

Obamacare Positioning and Messaging

AMERICAN PERCEPTIONS INITIATIVE

June 2015

Executive Summary



Health Care Quality Compared to 4 Years Ago

- Voters are somewhat more likely to say they do not think health care costs and benefits are better than four years ago, with 53% saying their own health care has not improved and even more, 58%, saying the country's are not better.

Opinions Around King v. Burwell

- Just over 5 in 10 voters believe the Supreme Court has a responsibility to ensure that Obamacare is following the law (55%), while 46% think it should have stayed out of it.
- If the Supreme Court strikes down the subsidies, more than 6 in 10 (61%) think Congress should remove mandates and regulations as a response, rather than passing legislation to legalize the subsidies (39%).
- If the subsidies are struck down, the majority of voters would blame either the Democratic-controlled Congress that passed the legislation or President Obama (58%).
 - About one-third of voters (36%) will blame the Republicans who control the House.

Message Testing

- About 7 in 10 agreed with messages against restoring subsidies. About 6 in 10 agreed with messages about the negative view a Supreme Court ruling against subsidies would give them of Obamacare.
- A majority of voters agreed with statements about potential for backfire if Republicans continue the subsidies, with most (77%) agreeing that it sends the message that they are needed for Americans to afford health care and 67% saying they will bear the blame when the subsidies are later taken away.

Messaging Tips

Focus on benefits for all – Mandates win out over subsidies when couched in these terms.

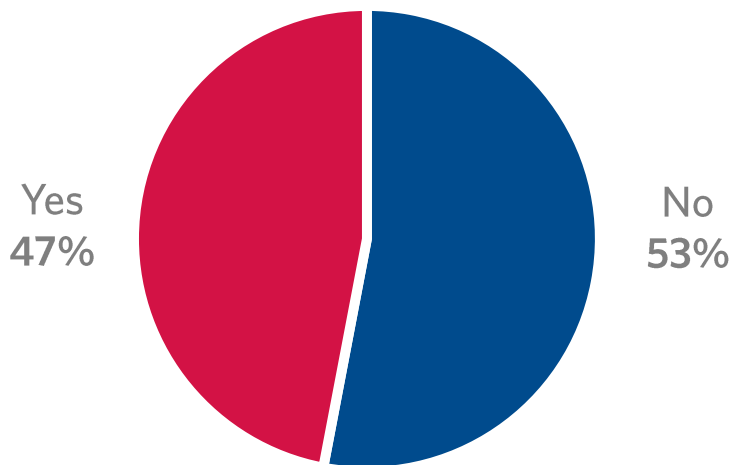
Communicate sensitivity to those affected.

Source: Online survey using a national representative sample of 859 U.S. voters conducted June 10, 2015 with a margin of error of ±3.3%.



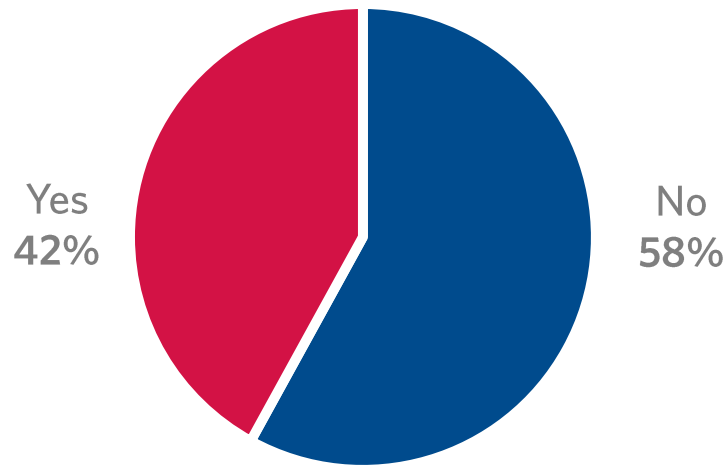
Attitudes Towards Health Care

More Think Their Health Care Is Not Better Than 4 Years Ago



Thinking about the health care coverage you now have—how much it costs and the benefits it provides you—would you say **your health care coverage** is better than it was four years ago?

Even More Think America's Health Care Is Not Better Than 4 Years Ago



Now, thinking about health care in our country as a whole—how much it costs people and the benefits and coverage it provides—would you say **health care coverage in our country** is better than it was four years ago?

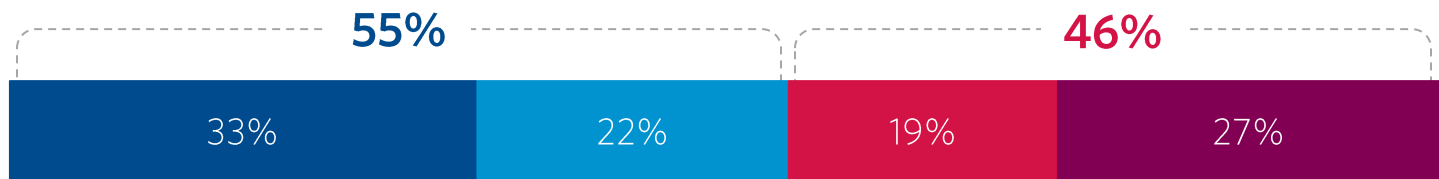
Supreme Court Case



Majority Support Court Involvement, Prefer Congress to Remove Mandates As Response

The US Supreme Court has a responsibility to make sure Obamacare is following the law

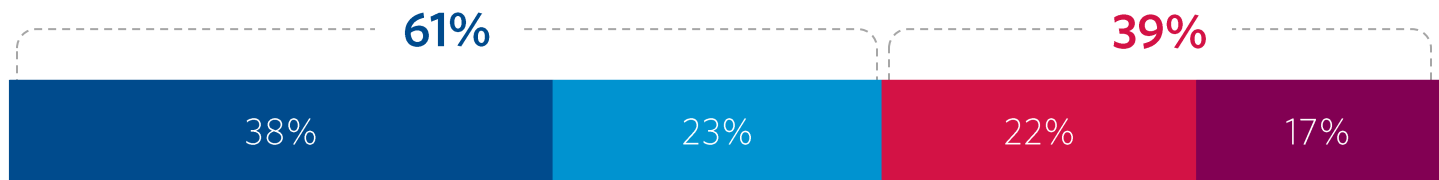
The US Supreme Court should have stayed out of it



People may have different opinions about this Supreme Court case. Which of the following comes closest to your opinion?

Congress should remove Obamacare's mandates and regulations that increase the cost of health care and disrupted health care coverage for millions in the first place—making it possible for Americans in all states to choose more affordable plans.

Congress should pass new legislation to legalize the subsidies and save Obamacare so Americans in affected states have access to the subsidies they need to afford health insurance for themselves and their families.



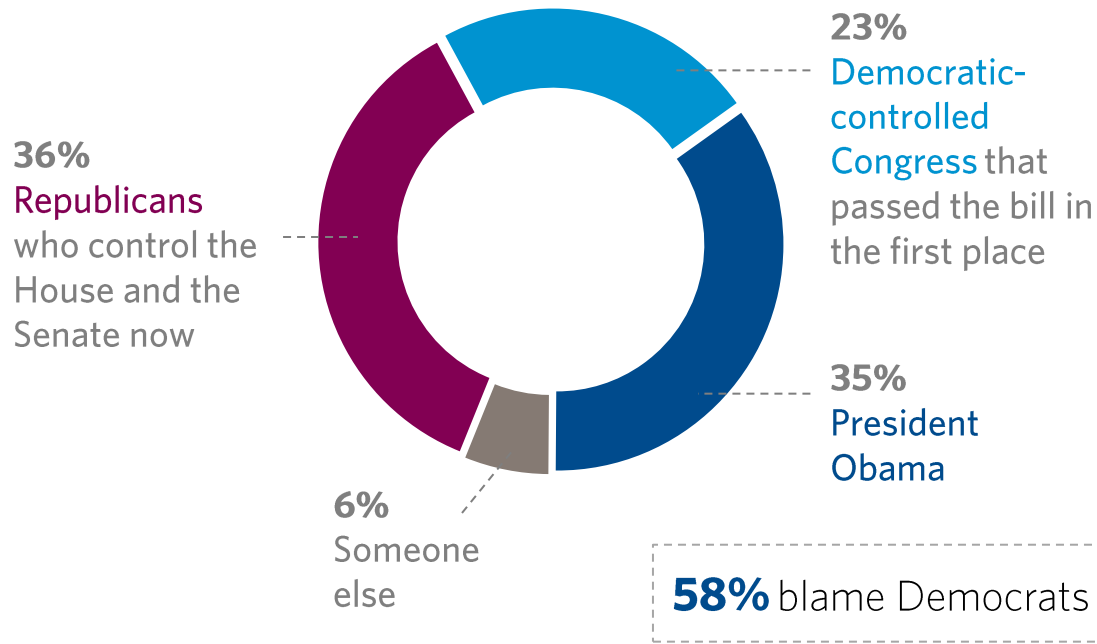
■ Strongly agree ■ Somewhat agree ■ Somewhat agree ■ Strongly agree

