

A photograph of several American flags planted in a garden bed. The flags are in the foreground and middle ground, with some in sharp focus and others blurred. The garden contains pink and purple flowers. The background shows green trees and a cloudy sky. The entire image has a dark, semi-transparent overlay.

Governing Landscape

An Analysis of Voter Attitudes in Swing Congressional Districts

June 2025

Summary and Highlights

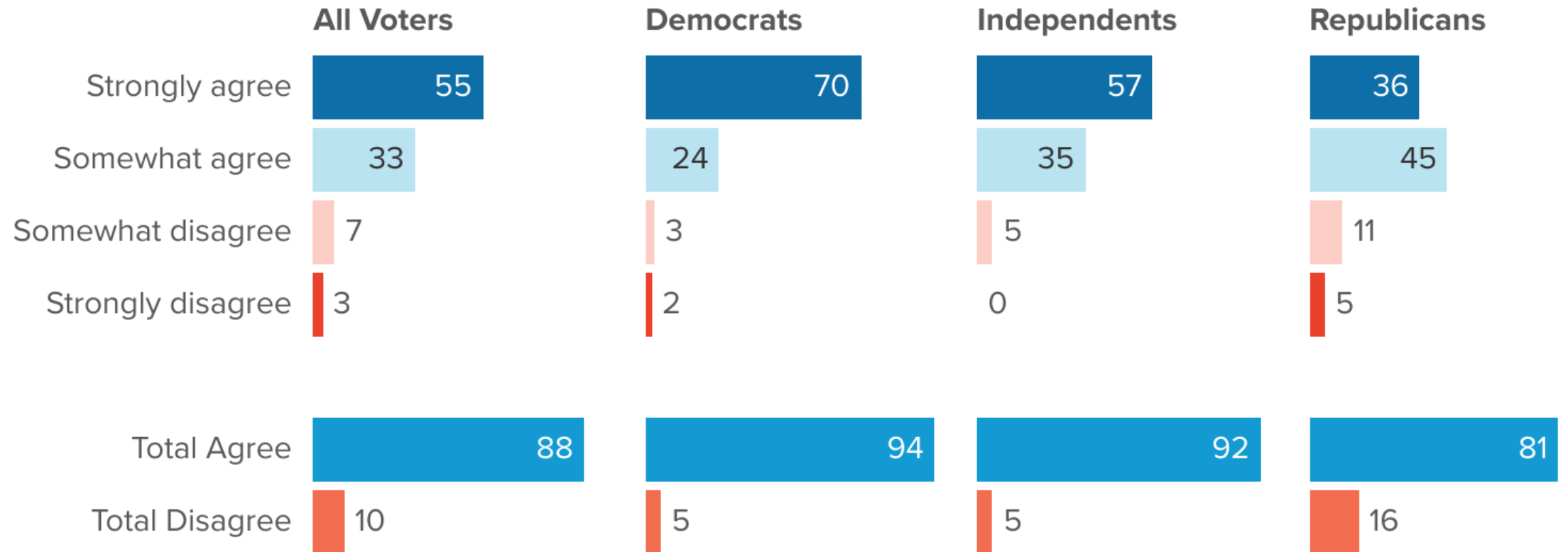
This report features data from a June 10-13, 2025 survey of **1,637 voters in swing* congressional districts** conducted by Change Research. The survey provides insights into voter perceptions about the United States, its leaders, policies, the greatest sources of financial stress and who voters say is most responsible, and more. This is the first in a series of reports that we will release focused on this congressional survey, as well as Georgia and Michigan.

- **Widespread Disillusionment with Leadership & Direction of the Country:** A strong majority of voters across party lines believe America is mired in chaos and corruption (88% agree), and feel the government is not working for them. Favorability for both parties and most political figures is deeply underwater, with only Barack Obama among recently elected or public national figures holding near-net neutral ratings
- **Economic Anxiety is the Dominant Driver:** Inflation, high costs of living, and financial instability are the top sources of stress. 65% of voters say their income is falling behind costs. 84% agree the American Dream has become unaffordable. Both President Trump and former President Biden are seen as having made limited progress on core economic issues. President Trump's economic policies are clearly a driver of anxiety, with 58% of voters (including 60% of Independents) responding that Donald Trump's tariffs have increased costs. However, Trump's approval remains relatively unchanged since our survey in March despite voter frustration with his economic policies
- **Broad Bipartisan Support for Targeted Consumer Reforms:** Despite polarization, there is overwhelming consensus (94% support) for cracking down on hidden junk fees from swipe fees to airline seating charges. This shows a shared appetite for visible, consumer-focused reforms that reduce everyday financial burdens

Perceptions of America & Its Leaders

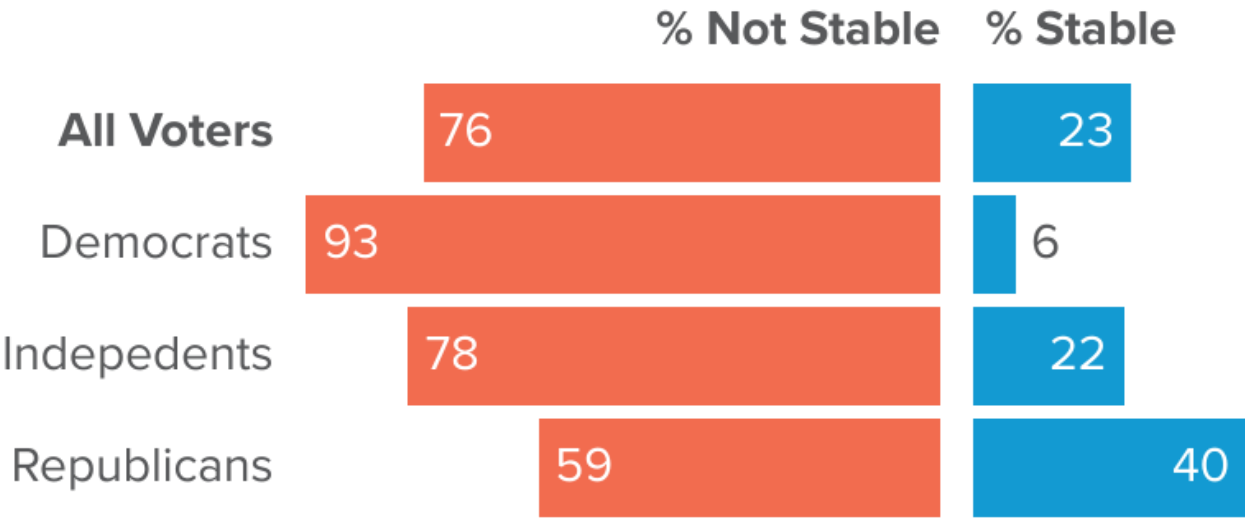
Voters overwhelmingly see America as chaotic and corrupt

“Do you agree or disagree with the following statement?: “America is mired in chaos and corruption.”

