

navigating *the* * **battleground**

Thursday, December 5th

What Happened in
Democratic and Republican
Won Districts



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.



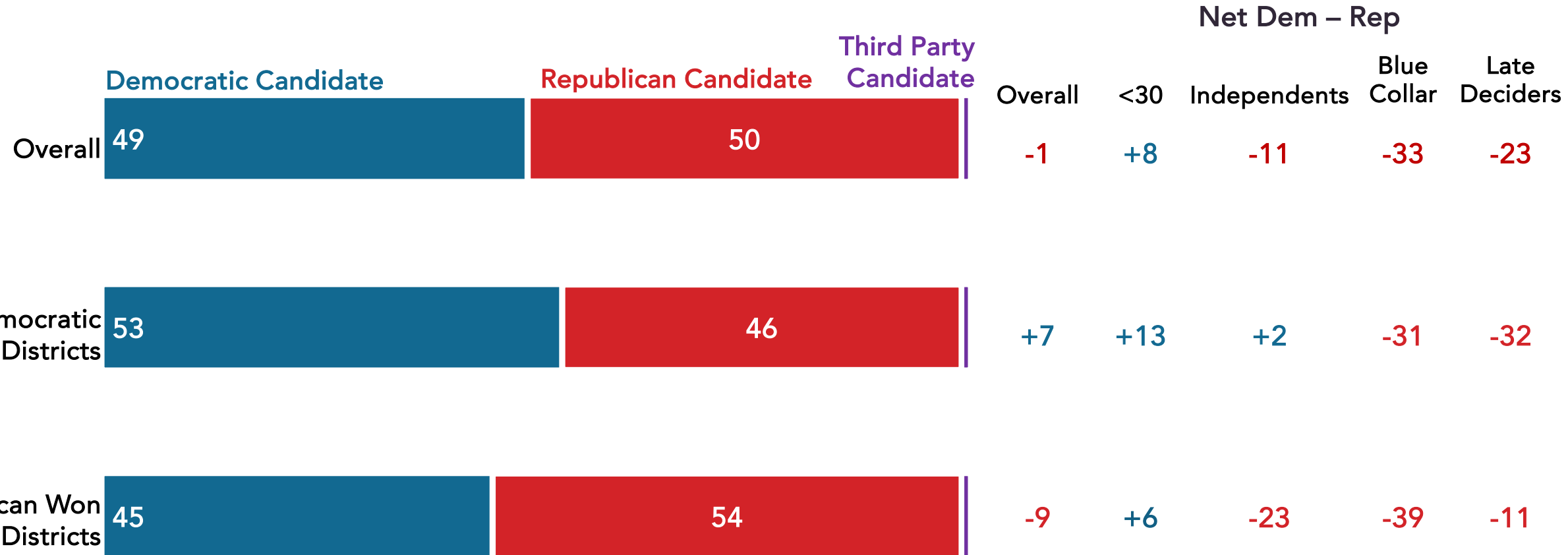
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **The congressional battleground vote was tight: Republican candidates received 50 percent of the vote, while Democratic candidates received 49 percent.** In districts that Democrats won, they won by 7 points, while Republicans won by 9 points in districts they won.
- **Democrats were able to make the case that they would be just as good on the economy as Republicans in districts they won, while Republicans had the clear advantage elsewhere.** Voters trusted Democrats more on issues like abortion and holding corporations accountable in districts they won and lost.
- **In districts won by Democrats, voters mostly heard positive information about the Democrat, while they heard about an even split between positive and negative information about Republicans in districts they won.** Abortion and fair taxes were the issues that voters heard most about from Democrats.

The Congressional Battleground Was Competitive, With Republican Candidates Winning 50% Compared to Democrats' 49%

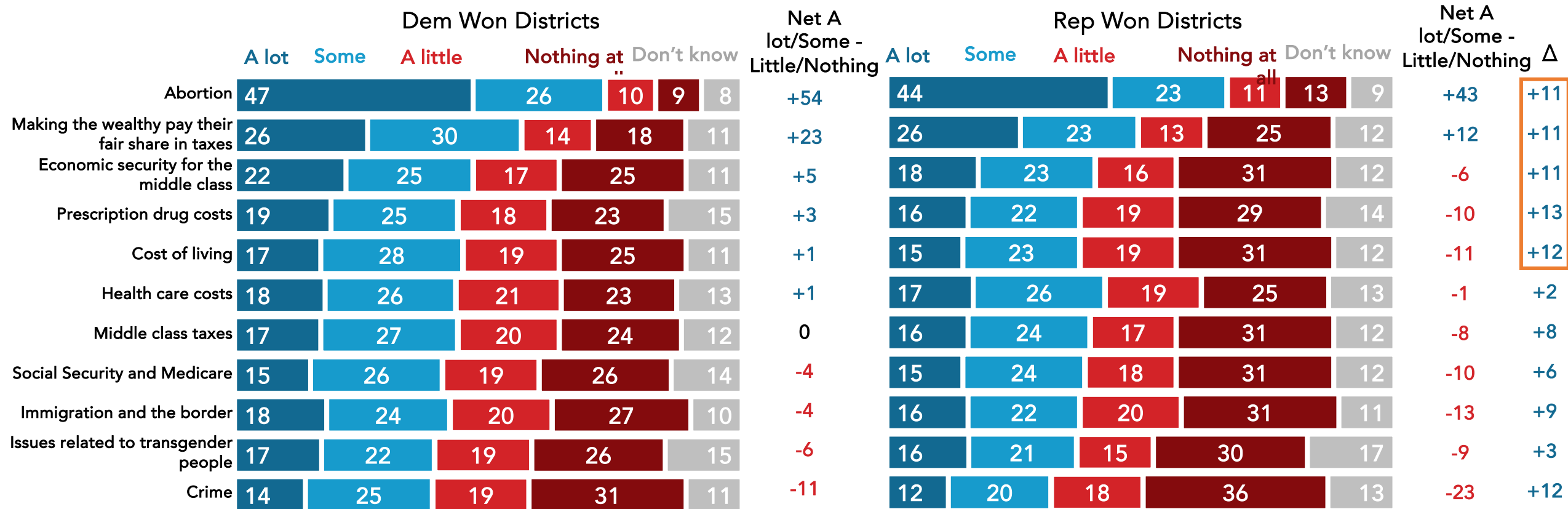
In the 2024 election for the U.S. House of Representatives, who did you vote for, or did you not vote?



