

May 2026

House Battleground Issues Poll

Findings from a Poll of 2026 Likely Voters in House Battleground Districts

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Methodology



Impact Research conducted an online survey of N=1,000 likely 2026 voters in House battleground districts between April 27 and May 4, 2026.



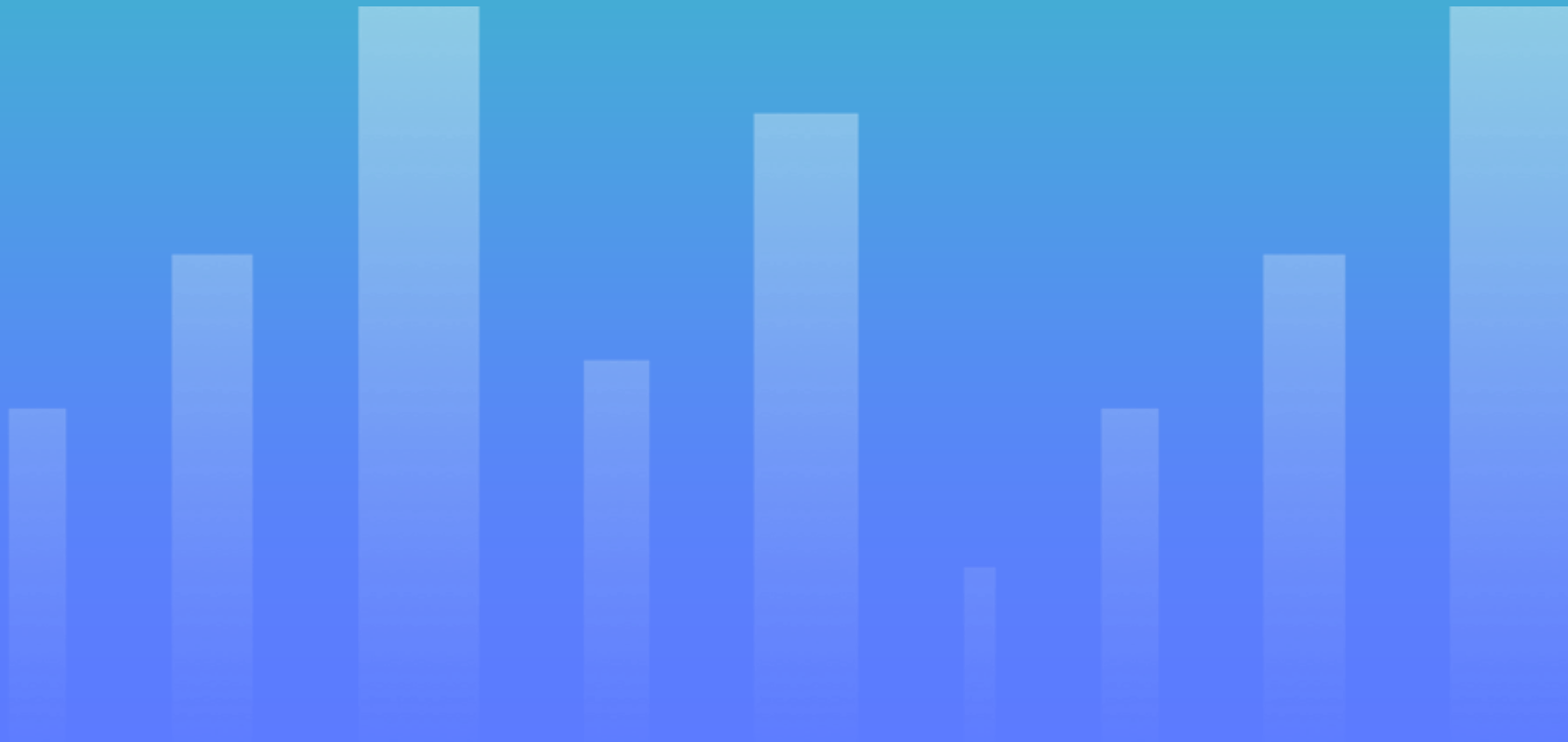
By sampling and weighting the demographic composition of the survey to the true population, this online survey is representative of House battleground districts' demographic composition.



The credibility interval for a sample of this size is +/- 3.1 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.



KEY FINDINGS



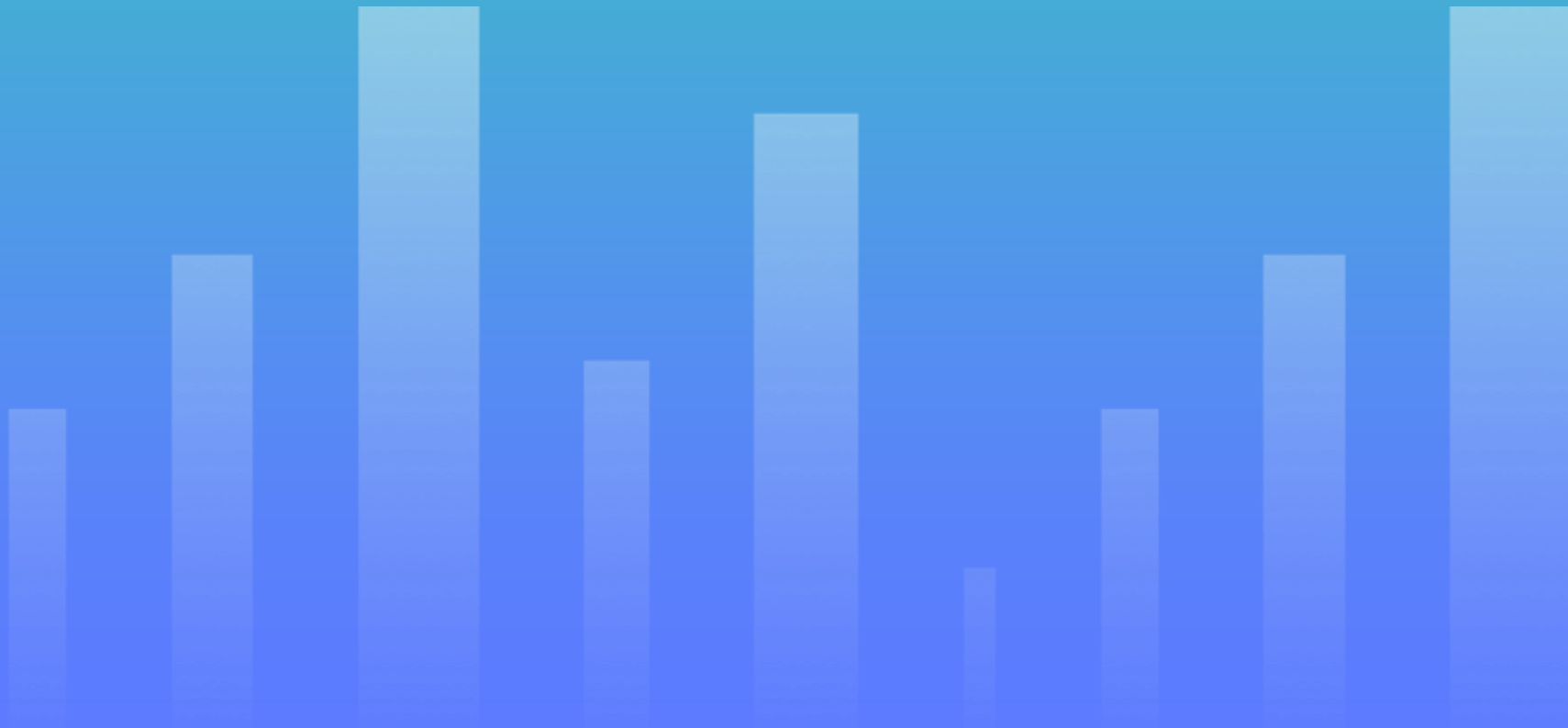
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Key Findings

