

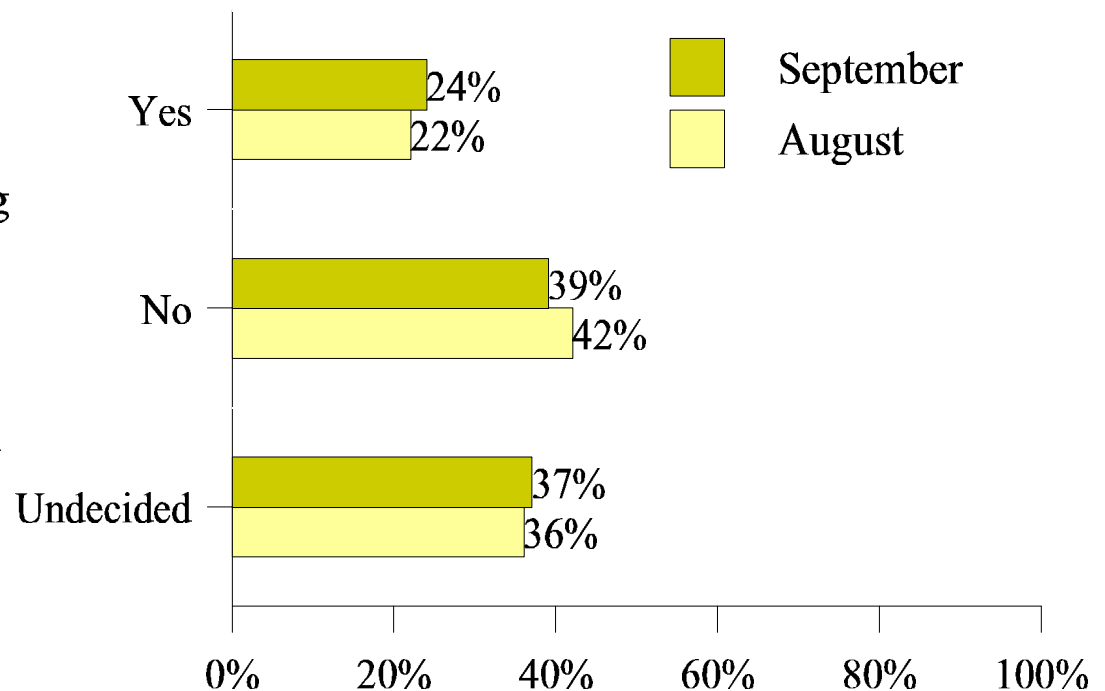
CHART 1

More Californians Inclined to Oppose than Favor Prop. 214, Many Undecided

After hearing “ballot labels,” percentage who say they would be inclined to vote yes or no if the election were held today

Ballot label of Prop. 214

- ▶ Regulates health care businesses.
- ▶ Prohibits discouraging of health care professionals from informing patients or advocating treatment.
- ▶ Requires health care businesses to establish criteria for payment and facility staffing.
- ▶ Fiscal impact: increased state and local government costs for existing health programs and benefits, probably in the tens to hundreds of millions of dollars annually.



Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August and September 1996

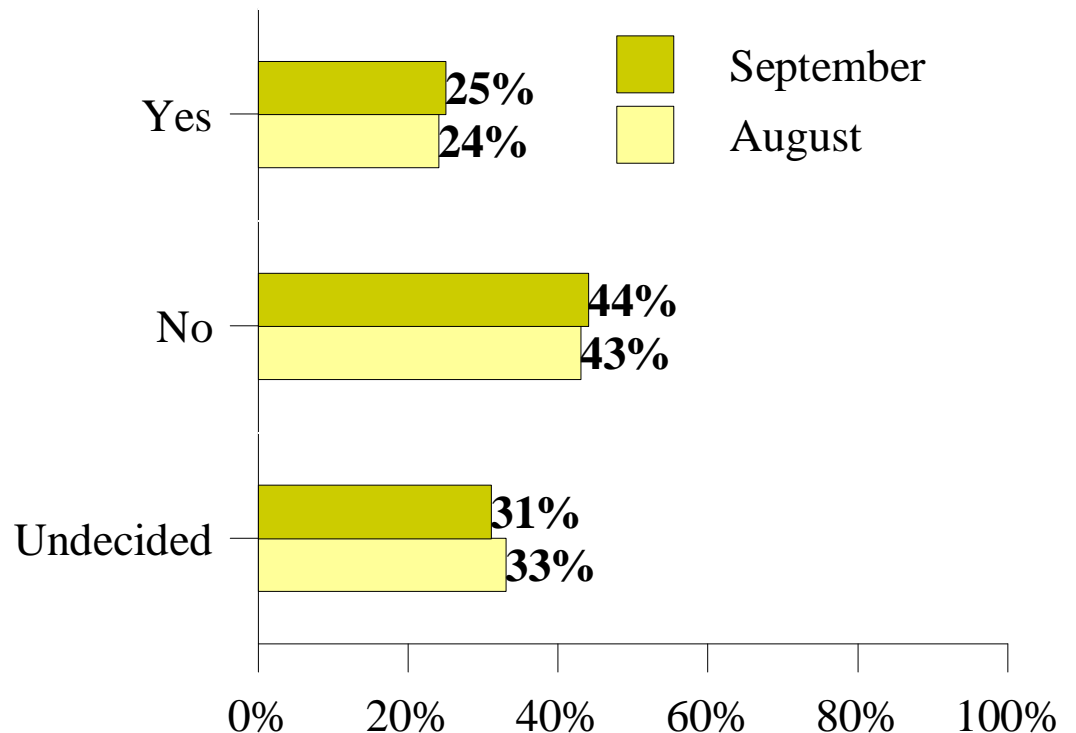
CHART 2

More Californians Inclined to Oppose than Favor Prop. 216, Many Undecided

After hearing “ballot labels,” percentage who say they would be inclined to vote yes or no if the election were held today

Ballot label of Prop. 216

- ▶ Regulates health care businesses.
- ▶ Prohibits discouraging of health care professionals from informing patients.
- ▶ Prohibits conditioning coverage on arbitration agreement.
- ▶ Establishes a non-profit consumer advocate and imposes taxes on corporate restructuring.
- ▶ Fiscal impact: new tax revenues of hundreds of millions of dollars annually, to fund specified health care services. Additional state and local costs for existing health programs and benefits, probably tens to hundreds of millions of dollars annually.

