

M E E T | N G

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AMERICAN VIEWPOINT

AMERICAN ACTION
NETWORK

American Action Network
Battleground and Safe GOP Congressional District Survey

July 8th-13th, 2022

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Methodology

- AAN commissioned American Viewpoint and Meeting Street to conduct a survey among likely voters in Battleground and Safe GOP congressional districts to understand attitudes and opinions on the current political environments and several policy proposals.
- Respondents came from a national online panel and were matched to the Data Trust voter file.
- The surveys were conducted in the Safe GOP districts from July 8th-11th, 2022 and in the Battleground districts from July 8th-13th, 2022.
- The margin of error for the battleground sample (n=1073) is +/- 3.0% at the 95% confidence level. The margin of error for the Safe GOP sample (n=1200) is +/- 2.8% at the 95% confidence level. The margin of error among sub-groups is greater.
- In addition, voters with recent GOP primary vote history are also broken out across both district types. The margin of error for the GOP Primary sample (n=713) is +/-3.7% at the 95% confidence level.

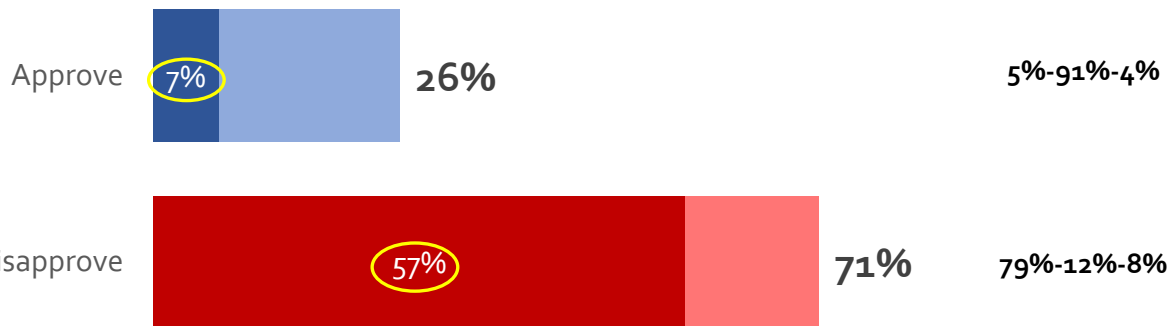
Political Environment

BIDEN JOB APPROVAL

Similar to his perceptual ratings, President Biden's job performance metric is poor, especially in terms of intensity, with significant intensity to his disapproval rating and essentially none behind his approval.

Safe GOP

Initial Generic: GOP (58%) – DEM (34%) – DK (7%)

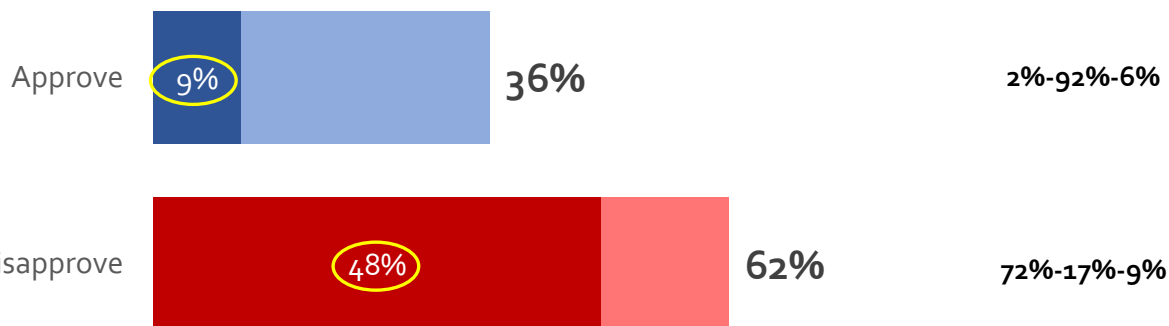


	Approve	Disapprove	Appr. Adv.
Total Safe GOP	26%	71%	-45%
Independent	23%	73%	-50%
Republican	5%	95%	-90%
GOP Primary Voters			
Safe GOP + BG	11%	88%	-77%

Strongly Somewhat

Battleground

Initial Generic: GOP (45%) – DEM (45%) – DK (8%)



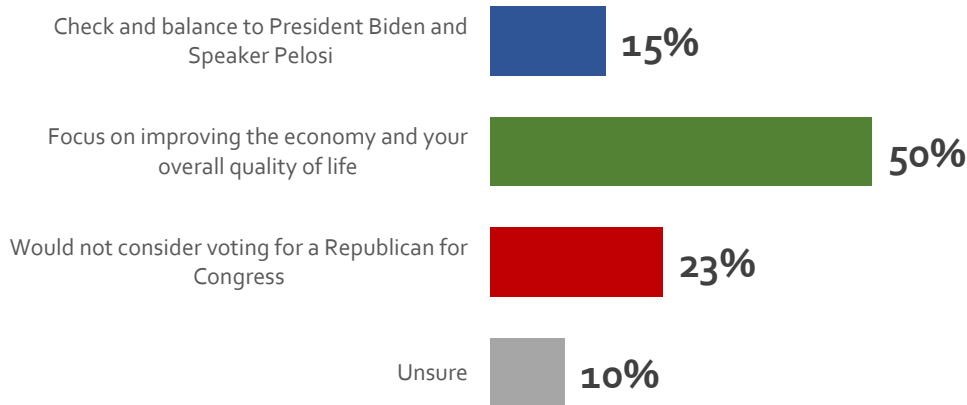
	Approve	Disapprove	Appr. Adv.
Total Battleground	36%	62%	-26%
IND. Men	33%	65%	-32%
IND. Women	34%	62%	-29%
IND. Wrong Track	24%	74%	-50%
Latino	36%	62%	-26%
Non-College Ed. Men	34%	65%	-32%
Non-College Ed. Women	37%	61%	-24%
College Ed. Women	39%	58%	-19%
Initial Undecided	24%	68%	-44%
GOP Held	32%	67%	-35%
DEM Held	35%	63%	-28%
Open/New/Merged	40%	58%	-18%

Do you approve or disapprove of the way Joe Biden is handling his job as President?

