

navigating *the* * **battleground**

Friday, November 3, 2023

Political Environment &
Party Branding



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.

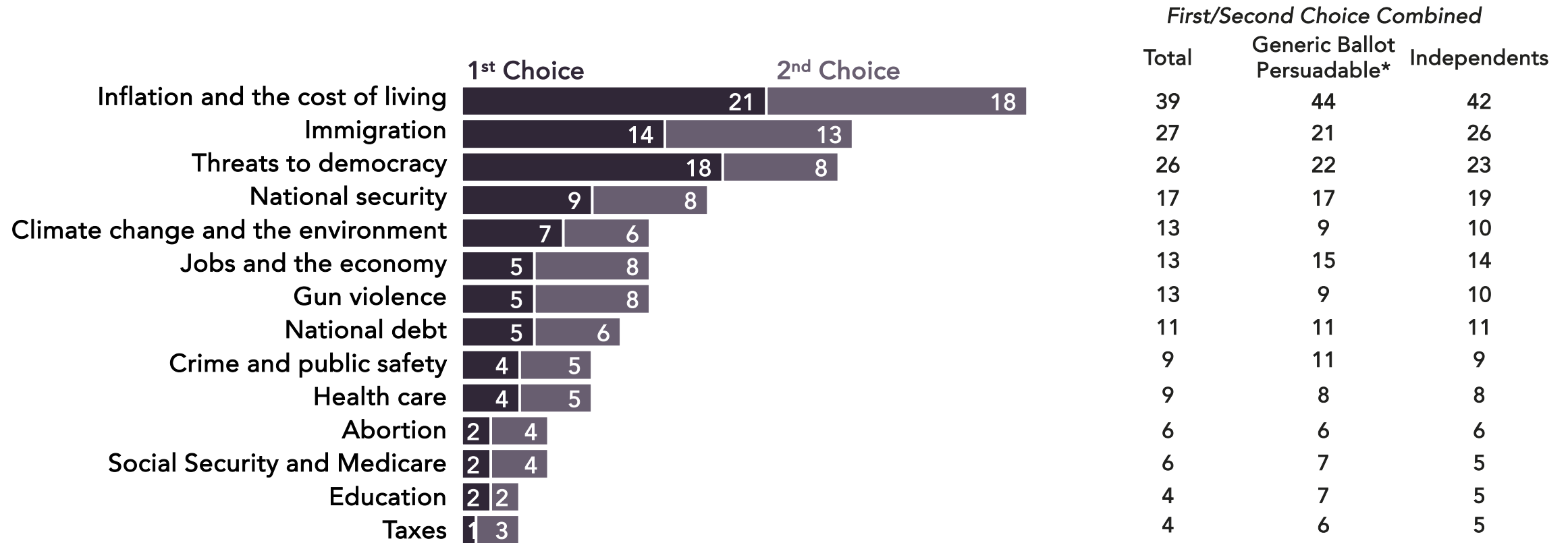
Key Takeaways

- Favorability for Congressional Republicans has dropped 10 points since July, with the overall branding of the caucus now effectively matching the branding of “MAGA Republicans in Congress.” Similarly, named incumbent Republicans have in the aggregate dropped in both favorability and job ratings.
- Named Democratic Incumbents in the battleground are seen favorably and favorability has increased. This comes even as the brand of Democrats in Congress remains unpopular.
- About seven in ten battleground voters think Republicans have prioritized the wrong issues since taking control of Congress. About the same share say they are more focused on non-economic than on economic priorities.
- Democrats have real branding advantages on making health care and prescription drugs more affordable and on passing common-sense policies. However, there is more division on which party is more trustworthy to stand up to special interests and “look out for people like me.”

Inflation and the Cost of Living Remain the Top Priority For Voters

Immigration and threats to democracy are also important issues, while national security is now approaching second-tier.

