Researchscape

HHL Healthcare Industry Flash Poll 2026 Weighted Report

Help Hope Live

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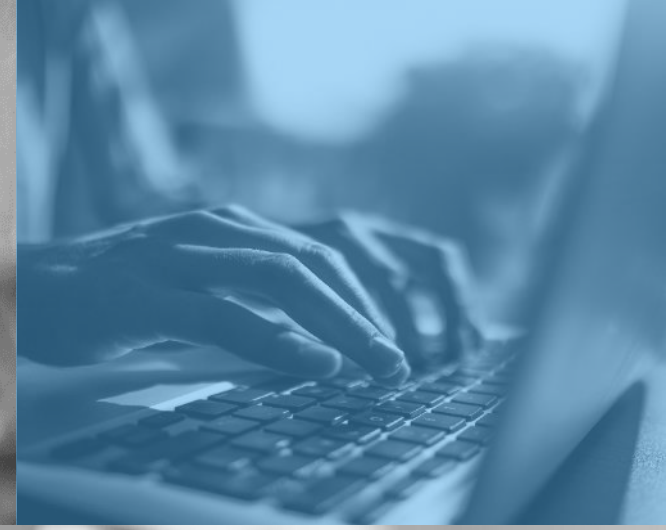



May 18, 2026



Crosstab Methodology

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Crosstab Questions

The closed-ended questions in the survey were cross-tabulated using the questions listed below. Crosstabs with significant differences are featured here. See the Excel spreadsheet for all of the crosstabs.

- Top States by Population
- Census Region
- Do any children younger than 18 years of age live in your household?
- Marital Status Summary
- Do you describe yourself as a woman, a man, or in another way?
- Generation
- Education Level
- Household Income Summary
- Are you working full or part time, going to school, a stay-at-home partner, or doing something else?
- Race/Ethnicity
- Are you or anyone else in your household living with a disability or a chronic illness?
- Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?

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Crosstab Questions - 2

- How would you characterize the area you live in?

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Crosstab Methodology

While we cross-tabulated closed-ended questions by all of the listed questions, we only report cross-tabulations with statistically significant differences that might have some practical value:

- A statistically significant difference is one that cannot be attributed to chance at a 95% confidence level: 19 times out of 20 the differences would exist in the target population.
- A practical difference, in our opinion, is at least a 10 percentage-point difference between two groups: while a 2-point difference might for large cell sizes be statistically significant it is unlikely to make any practical difference to most business plans.
- Demographic questions against demographic questions are typically ignored, as they offer little insight (e.g., older people are more likely to be retired, Gen Xers are more likely to have children than Millennials, those with college degrees have higher incomes than those without, and so on).
- Occasionally, for editorial reasons or if a cross-tabulation seems redundant, we omitted including it in this report.
- See the accompanying spreadsheet for all tables.

Rather than compare subgroups to other subgroups individually, we compare each subgroup to the aggregate of all other subgroups. This is easier to present and visualize than column comparisons (which require tagging each column with a letter) and differentiates at the low end as well as the high end. Since this approach uses the entire sample, rather than a subsample of two subgroups, it provides greater statistical power and reduces the chance that differences are false discoveries

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Crosstab Methodology - 2

If the difference is higher at a statistically significant level, the cell is marked with the up - arrow symbol ⇑. If it is lower, the down-arrow symbol ⇓ is used. Differences you may observe between cells unmarked by arrows were not statistically significant: they exist in the survey sample but are not presumed to exist in the target population.

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Crosstab Notes

- Only crosstabs with significant differences of at least 10 percentage points are included here.
- Columns with fewer than 30 responses (i.e. degrees of freedom) are ignored for statistical significance comparisons.
- Crosstabs with no significant difference greater than 10 percentage points are not presented.
- To fit onto the page, some crosstabs have had columns without differences omitted. See the spreadsheet for the full crosstabs.

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Top States by Population

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Top States by Population						
	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
Insurance through a current or former employer or union	35	41	29	47	⇑ 51	26	37
Medicare, for people 65 and older, or people with certain disabilities	22	18	⇑ 43	32	25	17	31
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	17	15	⇓ 7	11	17	28	⇑ 26
Insurance purchased directly from an insurance company	14	17	15	8	8	⇑ 42	⇓ 9
Insurance purchased from HealthCare.gov or a state exchange	6	11	9	5	7	7	5
Any other type of health insurance or health coverage plan	6	5	11	6	11	13	⇓ 4
VA, TRICARE or other military healthcare	6	4	7	1	3	10	4
Indian Health Service	1	4	0	⇑ 7	0	6	1
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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How confident are you that your insurance would cover the following costs?

%	Top States by Population						
[Extremely + Very confident]	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
A wheelchair accessible van	37	29	24	23	33	⇑ 52	29
Caregiving	41	35	35	39	43	56	⇓ 32
Experimental medications or therapies	32	32	23	43	⇑ 42	⇑ 63	⇓ 26
Home modifications for a wheelchair	31	41	31	32	34	34	28
Long-term rehabilitation	39	36	37	40	46	⇑ 66	34
Medical supplies	61	59	49	51	56	58	50
Prescribed medications	75	69	76	75	72	70	74
Temporary lodging or travel for medical treatment	32	29	17	40	35	⇑ 63	⇓ 24

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How likely would you be to ask your community for help with medical costs, if you needed it?

%	Top States by Population						
	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
[Completely + Very likely]	35	34	26	23	25	⇑ 59	30
Completely likely	16	15	14	10	17	26	12
Very likely	19	19	12	13	8	33	18
Somewhat likely	23	21	26	30	29	16	22
Hardly likely	18	26	20	30	15	8	23
Not at all likely	24	19	28	17	31	17	25
[Hardly + Not at all likely]	42	45	48	47	46	25	48
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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To your knowledge, are the following statements true or false?

%	Top States by Population						
Money raised through a medical fundraising campaign is always tax-free for the recipient.	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
I'm not sure	46	41	52	46	41	42	50
True	29	20	28	22	24	34	29
False	24	⇑ 40	19	33	34	23	⇓ 22
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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To your knowledge, are the following statements true or false?

%	Top States by Population						
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
I'm not sure	52	39	43	32	51	33	45
True	31	47	41	45	39	48	36
False	16	14	16	23	9	18	19
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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To your knowledge, are the following statements true or false?

%	Top States by Population						
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
I'm not sure	52	40	49	41	52	⇓ 26	51
True	27	32	33	20	18	49	29
False	21	28	18	⇑ 40	30	26	21
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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To your knowledge, are the following statements true or false?

