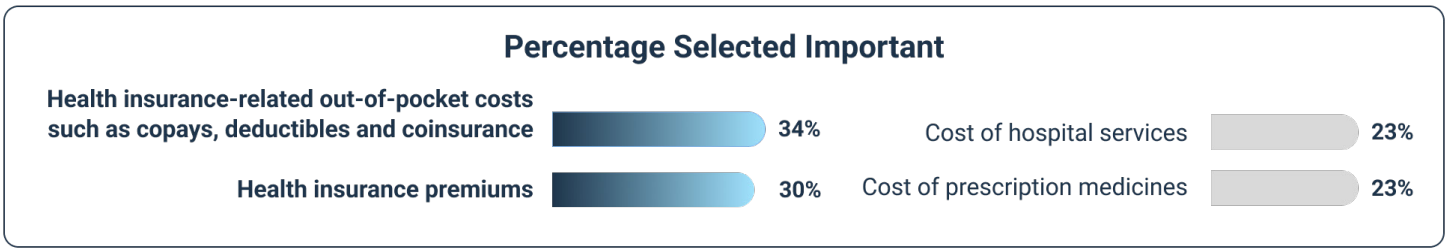
New Poll: **Voters Want Candidates to Lower Insurance Costs and Remove Barriers to Care**

Morning Consult conducted a recent poll among 2,000 registered voters to understand Americans' health care priorities, concerns about affordability and views of potential policy solutions. The findings send a clear message: Voters want policymakers to focus on lowering health insurance costs, removing barriers to care and holding health care middlemen accountable.

Health Insurance Costs Are Top Voter Health Care Priorities

When asked to identify their two most important health care issues, voters ranked insurance-related costs at the top of the list:



Insurance-related costs were the top two health care priorities among **Democrats**, **Independents** and **Republicans**, showing consensus across party lines.

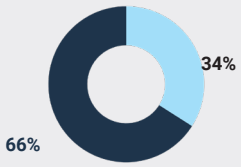
Concerns extend beyond today's expenses. Looking ahead to the next 12 months:

57% are concerned about affording health insurance out-of-pocket costs.

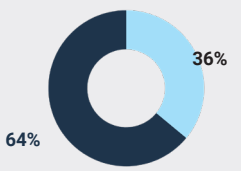
48% are concerned about affording their health insurance premiums.

Voters Prefer Candidates Who Will Address Insurance Costs and Barriers

Voters are looking for candidates with concrete plans to ensure health insurance is working as intended.



66% preferred a candidate with a real plan to lower health insurance premiums, compared with 34% who preferred a candidate focused on lowering prescription medicine prices.

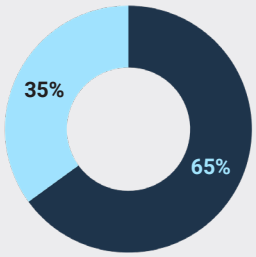


64% preferred a candidate who would rein in insurance company practices that delay access to medicines and treatments, such as prior authorization and coverage denials, compared to 36% who preferred a candidate focused on lowering prescription medicine prices.

Learn more at VotersForCures.org/Poll

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When presented with a broader choice:



65% said they would be more likely to vote for a candidate who would crack down on insurers and pharmacy benefit managers (PBMs) that delay or deny access to prescribed medicines, steer patients to pharmacies they own and overcharge patients for medicines.

35% chose a candidate who would have the government set U.S. prescription medicine prices based on prices in other developed countries.

Voters Are Concerned What MFN Leaves Unaddressed

After learning about a proposal known as Most Favored Nation (MFN) price controls – which would tie U.S. medicine prices to prices set in other countries – voters expressed concern that the policy would fail to address major problems driving patient costs and limiting access to care.

75%

were concerned that MFN would not address the reality that hospital markups can exceed international prices by as much as 700%.

73%

were concerned that MFN would not address the share of medicine spending going to PBMs, insurers and others that did not develop the medicine.

67%

were concerned that MFN would not address foreign countries' failure to pay their fair share toward medicine research and development.

74%

were concerned that MFN would do nothing to hold insurers accountable for delaying or denying coverage.

Voters Want Reforms That Lower Costs and Protect Access to Care

The findings point to a clear priority for policymakers: focus on the costs and barriers to care patients experience. That means lowering insurance premiums and out-of-pocket expenses, stopping coverage delays and denials, holding PBMs accountable and reining in excessive hospital markups.

The bottom line:

Rather than importing foreign price-setting systems, policymakers should pursue solutions that make health insurance work better, preserve access to current and future medicines and ensure other wealthy countries contribute their fair share to innovation.

National Methodology: This poll was conducted by Morning Consult between August 25-27, 2026, among a sample of 2,000 registered voters. Results were calculated using demographic post-stratification weights and have an approximate margin of error of plus or minus 2 percentage points. Candidate-preference findings of 66% and 64% came from separate split-sample questions.

Learn more at VotersForCures.org/Poll

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