



Voter Vitals: September 2024 Battleground Edition

Key findings from our tracking survey of likely voters nationwide and in key 2024 battleground states on health care

September 2024

Methodology

Public Opinion Survey

- N=2,000 U.S. likely voters nationwide plus oversamples of 600 likely voters in the battleground states of AZ, GA, MI, PA, and WI
- Balanced to national and state demographics by gender, age, race, income, political ideology, and health coverage
- Conducted by LSG online September 4-13, 2024
- MOE: +/-2%

5,000

TOTAL RESPONDENTS

+/- 2%

U.S. VOTER MARGIN OF ERROR



Summary of Key Findings

- 1 A majority (53%) are **SATISFIED** with our health insurance system overall, and satisfaction with individual plans is **HIGH** nationally (75%) and across battleground states (73-77%).
- 2 Most voters (52%) trust the **FREE MARKET** more than the federal government to manage health care – especially in battleground states: PA (59%), AZ (58%), GA (58%), MI (57%), and WI (54%).
- 3 **BUILDING ON** our current system earns much more support nationally (71%) and in battleground states (70-80%) than creating a new government-run health insurance system like the public option.
- 4 A majority of likely voters continue to be **UNWILLING** to pay any more for health care (77%) or in taxes (71%) to fund the creation of a public option.
- 5 Most voters nationally (54%) and in battleground states (53-59%) would be **LESS likely** to vote for a lawmaker who supports creating a new government-run health insurance system.



Health care is NOT a top issue in battleground states – trailing inflation, immigration, and the economy

Which of the following issues are MOST important for lawmakers in Washington D.C. to address? (COMBINED CHOICE – TOP THREE)

	U.S.	AZ	GA	MI	PA	WI
Inflation and rising cost of living	49%	52%	52%	52%	51%	52%
The economy	40%	39%	42%	37%	41%	39%
Immigration	31%	43%	28%	30%	35%	30%
Health care	23%	20%	23%	23%	19%	26%
Abortion	22%	26%	19%	26%	24%	24%
Gun policy	18%	15%	19%	18%	16%	17%
Crime and public safety	18%	14%	19%	18%	18%	14%
Voting rights/protecting democracy	14%	17%	14%	13%	14%	16%
The environment	13%	12%	11%	12%	15%	12%
Taxes	13%	10%	15%	13%	12%	16%
National security/foreign policy	13%	13%	13%	18%	14%	14%
Income and wealth inequality	13%	12%	14%	12%	12%	14%

COLUMN KEY:

U.S.: n=2,000 likely voters nationwide

AZ: n=655 likely voters from Arizona

GA: n=673 likely voters from Georgia

MI: n=665 likely voters from Michigan

PA: n=679 likely voters from Pennsylvania

WI: n=631 likely voters from Wisconsin



Health care is NOT a top issue nationally – even among Democrats

Which of the following issues are MOST important for lawmakers in Washington D.C. to address? (COMBINED CHOICE – TOP THREE)

	U.S.	DEM	SWING	GOP
Inflation and rising cost of living	49%	40%	52%	58%
The economy	40%	31%	42%	50%
Immigration	31%	14%	31%	52%
Health care	23%	30%	21%	16%
Abortion	22%	32%	20%	10%
Gun policy	18%	27%	19%	6%
Crime and public safety	18%	13%	17%	24%
Voting rights/protecting democracy	14%	21%	11%	6%
The environment	13%	20%	13%	6%
Taxes	13%	10%	14%	17%
National security/foreign policy	13%	8%	13%	22%
Income and wealth inequality	13%	18%	14%	6%

COLUMN KEY:

U.S.: n=2,000 likely voters nationwide

DEM: n=842 Democratic likely voters nationwide

SWING: n=526 Swing likely voters nationwide

GOP: n=632 Republican likely voters nationwide



Trade/tariff policies, energy, financial regulation, and infrastructure rank among the least important issues to address

Which of the following issues do you believe are MOST important for lawmakers in Washington D.C. to address? (COMBINED CHOICE – TOP THREE)

	U.S.	AZ	GA	MI	PA	WI
Education	9%	7%	8%	8%	7%	7%
Social justice	6%	3%	5%	4%	5%	4%
Judges and the judiciary	5%	6%	5%	5%	5%	4%
Infrastructure	4%	5%	4%	5%	3%	4%
Financial regulation	4%	3%	3%	3%	3%	2%
Energy	4%	4%	4%	3%	4%	4%
Trade and tariff policies	1%	1%	3%	1%	2%	2%