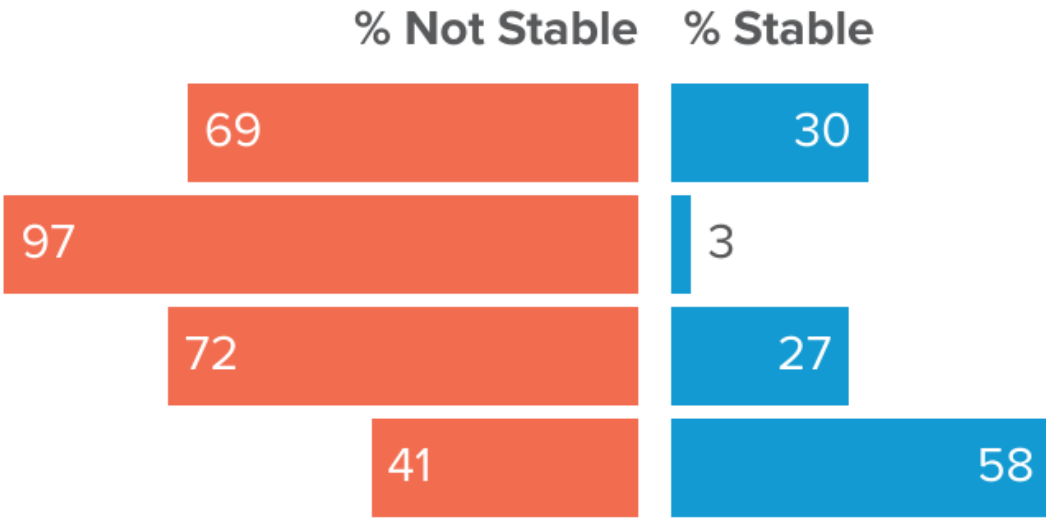


Perception of Stability in America and the World

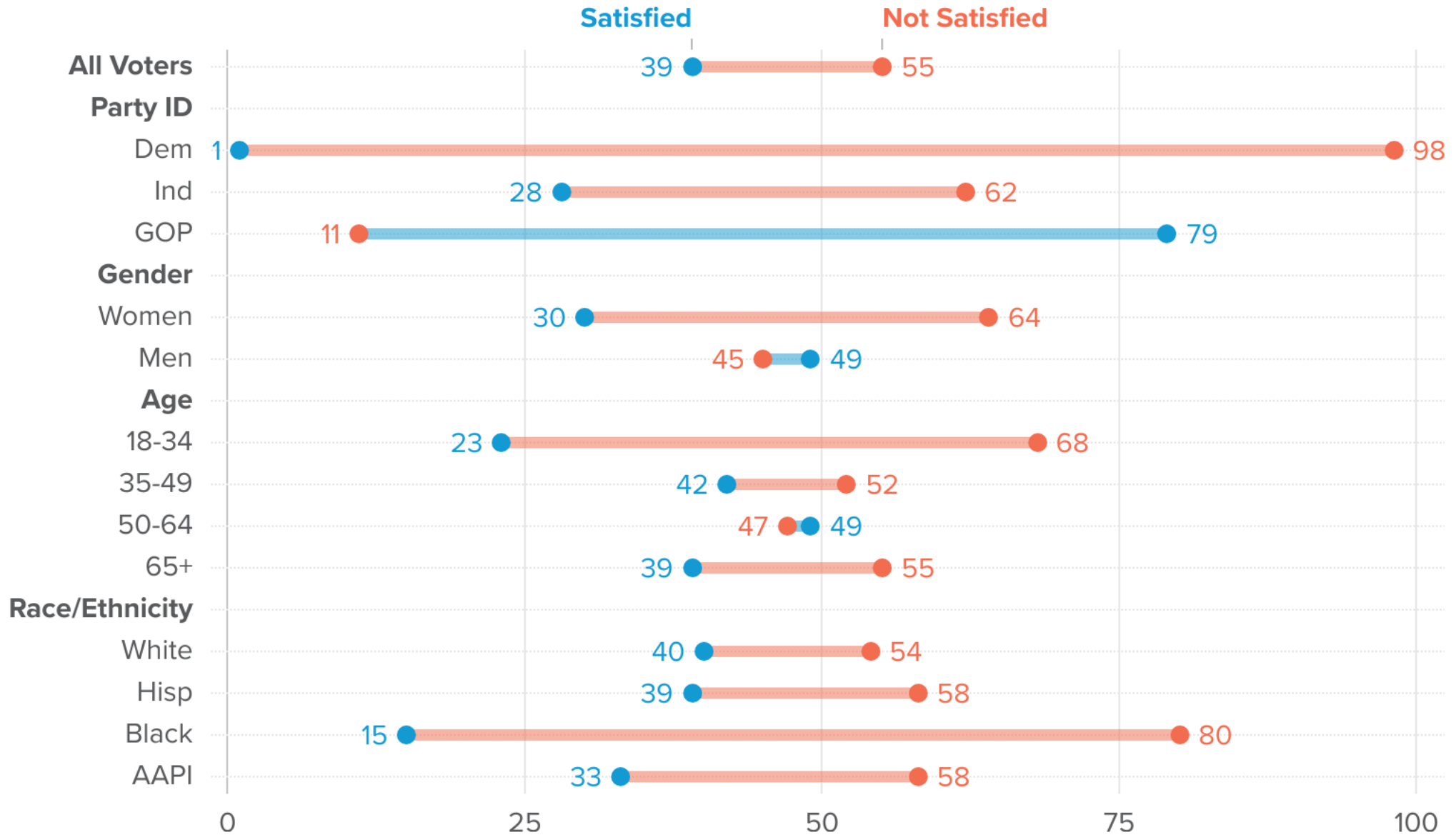
How stable do you think things in America are today?



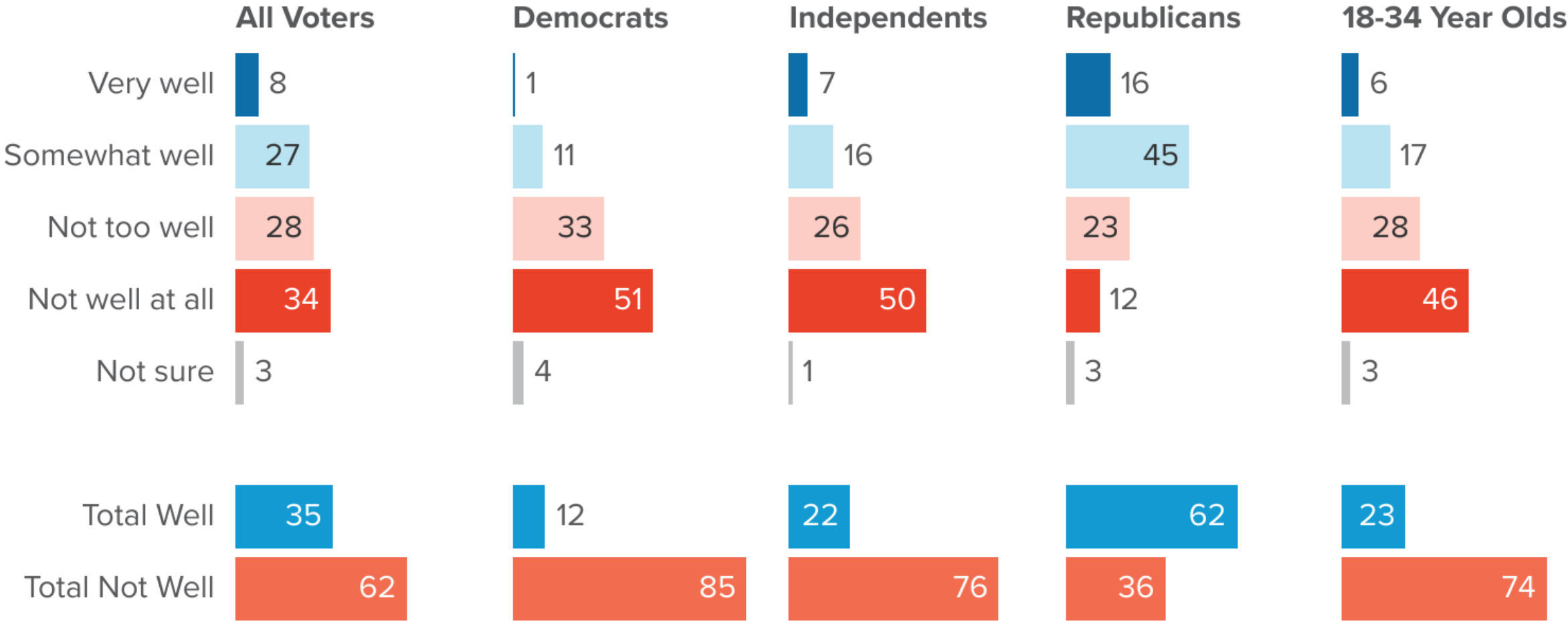
How stable do you think things in the world are today?



