



# Medicaid Awareness/Perceptions

Harris on Demand Platform  
April 2025

# Background and Objectives

The PAN Foundation is a national charitable foundation and healthcare organization committed to accelerating access to affordable, equitable healthcare through financial assistance, advocacy and education. PAN understands the profound impact that financial assistance has on treatment adherence and quality of life for people living with life-threatening, chronic and rare diseases.

Medicaid and the Children's Health Insurance Program (CHIP) are federal and state programs that provide health coverage to eligible low-income individuals and families. Medicaid offers comprehensive health coverage for qualifying adults, children, pregnant women, seniors, and individuals with disabilities. CHIP provides low-cost health coverage to children in families who earn too much to qualify for Medicaid but cannot afford private insurance. Both programs are jointly funded by the federal government and states, but are administered at the state level, which means eligibility and benefits can vary by state.

The current research explored Medicaid/CHIP awareness and perceptions including:

- Experience with Medicaid/CHIP
- Awareness and knowledge of mandatory and optional benefits
- Level of concern caused by potential cuts to Medicaid
- Level of impact from potential cuts to Medicaid

# Methodology

**Audience:**

2,072 U.S. adults 18+ including 1,277 who self-report having been diagnosed by a healthcare provider with any chronic condition<sup>^</sup>, and 1,083 who have experience or exposure to Medicaid/CHIP.

**Field Timing:**

April 3 - 7, 2025

**Mode:**

5-minute online survey via Harris on Demand (HOD) omnibus platform

**Weighting:**

Data are weighted to ensure results are projectable to the population of U.S. adults age 18+

**Method Statement** *(to be included in all press materials):*

This survey was conducted online within the United States between April 03 – 07 2025, among 2,072 adults (aged 18 and over) by The Harris Poll on behalf of PAN Foundation via its Harris On Demand omnibus product. Included in the 2,072 adults were 1,277 adults with any chronic condition, defined as those who self report having been diagnosed by a healthcare provider with at least one of several specific chronic conditions, and 1,083 adults who have experience or exposure to Medicaid/CHIP .

Data were weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, household income, [employment], and political party affiliation, to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.



<sup>^</sup>defined as those who self report having been diagnosed by a healthcare provider with any of the following: cardiovascular condition, mental health condition, gastrointestinal condition, chronic pain syndrome, chronic respiratory condition, endocrine disorder, musculoskeletal condition, thyroid disorder, cancer, autoimmune disease, chronic sexually transmitted disease/infection, reproductive disease/condition, immunological condition, chronic liver disease, ophthalmologic condition, renal condition, neurological condition, endocrine disease, genetic disorder, infectious disease, hematological condition, metabolic disorder, other rare disease or other chronic health condition [see notes section for full descriptions provided for each condition]

# Notation Guide

Please refer to this slide for explanations of the various notation and formatting used throughout this deck:

## In Tables and Charts:

- Percentages may not add up to 100% due to weighting and/or computer rounding.
- Results based on small samples (n<100) should be interpreted as directional only.
- An asterisk (\*) indicates a percentage greater than zero but less than 1%; a “ – ” indicates a value of zero.
- Data are shown among adults with any chronic condition<sup>^</sup>

## Base Notes:

- Each slide includes a base note that displays the full question text as shown to the survey respondents as well as the number of respondents who answered each question, for reference.
- Some response labels on slides are shortened for brevity; see notes section for full description provided.



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# Executive Summary

# Executive Summary

**In the face of potential cuts to Medicaid, many are concerned and report their access to needed care will be impacted a great deal or a lot.**

- Among adults with a chronic health condition and who have experience or exposure to Medicaid/CHIP, 7 in 10 say potential cuts to Medicaid would impact their ability to access needed healthcare services a lot or a great deal.
- Concern about potential cuts to Medicaid is high among adults with a chronic health condition, with half (49%) saying they are very/extremely concerned that potential cuts to Medicaid would impact the range of services provided/offered.
  - The level of concern is higher among adults with experience or exposure to Medicaid/CHIP (57% extremely/very concerned).

**Knowledge of either mandatory or optional Medicaid/CHIP services is low among those receiving benefits.**

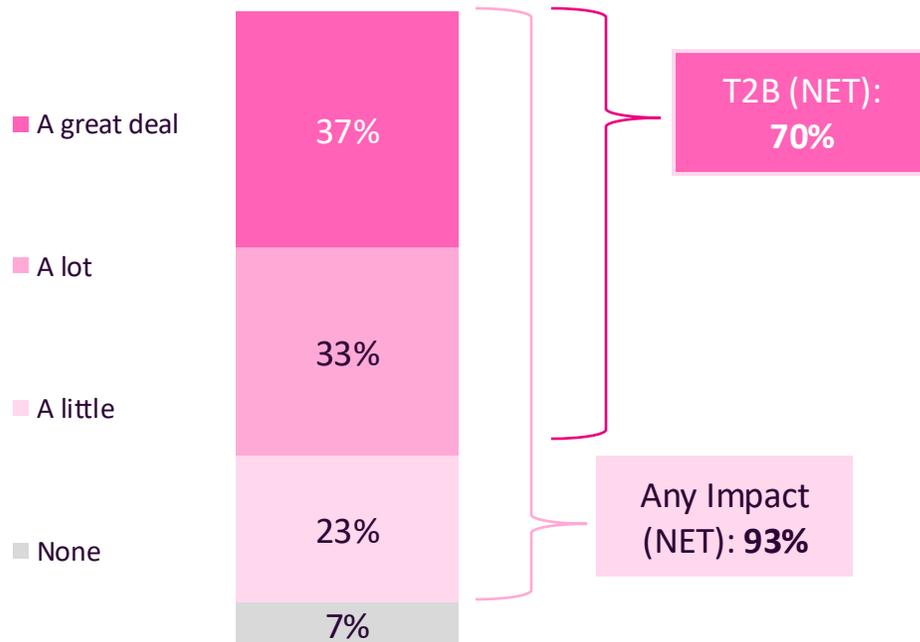
- Roughly one-third to two-thirds (range: 36%-67%) of those with experience or exposure to Medicaid/CHIP thought *mandatory* Medicaid benefits were optional or were not sure if they were mandatory. Uncertainty is even higher for *optional* benefits with more than half to three-quarters (range: 57%-75%) of these adults incorrectly classifying optional benefits as mandatory or being unsure.
  - Among adults with no personal Medicaid/CHIP experience, knowledge is even more lacking. Between 39%-76% respond incorrectly about *mandatory* benefits and 67%-84% respond incorrectly about *optional* benefits.

