# navigating the **\* battleground**

Wednesday, January 31, 2024

Trust and Economic Landscape in the Battleground





### Methodology

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

**mi** 

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



Interviews were conducted between January 11-15, 2024. Trended results from the October, July, and April surveys are from interviews conducted between October 19-25, 2023, 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

- Named Democratic lawmakers are well-liked by constituents in their districts, while named Republican lawmakers are underwater in theirs. Constituents in Democratic-lawmaker districts also give their representatives better job ratings on the economy than constituents in Republican-lawmaker districts.
- **Congressional Republicans continue to be less popular than Congressional Democrats.** While Democrats in Congress and Republicans in Congress both have net negative approval ratings, Democrats in Congress are 11 points underwater while Republicans in Congress are 21 points underwater.
- Perceptions of the economy may be starting to improve, though they remain deeply negative. Only one in three battleground constituents rate the economy positively up 6 points since last quarter but two in three constituents continue to give it a negative rating.
- Democrats in Congress earn more trust than Republicans on issues like abortion, health care, and democracy protection while Republicans in Congress are more trusted to handle the economy and fight inflation. However, constituents report less trust – and more distrust – of named Republican lawmakers on these issues compared to named Democratic lawmakers.



### While Both Parties are Unpopular, Republicans in Congress Are More Unpopular Than Democrats in Congress

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.

	Democrats in Congress			Net Favorable				Republicans in Congress		Net Favorable		
Overall	Favorable	Can't rate	Unfavorable 54	Jan 2024 -11	Oct 2023 -10	July 2023 -10	Favorable 39	Can't rate	Unfavorable 60	Jan 2024 <mark>-21</mark>	Oct 2023 - <mark>22</mark>	July 2023 -12
Democrats Independents Republicans	34	4	1 8 63 95	+84 -29 -91	+88 -24 -90	+82 -19 -88	6 0 35 80	3	93 61 0 19	-87 -26 +61	-92 -32 +64	-89 -23 +77
Black Hispanic White	46	2	<b>5</b> 24 52 57	+47 -6 -16	+38 -8 -13	+53 -10 -15	17 0 46 39	2 1	83 52 60	-66 -6 -21	-60 -10 -22	- <b>42</b> -10 -12
Men Women		1 3	57 52	-15 -7	-26 +3	-28 +5	37 40	1 2	62 58	-25 -18	-16 -26	-2 -20
Under 55 55 and older		3 2	55 53	-13 -8	-11 -10	-8 -12	37 41	2	<u>61</u> 58	-24 -17	-25 -17	-13 -10
White Non-College White College Grad		2	61 50	-23 -2	-18 -3	-23 0	44 29	1	<u>55</u> 69	-11 -40	-18 -29	-3 -29
Democratic District Biden-won Rep District Trump-won Rep District	43	2 2 2	52 55 58	-7 -12 -18	-8 -11 -14	-11 -4 -18	37 39 41	2 1 2	61 61 57 avigatio	-24 -22 -16	-25 -22 -15	-13 -14 -5

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted January 11-January 15, 2024. For more info, visit navigatorresearch.org/battleground.

\*battleground

### Named Congressional Lawmakers Reflect the Same Pattern: Named Democrats Net Positive; Named Republicans Net Negative

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.

	Named <u>Democratic</u> Lawmakers				Named	<b><u>Republican</u></b> Lawma	Net Favorable		
Favora Overall 41	able	Can't rate 25	Unfavorable 34	Jan Oct July Apr   2024 2023 2023 2023   +7 +9 +4 +5	Favorable 36	Can't rate	Unfavorable		July Apr 2023 2023 -2 -6
Democrats 75 Independents 31 Republicans 13	27	28	19 6 40 60	+69 +74 +58 +66 -9 -1 +2 -3 -47 -46 -47 -48	8 24 40 63	24	68 36 23 14		-47 -64 -12 -12 +51 +57
Black 50 Hispanic 42 White 40		31 18 25	19 40 34	+31 +41 +29 +23 +2 -9 +29 -3 +6 +9 +1 +6	24 42 37	35 24 23	41 34 40	+8 -9	-17 -3 -6 0 +1 -6
Men 41 Women 41		23 26	<u>36</u> 33	+5 +2 -9 -5 +8 +17 +16 +15	39 34	21 26	40 40		+6 +3 -10 -12
Under 55 35 55 and older 48		28	36 32	- <mark>1</mark> +11 +1 +1 +16 +7 +9 +11	34 38	24 23	41 39	-7 -12 -1 -3	-7 -8 +2 -4
White Non-College <u>39</u> White College Grad <u>44</u>		26 24	35 32	+4 +3 -6 -6 +12 +23 +12 +28	39 32	25	<u>37</u> 47		+9 +3 -13 -19
Democratic District 41 Biden-won Rep District Trump-won Rep District		25 n/a n/a	34	+7 +9 +4 +5	36 36	n/a 26 21	38 43	-2 -10 -7 -4	-6 -5 +2 -7
Nationwide survey of 1,5		election voters across 61	battleground distric	ts conducted January 11	-January 15, 2024.	na	vigatir	<b>Ig</b> the	_

