

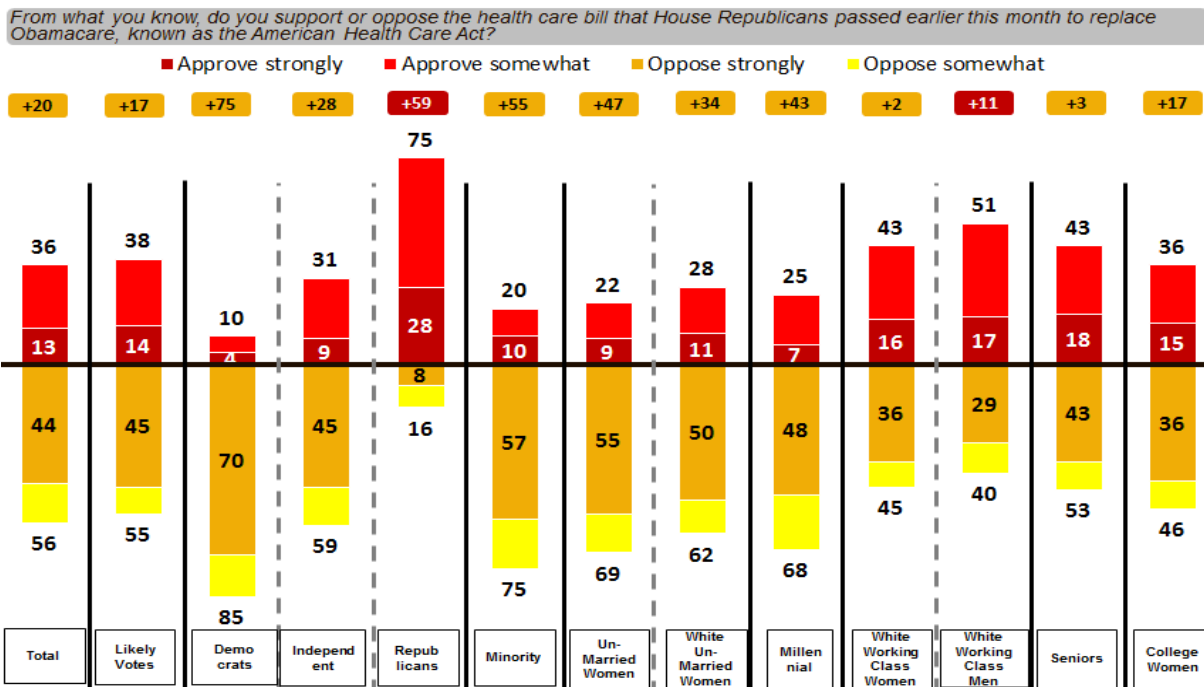
Date: June 23, 2017

To: Advocates for stronger health care

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Three pieces of advice for taking on the GOP health care bill

New *Democracy Corps* surveys on behalf of *Women's Voices. Women Vote Action Fund* show a country deeply opposed to the health care plan passed by the House and now mirrored in the version under discussion in the US Senate.¹ Opposition to the GOP health care bill outpaces support two-to-one with registered and likely 2018 voters and independents nationally, with almost half of the country opposing it “strongly.” But with the right information and lines of attack, Democrats can broaden and deepen opposition to the GOP replacement plan bill even further.



¹ These results are the first to be released from an innovative phone and on-going panel research program for *Women's Voices. Women Vote Action Fund* to deeply understand the diversity of America and the potential to shape the electorate and outcome in 2018. It is the first in a series of three waves of 1,000 national registered voter phone surveys with accompanying 4,000 registered voter web-surveys among a panel of minorities, millennials, unmarried women and white non-college educated women (the RAE+). The national phone survey of 1,000 voter-file matched registered voters with 65 percent of respondents reached on cell phones was conducted May 21-June 5, 2017. The voter-file matched RAE+ panel of 4,000 registered voters was conducted online May 31-June 13, 2017.

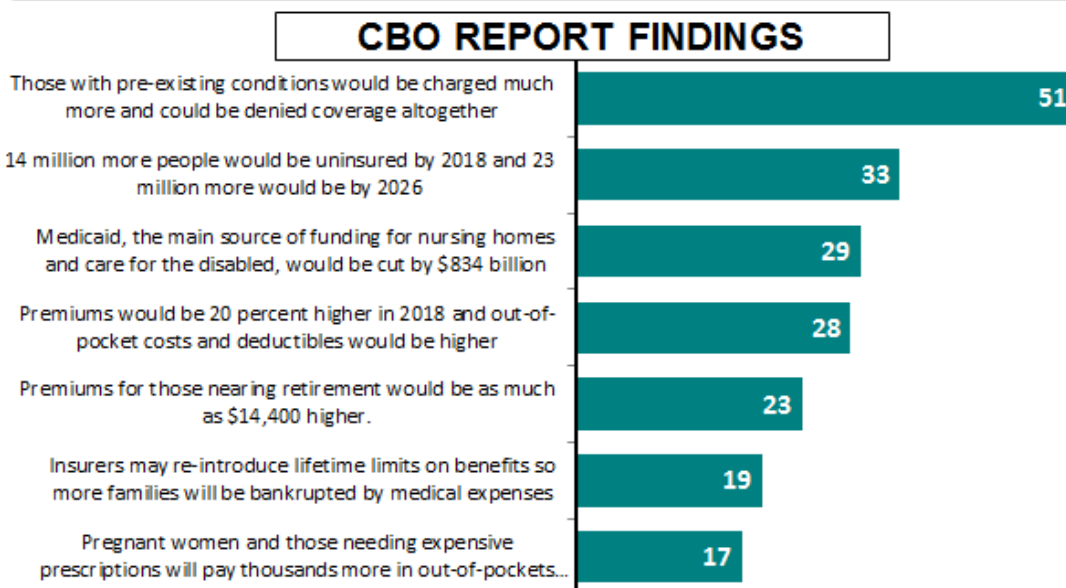


After three elections campaigning on replacing Obamacare, Republicans are not all that enthusiastic about the alternative, while three-quarters of Democrats are *strongly* opposed. It is opposed by three-quarters of minorities and two-thirds of unmarried women, college educated women and millennials. Even seniors and white working class voters don't back this bill as just as many oppose as support it.

What do voters dislike about the proposed replacement and what lines of attack have the greatest potential impact? For that, we tested the reactions of a 4,000 registered voter sample of African Americans, Hispanics, unmarried women, millennials and white working class women. These are voters who have disappointed Democrats to varying degrees in terms of turnout and vote, particularly in off-years but also in 2016 when some of them gave a plurality of their votes to Trump. **Here are our three pieces of advice for building a backlash against the GOP health care bill:**

1. **Talk about the parts of the bill that most concern voters:** Just providing the CBO facts about the Republican replacement bill was enough to shift opposition to the bill 10 points further. How the bill will allow those with pre-existing conditions to be charged much more and to be denied coverage was the single most concerning feature of the bill by far.

These are some of the effects of the House Republican's bill to replace Obamacare, according to analysis by the non-partisan Congressional Budget Office. Which TWO raise the most serious doubts in your mind about the Republican health care bill?

