

CAMBRIDGE

Consultants, LLC

Health Care Foundation Community Survey Kansas City Metropolitan Area

Executive Summary
April 29, 2011

About the survey

This survey was conducted by telephone with 402 registered voters in the Kansas City metropolitan area between April 17 and April 21, 2011. Survey respondents were drawn from a random sample of residents in the same targeted zip codes for the benchmark survey conducted in August, 2010 in Johnson and Wyandotte Counties in Kansas, and Jackson, Clay and Platte Counties in Missouri.

Survey objectives

The primary purpose of this survey was to track public awareness in regard to specific components in the new health reform law, comparing the results to data from the benchmark survey conducted in August, 2010.

Key findings

Results from the initial question concerning this issue (Q-2) reports a **36% favorable** impression of the new law and **54% unfavorable**. This is similar to results in the benchmark survey last year which reported **34% favorable** and **50% unfavorable** (2% net loss).

After providing respondents with information concerning various aspects of the new law, favorable impressions increased to **41%** and unfavorable decreased from 54% to **52%**.

Once again, **political party affiliation** is the most significant difference between favorable and unfavorable impressions of the new law. Those who consider themselves “mostly Republican”, for example, are much more likely to have an unfavorable impression than those who consider themselves “mostly Democrat”. Strongly Unfavorable: mostly Republican (71%) -- mostly Democrat (8%).

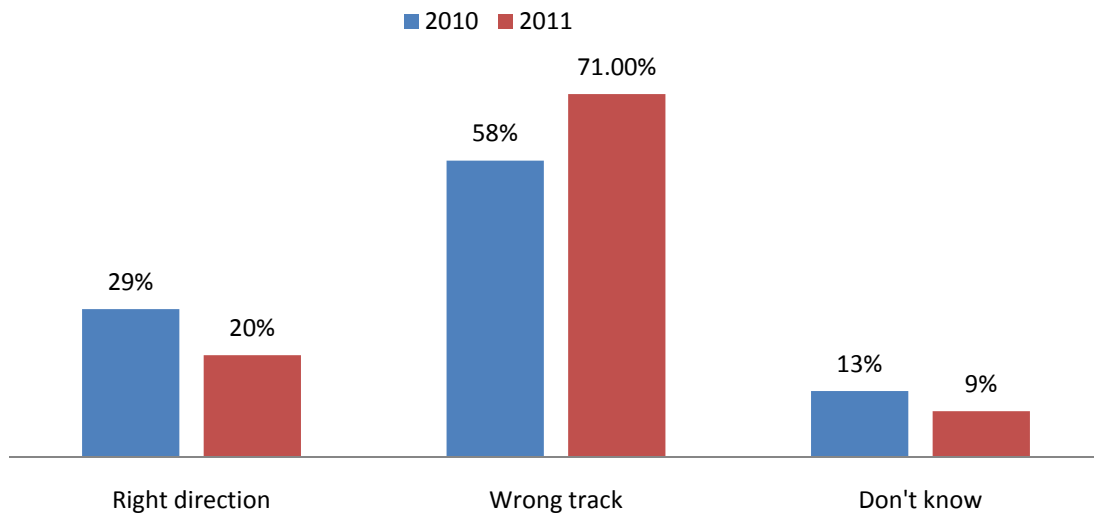
A higher percentage of respondents believe the country is headed in the wrong direction than in the survey conducted last year. This year, 71% believe the country is ‘on the wrong track’ vs. 58% in last year’s survey. Only 20% now believe the country is headed in the right direction. While Democrats are equally divided in their opinion in this regard, 93% of respondents identifying themselves as ‘mostly Republican’ believe the country is on the wrong track.

In summary, opinions have not changed much during the eight month period between August, 2010 and April, 2011 as it relates to the new health reform law, but a significantly higher percentage of respondents believe the country is on the wrong track.

