

# navigating *the* \*battleground

Thursday, April 25<sup>th</sup>, 2024

The Political 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 March 14-March 21, 2024.



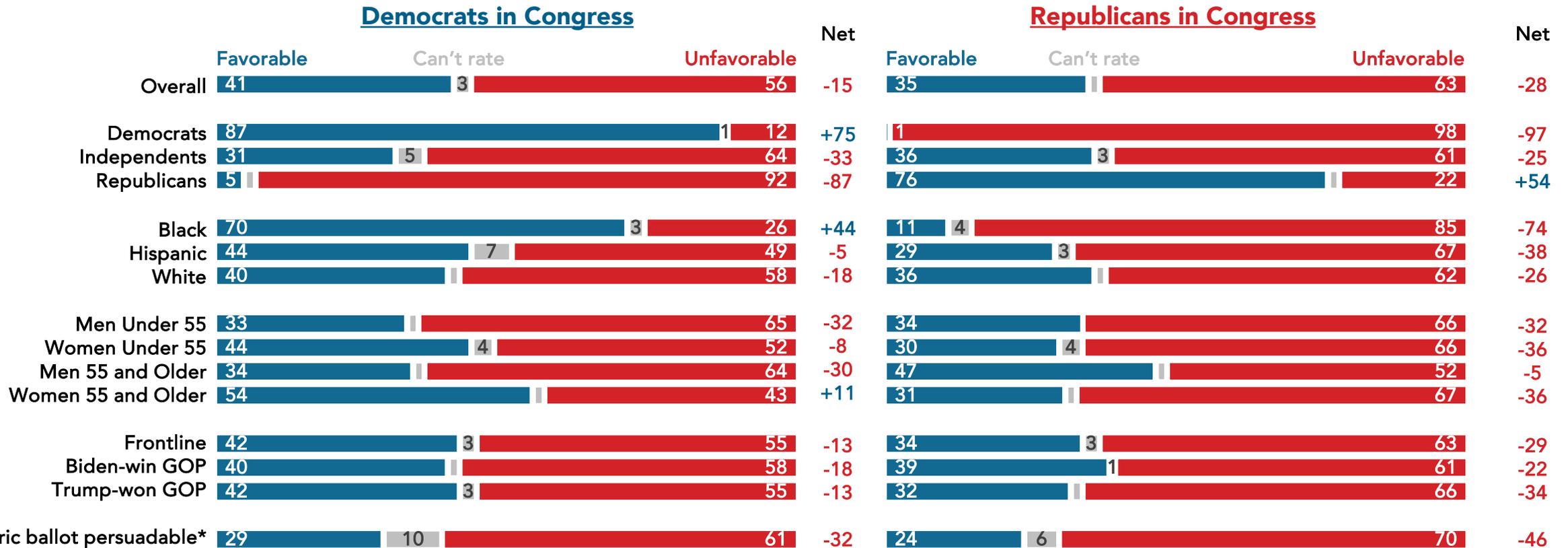
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- **Democratic lawmakers hold net positive favorability ratings while Republican lawmakers are underwater.** Constituents are more negative in rating the job performances of lawmakers of both parties, but constituents with Democratic members of Congress are more positive about their lawmaker than constituents with Republican members of Congress.
- **Democrats in Congress are more trusted than Republicans in Congress to protect abortion rights, make health care and prescription drug costs, more affordable, and protect consumers.** Republicans in Congress earn higher trust ratings than Democrats in Congress on handling the economy and fighting inflation.
- **About three in five battleground constituents view Republicans in Congress as focused on the wrong things.** Majorities also continue to agree that they are focused more on non-economic issues and that Republican economic policies mostly benefit the wealthy and corporations.

