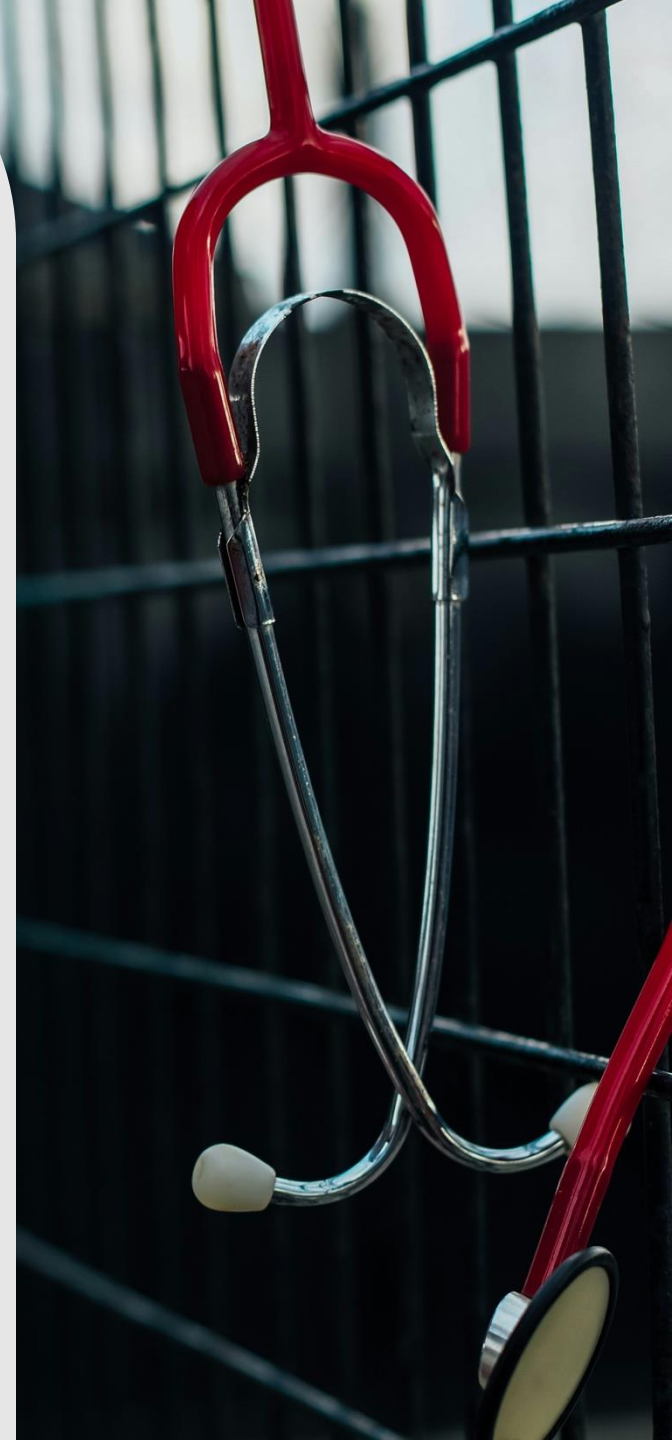




Democrats Have a Winning Hand on Healthcare

Key findings from a survey among 1,503 voters nationwide
Conducted January 16-20, 2025.

PROTECT
OUR CARE



Key Takeaways

1

Congressional Democrats have a small partisan advantage on the issue of healthcare today, but they have an opportunity to grow that advantage and show they are more in step with voters' views and priorities by consistently shining a spotlight on the GOP agenda and drawing a sharp contrast between the approaches of the two parties.

2

Democrats have the high side of the debate on several specific policy differences, but across issues, the core contrasts Democrats should emphasize are:

- **Republicans'** priority on healthcare is to cut government spending to pay for tax cuts for billionaires and large corporations. **Democrats'** priority on healthcare is to lower costs and ensure access to affordable coverage.
- **Republican** policies would raise the cost of healthcare for many Americans. **Democratic** policies are focused on lowering the cost of healthcare for working families and seniors.

3

Voters move on the issue of healthcare in large part because they soundly reject key elements of the Republican healthcare agenda. Even with partisan cues, significant part of the Trump base disapprove of many GOP policies, including:

- ✓ Banning Medicare from negotiating with drug companies for lower prices
- ✓ Making large cuts in healthcare programs to offset the cost of more tax cuts for the wealthy and big corporations
- ✓ Require people with pre-existing medical conditions to get much more expensive coverage through separate high-risk insurance pools
- ✓ Raise the age when people can become eligible for Medicare
- ✓ Make major cuts in funding for Medicaid

Key Takeaways (cont.)

4

Republicans have been clear about their intention to cut Medicaid to offset the cost of their tax cuts, and this is a fight that Democrats should lean into. Medicaid is a popular program, including among many Trump voters, and voters overwhelmingly reject the idea that Medicaid is a wasteful welfare program. Two-thirds of voters say that a GOP push for large Medicaid cuts would leave them feeling unfavorable toward congressional Republicans. The most important point to make against GOP Medicaid cuts is:

- *“Millions of Americans would lose their healthcare coverage altogether and become uninsured, with the biggest impact on the most vulnerable Americans, including children, low-income seniors, veterans, and people with serious disabilities.”*

5

A small majority of voters initially oppose Republican proposals for Medicaid work requirements, but much larger majorities turn against work requirements when they realize that many people who are in poor health, have a disability, or who take care of their children or elderly parents could lose their healthcare. It is important to stress that the true goal of Republicans is not to encourage work nor help people find jobs, but to generate savings to pay for tax cuts by kicking people off their healthcare.

6

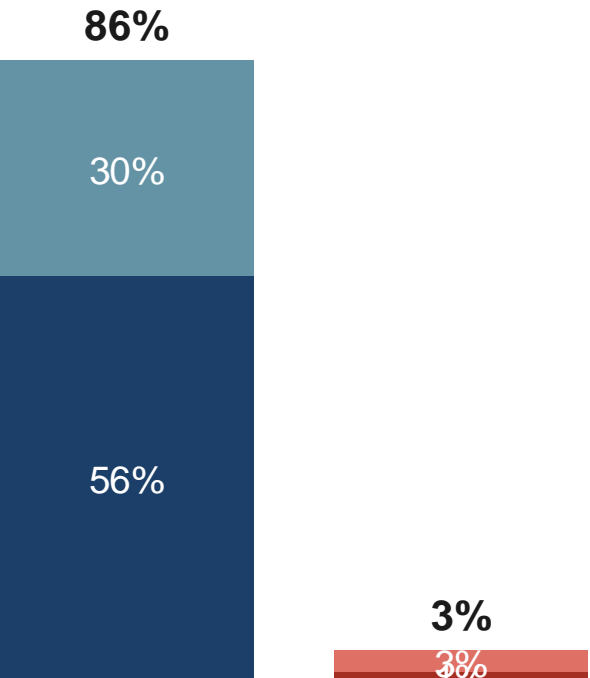
Democrats will also have the high side of the debate in opposing Republican efforts to repeal or weaken the Affordable Care Act, including Republicans’ willingness to raise premiums for people who get coverage through the ACA by refusing to extend expiring tax credits. The simple point to be made about the refusal of Republicans to extend premium tax credits is:

- *Republicans are raising premiums and healthcare costs for 20 million Americans.*

Voters place a high degree of importance on healthcare as a voting issue

How important is the issue of healthcare to you when voting in elections for U.S. Congress?

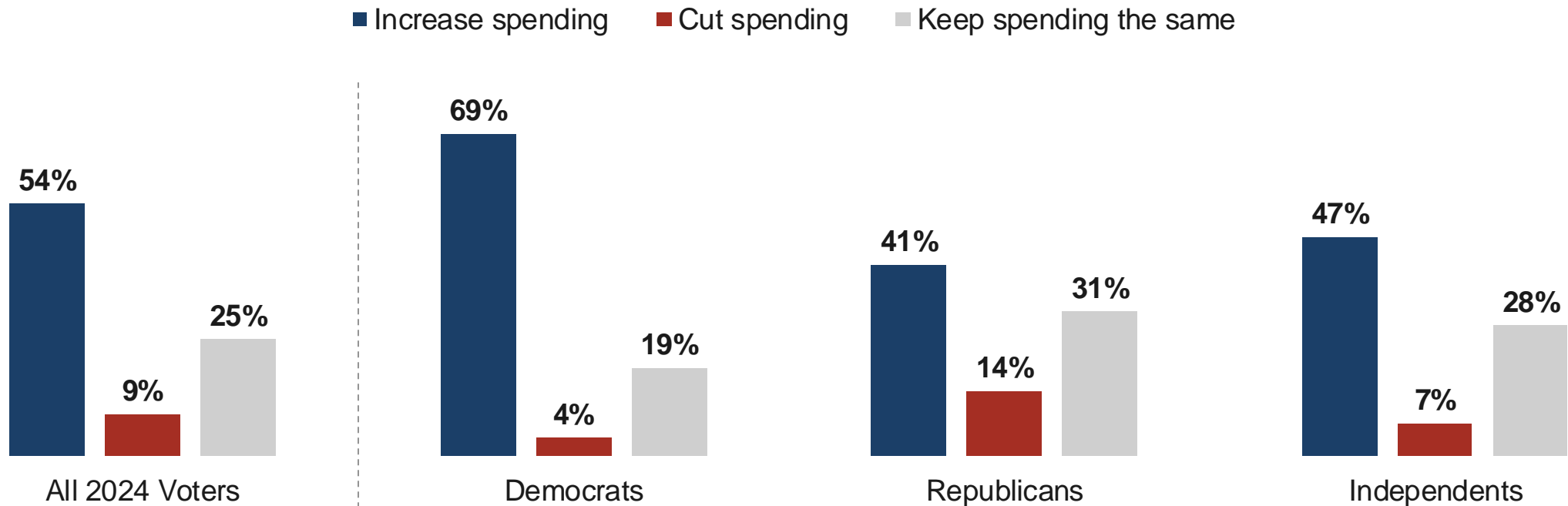
■ Very important ■ Fairly important ■ Not that important ■ Not important at all



