



Topline Report

Summer 2024 Polling

**CareQuest Institute for Oral Health /
Oral Health Progress and Equity Network (OPEN)**

July 17, 2024

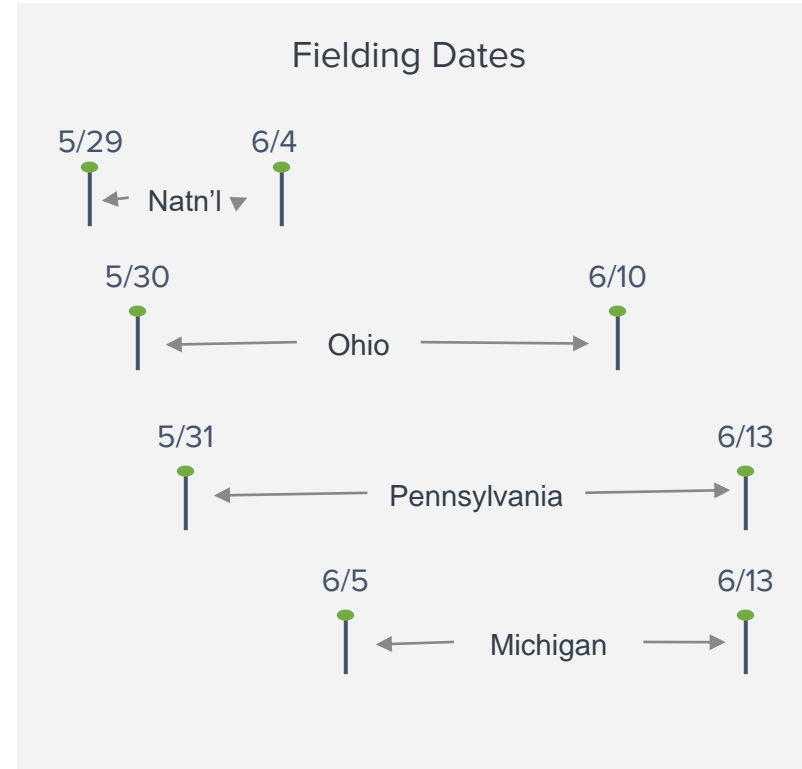
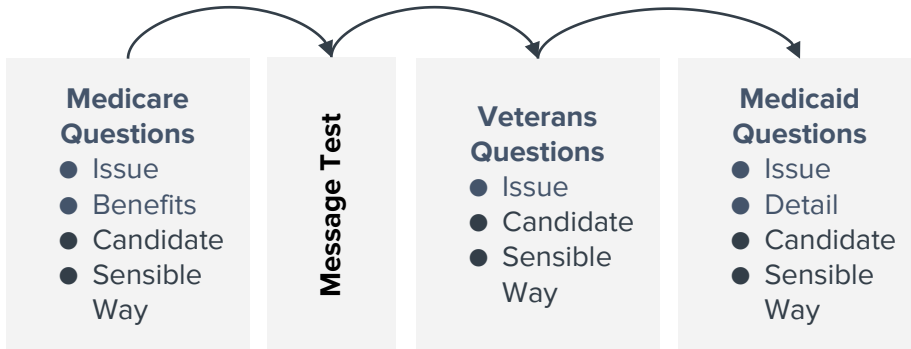


CareQuest Institute / OPEN June Poll Methodology

Four Online Surveys of Registered Voters

- **National:** 8-minute online survey (n=1,000) of registered voters in the U.S. on the YouGov panel.
- **State surveys:** Three 12-minute online surveys of registered voters on the Centiment panel in Michigan (n=765), Ohio (n=761), and Pennsylvania (n=760).
- Study designed and fielded by [Marketing for Change Co.](#)

Flow



Representativeness of Data

National Sample

n=1,000 registered voters

AGE	Sample %	Census %
18-24	5.30%	11.98%
25 - 34	14.20%	17.33%
35 - 44	16.00%	16.88%
45 - 54	12.90%	15.51%
55 - 64	23.70%	16.14%
65+	27.90%	22.16%

GENDER*	Sample %	Census %
Male	46.20%	49.58%
Female	53.80%	50.42%

(*) - CareQuest / OPEN polling allowed for choices other than male and female.

