

## MEMORANDUM

**TO:** INTERESTED PARTIES  
**FROM:** GLEN BOLGER & JARRETT LEWIS, PUBLIC OPINION STRATEGIES  
**CC:** AMERICANS FOR PROSPERITY  
**DATE:** MAY 27, 2021  
**SUBJECT:** KEY FINDINGS – PERSONAL OPTION HEALTH CARE NATIONAL SURVEY

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### METHODOLOGY

*On behalf of Americans for Prosperity, Public Opinion Strategies conducted a national online survey of 1,000 Registered Voters, April 27-29, 2021. Results from the survey have a credibility interval of  $\pm 3.53$  percentage points.*

### KEY FINDINGS

**1. Voters have little appetite for a systemic overhaul of our health care system; they are simply looking for improvements.**

Seven-in-ten voters believe that the current health care system is meeting the needs of themselves and their families, including majorities of seniors (83%), suburban voters (73%), women (63%), Independents (61%) and minority voters (65%).

When it comes to insurance, the financial backbone of the U.S. health care system, a majority of voters (53%) believe “we should keep what works and fix what is broken” rather than overhauling the health care system with a one-size-fits-all government plan (16%) or offering a new government insurance plan through the individual marketplace (16%).

Majorities of Independents (59%), suburban voters (56%), moderates (54%) and women (53%) all agree that we should keep what is working and focus on fixing what is broken.

**2. Voters want more personal control over their own health care.**

When asked who should have the most say in decisions that affect the type of health care Americans receive, nearly three-quarters of voters (73%) say “me and my family,” compared to “the federal government,” “my state government,” or “insurance companies.”

Strong majorities of Independents (81%), women (78%), and suburban voters (77%) believe they should be the ones with the most say in decisions that affect the health care they receive.

Respondents were also asked to choose which of the following two statements they agreed with more:

*“Health care is very personal, so I should be able to choose the health care coverage that’s right for me.”*

*“Health care is a public responsibility, so every American should be enrolled in the same government plan offering the same coverage.”*

Voters overwhelmingly agree with the first statement (73%), including majorities of Independents (83%), women (77%), suburban voters (73%), and minority voters (71%).

Additionally, when asked to pick the two things they like most about a personal option, the runaway top response at 46% was “It would give Americans more control over their health care.”

### 3. **The Personal Option proposal trounces both Medicare For All and the Public Option proposals.**

Survey respondents were shown the following proposals and asked to choose between a personal option and Medicare For All and between a personal option and the Public Option:

*“A ‘personal option’ plan in which the government allows for more choices, like tax-free Health Savings Accounts and short-term renewable plans, that let people select affordable options that are right for them, without adding new taxes.”*

*“A ‘Public Option’ plan in which the government offers all Americans the option to purchase a public health insurance plan like Medicare.”*

*“A ‘Medicare for All’ plan that would end private health insurance coverage and move every American into a government-run health insurance plan.”*

Voters **overwhelmingly** support a personal option over Medicare For All by a 71%-29% margin and support a personal option over the Public Option by 69%-31%.

- ✓ **% Supporting Personal Option Over Public Option:** Majorities of GOPers (82%) suburban voters (73%), women (72%), Inds (68%), minority voters (66%), Hispanics (54%), and Dems (59%).
- ✓ **% Supporting Personal Option Over Medicare For All:** Majorities of GOPers (87%) Inds (81%), women (75%), suburban voters (74%), minority voters (64%), Hispanics (59%), and Dems (54%).

### 4. **There are many policy elements of a personal option that strongly appeal to voters, including more price transparency, lowering the price of prescription drugs, and no new taxes.**

- ✓ 93% of respondents indicated they would be more likely to support a personal option if they knew it would expand price transparency (including 58% who said they would be much more likely).
- ✓ 84% would be more likely to support the plan if they knew it would reform the Food & Drug Administration to get prescription drugs to market faster, increasing competition and lowering costs (including 42% who said they would be much more likely).
- ✓ 82% would be more likely to support the plan if they knew it did not require any new taxes (including 46% who said they would be much more likely).

Other policies that received a high level of support include modernizing scope of practice laws to improve access (89% more likely), expanding the use of health savings accounts (88% more likely), expanding the number of short-term health plans as a way to offer more lower-cost coverage options (85% more likely) and funding tax-free Health Savings Accounts for low-income families (83% more likely).

**5. Finally, voters see real, tangible benefits to a personal option.**

Majorities of voters believe it would improve the lives of key groups of Americans, including those who take prescription medicines (66% better off), Americans with pre-existing conditions (59% better off), themselves (58% better off), and Americans without health insurance (57% better off).

**BOTTOM LINE**

Voters love the personal option. They prefer it over both Medicare For All and the Public Option by roughly 40 points. Republicans and Independents strongly prefer a personal option to the two government plans, though even Democrats currently lean towards preferring a personal option. Voters strongly favor the plan's many attributes that would help make our health care system more accessible, more affordable and easier to navigate. Perhaps most of all, voters are attracted to the idea of protecting (and in some cases regaining) choice and control over their own health care. Altogether, the personal option is a viable plan that conservatives can and should get behind, especially when juxtaposed against the two government takeover plans.