



# Healthcare Costs and Consumer Empowerment

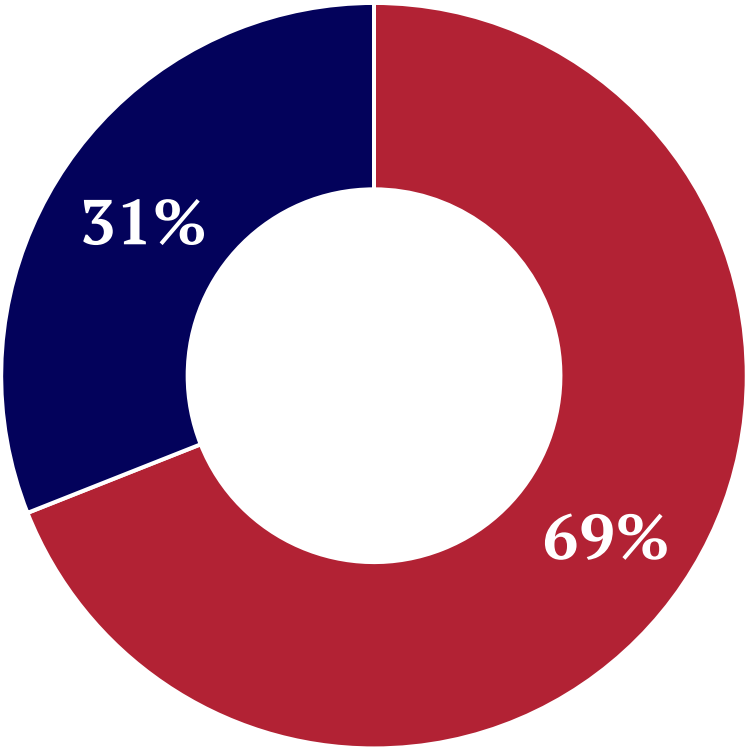
 McLaughlin & Associates



# KEY TAKEAWAYS

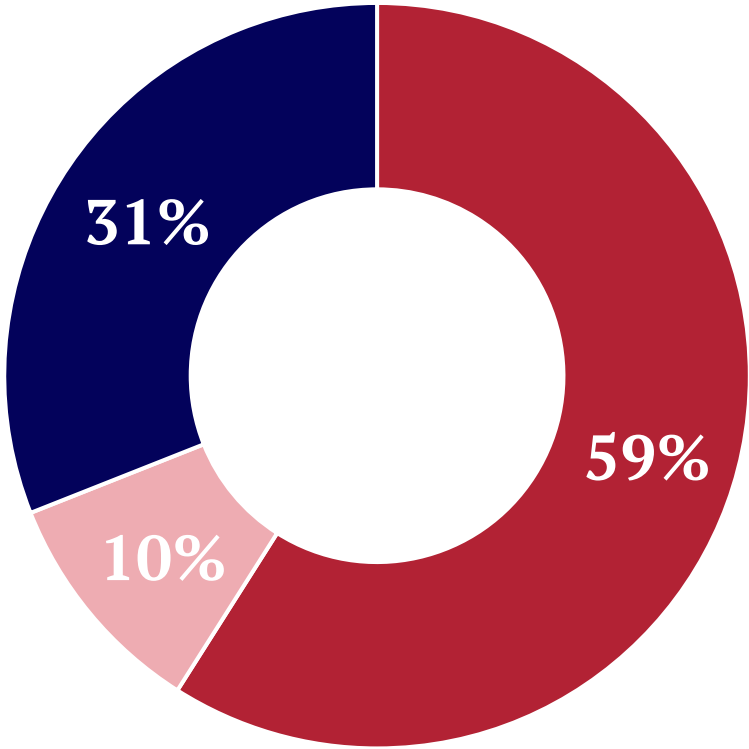
- 76% of voters say healthcare costs are on the wrong track.
- 93% say it is important to have clear, upfront prices for healthcare services, including any fees not covered by insurance. 84% support requiring providers to give patients this information.
- 70% support universal access to Health Savings Accounts.
- 55% support redirecting Obamacare subsidies directly to patients rather than insurers.

# VOTER UNIVERSE – February 6-11, 2026



■ New Majority

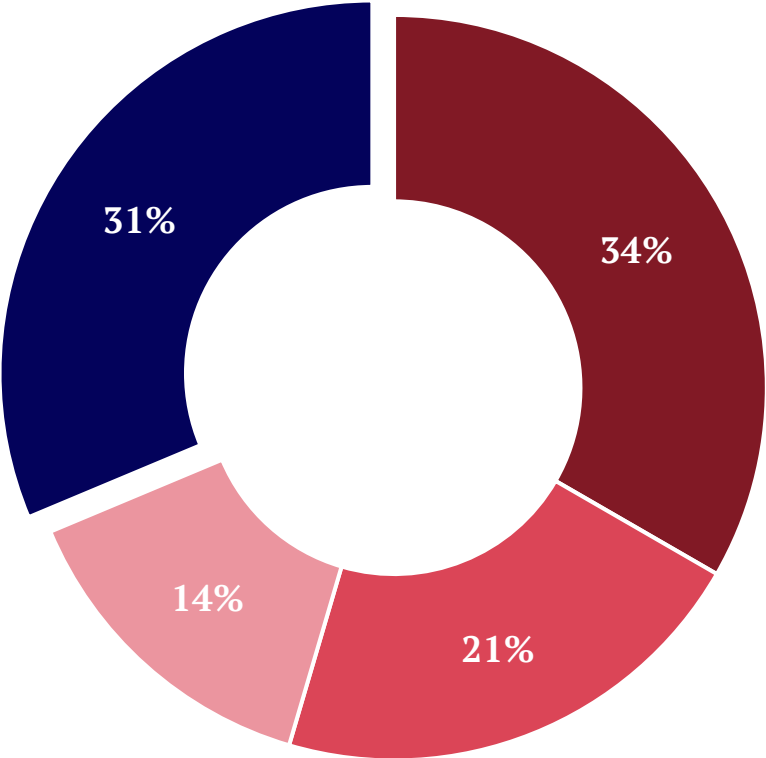
■ Left Minority



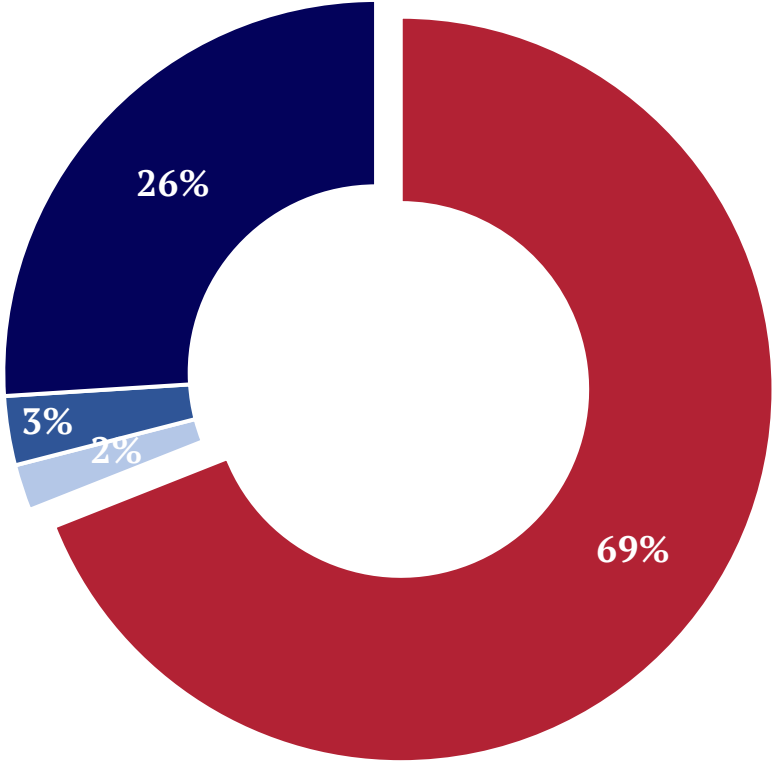
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored between 0 and 5.4 AND those who scored between 5.5 and 7.4 who are probably or definitely voting DEM in 2026)