Nationwide survey of 1,500 2024 general election voters across 61 battleground districts conducted November 2-6, 2024. For more info, visit navigatortresearch.org/battleground.

In Democratic Won Districts, Voters Heard More About Abortion, Fair Taxes, and Economic Security Than in Ones They Lost

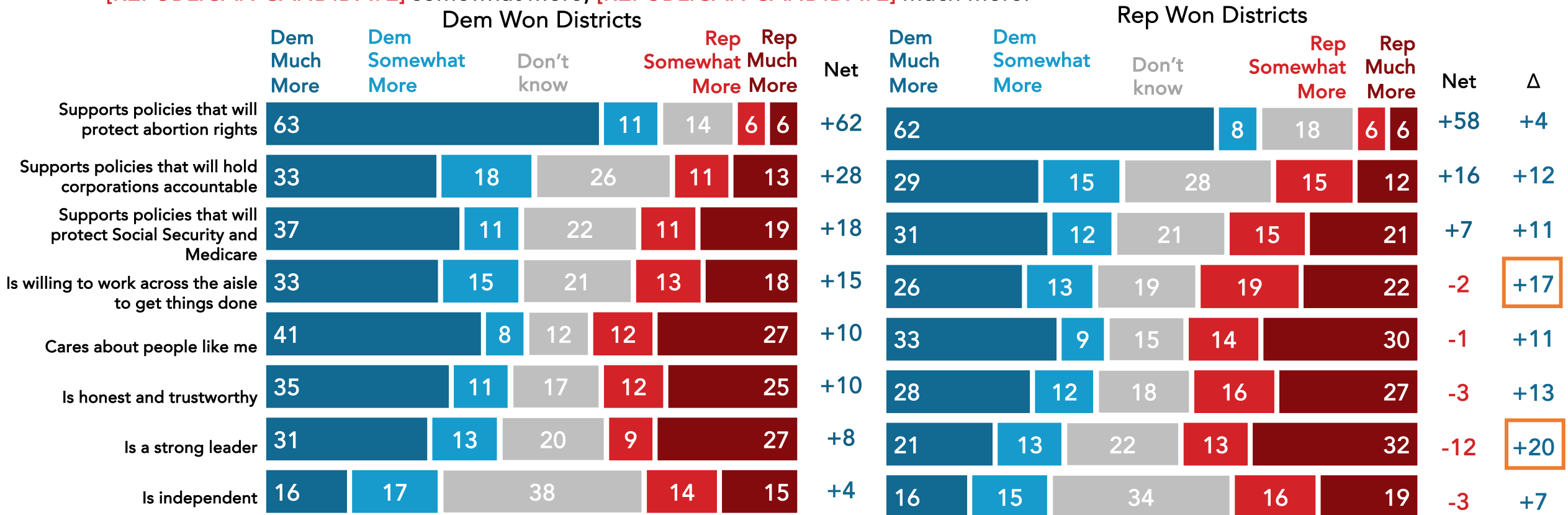
Here are issues that some candidates for U.S. Congress talked about in their elections. After each, regardless of who you voted for, please indicate how much you heard about [DEMOCRATIC CANDIDATE]'s position on that issue.



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Democrats Were Able to Make the Case That They Cared More About Voters and Were Independent in Districts They Won

