

navigating *the* *battleground

Wednesday, January 31, 2024

Trust and Economic
Landscape 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 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.



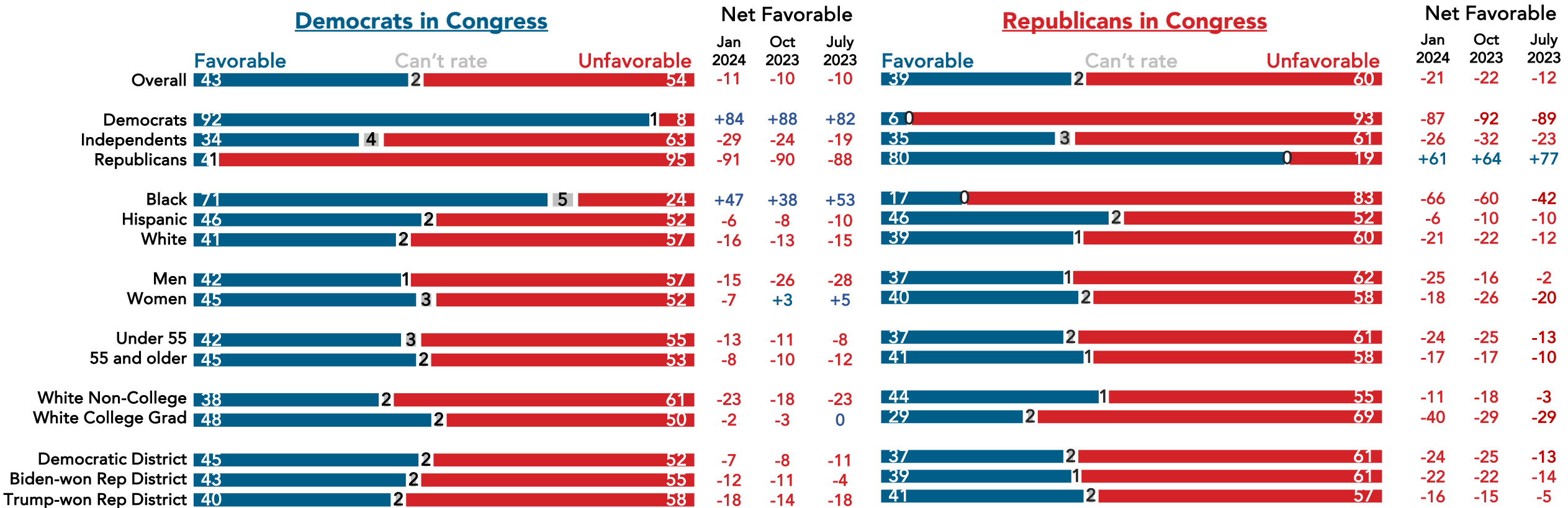
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

