

Insights into the Publics' Views about Health Insurance: Challenges and Opportunities for Would-Be Reformers

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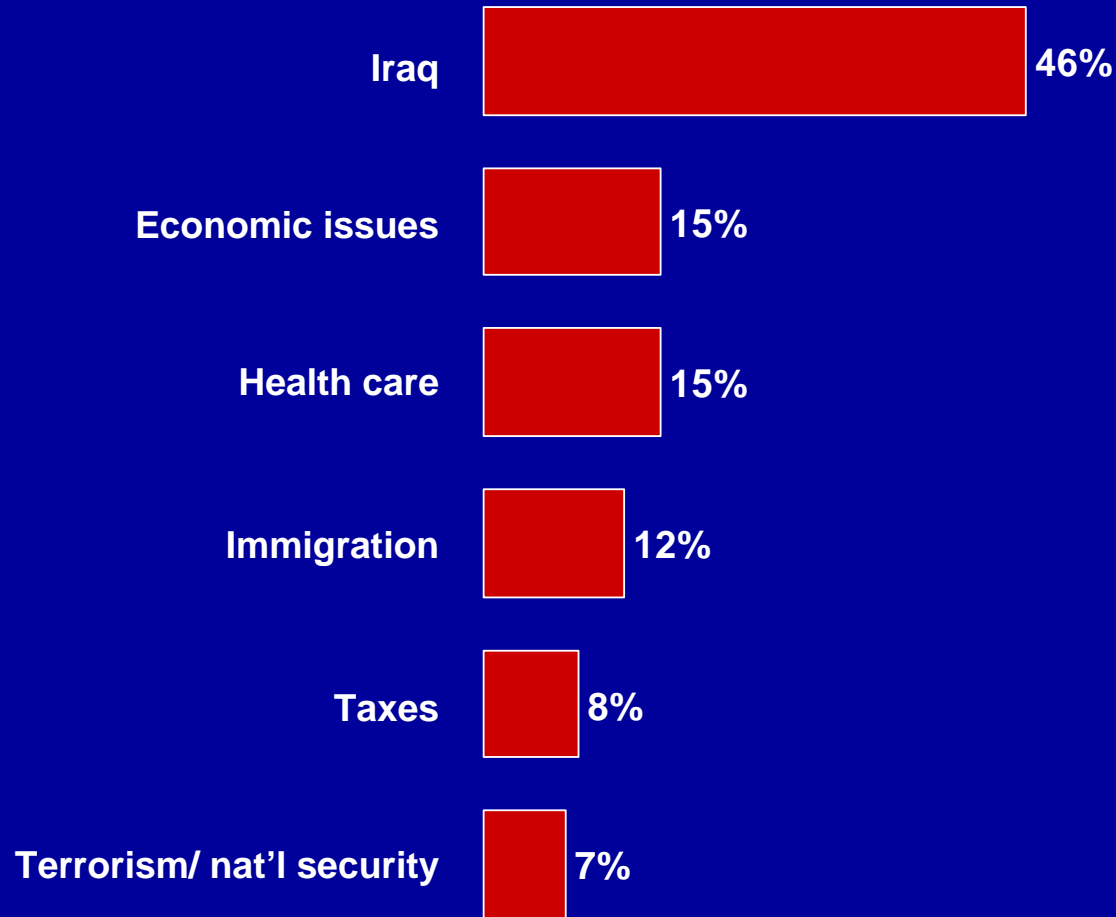
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Challenges

1. Salience?
2. Goals easy, solutions hard
3. Willingness to pay or bear risk
4. Evaluate based on how it affects them (and don't think of themselves as at risk)
5. Worry more about rising costs
6. Debates and messages matter

Challenge #1: Salience of Issue?

What two issues would you most like the president and Congress to act on next year?

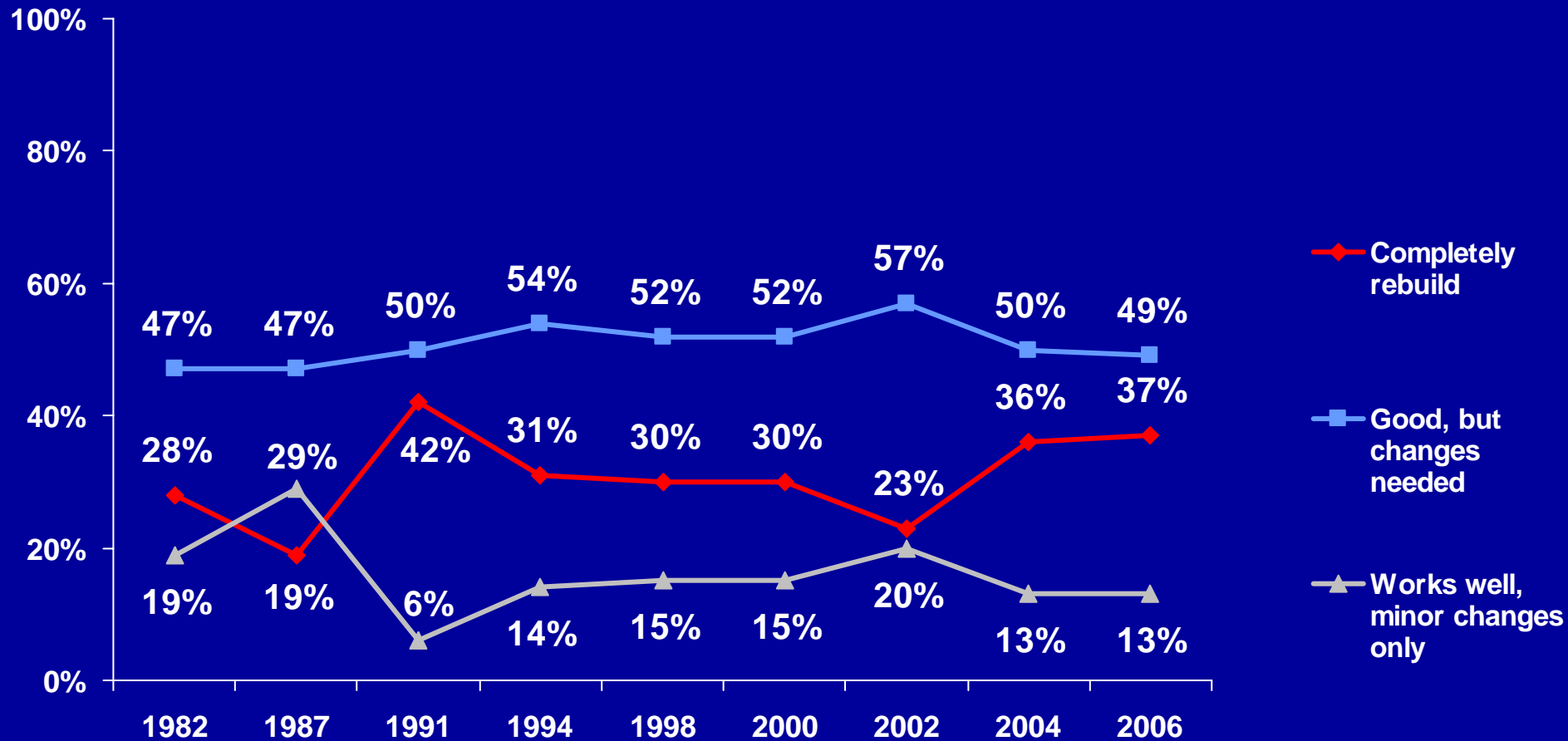


Note: Asked of half sample. Responses 5% or less not shown.

Source: KFF/HSPH *The Public's Health Care Agenda for the New Congress and Presidential Campaign* (conducted November 9-19, 2006)

Challenge #1: Public's Desire for Change?

Which of the following statements comes closest to expressing your overall view of the health care system in this country?

