PUP RESEARCH

TO: Interested Parties
FROM: Plymouth Union Public Research
SUBJECT: The Impact of the Enhanced Premium Tax Credits on Battleground U.S. Senate Races
DATE: October 22, 2026

OVERVIEW

Where candidates stand on the enhanced premium tax credits (eAPTCs) matters to voters in the nine Senate battlegrounds. A candidate who supported extending the now expired credits nets **+62** (69% more likely to support, 7% less likely). A candidate who let them expire nets **-24** (26% more likely, 50% less likely), and the penalty is steepest with Independent voters at **-33**.

Reinstating eAPTCs is a position supported by **74% of general election voters in Senate battlegrounds**, as 86% of those same voters say rising healthcare costs matter to their vote.

Senate battleground general election voters also blame Republicans over Democrats by **more than 2 to 1 (54-26) for the credits not being extended**. The more advertising voters have seen on the issue, the more they blame Republicans: from 49% among voters who have seen none to 68% among those who have seen a lot or some.

WHERE CANDIDATES STAND ON THE CREDITS MOVES VOTES

Supporting eAPTCs is a net positive with every party. Letting the credits expire is a net negative with every party, including Republicans.

	CANDIDATE SUPPORTED EXTENDING			CANDIDATE LET THEM EXPIRE		
	MORE LIKELY	LESS LIKELY	NET	MORE LIKELY	LESS LIKELY	NET
All voters	**69%**	**7%**	**+62**	**26%**	**50%**	**-24**
Republicans	60%	10%	+50	32%	38%	-6
Independents	66%	6%	+60	20%	53%	-33
Democrats	81%	6%	+75	24%	61%	-37

The gap between the two positions is **86%** among all voters and **93%** among Independents. Two-thirds of voters say a candidate's position on reinstatement would help that candidate in their state; 9% say it would hurt.

COSTS ARE RISING AND REINSTATEMENT HAS MAJORITY SUPPORT

Three in four voters say healthcare got more expensive over the past year. Majorities of Republicans back reinstatement of eAPTCs and call the expiration a mistake.

- **75%** saw their healthcare costs increase in the past year, including 66% of Republicans, 76% of Independents and 83% of Democrats.
- **74%** favor reinstating the credits, including 64% of Republicans, 70% of Independents and 88% of Democrats.
- **71%** think Congress should have extended the credits, including 61% of Republicans, 73% of Independents and 82% of Democrats.

VOTERS INCREASINGLY BLAME REPUBLICANS FOR LETTING TAX CREDITS EXPIRE

When asked who is responsible for letting the tax credits expire, blame tilts toward Republicans over Democrats - 54%/26%. Independents blame Republicans 51-17, and Republicans blame their own party 43-35. Republican blame holds at **+20** or more in every region.

BLAME INCREASES FOR REPUBLICANS BASED ON VOTER KNOWLEDGE OF CREDITS

42% of voters have seen, read or heard advertising about the expired credits, and 24% have seen a lot or some. Exposure is highest across Texas, North Carolina and Alaska (52%) and lowest in Maine and New Hampshire (33%). Blame on Republicans rises with each level of exposure, while blame on Democrats holds flat.

Blame on Republicans climbs from 49% among voters who have seen no advertising to 53% among those who have seen a little and **68%** among those who have seen a lot or some. Blame on Democrats holds between 25% and 27% at every level, and the share unsure falls from 26% to 7%. With 58% of voters not yet reached, the issue has room to grow before Election Day.

	BLAME REPUBLICANS	BLAME DEMOCRATS	NOT SURE	NET
Seen no advertising	49%	25%	26%	R +24
Seen a little	53%	27%	20%	R +26
Seen a lot or some	68%	25%	7%	R +43

METHODOLOGY

This survey was conducted October 14-19, 2026, among 1,006 likely 2026 general election voters across nine Senate battleground states: Alaska, Iowa, Kansas, Maine, Michigan, New Hampshire, North Carolina, Ohio and Texas. Respondents were screened for likelihood to vote. Results are weighted to a pooled likely 2026 general electorate across all nine states. The margin of error is ±3.1% at the 95% confidence level and is higher for subgroups.

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