

navigating *the* *battleground

Wednesday, August 2, 2023

Economic Branding In
The Battleground



IMPACT
RESEARCH

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 July 6-12, 2023. Trended results from the April survey are from interviews conducted 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.

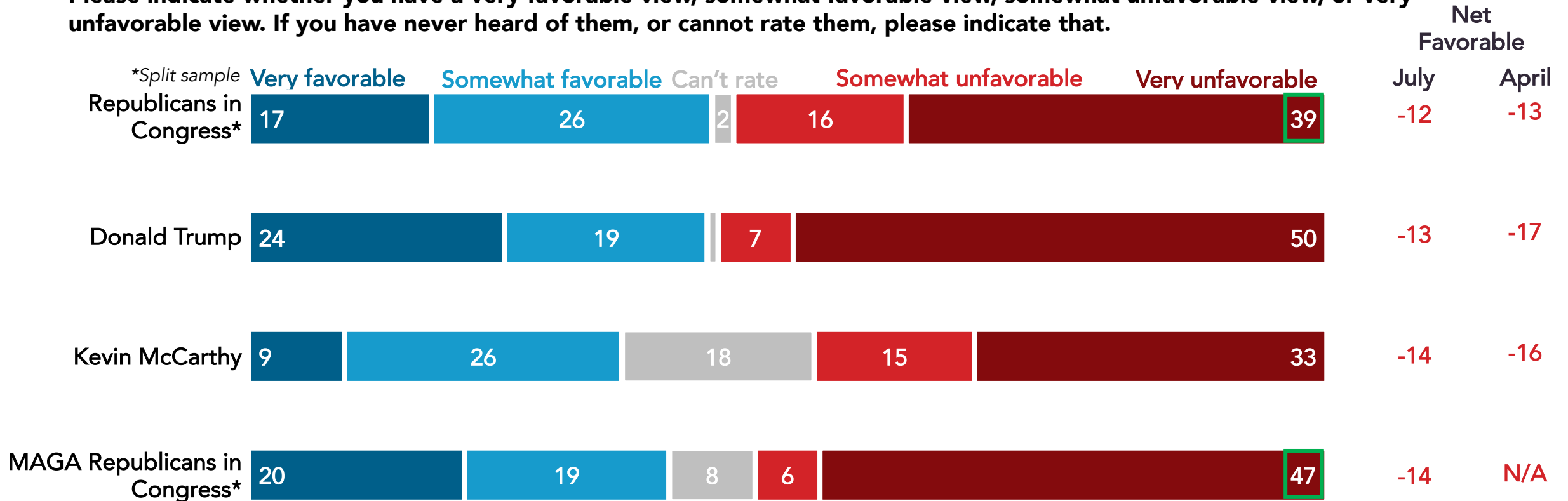
Key Takeaways

- **Voters' economic outlook continues to be poor, but views of the economy have improved.** Since April, net positive views on the economy have increased by 9 points, driven largely by Democrats.
- **Neither party's incumbents get positive job ratings on the economy.** However, named Democrats outpace named Republicans by 5 points in their job rating on the economy. Independents, women, Black, and Hispanic voters in particular give Democrats a better rating on the economy than Republicans.
- **Voters think Republicans are focused on the wrong things and on non-economic issues.** Over half of battleground voters think Republicans are focused on the wrong things and issues not related to the economy.
- **Voters overwhelmingly view the middle class as driving the economy,** but voters don't believe either party does enough to help the middle class.
- **Republicans trying to cut taxes for the wealthy and corporations is a vulnerability.** Voters have very serious concerns about Republican tax cuts and Republicans' extreme positions, including abortion bans, are a worry for voters.

Republican National Figures and the Party in Congress are Underwater by Double Digits in The Battleground

The negative intensity for “MAGA Republicans in Congress” exceeds that of “Republicans in Congress” by 8 points.

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.

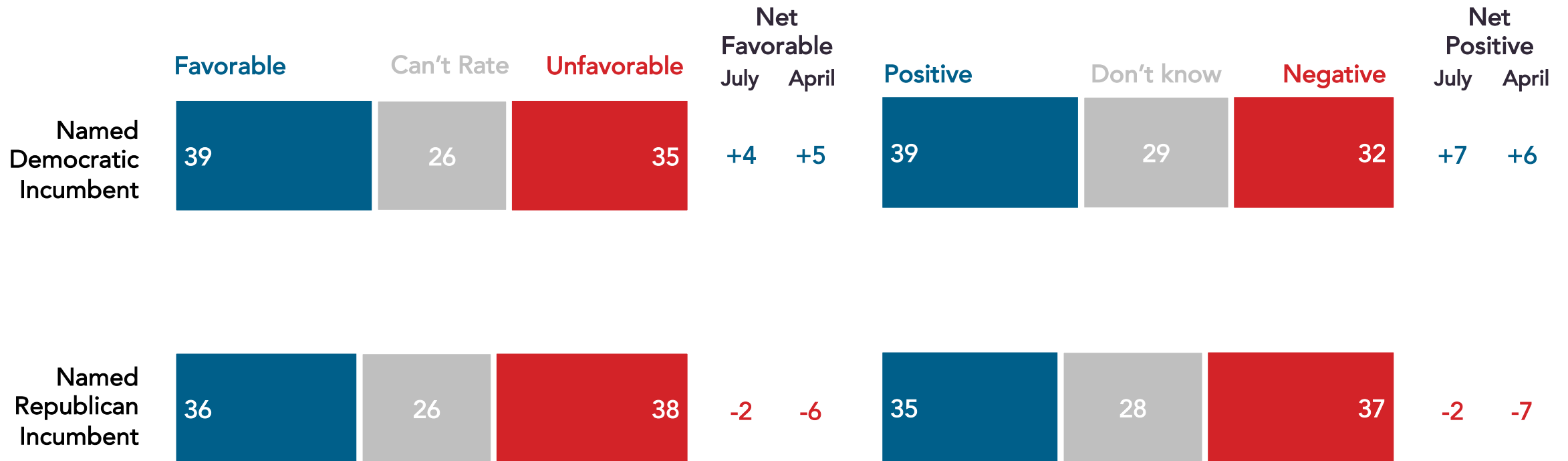


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted July 6-July 12, 2023. For more info, visit navigatortresearch.org/battleground.

Democratic Incumbents Have a Net Positive Popularity and Job Rating; Republican Incumbents Are Mixed on Both Metrics

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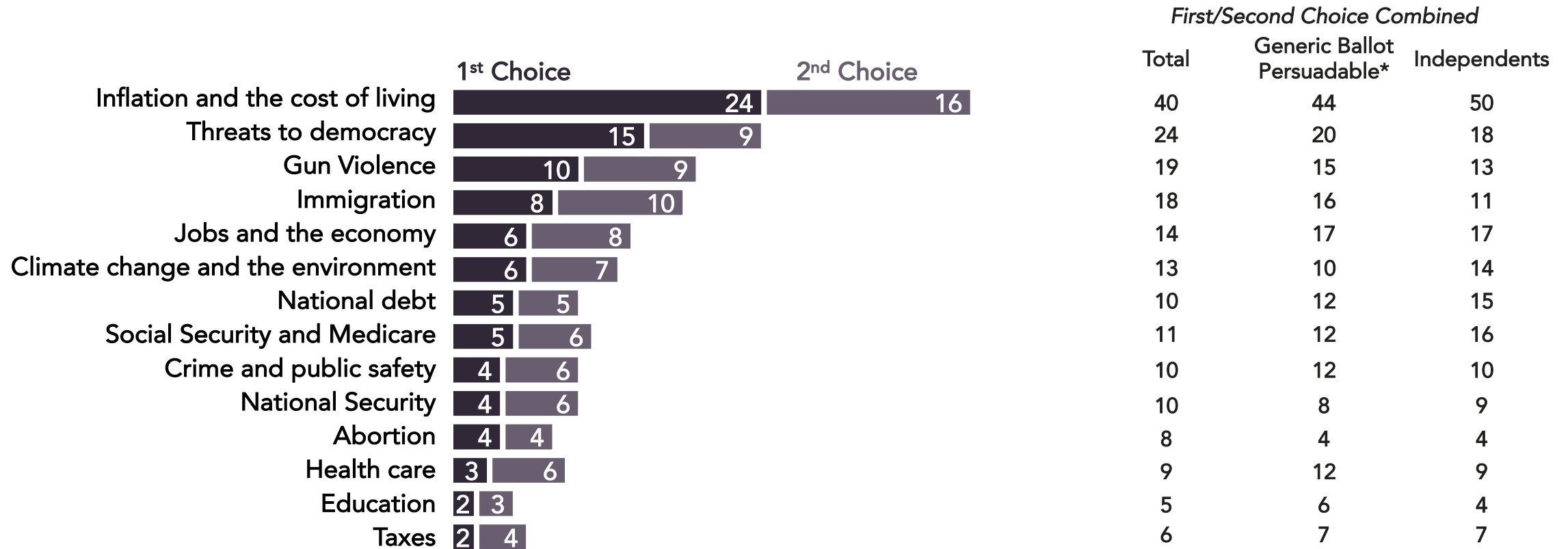
How would you rate the job [NAMED INCUMBENT] is doing as a member of Congress?



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Inflation Remains A Top Issue For Voters, Particularly Among Independents

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

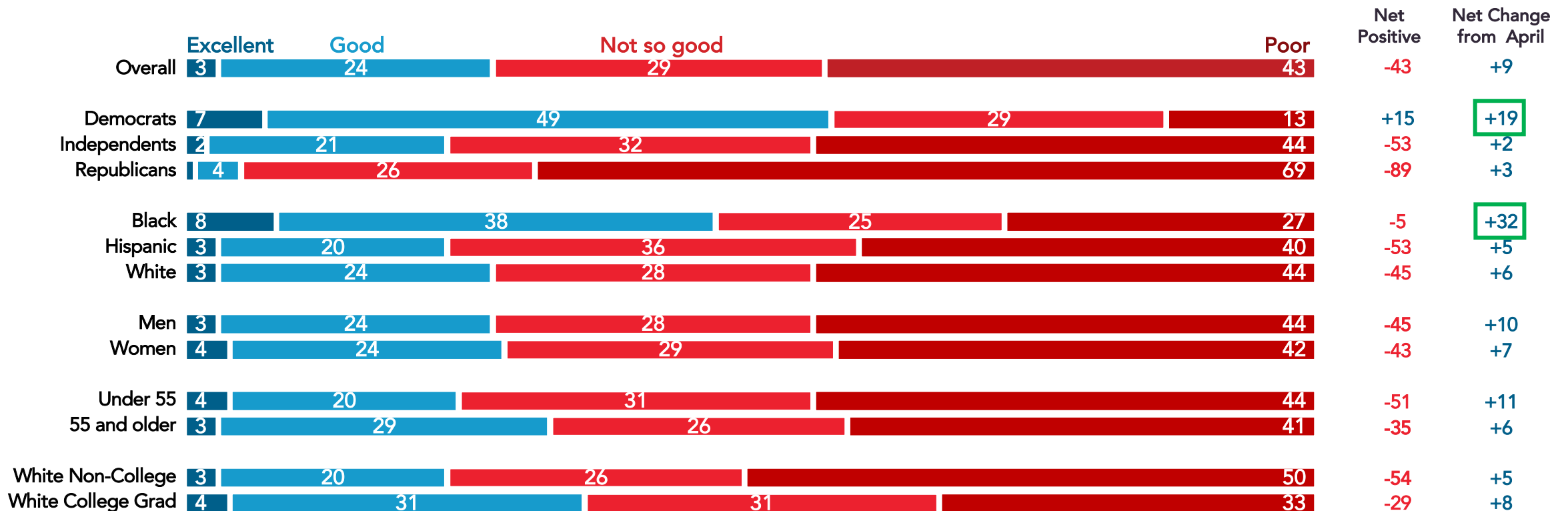


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Democrats in The Battleground Now View Economy As Net Positive, Still Deeply Underwater With Independents and Republicans

Views of the economy have improved by a net 9 points since April, driven almost entirely by Democrats.

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

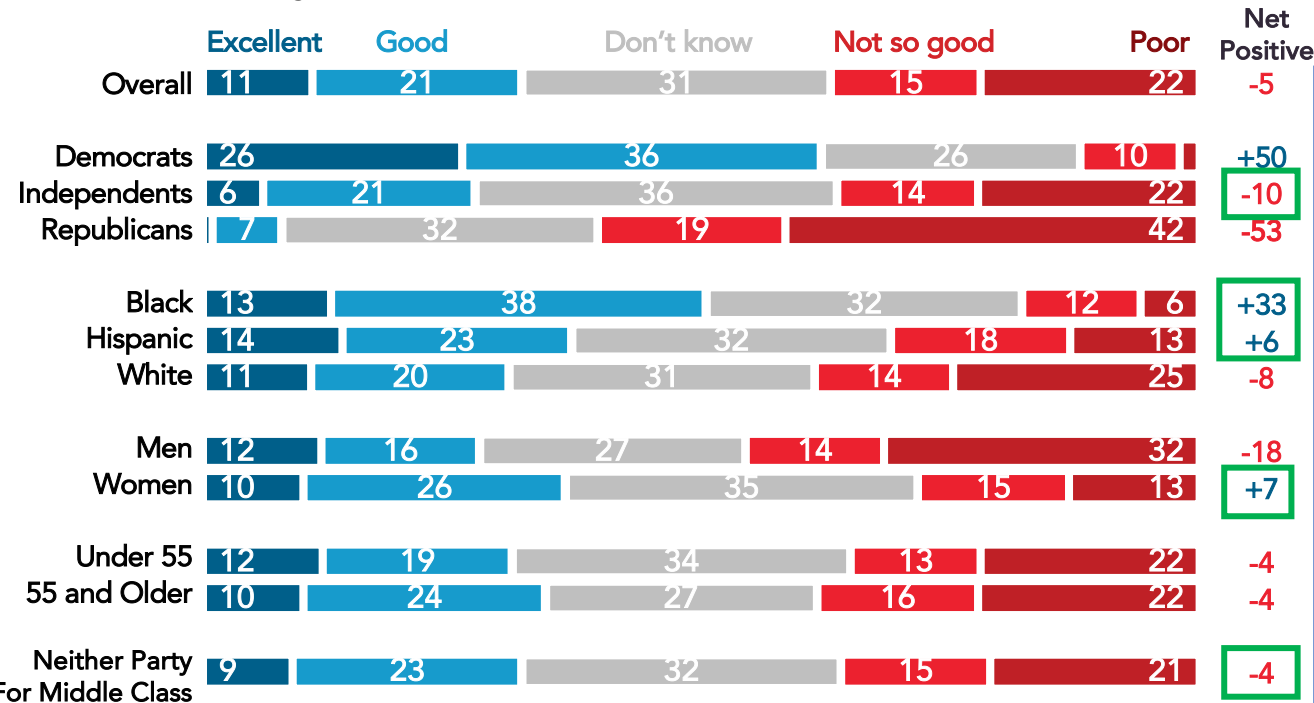


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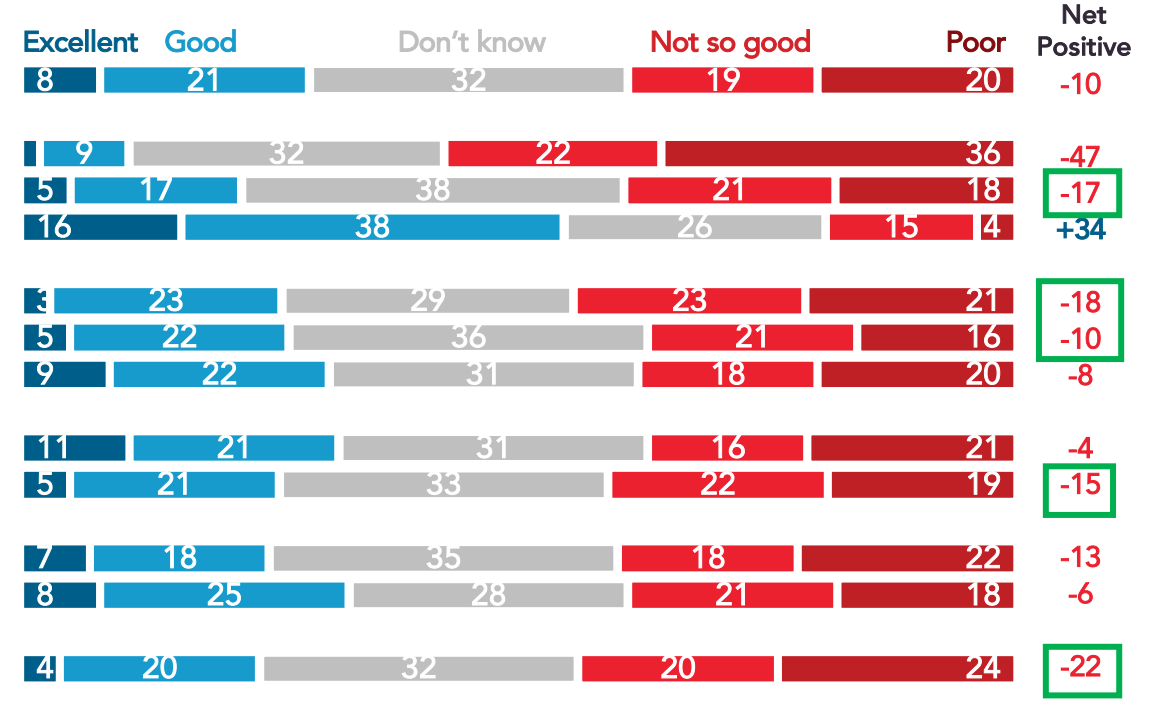
Both Party's Incumbents Are Underwater on The Economy, But Named Democrats Get Better Ratings Than Named Republicans

Democrats outperform Republicans on the economy with Independents and voters who don't think either party helps the middle class enough.

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



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

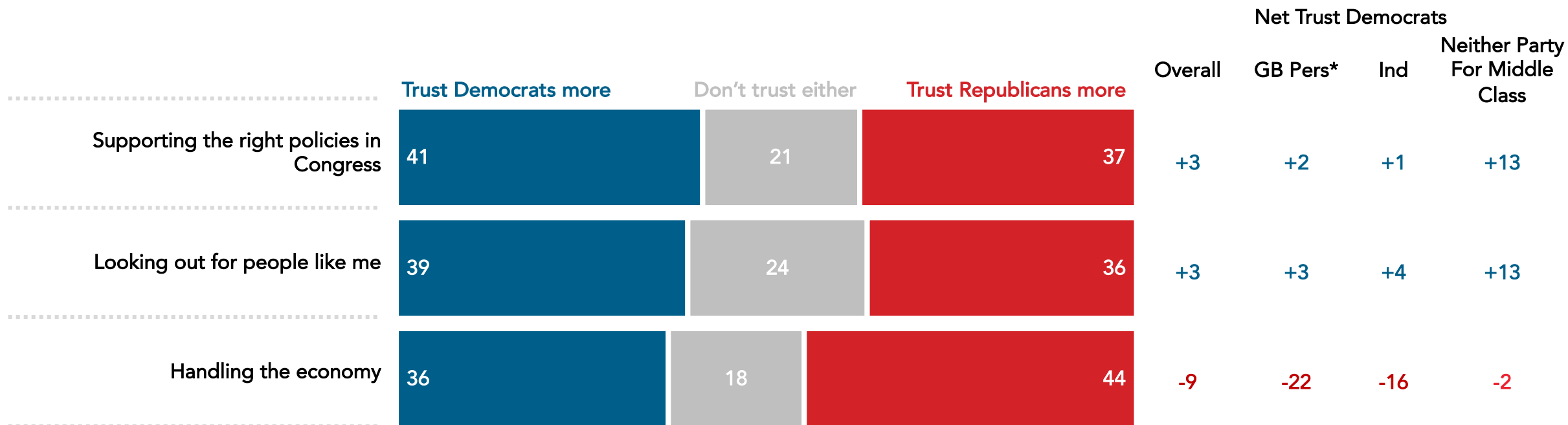


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Voters Split On Party Trust For Personal Economy, Republicans Have Advantage On The Economy Overall

Voters who say neither party does enough for the middle-class trust Democrats more on supporting the right policies in Congress.

Here are some different issues. For each one, please indicate whether you trust Democrats or Republicans more on that issue.



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Voters Overwhelmingly View The Middle Class As Driving The Economy

Republicans are the only group viewing job creation more as a driver of growth, yet two in five believe the middle class drives the economy.

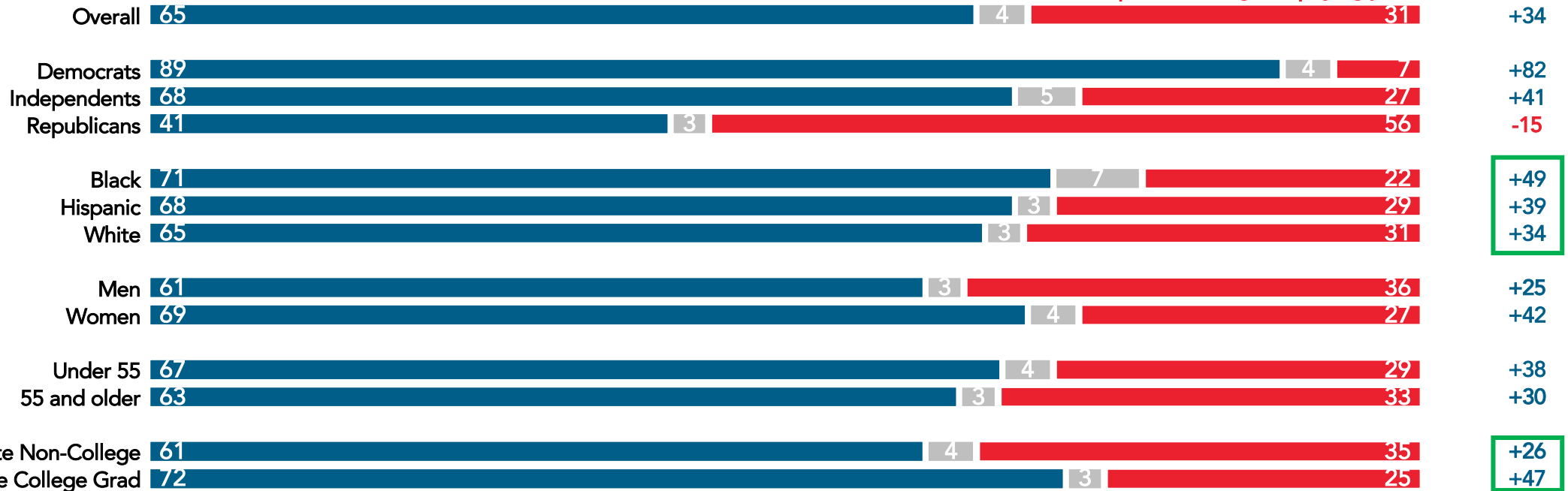
Which of the following statements about the economy comes closer to your view?

A strong middle class drives American economic growth. We need to focus our economic policies on making sure the middle class succeeds, which means improving incomes, ensuring access to affordable education, and reducing middle class taxes, all while making the wealthy pay their fair share.

Job creation drives economic growth. We need to focus our economic policies on making sure the people who create jobs can succeed, which means cutting taxes on businesses and entrepreneurs while reducing regulations standing in the way of building strong companies with good-paying jobs.

Don't know

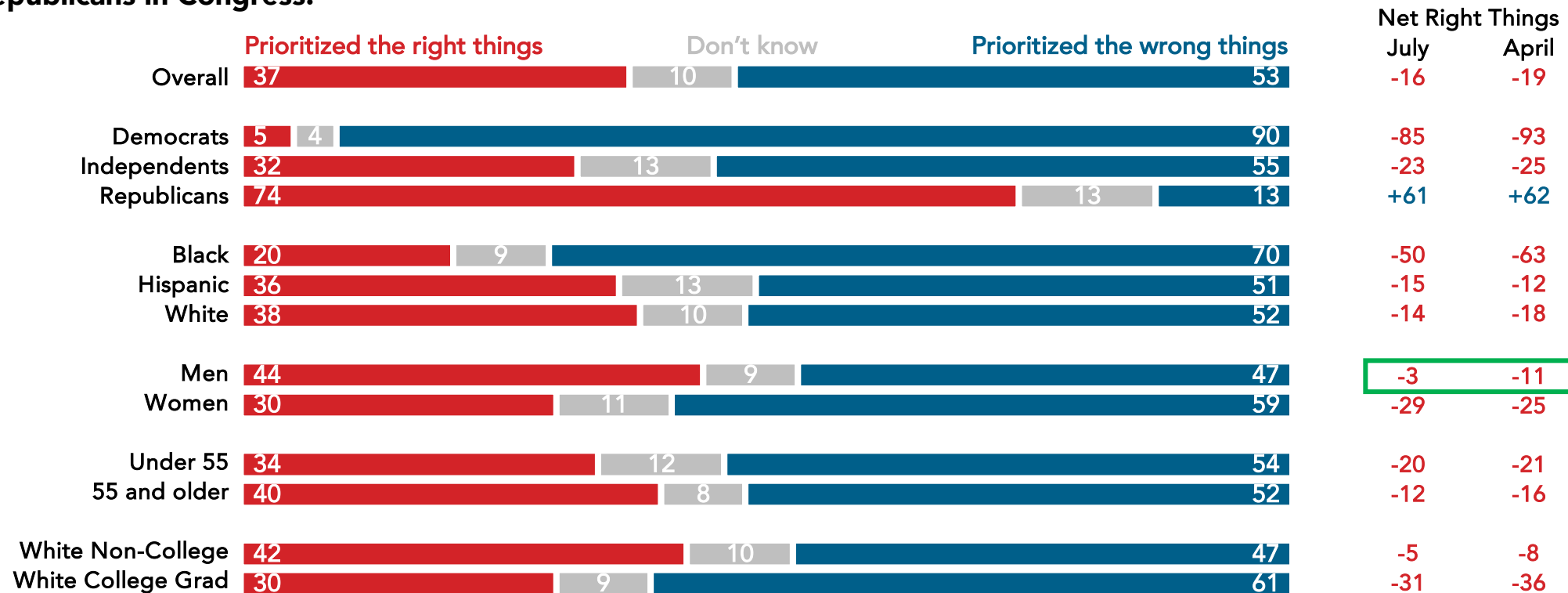
Net Strong Middle Class



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A Majority Believes The GOP Has Prioritized The Wrong Things Since Taking Control of Congress, Unchanged Since April