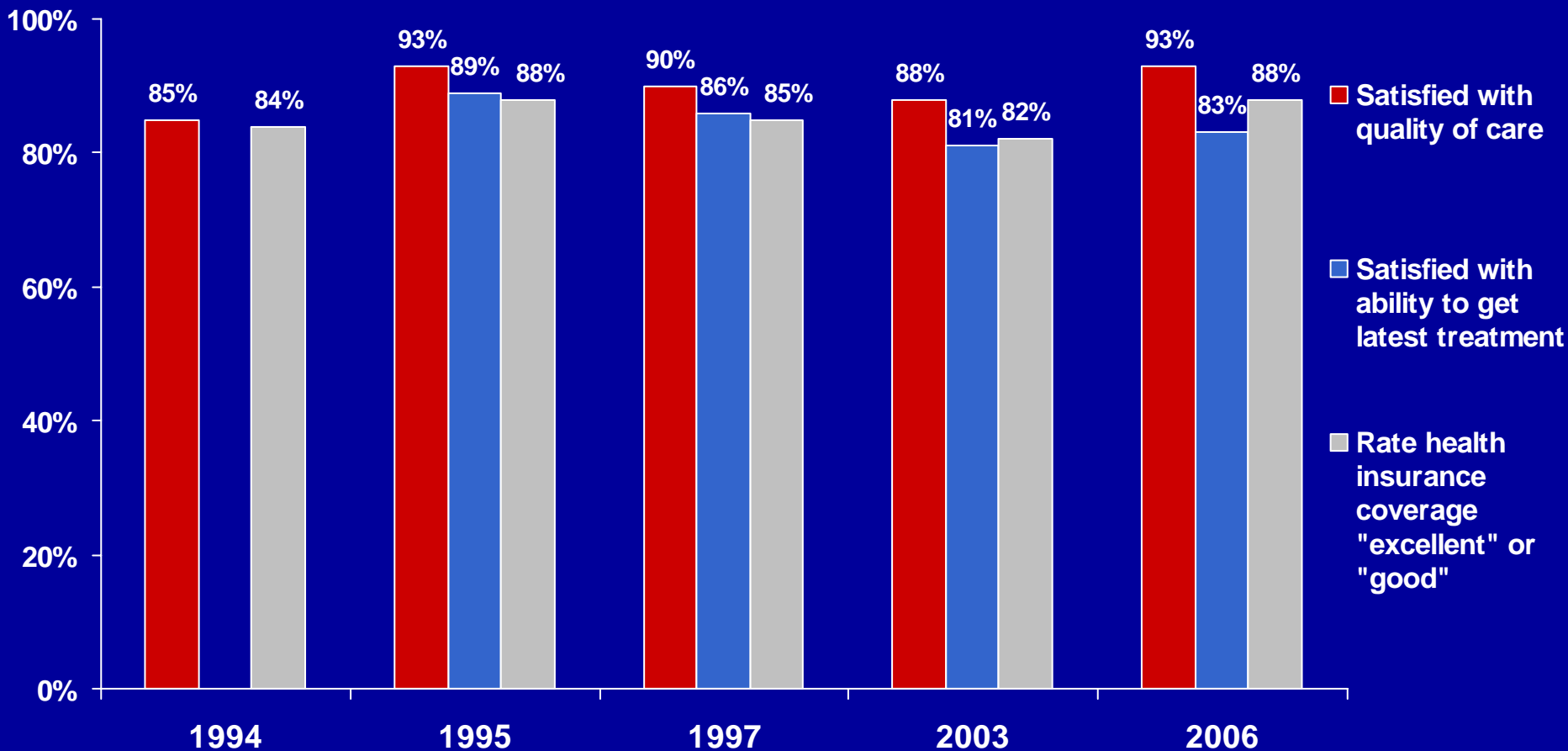


Note: "Don't know/refused" responses not shown.

Source: Harris Interactive polls, except 2002: NPR/KFF/Kennedy School Congressional Election Tracking Survey (conducted Oct. 23-27, 2002).

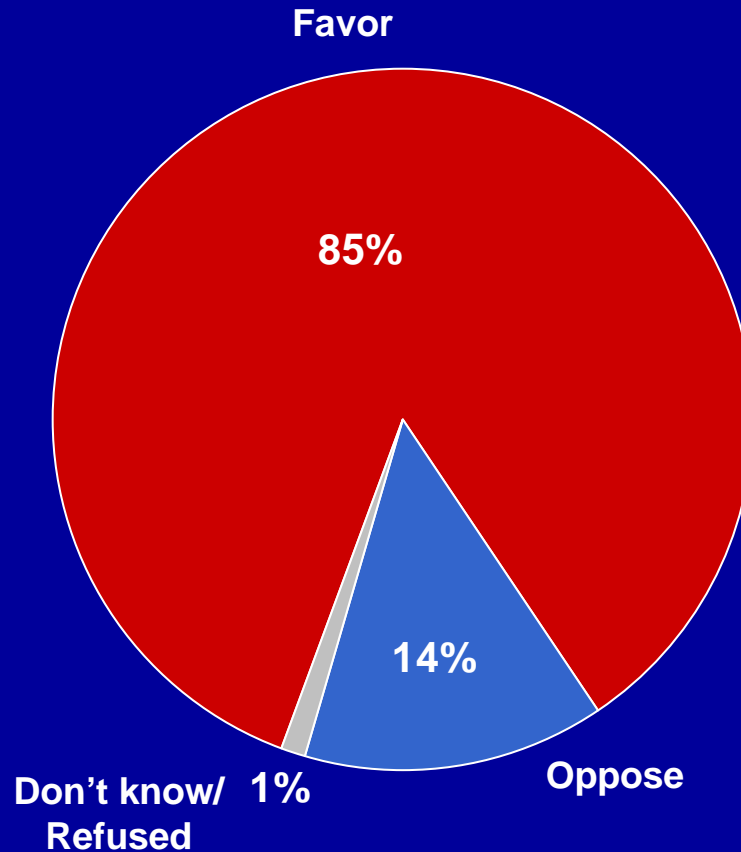
Challenge #1: Satisfied with Own Situation

Among those with health care coverage, percent who...

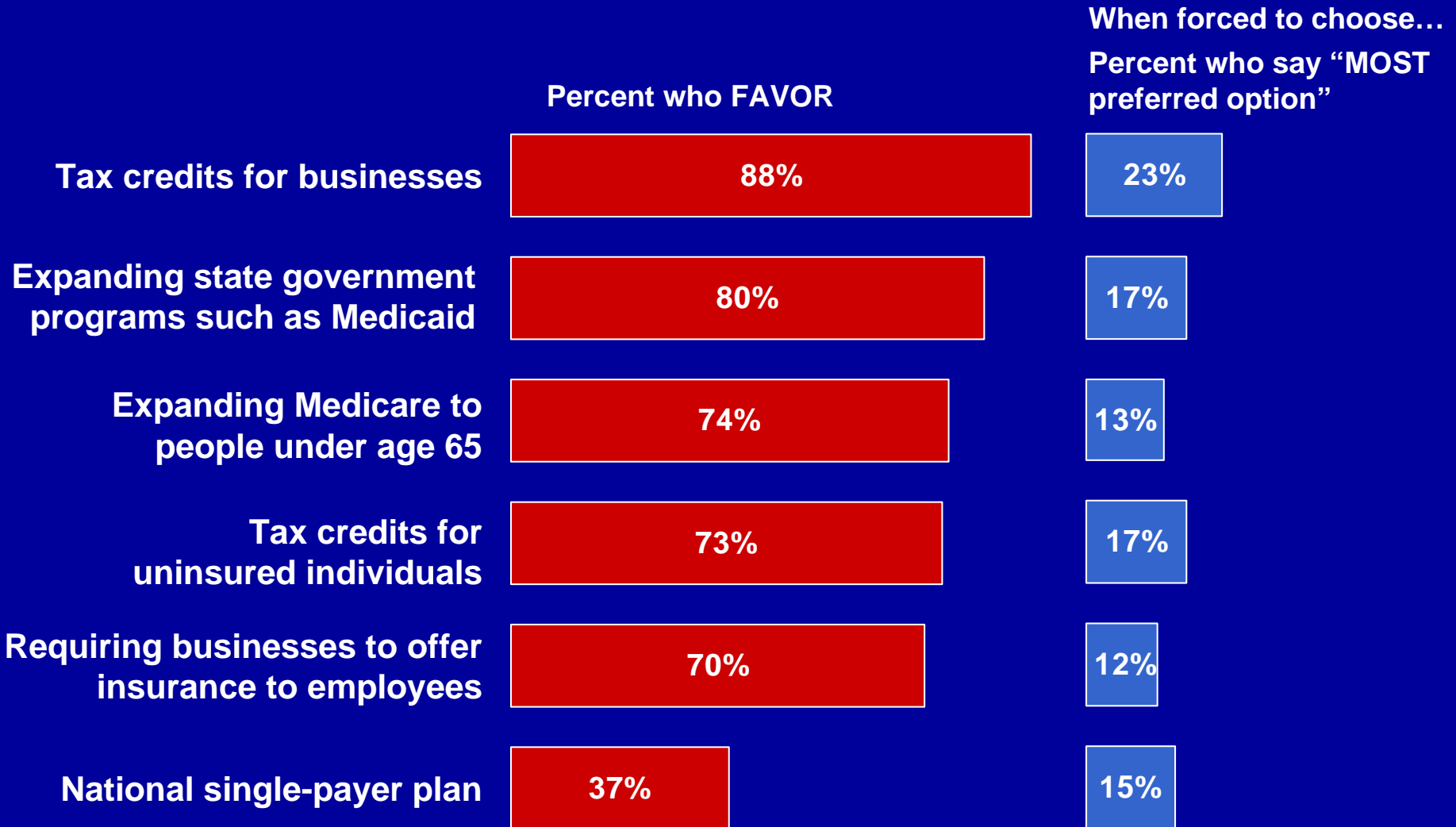


Challenge #2: Public Often Agrees About Goals...

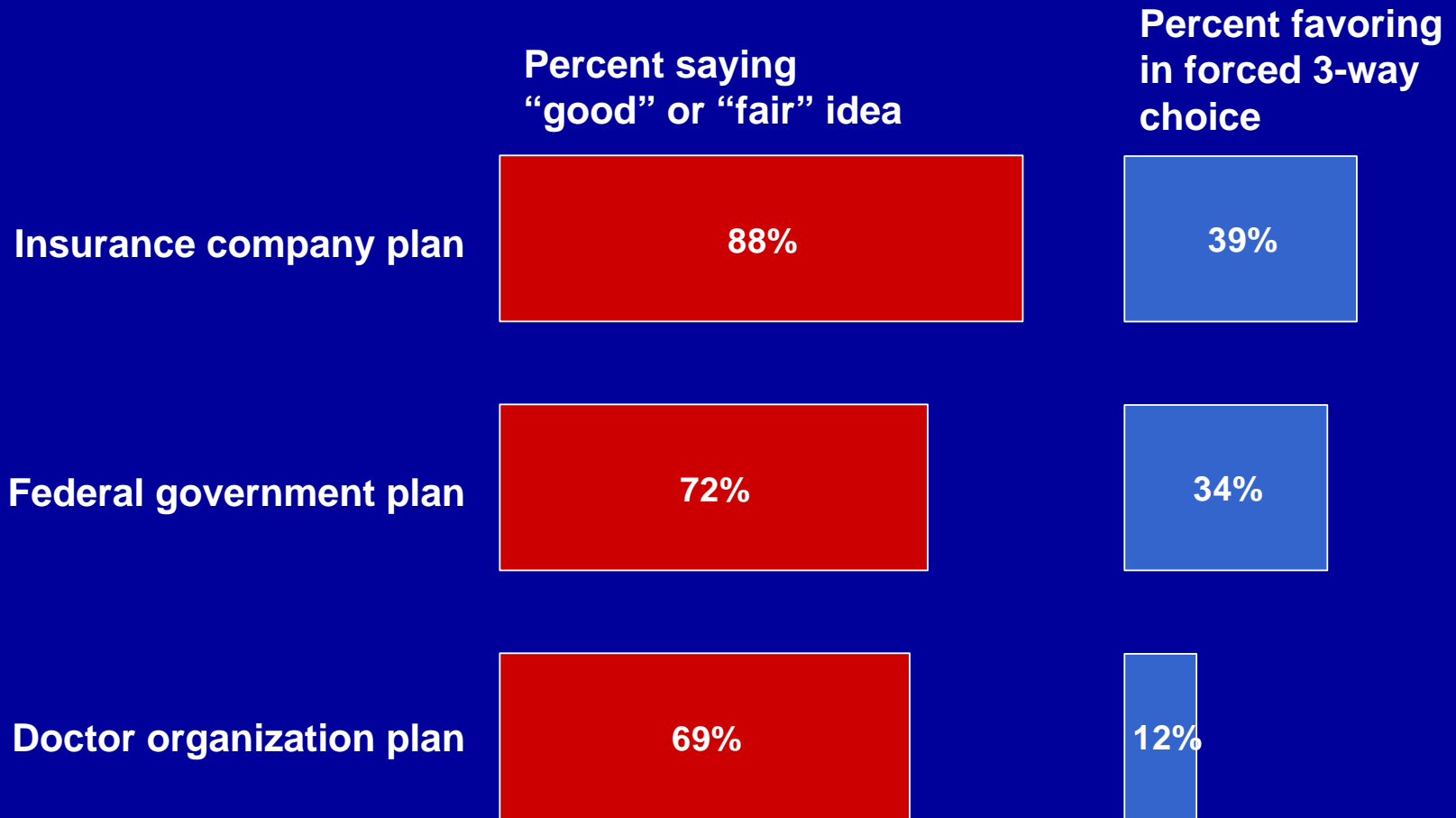
Do you favor or oppose the federal government doing more to help provide health insurance for more Americans?



Challenge #2: ...But Not on the Best Solution

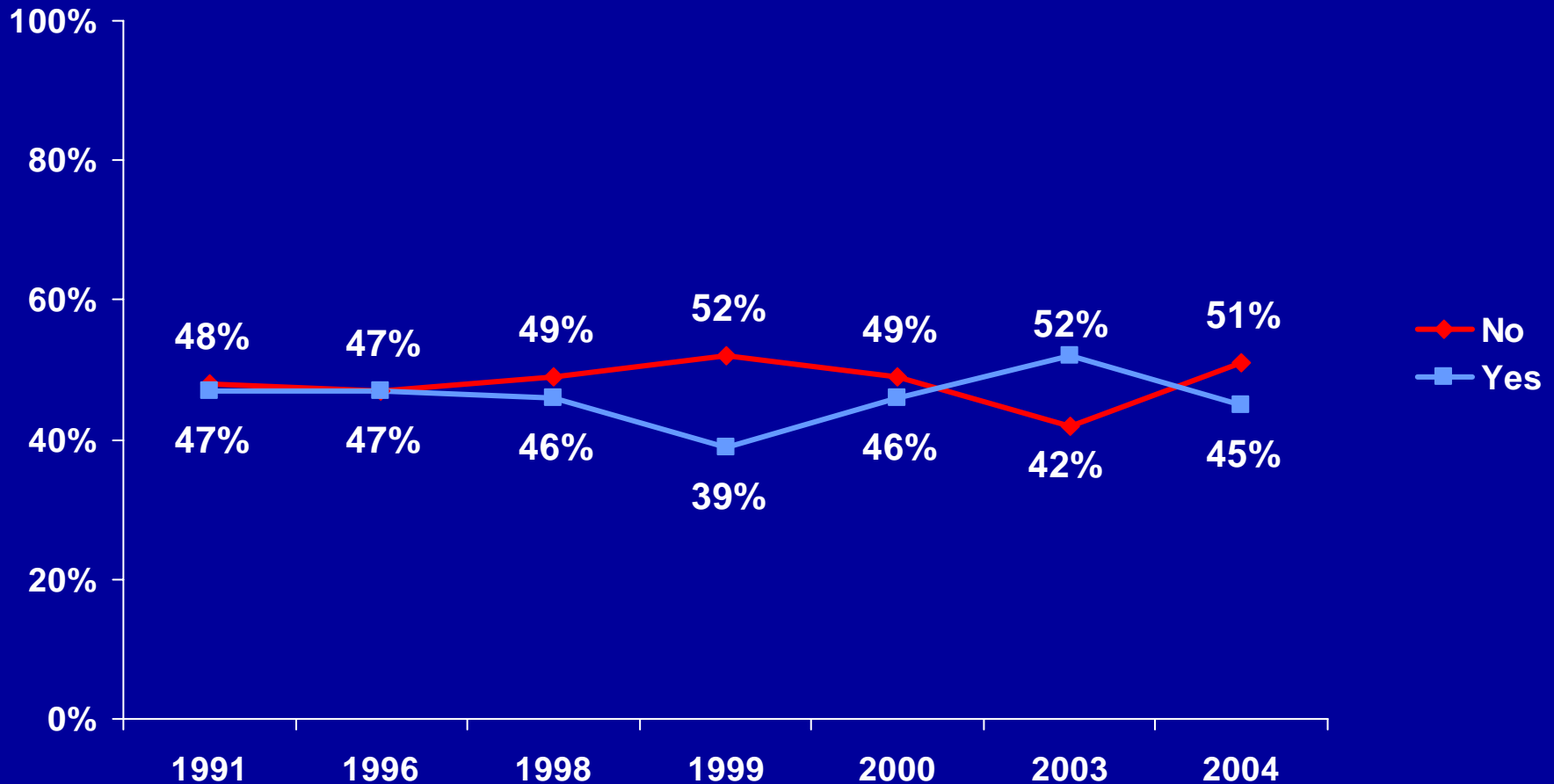


Challenge #2 is Nothing New: Level of Support for 3 Health Reform Plans, 1945



Challenge #3: Willingness to Pay?

Would you be willing to pay more--either in higher health insurance premiums or higher taxes--in order to increase the number of Americans who have health insurance, or not?