Lowering costs is the MOST important priority to improve America's health care system – especially in WI and AZ

Which of the following is the MOST important priority to improve the U.S. health care system? (COMBINED CHOICE – TOP TWO)

	U.S.	AZ	GA	MI	PA	WI
Bring down health care costs	71%	76%	71%	72%	74%	77%
Improve the quality of care	37%	37%	35%	34%	36%	34%
Make health care simpler	28%	27%	29%	28%	30%	29%
Expand coverage to the uninsured	27%	23%	30%	32%	22%	25%
Give consumers more choice and control	26%	25%	22%	20%	25%	24%
Drive medical innovation and breakthroughs	11%	11%	13%	14%	14%	12%



Satisfaction with our health insurance system and individual plans is **SIGNIFICANT** across battleground states

When considering all of the different health insurance coverage options available to Americans, including employer-provided coverage, Medicare, Medicaid, and plans available to purchase on a state's marketplace exchange, how satisfied or dissatisfied are you with **America's health insurance system overall?**

	U.S.	AZ	GA	MI	PA	WI
SATISFIED (NET)	53%	49%	48%	49%	48%	46%
NEITHER	11%	11%	12%	12%	15%	11%
DISSATISFIED (NET)	36%	40%	39%	39%	26%	43%

How satisfied or dissatisfied are you with **your current health insurance plan**, the coverage you have today?

	U.S.	AZ	GA	MI	PA	WI
SATISFIED (NET)	75%	74%	73%	74%	77%	73%
NEITHER	7%	8%	9%	8%	8%	8%
DISSATISFIED (NET)	17%	18%	18%	19%	14%	19%



Most voters nationally are **SATISFIED** with our health insurance system and their coverage – including a majority of Democrats

When considering all of the different health insurance coverage options available to Americans, including employer-provided coverage, Medicare, Medicaid, and plans available to purchase on a state’s marketplace exchange, how satisfied or dissatisfied are you with **America’s health insurance system overall?**

	U.S.	DEM	SWING	GOP
SATISFIED (NET)	53% (+3%)	52% (+5%)	48% (+2%)	58% (+2%)
NEITHER	11% (-3%)	8% (-6%)	13% (0%)	13% (-1%)
DISSATISFIED (NET)	36% (-1%)	40% (+1%)	39% (-1%)	29% (-2%)

How satisfied or dissatisfied are you with **your current health insurance plan**, the coverage you have today?

	U.S.	DEM	SWING	GOP
SATISFIED (NET)	75% (0%)	75% (-2%)	72% (+3%)	78% (0%)
NEITHER	7% (-3%)	8% (-1%)	8% (-4%)	7% (-3%)
DISSATISFIED (NET)	17% (+2%)	17% (+3%)	20% (+1%)	15% (+3%)



*Results in parenthesis tracks the change in public opinion from February 2024 to September 2024

Most trust the FREE MARKET more than the federal government to manage health care – especially in battleground states

Which do you trust MORE to effectively manage health care for Americans?

	U.S.	AZ	GA	MI	PA	WI
Free market	52%	58%	58%	57%	59%	54%
Federal government	48%	42%	42%	43%	41%	46%



Most swing and Republican voters trust the FREE MARKET more, while Democrats trust the federal government more

Which do you trust MORE to effectively manage health care for Americans?

	U.S.	DEM	SWING	GOP
Free market	52%	36%	57%	71%
Federal government	48%	64%	43%	29%



Most battleground state voters do NOT trust lawmakers to design and manage an effective health plan

Do you trust or distrust lawmakers in Washington D.C. to design and manage an effective health insurance plan that meets the needs of all Americans?

	U.S.	AZ	GA	MI	PA	WI
TRUST (NET)	27%	22%	27%	21%	22%	23%
NEITHER/I DON'T KNOW	21%	16%	22%	18%	19%	20%
DISTRUST (NET)	52%	61%	51%	60%	60%	57%



Most voters nationally do NOT trust lawmakers to design and manage an effective health plan – including a plurality of Democrats

Do you trust or distrust lawmakers in Washington D.C. to design and manage an effective health insurance plan that meets the needs of all Americans?

