

Health Care in Nevada and Colorado? Findings From Two Pre-Election Surveys

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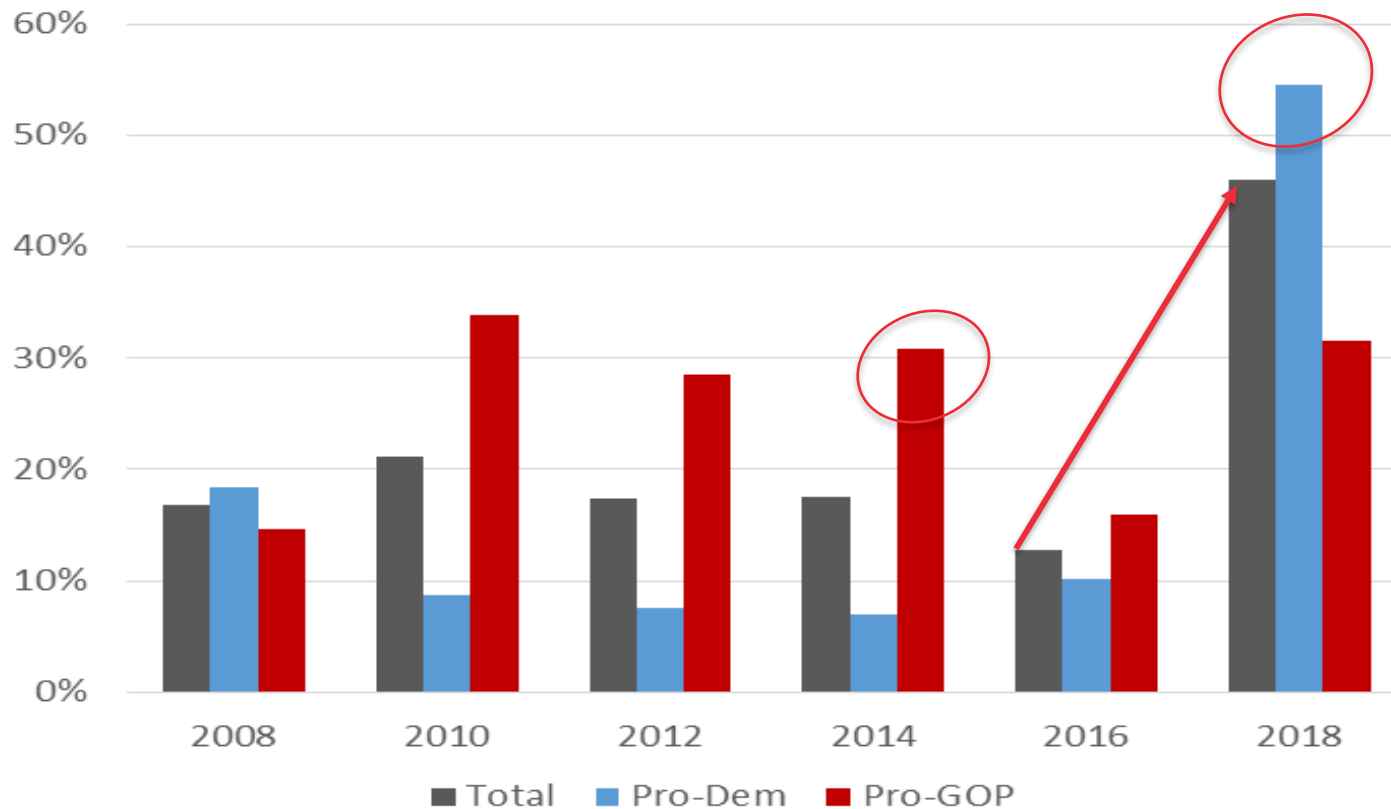


Filling the need for trusted information on national health issues.

Why Colorado and Nevada?

