Healthcare Costs Beat Housing as Top Voter Midterm Concern

Oct 6, 2026, 5:00 AM EDT

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Summary by Bloomberg AI

- Healthcare costs are tied with gas prices as voters' top economic concern in the midterm election, according to a KFF poll.
- Voters across the aisle overwhelmingly said an overhaul of the US healthcare system is needed and want to hear plans on how candidates will lower prices.
- Two-thirds of respondents supported a national health plan, or "Medicare-for-All", with opinions split along party lines.

Healthcare costs are tied with gas prices as voters’ top economic concern in the midterm election, according to a KFF **poll** released Tuesday.

Six in ten voters said they were “very” or “somewhat” worried about affording healthcare, outranking concerns over food, utilities and housing, said KFF, a nonpartisan health policy research group.

“With about a month to go before Election Day, our latest poll finds that healthcare costs are weighing heavily on voters’ minds and is driving home that this recent election is all about affordability,” said Shannon Schumacher, a senior survey analyst at KFF and one of the poll’s authors.

Voters across the aisle overwhelmingly said an overhaul of the US healthcare system is needed. Nearly half of the voters surveyed said it was “extremely important” that political candidates talk about healthcare costs, and most said they want to hear plans on how they will lower prices.

Republicans have historically polled better than Democrats on issues around the economy, per Schumacher. But KFF’s results found that voters, including independents, currently trust Democrats more on healthcare and living costs. Of the voters surveyed, 42% said they trusted Democrats to do a better job of handling healthcare costs, while 22% chose Republicans. The poll sampled 1,328 US adults in mid-September.

Two-thirds of respondents supported a national health plan, or “Medicare-for-All”, the highest percentage since KFF began polling on the topic in 2016. Opinions continue to be split along party lines, with 84% of Democrats and 72% of independents in favor and 66% of Republicans opposed.

Recent changes have fueled anxiety around healthcare. Affordable Care Act marketplace enrollment dropped by about **four million people** this year after Congress declined to extend enhanced subsidies. Americans with ACA plans are paying 20% more than 2025, and premiums are expected to jump double-digits next year.

In **Florida**, healthcare costs have become a major campaign issue as the state experienced the largest ACA enrollment drop-off in the country. The One Big Beautiful Bill Act, passed last year, is also projected to leave at least **10 million** people uninsured by 2034, primarily due to changes to Medicaid.

The rising costs extend past government plans. Insurers for small businesses have **proposed premium hikes** of 14% for 2027, according to the Peterson-KFF health system tracker.

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