- **Democrats hold a narrow advantage in battleground districts.**
- **Democrats broadly are very unpopular, but incumbents in swing districts outrun the party brand.**
- **Voters think Washington can be fixed with more transparency and accountability.**
- **Most prefer a Democrat willing to work with Trump and do not want Democrats to prioritize investigating him if they win back Congress.**
- **Voters are sympathetic to a pro-business approach.**
- **Medicare for All is less popular than fully funding Medicaid and reversing the recent cuts.**



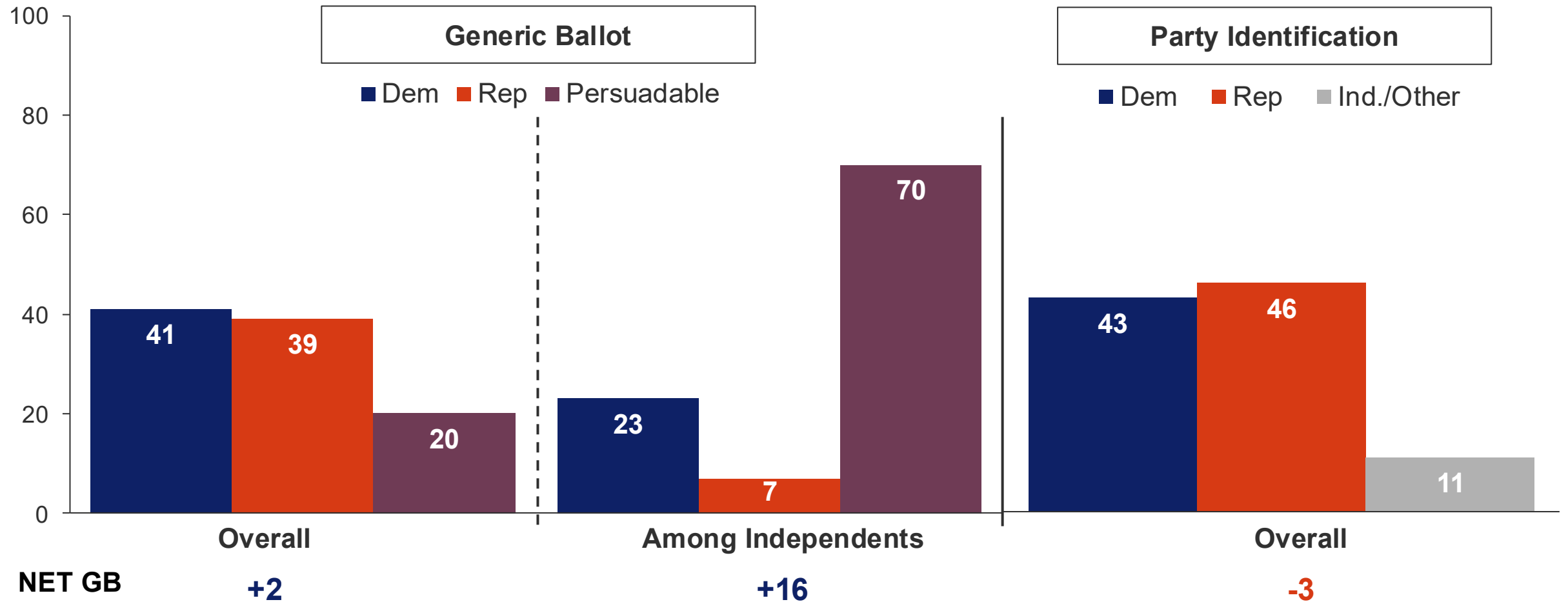
POLITICAL AND ISSUE ENVIRONMENT



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While this electorate identifies as Republican by a 3-point margin, Democrats hold a narrow lead on the generic ballot.

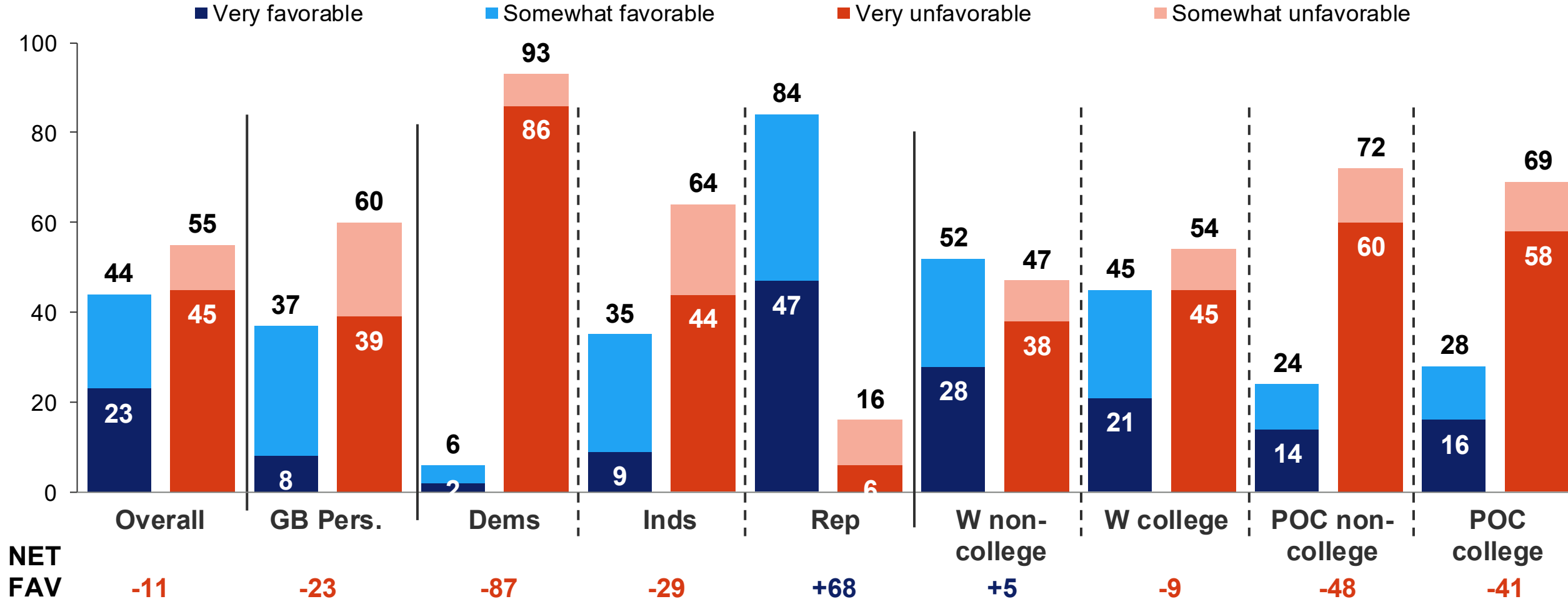
Independent voters lean towards Democrats but are majority up for grabs on the congressional ballot.



