



UsAgainstAlzheimer's



**PARTNERSHIP TO FIGHT
CHRONIC DISEASE**

Findings from a Phone Survey of Likely 2024 Voters with Oversamples of Black, Latino/a, and Battleground Voters

Fielded August 26 – September 3, 2024



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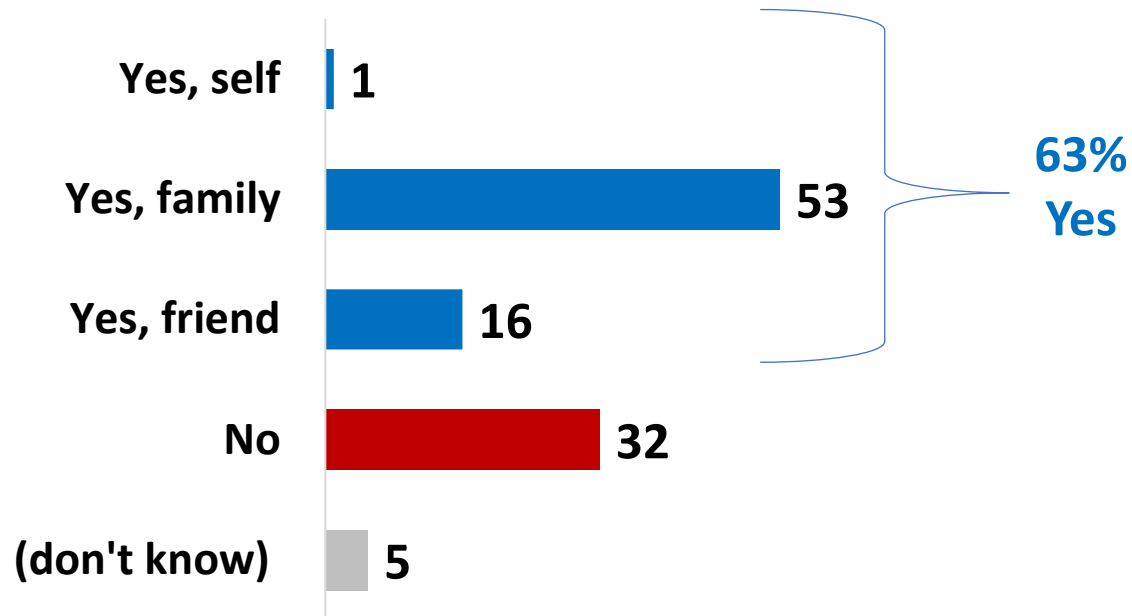
Neil Newhouse

Key Take-Aways

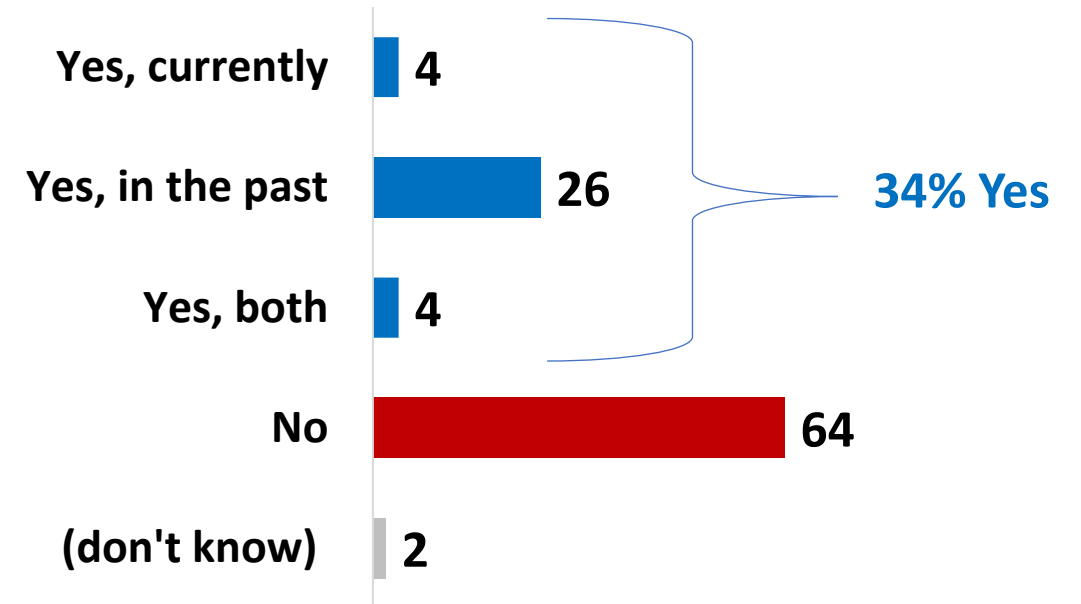
- Alzheimer's disease is personal.
- There is overwhelming support for requiring Medicare to cover the costs of FDA-approved Alzheimer's therapies.
 - Even if it increases health insurance premiums, support holds.
 - Seventy-three (73) percent of voters are willing to pay \$5 more a month for health insurance to cover FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease, including 50% who would be very willing to do this.
- There is urgency to the issue with nine in ten saying Medicare should *immediately* stop rationing care to people living with Alzheimer's and provide access to FDA-approved drugs and therapies the same way they do for medications that treat all other diseases.
- Voters want parity in access to Alzheimer's drugs and therapies. Nine in 10 say Medicare should immediately cover the costs of all FDA-approved Alzheimer's drugs and therapies for patients *the same way they do for medications that treat other diseases*.
- Requiring participation in clinical research to get coverage is not generally favored.

