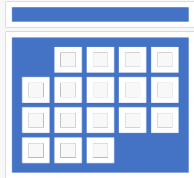# Methodology

Impact Research conducted seven surveys of N=1,500 likely 2024 general election voters in 61 battleground congressional districts.

The first wave of interviews was conducted in April 2023, and the seventh wave of interviews was conducted in August 2024.
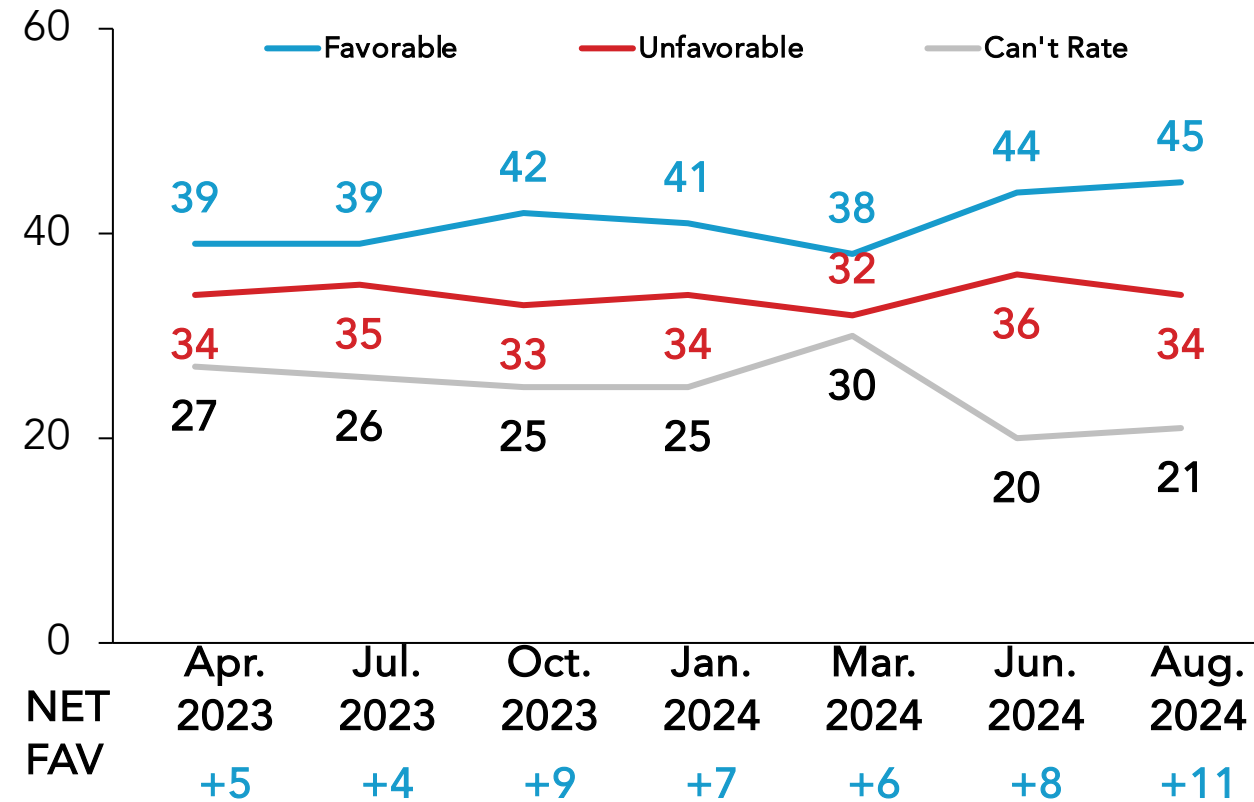
The margin of error for each survey sample is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

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Key Takeaways

- **Democratic lawmakers are outperforming their Republican colleagues on various important metrics. Democrats are more popular personally, have a better job rating, and a better job rating on the economy than Republican incumbents.**

- **Battleground constituents trust Democratic lawmakers more than Republicans on key issues. Democrats hold an advantage on important issues like protecting abortion rights, making health care and prescription drugs more affordable, and ensuring that the wealthy pay their fair share in taxes.**

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Since April of Last Year, Democratic Lawmakers Have Consistently Outpaced Their Republican Colleagues' Popularity

Please indicate whether you have a favorable or unfavorable view of [Democratic Incumbent].

