

**CodeBlueNow! Pulse® Iowa and Washington State Data
Building the Voters' Health Care Platform**

Key Findings

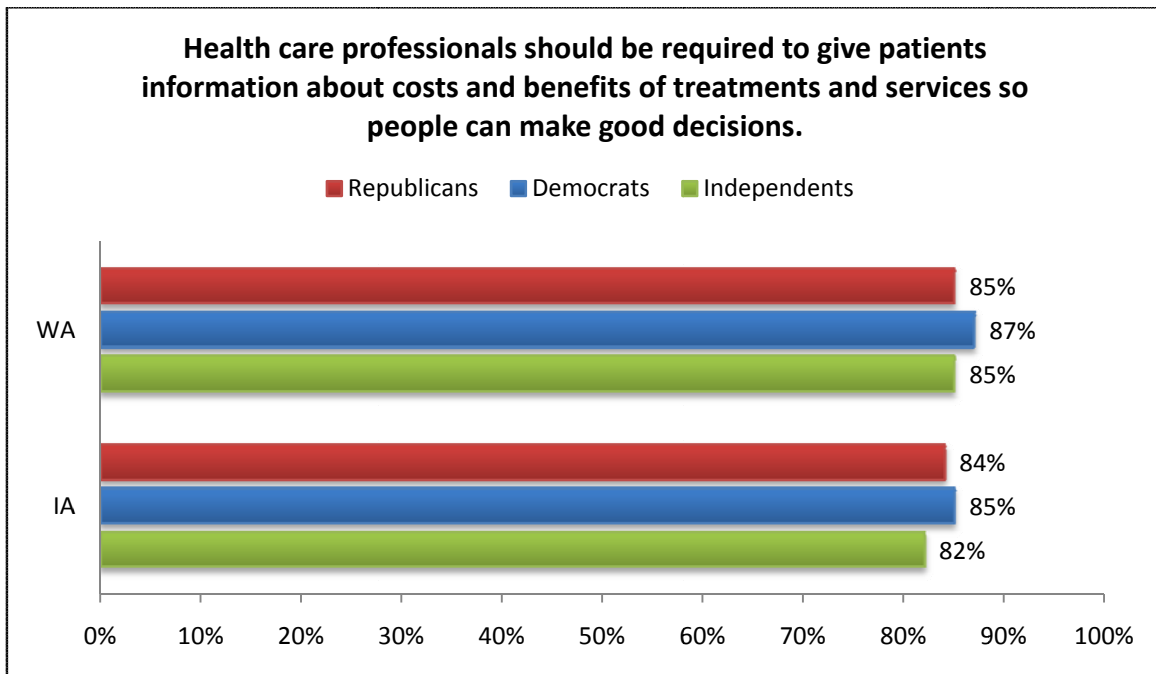
Overwhelming consensus exists on some critical issues on health care. While these data are from two states: Iowa and Washington, there is near complete agreement between these two states on some critical health care issues. The agreement cuts across party lines. The findings also indicate that we are not as starkly divided on issues. In the areas where there was not clear consensus—largely about how to pay for health care—the responses were more neutral than negative.

CodeBlueNow! commissioned The Gilmore Research Group to conduct identical telephone surveys to registered voters in both Iowa and Washington State to obtain their opinions regarding health care in the United States. Both polls were conducted among randomly selected voters with household telephones. The Iowa data was collected between August 23rd and September 13th, 2007, and the Washington data was collected between November 11th and December 26th, 2007. The average survey lasted just under 14 minutes. 601 respondents answered in Iowa and 600 answered in Washington. The maximum margin of error for a survey of this size is ± 4.0 percentage points at the 95% level of confidence.

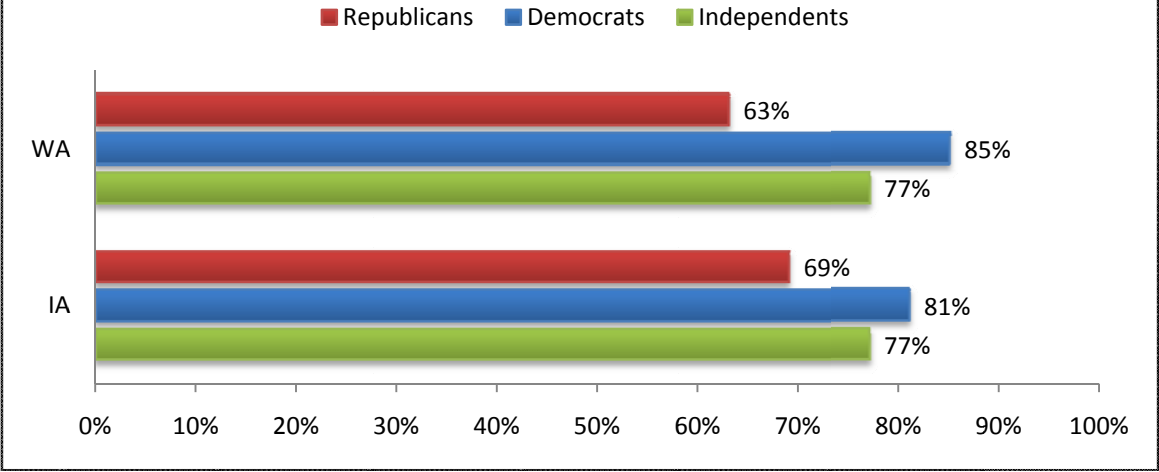
What the data suggests is there is more consensus among Democrats, Republicans and Independents than pundits and politicians indicate, and that the public does not have strong, polarized opinions about how to manage and finance health care. This means it is possible to have a civil civic dialogue and find some pragmatic solutions to our health care reform stalemate.