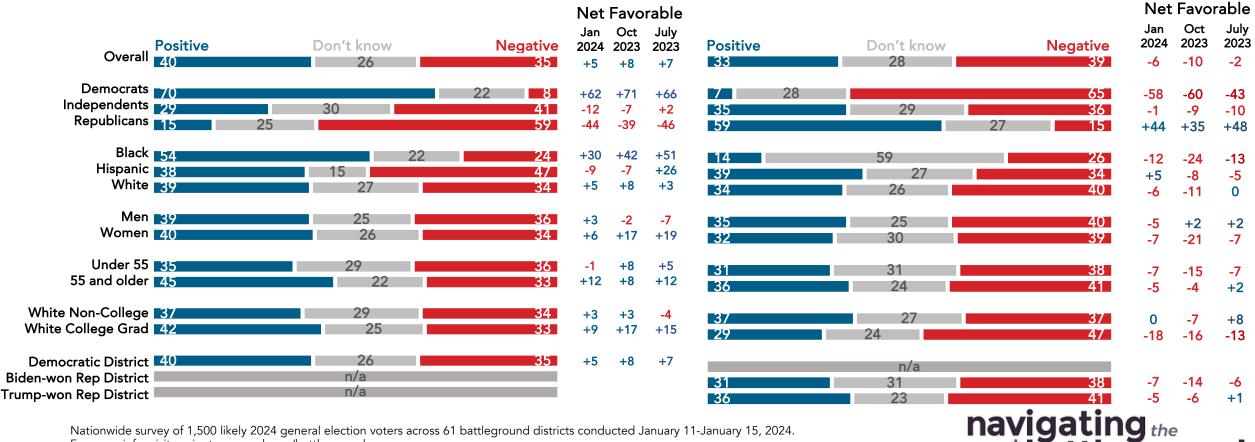
\*battleground

For more info, visit navigatorresearch.org/battleground.

# Named Democrats Are Outperforming Named Republicans in Job Ratings, with a Plurality Rating Democrats Positively

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

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



For more info, visit navigatorresearch.org/battleground.

\*battleground

### While Both Parties are Underwater on Economic Handling, Democratic Lawmakers Outperform Republicans

doing on the economy?							doing on the economy?						
-	Net Favo							• •					
Overall	Positive 34	Don't know 29	Negative 37	Jan 2024 - <mark>3</mark>	Oct 2023 -3	July 2023 -5	Positive	Don't know 31	Negative 40	Jan 2024 -11	Oct 2023 -15	July 2023 -10	
Democrats Independents Republicans	25	31	26 10 44 62	+54 -19 -51	+55 -19 -48	+50 -10 -53	6 31 27 54	36 29	63 36 17	-57 -9 +37	-61 -15 +26	-47 -17 +34	
Black Hispanic White	36	19 19 31	34 45 36	+14 -9 -4	+29 -25 -3	+33 +6 -8	13 34 30	62 31 30	25 35 41	-12 -1 -11	-26 -13 -16	-18 -10 -8	
Men Women		26 31	39 36	-5 -2	-13 +5	-18 +7	31 27	29 33	40 39	-9 -12	-4 -26	-4 -15	
Under 55 55 and older	30 38	31 26	39 36	-9 +2	-5 -2	-4 -4	27 32	35 27	<u>38</u> 41	-11 -9	-18 -12	-13 -6	
White Non-College White College Grad	31 35	31 31	37 33	-6 +2	-9 +9	-15 +5	30 29	30 29	40 42	-10 -13	-13 -18	0 -19	
Democratic District Biden-won Rep District Trump-won Rep District		29 n/a n/a	37	-3	-3	-5	29 29	n/a 34 29	37 42	-8 -13	-16 -14	-13 -6	

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted January 11-January 15, 2024. For more info, visit navigatorresearch.org/battleground.

