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Thursday, July 3, 2025

Political and Economic Landscape in the Congressional Battleground

IMPACT RESEARCH

Methodology

Impact Research conducted a survey of N=1,500 likely 2026 general election constituents in 63 battleground congressional districts.

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

Interviews were conducted between May 28 – June 1, 2025.

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.
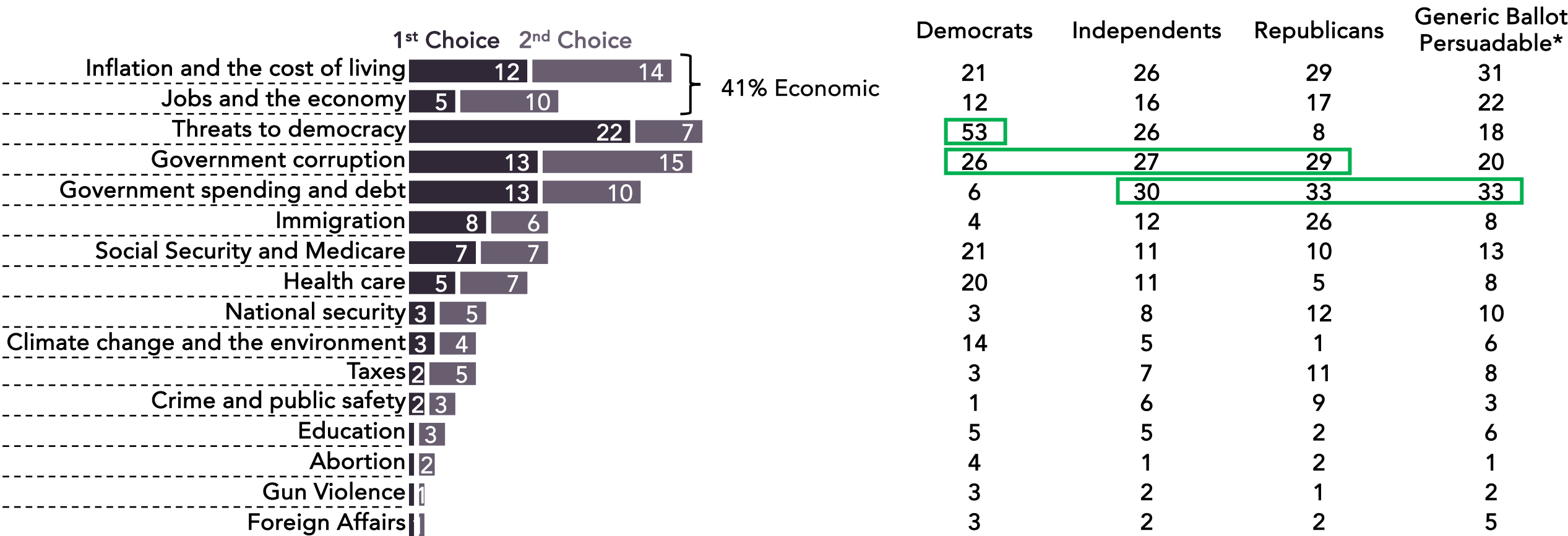
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Key Takeaways

- The economy and inflation are the top concerns for battleground voters, followed by government spending. A combined 41% of battleground voters rate economic issues as one of their top concerns. Government spending and the debt is in the second tier but rates highly among Independent and persuadable voters.

- Threats to democracy is a top tier issue, but driven almost entirely by Democrats. This is the most important issue to Democrats right now, with 53% ranking it as their top priority, while few persuadable voters say the same.

- Voters are also pessimistic about where the economy is headed, with a plurality thinking it will be worse in a year's time. However, a plurality also do not foresee their own personal financial situation changing within the next year.

