

To: American Cancer Society Cancer Action Network

From: Lake Research Partners
The Tarrance Group

Re: Notable findings from a statewide survey of likely voters in Kansas¹

Key Findings on Access to Health Care

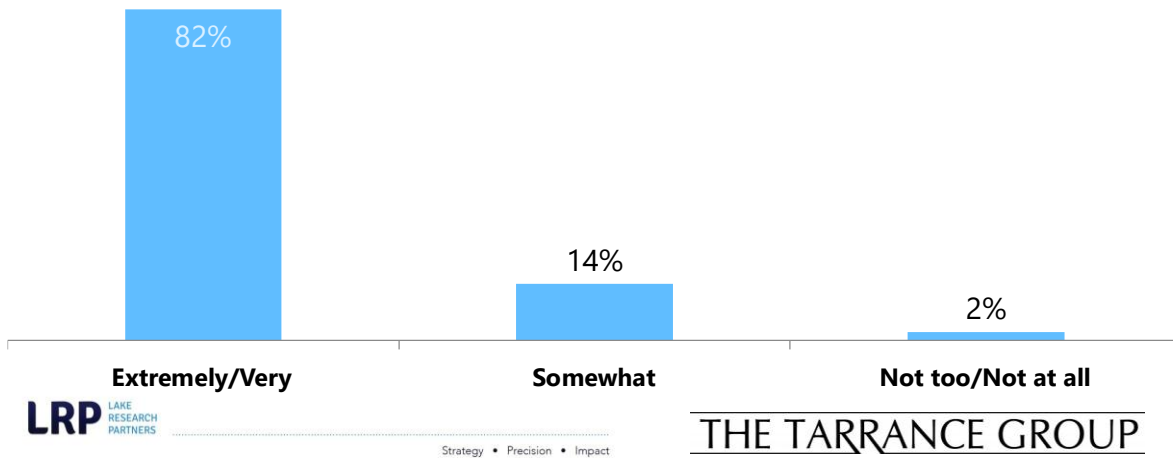
- Likely voters in Kansas place a high level of importance on access to affordable cancer screening and treatment.** Fully, 82% of likely voters in Kansas indicate that it is extremely (51%) or very (31%) important to them that all Americans, no matter what health insurance they have, should have access to cancer screening and treatment that is close to home and affordable.
 - This rating crosses the political spectrum, including Democrats (92% extremely/very important), Independents (80% extremely/very important), and Republicans (77% extremely/very important).
 - These attitudes are driven by personal experience. Fully 73% of Kansas likely voters have either been diagnosed with cancer themselves (14%) or have a family member who has been diagnosed with cancer (55%) or have someone close to them who has been diagnosed with cancer (28%).

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How important is it to you...

Is it extremely important, very important, somewhat important, not too important, or not at all important?

All Americans, no matter what health insurance they have, should have access to cancer screening and treatment that is close to home and affordable.



¹ Lake Research Partners and The Tarrance Group designed and administered this phone survey that was conducted June 30 to July 12, 2026, by phone (landlines and cell phones) using professional telephone interviewers and text to online (a portion of the sample received a text to their cell phone with a link to complete the survey online). The survey reached a total of 406 likely 2026 voters in Kansas. The margin of error is +/- 4.2%.

2. Likely voters in Kansas **are supportive of candidates who work to increase access to the healthcare people need.** Indeed, 70% of likely voters in Kansas indicate they would be more likely to vote (49% much more likely) to elect an official who was a leader in ensuring healthcare is affordable and accessible.
 - This attitude is also seen when 92% of likely voters (71% strongly) agree with the statement: “Families across the country are feeling squeezed by rising healthcare and insurance costs. Leaders should focus on making care more affordable and protecting access to health services people depend on.
 - In addition, 87% of likely voters (72% strongly) agree with the statement: “A lack of insurance should not prevent anyone from getting screened for cancers.

Key Findings on Tobacco Product Use and Prevention Programs

1. **Likely voters in Kansas also have a notable level of concern about young people in their community using tobacco products.** Fully 65% of likely voters in Kansas indicated they are very (33%) or somewhat (32%) concerned about this issue.
2. **Voters see a clear role for the government in education and funding programs that can curb tobacco use**
There is majority support for these efforts:
 - 66% support for programs to protect our kids from the dangers of tobacco industry marketing,
 - 60% support for educating the public on the dangers of tobacco use, and
 - 57% support for funding programs to protect our kids from the dangers of tobacco products.
3. **Voters’ concerns about tobacco use translate into support for raising revenue for programs that prevent tobacco use through a new tax on tobacco products.** Fully 64% of likely voters in Kansas support a tobacco tax increase whose revenue would be dedicated to programs that prevent tobacco use (46% strongly favor). Similarly, 57% of likely voters in Kansas would be less likely to elect an official who had received large donations from tobacco companies (41% much less likely).

Final Thoughts

In sum, despite the increasing polarization across the public policy spectrum, likely voters in Kansas strongly support key concepts like cancer prevention programs, cancer screening programs, spending on funding for cancer research and prevention efforts as well as efforts to prevent young people from tobacco use. These voters stand ready to show their support for candidates who pursue these goals.