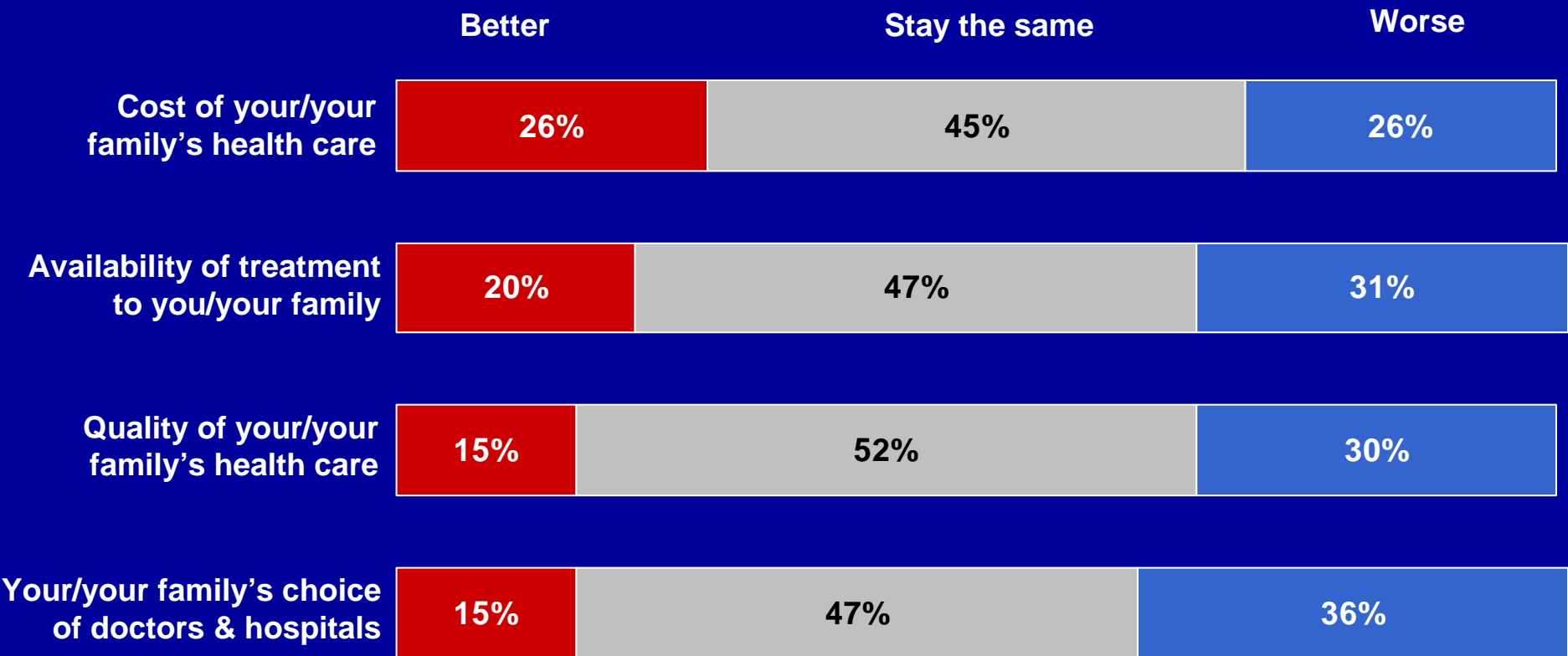


Note: "Don't know/refused" responses not shown

Sources: NBC News/Wall Street Journal Poll (Jun. 1991), KFF/Harvard School of Public Health Polls (Nov. 1996; Nov. 1998; Oct. 1999; Nov. 2000; Feb. 2003; and Nov. 2004)

Challenge #4: Evaluate in terms of Personal Impact

Do you think a universal health insurance system would make the following better, worse, or would it stay about the same?

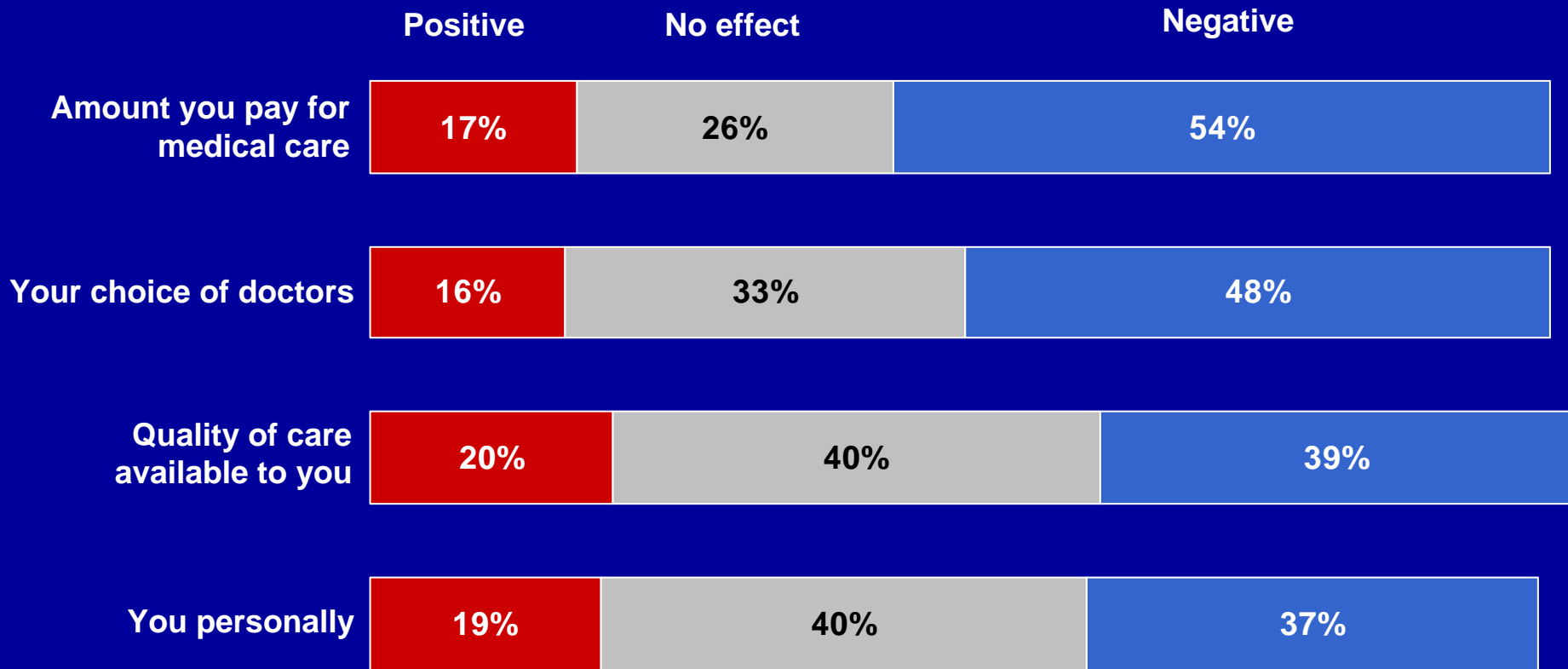


Note: Don't know/refused responses not shown

Source: ABC News/Kaiser Family Foundation/USA Today *Health Care in America Survey* (conducted September 7-12, 2006)

Challenge #4 is Nothing New: Expectations of the Clinton Health Care Reform Plan

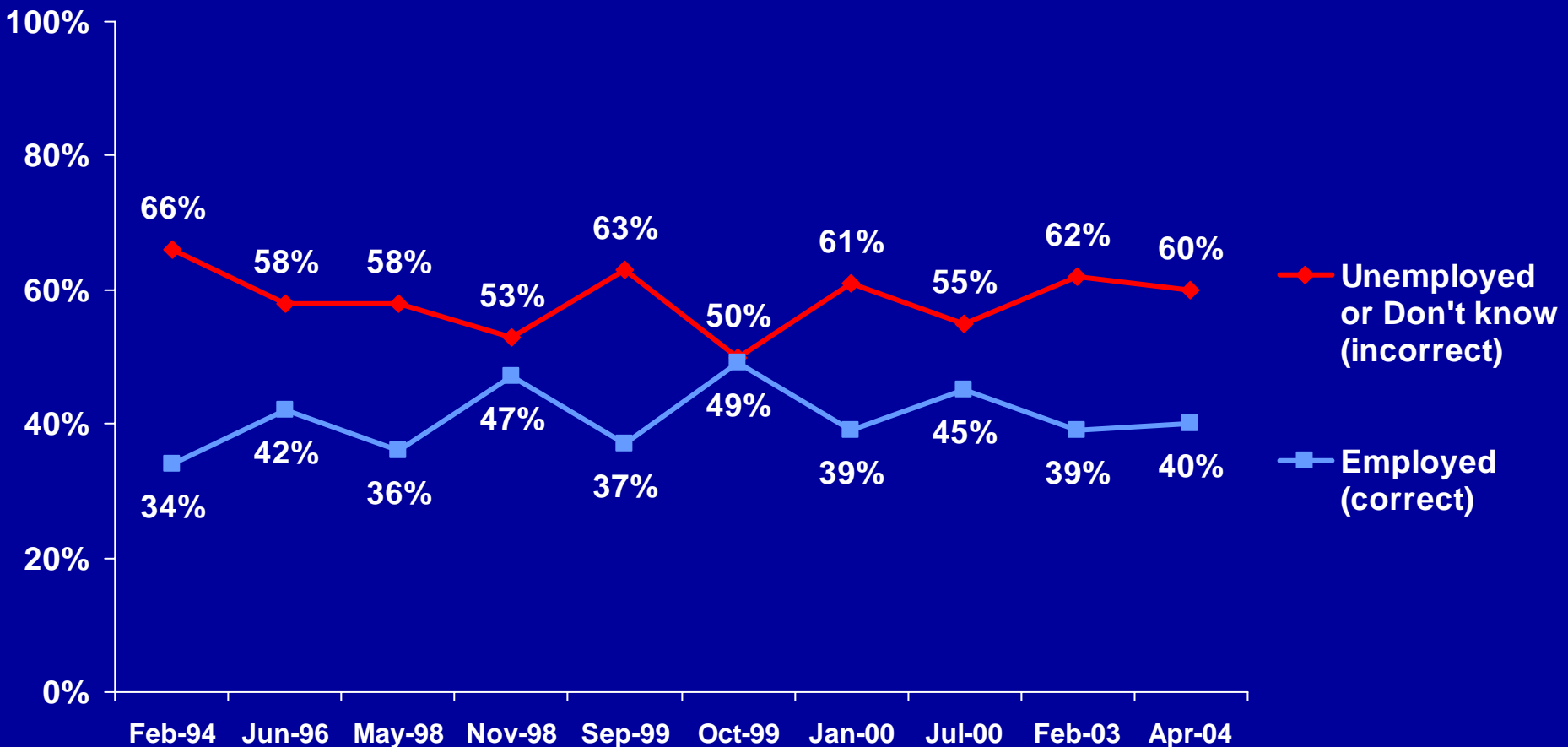
Percent saying the Clinton Health Care Reform Plan would have the following effect on...



