

TO: United States of Care and Interested Parties

FR: Morning Consult

DT: April 2026

RE: Maine Health Care Affordability Survey

A new Morning Consult survey on behalf of the United States of Care finds that health care affordability has become a defining financial and political concern among Maine residents. More than half say their costs have already risen in the past year and even more expect further increases without government action. The consequences extend well beyond the health care system itself, with many Maine adults reporting they would delay or avoid care before giving up their coverage. A strong majority support capping how quickly hospitals can raise prices, lowering health care costs is the top legislative priority by a wide margin, and most say affordability will factor into how they vote for state legislators. Taken together, the findings indicate that for Maine adults, health care costs are not just a financial burden but a political mandate.

Maine Adults Would Cut Food and Savings Before They Cut Their Coverage

53%

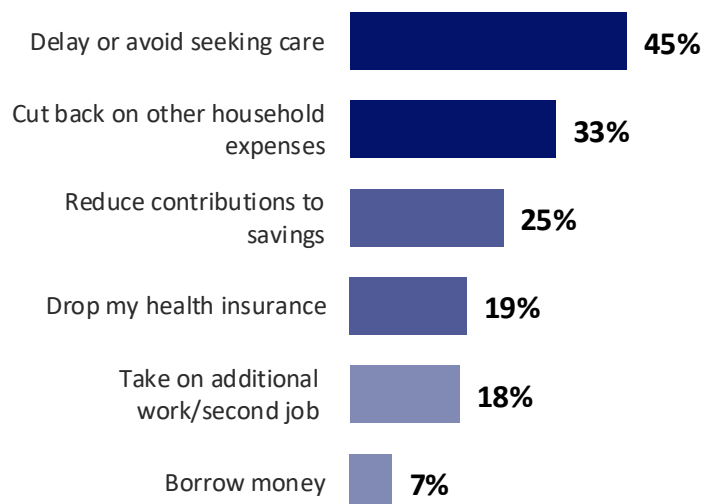
of Maine adults say their health care costs increased in the past year

63%

expect costs to continue rising without government action

While more than half of Maine residents report rising health care costs over the past year, an even larger share anticipate further increases without government intervention, signaling growing concern about affordability ahead. The data points to a population that views rising health care costs not as a temporary condition but as the baseline expectation going forward.

