

# What Voters Are Looking For This Election Cycle

The 2024 election season is well underway and we're tracking the salient issues and concerns that are informing voters' decisions from coast to coast. Key insights include:

- 1. Kitchen-table issues like inflation and the economy are voters' top concerns.**
  - Eight in 10 voters say it is "very important" for 2024 candidates to talk about inflation (83%) and health care affordability (80%), according to a recent [KFF Health Tracking Poll](#).
  - Immigration (28%), government (20%), the economy (12%) and inflation (11%) top the list of issues voters say are the most important facing the country today, according to a [February Gallup poll](#).
- 2. When it comes to health care affordability, voters want their insurance to work like insurance.**
  - An overwhelming majority (93%) of insured Americans think insurance should provide affordable access to health care while only a third (34%) think it currently does so, according to PhRMA's recent [Patient Experience Survey](#).
  - A majority (58%) of insured adults have experienced a barrier to care like pre-authorization in using their health insurance in the past 12 months, based on a recent [KFF survey](#).
- 3. Voters are concerned by insurer and middlemen practices that stand in the way of their care and pad profits at the expense of patients.**
  - 85% of voters polled in a [Morning Consult/PhRMA](#) survey say they are concerned with pharmacy benefit manager (PBM) practices, such as:
    - Overcharging for prescription medicines and pocketing the difference as profit;
    - Denying patients from using tools such as copay coupons, to reduce drug costs; and
    - Controlling what medicines patients get and what patients pay for them.
  - 88% of insured Americans agree it's wrong that they can pay more for their medicines out of pocket than their insurance company or PBM, [PES](#) data show.
- 4. Voters want policymakers to address harmful insurer and middlemen practices and protect access to medicines and treatments.**
  - 84% of adults agree that policymakers should focus on cracking down on abusive health insurance practices that make it harder to get the care they need, according a Morning Consult/PhRMA [poll](#).
  - 83% of voters agree that elected officials should ensure health insurance companies and other middlemen are held accountable for their role in keeping patients from medicines they need, the same Morning Consult/PhRMA [poll](#) highlights.
  - 74% of voters believe health insurers and their PBMs should pass the rebates and discounts they receive directly to patients, so no patient pays more for their medicines than their insurer, according to a September [Morning Consult/PhRMA poll](#).
  - 71% of voters support requiring health insurance companies and PBMs to count patient assistance, such as copay coupons and cost sharing assistance, toward the patient's deductible, according to the same Morning Consult [poll](#).



Voters continue looking for candidates who will address their affordability concerns and hold insurers and PBMs accountable. **For more on issues and solutions voters care about, visit [votersforcures.org](https://votersforcures.org).**