CANDIDATE PREFERENCE

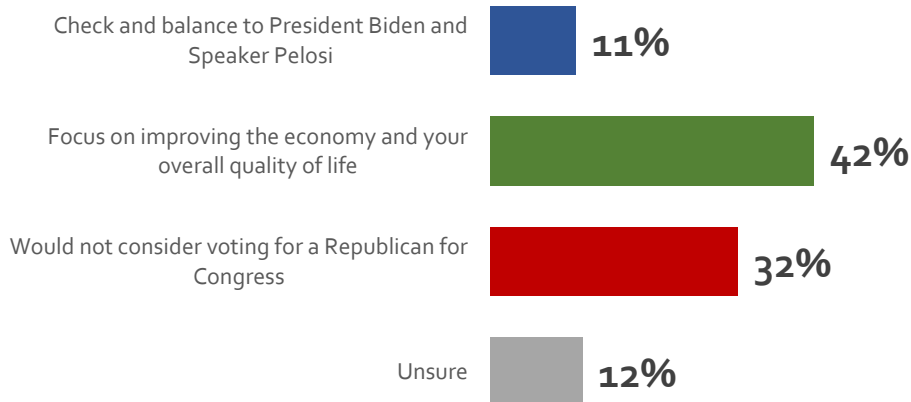
Regardless of the type of district, voters clearly prefer a candidate who is focused on the economy and quality of life over one who would be a partisan check on President Biden and Speaker Pelosi.

Safe GOP



	Check/ Balance	Econ./ Qual. Life	Not GOP
Total Safe GOP	15%	50%	23%
Independent	17%	42%	24%
Republican	19%	71%	3%
GOP Primary Voters			
Safe GOP + BG	17%	65%	9%

Battleground



	Check/ Balance	Econ./ Qual. Life	Not GOP
Total Battleground	11%	42%	32%
IND. Men	14%	40%	35%
IND. Women	8%	33%	36%
IND. Wrong Track	13%	43%	31%
Latino	7%	41%	26%
Non-College Ed. Men	10%	45%	30%
Non-College Ed. Women	13%	40%	31%
College Ed. Women	8%	41%	35%
Initial Undecided	4%	33%	11%
GOP Held	11%	40%	34%
DEM Held	11%	43%	31%
Open/New/Merged	12%	42%	34%

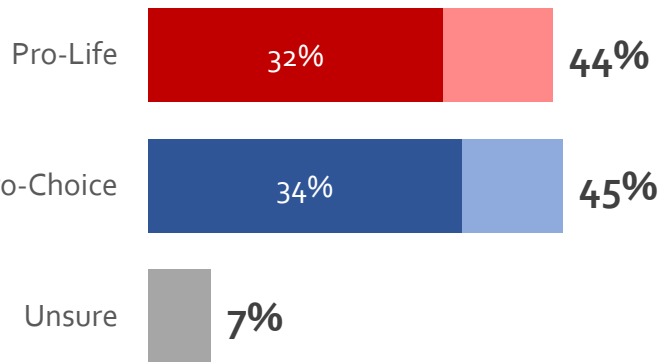
When thinking about whether or not to vote for a Republican candidate for Congress, is it more important that...

ABORTION MEASUREMENTS

While voters in safe GOP districts are evenly split on abortion, voters in battleground districts are decidedly pro-choice. With that said, the economy and rising prices is clearly the higher priority, indicating Republican candidates should pivot back to the economy and pocketbook issues rather than be drawn into a debate of abortion policies.

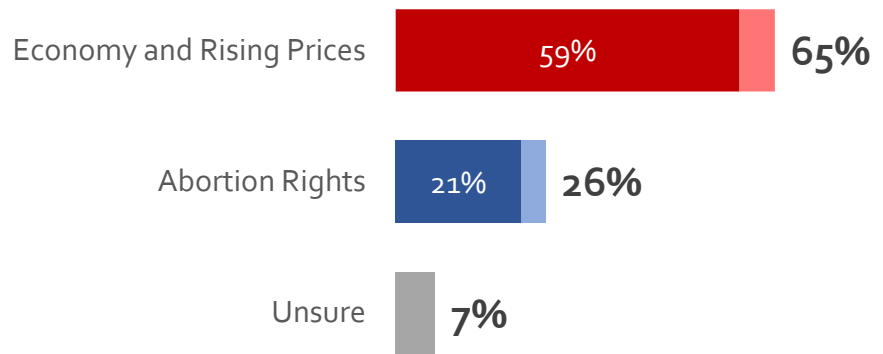
Do you consider yourself to be *pro-life* OR *pro-choice* on the abortion issue?

Safe GOP

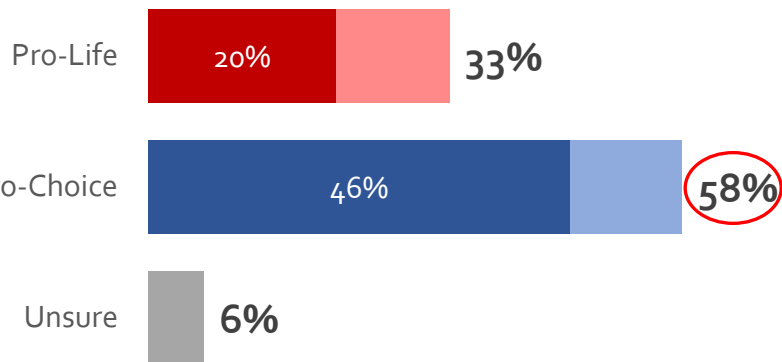


In the November election for Congress, will rising prices and the state of the economy OR abortion rights be more important in deciding your vote?

