



Chartpack

Kaiser Health Tracking Poll: November 2012

November 2012

SLIDE 1

Health Care Ranks A Trailing Third Among Both Obama, Romney Voters

What one factor mattered most to you in deciding who you voted for in the presidential election? What would you say was the second most important factor in deciding who you voted for in the presidential election? (*Total mentions; open-ended question*)

Rank	All Voters	Voted for President Obama	Voted for Governor Romney
1	Candidate characteristics (51%)	Candidate characteristics (55%)	Candidate characteristics (48%)
2	Economy and jobs (32%)	Economy and jobs (18%)	Economy and jobs (48%)
3	Health care (14%)	Health care (16%)	Health care (13%)
4	Social issues (10%)	Social issues (9%)	Social issues (13%)
5	Foreign policy (8%)	Women's issues (7%)	Foreign policy (11%) Budget deficit* (11%)

*Foreign policy and budget deficit tied for 5th among those who voted for Governor Romney. Note: Only top 5 responses shown. Percentages add up to more than 100 because multiple responses were accepted.

Source: Kaiser Family Foundation *Health Tracking Poll* (conducted November 7-10, 2012)



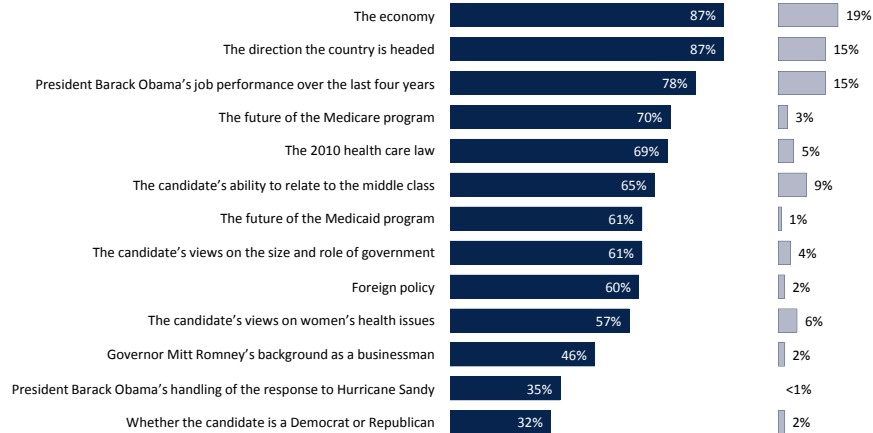
SLIDE 2

The Issue List: Economy, Direction Of Nation, And Obama's Job Performance At Top

Percent who say each of the following was a major factor in their vote for president:

Which of these would you say was the BIGGEST factor in your vote for president?

AMONG ALL VOTERS



Note: None of these were the biggest factor (vol.), All were equally a big factor (vol.), Something else was the biggest factor (vol.), and Don't know/Refused answers not shown for follow-up question.

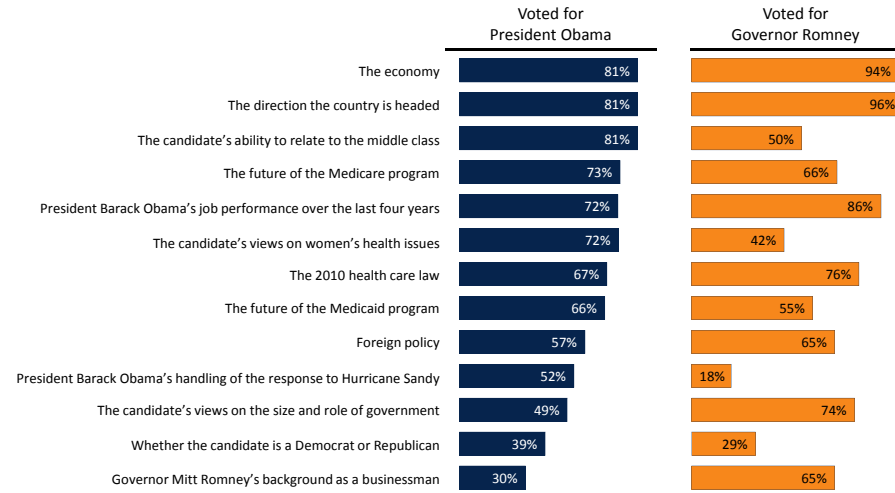
Source: Kaiser Family Foundation *Health Tracking Poll* (conducted November 7-10, 2012)



