

Topline

KFF Health Tracking Poll

September 2025

KFF

METHODOLOGY

This *KFF Health Tracking Poll* was designed and analyzed by public opinion researchers at KFF. The survey was conducted September 23-29, 2025, online and by telephone among a nationally representative sample of 1,334 U.S. adults in English ($n=1,255$) and in Spanish ($n=79$). The sample includes 1,026 adults ($n=64$ in Spanish) reached through the [SSRS Opinion Panel](#) either online ($n=1,004$) or over the phone ($n=22$). 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.

Another 308 ($n=15$ in Spanish) adults were reached through random digit dial telephone sample of prepaid cell phone numbers obtained through MSG. Phone numbers used for the prepaid cell phone component were randomly generated from a cell phone sampling frame with disproportionate stratification aimed at reaching Hispanic and non-Hispanic Black respondents. Stratification was based on incidence of the race/ethnicity groups within each frame. Among this prepaid cell phone component, 141 were interviewed by phone and 167 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). 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, no cases were removed.

The combined cell phone and panel samples were weighted to match the sample's demographics to the national U.S. adult population using data from the Census Bureau's 2024 Current Population Survey (CPS), September 2023 Volunteering and Civic Life Supplement data from the CPS, and the 2025 KFF Benchmarking Survey with ABS and prepaid cell phone samples. The demographic variables included in weighting for the general population sample are gender, age, education, race/ethnicity, region, civic engagement, frequency of internet use, and political party identification. The weights account for differences in the probability of selection for each sample type (prepaid cell phone and panel). This includes adjustment for the sample design and geographic stratification of the cell phone sample, within household probability of selection, and the design of the panel-recruitment procedure.

The margin of sampling error including the design effect for the full sample is plus or minus 3 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	1,334	± 3 percentage points
Party ID		
Democrats	418	± 6 percentage points
Independents	455	± 6 percentage points
Republicans	385	± 6 percentage points
MAGA Republicans	374	± 6 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.

Trended data prior to July 2022 were conducted using RDD methods. See footnotes for changes in question wording, and answer options when applicable. See previous methodology statements for differences in methodology for trended data.

All trended data come from KFF Health Tracking Polls.

AGE. What is your age?

AGE2. (ASK IF DON'T KNOW OR REFUSED AGE) Could you please tell me if you are between the ages of... (READ LIST)

RECAGE2 VARIABLE

	9/25
18-29	19
30-49	35
50-64	24
65+	22
No answer	-

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

	9/25
Covered by health insurance	91
Not covered by health insurance	9
No answer	*

AGECOV VARIABLE – *Indicates respondent insurance status*

Based on those ages 18 – 64

	9/25
Insured less than 65	89
Uninsured less than 65	11
	<i>n=1,048</i>

COVTYPE. Which of the following is your **main** source of health insurance coverage?

Based on those who are insured

	9/25
Plan through my or my spouse's employer	42
Plan I purchased myself	12
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	23
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	16
Plan through my parents/mother/father	4
Somewhere else (specify)	3
No answer	*
	<i>n=1,196</i>

AGECOVTYPE.

Based on those ages 18 - 64

	9/25
Plan through my or my spouse's employer	47
Plan I purchased myself	13
Medicare, the government program for adults 65 and older, and some younger adults with long-term disabilities	5
Medicaid/[STATE-SPECIFIC MEDICAID NAME], the government program for certain low-income adults and children	17
Plan through my parents/mother/father	4
Somewhere else (specify)	2
Uninsured	11
No answer	*
	<i>n=1,050</i>

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

	9/25
Yes	32
No	68
No answer	*

Q1. In general, do you have a (favorable) or (unfavorable) opinion of (INSERT ITEM)?
(ROTATE 1-4/4-1; RANDOMIZE A-C)

	Very/ Somewhat Favorable (NET)	Very favorable	Somewhat favorable	Somewhat/ Very Unfavorable (NET)	Somewhat unfavorable	Very unfavorable	No answer	
ACA. the health reform bill signed into law in 2010, known commonly as the Affordable Care Act or Obamacare								
9/25	64	29	35	35	20	15	1	n=1,334
6/25	66	33	33	33	19	14	1	n=1,321
1/25	64	35	29	36	19	16	*	n=1,310
5/24	62	29	33	37	18	18	1	n=1,479
2/24	59	24	35	39	20	19	2	n=1,309
5/23	59	24	35	40	20	20	1	n=1,674
3/23 ¹	62	24	38	36	20	17	2	n=1,271
ACA2. the Affordable Care Act health insurance exchanges or marketplaces where small businesses and people who don't get coverage through their employers can shop for insurance and compare prices and benefits								
9/25	70	30	40	30	19	10	1	n=1,334
BBB. the tax and budget bill, also known as the "big beautiful bill", signed into law earlier this year								
9/25	38	10	28	61	25	36	1	n=1,334
7/25 ²	36	-	-	63	-	-	2	n=1,283
6/25 ²	35	-	-	64	-	-	2	n=1,321

¹ For older trended data on ACA since 2010 please visit <https://www.kff.org/interactive/kff-health-tracking-poll-the-publics-views-on-the-aca/>.

