

MEMORANDUM

TO: INTERESTED PARTIES
FROM: ELIZABETH HARRINGTON, PUBLIC OPINION STRATEGIES
JEFF HORWITT, HART RESEARCH
CC: AMERICAN CANCER SOCIETY CANCER ACTION NETWORK
DATE: AUGUST 27, 2024
SUBJECT: KEY FINDINGS – MARYLAND STATEWIDE SURVEY

KEY FINDINGS

1. A majority of Maryland voters say their state is going in the right direction (56% right direction, 43% wrong track). This is much more positive than voters nationally when asked about the direction of their state (43% right direction / 49% wrong track).
2. The most important issue to voters in Maryland is consistent with what is most important to voters nationally – inflation and the cost of living (33% first choice / 51% combined 1st/2nd choices). The top issues consistently across most demographic audiences in Maryland are the cost of living and protecting democracy.
3. 8 in 10 voters (85%) in Maryland say a candidate’s position on access to affordable, comprehensive health coverage is important to them when deciding who to vote for, including 54% who say a candidate’s position is very important to them. Majorities of Republicans (67%), Independents (77%) and Democrats (96%) say a candidate’s position on access to affordable comprehensive health care is an important factor in their vote decision.
4. A majority of Maryland voters (52%) say the health care system is not meeting the needs of most Maryland residents. Conversely though, 7 in 10 voters (71%) say the health care system is meeting the needs of their family.
5. The most important health care issue for voters in Maryland is addressing health insurance costs, particularly out-of-pocket health insurance costs, such as copays & deductibles (23% first choice / 46% combined 1st/2nd choices). It is the top health care issue for Independents (26% first choice), voters ages 45-64 (26% first choice), and women (25% first choice).
6. Majorities of voters say these should be high or very high priorities to improve the health care system at the state level:
 - a. Making sure all health insurance plans cover medical tests, screenings, preventive care and treatments recommended by a patient's doctor (84% very high/high priority all voters, 68% Republicans, 81% Independents, 94% Democrats).
 - b. Lowering the cost of what residents pay monthly and out-of-pocket for health insurance premiums, copays, and deductibles (77% very high/high priority all voters, 62% Republicans, 80% Independents, 85% Democrats).
 - c. Ensuring all residents have access to affordable, comprehensive health insurance coverage (78% very high/high priority all voters, 50% Republicans, 77% Independents, 92% Democrats).

7. **Medical debt is prevalent in Maryland. Majorities (53%) of voters report they or an immediate family member currently have or have had medical debt.** Virtually all voters (96%) believe medical debt is experienced by at least a few people in Maryland, including 65% who say it is experienced by many.
8. **More than two-thirds (68%) of Maryland voters believe access to medical care is a problem where they live.** This includes 29% saying it is a “major problem” where they live. The groups most likely to say access to medical care is a problem where they live include Independents (40% major problem), Democrats (76% total problem), women (74% total problem) and voters ages 18-44 (73% total problem).
9. **Access to affordable health coverage is an even bigger problem in the communities where they live for voters in Maryland (84% total problem/38% major problem).** The groups most likely to say access to affordable health coverage is a problem where they live include Independents (52% major problem), caregivers (91% total problem), Democrats (89% total problem) voters ages 18-44 (89% total problem).
10. **There is overwhelming support overall for the health care policy proposals we tested. A majority of voters “strongly support” each of the five policy proposals. Majorities of voters across party in Maryland support each of the health care policy proposals we tested.**

<i>Ranked by %Total Support – All Voters</i>	All Voters	GOP	Ind	Dem
Increasing federal funding for cancer research for the discovery of new treatments, therapies, and cures	92%	81%	94%	98%
Ensuring patients who qualify receive the full benefits from financial assistance or drug discount programs	91%	82%	90%	96%
Increasing federal funding to make cancer screenings and diagnostic tests free for patients	90%	76%	87%	98%
Increasing and expanding patient access to services and programs that address medical debt	89%	74%	83%	98%
Making permanent the enhanced premium tax credits the federal government provides to help working adults who qualify purchase an Affordable Care Act Marketplace health plan	86%	69%	83%	97%

11. Majorities of Maryland voters say they would be more likely (67%) to vote for a political candidate who supports this proposal to make permanent the ACA enhanced premium tax credits. Only 11% say they would be less likely to vote for a candidate who supports it and 22% say a candidate's support of the proposal would not impact their vote one way or the other.

- Majorities of Democratic voters (85%), women (75%), Medicare beneficiaries (75%), African American voters (73%) and those living in the DC Media Market (73%) say they would be more likely to vote for a candidate who supported making permanent the enhanced premium tax credits.
- Independent voters are a double-digit net positive on this measure (60% more likely, 9% less likely, 31% no impact) while Republican voters are a single-digit net positive (35% more likely, 27% less likely, 38% no impact).

METHODOLOGY

On behalf of American Cancer Society Cancer Action Network, Public Opinion Strategies and Hart Research conducted a Maryland statewide mixed mode survey (phone and text-to-web) of N=600 registered voters. This survey was conducted as a statewide survey in Maryland with regional and demographic statewide quotas based on the Census and voter file population statistics. This survey includes N=21 interviews that were conducted July 11-16, 2024 in the state as part of ACS CAN's national telephone survey of registered voters, with the remaining N=579 interviews conducted July 11-18, 2024 via a mix of phone interviewing and text-to-web interviewing. The statewide survey results have a margin of error of +/- 4.0 percentage points.