

navigating *the* *battleground

Thursday, March 12, 2026

Perceptions of Utility Costs
in the Congressional
Battleground



IMPACT
RESEARCH

Methodology



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



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



Interviews were conducted between February 3 - 9, 2026.



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.

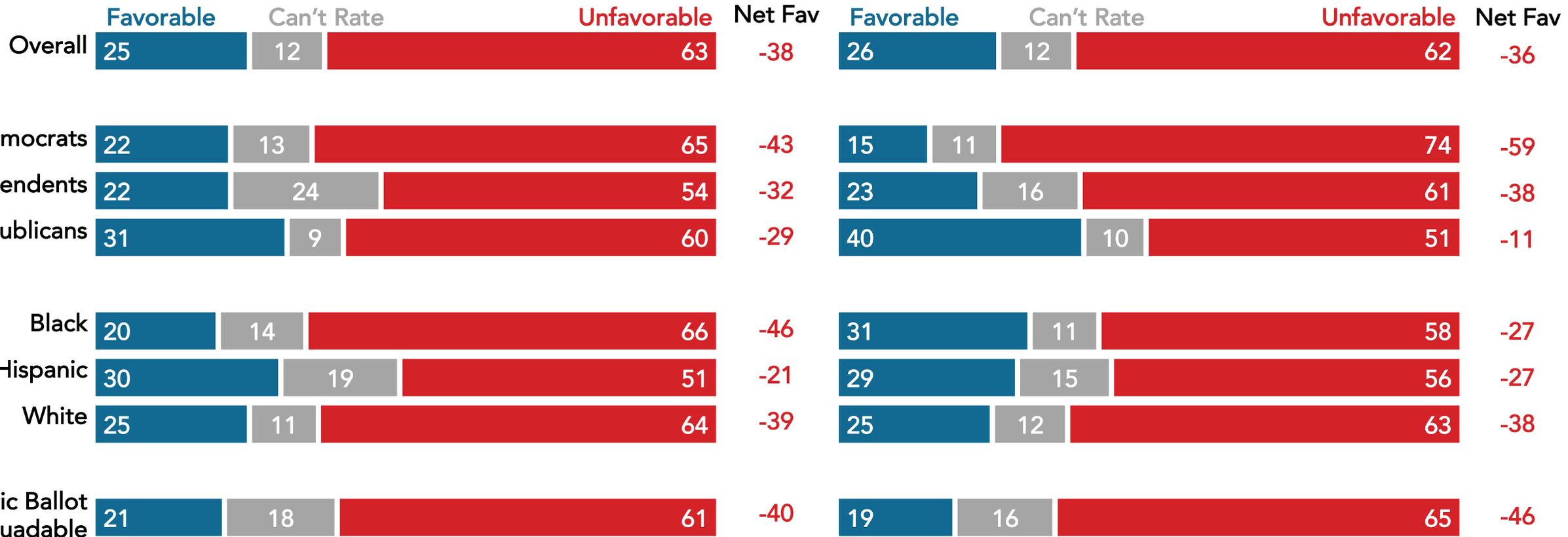
Key Takeaways

- Both utility and energy companies are unpopular in the congressional battleground. Nearly two-thirds of voters have an unfavorable opinion of them.
- Over 80% of battleground constituents say the cost of their utilities have gone up and a plurality of voters put the blame on utility companies followed by high energy use industries and the government.
- A majority of battleground constituents think that Republicans limiting the production of clean energy will contribute to higher utility costs for them.
- Battleground constituents overwhelmingly think Congress can do something in bringing down utility costs and bringing them relief.

Battleground Constituents Have A Negative Impression Of Both Utility And Energy Companies

Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that. **Utility Companies***