# Detailed Findings

**Large majorities of adults with Medicaid/CHIP experience or exposure, including those with a chronic illness, say potential cuts to Medicaid would impact them a lot/a great deal in their ability to access needed healthcare services.**

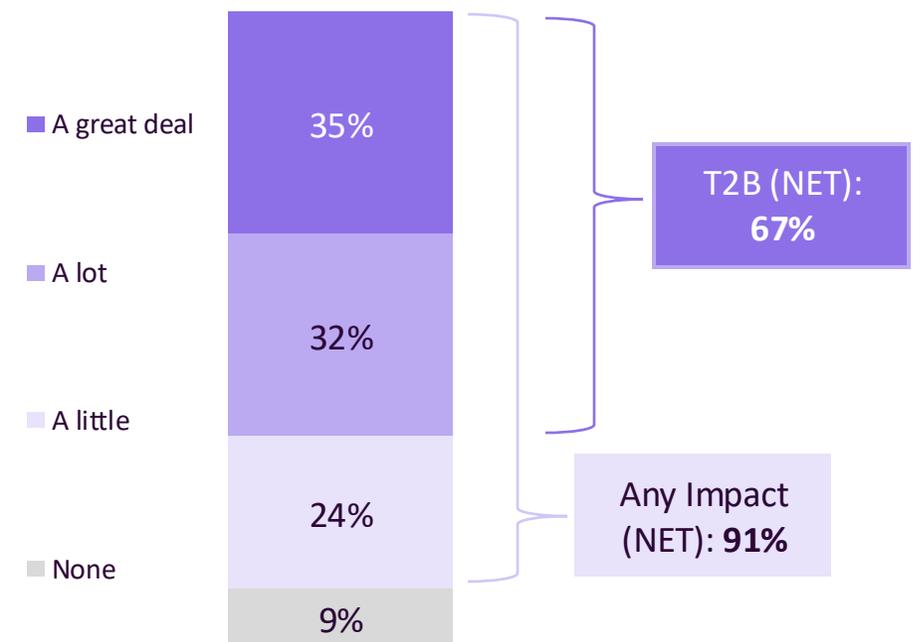
**Level of Impact that Potential Cuts to Medicaid Has on Ability to Access Needed Healthcare Services**

*Among adults with any chronic condition with experience or exposure to Medicaid/CHIP benefits*

