



National Online Health Care Survey

Key findings from an online survey of 1,000 registered voters in the United States, conducted April 27-29, 2021.

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Methodology

Public Opinion Strategies is pleased to present the key findings of a national online survey conducted in the United States. The survey was completed April 27-29, 2021, among 1,000 registered voters, and has a credibility interval of +3.53%.

Glen Bolger and Jarrett Lewis were the principal researchers on this project. Gabe Imber was the project director, and Torie Bolger provided analytical support.

KEY TAKEAWAYS

1. The Personal Option health care plan tests extremely well, particularly when matched up against both Medicare for All and the Public Option. The specific attributes of the Personal Option plan test well.
2. This provides conservatives running for office with something we have lacked since Obamacare came on the scene; a comprehensive health care plan that resonates with voters.
3. Women, always a challenging group for Republican candidates to do well with, are very supportive of the ideas and messaging on the Personal Option.



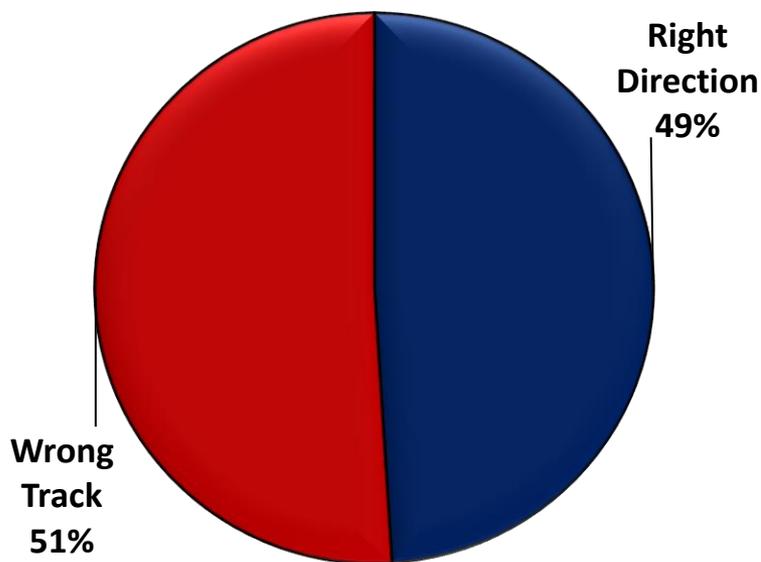
Political Environment

A slim majority of voters are pessimistic about the direction of the country. Only Dems express any optimism.

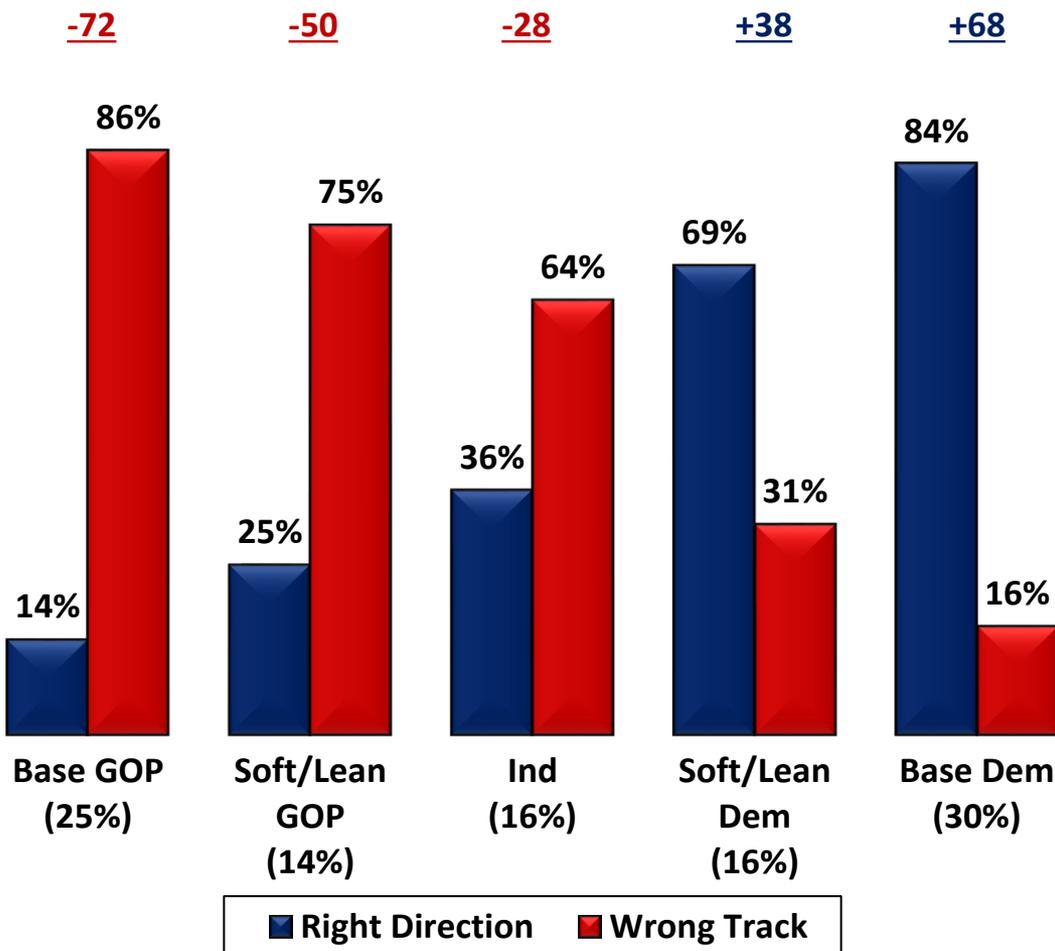
“Generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?”

Overall

RCP National Average	
Right Direction	43%
Wrong Track	50%



By Party

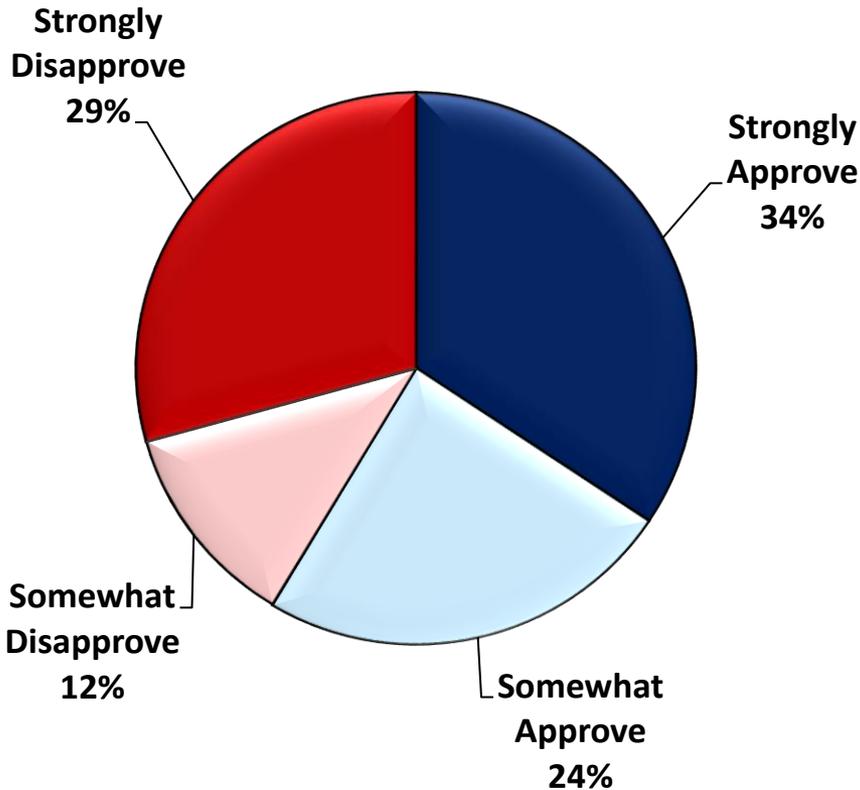


Nearly six-in-ten voters approve of President Biden. He is barely right side up with Independents.

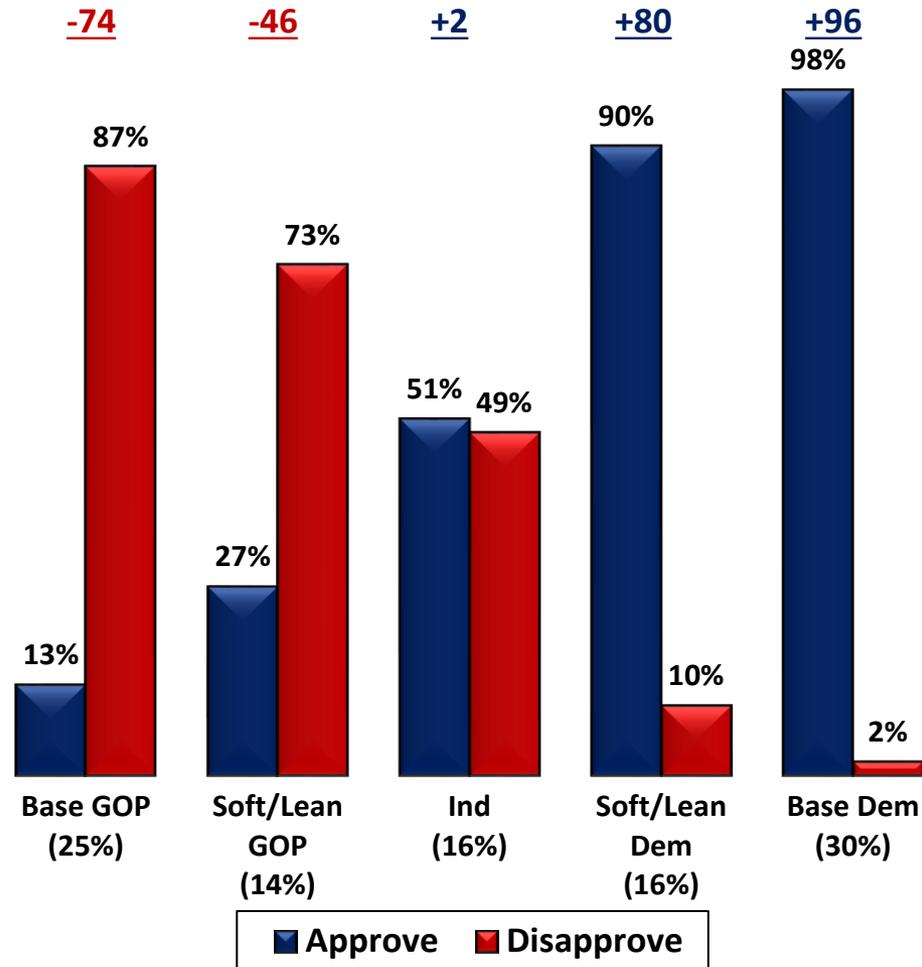
“Do you approve or disapprove of the job Joe Biden is doing as President?”

Overall

Total Approve	58%
Total Disapprove	42%*



By Party



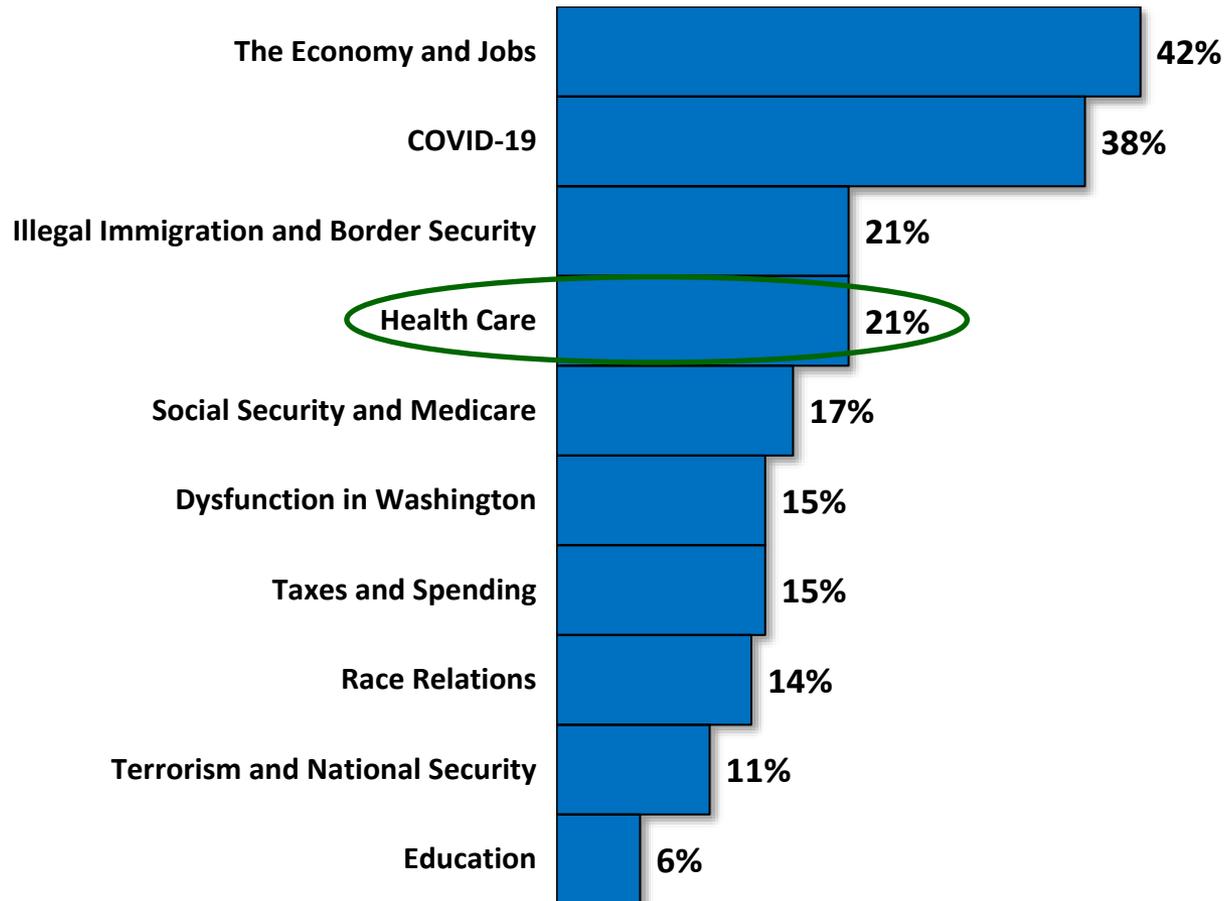
*Denotes Rounding.



Issues

One-fifth of voters rank health care in their top two issues. Not surprisingly, the economy/jobs and Coronavirus dominate the issue agenda.

“Now, turning to issues... Which TWO of the following issues are MOST important to you?”



The economy/jobs is in the top two across party lines. Health care is a priority among Dems and Inds.

Top Issues by Party

Base GOP (25%)	Soft/Lean GOP (14%)	Ind (16%)	Soft/Lean Dem (16%)	Base Dem (30%)
Illegal Immigration and Border Security (42%)	The Economy and Jobs (52%)	The Economy and Jobs (49%)	COVID-19 (46%)	COVID-19 (56%)
The Economy and Jobs (41%)	Illegal Immigration and Border Security (30%)	COVID-19 (33%)	The Economy and Jobs (34%)	The Economy and Jobs (39%)
Dysfunction in Washington (23%)	COVID-19 (28%)	Health Care (20%)	Health Care (34%)	Health Care (28%)
Taxes and Spending (21%)	Taxes and Spending (21%)	Illegal Immigration and Border Security (20%)	Social Security and Medicare (19%)	Race Relations (27%)

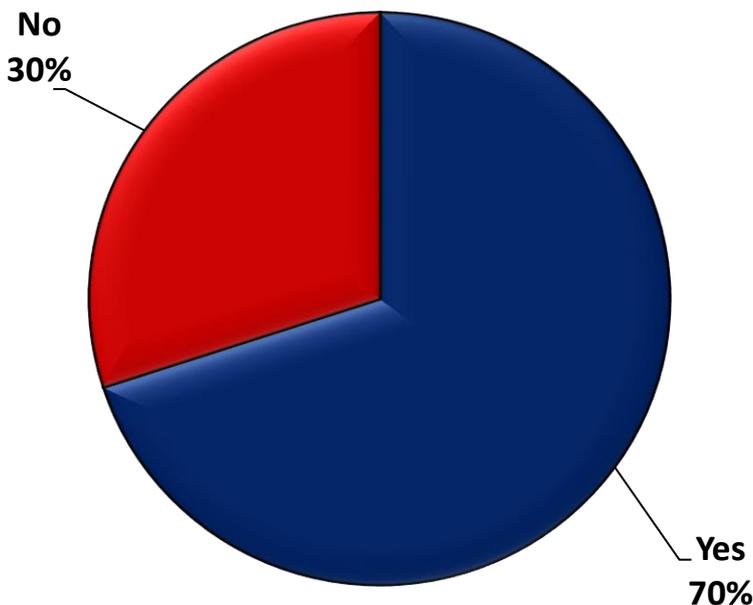


Health Care

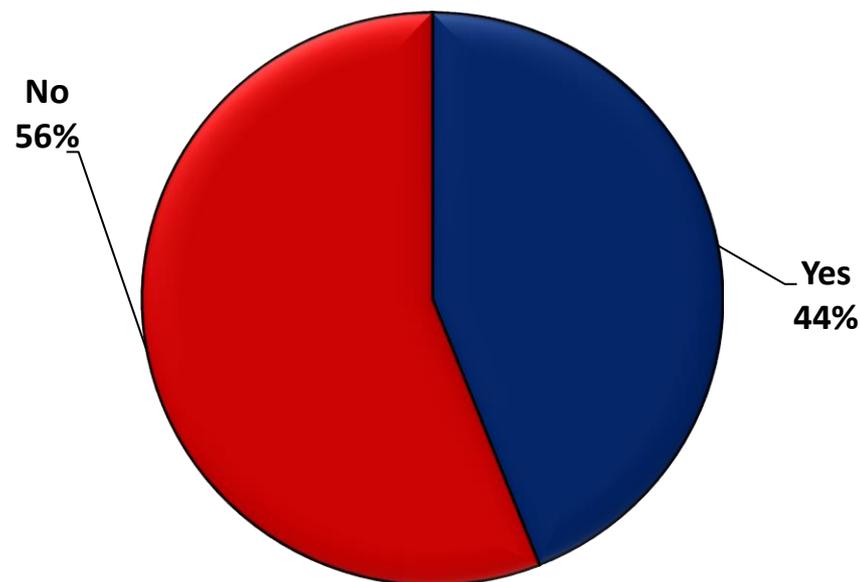
A vast majority of voters say the current health care system meets the needs of themselves and their family, but that drops dramatically when asked if the system meets the needs of most Americans.