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The Economy Remains a Top Issue for Battleground Constituents, and Swing Voters Prioritize the Debt

While threats to democracy are in the top tier, it is largely driven by Democrats and is a low priority for persuadables.
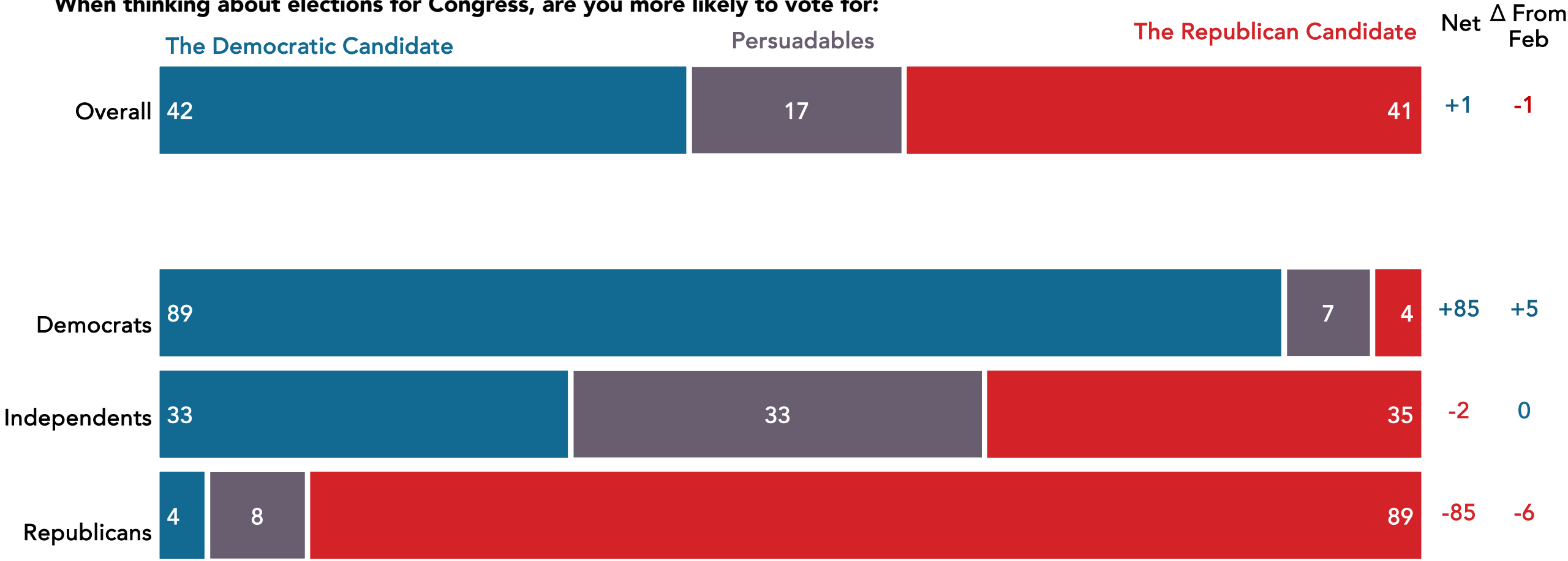
Which of the following do you feel is the most important issue that Congress should make a top priority?

	1st Choice	2nd Choice	Democrats	Independents	Republicans	Generic Ballot Persuadable*
Inflation and the cost of living	12	14	21	26	29	31
Jobs and the economy	5	10	12	16	17	22
Threats to democracy	22	7	53	26	8	18
Government corruption	13	15	26	27	29	20
Government spending and debt	13	10	6	30	33	33
Immigration	8	6	4	12	26	8
Social Security and Medicare	7	7	21	11	10	13
Health care	5	7	20	11	5	8
National security	3	5	3	8	12	10
Climate change and the environment	3	4	14	5	1	6
Taxes	2	5	3	7	11	8
Crime and public safety	2	3	1	6	9	3
Education		3	5	5	2	6
Abortion		2	4	1	2	1
Gun Violence		1	3	2	1	2
Foreign Affairs		1	3	2	2	5

41% Economic (Inflation and the cost of living + Jobs and the economy)

