

	Total (n=1000)	Dem. (n=401)	Rep. (n=321)
Gender of respondent			
Male	48	42	50
Female	52	58	50
Region			
New England.....	6	7	4
Middle Atlantic.....	12	15	10
East North Central.....	18	17	16
West North Central.....	8	8	9
South Atlantic.....	19	17	22
East South Central.....	6	5	6
West South Central.....	8	7	10
Mountain	7	6	10
Pacific.....	15	17	13

Hello. This is (caller name). I'm calling from National Opinion Surveys. We are conducting a public opinion survey and I would like to ask you some questions. I am not selling anything, and I will not ask for a contribution.

Could I please speak with the (MALE/FEMALE) in your household, 18 years or older, who celebrated a birthday most recently?

1. First, are you registered to vote at this address?

Yes	100	100	100
No.....	TERMINATE	0	0
(Don't know)	TERMINATE	0	0

2. Although it is some time from now, what are the chances of you voting in the elections for Congress and other offices in November 2010 -- are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Almost certain	83	83	85
Probably	17	17	15
50-50	TERMINATE	0	0
Probably not	TERMINATE	0	0
Definitely not	TERMINATE	0	0
(Don't know)	TERMINATE	0	0

3. In your opinion, does the health care system need a complete overhaul, major reform, minor reform or no reform at all?

Complete overhaul.....	24	34	16
Major reform.....	40	49	30
Minor reform.....	22	11	35
No reform	11	3	17
(Don't know)	3	3	1
Complete overhaul /major reform	65	83	46
Minor /no reform.....	33	14	53

Total Dem. Rep.

4. Have you been following the recent debate in Congress about health care reform?

Yes	68	65	73
No.....	31	33	26
(Don't know)	1	1	1

5. **SSA:** How would you rate the affordability of health care in this country? Would you rate it as excellent, good, just fair, or poor?

Excellent.....	5	1	7
Good	16	9	21
Just fair.....	38	34	46
Poor.....	39	54	23
(Don't know)	2	2	2
Excellent /good.....	21	10	28
Just fair /poor	77	88	70

6. **SSB:** How would you rate the affordability of health care you personally receive? Would you rate it as excellent, good, just fair, or poor?

Excellent.....	21	16	29
Good	34	35	35
Just fair.....	24	24	21
Poor.....	19	24	14
(Don't know)	1	1	1
Excellent /good.....	55	51	64
Just fair /poor	44	48	35

7. **SSA:** How much emphasis do you think is placed on prevention in our current health care system? A lot, some, a little, or not much at all?

A lot	14	13	13
Some	36	34	39
A little	22	25	20
Not much at all	25	24	24
(Don't know)	3	4	4
A lot /some	49	47	52
A little /not much at all.....	47	49	44

8. **SSB:** How much emphasis do you think should be placed on prevention in our health care system? A lot, some, a little, or not much at all?

A lot	65	65	62
Some	23	24	24
A little	6	7	6
Not much at all	4	3	5
(Don't know)	2	0	2
A lot /some	88	89	86
A little /not much at all.....	10	10	12

9. There are two approaches to health and sickness: one approach – treatment – which seeks to cure sickness, and another approach – prevention – which seeks to prevent sickness. At the moment, do you think that our health care system has the right balance between treatment and prevention, **(ROTATE)** – or should we be giving more emphasis to treatment, or more emphasis to prevention?

Have the right balance	16	11	21
More emphasis to treatment	16	20	15
More emphasis to prevention.....	48	49	47
(More emphasis to both)	15	15	11
(Don't know)	5	5	5

Now I'm going to read you some statements people might make about health care. For each one, please rate how much you agree or disagree for that statement on a scale of zero to ten, where ten means you strongly agree with this statement, and zero means you strongly disagree with this statement, and you can choose any number in between. Here's the first one.