People may have different opinions about how Congress should respond if the subsidies for those purchasing on a federal exchange are struck down. Which of the following comes closest to your opinion?



Who Takes the Blame

Over Half Blame the Democrats or President Obama If Subsidies Are Deemed Illegal



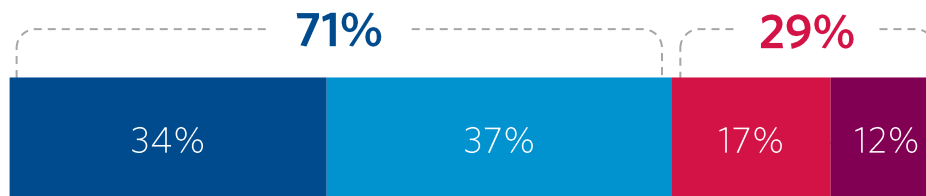
If the Supreme Court rules the subsidies are not legal, whom do you blame most for the millions of Americans left without subsidies to help buy health care coverage?

Message Testing

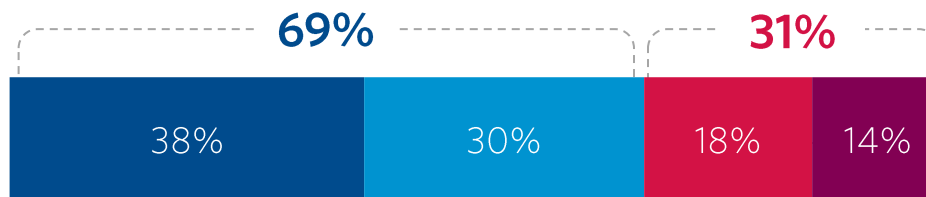


Strong Agreement With Messages on Response to Decision

Restoring subsidies helps a few million people in certain states afford costly, restrictive Obamacare plans. Removing Obamacare mandates and regulations helps tens of millions of people in all states have more affordable health care and greater options.



Passing new legislation to continue the Obamacare subsidies doesn't fix the problem-it just prolongs it.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

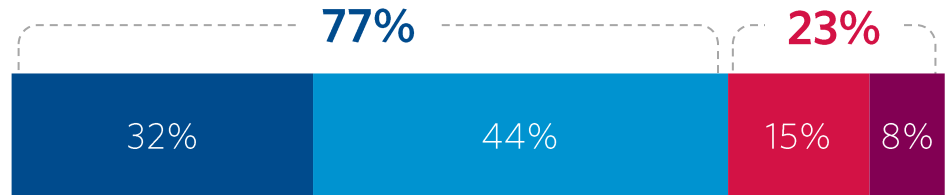
Please indicate your level of agreement or disagreement for each of the following, should the Supreme Court rule that the subsidies are not legal.

