Florida Seniors and Medicare Advantage: Key Findings from a Morning Consult Survey

Morning Consult conducted a survey of 3,010 Florida adults between April 22 and May 4, 2026, to assess public attitudes toward Medicare Advantage (MA) among Florida residents, including voters, seniors, and MA enrollees. The survey findings tell a clear and consistent story: MA is broadly popular, deeply valued by enrollees, and viewed as a program that seniors want protected.

Florida seniors strongly support Medicare Advantage
Support for MA in Florida is broad and deepest among the seniors who rely on it most. With high favorability ratings and near-universal retention among current enrollees, the data reflect a program that has earned the confidence of the people it serves.

77%	of Florida seniors have a favorable view of MA
97%	of senior MA enrollees plan to stay enrolled – near universal retention
54%	of adults 55+ who are not enrolled in MA say they are likely to enroll in the future
76%	of seniors say they understand how MA works
85%	find prescription drug coverage easy to understand

That confidence in MA goes hand in hand with seniors' preference for choice and agency in their healthcare decisions, rather than a one-size-fits-all solution:	**60% of Florida seniors** want to be able to choose from Medicare Advantage and other private plan options

Medicare Advantage delivers what seniors prioritize most
The strength of MA's appeal is rooted in how directly the program delivers on the healthcare priorities seniors say matter most to them.

When asked what they need from a health plan, Florida seniors point consistently to the same five values:

- **Affordability** (98%)
- **Access** (97%)
- **Choice** (97%)
- **Stability** (96%)
- **Prevention** (94%)

Seniors report that MA specifically delivers on the benefits and priorities they prioritize:

MA Plan Supplemental Benefits	FL Seniors Citing as Important
Prescription Drug Coverage	**78%**
Vision Coverage	71%
Dental Coverage	69%
Hearing Coverage	52%

Prevention, in particular, resonates strongly across age groups: **65% of Floridians** and **80% of seniors** say a **health plan's emphasis on prevention and staying healthy influences their choice of coverage**.

Seniors are deeply concerned about changes to their coverage options

Because MA is so central to how seniors access and afford care, the prospect of losing it or seeing it reduced generates significant anxiety. Seniors rely on MA to keep them healthy and manage their costs, and that dependence is reflected by their top concerns.

Among Florida seniors, concern about changes to MA is clear:

70% of Florida seniors are concerned about MA being eliminated

72% are concerned about insurers leaving their area

When asked specifically what concerns them most if MA were cut or reduced, Florida seniors point to the same factors that drew them to the program in the first place: cost, access, and coverage.

Their top concerns include:

- **Seniors skipping care due to cost**: 71%
- **Higher out-of-pocket costs with no annual cap**: 68%
- **Higher monthly premiums**: 67%
- **Losing dental, vision & hearing coverage**: 61%
- **Losing access to current doctors or specialists**: 58%

When senior MA enrollees describe what they would lose in their own words, three themes emerge: **unaffordable prescriptions**, **disrupted access to their doctors**, and **financial hardship** that many could not absorb on a fixed income.

These findings speak directly to the stakes: for Florida's seniors, Medicare Advantage is a health and financial lifeline.

Methodology

This poll was commissioned by Humana and conducted between April 22–May 4, 2026, among a sample of 3,010 adults in Florida. The interviews were conducted online, and the data were weighted to approximate a representative statewide sample of adults based on gender by age, race by educational attainment, marital status, home ownership, and race.

Results from the full survey have a margin of error of plus or minus 2 percentage points. Subgroup results (FL Seniors 65+, Senior MA Enrollees, Seniors 55+ non-enrollees) carry higher margins of error.

Featured Topline Questions

HUM 1: *Do you have a favorable or unfavorable view of the following healthcare programs? (% Very + Somewhat favorable)*

	Florida Statewide (n = 3,010)		*Florida Seniors 65+ (n = 761)*	
Original Medicare	*1,938*	*64%*	*646*	*85%*
Medicare Part D	*1,907*	*63%*	*614*	*81%*
Medicare Advantage	*1,843*	*61%*	*589*	*77%*
Veterans Affairs (VA) health benefits	*1,848*	*61%*	*528*	*69%*
Medicaid	*1,999*	*66%*	*506*	*66%*
Medicare Supplement (i.e., Medigap)	*1,671*	*56%*	*475*	*62%*
The Affordable Care Act (ACA / "Obamacare")	*1,570*	*52%*	*358*	*47%*
A single government-run health plan for all ("Single-payer")	*1,308*	*43%*	*266*	*35%*

HUM 2: *You mentioned that you are currently enrolled in a Medicare Advantage plan. During the next Medicare enrollment period, how likely are you to continue with a Medicare Advantage plan?*

	Florida Statewide (n = 668)		*Florida Seniors 65+ (n = 441)*	
Very likely	*514*	*77%*	*382*	*87%*
Somewhat likely	*110*	*17%*	*46*	*11%*
Somewhat unlikely	*13*	*2%*	*1*	*0%*
Very unlikely	*6*	*1%*	*3*	*1%*
Don't know / No opinion	*25*	*4%*	*8*	*2%*

HUM 4: How likely are you to enroll in a Medicare Advantage plan in the future?