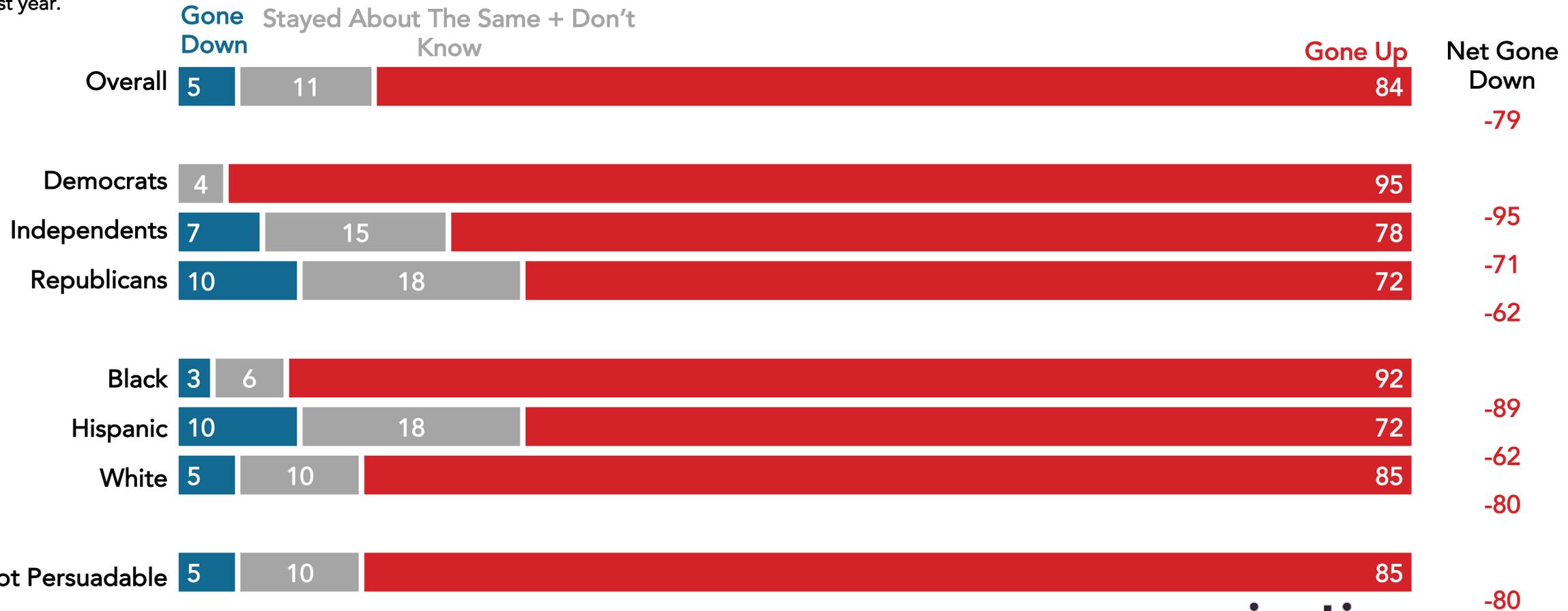
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that. **Energy Companies***



*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.
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 For more info, visit navigatortresearch.org/battleground.

Over 80% Of Battleground Constituents Say Their Utility Costs Have Gone Up Over The Last Year

Please indicate whether you think the **cost of utilities** has gone up a lot, gone up a little, gone down a little, gone down a lot, or has it stayed about the same over the past year.