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

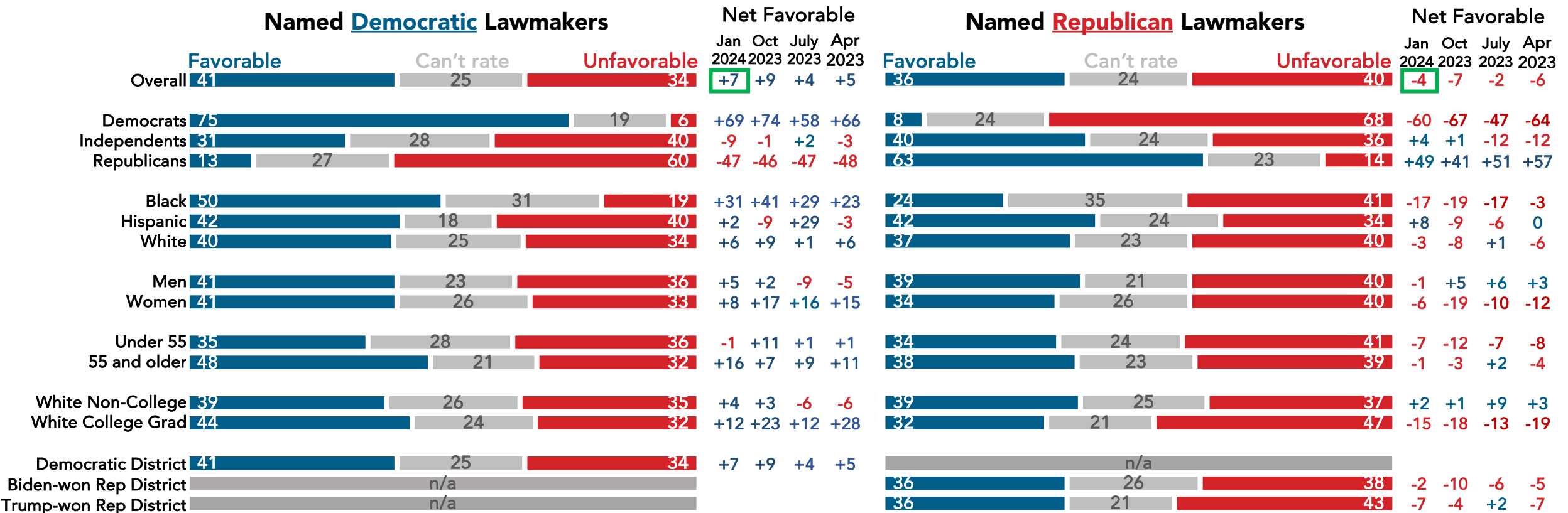
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that.



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



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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?

