

# navigating *the* \* **battleground**

Tuesday, December 10<sup>th</sup>

How Republicans Won on  
the Economy and Inflation



**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.



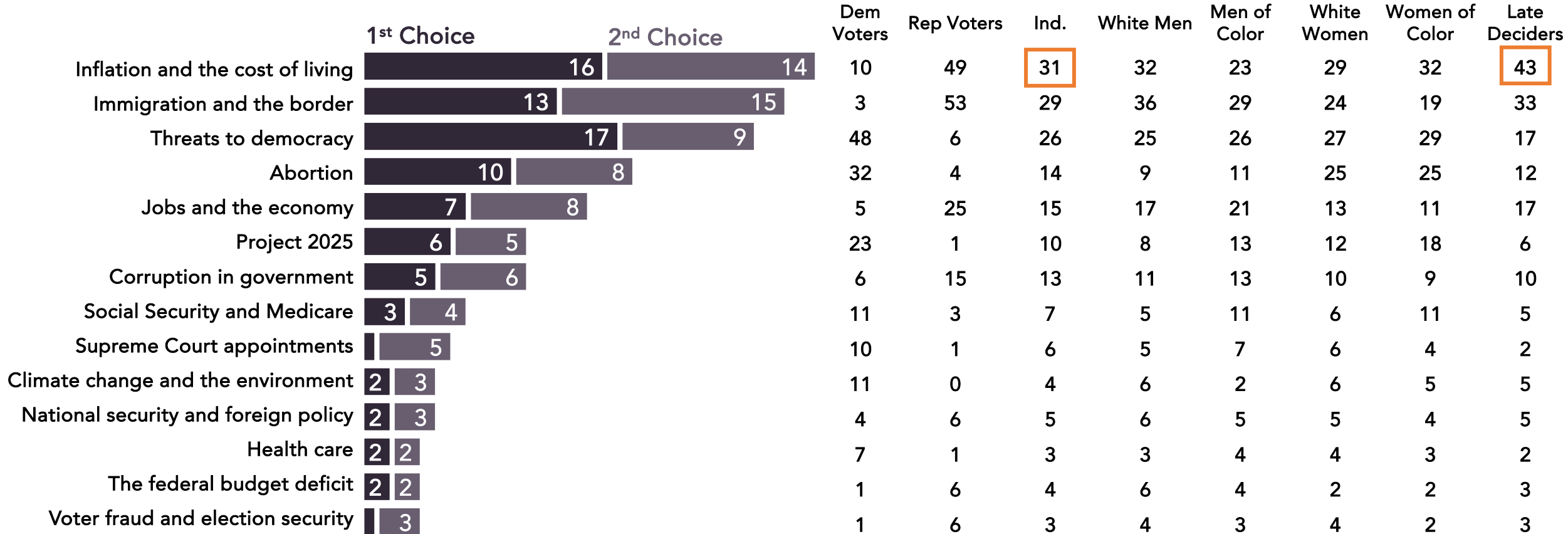
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- **Inflation and the cost of living was the top vote driver in the 2024 election.** More than two in three voters said it mattered a great deal in how they voted.
- **Voters had a better sense of where Republicans stood on inflation than Democrats.** More than a quarter of voters said they heard a lot about Republicans' stance on cost of living, while just 16 percent said the same about Democratic candidates.
- **Voters thought Democrats would do more than Republicans to hurt the economy and increase costs.** By a 4-point margin, voters sided with Republicans on both metrics, while they trusted Democrats more to lower health care costs and prescription drug costs.

