

# navigating *the* \*battleground

Wednesday, March 26<sup>th</sup>, 2025

The Political Landscape in the Battleground and How Policies of Democrats in Congress Are Viewed



**IMPACT**  
RESEARCH

# 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.



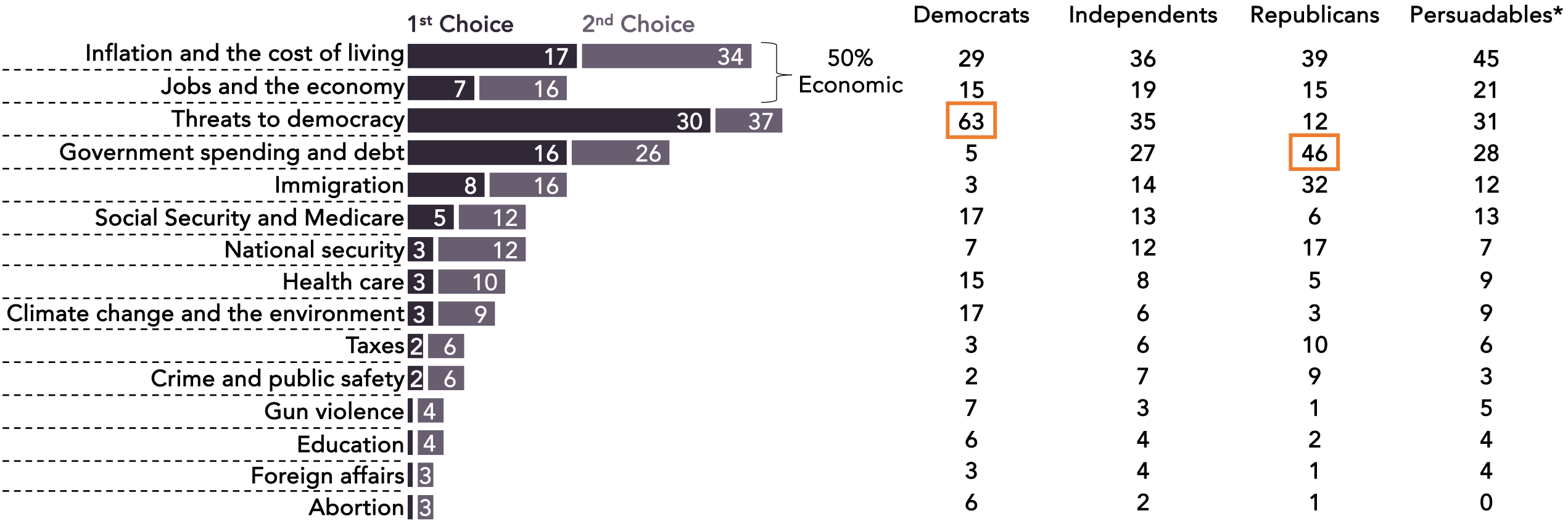
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- **Half of battleground constituents and two in three persuadables rate economic issues as one of the top issues they want Congress to prioritize.** More than one in three constituents say they want Congress to prioritize threats to democracy, while another quarter of constituents want government spending and debt to be prioritized.
- **Battleground constituents have net negative opinions about prominent Republicans in Washington.** President Donald Trump, Vice President JD Vance, Speaker Mike Johnson, and Elon Musk all have net negative favorability ratings. Moreover, Trump's overall job rating and rating on handling the economy are both underwater.
- **Constituents in the battleground strongly support many policies supported by Democrats in Congress, and proactive support outpaces opposing policies supported by Republicans in Congress.** Some of the most supported policies include bringing back manufacturing jobs, protecting Medicare's ability to negotiate, passing a middle-class tax cut, and banning members of Congress from trading stocks.

