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Subject: Republicans' Unpopular 2025 Plan Leaves Them Vulnerable in 2026

Polling and message testing demonstrates that support for the GOP's Big, Ugly Bill presents unique challenges and clear vulnerabilities for Congressional Republicans ahead of the 2026 elections. Both House and Senate Republicans' cutting health care and food assistance programs, all to benefit the wealthy over working families is a potent negative attack. Given these findings, it is key that both House and Senate Democrats continue to implement this message as far and wide as possible.

Between March 31st and May 25nd, we collected 19,636 responses via online web panels to test 63 unique messages about reconciliation. Messages are evaluated based on their ability to increase Trump and Congressional GOP disapproval, and the results are summarized below, with percentiles shown relative to 250+ messages tested since the start of Trump's second term. This research underscores how united House and Senate Democrats are in continuing to pursue these clearly effective lines of attack.

Key Research Findings

Those who know about the bill believe it will hurt them: voters do not support Republicans' continued prioritization of the wealthy over working families and seniors. Just 25% of voters think the tax bill will help them and their families – a clear sign that Republicans are already vulnerable. 51% of voters (including 51% of swing voters) in critical battleground districts and states think Congress should be prioritizing lowering the cost of living and strengthening government programs like Medicaid. Just 38% of voters in these districts and states prefer the GOP's focus on tax giveaways to the wealthiest Americans.

Republicans' massive cuts to benefits are toxic with voters. Messages that highlight GOP plans to cut key programs like Medicare and Medicaid – and demonstrate Democrats' commitment to protecting working families and the benefits they've earned – are consistently the most effective. These messages consistently rank highest amongst hundreds of messages about Trump and Republicans tested since Jan 2025.

Trump's plan to gut Medicaid would devastate hospitals that rely on Medicaid funding to stay open. If he gets his way, lifesaving care could disappear across America. Democrats are fighting to protect rural and low-income communities, keep hospitals running, and ensure that no one has to drive hours to see a doctor or get emergency care. (94th percentile)

Voters are persuaded by hearing how Republicans are prioritizing policies that will kick Americans off their health care and cut food assistance programs, rather than trying to lower costs. Whether the message emphasizes specific examples of who will lose coverage, the scale of the cuts, or threats to affordable care more broadly, voters are highly persuaded when they hear how Republican policies will strip Americans of their health care.

... Republicans' new tax bill shows they are not focused at all on getting things in this country back on track. The economy is struggling, and costs are out of control. Instead, Republicans are raising costs on Americans by cutting hundreds of billions of dollars from Medicaid, kicking 13.7 million people off of their health care, and cutting food assistance programs like free school lunch. (96th percentile)

Bottom Line: Voters clearly reject Trump and Republicans' efforts to cut Medicaid, rural and low-income hospital funding, and health care. There is a clear argument that is persuasive to voters – instead of lowering costs, Republicans are cutting health care and food assistance to pay for a tax giveaway for billionaires. This, combined with a message of what Democrats are fighting for: a tax code that prioritizes working families over the wealthiest few, protecting health care access, and lowering costs – is a potent message in the key battleground congressional districts and states that will win back Democratic majorities in 2026.