Message Testing

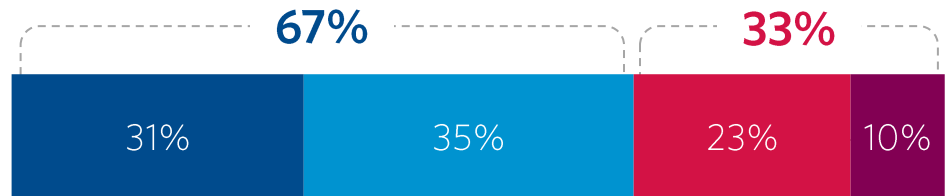


Most Agree with Concerns Of Republicans Extending Subsidies

If the Republican-controlled Congress passes new legislation to continue the Obamacare subsidies, it sends the signal that Republicans agree that subsidies are necessary for Americans to afford health care.



If the Republican-controlled Congress passes new legislation to continue the Obamacare subsidies, they will bear the blame when the time comes to take those subsidies away from those Americans that got used to using government money to pay for health care.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

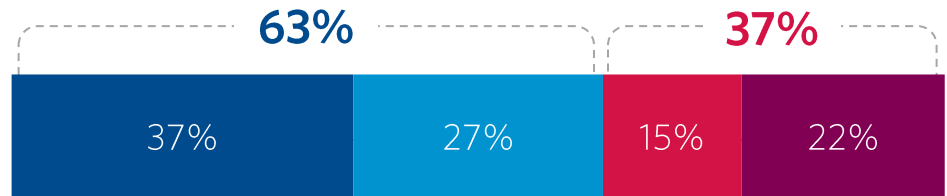
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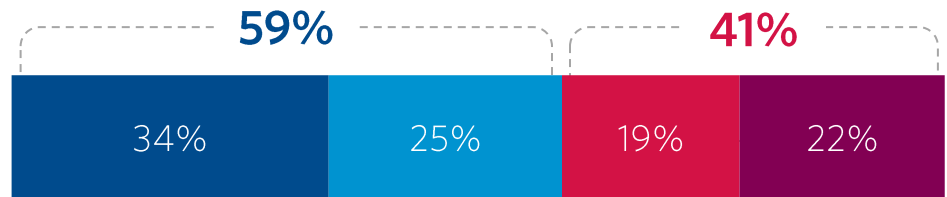


Majority Agree with Interpretation of Supreme Court Ruling

A Supreme Court ruling that the federal subsidies are illegal proves once again that Obamacare is unworkable, unaffordable, and unfair.



A Supreme Court ruling that the federal subsidies are illegal is good evidence that the President used illegal subsidies to cover up the failures of Obamacare.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

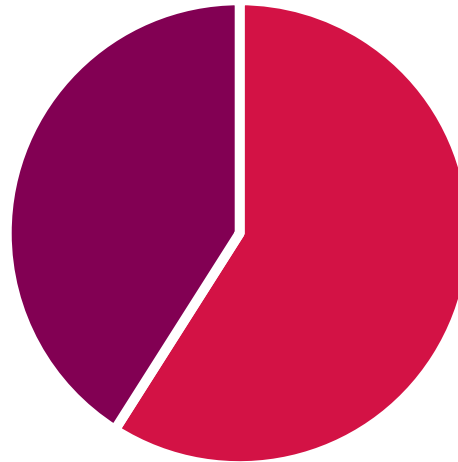
Please indicate your level of agreement or disagreement for each of the following, should the Supreme Court rule that the subsidies are not legal.



Continuing Subsidies vs. Two-Pronged Approach

About 6 in 10 Think Congress Should Address Mandates in Addition to Subsidies

41% think Congress may never agree on how to fix Obamacare. So rather than focusing on fixing it, the **most important thing to do right now is pass legislation that continues to pay the subsidies** until everything else gets worked out.



59% think we need to pass new legislation that does two things: **eliminates the mandates and regulations that have driven up the costs, and continues to pay the subsidies** for a few years until the cost savings kick in.