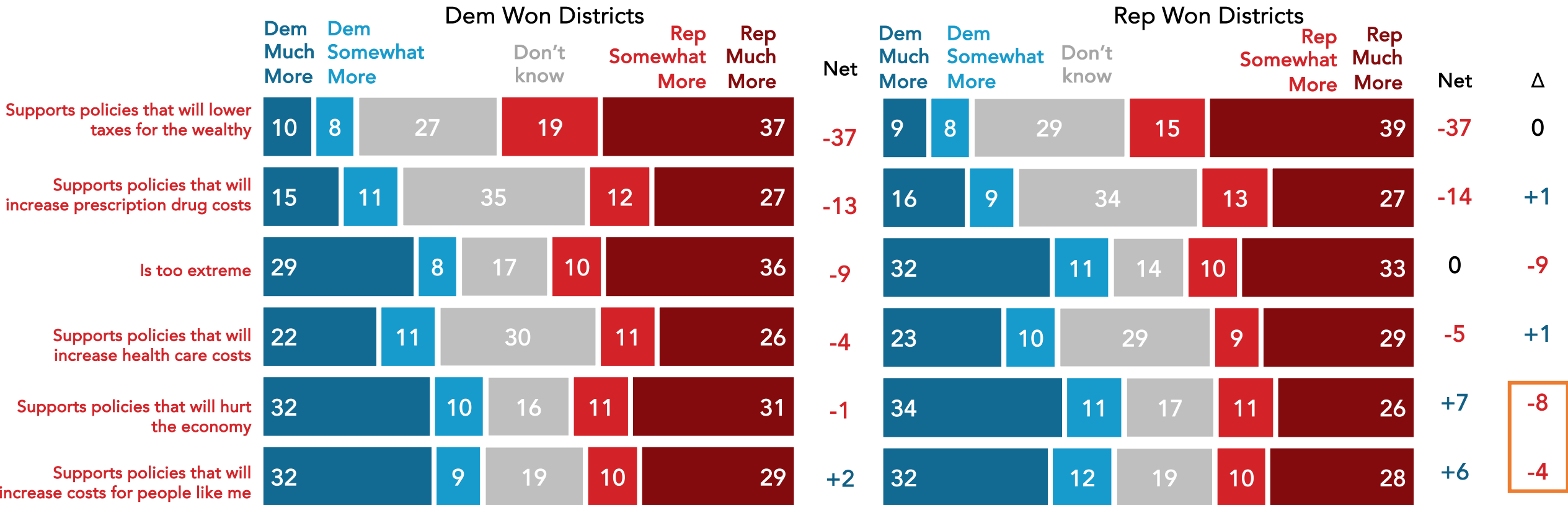
Please indicate whether you think it describes [DEMOCRATIC CANDIDATE] much more, [DEMOCRATIC CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] much more.



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In Democratic Won Districts, They Were Able to Fight Republicans to a Draw on Inflation and the Economy

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

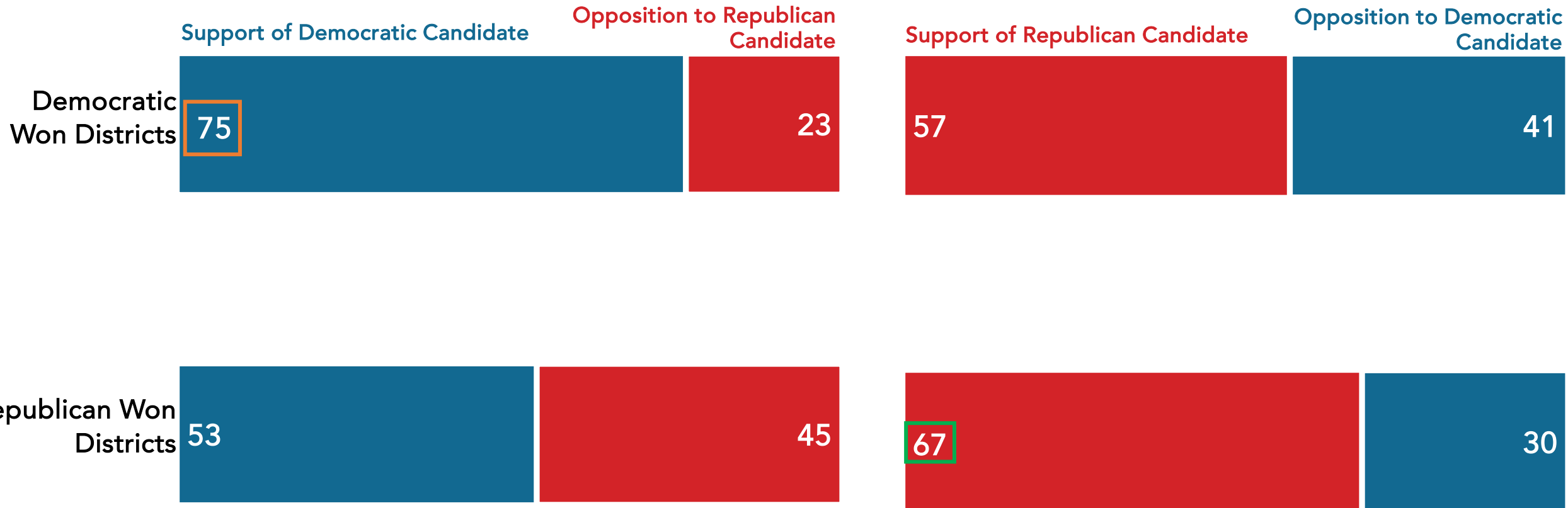


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A Majority Voted in Support of a Candidate Rather Than in Opposition to a Candidate

And was your vote for [DEMOCRATIC CANDIDATE] mainly in support of [DEMOCRATIC CANDIDATE] or in opposition to [REPUBLICAN CANDIDATE]?

