



COST & COVERAGE
COLLABORATIVE

THE BRIEFING ROOM:

How to Fight Federal Cuts to ACA Tax Credits, Medicaid, & More

WEBINAR

June 11, 2025

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3. Your favorite summer activity

On Tap Today



1. Introduction

2. Survey Findings: ACA Tax Credits, Medicaid, and More

3. Message Takeaways

4. What's Next

Methods.

18-minute national survey of 1,345 registered voters conducted May 15 to 26, 2025.

Fielded using YouGov's online panel.

Includes oversamples of:

- 207 AAPI voters
- 206 Black voters
- 212 Hispanic / Latino voters

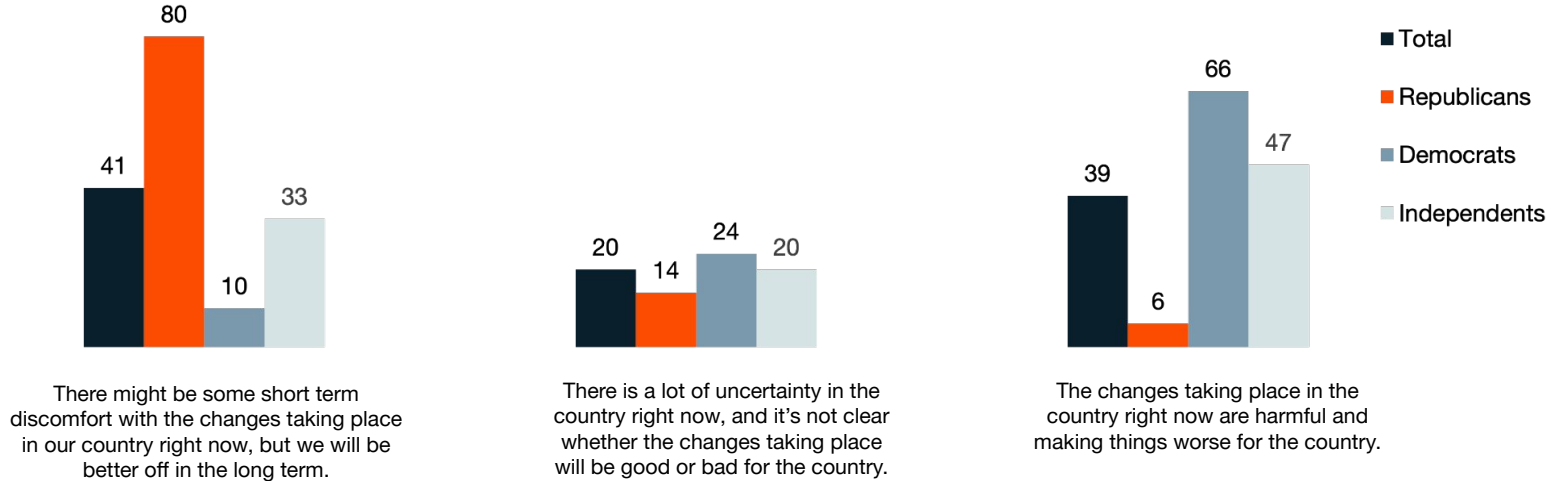
The survey included 378 Republicans, 573 Democrats, and 339 Independents.

6 Key Findings.

1. You have options.
2. There is bipartisan support for continuing Enhanced Premium Tax Credits.
3. There are opportunities to talk about all the threats together.
4. There are familiar challenges but your arguments are stronger.
5. Impacts on people matter most.
6. Three message frames help you talk about threats collectively: “corporate greed,” “working families,” and “cost of living.”

