navigating the ***battleground**

Monday, June 17th, 2024

Perceptions of Congressional Accomplishments in the Battleground





Methodology

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

 Impact Research conducted by text-to-web.

 Impact Research 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 <u>and</u> 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?

Named Democratic Lawmakers

	Named Democratic Lawmakers				Named Republican Lawmakers						
	Positive	Don't know	Negative	Net	Positive	Don't know	Negative	Net			
Overall	43	21	36	+7	33	23	44	-11			
Democrats	73		19 7	+66	6 20		74	-68			
Independents	37	21	41	-4	29	28	43	-14			
Republicans	17	24	59	-42	63		19 18	+45			
Black	51	28	21	+30	19	19	61	-42			
Hispanic	47	16	37	+10	22	29	49	-27			
White	43	21	36	+7	36	22	42	-6			
Men Under 55	38	24	39	-1	35	23	42	-7			
Women Under 55	38	24	38	0	21	27	52	-31			
Men 55 and Older	38	19	43	-5	43	18	39	+4			
Women 55 and Older	58	17	25	+33	37	22	41	-4			
White Non-College	43	18	39	+4	33	23	44	-11			
White College	44	26	30	+14	41	20	39	+2			
Generic ballot persuadable*	39	25	36	+3	22	30	48	-26			

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.

navigating the *battleground

Namod Popublican Lawmakors

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

% Strongly Support

navigating the *battleground

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.

		% Strongly Support				ort			
	Average	Overall	Dem.	Ind.	Rep.	GB Pers*	JR Gain**		
Congress passed a law that expands and improves health care and benefits for veterans who were exposed to toxic burn pits, Agent Orange, and other toxins		65	80	64	56	67	64		
Congress passed a law that gives Medicare the power to negotiate lower prescription drug prices for seniors and caps the cost of insulin at \$35		62	80	61	50	63	73		
Congress passed a law to bring critical supply chains and manufacturing jobs back home from China, tackle inflation by reducing production delays, and make goods in America again	8.5	55	53	59	56	57	68		
Congress passed a law that will rebuild America's crumbling roads and bridges, expand rural internet access, and replace lead water pipes		49	75	42	32	44	68		
Congress passed a law that closes background check loopholes and blocks gun ownership for people convicted of domestic abuse		54	78	51	34	56	56		
Congress has reduced the deficit by a trillion dollars, and it will be further reduced by an additional \$3 trillion dollars		40	46	43	33	37	44		
Congress passed a law that expands domestic clean energy production to lower energy costs for consumers, reduce pollution by 40%, and decrease our dependence on foreign energy from countries like Russia and in the Middle East	6.9	39	65	38	15	36	54		
				-	-		ļ		

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.

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

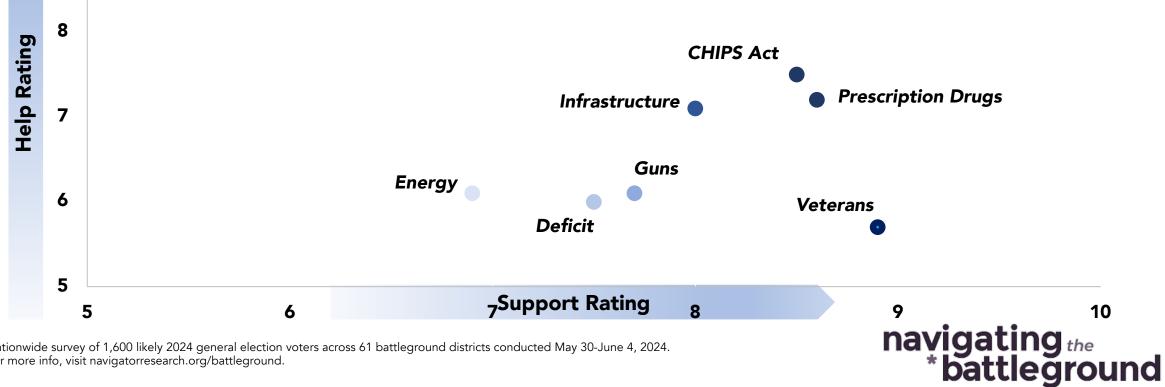
Here are some things Congress has done in the last couple of years. After each, please indicate how much these things that Congress has done would help people like you and your family, where 10 means it would help people like you and your family a lot and 1 means it would not help people like you and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

