

# ***Overview of Health Coverage Passport Survey***

## ***A National Survey of Coverage for the Uninsured***

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February 5-7, 2007

N = 1200 Registered Voters Margin of Error =  $\pm 2.8\%$

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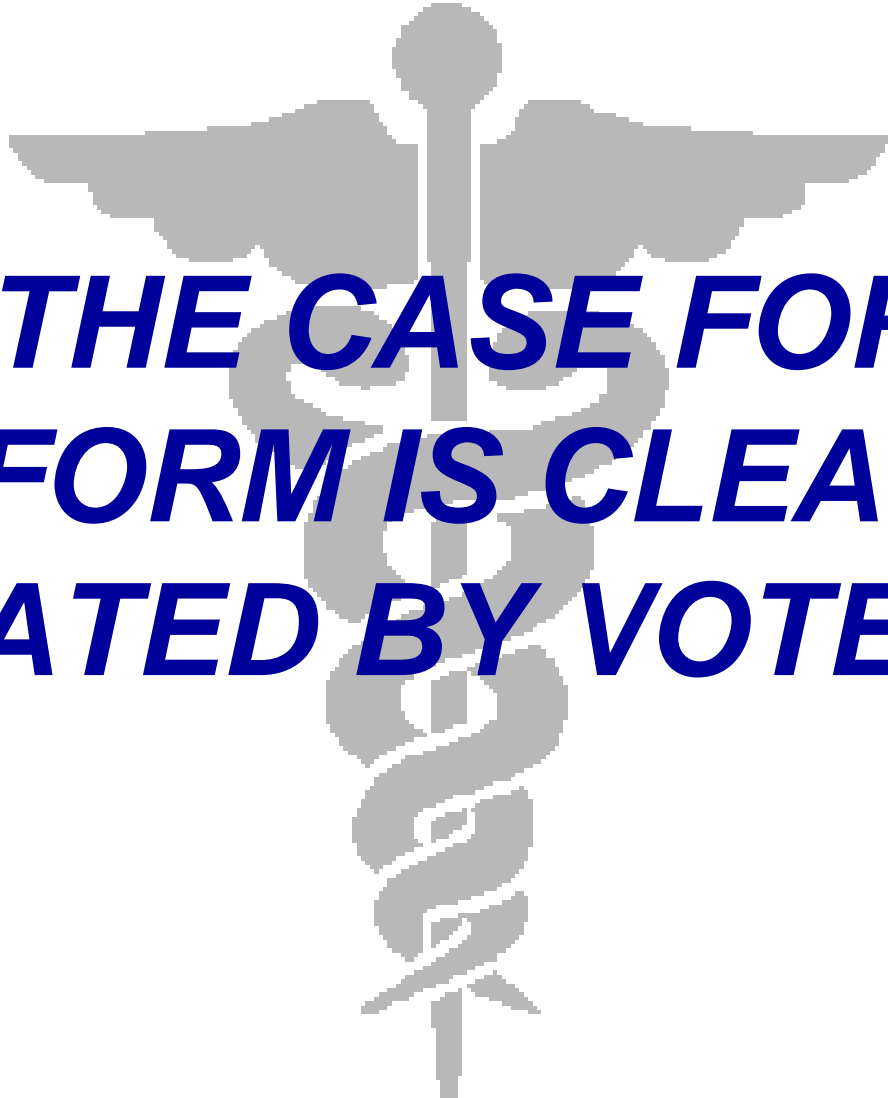
# *Health Coverage Passport Survey*

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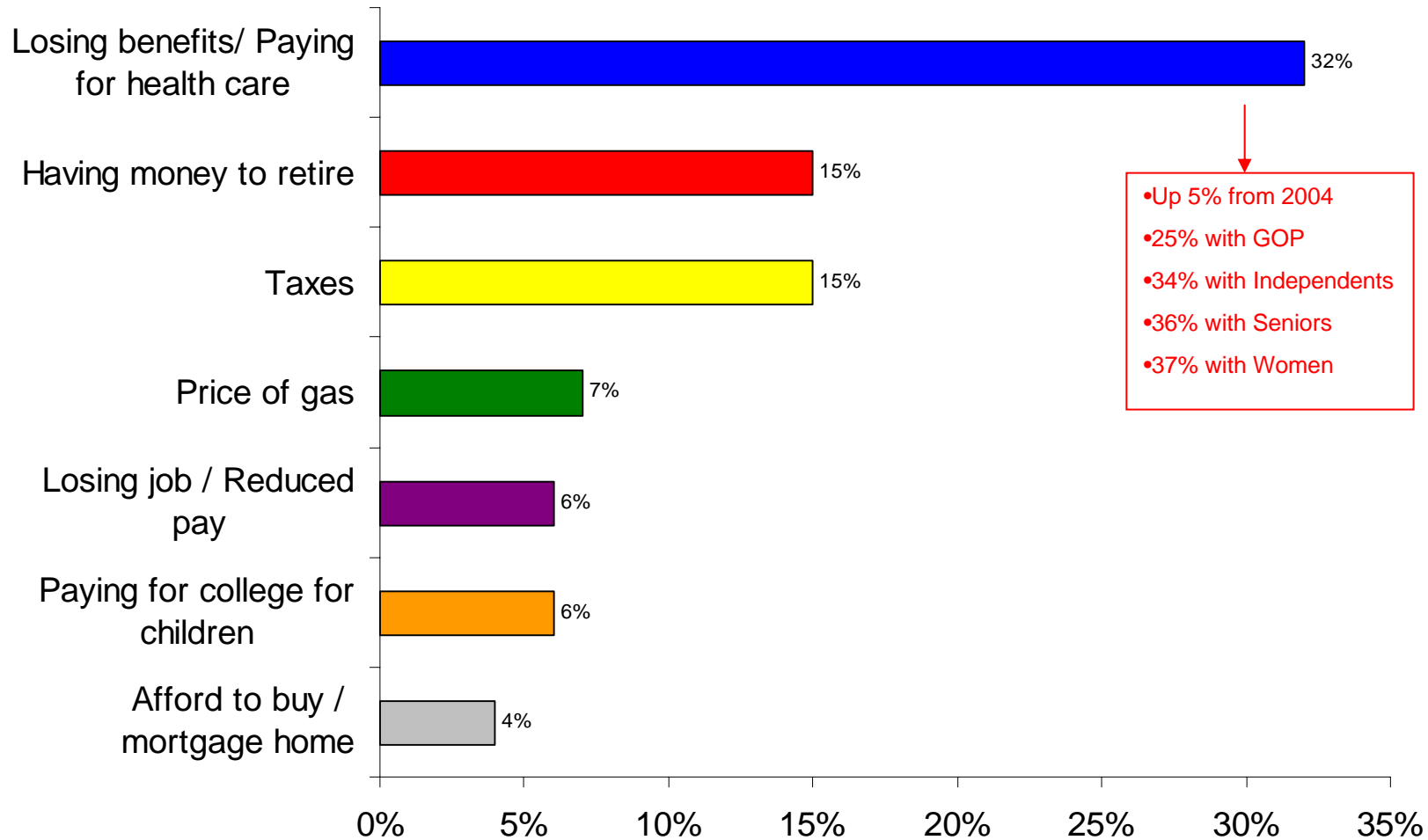
1. The Case for Reform
2. Consequences
3. Acceptance of Health Coverage Passport
4. Annotated Survey Results





