

Poll: Americans Favor Health Choice over Coercion

Topline Message

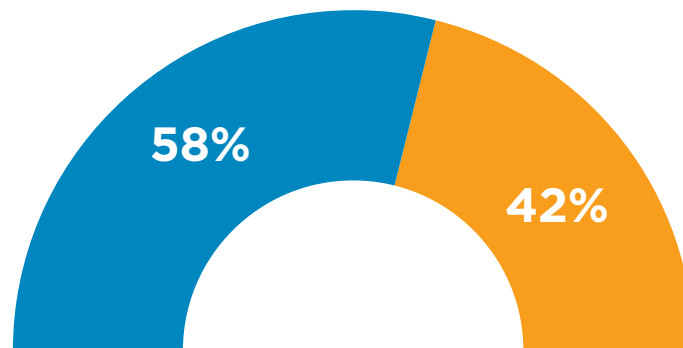
Everyone has the right to choose their own health care, and no one should be forced onto a plan that doesn't meet their needs. A free market, when truly free, can reduce cost and increase access to care while accommodating aid to the poor to help them buy a plan of their choice. A government monopoly can never compete with that.

Messaging Priorities

- Lead with the effect to the patient: choice, more options, lower prices, and more open access. Follow up with the effect to the states or system if necessary.
- Choice is a powerful concept, made stronger with “right to choose” language. Frame health care choice as a right and single payer as an infringement of that right.
- Avoid unnecessary politicization: Using politically divisive terms like “Drain the swamp” and referencing Obamacare without explaining how it should be changed unnecessarily divide audiences.
- Power Phrases: Right to choose, health care choice for all, empower you to make choices for yourself, access to care, patients should choose.

CHART 1

Poll: Majority Support Health Care Choice Over Single Payer



Everyone has the right to choose their own health care, and no one should be forced onto a plan that doesn't meet their needs. A free market, when truly free, can reduce cost and increase access to care, while accommodating aid to the poor to help them buy a plan of their choice. A government monopoly can never compete with that.

Healthcare is a right no American should go without. Americans should not be left to struggle to pay for their health. A single-payer system would guarantee all Americans have access to health insurance, while simplifying our broken system.

SOURCE: Online survey using a national representative sample of 903 U.S. voters conducted December 20, 2017, with a margin of error of +/-3.3 percentage points.

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CHART 2

Top Messages on Health Care Choice



Americans should have more choices for their health care.



Patients, not bureaucrats, should choose how health care is provided.



People spend their own money more wisely than they spend other people's money. Politicians spend taxpayer money inefficiently.



A new plan for health care should give you more choices to pick the right health plan for you and give states the flexibility they need to deliver that goal.

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