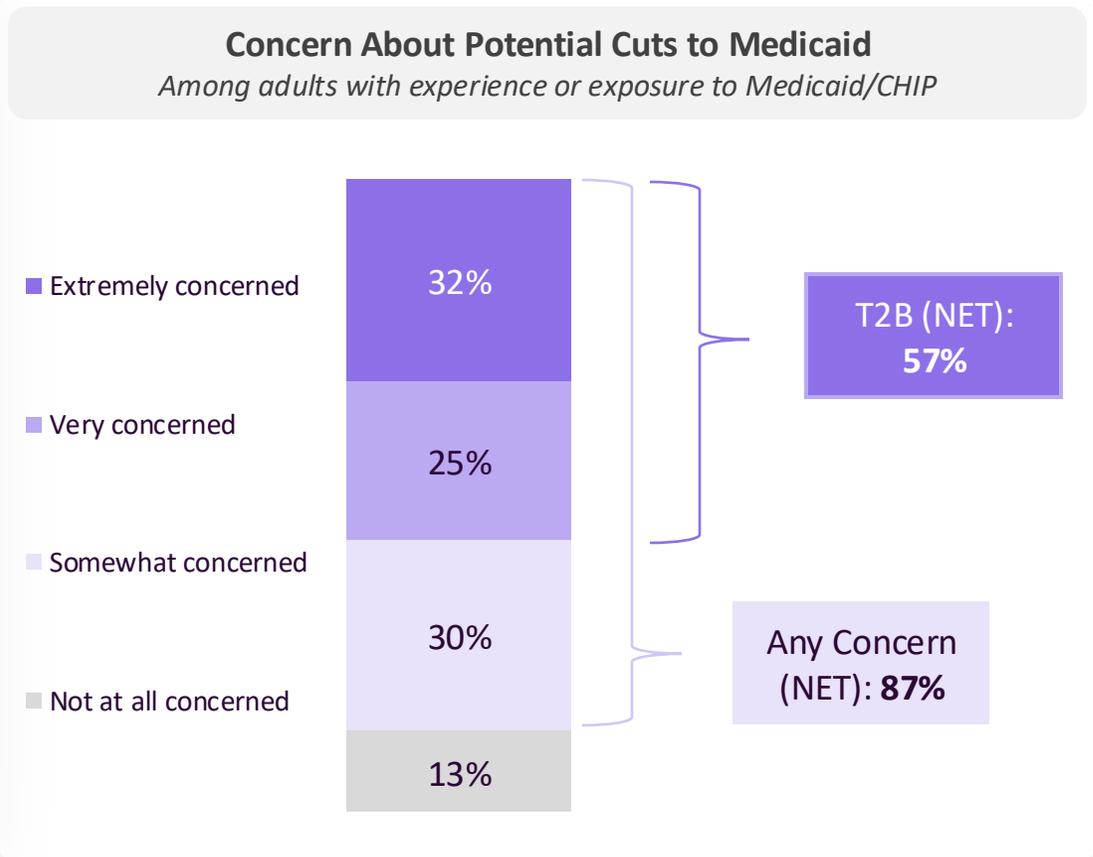
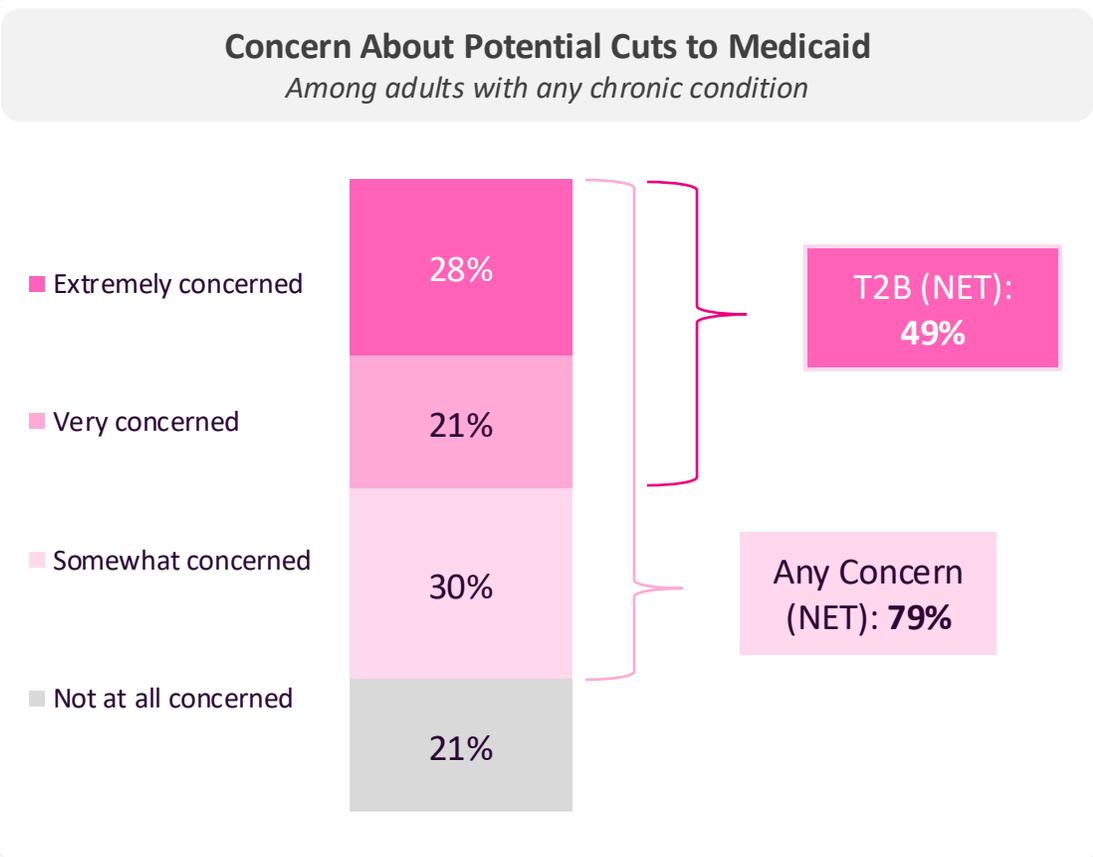


