



**Community
Catalyst**

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Healthcare Survey 2025

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Objectives

3



EVALUATE

1

We will assess how the public perceives government involvement in healthcare, focusing on voter attitudes toward policies aimed at lowering insurance costs versus those that emphasize choice and flexibility.

ANALYZE

2

By analyzing voter attitudes toward healthcare funding cuts and government policies of the healthcare sector, we will identify key audience segments, including persuadable voters and mobilization targets, to craft targeted outreach strategies that resonate with different voter groups based on their perspectives and concerns.

MESSAGING

3

Through comprehensive message testing, we will determine the most effective language, messengers, and narratives for communicating the stakes of healthcare policy decisions—potentially building deeper alignment with multi-issue groups and policymakers related to the economy.

Methodology

Universe

Registered Voters
Nationally

Sample Size

Total N=1400 (Unweighted)
N = 1000 (Weighted)

N=1000 Base Registered Voters
N=100 OS of Black Reg. Voters
N=100 OS of Latinx Reg. Voters
N=100 OS of AAPI Reg. Voters
N=100 NonMedicaid Expanded State Voters

Methodology

These findings are from a proprietary survey conducted by HIT Strategies on behalf of Community Catalyst. This survey consisted of 1000 registered voters nationally, with 4 National Oversamples: 100 Black registered voters, 100 Latinx registered voters, 100 AAPI registered voters, and 100 NonMedicaid Expanded State Voters. The survey was conducted via online panel. The survey fielded from April 1st – 10th, 2025 and the margin of error is +/- 2.8%. Margin of error is higher among subgroups.

Note: party information on each slide is from Self-ID question. Democrats and Republicans include Independent leaners. Weighted sample Party ID:

40% Democrats (N = 403), 19% Independents (N = 194), 40% Republicans (N = 401)



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Key Findings



1

Concern about rising healthcare costs has grown among voters since last year, with bipartisan agreement — signaling the rising healthcare costs that contribute to cost-of-living burdens.

Most voters agree that cost of living (60%) and economy (56% selected) are the most important issues, while 42% say healthcare is a priority. This finding aligns with the top issues respondents believe Congress should be prioritizing, including lowering food costs (50%), lowering taxes (34%) and lowering healthcare costs (28%). **This finding emphasizes that, while voters are prioritizing the economy and its impact on their day-to-day lives, there is also a concern for healthcare and the greater implications of increasing costs.**

2

Voters across the political spectrum want to see major changes in the healthcare system, emphasizing the desire among voters for bipartisan action.

Voters want to see substantial change in the healthcare system (73% say it needs major change or be completely rebuilt). This includes 75% of self-ID Democrats, 76% of Independents, and 67% of Republicans. This finding highlights the need from voters to offer bipartisan solutions that push major change in the healthcare system forward, an issue of concern across all political ideologies. Additionally, voters overwhelmingly prefer to view healthcare as a public good (73%) rather than a business that is maintained through supply and demand.





3

Voters across party lines want the government to take a stronger role in lowering healthcare costs and managing the system, as they do not trust the private sector to bring costs down themselves.

Most respondents believed healthcare should be primarily managed by the government to ensure that decisions are based on patient needs, not profits, and that everyone has access to care. Similarly, 78% of respondents said the government should play a greater role in helping to reduce the cost of healthcare. This includes 89% of Democrats, 73% of independents and 68% of Republicans. Building on this finding, most respondents (63%) also said healthcare should be primarily managed by the government, highlighting how people believe the government's role should regulate the industry. Most respondents (73%) said healthcare should be treated as a public good, focusing on providing care for all rather than financial gain. **Overall, these findings indicate a desire for the government to be intentional about addressing healthcare concerns, rather than leaving it to private entities.**

4

Majority of voters overwhelmingly aligned with the desire for government to make health coverage available for all and greater government oversight for ownership of hospitals, reduction in medical debt, unjustified medical claim denials and expanding access to affordable dental care.

Each policy we tested had support from a majority of voters (52% or more) and was highly supported across demographics and political ideologies. The most popular policy was eliminating insurance companies' ability to deny claims for procedures recommended by healthcare professionals (86% total concerned, 51% very concerned). Other policies included supporting government-run healthcare that covered basic medical expenses, government regulation on corporate ownership, expanding access to affordable dental care and regulation on insurance claim denials. The questions were framed with contextual information about the purpose and functionality of each policy, contributing to the understanding of each policy and therefore the support. **This finding validates that there is a strong case for educating voters on these policies and enacting them.**





Baseline

Healthcare Affordability Prioritization

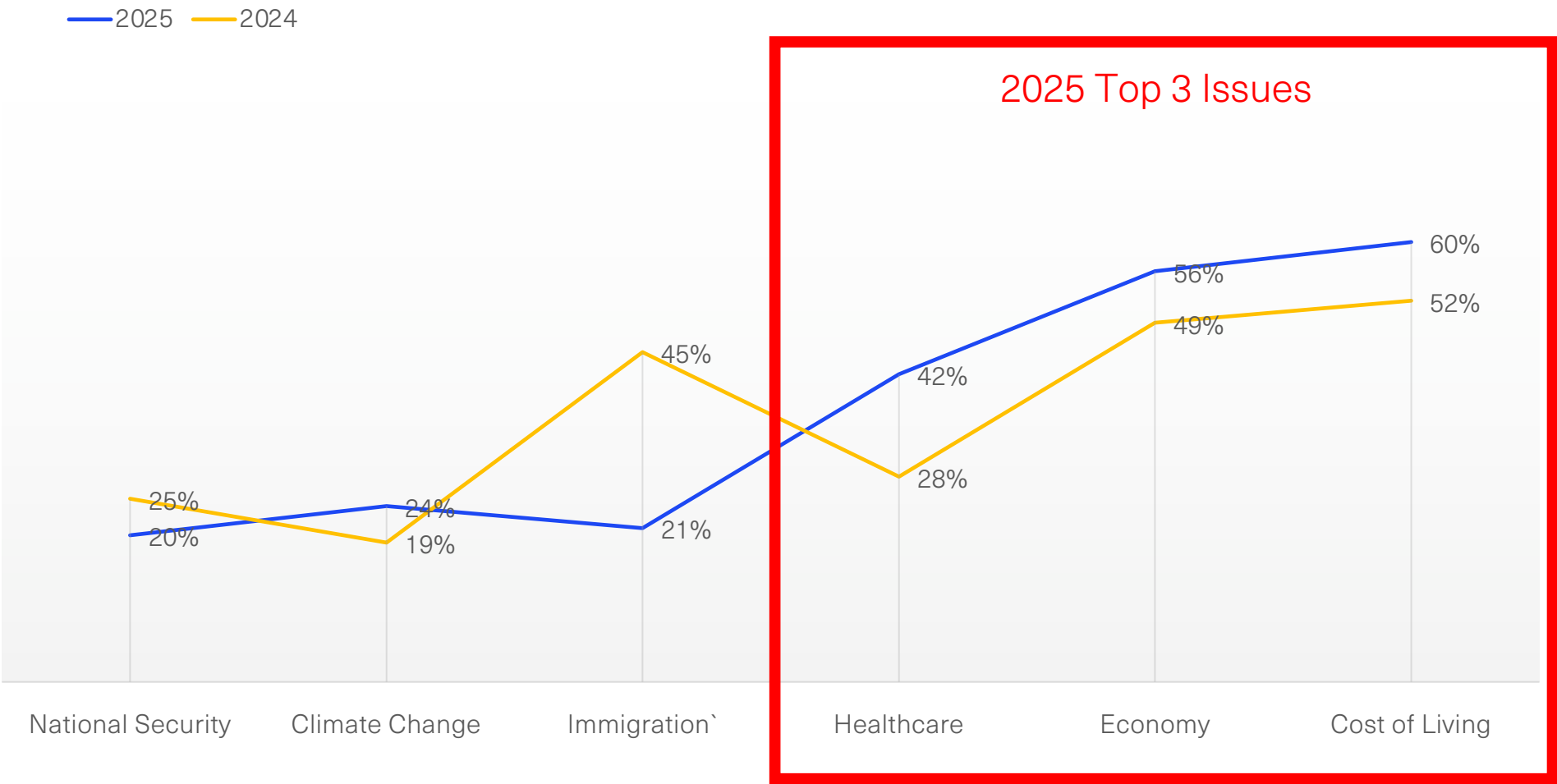
1. Baseline

2. Affordability

3. Government vs.
Private Sector

Healthcare is a growing concern for voters in 2025, second only to economic related concerns

Q8 Of the following issues, which three are currently the most important to you?



Note: There was a slight word change in the questions from 2024 to 2025 from top issue for admin to prioritize to general top issue.



Affordability

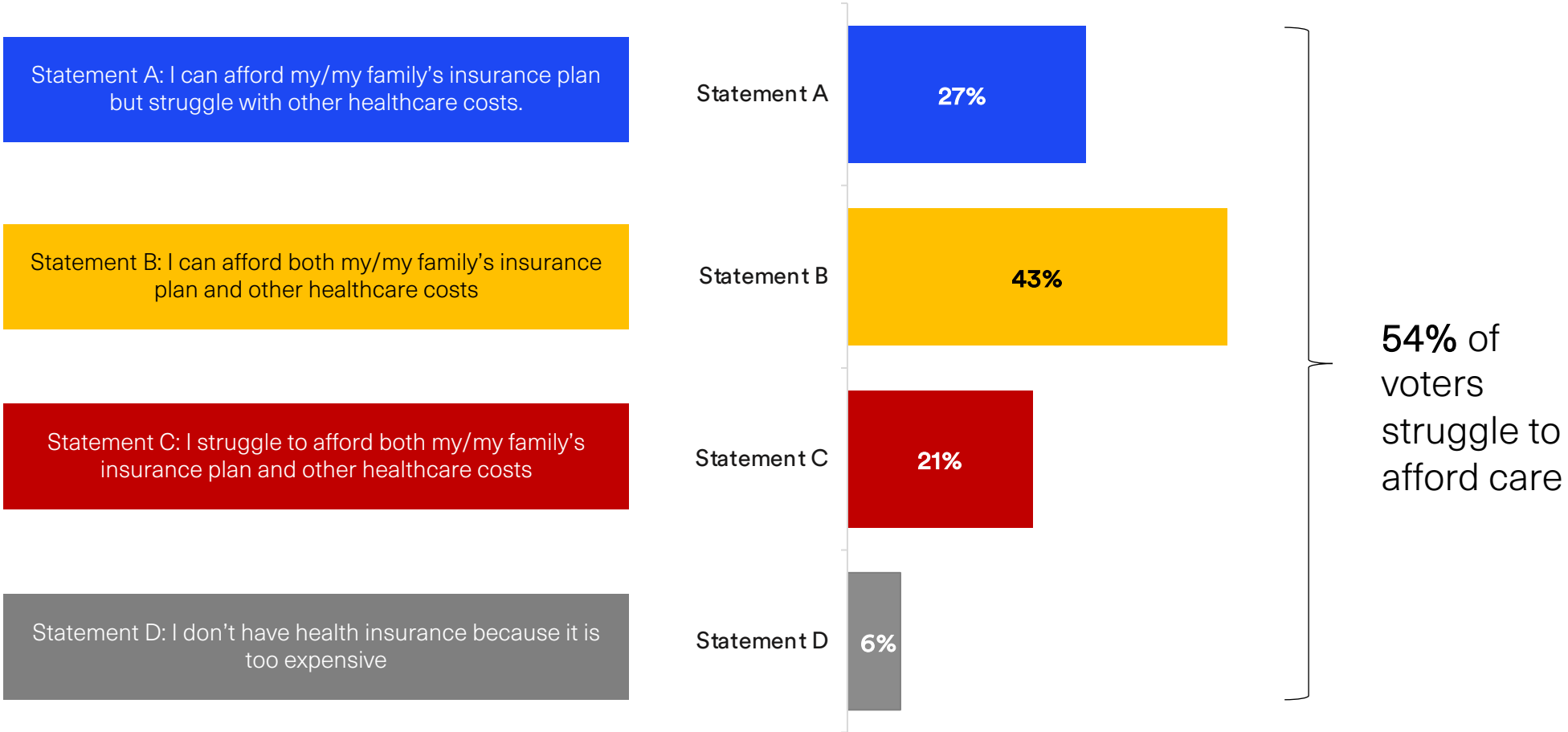
1. Baseline

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3. Government vs.
Private Sector

The U.S. healthcare system requires a major overhaul in order for the majority of voters to afford it. Currently, insurance coverage alone is not enough to ensure access to affordable care.

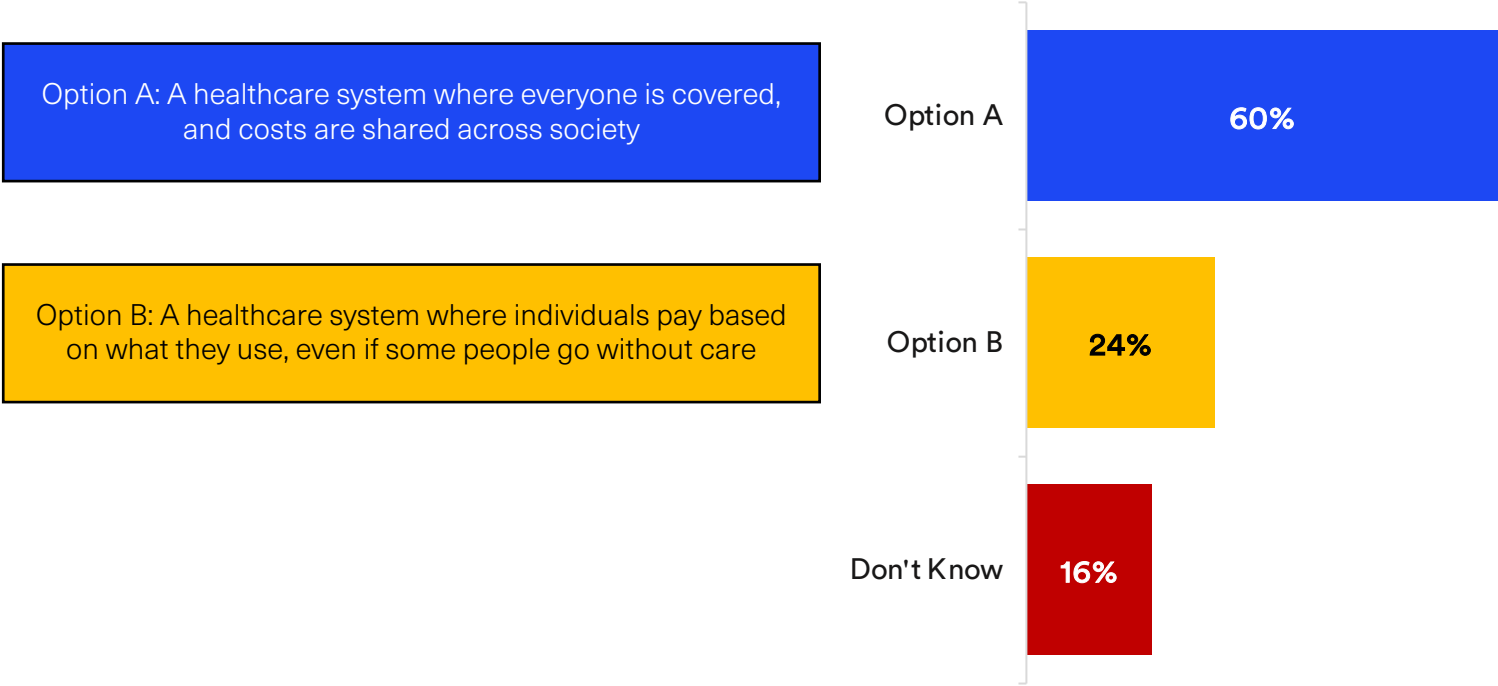
Q17. Which of the following statements best describes your experience when it comes to affordability of insurance and healthcare?



Voters prefer a healthcare system with more **evenly shared costs and broader access**

Q18-22. There are different approaches to managing healthcare costs in the U.S. Some believe the government should play a larger role in regulating prices and ensuring affordability, while others believe a less regulated system allows for more competition and choice. Thinking about these approaches, which do you think is better for managing healthcare costs?

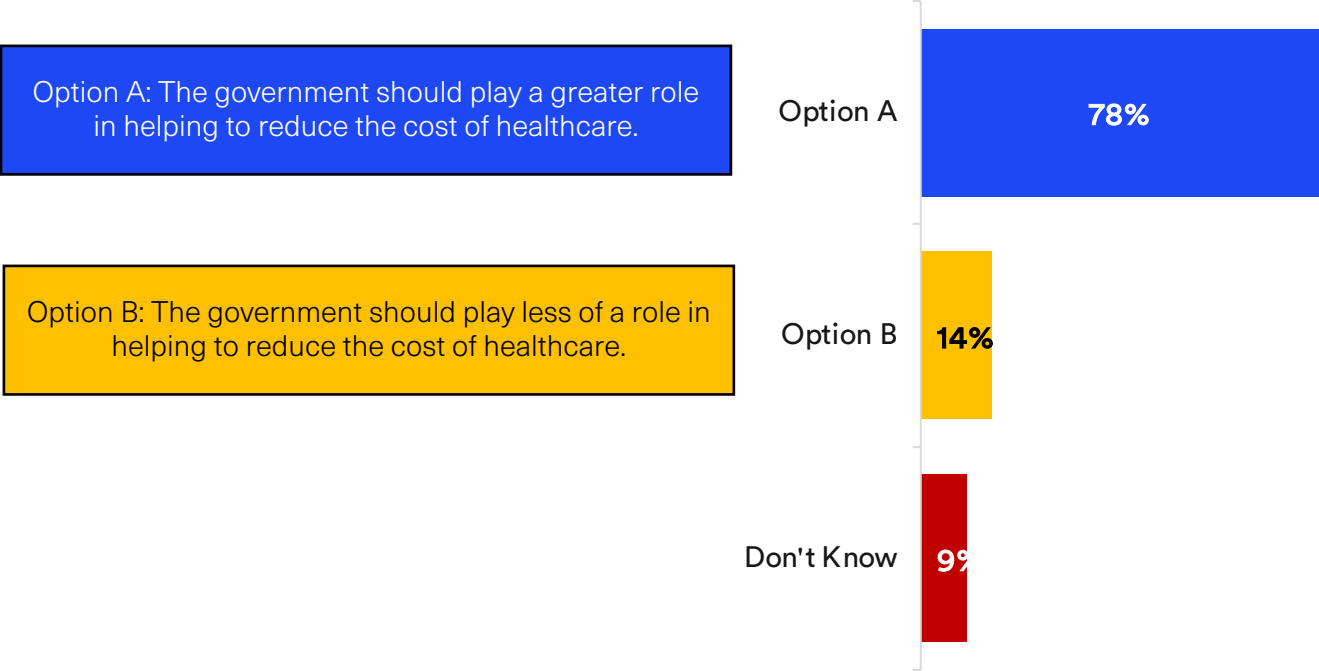
Universal Coverage vs. Cost Burden



	Dems.	Ind.	GOP
Option A	75%	57%	45%
Option B	15%	23%	34%
Don't Know	10%	20%	21%

Strong majority of voters want a **stronger government role** in lowering healthcare costs, a sentiment consistent across party lines.

Q18-22. There are different approaches to managing healthcare costs in the U.S. Some believe the government should play a larger role in regulating prices and ensuring affordability, while others believe a less regulated system allows for more competition and choice. Thinking about these approaches, which do you think is better for managing healthcare costs?



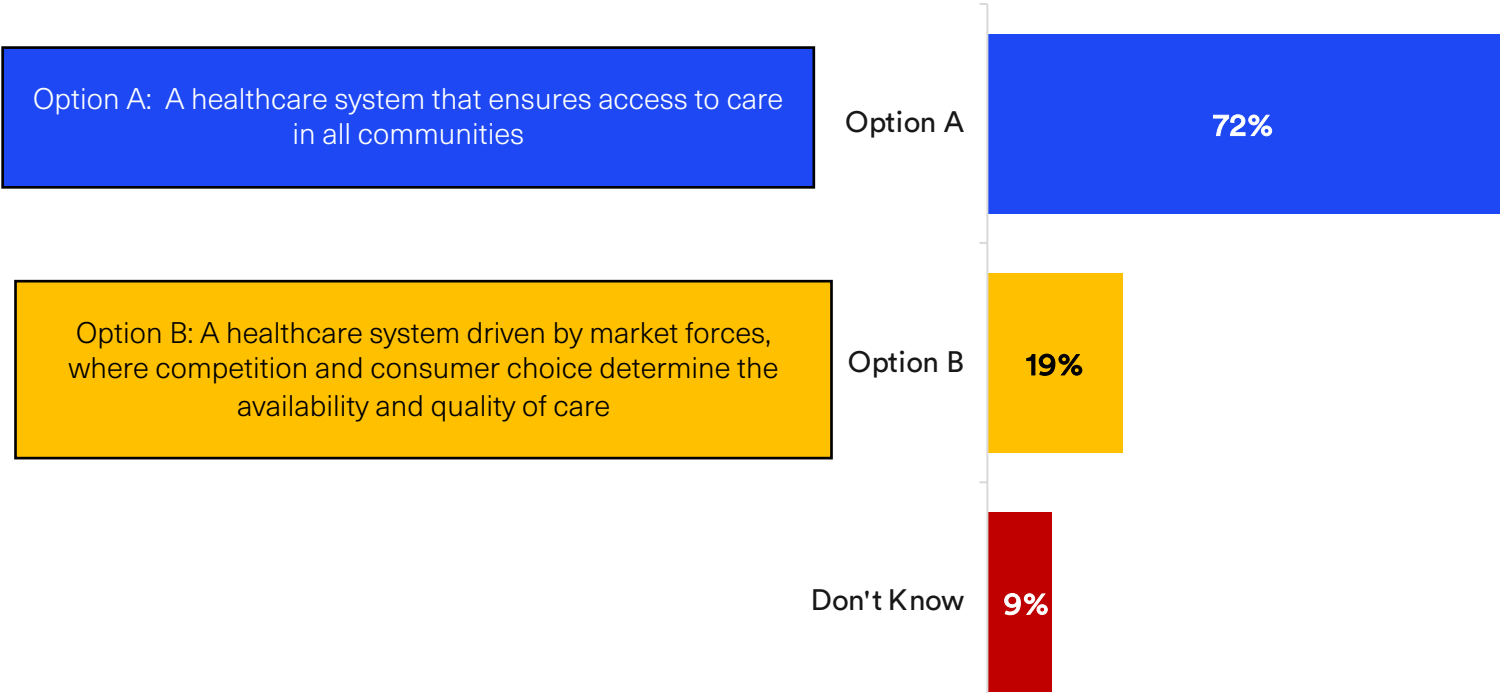
	Dems.	Ind.	GOP
Option A	89%	73%	68%
Option B	7%	13%	20%
Don't Know	4%	13%	12%

Voters prefer a healthcare system that is accessible to all, indicating widespread support for a system that prioritizes broad access over relying on market forces



Q18-22. There are different approaches to managing healthcare costs in the U.S. Some believe the government should play a larger role in regulating prices and ensuring affordability, while others believe a less regulated system allows for more competition and choice. Thinking about these approaches, which do you think is better for managing healthcare costs?

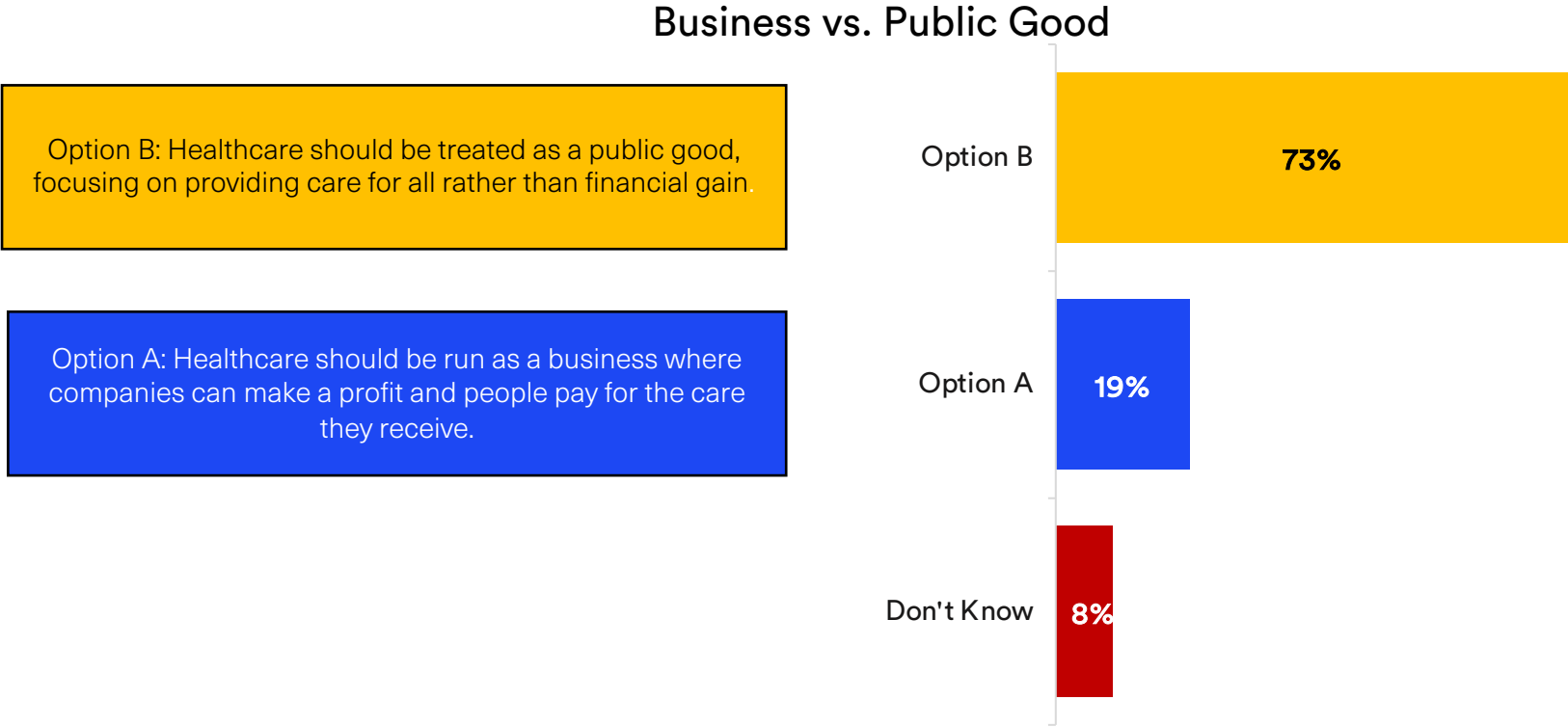
Access to Coverage vs. Market Driven



	Dems.	Ind.	GOP
Option A	82%	72%	62%
Option B	13%	16%	27%
Don't Know	5%	11%	11%

Voters believe healthcare should be accessible to all and **treated as a public good**, with less emphasis on profit and **more focus on providing care**, regardless of ability to pay.

Q18-22. There are different approaches to managing healthcare costs in the U.S. Some believe the government should play a larger role in regulating prices and ensuring affordability, while others believe a less regulated system allows for more competition and choice. Thinking about these approaches, which do you think is better for managing healthcare costs?



	Dems.	Ind.	GOP
Option A	14%	16%	26%
Option B	80%	72%	66%
Don't Know	6%	11%	9%



Government vs. Private Sector

1. Baseline

2. Affordability

3. Government vs.
Private Sector

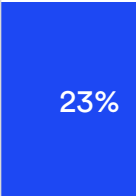
Across all political parties, voters overwhelmingly prefer the government managing healthcare rather than leaving it up to market demands to keep costs down

19

Q23. The private sector refers to businesses and organizations run by individuals or companies for profit, like health insurance companies and hospitals. The public sector, including federal and state governments, is responsible for insurance programs like Medicare and Medicaid that provide healthcare coverage and help lower healthcare costs.

Do you think healthcare should be treated as a service that operates in the private market, or should it be managed by the government to ensure access for all?

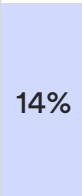
Healthcare should be part of the private market, where competition and profit incentives drive quality and innovation, even if it means some people cannot afford care.



Healthcare should be primarily managed by the government to ensure that decisions are based on patient needs, not profits, and that everyone has access to care.



Don't Know

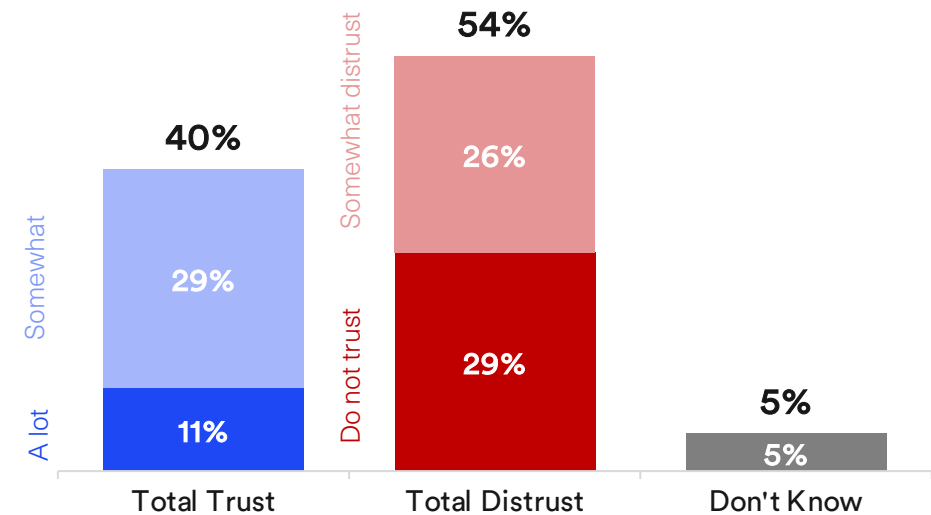
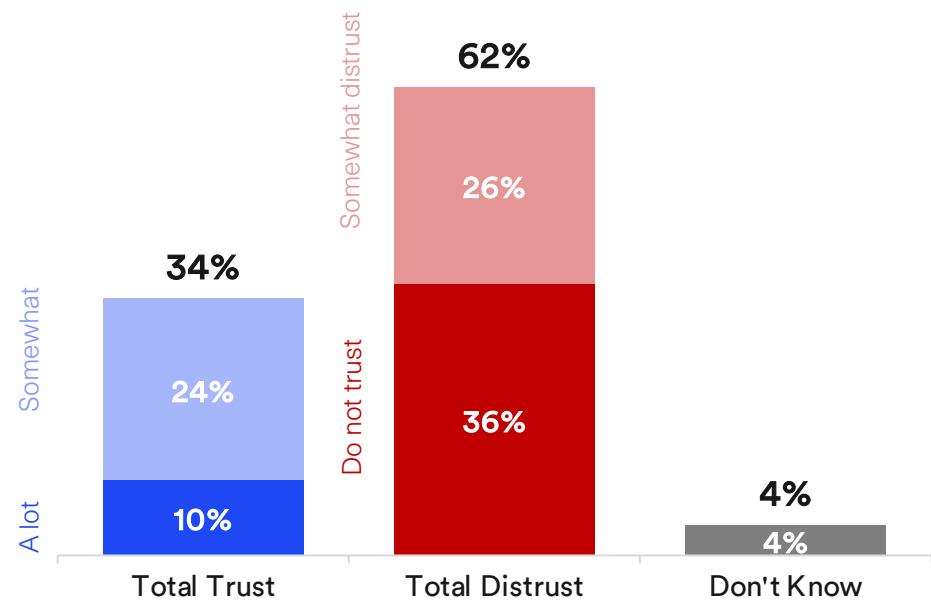