Trump's ratings are underwater by double digits, with nearly two-thirds of Independents unfavorable to him.

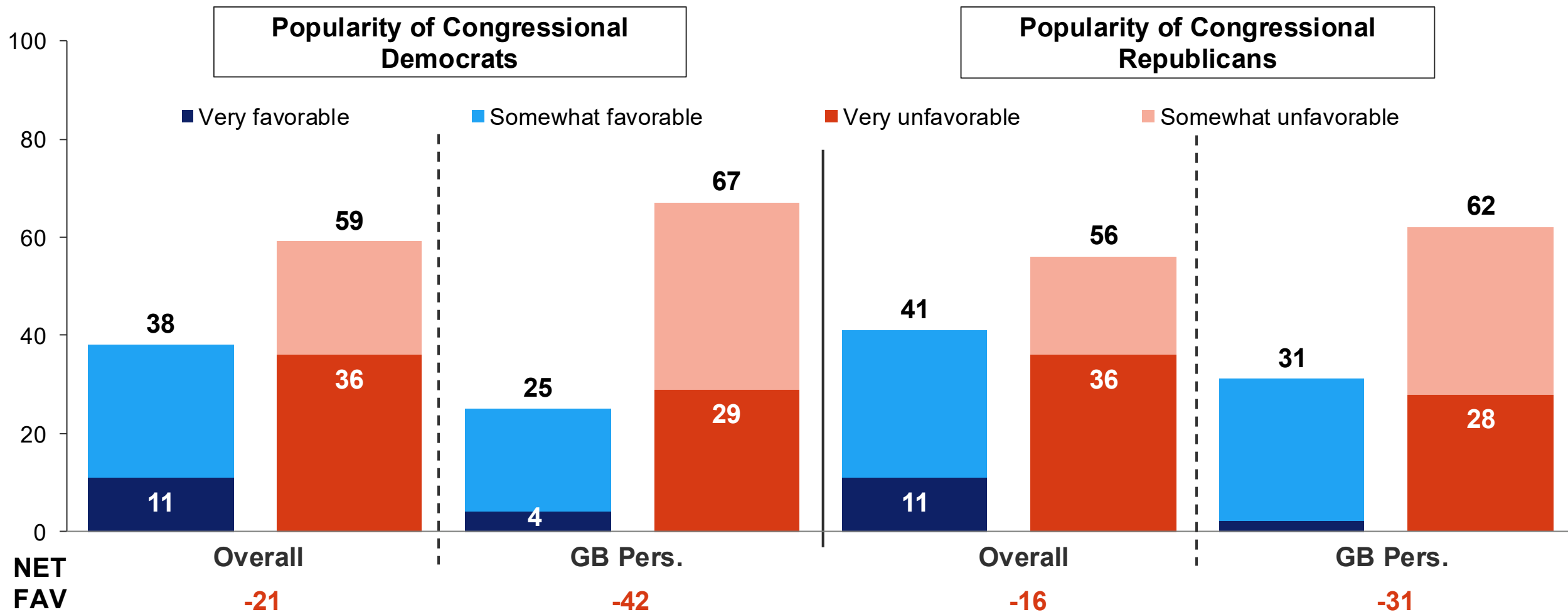
He is seeing some erosion with his base, with 16% of Republicans unfavorable to him, including almost half of white non-college voters.

Popularity of Donald Trump



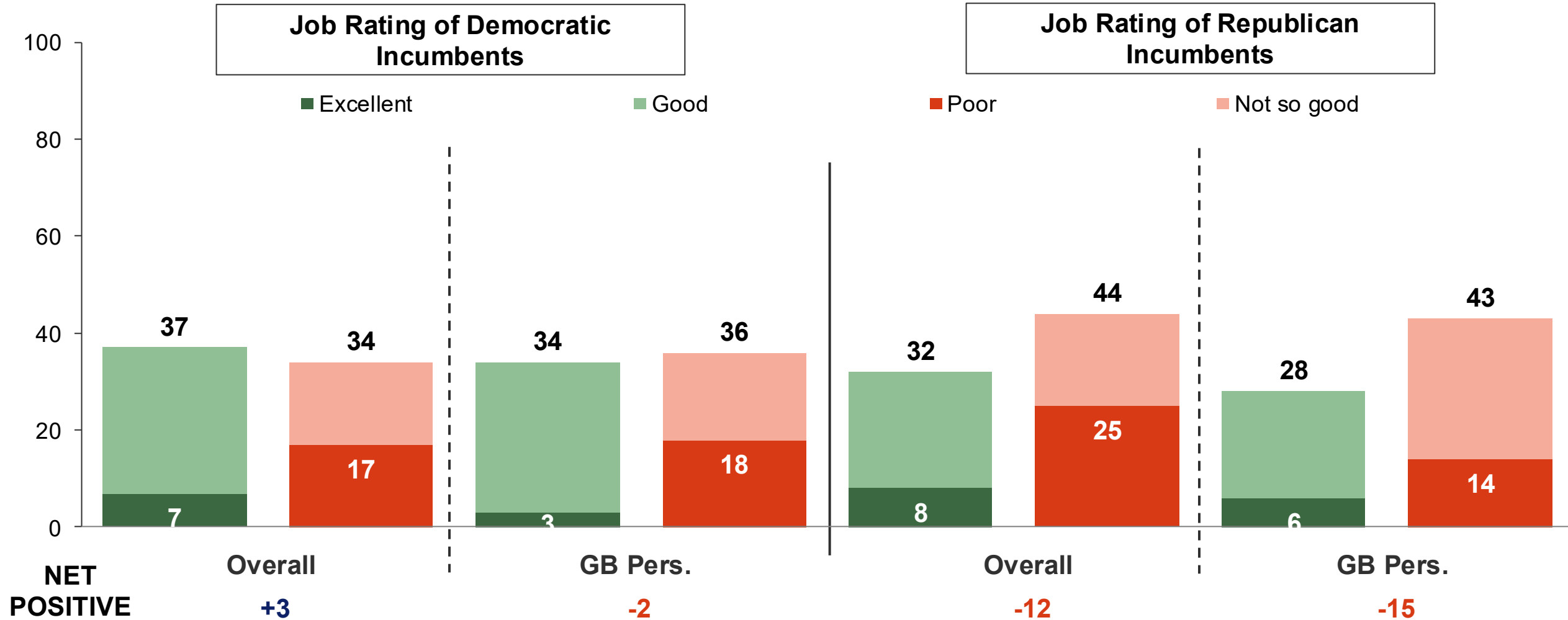
Congressional Democrats and Republicans are both unpopular, with Democrats a little more so.

Democrats are noticeably less popular among generic ballot persuadables.



Named Democratic incumbents in their districts are narrowly net popular and fare much better than Republican incumbents.

