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

- **Persuadable battleground constituents are pessimistic on the state of the economy.** Nearly half say the economy is "poor," with day-to-day costs and government spending being their biggest concerns. Most also say that day-to-day costs are having a "major impact" on their personal financial situations.

- **The cost of living is causing financial strains.** Seven in ten persuadables say the cost of living is causing a minor or major financial strains and 90 percent don't see their financial situation getting better.

- **Persuadables view Democratic incumbents more favorably than Republicans.** They give Democratic incumbents positive personal and job ratings, while Republican incumbents are underwater.

- **They also don't think Republicans are prioritizing the right things.** Over half say Republicans are prioritizing the wrong things, but they still trust Republicans more on economic metrics like growing the economy and bringing costs down.

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Demographic Profile of Persuadables in the Battleground

	Overall	Generic Ballot Persuadable			Overall	Generic Ballot Persuadable
Democrats	31	18		Non-College Grad	60	65
Independents*	32	55				
Republicans	32	18		College Grad	39	34
Black	6	7				
Hispanic	10	11				
White	80	76		Under $50,000	21	24
Men	46	51		$50,001-$75,000	16	20
Women	54	49				
				$75,001-$100,000	15	12
18-34	22	27				
35-49	25	24		$100,001-$150,000	20	18
50-64	27	23				
65+	26	26		Over $150,000	18	15

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Inflation & Cost of Living is the Top Issue for Persuadables

Gun violence is the second most important issue among persuadable constituents (25% rate as one of their top two priorities).

[Among generic ballot persuadable:] Which of the following do you feel is the most important issue that Congress should make a top priority?
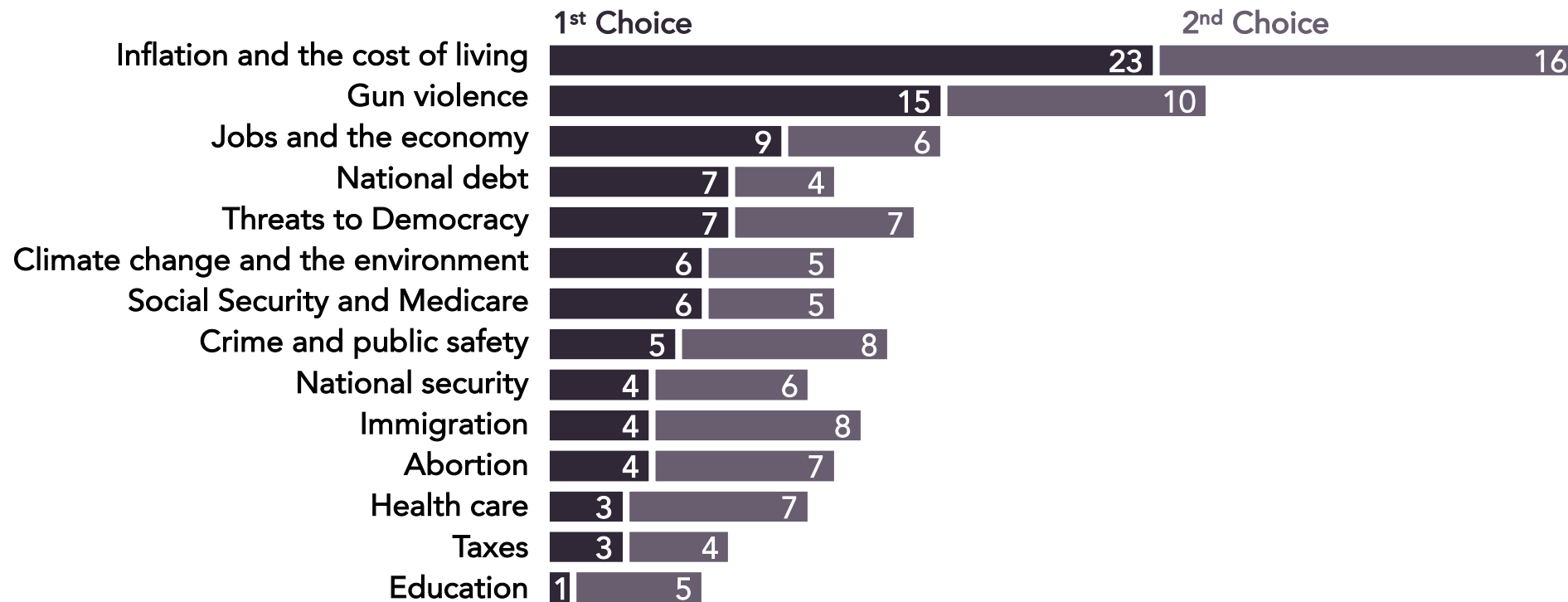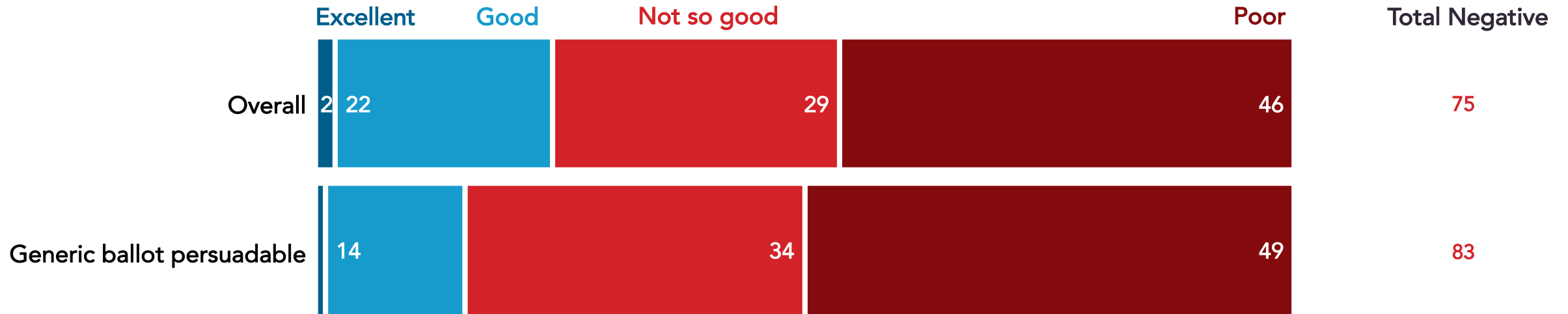
	1st Choice	2nd Choice
Inflation and the cost of living	23	16
Gun violence	15	10
Jobs and the economy	9	6
National debt	7	4
Threats to Democracy	7	7
Climate change and the environment	6	5
Social Security and Medicare	6	5
Crime and public safety	5	8
National security	4	6
Immigration	4	8
Abortion	4	7
Health care	3	7
Taxes	3	4
Education	1	5

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Nearly Half of Persuadables Say the Economy is "Poor"

Persuadable battleground constituents rate the economy more negatively than the overall electorate by 8 points.

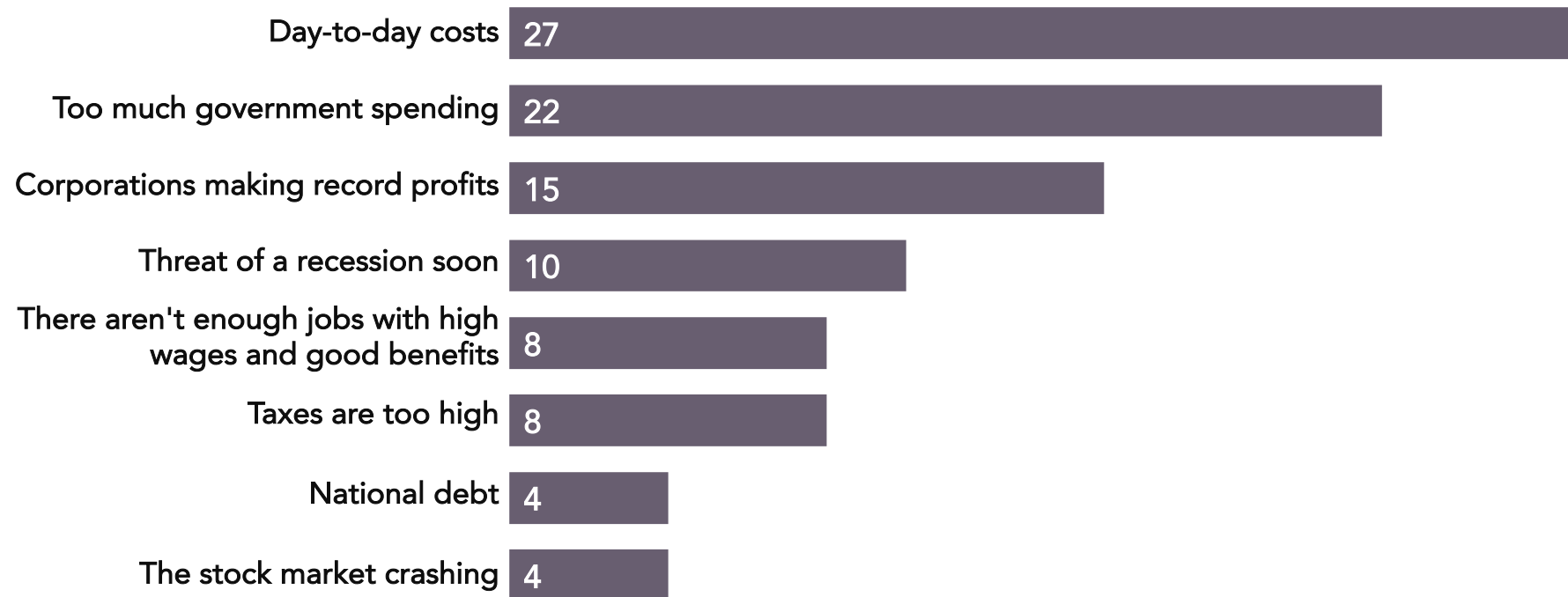**How would you rate how things are going in the U.S. economy?**

	Excellent	Good	Not so good	Poor	Total Negative
Overall	2	22	29	46	75
Generic ballot persuadable		14	34	49	83

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Day-to-Day Costs and Government Spending are the Biggest Concerns of Persuadables

Concerns about the national debt and the stock market crashing were among the least top-of-mind concerns for these constituents.

[Among generic ballot persuadable:] Thinking more specifically about the economy, which of the following concerns you the most?

Concern	Value
Day-to-day costs	27
Too much government spending	22
Corporations making record profits	15
Threat of a recession soon	10
There aren't enough jobs with high wages and good benefits	8
Taxes are too high	8
National debt	4
The stock market crashing	4

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Persuadables Have a Personal Financial Situation Closely Mirroring the Overall Battleground

Persuadable constituents are slightly more pessimistic about their financial situation (net -20) than the battleground overall (net -15).

Thinking about your personal financial situation, which of the following best describes your situation when it comes to the cost of living?

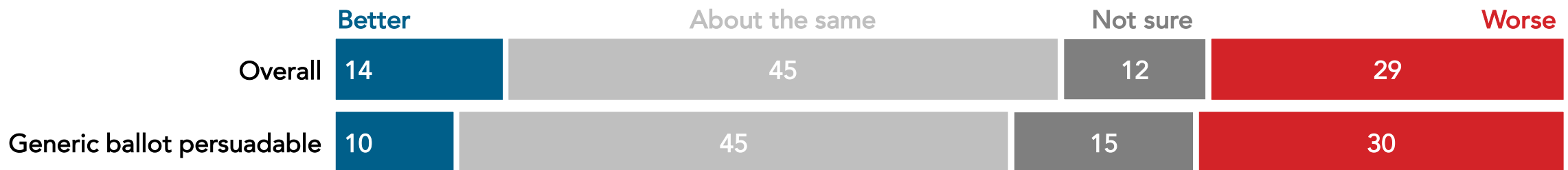|	I'm not concerned with the cost of living	The cost of living is not a problem for me now, but will become one if costs keep going up	The cost of living is rising and creating minor financial strains	The cost of living is rising and creating major financial strains
Overall	8	24	35	33
Generic ballot persuadable	7	22	38	32
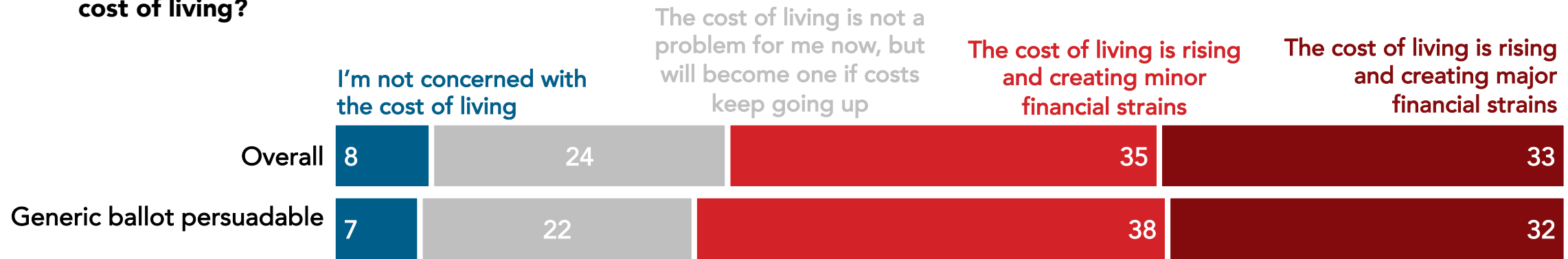
Which of the following comes closest to your view about your personal financial situation?

	Better	About the same	Not sure	Worse
Overall	14	45	12	29
Generic ballot persuadable	10	45	15	30

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Day-to-Day Costs Top the List of Economic Issues Having a Major Impact on The Lives of the Persuadable

Taxes and cuts to Social Security and Medicare also have a major impact on persuadable constituents.

Please indicate whether each economic issue is having a major impact on your personal financial situation, a minor impact, or no impact on your personal financial situation.

*Split sample

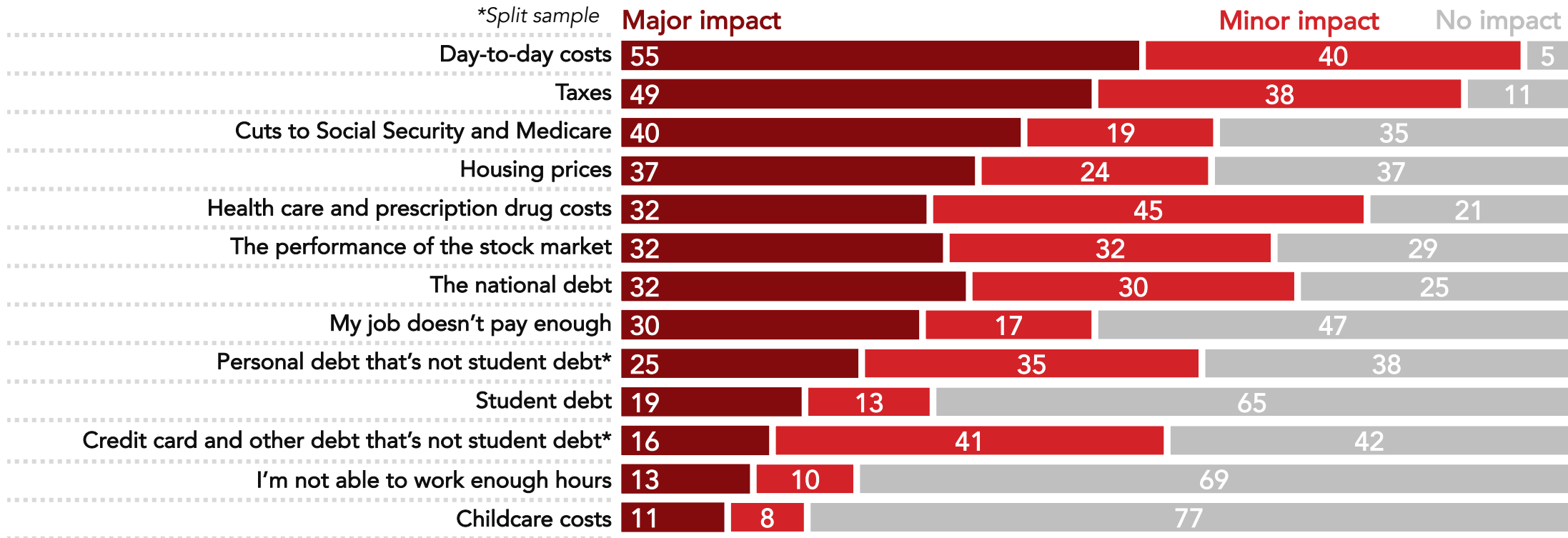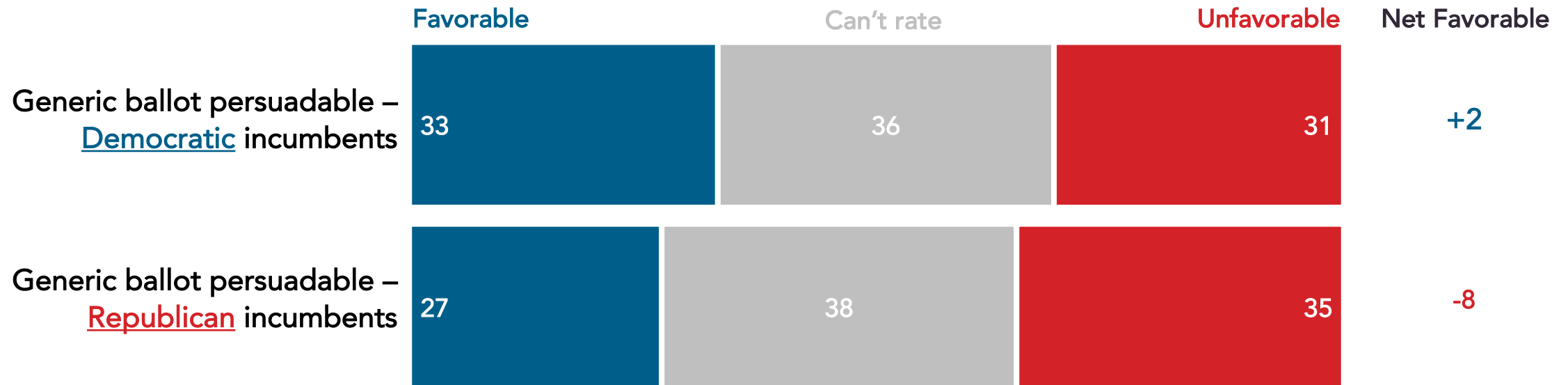|	Major impact	Minor impact	No impact
Day-to-day costs	55	40	5
Taxes	49	38	11
Cuts to Social Security and Medicare	40	19	35
Housing prices	37	24	37
Health care and prescription drug costs	32	45	21
The performance of the stock market	32	32	29
The national debt	32	30	25
My job doesn't pay enough	30	17	47
Personal debt that's not student debt*	25	35	38
Student debt	19	13	65
Credit card and other debt that's not student debt*	16	41	42
I'm not able to work enough hours	13	10	69
Childcare costs	11	8	77

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Persuadables Are More Favorable Toward Democratic Incumbents than Republican Incumbents

While Democratic incumbent ratings are evenly split, Republican incumbents are underwater by 8 points (27% favorable/35% unfavorable).

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.

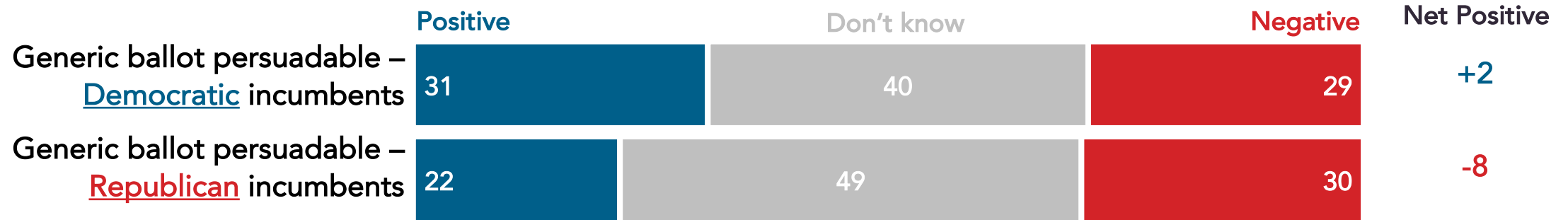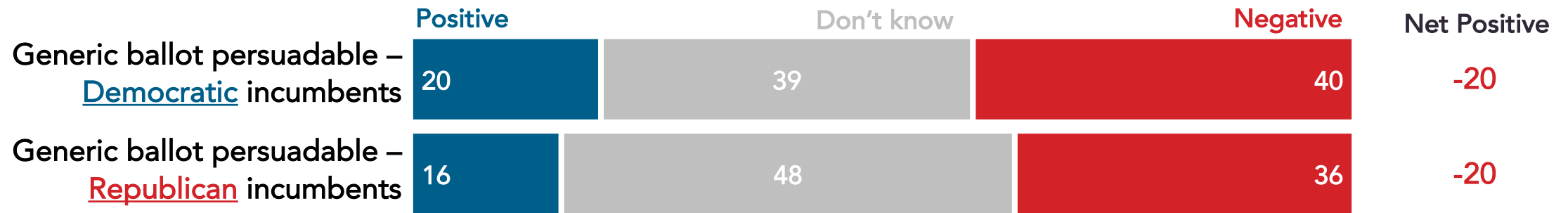|	Favorable	Can't rate	Unfavorable	Net Favorable
Generic ballot persuadable – <u>Democratic</u> incumbents	33	36	31	+2
Generic ballot persuadable – <u>Republican</u> incumbents	27	38	35	-8

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Persuadables Give Democrats a More Positive Approval Rating, While Both Parties Are Underwater on the Economy

Among persuadable constituents, while Democratic incumbents overperform Republican incumbents by net +10 on overall approval, both earn equal negative ratings on handling the economy (net -20).

How would you rate the job [NAMED INCUMBENT] is doing as a member of Congress?

	Positive	Don't know	Negative	Net Positive
Generic ballot persuadable – <u>Democratic</u> incumbents	31	40	29	+2
Generic ballot persuadable – <u>Republican</u> incumbents	22	49	30	-8

How would you rate the job [NAMED INCUMBENT] is doing on the economy?

	Positive	Don't know	Negative	Net Positive
Generic ballot persuadable – <u>Democratic</u> incumbents	20	39	40	-20
Generic ballot persuadable – <u>Republican</u> incumbents	16	48	36	-20

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Majorities of Persuadables Say Republicans Are Prioritizing the Wrong Things; Have Focused More on Non-Economic Issues

About a quarter of persuadable constituents can't say if Republicans are prioritizing the right or wrong things nor whether they're focused on economic or non-economic issues.

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

	Prioritized the right things	Don't know	Prioritized the wrong things	Net Right Things
Overall	34	13	53	-19
Generic ballot persuadable	24	24	52	-28

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

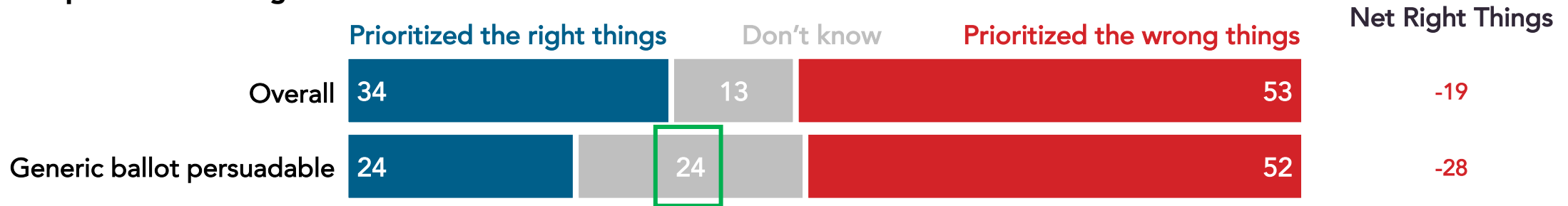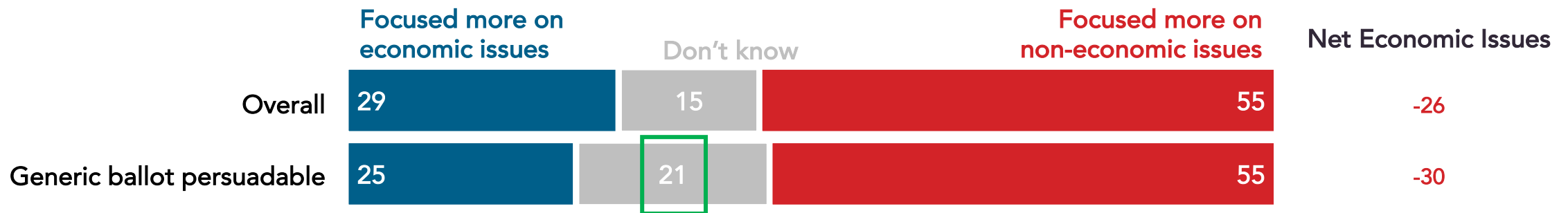|	Focused more on economic issues	Don't know	Focused more on non-economic issues	Net Economic Issues
Overall	29	15	55	-26
Generic ballot persuadable	25	21	55	-30

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Pluralities of Persuadables Don't Trust Either Party on Most Economic Attributes

Among persuadables, Republicans are more trusted on macroeconomic issues; Democrats are more trusted on more microeconomic ones.

[Among generic ballot persuadable voters:] Please indicate whether you trust Democrats or Republicans more on that issue.

*/** Split sample

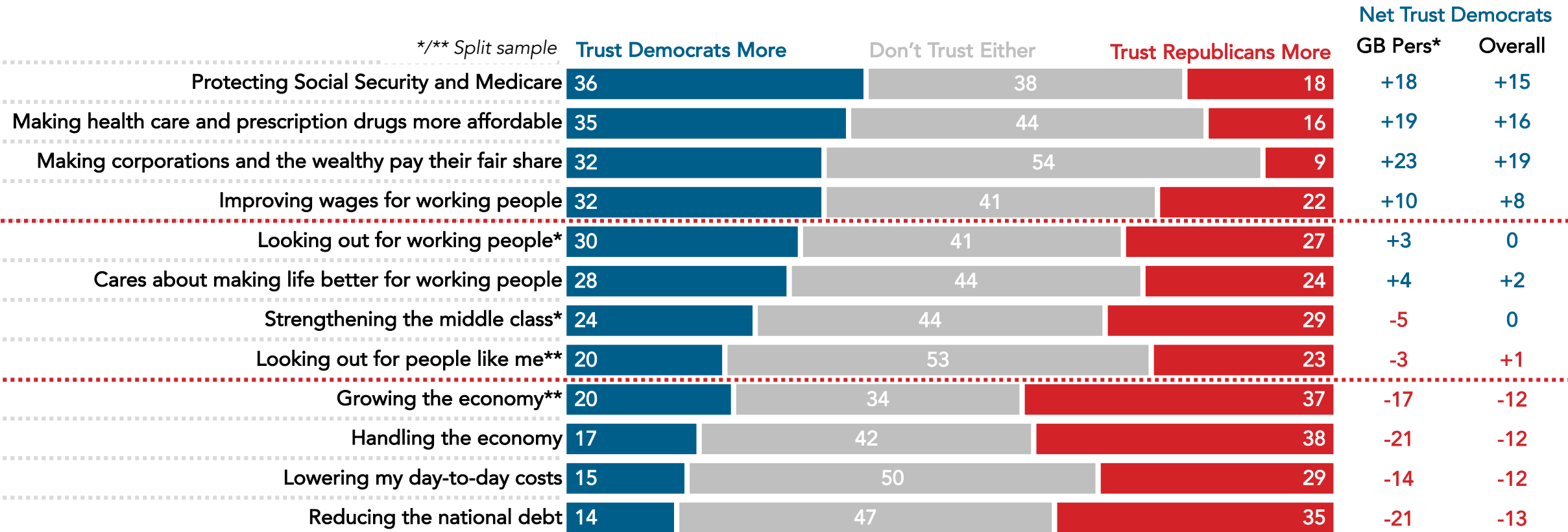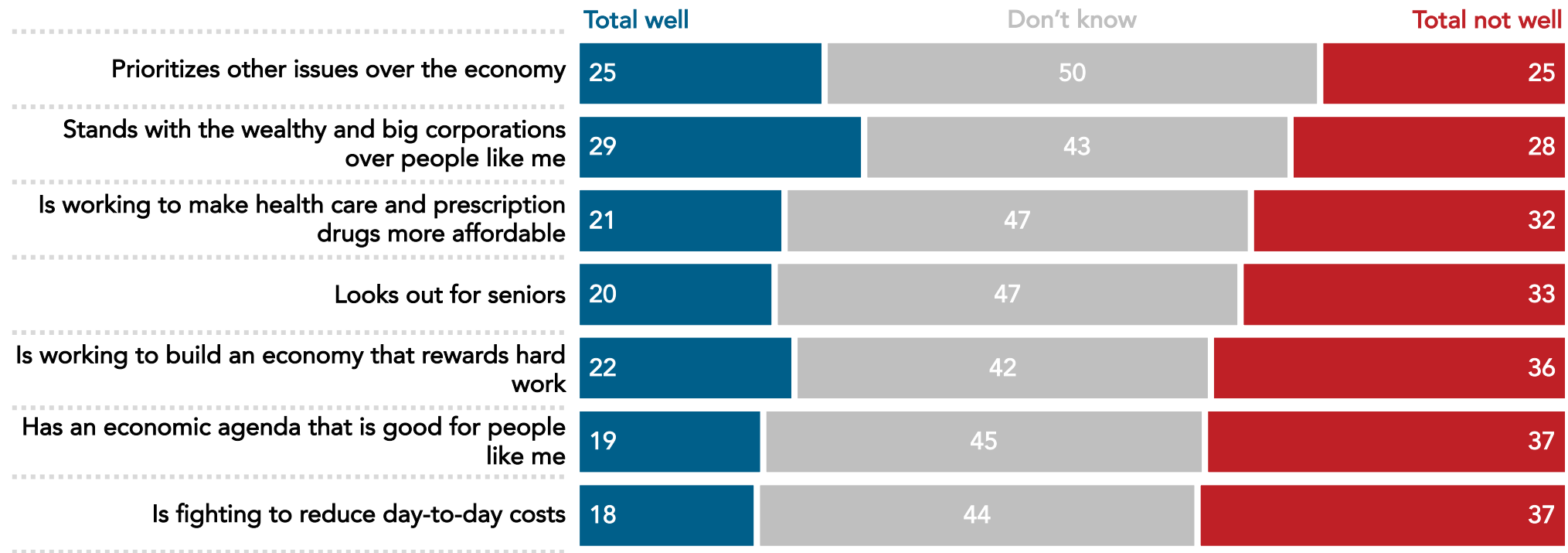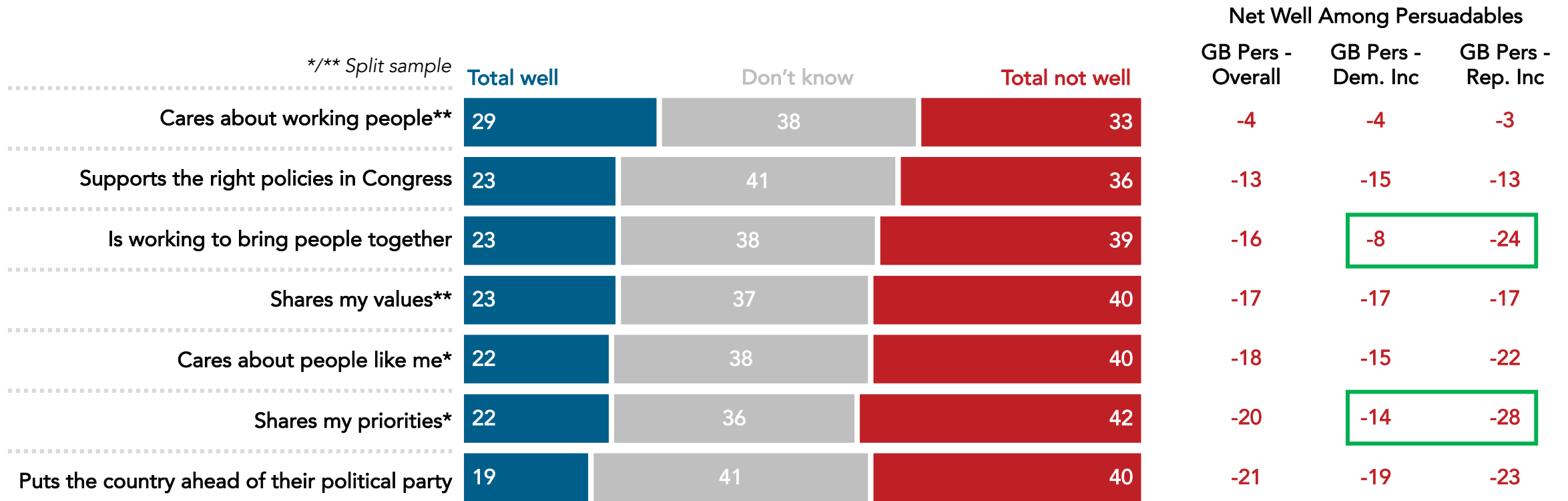|	Trust Democrats More	Don't Trust Either	Trust Republicans More	Net Trust Democrats GB Pers*	Net Trust Democrats Overall
Protecting Social Security and Medicare	36	38	18	+18	+15
Making health care and prescription drugs more affordable	35	44	16	+19	+16
Making corporations and the wealthy pay their fair share	32	54	9	+23	+19
Improving wages for working people	32	41	22	+10	+8
Looking out for working people*	30	41	27	+3	0
Cares about making life better for working people	28	44	24	+4	+2
Strengthening the middle class*	24	44	29	-5	0
Looking out for people like me**	20	53	23	-3	+1
Growing the economy**	20	34	37	-17	-12
Handling the economy	17	42	38	-21	-12
Lowering my day-to-day costs	15	50	29	-14	-12
Reducing the national debt	14	47	35	-21	-13

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Pluralities of Persuadables Don't Know Whether Economic Traits Describe Incumbents Well

Half of those in battleground districts say they don't know whether "prioritizes other issues over the economy" describes their member of Congress well.

Please indicate whether that word or phrase describes [NAMED INCUMBENT] very well, pretty well, not too well, or not well at all.

	Total well	Don't know	Total not well
Prioritizes other issues over the economy	25	50	25
Stands with the wealthy and big corporations over people like me	29	43	28
Is working to make health care and prescription drugs more affordable	21	47	32
Looks out for seniors	20	47	33
Is working to build an economy that rewards hard work	22	42	36
Has an economic agenda that is good for people like me	19	45	37
Is fighting to reduce day-to-day costs	18	44	37

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Persuadables Don't Believe Republican Incumbents Share Their Priorities or Are Bringing People Together

Democratic incumbents are narrowly underwater on these traits, but Republican incumbents fare worse by net double-digit margins.

Please indicate whether that word or phrase describes [NAMED INCUMBENT] very well, pretty well, not too well, or not well at all.

Net Well Among Persuadables

*/** Split sample

	Total well	Don't know	Total not well	GB Pers - Overall	GB Pers - Dem. Inc	GB Pers - Rep. Inc
Cares about working people**	29	38	33	-4	-4	-3
Supports the right policies in Congress	23	41	36	-13	-15	-13
Is working to bring people together	23	38	39	-16	-8	-24
Shares my values**	23	37	40	-17	-17	-17
Cares about people like me*	22	38	40	-18	-15	-22
Shares my priorities*	22	36	42	-20	-14	-28
Puts the country ahead of their political party	19	41	40	-21	-19	-23

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Appendix: Congressional Districts Included In Sample

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

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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.