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Keeping the High Ground on Healthcare

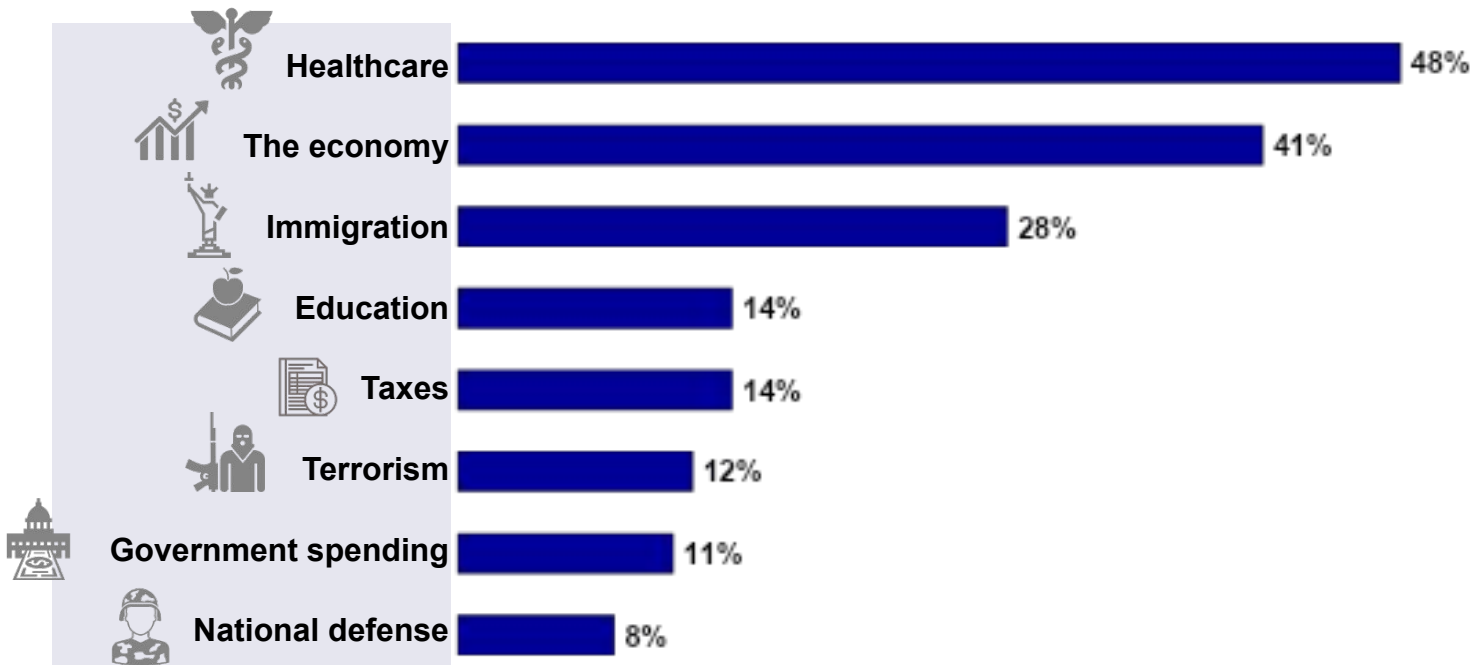
*Key findings from an online survey among 1,000 voters nationwide
Conducted October 3 to 9, 2019*

Key Findings

1. Healthcare remains the top priority both overall and among swing voters, just as it was in 2018. The economy is another leading issue, but rising healthcare costs fit squarely into voters' chief economic concern: the rising cost of living.
2. Democrats are more trusted than Republicans on healthcare and have the potential to build on this advantage as voters learn more about the ways the two parties differ on this issue, especially that:
 - Democrats support, and Republicans oppose, giving Medicare the power to negotiate for lower drug prices;
 - Democrats want to protect funding for, and Republicans want to cut, Medicare and Medicaid;
 - Democrats oppose, and Republicans support, proposals that would raise healthcare costs for people over age 50 and those with preexisting medical conditions.
3. Voters' top healthcare priorities are reducing health insurance premiums and out-of-pocket insurance costs, protecting Medicare, and cracking down on excessive prescription drug prices.
 - Voters want Democrats to focus more on issues like lowering drug prices, protecting people with preexisting conditions, and stopping Trump's efforts to roll back coverage than on making major changes in the health insurance system to achieve universal coverage.
4. Republicans are suing to completely overturn the Affordable Care Act a time when the ACA's popularity is the highest we've seen in any of our tracking polls. Most voters disapprove of the GOP lawsuit and are most concerned by its implications for people with preexisting conditions and people who would lose their coverage.
5. Donald Trump is doing so poorly in the generic trial heat at this stage that he would have to win the vast majority of undecided voters in order to be competitive in the election. The survey results show the powerful role that healthcare can play in blocking Trump's path among these undecided voters.

Healthcare remains the top priority for voters, just as it was in 2018.

*Two most important issues in my deciding how to vote for [president/Congress] next year**











<i>Most important in my vote for:</i>	
President*	Congress*
Undecideds for president	Swing voters for Congress
57%	57%
44%	48%
21%	16%
10%	15%
12%	15%
9%	11%
17%	13%
6%	8%

* Vote for president asked of half the sample, vote for Congress asked of other half

Healthcare is a top priority for 2020 across voter groups.

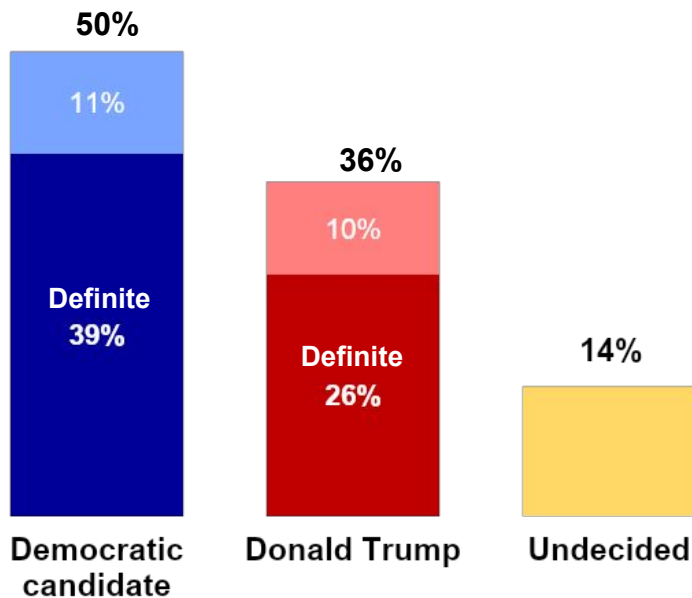
*Two most important issues in my deciding how to vote next year**

	All voters	Demo-cra ts	Inde-pend ents	Repub-lic ans	Seniors	Small town/rural voters
 Healthcare	48%	57%	55%	34%	43%	44%
 The economy	41%	42%	40%	39%	27%	38%
 Immigration	28%	17%	23%	44%	42%	34%
 Education	14%	18%	13%	10%	6%	16%
 Taxes	14%	13%	13%	15%	8%	12%
 Terrorism	12%	8%	8%	17%	17%	15%
 Government spending	11%	10%	13%	10%	15%	11%
 National defense	8%	4%	8%	12%	10%	8%

* Combined vote for president/Congress

Trump is lagging by double digits against a generic Democrat and would have to win the vast majority of undecided voters in order to be competitive.

