

Topline

KFF Follow-Up Survey of Marketplace Enrollees

March 2026

KFF

METHODOLOGY

This *KFF Follow-Up Survey of Marketplace Enrollees* was designed and analyzed by public opinion researchers at KFF. The survey was conducted February 12- March 2, 2026, online and by telephone among a nationally representative sample of 1,117 U.S. adults who had Marketplace insurance in 2025 in English ($n=1,079$) and in Spanish ($n=38$). The sample is entirely derived from people who completed the *KFF Marketplace Survey* in 2025 ($n=1,350$).

The original sample was recruited using two probably-based panels, the [SSRS Opinion Panel](#) and the [IPSOS Knowledge Panel](#). The SSRS Opinion Panel is a nationally representative probability-based panel where panel members are recruited randomly in one of two ways: (a) Through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS) provided by Marketing Systems Groups (MSG) through the U.S. Postal Service's Computerized Delivery Sequence (CDS); (b) from a dual-frame random digit dial (RDD) sample provided by MSG. For the online panel component, invitations were sent to panel members by email followed by up to three reminder emails. The IPSOS Knowledge Panel is a nationally representative probability-based panel where panel members are recruited randomly through invitations mailed to respondents randomly sampled from an Address-Based Sample (ABS) through the U.S. Postal Service's Computerized Delivery Sequence (CDS). The follow-up sample included 842 individuals from SSRS Opinion Panel and 264 reached through the Ipsos Knowledge Panel.

An additional 11 adults who were previously recruited to complete a KFF survey in 2024-2025 and were reached via their prepaid cell phone number. A small group of these individuals reported that they had Marketplace coverage in 2025. Among this prepaid cell phone component, 4 were interviewed by phone and 7 were invited to the web survey via short message service (SMS).

Respondents in the prepaid cell phone sample who were interviewed by phone received a \$15 incentive via a check received by mail. Respondents in the prepaid cell phone sample reached via SMS received a \$10 electronic gift card incentive. SSRS Opinion Panel respondents received a \$5 electronic gift card incentive (some harder-to-reach groups received a \$10 electronic gift card). Ipsos operates an incentive program that includes raffles and sweepstakes with both cash rewards and other prizes to be won. An additional incentive is usually provided for longer surveys. In order to ensure data quality, cases were removed if they failed two or more quality checks: (1) attention check questions in the online version of the questionnaire, (2) had over 30% item non-response, or (3) had a length less than one quarter of the mean length by mode. Based on this criterion, there were 2 cases removed.

The combined recontacted cell phone and panel samples were weighted to match the sample's demographics to the national U.S. adult population aged 18-64 who are currently covered by direct-purchase insurance using data from the Census Bureau's 2025 Current Population Survey (CPS). The demographic variables included in weighting are Sex by Age, Education, Sex by Education, Age by Education, Race/Ethnicity, Census Region, Number of Adults in Household, Home Tenure (Own/Rent), and residence in a Medicaid Expansion state. Additionally, the weights account for differences in the probability of selection for each sample type (prepaid cell phone, IPSOS Knowledge Panel, and SSRS Opinion Panel). This includes adjustments for ownership of a prepaid cellphone, the design of the panel-recruitment procedure (IPSOS Knowledge Panel and SSRS Opinion Panel), and propensity to complete the recontact interview.

The margin of sampling error including the design effect for the full sample is plus or minus 3.8 percentage points. Numbers of respondents and margins of sampling error for key subgroups are shown in the table below. For results based on other subgroups, the margin of sampling error may be higher. Sample sizes and margins of sampling error for other subgroups are available on request. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll. KFF public opinion and survey research is a charter member of the [Transparency Initiative of the American Association for Public Opinion Research](#).

