



Lake Snell Perry Mermin Meadow Gotoff Ulibarri

Celinda Lake  
*President*

Alysia Snell  
*Partner*

Michael Perry  
*Partner*

David Mermin  
*Partner*

Robert G. Meadow, Ph.D.  
*Partner*

Daniel R. Gotoff  
*Partner*

Joshua E. Ulibarri  
*Partner*

Rick A. Johnson  
*Vice President*

Tresa Udem  
*Vice President*

Robert X. Hillman  
*Chief Financial Officer*

Alan C. Wolf  
*Chief Operating Officer*

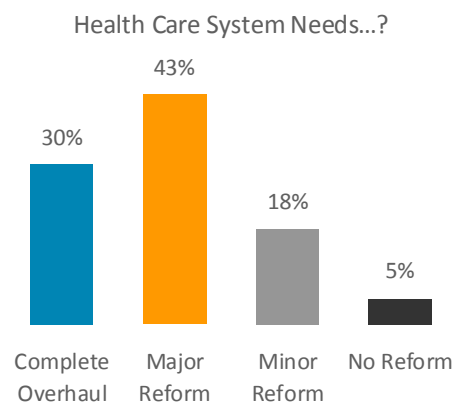
**To: Interested Parties**  
**From: Celinda Lake and Joshua Ulibarri**  
**Date: August 10, 2009**  
**Re: Latinos Favor Major Health Care Reform**

Lake Research Partners, on behalf of the Latino Policy Coalition (LPC), recently concluded another round of survey research among Latino/a registered voters. This was the fifth installment of survey research that began in April 2006. LPC has also funded four rounds of focus groups over the last three years that inform the continuing research. In this case, 1,000 Latino registered voters in 23 states with the highest Latino populations were interviewed from July 23 to 28. The survey focused on health care reform, the Sotomayor nomination, the economy, and attitudes toward the two parties. This memo about health care reform follows the memo released last week regarding recently confirmed Supreme Court Justice Sonia Sotomayor.

**The news from this fifth iteration of LPC polling is clear: Latinos believe our health care system is in need of complete and major reform, and they respond more positively toward President Obama’s preferred path than to an argument that Obama is misguided. The important political news is that Latinos believe both President Obama and Democrats in Congress would do a significantly better job than Republicans on health care and prescription drugs. In fact, Republicans are in worse shape today on health care reform than they were three and a half years ago. This data follows on the heels of last week’s release that showed Latinos supporting Sotomayor’s confirmation and is further proof that Republicans and others who oppose major reform efforts stand to lose politically if they continue to ignore the needs and desires of America’s fastest growing ethnic voting bloc.**

**Health Care System Needs Major Reform**

The Latino Policy Coalition’s data dating back several years has consistently shown that Latinos believe our health care system is in trouble and needs reform. Today’s data reaffirms that trend. Even as far back as June 2006, 88% of Latinos believed “government should guarantee that everyone has access to quality affordable care”, and 70% agreed that “the best way to expand health care coverage is



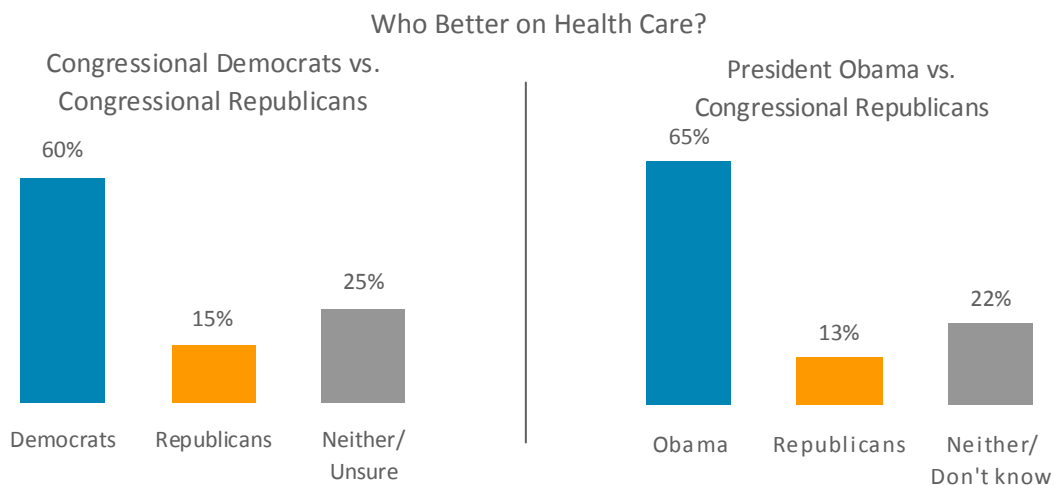
to increase competition and give people individualized choices<sup>1</sup>.” Today, 73% of Latino voters believe our health care system in the United States needs complete overhaul (30%) or major (43%) reform. Only a quarter think it needs only minor (18%) or no reform at all (5%). Support for complete or major reform is equally strong with women and men (74% and 71%, respectively). On this issue, independents (72% complete or major reform) align closer to Democrats (80%), but even a majority of Republican Latinos believe our health care system needs a complete overhaul or major reform (52%).

**Strong Support for Obama’s Reform Priorities**

Latinos believe the system needs reform and they prefer President Obama’s plan to that of the opposition. Six in ten Latinos (63%) prefer paragraph supporting Obama’s plan<sup>2</sup> the crisis and his priorities for lowering costs, creating a public option, bringing in competition, and making health care more affordable. Only two in ten (22%) believe Obama’s plan would be too expensive, equates to socialized medicine, and would put a government bureaucrat between a patient and their doctor. The data show strong partisan division, with Democrats strongly preferring Obama’s priorities (80% agree with Obama’s plan, 7% agree with the critique of Obama’s plan), with a plurality of independents agreeing (49% pro-Obama’s plan, 27% critique). Despite their preference for major reform, a strong majority of Republican Latinos agree with the critique of Obama’s plan (68%, compared to 23% who agree with Obama). However, as only 19% of all Latino registered voters consider themselves Republicans there is only a thin path for Republican Members of Congress on this agenda, and they risk further estrangement from Latino voters if they ignore the strong majority who prefer major reform.

**Obama and Democrats Stronger on Health Care**

Given Latino’s preference for major reform of our health care system, it is no surprise that they believe Obama and Congressional Democrats are strongly better on the issue. By a stunning 52 points, Latinos believe the President would do a better job on health care and prescription drugs than Republicans in Congress (65%



<sup>1</sup> Latino Policy Coalition and Lake Research Partners – June 2006 – n=800 Registered Latino Voters + 300 Un-registered Latinos

<sup>2</sup> Supporters of Obama’s health care plan say that over 50 million Americans have no health care coverage and millions more could lose their benefits. Obama’s plan would help lower costs because it would create a public option to compete with private insurance companies. Under the plan all Americans would have the opportunity for quality affordable healthcare. Experts have said that solving the health care problem is key to getting past this economic crisis and Obama’s plan would do just that.

**OR**

Opponents of Obama’s health care plan say that most Americans are satisfied with their healthcare plans, and that Obama’s plan would be too expensive, would raise taxes, and put a government bureaucrat between patients and their doctors. His plan is nothing but socialized medicine that will cost taxpayers one trillion dollars and lead to lower quality care and more government inefficiency.

Obama to 13% Republicans in Congress). Similarly, Democrats in Congress hold a 45-point advantage over Congressional Republicans (60% Democrats to 15% Republicans). The gap between Congressional Democrats and Congressional Republicans has only grown wider since April 2006 when Democrats had a 43-point advantage (Democrats 61%, Republicans 18%). Republican opposition to reform has cost them support among Latino voters, and they risk losing further support if they remain so entrenched against health care reform or other Obama priorities.

---

#### METHODOLOGY

Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers. The survey reached 1,000 Latino/a registered voters in the 23 states with the highest Latino population density. A quarter of the interviews were conducted in Spanish. These states include: CA, TX, FL, NY, IL, AZ, NJ, NM, CO, GA, NV, NC, WA, MA, VA, PA, CT, MI, OR, MD, IN, OH, and WI. The survey was conducted July 23 through July 28, 2009. Telephone numbers for the survey were drawn from files of registered voters. The data were weighted slightly by age and education. The margin of error for the survey is +/- 3.1 percentage points.

---