

# navigating *the* \*battleground

Monday, March 9, 2026

Perceptions of Health Care  
in the Congressional  
Battleground



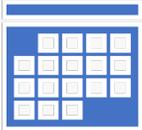
# Methodology



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.



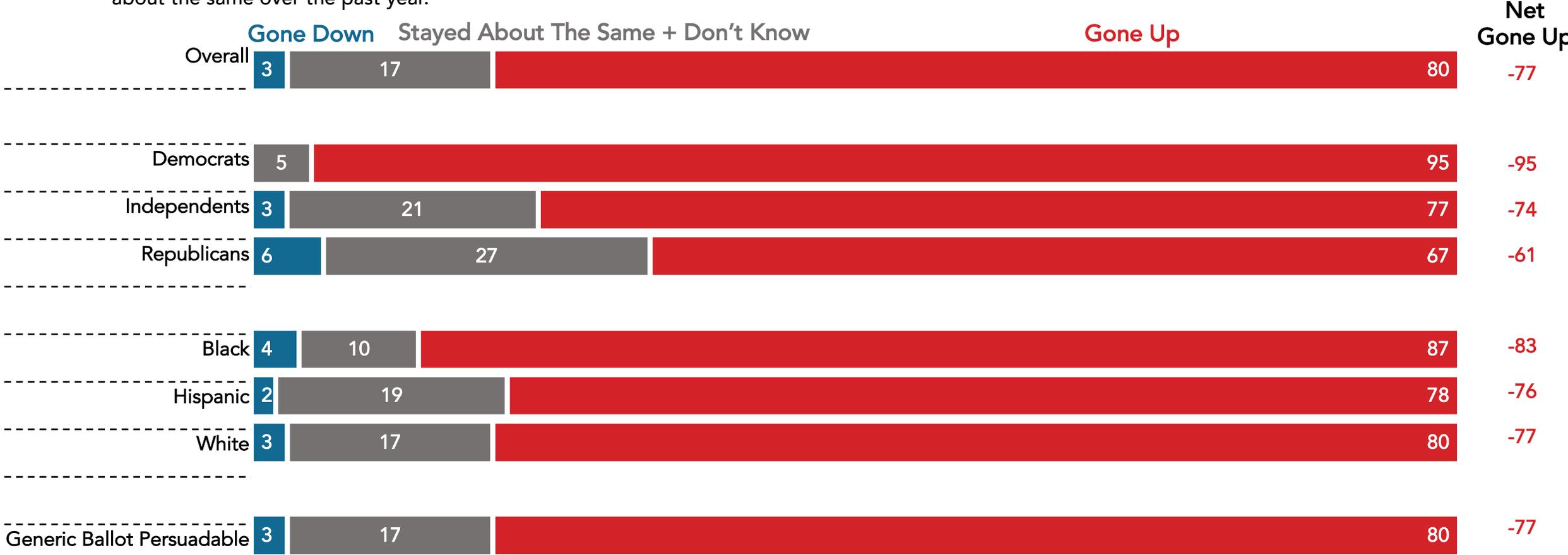
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- Battleground constituents overwhelmingly say that health care costs have gone up over the last year.
- Battleground constituents think Congress can make an impact on lowering the cost of health care, as three quarters say that they think Congress can do a great deal to lower costs.
- Democrats in Congress have an 8-point trust advantage over Republicans on making health care more affordable.
- Both the cuts to Medicaid and ending the Affordable Care Act tax credits are unpopular, and a majority think those Republican actions will raise costs.

