

# navigating *the* \*battleground

Monday, June 17<sup>th</sup>, 2024

Perceptions of Congressional  
Accomplishments in the  
Battleground



**IMPACT**  
RESEARCH

# Methodology



Impact Research conducted a survey of N=1600 likely 2024 general election voters in 61 battleground congressional districts.



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



Interviews were conducted between May 30-June 4, 2024.



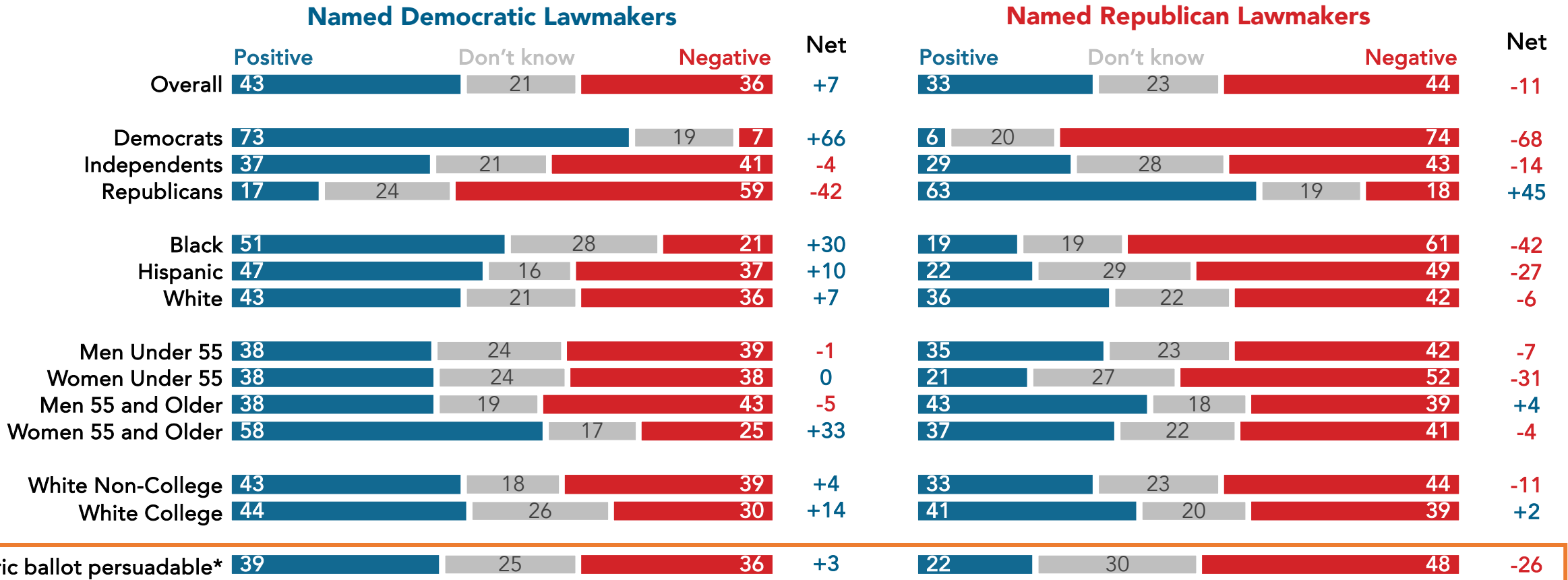
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- **Lowering prescription drugs and improving infrastructure are the top two congressional accomplishments that constituents both support *and* say will positively impact their lives.** Bringing supply chains home and improving veterans' health care also earn cross-partisan support.
- **Democratic lawmakers' job ratings improved after constituents learn more about what they've done.** The gains in approval are highest among women under the age of 55 and Black constituents.
- **Messages focusing on lowering costs are the most effective forward-looking messages.** Whether lowering health care costs, consumer good costs, child care, or elder costs, these policies help address one of battleground constituents' biggest concerns right now.