	Average	Overall	Dem.	Ind.	Rep.	GB Pers.*	JR Gain**
Congress passed a law to bring critical supply chains and manufacturing jobs back home from China, tackle inflation by reducing production delays, and make goods in America again		7.5 40	41	32	49	32	32
Congress passed a law that gives Medicare the power to negotiate lower prescription drug prices for seniors and caps the cost of insulin at \$35	7	.2 41	54	37	34	34	46
Congress passed a law that will rebuild America's crumbling roads and bridges, expand rural internet access, and replace lead water pipes	7.	1 35	53	29	23	34	42
Congress passed a law that closes background check loopholes and blocks gun ownership for people convicted of domestic abuse	6.1	29	47	25	18	23	36
Congress passed a law that expands domestic clean energy production to lower energy costs for consumers, reduce pollution by 40%, and decrease our dependence on foreign energy from countries like Russia and in the Middle East	6.1	28	48	21	15	19	30
Congress has reduced the deficit by a trillion dollars, and it will be further reduced by an additional \$3 trillion dollars	6.0	23	25	22	24	17	28
Congress passed a law that expands and improves health care and benefits for veterans who were exposed to toxic burn pits, Agent Orange, and other toxins	5.7	25	30	22	25	20	39
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts *"Generic ballot persuadable" are those who did not choose a Democratic or Republican cand 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.	conducted May 30-June 4, 2024. idate on who they would likely		nav	igat bati	ting tleg	the FOUR	nd

% Would Help A Lot

Lowering Drug Costs and the CHIPS Act Are Two Accomplishments With the Most Support and Biggest Personal Impact 10





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.

9

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?

	Dem	Ind	Rep	GB Pers.* J	R Gain**
They invested in rebuilding American infrastructure 20	30	18	14	19	28
They brought critical supply chains back to America 17	7	20	25	16	23
They gave Medicare the power to negotiate drug prices and capped the cost of insulin	20	15	12	19	14
They reduced the deficit by a trillion dollars 10	5	12	12	15	6
They expanded background checks for buying a gun 9	17	8	4	8	9
They increased the production of domestic clean energy 9	13	7	6	6	16
They improved health care and benefits for veterans 7 exposed to toxic substances	4	7	9	7	4

navigating the *battleground

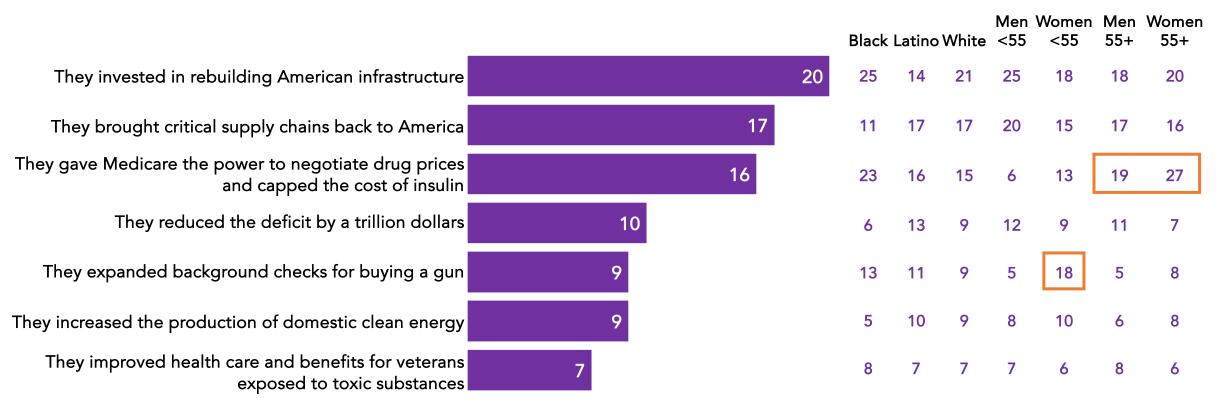
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. *"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely

support for Congress in the 2024 election.

