

navigating *the* *battleground

Wednesday, April 10th, 2024

Views of the Economy in
the Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



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



Interviews were conducted between March 14-March 21, 2024.



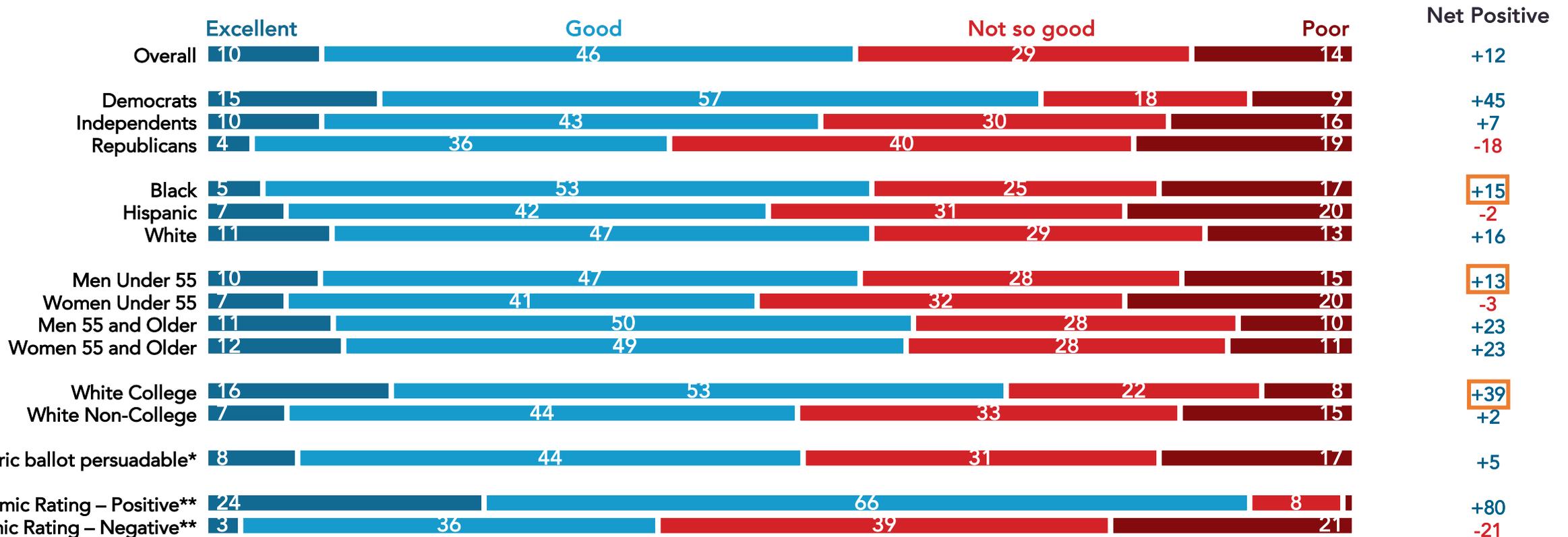
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Battleground constituents are still down on the state of the economy, but their outlook has improved.**
The share of constituents who believe the economy will be worse a year from now has declined by 16 points compared to six months ago.
- **Constituents believe several factors are contributing to high costs, with particularly high blame given to corporations.** More than seven in ten agree “corporations raising prices during the pandemic when costs went up but haven’t brought them back down as costs have decreased” is to blame for high costs.
- **Most constituents view Republicans in Congress as more focused on economic policies that benefit the wealthy and corporations, though constituents are split over which party to trust on several economic issues.** Republicans are seen as more trusted on “handling the economy” and “fighting inflation,” but Democrats earn higher trust on “protecting consumers” and “looking out for people like me.”

Most Battleground Constituents Are Positive About Their Own Personal Finances

Thinking about your personal financial situation. How would you rate how things are going for you personally?