Satisfaction with the Direction of America

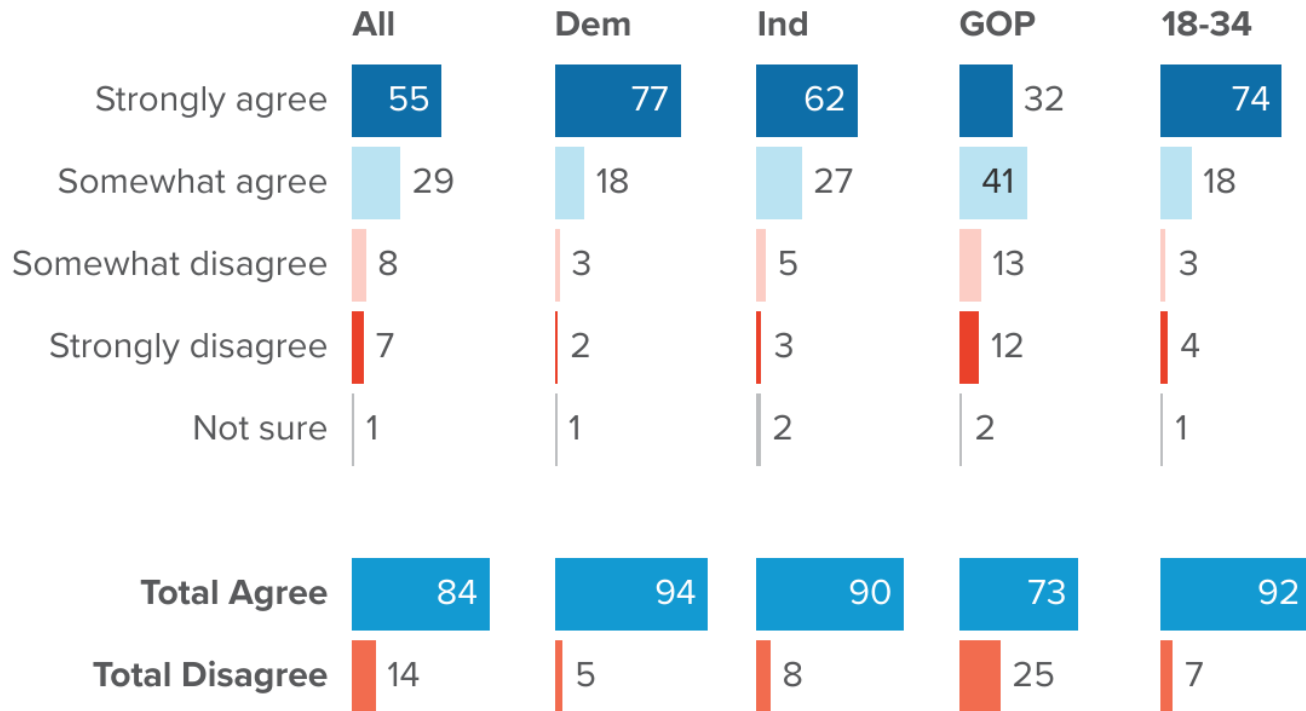


How Well the U.S. Government is Working for You

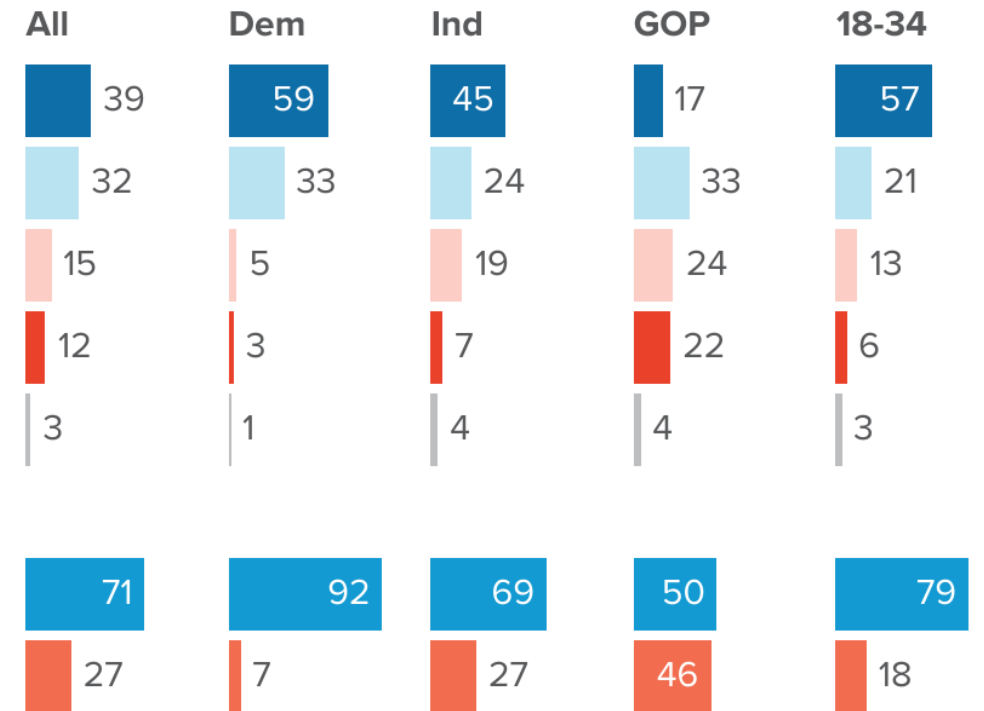


The American Dream is Out of Reach

“The American Dream has become unaffordable.”

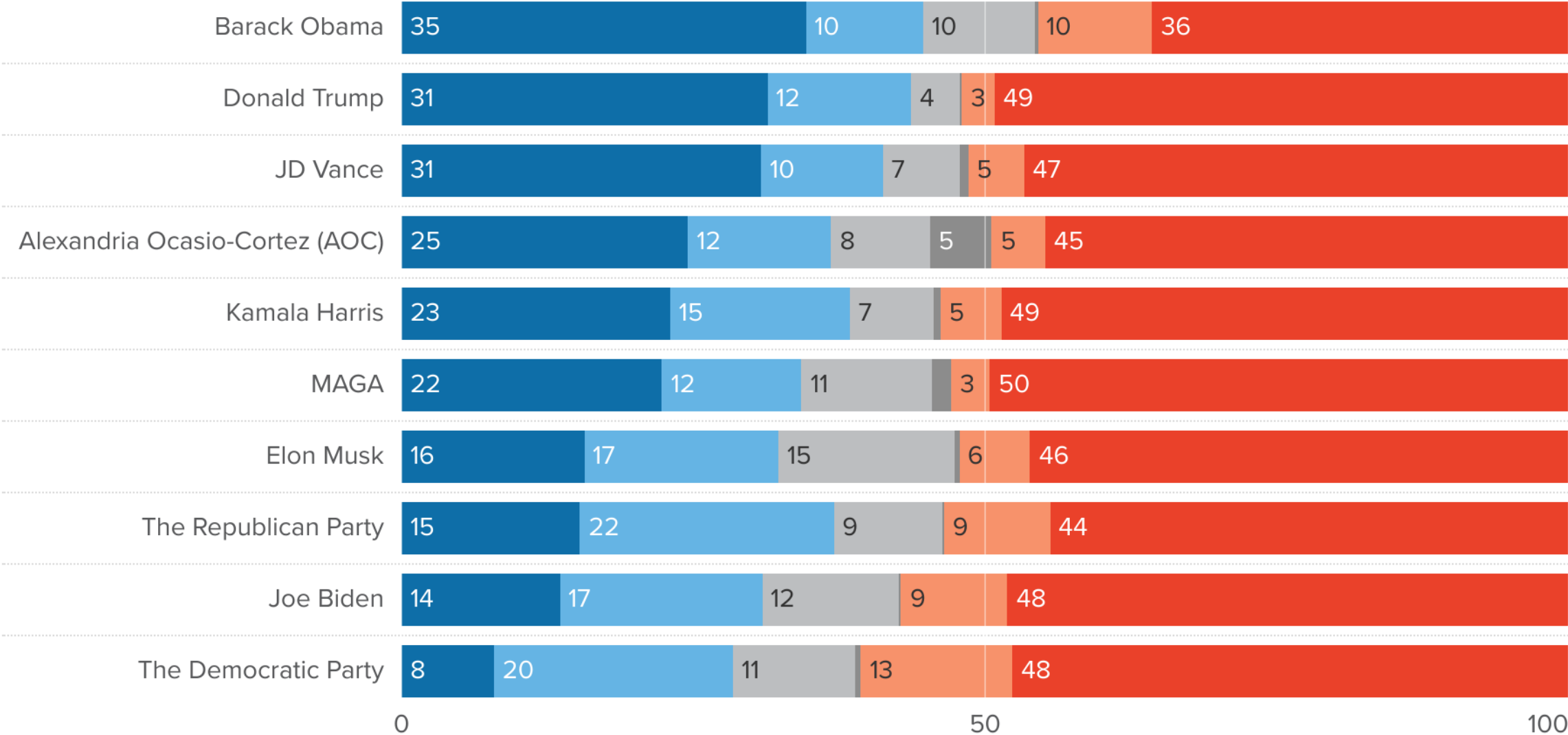


“The American Dream has become inaccessible.”