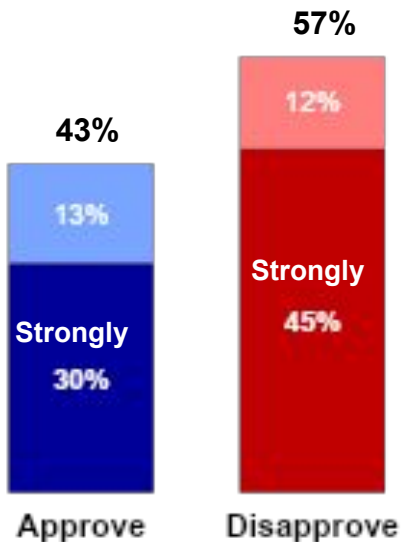
2020 Trial Heat for President: Democrat vs Donald Trump



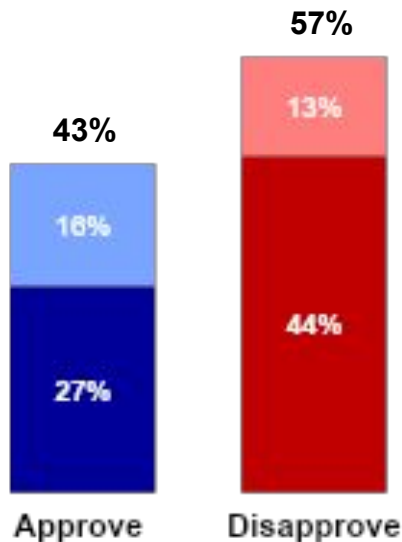
By 2016 Vote for President		
	Democrat	Trump
2016 Trump voters	8%	77%
2016 Clinton voters	88%	3%
2016 other voters	57%	18%

Large majorities of voters overall, including those who are undecided for president, disapprove of Trump’s handling of healthcare.

Donald Trump’s overall job approval as president



Donald Trump’s job approval on healthcare



Among undecideds for president:
 39% approve
 61% disapprove

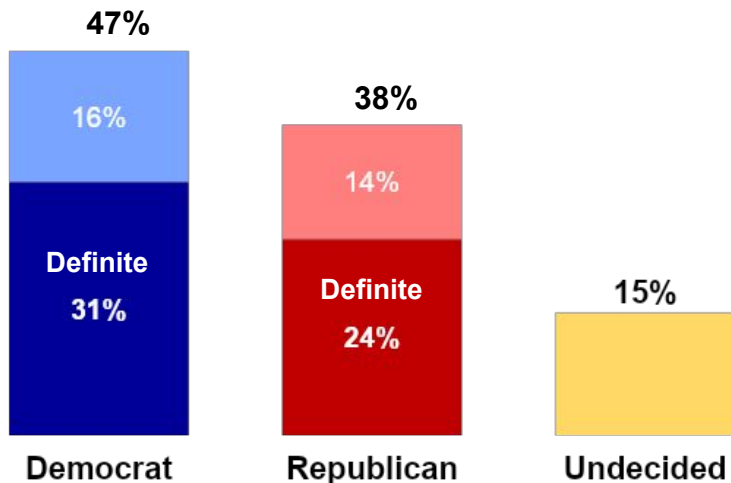
Their 2016 vote:
 44% Trump
 29% Clinton
 10% 3rd party
 17% didn't vote

Focusing on key aspects of Trump’s healthcare record deepens his problems with undecided voters.

<i>Proportions saying each gives them MAJOR DOUBTS about reelecting Donald Trump:</i>	All voters	Undecideds for president
Donald Trump’s proposed federal budget would cut funding for Medicare by more than \$800 billion.	61%	60%
In 2018, after Donald Trump gave the drug companies billions in tax breaks , the largest drug companies made \$50 billion in profits, while drug prices for average people continue to rise.	60%	60%
Donald Trump’s proposed budget would cut more than \$1 trillion from Medicaid , which would result in millions of people losing health coverage, cuts to nursing home care, and cuts to care for children with severe disabilities.	60%	55%
Under Donald Trump, healthcare costs have risen faster than people’s wages —to nearly \$20,000 per year for the average family, making it harder and harder for many Americans to get ahead.	59%	59%
Donald Trump promised that he would lower drug costs, but more than 3,400 drugs have raised their prices in the first half of this year alone.	58%	56%

Democrats have a solid advantage in the congressional trial heat.

