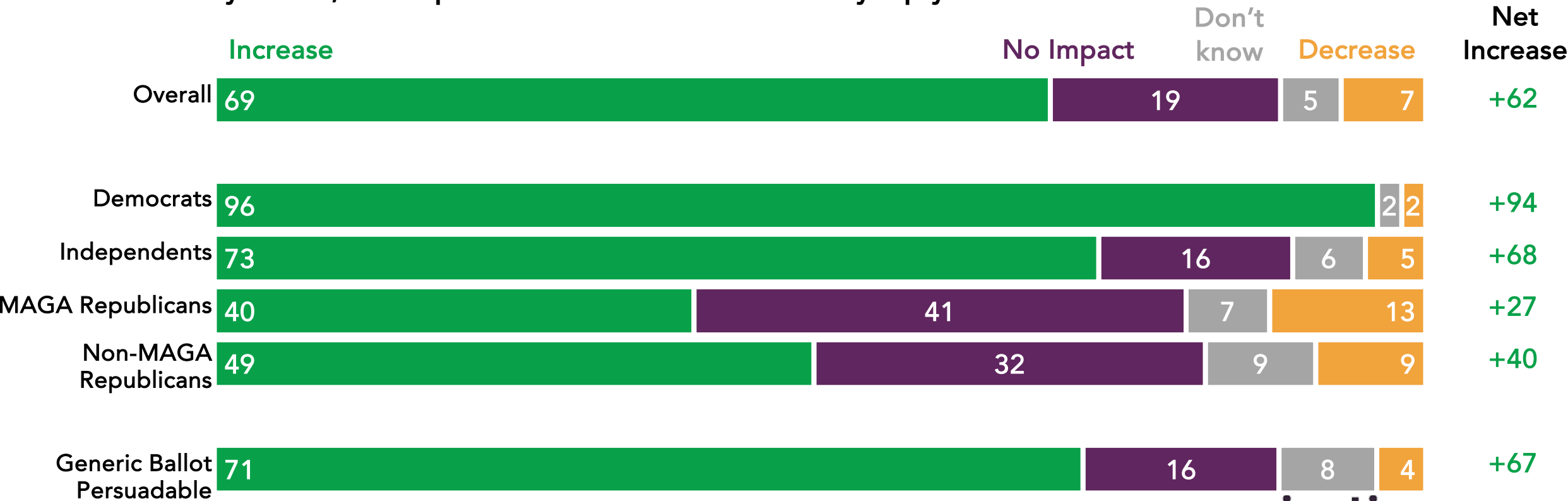


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Nearly 7-in-10 Battleground Constituents Say That Tariffs Have Increased Costs So Far

Nearly three-quarters of Independents and 40% of Republicans say the tariffs have increased costs.

From what you know, what impact have the tariffs had on the costs you pay so far?

