

navigating *the* *battleground

Monday, August 14th, 2023

Perceptions of
Incumbents and Taxes by
District Type



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.



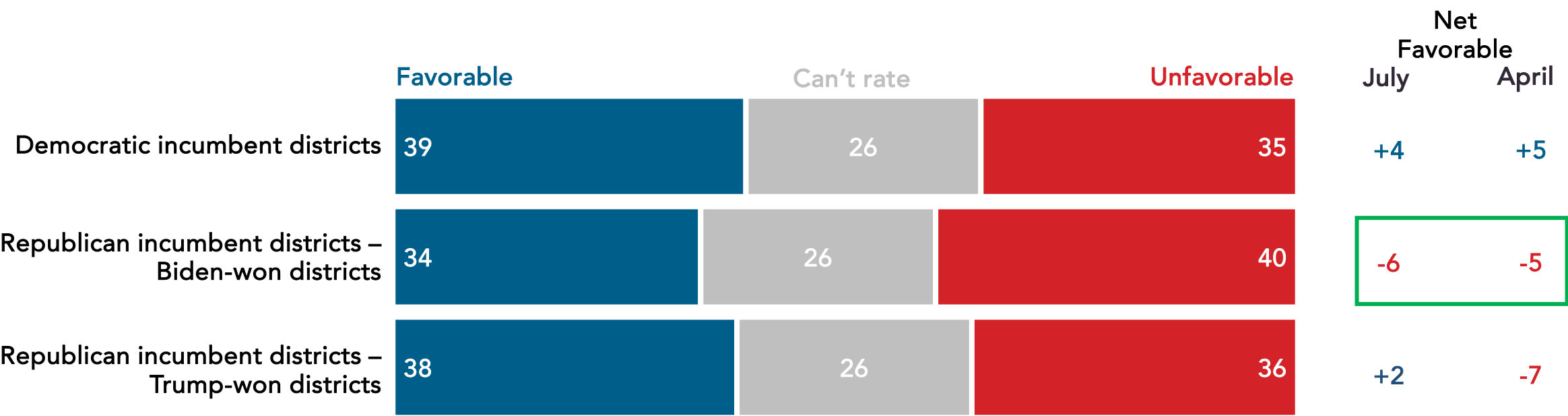
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Democratic incumbents are popular in their home districts, while Republicans' popularity is more mixed.** A plurality of voters give Democratic incumbents positive personal and job ratings. Things are more mixed for Republicans – Republican incumbents in Biden-won districts are underwater on their popularity and job rating, while ratings are mixed in Trump-won districts.
- **Voters continue to think Republicans are prioritizing the wrong things.** A majority of voters in Republican held districts think they're focused on the wrong things, non-economic issues, and not doing enough for the middle class.
- **Voters across districts start out supporting the Republican tax plan, but that support is soft.** After they are given more information, a majority of voters across districts oppose the Republican tax plan.
- **Regardless of the district, Republicans are vulnerable on their support for cutting taxes for the wealthy and corporations.** Republican incumbents in Biden-won districts are also vulnerable to extreme Republican positions like banning abortion.

Popularity of Republicans Incumbents in Biden Districts Lags Behind Their Colleagues

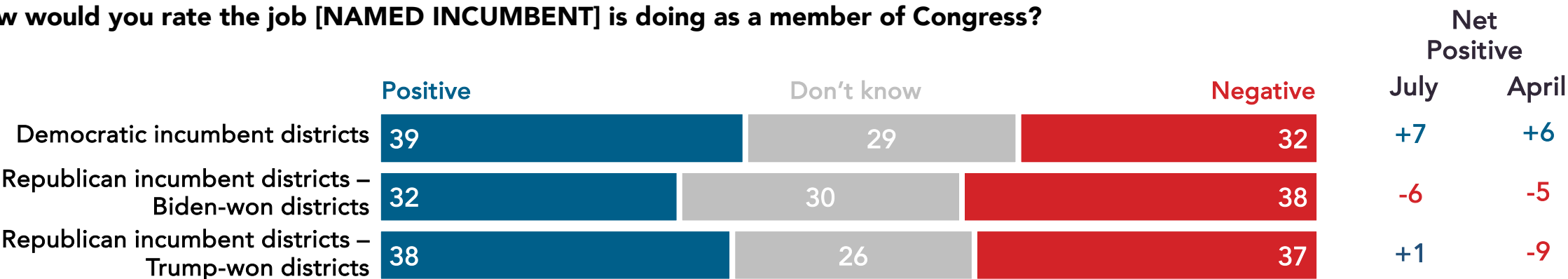
On the following screens are some names of people and groups. Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that:



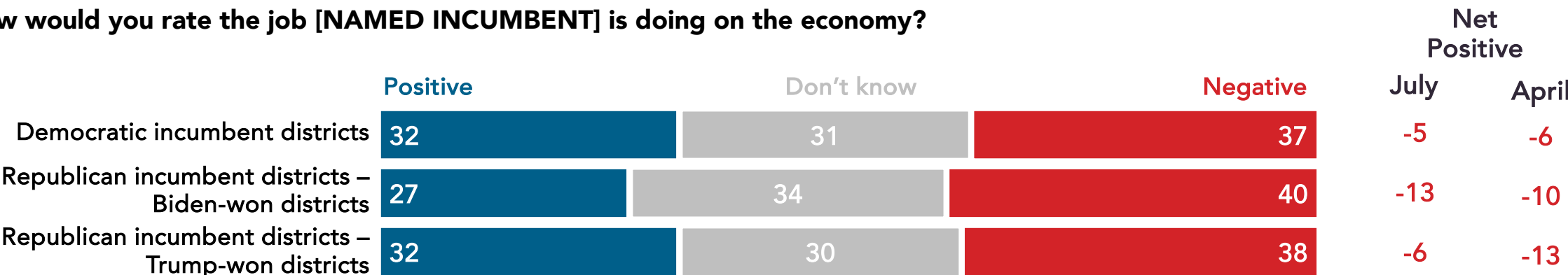
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted July 6-July 12, 2023.
For more info, visit navigatortresearch.org/battleground.

Republican Incumbents in Districts Biden Won Are Underwater on Both Their Job Rating and How They’re Doing on the Economy

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



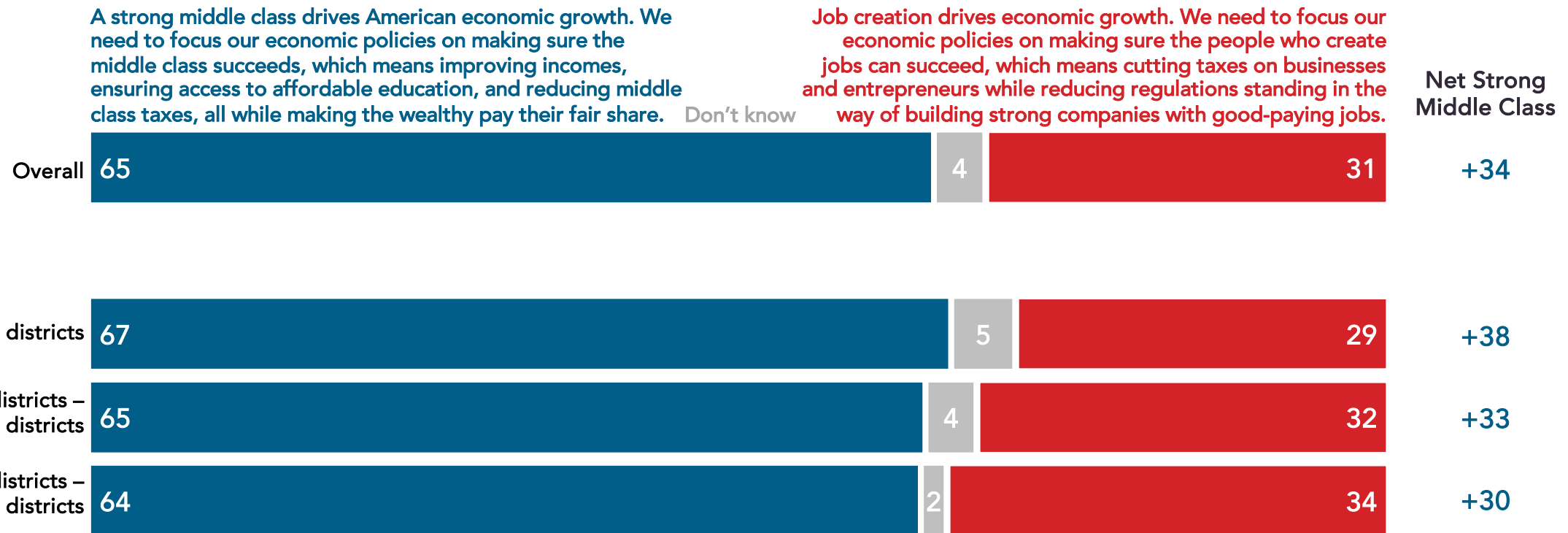
How would you rate the job [NAMED INCUMBENT] is doing on the economy?



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Around Two-Thirds of Voters Across Battleground Districts Believe the Economy is Driven by a Strong Middle Class

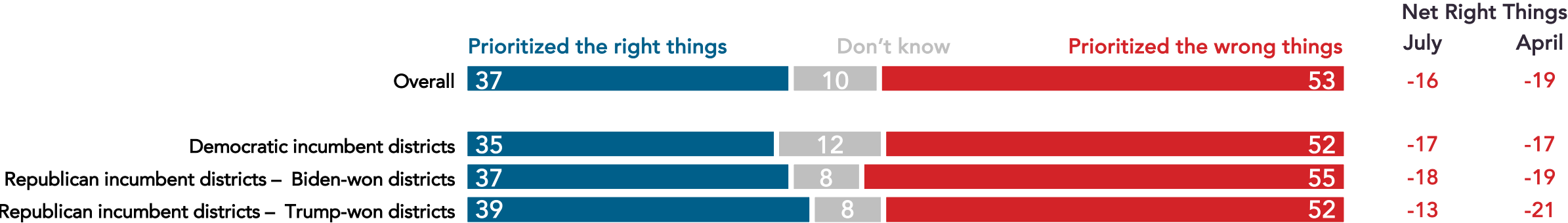
Which of the following statements about the economy comes closer to your view?



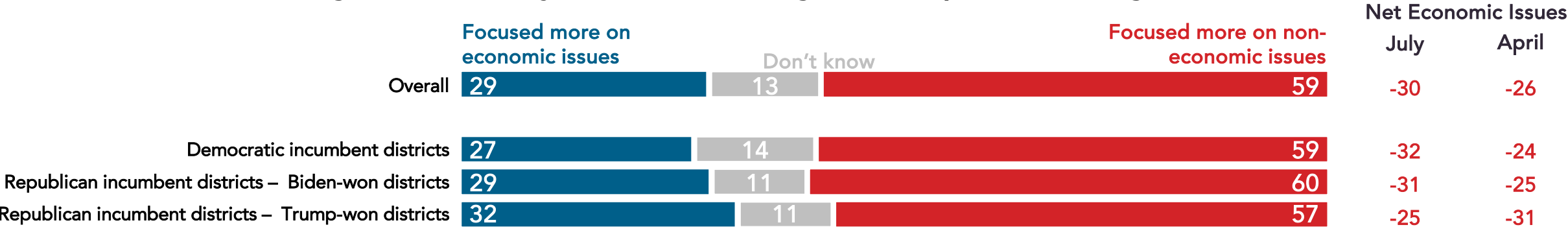
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Most Battleground Voters Continue to Think Republicans are Prioritizing the Wrong Things & Focused on Non-Economic Issues

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



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

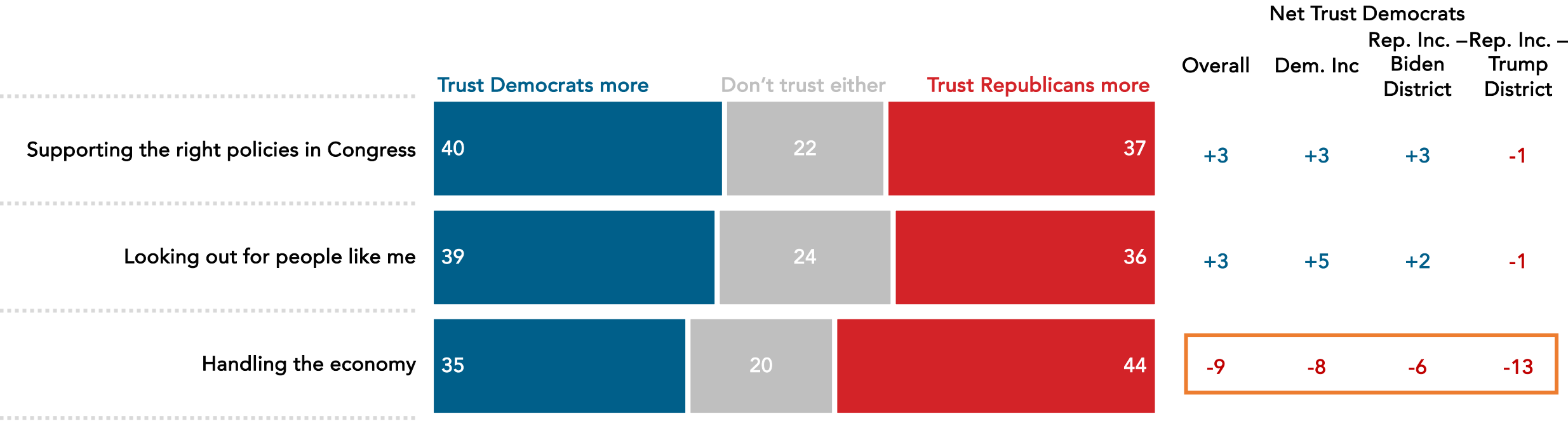


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Voters Trust Republicans More Than Democrats on the Economy Across Battleground Districts

Voters across districts are more mixed on who they trust on supporting the right policies and looking out for people like them.

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



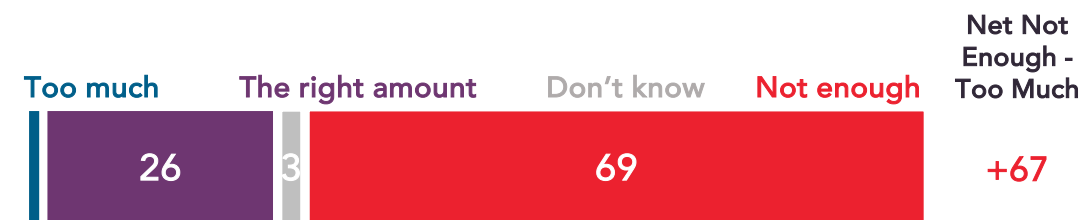
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Across Battleground Districts, Voters Think Republicans are Less Likely Than Democrats to Focus on the Middle Class Enough

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?



Democratic incumbent districts



Republican incumbent districts – Biden-won districts



Republican incumbent districts – Trump-won districts

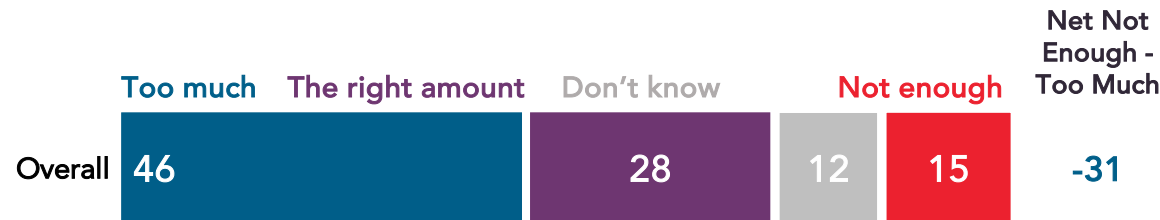


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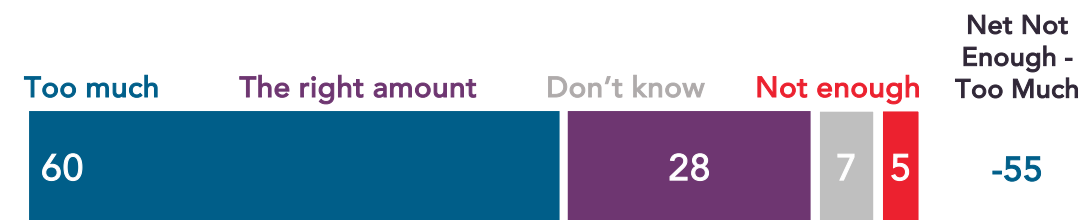
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Most Voters in Battleground Districts Think Republicans Focus Too Much on Helping the Wealthy and Corporations

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?



Democratic incumbent districts



Republican incumbent districts – Biden-won districts



Republican incumbent districts – Trump-won districts

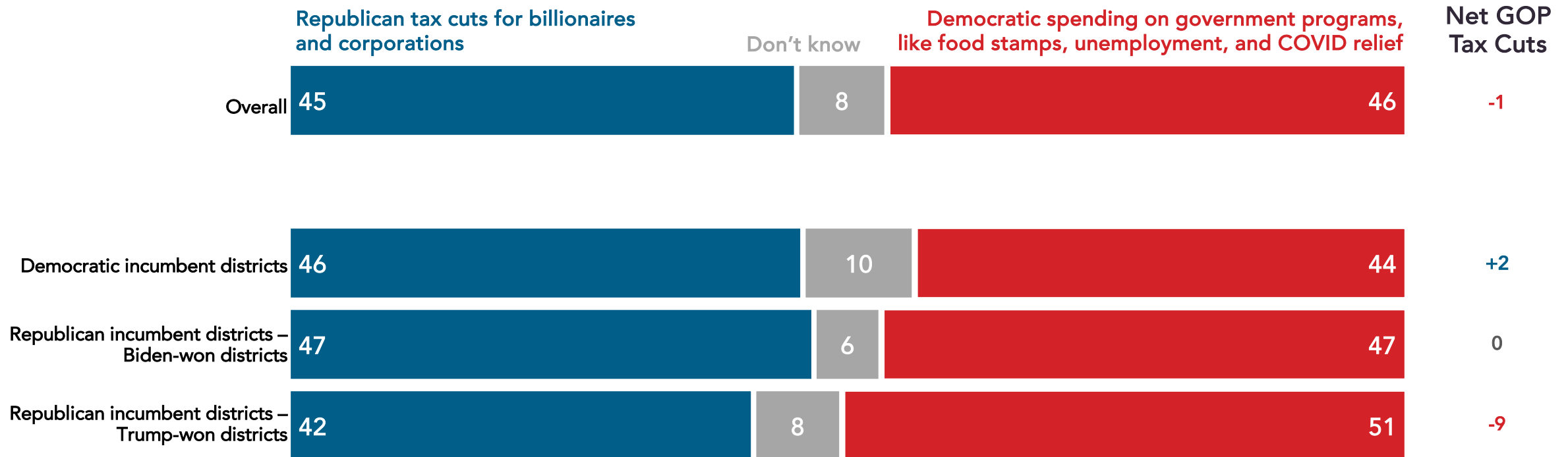


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Trump-Won Districts Blame Democratic Spending For the Federal Deficit; Other Districts Are Split on Who to Blame

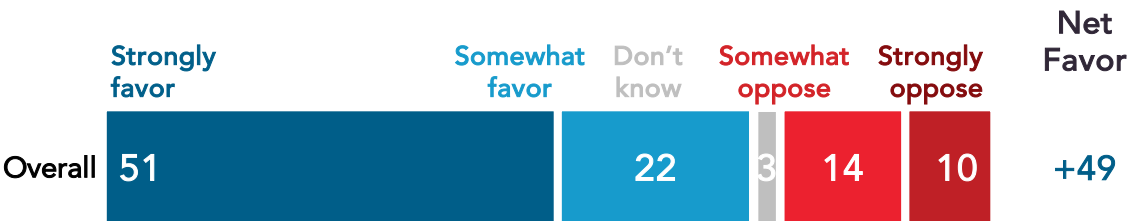
Which of the following has a bigger impact on increasing the federal deficit?



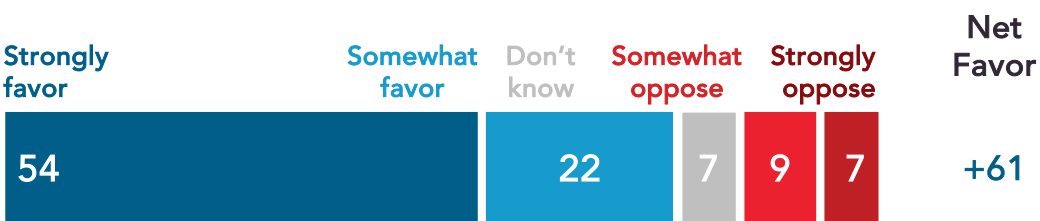
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Closing Tax Loopholes For the Wealthy & Corporations is a More Favorable Framing Than Raising Taxes Across the Battleground

Do you favor or oppose raising taxes on billionaires and big corporations? [SPLIT]



Do you favor or oppose closing tax loopholes for billionaires and big corporations? [SPLIT]



Democratic incumbent districts



Republican incumbent districts – Biden-won districts



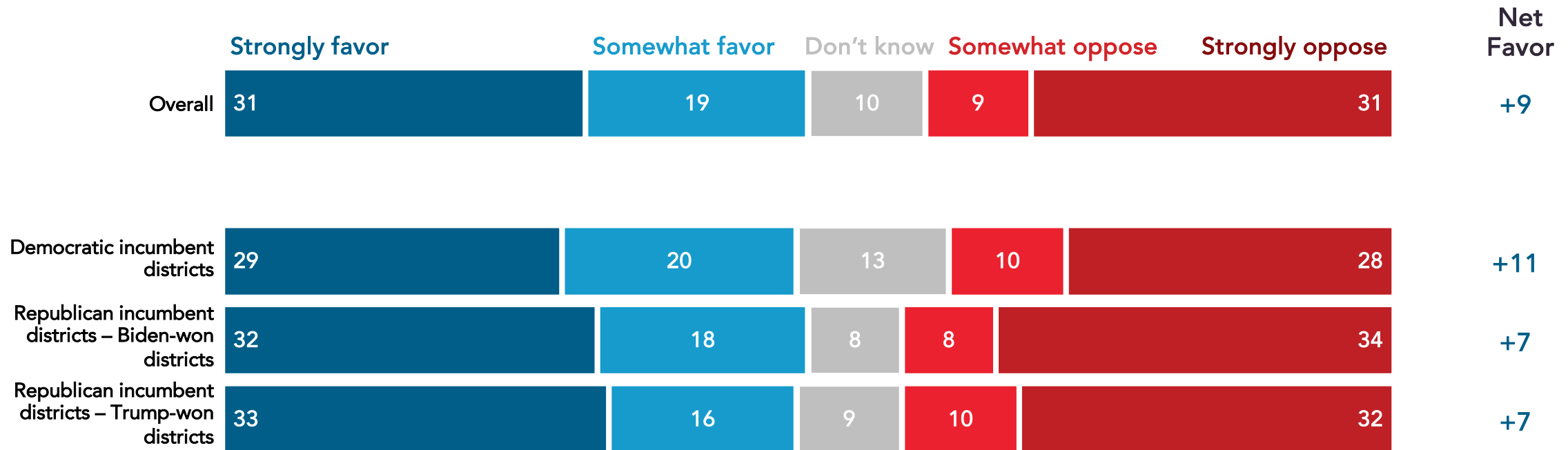
Republican incumbent districts – Trump-won districts



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Voters Across Both Democratic- and Republican-Held Districts Initially Favor Making The Trump Tax Cuts Permanent

As you may know, in 2017 President Trump and Congressional Republicans passed a law that cut taxes on individuals and corporations. These tax cuts are set to expire in 2025 unless Congress votes to make them permanent. From what you know, do you favor or oppose Congress making this tax law permanent?



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There Are Overwhelming Concerns With All Aspects of the Republican Tax Plan Across District Type

Here are some statements that critics of the tax law that Congress is considering making permanent might make. For each, please indicate if that concerns you a great deal, somewhat, a little, or does not concern you at all.*

	concerns you a great deal, somewhat, a little, or does not concern you at all.*				% Concerns a Great Deal			
	Concerns a great deal	Concerns somewhat	Concerns a little	Does not concern at all	Dem. Inc	Rep. Inc – Biden District	Rep. Inc – Trump District	
The tax plan would increase the federal deficit by \$1 trillion, and could lead to cuts to Social Security and Medicare in the future	68		15	9	6	65	71	69
Fifty-five corporations, including FedEx and Nike, paid zero dollars in federal income taxes in 2020	68		14	9	8	69	68	68
The tax plan gives wealthy foreign investors who own U.S. stocks a \$23.8 billion tax break next year	66		16	10	6	64	67	69
Fifty percent of the tax benefits would go to the richest Americans	62	12	8	16		61	65	60
The tax plan allows rich people to pay a lower tax rate on investment income than middle class workers pay on their income	59	15	8	14		58	59	60
The tax plan allows rich people to pay a lower tax rate on investment income than teachers and bus drivers pay on their income	58	16	9	14		59	58	56
The tax plan pays for tax cuts for corporations and the wealthy by cutting tax credits for working families	55	17	10	11		56	55	54
The tax plan would keep the corporate tax rate historically low, continuing to increase the deficit and making inflation worse	55	15	11	15		54	54	57
The lowest earning Americans would only receive a tax break of \$40, while the wealthiest receive \$16,550	53	15	13	16		52	56	52
The tax plan would increase the federal deficit by \$1 trillion	52	21	12	10		53	48	54