INCOME	Sample	Census
< \$10,000	4%	2%
\$10,000-\$49,999	32%	40%
\$50,000-\$99,999	36%	37%
\$100,000 +	28%	22%

RACE/ETH.	Sample %	Census %
White	74.50%	60.40%
Black	12.00%	12.83%
Hispanic	6.10%	16.88%
Asian	2.40%	4.63%
Native American	0.80%	0.71%
Two or more races	2.80%	4.05%
Other	1.30%	0.50%
Middle Eastern	0.10%	0.00%

EDUC	Sample %	Census %
Less than high school	1.90%	10.70%
High school graduate	27.40%	27.64%
Some College (incl. AA)	29.10%	29.77%
Bachelor's degree +	41.60%	31.90%

All cells compare polls' registered voter samples to 2022 American Community Survey from Census

State Sample Caveats

Samples of registered voters compared to census



n=761



n=765



n=760

All three state samples

- Hispanic underrepresented
- Less than HS education underrepresented
- Income under \$25,000 overrepresented

Michigan and Ohio only

- Skews older

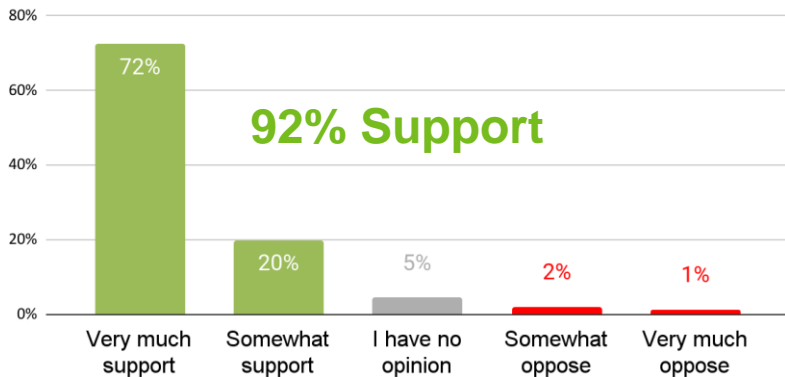


Medicare Dental

Overwhelming support for a Medicare dental benefit

National

Do you support or oppose including a dental benefit in Medicare?



Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024



Very much support	76%
Somewhat support	15%
I have no opinion	7%
Somewhat oppose	1%
Very much oppose	0%

91% support

CareQuest Institute / OPEN Michigan Poll (n=765) June 2024



Very much support	75%
Somewhat support	17%
I have no opinion	6%
Somewhat oppose	1%
Very much oppose	1%

92% support

CareQuest Institute / OPEN Ohio Poll (n=761) June 2024



Very much support	78%
Somewhat support	15%
I have no opinion	6%
Somewhat oppose	0%
Very much oppose	1%

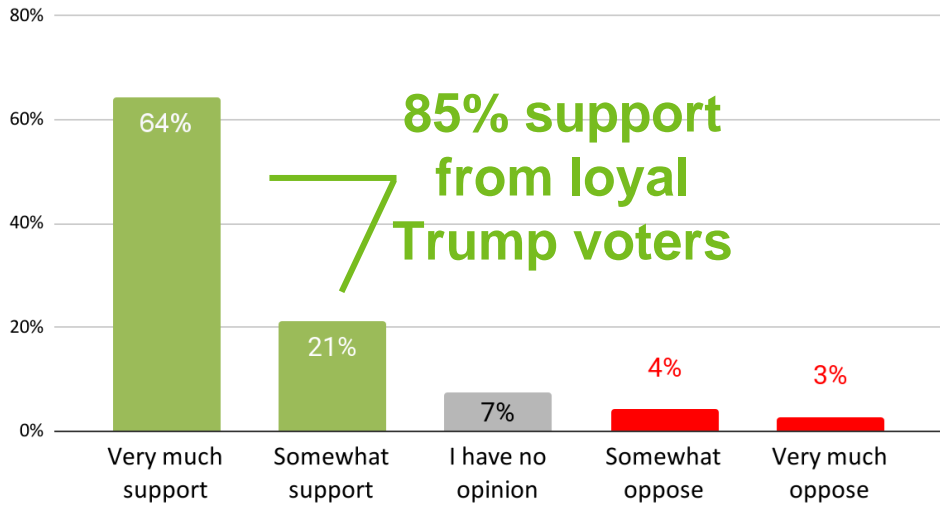
93% support

CareQuest Institute / OPEN Pennsylvania Poll (n=760) June 2024

Highly popular with voters loyal to Trump

National

Level of support among two-time Trump voters (2016 and 2020)



Source: CareQuest Institute / OPEN poll (n=1,000) June 2024. N=337 two-time Trump supporters.

Among voters who voted for Trump in 2020 and favor Trump again in 2024:



87% support Medicare dental



92% support Medicare dental

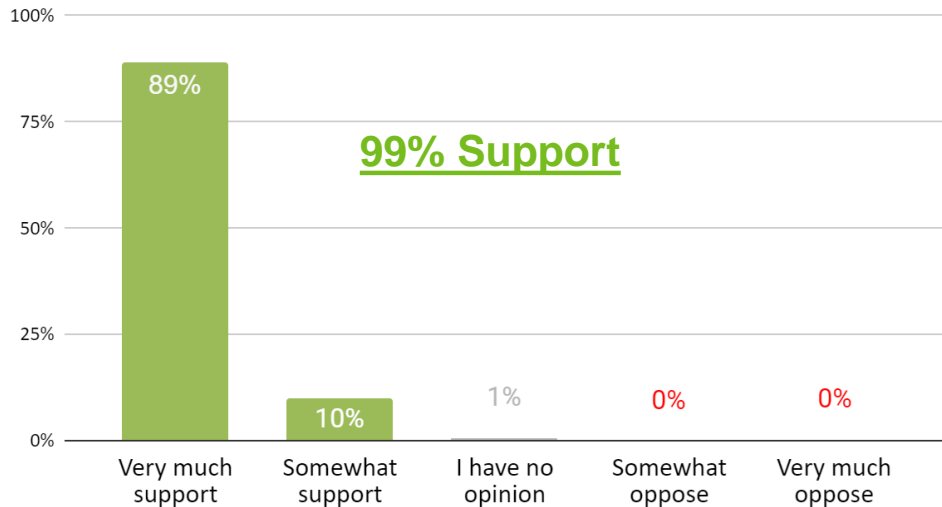


94% support Medicare dental

Almost all Clinton / Biden voters support Medicare Dental

National

Supported Clinton in 2016, Biden in 2020



Source: CareQuest Institute / OPEN Poll (n=1,000) June 2024. N=301 Clinton/Biden supporters.

Among voters who voted for Biden in 2020 and favor Biden again in 2024:



