

**\*\*\*PRESS RELEASE\*\*\***

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**New Poll Shows Health Care Tops Voters' Agenda**  
*Express dissatisfaction with the amount of attention the issue has received*



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Milwaukee -- As Wisconsin voters prepare to go to the polls in three weeks, a new survey by One Wisconsin Now, Inc. (OWN) shows that the top concern of voters statewide is health care. Almost half of Wisconsin voters (45%) rate health care as one of the top two issues facing the state that they want state government to do something about, followed by taxes (34%), economy and jobs (34%), and education (31%). More than one-quarter of Wisconsin voters (27%) select making health care more affordable and available as their top priority and another 18% choose it as their second most important concern.

“Health Care reform is on the ballot this November,” said John Kraus, Executive Director of One Wisconsin Now, “This survey of public opinion shows that health care reform is a top priority for voters and they want it to be a top priority for state government.”

The survey was conducted October 9-12 with 708 likely Wisconsin voters for One Wisconsin Now by Abacus Associates, a national survey research firm. One Wisconsin Now, Inc. (OWN) is a non-partisan and independent progressive public policy advocacy organization.

Heading the list of health care concerns is the costs of hospital care and health insurance policies. Seventy percent (70%) of Wisconsin voters say that hospital costs are a “very serious” problem in the state and nearly as many (67%) cite health insurance costs as a “very serious” issue. The high degree of concern about health care issues is also evident as three other issues (costs of nursing home care, children lacking health insurance coverage, and small businesses being unable to afford insurance) are viewed as “very serious” by three-fifths or more of Wisconsin voters.

The One Wisconsin Now poll also found that voters believe that issues, especially health care, have gotten too little attention by the candidates and the media during the campaign. More than half of Wisconsin voters (53%) say that the candidates' positions on health care have gotten “too little” attention, 35% say the “right amount” and only 4% believe they have been covered “too much.”

(MORE)

“When a majority of voters say that their top issue has received too little attention, it brings into question the media’s focus and coverage of the election,” said Kraus, “Voters clearly hope that as the final gubernatorial debate on Friday focuses on issues such as health care and education that they will learn more about the candidates’ plans on these key concerns,” said Kraus, “

There is also high level of dissatisfaction with the amount of coverage of the candidates’ views on the economy and jobs (41% “too little”) and education (40% “too little”). In contrast, many voters believe that there has been “too much” coverage of campaign contributions and the Georgia Thompson case.

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