Favorable —— Unfavorable —— Can't Rate ——

Favorable: 39, 39, 42, 41, 38, 44, 45
Unfavorable: 34, 35, 33, 34, 32, 36, 34
Can't Rate: 27, 26, 25, 25, 30, 20, 21

	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024	Mar. 2024	Jun. 2024	Aug. 2024
NET FAV	+5	+4	+9	+7	+6	+8	+11

Please indicate whether you have a favorable or unfavorable view of [Republican Incumbent].
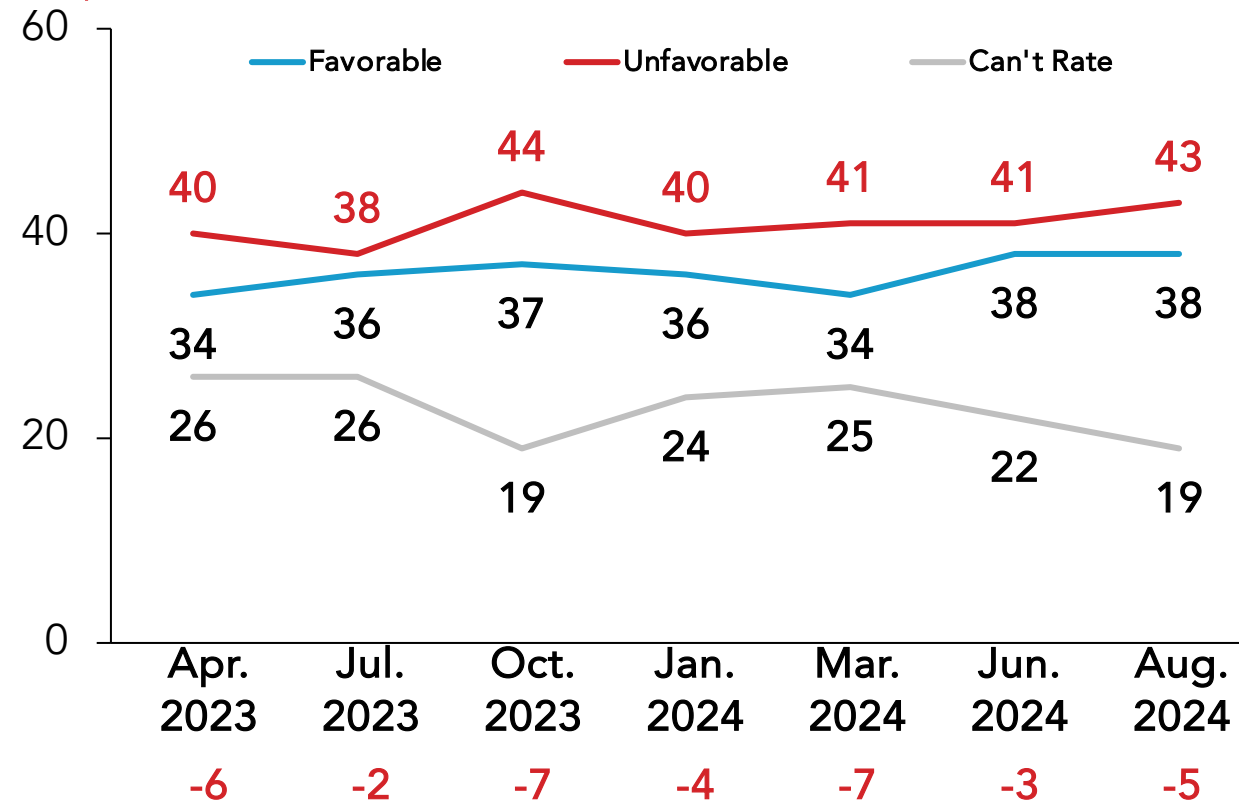
Favorable —— Unfavorable —— Can't Rate ——

Unfavorable: 40, 38, 44, 40, 41, 41, 43
Favorable: 34, 36, 37, 36, 34, 38, 38
Can't Rate: 26, 26, 19, 24, 25, 22, 19