95% support
Medicare dental



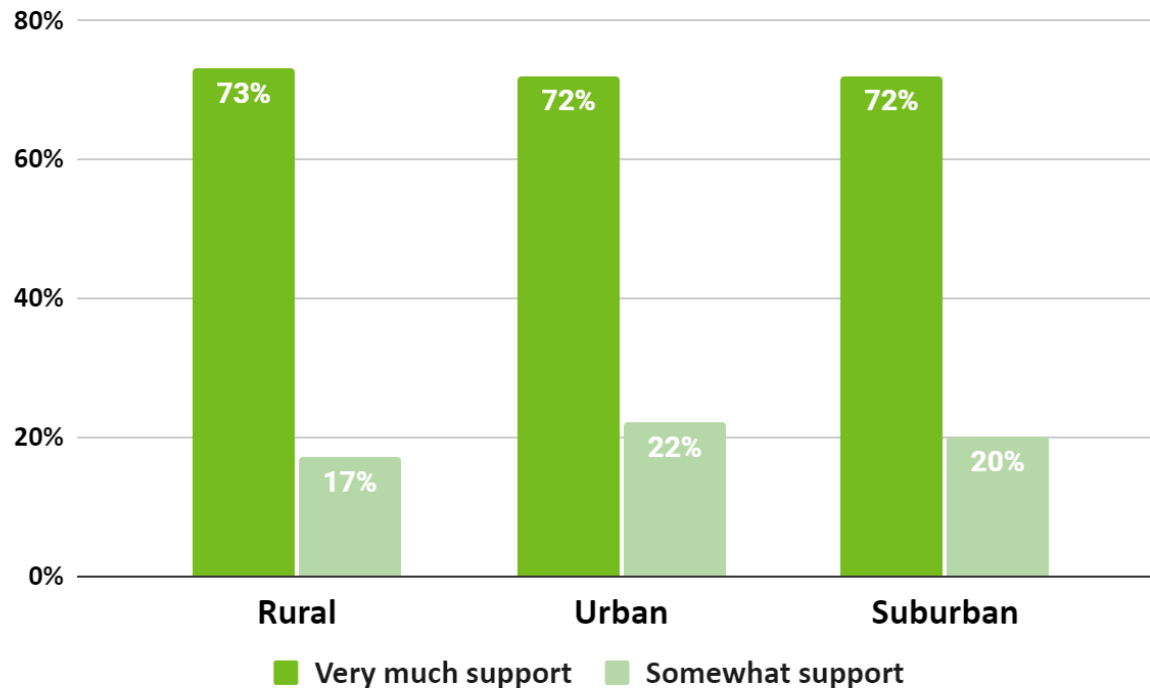
98% support
Medicare dental



96% support
Medicare dental

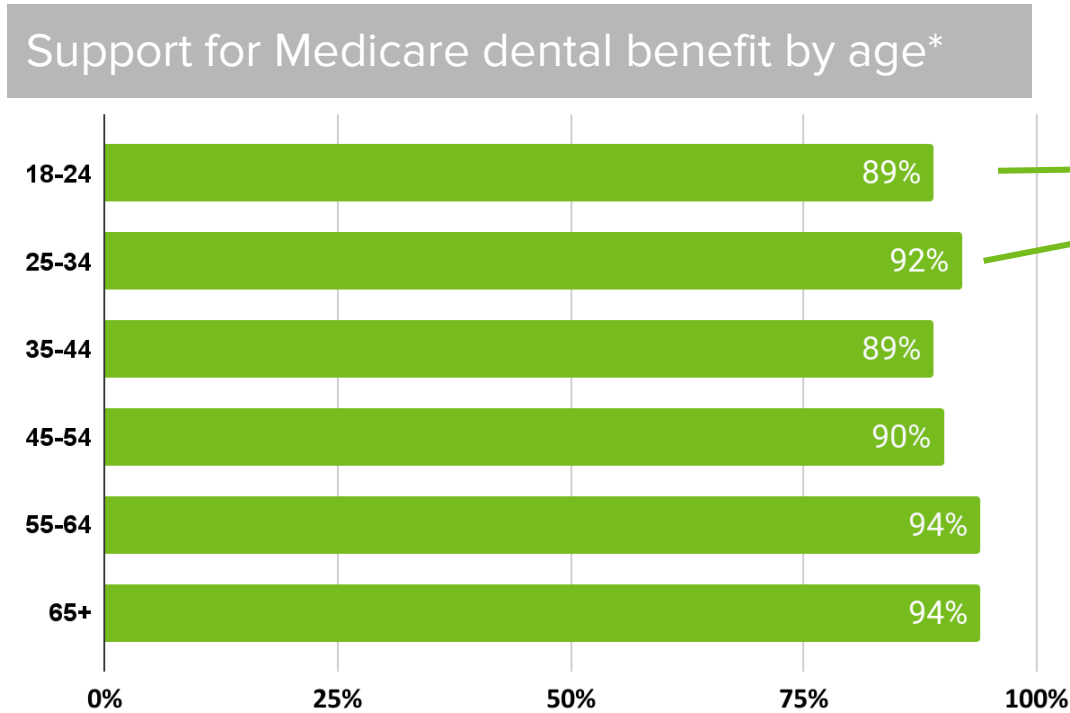
Popular in rural, suburban and urban areas

Support for Medicare dental benefit by population density



Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

Support for a Medicare dental benefit is popular across age groups



Even popular among respondents who are a long way off from Medicare eligibility

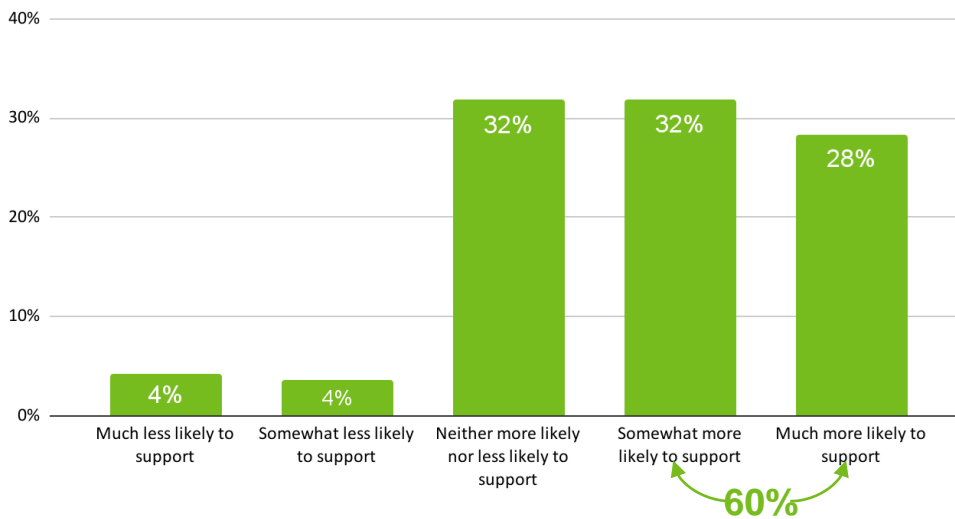
Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

* % “Very much” & “Somewhat” support

Support for Medicare Dental: Translation to Candidate Support

National

Would you be more or less likely to support a candidate who has pledged to add dental benefits to Medicare?



Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

State-Level



64% more likely to favor pro-Medicare dental candidate



63% more likely to favor pro-Medicare dental candidate

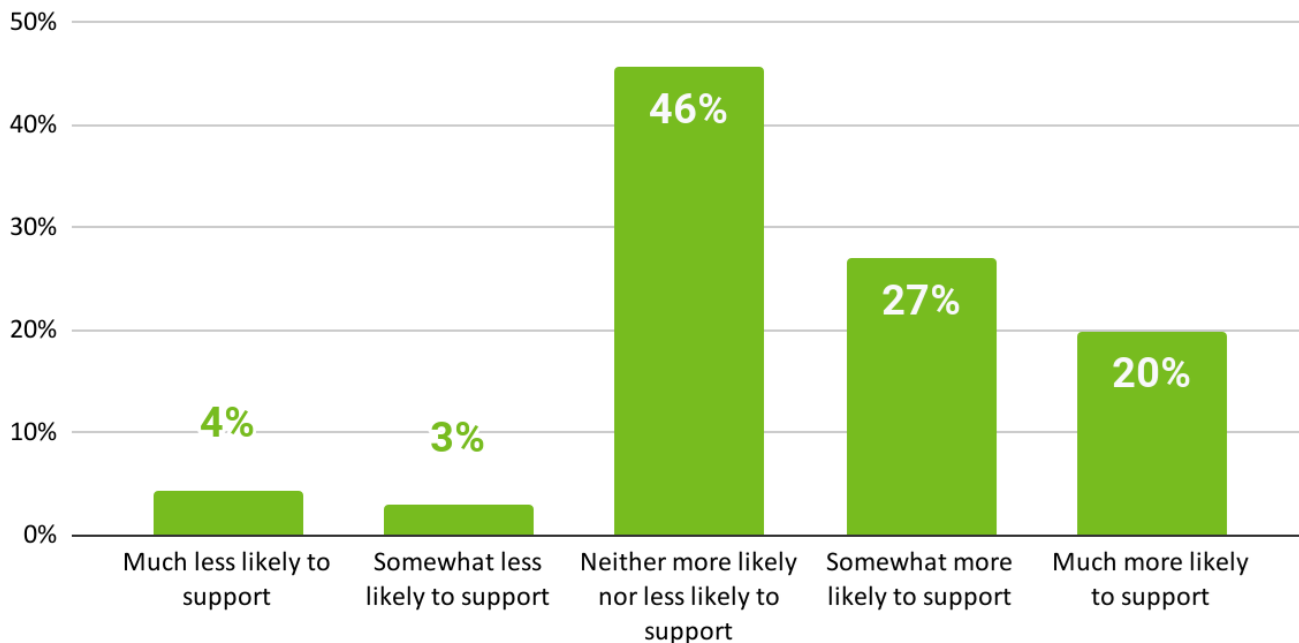


65% more likely to favor pro-Medicare dental candidate

Source: CareQuest Institute / OPEN Polls in Michigan (n=765), Ohio (n=761) and Pennsylvania (n=760) June 2024

Candidate support among two-time Trump Supporters

Would you be more or less likely to support a candidate who has pledged to add dental benefits to Medicare?



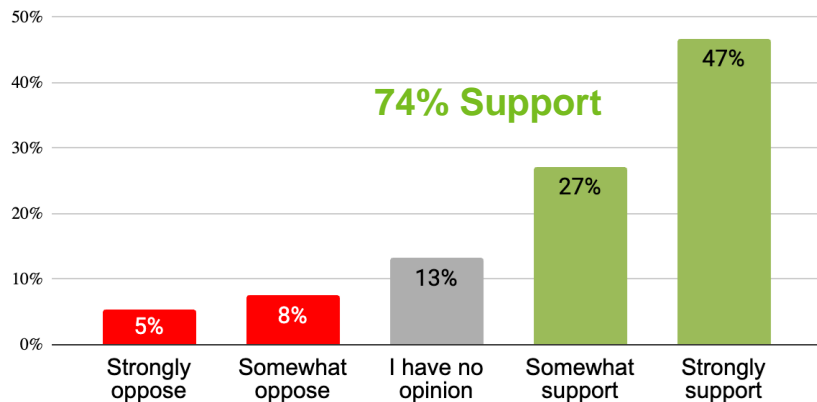


Medicaid Dental

Strong support for mandating adult dental under Medicaid

Support for benefit in general

Do you support or oppose offering adults dental coverage under Medicaid?

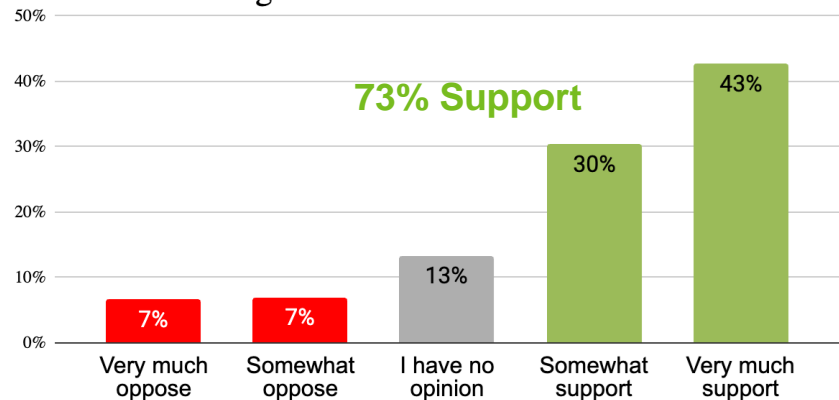


Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

- 60% support among two-time Trump voters
- 89% support among Clinton/Biden voters
- 75% support in Michigan
- 76% support in Ohio
- 79% support in Pennsylvania

Mandating the benefit

Do you support or oppose requiring states to offer adults dental coverage under Medicaid?

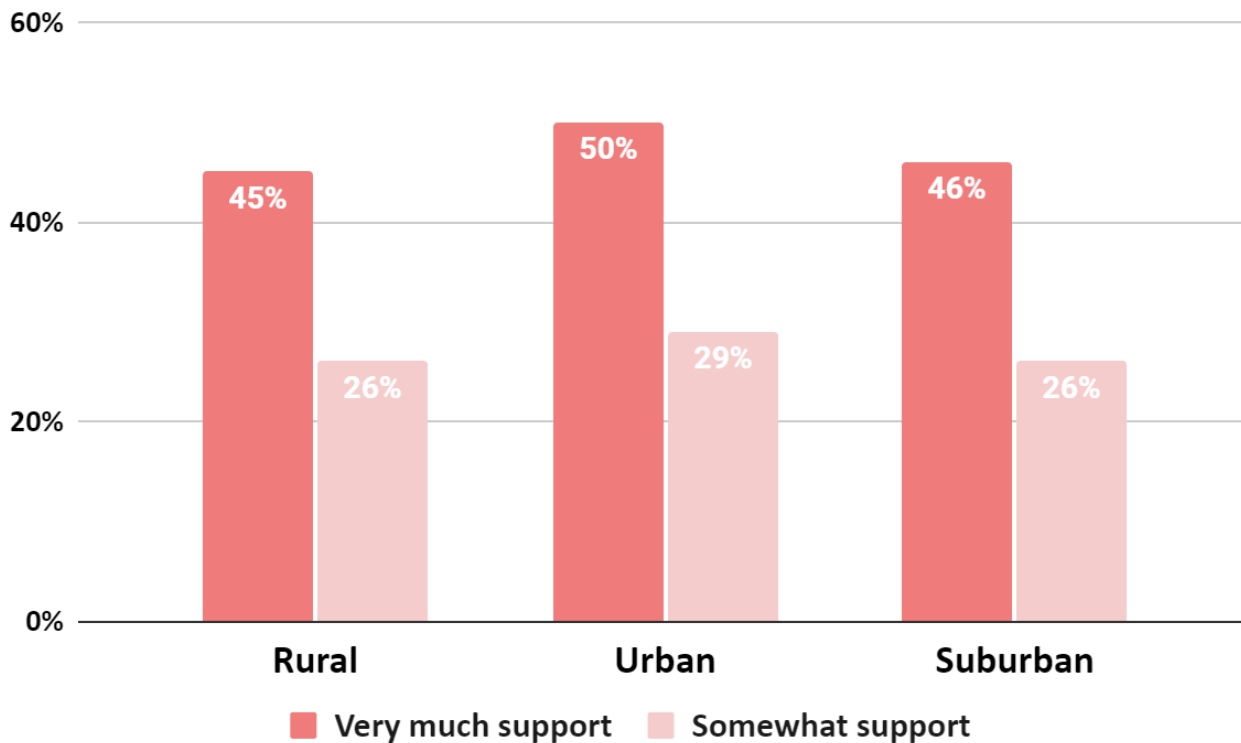


Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

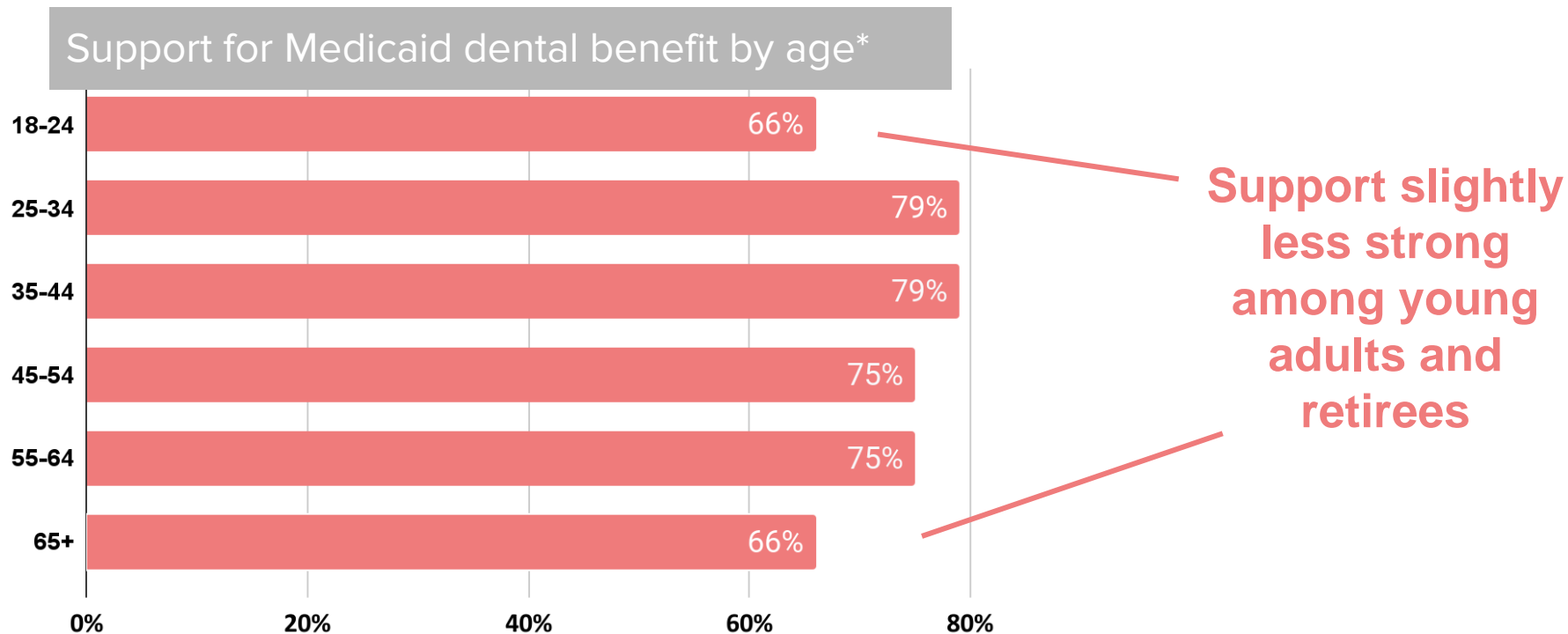
- 59% support among two-time Trump voters
- 90% support among Clinton/Biden voters
- Not asked in individual state polling