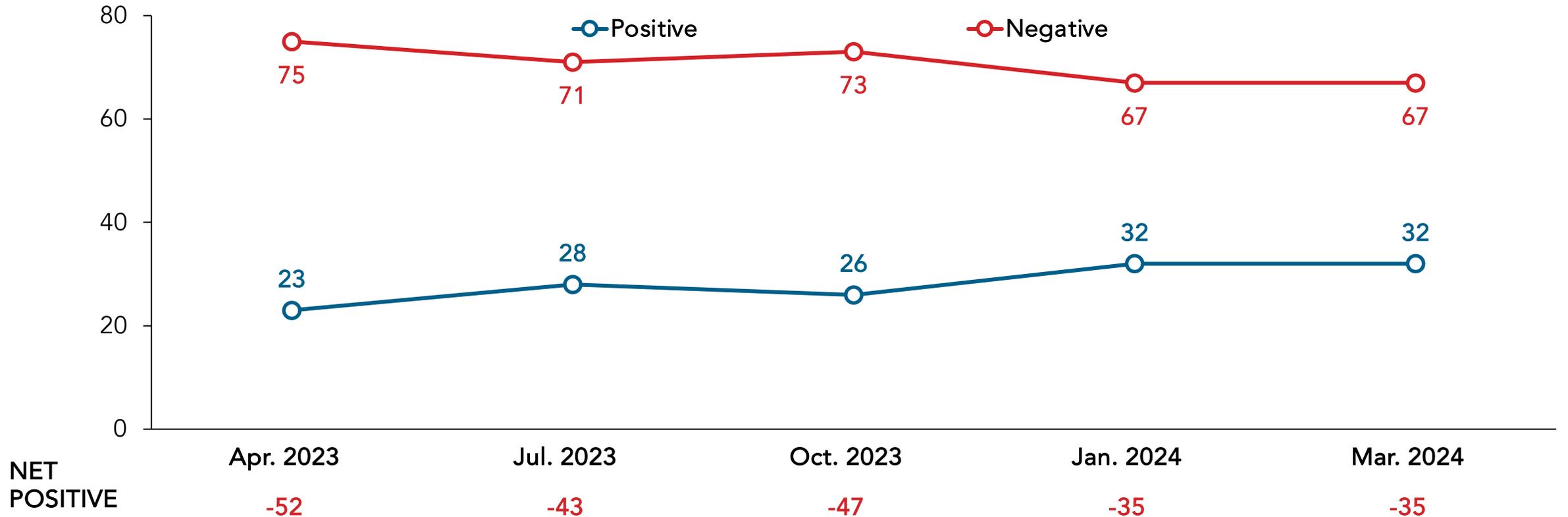


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.

**"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election. **"Economic Rating – Positive" and "Economic Rating – Negative" are those who report having positive or negative perceptions of the economy in a separate question. For more info, visit navigatortresearch.org/battleground.

Perceptions of the U.S. Economy Have Improved in the Battleground Over the Past Year

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



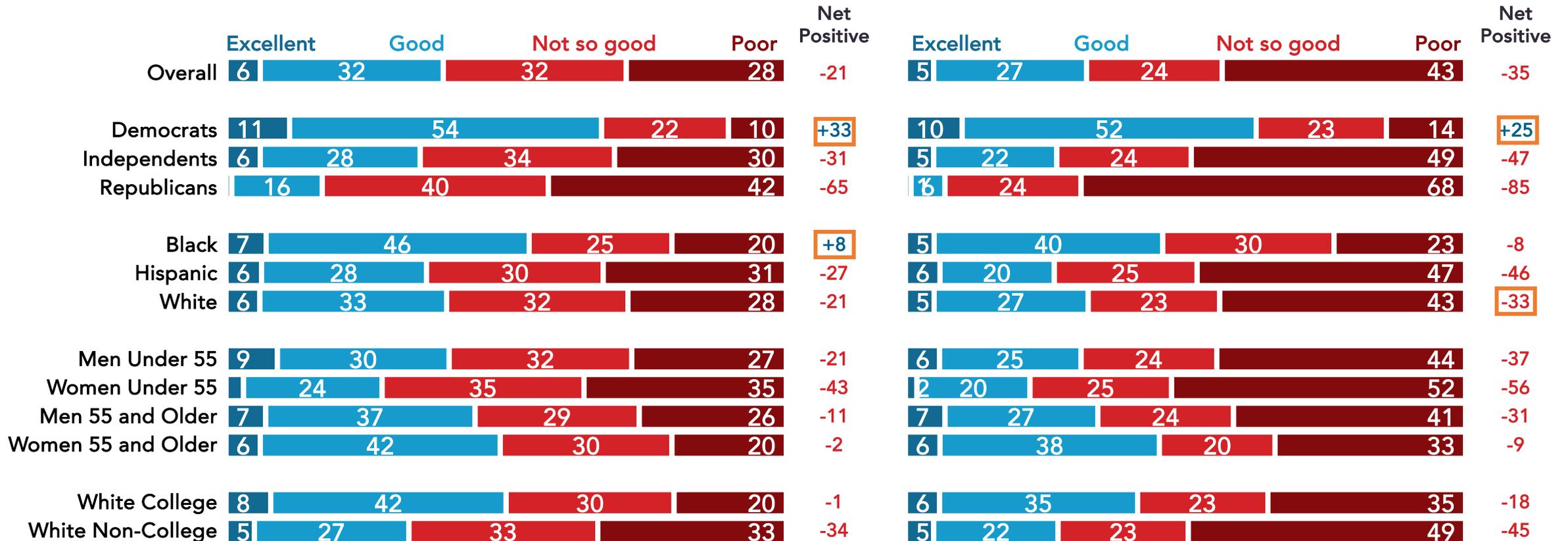
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. For more info, visit navigatorresearch.org/battleground.