Group	N (unweighted)	M.O.S.E.
Total 2025 Marketplace enrollees	1,117	± 4 percentage points
Returning Marketplace enrollees	794	± 4 percentage points
Returning enrollees with the same plan as 2025	437	± 6 percentage points
Returning enrollees who switched to different Marketplace plan	345	± 7 percentage points
Party ID		
Democrats	525	± 6 percentage points
Independents	133	± 11 percentage points
Republicans	408	± 6 percentage points
MAGA Republicans	258	± 8 percentage points

Notes for reading the topline:

- Percentages may not always add up to 100 percent due to rounding.
- Values less than 0.5 percent are indicated by an asterisk (*).
- "Vol." indicates a response was volunteered by the respondent, not offered as an explicit choice.
- Questions are presented in the order asked; question numbers may not be sequential.
- No answer includes those who said 'Don't know' or refused to answer the question on the phone and those who skipped the question on the web.
- Question wording shown is for web mode; for some questions phone wording varied slightly.

READ/SHOW ALL: As you may recall, last year in 2025 you took a survey about your experience with self-purchased health insurance plans through the Affordable Care Act (ACA) Marketplace, sometimes known as Obamacare plans. We wanted to reach out to you to find out about your experience buying health coverage for 2026.

Q1. Did you discuss your health insurance options for 2026 with any of the following? (SELECT ALL THAT APPLY) (RANDOMIZE OPTIONS 1-7)

	3/26
A health insurance agent or broker	29
Local non-profit, sometimes called a navigator or assister	2
ACA Marketplace call center	15
Insurance company call center	7
Accountant	2
Friends or family	41
Online, including social media	9
Other (SPECIFY:)	3
No, did not discuss insurance options with anyone	26
No answer	*

Q2. Overall, would you say the process of looking at health insurance coverage options for 2026 made you feel (INSERT ITEM), or not? (RANDOMIZE B-E)

	Yes	No	No answer
b. confused			
3/26	46	53	1
c. angry			
3/26	52	47	1
d. satisfied			
3/26	37	62	1
e. worried			
3/26	63	35	1

Q3. How stressful, if at all, was the process of looking at health insurance coverage options for 2026? (ROTATE RESPONSE OPTIONS 1-4/4-1)

	3/26
Very/Somewhat stressful (NET)	64
Very stressful	24
Somewhat stressful	40
Not too/Not at all stressful (NET)	36
Not too stressful	24
Not at all stressful	12
No answer	*

COVERAGE. Are you now covered by any form of health insurance or health plan or do you not have health insurance at this time?

A health plan would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or [Medicaid/ INSERT STATE-SPECIFIC MEDICAID NAME].

	3/26
Covered by health insurance	91
Not covered by health insurance	9
No answer	-

MP2026. Thinking about your health insurance coverage for 2026, do you currently have your own health insurance plan through the Affordable Care Act (ACA) Marketplace, sometimes known as Obamacare plans? These plans can be purchased from [healthcare.gov/ IF STATE MARKETPLACE INSERT STATE SPECIFIC MARKETPLACE NAME] or from a broker or directly from a health insurance company.

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Yes, I have an ACA Marketplace plan	75
No, I do not have an ACA Marketplace plan	17
Not sure	7
No answer	-
	<i>n=1,023</i>

OCOVTPE. Which of the following is your **main** source of health insurance coverage? (IF CATI: Is it a plan through your employer, a plan through your spouse’s employer, a plan you purchased yourself, are you covered by Medicare or (Medicaid/[INSERT STATE-SPECIFIC MEDICAID NAME]), or do you get your health insurance from somewhere else?)

Based on those who do not have an ACA plan, unsure, or refused to answer

	3/26
Plan through my or my spouse’s employer	22
Plan I purchased myself, NOT including plans purchased through a state or federal marketplace	23
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	16
Medicaid/[STATE SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	33
Plan through your parents/mother/father	2
Somewhere else	4
No answer	-
	<i>n=229</i>

SELFEMPLOY. Are you currently self-employed?

	3/26
Yes, self-employed	32
No, not self-employed	68
No answer	*

SMLGRP. Is your current health insurance plan part of a small group plan, or not? Or are you not sure?

Based on those who are self-employed and have an employer plan, a plan they purchased themselves (not through the state or federal marketplace), or have some other type of plan

Insufficient sample size to report

COV2026 – MP2026/OCOVTYPE/SMLGRP/COVERAGE COMBO TABLE

	3/26
Marketplace	69
Employer	5
Likely non-compliant purchased plan	5
Medicare	4
Medicaid	7
Parents	1
Other coverage source	1
Small group plan	*
Insured, coverage type unknown	1
Uninsured	9
Coverage status unknown	-

MPSTATUS. Do you have the same Marketplace insurance plan you had in 2025, or did you switch to a different Marketplace plan for this year?

Based on those who have current Marketplace coverage

	3/26
Have the same plan as 2025	57
Switched to a different Marketplace plan	41
Not sure	2
No answer	-
	<i>n=794</i>

COVSWITCH – COV2026/MPSTATUS COMBO TABLE

	3/26
Switched to non-Marketplace coverage	22
Switched to different Marketplace plan	28
Has same Marketplace plan as in 2025	39
Marketplace, unknown if switched plans	1
Insured, coverage type unknown	-
Uninsured	9
Coverage status unknown	-

Q33. Which Marketplace plan category did you have in 2025?

Based on those who switched to a different Marketplace plan

	3/26
Bronze	27
Silver	42
Gold	10
Platinum	2
Catastrophic	*
Not sure	18
No answer	*
	<i>n=345</i>

Q34. Which Marketplace plan category do you currently have for 2026?

Based on those who switched to a different Marketplace plan

	3/26
Bronze	45
Silver	25
Gold	9
Platinum	2
Catastrophic	*
Not sure	19
No answer	*
	<i>n=345</i>

Q37. Have you received information about any changes to the cost of your Marketplace plan for 2026?

Based on those who have current Marketplace coverage

	3/26
Yes, received information	78
No, have not received information	22
No answer	*
	<i>n=794</i>

Q4. What is the **main reason** you switched to a different Marketplace plan this year? (*Open-end*)

Based on those who switched to a different Marketplace plan

	3/26
Cost/Wanted lower cost/Premium	56
Former plan was no longer available	15
Coverage/wanted better coverage	10
Network/Provider didn't accept former plan	6
Deductible	3
Income changed/Increased	2
Tax credit/Subsidy	*
Lower out of pocket/Co-pay	1
Other	5
No answer	1
	<i>n=345</i>

Q5. What is the **main reason** you are currently without health insurance coverage? (*Open-end*)

Based on those who are currently uninsured

Insufficient sample size to report, please contact KFF if interested in seeing open-ended responses to this question.

Q6. What is your **main worry**, if any, about not currently having health insurance? (*Open-end*)

Based on those who are currently uninsured

Insufficient sample size to report, please contact KFF if interested in seeing open-ended responses to this question.

Q7. Do you think going without health insurance coverage will have a major impact, a minor impact, or no impact at all on your (INSERT ITEM)?

Based on those who are currently uninsured

Insufficient sample size to report

	Major/Minor impact (NET)	Major impact	Minor impact	No impact	No answer	
a. Mental health 3/26	*	*	*	*	*	n=94
b. Physical health 3/26	*	*	*	*	*	n=94
c. Financial wellbeing 3/26	*	*	*	*	*	n=94

Q8. What is the **main reason** you no longer have Marketplace coverage? (*Open-end*)

Based on those who switched to non-Marketplace coverage

	3/26
Cost/Can't afford	22
Got insurance through work	11
Become eligible for Medicare	7
Poor coverage/disliked plan	6
Qualified for Medicaid	5
Do have Marketplace coverage	5
Never had Marketplace coverage	5
Have new/different coverage	3
Eligibility	2
Don't need/Want	2
Other	8
No answer	24
	n=229

Q9. Is each of the following a major reason, a minor reason, or not a reason why you decided to make a change to your health insurance coverage this year? (ROTATE ITEMS A-B)

Based on those who switched to non-Marketplace coverage, switched to a different Marketplace plan, or currently uninsured

	Major/Minor reason (NET)	Major reason	Minor reason	Not a reason	No answer	
a. It was too expensive 3/26	75	65	10	24	*	n=668
b. Your health care needs changed 3/26	41	21	20	58	*	n=668

Based on those who switched to a different Marketplace plan or are currently uninsured

	Major/Minor reason (NET)	Major reason	Minor reason	Not a reason	No answer	
a. It was too expensive 3/26	80	71	9	20	*	n=439
b. Your health care needs changed 3/26	36	18	18	64	*	n=439

Q10. Not including yourself, has any family member in your household dropped their health insurance coverage and become uninsured this year due to cost?

