



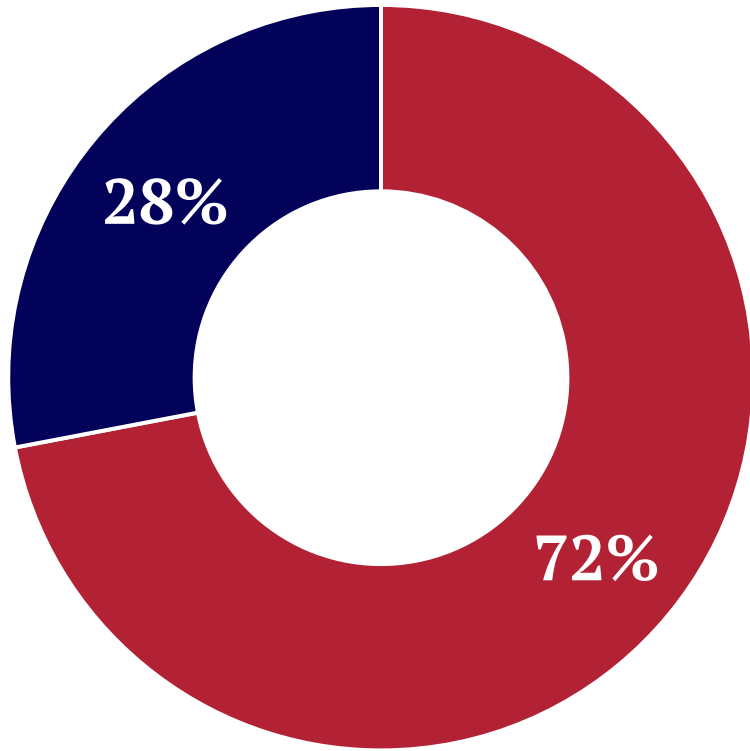
WHAT DO WE DO ABOUT  
HEALTH CARE?  
*VOTER PRIORITIES FOR REFORM*

 McLaughlin & Associates

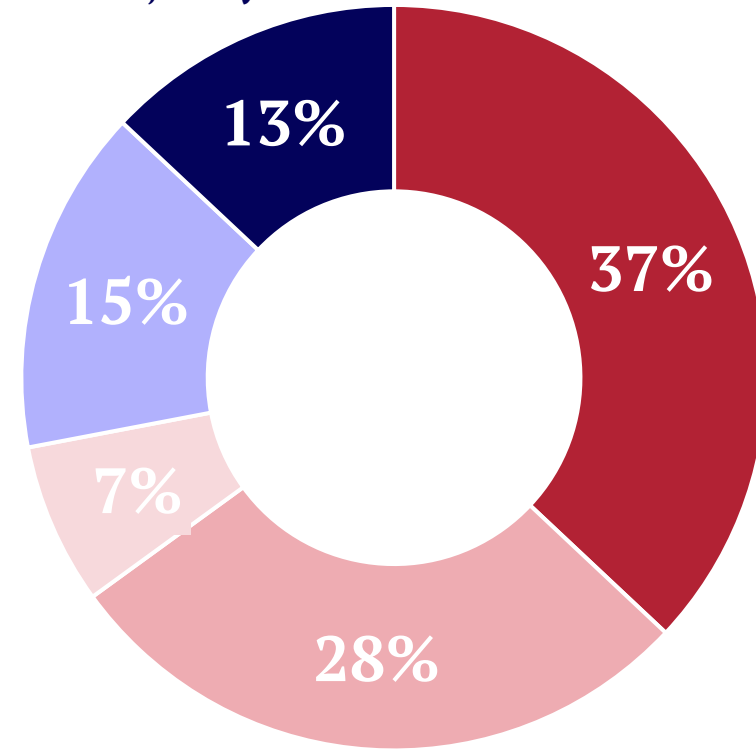


# VOTER UNIVERSE – JULY 13-16, 2023

Screener survey of 13 questions, asking respondents to rank agreement on 0-10 scale, identified 72% of American voters as part of America's New Majority.



■ New Majority      ■ Left Minority



■ 8-10 (All)  
■ 6-7 Filtered (minus def vote dem; prob vote dem & strong approve Biden)  
■ 0-5 Filtered (inc def, prob, or lean Republican; undecideds)  
■ 6-7 Remaining  
■ 0-5 Remaining