1. Conducted pre-election surveys in Colorado and Nevada from September-October 2018
2. Did not expect health care to be a big issue, but it was
 - Context: Salience from advertisements and potential policy decisions at play
 - **Motivation: Show where health care ranked for voters before and after the election**
3. Though “swing states,” both have been trending toward the left
 - Context: Increasing subpopulation of Hispanics, rising number of women in the legislature, etc.
 - **Motivation: Highlight where voters stood on specific issues to determine whether their views were following this shift**

Percent Of Advertisements Referencing Health Care (September – October)



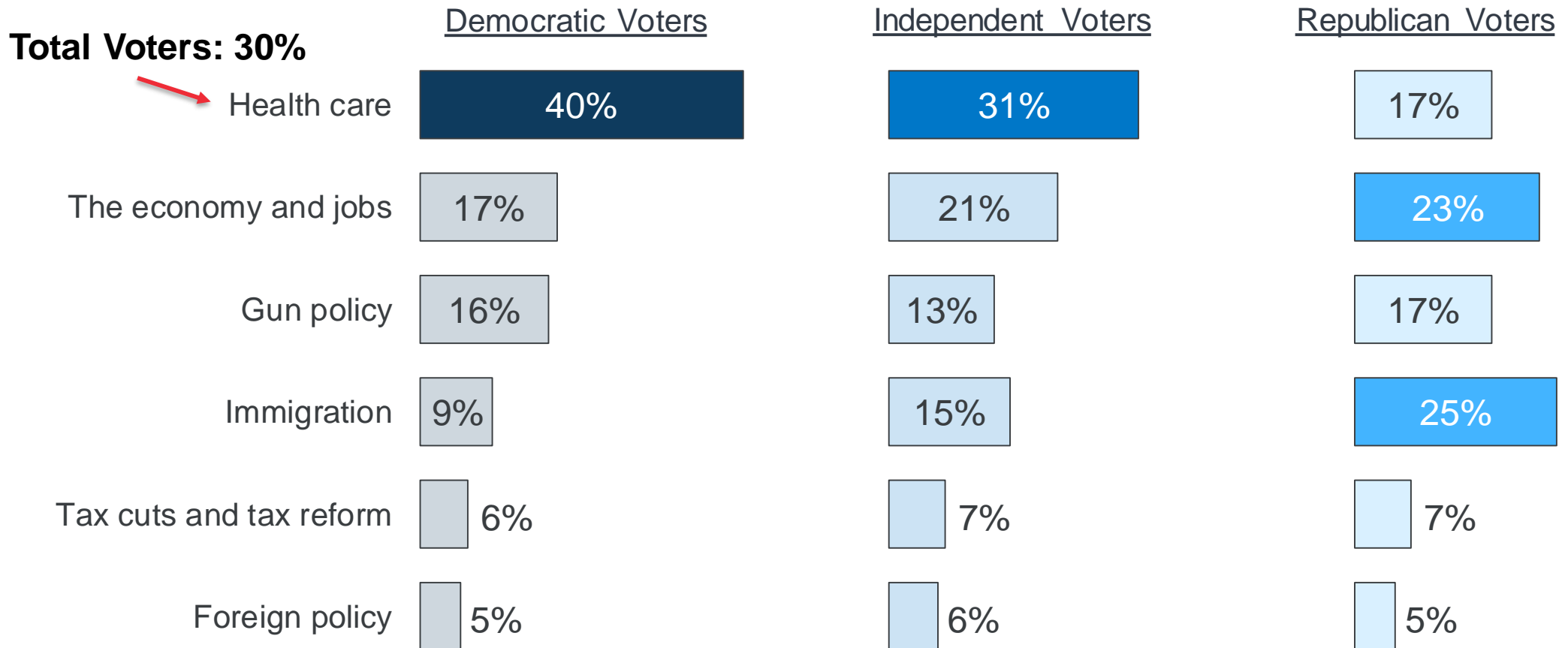
Numbers include ads aired on broadcast television for U.S. House and U.S. Senate races from September 18 – October 15 for each year.
CITE SOURCE OF DATA AS: Wesleyan Media Project analysis of Kantar Media/CMAG data; 2008 data come from the Wisconsin Advertising Project.

WESLEYAN
MEDIA PROJECT

KFF
HENRY J KAISER
FAMILY FOUNDATION

Pre-Election Results: Health Care Topped Issues For Democratic And Independent Voters; Lower For Republicans

Percent who said each of the following was the “most important” issue in making their decision about who to vote for Congress this year:



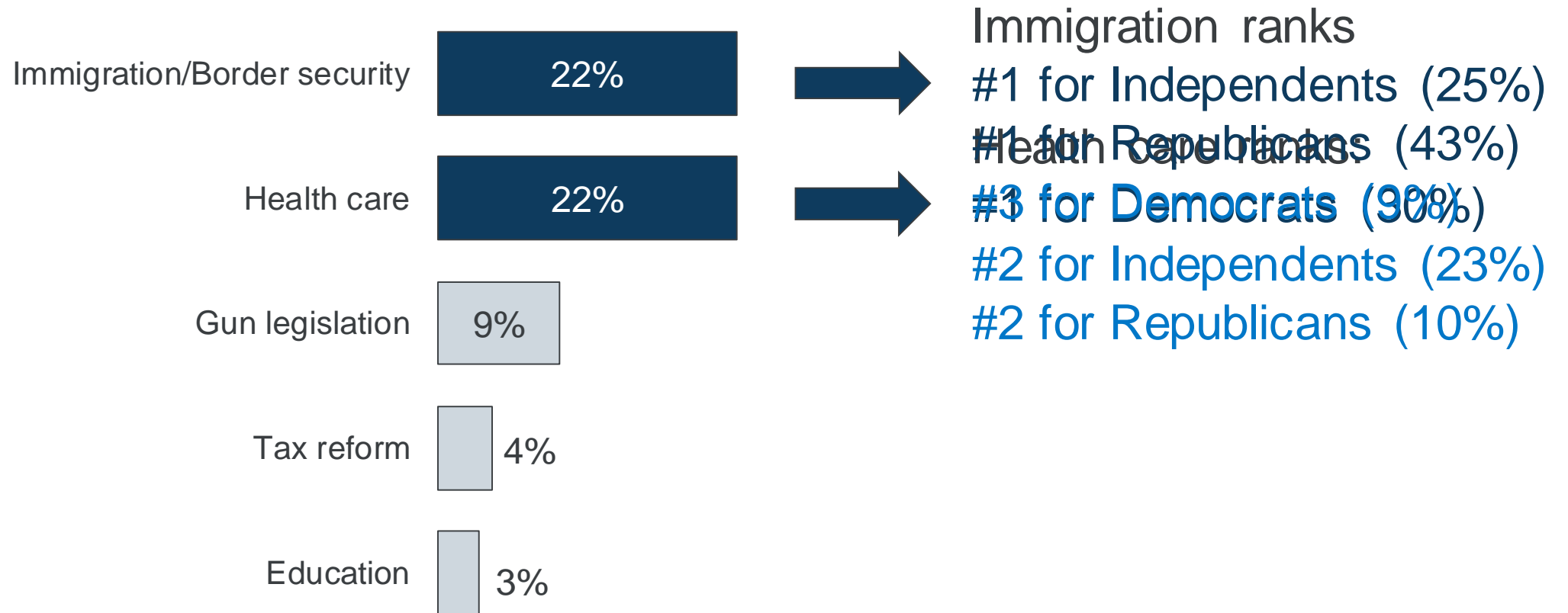
SOURCE: KFF Election Tracking Poll (conducted September 19-October 2, 2018)

Exit Polling Results: Health Care More Of A Priority For Democratic Voters

1. 41% of voters said health care was the most important issue facing the country (CNN)
 - 75% of Democrats, 23% of Republicans
2. Larger share of Democratic voters in battleground districts said health care was the top issue in their vote (32%) compared to 8% of Republican voters and 21% of independent voters (Washington Post)

Post-Election Results: What Voters Want Congress To Act on Moving Forward Into 2019

REGISTERED VOTERS: Thinking about next year, which issue would you most like the next Congress to act on in 2019? (*open-end*)



SOURCE: KFF Health Tracking Poll (conducted November 14-19, 2018)

How Did This Narrative Play Out For Voters?

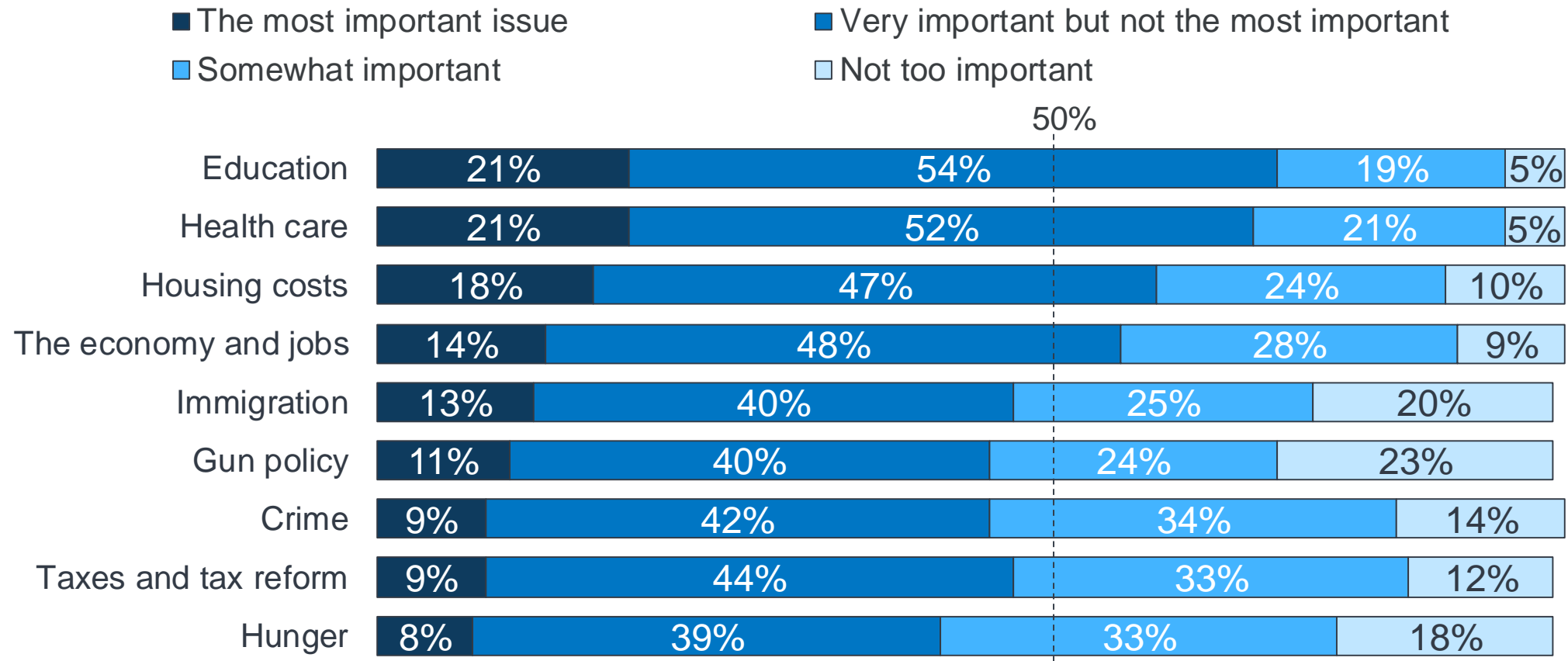
1. KFF/Colorado Health Foundation Survey (August 15-September 19)
 - N = 1,803 (1585 voters)
 - Included RBS and re-contact components
 - M.O.S.E. = ± 3 percentage points
2. Nevada oversample (September 19-October 2)
 - N = 599 (513 voters)
 - Included call backs
 - M.O.S.E. = ± 5 percentage points

What Was At Stake For Colorado?