Note: "Don't know/Refused" responses not shown
Source: Gallup/CNN/USA Today Poll, April 1994

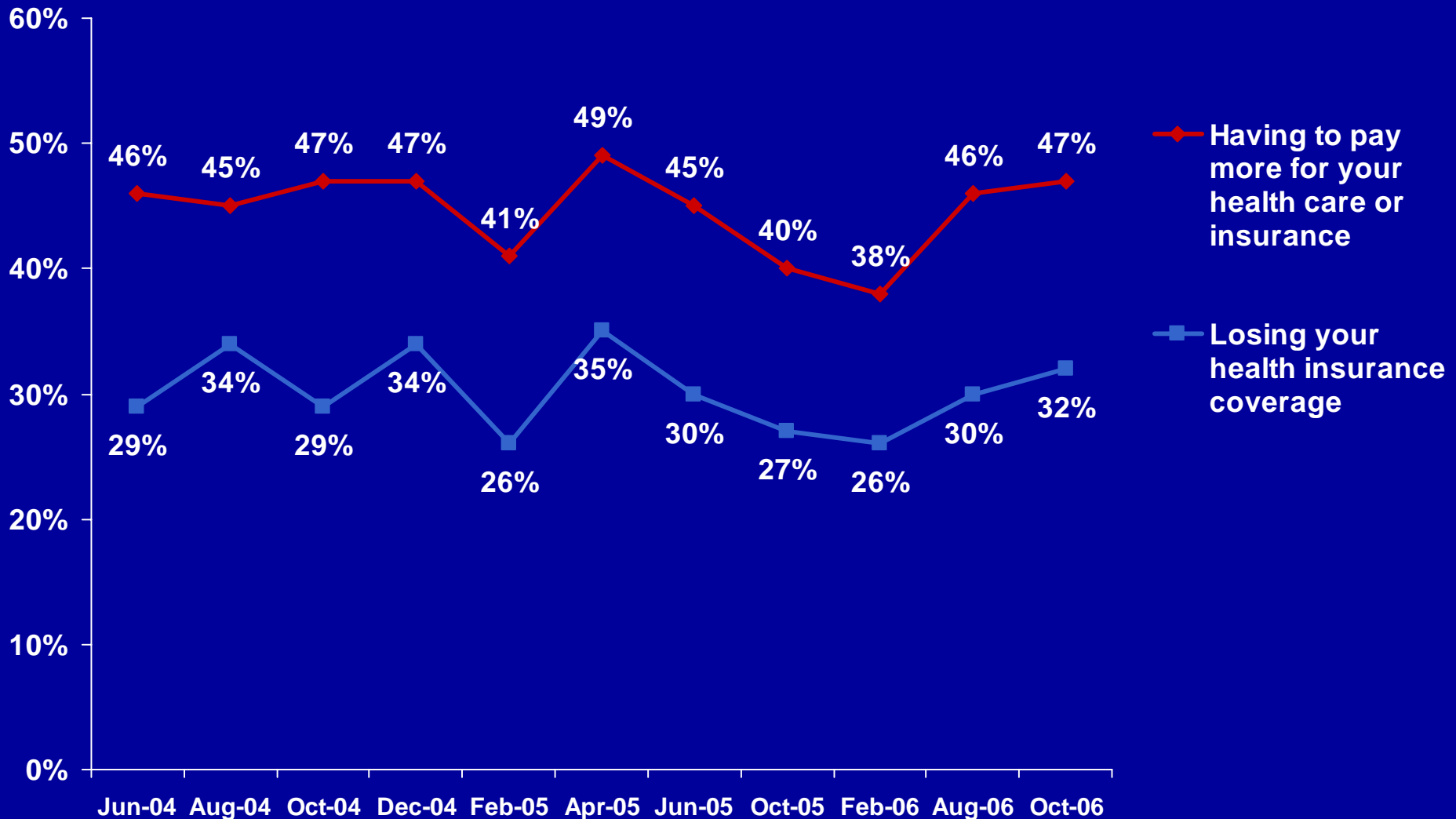
Challenge #4: Uninsured = Not Necessarily Me

Would you say that more uninsured Americans are... employed or from families where someone is employed, or that more of these uninsured Americans are... unemployed or from families where no one is employed?



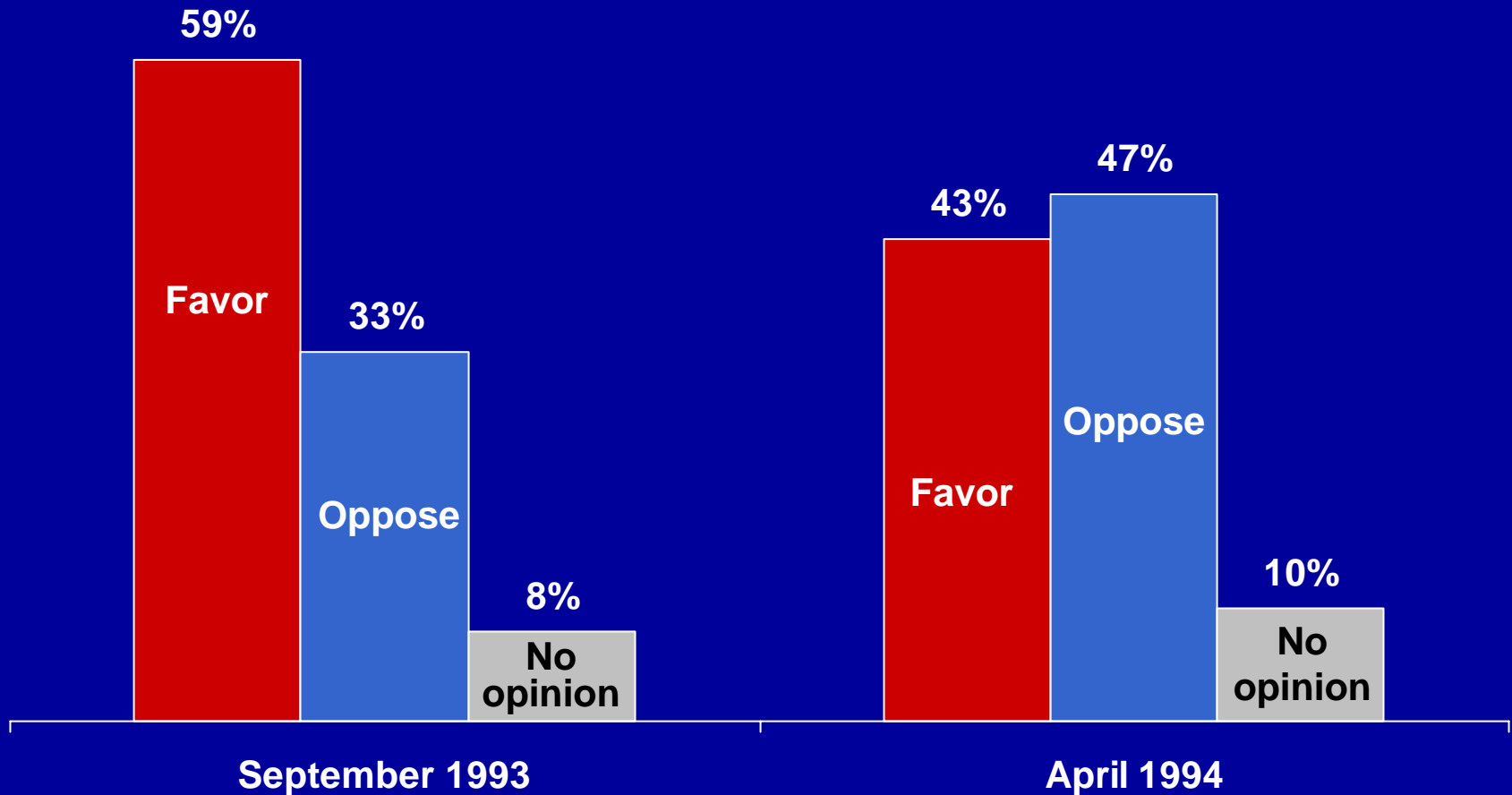
Challenge #5: Insecure about Costs

Percent saying they are VERY worried about the following...



