

Memorandum

To: Interested Parties
From: Tony Fabrizio and Bob Ward
Date: September 9, 2025
Re: Survey Finds Prioritizing War on Alzheimer's Boosts President Trump & Republicans

In the most competitive Congressional Districts that will determine which party controls Congress after next year's midterms, voters across the political spectrum want to declare war on Alzheimer's, according to our new survey. These voters would also overwhelmingly give President Trump credit for a major achievement in the war on Alzheimer's if he ordered Medicare to make the detection and treatment changes. To achieve this, voters strongly support changes to Medicare covering blood detection tests and making it easier for doctors to prescribe FDA-approved Alzheimer's treatments. There is a very high importance placed on making brain health and beating Alzheimer's a national priority, with a Republican Congressional candidate supporting these changes benefiting substantially at the ballot box in these must-win districts. (See attached data slides)

Strong Support for Medicare to Cover Tests & Changing Rules to Get Treatments
9-in-10 TCD voters support requiring Medicare to cover blood tests that can detect Alzheimer's before someone shows signs of the disease, with support extremely high regardless of political affiliation. An even higher 92% support changing Medicare rules to make it easier for doctors to get patients FDA-approved treatments to slow Alzheimer's. (Charts 1 & 2)

Trump Ordering Coverage would be Major Achievement

President Trump would get credit across the political spectrum from taking the lead in the war on Alzheimer's. Eighty-seven percent of TCD voters agree that the President ordering Medicare to cover detection tests and making it easier to prescribe medicine would be a major achievement in the war on Alzheimer's. This move is so popular even a majority of *Harris* voters *strongly* agree it would be a major achievement in the war on Alzheimer's for President Trump to do this. (Chart 3)

Major Boost to Republican Candidate who Supports Medicare Changes

These districts were tied on their House vote in 2024 and are poised to be extremely competitive once again. On the initial generic ballot in these competitive TCDs, the generic Democrat is narrowly preferred over the generic Republican, 44% - 41%. A Republican candidate who supports allowing Medicare to cover FDA-approved tests and rules that made it easier for doctors to prescribe FDA-approved treatments for Alzheimer's gets a huge boost, vaulting into a 19-point lead, a net shift of 22-points. Among the key Swing voter group – voters who do not vote straight party ticket – the Republican gains 30-points to lead by 23-points. (Chart 4)

Alzheimer's has Impacted the Lives of Many of these Voters

In these districts, 38% of voters have had family or friends who have been affected by Alzheimer's disease, with the impact of the disease transcending party lines. 14% of these voters have personally been a caregiver to a family member or friend with Alzheimer's. (Chart 5)

Early detection and treatment should be combined with prevention to get ahead of Alzheimer's

More than nine-in-ten voters say it's important for the federal government to prioritize getting ahead of Alzheimer's disease by combining early detection and treatment with a focus on preventive steps to improve brain health, such as healthier eating, better sleep and more exercise. (Chart 6)

Getting more time with loved ones, easing the burden of caring rate highest as reasons to win the war on Alzheimer's

Voters, asked to respond to seven reasons why the war on Alzheimer's should be a national priority, zeroed in on the personal impact the disease has on families.

- Nearly all voters, 91%, say a convincing reason is that Medicare coverage of early detection and treatment, even before symptoms begin, would give people more independence and time with loved ones.
- Nine-in-ten also rate convincing that early detection and treatment, before symptoms exist, would ease the severe emotional and financial toll Alzheimer's has on families.

(Chart 7)

Early detection and treatment of Alzheimer's would save taxpayers billions

More than eight-in-ten voters also say the potential billions of dollars in cost savings to the taxpayer and the Medicare and Medicaid programs by catching and arresting Alzheimer's before symptoms exist is a very convincing reason to prioritize the war on the disease. (Chart 7)

Voters frustrated with outdated Medicare system that has not prioritized the war on Alzheimer's

Medicare covers FDA-approved tests and treatments for other diseases but has restricted coverage for Alzheimer's tests and treatments. More than eight in ten voters said ensuring the rules are the same for Alzheimer's is a good reason to prioritize beating Alzheimer's. (Chart 7)

Methodology

On behalf of Plymouth Union Public Research, Fabrizio Ward conducted a survey August 24-27, 2025 of 1,200 registered voters in the 28 most competitive House districts across the country – the 15 districts won by the current Republican member by a margin of 5% or less in 2024 and the 13 districts won by a Democrat but also won by President Trump. Interviews were conducted evenly across the 28 districts. Quotas were set by age, gender, partisan affiliation, education, and race/ethnicity. Data was weighted by district, age, gender, recalled 2024 vote, education, and race/ethnicity. Margin of sampling error for n1,200 is ±2.8% at the 95% confidence level. The interviews were conducted via cell phones (35%), landlines (25%), and SMS-to-Web (40%) to voters sampled from the voter file.