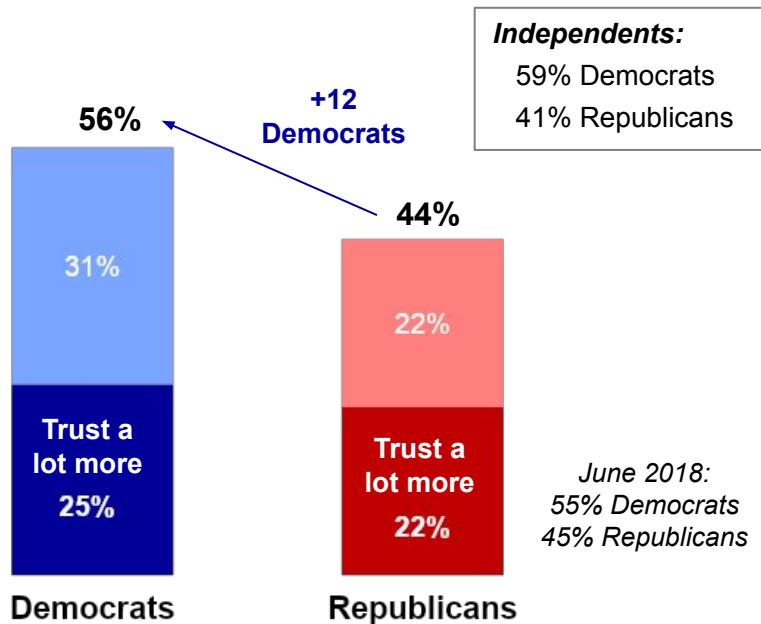
2020 Trial Heat for Congress



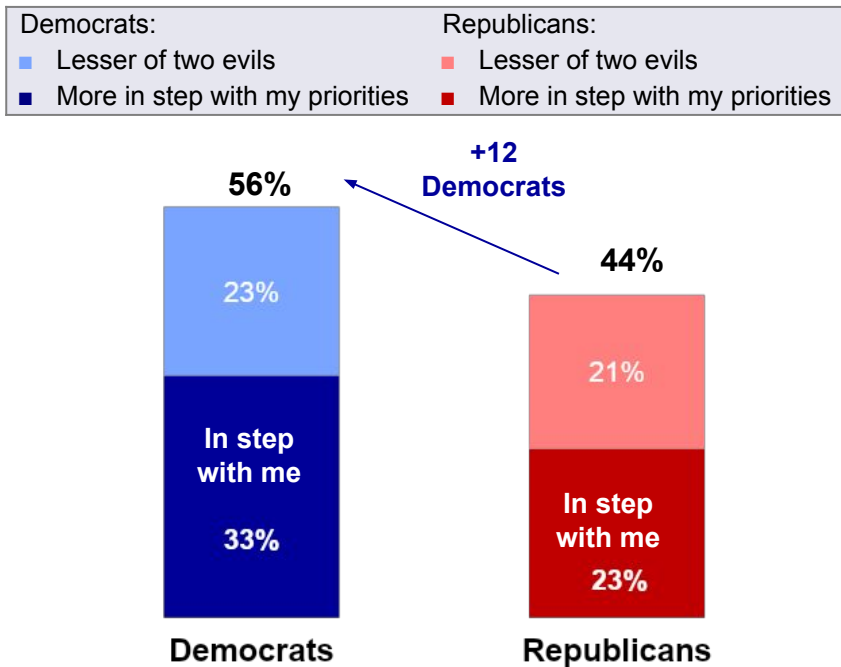
By 2020 Vote for President		
	Democrat	Republican
2020 Trump voters	4%	88%
2020 Democrat voters	87%	5%
<i>2020 Democrat probably/leaning</i>	73%	12%
2020 undecideds	20%	21%

Democrats are more trusted than Republicans on healthcare, just as they were in 2018.

Which party do you trust more on the issue of healthcare?



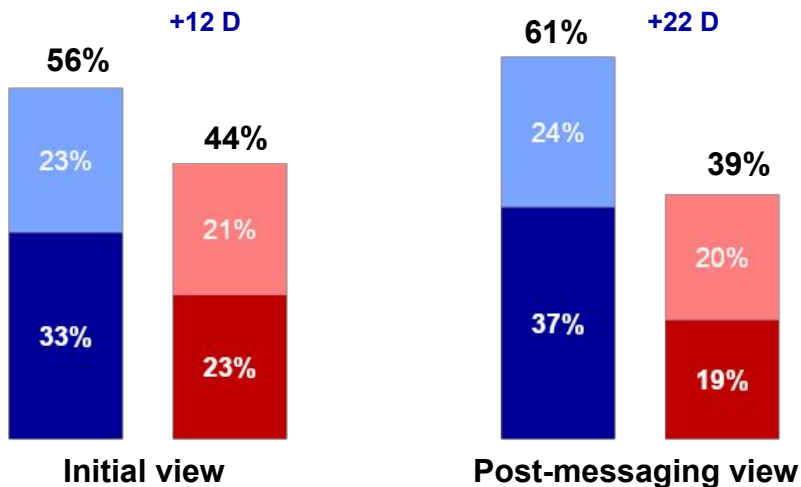
Which comes closest to your opinion on healthcare?



And Democrats have the potential to build on this advantage.

Which comes closest to your opinion on healthcare?

Democrats:		Republicans:	
■ Lesser of two evils	■ More in step with my priorities	■ Lesser of two evils	■ More in step with my priorities



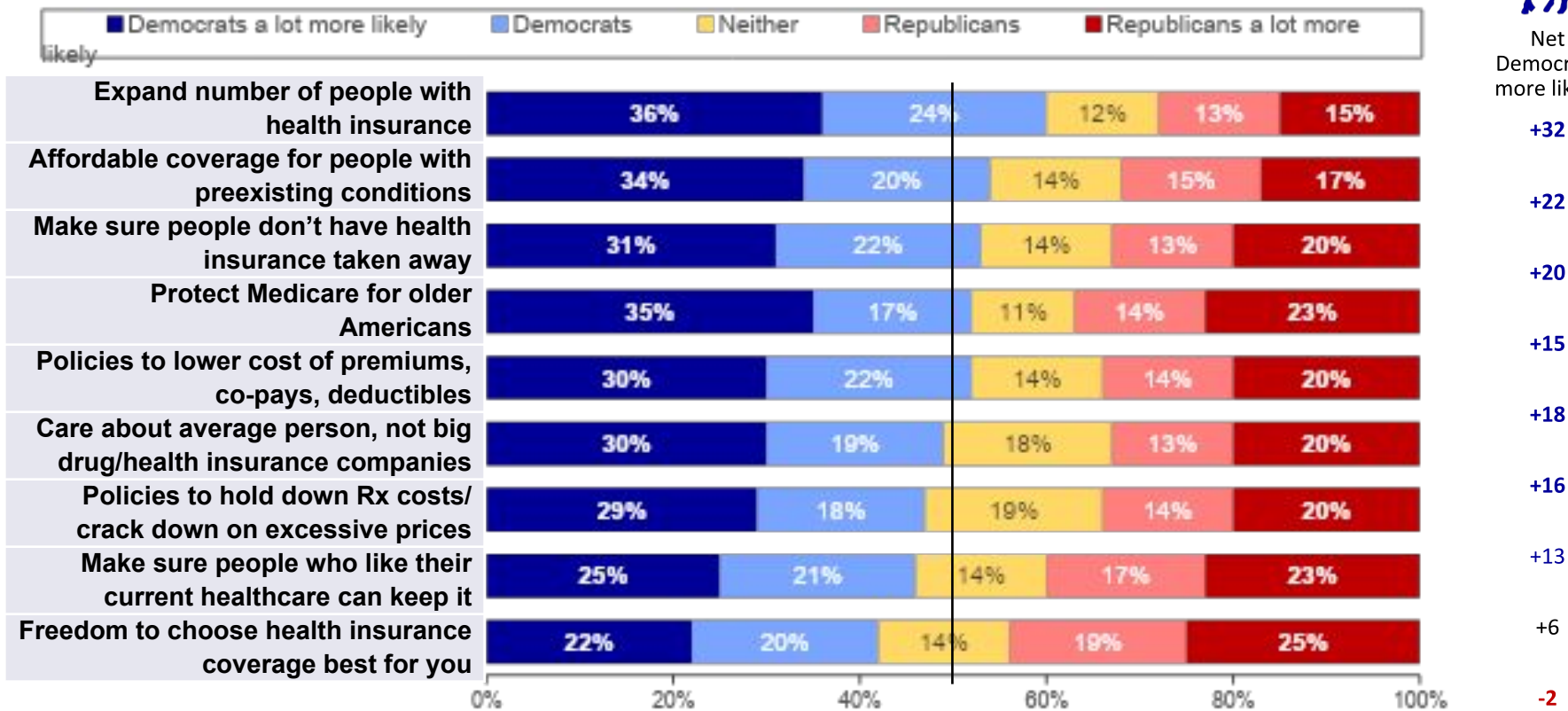
Democrats come closer to my view on healthcare	Initial	Post-messaging	Gain
All voters	56%	61%	+5
Democrats	92%	93%	+1
Independents	58%	62%	+4
Republicans	11%	20%	+9
Age 18 to 34	74%	77%	+3
Age 35 to 49	58%	63%	+5
Age 50 to 64	49%	56%	+7
Age 65/older	45%	48%	+3
White men non-college grads	38%	43%	+5
White men college grads	50%	53%	+3
White women non-college grads	42%	50%	+8
White women college grads	62%	69%	+7
Pre-existing condition HH	58%	64%	+6

Democrats have an even wider advantage on specific healthcare issues.

Which party do you think is more likely to do each of these?



Net Democrats more likely



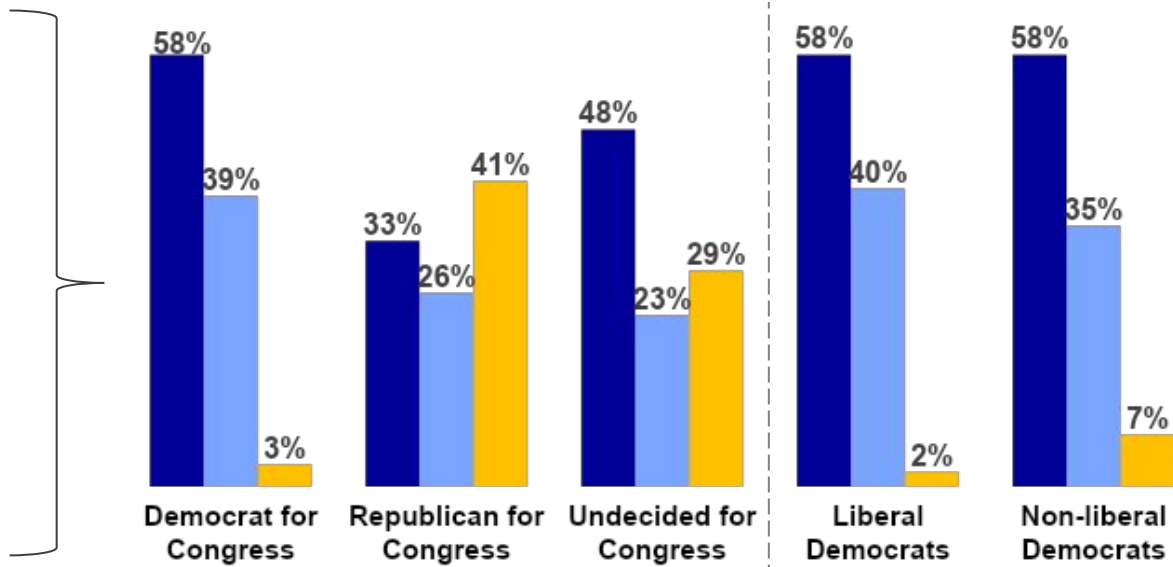
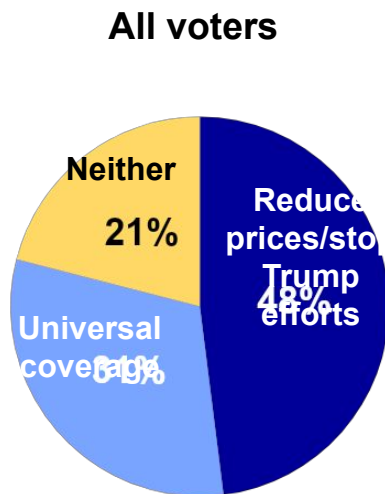
Reducing premiums and out-of-pocket costs, protecting Medicare, and cracking down on excessive drug prices are top priorities, overall and among swing voters.

<i>My two top healthcare priorities for Congress:</i>	All voters	Democrats	Independents	Republicans	Swing voters
Reduce health insurance premiums and out-of-pocket costs	39%	37%	40%	40%	41%
Protect Medicare for older Americans	36%	30%	32%	46%	36%
Crack down on excessive prescription drug prices	34%	28%	40%	39%	37%
Expand insurance coverage so more Americans are covered	29%	39%	24%	19%	26%
Protect people who have preexisting medical conditions	27%	30%	24%	26%	25%
Prevent healthcare coverage from being taken away from people	23%	26%	29%	17%	22%
Expand medical research for new cures and treatments	12%	11%	12%	12%	12%

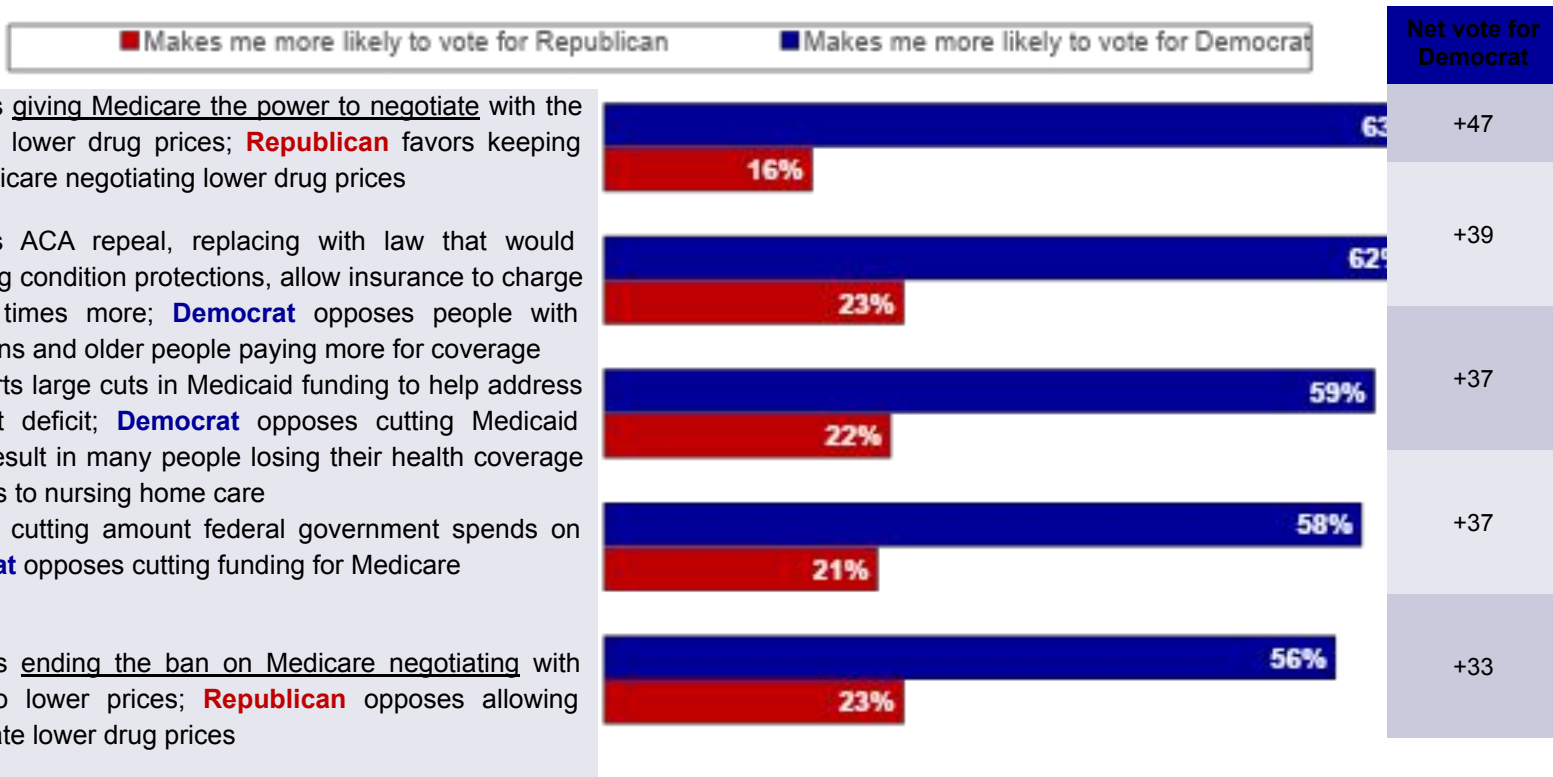
Voters want Democrats to focus more on issues like lowering drug prices and defending current protections than on making major changes to the system to achieve universal coverage.

Which would you like to see Democrats focus on?

- Work to reduce excessive drug prices, protect people with preexisting conditions, and stop efforts by the Trump administration to roll back coverage under the current healthcare law
- Advance proposals for major changes in the health insurance system to achieve universal health insurance coverage for all Americans
- Neither of these

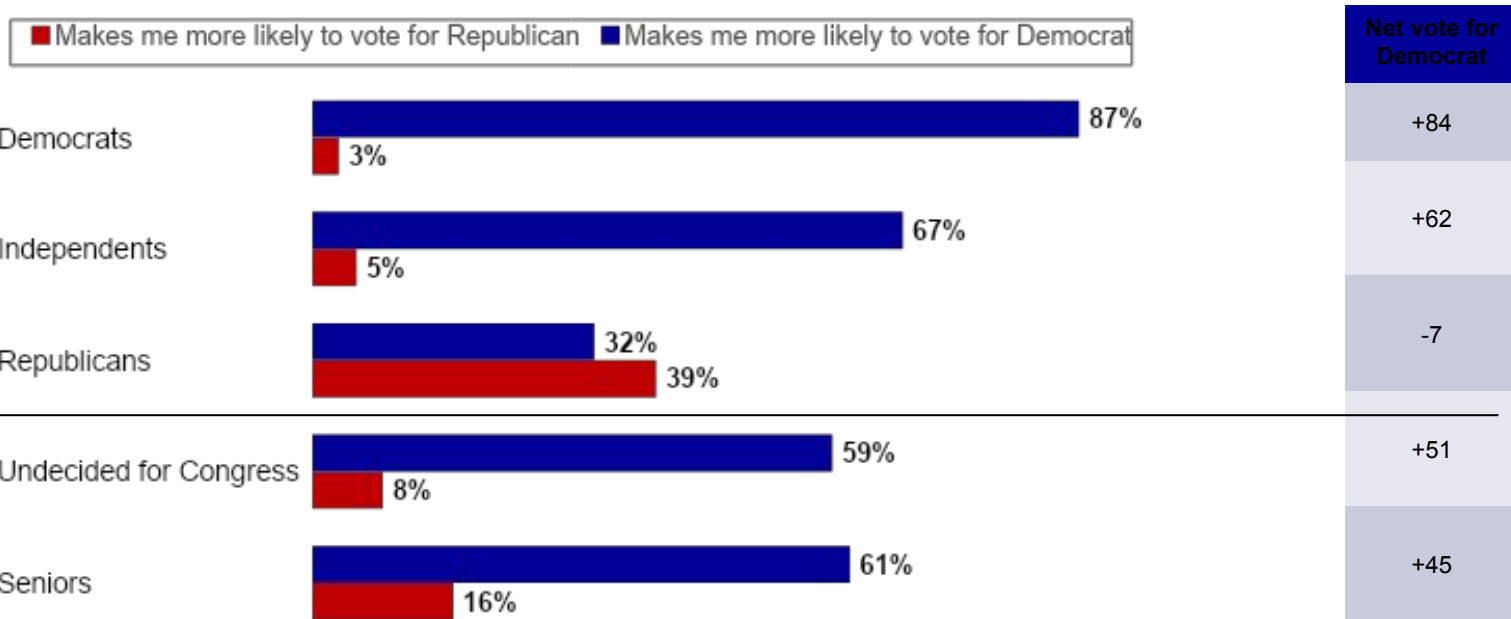


In drawing a contrast with Republicans, Democrats should spotlight drug price negotiations, Medicare and Medicaid funding, and protections for older people and those with pre-existing conditions.



A fight over Medicare drug price negotiations helps Democrats and hurts Republicans across key subgroups.

The Democrat supports giving Medicare the power to negotiate with the drug companies to lower drug prices.
The Republican favors keeping the current ban that prevents Medicare from negotiating for lower drug prices



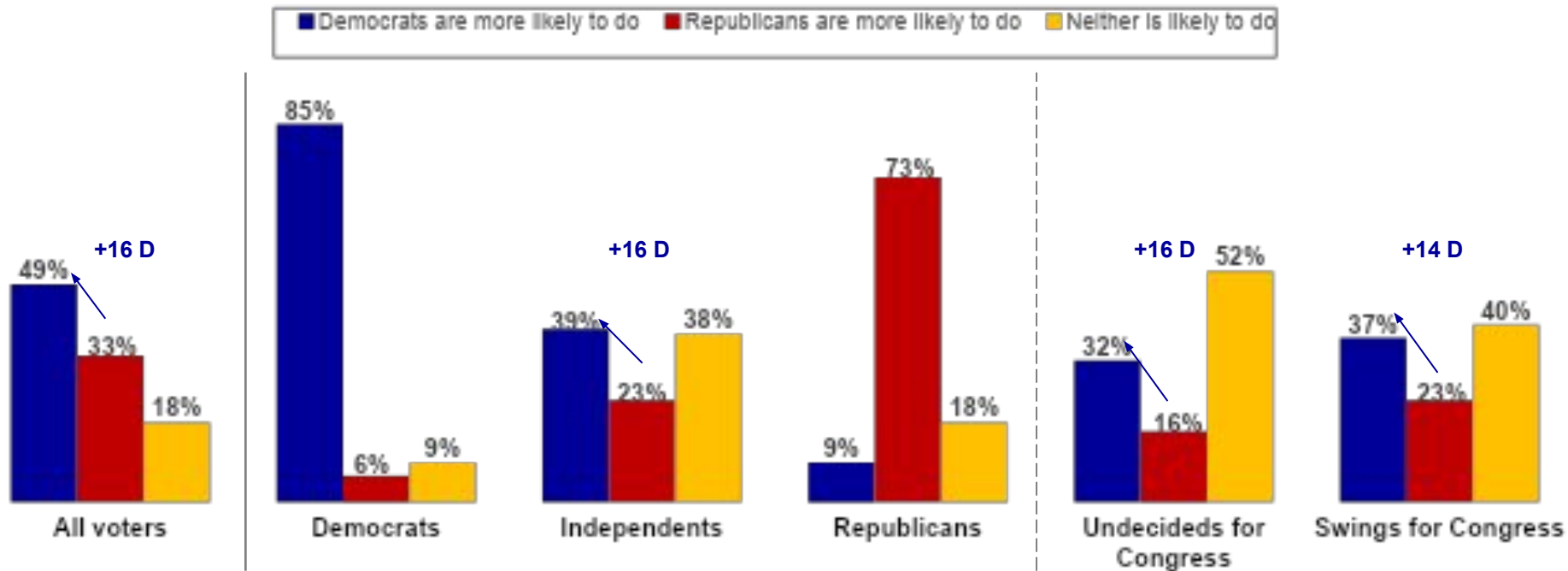
When we ask voters to volunteer who they most blame for high healthcare costs, they don't focus on political actors, but on drug and insurance companies.

