

To: American Cancer Society Cancer Action Network
Fr: Lake Research Partners
Re: Findings from Research in Iowa, New Hampshire, and South Carolina
Date: November 12, 2019

Below are findings from our surveys among Democratic primary voters in South Carolina and New Hampshire, and Democratic caucus-goers in Iowa.¹ We also conducted focus groups in the states among the same audiences.²

Context – Motivated to Vote:

- **Primary voters and caucus voters are very motivated to vote in the Presidential election next year** and while they are enthusiastic overall, their intensity is about 30 points less than their motivation (IA: 91% very motivated; 57% much more enthusiastic; NH: 88% and 58% respectively; SC: 87% and 54% respectively). Men in Iowa and New Hampshire express more intense enthusiasm than women by 9-12 points.
- **Dysfunction in government ties or slightly edges out other concerns among these primary voters and caucus-goers, while health care is in the top tier.** In Iowa, voters split between dysfunction, health care, and the environment and climate change (23% for dysfunction, 20% for health care, and 19% for the environment). In New Hampshire dysfunction edges out the environment (26% dysfunction and 21% environment), followed by health care (16%). In South Carolina, voters split between dysfunction and health care (18% and 15% respectively), followed by 17% saying all of the above.
 - There are some differences across age. In Iowa, voters under 50 focus on health care and the environment, while voters over 50 focus on dysfunction and the environment. In New Hampshire, voters under 50 focus on dysfunction, health care, and the environment, while older voters over 50 focus on dysfunction and the environment. In South Carolina, voters under 50 focus on dysfunction and education, while older voters over 50 focus on dysfunction and health care.

¹ SC: Lake Research Partners designed and administered this survey that was conducted by phone from October 14 – October 20, 2019. The survey reached a total of 400 likely 2020 Democratic Primary Voters, with an oversample of 100 African American Democratic Primary Voters. The sample was drawn from the state voter file. The margin of error is +/-4.9%.

NH: Lake Research Partners designed and administered this survey that was conducted by phone from October 14 – October 17, 2019. The survey reached a total of 400 likely 2020 Democratic Primary Voters. The sample was drawn from the state voter file. The margin of error is +/-4.9%.

IA: Lake Research Partners designed and administered this survey that was conducted by phone from October 14 – October 20. The survey reached a total of 400 likely 2020 Democratic caucus-goers. The sample was drawn from the state voter file. The margin of error is +/-4.9%.

² 1 group of white women and 1 group of African-American women in Columbia, South Carolina on August 29, 2019; 1 group of white women over 50 and 1 group of white men under 50 in Des Moines, Iowa on September 3, 2019; 1 group of white women under 50 and 1 group of white men over 50 in Manchester, New Hampshire on September 4, 2019.

Health Care – Getting the Care You Need, Covering Pre-Existing Conditions, Controlling Costs:

- **When it comes to health care coverage, nearly two-thirds to three-quarters of voters across the states believe coverage in the US is fair or poor, with approximately a quarter of voters saying it is poor.** They tend to view their own coverage better with two-thirds to over three-quarters saying their coverage is excellent/good, however, intensity is low, especially among New Hampshire and South Carolina voters (IA: 38% excellent; NH: 28% excellent; SC 17% excellent). Men across the states are more likely than women to say their health care coverage is excellent (IA: men 15 points higher; NH: 17 points higher; SC: 14 points higher).
- **There is strong support for keeping and improving the Affordable Care Act**, with nearly identical levels of support across the states (IA: 89% support, 72% strongly support; NH: 89%, 71%; SC: 87%, 72%). While overall support is strong for men and women across the states, women tend to be more strongly favorable than men (IA: 76% strongly support for women to 66% for men; NH: 73% for women to 68% for men; SC: 75% for women to 68% for men).
 - In South Carolina, African Americans are stronger in their support (91% support, 80% strongly support), but even white voters show strong support (81% support, 65% strongly support).
 - Across the states voters over 50 are more supportive of the ACA, but strong majorities of voters under 50 express strong support for the ACA.
 - Support across ideology is similar, with South Carolina conservatives slightly less supportive than others.
 - There is a general sense across the focus groups that we should be improving Obamacare instead of replacing it. They feel like the base is there and we don't need to rebuild it. They worry that it will take too long to get a new system up and running, if it is even possible, and that people will be without care. They like that it lets you keep your own insurance and makes sure everyone is covered.
- In the focus groups, voters define quality health care as accessible and affordable. It is focused on prevention and maintaining good health. It's having a doctor they can choose, who knows them, and takes time with them. It is about having affordable medication and having access to specialists. It is convenient and comprehensive. It is not having health decisions being based on money.