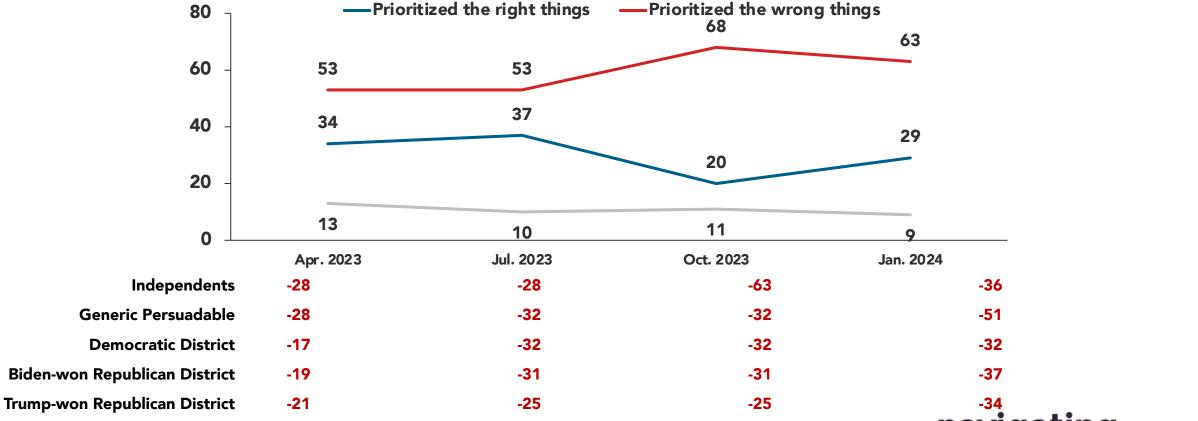
How would you rate the job [NAMED DEMOCRATIC LAWMAKER] is

navigating the \*battleground

How would you rate the job [NAMED REPUBLICAN LAWMAKER] is

## Nearly Two in Three Battleground Constituents Continue to Believe Republicans Are Prioritizing the Wrong Things

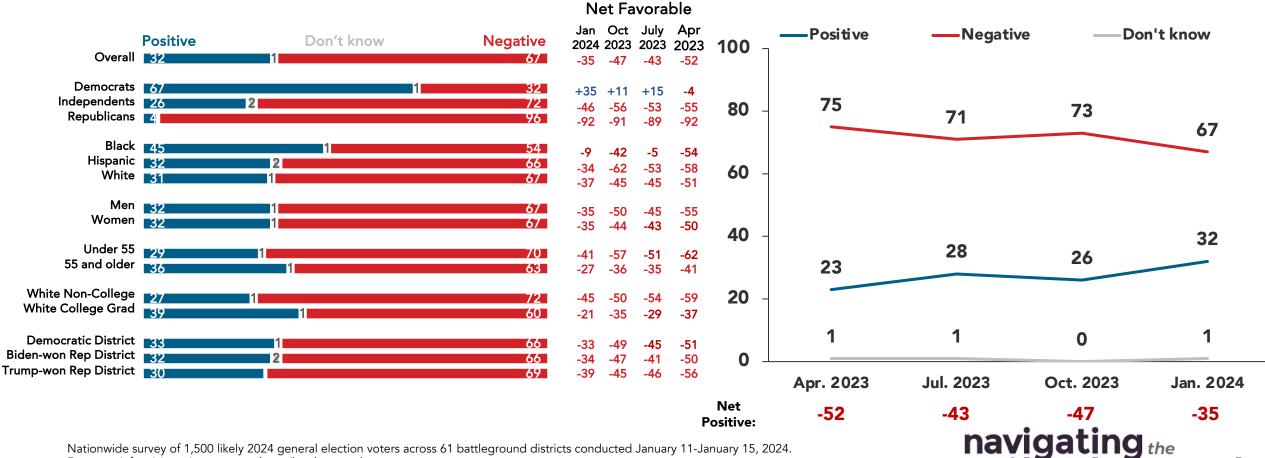
As you may know, Republicans took control of the U.S. House of Representatives a year ago. Since taking control, have Republicans in Congress:



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted January 11-January 15, 2024. For more info, visit navigatorresearch.org/battleground.

