

navigating *the* *battleground

Wednesday, March 12th, 2025

Reputations of the Parties in
the Battleground



Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election voters in 62 battleground congressional districts.



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



Interviews were conducted between February 21 – February 25, 2025.



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

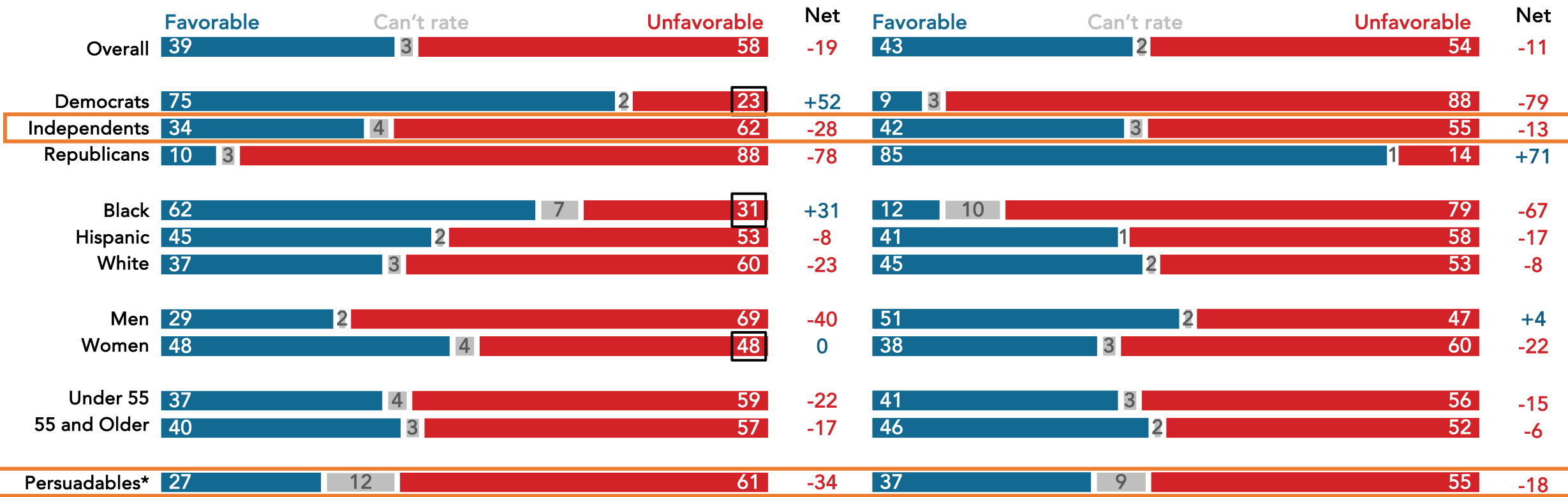
- **While the reputations of both parties in Congress are underwater, Democrats are viewed much more unfavorably, particularly with independents.** However, named Democratic incumbents have a net positive favorability while constituents are split on named Republican incumbents.
- **Battleground constituents hold starkly contrasting views on which party they trust to handle a variety of key issues.** While Democrats in Congress hold advantages on health care and protecting social programs, Republicans in Congress hold significant advantages on “reforming the government” and “getting things done.”
- **Only two in five battleground constituents see either Democrats in Congress or Republicans in Congress as advancing economic policies that favor the middle class and working people most.** Nearly three in five see Republicans in Congress as pushing economic policies that favor the wealthy and corporations most; more see Democrats in Congress in favor of economic policies that favor the poor.

Constituents are Down on Both Parties in Congress, but More Down On Democrats, Driven by Independents And Persuadables

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.

Democrats in Congress

Republicans in Congress



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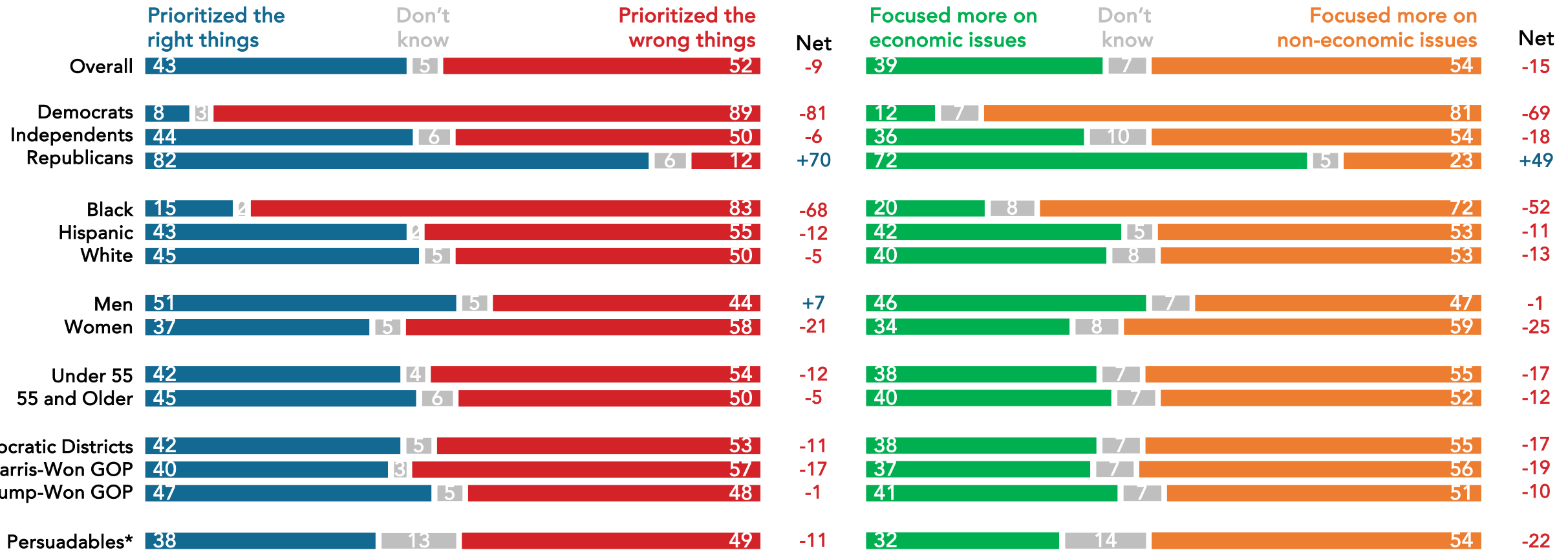
*"Persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

For more info, visit navigatortorresearch.org/battleground.

Most Constituents Think Republicans Are Prioritizing the Wrong Things and Are Focused More on Non-Economic Issues

Since having control, have Republicans in Congress:

Which of the following comes closer to your view?
Trump and Republicans in Congress have:



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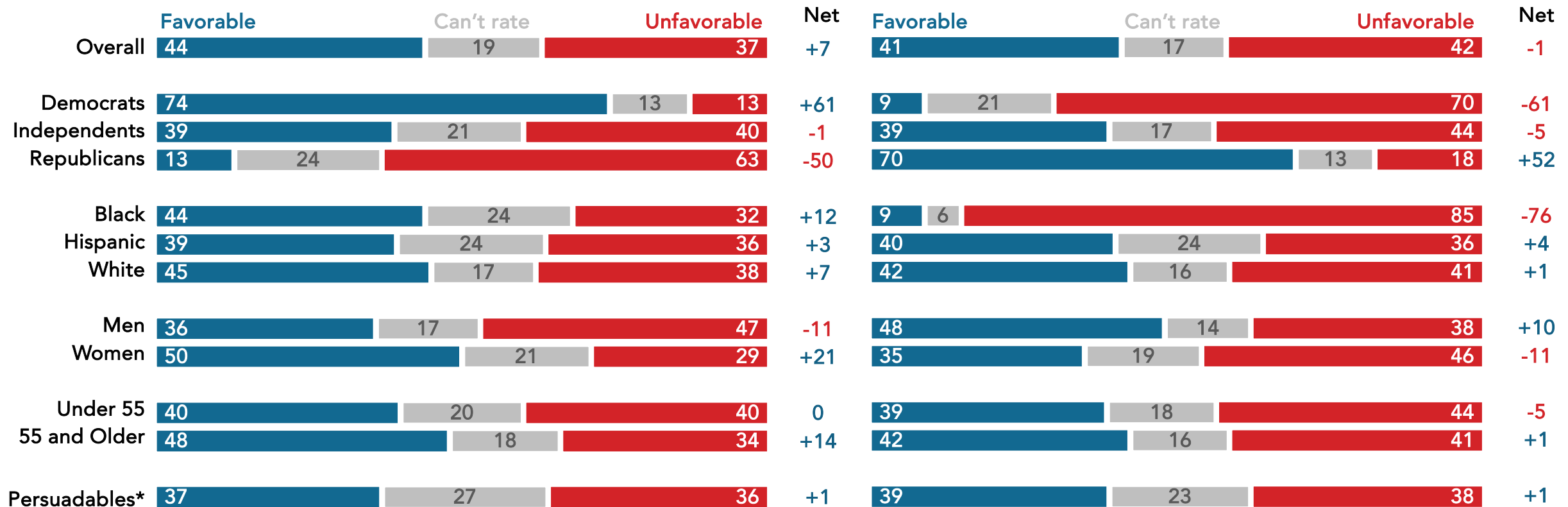
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Democratic Incumbents Are Popular in Their Districts and More Popular Than Their Republican Colleagues

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.

Named Democratic Incumbents

Named Republican Incumbents



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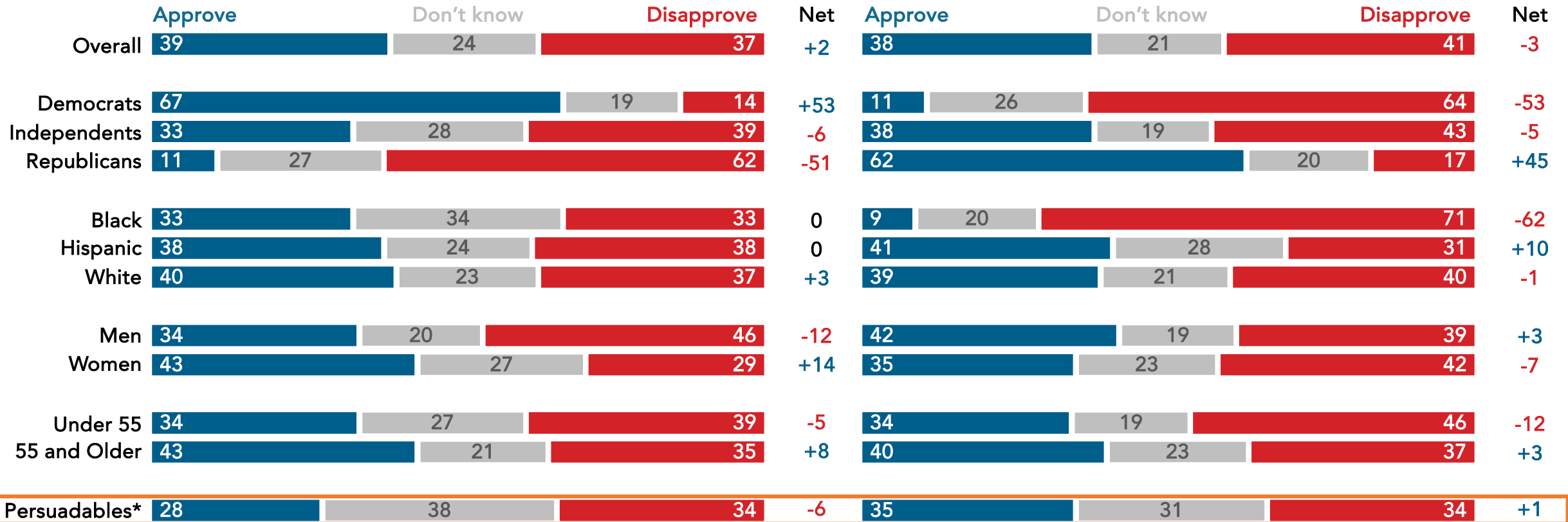
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Democratic Incumbents Have a Mixed Job Rating and While Higher Than Republicans, Independents Are Critical of Both