"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.
Nationwide survey of 1,500 likely 2026 general election voters across 63 battleground districts conducted May 28 – June 1, 2025.
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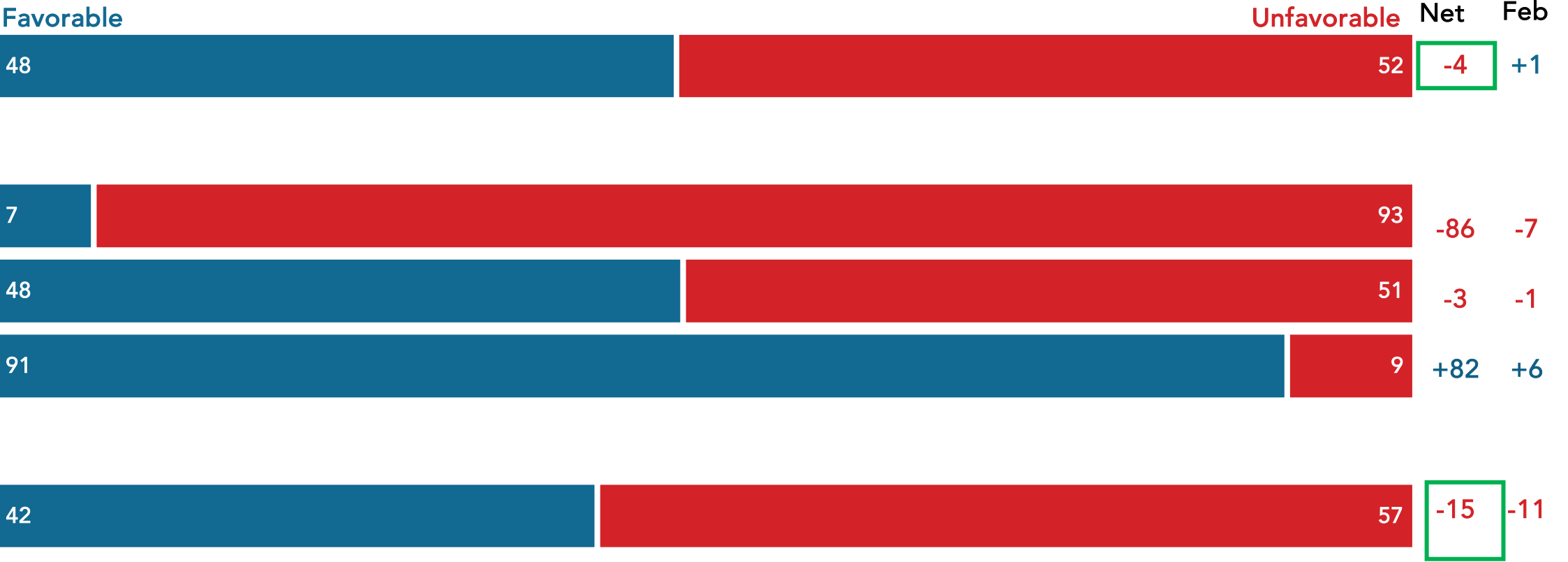# The Generic Ballot in the Battleground Continues to be a Toss-Up, With 17% Undecided

When thinking about elections for Congress, are you more likely to vote for:

	The Democratic Candidate	Persuadables	The Republican Candidate	Net	Δ From Feb
Overall	42	17	41	+1	-1
Democrats	89	7	4	+85	+5
Independents	33	33	35	-2	0
Republicans	4	8	89	-85	-6

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A Majority of Battleground Constituents, Including Independents and Persuadables, Have an Unfavorable Opinion of Trump