[READ AFTER FIRST ITEM AND EVERY 3RD QUESTION.] Give this item a rating from zero to ten, ten means you strongly agree with this statement, and zero means you strongly disagree with this statement.

ROTATE Q10-16

10. Americans are receiving more expensive care but the most expensive care isn't always the best.

Mean	6.9	7.0	6.7
10 – Strongly agree.....	26	27	21
8 – 9	25	26	26
6 – 7	17	16	19
5 – Neutral.....	18	17	20
0 – 4 – Disagree.....	14	13	15
(Don't know)	1	1	0

11. The epidemic growth of chronic diseases like heart disease, diabetes, and cancer is driving up health care costs sharply.

Mean	7.2	7.5	7.0
10 – Strongly agree.....	28	30	25
8 – 9	25	26	26
6 – 7	20	19	18
5 – Neutral.....	12	11	18
0 – 4 – Disagree.....	13	10	13
(Don't know)	2	4	1

12. American businesses are at a huge disadvantage competing in the global economy because health care costs are rising so dramatically in this country.

Mean	7.0	7.4	6.7
10 – Strongly agree.....	28	31	26
8 – 9	22	24	22
6 – 7	19	19	16
5 – Neutral.....	11	10	15
0 – 4 – Disagree.....	18	13	21
(Don't know)	2	3	1

13. Rising health care costs are undermining the living standards of working families and increasing their struggles to make ends meet.

Mean	7.8	8.6	7.0
10 – Strongly agree.....	38	49	27
8 – 9	27	30	27
6 – 7	14	11	16
5 – Neutral.....	10	5	12
0 – 4 – Disagree.....	11	5	17
(Don't know)	1	0	1

14. Americans have a once-in-a-lifetime opportunity to make meaningful changes to our health care system, and Congress should pass reforms this year that will help the economy and benefit future generations.

Mean	6.6	8.0	5.0
10 – Strongly agree.....	33	46	19
8 – 9	18	22	14
6 – 7	12	13	11
5 – Neutral.....	9	7	11
0 – 4 – Disagree.....	25	10	42
(Don't know)	3	2	2

15. **SSA:** To keep businesses competitive, improve our economy, and expand access to affordable health care for all Americans, we should reform our health care system now to improve quality and help reduce costs.

Mean	7.0	8.4	5.5
10 – Strongly agree.....	38	52	27
8 – 9	18	24	10
6 – 7	13	12	13
5 – Neutral.....	9	7	11
0 – 4 – Disagree.....	21	5	37
(Don't know)	1	0	1

16. **SSB:** The rising cost of health care is contributing to budget shortfalls for state governments and long-term fiscal challenges for the federal government. Reforming our health care system will help slow the growth in costs.

Mean	6.3	7.0	5.4
10 – Strongly agree.....	21	24	15
8 – 9	21	26	13
6 – 7	17	15	23
5 – Neutral.....	15	16	15
0 – 4 – Disagree.....	22	14	31
(Don't know)	4	5	3

END ROTATION

17. Now I would like to read you a proposal that is being considered to reform health care. This proposal aims to reduce costs and improve quality of health care in the following ways:

- Make health coverage more affordable and accessible for all Americans;
- Eliminate co-pays and deductibles for recommended chronic disease treatment prescribed by your doctor;
- Eliminate co-pays and deductibles for recommended preventive services and emphasize disease prevention including reducing obesity and smoking;
- Ensure that doctors have accurate and updated information on the most effective treatments;
- Ensure that patients receive highly-coordinated, personalized treatment plans based on the latest medical evidence;

Would you favor or oppose this proposal, or are you undecided?

[IF FAVOR/OPPOSE, ASK: Is that strongly or not so strongly favor/oppose?]

[IF UNDECIDED: Well, which way do you lean?]