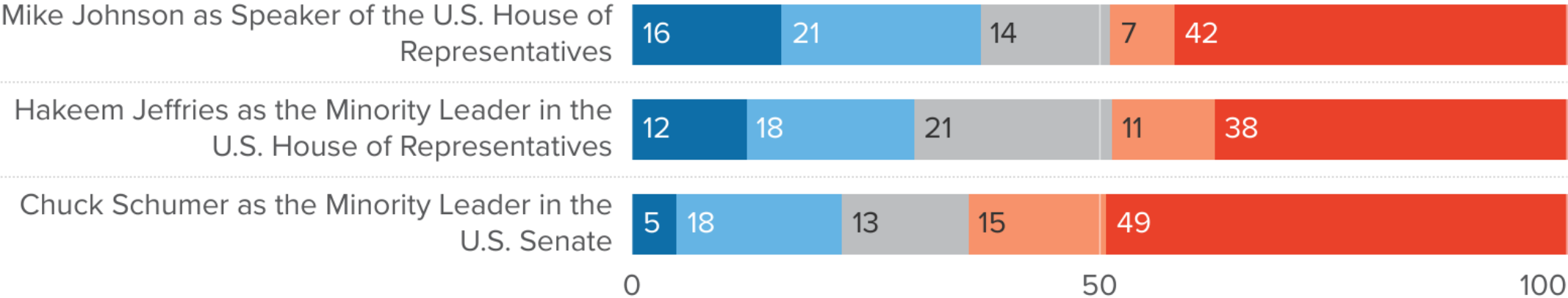
Favorability of Key Figures

● Very favorable
 ● Somewhat favorable
 ● Neutral
 ● Never heard of them
 ● Somewhat unfavorable
 ● Very unfavorable



Congressional Job Approval

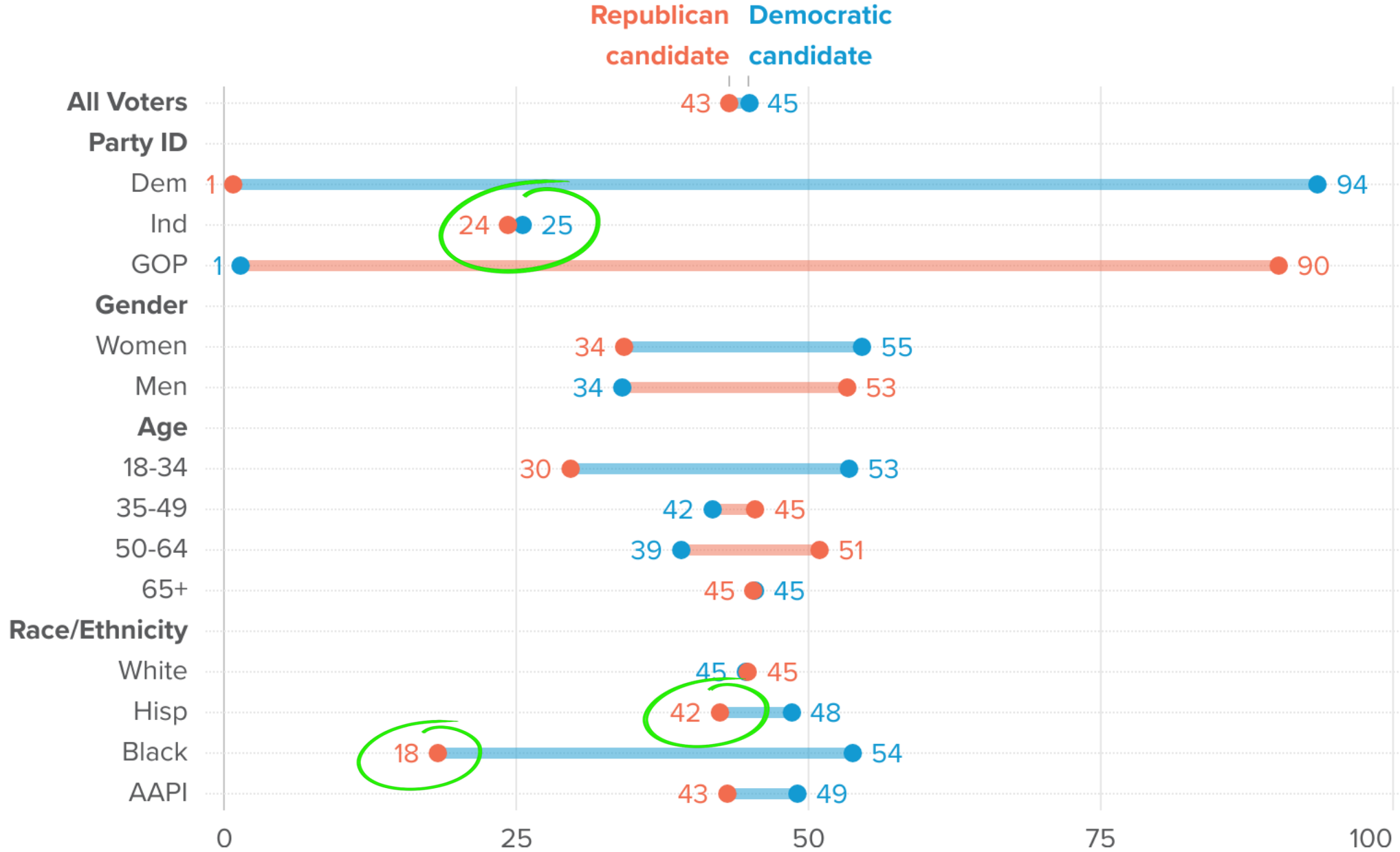
● Strongly approve
 ● Somewhat approve
 ● Not sure
 ● Somewhat disapprove
 ● Strongly disapprove



Net Approve

	All	Dem	Ind	GOP	
-12	-83	-35	65		Mike Johnson as Speaker of the U.S. House of Representatives
-19	33	-44	-63		Hakeem Jeffries as the Minority Leader in the U.S. House of Representatives
-42	1	-64	-77		Chuck Schumer as the Minority Leader in the U.S. Senate

Generic Congressional Ballot

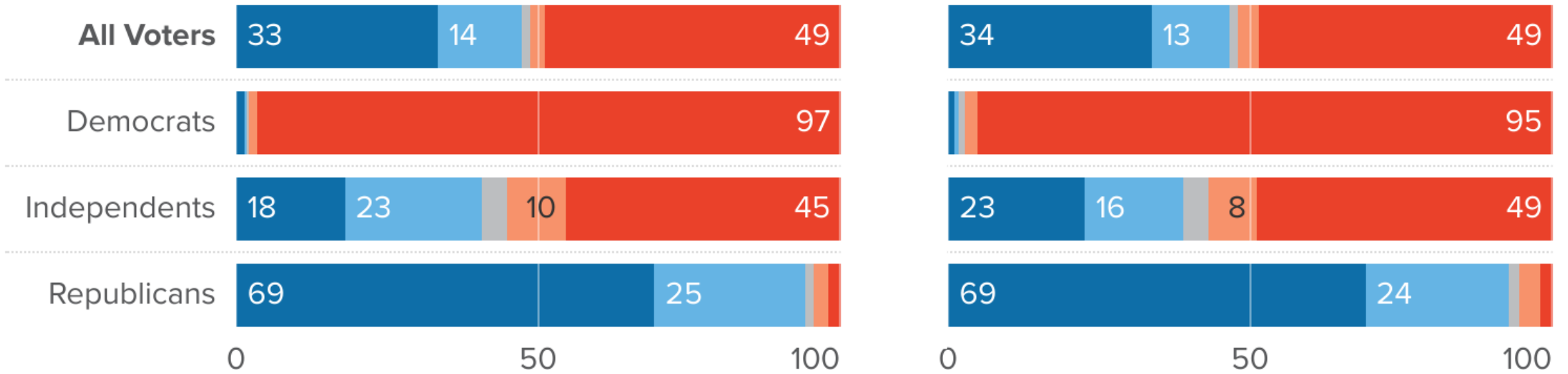


Trump Job Approval

● Strongly approve
 ● Somewhat approve
 ● Not sure
 ● Somewhat disapprove
 ● Strongly disapprove

Overall

Economy

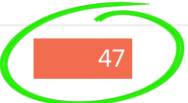


No Net Change Since March Survey

-1 Net Change Since March Survey

Which Better Describes Donald Trump

All Voters	Democrats	Independents	Republicans	
58	98	60	11	Has increased costs with his tariffs policies
35	1	29	77	Is keeping his promises of lowering costs
58	98	57	11	Has not kept his promises on ending the war between Ukraine and Russia and also Israel and Hamas and the world is less safe
35	1	26	76	Is keeping his promises to end wars and making the world safer through his leadership
56	98	56	6	Focused on enriching himself, his family and his friends
42	1	36	90	Focused on helping hard working Americans reduce the cost of living
55	98	53	5	Manufacture crises and chaos to distract from whatever political or policy issues he is failing to address
43	2	39	92	Have the best interest of Americans at heart on the decision they make
54	97	50	4	Seems old, tired and unfocused
43	2	40	91	Seems fit, strong and in charge
53	96	50	4	Creating chaos in certain communities and generating press and social media posts to make his administration look good
45	3	47	94	Finding and deporting people who have broken the law by being in the United States illegally



Trump: Little Progress on Cost-of-Living Priorities

We measured President Trump's performance since his Inauguration on key issues. On several critical measures related to costs, voters overwhelmingly say little progress has been made.

