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MEMORANDUM

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To: Interested Parties

MICHAEL J. PERRY
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From: Celinda Lake, David Mermin, Dan Spicer; Lake Research Partners

DAVID MERMIN
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Subject: Key Colorado Highlights from Herndon Alliance presentation

DR. ROBERT G. MEADOW
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Date: November 29, 2007

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Below we provide a brief summary of key lessons from our recent research¹ on health care in Colorado including a comparison to results nationwide.

JOSHUA ULIBARRI
Vice President

Key Colorado Findings

RICK A. JOHNSON
Vice President

In general, Colorado is the most Republican-leaning state oversampled, and they are consistently the toughest voters of the three oversampled states. They are very concerned about quality and too much government control, and both begin and end the survey more skeptical of Guaranteed Affordable Choice (GAC) than voters in the other states or the nation as a whole. While on some health care reform issues tested in our survey they agree with voters nationwide, Coloradoans vary to some degree from national attitudes on the following issues:

TRESA UNDEM
Vice President

- Whereas over two-thirds of all voters to favor health care access for all Americans, even if it means higher taxes or a major government role, Colorado voters are somewhat less supportive. In Colorado, 64% of voters favor health care access for all Americans even if it means an increase in taxes (compared to 69% nationwide), and 60% favor health care access for all Americans even if it means a major role for the federal government (66% nationwide).
- More skeptical about GAC compared to voters nationwide, 61% of Colorado voters initially support a short, general description of GAC (67% support it nationwide). Though support increases once they receive additional information, Colorado voters remain less supportive than voters nationwide, with support increasing to 69% (compared to 75% nationwide).

¹ Research included a total of 10 June and July 2007 focus groups in Orlando, Florida; Columbus, Ohio; Concord and San Diego, California; and Denver, Colorado. A survey was also conducted among 1000 likely 2008 general election voters nationwide, with additional surveys conducted in California, Ohio, and Colorado (500 total in each of these three states). Survey was conducted September 15-27, 2007. The margin of error is +/- 3.1% on the national sample, +/- 4.4% in each of the three oversample states.

- In fuller descriptions of GAC with and without a short paragraph activating key health care values, Colorado voters also provided lower levels of support (60% favor among Colorado voters vs. 65% nationwide on a description without rhetoric; 62% favor in Colorado vs. 68% nationwide on a version with values rhetoric).
- The most compelling aspect of GAC for Colorado voters is that insurers would not be able to deny coverage to people with pre-existing conditions (71% find that convincing, including 58% who say it is very convincing). It is also very important for voters to hear that all plans would be required to include a standard package of benefits (73% convincing; 50% very).
- Colorado voters are less optimistic about the quality of their health care relative to voters nationwide. While 30% believe the quality of their health care will improve as a result of GAC (41% nationwide), 22% believe it will decrease (14% nationwide).
- Using a 5% employer/3% employee payroll tax to finance health care reform, discounted to 3% for small business, is marginally more acceptable to Colorado voters than a 4%/8% payroll tax with 4% for small business (41% find the 3%/5%/3% payroll tax structure acceptable vs. 39% who find the 4%/8%/4% payroll tax structure acceptable). A 3% income tax increase with a 12% increase for those earning less or more than \$200,000 is also seen as reasonable—slightly more so than for voters nationwide (50% acceptable in Colorado vs. 43% nationwide).
- Colorado voters are very concerned about the impact of GAC on small business (and consequently on jobs), with 54% finding a bad-for-small business attack compelling (53% nationwide) vs. just 32% who side with the pro-GAC position that this GAC is good for small business (36% nationwide).
- The big government bureaucracy attack is more effectively rebutted in Colorado by pointing out the waste and inefficiency of the current system (44% for the bureaucracy attack vs. 41% for the pro-GAC position) compared to nationwide, where a plurality of voters side with the attack position (48% for the bureaucracy attack vs. 39% for the pro-GAC position).
- Colorado voters’ level of support for GAC after attacks remains somewhat lower than for voters nationwide (56% in favor in Colorado vs. 62% nationwide).

