



June 10, 2022

Understanding Voter Perceptions of the U.S. Health Care System and Priorities for Change.



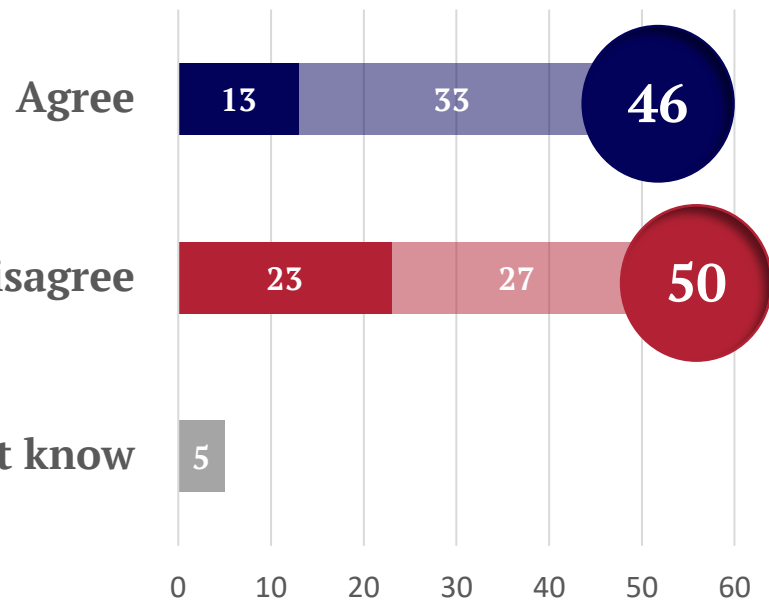
# About the research

- Focus Groups on Swing Voters conducted by the *American Majority Project* in cooperation with the *Center for Healthy America* at the *America First Policy Institute*. April 19, 20, 27, and 28, 2022.
- National Poll and analysis conducted by *The Winston Group*, on behalf of *The American Majority Project* and *America First Policy Institute*.
- Poll: 1,000 Registered Voters May 24-25, 2022.
- View full topline and more complete analysis, including significant crosstabs here:  
<https://americanmajorityproject.com/latest-amp-health-care-research-focuses-on-voter-priorities-for-change/>

# Perception of American health care

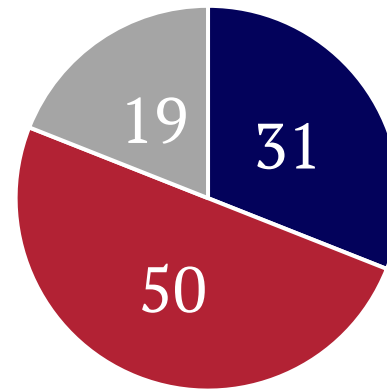
Americans are unhappy with the state of health care in America.

## The American health care system is working



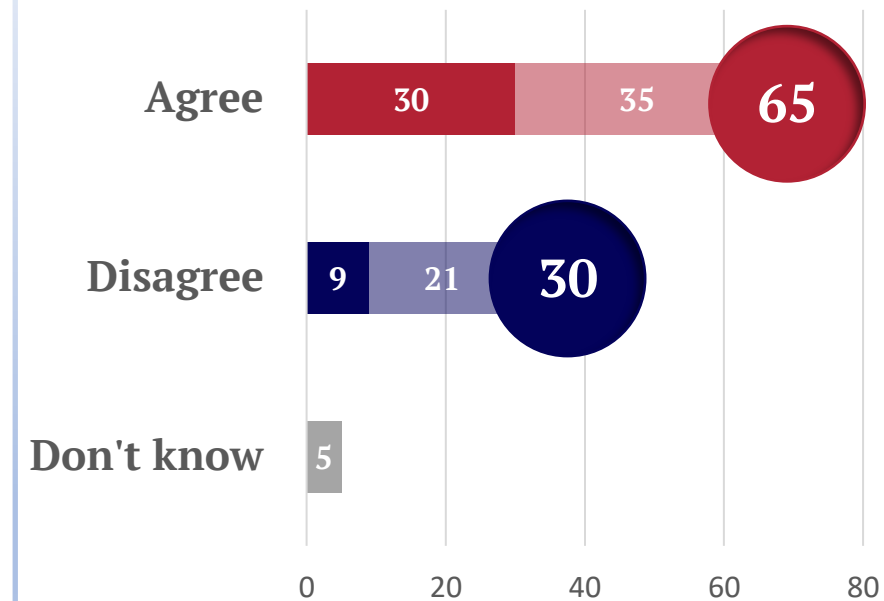
## Health Care in America

■ Right Track ■ Wrong Track



*\*Independents: 18-58 right track /wrong track*  
*\*\*Older voters more likely to say wrong track*

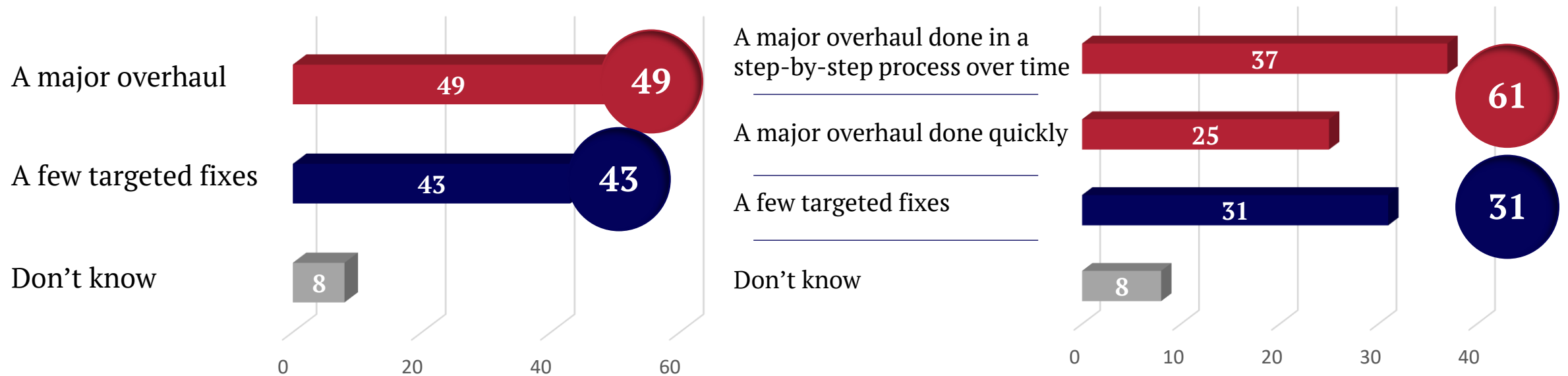
## The American health care system is NOT working



# Desire for major change

Americans want a total overhaul of the American health care system but want it done in a step-by-step process over time. Desire for overhaul driven by Republicans and Independents.

Would you say the American health care system needs...



# Who should make change?

Americans believe the federal government has the most power and responsibility to improve America's health care system, though trust is low.

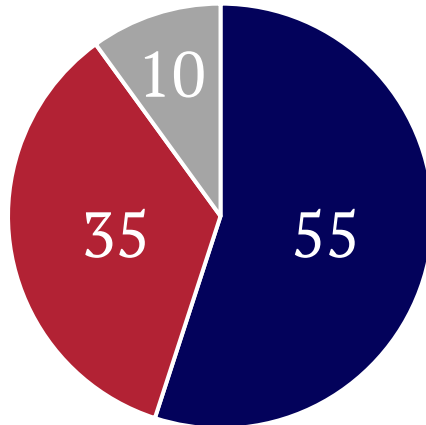
Entity that could make improvements to America's health care system	Most Power	Most Responsible	Most Trust
The federal government	43	37	20
State and local government	13	14	12
Insurance companies	12	13	6
Doctors	5	9	18
Drug companies	4	4	3
Patients	4	5	10
Hospitals	4	6	8

# Desire for national consistency

This may be because Americans show a preference for national consistency and standards in health care. May be tied to strong desire for “equal treatment”.

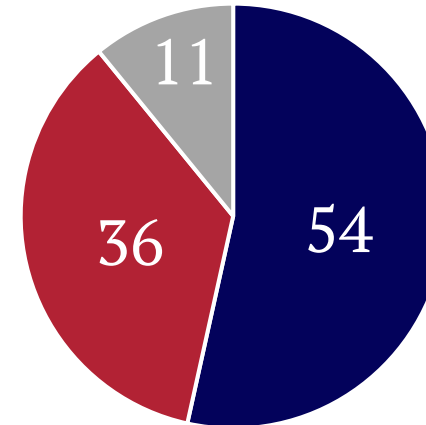
## When it comes to health care, I prefer laws and regulations set at the...

- ...NATIONAL level to provide consistency and standards across the country.
- ...LOCAL level to account for specific local circumstances and values.



*\*Republicans: 50-42  
National/Local*

- ...NATIONAL level to provide consistency and standards across the country.
- ...LOCAL level to allow for experimentation that identifies what works and what doesn't.

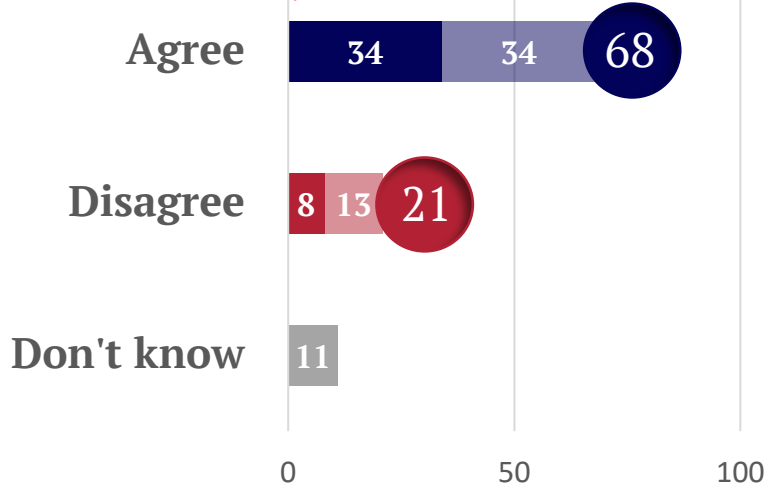


*\*Republicans: 49-43  
National/Local*

# Desire for “equal treatment”

Americans see health care as a moral issue and believe everyone should be treated equally regardless of ability to pay.

When it comes to getting the health care they need, people should only have to pay what they can afford

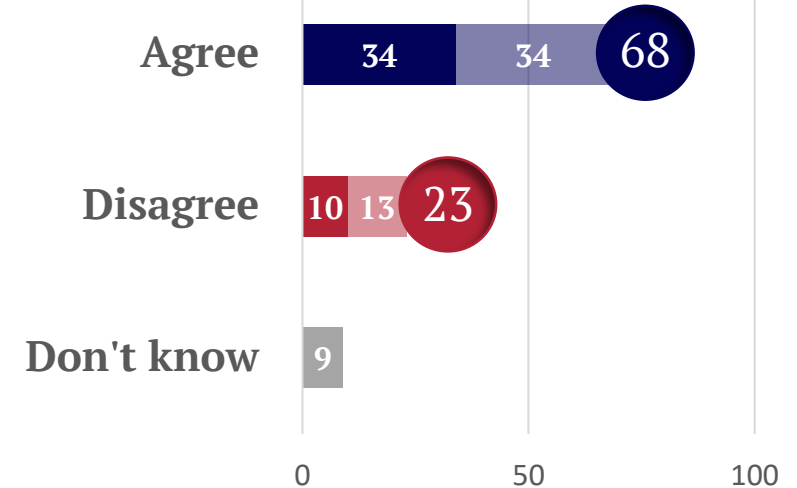


“Equal treatment and respect given to patients”



Ranked as a **7.30** on 1-9 scale for judging whether the health care system is working – **the highest overall rating.**

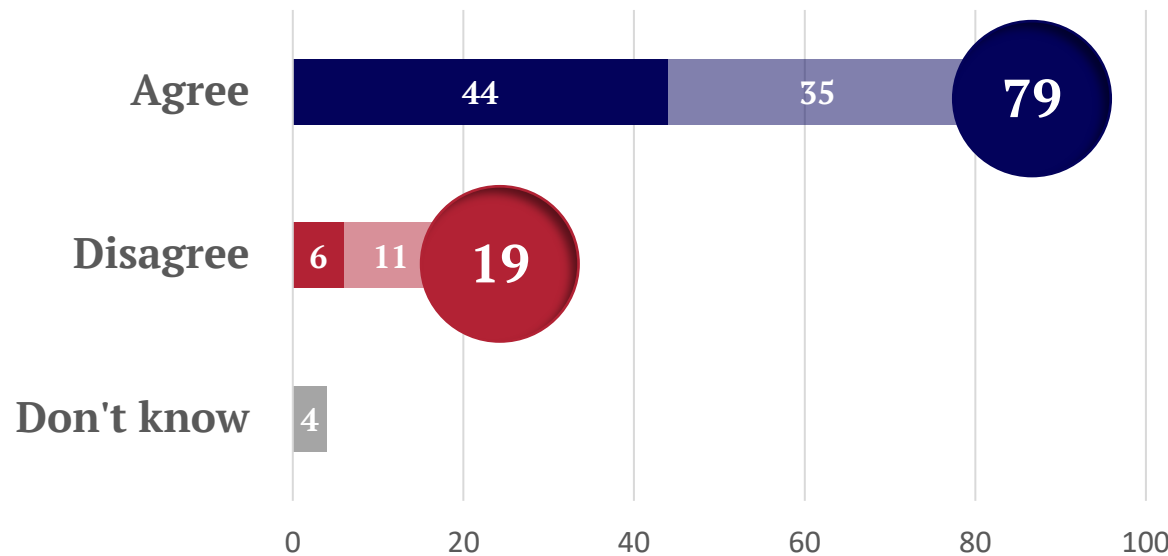
People with health insurance are treated better by health care providers than those without insurance



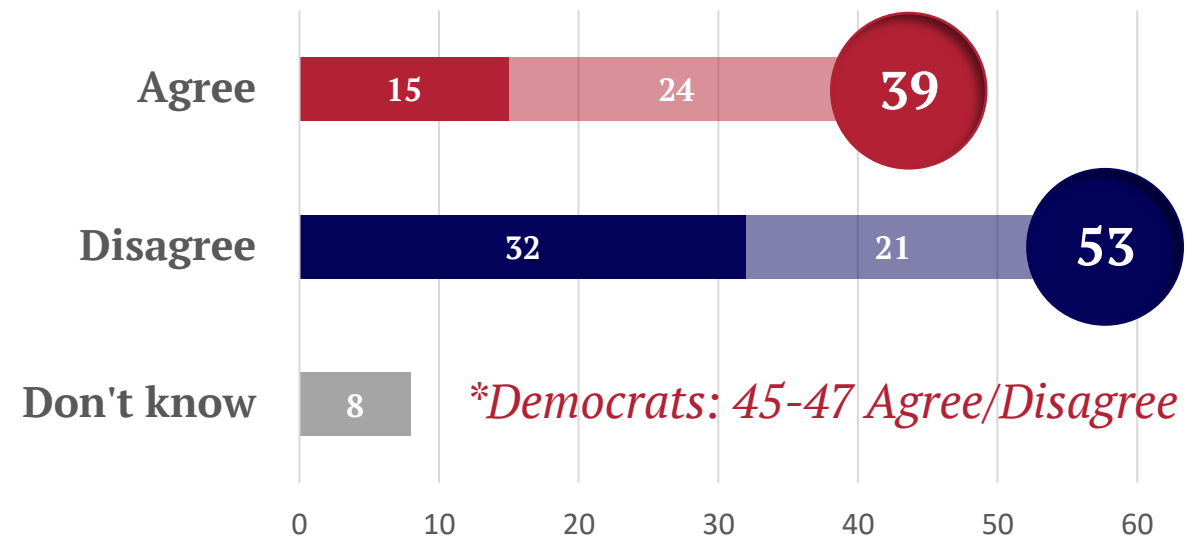
# Role of Insurance

Americans see health insurance as their “pass” to getting good health care. “The card gets you access to care.”

**Getting good health care requires having good health insurance**



**It would be better to pay cash for most health care services and only have health insurance for emergencies**



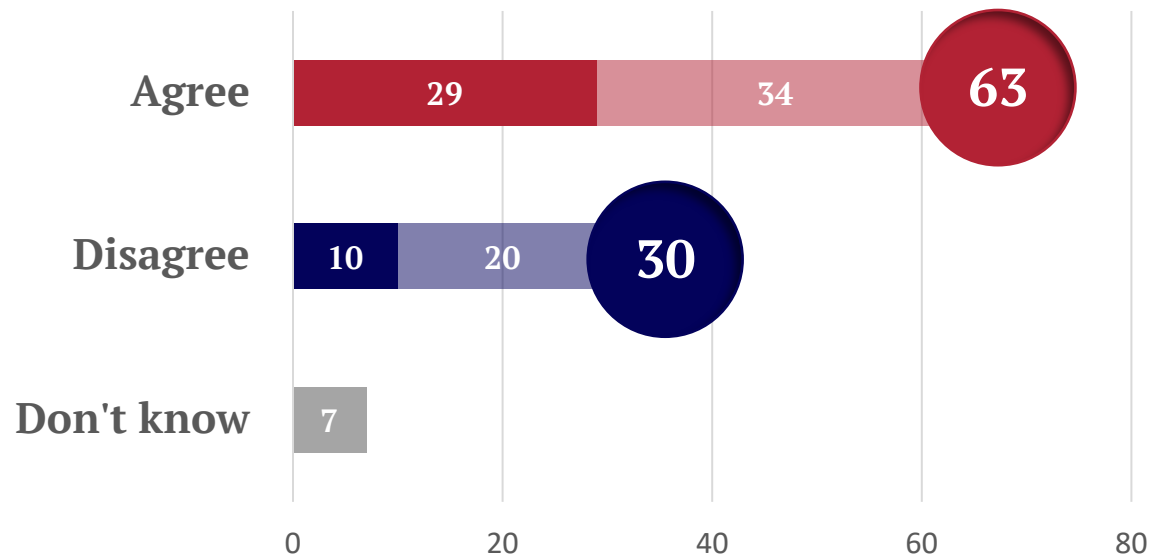
*\*Democrats: 45-47 Agree/Disagree*



# More choices – health insurance

More choices for insurance is broadly popular, especially among younger Americans, but the intensity is low.

## I wish I had more health insurance choices



## “Number of health insurance options to choose from”

6.60 on 1-9 scale of importance in judging whether health care is working.  
*(second lowest tested)*

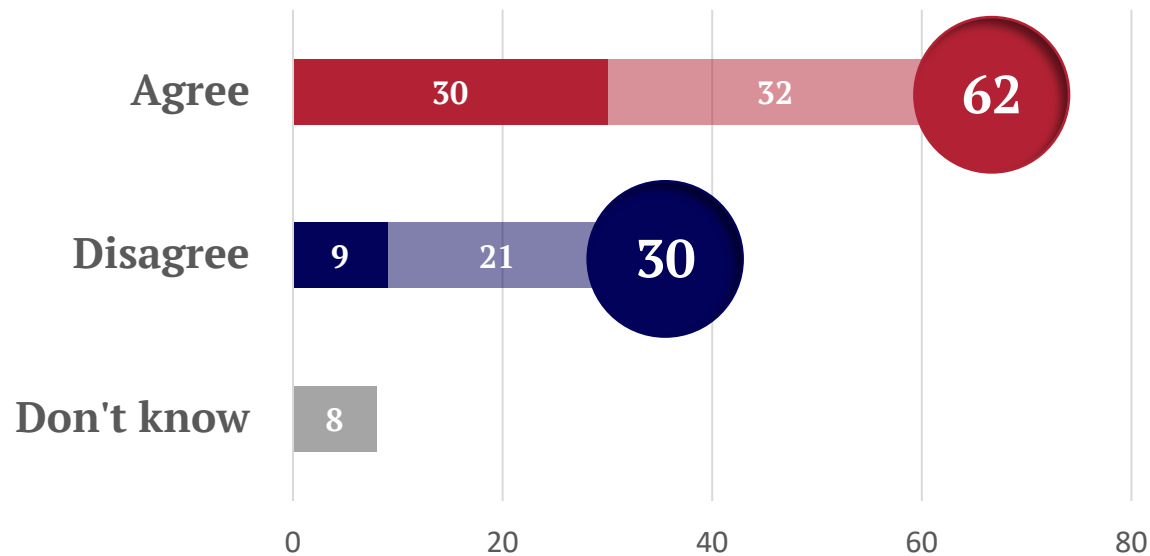
## “Americans can customize their health care coverage based on their personal health and financial needs”

6.69 on 1-9 scale of how much would improve the health system.  
*(average)*

# More Choices - Treatment

More choices for treatment is similarly broadly popular, especially among younger Americans. However, the intensity is much higher within the context of making health insurance work better.

**I wish I had more health care treatment choices**



**“Availability of appointments and number of doctor and provider options to choose from”**

6.89 on 1-9 scale of importance in judging whether health care is working.  
*(average)*

**“More doctors and hospitals covered in health insurance provider networks”**

6.89 on 1-9 scale of how much would improve the health system.  
*(second highest tested)*

# Judging if the health care system is working – Top performing

On a scale of 1-9, where 1 is not important at all, 5 is important, and 9 is extremely important, how important are each of the following in judging if the American health care system is working?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Equal treatment and respect given to patients	7.30	7.35	7.08	7.43	7.11	7.60	7.22	7.38	7.09	7.53	7.64	7.40
Early detection of diseases	7.28	7.30	7.23	7.31	7.11	7.31	7.40	7.35	6.99	7.51	7.40	7.41
Effectiveness of treatments and quality of doctors and nurses	7.26	7.35	7.12	7.29	7.05	7.33	7.37	7.38	7.11	7.24	7.29	7.40
Affordability of monthly premiums and out of pocket costs	7.20	7.19	6.98	7.39	7.01	7.40	7.19	7.29	7.03	7.34	7.37	7.35
Mental health taken as seriously as physical health	7.20	7.17	6.89	7.46	7.10	7.47	7.05	7.30	7.20	7.37	7.35	7.33

**Green:** More than one standard deviation above the mean for that group.  
**Orange:** More than one standard deviation below the mean for that group.

*See Appendix A for full list*

# Judging if the health care system is working – Bottom performing

On a scale of 1-9, where 1 is not important at all, 5 is important, and 9 is extremely important, how important are each of the following in judging if the American health care system is working?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Patients feeling like they're in control	6.76	6.81	6.42	6.98	6.71	7.10	6.53	6.83	6.64	7.16	6.68	6.88
Number of Americans without health care insurance or coverage	6.74	6.55	6.49	7.11	6.84	6.95	6.50	6.71	6.86	7.01	6.48	6.88
Price of health care and coverage compared to other countries	6.69	6.46	6.48	7.06	6.85	7.06	6.26	6.62	6.93	7.07	6.79	6.81
Amount paid in taxes to fund health care	6.62	6.58	6.35	6.87	6.63	6.87	6.41	6.58	6.77	6.95	6.47	6.78
Number of health insurance options to choose from	6.60	6.61	6.31	6.82	6.63	6.88	6.36	6.54	6.95	7.14	6.45	6.70
Number of Americans in medical debt	6.58	6.30	6.37	7.00	6.87	6.68	6.27	6.50	6.92	7.07	6.54	6.71

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Polls high in abstract but not a priority.

See Appendix A for full list

# Improving the health care system – Top performing

On a scale of 1-9, where 1 is not at all improve, 5 is somewhat improve, and 9 is greatly improve, how much do you think the following changes would improve the American health care system?

	All	Rep	Ind	Dem	Mil/Gen Z	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
* Patients told upfront how much treatment will cost and do not receive surprise bills after receiving care	6.98	6.91	6.75	7.21	6.94	6.92	7.05	7.01	6.94	7.30	6.87	7.09
* Health insurance cannot deny coverage for treatment recommended by an in-network doctor	6.93	6.85	6.72	7.18	6.95	6.86	6.97	6.98	6.80	7.21	6.96	7.02
* More doctors and hospitals covered in health insurance provider networks	6.89	6.81	6.58	7.21	6.89	6.91	6.89	6.92	6.81	7.32	6.84	7.01
States can import lower priced drugs from Canada	6.83	6.64	6.66	7.15	7.01	6.91	6.64	6.81	6.80	7.23	6.71	6.99
* Health plans can specialize in care for patients with cancer, heart care, diabetes and other diseases	6.81	6.78	6.44	7.12	6.96	6.95	6.59	6.81	6.89	7.11	6.80	6.93

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**Orange:** More than one standard deviation below the mean for that group.

*\*4 of top 5 involve making health insurance work better.*

*See Appendix B for full list*

# Improving the health care system— Bottom performing

On a scale of 1-9, where 1 is not at all improve, 5 is somewhat improve, and 9 is greatly improve, how much do you think the following changes would improve the American health care system?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Streamlining the approval process for all new drugs and treatments based on the Operation Warp Speed model used for the COVID-19 vaccines	6.45	6.22	6.23	6.84	6.47	6.51	6.40	6.44	6.65	6.87	6.23	6.56
Patients can easily track their vital signs like blood glucose or blood pressure and run common medical tests on their own using their smartphone	6.43	6.25	6.20	6.78	6.91	6.42	6.07	6.28	6.74	7.03	6.61	6.53
Virtual health care is fully utilized so many health appointments can be done at home	6.29	6.05	6.07	6.89	6.86	6.37	5.79	6.12	6.65	7.14	6.06	6.39
Every American has the same health care coverage	6.11	5.44	6.04	6.80	6.67	6.27	5.55	5.89	6.73	6.61	5.82	6.16

Need to connect to early detection of diseases

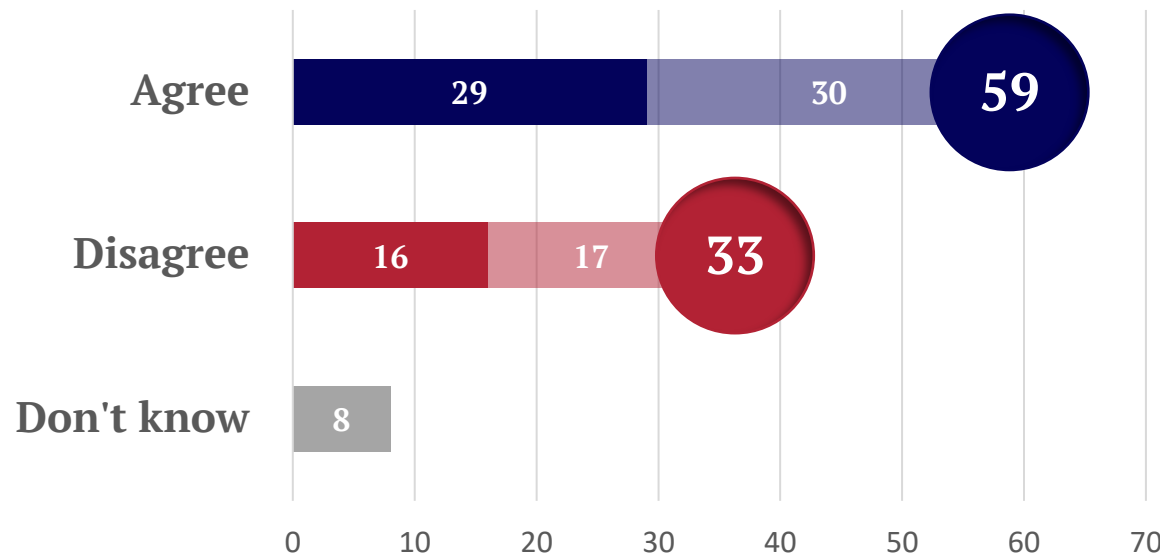
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See Appendix B for full list

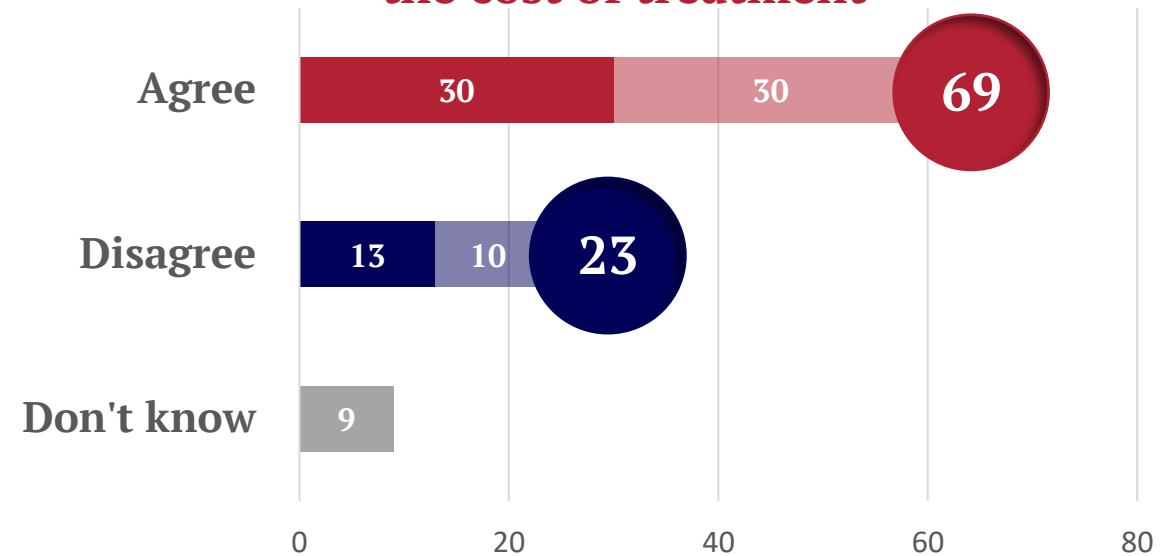
# Patient Responsibilities - Insurance

Buying health insurance *if you can afford it.*

Everyone who can afford health insurance should be required to purchase it



If a person who can afford health insurance but chooses not to purchase it gets sick or injured, they should be 100% responsible for the cost of treatment

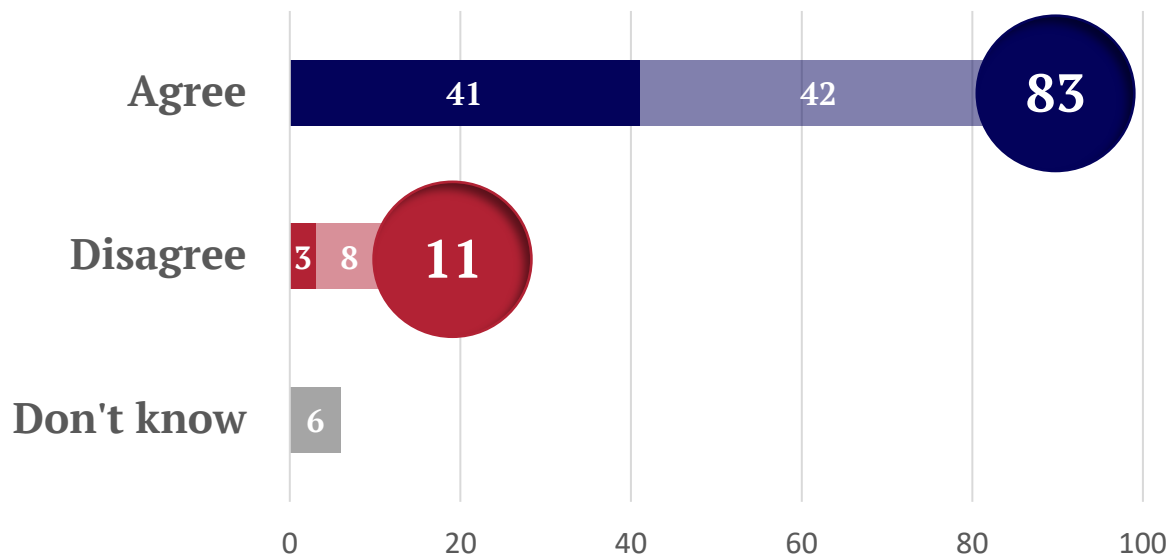


*\*Republicans: 56-39 / Independents: 48-40*

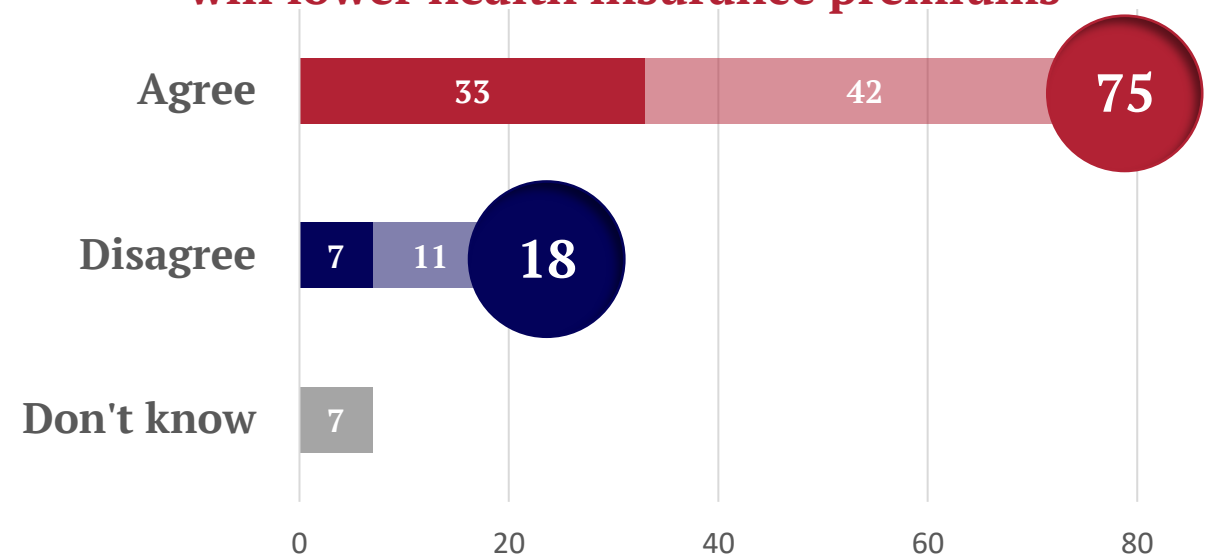
# Patient Responsibilities – Healthy lifestyle

To ourselves and to others.