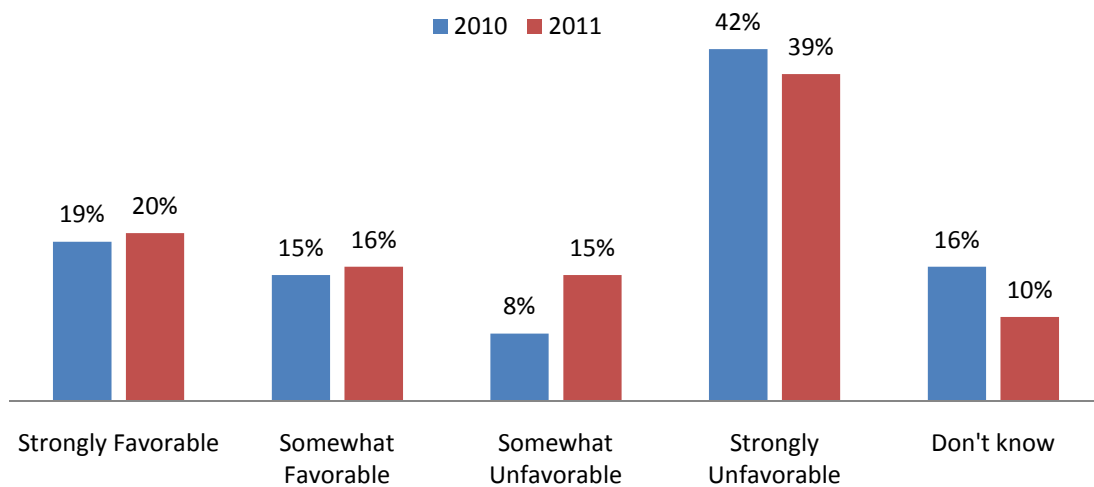
Tracking Charts

Components of the new health reform law are tested for public awareness and compared to the data from the benchmark survey taken last August.

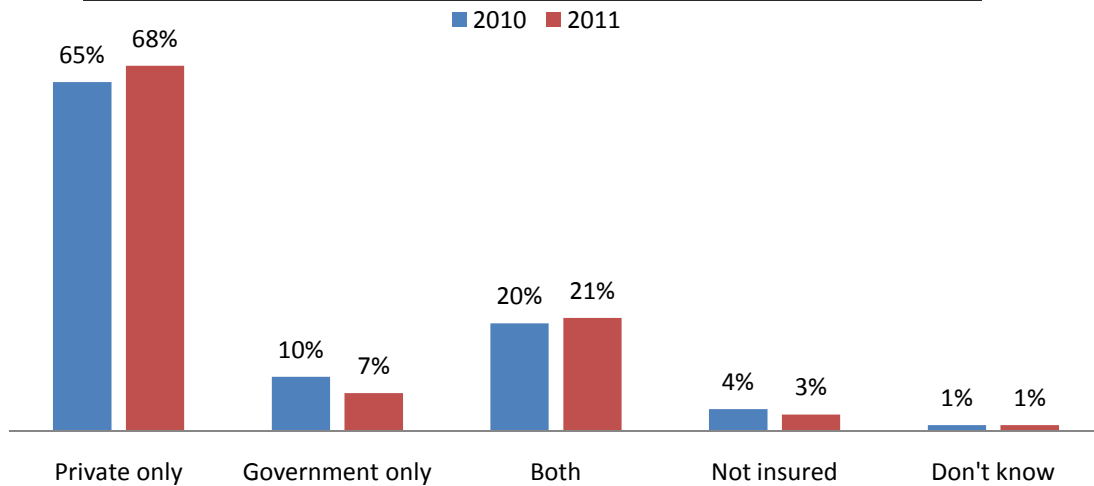
Q #1: do you think our country is headed in the right direction, or do you think it has seriously gotten off on the wrong track?