# Battleground Constituents Are Sour on Both Parties, Though Republicans are More Disliked

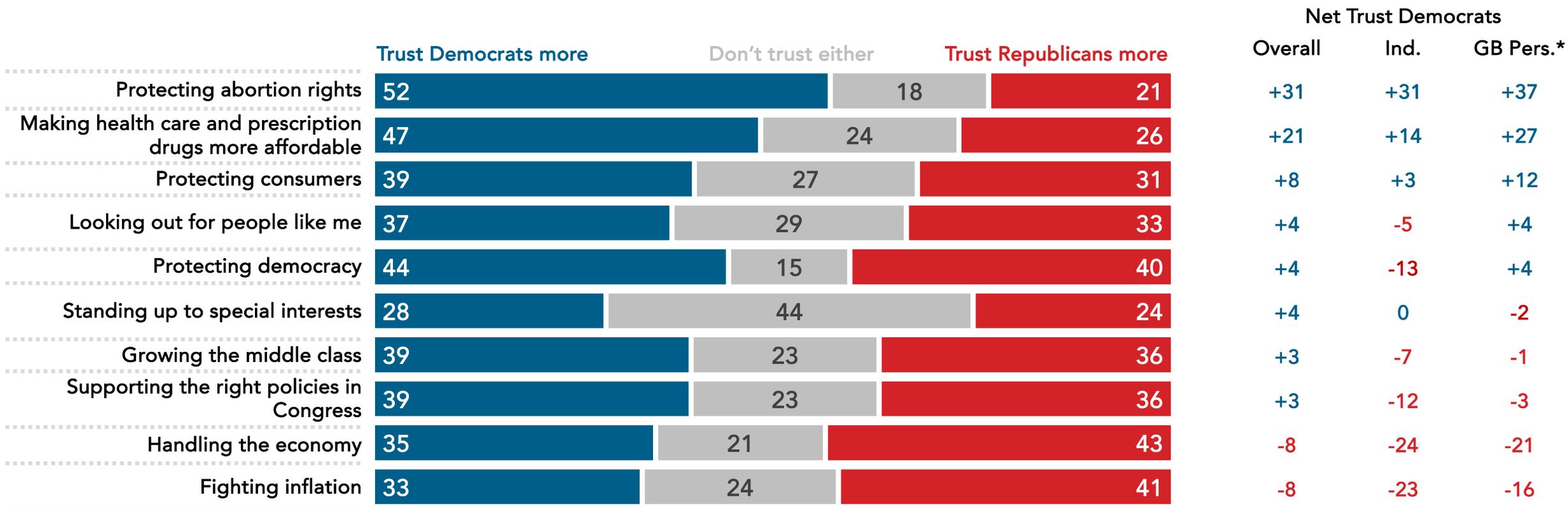
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that.



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.  
 \*"Generic ballot persuadables" 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](https://navigatorresearch.org/battleground).