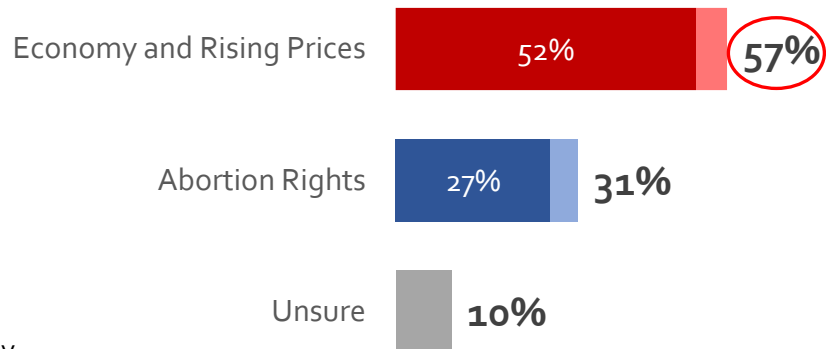
Safe GOP



Battleground



Battleground



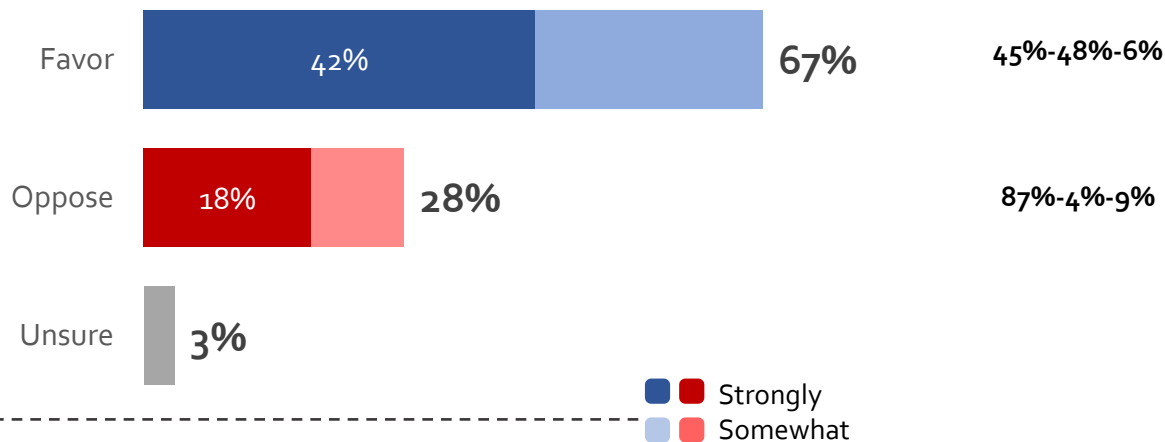
■ Strongly
■ Not Strongly

GUN CONTROL OPINION

Stricter gun control is favored across the board, even among GOP primary voters and General Election Republicans in safe GOP districts. Independent women are especially in favor. In battleground CDs, Democrats' lead on the generic ballot among voters in favor of stricter gun control indicates that this is another issue where Republicans need to pivot back to the economy.

Safe GOP

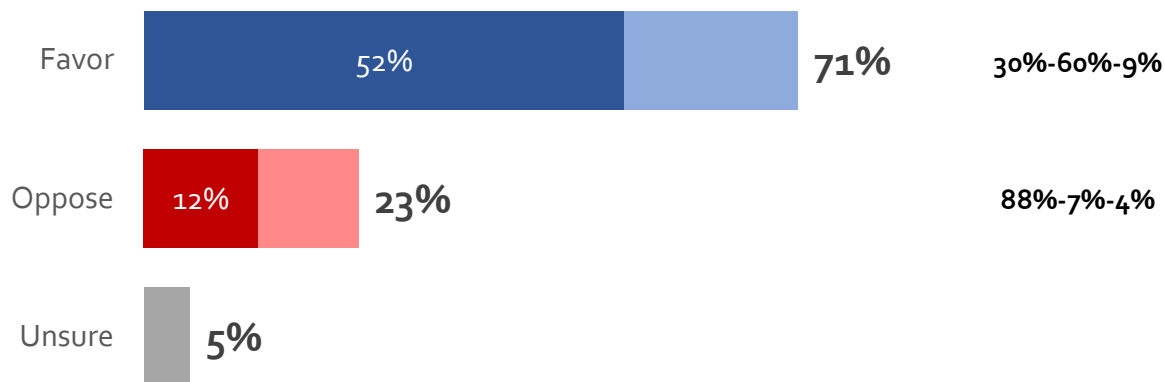
Initial Generic: GOP (58%) – DEM (34%) – DK (7%)



	Favor	Oppose	Favor Adv.
Total Safe GOP	67%	28%	+39%
Independent	68%	29%	+39%
Republican	54%	40%	+14%
GOP Primary Voters			
Safe GOP + BG	53%	41%	+11%

Battleground

Initial Generic: GOP (45%) – DEM (45%) – DK (8%)

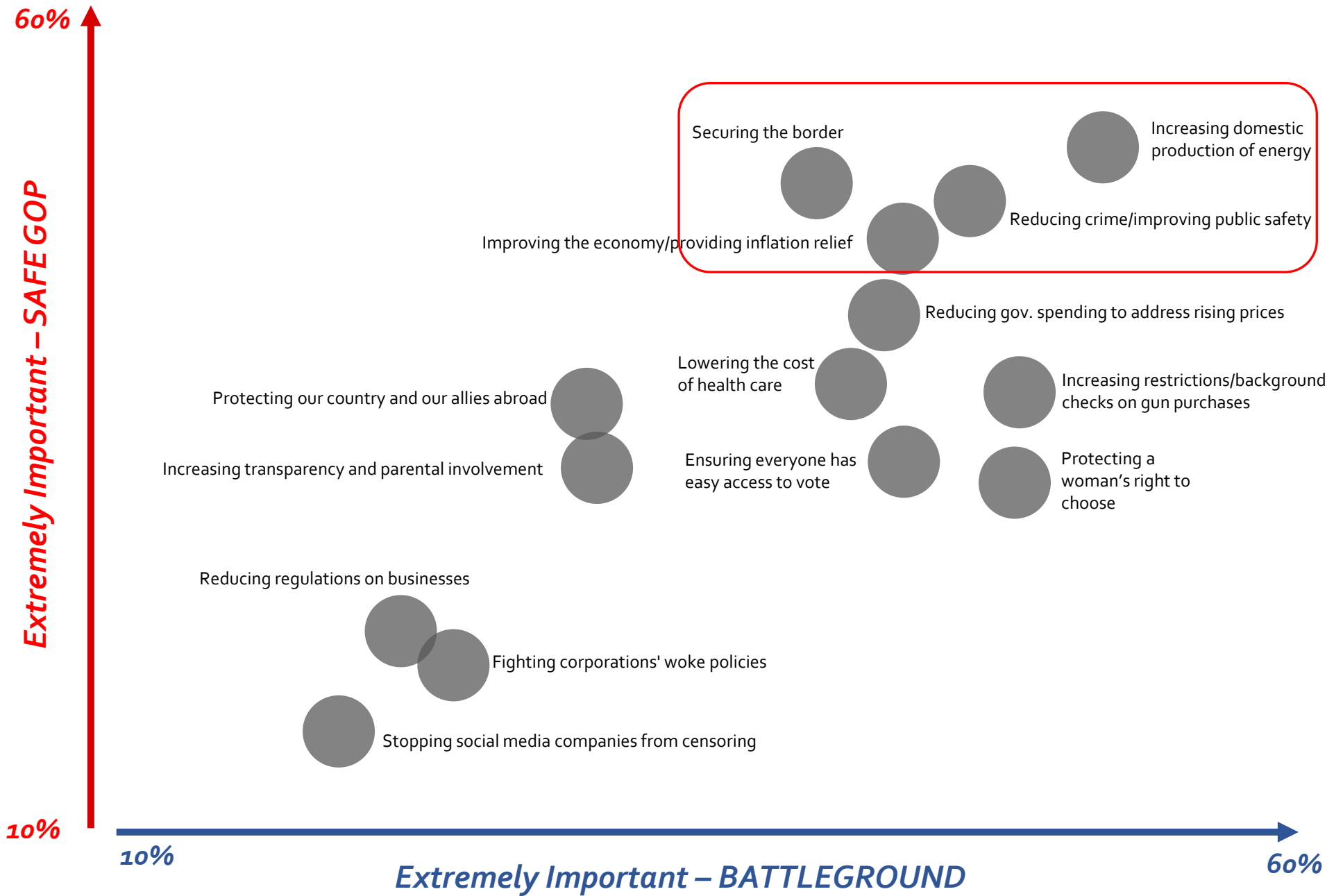


	Favor	Oppose	Favor Adv.
Total Battleground	71%	23%	+48%
IND. Men	68%	29%	+39%
IND. Women	80%	10%	+70%
IND. Wrong Track	70%	24%	+46%
Latino	81%	17%	+63%
Non-College Ed. Men	70%	25%	+44%
Non-College Ed. Women	66%	25%	+41%
College Ed. Women	78%	16%	+62%
Initial Undecided	76%	12%	+64%
GOP Held	70%	27%	+43%
DEM Held	68%	25%	+43%
Open/New/Merged	74%	19%	+55%

