

To: Interested Parties

From: Lake Research Partners
The Tarrance Group

Re: Notable findings from a nationwide survey of likely voters¹

The American Cancer Society Cancer Action Network conducted a nationwide survey among likely 2026 voters to explore attitudes among three key areas – access to healthcare, cancer research funding, and tobacco. Cancer touches the lives of many voters: Over half (56%) say a family member has been diagnosed with cancer, a quarter (25%) say someone close to them has, and 8% have been diagnosed with cancer.

We found voters think it is important that people have access to cancer screening and treatment and that the federal government prioritizes strong and consistent funding for cancer research, prevention, and detection programs. Additionally, voters are more likely to elect leaders who advocate for affordable and accessible healthcare and more robust funding for cancer research and screening and prevention. We also found that voters support a tobacco tax increase that would fund programs to prevent tobacco use and they solidly show less support for candidates who take tobacco company campaign donations.

Key Findings on Access to Health Care and Cancer Research Funding

1. Likely voters nationwide place a high level of importance on **access to cancer screening and treatment** as well as on **strong and consistent funding for cancer research, prevention, and detection programs**.

Over four in five (86%) likely voters indicate that it is extremely (57%) or very (30%) 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. Belief that this is important crosses the political spectrum, including Democrats (97% extremely/very important), Independents (86% extremely/very important), and Republicans (75% extremely/very important).

Over four in five (83%) likely voters also indicate that it is extremely (51%) or very (31%) important to them that the federal government should prioritize strong and consistent funding for cancer research, prevention, and detection programs. This belief also crosses the political spectrum, including Democrats (96% extremely/very important), Independents (80% extremely/very important), and Republicans (70% extremely/very important).

2. Likely voters are **more likely to elect a leader who works for people's affordable and accessible healthcare**. Nearly three-quarters (72%) of likely voters indicate they would be more likely to vote to elect an official

¹ Lake Research Partners and The Tarrance Group designed and administered this phone survey that was conducted June 24 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 1,006 likely 2026 voters nationwide. The margin of error is +/- 3.1%.

who was a leader in ensuring needed healthcare is affordable and accessible (53% much more likely). A solid majority (58%) of likely voters say they are also more likely to elect their elected official if they were a leader in advocating for access to Medicaid insurance coverage (40% much more likely).

Voters across party are more likely to elect a leader who advocates for healthcare affordability and access. When it comes to advocating for access to Medicaid, Independents and Democrats are more likely to elect that leader, Republicans split (26% more likely, 32% less likely, 30% would not make a difference).

% More likely to elect	Republican	Independent	Democrat
If your elected official were a leader in ensuring people can afford and access the healthcare they need*	50%	69%	96%
If your elected official were a leader in advocating for access to Medicaid insurance coverage*	26%	55%	90%

3. **Voters agree that healthcare policies should facilitate people’s ability to get care rather than make things harder.** With near universal agreement (94% agree, 78% agree strongly), voters agree that “when people’s health coverage is taken away because of paperwork or administrative barriers, they can miss screenings or delay treatment. Healthcare policies should make it easier—not harder—for people to get care.”* Democrats (100% agree, 91% strongly), Independents (94% agree, 72% strongly), and Republicans (89% agree, 66% strongly) hold this as a core belief.
4. **Voters overwhelmingly prioritize federal investment in cancer and medical research funding amid pressure to reduce federal spending, debt, and the deficit.** Although four in five voters believe it is important to reduce the federal debt* (80% important, 49% very important) and federal budget* (78% important, 54% very important), in engaged debates about priorities, voters say that a statement about how the federal government should continue prioritizing cancer and medical research is much closer to their view than statements that the federal government should prioritize reducing spending – either with or without referencing the debt.
 - Over two-thirds (69%) of likely voters select: “The federal government should continue prioritizing cancer and medical research funding, even when there is pressure to reduce overall spending.” This includes 85% of Democrats, 65% of Independents, and 53% of Republicans.
 - Just 16% of likely voters select: “The federal government should prioritize reducing spending, even if that means reducing funding for cancer and medical research.”
 - About two-thirds (65%) of likely voters select: “The federal government should continue prioritizing cancer and medical research funding, even when there is pressure to reduce overall spending.” This includes 85% of Democrats, 61% of Independents, and 45% of Republicans.
 - Just 13% of likely voters select: “Because the debt and deficit are so high, the federal government should prioritize reducing spending, even if that means reducing funding for cancer and medical research.”
5. **Voters would reward a leader who advocates for robust funding for cancer with their votes.** Over six in ten voters would be more likely to elect a leader who advocates for robust funding for cancer research to find faster and more advanced cures* (66% more likely to elect, 43% much more likely to elect) and a leader who advocates for robust funding of cancer screening and prevention programs* (61%, 39%).

*split sampled

Democrats (86% more likely to elect, 57% much more likely to elect), Independents (63% more likely to elect, 46% much more likely to elect), and Republicans (47% more likely to elect, 28% much more likely to elect) all say they are more likely to elect a leader who advocates for robust funding for cancer research*. Similarly, Democrats (85% more likely to elect, 55% much more likely to elect) and Independents (63% more likely to elect, 29% much more likely to elect) are more likely to elect a leader who advocates for robust funding for cancer screening and prevention programs*, and Republicans split between saying they are more likely to elect a leader with this stance and that it would not make a difference to their vote (37% more likely to elect, 27% much more likely to elect, 34% no difference).

Key Findings on Tobacco Product Use and Prevention Programs

1. **Tobacco use in their communities troubles voters.** Voters feel concerned about *young* people in their community* (64% concerned, 36% very concerned) and people in their community* (60%, 34%) using tobacco products.
2. **Voters' concerns about tobacco use translate into support for raising revenue for programs that prevent tobacco use through a new tax on tobacco products.** A majority of likely voters favor a tobacco tax increase and dedicating that revenue to programs that prevent tobacco use (64% favor, 46% strongly favor). This includes 73% of Democrats, 64% of Independents, and 54% of Republicans. Only a little over a quarter opposes this tobacco tax increase (27%). Similarly, a solid majority (62%) of voters would be less likely to elect an official who had received large donations from tobacco companies to influence how they vote on tobacco legislation* (46% much less likely).
3. **Voters see a clear role for the federal government in education and funding programs that can curb tobacco use.** Likely voters believe that the federal government should play a role in funding programs to protect kids from dangerous tobacco industry marketing and products and tobacco cessation programs as well as educating the public on tobacco use dangers. There is majority support for these efforts:
 - 64% think there should be a role for the federal government in funding programs to protect our kids from the dangers of tobacco industry marketing*,
 - 61% think there should be a role for the federal government in educating the public on the dangers of tobacco use, and
 - 57% think there should be a role for the federal government in funding programs to protect our kids from the dangers of tobacco products*.

Final Thoughts

Likely voters nationwide unite in their strong support for key concepts like spending on funding for cancer research and prevention efforts, cancer prevention programs, and cancer screening programs, as well as efforts to prevent young people from using tobacco. These voters stand ready to show their support for candidates who pursue these goals.

*split sampled