

navigating *the* *battleground

Friday, November 10, 2023

Views of the Economy in the
Battleground



IMPACT
RESEARCH

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

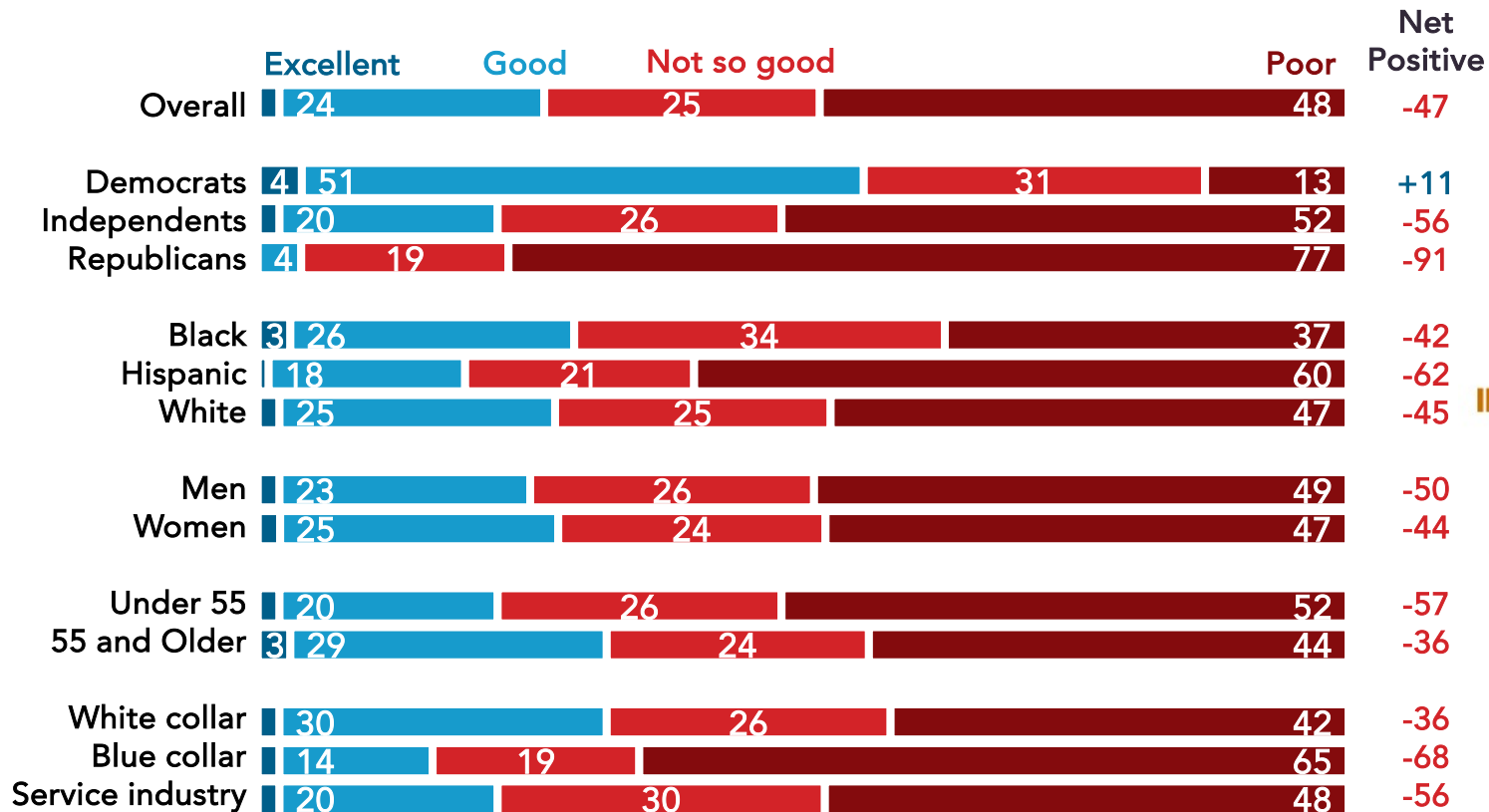
- **Battleground voters are deeply pessimistic about the economy.** Few see it in positive terms today, and a broad majority think the economy will either get worse or stay the same over the next year.
- **A majority of voters say they are personally either barely making ends meet or aren't at all.** The most highly cited financial pain points revolve around being able to successfully save for the future, including putting money away for retirement or getting ahead of debt to be able to save at all.
- **Democratic incumbents hold a more positive rating on handling the economy today than Republicans do.** Democratic incumbents are a net 3 points underwater, while Republicans are a net 15 points underwater.
- **A majority of voters blame corporations raising prices and price gouging over disruptions in supply chains for rising prices.** Independents blame corporations more than supply chains by a two-to-one margin.