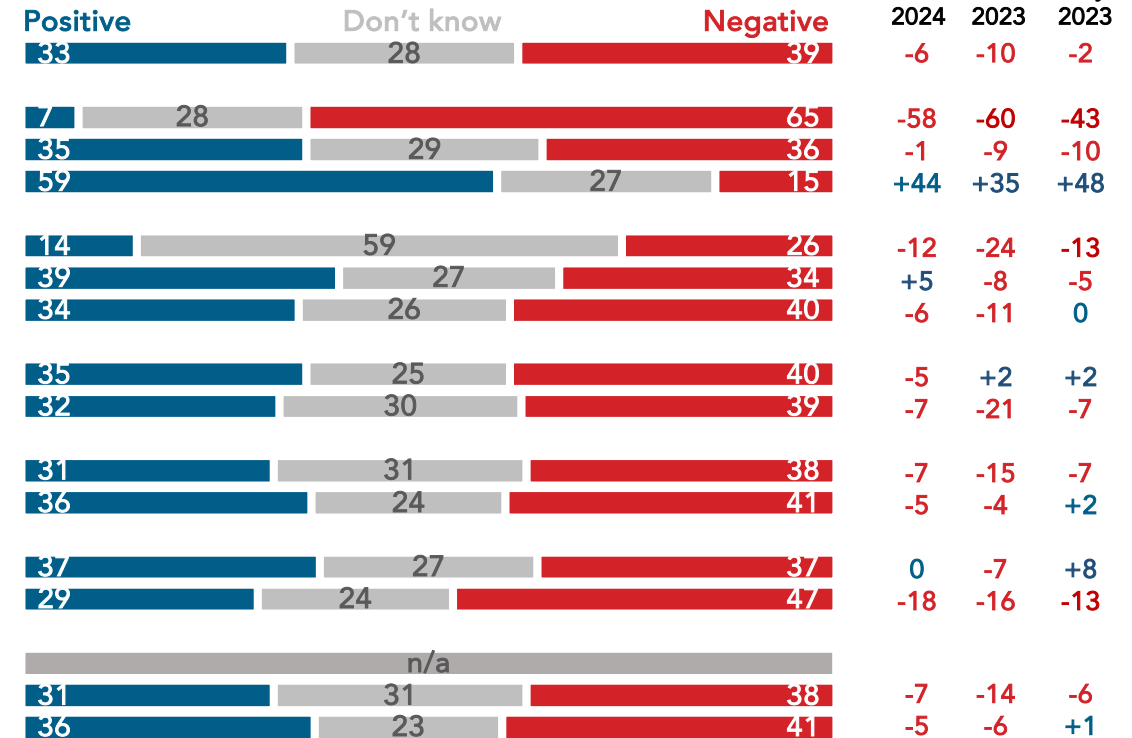
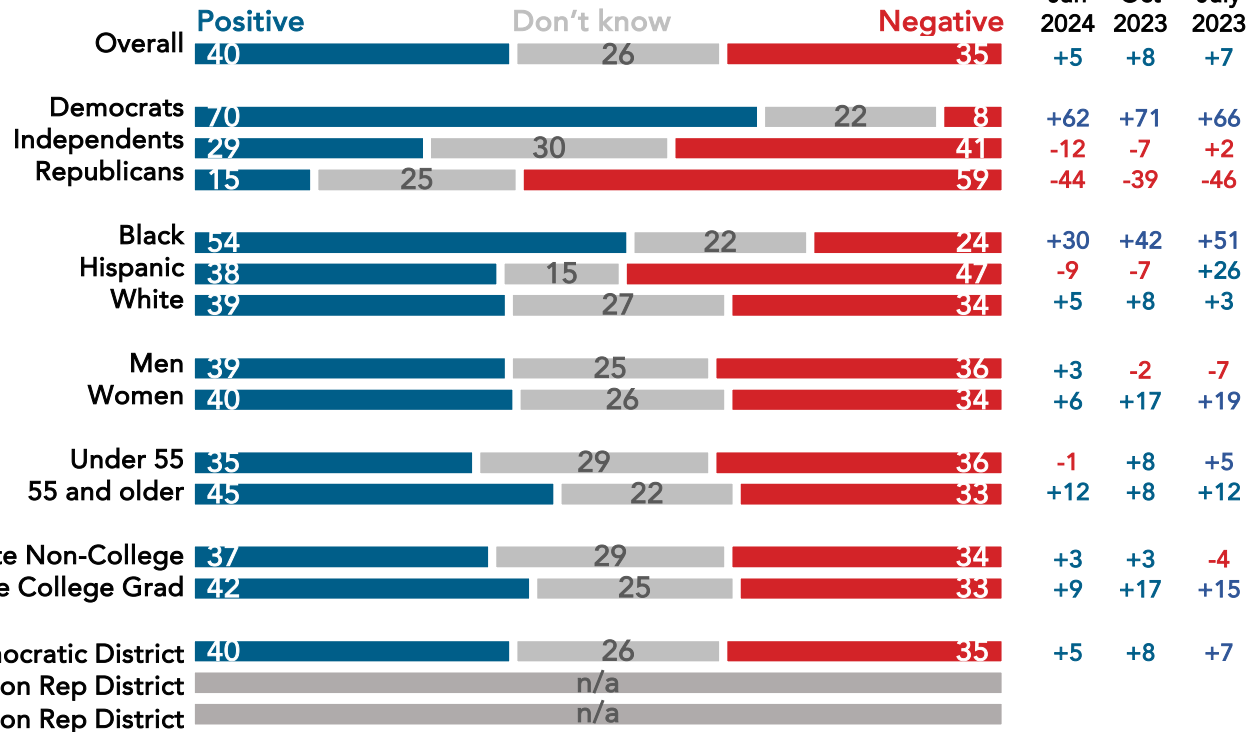
How would you rate the job [NAMED **REPUBLICAN** LAWMAKER] is doing as a member of Congress?

