



VOTERS SUPPORT CHIP EXTENSION

2014 Poll Shows Bipartisan Backing

September 2014

The bipartisan Children’s Health Insurance Program enjoys strong support across the political spectrum, according to an online survey of 1,200 likely voters completed in May 2014 for the First Focus Campaign for Children by the Republican opinion research firm American Viewpoint. Because the research effort included message testing, we are not releasing detailed results, but this fact sheet summarizes the survey’s key findings.

STRONG BIPARTISAN SUPPORT

When given a short explanation of CHIP’s function and the fact that funding will end in 2015, nearly three-fourths of voters favored extending CHIP. And with opposition at just 14 percent, the favor-oppose ratio is more than 5:1.

Favor	Oppose	Don’t Know
74%	14%	12%

Support remains strong across the political spectrum, as do favor-oppose ratios.

Position on CHIP	Democrats		Independents		Republicans	
	Favor	Oppose	Favor	Oppose	Favor	Oppose
	80%	10%	75%	15%	66%	19%
Favor-Oppose Ratio	8:1		5:1		3:1	

When those who expressed a position were asked if they held that position strongly, 42 percent of respondents strongly favored extending CHIP funding, while just 4 percent strongly opposed, resulting in an intensity ratio of greater than 10:1.

Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Don’t Know
42%	32%	10%	4%	12%

ACROSS DEMOGRAPHIC GROUPS

Support also remains strong across a wide range of demographic groups.

Position on CHIP	Women		Men		Under 30		65+	
	Favor	Oppose	Favor	Oppose	Favor	Oppose	Favor	Oppose
	77%	12%	71%	16%	80%	9%	72%	15%
Favor-Oppose Ratio	6:1		4:1		9:1		5:1	

Position on CHIP	White		Latino		African American	
	Favor	Oppose	Favor	Oppose	Favor	Oppose
	72%	14%	79%	12%	79%	14%
Favor-Oppose Ratio	5:1		6:1		5:1	

INCLUDING TEA PARTY BACKERS

Among respondents who identified themselves as agreeing with the Tea Party or attending Tea Party events, nearly two-thirds favored CHIP and delivering a favor-oppose ratio of 3:1

Favor	Oppose	Don't Know
66%	18%	16%

AND ESPECIALLY ENGAGED VOTERS

Our survey also identified “engaged” voters, who participated in civic activities like volunteering in their communities or attending local government meetings, or who participated in political activities like volunteering for or donating to candidate campaigns. Support for CHIP among these voters was even higher.

	Favor	Oppose	Don't Know
Civically Engaged	78%	11%	11%
Politically Engaged	83%	10%	6%