

# navigating *the* \*battleground

Thursday, July 9, 2026

Perceptions of the GOP Tax  
Law After One Year 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 including districts Trump won in 2024 by a large margin (10.5+), mid margin (4.5-10.4), and small margin (<4.5).



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



Interviews were conducted between June 23 – July 1, 2026.



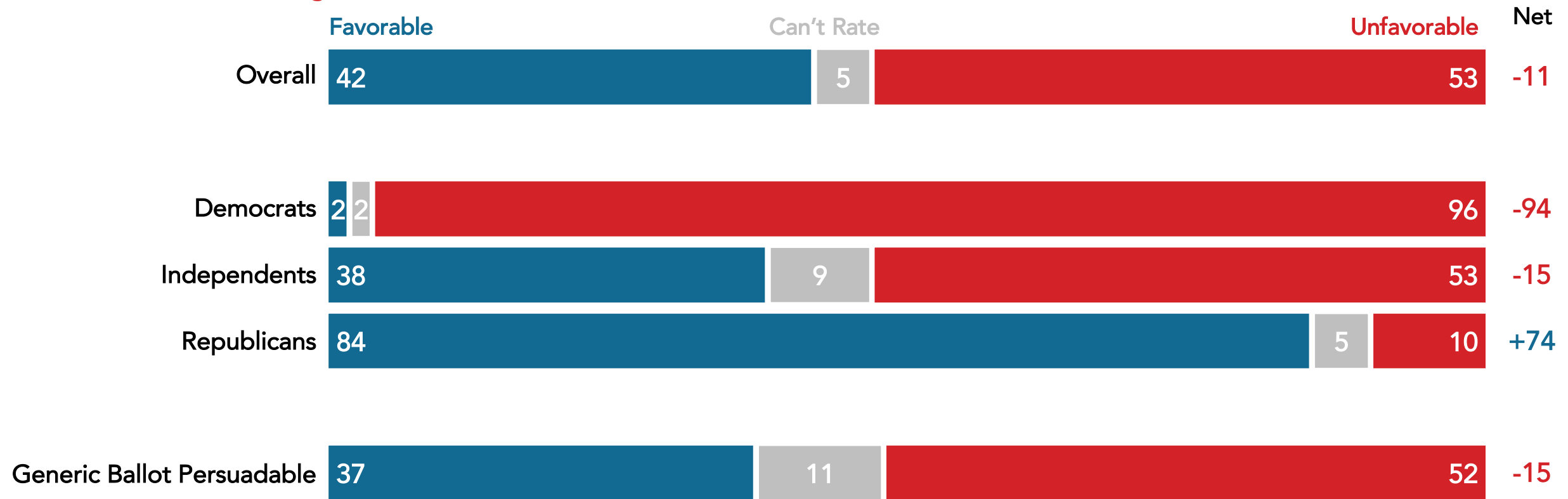
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

# Key Takeaways

- The majority of battleground constituents have an unfavorable view of the Republican budget, also known as the One Big Beautiful Bill Act, one year after its passing.
- Medicaid is very well-liked among battleground constituents and is net favorable across partisan lines. Two-thirds oppose cuts to Medicaid funding, including 51% who are strongly opposed.
- Battleground constituents are most concerned about cuts to Medicaid impacting people with serious illnesses' ability to afford the treatment they need and pushing healthcare costs even higher for all everyone.
- SNAP is also popular with battleground constituents and is net favorable by a double-digit margin, even in districts Trump won in 2024.
- Details on Republican in Congress' budget cuts to Medicaid and SNAP both raise very serious concerns for a majority of constituents overall and independents in the battleground.

