

navigating *the* *battleground

Wednesday, May 24th, 2023

Perceptions of the
Political Parties in the
Battleground



Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



74% of interviews were conducted by text-to-web and 26% were via online panel.



Interviews were conducted between April 20-27, 2023.



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.

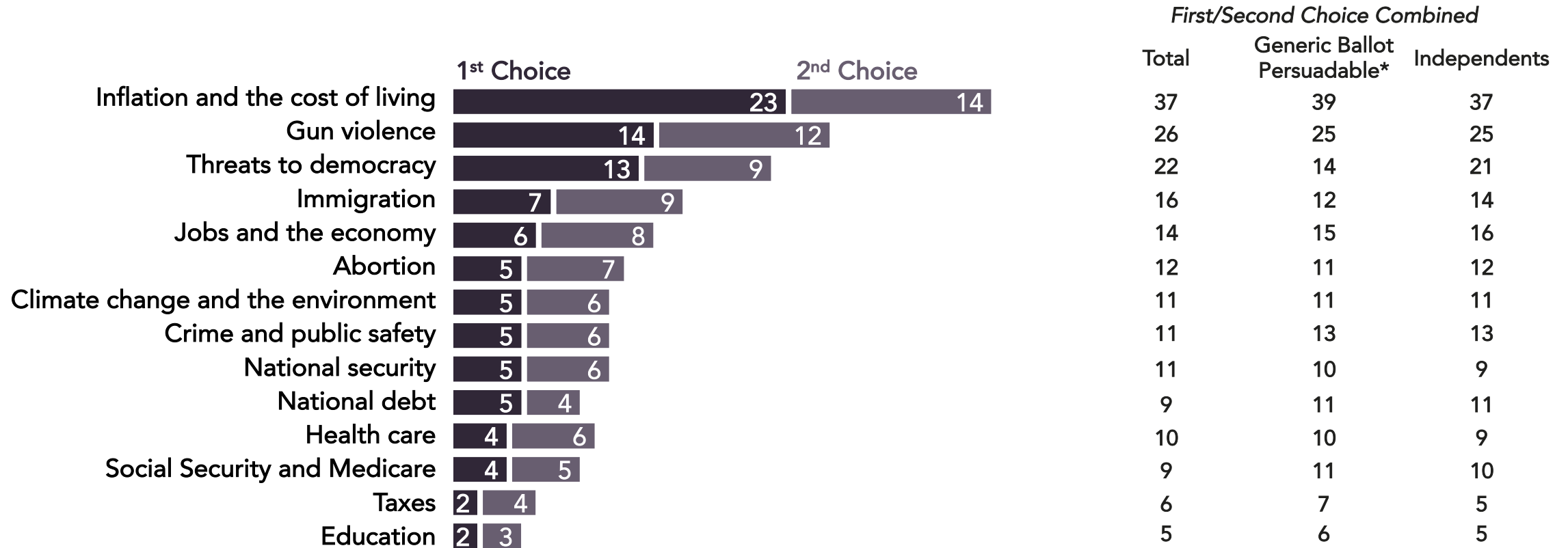
Key Takeaways

- **Most think Republicans are prioritizing the wrong things.** Since taking power, over half of battleground voters think Republicans are prioritizing the wrong things (53%) and that they focused on non-economic issues (55%) compared to economic issues (29%).
- **However, voters still think the economy is a bigger priority for Republicans than Democrats.** Those in the battleground give Republicans a 15-point margin on this measure, though their advantage shrinks to just 3 points when it's framed as making the economy work for working people.
- **There is slightly more concern today about Democrats spending too much and raising taxes (49%) than Republicans' economic policies (45%).** Voters are also slightly more concerned about Democrats' spending (48%) than Republicans siding with corporations and the wealthy (45%).
- **Voters are mixed on who they blame for inflation.** Battleground voters split nearly evenly between blaming corporations raising prices (49%) or government spending (46%) for rising consumer prices.

Inflation and the Cost of Living is the Top Issue for Voters

Inflation is selected as one of the top two priorities for Congress to focus on by double-digit margins over all other issues among all in the battleground, those who are persuadable on the House generic ballot*, and independents.