	Very important %
Democrats	70
Republicans	45
Independents	40
Black voters	70
Hispanic voters	69
AAPI voters	47
White men	44
White women	58
White working-class	55

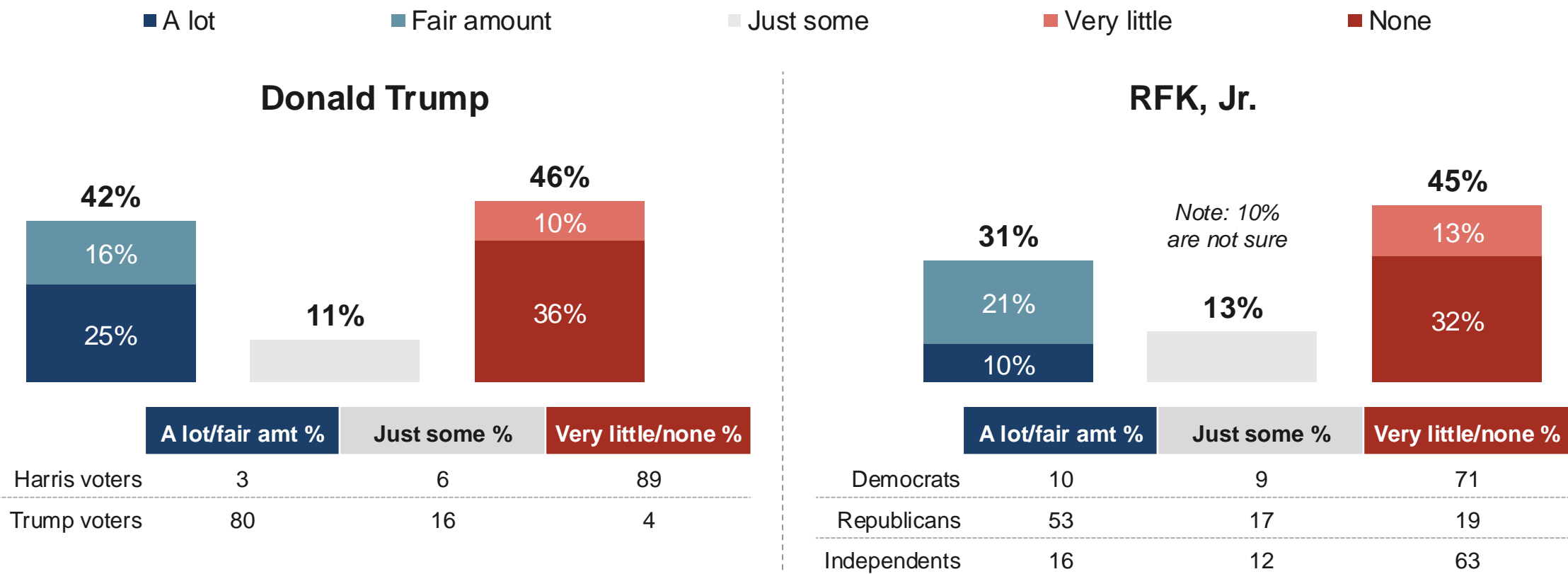
A sign of the issue's importance: Most voters want to increase funding for healthcare, and very few think healthcare spending should be cut

Do you think the federal government should increase the amount of money it spends on healthcare, cut the amount of money it spends on healthcare, or keep the amount it spends on healthcare about the same as it is now?



Current views of Trump on healthcare largely reflect 2024 vote, while confidence in RFK, Jr. on the issue is significantly lower

Please indicate how much confidence you have in ____ when it comes to dealing with the issue of healthcare.

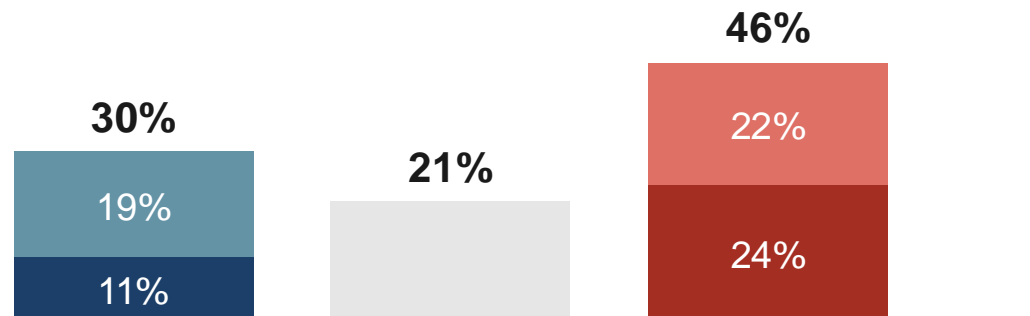


Congressional Democrats and Congressional Republicans are both underwater in terms of voter confidence on healthcare

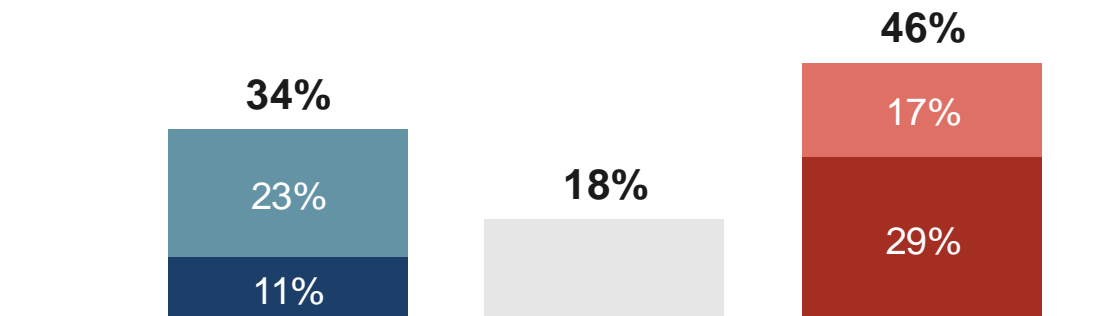
Please indicate how much confidence you have in ____ when it comes to dealing with the issue of healthcare.

■ A lot ■ Fair amount ■ Just some ■ Very little ■ None

Democrats in Congress



Republicans in Congress



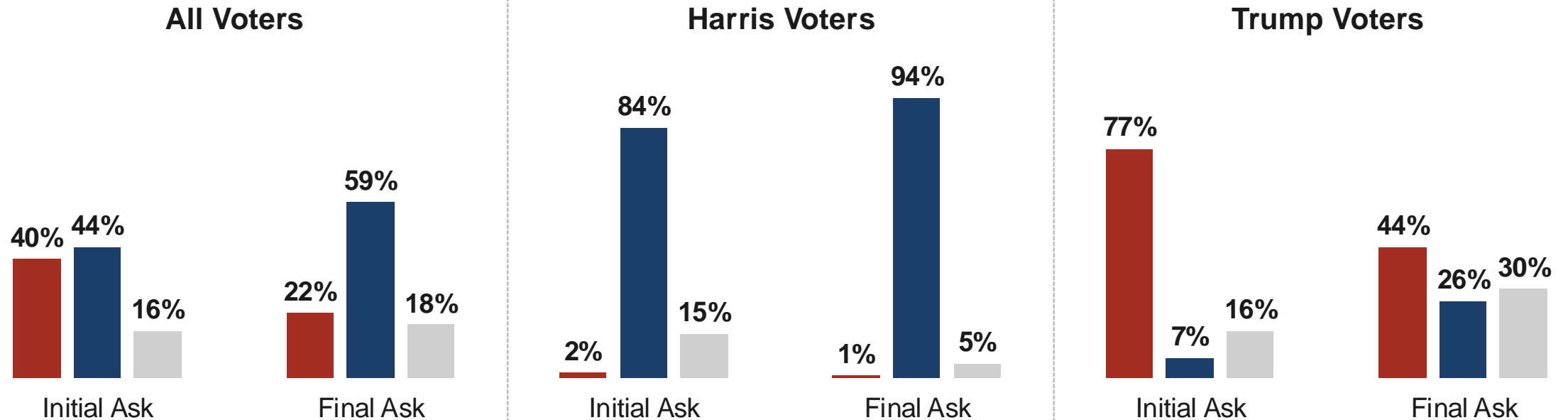
	A lot/fair amt %	Just some %	Very little/none %
Democrats	56	27	16
Republicans	8	14	75
Independents	14	31	47
White voters	25	21	51
Black voters	50	22	22
Hispanic voters	43	22	33
AAPI voters	32	12	54

	A lot/fair amt %	Just some %	Very little/none %
Democrats	5	11	82
Republicans	64	23	11
Independents	18	21	53
White voters	39	18	42
Black voters	11	13	67
Hispanic voters	30	18	52
AAPI voters	26	19	55

On a head-to-head basis Democrats start with only a modest advantage on healthcare, but by aggressively litigating the issue, Democrats can win on it decisively.