Voters' Connection to Alzheimer's

Have you, a family member, or a friend had Alzheimer's disease or other dementias?

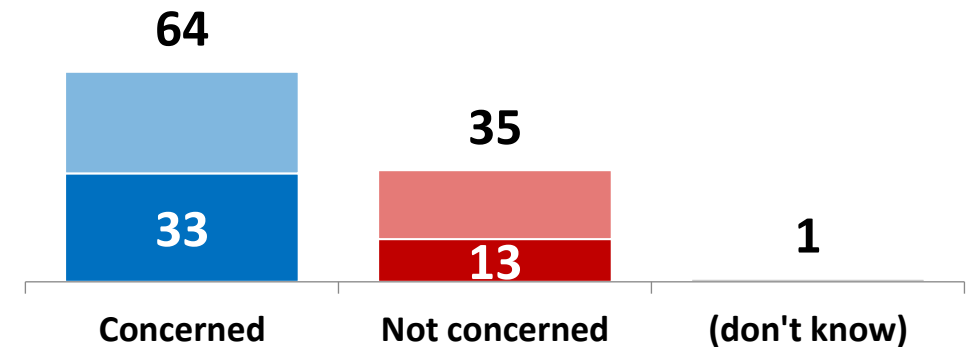
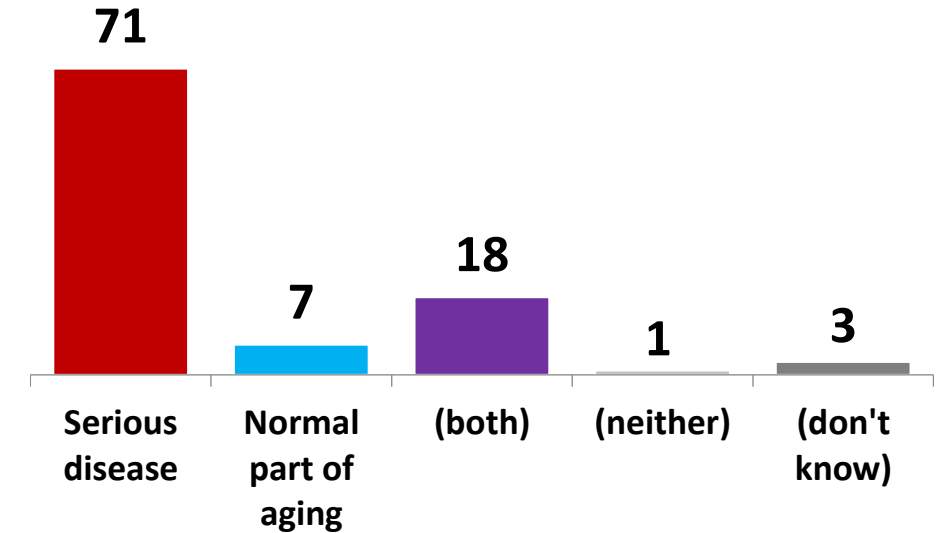


Are you currently or have you ever provided regular care or assistance to someone with Alzheimer's disease or other dementias?