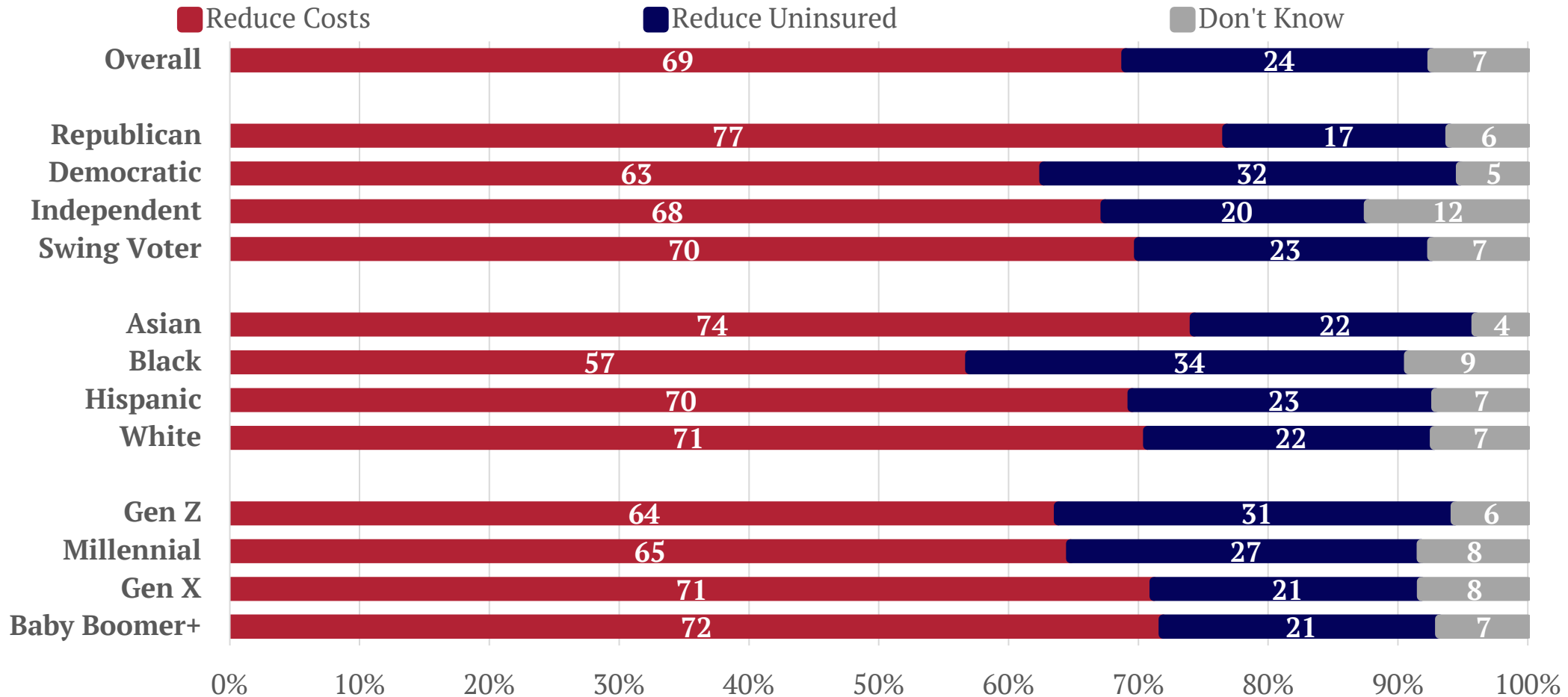
# KEY TAKEAWAYS

- Most voters want lawmakers to focus on lowering the cost of health care and coverage over increasing the number of services covered by insurance.
- However, far more prioritize increasing the number of services covered by health insurance over increasing the number of health insurance options from which to choose – a dynamic relevant to the debate over Short Term Limited Duration Health Plans.
  - More choices must be connected to affordability to be effective.
- Voters also want lawmakers to focus on affordability over reducing the number of Americans who are uninsured or with chronic disease.
- Republicans who focus on transparency and affordability in health care and improving the quality of treatment are preferred by voters over Democrats focusing on enrolling more people in government-run or taxpayer subsidized insurance and reducing Medicare spending on prescription drugs.

# ALL GROUPS OF VOTERS PRIORITIZE COST REDUCTION OVER REDUCING UNINSURED

“When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?”

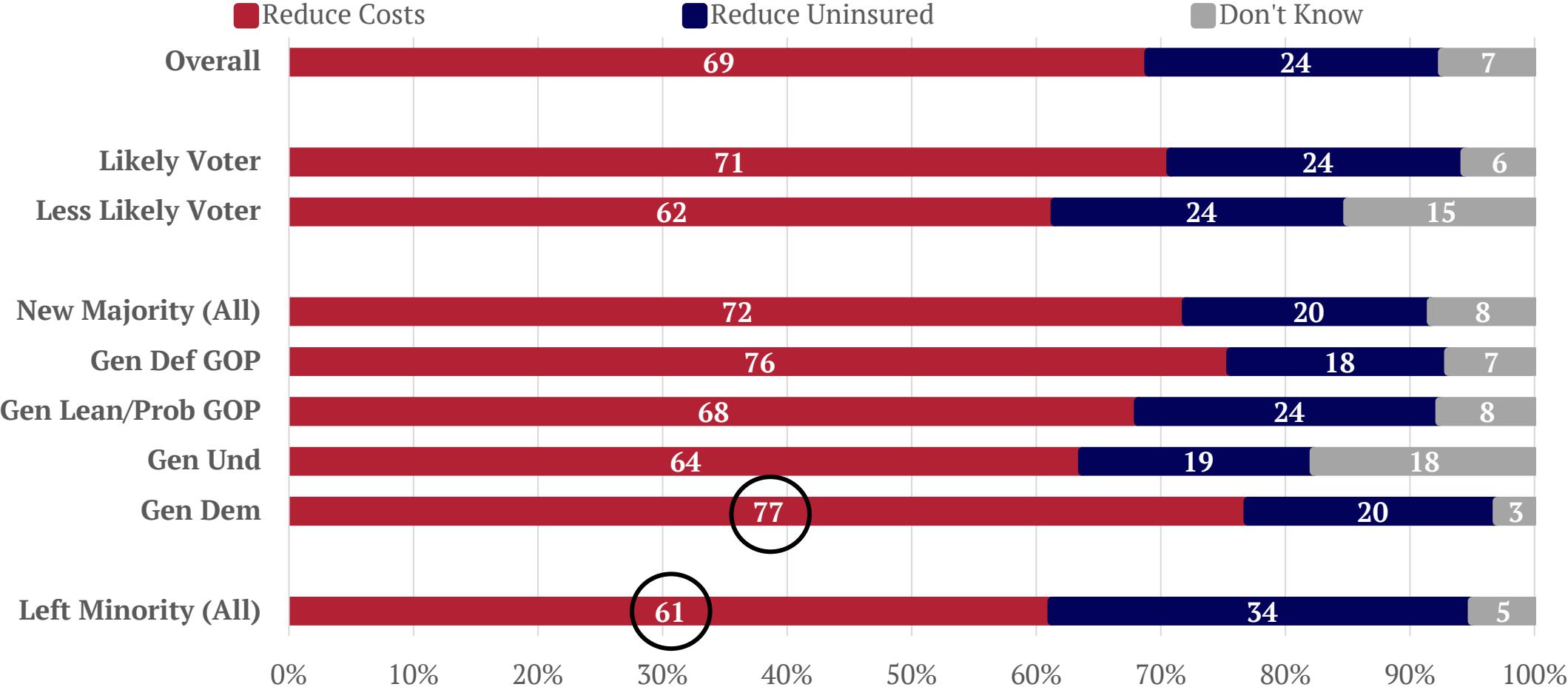
1. Reducing the cost of health care and coverage.
2. Reducing the number of uninsured Americans.



# NEW MAJORITY VOTERS PRIORITIZE LOWER COSTS – PARTICULARLY THOSE LEANING DEMOCRAT

“When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?”

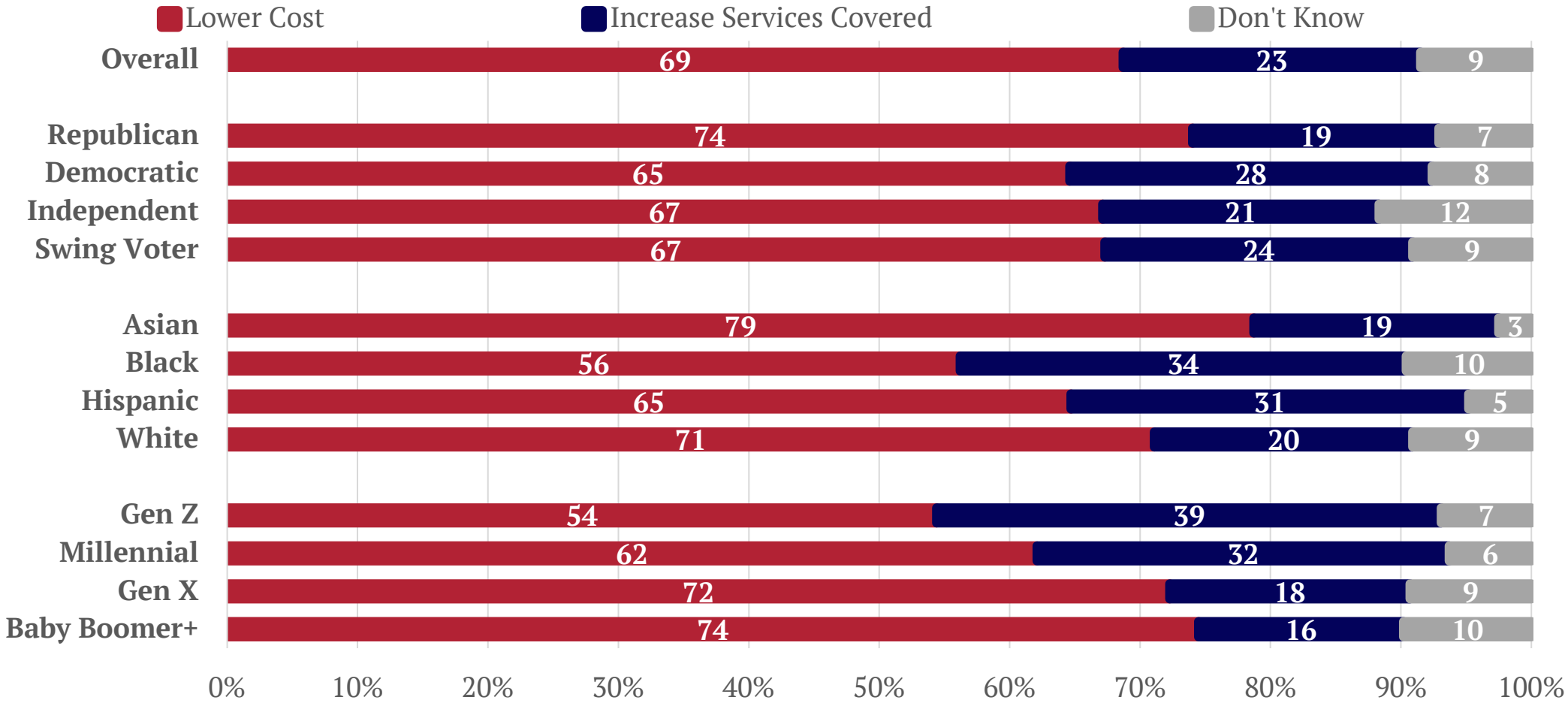
- 1. Reducing the cost of health care and coverage.
- 2. Reducing the number of uninsured Americans.



# REDUCING COST OF INSURANCE PRIORITIZED OVER INCREASING SERVICES COVERED BY INSURANCE

When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?

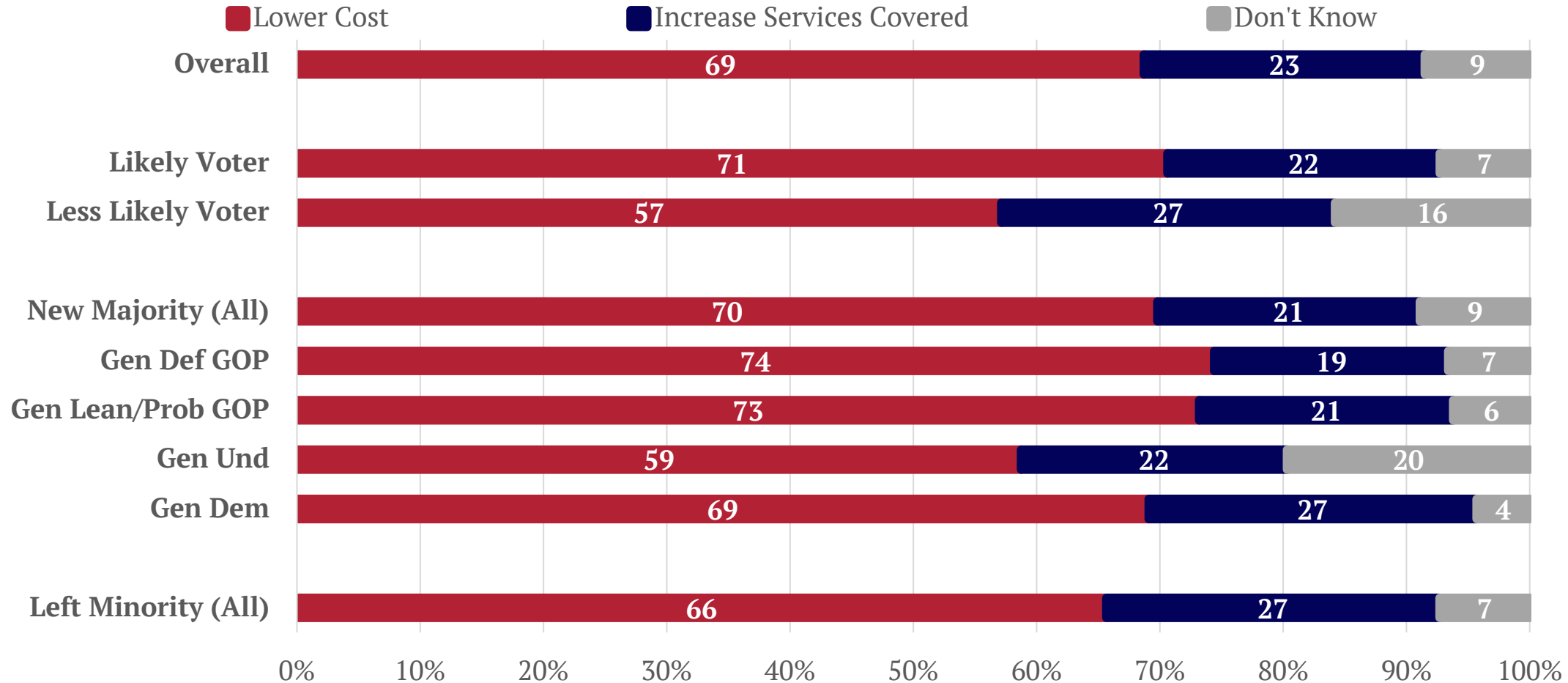
1. Lowering the cost of health insurance.
2. Increasing the number of services covered by health insurance.



# NEW MAJORITY VOTERS ALSO PRIORITIZE LOWERING THE COST OF INSURANCE

When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?

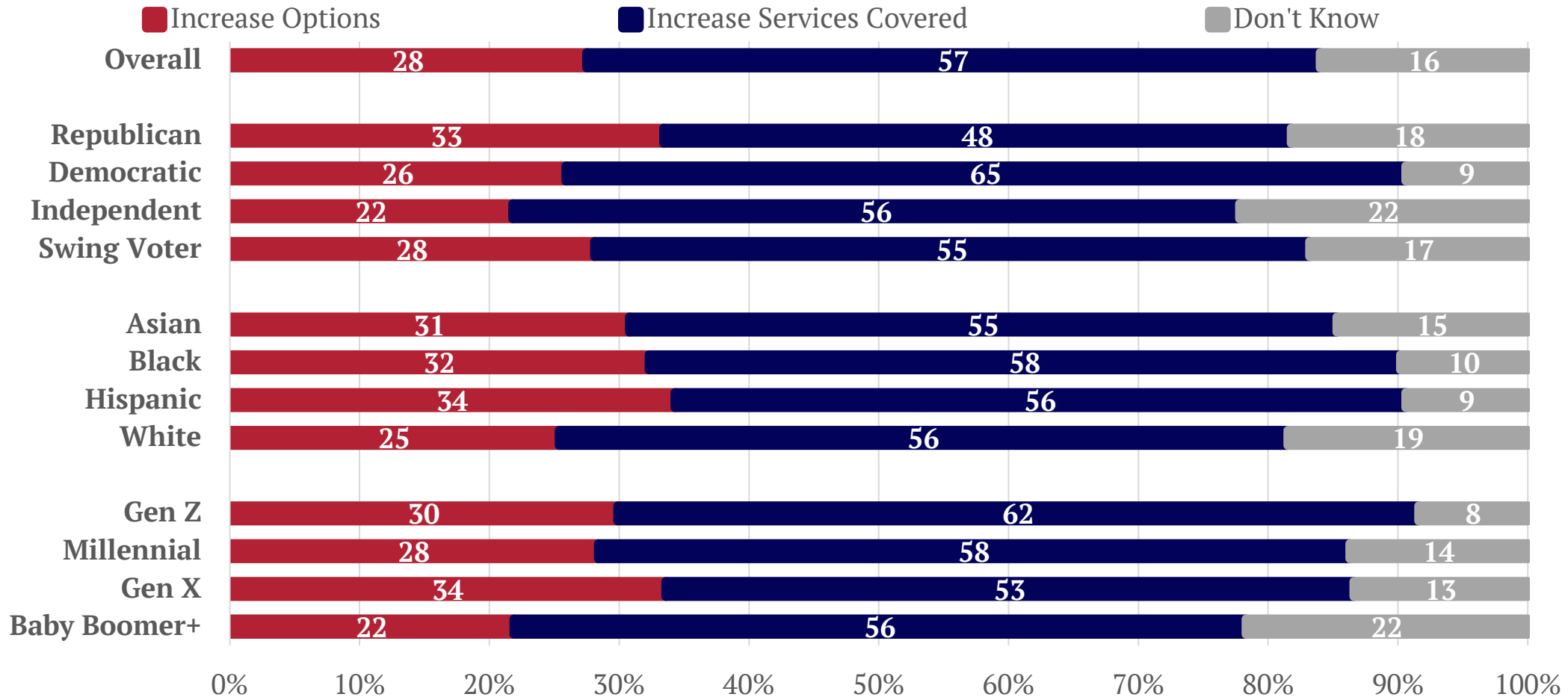
1. Lowering the cost of health insurance.
2. Increasing the number of services covered by health insurance.



# INCREASING CHOICES IN HEALTH INSURANCE NOT A HIGH PRIORITY

“When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?”

1. Increasing the number of health insurance options to choose from.
2. Increasing the number of health care services covered by insurance.

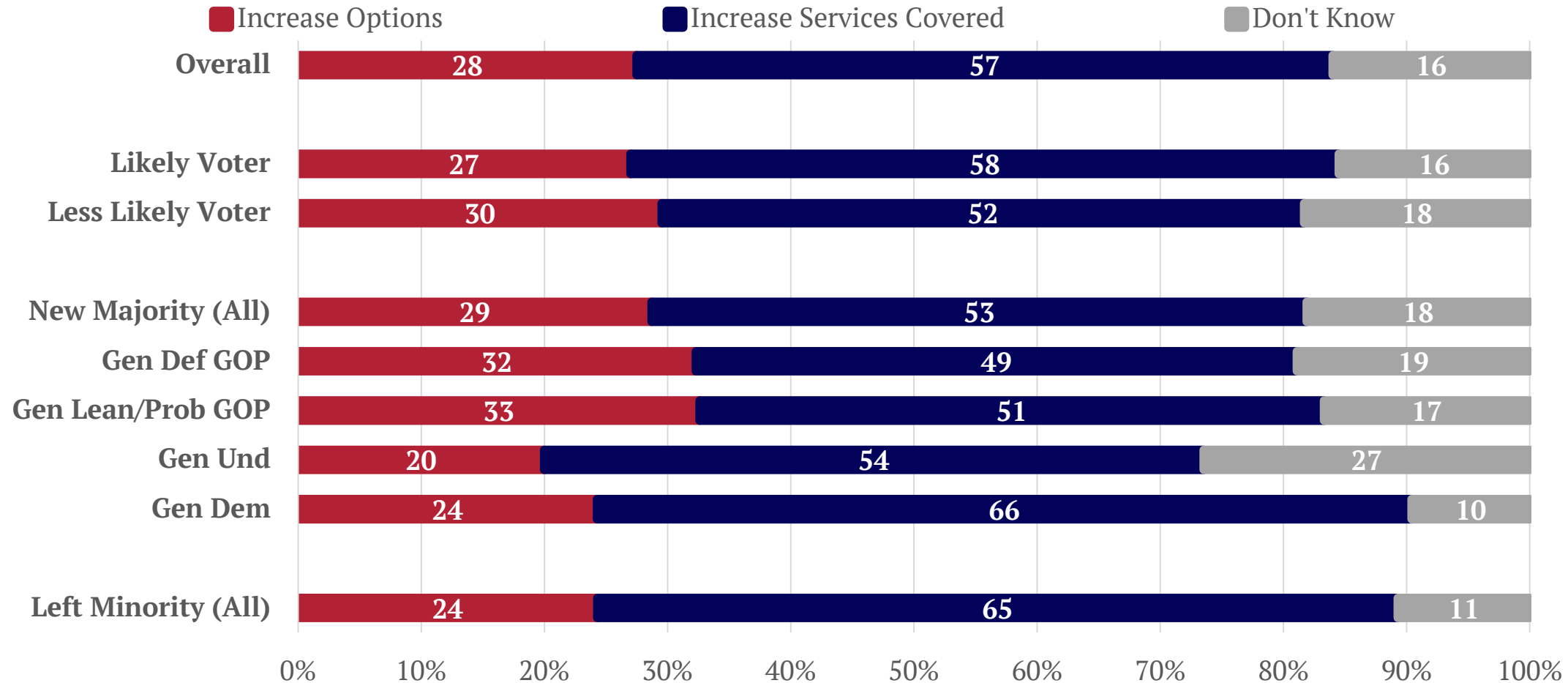




# MORE CHOICES OF INSURANCE MUST BE CONNECTED TO LOWER COSTS TO BE EFFECTIVE

“When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?”

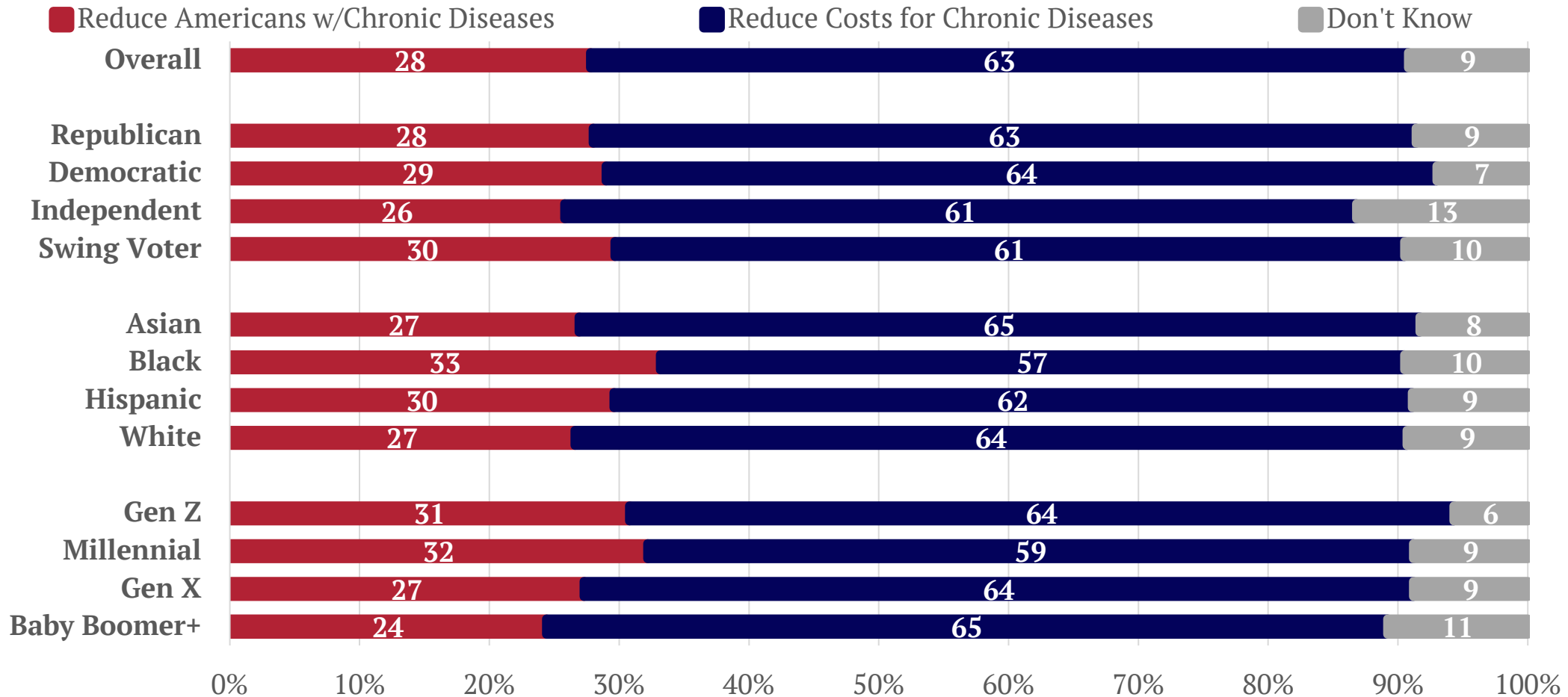
1. Increasing the number of health insurance options to choose from.
2. Increasing the number of health care services covered by insurance.



# VOTERS PRIORITIZE REDUCING COST OF TREATMENT OVER REDUCING DISEASE

“When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?”

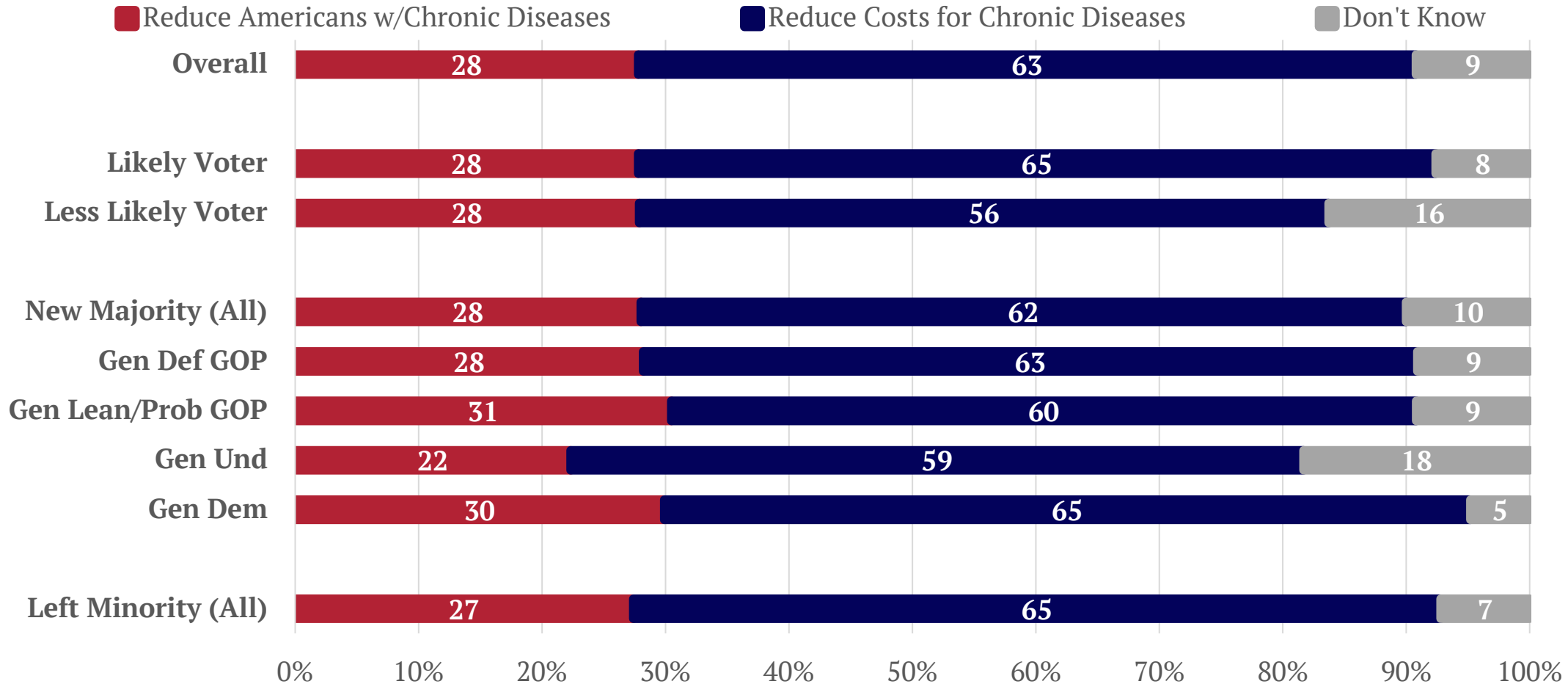
1. Reducing the number of Americans with chronic diseases.
2. Reducing the cost of treatment for chronic diseases.



# VOTERS IN NEW MAJORITY MATCH ALL VOTERS IN FOCUS ON REDUCING COST OF TREATMENT

“When it comes to health care, which do you believe is more important for lawmakers in Washington, DC to focus on?”

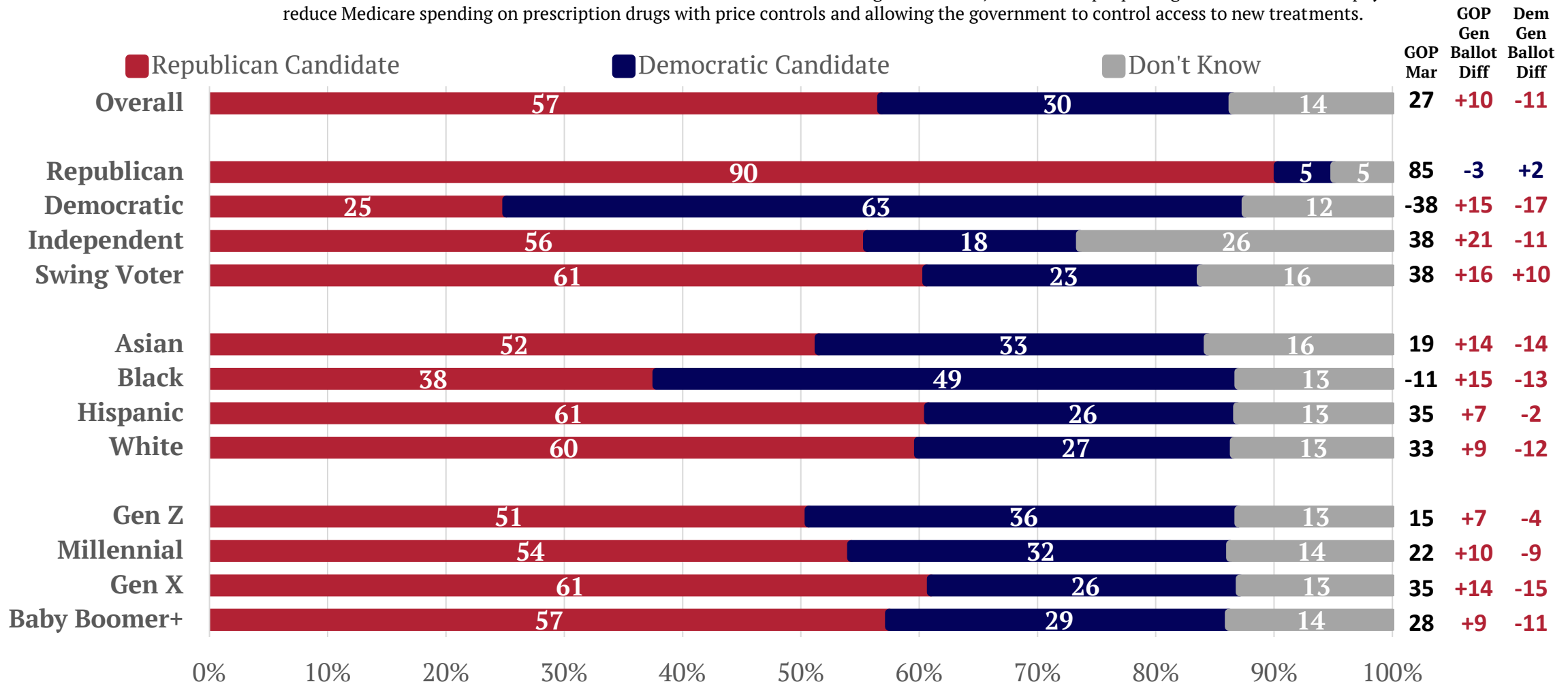
1. Reducing the number of Americans with chronic diseases.
2. Reducing the cost of treatment for chronic diseases.



# REPUBLICAN WITH HEALTH PLAN FOCUSED ON LOWERING COSTS GAINS 10 POINTS

“Which candidate for Congress would you be more likely to support?”

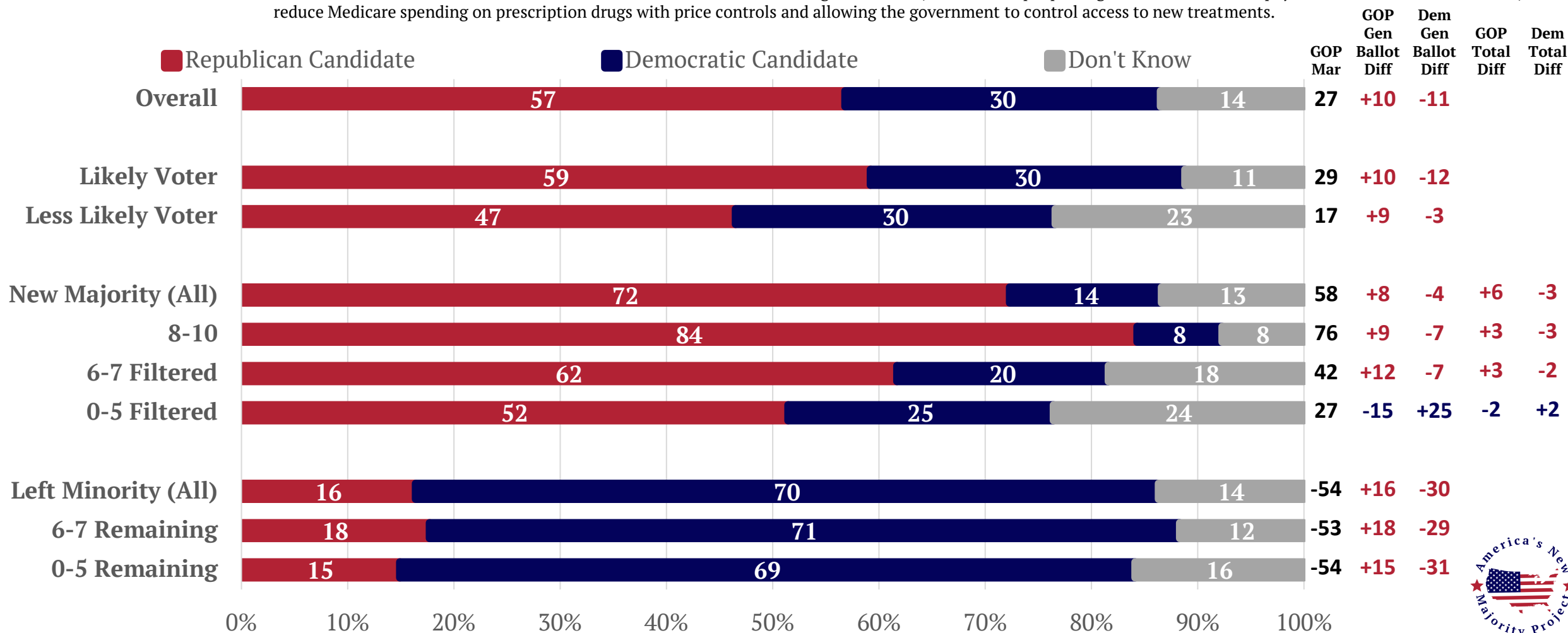
1. A Republican candidate who wants to give patients more affordable and flexible health coverage options, increase price transparency throughout the healthcare system so patients can shop to save money and avoid surprise bills, and reduce chronic disease in America through improved treatment and a focus on prevention.
2. A Democratic candidate who wants to limit the sale of health insurance that doesn't meet Obamacare coverage minimums, enroll more people in government run or taxpayer subsidized health insurance, and reduce Medicare spending on prescription drugs with price controls and allowing the government to control access to new treatments.



# 8-POINT GAIN AMONG NEW MAJORITY FOR GOP CANDIDATE WITH HEALTH PLAN

“Which candidate for Congress would you be more likely to support?”

1. A Republican candidate who wants to give patients more affordable and flexible health coverage options, increase price transparency throughout the healthcare system so patients can shop to save money and avoid surprise bills, and reduce chronic disease in America through improved treatment and a focus on prevention.
2. A Democratic candidate who wants to limit the sale of health insurance that doesn't meet Obamacare coverage minimums, enroll more people in government run or taxpayer subsidized health insurance, and reduce Medicare spending on prescription drugs with price controls and allowing the government to control access to new treatments.



# RELATED REPORTS




**LEGISLATION TO INCREASE  
TRANSPARENCY AND  
COMPETITION IN HEALTH CARE**

McLaughlin & Associates 



August 2022

**Treated Equal**  
Understanding Voter Priorities For Making Health Care Work in America



**Top Priorities for  
Health Care  
Reform**

January 2, 2023

Large, bipartisan majorities support health care price transparency and increased access to mental health care.

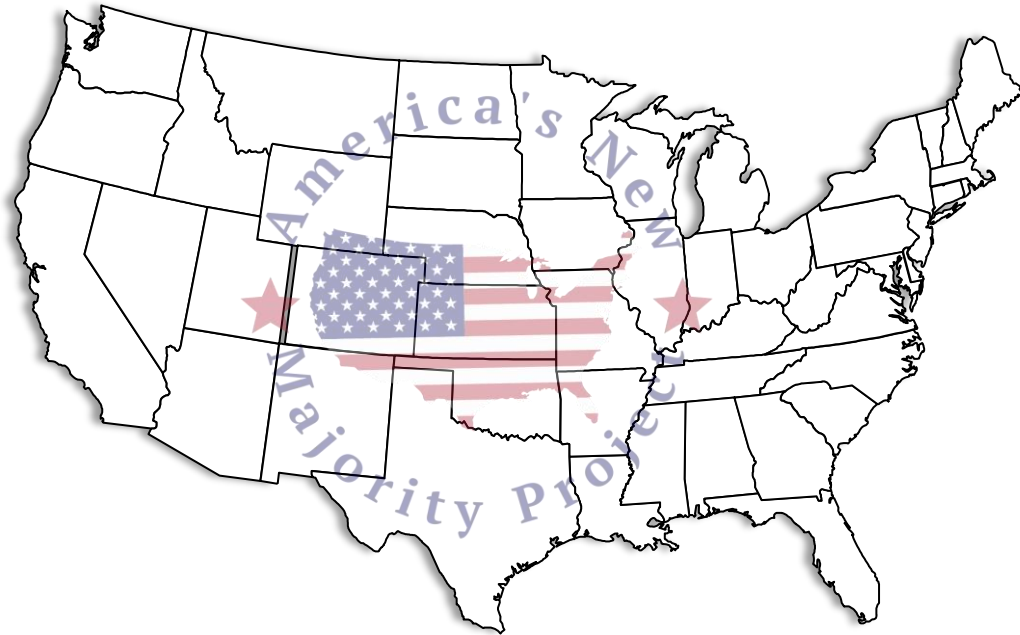


# Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between July 13-16, 2023.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 registered voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

18-29	15%
30-40	17%
41-55	25%
56-65	19%
66+	24%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

Less/4yr College	65%
Bachelor's/P.G	35%