Who or what do you blame the most for the problem of high healthcare costs and the rising cost of healthcare in the past few years?

Big pharma , pharmaceutical companies, drug companies	27%
Insurance companies , greedy insurance providers	17%
Government not doing its job, it's their responsibility, blame federal gov't	13%
Greed , greed for profits, all about money, greedy corporations, individuals	9%
Congress, for being slow, doing nothing, not coming up with any solutions	6%
Trump, the Trump administration	6%
Hospitals, healthcare providers, medical facilities	5%
Obamacare, The Affordable Care Act	5%
The Democrats, the Democratic Party	5%
Obama, the Obama administration	5%
Doctors, greedy doctors, charge too much	4%
The Republicans	4%

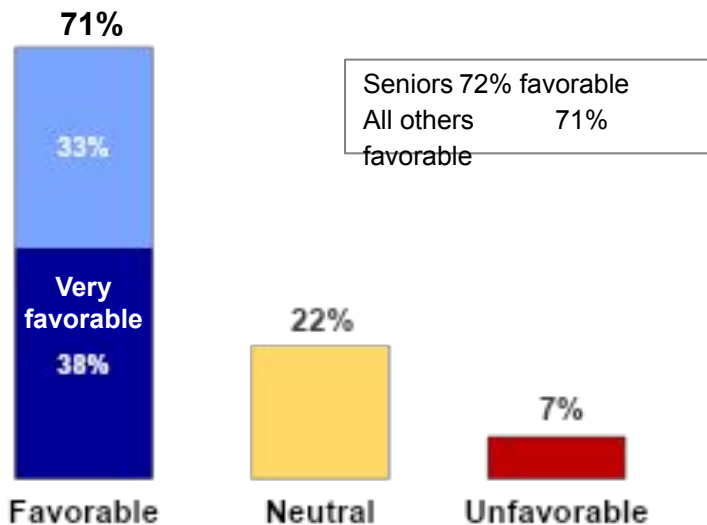
By 16 points, voters trust Democrats more than Republicans to put average people over drug and insurance companies: it should be a priority to drive and build this contrast.

Care more about the average person than about the big drug companies and health insurance companies

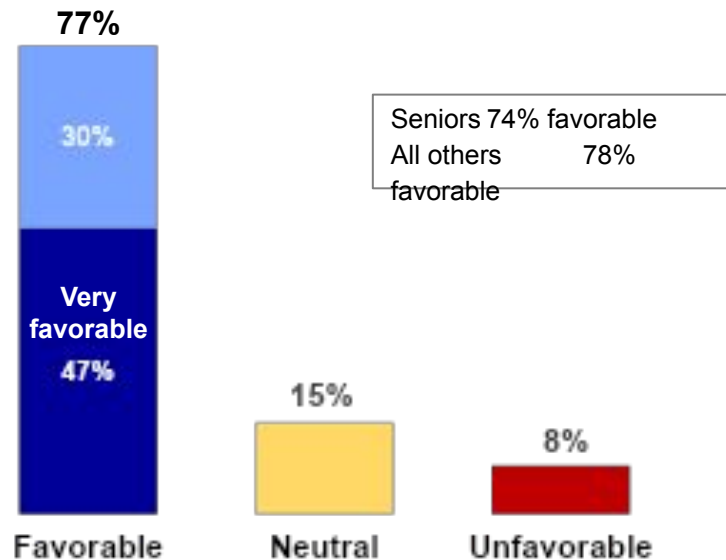


Wide support for the Democrats’ drug negotiation proposal increases even further when voters know that it would apply lower prices to *all* patients, not just those covered under Medicare.

Democrats in Congress have proposed legislation to give Medicare the power to negotiate with drug companies to lower prices.

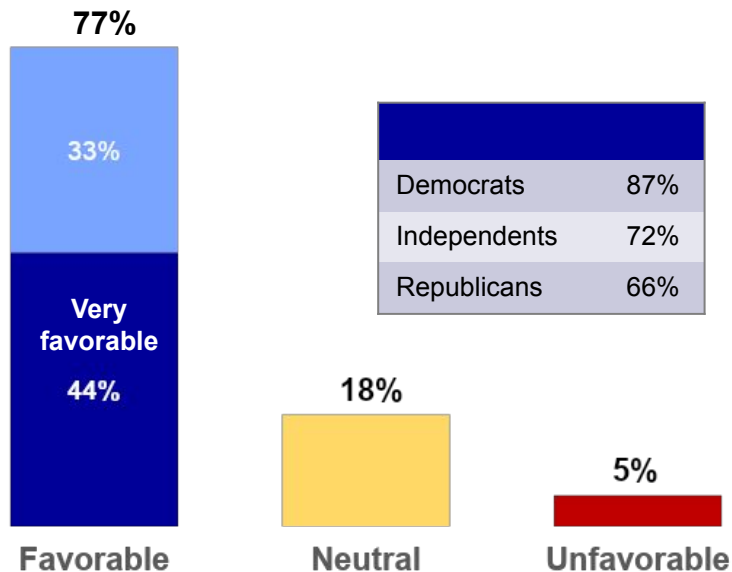


Democrats in Congress have proposed legislation to give Medicare the power to negotiate with drug companies to lower prices. **The Democratic bill would apply the lower prices to all patients, not just those covered under Medicare.**

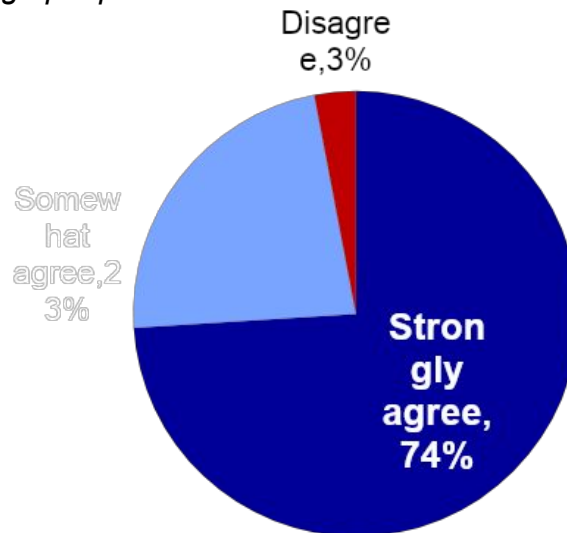


Other tenets of the Democrats' drug plan are widely popular, especially the principle that Americans should not be charged more for their drugs than patients in other countries.

Proposal to use the savings Medicare would achieve by negotiating for lower drug prices to provide vision, dental, and hearing benefits for seniors



“American seniors and families should not have to pay more for their medicines than what the drug companies charge people in other countries for the same drugs.”

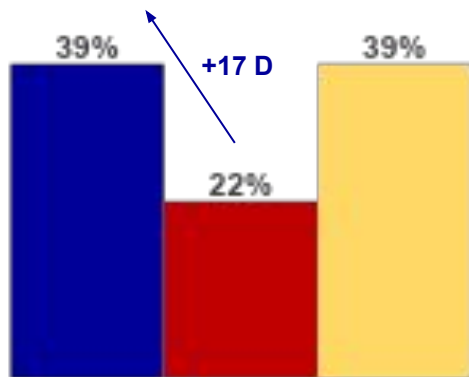


Among undecided voters, Democrats have a big advantage on lowering out-of-pocket costs and protecting Medicare; there is room to grow on holding down drug prices.

