

navigating *the* *battleground

Monday, June 24th, 2024

The Political Landscape 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.



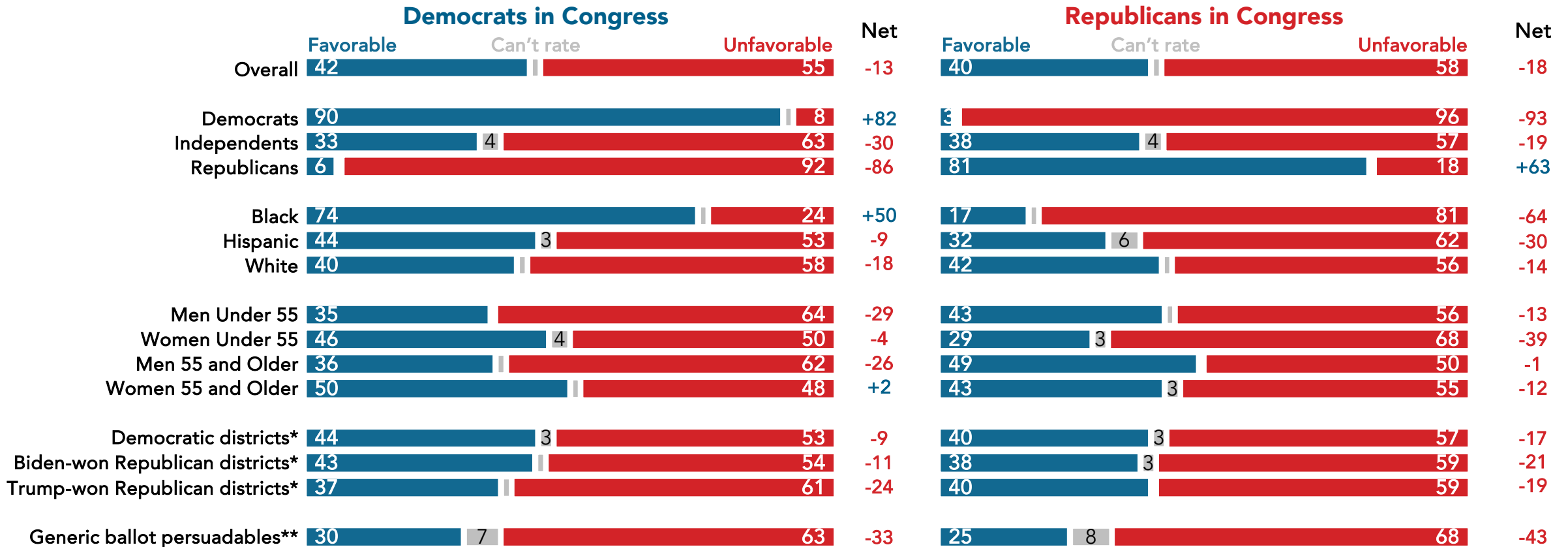
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **While both parties have net negative favorability ratings, named Democratic lawmakers have net positive ratings while named Republican lawmakers have net negative ratings.** Democratic lawmakers also have comparative advantages to Republican lawmakers on overall job ratings and handling the economy.
- **Named Democratic lawmakers are also more trusted on all issues more than Republican lawmakers.** This includes double-digit trust advantages on issues like protecting abortion rights, protecting democracy, making health care and prescription drugs more affordable protecting consumers, and looking out for the middle class.
- **Two in three battleground constituents continue to believe Republicans in Congress are prioritizing the wrong things.** Seven in ten also think they are focused more on non-economic issues and a majority believe their economic policies benefit the wealthy and corporations most.

While Both Parties in Congress Have Net Negative Favorability Ratings, Republicans Are More 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.