navigating *the*
*battleground

Most Rate the U.S. Economy Negatively, But Are More Positive About the Economy in Their Local Community

How would you rate how the economy is going in your community?

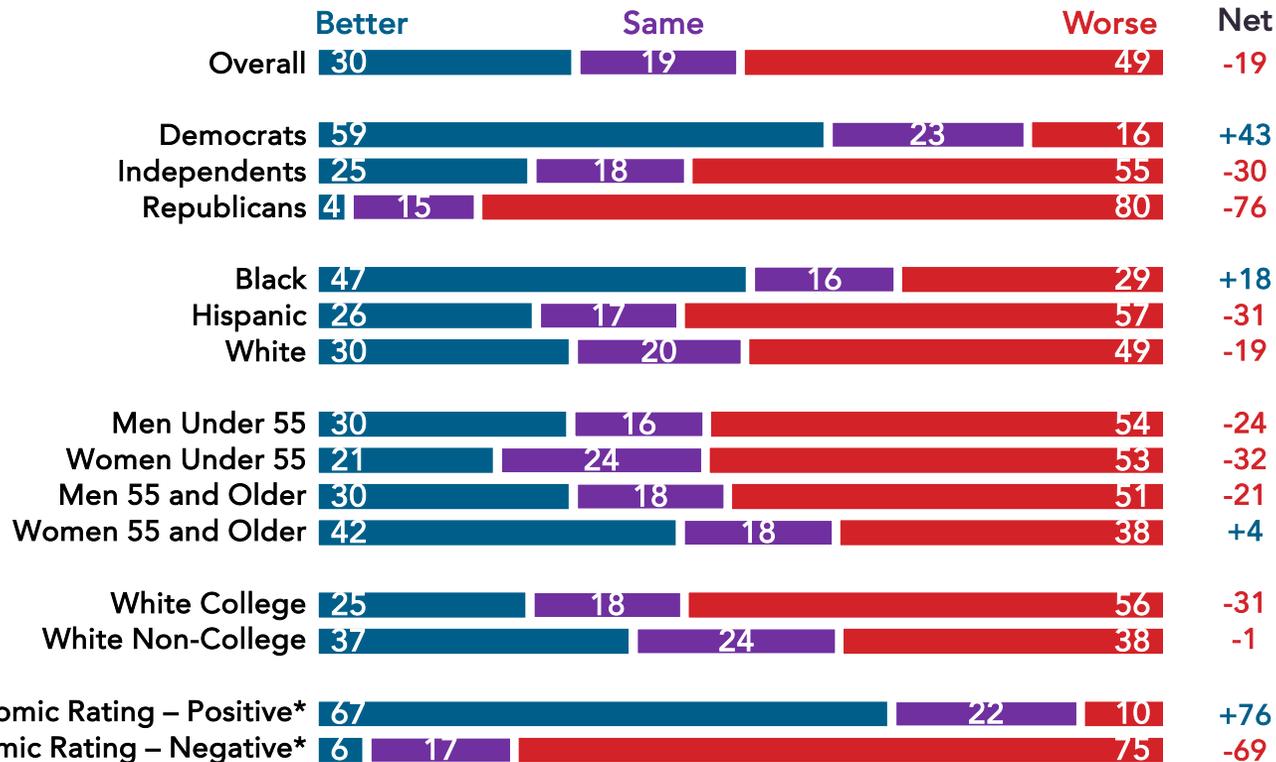
How would you rate how things are going in the U.S. economy?



