

# National Survey

**Universe:** Likely Midterm Election Voters

**Sample Size:** 1,400

**Margin of Error:** +/- 2.6%

**Field Dates:** April 9-13, 2026



## Majority Opposes the Railway Merger; Opposition Grows When Informed; Consumers See Higher Prices

This national survey among 1,400 likely midterm election voters shows **1)** the majority opposes a merger between Union Pacific and Norfolk Southern; **2)** the opposition grows when voters are informed; **3)** voters believe the merger will increase prices for businesses and consumers; and **4)** voters will back candidates who oppose the merger.

### Majority Opposes the Merger; Opposition Grows

- **55% oppose a Union Pacific and Norfolk Southern merger** that would reduce competition by creating a railway monopoly, controlling nearly half the railway traffic.

	Initial Opinion	Informed Opinion	Shift
Support	27%	20%	Support Declines by 7
Oppose	55%	71%	Opposition Increases by 16
Don't Know	19%	9%	
<b>Net</b>	<b>-28</b>	<b>-51</b>	<b>Net Opposition Increases by 23</b>

- **Only 27% support a merger**, a weak showing of support and enthusiasm.

	Initial Opinion			Informed Opinion			Net Shift
	Supp	Opp	Net	Supp	Opp	Net	
Trump Voters	34%	48%	-14	25%	64%	-39	25-points
Republicans	33%	48%	-15	25%	65%	-40	25-points
Democrats	23%	61%	-38	19%	74%	-55	17-points
Independents	24%	55%	-31	17%	73%	-56	25-points

- When informed, the **opposition increases from 55% to 71% (+16)** while **support declines from 27% to 20% (-7)**, a net shift of 23-points.

- **The net opposition among Trump voters, Republicans, and Independents jumps by 25-points**, resulting in two-thirds of Trump voters/Republicans and three-quarters of Independents opposing a merger.
- By 2 to 1 ratio (56% to 28%) the anti-merger argument beats the pro-merger argument. **The majority says a merger is a “bad thing” because it creates a monopoly power leading to fewer choices, less competition, and higher prices** versus it being a “good thing” because it will create greater efficiencies and modernization that will be good for businesses and the economy.
- Anti-merger messages are salient and effective, making up to 80% more likely to oppose a merger.

### Voters See Red Flags; The Merger Causing Higher Prices

- **70%** agree with Vice President JD Vance that “*when you have one or two companies dominating an entire sector, it’s bad for liberty and it’s bad for prosperity.*” Only 20% disagree.
- The majority of voters believe a merger between Union Pacific and Norfolk Southern will increase costs consumers pay for goods shipped by rail (57% to 13%), increase food costs at stores (56% to 14%), and increase shipping costs for businesses (55% to 14%).

- Roughly half of voters believe a merger will decrease railway competition (49% to 25%).
- About half of voters believe it will be bad for the railway workers at the merged company, decreasing jobs by laying off workers (49% to 17%) and having an overall negative impact on the rail workers (44% to 27%).

Union Pacific & Norfolk Southern Merger Impact: Increase or Decrease	Total			Trump Voters			Republican			Democrat			Independent		
	Incr	Decr	Net	Incr	Decr	Net	Incr	Decr	Net	Incr	Decr	Net	Incr	Decr	Net
Costs consumers pay for the goods that are shipped by freight rail	57	13	+44	53	14	+39	52	15	+37	62	13	+49	56	11	+45
Costs consumers pay for food and groceries at stores that are shipped by freight rail	56	14	+42	51	16	+35	51	18	+33	61	13	+48	55	11	+44
Shipping costs for businesses that ship by freight rail	55	14	+41	50	15	+35	50	15	+35	61	14	+47	53	14	+39
The number of employees at consolidated corporation	17	49	-32	19	43	-24	17	45	-28	20	52	-32	14	52	-38
Competition among freight railway companies	25	49	-24	26	46	-20	25	49	-24	27	50	-23	22	49	-27
Impact on rail workers at merged corporation (positive vs. negative)	27	44	-17	31	36	-5	31	35	-4	27	49	-22	21	48	-27

### Political Upside; No Downside; A Winning Issue That Converts into Votes

- **55%** are **more likely to vote for a candidate for congress who OPPOSES a merger** between Union Pacific and Norfolk Southern because it would create a monopoly power leading to fewer choices, less competition, and higher prices.
- **50%** are **less likely to vote for a candidate for congress who SUPPORTS a merger** between Union Pacific and Norfolk Southern even though it would create a monopoly power leading to fewer choices, less competition, and higher prices.

**Methodology:** Mclaughlin and Associates conducted a survey among 1,400 likely voters between April 9-13, 2026. All interviews were conducted online. The interview distribution and demographics reflect a 2026 general election turnout model. The accuracy of the sample of 1,400 likely voters is within +/- 2.6% at a 95% confidence interval. The numbers in this memorandum have been rounded and may not equal 100%.