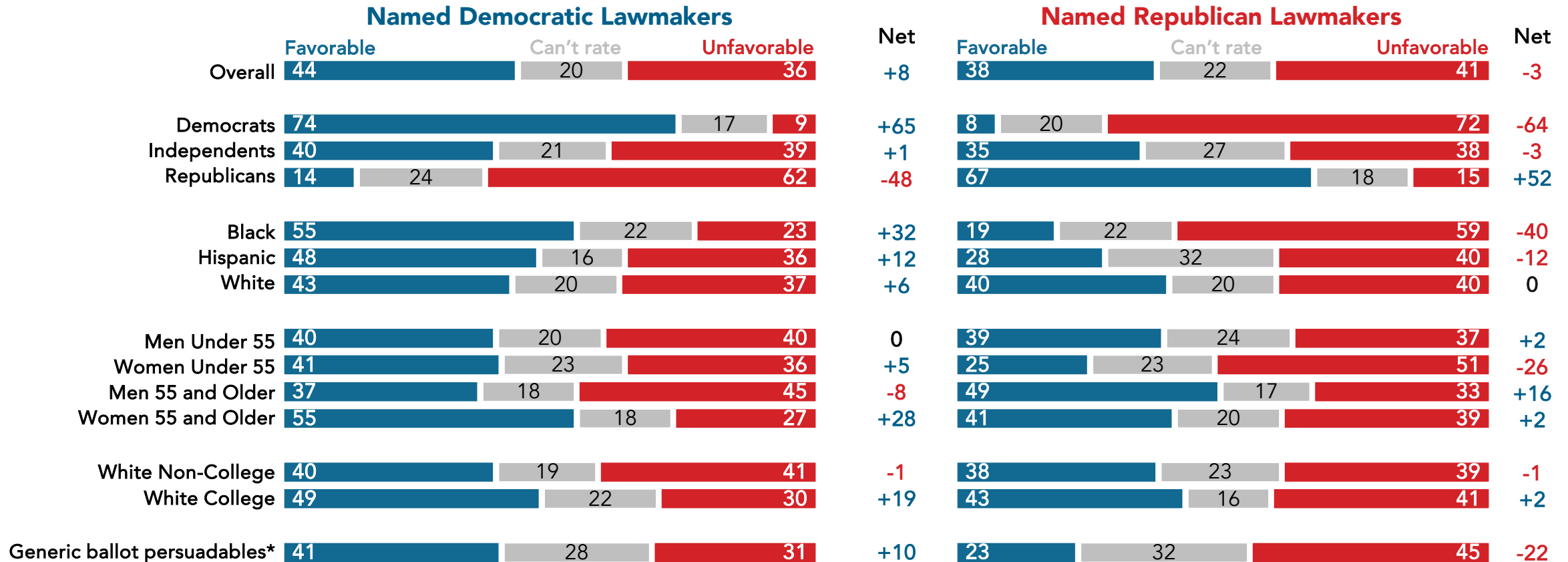
Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.

*See appendix for which districts were classified as Democratic districts, Biden-won Republican districts, and Trump-won Republican 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.

For more info, visit navigatortresearch.org/battleground.

Named Democratic Lawmakers Have Net Positive Favorability; Constituents Are More Negative Toward Republican Lawmakers

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.