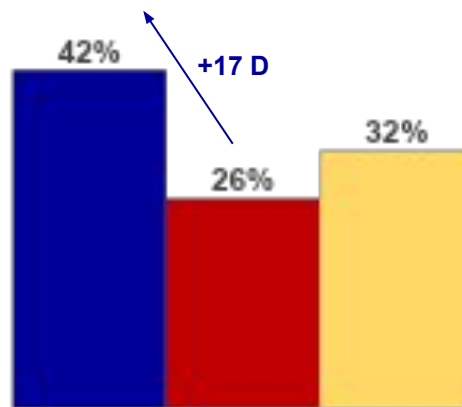
(Undecideds for Congress)

■ Democrats are more likely to do ■ Republicans are more likely to do ■ Neither is likely to do

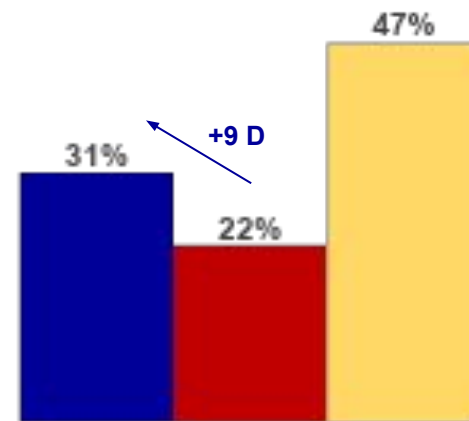
Support policies to lower cost of health insurance premiums, co-pays, deductibles



Protect Medicare for older Americans

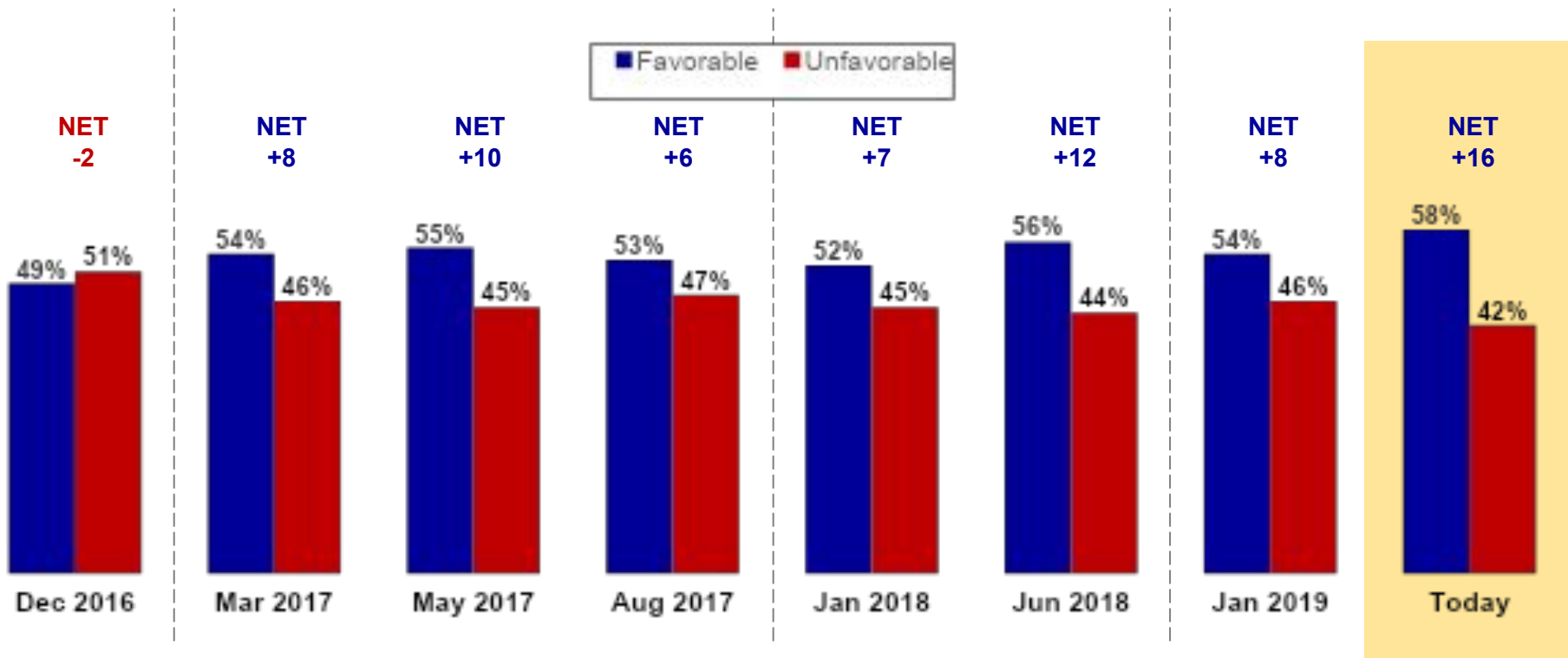


Support policies to hold down Rx costs and crack down on excessive price increases by drug companies

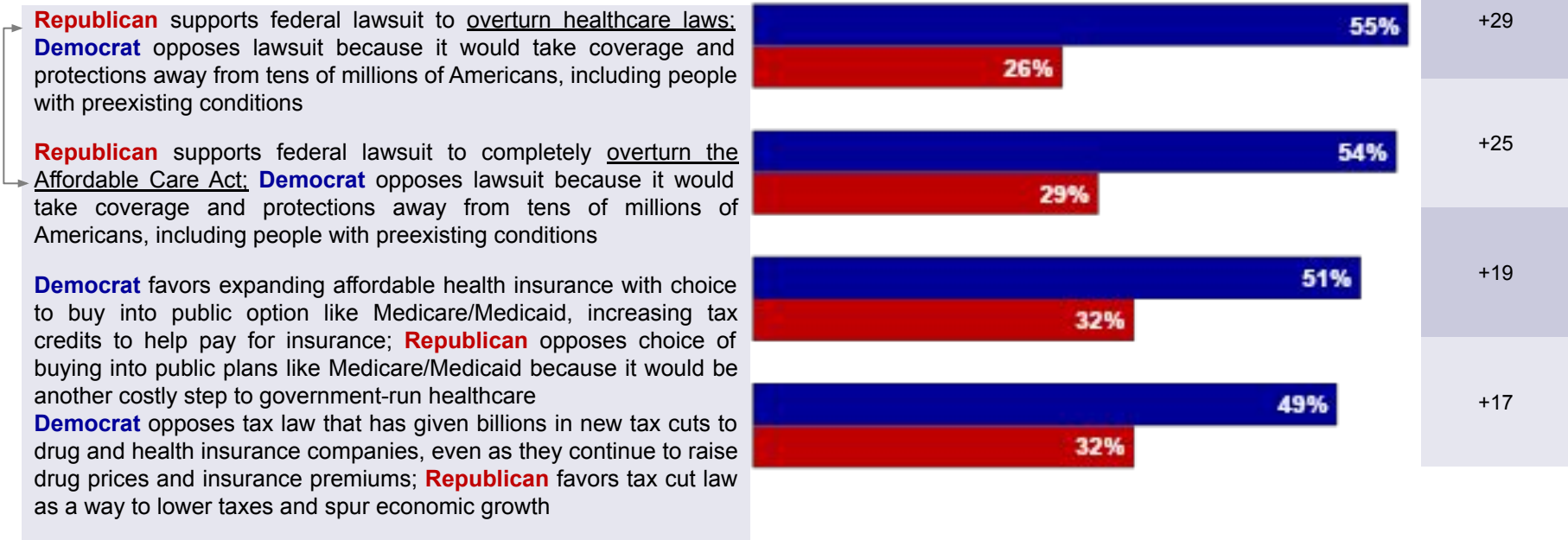


Republicans are suing to completely overturn the Affordable Care Act a time when the ACA's popularity is the highest we've seen it in any of our tracking polls.