Net Favorable

Net Favorable

Jan 2024 Oct 2023 July 2023

Jan 2024 Oct 2023 July 2023

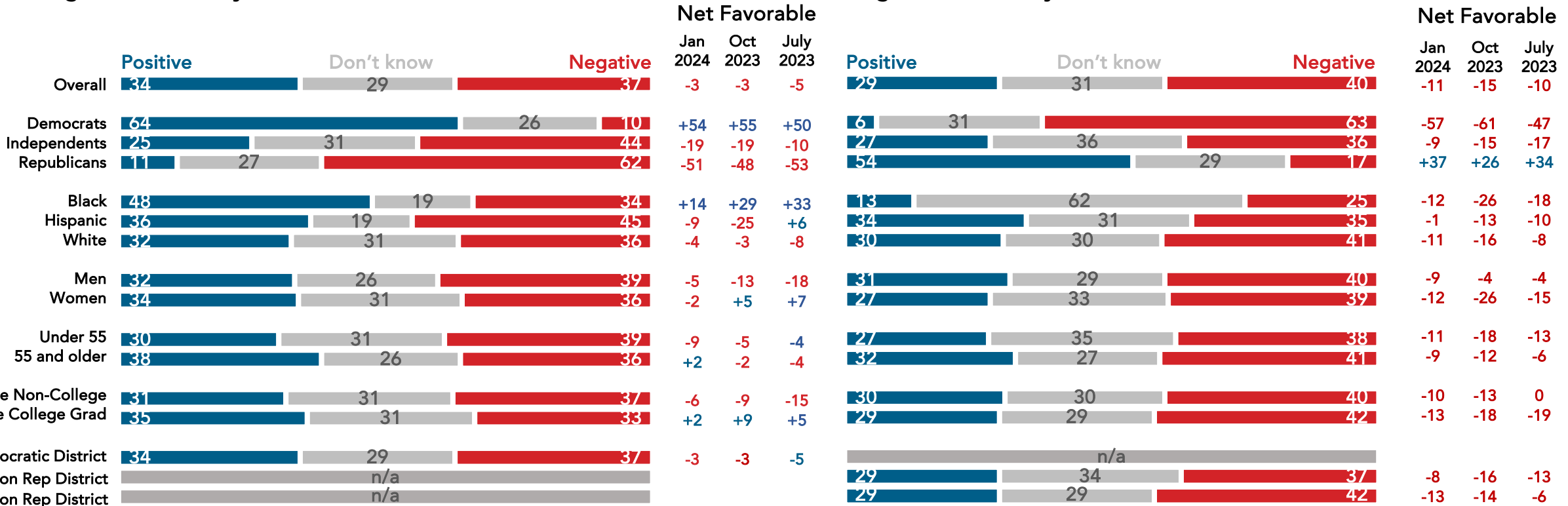


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While Both Parties are Underwater on Economic Handling, Democratic Lawmakers Outperform Republicans

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

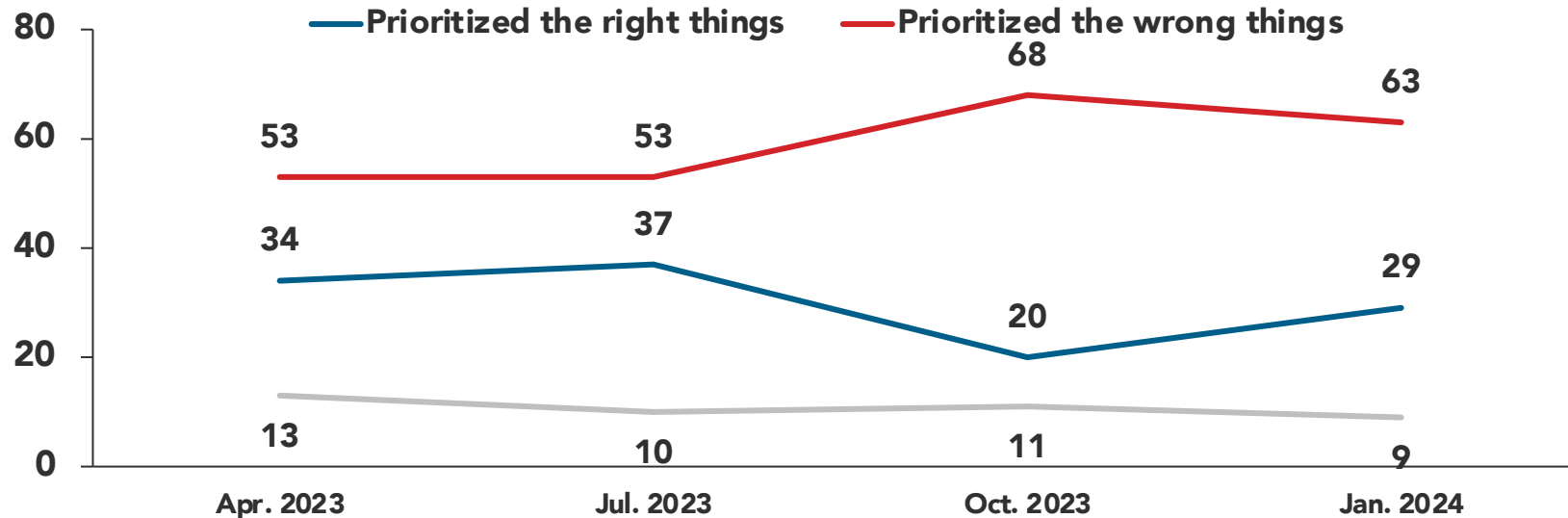
How would you rate the job [NAMED REPUBLICAN LAWMAKER] is doing on the economy?



