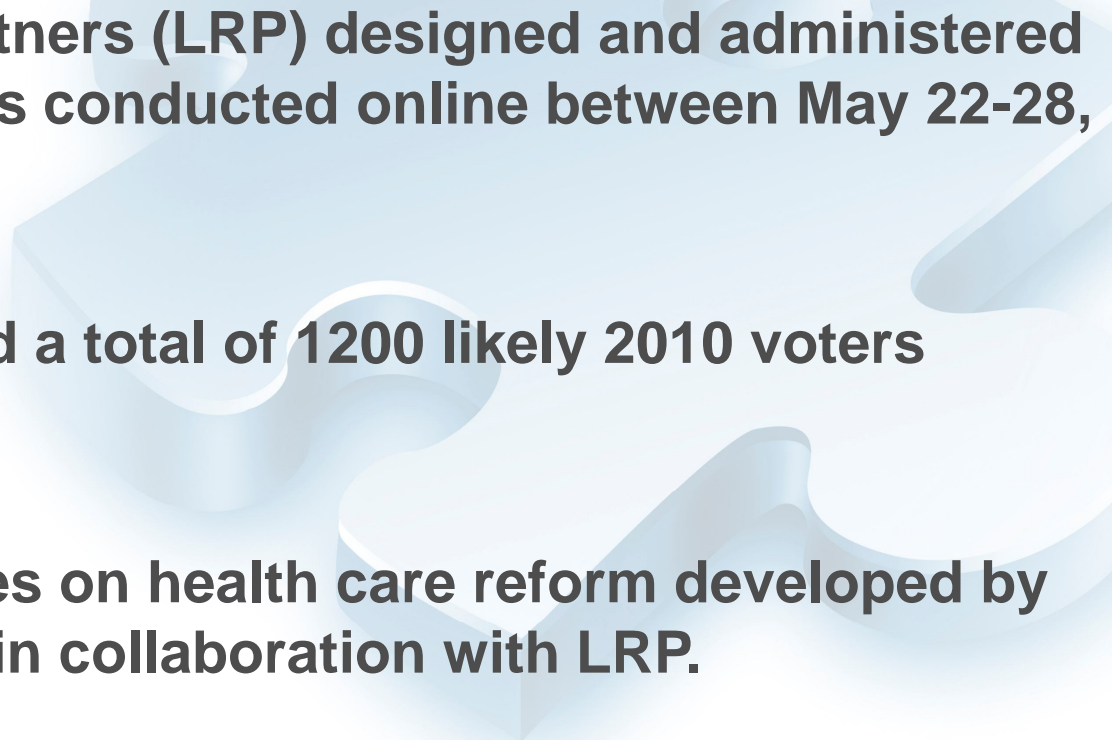


BRIEFING PRESENTATION

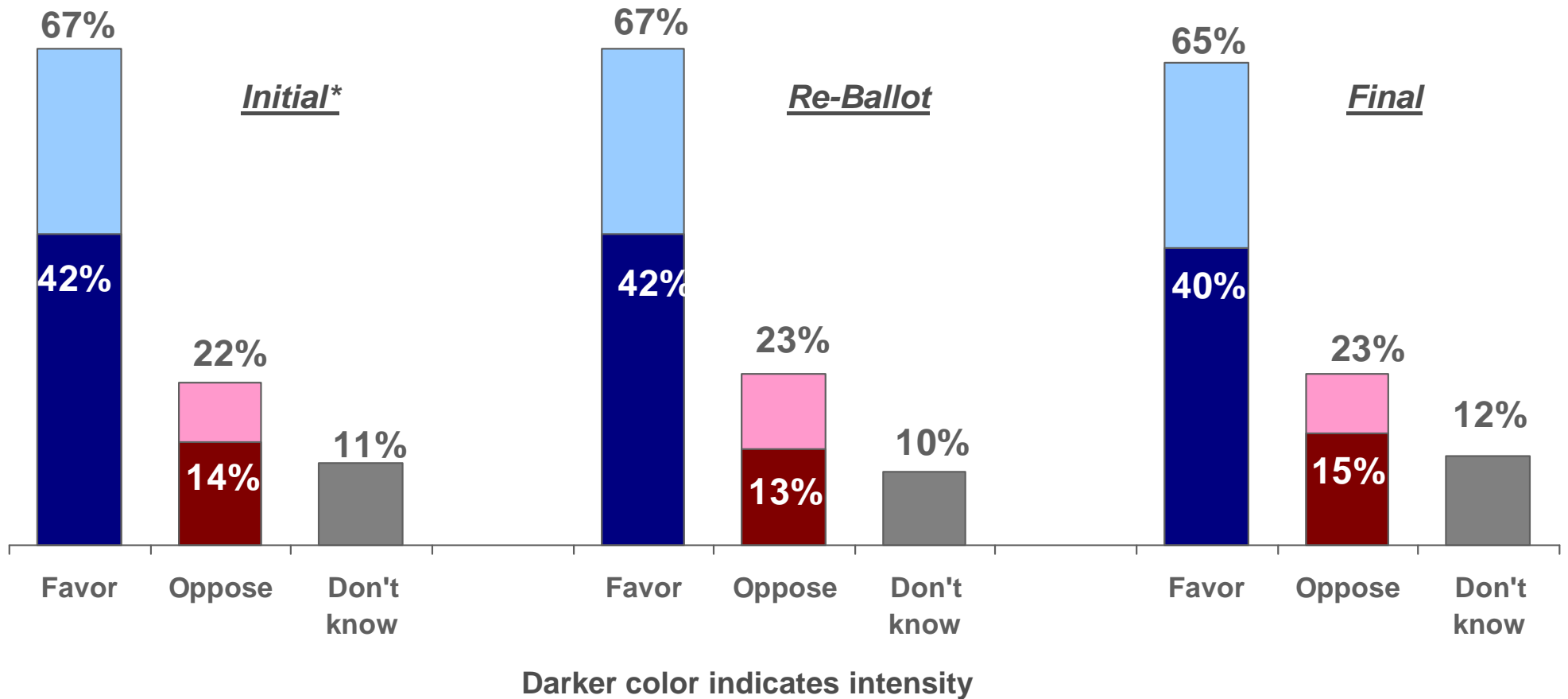
Support for Obama Health Reform Plan

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- **Lake Research Partners (LRP) designed and administered this survey that was conducted online between May 22-28, 2009.**
  - **The survey reached a total of 1200 likely 2010 voters nationwide.**
  - **We tested messages on health care reform developed by Westen Strategies in collaboration with LRP.**
  - **The margin of error for this survey is +/- 2.8%.**

## **Methodology**

# Support for health care reform remains steady throughout the survey.

## Favor/Oppose Obama Reform Plan



\* Asked of half of sample.

The following is President Obama's plan to reform the health care system. It is based on three principles: reducing costs, guaranteeing choice, and ensuring all Americans have quality, affordable health care. Here are its basic components:

- People would be able to keep their health insurance if they choose, or choose from another private health insurance plan or a public health insurance plan.
- Private insurance companies would be prohibited from denying people coverage based on pre-existing conditions, or charging people higher rates because of their health history.
- All health insurers would be required to offer at least one standard, comprehensive health plan with guaranteed benefits.
- Individuals would be responsible for helping to pay for their coverage, on a sliding scale.
- Employers would be responsible for providing coverage or helping to pay for coverage, with tax-credits for small-business.
- Money would be saved by cutting paperwork with electronic medical records, encouraging preventive care, and lowering administrative costs.
- The public health insurance plan would also lower costs by using its purchasing power to get better prices on drugs and services.