# Battleground Constituents Overwhelmingly Think Health Care Costs Have Gone Up Over The Past Year

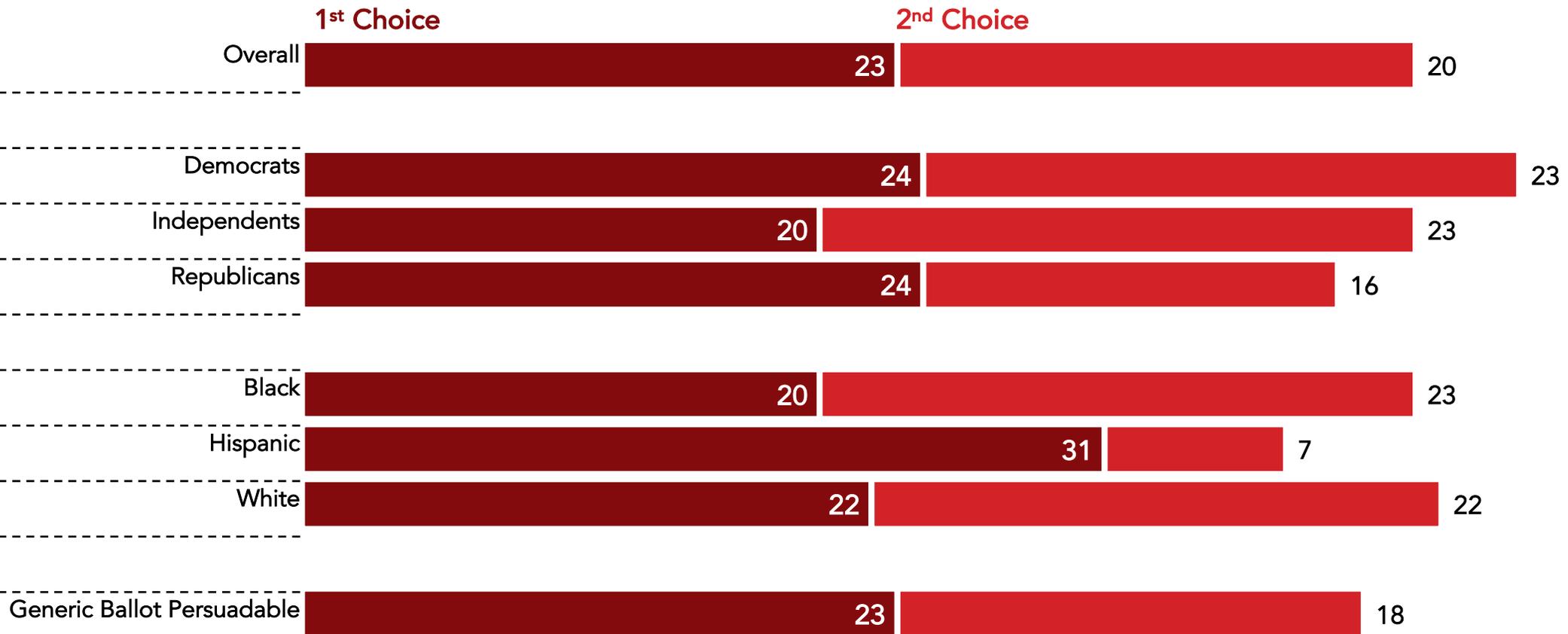
Please indicate whether you think the **cost of health care** has gone up a lot, gone up a little, gone down a little, gone down a lot, or has it stayed about the same over the past year.



"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 – 9, 2026.  
 For more info, visit [navigatorresearch.org/battleground](http://navigatorresearch.org/battleground).