# VOTER UNIVERSE – February 6-11, 2026



- New Majority definitely or probably voting GOP in 2026
- New Majority who are undecided or leaning in 2026
- New Majority who are probably or definitely voting Dem in 2026
- Left Minority



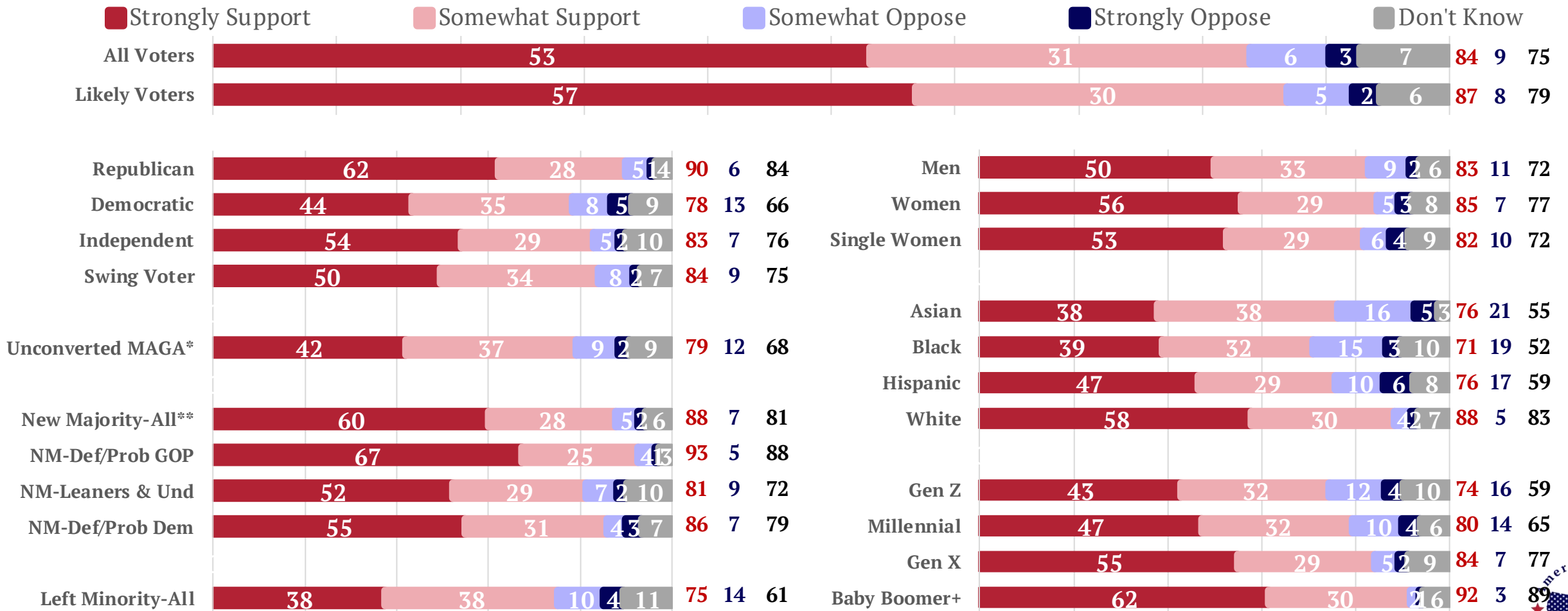
- New Majority
- Left Minority who are definitely or probably voting GOP in 2026
- Left Minority who are undecided or leaning in 2026
- Left Minority who are probably or definitely voting Dem in 2026



# Price Transparency-84% of Voter Support It

62% OF REPUBLICANS, 44% OF DEMOCRATS AND 54% OF INDEPENDENTS STRONGLY SUPPORT

A proposal has been made to require all healthcare providers to provide patients clear, upfront prices for all healthcare services, including any fees not covered by a patient's insurance. Do you support or oppose this proposal?



\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.