Nearly Half of Battleground Voters Describe the Economy as "Poor"

Among voters who have a negative opinion about the economy, inflation is the biggest issue.

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

In your opinion, what are the biggest issues facing the U.S. economy? [ASKED IF NEGATIVE]

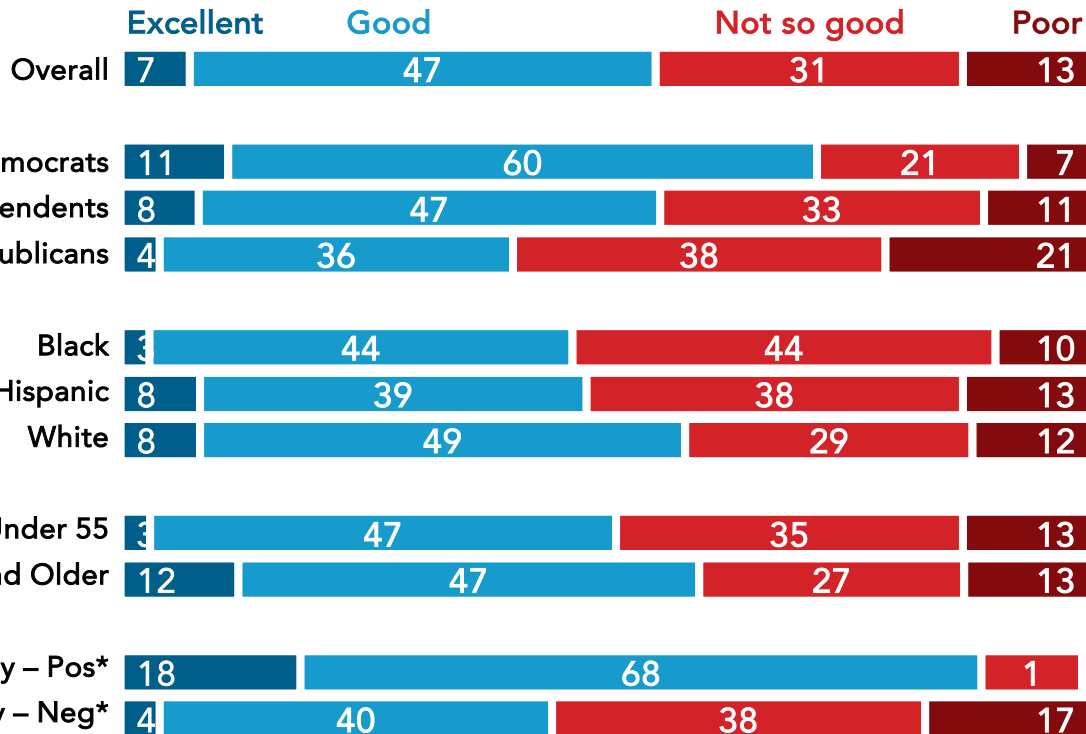


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023. For more info, visit navigatorresearch.org/battleground.