Key Demographics

Party Affiliation

Republican	34%
Independent	28
Democrat	32
Other/Ref	6

2024 Vote

Donald Trump	43%
Kamala Harris	39
Someone else	4
Did not vote	10
Refused	4

Race/Ethnicity

White	67%
Latino/Hispanic	18
African American/Black	6
Asian American	3
Native American	3
Other (SPECIFY)	*
Refused	3

Age

18-34	25%
35-49	23
50-64	24
65+	26
Refused	4

Education

High School or Less	20%
Some College	42

4-Year College	23
Post-Grad degree	14
Refused	1

Gender

Male	48%
Female	52
Other	*

Congressional Districts

AK-AL	4%	NE-02	4
AZ-01	4	NJ-09	4
AZ-06	4	NM-02	4
CA-09	4	NV-03	4
CA-13	4	NY-03	4
CA-41	4	OH-09	4
CO-03	4	PA-07	4
CO-08	4	PA-08	4
IA-01	4	PA-10	4
IA-03	4	TX-28	4
ME-02	4	TX-34	4
MI-07	4	VA-02	4
MI-08	4	WA-03	4
NC-01	4	WI-03	4

Alzheimer’s Connections

Family/Friends Affected	38%
Personal Caregiver	14%

Chart 1

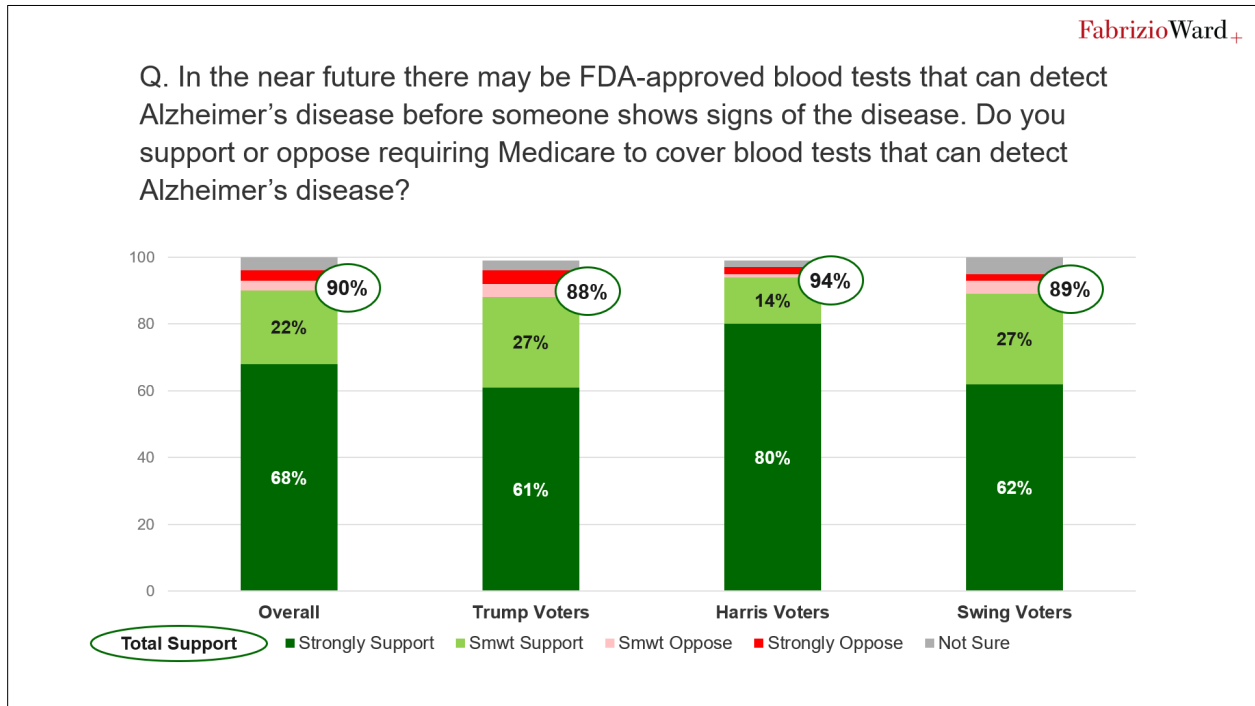


Chart 2

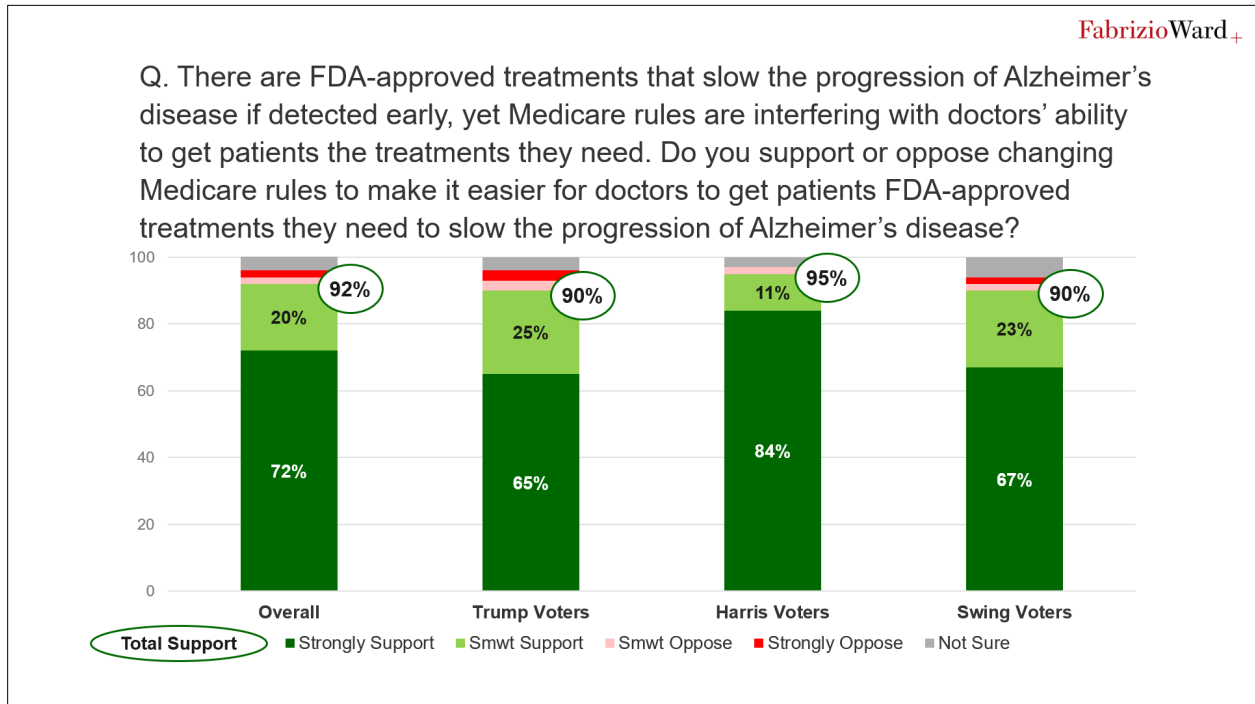


Chart 3

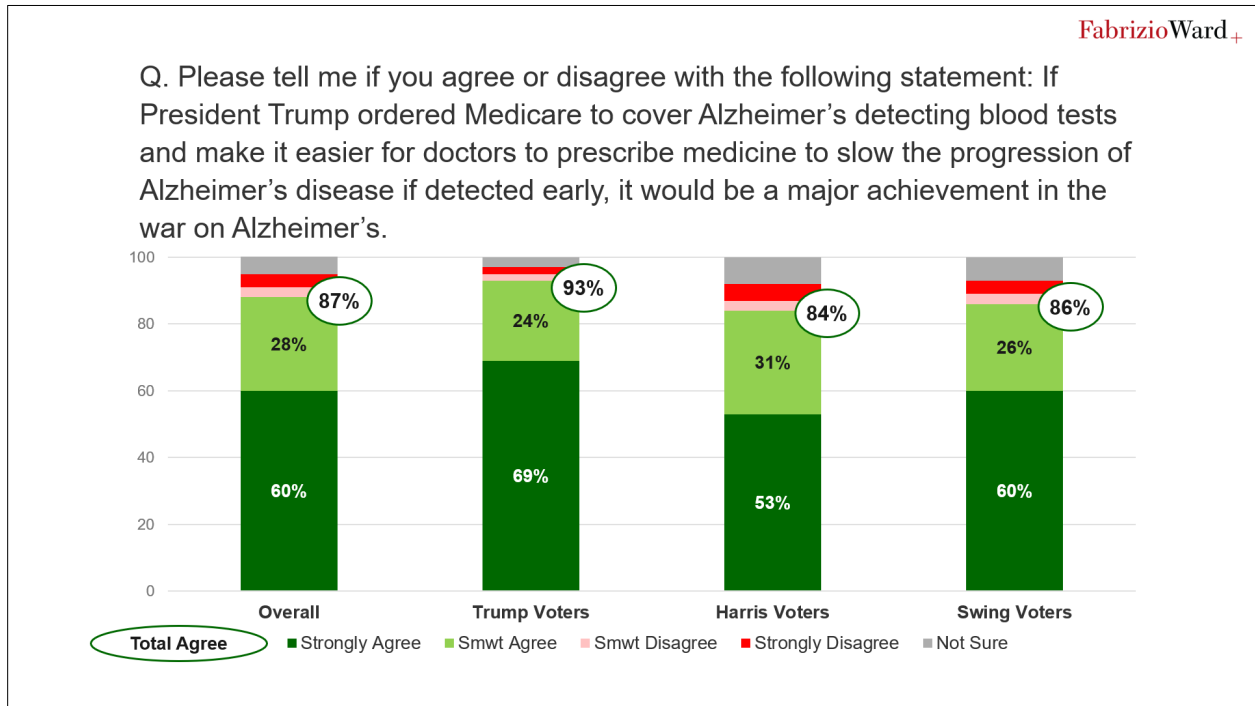


Chart 4

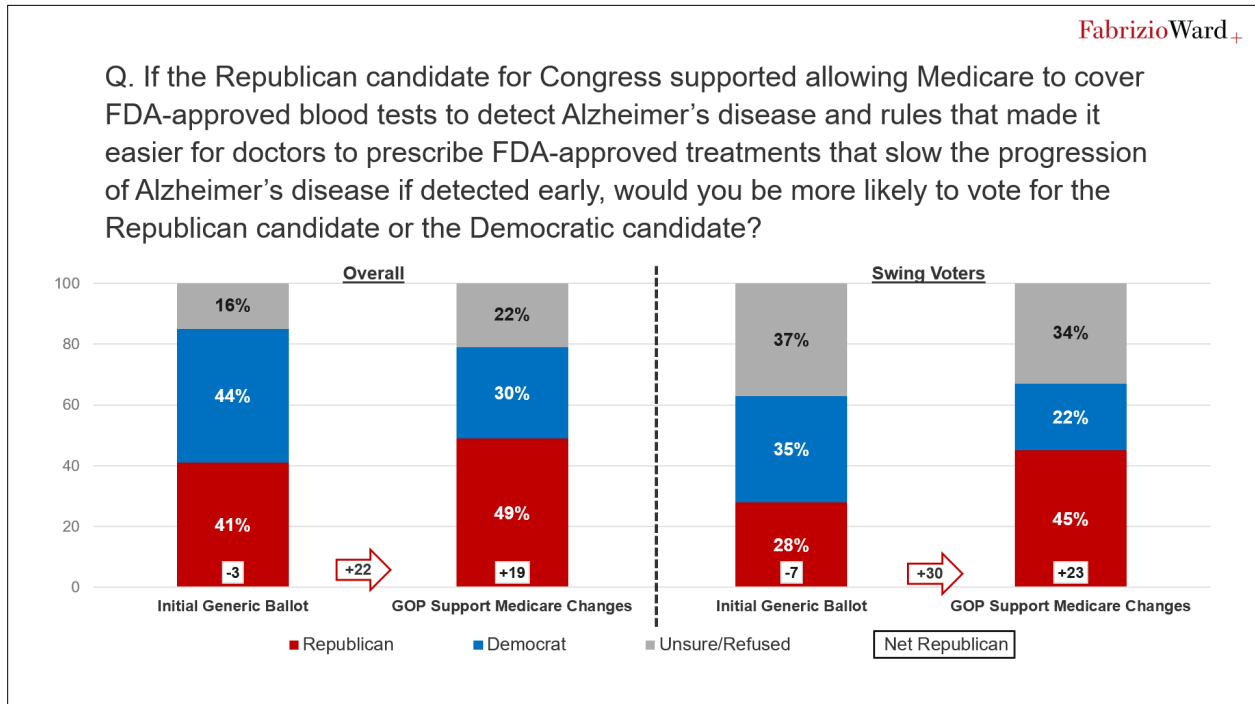


Chart 5

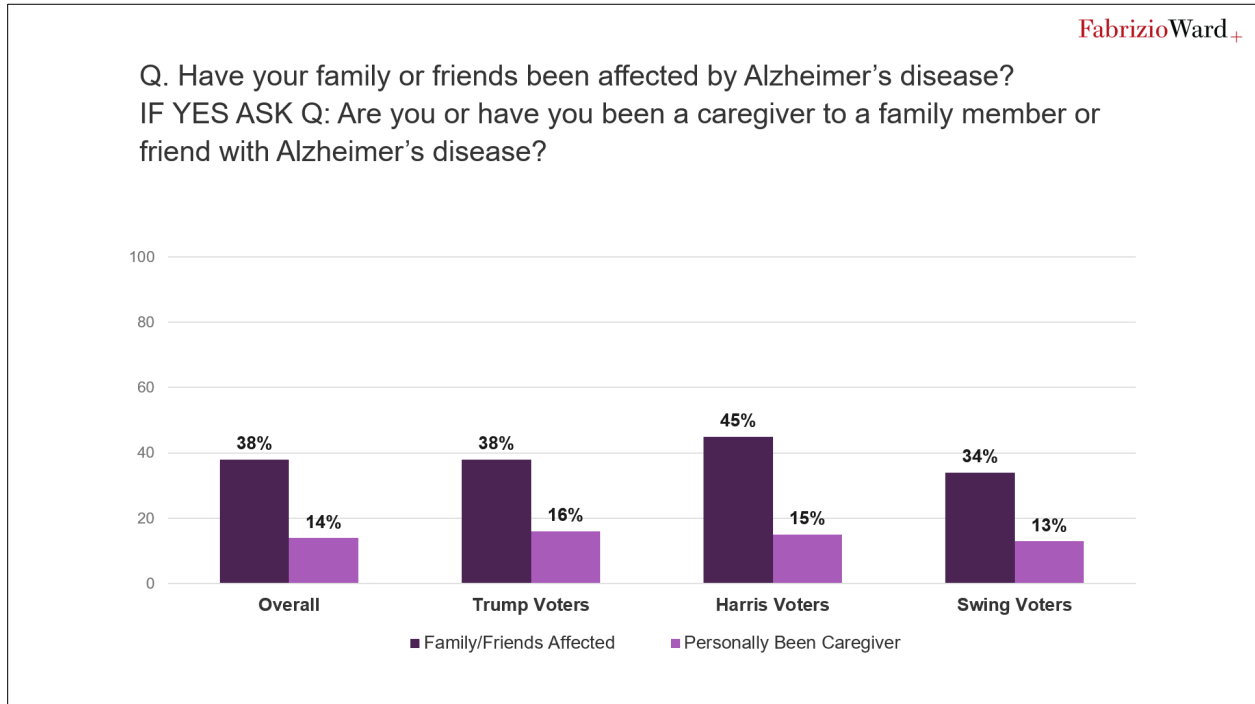


Chart 6

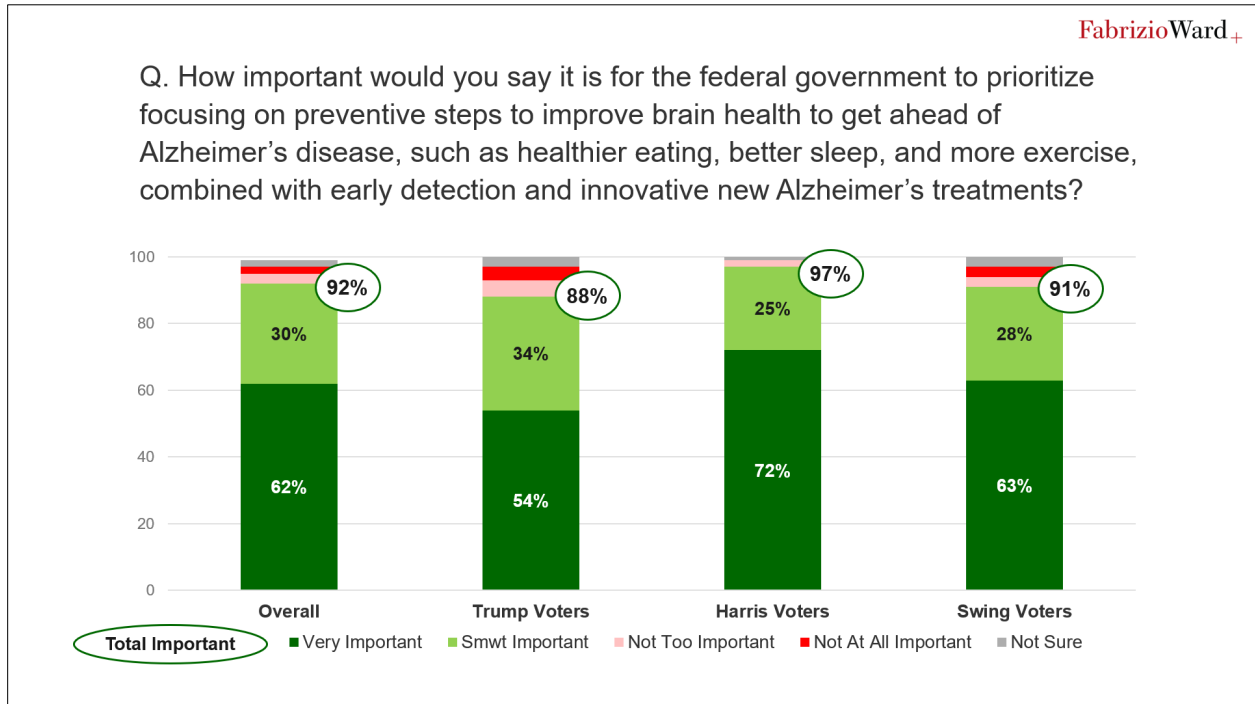


Chart 7

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Q. Each of the following statements is a reason to support making winning the war on Alzheimer's disease a national priority. For each, please tell me whether the statement is convincing or unconvincing as reason to support prioritizing the war on Alzheimer's. The first one is...