“Since becoming President on January 20th, how much progress do you think Donald Trump has made on each of the following?”

Net Progress					Net Progress				
All	Dem	Ind	GOP		All	Dem	Ind	GOP	
16	-59	12	93	Securing the southern border	-18	-97	-30	63	Protecting Medicare
6	-70	-2	84	Strengthening the military	-22	-97	-32	56	Protecting Medicaid
-7	-91	-17	79	Trade policy	-27	-97	-41	47	Lowering the cost of groceries
-9	-96	-22	82	Protecting your individual freedoms	-31	-97	-49	39	Reducing the federal debt
-13	-95	-25	71	Reducing crime	-31	-94	-48	35	Ending the Israel-Gaza war
-14	-94	-22	66	Improving the stock market	-35	-94	-49	28	Strengthening America's roads, bridges, airports, and expanding internet access
-14	-94	-28	67	Creating jobs and increasing wages	-35	-98	-43	29	Protecting the environment
-15	-93	-26	65	Lowering the cost of gasoline and energy	-40	-98	-61	24	Ending the Russia-Ukraine war
-17	-96	-39	68	Reducing corruption and draining the swamp	-42	-98	-60	20	Lowering health care costs
-17	-95	-28	65	Protecting Social Security	-49	-98	-59	2	Lowering the cost of housing
-17	-97	-34	68	Improving America's image in the world					

Biden & Democrats: Also Blamed for Economic Stagnation

We measured former President Biden and Democrats' progress on key issues to compare with President Trump's performance. On several critical measures related to costs, voters overwhelmingly attribute lack of progress to Biden's administration. This underscores the dissatisfaction with the direction of the country.

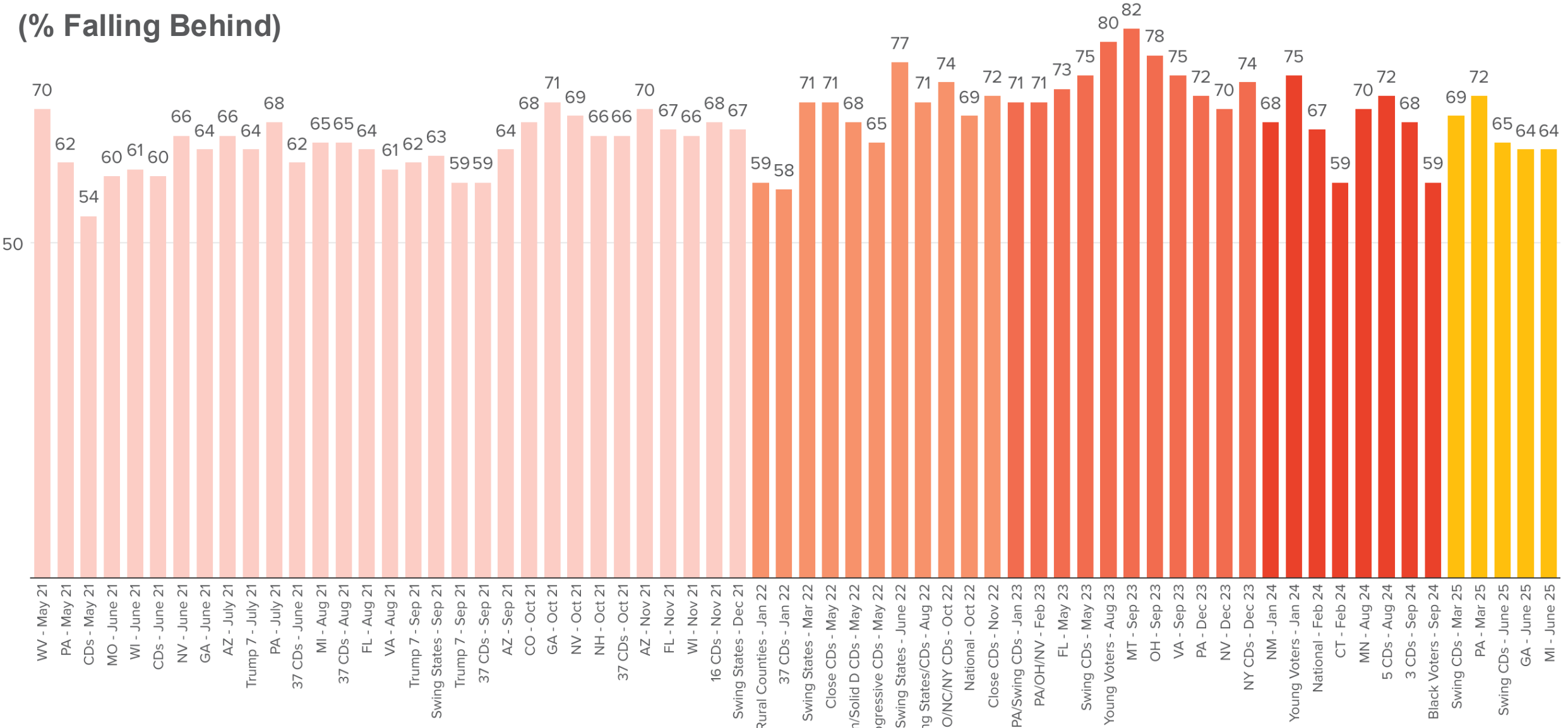
“Between 2021 and 2024, when Joe Biden and Democrats were in control of the White House and at least one chamber of Congress, how much progress did they make on each of the following?”

Net Progress					Net Progress				
All	Dem	Ind	GOP		All	Dem	Ind	GOP	
6	74	-21	-64	Protecting the environment	-27	28	-50	-86	Strengthening the military
0	63	-37	-64	Protecting Medicaid	-29	25	-53	-88	Lowering health care costs
-1	66	-31	-73	Protecting Medicare	-35	20	-60	-91	Lowering the cost of gasoline and energy
-5	67	-38	-82	Creating jobs and increasing wages	-37	15	-61	-92	Reducing the federal debt
-6	56	-18	-73	Improving the stock market	-41	8	-69	-90	Securing the southern border
-7	59	-32	-78	Strengthening America's roads, bridges, airports, and expanding internet access	-43	5	-64	-92	Lowering the cost of groceries
-8	65	-32	-88	Improving America's image in the world	-44	3	-72	-91	Reducing corruption and draining the swamp
-12	55	-49	-80	Protecting Social Security	-57	-20	-84	-93	Lowering the cost of housing
-17	46	-27	-88	Trade policy	-61	-32	-79	-91	Ending the Russia-Ukraine war
-21	48	-55	-91	Reducing crime	-74	-55	-85	-91	Ending the Israel-Gaza war

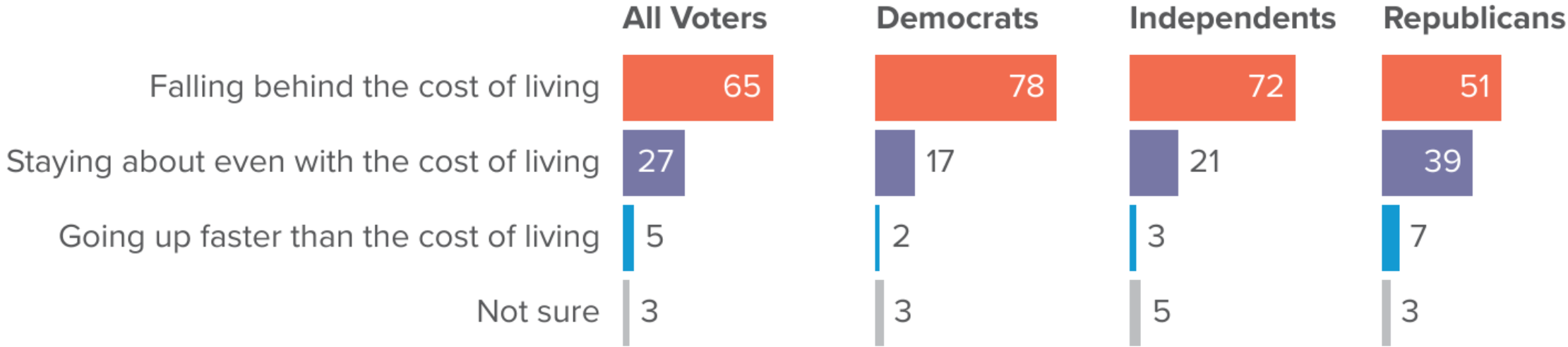
The Defining Issue: Costs

Falling Behind: The Defining Issue Since 2021

(% Falling Behind)

