

March 27, 2026

To: Americans for Health Excellence
From: John McLaughlin, McLaughlin & Associates
Re: National Survey of 2,000 Likely Voters



Summary: A national survey of 2,000 likely voters finds the cost of health insurance is the dominant healthcare concern for American voters. There is overwhelming bipartisan support for policy solutions that lower costs for individuals and families — and voters believe it's time for all players in the healthcare system to do their part. These policy solutions that lower costs convert directly into voter support for Republican candidates running for Congress.

Insurance Costs the Biggest Healthcare Concern: The cost of health insurance dominates voters' healthcare concerns. Fifty-one percent (51%) name it as their top concern, reaching 69% when combined with voters' second choice. The remaining healthcare concerns are fragmented among cost of hospital bills (11%), cost of medicines (10%), quality of healthcare provided (10%), access to healthcare (7%), patient choices and control over their preferred doctor or medical treatment (6%), and no concerns at all (4%). The dominance of insurance costs holds across party lines and is especially acute among voters with private insurance (76% combined) and seniors (72% combined).

Voters Want Insurers Held Accountable: Voters aren't just concerned about insurance costs — they want specific action. Support for insurer accountability measures is broad and bipartisan: requiring insurers to pass manufacturer discounts directly to patients (91% to 6%), requiring insurers to publish revenue, overhead, and profit ratios on their websites (84% to 8%), requiring insurers to publish claim rejection rates and average wait times (83% to 8%), and stopping taxpayer subsidies to big insurance companies and sending that money directly to individuals and families to buy the coverage of their choice (81% to 11%). When given a choice, voters prefer stopping insurer subsidies and redirecting funds to families by a 3-to-1 margin (64% to 22%). The message is consistent across party lines — including strong majorities of Democrats and Independents.

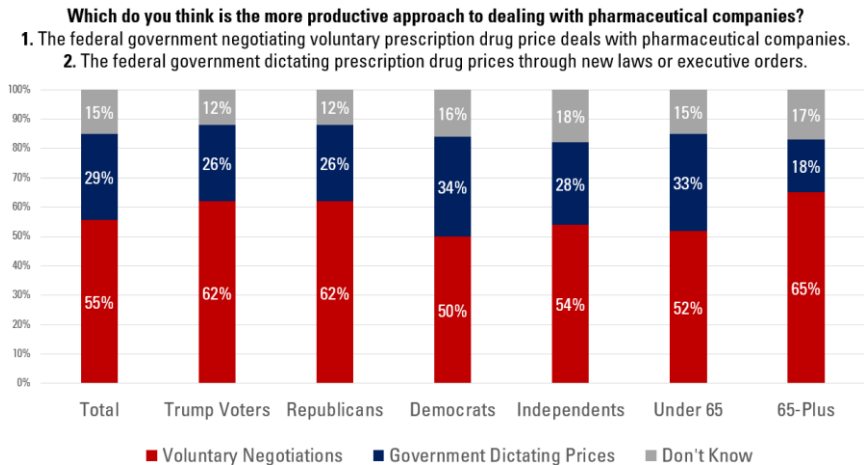
Support or Oppose Proposals?	Total			Trump Voters			Republican			Democrat			Independent			Undecideds		
	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net
Requiring health insurance companies to pass along manufacturer discounts directly to patients to reduce the costs patients pay.	91	6	+85	93	5	+88	93	5	+88	91	7	+84	90	6	+84	89	5	+84
Requiring health insurance companies to publish the percentage of their revenues that are paid out to claims versus overhead costs and profits on their websites.	84	8	+76	84	9	+75	84	9	+75	83	9	+74	83	8	+75	78	9	+69
Requiring health insurers to publish the percentage of insurance claims they reject and average wait times for routine care on their websites.	83	8	+75	84	7	+77	83	8	+75	84	9	+75	82	8	+74	76	10	+66
Stop paying big insurance companies billions of dollars in extra taxpayer-funded subsidies and instead send that money directly to individuals and families to allow them to buy the health insurance of their choice.	81	11	+70	86	6	+80	86	7	+79	77	16	+61	79	12	+67	79	10	+69

Pocketbook Solutions Command the Highest Support Across the Board: The most popular proposals all deliver direct, tangible savings: Medicare co-pay cards for seniors (88% to 6%), expanded discounted cash-pay pricing through a government website (86% to 8%), a flat out-of-pocket cap per prescription in Medicare — tiered by income (83% to 9%), cash-pay credits toward insurance deductibles and out-of-pocket max (83% to 8%), creating a drug pricing standard that requires foreign countries to pay their fair share for American medicines to help lower drug prices here at home (79% to 10%), and FDA fast-tracking of Rx-to-OTC switches (79% to 14%). Each command strong bipartisan support.

Support or Oppose Proposals?	Total			Trump Voters			Republican			Democrat			Independent			Undecideds		
	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net	Supp	Opp	Net
Allowing seniors on Medicare to use manufacturer co-pay cards to lower their out-of-pocket prescription drug costs — the same way Americans with private and commercial insurance can already do.	88	6	+82	90	5	+85	90	5	+85	87	8	+79	87	6	+81	84	6	+78
Expanding the number of medicines available at a discounted cash-pay price through a government website that gives Americans direct access to dramatically lower prices on dozens of common, high-cost brand-name prescription drugs.	86	8	+78	88	6	+82	89	6	+83	85	9	+76	82	8	+74	81	8	+73
Establishing a flat out-of-pocket cap per prescription in Medicare, tiered by income to make prescription drugs more affordable for seniors on a fixed income.	83	9	+74	83	8	+75	83	9	+74	85	8	+77	82	9	+73	82	9	+73
Allowing patients to pay cash for health services and medications when priced less than their insurance or not covered by their insurance and crediting the costs toward the patient's out-of-pocket insurance deductible and out-of-pocket maximum.	83	8	+75	86	6	+80	88	5	+83	79	11	+68	81	7	+74	78	9	+69
Fast-tracking the Food & Drug Administration's (FDA's) process for allowing safe prescription drugs to be sold as over-the-counter drugs at stores, reducing the need for costly doctor visits and making essential medications more accessible and convenient for everyone.	79	14	+65	82	11	+71	82	13	+69	77	17	+59	78	13	+65	74	16	+58

Majority Believes Voluntary Negotiations Better Than Government Dictating Prices:

- Three-quarters of voters (73% to 13%) support President Trump's Most Favored Nation voluntary pricing agreements with pharmaceutical manufacturers.
- By virtually a 2 to 1 ratio (55% to 29%), the majority believes the federal government negotiating voluntary prescription drug price deals with pharmaceutical companies is more productive than the federal government dictating prescription drug prices through new laws or executive orders. The preference for voluntary negotiations is stronger among Trump voters and Republicans, but Democrats and Independents consider it the better approach too. Seniors are the strongest proponents of voluntary negotiations.



- An overwhelming majority (83% to 9%) believes that with President Trump reaching deals with pharmaceutical manufacturers to lower prescription drug prices through voluntary negotiations, it's time for other cost-related providers in the healthcare system, like health insurers and hospitals, to do their part to help lower costs for individuals and families -- including 93% of Trump voters and Republicans, 81% of Independents, and 75% of Democrats.

Voters Want the President to Double Down on Ending Foreign Freeloading: Close to three-quarters (72%) agree it's time to get other countries to pay their fair share, with near-universal support among Trump voters and Republicans (92%) and majority backing from Independents (65%) and Democrats (56%).

Popularity of Policy Solutions to Lower Costs Converts into Votes for Republican Candidates: A Republican candidate who supports these policy solutions to lower healthcare costs makes voters up to 65% more likely to vote for them for Congress. With these policy solutions, Republican candidates can energize their Republican base to come out and vote and attract critical support from Independents, who will ultimately decide the midterm elections in battleground districts.

More Likely or Less Likely to Vote for the Republican Candidate for Congress or U.S. Senate?

A Republican candidate who supports enforcing stricter penalties against insurance companies to save hundreds of billions of dollars lost to waste, abuse, and fraud in government and private health plans.

A Republican candidate who supports allowing seniors on Medicare to use manufacturer co-pay cards to lower their out-of-pocket prescription drug costs — the same way Americans with private and commercial insurance can already do.

A Republican candidate who supports expanding the number of medicines available at a discounted cash-pay price through a government website that gives Americans direct access to dramatically lower prices on dozens of common, high-cost brand-name prescription drugs.

A Republican candidate who supports holding foreign countries, like China, accountable for unfair trade practices and stealing private American innovation and intellectual property.

A Republican candidate who supports establishing a flat out-of-pocket cap per prescription in Medicare, tiered by income to make prescription drugs more affordable for seniors on a fixed income.

A Republican candidate who supports allowing patients to pay cash for health services and medications when priced less than their insurance or not covered by their insurance and crediting the costs toward the patient's out-of-pocket insurance deductible and out-of-pocket maximum.

A Republican candidate who supports giving every American the option of owning a Health Savings Account that allows them to save and grow their money tax free for life, giving them control over how to best spend their health care dollars.

		Trump				
	Total	Voters	Rep	Dem	Ind	Und
More	65	85	85	45	63	70
Less	14	8	7	23	12	11
More	65	85	85	45	63	65
Less	13	6	6	21	11	12
More	64	86	85	47	58	59
Less	14	7	7	22	14	15
More	62	86	87	39	57	59
Less	15	7	6	23	15	16
More	62	83	83	43	60	60
Less	15	9	8	24	14	16
More	60	84	84	39	56	56
Less	16	7	7	25	15	15
More	59	81	81	39	56	58
Less	17	8	8	26	17	16

Methodology: McLaughlin and Associates conducted a survey among 2,000 likely voters between March 10-14, 2026. All interviews were conducted online. The interview distribution and demographics reflect a 2026 general election turnout model. The accuracy of the sample of 2,000 likely voters is within +/- 2.2% at a 95% confidence interval. The numbers in this memorandum have been rounded and may not equal 100%.