

2025 Healthcare Pulse Survey

*eHealth Original Research
March 2025*

Introduction

This year Americans nationwide and across the political spectrum are being invited to reconsider the role and scope of our government and social programs. Presented in this report, eHealth’s latest research shows that many Americans are open to rethinking the way healthcare works in the United States.

Our new survey of more than 1,000 Americans reveals broad-based discontent with the status quo: nearly three quarters give our healthcare system a grade C or lower. Only half of Americans say they can get the healthcare they need when they need it or afford their prescription drugs.

A majority tell us there’s too much government regulation of healthcare today, and most are willing to reconsider key provision of the 2010 Affordable Care Act. On the other hand, two thirds would support a federal ban on pharmaceutical companies marketing directly to consumers.

Affordable, accessible healthcare is important to all Americans. A strong majority told us that they consider healthcare “a human right.” They differ, however, on what they mean by that term. For most, it means everyone should have access to routine care, not that care should be free or provided by the government.

We encourage media, thought-leaders, and policymakers to consider the findings contained this report in re-imagining healthcare in the United States.

Highlights

Grading the US Healthcare System:

- 72% give the US healthcare system a C grade or lower.
- Many blame insurance companies (66%) and drug companies (60%) for what's wrong with the healthcare system; others blame politicians (42%) and fraud, waste, and abuse (34%).
- Only half say they can get the medical care they need when they need it (51%); only half can afford their insurance premiums (51%) or their prescriptions (49%).
- 35% worry more about the rising cost of healthcare than the rising cost of eggs, meat and other food staples.

Expectations for the Trump Administration:

- 57% say there's too much government regulation of healthcare today.
- 66% would like to see drug companies banned from advertising directly to consumers.
- Only 42% expect the Trump administration to make healthcare costs a priority.

Reconsidering Key Provisions of the ACA:

- 91% agree with Affordable Care Act (ACA) rules that say no one can be turned down for coverage because of their personal medical history.
- However, 83% think they should be able to pick a health plan that excludes coverage for benefits they won't personally use, if it saves them money.
- 56% say people who maintain an unhealthy lifestyle (smoking, heavy drinking, obesity) should pay more for their coverage than others.

Healthcare as a Human Right:

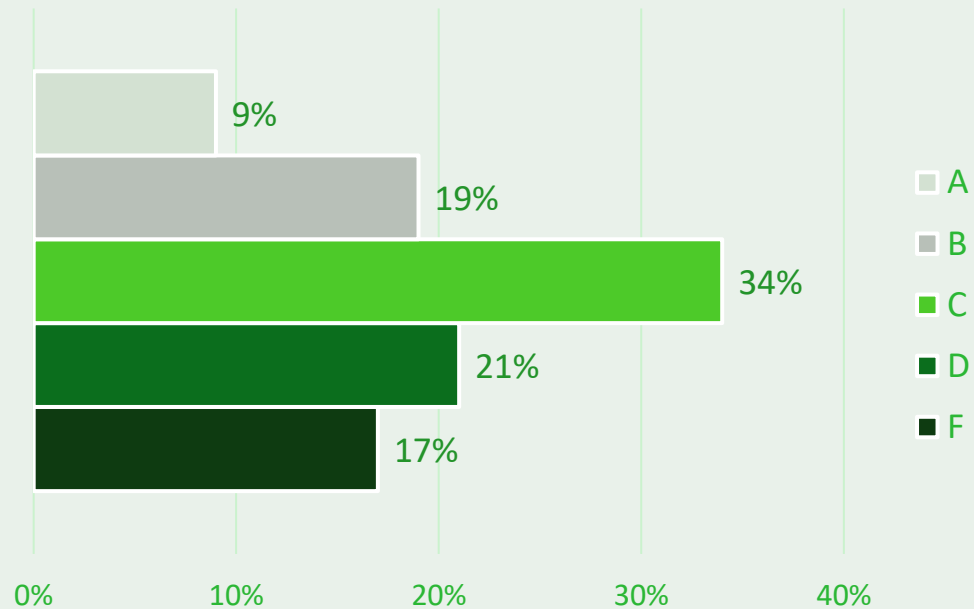
- 86% agree that "healthcare is a human right" but they differ on what the term means.
- 75% say it means everyone should have access to "routine" healthcare.
- Less than half (48%) say it means that healthcare should be free, while only 19% say it means the government should run the healthcare system.

The US Healthcare System Earns Poor Grades

Seven in 10 give the American healthcare system a C grade or lower

- Only 9% give the US healthcare system an A grade.
- 19% give it a B grade.
- 34% give it a C grade.
- 21% give it a D grade.
- 17% give it an F grade.

How would you grade healthcare in the United States today?



Medicare beneficiaries are more likely to have a favorable view, Democrats to have an unfavorable view

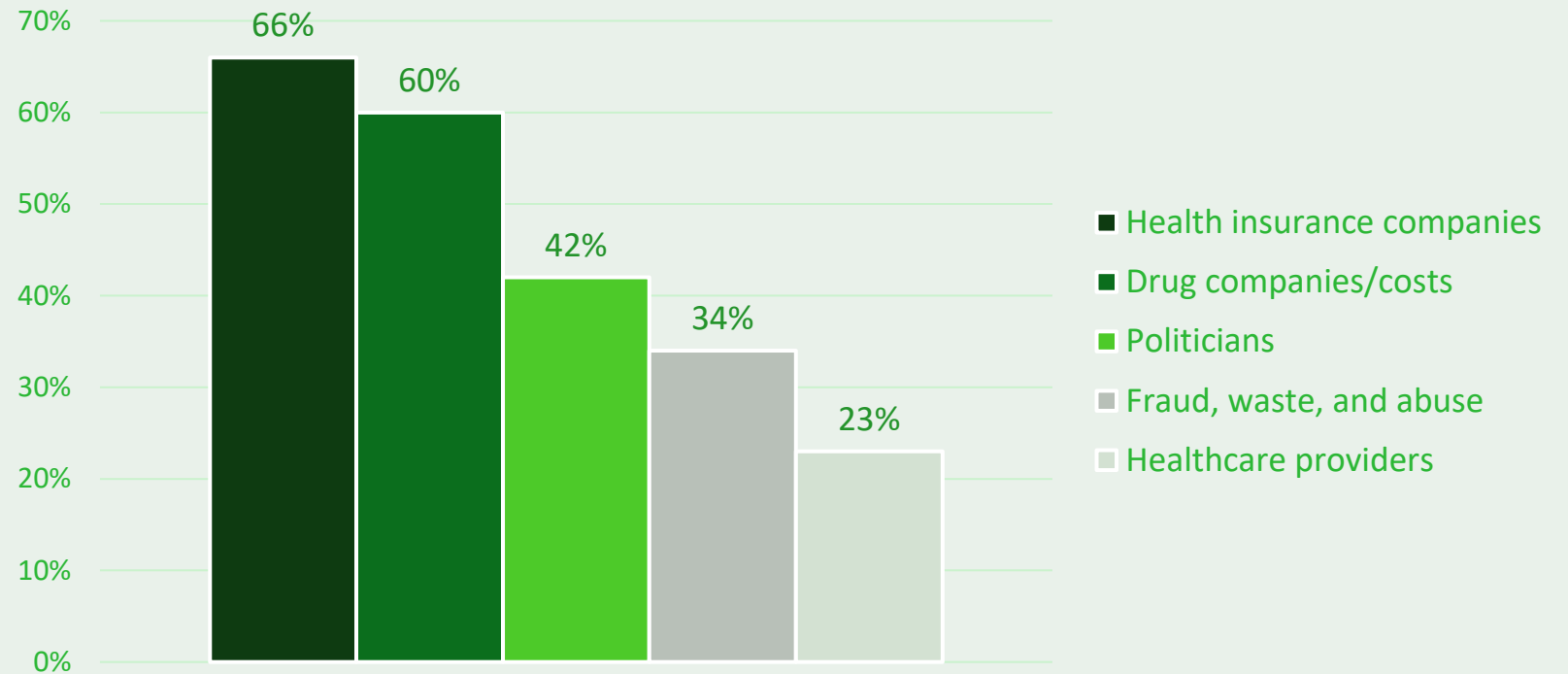
- 41% of Medicare beneficiaries give the American healthcare system an A or B, compared to only 22% of those with employer-sponsored coverage.
- 79% of Democrat voters give the US healthcare system a C or lower, compared to 60% of Republican voters.

What Ails the US Healthcare System

Most blame insurers and drug companies for the state of healthcare in the US today

- 66% say health insurance companies are to blame.
- 60% blame pharmaceutical companies or drug costs.
- 42% blame politicians.
- 34% blame fraud, waste, and abuse in the system.
- 23% blame healthcare providers.

What or who do you blame for what's wrong with healthcare in the US?*

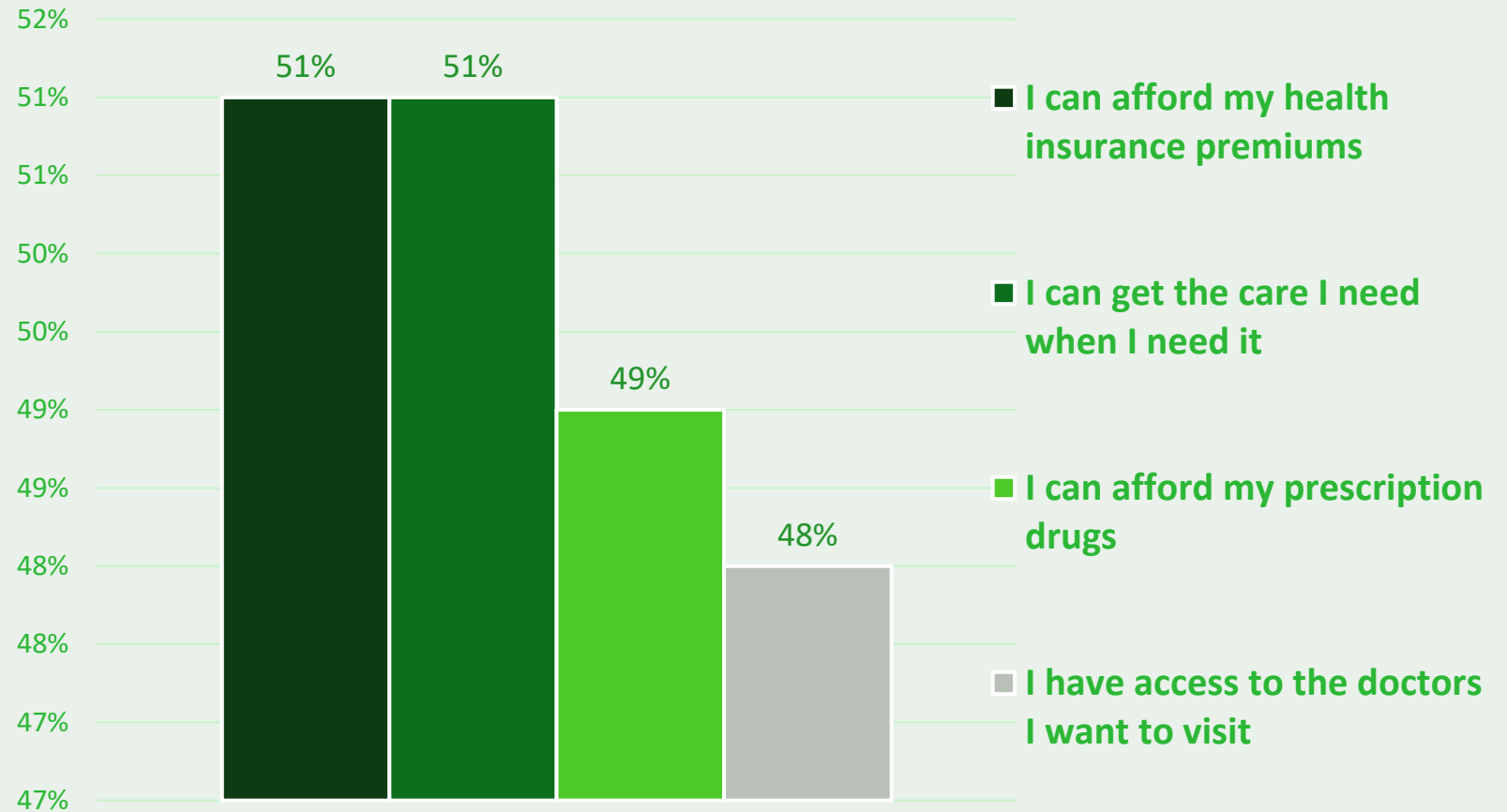


* Respondents were allowed to choose more than one option.

Healthcare Access and Affordability

Half of Americans struggle with healthcare access and affordability issues

- Only 51% say they can afford their monthly insurance premiums.
- Only 51% can get the care they need when they need it.
- Only 49% can afford their prescription drugs.
- Only 48% have access to the doctors they prefer to visit.

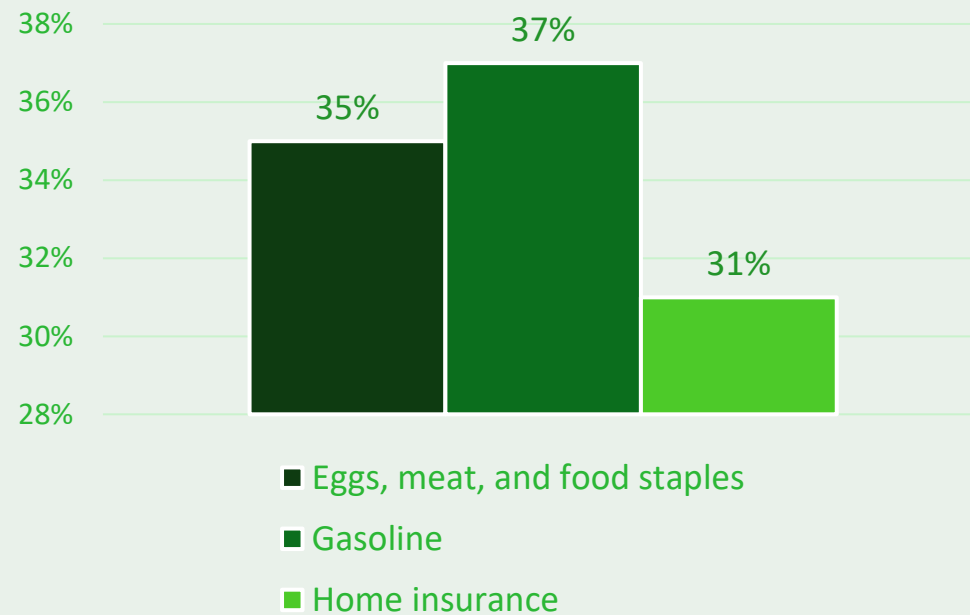


Worries Over Healthcare Costs

One third worry more about healthcare cost inflation than the rising cost of food

- 35% worry more about the cost of healthcare than the cost of eggs, meat, dairy and other food staples.
- 37% worry more about the cost of healthcare than the cost of gasoline.
- 31% worry more about healthcare costs than the cost of home insurance.

“The rising cost of healthcare worries me more than the rising cost of _____.”



Nearly half have had to balance the cost of necessities against the cost of healthcare

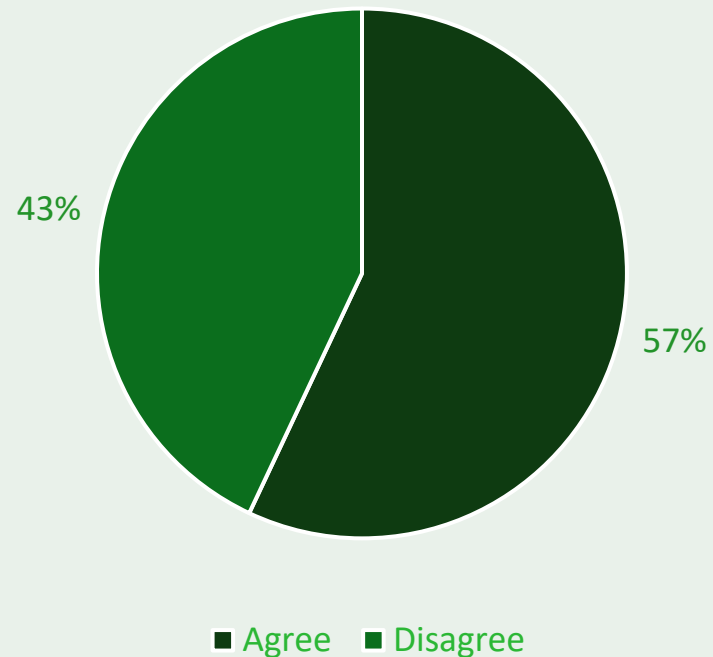
- 46% of survey respondents say that within the past 10 years they’ve had to choose between paying a medical bill or paying for basic needs like food, clothing, and housing.

Government Regulation and Healthcare

Nearly six in 10 say there's too much government regulation of healthcare today

- 57% say that the government takes too strong a hand in regulating healthcare.
- 43% disagree.

"There's too much government regulation in healthcare today."



Democrat and Republican voters differ on healthcare regulation

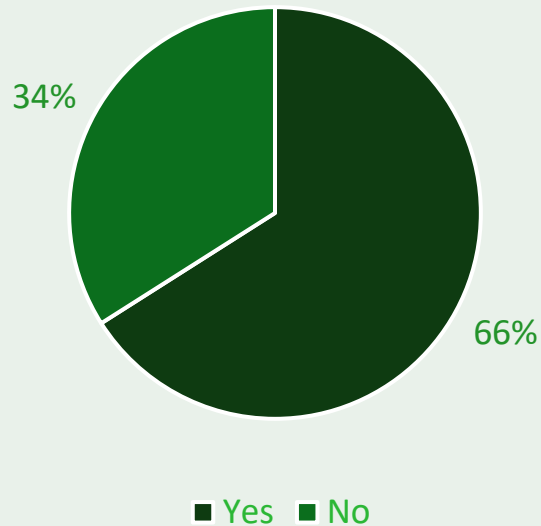
- Nearly eight in 10 Republican voters (79%) say there's too much government regulation in healthcare.
- By comparison, only 42% of Democrat voters feel the same.

Banning Drug Company Advertisements

Two thirds of Americans would support a ban on drug company ads

- 66% say they would support a ban on pharmaceutical companies advertising drugs to consumers on television or in other media.
- 34% would not support such a ban.

Would you support a ban on drug companies advertising directly to consumers?



Support for banning direct-to-consumer drug ads is popular across the political spectrum

- 71% of Republican voters and 67% of Democrat voters would support a ban on drug company ads.
- Among independent voters, that figure is 63%.

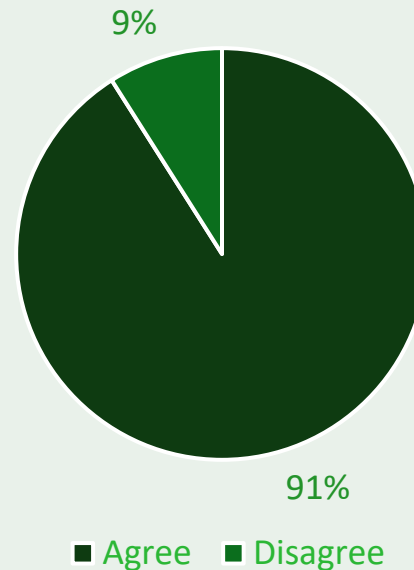
Revisiting Key Provisions of the ACA

Americans don't think anyone should be declined coverage based on pre-existing medical conditions

- A strong majority (91%) say no one should be turned down for health insurance based on their personal medical history.
- Only 9% disagree.

“No one should be turned down for health insurance based on their medical history.”

Prior to the full implementation of the Affordable Care Act (ACA), it was possible for applicants to be declined for coverage based on their personal medical history.

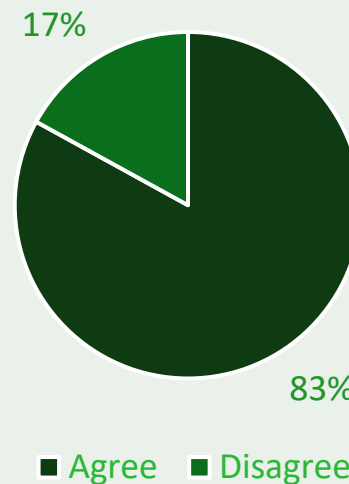


Revisiting Key Provisions of the ACA (cont.)

Most Americans don't want to pay for benefits they think they will never use

- A strong majority (83%) say they should be free to select a health plan excluding coverage for benefits they don't want, if it would save them money.
- 17% do not think they should be able to choose plans that exclude specific benefits.

"If it saves me money, I should be free to choose a health plan that excludes coverage for benefits I don't think I'll need."



The Affordable Care Act requires all health insurance plans to provide broad coverage across 10 essential health benefit categories, including coverage for maternity care, brand-name prescription drugs, and mental health care, among other services.

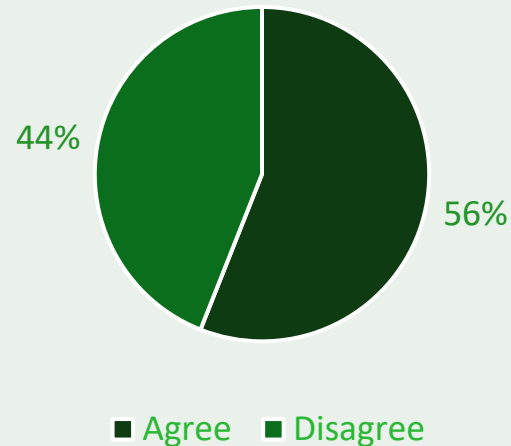
Revisiting Key Provisions of the ACA (cont.)

Most feel that people who make unhealthy lifestyle choices should pay more for health insurance

- 56% say those who maintain an unhealthy lifestyle (e.g. smoking, heavy drinking, obesity, etc.) should pay higher health insurance premiums than others.
- 44% disagree.

“People who maintain an unhealthy lifestyle (smoking, heavy drinking, obesity, etc.) should pay more for their health insurance.”

Prior to the full implementation of the Affordable Care Act, it was possible for health insurance companies to charge applicants more for coverage based on certain medical conditions and lifestyle factors.

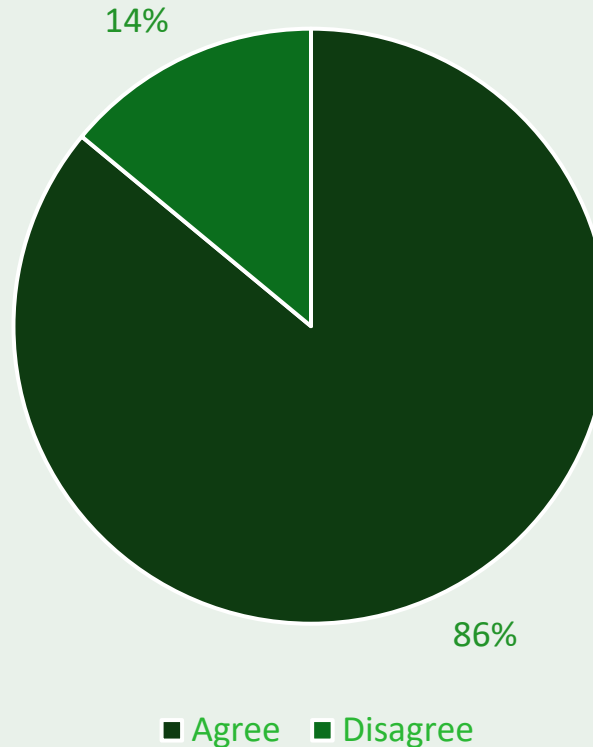


Defining healthcare as a human right

Most Americans think healthcare should be considered a human right

- 86% agree with the statement, “healthcare is a human right.”
- Only 14% disagree.

“Healthcare is a human right.”



But many differ on what they mean by the term

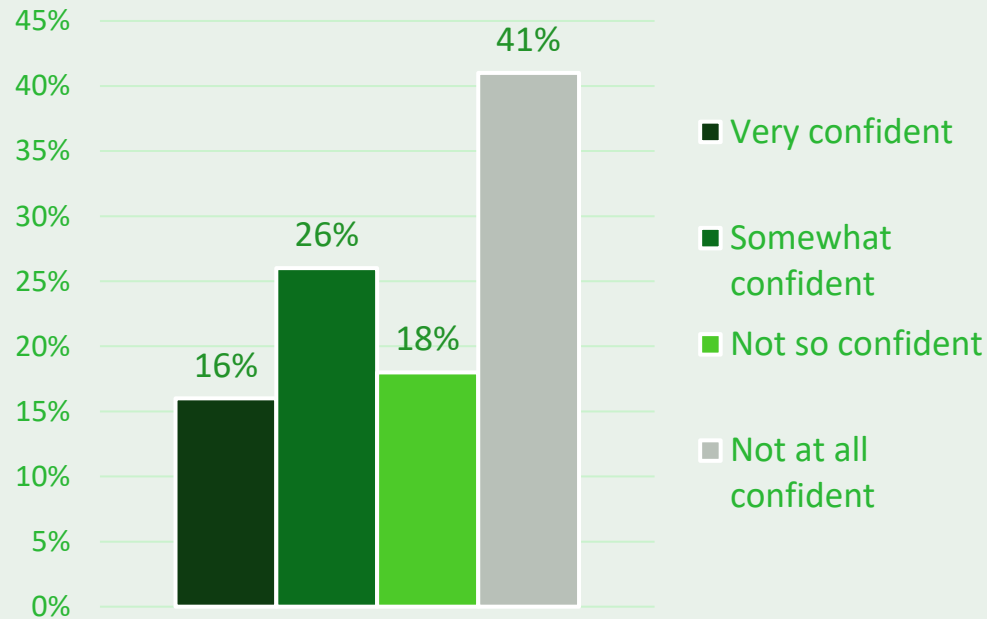
- 75% say “healthcare is a human right” means that everyone should have access to “routine” medical care.
- 70% say it means no one should go bankrupt due to medical bills.
- Less than half (48%) say it means healthcare should be free for everyone.
- Only 19% think it means the government should run the American healthcare system.

Healthcare Costs & the Trump Administration

Only four in 10 express confidence that the Trump administration will make healthcare costs a priority

- 16% are “very confident” the Trump administration will make healthcare costs a priority.
- 26% are “somewhat confident.”
- 18% are “not so confident” that the Trump administration will make healthcare costs a priority.
- 41% are “not at all confident.”

How confident are you that the Trump administration will make healthcare costs a priority?



Political affiliation reveals stark contrast in confidence

- Overall, 75% of Republican voters express confidence that the Trump administration will make healthcare costs a priority.
- By contrast, only 17% of Democrat voters feel the same.

Methodology Note

This report is based on a nationwide general population survey of more than 1,000 Americans. The survey was designed by eHealth and conducted through a third-party vendor in late February of 2025. Throughout this report, all percentages have been rounded to the nearest full percentage point. Totals may add to slightly more or less than 100% due to rounding. 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 likely to vote for a Democrat or Republican were considered Independent voters.

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