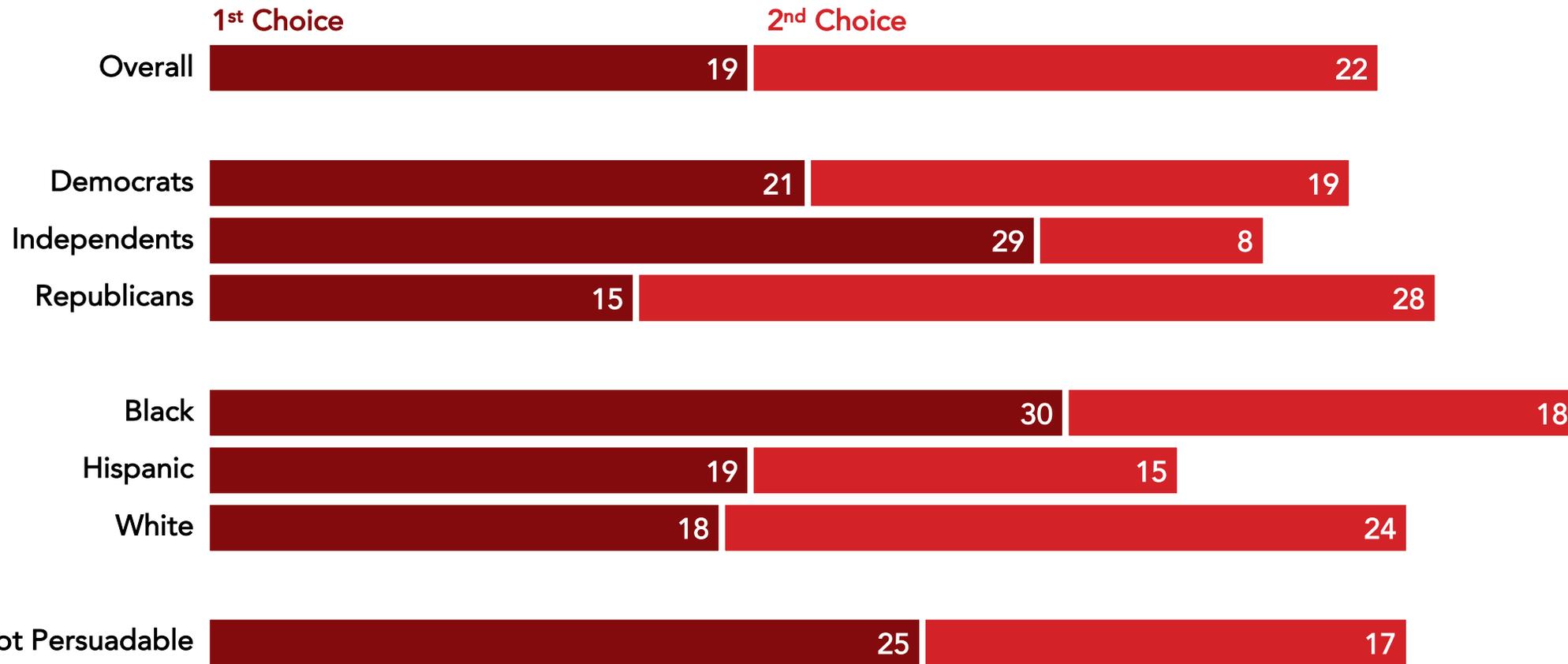


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41% Say Lowering The Cost Of Utilities Should Be A Top Two Priority For Congress

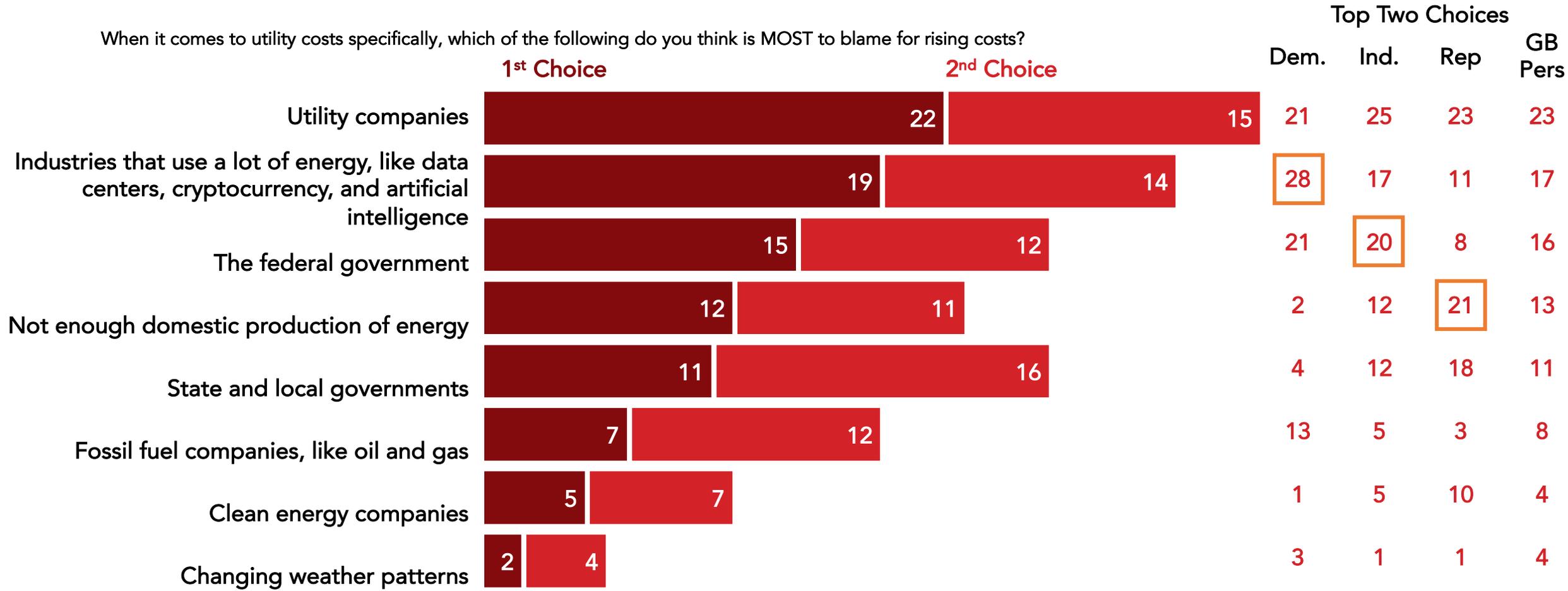
Here are some costs that some people say Congress should focus on lowering. Please rank them from 1 to 5, where 1 is the cost that you think should be Congress's top priority in lowering, and 5 is the cost that you think is the least important for Congress to lower.* **The Cost of Utilities**



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Utility Companies Get Most Of The Blame For Rising Utility Costs; High Energy Use Industries And The Government Get Blamed Too

When it comes to utility costs specifically, which of the following do you think is MOST to blame for rising costs?

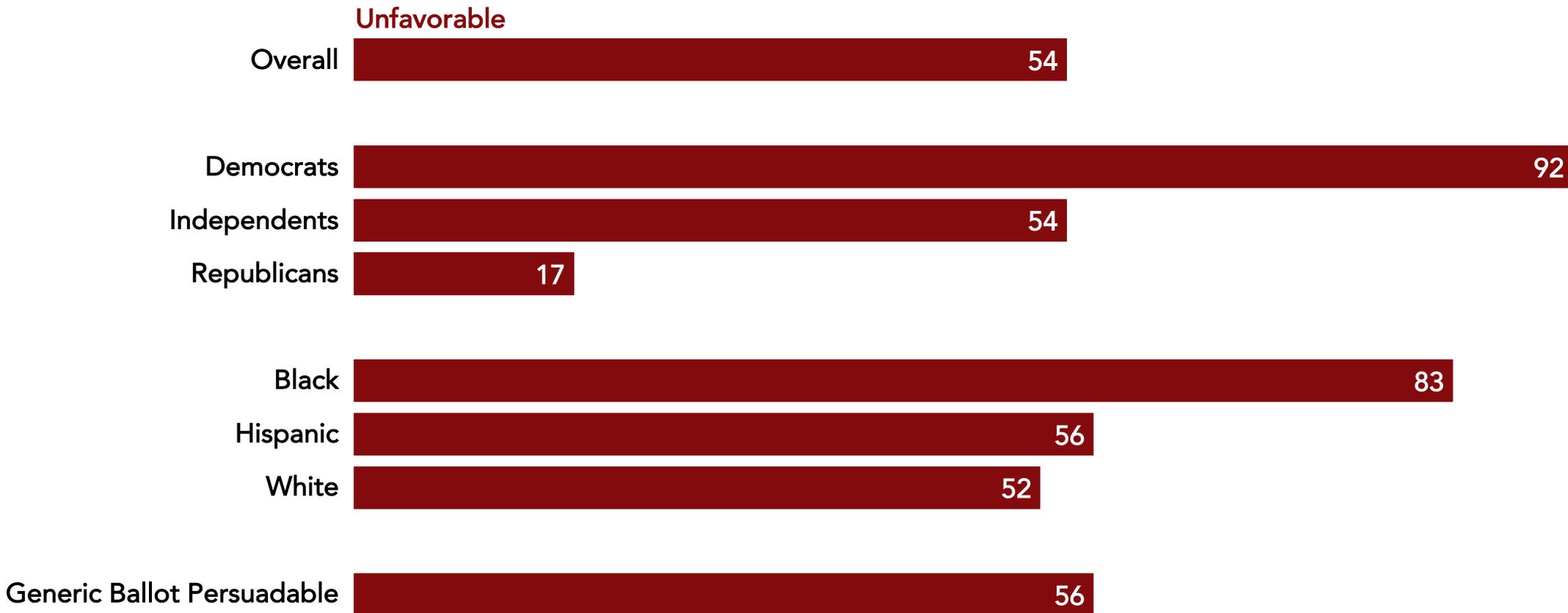


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Republicans Limiting Clean Energy Production is Viewed Unfavorably, Including With Persuadable Voters