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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:



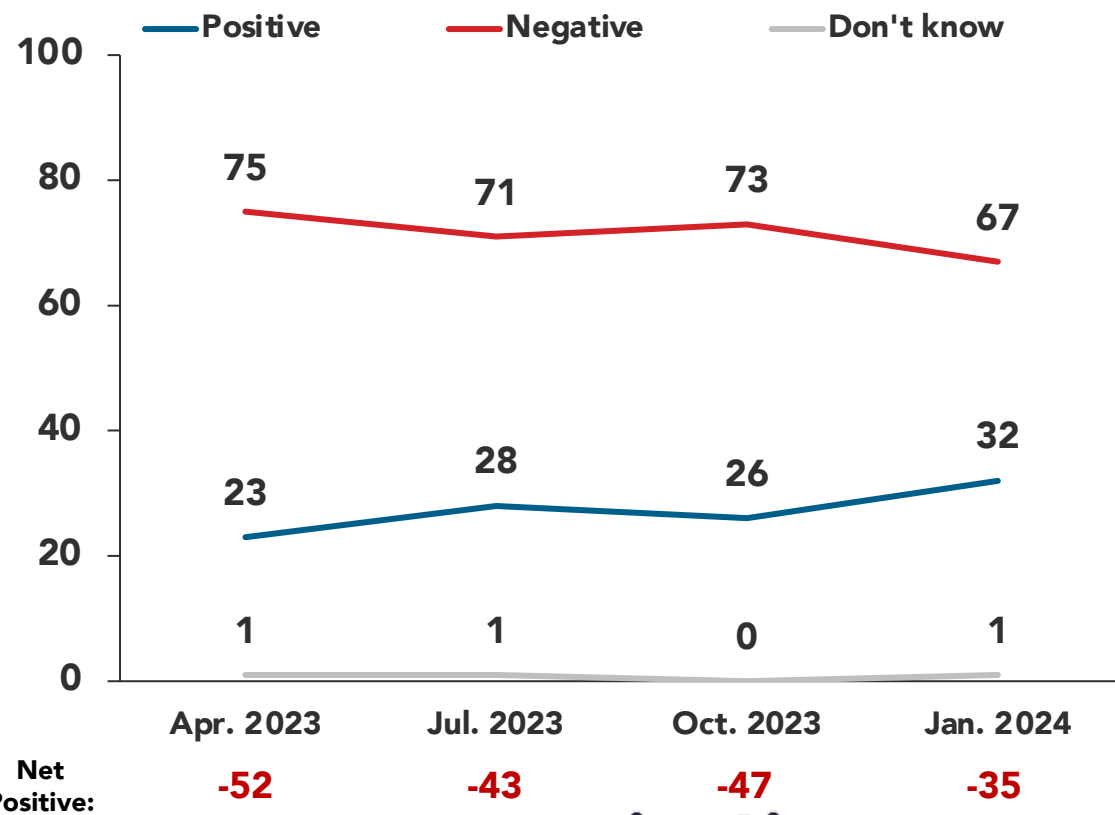
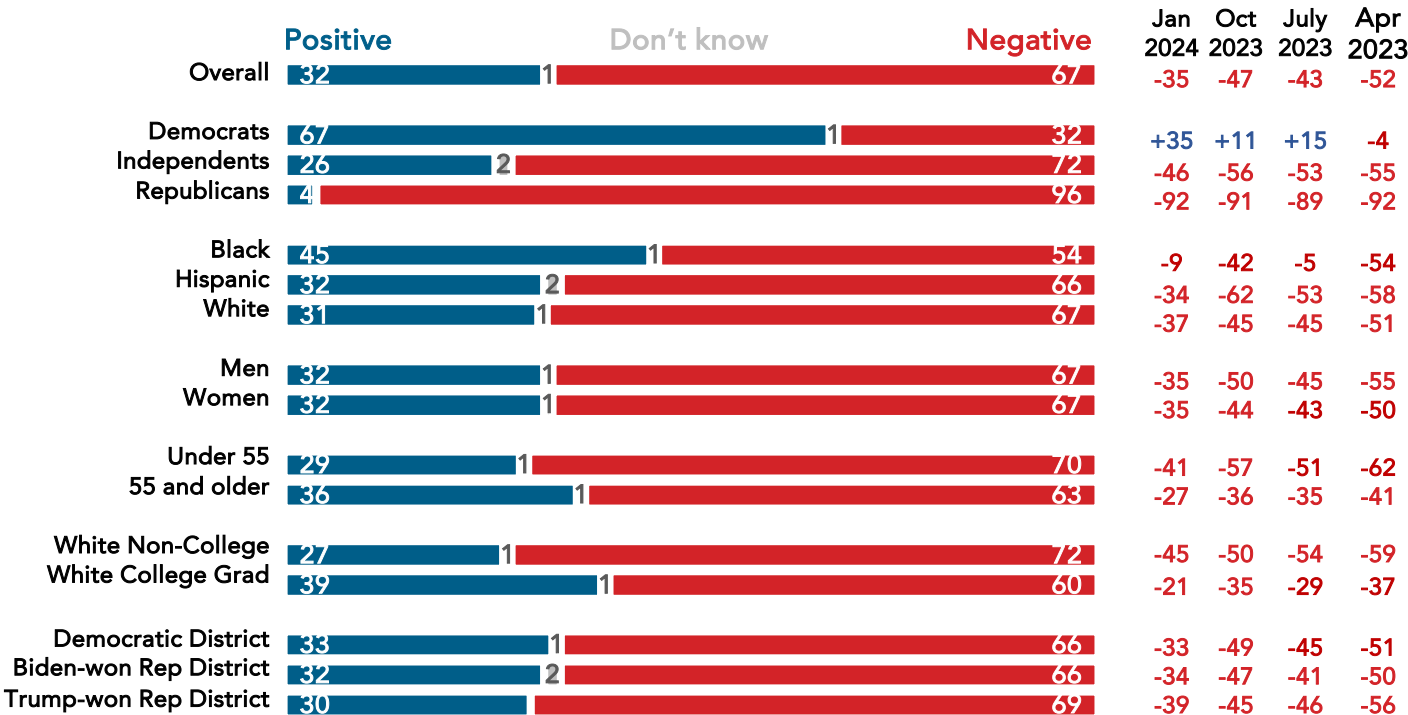
	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024
Independents	-28	-28	-63	-36
Generic Persuadable	-28	-32	-32	-51
Democratic District	-17	-32	-32	-32
Biden-won Republican District	-19	-31	-31	-37
Trump-won Republican District	-21	-25	-25	-34