# Inflation Was The Top Issue For Both Late Deciders and Independent Voters

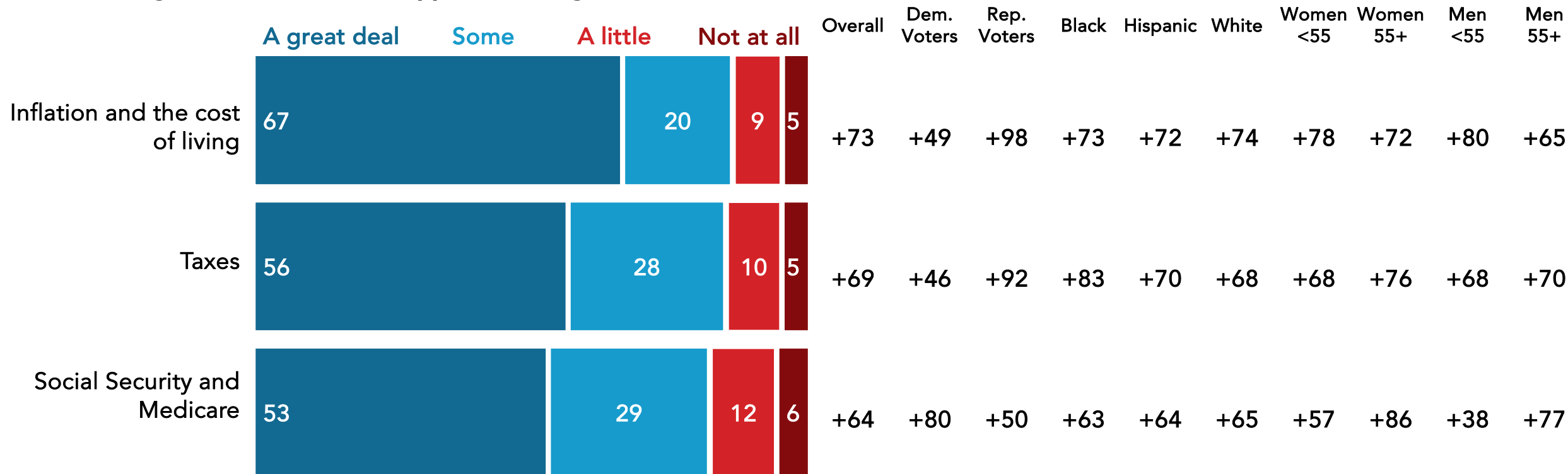
Which of the following issues mattered most to you when deciding who to vote for in your vote for U.S. Congress?



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

# Inflation and Taxes Were Most Important to Republican Voters; Social Security Was More of a Priority for Democratic Voters

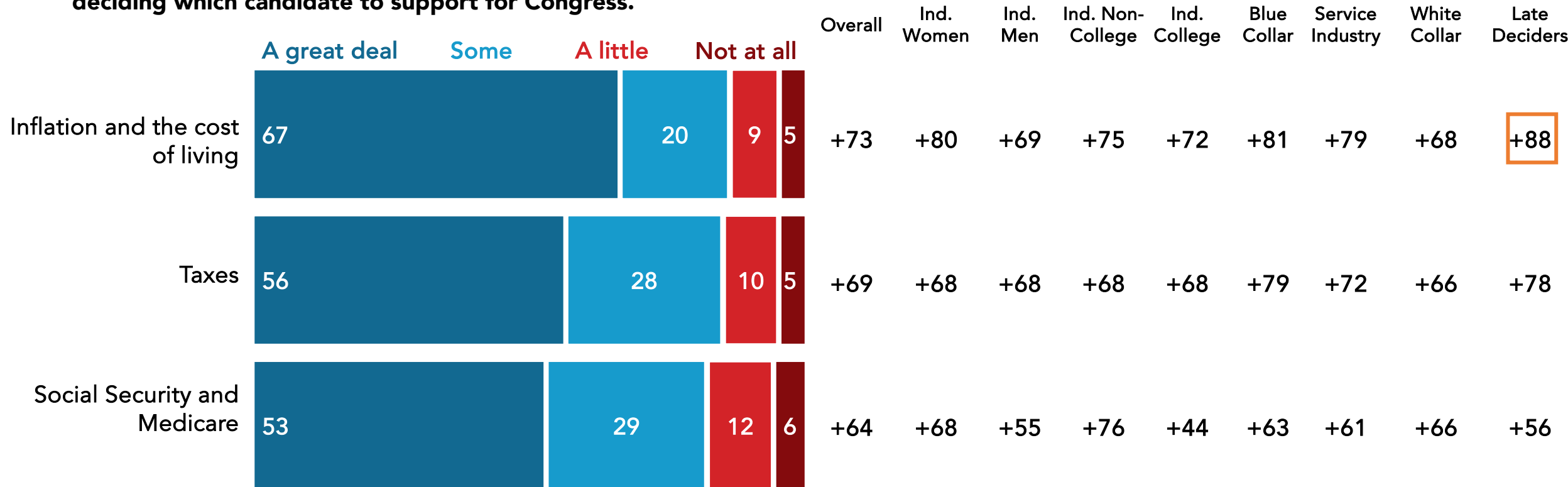
Here are some issues that some people say mattered to them when deciding who to vote for in the election for U.S. Congress. Please indicate whether that issue mattered a great deal to you, some, a little, or did that issue not matter to you at all when deciding which candidate to support for Congress.



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# Nearly Nine in Ten Late Deciders Said Inflation Was at Least Some Factor in How They Voted

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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# Voters Heard Most About Democrats' Position on Fair Taxes; Just Two in Five Heard Anything About the Cost of Living

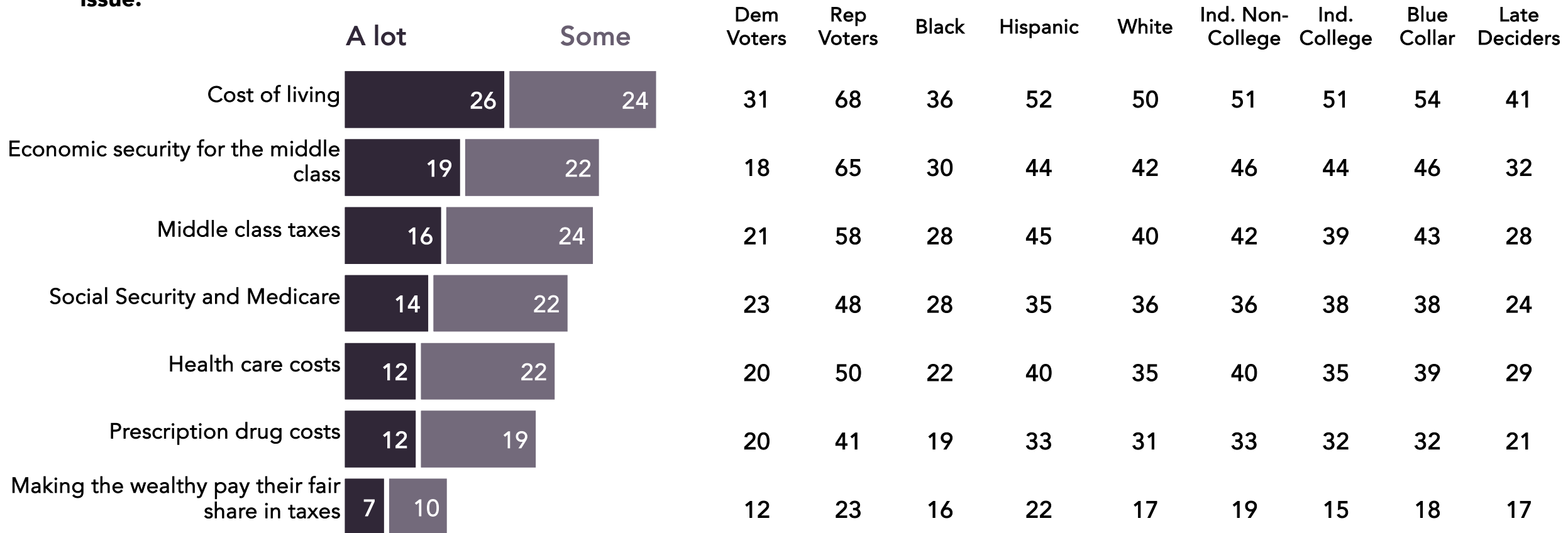
Regardless of who you voted for, please indicate how much you heard about [DEMOCRATIC CANDIDATE]'s position on that issue.