# Democrats Are More Trusted on Abortion, Drug Costs, Protecting Consumers; Republicans Are More Trusted on the Economy

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

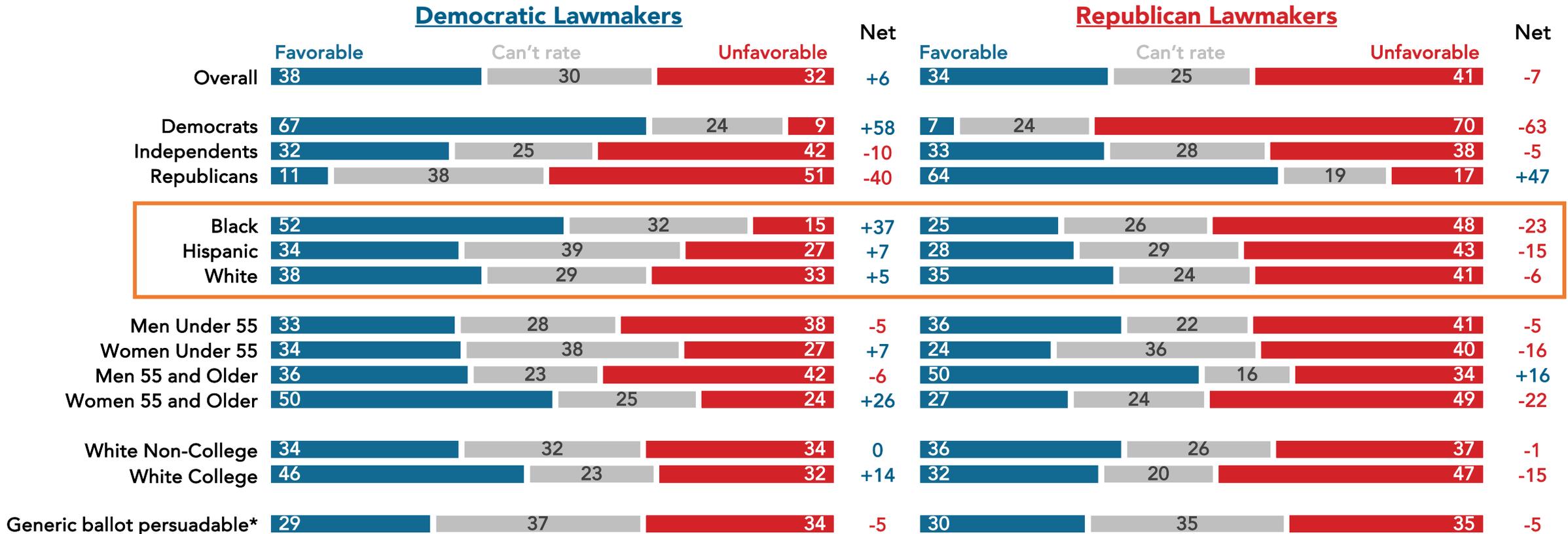


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# Democratic Lawmakers' Favorability is Net Positive While Republican Lawmakers Are Underwater

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.

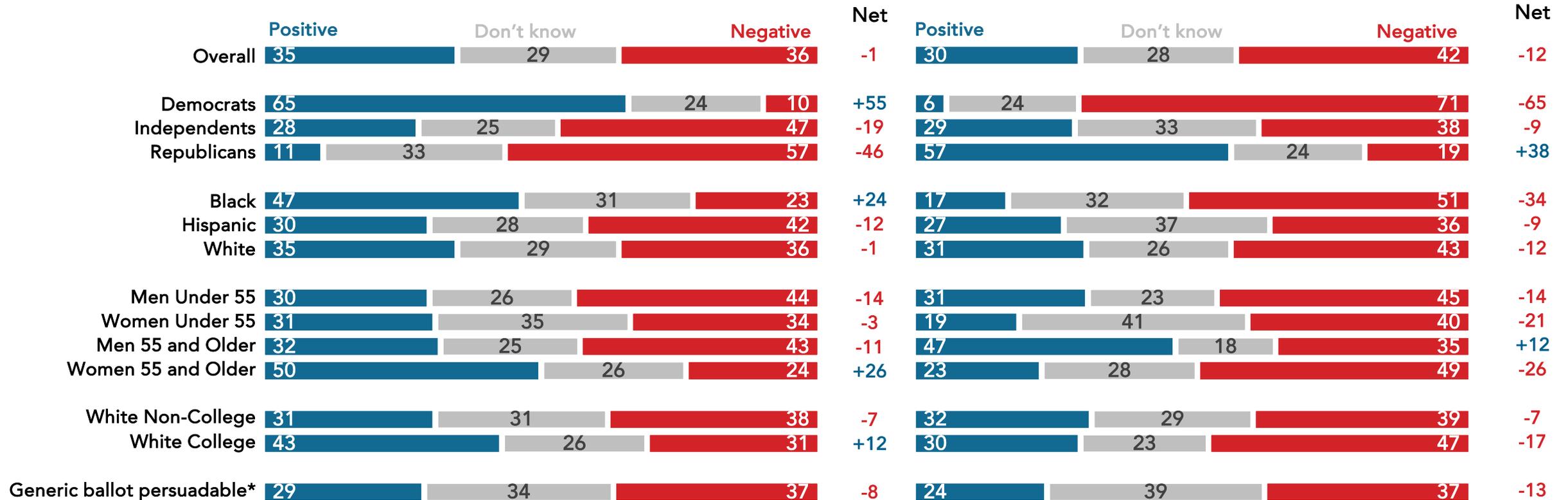


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# Democratic Lawmakers Earn Split Approval Ratings While Republican Lawmakers Are Net Negative By Double Digits

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?