Do you favor or oppose stricter gun control laws?

Focusing On Salient Issues

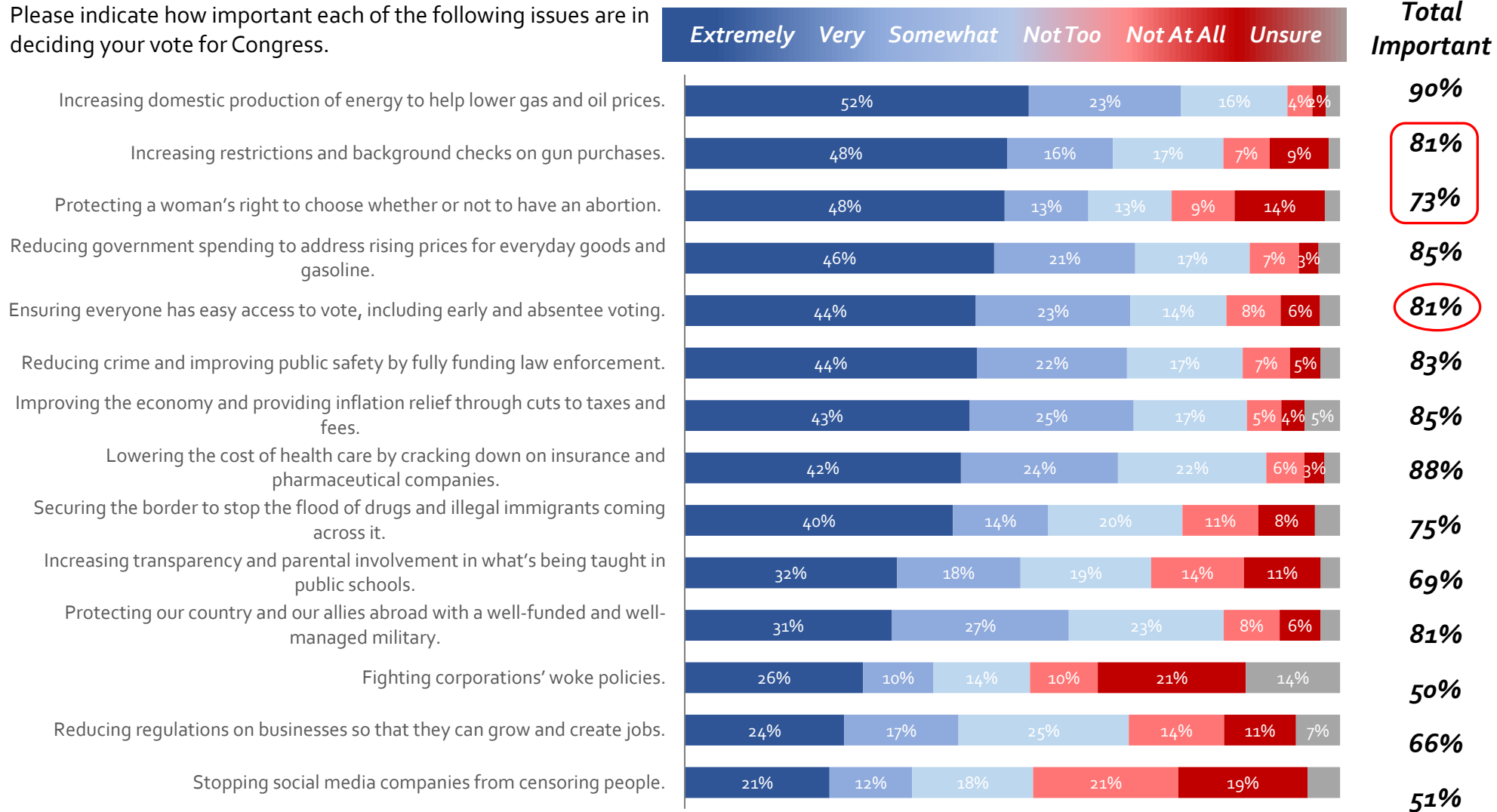
IMPORTANT ISSUE – SAFE GOP & BG CD COMPARISON – EXTREMELY IMPORTANT



IMPORTANT ISSUE STATEMENTS – BATTLEGROUND

The same set of pocketbook concerns regarding gas prices, fighting inflation, and lowering health care costs rank highly in battleground districts as well. With that said, the more Democratic issues of background checks, abortion, and voting access are of greater importance than in safe GOP districts.

Please indicate how important each of the following issues are in deciding your vote for Congress.



Framing The Key Issues

FRAMING– ECONOMIC ISSUES

When we frame inflation, note it is an easier sell to focus on the fact that Democrats have no plan for inflation than their spending policies being a major cause of it.

Please read the following statements and indicate whether you agree or disagree with each.

<i>Economic</i>	Net Agree		Strongly Agree	
	Safe GOP	BG	Safe GOP	BG
[INFLATION] Democrats have no plan to fix inflation even though gas and groceries now cost more than ever in history and prices are increasing faster than they have in the past 40 years.	+39%	+22%	50%	39%
[INFLATION] The Democrats’ reckless spending policies over the past year and a half is a major reason why inflation is skyrocketing.	+30%	+10%	43%	35%

FRAMING– PUBLIC SAFETY

When it comes to framing immigration, especially in battleground districts, it is about border security as both a national security and a humanitarian crisis. Note that too harsh of rhetoric focused on “an invasion” tamps down the resonance of an otherwise winning issue. Voters clearly believe that Democratic policies are helping to increase the crime waves seen across the country.

Please read the following statements and indicate whether you agree or disagree with each.