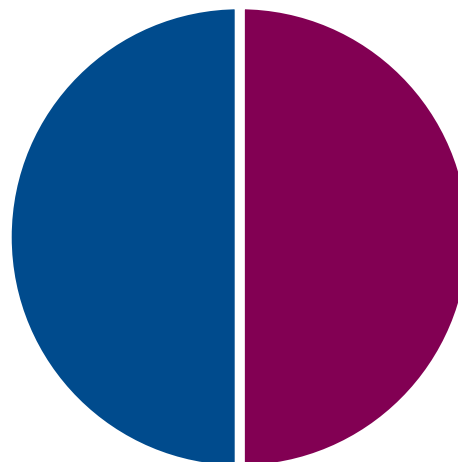
Please indicate which opinion is closest to your own, should the Supreme Court strike down subsidies for those purchasing through the federal exchange:



Eliminating Mandates vs. Continuing Subsidies

Voters Evenly Split On Messages Around Eliminating Mandates vs. Extending Subsidies

50% think a big part of the problem with Obamacare is that we keep applying band aids to a plan that just doesn't work. Rather than applying another band aid and continuing subsidies for who knows how long, we should instead take the Supreme Court's decision as a signal to get at the core problem once and for all and **eliminate the mandates and regulations that are driving costs up.**



50% that Obamacare may have some flaws that need fixing, but the **first priority is to pass legislation to continue the subsidies** so we do not leave anyone stranded with no way to pay for their coverage. Not providing continuation of the Obamacare subsidies is insensitive and uncaring.

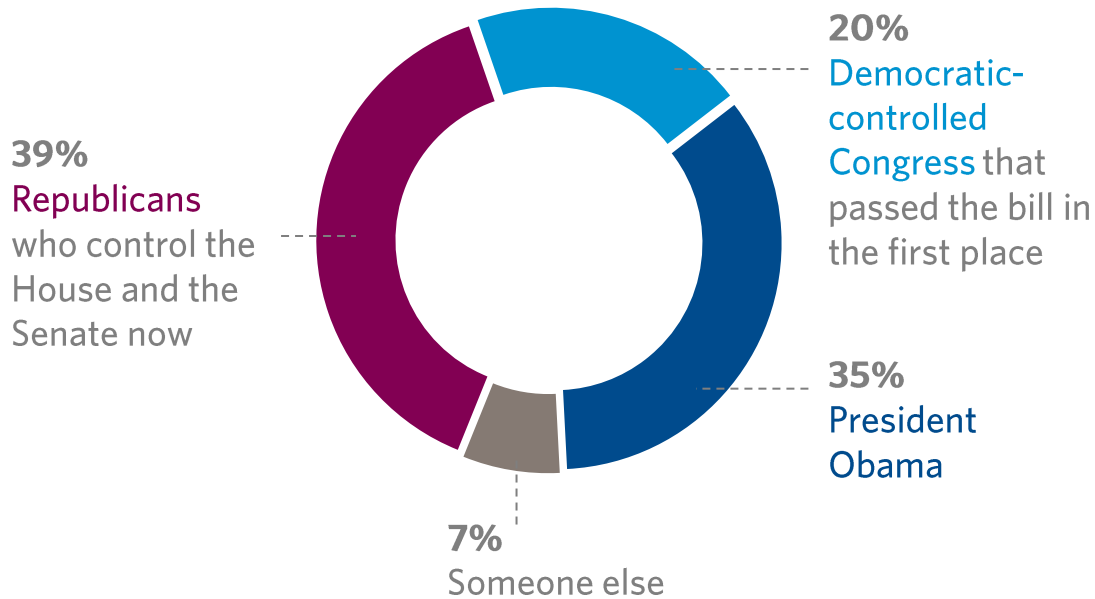
Most everyone recognizes that a Supreme Court ruling that subsidies for those purchasing through the federal exchange are illegal will create significant disruption in the country. Is your opinion...?



Who Will Take the Blame for Continued Issues

Majority would blame Democrats or President Obama

Slightly more will blame Republicans for future problems than will blame them now for Supreme Court ruling against subsidies



If Congress carried out that option and Obamacare continued to face problems and setbacks two years from now like increased costs, problems with implementation, or lowered benefits and coverage, who would you blame most then?