We have a responsibility to **OURSELVES** to live a healthy lifestyle to reduce the amount we have to spend personally on health care



We have a responsibility to **OUR FELLOW AMERICANS** to live a healthy lifestyle to lower overall health care spending, which will lower health insurance premiums





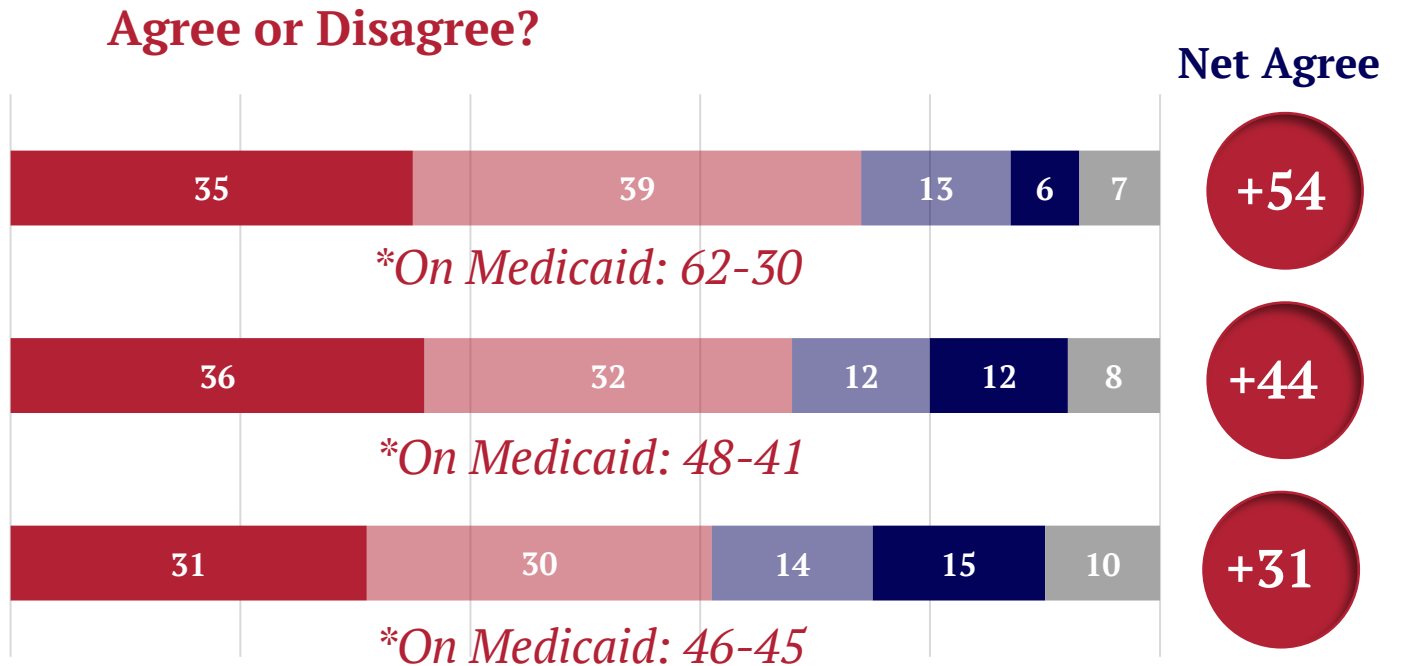
# Patient Responsibilities – Medicaid

Healthy lifestyle, work requirements and time limits.

Able bodied adults receiving taxpayer funded Medicaid benefits have a special responsibility to maintain a healthy lifestyle to keep their health expenses low.

Able bodied adults receiving taxpayer funded Medicaid benefits should be required to work, be actively looking for work, or go to school to qualify.

There should be a time limit to able-bodied adults receiving taxpayer funded Medicaid benefits.



# Key Takeaways for More Research

- Need better framing for national versus state control of healthcare. What is the connection to desire for equality and respect? What about national standards locally implemented?
- Key strategic choice between “making insurance work better for me” and de-linking coverage with care in the public’s mind, which is a bigger challenge.
- Incorporate “equal treatment” component of health care into our policies and messaging
- How would voters know whether the top performing indicators of the health system working are in play? What info are they pulling from?
- Develop solutions for prior authorization frustrations and early detection of diseases; message test
- Connect patient tracking of vitals and virtual health care with early detection of diseases to show importance.
- Build out personal responsibility with compassion policies that lead to better health.



## About The American Majority Project

The American Majority Project is committed to helping a wide range of Americans — Republicans, Democrats, and Independents — find common ground to solve the extraordinary challenges threatening American prosperity, safety and freedom.

The American Majority Project will identify issues and language that unify 70 - 80 percent of the American people. As issues are identified and language is developed, the American Majority Project will produce materials to educate and train activists, candidates, and campaign staff to win elections and govern successfully.

## About AFPI

The America First Policy Institute (AFPI) is a 501(c)3 non-profit, non-partisan research institute. AFPI exists to advance policies that put the American people first. Our guiding principles are liberty, free enterprise, national greatness, American military superiority, foreign-policy engagement in the American interest, and the primacy of the American workers, families, and communities in all we do.

AFPI's Center for a Healthy America works to create healthcare policies and educate stakeholders to put the patient and doctor in control, dignify life, promote better health and health outcomes, improve access, and lower costs for Americans. This is critically important as the health of Americans is essential for a thriving and prosperous country.