Which of the following do you feel is the most important issue that Congress should make a top priority?

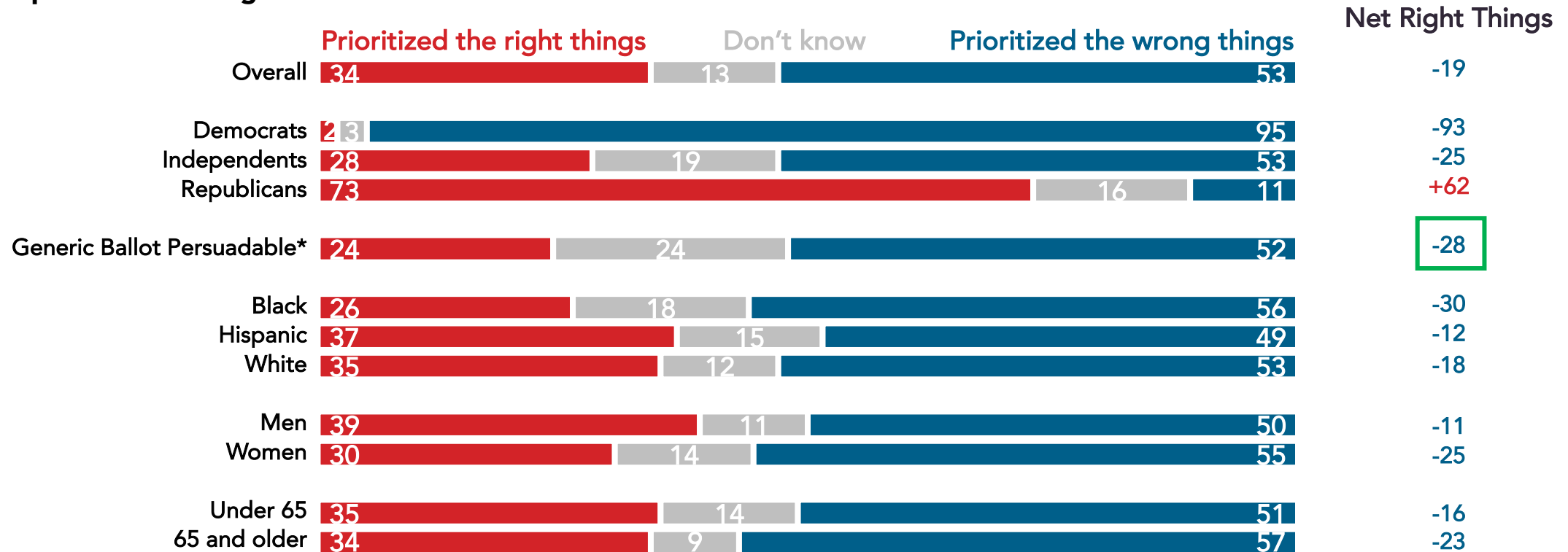


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted April 20-April 27, 2023. .
 *"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

A Majority of Voters Believe Republicans Have Prioritized the Wrong Things Since Taking Control of Congress

Independents believe they are prioritizing the wrong things by 25 points.

As you may know, Republicans took control of the U.S. House of Representatives in January 2023. Since taking control, have Republicans in Congress:

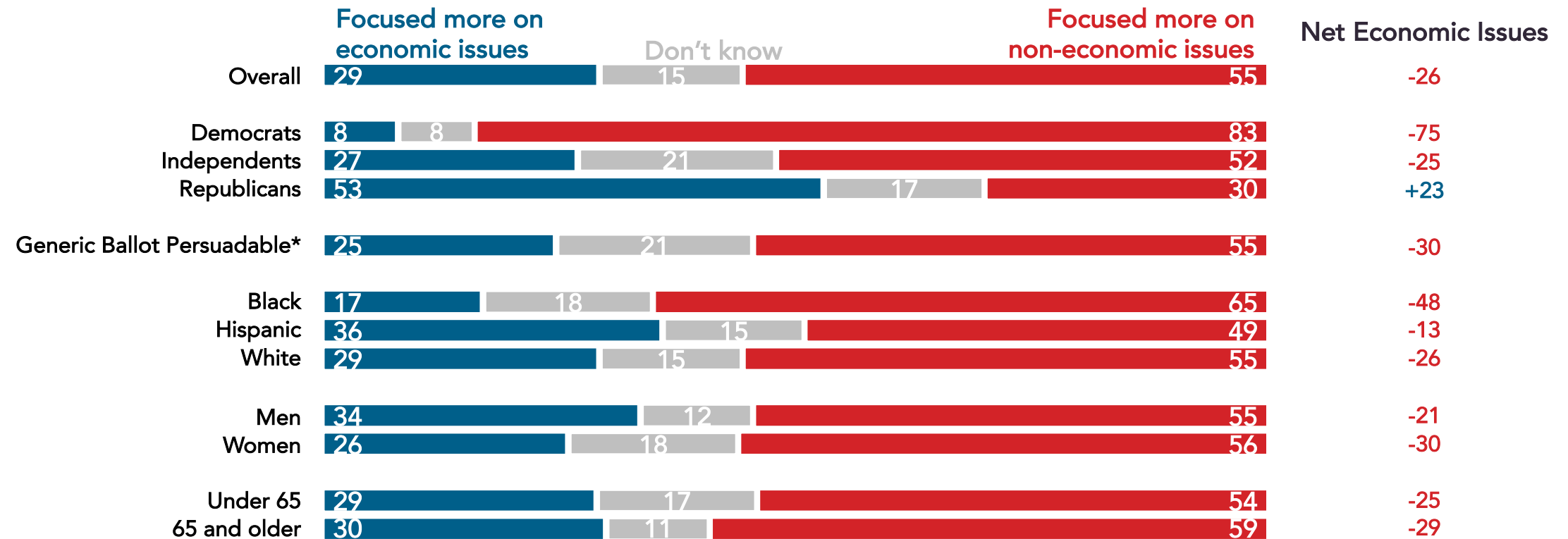


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Over Half of Battleground Voters Believe Republicans in Congress Have Been Focused More on Non-Economic Issues

While most independents think Republicans have been more focused on non-economic issues (52%), an additional 21% say they don't know whether they are more focused on economic issues or non-economic issues.

Which of the following comes closer to your view? Since taking control, Republicans in Congress have:



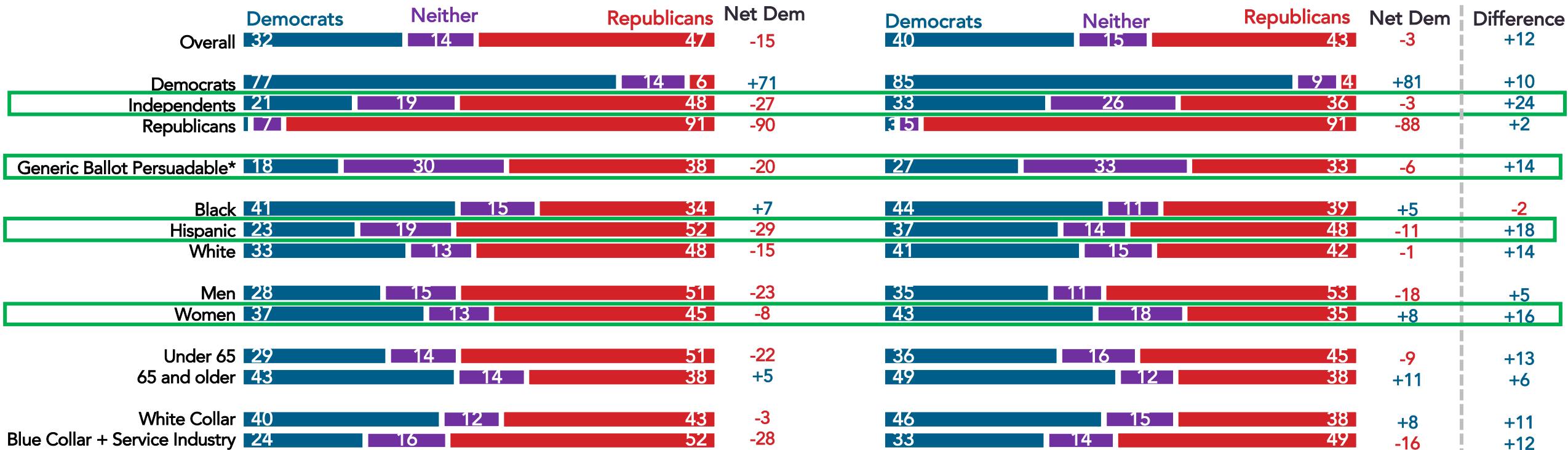
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Republicans Seen As Prioritizing “The Economy,” But Voters Split on Who Prioritizes “An Economy That Works for Working People”

Independents, Hispanic constituents, and women are subgroups that demonstrate the biggest differences between who prioritizes “the economy” generally compared to “an economy that works for working people” specifically.

(Split Sample) Which party do you think makes the economy a bigger priority?

(Split Sample) Which party do you think makes an economy that works for working people a bigger priority?

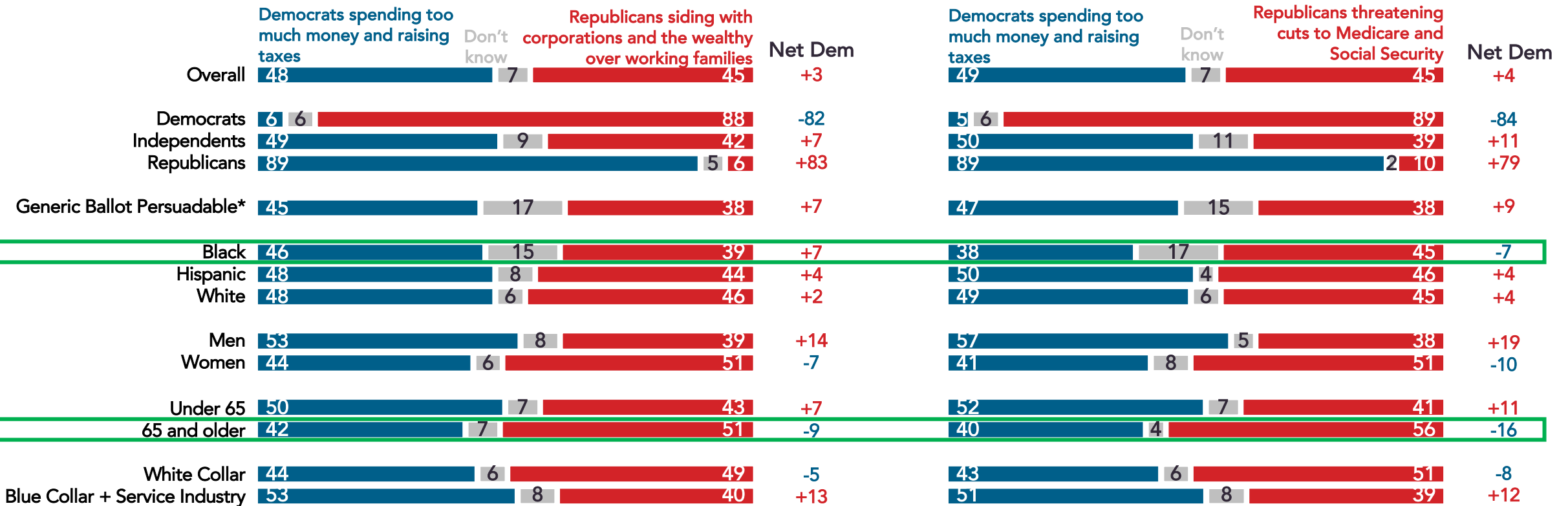


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Battleground Voters Are Narrowly More Concerned About Democratic Spending Than Republican Policies

Among Black voters and those over the age of 65, they are more concerned about Republicans cutting Medicare and Social Security than them siding with corporations.

Which do you think is the bigger threat to your economic well-being?

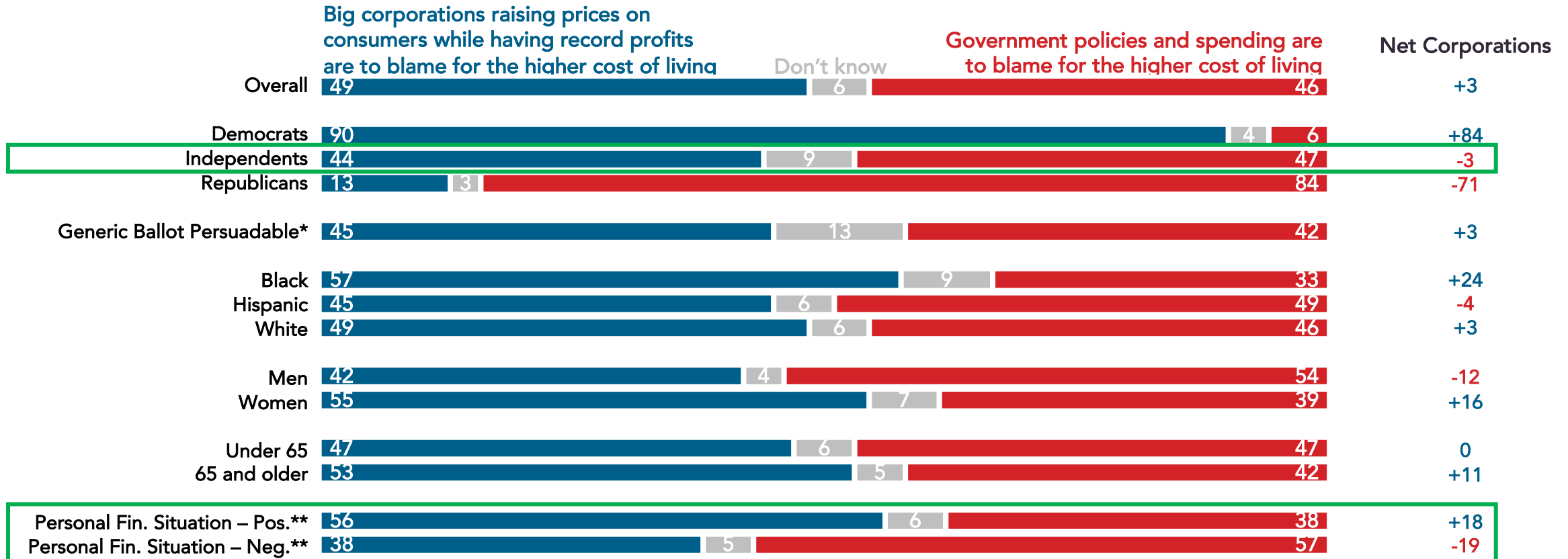


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Despite Concerns About Democratic Spending, a Plurality of Believe Corporate Price Gouging is a Bigger Driver of Inflation

Independents are roughly split on blame for inflation being government policies or corporations raising prices.

Which of the following comes closer to your view?



