

Obamacare Messaging: King v. Burwell & Reconciliation

AMERICAN PERCEPTIONS INITIATIVE

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Executive Summary

A recent survey of 1,014 U.S. voters conducted under the American Perceptions Initiative shows that support for Obamacare is mixed, with slightly more opposing it and supporting repeal. Messages aimed at repealing Obamacare received somewhat more support than those against, with those advocating for removing mandates and decreasing costs showing the greatest success.

Support for Obamacare

- Support for Obamacare is mixed, with slightly more opposing it (50%) than supporting it (45%). 51% opted for repeal and 49% said Congress should keep it and give it time and support to work.
- However, a slight gap opens up when considering people's attitudes about how the law is working. Just over half (54%) identified with a statement that the problems with the rollout were just the beginning. Fewer (46%) identified instead with the statement that the law was badly needed and is working.

Message Testing

- Messages aimed at repeal fared slightly better than those aimed at keeping the law, with about 2 in 3 supporting repeal messages.
 - The strongest support in the study was garnered by messages about removing mandates to decrease cost, with about 7 in 10 agreeing with each. In fact, almost half of those who support Obamacare agreed.
- A statement made by Hillary Clinton showed a 3% decrease in support when it was attributed to her, due largely to the very negative effect it had on those who say they oppose Obamacare (+12% much more likely to support repeal as a result).

Reconciliation

- Just over half agreed that Congress should repeal Obamacare this summer, with the strongest support for "using the same process that was used to pass" (61%) and slightly less for using reconciliation specifically (58%) or the broader alternative - "every option possible" (55%).
 - Notably, 1 in 4 of those who support Obamacare agreed that Congress should use reconciliation to repeal and follow through on their promise.

Source: Online survey using a national representative sample of 1,014 U.S. voters conducted May 19-21, 2015 with a margin of error of $\pm 3.1\%$.

Messaging Tips

Include a personal appeal - reference "Americans", "individuals", or "you".

Orient messages around cost.

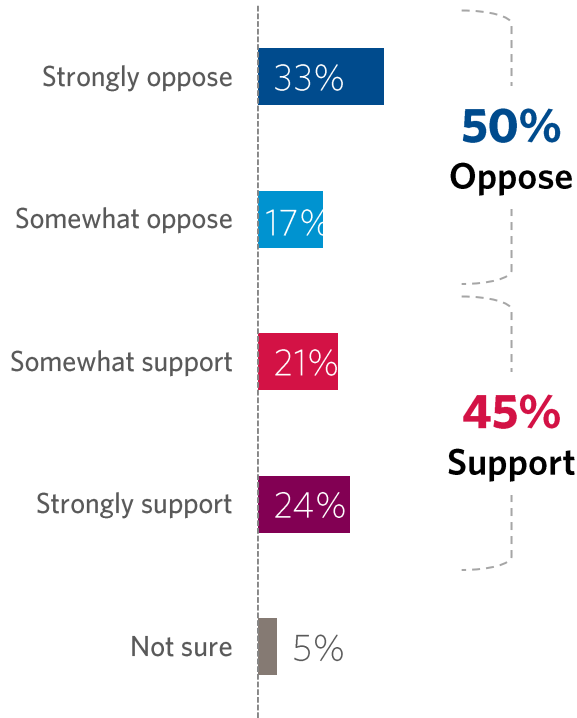
Highlight the law's flaws and its impact on each individual American and tie those to proposed changes to the law.

Tie repeal to themes above to boost support.



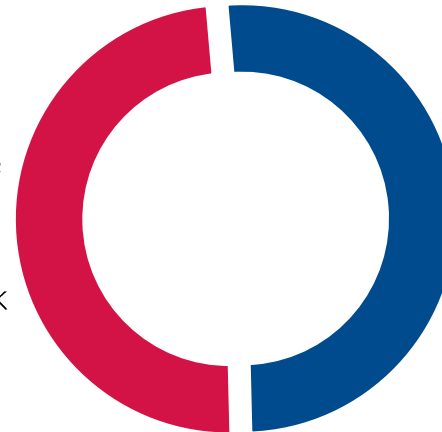
Opinions of Obamacare

Support for Obamacare is Mixed, With Slightly More Opposing



Based on what you have heard, read, or seen about Obamacare, do you support or oppose the law?

49%
Keep Obamacare but give it time and support to help make it work



51%
(Repeal Obamacare) - Start over to reform the system

+2% "repeal" language

Thinking about things a little differently, if it were up to you to make a decision about Obamacare, which would you choose?