# The Republican Budget Remains Unpopular Across The Congressional Battleground

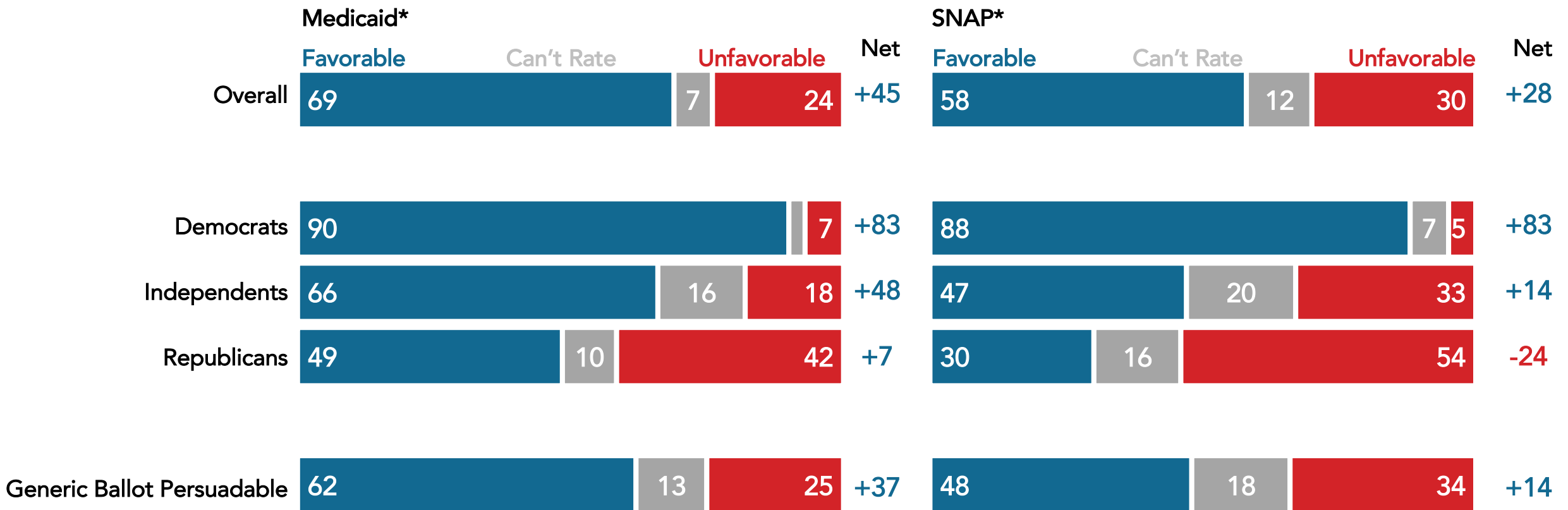
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that. **The Republican budget, also known as the One Big Beautiful Bill Act**



"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.  
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# Both Medicaid and SNAP Programs are Popular With Battleground Constituents

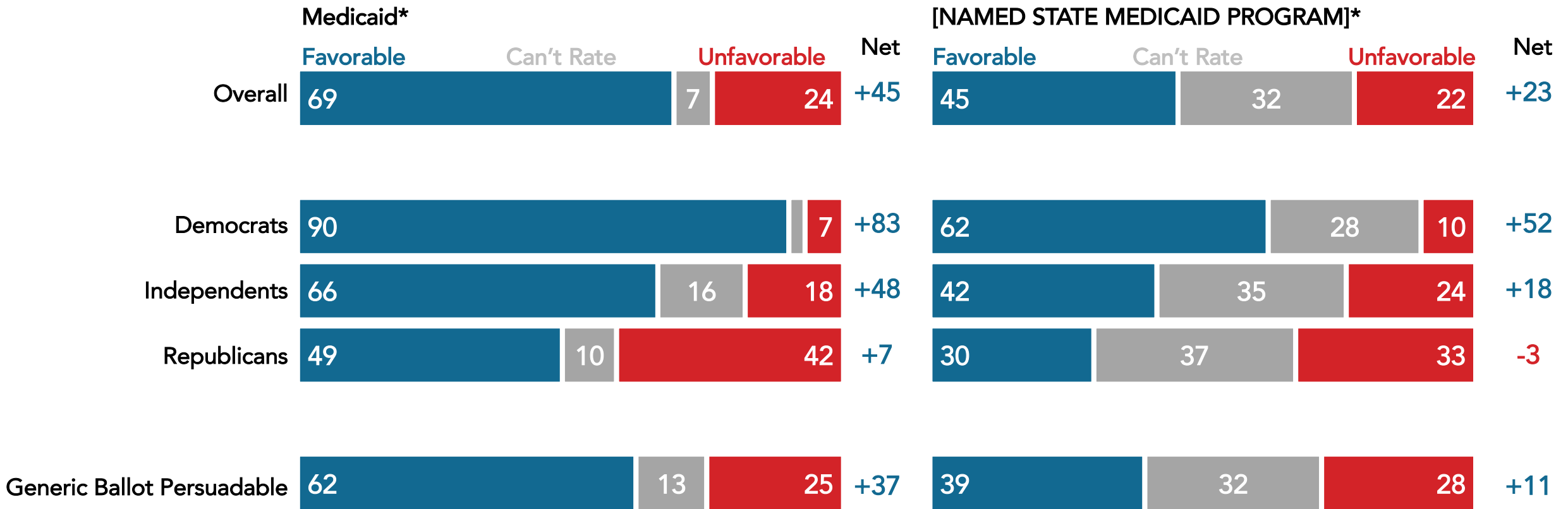
Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view. If you have never heard of them, or cannot rate them, please indicate that.