² June and July 2025 version included only two answer options: "Favorable" and "Unfavorable".

READ/SHOW TO ALL ON OWN SCREEN BEFORE Q2: The next set of questions are about the tax and budget legislation, also known as the “big beautiful bill,” passed by Congress this summer and signed by President Trump.

Q2. Do you feel you have enough information about the recent tax and budget legislation, also known as the “big beautiful bill,” to understand how it will impact you personally, or not?

	9/25
Yes, have enough information	40
No, do not have enough information	60
No answer	*

Q3. Based on what you know about the tax and budget bill, do you think that it will generally (help), (hurt), or not make much difference for you and your family? (ROTATE ITEMS IN PARENS 1-2/2-1, ANCHOR OPTION 3)

	9/25	7/25	6/25
Help	20	26	17
Hurt	43	46	44
Will not make much difference	36	28	38
No answer	1	1	1
	<i>n=1,334</i>	<i>n=1,283</i>	<i>n=1,321</i>

READ/SHOW TO ALL: Moving on to another topic...

Q4. 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. How much, if anything, have you read or heard about these subsidies, which are set to expire at the end of 2025?

	9/25	6/25
A lot/Some (NET)	39	27
A lot	7	7
Some	32	21
A little/Nothing at all (NET)	61	72
A little	30	33
Nothing at all	31	40
No answer	*	*
	<i>n=1,334</i>	<i>n=1,321</i>

Q5. As you may know, in 2021 Congress increased the financial help provided through tax credits available to some people who purchase health insurance through the Affordable Care Act marketplace to help them afford their premiums. These enhanced tax credits are set to expire at the end of 2025.

Do you think Congress should (extend these enhanced tax credits), or should they (let these enhanced tax credits expire)? (ROTATE ITEMS IN PARENS 1-2/2-1)

	9/25	6/25
Should extend the enhanced tax credits	78	77
Should let the enhanced tax credits expire	22	22
No answer	*	1
	<i>n=1,334</i>	<i>n=1,321</i>

Q6. If these enhanced tax credits expire, do you think the cost of your own health insurance coverage will increase a lot, some, a little, or not at all?

	9/25
A lot/Some (NET)	48
A lot	20
Some	28
A little/Nothing at all (NET)	52
A little	19
Nothing at all	33
No answer	*

Q7. If Congress lets these enhanced tax credits expire, how concerned would you be if you heard that (INSERT ITEM)? (ROTATE 1-4/4-1; RANDOMIZE A-C)

	Very/Some- what concerned (NET)	Very concerned	Somewhat concerned	Not too/Not at all concerned (NET)	Not too concerned	Not at all concerned	No answer
a. health insurance would be unaffordable for many people who buy their own coverage							
9/25	86	56	30	14	11	4	*
b. about 4 million people would lose their health insurance coverage							
9/25	86	60	26	14	10	4	-
c. millions of people who work at small businesses or who are self-employed would be directly impacted as many of them rely on the ACA marketplace							
9/25	85	51	33	15	11	4	-

Q8. If Congress **extends** these enhanced tax credits, how concerned would you be if you heard that it would require significant federal spending that would be largely paid for by taxpayers? (ROTATE 1-4/4-1)

	9/25
Very/Somewhat concerned (NET)	63
Very concerned	27
Somewhat concerned	36
Not too/Not at all concerned (NET)	37
Not too concerned	28
Not at all concerned	8
No answer	*

Q9. If Congress **does not extend** these enhanced tax credits, who do you think deserves most of the blame? (RANDOMIZE 1-3)

Based on those who support extending tax credits

	9/25
Democrats in Congress	22
Republicans in Congress	37
President Trump	39
No answer	1
	n=1,046

Q5/Q9 COMBO TABLE

	9/25
Support extending enhanced tax credits	78
Blame Democrats	17
Blame Republicans	29
Blame Trump	31
No answer	1
Oppose extending enhanced tax credits	22
No answer	*

Q10. Thinking about your own coverage, if the amount you pay for health insurance each month nearly doubled, could you afford to pay the higher premiums without significantly disrupting your household finances?

Based on those under age 65 with self-purchased insurance³

	9/25
Yes	30
No	70
No answer	*
	<i>n=130</i>

Q11. And if the amount you pay for health insurance each month nearly doubled, would you continue to pay for your current health insurance, would you go without health insurance, or would you get insurance from another source like your employer or a spouse's employer?

Based on those under age 65 with self-purchased insurance

	9/25
Continue to pay for your current health insurance	37
Go without health insurance	42
Get insurance from another source like your employer or a spouse's employer	22
No answer	-
	<i>n=130</i>

Q12-Q23 HELD FOR FUTURE RELEASE

³ Q10 and Q11 exclude 9 respondents who answered "other" for insurance type, but their open-ended responses resulted in them being back-coded to be included in the self-purchased insurance group

READ/SHOW TO ALL: Now (I/we) have a few questions we will use to describe the people who took part in our survey...