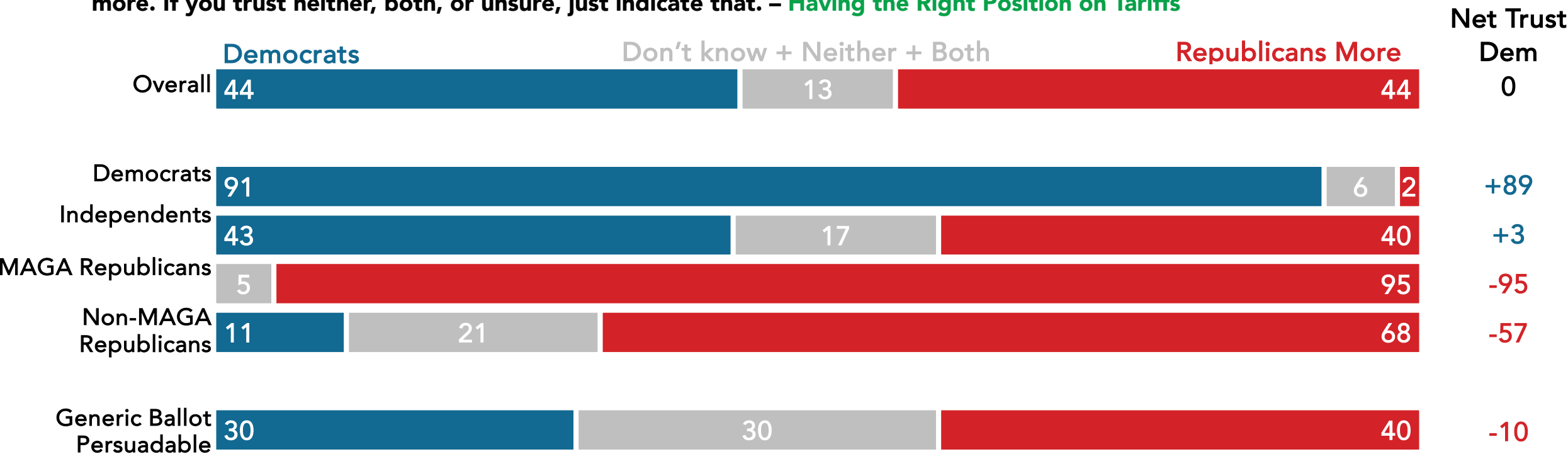


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Neither Party Has An Advantage On Tariffs, Though Independents Narrowly Trust Democrats

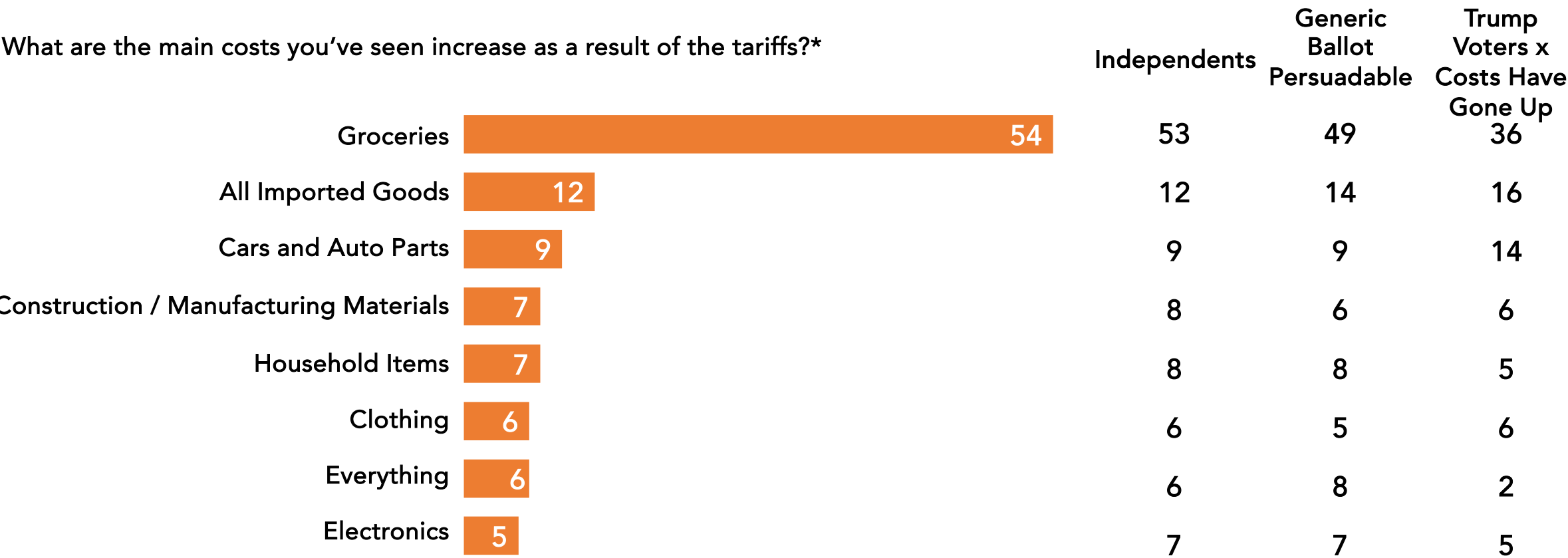
Independents lean towards trusting Democrats more, while persuadable voters lean towards Republicans though 30% don't choose either party

