

navigating *the* *battleground

Wednesday, December 4th

What Issues Mattered to
Voters in the Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 2024 general election voters in 61 battleground congressional districts.



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



Interviews were conducted between November 2 – November 6, 2024.



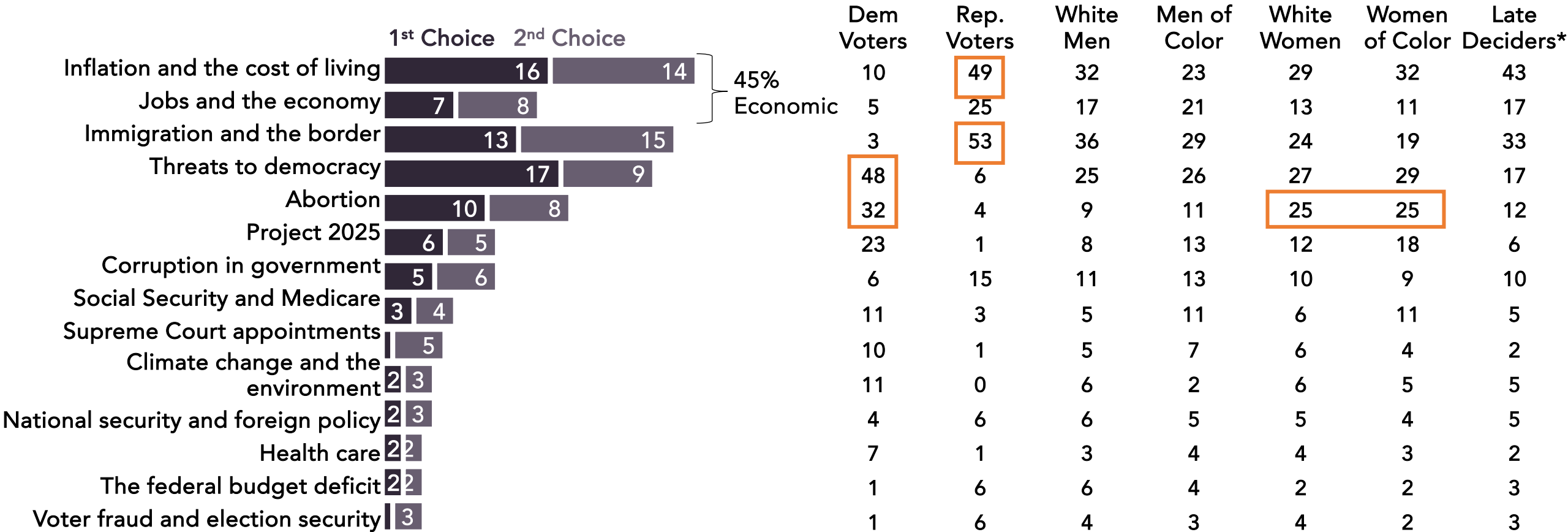
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Voters were deeply pessimistic about the direction of the country.** Nearly three in five said the country was going in the wrong direction compared to fewer than one in five who said it was going in the right direction.
- **Inflation and immigration were the biggest issues in this election cycle.** Abortion and the threat to democracy were important as well, particularly among those who voted for Democratic candidates.
- **Voters were most concerned about congressional candidates being rubber stamps for Harris or Trump.** Around half of voters said that was their biggest concern.
- **Voters viewed Democratic candidates as more honest and trustworthy and caring about people like them.** They also viewed Republican candidates and the Republican Party as more extreme.

Inflation and Immigration Were Top Issues for Republican Voters; Democratic Voters Said Threats to Democracy and Abortion