- In the survey, when voters think about **quality health insurance, they are nearly unanimous in their inclusion of getting the care you or your family need and coverage for pre-existing conditions.**
 - Getting the care you need:

IA: 97% one of the most important/very important, 42% one of the most important
NH: 96%, 52%
SC: 96%, 54%
 - Coverage for pre-existing conditions:

IA: 96% one of the most important/very important, 46% one of the most important
NH: 95%, 51%
SC: 91%, 47%
 - In the focus groups we heard that covering pre-existing conditions is an absolute necessity, is non-negotiable, and something that shouldn't even be debated. Covering pre-existing conditions should not mean having to pay more, it means continuing coverage if you are diagnosed with a condition, and that everyone is covered regardless of their conditions. They cannot imagine not having pre-existing coverage.
 - In the survey **voters also express intense concern if pre-existing conditions are no longer required to be covered by health plans** (IA: 97% concerned, 87% very concerned; NH: 97%, 86%; SC: 94%, 84%).
 - **Controlling out of pocket costs is also important to voters.** Moderate and conservative voters respond strongly to this across the states.

IA: 88% one of the most important/very important, 40% one of the most important
NH: 89%, 44%
SC: 92%, 41%
 - In the focus groups cost is a top concern for many -- they talk about putting off tests because of the cost, they worry about costs going up every year, and they say medications can be prohibitively expensive. Several talk about medical debt and being one illness away from having everything they have worked for taken away. They don't like that the insurance companies can tell doctors what they can and can't do because of the cost.

Language to Use Around Health Care – Focus on Quality, Comprehensive Coverage that Limits Costs:

- **Given their inclusion of pre-existing conditions and access to needed care in quality health care, voters respond strongly to statements that focus on these items. These are strong statements that should be conveyed to voters.**
 - Voters across all three states respond strongly to the following statement: *Affordable health plans must ensure that people are able to access needed care in a timely manner from an experienced provider and limits out-of-pocket expenses* (IA: 88% strongly agree; NH: 91% strongly agree; SC: 85% strongly agree).
 - Voters across the states also respond to this statement: *Any changes to the current law on health care coverage should keep coverage for people with pre-existing health conditions, extend coverage to those who remain uninsured, and lower costs for everyone* (IA: 86% strongly agree; NH: 89% strongly agree; SC: 85% strongly agree).
 - Voters in Iowa and New Hampshire also respond to a statement that says: *People with pre-existing conditions should not be subject to increased premium costs because of their disease, chronic condition, or health status* (IA: 88% strongly agree; NH: 90% strongly agree).
- When voters hear statements that include a mix of language around health care, the ones that tend to rise to the top focus on screening and prevention. The statements that voters view most positively when coming from a candidate running for President and that they say would make them more likely to support the candidate include the following:
 - *Health insurance should provide access to and coverage of early detection screening for cancer for everyone.* This statement resonated most across all three states.
- The states then had some slight variation around their top statements:
 - Iowa – The following statements work across liberals and moderates, men and women, and voters under and over 50, except as noted:

Just having health insurance isn't enough. People need comprehensive coverage that includes covering screening, treatment, and medication recommended by their doctor without a large out of pocket expense.

We can never go back to the day when cancer patients couldn't get health insurance coverage because they exceeded a lifetime limit or were denied coverage because they survived cancer.

It is not just about having an insurance card, it is about having quality insurance coverage so that people have access to the health care they need, including coverage for prescriptions and preventive services that are affordable (works among voters under 50).

- Women voters tend to feel more positive than men toward all of the statements.
- New Hampshire – The following statements work across liberals and moderates, men and women, and voters under and over 50, except as noted:

We can never go back to the day when cancer patients couldn't get health insurance coverage because they exceeded a lifetime limit or were denied coverage because they survived cancer.

Everyone needs access to affordable health care, including cancer screenings. Preventing cancer is much less expensive than treating it and all health insurance plans should cover preventive care with no out of pocket costs.

It is not just about having an insurance card, it is about having quality insurance coverage so that people have access to the health care they need, including coverage for prescriptions and preventive services that are affordable.

Just having health insurance isn't enough. People need comprehensive coverage that includes covering screening, treatment, and medication recommended by their doctor without a large out of pocket expense (works among voters under 50).

What health insurance covers and how much it costs needs to continue to get better, not go backwards to the way it was before the Affordable Care Act. The ACA should be improved upon, not dismantled (works among moderates and moderate/conservatives).

- Women are more likely than men to feel positive and be much more likely to support a candidate making the statements.
- South Carolina – The following statements work across liberals and moderates, men and women, and voters under and over 50, except as noted:

Everyone needs access to affordable health care, including cancer screenings. Preventing cancer is much less expensive than treating it and all health insurance plans should cover preventive care with no out of pocket costs.

