



# Winning the American Public's Support

American attitudes toward health care policy, health care costs, and safety and health regulations

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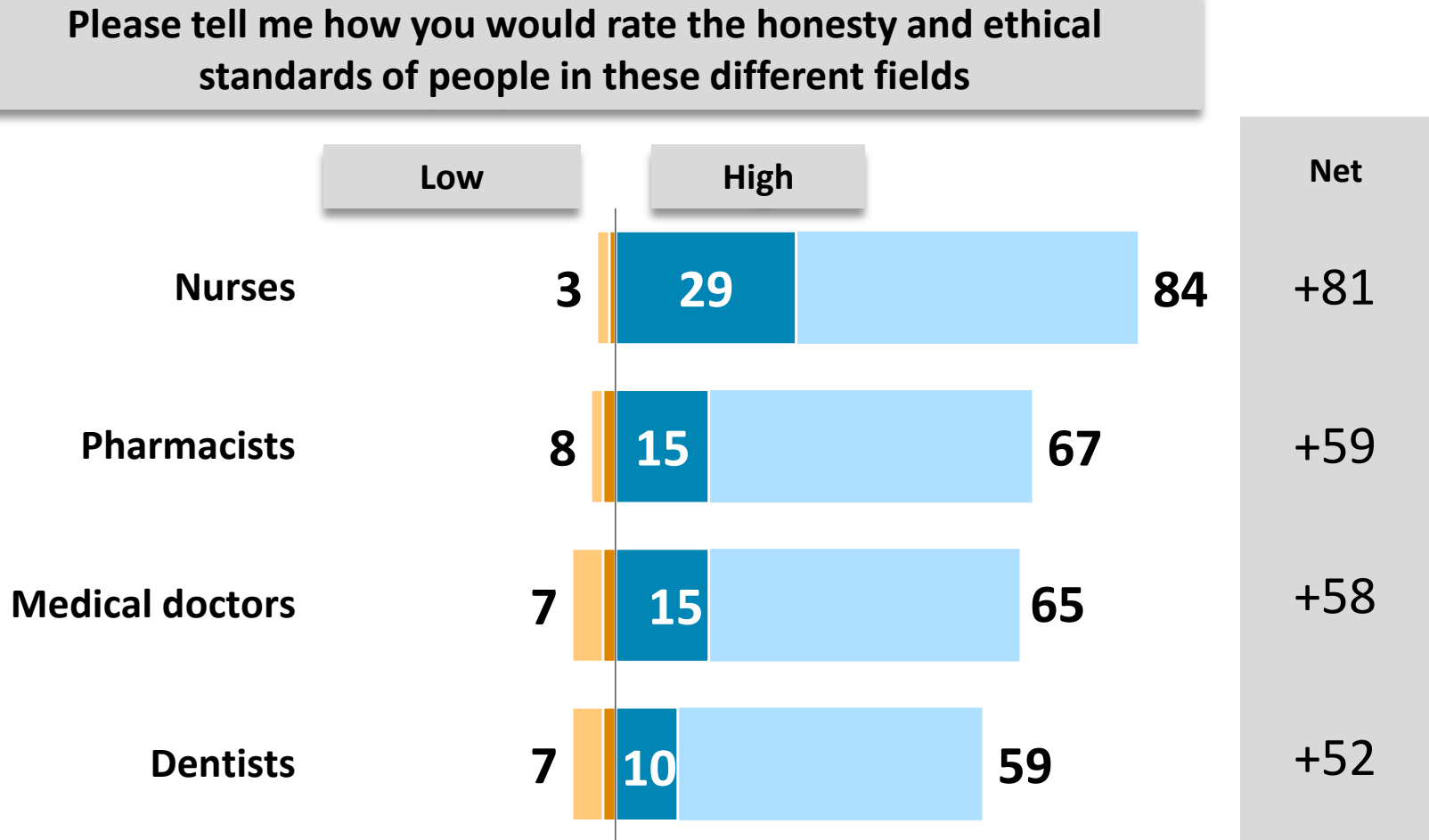
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# Current Public Opinion on Health Care

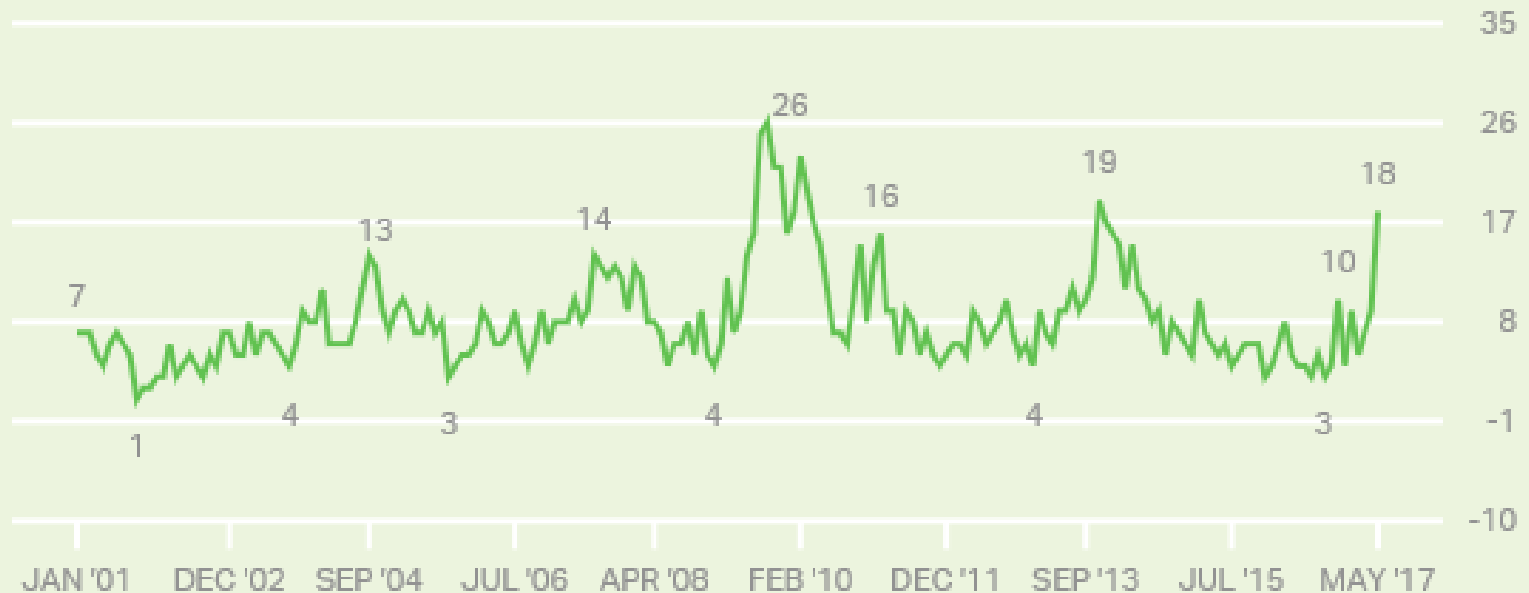
Americans rate healthcare providers highly on honesty and ethics. Nurses are by far the most trusted, rating higher than pharmacists, medical doctors, and dentists.



The number of Americans who view healthcare as the top U.S. problem is rising sharply. Current levels are the highest they've been since 2013 during the troubled rollout of Healthcare.gov.

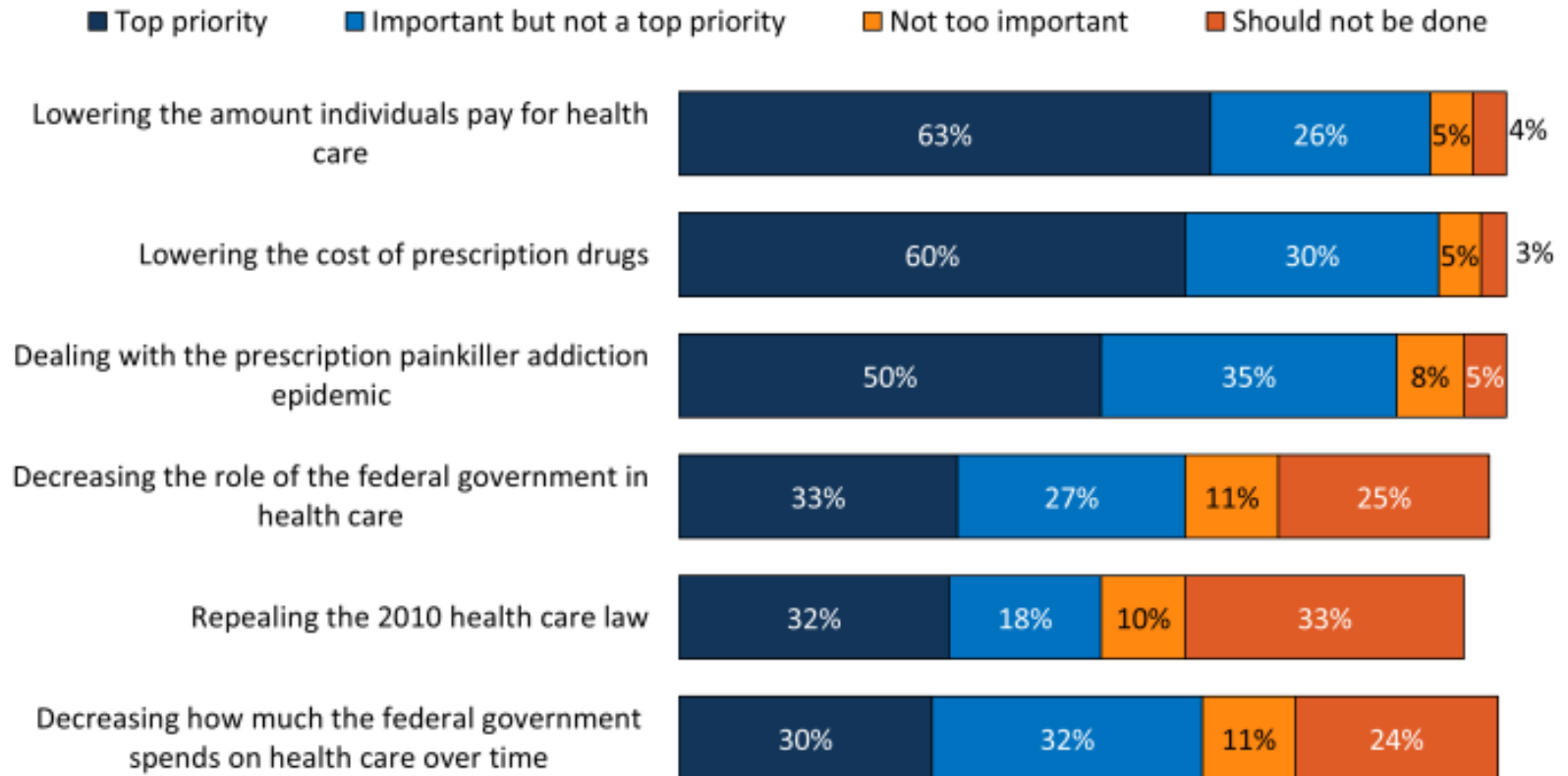
### Healthcare as Top U.S. Problem, 2001 to 2017

■ % Saying healthcare is most important U.S. problem



GALLUP

Lowering costs is the top healthcare priority for most Americans. Repealing ACA is the top priority for one third of Americans –primarily Republican Trump voters.

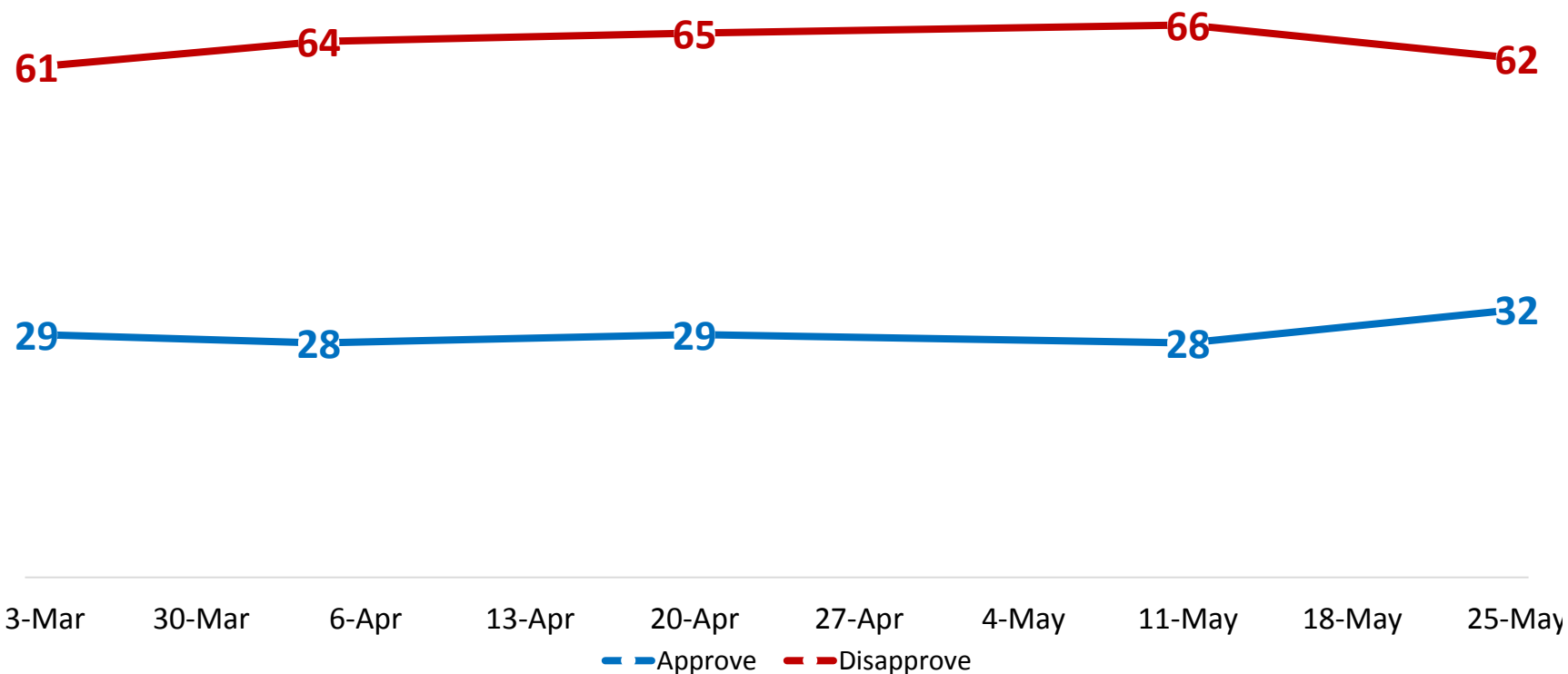


NOTE: Question wording abbreviated. See topline for full question wording. Don't know/Refused responses not shown.

SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted April 17-23, 2017)

## Strong majorities of Americans continue to disapprove of the way Donald Trump is handling health care.

Do you approve or disapprove of the way Donald Trump is handling health care?

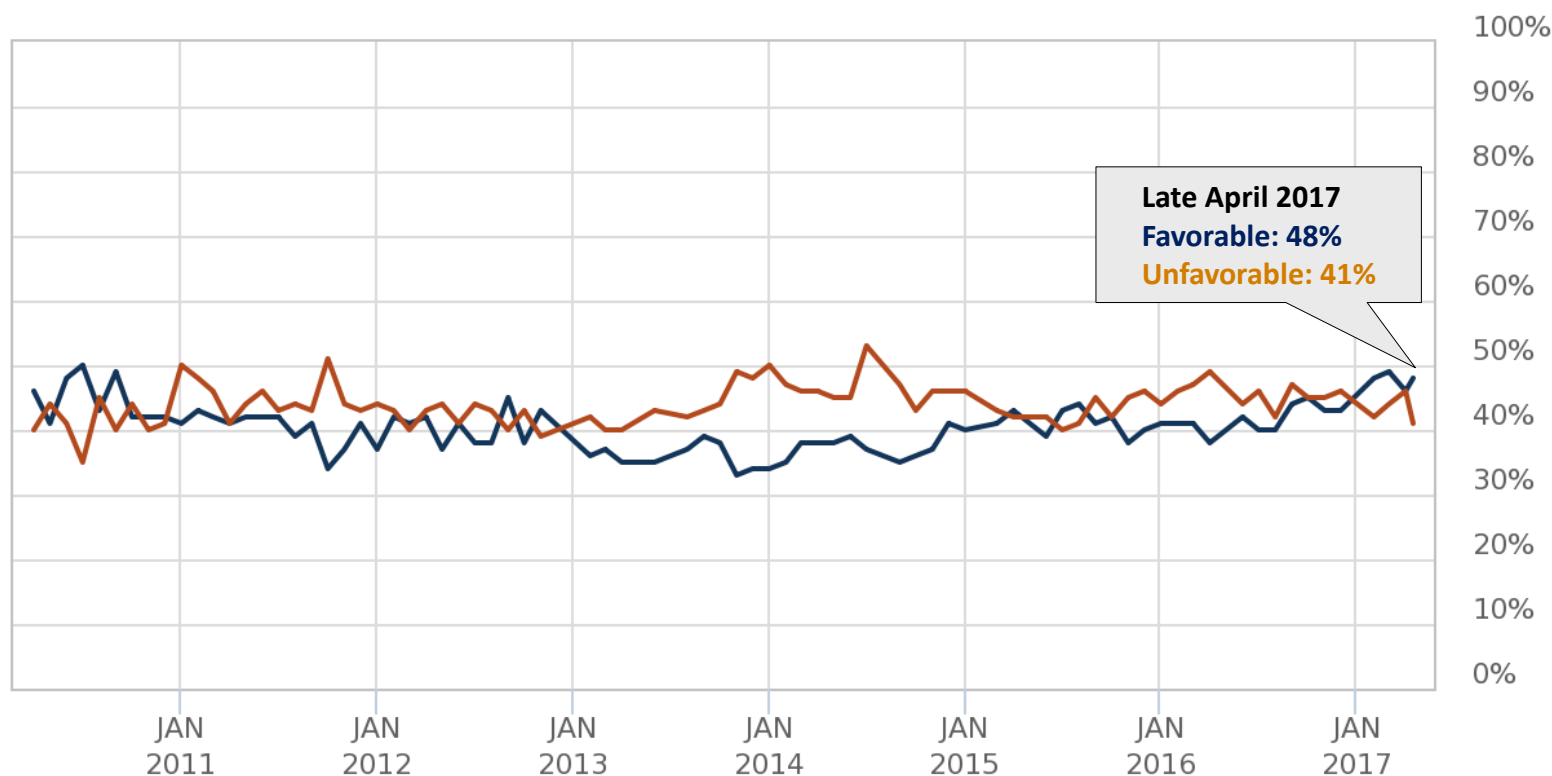


Though public opinion of the Affordable Care Act has been deeply divided since it was passed in March 2010, attitudes have been more positive than negative since the start of 2017.

### Kaiser Health Tracking Poll: The Public's Views on the ACA

We asked: "Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?"

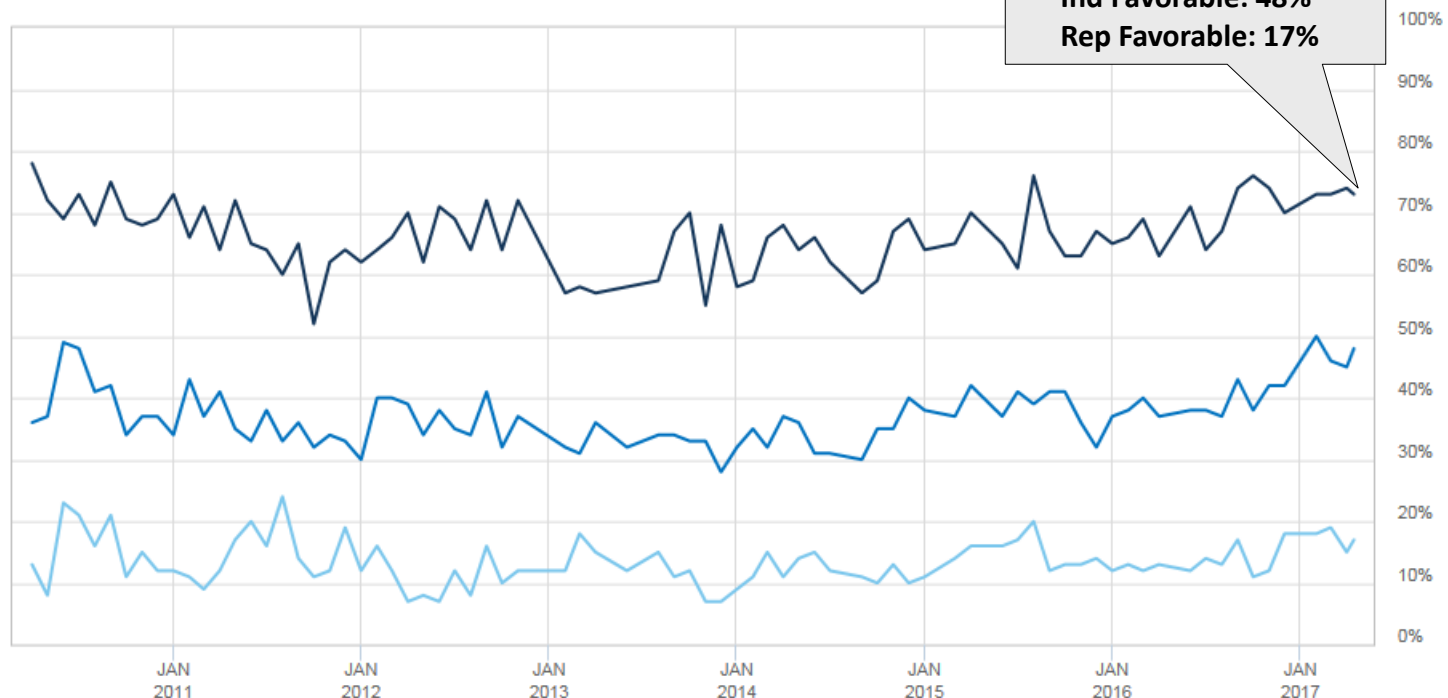
— All Adults – Favorable — All Adults – Unfavorable



Attitudes toward the ACA are incredibly polarized, with Democrats favoring the law, Republicans opposing it, and Independents in between.

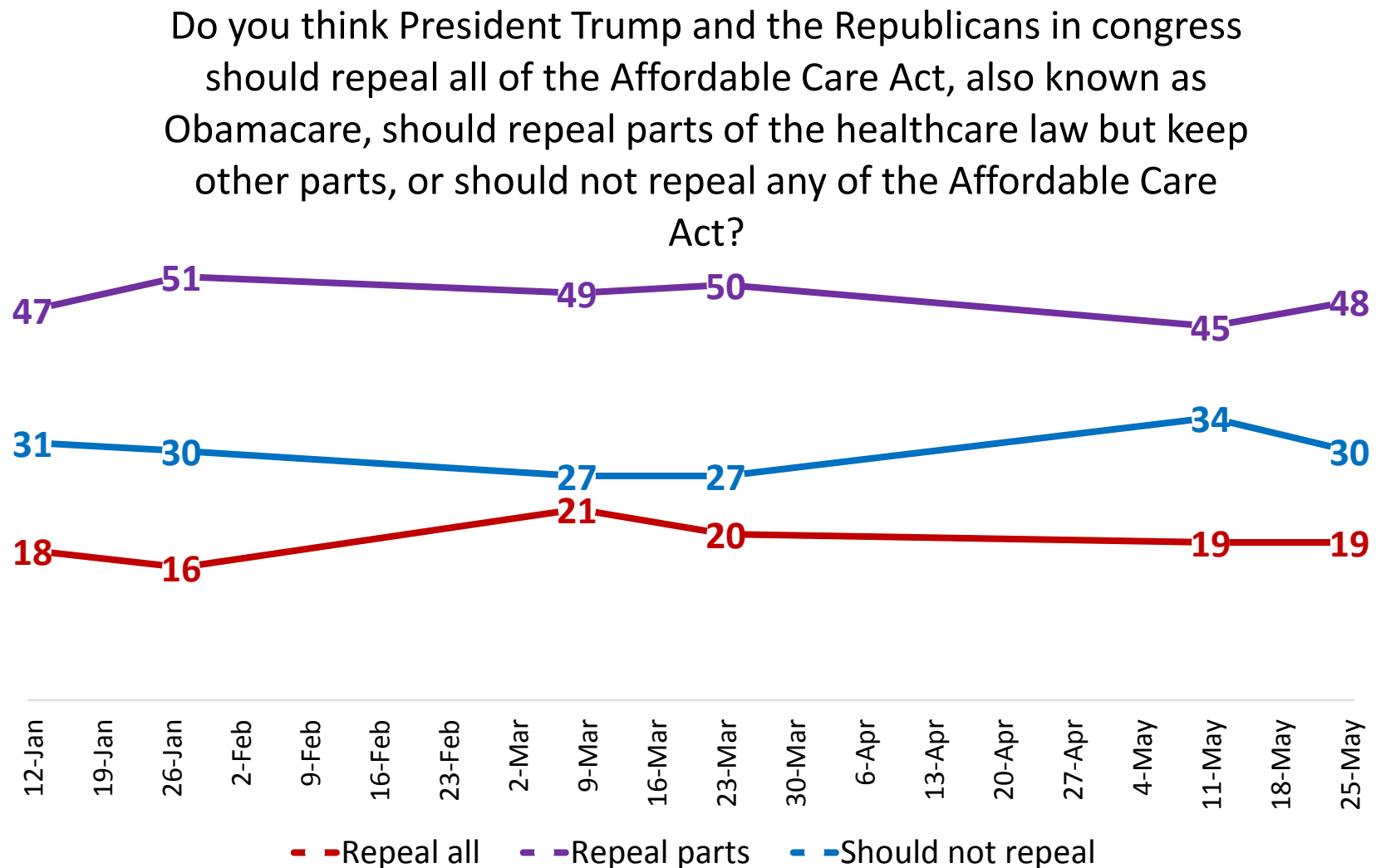
**Kaiser Health Tracking Poll: The Public's Views on the ACA**  
We asked: "Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?"

■ Democrat - Favorable ■ Independent - Favorable ■ Republican - Favorable



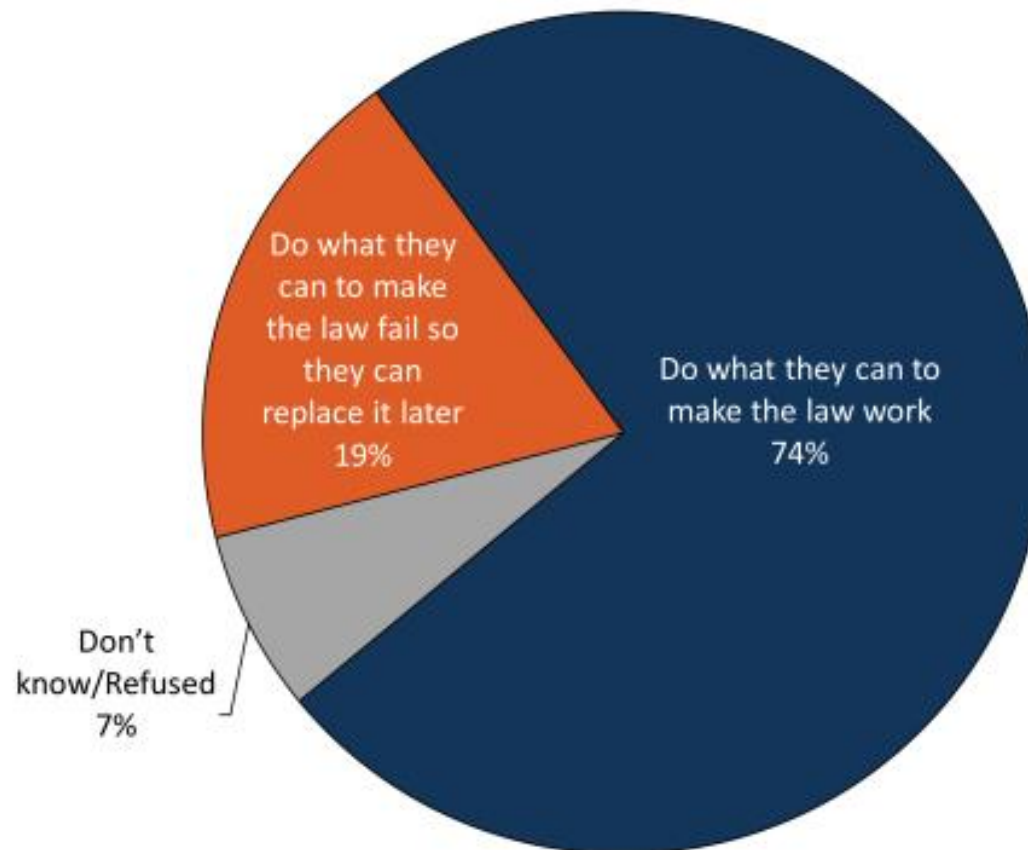


A plurality of Americans want to repeal parts of the ACA and keep other parts. Only 19% want to repeal it in its entirety.



## Three-fourths of Americans say President Trump and his administration should do what they can to make ACA work.

Moving forward, do you think President Trump and his administration should do what they can to make the current health care law work or should they do what they can to make the law fail so they can replace it later?



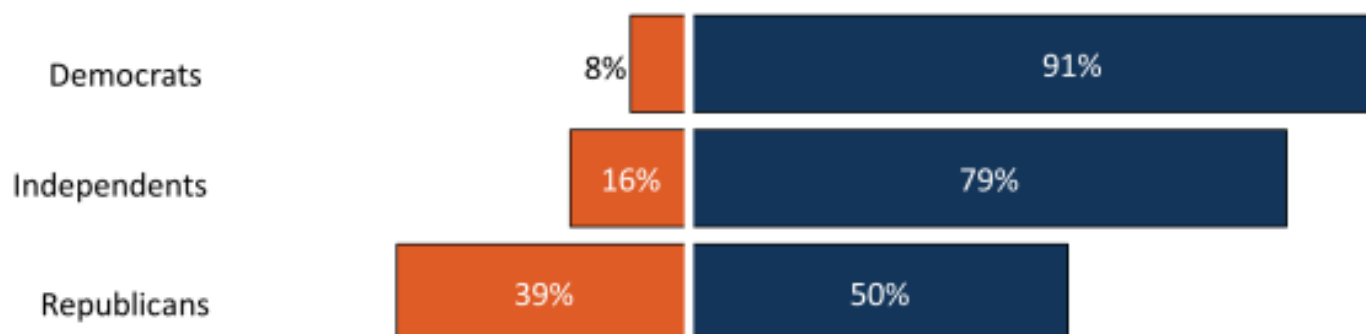
SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted April 17-23, 2017)

# Even Trump supporters say the President and his administration should try to make ACA work.

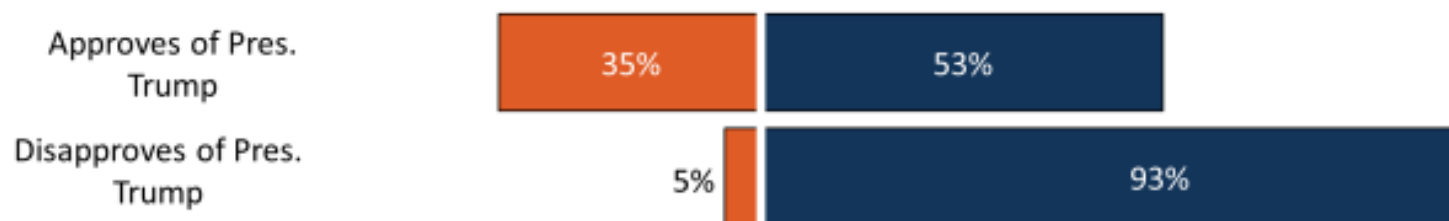
Moving forward, do you think President Trump and his administration should do what they can to make the current health care law work or should they do what they can to make the law fail so they can replace it later?

■ Do what they can to make the law fail so they can replace it later ■ Do what they can to make the law work

## By Political Party ID



## By Trump Approval

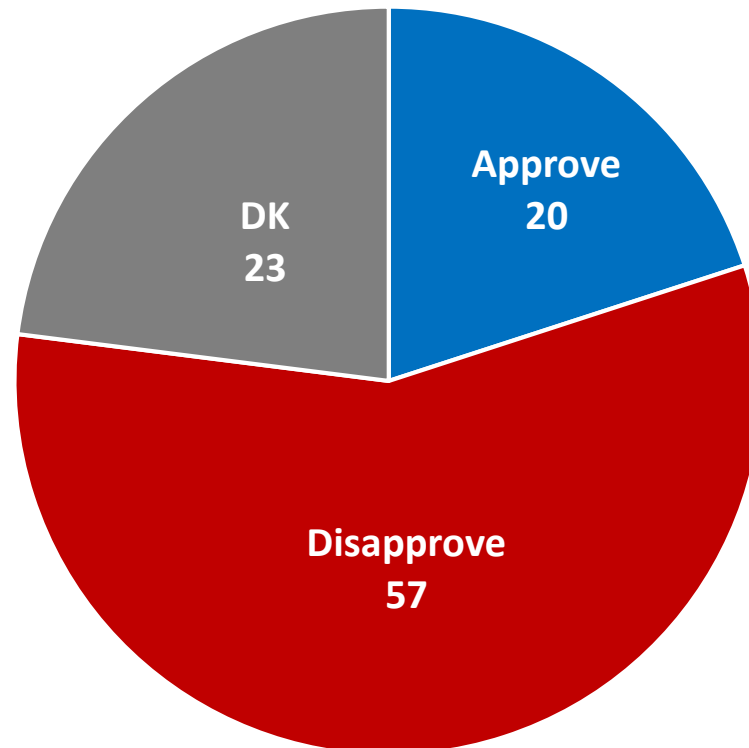


NOTE: Don't know/Refused responses not shown.

SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted April 17-23, 2017)

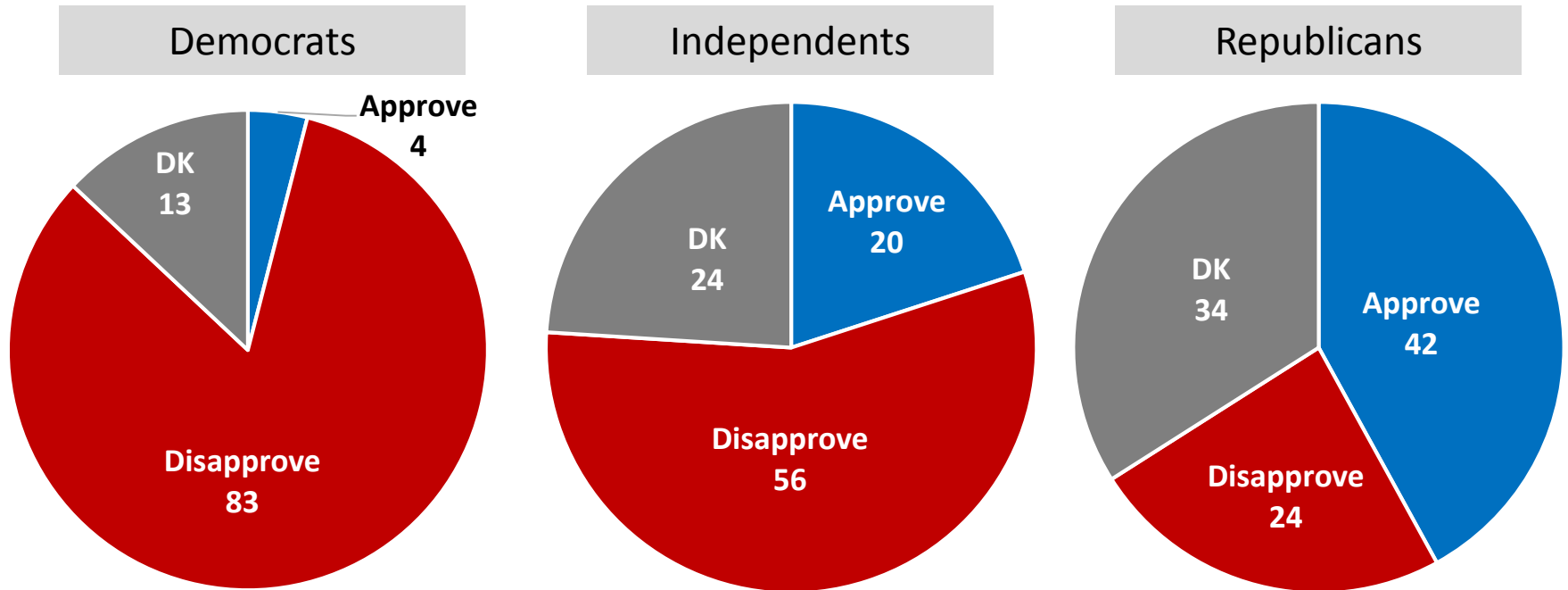
# Most Americans disapprove of the Republican health care plan or American Health Care Act.

There is a Republican health care plan to replace Obamacare, known as the American Health Care Act. Do you approve or disapprove of this Republican health care plan?



# Only 42% of Republicans approve of the American Health Care Act.

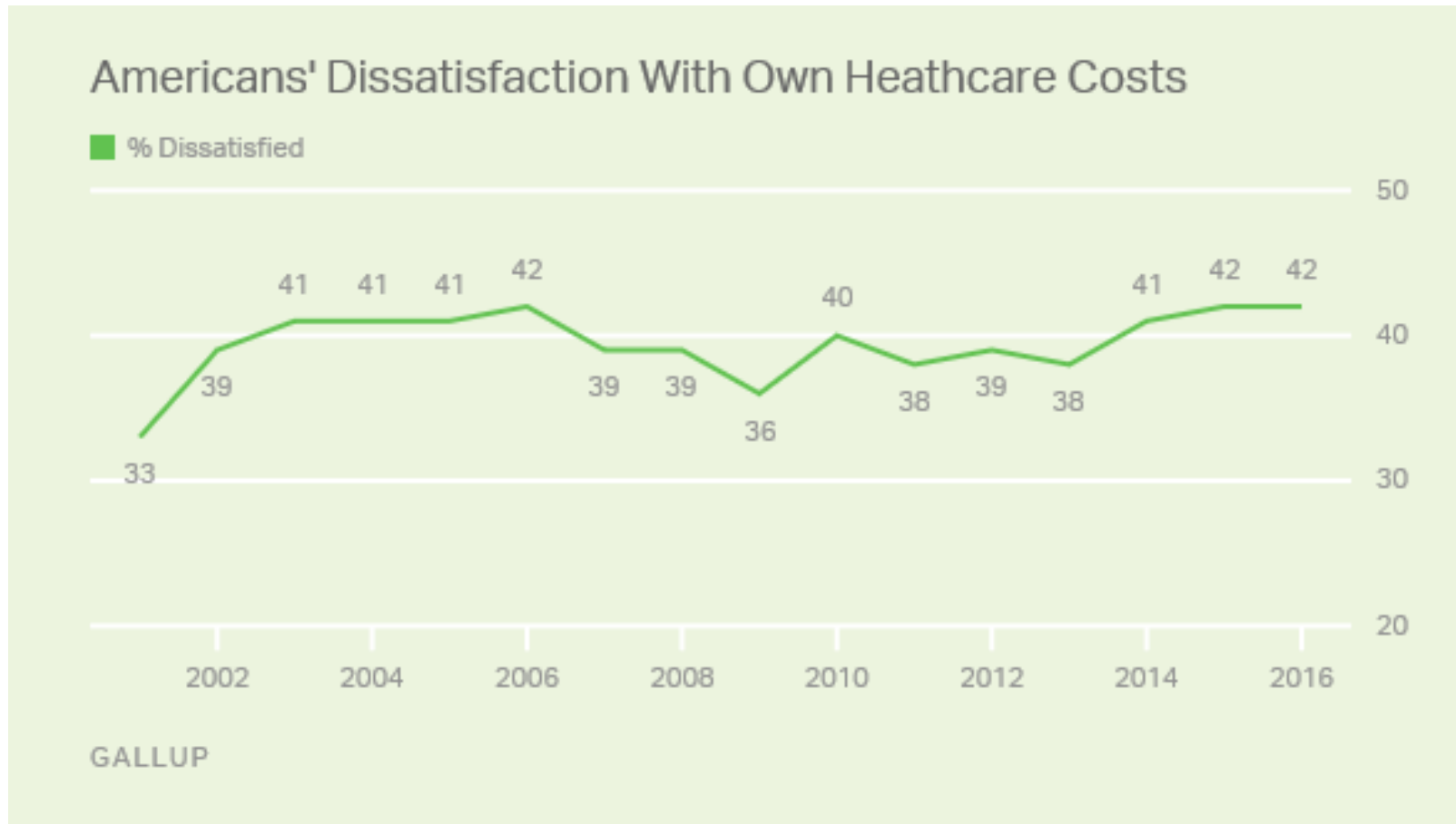
There is a Republican health care plan to replace Obamacare, known as the American Health Care Act. Do you approve or disapprove of this Republican health care plan?





# **Attitudes Toward Health Care Costs**

# Dissatisfaction with healthcare costs is rising.



A plurality of Americans believe that the AHCA would increase their health insurance costs. Just 12% believe it will lower their costs.

Under this Republican health care plan, do you think your health insurance costs would go up, go down, or do you think the costs would stay about the same as they are now?

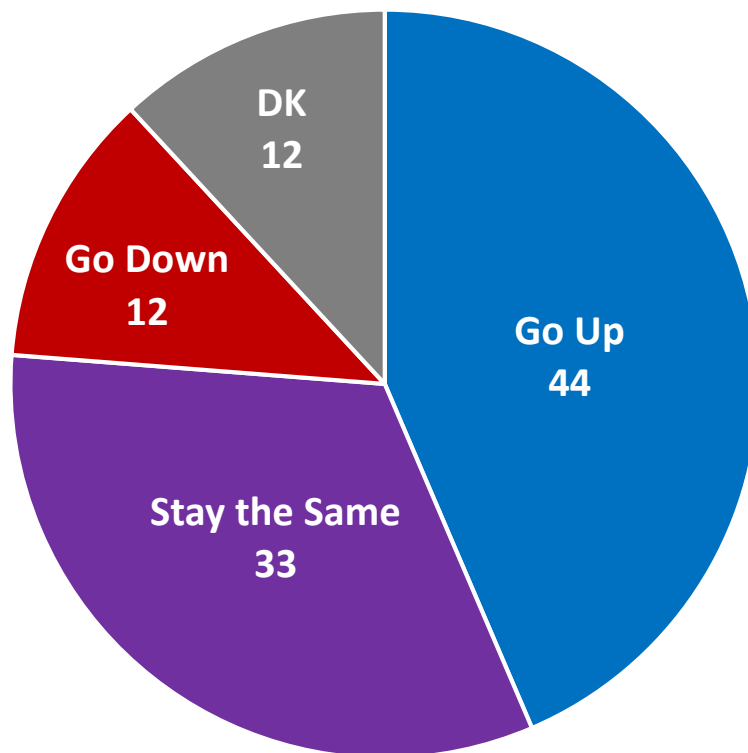
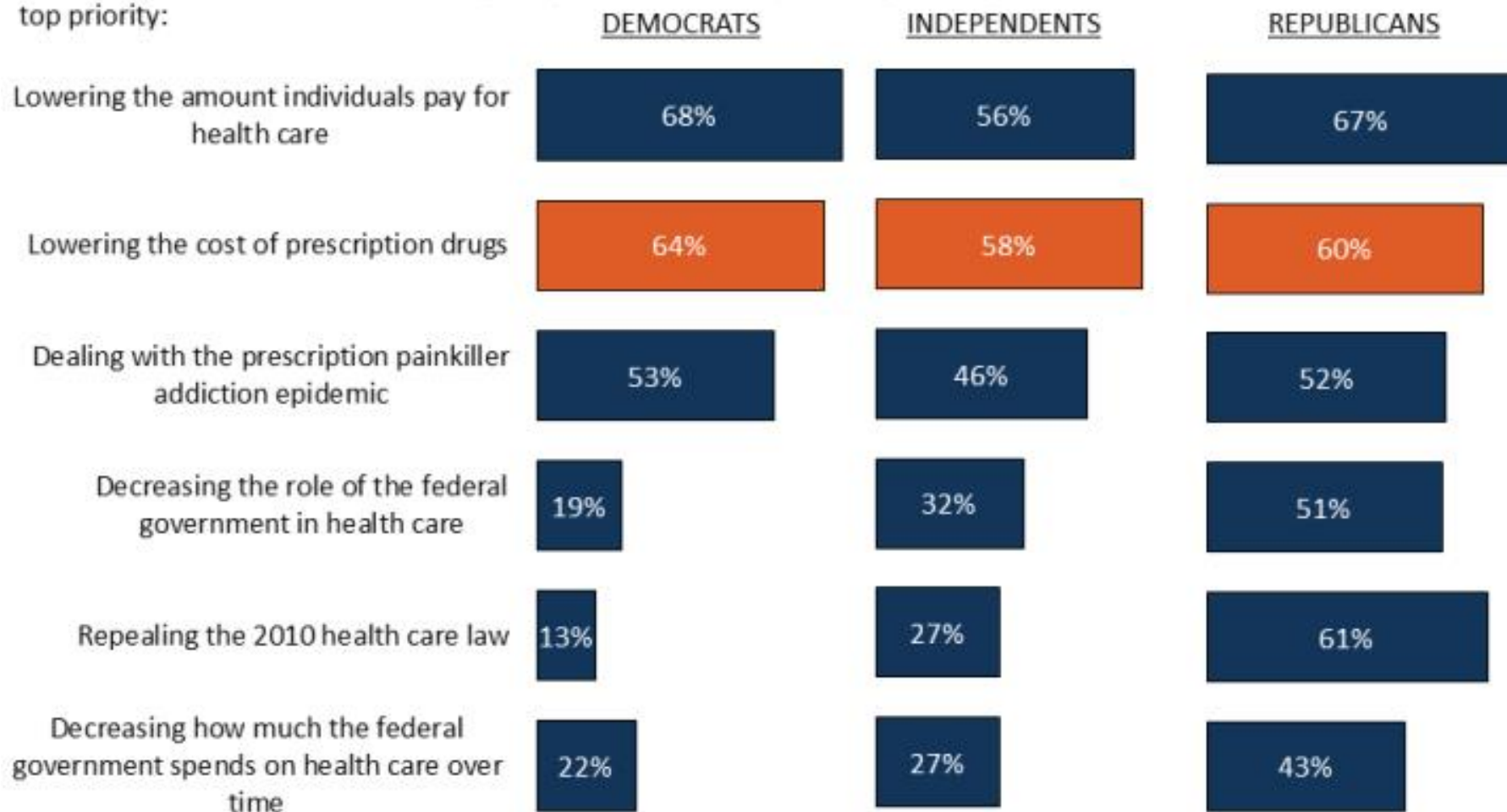




Figure 1

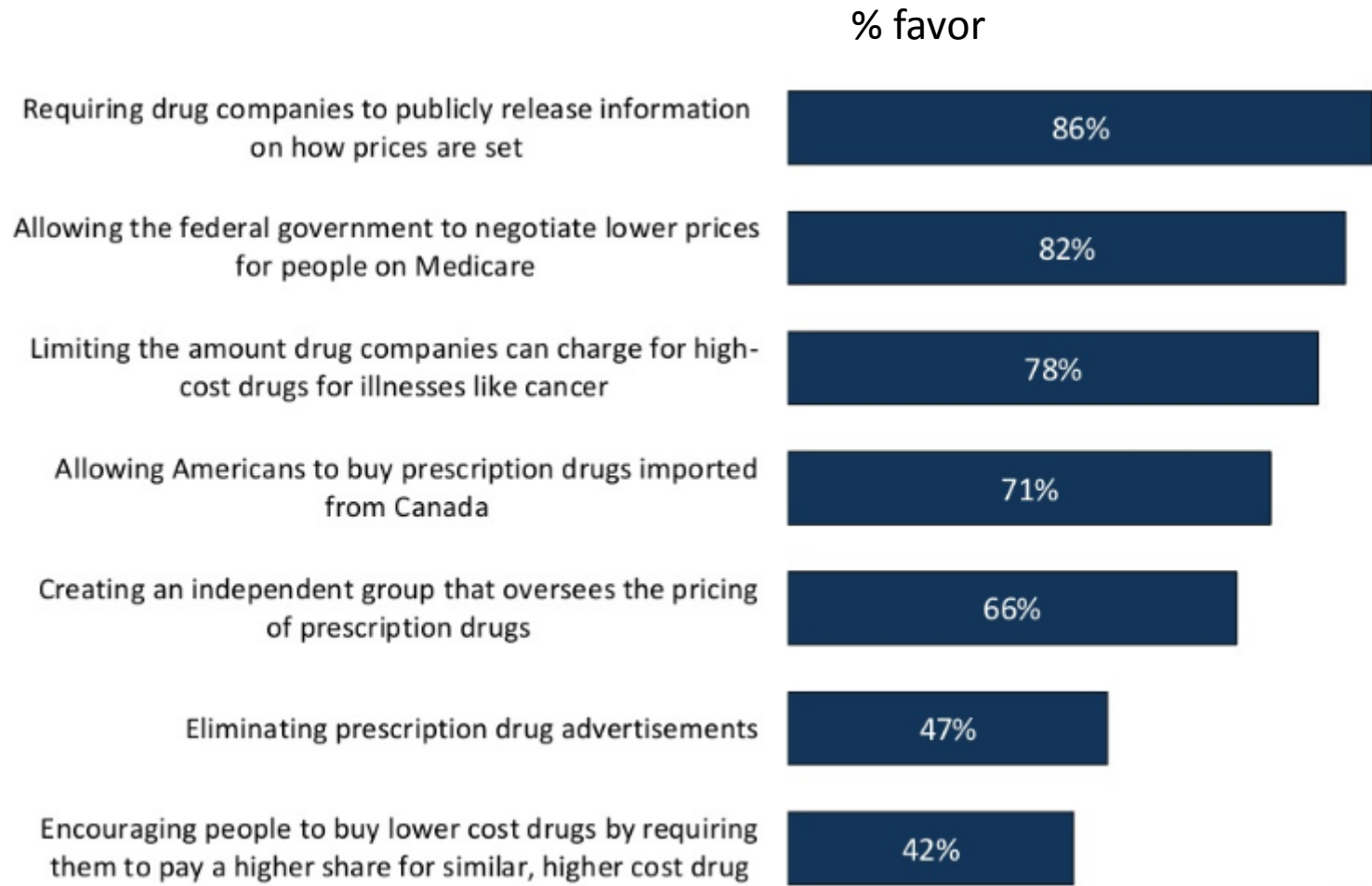
## Lowering the Cost of Prescription Drugs Is One of the Top Health Care Priorities Across Parties

Percent who say each of the following things President Trump and Congress might do when it comes to health care is a top priority:



SOURCE: Kaiser Family Foundation Health Tracking Poll (conducted April 17-23, 2017)

# Most Americans favor policy changes to lower drug costs.



# Americans strongly support placing regulations on prescription drug companies/corporations. Support crosses party lines.

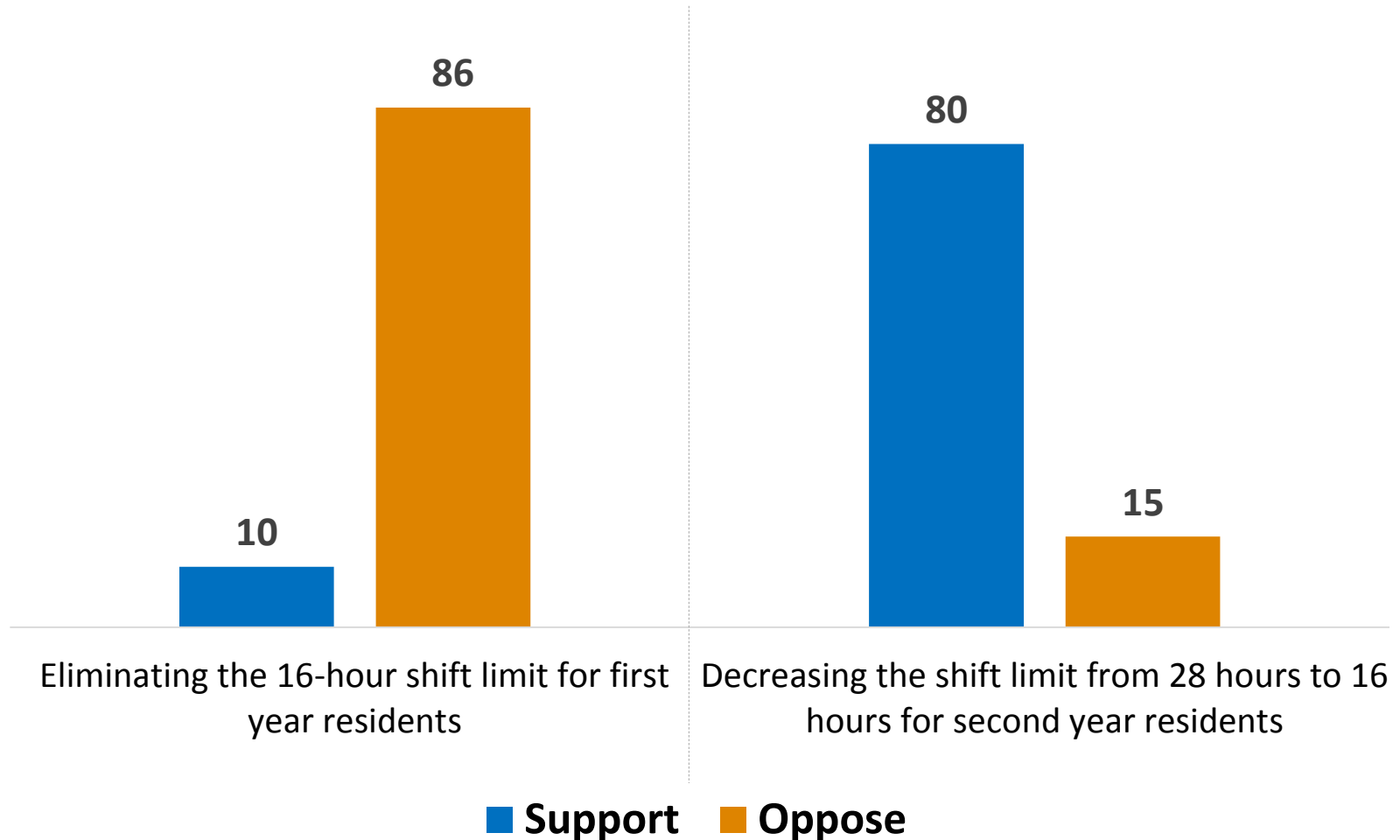
Percent Favoring Each Policy Across Demographic Groups														
“Do you favor or oppose this proposal?”	All Adults	Gender		Age					Race/Ethnicity			Party ID		
		M	W	<30	30-39	40-49	50-64	65+	W	AA	L	D	I	R
Shorten the length of monopoly granted on prescription drugs so that cheaper generic drugs are made available sooner	75	73	77	66	67	77	79	86	78	66	69	74	73	79
Require pharmaceutical drug companies to justify their prices by disclosing how much they spend on research, manufacturing, and marketing	74	73	74	64	66	75	75	90	75	74	69	76	71	74
Require pharmaceutical drug companies to disclose how much they spend on research, manufacturing, and marketing	74	71	78	67	66	71	82	85	77	65	70	75	69	78
Let doctors decide what to prescribe based in part on how much better the treatment is than an alternative and how much it costs	74	74	74	66	63	72	81	86	76	67	70	75	69	78
Regulate patents on prescription drugs developed from public research to ensure they are available to everyone	73	72	74	64	64	72	80	86	76	71	67	77	66	75

Source: Lake Research Partners online survey of 1,503 adults. May 17-22, 2016.



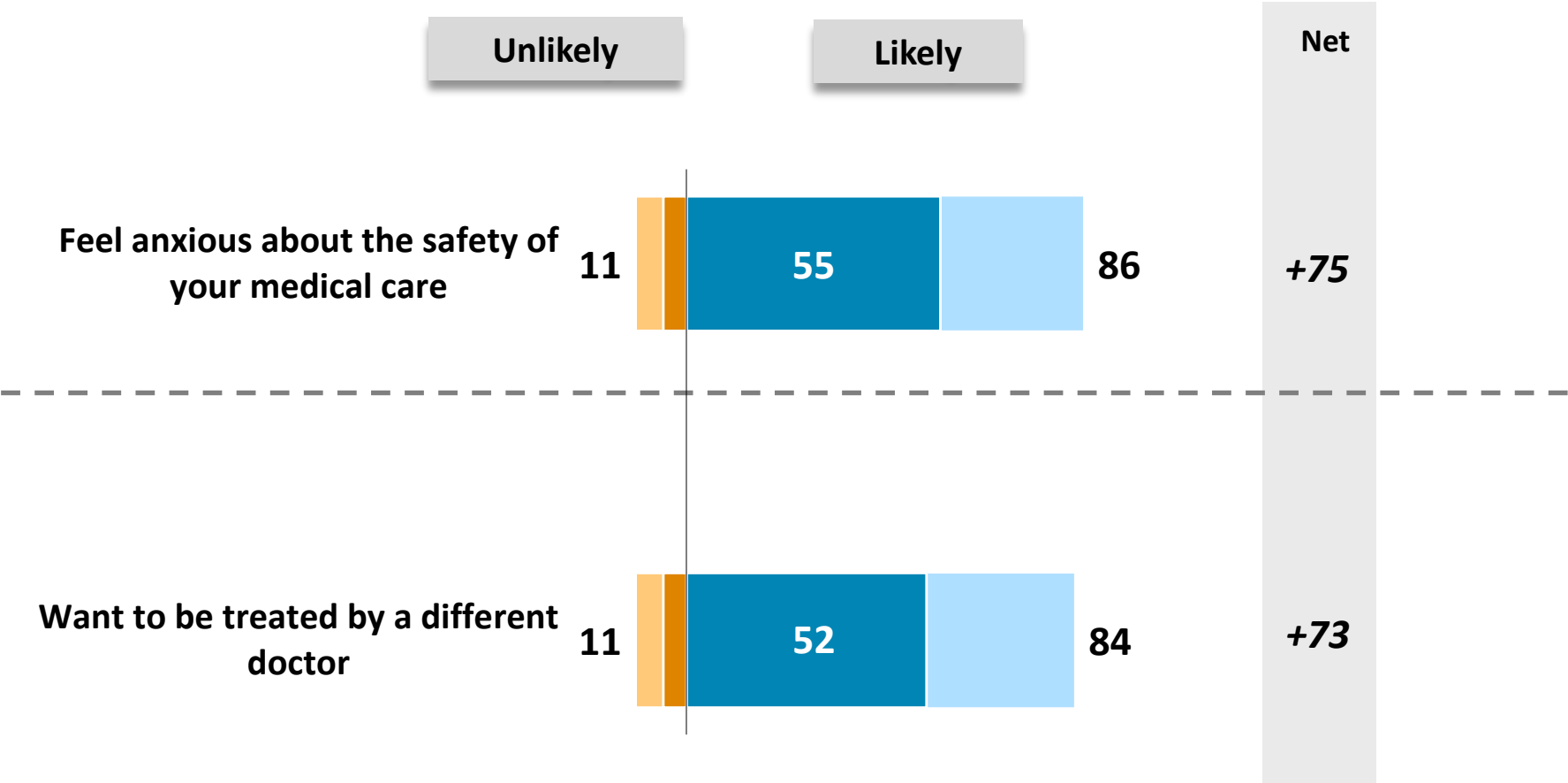
# Attitudes Toward Health Professional Work Limits

Americans overwhelmingly support work limits for medical residents. The vast majority of respondents oppose a proposal to eliminate the 16-hour shift limit for first-year residents. Similarly, the vast majority want to reduce the number of hours that second-year residents can work at one time.



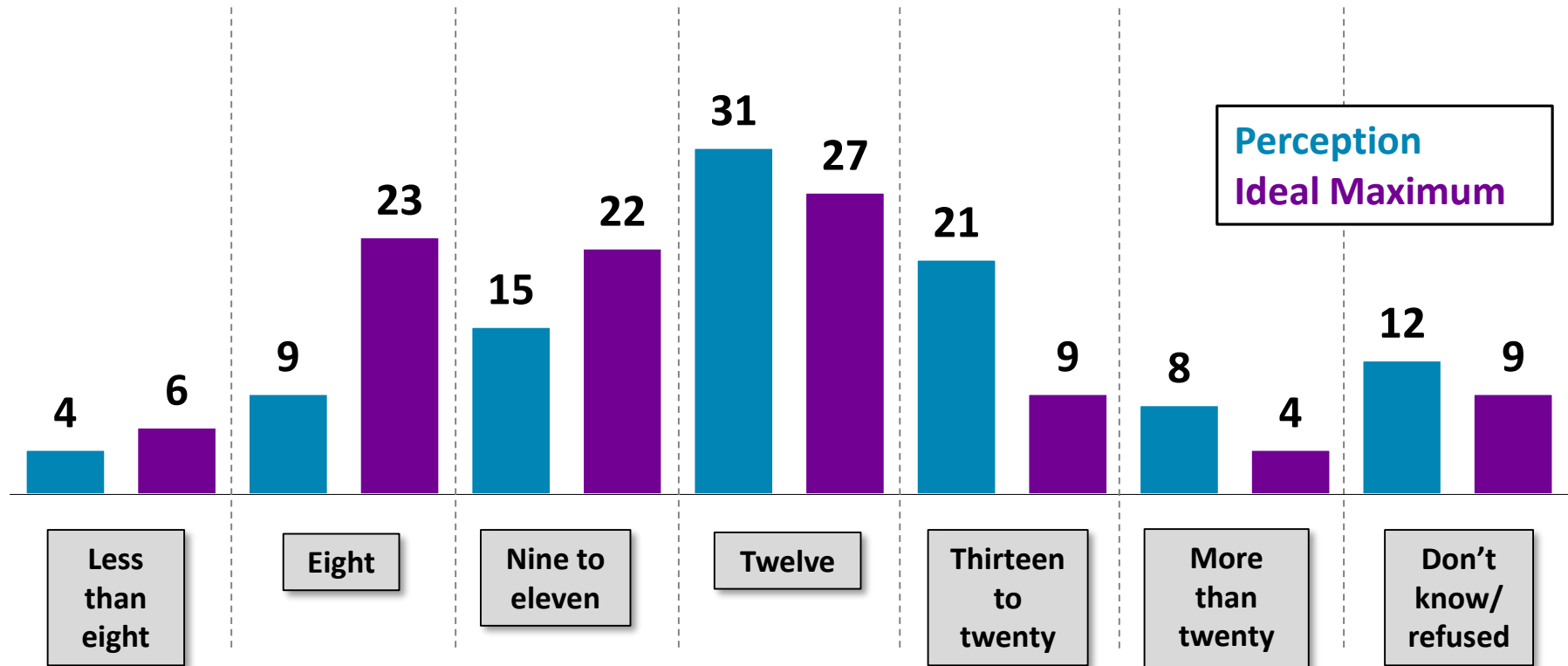
Knowing that their doctor has been on duty for more than 16 hours without sleeping makes people anxious and want to be seen by a different doctor.

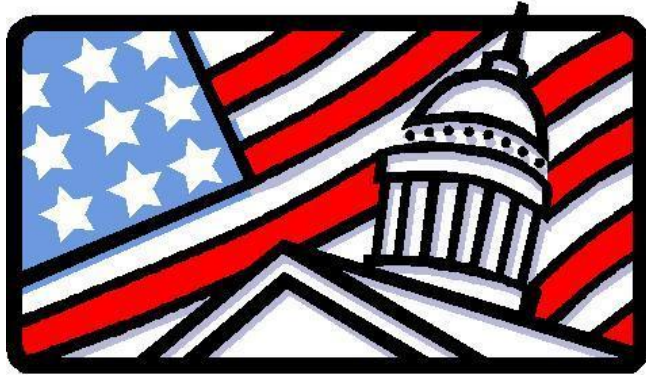
**Reaction to Knowing Doctor Had Been on Duty for More than 16 Hours**



While most people think medical residents are working 12 to 20 hour shifts, a large majority think shifts should be a maximum of 12 hours or less.

**Perception of Typical Medical Resident Shift Length**  
**vs. Ideal Maximum Shift Length**

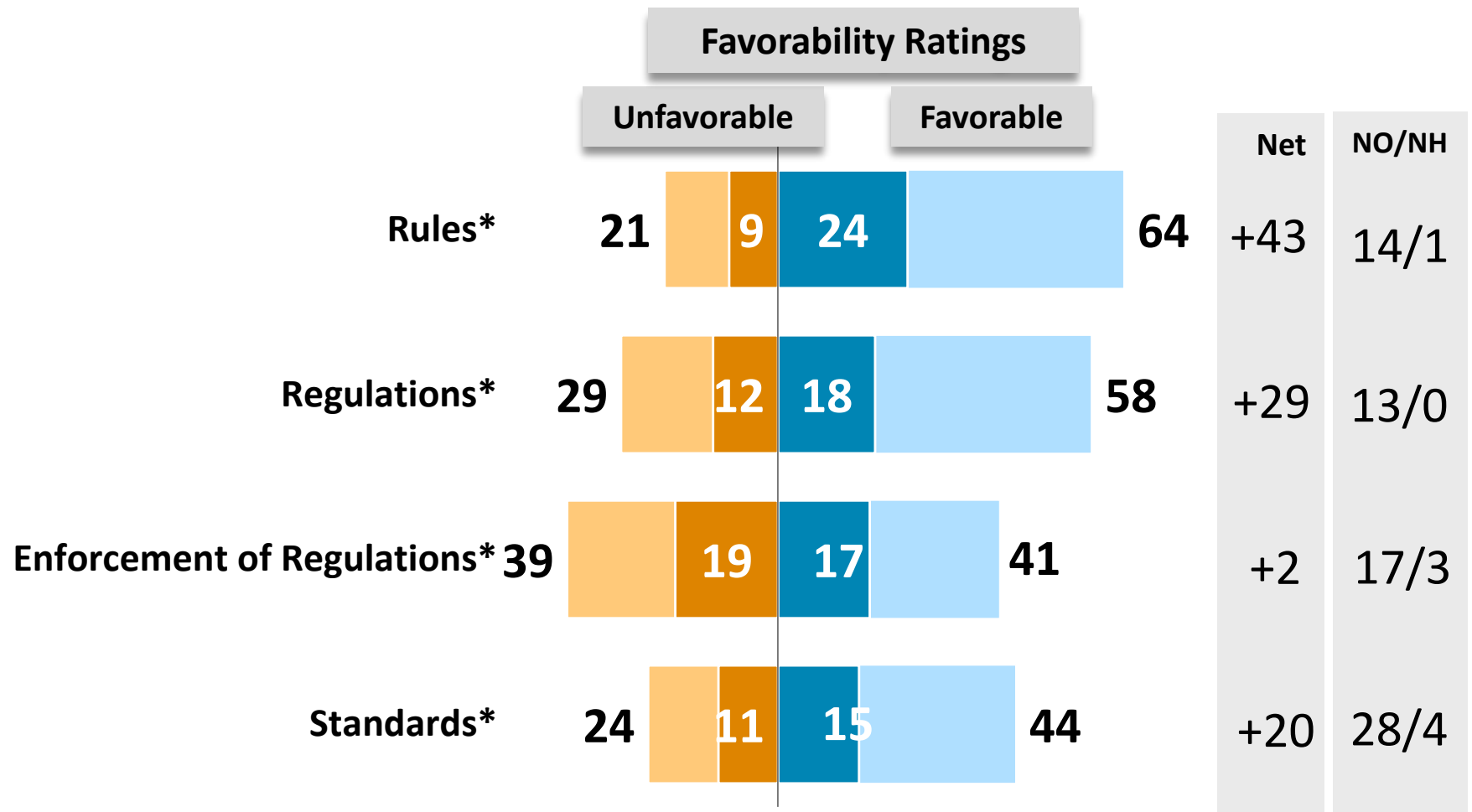




# Attitudes Toward Safety and Health Regulation



Despite claims that the public does not view regulations favorably, these data provide a very different picture: a solid majority view “rules” and “regulations” favorably.

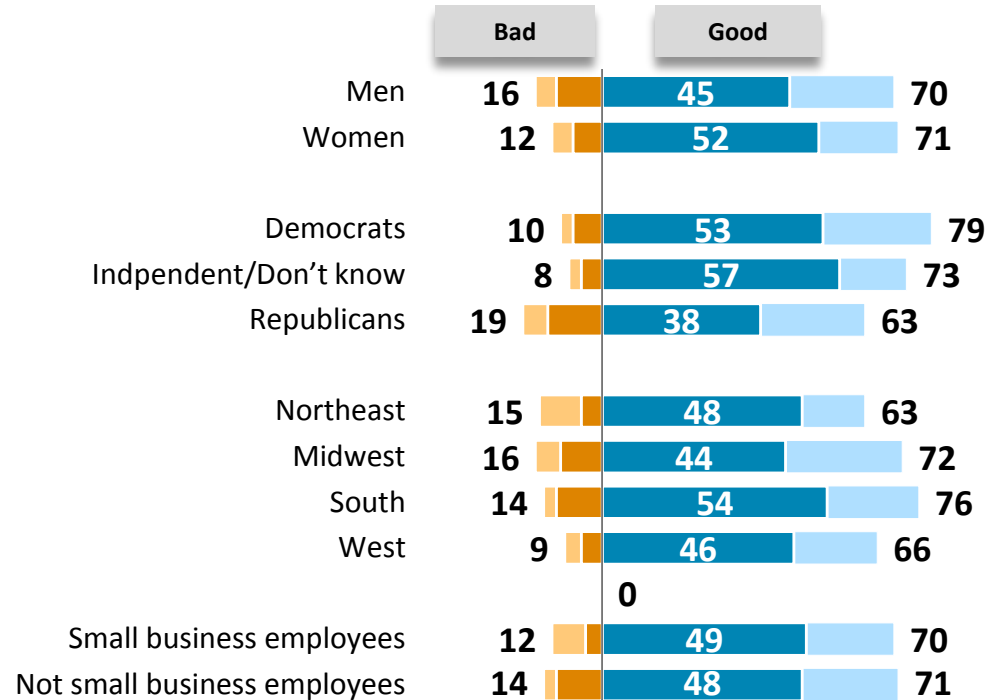
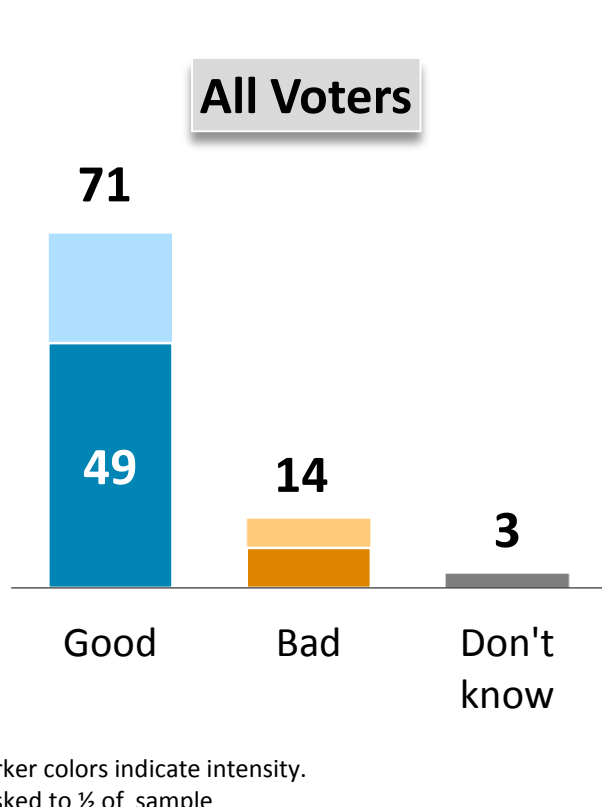


\*Asked to ½ of the respondents

Q14-17: Now I'd like to ask you about some public figures or institutions. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of the person, or if you don't know enough about that person to have an impression, just say so and we will move on.

Seven-in-ten voters, including commanding majorities of every major subgroup, believe that increased enforcement of the nation's laws and regulations is a good thing.

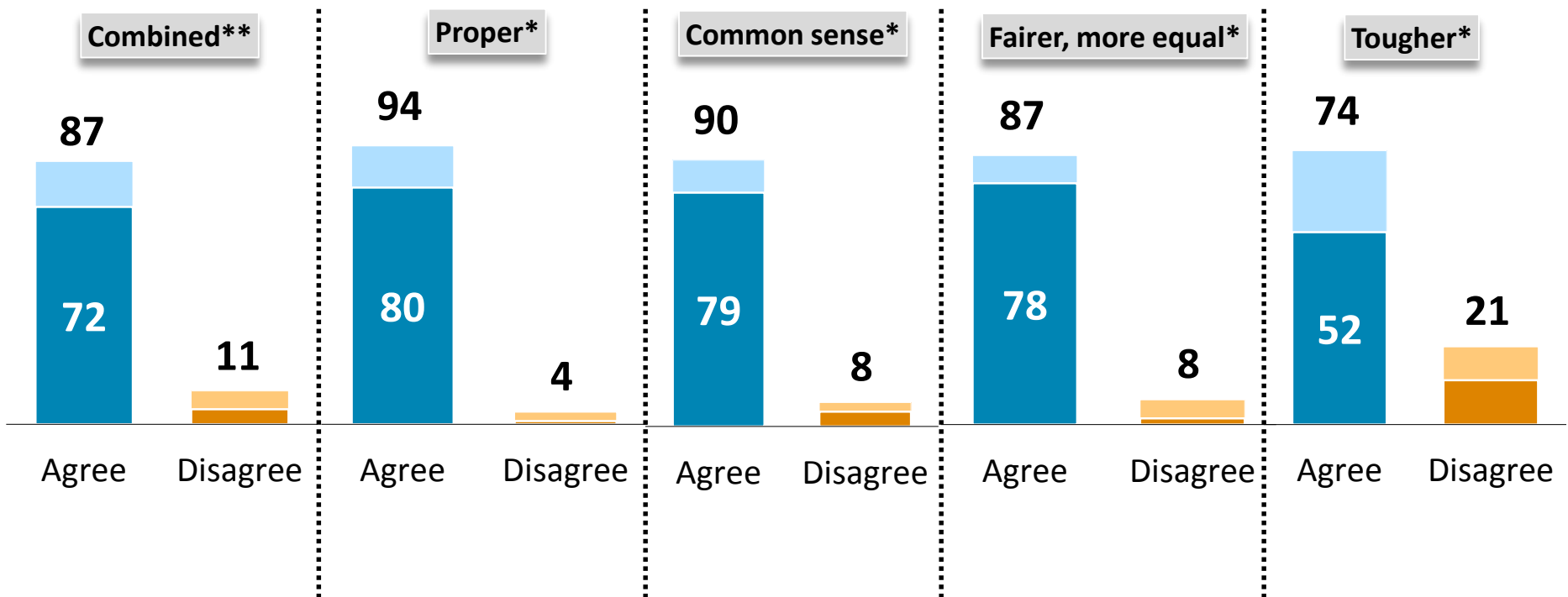
## Perception of Increased Enforcement of National Laws and Regulations\*



Q27. Generally speaking, do you think that increased enforcement of our national laws and regulations is a good thing or a bad thing? [IF GOOD/BAD] And do you feel that way strongly, or not-so strongly?