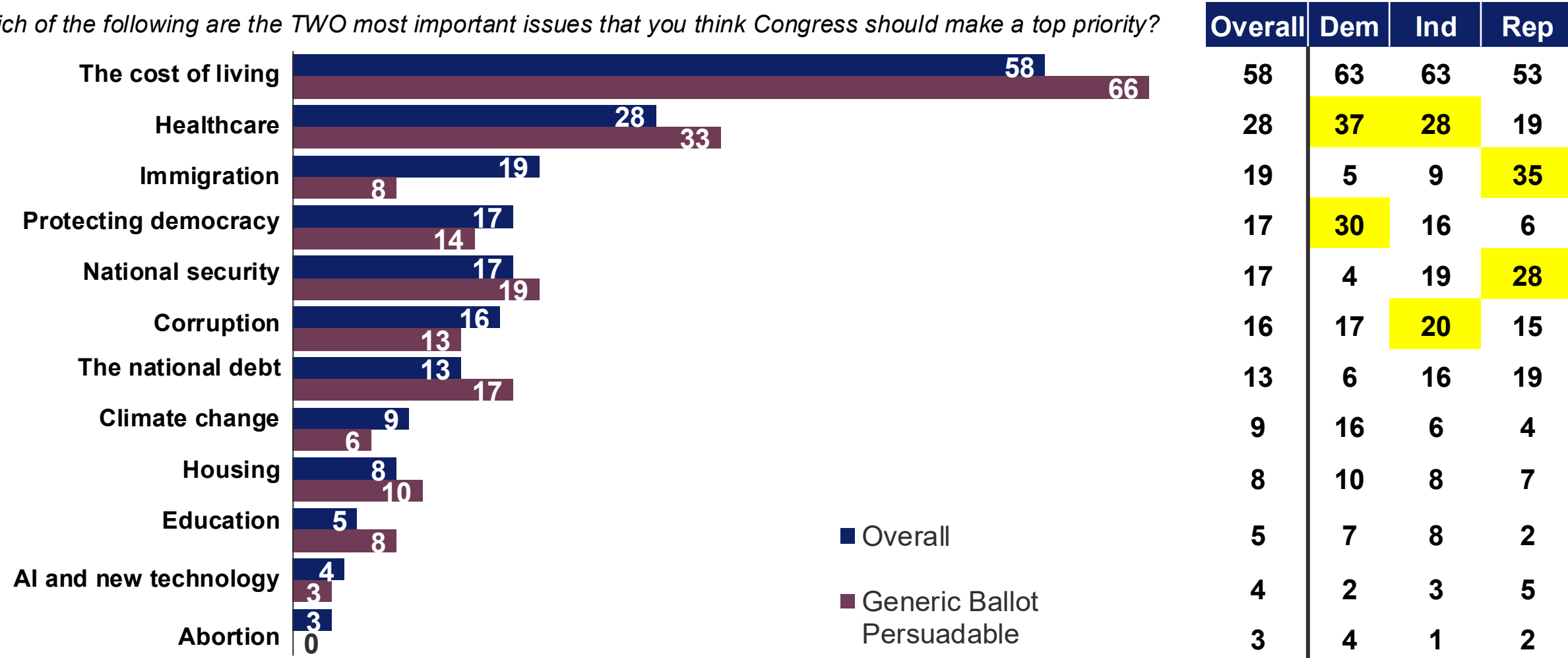
They are also stronger among generic ballot persuadables.



Top issues are the cost of living and healthcare, followed by immigration and protecting democracy.

Immigration is driven by Republicans and democracy by Democrats – with Independents focused on costs, healthcare, followed by corruption.

Which of the following are the TWO most important issues that you think Congress should make a top priority?

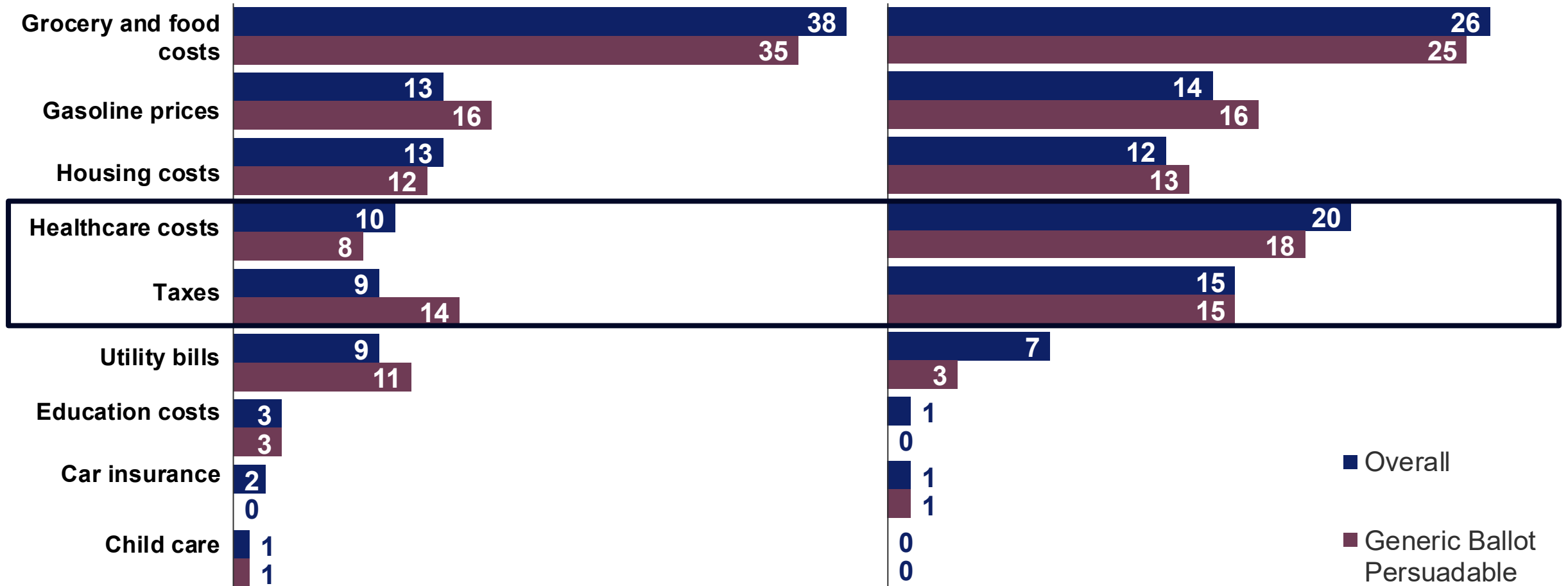


Voters are feeling the most pain from grocery and food costs.

They think Congress can do the most to address food costs, healthcare, and taxes.