Majority support in rural, suburban and rural areas

Support for Medicaid dental benefit by population density



Younger and older supportive, but slightly below others



Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

* % “Very much” & “Somewhat” support

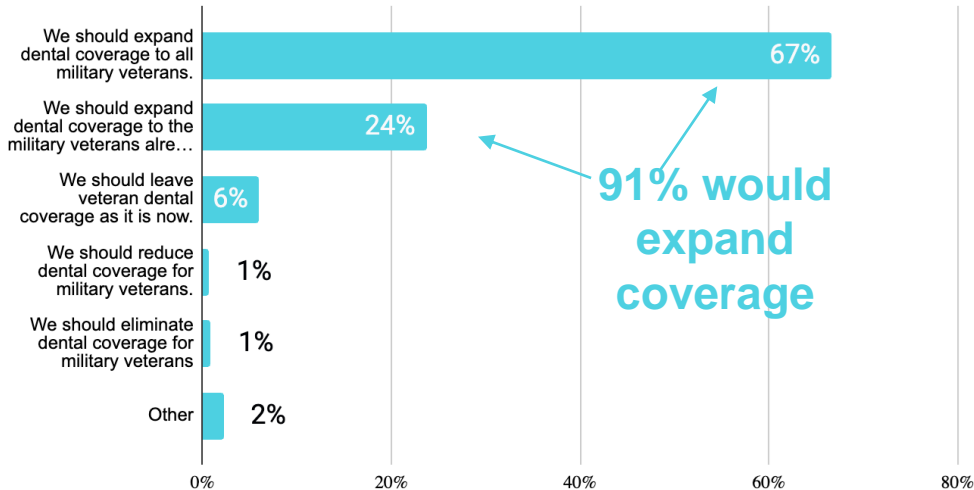


Veterans benefits

Support for expanding veterans' dental benefits

National

What is your opinion about which veterans, if any, should receive dental coverage?



Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024



72% would expand to all vets
19% would expand to all already getting gov. health coverage

Source: CareQuest Institute / OPEN Michigan Poll (n=765) June 2024



73% would expand to all vets
19% would expand to all already getting gov. health coverage

Source: CareQuest Institute / OPEN Ohio Poll (n=761) June 2024



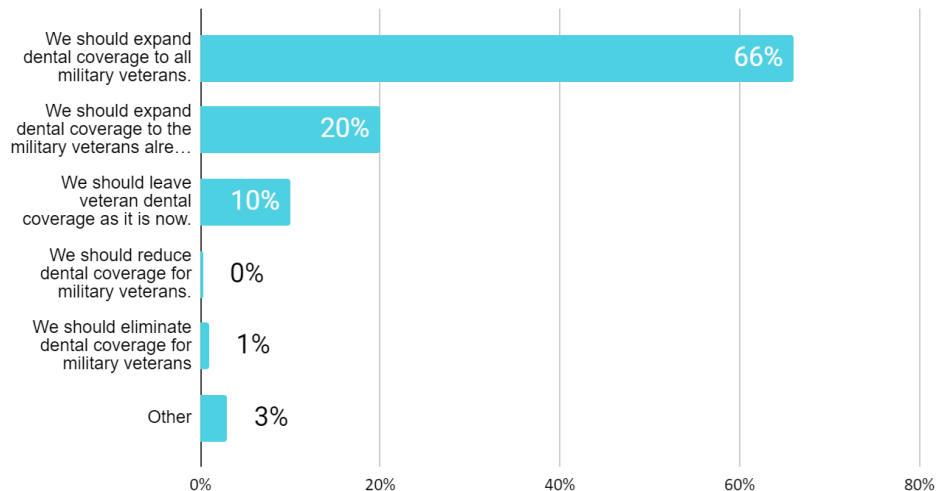
72% would expand to all vets
20% would expand to all already getting gov. health coverage

Source: CareQuest Institute / OPEN Pennsylvania Poll (n=760) June 2024

Support for expanding veterans' dental benefits high among two-time Trump supporters and Clinton/Biden voters