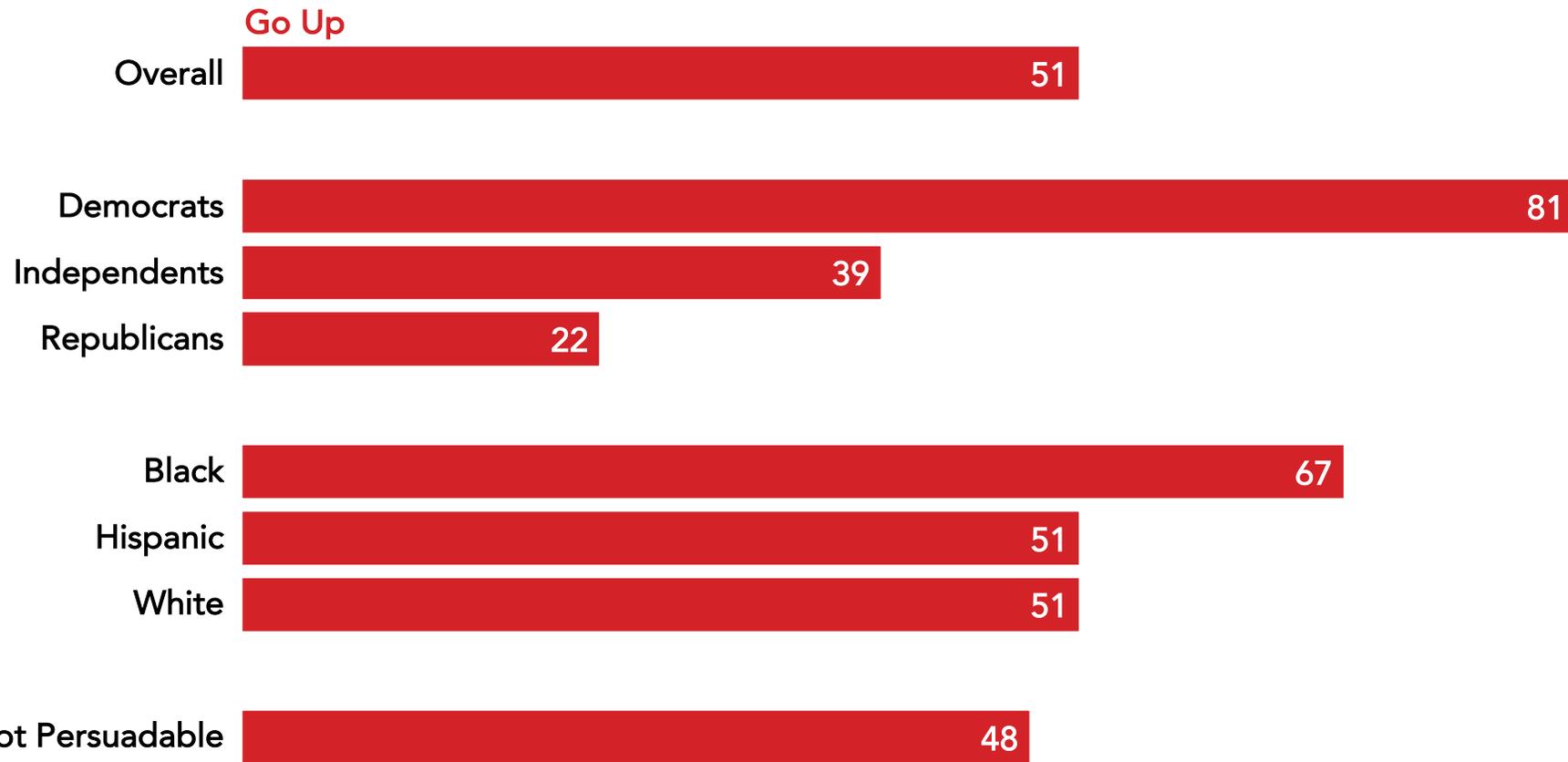
Here is a list of things that President Trump and Republicans in Congress have done over the past year. For each, please indicate if you have a very favorable view of that action, a somewhat favorable view, a somewhat unfavorable view, or a very unfavorable view of that action.* **Limited production of clean energy, like solar and wind, creating an energy shortage**



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And Battleground Constituents Think This Action Will Make Their Costs Go Up