### Views of the Economy Remain Dismal, But Appear to Be Slowly Trending Upward

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

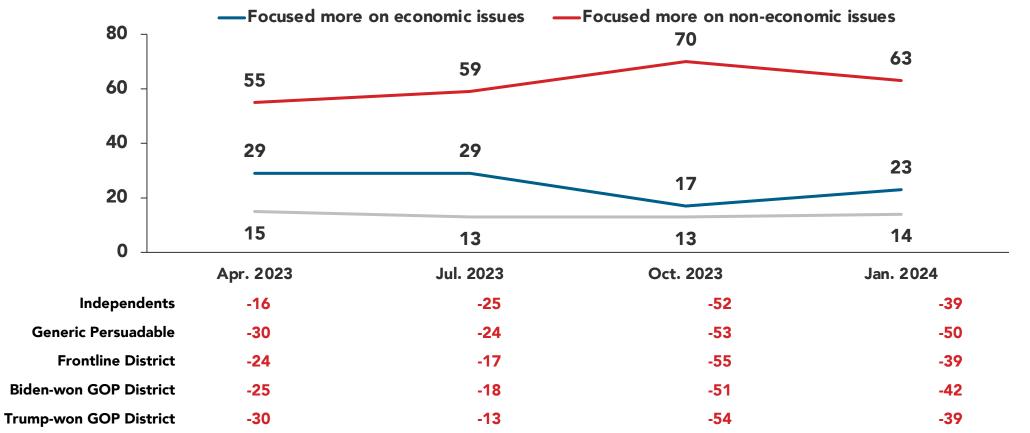


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted January 11-January 15, 2024. For more info, visit navigatorresearch.org/battleground.

battleground

# **Constituents See Republicans in Congress As Focused More on Non-Economic Issues**

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 January 11-January 15, 2024. For more info, visit navigatorresearch.org/battleground.

### Democrats Trusted More on Abortion, Health Care, and Democracy; Republicans Trusted More on Economic Measures

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

	Trust Democrats more	Don't trust either	Trust Republicans more	Overall	Independents
Protecting abortion rights	52	18	26	+26	+25
Making health care and prescription drugs more affordable	45	26	27	+18	+19
Protecting democracy	44	16	38	+6	-4
Standing up to special interests	29	45	24	+5	+2
Looking out for people like me		26	35	+3	-7
Supporting the right policies in Congress	39	24	36	+3	-8
Handling the economy	35	20	44	-9	-18
Fighting inflation	32	23	42	-10	-23

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted January 11-January 15, 2024. For more info, visit navigatorresearch.org/battleground.

# **Constituents Trust Named Democratic Lawmakers More Than Republicans, Including on Inflation and the Economy**

Next, here are some different issues. For each one, please indicate whether you trust [NAMED LAWMAKER] to handle that issue a lot, somewhat, or not at all. Named Democratic lawmakers

A lot	Somewhat	Not at all
Protecting abortion rights 39	18	18 +21
Making health care and prescription drugs more affordable 28	26	26 +2
Protecting democracy 33	18	31 +2
Supporting the right policies in Congress 31	19	32 -1
Standing up to special interests 24	22	-6
Looking out for people like me 26	20	35 -9
Handling the economy 23	23	34 -11
Fighting inflation 20	25	35 -15

#### Named Republican lawmakers

A lot	Somewhat	Not at all
Protecting democracy 19	22	36 -17
Supporting the right policies in Congress 17	25	38 -21
Handling the economy 13	30	35 -22
Fighting inflation 15	27	38 -23
Making health care and prescription drugs more affordable 12	23	35 -23
Standing up to special interests 13	24	40 -27
Looking out for people like me 13	25	41 -28
Protecting abortion rights 9	17	45 -36
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground distri For more info, visit navigatorresearch.org/battleground.	icts conducted January 11-January 15, 2024.	navigating the *battleground

Net A lot -Not at all

#### **Appendix: Congressional Districts Included In Sample**

Dem Districts				istricts - den	· · · -	istricts - Imp	Open Seat		
AK-01	<b>MN-02</b>	<b>OR-06</b>	AZ-01	NY-17	CA-41	TX-15	NY-03		
CA-49	NC-01	PA-07	AZ-06	NY-19	CO-03	WI-01			
CO-08	NC-13	PA-08	CA-13	NY-22	FL-07	WI-03			
<b>CT-05</b>	NH-01	PA-17	CA-22	<b>OR-05</b>	FL-13				
IL-13	NM-02	VA-07	CA-27	PA-01	FL-27				
IL-17	NV-03	WA-03	CA-40	VA-02	IA-01				
IN-01	NV-04	WA-08	CA-45		IA-02				
KS-03	NY-18		NE-02		IA-03				
<b>ME-02</b>	OH-01		NJ-07		<b>MI-10</b>				
MI-03	OH-09		NY-01		MT-01				
MI-08	OH-13		NY-04		NY-02				
			1		1				

# navigating the \*battleground

#### 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 January 11-15, 2024. 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