Favor	71	85	60
Strong favor.....	45	57	34
Not so strong favor.....	16	20	16
Undecided – lean favor	10	8	11
Undecided/don't know/refused	13	9	14
Undecided - lean oppose	3	2	4
Not so strong oppose	4	2	5
Strong oppose	9	3	17
Oppose	16	6	26

SPLIT SAMPLE C ONLY

Now I'm going to read you some individual components of the proposal I just read to you. For each one, please rate your support for that item on a scale of zero to ten, where ten means you strongly support this component of the proposal, and zero means you strongly oppose this part of the proposal, and you can choose any number in between. Here's the first one.

[READ AFTER FIRST ITEM AND EVERY 3RD QUESTION.] Give this item a rating from zero to ten, ten means you strongly support this component of the proposal, and zero means you strongly oppose this part of the proposal.

ROTATE Q18-29

18. **SSA:** Establish federal funding for a coordinated national anti-smoking campaign.

Mean	5.1	6.2	4.1
10 – Strongly support	20	29	16
8 – 9	10	13	4
6 – 7	16	18	13
5 – Neutral.....	12	13	11
0 – 4 – Oppose.....	37	24	52
(Don't know)	4	3	4

19. **SSB:** Establish federal funding for a coordinated national campaign to prevent obesity.

Mean	5.7	6.6	4.7
10 – Strongly support	22	31	18
8 – 9	16	18	13
6 – 7	17	20	13
5 – Neutral.....	12	8	10
0 – 4 – Oppose.....	33	22	46
(Don't know)	0	1	0

20. Provide incentives in public and private health plans to reward active patient involvement in preventing obesity and related chronic diseases like diabetes, heart disease, and cancer.

Mean	7.1	7.9	6.5
10 – Strongly support	30	39	18
8 – 9	22	22	26
6 – 7	20	20	23
5 – Neutral.....	10	10	10
0 – 4 – Oppose.....	16	6	21
(Don't know)	3	3	3

21. Establish a public-private National Commission on Chronic Disease Management, which will identify ways to improve treatment of chronic disease like diabetes, heart disease, and cancer, and sponsor research on which treatment work best.

Mean	6.7	7.7	5.9
10 – Strongly support	27	37	18
8 – 9	22	22	21
6 – 7	18	20	20
5 – Neutral.....	12	10	14
0 – 4 – Oppose.....	20	10	25
(Don't know)	2	1	2

22. **SSA:** Eliminate co-pays and deductibles for necessary chronic disease treatment prescribed by a doctor in national health programs like Medicare.

Mean	6.5	7.8	5.3
10 – Strongly support	26	37	18
8 – 9	21	26	17
6 – 7	13	16	12
5 – Neutral.....	11	7	14
0 – 4 – Oppose.....	25	11	38
(Don't know)	3	2	1

23. **SSB:** Eliminate co-pays and deductibles for necessary chronic disease treatment prescribed by a doctor.

Mean	6.6	7.7	6.0
10 – Strongly support	32	44	23
8 – 9	19	21	23
6 – 7	12	10	13
5 – Neutral.....	14	12	13
0 – 4 – Oppose.....	22	13	28
(Don't know)	1	1	1

24. **SSA:** Create incentives, such as bonuses for doctors and hospitals who follow best practices for preventing and treating chronic diseases, like diabetes, heart disease, and cancer.

Mean	6.0	7.0	5.1
10 – Strongly support	19	32	10
8 – 9	24	28	17
6 – 7	18	14	23
5 – Neutral.....	11	4	14
0 – 4 – Oppose.....	28	23	33
(Don't know)	1	0	3

25. **SSB:** Create incentives, such as bonuses for doctors and hospitals, and insurance discounts for patients who follow best practices for preventing and treating chronic diseases, like diabetes, heart disease, and cancer.

Mean	6.5	6.9	6.1
10 – Strongly support	26	31	21
8 – 9	21	18	21
6 – 7	18	21	18
5 – Neutral.....	12	10	11
0 – 4 – Oppose.....	21	16	25
(Don't know)	3	3	4

26. Strengthen the primary care workforce by providing incentives such as increased reimbursements, forgiveness of education loans, and tuition assistance to encourage more primary care family doctors and nurses to enter the field.