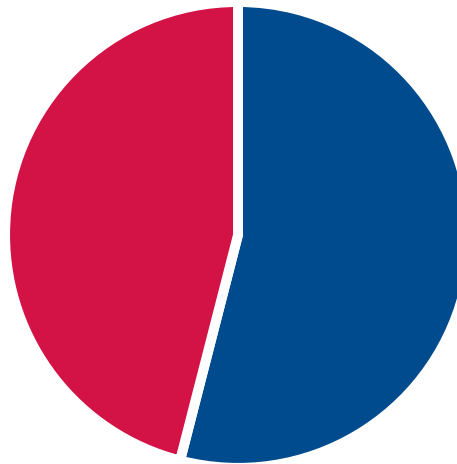


Opinions of Obamacare

Just Over Half Identify With Negative View of Obamacare

46%

Jones thinks that despite the problems with the Obamacare rollout, **the law was badly needed and is working**. While there are still some minor changes and adjustments needed, millions of Americans that didn't have or couldn't afford coverage now have it. We need to keep the new patient-friendly system that is getting better and better and providing more accessible and affordable health care for all.



54%

Smith **thinks the problems with the Obamacare rollout were just the beginning**. People losing their doctors and being forced into higher cost plans make Smith believe the worst is yet to come. And without repeal in the near future, Americans will see higher costs through taxes, new penalties, and skyrocketing premiums. Millions will lose access to their doctors and be kicked off their current plan, and millions will remain without health insurance, all while quality of care worsens.

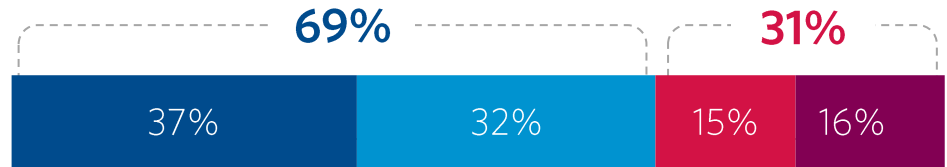
Please read each opinion and indicate which one comes closest to your own:



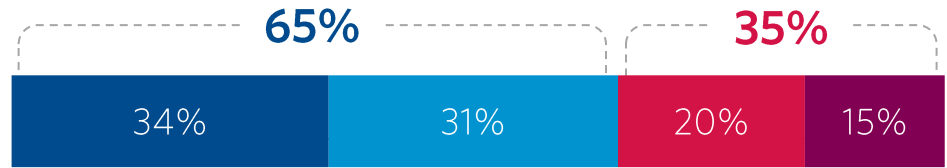
Position Testing

Strong Support For Removing Mandates to Decrease Cost

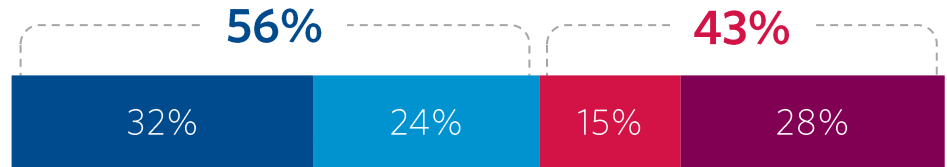
Congress should ensure individuals can buy more affordable coverage by removing Obamacare’s mandates and regulations that increase the cost of health care and disrupted health care coverage for millions of Americans in the first place.



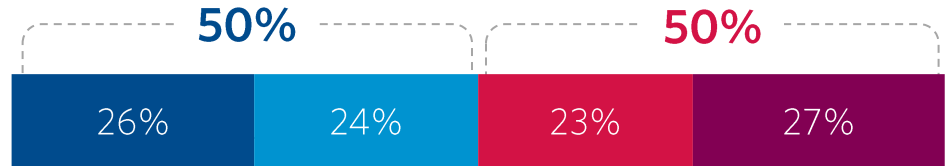
Most Americans now recognize that the Affordable Care Act imposed new regulations that made health insurance more expensive.



Pursuing full repeal of Obamacare is a civic duty for members of the House and Senate that ran on the promise to overturn the unpopular health care law.



Trying to fix Obamacare is unrealistic—the fundamental problems with the health care law are too deep and entrenched to be adjusted or improved.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

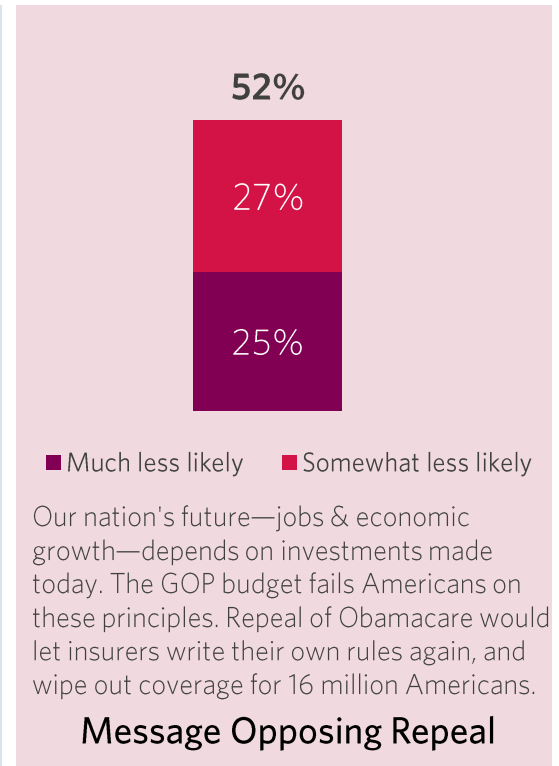
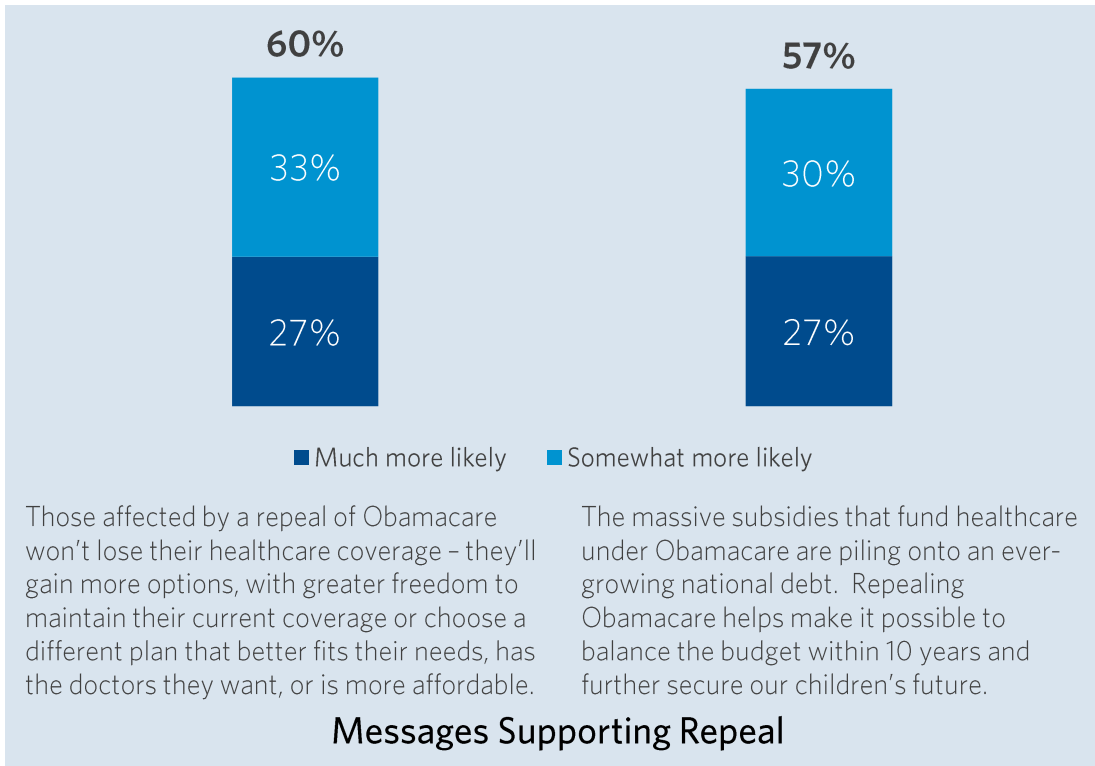
Please indicate your level of agreement with the following statements.



Repeal Message Testing

Repeal Messages More Successful than Opposition

Opposition message saw slight decrease when attributed to Hillary Clinton



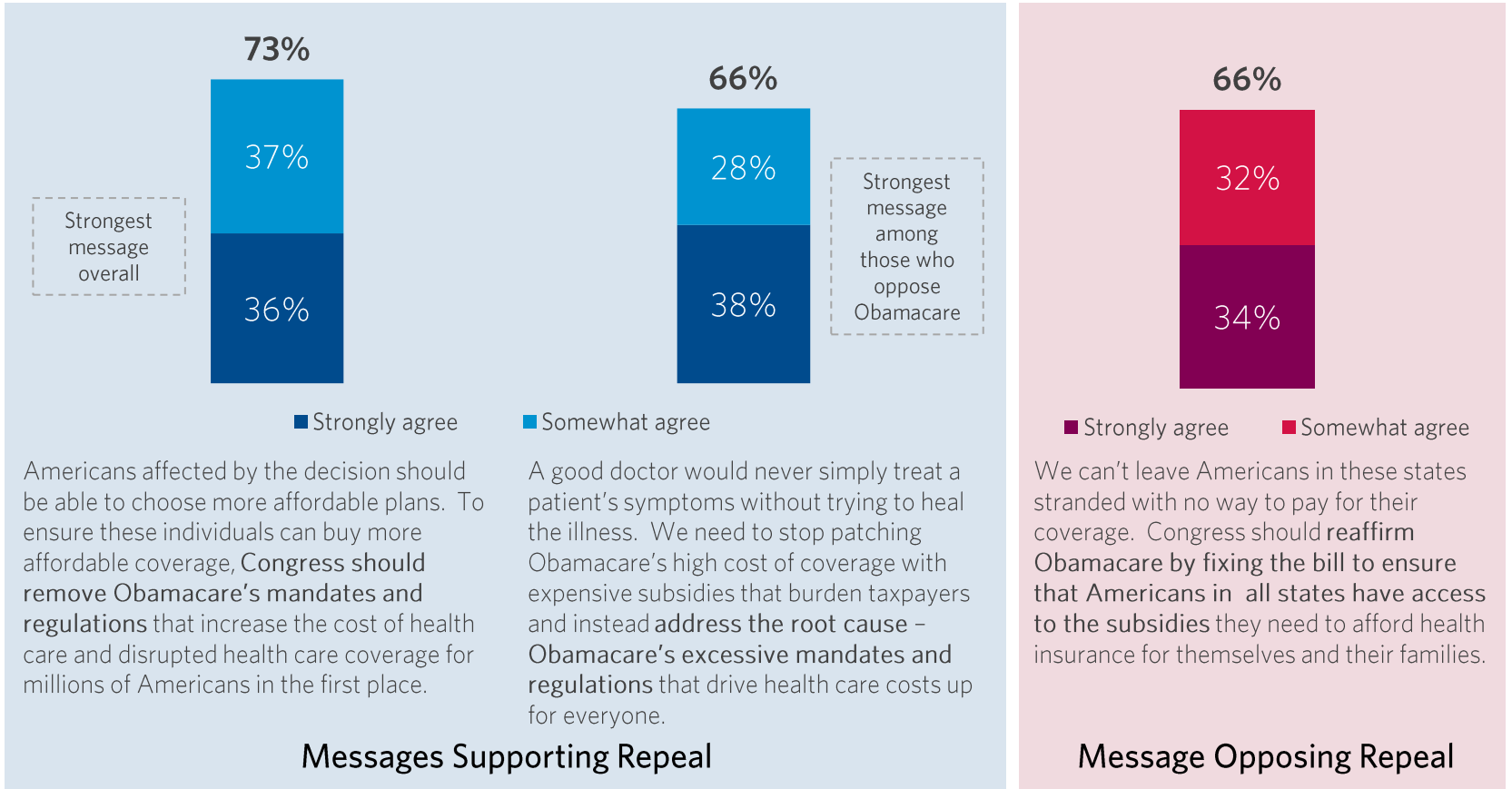
Please indicate the degree to which each of the following statements make you more or less likely to support the repeal of Obamacare.



Scenario: SCOTUS Rules Subsidies Not Legal

Strong Support For Message On Removing Mandates to Decrease Cost

However, similar support shown for message on fixing the bill to expand scope of subsidies



Please indicate your level of agreement or disagreement for each of the following should the Supreme Court rule that the subsidies are not legal.



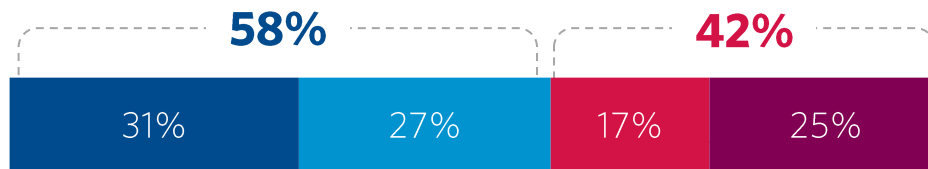
Reconciliation Testing

Moderate Support For Using Reconciliation to Repeal

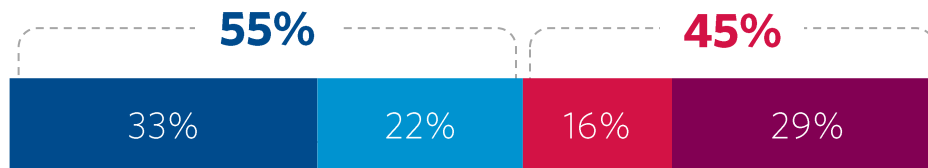
It is completely appropriate to use the same process to repeal Obamacare that was used to pass it.



Congress should use reconciliation now to repeal Obamacare and follow through on their promise to send a repeal bill to the president.



The United States Congress should use every option possible to find a way to repeal Obamacare.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Please indicate your level of agreement with the following statements.