Top Issues

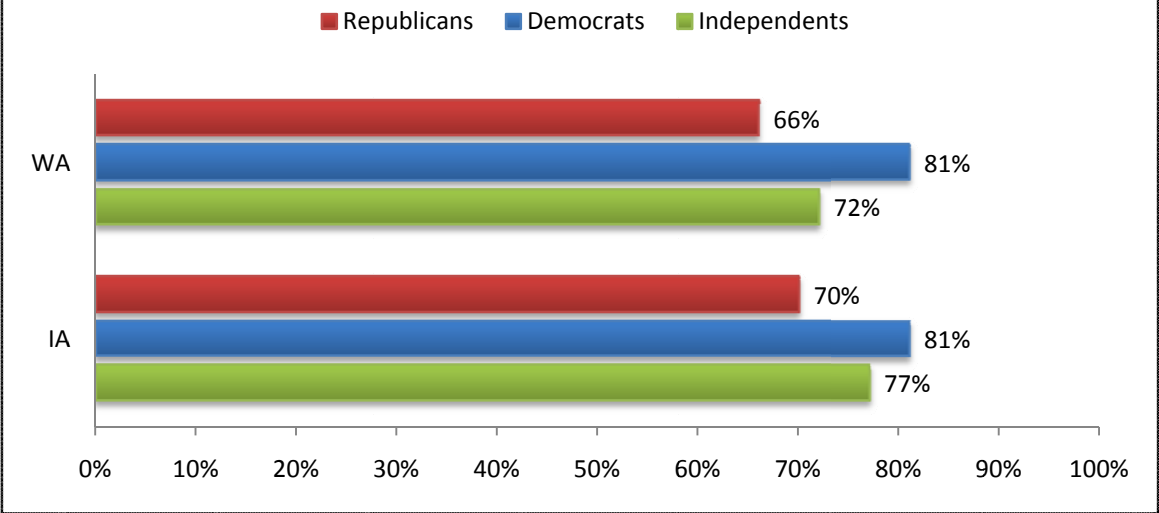
Note: The following statements were posed to respondents using a 5 point scale, 1 meaning Strongly Disagree to 5 meaning Strongly Agree. The following graphics illustrate percentages based on respondents who Agreed (4) and Strongly Agreed (5) by voting record.



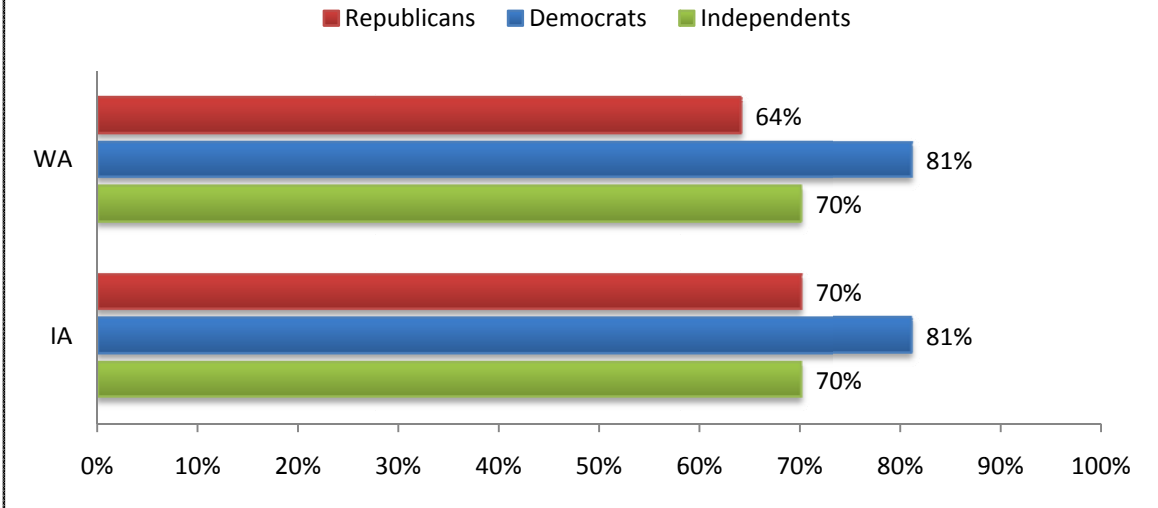
We need the same kind of public reporting and accountability in health care that we have in public companies, such as water and power companies, so we know where the money comes from, how the money is spent, and why.