***THE CASE FOR  
REFORM IS CLEARLY  
STATED BY VOTERS.***

# ***Losing health benefits and paying for health care is the overwhelming financial concern of the electorate.***



# Feeling Thermometer: Health Care

100 °

Ranked by Total Mean Score		2007
	Your health care coverage	66
	Poor people who do not have health care insurance	62
	Hospitals	60
	Medicare program	56
	Working people who do not have health care insurance	55
	Medicaid	54
	Social Security	52
	Universal health care coverage	51
	Medicare RX Benefit	46
	HMOs	44
	Our current health care system	41
	Health Insurance Companies	38
	Pharmaceutical Companies	37

Employer Provided Insurance: 70  
Purchase Own Insurance: 62  
Uninsured: 55

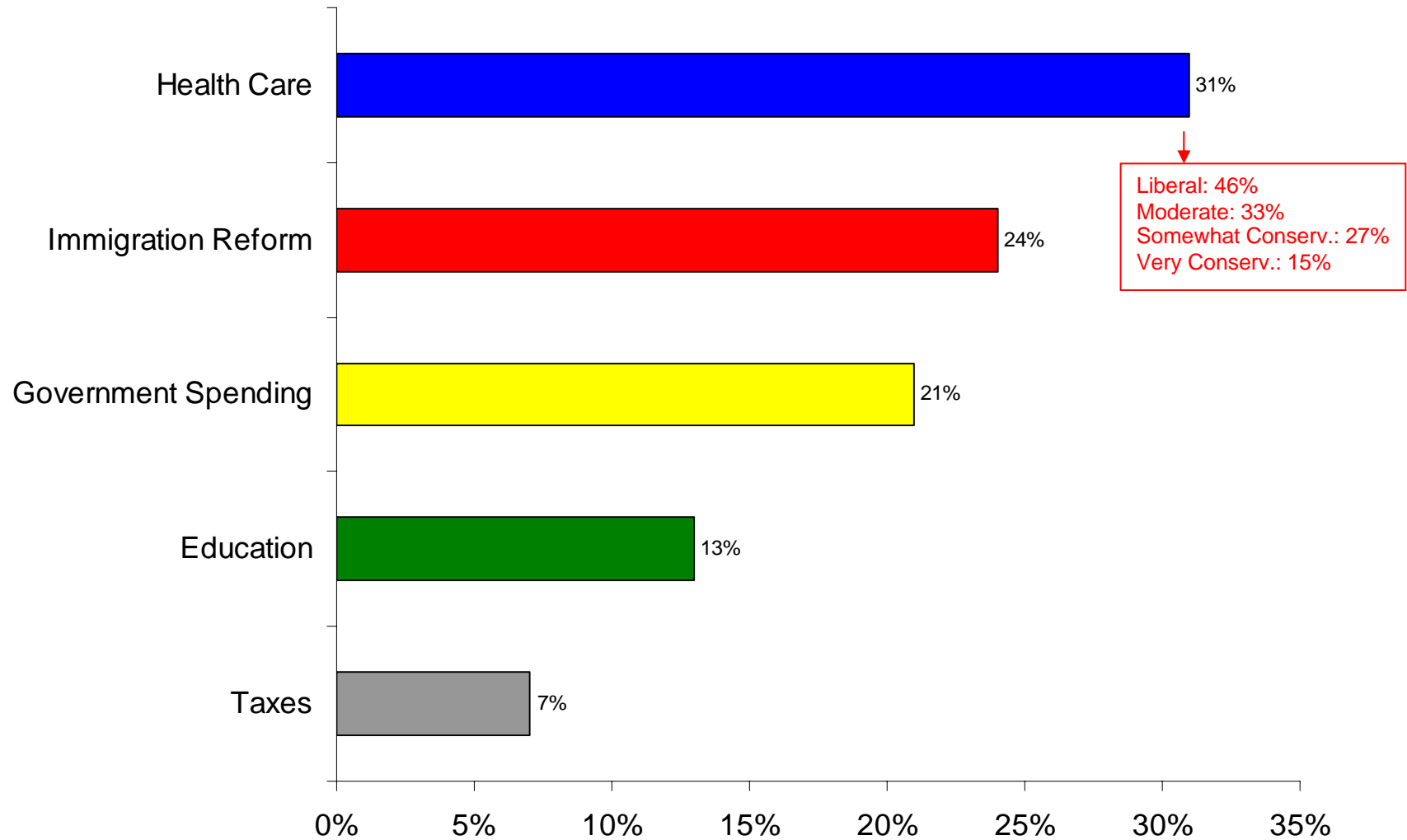
Very Conservative: 30  
GOP: 33  
IND: 52  
Dem: 65