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

	9/25
Republican	28
Democrat	27
Independent	39
Other Party	5
No answer	*

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

	9/25
Republican	24
Democratic	33
Neither/Other	43
No answer	*
	n=531

Summary PARTY and PARTYLEAN (PARTY3)

	9/25
Republican/Lean Republican	39
Democrat/Lean Democrat	42
Pure Independent	16
Undesignated	3

Five-Point Party ID

	9/25
Democrat	27
Independent Lean Democrat	15
Independent/Don't lean	16
Independent Lean Republican	11
Republican	28
Undesignated	3

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

Based on those who are Republican or lean Republican

	9/25
Yes	74
No	26
No answer	*
	n=500

PARTY3/MAGA1 COMBO TABLE

	9/25
Republican/Lean Republican	39
MAGA	29
Not MAGA	10
No answer	*
Democrat/Lean Democrat	42
Pure Independent	16
Undesignated	3

MAHA1 HELD FOR FUTURE RELEASE

RGENDER. (IF PHONE: Just to confirm,) Do you describe yourself as a man, a woman, or in some other way?

	9/25
Man	48
Woman	50
Some other way	2
No answer	-

TRANSVAR. Do you currently describe yourself as trans or transgender?

	9/25
Yes	1
No	98
No answer	*

LGBQ. Do you currently describe yourself as: (Select all that apply.)

	9/25
Lesbian or gay	3
Bisexual	4
Straight or heterosexual	90
I use another term	2
No answer	*

LGBTQ_TOT.

	9/25
LGBTQ+	10
Not LGBTQ+	90

EDUC. What is the highest level of school you have completed or the highest degree you have received?

	9/25
HS grad or less (NET)	37
Less than high school (Grades 1-8 or no formal schooling)	2
High school incomplete (Grades 9-11 or Grade 12 with no diploma)	7
High school graduate (Grade 12 with diploma or GED certificate)	28
Some college (NET)	27
Some college, no degree (includes some community college)	19
Two-year associate degree from a college or university	8
College grad+ (NET)	37
Four-year college or university degree/Bachelor's degree	18
Some postgraduate or professional schooling, no postgraduate degree	3
Postgraduate or professional degree, including master's, doctorate, medical or law degree	15
No answer	-

SHOW HISPANIC AND RACE ON SAME PAGE ON WEB

HISPANIC. Are you of Hispanic, Latino, or Spanish origin or descent, such as Mexican, Puerto Rican, or Cuban?

	9/25
Yes	18
No	82
No answer	*

RACE. What is your race? (Select all that apply.)

	9/25
White	75
Black or African American	15
Asian	7
American Indian	3
Alaska Native	*
Native Hawaiian	*
Pacific Islander	*
Some other race (Specify)	4
No answer	*

HISPANIC/RACE Combined- RACETHN

	9/25
White, Non-Hispanic	61
Black, Non-Hispanic	12
Asian, Non-Hispanic	6
American Indian/Alaskan Native, non-Hispanic	1
Native Hawaiian/Pacific Islander, non-Hispanic	*
Some other race, non-Hispanic	*
Hispanic	1
Multiple races, non-Hispanic	18
Race undetermined	*

NATIVITY. Were you born in the United States, or on the island of Puerto Rico or another U.S. territory, or in another country?

	9/25
U.S.	85
Puerto Rico	1
Another U.S. territory	*
Another country	14
No answer	-

INT5. About how often do you use the Internet?

	9/25
IF PHONE: Never	1
Almost constantly	43
Several times a day	44
About once a day	5
Several times a week	3
Less often	2
No answer	1

CE1. In the past 12 months, how often did you talk with any of your neighbors?

Asked among prepaid cell phone sample

	9/25
Basically every day	21
A few times a week	31
A few times a month	19
Once a month	7
Less than once a month	12
Not at all	10
No answer	-

n=308

CE2. We are interested in volunteer activities for which people are not paid, except perhaps expenses. In the last 12 months, have you done any volunteer activities through or for an organization?

Asked among prepaid cell phone sample

	9/25
Yes	24
No	76
No answer	-
	<i>n=308</i>

HHADULTS. How many adults, age 18 and over, currently live in your household **including yourself**?

	9/25
1	19
2	53
3	17
4	8
5	2
6 or greater	1
No answer	*

PPD. Do you use a prepaid plan for your cellphone? Prepaid plans, also known as pay-as-you-go or no-contract phone, are plans where the user pays for a specific amount of data usage or minutes in advance.

Asked among SSRS Opinion Panel members

	9/25
Yes	8
No	92
No answer	*
	<i>n=1,026</i>

ZIPCODE. What is your zip code?

INCOME. Keeping in mind this is a completely confidential survey, last year – that is, in 2024 – what was your total family income from all sources, before taxes?

	9/25
Less than \$20,000	14
\$20,000 to less than \$30,000	9
\$30,000 to less than \$40,000	8
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	14
\$75,000 to less than \$90,000	9
\$90,000 to less than \$100,000	6
\$100,000 to less than \$200,000	23
\$200,000 or more	7
No answer	*



Headquarters

185 Berry Street, Suite 2000
San Francisco, CA 94107
650.854.9400

**Washington Office &
Barbara Jordan Conference Center**

1330 G Street NW
Washington, DC 20005
202.347.5270

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