# navigating the **\* battleground**

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

The Political Landscape in the Battleground





#### Methodology

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

 Impact Research conducted by text-to-web.

 Impact Research 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.

	<b>Democrats in Congress</b>			Net	Republicans in Congress					
	Favorable	Can't rate	Unfavorable	Net	Favorable	Can't rate	Unfavorable	Net		
Overall	41	3	56	-15	35		63	-28		
Democrats			1 12	+75	1		98	-97		
Independents		5	64	-33	36	3	61	-25		
Republicans	5		92	-87	76		22	+54		
Black	70		3 26	+44	11 4		85	-74		
Hispanic	44	7	49	-5	29	3	67	-38		
White	40		58	-18	36		62	-26		
Men Under 55	33		65	-32	34		66	-32		
Women Under 55	44	4	52	-8	30	4	66	-36		
Men 55 and Older	34		64	-30	47		52	-5		
Women 55 and Older	54		43	+11	31		67	-36		
Frontline	42	3	55	-13	34	3	63	-29		
Biden-win GOP	40		58	-18	39	1	61	-22		
Trump-won GOP	42	3	55	-13	32		66	-34		
Generic ballot persuadable*	29	10	61	-32	24	6	70	-46		
Nationwide survey of 1,5 *"Generic ballot persua support for Congress in For more info. visit pavic	lables" are those w the 2024 election.	eral election voters across 61 battle ho did not choose a Democratic or	ground districts conducted M Republican candidate on wh	1arch 14- o they w	21, 2024. ould likely		navigating *battlegr			

#### 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.

	Trust Democrats more	Don't trust either	Trust Republicans more	Overall	Ind.	GB Pers.*
Protecting abortion rights	52	1	8 21	+31	+31	+37
Making health care and prescription drugs more affordable	47	24	26	+21	+14	+27
Protecting consumers	39	27	31	+8	+3	+12
Looking out for people like me	37	29	33	+4	-5	+4
Protecting democracy	44	15	40	+4	-13	+4
Standing up to special interests	28	44	24	+4	0	-2
Growing the middle class	39	23	36	+3	-7	-1
Supporting the right policies in Congress	39	23	36	+3	-12	-3
Handling the economy	35	21	43	-8	-24	-21
Fighting inflation	33	24	41	-8	-23	-16

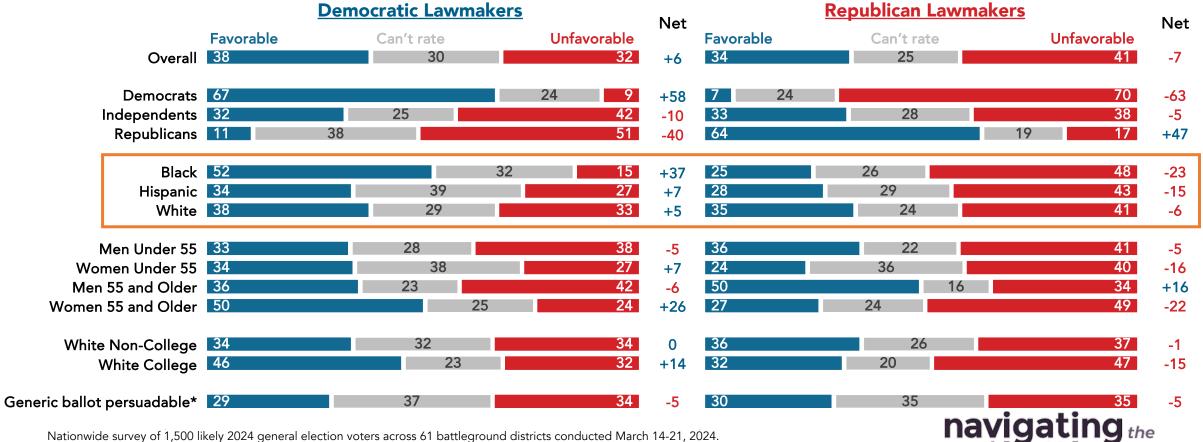
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. \*"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election. For more info, visit navigatorresearch.org/battleground.



Net Trust Democrats

# 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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	Positive	Don't	know		Negative	Net	Positiv	9	Don't know	N	Negative	Net
Overall			29		36	-1	30		28		42	-12
Democrats	65			24	10	+55	6	24			71	-65
Independents	28	25			47	-19	29		33		38	-9
Republicans	11	33			57	-46	57			24	19	+38
Black	47		31		23	+24	17		32		51	-34
Hispanic		28			42	-12	27		37		36	-9
White			29		36	-1	31		26		43	-12
Men Under 55	30	26			44	-14	31		23		45	-14
Women Under 55		3	5		34	-3	19		41		40	-21
Men 55 and Older		25			43	-11	47			18	35	+12
Women 55 and Older			26		24	+26	23		28		49	-26
White Non-College	31	31			38	-7	32		29		39	-7
White College			26		31	+12	30		23		47	-17
Generic ballot persuadable*	29	34			37	-8	24		39		37	-13
Nationwide survey of 1,500	) likelv 2024 aen	eral election voters acro	ss 61 battlegrour	nd districts c	onducted Marc	:h 14-21, 2	024.			navig	ating the	

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.