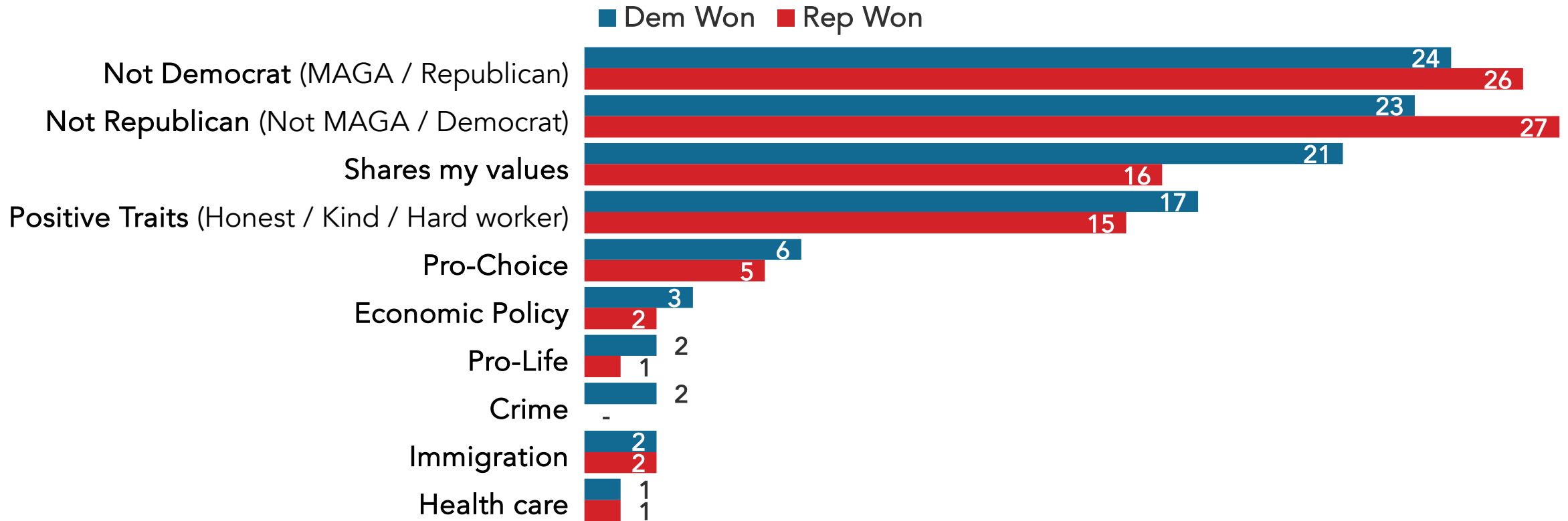
And was your vote for [REPUBLICAN CANDIDATE] mainly in support of [REPUBLICAN CANDIDATE] or in opposition to [DEMOCRATIC CANDIDATE]?



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A Candidate's Party Was the Biggest Factor in Voters' Decision on Which Candidate to Support

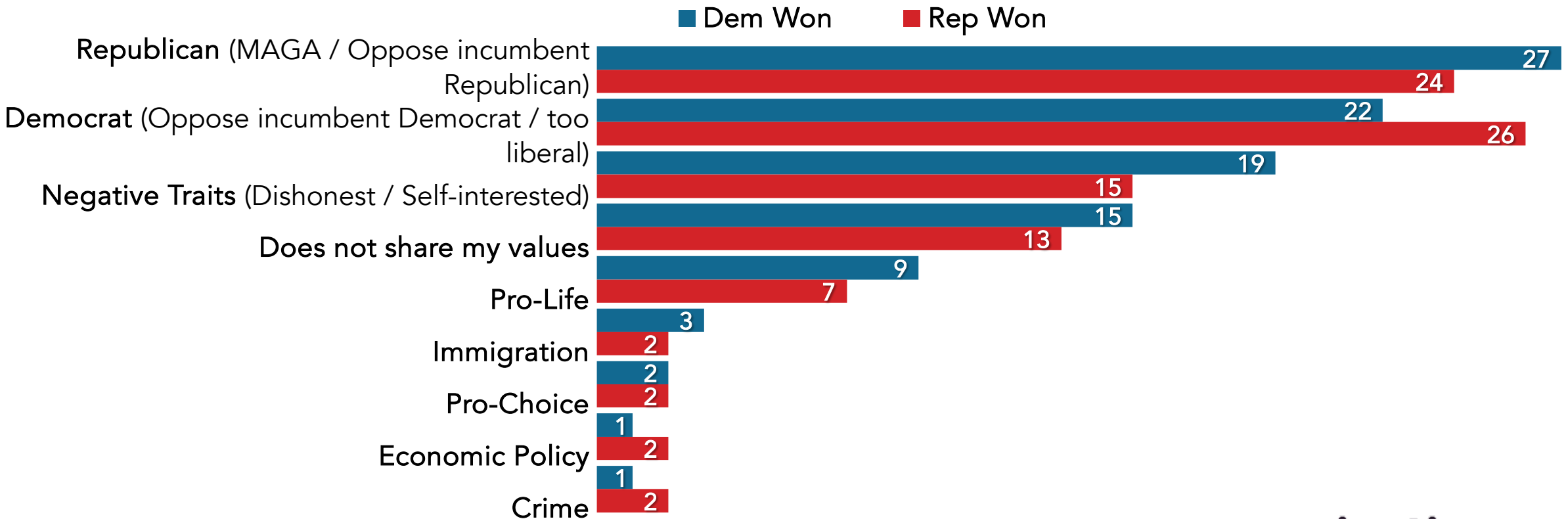
In a few words, what is the main reason that you voted for [DEMOCRATIC CANDIDATE / REPUBLICAN CANDIDATE] for Congress?



