# navigating the **\*battleground**

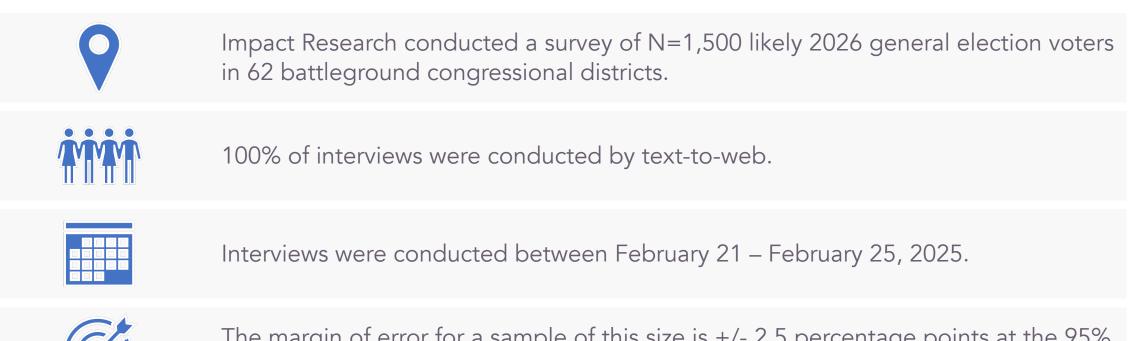
Wednesday, March 12<sup>th</sup>, 2025

Reputations of the Parties in the Battleground





### Methodology





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					
	Favoral	ole Can't rate		Unfavorable	Net	Favorable	Can't rate	Unfavorable	Net			
Overall	39	3		58	-19	43	2	54	-11			
Democrats	75		2	23	+52	9 3		88	-79			
Independents		4		62	-28	42	3	55	-13			
Republicans	10 3			88	-78	85		1 14	+71			
Black	62		7	31	+31	12 10		79	-67			
Hispanic	45	2		53	-8	41	1	58	-17			
White	37	3		60	-23	45	2	53	-8			
Men	29	2		69	-40	51	2	47	+4			
Women	48	4		48	0	38	3	60	-22			
Under 55	37	4		59	-22	41	3	56	-15			
55 and Older	40	3		57	-17	46	2	52	-6			
									Ŭ			
Persuadables*	27	12		61	-34	37	9	55	-18			

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

\*"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 navigatorresearch.org/battleground.

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

Which of the following comes closer to your view?

Trump and Republicans in Congress have: Focused more on **Prioritized the Prioritized the** Don't Don't Focused more on right things wrong things economic issues non-economic issues Net know know Net Overall 43 52 -9 39 7 54 5 -15 Democrats 8 89 -81 12 7 81 -69 Independents 44 6 50 -6 54 36 10 -18 Republicans 82 +7023 12 72 +4983 -52 72 Black 15 -68 20 53 -11 Hispanic 43 55 -12 42 5 -5 53 -13 White 45 50 40 Men 51 44 +746 47 -1 5 Women 37 -21 59 58 34 -25 Under 55 42 54 -12 38 55 -17 -5 52 -12 55 and Older 45 50 40 Democratic Districts 42 53 -11 -38 55 -17 -17 56 -19 Harris-Won GOP 40 57 37 Trump-Won GOP 47 -1 -10 48 41 51 Persuadables\* 38 49 -11 54 -22

