

TOPLINE AND METHODOLOGY

Taking the Pulse: Where Americans Agree on Improving Health Care

A Hidden Common Ground Report

Washington, DC, February 5, 2020 – This report draws on a Public Agenda/USA Today/Ipsos Hidden Common Ground nationally representative survey of American adults as well as four focus groups exploring the views and values of the American public on health care, including how much change people think the health care system needs, their goals and priorities for changing it, and their views on various proposals for doing so.

The research finds that nearly all Americans across the political spectrum want the health care system to change. Even people who currently have what they consider to be satisfactory health insurance nonetheless think the system needs substantial change. Americans across party lines also largely agree on what the goals for the health care system ought to be -- starting with making it more affordable and ensuring that people are not penalized for pre-existing conditions.

Republicans and Democrats differ from each other on how to achieve those goals somewhat, while people who identify as Independents and those who have no political affiliation typically fall somewhere in between. Few of these differences involve huge or unbridgeable gaps. Moreover, for each of the four approaches to health care reform that this survey asked people to consider (see Finding 3), around a quarter of Americans say they do not have enough information to give an opinion, suggesting that there is substantial room for public opinion to evolve as people learn more.

The main findings from this research are:

1. Americans across political affiliations are calling for substantial changes to the health care system, including those who are satisfied with their current insurance.
2. Americans across the political spectrum share many of the same goals for health care, beginning with making it more affordable for ordinary people -- perhaps because half of Americans have experienced serious financial difficulties due to health care or know someone who has. Other important shared goals include covering pre-existing conditions and covering long-term care.
3. The survey asked people to consider four approaches to health care reform. Of those, a public option-type plan is supported by a majority of Democrats while Republicans are split on it. A Medicare for All-type plan is also popular with Democrats but opposed by most Republicans. A market-based approach appeals to about half of Republicans and a plurality of Democrats. Giving states more responsibility for health care garners the least support overall.

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4. As people grapple with the four approaches, common ground on protecting people with pre-existing conditions emerges strongly. Democrats are more comfortable with using tax increases to fund health care and with a larger role for the federal government than Republicans are, while Republicans particularly value consumer choice.

Given the public's desire for substantial change in health care, findings from this survey suggest that leaders should focus pragmatically on achieving the many goals that attract strong cross-partisan agreement. While partisanship plays a role in influencing how people believe these goals should be achieved, findings from this research provide an outline for a workable public conversation about improving health care in the United States. It is our hope that this report, along with the other Hidden Common Ground activities that accompany it, can help focus, frame, stimulate, and contribute to that conversation.

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For full results, please refer to the following questionnaire.

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Public Agenda/Ipsos Poll: Common Ground Wave 2 Health Care

Conducted by Ipsos Public Affairs' KnowledgePanel®

A survey of Americans (ages 18+)

Interview dates: December 19-26, 2019

Number of interviews: N=1,020

Number of interviews: those who self-identify as Republican N=286

Number of interviews: those who self-identify as Democrat N=355

Number of interviews: Independent (Independent + Another party) N=249

Number of interviews: Apolitical (No preference + Skipped) N=130

Margin of error among total: +/- 3.3 percentage points at the 95% confidence level

Margin of error among Republicans: +/- 6.2 percentage points at the 95% confidence level

Margin of error among Democrats: +/- 5.7 percentage points at the 95% confidence level

Margin of error among Independents: +/- 6.7 percentage points at the 95% confidence level

Margin of error among Apolitical: +/- 9.5 percentage points at 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

1. As you may know, there are several proposals to make changes to the nation's health care system. In general, which of the following comes closest to your opinion about the country's current health care system overall?

	Total	Republican	Democrat	Independent	Apolitical
Leave it the way it is	7	8	4	4	14
Make <u>minor</u> changes to improve it	30	32	31	30	20
Make <u>major</u> changes to improve it	40	36	50	34	35
Redesign it completely	22	24	14	31	27
Skipped	1	1	*	1	5

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2. In order to achieve a health care system that provides affordable, high-quality care for all Americans, which of these do you think needs to be improved the most?

	Total	Republican	Democrat	Independent	Apolitical
Health <u>insurance</u> (e.g., premium and deductible costs, coverage options, affordability)	30	39	27	30	21
The health care system (e.g., quality of care, accessibility of doctors and hospitals, access to care)	9	8	11	8	6
Both equally	60	51	63	61	70
Skipped	1	1	*	*	3

3. In the past 12 months, how much contact have you had with the health care system, including visits to doctors, hospitals, urgent care, emergency rooms, tests, and procedures?

	Total	Republican	Democrat	Independent	Apolitical
A lot	21	20	21	23	19
Some	44	44	45	48	32
Not much	27	31	26	20	29
None at all	9	5	7	9	18
Skipped	*	-	-	-	1
<i>A lot + Some (Net)</i>	<i>65</i>	<i>64</i>	<i>67</i>	<i>71</i>	<i>51</i>
<i>Not much + None (Net)</i>	<i>35</i>	<i>36</i>	<i>33</i>	<i>29</i>	<i>48</i>

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4. In order to improve health care in the United States, how important are the following to you?

Summary	Total	Republican	Democrat	Independent	Apolitical
	Total Important	Total Important	Total Important	Total Important	Total Important
Lowering the cost of prescription drugs	94	91	98	96	92
Improving the quality of health care	90	83	95	90	87
Making sure all Americans have health insurance coverage	85	72	95	83	87
Making sure all communities have access to enough doctors and hospitals	93	89	97	93	87
Covering treatment for mental health and addiction services	90	82	98	88	87
Covering long-term care for the elderly and disabled	94	91	98	94	89
Making sure people with pre-existing medical conditions can get affordable health insurance	94	90	98	95	88
Making health care more affordable for ordinary Americans	95	92	98	97	89
Making sure that lower-income people have about the same quality of basic care as higher-income people	90	84	97	87	88

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4. In order to improve health care in the United States, how important are the following to you?

Lowering the cost of prescription drugs	Total	Republican	Democrat	Independent	Apolitical
Very important	77	64	86	77	76
Somewhat important	18	26	12	19	16
Not too important	3	5	1	3	3
Not at all important	1	1	*	1	-
Don't know/Don't have enough information to say	2	3	1	-	4
Skipped	1	1	-	1	1
Total Important	94	91	98	96	92
Total Not Important	3	6	2	3	3

Improving the quality of health care	Total	Republican	Democrat	Independent	Apolitical
Very important	67	56	76	60	76
Somewhat important	23	28	20	30	11
Not too important	6	12	3	5	3
Not at all important	1	1	*	2	-
Don't know/Don't have enough information to say	3	3	1	3	7
Skipped	1	1	1	1	3
Total Important	90	83	95	90	87
Total Not Important	7	13	3	7	3

Making sure all Americans have health insurance coverage	Total	Republican	Democrat	Independent	Apolitical
Very important	64	35	84	58	75
Somewhat important	21	37	10	24	12
Not too important	8	15	4	8	2
Not at all important	3	6	1	5	1
Don't know/Don't have enough information to say	4	6	1	3	8
Skipped	1	1	*	1	3
Total Important	85	72	95	83	87
Total Not Important	11	21	4	14	3

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4. In order to improve health care in the United States, how important are the following to you?

Making sure all communities have access to enough doctors and hospitals	Total	Republican	Democrat	Independent	Apolitical
Very important	71	55	82	70	72
Somewhat important	22	34	15	23	15
Not too important	3	4	2	3	4
Not at all important	1	2	*	1	-
Don't know/Don't have enough information to say	3	4	1	1	6
Skipped	1	1	-	2	3
Total Important	93	89	97	93	87
Total Not Important	4	5	2	4	4

Covering treatment for mental health and addiction services	Total	Republican	Democrat	Independent	Apolitical
Very important	63	48	77	58	68
Somewhat important	26	35	21	30	20
Not too important	6	12	1	8	6
Not at all important	1	2	*	1	-
Don't know/Don't have enough information to say	3	3	1	1	6
Skipped	1	1	-	2	1
Total Important	90	82	98	88	87
Total Not Important	7	14	1	9	6

Covering long-term care for the elderly and disabled	Total	Republican	Democrat	Independent	Apolitical
Very important	73	66	81	66	76
Somewhat important	21	26	17	27	13
Not too important	3	5	1	3	3
Not at all important	1	1	*	1	2
Don't know/Don't have enough information to say	2	2	1	2	4
Skipped	1	1	1	1	3
Total Important	94	91	98	94	89
Total Not Important	4	6	1	4	5

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4. In order to improve health care in the United States, how important are the following to you?

Making sure people with pre-existing medical conditions can get affordable health insurance	Total	Republican	Democrat	Independent	Apolitical
Very important	80	67	90	79	82
Somewhat important	14	23	9	16	6
Not too important	3	4	1	2	4
Not at all important	1	3	*	1	1
Don't know/Don't have enough information to say	2	3	*	1	4
Skipped	1	1	*	1	3
Total Important	94	90	98	95	88
Total Not Important	4	7	1	3	5

Making health care more affordable for ordinary Americans	Total	Republican	Democrat	Independent	Apolitical
Very important	80	65	89	84	81
Somewhat important	15	27	9	13	8
Not too important	1	3	1	1	2
Not at all important	1	1	1	*	1
Don't know/Don't have enough information to say	2	3	1	1	6
Skipped	1	2	*	1	3
Total Important	95	92	98	97	89
Total Not Important	2	3	1	1	2

Making sure that lower-income people have about the same quality of basic care as higher-income people	Total	Republican	Democrat	Independent	Apolitical
Very important	68	48	84	60	77
Somewhat important	22	36	13	26	12
Not too important	5	9	1	6	5
Not at all important	2	2	1	3	*
Don't know/Don't have enough information to say	3	5	1	3	5
Skipped	1	1	*	1	3
Total Important	90	84	97	87	88
Total Not Important	6	11	2	9	5

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5. You listed the following as very important in the previous question. Which do you think should be the two biggest priorities for improving health care in the United States?

<i>Base: All respondents who ranked more than 2 options in Q4 as "Very important"</i>	Total (N=895)	Republican (N=223)	Democrat (N=344)	Independent (N=214)	Apolitical (N=114)
Lowering the cost of prescription drugs	31%	36%	26%	37%	26%
Improving the quality of health care	11%	14%	10%	11%	11%
Making sure all Americans have health insurance coverage	29%	11%	44%	29%	29%
Making sure all communities have access to enough doctors and hospitals	10%	11%	12%	9%	6%
Covering treatment for mental health and addiction services	8%	11%	6%	8%	6%
Covering long-term care for the elderly and disabled	13%	18%	11%	11%	9%
Making sure people with pre-existing medical conditions can get affordable health insurance	24%	25%	24%	22%	22%
Making health care more affordable for ordinary Americans	40%	38%	38%	50%	37%
Making sure that lower-income people have about the same quality of basic care as higher-income people	16%	8%	22%	10%	24%

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6. [“One” IF SHOWN FIRST] [“Another” IF NOT SHOWN FIRST] idea would create a new federal health insurance program that gives people a new option beyond what’s currently available in the private insurance marketplace. Any adult could buy into the program on a sliding scale (those with less money pay less, those with more money pay more).

Which of following comes closest to how you feel about this idea?

	Total	Republican	Democrat	Independent	Apolitical
It sounds very good to me, and I would support it	14	9	18	15	12
It sounds somewhat good to me, and I would probably support it	34	28	43	31	30
It does not sound very good to me, and I would probably not support it	14	21	10	18	9
It does not sound good at all, and I would not support it	12	17	8	16	8
Don't know/Don't have enough information to say	25	25	21	21	40
Skipped	*	-	*	1	1
Total Support	48	37	61	45	42
Total Not Support	27	38	18	34	17

6a. How would the following affect your feelings toward this idea?

Summary	Total		Republican		Democrat		Independent		Apolitical	
	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely
If people with pre-existing medical conditions would not pay more than others for health insurance or be denied coverage	57	11	48	14	70	9	56	13	42	8
If it would increase taxes for high-income Americans	38	20	19	39	57	10	35	23	28	6
If it would somewhat increase the size of an existing federal agency	12	26	7	45	20	12	7	38	10	9
If people would have the same choice of doctors as they do today	64	4	64	4	68	4	67	2	50	5

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6a. How would the following affect your feelings toward this idea?

If people with pre-existing medical conditions would not pay more than others for health insurance or be denied coverage	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	57	48	70	56	42
Neither more or less likely to support it	19	27	14	19	19
Less likely to support it	11	14	9	13	8
Don't know/Don't have enough information to say	12	10	7	12	31
Skipped	1	1	-	1	1

If it would increase taxes for high-income Americans	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	38	19	57	35	28
Neither more or less likely to support it	29	30	25	34	28
Less likely to support it	20	39	10	23	6
Don't know/Don't have enough information to say	13	10	8	8	37
Skipped	1	1	-	1	1

If it would somewhat increase the size of an existing federal agency	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	12	7	20	7	10
Neither more or less likely to support it	39	29	48	38	32
Less likely to support it	26	45	12	38	9
Don't know/Don't have enough information to say	23	18	20	16	48
Skipped	1	1	-	1	1

If people would have the same choice of doctors as they do today	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	64	64	68	67	50
Neither more or less likely to support it	20	22	17	23	16
Less likely to support it	4	4	4	2	5
Don't know/Don't have enough information to say	12	9	10	8	26
Skipped	1	1	0	1	2

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7. [“One” IF SHOWN FIRST] [“Another” IF NOT SHOWN FIRST] idea would create a single federal health insurance program that automatically covers all Americans, replacing all private and employer-provided insurance. This program would be completely free for individuals and families; instead, it would be paid for through taxes.

	Total	Republican	Democrat	Independent	Apolitical
It sounds very good to me, and I would support it	24	10	37	23	17
It sounds somewhat good to me, and I would probably support it	21	12	28	15	29
It does not sound very good to me, and I would probably not support it	12	16	8	18	6
It does not sound good at all, and I would not support it	23	45	6	31	9
Don't know/Don't have enough information to say	20	16	21	12	38
Skipped	1	*	*	1	2
Total Support	45	22	65	38	46
Total Not Support	35	61	14	50	15

7a. How would the following affect your feelings toward this idea?

Summary	Total		Republican		Democrat		Independent		Apolitical	
	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely
If everyone would be covered, regardless of age or if they have pre-existing medical conditions	61	10	39	18	79	3	57	16	61	2
If it would increase taxes for high-income Americans and could increase taxes somewhat for the middle class	26	35	8	55	43	17	27	49	20	22
If it would significantly increase the size of an existing federal agency	13	35	8	59	19	16	9	46	11	21
If it would make the health care system simpler by creating a single insurance provider	41	22	19	44	58	9	39	29	40	9

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7a. How would the following affect your feelings toward this idea?

If everyone would be covered, regardless of age or if they have pre-existing medical conditions	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	61	39	79	57	61
Neither more or less likely to support it	19	29	12	20	14
Less likely to support it	10	18	3	16	2
Don't know/Don't have enough information to say	10	13	6	6	22
Skipped	1	2	*	1	1

If it would increase taxes for high-income Americans and could increase taxes somewhat for the middle class	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	26	8	43	27	20
Neither more or less likely to support it	25	24	29	18	30
Less likely to support it	35	55	17	49	22
Don't know/Don't have enough information to say	13	13	11	6	27
Skipped	1	1	1	1	1

If it would significantly increase the size of an existing federal agency	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	13	8	19	9	11
Neither more or less likely to support it	32	19	46	30	25
Less likely to support it	35	59	16	46	21
Don't know/Don't have enough information to say	20	13	19	14	42
Skipped	1	1	-	1	1

If it would make the health care system simpler by creating a single insurance provider	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	41	19	58	39	40
Neither more or less likely to support it	18	21	16	21	16
Less likely to support it	22	44	9	29	9
Don't know/Don't have enough information to say	18	15	17	10	35
Skipped	1	2	1	1	1

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8. ["One" IF SHOWN FIRST] ["Another" IF NOT SHOWN FIRST] idea would use tax incentives to encourage people to save money for their health needs. It would also require doctors and hospitals to post prices clearly so people can shop for the best deal, and it would deregulate insurance companies to spur development of new, low-cost options like short-term, minimal-coverage, or high deductible policies.

	Total	Republican	Democrat	Independent	Apolitical
It sounds very good to me, and I would support it	15	18	12	19	12
It sounds somewhat good to me, and I would probably support it	31	37	29	32	24
It does not sound very good to me, and I would probably not support it	13	10	17	12	12
It does not sound good at all, and I would not support it	15	10	18	20	10
Don't know/Don't have enough information to say	25	26	24	17	41
Skipped	1	*	*	1	2
Total Support	46	54	41	51	36
Total Not Support	28	20	35	32	21

- 8a. How would the following affect your feelings toward this idea?

Summary	Total		Republican		Democrat		Independent		Apolitical	
	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely
If it would have no direct effect on anyone's taxes and would not increase the size of any federal agency	49	7	65	4	38	9	56	8	36	4
If people could decide for themselves whether to get health insurance, what kind of insurance to buy, and how much coverage they need	49	14	66	6	40	21	53	16	36	7
If it would mean that more people became uninsured	6	61	9	46	6	73	5	64	4	54
If people with pre-existing medical conditions might have to pay more for health insurance or could be denied coverage	6	66	10	57	5	78	7	67	2	54

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8a. How would the following affect your feelings toward this idea?

If it would have no direct effect on anyone's taxes and would not increase the size of any federal agency	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	49	65	38	56	36
Neither more or less likely to support it	25	19	34	22	21
Less likely to support it	7	4	9	8	4
Don't know/Don't have enough information to say	18	11	18	13	37
Skipped	1	2	1	1	2

If people could decide for themselves whether to get health insurance, what kind of insurance to buy, and how much coverage they need	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	49	66	40	53	36
Neither more or less likely to support it	23	18	27	19	26
Less likely to support it	14	6	21	16	7
Don't know/Don't have enough information to say	14	10	12	12	29
Skipped	1	1	-	1	2

If it would mean that more people became uninsured	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	6	9	6	5	4
Neither more or less likely to support it	20	30	12	24	15
Less likely to support it	61	46	73	64	54
Don't know/Don't have enough information to say	13	15	9	7	25
Skipped	1	1	*	1	2

If people with pre-existing medical conditions might have to pay more for health insurance or could be denied coverage	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	6	10	5	7	2
Neither more or less likely to support it	16	21	11	18	14
Less likely to support it	66	57	78	67	54
Don't know/Don't have enough information to say	11	11	7	6	28
Skipped	1	1	-	1	2

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9. [“One” IF SHOWN FIRST] [“Another” IF NOT SHOWN FIRST] idea would shift more responsibility, resources and authority for health care reform from the federal government to the states. State policymakers could then decide on the reforms that would make the most sense for their residents.

	Total	Republican	Democrat	Independent	Apolitical
It sounds very good to me, and I would support it	9	12	8	11	5
It sounds somewhat good to me, and I would probably support it	27	34	29	23	15
It does not sound very good to me, and I would probably not support it	18	17	18	22	16
It does not sound good at all, and I would not support it	19	14	23	24	11
Don't know/Don't have enough information to say	26	23	23	19	51
Skipped	1	1	*	1	1
Total Support	36	46	36	34	20
Total Not Support	37	31	40	47	27

- 9a. How would the following affect your feelings toward this idea?

Summary	Total		Republican		Democrat		Independent		Apolitical	
	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely	More Likely	Less Likely
If it would lead to more health care policy decisions being made closer to communities	36	14	43	9	35	16	37	20	24	9
If it would result in many states trying different approaches to improving health care that other states could learn from	31	17	37	14	28	19	34	23	26	8
If, in some states, people with pre-existing medical conditions had to pay more for health insurance or could be denied coverage	4	67	5	60	4	75	3	70	3	55
If it would make it more complicated for people to move from one state to another because they might not be able to get the same health coverage	4	62	3	62	5	65	3	65	6	52

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9a. How would the following affect your feelings toward this idea?

If it would lead to more health care policy decisions being made closer to communities	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	36	43	35	37	24
Neither more or less likely to support it	30	30	33	29	25
Less likely to support it	14	9	16	20	9
Don't know/Don't have enough information to say	19	16	16	14	40
Skipped	1	1	*	1	2

If it would result in many states trying different approaches to improving health care that other states could learn from	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	31	37	28	34	26
Neither more or less likely to support it	31	33	35	29	22
Less likely to support it	17	14	19	23	8
Don't know/Don't have enough information to say	20	16	19	13	44
Skipped	1	1	1	1	1

If, in some states, people with pre-existing medical conditions had to pay more for health insurance or could be denied coverage	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	4	5	4	3	3
Neither more or less likely to support it	15	21	11	17	12
Less likely to support it	67	60	75	70	55
Don't know/Don't have enough information to say	13	12	10	10	28
Skipped	1	2	-	1	2

If it would make it more complicated for people to move from one state to another because they might not be able to get the same health coverage	Total	Republican	Democrat	Independent	Apolitical
More likely to support it	4	3	5	3	6
Neither more or less likely to support it	18	20	17	19	15
Less likely to support it	62	62	65	65	52
Don't know/Don't have enough information to say	14	14	12	11	26
Skipped	1	2	1	1	1

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10. Do you currently have health insurance coverage or not?

	Total	Republican	Democrat	Independent	Apolitical
Yes	90	90	91	92	81
No	10	10	9	8	18
Skipped	*	-	*	*	1

11. Which of the following is your primary source of health insurance coverage? Please select only one.

<i>Base: All respondents who currently have health insurance coverage</i>	Total (N=930)	Republican (N=262)	Democrat (N=330)	Independent (N=231)	Apolitical (N=107)
Health insurance through your or someone else's employer or union	55	60	55	50	53
Medicare, a government plan that pays healthcare bills for people aged 65 or older and for some disabled people	22	23	19	29	13
Medicaid, or any state government medical assistance plan for those with lower incomes	10	6	12	9	14
Health insurance that you bought from the federal Health Insurance Marketplace, also known as Healthcare.gov, or a state	6	3	7	4	7
Veteran's Affairs (VA), Department of Defense, or other military programs	2	2	3	3	1
Health insurance from some other source	5	6	4	5	9
Skipped	*	-	*	-	2

12. How would you rate your health insurance overall?

<i>Base: All respondents who currently have health insurance coverage</i>	Total (N=930)	Republican (N=262)	Democrat (N=330)	Independent (N=231)	Apolitical (N=107)
Excellent	15	17	16	12	11
Very good	33	35	34	32	26
Good	28	30	28	27	29
Fair	18	15	16	20	24
Poor	4	1	5	4	6
Very poor	3	2	2	5	3
Skipped	*	*	-	-	2
Good or Better (Net)	76	81	78	72	65
Fair or Worse (Net)	24	18	22	29	33

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13. Have you or someone you know ever experienced serious financial difficulties due to health care costs (e.g., deductibles, out-of-pocket expenses, denied coverage, etc.)?

	Total	Republican	Democrat	Independent	Apolitical
Yes, I have	15	12	12	23	16
Yes, someone I know has	29	29	31	28	25
Yes, both	9	7	10	7	15
No	46	52	46	41	42
Skipped	1	1	1	1	3

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Methodology

This Public Agenda/USA Today/Ipsos Poll was conducted December 19th-26th, 2019 by Ipsos Public Affairs KnowledgePanel® – a division of Ipsos. This poll was based on a nationally-representative probability sample of adults age 18 or older (n=1,020)

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The survey was weighted to adjust for gender by age, race, education, Census region by metropolitan status, household income and language proficiency. The above design weights for KP respondents were then raked to the following geodemographic distributions of the 18 and over adult population. The needed benchmarks were obtained from the 2019 March Supplement of the Current Population Survey (CPS). Moreover, we used the 2018 American Community Survey (ACS) to obtain language proficiency benchmarks to adjust weights for Hispanic respondents.

- Gender (Male and Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, and West) by Metropolitan Status (Metro and Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or Higher)
- Household Income (Under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and Over)
- Language Proficiency (Non-Hispanic, English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic)

The margin of sampling error among the total sample of adults age 18 or older is plus or minus 3.3 percentage points at the 95% confidence level, the Republican sample is plus or minus 6.2 percentage points, the Democrat sample is plus or minus 5.7 percentage points, the Independent sample is plus or minus 6.7 percentage points, and the Apolitical sample is plus or minus 9.5 percentage points. The margin of sampling error takes into account the design effect, which was plus or minus 1.18 percentage points. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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