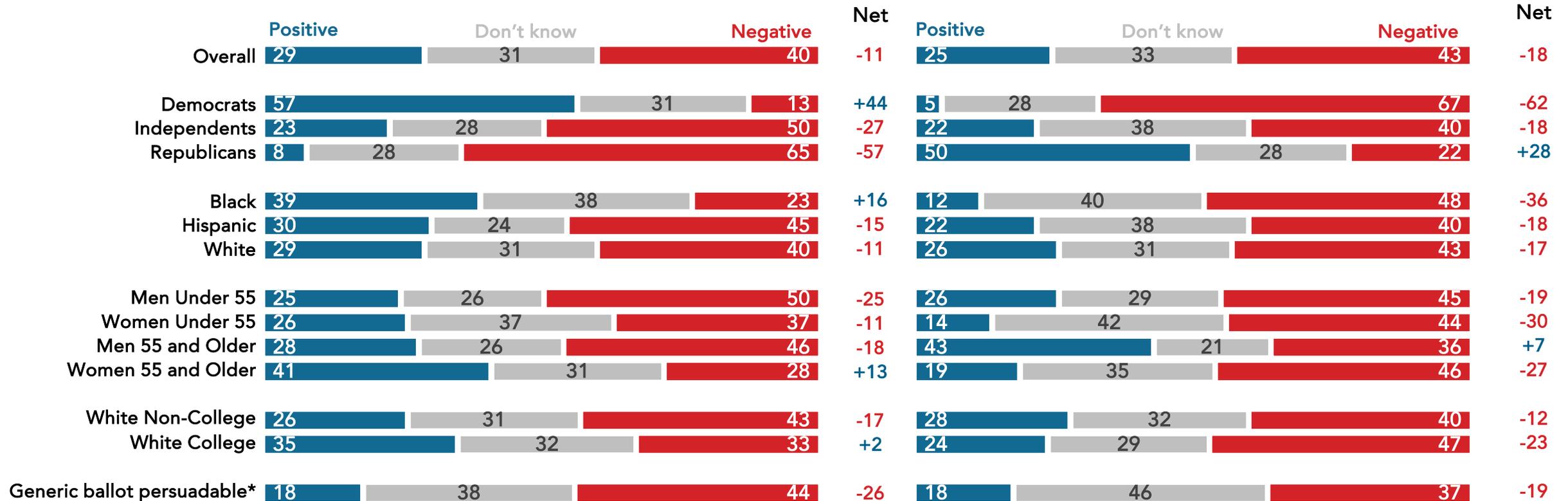


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# Neither Democratic Nor Republican Incumbents Get a Positive Rating for the Job They're Doing on the Economy

How would you rate the job [named Democratic lawmaker] is doing on the economy?

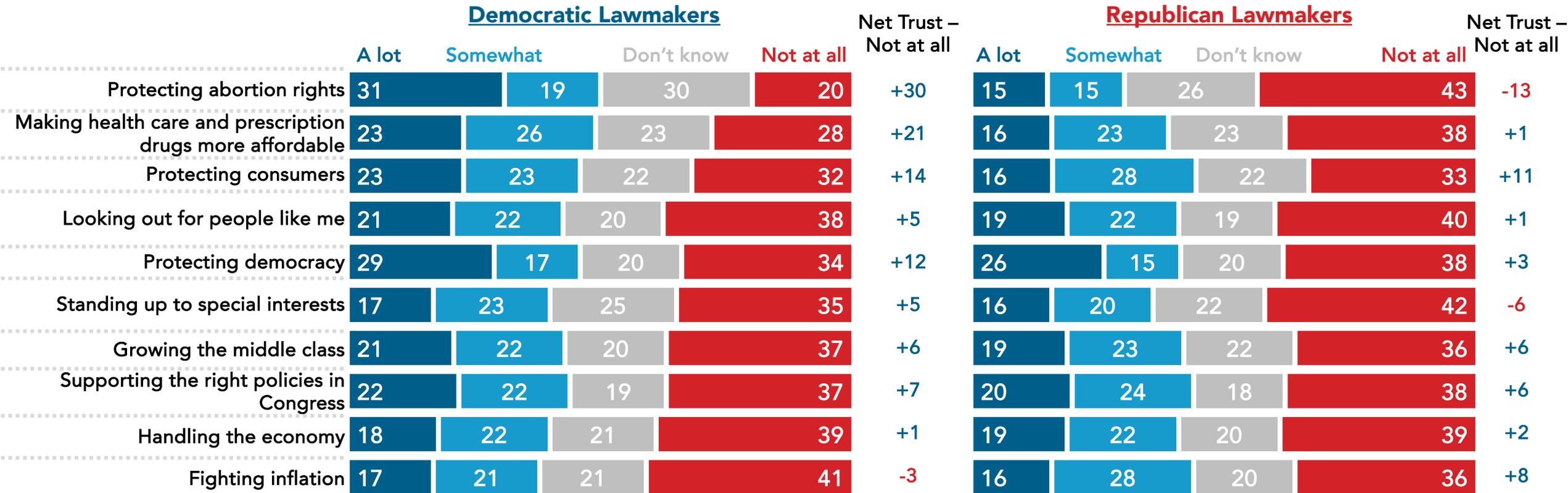
How would you rate the job [named Republican lawmaker] is doing on the economy?