Considering your personal financial situation, which of the following is impacting you the most? [SPLIT A]

Which of the following can Congress do the most to address? [SPLIT B]



■ Overall
■ Generic Ballot Persuadable



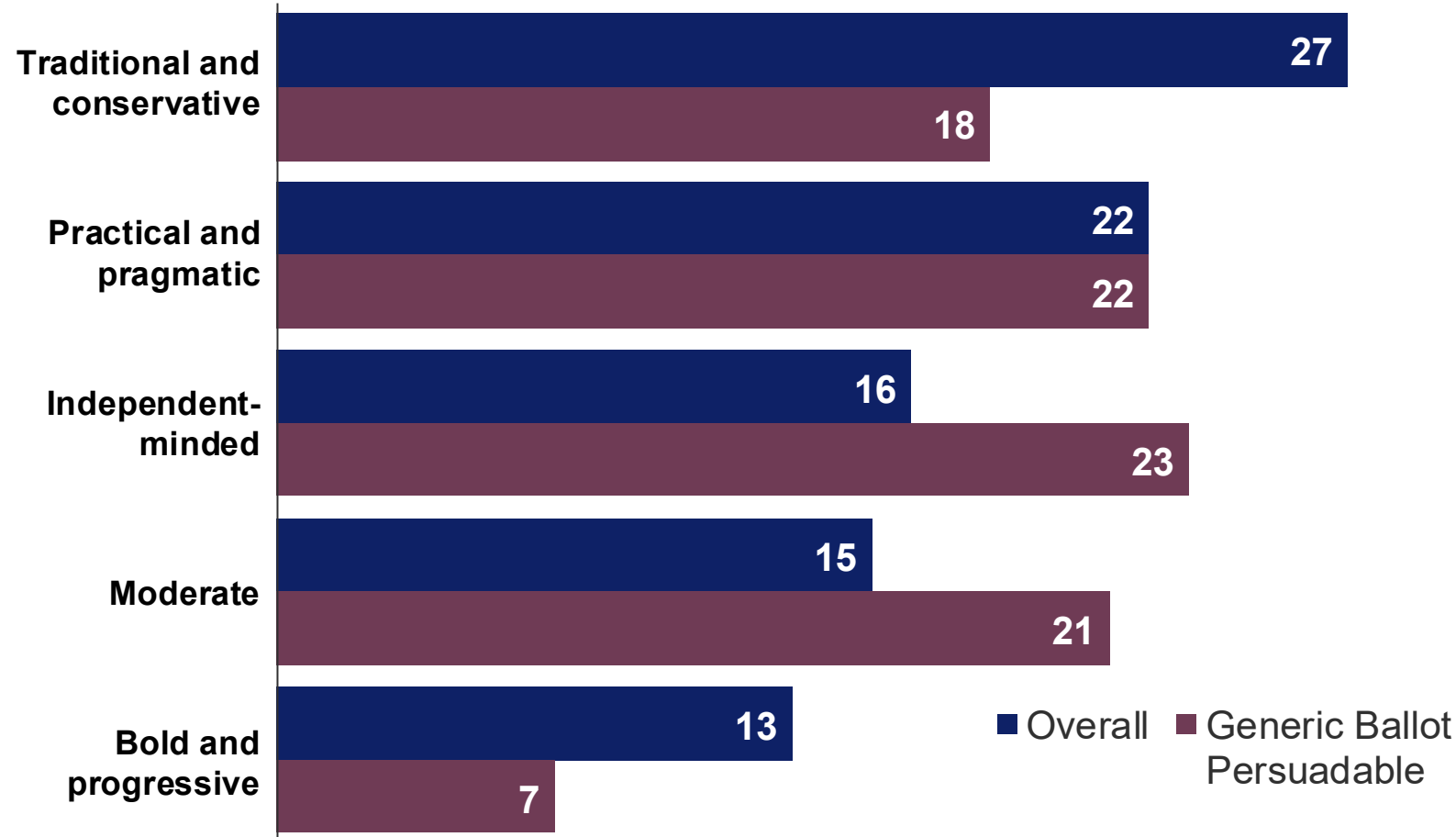
PREFERENCES FOR MEMBERS OF CONGRESS



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Swing voters are split between wanting a member of Congress who is independent-minded, pragmatic and practical, and moderate.

Here are some ways a Member of Congress might describe themselves.
Which of the following approaches is most appealing to you?

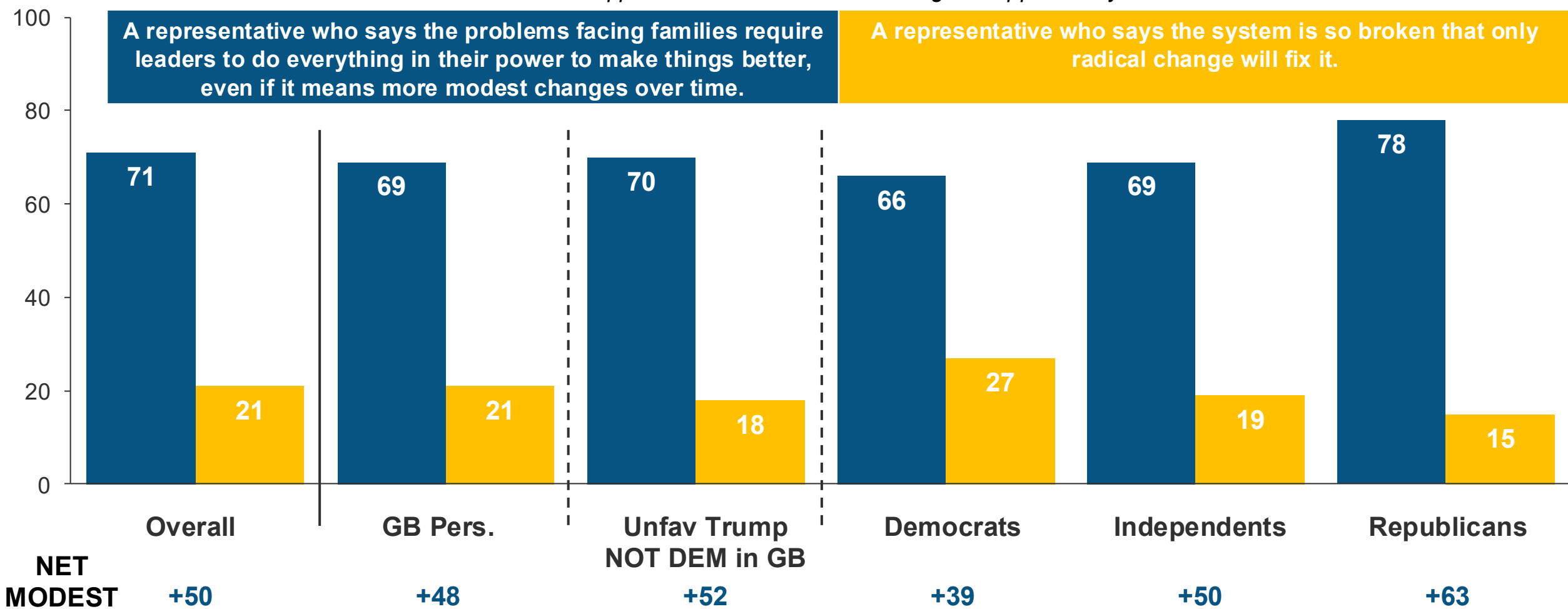


	Dem	Ind	Rep	White	Black	Hisp.
Traditional and conservative	9	13	49	28	19	25
Practical and pragmatic	25	28	18	23	14	18
Independent-minded	20	23	10	15	21	17
Moderate	17	23	12	14	25	15
Bold and progressive	23	4	5	13	11	16

Over 7-in-10 prefer a leader who will do everything in their power to improve things, even if it means modest change over radical change.

