



TO: NRSC
 FROM: Erik Iverson, President, Peak Insights
 RE: National Survey Key Findings: Swing Voters and Low Propensity Trump Voters

On behalf of the NRSC, Peak Insights conducted a representative national survey of 2026 likely General Election voters, that focused on two target audiences:

- 1) Swing voters: comprised of “soft” Republicans, “soft” Democrats and Independents, many of whom are “ticket-splitters.” In 2024, President Trump won this group by roughly 3% over Kamala Harris.
- 2) Low Propensity Trump voters: those whose vote history is “0, 1 or 2” and who either voted for President Trump in 2024 or, if they are a new registrant, would have voted for Trump. These are voters who back President Trump but are less likely to turnout in a mid-term.

Both groups are critical for Republican Senate candidates in 2026 and the survey found several issues and messages that are impactful to these voters.

Swing voters and Low Propensity Trump voters are overwhelmingly motivated by cost-of-living concerns, specifically favoring Senate candidates who champion tax cuts that provide an extra \$250 per month in take-home pay and who crack down on Big Pharma to slash prescription drug prices. To build winning coalitions this November, Republicans must also prioritize eliminating taxpayer-funded benefits for illegal immigrants, ending unfair taxes on Social Security, and advancing skilled trade jobs to lower housing costs and compete with China.

Below are some of the specific key findings.

Economic messages focused on housing, Social Security taxes and Rx drugs are the most impactful.

The top three messages are the same for each group.

% Much more likely to vote for a Senate candidate who supports...	Swing Voters	Low Propensity Trump Voters
Cracking down on Big Pharma to stop skyrocketing prescription drug prices and protect Americans who are being charged four times more than other countries for the exact same medicines.	70%	83%
Prohibiting large corporations and investment firms from buying up residential housing and driving up costs.	71%	79%
Eliminating unfair taxes on Social Security benefits, putting more money back into the pockets of senior citizens.	61%	83%

An “extra \$250/month in take-home pay” is a top tax cut message.

While eliminating taxes on Social Security landed in the top three among both groups, the next best tax cut message centered on giving families an “extra \$250/month in take-home pay.” This question was “split-sampled” with a similar version that used an “extra \$3,000/year.” The table on the next page shows how the tax cut messages ranked.

(memo continues on reverse side)

% Much more likely to vote for a Senate candidate who supports ...	Swing Voters	Low Propensity Trump Voters
SPLIT SAMPLE: The largest middle-class tax cut in history and giving the typical family an extra \$250 per month in take-home pay.	48%	76%
SPLIT SAMPLE: The largest middle-class tax cut in history and giving the typical family an extra \$3,000 per year .	45%	73%
Eliminating the tax on tips, which saves service workers like waitstaff, baristas and hair stylists, an average of \$1,400 a year.	40%	64%
Eliminating taxes on overtime pay.	36%	62%

The economic impact of illegal immigration motivates both groups.

Both Swing voters and Low Propensity Trump voters agree they shouldn't be paying the bills for illegal immigrants.

"It's tough enough to make ends meet right now. Taxpayers shouldn't get stuck paying for free housing, medical care or education costs for illegal immigrants."	Swing Voters	Low Propensity Trump Voters
% Total agree ("strongly agree")	64% (46% "strongly")	97% (92% "strongly")

Promoting "the trades" is an effective cost of living and jobs message.

Voters overwhelmingly support creating good-paying American jobs by focusing on "the trades" as a way to lower housing costs and as a hedge against potential job losses to China and Artificial Intelligence (AI).

% Much more likely to vote for a Senate candidate who supports...	Swing Voters	Low Propensity Trump Voters
SPLIT SAMPLE: Creating jobs AI can't replace and China can't steal by training more plumbers, electricians, carpenters and HVAC techs, and putting more shop classes focused on the trades back into our high schools.	50%	74%
SPLIT SAMPLE: Lowering the cost of housing by investing in skilled trades and training more plumbers, electricians, carpenters and HVAC techs, and putting more shop classes focused on the trades back into our high schools.	51%	73%

The cost of living is top of mind for both groups.

Wide majorities of voters in both audiences are concerned about the cost of living.

"Generally speaking, how concerned are you about the cost of living?"	Swing Voters	Low Propensity Trump Voters
% Total concerned ("very" concerned)	92% (69% "very")	85% (43% "very")

Methodology: The survey was conducted by Peak Insights among a representative sample of N=1,000 (MoE +/- 3%) likely November 2026 general election voters with an oversample of Swing voters to reach at total of N=500 (MoE +/- 4%) and an oversample of Low Propensity Trump voters to reach a total of N=300 (MoE +/- 6%). Text interviews were conducted March 26-31, 2026.