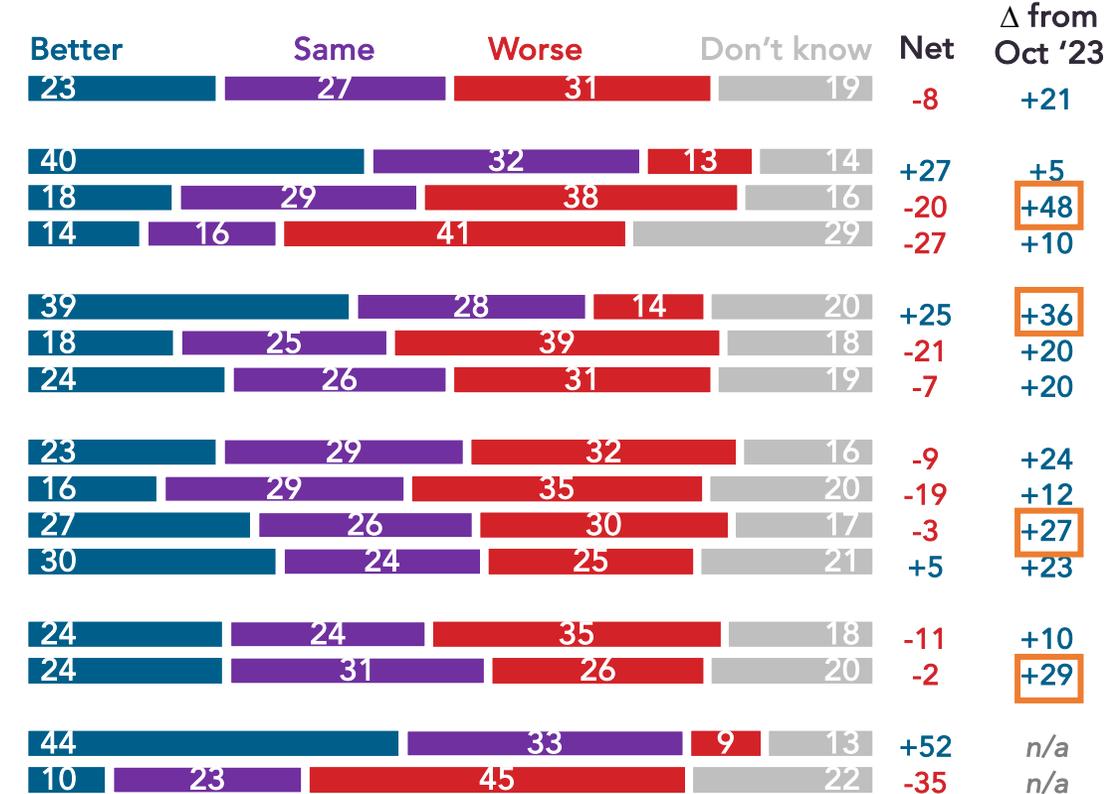
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. For more info, visit navigatortresearch.org/battleground.

Constituents Remain Pessimistic About the State of the Economy, But Are More Encouraged About the Future Than in October

Which comes closest to your view of the U.S. economy:
The U.S. economy is _____ now than it was a year ago.



Which comes closest to your view of the U.S. economy:
The U.S. economy will be _____ a year from now.



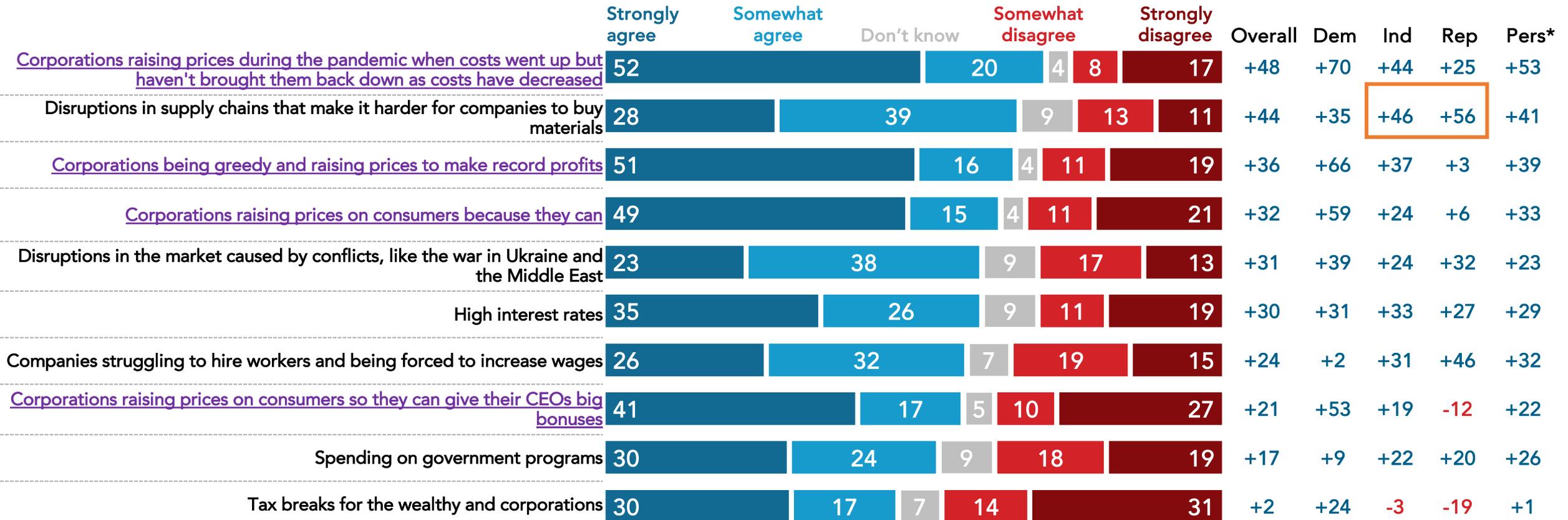
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.

*"Economic Rating – Positive" and "Economic Rating – Negative" are those who report having positive or negative perceptions of the economy in a separate question.

For more info, visit navigatorresearch.org/battleground.

Strong Majorities Agree Various Forms of Corporate Greed Are Behind High Costs

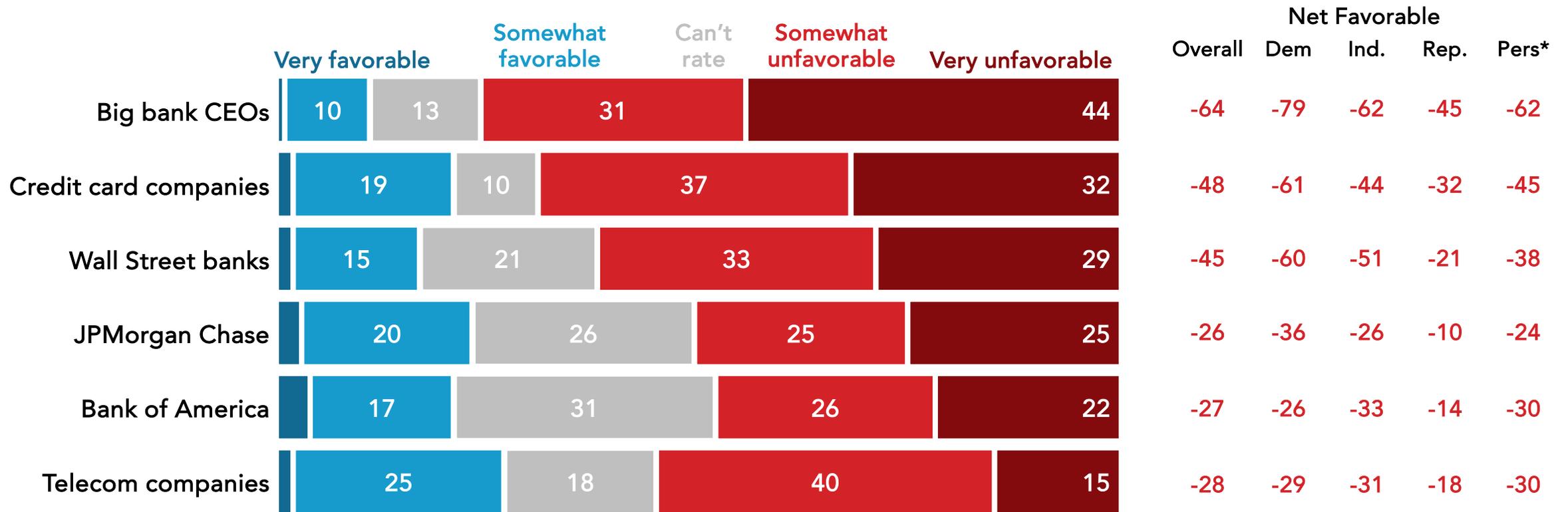
Here are some reasons people have given as a reason costs are high. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of these.



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.
 Generic ballot persuadables are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Battleground Constituents Have Negative Opinions of Big Banks & Their CEOs, Credit Card Companies, and Telecom Companies

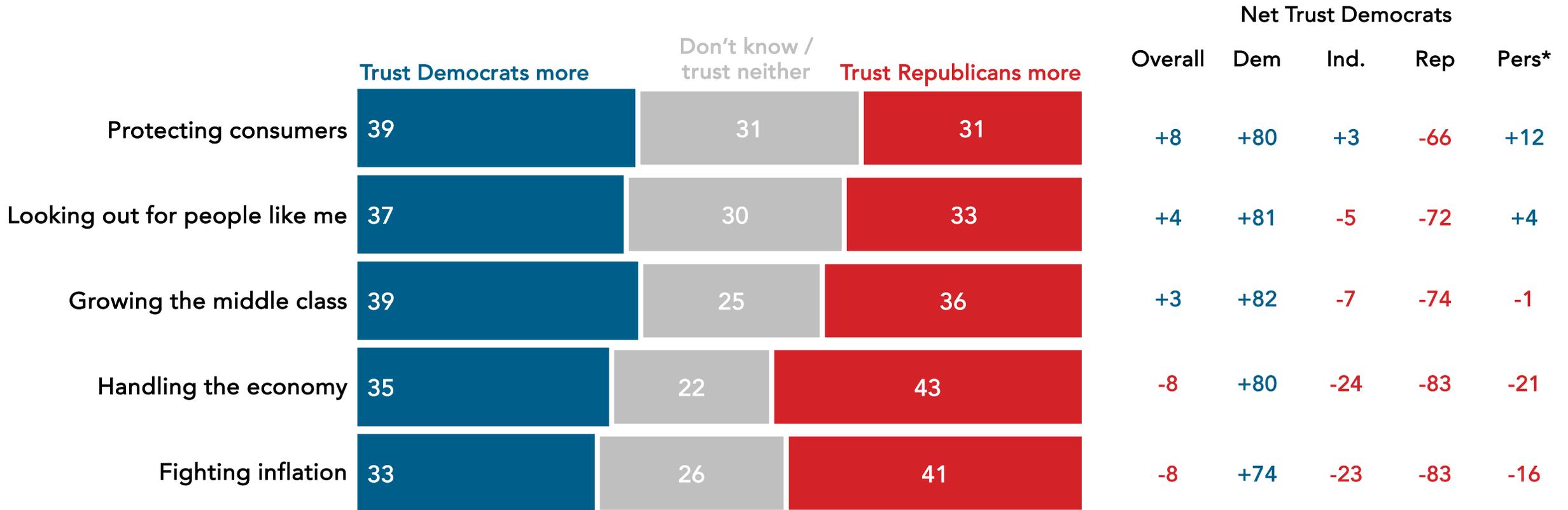
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable, or very unfavorable view. If you have never heard of them or cannot rate them, please indicate that.



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.
 **"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Republicans More Trusted on Economy, Inflation; Democrats More Trusted to Protect Consumers & “Look Out for People Like Me”

Here are some different issues. Please indicate whether you trust Democrats or Republicans more on that issue.



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.
 *"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Most Constituents See Republicans Lawmakers as More Focused on Economic Policies to Benefit the Wealthy & Corporations

Would you say that Republicans in Congress are more focused on economic policies that mainly benefit:



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.
 *"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Appendix: Congressional Districts Included In Sample

Dem Lawmakers			Rep Lawmakers – Biden		Rep Lawmakers – Trump	
AK-01	MN-02	OH-13	AZ-01	NY-17	CA-41	TX-15
CA-49	NC-01	OR-06	AZ-06	NY-19	CO-03	WI-01
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03
CT-05	NH-01	PA-08	CA-22	OR-05	FL-13	
IL-13	NM-02	PA-17	CA-27	PA-01	FL-27	
IL-17	NV-03	VA-07	CA-40	VA-02	IA-01	
IN-01	NV-04	WA-03	CA-45		IA-02	
KS-03	NY-03	WA-08	NE-02		IA-03	
ME-02	NY-18		NJ-07		MI-10	
MI-03	OH-01		NY-01		MT-01	
MI-08	OH-09		NY-04		NY-02	

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 2024 general election voters from March 14-21, 2024. 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 61 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