



TO: NRSC
 FROM: Erik Iverson, President, Peak Insights
 RE: Top Financial and Cost Concerns: Swing Voters and Low Propensity Trump Voters

On behalf of the NRSC, Peak Insights conducted a national survey of “likely” 2026 General Election voters that focused on Swing Voters and Low Propensity Trump Voters. Below are some of the specific key findings related to personal financial and cost-of-living concerns among these important groups.

The cost of living, the economy and jobs, and immigration are the most important issues to Swing and Low Propensity Trump voters alike. The top personal financial concerns for these voters are housing costs and taxes.

Housing and taxes are the top personal financial concerns.

Housing is tops among Swing voters and taxes is tops among Low Propensity Trump voters. The cost of health care, groceries and utilities were at the top of the next tier of issues among both groups.

| “When it comes to your own personal financial situation, which one of the following best describes your top concern?” | Swing voters | Low Prop. Trump voters |
|---|--------------|------------------------|
| Housing costs, including rent | 20% | 12% |
| Health care costs | 14% | 14% |
| Paying off debt | 9% | 13% |
| Groceries | 13% | 12% |
| Taxes | 12% | 18% |
| Utility bills and home heating costs | 8% | 13% |
| Saving for retirement | 11% | 6% |
| Fuel costs, including gasoline and diesel | 8% | 8% |
| Education costs | 1% | 1% |
| Childcare costs | < ½ of 1% | -- |
| No opinion/no concerns | 3% | 3% |

Government spending is to blame for the high cost of living.

Fully 92% of Swing voters and 85% of Low Propensity Trump voters are concerned about the cost of living. When asked what is most responsible for cost-of-living increases, both Swing and Low Propensity Trump voters place the blame on “Government spending and federal debt.”

| “Which one the following, if any, would you say is most responsible for cost of living increases in the United States?” | Swing voters | Low Prop. Trump voters |
|---|--------------|------------------------|
| Government spending and federal debt | 24% | 36% |
| Large corporations raising prices to increase their profits | 18% | 11% |
| Global conflicts, war, and supply chain disruptions | 23% | 12% |
| New tariffs on imported goods | 18% | 3% |
| Illegal immigration | 8% | 27% |
| Low wages | 2% | 2% |
| Interest rates | 2% | 2% |
| None of these/something else | 4% | 3% |
| Unsure | 3% | 3% |

Monthly premium and high deductible/out-of-pocket expenses are the biggest health care worries.

Both groups are equally concerned about high deductible/out-of-pocket expenses and their monthly health insurance premium.

| “Which one is the biggest concern when it comes to health care costs today?” | Swing voters | Low Prop. Trump voters |
|--|--------------|------------------------|
| High deductible/out-of-pocket expenses | 32% | 25% |
| Monthly health insurance premium | 28% | 30% |
| Unexpected medical bills | 13% | 13% |
| Long-term care | 11% | 12% |
| Prescription drugs | 6% | 6% |
| I'm not concerned about health care costs | 6% | 12% |
| Something else/unsure | 5% | 2% |

The cost of living, immigration and jobs are the top overall issue concerns.

The cost of living was the top issue for Swing voters, while immigration was tops for Low Propensity Trump voters, narrowly followed by economy/jobs and cost of living.

| “What, in your opinion, is the most important issue facing people in your part of the country today?” | Swing voters | Low Prop. Trump voters |
|---|--------------|------------------------|
| Cost of living | 42% | 22% |
| The economy and jobs | 20% | 24% |
| Immigration | 11% | 28% |
| Health care | 6% | 1% |
| Property taxes | 4% | 6% |
| Foreign policy | 4% | 1% |
| Crime | 2% | 3% |
| Education and schools | 2% | 3% |
| Abortion | 1% | 3% |
| Homelessness | 1% | 1% |
| Artificial Intelligence, or AI | 1% | 1% |
| Tariffs | 1% | 1% |
| None of the above/other/don't know | 4% | 5% |

Methodology: N=1,000 (MoE +/- 3%) likely November 2026 general election voters with an oversample of Swing voters to reach a 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.

- 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.
- 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.