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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?

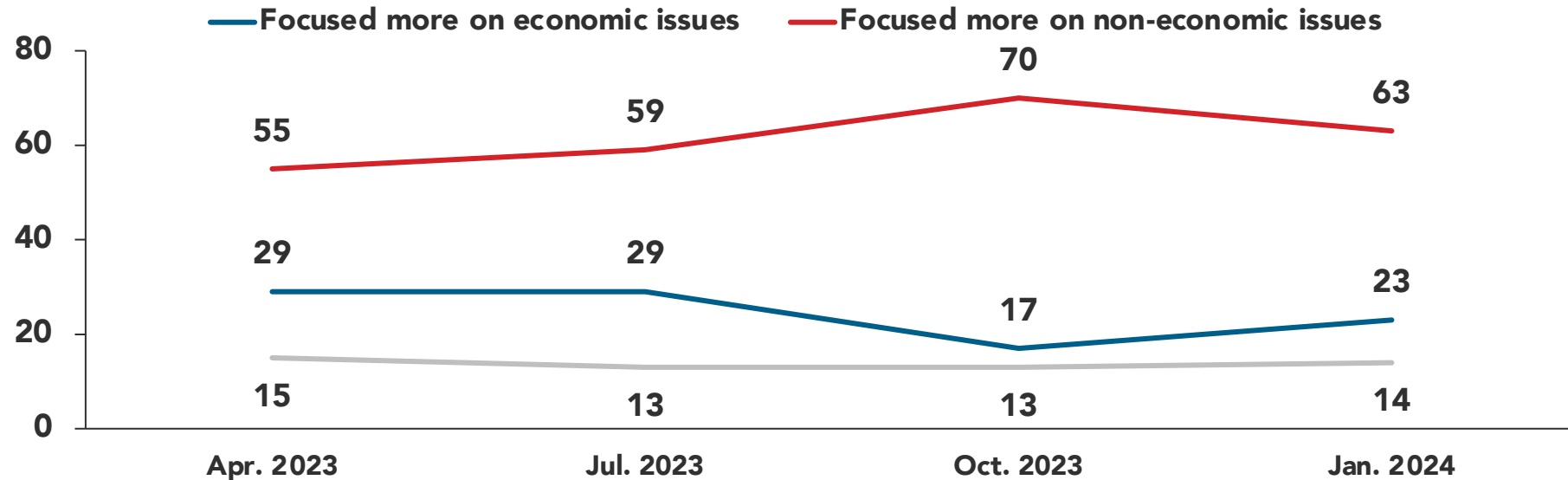
Net Favorable



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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:

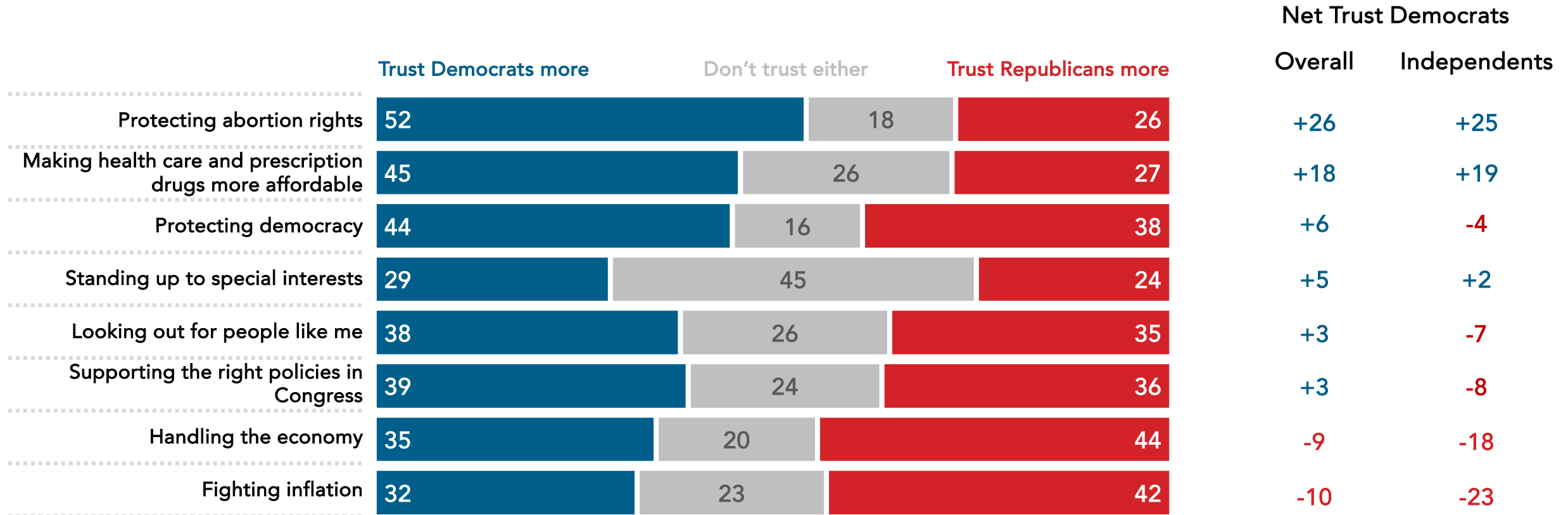


	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024
Independents	-16	-25	-52	-39
Generic Persuadable	-30	-24	-53	-50
Frontline District	-24	-17	-55	-39
Biden-won GOP District	-25	-18	-51	-42
Trump-won GOP District	-30	-13	-54	-39

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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.