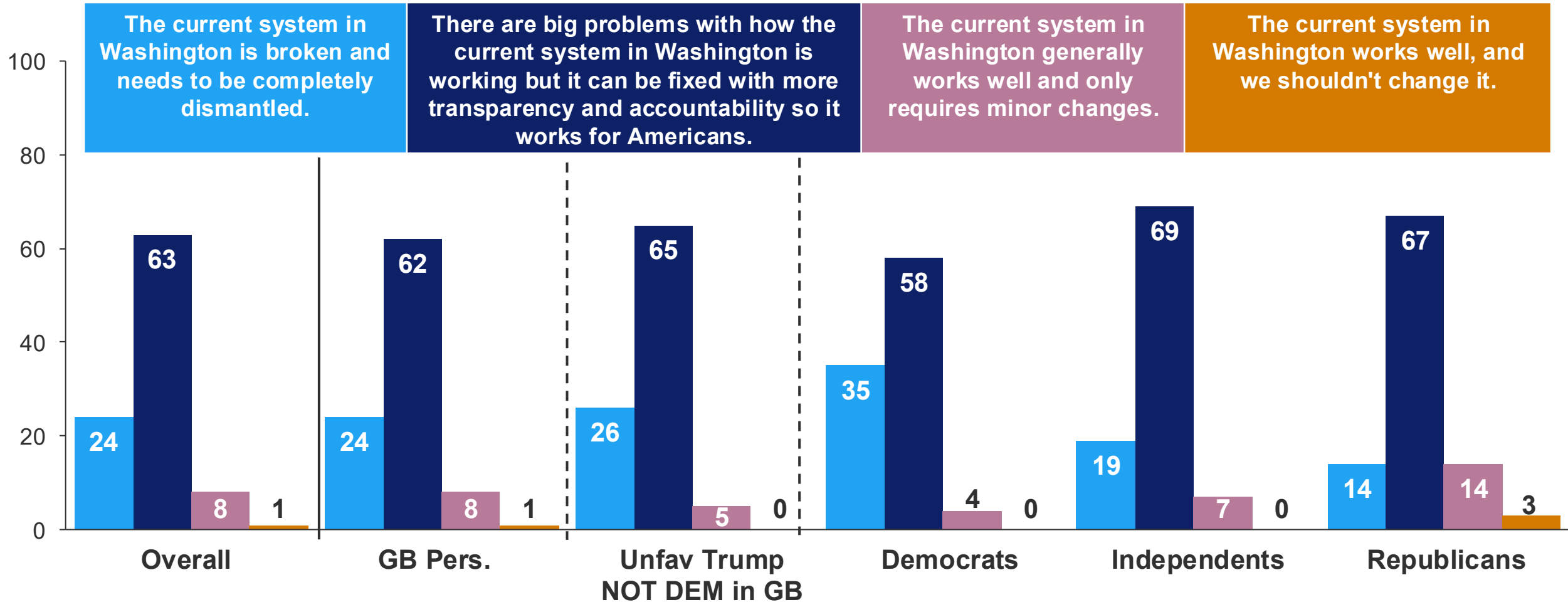
This is true across party lines and among those unfavorable to Trump who do not choose Democrats on the generic ballot.

Which kind of approach from a Member of Congress appeals to you more:



Over 6-in-10, including a strong majority of Democrats, say there are big problems in Washington that can be fixed with more transparency and accountability.

Which of the following statements best describes your opinion about how things are going in the U.S., even if none are exactly right?



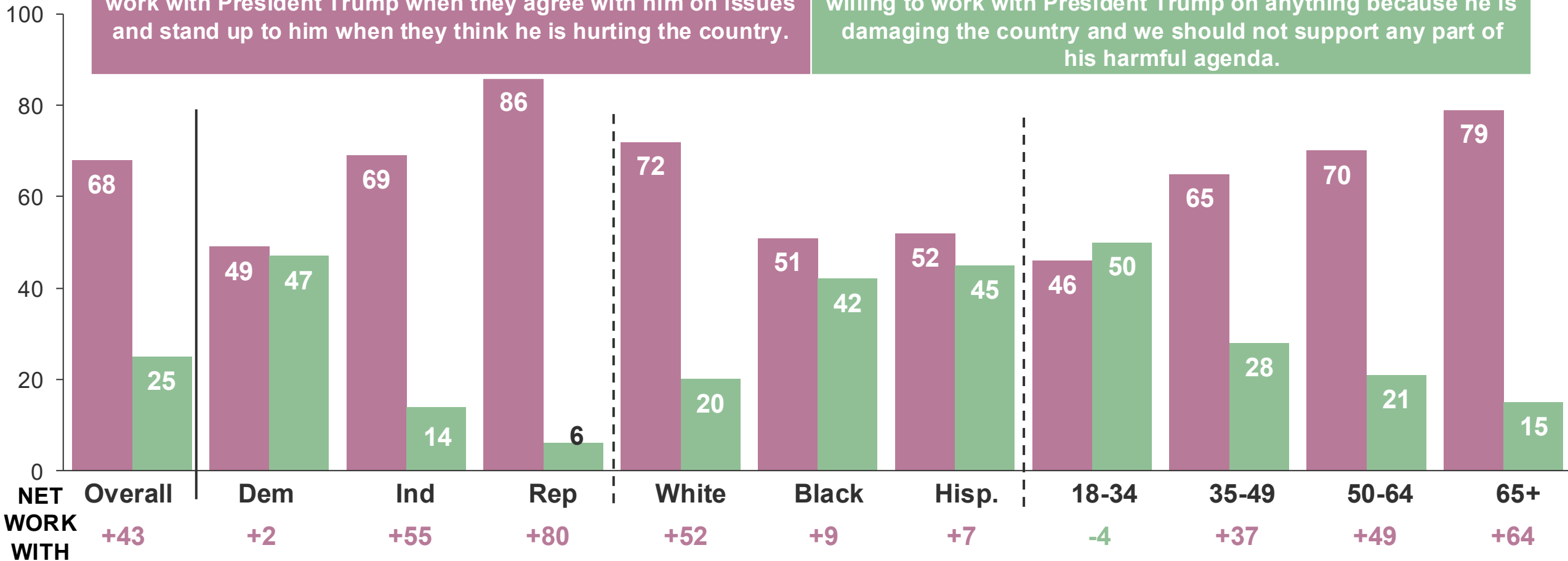
Most prefer a Democrat who will work with Trump when they agree with him on issues.

Democrats, Black, and Latino voters are closely split, while voters under 35 narrowly prefer someone who will not work with Trump.

Which kind of approach to governing would you be more likely to support?

A Democratic Member of Congress who says they are willing to work with President Trump when they agree with him on issues and stand up to him when they think he is hurting the country.

A Democratic Member of Congress who says they are not willing to work with President Trump on anything because he is damaging the country and we should not support any part of his harmful agenda.