# Democratic Lawmakers are Popular, While Republican Lawmakers are Underwater

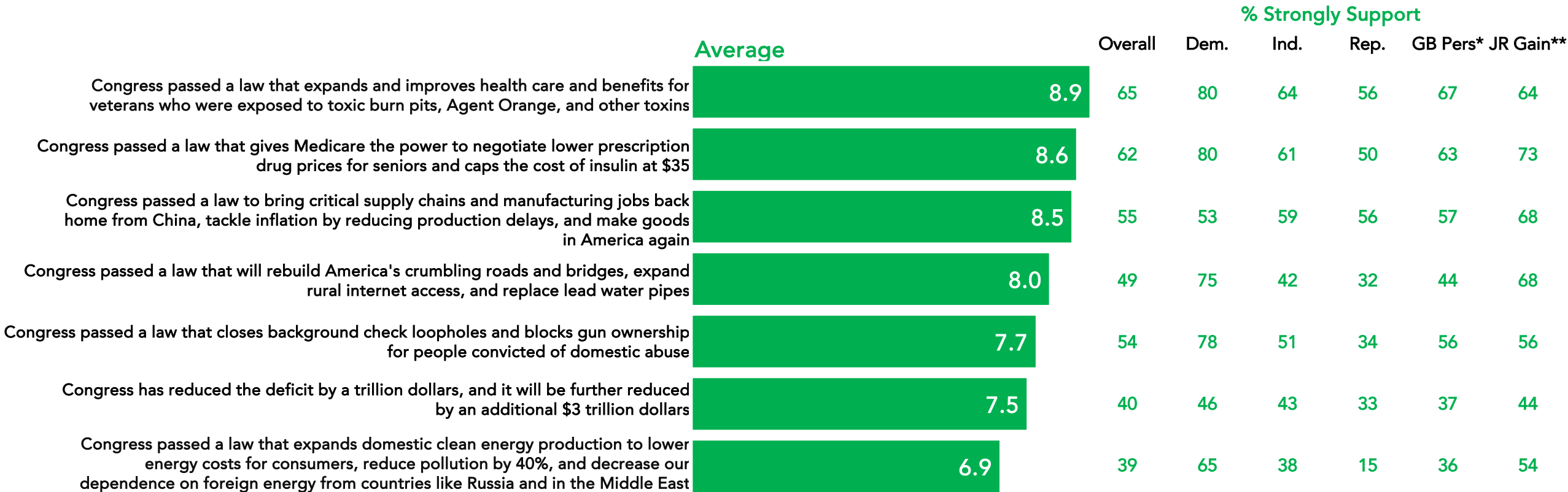
How would you rate the job [NAMED LAWMAKER] is doing as a member of Congress?



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.  
 \*"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](https://navigatorresearch.org/battleground).

# Congress's Work on Veterans' Health Care, Prescription Drugs, & Bringing Supply Chains Back are Most Supported by Constituents

Here are some things Congress has done in the last couple of years. After each, please indicate how much you support these things that Congress has done, where 10 means you strongly support it and 1 means you strongly oppose it.



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

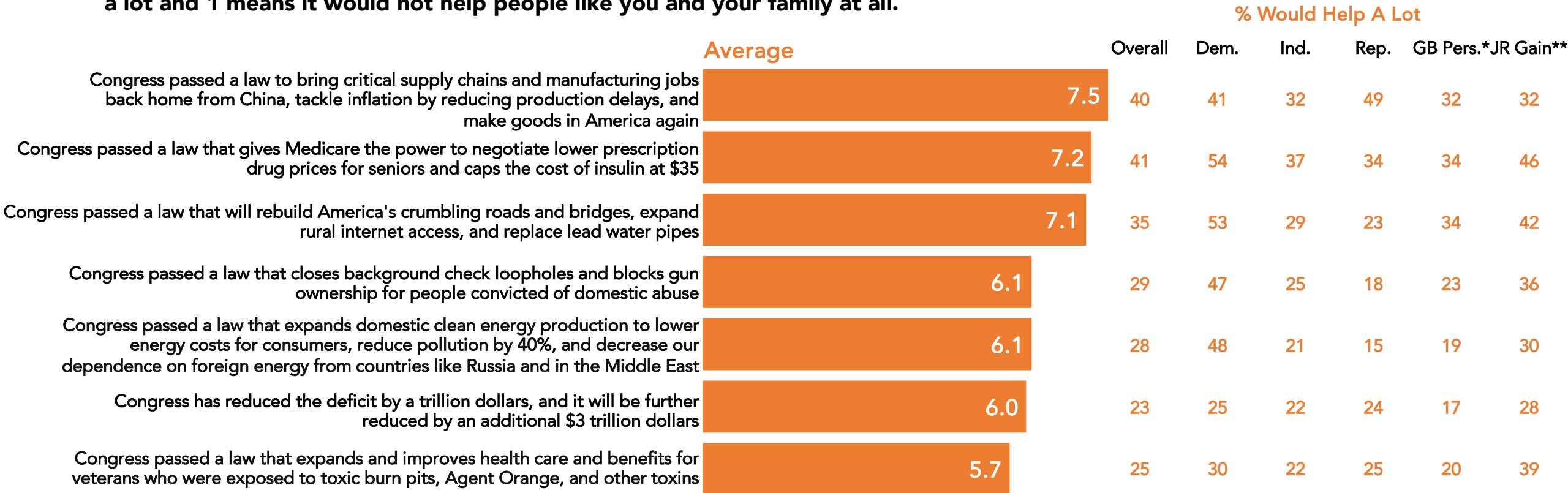
\*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

# The Most Personally Impactful Policies Include Bringing Supply Chains Back, Lowering Drug Costs, and Improving Infrastructure

Here are some things Congress has done in the last couple of years. After each, please indicate how much these things that Congress has done would help people like you and your family, where 10 means it would help people like you and your family a lot and 1 means it would not help people like you and your family at all.



