



## DCCC MEMORANDUM

**To:** Interested Parties  
**From:** Democratic Congressional Campaign Committee  
**Date:** July 2, 2026  
**Subject:** One Year Later: Everyone hates the "Big, Ugly Bill" and It Will Cost House Republicans the Majority

One year ago, House Republicans and Donald Trump rammed through their arrogantly named "Big Beautiful Bill" and, in doing so, lost themselves the majority. Despite their best efforts to rebrand, [today the Big, Ugly bill is 11 points underwater with voters in House battleground districts. 54 percent](#) of voters view it negatively, making it [one of the most hated, toxic pieces of legislation](#) in modern American history.

Instead of boosting GOP midterm prospects, the bill has turned into a political albatross and vulnerable House Republicans are stuck defending this disastrous legislation in an already brutal midterm environment.

### RISING COSTS

House Republicans designed the Big, Ugly Bill to do one thing: shift costs onto working families to pay for a massive billionaire bailout. This bill has driven up the cost of living for millions of Americans—forcing hardworking families to pay more for basic necessities:

- **Food costs more.** Thanks to Republicans' cruelty, [nearly a million children have already been kicked off SNAP](#), with millions more expected to lose nutrition assistance in the coming months. By forcing families to choose between buying groceries and paying rent, House Republicans have turned the weekly grocery run into a regular reminder for voters to reject them in the midterms.
- **Keeping the lights on at home costs more.** Across the country, hardworking families face rising energy bills. By phasing out tax credits that encourage the generation of cheaper energy, the Big, Ugly Bill's anti-affordable energy provisions will cause a [massive spike in annual electricity costs](#) for millions of American households in every state across the country.
- **Getting sick costs more.** Americans are struggling under skyrocketing health care costs that have put critical care out of reach for those who desperately need it because of the Big, Ugly Bill.



## HEALTH CARE CRISIS

Families have found their health insurance premiums doubling and tripling thanks to the Big, Ugly Bill, with monthly payments rivaling the mortgage payments of many families. Five million Americans have already lost their coverage, and [more will follow](#) as the \$1 trillion in Medicaid cuts go into effect. What's more, Republicans are now actively using the Big, Ugly Bill's health care cuts to [rip health care away from cancer patients](#).

The Big, Ugly Bill has also led to cash-strapped hospital networks absorbing catastrophic financial losses, triggering waves of medical staff layoffs and clinic closures. From shuttered dialysis units like [Chadron Hospital in Nebraska](#) to the gutting of [MercyOne facilities](#) in Iowa, House Republicans Big, Ugly Bill has left rural patients completely stranded and forced to drive hours out of their way just to see a doctor.

The political fallout is just as severe. [Battleground polling](#) shows that 61% of battleground constituents hate that Republicans in Congress voted to cut Medicaid, including 51% who harbor "very serious concerns."

## HOLDING THE GOP ACCOUNTABLE

Since [day one](#), the DCCC has relentlessly hammered vulnerable House Republicans for supporting the Big, Ugly Bill—launching [general election ads](#) focusing on increased costs, [billboard campaigns](#) in their home districts, [digital programs](#) highlighting SNAP cuts, and engagement ads targeting [Black](#), [Latino](#), [AANHPI](#), and [rural voters](#).

These sustained efforts have forced Republicans into a desperate attempt to [pivot](#), and [rebrand](#) with little to no success.

## BOTTOM LINE

House Republicans built their entire legislative agenda around a bill that made life measurably harder, hungrier, and more expensive for working families. One year later, the "Big Ugly Bill" is a political loser that will drag down every vulnerable Republican running in a swing seat.

**Democrats have already won the messaging war on the legislation itself.** The bill is a toxic, political liability for every vulnerable House Republican that voted for it. Over the next four months, the DCCC will continue to ensure every voter knows it is House Republicans who are responsible for the devastating consequences of the Big Ugly Bill.