“Now, thinking a little more about health care...

*Generally speaking, do you believe the current health care system is meeting the needs of **you and your family**?”[^]*



*“Generally speaking, do you believe the current health care system is meeting the needs of **most Americans**?”^{^^}*

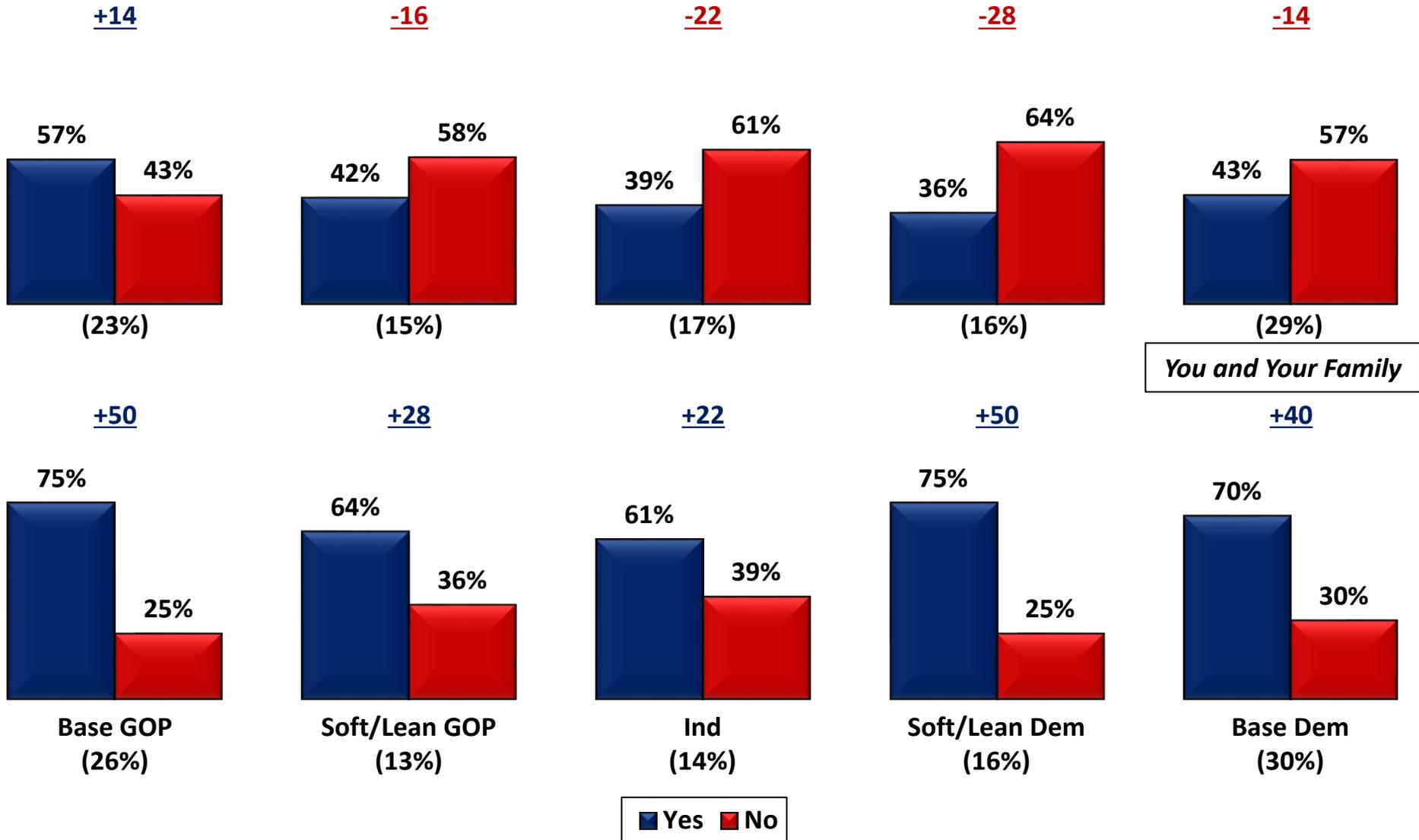


[^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

Only base GOPers say the health care system is meeting needs of most Americans.

Health Care System Meeting Needs by Party

Most Americans



Top Groups – Yes, Health Care System Meeting Needs

Top Groups – Yes, You and Your Family (70%)

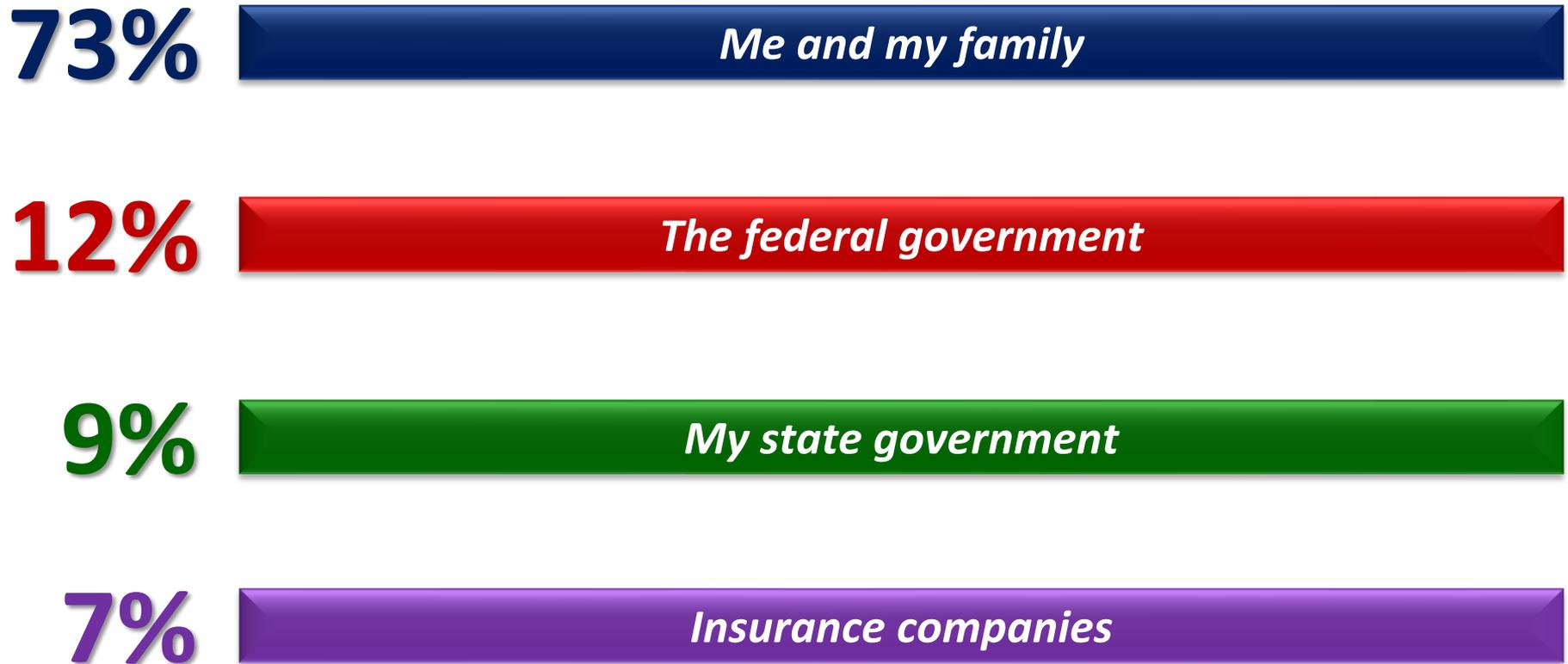
Mid-Atlantic Region	88%
Northeast Region	86%
Men 65+	86%
Grad/Prof	86%
Dem 55+	86%
Men 55+	85%
Men w/ Degree	84%
Age 65+	83%
Women 65+	80%
Great Lakes Region	79%
Age 35-44	78%
Men	77%
Men 18-34	77%
GOP Men	77%
GOP w/ Degree	77%
Dem w/ Degree	77%
New England Region	77%
Ind Men	76%
Dem Men	76%
GOP 55+	76%
Base GOP	75%
Soft/Lean Dem	75%
Very Conservative	75%
Mountain Region	75%

Top Groups – Yes, Most Americans (44%)

Men 65+	61%
Men 18-34	60%
Men 35-54	60%
GOP Men	60%
Men w/ Degree	60%
Mid-Atlantic Region	60%
Age 65+	58%
Base GOP	57%
Men	57%
Very Conservative	57%
GOP 55+	57%
GOP w/ Degree	56%
Dem Men	55%
Total Conservative	55%
Ind Men	54%
Men w/o Degree	54%
Hispanic	53%
Northeast Region	53%
Men 55+	53%
Women 65+	53%
Somewhat Conservative	53%
Income \$80K+	53%
Total GOP	51%
Great Lakes Region	51%
Age 35-44	50%
Grad/Prof	50%
Pacific Region	49%
Income \$40K-\$80K	49%
College Grad	48%
GOP w/o Degree	48%

Nearly three-quarters of voters say “me and my family” when asked who should have the most say in health care decisions.

“Now, if you had to choose, who do you think should have the most say in decisions that affect the type of health care you get and who you get it from?”



Top Groups – “Me and My Family”

*Top Groups – Me and my family
(73%)*

Ind w/o Degree	86%	Ind 18-54	79%
New England Region	86%	Total GOP	78%
Ind Women	84%	White	78%
Ind 55+	84%	Women	78%
Women 35-54	82%	Age 45-54	78%
Very Conservative	82%	Men 65+	78%
Mountain Region	82%	Some College	78%
Ind	81%	Women w/o Degree	78%
Women 55+	81%	Mod/Lib GOP	78%
GOP 55+	81%	GOP w/o Degree	78%
Base GOP	80%	Outer South Region	78%
Women 65+	80%	Men 55+	77%
Age 55-64	79%	Moderate	77%
Age 65+	79%	GOP w/ Degree	77%
GOP Women	79%	Suburban Geography	77%
Women w/ Degree	79%	Income \$40K-\$80K	77%

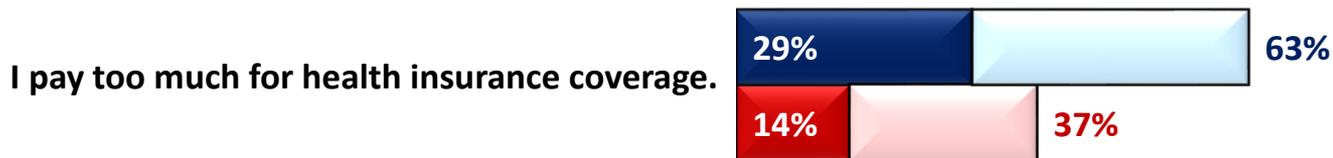
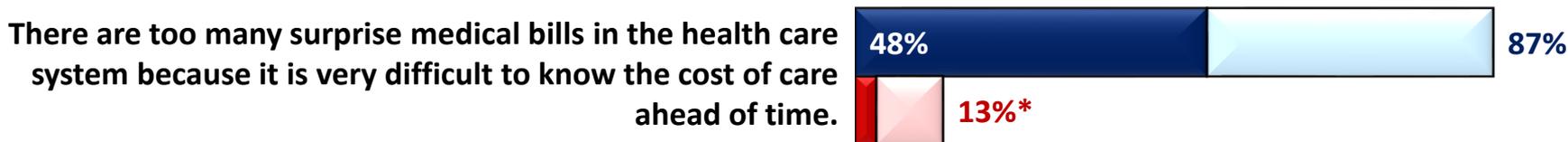
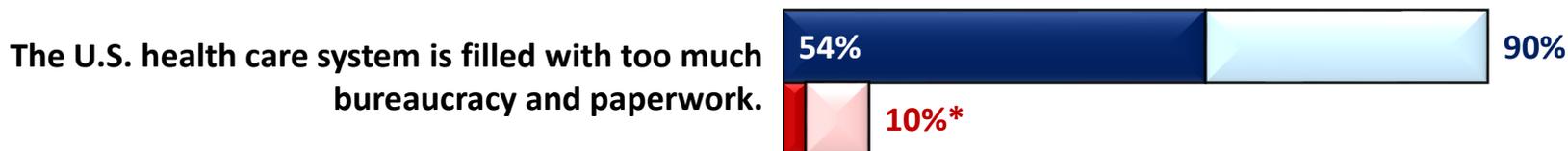
Making Family Medical Decisions:

- Women make about **80%** of family medical decisions and they are:
 - **12 points** more likely to say *they/their families* should make health care decisions;
 - **12 points** more likely to want *less government* control of the health care system;
 - They score noticeably *higher* in support of personal control over government control on almost all of the non-Rx paired statements;
 - They do better on the initial **Personal Option** versus **Public Option** by **14 points** and on the initial **Personal Option** versus **Medicare For All** by **16 points**.

Voters overwhelmingly agree there are a lot of problems with the health care system. From high prescription drug costs to excess bureaucracy to too many surprise medical bills.

"Now, please read some statements about the health care in the United States. After you read each statement, please indicate whether you agree or disagree with that statement."

Ranked by % Strongly Agree

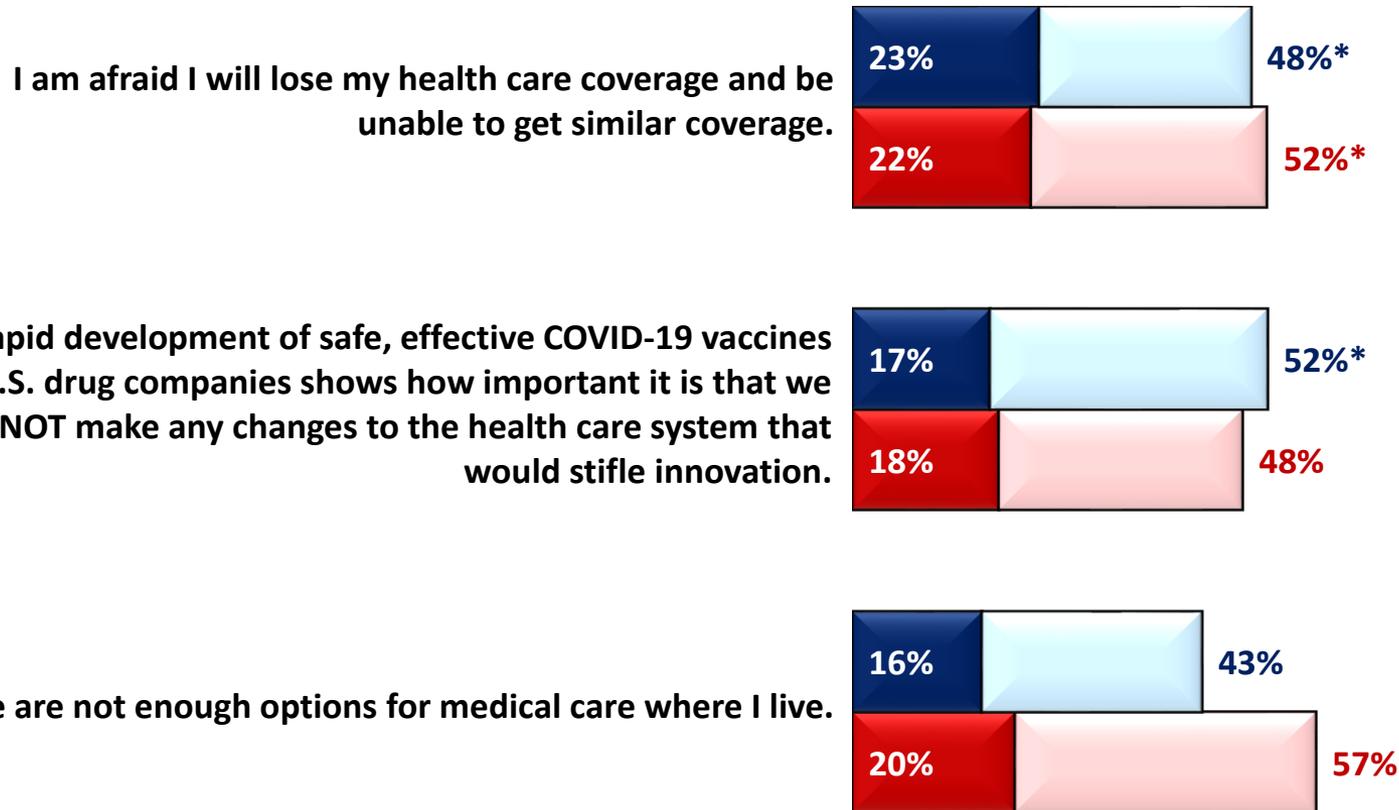


*Denotes Rounding.

However, voters are divided on concerns of losing their coverage and whether changes to the health care system will hamper innovation.

“Now, please read some statements about the health care in the United States. After you read each statement, please indicate whether you agree or disagree with that statement.”

Ranked by % Strongly Agree

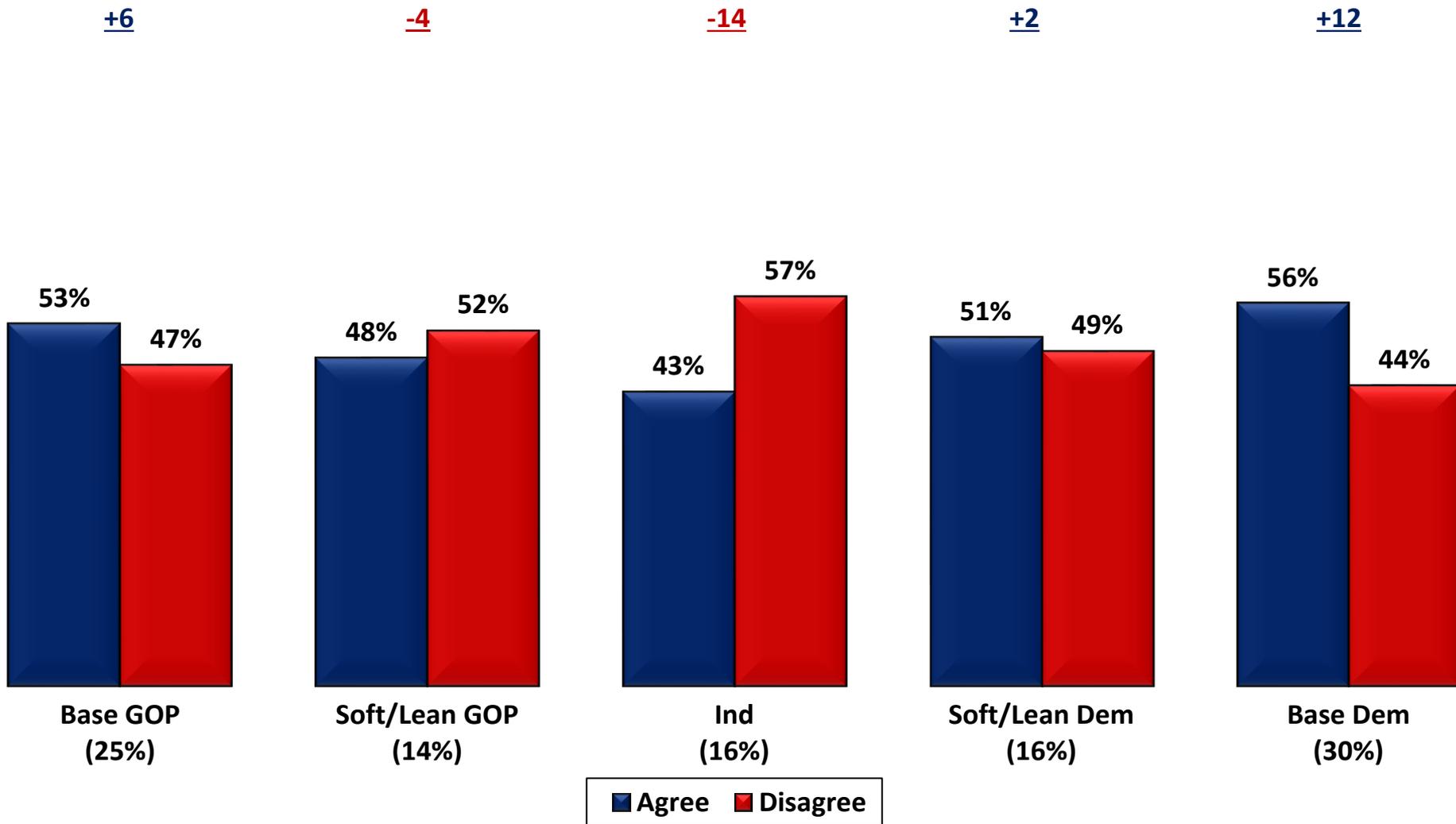


■ Strongly Agree ■ Total Agree ■ Strongly Disagree ■ Total Disagree

*Denotes Rounding.

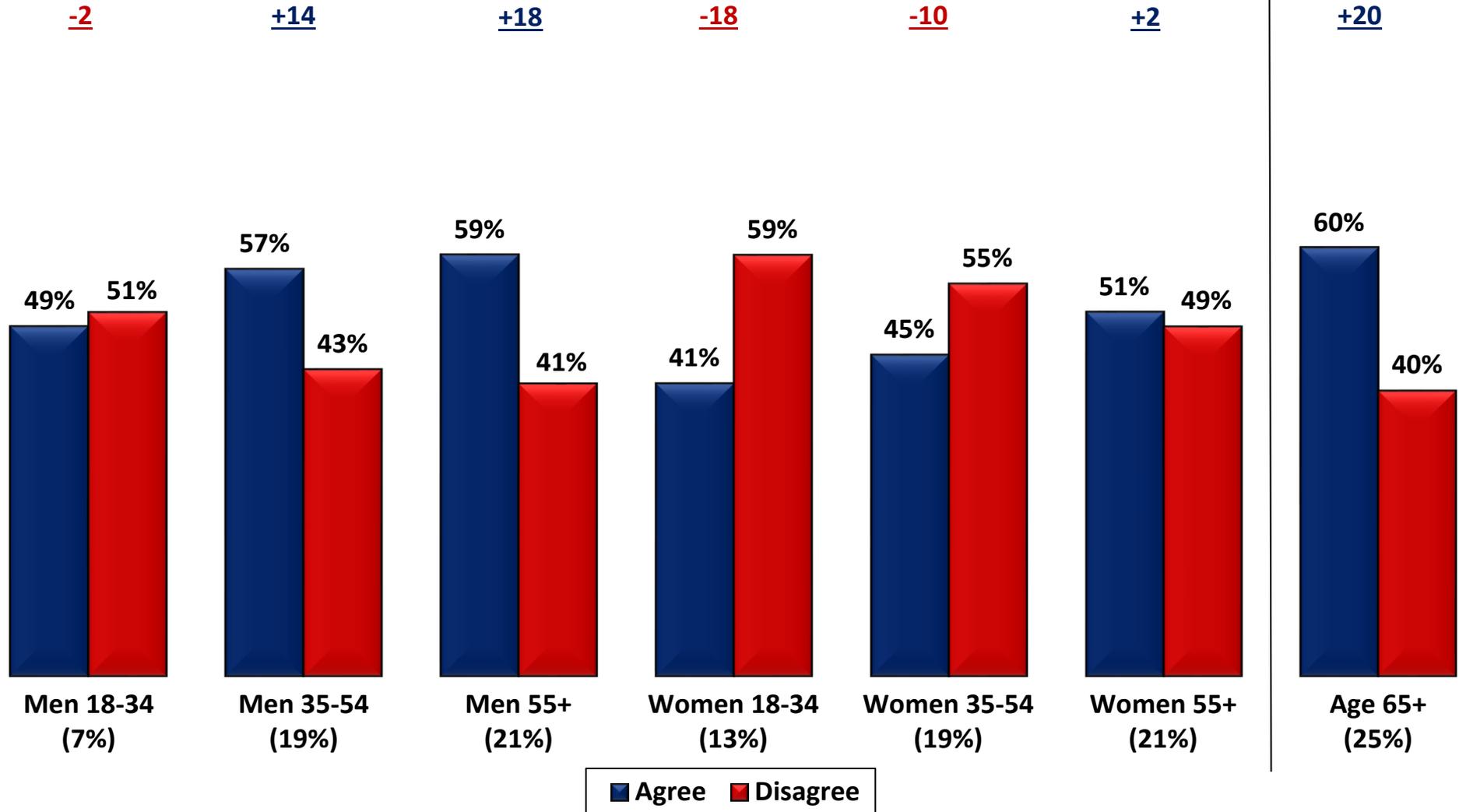
Base partisans are most likely to agree we should not make changes that would curb innovation.

Stifle Innovation by Party



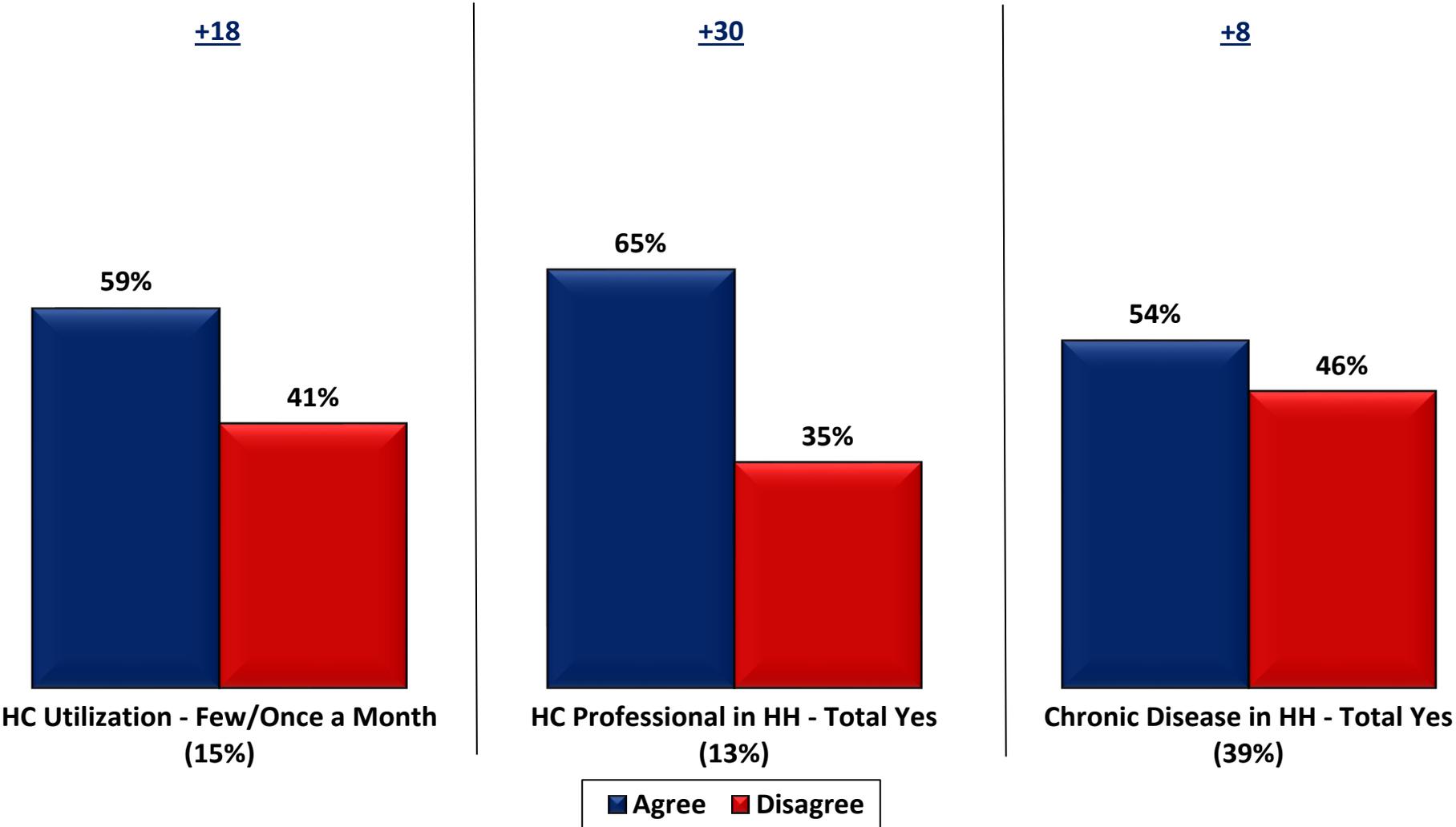
There is a gender gap here. Men agree that we should not make any changes, while women are more open to it.

Stifle Innovation by Gender/Age + Seniors



Voters with more exposure to the health care system are more likely to believe we should not make changes that would stifle innovation.

Stifle Innovation by Use System Frequently, Have HC Professional in HH, and Chronic Disease





Government Role in Health Care

A plurality of voters say there should be LESS government control of the health care system.

“Thinking now about the role that the federal government plays in health care, do you think there should be more or less government control of our health care system?”

42%

There should be LESS government control of our health care system.

27%

The current level of government control is about right.

31%

There should be MORE government control of our health care system.

Voters are divided on whether the pandemic has made them want more/less government control of the health care system or no change.

“Has the COVID-19 pandemic changed the way you view government control of our health care system?”

25%

*Yes, the COVID-19 pandemic has made me want **MORE** government control of health care.*

47%

No, the COVID-19 pandemic has not changed my view on government’s role in health care.

28%

*Yes, the COVID-19 pandemic has made me want **LESS** government control of health care.*

Top Groups – Less Government Control

Top Groups – Less Government (42%)

Very Conservative	70%
GOP w/o Degree	70%
Base GOP	69%
GOP women	68%
GOP 18-54	68%
Total GOP	66%
Total Conservative	65%
GOP 55+	64%
GOP Men	63%
Soft/Lean GOP	60%
Somewhat Conservative	59%
GOP w/ Degree	58%
Mod/Lib GOP	55%
Men 18-34	54%
Ind 18-54	54%
Ind w/o Degree	54%
Age 18-34	51%
Rural Geography	51%
Ind Women	50%
Women w/o Degree	50%
Women 18-34	49%
Women 35-54	49%
Some College	49%
Deep South Region	49%
Ind	48%
White	48%
South Region	48%
Women	48%
High School or Less	48%
Men w/o Degree	48%

Top Groups – Less Government From COVID (28%)

Base GOP	46%
Very Conservative	46%
GOP Women	45%
GOP w/ Degree	45%
Total GOP	43%
GOP 18-54	43%
GOP 55+	43%
GOP w/o Degree	42%
GOP Men	41%
Total Conservative	41%
Men 18-34	40%
Soft/Lean GOP	39%
Age 18-34	39%
Women 18-34	38%
Mod/Lib GOP	37%
Deep South Region	37%
Ind 18-54	36%
Ind w/o Degree	36%
South Region	35%
Somewhat Conservative	35%
Ind Women	34%
Women 55+	33%
Women w/o Degree	33%
Outer South Region	33%
Some College	32%

GOPers overwhelmingly want the government's role to be kept the same or decreased.

“Thinking now about the role that the federal government plays in health care, do you think there should be more or less government control of our health care system?”

	Total	GOP (39%)	Ind (16%)	Dem (45%)	White (73%)	Total Min (27%)	Urban (37%)	Suburban (50%)	Rural (13%)
Less Control/Keep Same for Fed Gov't	69%	87%	78%	51%	72%	64%	63%	71%	79%

“Has the COVID-19 pandemic changed the way you view government control of our health care system?”

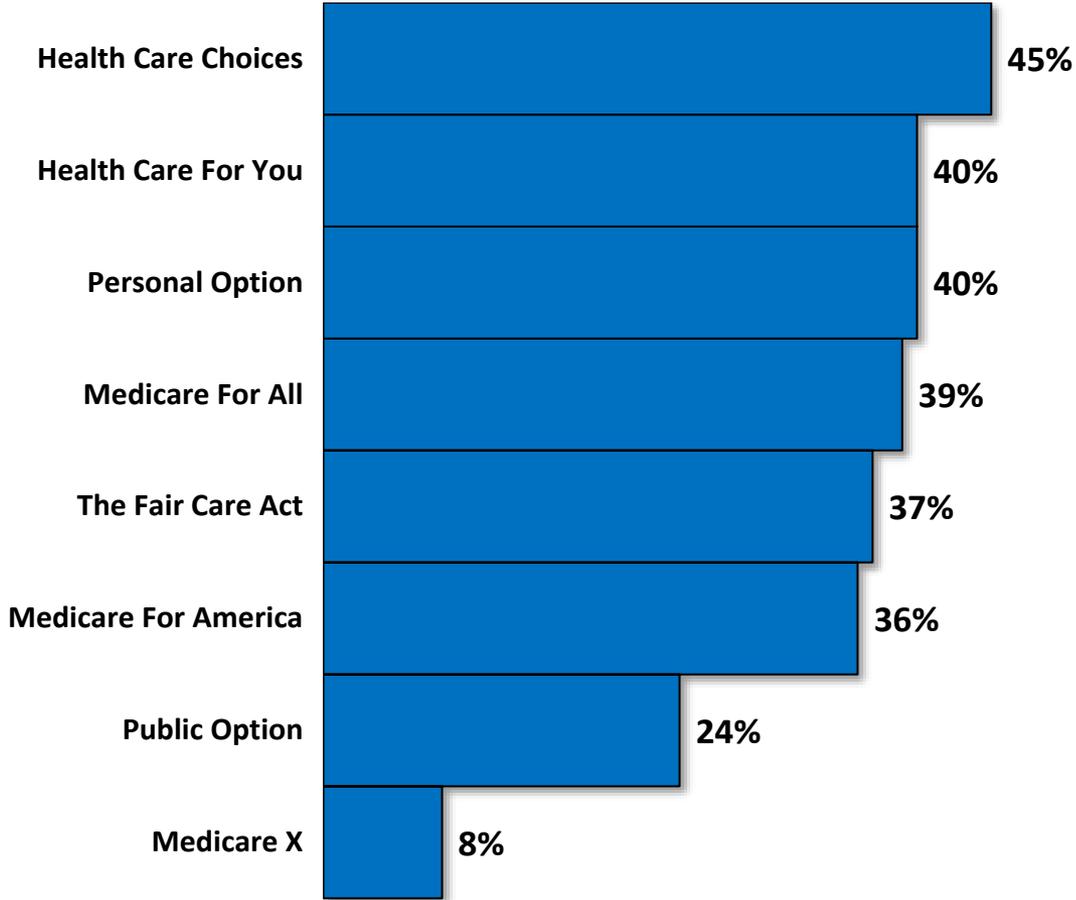
	Total	GOP (39%)	Ind (16%)	Dem (45%)	White (73%)	Total Min (27%)	Urban (37%)	Suburban (50%)	Rural (13%)
Less Control/No Change from Pandemic	75%	92%	82%	57%	75%	71%	74%	73%	81%



Changes in Health Care

Proposal/plan descriptions that mention choices or personalization resonate best with voters.

“Here are some shorthand descriptions of various health care proposals and plans that different groups and coalitions are recommending. Even if you know nothing about these plans, please pick the top three descriptions you find most appealing.”



Top Groups – Health Care Choices & Personal Option

Top Groups – Health Care Choices (45%)

Soft/Lean GOP	62%
GOP 55+	62%
GOP Women	60%
Very Conservative	60%
Somewhat Conservative	59%
Total Conservative	59%
GOP w/ Degree	59%
Total GOP	58%
Women 65+	58%
GOP w/o Degree	58%
GOP Men	57%
Base GOP	56%
Rural Geography	56%
Ind Men	55%
GOP 18-54	55%
Ind 55+	55%
Women 55+	54%
Ind w/ Degree	54%
Mod/Lib GOP	52%
Mid-Atlantic Region	50%
White	49%
Northeast Region	49%
Age 65+	49%

Top Groups – Personal Option (40%)

GOP 55+	60%
Base GOP	58%
GOP w/ Degree	58%
Very Conservative	56%
GOP Men	55%
Ind 18-54	55%
Total GOP	54%
GOP Women	54%
Total Conservative	53%
GOP w/o Degree	53%
Ind w/o Degree	52%
Somewhat Conservative	51%
Ind Men	50%
New England Region	50%
GOP 18-54	49%
Soft/Lean GOP	48%
Ind	47%
Women 65+	47%
Ind Women	46%
Northeast Region	44%
Women 35-54	44%
Women w/ Degree	44%
Mod/Lib GOP	44%
Outer South Region	44%

Top Groups – Health Care For You & Medicare For All

Top Groups – Health Care For You (40%)

GOP w/ Degree	59%
Somewhat Conservative	55%
Soft/Lean GOP	53%
GOP Women	52%
Total GOP	51%
Total Conservative	51%
GOP 18-54	51%
GOP 55+	51%
Base GOP	50%
GOP Men	50%
Women 65+	49%
Very Conservative	48%
Deep South Region	48%
GOP w/o Degree	47%
Women 55+	46%
Rural Geography	45%
Mountain Region	45%
South Region	44%
West Region	44%
Grad/Prof	44%
Men w/ Degree	44%
Mod/Lib GOP	44%
Suburban Geography	44%
Pacific Region	44%

Top Groups – Medicare For All (39%)

Liberal	64%
Dem w/o Degree	62%
Soft/Lean Dem	60%
Dem Women	59%
Dem 55+	59%
White Dem	58%
Total Dem	57%
Dem 18-54	56%
Base Dem	55%
Dem Men	55%
Dem w/ Degree	50%
African American	49%
Hispanic	49%
Total Minority	49%
Women 18-34	45%
Grad/Prof	45%
Ind w/ Degree	45%
Income Under \$40K	45%
Age 45-54	44%
Urban Geography	44%
Men 35-54	43%

Voters: “Keep what works with the system and fix what is broken!”

“Now, you will read about some potential changes to the health care system...Which of the following would you most support as an approach to dealing with America’s health care system?”

53%

Keep what works and fix what is broken by allowing personalized health insurance options that offer more flexibility and trusting people to make their own decisions.

16%

Completely replace the current system by ending private insurance and moving all Americans into the same government-run health insurance plan.

16%

Supplement the current system by offering a government-run insurance plan on the Obamacare health insurance exchange that would compete with private insurance.

8%

America’s health care system should stay the same as it is now.

7%

Something else should be done.

Combat Message Development: The U.S. Health Care System

“Now you will read some pairs of statements about the health care system. After each pair of statements, please indicate the statement that comes closer to your own point of view. Although you may agree with both statements or agree with neither statement, please choose the one that comes closer to your own point of view.”

The three clear winners: Empowering health care workers, fixing a broken system, and the personalization of health care.

We should be enacting policies that empower doctors, nurses, and health care innovators to provide health care centered around patients.[^] **82%**

We should be enacting policies that give the government greater authority to manage and provide health care.[^] **18%**

Health care is very personal, so I should be able to choose the health care coverage that's right for me. **73%**

Health care is a public responsibility, so every American should be enrolled in the same government plan offering the same coverage. **27%**

Health care is too important to let politicians we cannot trust design a new system from scratch; instead we should keep what works and fix what's broken.^{^^} **71%**

We need Washington to design a complete overhaul of our health care system; one that gives government the authority to ensure it is fair and more affordable.^{^^} **29%**

[^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

Break our way, but not as strong: Putting patients and doctors at the center of health care and arguing the government should never run the entire health care system.

The current health care system treats government and insurance companies like they are the customer. We need to put patients and doctors at the center by giving them more control.^^ **60%**

We need the federal government to manage health care by limiting payments to medical providers to reduce costs and ensure everyone has the same basic level of coverage.^^ **40%**

The government should never run all of health care because everything Washington does always ends up costing more and delivering less.^ **56%**

Health care is better run by the federal government because only the government can guarantee we all get affordable coverage.^ **44%**

^Split Sample A, N=493; ^^Split Sample B, N=507.

An uphill battle: two-thirds of voters agree too many Americans cannot afford their prescription drugs.

Government price controls of prescription drugs would lead to rationing and shortages and keep new lifesaving drugs and vaccines off the market. To lower prices we should approve more generics and recognize drugs approved in other advanced nations. ^ **33%**

Too many Americans cannot afford their prescription drugs, and drug companies are taking advantage of sick individuals. We need government price controls to bring drug costs down and stop drug company profiteering. ^ **67%**

Letting the government control prescription drug prices goes too far and would hinder the development of new lifesaving treatments and vaccines. Instead of a government takeover of the drug industry, we should keep what works and focus on fixing what is broken. ^^ **35%**

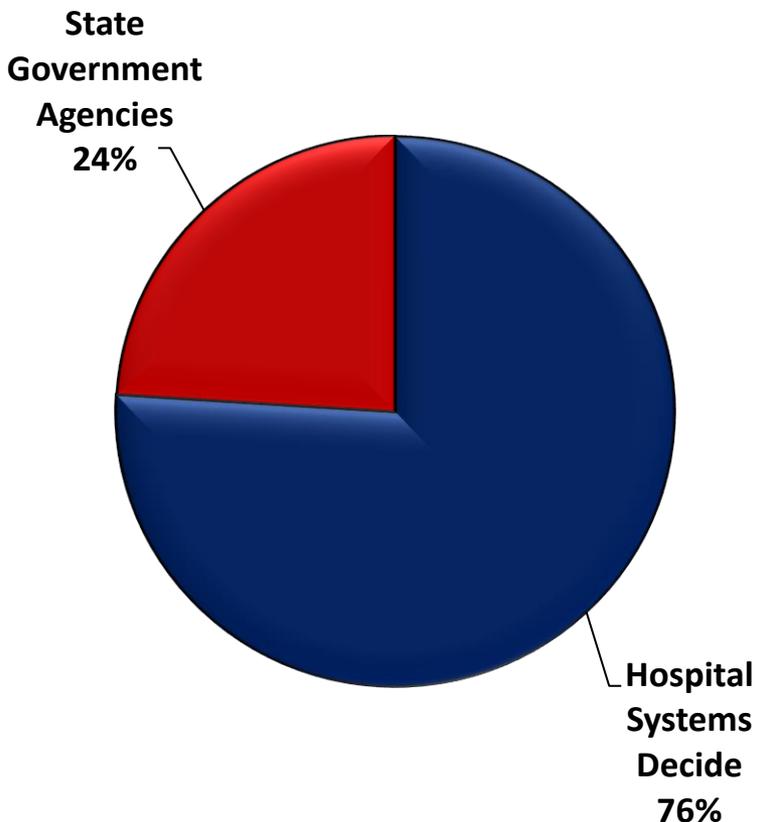
Too many Americans cannot afford their prescription drugs, and drug companies are taking advantage of sick individuals. We need government price controls to bring drug costs down and stop drug company profiteering. ^^ **65%**

^Split Sample A, N=493; ^^Split Sample B, N=507.

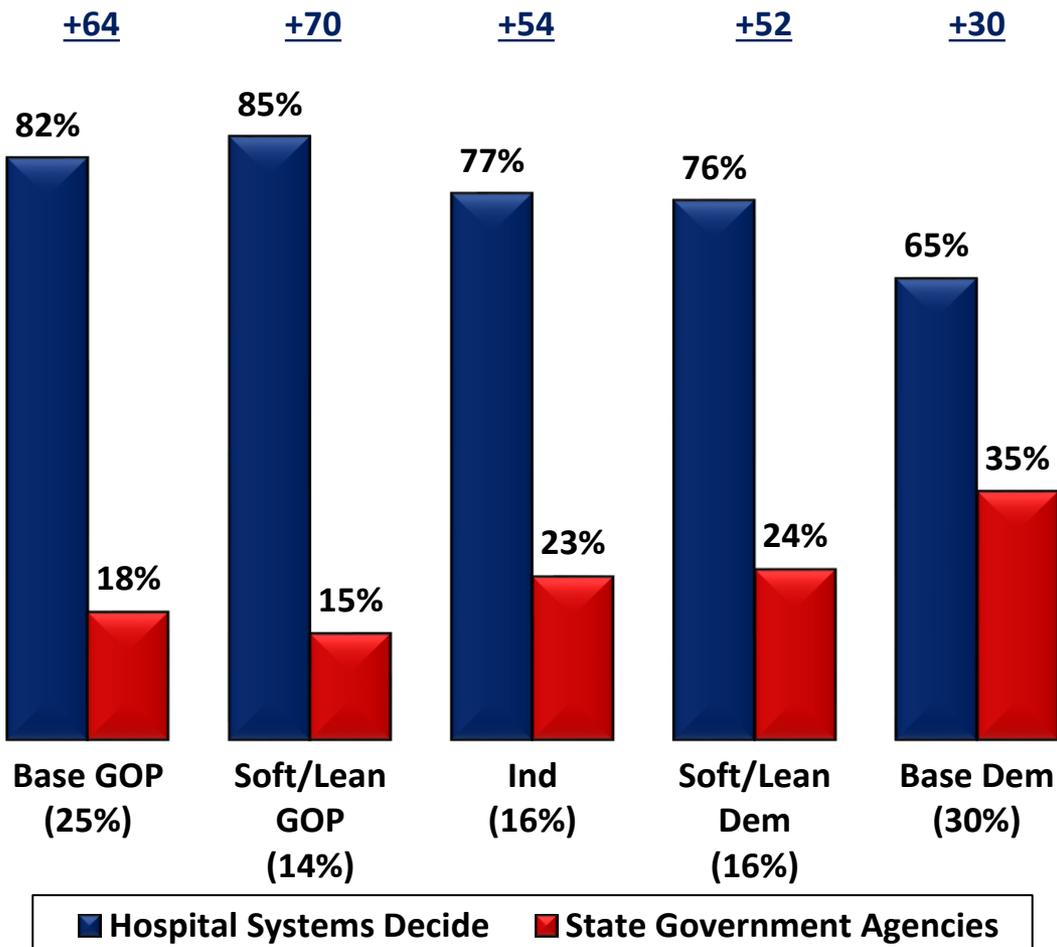
Three-quarters of voters reject “Certificate of Need” laws.

“Changing topics a little... Some states have “Certificate of Need” laws that require hospital systems and other health care providers to get approval from a state government agency before they can build a new hospital, expand facilities, or add equipment, services, or hospital beds in a particular area. Do you feel that...”

Overall



By Party



Health Savings Account Split Sample A Language

“A Health Savings Account (HSA) is a tax free account that allows you to set aside money to pay for health care expenses. As long as it is used for a qualified expense, you don’t pay tax on the money in an HSA. Unspent HSA funds roll over and accumulate from year to year, and these funds can be invested like a 401(k) to cover future medical expenses. Currently, HSAs are only available to people who have a high-deductible health insurance plan, which is just 10% of Americans.”

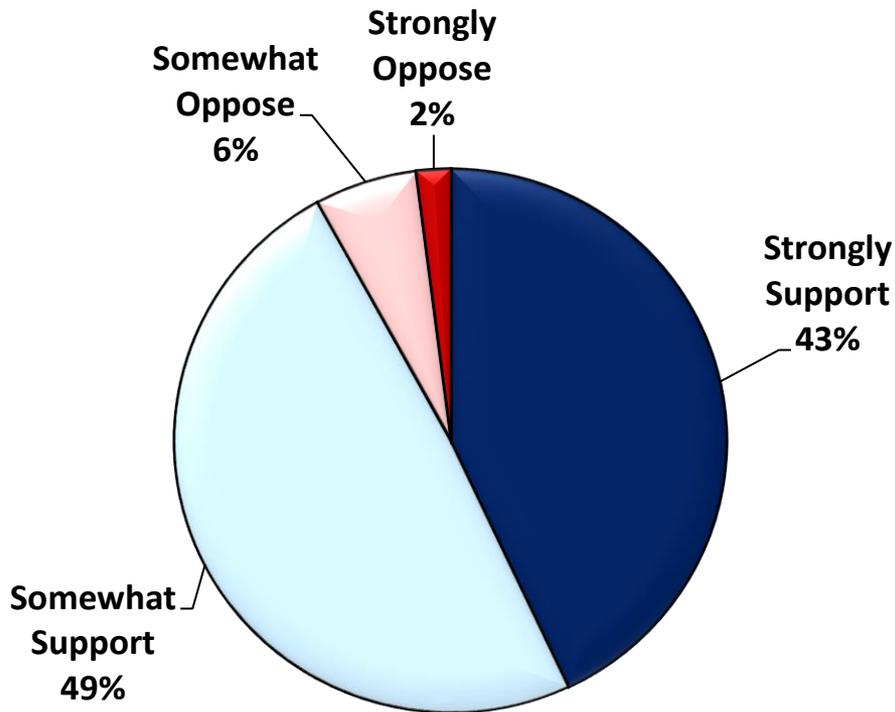
Health Savings Account Split Sample B Language

“A Health Savings Account (HSA) is like a 401(k) for medical expenses. The money you put into an HSA is tax free as long as it’s used for a qualified medical expense. Unspent HSA funds roll over and accumulate from year to year and can be invested to cover future medical expenses. Currently, HSAs are only available to people who have a high-deductible health insurance plan – just 10% of Americans.”

Nine-in-ten voters support expanding access to a Health Savings Account to anyone.

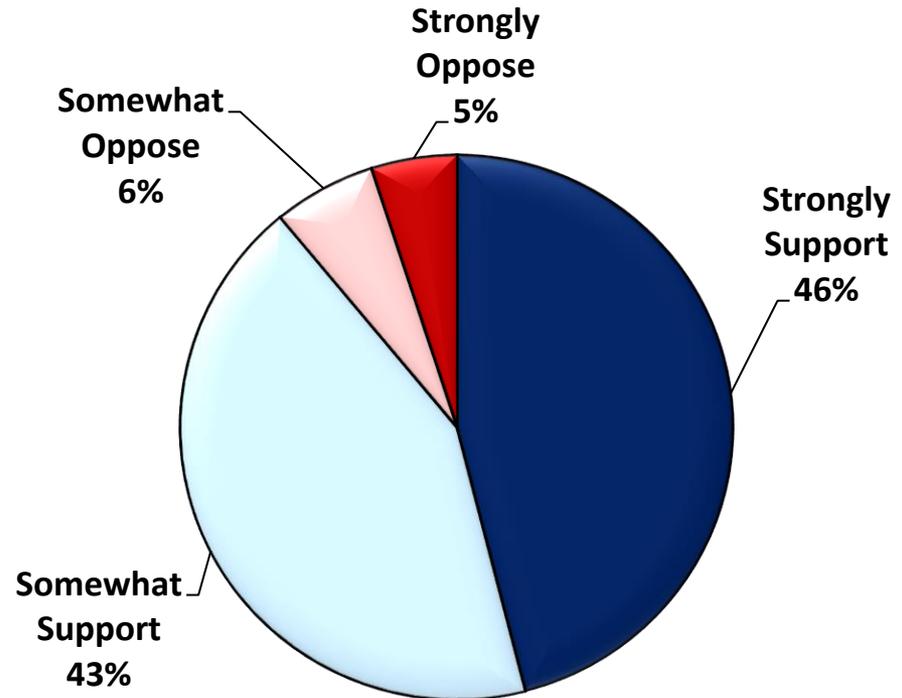
“Would you support or oppose allowing anyone to open a Health Savings Account, regardless of what type of health insurance plan they have?”[^]

Total Support	91%*
Total Oppose	9%*



“Would you support or oppose allowing anyone to open a Health Savings Account?”^{^^}

Total Support	89%
Total Oppose	11%

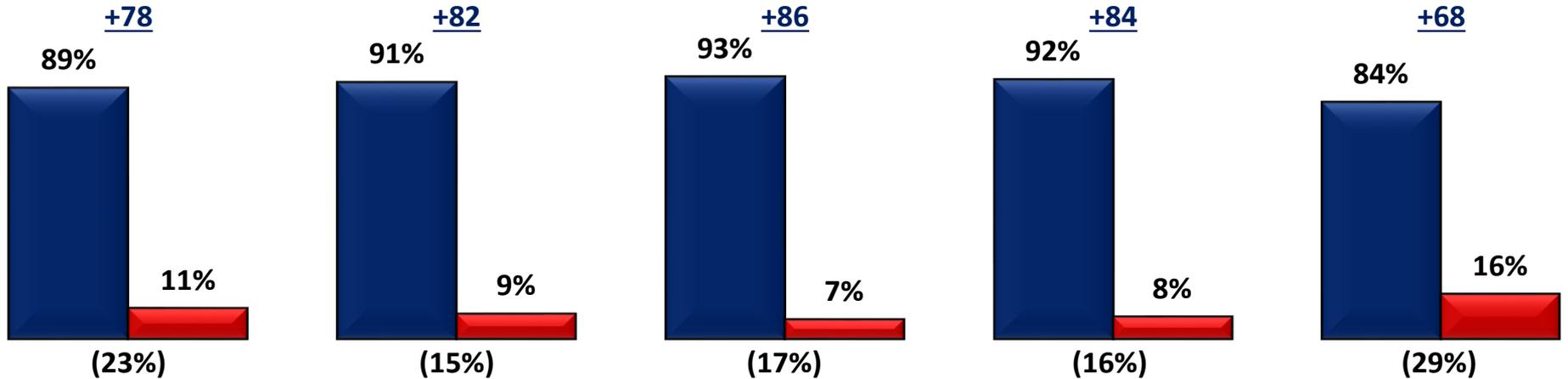


*Denotes Rounding; [^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

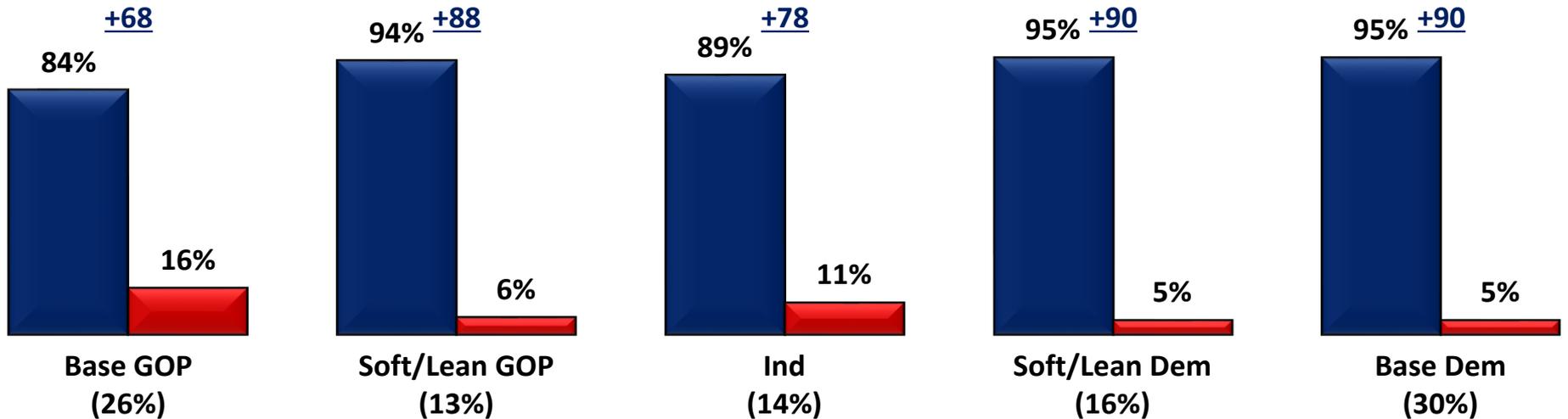
A rarity, especially within health care: this issue has extremely high bipartisan support.

HSA Statements by Party

Anyone Can Open an Account



Open Regardless of Insurance



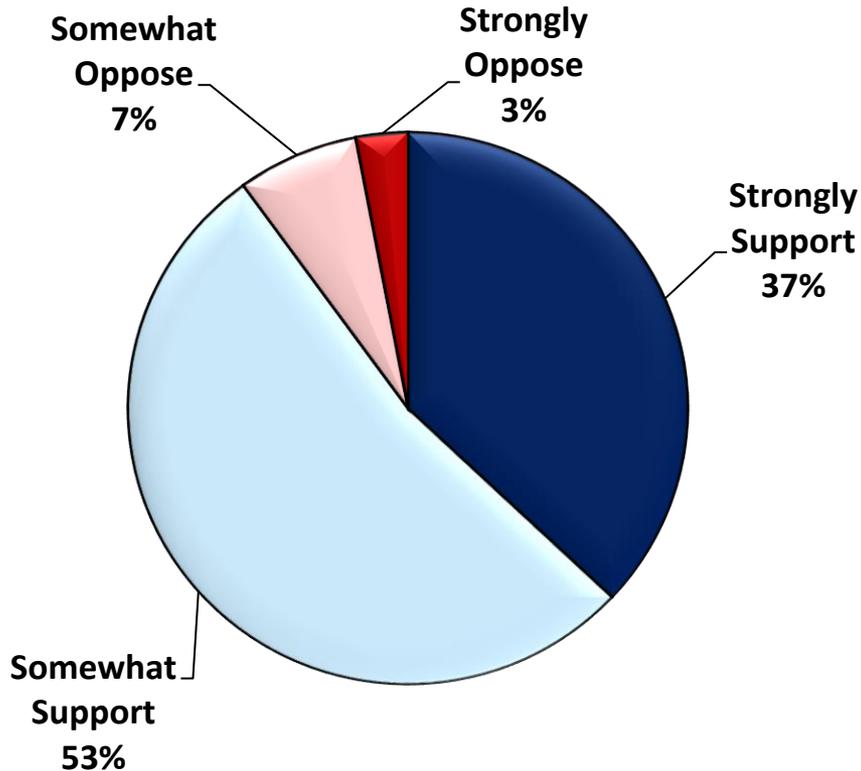
Support Oppose

Expanding worker access to HRAs is also extremely popular.

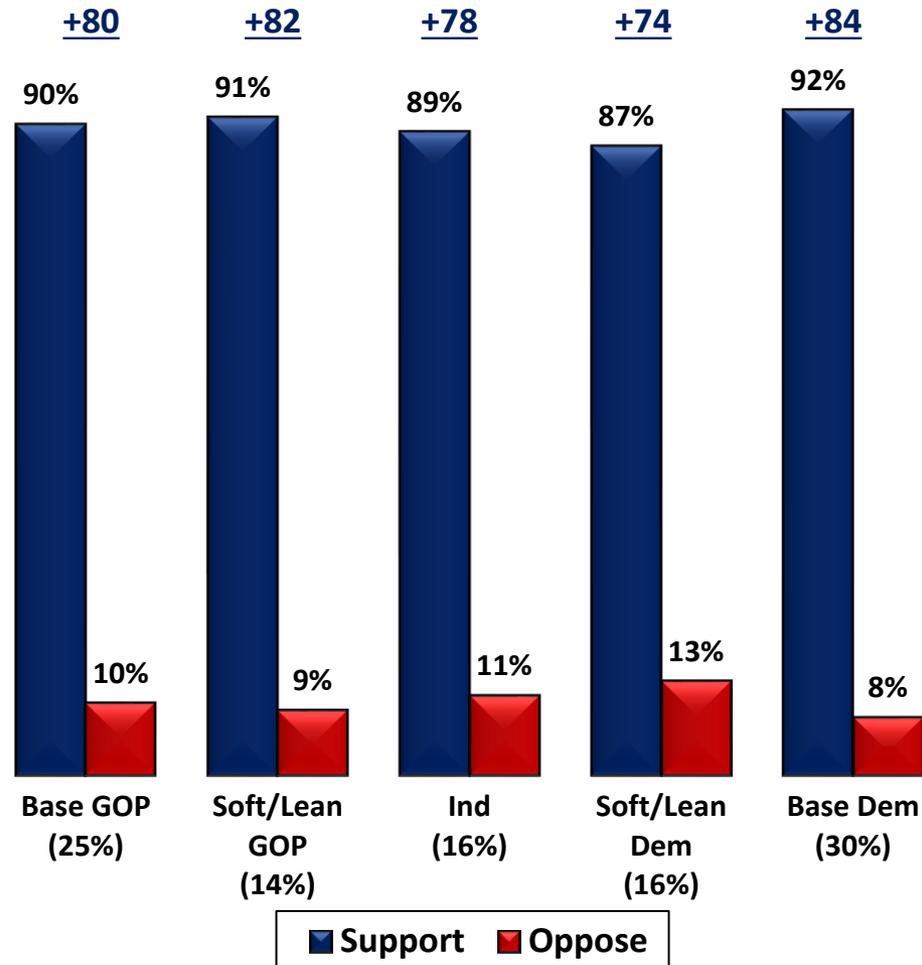
“Workplace health reimbursement arrangements (HRAs) allow employees to purchase the health insurance plan of their choice and be reimbursed in whole or in part by their current employer. Would you support or oppose expanding worker access to HRAs?”

Overall

Total Support	90%
Total Oppose	10%



By Party





Personal v. Public & Medicare For All

There is no significant difference in support for a Public Option v. Medicare For All. The Personal Option is the overwhelming choice.

“Just based on what you know, which plan would you prefer to improve health care for you and your family?”

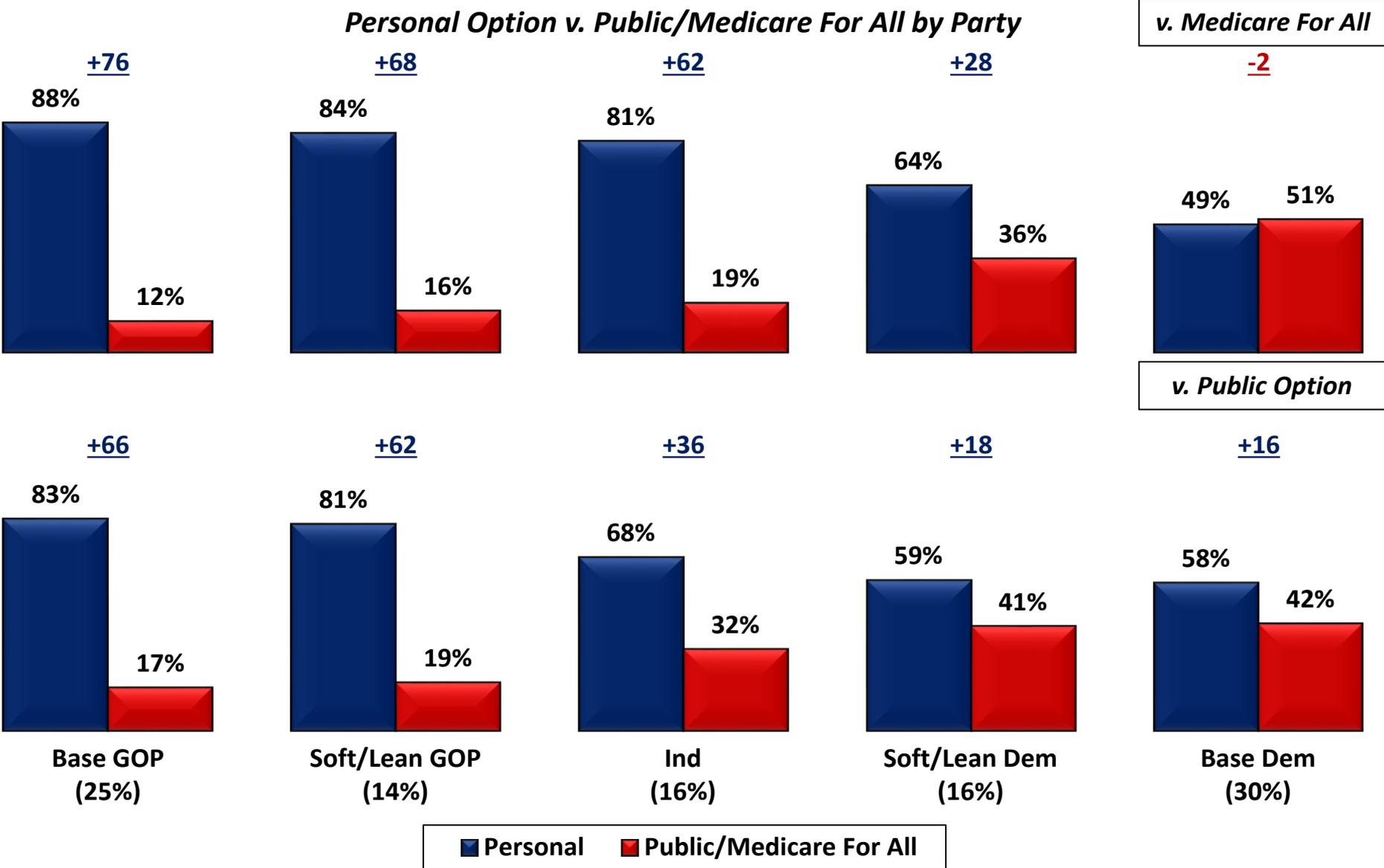
A **“Personal Option”** plan in which the government allows for more choices, like tax-free Health Savings Accounts and short-term renewable plans, that let people select affordable options that are right for them, without adding new taxes. **69%**

A **“Public Option”** plan in which the government offers all Americans the option to purchase a public health insurance plan like Medicare. **31%**

A **“Personal Option”** plan in which the government allows for more choices, like tax-free Health Savings Accounts and short-term renewable plans, that let people select affordable options that are right for them, without adding new taxes. **71%**

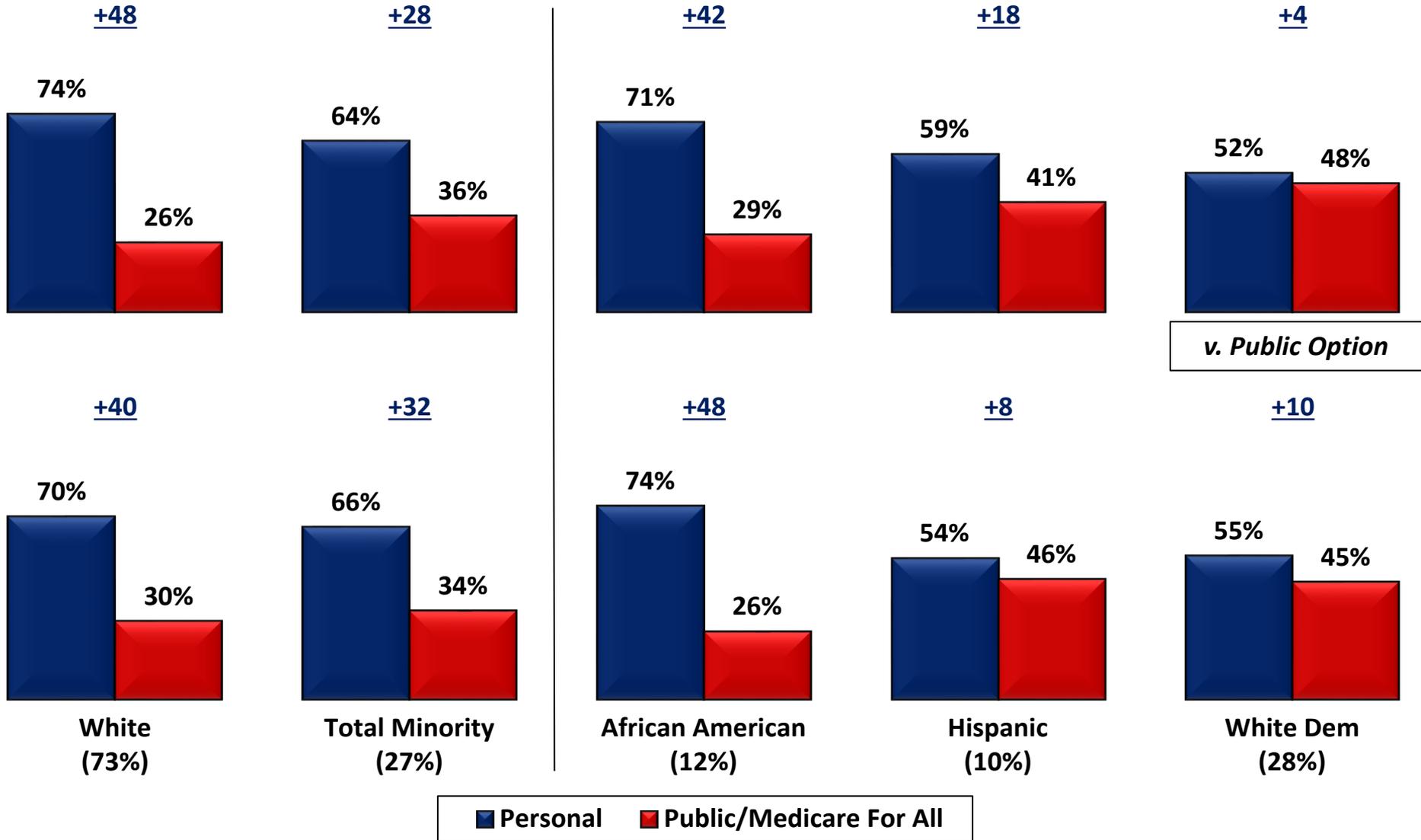
A **“Medicare for All”** plan that would end private health insurance coverage and move every American into a government-run health insurance plan. **29%**

Independents overwhelmingly prefer the Personal Option.