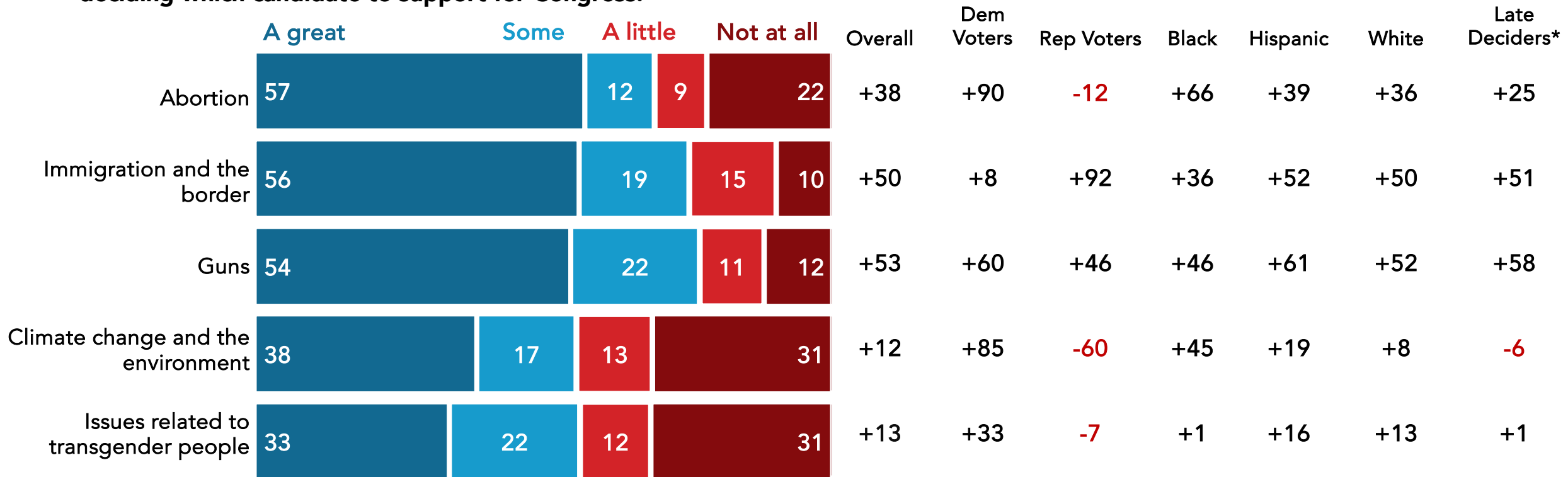
Which of the following issues mattered most to you when deciding who to vote for in your vote for U.S. Congress?



Nationwide survey of 1,500 2024 general election voters across 61 battleground districts conducted November 2-6, 2024.
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 *Voters who decided in the week prior to voting

Abortion Was Important for Democratic Voters; Immigration Was Key for Republican Voters

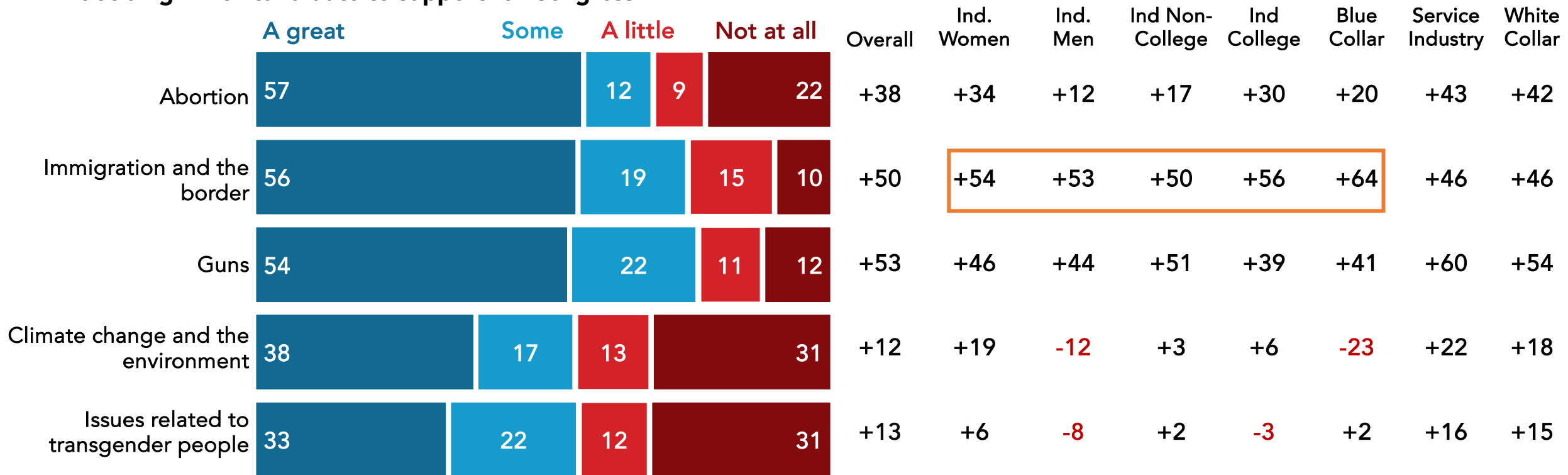
Here are some issues that some people say mattered to them when deciding who to vote for in the election for U.S. Congress. Please indicate whether that issue mattered a great deal to you, some, a little, or did that issue not matter to you at all when deciding which candidate to support for Congress.