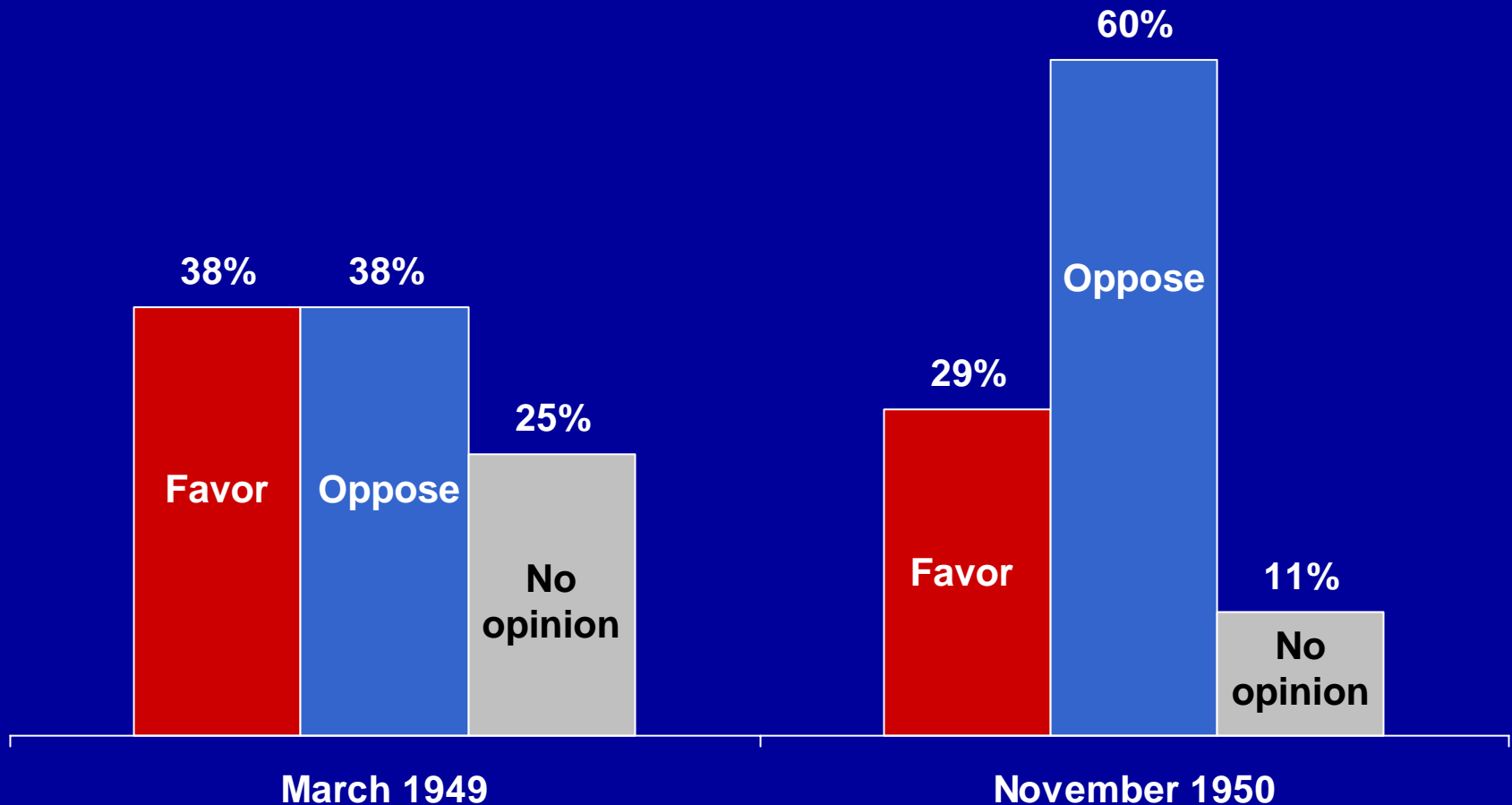
Challenge #6: Debates and Messaging Matter: Clinton Health Reform Plan Debate

Change in public support for Clinton Health Reform Plan over time...



Challenge #6: Debates and Messaging Matter: Truman Health Reform Plan Debate

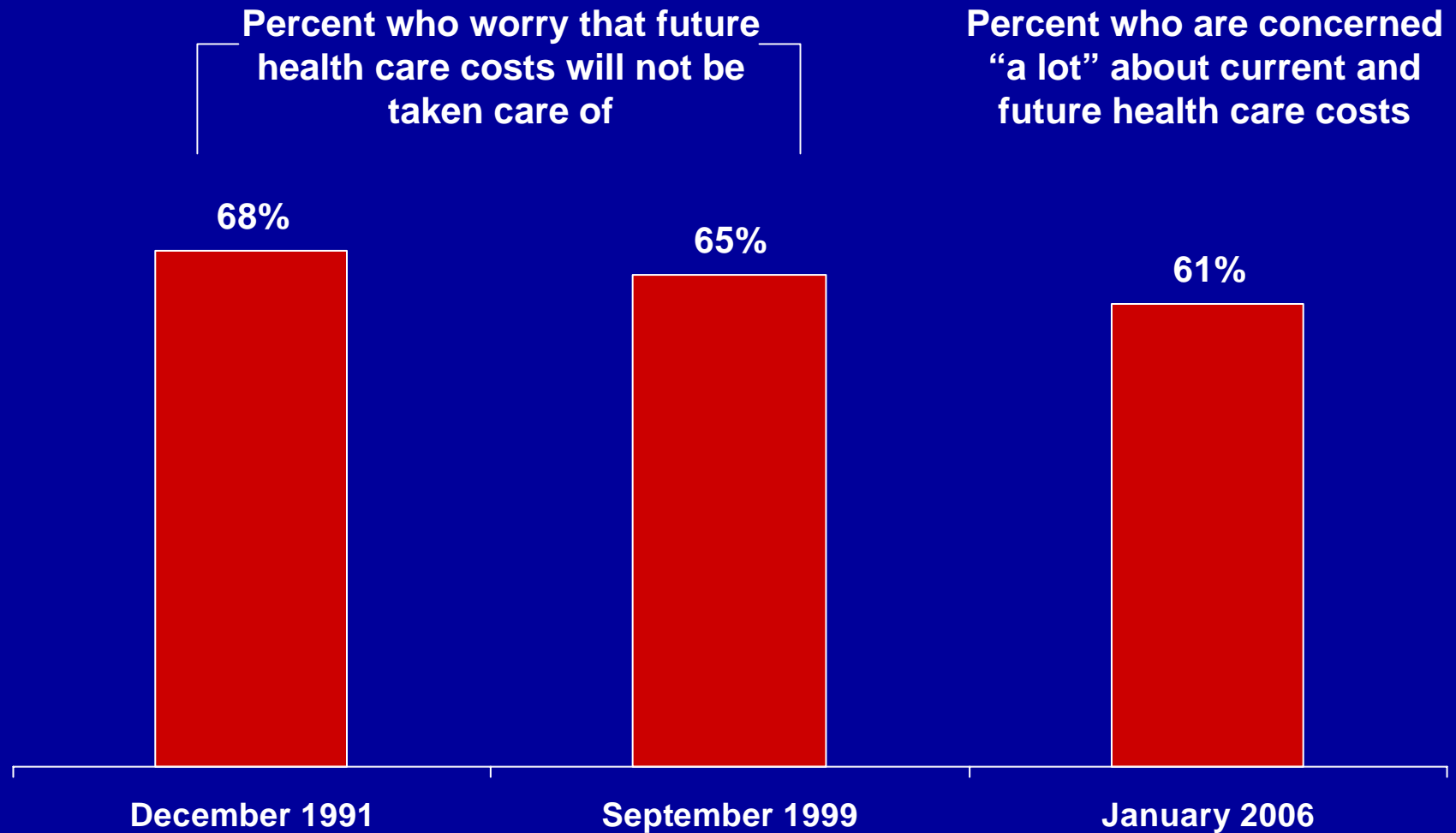
Change in public support for Truman Health Reform Plan over time...



Opportunities

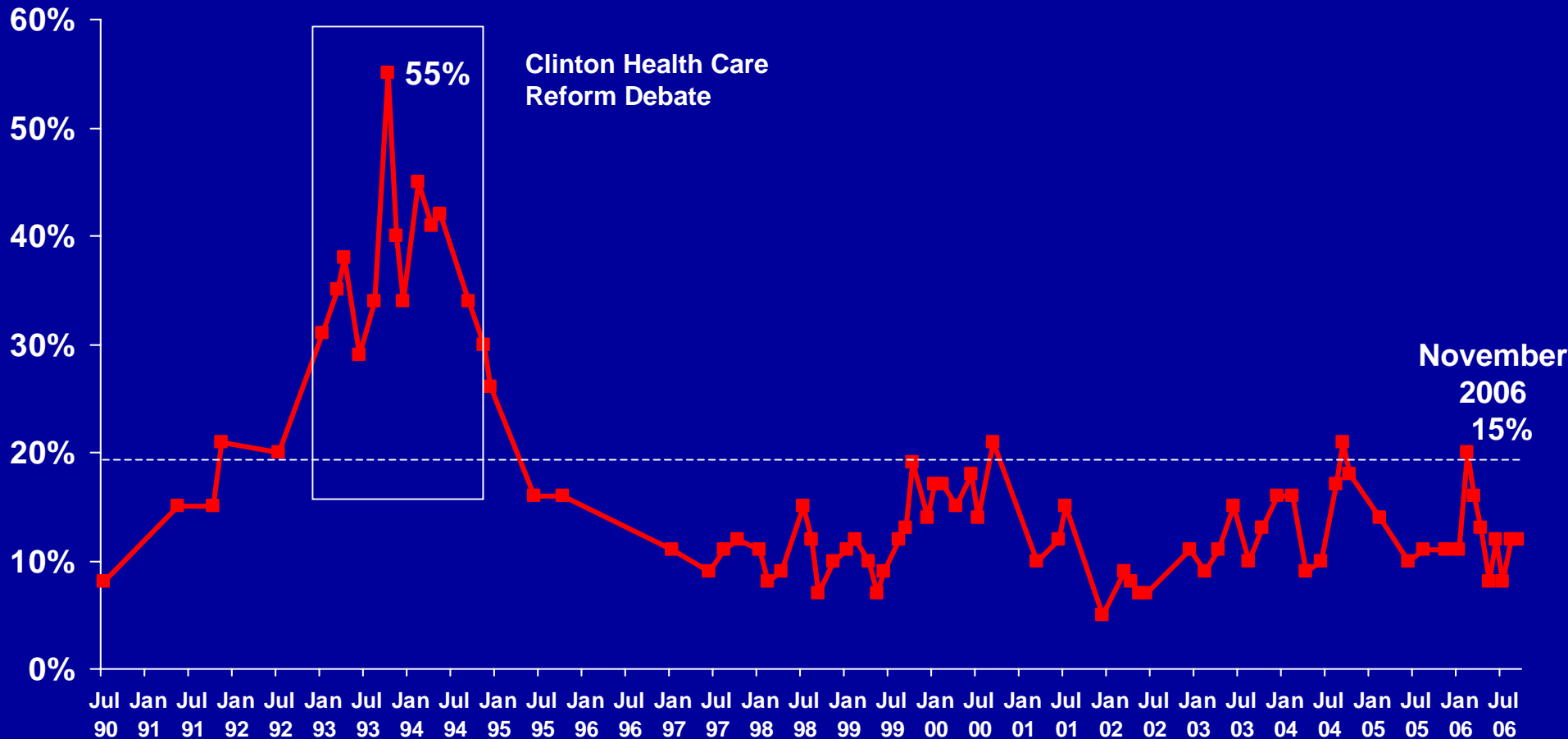
1. Recognize needed public concern already present
2. Leadership needed – Top Down
3. Frame in terms of dealing with health care costs
4. Combine approaches; Build on what people know and like