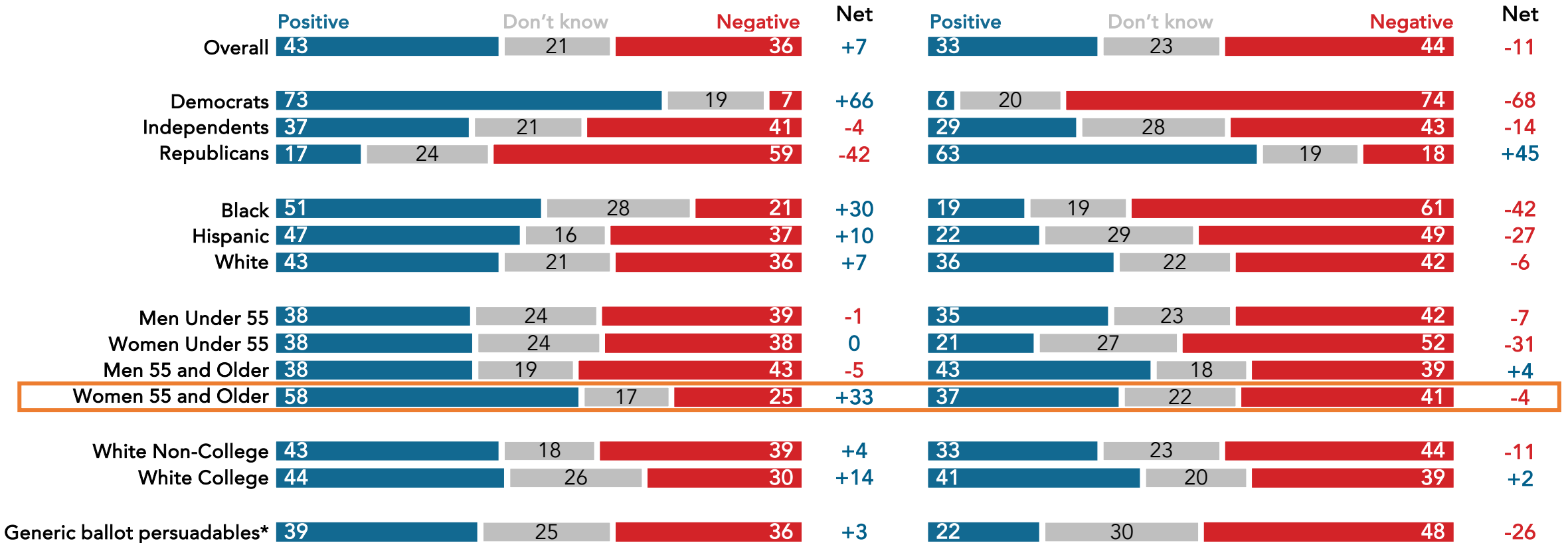


Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.
 *"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more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

Democratic Lawmakers Hold Net Positive Job Ratings; Republican Lawmakers Are Underwater 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?