Mean	7.0	7.8	6.4
10 – Strongly support	31	43	20
8 – 9	23	23	22
6 – 7	18	15	21
5 – Neutral.....	10	9	15
0 – 4 – Oppose.....	17	9	20
(Don't know)	1	0	2

27. Develop a national health information technology network of electronic medical records to reduce the medical errors and costs associated with paper records, with protections for personal privacy.

Mean	7.2	8.0	6.3
10 – Strongly support	35	44	25
8 – 9	23	27	23
6 – 7	15	12	17
5 – Neutral.....	9	8	10
0 – 4 – Oppose.....	17	9	24
(Don't know)	1	1	1

28. **SSA:** Establish personal health teams of health professionals, like nurses, nutritionists, and preventive care specialists coordinated by a primary care physician or family doctor, to support patient management and prevention of chronic diseases like diabetes, heart disease, and cancer, at a lower cost to patients.

Mean	7.3	8.5	6.4
10 – Strongly support	35	49	24
8 – 9	23	31	21
6 – 7	18	8	21
5 – Neutral.....	7	6	11
0 – 4 – Oppose.....	17	6	22
(Don't know)	0	0	1

29. **SSB:** Establish personal medical teams of health professionals, like nurses, nutritionists, and preventive care specialists coordinated by a primary care physician or family doctor, to support patient management and prevention of chronic diseases like diabetes, heart disease, and cancer, at a lower cost to patients.

Mean	7.4	8.1	6.9
10 – Strongly support	33	40	25
8 – 9	30	30	37
6 – 7	12	17	11
5 – Neutral.....	9	6	5
0 – 4 – Oppose.....	15	6	21
(Don't know)	2	2	0

END SPLIT SAMPLE C; GO TO Q42

SPLIT SAMPLE D ONLY

Now I'm going to read you some individual components of the proposal I just read to you. For each one, please rate how effective that item will be in reducing costs and improving quality on a scale of zero to ten, where ten means this component of the proposal will be extremely effective in reducing costs and improving quality, and zero means this part of the proposal will be completely ineffective at reducing costs and improving quality, and you can choose any number in between. Here's the first one.

[READ AFTER FIRST ITEM AND EVERY 3RD QUESTION.] Give this item a rating from zero to ten, ten means this component of the proposal will be extremely effective in reducing costs and improving quality, and zero means this part of the proposal will be completely ineffective at reducing costs and improving quality.

ROTATE Q30-41

30. **SSA:** Establish federal funding for a coordinated national anti-smoking campaign.

Mean	4.7	5.4	4.0
10 – Extremely effective.....	18	21	13
8 – 9	11	14	9
6 – 7	11	10	10
5 – Neutral.....	13	19	11
0 – 4 – Ineffective.....	45	34	55
(Don't know)	2	2	1

31. **SSB:** Establish federal funding for a coordinated national campaign to prevent obesity.

Mean	5.3	5.9	4.6
10 – Extremely effective.....	14	13	9
8 – 9	17	23	13
6 – 7	15	19	11
5 – Neutral.....	18	20	24
0 – 4 – Ineffective.....	33	22	42
(Don't know)	3	3	2

32. Provide incentives in public and private health plans to reward active patient involvement in preventing obesity and related chronic diseases like diabetes, heart disease, and cancer.

Mean	6.7	7.2	6.0
10 – Extremely effective.....	26	27	24
8 – 9	20	24	16
6 – 7	20	25	14
5 – Neutral.....	13	10	16
0 – 4 – Ineffective.....	19	12	29
(Don't know)	1	1	0

33. Establish a public-private National Commission on Chronic Disease Management, which will identify ways to improve treatment of chronic disease like diabetes, heart disease, and cancer, and sponsor research on which treatment works best.