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

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?



navigating the *battleground

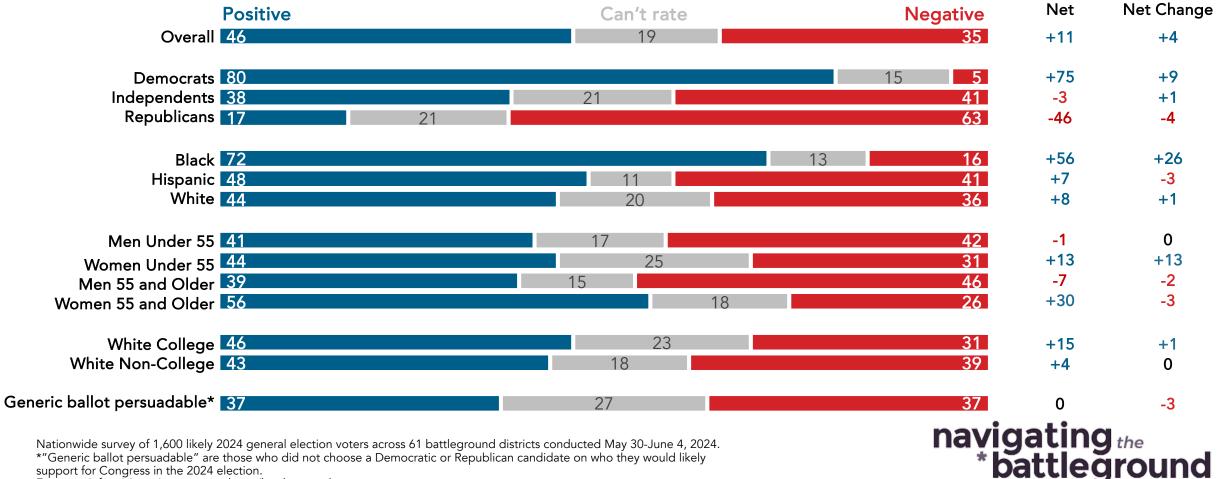
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. *"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely

support for Congress in the 2024 election.

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

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?



support for Congress in the 2024 election.

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. % Strongly Support

GB

JR

Women

<55

48

48

47

48

45

40

58

34

	Average	Overall	Dem	Ind	Rep	Pers.*	Gain**
Democrats in Congress are working to bringing down the costs of health care and prescription drugs	7.6	51	80	49	26	53	65
Democrats in Congress are working to bring down the cost of living by combating corporate price gouging and stopping companies from ripping off consumers	7.1	44	75	39	17	41	45
Democrats in Congress are working to protect our democracy by ending partisan gerrymandering	6.9	47	81	43	17	48	58
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	6.9	42	74	39	14	40	49
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	6.8	45	77	46	11	46	50
Democrats in Congress say that too many people are struggling to pay for housing Their plan provides a tax credit for first-time homebuyers, invests in new affordable housing and maintaining existing affordable housing, and increasing rental assistance	6.6	37	66	33	12	32	43
Democrats in Congress are working to make sure women and their doctors are the only ones making health care decisions by passing a law that restores a woman's right to an abortion nationwide	6.5	50	90	46	15	54	47
Democrats in Congress are working to reclassify marijuana as a less dangerous drug - making it easier to research and study it	6.1	34	51	35	15	34	45
Nationwide survey of 1,600 likely 2024 general election voters acro *"Generic ballot persuadable" are those who did not choose a De support for Congress in the 2024 election. *" IR Gain" are those who grew more positive of the Democratic la	mocratic or Republican candidate on who they would likely			na	viga *ba	ating ttleg	g the

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.

Democrats in

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.