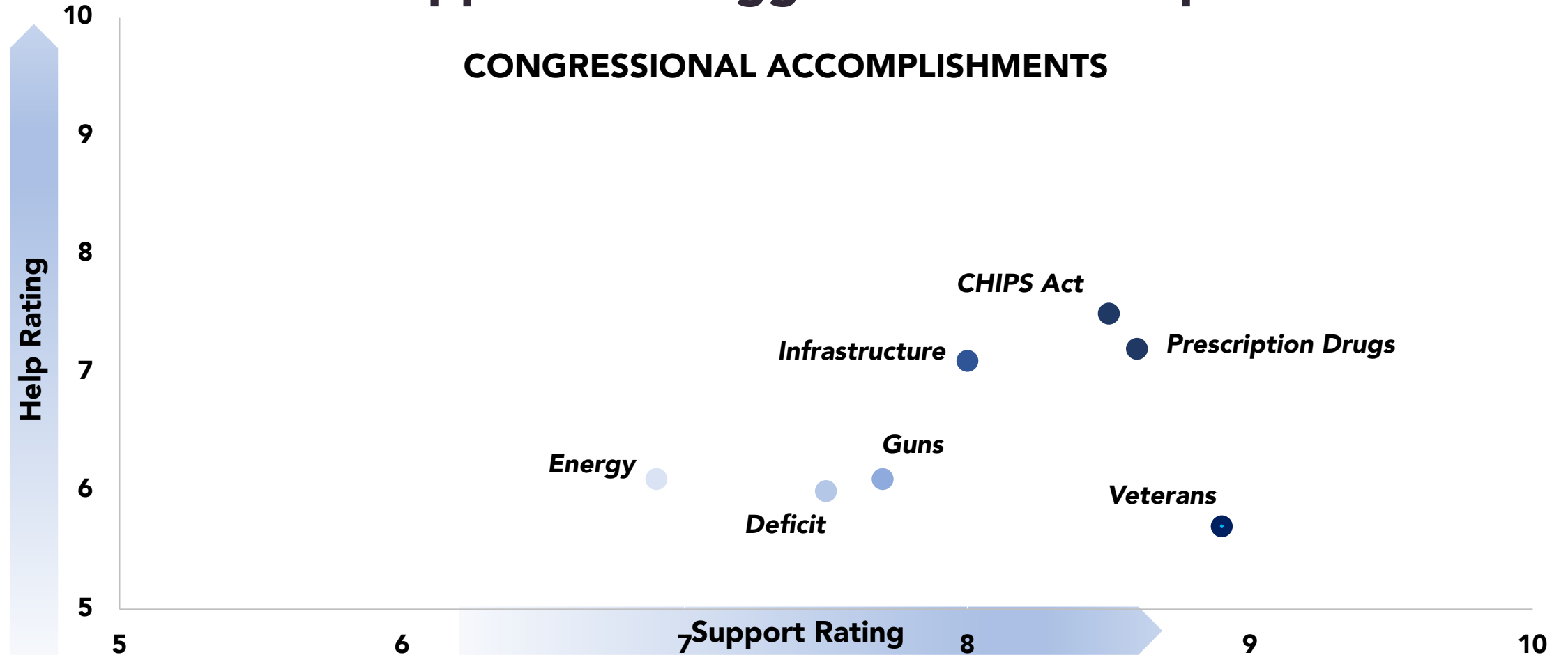
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

\*"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.

\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

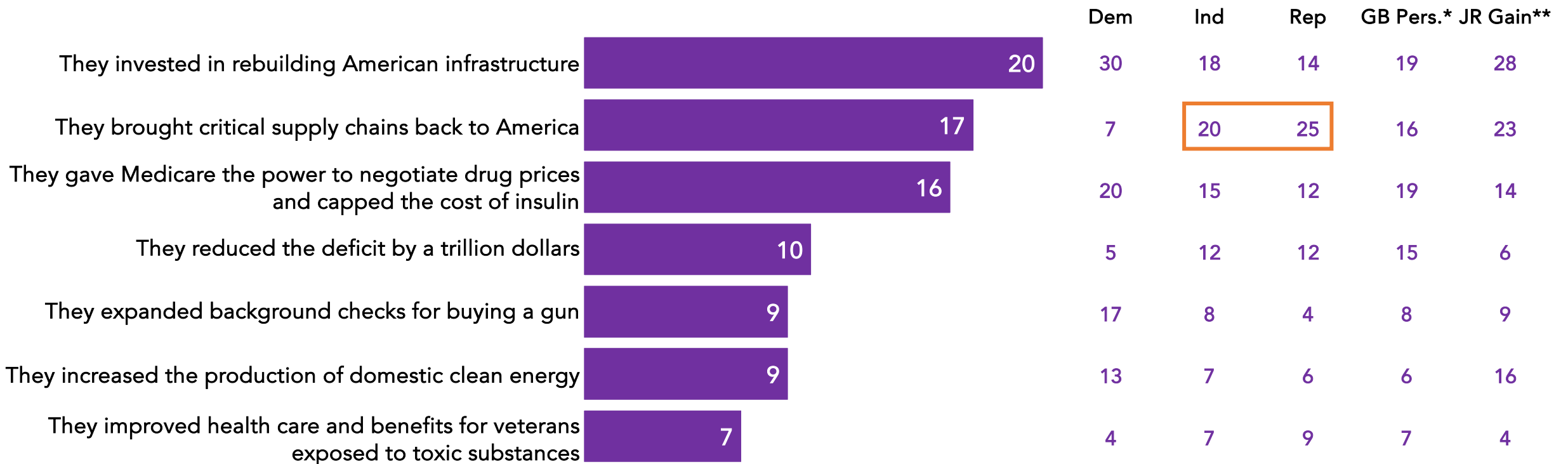
# Lowering Drug Costs and the CHIPS Act Are Two Accomplishments With the Most Support and Biggest Personal Impact