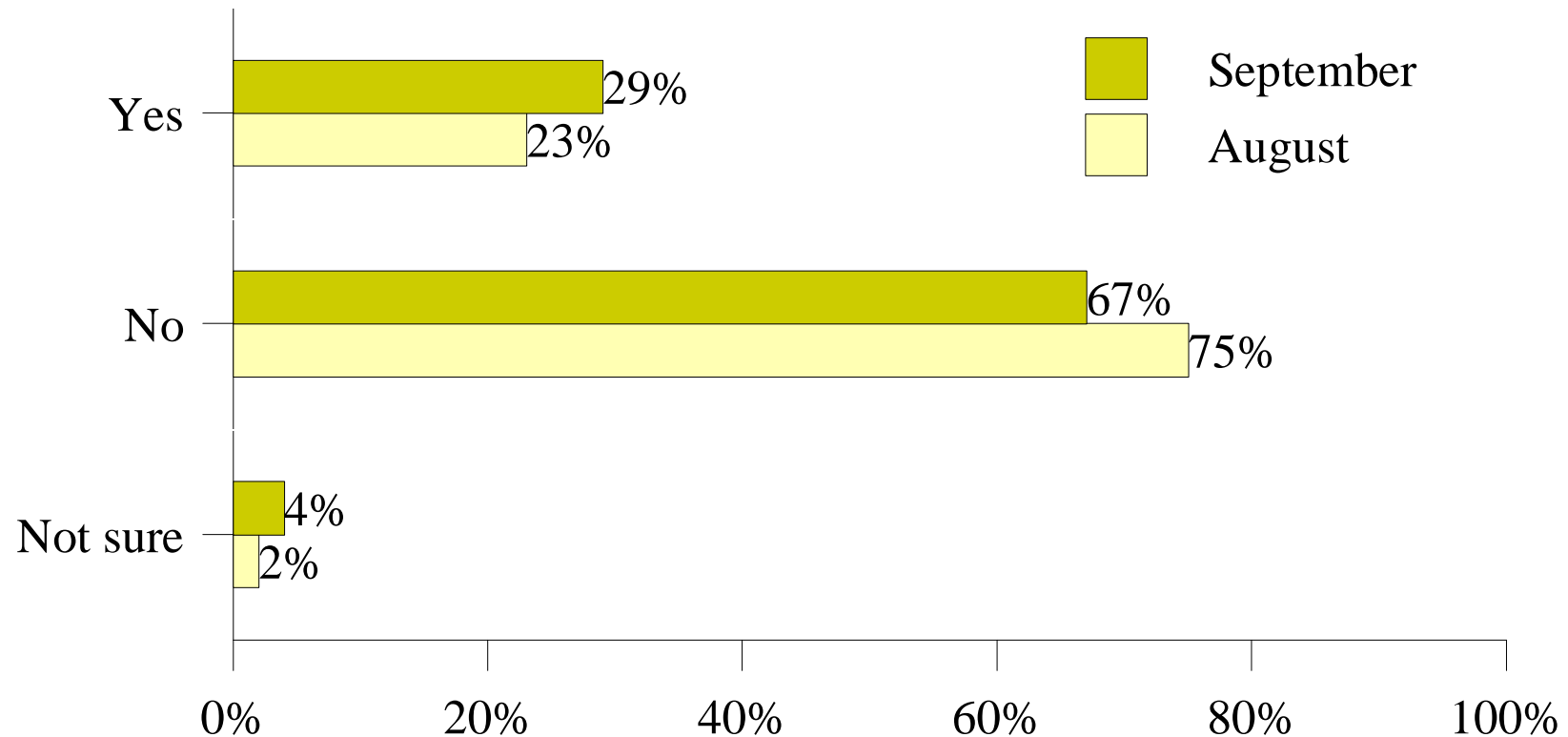


Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August and September 1996

CHART 3

Most Californians Are Not Aware of Propositions 214 and 216, the Patient Protection Acts

Have you seen, read, or heard anything about either of two statewide initiatives in California having to do with health care?