1. Swing state, but moving toward the left
2. Gubernatorial candidates: Jared Polis (Democrat) and Walker Stapleton (Republican)
3. Potential for a Democratic trifecta
4. Important health care issues at play
 - Single-payer and universal coverage

Colorado Voters' Top Campaign Issues In Gubernatorial Election Include Education, Health Care, And Housing Costs

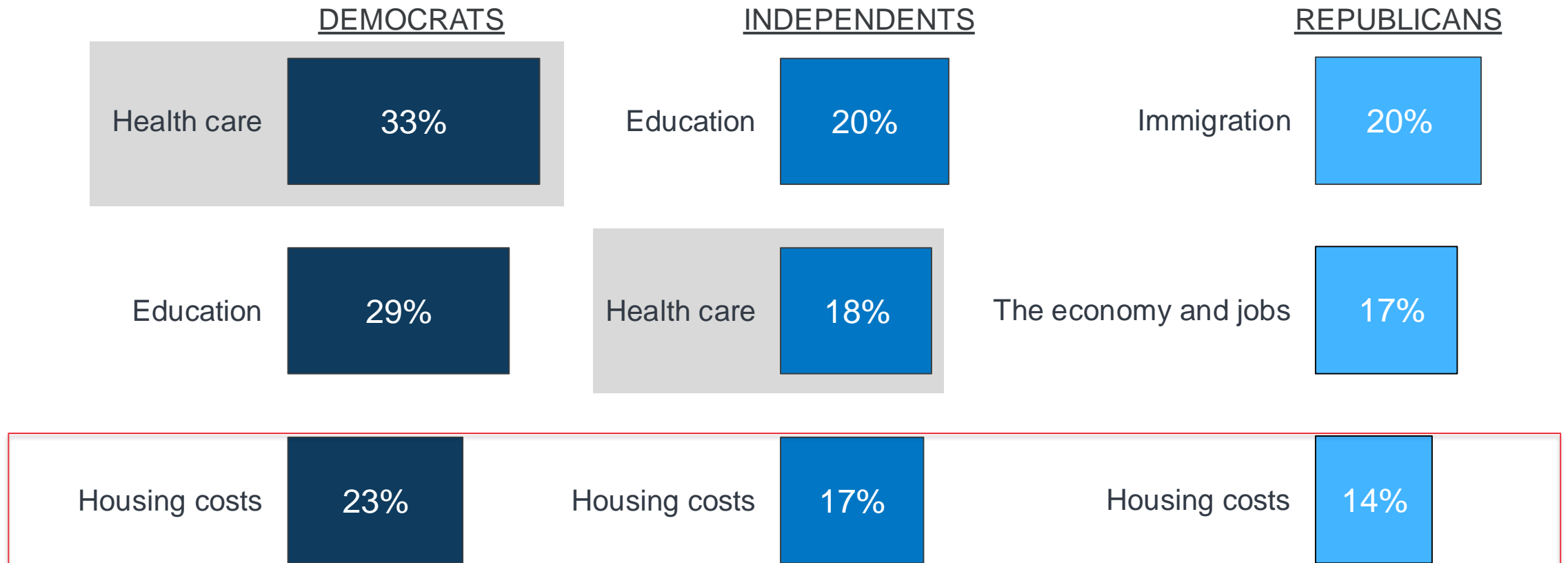
COLORADO VOTERS: How important do you think it is for the candidates for Governor to talk about each of the following?



SOURCE: KFF/Colorado Health Foundation Survey (August 15-September 19, 2018)

Top Issues For Democratic Voters Included Health Care, Education; For Republicans, Immigration, And The Economy

COLORADO VOTERS: Percent who said each of the following was the “most important issue” for the candidates for Governor to talk about:



SOURCE: KFF/Colorado Health Foundation Survey (August 15-September 19, 2018)

Lowering Amount People Pay For Health Care Was Top Health Care Issue Across Partisanship

COLORADO VOTERS: Percent who said each of the following was the “most important” health issue for the Colorado state government to work on:

<u>RANK</u>	<u>DEMOCRATS</u>	<u>INDEPENDENTS</u>	<u>REPUBLICANS</u>
1	Lowering the amount individuals pay for health care (32%)	Lowering the amount individuals pay for health care (27%)	Lowering the amount individuals pay for health care (16%)
2	Passing a universal health insurance plan (32%)	Making housing more affordable (21%)	Making housing more affordable (10%)
3	Making housing more affordable (27%)	Passing a universal health insurance plan (17%)	Funding for mental health programs (8%)

SOURCE: KFF/Colorado Health Foundation Survey (August 15-September 19, 2018)



The Colorado Health Foundation

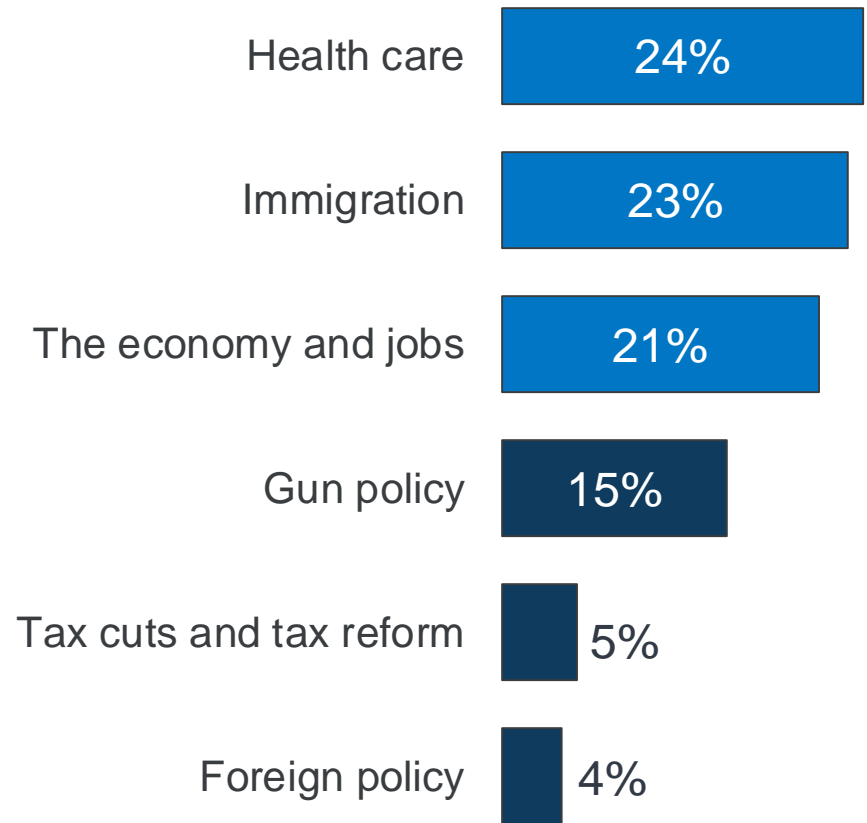


What Was At Stake For Nevada

1. Gubernatorial Candidates: Steve Sisolak (Democrat) and Adam Laxalt (Republican)
2. Senate Candidates: Jacky Rosen (Democrat) and Dean Heller (Incumbent Republican)
3. Divided government heading into the midterms
4. Could become the first state with a women-majority state Assembly
5. Salience of health care
 - Relevant issue of repeal and replace with Dean Heller

Health Care Ranked Among The Top Issues For Nevada Voters Heading Into The Elections

NEVADA VOTERS: Percent who said each of the following was the “most important” issue in making their decision about who to vote for Congress this year:



Health care ranks:
#1 for Democrats (37%)
#1 for Independents (22%)
#3 for Republicans (14%)

Nevada Voters Would Vote For Candidates Who Supported Pre-Existing Protections, Access To Reproductive Services

NEVADA VOTERS: Percent who said they were more likely to vote for candidates who held the following positions on health care issues:

Wants to **maintain** pre-existing condition protections

68%

8%

Wants to **eliminate** pre-existing condition protections

Wants to **increase** access to Reproductive health services for women

53%

18%

Wants to **decrease** access to reproductive health services for women

Wants to **protect** the ACA

47%

34%

Wants to **repeal** the ACA

Supports passing a national health plan

47%

31%

Opposes passing a national health plan

Supports increasing regulation of Rx drug prices

39%

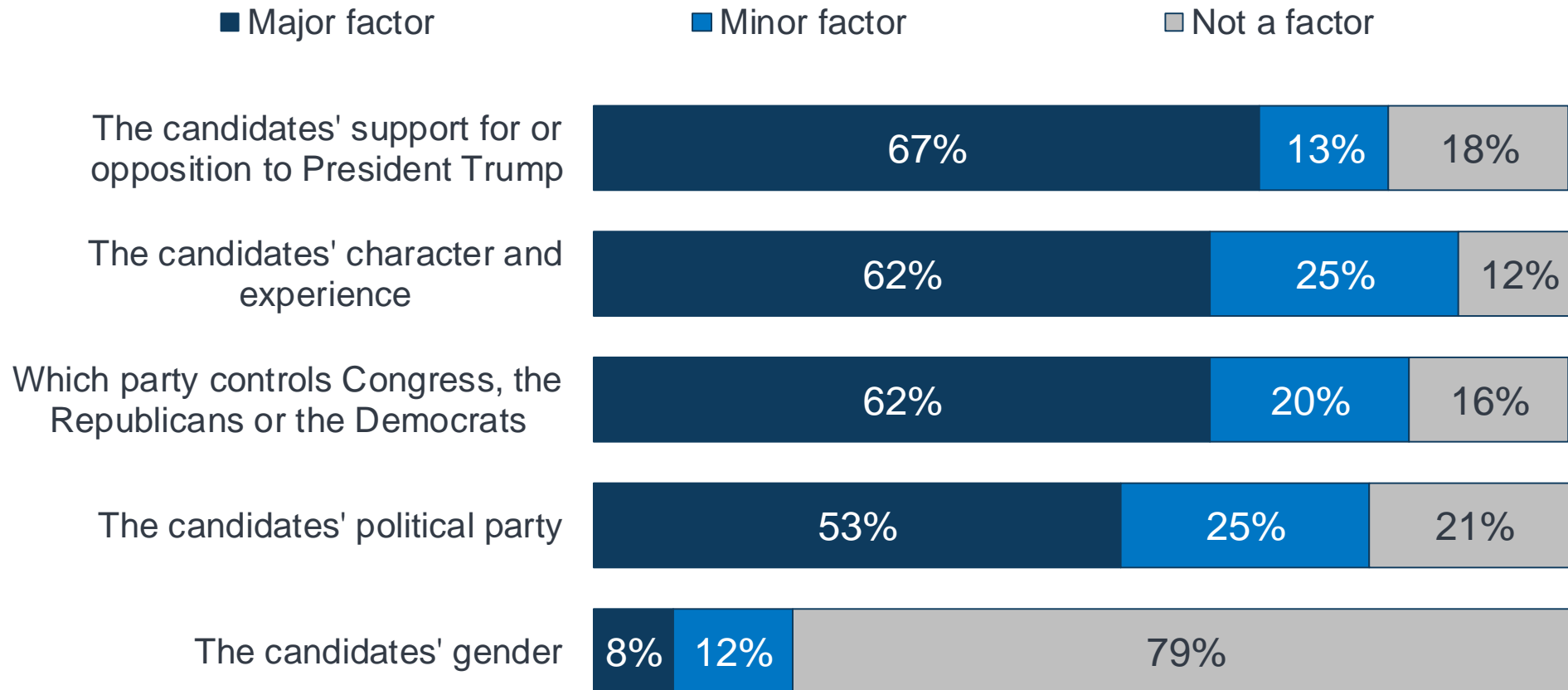
32%

Opposes increasing regulation of Rx drug prices

SOURCE: KFF Election Tracking Poll (conducted September 19-October 2, 2018)

More Than Just An Election About Health Care (And Issues)

NEVADA VOTERS: Percent who say each of the following is a “major factor,” “minor factor,” or “not a factor” in their decision about who to vote for Congress:



SOURCE: KFF Election Tracking Poll (conducted September 19-October 2, 2018)

In Conclusion

1. Health care was a major issue for voters heading into the elections nationally, in Nevada, and in Colorado (although it was much more important for Democrats)
2. Other issues were at play including housing costs and immigration
3. There were some health care issues that cut across party lines
4. Wasn't just a "health care election"

What Does It Mean Moving Forward?

2020 ELECTION

Filling the need for trusted information on national health issues.



Thank you.