



CANCERvotes

**PUBLIC OPINION
STRATEGIES**
turning questions into answers

**HART
RESEARCH**
Every voice heard. Every opinion counted.

MEMORANDUM

TO: INTERESTED PARTIES
FROM: ELIZABETH HARRINGTON, PUBLIC OPINION STRATEGIES
JEFF HORWITT, HART RESEARCH
CC: AMERICAN CANCER SOCIETY CANCER ACTION NETWORK
DATE: AUGUST 9, 2024
SUBJECT: KEY FINDINGS – OHIO STATEWIDE SURVEY

KEY FINDINGS

1. **6 in 10 (60%) voters in Ohio say their state has gotten off on the wrong track.** This is much more negative than voters nationally (49% wrong track) when asked about their state.
2. **The most important issue to voters in Ohio is consistent with what is most important to voters nationally – inflation and the cost of living (36% first choice / 57% combined 1st/2nd choices).** The top issues consistently across most demographic audiences in Ohio are the cost of living, protecting democracy, immigration/border security, and the economy/jobs.
3. **More than 8 in 10 voters (87%) in Ohio say a candidate’s position on access to affordable, comprehensive health coverage is important to them when deciding who to vote for, including 51% who say a candidate’s position is very important to them.** Majorities of Republicans (78%), Independents (89%) and Democrats (97%) say a candidate’s position on access to affordable comprehensive health care is an important factor in their vote decision.
4. **Majorities of Ohio voters (59%) say the health care system is *not* meeting the needs of most Ohio residents.** Conversely though, a majority of voters (64%) say the health care system is meeting the needs of their family.
5. **The most important health care issue for voters in Ohio is addressing health insurance costs: 1) Out-of-pocket health insurance costs, such as copays & deductibles (25% first choice / 49% combined 1st/2nd choices), and 2) The cost of monthly health insurance premiums (24% first choice / 42% combined 1st/2nd choices).** Lowering out-of-pocket costs is the top health care issue for White voters (27% first choice), women (25% first choice), and voters ages 18-44 (25% first choice).
6. **Majorities of voters across party say these should be high or very high priorities to improve the health care system at the state level:**
 - a. Making sure all health insurance plans cover medical tests, screenings, preventive care and treatments recommended by a patient's doctor (84% very high/high priority all voters, 78% Republicans, 78% Independents, 94% Democrats).
 - b. Lowering the cost of what residents pay monthly and out-of-pocket for health insurance premiums, copays, and deductibles (80% very high/high priority all voters, 75% Republicans, 78% Independents, 88% Democrats).

- c. Ensuring all residents have access to affordable, comprehensive health insurance coverage (75% very high/high priority all voters, 61% Republicans, 74% Independents, 92% Democrats).
7. **Medical debt is prevalent in Ohio. Two-thirds (68%) of voters report they or an immediate family member currently have or have had medical debt.** Virtually all voters (98%) believe medical debt is experienced by at least a few people in Ohio, including 75% who say it is experienced by many.
 8. **Two-thirds (67%) of Ohio voters say access to medical care is a problem where they live (including 22% saying it is a major problem).** The groups most likely to say access to medical care is a problem where they live include women (73% total problem), voters with a college education or higher (73%), Independents (72%), and voters ages 45-64 (72%).
 9. **Access to affordable health coverage is an even bigger problem for Ohio voters in the communities where they live (85% total problem / 44% major problem).** The groups most likely to say access to affordable health coverage or health plans is a problem where they live include Medicare beneficiaries (91% total problem), Democratic voters (90%), women (88%), voters of color (88%), and voters ages 45-64 (85%).
 10. **Overall, there is overwhelming support for each of the health care policy proposals we tested. A majority of voters “strongly support” all five policy proposals. Majorities of voters across parties in Ohio support each of the health care policy proposals we tested.**

<i>Ranked by %Total Support – All Voters</i>	All Voters	GOP	Ind	Dem
Ensuring patients who qualify receive the full benefits from financial assistance or drug discount programs	92%	86%	94%	99%
Increasing and expanding patient access to services and programs that address medical debt	92%	86%	92%	99%
Increasing federal funding for cancer research for the discovery of new treatments, therapies, and cures	88%	82%	86%	97%
Increasing federal funding to make cancer screenings and diagnostic tests free for patients	87%	77%	89%	98%
Making permanent the enhanced premium tax credits the federal government provides to help working adults who qualify purchase an Affordable Care Act Marketplace health insurance plan	78%	63%	82%	96%

11. Majorities of Ohio voters say they would be more likely (59%) to vote for a political candidate who supported this proposal to make permanent the ACA enhanced premium tax credits. Only 12% say they would be less likely to vote for a candidate who supported this and 29% say it would not impact their vote one way or the other.

- Majorities of Democratic voters (82%), Medicaid beneficiaries (71%), voters of color (70%), women (63%), and those living in the Columbus media market (63%) say they would be more likely to vote for a candidate who supported making permanent the ACA enhanced premium tax credits.
- Roughly 6 in 10 Independent voters say they are more likely to vote for a candidate who supports this proposal (59% more likely, 9% less likely, 32% no impact).
- Republicans are divided evenly between being more likely to vote for a candidate who supports making permanent ACA enhanced premium tax credit proposal (40% more likely) and it not having an impact on their vote (40% no impact). Only 19% of Republicans say they are less likely to vote for a candidate that supports this proposal, making a candidate's support for this proposal a double-digit net positive more likely to vote (+21) among Republicans.

METHODOLOGY

On behalf of American Cancer Society Cancer Action Network, Public Opinion Strategies and Hart Research Associates conducted an Ohio statewide mixed mode survey (phone and text-to-web) of N=600 registered voters. This survey was conducted as a statewide survey in Ohio with regional and demographic statewide quotas based on the Census and voter file population statistics. This survey includes N=32 interviews that were conducted July 11-16, 2024 in the state as part of ACS CAN's national telephone survey of registered voters, with the remaining N=568 interviews conducted July 20-23, 2024 via a mix of phone interviewing and text-to-web interviewing. The statewide survey results have a margin of error of +/- 4.0 percentage points.