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

# Rebuilding Infrastructure, Bringing Supply Chains Back, & Lowering Drug Costs Are Most Personally Important to Constituents

Which of the following things that Congress has done is most important to you personally?



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

\*"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.

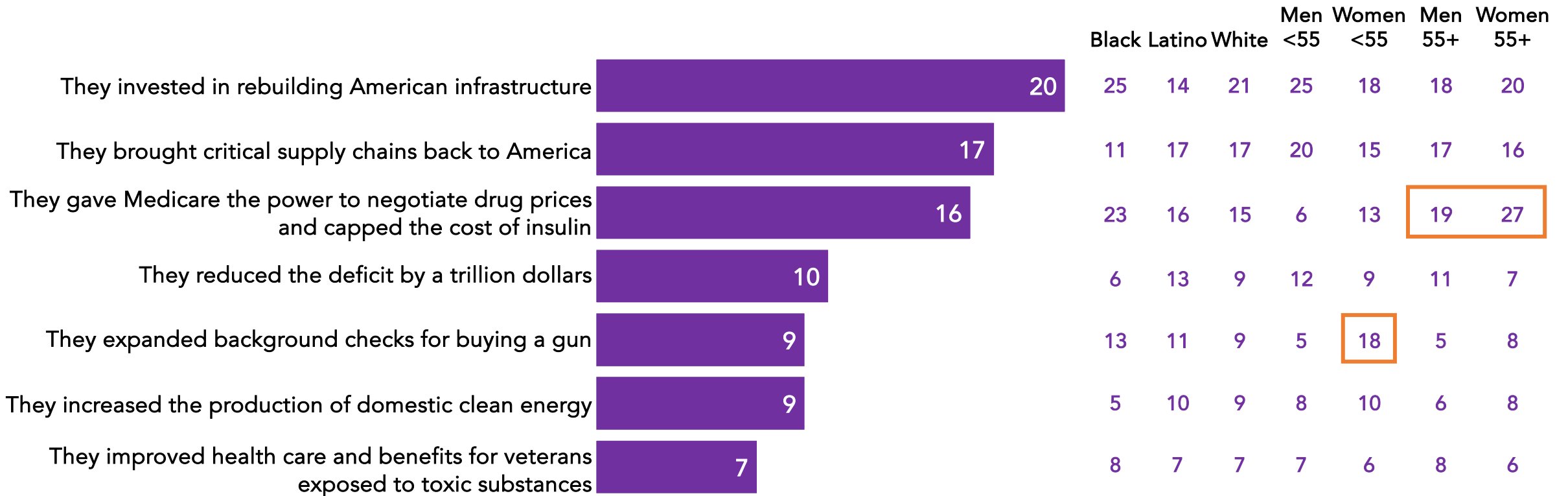
\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).



# Younger Women Say Background Checks Are Most Important; Medicare Negotiation Most Important to Older Constituents

Which of the following things that Congress has done is most important to you personally?



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

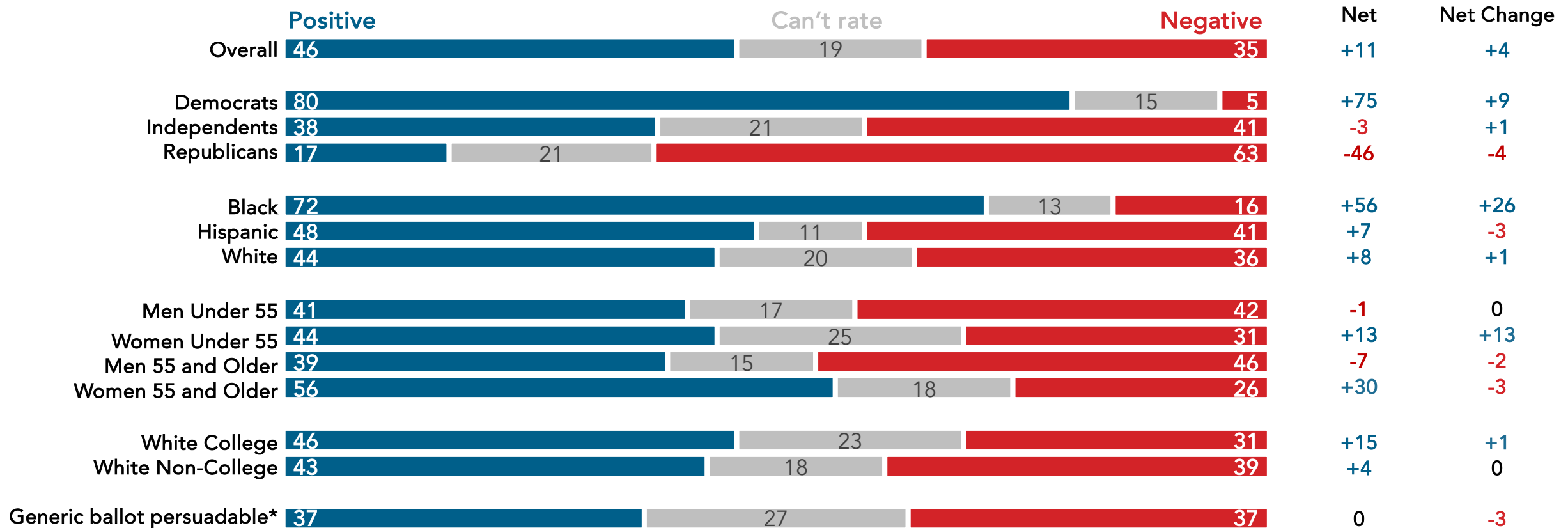
\*\*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

# Learning More About Congressional Accomplishments Improves Democratic Lawmakers' Job Rating By a Net 4 Points

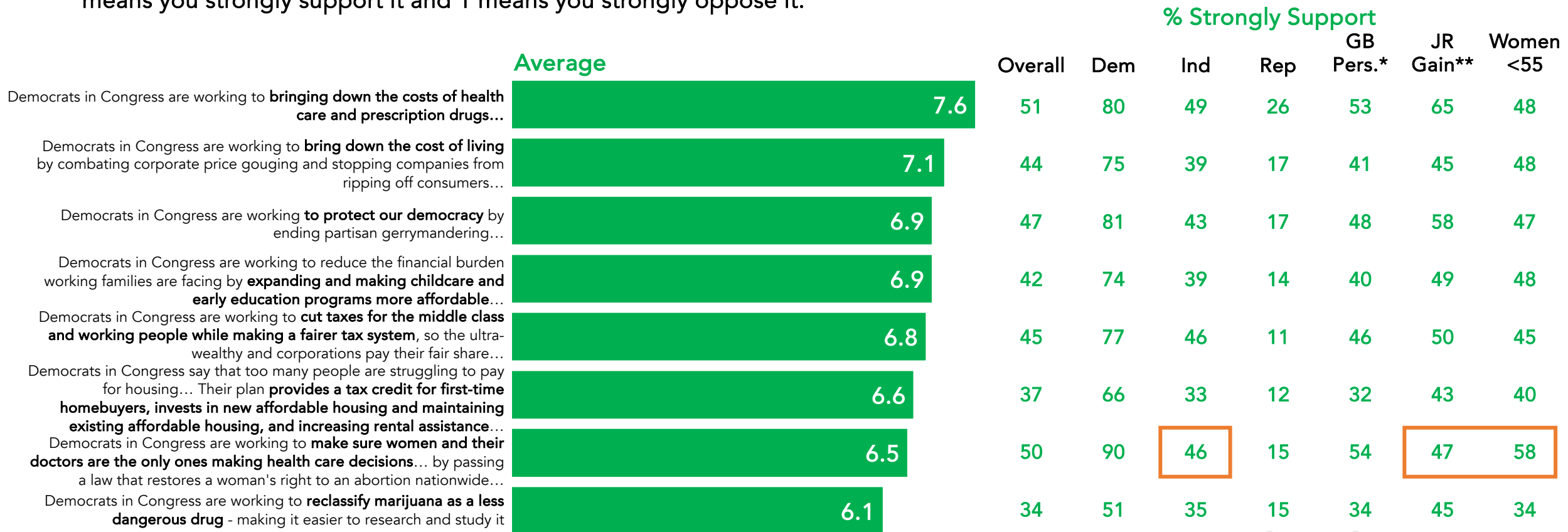
After learning more, how would you rate the job [DEMOCRATIC LAWMAKER] is doing as a member of Congress?



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.  
 \*"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](https://navigatorresearch.org/battleground).

# Messages That Focus on Bringing Down Costs Resonate Most With Constituents

Here are some things Democrats in Congress plan to do. After each, please indicate how much you support these things, where 10 means you strongly support it and 1 means you strongly oppose it.



