



FOR IMMEDIATE RELEASE

January 14, 2025

CONTACT holly@floridadecideshealthcare.org

FOR IMMEDIATE RELEASE:

Medicaid Expansion Initiative Starts Year with Strong Polling as Florida Decides Healthcare Raises \$1 Million in 2025 Fourth Quarter

Tallahassee, Fla. – **Florida Decides Healthcare (FDH)**, the grassroots ballot initiative working to expand Medicaid in Florida, today released a [new public opinion poll](#) showing continued, broad-based voter support for Medicaid expansion while also announcing it raised \$1,003,000 in the fourth quarter of 2025, signaling early and growing momentum toward the 2028 ballot.

The new poll finds that 75% of likely Florida voters support expanding Medicaid, with 19% opposed and 6% undecided — support well above the 60% threshold required for passage of a ballot amendment. Notably, the poll shows Medicaid expansion enjoys strong bipartisan backing, including support from 60% of Republican voters, alongside overwhelming support from Democrats and independents.

The polling comes as Florida faces a worsening healthcare crisis following the expiration of enhanced ACA tax credits. Today, 51% of Floridians enrolled in ACA Marketplace plans earn under 138% of the federal poverty level, meaning they would become eligible for coverage immediately if Florida expanded Medicaid. Without expansion, the state's uninsured rate is projected to nearly double, leaving millions without access to affordable care.

At the same time, FDH announced it raised \$1,003,000 from 150 individual donors in the fourth quarter of 2025, a significant show of strength for a ballot initiative more than two years out from Election Day. The fundraising surge followed FDH's strategic pivot at the end of the third quarter in 2025 to pursue placement on the 2028 ballot, underscoring both grassroots enthusiasm and growing urgency as federal healthcare supports erode.

"This is what real momentum looks like," said **Mitch Emerson, Executive Director of Florida Decides Healthcare**. "Voters support Medicaid expansion, donors are stepping up early, and the need has never been clearer. As Congressional gridlock threatens to permanently cut ACA subsidies, working families, veterans, caregivers, and seniors are being pushed to the brink. Floridians are saying loudly and clearly that they want a solution."

Florida remains one of only ten states that have refused to expand Medicaid, even as billions of Floridians' federal tax dollars are sent to states like New York and California. FDH estimates that expanding Medicaid would bring up to \$10 billion annually back to Florida and provide coverage to up to 3.7 million residents, stabilizing hospitals, protecting jobs, and saving lives.

"Floridians support addressing the healthcare crisis by closing the coverage gap," Emerson added. "This campaign is building early because the stakes are enormous, and Floridians can't afford to wait."

About the Poll:

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from January 8 through January 12, 2026. A total of 625 registered voters statewide were interviewed live by telephone in Florida.

Florida Decides Healthcare is a non-profit organization dedicated to securing affordable, high-quality healthcare for millions of Floridians. With a nonpartisan, grassroots coalition at its core, FDH is working to amend Florida's Constitution to expand Medicaid and protect healthcare access for working families, seniors, veterans, and caregivers across the state.