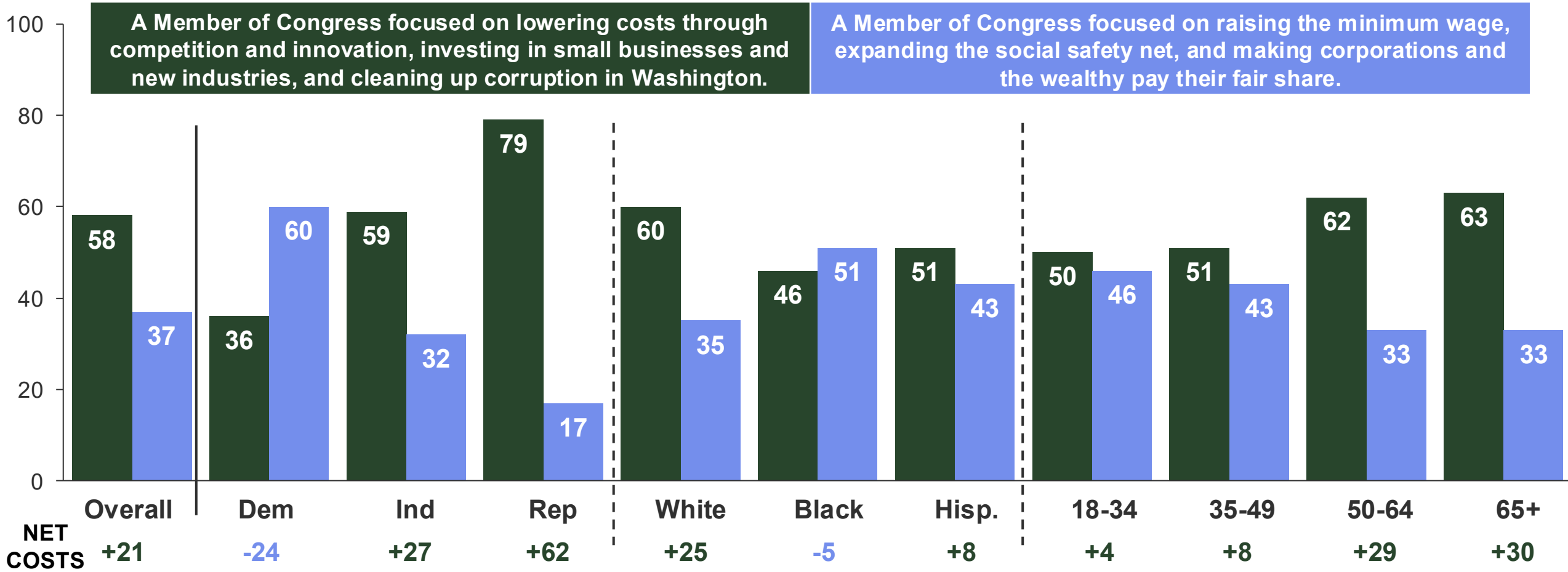
Voters prefer a member of Congress focused on competition and innovation, small businesses, and cleaning up corruption.

Democrats disagree, while Black voters and those under 35 are closely divided.

Which kind of approach to governing would you be more likely to support?

A Member of Congress focused on lowering costs through competition and innovation, investing in small businesses and new industries, and cleaning up corruption in Washington.

A Member of Congress focused on raising the minimum wage, expanding the social safety net, and making corporations and the wealthy pay their fair share.

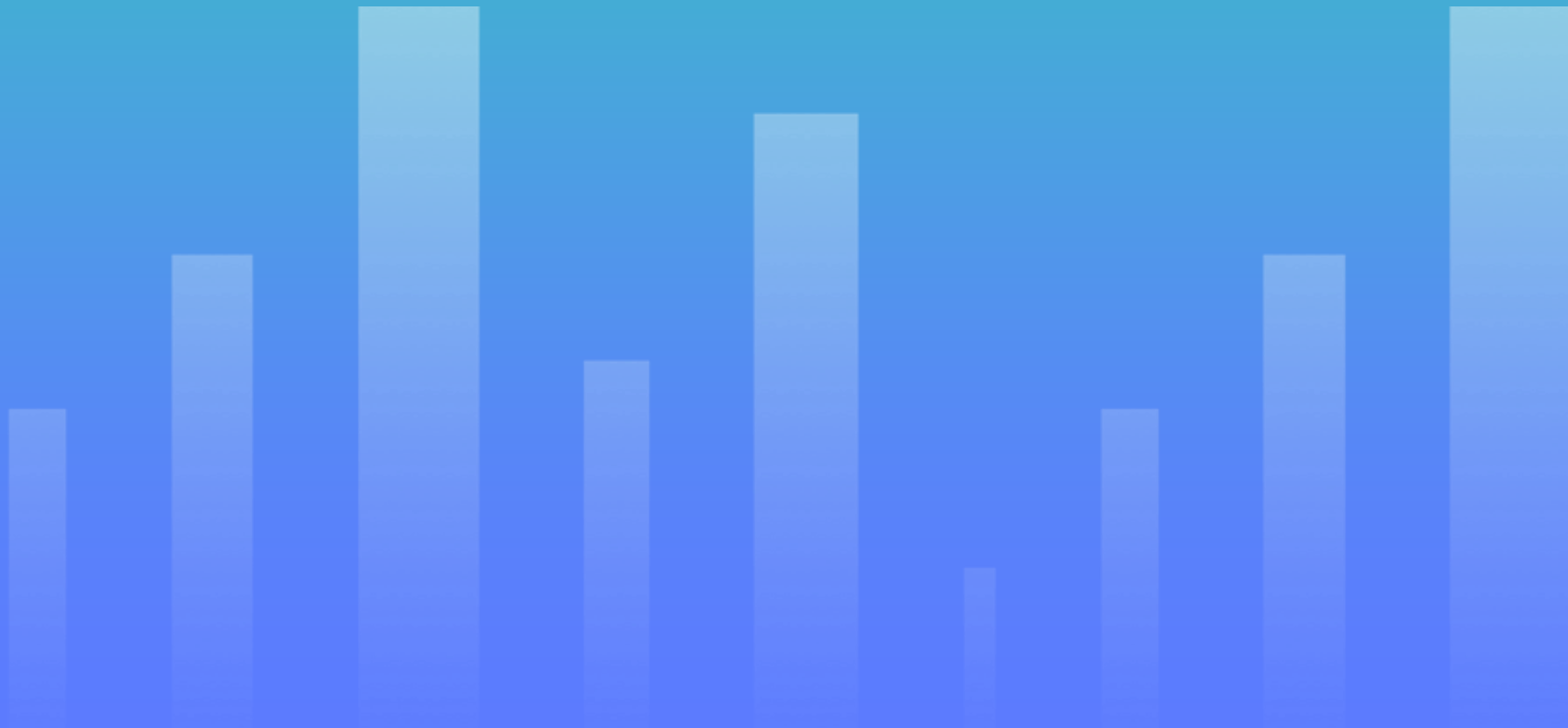


Pragmatic messaging around public safety, affordability, and taking on corruption is the strongest framing for Democratic policies across party and race.

