

**TO:** The Coalition to Strengthen America's Healthcare  
**FR:** Morning Consult  
**DT:** May 2026  
**RE:** Healthcare and Drivers of Cost



Morning Consult conducted a survey on behalf of the Coalition to Strengthen America's Healthcare to assess public perceptions about healthcare and the main drivers of healthcare costs in the United States. The survey was conducted online among a sample of 2,002 registered voters and was fielded from May 22-24, 2026. The results show that voters hold corporate health insurance companies more responsible than any other actor for rising healthcare costs, want doctors — not corporate insurers — making medical decisions, and would be more likely to support candidates who back reforms to hold corporate health insurers accountable.

## Voters Trust Care Providers, Not Insurance Companies

- The vast majority of voters view nurses (88%), doctors and medical providers (84%), and hospitals (78%) positively and **trust them to act in their best interest** when it comes to healthcare.
- Views towards corporate health insurance companies, pharmacy benefit managers (PBMs), and drug companies are more negative. Half of voters **do not trust** corporate health insurance companies (50%) or drug companies (50%) to act in their best interest when it comes to healthcare.

**84%**

**trust doctors and medical providers** to act in their best interest

**75%**

**trust hospitals and hospital systems** to act in their best interest

**50%**

**do not trust corporate health insurance companies** to act in their best interest

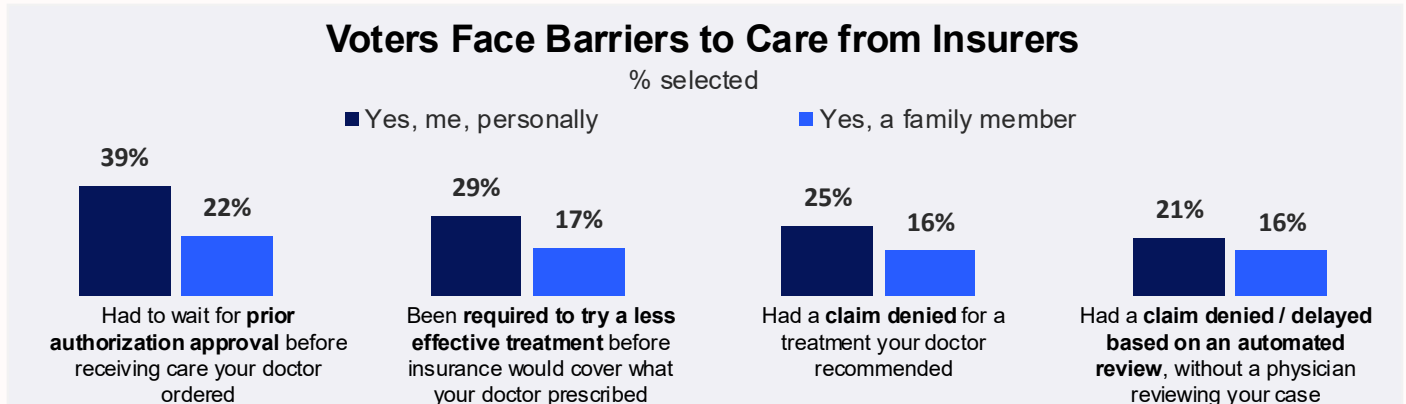
## Voters Experience a Healthcare System Defined by Rising Costs and Barriers to Care

- Voters see high insurance premiums and deductibles (47%), corporate health insurance companies denying or delaying coverage for recommended treatments (40%), and high prescription drug prices (40%) as the **most serious problems** facing the American healthcare system.
- 66% of voters have been **impacted by the cost of health insurance** or healthcare in the United States in some way in the past two years:
  - Three-in-ten voters have **skipped or delayed recommended treatments or procedures** (30%) or **avoided filling prescriptions** due to costs (27%).
  - Almost one-in-four voters have **avoided going to urgent care** / emergency room due to coverage concerns (22%).



Prepared for the Coalition to  
Strengthen America's Healthcare

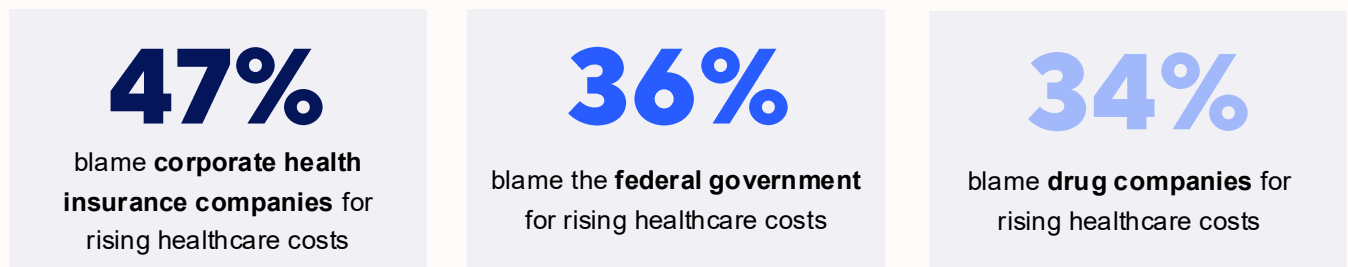
- Many voters have also had to wait for prior authorization before receiving care (39%), were required to try less effective treatment (29%) or had claims or treatments denied (25%).



- Voters also find a range of corporate insurer practices affecting care deeply concerning, including corporate health insurers denying doctor-ordered treatments (80%), limiting providers in networks (77%), requiring prior authorization for doctor-recommended treatments (76%), and requiring “step therapy” – requiring patients try other treatments before those recommended by their doctor.
- Four-in-five voters (78%) are also concerned about corporate insurance companies growing through acquisitions while reducing spending on care (78%).

## Voters See Corporate Health Insurance Companies as Cost Drivers

- **Corporate health insurance companies are blamed** (47%) for rising health care costs in the United States more than any other actor. One-third of voters also blame the federal government (36%) and drug companies (34%) for rising costs.

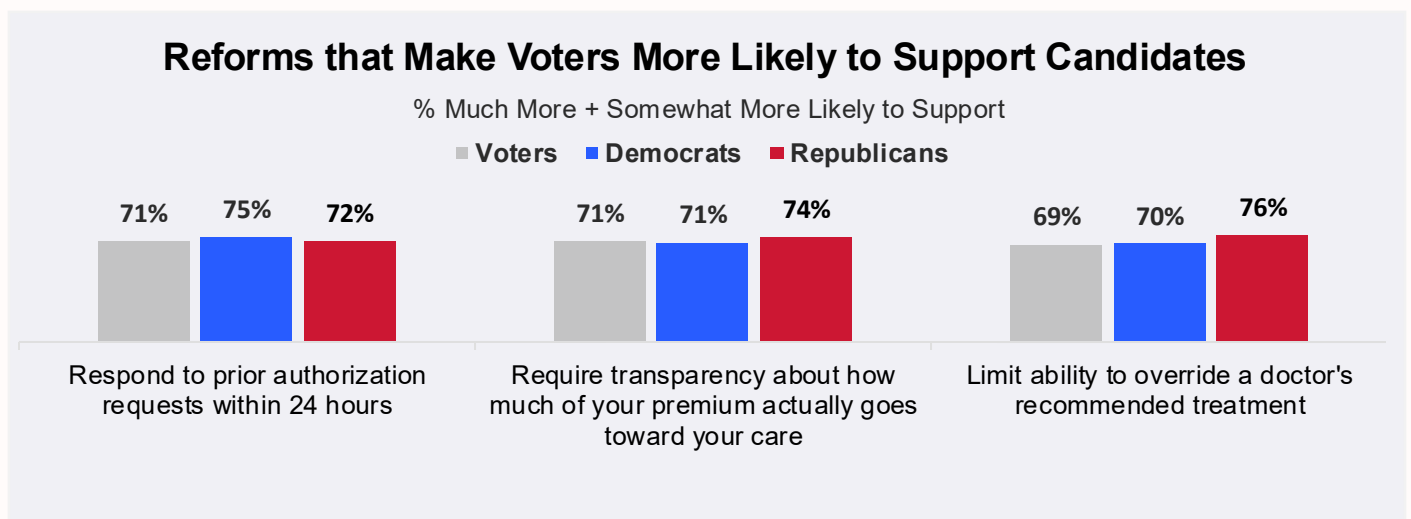


- Across party, corporate health insurance companies are blamed the most for rising costs, with roughly half of Republicans (50%) and Democrats (46%) saying they are responsible.
- Fewer voters place blame on hospitals and health systems (20%) or doctors and medical providers (10%) for rising healthcare costs.
- Four-in-five voters (81%) agree that **corporate health insurance companies drive up costs** without investing in healthcare needs.



## Voters Back Doctors Over Insurers and Want Congress to Act

- Voters are clear about who belongs in the exam room: 83% agree that **hospitals and doctors are on the front lines delivering patient care**, not corporate insurance companies. This sentiment is shared across party lines (Democrats 85%, Republicans 87%).
- This consensus extends to medical decision-making:
  - 70% of voters believe the **patient's doctors should have the final say** on whether a treatment is approved and covered rather than insurance companies.
  - 84% agree corporate health insurance companies **should not be able to override doctors' recommended treatment** decisions and that insurers have **too much control over decisions** that should be made by doctors and their patients.
- That frustration has electoral consequences. When presented with specific reforms targeting corporate insurer practices, voters say they would be **more likely to support candidates** who supported such reforms:



- Across party lines, voters are more likely to support candidates who back prior authorization requirements, premium transparency, and limiting insurers' ability to override a doctor's recommendations.

Methodology: This poll was conducted between May 22-24, 2026, among a sample of 2,002 Registered Voters. The interviews were conducted online, and the data were weighted to approximate a target sample of Registered Voters based on gender by age, gender by children in household, race by educational attainment, educational attainment, marital status, home ownership, region, 2024 presidential vote, and race. Results from the full survey have a margin of error of plus or minus 2 percentage points.