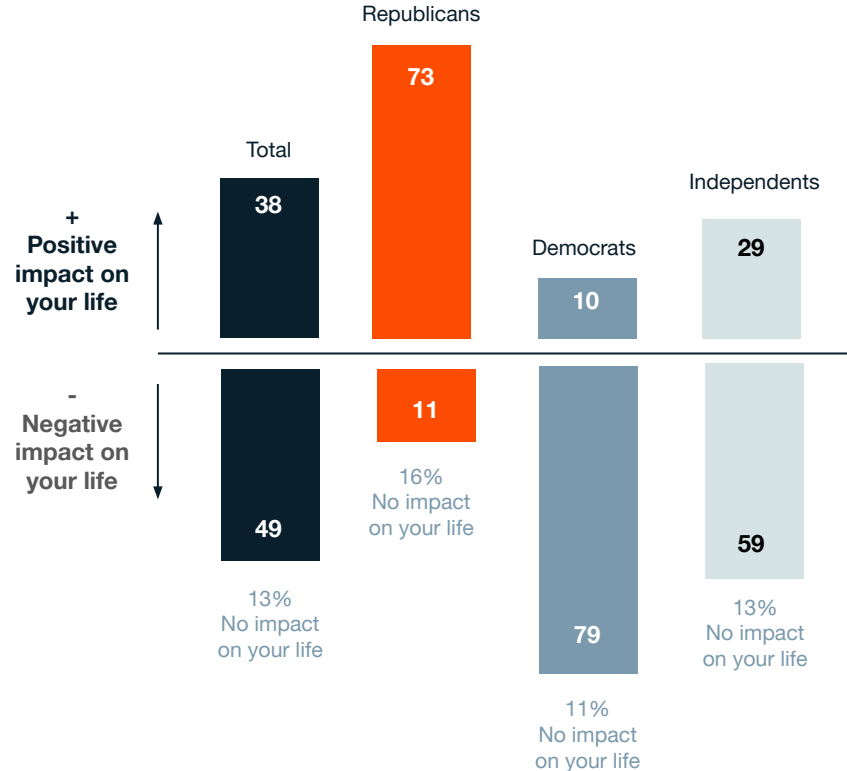
Voters are in different places on the direction of the country right now, driven by political ideology.

Q: Which statement comes closer to your views, even if none are exactly right?



Q: Would you say the changes taking place in the country right now will have a...

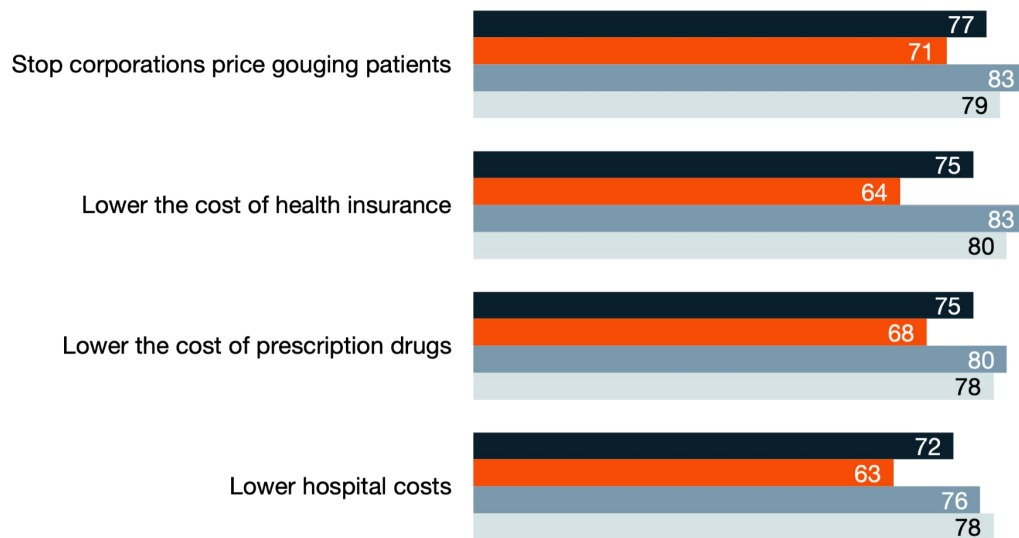
Ideology also divides them on whether changes happening will help or hurt them personally – though more say they are negatively impacted.



Addressing high healthcare costs is an area of common ground.

Q: How important is it to you that elected officials do more to...

% Very Important



86%

Of voters say they are concerned about the cost of healthcare.

Rep: 76%

Dem: 93%

Ind: 90%

■ Total ■ Republicans ■ Democrats ■ Independents

Voters hold common beliefs about healthcare costs, access, and fairness – and what the government should do about it.

Q: Do you agree or disagree with the following statements?

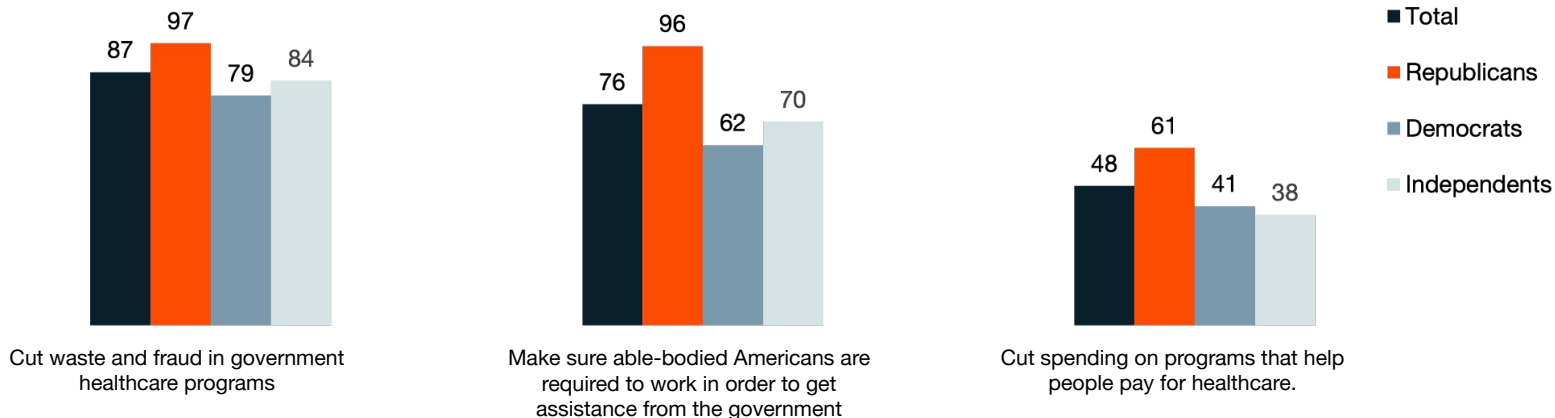
% Strongly or Somewhat Agree

	Total	Rep	Dem	Ind
Big healthcare corporations are raking in huge profits while raising prices on everyday Americans, and the government should protect us by reining them in.	92	87	96	92
The government should make sure that mental health services are available for everyone who needs them.	91	85	97	91
The government should ensure everyone has equal access to affordable healthcare and food, no matter their race, income, or zip code.	87	77	98	86
The government should step in to help when people can't afford food, healthcare, or other basic necessities.	87	76	98	87
The government should make sure that everyone has access to nutritious foods and affordable healthcare in order to thrive and be healthy.	87	74	98	87
Healthcare is not a privilege. It's a right. And the government should ensure we can get the care we need when we need it.	83	73	95	80
During unprecedented times like these, the government shouldn't cut programs that help people who are struggling financially to afford basic needs like healthcare and food.	81	68	94	79

There are tensions. Most voters want to reduce waste, fraud, and abuse in government programs and many support work requirements. But, as other findings show, keeping access to affordable healthcare is more important.

Q: How important it is to you that elected officials do more to...

% Very or Somewhat Important



Republicans are much less likely to have heard about cuts to Medicaid, SNAP, and the ACA.

Q: Please tell me, have you heard anything about the following in the last few weeks:

% Yes

	Total	Rep	Dem	Ind
Cuts to government spending	78	82	73	83
Cuts to fraud and abuse in government programs	71	76	63	78
Cuts to SNAP, also known as EBT Card, food stamps	54	39	65	61
Cuts to Medicaid	51	35	65	58
Cuts to Medicare	49	31	66	53
Cuts to healthcare	49	31	66	52
Cuts to Social Security	48	31	63	53
Cuts to Obamacare	44	32	56	46
Cuts to the Affordable Care Act	43	31	54	46

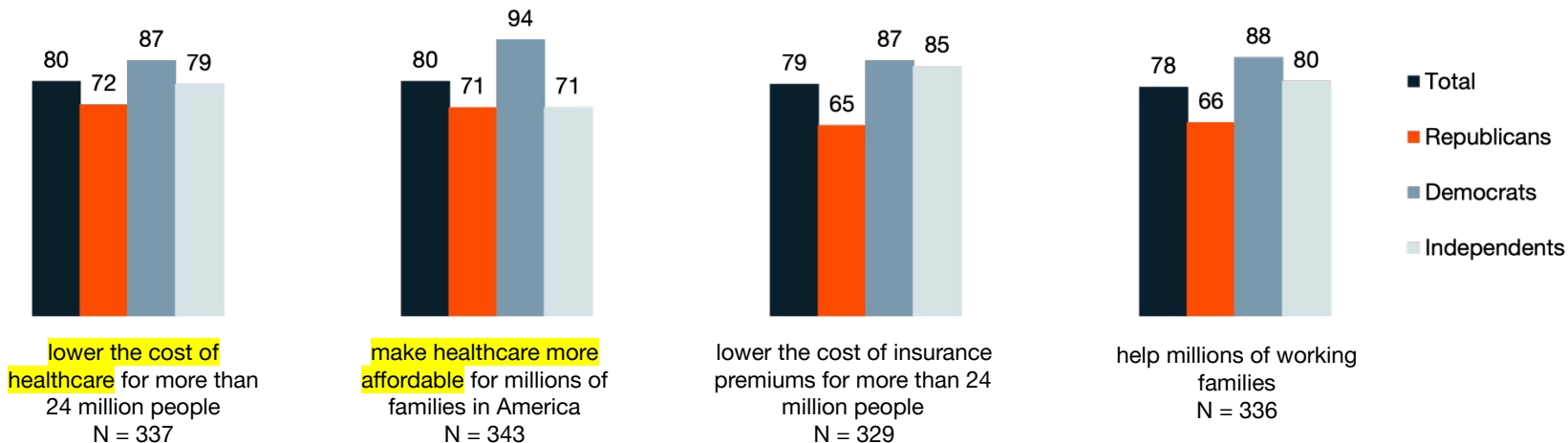
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Awareness Gap

**Enhanced Premium
Tax Credits.**

Before messaging, there is bipartisan support for continuing Enhanced Premium Tax Credits past 2025. There are effective ways to talk about how EPTCs help people.

Q: Enhanced premium tax credits [SPLIT] _____ who buy their health insurance from their state's health insurance Marketplace or HealthCare.gov. These tax credits will expire after 2025 unless Congress chooses to continue them. What do you think Congress should do?

% Continue Enhanced Premium Tax Credits



Voters express strong, bipartisan concern when they hear about the impacts of Congress ending Enhanced Premium Tax Credits.

Q: If Congress cancels the healthcare tax credits... please indicate if you would be concerned or not concerned by each.

% Very or Somewhat Concerned

	Total	Rep	Dem	Ind	Most Concerning Statement	
7 million people will have their healthcare terminated and premiums could more than double for over 20 million others including family caregivers, small business owners, as well as freelancers and gig workers because the insurance Marketplace is the only place they can get affordable health insurance. (N = 672)	88	80	97	88	28	
Millions of adults between the ages of 50-64 who don't yet qualify for Medicare and get their health insurance through the Marketplace would have their healthcare terminated or costs more than double.	87	77	96	86	20	Top pick for Reps
Over 20 million low- to middle-income adults who don't get health insurance through their jobs could see their costs go up by over \$8,000 a year or have their healthcare terminated if Congress cancels the healthcare tax credits.	87	77	96	86	22	
Millions will see their healthcare terminated and costs for many families - especially rural families - will more than double.	86	77	94	86	17	
7 million people across the country will have their healthcare terminated and premiums could more than double for over 20 million others. (N = 673)	85	73	96	82	27	
Almost half of all young adults enrolled in the Marketplace would have their healthcare terminated, losing the only way they can find affordable health insurance.	84	72	96	83	6	
2.7 million Black and Hispanic/Latino Marketplace enrollees would have their healthcare terminated and costs could double for the rest.	81	65	95	83	7	

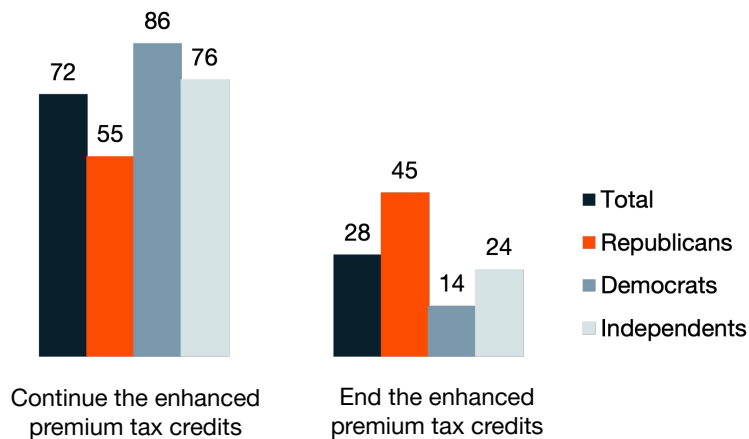
Even in a tough head-to-head, our pro-tax credits argument wins by +18. Republicans, however, are swayed by the opposition argument.

Q: Here are two statements about enhanced premium tax credits. Which statement comes closer to your views, even if neither is exactly right? (N = 667)

	Total	Rep	Dem	Ind
STATEMENT A (Opposition): We need to rein in government spending. Millions of people are taking advantage of Obamacare and receiving taxpayer-funded healthcare even though they aren't in poverty. Ending the enhanced premium tax credits would save \$335 billion in government spending over the next 10 years. Instead of giving this money to health insurance companies, it could be used to lower the deficit and help the truly needy.	36	63	12	33
STATEMENT B (Support): If Congress ends the enhanced premium tax credits, 7 million people will have their healthcare terminated and the cost of health insurance will double for more than 20 million others. Some working families will see the cost of their health insurance increase by over \$8,000 a year. Nobody can afford that. Some in Congress are just looking for an excuse to cut our healthcare in order to give massive tax breaks to the wealthy corporations who rip us off.	54	25	82	58
Not sure	10	12	6	9

After hearing messages from both sides, majorities across party ID still support keeping Enhanced Premium Tax Credits. If their Member of Congress votes to end the tax credits, most voters – including over 1 in 3 Republican voters – say they would view them more negatively.

Q: Now that you have heard more, what do you think Congress should do?



Q: If your member of Congress voted to end the enhanced premium tax credits, would that make you feel more or less favorable towards them, or would it make no difference to you?

	Total	Rep	Dem	Ind
MORE FAVORABLE	20	30	13	17
Much MORE	6	8	5	6
Somewhat MORE	14	22	8	11
LESS FAVORABLE	59	37	78	63
Somewhat LESS	18	22	14	17
Much LESS	41	15	64	46
Makes no difference	21	33	10	21

**Connecting to Medicaid and
SNAP cuts.**

There is power in combining the Tax Credits with cuts to Medicaid and SNAP.

Q: The following are statements about the impact of potential cuts that Congress is considering. For each statement, please indicate if you would be concerned or not.

	Total	Rep	Dem	Ind	Most Concerning Statement	
[Medicaid + EPTC] If Congress cuts over \$880 billion from Medicaid and takes away the healthcare tax credits, 30 million people will have their healthcare terminated, including millions of people with pre-existing conditions like cancer and diabetes, seniors in nursing homes, veterans, children, working families, and small business owners.	86	76	96	85	21	
[Medicaid + EPTC #2] If Congress cuts over \$880 billion from Medicaid and takes away the healthcare tax credits, so many people will lose their current health insurance or the cost of their premiums will rise so much that they'll be priced out of insurance. We will all see immediate impacts including longer wait times at the ER, hospitals going bankrupt delivering care with no compensation, and millions losing access to life-saving care.	86	75	96	85	15	
[Healthcare + SNAP] If Congress cuts over \$1 trillion from healthcare and food programs, 30 million people will have their healthcare terminated and millions of families will lose access to affordable, nutritious foods. Children and families need medical care, mental health services, and food - simple basic needs - to stay healthy enough to work, go to school and thrive. Punishing millions of working families by terminating their healthcare and taking away food will only make our country sicker and leave millions of children at risk of hunger.	85	73	97	83	32	Top pick for all
[Basic Needs] If Congress cuts over \$1 trillion from healthcare, food, education, housing, and other programs that support basic needs, millions of families across the country will lose access to the basic necessities they need to thrive and get ahead. These supports make it possible for families to work and take care of their children and aging parents, and punishing hard working people by terminating the services they need will only make things worse.	84	70	97	83	25	
[Medicaid] If Congress cuts \$880 billion from Medicaid, it will terminate healthcare for more than 15 million people. Medicaid is the largest funder of mental healthcare in the US, and cutting funding would take away access to critical mental health services for millions of veterans, caregivers, children, and parents.	83	68	96	83	7	

Three frames rise to the top when discussing healthcare cuts collectively.

Corporate Greed

The biggest and wealthiest corporations are raking in record profits while our healthcare costs continue to skyrocket. But instead of cracking down on these corporations and fighting to lower costs, some in Congress want to slash over \$1 trillion from healthcare, which would terminate health coverage for more than 22 million people, almost double insurance premiums for more than 20 million people, and increase costs for all of us.

% Very or Somewhat Concerned

*TOTAL 82%
Rep 68%
Dem 96%
Ind 81%*

Working Class Families

Cuts to healthcare are a direct hit to middle class families. But instead of helping working class families, small business owners, family caregivers, or farmers, some in Congress want to slash over \$1 trillion from healthcare, which would terminate health coverage for millions and increase costs for all of us.

% Very or Somewhat Concerned

*TOTAL 80%
Rep 65%
Dem 95%
Ind 81%*

Cost of Living

With high inflation and the cost of everything from housing to gas to groceries going up, the last thing working families can afford is even higher healthcare costs. But instead of lowering costs, some in Congress want to slash over \$1 trillion from healthcare, which would terminate health coverage for millions and increase costs for all of us.

% Very or Somewhat Concerned

*TOTAL 80%
Rep 64%
Dem 95%
Ind 80%*

Other frames are less effective.

% Very or Somewhat Concerned

	Total	Rep	Dem	Ind
[Democratic Norms] Our democracy is under threat like never before, with unprecedented attacks on our basic rights and freedoms, weakening checks and balances, and undermining our courts. Instead of standing up for the rule of law and the basic tenets of our Constitution, some in Congress want to slash over \$1 trillion from healthcare, food assistance programs, and more, which would terminate health coverage for millions and increase costs for all of us.	77	56	96	76
[Tariffs] With the chaos and uncertainty of tariffs and the growing risk of a recession, Congress should be doing everything possible to lower costs for working families. But instead, some in Congress want to slash over \$1 trillion from healthcare, which would terminate health coverage for millions and increase costs for all of us.	77	59	95	78
[Racial Inequities] Black, Latino, and other communities of color already face too many barriers in the way of getting the basic healthcare they need. Congress should be working to ensure everyone in this country has equal access to affordable healthcare. But instead, some in Congress want to slash over \$1 trillion from healthcare, which would terminate health coverage for millions and increase costs for all of us.	76	54	95	78
[Federal Overreach] The Federal <u>government's</u> and DOGE's spending cuts have gone too fast and too far. Dictating how states can provide affordable healthcare and who they can cover is extreme government overreach. And now, some in Congress want to slash over \$1 trillion from healthcare, which would terminate health coverage for millions and increase costs for all of us.	74	54	94	73

Message Takeaways



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Why we MUST engage



The good news: overwhelming, bipartisan majorities:

- are concerned about the cost of healthcare **(86%)**
- believe the government should...
 - ensure everyone has equal access to affordable healthcare and food **(87%)**
 - step in to help when people can't afford food, healthcare, or other basic necessities **(87%)**
 - Protect people by reining in big corporations who are raking in huge profits while raising prices on everyday Americans **(92%)**
- believe the government shouldn't...
 - cut programs that help people who are struggling financially to afford basic needs like healthcare and food **(81%)**

The bad news: less than half **(49%)** have heard ***anything*** about cuts to healthcare.

We hold the keys to winning



1. **People are with us.** This fight is a matter of boosting awareness and communicating the threat. We don't have to convince anyone these cuts will hurt.
2. Despite polarization across many other issues—people are **concerned about the impact these cuts will have on their neighbors, their communities, and those most vulnerable.**
3. Those who are aware strongly oppose these cuts and are **willing to hold decision makers accountable** for their choices.
4. Despite high levels of support for cutting government spending and misinformation on waste, fraud, and abuse—when put **head to head—they oppose cuts and support protecting healthcare.**

Framing combined cuts to healthcare

Medicaid / Tax Credits / Other ACA Cuts



Corporate Greed

The biggest and wealthiest corporations are raking in record profits while our healthcare costs continue to skyrocket. But instead of cracking down on these corporations and fighting to lower costs...

Working Class

Cuts to healthcare are a direct hit to middle class families. But instead of helping working class families, small business owners, family caregivers, or farmers...

Cost of Living

With high inflation and the cost of everything from housing to gas to groceries going up, the last thing working families can afford is even higher healthcare costs. But instead of lowering costs...

...some in Congress want to slash over \$1 trillion from healthcare, which would terminate healthcare for 16 million people, almost double insurance premiums for more than 18 million others, and increase costs for all of us.

We can effectively combine cuts to healthcare & SNAP



“If Congress cuts over \$1 trillion from healthcare and food programs, 16 million people will have their healthcare terminated and millions of families will lose access to affordable, nutritious foods. Children and families need medical care, mental health services, and food—simple basic needs—to stay healthy enough to work, go to school, and thrive. **Punishing millions of working families by terminating their healthcare and taking away food will only make our country sicker and leave millions of children at risk of hunger.**”

85% of voters say this is concerning

Republicans	73%
Independents	83%
Democrats	97%

32% (highest) ranked this as most concerning vs. Medicaid cuts, Medicaid + EPTC cuts, cuts to all basic needs—though all received above 80% concerning.

Tax credit takeaways



Keep it simple & big picture

This is about:

- terminating healthcare
- increasing our healthcare costs

Focus on people

Caregivers, small business owners, working families, 50-64 year olds. Everyone will feel higher costs.

Connect to corporate greed

Just another excuse to cut our healthcare to pay for tax breaks for big corporations and wealthy donors.

Part of a broader attack

Canceling healthcare tax credits and cutting Medicaid and SNAP is a direct hit on working class families.

Core message - tax credits



Putting it all together...

If Congress ends the Enhanced Premium Tax Credits, 4.2 million people will have their **healthcare terminated** and the cost of health insurance could double for more than 18 million others—including **caregivers, small business owners, working families and 50-64 year olds who don't yet qualify for Medicare**. Some working families will see the cost of their health insurance increase by over \$8,000 a year. Nobody can afford that. Congress should rein in big corporations who are making healthcare so expensive for everyone instead of **cutting our healthcare to give massive tax breaks** to the same wealthy corporations ripping us off.

Tax credit cheat sheet



Keep definitions straightforward—they lower costs.

- Enhanced Premium Tax Credits **lower the cost of healthcare** for more than 22 million people.

Describe who gets hurt.

- If Congress ends the Enhanced Premium Tax Credits, 4.2 million people **will have their healthcare terminated** and **premiums could more than double** for over 18 million others including family caregivers, small business owners, freelancers and gig workers, and people age 50-64 who don't yet qualify for Medicare.

Identify their motive—corporate greed.

- Some in Congress are just looking for an excuse to cut our healthcare in order to give massive tax breaks to the **wealthy corporations** who rip us off.

***Note:** You can use *Enhanced Premium Tax Credits*, *Affordable Care Act Tax Credits*, or *Healthcare Tax Credits* interchangeably—**how you define them** is more important.



Discussion and Q&A

What's Next From CCC



Coming soon to your inboxes...

- **Tomorrow:** A round-up of new Hub resources, content, and guidance
 - Tax Credits Message Brief & Graphics Collection
 - Healthcare Cuts Message Brief & Graphics Collection & Op-Ed Guidance

Upcoming research...

- **Healthcare State of Play Study: How can we reanimate the public around healthcare?**
 - Mid-July: Qualitative findings and initial survey results

Need something else? Reach out to info@costandcoveragecollaborative.com!



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Thank You!

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