

Memorandum

To: Interested Parties
 From: Tony Fabrizio and Bob Ward
 Date: August 19, 2025
 Re: Home Health Benefit Poll Shows Voters Want Cuts Reversed, Focus on Fraud

Our firm recently surveyed 1,200 voters nationally and interviewed extra voters to reach a sample of 600 Trump voters, on their attitudes toward receiving doctor prescribed medical care at home and proposed cuts to the home health benefit by CMS.

Bottom Line: Republicans looking for a powerful issue to boost their standing in the midterms have one in fighting proposed cuts to the Medicare home health benefit. With more than one out of every two voters either on Medicare, or with a parent on Medicare, voters are clear that people want treatment at home if it's an option and that home medical care is less expensive than care provided at hospitals and nursing homes. Voters also see the folly in across-the-board cuts that harm everyone rather than focusing efforts to root out known fraud in the home health system. Across the political spectrum voters oppose cuts and support redouble efforts to fight fraud. Like Republicans and Independents, Democrats strongly oppose home health cuts and are very much in favor fighting fraud. But in an ironic sign of our political times, Democrats are the only voter segment that opposes President Trump acting on both of these issues. Fortunately for Republicans, most voters, including the all-important Swing voter – those who don't vote straight party tickets – want President Trump to do the right thing and order CMS to cancel the cuts and prioritize fighting home health fraud.

Voters want proposed home health cuts rolled back, focus on fighting fraud instead

By overwhelming bipartisan margins, voters oppose an additional 9% cut to the Medicare home health benefit for next year. Rather than cuts to home health spending across the board, voters are unified in wanting Medicare to target fraud in the home health system.

*Home health services include skilled nursing and therapy services ordered by a doctor and delivered at home. Medicare has cut the budget for home health services by 9% since 2023, over a billion dollars, and has proposed reducing the budget by an additional 9% for next year, cutting \$1.1 billion. **Do you support or oppose Medicare cutting home health services by an additional 9% next year?***

	All Voters	Trump Voters	Swing Voters	Harris Voters
Net Oppose	+50%	+21%	+46%	+79%
Oppose	70%	53%	66%	87%
Support	20%	32%	20%	8%

Which of these approaches to saving taxpayer dollars is the one Medicare should take when it comes to home health services?

	All Voters	Trump Voters	Swing Voters	Harris Voters
Target waste, fraud, and abuse in the home health system	81%	88%	81%	75%
Cut home health spending across the board	7%	6%	7%	6%
Not sure	12%	6%	12%	19%

Voters, by a wide margin, want President Trump to act

By a twenty-point margin – larger among Trump and Swing voters – voters support President Trump acting to reverse the proposed Medicare home health cuts and ordering a crackdown on known areas of fraud in the system. Ironically, Harris voters, among the strongest supporters of reversing the cuts and all in on frighting fraud, stand alone in opposing President Trump fixing the problems they say they want fixed.

Do you support or oppose President Trump ordering Medicare to reverse the proposed 9% across-the-board cuts to home health services, while also ordering Medicare and law enforcement to aggressively go after known areas of fraud in the home health market?

	All Voters	Trump Voters	Swing Voters	Harris Voters
Net Support	+20%	+78%	27%	-33%
Support	55%	86%	56%	27%
Oppose	34%	8%	29%	60%

Republicans benefit politically fighting for the Medicare home health benefit

The national generic ballot has the Republican trailing the Democrat by five points. The Republican is also down among Swing voters (-2) and Independents (-13). In 2024, these voters say they voted Democrat over Republican by 4 points, which means the stakes are about as competitive now as they were then, and Republicans will need every advantage to hang on to their majority in 2026. Fighting for the Medicare home health benefit can be a key issue to give the GOP the edge they need. The Republican candidate for Congress is able to push net support for their side by 11-points by opposing the home health cuts and fighting fraud in the home health system. That movement is driven by significant strides made among Swing and Independent voters, each moving in the direction of the Republican by 18-20 points.

All other things being equal, if the election for Congress were held today, would you be more likely to vote for the Republican candidate or the Democratic candidate for Congress?

	All Voters	Swing Voters	Independents
Net Republican-Democrat	-5%	-2%	-13%
Republican	40%	31%	28%
Democrat	45%	33%	41%
Unsure	14%	36%	31%

If the Republican candidate for Congress came out against the proposed cuts to the Medicare home health benefit and supported instead a crack-down on Medicare fraud by home health bad actors, would you be more likely to vote for the Republican candidate or the Democratic candidate?

	All Voters	Swing Voters	Independents
Net Republican-Democrat	+6%	+16%	+7%
Republican	44%	42%	39%
Democrat	38%	26%	32%
Unsure	10%	18%	17%
Net +R Movement	+11	+18	+20

Voters emphasize importance of home medical care option: preferred place to be and cheaper than hospitals and nursing homes

Opposition to more cuts to Medicare's home health benefit is based on voter sentiment that it is important that Medicare cover approved medical care at home. Nearly all voters across the political spectrum say this is at least somewhat important, and big majorities say it is very important. What, in part, explains this view are the expressed preferences of voters, by a wide margin, that they or their loved ones receive periodic nursing care or therapy at home rather than at a hospital. Margins are even wider when the choice is between being at home or in a nursing home. Voters also see, again by very wide margins, care at home being less expensive than care provided at a hospital or a nursing home. These preferences and perceptions of cost are similar across party lines.