15 pt rating difference between personal coverage and the overall system

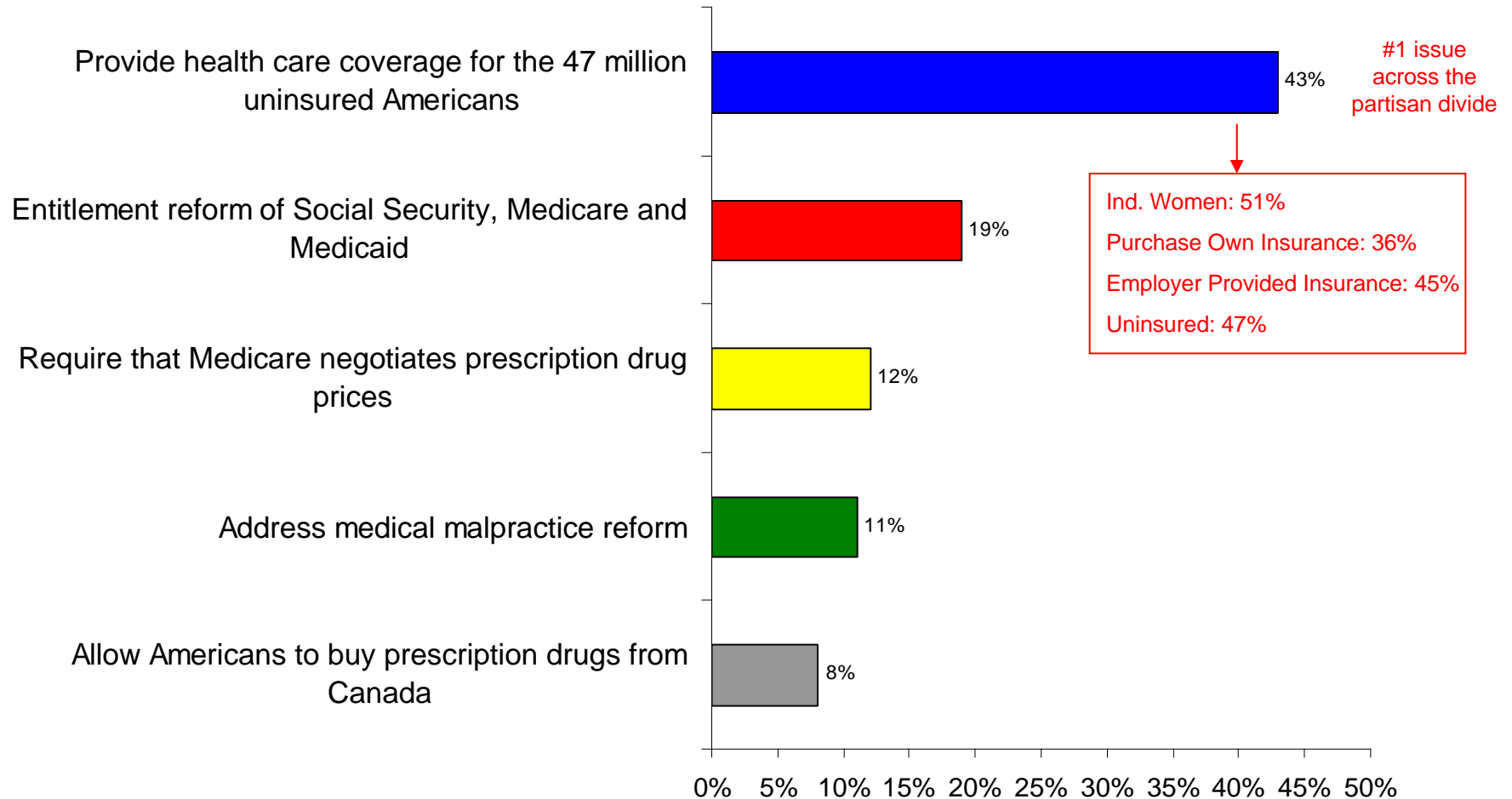
Employer Provided Insurance: 40  
Purchase Own Insurance: 42  
Uninsured: 37