%	Top States by Population						
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
I'm not sure	49	⇓ 27	36	58	51	28	49
True	35	42	⇑ 49	⇓ 15	36	50	34
False	17	⇑ 32	15	26	13	22	17
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	Top States by Population						
	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
I would prefer help from a real person	50	44	58	44	54	41	56
I do not have a preference, both would be helpful	27	⇑ 43	20	37	39	47	⇓ 24
I would prefer help from AI	14	9	14	11	6	6	12
I would prefer not to get help in setting up a medical fundraising campaign	9	4	8	8	1	6	8
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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Would you value a program through your employer that provides help for out-of-pocket costs if an employee faces a medical crisis?

%	Top States by Population					
	California	Texas	Florida	New York	Pennsylvania	Other
Yes	86	89	95	⇓ 76	98	⇑ 94
No	14	11	5	⇑ 24	2	6
Base (n=807)	n=51	n=57	n=63	n=45	n=50	n=514

Top Crosstab: This banner has the greatest statistically significant difference for this question.

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How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Top States by Population						
	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
[Extremely + Very likely]	45	⇑ 65	48	50	54	67	49
Extremely likely	24	30	27	22	⇑ 36	24	⇓ 20
Very likely	21	35	21	28	18	43	29
Somewhat likely	35	24	33	30	41	19	35
Hardly likely	15	10	13	16	3	7	11
Not at all likely	5	1	6	4	2	7	5
[Hardly + Not at all likely]	20	11	19	20	⇓ 5	14	16
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Top States by Population						
	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
[Extremely + Very likely]	46	⇑ 60	52	44	54	48	44
Extremely likely	24	20	17	12	⇑ 37	29	17
Very likely	22	⇑ 40	35	32	17	19	27
Somewhat likely	32	28	37	30	40	36	41
Hardly likely	15	7	9	8	6	14	11
Not at all likely	7	5	2	⇑ 18	0	2	4
[Hardly + Not at all likely]	22	12	11	26	6	16	15
Base (N=1,244)	n=88	n=77	n=100	n=73	n=71	n=37	n=798

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Census Region

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How confident are you that your insurance would cover the following costs?

%	Census Region			
[Extremely + Very confident]	Midwest	Northeast	South	West
A wheelchair accessible van	25	29	30	36
Caregiving	34	40	32	36
Experimental medications or therapies	28	36	29	30
Home modifications for a wheelchair	26	30	34	30
Long-term rehabilitation	39	41	33	39
Medical supplies	51	53	52	54
Prescribed medications	75	76	72	71
Temporary lodging or travel for medical treatment	29	31	24	29

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To your knowledge, are the following statements true or false?

%	Census Region			
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Midwest	Northeast	South	West
I'm not sure	50	46	47	49
True	27	25	29	27
False	23	29	24	24
Base (N=1,244)	n=296	n=264	n=477	n=207

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To your knowledge, are the following statements true or false?

%	Census Region			
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Midwest	Northeast	South	West
I'm not sure	41	42	45	47
True	39	42	38	35
False	20	16	18	18
Base (N=1,244)	n=296	n=264	n=477	n=207

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To your knowledge, are the following statements true or false?

%	Census Region			
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Midwest	Northeast	South	West
I'm not sure	44	50	49	50
True	32	24	30	29
False	24	26	22	22
Base (N=1,244)	n=296	n=264	n=477	n=207

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To your knowledge, are the following statements true or false?

%	Census Region			
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Midwest	Northeast	South	West
I'm not sure	47	50	⇓ 40	51
True	31	28	39	38
False	22	22	21	⇓ 11
Base (N=1,244)	n=296	n=264	n=477	n=207

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How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Census Region			
	Midwest	Northeast	South	West
[Extremely + Very likely]	40	45	51	48
Extremely likely	⇓ 13	19	19	⇑ 26
Very likely	27	26	32	22
Somewhat likely	⇑ 48	38	36	31
Hardly likely	9	8	10	15
Not at all likely	3	⇑ 9	3	6
[Hardly + Not at all likely]	12	17	13	21
Base (N=1,244)	n=296	n=264	n=477	n=207

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Do any children younger than 18 years of age live in your household?

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
Insurance through a current or former employer or union	⇑ 51	⇓ 32
Medicare, for people 65 and older, or people with certain disabilities	⇓ 9	⇑ 36
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	25	20
Insurance purchased directly from an insurance company	15	10
Insurance purchased from HealthCare.gov or a state exchange	7	6
Any other type of health insurance or health coverage plan	3	7
VA, TRICARE or other military healthcare	5	5
Indian Health Service	0	2
Base (n=1,227)	n=395	n=832

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How confident do you feel that your insurance coverage or government benefits would help you to prevent a medical crisis from becoming a financial crisis for you?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
[Extremely + Very confident]	⇑ 67	⇓ 54
Extremely confident	⇑ 35	⇓ 24
Very confident	32	30
Somewhat confident	⇓ 23	⇑ 34
Hardly confident	8	9
Not at all confident	2	3
[Hardly + Not at all confident]	10	12
Base (n=1,227)	n=395	n=832

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How confident are you that your insurance would cover the following costs?

%	Do any children younger than 18 years of age live in your household?	
[Extremely + Very confident]	Yes	No
A wheelchair accessible van	⇑ 43	⇓ 26
Caregiving	⇑ 47	⇓ 30
Experimental medications or therapies	⇑ 42	⇓ 25
Home modifications for a wheelchair	⇑ 42	⇓ 26
Long-term rehabilitation	⇑ 48	⇓ 33
Medical supplies	⇑ 61	⇓ 49
Prescribed medications	74	73
Temporary lodging or travel for medical treatment	⇑ 40	⇓ 24

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How likely would you be to ask your community for help with medical costs, if you needed it?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
[Completely + Very likely]	⇑ 47	⇓ 26
Completely likely	⇑ 22	⇓ 11
Very likely	⇑ 25	⇓ 15
Somewhat likely	22	23
Hardly likely	17	24
Not at all likely	⇓ 14	⇑ 27
[Hardly + Not at all likely]	⇓ 31	⇑ 51
Base (n=1,227)	n=395	n=832

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Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
Knowing the need was truly urgent and unavoidable	44	37
Knowing I could ″pay it forward″ later	39	32
Knowing I could repay	36	32
Knowing my community had helped others in similar situations before	39	31
Knowing my request would be kept private from certain people	⇑ 34	⇓ 23
Having a platform or service handle the outreach on my behalf	27	24
Nothing — I would not ask my community for financial help under any circumstances	⇓ 13	⇑ 23
Other	0	0
Base (n=1,227)	n=395	n=832

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To your knowledge, are the following statements true or false?

%	Do any children younger than 18 years of age live in your household?	
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Yes	No
I'm not sure	42	50
True	33	26
False	25	24
Base (n=1,227)	n=395	n=832

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To your knowledge, are the following statements true or false?