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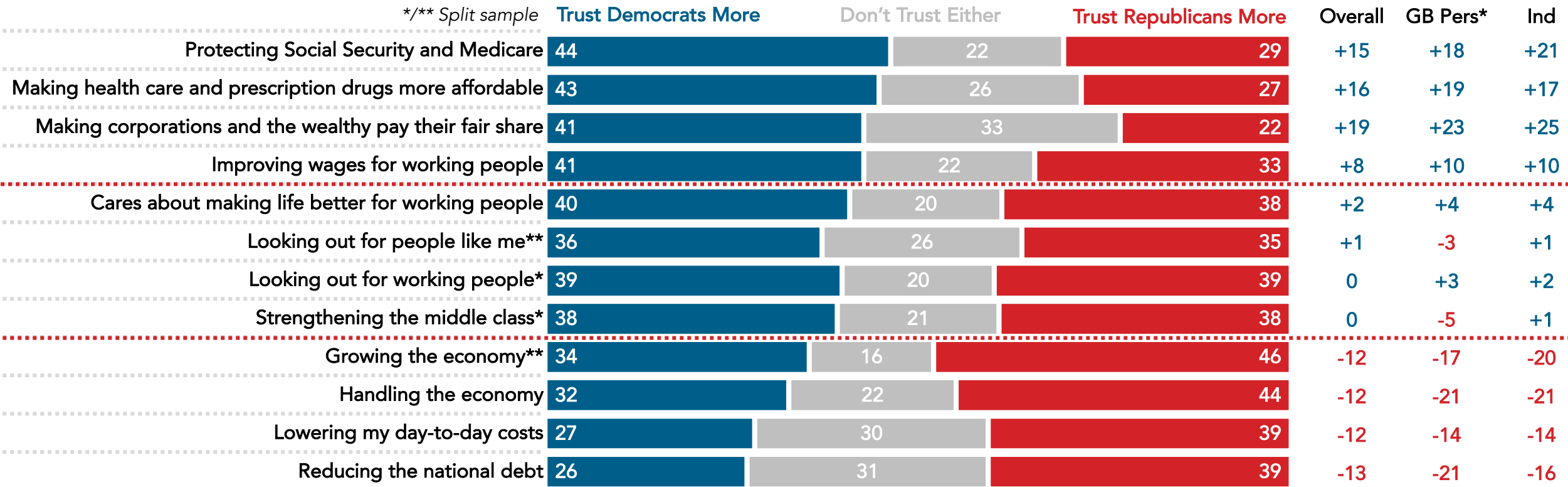
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Republicans Are More Trusted on Macro-Economic Issues; Democrats Have More Trust on Voters' Personal Economies

Among those persuadable on the generic ballot, Democrats are trusted more by double-digits on making corporations and the wealthy pay their fair share, protecting Social Security and Medicare, making drug costs more affordable, and improving wages.

Please indicate whether you trust Democrats or Republicans more on that issue.

Net Trust Democrats



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Those Not Trusting Either Party on Economic Issues Skew Independent, Younger, and Are Unfavorable Toward Both Parties

A majority of voters persuadable on the generic ballot*, as well as two in five independents, don't trust either party to look out for people like them or lower their costs.

Please indicate whether you trust Democrats or Republicans more on that issue.

/ Split sample*

	% Don't Trust Either		
	Generic Ballot Persuadable*	Independents	55 and Under
Protecting Social Security and Medicare	38	30	23
Making health care and prescription drugs more affordable	44	35	28
Making corporations and the wealthy pay their fair share	54	44	36
Improving wages for working people	41	30	23
Cares about making life better for working people	44	33	23
Looking out for people like me**	53	41	29
Looking out for working people*	41	29	23
Strengthening the middle class*	44	35	24
Growing the economy**	34	27	19
Handling the economy	42	30	25
Lowering my day-to-day costs	50	41	32
Reducing the national debt	47	42	32

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Appendix: Congressional Districts Included In Sample

AK-01	CO-08	IN-01	NE-02	NY-17	PA-07
AZ-01	CT-05	KS-03	NH-01	NY-18	PA-08
AZ-06	FL-07	ME-02	NJ-07	NY-19	PA-17
CA-13	FL-13	MI-03	NM-02	NY-22	TX-15
CA-22	FL-27	MI-08	NV-03	OH-01	VA-02
CA-27	IA-01	MI-10	NV-04	OH-09	VA-07
CA-40	IA-02	MN-02	NY-01	OH-13	WA-03
CA-41	IA-03	MT-01	NY-02	OR-05	WA-08
CA-45	IL-13	NC-01	NY-03	OR-06	WI-01
CA-49	IL-17	NC-13	NY-04	PA-01	WI-03
CO-03					

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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, Center for American Progress Action Fund; 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 2024 general election voters from April 20-April 27, 2023. The survey was conducted by a mix of text-to-web (74 percent) and an opt-in, online panel (26 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 61 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.

For Press inquiries contact:

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To learn more about Navigator
or Navigating the Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter