

Healthcare & Election 2024

*eHealth Original Research
September 2024*

Introduction

In the United States healthcare is political, and never more so than during a presidential election season. In eHealth's latest survey of more than 1,000 Americans, 71% say it is the president's role to set national healthcare policy, and a strong majority say that healthcare will be a top-three voting issue for them this fall.

However, as demonstrated in our report, politicians' talking points don't always align with the concerns of voters, and we uncovered a surprising amount of agreement across party lines.

For example, nearly all respondents are shocked at the increase in their healthcare costs over the past four years, and insurance premiums are a pain point for many. Among their top-three priorities respondents want the next president to address medical costs in general, and specifically the cost of prescription drugs. Political hot-topics like abortion access and vaccine safety rank much lower.

Frustration with healthcare costs may also be opening voters to new ideas. We were surprised to find that a majority across party lines would support the repeal of the Affordable Care Act and the creation of a single, government-sponsored healthcare system for all Americans.

The findings presented here shed light on consumer sentiments relevant to the 2024 presidential election, but our report should not be read as an endorsement of any specific candidate or policies.

Highlights

Healthcare is a top voting priority. When voting in this fall’s presidential election, more than eight in 10 say that healthcare is either their top priority (35%) or among their top three priorities (50%).

Americans are alarmed by healthcare cost inflation. Looking back over the past four years, 88% say they are “shocked” by how much their healthcare costs have increased; among these, 72% cite increased health insurance premiums while 49% cite higher prescription drug costs.

Voters’ healthcare priorities don’t always match up with political talking points. Survey respondents say the next president’s top three healthcare priorities should be ensuring the sustainability of Medicare (cited by 59%); addressing the cost of medical care generally (57%); and addressing the cost of prescription drugs (50%). Hot topics like abortion access and vaccine safety ranked much lower (cited by 28% and 9% respectively).

A majority would support repealing the ACA. Sixty percent say they would support the repeal of the Affordable Care Act (ACA); only 26% do not support the ACA’s repeal; majorities of both Democrat and Republican voters say they would support repeal.

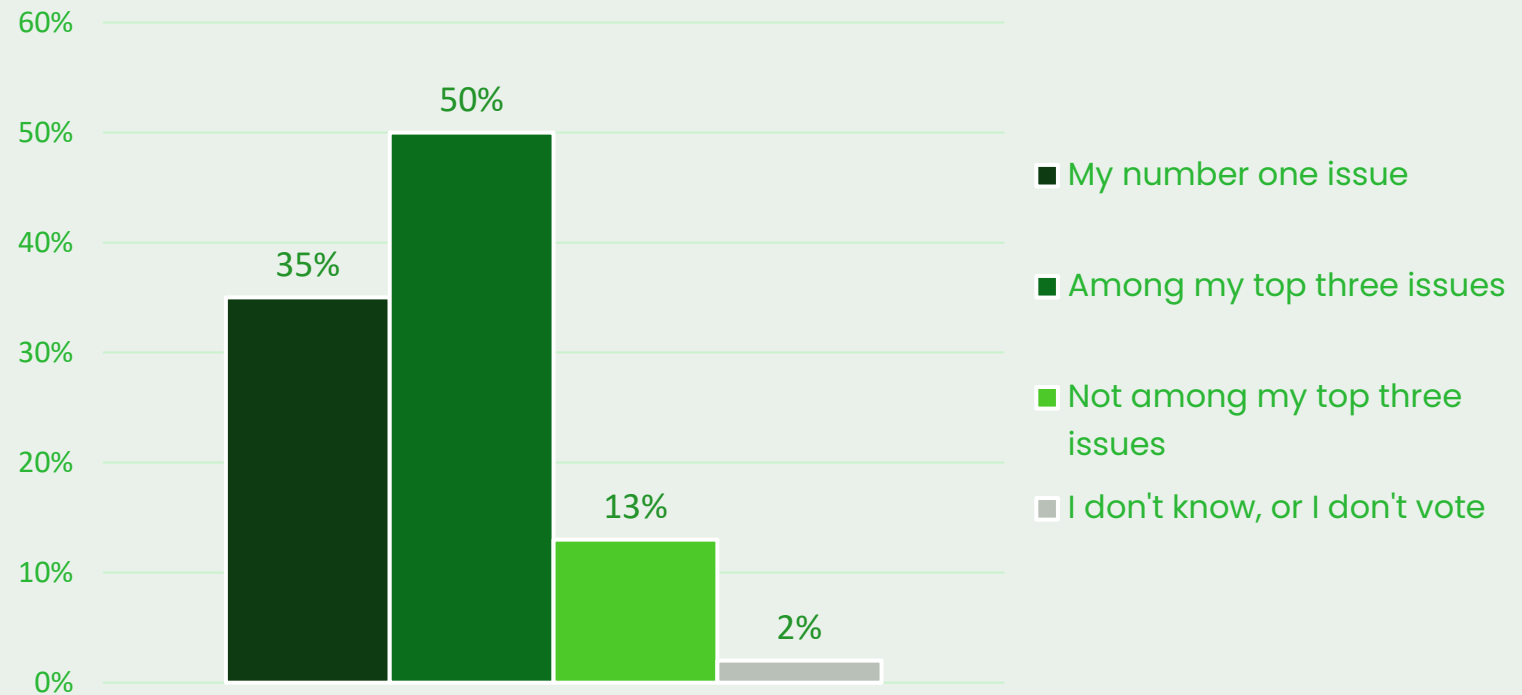
A majority want a single-payer healthcare system. Overall, more than eight in 10 (83%) say they support the idea of a single, government-run healthcare system for all Americans, including majorities of both Democrat and Republican voters.

Healthcare is a Top Priority for Voters

More than eight in 10 say healthcare is a top-three issue for them this election

- About a third (35%) say healthcare is their top voting priority this year.
- Another 50% say healthcare is among their top three voting priorities.
- Only 13% say it is not among their top three voting priorities.

When it comes to voting this fall, how does healthcare rate as a priority for you?

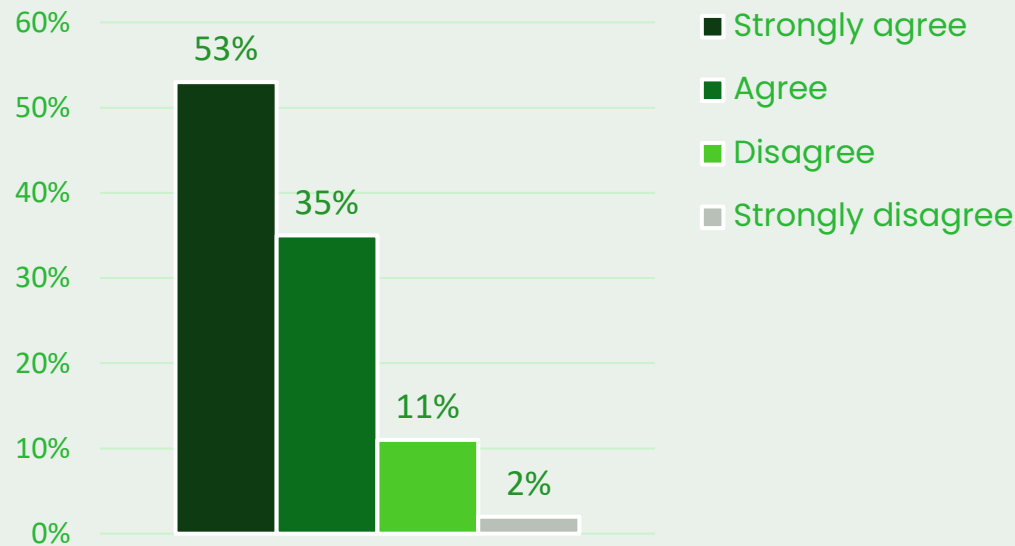


Feeling the Pain of Higher Healthcare Costs

Almost nine in 10 are alarmed by rising healthcare costs

- 53% “strongly agree” that they are shocked by how much their healthcare costs have increased in the past four years.
- An additional 35% “agree”.
- Only 13% of respondents disagree with the sentiment.

“When I think about how much my healthcare costs have increased in the past four years, I’m shocked.”



Democratic voters and those with employer-based coverage are most likely to feel strongly on the issue

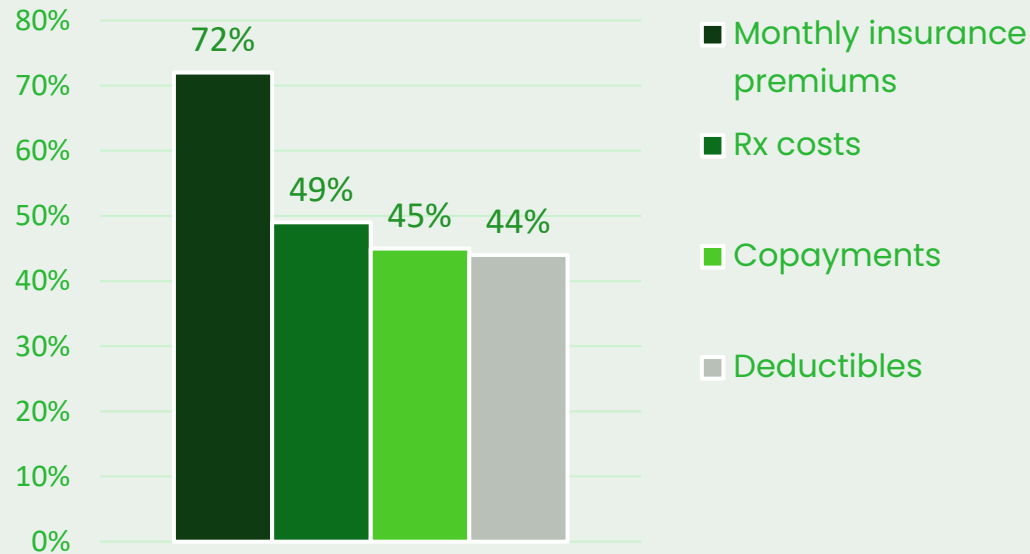
- 61% of Democrat voters “strongly agree” that their healthcare costs have risen notably in the past four years, compared to 46% of Republicans.
- Among those with employer-sponsored health insurance, 67% “strongly agree,” compared to 53% of those with ACA coverage and 37% of Medicare beneficiaries.

Pointing the Finger at Premiums

Nearly three quarters point the finger at higher insurance premiums

- Among those shocked by the increase in their healthcare costs over the past four years, 72% cite monthly health insurance premiums.
- 49% cite higher prescription drug costs.
- 45% cite higher copayments.
- 44% cite higher deductibles.

Which specific healthcare costs have increased significantly for you in the past four years? Select all that apply.



Democrats and Republicans differ somewhat on cost pain points

- Among Democrat voters, 78% cite monthly health insurance premiums as a pain point, compared to 63% of Republican voters.
- By contrast, 50% of Republican voters cite prescription drug costs, compared to 43% of Democrat voters.

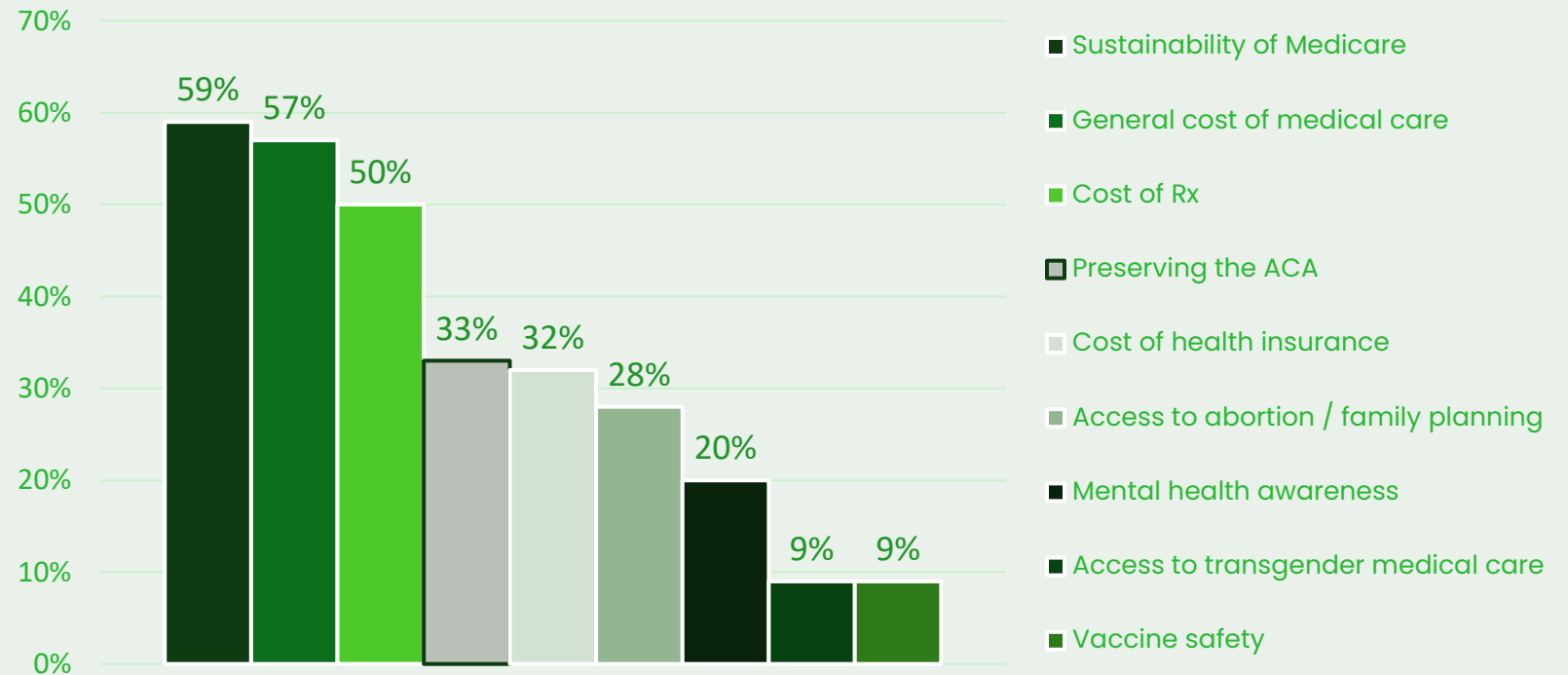
Findings presented on this page based only on those who were “shocked” by increases in their healthcare costs over the past four years.

The Next President's Healthcare Priorities

Voter priorities don't always align with political talking points

- Respondents say the next president's top-three healthcare priorities should be the sustainability of Medicare (59%), the cost of medical care in general (57%) and the cost of prescription drugs (50%).
- Among hot-button issues, 28% cite access to abortion, while 9% each cite access to transgender medical care and vaccine safety.

What do you think the next president's top three healthcare priorities should be?



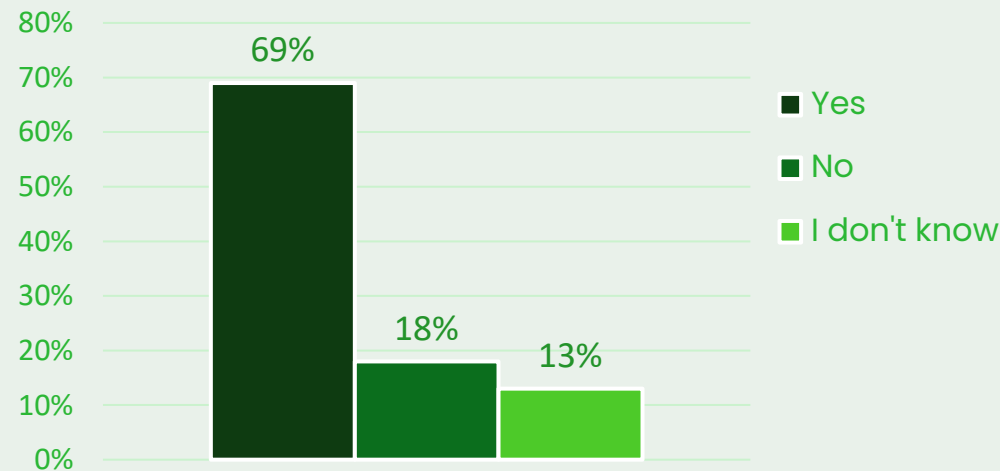
Respondents were allowed to choose up to three options.

Support for Government Health Programs

Most would pay more to support government healthcare programs

- More than two thirds (69%) would pay more to support Medicare and other forms of government-sponsored healthcare.
- 18% would not willingly pay more to support government healthcare programs.
- 13% are unsure.

Would you willingly pay more (e.g. in payroll taxes) to support Medicare and other forms of government-sponsored medical care?



Democrats and men are more willing to pay more for Medicare and other programs

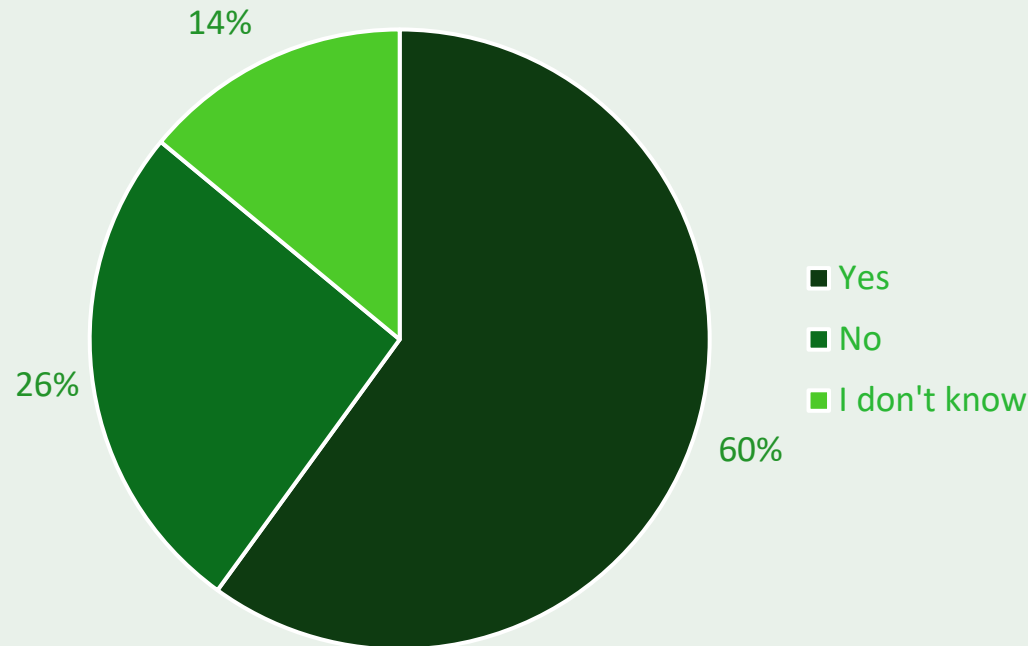
- 82% of Democrats are willing to pay more to support government healthcare programs, compared to 58% of Republicans and 52% of Independents.
- 84% of men are willing to pay more to support government healthcare programs, compared to 54% of women.

Where Voters Stand on the ACA

Six in 10 say they would support the repeal of the Affordable Care Act

- 60% say they would support the repeal of the Obama-era health reform law known as the Affordable Care Act (ACA).
- 26% would not support repeal of the ACA.
- 14% are unsure.

Would you support the repeal of the Affordable Care Act (ACA)?



Majorities of both Democrats and Republicans would support repeal

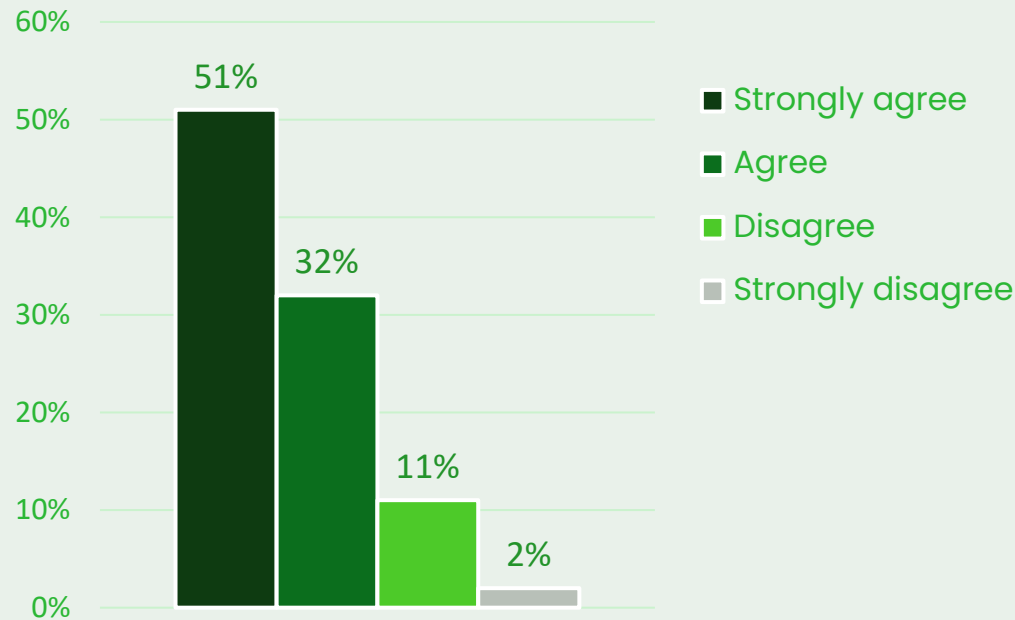
- Repeal of the ACA is supported by 72% of Republican voters, 60% of Democrat voters.
- Men are significantly more likely than women to support repeal of the ACA (82% vs 37% respectively).

Where Voters Stand on Universal Healthcare

More than eight in 10 support the idea of a single-payer healthcare system in the US

- 51% “strongly agree” that we should have a single, government-run healthcare system in the United States.
- 32% “agree”.
- Only 13% express disagreement.

“We should have a single, government-run healthcare system for all Americans.”



A majority of both Democrats and Republicans support a universal healthcare system

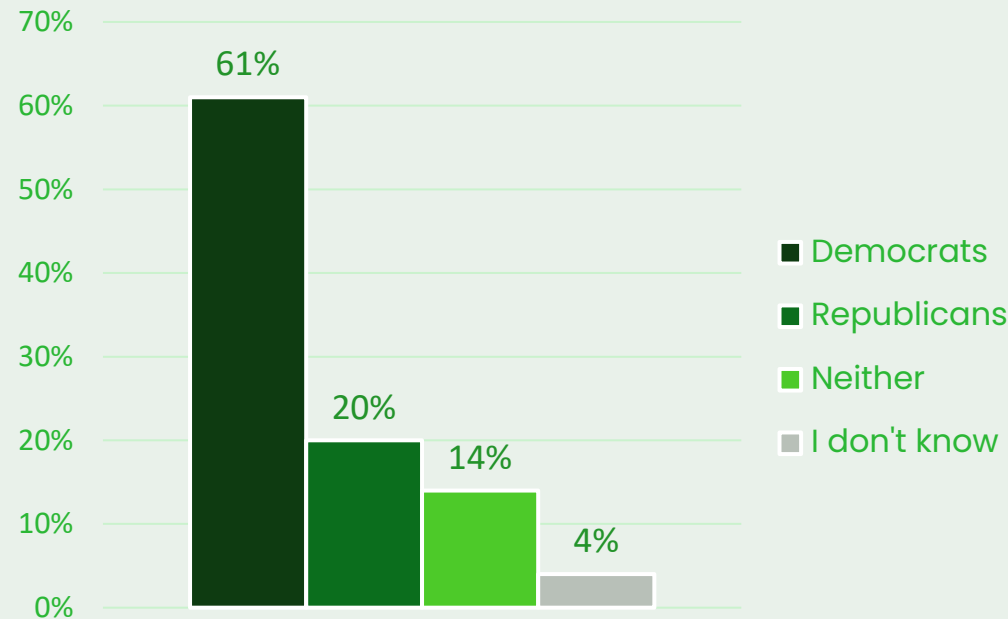
- 94% of Democrat voters and 64% of Republican voters feel that we should have a single government-run healthcare system.
- 85% of those currently enrolled in employer-sponsored health insurance and 78% of those enrolled in Medicare would support a single-payer system.

Who Voters Trust to Lower Rx Costs

Democrats are more trusted when it comes to lowering the cost of prescription drugs

- 61% believe the Democratic party will do more to lower the cost of prescription drugs for Americans.
- 20% trust Republicans more.
- 14% don't trust either party.

Which political party do you trust more to lower the cost of prescription drugs?



There are significant partisan splits on the issue of Rx costs

- Among likely Democrat voters, 90% trust Democrats more to lower the cost of prescription drugs.
- Among likely Republican voters, 74% trust Republicans more to lower drug costs.
- Independent voters were most likely to say they trust neither party when it comes to lowering drug costs (43%).

Methodology Note

Findings in this report are based on a survey conducted by eHealth using a third-party survey tool in August of 2024. Respondents were drawn from the general population and a total of 1,045 responses were collected. Throughout this report, percentages have been rounded to the nearest full percentage point and may add to slightly more or less than 100 percent. For the purposes of this report, respondents who identified themselves as most likely to vote for a Democrat candidate in any given election were considered Democrat voters, while those most likely to vote for a Republican candidate were considered Republican voters; those who said they were equally like to vote for a Democrat or Republican were considered Independent voters.

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