# Economic Issues are Top Priorities for Constituents Overall; However, Threats to Democracy is the Top Priority for Democrats

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



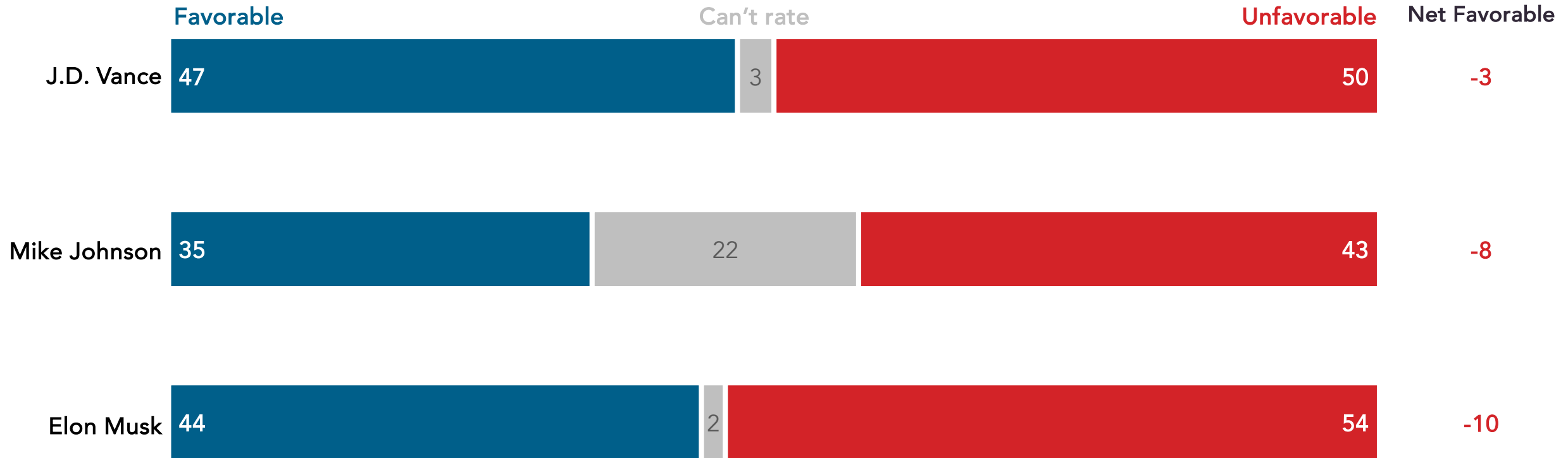
Nationwide survey of 1,500 2026 general election voters across 62 battleground districts conducted February 21-25, 2025.

\*"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 [navigatortorresearch.org/battleground](https://navigatortorresearch.org/battleground).

# Vance, Johnson, and Musk All Have Net Negative Favorability Ratings in Battleground Districts

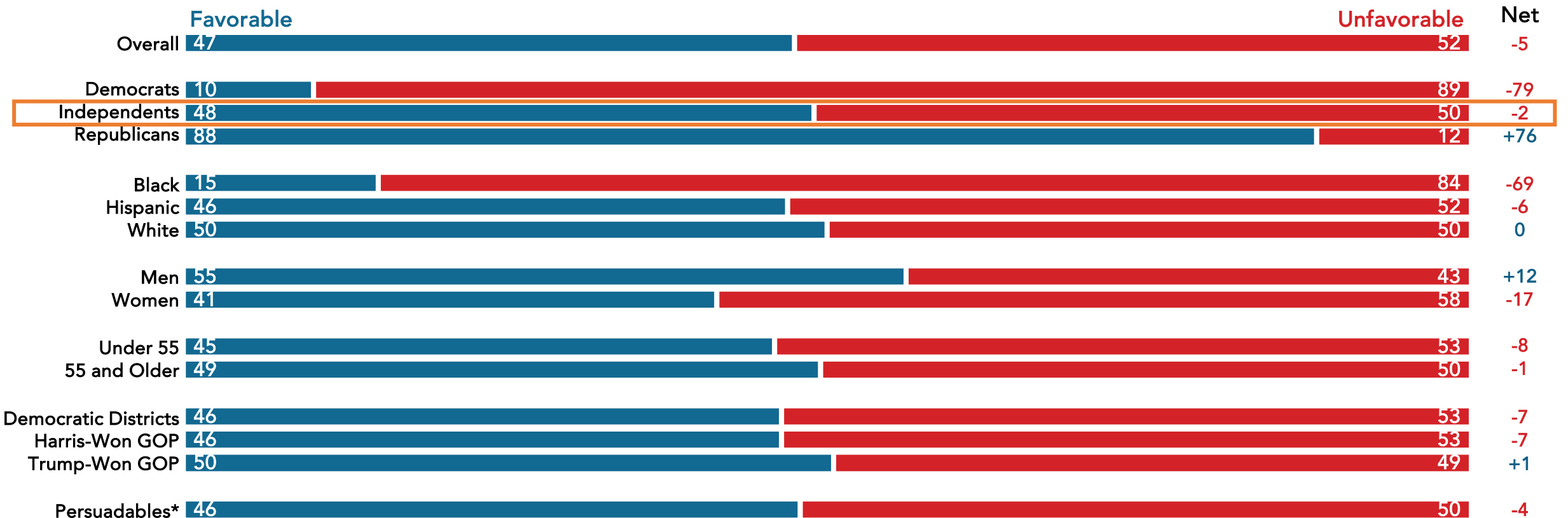
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that.