	U.S.	DEM	SWING	GOP
TRUST (NET)	27%	34%	22%	23%
NEITHER/I DON'T KNOW	21%	23%	24%	13%
DISTRUST (NET)	52%	43%	54%	63%



A majority are aware of Medicare For All, but most remain unaware of Medicare at 60, public option, and Medicare buy-in

Please be honest. How familiar or unfamiliar are you with the following health care reform proposals and how they would work?
(FAMILIAR)

	U.S.	AZ	GA	MI	PA	WI
Medicare for All	56%	53%	55%	53%	53%	50%
Medicare at 60	47%	43%	50%	42%	44%	40%
Public option	37%	35%	40%	31%	37%	31%
Medicare buy-in	29%	20%	31%	24%	26%	23%



Most supported proposal across all battleground states: fixing what we have today

Now, we're going to present you with a series of health care policy proposals. For each, please indicate your level of support or opposition to them. (SUPPORT)

	U.S.	AZ	GA	MI	PA	WI
<u>Fix what we have today.</u> We should build on and improve our current health insurance system - not start over.	71%	68%	72%	67%	72%	66%
<u>Medicare at 60.</u> We should open up Medicare to Americans at age 60 instead of at age 65.	64%	63%	69%	64%	63%	61%
<u>Extend Affordable Care Act (ACA) subsidies.</u> We should permanently extend subsidies for those who are uninsured to more easily afford health insurance through the public marketplace	61%	60%	63%	60%	58%	59%
<u>Medicare buy-in.</u> We should allow Americans aged 50-64 to purchase health insurance through Medicare.	59%	55%	59%	61%	55%	57%



Most supported proposal nationally is fixing what we have today, while extending ACA subsidies is among Democrats

Now, we're going to present you with a series of health care policy proposals. For each, please indicate your level of support or opposition to them. (SUPPORT)

	U.S.	DEM	SWING	GOP
<u>Fix what we have today.</u> We should build on and improve our current health insurance system - not start over.	71%	70%	73%	73%
<u>Medicare at 60.</u> We should open up Medicare to Americans at age 60 instead of at age 65.	64%	75%	63%	50%
<u>Extend Affordable Care Act (ACA) subsidies.</u> We should permanently extend subsidies for those who are uninsured to more easily afford health insurance through the public marketplace	61%	81%	60%	37%
<u>Medicare buy-in.</u> We should allow Americans aged 50-64 to purchase health insurance through Medicare.	59%	68%	57%	49%



Least supported proposal in battleground states: repealing the Affordable Care Act

Now, we're going to present you with a series of health care policy proposals. For each, please indicate your level of support or opposition to them. (SUPPORT)

	U.S.	AZ	GA	MI	PA	WI
<u>Public option.</u> We should create a new federal government-run insurance plan available for any American to purchase.	51%	49%	52%	49%	51%	46%
<u>Medicare for All.</u> We should replace private health insurance plans with a single federal government-run health insurance system that covers all Americans and is funded by federal taxes.	50%	43%	50%	51%	46%	48%
<u>Medicaid Coverage Gap Plan.</u> We should create a new government-run health insurance plan to provide coverage to those in states that chose not to expand Medicaid.	49%	44%	49%	44%	46%	44%
<u>Repeal the Affordable Care Act (ACA).</u> We should repeal the ACA and go back to the health care system we had prior to it that does not protect pre-existing conditions.	29%	27%	32%	26%	29%	25%



BUILDING ON our current system earns much more support in battleground states than creating a public option or Medicare at 60

Which of the following approaches to health care reform would you support MORE? (SPLIT SAMPLE)

	U.S.	AZ	GA	MI	PA	WI
Building on our current health insurance system by strengthening private coverage, Medicare, and Medicaid options	71%	80%	75%	74%	75%	70%
Creating a new federal government-run health insurance system like the public option	29%	20%	25%	26%	25%	30%

Which of the following approaches to health care reform would you support MORE? (SPLIT SAMPLE)

	U.S.	AZ	GA	MI	PA	WI
Building on our current health insurance system by strengthening private coverage, Medicare, and Medicaid options	66%	64%	69%	63%	67%	66%
Opening up Medicare for seniors to Americans at age 60 instead of at age 65	34%	36%	31%	37%	33%	34%



BUILDING ON our current system earns much more support nationally – including among Democrats – than a public option or Medicare at 60

Which of the following approaches to health care reform would you support MORE? (SPLIT SAMPLE)

	U.S.	DEM	SWING	GOP
Building on our current health insurance system by strengthening private coverage, Medicare, and Medicaid options	71%	65%	73%	79%
Creating a new federal government-run health insurance system like the public option	29%	35%	27%	21%

Which of the following approaches to health care reform would you support MORE? (SPLIT SAMPLE)

	U.S.	DEM	SWING	GOP
Building on our current health insurance system by strengthening private coverage, Medicare, and Medicaid options	66%	58%	65%	76%
Opening up Medicare for seniors to Americans at age 60 instead of at age 65	34%	42%	35%	24%



Most battleground state voters prefer to address the Medicaid coverage gap by providing **SUBSIDIES** over creating something new

Which of the following approaches do you support MORE to provide coverage for those living in states that chose not to expand Medicaid but would otherwise be eligible for it?

	U.S.	AZ	GA	MI	PA	WI
Providing subsidies for them to purchase coverage in the existing health insurance marketplace	59%	63%	60%	57%	61%	57%
Creating a new government-run health insurance plan that would provide coverage to them	41%	37%	40%	43%	39%	43%



Most voters nationally prefer to address the Medicaid coverage gap by providing **SUBSIDIES**, but Democrats are split

Which of the following approaches do you support MORE to provide coverage for those living in states that chose not to expand Medicaid but would otherwise be eligible for it?

	U.S.	DEM	SWING	GOP
Providing subsidies for them to purchase coverage in the existing health insurance marketplace	59%	48%	61%	70%
Creating a new government-run health insurance plan that would provide coverage to them	41%	52%	39%	30%



Most battleground state voters prefer to KEEP their current health coverage instead of purchasing public option or Medicare coverage

Assuming that what you currently pay would be the exact same, would you rather keep your current health insurance coverage or get coverage through a **government-run public option**?

COVERAGE THROUGH PUBLIC OPTION	U.S.	AZ	GA	MI	PA	WI
Keep my current coverage	68%	70%	73%	75%	72%	63%
Purchase public option coverage	32%	30%	27%	25%	28%	37%

Assuming that what you currently pay would be the exact same, would you rather keep your current health insurance coverage or get coverage through **Medicare**?

COVERAGE THROUGH MEDICARE	U.S.	AZ	GA	MI	PA	WI
Keep my current coverage	71%	71%	71%	73%	72%	66%
Purchase Medicare coverage	29%	29%	29%	27%	28%	34%



Most voters nationally – including Democrats – prefer to KEEP their coverage instead of purchasing public option or Medicare coverage

Assuming that what you currently pay would be the exact same, would you rather keep your current health insurance coverage or get coverage through a **government-run public option**?

COVERAGE THROUGH PUBLIC OPTION	U.S.	DEM	SWING	GOP
Keep my current coverage	68%	64%	68%	73%
Purchase public option coverage	32%	36%	32%	27%

Assuming that what you currently pay would be the exact same, would you rather keep your current health insurance coverage or get coverage through **Medicare**?

COVERAGE THROUGH MEDICARE	U.S.	DEM	SWING	GOP
Keep my current coverage	71%	67%	71%	75%
Purchase Medicare coverage	29%	33%	29%	25%



Top concerns with government-run proposals: costs, putting politicians in control, and quality

Which of the following potential consequences of creating a new government-run health insurance system are MOST concerning to you?
(COMBINED CHOICE – TOP TWO)

	U.S.	AZ	GA	MI	PA	WI
<u>Costs.</u> It would be subsidized by higher taxes or private health insurance premiums for American families.	54%	52%	55%	57%	49%	49%
<u>Politicians in control.</u> It would put politicians in control of determining what benefits and services are covered and which patients would have to pay for separately.	47%	56%	52%	50%	53%	51%
<u>Quality.</u> Our existing government-run health insurance programs in the U.S. have worse quality outcomes than private plans.	43%	38%	39%	41%	41%	40%
<u>Bureaucracy.</u> It would increase bureaucracy and red tape in health care.	36%	36%	33%	31%	34%	38%
<u>Choice.</u> It would drive out private health coverage options and eventually force Americans into a one-size-fits-all government-run health insurance system.	33%	32%	34%	36%	38%	34%
<u>Access.</u> There would be longer wait times and fewer doctors and hospitals.	33%	32%	33%	34%	32%	35%
<u>Government spending.</u> It would increase our national debt and deficit further.	33%	36%	33%	31%	33%	34%
<u>Jobs and economic growth.</u> It would result in the loss of countless health care jobs and hundreds of billions of dollars in economic activity.	22%	19%	22%	20%	19%	19%



Battleground state voters are overwhelmingly UNWILLING to pay any more in taxes or health care costs to fund a new government-run system

Are you or are you not willing **to pay more in taxes** to create a new government-run health insurance system?

TAXES	U.S.	AZ	GA	MI	PA	WI
No, I would not be willing to pay more	71%	74%	72%	72%	75%	78%
Yes, I would be willing to pay more	29%	26%	28%	28%	25%	22%

Are you or are you not willing **to pay more than you currently pay for health care**, including premiums, co-pays, and out-of-pocket expenses, to create a new government-run health insurance system?

