

Top 25 Competitive CDs Healthcare Costs Polling Memo



DATE: Monday, October 19, 2026
TO: Interested Parties
FROM: Brent Buchanan, Founder & CEO
RE: Healthcare Costs, the Expired Premium Tax Credits & the Midterm Impact

Executive Summary

Healthcare costs are a top concern for voters in the 25 most competitive House districts. 71% say healthcare costs rose over the past year, 52% call rising costs extremely or very important to their vote, and 27% name healthcare a top issue, behind only inflation and statistically tied with immigration. 71% say Congress should reinstate the expired enhanced premium tax credits, 70% support the credits in general, and 67% say letting them expire was a mistake.

Voters who assign blame point at Republicans over Democrats by more than 2 to 1 (42-16), including Independents (37-8). Another 26% blame both parties equally.

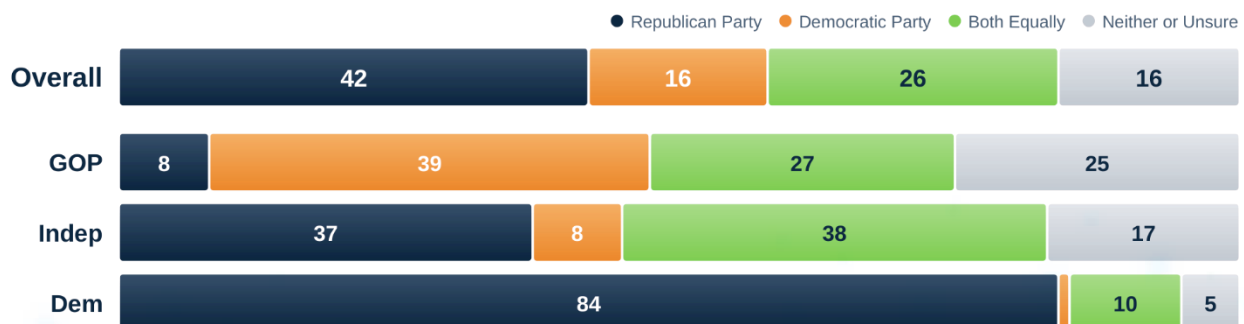
Costs, Credits, and the Mistake Question

Half of Republicans support the reinstatement of the enhanced premium tax credits; Independents are strongly in favor.

	All	GOP	Ind	Dem
Believe Healthcare Costs Rose in the Last Year	71%	50%	75%	90%
Favor Reinstating the Enhanced Premium Tax Credits	71%	50%	70%	93%
Say Expiration of the Enhanced Premium Tax Credits Was a Mistake	67%	45%	69%	89%

Who Voters Blame for the Expiration of Enhanced Premium Tax Credits

A not insignificant 8% of Republicans blame leaders in their own party for the expiration.



A group of vulnerable GOP House members earlier this election cycle [consistently pushed](#) to extend the enhanced premium tax credits, warning of voter backlash if no action was taken. The credits expired at the end of 2025 without any solution from Congress, and Democrats across the country are now using the issue in their home-stretch paid media campaigns to blame Republicans for higher healthcare costs.

Methodology: This probabilistic survey was conducted October 13-15, 2026, with 1,000 likely midterm voters. It has a margin of error of $\pm 3.1\%$. Known registered voters were interviewed via live phone calls and text-to-online surveys. This survey was weighted to a 2026 likely voter audience. Districts surveyed are AZ01, AZ06, CA22, CO08, FL14, FL22, FL25, IA01, IA02, IA03, MI04, MI07, MI10, NY17, NC11, OH07, OH09, PA07, PA08, PA10, TX15, TX34, VA02, WA03, WI03.