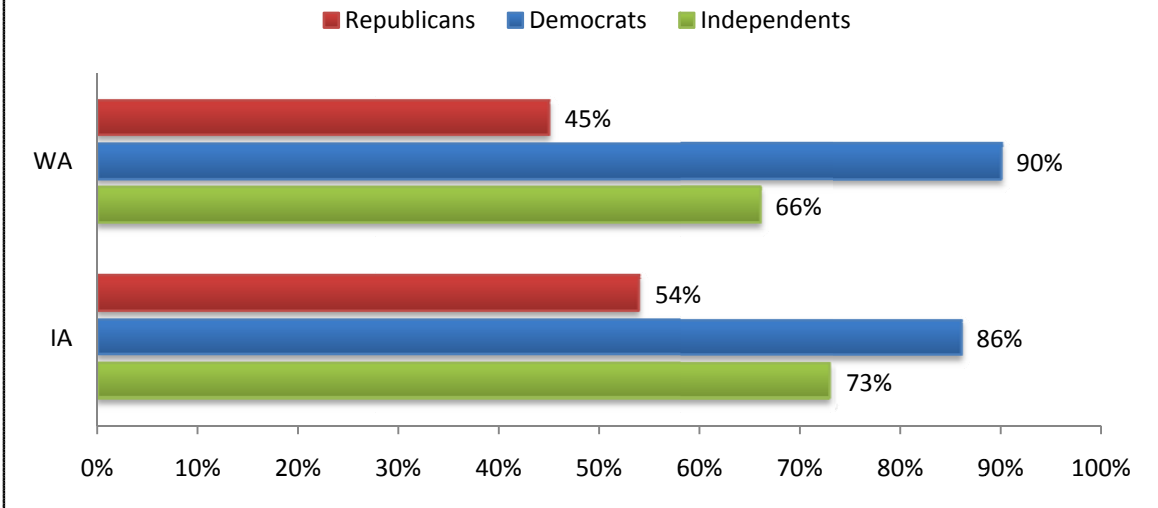
Basic health care benefits should include coverage for any licensed health care professional as long as they are licensed by their profession and the state.

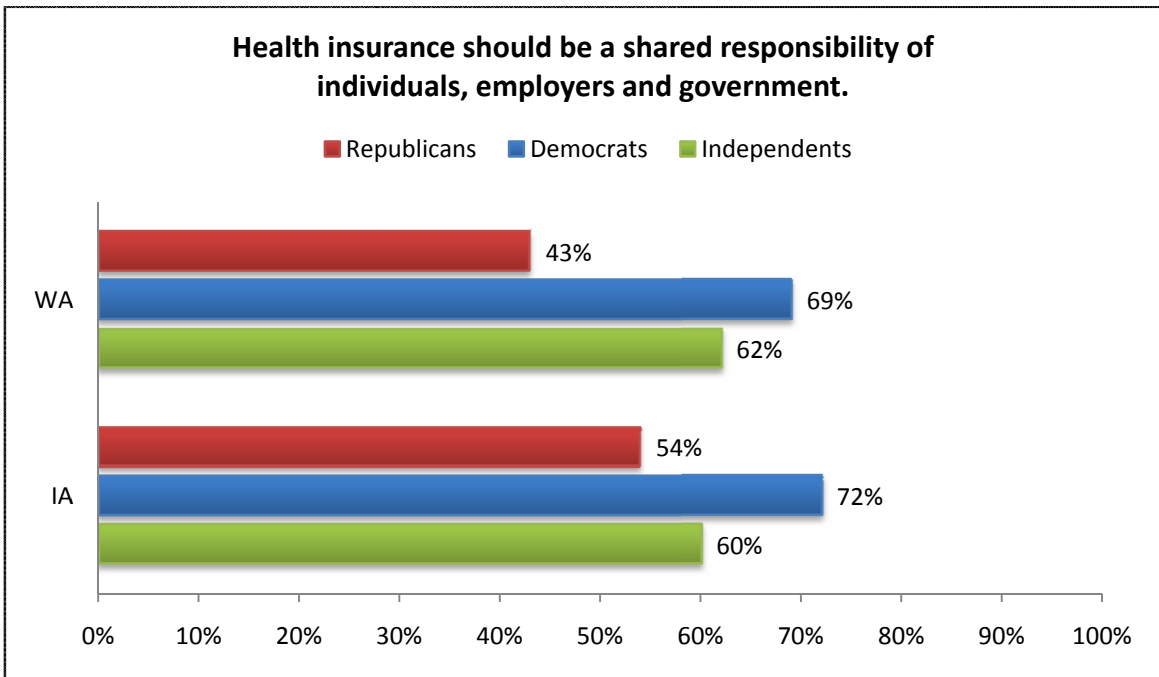
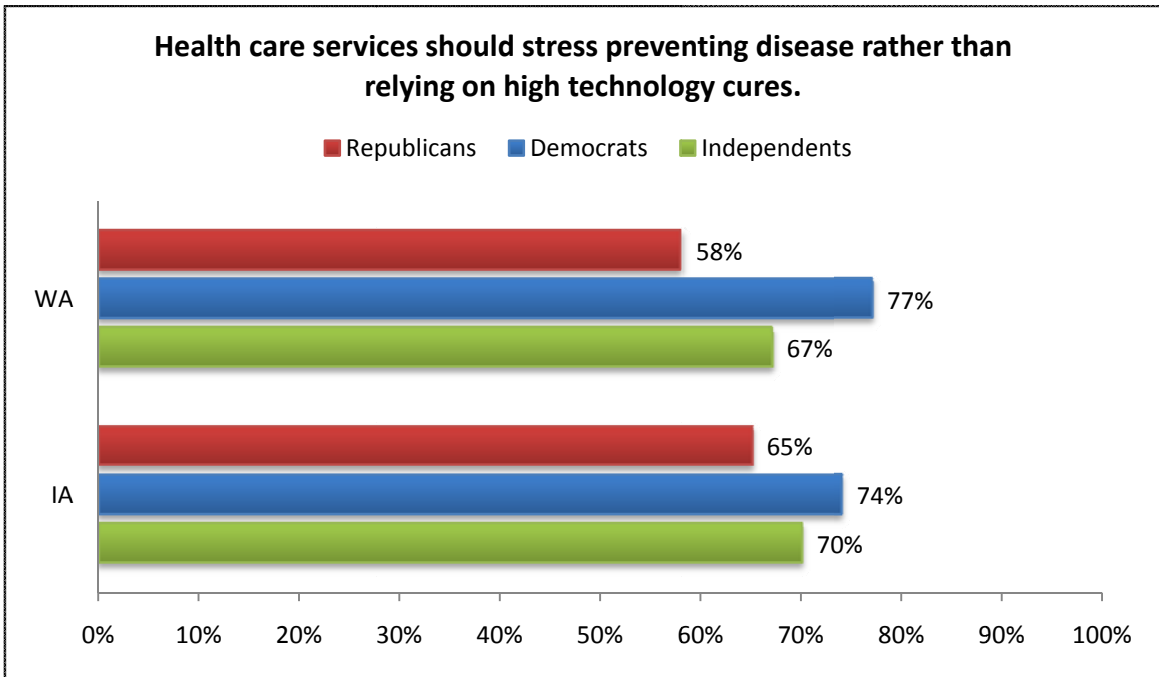