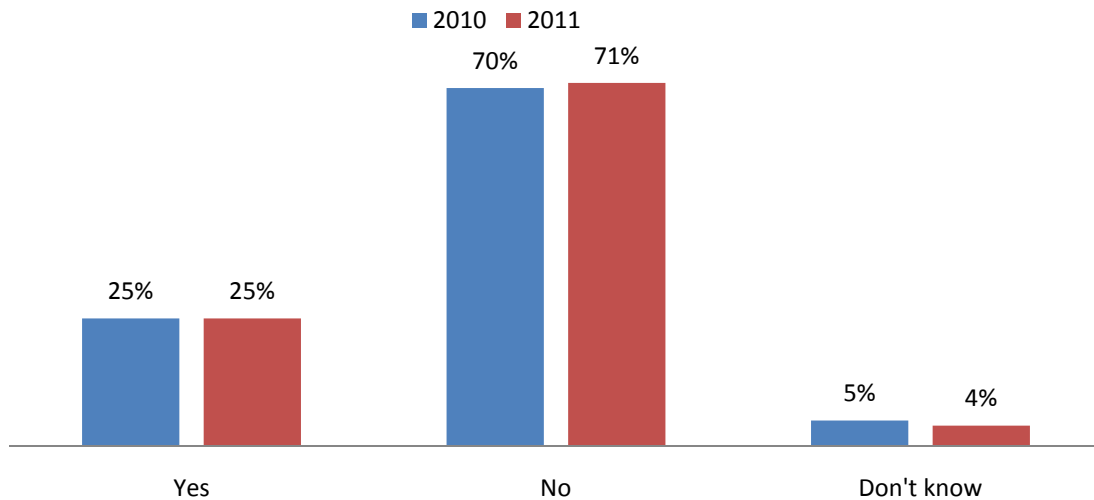
Q #2: A new health reform bill was signed into law last year. Given what you know about it, do you have a generally favorable or unfavorable impression of the new health reform law?

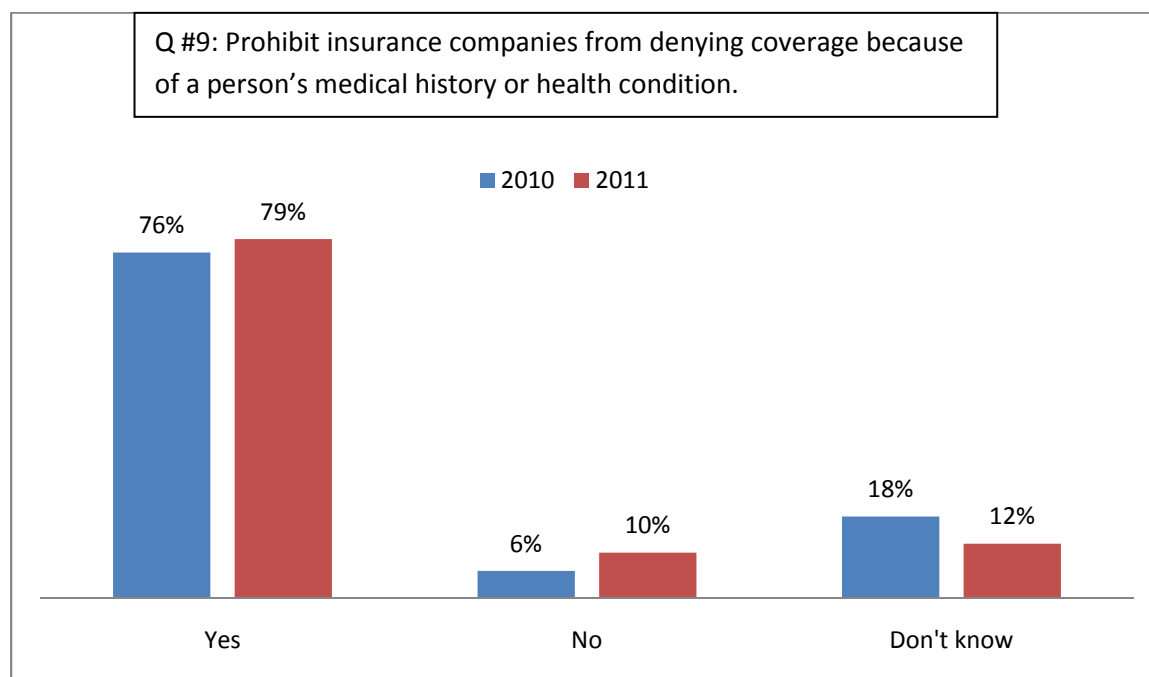
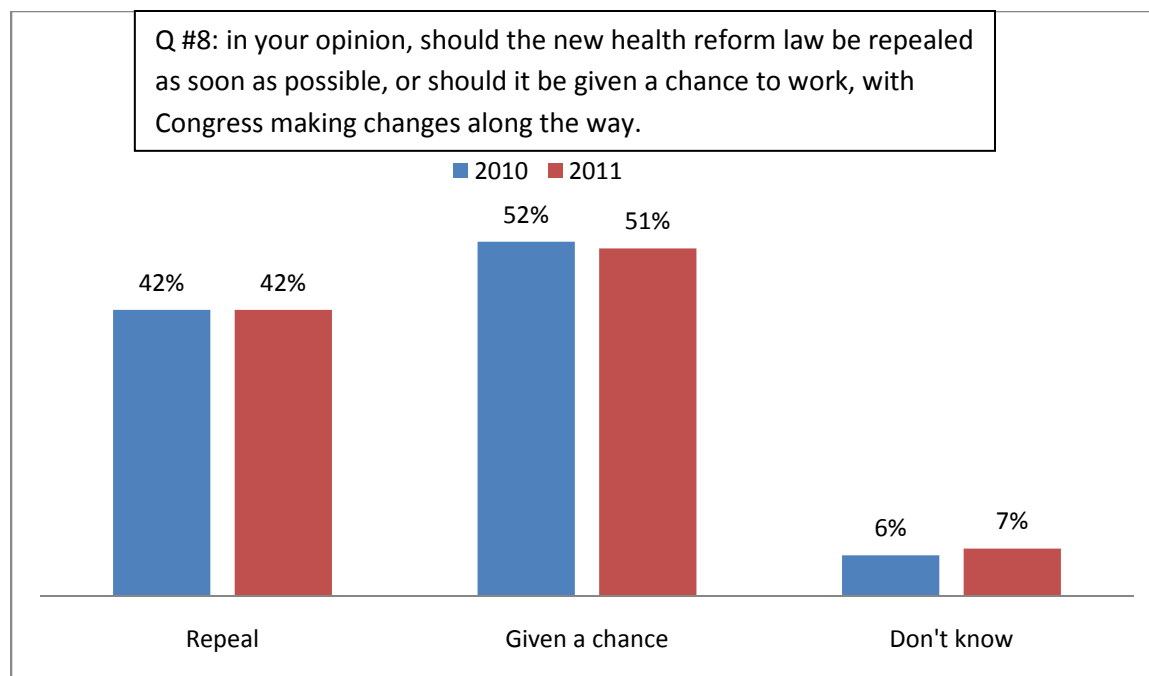


Q #3: Are you covered by a private health insurance plan, by a government plan (such as Medicare or Medicaid), or do you have both private and government health insurance?

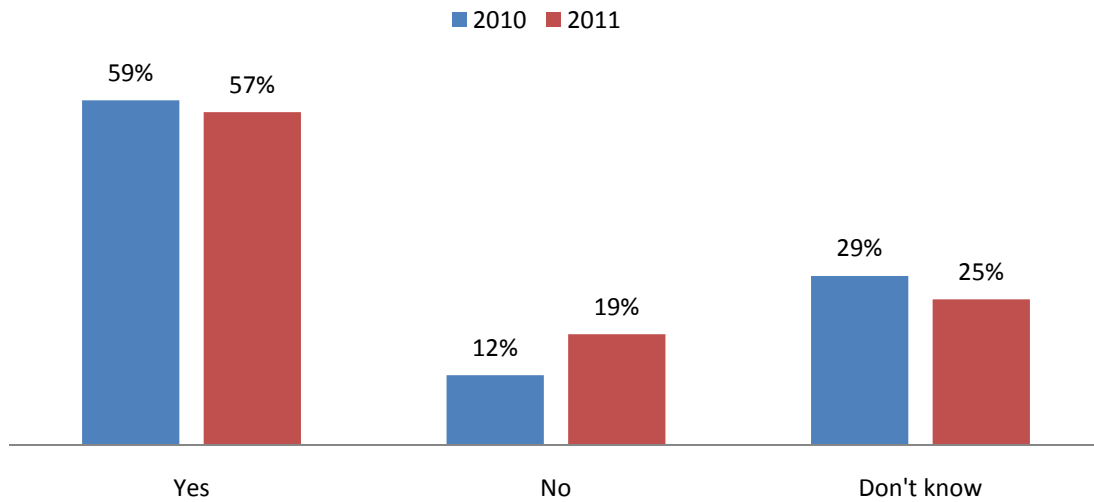


Q #6: Do you believe the government has provided enough information about the new health reform law for citizens to make an informed decision about the merits of the law?