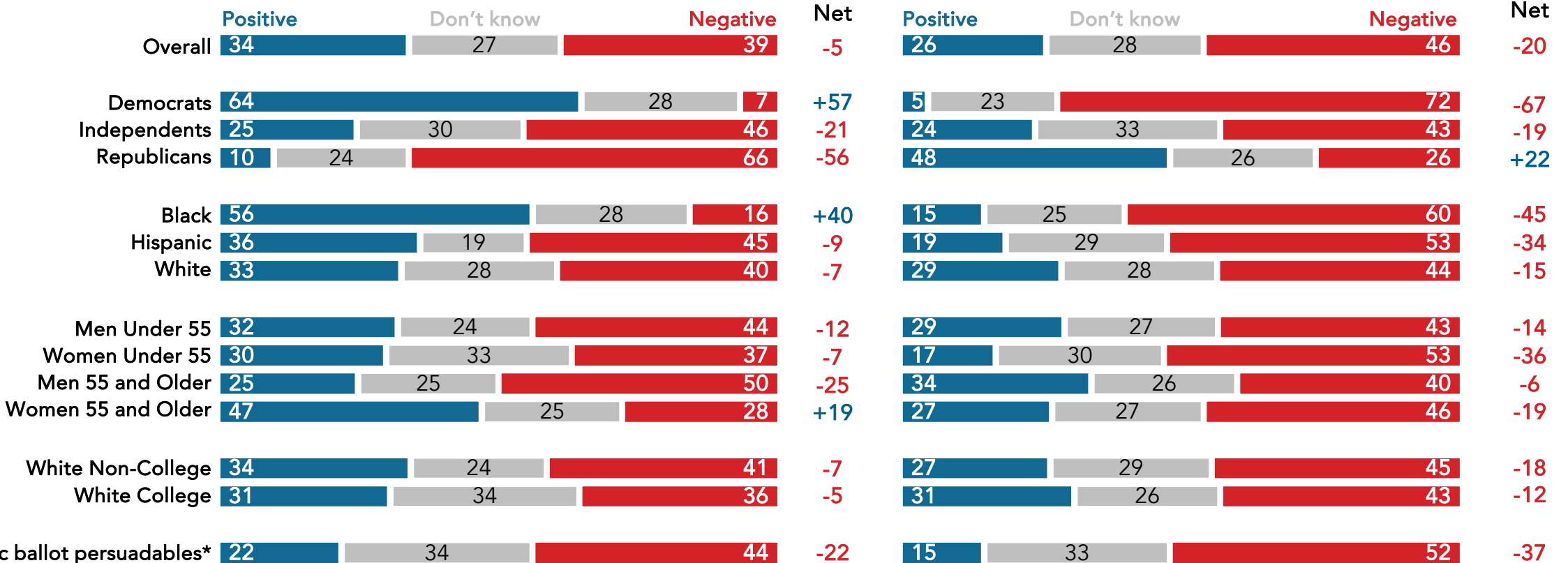


Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024.
 *"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more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

While Both Parties Have Net Negative Ratings On the Economy, Republican Lawmakers Are Rated Much More Negatively

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

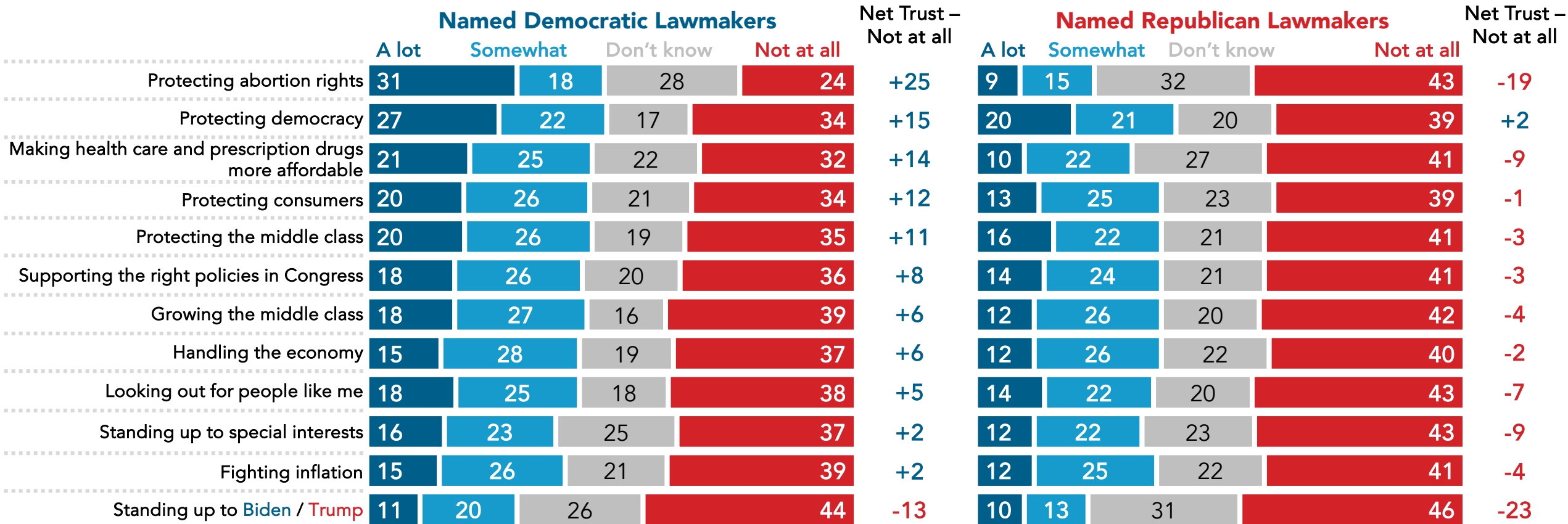
How would you rate the job [NAMED REPUBLICAN LAWMAKER] is doing on the economy?



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

Across All Issues, Named Democratic Lawmakers Are More Trusted Than Republican Lawmakers

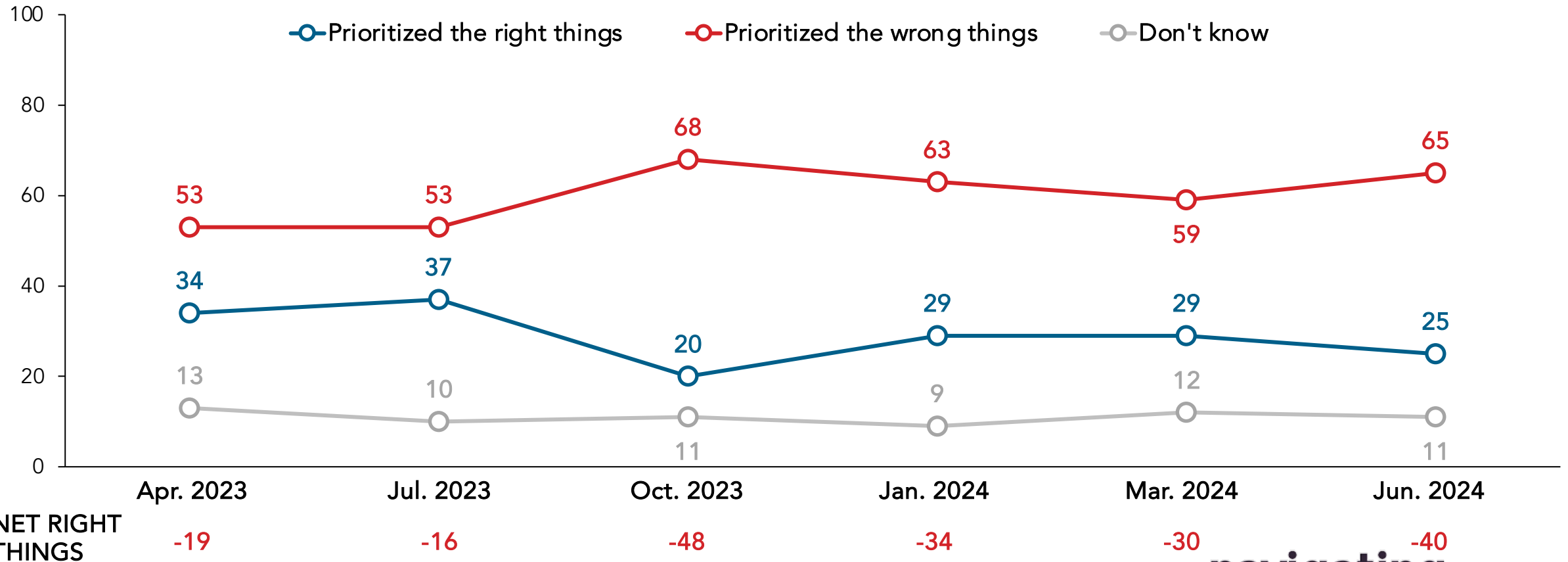
Next, here are some different issues. For each one, please indicate whether you trust [NAMED LAWMAKER] to handle that issue a lot, somewhat, or not at all.



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.