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. – **Having the Right Position on Tariffs**



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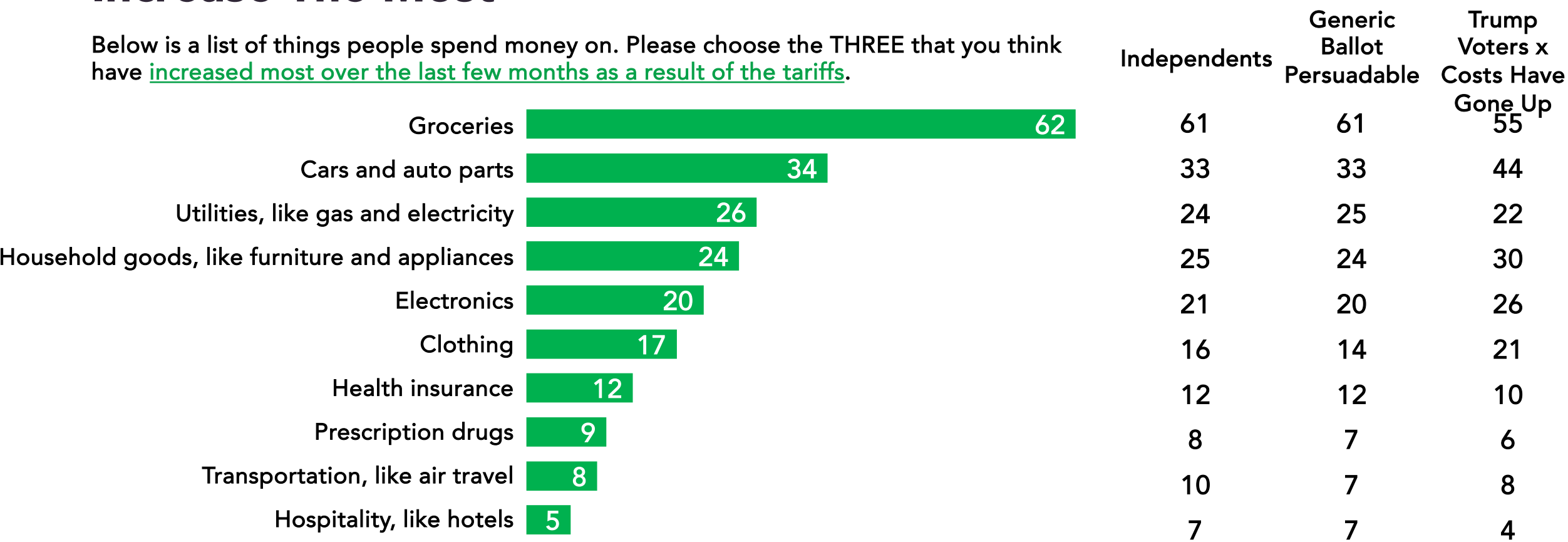
Grocery Prices Are The Most Common Cost That Battleground Constituents Have Seen Increase Because Of Tariffs



*Open-end
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Following Groceries, Battleground Constituents Have Seen The Price Of Cars And Auto Parts, Utilities, And Household Goods Increase The Most

Below is a list of things people spend money on. Please choose the THREE that you think have increased most over the last few months as a result of the tariffs.



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The Increase In The Price Of Groceries, Utilities, And Health Insurance Have Caused The Most Strain On The Budget Of Battleground Constituents

Again, below is a list of things people spend money on. Please choose the THREE that matter most to your personal budget.