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# While Fewer Voters are Familiar with Their State-Specific Medicaid Program, Two-Thirds of Those Who are Have Favorable Views

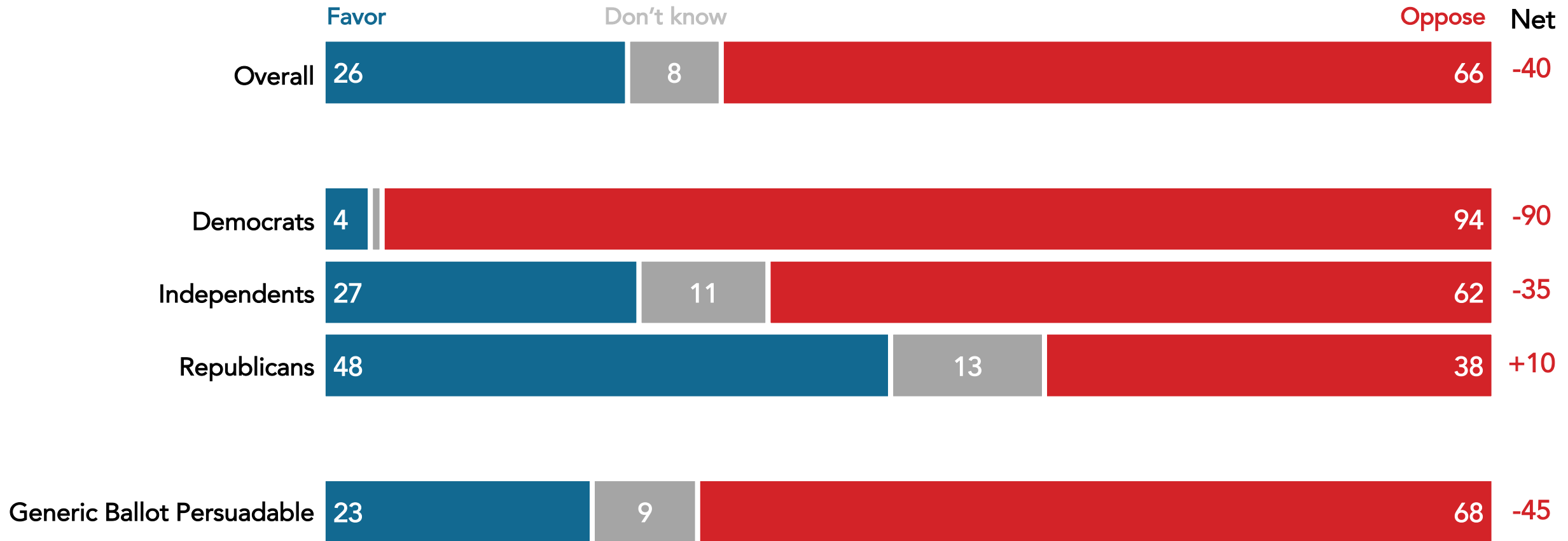
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# Two-Thirds of Battleground Constituents Oppose Cuts to Medicaid Funding