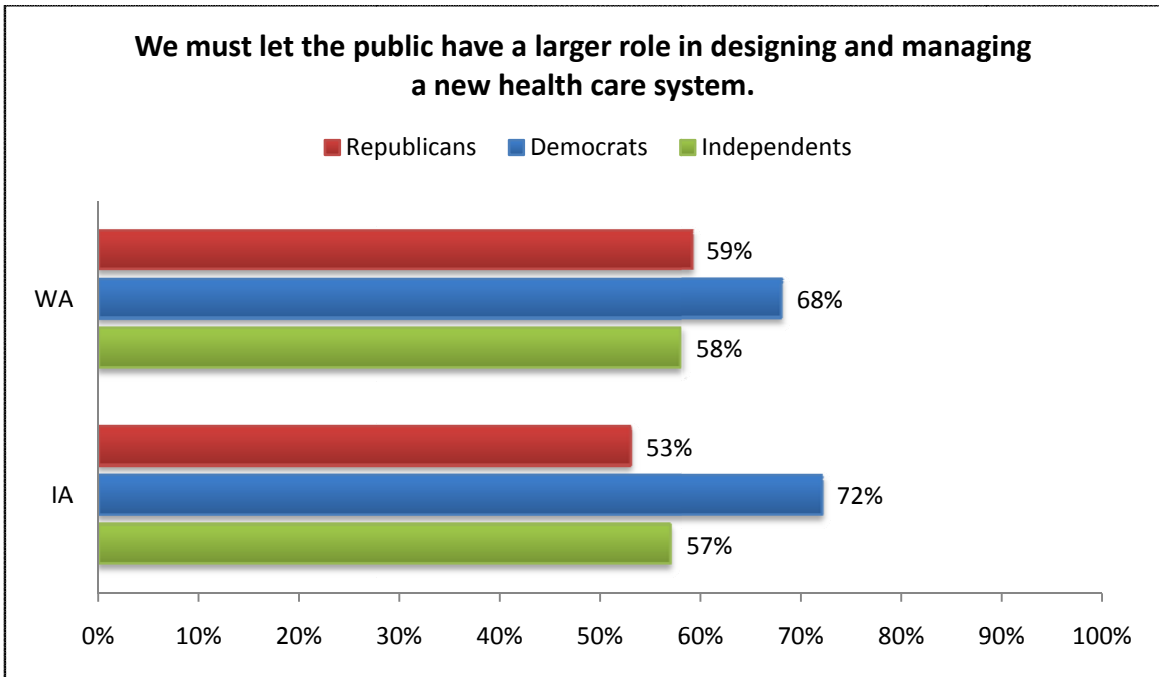
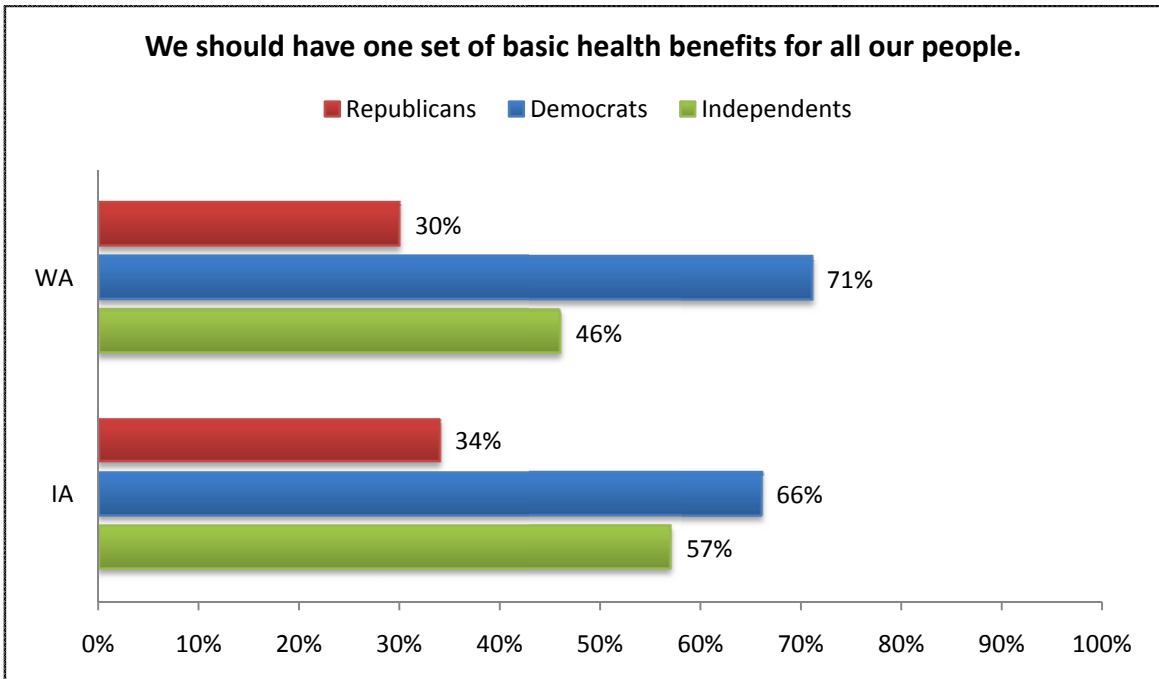
We need to have uniform standards and guidelines that health care professionals can use to make sure we receive the most effective care.



We must make sure that every person in America has health coverage to assure affordable access to the health care services they need.

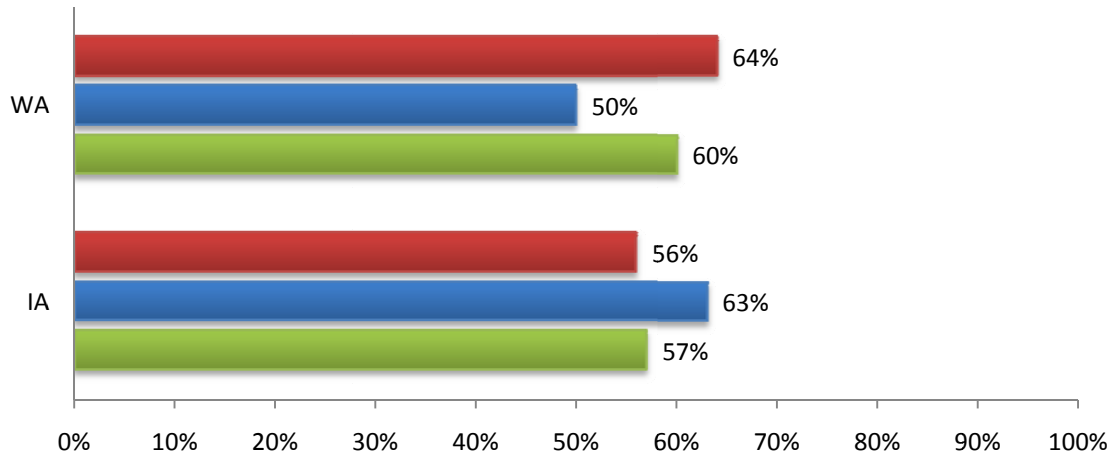






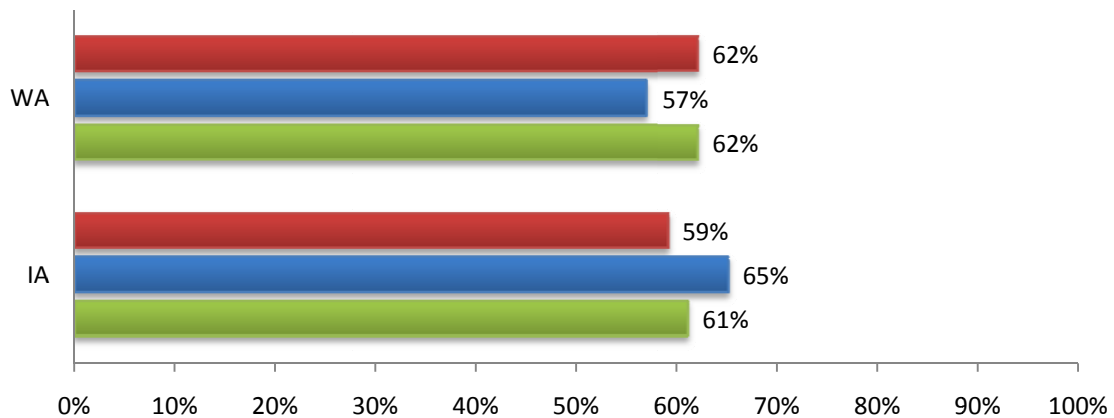
Employers should continue to play the major role in providing health insurance for their employees.

■ Republicans ■ Democrats ■ Independents

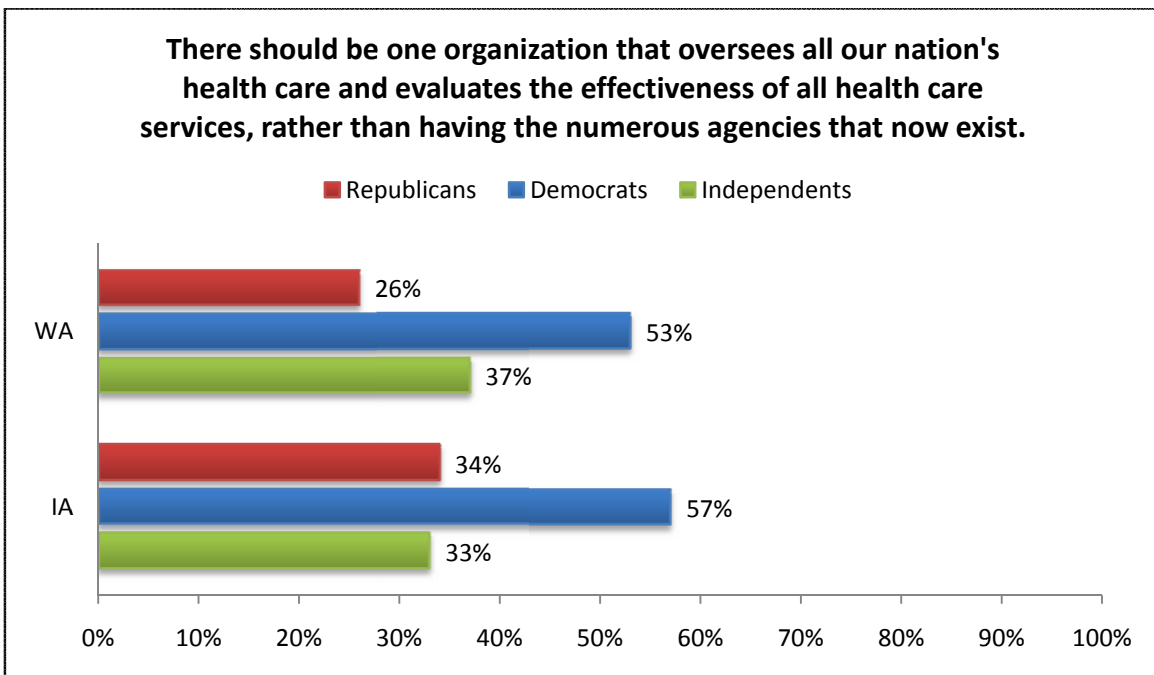
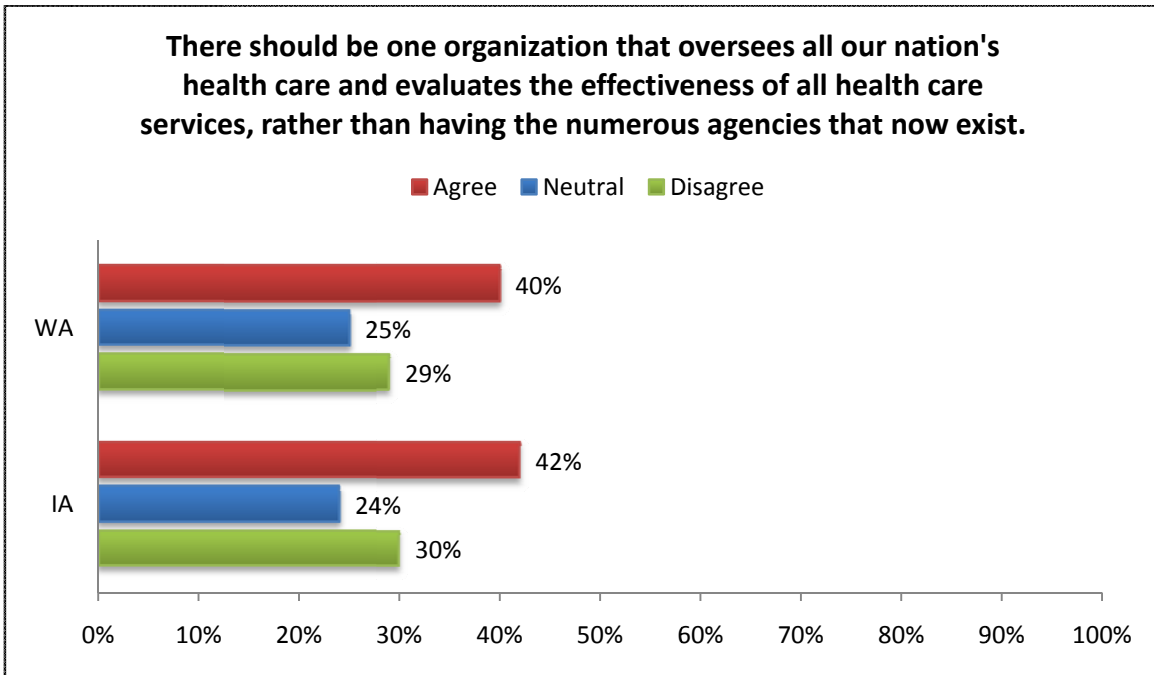


There is enough money already going into the U.S. health care system to provide quality care for everyone. We just need to make sure the money is used more effectively and efficiently.