	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024	Mar. 2024	Jun. 2024	Aug. 2024
NET FAV	-6	-2	-7	-4	-7	-3	-5

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7- 12, 2024. For more info, visit navigatorresearch.org/battleground.
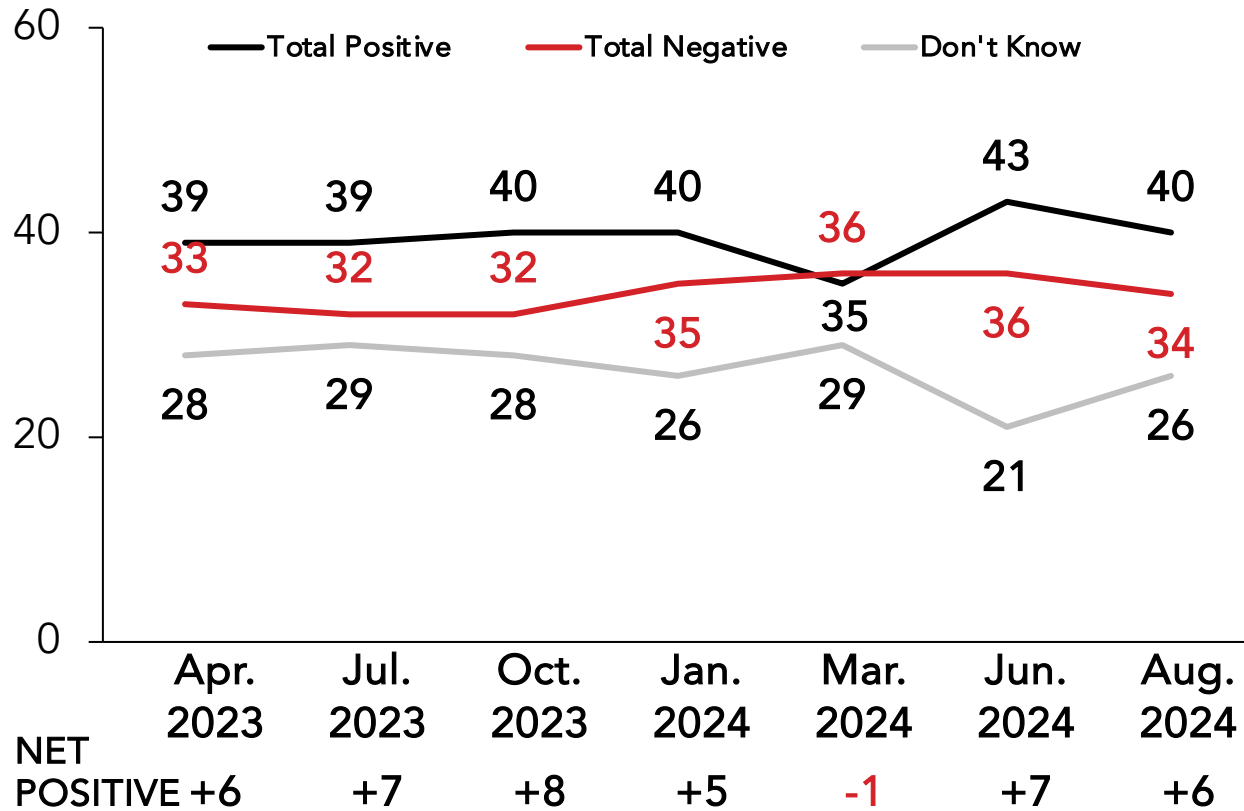
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Among Key Subgroups, Democratic Lawmakers Are Also More Popular Than Republican Lawmakers

Lawmakers' Net Favorability	Democrats	Republicans	Net Difference: Dem – Rep
Overall	+11	-5	+16
Men	+1	+2	-1
Women	+19	-8	+27
Black	+37	-8	+45
Hispanic	+22	-6	+28
White	+8	-3	+11
<55	+8	-9	+17
55+	+15	+3	+12
College Educated	+16	-16	+32
Non-College	+8	+2	+6

