

G B A O

Medicare For All Messaging Project

Led by Progressive Change Institute
in partnership with Public Citizen, Business for Medicare
For All, and others

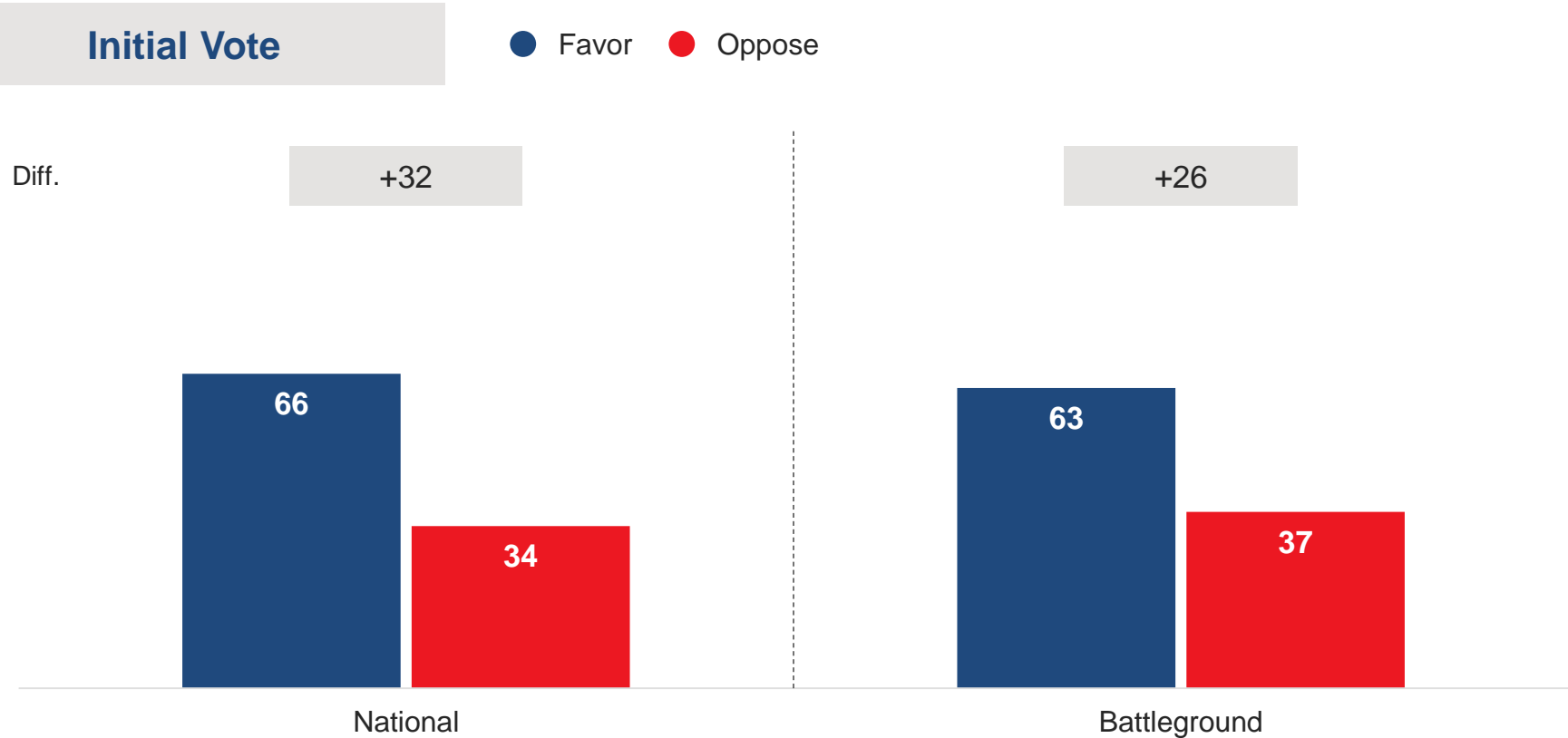
N=1,200 registered voters

Conducted September 25-29, via online web panel

Margin of error = +/- 2.8 percentage points

Differences Between Battleground And Overall Are Relatively Small

Figure 2



National: N=1,200 registered voters, +/- 2.8 point margin of error
Battleground: N=554 registered voters, +/-4.2 point margin of error