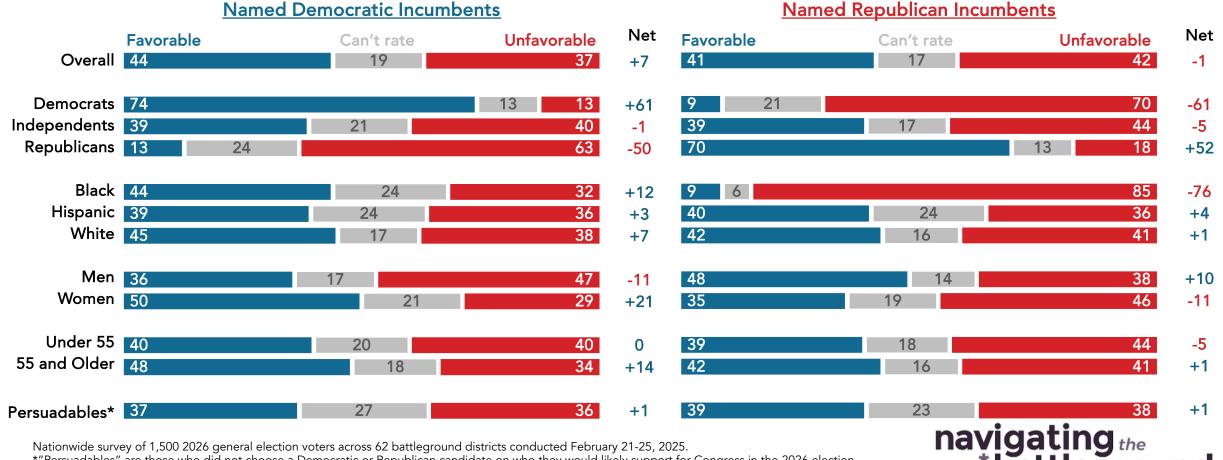
Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

Since having control, have Republicans in Congress:

\*"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 navigatorresearch.org/battleground.

### **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.

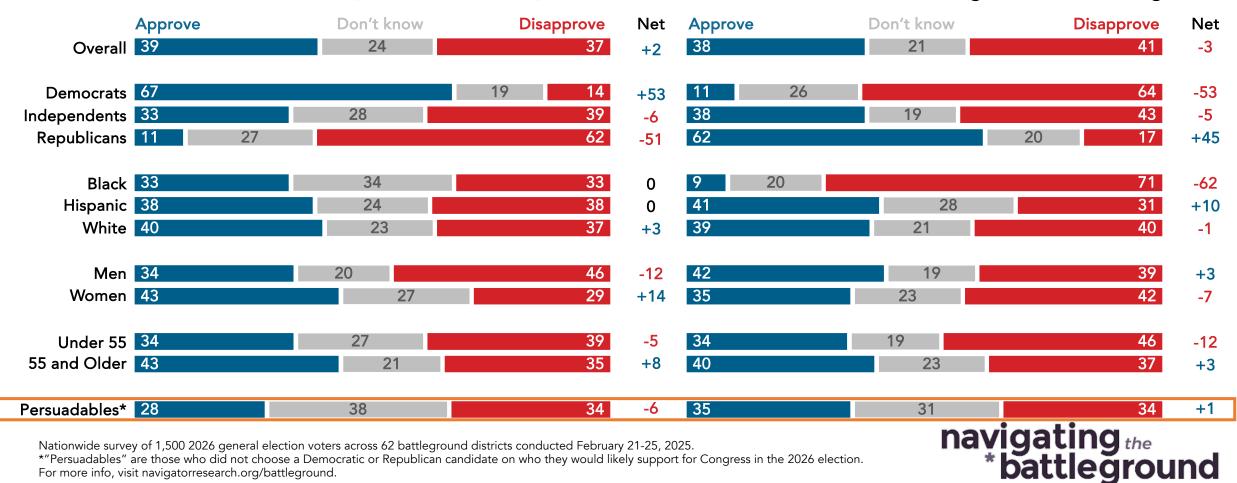


battleground

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

### **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?



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

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

Do you approve o INCUMBENT] is d		Do you approve or disapprove of the job [NAMED REPUBLICAN INCUMBENT] is doing on the economy?								
Approve		Disapprove	Net	Net Econ JR - JR	Approve		Don't know	Disapprove	Net	Net Econ JR - JR
Overall 34	30	36	-2	-4	36		28	36	0	+3
Democrats 62		24 14	+48	-5	13	30		57	-44	+9
Independents 27	33	39	-12	-6	35		27	38	-3	+2
Republicans 10	31	59	-49	+2	57			28 15	+42	-3
Black 29	38	33	-4	-4	15	32		53	-38	+24
Hispanic 32	30	38	-6	-6	36		32	32	+4	-6
White 35	28	36	-1	-4	37		27	36	+1	+2
Men 29	27	45	-16	-4	40		25	35	+5	+2
Women 39	32	29	+10	-4	32		30	37	-5	+2
Under 55 30	31	39	-9	-4	36		25	39	-3	+9
55 and Older 38	28	33	+5	-3	36		30	34	+2	-1
Persuadables* 24	44	32	-8	-2	28		44	28	0	-1
Nationwide survey of 1,500 202 *"Persuadables" are those who For more info, visit navigatorres	26 general election voters across 62 battles did not choose a Democratic or Republica search.org/battleground.	ground districts conducte an candidate on who they	d Febru y would	ary 21-25, 20 likely support	25. : for Congress in th	e 2026 elec	tion.	vigating *battleg	the <b>IOL</b>	Ind