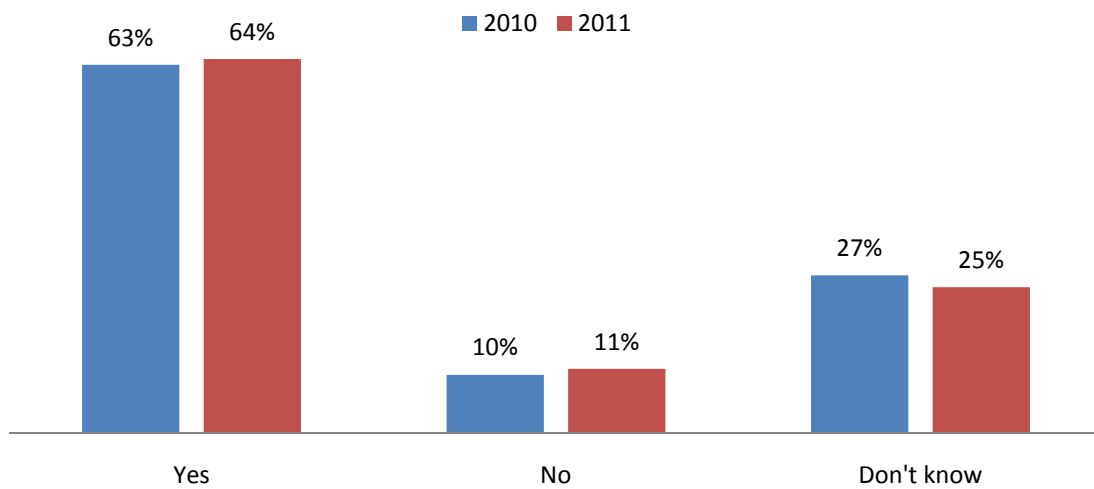




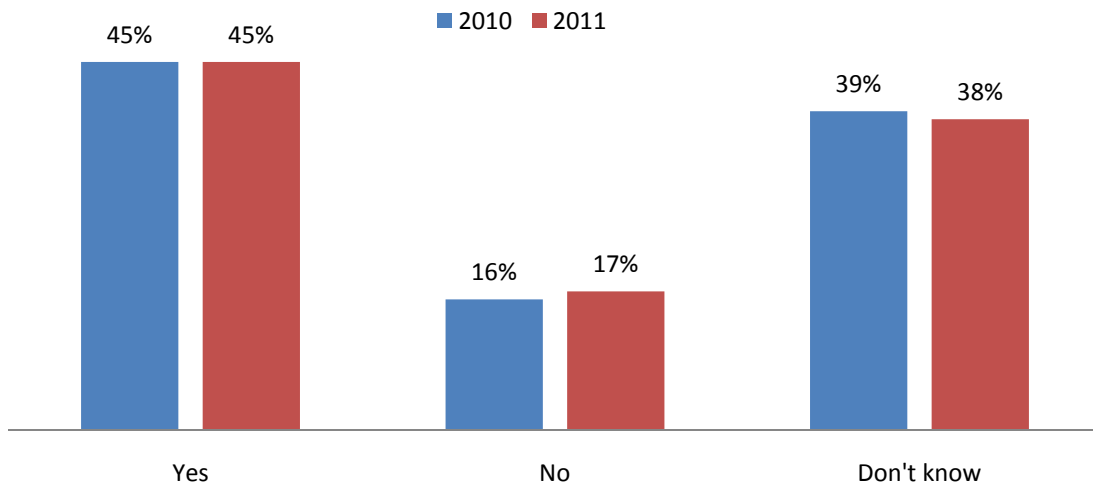
Q #10: Provide tax credits to small businesses that offer coverage to their employees.