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

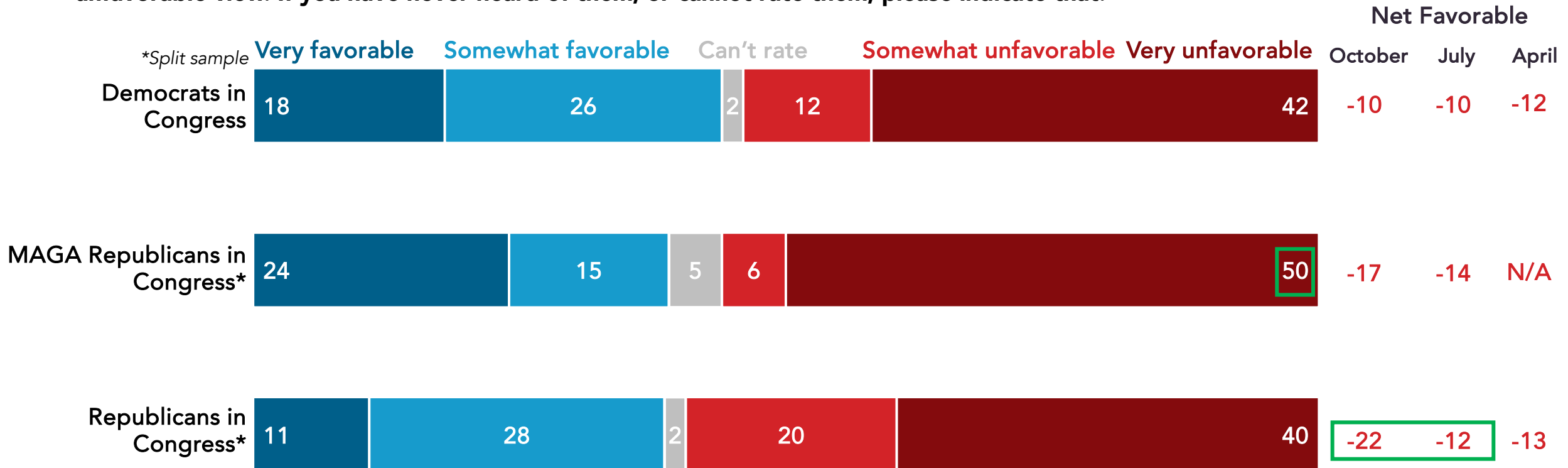


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023.
 **"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Favorability of Republicans in Congress Has Declined by Double Digits Since the Summer; Democrats in Congress Remained Stable

Net favorability of Republicans in Congress has dropped 10 points since July.

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.

