



# Medicare Advantage: Tracking the Senior Vote

Polling by **Morning Consult** on behalf of **The Better Medicare Alliance**

— SEPTEMBER 2024





## Objectives

- Understand opinions of the Medicare Advantage program among older voters

## Methodology

This poll was conducted from August 24-27, 2024, among a sample of 303 RVs age 65+ in Pennsylvania and 300 Registered Voters age 65+ in Michigan. The interviews were conducted online, and the data were weighted to approximate a target sample of Pennsylvania Registered Voters 65+ and Michigan RVs 65+ based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 6 percentage points for both samples.

# Key Takeaways

- 1** Senior voters in Pennsylvania and Michigan find their Medicare Advantage plans affordable and are satisfied with their coverage.
- 2** Protecting Medicare is *very important* to senior voters across both states in the upcoming election.
- 3** Senior voters in Pennsylvania and Michigan would vote for candidates who commit to protect Medicare Advantage funding.

## Four-in-five senior voters in PA and MI have *positive* views of Medicare Advantage

As you may know, Medicare Advantage is a Medicare coverage option offered by private, government-approved health insurance companies and funded through the federal budget. Medicare Advantage typically covers hospital visits, doctor visits, prescription drugs, and additional benefits like vision, hearing, and dental.

Based on what you know, do you have a positive or negative view of Medicare Advantage?

*Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300*

79%

Pennsylvania voters 65+ have  
**positive views of Medicare  
Advantage**

82%

Michigan voters 65+ **have positive  
views of Medicare Advantage**

## Senior voters across both states find their Medicare Advantage plans affordable

Do you find the premiums for your Medicare Advantage plan to be affordable?

*Among RVs over age 65 currently enrolled in a Medicare Advantage plan in Pennsylvania, n=140; Michigan, n=164*

86%

Pennsylvania voters 65+ say  
**Medicare Advantage is affordable**

87%

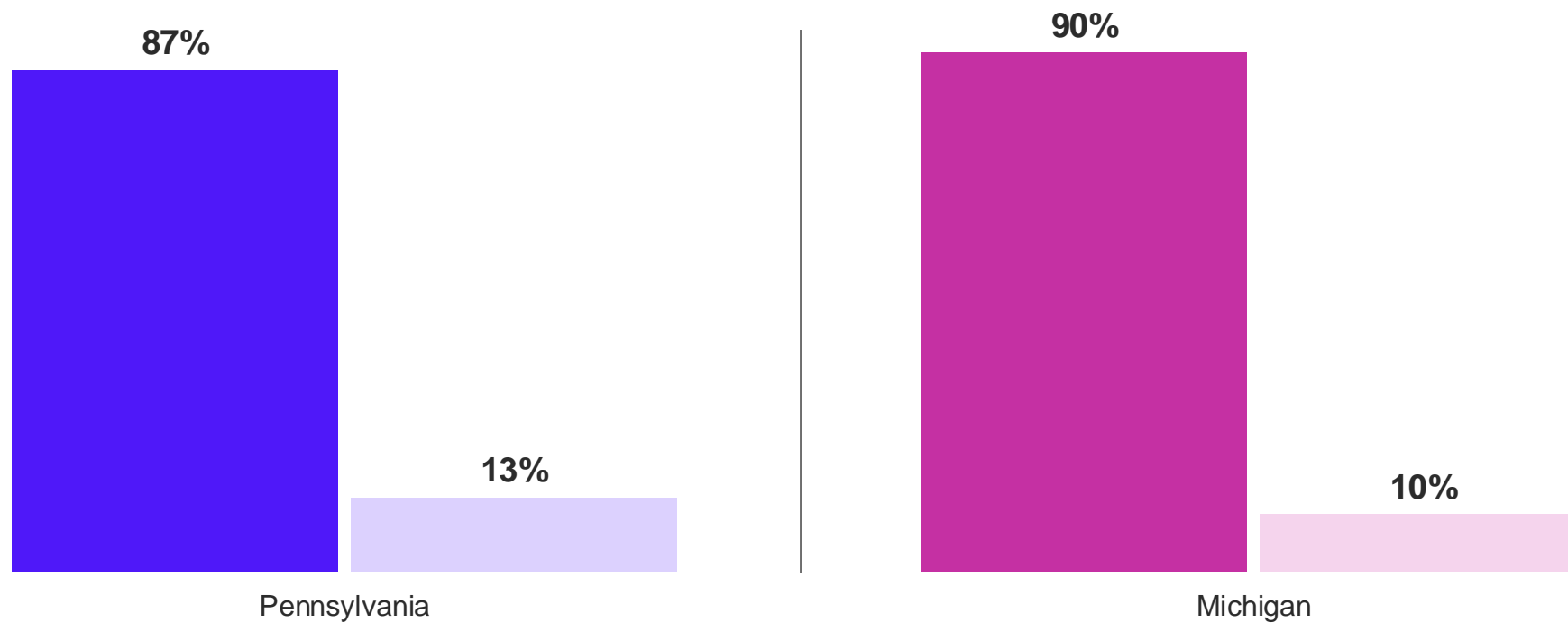
Michigan voters 65+ say **Medicare  
Advantage is affordable**

# Senior voters in PA and MI agree Medicare Advantage enhances and provides more choice to the overall Medicare program

Which of the following comes closer to your point of view?

*Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300*

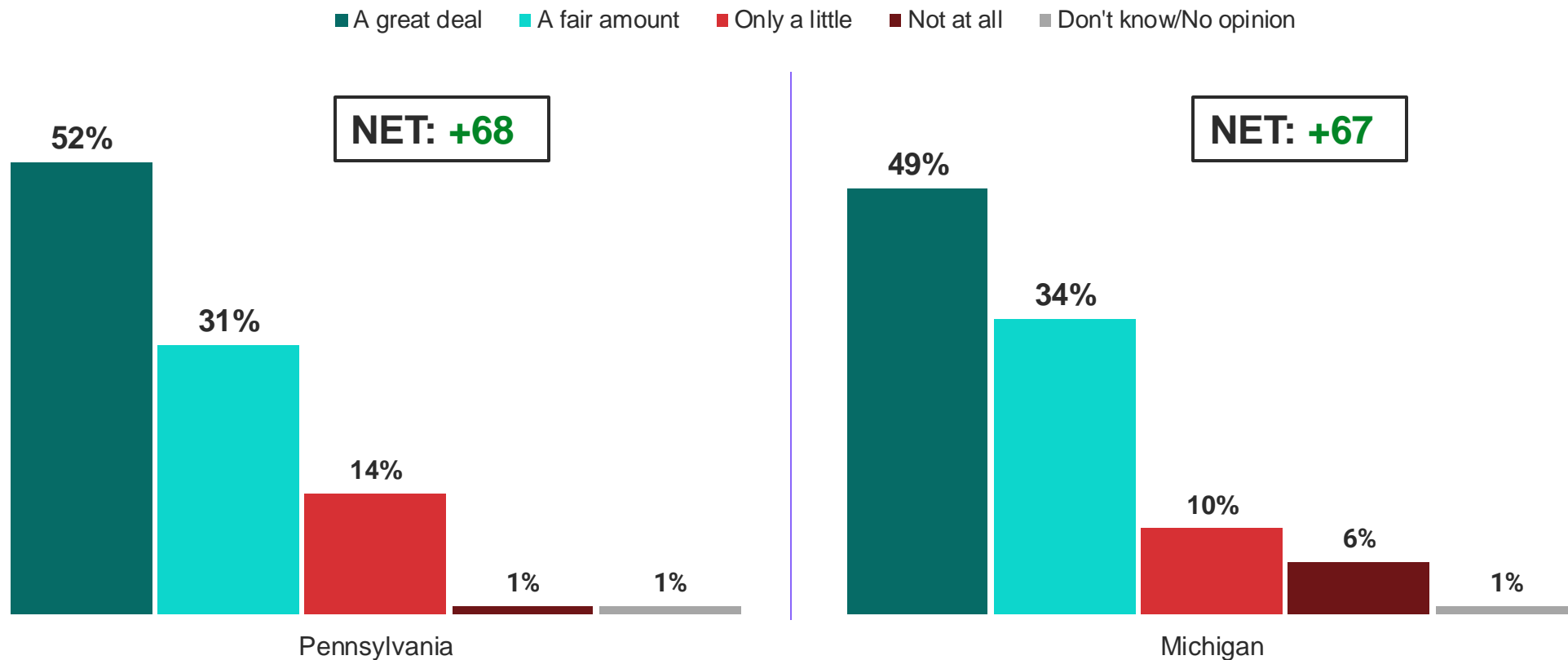
- Medicare Advantage enhances and gives more choices to the overall Medicare program
- Medicare Advantage takes away from and competes with overall Medicare program



## In both states, senior voters are worried about the government's commitment to maintaining access to senior services (PA, 83%; MI, 83%)

Now thinking specifically about senior services (e.g. Medicare, Social Security, etc.), do you personally worry about the government's commitment to maintaining current access to senior services a great deal, a fair amount, only a little, or not at all?

*Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300*



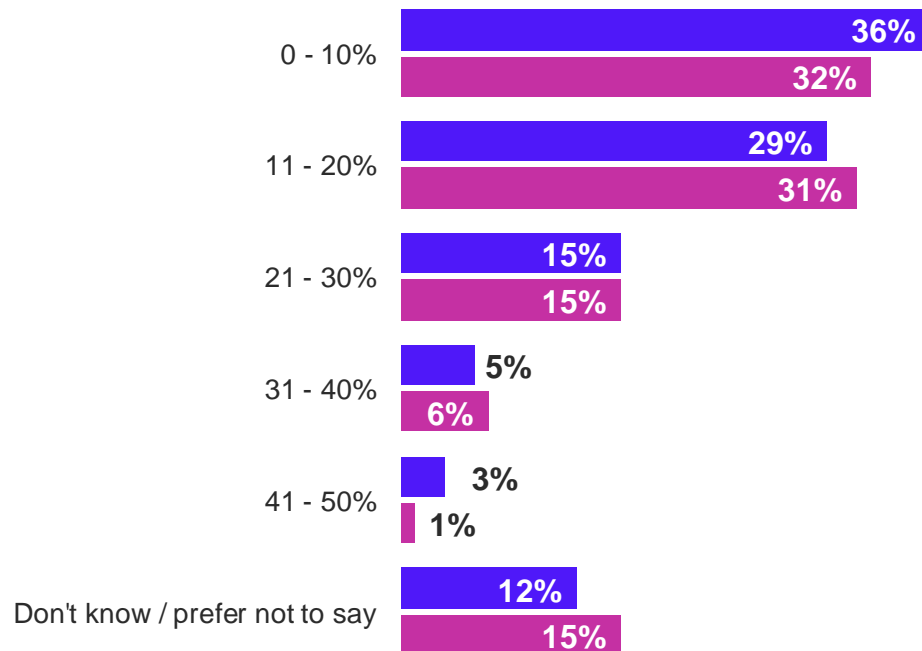
# More than two in three seniors rate healthcare costs as “very important” to their household budget

Approximately what percentage of your overall household budget is spent on healthcare costs today? | How important, if at all, do you feel health care costs are to your overall household budget?

Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300

■ Pennsylvania ■ Michigan

## Share of budget on healthcare costs



## Importance of healthcare costs to budget

% very important

71%

Pennsylvania

66%

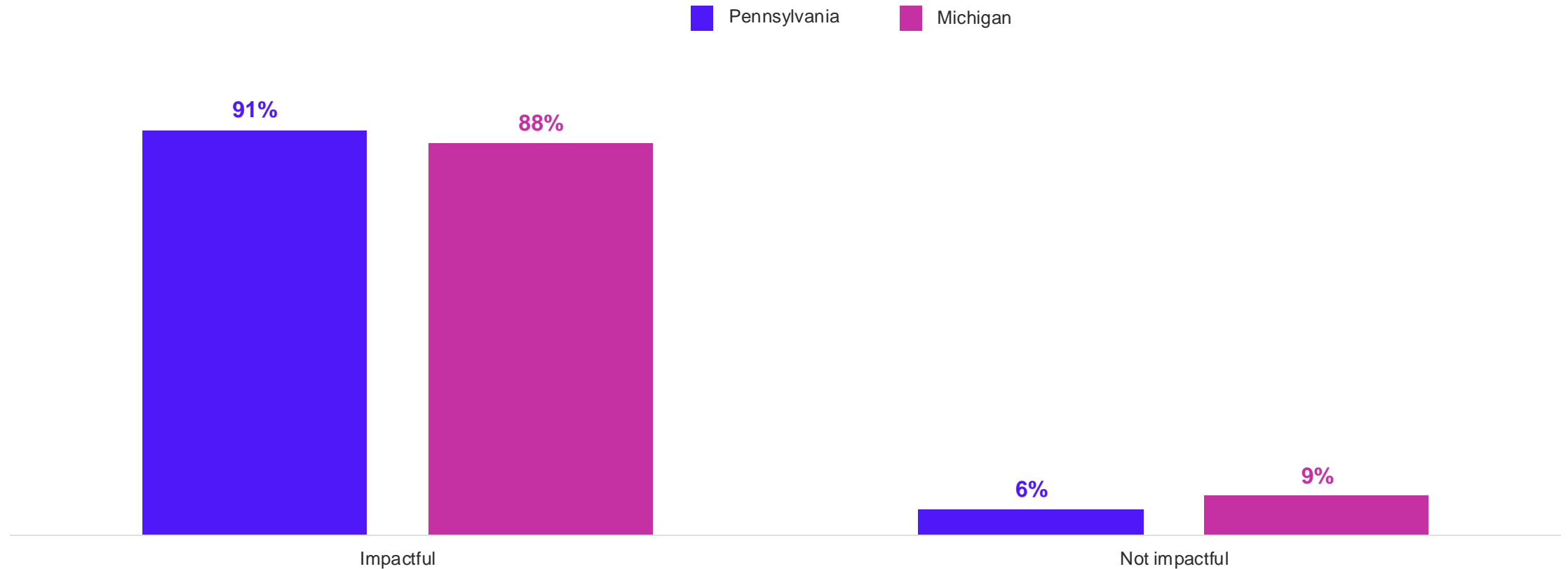
Michigan



# Nine-in-ten senior voters in Pennsylvania and Michigan say an increase of more than 15% in healthcare costs would impact their budgets

If your healthcare costs were to increase more than 15% in the next year, how impactful would that change be on your overall household budget?

*Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300*



## Reducing inflation and protecting Medicare are the most important issues to senior voters in both PA and MI.

Below are a few issues that some people might say are important for the upcoming election. For each, please indicate how important each issue is to your vote this November, if at all?

*Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300*

<i>% very important</i>	<b>Pennsylvania</b>	<b>Michigan</b>
<i>Protecting Medicare</i>	84%	84%
<i>Reducing inflation</i>	84%	81%
<i>Securing the border</i>	71%	61%
<i>Lowering healthcare costs</i>	70%	68%
<i>Addressing immigration</i>	70%	61%
<i>Addressing crime and public safety</i>	69%	59%
<i>Improving public safety</i>	64%	57%
<i>Cutting government spending</i>	63%	55%
<i>Creating more jobs</i>	51%	43%
<i>Tackling housing affordability</i>	47%	48%
<i>Foreign conflict/war resolution</i>	45%	36%
<i>Taking climate action</i>	41%	36%

## MI and PA seniors would be more likely to vote for candidates who protect MA funding

Thinking again about the upcoming election in November, which of the following candidates are you most likely to vote for in November?

*Among RVs over age 65 in Pennsylvania, n=303; Michigan, n=300*

90%

Pennsylvania voters 65+ are most likely to vote for a candidate who **supports protecting funding for Medicare Advantage**

89%

Michigan voters 65+ are most likely to vote for a candidate who **supports protecting funding for Medicare Advantage**