Voters' Views of Alzheimer's Disease

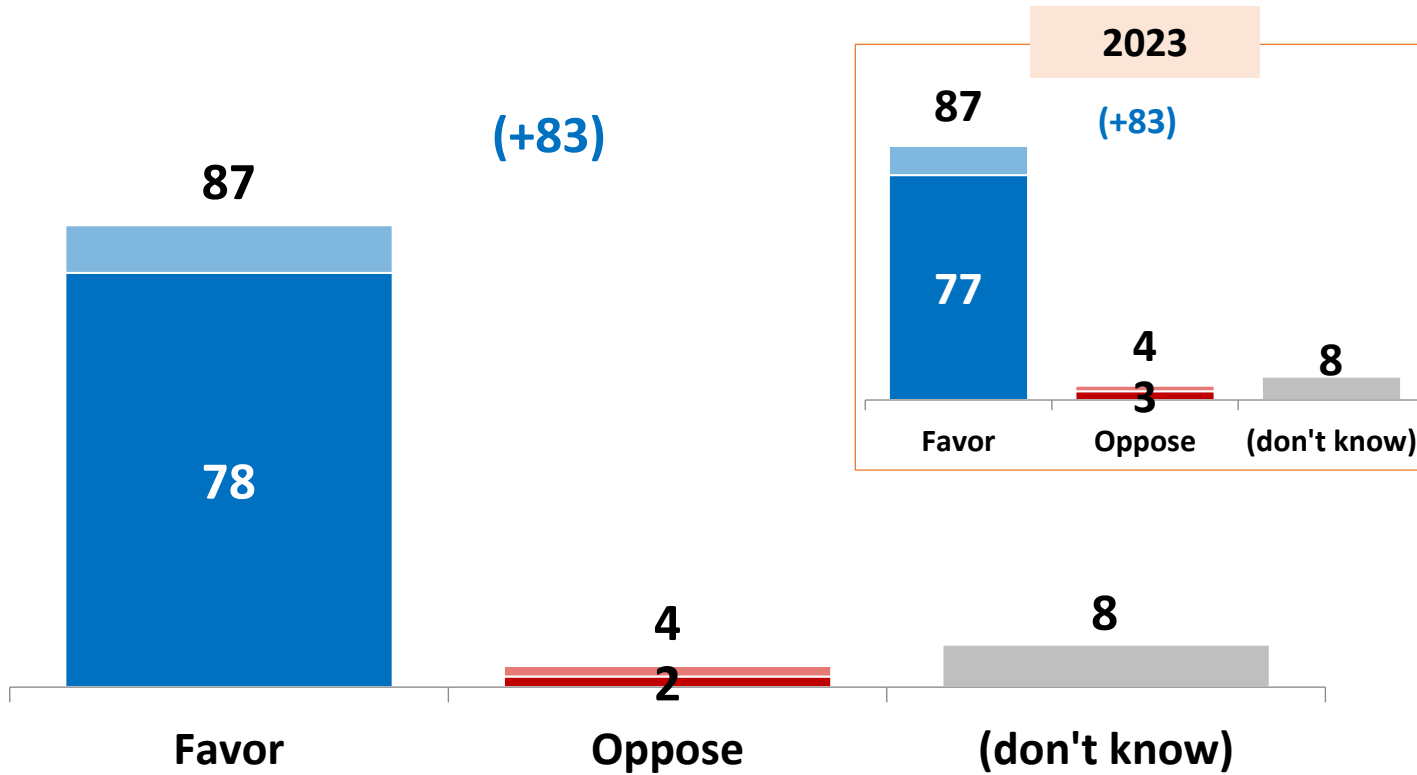
- Seven in ten voters think **Alzheimer's is a serious disease** and another 18% say it is both a serious disease and a normal part of aging.
 - Solid majorities across demographics view Alzheimer's as a serious disease, including nearly three-quarters of older voters, Republicans, and rural voters.
- A third of voters are very concerned that they themselves, a friend, or a family member could develop Alzheimer's disease, and 64% voters are concerned overall.
 - Across demographics, a majority of voters are concerned. Women, 50–64-year-olds, voters of color, and rural voters are more likely than others to be very concerned.



Voters Support Medicare Coverage of FDA-Approved drugs and therapies that slow Alzheimer's

As you may know, there are currently two available therapies that the FDA (the Food and Drug Administration) has approved that can slow the progression of early Alzheimer's disease.

Do you favor or oppose requiring Medicare to cover the costs of FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease?



	Strongly Favor	Net (Fav – Oppo)
Men	76	+83
Women	81	+84
Under 50	75	+79
Over 50	81	+86
White	78	+83
Black	82	+88
Latino/a	79	+86
AANHPI^	78	+88
Democrat	86	+92
Ind/DK	74	+84
Republican	73	+77
Urban	77	+83
Suburban	75	+80
Rural	84	+87
Battleground	78	+79
Non-BG	78	+84
Personal connection	80	+84
No personal connection	75	+83
Ever cared for someone w/ Alzh	83	+85
Have insurance	79	+84
No insurance*	69	+82

85% of voters with Medicare, 85% of voters with Medicaid, and 75% of voters with private insurance strongly favor this policy.