### **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.

Not Truct Dom

				Net Irust Dem					
Ensuring the wealthy pay their fair share in 46	Democrats more	Don't know	Trust Republicans more	Overall	Dem	Ind	Rep	Persuadables*	
taxes		24	30	+16	+78	+17	-52	+18	
Making health care and prescription drugs more affordable		17	34	+14	+78	+14	-59	+17	
Protecting Social Security** 49		14	37	+12	+81	+11	-64	+24	
Protecting people's retirement** 47		14	39	+8	+78	+15	-70	+6	
Standing up to corporate special interests 38		28	34	+4	+65	+6	-63	+2	
Lowering costs for working families 44		15	42	+2	+74	0	-71	-1	
Looking out for people like me 42		16	42	0	+73	-2	-76	-7	
Handling the economy 41		13	46	-5	+68	-10	-79	-19	
Fighting inflation 37		18	44	-7	+65	-11	-79	-18	
Protecting our national security 41		10	48	-7	+64	-11	-82	-20	
Reforming the government the right way** 39		16	46	-7	+67	-6	-82	-24	
Getting things done 31	25		45	-14	+54	-19	-80	-27	
Reforming the government** 30	23		47	-17	+52	-24	-85	-24	
Nationwide survey of 1,500 2026 general election voters *"Persuadables" are those who did not choose a Democ **These questions were split sample questions asked of For more info. visit navigatorresearch.org/battleground.	cratic or Republican candidate on who the		ongress in the 2026 election.	na	viga *ba	atin	g the	ound	

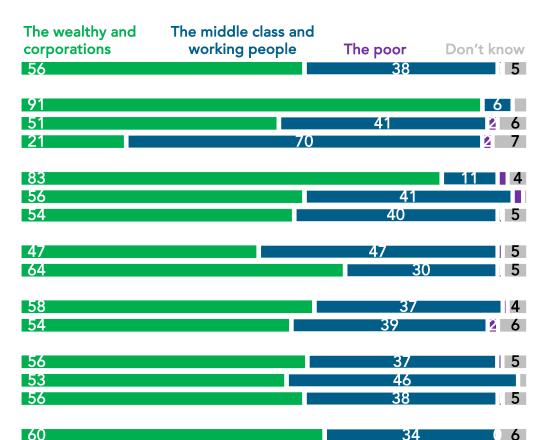
\*\*These questions were split sample questions asked of only half of the total sample. For more info, visit navigatorresearch.org/battleground.

# Most Constituents Think Republican Economic Policies Favor the Wealthy and Corporations

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

	The wealthy and corporations	The middle class and working people	The poor	Don't know
Overall	63		42	11 5
Democrats	92			6
			46	
Independents			40	14 0
Republicans	32	/6		19 8
Black	86			13 4 4
Hispanic			41	17
White			44	11 5
vvnite	00		44	
Men	58		52	15 4
Women	68		32	8 5
Under 55			43	12 5
55 and Older	61		41	11 5
Democratic Districts	65		40	11 5
Harris-Won GOP	55		47	12 4
Trump-Won GOP	62		44	11 5
Persuadables*	68		38	10 7