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To learn more about  
The American Majority Project:  
[www.americanmajorityproject.com](http://www.americanmajorityproject.com)

To learn more about America First  
Policy Institute's Center for a  
Healthy America  
<https://americafirstpolicy.com/priorities/center-for-a-healthy-america>

# Appendix A

On a scale of 1-9, where 1 is not important at all, 5 is important, and 9 is extremely important, how important are each of the following in judging if the American health care system is working?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Equal treatment and respect given to patients	7.30	7.35	7.08	7.43	7.11	7.60	7.22	7.38	7.09	7.53	7.64	7.40
Early detection of diseases	7.28	7.30	7.23	7.31	7.11	7.31	7.40	7.35	6.99	7.51	7.40	7.41
Effectiveness of treatments and quality of doctors and nurses	7.26	7.35	7.12	7.29	7.05	7.33	7.37	7.38	7.11	7.24	7.29	7.40
Affordability of monthly premiums and out of pocket costs	7.20	7.19	6.98	7.39	7.01	7.40	7.19	7.29	7.03	7.34	7.37	7.35
Mental health taken as seriously as physical health	7.20	7.17	6.89	7.46	7.10	7.47	7.05	7.30	7.20	7.37	7.35	7.33
Coverage for people with pre-existing conditions	7.17	7.16	6.99	7.31	6.94	7.26	7.27	7.28	6.85	7.35	7.33	7.30
Transparency of prices and quality	7.15	7.08	7.05	7.29	7.09	7.20	7.15	7.21	7.01	7.30	7.24	7.30
Overall health of the American people	7.08	7.01	6.99	7.22	7.10	7.20	6.98	7.02	7.12	7.54	7.08	7.19
Sustainability of Medicare, Medicaid, Veterans Administration, and other public health care program finances.	7.05	7.07	6.72	7.28	6.77	7.16	7.18	7.14	6.84	7.33	6.90	7.24

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# Appendix A

On a scale of 1-9, where 1 is not important at all, 5 is important, and 9 is extremely important, how important are each of the following in judging if the American health care system is working?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Cleanliness of air and water and availability of healthy food in every community	7.05	6.96	6.80	7.32	7.00	7.14	7.02	7.07	7.03	7.32	7.43	7.16
Amount of waste and fraud	7.02	7.16	6.85	7.00	6.61	7.10	7.27	7.10	6.74	7.09	7.06	7.18
Availability of appointments and number of doctor and provider options to choose from	6.89	6.95	6.66	7.02	6.91	7.04	6.76	6.90	6.72	7.36	6.95	7.03
Simplicity and ease of navigation for patients	6.88	6.97	6.50	7.07	6.95	6.98	6.73	6.90	6.96	7.20	6.58	7.02
Patients feeling like they're in control	6.76	6.81	6.42	6.98	6.71	7.10	6.53	6.83	6.64	7.16	6.68	6.88
Number of Americans without health care insurance or coverage	6.74	6.55	6.49	7.11	6.84	6.95	6.50	6.71	6.86	7.01	6.48	6.88
Price of health care and coverage compared to other countries	6.69	6.46	6.48	7.06	6.85	7.06	6.26	6.62	6.93	7.07	6.79	6.81
Amount paid in taxes to fund health care	6.62	6.58	6.35	6.87	6.63	6.87	6.41	6.58	6.77	6.95	6.47	6.78
Number of health insurance options to choose from	6.60	6.61	6.31	6.82	6.63	6.88	6.36	6.54	6.95	7.14	6.45	6.70
Number of Americans in medical debt	6.58	6.30	6.37	7.00	6.87	6.68	6.27	6.50	6.92	7.07	6.54	6.71

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# Appendix B

On a scale of 1-9, where 1 is not at all improve, 5 is somewhat improve, and 9 is greatly improve, how much do you think the following changes would improve the American health care system?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Patients told upfront how much treatment will cost and do not receive surprise bills after receiving care	6.98	6.91	6.75	7.21	6.94	6.92	7.05	7.01	6.94	7.30	6.87	7.09
Health insurance cannot deny coverage for treatment recommended by an in-network doctor	6.93	6.85	6.72	7.18	6.95	6.86	6.97	6.98	6.80	7.21	6.96	7.02
More doctors and hospitals covered in health insurance provider networks	6.89	6.81	6.58	7.21	6.89	6.91	6.89	6.92	6.81	7.32	6.84	7.01
States can import lower priced drugs from Canada	6.83	6.64	6.66	7.15	7.01	6.91	6.64	6.81	6.80	7.23	6.71	6.99
Health plans can specialize in care for patients with cancer, heart care, diabetes and other diseases	6.81	6.78	6.44	7.12	6.96	6.95	6.59	6.81	6.89	7.11	6.80	6.93
Patients own and control their medical records and can easily share it with caregivers or when they switch doctors	6.72	6.52	6.61	7.00	6.87	6.85	6.50	6.71	6.87	6.92	6.43	6.81
Americans can customize their health care coverage based on their personal health and financial needs	6.69	6.51	6.57	6.95	6.97	6.71	6.47	6.63	6.77	7.24	6.59	6.78

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# Appendix B

On a scale of 1-9, where 1 is not at all improve, 5 is somewhat improve, and 9 is greatly improve, how much do you think the following changes would improve the American health care system?

	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Health insurance follows you from job to job, in and out of the labor market	6.57	6.30	6.29	7.04	6.84	6.62	6.33	6.50	6.64	7.22	6.49	6.68
Continuous open enrollment for health insurance to allow patients to switch plans at any time	6.55	6.36	6.22	6.99	6.89	6.69	6.18	6.49	6.74	6.96	6.59	6.63
Drug prices based on what other countries pay	6.50	6.12	6.26	7.05	6.83	6.43	6.30	6.41	6.86	7.05	6.25	6.59
Streamlining the approval process for all new drugs and treatments based on the Operation Warp Speed model used for the COVID-19 vaccines	6.45	6.22	6.23	6.84	6.47	6.51	6.40	6.44	6.65	6.87	6.23	6.56
Patients can easily track their vital signs like blood glucose or blood pressure and run common medical tests on their own using their smartphone	6.43	6.25	6.20	6.78	6.91	6.42	6.07	6.28	6.74	7.03	6.61	6.53
Virtual health care is fully utilized so many health appointments can be done at home	6.29	6.05	6.07	6.89	6.86	6.37	5.79	6.12	6.65	7.14	6.06	6.39
Every American has the same health care coverage	6.11	5.44	6.04	6.80	6.67	6.27	5.55	5.89	6.73	6.61	5.82	6.16

**Green:** More than one standard deviation above the mean for that group.  
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