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Beyond Partisanship, Candidates' Personal Traits and Values Were Top Reasons Voters Chose Not to Vote for Them

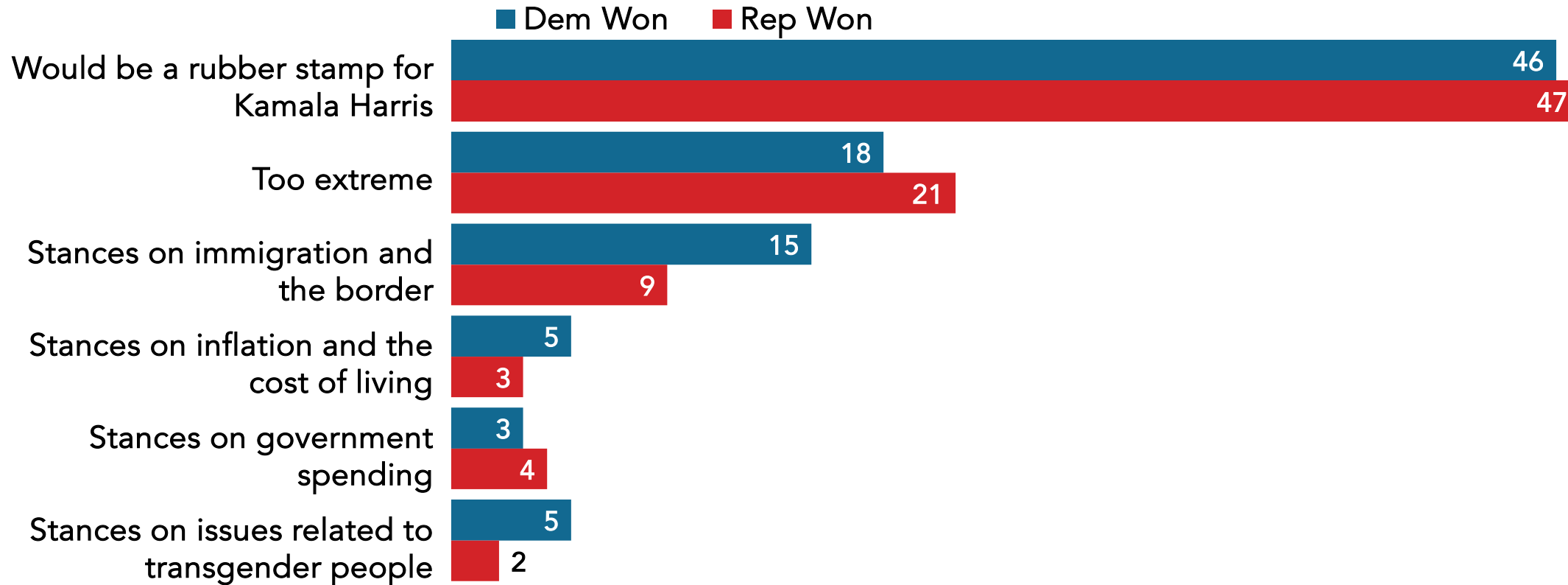
In a few words, what is the main reason that you did not vote for [DEMOCRATIC CANDIDATE / REPUBLICAN CANDIDATE] for Congress?



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A Plurality of Voters Who Didn't Vote for the Democratic Candidate Were Concerned They Would Be Too Aligned With Harris