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# Trump's Favorability is Underwater in Battleground Districts; Independents Split Roughly Evenly

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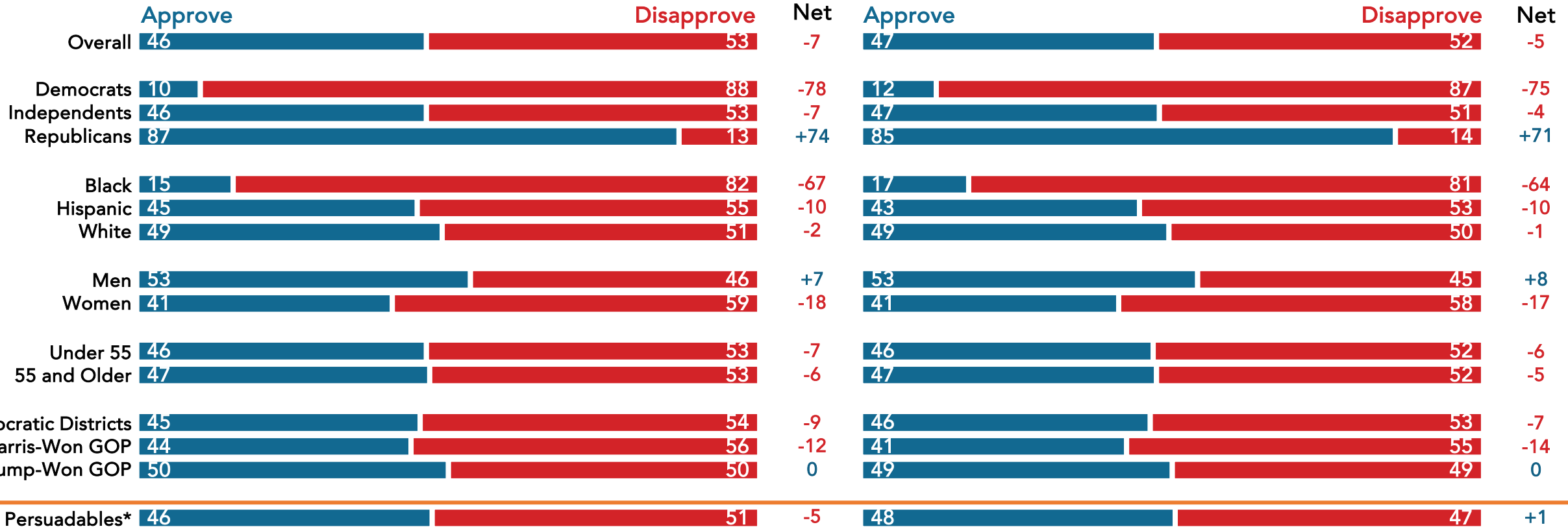
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# Trump's Overall Job Rating and Economic Handling Are Both Underwater

Do you approve or disapprove of the way Donald Trump is **handling his job as president?**

Do you approve or disapprove of the way Donald Trump is **handling the economy?**



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# Battleground Constituents are Most Concerned About Musk and Other Billionaires Consolidating Power in Government

Which of the following is the biggest concern for you personally, even if none are exactly right?

