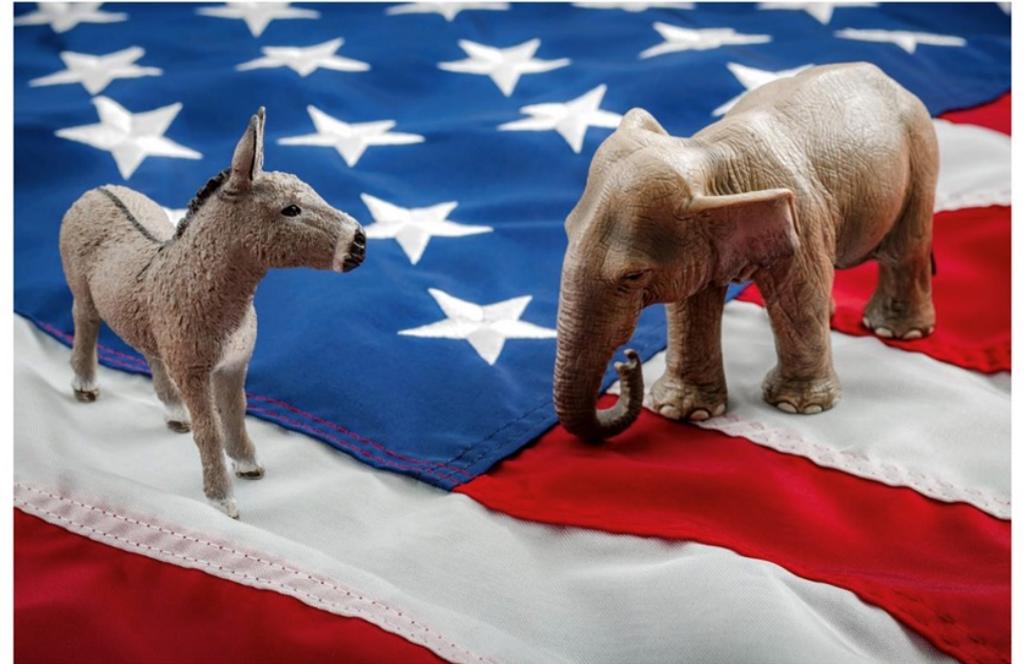


navigating *the* *battleground

Thursday, March 5, 2026

Republican Branding in the
Congressional Battleground



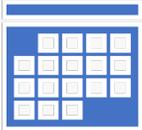
Methodology



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



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



Interviews were conducted between February 3 - 9, 2026.



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.

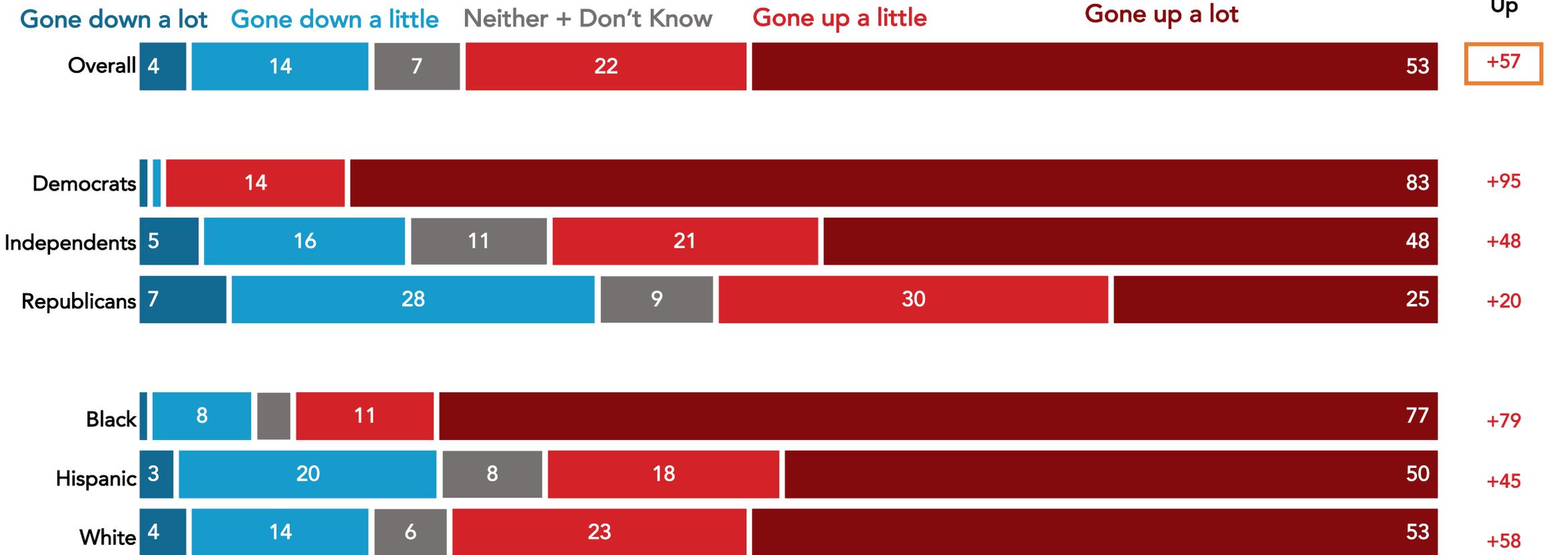
Key Takeaways

- Three-quarters of battleground constituents say costs have gone up over the last year, including a majority who say they've gone up a lot.
- Republicans in Congress have become less popular, hitting an all-time low of 61% unfavorable. Named Republican incumbents' standing has also dropped to its lowest point this cycle.
- Battleground constituents believe Republicans in Congress are focusing on the wrong things and trying to tackle non-economic issues.
- A majority of battleground constituents think Republicans in Congress have focused on policies that have made life less affordable or costs to go up or have made no difference at all on costs.
- Democrats have an eight-point advantage on lowering costs, the widest margin all cycle.
- Tariff, Medicaid cuts, and tax cuts for billionaires and the ultra-wealthy are the policies that concern battleground constituents the most – they view these policies unfavorably and think they will make costs go up.

Costs

Battleground Constituents Say Their Costs Have Gone Up Over The Past Year, Including 53% Who Say They've Gone Up A Lot

Thinking specifically about the costs you pay, have your costs gone up over the past year, gone down over the past year, or have they stayed about the same?



Nationwide survey of 1,500 likely 2026 general election voters across 62 battleground districts conducted February 3 – 9, 2026. For more info, visit navigatortorresearch.org/battleground.