Do you approve or disapprove of the job [NAMED DEMOCRATIC INCUMBENT] is doing as a member of Congress?

Do you approve or disapprove of the job [NAMED REPUBLICAN INCUMBENT] is doing as a member of Congress?

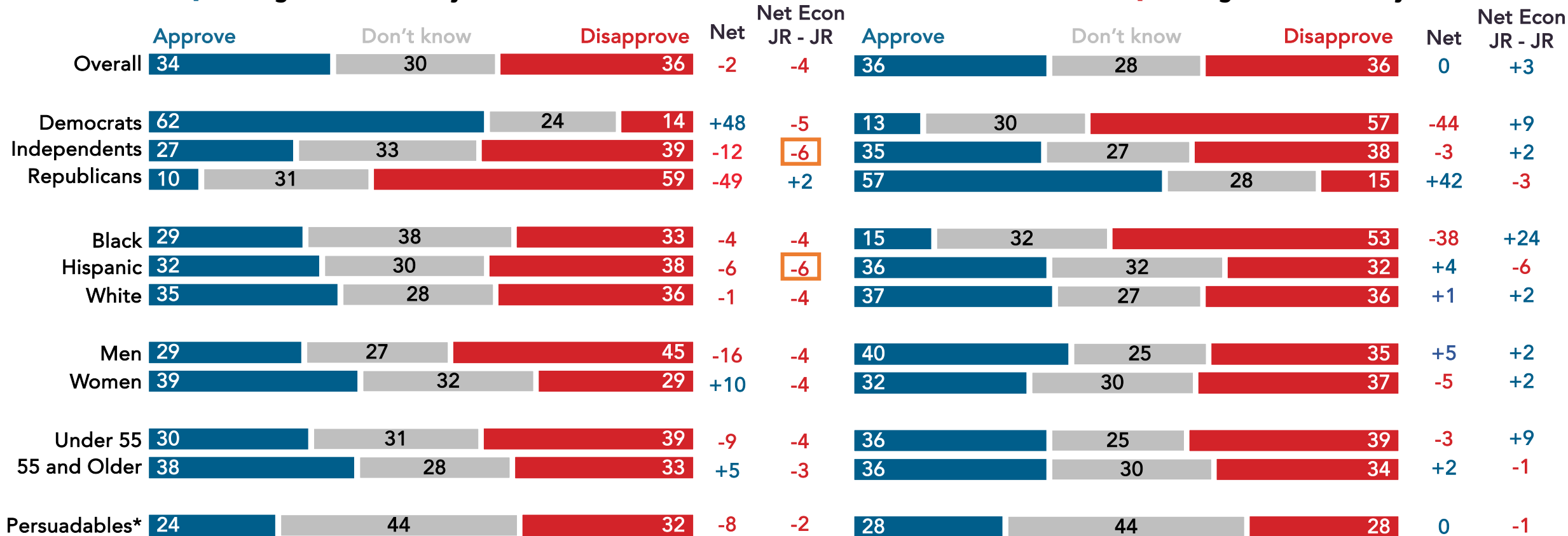


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Battleground Constituents Overall – Particularly Independents – Are More Critical of Democrats on the Economy

Do you approve or disapprove of the job **[NAMED DEMOCRATIC INCUMBENT]** is doing on the economy?

Do you approve or disapprove of the job **[NAMED REPUBLICAN INCUMBENT]** is doing on the economy?