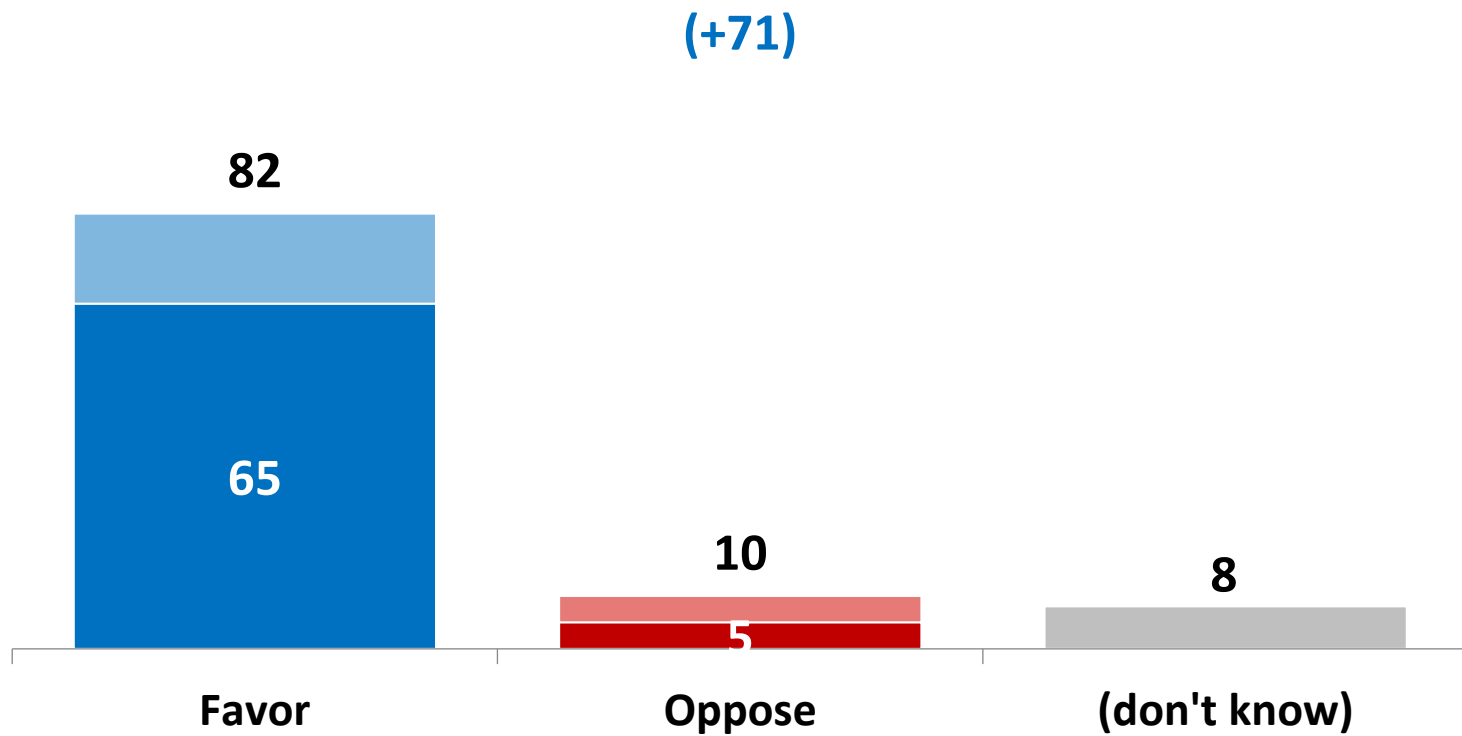
■ Not so strongly favor
■ Strongly favor
■ Not so strongly oppose
■ Strongly oppose

^N=51
*N=65



Voters Support Medicare & Other Insurance Coverage, Even if it Increases Health Insurance Premiums

Do you favor or oppose requiring Medicare and other insurance companies to cover the costs of FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease even if it increases health insurance premiums?



(+71)

	Strongly Favor	Net (Fav – Oppo)
Men	62	+67
Women	68	+76
Under 50	65	+70
Over 50	65	+72
White	65	+71
Black	73	+77
Latino/a	66	+76
AANHPI^	72	+84
Democrat	76	+85
Ind/DK	64	+77
Republican	56	+60
Urban	65	+71
Suburban	61	+72
Rural	71	+73
Battleground	70	+74
Non-BG	64	+71
Personal connection	68	+72
No personal connection	61	+71
Ever cared for someone w/ Alzh	69	+73
Have insurance	66	+73
No insurance*	58	+60