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The Gap Between Democratic and Republican Lawmakers' Net Job Rating Has Been Around Double Digits Starting in April 2023

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

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

Democratic Incumbent chart (left):
Legend: Total Positive (black), Total Negative (red), Don't Know (gray)

Total Positive: 39, 39, 40, 40, 35, 43, 40
Total Negative: 33, 32, 32, 35, 36, 36, 34
Don't Know: 28, 29, 28, 26, 29, 21, 26

Republican Incumbent chart (right):
Legend: Total Positive (black), Total Negative (red), Don't Know (gray)

Total Positive: 32, 35, 33, 33, 30, 33, 36
Total Negative: 39, 37, 43, 39, 42, 44, 42
Don't Know: 30, 28, 24, 28, 28, 23, 23

X-axis (both): Apr. 2023, Jul. 2023, Oct. 2023, Jan. 2024, Mar. 2024, Jun. 2024, Aug. 2024

NET POSITIVE (Democratic): +6, +7, +8, +5, -1, +7, +6

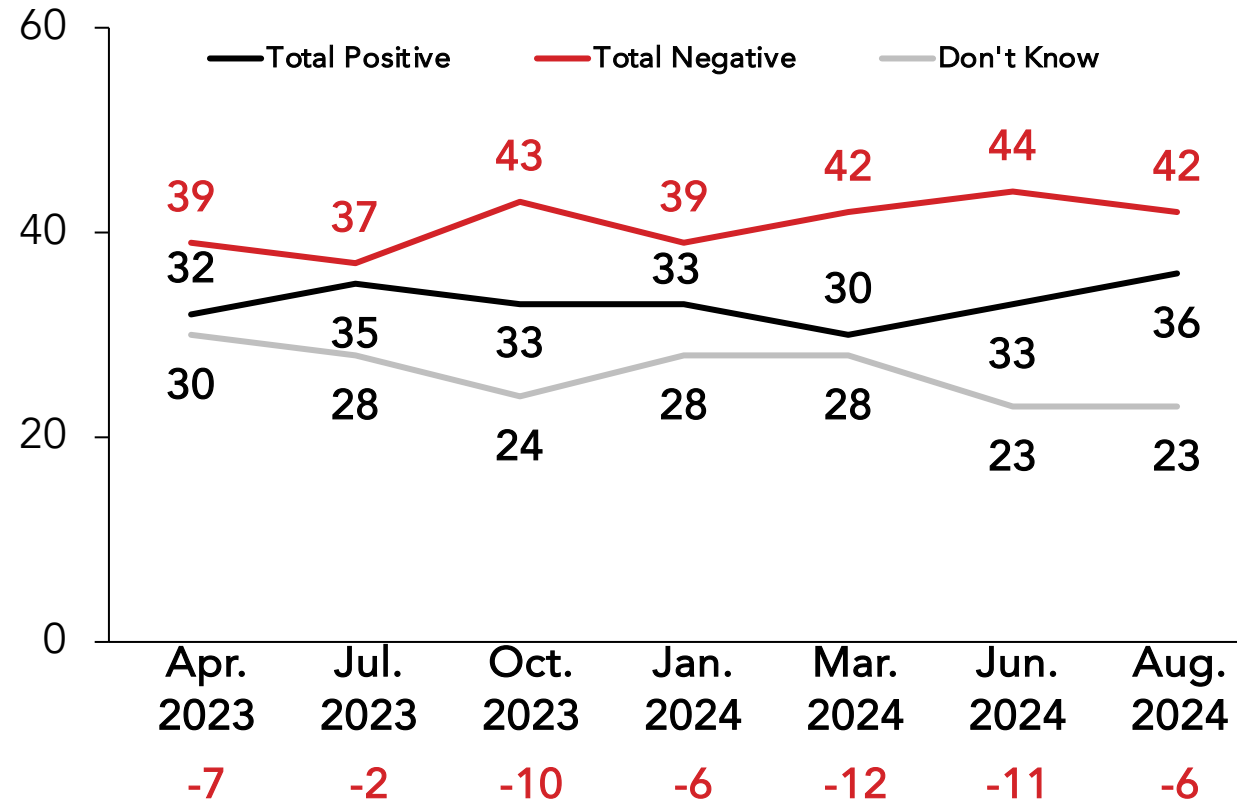NET (Republican): -7, -2, -10, -6, -12, -11, -6