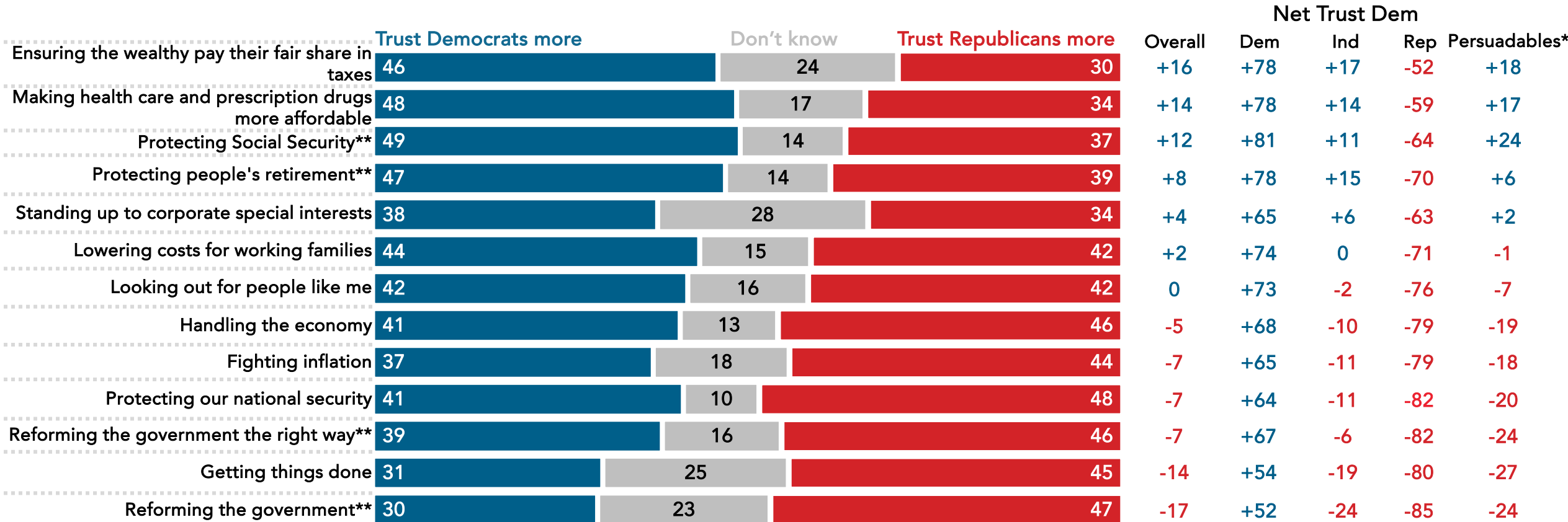
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Battleground Constituents Trust Republicans on the Economy and Inflation; Democrats Have the Advantage on Lowering Costs

Here are some issues facing the country. For each of the following, do you trust Democrats in Congress much more, Democrats in Congress somewhat more, Republicans in Congress somewhat more, or Republicans in Congress much more. If you trust neither, both, or unsure, just indicate that.



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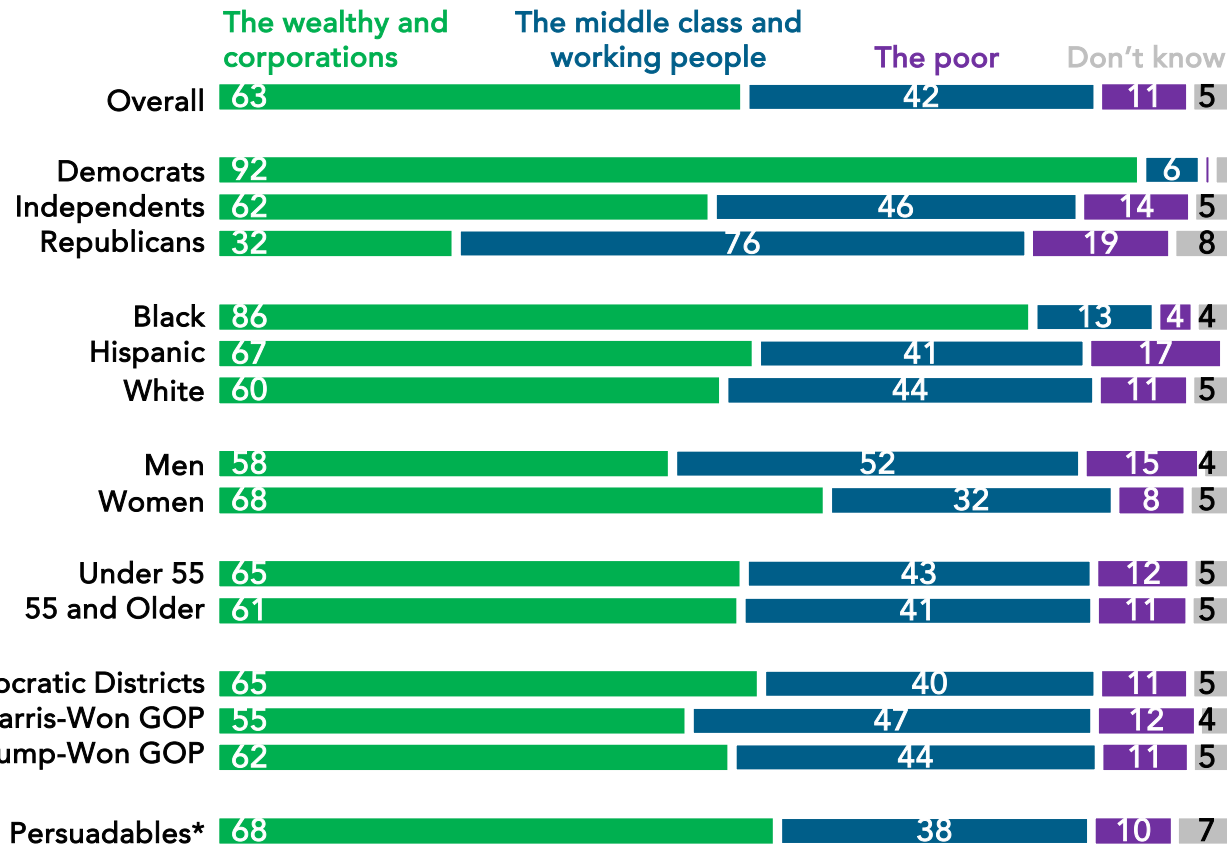
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**These questions were split sample questions asked of only half of the total sample.