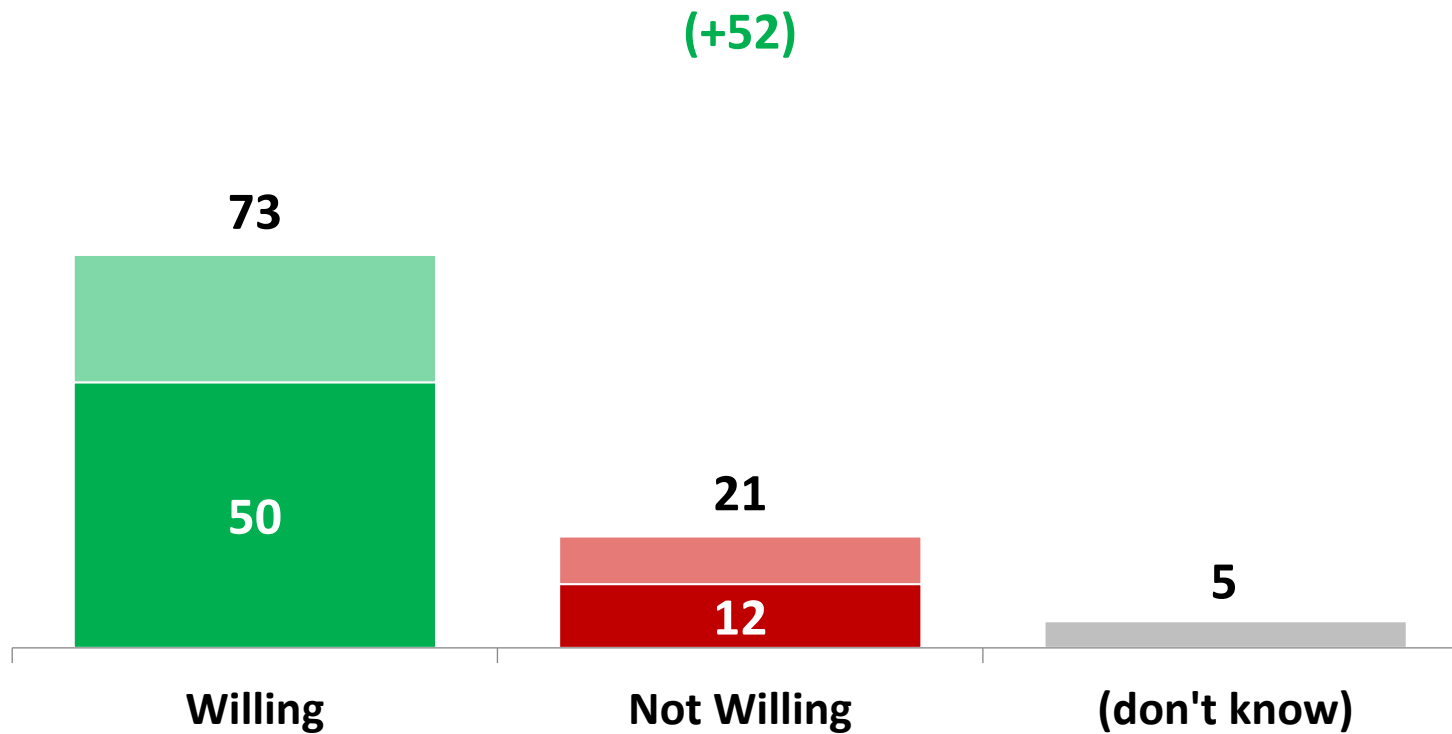
69% of voters with Medicare, 74% of voters with Medicaid, and 65% of voters with private insurance strongly favor this policy.

^N=51
*N=65



Voters Support Medicare & Other Insurance Coverage of FDA-Approved drugs and therapies that slow Alzheimer's

How willing would you be to pay \$5 more a month for health insurance to cover FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease?



	Very willing	Total Willing	Not Willing
Men	50	72	22
Women	50	75	20
Under 30	47	73	21
30-39	47	71	26
40-49	53	77	17
50-64	48	73	21
65+	52	73	21
White	52	74	20
Black	54	77	21
Latino/a	42	69	24
AANHPI^	49	83	9
Democrat	55	78	15
Ind/DK	51	76	20
Ind men	62	84	13
Ind women	44	73	22
Republican	46	68	27
Urban	50	75	20
Suburban	50	76	20
Rural	49	69	25
Battleground	53	77	16
Non-BG	49	72	23