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

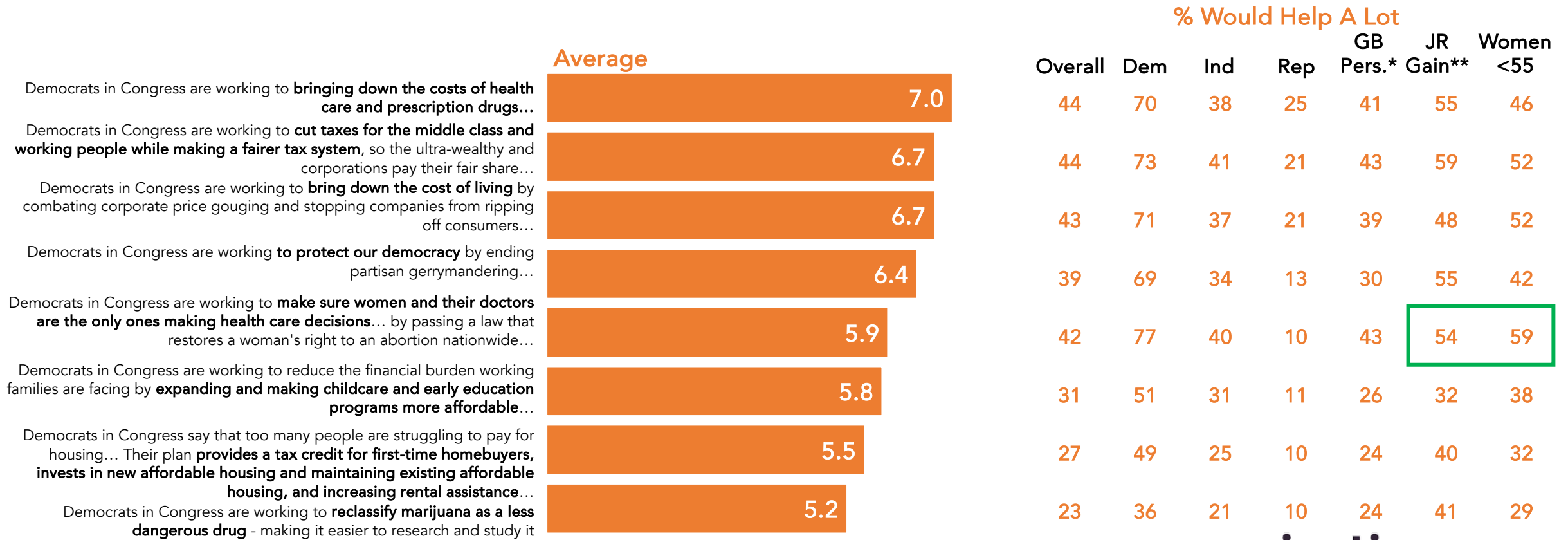
\*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

For more info, visit [navigatorresearch.org/battleground](https://navigatorresearch.org/battleground).

# Constituents Say Bringing Down Health Care and Consumer Costs, and Lowering Middle Class Taxes Will Help Their Lives Most

Here are some things Democrats in Congress plan to do. After each, please indicate how much of these things would help people like you and your family, where 10 means it would help people like you and your family a lot and 1 means it would not help people like you and your family at all.



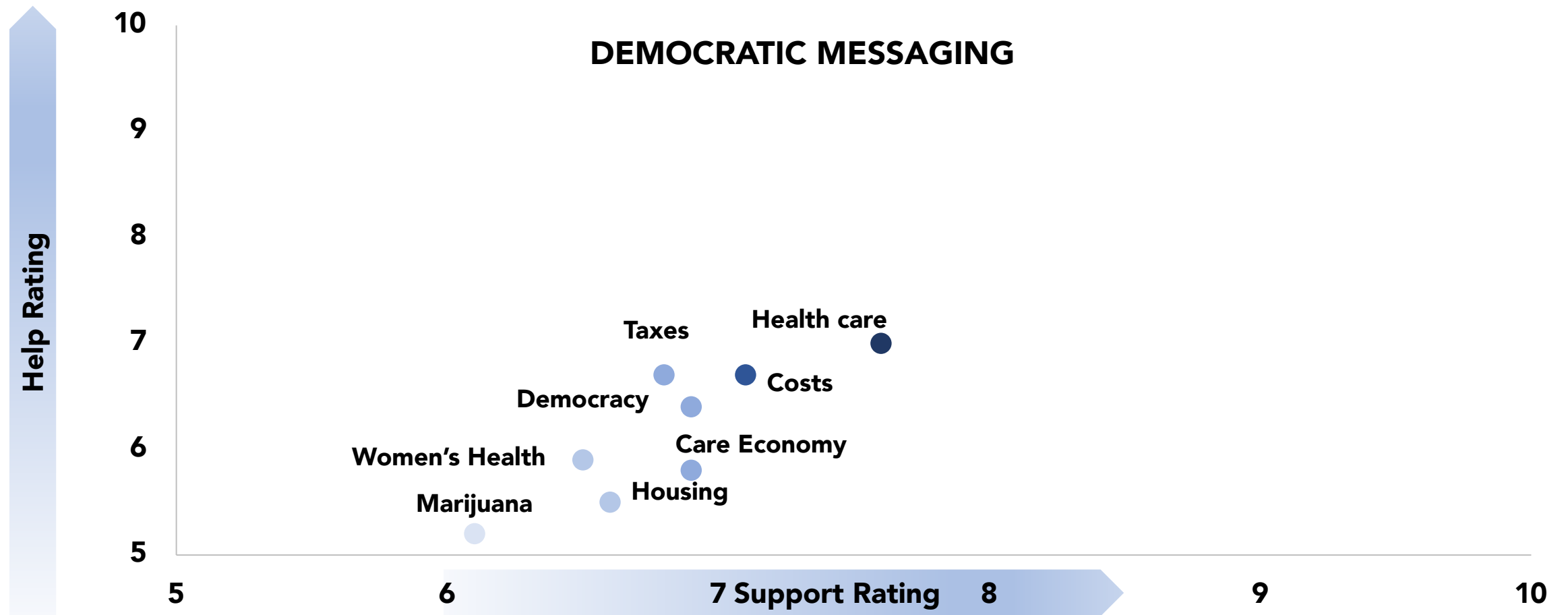
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

\*"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.

\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

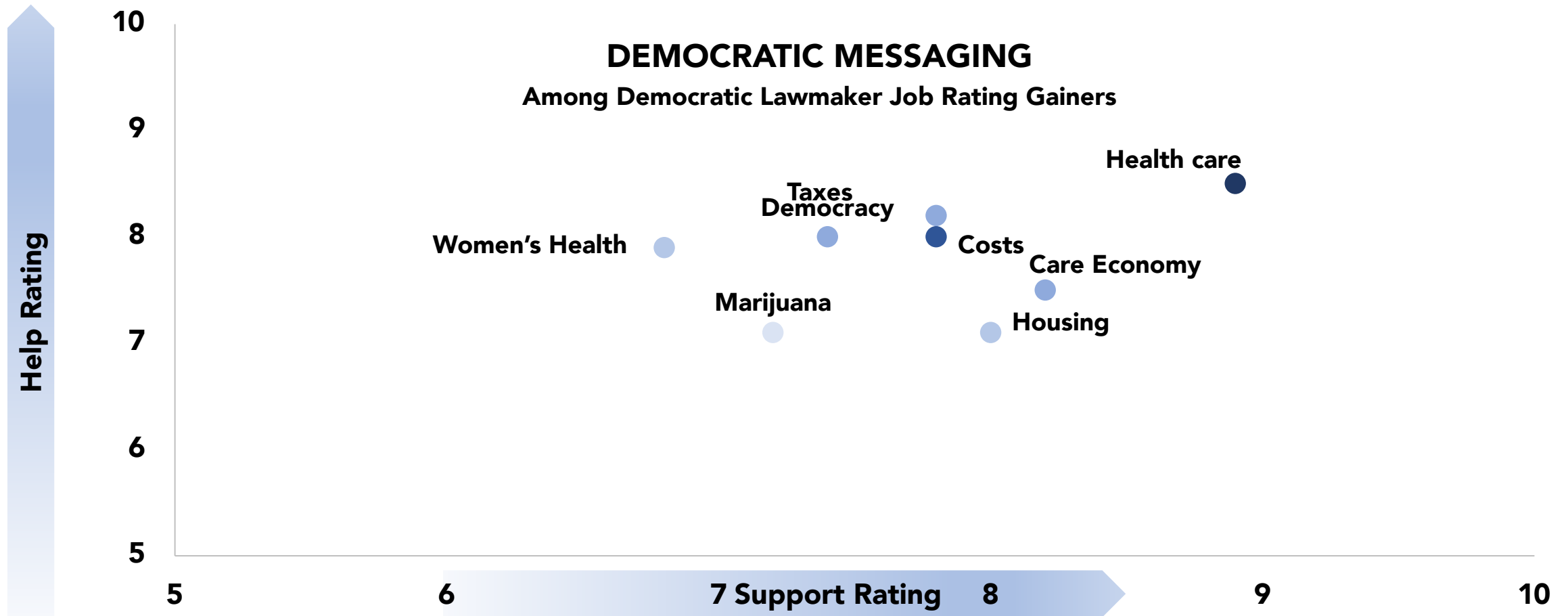
For more info, visit [navigatortresearch.org/battleground](https://navigatortresearch.org/battleground).

# Lowering Health Care and Consumer Good Costs Both Will Positively Impact Constituents' Lives and Have Their Support



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. For more info, visit [navigatortresearch.org/battleground](https://navigatortresearch.org/battleground).