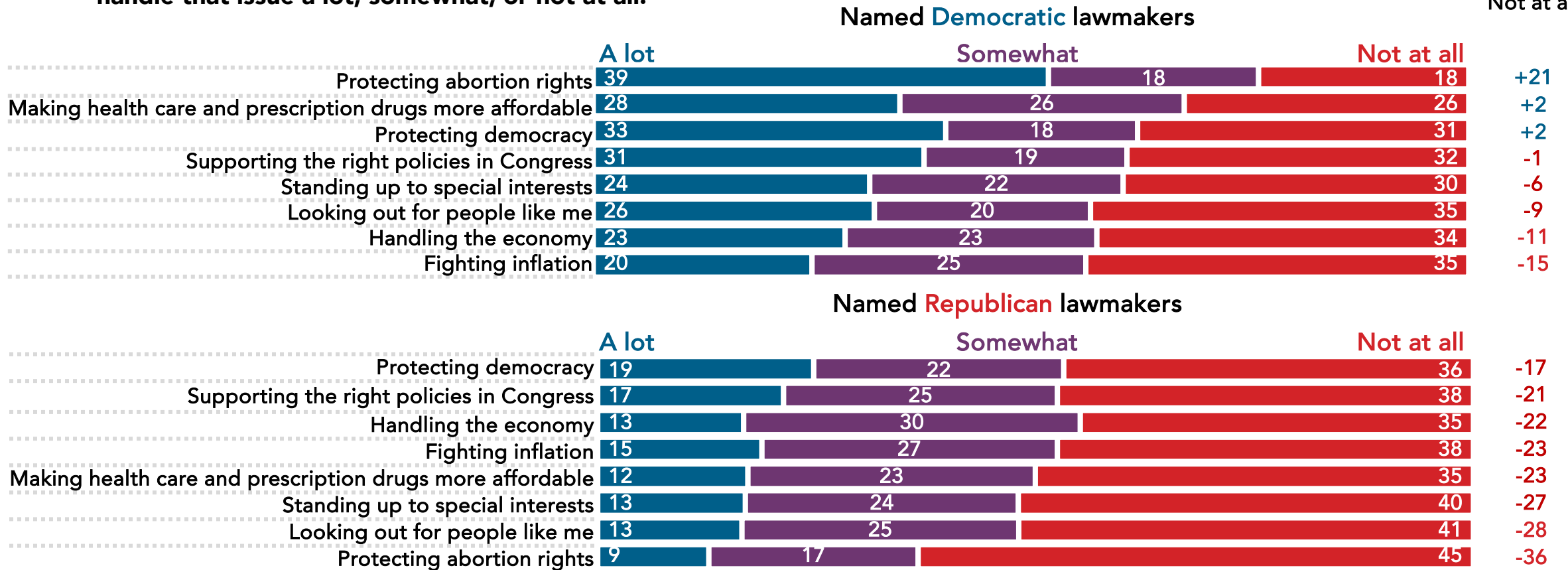


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Constituents Trust Named Democratic Lawmakers More Than Republicans, Including on Inflation and the Economy

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.

Net A lot -
Not at all



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Appendix: Congressional Districts Included In Sample

Dem Districts			Rep Districts - Biden		Rep Districts - Trump		Open Seat
AK-01	MN-02	OR-06	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	
CT-05	NH-01	PA-17	CA-22	OR-05	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		
ME-02	OH-01		NJ-07		MI-10		
MI-03	OH-09		NY-01		MT-01		
MI-08	OH-13		NY-04		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 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:

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To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

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