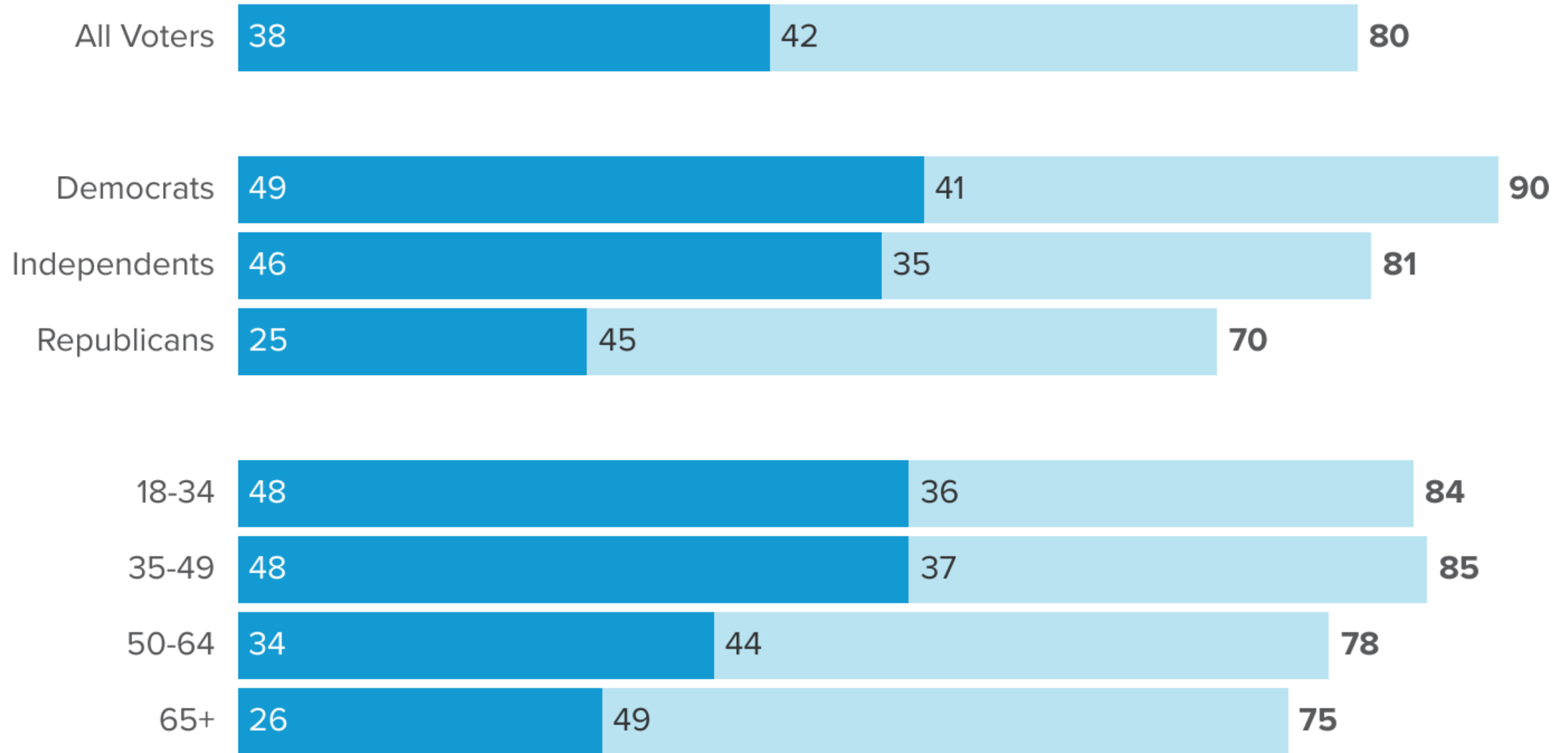


Perception of Income vs. the Cost of Living



Stress of Inflation and Rising Costs

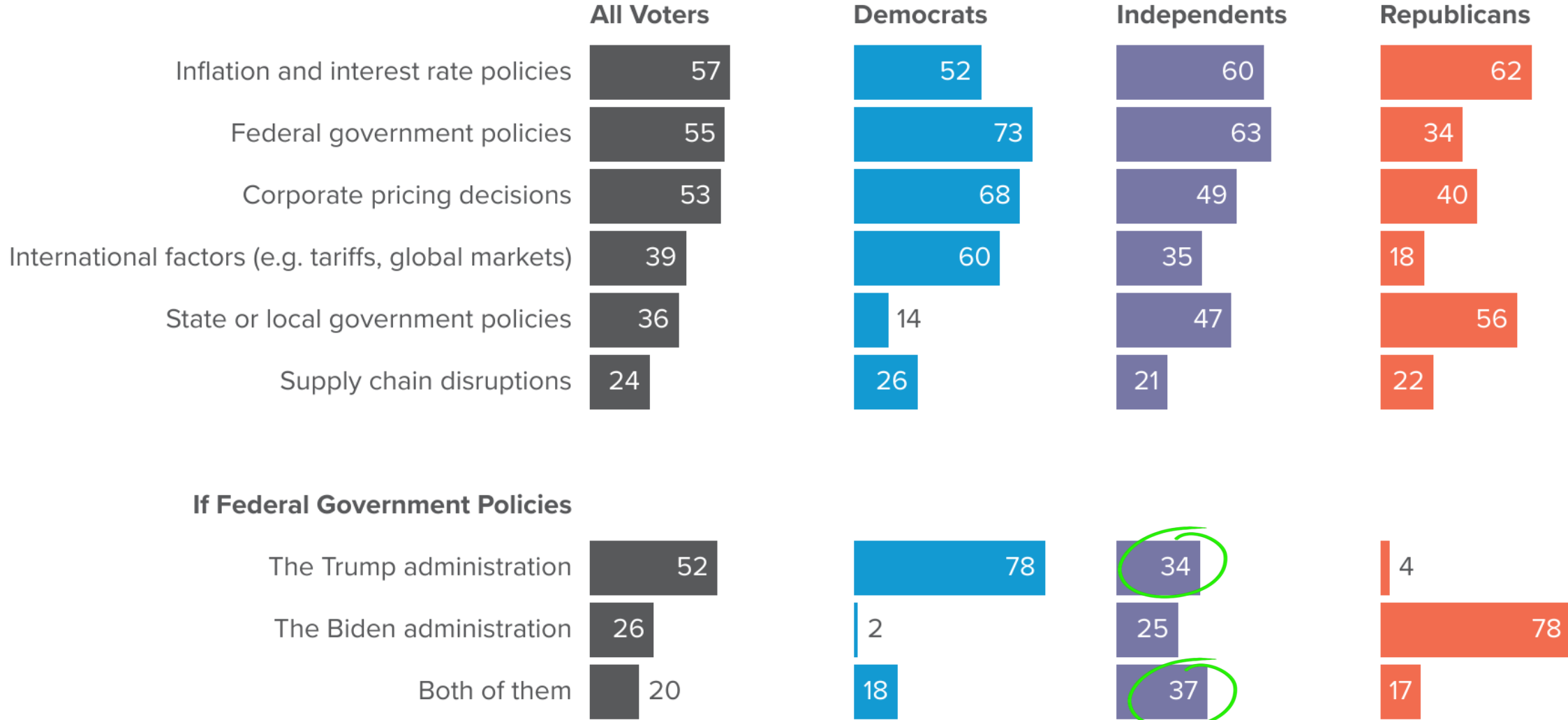
● Very stressful ● Somewhat stressful



Greatest Source of Stress

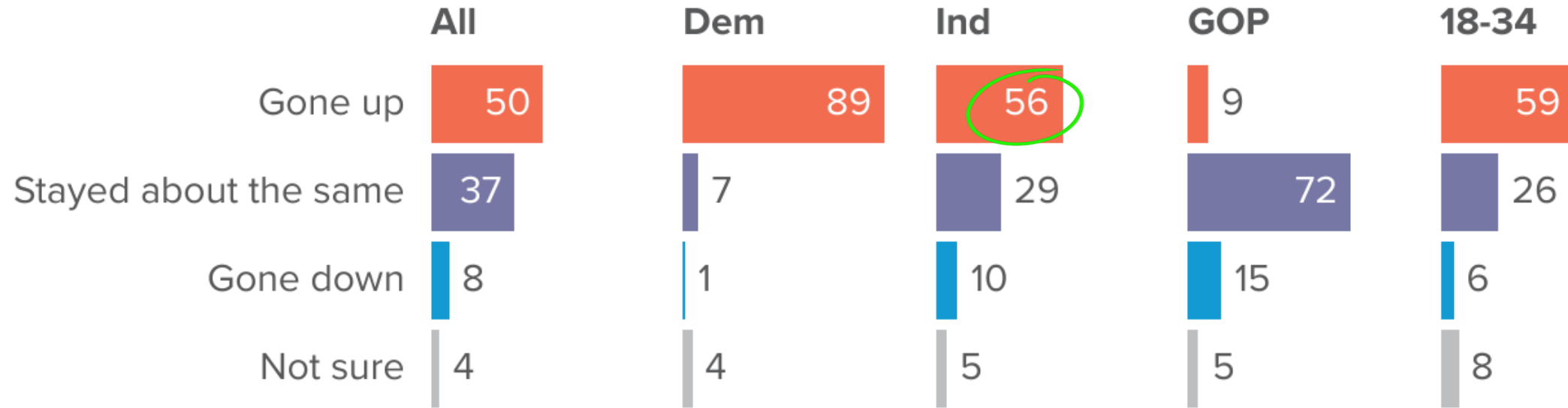
	All	Net Stressed						
	Voters	Dem	Ind	GOP	18-34	35-49	50-64	65+
An unexpected \$1,000 cost	56	79	54	32	75	67	43	43
Preparing for retirement (investments or savings)	46	67	48	24	60	64	52	15
Groceries	45	63	61	21	54	56	40	32
Utility bills	33	48	37	16	32	48	35	19
Health insurance premiums	31	51	32	11	36	36	37	19
Homeowners insurance payments	25	35	25	14	13	24	27	31