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Beyond Economic Issues, Immigration Was a Key Issue for Independents and Blue Collar Workers

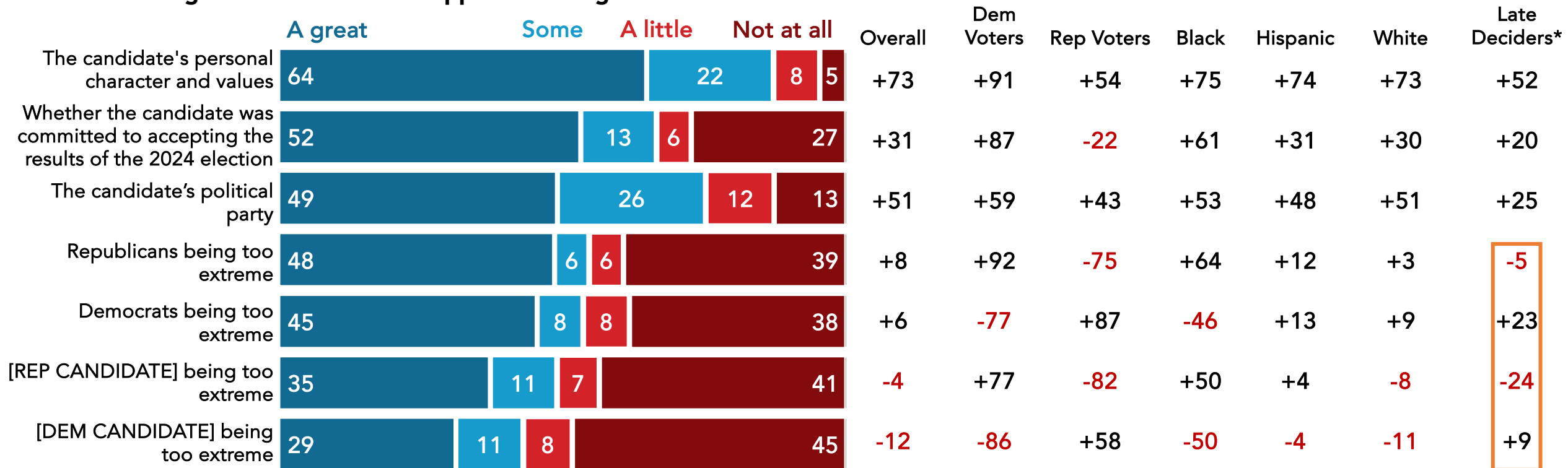
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Late Deciders Were More Concerned About Democrats Being Too Extreme Than Republicans

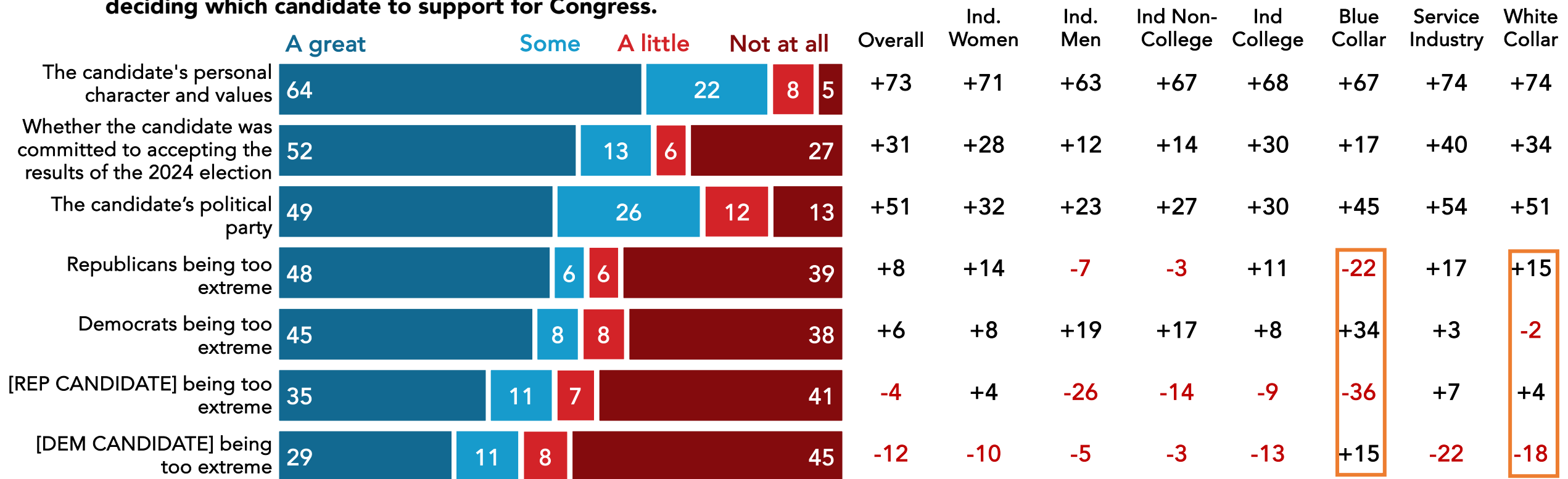
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There Was a Divide Between Blue Collar and White Collar Workers on Which and Candidates Were More Extreme