SLIDE 3

Candidates' Voters Both Similar And Different In What They Voted On

Percent who say each of the following was a major factor in their vote for president:



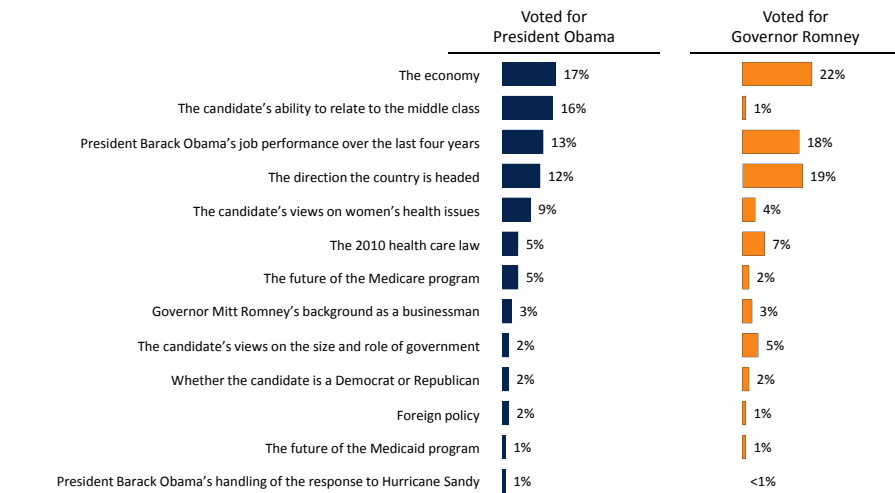
Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)



SLIDE 4

The Economy, Nation's Direction, And Obama's Job Performance Common Criteria

Which of these would you say was the BIGGEST factor in your vote for president?



Note: None of these were the biggest factor (vol.), All were equally a big factor (vol.), Something else was the biggest factor (vol.), and Don't know/Refused answers not shown.

Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)

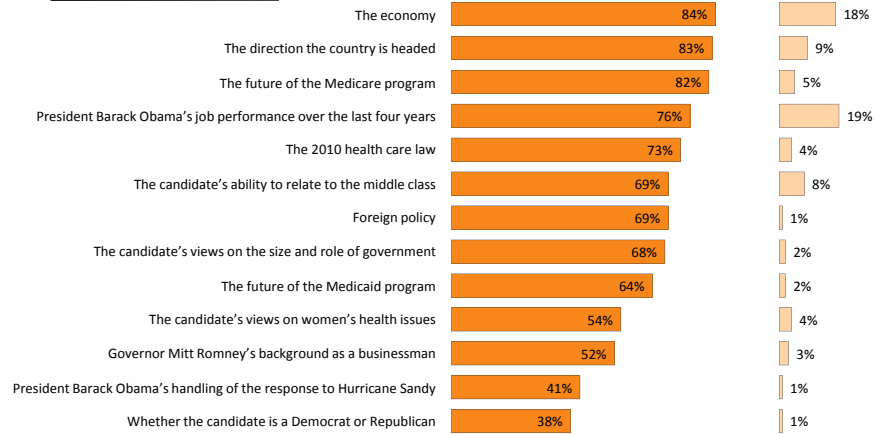


The Issue List For Seniors

Percent who say each of the following was a major factor in their vote for president:

Which of these would you say was the BIGGEST factor in your vote for president?

AMONG SENIORS WHO VOTED



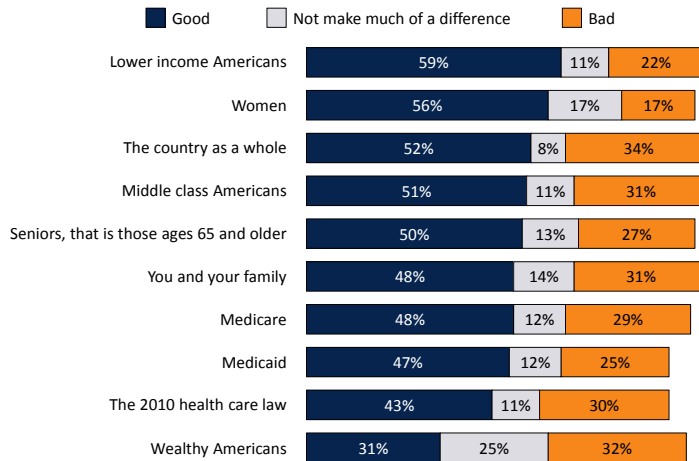
Note: None of these were the biggest factor (vol.). All were equally a big factor (vol.). Something else was the biggest factor (vol.), and Don't know/Refused answers not shown for follow-up question.

Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)



Majority Say Obama's Second Term Good For Lower Income, Bad Or Status Quo For The Wealthy

As president, do you think the policies of Barack Obama will be good or bad for each of the following or will his policies not make much of a difference?



Note: Don't know/Refused answers not shown.

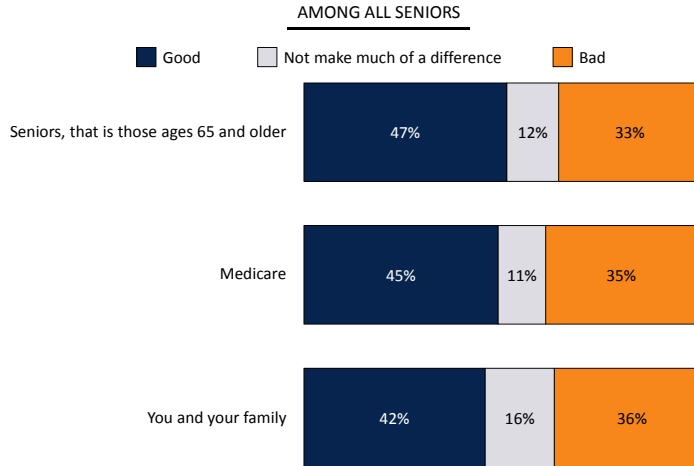
Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)



SLIDE 7

A Third Of Seniors Have Personal Concerns About Obama's Second Term, But Narrow Plurality Expect Policies Will Benefit Them

As president, do you think the policies of Barack Obama will be good or bad for each of the following or will his policies not make much of a difference?



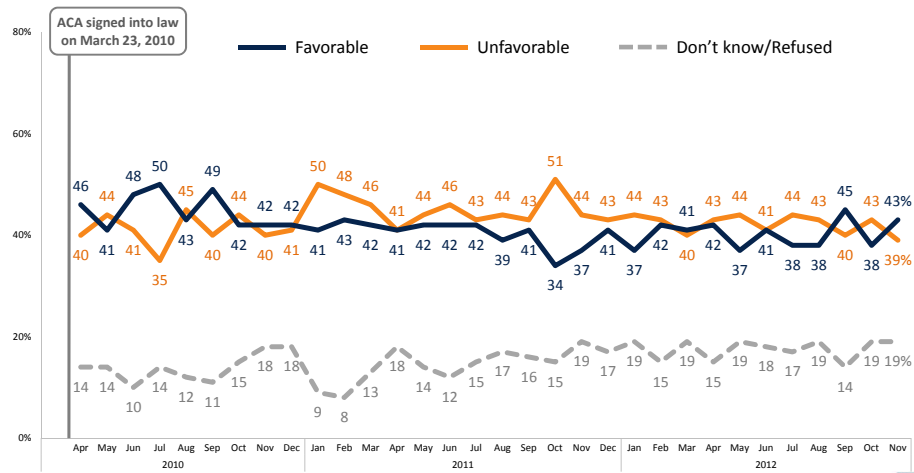
Note: Don't know/Refused answers not shown.
 Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)



SLIDE 8

Nation Still Divided On ACA

As you may know, a health reform bill was signed into law in 2010. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?

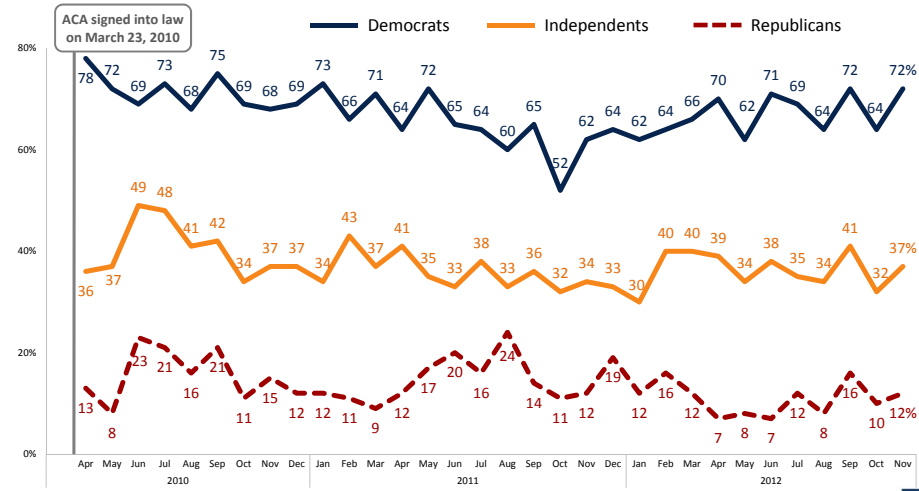


Source: Kaiser Family Foundation Health Tracking Polls



Partisans Keep Their Divided Views On Health Law

Percent who say they have a favorable opinion of the health reform law:

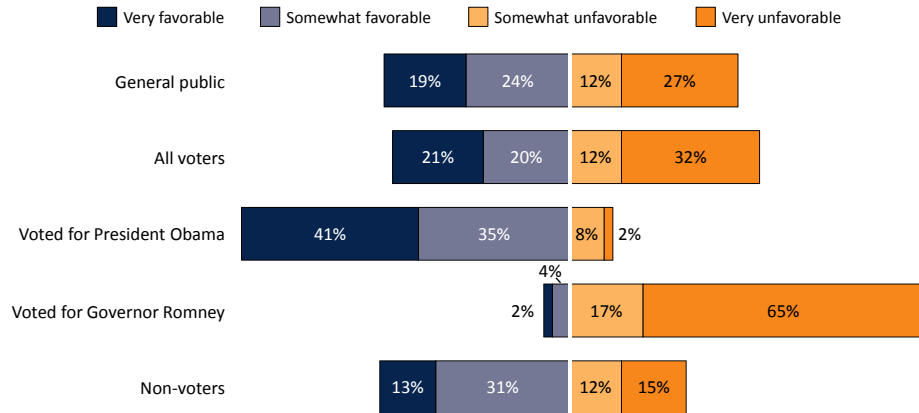


Source: Kaiser Family Foundation Health Tracking Polls



Obama Voters All In For ACA, Romney Voters Strongly Against

As you may know, a health reform bill was signed into law in 2010. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?



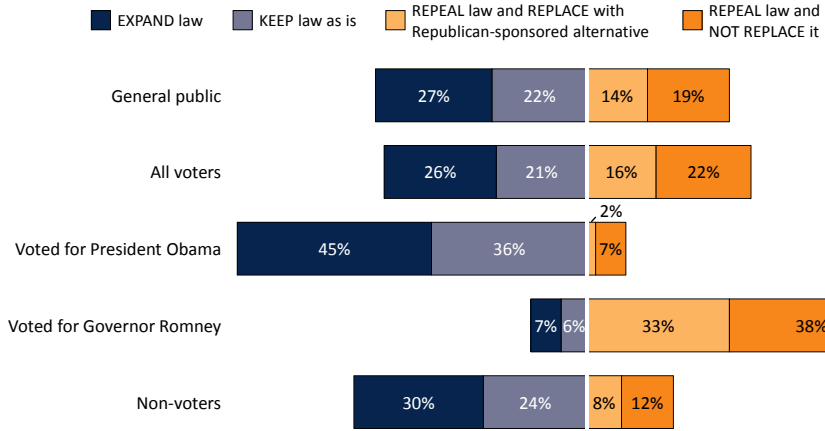
Note: Don't know/Refused answers not shown.
Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)



SLIDE 11

Obama Constituency Favors Keeping or Even Expanding ACA

What would you like to see Congress do when it comes to the health care law?



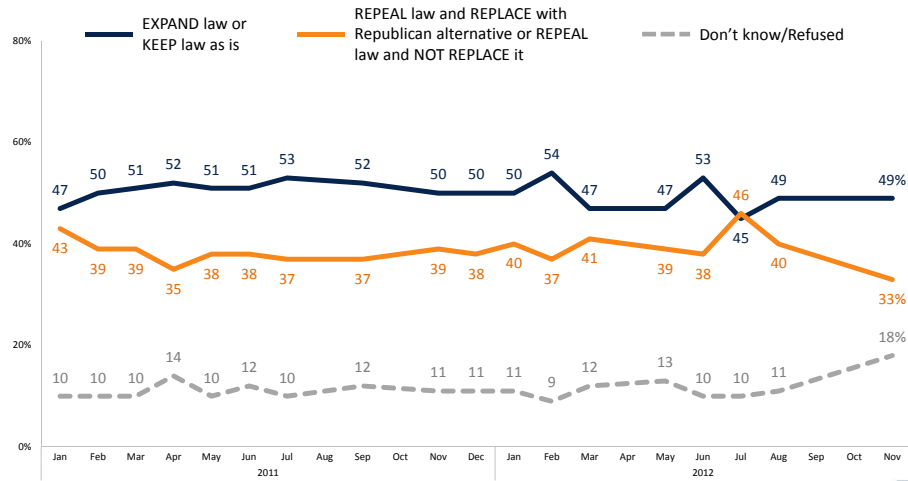
Note: Don't know/Refused answers not shown.
Source: Kaiser Family Foundation Health Tracking Poll (conducted November 7-10, 2012)



SLIDE 12

After Election, Proportion Wanting Repeal Ticks Down

What would you like to see Congress do when it comes to the health care law?



Source: Kaiser Family Foundation Health Tracking Polls



Methodology

This *Kaiser Health Tracking Poll* was designed and analyzed by public opinion researchers at the Kaiser Family Foundation led by Mollyann Brodie, Ph.D., including Claudia Deane, Sarah Cho, and Theresa Boston. The survey was conducted November 7-10, 2012, among a nationally representative random digit dial telephone sample of 1,223 adults ages 18 and older, living in the United States, including Alaska and Hawaii (note: persons without a telephone could not be included in the random selection process). Computer-assisted telephone interviews conducted by landline (708) and cell phone (515, including 274 who had no landline telephone) were carried out in English and Spanish by Braun Research, Inc. under the direction of Princeton Survey Research Associates International (PSRAI). The combined landline and cell phone sample was weighted to balance the sample demographics to match Census estimates for the national population on sex, age, education, race, Hispanic origin, nativity (for Hispanics only), region, and telephone usage. All statistical tests of significance account for the effect of weighting. The number of respondents and the margin of sampling error for key subgroups are presented in the table below. For results based on other subgroups, the margin of sampling error may be higher. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

	Number of respondents	Margin of sampling error
Total	1,223	±3 percentage points
All voters	947	±4 percentage points
Obama voters	452	±5 percentage points
Romney voters	410	±5 percentage points
Non-voters	276	±6 percentage points

Note, the data was not weighted to the final popular vote numbers and as a result the reported vote number in the topline does not exactly match the popular vote. In this survey, 70 percent of the public overall reported voting in the presidential election, which is much higher than the estimated 57.5 percent of the voting-eligible population that actually turned out to vote. Vote over-reporting is common in public opinion surveys. In this poll, 47 percent of voters reported voting for President Obama and 43 percent reported voting for Governor Romney. If these responses are re-calculated based on those who reported their vote for president, then 50 percent reported voting for President Obama and 45 percent for Governor Romney. This is reasonably close to the actual national vote count of about 50.5 percent Obama, 48 percent Romney.

The full question wording and methodology of the polls can be viewed online at: <http://www.kff.org/kaiserpolls/8382.cfm>.





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This publication (#8382-C) is available on the
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*The Kaiser Family Foundation, a leader in health policy analysis, health journalism and communication, is dedicated to filling the need for trusted, independent information on the major health issues facing our nation and its people.
The Foundation is a non-profit private operating foundation, based in Menlo Park, California.*