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# Understanding Voter Attitudes Toward Hospitals & Health Care

Key findings from our national survey of likely voters on health care

November 2023

# Methodology

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## Public Opinion Survey

- N=1,200 respondents (1,000 likely voters nationwide plus a 200-rural likely voter oversample)
- Balanced to U.S. demographics by gender, age, race, income, political ideology, and health coverage
- Conducted by LSG online November 6-14, 2023
- MOE: +/-3%

**1,000**

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LIKELY VOTERS  
NATIONWIDE

**+/- 3%**

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SURVEY MARGIN OF ERROR



# Key Findings

- 1 Hospital favorability is among the **HIGHEST** in the health care sector.
- 2 Likely voters blame pharmaceutical companies and health insurance companies **MOST** for rising health care costs.
- 3 Most believe it is **IMPORTANT** that the federal government provides adequate funding to ensure hospitals serving rural, low-income, minority, and underserved communities remain open.
- 4 A majority support hospitals, clinics, and doctor's offices being able to **CONSOLIDATE**, and most believe hospitals who are part of a larger or regional network generally deliver **HIGHER** quality care.
- 5 Most likely voters would be **LESS** likely to vote for their member of Congress if they supported policies that cut funding for local hospitals and threatened their ability to stay open.



# Hospital favorability is among the HIGHEST in the health care sector

How favorable or unfavorable is your opinion of each of the following? (FAVORABLE)

	VOTERS	DEM	SWING	GOP	RURAL
Nurses	88%	87%	86%	90%	92%
Doctors	80%	82%	80%	79%	81%
<b>Hospitals</b>	<b>72%</b>	<b>72%</b>	<b>72%</b>	<b>71%</b>	<b>72%</b>
Medicare	71%	75%	70%	67%	75%
Medicaid	57%	69%	54%	46%	57%
Medicare Advantage plans	55%	59%	54%	52%	54%
Affordable Care Act (ACA)	54%	79%	52%	27%	46%
Health insurance companies	50%	46%	51%	53%	47%
Pharmaceutical companies	42%	40%	42%	44%	38%
Pharmacy benefit managers (PBMs)	32%	35%	30%	32%	29%

COLUMN KEY:

VOTERS: n=1,000 likely voters nationwide

DEM: n=370 Democratic likely voters nationwide

SWING: n=296 swing likely voters nationwide

GOP: n=334 Republican likely voters nationwide

RURAL: n=392 Rural voters nationwide



# Likely voters blame pharmaceutical companies and health insurance companies MOST for rising health care costs

Who or what do you blame MOST for rising health care costs? (COMBINED CHOICE – TOP THREE)

	VOTERS	DEM	SWING	GOP	RURAL
<b>Pharmaceutical companies</b>	<b>51%</b>	<b>56%</b>	<b>52%</b>	<b>45%</b>	<b>56%</b>
<b>Health insurance companies</b>	<b>50%</b>	<b>58%</b>	<b>48%</b>	<b>42%</b>	<b>51%</b>
Inflation and supply chain issues	45%	38%	<b>51%</b>	47%	48%
The federal government	43%	31%	38%	<b>59%</b>	41%
State governments	21%	22%	14%	26%	21%
Private equity firms	19%	26%	21%	10%	13%
<b>Hospitals</b>	<b>18%</b>	<b>19%</b>	<b>17%</b>	<b>13%</b>	<b>18%</b>
Pharmacy benefit managers (PBMs)	17%	19%	17%	13%	18%
Government insurance programs like Medicare and Medicaid	15%	10%	17%	18%	14%
Doctors	12%	14%	12%	10%	12%
Health care workers unions	10%	7%	10%	14%	11%



# Health insurance companies are blamed MOST for the lack of transparency on prices

Who do you blame MOST for a lack of clear information on health care prices? (COMBINED CHOICE -- TOP TWO)

	VOTERS	DEM	SWING	GOP	RURAL
<b>Health insurance companies</b>	<b>49%</b>	<b>54%</b>	<b>47%</b>	<b>45%</b>	<b>50%</b>
The federal government	37%	27%	33%	51%	34%
Pharmaceutical companies	35%	37%	36%	31%	40%
State governments	22%	21%	19%	25%	18%
<b>Hospitals</b>	<b>20%</b>	<b>20%</b>	<b>22%</b>	<b>17%</b>	<b>20%</b>
Pharmacy benefit managers (PBMs)	15%	15%	17%	13%	17%
Doctors and care providers	12%	14%	14%	9%	12%
Private equity firms	11%	12%	11%	9%	9%



# A majority of likely voters trust the free market more than the federal government to manage health care for Americans

Which do you trust MORE to effectively manage health care for Americans?

	VOTERS	DEM	SWING	GOP	RURAL
<b>Free market</b>	<b>61%</b>	39%	<b>62%</b>	<b>85%</b>	<b>70%</b>
Federal government	39%	<b>61%</b>	38%	15%	30%



# A plurality of likely voters believe hospitals are the MOST essential provider for the health and well-being of their community

Which of the following types of health care providers are MOST essential to the health and well-being of your community?

	VOTERS	DEM	SWING	GOP	RURAL
<b>Hospitals</b>	<b>42%</b>	<b>44%</b>	<b>42%</b>	39%	39%
Doctor's offices	34%	29%	33%	39%	38%
Urgent care clinics	21%	24%	21%	19%	22%
Surgical centers	3%	3%	4%	3%	2%





# The vast majority AGREE that hospitals are providing high-quality care while caring for, supporting, and training their patients, communities, and workers

How much do you agree or disagree with each of the following statements about hospitals? (AGREE)

	VOTERS	DEM	SWING	GOP	RURAL
They provide high-quality care to the patients they serve.	75%	74%	73%	77%	77%
They play an important role in educating and training the nation's physicians.	75%	76%	72%	76%	75%
They are the leading provider of advanced, specialized care for patients with chronic and complex conditions.	74%	77%	71%	72%	74%
They care about the patients they serve.	73%	71%	72%	77%	72%
They support the communities they serve.	72%	71%	73%	73%	73%
They provide access to care 24/7 for anyone who needs it, regardless of their circumstances or ability to pay.	65%	63%	64%	69%	68%
They are doing their part to address mental health challenges.	53%	54%	55%	50%	49%



# Most believe it's IMPORTANT that there is adequate government funding to ensure hospitals in underserved communities stay open

How important or unimportant do you believe it is for the federal government to provide adequate funding to ensure hospitals serving rural, low-income, minority, and other underserved communities remain open and are not at risk of closure?

	VOTERS	DEM	SWING	GOP	RURAL
<b>IMPORTANT (NET)</b>	<b>82%</b>	<b>89%</b>	<b>82%</b>	<b>74%</b>	<b>83%</b>
NEITHER / I DON'T KNOW	10%	6%	11%	15%	9%
UNIMPORTANT (NET)	8%	6%	7%	10%	8%



# The vast majority believe we do NOT have enough physicians to meet the health care needs of patients

Which of the following statements comes closer to your view about the number of physicians in the United States?

	VOTERS	DEM	SWING	GOP	RURAL
<b>We do not have enough physicians to meet the health care needs of patients.</b>	<b>74%</b>	<b>73%</b>	<b>71%</b>	<b>76%</b>	<b>78%</b>
We have enough physicians to meet the health care needs of patients.	27%	27%	29%	24%	22%



# The most concerning trends in medicine: insurers refusing to cover medical services and the national nursing shortage

How concerned or unconcerned are you with each of the following trends in medicine? (CONCERNED)

	VOTERS	DEM	SWING	GOP	RURAL
<b>Insurers refusing to cover medical services provided by doctors and hospitals</b>	<b>87%</b>	<b>88%</b>	<b>84%</b>	<b>89%</b>	<b>91%</b>
<b>National nurses shortage</b>	<b>85%</b>	<b>86%</b>	<b>83%</b>	<b>84%</b>	<b>87%</b>
National physician shortage	81%	80%	82%	81%	82%
Hospital payments being cut by health insurance companies	79%	77%	78%	82%	82%
Hospitals serving rural, low-income, minority, and underserved communities at risk of closure	78%	83%	75%	74%	83%
Medicare Advantage plans delaying or denying access to care for seniors	78%	79%	77%	76%	80%
Employers increasing the cost of health care for their workers	77%	80%	76%	75%	80%
Medicare hospital payments being cut by the federal government	77%	78%	78%	75%	81%



# Most believe there should be MORE regulation of for-profit health insurance companies providing Medicare coverage

Do you believe the federal government should require more or less regulation and oversight of for-profit health insurance companies that provide Medicare coverage and benefits for seniors?

	VOTERS	DEM	SWING	GOP	RURAL
<b>MORE REGULATION / OVERSIGHT (NET)</b>	<b>56%</b>	<b>69%</b>	<b>56%</b>	<b>42%</b>	<b>55%</b>
NEITHER / I DON'T KNOW	26%	22%	29%	30%	29%
LESS REGULATION / OVERSIGHT (NET)	17%	9%	15%	28%	16%



# Most are CONCERNED about MA plan care denials, care delays, limited networks, and marketing tactics

How concerned or unconcerned are you about the following practices of Medicare Advantage plans? (CONCERNED)

	VOTERS	DEM	SWING	GOP	RURAL
<b>Denying payments for medically necessary treatments or services</b>	<b>83%</b>	<b>84%</b>	<b>81%</b>	<b>83%</b>	<b>86%</b>
<b>Delaying patients' access to medical treatments or services by requiring prior authorization</b>	<b>80%</b>	<b>84%</b>	<b>76%</b>	<b>80%</b>	<b>82%</b>
<b>Limiting patients' choice of in-network doctors and hospitals</b>	<b>80%</b>	<b>82%</b>	<b>77%</b>	<b>80%</b>	<b>83%</b>
<b>Using supplemental benefits to attract seniors to plans that may not meet their full needs</b>	<b>75%</b>	<b>75%</b>	<b>74%</b>	<b>77%</b>	<b>79%</b>



# A majority **SUPPORT** hospitals, clinics, and doctor's offices being able to consolidate into larger health systems

In recent years, hospitals, clinics, and doctor's offices have been consolidating into larger health systems to become more efficient, coordinate care, prevent hospital closures, and ensure access to care for patients. Do you support or oppose hospitals, clinics, and doctor's offices being able to consolidate?

	VOTERS	DEM	SWING	GOP	RURAL
<b>SUPPORT (NET)</b>	<b>60%</b>	<b>60%</b>	<b>62%</b>	<b>57%</b>	<b>62%</b>
NEITHER / I DON'T KNOW	26%	27%	24%	26%	24%
<b>OPPOSE (NET)</b>	<b>14%</b>	<b>13%</b>	<b>14%</b>	<b>16%</b>	<b>14%</b>



# Most believe hospitals that operate as part of a larger or regional network generally deliver HIGHER quality care

Which of the following types of hospitals do you believe would generally deliver higher quality care if you needed treatment in a hospital?

	VOTERS	DEM	SWING	GOP	RURAL
<b>A hospital that operates as part of a larger or regional network of many hospitals and care facilities</b>	<b>64%</b>	<b>66%</b>	<b>61%</b>	<b>63%</b>	<b>64%</b>
A freestanding hospital that operates on its own and is not part of a larger or regional network of other hospitals and care facilities	36%	34%	39%	37%	36%





# A plurality **SUPPORT** the federal government providing higher reimbursement rates for services provided at hospitals

Do you support or oppose the federal government providing higher reimbursement rates for services provided at hospitals than less comprehensive health care facilities like doctor's offices?

	VOTERS	DEM	SWING	GOP	RURAL
<b>SUPPORT (NET)</b>	<b>45%</b>	<b>45%</b>	<b>50%</b>	<b>42%</b>	<b>42%</b>
NEITHER / I DON'T KNOW	33%	37%	30%	34%	37%
OPPOSE (NET)	21%	18%	20%	25%	21%



# A plurality believe hospitals should be paid at a HIGHER rate than less comprehensive health care facilities like doctor's offices

Which of the following comes closer to your view on how much hospitals should be paid for medical services compared to other health care facilities?

	VOTERS	DEM	SWING	GOP	RURAL
<b>Hospitals should be paid at a higher rate than less comprehensive health care facilities like doctor's offices because hospitals have higher operating costs, are open 24/7 365 days a year, have more compliance regulations, and provide a wider range of complex, emergency care.</b>	<b>49%</b>	<b>48%</b>	<b>56%</b>	<b>44%</b>	<b>45%</b>
Hospitals should be paid at the same rate as less comprehensive health care facilities like doctor's offices because health care services for patients should cost the same no matter where they are performed.	38%	35%	35%	43%	39%
I don't know	14%	17%	9%	14%	16%



# Most would be LESS likely to vote for their member of Congress if they cut funding for hospitals & threatened their ability to stay open

If your member of Congress supported policies that cut funding for local hospitals and threatened their ability to stay open, would you be more or less likely to vote for them in the next election?

	VOTERS	DEM	SWING	GOP	RURAL
MORE LIKELY (NET)	23%	20%	29%	21%	17%
NO IMPACT	6%	4%	4%	11%	7%
<b>LESS LIKELY (NET)</b>	<b>70%</b>	<b>76%</b>	<b>67%</b>	<b>68%</b>	<b>76%</b>



# The vast majority would be willing to take ACTION to support policies that would ensure access to quality care

Which of the following actions would you be willing to take to support policies that would ensure access to quality care at your local hospitals?

	VOTERS	DEM	SWING	GOP	RURAL
Sign a petition	59%	67%	56%	54%	60%
Talk to friends and family	58%	60%	59%	55%	60%
Contact a lawmaker	35%	38%	34%	32%	39%
Post on social media	36%	42%	34%	29%	37%
<b>I would not be willing to take any action</b>	<b>11%</b>	<b>9%</b>	<b>10%</b>	<b>15%</b>	<b>9%</b>





# Thank You

Questions?

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