

WHAT DO VOTERS WANT?

Findings from the Herndon Alliance

- 1) 96% of voters in the 2006 election had health insurance. These voters will first examine any changes to the health care system through their own prism of effects on their cost, control, choice and quality of health care.
- 2) Voters have significant barriers (fears) to embracing change that must be addressed:
 - a. **Fear of loss** – fear of change and potential for loss of current health coverage
 - b. **Taxes** – concerns over equity and whether all are paying a fair share
 - c. **Immigration** – concerns about providing and paying for health coverage for the “undeserving”
 - d. **Role of Government** – erosion of confidence in government programs
- 3) **American Solution** – Voters want a uniquely American Solution – they have a strong belief in America and American ingenuity.
- 4) **Control and Choice** – Voters want control and choice in their health care system.
- 5) **Government as guarantor, enforcer and watchdog** – Voters are comfortable with these roles for government in guaranteeing and regulating their health care system. They are apprehensive about “big government” administering their health care.
- 6) **Fairness and Progressivity** - Voters are very concerned about “fairness” in any health care system and want to know that everyone is paying their fair share. They will support a progressive system to finance health care. For example 69% of voters believe corporations are paying too little in overall taxes today and 63 % believe upper income people are paying too little.
- 7) **Personal Responsibility** – Voters want to hear a central role for ‘personal responsibility’ in the health care system. One measure of this is that everyone pays their fair share. Another example of this is everyone having access to preventative care and responsibly using it.

The Herndon Alliance is a coalition of 60 national and state groups advocating guaranteed affordable health care for all Americans. Herndon has focused on research and analysis of voter values and beliefs to define the framework of a new health care system Americans could embrace and support.

<http://www.herndonalliance.org/>