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# Named Democratic Lawmakers Are Trusted More Than Republican Counterparts on Protecting Abortion, Drug Costs, and Democracy

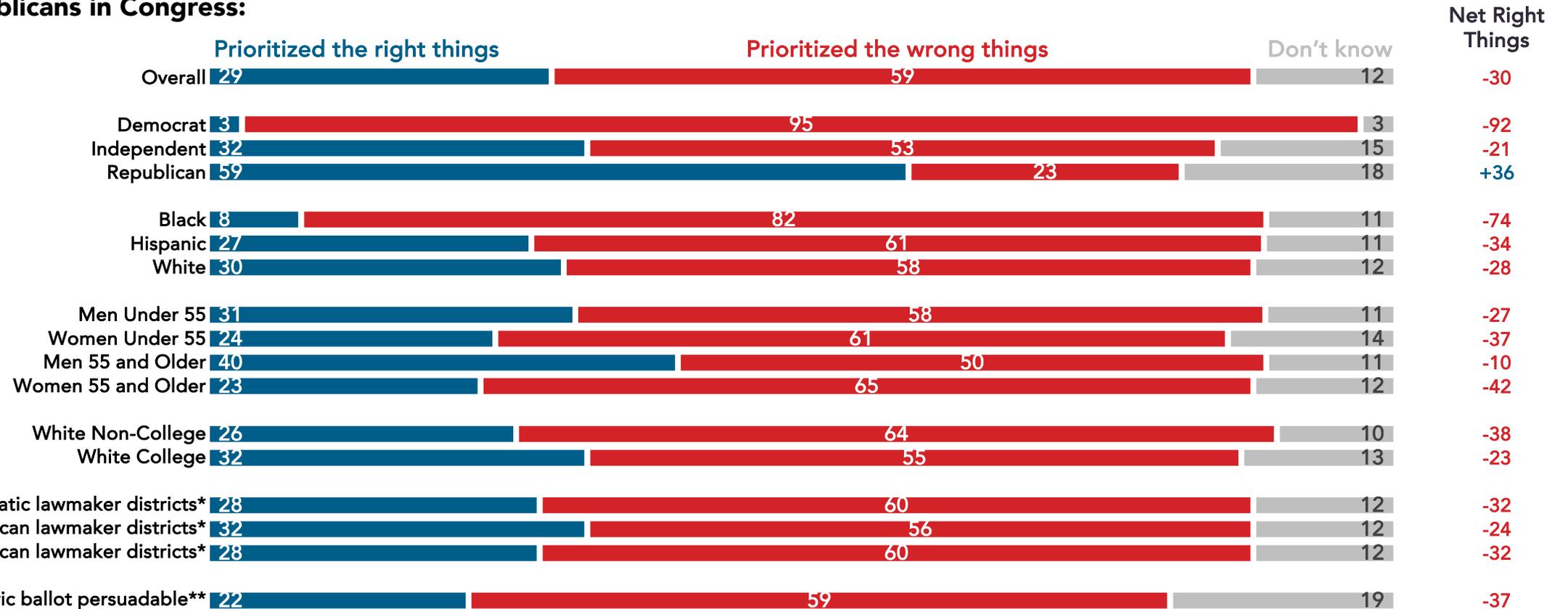
Next, here are some different issues. For each one, please indicate whether you trust [NAMED INCUMBENT] to handle that issue a lot, somewhat, or not at all.