	A lot	Some	Dem Voters	Rep Voters	Black	Hispanic	White	Ind. Non-College	Ind. College	Blue Collar	Late Deciders
Making the wealthy pay their fair share in taxes	26	27	65	41	61	58	51	49	52	49	34
Economic security for the middle class	20	24	69	19	61	48	42	37	40	38	32
Health care costs	17	26	62	26	55	48	42	38	39	38	28
Prescription drug costs	17	24	57	26	49	41	41	35	36	38	28
Cost of living	16	25	61	22	51	41	40	38	39	33	30
Middle class taxes	16	25	60	23	47	47	40	38	40	32	29
Social Security and Medicare	15	25	59	21	55	44	38	35	35	36	24

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# Voters Heard About Republicans' Position on the Cost of Living, Including Majorities of Independent and Blue Collar Voters

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



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# Independents and Late Deciders Heard More About Inflation From Republicans; Democrats Had the Advantage on Fair Taxes

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

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

A lot + Some

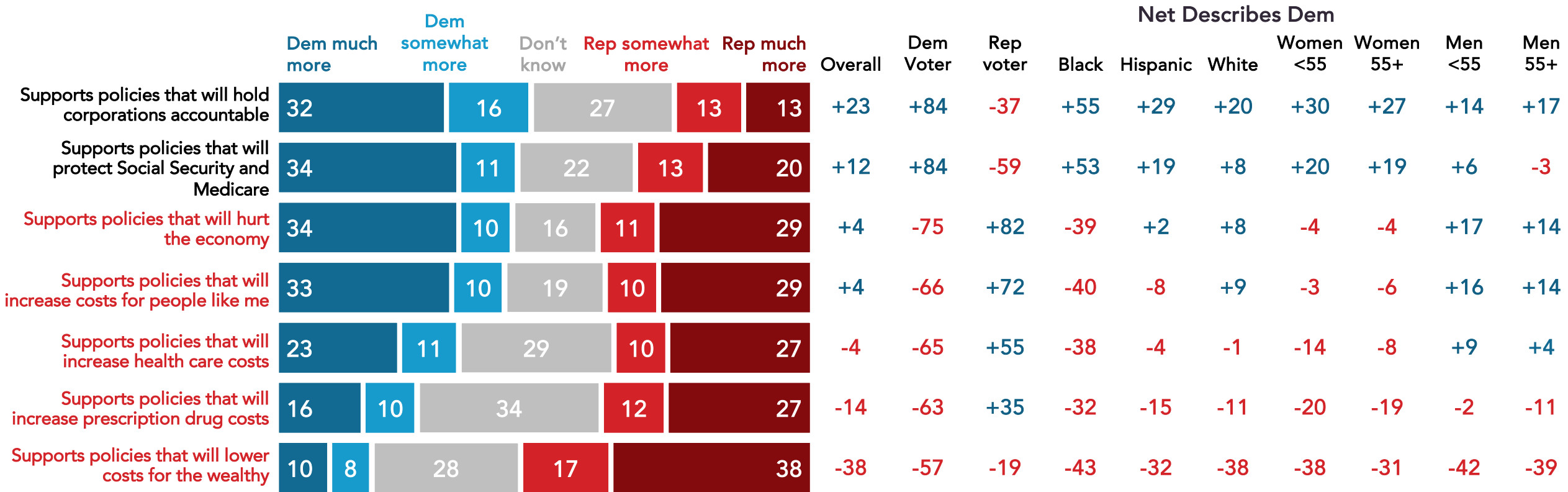
A lot + Some

	Ind. Men	Ind. Women	Ind. Non-College	Ind. College	Late Deciders	Ind. Men	Ind. Women	Ind. Non-College	Ind. College	Late Deciders