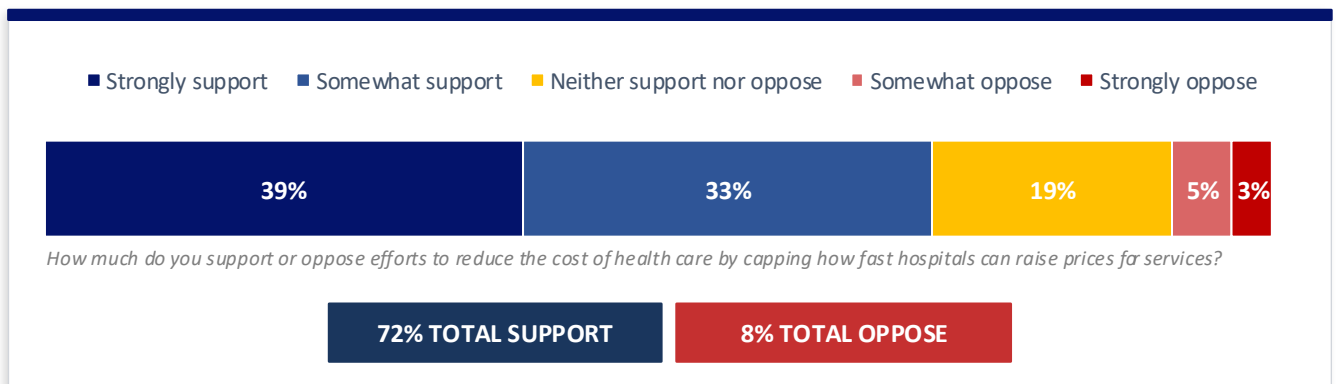
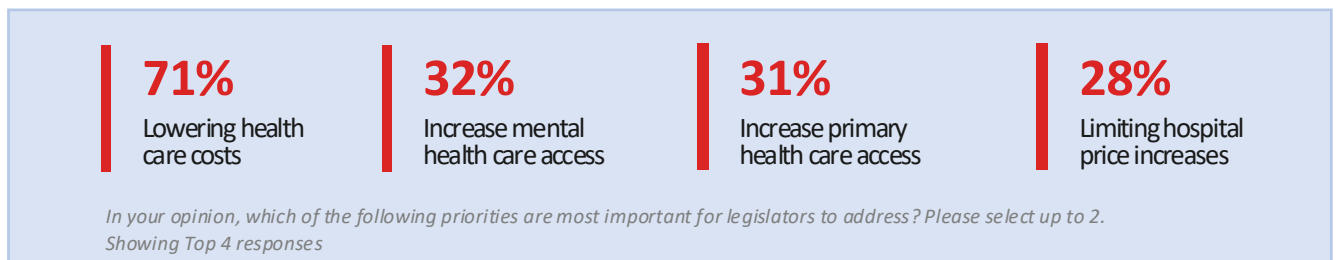
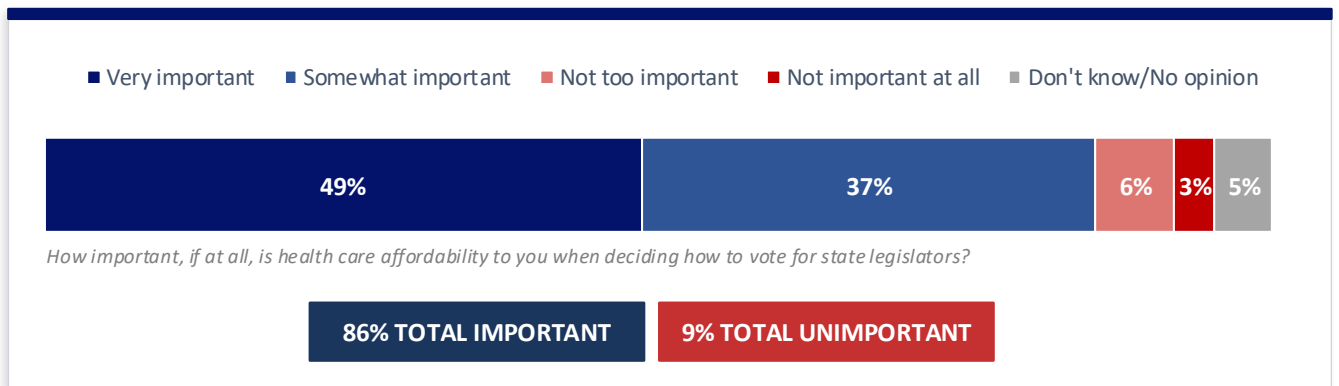
The data indicates that rising health care costs are not a discrete financial burden but a pressure point that destabilizes household finances more broadly. Tradeoffs span delayed care, groceries, utilities, and savings, suggesting that for many Maine adults, health care affordability competes with basic financial stability. Most would cut elsewhere before cutting coverage, indicating that insurance is treated as a non-negotiable even under pressure. These findings suggest that how policymakers address health care costs will have consequences that extend well beyond the health care system itself.



*Which of the following actions, if any, would you take if health care costs continue to increase? Please select all that apply.
Among those who did not select 'None of the above'*

Lowering Health Care Costs Is the Top Legislative Priority for Maine Adults

Health care affordability ranks as an important voting issue for the vast majority of Maine adults. When asked to name their top legislative priorities, lowering health care costs leads by a wide margin, more than double increasing access to primary and mental health care. A strong majority support capping how quickly hospitals can raise prices, signaling clear public backing for policies that hold the system accountable and protect consumers. The data indicates that for Maine voters, health care affordability is not a peripheral issue but a concrete legislative expectation.



This poll was conducted between April 1-5, 2026, among a sample of 300 Maine adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on gender by age, educational attainment, marital status, home ownership, and race. Results from the full survey have a margin of error of plus or minus 6 percentage points.