Trump Voters

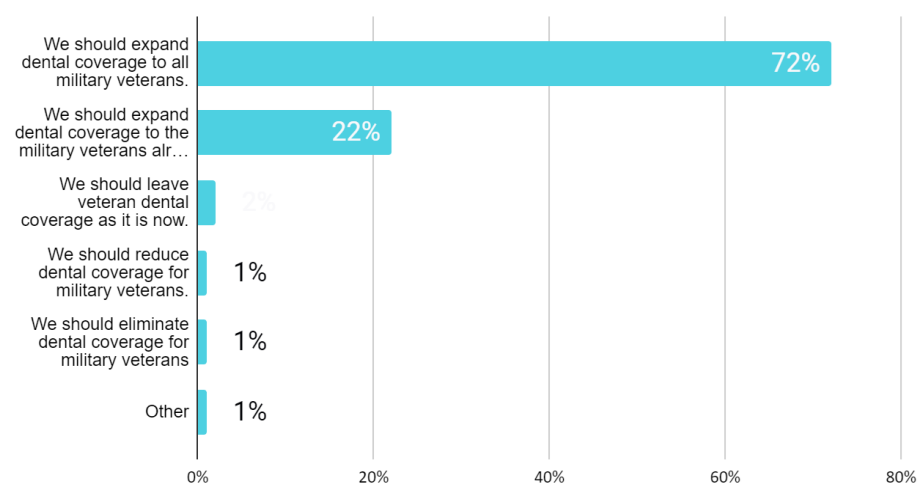
What is your opinion about which veterans, if any, should receive dental coverage?



Source: CareQuest Institute / OPEN poll (n=1,000) June 2024. N=337 two-time Trump supporters.

Clinton / Biden Voters

What is your opinion about which veterans, if any, should receive dental coverage?

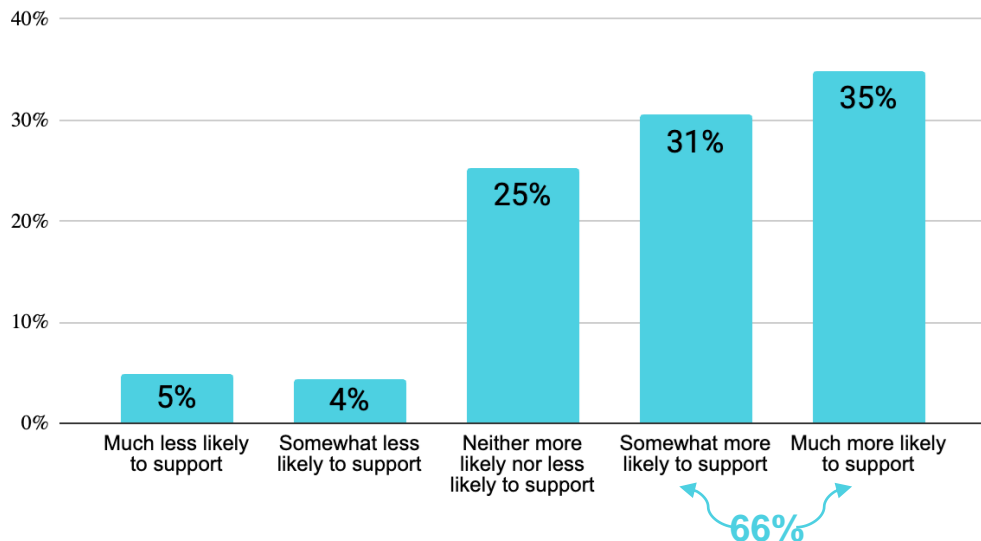


Source: CareQuest Institute / OPEN Poll (n=1,000) June 2024. N=301 Clinton/Biden supporters.

Veterans Dental: Translation to Candidate Support

National

Would you be more or less likely to support a candidate who has pledged to expand dental coverage for military veterans?



Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

State-Level



72% more likely to favor candidate who pledge to expand dental for veterans



72% more likely to favor candidate who pledge to expand dental for veterans



70% more likely to favor candidate who pledge to expand dental for veterans

Source: CareQuest Institute / OPEN polls in Michigan (n=765), Ohio (n=761) and Pennsylvania (n=760) June 2024



Americans are ready

It just makes sense

When asked how oral health should be covered, most Americans select using the program that covers overall health.

National

Most sensible way to cover ...

Cost of oral health for older Americans and people with disabilities

79% say **MEDICARE**

Cost of oral health for veterans

89% say **VETERANS BENEFITS**

Cost of oral health for low-income adults

71% say **MEDICAID**

Source: CareQuest Institute / OPEN National Poll (n=1,000) June 2024

State-Level



82% / 93% / 80%

^ % for same three questions



84% / 92% / 77%

^ % for same three questions



81% / 92% / 81%

^ % for same three questions

Source: CareQuest Institute / OPEN polls in Michigan (n=765), Ohio (n=761) and Pennsylvania (n=760) June 2024

Portion ranking each issue on top

Below is a list of healthcare issues being discussed by candidates for congress. Please rank how important each issue is to winning your support – putting the most important on top.