Overall	Dem	Ind	Rep	GB Pers.* (JR Gain**	Women <55
44	70	38	25	41	55	46
44	73	41	21	43	59	52
43	71	37	21	39	48	52
39	69	34	13	30	55	42
42	77	40	10	43	54	59
31	51	31	11	26	32	38
27	49	25	10	24	40	32
23	36	21	10	24	41	29
		na	viga *ba	atin	g the	bund

	Average
s of health on drugs	7.0
e class and ealthy and air share of living by	6.7
om ripping nsumers	6.7
by ending indering	6.4
ir doctors a law that ionwide	5.9
en working education ordable	5.8
to pay for mebuyers, affordable	5.5
sistance a as a less nd study it	5.2
ers across 61	battleground districts conducted May 30-June 4, 2024.

% Would Help A Lot

down the costs of health	Democrats in Congress are working to bringing
and prescription drugs	care
for the middle class and	Democrats in Congress are working to cut taxe

working people while making a fairer tax system, so the ultra-wealthy and corporations pay their fair share.

Democrats in Congress are working to **bring down the cost of living** b combating corporate price gouging and stopping companies from ripping off consumers.

Democrats in Congress are working **to protect our democracy** by ending partisan gerrymandering.

Democrats in Congress are working to **make sure women and their docto are the only ones making health care decisions**... by passing a law the restores a woman's right to an abortion nationwide.

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...

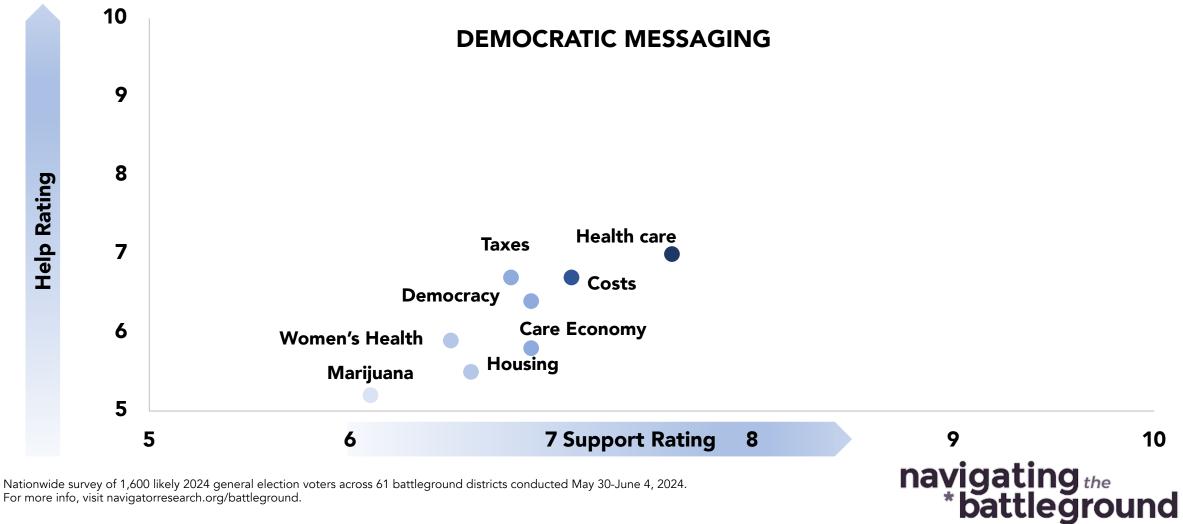
Democrats in Congress say that too many people are struggling to pay fo housing... Their plan **provides a tax credit for first-time homebuyers invests in new affordable housing and maintaining existing affordable housing, and increasing rental assistance**... Democrats in Congress are working to **reclassify marijuana as a les**