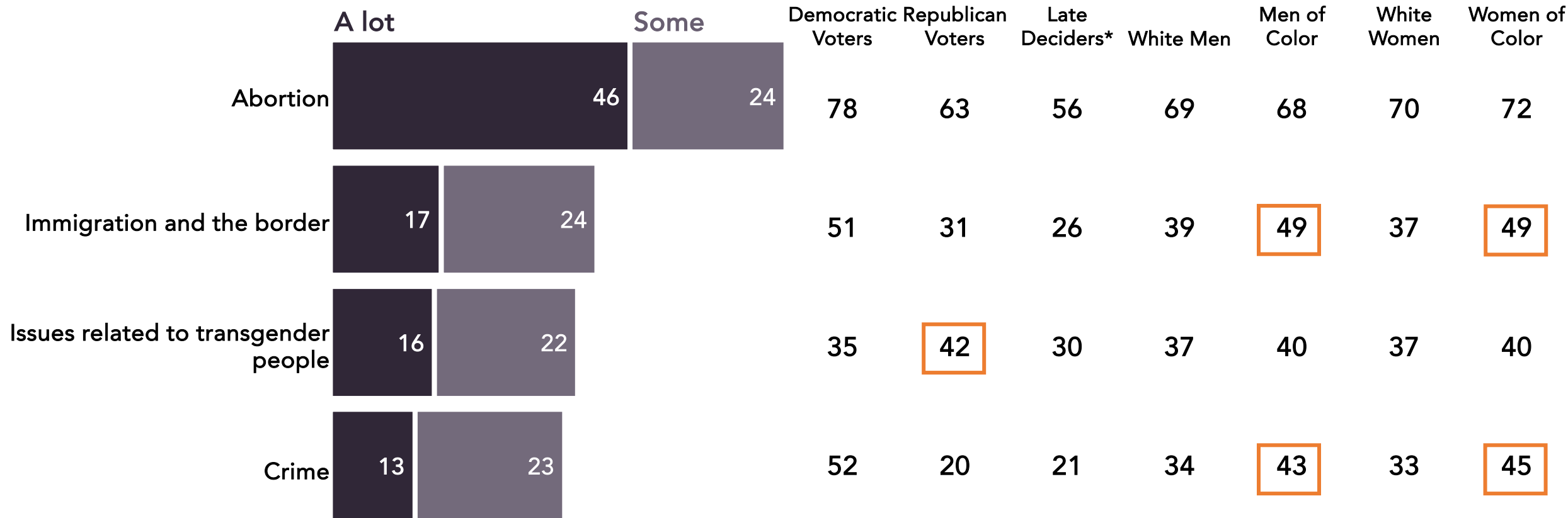
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Outside of Economic Issues, Voters Heard Most About Democratic Candidates' Positions on Abortion