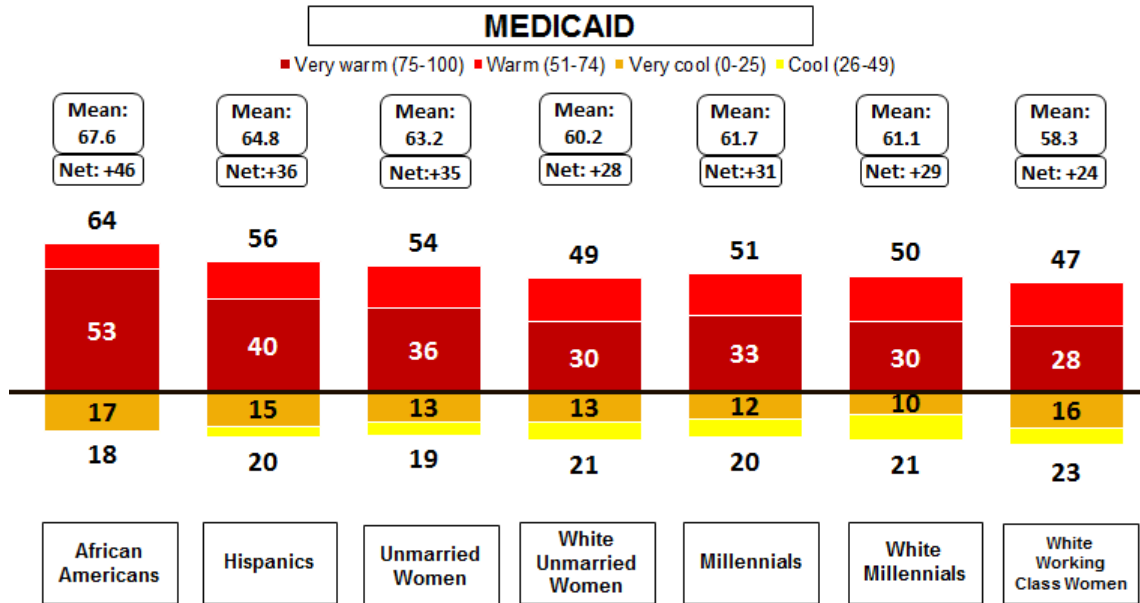


Among those voters who shift to oppose the Republican bill, their top concerns are the loss of coverage for those with pre-existing conditions (a top concern of 52 percent of those who shifted to oppose the AHCA), the higher premiums and out-of-pockets costs (top concern of 33 percent), and particularly Medicaid cuts that would hurt the elderly and disabled (31 percent).

It is important to note that the country feels very favorably about Medicaid as a program; indeed, only 21 percent hold unfavorable views. Even white working class women view it favorably by a two-to-one ratio. When informed that the Trump health care bill and budget would cut more than \$1.6 billion from Medicaid, half of the panel respondents say this would be harmful to society or to their family directly.



Please rate your feelings toward some people and organizations.



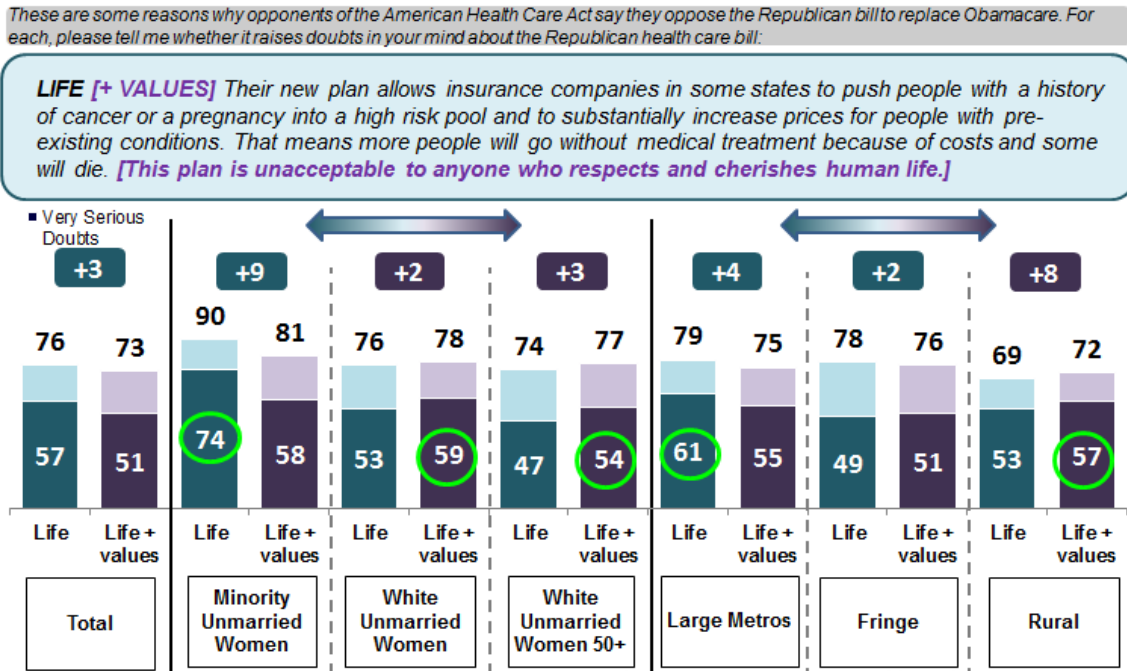
- Message attacks on the health care bill that make reference to our values.** Message attacks produce as big a shift (+11 points more opposed), but *only* when they are combined with a statement of the values at issue (see the sentences in purple below). We tested a number of attacks, all of them raising “very serious” doubts with half who heard them. The strongest attack is elemental – it will push people with pre-existing conditions to go without treatment and “some will die” – and that is unacceptable to “anyone who respects and cherishes human life.”

These are some reasons why opponents of the American Health Care Act say they oppose the Republican bill to replace Obamacare. For each, please tell me whether it raises doubts in your mind about the Republican health care bill:



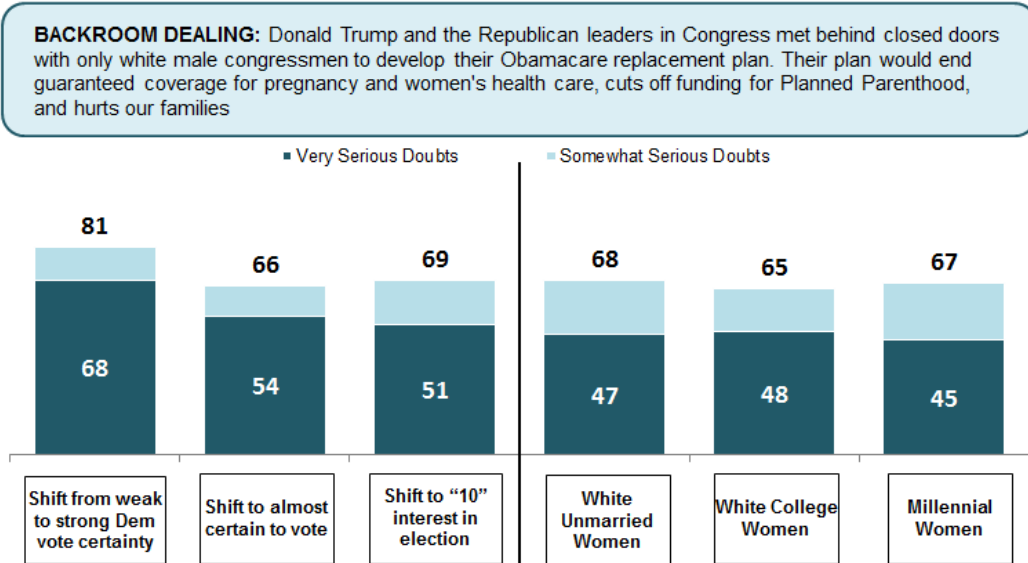


Importantly, including values in this debate carried the attack to older white unmarried voters and those in rural areas, for example.



3. Message attack on Trump & Republicans over process. We tested a number of attacks on Trump and Republicans in this poll. An attack on Republicans for the backroom dealing in the production of this bill was a top attack among many persuasion targets and those who shift in intensity and interest in voting. It should also be part of Democratic messages to consolidate support and motivate supporters to action and ultimately, to vote.

Here are some things that critics are saying about what Donald Trump and the Republicans are doing. For each one, please tell me if it raises very serious doubts, serious doubts, minor doubts, or no real doubts in your mind.





The power of these lines of attack. Voters clearly hate this Republican health care attempt and the arguments against the plan – either with CBO facts or with attacks that talk about how many will die and our values – shift voters to oppose it with even more fervor. Who would have thought it was possible? Not only do they hate every aspect of the bill itself and what it would do, they are also upset that it was written in secret by a group of men seemingly determined to put the health care of so many women and families at risk.