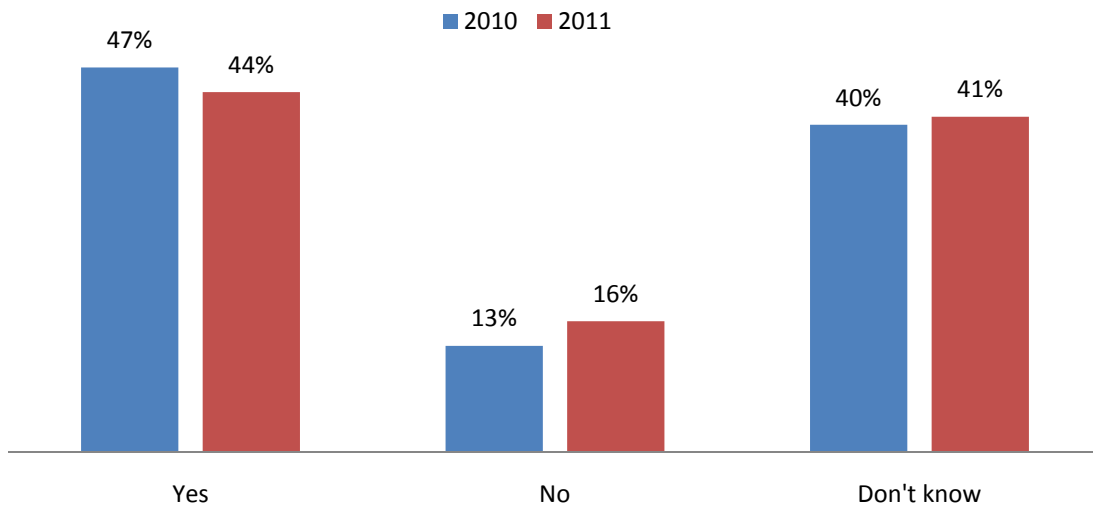
Q #11: Impose a fine on all employers, except small businesses with 50 employees or less, if they don't offer health insurance to their workers.



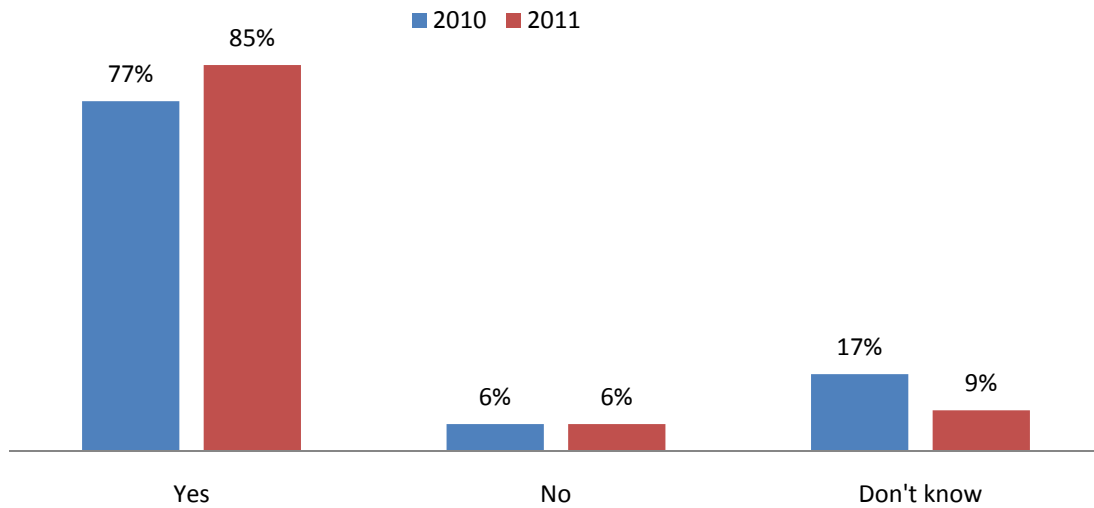
Q #13: Limit future increases in Medicare payments to health care providers, such as hospitals and home health agencies, as a way to help pay for health reform.