Voters express near-unanimous support for increased enforcement of laws and regulations regardless of the words used to describe enforcement. While intensity for “tougher” enforcement drops, it is still above 50% and draws the support of three-quarters of voters.

### Enforcement of our Laws and Regulations



Darker colors indicate intensity.

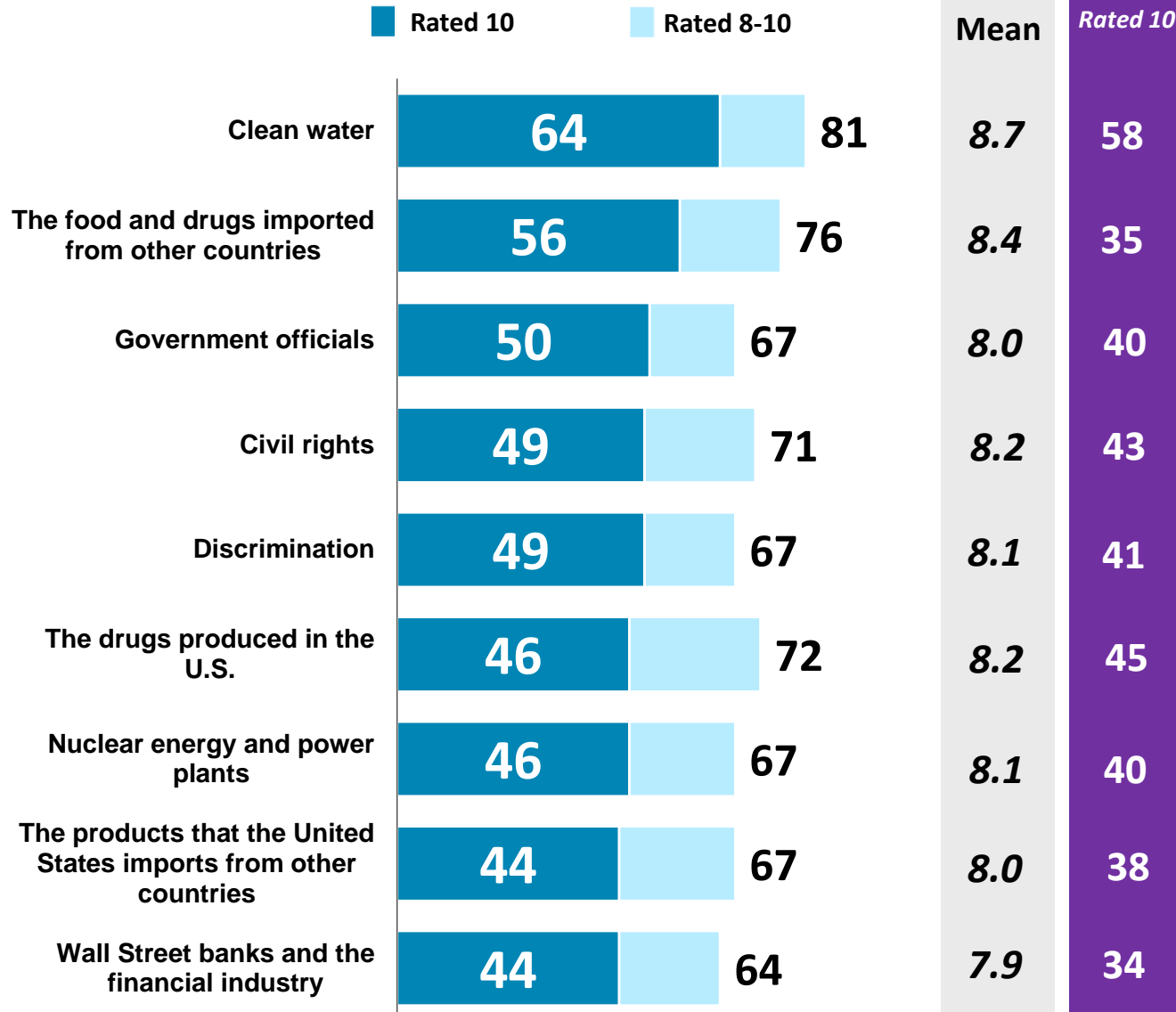
\*Asked to ¼ of sample

\*\*Combined results from Q23-26

Q: Do you agree or disagree with this statement: we need [INSERT WORD] enforcement of our laws and regulations in the U.S.? And do you feel that way strongly or not-so strongly.

## Importance of Enforcing – First Tier

Regulation that affects Americans' health and safety is viewed as the most important type – including regulations that assure clean water and those that control food and pharmaceutical drugs.



Q: Now, I am going to read you a list of entities where enforcement of laws and regulations can take place. For each entity, please tell me how important you think enforcement of laws and regulations is, using a scale from 0 to 10 with 10 meaning you think enforcement is extremely important, 0 meaning you think it is not important at all, and 5 meaning you don't know or are undecided. You can be anywhere in between. If you're unsure about a particular item, just say so, and we'll go on.



# MESSAGING ON REGULATION

### Base (21% of voters)

- Strongly believe increased enforcement of nation's laws and regulations is a good thing
- Say the enforcement of our laws and regulations in the U.S. generally works/succeeds
- Disagree that excessive regulation is costing Americans money and costing the economy jobs
- More likely to be female, Democrat, and residents of the Northeast than counterpart groups and electorate overall

### Persuadables (63% of voters)

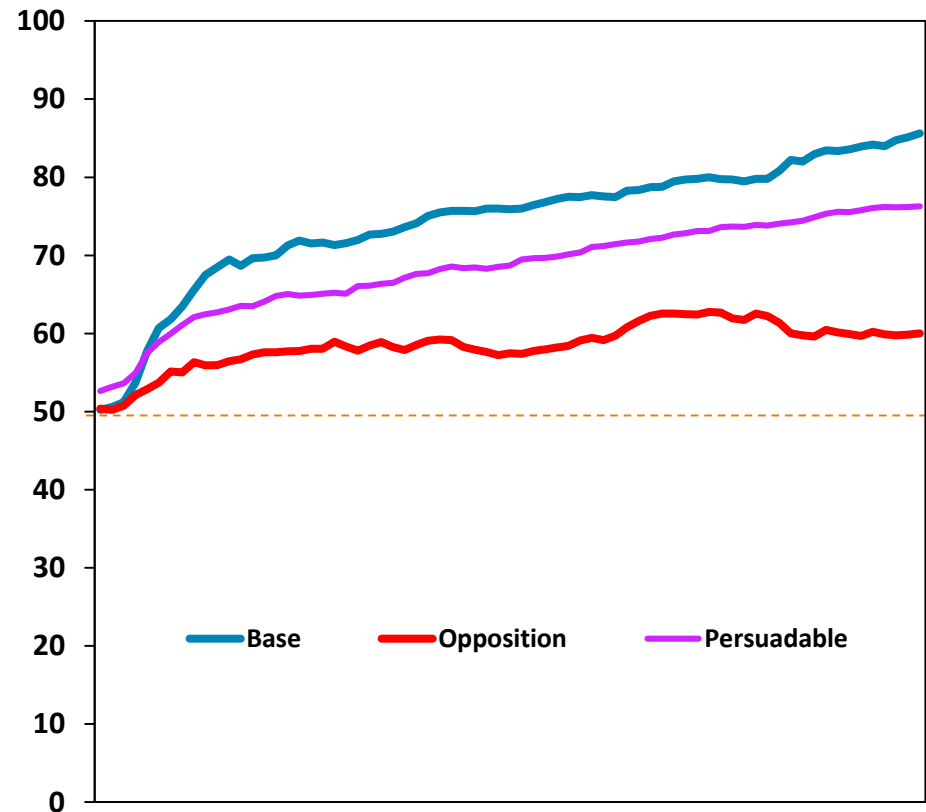
- Hold conflicting and sometimes contradictory positions with regards to their perceptions of—and support for—increased enforcement of laws and regulations
- Support enforcement, but worry about potential for excessive regulations to cost Americans money and jobs
- More closely mirror popular vote margin in 2016 vote, but skew more likely to be comprised of Millennials and from the West than all voters

### Opposition (16% of voters)

- Believe increased enforcement of nation's laws and regulations is bad—or at best only somewhat good
- See enforcement of our laws and regulations in the U.S. generally not working/failing more often than succeeding
- Agree that excessive regulation is costing Americans money and jobs
- More likely to be male, Republican, older, white and from the Midwest than electorate overall

# #1 Message on Regulation – Safeguarding Americans w/ Examples

Enforcement of our laws is about safeguarding Americans. And when done properly, enforcement can prevent economic catastrophe, protect our health, and save lives. When enforcement of public protections is neglected, the results can be disastrous. In 2013, an **explosion at a small fertilizer facility in West, Texas killed 15 people, including 12 first responders, and destroyed 3 schools, a nursing facility, and hundreds of homes.** In 2014 an estimated **10,000 gallons of toxic chemical waste leaked from a private storage facility into a West Virginia river due to lax enforcement.** The leak contaminated the drinking water supply of over 300,000 residents, putting pregnant women, seniors, and children at risk. The water system **hadn't been tested in over a decade, and warnings of contamination were ignored.** We need strong and improved enforcement to prevent deadly situations like these from threatening American communities. **Tough but fair enforcement of our laws helps keep Americans safer from physical and economic harm.**



## Strengths of Our Side

Protect health, save lives

Big corporations promoting profits above the health and safety of Americans

Big corporations, not just ordinary Americans, need to be held accountable for their actions

System is out of balance, favoring the wealthy and powerful over ordinary Americans

Industry lobbyists are easily able to buy politicians

Effective enforcement of regulations can create jobs & good wages

Benefits of fair regulation far exceed the costs

## Strengths of the Opposition

Regulations often put too much power in the hands of a few out of touch bureaucrats

Case studies are isolated examples not indicative of a systemic problem, and more government is not the answer





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