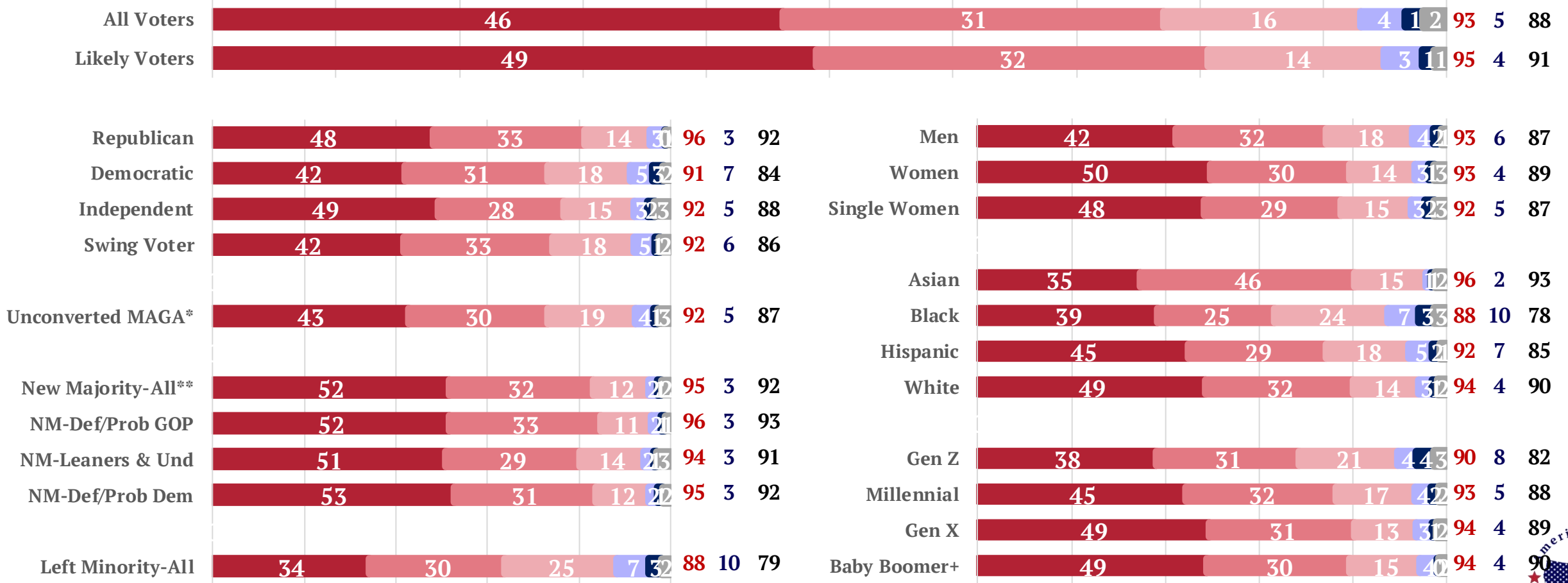


# Near Universal Belief in Importance of Upfront Pricing

48% OF REPUBLICAN, 42% OF DEMOCRATS AND 49% OF INDEPENDENTS SAY IT'S EXTREMELY IMPORTANT

How important is it to you to have clear upfront prices for healthcare services, including any fees not covered by your insurance?

Extremely Important Very Important Somewhat Important Not Too Important Not At All Important Don't Know



