

## Memorandum

To: Interested Parties  
 From: Tony Fabrizio and Bob Ward  
 Date: May 19, 2025  
 Re: Targeted Congressional Districts Registered Voter Survey Findings

In the most competitive Congressional Districts, Republicans have a unique opportunity to turn a potential PR loss into a PR win and electoral bonanza. As any astute political observer knows, the Democrats and their allies in the liberal media are eager to pounce on the GOP over Medicaid and Premium Tax Credits cuts to pay for President Trump's working families tax cuts. But the GOP has options that can right-size Medicaid spending and keep people insured while still paying for the President's tax cuts. By embracing President Trump's call for Medicaid and Medicare to negotiate for MFN Rx drug pricing, enough money can be saved to right-size Medicaid and extend Premium Tax credits while also funding the President's tax cut priorities.

The data that follows clearly illustrates that in these TCDs where the GOP was tied in the 2024 elections and now they are trailing the Dems by 4 points, we risk falling further behind playing into the Democrats' and media's narrative. However, if we embrace the President's common-sense call for Medicaid and Medicare to receive MFN Rx drug pricing, the GOP can flip the script in these districts and turn a 4-point disadvantage into a 7-point lead and leave the Democrats and the media stymied.

### Opposition to Healthcare Cuts

In these districts, which were tied in the 2024 elections and now have the Republican behind by four points, voters from across the political spectrum oppose making straight cuts to healthcare programs to pay for tax cuts. Medicaid cuts to pay for tax cuts are opposed by three-quarters of voters including a majority of Trump voters. A majority of voters also oppose eliminating the healthcare tax credits that allow working families to afford premiums for people who purchase coverage directly through healthcare.gov or state exchanges.

If a Republican candidate voted to cut Medicaid to pay for tax cuts, they would lose by 21 -points, a net 17-point slide in support from the initial generic Congressional ballot. A Republican who supported the elimination of the tax credit would erode ballot support by net 10-points, losing by 14-points. If the Democrats successfully frame this as taking away people's healthcare, it is a political loser.

<b>Cut Medicaid to pay for tax cuts</b>	<b>All Voters</b>	<b>Trump Voters</b>	<b>Eliminate premium tax credits to pay for tax cuts</b>	<b>All Voters</b>	<b>Trump Voters</b>
Net Support	-59	-25	Net Support	-36	-6
Support	15%	30%	Support	21%	34%
Oppose	74%	55%	Oppose	58%	40%
<b>If the Republican candidate for Congress in your district supported cutting Medicaid as a way to pay for tax cuts, would you be more likely to vote for...</b>			<b>If the Republican candidate for Congress in your district supported eliminating the healthcare premium tax credit as a way to pay for tax cuts, would you be more likely to vote for...</b>		
	<b>All Voters</b>			<b>All Voters</b>	
Net Republican	-21		Net Republican	-14	
Republican Candidate	30%		Republican Candidate	34%	
Democratic Candidate	51%		Democratic Candidate	48%	
Undecided	18%		Undecided	18%	

### Medicaid to Individual Market Shift Using Tax Credits

Republicans can solve the growth in Medicaid expansion without taking away people's healthcare coverage. Moving working-aged adults from Medicaid and giving them a landing spot on the individual market (healthcare.gov), using the premium tax credit to allow them to afford their premiums is a policy supported by six-in-ten voters, including majorities of Republicans, Independents, and Democrats. A Republican also boosts support for their candidacy by a net six-points. Compared to 4-point deficit the Republican candidate starts with, and the disastrous position the GOP could be in by cutting Medicaid (loses by 21-points) and ending healthcare tax credits (loses by 14-points), this is a significant political opportunity.

<b>Moving working-age adults enrolled in Medicaid to a healthcare plan through healthcare.gov, which includes a tax credit that allows them to afford the premium, as a way to pay for tax cuts.</b>	<b>All Voters</b>	<b>GOP Voters</b>	<b>Ind Voters</b>	<b>Dem Voters</b>
Net Support	+38	+32	+45	+38
Support	60%	54%	63%	62%
Oppose	21%	22%	19%	23%
<b>If the Republican candidate for Congress supported moving working-age adults enrolled in Medicaid to a healthcare plan through healthcare.gov, which includes a tax credit that allows them to afford the premium, and to do this as a way to pay for tax cuts, would you be more likely to vote for...</b>				
	<b>All Voters</b>			
Net Republican	+2			
Republican Candidate	41%			
Democratic Candidate	39%			
Undecided	20%			

### Political Power of Lowering Rx Drug Prices

Republicans looking to both find government savings to pay for tax cuts and champion an issue that yields powerful political benefits should follow President Trump's lead in lowering Rx drug prices. The proposal to lower Rx drug prices for Medicare to no more than what other wealthy nations pay, similar to the [Most Favored Nation policy](#) (MFN) just announced by President Trump, is supported by seven-in-ten voters. The political benefit to a Republican candidate adopting this position is significant, shifting the Congressional ballot a net 11-points in the Republican's favor from a 4-point initial deficit to a 7-point advantage over the Democrat. Republicans need to get on board with President Trump's efforts to end global freeloading and lower Rx drug prices for the United States.

<b>Allowing Medicare to negotiate the prices for all of the drugs it purchases, paying no more than what the same drugs sell for in other wealthy countries, as a way to pay for tax cuts.</b>	<b>All Voters</b>	<b>GOP Voters</b>	<b>Ind Voters</b>	<b>Dem Voters</b>
Net Support	+51	+52	+55	+47
Support	69%	69%	70%	66%
Oppose	17%	17%	16%	19%
<b>If the Republican candidate for Congress supported allowing Medicare to start negotiating the prices for all of the drugs it purchases, paying no more than what the same drugs sell for in other wealthy countries as a way to pay for tax cuts, would you be more likely to vote for...</b>				
	<b>All Voters</b>			
Net Republican	+7			
Republican Candidate	44%			
Democratic Candidate	37%			
Undecided	19%			

However, Republicans run the risk of disappointing voters by focusing the savings on Rx drugs through MFN pricing on *Medicaid alone*, excluding Medicare. This policy is opposed by more than six-in-ten voters, and a Republican taking that position, excluding Medicare from Rx drug savings, pushes support to the Democrat by a net 12-points, from the initial 4-point deficit to trailing the Democrat by 16-points. It's clear that voters want the benefit of lower drug prices expanded, not limited.

<b>Some in Washington have argued that lowering prescription drug prices to what other wealthy nations pay for the same drugs should be limited only to what Medicaid spends on drugs and not lowering them for the Medicare program. Would you support or oppose lowering drug prices to just Medicaid and not lowering them for Medicare?</b>	<b>All Voters</b>	<b>GOP Voters</b>	<b>Ind Voters</b>	<b>Dem Voters</b>
Net Support	-41	-29	-41	-53
Support	21%	24%	22%	16%
Oppose	61%	53%	63%	69%
<b>If the Republican candidate for Congress supported Medicaid paying no more than what the same drugs sell for in other wealthy countries as a way to pay for tax cuts, but not lowering drug prices for Medicare, would you be more likely to vote for...</b>				
	<b>All Voters</b>			
Net Republican	-16			
Republican Candidate	32%			
Democratic Candidate	48%			
Undecided	20%			

Lowering drug prices for all Americans, not just the government, packs an even bigger potential political punch for Republicans. The [bill recently offered](#) by Senator Hawley (R-MO) to lower U.S. drug prices to an average not to exceed the average retail price for the same drug sold in other wealthy nations, applying to all drug purchases, and not just those purchased by the government, is supported by more than seven-in-ten voters. When a Republican candidate supports the position of the Hawley bill, support for the Republican shifts a net 15-points in the Republican's favor, from the initial 4-point deficit to an 11-point GOP advantage. The Hawley bill is one Republicans should rally behind if they want to best position themselves for the midterm election.

<b>Require the price of any drug sold in the United States not exceed the average retail price for the same drug sold in other wealthy nations. This would apply to all drug purchases, and not just those purchased by the government.</b>	<b>All Voters</b>	<b>GOP Voters</b>	<b>Ind Voters</b>	<b>Dem Voters</b>
Net Support	+61	+58	+57	+67
Support	73%	70%	71%	78%
Oppose	12%	12%	14%	11%
<b>If the Republican candidate for Congress supported limiting all drug prices to an average of what the same drugs sell for in other wealthy countries, would you be more likely to vote for..</b>				
	<b>All Voters</b>			
Net Republican	+11			
Republican Candidate	47%			
Democratic Candidate	36%			
Undecided	17%			

## Methodology

Fabrizio Ward conducted a survey May 8-12, 2025 of 1,000 registered voters in the 28 most competitive House districts across the country – the 15 districts won by the current Republican member by a margin of 5% or less in 2024 and the 13 districts won by a Democrat but also won by President Trump. Interviews were conducted evenly across the 28 districts. Quotas were set by age, gender, partisan registration, education, and race/ethnicity. Data was weighted by district, age, gender, recalled 2024 vote, education, and race/ethnicity. Margin of sampling error for n1,000 is  $\pm 3.1\%$  at the 95% confidence level. The interviews were conducted via cell phones (35%), landlines (25%), and SMS-to-Web (40%) to voters sampled from the voter file.

## Key Demographics

### Party Affiliation

Republican	34%
Independent	27%
Democrat	31%
Other/Ref	8%

### 2024 Vote

Donald Trump	42%
Kamala Harris	38%
Someone else	4%
Did not vote	11%
Refused	5%

### Race/Ethnicity

White	68%
Latino/Hispanic	18%
African American/Black	6%
Asian American	3%
Native American	1%
Other (SPECIFY)	1%
Refused	2%

### Age

18-34	25%
35-49	23%
50-64	24%
65+	26%
Refused	2%

### Education

High School or Less	22%
Some College	41%
4-Year College	23%
Post-Grad degree	14%
Refused	<1%

### Gender

Male	48%
Female	52%
Other	<1%

### Congressional Districts

AK-AL	4%	NE-02	4%
AZ-01	4%	NJ-09	4%
AZ-06	4%	NM-02	4%
CA-09	4%	NV-03	4%
CA-13	4%	NY-03	4%
CA-41	4%	OH-09	4%
CO-03	4%	PA-07	4%
CO-08	4%	PA-08	4%
IA-01	4%	PA-10	4%
IA-03	4%	TX-28	4%
ME-02	4%	TX-34	4%
MI-07	4%	VA-02	4%
MI-08	4%	WA-03	4%
NC-01	4%	WI-03	4%

### Medicaid Enrollment

Any Personal/Family Connection	43%
Currently Enrolled	11%
Personal/Family Ever Enrolled	34%

### Healthcare.gov Enrollment

Any Personal/Family Connection	26%
Currently Enrolled	6%
Personal/Family Ever Enrolled	20%