Mean	6.5	7.4	5.6
10 – Extremely effective.....	27	34	16
8 – 9	21	23	21
6 – 7	16	17	18
5 – Neutral.....	13	12	13
0 – 4 – Ineffective.....	22	12	32
(Don't know)	2	1	1

34. **SSA:** Eliminate co-pays and deductibles for necessary chronic disease treatment prescribed by a doctor in national health programs like Medicare.

Mean	6.2	7.2	5.1
10 – Extremely effective.....	28	34	17
8 – 9	15	16	15
6 – 7	16	16	14
5 – Neutral.....	13	15	15
0 – 4 – Ineffective.....	28	17	39
(Don't know)	1	1	0

35. **SSB:** Eliminate co-pays and deductibles for necessary chronic disease treatment prescribed by a doctor.

Mean	6.4	7.0	5.6
10 – Extremely effective.....	27	34	16
8 – 9	19	24	13
6 – 7	12	9	18
5 – Neutral.....	16	15	21
0 – 4 – Ineffective.....	24	18	27
(Don't know)	2	1	5

36. **SSA:** Create incentives, such as bonuses for doctors and hospitals who follow best practices for preventing and treating chronic diseases, like diabetes, heart disease, and cancer.

Mean	5.9	6.8	5.1
10 – Extremely effective.....	22	27	17
8 – 9	16	18	17
6 – 7	15	18	13
5 – Neutral.....	17	15	15
0 – 4 – Ineffective.....	27	17	39
(Don't know)	3	5	0

37. **SSB:** Create incentives, such as bonuses for doctors and hospitals, and insurance discounts for patients who follow best practices for preventing and treating chronic diseases, like diabetes, heart disease, and cancer.

Mean	6.4	7.3	5.7
10 – Extremely effective.....	23	29	16
8 – 9	22	30	19
6 – 7	15	15	15
5 – Neutral.....	17	9	24
0 – 4 – Ineffective.....	21	14	25
(Don't know)	3	3	1

38. Strengthen the primary care workforce by providing incentives such as increased reimbursements, forgiveness of education loans, and tuition assistance to encourage more primary care family doctors and nurses to enter the field.

Mean	6.8	7.6	5.9
10 – Extremely effective.....	27	34	19
8 – 9	24	25	25
6 – 7	17	18	13
5 – Neutral.....	12	12	15
0 – 4 – Ineffective.....	19	9	29
(Don't know)	1	2	0

39. Develop a national health information technology network of electronic medical records to reduce the medical errors and costs associated with paper records, with protections for personal privacy.

Mean	6.9	7.6	6.2
10 – Extremely effective.....	30	37	25
8 – 9	22	23	21
6 – 7	17	17	16
5 – Neutral.....	10	12	10
0 – 4 – Ineffective.....	20	10	28
(Don't know)	1	1	0

40. **SSA:** Establish personal health teams of health professionals, like nurses, nutritionists, and preventive care specialists coordinated by a primary care physician or family doctor, to support patient management and prevention of chronic diseases, like diabetes, heart disease, and cancer, at a lower cost to patients.

Mean	7.0	7.7	6.5
10 – Extremely effective.....	29	38	23
8 – 9	23	29	17
6 – 7	21	16	25
5 – Neutral.....	10	8	14
0 – 4 – Ineffective.....	16	9	18
(Don't know)	1	0	2

41. **SSB:** Establish personal medical teams of health professionals, like nurses, nutritionists, and preventive care specialists coordinated by a primary care physician or family doctor, to support patient management and prevention of chronic diseases, like diabetes, heart disease, and cancer, at a lower cost to patients.

Mean	7.3	8.0	6.4
10 – Extremely effective.....	31	34	23
8 – 9	25	31	20
6 – 7	18	20	15
5 – Neutral.....	11	8	16
0 – 4 – Ineffective.....	14	5	22
(Don't know)	2	1	3

END SPLIT SAMPLE D; GO TO Q42

RESUME ASKING ALL

42. Having heard all of these reforms, would you be more or less likely to vote for a member of Congress if they supported these reforms, or would it not make a difference?

