

MEMORANDUM

To: Heritage Action for America
From: Wes Anderson, OnMessage Inc.
Date: September 13, 2022
Re: Polling Results – Senate Battleground Survey

On behalf of Heritage Action for America, OnMessage Inc. is pleased to present findings and analysis from a recent Senate Battleground poll. The poll surveyed likely voters in five states (Arizona: N=400, Georgia: N=400, Nevada: N=400, New Hampshire: N=300, and Wisconsin: N=400) from September 6-11, 2022 for a combined sample of N=1,900, with a margin of error of 2.5%. All data were collected using live telephone interviews.

This survey explored 5 senate battleground states to take stock of the present political environment and gain insight on attitudes towards key discussion points heading down the home stretch of the election. It is clear that reports of a significant shift toward the Democrats has NOT materialized in the battleground. On the contrary, we are pleased to find that the environment across these states is favorable to Republicans, and that re-centering debate on Democrats' out-of-touch progressivism, wasteful spending, and failure on inflation and crime offers a strong plan of attack as November nears.

Key Environment Takeaways:

- The generic ballot favors Republicans over Democrats at 47/43, with GOP advantages in each of the five states, reflecting a Republican rebound as voters in the battleground come back our way following a slight dip in intensity this summer. The best part is that Independents choose the Republican at net +8 (44 GOP/36 Dem).
- Voters' desire for a candidate who will be a check and balance against Biden and Congressional Democrats is also strong, at 49%, compared to 44% who would prefer a candidate who would work to pass the Democrat agenda.
- President Biden's image and job approval are both upside-down across the board. His image sits at a net -6 (46 fav/52 unfav) and his job approval is similarly at a net -8 (45 approve/53 disapprove). Voters are clearly not buying Biden's recent publicity message and are still very frustrated with his administration.
- Democrats in general have also not helped themselves. The image of the Democrat Party in the battleground stands at net -10.

Inflation Remains the Chief Concern:

- Inflation tops the list of voters concerns at 34%.
- Only 17% cite abortion as the most important issue facing the country. More importantly, the percentage of voters motivated by abortion has not moved since early July, strongly suggesting the issue is now stable. This indicates that continued Democrat spending on the issue will be met with limited or no return on investment.
- A majority of voters (52%) agree that Biden's economic policies are to blame for our current inflation. This is supported by several key groups: Independents, Suburbanites, and Hispanics, who all reach at least 50% blaming Biden.

Democrats Are to Blame for Crime:

- With crime on the rise in every major city, 47% of voters blame the Democrat party for the recent uptick, compared to only 29% blaming Republicans. This is a glaring weakness for the soft-on-crime Democrats who are losing the middle quickly on this issue. 48% of Independents blame Democrats for rising crime, and emphasizing their failures will expand our election day coalition.

Voters Push Back on the Democrats’ IRS Expansion:

- There is strong opposition in the battleground to the increase of the IRS by 87,000 agents, reaching a clear majority of 57%. This finds strength across gender and age, particularly among Independents and Republicans.
- Even stronger is their concern that 90% of the taxes generated by the new auditors will come from people making under \$200,000 a year. An overwhelming 56% *strongly* oppose this feature of the Inflation Reduction Act, offering a prime target for attacking Democrats

Thinking again about the bill President Biden and the Democrats in Congress just passed to increase funding for the IRS by \$80 billion dollars to hire 87 thousand new agents to dramatically increase the number of tax audits conducted on American families and businesses every year. We now know that 90% of the taxes generated from the 87 thousand new IRS agents will come from people making less than \$200,000 a year. This means that hundreds of thousands of middle-class families will face audits and pay more in taxes. With this in mind, do you support or oppose the new law.

	Topline	Republicans	Independents	Male	Female	Suburban
<i>Somewhat Oppose</i>	8	4	10	7	9	8
<i>Strongly Oppose</i>	56	88	58	60	52	53
<i>Somewhat Support</i>	11	3	10	10	12	10
<i>Strongly Support</i>	17	3	14	15	18	19

Biden’s Student Debt Forgiveness Can Be Attacked:

- A straight read of Biden’s plan to forgive \$10,000 of debt for borrowers making less than \$125,000 is rejected outright in the battleground, with 54% of likely voters opposing his policy. This issue galvanizes a clear center-right coalition, with 60% of Independents and 91% of Republicans opposing the policy
- Similar majorities of Independents (55%) and Republicans (86%) consider this spending as unfair rather than needed. While Biden tries to buy younger, college-educated votes, the heart of America sees this as a deeply unfair policy that will likely further drive inflation.

The Democrat Position on Abortion is Weaker Than They Think:

- In a head-to-head question, voters clearly prefer a Republican candidate focused on inflation, immigration, and crime (52%) over a Democrat focused on keeping abortion legal in all 50 states (41%). Independents favor the Republican in this question by 18 points – great evidence that we can win these battlegrounds by focusing the debate on kitchen table issues like inflation and crime which are affecting everyday Americans.
- Even when wading into the topic further, voters much prefer, by a net of 16 points, reasonable restrictions on abortions with exceptions for rape, incest, and the life of the mother, over the Democrat position of unrestricted abortion throughout all nine months of pregnancy.

Americans Reject the Left’s Progressive Agenda:



- A sizable majority of 68% (including all but Democrats and Liberals) agree that schools should not teach elementary students about sex, sexual preferences, and gender identity in elementary school, with 57% strongly agreeing. Again, this is an area where the left has badly misread the voters. Nearly seven in ten battleground voters are demanding the left stop sexualizing kindergarten.
- They also reject the left's "woke" agenda of forcing schools and sports organizations to allow biological males to compete in women's sports. A similar overwhelming majority of 70% find this agenda to be unfair, a clear sign that the left is out-of-touch with the American people and can be attacked for it.

Conclusions:

Our survey shows real room to capitalize on Democrats' weakness and an environment which is decisively moving back our way. These battleground states express a desire for Republican leadership and rejection of the left's errant policies. The Democrats have opened themselves up to attacks with rising inflation and crime, and have not helped themselves by spending on debt forgiveness and new IRS auditors in a time of high costs of living. Further, their extreme social policies are rejected by an overwhelming center-right majority of America. Hitting hard on these topics will re-energize our base and win over swing voters while putting Democrats squarely on defend. This survey strongly suggests that Republicans have better than even odds to regain a majority in the Senate this fall.