



Opinion Research • Communication Strategy

**NATIONAL CONSUMER SURVEY
January 27, 2009**

1. First, are you registered to vote at this address?

Yes 81
No **TERMINATE**

I'm going to read you a list of organizations. After each, please tell me overall, do you have a very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable impression of ____? **[READ NAME]**
If you haven't heard of the person or organization {7}, or if you don't know enough about them to have an impression {6}, just say so and we will move on. **[ROTATE]**

	Very fav	Sw hat fav	Neutral	Sw hat unfav	Very unfav	No opin	Nvr Hrd
SPLIT SAMPLE A							
__2. The federal Medicare Program	15	26	20	12	8	10	8
SPLIT SAMPLE B							
__3. The federal Medicaid Program	16	28	18	9	6	14	8
SPLIT SAMPLE A							
__4. Insurance companies	9	20	26	22	16	5	3
SPLIT SAMPLE B							
__5. Health Maintenance Organizations, known as H-M-Os..	10	26	16	20	12	11	5

6. Federal leaders are considering expanding Medicare to all Americans, so that people have another option besides private health insurance or an H-M-O. Do you favor or oppose the creation of this type of public health plan option?

Favor 64
Oppose 28
DK/NOT SURE..... 8

7. There is proposed federal legislation that gives any American, regardless of age, the option of joining the Medicare program. Americans who choose this option would share the cost of the coverage with their employer through increased Medicare payroll deductions, instead of paying private health insurance premiums. Do you favor or oppose this legislation?

Favor 60
Oppose 27
DK/NOT SURE..... 12

8. What would you prefer: a national health insurance program, in which everyone is covered under a program like Medicare that is run by the government and financed by taxpayers, or the current system, in which most people get their health insurance from private employers, but some Americans have no insurance?

National health insurance program	59
Current system	34
DK/NOT SURE	7

9. Do you favor or oppose the creation of a national health insurance program for all Americans, even if this would require higher taxes?

Favor	55
Oppose	40
DK/NOT SURE	4