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

<b>J</b>	<b>J</b>									
	Positive	Don't k	now	Negative	Net	Positive	Don't kno	W	Negative	Net
Overall	29	31		40	-11	25	33		43	-18
Democrats	57		31	13	+44	5 28	3		67	-62
Independents	23	28		50	-27	22	38		40	-18
Republicans		28		65	-57	50		28	22	+28
Black	39		38	23	+16	12	40		48	-36
Hispanic	30	24		45	-15	22	38		40	-18
White	29	31		40	-11	26	31		43	-17
Men Under 55	25	26		50	-25	26	29		45	-19
Women Under 55	26	37		37	-11	14	42		44	-30
Men 55 and Older	28	26		46	-18	43		21	36	+7
Women 55 and Older	41		31	28	+13	19	35		46	-27
White Non-College	26	31		43	-17	28	32		40	-12
White College	35		32	33	+2	24	29		47	-23
Generic ballot persuadable*	18	38		44	-26	18	46		37	-19
Nationwide survey of 1,500	) likely 2024 ae	neral election voters acros	ss 61 battleground di	stricts conducted Marc	h 14-21, 2	2024.		navig	gating the	1

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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#### 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.

# 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.

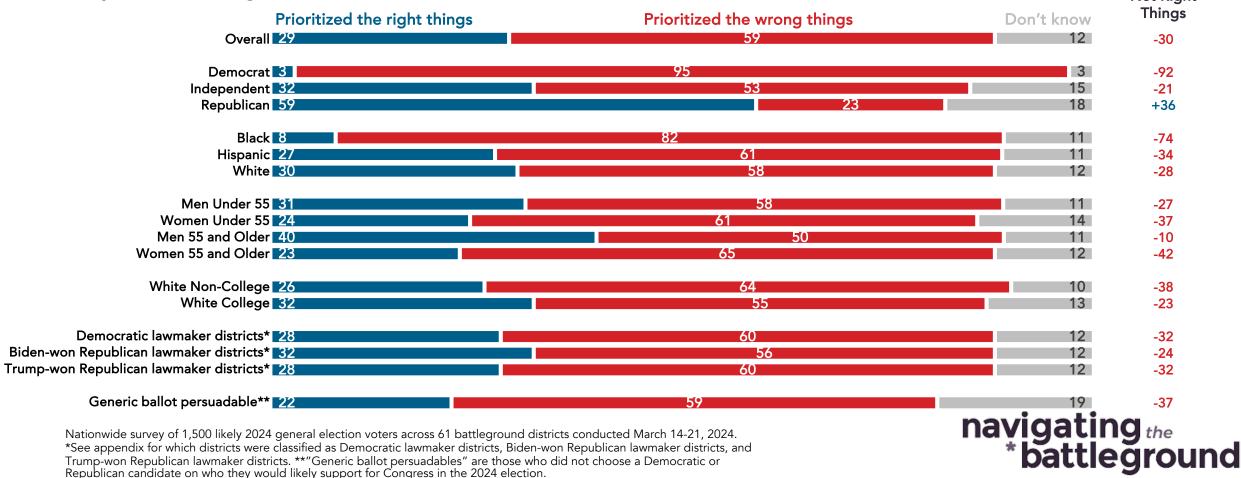
		<b>Democratic</b>	nocratic Lawmakers		Net Trust –		<u>Repub</u>	<mark>lican Lawmakers</mark>	Net Trust –	
	A lot	Somewhat	Don't know	Not at all	Not at all	A lot	Somewhat	Don't know	Not at all N	ot at all
Protecting abortion rights	31	19	30	20	+30	15	15	26	43	-13
Making health care and prescription drugs more affordable	23	26	23	28	+21	16	23	23	38	+1
Protecting consumers	23	23	22	32	+14	16	28	22	33	+11
Looking out for people like me	21	22	20	38	+5	19	22	19	40	+1
Protecting democracy	29	17	20	34	+12	26	15	20	38	+3
Standing up to special interests	17	23	25	35	+5	16	20	22	42	-6
Growing the middle class	21	22	20	37	+6	19	23	22	36	+6
Supporting the right policies in Congress	22	22	19	37	+7	20	24	18	38	+6
Handling the economy	18	22	21	39	+1	19	22	20	39	+2
Fighting inflation	17	<b>21</b> 2	21	41	-3	16	28	20	36	+8
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Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. For more info, visit navigatorresearch.org/battleground.

