

PROTECT OUR CARE

MEMORANDUM

TO: Interested Parties
FR: Brad Woodhouse, Protect Our Care
DT: September 13, 2021
RE: [New Survey Data](#) – Health Care Is The Key To Build Back Better

There is strong public support for President Biden’s “Build Back Better” budget, and the health care investments, improvements and reforms in the plan are key to that support, according to a [new national survey](#) conducted by Geoff Garin of Hart Research among 1200 voters.

The data shows five key strategic imperatives about the role of health care in the framing of the Build Back Better Act. There is a real danger that if Democrats don’t lean into the health care reforms, our advantage on this critical issue could continue to slip away.

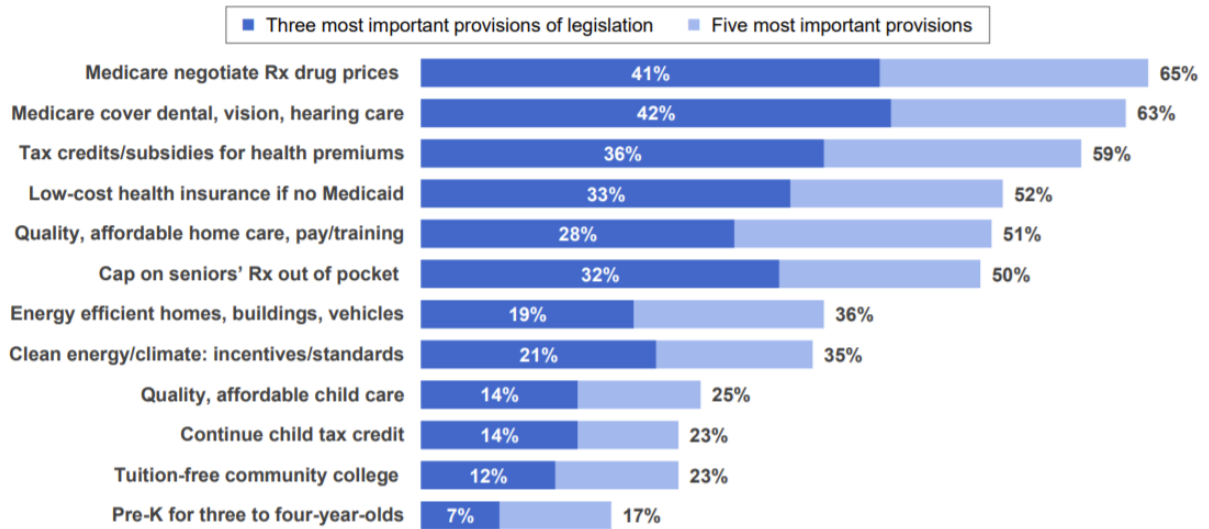
#1: Build Back Better Has Strong, Durable Support. 73% of people support the Build Back Better Act even when told that it will cost \$3.5 trillion over 10 years. The description told people about the various elements of the plan and that it would be paid for by raising taxes on corporations and the wealthy, not by raising taxes on anyone earning under \$400,000 a year. Support includes 83% among moderates, 79% among swing voters, 83% among Latinx voters, 76% among white suburban women and even 58% among white seniors. Only 27% oppose the plan.

Support remains durable even after voters hear the arguments for and against the plan and are told the partisan context for it. Support goes from +46 (76-27%) to +38 (69-31%) with the only notable decline being among Republicans who drop from 51% to 44% once they're told the plan is from President Biden and his fellow Democrats.

#2: Health Care Is The Critical Element Of The Build Back Better Act. When making the case for the Build Back Better Act, it's significantly strengthened by including health care. Support for the investments in critical priorities in the act is strong (74-26%) but is significantly stronger (80-20%) when the description includes that the plan reduces health care costs and the price of prescription drugs.

Importantly, including health care in the Build Back Better act has minimal effects on Biden voters who are favorable to the plan either way (95-5%) but generates significantly more favorability with Trump voters: even (50-50%) without health care and +24 (62-38%) with health care among Trump voters.

Voters identify health care priorities as the most important elements in the Build Back Better Budget Act.



#3: Health Care Agenda Has Nearly Unanimous Support. From reforms that lower prescription drug prices to improvements that strengthen Medicare to improvements that lower health insurance premiums for people who buy coverage on their own, each element has more than 90% support and more than 50% strong support.

	<u>Total Support</u>	<u>Total Oppose</u>	<u>Strongly Support</u>
Make dental care, vision care, and hearing care more affordable for seniors by covering them under Medicare	95	5	62
Reduce the cost of prescription drugs by giving Medicare the power to negotiate with pharmaceutical companies for lower prices	94	6	60
Establish a limit or cap on how much seniors on Medicare have to pay out-of-pocket for prescription drugs	93	7	58
Give low- and moderate-income Americans, including seniors, children, and people who do not get insurance at work, the opportunity to get health insurance at little or no cost if their state does not offer coverage under Medicaid	86	14	51
Make health insurance more affordable for people who buy coverage on their own by expanding tax credits and subsidies to offset the cost premiums	90	10	50

It's clear why people support the Build Back Better Act and why that support is so durable: health care. If people see that our plan reduces the costs of health care and the price of prescription drugs, they will support the plan regardless of partisanship.

- When asked if the health care provisions of the Build Back Better Act will be good, bad or have no affect “for me personally,” 54% believe it will be good – including 61% of people over 65.
- When asked about its impact “for most Americans,” 63% say it will be good and when asked about its impact “for most seniors,” 72% say it will be good.

#4: We Win The Drug Pricing Argument. Despite the millions that Pharma and Pharma-funded groups are pumping into this debate, reforming laws so that Medicare has the power to negotiate lower prices for prescription drugs remains strongly supported. Overall, 86% of people believe that it's "very or fairly important" for President Biden and Congress to lower the price of prescription drugs by giving Medicare the power to negotiate. And, support for the reform is nearly unanimous: 94% support and 6% oppose.

- Overall, 75% of people say the amount that pharmaceutical companies charge for prescription drugs is unreasonable, with only 25% finding it reasonable. This holds across party lines with 71% of Democrats finding it unreasonable, 80% of independents and 77% of Republicans.
- The Pharma defense falls flat. By more than a 2-to-1 margin (61-28%), people are more worried that Congress "will not go far enough to lower the cost of prescription drugs" (61%) instead of that Congress "will go too far in regulating the price" (28%). Again, this holds true across party lines where 75% of Democrats, 64% of independents and even 53% of Republicans are worried that Congress won't go far enough.

#5: The Danger: Failing To Lean Into Health Care. Over the last decade, it's been abundantly clear that Democrats are politically successful when they have an advantage on health care. And, since April of 2021, our advantage on health care has begun to slip.

- In April of 2021, President Biden had a 21-point (49-28%) trust advantage over Republicans in Congress on health care. As of now, that advantage has slipped to +7 (42-35%).
- In April of 2021, Democrats in Congress had a 13-point (46-33%) trust advantage over Republicans in Congress on health care. As of now, that advantage has slipped to +8 (41-33%).

The data is clear. The surest way to re-expand our advantage on health care and maintain strong, durable support for the Build Back Better Act is to focus on the health care reforms in the act – both passing them through Congress and relentlessly focusing on them in our message to the American people.