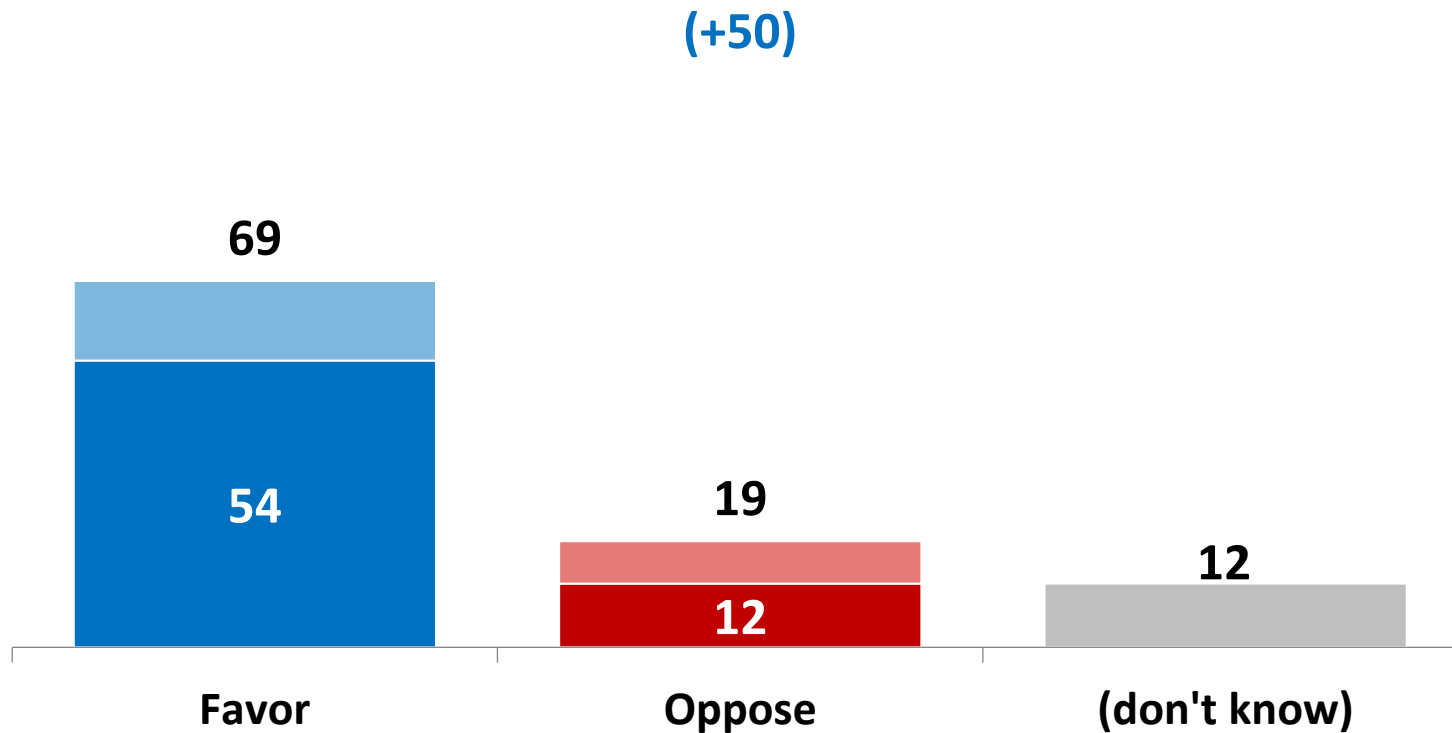
■ Somewhat willing
■ Very willing
■ A little willing
■ Not willing at all

^N=51



Voters Don't Want Limits on Care

Do you favor or oppose requiring Medicare and other insurance companies to cover the costs of FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease without requiring the prescribing physician and patient to participate in clinical research as a condition of coverage?



	Strongly favor	Total favor	Oppose
Men	52	69	21
Women	57	70	18
Under 30	58	71	20
30-39	53	76	13
40-49	57	66	15
50-64	56	71	20
65+	50	65	23
White	53	67	20
Black	60	77	16
Latino/a	59	80	11
AANHPI^	53	71	19
Democrat	62	77	12
Dem men	58	79	12
Dem women	64	75	13
Ind/DK	51	66	21
Republican	48	63	26
Urban	56	74	14
Suburban	49	62	27
Rural	59	68	20
Battleground	55	66	20
Non-BG	54	70	19

■ Not so strongly favor ■ Not so strongly oppose
■ Strongly favor ■ Strongly oppose