**Level of Impact that Potential Cuts to Medicaid Has on Ability to Access Needed Healthcare Services**

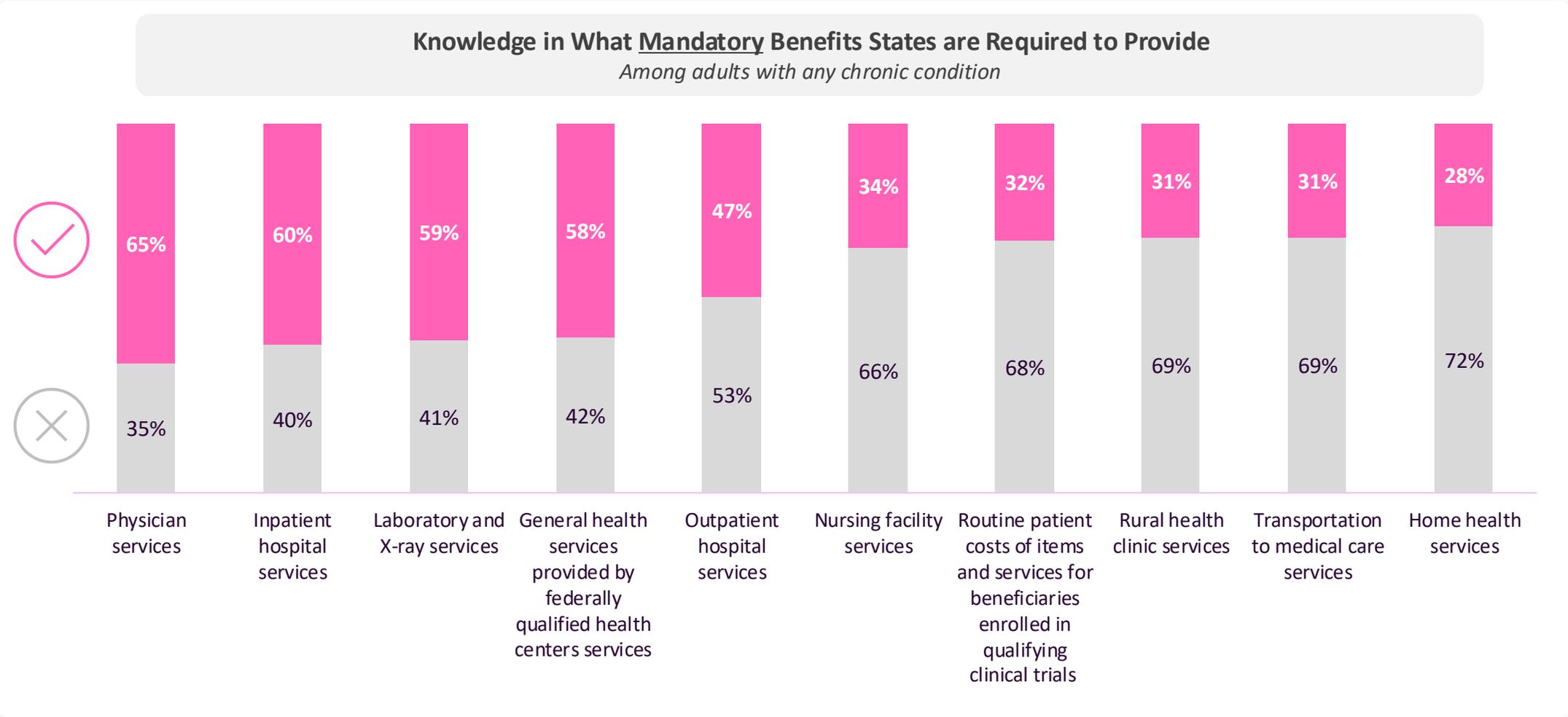
*Among adults with experience or exposure to Medicaid/CHIP benefits*



**Nearly half of adults with a chronic health condition are concerned that potential cuts to Medicaid would impact the range of services provided/offered. This increases to nearly 3 in 5 with experience or exposure to Medicaid/CHIP.**

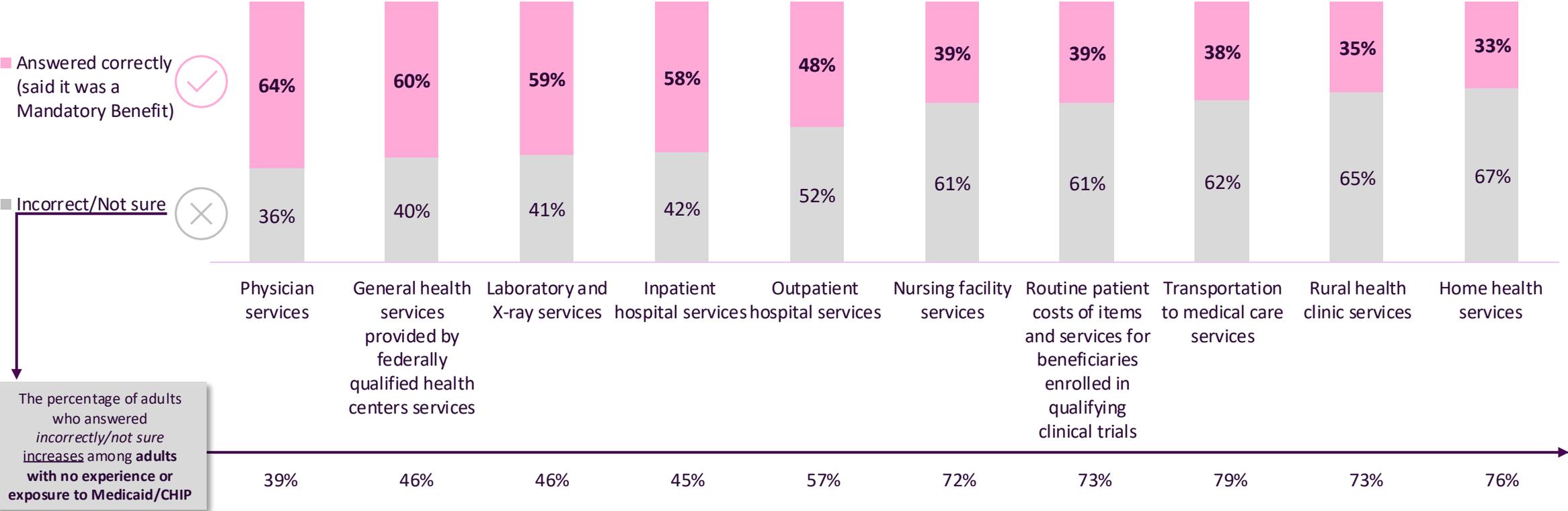


# Among adults with a chronic condition, more than 1 in 3 thought certain mandatory services were optional for states to provide or were unsure they were mandatory



# Nearly 2 in 5 adults with experience or exposure to Medicaid/CHIP thought certain mandatory services were optional for states to provide or were not sure if they were mandatory. This increases among those not benefiting/don't know anyone benefiting from Medicaid/CHIP