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7- 12, 2024.
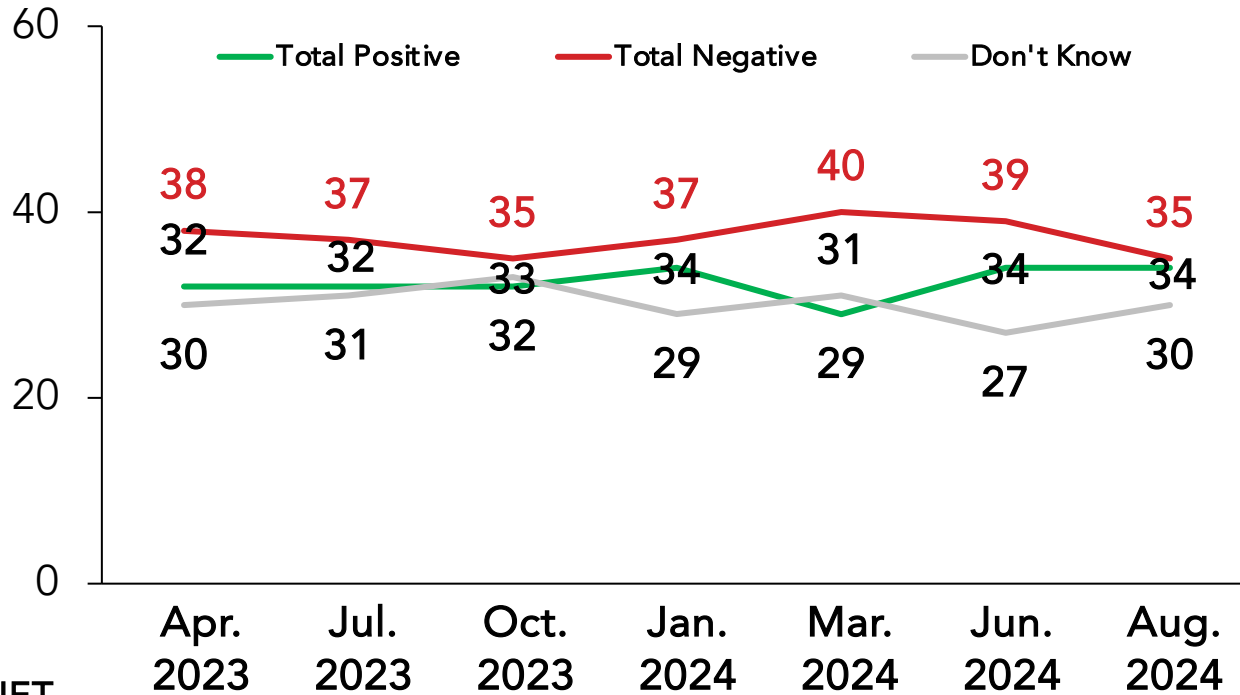For more info, visit navigatorresearch.org/battleground.

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The Gap Between Democratic and Republican Incumbents' Net Job Rating Has Been Around Double Digits Starting in April 2023

Incumbent Job Rating	Dem Positive	Dem Negative	Net Dem	Rep Positive	Rep Negative	Net Rep	Net Dem – Net Rep
April 2023	39	33	+6	32	39	-7	+13
July 2023	39	32	+7	35	37	-2	+9
October 2023	40	32	+8	33	43	-10	+18
January 2024	40	35	+5	33	39	-6	+11
March 2024	35	36	-1	30	42	-12	+11
June 2024	43	36	+7	33	44	-11	+18
August 2024	40	34	+6	36	42	-6	+12

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Democratic Lawmakers Get Mixed Review on Economic Performance, While Republican Lawmakers Are Underwater

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

Legend: Total Positive (green), Total Negative (red), Don't Know (gray)

	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024	Mar. 2024	Jun. 2024	Aug. 2024
Total Negative	38	37	35	37	40	39	35
Total Positive	32	32	33	34	31	34	34
Don't Know	30	31	32	29	29	27	30

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

Legend: Total Positive (green), Total Negative (red), Don't Know (gray)

	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024	Mar. 2024	Jun. 2024	Aug. 2024
Total Negative	39	39	42	40	43	46	42
Don't Know	33	32	31	31	33	28	30
Total Positive	27	29	27	29	25	26	27

NET POSITIVE

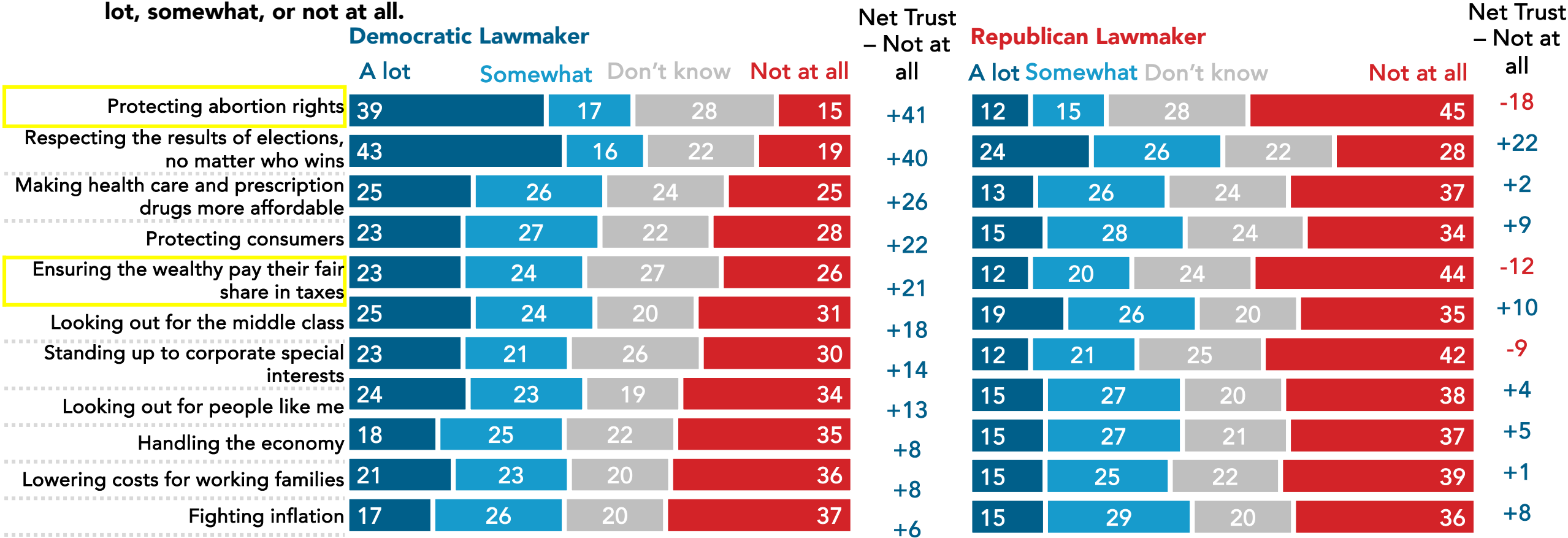|	Apr. 2023	Jul. 2023	Oct. 2023	Jan. 2024	Mar. 2024	Jun. 2024	Aug. 2024
Democratic	-6	-5	-3	-3	-11	-5	-1
Republican	-12	-10	-15	-11	-18	-20	-15