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

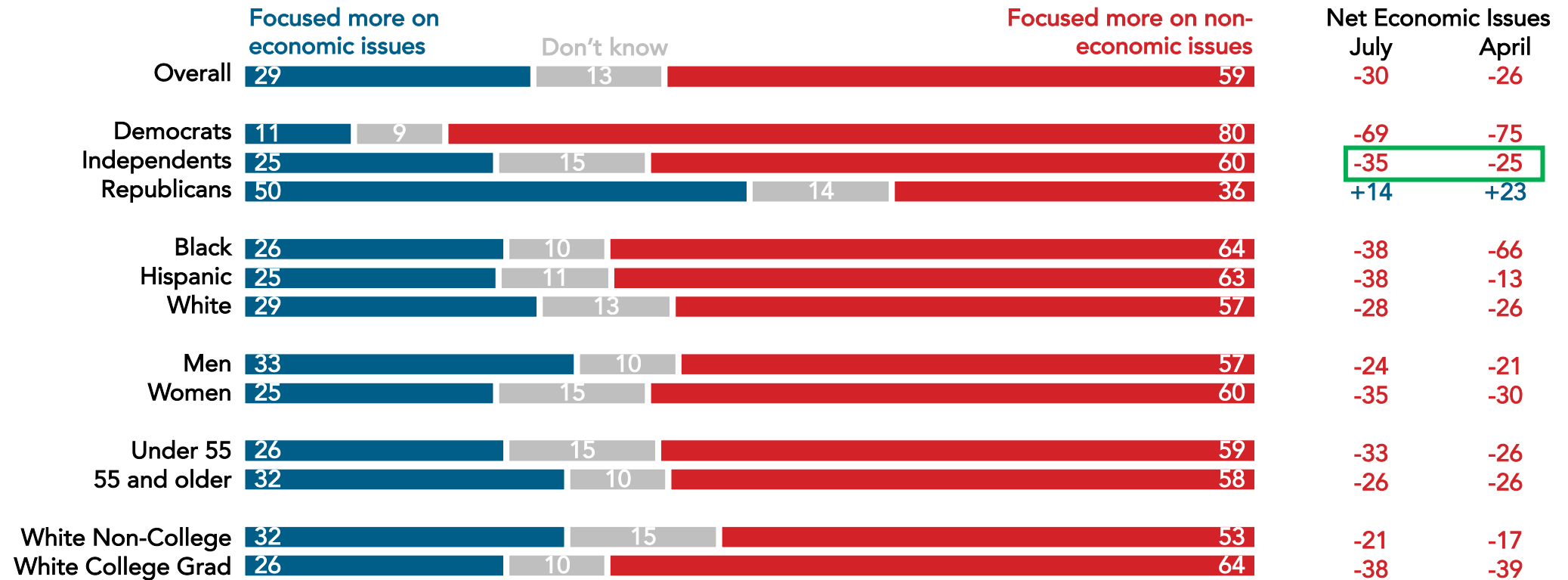


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By 30 Points, Voters View Republicans As Focused More on Non-Economic Issues

Independents increasingly view Republicans as focused on non-economic issues.

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



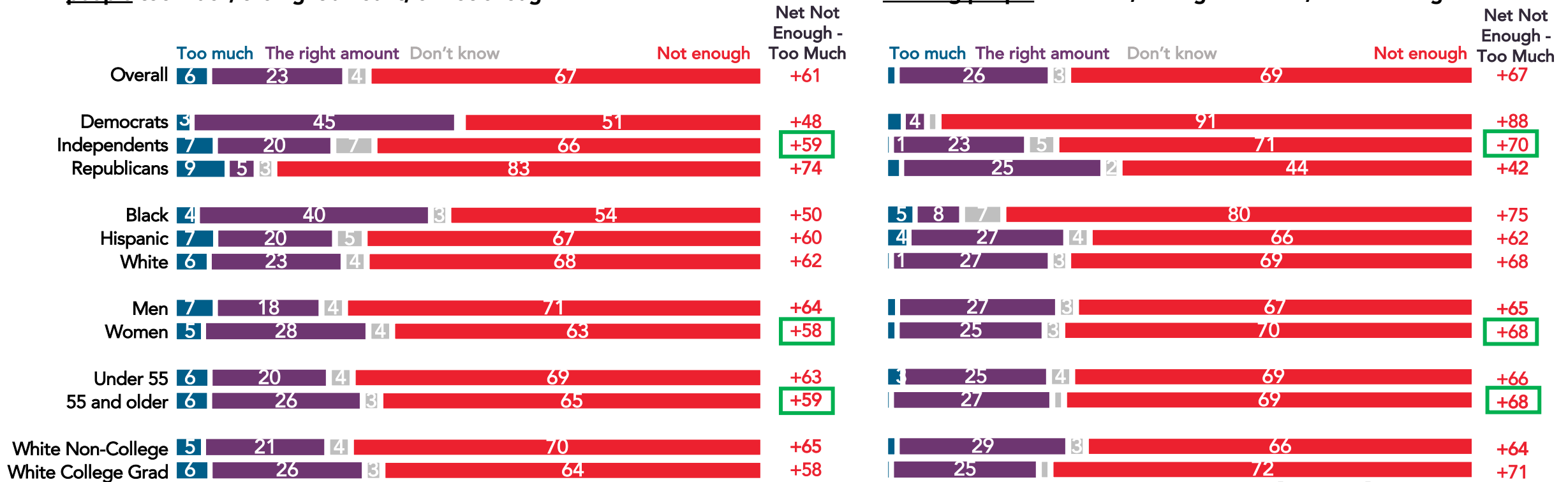
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Two Thirds of Voters Say That Republicans' And Democrats' Policies Don't Help The Middle Class Enough

Voters who believe neither party helps the middle class enough skew more as men under 55 and men without a college degree.

Do Democrats' policies focus on helping the middle class and working people too much, the right amount, or not enough?

Do Republicans' policies focus on helping the middle class and working people too much, the right amount, or not enough?

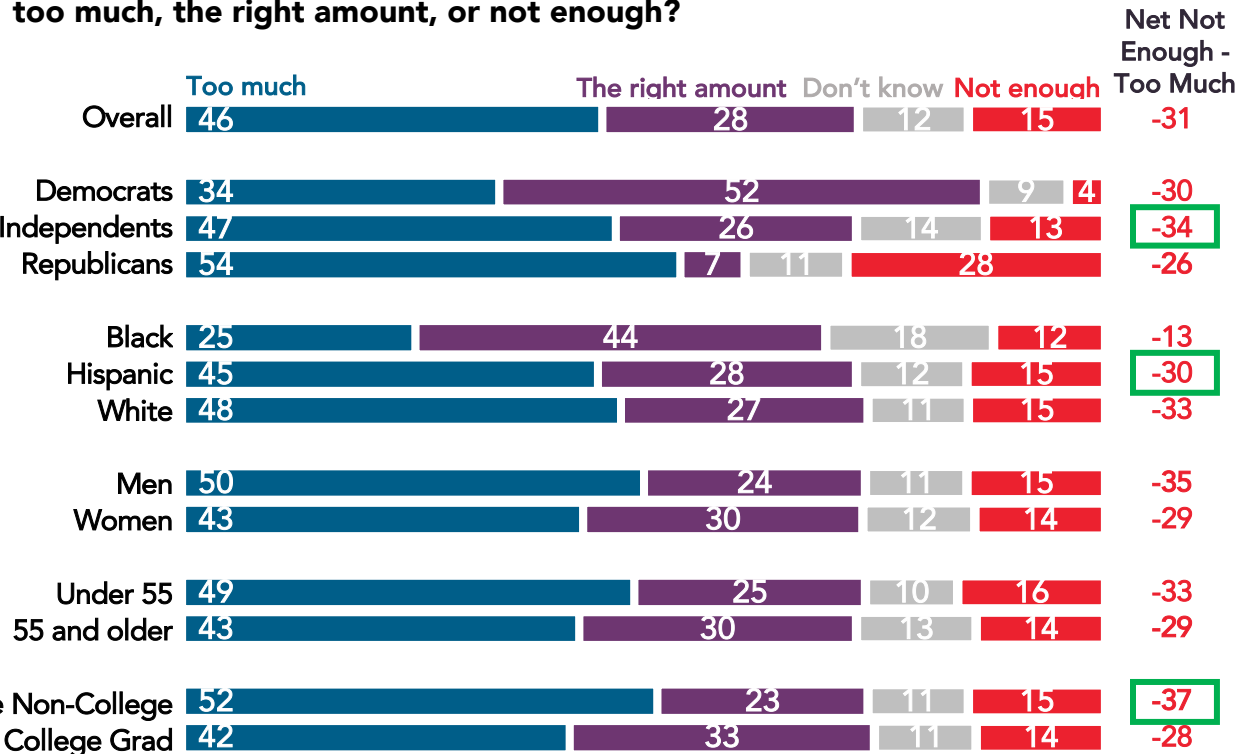


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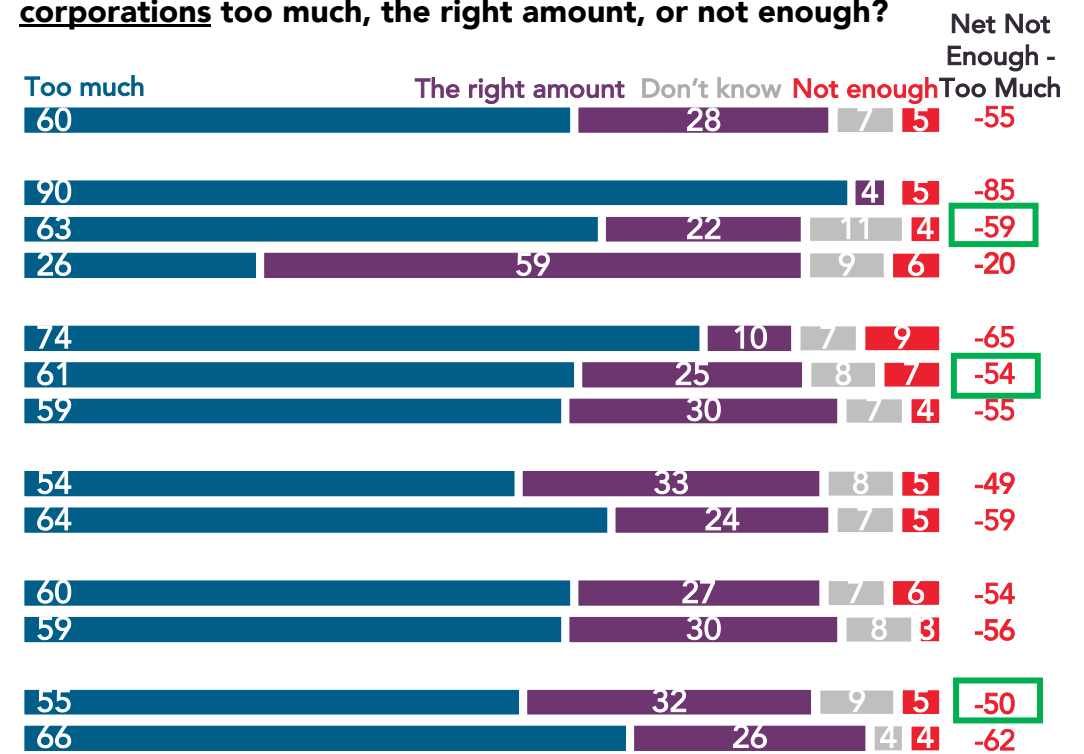
Three in Five Voters Believe That Republicans' Policies Help the Wealthy And Corporations Too Much