0 °

# Most Important Domestic Issues for the President and Congress to Address

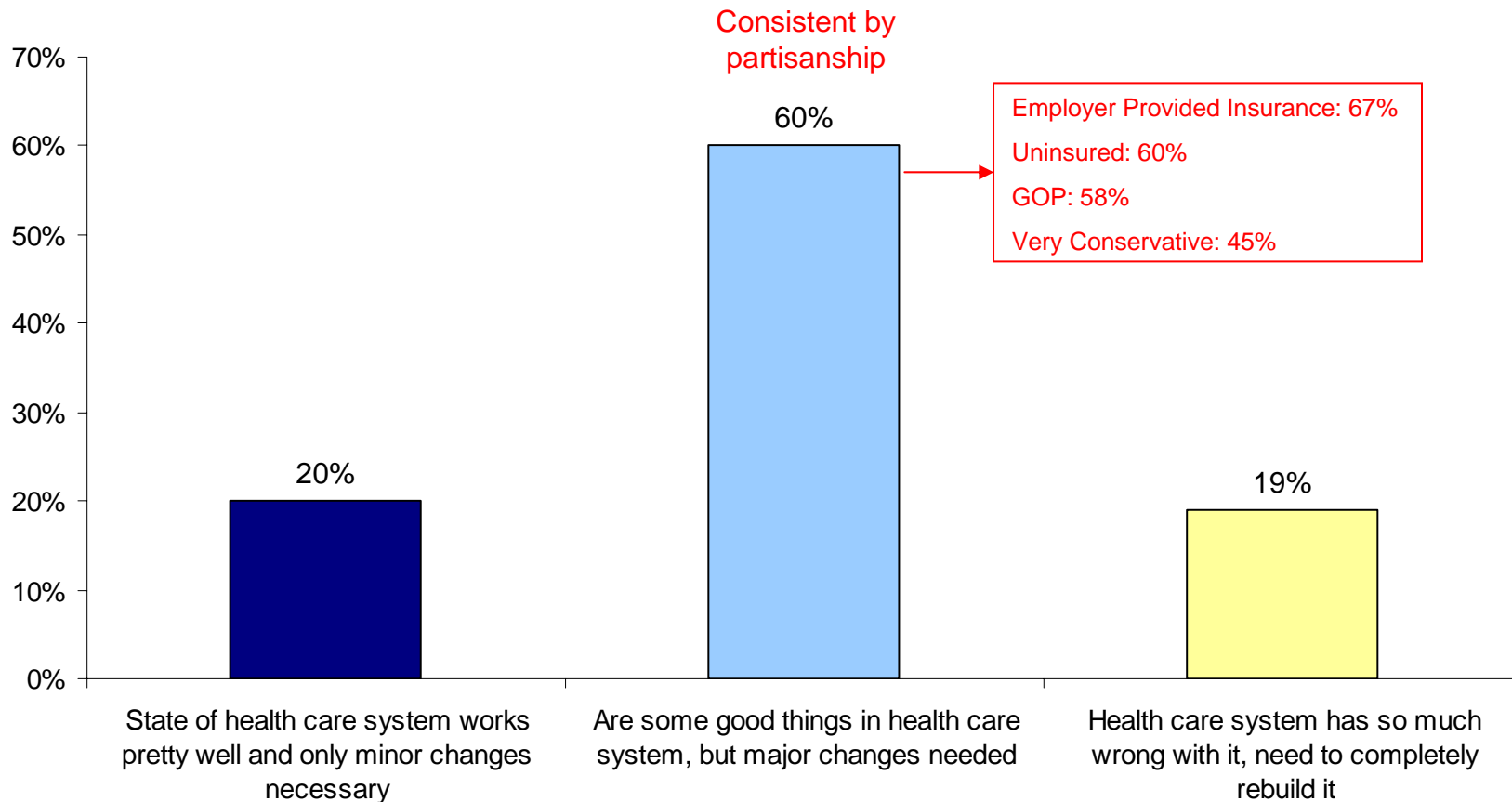


# Most Important Health Care Issues for the President and Congress to Address



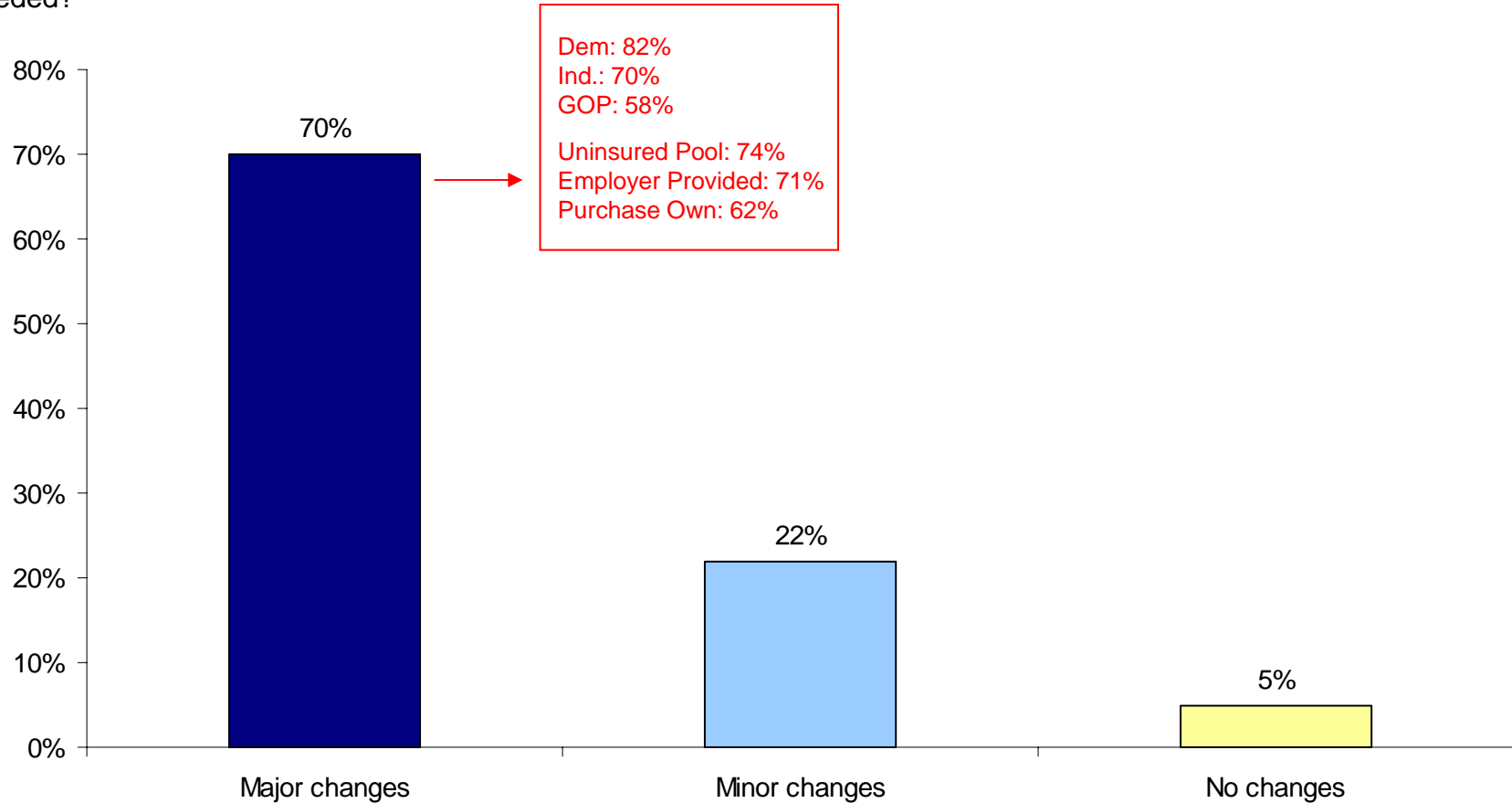
# View of the Health Care System Overall

Which of the following three statements comes closest to expressing your view of the health care system in the United States?



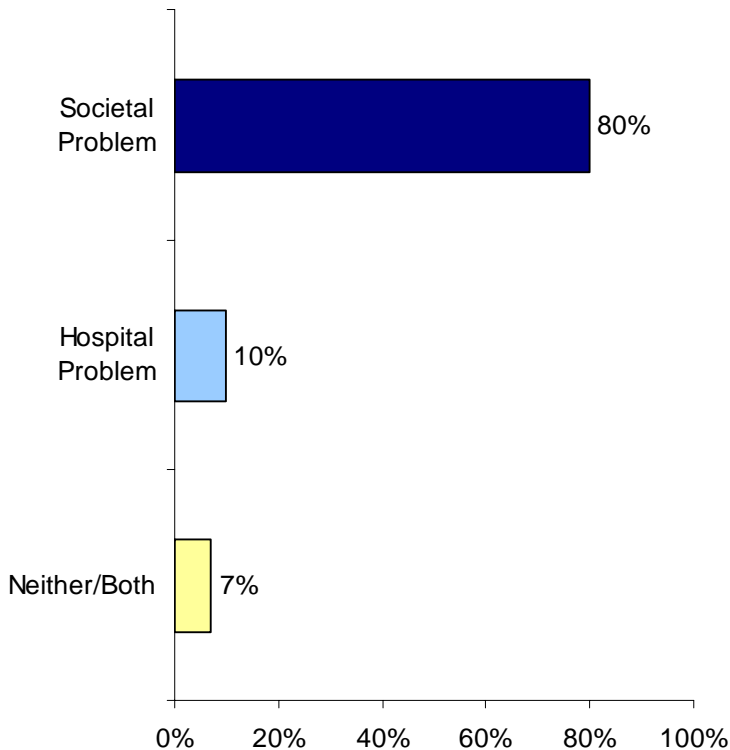
# View of Coverage for the uninsured

Do you think that health care coverage for the uninsured needs major changes, minor changes, or are no changes needed?

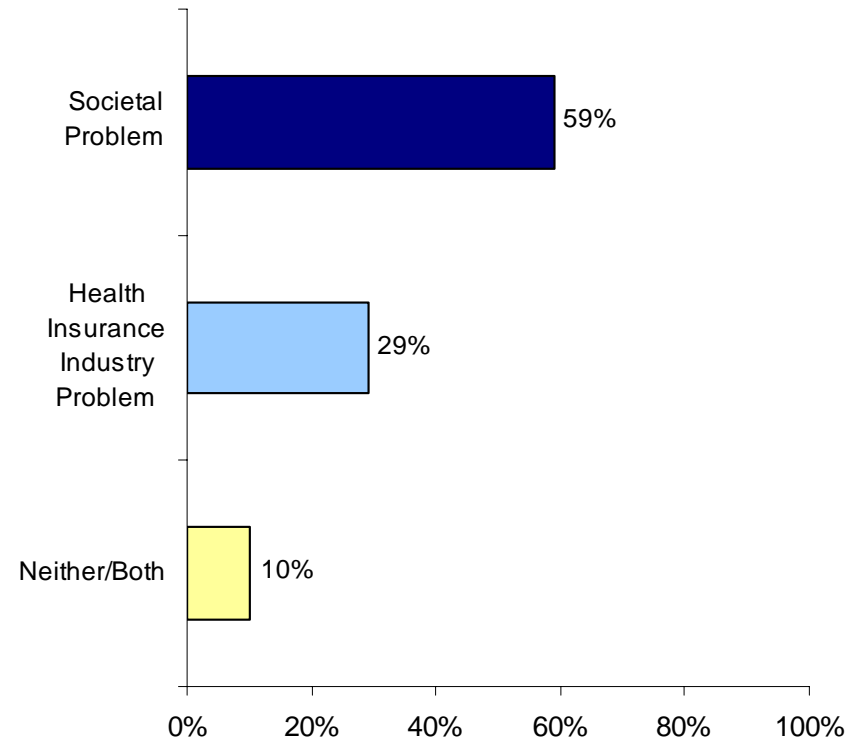


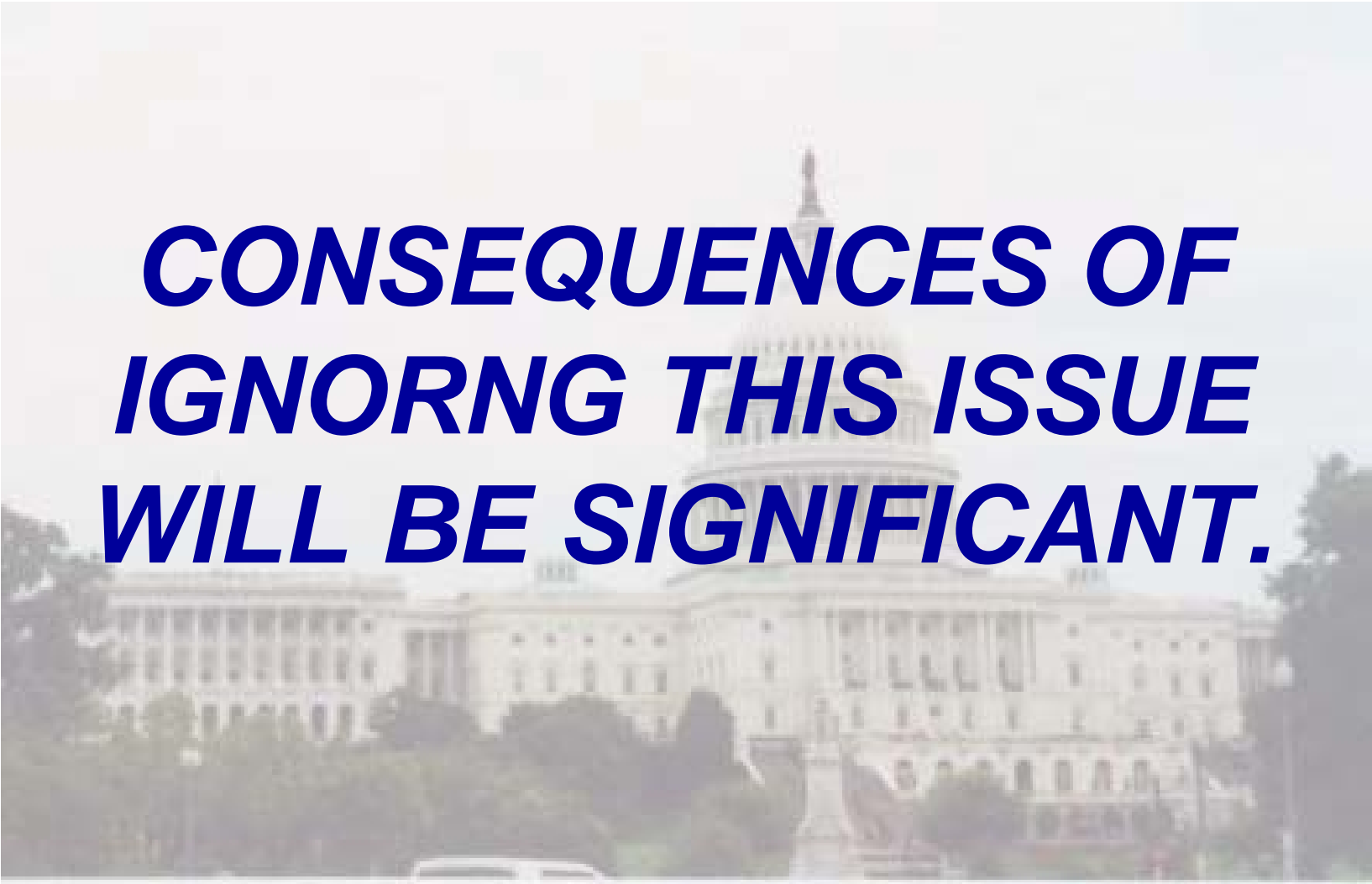
# ***The uninsured issue is viewed as a societal problem rather than a health industry problem.***

Do you believe the problem of 47 million people in the U.S. having no health insurance is a societal problem or a hospital problem? [HALF SAMPLE]



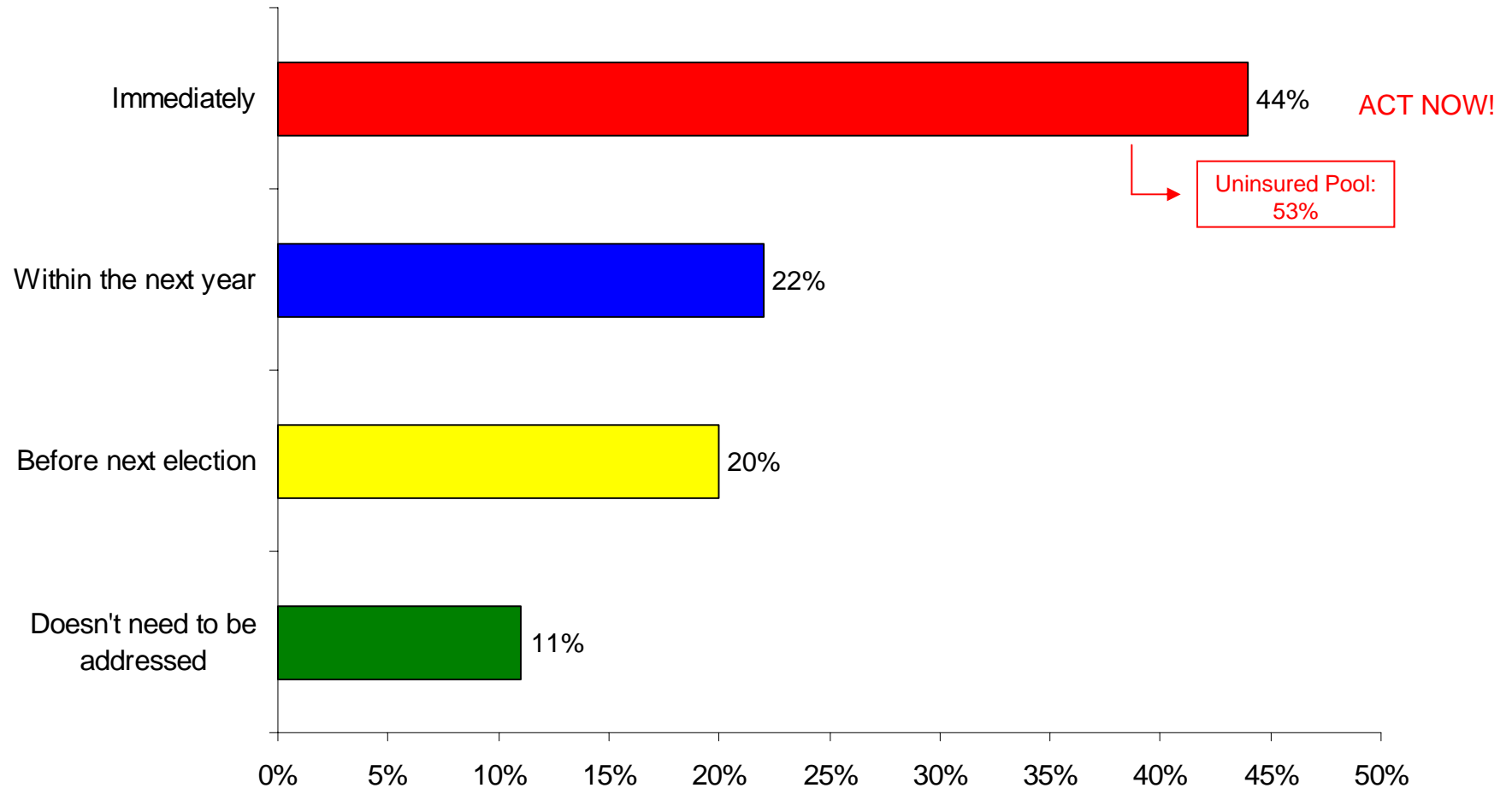
Do you believe the problem of 47 million people in the U.S. having no health insurance is a societal problem or a health insurance industry problem? [HALF SAMPLE]





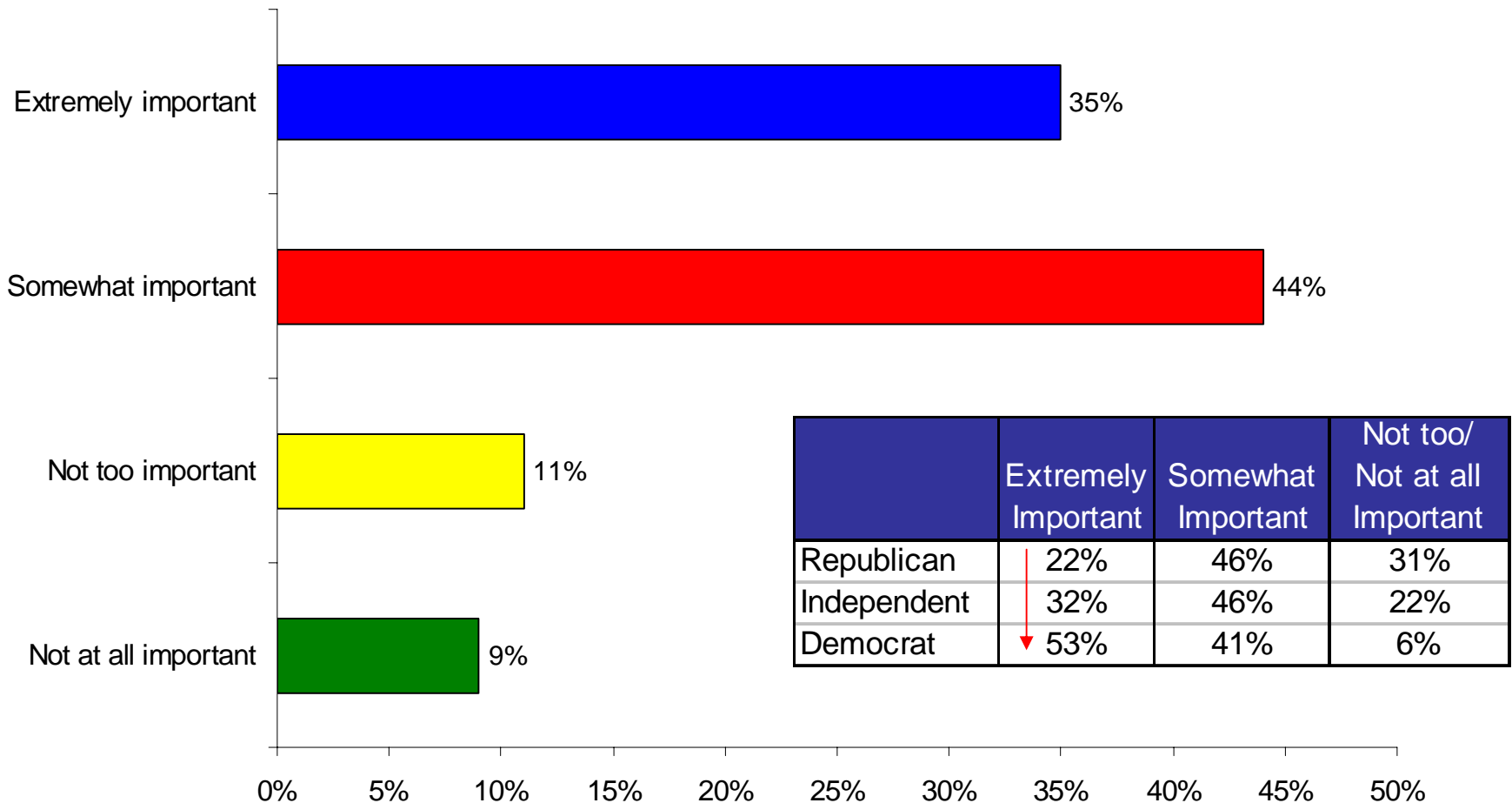
***CONSEQUENCES OF  
IGNORING THIS ISSUE  
WILL BE SIGNIFICANT.***


# ***Immediate action demanded of the President and Congress to address coverage for the uninsured.***



# Health care coverage for the uninsured will be a key vote determinant in 2008 Presidential decision making.

How important will a Presidential candidate's position on addressing the issue of health care coverage for the uninsured be in deciding your vote in 2008?

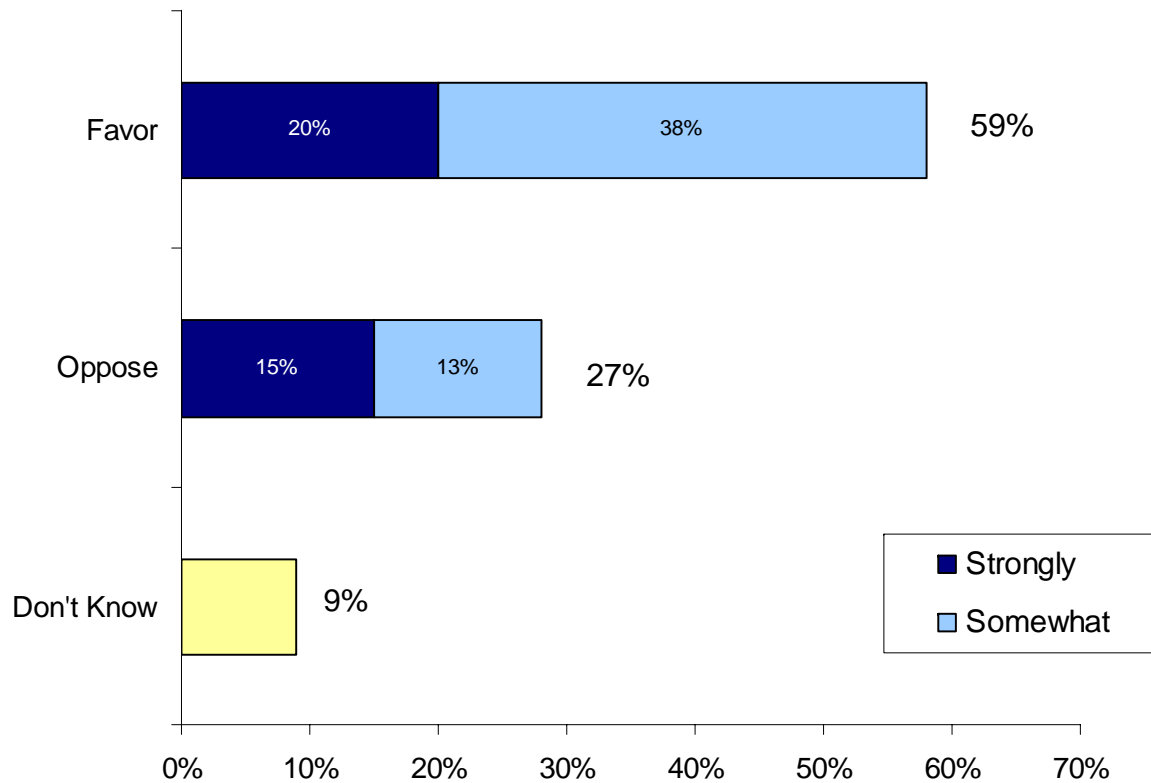




***ACCEPTANCE OF HEALTH  
COVERAGE PASSPORT IS  
WIDESPREAD AMONG ALL  
COVERAGE  
CLASSIFICATIONS.***

# Initial Support of the Health Coverage Passport is widespread.

Now I'd like to introduce to you a new health care proposal called Health Coverage Passport that would require all Americans to have health care coverage with assistance in purchasing coverage for those who need it. For those who currently have coverage, little would change. The poorest Americans would receive health care coverage through public programs such as Medicaid. For lower to middle income Americans, assistance at different levels based on income would be given to purchase insurance. Also, higher income Americans who do not already receive tax-free coverage through their employer would receive tax relief for purchasing their own insurance. Knowing what you do, do you favor or oppose the Health Coverage Passport proposal?



	Favor	Oppose
Uninsured Pool	64%	26%
Purchase Own Insurance	54%	30%
Employer Provided Insurance	60%	28%
Republican	57%	26%
Independent	55%	33%
Democrat	66%	22%

## Health Coverage Passport goals all score high.

Importance by Mean Rating on 1-10 Scale

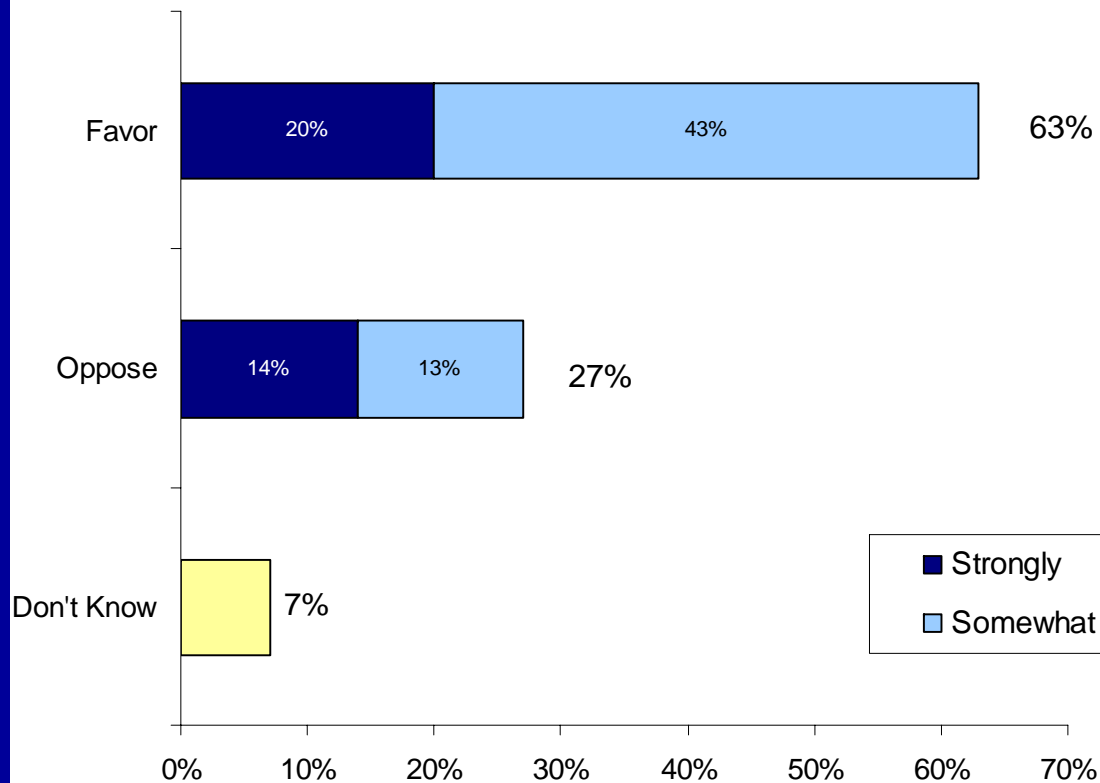
	Total	Uninsured Pool	Purchase Own Insurance	Employer Provided Insurance
Allow Americans to continue to make health care choices that fit their needs.	8.7	8.9	8.5	8.9
Every American, regardless of income, be treated equitably and get the health care coverage they need.	8.2	8.7	7.6	8.3
Reform the insurance market so those individuals buying health insurance on their own would have coverage as good as Federal workers at a fair price.	8.2	8.6	8.0	8.4
Allow employees to maintain coverage their employer already provides for them.	8.1	8.2	7.8	8.5
Lower premium costs to those with insurance since part of their premium currently goes to pay health care costs for the uninsured.	7.1	7.5	6.7	7.2
Every American would be responsible for having health coverage for themselves and their families and the Health Coverage Passport proposal would provide a way to meet this obligation for those who need it.	7.1	7.5	6.7	7.1

## ***Principles of Health Coverage Passport are well received and the public favors government funding.***

	Total Favor	Total Oppose	Net Favor	Net Favor Employer Provided Insurance	Net Favor Purchase Own Insurance	Net Favor Uninsured Pool
Allow people with sufficient income who do not already receive tax-free coverage from their employers, and who purchased their own insurance by themselves to deduct these costs from their taxes.	84%	12%	+72%	+75%	+72%	+68%
Offer Health Coverage Passport on a sliding scale based on income for those who earn too much to qualify for programs such as Medicaid, but not enough to afford health insurance.	78%	19%	+59%	+66%	+47%	+58%
Medicaid will be expanded to cover all uninsured Americans with annual incomes at or below the federal poverty level. For example, the federal poverty level for a family of 4 is \$20,650.	71%	23%	+48%	+56%	+25%	+56%
To assist uninsured Americans to meet their responsibility to have insurance, and to treat everyone else equitably, the Health Coverage Passport plan would add \$100 billion in net annual government spending, but, at the same time, it would save American families who already have insurance, on average, \$300 a year in how much they spend on health care.	66%	26%	+39%	+47%	+21%	+45%
Ensure that all Americans are meeting their obligation to have health insurance, by charging a premium to anyone who is uninsured when they file their tax returns. Those who are without coverage at that time will be enrolled in coverage and tax penalties will apply to the time that they were without health care coverage.	36%	57%	-21%	-23%	-29%	-22%

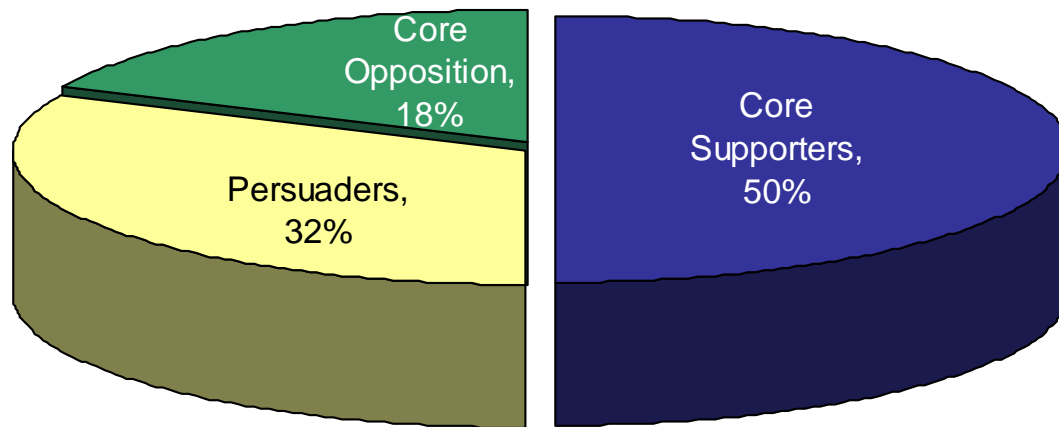
# ***Informed support of the Health Coverage Passport remains strong.***

Now knowing what you do, do you favor or oppose the Health Coverage Passport proposal?



	Favor	Oppose
Uninsured Pool	67%	26%
Purchase Own Insurance	56%	35%
Employer Provided Insurance	66%	25%
Republican	58%	31%
Independent	59%	32%
Democrat	73%	18%

# Core segmentation analysis shows majority support among key swing groups.



Core Supporters	
Moderates	55%
Women 35-59	56%
Voters 55-64	52%
Suburban Women	53%
Employer Provided Ins.	53%
Uninsured Pool	53%

Core Supporters = Favor proposal on both initial and informed measurement  
 Core Opposition = Oppose proposal on both initial and informed measurement  
 Persuaders = all others