



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

September 27, 2007

TO: Clients and Friends

FROM: Bob Moore & Hans Kaiser

RE: National Views on Health Insurance Coverage

Our recent survey of voters nationwide found fully 88% of voters are currently covered by health insurance and the vast majority (72%) is satisfied with their coverage. Nonetheless, the majority of voters in the country believe most people in their community lack adequate health insurance coverage. Finally, we explored voter preference for a market driven vs. universal health care plan, and found the market driven plan is preferred by a narrow majority.

Health Insurance Coverage

Fully 88% of American voters report they and their family are currently covered by health insurance. (Insurance coverage is slightly lower for the general population than the voting population. The U.S. Census Bureau reports 84.2% of the population has health insurance coverage.)

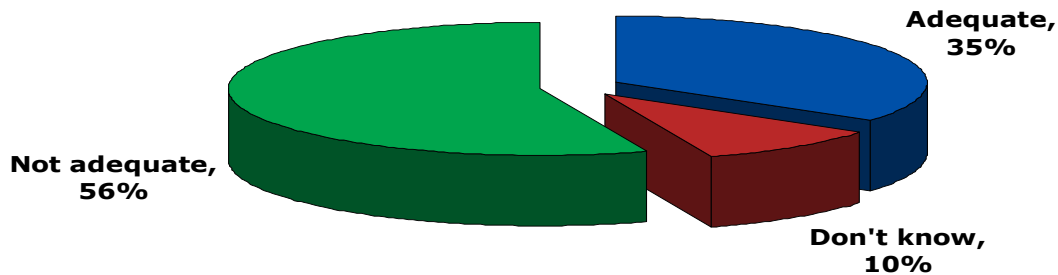
Health insurance coverage increases with age, with 79% of voters age 18-29 reporting they have coverage, compared to 88% of voters age 30-64 and 94% of seniors. Income is also a factor, with 71% of voters in households earning \$20,000 or less annually reporting they have health insurance coverage, compared to 81% of voters in households with incomes of \$20,000-\$39,000, and 92% of those in households earning \$40,000 or more. There are no significant differences in coverage by party affiliation.

Perhaps surprising to some, there is widespread satisfaction with health insurance coverage today. Fully 72% describe themselves as satisfied with their current health insurance coverage (42% very satisfied), compared to just 14% who are dissatisfied with their current coverage. Wide majorities in all subgroups are satisfied with their coverage, although satisfaction is higher among seniors than among younger voters, and Republicans are more widely satisfied than Democrats or Independents. Satisfaction with health insurance coverage also increases with income (58% of voters in lower income households are satisfied, compared to 84% who are satisfied in households earning \$100,000 or more).

Despite wide levels of satisfaction with health care coverage today (72% with coverage are satisfied), the majority of voters (56%) believe most people in their community lack adequate health insurance coverage. Just 35% would describe most people in their community as having adequate coverage and 10% have no opinion.

Health Insurance Coverage: I'm Okay, You are Not

"Do you believe most people in your community have adequate health insurance coverage, or not?"



Majorities of voters in households earning less than \$100,000 annually do not believe most people have adequate health care coverage today, but sentiment is divided among higher income households. By party, a plurality of Republicans believes most people have adequate health insurance coverage, but majorities of Democrats and Independents disagree.

Among voters not currently covered by health insurance coverage, fully 72% believe most people in their community are not adequately covered, compared to just 15% who say most have adequate coverage. Even among those who are covered by health insurance, a majority believes there is not adequate coverage for most people in their community.

Market Driven Health Care vs. Universal Health Care

Today, 51% of voters prefer a market driven plan in which everyone can choose the coverage they want, mandates are reduced and tax incentives are given to businesses that provide health insurance to their employees, while 40% prefer a universal health care plan paid for and managed by the government, that covers everyone. The remaining 8% have no opinion.

The market driven plan is favored by men age 30 and older and women of all ages, Republicans, voters in households with annual incomes of \$60,000 or more, and voters with children living at home. At the same time, a universal health care plan is favored by Democrats, voters in households earning less than \$60,000 annually and men age 18-29.

"In your opinion, which one of the following is the best way to address the health care needs of people in the country today?"

A universal health care plan paid for and managed by government, covering everyone, OR	40%
Don't know	8%
A market driven plan in which everyone can choose the coverage they want, mandates are reduced and tax incentives are given to businesses that provide health insurance to their employees	51%

The telephone survey was conducted by Moore Information, August 25-27, 2007 among a representative sample of 1,000 registered voters nationwide. The potential sampling error is plus or minus 3% at the 95% confidence level.

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