Cost of living	38	39	38	39	30	56	45	51	51	41
Economic security for the middle class	37	40	37	40	32	47	44	46	44	32
Middle class taxes	38	39	38	40	29	42	40	42	39	28
Social Security and Medicare	32	37	35	35	24	39	35	36	38	24
Health care costs	38	38	38	39	28	40	35	40	35	29
Prescription drug costs	33	39	35	36	28	35	29	33	32	21
Making the wealthy pay their fair share in taxes	51	50	49	52	34	17	17	19	15	17

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# By a 4-Point Margin, Voters Thought Democrats Would Do More to Hurt the Economy and Increase Costs Than Republicans

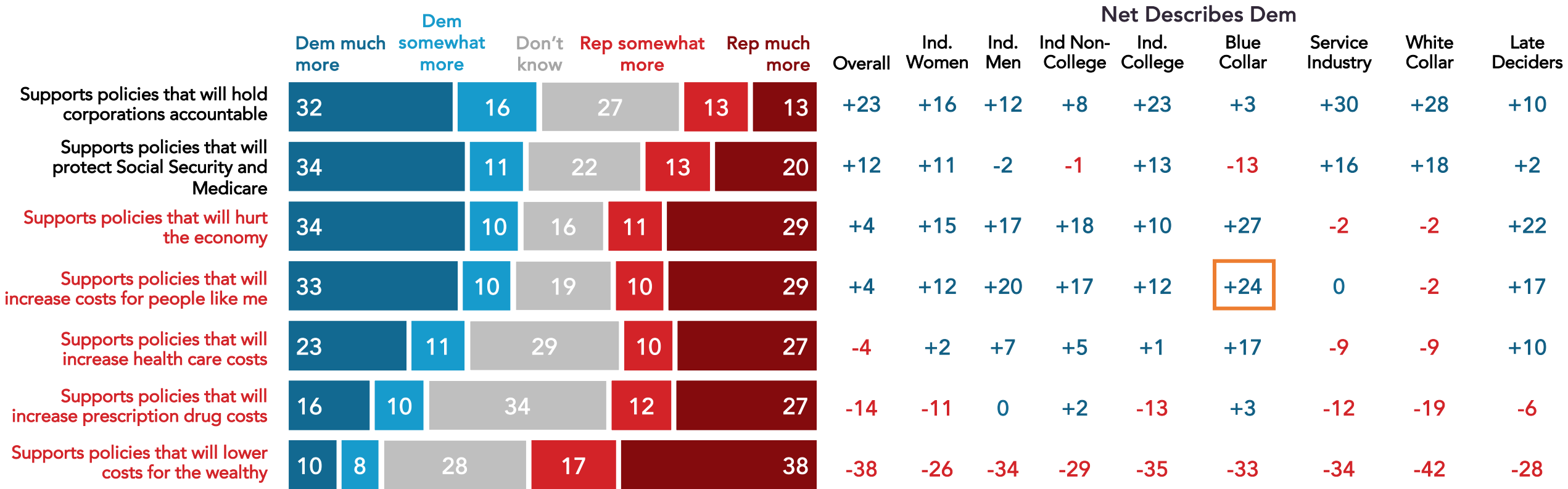
Please indicate whether you think it describes [DEMOCRATIC CANDIDATE] much more, [DEMOCRATIC CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] somewhat more, [REPUBLICAN CANDIDATE] much more.



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# Blue Collar Voters Were Mostly Likely to Say That Democrats Would Increase Costs for 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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## 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:

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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	