



October 13, 2025

TO: Interested Parties
 FROM: Erik Iverson, Peak Insights
 RE: Georgia Poll Shows Wide Support for Extending Healthcare Premium Tax Credits

A recent survey of likely 2026 General Election voters in Georgia shows wide support for extending the healthcare premium tax credits for those who purchase insurance for themselves. Survey results show three key findings from the data.

A wide majority of Georgia voters say health insurance coverage is important and they overwhelmingly support providing tax credits to help purchase it.

Fully 88% of Georgia voters say it is important (66% “very” important) for as many Americans as possible to be covered by health insurance. And this spans the political spectrum with 78% of Republicans, 78% of 2024 President Trump voters, 88% of Independents, and 100% of Democrats and Kamala Harris voters agreeing.

Voters of all political stripes also widely support providing tax credits to purchase health insurance through healthcare.gov or exchanges.

<i>“Do you support or oppose tax credits that make it more affordable for working families and individuals to purchase health insurance directly through healthcare.gov or state exchanges?”</i>	Support	Oppose	Net Support
All Georgia voters	75%	17%	+58
Republicans	59%	31%	+28
Democrats	93%	3%	+90
Independents/others	73%	16%	+57
Trump voters	55%	34%	+21
Harris voters	95%	1%	+94
Undecided on Generic U.S. Senate ballot	67%	9%	+58

Georgians are also supportive of providing tax credits to reduce premiums for Americans buying health insurance on the individual market (who are not covered under an employer plan).

<i>“As you may know, nearly 20 million Americans who are not provided health insurance through their employer or do not qualify for Medicare or Medicaid, purchase their health insurance directly on the individual market. Most of these people rely on tax credits to help afford the cost of their monthly premiums. Do you support or oppose tax credits to lower the premium costs for those who purchase their health insurance on their own?”</i>	Support	Oppose	Net Support
All Georgia voters	82%	13%	+69
Republicans	71%	22%	+49
Democrats	97%	2%	+95
Independents/others	77%	15%	+62
Trump voters	69%	24%	+45
Harris voters	97%	2%	+95
Undecided on Generic U.S. Senate ballot	80%	5%	+75

Georgia voters widely support extending expiring tax credits.

When voters learn the tax credits for health insurance that people purchase on their own are set to expire, they overwhelmingly want Congress to extend the credit and not let it expire.

<i>“These tax credits for health insurance that people purchase on their own are set to expire at the end of the year. Current estimates say if these tax credits expire, then premiums will double, and five million families will lose health coverage. Knowing this, should Congress extend the tax credit, or let the tax credit expire this year?”</i>	Extend credits	Let credits expire	Net extend credits
All Georgia voters	72%	19%	+53
Republicans	51%	33%	+18
Democrats	97%	1%	+96
Independents/others	70%	19%	+51
Trump voters	48%	35%	+13
Harris voters	97%	3%	+94
Undecided on Generic U.S. Senate ballot	78%	7%	+71

Key voter subgroups would reward a Republican candidate for U.S. Senate who supports extending the tax credits and punish a candidate who does not.

Overall, fully 47% of Georgia voters are less likely to support a Republican candidate running against U.S. Senator Jon Ossoff if that candidate would allow the tax credits to expire. Similarly, 36% are more likely to support a GOP candidate who supports extending the tax credits.

A look at key subgroups shows the political upside of supporting the tax credit extension and the perils of allowing it to expire. Fully 53% of Republicans and 52% of Trump voters are more likely to support a Republican who wants to extend the credit. Additionally, more than one-in-four Independent voters (27%), a key voting bloc in Georgia, are more likely to support the GOP candidate. And the issue has crossover appeal, with 20% of 2024 Kamala Harris voters and even 20% of Democrats saying they would be more likely to vote for a Republican who backs the credits. The crossover appeal of this issue among Independent and Democrat voters could be crucial in what is likely to be a highly competitive general election.

Perhaps more importantly, voter subgroups who will be key to winning the General Election for U.S. Senate look ready to punish a GOP candidate who would allow the credits to expire. As noted above, overall, 47% of voters say they are less likely to support a candidate who allows the credits to expire. The numbers are even more glaring among subgroups that will be key for GOP success in 2026 in Georgia.

<i>“If the Republican candidate running against Jon Ossoff supported allowing the health care premium tax credit to expire, which would cause health care costs to double and five million people to lose their coverage, would you be more likely or less likely to vote for that Republican candidate?”</i>	Less likely
All Georgia voters	47%
Republicans	25%
Democrats	74%
Independents/others	38%
Trump voters	23%
Harris voters	71%
Undecided on Generic U.S. Senate ballot	59%

Additionally, in the all-important suburban Atlanta market, 44% of voters are less likely to back a Republican who lets the credits expire.

In sum, voters strongly support covering as many Americans as possible with health insurance coverage and providing tax credits to do so. At the same time, key 2026 General Election voter blocs in Georgia will reward GOP candidates who embrace extending the credits and punish those who do not.

Methodology: *The survey was conducted by Peak Insights among a representative sample of N=600 likely November 2026 general election voters. Live telephone (including cell phone and landline) interviews were conducted October 4-7, 2025. The potential sampling error is +/- 4% at the 95% confidence level.*