

navigating *the* *battleground

Thursday, July 16, 2026

Political and Economic
Landscape in the
Congressional Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election constituents in 67 battleground congressional districts.



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



Interviews were conducted between June 23 – July 1, 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

- **Battleground constituents favor Democrats by four points on the generic ballot.** This is a three-point improvement since Republicans passed the Republican budget known as the One Big Beautiful Bill Act in July 2025.
- **Trump's popularity and job ratings – both overall and on the economy – have fallen since he passed his signature legislation.**
- **Republicans in Congress have also lost ground in the congressional battleground, with 60% of battleground constituents having an unfavorable opinion of them.**
- **Republican incumbents' ratings have also fallen over this period.** They are now double digit underwater in their popularity, job rating, and economic job rating since their help in passing the One Big Beautiful Bill Act.

Inflation and the Economy, Corruption, and Threats to Democracy are the Top Tier Issues in the Congressional Battleground

More than a quarter (26%) named an economic issue as their top priority.

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

	1 st Choice	Democrats	Independents	Republicans	Generic Ballot Persuadable*
Inflation and the cost of living	14	18	14	11	17
Government corruption	13	14	15	11	14
Threats to democracy	13	25	7	4	8
Integrity of elections	8	1	4	16	5
Government spending and debt	6	1	11	10	9
Jobs and the economy	6	5	14	6	10
Immigration	6	0	3	13	3
Social Security, Medicare and Medicaid	6	8	7	4	7
Healthcare	4	7	4	1	4
Reining in government overreach	4	5	3	3	3

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 67 battleground districts conducted June 23- July 1, 2026.

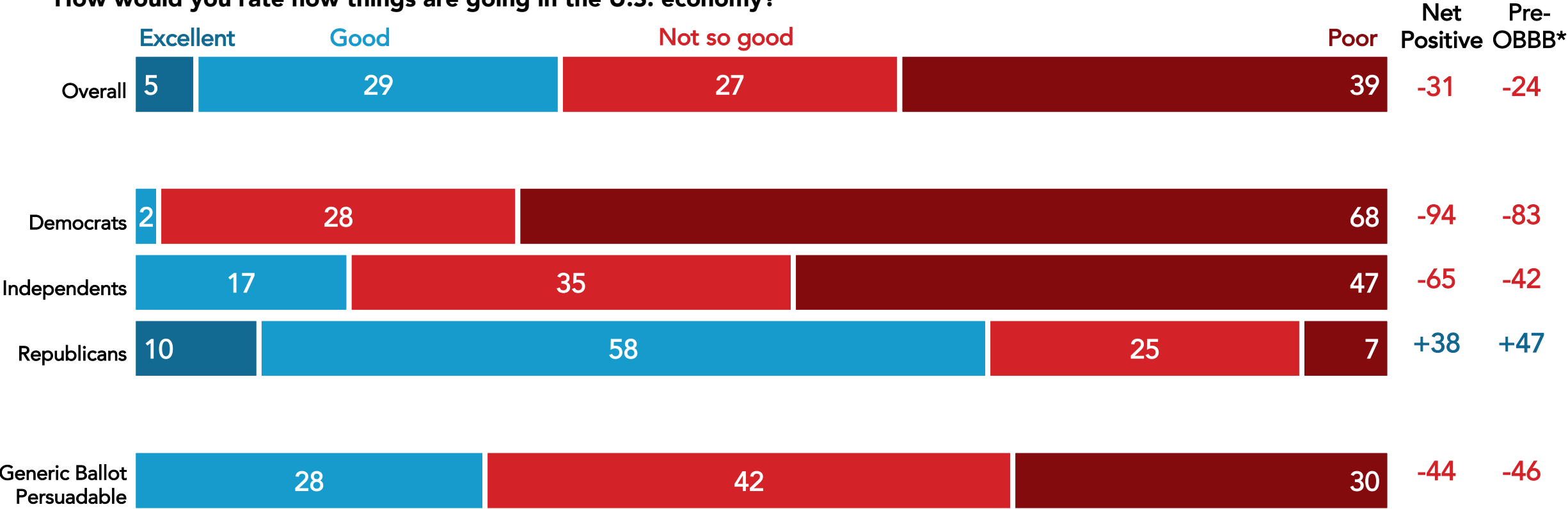
For more info, visit navigatortresearch.org/battleground.

navigating *the*
*battleground

Battleground Constituents are Even More Sour on the Economy by a Wide Margin

In the past year since Republicans passed the One Big Beautiful Bill Act, battleground constituents' rating of the economy has dropped by seven points.

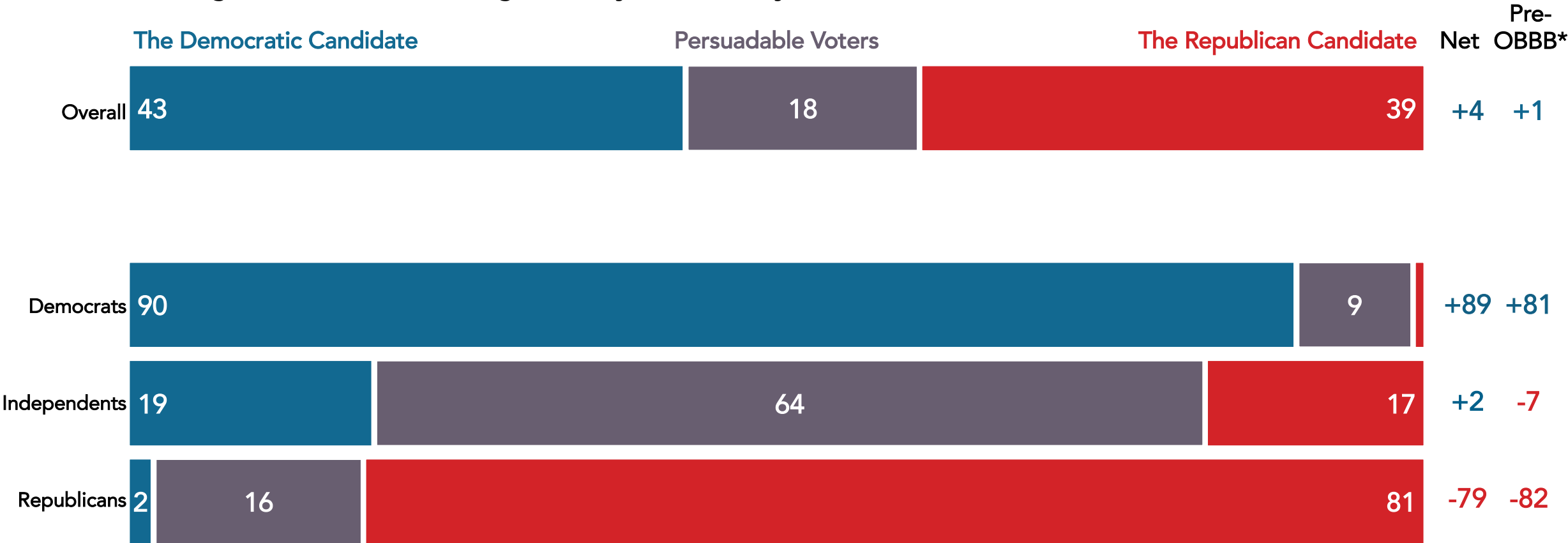
How would you rate how things are going in the U.S. economy?



"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.
*Trump's popularity before the passing of the One Big Beautiful Bill Act from May 2025.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Democrats Have a Four-Point Lead on the Generic Ballot – Up Three Points Since the Passing of the Big Beautiful Bill

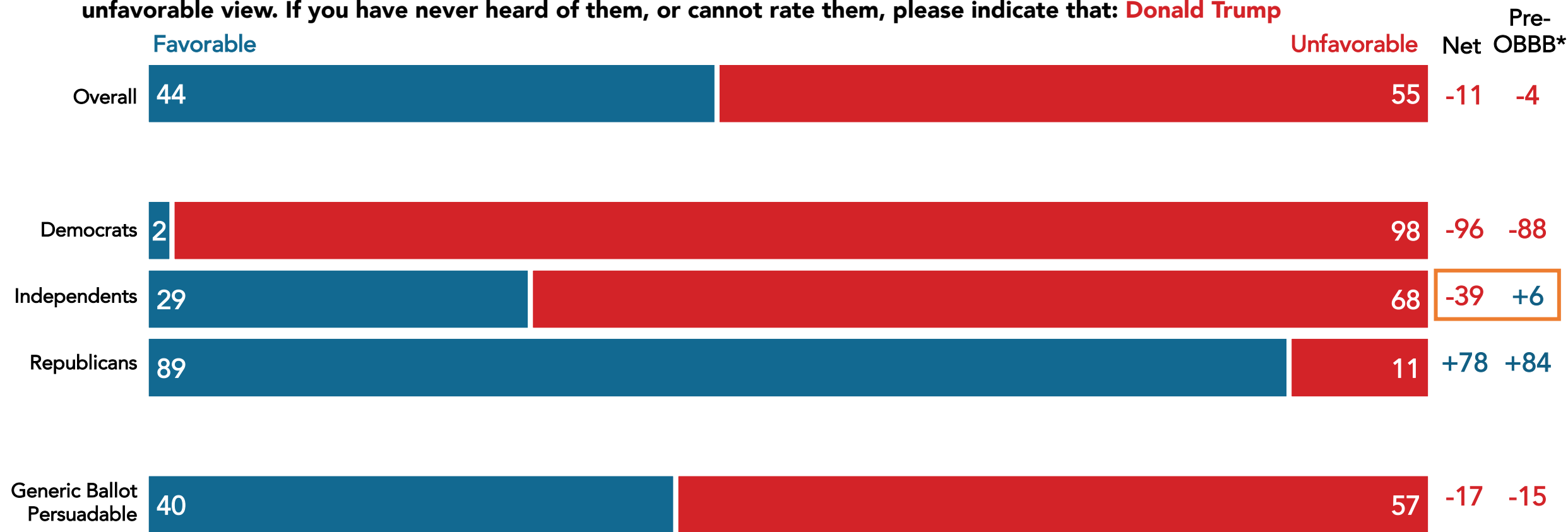
When thinking about elections for Congress, are you more likely to vote for:



*The generic ballot before the passing of the One Big Beautiful Bill Act from May 2025.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Trump's Popularity Has Eroded Over the Past Year, Especially Among Independents

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: **Donald Trump**



"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.
*Trump's popularity before the passing of the One Big Beautiful Bill Act from May 2025..
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Trump's Job Ratings Have Fallen Across the Board, Including By at Least 40 Points Among Independents

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?

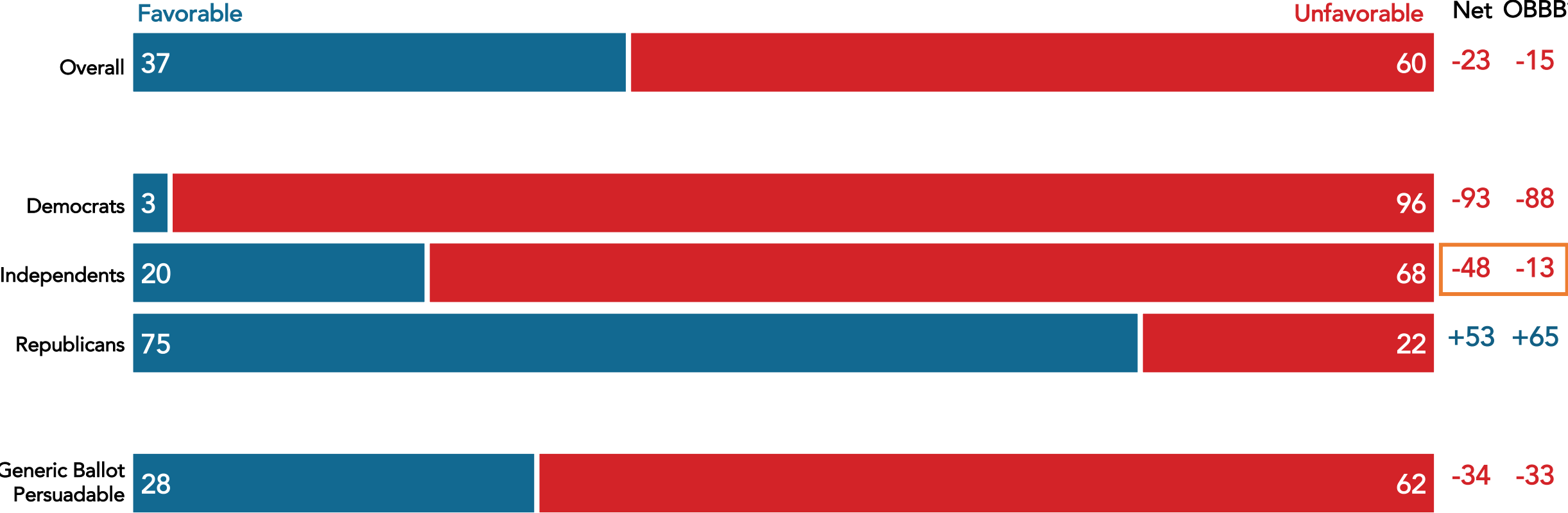


"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

*Trump's ratings before the passing of the One Big Beautiful Bill Act from May 2025.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Republicans in Congress' Popularity has Fallen by 8 Points Overall and 35 Points with Independents

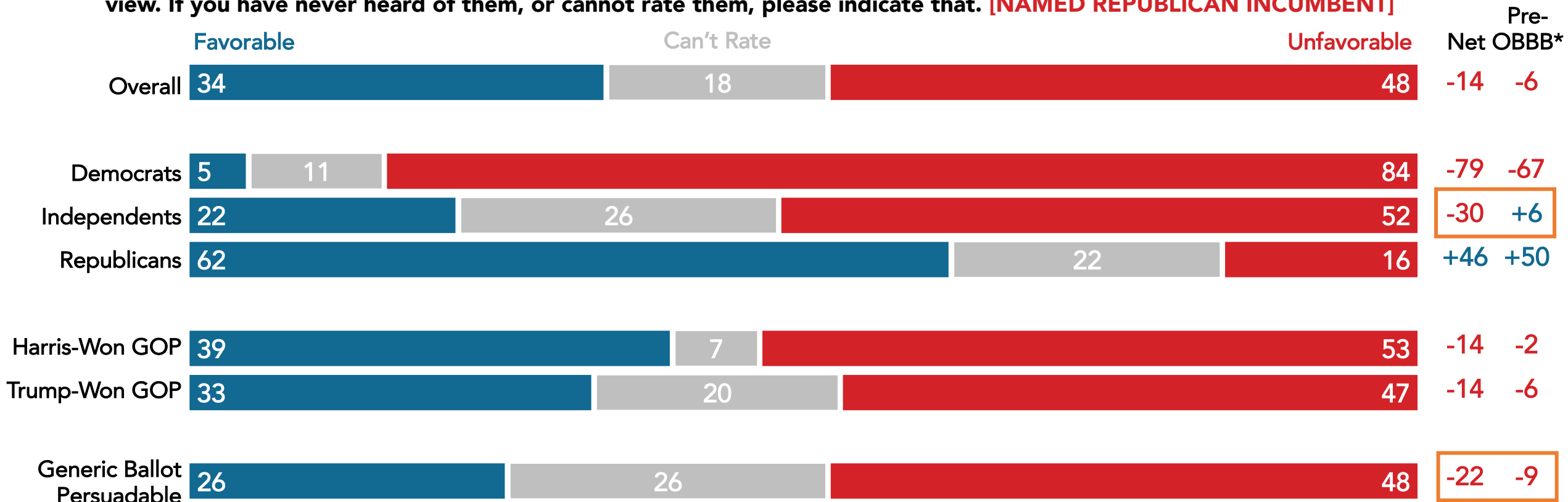
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that: **Republicans in Congress** Pre-
Net OBBB*



"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.
*Republicans in Congress' popularity before the passing of the One Big Beautiful Bill Act from May 2025.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Republican Incumbents' Popularity Has Taken a Hit Across The Board, Especially Among 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. **[NAMED REPUBLICAN INCUMBENT]**

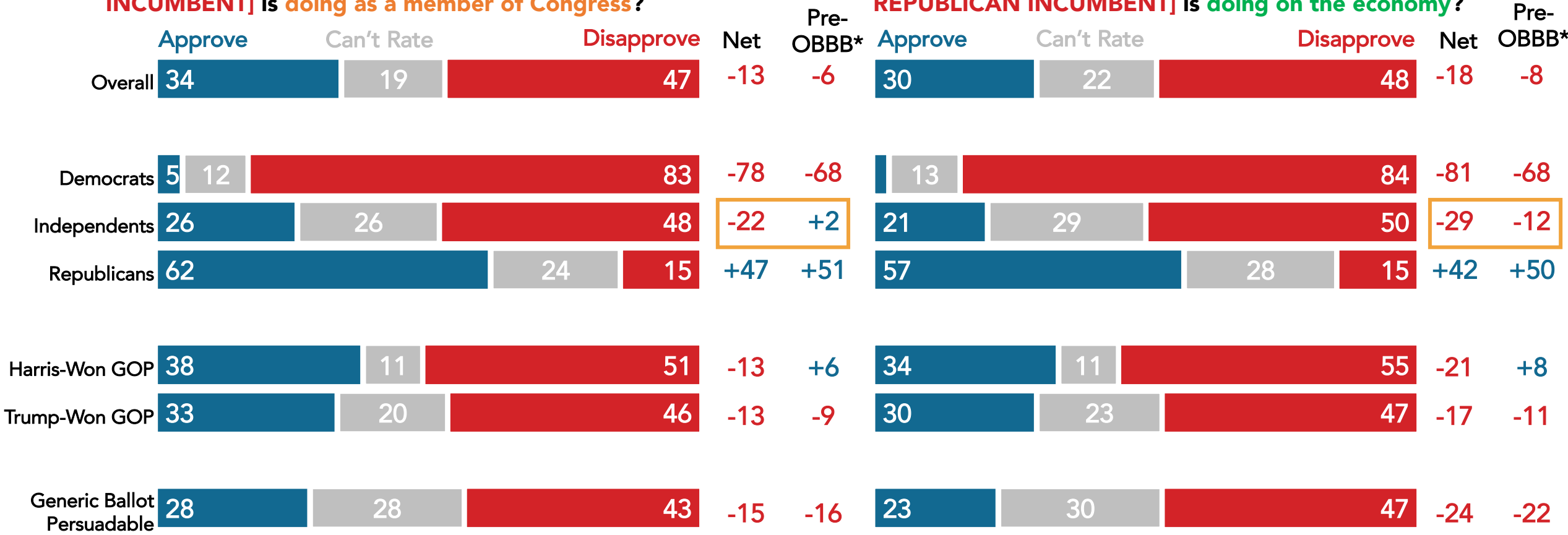


"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.
*Republican incumbents' popularity before the passing of the One Big Beautiful Bill Act from May 2025.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Independents Have Soured on the Job Republican Incumbents Have Done Overall and on the Economy

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

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



"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.
*Republican incumbents' popularity before the passing of the One Big Beautiful Bill Act from May 2025.
Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.
For more info, visit navigatortresearch.org/battleground.

Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump				Large 2024 Margin Trump Districts (10.5+)		Mid 2024 Margin Trump Districts (4.5-10.4)		Small 2024 Margin Trump Districts (<4.5)	
CA-13	NV-03	TX-34	CA-48	AK-01	IA-01	NC-11	VA-01	AK-01	OH-07	CO-05	PA-10	AZ-01	NY-03
CA-45	NV-04	TX-35	NE-02	AZ-01	IA-02	NJ-07	VA-02	AZ-02	OH-09	IA-01	TX-28	AZ-06	OH-01
CA-47	NY-03	VA-07	NY-17	AZ-02	IA-03	OH-07	WI-01	FL-07	SC-01	IA-02	TX-34	CA-13	PA-07
CT-05	NY-04	WA-03	PA-01	AZ-06	KY-06	OH-10	WI-03	FL-13	TN-05	ME-02	TX-35	CA-22	VA-02
IN-01	NY-19			CA-22	MI-04	OH-15		FL-15	TX-15	MI-04	VA-01	CO-08	WA-03
ME-02	NY-22			CO-05	MI-07	PA-07		FL-27		MI-10	WI-01	IA-03	
MI-08	OH-01			CO-08	MI-10	PA-08		KY-06		MO-02	WI-03	MI-07	
NC-01	OH-09			FL-07	MC-01	PA-10		MN-01		NC-11		MI-08	
NJ-09	OH-13			FL-13	MO-02	SC-01		MT-01		OH-01		NJ-07	
NM-02	OR-05			FL-15	MT-01	TN-05		NC-01		OH-15		NM-02	
NV-01	TX-28			FL-27	NC-03	TX-15		NC-03		PA-08		NV-03	

Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted June 23- July 1, 2026.

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.

About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2026 general election voters from June 23- July 1, 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 67 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