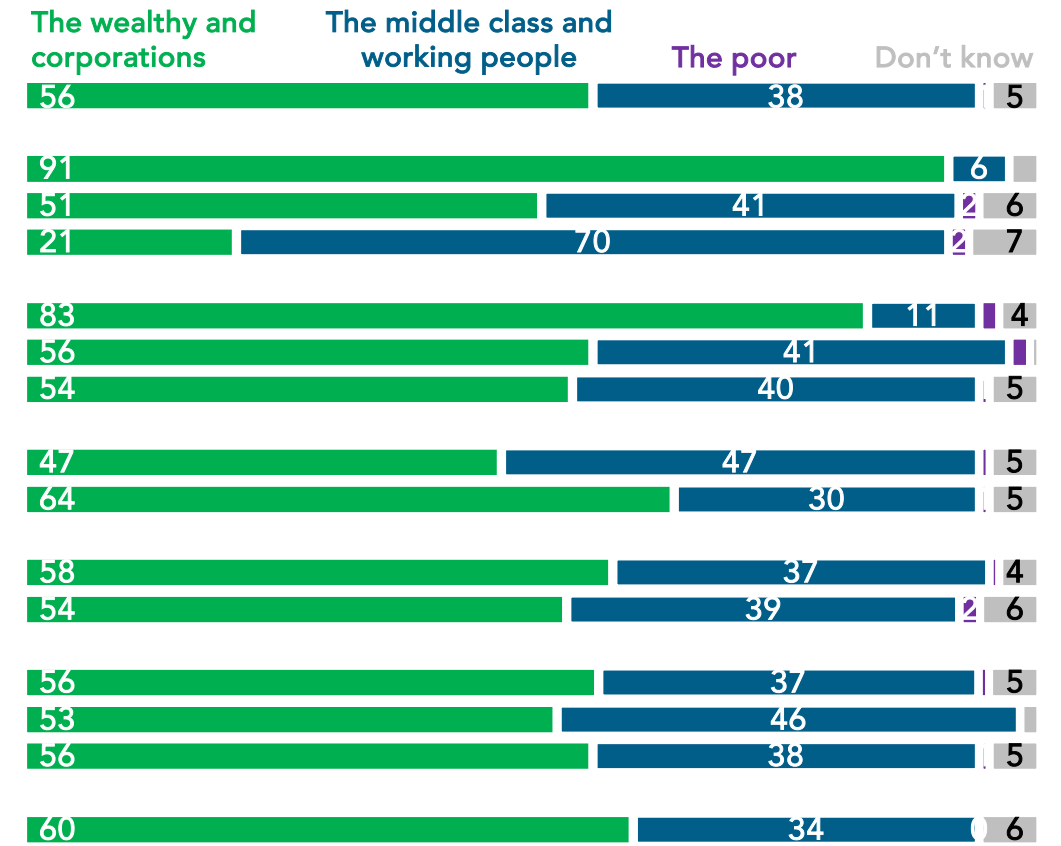
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Most Constituents Think Republican Economic Policies Favor the Wealthy and Corporations

From what you know, do **Republican** economic policies favor the wealthy and corporations, the middle class and working people, or the poor?



From what you know, do **Republican** economic policies most favor:



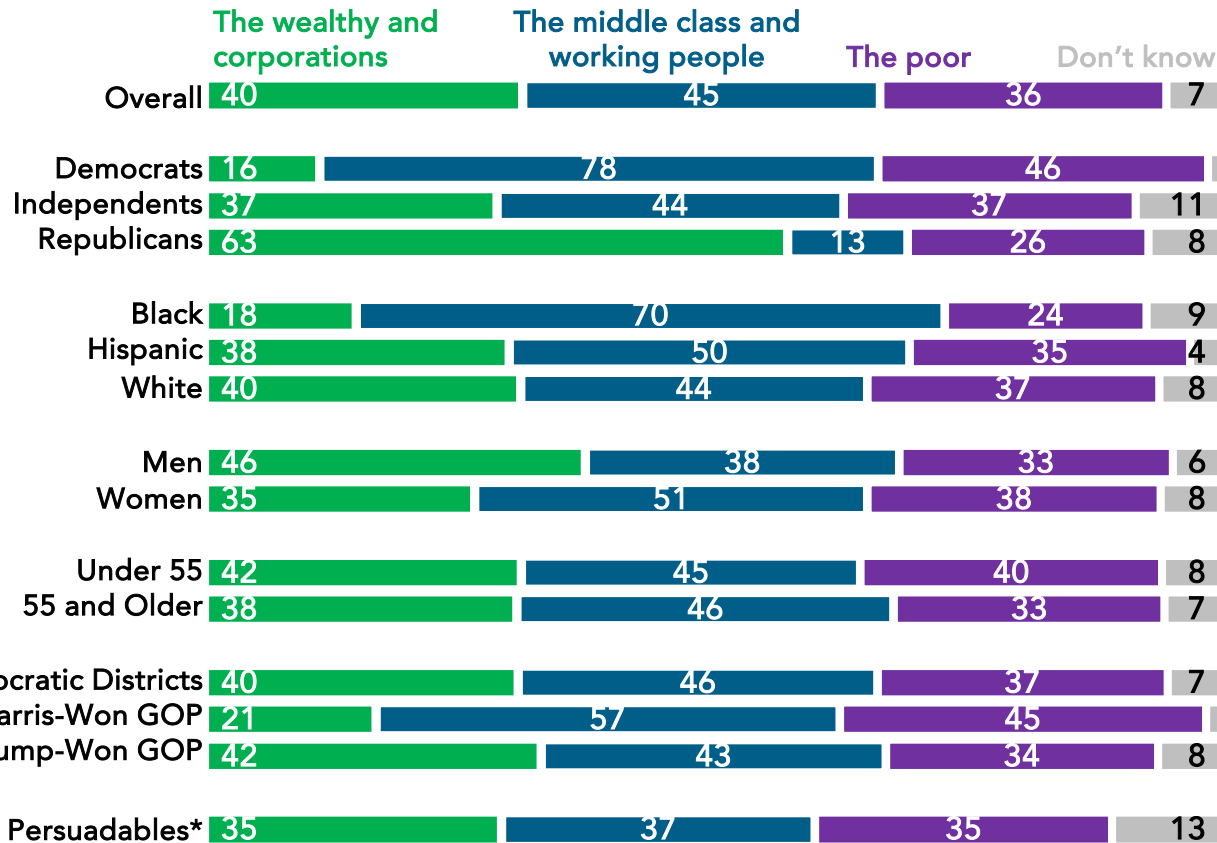
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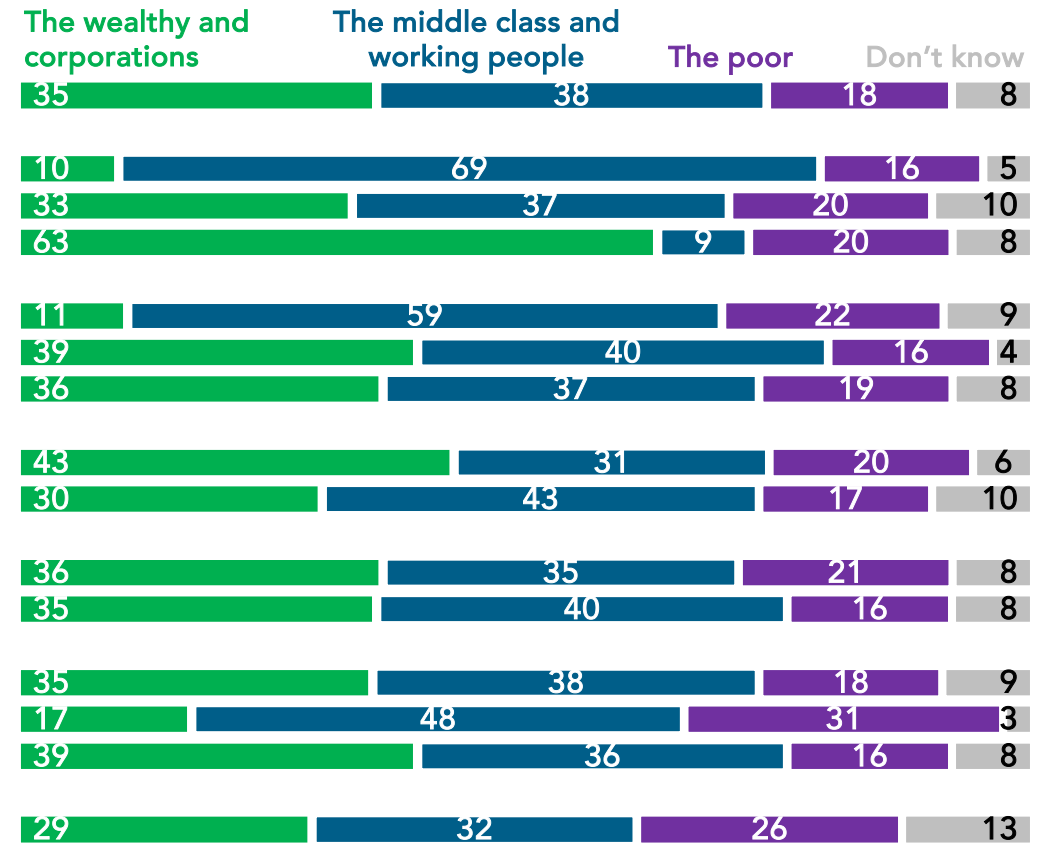
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Constituents Split on Who Democratic Policies Favor; About the Same Share Thinks They Favor the Middle Class as Republicans

From what you know, do **Democratic** economic policies favor the wealthy and corporations, the middle class and working people, or the poor?



From what you know, do **Democratic** economic policies most favor:



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Only Two in Five Think Either Party's Economic Policies Prioritize the Middle Class and Working People

From what you know, do **Democratic** economic policies most favor:



From what you know, do **Republican** economic policies most favor:



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Constituents Overall and Independents Think Democrats Are More Focused on Helping Other People, Not People Like Them

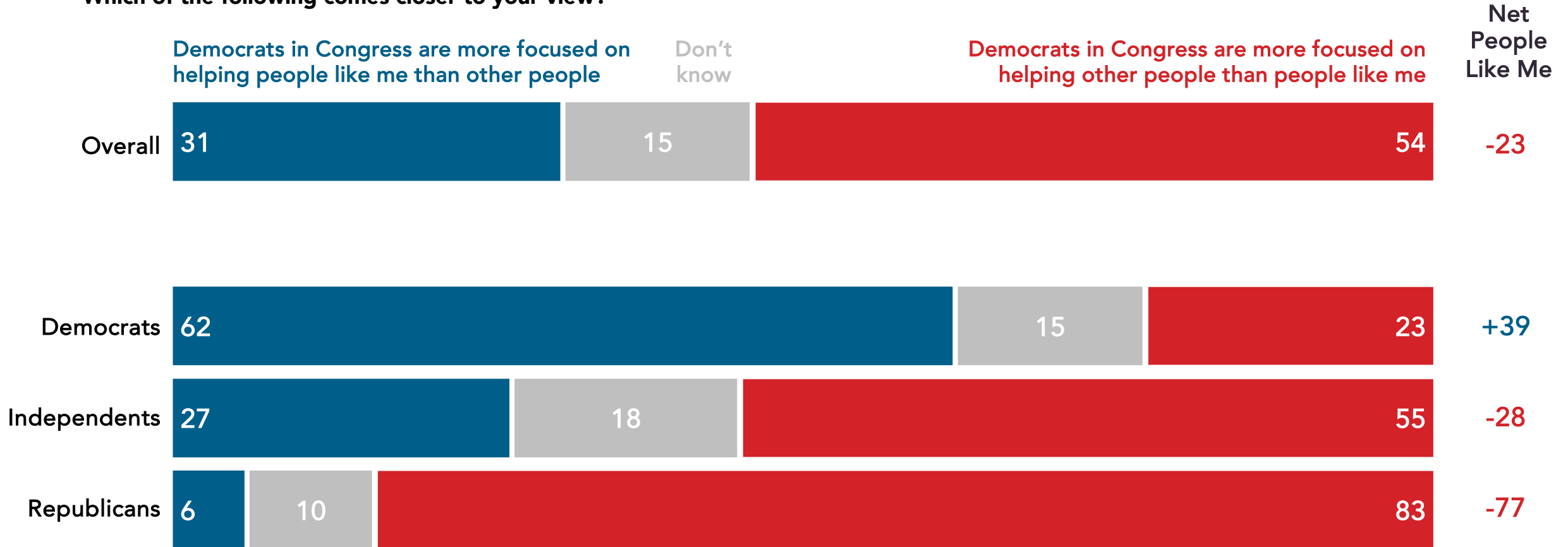
Which of the following comes closer to your view?

Democrats in Congress are more focused on helping people like me than other people

Don't know

Democrats in Congress are more focused on helping other people than people like me

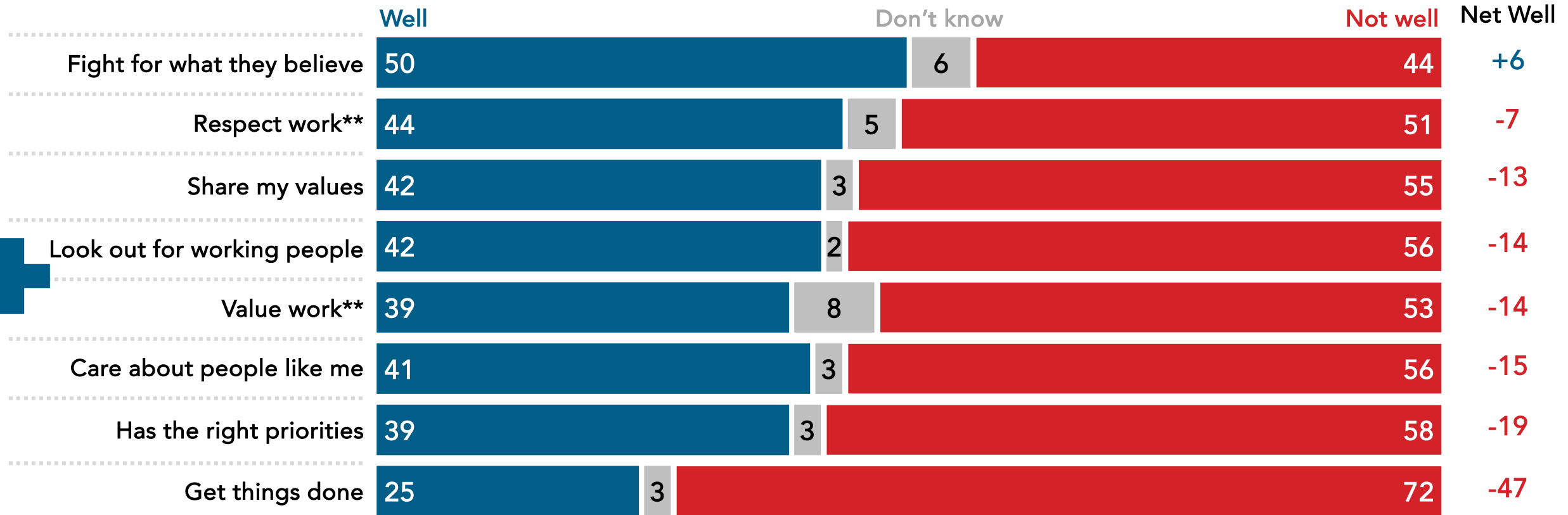
Net People Like Me



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Constituents Think Democrats Fight for What They Believe, But Think They Have the Wrong Priorities and Don't Get Things Done

