

REPORT:

# Colorado Families Highly Concerned with Rising Healthcare Costs Amid COVID-19 Pandemic

## A new survey of likely Colorado voters

found a rapidly growing healthcare cost crisis. The results are staggering – hundreds of thousands of Coloradans are unable to afford treatment for health problems or medications prescribed by a doctor. Coloradans who lack health coverage often delay seeking care from the doctor. Cost barriers prevent them from getting treatment and being able to afford prescription drugs – all realities that could lead to worse health outcomes, especially during the pandemic.



## KEY FINDINGS

Conducted by Global Strategy Group and released by West Health and Colorado Consumer Health Initiative (CCHI), this new survey exposes how many are feeling the devastating impacts of unaffordable and inaccessible healthcare – particularly during the pandemic:



Nearly 675,000 Coloradans have experienced the death of a friend or family member in the past 5 years because they couldn't afford the necessary medical treatment for their illness.

**675k**  
Coloradans



Roughly 450,000 Colorado families have lost insurance coverage due to the economic shutdown brought on by the pandemic.

**450K**  
Colorado Families



In the last year, nearly 1,700,000 Colorado families did not seek treatment for a health problem due to cost of care.

**1.7M**  
Colorado Families



On balance, 53% of Coloradans prefer a public official who will prioritize bringing down healthcare costs vs. only 36% who would prefer a public official who will prioritize economic growth by cutting taxes and regulation.

**53%**  
of Coloradans



More than 1,000,000 could not pay for drugs or medicine that a doctor prescribed.

**1M**  
Coloradans

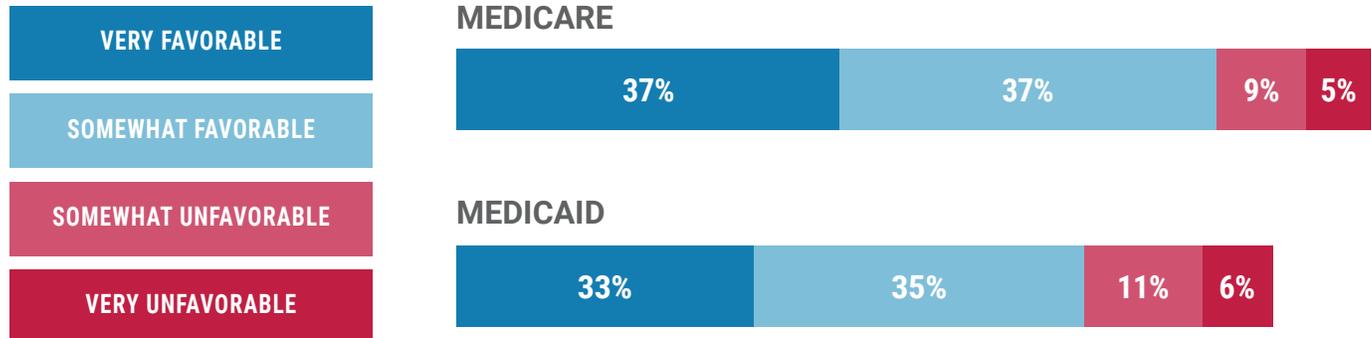


Healthcare costs are going up for over 3 out of 4 Colorado families.

**75%**  
of Colorado Families

## MEDICARE AND MEDICAID REMAIN POPULAR IN COLORADO.

74% of Colorado voters have a favorable view of Medicare (compared to 14% unfavorable) and 68% have a favorable view of Medicaid (compared to 17% unfavorable).



Health care has been a consistent top issue for Coloradans, and this year, with COVID-19 and a Supreme Court case that could upend health care, it's little surprise it continues to be a top priority of voters. It's clear that Coloradans want to see more from our policymakers, like creating an affordable public option, to lower health care costs and create more affordable coverage. If anything, COVID-19 has made this need much more urgent with Coloradans struggling from the economic turmoil of the pandemic and losing their health coverage because of it.

– ADAM FOX, DEPUTY DIRECTOR OF THE COLORADO CONSUMER HEALTH INITIATIVE

For decades Americans have been promised lower healthcare costs, but these have largely been broken promises. People are frustrated and worried, and more importantly, they are getting sicker and even dying.

– TIM LASH, CHIEF STRATEGY OFFICER AT WEST HEALTH

## METHODOLOGY

The findings are from a multi-channel survey of 600 likely general election voters in Colorado between August 20 – 30, 2020. Interviews were conducted by live telephone and via web-based panel. Interviews conducted via web-based panel were matched back to a corresponding voter file. The confidence interval for the survey at 95% confidence interval overall is +/- 4% within each state.

## ABOUT CCHI

The Colorado Consumer Health Initiative (CCHI) is a nonprofit, non-partisan, consumer-oriented and membership-based health advocacy organization that serves Coloradans whose access to health care and financial security are compromised by structural barriers, affordability, poor benefits, or unfair business practices of the health care industry. CCHI advances the consumer voice to improve access to health care for all Coloradans by working statewide for progress toward equity, affordability, and quality. [Learn more at www.cohealthinitiative.org](http://www.cohealthinitiative.org) and follow [@cohealthaccess](https://twitter.com/cohealthaccess).

## ABOUT WEST HEALTH

Solely funded by philanthropists Gary and Mary West, West Health is a family of nonprofit and nonpartisan organizations including the Gary and Mary West Foundation and Gary and Mary West Health Institute in San Diego, and the Gary and Mary West Health Policy Center in Washington, D.C. West Health is dedicated to lowering healthcare costs to enable seniors to successfully age in place with access to high-quality, affordable health and support services that preserve and protect their dignity, quality of life and independence. [Learn more at www.westhealth.org](http://www.westhealth.org) and follow [@westhealth](https://twitter.com/westhealth).

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