



MEMORANDUM

TO: Interested Parties
FROM: Gene Ulm and George Nassar, Public Opinion Strategies
SUBJECT: Key Findings – Senate Battleground Survey
DATE: March 21, 2025

Public Opinion Strategies recently completed a survey of 1,500 registered voters across five battleground states (300 RVs each in North Carolina, Georgia, Maine, Michigan, and New Hampshire) on behalf of Protecting American Consumers Together (PACT). The survey was conducted March 13-18, 2025, and has a margin of error of $\pm 2.53\%$. The memo below outlines some key findings from the survey.

THE BOTTOM LINE

Lawsuit reform represents a clear opportunity for Senators, backed by compelling voter concerns about cost of living and strong support for reform measures. The data tells a powerful story: An overwhelming 82% of voters say their overall cost of living has gone up, with 61% directly connecting lawsuit abuse to rising prices for American families. This cost crisis is compounded by a striking leadership vacuum – voters are deeply dissatisfied with their U.S. Senators' performance, with 58% rating their Senators as doing a poor job on holding down costs and 71% believing their Senators lack any plan to address the cost-of-living crisis.

When voters learn that the average American family pays an extra \$4,200 a year as a result of lawsuit abuse, seven-in-ten support passing a bill to reform the cost of lawsuits, settlements, and related legal fees. (67% Support-9% Oppose). Notably, this support holds even among those who have previously used personal injury lawyers (65% Support-9% Oppose). The appetite for action is clear: 79% of voters consider stopping lawsuit abuse personally important.

Championing lawsuit reform allows Senators to demonstrate responsive leadership on cost-of-living concerns while standing with working families. With voters demanding action on costs and showing strong support for reform, Senators have both a winning message and a clear call to action.

Cost of living remains a major issue for voters, and they believe lawsuit abuse is driving prices higher.

- Over eight-in-ten voters (82%) say the overall cost of living has gone up over the past year, including a majority (56%) who say it has gone up a lot.
- And a majority (61%) say that lawsuit abuse drives up the cost of goods and services for American families.

Voters want direct action from their U.S. Senators on cost-of-living issues.

- A staggering 58% of voters believe their Senator is doing a "poor" job of holding down the cost of living.
- Another 71% say their Senators do not have a plan to reduce the cost of living for American families.
- These numbers suggest an urgent need for Senators to take visible action on cost-related issues.

Voters not only support efforts to reform lawsuit abuse, but they also say it is important to them personally.

- Once voters learn the average American family pays an extra \$4,200 a year as a result of lawsuit abuse, support for reform is strong (67% Support-9% Oppose).
- Specific proposals enjoy strong backing:
 - 93% support enhancing transparency in attorney fees.
 - 83% support capping personal injury lawyer fees at 20%.
 - 68% support enacting "loser pays" laws.
- A full 79% say it is important to them personally for their Senators to stop lawsuit abuse.

Even those who have used a personal injury lawyer believe we need reform.

- Among those with direct experience using personal injury lawyers (14% of voters), support for reform is strong (65% Support-9% Oppose).
- Among those who have used a personal injury lawyer, 84% believe it is important for their Senators to stop lawsuit abuse and eliminate the hidden tax on consumers.
- Over seven-in-ten (71%) voters who have used a personal injury lawyer believe that even if Congress regulates personal injury lawyers, victims will still get what they deserve in injury cases.

By backing reform, Senators will demonstrate their commitment to standing with America's families.

- Over nine-in-ten (92%) voters say that their Senators should vote to stop lawsuit abuse and eliminate the hidden tax on American families over protecting personal injury lawyers.