**Knowledge in What Mandatory Benefits States are Required to Provide**  
*Among adults with experience or exposure to Medicaid/CHIP*

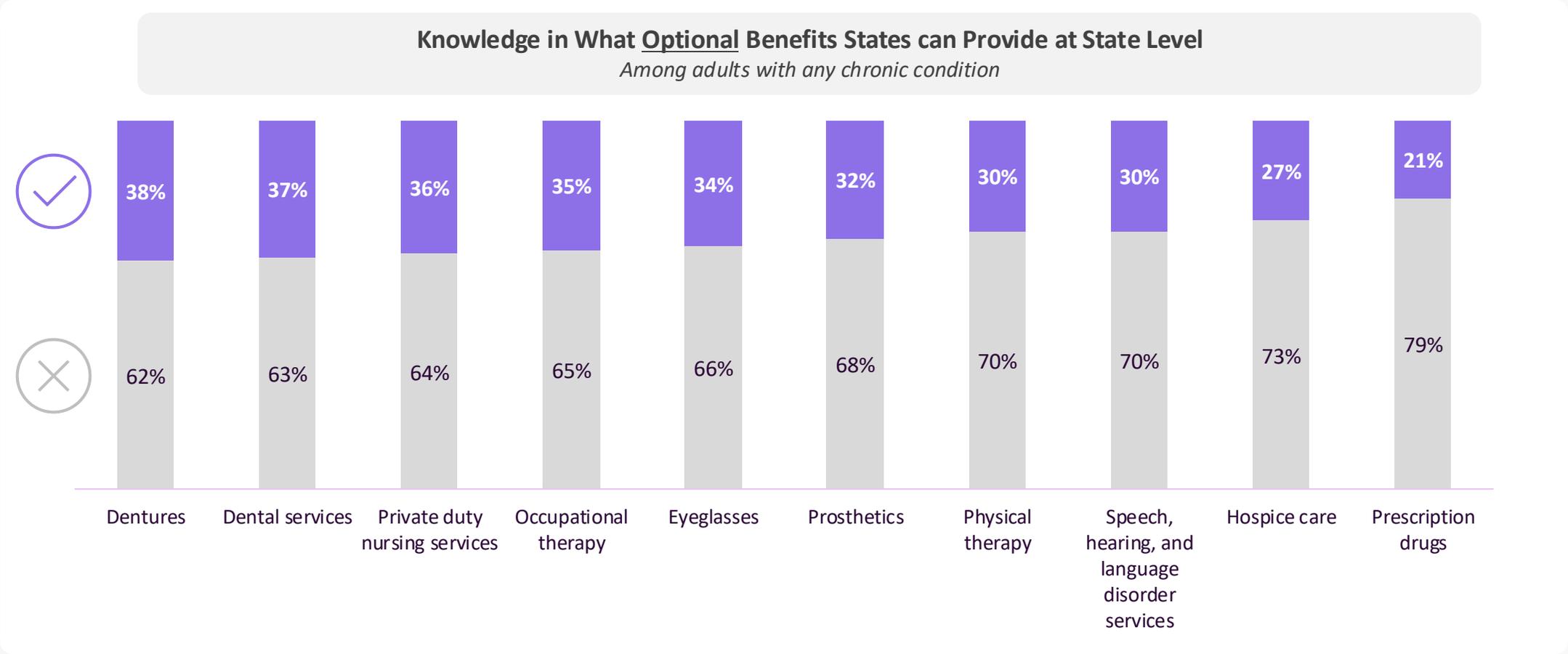


Range of adults who were **incorrect/not sure**

**36% - 67%** Among adults with *experience or exposure to Medicaid/CHIP*

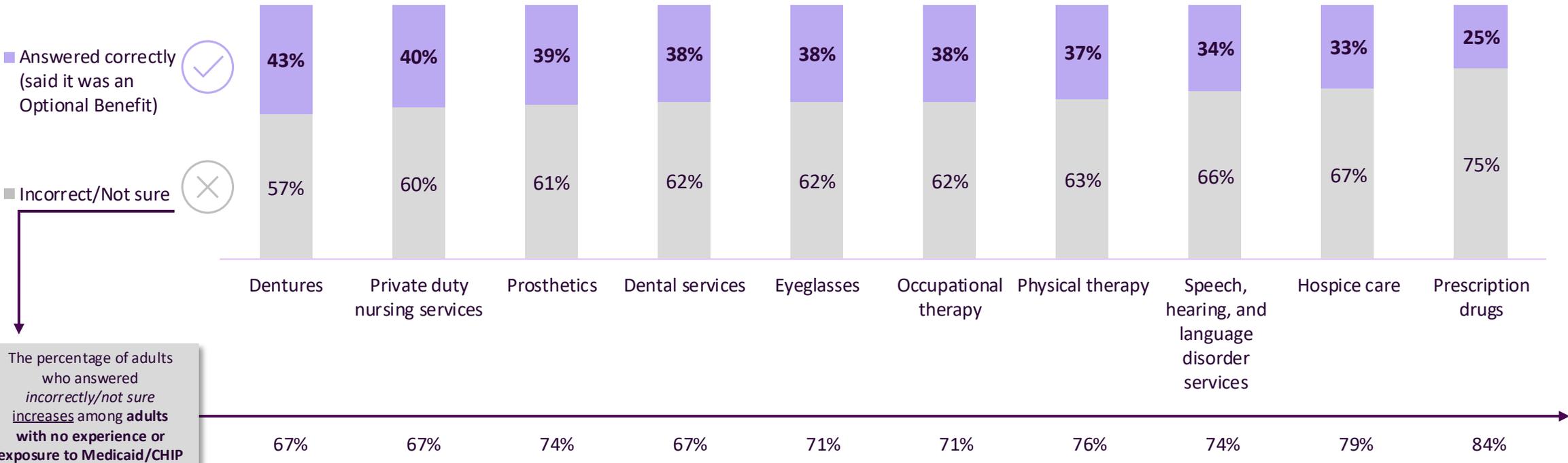
**39% - 76%** Among adults with no experience or exposure to Medicaid/CHIP

# Awareness of optional benefits provided by states is low, with more than 3 in 5 adults with a chronic condition thinking these benefits were mandatory or not knowing that they were optional



# Among adults with experience or exposure to Medicaid/CHIP, nearly 3 in 5 or more thought these benefits were mandatory for states to provide or did not know that they were optional

**Knowledge in What Optional Benefits States can Provide at State Level**  
*Among adults with experience or exposure to Medicaid/CHIP*



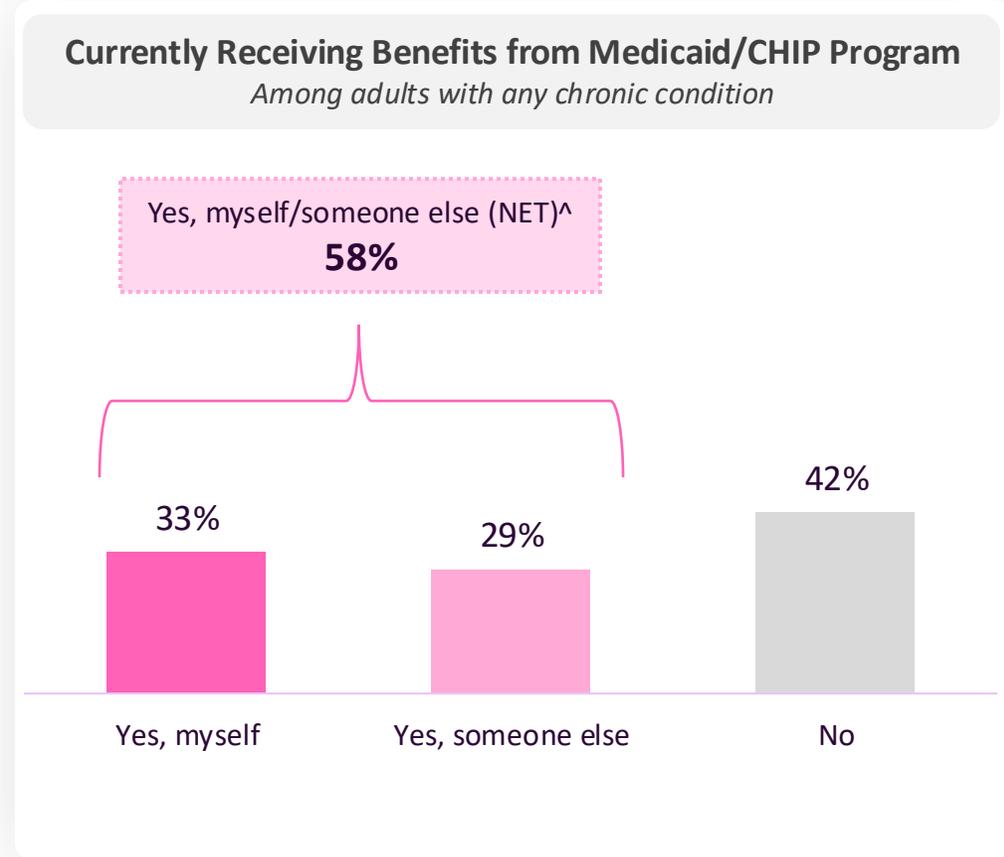
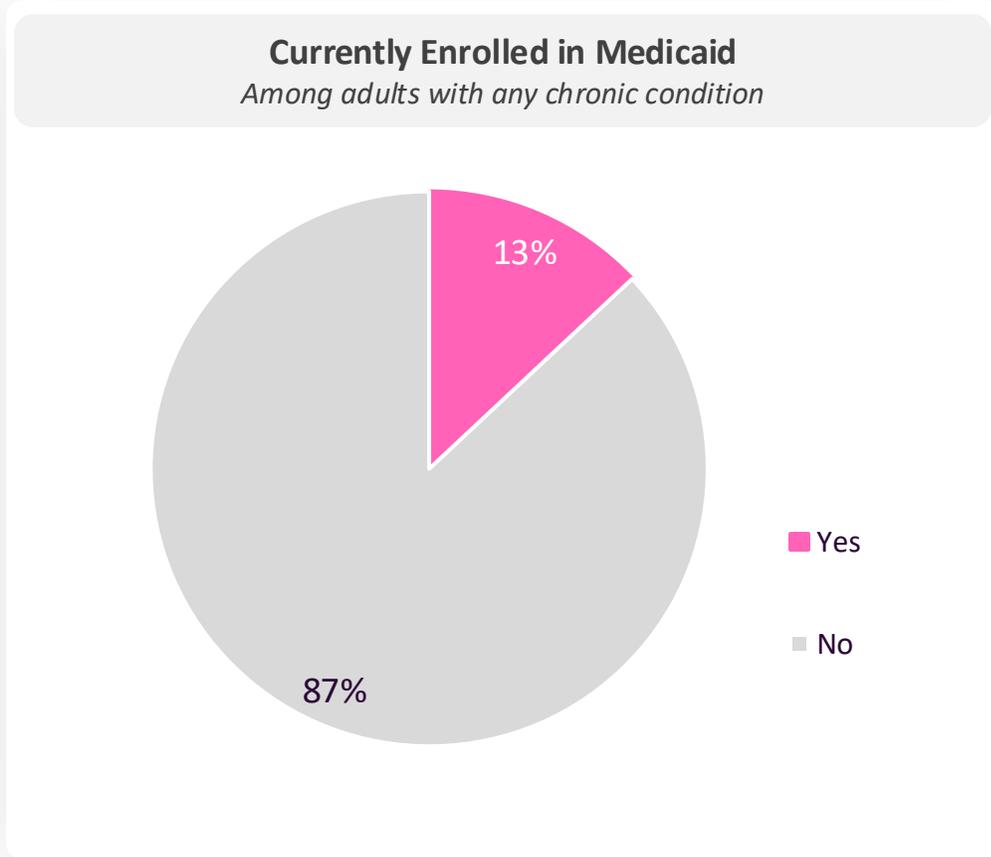
The percentage of adults who answered *incorrectly/not sure* **increases** among adults with **no experience or exposure to Medicaid/CHIP**



Range of adults who were **incorrect/not sure** **57% - 75%** *Among adults with experience or exposure to Medicaid/CHIP*  
**67% - 84%** *Among adults with no experience or exposure to Medicaid/CHIP*

# Appendix

# Few adults who reported having a chronic condition are currently enrolled in Medicaid, yet 1 in 3 currently benefit from Medicaid/CHIP services



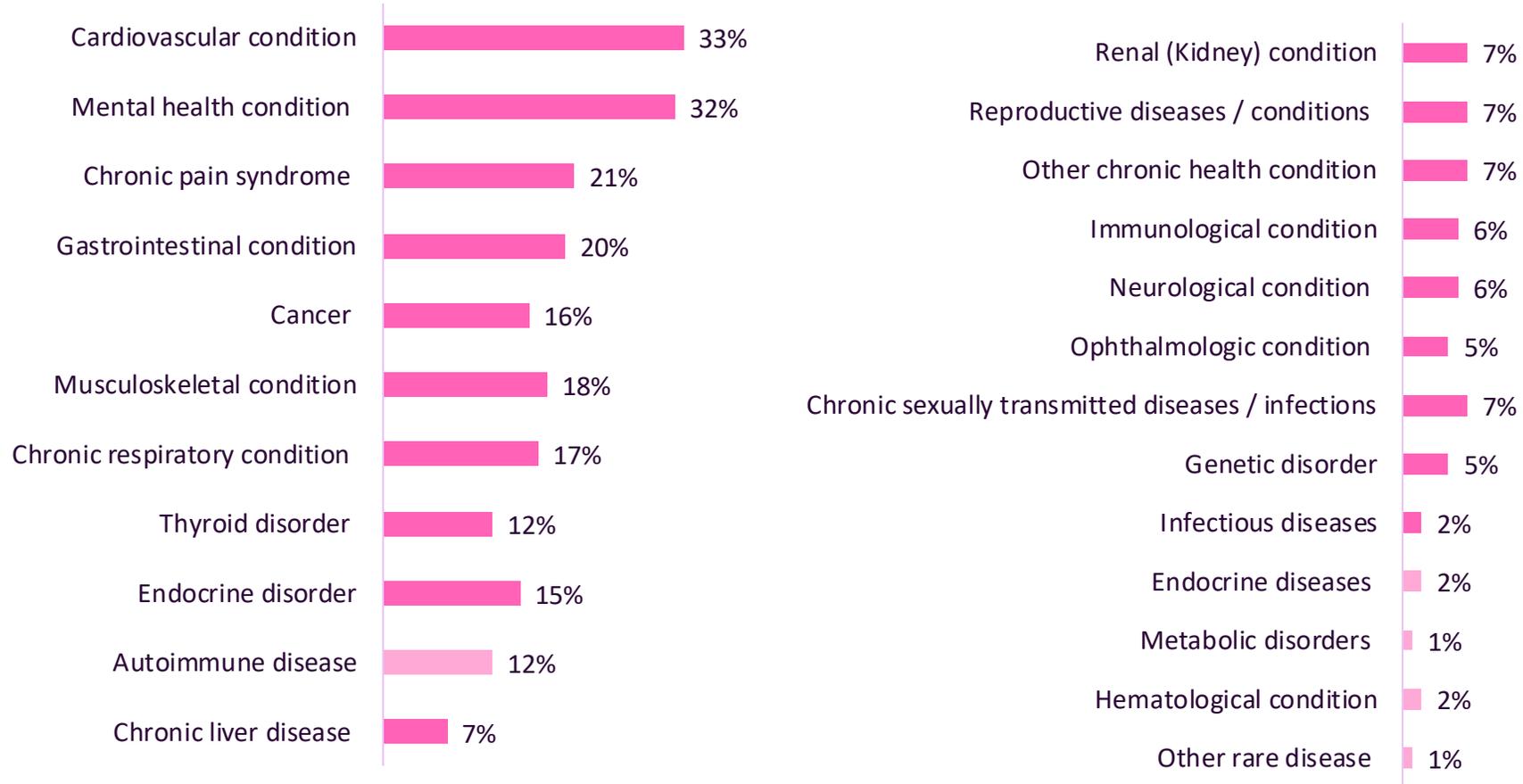
<sup>^</sup>Respondents could select myself and/or someone else