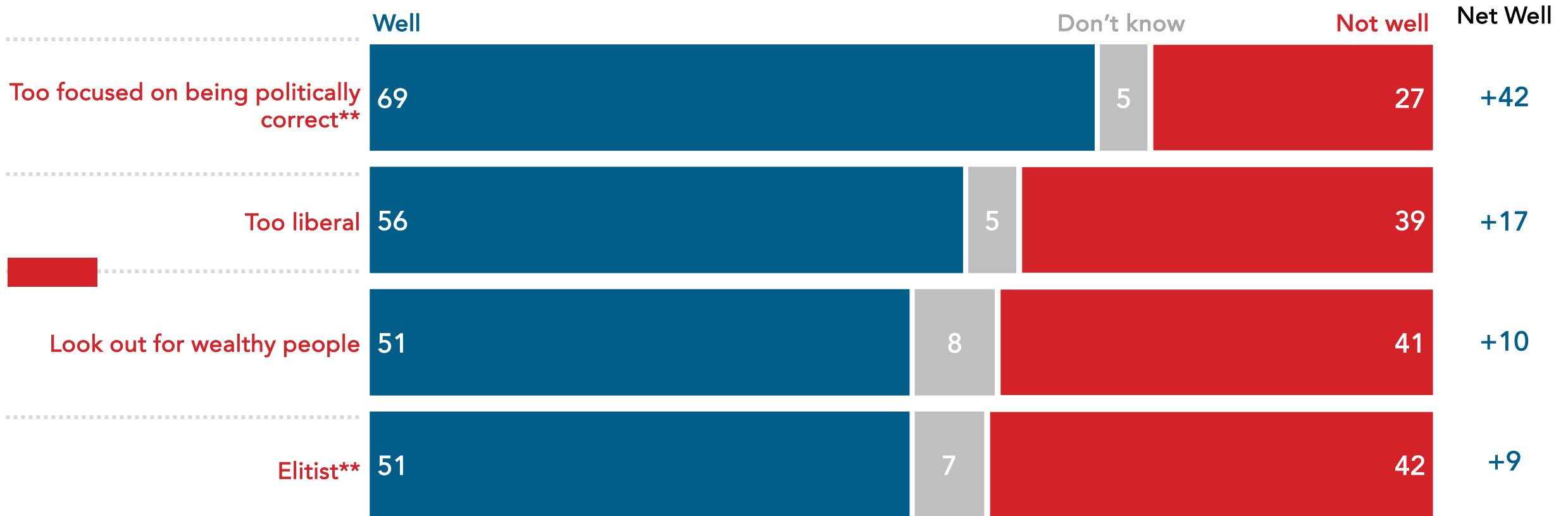
Here are some words and phrases that some people use to describe elected officials. Please indicate how well each word or phrase describes [Democrats](#) in Congress.



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Constituents Also View Democrats as Too Politically Correct, Liberal, Elitist, and Looking Out for the Wealthy

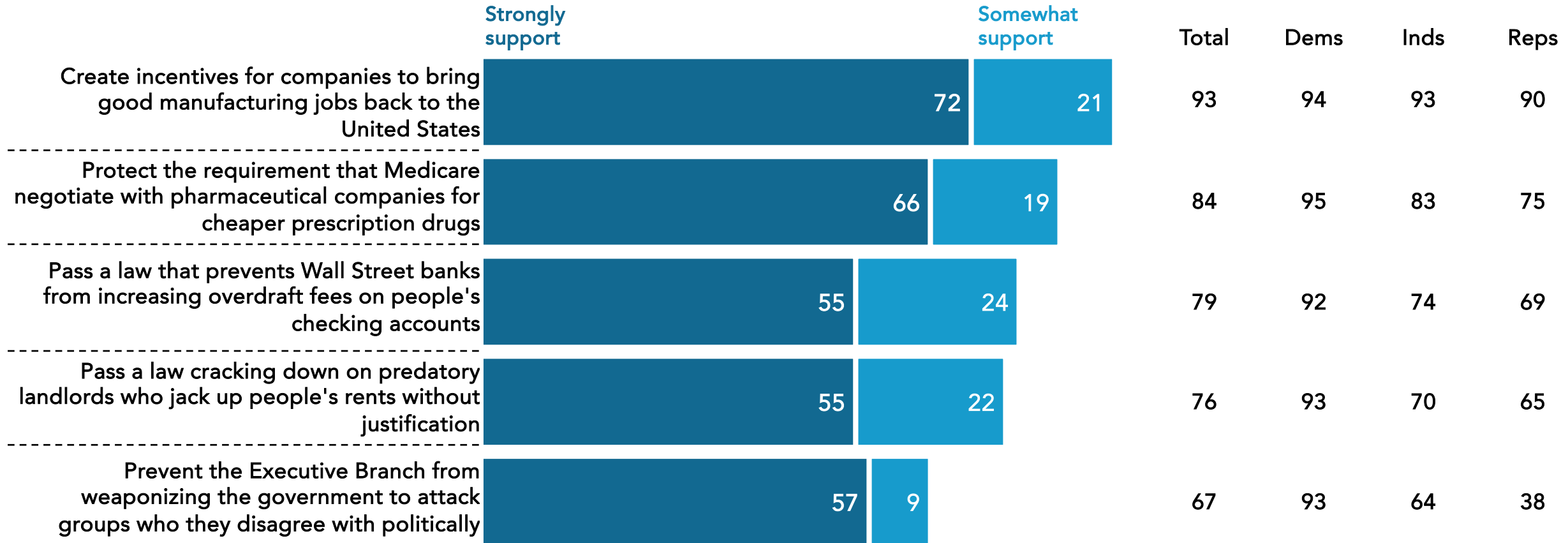
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Bringing Back Manufacturing and Preserving Medicare Negotiation Among the Most Popular Democratic Policies

Which of the following do you feel is the most important issue that Congress should make a top priority?



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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 2026 general election voters from February 21-25, 2025. 100 percent of interviews were conducted by text-to-web. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 62 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
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<http://navigatorresearch.org>

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