Gas	21	37	28	1	18	27	18	19
Payments for other types of debt like loans or credit cards	19	39	28	-3	33	42	10	-1
Rent or mortgage payments	17	39	22	-8	51	28	9	-12
Prescription medications	3	25	7	-22	3	-3	2	6
Car payments	-7	12	0	-28	19	15	-15	-35
An unexpected \$100 cost	-9	13	4	-35	4	-4	-11	-22
Child care	-29	-17	-25	-42	-2	-16	-46	-45

Biggest Responsibility for the High Cost of Living

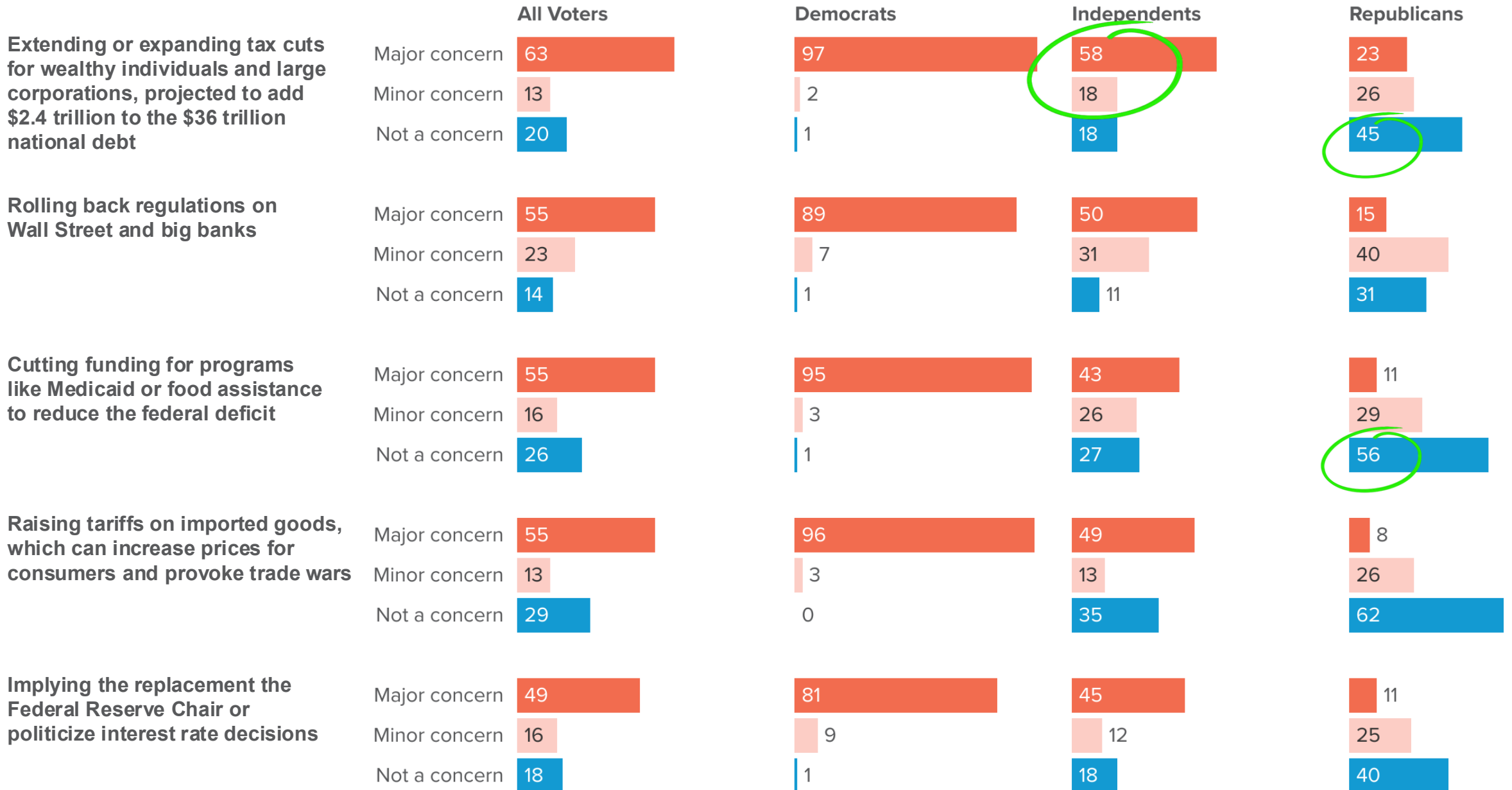


Trump's New Tariffs Raise Costs for Families

“Since President Trump imposed new tariffs earlier this year on goods from countries like China, have your costs for everyday things like groceries, appliances, or household goods:”

