

Memorandum

To: Interested Parties
From: Tony Fabrizio and Bob Ward
Date: May 19, 2026
Re: Alzheimer's access can give Republicans a solid health care win in midterms

Fabrizio Ward surveyed 1,000 voters nationally, along with 500 voters in the key states of Florida, North Carolina, Ohio, and Pennsylvania, on the topic of Medicare and insurance coverage of Alzheimer's tests and treatments.

Bottom Line: With the midterms fast approaching, Alzheimer's access can give Republicans a solid health care win: an overwhelmingly popular issue that motivates the base and appeals strongly to swing voters. Voters are deeply concerned that insurers and Medicare restrictions are blocking patients from FDA-cleared tests and FDA-approved treatments their doctors recommend — and they largely blame insurer profit motives. That concern translates into near-unanimous support for the ASAP Act. Highlighting Alzheimer's care as a national priority gives candidates a powerful way to show they are fighting for seniors and families.

Widespread voter concern about patients not receiving Alzheimer's tests and treatments due to coverage restrictions

Nearly 9-in-10 voters say they are concerned that some Alzheimer's patients are unable to get FDA-cleared diagnostic tests and FDA-approved treatments their doctors recommend because private insurance plans and Medicare delay or deny coverage. The same very sizable share (89%) say they are concerned that some doctors choose not to prescribe Alzheimer's tests or treatments because they know insurance will not cover them and patients cannot afford to pay out of pocket. This concern is high nationally, in each of the key states, and across the partisan divide. (Charts 1 & 2)

Voters want to make fighting Alzheimer's disease a national priority

Nationally, 87% say it is important to make fighting Alzheimer's disease a national priority, including 50% who say this is *very* important. The importance of fighting Alzheimer's is not a partisan issue, with well over 80% from each political group saying it's an important national priority. (Chart 3)

There is nearly unanimous backing for ASAP Act, with a candidate in support benefiting significantly with voters

The Alzheimer's Screening and Prevention Act, which would allow Medicare to cover future FDA-cleared blood tests that screen for Alzheimer's enabling treatments to be given early when they are most effective, is supported by an overwhelming 92% - 4% margin with 72% of voters nationally *strongly* in support. This legislation is also popular in all four key states. (Chart 4)

Following from the intense backing of the ASAP Act, a candidate who prioritizes better access to early Alzheimer's detection, diagnosis, and treatment through Medicare and private health insurance would be more likely to earn the vote of a voter by a 79% - 7% (+72) margin. Among

Swing voters, those who do not vote straight party ticket and switch sides from election to election, they would be more likely to vote for this candidate, 76% - 9% (+67). (Chart 5)

Insurance denials are driven by profit motives

More than eight-in-ten Trump voters and nine-in-ten Swing voters agree that health insurance companies are making coverage decisions to improve their profits, not help families get more quality time with their loved ones. (Chart 7)

Voters see many positives from expanding coverage, like giving patients & families more time together, the U.S. remaining a global leader in health, and saving taxpayers billions.

There is also very high agreement that Alzheimer's patients should have the same opportunity as cancer patients under expanded Medicare coverage, and doctors, not insurance companies or Medicare, should decide what is best for patients. Additionally, there is a great deal of skepticism among voters on the coverage decisions of health insurers prioritizing profits over helping families get quality time with loved ones. (Chart 7)

- Medicare has already taken steps to cover new classes of medicines, like cell therapies for cancer, to ensure that a diverse range of people have greater access to these promising treatments. Alzheimer's patients should have the same opportunity. (92% agree/69% strongly agree)
- As science advances new ways to detect, diagnose, and treat diseases like Alzheimer's, insurance coverage rules need to keep pace so patients can benefit, and the U.S. can remain a global leader in health. (90/66)
- Treatments that slow disease progression can give patients and families more time together, extend independence and relationships, and reduce the cost of long-term care. (89/71)
- Doctors, not insurance companies or Medicare, should decide which Alzheimer's tests and treatments are best for patients, and access to them is key to supporting healthy aging. (89/68)
- Early diagnosis and treatment of Alzheimer's disease will not only benefit the millions who develop the disease, but it will save insurers and taxpayers billions of dollars in the long run. (87/61)

Methodology

On behalf of the Market Institute, Fabrizio Ward conducted a survey April 19-23, 2026 of 1,000 registered voters nationally and 500 registered voters in each of Florida, North Carolina, Ohio, and Pennsylvania. Quotas were set by age, gender, partisan affiliation/registration, education, and race/ethnicity. In each survey, data was weighted by region, age, gender, recalled 2024 vote, education, and race/ethnicity. In Florida, North Carolina, and Pennsylvania, data was also weighted by party registration. Margin of sampling error for n1,000 is ±3.1% at the 95% confidence level; for n500 it is ±4.4%. The interviews were conducted via cell phones (40%), landlines (15%), and SMS-to-Web (45%) to voters sampled from the voter file.

