

National Poll Findings on Health Insurance Monopolies

OnMessage is pleased to report findings from a recent national poll for The Insurance Watchdog Coalition. This poll consists of N=1,000 likely voters nationwide and was fielded from April 8-11, 2026. The poll was conducted using text-to-web interviews and has a margin-of-error of +/- 3.1%.

Voters across the political spectrum are overwhelmingly aligned: they view health insurance companies as the primary driver of health care problems, support breaking up large insurers, and are prepared to reward candidates who take them on.

Voters Strongly Support President Trump's Push to Cut Waste, Fraud, & Abuse

President Trump's push to cut waste, fraud, and abuse in government health care programs and take on insurance monopolies is squarely aligned with where voters are. Overall, **81% of likely voters** say they would be more likely to vote for a candidate who wants to cut out waste, fraud, and abuse in government health care and health insurance programs.

Health Insurance Companies Are Deeply Unpopular — and the Top Target for Reform

Public sentiment toward health insurance companies has deteriorated to strikingly low levels. Nationally, health insurers now sit at **17% favorable / 78% unfavorable** — with nearly half (47%) saying they view them very unfavorably. This is not soft disapproval; it is deep, broad-based hostility that has continued to grow.

When asked which industry Congress should prioritize, health insurance companies are the overwhelming answer:

- **60%** say Congress should focus on health insurance companies — the overwhelming top choice
- **18%** pharmaceutical companies
- **8%** hospital systems
- **6%** pharmacy benefit managers (PBMs)

This concern is nonpartisan. Majorities of Democrats, Republicans, and Independents all identify health insurers as the top congressional priority — a rare and durable consensus that crosses every party line.

Broad, Bipartisan Support for Breaking Up Insurance Companies

Voters are more than frustrated. They are ready for structural action, and that appetite is equally strong across the political spectrum.

- **70%** are more likely to vote for a candidate who wants to break up big health insurance companies, with 40% much more likely — and support is nearly identical by party, at 70% among Democrats, Independents, and Republicans
- **90%** agree health insurance companies have too much control and should be broken up, with 74% strongly agreeing

What Moves Voters: Monopolies, Vertical Integration, and Control

Support for structural action intensifies sharply when voters hear specific facts about industry practices. Here are the most compelling messages, ranked by intensity of support:

- **89%** support (73% strongly) after hearing the biggest companies set up monopolies in specific states and cities
- **88%** support (73% strongly) after hearing the 5 biggest own PBMs, pharmacies, and moved operations offshore to avoid oversight and siphon savings
- **88%** support (72% strongly) after hearing they are vertically integrated and double-charge for services
- **87%** support (71% strongly) after hearing big insurance companies are buying up thousands of local doctors
- **87%** support (67% strongly) after hearing five companies control over half the entire market
- **86%** support (67% strongly) after hearing the biggest company alone owns and profits from over 2,600 subsidiaries

Voters respond most powerfully to evidence of market dominance, consolidation, and conflicts of interest. These findings show the case for breaking up insurance monopolies is both broadly popular and easily made.

Powerful Political Incentives

Taking on health insurance companies is a decisive vote-driver.

- **84%** say they would vote for a candidate who takes on insurance companies to lower costs — including 81% of Independents and 80% of undecided voters (44% strongly agree)
 - **86%** are less likely to vote for a candidate funded by big insurance companies (67% much less likely)
-

Conclusion

Health insurance companies are now the central villain in the health care debate — and voters want action. In the current environment where health insurance costs are rivaling mortgage prices for some Americans, breaking up large insurers is no longer a fringe idea. It is a mainstream, bipartisan position that carries clear political upside for candidates willing to lead on it, and significant downside for those aligned with the industry. President Trump's focus on waste, fraud, and abuse adds powerful reinforcing energy which makes this a moment of unusual political convergence.