When Medicare patients require extra medical support, such as nursing, physical therapy, occupational therapy, wound care, or medication management after an illness, injury, or hospitalization, how important is it that those services can be delivered at home rather than in a hospital or nursing home, and be covered by Medicare?

	All Voters	Trump Voters	Swing Voters	Harris Voters
Total important	91%	88%	90%	95%
Very important	69%	59%	63%	78%
Somewhat important	23%	29%	27%	17%

The next several questions are about Medicare patients receiving periodic nursing care as a result of illness, injury, or post-hospitalization recovery such as wound care, medication management, and physical therapy.

*Which of these settings is the place you or your loved ones would **prefer to receive treatment**...*

	All Voters		Swing Voters
At home	64%	At home	86%
At hospital	27%	A nursing home	7%

*Which of these settings do you think **has the lower cost to receive treatment**...*

	All Voters		Swing Voters
At home	71%	At home	73%
At hospital	17%	A nursing home	14%

Three good reasons for stopping cuts on home health benefits and for fighting fraud instead

Large majorities of voters find three arguments convincing reasons for stopping the cuts to the Medicare home health benefit, with little partisan differences. The first, which three out of four Trump and Swing voters found convincing, is targeting cost savings to waste and fraud rather than across the board cuts. The next is the financial savings of having Medicare patients treated at home rather than in an institution, which costs eight to twelve times more than home health. The third is harm being caused to patients who were unable to get prescribed home health care because of previous cuts, and the many more who would be hurt if the proposed cuts go into effect.

Each of these arguments are powerful because they are in line with what voters already believe about home health care.

Home Health Benefit Survey

Page 4

Each of the following statements are reasons for OPPOSING additional cuts to the Medicare home health benefit. For each, please tell me whether the statement is convincing or unconvincing as a reason to oppose these cuts.

	% Convincing	All Voters	Trump Voters	Swing Voters	Harris Voters
Across-the-board cuts to the Medicare home health benefit hurt patients and legitimate providers but do nothing to target the known fraudulent operators that scam hundreds of millions of dollars from the Medicare system each year. Rather than cutting care that will hurt seniors, Medicare and law enforcement should be cracking down on the criminals robbing the American taxpayer.		73%	75%	73%	72%
Cutting the home health benefit makes no financial sense. Home health provides significant savings for taxpayers, costing eight to twelve times less per episode than care provided in a nursing home or rehabilitation facility.		71%	65%	70%	77%
Lack of access to home health due to recent cuts hurts Medicare patients. For patients who were referred but did not receive home health care after hospitalization, mortality rates were 43% higher and readmission rates into hospitals were 35% higher. Cuts proposed to home health this year will hurt even more seniors.		69%	57%	68%	78%

Methodology

Fabrizio Ward conducted a survey August 3 -7, 2025 of 1,200 registered voters nationwide, with an oversample of 2024 Trump voters up to 600. Interviews were conducted geographically distributed by registered voter statistics and 2024 Trump votes. Quotas were set by age, gender, partisan affiliation, education, and race/ethnicity. Data was weighted by region, age, gender, recalled 2024 vote, education, and race/ethnicity. Margin of sampling error for n1,200 is $\pm 2.83\%$ at the 95% confidence level. Margin of sampling error for n600 is $\pm 4.0\%$. The interviews were conducted via cell phones (35%), landlines (25%), and SMS-to-Web (40%) to voters sampled from the voter file.

Key Demographics (RV=All Registered Voters; DTV=2024 Donald Trump Voters)**Party Affiliation**

	RV	DTV
Republican	35	72
Independent	25	21
Democrat	34	4
Something else	2	2
Refused	2	1

Age

	RV	DTV
18-34	25	17
35-49	24	24
50-64	24	29
65+	24	26
Refused	3	4

2024 Presidential Vote

	RV	DTV
Donald Trump	42	100
Kamala Harris	41	-
Someone else	5	-
Did not vote	9	-
Refused	3	-

Education

	RV	DTV
High School or Less	25	24
Some College	37	43
4-Year College	18	21
Post-Grad degree	15	11
Refused	-	-

2024 Congressional Vote

	RV	DTV
Republican	39	87
Democrat	43	5
Other	3	1
Did not vote	11	3
Refused	4	3

Gender

	RV	DTV
Male	48	54
Female	51	46
Other	1	-

Race/Ethnicity

	RV	DTV
White	68	80
Latino/Hispanic	12	10
African American/Black	12	3
Asian American	3	2
Native American	2	3
Other (SPECIFY)	1	1
Refused	2	1

Medicare Enrollment

	RV	DTV
Enrolled in Medicare	29	24
Parent enrolled in Medicare	34	36
Parent or Self enrolled in Medicare	54	58