■ Republicans ■ Democrats ■ Independents

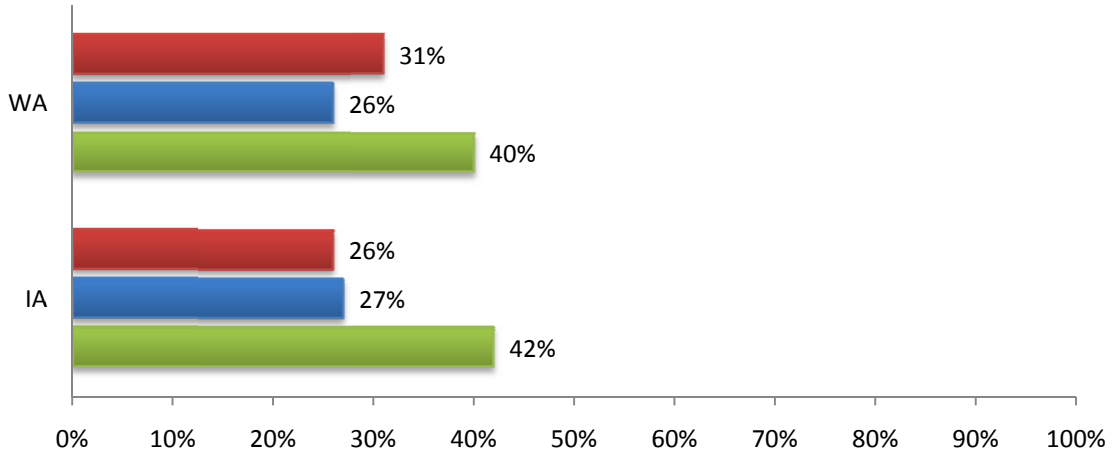


Where No Consensus Exist, Views Are More Neutral than Polarized.



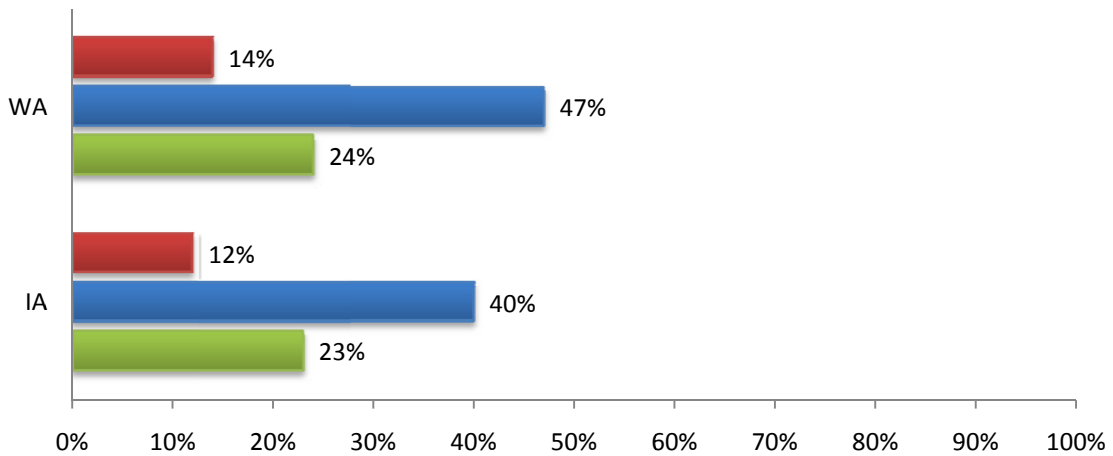
Health insurance should be paid for by tax dollars and managed by local, state, or federal government.

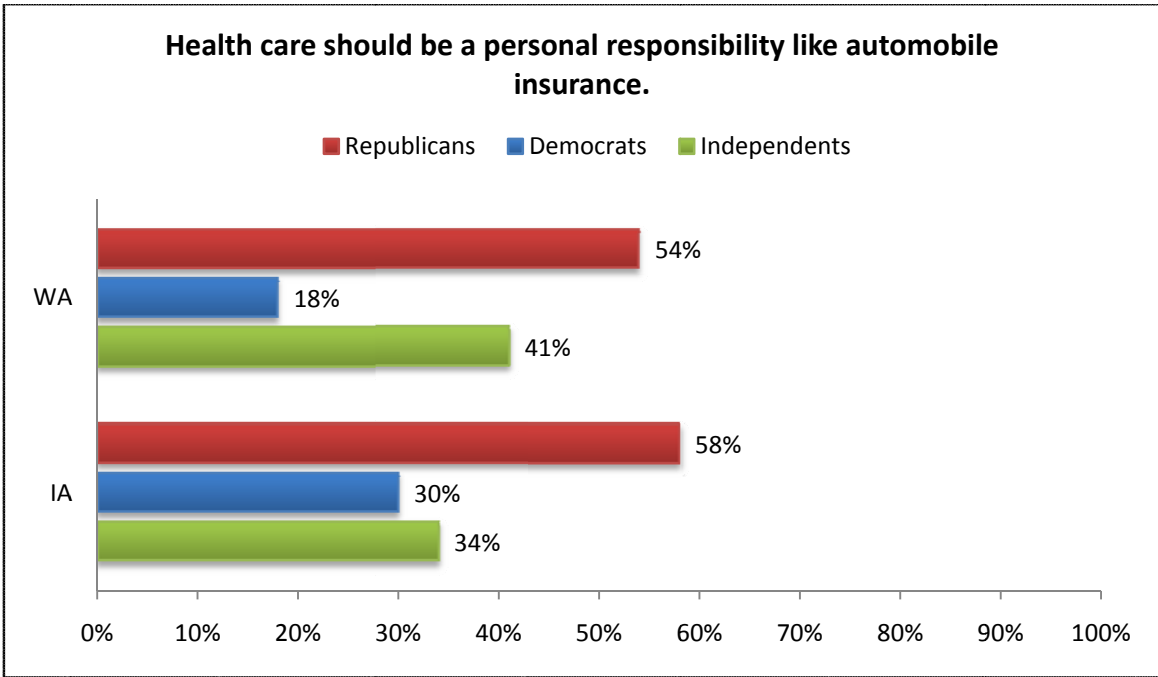
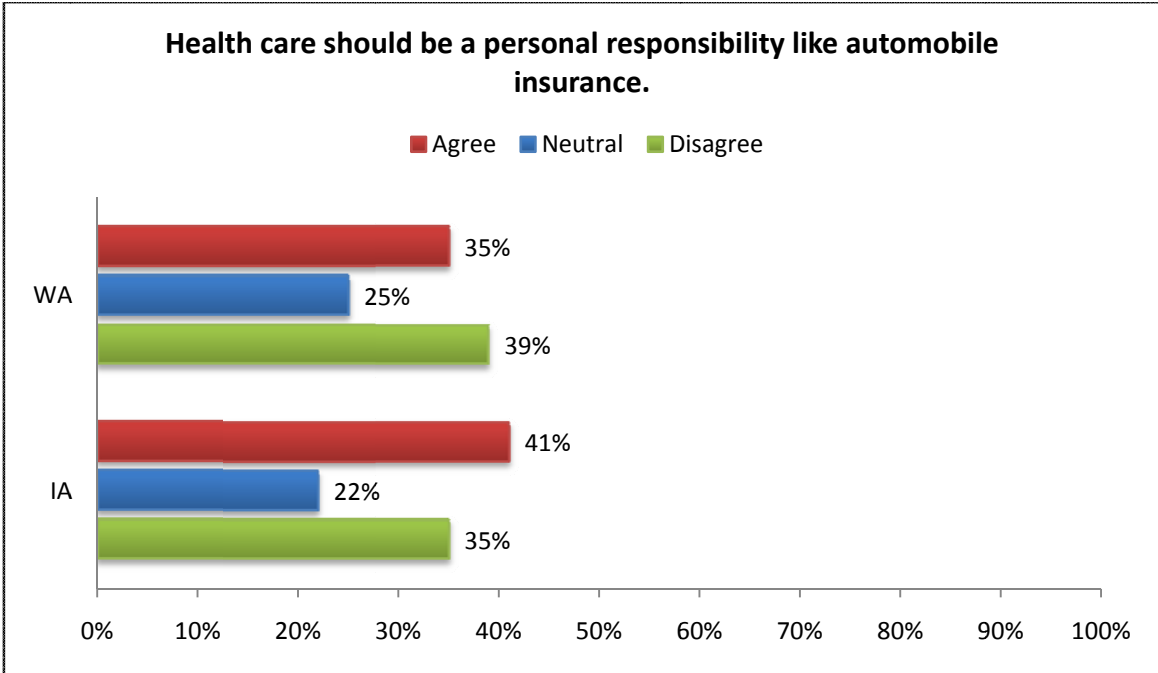
■ Agree ■ Neutral ■ Disagree



Health insurance should be paid for by tax dollars and managed by local, state, or federal government.

■ Republicans ■ Democrats ■ Independents





What This Means for Reform

The Independents make the race. They are more likely to side with the Democrats on core elements of a health care system, but more likely to side with the Republicans on how to pay for a system.

It is clear what the public wants—accountability, good information, and clear standards. What is not clear is how they would organize, manage and finance a system.

The challenge to the Republicans is that they need to find a way that their plans can cover everyone that keeps the employer involved. Without that being a clear message, they will not pick up independent's support.

The challenge to the Democrats is to find a way to present their plans without appearing to be “government run” health care.

It is clear the parties have never drilled very deep with their members about what is important to them in a health care system.

The exciting news is that there is evidence that the nation—at least these two very different states—may not be as polarized as we are led to believe by the political parties. This makes the case for reform coming from the people so we can shape a system that meets our needs and that is accountable to us.