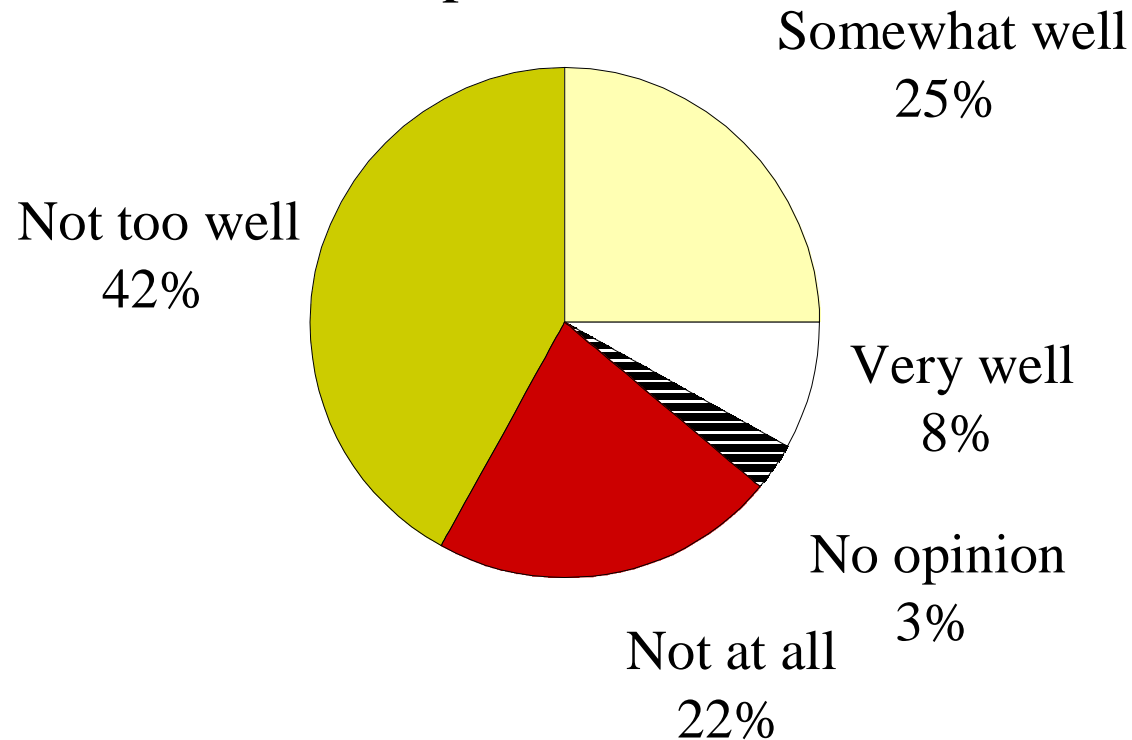


Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August and September 1996

CHART 4

Most Californians Say They Don't Understand Props. 214 & 216

How well Californians say they understand the initiatives as of September 30th

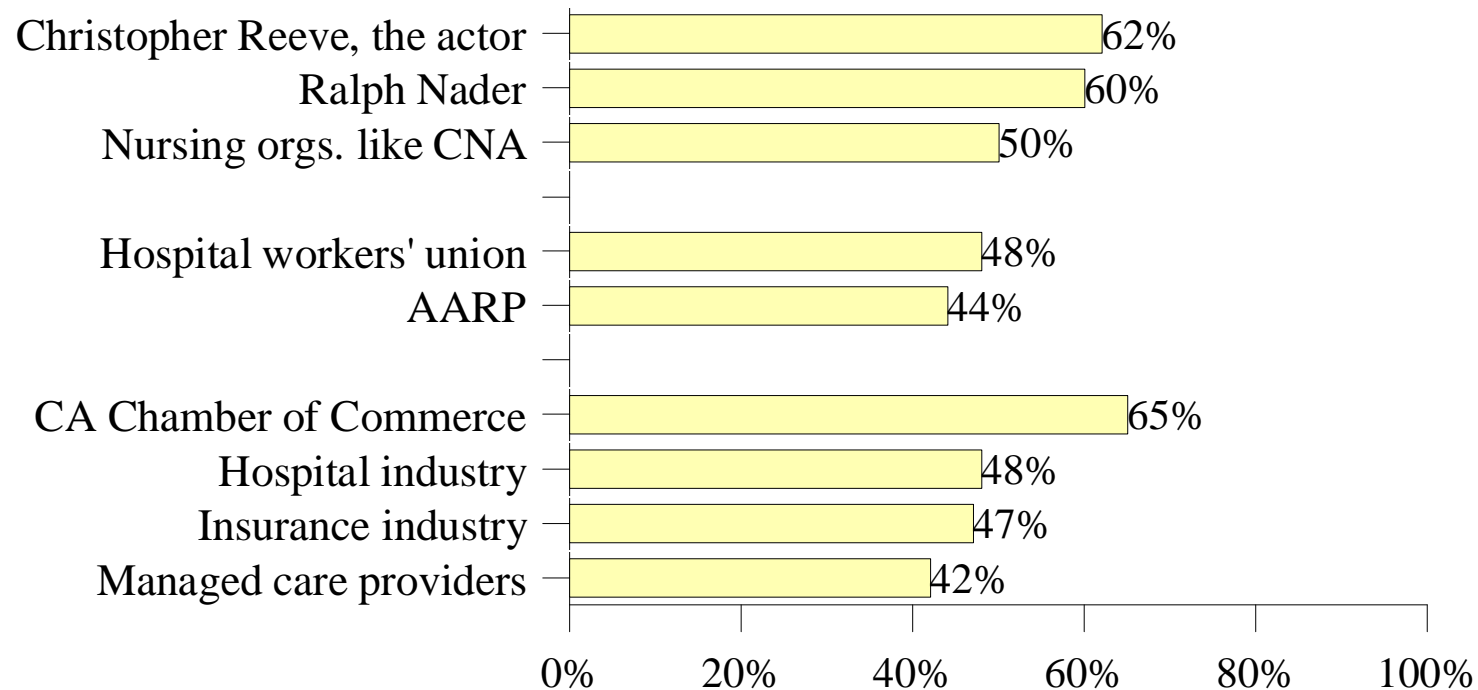


Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, September 1996

CHART 5

Most Californians Unaware of Supporters and Opponents of These Initiatives

Percent who aren't sure or don't know whether each is a supporter or opponent of Props. 214 and 216



Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August 1996

CHART 6

Californians Unclear about Possible Impact of Props. 214 & 216

Percent who think that if Props. 214 & 216 passed, each of the following will...

