

MEMO Published October 9, 2025 • 1 minute read

Making Republicans' Big Beautiful Blunder Stick with Swing Voters

Third Way



Top Performing Democratic Attacks Center On the OB BB

The One Big Beautiful Bill Act has broken through to a majority of voters and is dwarfing other issues in voters' minds. Cuts to Medicaid was by far the most impactful issue for Independents, non-college voters, and Trump

voters. Clocking in second was the idea that the bill adds trillions to the national debt, hurting Americans in order to give tax breaks to billionaires. The third and fourth best-testing messages also focused on components of the bill, including the impact on rural hospital cuts and food assistance cuts.

Arguments around congressional Republicans allowing corruption to flourish in the White House, not holding town halls, funding harsh immigration enforcement efforts, and supporting tariffs didn't test as highly. – [Third Way](#)

Top Voter Concerns on OBBB

Overall, when asked which aspect of the bill is the most concerning, a plurality of all voters, Independents, and non-college voters said cuts to Medicaid and kicking millions off their health coverage worried them the most. However, among Trump voters, a plurality said they were most concerned about increasing the national debt. – [Third Way](#)

TOPICS

ALL TOPICS	ELECTIONS 742	AMERICAN ELECTORATE 231
PUBLIC OPINION 223		



Third Way