Opportunity #1: Level of Public Concern Steady Since 1990s



Opportunity #2: Need for Leadership

Percent naming health care one of two most important issues for government to address

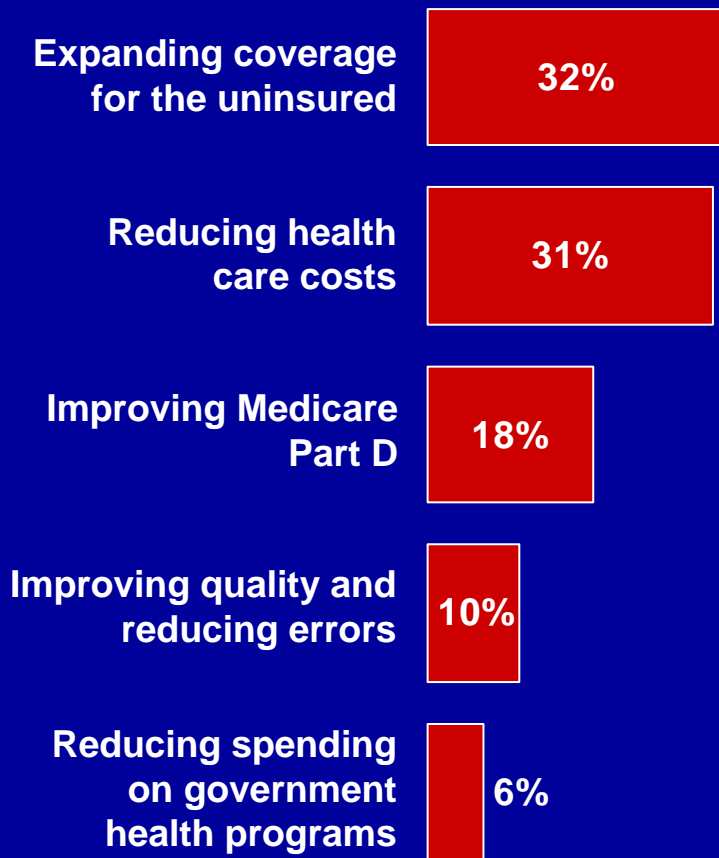


Note: "Don't know" responses were included in the base when percentages were calculated.

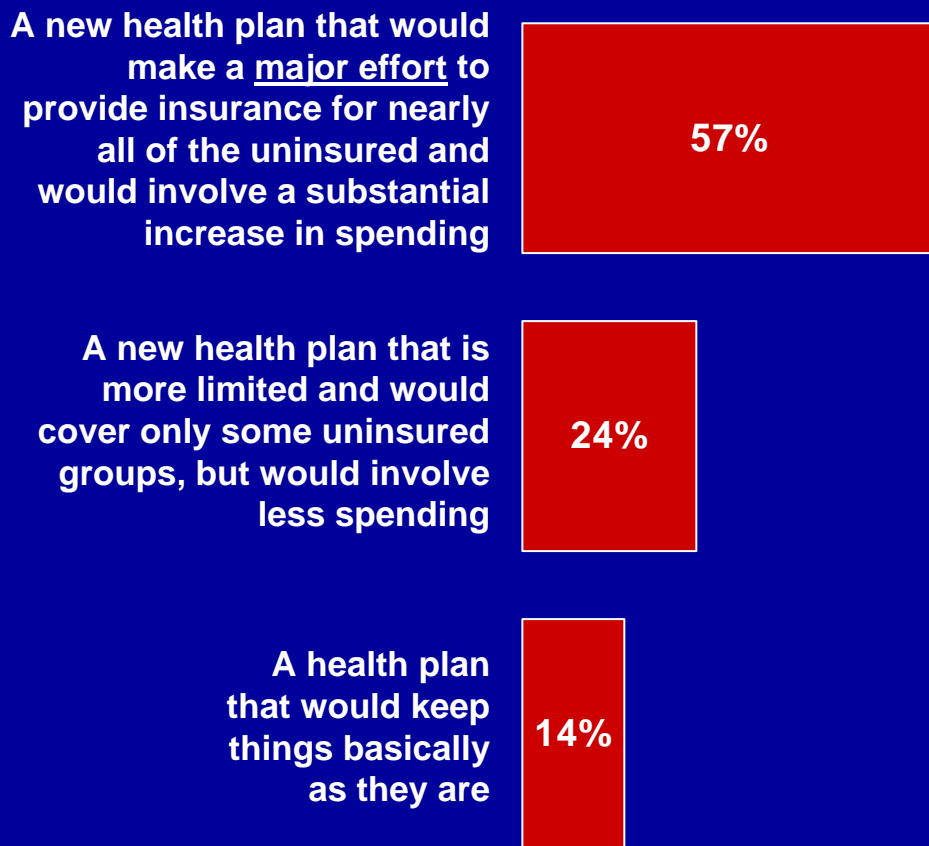
Source: NBC/Wall Street Journal; Harris Polls

Opportunity #2: Public Appetite to Hear About Health Proposals

Which health care issues would you most like to hear the 2008 presidential candidates talk about and focus on?



Which would you like to see in a health care reform proposal from a presidential candidate for 2008?

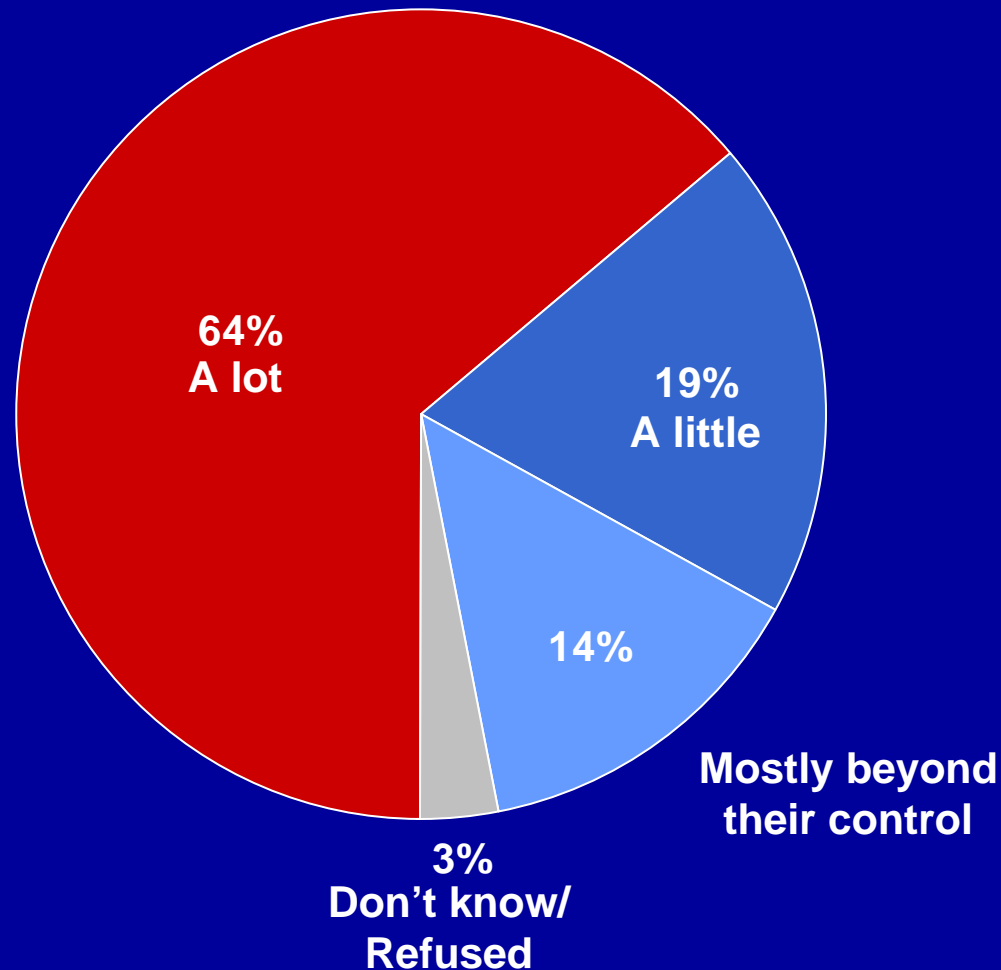


Note: "Don't know/refused" responses not shown

Source: KFF/HSPH *The Public's Health Care Agenda for the New Congress and Presidential Campaign* (conducted November 9-19, 2006)