All things considered, who do you think would be more in step with your own views and priorities on the issue of healthcare--Republicans in Congress or Democrats in Congress?

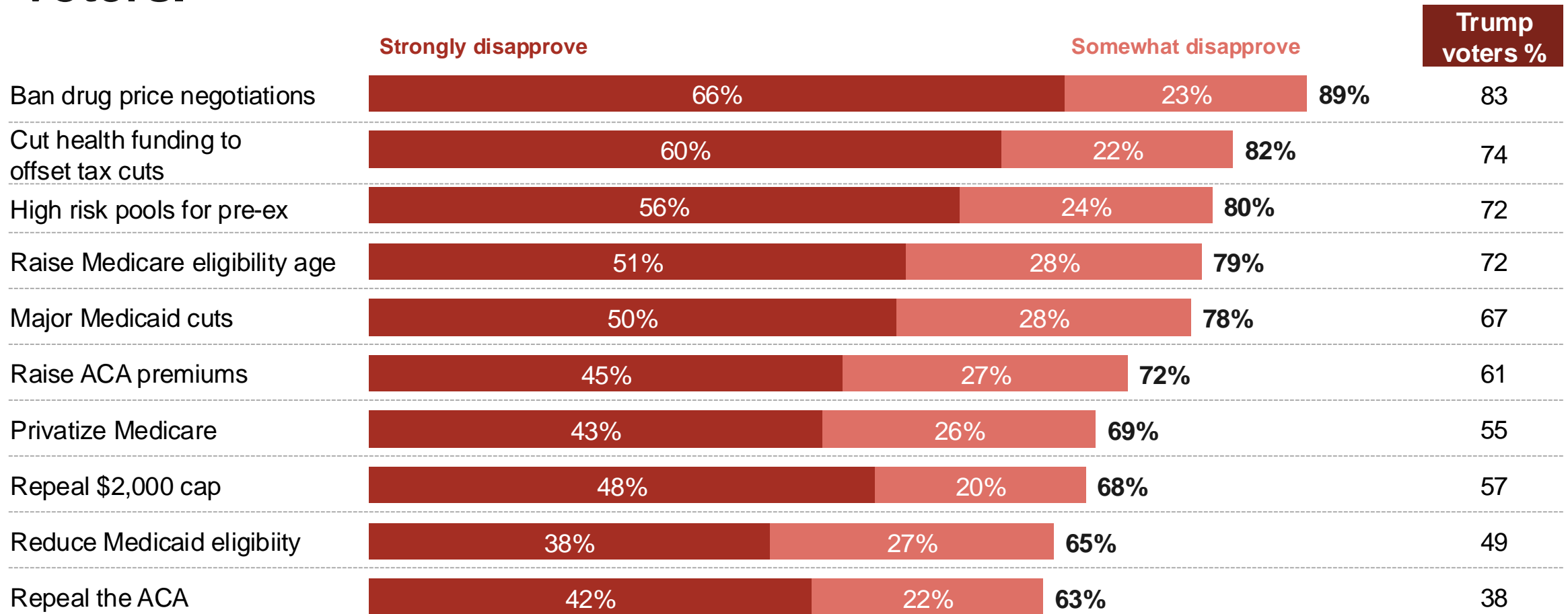
■ Republicans in Congress ■ Democrats in Congress ■ Neither/Not Sure



Aggressively litigating the case on healthcare especially helps move the needle with groups among which Democrats have been lagging

	Initial Ask (pre-messaging)		Final Ask (post-messaging)		Net Change (Dems-Reps)
	% Reps in Congress	% Dems in Congress	% Reps in Congress	% Dems in Congress	
Democrats	2	88	1	94	+7
Republicans	80	6	46	26	+54
Independents	12	20	4	57	+45
18-34	37	48	23	64	+32
35-49	37	43	20	60	+34
50-64	40	41	22	58	+35
65+	43	44	25	55	+29
Black voters	10	74	5	82	+13
Hispanic voters	31	53	24	62	+16
AAPI voters	31	44	20	65	+32
White men	48	37	32	49	+28
White women non- college grad	52	34	21	54	+51
White women college grad	32	49	15	70	+38
White MC/higher	47	40	28	52	+31
White working class	45	36	21	59	+47
White sm town/rural	56	26	29	47	+48

There is broad opposition across party lines to major elements of the Republican healthcare agenda, including among Trump voters.



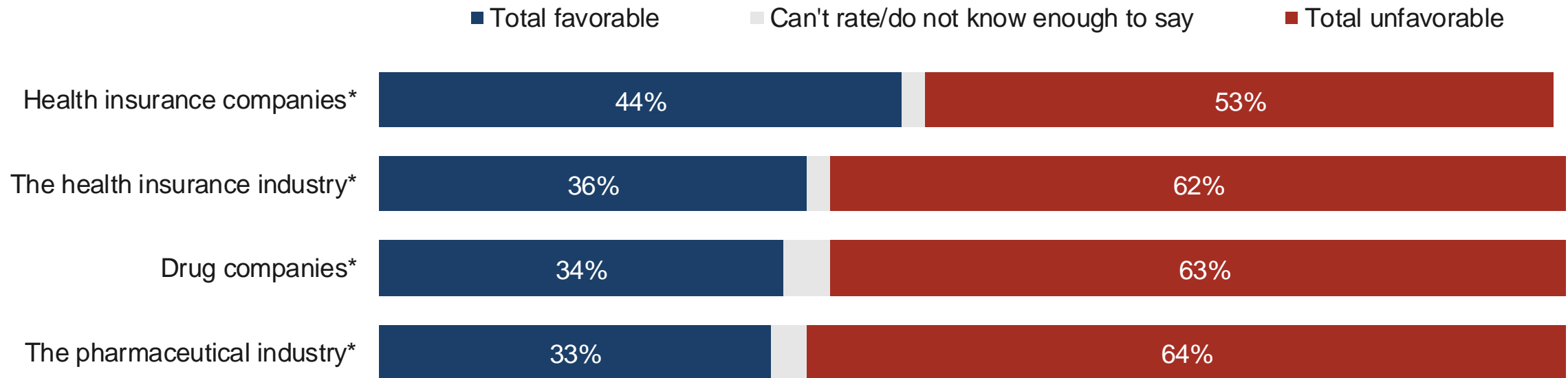
One key takeaway from voters after seeing the Republican healthcare agenda: Republicans are focused on “profits over people.”

A word cloud of various phrases related to the Republican healthcare agenda. The phrases are arranged in a circular pattern around the central text. The phrases include: "Demonize people with pre-existing conditions", "Policies will hurt low income people", "Drug prices will go up", "Will only care about helping their own", "Taking healthcare away from most vulnerable", "Taking away Medicare", "Can't be worse than what Dems have done", "Create too many restrictions for people to get care", "Focusing on profits over people", "Taking away ACA/Obamacare", "Privatizing healthcare", "Taking away Medicaid", "Disagree with proposed actions", and "Banning/restricting abortions".

Demonize people with pre-existing conditions
Policies will hurt low income people
Drug prices will go up
Will only care about helping their own
Taking healthcare away from most vulnerable
Taking away Medicare
Can't be worse than what Dems have done
Create too many restrictions for people to get care
Focusing on profits over people
Taking away ACA/Obamacare
Privatizing healthcare
Taking away Medicaid
Disagree with proposed actions
Banning/restricting abortions

The “profits over people” case against Republicans is strengthened by the fact that GOP allies in the pharmaceutical industry and health insurance industry are broadly unpopular.

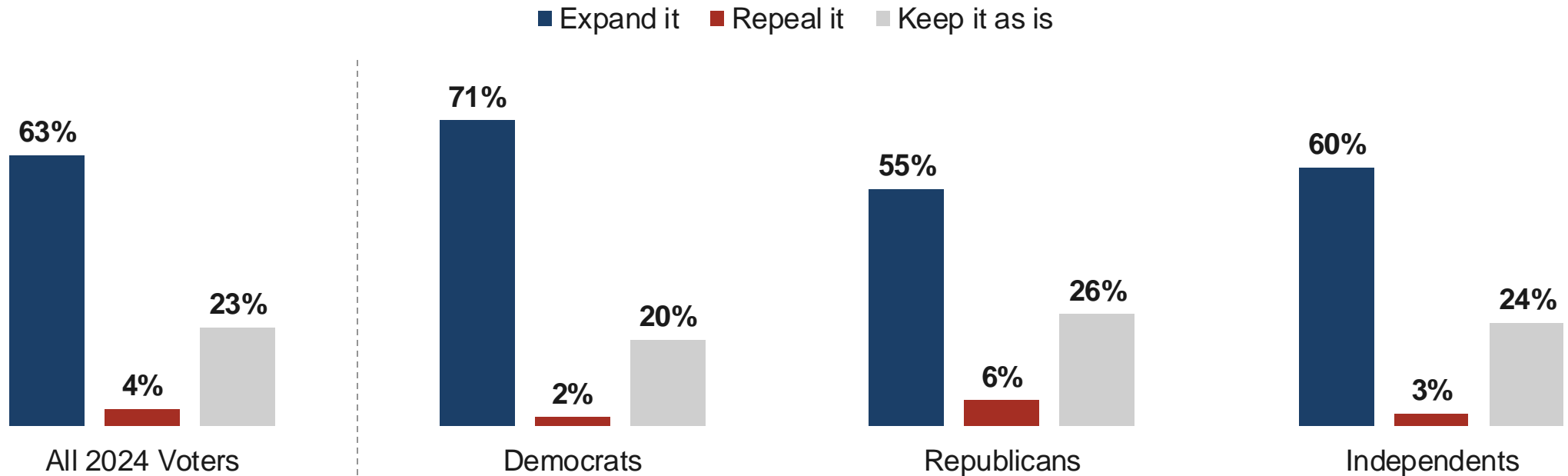
Note: Voters are more negative to “the health insurance industry” than to “health insurance companies”



** Asked of one-half of the sample*

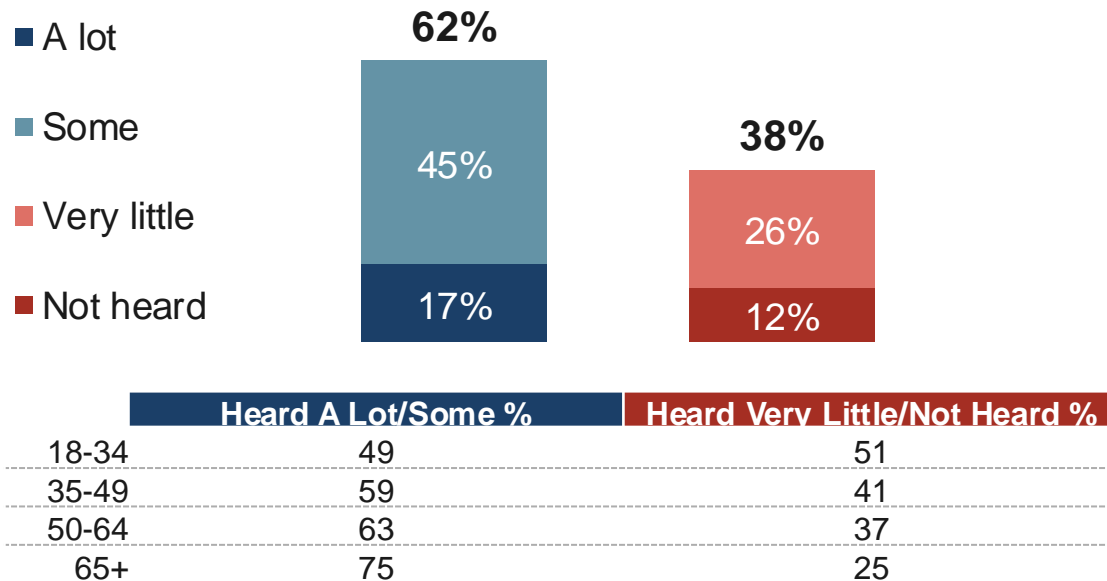
Across party lines, voters want to expand Medicare price negotiations, and hardly anyone wants to repeal.

What would you like to see Congress do about the law that gives Medicare the power to negotiate with drug companies for lower prices?



Caution: Awareness of Medicare price negotiations is not universal, and it is stronger to say Republicans want to ban Medicare from negotiating for lower prices.

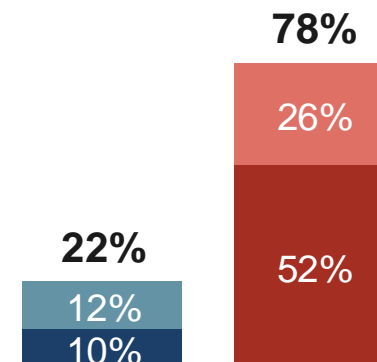
In 2022, Congress passed a law that gives Medicare the power to negotiate with drug companies for lower prices on high-cost medicines. Before this survey, how much have you heard about this law?



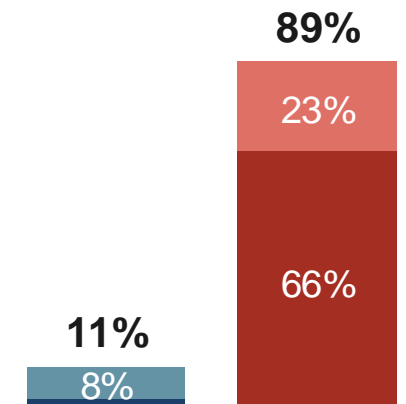
How much do you approve of the following actions?

- Somewhat approve
- Strongly approve
- Somewhat disapprove
- Strongly disapprove

Repeal the law that gives Medicare the power to negotiate with drug companies for lower prices (Half read this question)

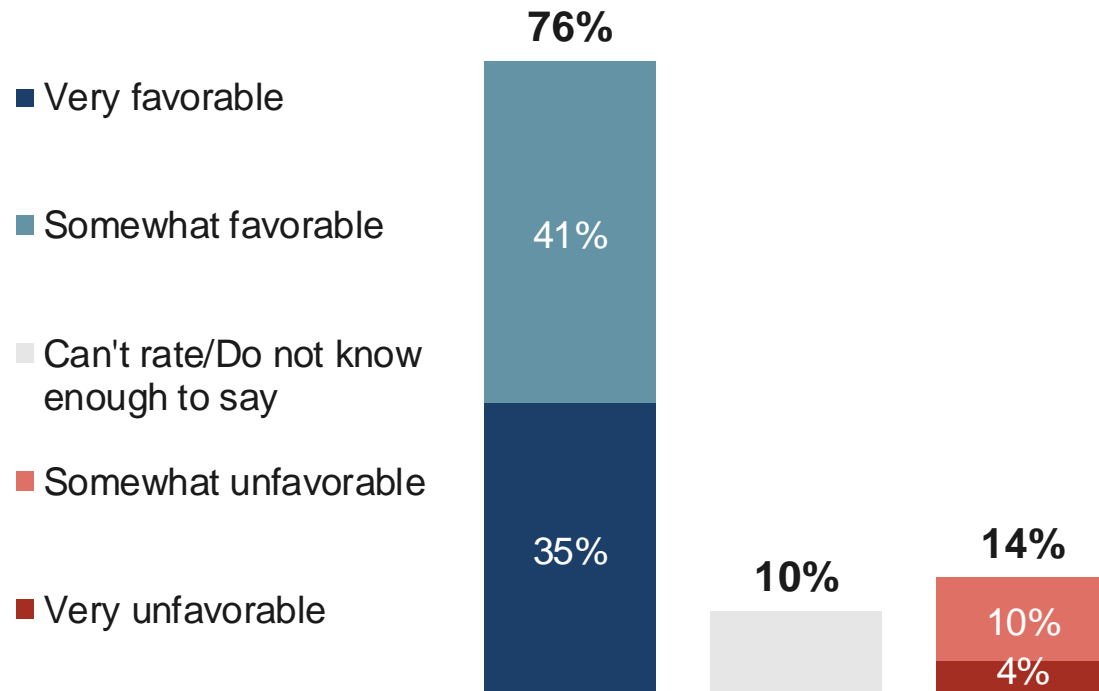


Ban Medicare from negotiating with drug companies for lower prices (The other half read this question)