# Nearly A Quarter Of Battleground Constituents Say That Health Care Costs Should Be The Most Important Cost To Lower

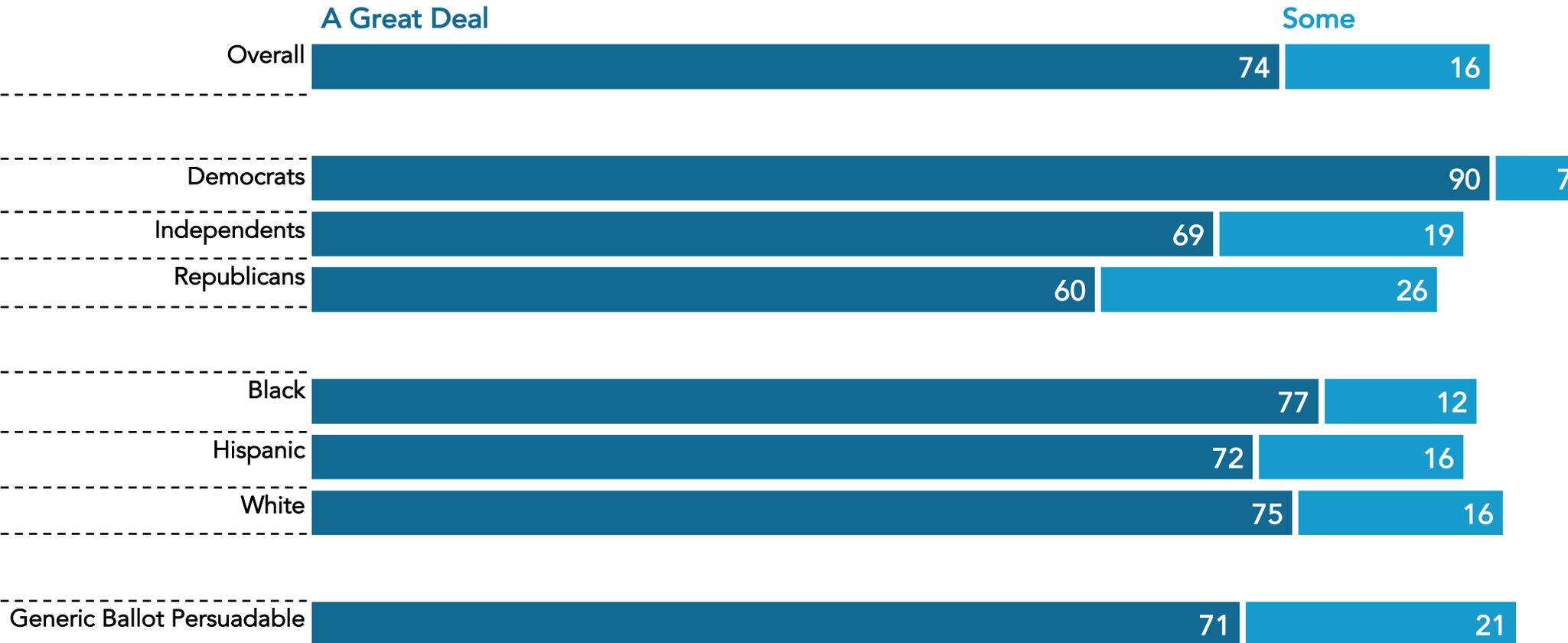
Here are some costs that some people say Congress should focus on lowering. Please rank them from 1 to 5, where 1 is the cost that you think should be Congress's top priority in lowering, and 5 is the cost that you think is the least important for Congress to lower.\* [Health Care](#)



\*Split  
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# Three-Quarters Of Battleground Constituents Think Congress Can Do A Great Deal To Lower Health Care Costs

