

LCV Victory Fund Early House Paid Program Improves Results for Dems By Leveraging Clean Energy Affordability

How the research program worked

Pre-wave fielding: June 29–July 2, 2026 | **Post-wave fielding:** August 27–31, 2026

Post-wave sample: n=1,043–1,204 likely voters per district | **Post-wave MOE:** ±3.1% to ±3.5%

Tavern polled in VA-01, MI-04 and AZ-02 from June 29–July 2 to gain a baseline in each race. LCV Victory Fund (along with Somos PAC in MI-04 and AZ-02) ran ads in each district saying the Republican incumbent voted to cut clean energy driving up utility bills so the wealthy could get another tax cut. The ads ran real voter testimonials describing their own rising bills and struggling to get by. See examples in [MI-04](#), [AZ-02](#) and [VA-01](#). After the ads aired, Tavern went back into the field August 27–31 to measure trust movement, ad recall and the ballot vote. In the post wave survey Tavern attempted to contact as many previous respondents as possible. Tavern supplemented those recontacts with additional new respondents in the same district. The results are weighted to likely voters in the district.

Named ballot improved by 4 points

After the ads aired, the named ballot moved a net 4 points toward the Democrat in all three districts.

District	Pre-wave vote	Pre-wave D–R	Post-wave vote	Post-wave D–R	Net shift
VA-01 (Taylor vs Wittman)	41–45	D–4	46–46	Even	+4 D
MI-04 (McCann vs Huizenga)	42–39	D+3	49–42	D+7	+4 D
AZ-02 (Nez vs Crane)	40–47	D–7	42–45	D–3	+4 D

The named ballot improved by 4 points while the generic ballot stayed constant.

The generic congressional ballot stayed flat in every district. VA-01 held at D+2, MI-04 moved from D+5 to D+6, and AZ-02 moved from R+6 to R+7. The general environment did not become significantly more Democratic in these districts over the course of the ad campaign.

The August samples were slightly more Republican but ballots moved towards Democratic

candidates anyway. Self-identified GOP share rose 4 points in VA-01, 6 in MI-04, and 2 in AZ-02, and Trump's net approval improved in two of the three districts.

Ballot movement came primarily from undecided voters. As the election draws near we observe more certainty among previously undecided voters. Only 7 of the 1,117 voters interviewed in both waves switched their ballot choice. In Michigan and Virginia the gains came from undecided voters picking a side, with “not sure” falling from 12% to 7% and from 8% to 6%, while in Arizona the shift came from softening Republican support.

The core attack broke through

After the ads aired across districts, more voters said the Republican incumbent had raised energy costs than in the June poll, including Republicans and 2024 Trump voters. “Don’t know” voters fell 7 to 15 points as people formed an opinion. Post program, roughly one in five Republicans and one in six Trump voters now say their own Member of Congress drove their energy costs up. Ad recall rose 7 points in AZ-02, 21 points in MI-04, and 19 points in VA-01, and Democratic candidates gained 2 to 5 points on which candidate voters trust more to lower energy costs.

Voters who said the Republican incumbent’s actions have raised energy costs:

District	All voters	Republicans	2024 Trump voters
VA-01 (Wittman)	28% → 36%	7% → 18%	7% → 16%
MI-04 (Huizenga)	34% → 40%	11% → 18%	13% → 19%
AZ-02 (Crane)	20% → 32%	5% → 19%	6% → 15%