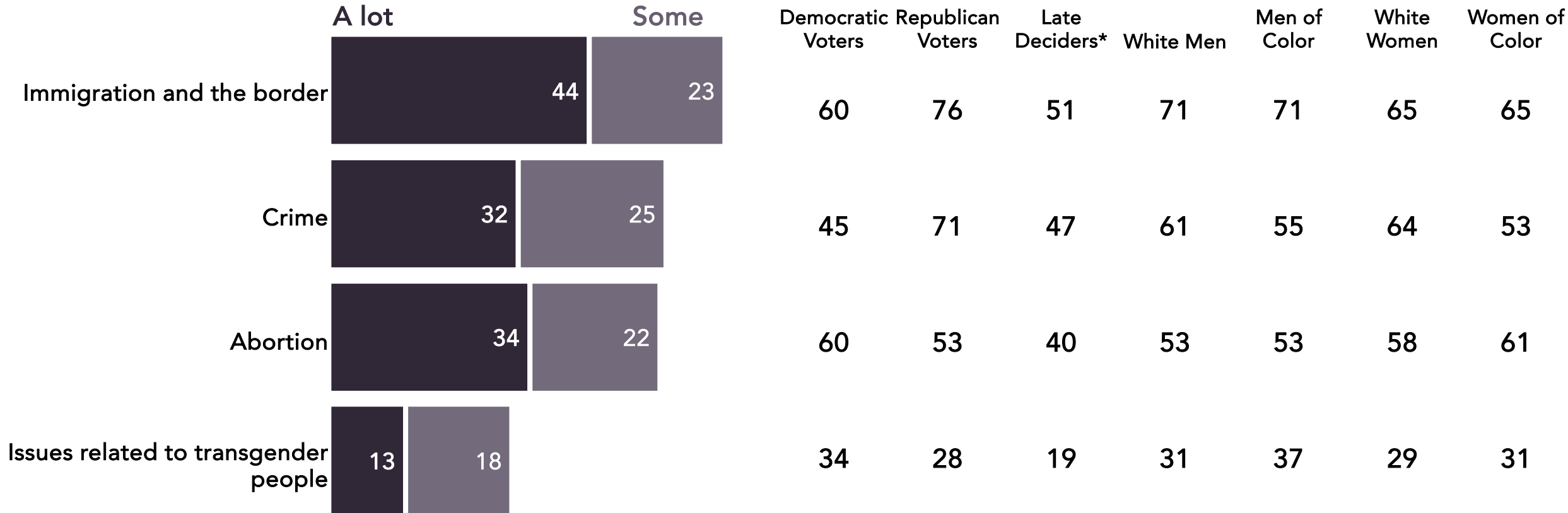
Regardless of who you voted for, please indicate how much you heard about [DEMOCRATIC CANDIDATE]'s position on that issue.



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Immigration and Crime Were the Issues Voters Heard About Republican Candidates' Stances Most Beyond Economic Issues

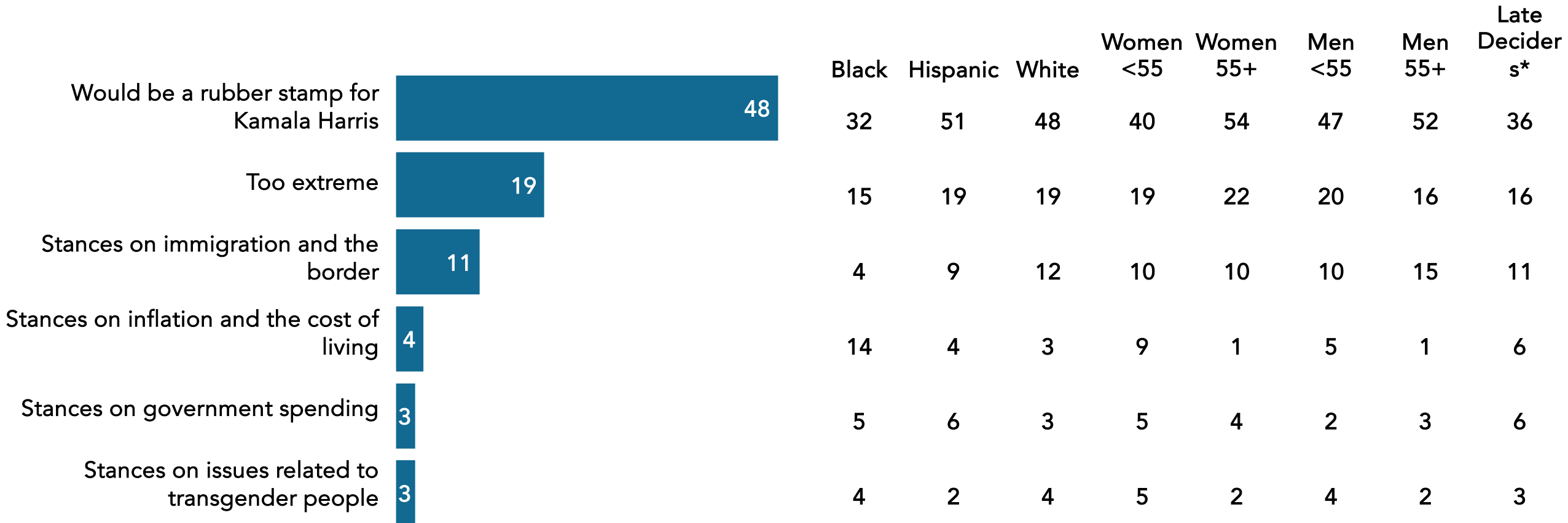
Regardless of who you voted for, please indicate how much you heard about **[REPUBLICAN CANDIDATES]**'s position on that issue.