	3/26
Yes	16
No	84
No answer	*

Q11. Not including yourself, has any family member in your household switched to a different type of health insurance coverage this year due to cost?

	3/26
Yes	27
No	71
No answer	1

Q12. How satisfied are you, if at all, with your current health insurance coverage?

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Very/Somewhat satisfied (NET)	68
Very satisfied	19
Somewhat satisfied	49
Not too/Not at all satisfied (NET)	32
Not too satisfied	22
Not at all satisfied	10
No answer	*
	<i>n=1,023</i>

Q13. Do you think your current insurance plan is better, worse, or about the same as your 2025 Marketplace plan in terms of (INSERT ITEM)? (RANDOMIZE ITEMS A-D)

Based on those who switched to non-Marketplace coverage or switched to a different Marketplace plan

	Better	Worse	About the same	Not sure	No answer	
a. access to doctors and other health care providers						
3/26	14	22	56	8	*	<i>n=574</i>
b. access to mental health services						
3/26	14	14	39	32	1	<i>n=574</i>
c. coverage of prescription medications						
3/26	16	25	48	11	*	<i>n=574</i>
d. the overall cost of coverage						
3/26	21	40	31	7	1	<i>n=574</i>

HCPREM26. Does your current health insurance coverage require you to pay a specific amount for health insurance each month, also known as a monthly health insurance premium, or not?

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Yes	75
No	19
No answer	6

Q14. Have you already paid your first monthly health insurance premium for 2026?

Based on those currently insured who have a monthly health insurance premium

	3/26
Yes	95
No	5
No answer	-
	n=800

Q35. How likely are you to pay the first monthly premium for your 2026 Marketplace plan?

Based on those who have Marketplace insurance and have not paid their first health insurance premium

Insufficient sample size to report

Q36. What is the **main reason** why you have not paid your first monthly premium? (*Open-end*)

Based on those who have Marketplace insurance and have not paid their first health insurance premium

Insufficient sample size to report, please contact KFF if interested in seeing open-ended responses to this question.

Q15. Compared to last year, is your monthly health insurance premium (HOVER ON WEB/CATI READ ONLY IF NEEDED: A monthly health insurance premium is the amount you pay for health insurance each month) (higher), (lower), or about the same amount in 2026? (ROTATE ITEMS IN PARENS; ROTATE RESPONSE ITEMS 1-2 IN MATCHING ORDER)

Based on those currently insured who pay a monthly health insurance premium

	3/26
Higher	73
Lower	13
About the same amount	14
No answer	-
	n=800

Q16. Is your monthly health insurance premium a lot higher or somewhat higher this year?

Based on those whose health insurance premiums are higher

	3/26
A lot higher	63
Somewhat higher	37
No answer	*
	n=587

Q15/Q16 COMBO TABLE

Based on those currently insured who pay a monthly health insurance premium

	3/26
Monthly health insurance premium higher than last year	73
Monthly health insurance premium is a lot higher than last year	46
Monthly health insurance premium is somewhat higher than last year	27
Don't know/Refused/Web blank (NET)	*
Monthly health insurance premium is lower than last year	13
Monthly health insurance premium about the same as last year	14
Don't know/Refused/Web blank (NET)	-
	<i>n=800</i>

Q17. How confident are you that you will be able to afford your monthly health insurance premiums for the entire year, that is, for all of 2026?

Based on those currently insured who pay a monthly health insurance premium

	3/26
Very/Somewhat confident (NET)	81
Very confident	33
Somewhat confident	48
Not too/Not at all confident (NET)	19
Not too confident	15
Not at all confident	4
No answer	-
	<i>n=800</i>

Q18a. Compared to last year, is the deductible (HOVER ON WEB/CATI READ ONLY IF NEEDED: A deductible is the **total amount** you pay for care before your insurance kicks in) under your health insurance plan (higher), (lower), or about the same amount in 2026? (ROTATE ITEMS IN PARENS; ROTATE RESPONSE ITEMS 1-2 IN MATCHING ORDER AS Q15)

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Higher	41
Lower	12
About the same amount	48
No answer	*
	<i>n=1,023</i>

Q18b. Is the deductible under your health insurance plan a lot higher or somewhat higher this year?

Based on those currently insured whose deductible is higher

	3/26
A lot higher	52
Somewhat higher	48
No answer	*
	<i>n=449</i>

Q18a/Q18b COMBO TABLE

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Deductible higher than last year	41
Deductible is a lot higher than last year	21
Deductible is somewhat higher than last year	19
Don't know/Refused/Web blank (NET)	*
Deductible is lower than last year	12
Deductible about the same as last year	48
Don't know/Refused/Web blank (NET)	*
	<i>n=1,023</i>

Q19a. Compared to last year, are the coinsurance (HOVER ON WEB/CATI READ IF NEEDED: Coinsurance is the percentage of costs of a covered health care service you pay) and co-pays (HOVER ON WEB/CATI READ ONLY IF NEEDED: A co-pay is a fixed amount you pay for a covered health care service like a doctor's visit or prescription) under your health insurance plan (higher), (lower), or about the same amount in 2026? (ROTATE ITEMS IN PARENS; ROTATE RESPONSE ITEMS 1-2 IN MATCHING ORDER AS Q15)

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Higher	34
Lower	9
About the same amount	57
No answer	*
	<i>n=1,023</i>

Q19b. Are the coinsurance and co-pays under your health insurance plan a lot higher or somewhat higher this year?

Based on those currently insured whose coinsurance and co-pays are higher

	3/26
A lot higher	49
Somewhat higher	50
No answer	*
	<i>n=378</i>

Q19a/Q19b COMBO TABLE

Based on those who are currently covered by any form of health insurance or health plan

	3/26
Coinsurance and co-pays higher than last year	34
Coinsurance and co-pays are a lot higher than last year	17
Coinsurance and co-pays are somewhat higher than last year	17
Don't know/Refused/Web blank (NET)	*
Coinsurance and co-pays lower than last year	9
Coinsurance and co-pays about the same as last year	57
Don't know/Refused/Web blank (NET)	*
	<i>n=1,023</i>

COSTS_REC TABLE – Q15/Q18a/Q19a COMBO TABLE

	3/26
Health care costs are higher (premiums, deductibles, and/or copays and coinsurance)	65
Health care costs are NOT higher	25
Uninsured	9
 <i>Based on returning Marketplace enrollees</i>	
	3/26
Health care costs are higher (premiums, deductibles, and/or copays and coinsurance)	80
Health care costs are NOT higher	20
Uninsured	-
	<i>n=794</i>

Q20. How much blame do you think each of the following deserves for the increase in your health care costs? (RANDOMIZE ITEMS A-H)

Based on those whose health insurance premiums, deductibles, or co-insurance/co-pays are higher

	A lot/Some blame (NET)	A lot of blame	Some blame	No blame at all	No answer	
a. Democrats in Congress 3/26	82	35	47	17	1	n=764
b. Republicans in Congress 3/26	88	54	34	10	2	n=764
c. President Trump 3/26	82	54	28	17	1	n=764
d. Health insurance companies 3/26	97	70	27	2	1	n=764
e. Doctors 3/26	62	12	49	38	*	n=764
f. Hospitals 3/26	84	30	54	15	1	n=764
g. Pharmaceutical companies 3/26	94	52	41	6	1	n=764
h. Employers 3/26	49	8	41	50	2	n=764

Based on returning Marketplace enrollees whose health insurance premiums, deductibles, or co-insurance/co-pays are higher

	A lot/Some blame (NET)	A lot of blame	Some blame	No blame at all	No answer	
a. Democrats in Congress 3/26	82	34	47	18	*	n=642
b. Republicans in Congress 3/26	88	54	34	11	2	n=642
c. President Trump 3/26	82	53	29	17	1	n=642
d. Health insurance companies 3/26	98	70	28	2	*	n=642
e. Doctors 3/26	60	12	49	39	*	n=642
f. Hospitals 3/26	84	30	54	15	1	n=642
g. Pharmaceutical companies 3/26	94	52	42	6	*	n=642
h. Employers 3/26	47	8	39	52	1	n=642

Q21. Under your current health insurance, how (easy) or (difficult) do you think it will be for you to afford (INSERT ITEM)? (ROTATE RESPONSE OPTIONS 1-4/4-1; RANDOMIZE OPTIONS A-C)

*Based on those who are currently covered by any form of health insurance or health plan
Item A was asked of those who have a monthly health insurance premium*

	Easy (NET)	Very easy	Somewhat easy	Difficult (NET)	Somewhat difficult	Very difficult	No answer	
a. the cost of health insurance premiums each month								
3/26	48	11	37	52	40	12	*	n=800
b. out-of-pocket costs for medical care, such as deductibles and copays								
3/26	42	9	33	57	38	19	1	n=1,023
c. prescription drugs								
3/26	60	17	43	40	31	9	*	n=1,023

Q22. Have your current health care costs made it more difficult for you to afford (INSERT ITEM)? (RANDOMIZE OPTIONS A-D)

	Yes	No	No answer
a. your rent or mortgage			
3/26	34	65	1
b. gasoline or other transportation costs			
3/26	34	65	1
c. food and groceries			
3/26	40	60	1
d. your monthly utilities like electricity or heat			
3/26	36	63	1

Based on returning Marketplace enrollees

	Yes	No	No answer	
a. your rent or mortgage				
3/26	30	69	1	n=794
b. gasoline or other transportation costs				
3/26	30	70	1	n=794
c. food and groceries				
3/26	37	62	1	n=794
d. your monthly utilities like electricity or heat				
3/26	32	68	*	n=794

Q22_ANY

	3/26
Health care costs have made it difficult to afford rent/mortgage, gasoline, food, or monthly utilities	47
Health care costs have not made it difficult to afford any	53

Based on returning Marketplace enrollees

	3/26
Health care costs have made it difficult to afford rent/mortgage, gasoline, food, or monthly utilities	44
Health care costs have not made it difficult to afford any	56
	<i>n=794</i>

Q23. How worried are you, if at all, about being able to afford (INSERT ITEM)? (ROTATE RESPONSE OPTIONS 1-4/4-1. RANDOMIZE OPTIONS A-C)

	Very/Some what worried (NET)	Very worried	Somewhat worried	Not too/Not at all worried (NET)	Not too worried	Not at all worried	No answer
a. your costs for routine medical care, like doctor's visits							
3/26	52	18	34	48	35	13	*
b. your costs for prescription drugs							
3/26	49	16	32	51	36	14	*
c. your costs for emergency care or hospitalizations							
3/26	73	34	39	27	20	6	1

Based on returning Marketplace enrollees

	Very/Some what worried (NET)	Very worried	Somewhat worried	Not too/Not at all worried (NET)	Not too worried	Not at all worried	No answer
a. your costs for routine medical care, like doctor's visits							
3/26	49	13	36	51	39	13	* <i>n=794</i>
b. your costs for prescription drugs							
3/26	45	12	33	54	39	15	* <i>n=794</i>
c. your costs for emergency care or hospitalizations							
3/26	73	33	40	27	21	6	1 <i>n=794</i>

Q24. What changes or actions have you taken or think you may take in order to afford your health care costs this year? (*Open-end*)

Please contact KFF if interested in seeing open-ended responses to this question.

Q25. Have you already, or do you plan on, (INSERT ITEM) in order to cover any costs related to health care? (RANDOMIZE ITEMS A-D)

	Yes (NET)	Yes, already doing this	Yes, plan on doing this	No, will not do this	No answer
a. taking out a loan or increasing your credit card debt					
3/26	21	11	11	78	1
b. cutting back spending on food, clothing, or basic household items					
3/26	55	37	18	44	*
c. trying to find an extra job or work more hours					
3/26	43	21	23	56	1
d. skipping or delay paying other bills					
3/26	25	14	11	74	1

Based on returning Marketplace enrollees

	Yes (NET)	Yes, already doing this	Yes, plan on doing this	No, will not do this	No answer	
a. taking out a loan or increasing your credit card debt						
3/26	20	10	11	79	1	n=794
b. cutting back spending on food, clothing, or basic household items						
3/26	55	37	18	45	1	n=794
c. trying to find an extra job or work more hours						
3/26	43	20	23	56	1	n=794
d. skipping or delay paying other bills						
3/26	23	13	10	76	1	n=794

RVOTE. Are you registered to vote at your current address?

	3/26
Yes	83
No	17
Not sure	*
No answer	*

Q26. In the past three months, have you (INSERT ITEM)? (RANDOMIZE ITEMS A-C)

	Yes	No	No answer
a. discussed the cost of health insurance with friends or family			
3/26	76	24	*
b. posted on social media about the cost of health insurance			
3/26	12	88	*
c. contacted any elected official by phone, mail, internet, or in person to discuss the cost of health insurance			
3/26	14	86	*

Q28. How much of an impact, if any, do you think the cost of health care will have on (INSERT ITEM) in the 2026 midterm elections?

Based on 2025 Marketplace enrollees who are registered voters

	Major/Minor Impact	Major impact	Minor impact	No impact at all	No answer	
a. your decision to vote						
3/26	73	48	26	26	*	n=970
b. which party's candidate you would support						
3/26	74	49	25	26	*	n=970

READ TO ALL: As you may know, in 2021 Congress increased the financial help provided through tax credits available to some people with low and moderate incomes who purchase health insurance through the Affordable Care Act Marketplace to help them afford their premiums. These enhanced premium tax credits expired at the end of 2025.

Q29. How do you feel about Congress letting the enhanced premium tax credits for the Affordable Care Act (ACA) expire? (*Open-end*)

Please contact KFF if interested in seeing open-ended responses to this question.

Q30. Do you think Congress did (the right) or (the wrong) thing by letting these enhanced tax credits expire? (ROTATE ITEMS IN PARENS 1-2/2-1 AND RESPONSE ITEMS TO MATCH)

	3/26
Right thing	20
Wrong thing	78
No answer	2

Q31. Who do you think deserves most of the blame for the enhanced tax credits expiring? (RANDOMIZE RESPONSE OPTIONS 1-3)

Based on those who think Congress did the wrong thing by letting enhanced tax credits expire

	3/26
Democrats in Congress	18
Republicans in Congress	38
President Trump	41
No answer	3
	n=889

Q30/Q31 COMBO TABLE

	3/26
Congress did the wrong thing by letting enhanced tax credits expire	78
Blame Democrats	14
Blame Republicans	30
Blame Trump	32
No answer	2
Congress did the right thing by letting enhanced tax credits expire	20
No answer	2

[READ/SHOW IF USERDATA=39,50,18; SSRS WEB/CATI RECONTACT PP AND PPD:] Now (IF MODE=CATI: I/IF MODE=WEB: we) have a few questions we will use to describe the people who took part in our survey...

[SHOW IF USERDATA=49; IPSOS RECONTACT PP:] The next set of questions are to make sure our information is up to date, even though you may have answered some of the questions before.

Q32. In the past two years, have you or anyone else covered by your health insurance plan been treated for a serious illness like diabetes, heart disease, or cancer?

	3/26
Yes	27
No	73
No answer	*

PARTY. In politics today, as of today, do you consider yourself a: (Republican), (Democrat), or an independent? (RANDOMIZE REPUBLICAN/DEMOCRAT)

	3/26
Republican	29
Democrat	31
Independent	34
Other Party	5
No answer	1

PARTYLEAN. As of today, do you lean more towards the (Republican) Party or the (Democratic) Party? (RANDOMIZE ITEMS IN SAME ORDER AS PARTY)

Based on those who are not Republican or Democrat

	3/26
Republican	25
Democratic	33
Neither/Other	42
No answer	*
	n=452

Summary PARTY and PARTYLEAN (PARTY3)

	3/26
Republican/Lean Republican	39
Democrat/Lean Democrat	44
Pure Independent	12
Undesignated	5

Five-Point Party ID

	3/26
Democrat	31
Independent Lean Democrat	13
Independent/Don't lean	12
Independent Lean Republican	10
Republican	29
Undesignated	5

MAGA1. Do you consider yourself to be a supporter of the MAGA movement, that is the Make America Great Again movement?