[IF MORE/LESS, ASK: Is that much more/less or somewhat more/less?]

Much more likely	38	52	26
Somewhat more likely	24	25	24
Somewhat less likely.....	4	2	6
Much less likely	12	3	22
No difference.....	19	16	17
(Both/Neither/Don't know)	4	2	5
More likely	62	77	50
Less likely	15	5	28

Now I am going to ask you a few questions for statistical purposes only.

43. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else?

(IF "DEMOCRAT" OR "REPUBLICAN," ASK:) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)?

(IF "INDEPENDENT," ASK:) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent?

Strong Democrat.....	28	69	0
Not very strong Democrat.....	8	19	0
Independent/lean Democrat.....	5	12	0
Democrat.....	40	100	0
Independent.....	22	0	0
Republican.....	32	0	100
Independent/lean Republican.....	7	0	21
Not very strong Republican.....	8	0	24
Strong Republican.....	18	0	55
Other.....	3	0	0
(Not sure/nothing).....	3	0	0

44. And, which of these statements best describes how you have usually voted in past elections? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

Straight Republican.....	8	0	22
Mostly Republican.....	19	2	49
A few more Republicans than Democrats.....	7	2	12
More Republican.....	35	4	84
Republicans and Democrats equally.....	15	8	10
More Democratic.....	41	86	2
A few more Democrats than Republicans.....	8	11	2
Mostly Democrat.....	19	43	1
Straight Democrat.....	14	32	0
(Don't know).....	9	2	4

Total Dem. Rep.

45. In terms of politics, do you consider yourself liberal, moderate, or conservative?

Liberal	17	31	4
Moderate	40	44	29
Conservative	37	19	65
(Don't know)	6	6	1

46. How old are you? **(IF REFUSED, ASK:) Well, would you tell me which age group you belong to? (READ LIST.)**

18-24	5	4	3
25-29	3	4	3
30-34	8	8	6
35-39	11	9	13
40-44	7	8	9
45-49	9	10	11
50-54	11	10	13
55-59	12	12	11
60-64	9	9	9
65-69	6	6	7
70-74	8	9	7
75 and older	9	9	8
(Refused)	2	1	1

47. What is the last year of schooling that you have completed? **(DO NOT READ LIST.)**

1st through 11th grade	5	7	3
High school graduate	28	34	23
Non-college post-high school (e.g., technical school)	4	3	5
Some college	22	19	24
College graduate	28	26	33
Postgraduate school	12	10	12
Not sure	1	1	0

48. Do you or anyone in your household have a chronic health condition such as diabetes, asthma, or cancer that requires regular medical treatment?

Yes, self	26	29	25
Yes, household member	15	15	13
No	58	56	62
(Don't know)	1	1	1

49. Which of the following three statements is most accurate for your household:

READ/DO NOT RANDOMIZE:

Everyone in the household has health insurance coverage	80	78	86
Some people in the household have health coverage, and some currently do not have coverage	15	19	11
Nobody in the household currently has health coverage	4	3	3
(Don't know)	1	0	0

Total Dem. Rep.

50. Has concern about cost stopped you or your family from seeking any kind of preventive health care in the last year?

Yes	29	33	23
No.....	70	65	76
(Don't know)	2	2	1

51. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? **[IF "NO", ASK:]**
 What is your race--white, black, Asian, American Indian, or something else?

DO NOT READ

White/Caucasian	73	63	83
Black/African American	12	22	3
Hispanic/Latino.....	9	11	8
Asian/Pacific Islander.....	1	1	2
Native American/American Indian.....	1	0	1
(Other)	1	1	0
(Don't know/refused)	3	2	2

52. What is your zip code?

53. **[RECORD RESPONDENT'S FIRST NAME FOR VERIFICATION]**

That concludes my interview today. Thank you for your time and cooperation.