	Independents	Generic Ballot Persuadable	Trump Voters x Costs Have Gone Up
Groceries	86	86	85
Utilities, like gas and electricity	55	53	56
Health insurance	37	35	29
Prescription Drugs	20	19	19
Cars and auto parts	17	15	18
Household goods, like furniture and appliances	15	13	15
Clothing	9	8	12
Transportation, like air travel	7	7	7
Electronics	7	5	8
Hospitality, like hotels	3	4	3

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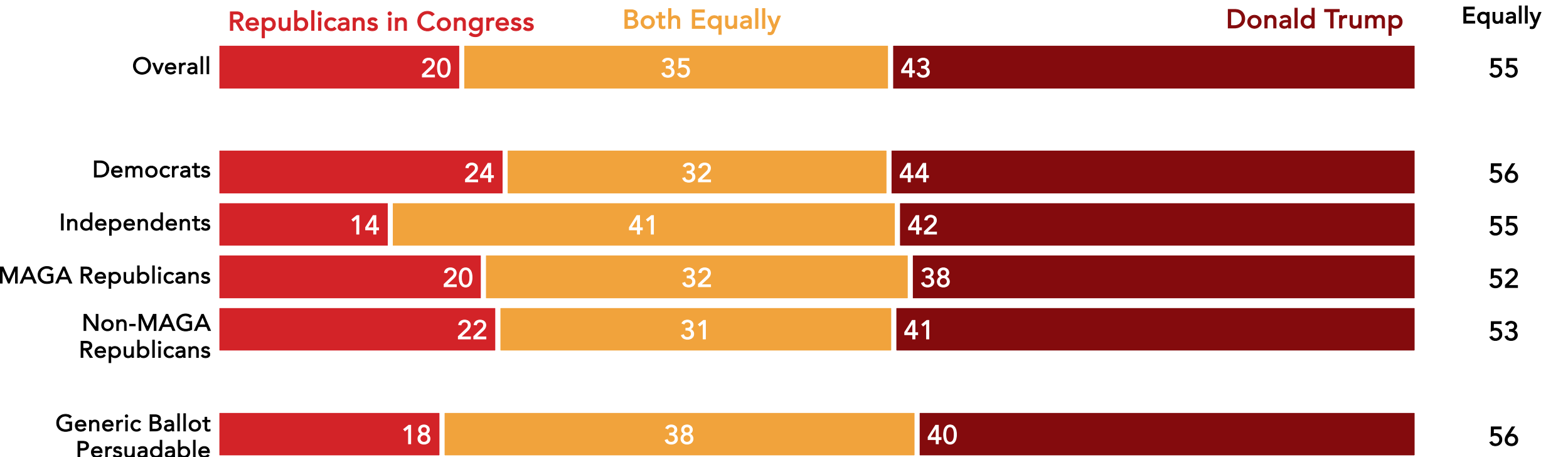
Prices Have Increased Most On Things That Matter Most To Battleground Constituents' Budgets, Like Groceries And Utilities

Price Increases X Importance to Budget	Overall Increased the Most	Overall Matter the Most
Groceries	62	87
Cars and auto parts	34	16
Utilities, like gas and electricity	26	59
Household goods, like furniture and appliances	24	13
Electronics	20	5
Clothing	17	10
Health Insurance	12	35
Prescription Drugs	9	23
Transportation, like air travel	8	7
Hospitality, like hotels	5	3

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Battleground Constituents Think Trump Is Most To Blame On Tariffs And About A Third Believe Trump and Republicans Share Equal Blame

