

# Highlights of National Survey of 2014 Likely Voters Regarding Obamacare

June 21-29, 2014

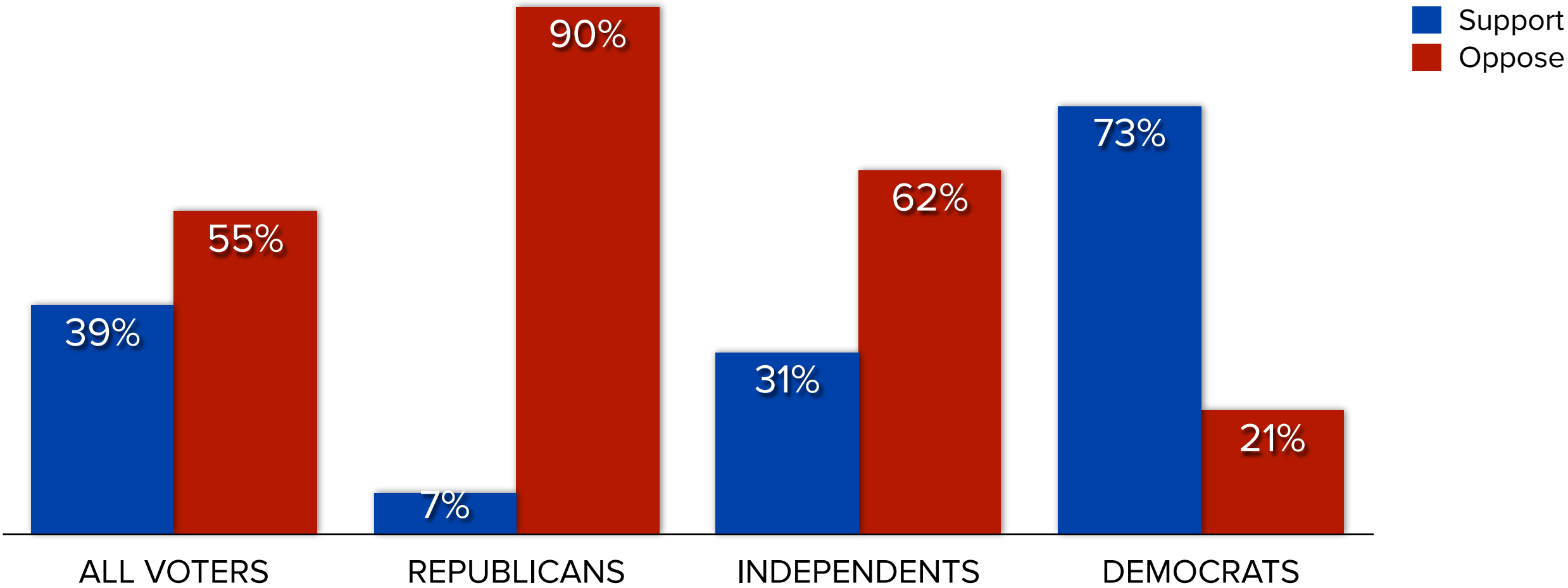


**NORTH STAR**  
OPINION RESEARCH

# Overall Attitudes

# Obamacare remains unpopular, with two-to-one opposition among Independents.

Do you support or oppose the health care reform law that passed in 2010, also known as Obamacare or the Affordable Care Act?



# Criticisms of Obamacare

## Overall

# One overall argument reaches a top tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

### Percent "Very Persuasive" Among All

To pass Obamacare, politicians made many promises they knew were not true, like the law will lower your premiums, you can keep your doctor, and Medicare will not be cut.



Rep	Ind	Dem
79%	60%	36%

# One overall argument falls into a second tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All

Obamacare was crammed through Congress on a pure party-line vote, changing the rules just to get it passed.



Rep	Ind	Dem
80%	59%	23%

# Two overall arguments form a bottom tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# Overall Criticisms

## Percent “Very Persuasive”

Question	Party ID				Rep/Ind by Gender				Tea Party Support		View on Obamacare		Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region					
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr - ied	Unmar - ried	Non Collge	Collge	Evan Chrstn	Non- Evan Chrstn	Non- Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
Q11c. Politicians made promises that were not true	61%	79%	60%	36%	82%	77%	56%	65%	89%	72%	29%	52%	84%	46%	61%	68%	58%	69%	62%	69%	51%	69%	63%	71%	55%	52%	57%	56%	68%	53%	50%
q11b. Crammed through Congress on pure party-line vote	56%	80%	59%	23%	81%	80%	62%	56%	87%	65%	15%	38%	83%	42%	52%	59%	63%	67%	57%	58%	55%	62%	61%	72%	53%	35%	60%	58%	58%	48%	37%
q11a. Law doesn't work	47%	66%	48%	25%	60%	70%	49%	46%	83%	51%	9%	41%	70%	35%	36%	53%	63%	50%	55%	58%	47%	60%	45%	63%	43%	33%	46%	50%	46%	44%	53%
q10. Hurts more people than it helps	37%	54%	34%	16%	53%	56%	34%	34%	66%	43%	4%	14%	61%	23%	32%	41%	43%	40%	41%	45%	30%	45%	37%	48%	31%	27%	33%	35%	41%	38%	28%

■ ≥60%    
 ■ ≥50-59%    
 ■ ≤49%



# Criticisms of Obamacare

## Health Care Costs

# One health care cost argument reaches a top tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# Health Care Costs Criticisms

## Percent “Very Persuasive”

Question	Party ID				Rep/Ind by Gender				Tea Party Support		View on Obamacare			Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region				
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr - ied	Unmar- ried	Non Collge	Collge	Evan Chrstn	Non- Evan Chrstn	Non- Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
q13a. Will cost taxpayers more than \$2 trillion	60%	80%	63%	32%	80%	80%	55%	73%	85%	75%	15%	60%	84%	57%	55%	63%	65%	62%	67%	71%	60%	69%	61%	70%	58%	51%	59%	57%	62%	59%	61%
q12. Raises, not lowers, health care costs	57%	77%	59%	29%	75%	78%	58%	60%	84%	69%	16%	49%	83%	41%	53%	63%	61%	63%	60%	67%	47%	63%	60%	69%	55%	41%	52%	54%	61%	53%	55%
q13b. Makes health care less affordable	51%	70%	53%	23%	65%	75%	54%	52%	75%	58%	10%	37%	76%	40%	45%	56%	56%	58%	56%	59%	48%	58%	55%	66%	49%	32%	54%	51%	53%	38%	46%

■ ≥60%    
 ■ ≥50-59%    
 ■ ≤49%

# Criticisms of Obamacare

## Health Insurance Costs

# Three health insurance cost arguments reach a top tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# Health Insurance Costs Criticisms

## Percent “Very Persuasive”

Question	Party ID				Rep/Ind by Gender				Tea Party Support		View on Obamacare			Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region				
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr-ied	Unmar-ried	Non Collge	Collge	Evan Chrstn	Non-Evan Chrstn	Non-Chrstn	NoEast	Midwst	South	Mtn West	Pac West
q15a. People are losing coverage and forced into higher-deductible plans	62%	83%	61%	38%	80%	85%	56%	69%	90%	74%	18%	61%	86%	59%	50%	72%	68%	64%	71%	75%	65%	73%	62%	74%	59%	45%	55%	64%	62%	66%	64%
q15b. Takes away choices and forces people to buy coverage they don't want	62%	83%	59%	39%	81%	86%	60%	59%	88%	76%	17%	60%	87%	53%	59%	67%	62%	68%	65%	69%	57%	69%	65%	78%	61%	35%	61%	62%	64%	57%	53%
q14a. Drives up health insurance premiums and co-pays	61%	82%	62%	33%	80%	85%	58%	66%	92%	74%	13%	57%	87%	41%	49%	71%	74%	63%	68%	69%	69%	71%	62%	77%	56%	46%	50%	62%	64%	60%	58%
q14b. Drives up premiums so high for young people	57%	77%	50%	41%	74%	80%	47%	53%	85%	62%	20%	55%	77%	56%	54%	56%	64%	58%	60%	61%	60%	65%	55%	75%	52%	46%	55%	55%	60%	54%	58%

■ ≥60%

■ ≥50-59%

■ ≤49%

# Criticisms of Obamacare

## Access to Health Insurance

# While none of the access to health insurance arguments reach a top tier in persuasiveness, three reach majority support.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

Percent "Very Persuasive" Among All





# Access to Health Insurance Criticisms

Percent “Very Persuasive”

Question	Party ID			Rep/Ind by Gender				Tea Party Support		View on Obamacare				Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region				
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr-ied	Unmar-ried	Non Collge	Collge	Evan Chrstn	Non-Evan Chrstn	Non-Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
q17a. Causes businesses to drop health insurance coverage for their employees.	56%	76%	57%	34%	71%	80%	57%	56%	85%	69%	19%	57%	77%	38%	46%	68%	67%	60%	66%	74%	51%	67%	60%	70%	53%	40%	48%	58%	58%	47%	66%
q16. Causing people to lose their health insurance coverage.	53%	71%	53%	32%	69%	72%	50%	56%	81%	61%	15%	49%	76%	46%	49%	57%	58%	56%	59%	63%	49%	61%	54%	66%	49%	40%	50%	55%	55%	57%	43%
q17b. Leaves millions of people without any health insurance coverage.	50%	69%	43%	35%	64%	74%	42%	43%	72%	57%	14%	47%	70%	35%	45%	55%	56%	50%	55%	54%	59%	58%	48%	67%	45%	31%	54%	49%	51%	36%	49%

■ ≥60%     
 ■ ≥50-59%     
 ■ ≤49%

# Criticisms of Obamacare

## Jobs and the Economy



# Two jobs and economy arguments reach a top tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# Jobs and the Economy Criticisms

## Percent “Very Persuasive”

Question	Party ID				Rep/Ind by Gender				Tea Party Support		View on Obamacare			Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region				
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr - ied	Unmar- ried	Non Collge	Collge	Evan Chrstn	Non- Evan Chrstn	Non- Chrstn	NoEast	Midwst	South	Mtn West	Pac West
q27c. Harder for small businesses to survive	63%	84%	59%	40%	84%	85%	56%	62%	89%	71%	20%	68%	88%	54%	64%	68%	60%	67%	67%	78%	49%	71%	64%	74%	59%	52%	60%	61%	67%	63%	53%
q29b. Employers cut back workers' hours	61%	85%	62%	30%	84%	85%	63%	61%	87%	74%	18%	55%	86%	42%	64%	63%	62%	69%	63%	68%	56%	67%	66%	78%	60%	37%	57%	61%	67%	51%	46%
q28c. Companies layoff people	59%	79%	58%	34%	79%	80%	53%	63%	93%	69%	20%	53%	86%	56%	54%	65%	61%	63%	62%	72%	47%	71%	56%	68%	57%	46%	54%	63%	62%	56%	47%
q29a. Companies reduce wages	55%	73%	57%	30%	68%	77%	57%	58%	78%	69%	11%	51%	79%	45%	48%	60%	64%	57%	62%	66%	52%	65%	55%	67%	50%	38%	51%	52%	56%	49%	69%
q28b. Companies stop hiring	54%	78%	56%	25%	76%	80%	60%	52%	78%	66%	16%	41%	79%	43%	50%	59%	56%	63%	58%	63%	45%	62%	59%	67%	55%	37%	56%	54%	57%	46%	45%
q31c. Forces employers to violate religious beliefs	54%	75%	52%	27%	76%	74%	53%	52%	88%	65%	21%	51%	76%	53%	48%	61%	53%	61%	52%	60%	38%	61%	53%	67%	48%	42%	52%	51%	59%	55%	38%
q28a. Increases paperwork	53%	71%	57%	24%	68%	73%	58%	57%	83%	62%	18%	39%	75%	40%	42%	58%	70%	57%	60%	61%	54%	61%	56%	64%	48%	42%	46%	49%	56%	55%	58%
q26. Hurting the economy	53%	76%	52%	24%	76%	75%	53%	51%	88%	64%	8%	40%	83%	37%	46%	60%	61%	59%	57%	60%	49%	63%	53%	68%	49%	35%	53%	50%	56%	50%	49%

■ ≥60%    ■ ≥50-59%    ■ ≤49%

# Criticisms of Obamacare

## Quality

# One quality argument reaches a top tier in persuasiveness.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# Quality Criticisms

## Percent “Very Persuasive”

Question	Party ID				Rep/Ind by Gender				Tea Party Support		View on Obamacare			Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region				
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr - ied	Unmar - ried	Non Collge	Collge	Evan Chrstn	Non- Evan Chrstn	Non- Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
q22c. Puts Washington in control of your health care	63%	82%	62%	38%	79%	85%	59%	66%	92%	76%	18%	63%	90%	62%	54%	72%	63%	66%	68%	73%	60%	74%	62%	69%	60%	60%	56%	62%	66%	68%	59%
q22b. Injects government bureaucrats into doctor-patient relationship	55%	78%	55%	28%	76%	80%	59%	51%	78%	66%	13%	44%	81%	35%	50%	62%	61%	64%	59%	62%	54%	63%	60%	72%	52%	32%	55%	50%	63%	48%	42%
q21c. Causing people to lose their doctor	53%	71%	52%	29%	66%	76%	49%	56%	81%	61%	15%	47%	79%	41%	55%	60%	49%	55%	59%	68%	41%	62%	52%	61%	51%	47%	58%	48%	57%	47%	50%
q21a. Will cause doctor shortages/long wait times	52%	73%	53%	26%	68%	77%	51%	56%	81%	68%	9%	47%	77%	45%	37%	60%	67%	56%	60%	64%	54%	59%	57%	63%	52%	35%	49%	48%	55%	56%	48%
q20. Hurts the quality of care	51%	70%	50%	26%	67%	74%	48%	53%	84%	59%	9%	43%	76%	40%	44%	58%	56%	53%	56%	59%	50%	61%	49%	66%	46%	36%	51%	47%	55%	51%	43%

■ ≥60%     
 ■ ≥50-59%     
 ■ ≤49%

# Criticisms of Obamacare

## Medicare

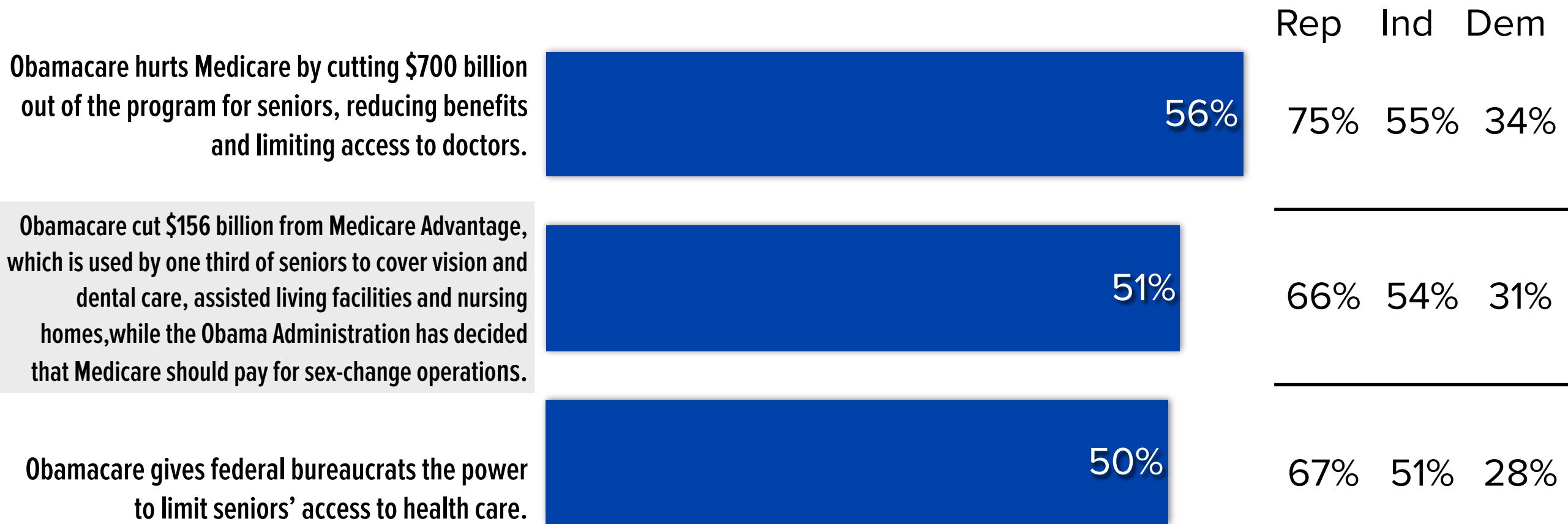




# While none of the Medicare arguments reach a top tier in persuasiveness, three reach majority support.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# Medicare Criticisms

## Percent “Very Persuasive”

Question	Party ID			Rep/Ind by Gender				Tea Party Support		View on Obamacare			Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region					
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr-ied	Unmar-ried	Non Collge	Collge	Evan Chrstn	Non-Evan Chrstn	Non-Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
q24a. Hurts Medicare by cutting \$700 billion	56%	75%	55%	34%	73%	77%	52%	59%	78%	68%	13%	59%	78%	55%	43%	62%	69%	57%	65%	67%	61%	69%	53%	69%	54%	41%	56%	52%	58%	57%	58%
q24b. Cut Medicare Advantage/Pays for sex-change operations	51%	66%	54%	31%	67%	65%	54%	55%	70%	60%	18%	46%	69%	42%	49%	50%	60%	58%	55%	60%	44%	58%	55%	68%	49%	32%	51%	55%	51%	41%	42%
q23. Gives bureaucrats power to limit seniors' access to health care	50%	67%	51%	28%	65%	69%	48%	53%	79%	59%	13%	42%	73%	37%	44%	56%	57%	53%	56%	60%	47%	58%	50%	62%	47%	33%	49%	49%	54%	45%	44%

■ ≥60%    
 ■ ≥50-59%    
 ■ ≤49%

# Criticisms of Obamacare

## IRS Role

# While none of the IRS arguments reach a top tier in persuasiveness, three reach majority support.

Now I'm going to read you several criticisms some people have made about Obamacare. For each one, would you please tell me if you think that criticism is a very persuasive, somewhat persuasive, or not too persuasive reason to oppose Obamacare.

## Percent "Very Persuasive" Among All



# IRS Criticisms

## Percent “Very Persuasive”

Question	Party ID			Rep/Ind by Gender				Tea Party Support		View on Obamacare				Age Group				Whites/ Gender		White Women/ Marital Status		Whites/ Education		Religion			Region				
	Total	Rep	Ind	Dem	Rep Men	Rep Women	Ind Men	Ind Women	Strong Supprt	Smwht Supprt	Smwht Oppose	Strong Oppose	18-29	30-49	50-64	65+	White Men	White Women	Marr -ied	Unmar-ried	Non Collge	Collge	Evan Chrstn	Non-Evan Chrstn	Non-Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
q35b. Lets IRS withhold tax refund to penalize people	55%	71%	50%	40%	73%	69%	45%	55%	79%	63%	19%	61%	74%	48%	57%	56%	55%	61%	59%	57%	62%	61%	58%	71%	50%	49%	57%	55%	59%	48%	44%
q34. Gives the IRS new powers to enforce laws	55%	71%	57%	30%	76%	66%	58%	56%	85%	66%	19%	46%	77%	42%	51%	61%	59%	63%	55%	58%	49%	63%	55%	67%	51%	41%	53%	54%	58%	49%	51%
q35a. Forces everyone to report health insurance to IRS	51%	61%	56%	32%	61%	61%	57%	54%	77%	61%	20%	33%	73%	38%	50%	61%	49%	55%	54%	58%	47%	61%	50%	60%	47%	48%	41%	50%	53%	53%	60%

■ ≥60%    
 ■ ≥50-59%    
 ■ ≤49%

# Best Criticisms Overall

- To pass Obamacare, politicians made many promises they knew were not true, like the law will lower your premiums, you can keep your doctor, and Medicare will not be cut.
- Obamacare will cost American taxpayers more than \$2 trillion.
- Under Obamacare, many people are losing their current coverage and being forced into plans with higher deductibles.
- Obamacare takes away choices and forces people to buy coverage they don't want, don't need, and can't afford.
- Obamacare drives up health insurance premiums and co-pays.
- Obamacare makes it harder for small businesses to survive by increasing their health care costs.
- Obamacare causes employers to cut back workers' hours from full time to part time to control their health care costs.
- Obamacare puts Washington in control of your health care.

# Best Criticisms By Target Group

## **Married White Women**

1. Obamacare makes it harder for small businesses to survive by increasing their health care costs. 78 Percent
2. Under Obamacare, many people are losing their current coverage and being forced into plans with higher deductibles. 75 Percent
3. Obamacare causes businesses to drop health insurance coverage for their employees. 74 Percent
4. Obamacare puts Washington in control of your health care. 73 Percent

## **Seniors**

1. Obamacare drives up health insurance premiums and co-pays. 74 Percent
2. Obamacare increases paperwork for small businesses. 70 Percent
3. Obamacare hurts Medicare by cutting \$700 billion out of the program for seniors, reducing benefits and limiting access to doctors. 69 Percent

## **Independents**

1. Obamacare will cost American taxpayers more than \$2 trillion. 63 Percent
2. Obamacare puts Washington in control of your health care. 62 Percent
3. Obamacare causes employers to cut back workers' hours from full time to part time to control their health care costs. 62 Percent
4. Obamacare drives up health insurance premiums and co-pays. 62 Percent

# Top-Tier Criticisms

Percent “Very Persuasive”

Category/Question	Party ID			Rep/Ind by Gender				Tea Party Support		View on Obamacare				Age Group				Whites/ Gender		White Women/		Whites/ Education		Religion			Region					
	Total	Rep	Ind	Dem	Rep Men	Rep Wome	Ind Men	Ind Wome	Strong Supprt	Smwht Supprt	Smwht Supprt	Smwht Oppos	Strong Oppos	18-29	30-49	50-64	65+	White Men	White Wome	Marr -ied	Unmar -ried	Non Collge	Collge	Evan Chrstn	Non-Evan	Non-Chrstn	NoEast	Midwst	South	Mtn West	Pac West	
<b>Overall</b>																																
Q11c. Politicians made promises that were not true	61%	79%	60%	36%	82%	77%	56%	65%	89%	72%	29%	52%	84%	46%	61%	68%	58%	69%	62%	69%	51%	69%	63%	71%	55%	52%	57%	56%	68%	53%	50%	
<b>Health Care Costs</b>																																
q13a. Will cost taxpayers more than \$2 trillion	60%	80%	63%	32%	80%	80%	55%	73%	85%	75%	15%	60%	84%	57%	55%	63%	65%	62%	67%	71%	60%	69%	61%	70%	58%	51%	59%	57%	62%	59%	61%	
<b>Health Insurance Costs</b>																																
q15a. People are forced into higher-deductible plans	62%	83%	61%	38%	80%	85%	56%	69%	90%	74%	18%	61%	86%	59%	50%	72%	68%	64%	71%	75%	65%	73%	62%	74%	59%	45%	55%	64%	62%	66%	64%	
q15b. Takes away choices/coverage they don't want	62%	83%	59%	39%	81%	86%	60%	59%	88%	76%	17%	60%	87%	53%	59%	67%	62%	68%	65%	69%	57%	69%	65%	78%	61%	35%	61%	62%	64%	57%	53%	
q14a. Drives up health insurance premiums/co-pays	61%	82%	62%	33%	80%	85%	58%	66%	92%	74%	13%	57%	87%	41%	49%	71%	74%	63%	68%	69%	69%	71%	62%	77%	56%	46%	50%	62%	64%	60%	58%	
<b>Jobs and the Economy</b>																																
q27c. Harder for small businesses to survive	63%	84%	59%	40%	84%	85%	56%	62%	89%	71%	20%	68%	88%	54%	64%	68%	60%	67%	67%	78%	49%	71%	64%	74%	59%	52%	60%	61%	67%	63%	53%	
q29b. Employers cut back workers' hours	61%	85%	62%	30%	84%	85%	63%	61%	87%	74%	18%	55%	86%	42%	64%	63%	62%	69%	63%	68%	56%	67%	66%	78%	60%	37%	57%	61%	67%	51%	46%	
<b>Quality</b>																																
q22c. Puts Washington in control of your health care	63%	82%	62%	38%	79%	85%	59%	66%	92%	76%	18%	63%	90%	62%	54%	72%	63%	66%	68%	73%	60%	74%	62%	69%	60%	60%	56%	62%	66%	68%	59%	

■ ≥60%
 ■ ≥50-59%
 ■ ≤49%