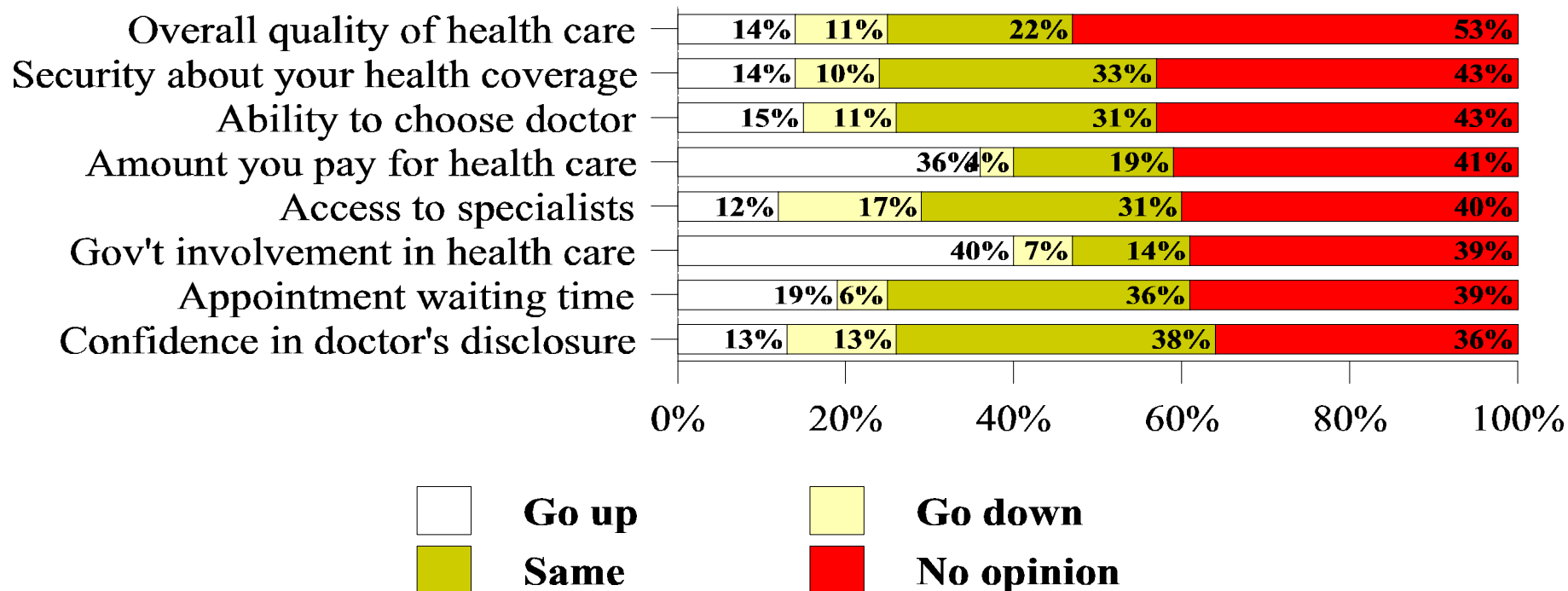
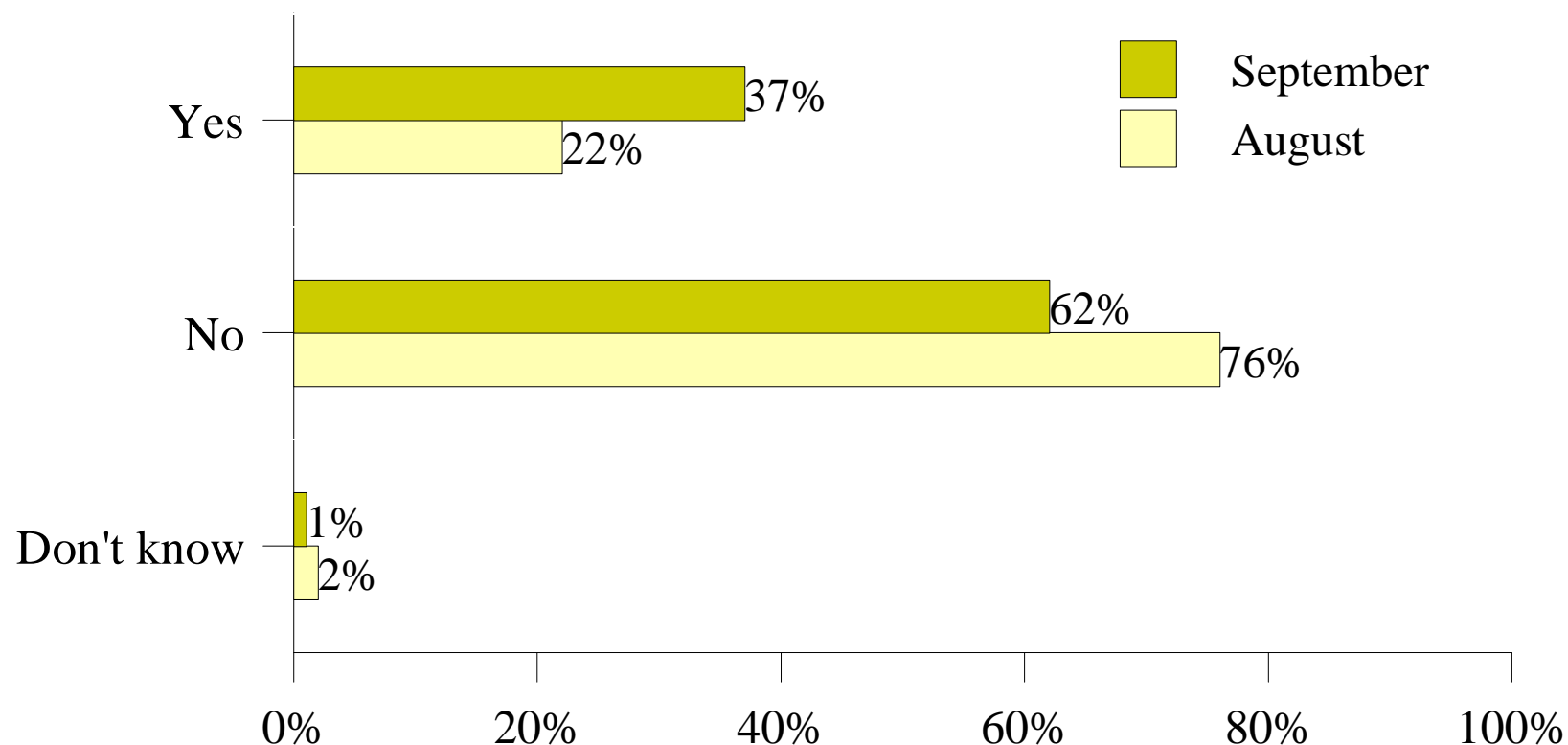


CHART 7

Californians Becoming More Aware of Ads about Initiatives

Have you seen, read, or heard any advertising specifically about either initiative?

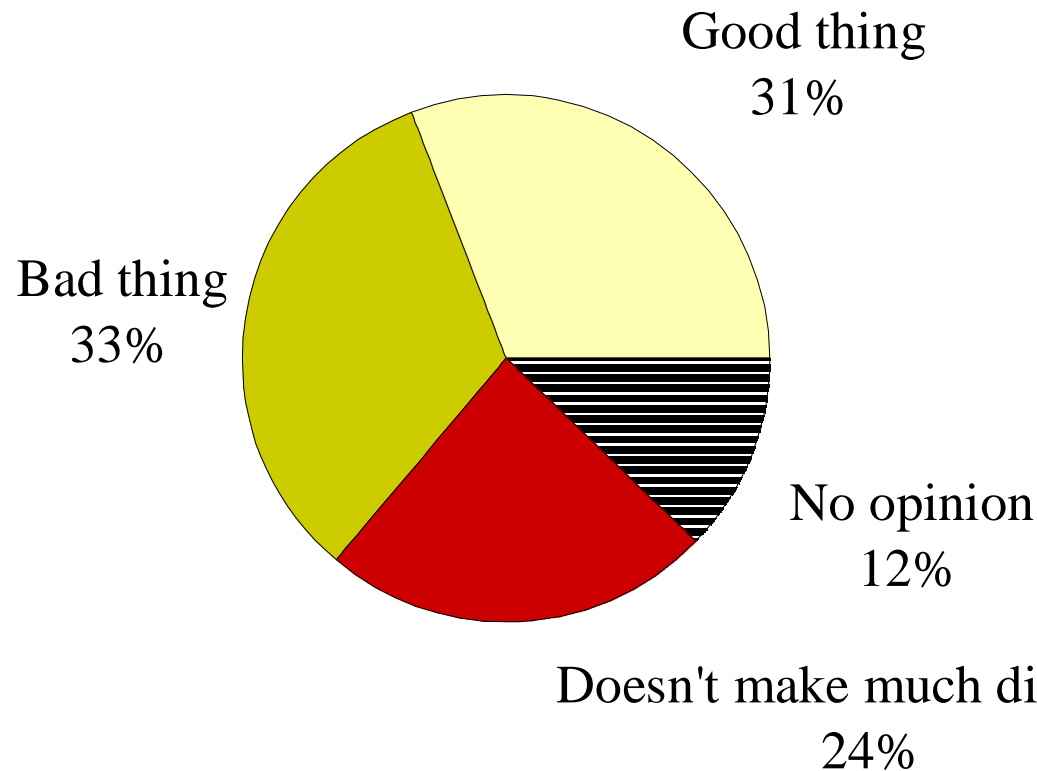


Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August and September 1996

CHART 8

Mixed Opinions on What Trend Toward Managed Care in California Means

Is the trend toward managed care in California a good thing, bad thing, or doesn't make much difference?