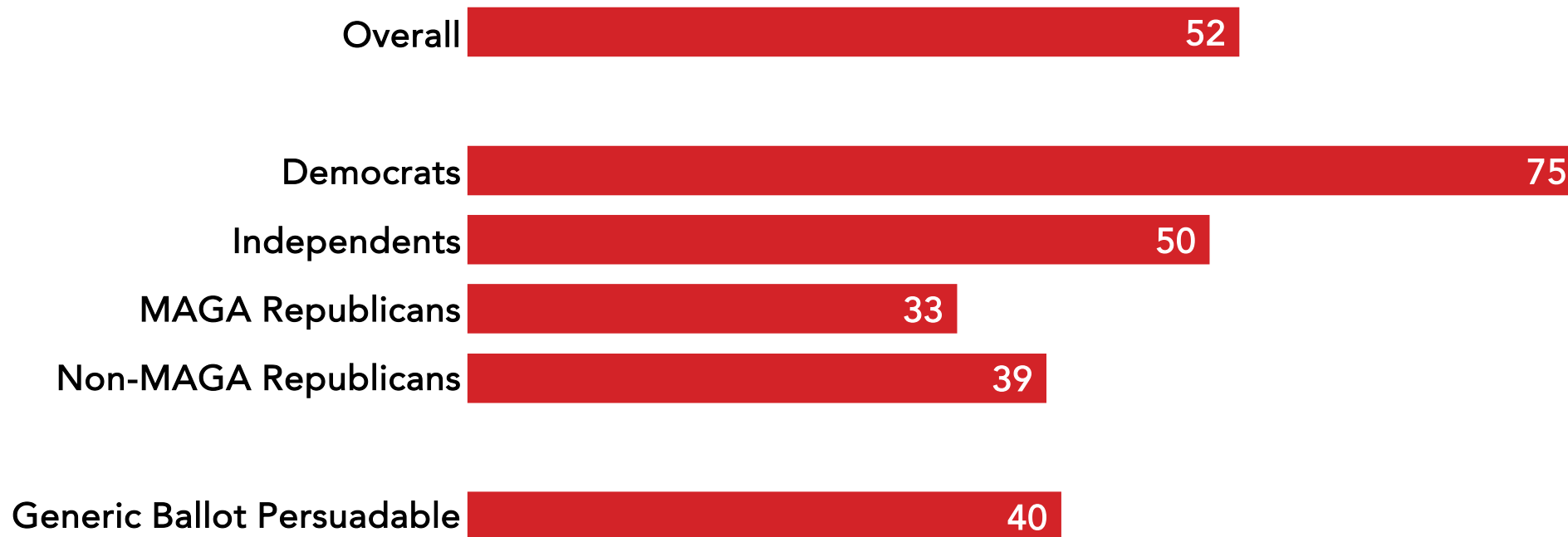
Republicans in Congress voted three times this year to support tariffs. Who are you most likely to blame for price increases from tariffs?*



*Split
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A Majority Of Battleground Constituents, Including Half Of Independents, View Republicans In Congress As Extremely Responsible For Tariffs

Republicans in Congress voted three times this year to support tariffs. On a 1 to 10 scale, how responsible do you think Republicans in Congress are for these tariffs, where 1 is not at all responsible and 10 is extremely responsible.* - % **Extremely Responsible**



*Split

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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump		
CA-09	NM-02	TX-28	NE-02	AK-01	IA-01	OH-15
CA-13	NV-01	TX-34	NY-17	AZ-01	IA-02	PA-07
CA-27	NV-03	VA-07	PA-01	AZ-02	IA-03	PA-08
CA-45	NV-04	WA-03		AZ-06	KY-06	PA-10
CA-47	NY-03			CA-22	MI-04	TN-05
CT-05	NY-04			CA-40	MI-07	TX-15
IN-01	NY-19			CA-41	MI-10	VA-01
ME-02	NY-22			CO-08	MO-02	VA-02
MI-08	OH-09			FL-07	NJ-07	WI-01
NC-01	OH-13			FL-13	OH-07	WI-03
NJ-09	OR-05			FL-27	OH-10	

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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; 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 September 18–21, 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 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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or Navigating the
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