	Florida Statewide (n = 778)	*Florida Seniors 65+ (n = 321)*

Very likely	*253*	*32%*	*80*	*25%*
Somewhat likely	*165*	*21%*	*47*	*15%*
Somewhat unlikely	*66*	*8%*	*34*	*11%*
Very unlikely	*160*	*21%*	*125*	*39%*
Don't know / No opinion	*135*	*17%*	*35*	*11%*

HUM 7: *Which of the following would most convince you to enroll in a Medicare Advantage plan? Please select all that apply.*

	Florida Statewide (n = 778)		*Florida Seniors 65+ (n = 321)*	
Lower or no monthly premiums	*404*	*52%*	*139*	*43%*
Coverage for dental, vision, and hearing	*360*	*46%*	*126*	*39%*
Affordable prescription drug coverage	*346*	*44%*	*105*	*33%*
Knowing my current doctors are in-network	*334*	*43%*	*137*	*43%*
A cap on how much I would spend out of pocket in a year	*238*	*31%*	*88*	*28%*
Recommendations from my doctor	*170*	*22%*	*59*	*18%*
Recommendations from friends or family who are enrolled	*167*	*21%*	*51*	*16%*
More information about how Medicare Advantage works	*181*	*23%*	*58*	*18%*
Seeing that more people in my area are choosing it	*70*	*9%*	*25*	*8%*
Other	*22*	*3%*	*13*	*4%*
None of these	*130*	*17%*	*84*	*26%*

HUM 11: *Which of the following supplemental benefits do you think are most important for a Medicare Advantage plan to include? Please select all that apply.*

	Florida Statewide (n = 3,010)		*Florida Seniors 65+ (n = 761)*	
Dental coverage	*1,780*	*59%*	*527*	*69%*
Vision coverage	*1,753*	*58%*	*538*	*71%*
Hearing coverage	*1,369*	*45%*	*393*	*52%*
Prescription drug coverage	*1,952*	*65%*	*594*	*78%*
Telehealth or virtual care	*916*	*30%*	*183*	*24%*
Fitness or wellness programs	*919*	*31%*	*248*	*33%*
Over-the-counter health product allowance	*1,160*	*39%*	*338*	*44%*
Meal delivery after a hospital stay	*728*	*24%*	*107*	*14%*

Transportation to medical appointments	*1,031*	*34%*	*205*	*27%*
Mental health services	*1,309*	*43%*	*288*	*38%*
Not sure	*256*	*9%*	*40*	*5%*
None of these	*156*	*5%*	*50*	*7%*

HUM 19: *How concerned are you about each of the following? (% Very + somewhat concerned)*

	Florida Statewide (n = 3,011)		*Florida Seniors 65+ (n = 762)*	
Health insurance companies reducing their Medicare Advantage offerings or leaving your area entirely	*2,002*	*66%*	*545*	*72%*
Medicare Advantage being cut or eliminated	*1,976*	*66%*	*535*	*70%*

HUM 22: *If Medicare Advantage were cut or eliminated, which of the following would concern you most for Florida seniors? Please select all that apply.*

	Florida Statewide (n = 3,010)		*Florida Seniors 65+ (n = 761)*	
Seniors not going to the doctor when they need to because they can't pay for it	*1,617*	*54%*	*538*	*71%*
Seniors facing higher out-of-pocket costs with no annual spending cap	*1,555*	*52%*	*518*	*68%*
Seniors paying higher monthly premiums	*1,487*	*49%*	*508*	*67%*
Seniors losing access to dental, vision, and hearing coverage	*1,477*	*49%*	*464*	*61%*
Seniors losing access to their current doctors or specialists	*1,446*	*48%*	*439*	*58%*
Seniors losing access to wellness and preventive care programs	*1,283*	*43%*	*354*	*47%*
Future generations losing access to Medicare Advantage as an option	*1,092*	*36%*	*266*	*35%*
Seniors having less say in their own healthcare decisions	*1,061*	*35%*	*298*	*39%*

HUM 24: *Which of the following comes closest to your view, even if neither is exactly right?*

	Florida Statewide (n = 3,010)		*Florida Seniors 65+ (n = 761)*	
The government should make Medicare Advantage the default option for seniors during enrollment	*571*	*19%*	*136*	*18%*

Seniors should be able to choose from Medicare Advantage and other private plan options	*1,451*	*48%*	*454*	*60%*
The government should enforce one standard Medicare plan for all seniors	*427*	*14%*	*92*	*12%*
Don't know / No opinion	*561*	*19%*	*80*	*11%*

HUM 34: *How much do you agree or disagree with each of the following statements? (% Strongly + Somewhat agree)*

	Florida Statewide (n = 3,010)		*Florida Seniors 65+ (n = 761)*	
Health insurance should focus on keeping people healthy, not just treating them when they get sick	*2,532*	*84%*	*707*	*93%*
The best healthcare system is one that helps people avoid getting sick in the first place	*2,456*	*82%*	*694*	*91%*
A health plan's emphasis on prevention and staying healthy influences my choice of coverage	*2,415*	*80%*	*650*	*85%*

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