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Voters Who Didn't Vote for the Democratic Candidate Were Most Concerned About Them Being a Rubber Stamp for Harris

Which of the following concerned you most about [DEMOCRATIC CANDIDATE]?



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A Majority of Voters Who Didn't Vote for the Republican Were Most Concerned About Them Being Trump's Rubber Stamp

Republicans' stances on abortion was a strong second tier concern for these voters.

Which of the following concerned you most about [REPUBLICAN CANDIDATE]?

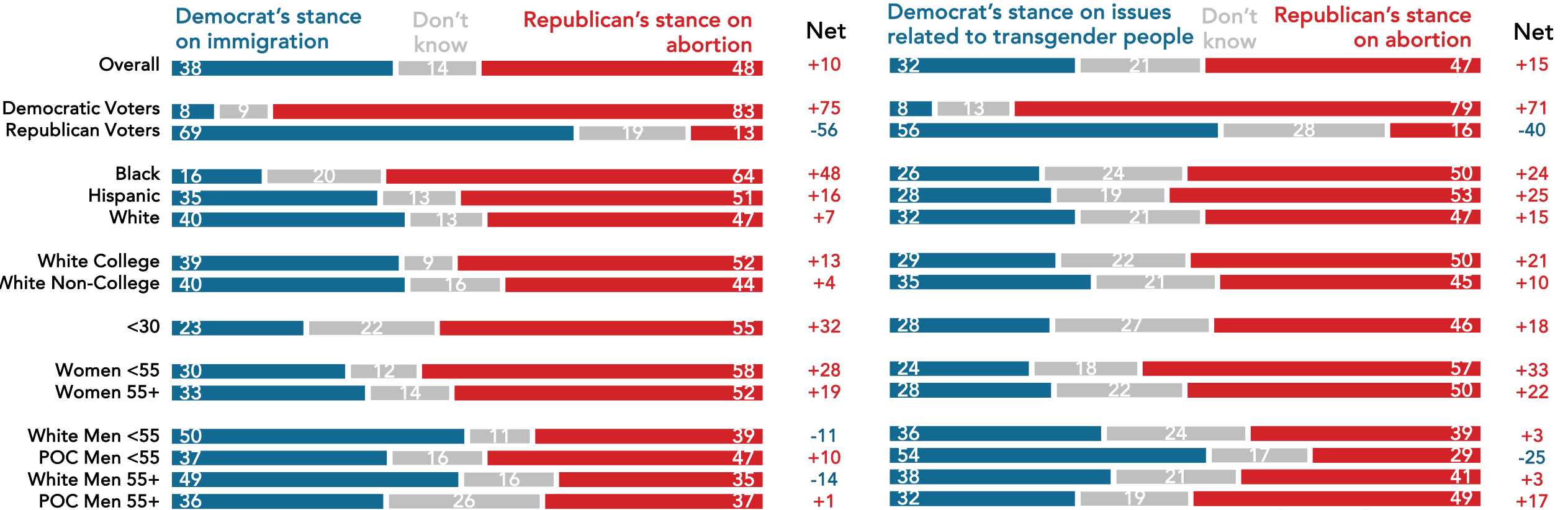
		Black	Hispanic	White	Women <55	Women 55+	Men <55	Men 55+	Late Deciders*
Would be a rubber stamp for Donald Trump	55	56	54	55	54	53	55	60	45
Stances on abortion	21	17	22	21	27	22	17	13	22
Too extreme	14	12	20	13	11	13	20	13	11
Stances on health care	2	0	0	2	1	1	3	1	2
Stances on making the wealthy pay their fair share in taxes	2	4	0	2	1	1	3	3	4
Stances on Social Security and Medicare	2	5	0	1	0	4	0	3	4

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Voters Were More Concerned About Republicans' Stance on Abortion Than Democrats' Stance on Immigration or Trans Issues

Regardless of who you voted for, which was a bigger concern to you personally? [DEMOCRATIC CANDIDATE]'s stance on immigration and the border or [REPUBLICAN CANDIDATE]'s stance on abortion