Key Demographics

Party Affiliation/Registration

	RV	FL	NC	OH	PA
Republican	35	38	32	36	39
Independent	26	26	32	31	14
Democrat	34	31	30	27	41
Other/Ref	4	5	6	6	6

2024 Vote

	RV	FL	NC	OH	PA
Trump	42	48	42	48	44
Harris	40	38	40	39	43
Other	3	2	5	2	2
Did not vote	10	10	10	6	7
Refused	4	2	3	5	4

Race/Ethnicity

	RV	FL	NC	OH	PA
White	67	61	69	79	80
Latino/Hispanic	12	20	4	3	5
Black	12	13	20	13	11
Asian American	4	2	2	1	2
Native Amer.	2	1	3	2	*
Other	2	2	1	2	1
Refused	2	1	2	1	1

Age

	RV	FL	NC	OH	PA
18 - 34	26	23	25	26	25
35 - 44	15	16	15	16	17
45 - 54	15	14	15	14	14
55 - 64	16	17	17	16	16
65 - 74	12	14	14	14	16
75 and above	14	16	12	12	11
Refused	3	1	2	2	1

Education

	RV	FL	NC	OH	PA
HS or Less	21	19	20	23	28
Some College	41	40	40	38	33
4-Year College	23	24	24	23	23
Post Grad	15	16	16	15	15
Refused	*	1	*	1	*

Gender

	RV	FL	NC	OH	PA
Male	48	45	46	49	48
Female	51	54	54	51	52
Other	*	1	*	1	*

Chart 1

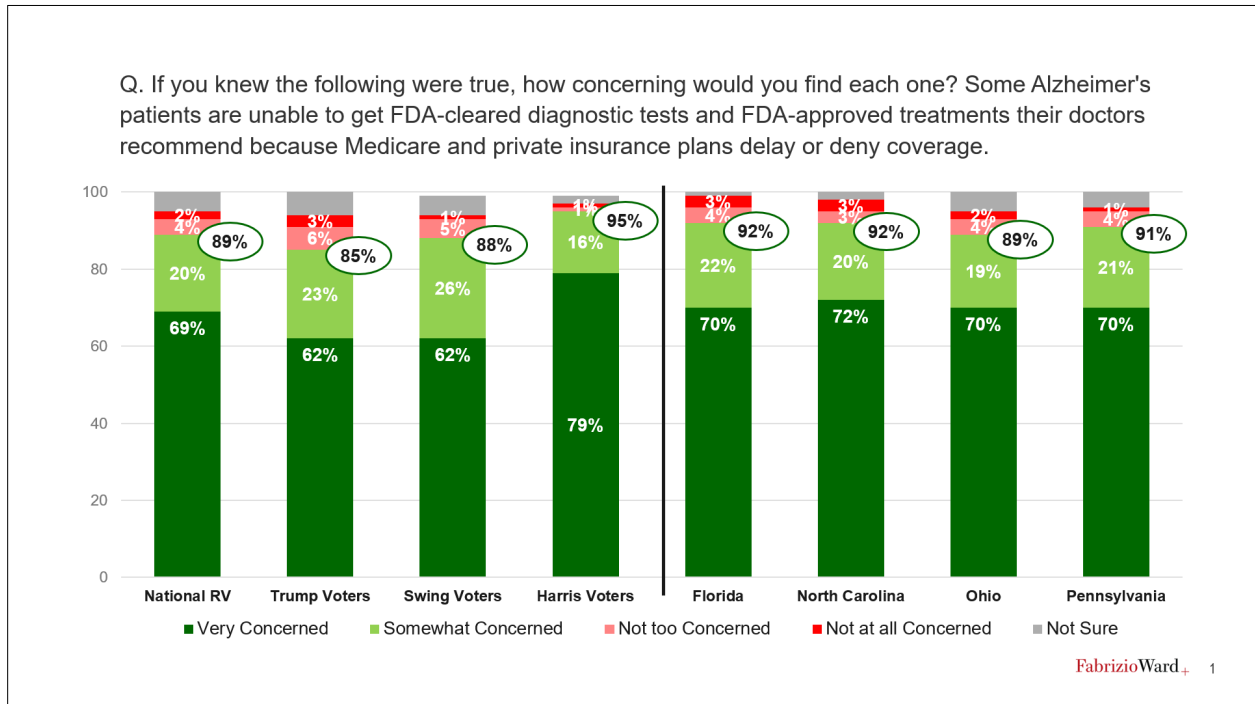


Chart 2

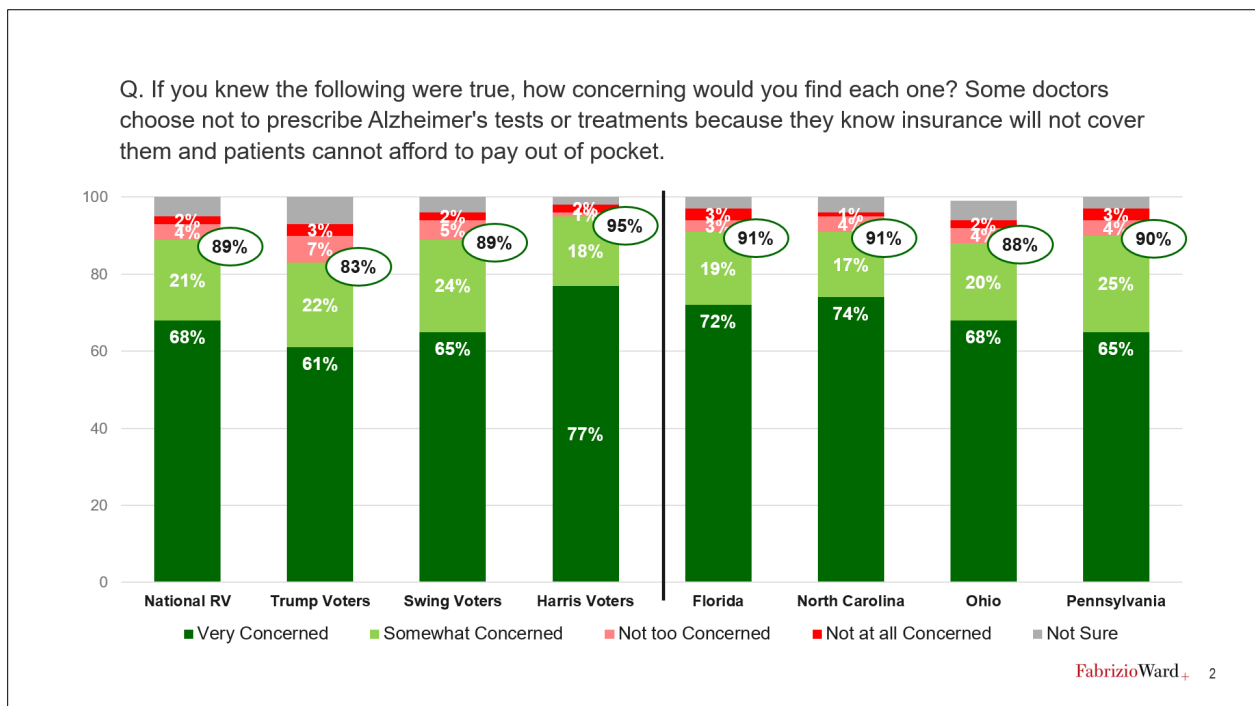


Chart 3

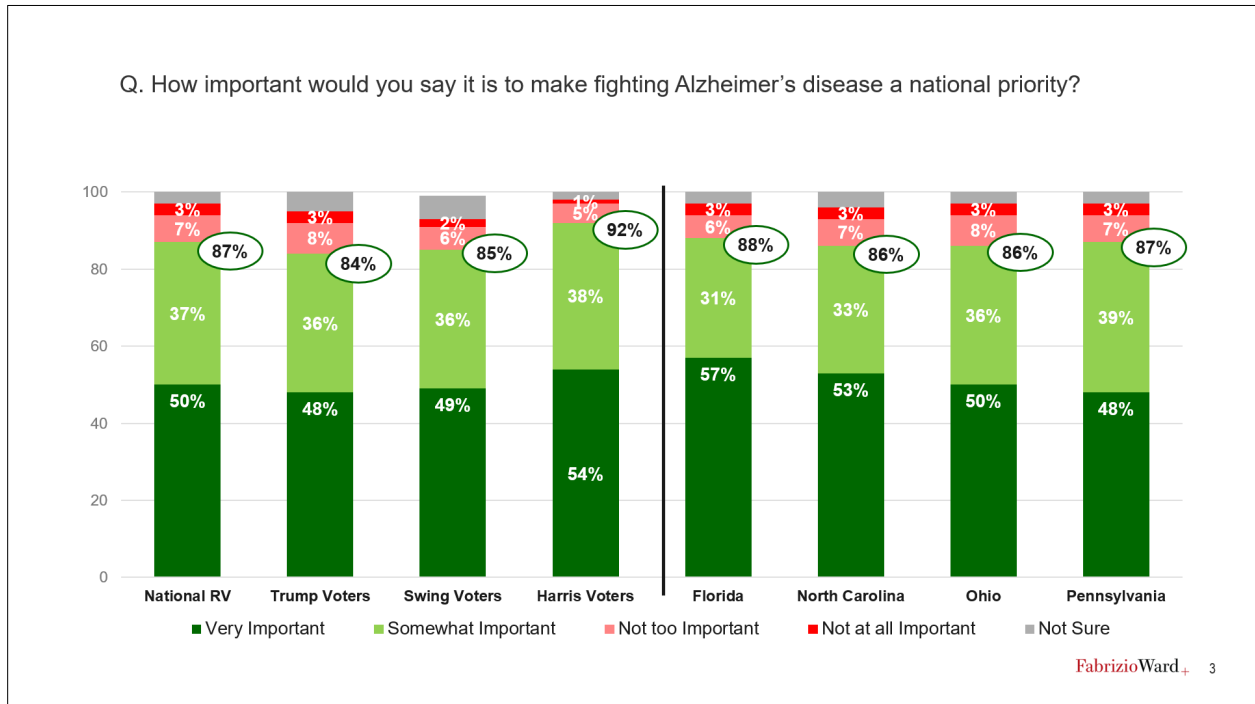


Chart 4

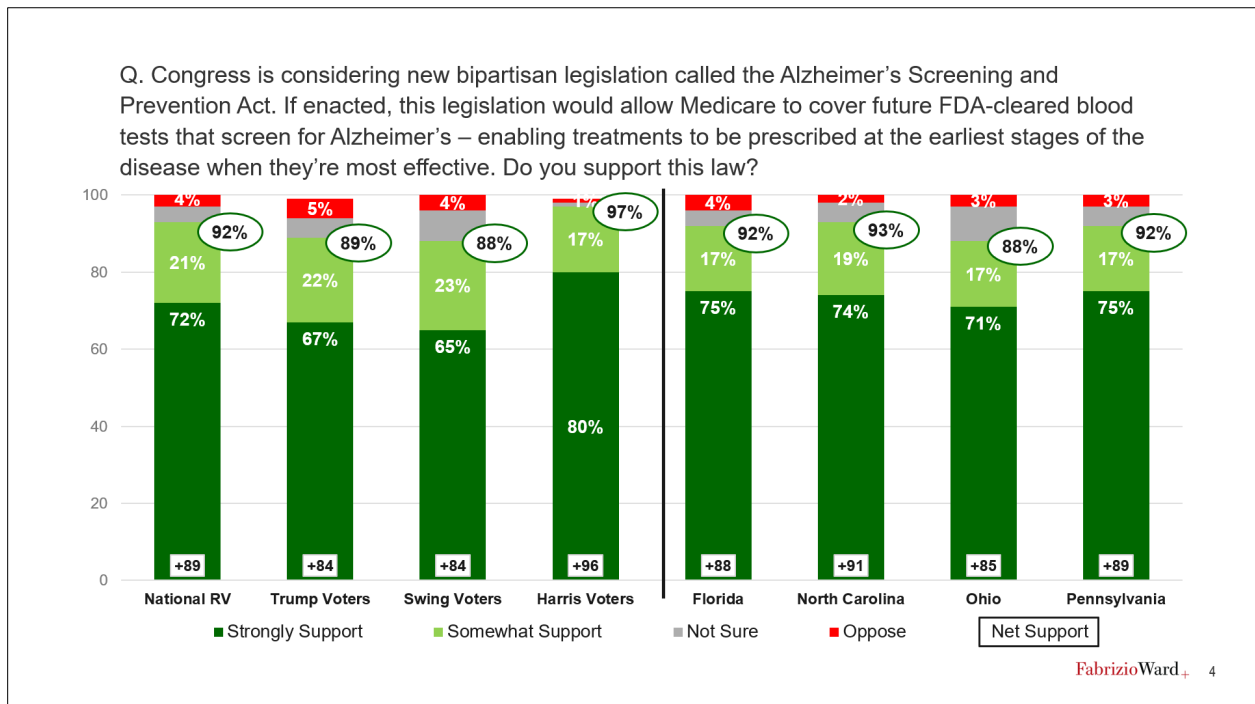


Chart 5

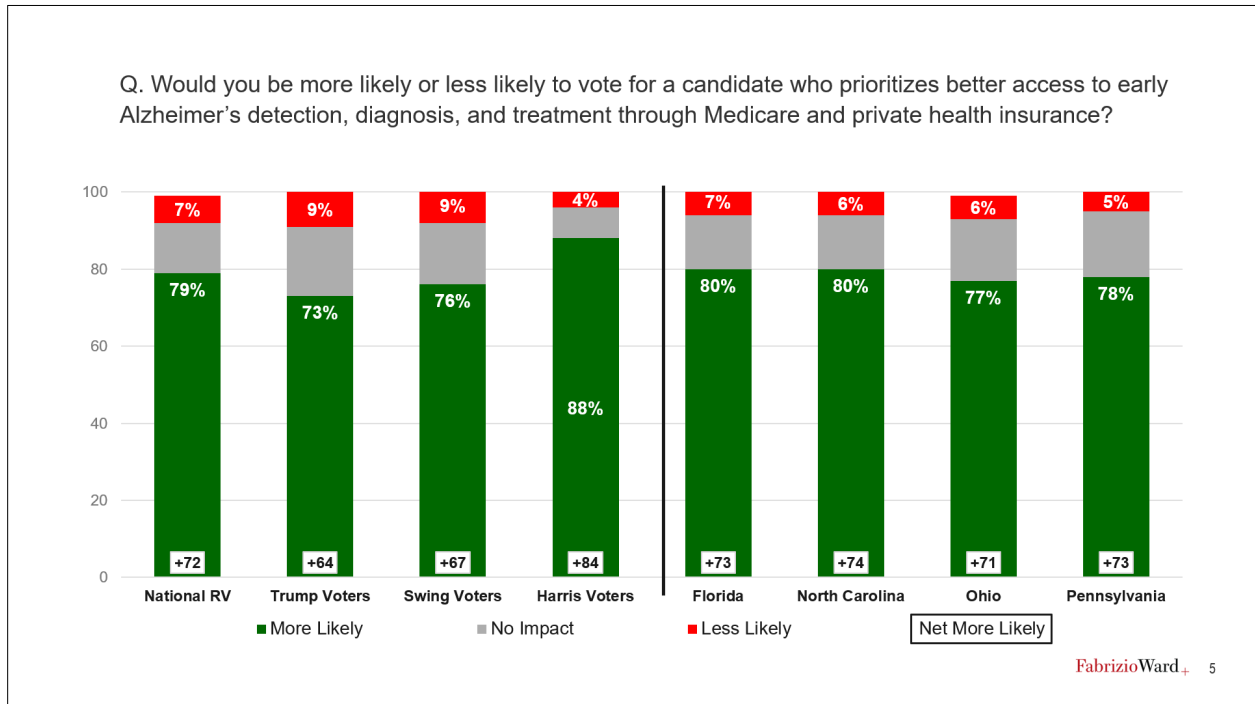


Chart 6

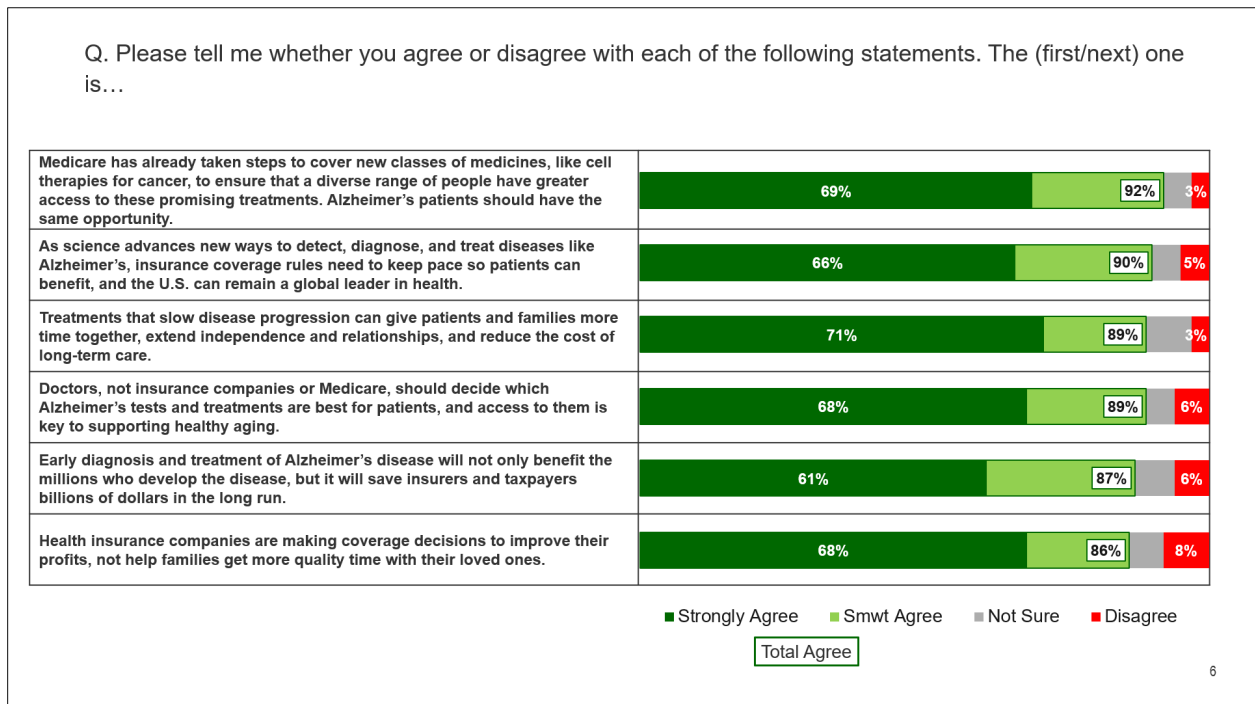


Chart 7

Q. Please tell me whether you agree or disagree with each of the following statements. The (first/next) one is...

% Agree – Overall, Key Groups, and States	National RV	Trump Voters	Swing Voters	Harris Voters	Florida	North Carolina	Ohio	Pennsylvania
Medicare has already taken steps to cover new classes of medicines, like cell therapies for cancer, to ensure that a diverse range of people have greater access to these promising treatments. Alzheimer’s patients should have the same opportunity.	92%	91%	89%	94%	91%	92%	89%	93%
As science advances new ways to detect, diagnose, and treat diseases like Alzheimer’s, insurance coverage rules need to keep pace so patients can benefit, and the U.S. can remain a global leader in health.	90%	88%	83%	93%	91%	90%	88%	94%
Treatments that slow disease progression can give patients and families more time together, extend independence and relationships, and reduce the cost of long-term care.	89%	85%	85%	95%	91%	91%	92%	90%
Doctors, not insurance companies or Medicare, should decide which Alzheimer’s tests and treatments are best for patients, and access to them is key to supporting healthy aging.	89%	85%	89%	92%	89%	90%	88%	94%
Early diagnosis and treatment of Alzheimer’s disease will not only benefit the millions who develop the disease, but it will save insurers and taxpayers billions of dollars in the long run.	87%	82%	85%	94%	88%	87%	87%	90%
Health insurance companies are making coverage decisions to improve their profits, not help families get more quality time with their loved ones.	86%	82%	87%	90%	85%	85%	84%	86%