# Demographics

# Chronic Condition Status

## Ever Diagnosed by a Healthcare Professional With a Chronic Health Condition<sup>^</sup>

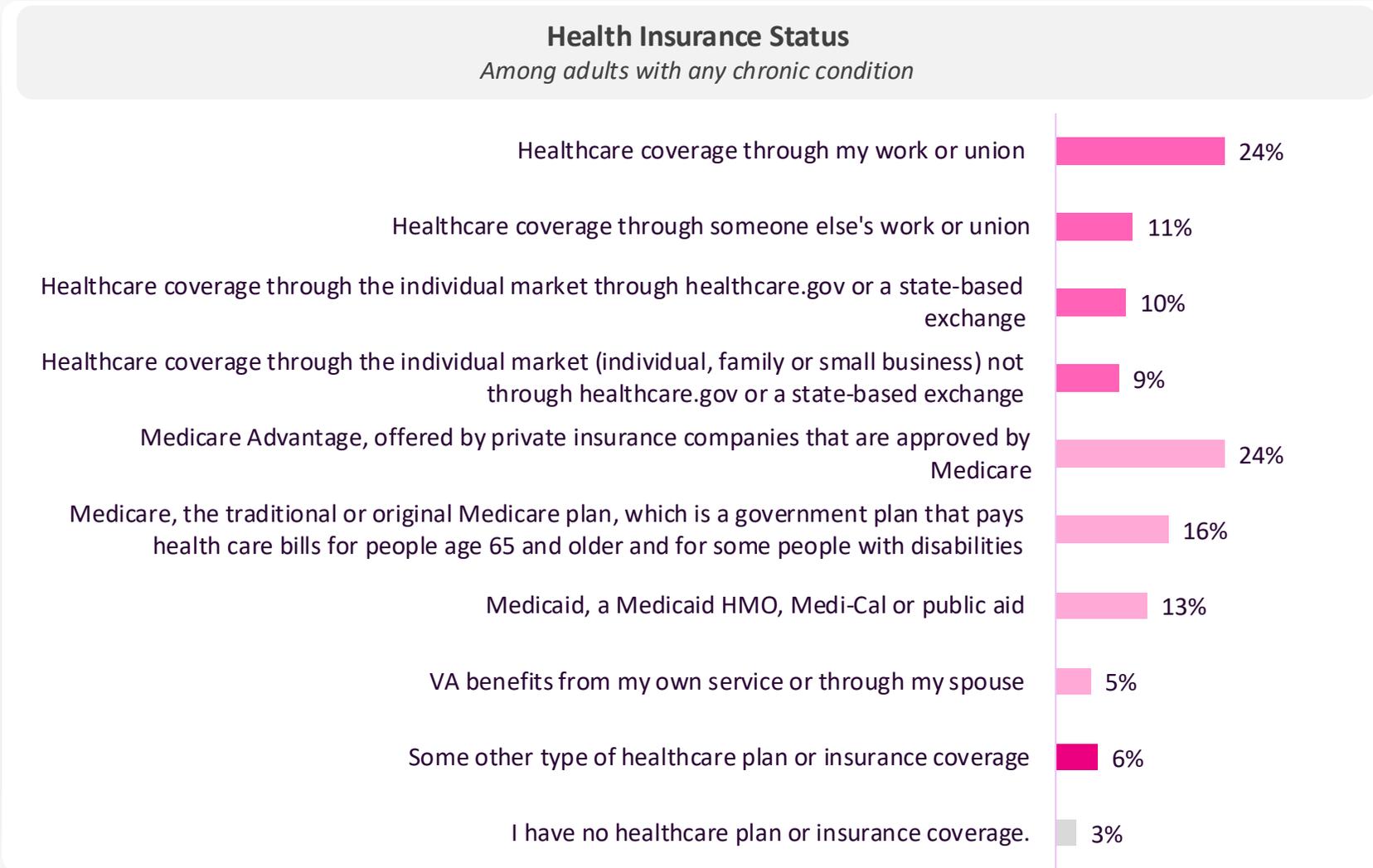
Among adults with any chronic condition



**Chronic  
Conditions  
(NET): 99%**

**Rare  
Conditions  
(NET): 14%**

# Health Insurance Status



**Any (NET):  
97%**

**Private (NET):  
48%**

**Public (NET):  
56%**

# Demographics

	Among adults with any chronic condition n=1,277
<b>Gender</b>	
Male	44%
Female	55%
Other/prefer not to answer	*
<b>Age</b>	
18-34	28%
35-44	17%
45-54	15%
55-64	16%
65+	24%
Mean	48
<b>Household income</b>	
<\$50k	24%
\$50k - \$74.9k	13%
\$75k – \$99.9k	13%
\$100k+	50%
Decline to answer	1%



	Among adults with any chronic condition n=1,277
<b>Region</b>	
Northeast	16%
Midwest	22%
South	40%
West	22%
<b>Education</b>	
HS or less	28%
Some college	26%
College grad+	44%
<b>Employment Status</b>	
Employed (FT, PT, self)	59%
Not employed	41%
<b>Marital Status</b>	
Married	46%
Not married	54%
<b>Children under 18 in HH</b>	
Yes	32%
No	68%

	Among adults with any chronic condition n=1,277
<b>Urbanicity</b>	
Urban	27%
Suburban	54%
Rural	19%
<b>Primary Residence</b>	
Homeowner	65%
Renter	32%
None of these	2%