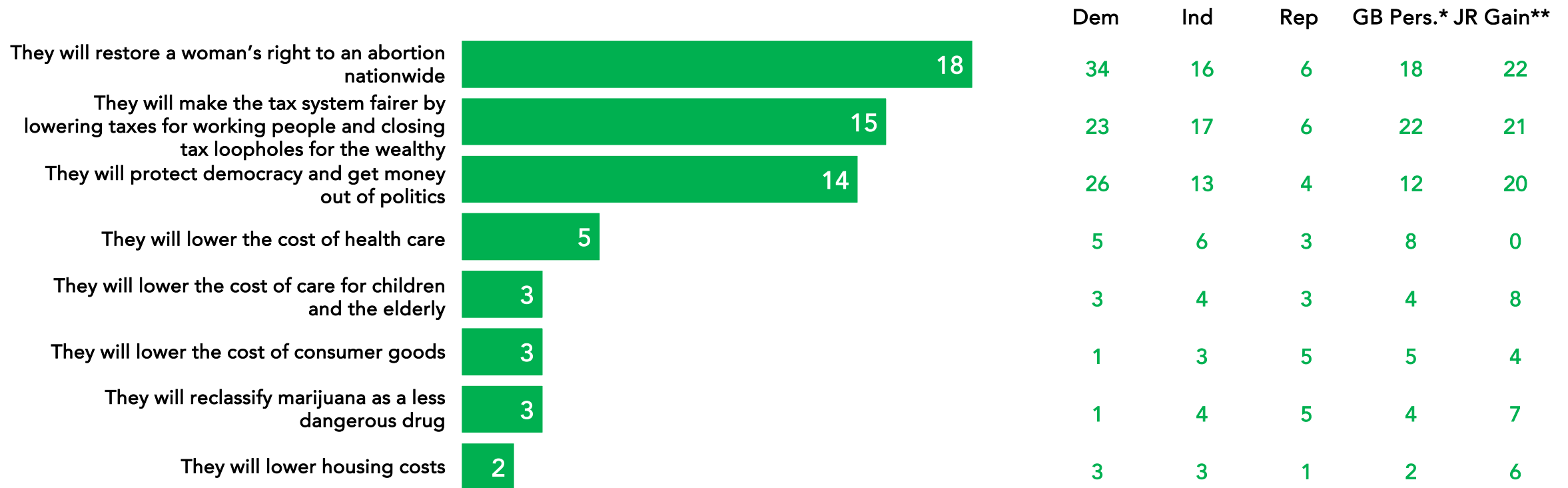
# Those Growing More Positive of Democratic Lawmakers Are Most Positively Impacted and Supportive of Lowering Health Care Costs



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.  
For more info, visit [navigatortresearch.org/battleground](https://navigatortresearch.org/battleground).

# Restoring Abortion Rights Continues to be a Key Reason for Constituents to Support Democrats in Congress

Regardless of how you might vote, what is the best reason to support Democrats in Congress?



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

\*"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.

\*\*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings.

For more info, visit [navigatortresearch.org/battleground](https://navigatortresearch.org/battleground).

# Appendix: Complete Messages

**[HOUSING]** Democrats in Congress say that too many people are struggling to pay for housing, and they are fighting to make housing affordable for all Americans. Their plan provides a tax credit for first-time homebuyers, invests in new affordable housing and maintaining existing affordable housing, and increasing rental assistance for vulnerable populations like veterans and the recently homeless.

**[TAXES]** Democrats in Congress are working to cut taxes for the middle class and working people while making a fairer tax system, so the ultra-wealthy and corporations pay their fair share by closing tax loopholes that only benefit the ultra-wealthy and corporations.

**[CARE ECONOMY]** Democrats in Congress are working to reduce the financial burden working families are facing by expanding and making childcare and early education programs more affordable and increasing access to home care for the elderly.

**[WOMEN'S HEALTH CARE]** Democrats in Congress are working to make sure women and their doctors are the only ones making health care decisions, not politicians, by passing a law that restores a woman's right to an abortion nationwide, protect access to fertility treatments, like IVF, and contraception.

**[COSTS]** Democrats in Congress are working to bring down the cost of living by combating corporate price gouging and stopping companies from ripping off consumers with expensive, hidden junk fees like online convenience fees and service charges.

**[MARIJUANA]** Democrats in Congress are working to reclassify marijuana as a less dangerous drug - making it easier to research and study it, allowing veterans to use medical marijuana in states where it's legal, and protecting banks that provide services for state regulated marijuana small businesses.

**[HEALTH CARE]** Democrats in Congress are working to bringing down the costs of health care and prescription drugs by capping the prices of prescription drugs like insulin, stopping price hikes for premiums, and expanding Medicare benefits to cover dental, vision, and hearing.

**[DEMOCRACY]** Democrats in Congress are working to protect our democracy by ending partisan gerrymandering so politicians can't choose their voters, get special interest money out of politics, and secure our elections.



# 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	

# navigating *the* \* **battleground**

a product of **navigator\***

## 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 1,600 likely 2024 general election voters from May 30 - June 4, 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](mailto:press@navigatorresearch.org)

To learn more about Navigator  
or Navigating the  
Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter