



Lake Snell Perry Mermin Meadow Gotoff Ulibarri

Celinda Lake
President

Alysia Snell
Partner

Michael Perry
Partner

David Mermin
Partner

Robert G. Meadow, Ph.D.
Partner

Daniel R. Gotoff
Partner

Joshua E. Ulibarri
Partner

Rick A. Johnson
Vice President

Tresa Undem
Vice President

Robert X. Hillman
Chief Financial Officer

Alan C. Wolf
Chief Operating Officer

Memorandum

To: Richard Kirsch, Health Care for America NOW!

From: David Mermin, Celinda Lake, Danna Basson, Lake Research Partners

Subject: HCAN Communication Campaign

Date: October 23, 2008

Research conducted by LRP¹ on behalf of Health Care for America Now! (HCAN) shows that HCAN's communications during a two-week campaign in October made a dramatic impact on the knowledge and attitudes of voters in five Congressional districts in which HCAN is active. Prior to HCAN's campaign, many said they hadn't heard enough about the congressional candidates' views on health care. **After hearing from HCAN, they became more aware of the candidates' plans, the differences between the candidates on health care, and distinctions between the candidates on a range of policy issues. After learning more objective, factual information on health care, voters shifted their support towards the progressive pro-health care candidate in these districts.**

- There is a real audience for health care messages, with voters yearning to hear more factual information. **More voters are satisfied with what they're hearing about health care after hearing from HCAN.** Before the ad campaign, 49% said the

¹ The pre-campaign poll was conducted September 29-October 2, 2008 by Lake Research Partners among 500 modeled voters in five congressional districts (NY-29, FL-08, IL-11, MI-07, MO-09). The sample consisted of likely voters modeled as persuadable on health care and pulled from voter files by MSHC. The post-campaign poll was conducted October 16-20, 2008 among 700 modeled voters in the same districts, with the sample drawn by MSHC using the same methodology. This poll was conducted after HCAN's combined communication campaign via TV, cable, radio, mail and telephone.

candidates were talking too little about health care. After the HCAN campaign, this number fell to 41% saying they hear too little.

- **The number of people saying they heard about health care reform and know about differences between the candidates increased significantly after hearing from HCAN.** Those saying they heard something about health care reform increased from 44% prior to HCAN’s communication campaign to 59% after the campaign. **This increase is even more dramatic when it comes to hearing about differences between the candidates for Congress on health care reform.** Prior to hearing from HCAN, only 25% of people said they had seen, heard or read anything on differences between the candidates on health care. After hearing from HCAN, this number more than doubled to 53% saying they had heard about differences.

Health care is an issue that engages and moves voters, and HCAN’s campaign had a direct impact on their knowledge about the candidates’ plans and their views of the congressional candidates in these districts. Before hearing from HCAN, a large number of voters were unsure which candidate would do a better job on health care and many did not have strong ideas about where the candidates stood. HCAN presented clear, factual information about the candidates’ plans allowing voters to make informed comparisons of the candidates’ plans. This moved voters on a wide range of issues.

- While health care was already an advantageous issue for candidates who support affordable health care, **after the HCAN campaign, the net margin for such candidates on several comparative measures grew substantially.** The HCAN communications increased the advantage for these “health care” candidates on having the right approach to health care (+12 net shift), making sure you will have affordable health care (+9 shift), and more broadly, on being on your side (+8 shift) and having the right ideas to help the middle class. (+6 net). The survey also showed a decrease in the percentage who did not know enough about the candidates to distinguish them.

	Pre-Ad Campaign		Post-Ad Campaign	
	Health Care Candidate Margin	Both/Neither /Not Sure	Health Care Candidate Margin	Both/Neither /Not Sure
Will make sure you have affordable health care	+19	50%	+28	39%
Right ideas to help the middle class economically	+14	43%	+20	32%
Right approach to health care	+11	52%	+23	43%
On your side	+11	45%	+19	32%
Too much on the side of insurance companies	-18	62%	-24	48%
Leave you on your own with insurance companies	-19	60%	-23	45%

- **Following the HCAN campaign, these voters felt more favorable about the candidates who support affordable health care, and less favorable toward the opposing candidates.** After the campaign, voters who had heard something about health care were significantly more favorable towards the “health care” candidate, with 47% saying they felt more favorable toward the “health care” candidate as a result of what they heard about health care while 30% were less favorable (net +17 points favorable). Concurrently, only 26% felt more favorable toward the opposing candidate and a majority (52%) were less favorable (net –26 points unfavorable).
- **The changed perceptions on health care had a significant impact on voter choice, increasing the margin for the pro-health care candidate by +13 points.** Before the communication campaign, the “health care” candidate had a margin of +7 points overall among voters (with 39% supporting the “health care” candidate and 32% the opposing candidate). After hearing from HCAN, the “health care” candidate’s margin increased to +20 points overall (with 50% supporting the such candidates and 30% the opposing candidate).
- While voters shifted dramatically in response to HCAN’s factual messages about the congressional candidates’ policies, they did not shift on the presidential race, which was not the focus of HCAN’s campaign. Prior to the campaign, Obama had an +18 point margin on health care among these voters, with 46% saying Obama would do a better job of dealing with health care and 28% saying McCain would do a better job. Obama’s lead held steady with a +19 point margin after the campaign (49% Obama and 30% McCain).