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# Most Constituents Think Republicans in Congress Are Prioritizing the Wrong 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:



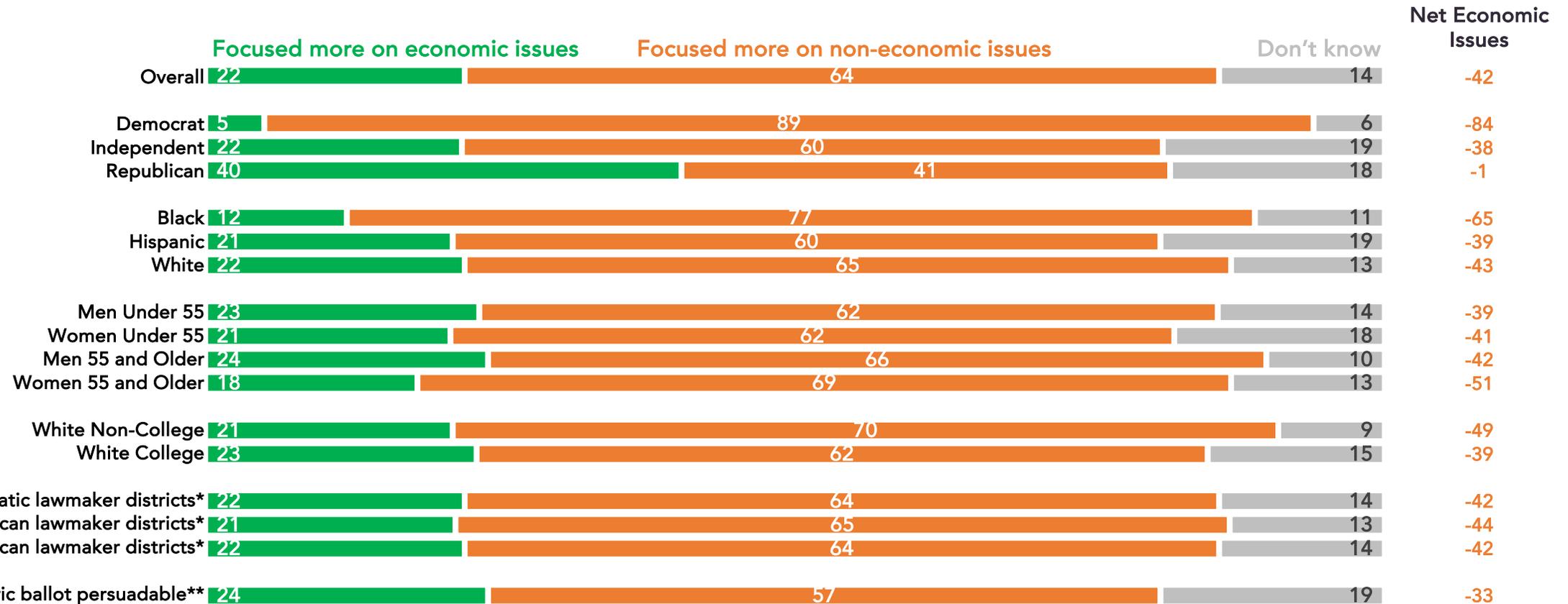
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\*See appendix for which districts were classified as Democratic lawmaker districts, Biden-won Republican lawmaker districts, and Trump-won Republican lawmaker districts. \*\*"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

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# By a Three-to-One Margin, Most Think Republicans in Congress Are Prioritizing Non-Economic Issues Over Economic Issues

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



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# Most Constituents Think Republican Economic Policies Benefit the Wealthy & Corporations Over the Middle Class & Working People

Would you say that Republicans in Congress are more focused on economic policies that mainly benefit:



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# Appendix: Congressional Districts Included In Sample

Dem Lawmakers			Rep Lawmakers – Biden		Rep Lawmakers – Trump	
AK-01	MN-02	OH-13	AZ-01	NY-17	CA-41	TX-15
CA-49	NC-01	OR-06	AZ-06	NY-19	CO-03	WI-01
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03
CT-05	NH-01	PA-08	CA-22	OR-05	FL-13	
IL-13	NM-02	PA-17	CA-27	PA-01	FL-27	
IL-17	NV-03	VA-07	CA-40	VA-02	IA-01	
IN-01	NV-04	WA-03	CA-45		IA-02	
KS-03	NY-03	WA-08	NE-02		IA-03	
ME-02	NY-18		NJ-07		MI-10	
MI-03	OH-01		NY-01		MT-01	
MI-08	OH-09		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 March 14-21, 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  
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<http://navigatorresearch.org>

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