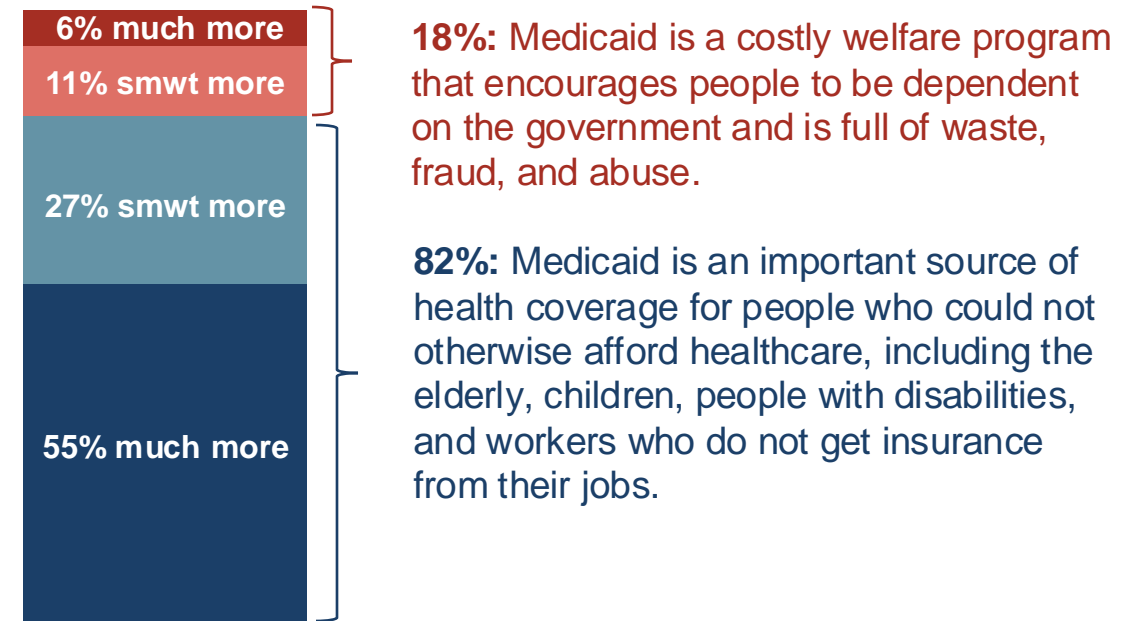


A large majority of voters have a favorable opinion of Medicaid and see it as an important source of health coverage rather than as a wasteful welfare program.

Please rate your opinion of Medicaid.



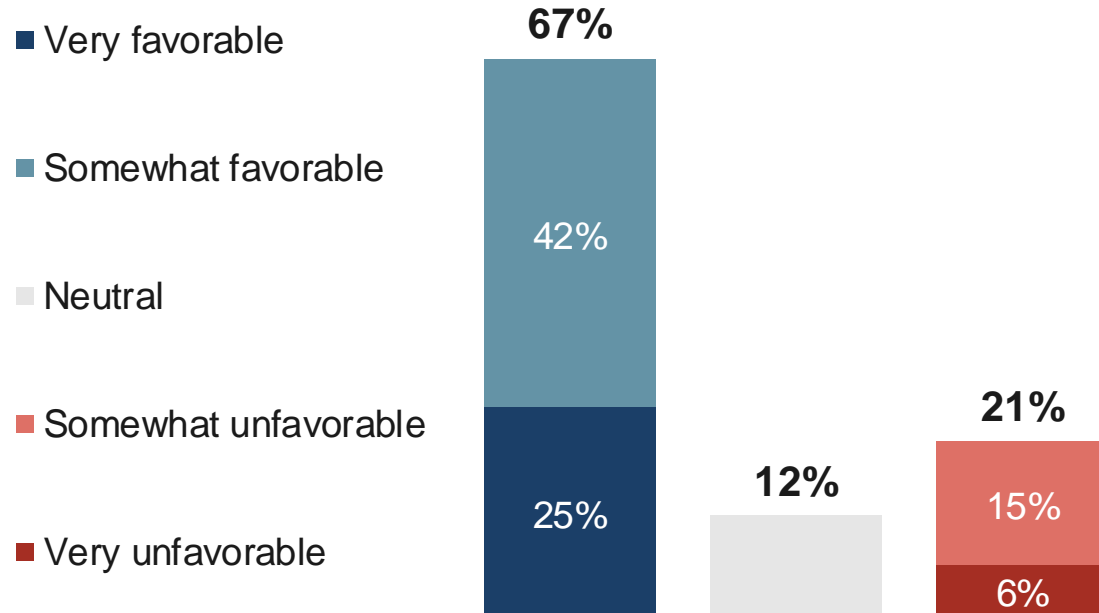
Which one of the following statements do you think better describes Medicaid today?



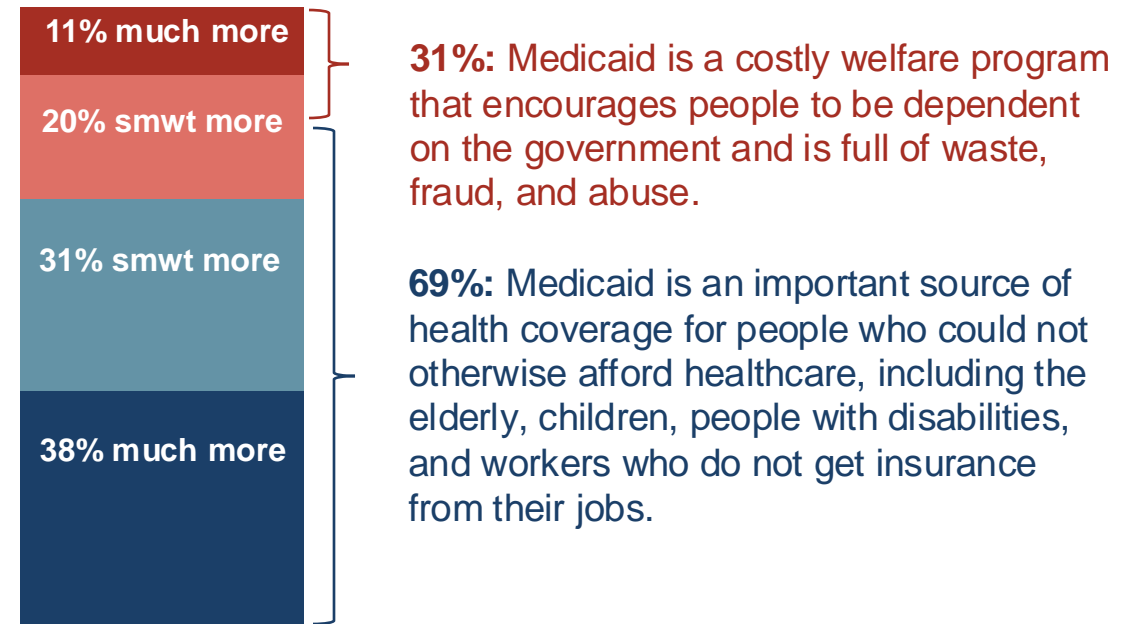
Note: Medicaid is personal to many Americans: 37% say they, or someone in their immediate family, benefit from it, including 38% of Trump voters.

Like voters overall, **Trump voters** are favorable to Medicaid and see it as an important source of healthcare rather than as a wasteful welfare program.

Please rate your opinion of Medicaid/
TRUMP VOTERS



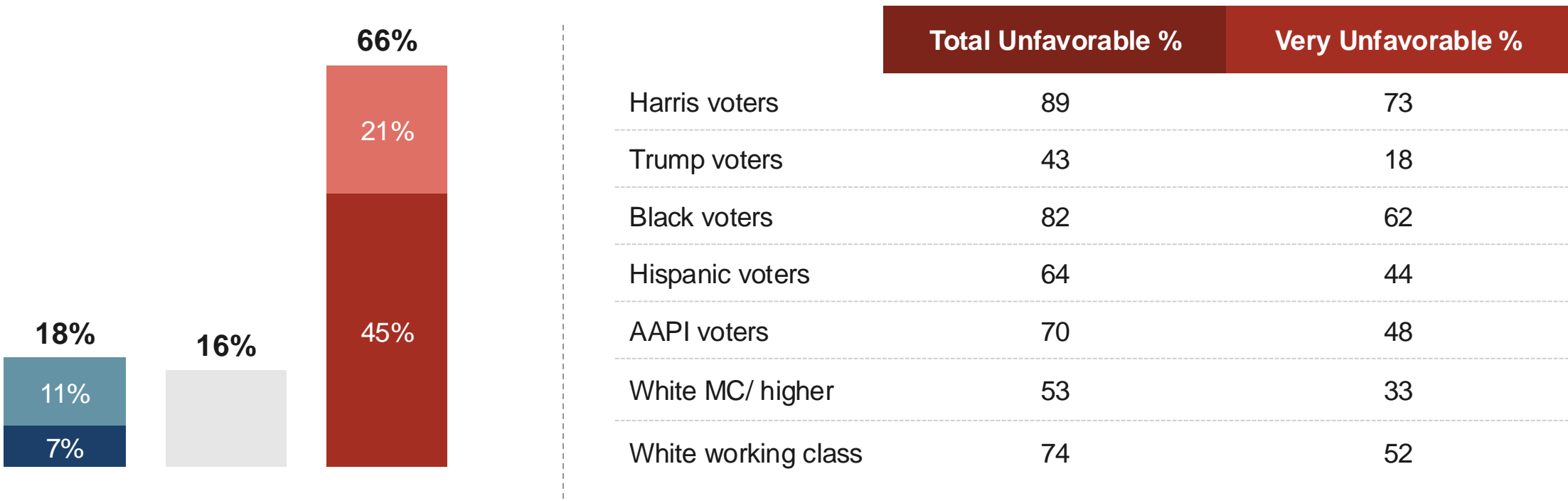
Which one of the following statements do you think better describes Medicaid today?
TRUMP VOTERS



Before any messaging, 66% say a push for large Medicaid cuts would make them feel unfavorable about Republicans.

How would it make you feel about Republicans in Congress if they push for large cuts to Medicaid this year?

■ Very favorable ■ Somewhat favorable ■ Neutral ■ Somewhat unfavorable ■ Very unfavorable



After hearing more about the role of Medicaid, 72% of all voters (including 52% of Trump voters) would be unfavorable to the GOP if it pushes for large Medicaid cuts

In opposing GOP Medicaid cuts, it is important to remind voters about the important roles that Medicaid plays. Among key facts, six especially stand out.

1

Medicaid provides essential care for over 10 million adults with disabilities, and Medicaid is the only source of health coverage for millions of children with physical, mental, and developmental disabilities.

2

Medicaid provides healthcare to almost half of all children in America, helping over 30 million children get the healthcare they need.

3

Nearly a million non-elderly veterans--many of whom suffer with chronic conditions--rely on Medicaid for all or part of their healthcare.

4

Over eight million lower-income seniors rely on Medicaid for affordable and essential healthcare, from vision care to long-term care.

5

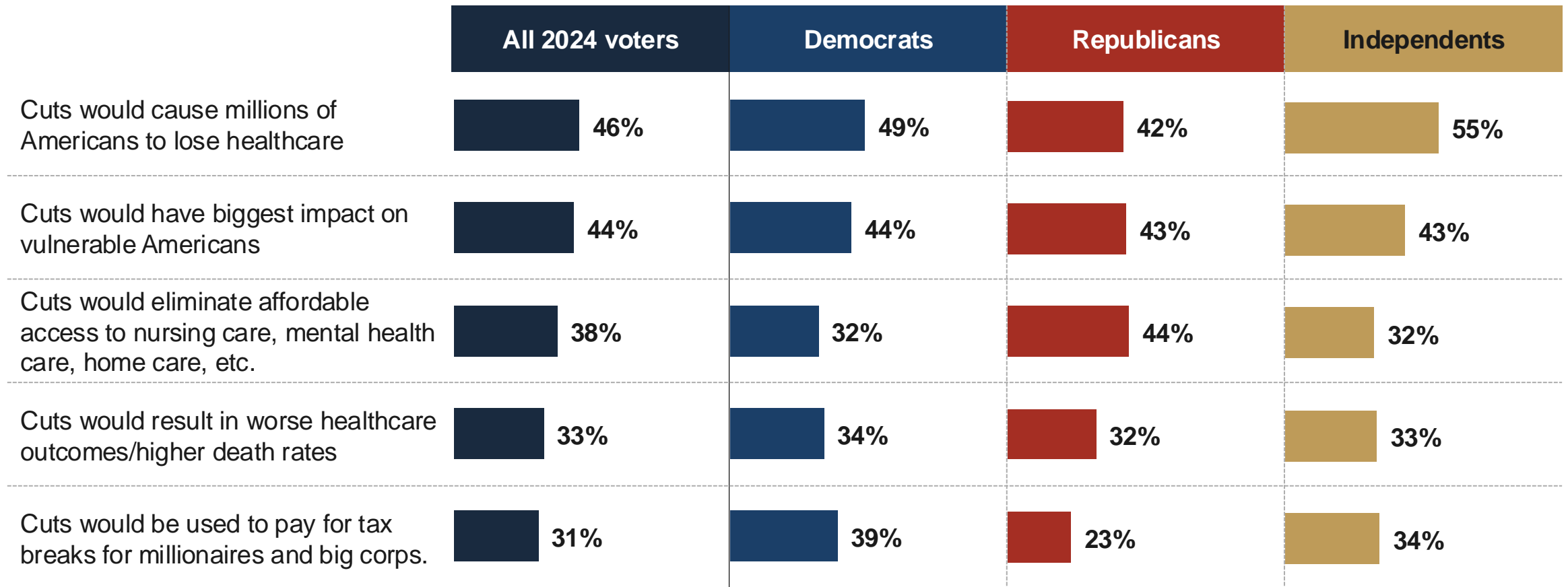
Medicaid helps pay the costs for almost two-thirds of all nursing home residents nationwide and plays a key role in helping families afford quality nursing home care for their elderly parents and family members with disabilities.

6

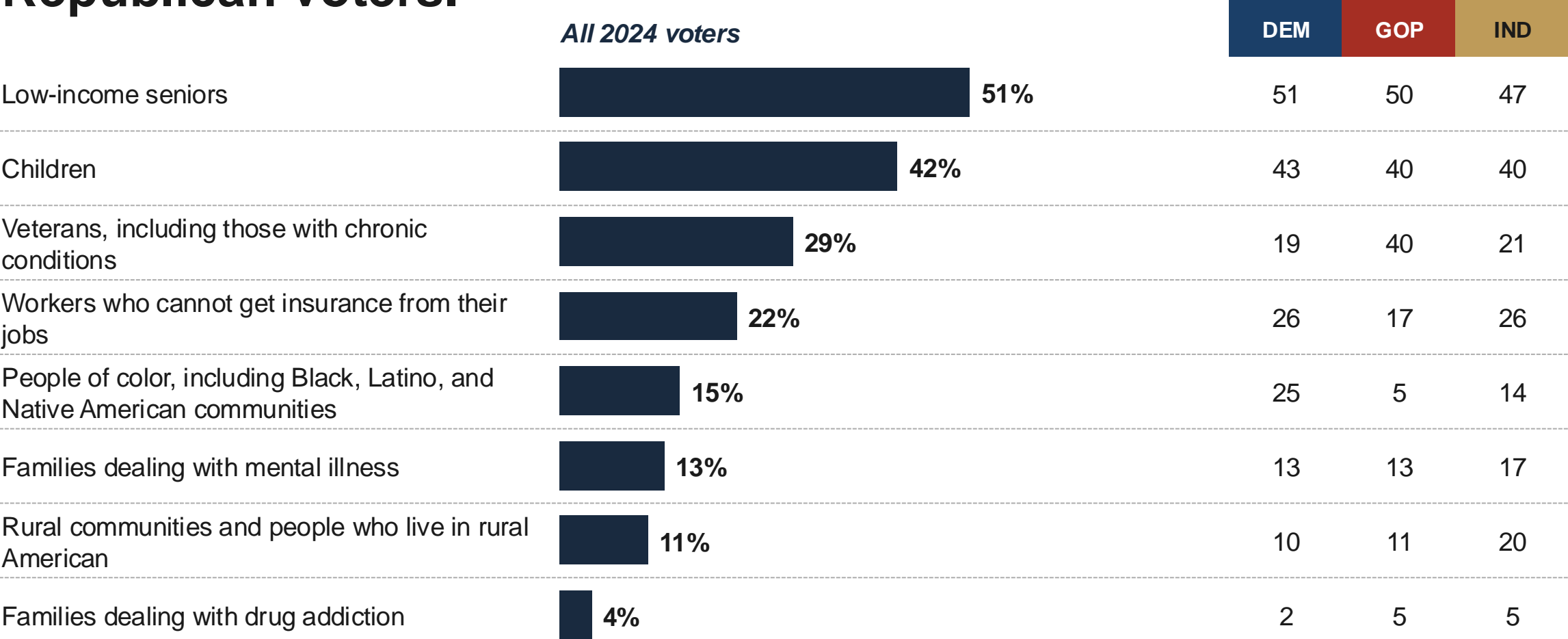
Medicaid provides essential home care services that allow elderly people and people with disabilities to stay in their homes and communities, while reducing burdens on families.

Biggest concerns about Medicaid cuts are millions losing coverage and impact on key vulnerable populations.

Top 2 biggest concerns



Voters are most concerned about the impact of Medicaid cuts on seniors and children, and veterans are a priority for Republican voters.



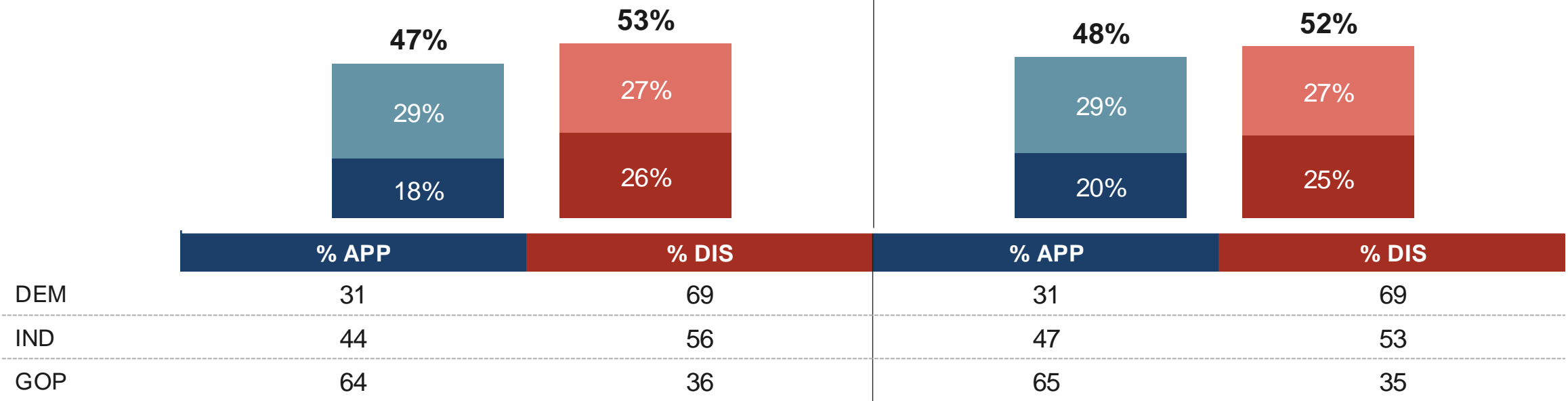
Initially, a small majority of voters oppose Republican proposal for Medicaid work requirements.

Please indicate whether you would approve of the following actions.

■ Strongly approve ■ Somewhat approve ■ Somewhat disapprove ■ Strongly disapprove

Take Medicaid coverage away from able-bodied individuals who do not meet a new work requirement**

Establish new work requirements for Medicaid*



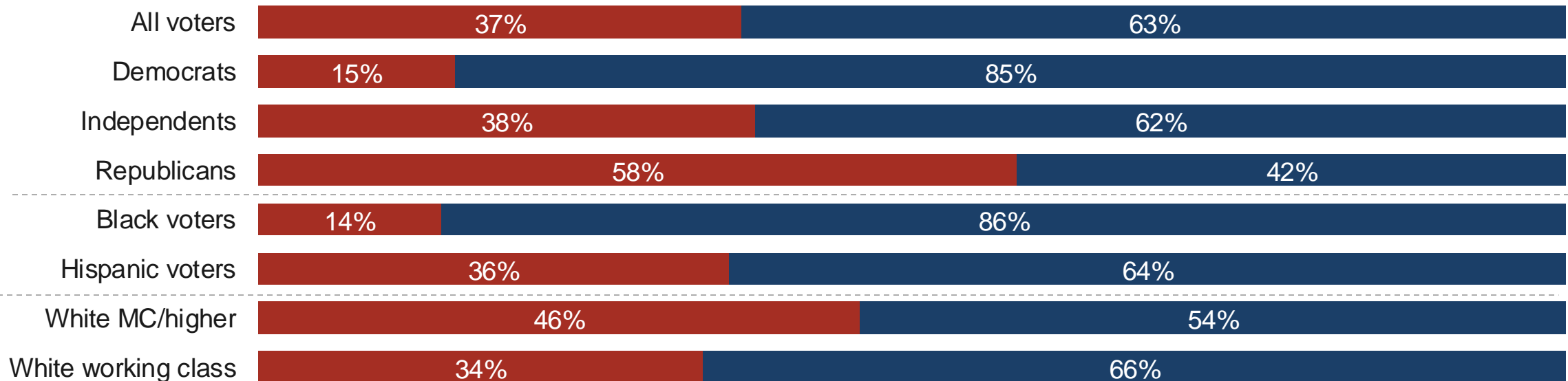
* Asked of one-half of respondents (FORM A). ** Asked of one-half of respondents (FORM B).

Voters quickly turn against work requirements in larger numbers when faced with the possibility that people who need it could lose their healthcare.

Which statement would concern you more?

Total Statement A: *Without work requirements, people will abuse the system and receive government benefits instead of working or seriously looking for a job.*

Total Statement B: *With work requirements, many people who are in poor health, who have a disability, or who take care of their children or parents could lose their healthcare.*



It is important to stress that the goal of Republicans is to save money to pay for tax cuts for the wealthy, not to encourage work. Physicians' organizations are key validators.

These are the most important points to highlight in opposing GOP work requirement proposals:

1

The Republicans' goal in imposing work requirements is not really to encourage work but to kick enough people off their healthcare. They expect to save up to \$120 billion with their plan because of the huge number of people who will lose coverage, and the Republicans want to use the savings to offset the cost of giving more tax breaks to millionaires.

2

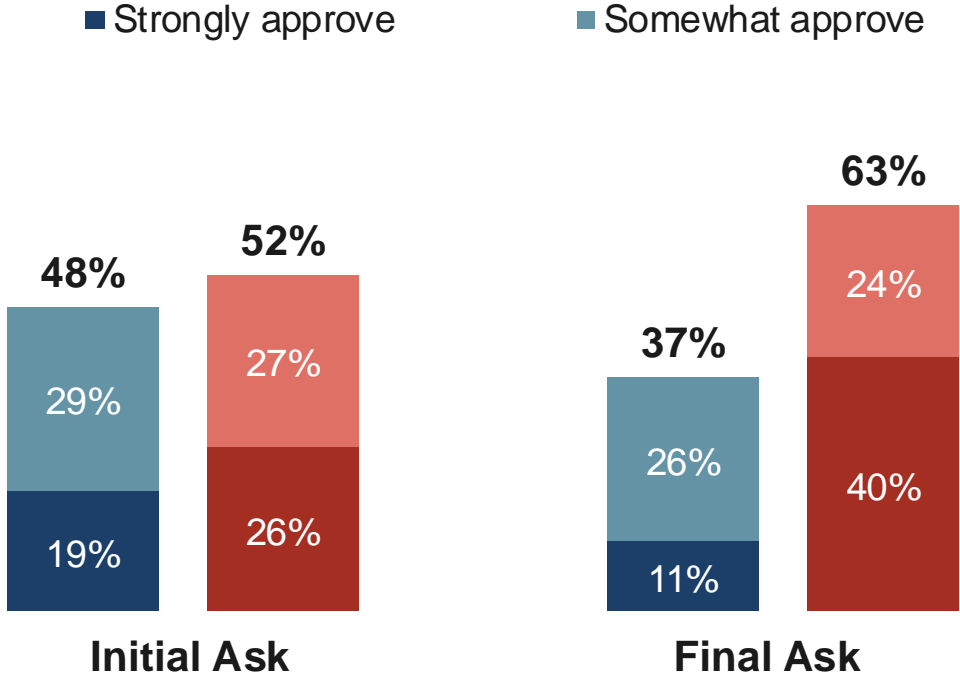
Losing coverage and access to treatment can be dangerous for people with chronic health conditions and other serious health needs. **That's why physician organizations like the American Medical Association, the American Academy of Family Physicians, the American Academy of Pediatrics, and others oppose Medicaid work requirements.**

3

Many low-income people will lose the health coverage and treatment they need because they cannot meet a work requirement, leading to worse health and less financial stability. Regardless of whether or not people are unemployed or underemployed, they deserve access to healthcare.

After hearing these arguments, there is broad opposition to GOP Medicaid work requirement proposals.

Do you approve or disapprove of the proposal by Republicans in Congress to [**FORM A:** establish new work requirements for Medicaid] [**FORM B:** take Medicaid coverage away from able-bodied individuals who do not meet a new work requirement]?



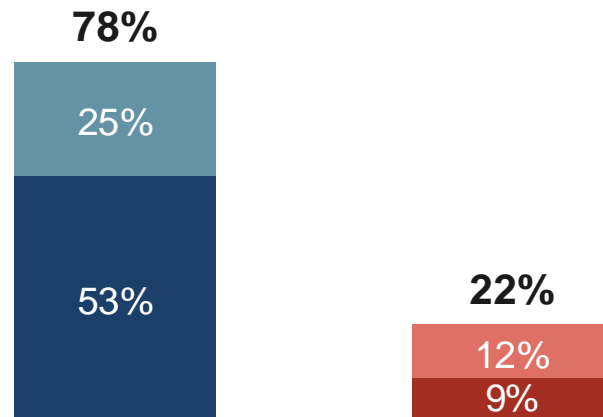
	Initial Ask %		Final Ask %	
	Approve	Disapprove	Approve	Disapprove
Democrats	31	69	15	85
Republicans	64	36	58	42
Independents	46	55	28	72

A large majority of voters say it is important for Congress to take action to extend tax credits to keep ACA premiums low and oppose GOP policies that would cause premiums to rise.

In 2022, Congress passed a law increasing the amount of these tax credits and making the tax credits available to more people. Unless further action is taken, these expanded tax credits will expire at the end of this year, raising premiums for as many as 20 million Americans.

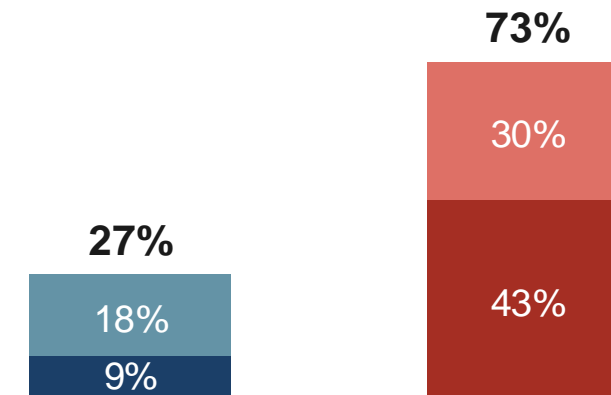
How important do you think it is for Congress to take action to continue these expanded tax credits for people who buy health insurance through the Affordable Care Act/Obamacare?

- Fairly important
- Very important
- Just somewhat important
- Not important



Do you approve or disapprove of increasing premiums for nearly 20 million Americans who get health insurance through the Affordable Care Act/Obamacare?

- Somewhat approve
- Strongly approve
- Somewhat disapprove
- Strongly disapprove



Democrats have the high side of contrasts on key issues (e.g., pre-ex and Medicare retirement age), but our messaging should ladder up to these three core contrasts:

Please indicate if you side more with the Republicans or the Democrats on the following item.

■ Side with GOP ■ Neither ■ Side with DEMS

Net Dem Advantage

Center-right voters Soft Trump voters

Republicans' priority on healthcare is to cut government spending in order to pay for tax cuts for billionaires and large corporations. **Democrats'** priority on healthcare is to lower costs and ensure access to affordable coverage.



+35

+53

Republican policies would raise the cost of healthcare for many Americans. **Democratic** policies are focused on lowering the cost of healthcare for working families and seniors.



+32

+48

Republicans side with the pharmaceutical industry and drug company CEOs. **Democrats** stand up to the pharmaceutical industry and drug company CEOs.



+34

+50

Most potent GOP vulnerabilities: Ending protections for pre-existing conditions and cutting healthcare to give tax cuts to the top.

Top 3 biggest concerns

		Movers %
End protections for people with pre-existing conditions	37%	40
Take coverage away from millions of Americans	34%	35
Cut government spending to pay for tax cuts for billionaires and large corps.	34%	37
Raise the cost of healthcare for many Americans	32%	35
Believe healthcare is a privilege, not a right	30%	31
Privatize Medicare	28%	26
Weaken and repeal the ACA, with no real plan to replace it	27%	18
Raise the age for Medicare	24%	30
Side with pharmaceutical industries and drug company CEOs	23%	23

Appendix

Appendix: How GOP policies were described

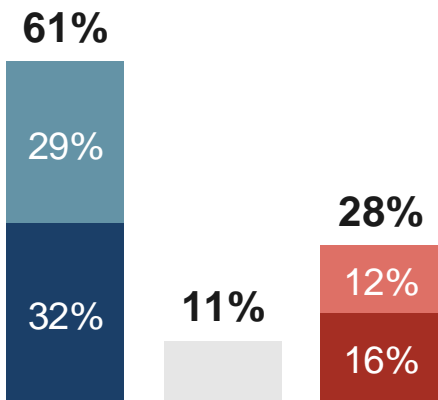
Ban Medicare from Negotiating	Ban Medicare from negotiating with drug companies for lower prices **
Cut Healthcare Funding	Make large cuts in funding for healthcare programs in order to offset the cost of large new tax cuts for the wealthy and large corporations
Separate High-risk/High-cost Pools	Require people with pre-existing medical conditions to get coverage through separate high-risk insurance pools with much higher premiums, instead of regular health insurance
Raise Medicare Age	Raise the age when people can become eligible for Medicare
Repeal Medicare Negotiating Power	Repeal the law that gives Medicare the power to negotiate with drug companies for lower prices *
Cut Medicaid Funding	Make major cuts in funding for Medicaid
Raise Premiums for ACA	Increase premiums for nearly 20 million Americans who get health insurance through the Affordable Care Act/Obamacare **
Raise Premiums for ACA– Tax Credits	Increase premiums for nearly 20 million Americans who get health insurance through the Affordable Care Act/Obamacare by refusing to renew the current tax credits *
Privatize Medicare	Privatize Medicare
Remove Caps for Medicare Seniors	Repeal the law that caps out-of-pocket drug costs for seniors with Medicare coverage to no more than \$2,000 per year
Reduce Medicaid Eligibility	Put new restrictions on Medicaid to reduce the number of people who are eligible for it
Repeal ACA	Repeal the Affordable Care Act (“Obamacare”)
Medicaid Work Requirement for Able-Bodied People	Take Medicaid coverage away from able-bodied individuals who do not meet a new work requirement **
Medicaid Work Requirements	Establish new work requirements for Medicaid *

Voters are favorable to both “the Affordable Care Act” and “Obamacare,” but “Obamacare” creates more partisan cues.

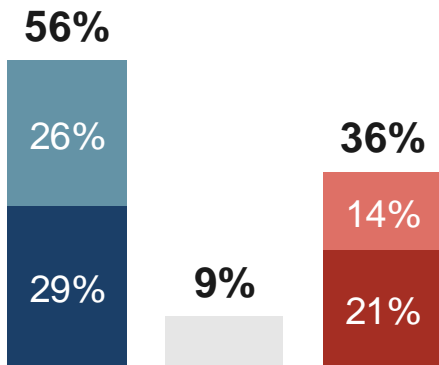
Please rate your opinion of _____.

■ Very favorable ■ Somewhat favorable ■ Can't rate/DK ■ Somewhat unfavorable ■ Very unfavorable

The Affordable Care Act*
(Asked of one-half of the sample)



Obamacare*
(Asked of one-half of the sample)



	The Affordable Care Act*			Obamacare*		
	Fav. %	NS %	Unfav. %	Fav. %	NS %	Unfav. %
Democrats	85	8	7	89	7	4
Republicans	39	14	48	25	10	65
Independents	66	14	20	42	12	46
White voters	58	10	32	48	9	43
Black voters	82	8	9	89	4	7
Hispanic voters	60	19	21	75	3	22

Large majorities side with Democrats over Republicans on key healthcare contrasts.

■ Side with GOP ■ Side with DEMS

Republicans would end protections for people with pre-existing conditions and force them into plans with much more expensive premiums and less coverage.



Democrats would maintain and strengthen the protections that prevent insurance companies for dropping coverage or raising premiums for people with pre-existing conditions.

Republicans' priority on healthcare is to cut government spending in order to pay for tax cuts for billionaires and large corporations.



Democrats' priority on healthcare is to lower costs and ensure access to affordable coverage.

Republican policies would raise the cost of healthcare for many Americans.



Democratic policies are focused on lowering the cost of healthcare for working families and seniors.

Republicans side with the pharmaceutical industry and drug company CEOs.



Democrats stand up to the pharmaceutical industry and drug company CEOs.

Republicans want to raise the age for Medicare and support cuts to Medicare.



Democrats oppose any cuts to Medicare and favor modernizing Medicare to cover hearing and vision care.

Republican policies would take coverage away from millions of Americans and increase the number of uninsured people.



Democratic policies have expanded the number of Americans with health insurance, with a smaller share of uninsured Americans than ever.

Republicans believe healthcare is a privilege, not a right.



Democrats believe healthcare is a right, not just a privilege.

Republicans want to weaken and repeal the Affordable Care Act, with no real plan to replace it.



Democrats want to strengthen and improve the Affordable Care Act.

Republicans want to privatize Medicare to reduce government spending and promote free-market competition.



Democrats oppose turning Medicare over to private insurance companies that might prioritize profits over patient care.

Voters across a wide range of subgroups have a positive view of Medicaid.

Please rate your opinion of Medicaid.

	Total Favorable %	Total Unfavorable%
Harris voters	85	7
Trump voters	67	21
White voters	73	16
Black voters	92	3
Hispanic voters	80	12
AAPI voters	75	9

Which one of the following statements do you think better describes Medicaid today, even if neither one is exactly right?

STATEMENT A: Medicaid is a costly welfare program that encourages people to be dependent on the government and is full of waste, fraud, and abuse.

STATEMENT B: Medicaid is an important source of health coverage for people who could not otherwise afford healthcare, including the elderly, children, people with disabilities, and workers who do not get insurance from their jobs.

	Agree Statement A %	Agree Statement B %
Harris voters	4	96
Trump voters	31	69
White voters	22	78
Black voters	2	98
Hispanic voters	8	92
AAPI voters	15	85