The Personal Option receives majority support regardless of race.

Personal Option v. Public/Medicare For All by Ethnicity

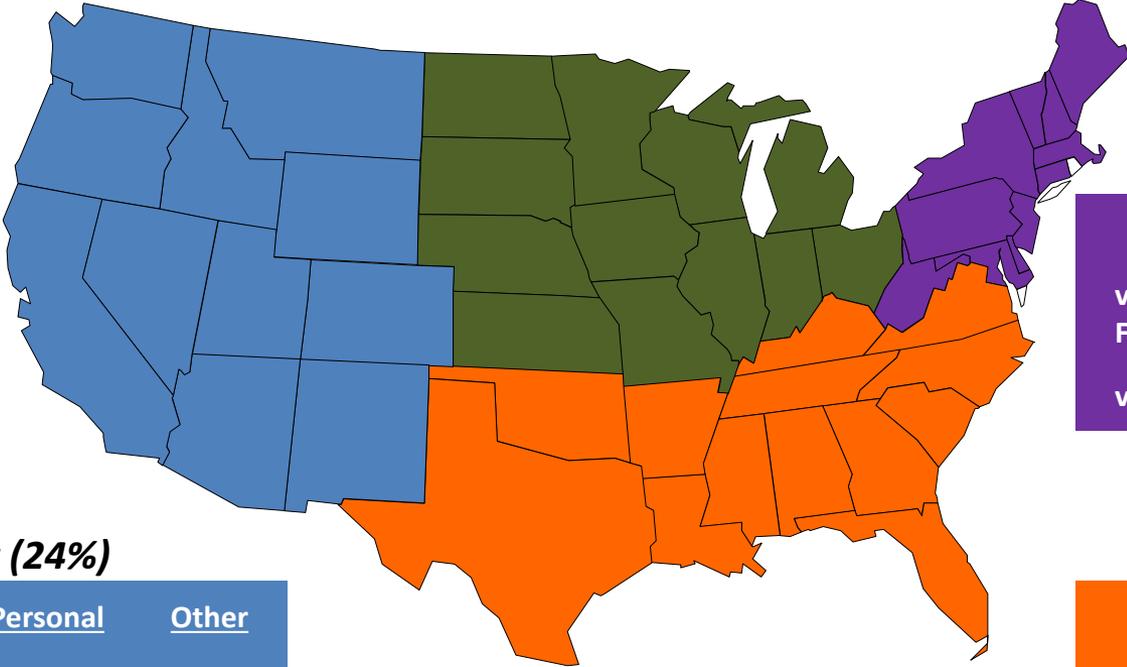


v. Medicare For All

v. Public Option

The Personal Option is overwhelmingly supported across all regions.

Personal Option v. Public/Medicare For All by 4-Point Region



Northeast (20%)

	<u>Personal</u>	<u>Other</u>
v. Medicare For All	78%	22%
v. Public	73%	27%

West (24%)

	<u>Personal</u>	<u>Other</u>
v. Medicare For All	67%	33%
v. Public	62%	38%

South (35%)

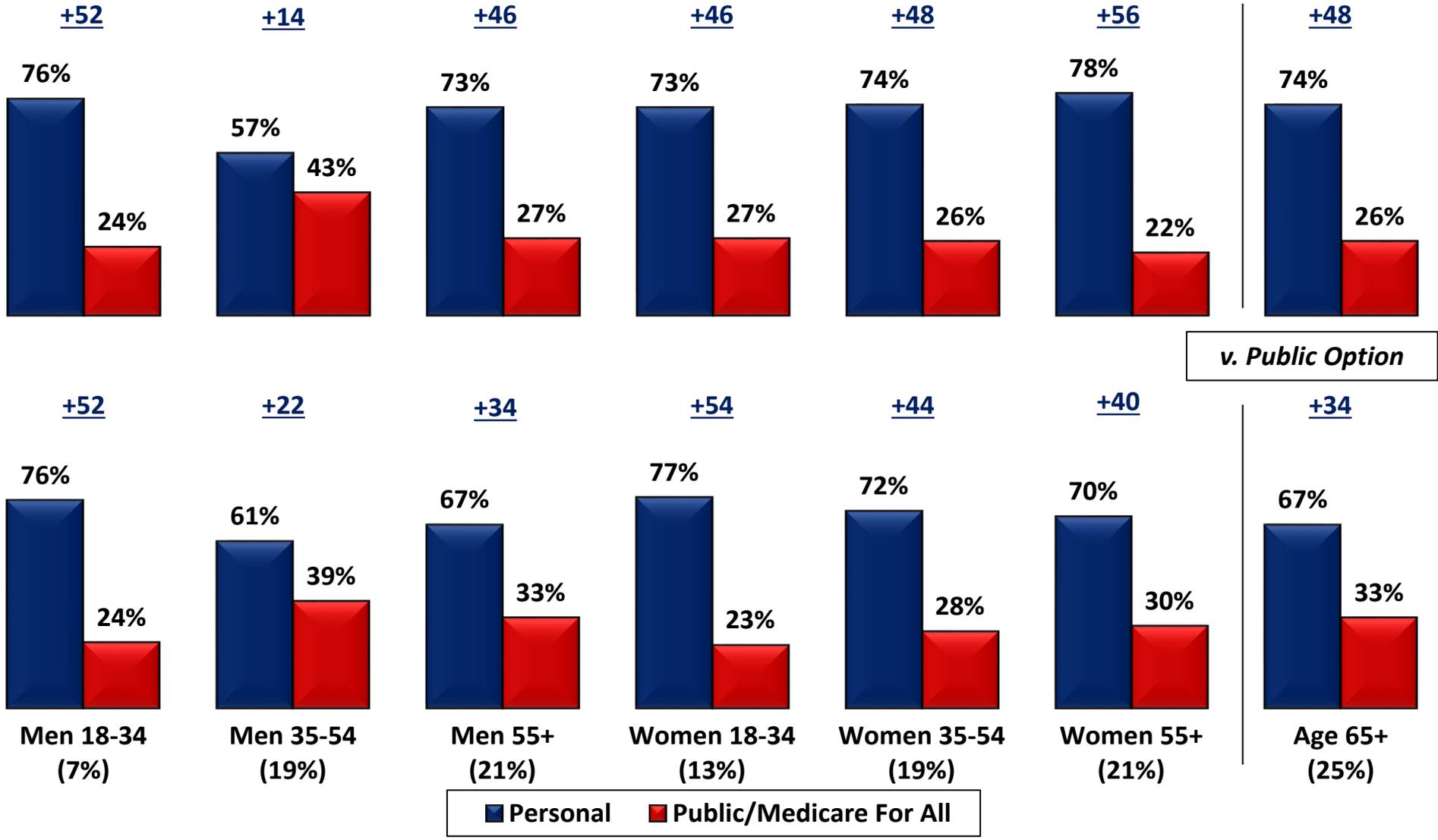
	<u>Personal</u>	<u>Other</u>
v. Medicare For All	71%	29%
v. Public	74%	26%

Midwest (21%)

	<u>Personal</u>	<u>Other</u>
v. Medicare For All	69%	31%
v. Public	66%	34%

Preference for the Personal Option is above 70% across most gender/age groups.

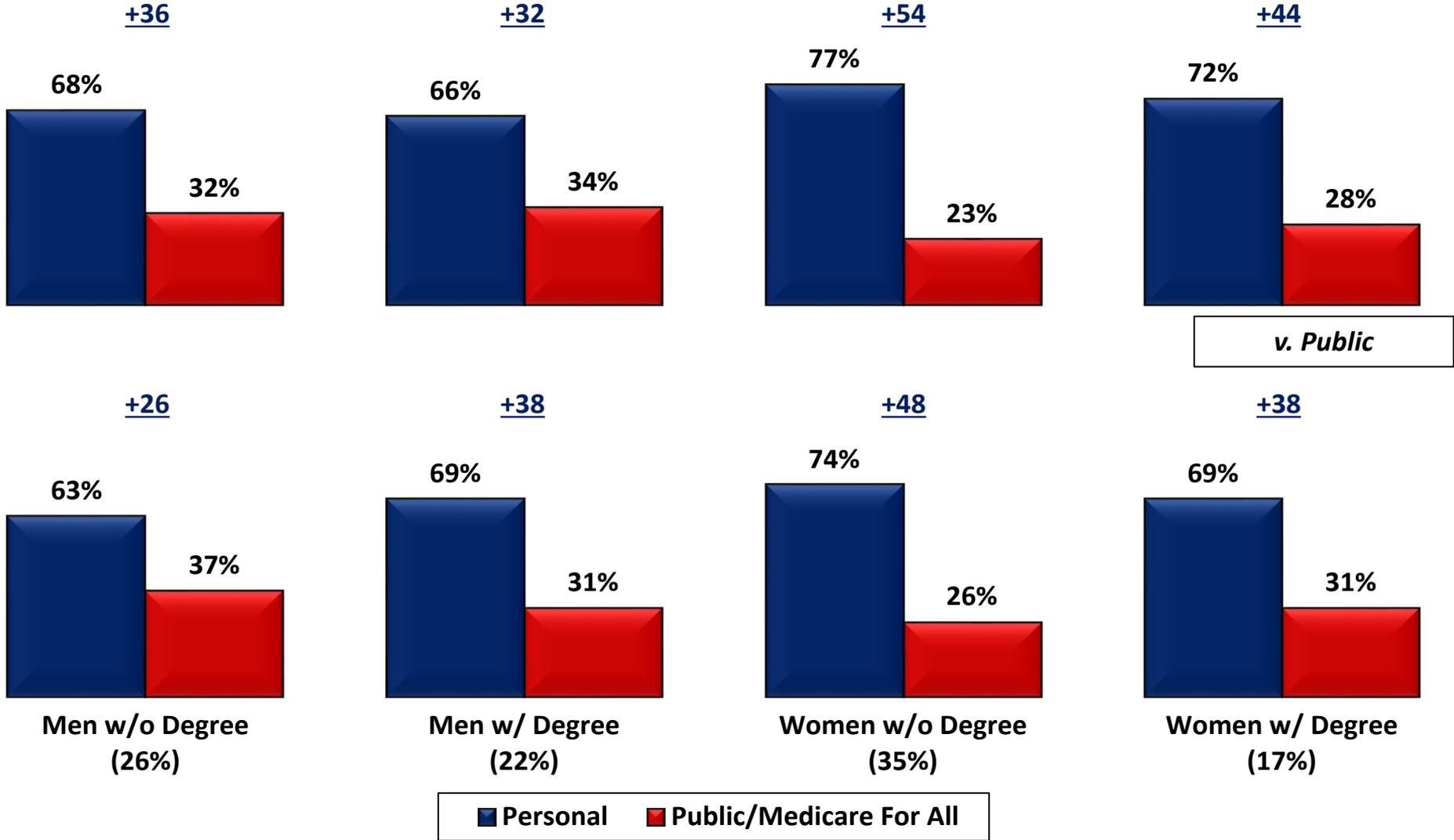
Personal Option v. Public/Medicare For All by Gender/Age + Seniors



Women without a college degree are driving the support for the Personal Option.

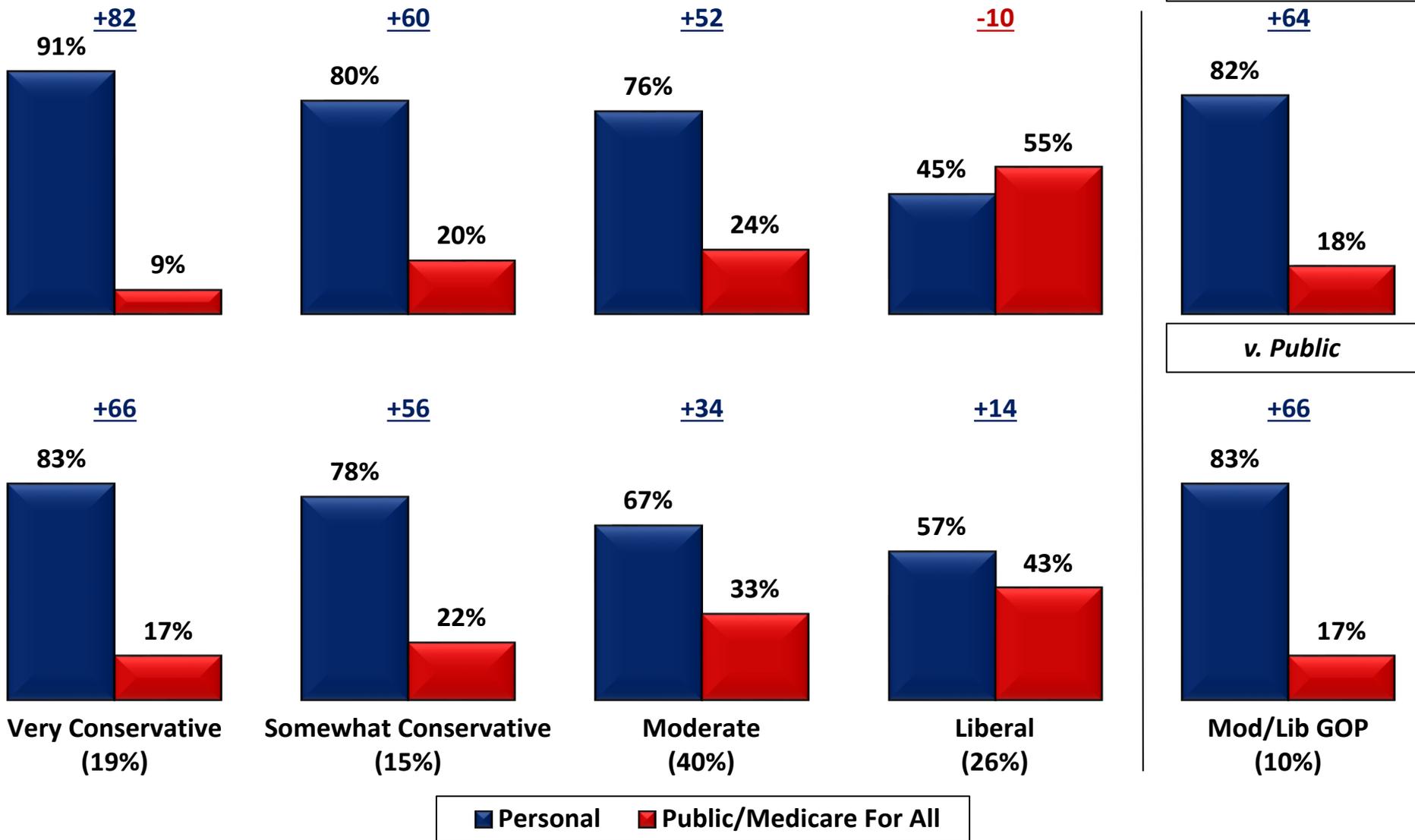
Personal Option v. Public/Medicare For All by Gender/Education

v. Medicare For All



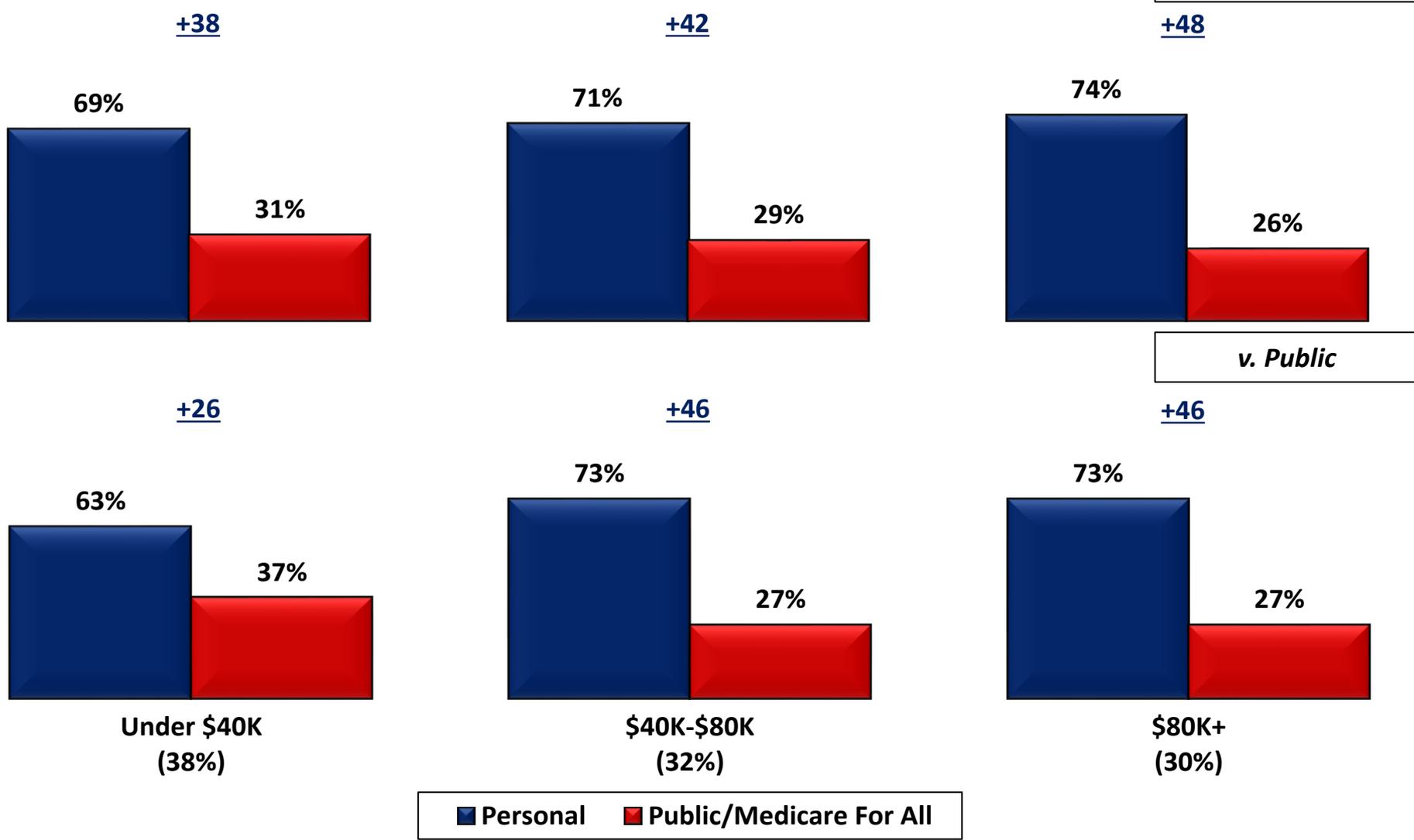
Liberals shift in support towards Medicare For All, but back the Personal Option v. Public Option.