Regardless of who you voted for, which was a bigger concern to you personally? [DEMOCRATIC CANDIDATE]'s stance on issues related to transgender people and the border or [REPUBLICAN CANDIDATE]'s stance on abortion

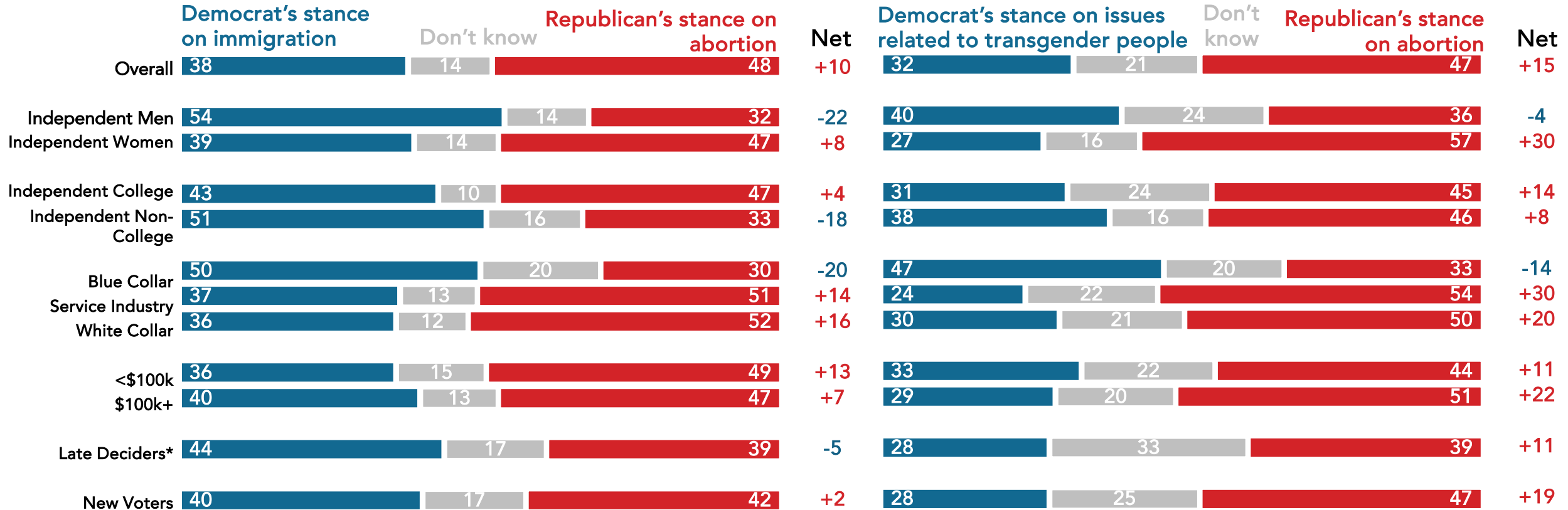


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Blue Collar Voters and Late Deciders Were More Concerned About Democrats on Immigration Than Republicans' Stance on Abortion

Regardless of who you voted for, which was a bigger concern to you personally? [DEMOCRATIC CANDIDATE]'s stance on immigration and the border or [REPUBLICAN CANDIDATE]'s stance on abortion