Most Constituents Continue to Believe Republicans Are Prioritizing the Wrong Things in Congress Since Taking Control

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

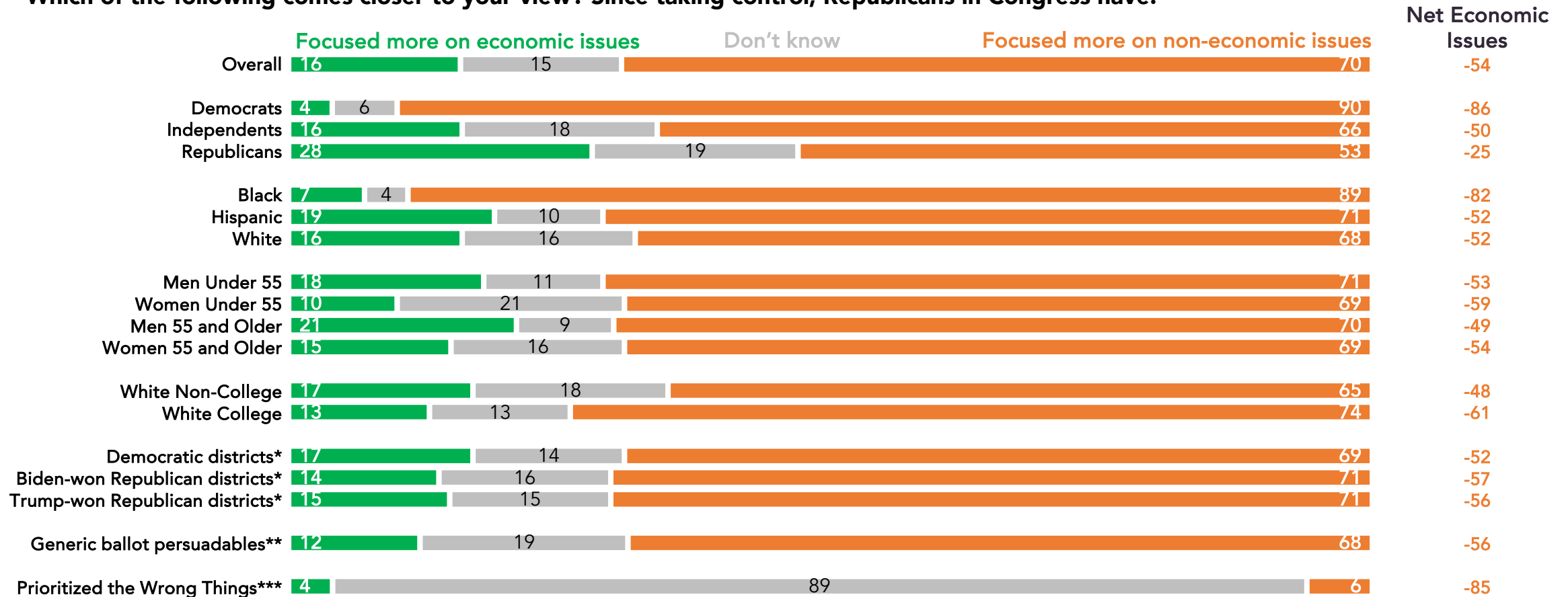


Nationwide survey of 1,600 likely 2024 general election voters across 61 battleground districts conducted May 30-June 4, 2024. For more info, visit navigatorresearch.org/battleground.

navigating *the*
*battleground

Seven in Ten Battleground Constituents Think Republicans Are Focused on Non-Economic Issues

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



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

*See appendix for which districts were classified as Democratic districts, Biden-won Republican districts, and Trump-won Republican 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. ***"Prioritized the wrong things" are those who indicated Republicans in Congress are prioritizing the wrong things in a different question. For more info, visit navigatortresearch.org/battleground.

Most Battleground Constituents Think Republican Economic Policies Mainly Benefit the Wealthy and Corporations

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



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

*See appendix for which districts were classified as Democratic districts, Biden-won Republican districts, and Trump-won Republican 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.

For more info, visit navigatorresearch.org/battleground.

Appendix: Congressional Districts Included In Sample

Dem Lawmaker			Rep Lawmaker - Biden		Rep Lawmaker - 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 of 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