Based on those who are Republican or lean Republican

	3/26
Yes	60
No	39
No answer	1
	<i>n=408</i>

PARTY3/MAGA1 COMBO TABLE

	3/26
Republican/Lean Republican	39
MAGA	23
Not MAGA	15
No answer	*
Democrat/Lean Democrat	44
Pure Independent	12
Undesignated	5

MAHA1. Do you consider yourself to be a supporter of the MAHA movement, that is the Make America **Healthy** Again movement?

	3/26
Yes	38
No	60
No answer	*

HH_SIZE. Besides yourself, how many other people are in your family household? This includes a spouse or any dependent [IF WEB: HOVER “Dependent children” means any child who is dependent on you for support, or who you claim as a dependent on your tax return.] children you may have or parents who may claim you as a dependent as well as any other children your parents claim as a dependent.

	3/26
1	20
2	18
3	14
4	7
5	4
6	1
7	1
8	*
9	*
10	-
11	*
12	*
13 or more	2
0 – No one else in family household	32
No answer	1

DEPENDENT. Does anyone, such as a parent or guardian, claim you as a dependent on their tax return?

Based on those who have no other people in household

	3/26
Yes, I am claimed as a dependent	4
No, I am not claimed as a dependent	96
No answer	-

HH_SIZE2. Besides yourself, how many people are in that family? This includes the person who claims you as a dependent, their spouse, and any other dependent children they may have.

*Based on those who are claimed as a dependent
Insufficient sample size to report*

FAMILYSIZE VARIABLE

	3/26
1	31
2	20
3	19
4	14
5	7
6	4
7	1
8	1
9	*
10	*
11	-
12	*
13	*
14 or more	3
No answer	1

CHILD. Are you the parent or guardian of any child under the age of 18 living in your household?

Based on those who have at least one person in HH besides self

	3/26
Yes	42
No	58
No answer	-
	n=711

INCOME. To help us describe the people who took part in our study, it would be helpful to know which category best describes your (IF FAMILYSIZE=1 “personal”) (IF FAMILYSIZE>1 “family”) income last year before taxes. (IF FAMILYSIZE>1, “Family income only includes income from you yourself (IF MARITAL=1 , your spouse,) and any dependent children you may have.) (IF FAMILYSIZE>1 If anyone claims you as a dependent, family income only includes income from you yourself, your parent(s), and any other dependent children of your parent(s).)
 Was your total (IF FAMILYSIZE=1 “personal”) (IF FAMILYSIZE>1 “family”) income in 2024 from all sources, and before taxes...

FPL VARIABLE

3/26

Less than 200% FPL (NET)	51
Under 138% FPL	26
138% - 200% FPL	25
200% FPL or more (NET)	48
200% - 400% FPL	32
400% FPL or more	16
No answer	1

	100%	AMT1 (138%)	AMT2 (200%)	AMT3 (400%)
FamilySize	Poverty guideline (2026)			
1	\$15,960	\$22,025	\$31,920	\$63,840
2	\$21,640	\$29,863	\$43,280	\$86,560
3	\$27,320	\$37,702	\$54,640	\$109,280
4	\$33,000	\$45,540	\$66,000	\$132,000
5	\$38,680	\$53,378	\$77,360	\$154,720
6	\$44,360	\$61,217	\$88,720	\$177,440
7	\$50,040	\$69,055	\$100,080	\$200,160
8	\$55,720	\$76,894	\$111,440	\$222,880
9	\$61,400	\$84,732	\$122,800	\$245,600
10	\$67,080	\$92,570	\$134,160	\$268,320
11	\$72,760	\$100,409	\$145,520	\$291,040
12	\$78,440	\$108,247	\$156,880	\$313,760
13	\$84,120	\$116,086	\$168,240	\$336,480
14	\$89,800	\$123,924	\$179,600	\$359,200

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