

## MEMORANDUM

**TO:** INTERESTED PARTIES  
**FROM:** ELIZABETH HARRINGTON, PUBLIC OPINION STRATEGIES  
JEFF HORWITT, HART RESEARCH  
**CC:** AMERICAN CANCER SOCIETY CANCER ACTION NETWORK  
**DATE:** AUGUST 27, 2024  
**SUBJECT:** KEY FINDINGS – NATIONAL VOTERS PHONE SURVEY

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### KEY FINDINGS

- Overall, voters nationally are a single digit net-negative on how they say things are going in their state (43% right direction / 49% wrong track = -6%).** There are differing views by party (-23% Republicans, -8% Independents, +17% Democrats) and self-reported economic circumstances (-12% low-income/working class, -5% middle class, +5% upper class/well-to-do).
- Inflation and the cost of living is by far the top issue for voters overall nationally (31% first choice / 47% combined 1<sup>st</sup>/2<sup>nd</sup> choices)** as well as for Republicans (38% first choice / 54% combined 1<sup>st</sup>/2<sup>nd</sup> choices) and Independents (36% first choice / 49% combined 1<sup>st</sup>/2<sup>nd</sup> choices). Protecting Democracy is the top issue for Democrats (37% first choice / 46% combined 1<sup>st</sup>/2<sup>nd</sup> choices) followed by inflation and the cost of living (21% first choice / 38% combined 1<sup>st</sup>/2<sup>nd</sup> choices).  
  
Access to affordable, comprehensive health coverage is a top 3 issue for Gen Z voters (8% first choice / 25% combined 1<sup>st</sup>/2<sup>nd</sup> choices), low-income/working class voters (9% first choice / 21% combined 1<sup>st</sup>/2<sup>nd</sup> choices), Black men (16% first choice / 31% combined 1<sup>st</sup>/2<sup>nd</sup> choices), and those living in urban areas (10% first choice / 22% combined 1<sup>st</sup>/2<sup>nd</sup> choices).
- More than half (53%) of voters nationally do not believe the health care system is meeting the needs of most of their state's residents.** 7 in 10 voters (72%), however, say it is working for them and their family.
- More than half (53%) of voters nationally say they or a household member has experienced medical debt.** Virtually all voters (95%) say medical debt is experienced by at least a few people with roughly three-quarters saying it is experienced by many (73%) in their state.
- The top health care issue is addressing health insurance costs (out-of-pocket costs: 23% first choice / 42% combined 1<sup>st</sup>/2<sup>nd</sup> choices, the cost of premiums: 19% first choice / 35% combined 1<sup>st</sup>/2<sup>nd</sup> choices).** Providing coverage to all state residents is also a top priority for voters of color (Black voters: 14% first choice / 33% combined 1<sup>st</sup>/2<sup>nd</sup> choices, Hispanic/Latino voters: 16% first choice / 34% combined 1<sup>st</sup>/2<sup>nd</sup> choices, AAPI voters: 18% first choice / 31% combined 1<sup>st</sup>/2<sup>nd</sup> choices, NAI voters: 29% first choice / 42% combined 1<sup>st</sup>/2<sup>nd</sup> choices). Black voters also say addressing racial health disparities is important (16% first choice / 27% combined 1<sup>st</sup>/2<sup>nd</sup> choices).

- 6. 8 in 10 voters (81%) say a candidate’s position on access to affordable, comprehensive health coverage is a vote-determining factor.** This is true across party (Republicans: 71% / Independents: 80% / Democrats: 92%). Women (85%), baby boomers (81%) and caregivers (85%) feel this way even more strongly.
- 7. Majorities of voters say access to medical care (63% total problem/ 23% major problem) and access to affordable health coverage (76% total problem/ 33% major problem) are problems in the communities where they live.** African American/Black voters (medical care: 35% major problem, affordable health coverage: 49% major problem) and Native American/Indigenous voters (medical care: 38% major problem, affordable health coverage: 41% major problem), and voters who identify as low-income/working class (medical care: 29% major problem, affordable health coverage: 37% major problem) report health access problems at higher levels than their counterparts.
- 8. Majorities of voters across party say these should be high or very high priorities to improve the health care system at the state level:**
- 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, 76% Republicans, 83% Independents, 92% Democrats).
  - Lowering the cost of what residents pay monthly and out-of-pocket for health insurance premiums, copays, and deductibles (74% very high/high priority all voters, 69% Republicans, 68% Independents, 82% Democrats).
  - Ensuring all residents have access to affordable, comprehensive health insurance coverage (74% very high/high priority all voters, 56% Republicans, 76% Independents, 93% Democrats).
- 9. There is overwhelming support for the health care policy proposals we tested with majorities of voters across party supporting each of the health care policy proposals.**

<i>Ranked by %Total Support – All Voters</i>	<b>All Voters</b>	<b>GOP</b>	<b>Ind</b>	<b>Dem</b>
Ensuring patients who qualify receive the full benefits from financial assistance or drug discount programs	<b>91%</b>	<b>84%</b>	<b>92%</b>	<b>98%</b>
Increasing federal funding to make cancer screenings and diagnostic tests free for patients	<b>90%</b>	<b>81%</b>	<b>89%</b>	<b>98%</b>
Increasing federal funding for cancer research for the discovery of new treatments, therapies, and cures	<b>88%</b>	<b>81%</b>	<b>84%</b>	<b>97%</b>
Increasing and expanding patient access to services and programs that address medical debt	<b>87%</b>	<b>79%</b>	<b>83%</b>	<b>97%</b>
Making permanent the enhanced premium tax credits the federal government provides to help working adults who qualify purchase an Affordable Care Act Marketplace health plan	<b>78%</b>	<b>62%</b>	<b>80%</b>	<b>94%</b>

Making permanent the ACA enhanced premium tax credits garners widespread support across demographic groups with very little opposition (78% total support / 16% total oppose). Majorities of Republicans (62%), Independents (80%) and Democrats (94%) all support this policy proposal.

**10. Majorities of voters say they would be more likely to vote for a candidate if they supported policies requiring health plans to cover cancer screenings with no out-of-pocket costs (75% more likely / 4% less likely / 21% no difference) and making permanent the ACA enhanced premium tax credits (all voters – 56% more likely / 10% less likely / 31% no difference).**

The vote impact of a candidate supporting *making permanent the ACA enhanced premium tax credits* is a net-positive across all demographic sub-groups (all voters: 56% more likely / 10% less likely). There is a little pushback from Republicans (38% more likely / 17% less likely) and Hispanic/Latino voters (53% more likely / 16% less likely), but the less likely percentage is small and candidates supporting this policy is a double-digit net positive impact even among these groups.

Some audiences of interest with 50%+ saying they would be more likely to vote for a candidate who supports this proposal: Independents (50% more likely / 13% less likely), Suburban Voters (60% more likely / 8% less likely), Gen Z (62% more likely / 3% less likely), White Voters (52% more likely / 10% less likely), Black Voters (76% more likely / 6% less likely), AAPI Voters (75% more likely / 7% less likely), NAI Voters (61% more likely / 10% less likely), and Democrats (78% more likely / 1% less likely).

## **METHODOLOGY**

*On behalf of American Cancer Society Cancer Action Network, Public Opinion Strategies and Hart Research conducted a national telephone survey of N=1,018 registered voters from July 11-16, 2024. We conducted oversample interviewing by ethnicity to reach at least N=150 each of African American/Black voters, Hispanic/Latino voters, Asian American/Pacific Islander (AAPI) voters, and Native American/Indigenous (NAI) voters. The margin of error for the national sample of N=1,018 registered voters is +/- 3.1%. The margin of error for the ethnicity samples of N=150 is +/- 8.0%.*