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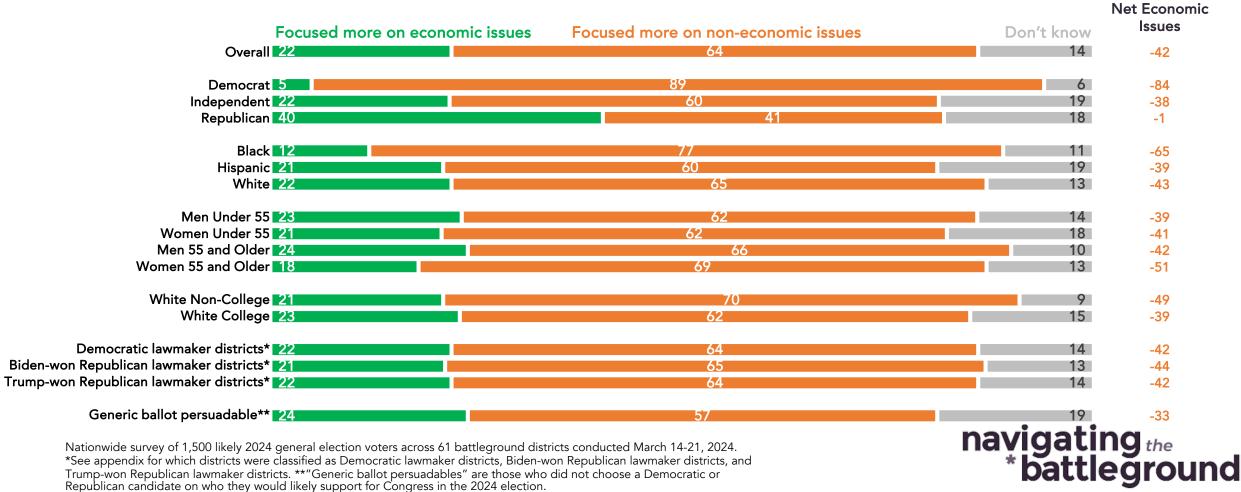
# Most Constituents Think Republicans in Congress Are Prioritizing the Wrong Things

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



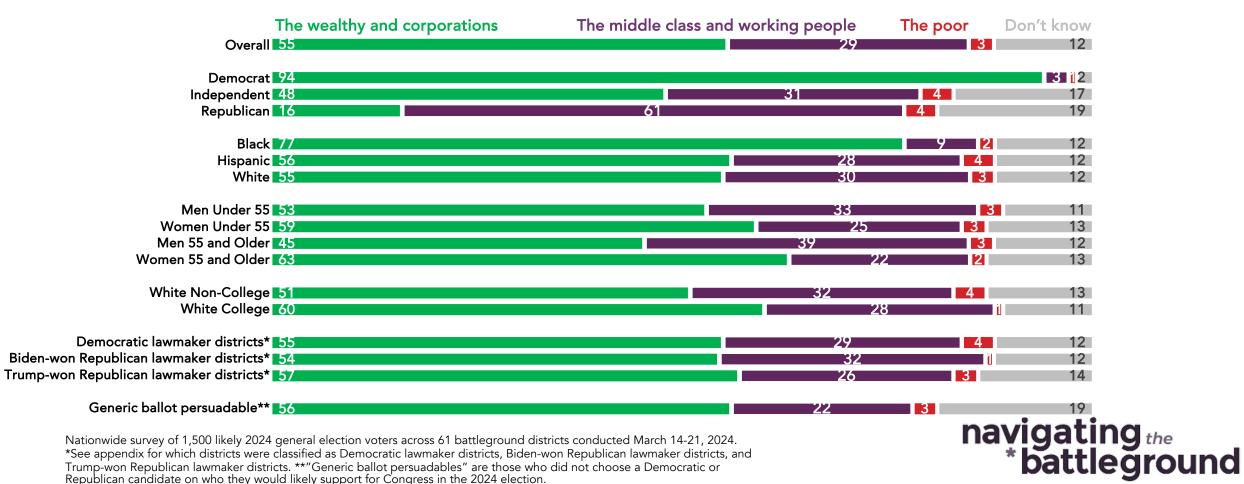
#### By a Three-to-One Margin, Most Think Republicans in Congress Are Prioritizing Non-Economic Issues Over Economic Issues

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



# 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:



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

Dem Lawmakers			-	wmakers – Biden	Rep Lawmakers – Trump		
AK-01	<b>MN-02</b>	<b>OH-13</b>	AZ-01	NY-17	CA-41	TX-15	
CA-49	NC-01	<b>OR-06</b>	AZ-06	NY-19	CO-03	WI-01	
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03	
СТ-05	NH-01	PA-08	CA-22	<b>OR-05</b>	FL-13		
IL-13	NM-02	<b>PA-17</b>	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		
<b>ME-02</b>	NY-18		NJ-07		MI-10		
MI-03	<b>OH-01</b>		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.

#### For Press inquiries contact:

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#### To learn more about Navigator or Navigating the Battleground:

http://navigatorresearch.org

@NavigatorSurvey on Twitter

#### 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.