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. Donald Trump

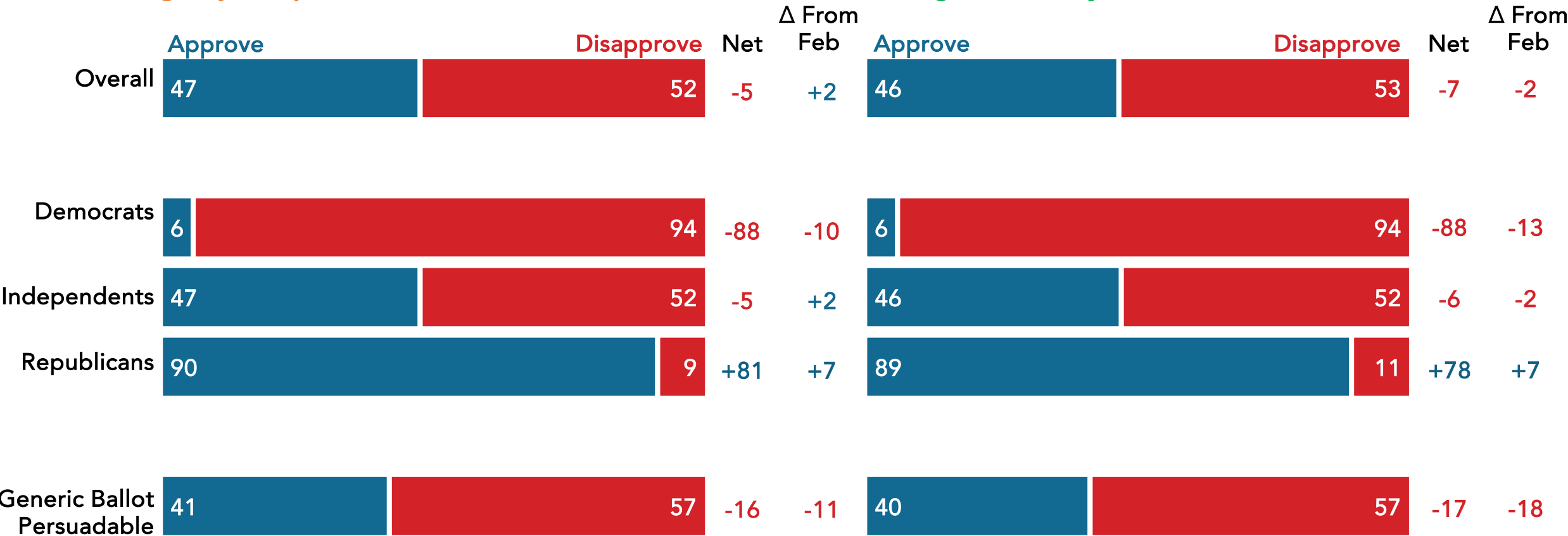|	Favorable	Unfavorable	Net	Δ From Feb
Overall	48	52	-4	+1
Democrats	7	93	-86	-7
Independents	48	51	-3	-1
Republicans	91	9	+82	+6
Generic Ballot Persuadable	42	57	-15	-11

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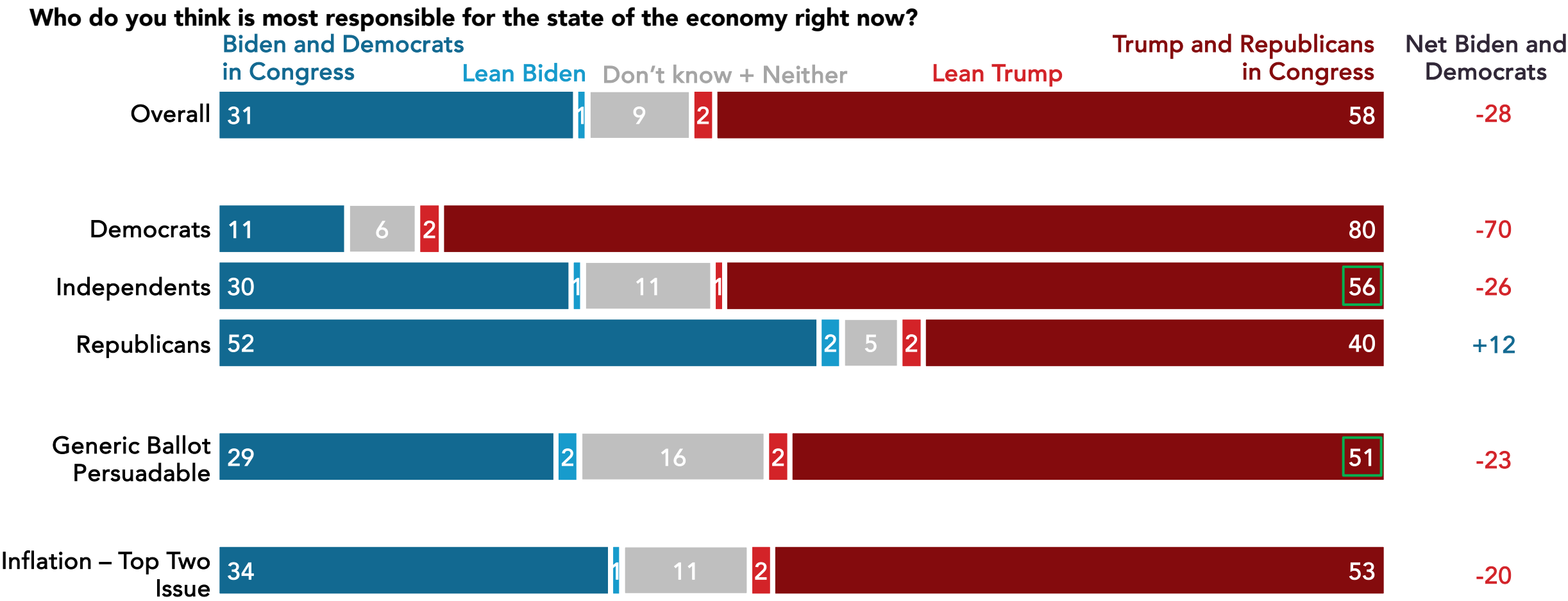# Trump is Underwater in Both His Overall Job Rating and The Way He's Handling the Economy

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Do you approve or disapprove of the way Donald Trump is handling the economy?

	Approve	Disapprove	Net	Δ From Feb		Approve	Disapprove	Net	Δ From Feb
Overall	47	52	-5	+2		46	53	-7	-2
Democrats	6	94	-88	-10		6	94	-88	-13
Independents	47	52	-5	+2		46	52	-6	-2
Republicans	90	9	+81	+7		89	11	+78	+7
Generic Ballot Persuadable	41	57	-16	-11		40	57	-17	-18

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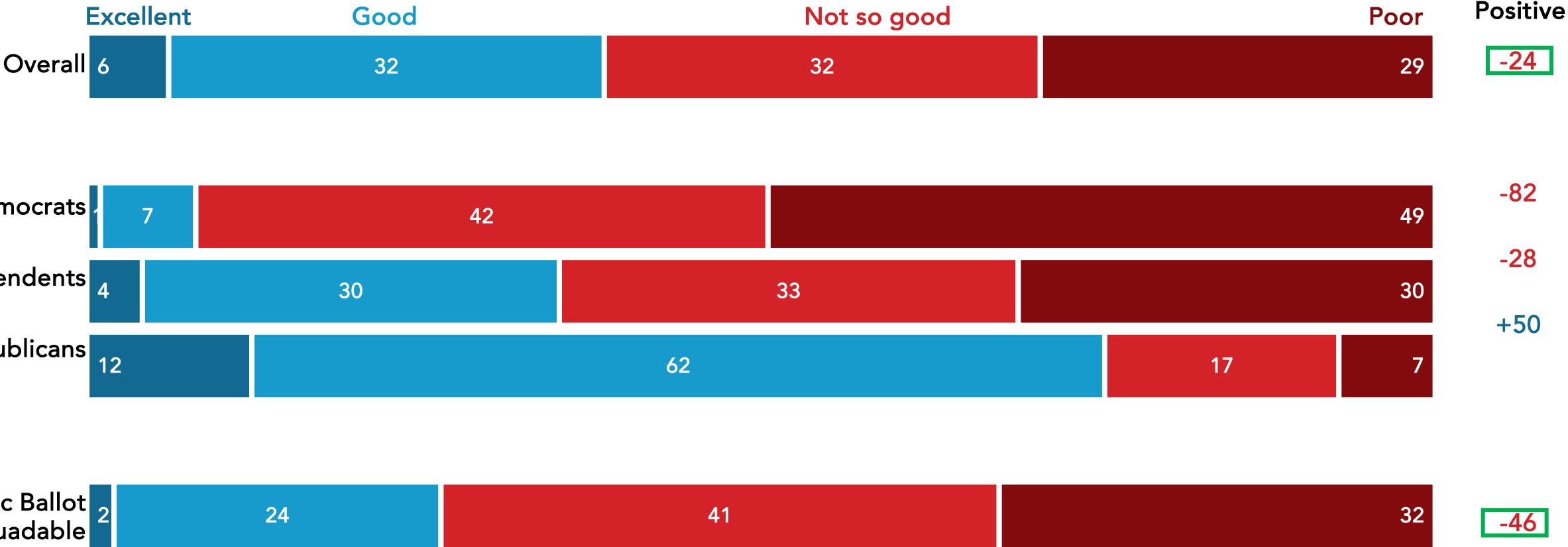For more info, visit navigatorresearch.org/battleground.

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The Overwhelming Majority of Battleground Constituents Believe Trump and Republicans Own the State of the Economy

Who do you think is most responsible for the state of the economy right now?

	Biden and Democrats in Congress	Lean Biden	Don't know + Neither	Lean Trump	Trump and Republicans in Congress	Net Biden and Democrats
Overall	31	1	9	2	58	-28
Democrats	11		6	2	80	-70
Independents	30	1	11	1	56	-26
Republicans	52	2	5	2	40	+12
Generic Ballot Persuadable	29	2	16	2	51	-23
Inflation – Top Two Issue	34	1	11	2	53	-20

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A Majority of Battleground Constituents are Down on the Economy, Though They are Far More Optimistic Than They Were in February

How would you rate how things are going in the U.S. economy?

	Excellent	Good	Not so good	Poor	Net Positive
Overall	6	32	32	29	-24
Democrats		7	42	49	-82
Independents	4	30	33	30	-28
Republicans	12	62	17	7	+50
Generic Ballot Persuadable	2	24	41	32	-46

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Nearly 20% of Battleground Constituents Rate the Economy Poorly, Think Trump Owns it, and Aren't Democrats; They Lean Democratic on the Generic Ballot

Trump Economy Targets who are negative on the economy are battleground constituents who believe Trump and Republicans in Congress are most responsible for the state of the economy right now and don't self-identify as Democrats and rate the U.S. economy as "not so good" or "poor"

|	TOTAL	TRUMP ECONOMY TARGETS
Overall	--	19
Black	5	6
Hispanic	9	11
White	81	78
Men	46	50
Women	54	50
Under 55	48	55
55 and Older	52	45
Non-college	59	50
College	40	49
Frontline	59	58
Harris-won GOP	6	6
Trump-won GOP	35	36
Generic Ballot Dem	42	57
Generic Ballot GOP	41	11
Generic ballot Persuadable	17	32
Positive Trump Job Rating	47	12
Negative Trump Job Rating	52	88

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A Plurality of Battleground Constituents Thinks The Economy Will Be Worse a Year From, But Expect Their Own Situation to Stay Constant

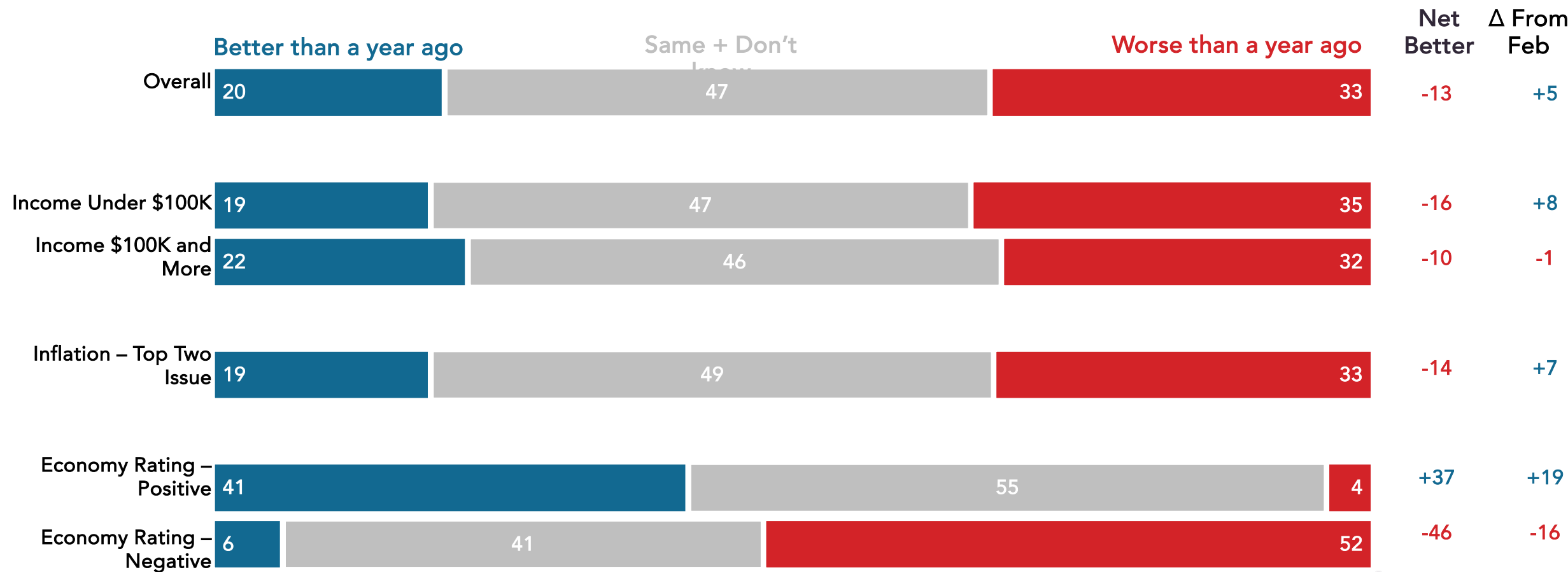Which of the following comes closest to your view of the U.S. economy?
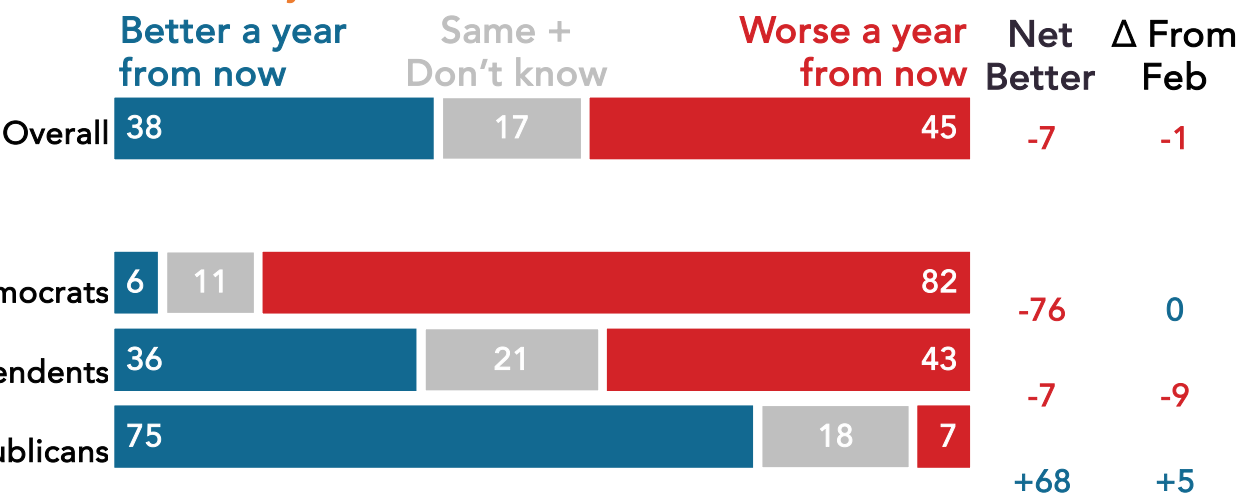
Which of the following comes closest to your view about your personal financial situation?

	Better a year from now	Same + Don't know	Worse a year from now	Net Better	Δ From Feb		Better than a year ago	Same + Don't know	Worse than a year ago	Net Better	Δ From Feb
Overall	38	17	45	-7	-1		20	47	33	-13	+5
Democrats	6	11	82	-76	0		6	42	53	-47	-22
Independents	36	21	43	-7	-9		21	46	33	-12	+6
Republicans	75	18	7	+68	+5		34	56	11	+23	+28
Generic Ballot Persuadable	29	28	44	-15	-		12	48	40	-28	-
Trump Economy Targets	6	19	76	-70	-		6	35	59	-53	-

*Split
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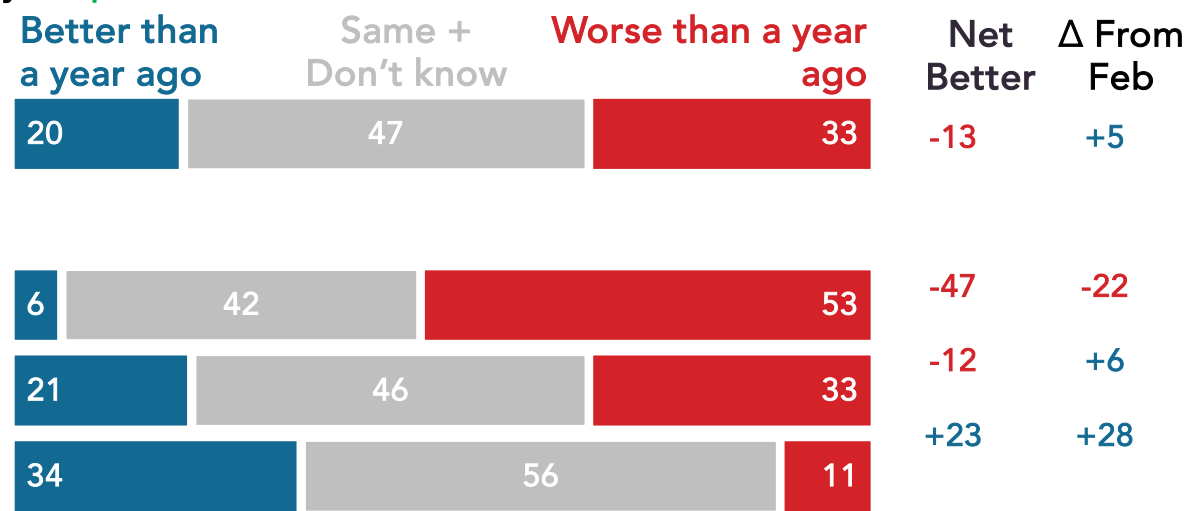
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Since February, Non-College Voters – Both Men and Women – Had Their Personal Financial Outlook Improve the Most

Which of the following comes closest to your view about your personal financial situation?

	Better than a year ago	Same + Don't know	Worse than a year ago	Net Better	Δ From Feb
Overall	20	47	33	-13	+5
Income Under $100K	19	47	35	-16	+8
Income $100K and More	22	46	32	-10	-1
Inflation – Top Two Issue	19	49	33	-14	+7
Economy Rating – Positive	41	55	4	+37	+19
Economy Rating – Negative	6	41	52	-46	-16

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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump	
CA-09	MI-03	NY-22	NE-02	AK-01	MI-10
CA-13	MI-08	OH-01	NY-17	AZ-01	MT-01
CA-21	MN-02	OH-09	PA-01	AZ-06	NJ-07
CA-27	NC-01	OH-13		CA-22	NY-01
CA-47	NH-01	OR-05		CA-40	NY-02
CA-49	NM-02	OR-06		CA-41	PA-07
CT-05	NV-03	PA-17		CO-03	PA-08
IL-13	NV-04	TX-28		CO-08	PA-10
IL-17	NY-03	TX-34		FL-13	VA-02
IN-01	NY-04	VA-07		IA-01	WI-01
KS-03	NY-18	WA-03		IA-03	WI-03
ME-02	NY-19	WA-08		MI-07	

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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 May 28 – June 1 , 2025. 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.