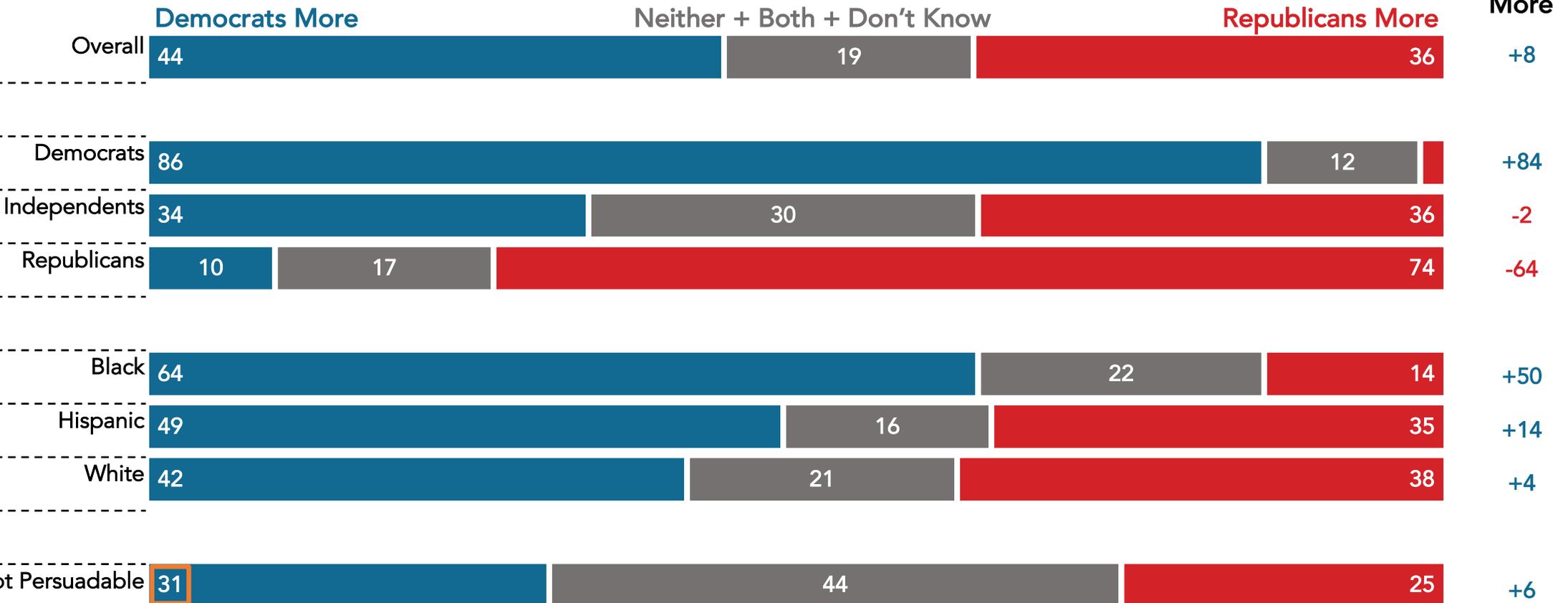
Here are some costs that some people say Congress should focus on lowering. After each, please indicate whether you think Congress can do a great deal to lower that cost, some, a little, or can they do nothing to lower that cost.\* [Health Care](#)



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# By 8 Points, Battleground Constituents Trust Democrats More Than Republicans On Making Health Care More Affordable

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. **Making health care and prescription drugs more affordable**



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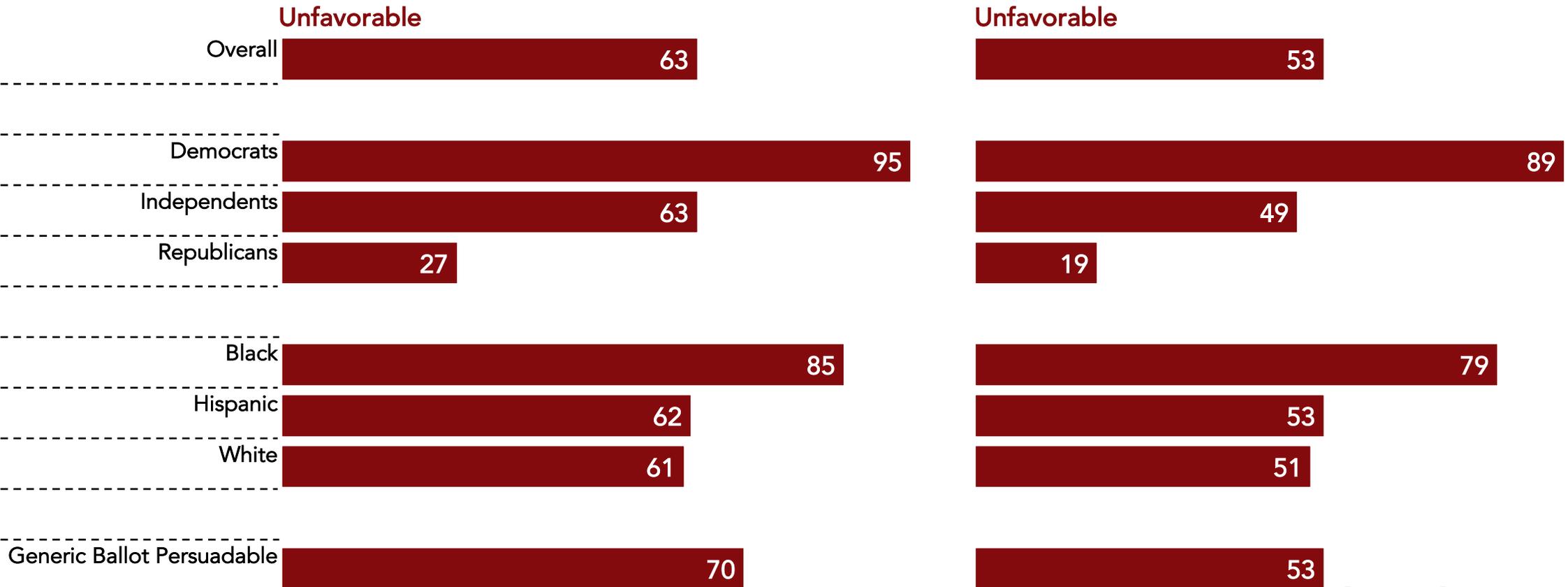
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# A Majority Oppose Cuts To Medicaid and The Affordable Care Act

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.\*

## Cutting Funding For Medicaid

## Ended tax credits for people and businesses who get their health insurance through the Affordable Care Act marketplace



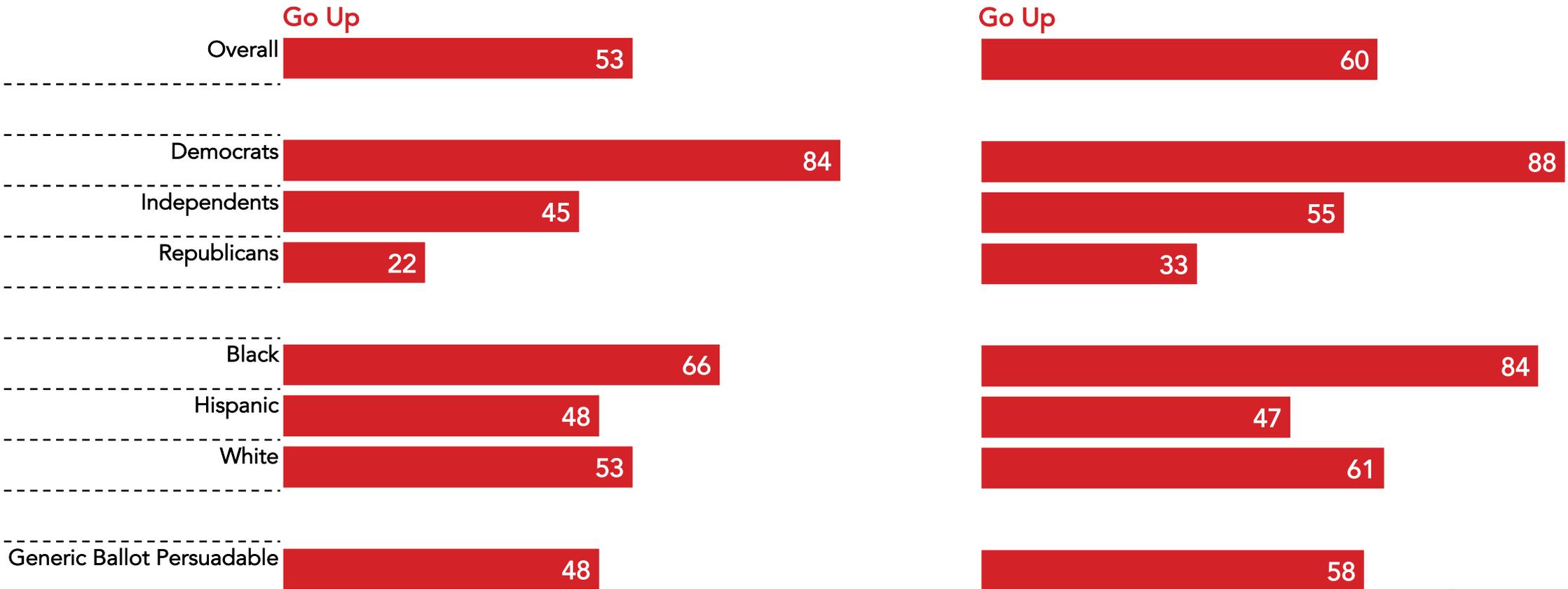
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# Battleground Constituents Believe Cuts Will Make Costs Go Up