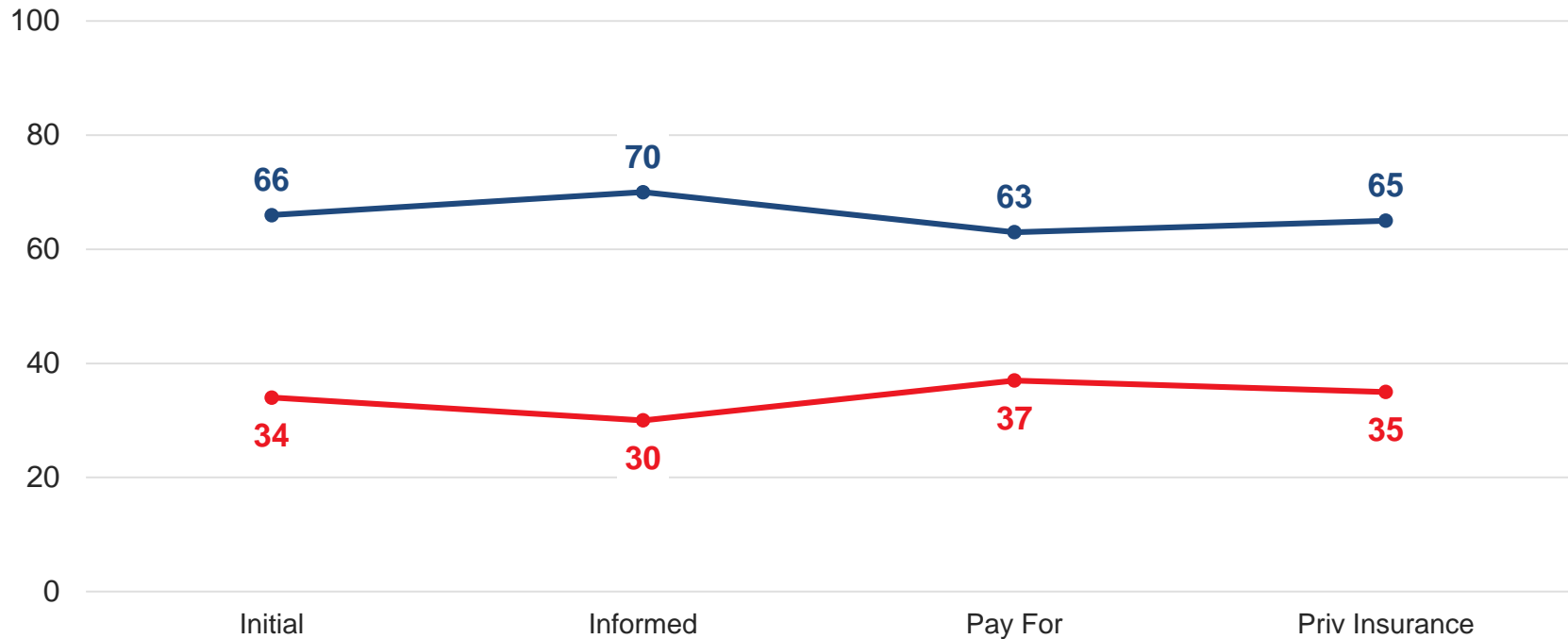
Battleground States: AZ, CO, FL, GA, IA, ME, MI, MN, NV, NH, NC, OH, PA, TX, VA, WI

Medicare for All Is Popular, With Majority Support Even When Attacked

Figure 3

Vote Progression

● Favor ● Oppose



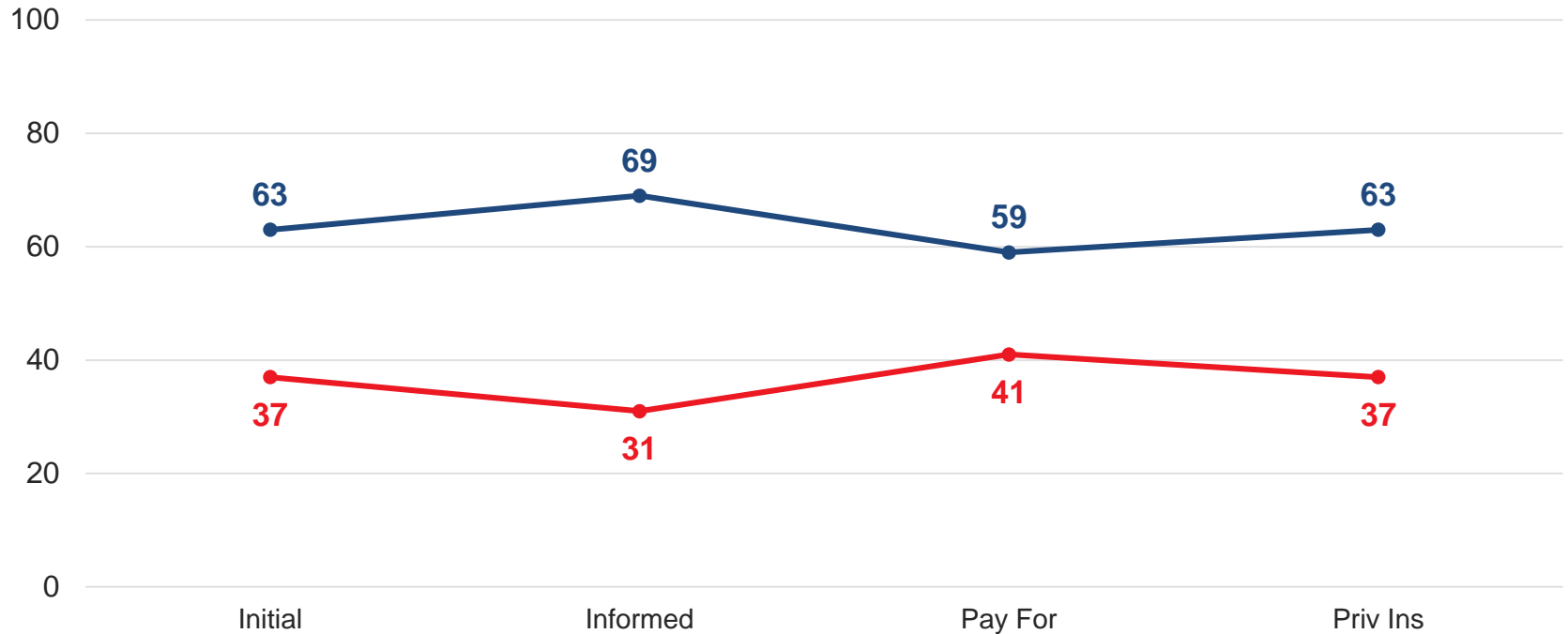
Sept. 25-29, N=1,200 registered voters, +/- 2.8 point margin of error

Vote Progression By: Battleground States

Figure 4

Vote Progression In Battleground States

● Favor ● Oppose



Sept. 25-29, N=554 weighted registered voters, +/- 4.2 point margin of error

Medicare For All would guarantee coverage to everyone from any doctor or hospital anywhere in the US with no premiums, no deductibles, and no co-pays or other out-of-pocket costs. It also would expand Medicare's benefits to cover more pre-natal, dental, vision, home-based, and nursing home care.

Now that you've read a little more, would you say you favor or oppose Medicare For All?

We Tested Three Rebuttals To “Pay For” Attack

Figure 6

ONLY WEALTHY PAY

Under Medicare for All, everyone would pay less for health care since all premiums, co-pays, deductibles, and long-term care costs would be eliminated, and **taxes would only go up for the wealthy and big corporations.**

(66 favor, 34 oppose)

IGNORE & PIVOT

Under Medicare for All, everyone would pay less since **insurance company profits would no longer drive up costs** for families and all health care premiums, co-pays, deductibles, and long-term care costs would be eliminated.

(63 favor, 37 oppose)

STIPULATE TAXES

Under Medicare for All, everyone would pay less for health care since all premiums, co-pays, deductibles, and long-term care costs would be eliminated. So **while taxes might increase a little, the total out of pocket costs of health care and taxes would be lower for all but the wealthiest.**

(62 favor, 38 oppose)

EVERYONE HEARD: Medicare for All would cost \$32 trillion. The only way to pay for it is through a massive health care tax.

We Tested Three Rebuttals To “Private Insurance” Attack

Figure 7

GRADUAL

People don't love their insurance companies, they love their doctors - and Medicare for All gradually takes out the insurance middleman. For the first several years, Americans could choose either to keep their private insurance or join Medicare - **allowing millions of people to transition over voluntarily until everyone is covered.**

(66 favor, 34 oppose)

IF YOU WANT IT

People don't love their insurance companies, they love their doctors - and Medicare for All gradually takes out the insurance middleman. But **Americans would still be able to keep their private insurance instead of joining Medicare**, so they can find the coverage that works best for them.

(64 favor, 36 oppose)

PORTABILITY

People don't love their insurance companies, they love their doctors. Under Medicare for All, **even if you are fired or switch jobs, you would be able to go to any doctor you want** - whether a cancer specialist, pediatrician, or psychiatrist. And you would always have health care with no out-of-pocket costs like co-pays, deductibles, and premiums.

(66 favor, 34 oppose)

EVERYONE HEARD: Medicare for All would kick 150 million Americans off of their insurance, even people who like their current plans.

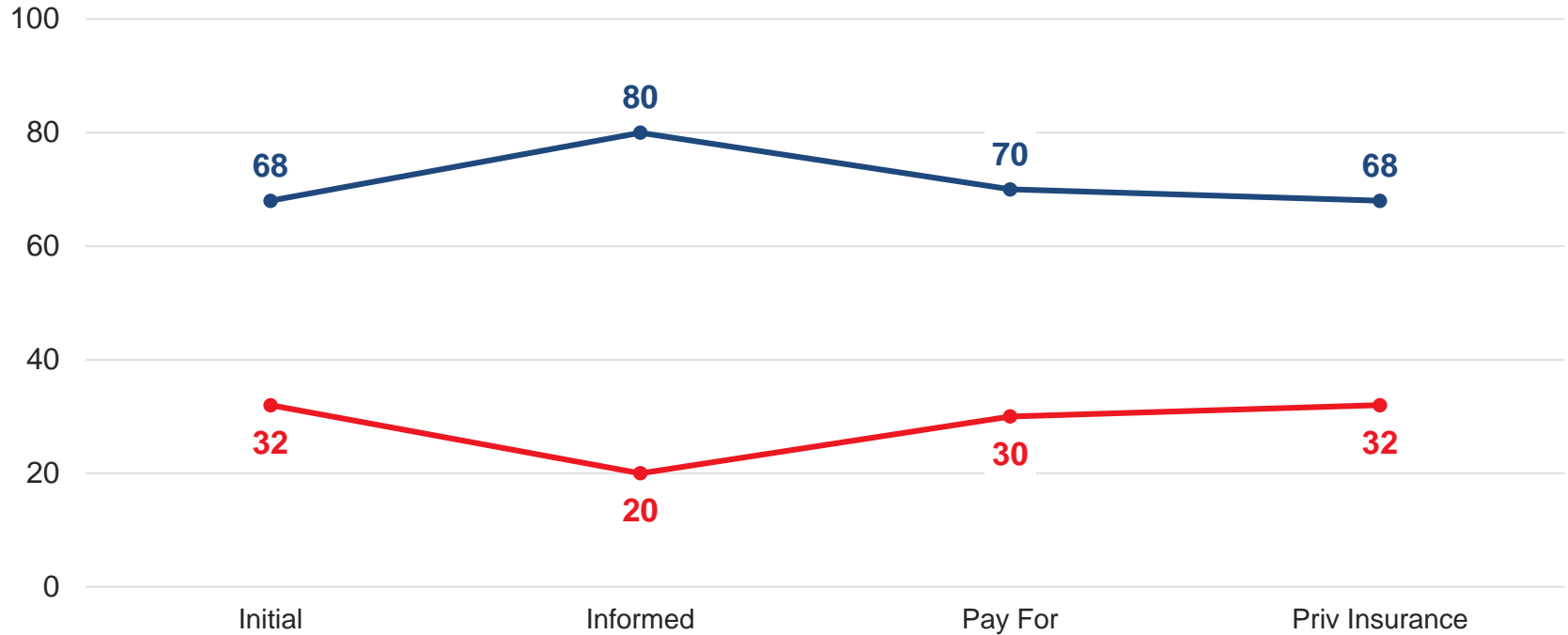
Sept. 25-29, each message frame=400 registered voters, +/-4.9 point margin of error

Vote Progression By: Independent Women

Figure 8

Vote Progression Among Independent Women

● Favor ● Oppose

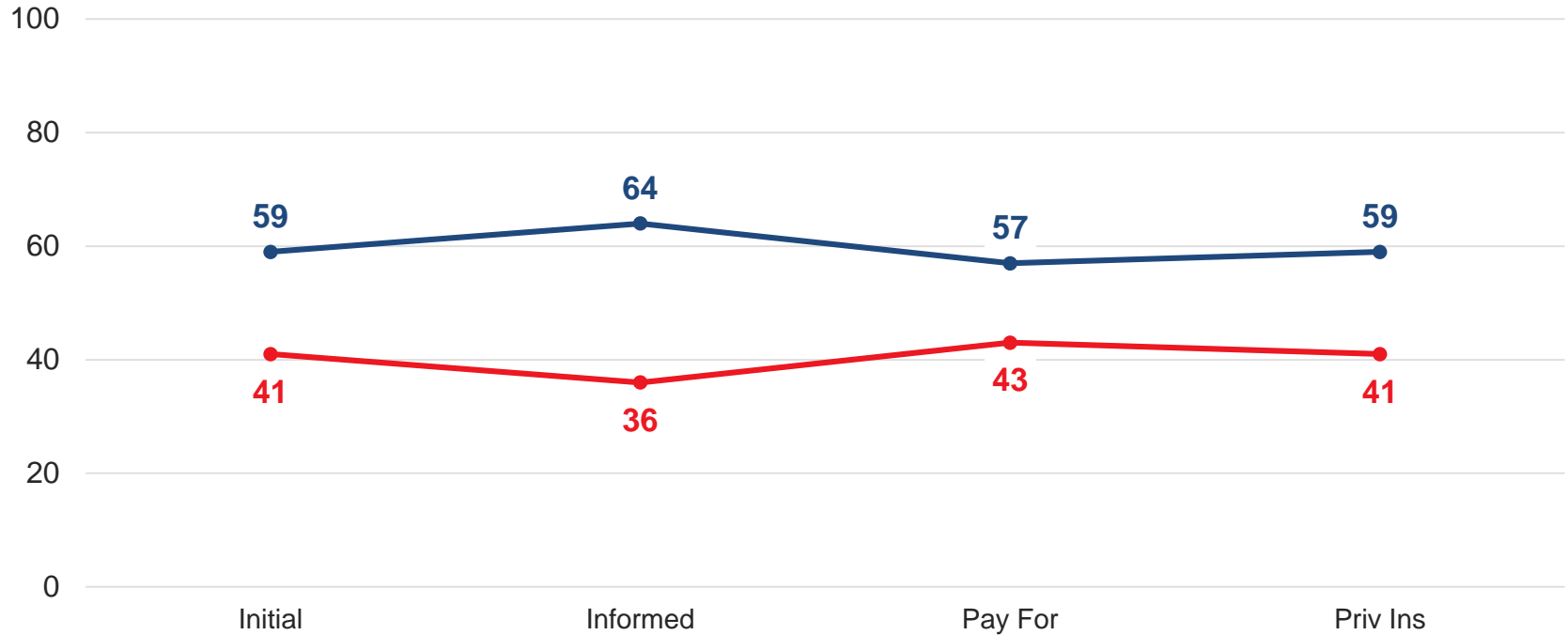


Vote Progression By: White Voters

Figure 9

Vote Progression Among White Voters

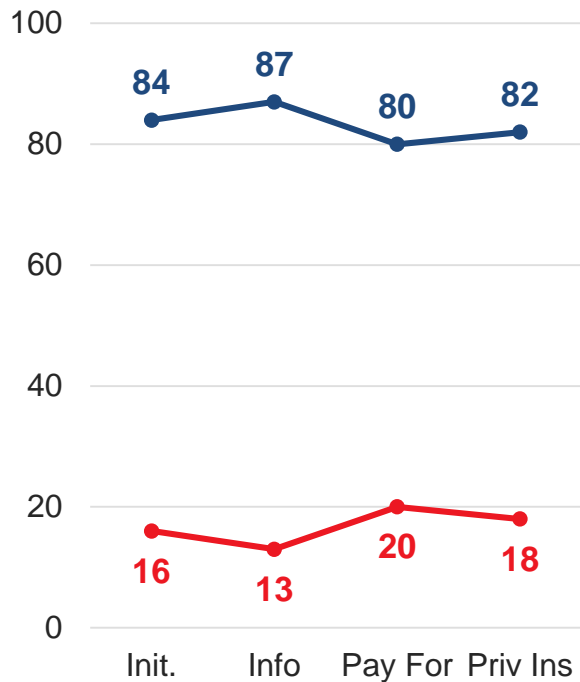
● Favor ● Oppose



Vote Progression By: Party Among White Voters

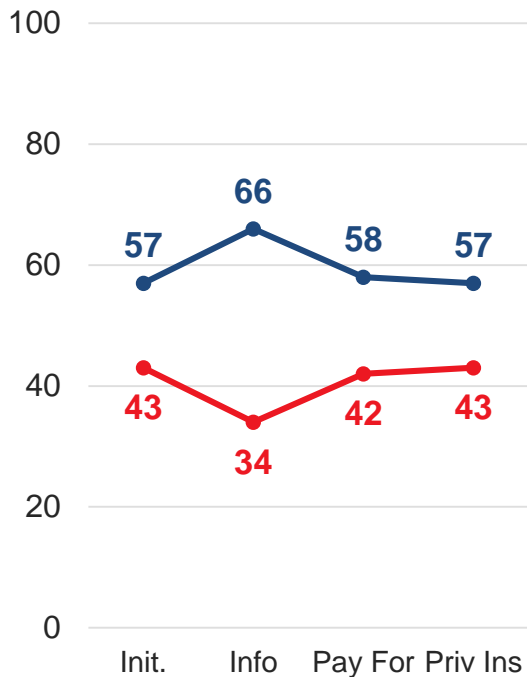
Figure 10

White Democrats

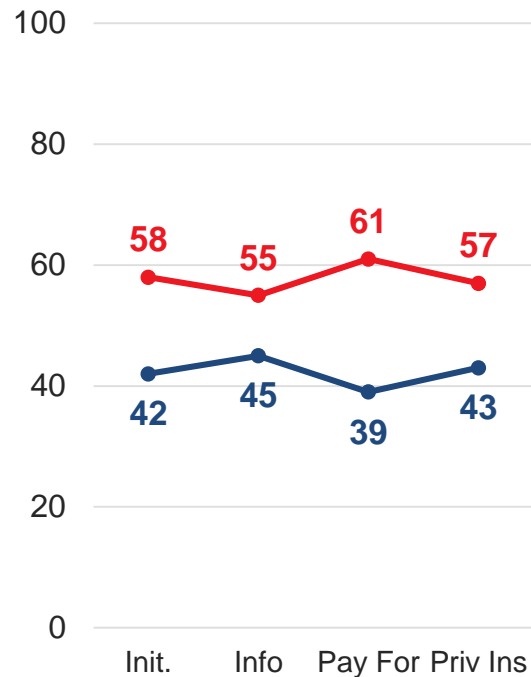


● Favor ● Oppose

White Independents



White Republicans

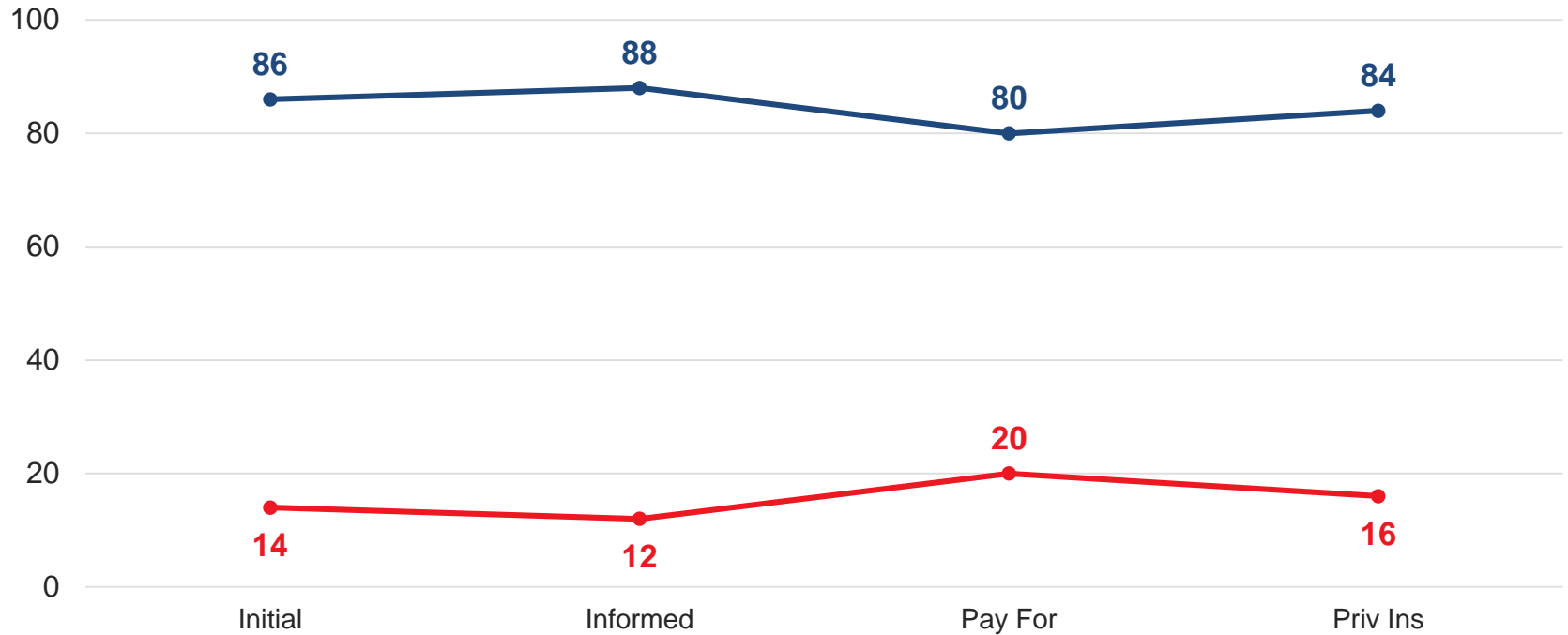


Vote Progression By: African American Voters

Figure 11

Vote Progression Among African American Voters

● Favor ● Oppose

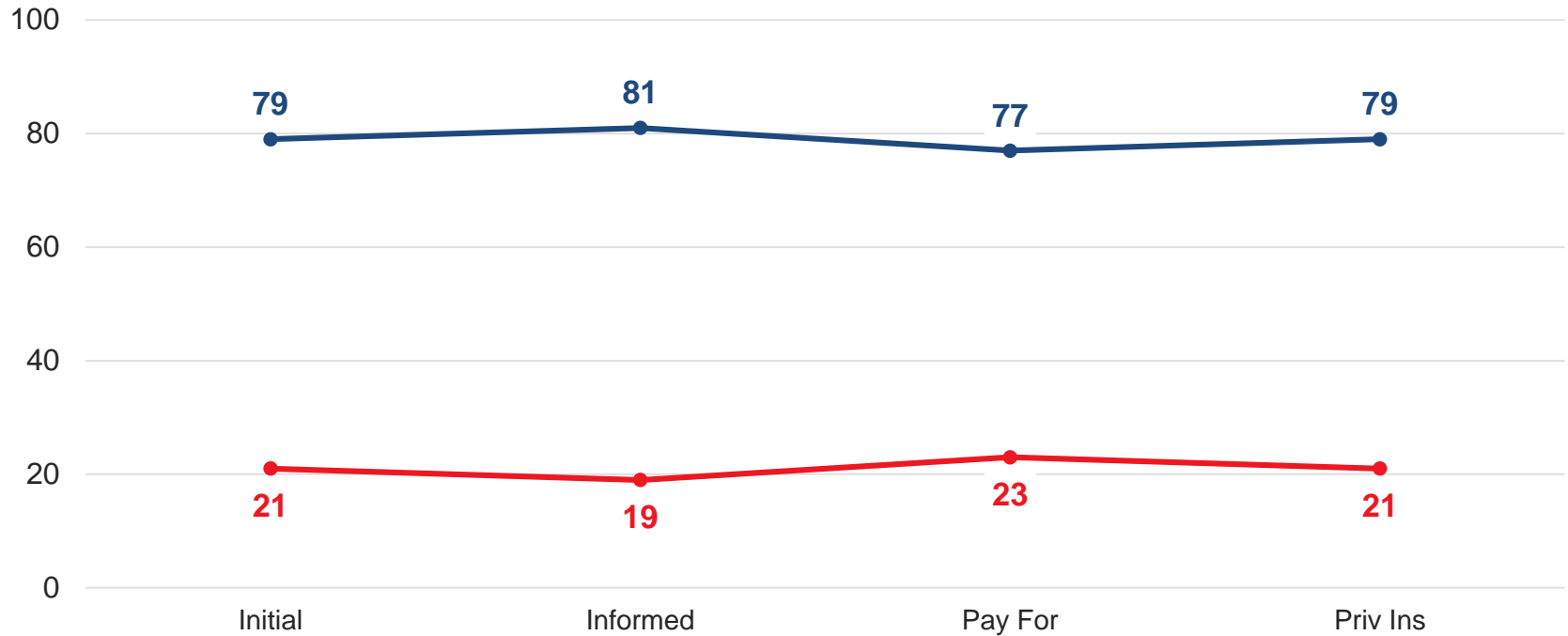


Vote Progression By: Latinx Voters

Figure 12

Vote Progression Among Latinx Voters

● Favor ● Oppose



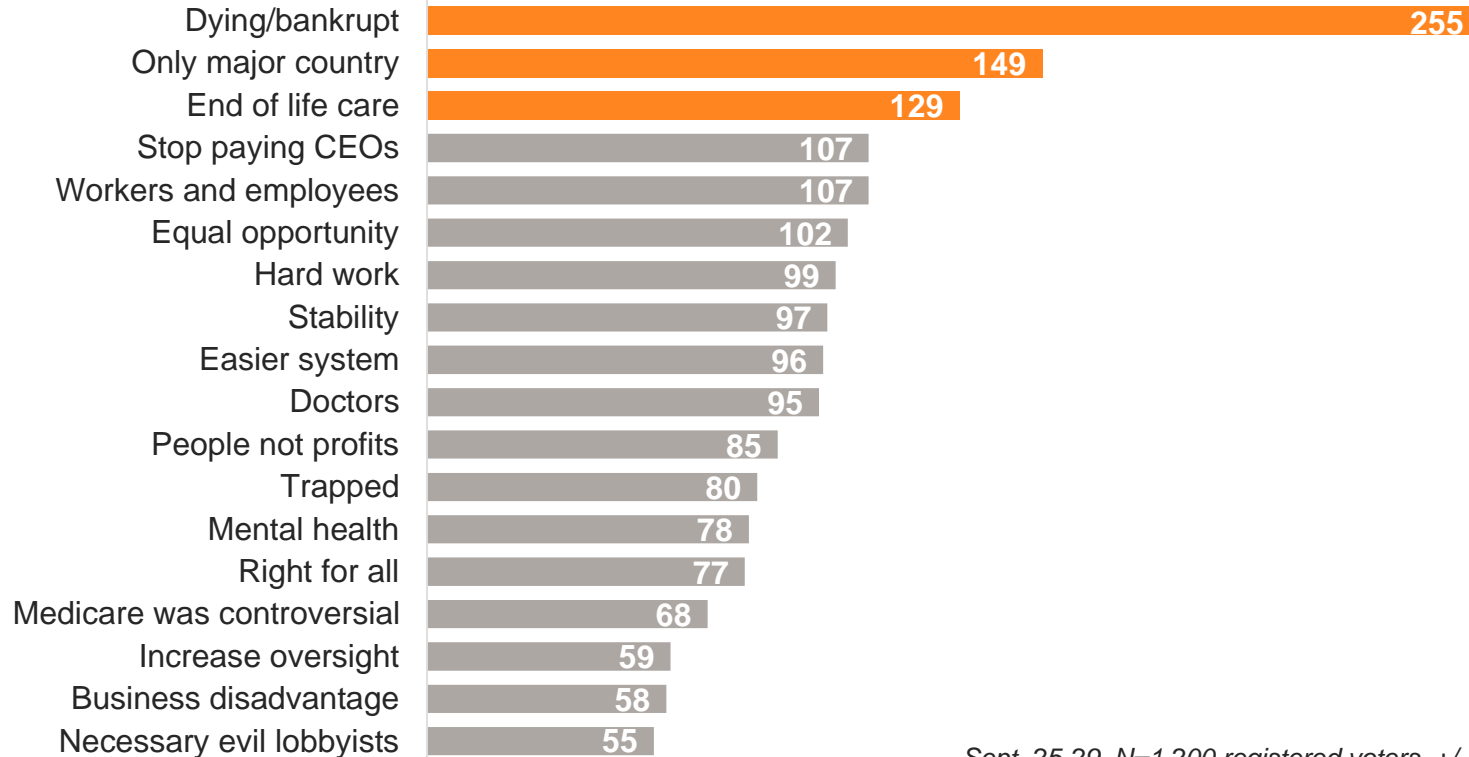
Positive Messages Tested

Figure 13

Top Positives

Mean Score

**The mean score represents the Mean MaxDiff score indexed to 100. Scores above 100 are more relatively more convincing, below 100 are less, and 100 is average.*



Three Top Positive Messages: Crisis/Bankruptcy, Other Countries, End Of Life

Figure 14

Top Positives

● Mean Score*

Dying/bankrupt: Right now, **people are dying** because they can't afford insulin, EpiPens, inhalers, or other life-saving therapies. And **many families go bankrupt** or struggle to pay their rent because of their high medical bills. With Medicare for All, these costs are covered, because a medical emergency shouldn't also become a financial emergency.

255

Only major country: America is the **only major country that doesn't guarantee health care**. In Canada and Europe, people visit specialists they need without a referral, go to the emergency room without getting a surprise bill, and see doctors regularly for checkups. Without insurance companies in the way, people get the care they need when they need it, without worrying about the cost. If everyone else can do it, America can do it too.

149

End of life care: Right now, **many families and seniors struggle to afford long-term and end-of-life care**. Medicare for All would provide the health care seniors deserve, in their own home or in a new place of their choosing. Because at the end of life, people should be able to afford safe, compassionate care.

129

Sept. 25-29, N=1,200 registered voters, +/- 2.8 point margin of error