Democrats	Independents	Republicans
14%	21%	34%
77%	60%	60%
9%	20%	16%

Voters distrust of insurers and hospitals to keep prices fair suggests a potential need for stronger external oversight to ensure affordability and transparency in healthcare.

Q27. How much trust do you have that health insurance companies in the U.S. will do the right thing by keeping prices fair on their own?

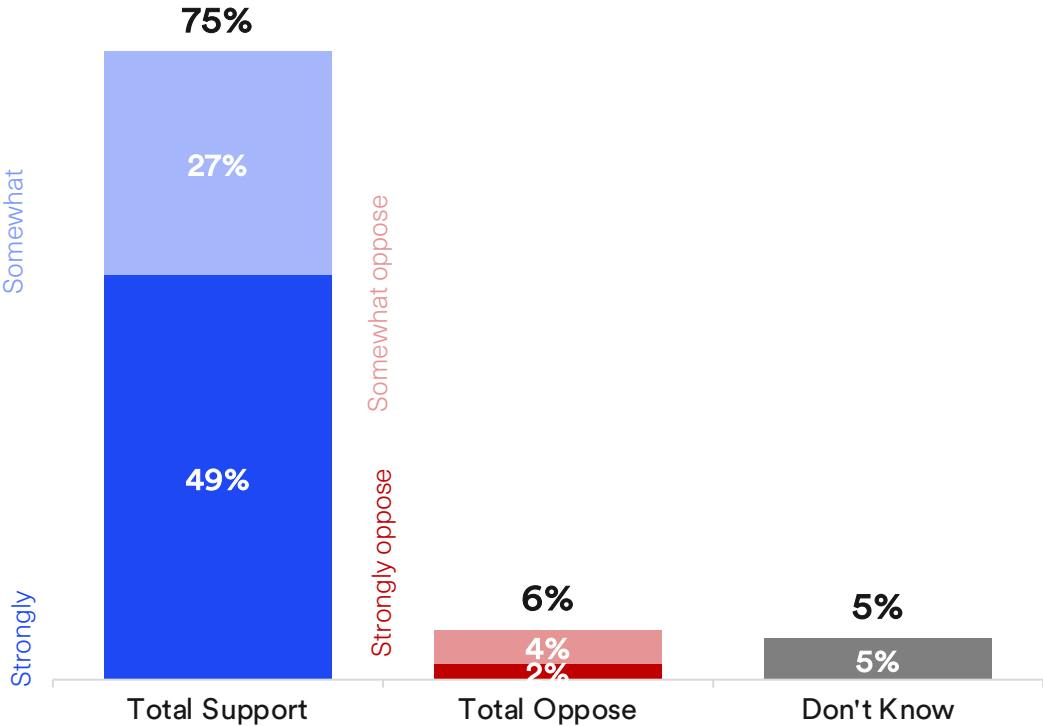
Q28. How much trust do you have that hospitals in the U.S. will do the right thing by keeping prices fair all on their own?



Note: There were no notable differences across party identification.

Q31. Currently, dental care is treated separately from overall healthcare, requiring separate insurance plans with limited coverage. Many people struggle to afford basic dental care, leading to untreated issues that can cause serious health problems.

To what extent do you support or oppose a policy that expands access to affordable dental care by ensuring it is covered as part of overall healthcare?



	Dems.	Ind.	GOP
Total Support	81%	69%	73%
Total Oppose	4%	8%	7%
Don't Know	3%	9%	4%

Thank you

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