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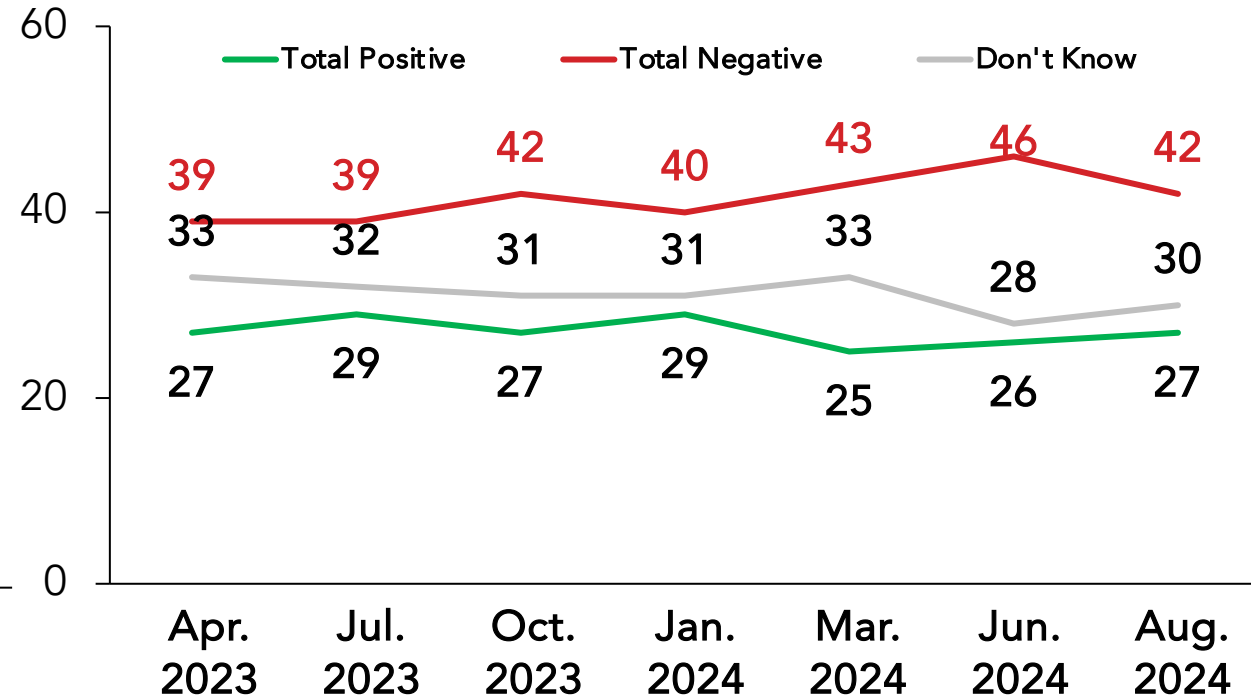
Among Key Subgroups, Democratic Lawmakers Overperform Republicans in Their Economic Job Rating

Lawmakers' Net Economic Job Rating	Democrats	Republicans	Net Difference: Dem – Rep
Overall	-1	-15	+14
Men	-10	-14	+4
Women	+7	-15	+22
Black	+25	-19	+44
Hispanic	-3	-18	+15
White	-2	-14	+12
<55	-5	-22	+17
55+	+4	-7	+11
College Educated	0	-21	+21
Non-College	-2	-11	+9

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Democratic Lawmakers Have the Largest Trust Advantage Over Republicans on Protecting Abortion Rights

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.

Issue	Democratic Lawmaker: A lot	Somewhat	Don't know	Not at all	Net Trust – Not at all	Republican Lawmaker: A lot	Somewhat	Don't know	Not at all	Net Trust – Not at all
Protecting abortion rights	39	17	28	15	+41	12	15	28	45	-18
Respecting the results of elections, no matter who wins	43	16	22	19	+40	24	26	22	28	+22
Making health care and prescription drugs more affordable	25	26	24	25	+26	13	26	24	37	+2
Protecting consumers	23	27	22	28	+22	15	28	24	34	+9
Ensuring the wealthy pay their fair share in taxes	23	24	27	26	+21	12	20	24	44	-12
Looking out for the middle class	25	24	20	31	+18	19	26	20	35	+10
Standing up to corporate special interests	23	21	26	30	+14	12	21	25	42	-9
Looking out for people like me	24	23	19	34	+13	15	27	20	38	+4
Handling the economy	18	25	22	35	+8	15	27	21	37	+5
Lowering costs for working families	21	23	20	36	+8	15	25	22	39	+1
Fighting inflation	17	26	20	37	+6	15	29	20	36	+8

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For more info, visit navigatorresearch.org/battleground.

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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 August 7 - 12, 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.