<i>Immigration</i>	Net Agree		Strongly Agree	
	Safe GOP	BG	Safe GOP	BG
[IMMIGRATION] Illegal immigration and border security are issues of national security. The border must be secured to stop the flow of dangerous drugs from south of the border to keep Americans safe.	+60%	+41%	52%	43%
[IMMIGRATION] The crisis at the southern border is a humanitarian crisis and must be addressed quickly.	+46%	+38%	37%	34%
[IMMIGRATION] The crisis at the southern border <u>has turned into an invasion</u> and we need to deport illegal immigrants and <u>impeach</u> the Biden Administration officials who have let this happen.	+21%	+0%	39%	33%

<i>Crime</i>	Net Agree		Strongly Agree	
	Safe GOP	BG	Safe GOP	BG
[CRIME] Democratic policies of not fully funding law enforcement is impacting public safety not just in big cities, but also in local communities with increased vandalism in public parks, shoplifting in grocery stores and other crimes that hurt our quality of life.	+34%	+15%	42%	34%
[CRIME] The spike in crime in big cities across the country is a result of liberal soft-on-crime policies that won't penalize criminals.	+33%	+15%	46%	37%
[CRIME] Crime in communities across the country has gotten significantly worse over the past few years due in part to Democrats' efforts to defund the police.	+33%	+10%	45%	34%

FRAMING– CULTURAL ISSUES

While both are effective, the transgender sports statement is stronger than the Parents’ Bill of Rights.

Please read the following statements and indicate whether you agree or disagree with each.

<i>Cultural</i>	Net Agree		Strongly Agree	
	Safe GOP	BG	Safe GOP	BG
[TRANSGENDER SPORTS] Only those who were born female should be allowed to participate in girls’ school sports.	+54%	+41%	56%	47%
[HALF SAMPLE] [PARENTS BILL OF RIGHTS] Public school curriculum should be more transparent so parents know what their kids are learning and parents should have a say in what is being taught, as children are being taught about sexual orientation and gender identity at too early an age.	+46%	+22%	46%	37%
[HALF SAMPLE] [PARENTS BILL OF RIGHTS] Public school curriculum should be more transparent so parents know what their kids are learning and parents should have a say in what is being taught, as children are wrongly being taught that America is an inherently racist country.	+43%	+22%	45%	34%

FRAMING– ABORTION

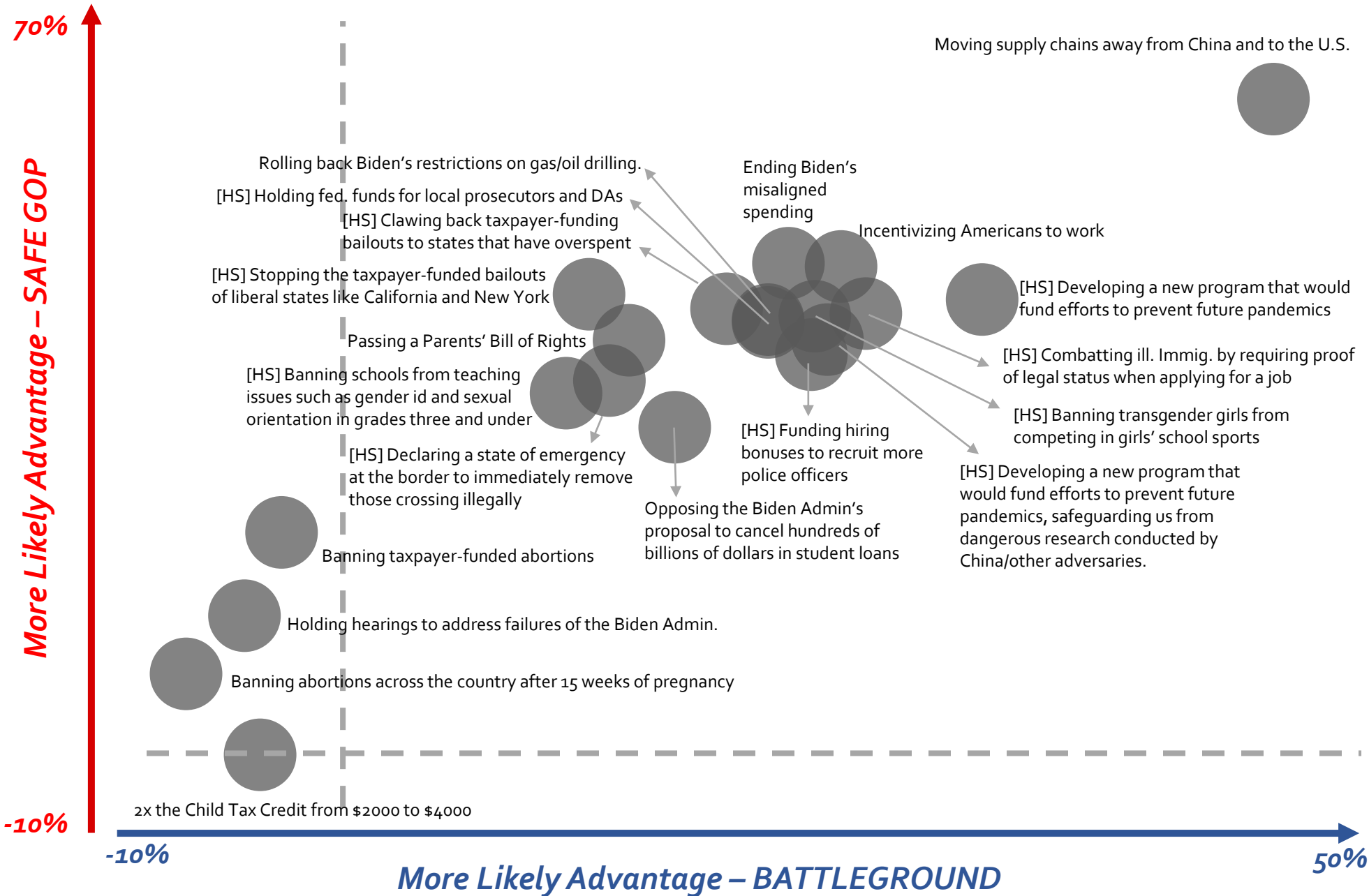
Any attempt to frame the issue of abortion is unhelpful, especially if it does not include the three exceptions. A six-week ban is problematic not just in battleground districts, but also in the safe Republican seats. Interestingly, a 15-week ban tests worse than either 2nd and 3rd trimester bans or having a policy in line with European laws.

Please read the following statements and indicate whether you agree or disagree with each.

<i>Abortion</i>	Net Agree		Strongly Agree	
	Safe GOP	BG	Safe GOP	BG
[ABORTION] Exceptions should be made for any abortion bans in the cases of rape, incest and life of a mother.	+66%	+73%	58%	65%
[ABORTION] Congress should allow states to set their own abortion policies.	+19%	+4%	36%	25%
[ABORTION] Congress should make an abortion policy in line with the laws in European countries.	-5%	+2%	10%	10%
[HALF SAMPLE] [ABORTION] Congress should set a national standard to ban 2nd and 3rd trimester abortions.	+6%	-5%	24%	23%
[HALF SAMPLE] [ABORTION] Congress should ban abortions after 15 weeks.	+1%	-22%	22%	16%
[HALF SAMPLE] [ABORTION] Congress should ban all abortions after an unborn child's heartbeat is detected.	-21%	-29%	20%	15%
[HALF SAMPLE] [ABORTION] Congress should ban all abortions after six weeks of pregnancy.	-27%	-52%	17%	8%

Winning Agenda Items By Issue

SAFE GOP & BATTLEGROUNDS CD COMPARISON – AGENDA ISSUES – NET MORE LIKELY



AGENDA ITEMS– ECONOMIC/POCKETBOOK ISSUES

There are numerous economic issues that are effective both in red and swing districts, starting with tax incentives to move supply chains from China to here. Stopping the Biden policies of paying people not to work, his misaligned wasteful projects and his restrictions on energy production are all effective as well. The “blue state bailout” messaging isn’t that strong, but it is stronger in the battleground when it is less ideological and focused only on spending/lack of plan to fix it aspects.

The following are several issues that a Republican candidate for Congress could address. Please indicate if each would make you more or less likely to vote for a Republican candidate for Congress, or if it wouldn’t make a difference.

<i>Economic/Pocketbook</i>	Net More Likely		Much More Likely	
	Safe GOP	BG	Safe GOP	BG
Moving supply chains away from China and to the U.S. by giving tax incentives for companies to manufacture here rather than in China.	+61%	+47%	48%	36%
Incentivizing Americans to work rather than Biden’s policy of paying them to stay home which has led to supply chain issues and higher prices.	+46%	+25%	49%	36%
Ending Biden’s misaligned spending policies that have led to our tax dollars being spent on wasteful projects such as bailing out golf courses, ski resorts and luxury resorts, while also sending stimulus checks to prisoners.	+46%	+22%	48%	34%
Rolling back Biden’s restrictions on gas and oil drilling and production to lower costs.	+41%	+21%	51%	36%
[HALF SAMPLE] Clawing back taxpayer-funded bailouts to state governments that have overspent on growing government programs for decades and have no plan to fix their state budget crises on their own.	+42%	+19%	35%	27%
Opposing the Biden Administration’s proposal to cancel hundreds of billions of dollars in student loans that would have to be paid for by taxpayers.	+31%	+17%	41%	34%
[HALF SAMPLE] Stopping the taxpayer-funded bailouts of liberal states like <u>California and New York</u> that are bankrupting their states and are doing nothing to control their spending.	+43%	+12%	47%	30%

AGENDA ITEMS– PUBLIC SAFETY

When it comes to illegal immigration, declaring a state of emergency at the border is less impactful than requiring proof of legal status when applying for a job and restricting welfare benefits for illegal immigrants. Going after D.A.s and prosecutors who refuse to prosecute crimes is also effective.

The following are several issues that a Republican candidate for Congress could address. Please indicate if each would make you more or less likely to vote for a Republican candidate for Congress, or if it wouldn't make a difference.

<i>Public Safety</i>	Net More Likely		Much More Likely	
	Safe GOP	BG	Safe GOP	BG
[HALF SAMPLE] Combatting illegal immigration by requiring proof of legal status when applying for a job and restricting welfare benefits that incentivize illegal immigrants to cross the border.	+41%	+26%	47%	32%
[HALF SAMPLE] Funding hiring bonuses to recruit more police officers and address the police shortage across the country.	+37%	+24%	30%	21%
[HALF SAMPLE] Placing a hold on federal funds for local prosecutors and district attorneys who refuse to prosecute crimes and requiring prosecutors to disclose what crimes are not being prosecuted in order to receive federal funds.	+40%	+21%	38%	29%
[HALF SAMPLE] Declaring a state of emergency at the border to immediately remove those crossing illegally, while continuing to build a wall on the border, increasing the number of border agents, and improving tracking technology.	+35%	+13%	42%	36%

AGENDA ITEMS– CULTURAL ISSUES/ABORTION

Even when framed as positives, all three proposals dealing with abortion leave more voters in battleground districts being less likely to vote for a Republican for Congress. Focusing on transgender sports is much safer terrain.

The following are several issues that a Republican candidate for Congress could address. Please indicate if each would make you more or less likely to vote for a Republican candidate for Congress, or if it wouldn't make a difference.

<i>Cultural Issues/Abortion</i>	Net More Likely		Much More Likely	
	Safe GOP	BG	Safe GOP	BG
[HALF SAMPLE] Banning transgender girls from competing in girls' school sports.	+41%	+24%	41%	30%
Passing a Parents' Bill of Rights that would increase transparency to ensure parents know what their children are being taught in schools and how their tax dollars are being spent. This will also ensure parents' voices will be heard by administrators and school boards.	+39%	+14%	38%	28%
[HALF SAMPLE] Banning schools from teaching issues such as gender identification and sexual orientation in grades three and under.	+34%	+11%	47%	32%
Banning taxpayer-funded abortions.	+21%	-3%	38%	26%
Doubling the Child Tax Credit from \$2000 to \$4000 in the first year of a child's life to support new mothers and families who may have opted for an abortion instead.	+0%	-4%	17%	14%
Banning abortions across the country after 15 weeks of pregnancy, with exceptions for rape, incest and life of the mother.	+8%	-8%	26%	18%

Winning Agenda Items

WINNING AGENDA ITEMS

Moving supply chains away from China is the most effective proposal in both safe Republican and battleground seats and this can also be tied to incentivizing Americans to work. Pandemic preparedness, immigration reforms and hiring bonuses for police are also strong. Posting up against Biden's policies as a whole is effective, including on his spending on luxury resorts and his energy production restrictions.

The following are several issues that a Republican candidate for Congress could address. Please indicate if each would make you more or less likely to vote for a Republican candidate for Congress, or if it wouldn't make a difference.

	Net More Likely		Much More Likely	
	Safe GOP	BG	Safe GOP	BG
[CHINA SUPPLY CHAINS] Moving supply chains away from China and to the U.S. by giving tax incentives for companies to manufacture here rather than in China.	+61%	+47%	48%	36%
[PANDEMIC PREPAREDNESS] [HALF SAMPLE] Developing a new program that would fund efforts to prevent future pandemics.	+43%	+32%	22%	22%
[IMMIGRATION] [HALF SAMPLE] Combatting illegal immigration by requiring proof of legal status when applying for a job and restricting welfare benefits that incentivize illegal immigrants to cross the border.	+41%	+26%	47%	32%
[PAID NOT TO WORK] Incentivizing Americans to work rather than Biden's policy of paying them to stay home which has led to supply chain issues and higher prices.	+46%	+25%	49%	36%
[TRANSGENDER SPORTS] [HALF SAMPLE] Banning transgender girls from competing in girls' school sports.	+41%	+24%	41%	30%
[PANDEMIC PREPAREDNESS] [HALF SAMPLE] Developing a new program that would fund efforts to prevent future pandemics, safeguarding us from dangerous research conducted by China and other adversaries.	+39%	+24%	28%	19%
[CRIME] [HALF SAMPLE] Funding hiring bonuses to recruit more police officers and address the police shortage across the country.	+37%	+24%	30%	21%
[SPENDING] Ending Biden's misaligned spending policies that have led to our tax dollars being spent on wasteful projects such as bailing out golf courses, ski resorts and luxury resorts, while also sending stimulus checks to prisoners.	+46%	+22%	48%	34%
[ENERGY] Rolling back Biden's restrictions on gas and oil drilling and production to lower costs.	+41%	+21%	51%	36%
[CRIME] [HALF SAMPLE] Placing a hold on federal funds for local prosecutors and district attorneys who refuse to prosecute crimes and requiring prosecutors to disclose what crimes are not being prosecuted in order to receive federal funds.	+40%	+21%	38%	29%

WINNING AGENDA ITEMS– INDEPENDENTS AND PRIMARY VOTERS

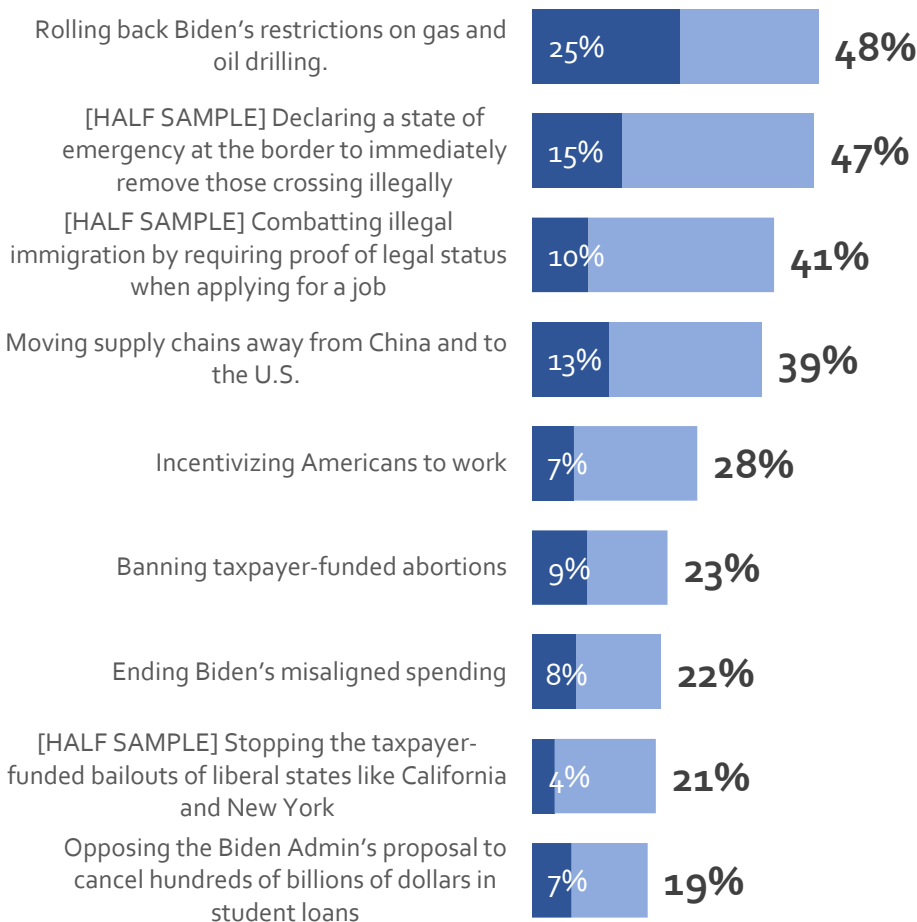
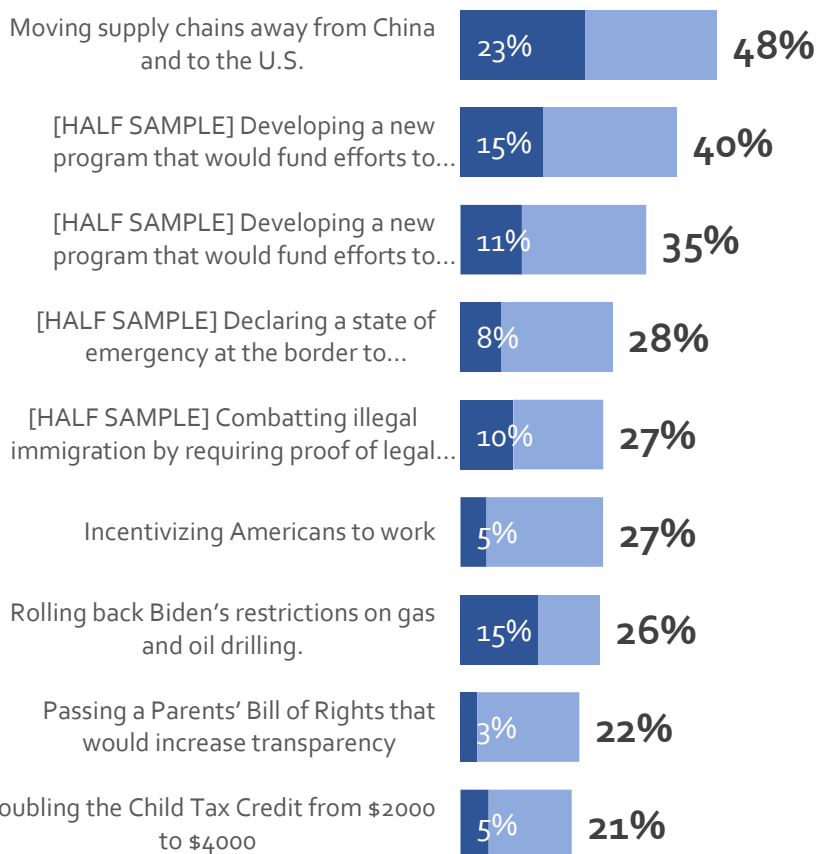
Among primary voters, rolling back Biden’s energy restrictions is clearly the top driver, while the supply chain issue is strongest among Independents in the battleground districts.

BG Independents

% THAT SAY TOP ISSUE
% THAT SAY WITHIN TOP 3 ISSUES

GOP Primary Voters

Here again are all the proposals you just rated individually. From this list, please select the three proposals that make you MOST LIKELY to vote for a Republican candidate.



AGENDA EXPLANATION

Getting our country back on track should be the central theme for framing the Republican agenda among Republicans in safe GOP districts. Among Independents in battleground CDs, the focus should also be on getting our country back on track, with “Commitment to America” and “new direction” also being helpful.

Please read the following statement regarding a Republican agenda for the country and highlight anything that gives you a more **favorable** impression of a Republican candidate for Congress.

Safe GOP – Among Republicans

One-party Democrat rule in Washington has shown our country needs a **new direction**. We have record inflation, rising crime rates, mass illegal immigration, and one-size-fits-all mandates that harm our children and crush our local businesses. At the same time, Democrats in Washington have allowed big tech companies and school board unions to centralize power and decision-making with zero regard for the rest of us. Our mission is simple: **get our country back on track**. We will focus every day on the issues that matter most to you and spell out our plan in writing—the **Commitment to America**—which we will pursue if we earn a majority in the House of Representatives.

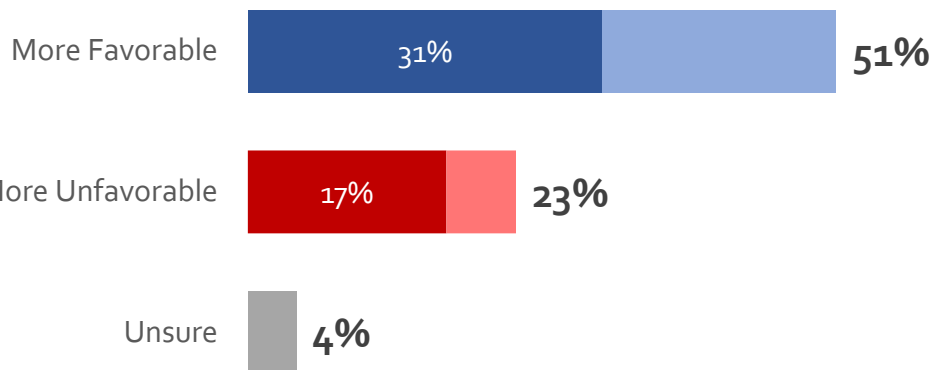
Battleground – Among Independents

One-party Democrat rule in Washington has shown our country needs a **new direction**. We have record inflation, rising crime rates, mass illegal immigration, and one-size-fits-all mandates that harm our children and crush our local businesses. At the same time, Democrats in Washington have allowed big tech companies and school board unions to centralize power and decision-making with zero regard for the rest of us. Our mission is simple: **get our country back on track**. We will focus every day on the issues that matter most to you and spell out our plan in writing—the **Commitment to America**—which we will pursue if we earn a majority in the House of Representatives.

OVERALL AGENDA OPINION

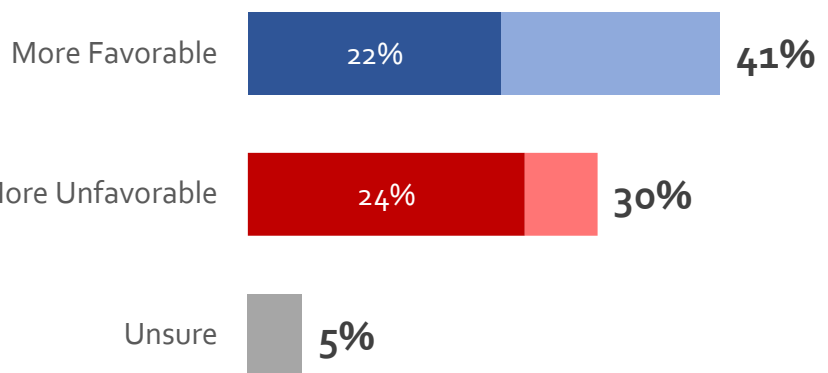
The issues addressed in the Republican agenda will be helpful to improve the overall GOP brand, especially among Independent voters who think the country is off on the wrong track, as well as non-college educated women.

Safe GOP



	More Favorable	More Unfavor.	No Diff.	More Fav. Adv.
Total Safe GOP	51%	23%	21%	+28%
Independent	37%	25%	30%	+12%
Republican	78%	7%	12%	+71%
GOP Primary Voters				
Safe GOP + BG	70%	11%	16%	+59%

Battleground



■ Much
■ A Little

	More Favorable	More Unfavor.	No Diff.	More Fav. Adv.
Total Battleground	41%	30%	23%	+11%
IND. Men	36%	29%	29%	+7%
IND. Women	35%	28%	25%	+7%
IND. Wrong Track	43%	23%	26%	+20%
Latino	38%	34%	26%	+4%
Non-College Ed. Men	42%	27%	19%	+15%
Non-College Ed. Women	45%	25%	23%	+20%
College Ed. Women	35%	32%	26%	+3%
Initial Undecided	27%	18%	36%	+9%
GOP Held	39%	27%	26%	+12%
DEM Held	43%	31%	21%	+12%
Open/New/Merged	40%	32%	23%	+8%

And overall, does this Republican agenda for the country give you a more favorable or more unfavorable impression of Republican candidates for Congress, or does it not make a difference?

Conclusions & Recommendations

1. This survey data shows a solid foundation of policy ideas the American people will get behind. Most importantly, this agenda is about getting our country back on track.
2. First and foremost, this is about getting the economy back on track. Inflation is driving a lot of this and put simply, President Biden, Speaker Pelosi and the liberals in Congress don't have a plan to address it. Beyond that, the substantive proposals regarding moving supply chains from China, rolling back Biden energy restrictions and stopping the reckless spending all help address concerns regarding inflation and the economy as a whole.
3. The other major area that should play to conservatives' advantage is public safety, both in terms of border security and to a lesser degree, crime. In terms of border security, it is important to focus on the impact on national security, drugs crossing over the border, and the fact that it is a humanitarian crisis. Combatting illegal immigration by verifying status when applying for a job and stopping the Welfare incentives that can attract illegal crossings are helpful. Agenda items focused on hiring bonuses for officers and stopping funding of prosecutors who won't prosecute crimes are widely supported.
4. What this agenda itself should not be about is abortion. This is not a winning issue in battleground districts and frankly, is borderline in red districts as well. Given this data, including anything regarding abortion in the agenda will do more harm than good.
5. Finally, it is important not to turn easy wins into losses. Conservatives need to be careful of using too charged of rhetoric (such as calling the border crisis "an invasion") and focusing on niche issues such as social media censorship and "woke" corporations just distracts from much more salient issues.

Contact Information

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