

## NEW POLL INDICATES BROAD NATIONAL SUPPORT FOR CHILDREN'S HEALTHCARE

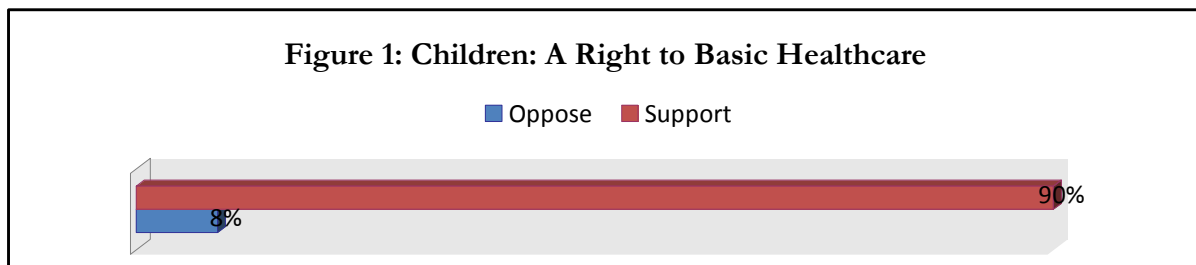
July 2007

Pollster Frank Luntz and his firm Luntz, Maslansky Strategic Research recently conducted a national survey of 800 “very likely” voters over the age of 25. The poll was conducted July 9 – 11, 2007 for First Focus, a bipartisan advocacy organization committed to making children and families the priority in federal policy decisions. The survey analyzed American support for children’s health issues, specifically, the renewal of the State Children’s Health Insurance Program (SCHIP). In addition, the poll analyzed American attitudes toward presidential and Congressional candidates based upon their support for children’s health care.

Findings:

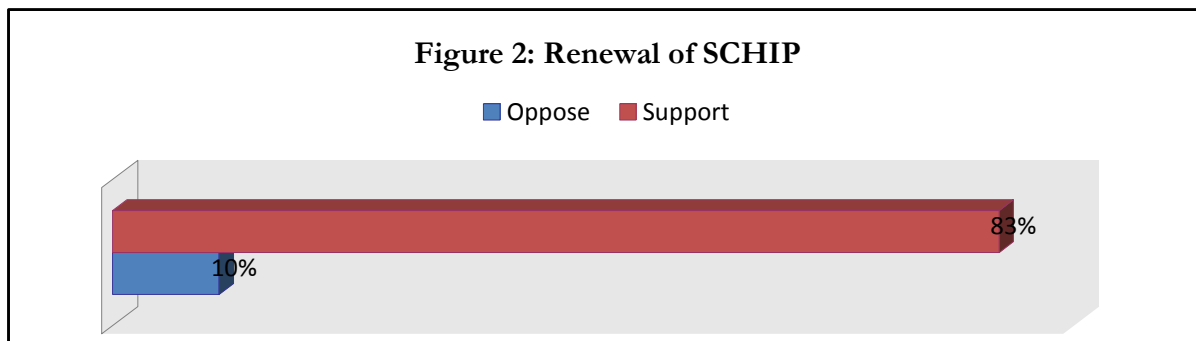
### Support for Children’s Healthcare

90% of Americans support the notion that every child in America has a right to basic healthcare, with 76% of Americans “strongly” supporting the idea (Figure 1).



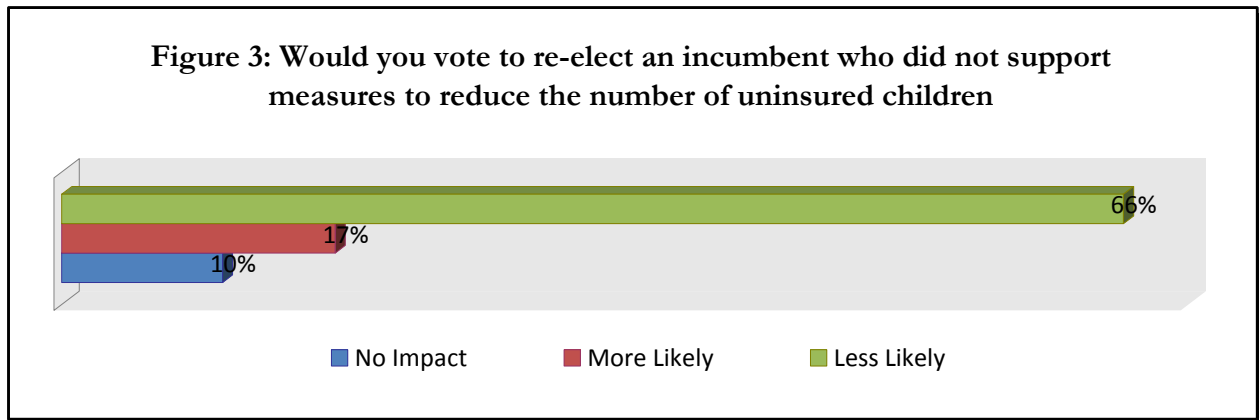
By a margin of 77 - 16%, Americans support legislation that is aimed specifically at reducing the number of uninsured children in America, with nearly 60% “strongly” supporting the concept.

In addition, after hearing a description of the program, 83% of Americans support renewing SCHIP before it expires in September, with 61% “strongly” supporting its renewal (Figure 2).



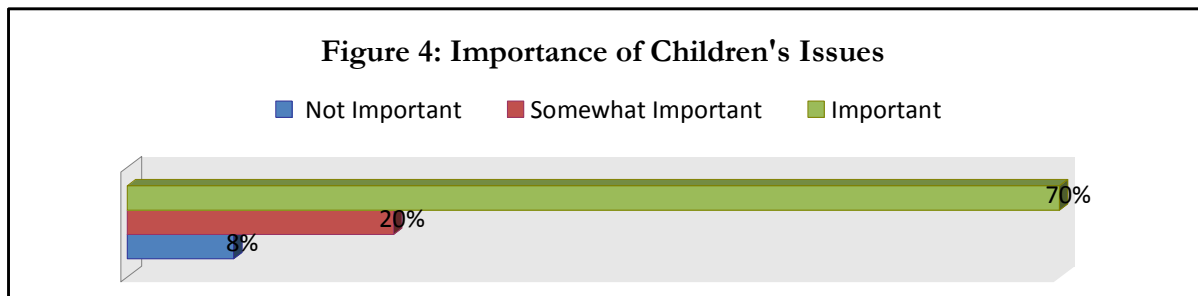
**2008 Elections:**

The survey also indicated that 66% of Americans would be less likely to vote for their Senator or Congressman in the next election if they did not support legislation aimed specifically at reducing the number of uninsured children in America, with more than half saying they're "much less likely" to give the candidate their support (Figure 3).



The survey also analyzed how children’s issues, specifically healthcare, will affect the 2008 presidential elections.

An overwhelming 70% of respondents feel it is important that the nominees for president in 2008 have a well-developed plan for children’s issues (Figure 4), while only 29% are satisfied with the candidates’ positions on those issues, based on their knowledge of the candidates to date. Only 3% are “very satisfied” with their positions and 26% “somewhat satisfied.” (Table 1)



Only 39% of respondents said that in the last ten years, the lives of children have gotten better, while 50% think their lives have gotten worse (Figure 5). And 71% of Respondents describe the current state of children’s healthcare as a “problem.”

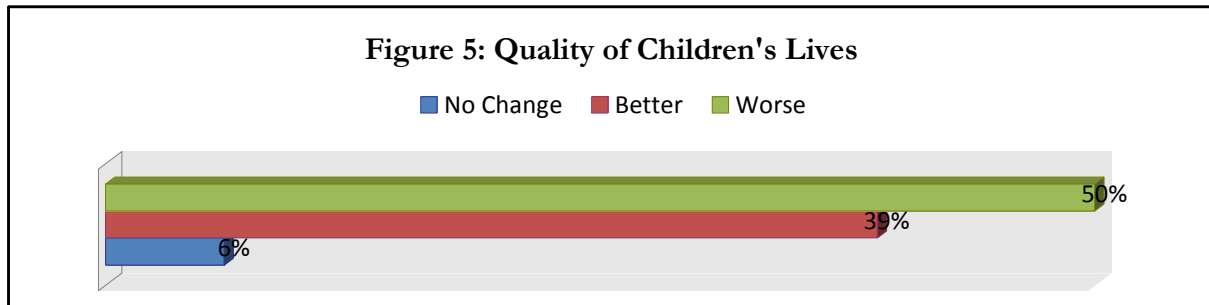
**New Name for the Children’s Health Insurance Program**

In addition, the pollsters also surveyed potential new names for the SCHIP program.

Overwhelmingly, the phrase “Healthy Children, Healthy Future” was revealed to be the best name for a government program providing health coverage for uninsured children.

**Table 1: Public satisfaction with candidates’ positions on children’s issues**

<b>29%</b>	<b>SATISFIED</b>
3%	VERY SATISFIED
26%	SOMEWHAT SATISFIED
<b>10%</b>	<b>NEITHER SATISFIED NOR DISSATISFIED</b>
25%	SOMEWHAT DISSATISFIED
14%	VERY DISSATISFIED
<b>39%</b>	<b>DISSATISFIED</b>
22%	DON’T KNOW/REFUSED



**Methodology and Final Numbers:**

N= 800

Margin of Error: +/- 3.5%

1. Thinking about the last ten years, would you say that the lives of children in America have gotten...?

<b>TOTAL</b>	
39%	<b>BETTER</b>
9%	MUCH BETTER
30%	SOMEWHAT BETTER
6%	<b>NO CHANGE</b>
32%	SOMEWHAT WORSE
18%	MUCH WORSE
50%	<b>WORSE</b>
4%	DON’T KNOW/REFUSED

**2008 ELECTION**

Now, we're going to talk briefly about the upcoming presidential election.

2. Generally speaking, do you feel that it is ... that the nominees for president in 2008 have a well-developed plan for children's issues?

<b>TOTAL</b>	
<b>70%</b>	<b>IMPORTANT</b>
28%	EXTREMELY IMPORTANT
41%	VERY IMPORTANT
<b>20%</b>	<b>SOMEWHAT IMPORTANT</b>
4%	ONLY A LITTLE IMPORTANT
4%	NOT AT ALL IMPORTANT
<b>8%</b>	<b>NOT IMPORTANT</b>
3%	DON'T KNOW/REFUSED

3. And based on what you know about the candidates to date, would you say that you are ... with their positions on children's issues?

<b>TOTAL</b>	
<b>29%</b>	<b>SATISFIED</b>
3%	VERY SATISFIED
26%	SOMEWHAT SATISFIED
<b>10%</b>	<b>NEITHER SATISFIED NOR DISSATISFIED</b>
25%	SOMEWHAT DISSATISFIED
14%	VERY DISSATISFIED
<b>39%</b>	<b>DISSATISFIED</b>
22%	DON'T KNOW/REFUSED

4. Would you say you ... legislation that's aimed specifically at reducing the number of uninsured children in America?

<b>TOTAL</b>	
<b>77%</b>	<b>SUPPORT</b>
58%	STRONGLY SUPPORT
19%	SOMEWHAT SUPPORT
<b>16%</b>	<b>OPPOSE</b>
7%	SOMEWHAT OPPOSE
9%	STRONGLY OPPOSE
8%	DON'T KNOW/REFUSED



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5. If you learned that your elected Senator or Congressman did not support legislation aimed specifically at reducing the number of uninsured children in America, would that make you ... to vote for them in the next local election?

TOTAL	
17%	<b>MORE LIKELY</b>
6%	MUCH MORE LIKELY
10%	SOMEWHAT MORE LIKELY
10%	<b>NO IMPACT</b>
32%	SOMEWHAT LESS LIKELY
34%	MUCH LESS LIKELY
66%	<b>LESS LIKELY</b>
8%	DON'T KNOW/REFUSED

## HEALTHCARE

6. Which of the following best describes the current state of **CHILDREN'S HEALTHCARE** in America today?

TOTAL	
71%	<b>PROBLEM</b>
24%	A CRISIS
47%	A MAJOR PROBLEM
25%	<b>NOT A PROBLEM</b>
21%	A MINOR PROBLEM
4%	NOT A PROBLEM AT ALL
4%	DON'T KNOW/REFUSED

7. And do you ... the idea that every **CHILD IN AMERICA** has a right to basic healthcare?

TOTAL	
90%	<b>SUPPORT</b>
76%	STRONGLY SUPPORT
14%	SOMEWHAT SUPPORT
8%	<b>OPPOSE</b>
4%	SOMEWHAT OPPOSE
4%	STRONGLY OPPOSE
3%	DON'T KNOW/REFUSED

8. Which of the following is the best name for a government program providing health coverage for uninsured children?

TOTAL	
26%	HEALTHY CHILDREN, HEALTHY FUTURE
21%	EVERY KID COUNTS
19%	INSURING AMERICA'S FUTURE
16%	OUR KIDS, OUR FUTURE
7%	OPERATION HEALTHY CHILD
11%	DON'T KNOW/REFUSED



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9. And what would be your second choice?

TOTAL	
22%	HEALTHY CHILDREN, HEALTHY FUTURE
22%	OUR KIDS, OUR FUTURE
20%	EVERY KID COUNTS
18%	INSURING AMERICA'S FUTURE
14%	OPERATION HEALTHY CHILD
5%	DON'T KNOW/REFUSED

10/11. **(COMBINED ANSWERS)** Which of the following is the best name for a government program providing health coverage for uninsured children? And what would be your second choice?

TOTAL	
48%	HEALTHY CHILDREN, HEALTHY FUTURE
41%	EVERY KID COUNTS
38%	OUR KIDS, OUR FUTURE
37%	INSURING AMERICA'S FUTURE
21%	OPERATION HEALTHY CHILD
16%	DON'T KNOW/REFUSED

## S-CHIP

Now we're going to talk about a government program called S-CHIP. I'll give you a little background:

S-CHIP, or the State Children's Health Insurance Program, is a partnership between the federal government and states designed to give healthcare coverage to families who earn too much money to qualify for Medicaid but cannot afford private insurance on their own. S-CHIP ensures children can get immunizations, regular check-ups, prescription drugs, and dental coverage in most states.

12. Based on what you know now, if you knew that S-CHIP was about to expire in September, would you ... S-CHIP's renewal?

TOTAL	
<b>83%</b>	<b>SUPPORT</b>
61%	STRONGLY SUPPORT
22%	SOMEWHAT SUPPORT
<b>10%</b>	<b>OPPOSE</b>
4%	SOMEWHAT OPPOSE
6%	STRONGLY OPPOSE
7%	DON'T KNOW/REFUSED

**DEMOGRAPHICS**

13. What is your age?

<b>TOTAL</b>	
4%	25-29
5%	30-34
7%	35-39
9%	40-44
10%	45-49
11%	50-54
12%	55-59
11%	60-64
10%	65-69
8%	70-74
12%	75+
2%	DON'T KNOW/REFUSED

14. What is the highest level of education you have completed?

<b>TOTAL</b>	
24%	HIGH SCHOOL OR LESS
25%	SOME COLLEGE
30%	COLLEGE GRADUATE
20%	POST-COLLEGE/GRADUATE SCHOOL
1%	DON'T KNOW/REFUSED

15. Do you currently have any children under the age of 18 living at home with you?

<b>TOTAL</b>	
70%	NO
29%	YES
1%	DON'T KNOW/REFUSED



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16. And politically, do you consider yourself to be a ...

TOTAL	
32%	REPUBLICAN
19%	STRONG REPUBLICAN
13%	WEAK REPUBLICAN
20%	INDEPENDENT
9%	WEAK DEMOCRAT
29%	STRONG DEMOCRAT
39%	DEMOCRAT
4%	OTHER
6%	DON'T KNOW/REFUSED

17. Regardless of how you feel about it now, who did you vote for in the 2004 presidential election? George W. Bush, John Kerry, or someone else? If you did not vote, just say so.

TOTAL	
44%	GEORGE W. BUSH
41%	JOHN KERRY
4%	OTHER
3%	DID NOT VOTE
8%	DON'T KNOW/REFUSED

18. And just to make sure we have a representative sample of voters, could you please tell me your race?

TOTAL	
84%	WHITE/CAUCASIAN
7%	BLACK/AFRICAN-AMERICAN
5%	HISPANIC/LATINO
1%	ASIAN AMERICAN
2%	OTHER
2%	DON'T KNOW/REFUSED

19. Gender

TOTAL	
52%	FEMALE
48%	MALE

20. State/Region

TOTAL	
25%	SOUTH
23%	INDUSTRIAL MIDWEST
22%	NORTH EAST
17%	WEST/MIDWEST
13%	WEST