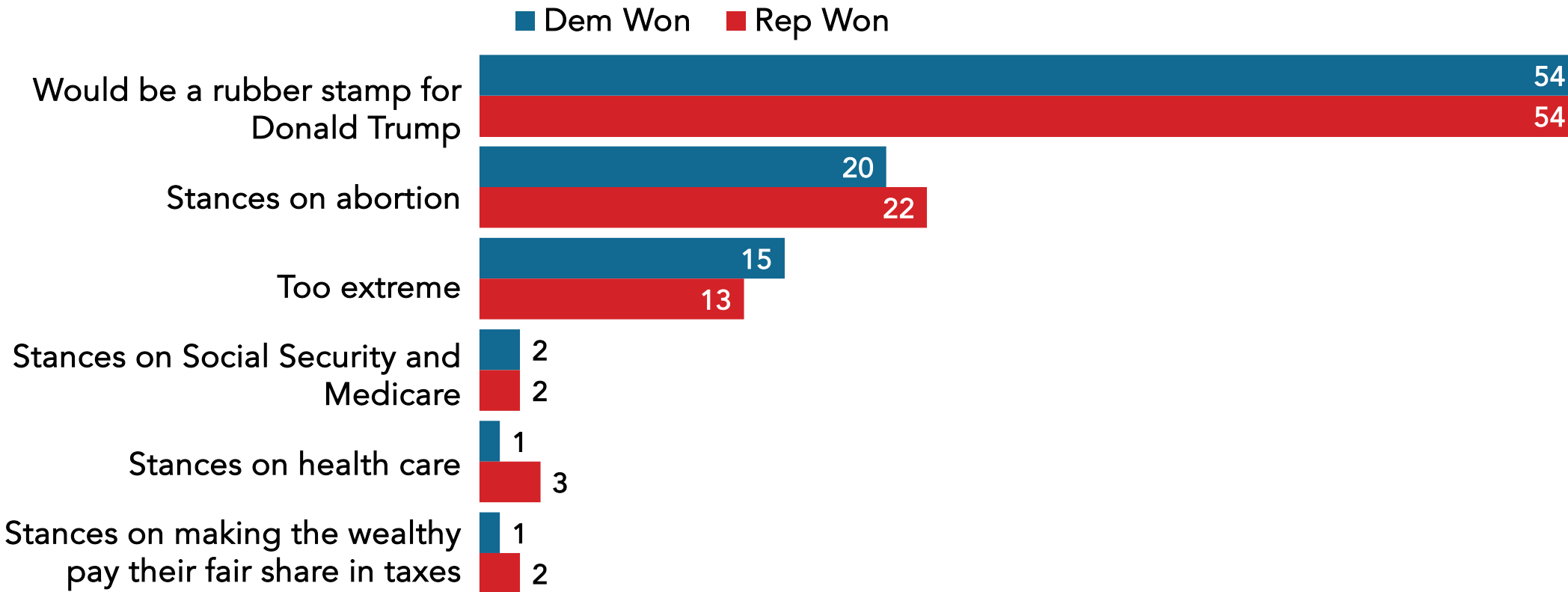
Which of the following concerned you most about [DEMOCRATIC CANDIDATE]?



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Voters Were Even More Concerned That Republican Candidates Would Align Behind Trump and Also Had Concerns About Abortion

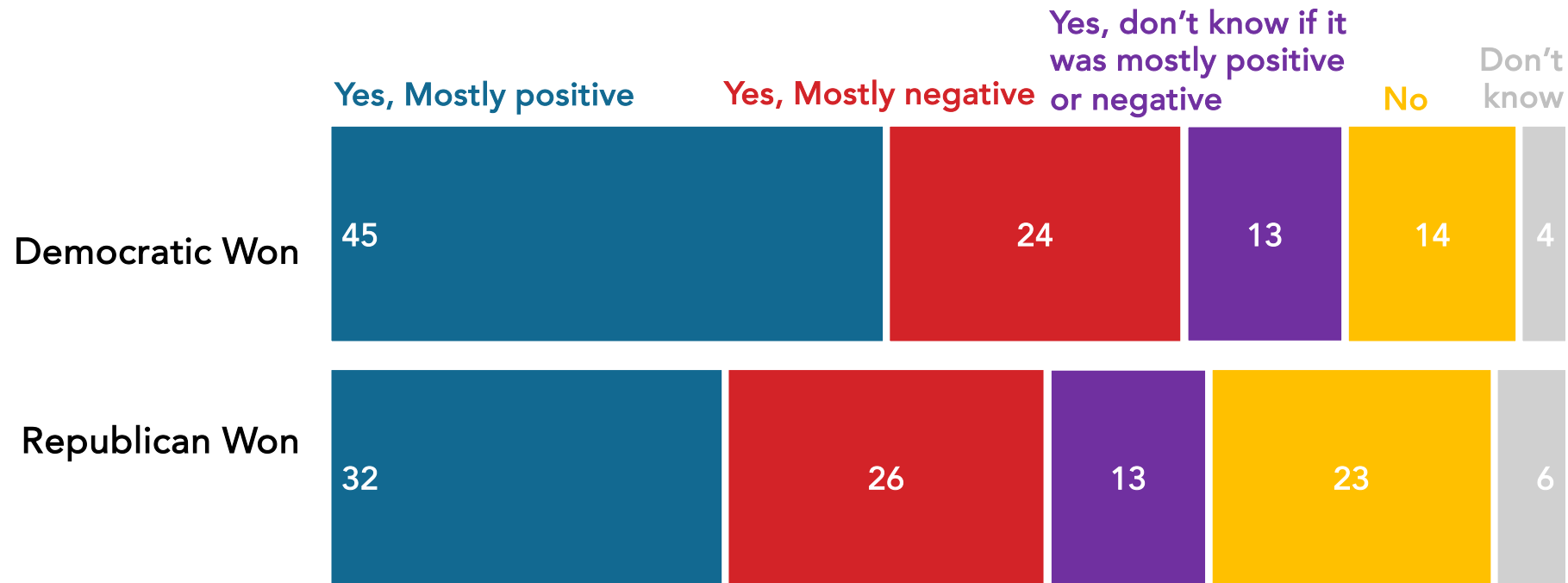
Which of the following concerned you most about [REPUBLICAN CANDIDATE]?



