



December 8th, 2020
Memorandum

To: Jake Williams, Susanna Mizer, Interested Parties
Fr: David Flaherty, Magellan Strategies
Chris Keating, Keating Research
Re: Healthier Colorado 2020 Voter Opinion Survey Summary

Magellan Strategies and Keating Research are pleased to present some of the findings of a text and online panel survey of 1,008 Colorado voters who participated in the 2020 general election. The interviews were conducted from November 18th to December 1st, 2020 and the survey has a margin of error of +/- 3.09% at the 95% confidence interval. Survey responses by population subgroup have higher margins of error. This survey was weighted to reflect the voter turnout demographics of the 2020 general election in Colorado. This survey was commissioned by Healthier Colorado.

The Affordability of Healthcare

Reducing the cost of healthcare has been a top priority among Colorado voters of all backgrounds and political ideologies for more than a decade. This survey measured the affordability of healthcare among different population subgroups by asking a simple question, “How affordable is the cost of healthcare to you and your family?”. Among all respondents, a majority, 54%, said the cost of their healthcare was affordable and 42% said it was unaffordable. One-in-five Coloradans (21%) say healthcare is very unaffordable for them and their family.

“How affordable is the cost of healthcare to you and your family?”

<u>Response</u>	<u>All</u>	<u>All Men</u>	<u>Wom. 18-44</u>	<u>Wom. 45-64</u>	<u>HH Less \$30K</u>	<u>HH More \$100K</u>	<u>High School</u>	<u>4YR Coll. Dgree.</u>	<u>Rent HH</u>	<u>Own HH</u>
Total Affordable	54%	57%	49%	42%	43%	67%	39%	55%	42%	61%
Total Unafford.	42%	39%	47%	56%	50%	33%	58%	43%	52%	37%
No Opinion	4%	4%	4%	2%	7%	0%	3%	2%	6%	2%
Very Affordable	18%	22%	12%	15%	15%	23%	11%	19%	14%	22%
Smwt. Afford	36%	35%	37%	27%	28%	44%	28%	36%	28%	39%
Smwt. Unafford	21%	20%	23%	26%	16%	20%	32%	24%	22%	22%
Very Unafford	21%	19%	24%	30%	34%	13%	26%	19%	30%	15%

Households with lower income and education levels show the highest levels of healthcare unaffordability. Among the lowest income households (income less than \$30,000) only 43% say the cost of healthcare is affordable, while among the highest income households (income \$100,000 or more) 67% say the cost of healthcare is affordable. Healthcare unaffordability levels are very high among younger Hispanics - with 57% of men and 53% of women aged 18 to 44 saying healthcare is unaffordable. Healthcare unaffordability rates are also high (57% unaffordable) among middle-aged, unaffiliated voters aged 45 to 64.

Looking at responses in rural areas of the state, 49% of Western Slope and southern rural voters say healthcare is affordable and 45% say it is unaffordable. However, among voters on the Eastern Plains 57% say healthcare is affordable and 42% unaffordable. Among suburban areas of the Front Range, 59% of voters in Congressional District 6 and 52% of voters in Congressional District 7 say healthcare is affordable. Population subgroups with the highest levels of healthcare affordability include seniors aged 65 or older (73% affordable), individuals with a post-graduate degree, such as a PhD or MBA (66% affordable), and individuals who have health insurance through Medicare (70% affordable).

Opinion of Healthcare Cost Reduction Initiative

The survey measured voter support and opposition for a healthcare cost reduction initiative. First, the initiative would set healthcare costs and pricing goals for the industry, and if the goals were not achieved in two or three years, then the state would create a “public option” plan that would allow people to purchase a healthcare plan from the state Medicaid office. The “public option” would require the healthcare industry to cover the cost of healthcare needs at a lower cost. A two-thirds majority, (66%), of voters support this healthcare cost reduction initiative, while only 26% oppose it, and 8% of voters are undecided.

Support for this healthcare cost reduction initiative is partisan with overwhelming support from Democrats (85% support to 9% oppose), strong majority support from Unaffiliated voters (69% support to 22% oppose), while Republicans are more divided on the issue (40% support to 49% oppose).

Support for the cost reduction initiative is strongest among voters aged 25-34 (73%), women 18-44 (76%), Blacks (78%), Hispanics (76%), household income of \$30,000 or less (78%), unaffiliated women (76%), renters (72%), and individuals with a 4-year college degree (70%). Among voters in the rural 3rd and 4th Congressional Districts, 66% supported the initiative in CD-4 and 57% supported it in CD-3.

*“Would you support or oppose a healthcare initiative in which the state of Colorado would first set cost reduction goals for insurance companies, hospitals, drug makers, and other players in the health care system. Then, after two to three years, if the industry fails to meet those cost reduction goals, Colorado would then create a “public option” in which individuals have the option of purchasing a healthcare plan from the state’s Medicaid office that would require health industries to cover health care needs at a lower cost?” **

<u>Response</u>	<u>All</u>	<u>All Men</u>	<u>All Wom.</u>	<u>All White</u>	<u>All Hisp.</u>	<u>All Black</u>	<u>All Rep.</u>	<u>All Dem.</u>	<u>All Unaf.</u>	<u>Have Coll. Dgree.</u>	<u>No Coll. Dgree.</u>
Total Support	66%	61%	70%	65%	76%	78%	40%	85%	69%	70%	60%
Total Oppose	26%	31%	21%	26%	15%	11%	49%	9%	22%	24%	28%
No Opinion	8%	8%	9%	9%	9%	11%	11%	6%	9%	6%	12%

*The Hispanic and African American responses are derived from an oversample of 86 African American and 236 Hispanic voters.