Tariffs Are The Top Reason Battleground Constituents Cite For Costs Going Up Followed By General Inflation

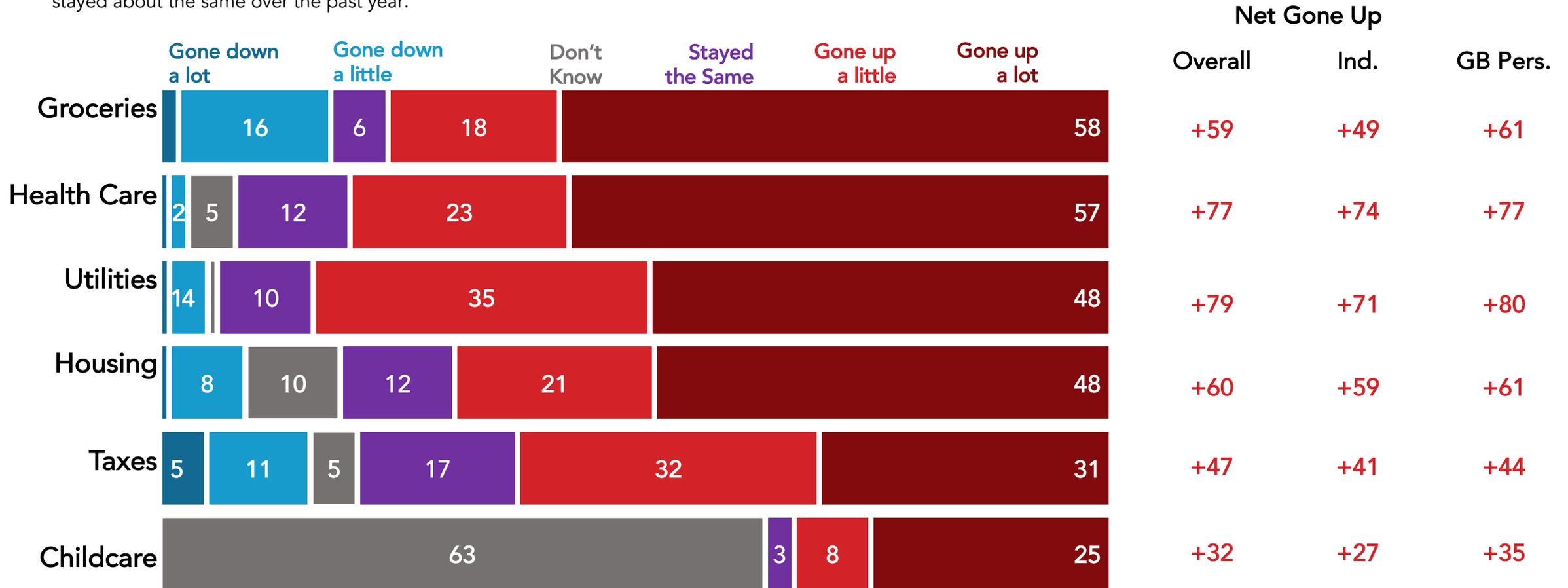
From what you know, what are the main reasons you think your costs *have gone up* over the past year?*

		Independents	Generic Ballot Persuadable
Tariffs	33	33	30
Inflation / Cost of Living Broadly	20	21	21
High Grocery Prices	15	14	18
President Trump and Republicans' Policies	14	13	8
Corruption and Corporate Greed	13	13	15
High Energy Bills / Utility Rates	11	11	15
Healthcare Costs / Insurance Premiums	6	5	6
Biden and Democrat' Policies	3	1	1
Government Spending / Debt	3	2	2

*Only asked to voters who say costs are going up
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Groceries and Health Care Are Biggest Cost Pain Points

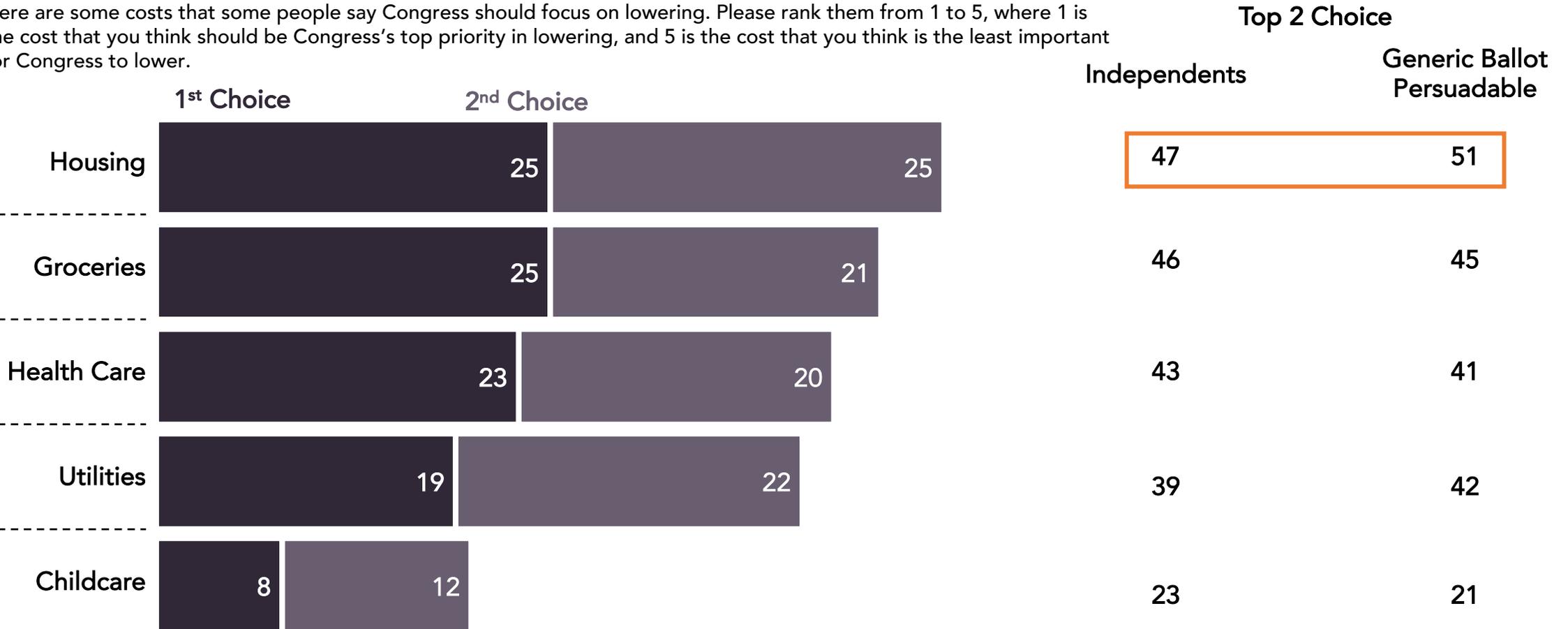
Please indicate whether you think that cost has gone up a lot, gone up a little, gone down a little, gone down a lot, or has it stayed about the same over the past year.



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The Costs They Believe Have Gone Up Most Are The Costs They Most Want Congressional Action On

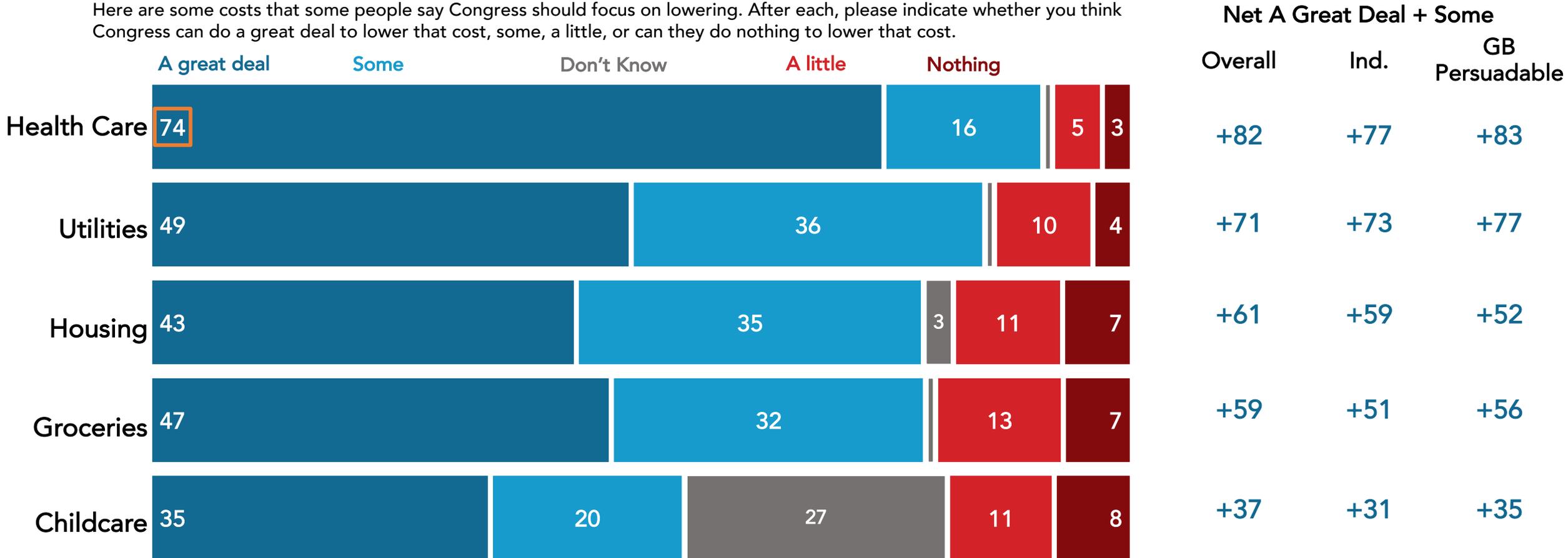
Here are some costs that some people say Congress should focus on lowering. Please rank them from 1 to 5, where 1 is the cost that you think should be Congress's top priority in lowering, and 5 is the cost that you think is the least important for Congress to lower.



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Battleground Constituents Across The Board Think Congress Can Do The Most In Lowering Of Health Care

Here are some costs that some people say Congress should focus on lowering. After each, please indicate whether you think Congress can do a great deal to lower that cost, some, a little, or can they do nothing to lower that cost.



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

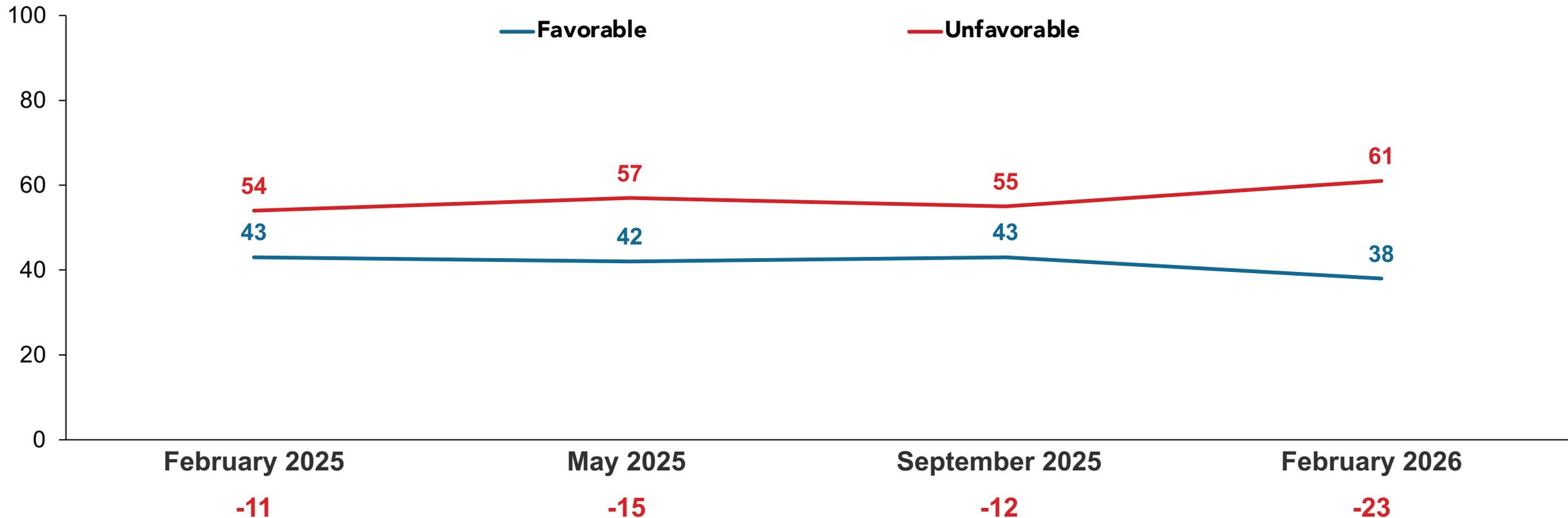
Nationwide survey of 1,500 likely 2026 general election voters across 62 battleground districts conducted February 3 – 10, 2026.

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Republican Branding

In The Past Year, Congressional Republicans' Popularity Has Fallen By Double Digits

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. **Republicans in Congress**

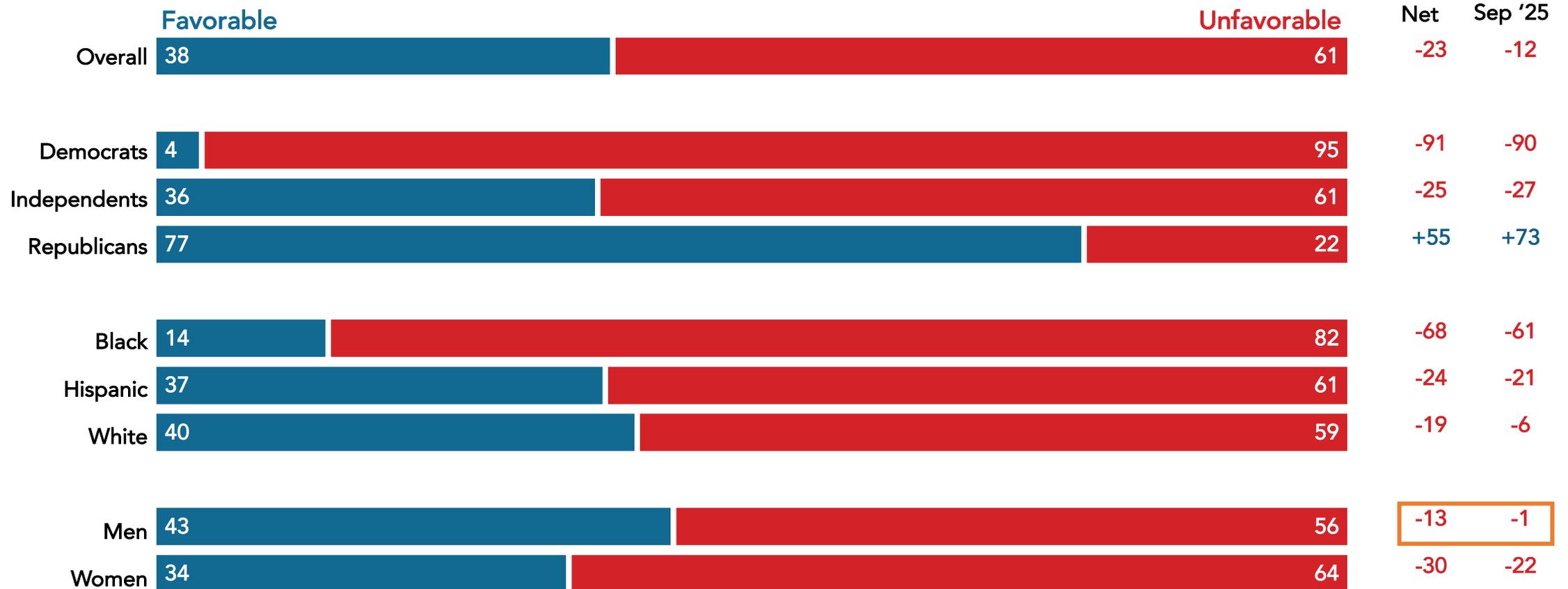


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Republicans In Congress' Popularity Has Cratered Throughout The Battleground

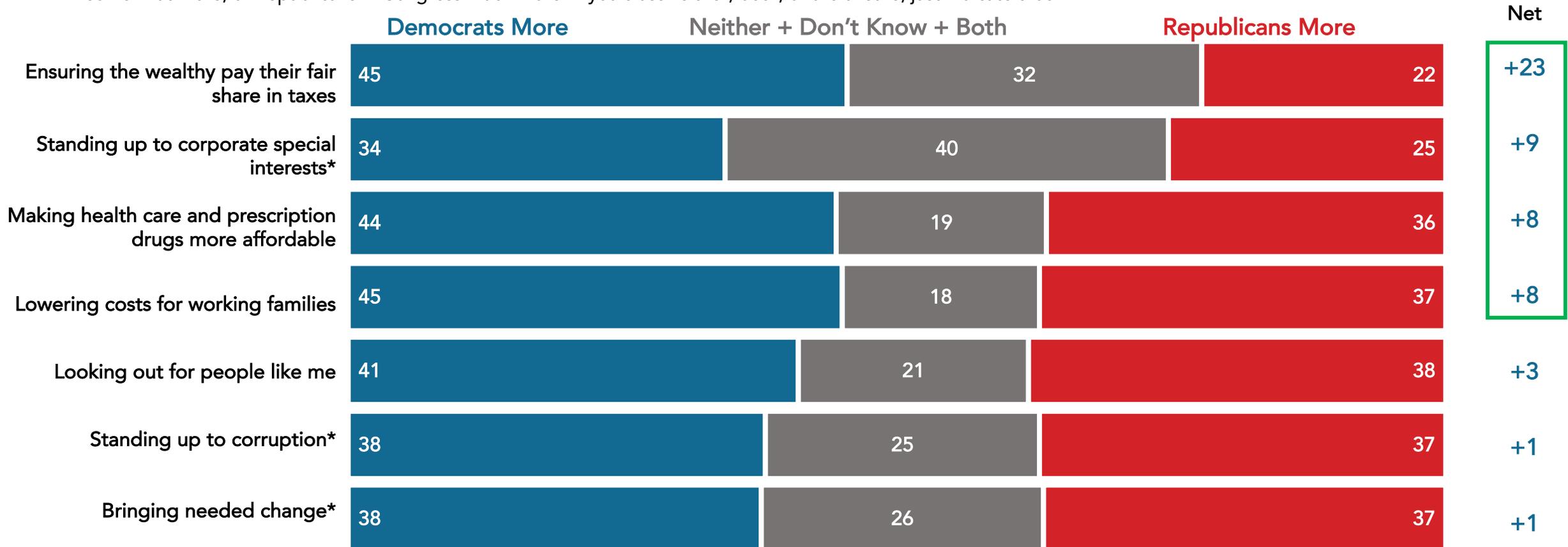
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that. **Republicans in Congress**



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Battleground Constituents Trust Democrats Far More On Tax Fairness, Health Care Costs, And Lowering Costs For Families

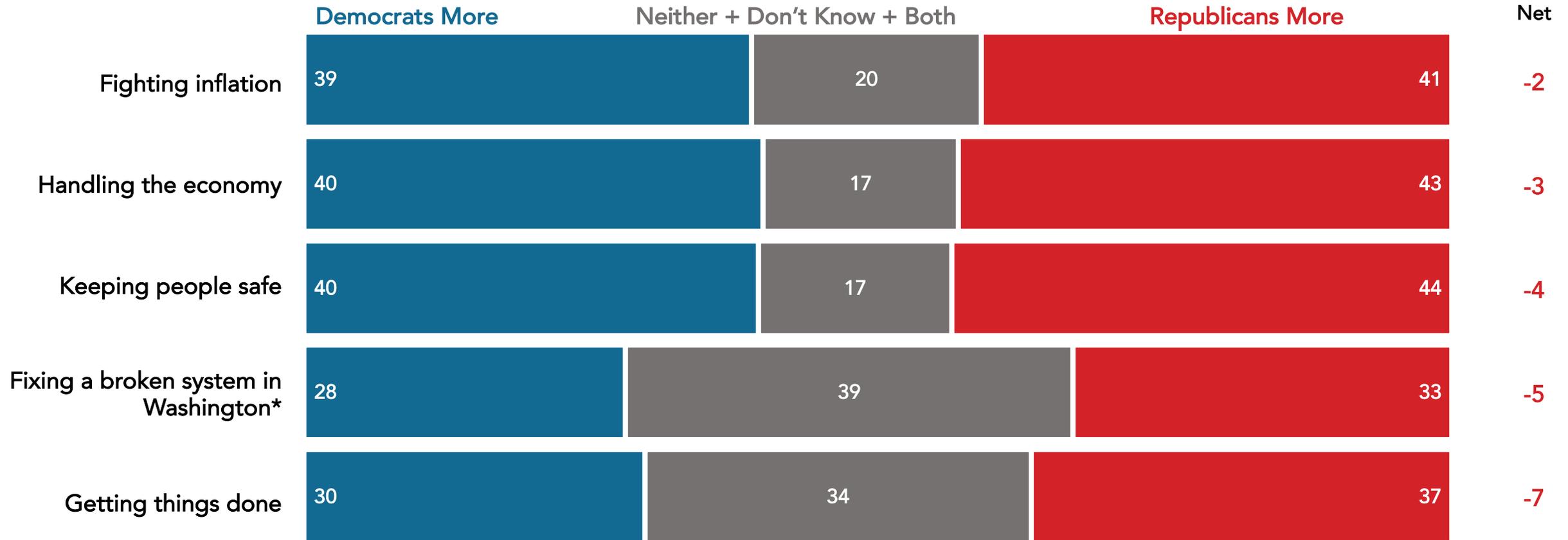
Here are some issues facing the country. For each of the following, do you trust Democrats in Congress much more, Democrats somewhat more, Republicans somewhat more, or Republicans in Congress much more. If you trust neither, both, or are unsure, just indicate that.



*Split
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Republicans' Biggest Advantage Is On Getting Things Done And Fixing A Broken System

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

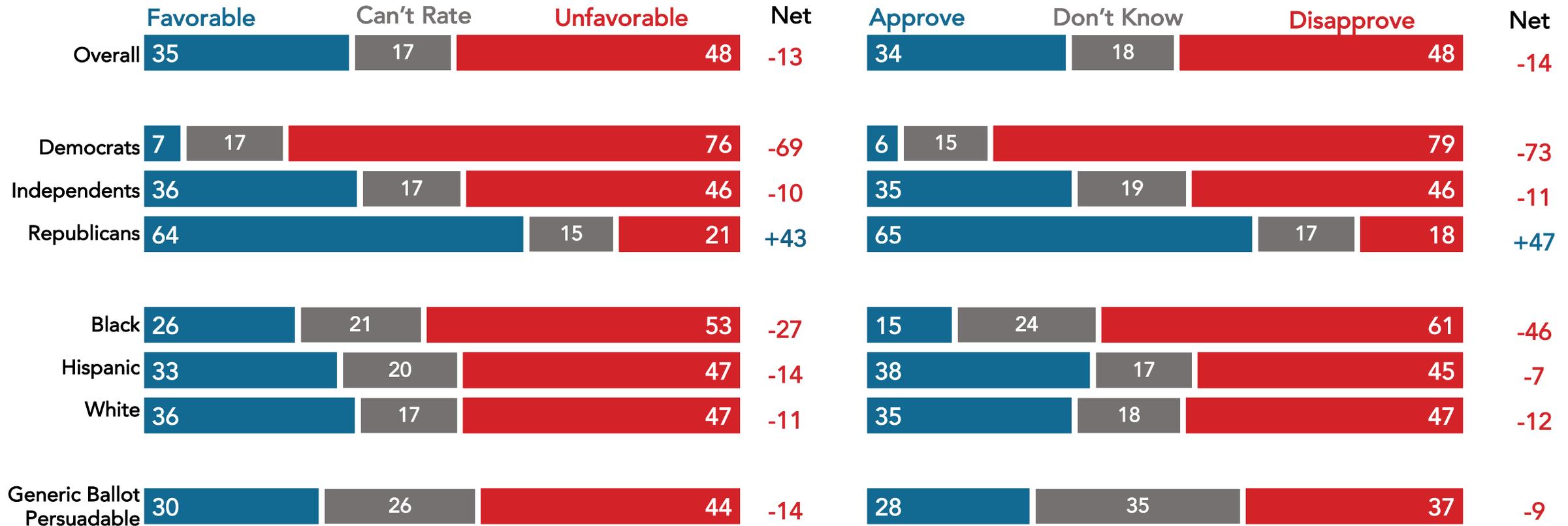


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Republican Incumbents' Approval Has Fallen To Its Lowest Level

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. **[REPUBLICAN INCUMBENT]**

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



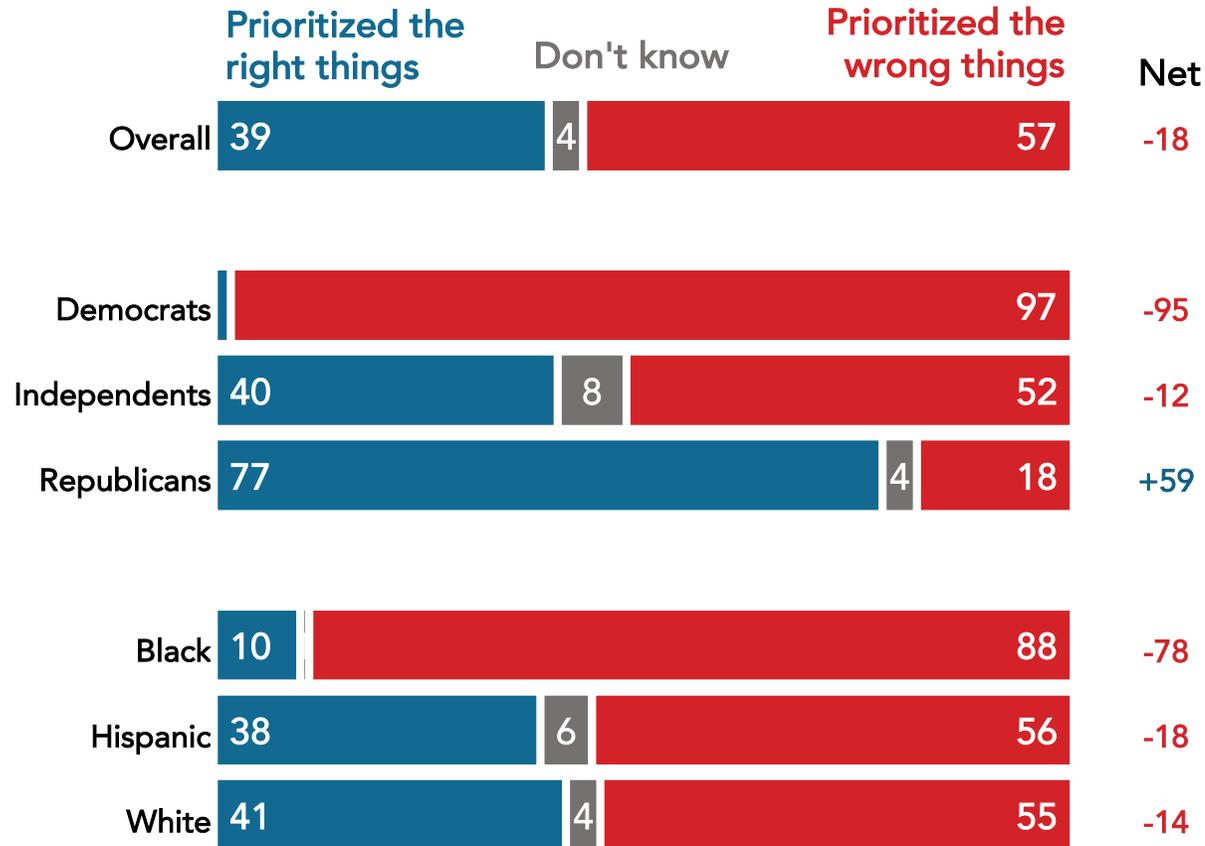
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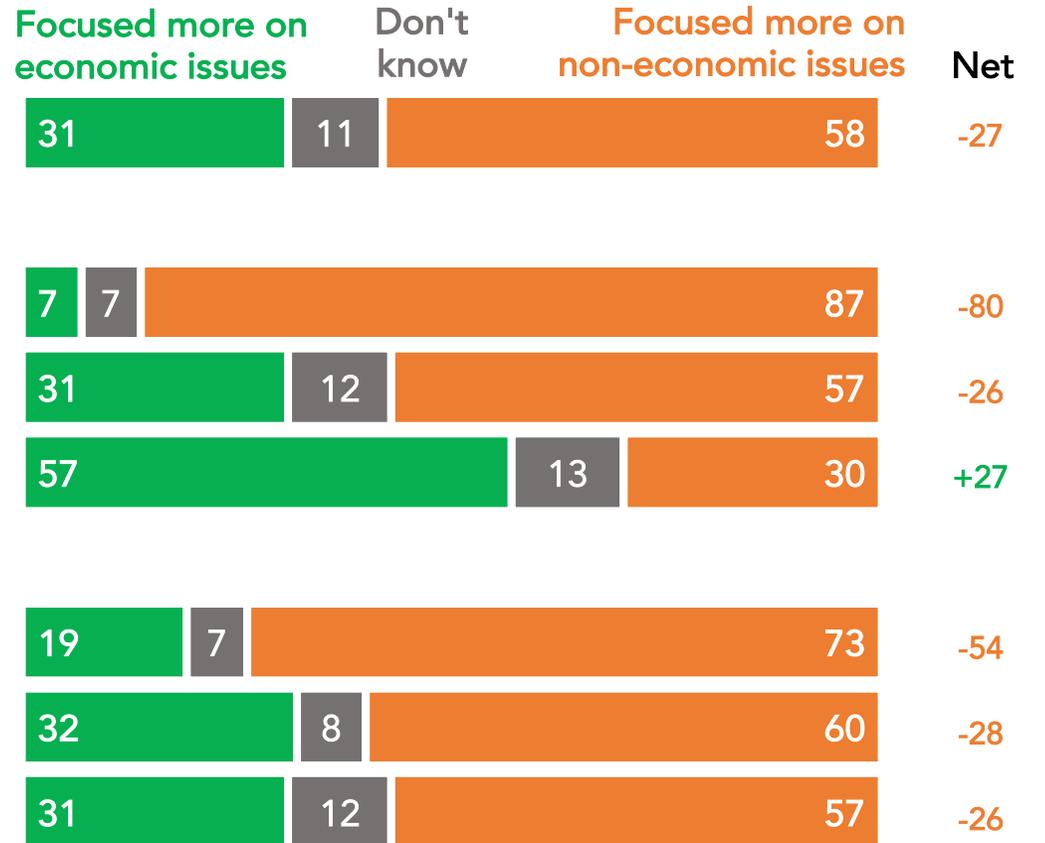
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A Majority Believe Republicans In Congress Have Prioritized The Wrong Things And Non-Economic Issues

Since having control, have Republicans in Congress:



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



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

"GOP Wrong Things" refers to voters who say Republicans in Congress have prioritized the wrong things since having control.

"GB GOP Wrong Things" refers to voters who are persuadable on the Generic Ballot and say Republicans in Congress have prioritized the wrong things since having control.

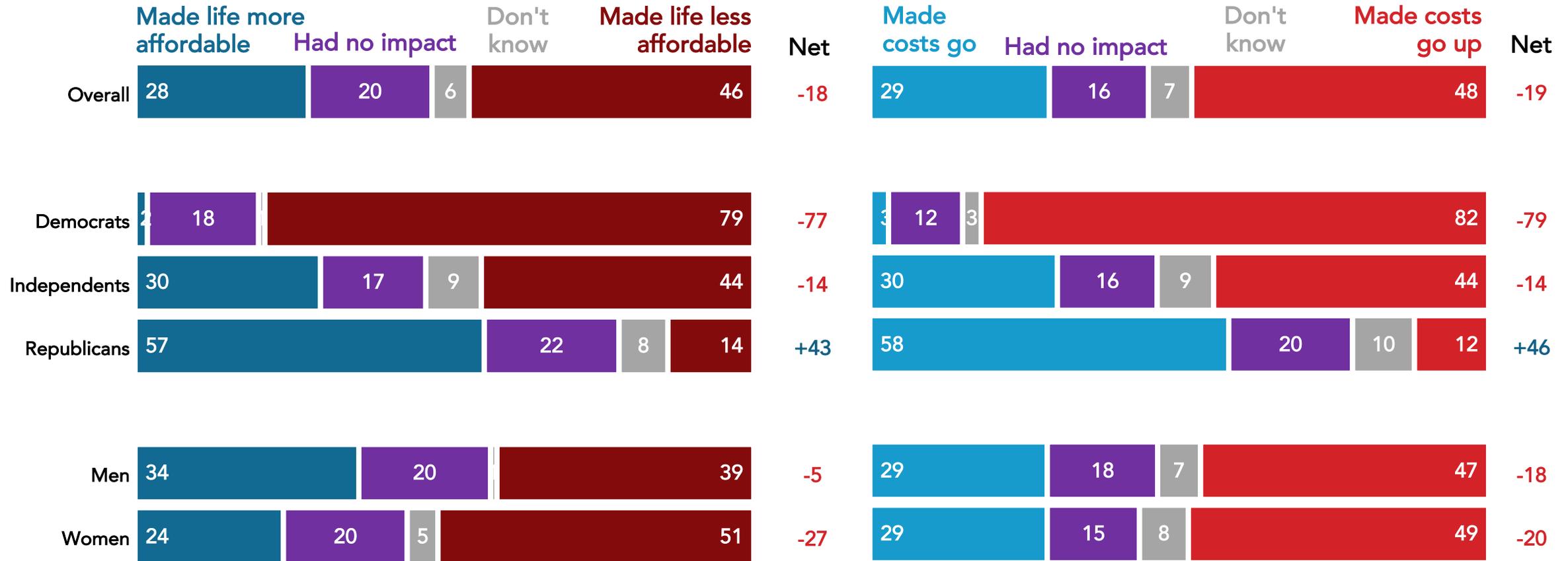
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Battleground Constituents Think Republican Policies Have Made Costs Go Up And Life Less Affordable

From what you know, have Republicans in Congress* focused on policies that have:

From what you know, have Republicans in Congress* focused on policies that have:



*Split

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"GOP Wrong Things" refers to voters who say Republicans in Congress have prioritized the wrong things since having control.

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Republican Priorities Are Note Aligned With Priorities of Battleground Constituents

From what you know, which of the following TWO issues have Republicans in Congress made their top priorities?* [UP TO TWO RESPONSES]*

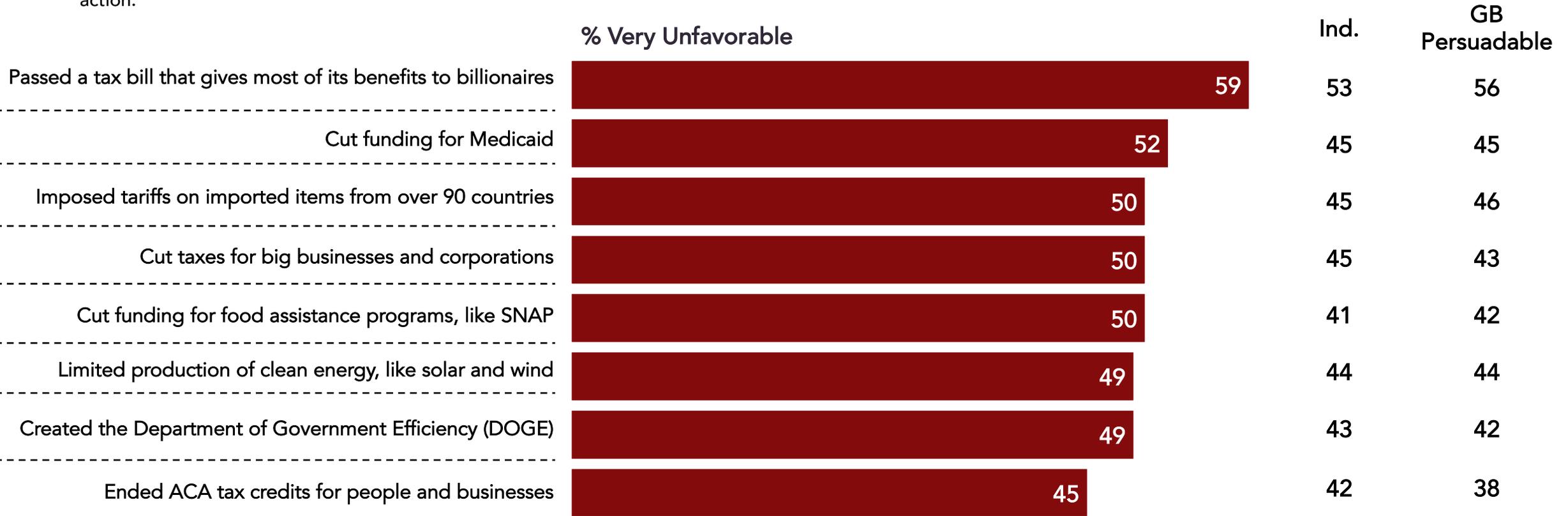
Difference between Rep's Top 2 Priorities – Voters Top 2 Priorities

		Overall	GB Persuadable
Immigration	59	+43	+41
National security	17	+9	+14
Government spending and debt	15	-2	-8
Foreign affairs	12	+11	+10
Government corruption	11	-25	-19
Taxes	10	+6	+1
Crime and public safety	10	+5	+7
Abortion	9	+8	+3
Threats to democracy	8	-25	-15
Inflation and the cost of living	5	-24	-32
Jobs and the economy	5	-8	-12

*Split
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Tax Cuts For The Ultra-Wealthy Are The Least Popular Thing Trump And Republicans Have Done

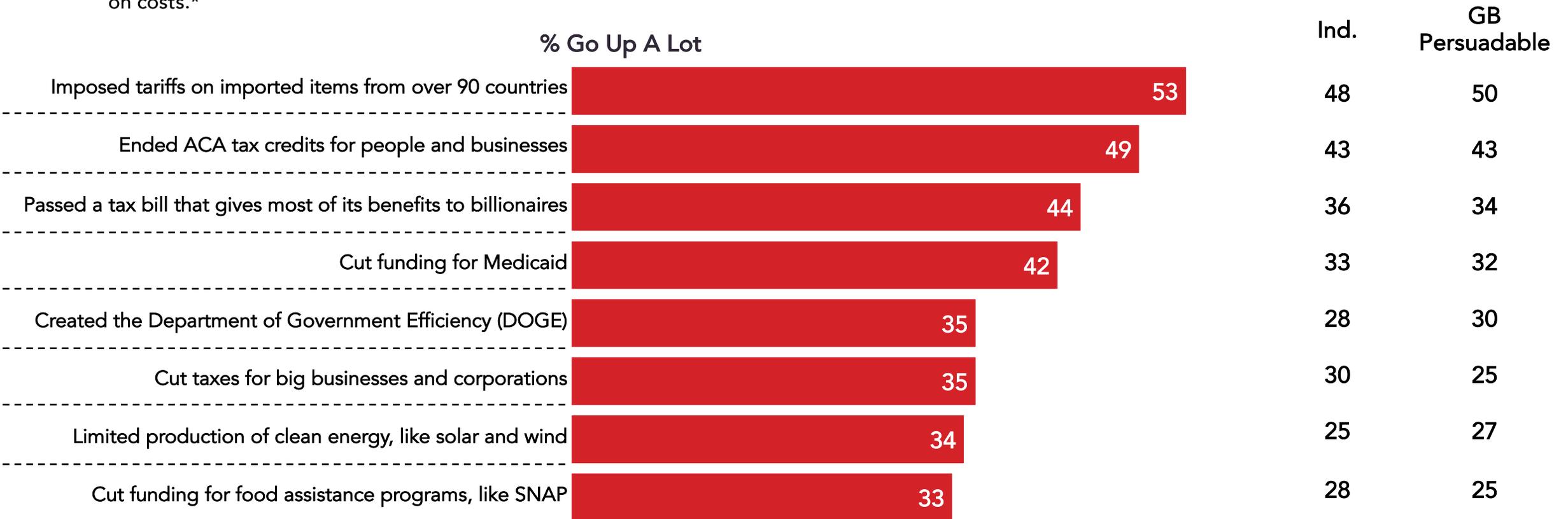
Here is a list of things that President Trump and Republicans in Congress have done over the past year. For each, please indicate if you have a very favorable view of that action, a somewhat favorable view, a somewhat unfavorable view, or a very unfavorable view of that action.*



*Split
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A Majority Of Battleground Constituents Think That The Tariffs Have Caused Costs To Go Up A Lot

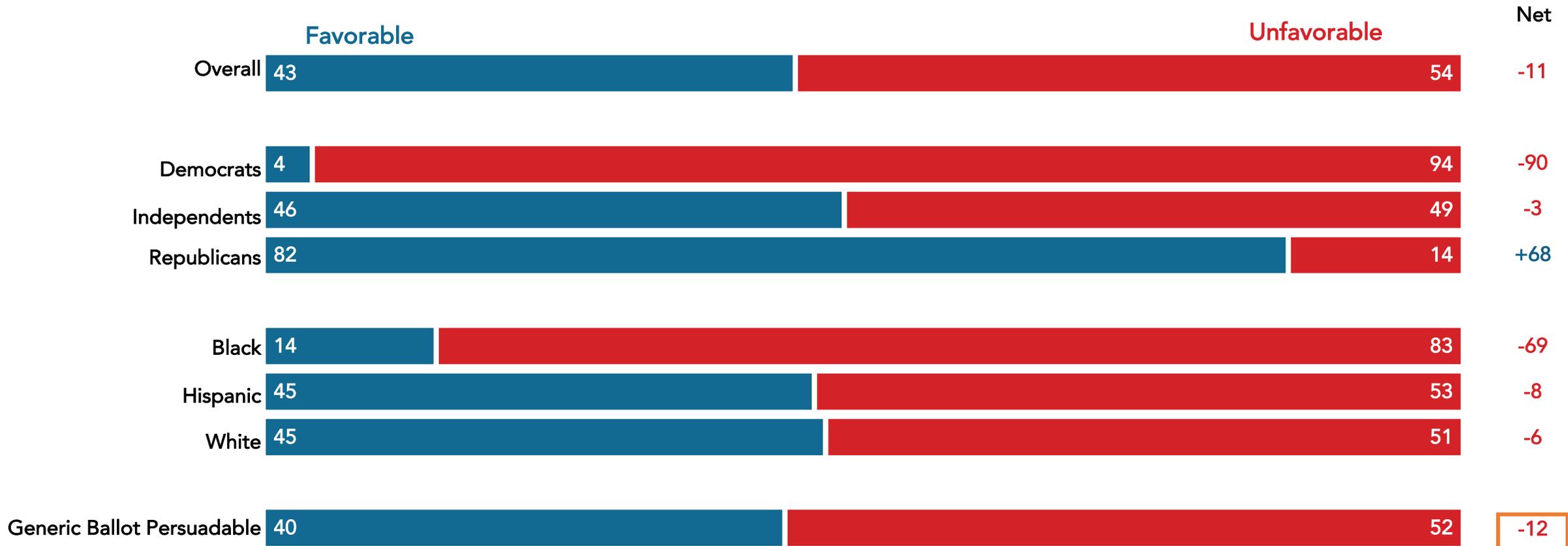
Here is a list of things that President Trump and Republicans in Congress have done over the past year. For each, please indicate if you think that action has caused costs to go up a lot, go up some, go down some, go down a lot, or had no impact on costs.*



*Split
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A Majority Of Battleground Constituents Have An Unfavorable View Of The Big Beautiful Bill

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. **The Republican budget, also known as the One Big Beautiful Bill Act**



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Opposing Statements Of The Big Beautiful Bill Resonate With a Majority of Battleground Constituents

Here are some statements from supporters and opponents of the Trump and Republicans in Congress budget bill, also known as the One Big Beautiful Bill. *

Supporters say this is the largest tax cut in American history, and will lower taxes for working people [by doing things like cutting taxes on tips and overtime](#). Supporters also say it will eliminate fraud in programs like Medicaid and SNAP to protect them for hardworking Americans, not illegal immigrants.

Supporters say this is the largest tax cut in American history, lowering taxes on working people, and will eliminate fraud in programs like Medicaid and SNAP to protect them for hardworking Americans, not illegal immigrants.

Opponents say that it will raise costs because it makes the largest cuts to Medicaid and SNAP in history, raises health care costs, and [ends energy tax credits](#), all [to pay for the largest billionaire tax cut in history](#).

Opponents say that [even if it makes small tax cuts, it's not enough](#), because [regular people are still hurting from the high cost of living](#) caused by reckless policies like eliminating tax credits working people use to pay for health care and making the largest cuts to Medicaid and SNAP in history in this same bill.

After learning more, who do you agree with more - supporters or opponents of the One Big Beautiful Bill?*

Total Supporters More: 44%

Total Supporters More: 42%

Total Opponents More: 53%

Total Opponents More: 53%

Net Supporters: -9

Net Supporters: -11

*Split
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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump		
CA-13	NV-03	TX-34	CA-48	AK-01	IA-02	OH-10
CA-45	NV-04	VA-07	NE-02	AZ-01	IA-03	OH-15
CA-47	NY-03	WA-03	NY-17	AZ-02	KY-06	PA-07
CT-05	NY-04		PA-01	AZ-06	MI-04	PA-08
IN-01	NY-19			CA-22	MI-07	PA-10
ME-02	NY-22			CO-08	MI-10	TN-05
MI-08	OH-01			FL-07	MO-02	TX-15
NC-01	OH-09			FL-13	NC-03	VA-01
NJ-09	OH-13			FL-15	NC-11	VA-02
NM-02	OR-05			FL-27	NJ-07	WI-01
NV-01	TX-28			IA-01	OH-07	WI-03

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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; 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 3-9, 2026. 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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator
or Navigating the Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter