

TO: Modern Medicaid Alliance  
 FR: Morning Consult  
 DT: November 2025  
 RE: Survey Results: Importance of Medicaid

## KEY FINDINGS

### Favorability of Medicaid

Four in five voters have a favorable opinion of Medicaid. Voters are 6.7x more likely to have a favorable (80%) opinion of Medicaid than unfavorable (12%).

### Importance of Medicaid

Over nine in ten voters (93%) believe a strong, sustainable Medicaid program in the United States is important, including 72% who think it is very important.

When asked to identify their top priority for Medicaid, voters most often chose affordability (24%), followed closely by accessibility (23%) and cost effectiveness (14%)

### Funding for Medicaid

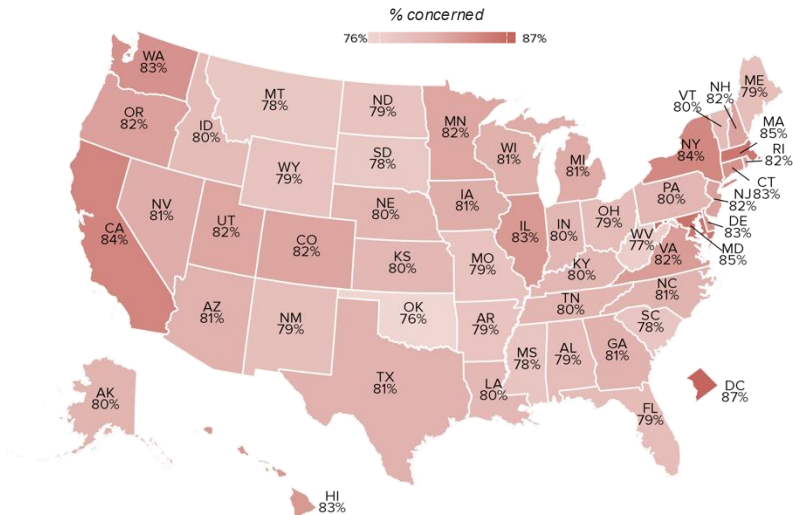
Nearly two-thirds of voters (65%) oppose cutting funding for Medicaid, including 50% expressing strong opposition. Voters are 2.2x more likely to oppose than support cuts.

### Impact of the One Big Beautiful Bill Act on Health Care\*

Congress recently passed the One Big Beautiful Bill Act, which included nearly \$1 trillion in cuts to Medicaid, among other health care provisions.

The majority of voters (82%) express concerns about the consequences of the One Big Beautiful Bill Act on health care costs in general, as well as their access to care, including 57% saying they are very concerned.

### Concerned about the One Big Beautiful Bill Act's Impact on Health Care Costs and Access to Care



This poll was conducted between September 2-September 13, 2025, among a sample of 10,030 Registered Voters. The interviews were conducted online, and the data were weighted to approximate a target sample of Adults based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 1 percentage points.

\*New question added in 2025