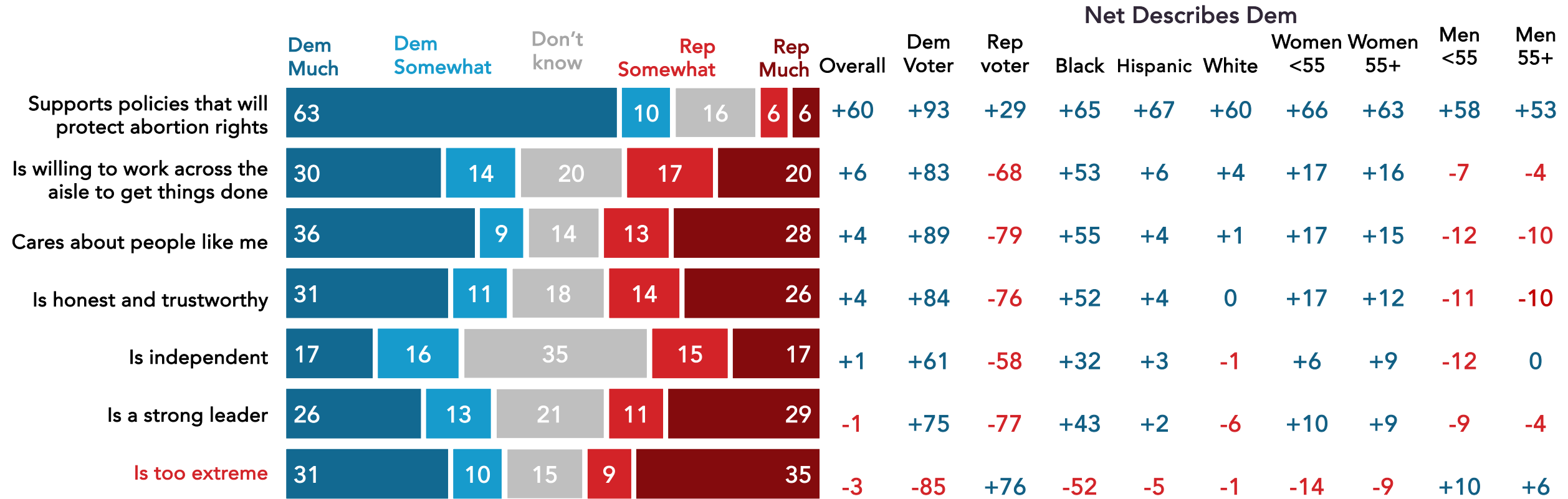
Regardless of who you voted for, which was a bigger concern to you personally? [DEMOCRATIC CANDIDATE]'s stance on issues related to transgender people and the border or [REPUBLICAN CANDIDATE]'s stance on abortion



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Voters Viewed Democratic Candidates as More Honest and Trustworthy and Caring About People Like Them

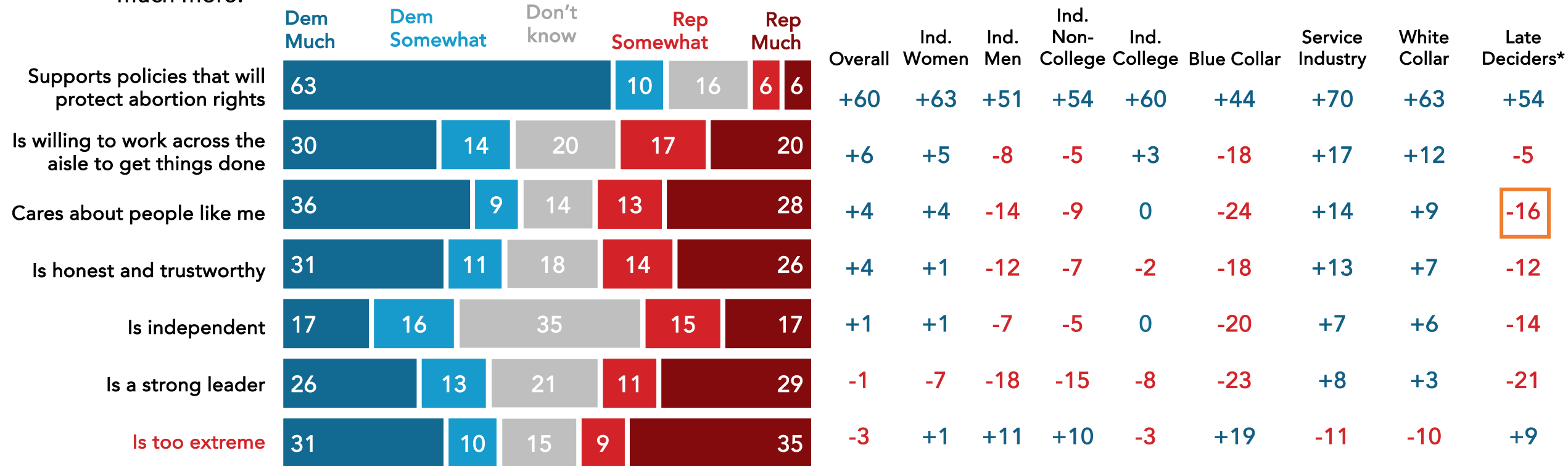
Please indicate whether you think it describes [DEMOCRATIC CANDIDATE] much more, [DEMOCRATIC CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] much more.



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Late Deciders Were More Likely to View Republicans as Caring About People Like Them by 16 Points

Please indicate whether you think it describes [DEMOCRATIC CANDIDATE] much more, [DEMOCRATIC CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] much more.



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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 1,500 likely 2024 general election voters from November 2 - 6, 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

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	