%	Do any children younger than 18 years of age live in your household?	
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Yes	No
I'm not sure	⇓ 36	⇑ 47
True	⇑ 49	⇓ 35
False	15	19
Base (n=1,227)	n=395	n=832

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To your knowledge, are the following statements true or false?

%	Do any children younger than 18 years of age live in your household?	
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Yes	No
I'm not sure	⇓ 41	⇑ 50
True	31	28
False	28	22
Base (n=1,227)	n=395	n=832

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To your knowledge, are the following statements true or false?

%	Do any children younger than 18 years of age live in your household?	
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Yes	No
I'm not sure	⇓ 37	⇑ 49
True	39	34
False	⇑ 24	⇓ 17
Base (n=1,227)	n=395	n=832

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If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
I would prefer help from a real person	⇓ 42	⇑ 57
I do not have a preference, both would be helpful	33	26
I would prefer help from AI	⇑ 17	⇓ 10
I would prefer not to get help in setting up a medical fundraising campaign	8	7
Base (n=1,227)	n=395	n=832

Top Crosstab: This banner has the greatest statistically significant difference for this question.

How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
[Extremely + Very likely]	⇑ 70	⇓ 45
Extremely likely	⇑ 31	⇓ 20
Very likely	⇑ 39	⇓ 25
Somewhat likely	⇓ 22	⇑ 37
Hardly likely	⇓ 6	⇑ 13
Not at all likely	2	5
[Hardly + Not at all likely]	⇓ 8	⇑ 18
Base (n=1,227)	n=395	n=832

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How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Do any children younger than 18 years of age live in your household?	
	Yes	No
[Extremely + Very likely]	⇑ 57	⇓ 43
Extremely likely	⇑ 24	⇓ 17
Very likely	33	26
Somewhat likely	32	40
Hardly likely	8	11
Not at all likely	3	6
[Hardly + Not at all likely]	11	17
Base (n=1,227)	n=395	n=832

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Marital Status Summary

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Marital Status Summary		
	Single	Married	Divorced
Insurance through a current or former employer or union	32	⇑ 46	⇓ 21
Medicare, for people 65 and older, or people with certain disabilities	⇓ 12	⇑ 30	⇑ 44
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	⇑ 34	⇓ 14	23
Insurance purchased directly from an insurance company	14	10	10
Insurance purchased from HealthCare.gov or a state exchange	⇑ 10	⇓ 4	7
Any other type of health insurance or health coverage plan	⇑ 10	⇓ 4	5
VA, TRICARE or other military healthcare	3	⇑ 6	3
Indian Health Service	2	0	⇑ 6
Base (N=1,244)	n=484	n=556	n=182

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How confident are you that your insurance would cover the following costs?

%	Marital Status Summary		
[Extremely + Very confident]	Single	Married	Divorced
A wheelchair accessible van	⇑ 37	26	25
Caregiving	⇑ 41	31	31
Experimental medications or therapies	⇑ 36	27	30
Home modifications for a wheelchair	⇑ 34	28	27
Long-term rehabilitation	⇑ 45	⇓ 33	39
Medical supplies	52	51	53
Prescribed medications	70	⇑ 76	72
Temporary lodging or travel for medical treatment	⇑ 36	⇓ 23	26

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How likely would you be to ask your community for help with medical costs, if you needed it?

%	Marital Status Summary		
	Single	Married	Divorced
[Completely + Very likely]	⇑ 41	28	29
Completely likely	16	12	13
Very likely	⇑ 25	16	16
Somewhat likely	⇑ 29	22	19
Hardly likely	⇓ 14	⇑ 25	17
Not at all likely	⇓ 16	25	⇑ 35
[Hardly + Not at all likely]	⇓ 30	⇑ 50	⇑ 52
Base (N=1,244)	n=484	n=556	n=182

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Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Marital Status Summary		
	Single	Married	Divorced
Knowing the need was truly urgent and unavoidable	⇑ 45	36	36
Knowing I could ″pay it forward″ later	⇑ 39	30	32
Knowing I could repay	37	31	34
Knowing my community had helped others in similar situations before	⇑ 39	32	⇓ 23
Knowing my request would be kept private from certain people	26	26	25
Having a platform or service handle the outreach on my behalf	29	22	26
Nothing — I would not ask my community for financial help under any circumstances	⇓ 11	⇑ 23	⇑ 26
Other	0	0	0
Base (N=1,244)	n=484	n=556	n=182

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To your knowledge, are the following statements true or false?

%	Marital Status Summary		
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Single	Married	Divorced
I'm not sure	42	49	⇑ 57
True	30	29	⇓ 18
False	28	22	25
Base (N=1,244)	n=484	n=556	n=182

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To your knowledge, are the following statements true or false?

%	Marital Status Summary		
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Single	Married	Divorced
I'm not sure	42	43	49
True	⇑ 43	37	35
False	14	⇑ 20	16
Base (N=1,244)	n=484	n=556	n=182

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To your knowledge, are the following statements true or false?

%	Marital Status Summary		
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Single	Married	Divorced
I′m not sure	45	47	⇑ 58
True	32	29	⇓ 20
False	23	24	22
Base (N=1,244)	n=484	n=556	n=182

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To your knowledge, are the following statements true or false?

%	Marital Status Summary		
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Single	Married	Divorced
I'm not sure	43	48	⇑ 55
True	⇑ 40	34	⇓ 25
False	18	19	20
Base (N=1,244)	n=484	n=556	n=182

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How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Marital Status Summary		
	Single	Married	Divorced
[Extremely + Very likely]	⇑ 61	47	51
Extremely likely	27	21	22
Very likely	⇑ 34	26	29
Somewhat likely	⇓ 26	⇑ 38	36
Hardly likely	10	10	6
Not at all likely	3	5	7
[Hardly + Not at all likely]	13	15	13
Base (N=1,244)	n=484	n=556	n=182

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Do you describe yourself as a woman, a man, or in another way?

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How confident are you that your insurance would cover the following costs?

%	Do you describe yourself as a woman, a man, or in another way?	
[Extremely + Very confident]	Man	Woman
A wheelchair accessible van	⇑ 35	⇓ 26
Caregiving	39	32
Experimental medications or therapies	34	27
Home modifications for a wheelchair	31	30
Long-term rehabilitation	⇑ 42	⇓ 34
Medical supplies	⇑ 56	⇓ 48
Prescribed medications	76	71
Temporary lodging or travel for medical treatment	⇑ 33	⇓ 23

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To your knowledge, are the following statements true or false?

%	Do you describe yourself as a woman, a man, or in another way?	
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Man	Woman
I'm not sure	⇓ 43	⇑ 53
True	29	26
False	⇑ 29	⇓ 21
Base (N=1,244)	n=606	n=638

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To your knowledge, are the following statements true or false?

%	Do you describe yourself as a woman, a man, or in another way?	
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Man	Woman
I'm not sure	⇓ 39	⇑ 49
True	41	35
False	20	16
Base (N=1,244)	n=606	n=638

Help Hope Live
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To your knowledge, are the following statements true or false?

%	Do you describe yourself as a woman, a man, or in another way?	
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Man	Woman
I'm not sure	⇓ 42	⇑ 54
True	32	26
False	26	20
Base (N=1,244)	n=606	n=638

Help Hope Live
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To your knowledge, are the following statements true or false?

%	Do you describe yourself as a woman, a man, or in another way?	
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Man	Woman
I'm not sure	⇓ 41	⇑ 50
True	39	32
False	20	18
Base (N=1,244)	n=606	n=638

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Generation

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
Insurance through a current or former employer or union	⇓ 15	⇑ 51	⇑ 49	36
Medicare, for people 65 and older, or people with certain disabilities	⇑ 78	⇓ 8	⇓ 8	⇓ 9
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	⇓ 7	⇑ 26	⇑ 26	⇑ 29
Insurance purchased directly from an insurance company	⇓ 6	⇓ 6	⇑ 15	⇑ 21
Insurance purchased from HealthCare.gov or a state exchange	4	7	8	7
Any other type of health insurance or health coverage plan	3	6	5	⇑ 12
VA, TRICARE or other military	6	5	5	2

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How confident do you feel that your insurance coverage or government benefits would help you to prevent a medical crisis from becoming a financial crisis for you?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
[Extremely + Very confident]	51	50	⇑ 63	59
Extremely confident	⇓ 19	24	⇑ 30	31
Very confident	32	26	33	28
Somewhat confident	36	36	⇓ 25	34
Hardly confident	10	12	10	4
Not at all confident	3	2	2	3
[Hardly + Not at all confident]	13	14	12	7
Base (N=1,244)	n=349	n=339	n=367	n=163

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How confident are you that your insurance would cover the following costs?

%	Generation			
[Extremely + Very confident]	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
A wheelchair accessible van	⇓ 16	⇓ 19	⇑ 41	⇑ 43
Caregiving	⇓ 22	34	⇑ 40	⇑ 45
Experimental medications or therapies	⇓ 14	24	⇑ 40	⇑ 49
Home modifications for a wheelchair	⇓ 17	25	⇑ 35	⇑ 50
Long-term rehabilitation	⇓ 22	38	⇑ 41	⇑ 52
Medical supplies	⇓ 43	51	52	⇑ 66
Prescribed medications	74	75	71	71
Temporary lodging or travel for medical treatment	⇓ 13	20	⇑ 38	⇑ 39

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How likely would you be to ask your community for help with medical costs, if you needed it?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
[Completely + Very likely]	⇓ 12	⇓ 18	⇑ 46	⇑ 52
Completely likely	⇓ 5	11	16	⇑ 25
Very likely	⇓ 7	⇓ 7	⇑ 30	⇑ 27
Somewhat likely	21	21	24	⇑ 31
Hardly likely	⇑ 28	⇑ 28	⇓ 16	⇓ 12
Not at all likely	⇑ 39	⇑ 33	⇓ 14	⇓ 5
[Hardly + Not at all likely]	⇑ 67	⇑ 61	⇓ 30	⇓ 17
Base (N=1,244)	n=349	n=339	n=367	n=163

Top Crosstab: This banner has the greatest statistically significant difference for this question.

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Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
Knowing the need was truly urgent and unavoidable	36	⇓ 26	⇑ 48	44
Knowing I could "pay it forward" later	⇓ 25	32	⇑ 39	39
Knowing I could repay	27	31	⇑ 38	36
Knowing my community had helped others in similar situations before	29	29	35	⇑ 44
Knowing my request would be kept private from certain people	⇓ 19	19	⇑ 32	31
Having a platform or service handle the outreach on my behalf	22	20	27	⇑ 35
Nothing — I would not ask my community for financial help under any circumstances	⇑ 34	26	⇓ 9	⇓ 10
Other	0	0	0	0
Base (N=1,244)	n=349	n=339	n=367	n=163

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To your knowledge, are the following statements true or false?

%	Generation			
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
I'm not sure	⇑ 57	53	43	⇓ 32
True	22	22	⇑ 34	32
False	21	25	23	⇑ 36
Base (N=1,244)	n=349	n=339	n=367	n=163

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To your knowledge, are the following statements true or false?

%	Generation			
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
I'm not sure	⇑ 54	50	⇓ 34	39
True	⇓ 30	31	⇑ 46	44
False	16	19	20	17
Base (N=1,244)	n=349	n=339	n=367	n=163

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To your knowledge, are the following statements true or false?

%	Generation			
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
I'm not sure	⇑ 59	49	⇓ 41	38
True	23	25	⇑ 34	34
False	⇓ 18	26	25	29
Base (N=1,244)	n=349	n=339	n=367	n=163

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To your knowledge, are the following statements true or false?

%	Generation			
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
I'm not sure	⇑ 58	⇑ 54	⇓ 37	⇓ 35
True	31	28	38	42
False	⇓ 11	18	⇑ 25	23
Base (N=1,244)	n=349	n=339	n=367	n=163

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If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
I would prefer help from a real person	⇑ 60	48	51	55
I do not have a preference, both would be helpful	27	30	28	23
I would prefer help from AI	⇓ 3	13	⇑ 16	17
I would prefer not to get help in setting up a medical fundraising campaign	10	9	5	5
Base (N=1,244)	n=349	n=339	n=367	n=163

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How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
[Extremely + Very likely]	⇓ 38	47	⇑ 59	⇑ 67
Extremely likely	18	⇓ 16	⇑ 30	27
Very likely	⇓ 20	31	29	⇑ 40
Somewhat likely	34	36	34	25
Hardly likely	⇑ 21	12	⇓ 4	6
Not at all likely	⇑ 7	5	3	2
[Hardly + Not at all likely]	⇑ 28	17	⇓ 7	⇓ 8
Base (N=1,244)	n=349	n=339	n=367	n=163

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How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Generation			
	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
[Extremely + Very likely]	⇓ 35	43	⇑ 58	48
Extremely likely	⇓ 10	17	⇑ 26	24
Very likely	25	26	⇑ 32	24
Somewhat likely	38	⇑ 45	35	34
Hardly likely	⇑ 18	9	⇓ 4	11
Not at all likely	⇑ 9	3	3	7
[Hardly + Not at all likely]	⇑ 27	12	⇓ 7	18
Base (N=1,244)	n=349	n=339	n=367	n=163

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Education Level

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Education Level			
	HS graduate	Some college	College graduate	Postgraduate
Insurance through a current or former employer or union	36	⇓ 31	⇑ 49	47
Medicare, for people 65 and older, or people with certain disabilities	⇓ 21	⇑ 39	25	34
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	⇑ 26	25	⇓ 13	⇓ 11
Insurance purchased directly from an insurance company	11	9	14	14
Insurance purchased from HealthCare.gov or a state exchange	8	6	5	5
Any other type of health insurance or health coverage plan	⇑ 10	⇓ 3	3	3
VA, TRICARE or other military	4	7	3	4

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How confident do you feel that your insurance coverage or government benefits would help you to prevent a medical crisis from becoming a financial crisis for you?