dangerous drug - making it easier to research and study it

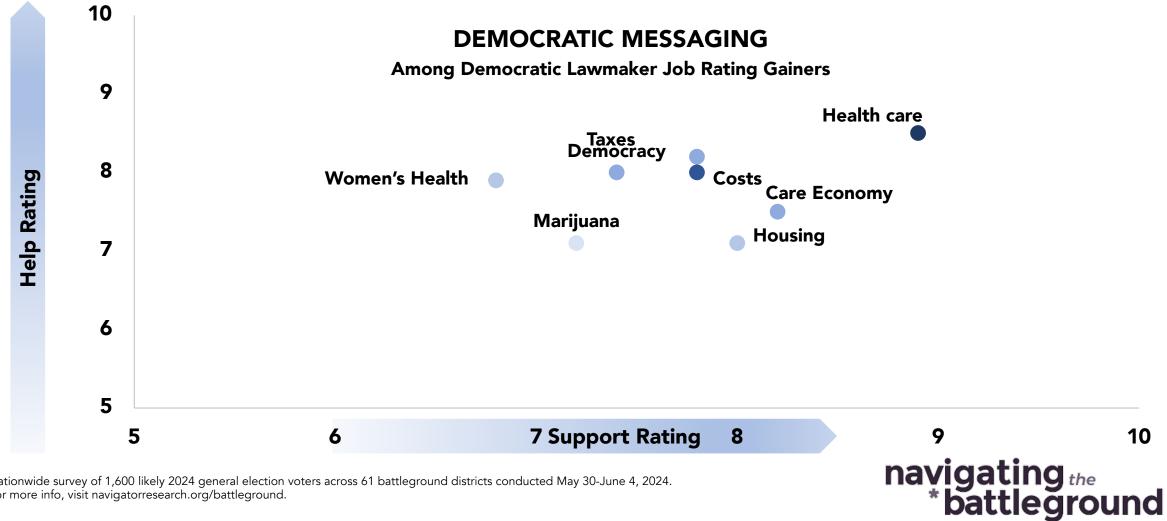
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. *"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

*"JR Gain" are those who grew more positive of the Democratic lawmakers' job ratings. For more info, visit navigatorresearch.org/battleground.

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



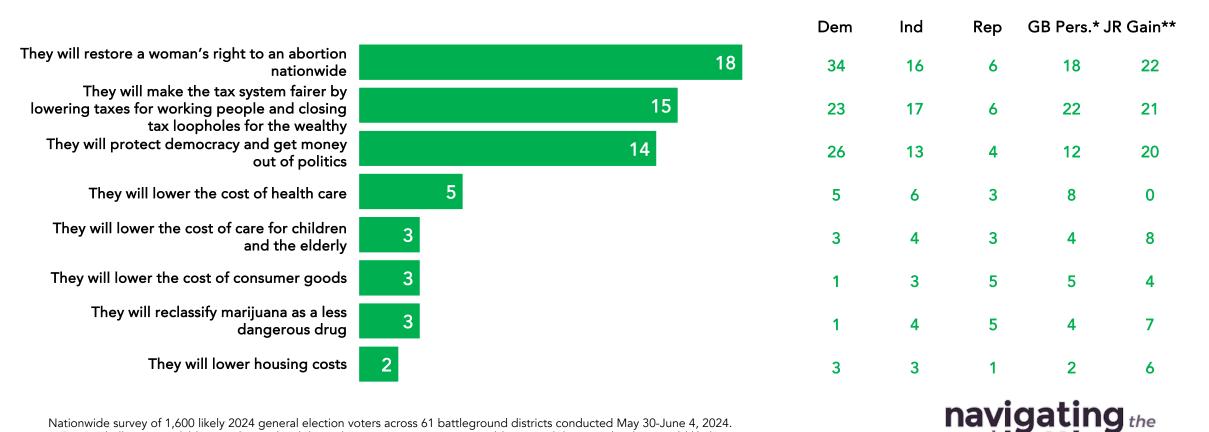
Those Growing More Positive of Democratic Lawmakers Are Most **Positively Impacted and Supportive of Lowering Health Care Costs**



Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. For more info, visit navigatorresearch.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?



battleground

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.

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			wmakers - 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**

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 1,600 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

To learn more about Navigator or Navigating the Battleground:

http://navigatorresearch.org

@NavigatorSurvey on Twitter