



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: WPA OPINION RESEARCH
SUBJECT: HEALTHCARE LAW SUPPORT
DATE: MAY 8, 2014

The following memo highlights the key findings from a national survey conducted on behalf of the Family Research Council. The survey of 901 likely voters was conducted May 1-4, 2014. The full sample has a margin of error equal to $\pm 3.3\%$.

Healthcare Law Mandate

- **Most likely voters oppose the Healthcare mandate which requires all healthcare plans to cover preventative care services for women.**

Question: As you may know, the President's healthcare law contains the HHS mandate which requires that all private healthcare plans, including both employer based health plans and individual market health plans, cover preventative care services for women, which includes all FDA approved contraceptives, including drugs that can destroy a human embryo, and sterilization services without a direct cost to the patient. Employers that offer their employees' healthcare plans that do not includes these drugs and services will be fined up to \$100 per day per employee. Do you support or oppose this law?

Total Support	43%
Total Oppose	53%
Strongly Support	26%
Somewhat Support	17%
Don't Know/Refused	4%
Somewhat Oppose	13%
Strongly Oppose	40%

- **Opposition remains high among key demographic subgroups that typically support Democrat candidates.**

	Age 18-44 (43%)	Hispanics (15%)	Income: <\$35k (12%)	Independents (43%)	Women (51%)
Total Support	47%	50%	46%	43%	45%
Total Oppose	49%	50%	52%	53%	50%
Strongly Support	27%	29%	24%	22%	29%
Somewhat Support	21%	21%	21%	20%	16%
Don't Know/Refused	3%	1%	2%	4%	4%
Somewhat Oppose	16%	19%	14%	12%	15%
Strongly Oppose	33%	31%	38%	41%	36%

Conclusion

There is broad opposition to the healthcare mandate that forces employers to cover contraceptives. Additionally, Democrats should be wary about being on the wrong side of this issue as voters that typically support them tend to oppose the mandate.

Methodology

WPA Opinion Research conducted a national study of n=1,006 adults nationwide. Respondents were screened to ensure that they were likely general election voters. The final results for this survey were stratified based on gender, age, ethnicity, education, and geography. Respondents were contacted by phone via a live telephone operator interview May 1-4, 2014. The study has a sample size of n=1,006 adults with a margin of error equal to $\pm 3.1\%$ and n=901 likely voters with a margin of error equal to $\pm 3.3\%$.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2011-2012 election cycle, even with Obama at the top of the ticket, more than 65% of WPA direct campaign clients won.

WPA has been nationally recognized for our efforts to provide cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPA for our Predictive Analytics. The award highlighted WPA's Adaptive Sampling and Predictive Analytics methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In rankings released by Nate Silver's fivethirtyeight.com of 2008 election data, Wilson Perkins Allen Opinion Research was statistically tied as the most accurate partisan pollster and we find that WPA was significantly more accurate than other partisan pollsters.