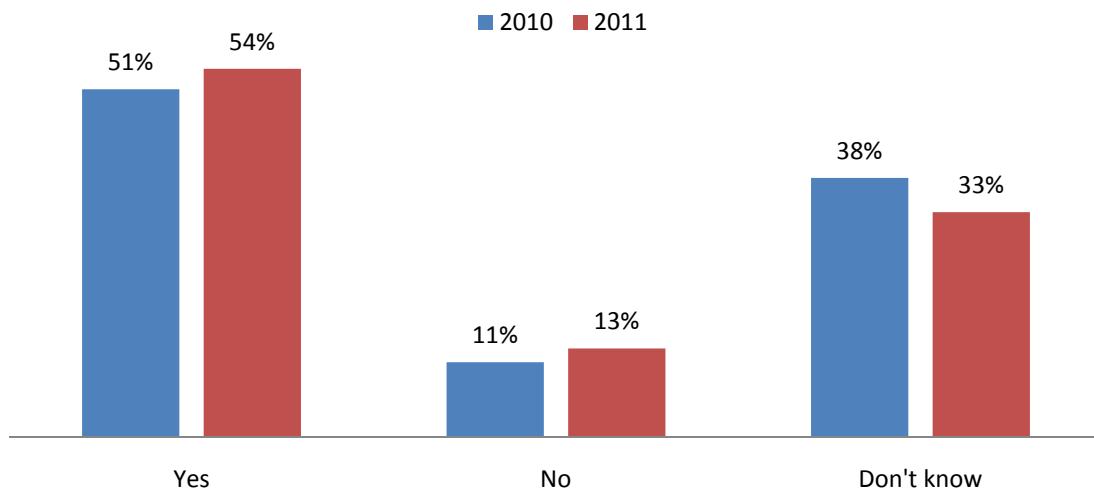
Q #14: Expand the existing Medicaid program to cover low income, uninsured adults regardless of whether they have children.

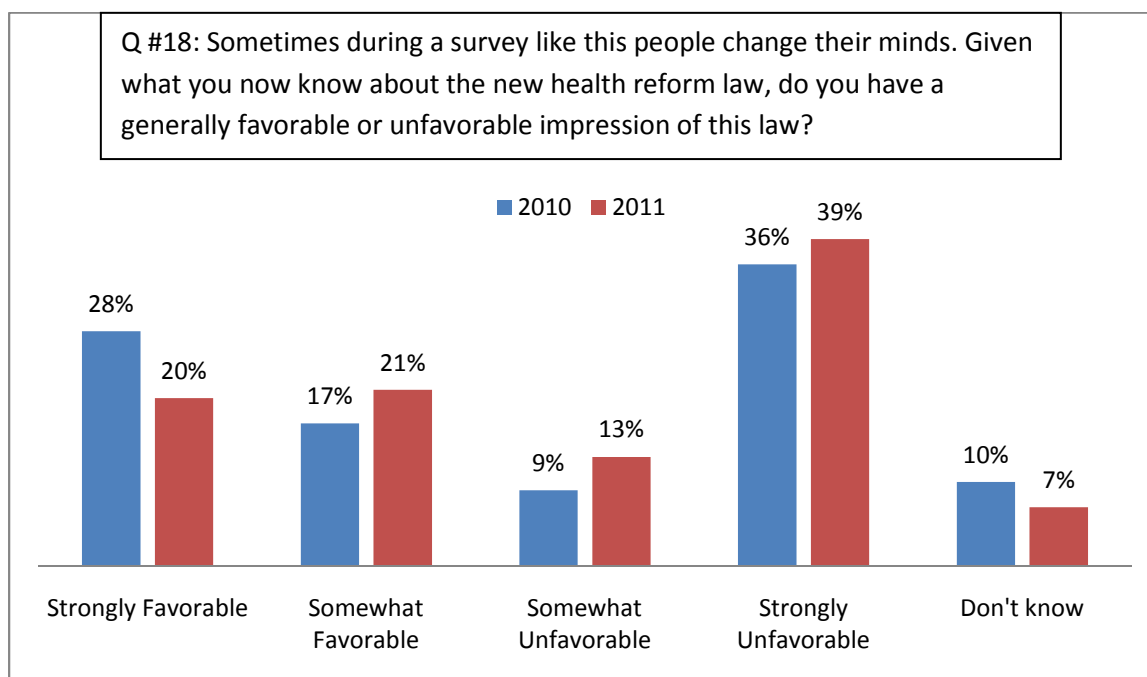
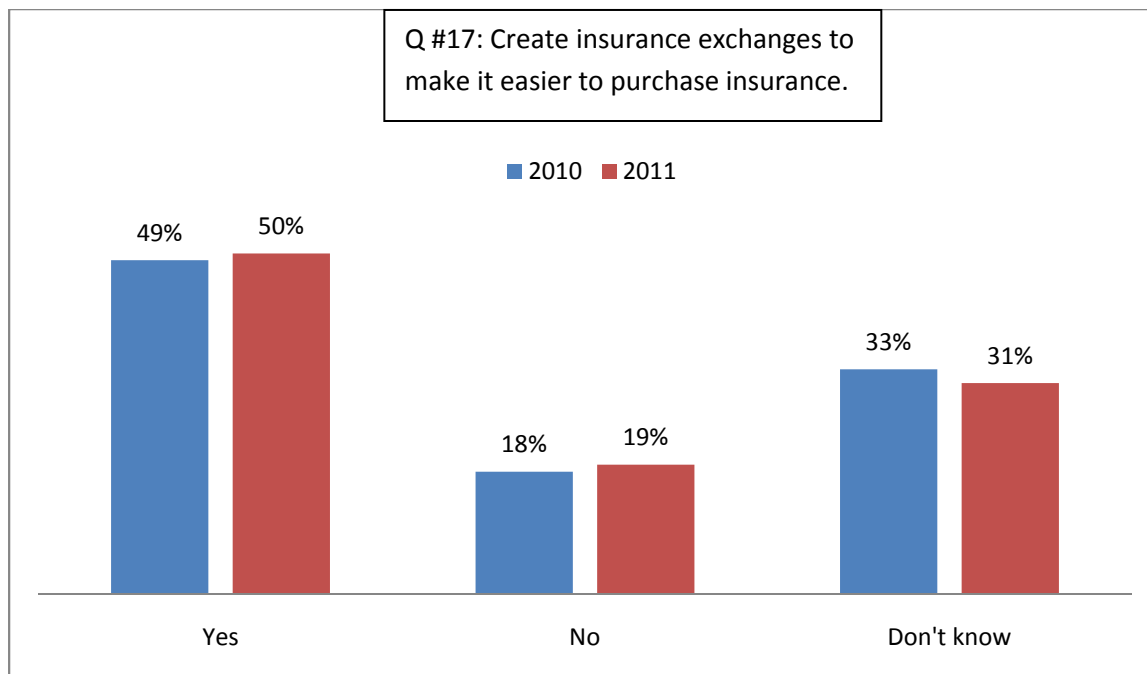


Q #15: Allow children to stay on their parents' insurance plan until age 26.



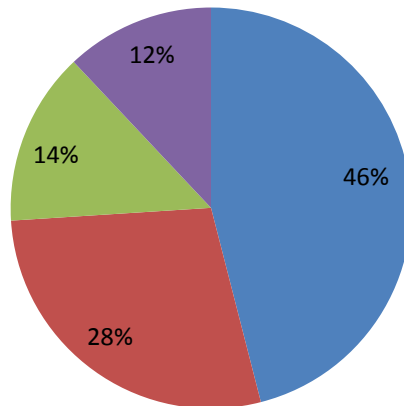
Q #16: Prohibit insurance companies from setting lifetime limits on the total amount they will spend on a person's health care.





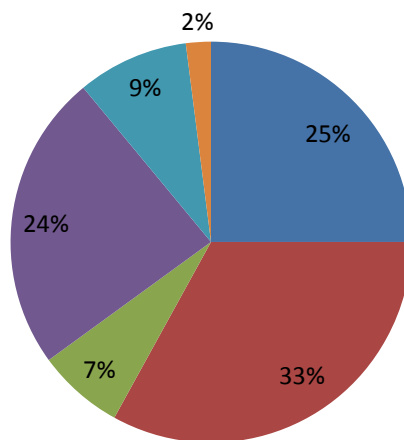
Q #7: In your opinion, did the new health reform law go too far in making changes to the health care system, not far enough, or were the changes made just about right for what is needed?

■ Too far ■ Not far enough ■ Just about right ■ Don't know



Q #21: What is your primary source of information for learning about the new health reform law... newspaper, television, radio, internet or social media, other, or don't know?

■ Newspaper ■ Television ■ Radio ■ Internet or soc. Media ■ Other ■ Don't know



Q #22: Which source do you trust the most to provide independent and factual information about health care reform?

- Traditional Media
- Internet or social media
- Friends and family
- Healthcare providers
- Non-profit orgs
- None of the above