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.\*

## Cutting Funding For Medicaid

## Ended tax credits for people and businesses who get their health insurance through the Affordable Care Act marketplace



\*Split  
 "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.  
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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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# Electeds Are Most Vulnerable for Voting for Cuts to SNAP, Medicaid to Pay for Tax Breaks for the Rich

For each position, please indicate whether or not you could support an elected official with that position, as long as you agreed with the elected official on most other things.

Someone who...	**/** split sample	Definitely not support	Probably not support	Total Not Support Overall	Ind. + Non-MAGA Reps.*
**Voted to cut SNAP and Medicaid in order to give new tax breaks to the rich and big corporations		60	16	76	77
**Voted to give new tax breaks to the rich and big corporations		53	20	73	72
Supports a nationwide abortion ban, with no exceptions for rape, incest, or the health of the mother		52	15	68	65
Voted for the largest Medicaid cut in history		52	15	67	60
Voted to cut SNAP, or food stamps		52	16	67	62
Shut down clean energy projects, making less energy available and causing utility prices to go up		49	20	69	66
**Voted to allow health care tax credits to expire and caused health care costs to rise		49	20	68	66
Voted to continue funding ICE, even after the events in Minnesota which led to the killing of two American citizens <sup>^</sup>		45	13	58	50
***Has voted with Donald Trump 95% of the time		43	10	53	44
**Has voted with Donald Trump 99% of the time		43	9	51	37
***Voted to protect Trump's tariffs, which the Supreme Court overturned		42	11	53	40
**Voted to protect Trump's tariffs		38	16	54	44
***Promised to protect health care tax credits that kept health care more affordable, but then let the credits expire <sup>^</sup>		32	25	57	55

\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. <sup>^</sup>Full text read, "Someone who voted to continue funding ICE, even after the events in Minnesota which led to the killing of two American citizens by federal immigration agents" and "Someone who promised to protect health care tax credits that kept health care costs more affordable, but then let the tax credits expire." Nationwide survey of 1,000 registered voters conducted February 19-February 23, 2026. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Strongest Hits on Trump: a Combination of Cutting Medicaid and SNAP and Using the Funds to Pay for Tax Breaks for the Rich

Below is a list of things some people might be concerned about right now. Please indicate how concerned you are about each one, where 1 means you're not at all concerned about that item and 5 means you're extremely concerned about that item.

	Extremely concerned (5)	Somewhat concerned (4)	Total Concerned (4-5):	
			Overall	Ind. + Non-MAGA Reps.*
***Trump cut programs people depend on, like Medicaid and SNAP, to pay for tax cuts for billionaires and big corporations	56	14	70	63
Trump's use of ICE has been far too aggressive, leading to violence against citizens and violations of people's rights	52	11	63	58
Trump is focused on the wrong things and not on lowering costs for Americans	51	15	66	61
**Trump is cutting programs people depend on, like Medicaid and SNAP	51	14	65	55
***Trump has driven up health care costs for millions of Americans	50	17	67	62
Trump's tariff policies are raising costs	48	17	66	62
Trump is deeply corrupt, with him and his family raking in billions while he's in office	48	11	59	47
Trump is mishandling the Epstein files and covering up wrongdoing	47	12	59	51
Trump is too focused on foreign conflicts and not focused enough on issues at home	43	19	62	56
**Trump cut taxes for billionaires and big corporations	42	17	60	48

\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted February 19-February 23, 2026. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

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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.

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To learn more about Navigator  
or Navigating the Battleground:

<http://navigatorresearch.org>

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