Feelings toward the Affordable Care Act (aka Obamacare)

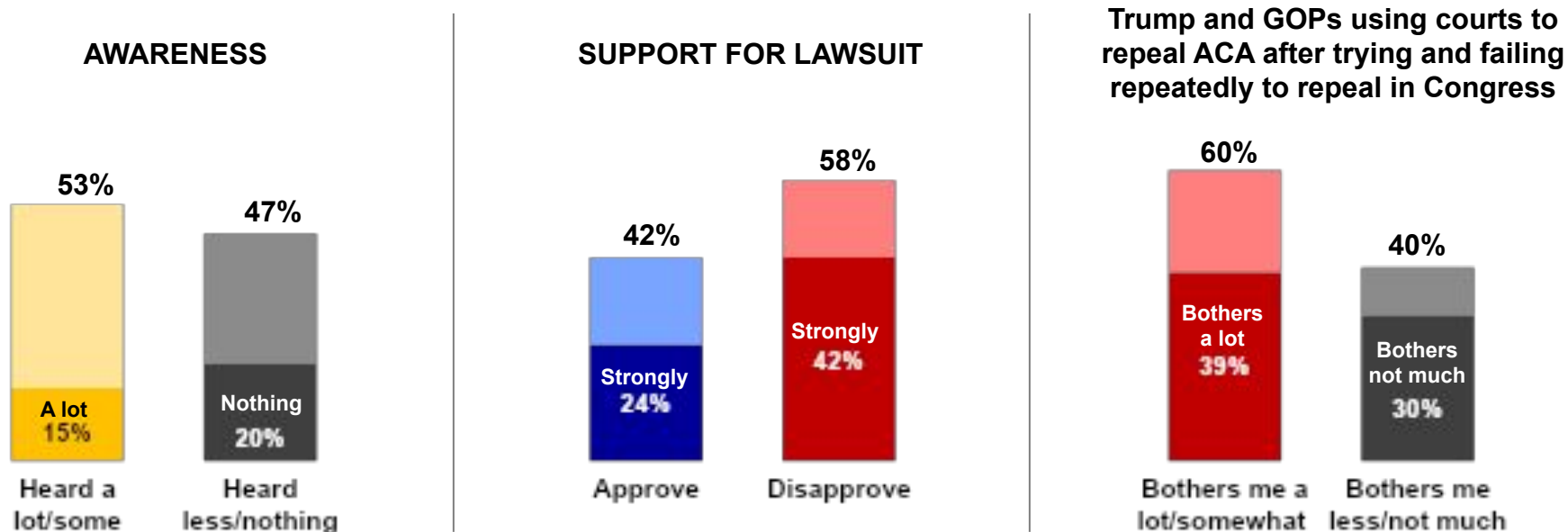


The GOP's lawsuit to overturn the Affordable Care Act can be a significant liability for Republicans.



Only half have heard about the lawsuit to repeal the ACA, but when they are told about it, it proves broadly unpopular.

*Lawsuit by 18 state attorneys general supported by Trump/GOPs to completely overturn the ACA**



* Information prior to questions: “Eighteen Republican state attorneys general have filed a federal lawsuit to declare the Affordable Care Act (Obamacare) unconstitutional and completely overturn it. The lawsuit is being supported by the Trump administration and many Republicans in Congress. A Texas federal district court judge has already ruled in favor of the lawsuit to overturn the Affordable Care Act, and the case is now being appealed to higher courts.”

Voters are most concerned by the lawsuit’s implications for people with preexisting conditions and the vast number of people who would stand to lose their coverage.

<i>Top three concerns about things that would occur if the lawsuit to completely overturn the Affordable Care Act is successful:</i>	All voters	Undecideds for Congress
Would end healthcare protections for 130 million Americans with preexisting conditions	42%	45%
Would cause more than 20 million Americans to lose their coverage , increasing the uninsured rate by 65%	39%	31%
Would take away Medicaid from 17 million low- and moderate-income Americans, older Americans, and children with disabilities who rely on the program	37%	42%
Would take away healthcare from 495,000 military veterans	34%	39%
Would let insurance companies stop covering the costs of prescription drugs	31%	29%
Would let insurance companies keep as much of your premiums for their profits and bonuses as they want, instead of using them for your healthcare	29%	32%
Would re-open the so-called “donut hole” in Medicare , forcing 12 million older Americans to pay more for their prescription drugs	28%	33%
Would mean that 2.3 million young adults —up to age 26—would no longer be able to stay on their parents’ insurance plans	21%	16%
Would take away birth control coverage from the 60 million people who now have access to it with no out-of-pocket costs	20%	13%
Would take us back to the days when insurance companies could charge women more	20%	21%

There is a large target group (17% of the electorate) who are not locked into voting for a Democrat for Congress but come down on Democrats' side on healthcare.

	All voters	Healthcare targets		All voters	Healthcare targets
2016 Trump voters	42%	37%	White men:		
2016 Clinton voters	43%	37%	Non-college grads	20%	16%
2016 other voters	15%	26%	College grads	14%	14%
Men age 18 to 49	23%	23%	White women:		
Men age 50/older	24%	21%	Non-college grads	20%	22%
Women age 18 to 49	25%	31%	College grads	16%	13%
Women age 50/older	28%	25%	Latinx		
Liberal/moderate non-Democrats	24%	56%	Aware of lawsuit	53%	38%
			Healthcare is a high priority	48%	58%

Top Priorities and Messages for Healthcare Targets

Top Priority for Congress on Healthcare	Most Persuasive Democratic Position on Healthcare
<ul style="list-style-type: none"> Reduce health insurance premiums and out-of-pocket costs <i>(39% select among their top two)</i> 	<ul style="list-style-type: none"> Opposes forcing people with preexisting conditions and older people to pay much more for their coverage
	<p><i>(42% select among top three, 45% are MUCH more likely to vote for the Democrat when contrasted with a Republican who would repeal the ACA)</i></p>
Most Concerning Aspect of ACA Lawsuit	Biggest Republican Vulnerability
<ul style="list-style-type: none"> The lawsuit would end healthcare protections for 130 million Americans with preexisting conditions <i>(46% select among their top three)</i> 	<ul style="list-style-type: none"> The Republicans want to cut Medicare to help fund their huge tax giveaway to big corporations and the wealthy <i>(31% select as their top choice)</i>