November 5, 2026

To: Interested Parties
Fr: Impact Research
Re: Key Findings from Post-Election Poll in Battleground Congressional Districts

A new post-election poll conducted among voters who cast ballots in battleground congressional districts finds that while this was an election focused on change and affordability issues, abortion played a role in how voters cast their ballots. Voters also believed Republican candidates to be more extreme on abortion and said Republicans' views on abortion raised serious concerns.

As Democrats prepare to take power in both chambers, battleground voters want to see more protections for reproductive health care, including abortion. This proposal is popular in the battleground, including among Independents.

- **More than a third of voters heard about Democratic candidates' positions on abortion.** Voters who live in battleground districts where abortion was a part of paid communications were more likely to recall hearing or seeing campaign communications on the Democratic candidates' positions on abortion (38%) than those in the rest of the battleground (34%).

- **Paid communications on abortion mobilized base voters.** Democrats in districts where abortion was included in paid communications were more likely to have heard about the candidates' positions on abortion by double-digit margins compared to the rest of the battleground (heard about the Democratic candidate: +13 / heard about the Republican candidate: +11). Democrats in the abortion communication districts were also about 10 points more likely than Democrats in the rest of the battleground to say abortion played a role in their 2026 vote.

- **Battleground voters see Republican candidates as more extreme on abortion.** A majority (54%) of voters feel that Republicans have a more extreme position on abortion than Democrats (38%). Furthermore, battleground voters believe that Republicans have a different view on abortion than they do by a 9-point margin (27% share my views / 36% different views), and that gap is even more pronounced among voters who live in battleground districts where abortion was a part of paid communications, where the margin grows to 11 points (29% share my views / 40% different views). Nearly 4-in-10 say that Republicans' position on abortion raised serious concerns.

These findings are based on the results of a live phone and text-to-web survey conducted by Impact Research from October 31 – November 4, 2026, among N=1000 2026 General Election voters in battleground congressional districts. The margin of error for the full sample size is ±3.1 percentage points.

- **Support for a national abortion ban is vote-determining.** Nearly half (48%) of battleground voters overall, and a majority (53%) of Independents, say they would be less likely to vote for a Republican candidate who supports a national ban on abortion.

- **Battleground voters strongly support more reproductive health care protections.** A majority support Congress passing a law that would provide more protections for people's right to access reproductive health care, including abortion (59% support / 35% oppose), and support is even stronger among Independents (61% support / 32% oppose). More than 4-in-10 indicate that this law should be a very or extremely high priority for Congress.

- **Voters see abortion as an economic issue.** Nearly 6-in-10 battleground voters agree that having a child is the single biggest economic decision most people will make in their lifetimes.