

**“No one in this  
country should be  
denied medical care  
for lack of funds.”**

**-Ronald Reagan  
A Time for Choosing, 1964**



**AFPI**  
AMERICA FIRST POLICY INSTITUTE

August 2022

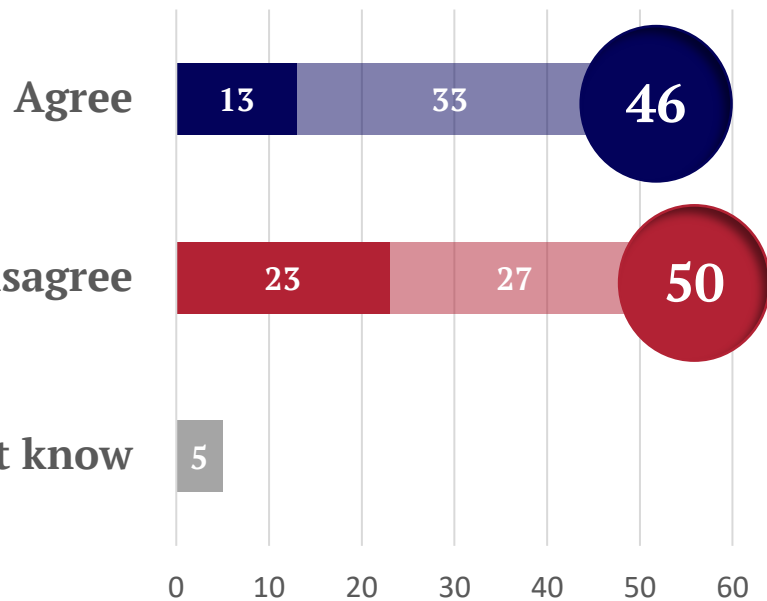


# Treated Equal

Understanding Voter Priorities For Making Health Care Work in America

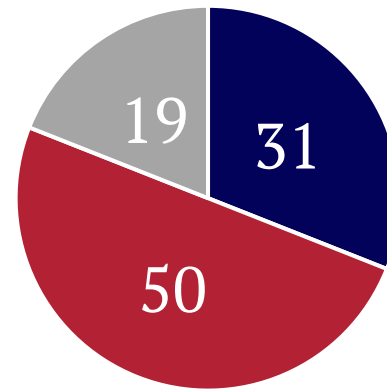
# Americans are unhappy with the state of health care in America.

## The American health care system is working



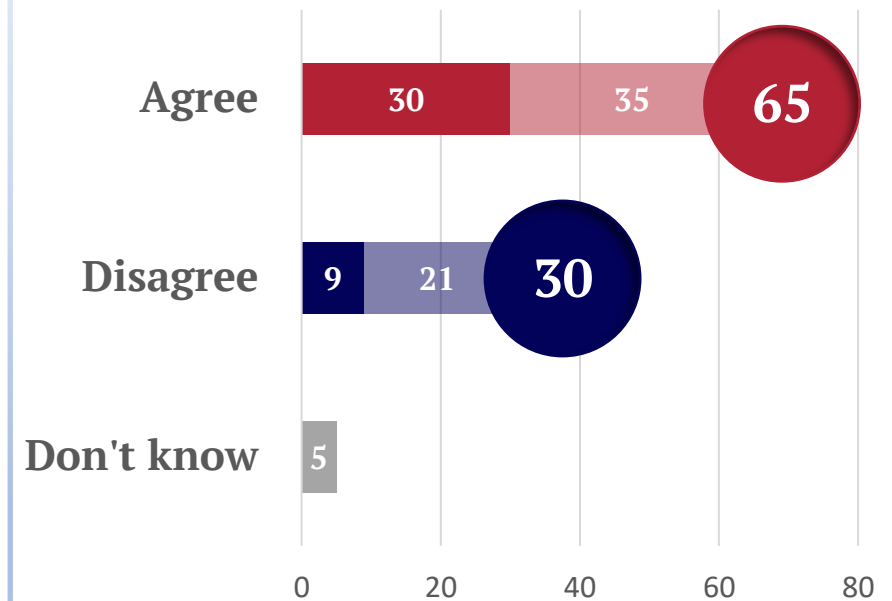
## Health Care in America

■ Right Track ■ Wrong Track



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

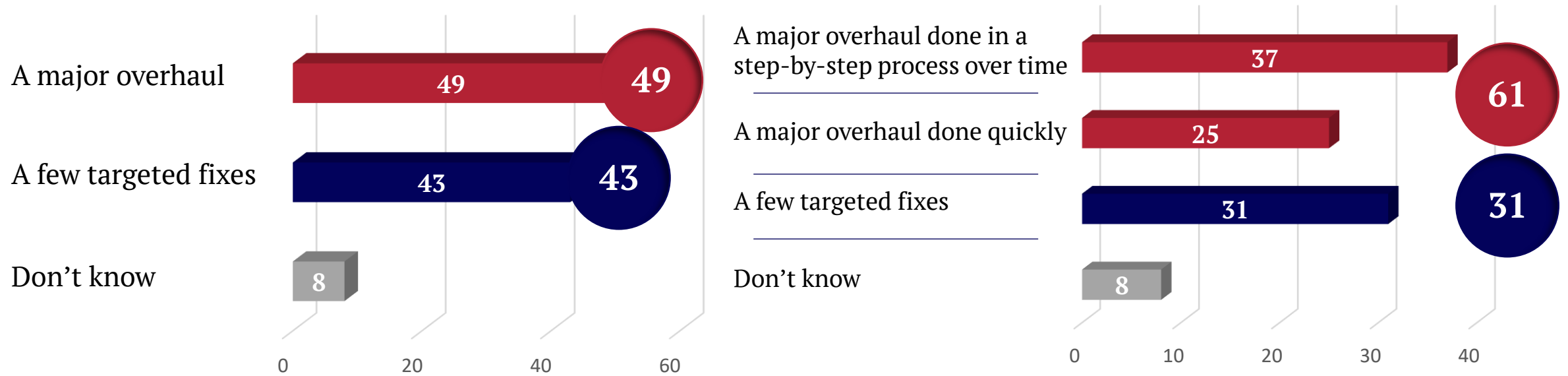
## The American health care system is NOT working



# Americans want a total overhaul but don't want it done all at once.

Desire for overhaul driven by Republicans and Independents.

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



# Americans see the federal government as having power and responsibility to improve health care, though trust is low.

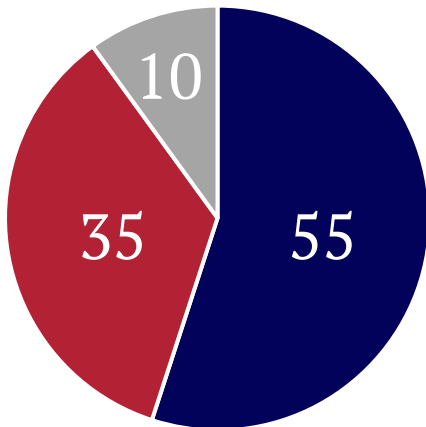
Entity that could make improvements to America's health care system	Most Power	Most Responsible	Most Trust
The federal government	43	37	20
State and local government	13	14	12
Insurance companies	12	13	6
Doctors	5	9	18
Drug companies	4	4	3
Patients	4	5	10
Hospitals	4	6	8

# Americans show a preference for national consistency and standards in health care.

May be tied to strong desire for “equal treatment”.

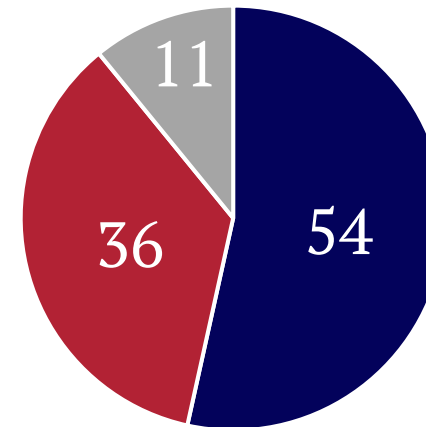
## When it comes to health care, I prefer laws and regulations set at the...

- ...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*

# Equal treatment the #1 ranked indicator if health system is working.

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?

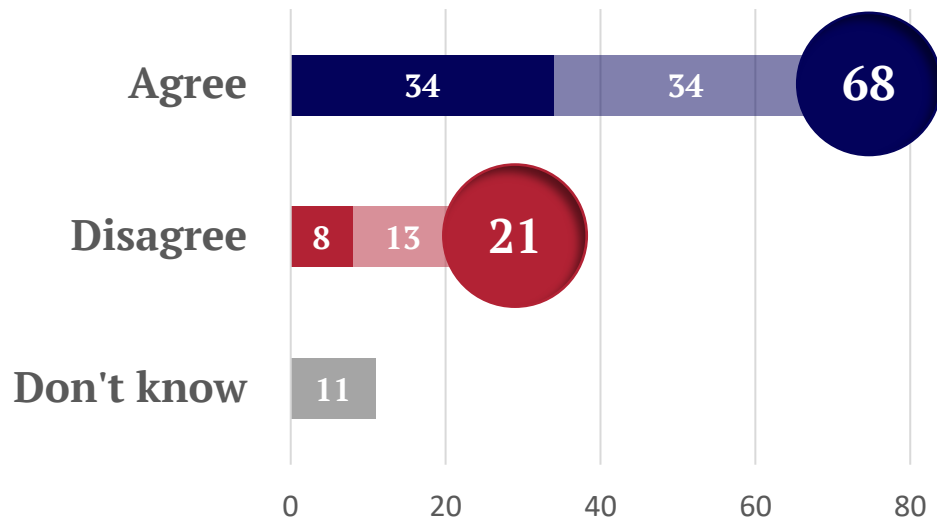
	All	Rep	Ind	Dem	Mil/GenZ	Gen X	Bby Bm	Wh	Bl	Hisp	Sub Wom	Lkly Vtr
Equal treatment and respect given to patients	7.30	7.35	7.08	7.43	7.11	7.60	7.22	7.38	7.09	7.53	7.64	7.40
Early detection of diseases	7.28	7.30	7.23	7.31	7.11	7.31	7.40	7.35	6.99	7.51	7.40	7.41
Effectiveness of treatments and quality of 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.

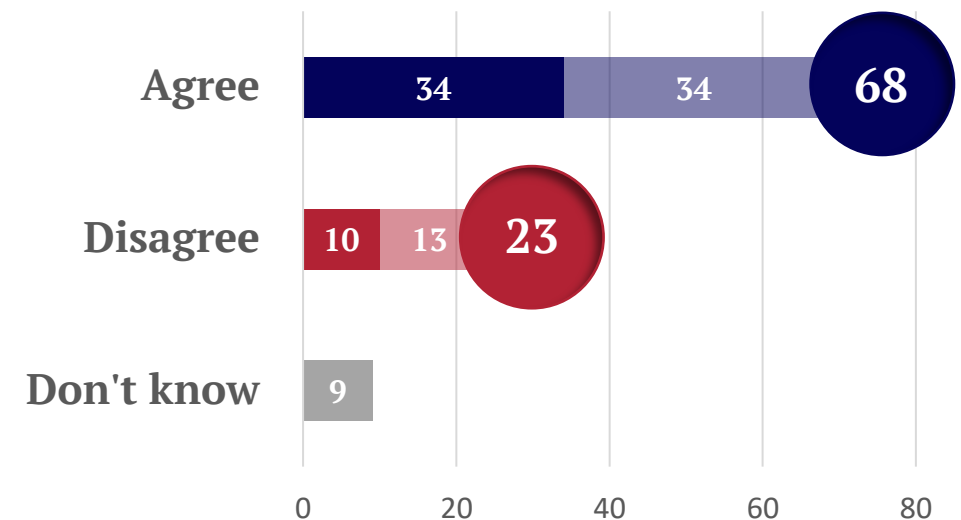
*See Appendix A for full list*

# Americans believe everyone should be treated equal in health care 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



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





# Equal treatment the “bare minimum”

“Any system in which the lowest member of society is forgotten about or ignored in healthcare is a system that probably just doesn’t work. So, I would, I would certainly emphasize... having people treated equally.”

– Jared, 25, White Male, Lean Republican

“As much as we don’t want to face the reality, if you are fortunate to have good insurance, you get exactly what you said [equal treatment], but we don’t have that for people on the lower end of the spectrum. And they’re going to get minimum care and that’s wrong.”

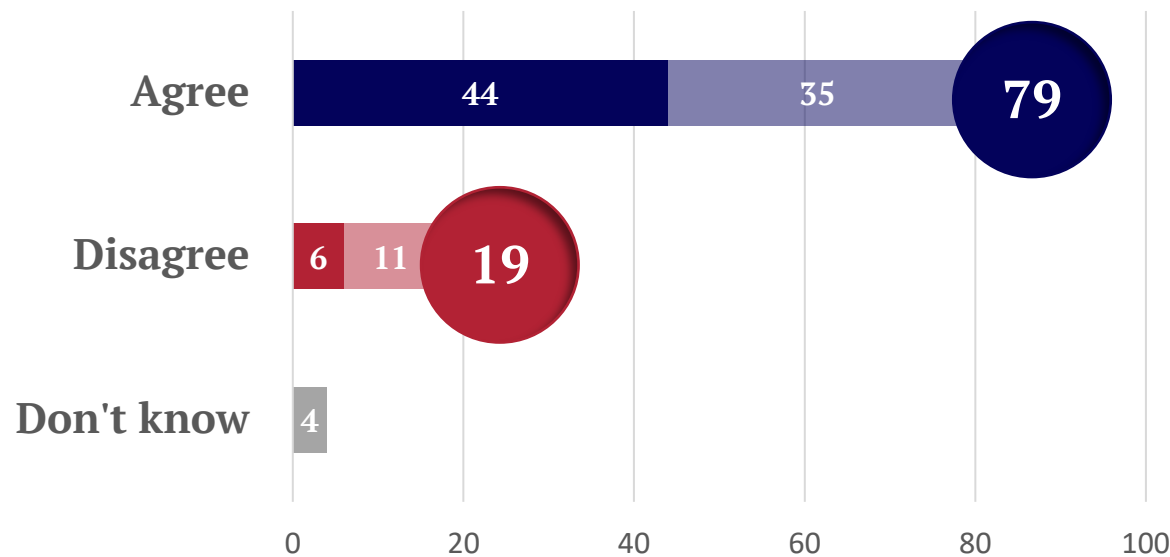
– Al, 76, White Man, Probably Republican

“That’s [equal treatment] the bare minimum baseline and then it should get better from there.”

– Sara, 55, White Woman, Lean Democrat

# Insurance is the “vessel” to getting good health care

## Getting good health care requires having good health insurance



“The insurance doesn’t provide good healthcare. But it’s a vessel to get that good healthcare.”

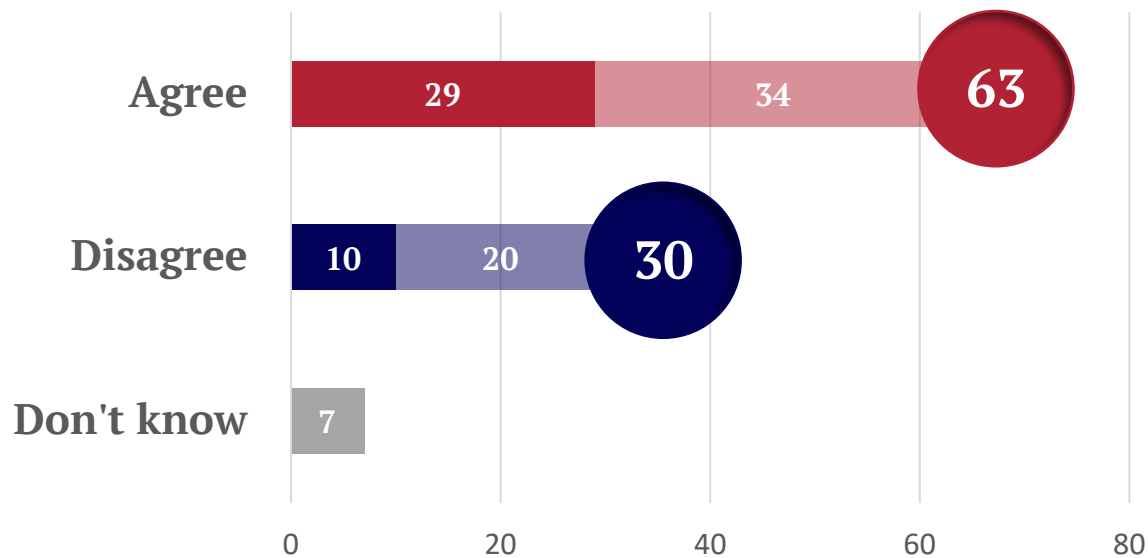
– Chris, 45, White Male, Lean Republican

“There’s a lot of people that I see that’s like sitting outside and they have to beg to be seen. And its ridiculous.”

– Akiya, 20, Black Woman, Lean Democrat

# More insurance choices 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)*

# 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

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

Polls high in abstract but not a priority.

See Appendix A for full list

# More Choices vs. Equal Treatment

A more choices in coverage message could backfire because it can be seen as irrelevant to – or even at odds – with the higher priority goal of everyone treated equal.

“So, does that mean that people who don’t have money won’t have as good care?”

– Dana, 23, Asian Woman, Lean Republican

“In my experience, everything that is personalized, customized is usually more expensive.”

– Meigling, 45, Hispanic Woman, Lean Republican

“It’s not going to be equal. It’s going to be, what coverage can you afford?”

– Harper, 30, White Woman, Lean Democrat

# More Choices vs. Equal Treatment

Not just a concern for others. Its also a practical concern about what happens to *me* if I choose the wrong plan.

“You want specialized care, but you don’t want something else to be lacked. If I’m going for cancer and I have another problem, I don’t want that other problem to suffer.”

– Debbie, 63, White Woman, Probably Voting Republican

“Let’s say, if I want to customize, but I cannot afford it, what am I going to do about it?”

– Shiva, 41, Asian Man, Lean Democrat

“If all of a sudden I need to have an increase in coverage, do I have to wait until an open enrollment period?...Am I going to be locked into something? Am I going to be disqualifying myself...That, to me, is worrisome.”

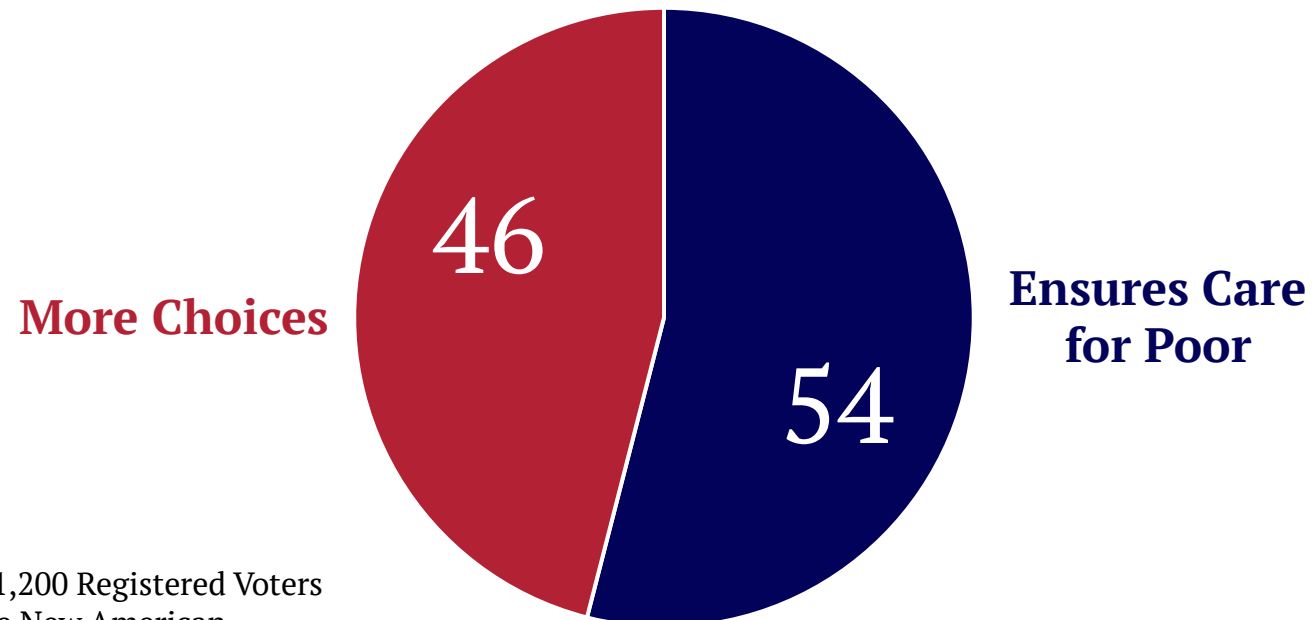
- Steven, 37, White Man, Lean Republican

# Ensuring care for the poor beats more choices as a campaign message.

## A candidate with a health care plan that...

Ensures that the poor, the sick, and the vulnerable get the care they need at a price they can afford.

Allows for more health care choices, so Americans can personalize their health care and coverage to fit their specific medical and financial needs.



# About the research

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