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In Democratic Wins, Voters Heard More Positive Information by Over 20 Points Compared to 6 Points More in Districts They Lost

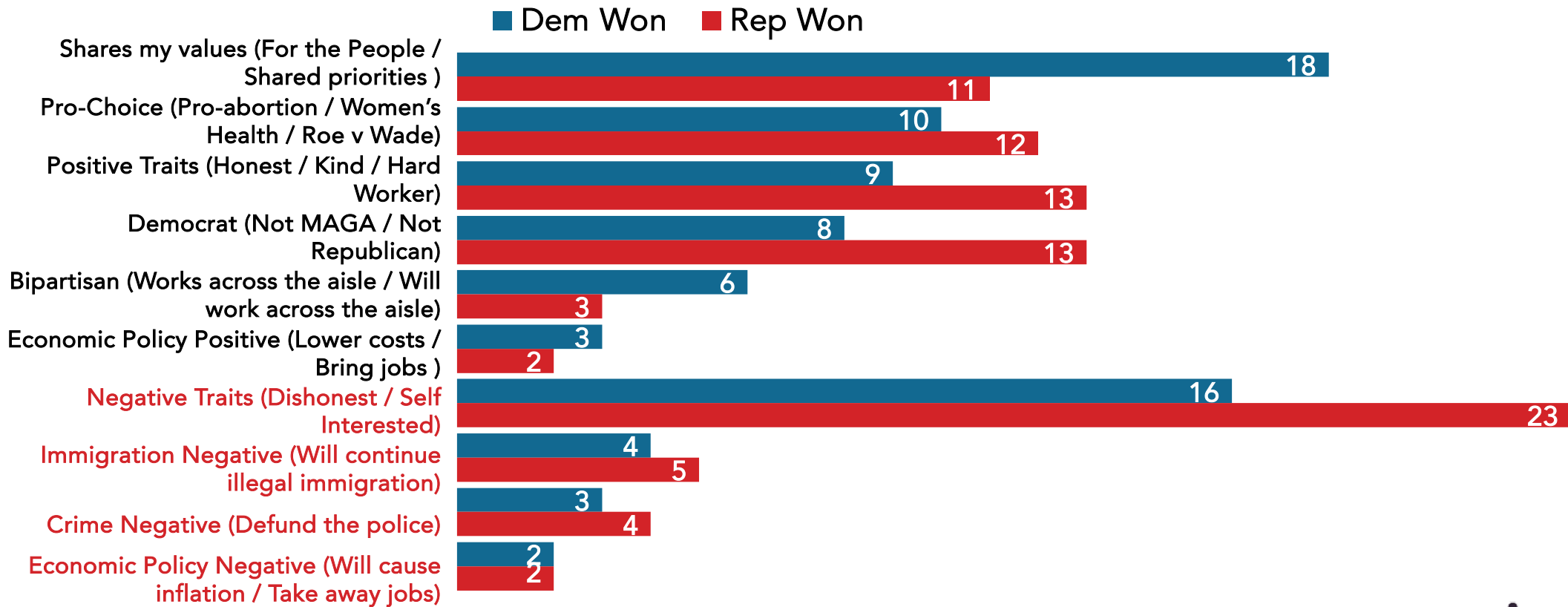
In the past few weeks, have you seen any ads or heard any information about [DEMOCRATIC CANDIDATE]? Were the ads you saw and the information you heard mostly positive or mostly negative?



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Voters Heard More About Democratic Candidates' Negative Traits in Districts They Lost Than Ones They Won

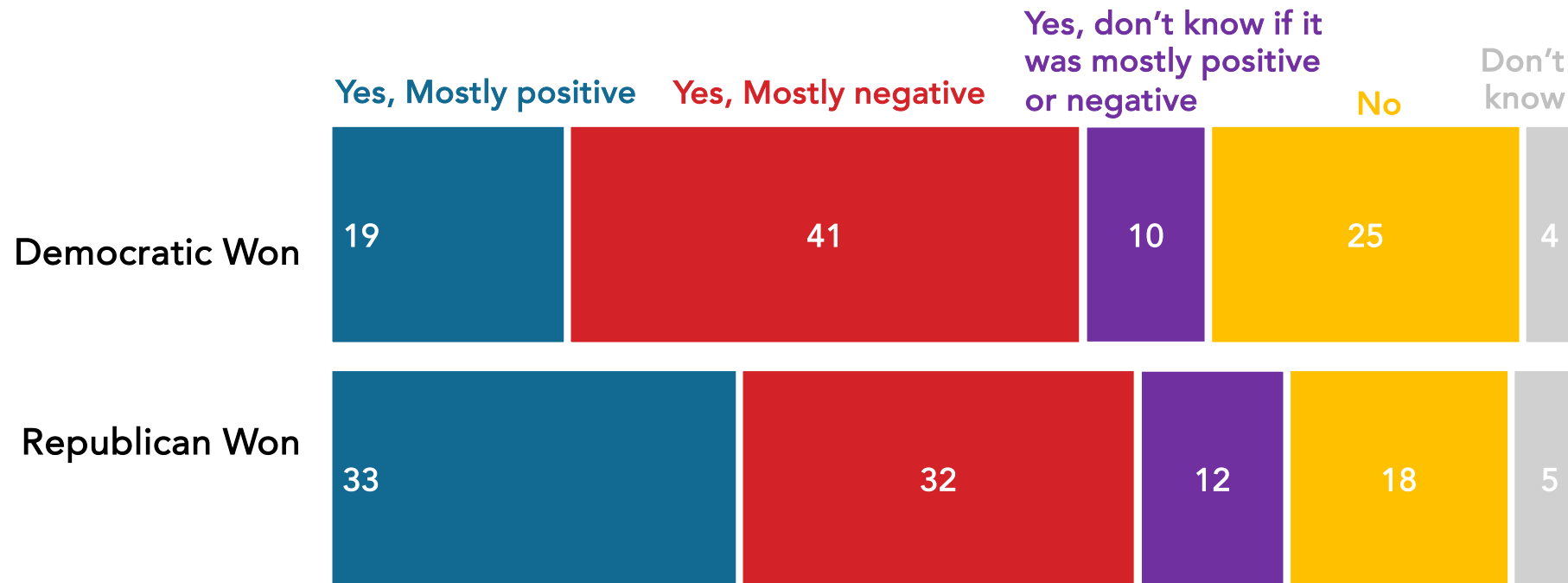
What specifically do you recall seeing or hearing recently about [DEMOCRATIC CANDIDATE]?



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By a Two-to-One Margin, Voters Heard Negative Information About Republican Candidates in Districts Democrats Won

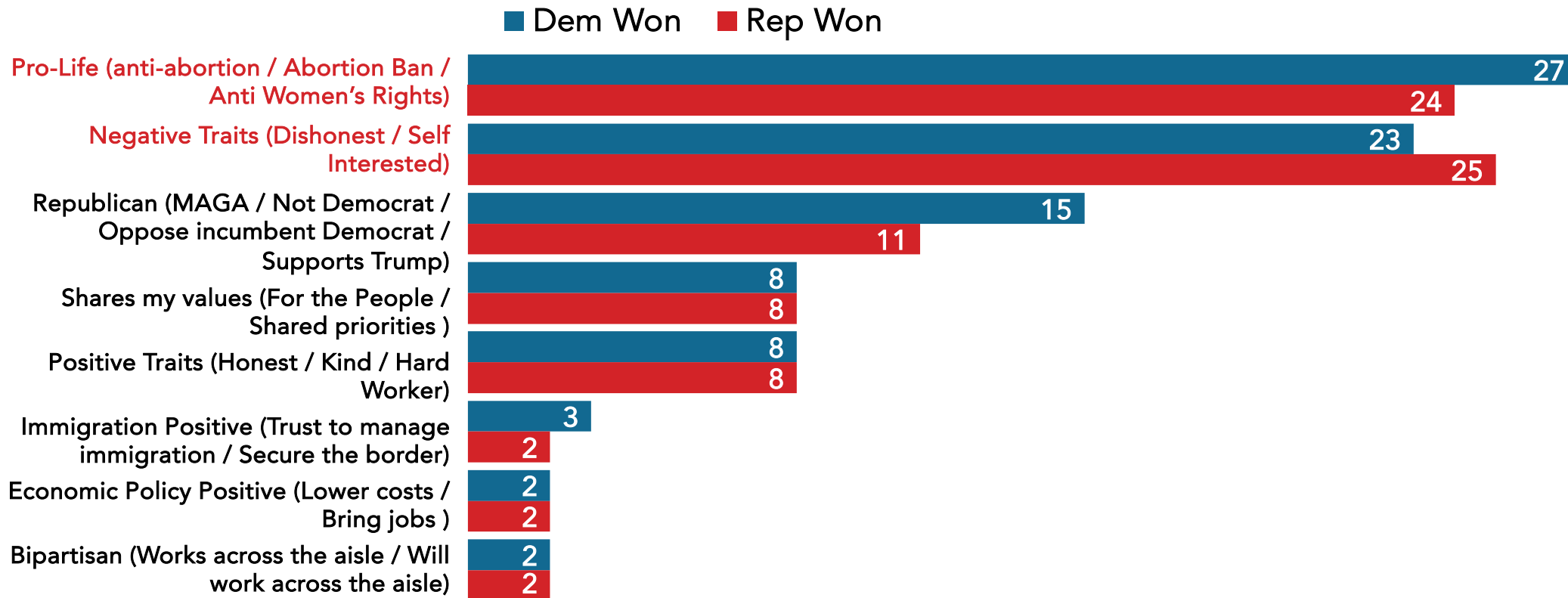
In the past few weeks, have you seen any ads or heard any information about [REPUBLICAN CANDIDATE]? Were the ads you saw and the information you heard mostly positive or mostly negative?



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A Quarter of Voters Who Heard Information About the Republican Candidate Heard About Them Being Anti-Abortion

What specifically do you recall seeing or hearing recently about [REPUBLICAN CANDIDATE]?



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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 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

Democratic Won			Republican Won			Too Close to Call
CA-27	MN-02	OH-09	AK-01	IA-01	PA-01	CA-13
CA-45	NC-01	OH-13	AZ-01	IA-02	PA-07	
CA-49	NH-01	OR-05	AZ-06	IA-03	PA-08	
CT-05	NM-02	OR-06	CA-22	MI-10	TX-15	
IL-13	NV-03	PA-17	CA-40	MT-01	VA-02	
IL-17	NV-04	VA-07	CA-41	NC-13	WA-01	
IN-01	NY-03	WA-03	CO-03	NE-02	WI-03	
KS-03	NY-04	WA-08	CO-08	NJ-07		
ME-02	NY-18		FL-07	NY-01		
MI-03	NY-19		FL-13	NY-02		
MI-08	OH-01		FL-27	NY-17		