



To: Interested Parties
From: Blue Rose Research
Date: August 12, 2026
Re: LCV Victory Fund Energy Bill Voter Ad Test

Over August 3 to August 6, Blue Rose Research tested 3 LCV Victory Fund ads across 5 battleground congressional districts (all with a Trump 2024 vote share of +5pp or greater) to evaluate their effectiveness among Energy Bill Voters on increasing support for Democratic candidates and decreasing support for incumbent House Republicans.

The results show that messages focused on House Republicans' cuts to the clean energy supply and the resulting impact on utility bills can have a significant impact on voters' views on Republican House candidates, with the ads moving vote choice by as much as 7pp in our direction and unfavorables for Republican House candidates by as much as 12pp.

We tested three ads (examples: [Tom](#), [Dick](#), and [Tiffany](#)), each of which emphasized the way that cuts to our clean energy supply have directly increased prices and the cost of living using different themes. Overall, we found that Tom – which focuses on how cutting the clean energy supply increases utility bills for those already working paycheck to paycheck – demonstrates the strongest persuasion effects among Energy Bill Voters.

Key Findings:

- Tom, which focused specifically on House Republicans' cuts to the clean energy supply and the resulting impact on utility bills, increased support for Democrats in battleground congressional districts by +7.0pp and GOP candidate unfavorability by +12.0pp.
 - This spot portrays a middle-aged man working paycheck to paycheck, who is struggling financially due to House Republicans voting to cut clean energy and causing utility rates to skyrocket. It frames cutting clean energy as a tax cut for the rich, and claims House Republicans are making things worse for everyday people.
- Dick, which emphasized the unique impacts of higher utility prices on senior citizens, increased support for Democrats in battleground congressional districts by +6.1pp and GOP candidate unfavorability by +11.7pp.
 - This ad portrays a former Republican who, despite retiring, has to work many part-time jobs to make ends meet. It argues that House Republicans are forcing seniors to pay higher bills by cutting the clean energy supply while giving tax cuts to the wealthy.
- Tiffany, which highlighted the effects of higher energy bills on families and children, increased support for Democrats in battleground congressional districts by +5.7pp and GOP candidate unfavorability by +8.8pp.
 - It portrays a young mom balancing groceries, high costs of living, and increasing utility bills. It contrasts the needs of families versus Republicans giving billionaires another tax cut in the form of cutting clean energy.
- Treatment effects for each of these ads were higher among key target audiences.
 - **Tom**, the most effective ad tested, boosted support for Democrats in these districts meaningfully among non-college voters (+8.1pp), Trump 2024 voters (+8.6pp),



Hispanic voters (+7.8pp), and moderates (+11.6pp).

Methodology:

This testing was conducted via web surveys between August 3 - August 6, 2026. 1,212 responses were collected in 5 battleground congressional districts (AZ-02, FL-07, MI-04, NC-11, and VA-01) and results were weighted to likely 2026 voters.