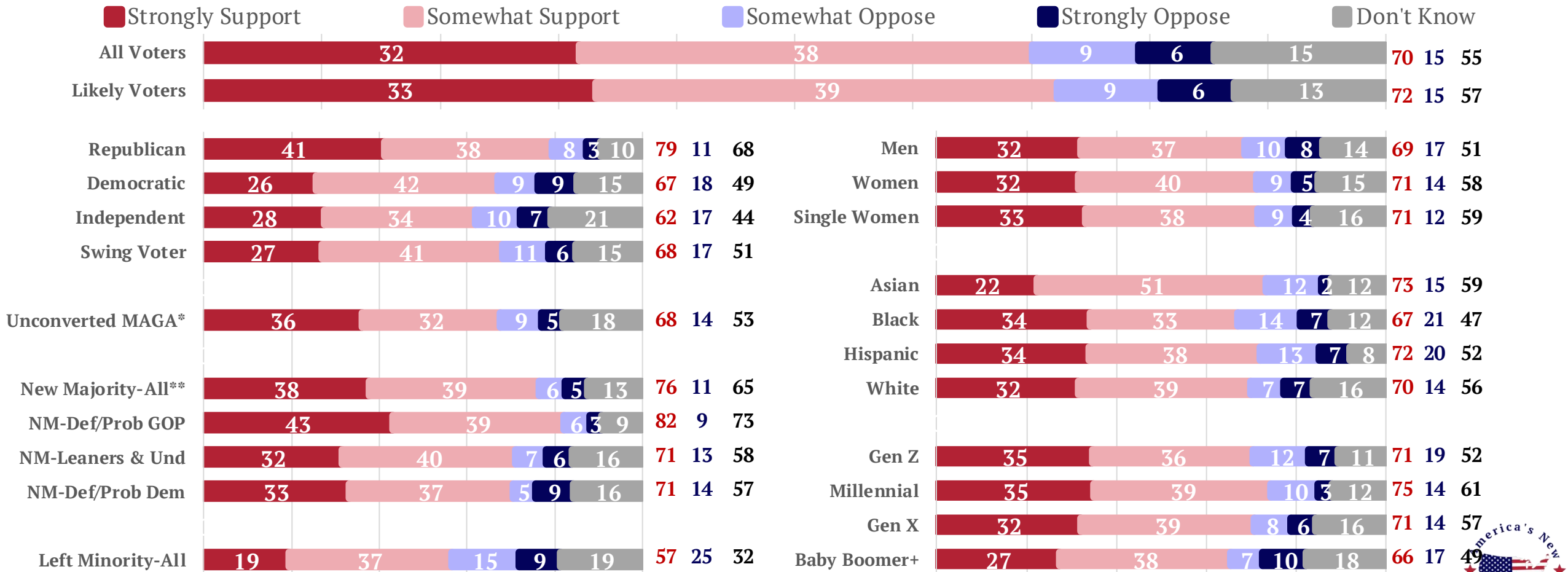
\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.



# 70% Support Universal HSA Access

REPUBLICANS (79%), DEMOCRATS (67%), AND INDEPENDENTS (62%) SUPPORT GIVING EVERY AMERICAN ACCESS TO A HEALTH SAVINGS ACCOUNT

A proposal has been made that would give every American access to a Health Savings Account (HSA) that allows you to save and invest money tax free, roll it over year after year – so it's yours for life, and use it for medical expenses. Currently, only people who sign up for a high-deductible health insurance plan qualify for these accounts. Do you support or oppose giving every American access to a Health Savings Account (HSA)?



\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.

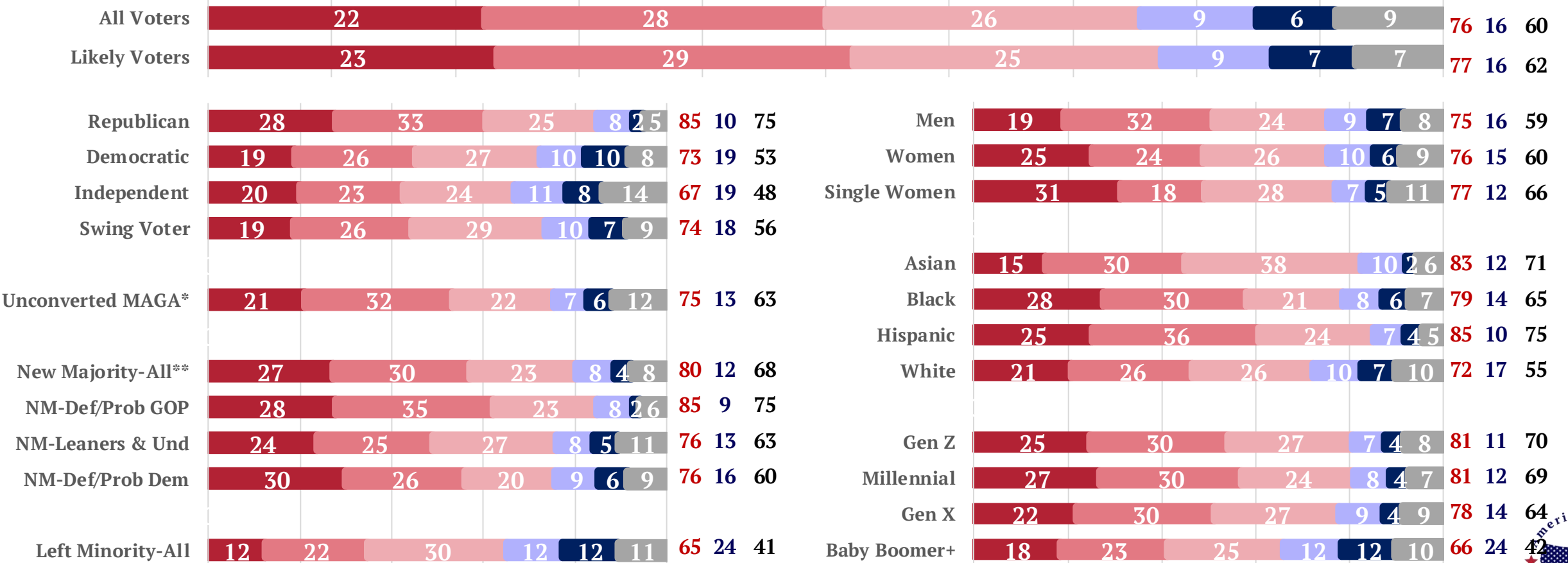


# 3 in 4 Voters Call Universal HSA Access Important

## 81% OF GEN Z AND MILLENNIALS CALL IT IMPORTANT

How important is it to you that every American have access to a Health Savings Account (HSA) that allows you to save and invest the money tax-free, roll it over year after year – so it's yours for life, and use it for medical expenses?

■ Extremely Important   
 ■ Very Important   
 ■ Somewhat Important   
 ■ Not Too Important   
 ■ Not At All Important   
 ■ Don't Know

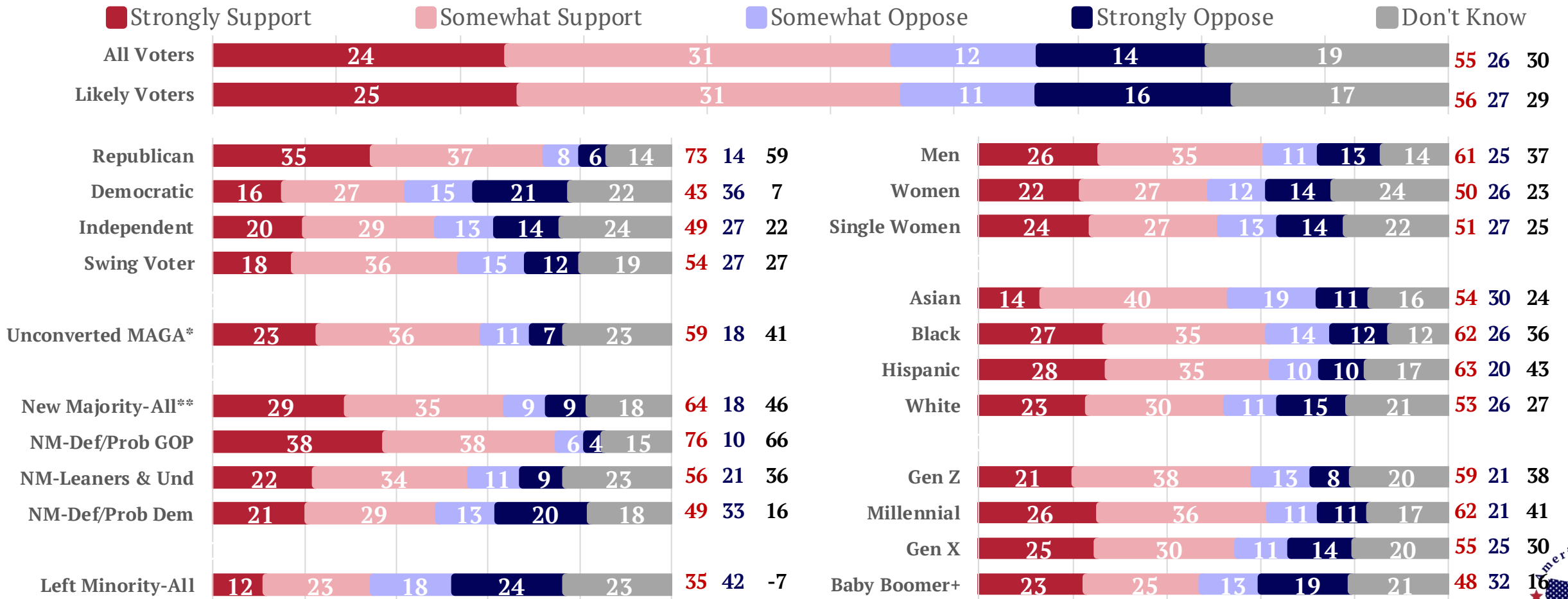


\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.



# Cut Out the Middleman-55% of Voters Want Healthcare Dollars Sent Directly to Them

A proposal has been made to change the way the government provides subsidies under the Affordable Care Act (“Obamacare”). Instead of sending subsidies directly to qualifying insurance companies to lower premiums for eligible Americans, the proposal would send subsidies directly to eligible Americans to buy the health care and coverage of their choice. Do you support or oppose this proposal? Split – Sample Question (N=1,000)



\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See “Voter Universe” Slide 4.



# When Given Control Over Healthcare Dollars More Voters Choose to Save

If you had control over your healthcare dollars through direct subsidies and a Health Savings Account (HSA), which would you prefer to do?

1. Purchase comprehensive insurance coverage
2. Purchase catastrophic coverage and save the rest
3. Pay for routine care out-of-pocket and insure only against major expenses
4. Save or invest most of it and use as needed for healthcare

Sample Question (N=1,000)

	All Voters	Likely Voters		GOP	DEM	IND	Swing Voter		Unconverted MAGA*		New Majority All**	NM Def/Prob GOP	NM Leaners/Und	NM Def/Prob DEM		Left Minority
Save or Invest It	33	35		38	31	31	31		29		37	39	35	35		25
Comprehensive Insurance	25	26		22	28	24	24		24		22	22	22	23		30
Routine Care	15	15		18	13	14	16		17		15	17	12	15		15
Catastrophic Coverage	7	6		7	8	4	8		7		6	6	6	5		8
Don't Know	21	17		15	21	27	21		22		20	16	25	23		22

	Men	Women	Single Women		Asian	Black	Hispanic	White		Gen Z	Millennial	Gen X	Baby Boomers+
Save or Invest It	32	34	37		42	27	37	33		32	39	33	29
Comprehensive Insurance	25	24	22		17	26	20	26		22	20	23	32
Routine Care	17	13	14		23	17	16	14		16	16	16	13
Catastrophic Coverage	8	6	8		3	15	14	4		13	12	4	2
Don't Know	18	23	19		16	16	13	23		17	14	24	24

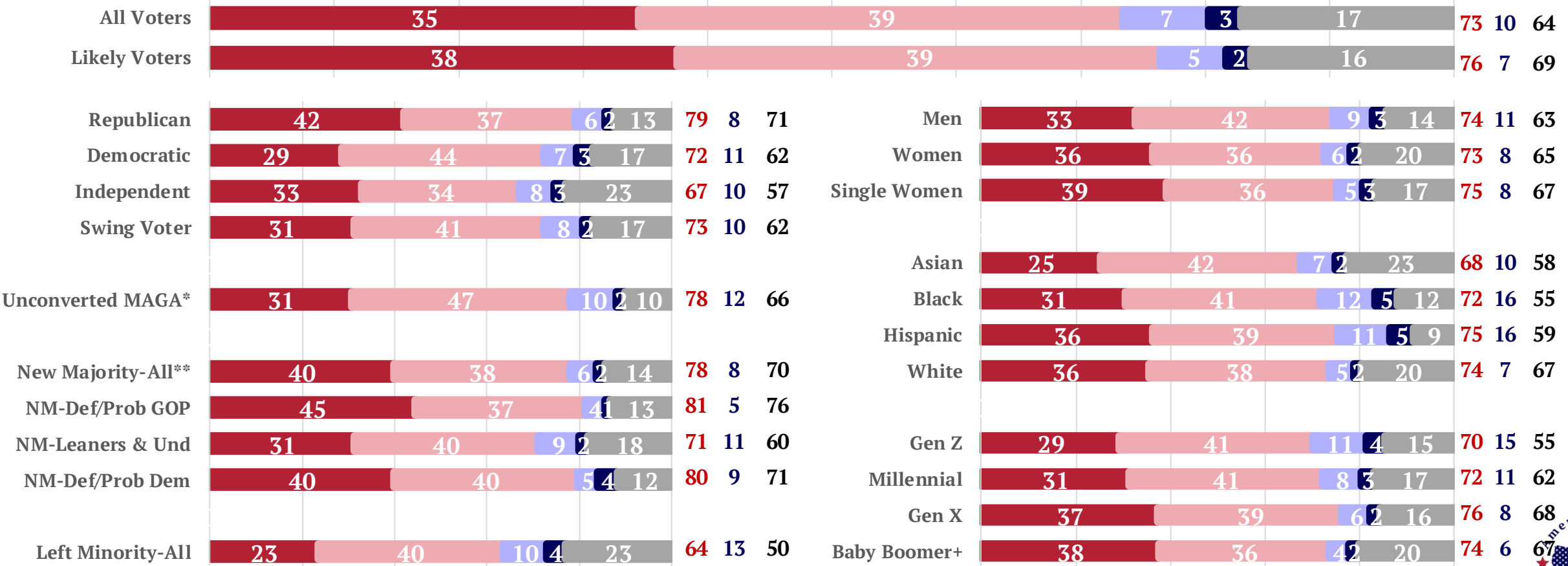
\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.



# When Voters Control the Money, Transparency Becomes Even More Important

If the proposals to give every American access to a Health Savings Account (HSA) and send Obamacare subsidies directly to qualifying Americans were to be enacted, how much more important is it for the proposal to require all healthcare providers to provide patients clear, upfront prices for all healthcare services, including any fees not covered by a patient's insurance, be enacted as well? Sample Question (N=1,000)

■ Much More Important    
 ■ Somewhat More Important    
 ■ Somewhat Less Important    
 ■ Much Less Important    
 ■ Don't Know



\*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. \*\*New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.

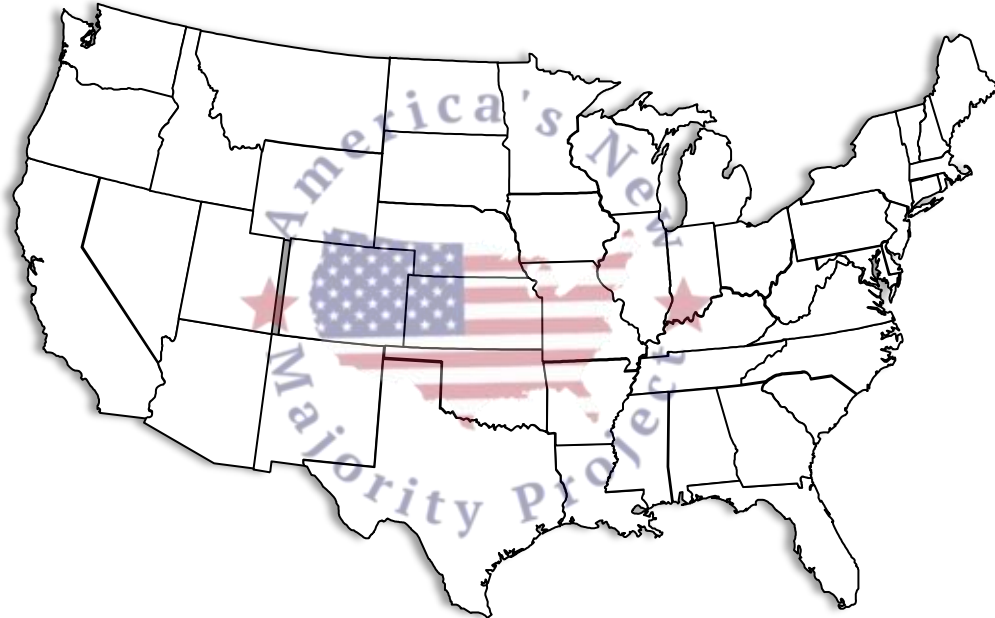


# Methodology

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 February 6-11, 2026.

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	16%
30-40	17%
41-55	25%
56-65	19%
66+	23%

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

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

Less/4yr College	66%
Bachelor's/P.G.	34%