%	Education Level			
	HS graduate	Some college	College graduate	Postgraduate
[Extremely + Very confident]	59	55	51	62
Extremely confident	25	22	24	31
Very confident	34	33	27	31
Somewhat confident	34	33	34	⇓ 22
Hardly confident	⇓ 5	10	11	⇑ 16
Not at all confident	2	2	4	0
[Hardly + Not at all confident]	⇓ 7	12	15	16
Base (N=1,244)	n=367	n=388	n=301	n=158

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How confident are you that your insurance would cover the following costs?

%	Education Level			
[Extremely + Very confident]	HS graduate	Some college	College graduate	Postgraduate
A wheelchair accessible van	31	27	32	31
Caregiving	36	33	32	39
Experimental medications or therapies	30	28	28	35
Home modifications for a wheelchair	32	⇓ 23	27	⇑ 41
Long-term rehabilitation	⇑ 43	33	33	36
Medical supplies	52	49	50	60
Prescribed medications	69	73	72	77
Temporary lodging or travel for medical treatment	30	25	27	30

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How likely would you be to ask your community for help with medical costs, if you needed it?

%	Education Level			
	HS graduate	Some college	College graduate	Postgraduate
[Completely + Very likely]	34	⇓ 25	35	37
Completely likely	16	⇓ 8	16	17
Very likely	18	17	19	20
Somewhat likely	28	22	18	23
Hardly likely	17	21	27	20
Not at all likely	21	⇑ 32	20	20
[Hardly + Not at all likely]	⇓ 38	⇑ 53	47	40
Base (N=1,244)	n=367	n=388	n=301	n=158

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Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Education Level			
	HS graduate	Some college	College graduate	Postgraduate
Knowing the need was truly urgent and unavoidable	41	⇓ 31	45	⇑ 49
Knowing I could ″pay it forward″ later	36	31	36	27
Knowing I could repay	30	28	36	38
Knowing my community had helped others in similar situations before	28	31	36	34
Knowing my request would be kept private from certain people	26	⇓ 20	31	29
Having a platform or service handle the outreach on my behalf	24	23	28	26
Nothing — I would not ask my community for financial help under any circumstances	21	23	20	16
Other	0	0	0	0
Base (N=1,244)	n=367	n=388	n=301	n=158

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To your knowledge, are the following statements true or false?

%	Education Level			
Money raised through a medical fundraising campaign is always tax-free for the recipient.	HS graduate	Some college	College graduate	Postgraduate
I'm not sure	52	50	44	47
True	30	27	26	27
False	⇓ 18	23	29	27
Base (N=1,244)	n=367	n=388	n=301	n=158

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To your knowledge, are the following statements true or false?

%	Education Level			
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	HS graduate	Some college	College graduate	Postgraduate
I'm not sure	46	47	45	36
True	37	⇓ 32	38	⇑ 49
False	17	21	17	15
Base (N=1,244)	n=367	n=388	n=301	n=158

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To your knowledge, are the following statements true or false?

%	Education Level			
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	HS graduate	Some college	College graduate	Postgraduate
I'm not sure	51	51	44	44
True	28	26	30	31
False	21	23	26	24
Base (N=1,244)	n=367	n=388	n=301	n=158

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To your knowledge, are the following statements true or false?

%	Education Level			
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	HS graduate	Some college	College graduate	Postgraduate
I'm not sure	48	48	44	46
True	35	35	35	33
False	17	17	21	21
Base (N=1,244)	n=367	n=388	n=301	n=158

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How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Education Level			
	HS graduate	Some college	College graduate	Postgraduate
[Extremely + Very likely]	52	47	55	57
Extremely likely	22	21	25	26
Very likely	30	26	30	31
Somewhat likely	35	37	⇓ 25	31
Hardly likely	⇓ 7	12	⇑ 18	9
Not at all likely	6	4	2	3
[Hardly + Not at all likely]	13	16	20	12
Base (N=1,244)	n=367	n=388	n=301	n=158

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How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Education Level			
	HS graduate	Some college	College graduate	Postgraduate
[Extremely + Very likely]	46	44	54	45
Extremely likely	23	17	19	18
Very likely	23	27	⇑ 35	27
Somewhat likely	40	39	⇓ 29	⇑ 48
Hardly likely	10	12	10	6
Not at all likely	4	5	7	1
[Hardly + Not at all likely]	14	17	17	⇓ 7
Base (N=1,244)	n=367	n=388	n=301	n=158

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Household Income Summary

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Household Income Summary		
	< $50K	$50-$99K	$100K+
Insurance through a current or former employer or union	⇓ 12	39	⇑ 55
Medicare, for people 65 and older, or people with certain disabilities	⇑ 39	34	⇓ 17
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	⇑ 38	18	⇓ 10
Insurance purchased directly from an insurance company	8	10	⇑ 15
Insurance purchased from HealthCare.gov or a state exchange	7	8	4
Any other type of health insurance or health coverage plan	3	7	7
VA, TRICARE or other military healthcare	5	6	4
Indian Health Service	0	3	2
Base (N=1,244)	n=304	n=524	n=416

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How confident are you that your insurance would cover the following costs?

%	Household Income Summary		
[Extremely + Very confident]	< $50K	$50-$99K	$100K+
A wheelchair accessible van	34	27	29
Caregiving	39	32	34
Experimental medications or therapies	31	27	31
Home modifications for a wheelchair	29	27	34
Long-term rehabilitation	40	34	38
Medical supplies	55	47	54
Prescribed medications	75	71	73
Temporary lodging or travel for medical treatment	27	28	28

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Are you working full or part time, going to school, a stay-at-home partner, or doing something else?

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Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
Insurance through a current or former employer or union	⇑ 54	⇓ 18	43	⇓ 13
Medicare, for people 65 and older, or people with certain disabilities	⇓ 8	29	9	⇑ 81
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	19	⇑ 41	17	⇓ 9
Insurance purchased directly from an insurance company	⇑ 16	8	10	⇓ 5
Insurance purchased from HealthCare.gov or a state exchange	⇑ 8	8	⇑ 19	⇓ 2
Any other type of health insurance or health coverage plan	5	⇑ 17	6	2

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How confident do you feel that your insurance coverage or government benefits would help you to prevent a medical crisis from becoming a financial crisis for you?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
[Extremely + Very confident]	⇓ 57	56	65	⇑ 59
Extremely confident	⇑ 28	28	40	21
Very confident	29	28	25	⇑ 38
Somewhat confident	⇓ 31	30	28	32
Hardly confident	9	⇑ 14	5	6
Not at all confident	3	0	2	3
[Hardly + Not at all confident]	12	14	7	9
Base (N=1,244)	n=692	n=115	n=37	n=283

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How confident are you that your insurance would cover the following costs?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
[Extremely + Very confident]	Working full time	Working part time	Stay-at-home partner	Retired
A wheelchair accessible van	⇑ 35	28	38	22
Caregiving	⇑ 39	35	42	25
Experimental medications or therapies	⇑ 37	32	17	⇓ 13
Home modifications for a wheelchair	⇑ 34	31	43	⇓ 18
Long-term rehabilitation	⇑ 43	36	32	⇓ 26
Medical supplies	⇑ 55	⇑ 60	55	44
Prescribed medications	⇓ 71	74	65	⇑ 77
Temporary lodging or travel for medical treatment	⇑ 33	32	27	⇓ 14

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How likely would you be to ask your community for help with medical costs, if you needed it?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
[Completely + Very likely]	⇑ 42	32	21	⇓ 16
Completely likely	⇑ 17	15	4	9
Very likely	⇑ 25	17	17	⇓ 7
Somewhat likely	⇓ 23	24	14	16
Hardly likely	19	21	32	⇑ 26
Not at all likely	⇓ 16	23	33	⇑ 42
[Hardly + Not at all likely]	⇓ 35	44	⇑ 65	⇑ 68
Base (N=1,244)	n=692	n=115	n=37	n=283

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Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
Knowing the need was truly urgent and unavoidable	⇑ 41	41	23	32
Knowing I could ″pay it forward″ later	⇑ 35	⇑ 41	28	23
Knowing I could repay	⇑ 37	32	26	27
Knowing my community had helped others in similar situations before	⇑ 35	⇑ 41	42	23
Knowing my request would be kept private from certain people	⇑ 29	19	34	18
Having a platform or service handle the outreach on my behalf	⇑ 28	29	6	⇓ 16
Nothing — I would not ask my community for financial help under any circumstances	⇓ 14	13	36	⇑ 40
Other	0	0	0	⇑ 1
Base (N=1,244)	n=692	n=115	n=37	n=283

Tot Crosstab: This banner has the greatest statistically significant difference for this question.

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To your knowledge, are the following statements true or false?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Working full time	Working part time	Stay-at-home partner	Retired
I'm not sure	42	54	60	⇑ 59
True	⇑ 33	28	22	20
False	⇓ 25	18	19	21
Base (N=1,244)	n=692	n=115	n=37	n=283

Help Hope Live
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To your knowledge, are the following statements true or false?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Working full time	Working part time	Stay-at-home partner	Retired
I'm not sure	39	41	32	⇑ 56
True	⇑ 41	40	51	28
False	⇑ 20	19	17	15
Base (N=1,244)	n=692	n=115	n=37	n=283

Help Hope Live
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To your knowledge, are the following statements true or false?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Working full time	Working part time	Stay-at-home partner	Retired
I'm not sure	41	52	56	⇑ 62
True	⇑ 33	33	11	23
False	⇑ 26	15	34	15
Base (N=1,244)	n=692	n=115	n=37	n=283

Help Hope Live
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To your knowledge, are the following statements true or false?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Working full time	Working part time	Stay-at-home partner	Retired
I'm not sure	40	⇑ 53	41	⇑ 58
True	⇑ 39	30	26	31
False	⇑ 20	17	33	11
Base (N=1,244)	n=692	n=115	n=37	n=283

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If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
I would prefer help from a real person	⇓ 52	54	55	⇑ 59
I do not have a preference, both would be helpful	28	29	27	28
I would prefer help from AI	⇑ 14	6	13	⇓ 3
I would prefer not to get help in setting up a medical fundraising campaign	6	11	5	10
Base (N=1,244)	n=692	n=115	n=37	n=283

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How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
[Extremely + Very likely]	⇑ 60	⇑ 59	28	⇓ 33
Extremely likely	⇑ 27	19	21	⇓ 14
Very likely	⇑ 33	⇑ 40	7	⇓ 19
Somewhat likely	31	24	⇑ 54	⇑ 35
Hardly likely	⇓ 7	14	9	⇑ 21
Not at all likely	⇓ 2	3	9	⇑ 11
[Hardly + Not at all likely]	⇓ 9	17	18	⇑ 32
Base (N=1,244)	n=692	n=115	n=37	n=283

Top Crosstab: This banner has the greatest statistically significant difference for this question.

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How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?			
	Working full time	Working part time	Stay-at-home partner	Retired
[Extremely + Very likely]	⇑ 56	44	33	⇓ 31
Extremely likely	⇑ 25	11	7	⇓ 12
Very likely	⇑ 31	33	26	19
Somewhat likely	34	⇑ 45	49	⇑ 42
Hardly likely	⇓ 7	5	10	⇑ 21
Not at all likely	3	6	8	6
[Hardly + Not at all likely]	⇓ 10	11	18	⇑ 27
Base (N=1,244)	n=692	n=115	n=37	n=283

Top Crosstab: This banner has the greatest statistically significant difference for this question.

Help Hope Live
Trusted Medical Fundraising®



Race/Ethnicity

Help Hope Live
Trusted Medical Fundraising®

Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
Insurance through a current or former employer or union	36	⇓ 24	⇑ 54	48	32
Medicare, for people 65 and older, or people with certain disabilities	⇑ 35	⇓ 23	⇓ 12	⇓ 15	32
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	⇓ 18	⇑ 38	20	10	⇑ 57
Insurance purchased directly from an insurance company	⇓ 10	⇑ 18	14	12	15
Insurance purchased from HealthCare.gov or a state exchange	6	⇑ 12	2	3	5
Any other type of health insurance or health coverage plan	⇓ 4	5	9	12	14
VA, TRICARE or other military healthcare	5	7	3	1	2
Indian Health Service	⇓ 1	3	0	⇑ 9	3
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

How confident do you feel that your insurance coverage or government benefits would help you to prevent a medical crisis from becoming a financial crisis for you?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
[Extremely + Very confident]	⇓ 56	⇑ 71	51	46	80
Extremely confident	⇓ 25	⇑ 35	20	21	⇑ 62
Very confident	31	36	31	25	18
Somewhat confident	32	23	39	33	20
Hardly confident	9	5	10	17	0
Not at all confident	3	1	0	4	0
[Hardly + Not at all confident]	12	6	10	21	0
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Top Crosstab: This banner has the greatest statistically significant difference for this question.

Help Hope Live
Trusted Medical Fundraising®

How confident are you that your insurance would cover the following costs?

%	Race/Ethnicity				
[Extremely + Very confident]	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
A wheelchair accessible van	⇓ 24	⇑ 48	39	17	⇑ 69
Caregiving	⇓ 30	⇑ 46	47	28	⇑ 68
Experimental medications or therapies	⇓ 23	⇑ 53	33	39	48
Home modifications for a wheelchair	⇓ 26	⇑ 45	24	39	⇑ 75
Long-term rehabilitation	⇓ 30	⇑ 53	47	45	⇑ 60
Medical supplies	⇓ 50	59	50	56	⇑ 77
Prescribed medications	74	68	81	67	78
Temporary lodging or travel for medical treatment	⇓ 21	⇑ 47	33	26	⇑ 53

Help Hope Live
Trusted Medical Fundraising®

How likely would you be to ask your community for help with medical costs, if you needed it?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
[Completely + Very likely]	⇓ 23	⇑ 51	44	40	50
Completely likely	⇓ 10	⇑ 21	20	11	⇑ 30
Very likely	⇓ 13	⇑ 30	24	29	20
Somewhat likely	23	23	16	32	31
Hardly likely	⇑ 25	⇓ 14	21	14	7
Not at all likely	⇑ 29	⇓ 12	19	14	12
[Hardly + Not at all likely]	⇑ 54	⇓ 26	40	⇓ 28	⇓ 19
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
Knowing the need was truly urgent and unavoidable	38	34	43	44	39
Knowing I could "pay it forward" later	32	33	34	38	⇑ 58
Knowing I could repay	30	35	38	41	34
Knowing my community had helped others in similar situations before	31	34	33	38	43
Knowing my request would be kept private from certain people	⇓ 23	⇑ 40	18	28	39
Having a platform or service handle the outreach on my behalf	⇓ 21	⇑ 39	29	15	35
Nothing — I would not ask my community for financial help under any circumstances	⇑ 25	⇓ 8	19	12	19
Other	0	0	0	⇑ 1	0
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Race/Ethnicity				
Money raised through a medical fundraising campaign is always tax-free for the recipient.	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
I'm not sure	⇑ 53	⇓ 32	44	40	44
True	⇓ 24	⇑ 42	27	32	29
False	23	26	29	27	27
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Race/Ethnicity				
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
I'm not sure	⇑ 46	⇓ 30	49	41	40
True	36	⇑ 50	37	42	17
False	17	20	14	17	⇑ 43
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Race/Ethnicity				
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
I'm not sure	⇑ 53	⇓ 35	42	45	36
True	⇓ 25	⇑ 43	32	27	⇑ 55
False	23	22	27	27	9
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Race/Ethnicity				
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
I'm not sure	⇑ 49	⇓ 31	47	45	41
True	⇓ 33	⇑ 48	37	28	40
False	18	21	15	27	20
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
I would prefer help from a real person	55	48	53	49	41
I do not have a preference, both would be helpful	29	30	21	24	41
I would prefer help from AI	⇓ 8	⇑ 20	18	17	14
I would prefer not to get help in setting up a medical fundraising campaign	8	⇓ 2	8	10	4
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

Would you value a program through your employer that provides help for out-of-pocket costs if an employee faces a medical crisis?

%	Race/Ethnicity		
	White, non-Hispanic	Black, non-Hispanic	Asian
Yes	⇓ 90	⇑ 97	89
No	⇑ 10	⇓ 3	11
Base (n=807)	n=586	n=141	n=33

Help Hope Live
Trusted Medical Fundraising®

How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
[Extremely + Very likely]	⇓ 47	⇑ 63	57	51	61
Extremely likely	⇓ 21	⇑ 36	22	14	27
Very likely	26	27	35	37	34
Somewhat likely	36	31	22	31	25
Hardly likely	12	⇓ 4	18	13	3
Not at all likely	5	2	3	5	11
[Hardly + Not at all likely]	17	⇓ 6	21	18	14
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®

How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Another race
[Extremely + Very likely]	⇓ 43	⇑ 65	50	32	67
Extremely likely	⇓ 14	⇑ 35	31	11	25
Very likely	29	30	19	21	42
Somewhat likely	39	30	36	47	22
Hardly likely	⇑ 13	⇓ 3	10	11	4
Not at all likely	5	2	4	10	7
[Hardly + Not at all likely]	⇑ 18	⇓ 5	14	21	11
Base (N=1,244)	n=962	n=172	n=33	n=46	n=31

Help Hope Live
Trusted Medical Fundraising®



Are you or anyone else in your household living with a disability or a chronic illness?

Help Hope Live

Trusted Medical Fundraising®

Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Are you or anyone else in your household living with a disability or a chronic illness?	
	Yes	No
Insurance through a current or former employer or union	⇓ 30	⇑ 41
Medicare, for people 65 and older, or people with certain disabilities	⇑ 36	⇓ 25
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	⇑ 26	⇓ 19
Insurance purchased directly from an insurance company	12	11
Insurance purchased from HealthCare.gov or a state exchange	7	6
Any other type of health insurance or health coverage plan	5	6
VA, TRICARE or other military healthcare	6	4
Indian Health Service	1	2
Base (N=1,244)	n=442	n=802

Help Hope Live
Trusted Medical Fundraising®

Which of the following, if any, would make you more comfortable asking your community for financial help during a medical crisis?

%	Are you or anyone else in your household living with a disability or a chronic illness?	
	Yes	No
Knowing the need was truly urgent and unavoidable	41	38
Knowing I could ″pay it forward″ later	34	33
Knowing I could repay	35	32
Knowing my community had helped others in similar situations before	⇑ 41	⇓ 28
Knowing my request would be kept private from certain people	28	24
Having a platform or service handle the outreach on my behalf	⇑ 32	⇓ 21
Nothing — I would not ask my community for financial help under any circumstances	⇓ 16	⇑ 23
Other	0	0
Base (N=1,244)	n=442	n=802

Help Hope Live
Trusted Medical Fundraising®

How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Are you or anyone else in your household living with a disability or a chronic illness?	
	Yes	No
[Extremely + Very likely]	⇑ 59	⇓ 47
Extremely likely	⇑ 28	⇓ 20
Very likely	31	27
Somewhat likely	⇓ 27	⇑ 36
Hardly likely	11	12
Not at all likely	3	5
[Hardly + Not at all likely]	14	17
Base (N=1,244)	n=442	n=802

Help Hope Live
Trusted Medical Fundraising®



Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?

Help Hope Live
Trusted Medical Fundraising®

Are you currently covered by any of the following types of health insurance or health coverage plans?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
	Yes	No
Insurance through a current or former employer or union	30	29
Medicare, for people 65 and older, or people with certain disabilities	⇑ 30	⇑ 44
Medicaid, Medical Assistance, or any kind of…sistance plan for those with low incomes or a disability	29	25
Insurance purchased directly from an insurance company	⇑ 18	⇓ 5
Insurance purchased from HealthCare.gov or a state exchange	⇑ 10	⇓ 2
Any other type of health insurance or health coverage plan	3	6
VA, TRICARE or other military healthcare	4	11
Indian Health Service	1	0
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

How confident are you that your insurance would cover the following costs?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
[Extremely + Very confident]	Yes	No
A wheelchair accessible van	32	25
Caregiving	37	36
Experimental medications or therapies	⇑ 37	⇓ 19
Home modifications for a wheelchair	35	29
Long-term rehabilitation	39	33
Medical supplies	55	57
Prescribed medications	74	83
Temporary lodging or travel for medical treatment	⇑ 36	⇓ 20

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Yes	No
I'm not sure	48	54
True	26	24
False	26	22
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Yes	No
I'm not sure	38	47
True	42	31
False	20	23
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Yes	No
I'm not sure	⇓ 42	⇑ 61
True	33	23
False	25	16
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Yes	No
I'm not sure	39	50
True	⇑ 41	⇓ 27
False	20	22
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
	Yes	No
I would prefer help from a real person	53	57
I do not have a preference, both would be helpful	26	29
I would prefer help from AI	⇑ 17	⇓ 6
I would prefer not to get help in setting up a medical fundraising campaign	4	8
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
	Yes	No
[Extremely + Very likely]	⇑ 64	⇓ 50
Extremely likely	⇑ 33	⇓ 19
Very likely	31	31
Somewhat likely	24	33
Hardly likely	8	14
Not at all likely	4	3
[Hardly + Not at all likely]	12	17
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®

How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	Does your household have ongoing expenses related to this disability or chronic illness that aren't covered by your health insurance?	
	Yes	No
[Extremely + Very likely]	⇑ 60	⇓ 33
Extremely likely	⇑ 30	⇓ 10
Very likely	30	23
Somewhat likely	⇓ 32	⇑ 46
Hardly likely	6	14
Not at all likely	2	7
[Hardly + Not at all likely]	⇓ 8	⇑ 21
Base (n=399)	n=242	n=157

Help Hope Live
Trusted Medical Fundraising®



How would you characterize the area you live in?

Help Hope Live
Trusted Medical Fundraising®

How confident do you feel that your insurance coverage or government benefits would help you to prevent a medical crisis from becoming a financial crisis for you?

%	How would you characterize the area you live in?		
	Rural	Suburban	Urban
[Extremely + Very confident]	57	⇓ 53	⇑ 66
Extremely confident	28	⇓ 21	⇑ 36
Very confident	29	32	30
Somewhat confident	34	34	⇓ 25
Hardly confident	6	10	8
Not at all confident	3	3	1
[Hardly + Not at all confident]	9	13	9
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

How confident are you that your insurance would cover the following costs?

%	How would you characterize the area you live in?		
[Extremely + Very confident]	Rural	Suburban	Urban
A wheelchair accessible van	26	⇓ 24	⇑ 44
Caregiving	32	⇓ 29	⇑ 49
Experimental medications or therapies	⇓ 23	27	⇑ 42
Home modifications for a wheelchair	27	27	⇑ 40
Long-term rehabilitation	37	⇓ 32	⇑ 49
Medical supplies	51	⇓ 47	⇑ 64
Prescribed medications	74	71	77
Temporary lodging or travel for medical treatment	25	⇓ 23	⇑ 38

Help Hope Live
Trusted Medical Fundraising®

How likely would you be to ask your community for help with medical costs, if you needed it?

%	How would you characterize the area you live in?		
	Rural	Suburban	Urban
[Completely + Very likely]	32	⇓ 26	⇑ 39
Completely likely	14	⇓ 10	⇑ 19
Very likely	18	16	20
Somewhat likely	18	25	24
Hardly likely	23	23	19
Not at all likely	27	26	⇓ 18
[Hardly + Not at all likely]	50	49	⇓ 37
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	How would you characterize the area you live in?		
Money raised through a medical fundraising campaign is always tax-free for the recipient.	Rural	Suburban	Urban
I'm not sure	52	51	⇓ 39
True	28	25	32
False	19	25	29
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	How would you characterize the area you live in?		
Money raised through a medical fundraising campaign could affect eligibility for government benefits like Medicaid or Supplemental Security Income.	Rural	Suburban	Urban
I'm not sure	48	47	⇓ 35
True	34	35	⇑ 48
False	17	19	18
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	How would you characterize the area you live in?		
If funds raised are spent exclusively on medical costs, there is no risk of tax liability.	Rural	Suburban	Urban
I′m not sure	53	50	⇓ 40
True	27	29	31
False	20	21	⇑ 29
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

To your knowledge, are the following statements true or false?

%	How would you characterize the area you live in?		
If funds raised are spent exclusively on medical costs, there is no risk of loss of benefits.	Rural	Suburban	Urban
I'm not sure	52	48	⇓ 36
True	31	35	39
False	17	17	⇑ 25
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

If you were setting up a medical fundraising campaign, would you rather have help from AI, a real person, or both?

%	How would you characterize the area you live in?		
	Rural	Suburban	Urban
I would prefer help from a real person	55	56	⇓ 45
I do not have a preference, both would be helpful	30	28	25
I would prefer help from AI	10	⇓ 8	⇑ 21
I would prefer not to get help in setting up a medical fundraising campaign	5	8	9
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

How likely do you think that, in the future, patients in the United States will need to rely on their community to help pay healthcare costs?

%	How would you characterize the area you live in?		
	Rural	Suburban	Urban
[Extremely + Very likely]	49	⇓ 46	⇑ 62
Extremely likely	20	20	⇑ 30
Very likely	29	26	32
Somewhat likely	36	36	⇓ 26
Hardly likely	9	⇑ 14	8
Not at all likely	6	4	4
[Hardly + Not at all likely]	15	18	12
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
Trusted Medical Fundraising®

How likely are you to get involved and help if someone in your community experienced a medical crisis?

%	How would you characterize the area you live in?		
	Rural	Suburban	Urban
[Extremely + Very likely]	45	43	⇑ 54
Extremely likely	16	17	⇑ 25
Very likely	29	26	29
Somewhat likely	41	40	32
Hardly likely	10	11	10
Not at all likely	4	6	4
[Hardly + Not at all likely]	14	17	14
Base (n=1,238)	n=288	n=628	n=322

Help Hope Live
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