Opportunity #3: Link to Health Care Costs

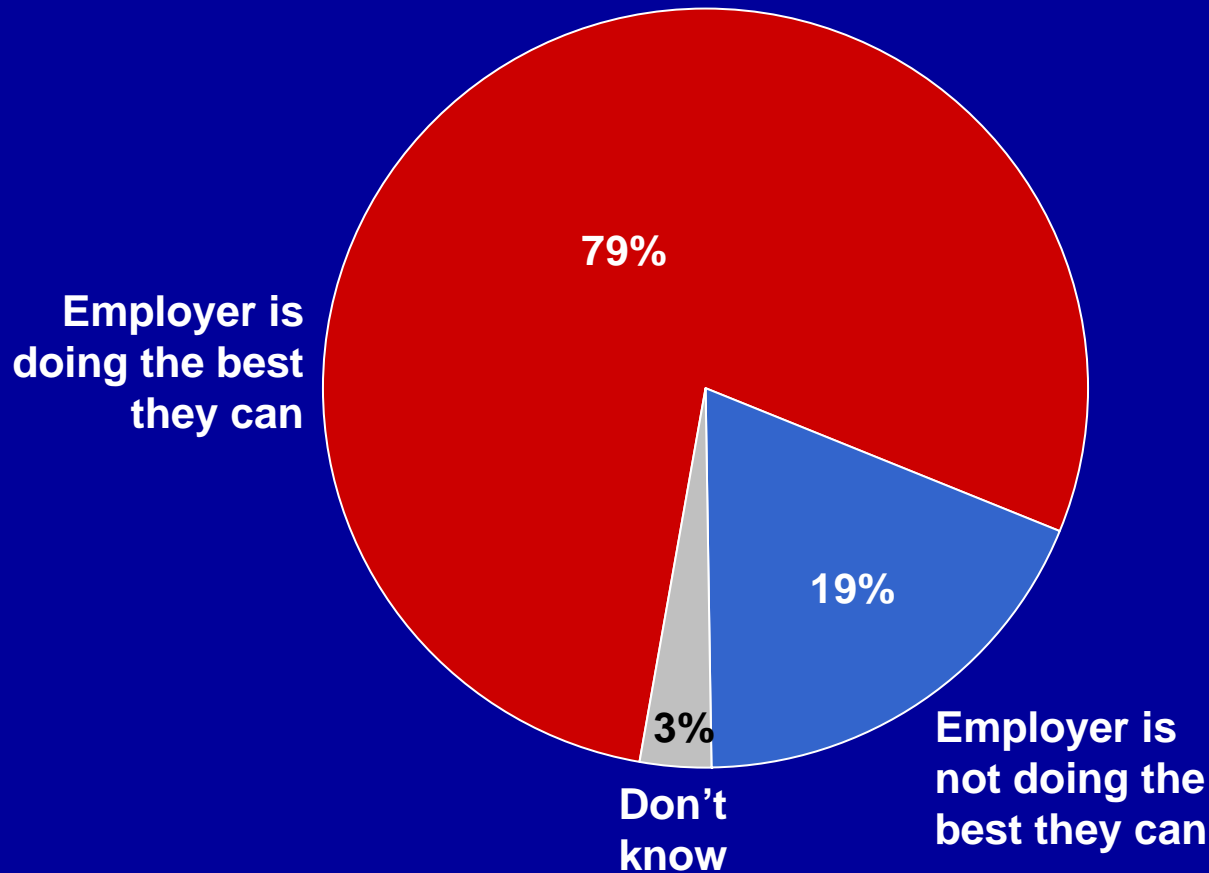
Do you think the cost of health care is something the president and Congress can do a lot about, do a little about, or is that mostly beyond their control?



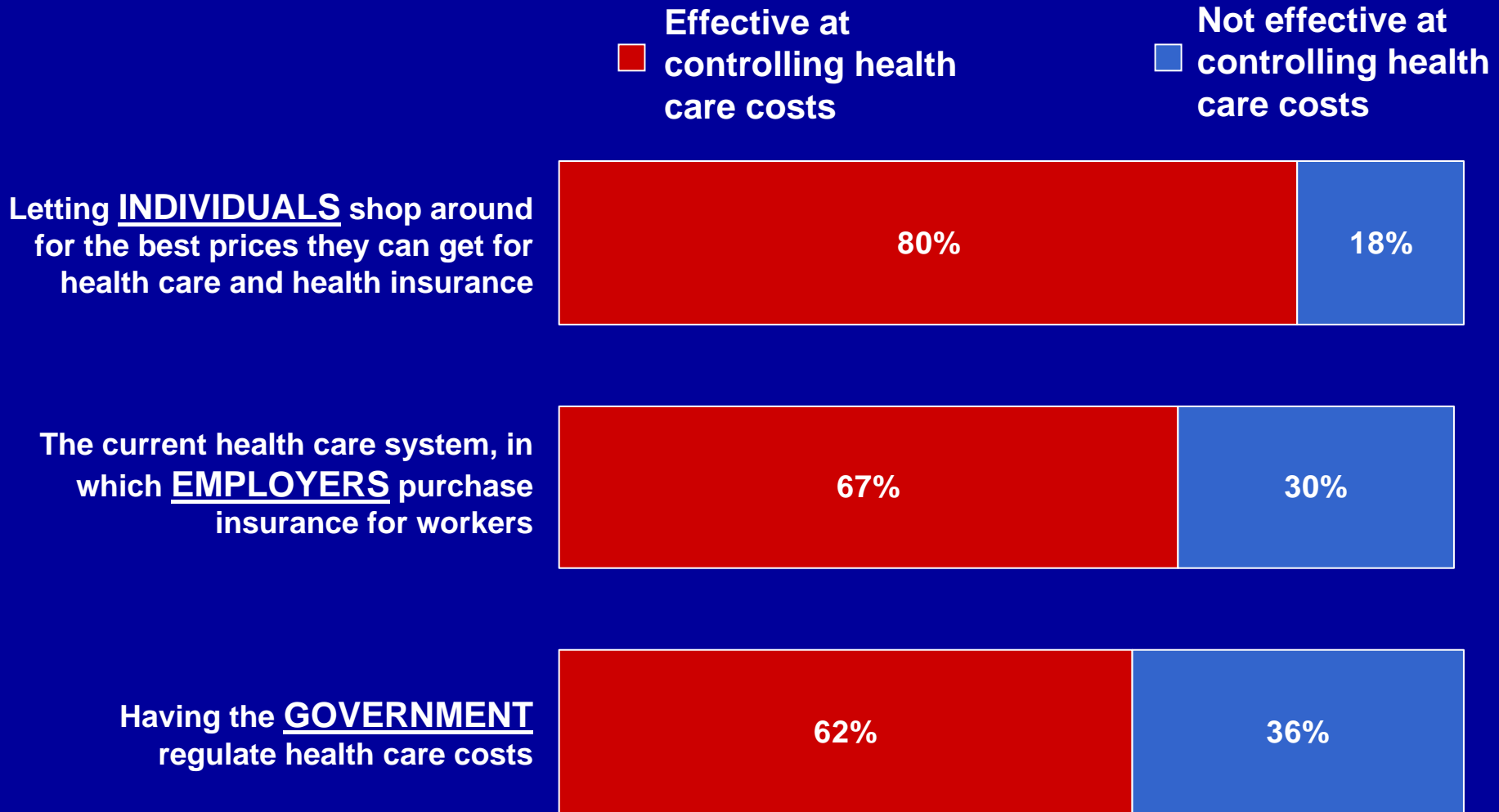
Opportunity #4: Combine Approaches and Build on What They Know and Like

Among those insured through an employer...

Would you say that your employer is or is not doing the best they can to provide you and your family with affordable health insurance coverage?



Opportunity #4: Market OR Government..... YES!



Note: Don't know/refused responses not shown.

Source: ABC News/Kaiser Family Foundation/USA Today *Health Care in America Survey* (conducted September 7-12, 2006)

Biggest Hurdles

- Bridging ideological divides
- Figuring out how to pay
- Leaders willing to take this on
- Be prepared with messages that resonate