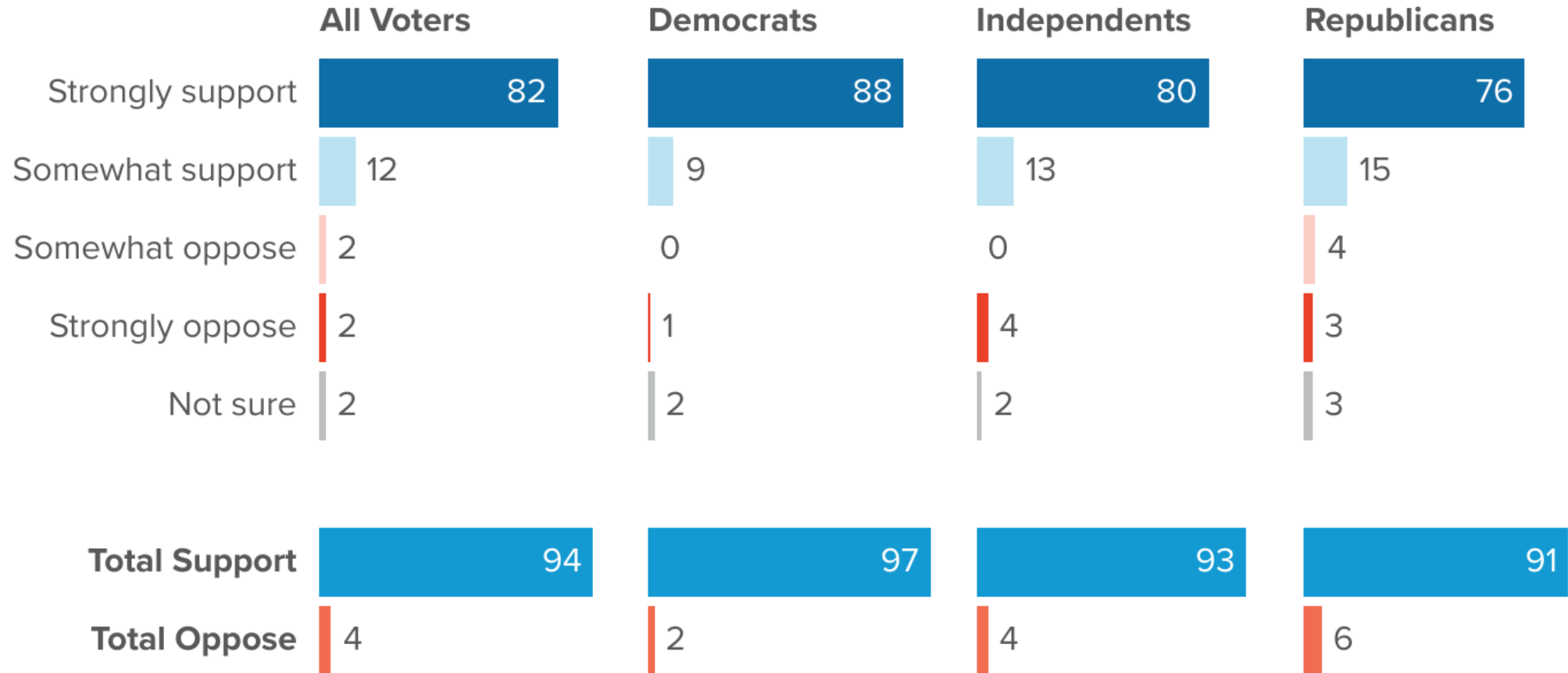


Concerns about Trump's Economic Proposals



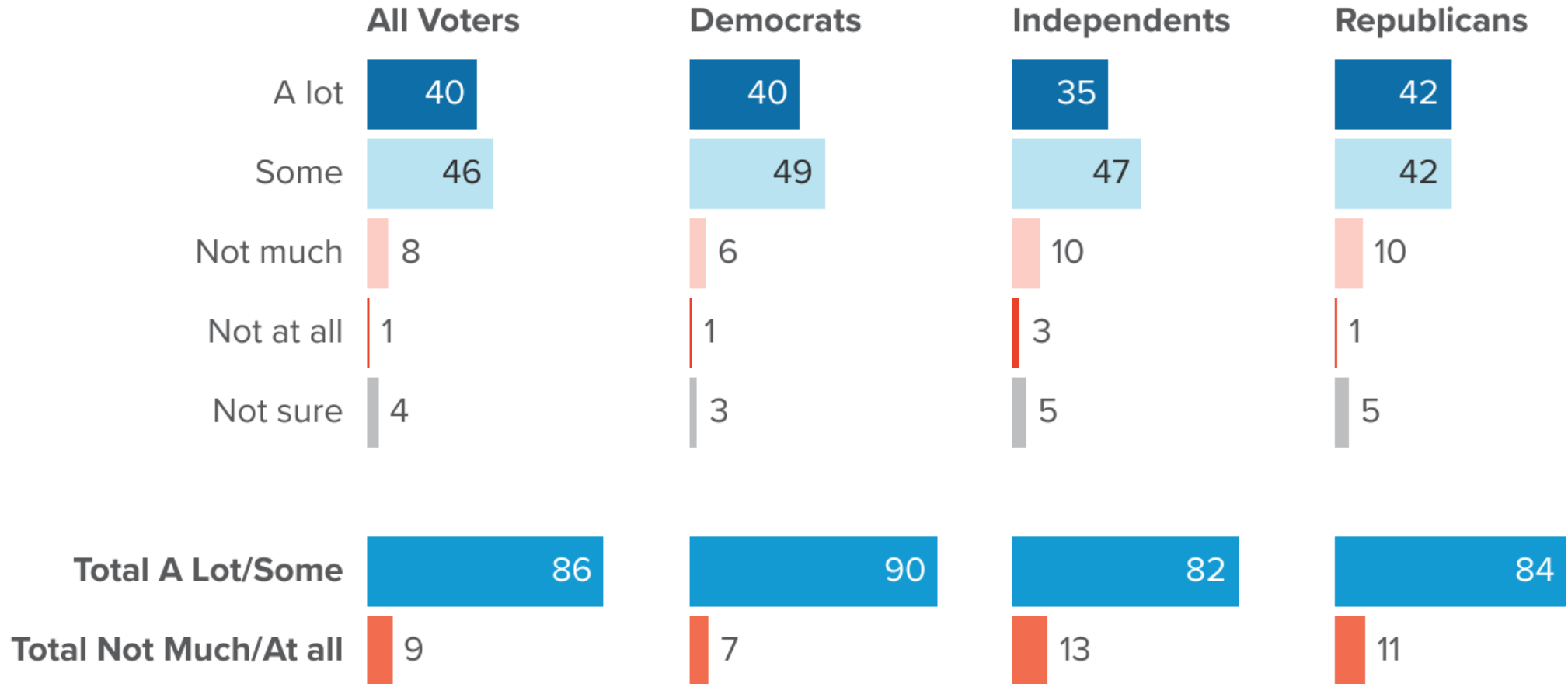
Support for Cracking Down on Junk Fees

“Do you support or oppose cracking down on hidden fees (also known as junk fees) - things like credit card swipe transaction fees, airlines charging fees for families to sit together, and undisclosed ticket fees for events?”



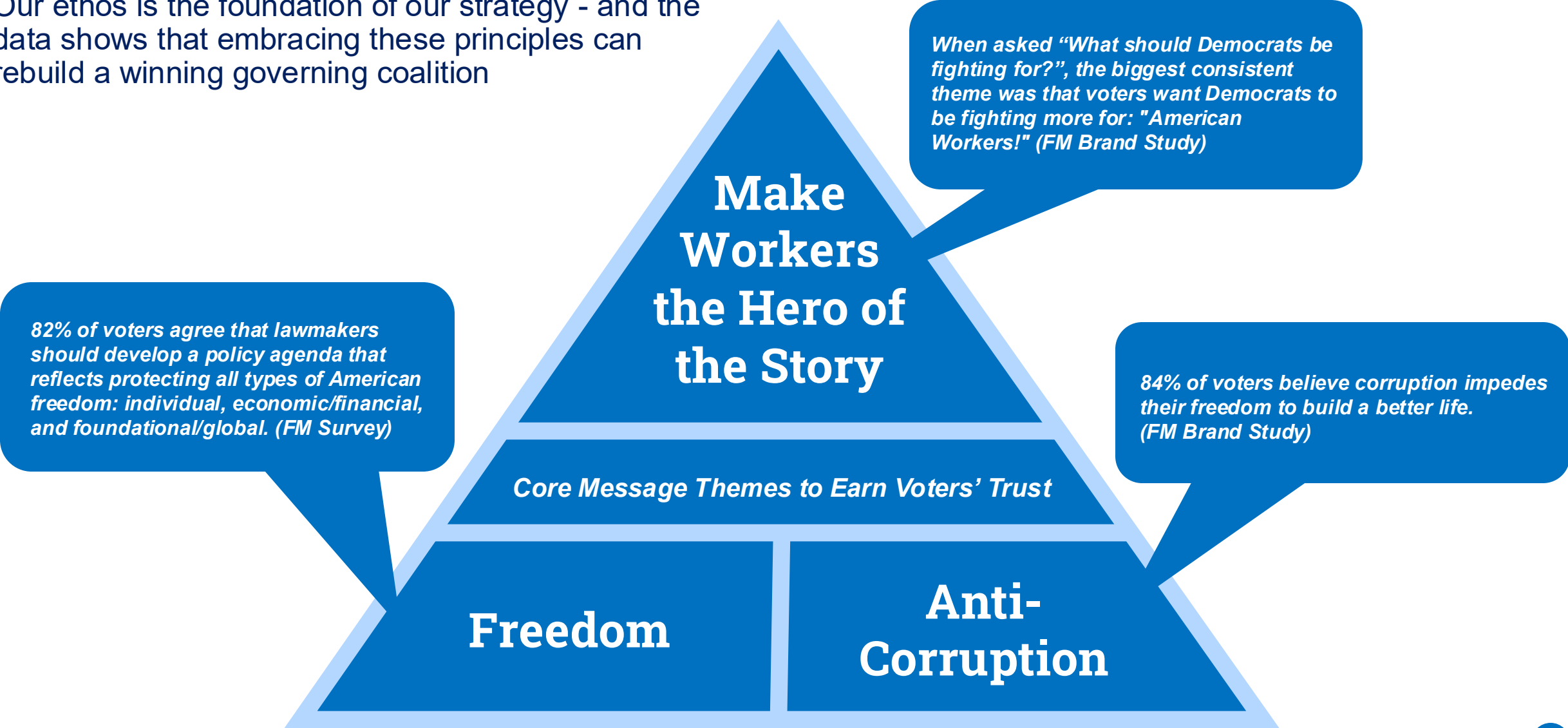
Awareness of Hidden Fees

“When you pay for everyday goods - like groceries, gas, or medicine - how much do you think hidden costs and fees (like credit card processing, middlemen markups, or hidden/junk fees) increase the final price you pay?”



Future Majority Ethos

Our ethos is the foundation of our strategy - and the data shows that embracing these principles can rebuild a winning governing coalition





Future
MAJORITY

Future Majority was founded in 2017 to fill the critical need for an outside, objective, data-driven strategy center focused on reclaiming freedom and making the American worker the hero of our story. With our research partners, our team has studied more than 30 million data points from 215,000+ unique voters

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Paid for by Future Majority, Inc. www.futuremajority.org