From what you know, do <u>Republican</u> economic policies <u>most favor</u>:



navigating the \*battleground

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

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

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

	ne wealthy and T prporations	he middle class and working people	The poor	Don't kno	The wealthy an corporations	d The middle o working p		poor Don't	t know
Overall 4		45		36			38	18	8
Democrats 🚺	6	78		46	10	69		16	5
Independents 🔀	7	44	3	/ 1′	33		37	20	10
Republicans 👩	3		13	26	63		9	20	8
Black 🚺	8	70		24		59		22	9
Hispanic 💽	8	50		35 4	39		40	16	4
White 🛃	0	44		37 8	36		37	19	8
Men <mark>4</mark>	6	38		33	43		31	20	6
Women 📑	5	51		38 8	30		43	17	10
Under 55 🔽	2	45		40 8	36		35	21	8
55 and Older 💽	8	46		33	35		40	16	8
Democratic Districts 4	0	46		37	35		38	18	9
Harris-Won GOP 🗾	1	57		45	17	48		31	3
Trump-Won GOP 🗾	2	43		34 8	39		36	16	8
Persuadables* 🔀	5	37	35	1:	29	32		26	13

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

navigating the

battleground

Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

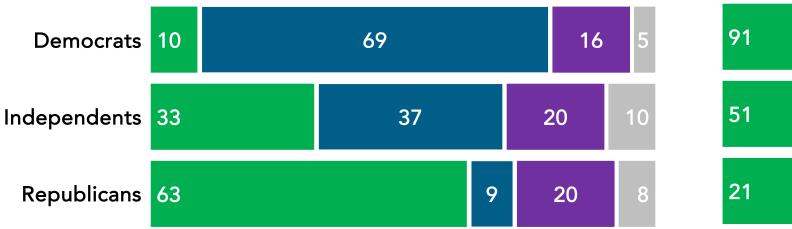
# Only Two in Five Think Either Party's Economic Policies Prioritize the Middle Class and Working People

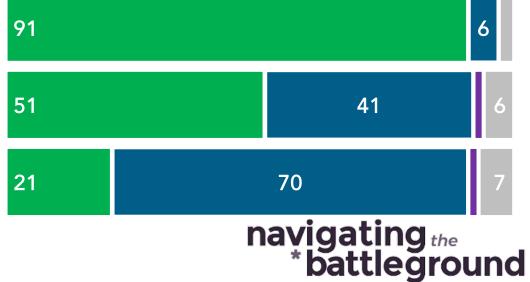
From what you know, do <u>Democratic</u> economic policies <u>most favor</u>:



From what you know, do **<u>Republican</u>** economic policies <u>most favor</u>:





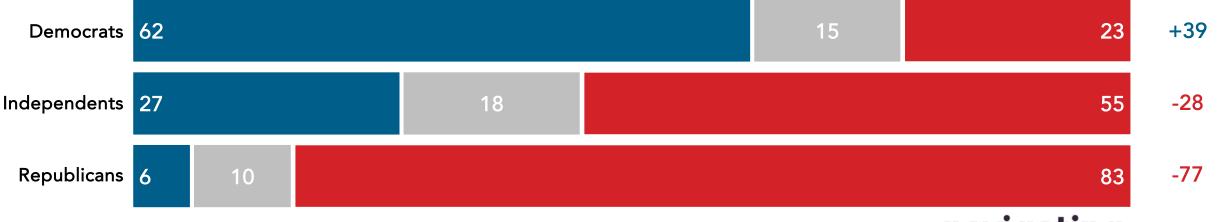


Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025. For more info, visit navigatorresearch.org/battleground.

### 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?





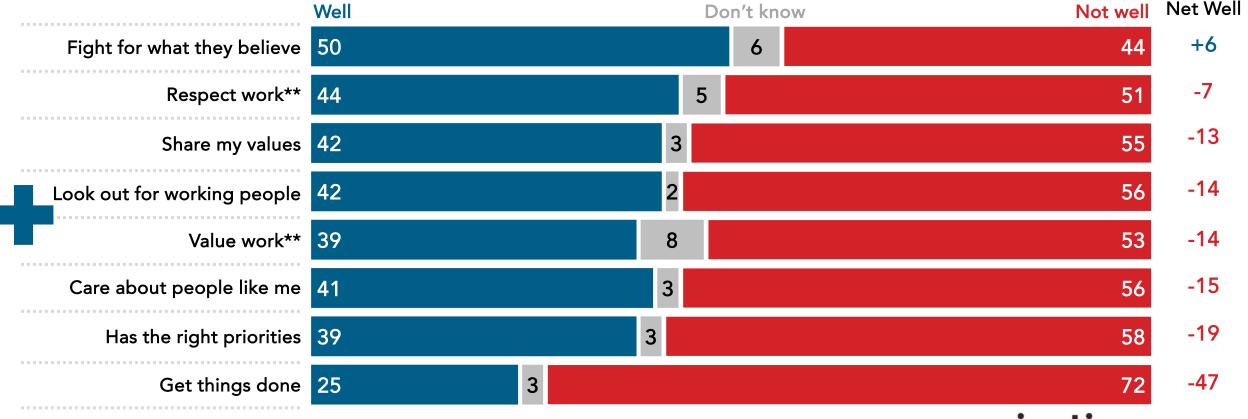
Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025. For more info, visit navigatorresearch.org/battleground.

navigating the \*battleground

Net

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

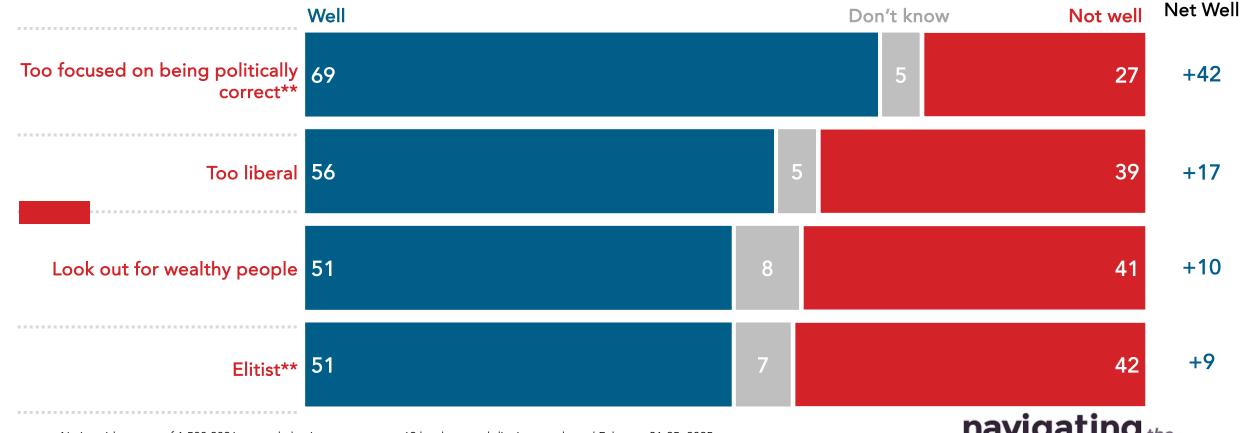
Here are some words and phrases that some people use to describe elected officials. Please indicate how well each word or phrase describes <u>Democrats</u> in Congress.



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025. For more info, visit navigatorresearch.org/battleground.

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

Here are some words and phrases that some people use to describe elected officials. Please indicate how well each word or phrase describes <u>Democrats</u> in Congress.



Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025. For more info, visit navigatorresearch.org/battleground.

### **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?

	ongly port		Somewhat support	Total	Dems	Inds	Reps
Create incentives for companies to bring good manufacturing jobs back to the United States		7	2 21	93	94	93	90
Protect the requirement that Medicare negotiate with pharmaceutical companies for cheaper prescription drugs		66	19	84	95	83	75
Pass a law that prevents Wall Street banks from increasing overdraft fees on people's checking accounts	55		24	79	92	74	69
Pass a law cracking down on predatory landlords who jack up people's rents without justification	55		22	76	93	70	65
Prevent the Executive Branch from weaponizing the government to attack groups who they disagree with politically	57	9		67	93	64	38
Nationwide survey of 1,500 2026 general election voters across 62 bat For more info, visit navigatorresearch.org/battleground.	nav	navigating the <b>*battleground</b>					

## navigating the \*battleground 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:

press@navigatorresearch.org

#### To learn more about Navigator or Navigating the Battleground:

http://navigatorresearch.org

@NavigatorSurvey on Twitter