



Lake Snell Perry Mermin Meadow Gotoff

MEMORANDUM

CELINDA C. LAKE
President

To: Interested Parties

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Partner

From: Celinda Lake, David Mermin, John Norris; Lake Research Partners

MICHAEL J. PERRY
Partner

Subject: Survey shows strong support for the Healthy Wisconsin proposal among Wisconsin voters

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Date: July 23, 2007

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A new Lake Research Partners survey¹ conducted on behalf of the Wisconsin Health Care Reform Campaign **shows broad statewide support for Healthy Wisconsin, a proposal that would guarantee health insurance coverage for every resident of Wisconsin with a choice of private or public plans, paid for by payroll taxes on employers and employees. Wisconsin voters strongly support this proposal across party and regional lines.**

- ∅ **Health care costs are now the top economic concern in the state.** The issue of health care is no longer just about improving quality and coverage, it is the main economic issue in the state. Forty-five percent of voters say rising healthcare costs is their top economic concern, over higher taxes (22%), a secure retirement (11%), losing their job (7%), and personal expenses like child care or tuition (6%). Rising health care costs are also the most pressing economic concern across all demographic groups.
- ∅ **Healthy Wisconsin is strongly supported by voters with over two-thirds in favor.** The proposal is favored by 69% of likely voters, with just 19% opposed and only 12% undecided for a net of +60 favor. There are far more strong supporters (41% favor strongly) than strong opponents (10%).
- ∅ **Support for this health care reform cuts across party lines.** This proposal is notably strong with Democrats (83% favor, 9% oppose), Independents (72% favor, 15% oppose) and even Republicans (55% favor, 33% oppose).
- ∅ **Voters across the state strongly support this proposal.** In the more Democratic Milwaukee and Madison areas, support is very strong (77% and 70% favor respectively). However, it is even strongly supported in more Republican and swing areas such as the counties surrounding Milwaukee (64%

¹ Survey conducted among 500 likely 2008 general election voters in Wisconsin. Survey was conducted June 12-14, 2007. The margin of error is +/- 4.4%.

favor), Northeast Wisconsin (72% favor), and Northwest Wisconsin (62% favor).

- Ø **Even tax sensitive and traditionally hard to reach health care targets strongly support the reform.** Voters whose top economic concern is higher taxes support the reform (51% support, 36% oppose) as well as those who do not personally know anyone without health insurance (67% support, 21% oppose).
- Ø **The Healthy Wisconsin proposal strongly outperforms a Health Savings Account proposal across the board.** The Republican-sponsored Health Savings Account proposal tested was supported by just 46% of voters with 34% opposed. Even though this is net positive, the Healthy Wisconsin proposal is stronger across every region, all partisan levels, and with both tax sensitive voters and those who do not personally know anyone without health insurance.
- Ø **Two-thirds of voters support the proposal even after negative attacks.** After hearing both positive messages and a series of negative attacks – including claims that this will raise taxes, kill jobs, lead to government-controlled health care, and attract illegal immigrants – support remains high with 66% in favor, 20% opposed, and 13% undecided. Support remains strong across party lines, with Democrats, Independents, and Republicans still in support after attacks, and in every region of the state. Among the positive messages tested, the most compelling was that the Healthy Wisconsin proposal will ensure that regular Wisconsinites will get the same quality health care that our legislators have had for years.

TESTED HEALTH CARE PROPOSALS

HEALTH GUARANTEED TEXT:

This proposal is described as follows:

- Guarantee health insurance, through a choice of a public or private plan, for all Wisconsin residents under the age of 65, regardless of preexisting conditions,
- This plan does not affect anyone who is eligible for Medicare,
- Coverage will be paid for by a sliding scale payroll deduction, similar to Social Security, of \$400 per month for the average employer, and \$105 per month for the average employee,
- There are no co-pays for preventive care for children under 18, and a \$20 co-pay for doctor and emergency room visits, and no additional deductible,
- Co-pays for prescription drugs will be 5 dollars for generic drugs and 15 dollars for brand drugs.

HEALTH SAVINGS ACCOUNT TEXT:

This proposal is described as follows:

- Creates tax free health savings accounts and provides tax deductions on all health insurance premiums,
- Requires preventive care management programs for uninsured families,
- Gives tax breaks to employers who have health and wellness programs for their employees,
- Provides state assistance for hospitals and doctor's offices to save medical records electronically and create Internet-based price comparisons,
- Consumers would pay deductibles of up to twelve hundred dollars annually per individual, or two thousand four hundred dollars annually per family.

For more information on this Lake Research Partners survey, contact Celinda Lake or Rick Johnson at 202-776-9066 or David Mermin at 510-286-2097