HEALTH CARE COSTS	U.S.	AZ	GA	MI	PA	WI
No, I would not be willing to pay more	77%	82%	79%	84%	79%	84%
Yes, I would be willing to pay more	23%	18%	21%	16%	21%	16%



Most nationwide – including Democrats – are UNWILLING to pay any more in taxes or health care costs to fund a new government-run system

Are you or are you not willing **to pay more in taxes** to create a new government-run health insurance system?

TAXES	U.S.	DEM	SWING	GOP
No, I would not be willing to pay more	71%	62%	72%	81%
Yes, I would be willing to pay more	29%	38%	28%	19%

Are you or are you not willing **to pay more than you currently pay for health care**, including premiums, co-pays, and out-of-pocket expenses, to create a new government-run health insurance system?

HEALTH CARE COSTS	U.S.	DEM	SWING	GOP
No, I would not be willing to pay more	77%	72%	81%	81%
Yes, I would be willing to pay more	23%	28%	19%	19%



Most battleground state voters would be LESS likely to vote for a lawmaker who supports creating a new government-run insurance system

Would you be more or less likely to vote for a lawmaker who voted to create a new government-run health insurance system that was funded by either higher taxes, cuts to doctors and hospitals, or both?

	U.S.	AZ	GA	MI	PA	WI
MORE LIKELY (NET)	35%	30%	34%	34%	30%	28%
NO IMPACT	12%	12%	13%	12%	13%	14%
LESS LIKELY (NET)	54%	58%	53%	54%	57%	59%



This issue has political IMPACT for a majority of voters nationally – and many Democratic voters

Would you be more or less likely to vote for a lawmaker who voted to create a new government-run health insurance system that was funded by either higher taxes, cuts to doctors and hospitals, or both?

	U.S.	DEM	SWING	GOP
MORE LIKELY (NET)	35%	42%	33%	26%
NO IMPACT	12%	15%	11%	7%
LESS LIKELY (NET)	54%	42%	56%	67%



Most are CONCERNED about the access, cost, workforce, and fiscal impacts of creating a new government-run system

How concerned would you be if creating a new government-run health insurance system had the following impacts? (CONCERNED)

	U.S.	AZ	GA	MI	PA	WI
Reducing access to quality care	82%	82%	84%	81%	85%	82%
Raising income taxes by \$3,400 per year on working families	80%	81%	80%	81%	83%	83%
Reducing the health care workforce by over 4,000 physicians	78%	79%	79%	82%	79%	78%
Closing of at-risk hospitals	74%	73%	78%	77%	74%	74%
Bankrupting the Medicare Hospital Insurance Trust Fund by 2024.	72%	74%	78%	75%	76%	73%
Increasing the federal deficit by \$1.2 trillion in its first ten years	71%	72%	74%	73%	74%	72%
Surpassing Medicaid and becoming the second largest government program behind Medicare	57%	58%	58%	58%	62%	57%



The threat of a government shutdown makes most in battleground states **LESS** confident in a government-run health insurance system

Does the threat of a potential federal government shutdown make you more or less confident in the ability of a new government-run health insurance system to meet the needs of the Americans who would be enrolled in it?

	U.S.	AZ	GA	MI	PA	WI
MORE CONFIDENT (NET)	20%	14%	20%	17%	14%	13%
NEITHER / I DON'T KNOW	31%	29%	26%	26%	30%	31%
LESS CONFIDENT (NET)	50%	57%	54%	58%	56%	56%



The vast majority believe the need for mental health care will **INCREASE** over the next decade

Do you think the need for mental health care will increase, decrease, or stay the same over the next decade?

	U.S.	AZ	GA	MI	PA	WI
INCREASE (NET)	77%	80%	81%	79%	80%	79%
NEITHER/I DON'T KNOW	19%	14%	16%	15%	16%	16%
DECREASE (NET)	5%	6%	3%	5%	5%	5%



Most report it's **IMPORTANT** to increase mental health funding, expand telehealth, and continue funding COVID-19 treatments

How important or unimportant is it for lawmakers in Washington D.C. to address the following health care challenges? (IMPORTANT)

	U.S.	AZ	GA	MI	PA	WI
Increasing funding for mental health services	81%	83%	82%	81%	81%	80%
Expanding access to telehealth services	65%	59%	64%	59%	62%	54%
Continuing funding for COVID-19 vaccines and treatment	59%	51%	56%	54%	50%	50%





Thank You

Questions?

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