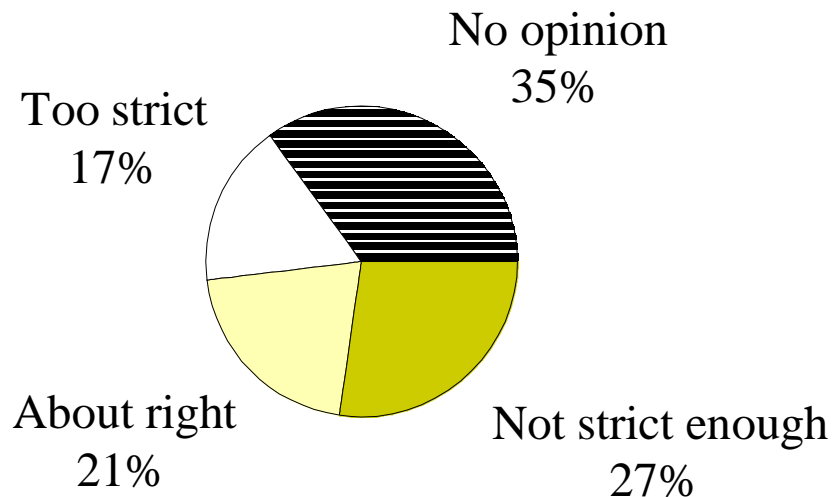


Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August 1996

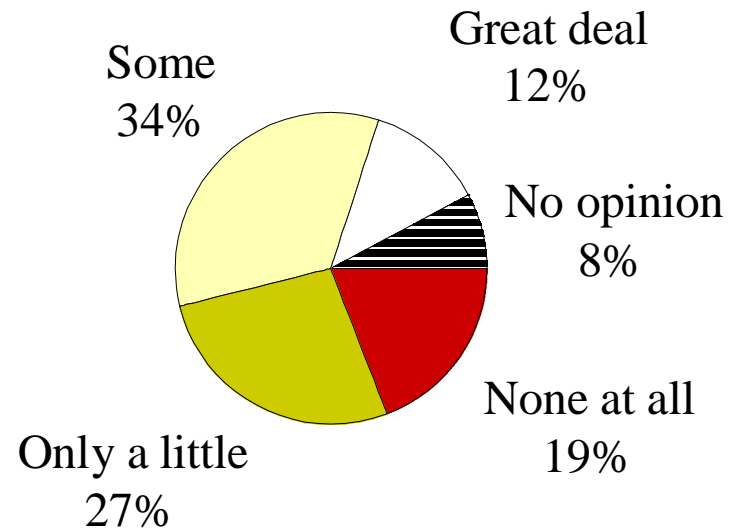
CHART 9

Californians Divided on Managed Care Issues

Are current government rules that regulate managed care plans too strict?



How much confidence do you have in managed care to provide the right kinds of incentives to doctors?



Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August 1996

CHART 10

Messages that Build Support for Initiatives

Percent who say they would be more inclined to SUPPORT Props. 214 & 216 after hearing a claim that the initiatives will:

- ▶ 69% -- Ensure doctors place their patients' well-being above other considerations when deciding medical treatments
- ▶ 67% -- Ensure patients receive complete information about their medical condition and all available treatment options
- ▶ 63% -- Ensure that doctors' offices and hospitals are adequately staffed to assure high quality care
- ▶ 62% -- Will provide patients with greater access to specialists when they need them

Kaiser Family Foundation/Field Institute Surveys of Californians on the Health Care Initiatives, August 1996

CHART 11

Messages that Generate Opposition Against the Initiatives

Percent who say they would be more inclined to OPPOSE Props. 214 & 216 after hearing a claim that the initiatives will:

- ▶ 52% -- Will increase the number of uninsured Californians because it will lead to higher health insurance premiums that fewer people can afford
- ▶ 50% -- Will create more government bureaucracy in the health care system
- ▶ 50% -- Will unfairly tax hospitals, health providers, and their executives, increasing the cost of health care for everyone [Prop. 216 only]

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