	% Convincing			Trump	Harris	Swing
	Very Convincing	Smwt Convincing	Unsure			
Alzheimer's doesn't begin when symptoms appear; it begins decades earlier. If Medicare covered early detection blood tests and new innovative treatments, we could arrest the advancement of Alzheimer's before it robs people of their independence and precious time with loved ones.	65%	91%	6%	90	93	90
Alzheimer's disease takes a severe emotional and financial toll on families who are faced with slowly losing a loved one as well as the hardships and sacrifices of caregiving. Medicare prioritizing early detection and treatment means more quality time with loved ones and less expense.	61%	89%	8%	86	94	87
America can lead the world in fighting Alzheimer's before it starts. By advancing early detection and treatment, we can ensure the best innovations are developed and delivered here first so that every American has the opportunity to remain in their home with dignity and independence.	54%	88%	9%	88	90	88
Without better prevention, early detection and treatment of Alzheimer's, families – especially children of aging parents – will face crushing caregiving and financial burdens.	55%	87%	9%	86	90	86
Medicare covers other drugs approved by the FDA for other diseases. The rules should not be different for doctors to prescribe FDA-approved Alzheimer's treatments.	51%	86%	10%	84	89	86
While the FDA already recognizes early-stage Alzheimer's - with approved early detection tests and preventative treatments - Medicare does not. We can't fight a modern disease with yesterday's playbook. It's time for Medicare to catch up to the science.	53%	85%	11%	84	88	84
Alzheimer's disease costs American taxpayers \$780 billion annually. Investing in early detection and treatment will save billions of taxpayer dollars each year in reduced Medicare and Medicaid spending.	52%	83%	12%	84	86	81

■ Very Convincing
 ■ Smwt Convincing
 ■ Unsure
 ■ Smwt Unconvincing
■ Very Unconvincing
 Total Convincing
 Total Unconvincing