However, a plurality of voters believe Democrats ALSO prioritize the wealthy and corporations too much. Voters who say both parties prioritize the wealthy and corporations too much are D+15 in party ID, identify as very liberal, and skew younger.

Do Democrats' policies focus on helping the wealthy and corporations too much, the right amount, or not enough?



Do Republicans' policies focus on helping the wealthy and corporations too much, the right amount, or not enough?

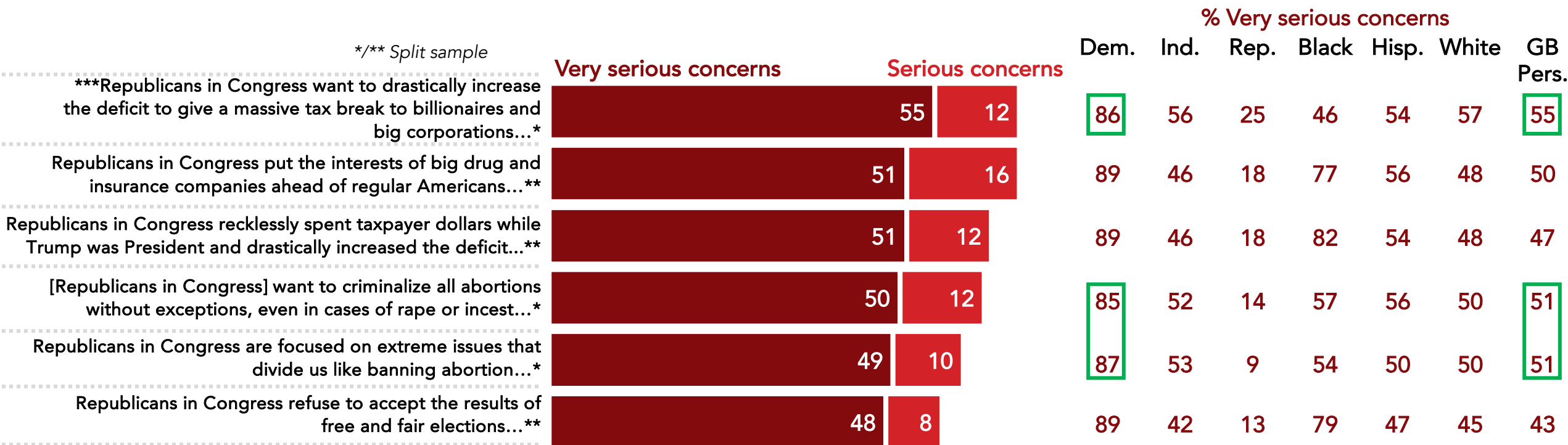


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Cutting Taxes for the Wealthy and Big Corporations Continues to be a Vulnerability for Republicans

Republican extremism, including efforts to ban abortion, raises concerns among Independents and persuadable voters.

Here are some statements that people might make about Republicans in Congress. For each one, please indicate whether that raises very serious concerns, serious concerns, no real concerns, or no concerns at all for you about Republicans in Congress.



***Full battery language can be found in the appendix.

**"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.

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Appendix: Full Message Language

Republicans in Congress want to drastically increase the deficit to give a massive tax break to billionaires and big corporations, and even cut earned benefits like Social Security and Medicare that the middle class relies on. Their plans don't just help the rich but hurt everyday Americans.

Republicans in Congress put the interests of big drug and insurance companies ahead of regular Americans. They want to let insurance companies deny coverage to people with preexisting conditions and charge older Americans more for insurance. They oppose capping the price of insulin at \$35 and oppose letting Medicare negotiate lower prescription drug prices.

Republicans in Congress recklessly spent taxpayer dollars while Trump was President and drastically increased the deficit. Now they want to cut earned benefits like Social Security and Medicare that the middle class relies on. Their plans don't just help the rich but hurt everyday Americans.

Republicans in Congress are threatening our individual rights and want the government to interfere in people's private lives. They want to criminalize all abortions without exceptions, even in cases of rape or incest, and want to pass an extreme national ban on abortion that could even be used to jail doctors.

Rather than listening to the people and making Washington work so we can get our economy back on track, Republicans in Congress are focused on extreme issues that divide us like banning abortion, weakening gun laws, and making it easier to overturn election results they disagree with.

Republicans in Congress refuse to accept the results of free and fair elections. They voted to overturn the 2020 election and promoted the lie that it was stolen, ignoring the will of the people and leading to the attack on the U.S. Capitol on January 6th. Now they are promoting fringe ideas to rig the next election in their favor.

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 July 6-12, 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.

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To learn more about Navigator
or Navigating the Battleground:

<http://navigatorresearch.org>

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