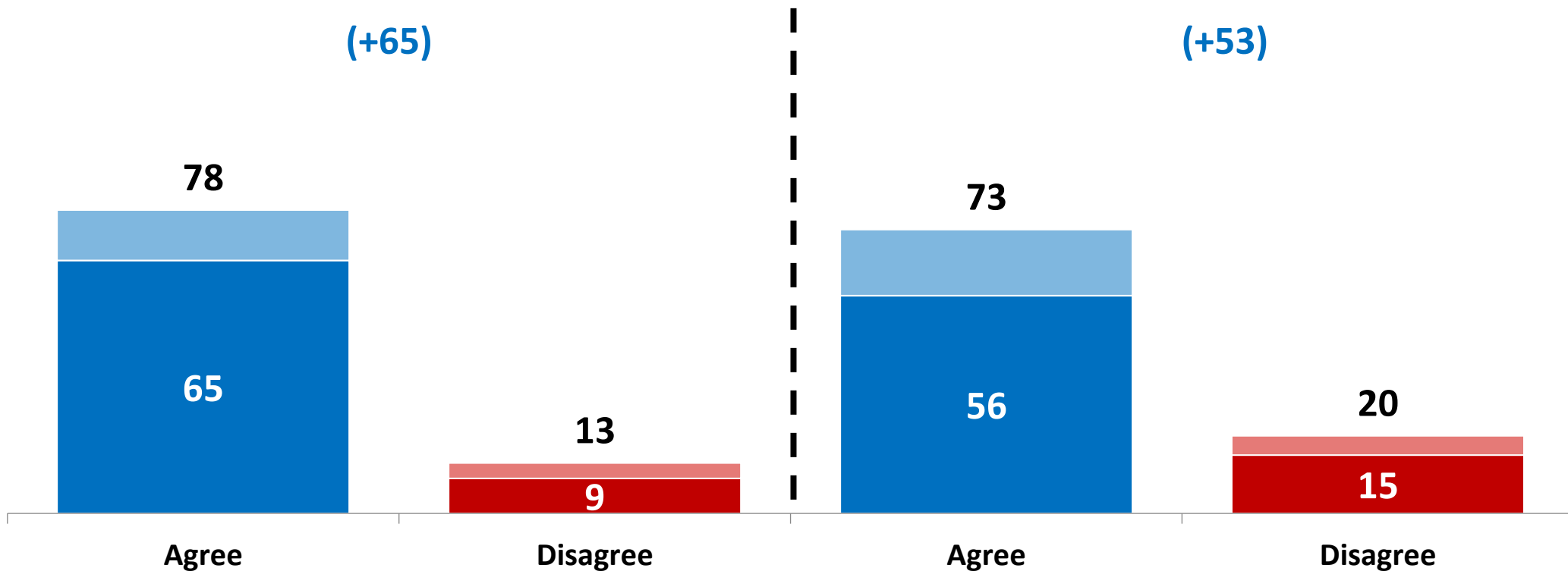
^N=51



Role for Congress & the President

If Medicare does not cover FDA-approved drugs and therapies for early Alzheimer's disease, do you agree or disagree that **Congress** should step in and require Medicare to cover FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease?*

If Medicare does not cover FDA-approved drugs and therapies for early Alzheimer's disease, do you agree or disagree that the **President** should step in and require Medicare to cover FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease?*



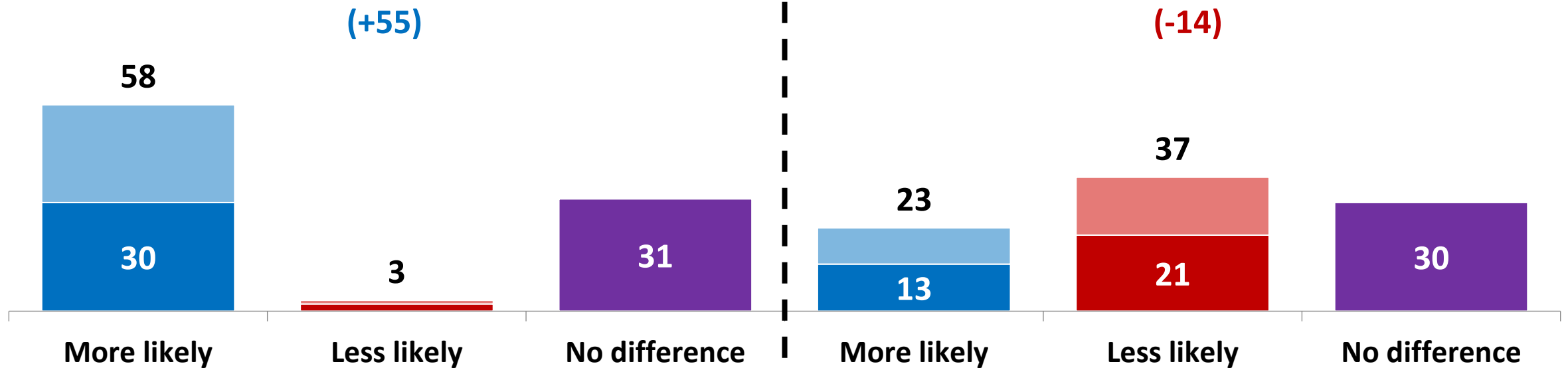
*Split sampled



Candidates' Stance Matters

If a candidate for elected office **supported** requiring Medicare to cover FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference?*