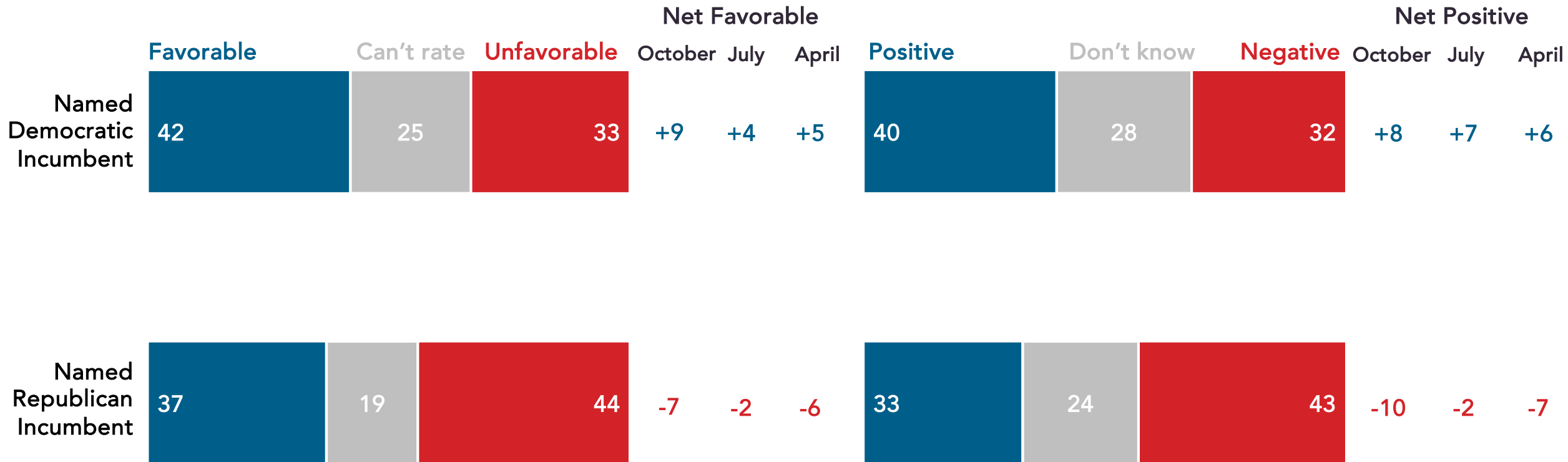


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Republican Incumbents Hold Lowest Favorability and Approval Rating This Year; Democratic Incumbents Remain Net Positive

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.

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

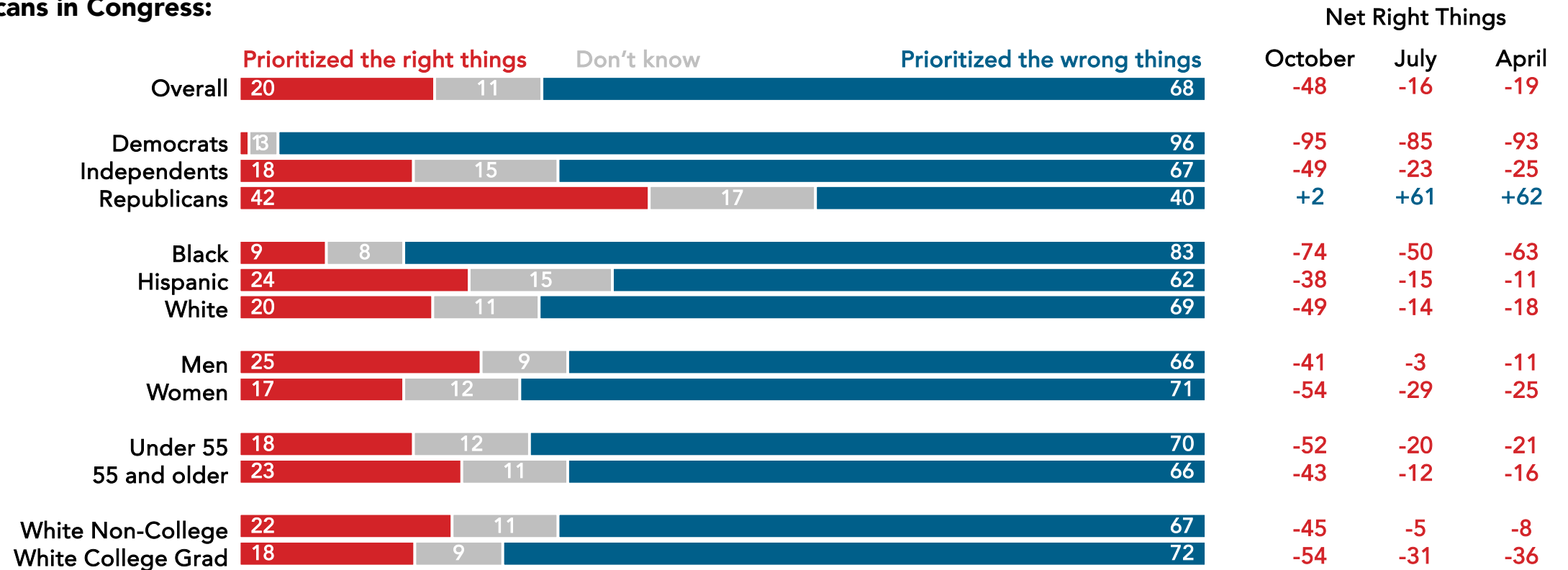


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During GOP Shutdown Threats and Speaker Chaos, Belief Republicans Prioritize the Right Things Declined by 30 Points

Only 18 percent of Independents think Republicans in Congress are prioritizing the right things.

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

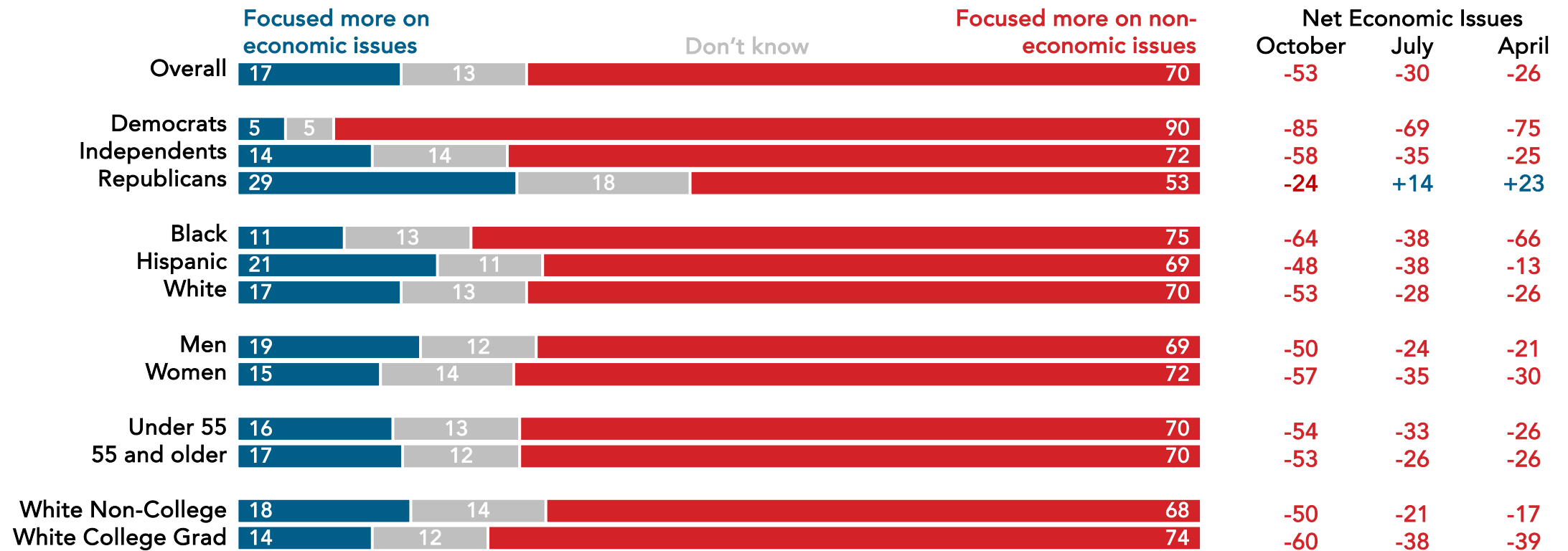


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Seven in Ten Believe Republicans are More Focused on Non-Economic Issues, Up 11 Points Since July

Only 29 percent of Republicans think Republicans in Congress are focused on economic issues.

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



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Democrats More Trusted on Health Care and “Reasonable Policies”; Voters Split on Which Party is “Looking Out for People Like Me”

Half of voters don’t trust either party to stand up to special interests.

Please indicate whether you trust Democrats or Republicans more on that issue.

Net Trust Democrats

/ Split sample*

Trust Democrats more

Don’t trust either

Trust Republicans more

Overall

GB Pers*

Ind

Making health care and prescription drugs more affordable

45

31

22

+23

+30

+28

Supporting reasonable and commonsense policies in Congress**

37

33

28

+9

0

0

Standing up to special interests

27

50

21

+6

+5

-1

Supporting the right policies in Congress*

38

28

33

+5

+2

-2

Looking out for people like me

35

30

34

+1

-1

+1

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Independents and Persuadable Voters Don't Trust Either Party on Key Thematics Like "Looking Out for People Like Me"

Battleground voters are skeptical that either party will stand up to special interests.

Please indicate whether you trust Democrats or Republicans more on that issue.

/ Split sample*

	% Don't Trust Either					
	Overall	GB Pers.*	Indep.	55 and Under	Black	Hispanic
Making health care and prescription drugs more affordable	31	44	43	34	25	38
Supporting reasonable and commonsense policies in Congress**	28	52	41	31	15	35
Standing up to special interests	50	68	67	52	42	52
Supporting the right policies in Congress*	28	57	43	31	28	29
Looking out for people like me	34	61	51	39	40	42

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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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter