



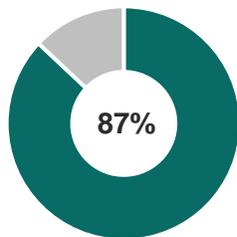
NATIONAL GRANGE
OF THE ORDER OF PATRONS OF HUSBANDRY

TO: National Grange
FR: Morning Consult
DT: July 2022
RE: Results for 2022 Poll Among Rural Voters

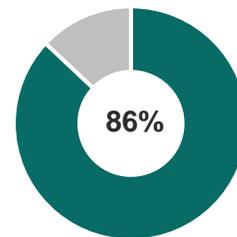
Morning Consult ran a poll among 1,004 rural voters*, on behalf of National Grange focusing on barriers to care and participation in mental health care. Mental health care is an issue for rural voters and the survey identifies several unique obstacles to mental health care, including cost, accessibility, and awareness of help or treatment. The survey also finds that rural voters feel their health care concerns are not being addressed by Congress and that their health care priorities focus on lowering out-of-pocket costs and the overall cost of coverage. The survey also finds that rural voters support solutions to address barriers to health care such as increasing transparency, making sure vulnerable communities have access to health care and can afford it, requiring rebates to patients at the pharmacy counter, and capping the cost-sharing that patients must pay out-of-pocket. Finally, rural voters support community programs to raise awareness for community-based mental health programs.

RURAL VOTERS’ HEALTH CARE PRIORITIES FOCUS ON OUT-OF-POCKET COSTS AND REDUCING THE OVERALL COST OF CARE

- Four-in-five (82%) rural voters indicate that they will vote in the November 2022 midterm elections – this includes 68% who indicate they will *definitely* vote.
- Among the issues tested, half (49%) of rural voters indicate that *inflation / the rising cost of goods* is their most important issue impacting their vote this November. The *economy / jobs* (15%) is the second most important issue for rural voters come the midterm elections this November.
- Among the health care issues tested, *out-of-pocket costs such as deductibles, copays, and coinsurance* is the most important health care issue for rural voters (34%).
- Rural voters express a disconnect between their health care priorities and their elected officials:



Nine-in-ten (87%) rural voters agree that *elected officials have lost touch with what the public needs from their health care* – this includes 62% who strongly agree.



Nearly nine-in-ten (86%) rural voters agree that *lowering out-of-pocket costs for health care should be a top priority for policymakers* – this includes 54% who strongly agree.

- Rural voters recognize the impact the COVID-19 pandemic has had on their health care needs:
 - Three-in-four (77%) rural voters agree that *the pandemic has heightened the need for affordable and accessible mental health care and treatment.*
 - Three-in-four (76%) rural voters agree that *the pandemic taught [them] that [they] need to protect access to medicines and treatments now more than ever before.*
 - Two-in-three (66%) rural voters agree that *the pandemic has made [them] more aware of vulnerable populations in the community, like the uninsured, underinsured, and those with limited access to care.*
 - Half (53%) of rural voters agree that *the pandemic has made me more worried about my family’s access to health care.*

*Rural voters are defined as self identified voters, live in a self-identified rural community, and have a town population <25K

RURAL VOTERS SUPPORT SOLUTIONS THAT ADDRESS BARRIERS TO CARE

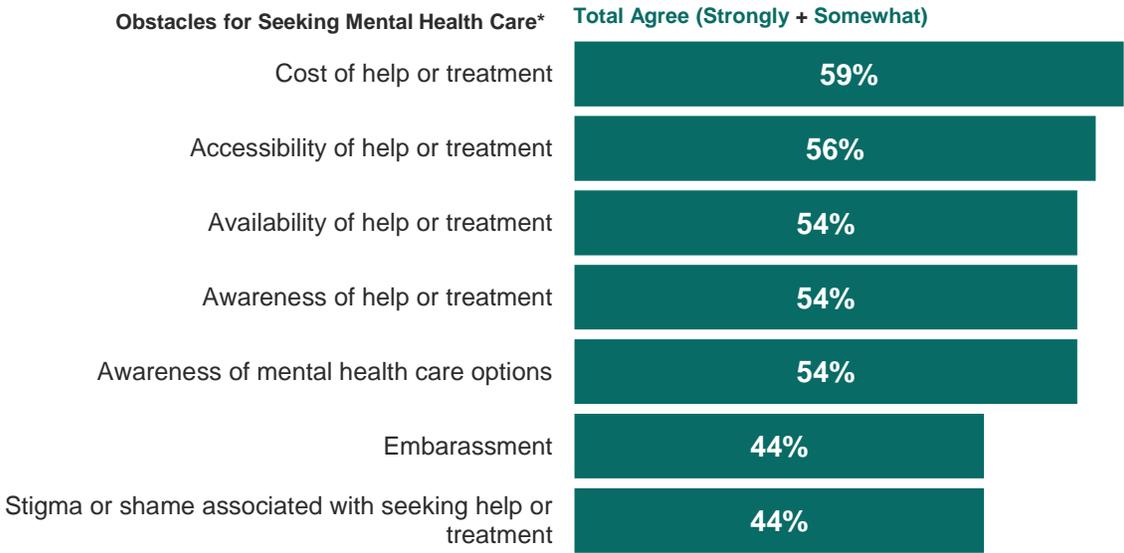
- When looking at barriers to health care, half (51%) of rural voters indicate they often / sometimes experience *surprise at the out-of-pocket costs they are expected to pay even though they have insurance*.
 - Nearly half (45%) of rural voters indicate they often / sometimes *experience health insurance not covering a treatment or test*.
 - Two-in-five (40%) rural voters indicate they often / sometimes *experience difficulty affording the deductible set by [their] insurance company*.
- When asked why they have avoided going to the doctor, one-in-three (36%) rural voters indicate they have avoided going to the doctor because of *costs*. Among other reasons tested, rural voters indicate they avoid going to the doctor due to proximity to the doctor’s office (15%), lack of trust in doctors (14%), and fear of diagnosis (14%).
 - Younger rural voters are disproportionately affected by costs when indicating reasons why they have avoided going to the doctor: 47% of younger rural voters (age 18-34) indicate they have avoided going to the doctor because of costs, compared to only 18% of older rural voters (age 65+).
- When asked about health care experiences in the past year, two-in-five (43%) rural voters indicate that a *doctor or pharmacist has told them they must get approval from their health plan provider to be able to get a service or fill a prescription covered by their health plan, often called prior authorization*.
 - Rural voters with chronic conditions disproportionately experience this: 51% of rural voters with a chronic condition indicate that they have experienced a doctor or pharmacist requiring prior authorization.
- Other health care barriers among rural voters include:
 - *A medicine recommended or prescribed by my doctor was not covered by my health insurance (36%)*
 - *My health insurance didn’t cover the medicine that my doctor originally prescribed so my doctor had to prescribe a different medicine than what they believed would be most effective (30%)*.
- Rural voters support solutions that address barriers to care such as increasing transparency for health insurance companies, making sure vulnerable communities have access to health care and can afford it, requiring PBMs to pass on rebates to patients at the pharmacy counter, and capping the cost-sharing that patients must pay out-of-pocket.

Total Support for Solutions to Address Barriers to Care	
Solutions*	Rural Voters
Require health insurance companies to be more transparent about what medicines are covered and what patients will pay out-of-pocket for prescription medicines.	86%
Make sure lower income families, communities of color, and patients with chronic conditions not only have access to health care, but they can also afford to use it.	85%
Require health insurers and PBMs to pass the rebates or discounts they receive from drug companies on medicines to patients at the pharmacy counter.	82%
Cap the cost sharing, such as deductibles and coinsurance that patients must pay out-of-pocket to get their medicines	81%

*Not all solutions or obstacles tested are shown

RURAL VOTERS SUPPORT IMPROVING COMMUNITY BASED MENTAL HEALTH PROGRAMS

- Three-in-five (59%) rural voters say themselves or a family member has sought care from a mental health professional – including one-in-three (35%) who say that they have personally sought care from a mental health health professional.
- Three-in-five (59%) rural voters agree that *cost of help or treatment* is an obstacle for seeking mental health care.
- Over half (56%) of rural voters agree *accessibility of help or treatment* is an obstacle for seeking mental health care.



- Four-in-five (83%) rural voters support community programs to raise awareness for community-based mental health programs. There is support across age groups for these community programs:
 - Rural voters age 18-34: 78% support
 - Rural voters age 35-44: 82% support
 - Rural voters age 45-64: 84% support
 - Rural voters age 65+: 88% support
- When thinking about solutions to improve access to help or treatment for mental health care conditions:
 - Over four-in-five (85%) rural voters support *increasing high-speed internet for rural communities across the country.*
 - Over four-in-five (84%) rural voters support *providing educational programs and materials for rural youth and residents to access resources and services available that address rural mental health challenges.*

Methodology: This poll was conducted between June 24-June 26, 2022 among a sample of 1,004 Rural Registered Voters. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points.

*Not all solutions or obstacles tested are shown