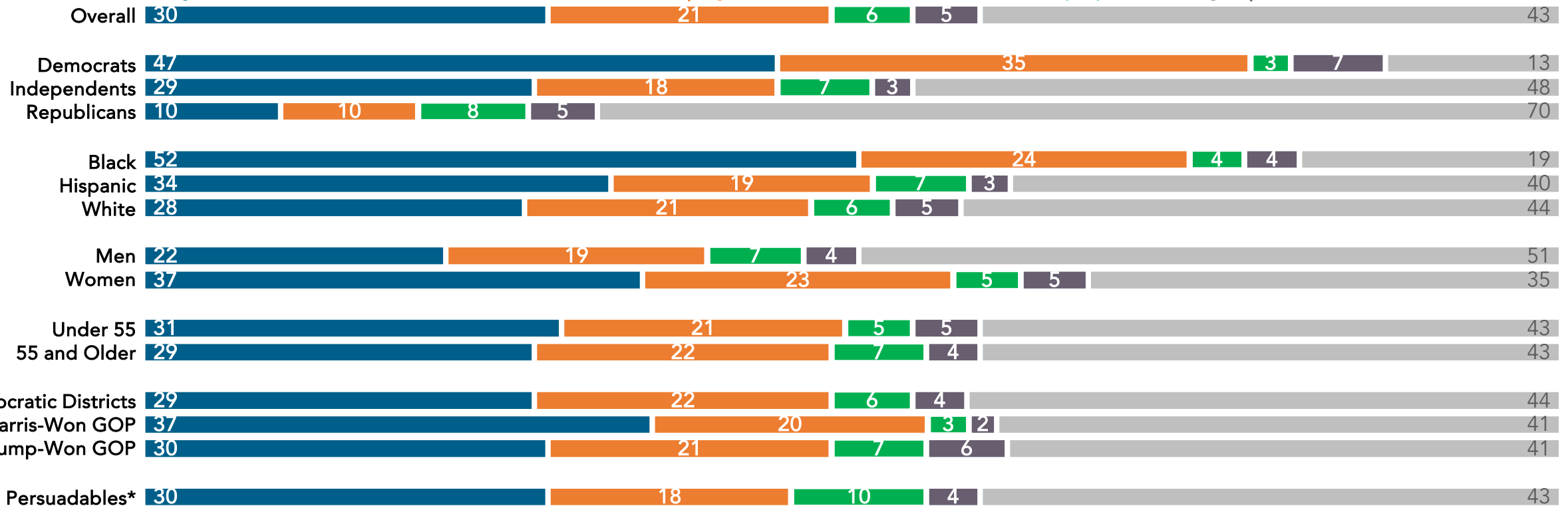
Donald Trump and Republicans are allowing Elon Musk and other unelected billionaires to have too much power in the government\*\*

Donald Trump and Republicans are making massive cuts to programs that people rely on, including Medicaid, veterans' health care, and childcare programs

Donald Trump and Republicans are enacting policies like tariffs that will raise costs for working people

Donald Trump and Republicans are focused on giveaways and cutting taxes for billionaires and big corporations

Other/ Don't know



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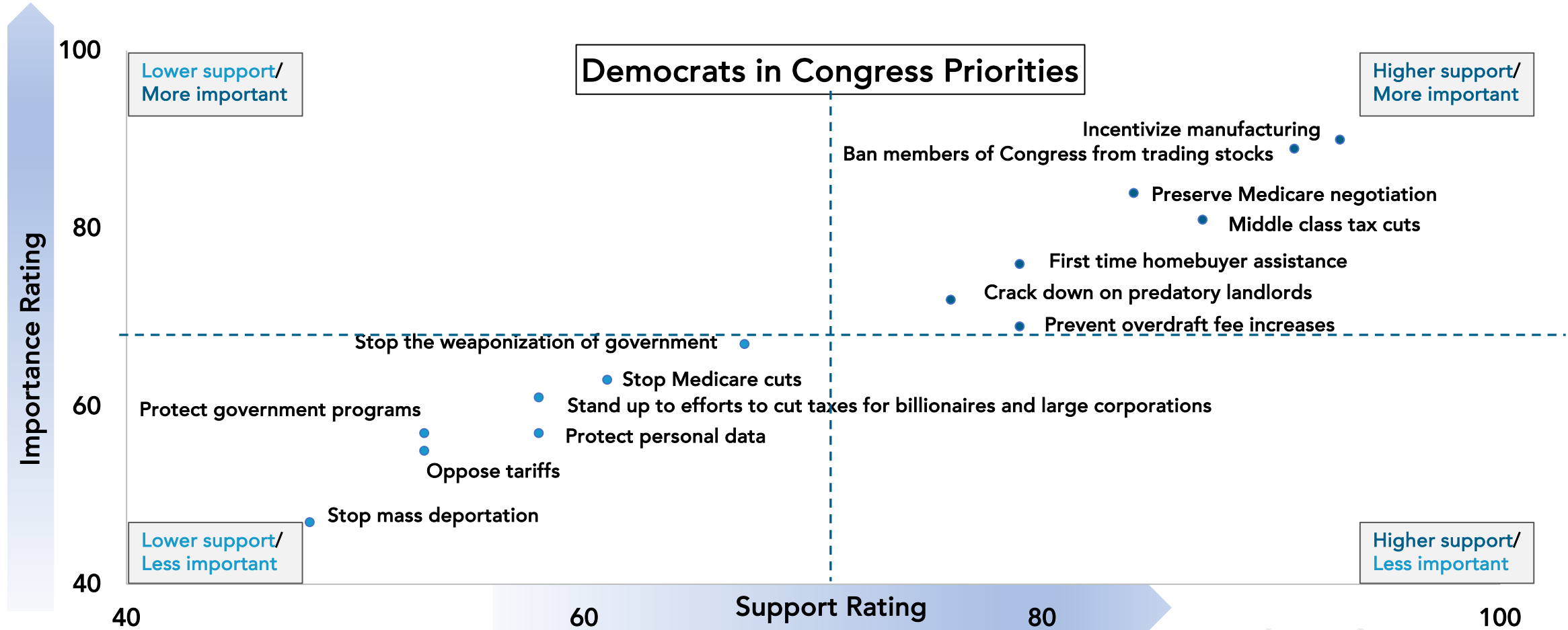
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\*\*This language was split test with a version excluding Elon Musk which it outperformed.

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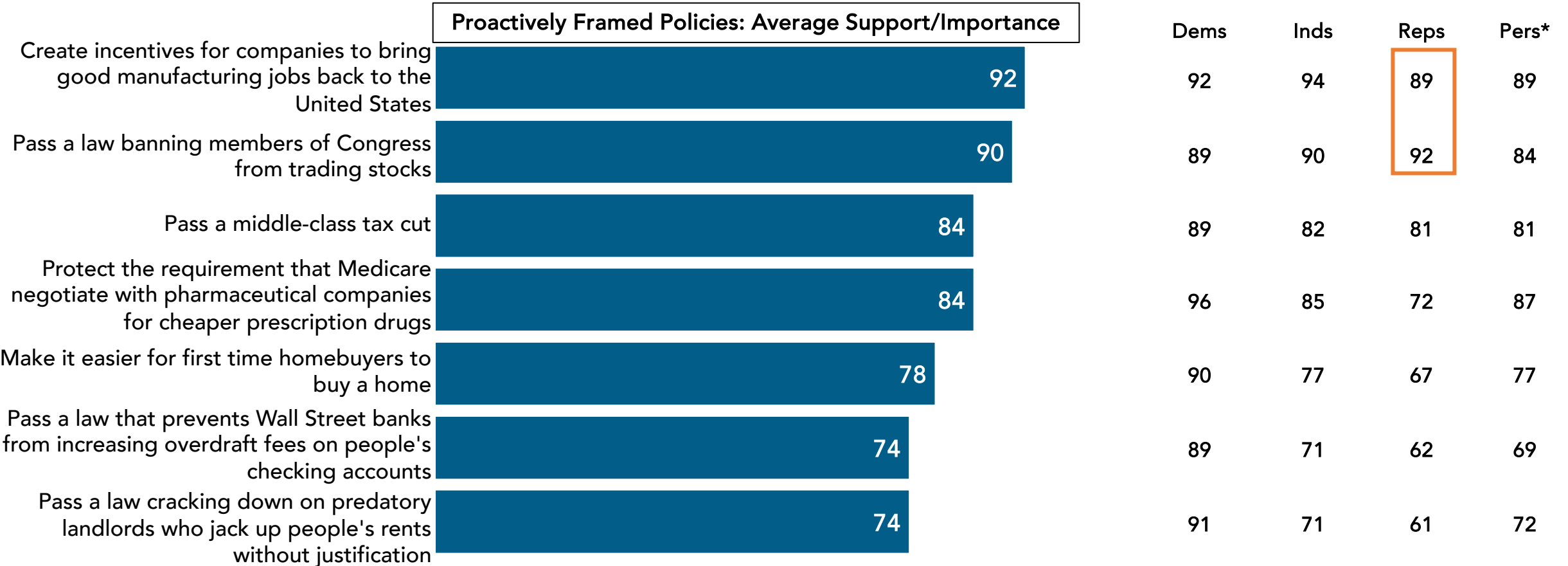


# Bringing Back Manufacturing, Preserving Medicare Negotiation Among the Most Impactful Policies of Democrats in Congress



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# Bringing Back Manufacturing and Banning Members of Congress From Trading Stocks Have Significant Bipartisan Appeal

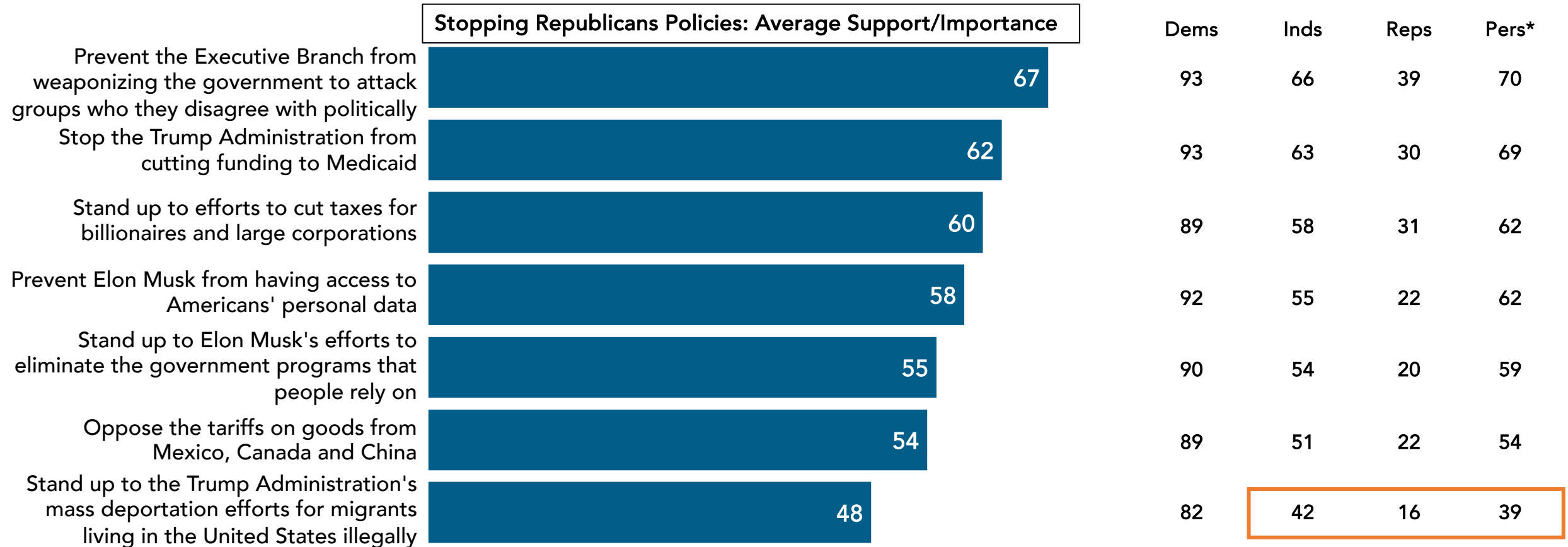


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# Standing Up to the Trump Administration's Mass Deportation Efforts Has Little Support Outside of Democrats

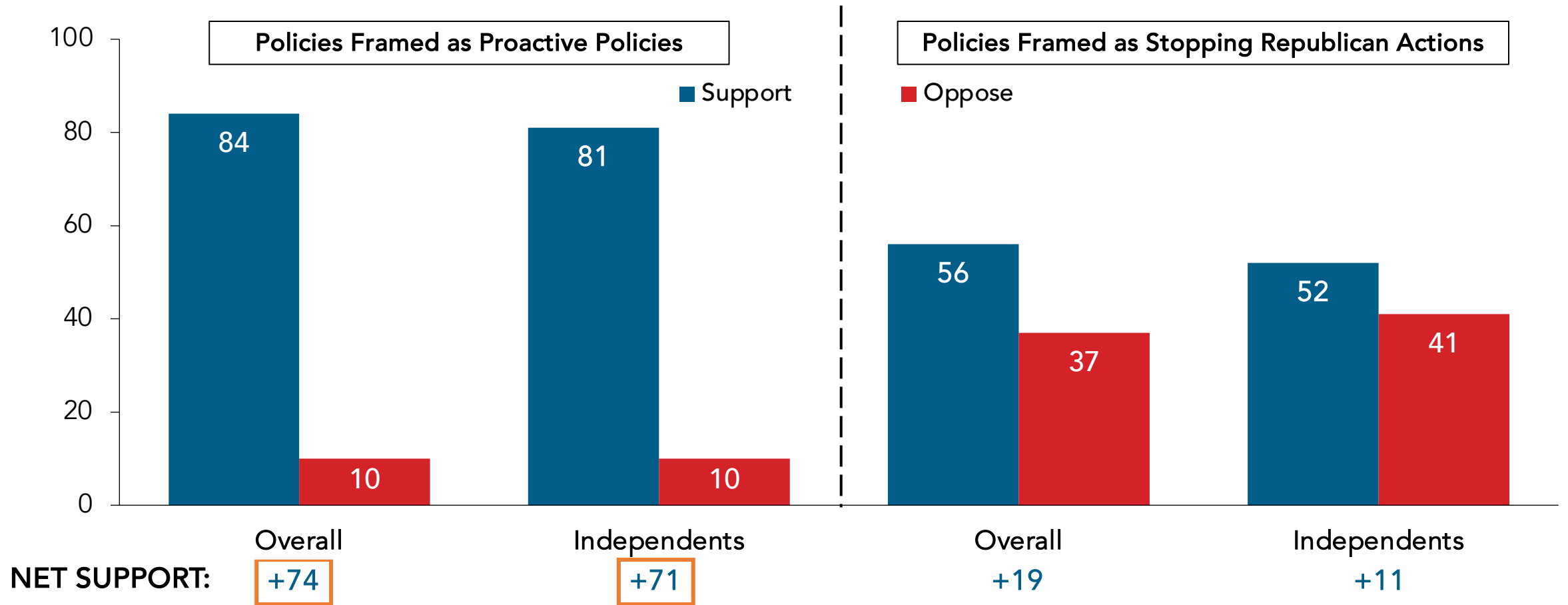


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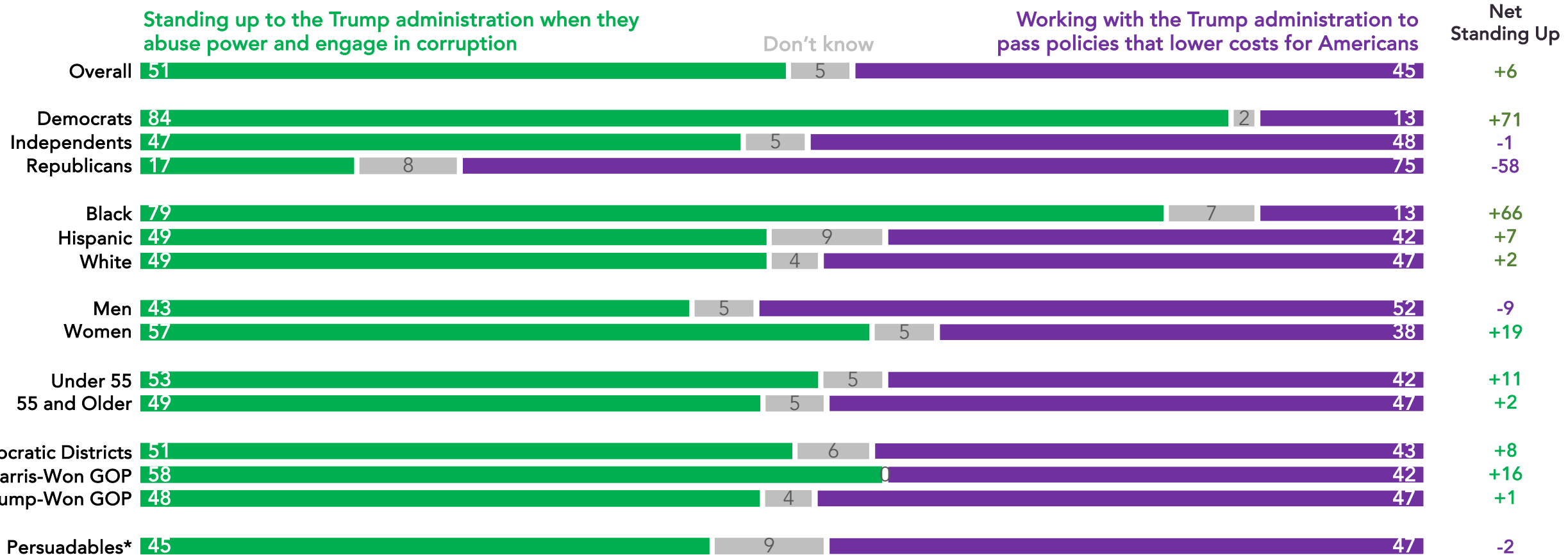
# Policies from Democrats in Congress Are More Popular When Framed Proactively Rather Than Framed as Stopping Republicans



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# Battleground Constituents Narrowly Prefer Democrats in Congress Stand Up to the Trump Administration

Which of the following is more important for Democrats in Congress to be focused on?



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# Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump	
CA-09	MI-03	NY-22	NE-02	AK-01	MI-10
CA-13	MI-08	OH-01	NY-17	AZ-01	MT-01
CA-21	MN-02	OH-09	PA-01	AZ-06	NJ-07
CA-27	NC-01	OH-13		CA-22	NY-01
CA-47	NH-01	OR-05		CA-40	NY-02
CA-49	NM-02	OR-06		CA-41	PA-07
CT-05	NV-03	PA-17		CO-03	PA-08
IL-13	NV-04	TX-28		CO-08	VA-02
IL-17	NY-03	TX-34		FL-13	WI-01
IN-01	NY-04	VA-07		IA-01	WI-03
KS-03	NY-18	WA-03		IA-03	
ME-02	NY-19	WA-08		MI-07	

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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; 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. 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 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.

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To learn more about Navigator  
or Navigating the  
Battleground:

<http://navigatorresearch.org>

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