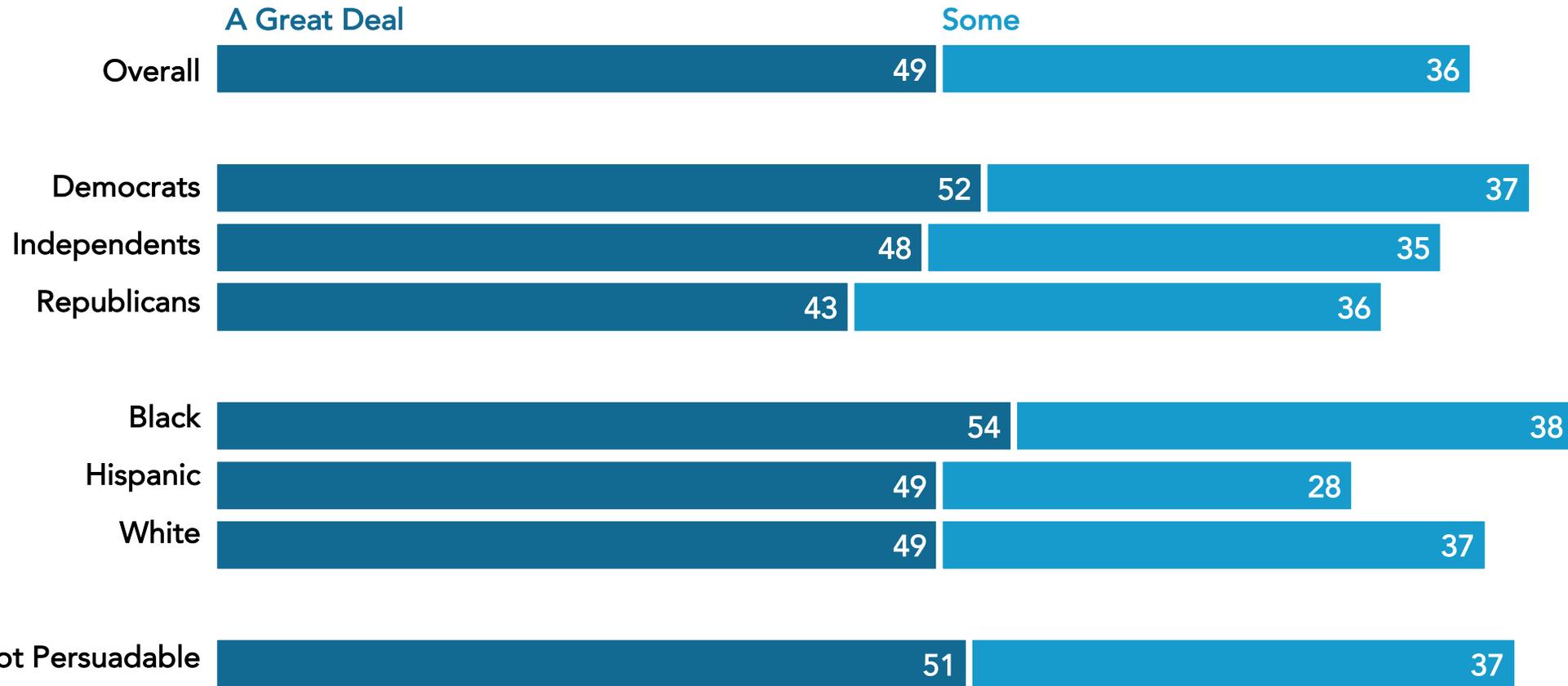
Here is a list of things that President Trump and Republicans in Congress have done over the past year. For each, please indicate if you think that action has caused costs to go up a lot, go up some, go down some, go down a lot, or had no impact on costs.* **Limited production of clean energy, like solar and wind, creating an energy shortage**



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Nearly 90% Of Battleground Constituents Think Congress Can Do Something To Bring Down Utility Costs

Here are some costs that some people say Congress should focus on lowering. After each, please indicate whether you think Congress can do a great deal to lower that cost, some, a little, or can they do nothing to lower that cost.* [The Cost of Utilities](#)



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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump		
CA-13	NV-03	TX-34	CA-48	AK-01	IA-02	OH-10
CA-45	NV-04	VA-07	NE-02	AZ-01	IA-03	OH-15
CA-47	NY-03	WA-03	NY-17	AZ-02	KY-06	PA-07
CT-05	NY-04		PA-01	AZ-06	MI-04	PA-08
IN-01	NY-19			CA-22	MI-07	PA-10
ME-02	NY-22			CO-08	MI-10	TN-05
MI-08	OH-01			FL-07	MO-02	TX-15
NC-01	OH-09			FL-13	NC-03	VA-01
NJ-09	OH-13			FL-15	NC-11	VA-02
NM-02	OR-05			FL-27	NJ-07	WI-01
NV-01	TX-28			IA-01	OH-07	WI-03

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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; 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 3-9, 2026. 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:

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To learn more about Navigator
or Navigating the Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter