

navigating *the* * **battleground**

Tuesday, November 28, 2023

Perceptions of Incumbents
and Economic Outlook by
District Type



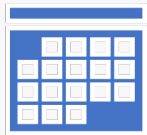
Methodology



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



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



Interviews were conducted between October 19-25, 2023. Trended results from the July and April surveys are from interviews conducted between July 6-12, 2023 and April 20-27, 2023, respectively.



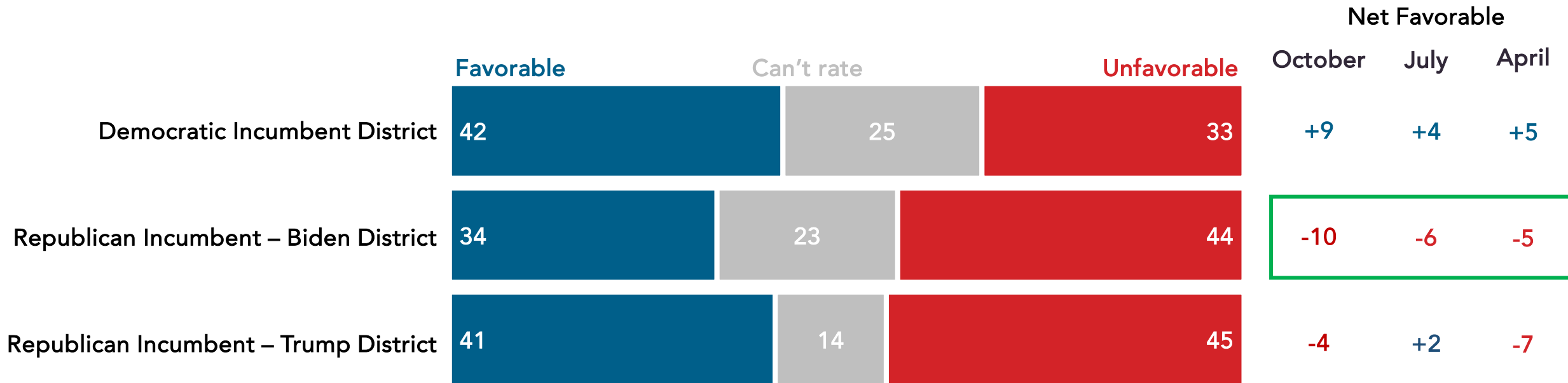
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Democratic incumbents have gotten more favorable in the battleground while Republican incumbents have declined in favorability since July.** Moreover, regardless of whether a district in the battleground has a Democratic incumbent or a Republican incumbent, constituents believe Republicans in Congress are focused on the wrong things.
- **A majority of battleground voters across different district types hold a negative view of the health of the economy.** They give poor ratings across the board on economic indicators like the inflation rate and cost of goods, and few believe the situation has improved over the past year.
- **Battleground constituents are more likely to support members of Congress who favor protecting Social Security and Medicare.** Constituents are more likely to support their members of Congress if they support protecting Social Security and Medicare and giving Medicare the power to negotiate lower prices.

Democratic Incumbents Have Improved Their Favorability Since July, While Republican Incumbents Have Grown More Unpopular

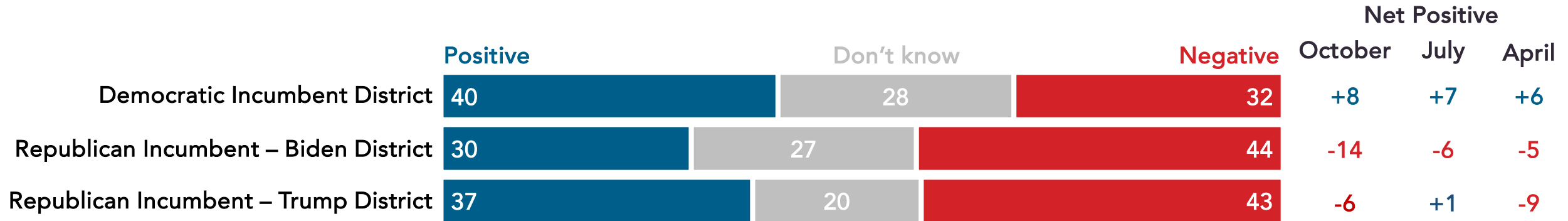
On the following screens are some names of people and groups. Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that:



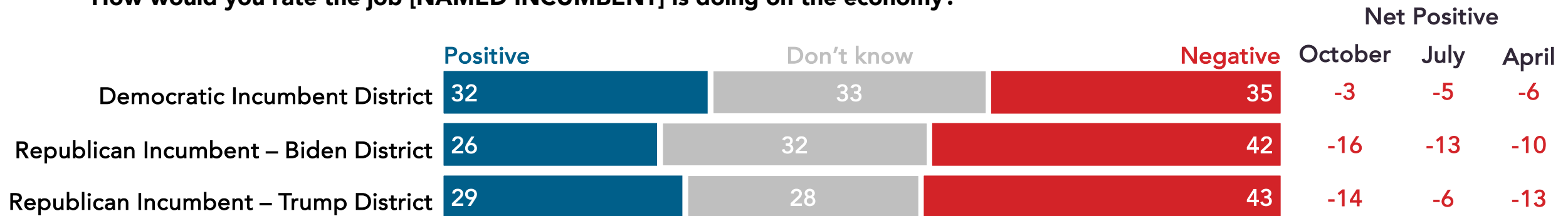
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

Republicans Incumbents in Biden-Won Districts Are Underwater By Double Digits on Overall Job Ratings and Handling the Economy

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



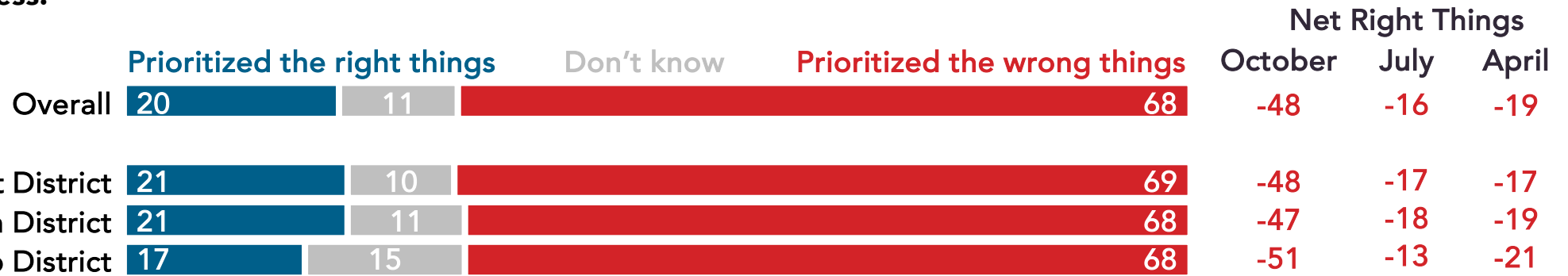
How would you rate the job [NAMED INCUMBENT] is doing on the economy?



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

Battleground, Constituents Believe Republicans Are Prioritizing the Wrong Things and Focusing More 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:



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatortresearch.org/battleground.

Constituents Are More Likely to Support Members of Congress Who Protect Medicare and Social Security, Drug Cost Caps

For each one, please indicate if you would be much more likely to vote for your Congressperson if they supported that policy, somewhat more likely, somewhat less likely, much less likely, or if it would have no impact on your vote.

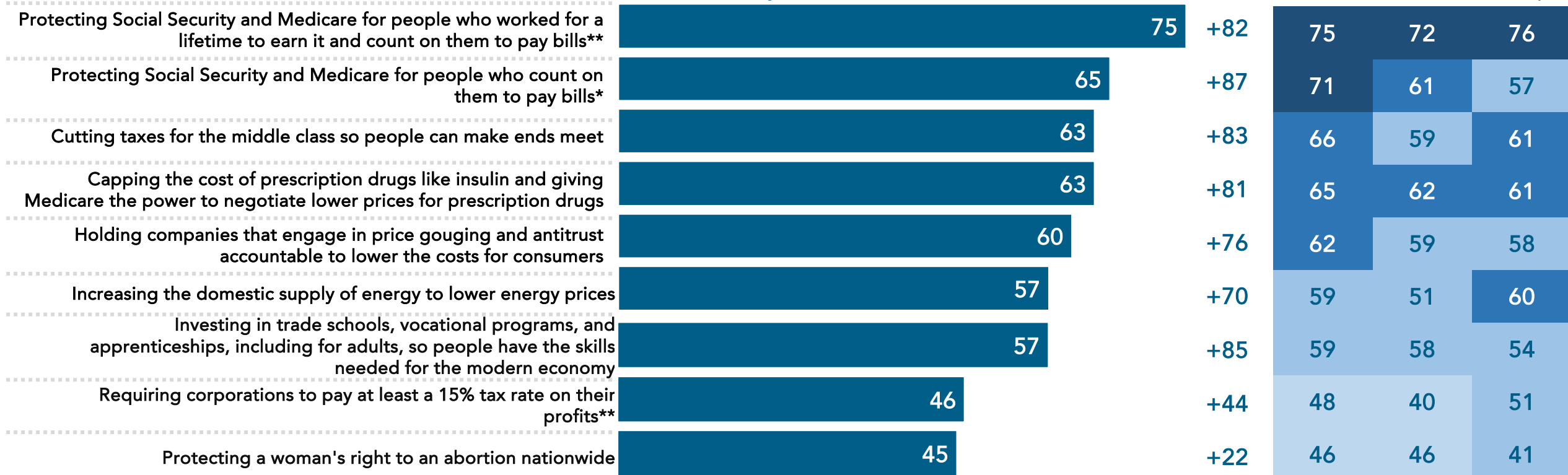
/ Split sample*

Much more likely

Net More

% Much More Likely

Dem. Inc Rep. Inc – Biden Rep. Inc – Trump

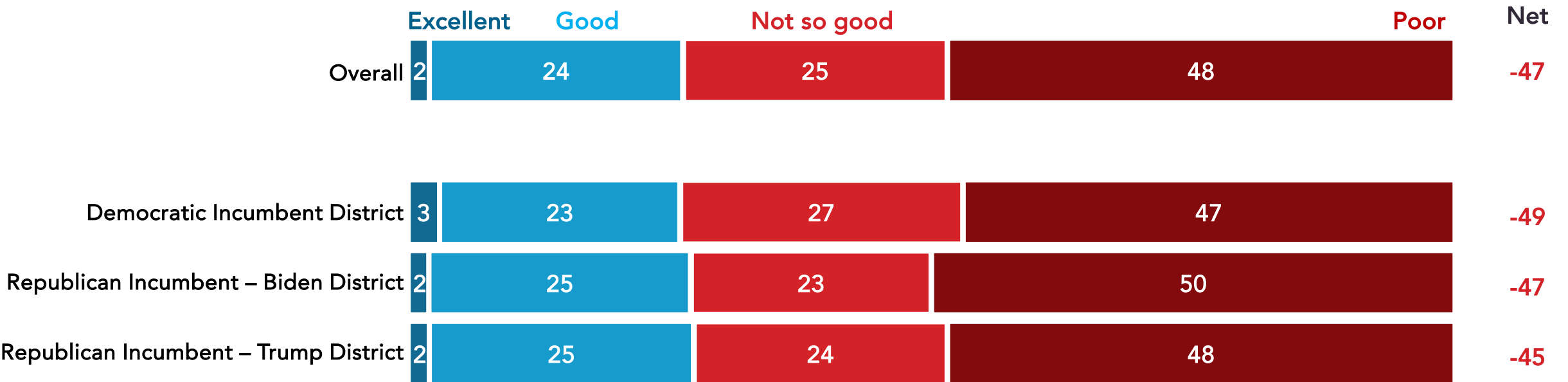


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

navigating *the*
*battleground

Regardless of Whether Constituents Are Represented by a Democrat or Republican, the Economy Has Negative Ratings

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



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

Battleground Constituents Are Deeply Negative on All Economic Indicators, Particularly Cost-Related Indicators

Next are some economic indicators that people use to measure the health of the U.S. economy. For each one, please rate how you think it is going as either excellent, good, not so good, or poor.

% Negative Rating	Overall	Democratic Incumbent District	Republican Incumbent – Biden District	Republican Incumbent – Trump District
Food prices	95	96	94	92
Consumer good prices	91	91	93	88
Housing prices	87	88	86	88
The inflation rate	87	88	89	80
Energy and gas prices	86	86	91	82
The ability to get into and stay in the middle class	82	83	82	81
Wages and salaries	68	69	71	74
The health of local and small businesses	68	68	73	62
The gross domestic product	54	53	56	52
The stock market	51	48	57	51

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

Some Battleground Constituents Acknowledge Progress on Jobs & Wages in the Last Year, But Few Do So Regarding Costs

Next are some economic indicators that people use to measure the health of the U.S. economy. For each one, please rate how you think it is going as either excellent, good, not so good, or poor.

% Gotten better over past year	Overall	Democratic Incumbent District	Republican Incumbent – Biden District	Republican Incumbent – Trump District
Availability of jobs and the amount of people working	31	30	36	28
Wages and salaries	23	24	21	24
The inflation rate	17	16	18	17
The gross domestic product	17	18	17	16
The stock market	12	13	13	11
Energy and gas prices	11	11	12	9
The health of local and small businesses	11	9	12	14
Consumer good prices	5	5	4	7
Housing prices	5	6	4	6
The ability to get into and stay in the middle class	5	4	4	6

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

A Slim Majority of Voters Overall Rate Their Personal Financial Situation Positively

Thinking about your personal financial situation. How would you rate how things are going for you personally?

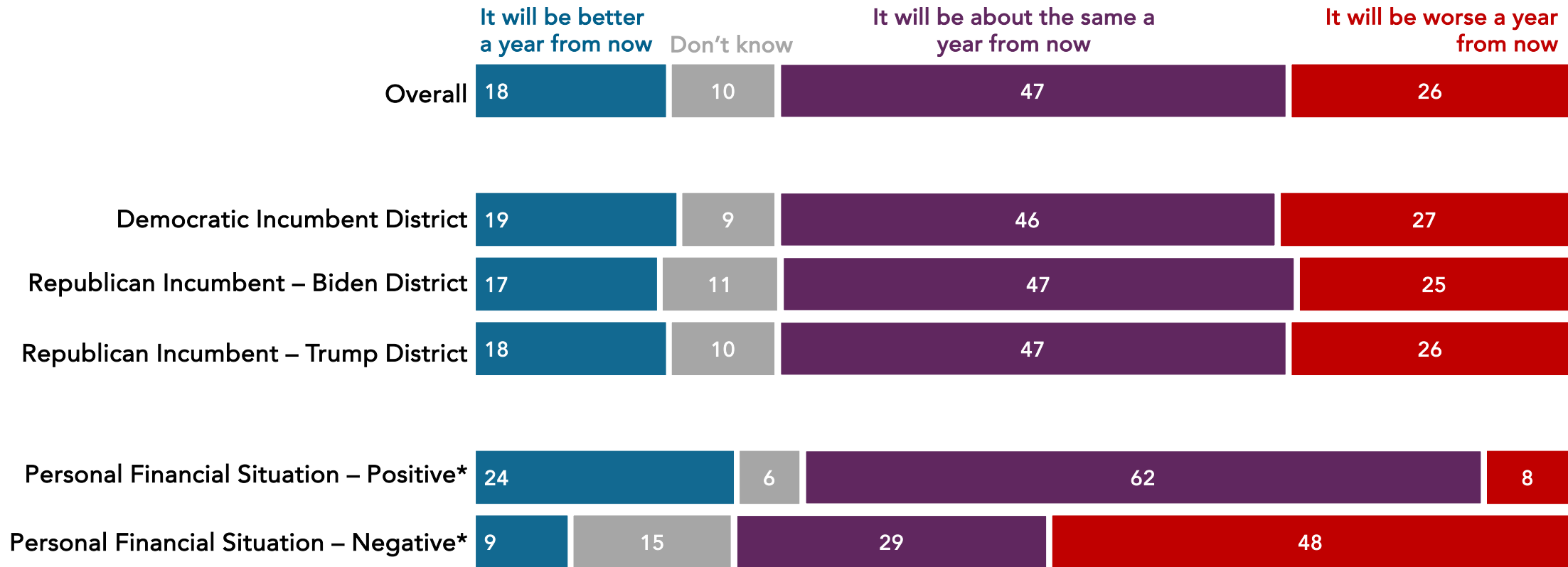
Thinking about your personal financial situation. Are you:



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

A Plurality Believe Their Financial Situation Will Be the Same a Year From Now; Only One in Five Think It Will Be Better

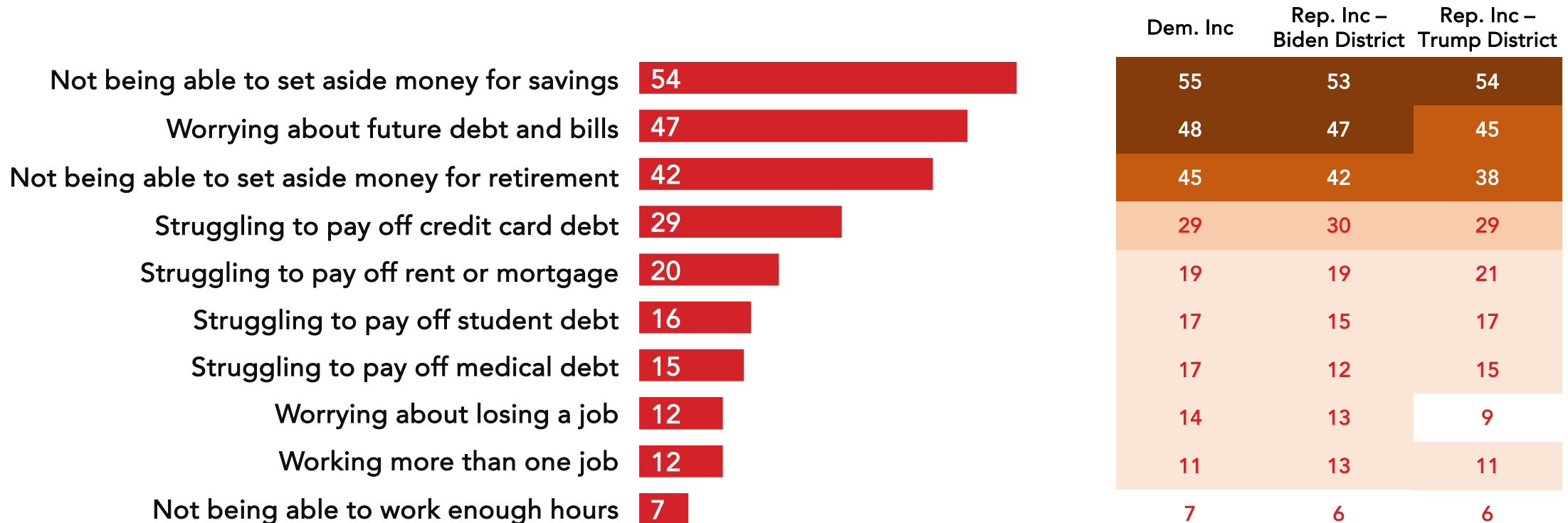
Which of the following comes closest to your view about your personal financial situation?



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023.
 **Personal Financial Situation – Positive” and “Personal Financial Situation – Negative” are those who report having positive or negative perceptions of their personal finances in a separate question.
 For more info, visit navigatorresearch.org/battleground.

Most Voters in All Battleground Districts Are Concerned About Being Able to Set Aside Money for the Future

Please indicate any of the following things that you are personally dealing with right now. Select all that apply.
[MULTIPLE RESPONSES ACCEPTED]



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatortresearch.org/battleground.

Nearly Three in Five Constituents in Trump-Won Districts Blame Corporate Price Gouging for the High Costs of Goods

In your opinion, who is most to blame for the high costs that you are experiencing?



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatortresearch.org/battleground.

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	

navigating *the* * **battleground**

a product of **navigator***

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 October 19-25, 2023. 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 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
or Navigating the
Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter