DATA FOR *PROGRESS*   CARING ACROSS GENERATIONS

From April 7 to 8, 2025, Data for Progress conducted a survey of 1,196 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and recalled presidential vote. The survey was conducted in English. The margin of error associated with the sample size is ±3 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit dataforprogress.org/our-methodology.

To evaluate the most convincing messages in opposition to Medicaid cuts, we conducted message testing through maximum difference scaling (MaxDiff) to determine the ordinal ranking of 12 message framings. Respondents were shown a randomized subset of 4 of the messages, and asked to pick the most and least convincing from those options. They were then asked to do the same across multiple rounds, each time with a new set of 4 randomized messages.

Using these responses, we project what percentage of likely voters would select each message as the most convincing argument and what percentage of likely voters would select each message as the least convincing argument from the full set of messages. The scores below represent the net convincingness of each message — meaning, the projected percentage of likely voters viewing a certain message as the most convincing, minus the projected percentage viewing it as the least convincing.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,196 unless otherwise specified.

[1] Some lawmakers in Congress are proposing cuts in funding for Medicaid. Below is a list of statements from people who **oppose** cutting funding for Medicaid. For each set of statements you see, select which statement you find **most convincing** and **least convincing** as a reason to **oppose** funding cuts for Medicaid.

You may see the same statements several times – don't worry about remembering how you responded earlier. Just pick which statement you most and least prefer when you see them.

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
[Widespread Impact] Medicaid covers 80 million Americans, including kids, seniors, people with disabilities, and low-income workers. Cutting it would put health care at risk for more than one in five people in this country. That's not just bad policy, it's a national crisis in the making.	7.5	8.7	7.4	6.2	7.7	7.2	5.4	8.6	7.0	8.2	5.2	8.4	5.4
[Seniors] Medicaid is a lifeline for more than 8 million seniors, helping pay for nursing homes and other care, like home care, that Medicare doesn't cover. Cutting Medicaid funding would put our parents and grandparents at risk when they need help the most.	4.9	4.3	4.7	5.7	5.0	4.8	3.2	5.9	5.1	4.6	2.8	5.8	3.2

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
[Disability Rights] Nearly 8 million Americans with disabilities, including seniors, rely on Medicaid for services that allow them to live in their own homes. Cutting Medicaid would take away that support, robbing many of the chance to live full, independent, and dignified lives.	4.5	4.0	4.5	5.1	4.1	5.0	2.5	5.6	4.9	3.8	2.8	5.2	2.8
[Children] Nearly half of all children in America get their health care through Medicaid, so these cuts would hit kids especially hard. When children can't see a doctor or get their medicine, they struggle to learn and thrive—hurting our future as a nation.	2.2	2.2	2.2	2.1	2.0	2.4	2.0	2.3	2.4	1.8	1.4	2.3	2.0
[Higher Costs for Everyone] When people lose Medicaid, they don't stop needing care—they often end up in the ER where treatment is far more expensive. Those costs get passed along to the rest of us through higher insurance premiums, making health care more expensive for everyone.	−0.5	−0.8	−0.5	−0.3	−0.7	−0.4	−1.0	−0.3	−0.8	−0.1	−1.2	−0.4	−1.2
[Working Families] Medicaid covers working families whose jobs don't provide health insurance. If we cut Medicaid, any middle-class family hit by a job loss or crisis could be left without health care when they need it most.	−0.8	−0.7	−0.8	−0.9	−0.4	−1.2	0.2	−1.3	−0.8	−0.8	0.5	−1.3	0.6
[Healthcare Access] Medicaid cuts mean fewer people can see a doctor when they need one, leaving families to worry about affording even basic care. Everyone deserves the peace of mind that if they get sick, they can get treated without going bankrupt.	−0.8	−0.9	−0.7	−0.8	−1.0	−0.5	−0.0	−1.2	−0.5	−1.3	0.7	−1.2	−0.1
[Rural Communities] In rural communities, Medicaid funding often keeps the only local hospital or clinic open. If Medicaid is cut, many small-town hospitals could shut their doors, forcing people to drive hours for care or even go without help in an emergency.	−1.9	−2.5	−1.9	−1.3	−2.2	−1.6	−2.3	−1.7	−1.9	−1.9	−2.7	−1.7	−2.5

Response	Topline	Democrat	Inde-pendent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
[Mental Health] Medicaid is one of the largest providers of mental health and addiction care. Cutting Medicaid funding means more people struggling with depression, anxiety, or opioid addiction go without the treatment they need, leaving more families to face these battles alone.	−2.6	−2.3	−2.7	−2.9	−2.5	−2.8	−1.3	−3.4	−2.4	−3.0	−1.5	−2.9	−1.6
[Economic Impact] Cutting Medicaid hurts our economy and could cost as many as a million jobs nationwide, hitting hospitals and local businesses alike. When health care providers lose funding, they cut jobs and small businesses lose customers, weakening our communities.	−3.1	−2.6	−3.0	−3.7	−2.9	−3.4	−1.7	−3.9	−3.5	−2.4	−1.3	−3.9	−1.3
[Shifting Burden] Medicaid is a federal–state partnership, and if Congress cuts federal funding for Medicaid, states are left holding the bag. That means higher state taxes or deep cuts to health care for millions of Americans. Either way, families and communities lose.	−4.3	−3.8	−4.3	−4.9	−4.3	−4.4	−3.0	−5.1	−4.8	−3.5	−3.4	−4.8	−3.0
[American Values] Americans believe in taking care of our neighbors in need, and Medicaid is a key part of that compassion. Cutting Medicaid funding goes against our core values, leaving the sick and vulnerable with nowhere to turn for health care.	−5.0	−5.6	−5.0	−4.3	−5.0	−5.0	−4.0	−5.5	−4.7	−5.4	−3.4	−5.4	−4.3
Weighted N	1,196	456	284	456	638	558	418	778	770	426	128	854	152