Researchscape

HHL Healthcare Industry Flash Poll 2026 Weighted Report

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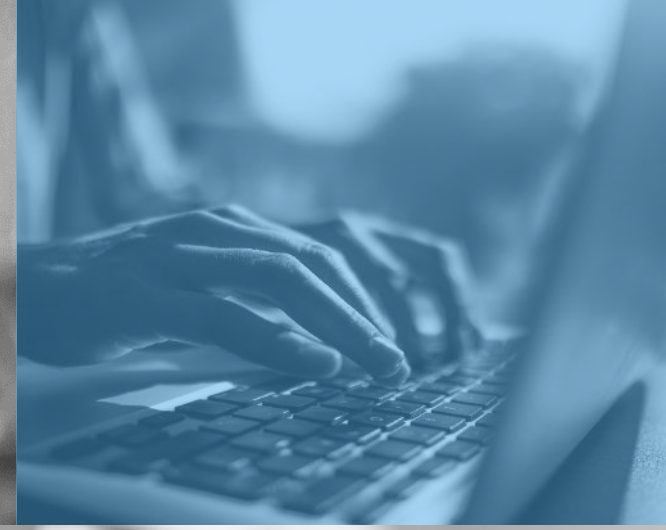



May 18, 2026



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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