If a candidate for elected office **opposed** requiring Medicare to cover FDA-approved drugs and therapies that can slow the progression of early Alzheimer's disease, would that make you more or less likely to vote for that candidate or wouldn't it make a difference?*



Somewhat more likely
 Much more likely
 Somewhat less likely
 Much less likely

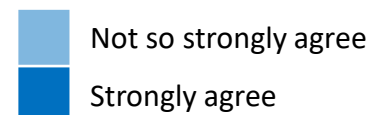
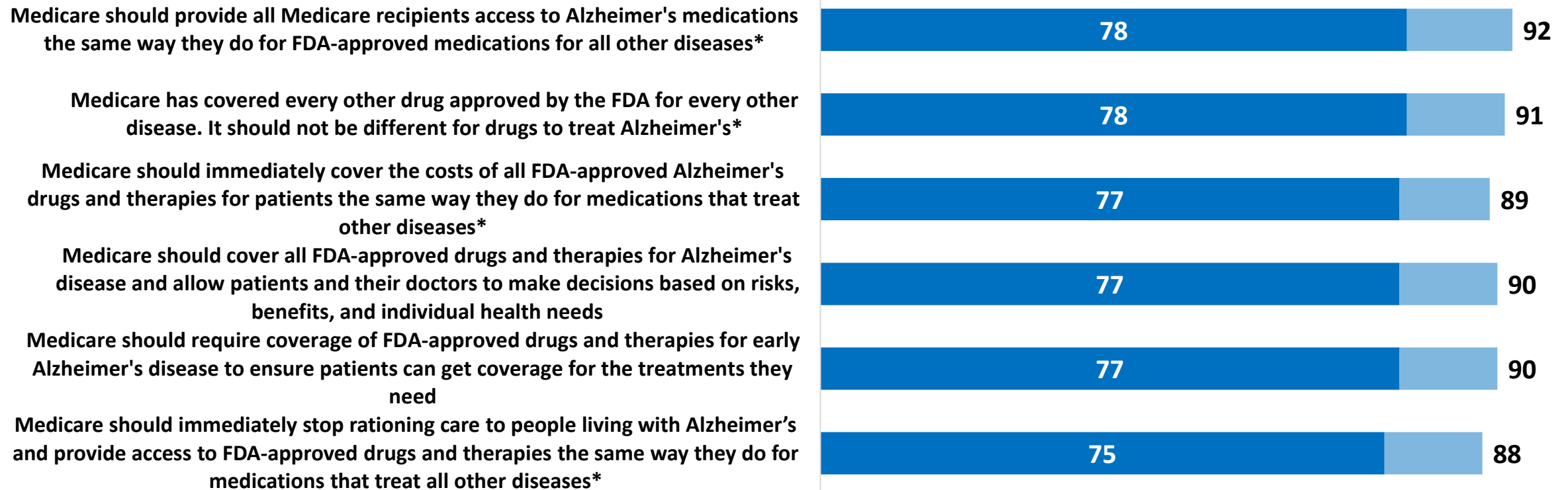
*Split-sampled question



Reactions to Messaging

- **Nearly all of the statements tested receive strong agreement ratings from at least half of voters.** The top tier statements focus on treating Alzheimer's the same as other diseases and medications already approved by the FDA and how medical decisions should be based on provider and patient choices. **Agreement levels are so strong that they reach "core value" levels.**

Top Tier



*Split sampled



Appendix



Methodology

- Lake Research Partners and Public Opinion Strategies designed and administered a phone survey of likely 2024 voters that was conducted August 26 – September 3, 2024, using professional telephone interviewers. A portion was also completed online after part of the sample received a text to their cell phone with a link to complete the survey.
- The survey reached a total of 1,400 likely 2024 voters nationwide which includes a base sample of 1,000 likely 2024 voters and oversamples of 100 Black voters, 100 Latino/a voters, and 200 voters across the following battleground states: Arizona, Georgia, Michigan, North Carolina, Nevada, Pennsylvania, and Wisconsin.
- The sample was drawn from TargetSmart’s voter file and screened to be likely 2024 voters. The base sample of likely voters was weighted slightly by region, gender by region, age, race, gender by race, education, and party identification; the Black voter sample was weighted slightly by gender, region, age, and education; the Latino/a voter sample was weighted by gender, age, party identification, and education; and the Battleground voter sample was weighted by gender, region, age, party identification, and education to reflect attributes of the actual population. The oversamples were weighed down into the base sample to reflect their proper proportion of the electorate.
- The margin of error is +/- 2.6%. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The margin of error for subgroups is higher.
- Due to rounding, some data will not add up to 100% in this report.



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