*Tax law statements are split

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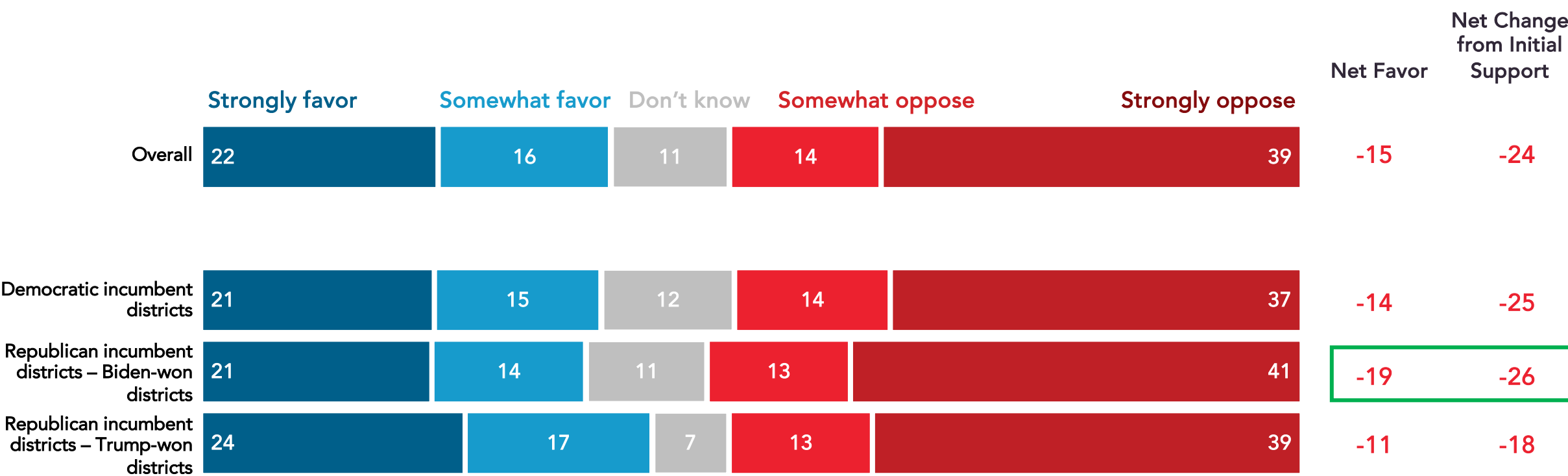
*All statements were split-sampled.

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Support Drops For The Republican Tax Plan Once Voters Learn What's In It, Particularly in Biden-Won Republican Districts

Once again, do you favor or oppose Congress making the 2017 tax law permanent?



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Across Districts, Republican Plans to Cut Taxes For The Wealthy at The Expense of The Middle Class Raises The Most Concerns

Republicans in Biden-won districts are also vulnerable on abortion, extremism, and healthcare costs.

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.***

	Very serious concerns		Serious concerns		% Very serious concerns		
					Dem. Inc	Rep. Biden District	Rep. Inc – Trump District
***Republicans in Congress want to drastically increase the deficit to give a massive tax break to billionaires and big corporations...*		55	12		56	56	53
Republicans in Congress put the interests of big drug and insurance companies ahead of regular Americans...**	51		16		51	52	50
Republicans in Congress recklessly spent taxpayer dollars while Trump was President and drastically increased the deficit...**	51		12		51	53	49
[Republicans in Congress] want to criminalize all abortions without exceptions, even in cases of rape or incest...*	50		12		48	54	49
Republicans in Congress are focused on extreme issues that divide us like banning abortion...*	49		10		49	52	44
Republicans in Congress refuse to accept the results of free and fair elections...**	48		8		46	48	52

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

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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

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 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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator
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