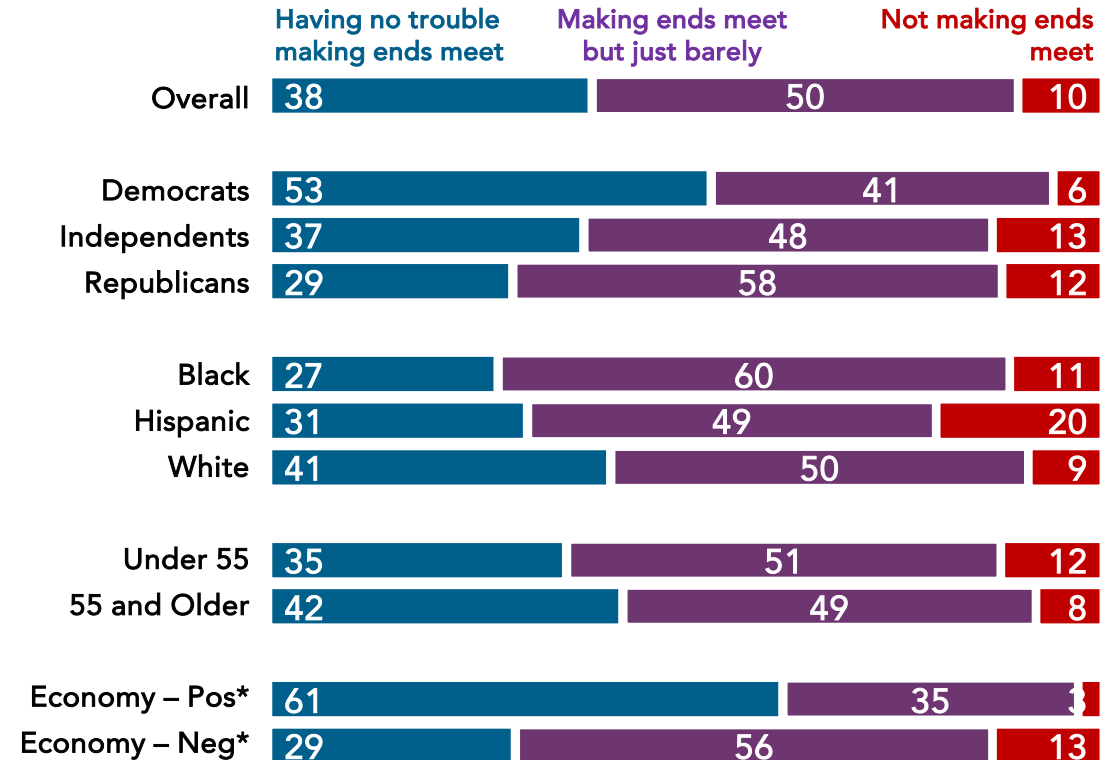
Voters Are Less Pessimistic About Their Personal Finances, But Half Say They Are Just Barely Making Ends Meet

Younger voters and voters of color are struggling most with their personal finances.

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:

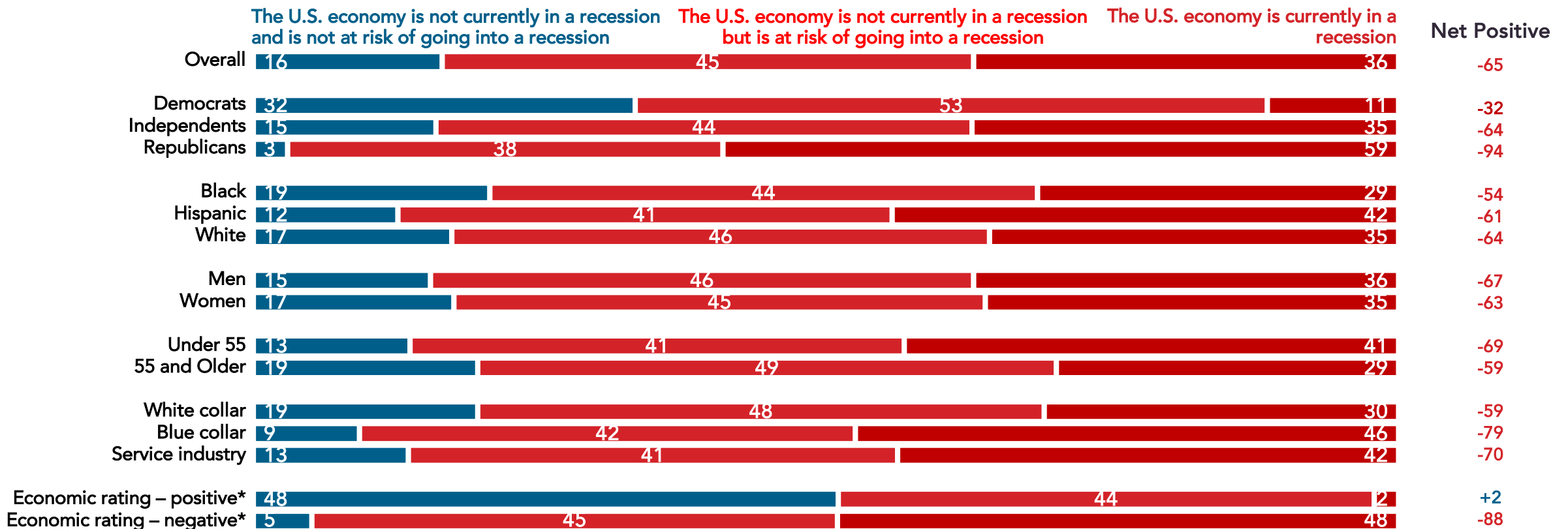


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023.
 **"Economy – Pos" and "Economy – Neg" are those who report having positive or negative perceptions of the economy in a separate question.
 For more info, visit navigatorresearch.org/battleground.

One in Three Believe the Economy Is in a Recession and Nearly Half Believe We Are Near One

Views are split along partisan lines, with Republicans five times more likely than Democrats to think the economy is in a recession.

Which of the following comes closest to your view of the U.S. economy?



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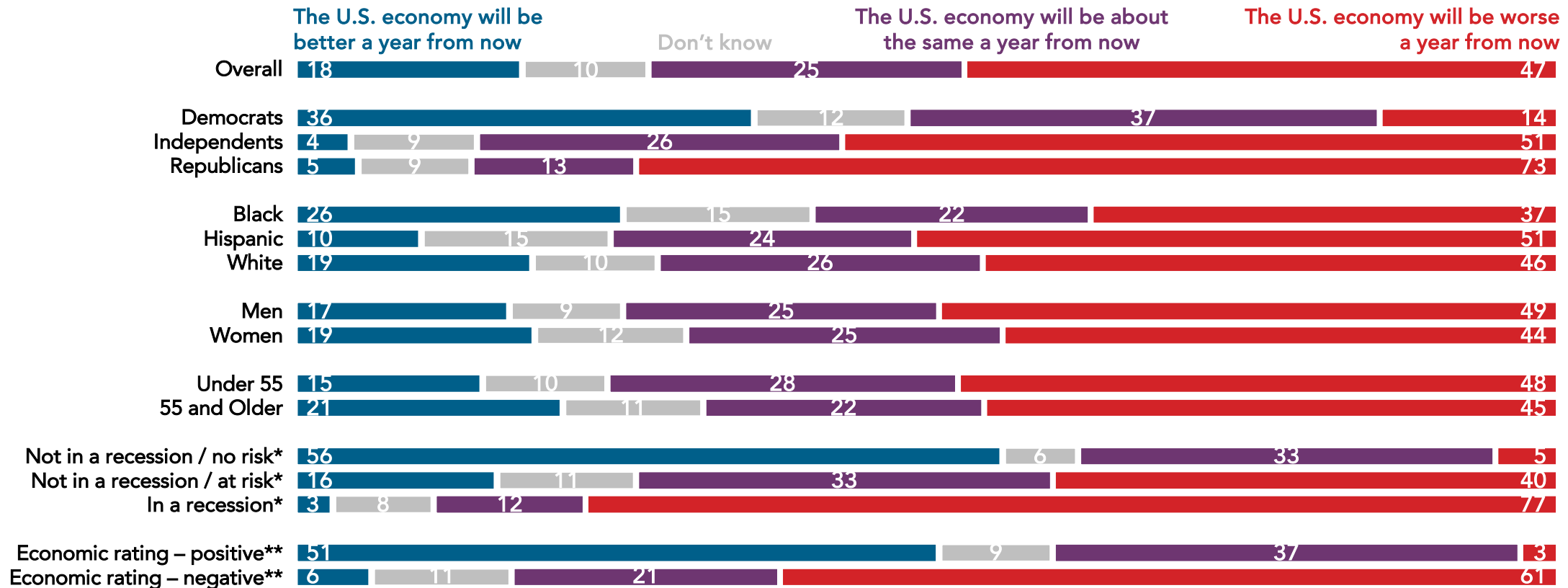
*"Economic rating – positive" and "Economic rating – negative" are those who report having positive or negative perceptions of the economy in a separate question.

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Fewer Than One in Five Battleground Voters Think the Economy Will be Better in a Year

Among voters who think the economy is already in a recession, nearly 80 percent think it's going to be even worse in a year.

Which of the following comes closest to your view of the U.S. economy?



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*"Not in a recession / no risk," "Not in a recession / at risk," and "In a recession" are based on reported perceptions of a recession in separate survey questions.

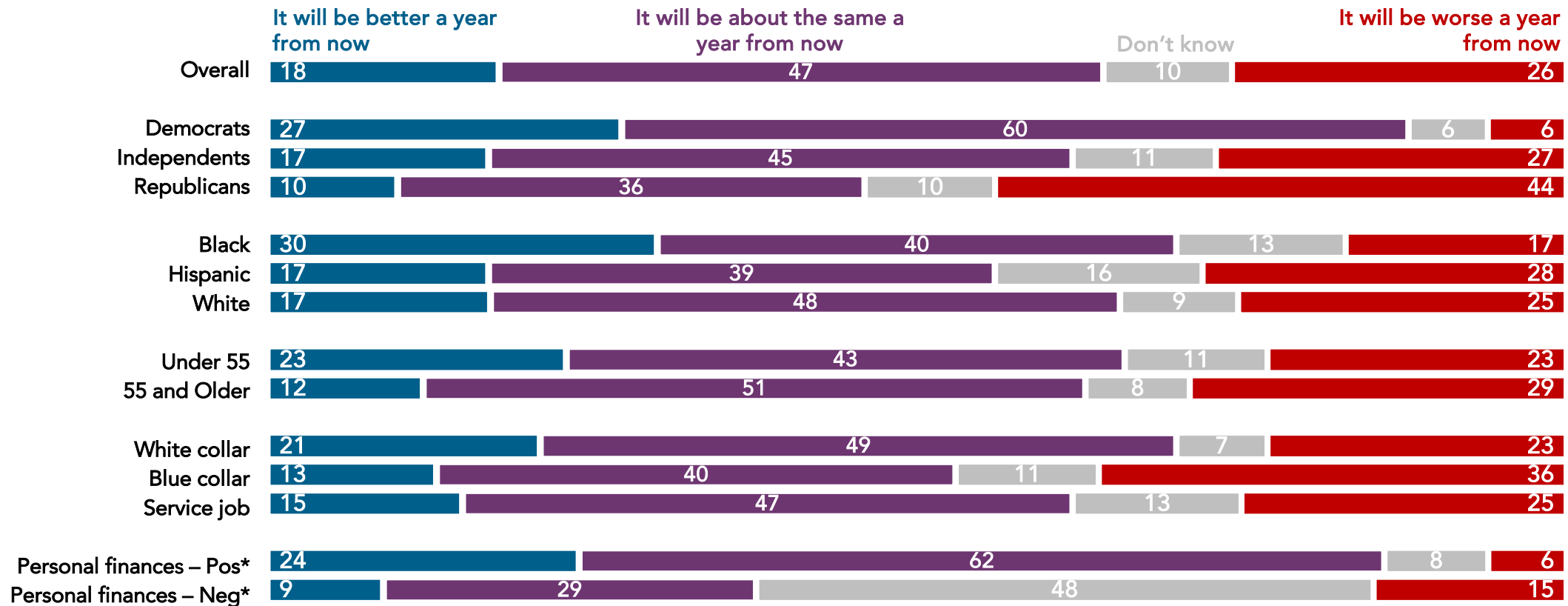
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Few Expect Their Personal Financial Situation to Improve In the Next Year

Pluralities or majorities expect their finances to remain stagnant across partisanship.

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



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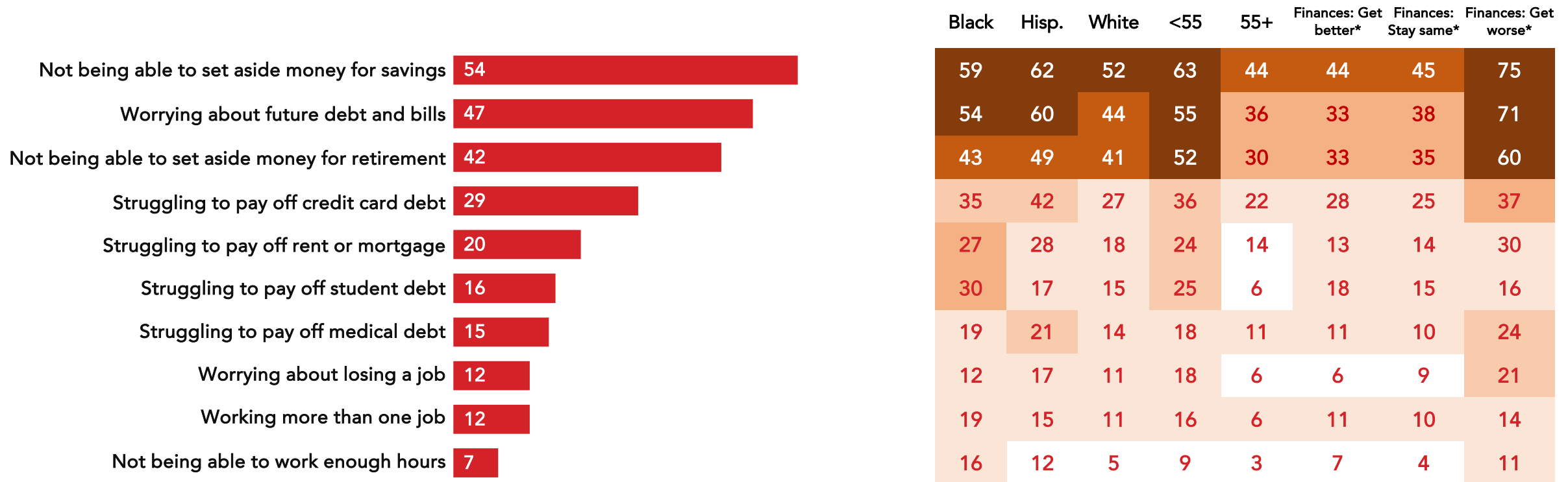
*"Personal finances – Pos" and "Personal finances – Neg" are those who report having positive or negative perceptions of their personal finances in a separate question.

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Getting Ahead of Bills and Saving for the Future Are the Biggest Economic Pain Points

Paying off credit card, mortgage, and student debt are also top of mind for a lot of people – especially younger voters.

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

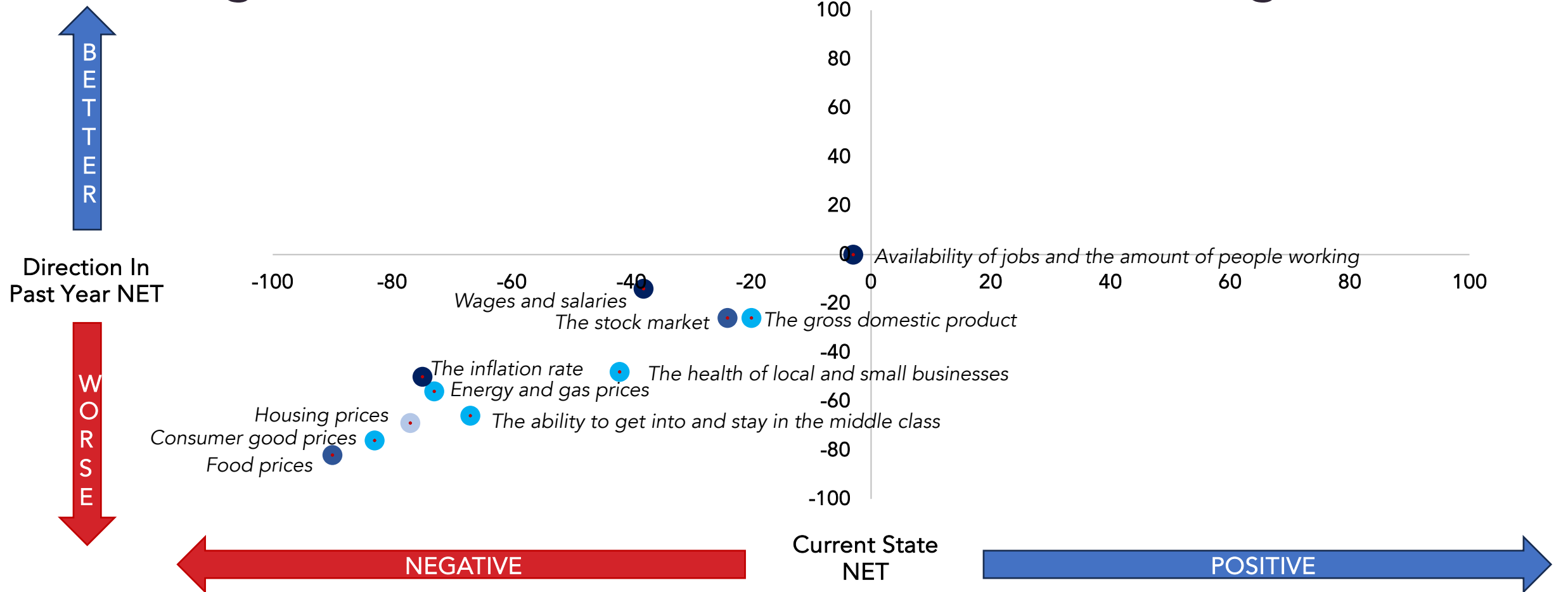


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*"Finances – Get better," "Finances – Stay same," and "Finances – Get worse" are those reporting that their expectations of their personal finances will get better, stay the same, or improve in a separate question.

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Voters Are Pessimistic About a Host of Economic Indicators, Seeing Them as Bad Now and Worse Than a Year Ago

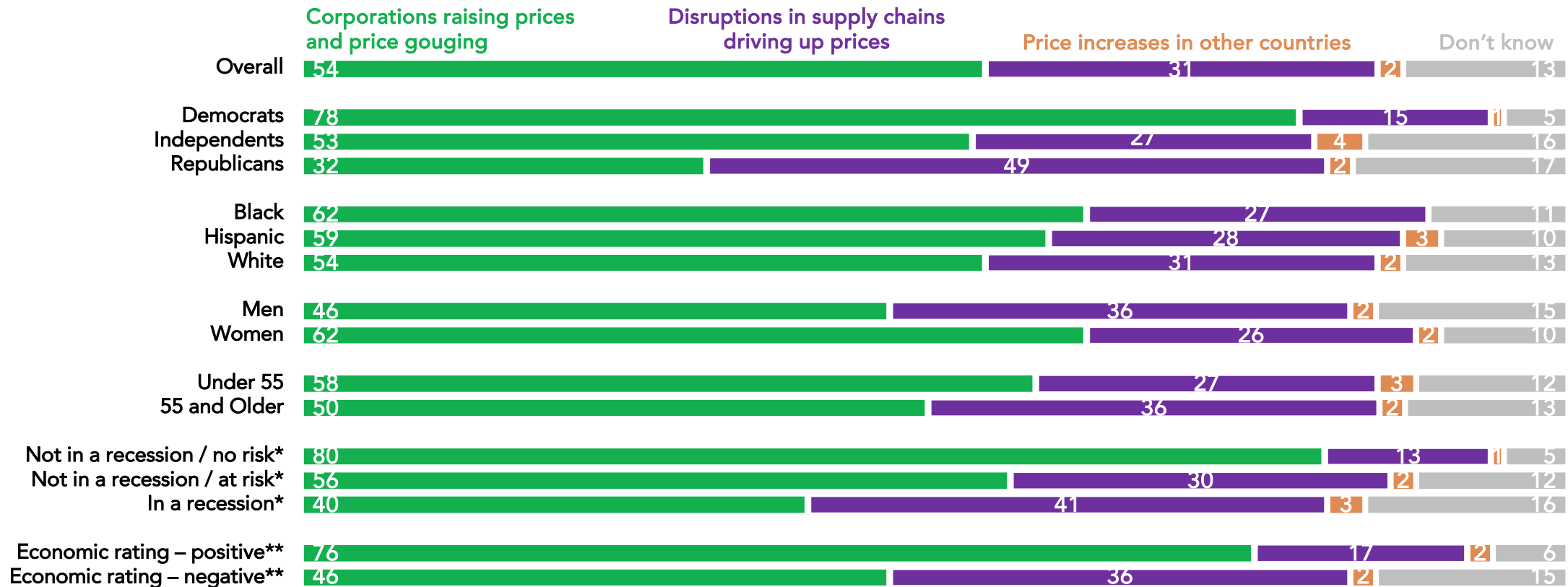


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Corporate Price Gouging Tops List of Blame For Higher Costs

Voters who think the economy is in a recession are more mixed on blame between corporations and supply chain disruptions.

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



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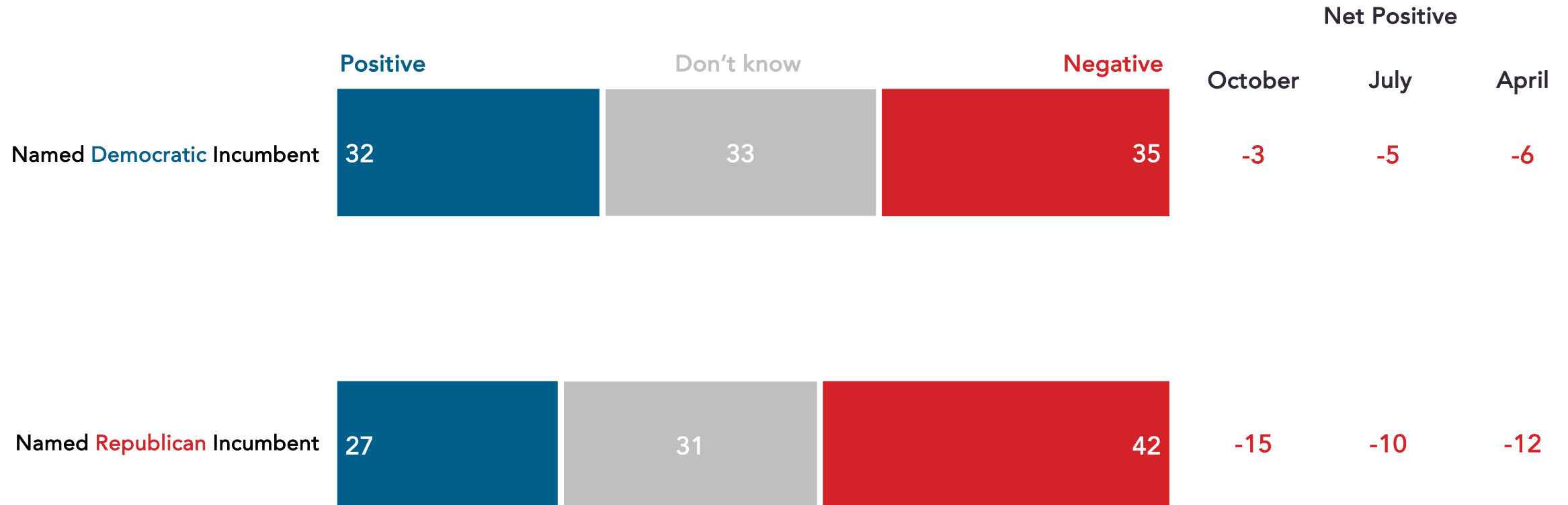
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Democratic Incumbents Receive Mixed Ratings on the Economy; Republicans are Underwater by Double Digits

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



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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 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.

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To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

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