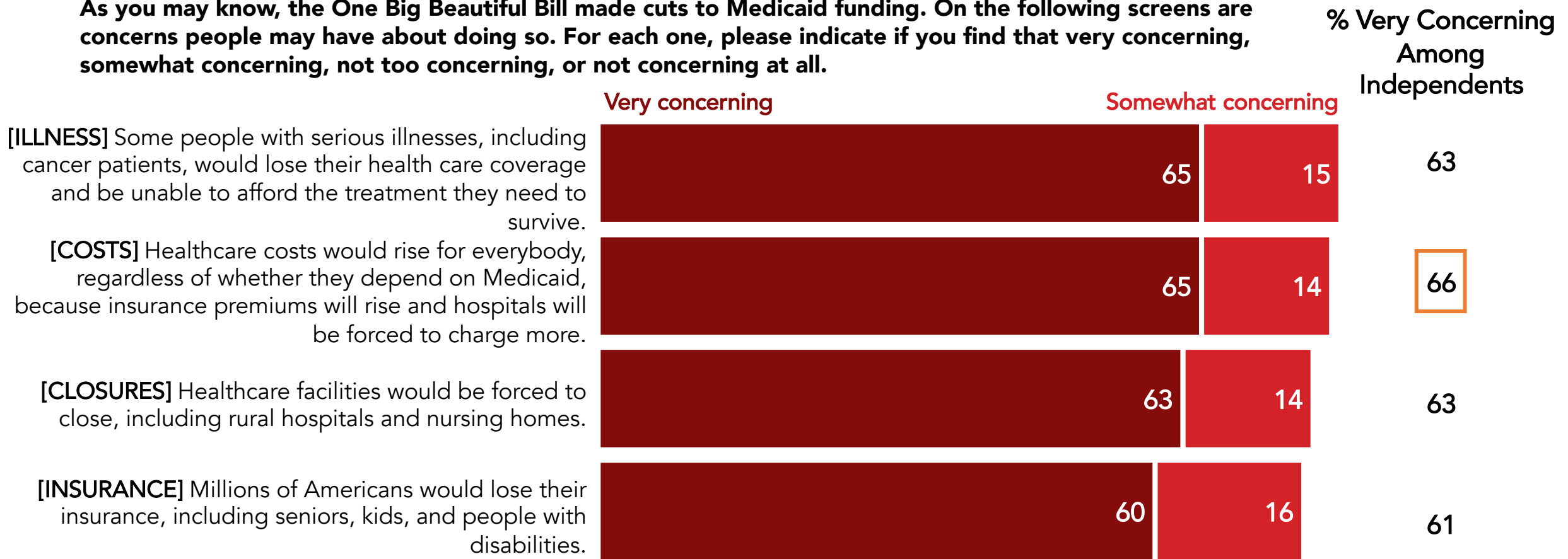
Do you favor or oppose cuts to Medicaid funding?



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# The Impact of Medicaid Cuts on People with Serious Illnesses and the Cost of Healthcare for All are Most Concerning

As you may know, the One Big Beautiful Bill made cuts to Medicaid funding. On the following screens are concerns people may have about doing so. For each one, please indicate if you find that very concerning, somewhat concerning, not too concerning, or not concerning at all.



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# Battleground Constituents Have Very Serious Concerns About Medicaid and SNAP Cuts and Breaks for Utility Companies

Here are some statements opponents might say about things Republicans in Congress have done in the past year. For each, please indicate if you have very serious concerns about that action, serious concerns, minor concerns, or no real concerns.

GOP BUDGET CUT MESSAGING HITS % Very Serious Concerns	Overall	Independents	Generic Ballot Persuadable
<p><b>[HEALTHCARE]</b> Republicans in Congress made huge cuts to Medicaid to give massive tax breaks to billionaires and big corporations. Their cuts will raise health care costs and take away health insurance from kids, seniors in nursing homes, and people with disabilities and serious illnesses, and could force rural hospitals to close.</p>	57	61	60
<p><b>[UTILITIES]</b> Utility companies gave record campaign contributions to Republicans in Congress and then they voted to let utility rates soar while giving huge tax breaks to utility companies. They even voted to cut clean energy development, limiting energy supply and driving up costs even more.</p>	54	57	52
<p><b>[SNAP]</b> Republicans in Congress made huge cuts to food assistance, taking food away from children, veterans, and seniors, and making it even harder for millions of Americans to afford food while costs are already high.</p>	51	50	49

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# 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	

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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.

## 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:

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To learn more about Navigator or  
Navigating the Battleground:

<http://navigatorresearch.org>

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