All of us have someone close to us who has experienced cancer. We need to do more to make health care accessible so that everyone can get the care they need.

Just having health insurance isn't enough. People need comprehensive coverage that includes covering screening, treatment, and medication recommended by their doctor without a large out of pocket expense (works among voters over 50).

We can never go back to the day when cancer patients couldn't get health insurance coverage because they exceeded a lifetime limit or were denied coverage because they survived cancer (works among white voters and moderates).

- Women are more likely than men to feel positive toward many of the statements.

E-cigarettes – A Public Health Crisis and the Impact on Our Youth:

- **Voters strongly agree that e-cigarettes and vaping among youth is a public health crisis** and only about one-in-ten disagree (IA: 79% agree, 64% strongly agree; NH: 85%, 70%; SC: 82%, 69%). In South Carolina and Iowa, women are slightly more likely to agree that e-cigarettes are a public health crisis.
 - Liberal voters show less intensity around this being a public health crisis, while moderates show more intensity across the states. Across ideology there is an increase in those willing to see this as a public health crisis after hearing the statements.
 - Younger voters under 50 are less likely to see a crisis, and while hearing the different facts increases their likelihood to see it as a crisis, voters over 50 remain stronger in their belief that this is a crisis.
 - African Americans in South Carolina are more likely than white voters to say there is a crisis. After hearing the different facts, voters increase in their belief that there is a crisis, with African Americans slightly more likely to agree.
- **Hearing the different facts only heightens their resolve that e-cigarettes and vaping is a public health crisis** (IA: 85% agree, 72% strongly agree; NH: 89%, 75%; SC: 89%, 74%). Women in Iowa and South Carolina show more intense agreement than men (IA: women 10 points higher; SC: 9 points higher). In the focus groups voters feel vaping could become a public health crisis because of the exploding teen use and they see the industry as hooking kids with their fruity flavors. They also say if the industry gets teens young then they will have them for life.
- The facts that resonate the most with voters (those that garner the most concern and that are most believable) tend to be similar across the states:
 - *Nicotine exposure during adolescence and young adulthood can affect the developing brain and may have lasting effects on cognitive function, decision-making, and impulse control.*
 - *Flavored e-cigarettes have flooded the market with more than 15,500 unique e-cigarette flavors as of 2017 and manufacturers have effectively used these flavors to attract and addict new tobacco users, particularly young people.*
 - *The long-term health effects of e-cigarettes remain largely unknown.*
- However, the fact that raises the most concern across the states – *E-cigarette use among high school students has risen by 78 percent in the last year and 48 percent among middle school students* is less believable to voters.

- **Voters express great concern that the FDA has not put the same restrictions on e-cigarettes as other tobacco products** (IA: 89% concerned, 64% very concerned; NH: 92%, 69%; SC: 91%, 77%). Again, women tend to be more concerned than men across the three states (IA: women 9 points higher; NH: 17 points higher; SC: 11 points higher).
 - Again, voters under 50 are less concerned than older voters about the FDA not having the same restrictions across tobacco products, but still nearly half (IA: 47% very concerned), over half (NH: 58%), and nearly three-quarters (SC: 73%) express concern. Among older voters, over three-quarters are very concerned (IA: 76%; NH: 76%; SC: 80%).
- **Voters strongly agree that e-cigarettes should have to follow the same rules as tobacco products** (IA: 91% agree, 82% strongly agree; NH: 93%, 86%; SC: 95%, 89%). Women in Iowa more strongly agree than their male counterparts (women 10 points higher), while there is little difference between women and men in New Hampshire and South Carolina.
- **Voters also strongly agree that Congress should pass a law to immediately require e-cigarettes to have the same restrictions as other tobacco products** (IA: 88% agree, 76% strongly agree; NH: 94%, 81%; SC: 86%, 78%). Women again tend to be higher in their support in SC (82% strongly agree for women to 73% strongly agree for men) and Iowa (79% strongly agree for women to 72% strongly agree for men), while support is identical in New Hampshire (81% strongly agree for both men and women). While still in strong agreement, voters under 50 are less likely to agree (IA: 77% agree, 61% strongly agree; NH: 93%, 75%; SC: 76%, 65%) than voters over 50 (IA: 96% agree, 86% strongly agree; NH: 94%, 85%; SC: 92%, 86%).
- When talking about the FDA and its authority on e-cigarettes, voters respond most strongly to the following statements.
 - *Recent spikes in the use of e-cigarettes among youth makes it clear that more must be done to regulate tobacco products and the industry's deceptive marketing practices.*
 - *The FDA needs to act on its authority over e-cigarettes to protect public health and our youth from becoming addicted to nicotine and all tobacco products.*