Personal Option v. Public/Medicare For All by Ideology



Voters, regardless of income level, back the Personal Option.

Personal Option v. Public/Medicare For All by Income





Message Testing

We have two different arguments that each test very well.

“Now, thinking a little more about the Personal Option health care proposal. Please indicate which of the following statements you agree with, even if neither is exactly right...”

Supporters of the Personal Option health care proposal say the U.S. has some of the best and most innovative health care providers and companies in the world, but our system is overloaded with bureaucracy, insecurity, and hidden prices. They say the Personal Option means the quality you deserve from the doctors you trust at a price you can afford.[^]

74%

Opponents of the Personal Option health care proposal say that it is the wrong course for the U.S. health care system. They say this proposal would reduce important government oversight of our health care system. They say consumers would buy inadequate coverage just because it's cheaper and that corporations would cut corners and deliver subpar care, while making massive profits.[^]

26%

Supporters of the Personal Option health care proposal say we should keep what's working with the current system but fix what's broken. They say their proposal will expand access to care with innovations like telehealth, reduce costs through better price transparency, and protect the poor and vulnerable by giving them access to the same health care choices everyone else has – even if they have pre-existing conditions.^{^^}

77%

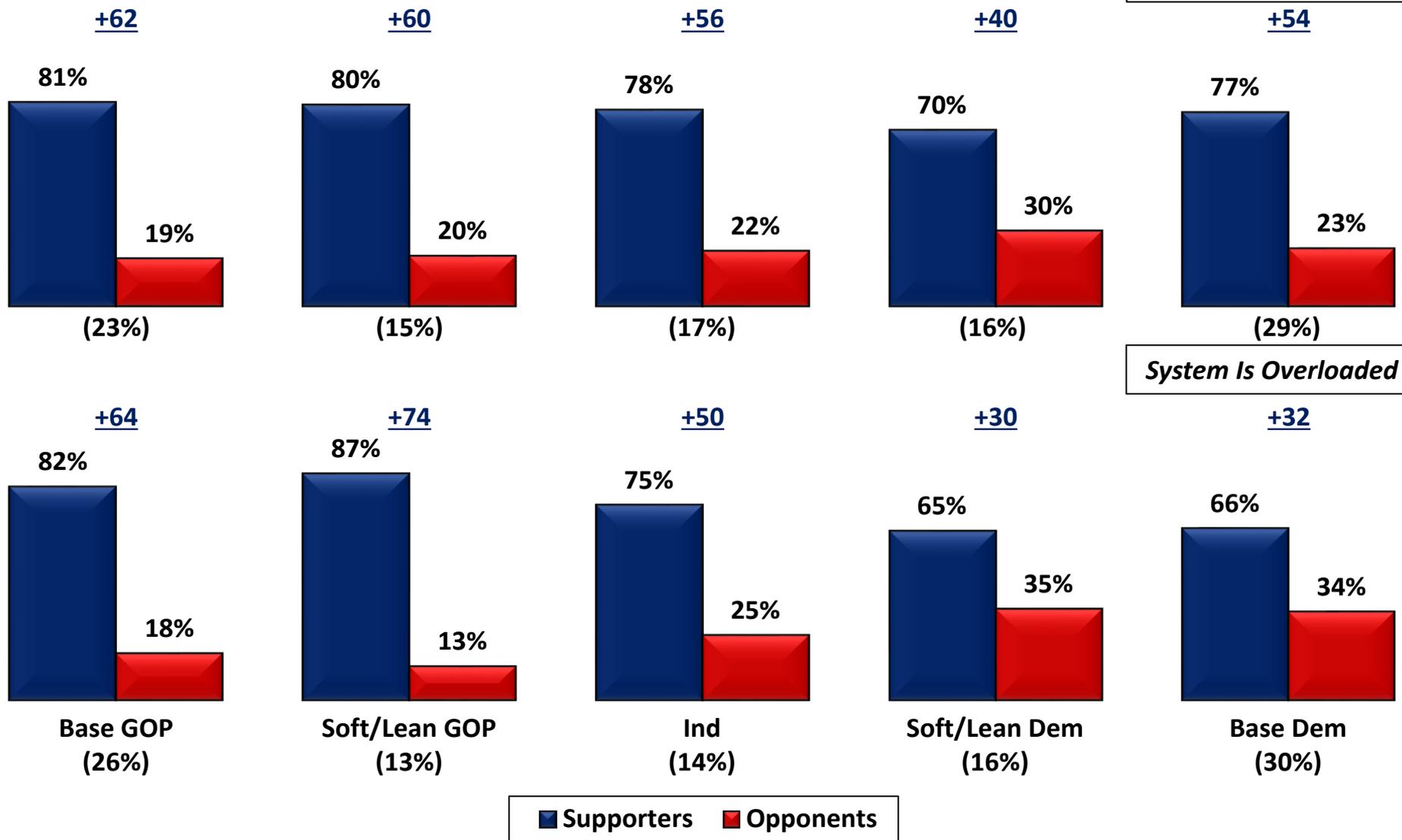
Opponents of the Personal Option health care proposal say that it is the wrong course for the U.S. health care system. They say this proposal would reduce important government oversight of our health care system. They say consumers would buy inadequate coverage just because it's cheaper and that corporations would cut corners and deliver subpar care, while making massive profits.^{^^}

23%

[^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

Democrats are most open to the opposition message, but a vast majority still back the supporting messages.

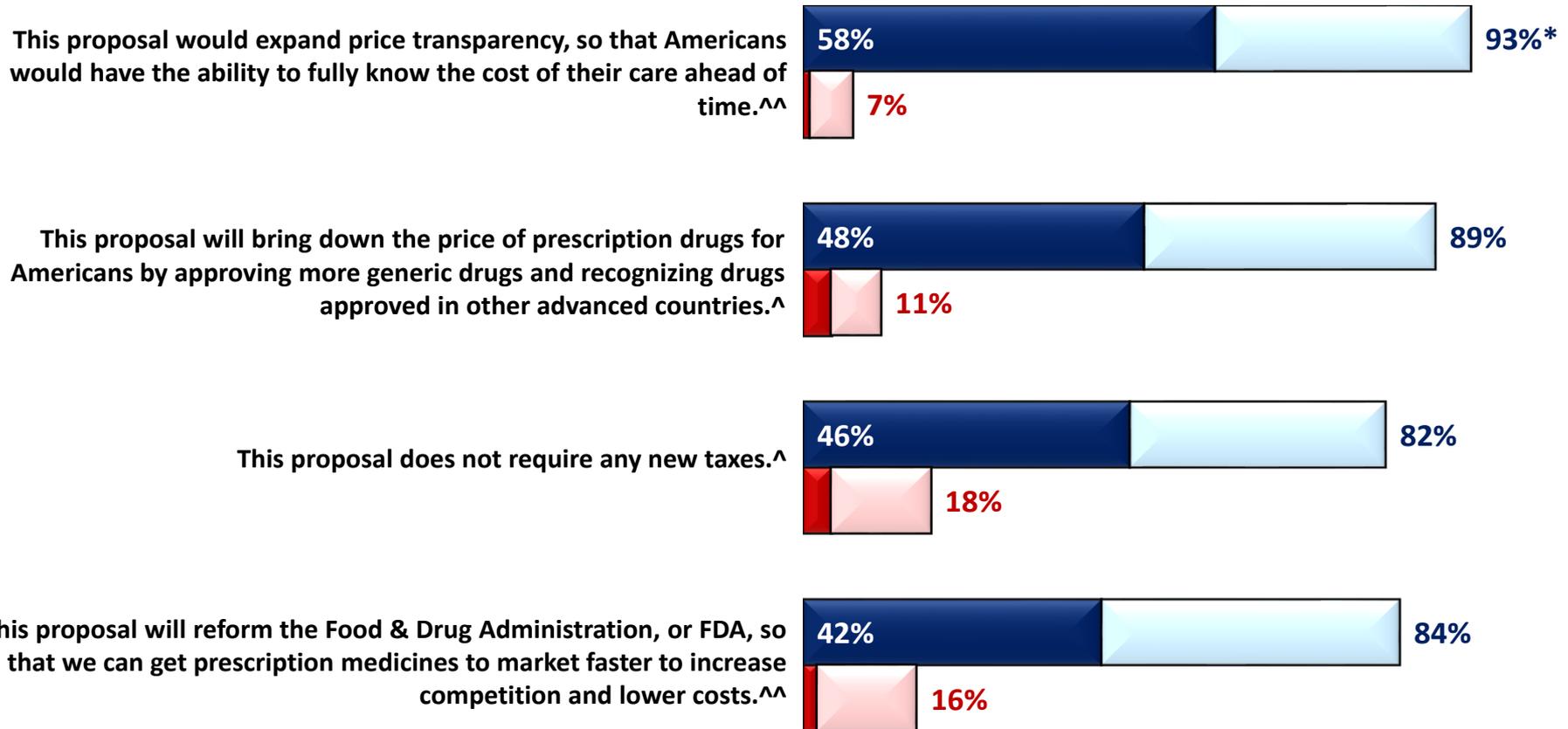
Personal Option Proposals by Party



Increasing price transparency, bringing down the price of prescription drugs, and no new taxes are highly effective messages.

“Now, here are some statements that you might hear about the Personal Option health care proposal. For each, please indicate if the statement makes you MORE LIKELY or LESS LIKELY to support this proposal.”

Ranked by % Much More Likely

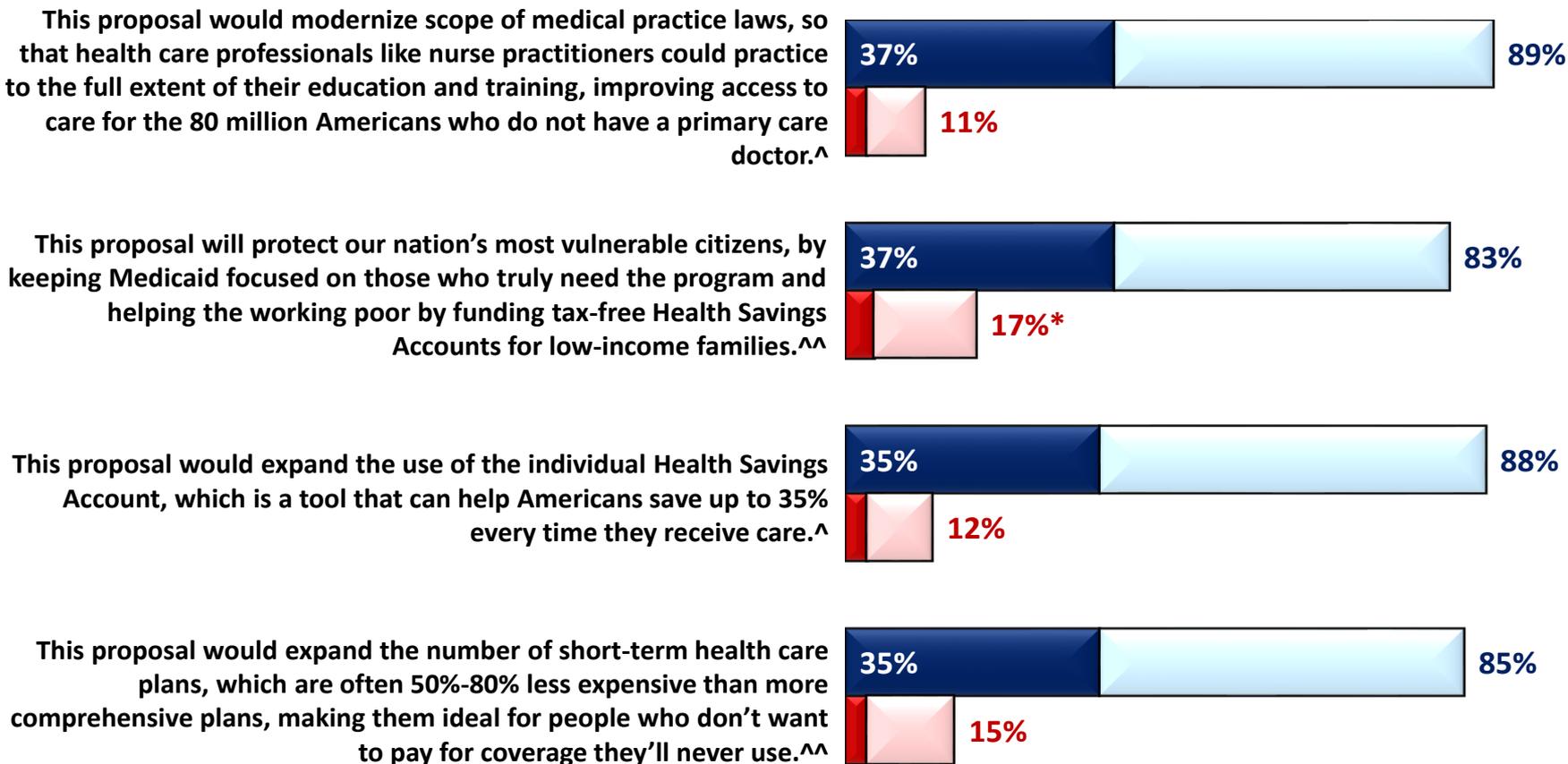


*Denotes Rounding; [^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

The modernization of medical practice laws, protecting vulnerable citizens, and expanding HSAs all resonate well.

“Now, here are some statements that you might hear about the Personal Option health care proposal. For each, please indicate if the statement makes you MORE LIKELY or LESS LIKELY to support this proposal.”

Ranked by % Much More Likely



*Denotes Rounding; ^Split Sample A, N=493; ^^Split Sample B, N=507.

There is no shortage of solid messages about the Personal Option health care proposal.

“Now, here are some statements that you might hear about the Personal Option health care proposal. For each, please indicate if the statement makes you MORE LIKELY or LESS LIKELY to support this proposal.”

Ranked by % Much More Likely

This proposal would greatly expand the use of telemedicine, or virtual care, which reduces health costs and ensures that all Americans, especially those in underserved rural and urban communities, can access health care in a timely manner.[^]



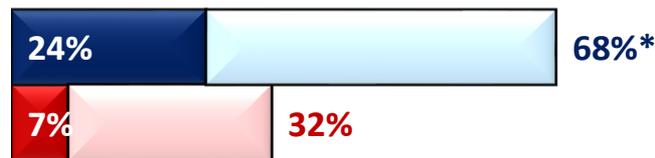
This proposal would expand the use of direct primary care, which would give Americans the option of paying a flat monthly fee for unlimited access to a primary care doctor and preventative health services.^{^^}



This proposal would repeal “Certificate of Need” laws, so that health care providers could build new medical facilities or purchase new medical equipment without needing government approval, allowing them to make the investments in the best interests of their patients.[^]



This proposal would repeal “Certificate of Need” laws that have consolidated competition and limited hospital construction, hospital beds, and medical services in many areas.^{^^}



*Denotes Rounding; ^Split Sample A, N=493; ^^Split Sample B, N=507.

Top Personal Option Proposals Among Key Groups

Ranked by % Much More Likely

Total GOP (39%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^	59%
This proposal does not require any new taxes.^	55%
This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.^	48%
This proposal would modernize scope of medical practice laws, so that health care professionals like nurse practitioners could practice to the full extent of their education and training, improving access to care for the 80 million Americans who do not have a primary care doctor.^	41%

Ind (16%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^	57%
This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.^	51%
This proposal does not require any new taxes.^	50%
This proposal would expand the number of short-term health care plans, which are often 50%- 80% less expensive than more comprehensive plans, making them ideal for people who don't want to pay for coverage they'll never use.^	41%

^Split Sample A, N=493; ^^Split Sample B, N=507.

Top Personal Option Proposals Among Key Groups

Ranked by % Much More Likely

Total Dem (45%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^{^^} **57%**

This proposal will reform the Food & Drug Administration, or FDA, so that we can get prescription medicines to market faster to increase competition and lower costs.^{^^} **49%**

This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.[^] **47%**

This proposal will protect our nation's most vulnerable citizens, by keeping Medicaid focused on those who truly need the program and helping the working poor by funding tax-free Health Savings Accounts for low-income families.^{^^} **44%**

Age 65+ (25%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^{^^} **57%**

This proposal does not require any new taxes.[^] **52%**

This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.[^] **50%**

This proposal will reform the Food & Drug Administration, or FDA, so that we can get prescription medicines to market faster to increase competition and lower costs.^{^^} **42%**

[^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

Top Personal Option Proposals Among Key Groups

Ranked by % Much More Likely

White (73%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^	56%
This proposal does not require any new taxes.^	50%
This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.^	49%
This proposal would modernize scope of medical practice laws, so that health care professionals like nurse practitioners could practice to the full extent of their education and training, improving access to care for the 80 million Americans who do not have a primary care doctor.^	38%

Total Minority (27%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^	62%
This proposal will reform the Food & Drug Administration, or FDA, so that we can get prescription medicines to market faster to increase competition and lower costs.^	54%
This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.^	47%
This proposal will protect our nation's most vulnerable citizens, by keeping Medicaid focused on those who truly need the program and helping the working poor by funding tax-free Health Savings Accounts for low-income families.^	40%

^Split Sample A, N=493; ^^Split Sample B, N=507.

Top Personal Option Proposals Among Key Groups

Ranked by % Much More Likely

Men w/o Degree (26%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^{^^} **63%**

This proposal will reform the Food & Drug Administration, or FDA, so that we can get prescription medicines to market faster to increase competition and lower costs.^{^^} **55%**

This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.[^] **51%**

This proposal does not require any new taxes.[^] **38%**

Women w/o Degree (35%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^{^^} **55%**

This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.[^] **49%**

This proposal does not require any new taxes.[^] **45%**

This proposal would modernize scope of medical practice laws, so that health care professionals like nurse practitioners could practice to the full extent of their education and training, improving access to care for the 80 million Americans who do not have a primary care doctor.[^] **43%**

[^]Split Sample A, N=493; ^{^^}Split Sample B, N=507.

Top Personal Option Proposals Among Key Groups

Ranked by % Much More Likely

Somewhat Conservative (15%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^	50%
--	-----

This proposal does not require any new taxes.^	44%
--	-----

This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.^	43%
--	-----

This proposal would modernize scope of medical practice laws, so that health care professionals like nurse practitioners could practice to the full extent of their education and training, improving access to care for the 80 million Americans who do not have a primary care doctor.^	38%
---	-----

Moderate (40%)

This proposal would expand price transparency, so that Americans would have the ability to fully know the cost of their care ahead of time.^	57%
--	-----

This proposal will bring down the price of prescription drugs for Americans by approving more generic drugs and recognizing drugs approved in other advanced countries.^	48%
--	-----

This proposal does not require any new taxes.^	47%
--	-----

This proposal will reform the Food & Drug Administration, or FDA, so that we can get prescription medicines to market faster to increase competition and lower costs.^	41%
--	-----

^Split Sample A, N=493; ^^Split Sample B, N=507.

After messaging, the Personal Option maintains or exceeds its already high support.

“And, just based on what you know or have learned, which plan would you prefer to improve health care for you and your family?”

	<i>Initial</i>	<i>Informed</i>
<i>A “Personal Option” plan in which the government allows for more choices, like tax-free Health Savings Accounts and short-term renewable plans, that let people select affordable options that are right for them, without adding new taxes.</i>	69%	72%
<i>A “Public Option” plan in which the government offers all Americans the option to purchase a public health insurance plan like Medicare.</i>	31%	28%
<i>A “Personal Option” plan in which the government allows for more choices, like tax-free Health Savings Accounts and short-term renewable plans, that let people select affordable options that are right for them, without adding new taxes.</i>	71%	71%
<i>A “Medicare for All” plan that would end private health insurance coverage and move every American into a government-run health insurance plan.</i>	29%	29%

^Split Sample A, N=493; ^^Split Sample B, N=507.

Voters think Americans who take prescription meds, buy their own insurance, and have pre-existing conditions would benefit most from the Personal Option.

“Now, for each of the following, please indicate whether you think the group would be better off or worse off if the Personal Option health care proposal were passed into law, or if you think it would make no difference.”

<i>Ranked by % Better Off</i>	Better Off	Worse Off	No Difference
Americans who take prescription medicines.	66%	16%	19%
Americans who buy health insurance on their own.	62%	16%	22%
Americans who have a pre-existing condition, like diabetes.	59%	21%	20%
You and your family.	58%	14%	28%
Americans without health insurance.	57%	22%	22%
Health care providers like doctors and nurses.	51%	13%	36%
Americans who get health insurance through an employer.	50%	15%	35%
Small businesses.	49%	21%	30%
Americans who have government health insurance like Medicare or Medicaid.	41%	17%	42%
Corporations.	35%	22%	43%

Voters like that they would make their own medical decisions, the personalization, and increased options and availability.

“Now that you have learned a little more about the Personal Option health care proposal, what do you like the most about the proposal?”



(Among Quarter Sample C, N=250)

Make Own Decisions	21%	Helps People	10%	Less Government	7%
Personalized	17%	Need More Information	9%	Transparency	7%
Increased Options	12%	Fits My Needs	9%	Better Than Current Plans	7%
Available To Everyone	12%	Lower Cost Of Prescriptions	8%	More Personal Control	5%
Affordable	12%				

Verbatim Comments: Like Most

*“Now that you have learned a little more about the Personal Option health care proposal, what do you **like the most** about the proposal?”*

One size fits all doesn't necessarily work with health plans.

*Bringing down the **cost of prescriptions**.*

*That you **have a choice** and are not stuck with what you get, or get tangled in bureaucracy.*

*I like the **personalized** options for care.*

*Increased options, **transparency with cost**, and available to everyone.*

*It could potentially make insurance more **tailored to individual needs** and hopefully lower the extremely high cost of medical treatment.*

*People have **more choices** for care.*

*As the name implies, I am **given a choice**.*

Cost, inadequate coverage, and lack of information/knowledge about the proposal are top concerns.

“Now that you have learned a little more about the Personal Option health care proposal, what might be **one or two concerns** you have with implementing this proposal into law?”



(Among Quarter Sample D, N=258)

No Comment	15%	Need More Information	8%	Don't Want To Change	6%	Tax Increases	4%
Cost	13%	Hard To Personalize	8%	Confusing		Quality	4%
Inadequate Coverage	11%	Hurts Doctors/Hospitals	8%	No Concerns	6%	Transparency	4%
I Don't Know	9%	Government Interference	6%	Not As Many Choices	4%	Economic Impact	4%

Verbatim Comments: Concerns

*“Now that you have learned a little more about the Personal Option health care proposal, what might be **one or two concerns** you have with implementing this proposal into law?”*

*I am **satisfied with my plan** and worry about changes.*

*Not everyone has the same health issues, so it **might not work for everyone.***

*Are **preexisting conditions covered?** What age do children cover under parent?*

***Changing what people already have.** Getting the **information to people** and helping them understand it.*

*Should I just **be happy with what I have?***

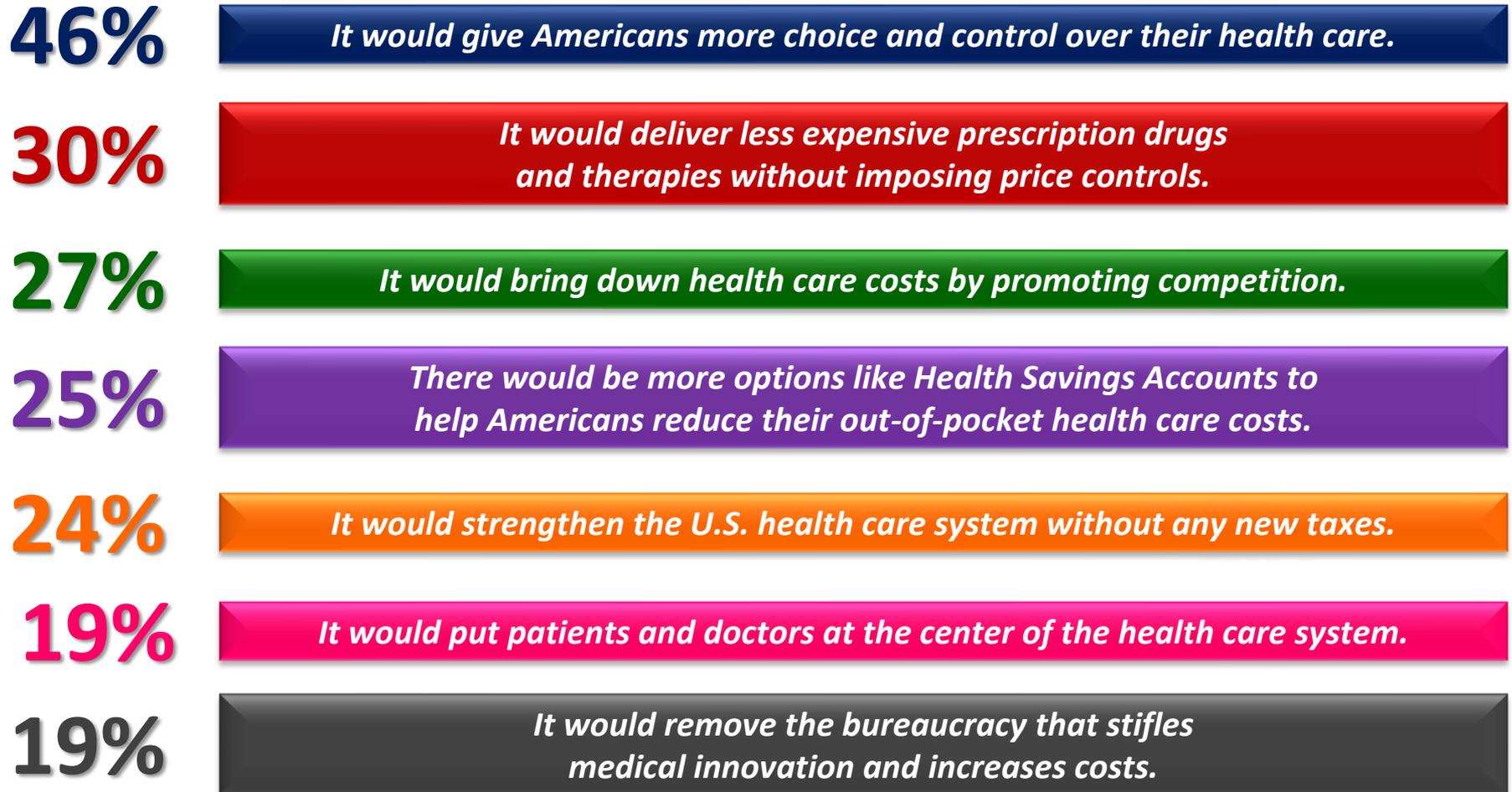
*How much it's going to **cost the end user** and will it be **accepted by all doctors and healthcare systems.***

*It is **just so confusing** for my husband and me. It seems as if it changes every year. All it does is confuse us.*

*Limits hospital expansion, **sells less quality health care plans.***

Similar to the verbatims, voters like that it would give Americans more choice and control.

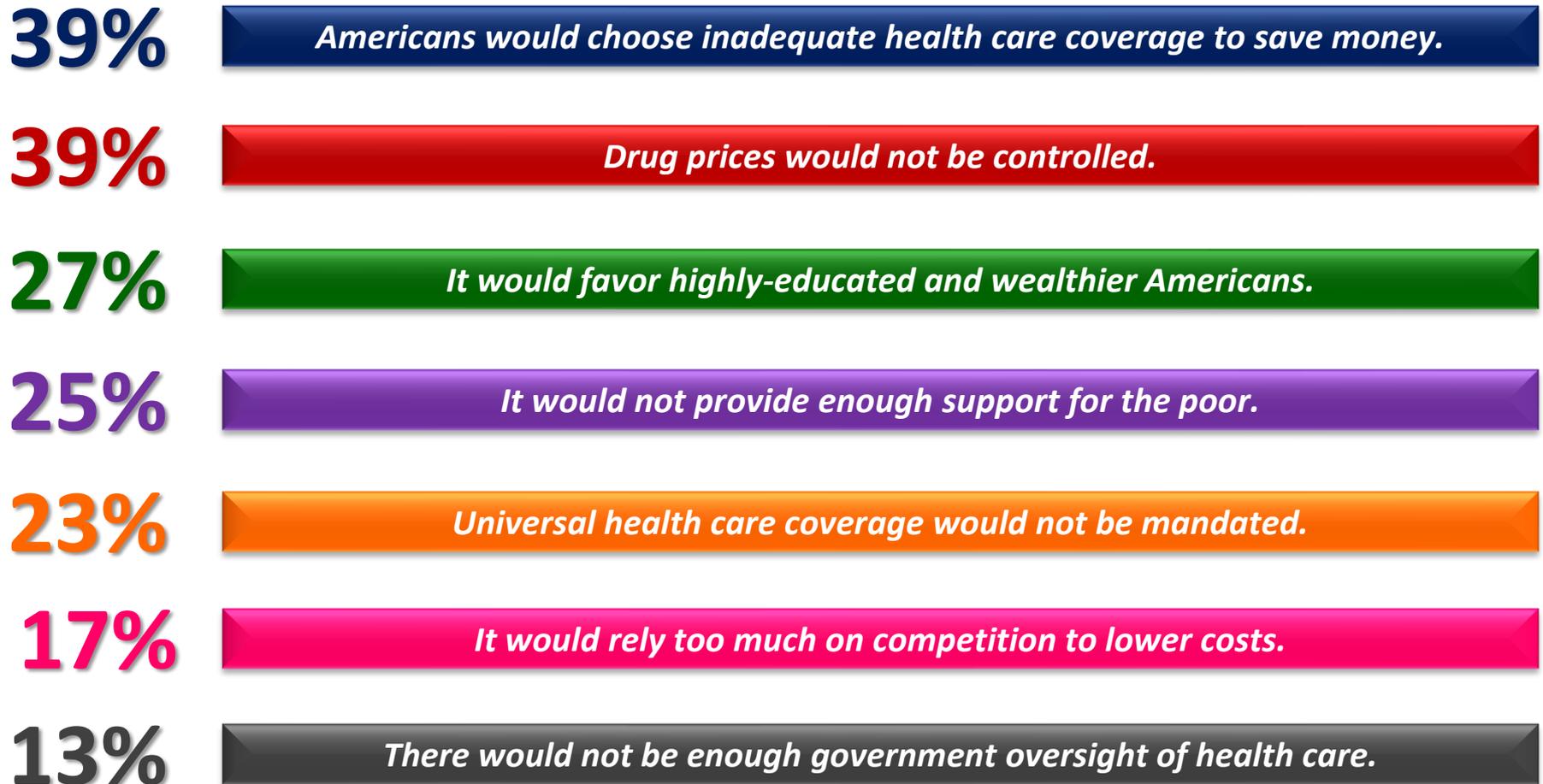
“Now that you have learned a little more about the Personal Option health care proposal, please indicate which TWO of the following you would like most about the proposal...”^{^}*



^{^*}Quarter Sample E, N=238.

Voters are most concerned that Americans would choose inadequate coverage and that drug prices would not be controlled.

*“Now that you have learned a little more about the Personal Option health care proposal, please indicate which TWO of the following you would be **most concerned** with about the proposal...”^{^**}*



^{^**}Quarter Sample F, N=255.



The Bottom Line

THE BOTTOM LINE

Voters respond well to the Personal Option health care plan. By bundling a number of individual initiatives together, conservatives have a health care plan that is viable with many voters. Importantly, women, who tend to be the health care decision-makers, are even more favorable than men to many elements of the Personal Option plan.

The data from this survey indicate there is an appetite for changes to improve to the U.S. health care system, but there is **not** a broad appetite among the U.S. electorate for a systemic overhaul, no matter how the question is asked. While voters slightly lean towards believing the health care system is not meeting the needs of most Americans, they strongly (70%) believe the system IS meeting the needs of themselves and their families (including 60%+ of Republicans, Independents and Democrats).

When it comes to insurance, the financial backbone of the U.S. health care system, a majority of voters (53%) believe we should keep what works and fix what is broken rather than trying to overhaul the system with a one-size-fits-all government plan or even creating a new government plan to offer alongside private insurance.

Further, there is no desire to shift control of our health care system by patients, families, and keep health care providers and the private sector to control by the government. Seven-in-ten voters (69%) say there should either be less or the same level of government control of our health care system. Voters overwhelmingly agree that health care is very personal and they should be able to choose what best works for them (73%) as opposed to enrolling every American in the same government plan (27%).

THE BOTTOM LINE

Voters love the Personal Option. While the name may not have yet separated itself (time and brand building can help), they like the meat of the plan. Voters prefer the Personal Option over both Medicare For All and the Public Option by roughly 40 points. Republicans and Independents strongly prefer Personal Option to the two government plans, though even Democrats lean towards preferring the Personal Option.

Almost all of the attributes are very popular, including increased price transparency (58% much more likely to support), bringing down the price of prescription drug (48% much more likely) and, unlike other plans in circulation, no new taxes (46% much more likely).

And finally, voters see real tangible benefits to the Personal Option. Majorities of voters believe it would leave a number of different groups better off if passed into law, including Americans who take prescription medicines (66%), Americans with pre-existing conditions (59%), themselves (58%) and Americans without health insurance (57%). Altogether, the Personal Option is a viable plan that the Republican party can get behind, especially when juxtaposed against the two government takeover plans.

For more information about this presentation or about
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Turning Questions Into Answers



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