Democratic Messages % Much More Favorable	Overall	GB Pers.	Dem	Ind	Rep	White	Black	Hispanic	18-34
[TECHNOCRAT] This Democrat says we need to focus on getting back to basics. That means prioritizing public safety, making life more affordable for working families, making our government accountable by cleaning up waste and holding corrupt politicians accountable, and building a future that works for all Americans, not just those at the top.	37	34	59	31	18	36	55	36	37
[FAIRNESS] This Democrat says the economy should reward hard work and playing by the rules, but right now, our economy is rigged for those at the top. They want to crack down on corporations that gouge consumers and exploit workers, expand access to affordable healthcare and housing, and cut taxes for working families while ending Wall Street bailouts and corporate handouts.	31	26	55	29	9	29	45	31	38
[BROKEN] This Democrat says the system isn't working and incremental changes won't fix it. We need to break up corporate monopolies that drive up prices, pass a public option to guarantee affordable healthcare, invest to create good-paying jobs that can't be outsourced or replaced by AI, and rewrite the rules so workers and families come first.	27	20	47	15	11	26	35	32	36
[REBUILD] This Democrat says the system is so broken and cannot be fixed. We need to focus on entirely rebuilding the system from the ground up. That means Medicare for All, a \$20 federal minimum wage, free public college tuition, and significant tax increases on corporations and the wealthy to pay for a large expansion of our social safety net.	24	18	43	16	7	21	42	31	36

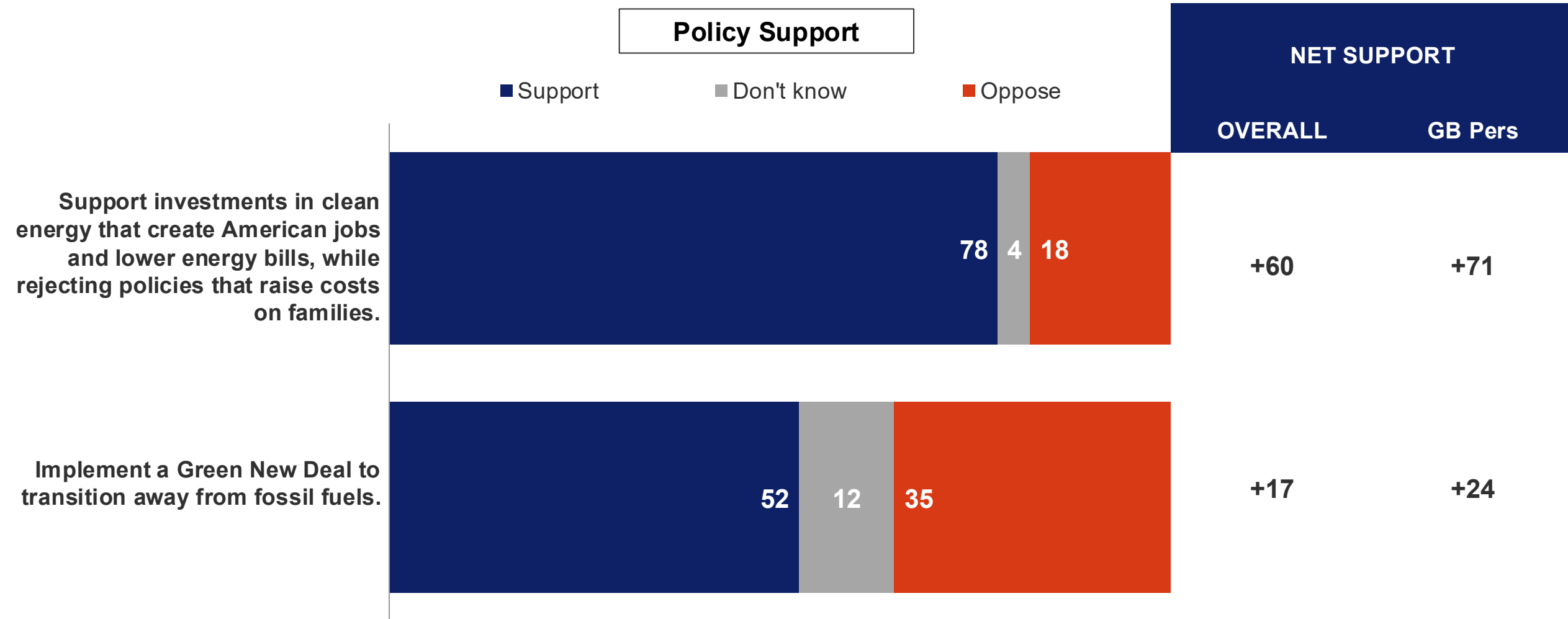


POLICY PREFERENCES



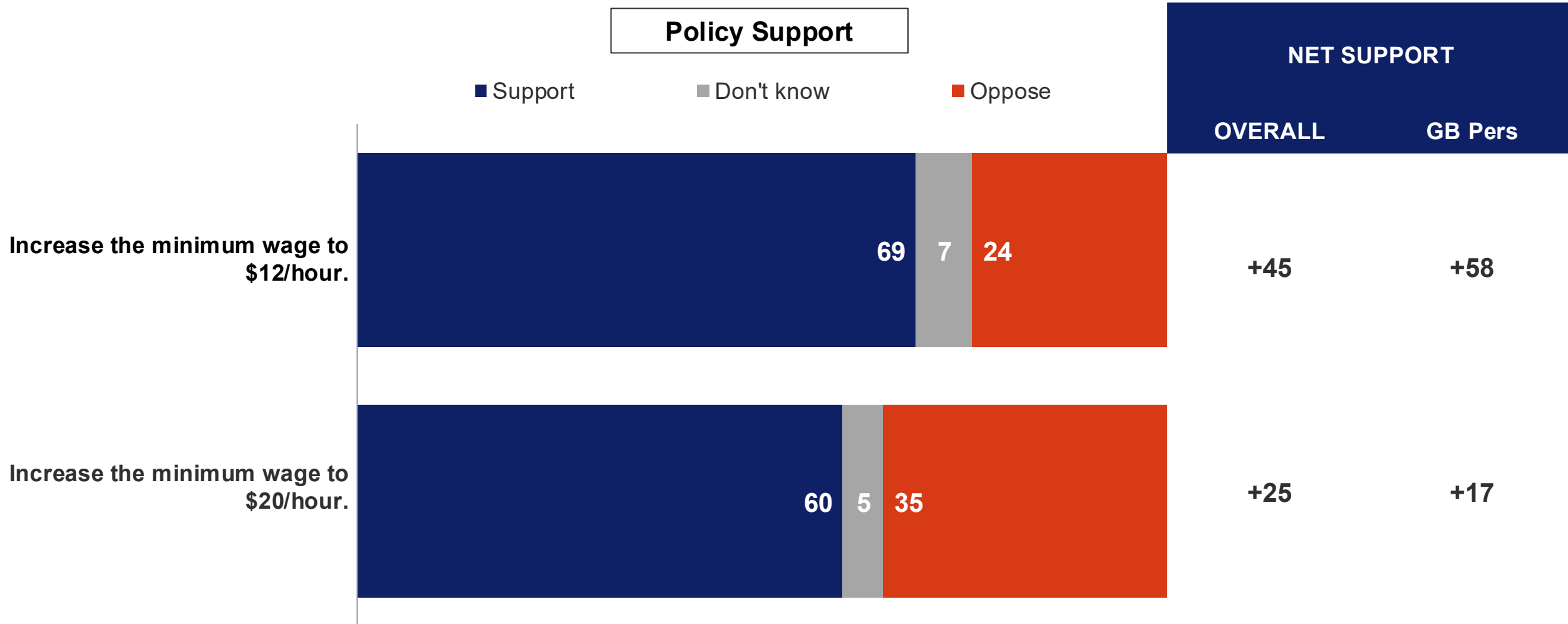
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Investments in clean energy to create jobs and lower bills is much more popular than a Green New Deal.



Increasing the minimum wage to \$12 is more popular and garners less opposition than a \$20 minimum wage.

This gap is particularly pronounced with persuadable voters.



Expanding access to healthcare by funding Medicaid and reversing the cuts does much better than M4A.

Among persuadable voters, Medicare for All is the weakest policy we tested.

