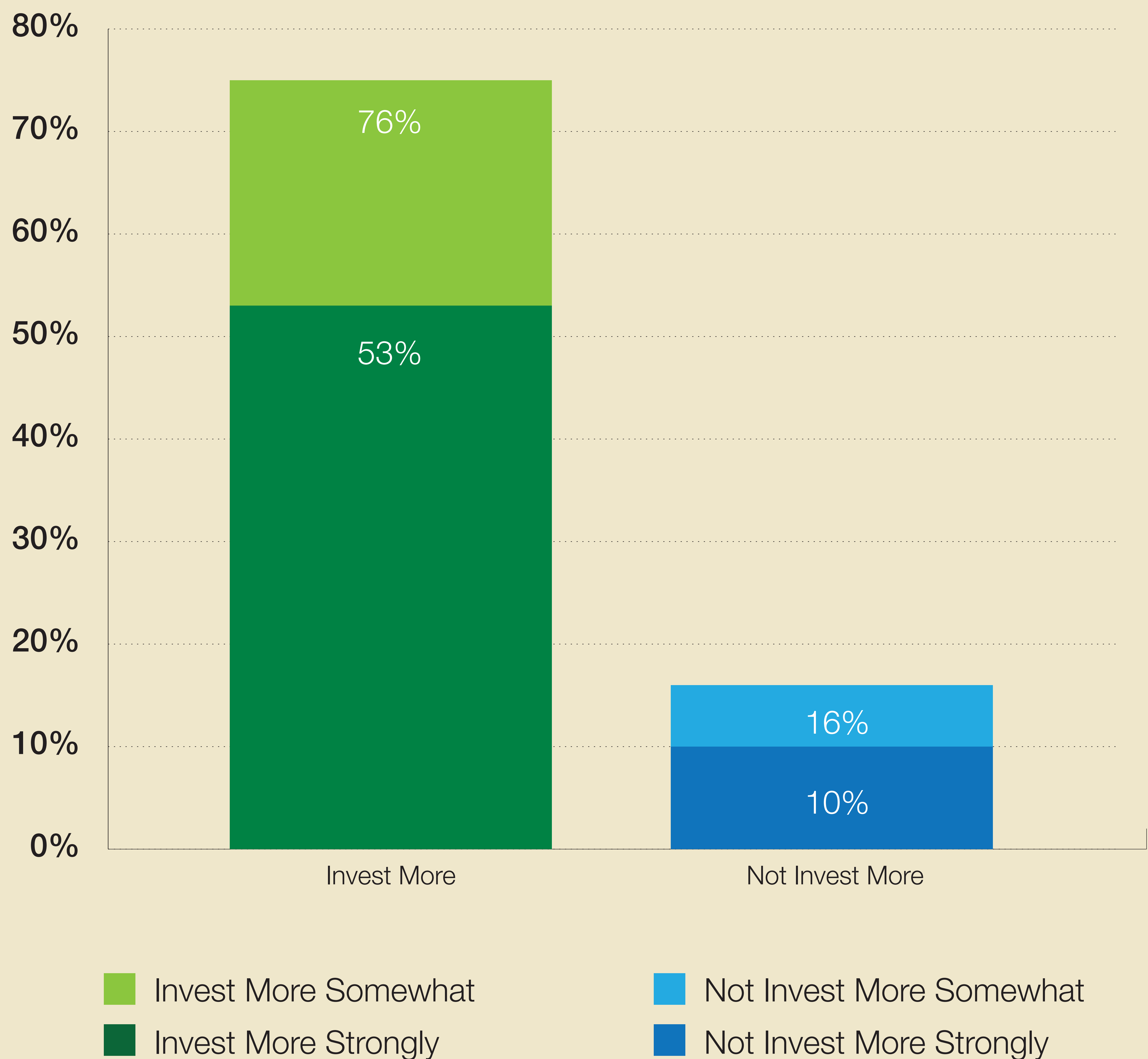
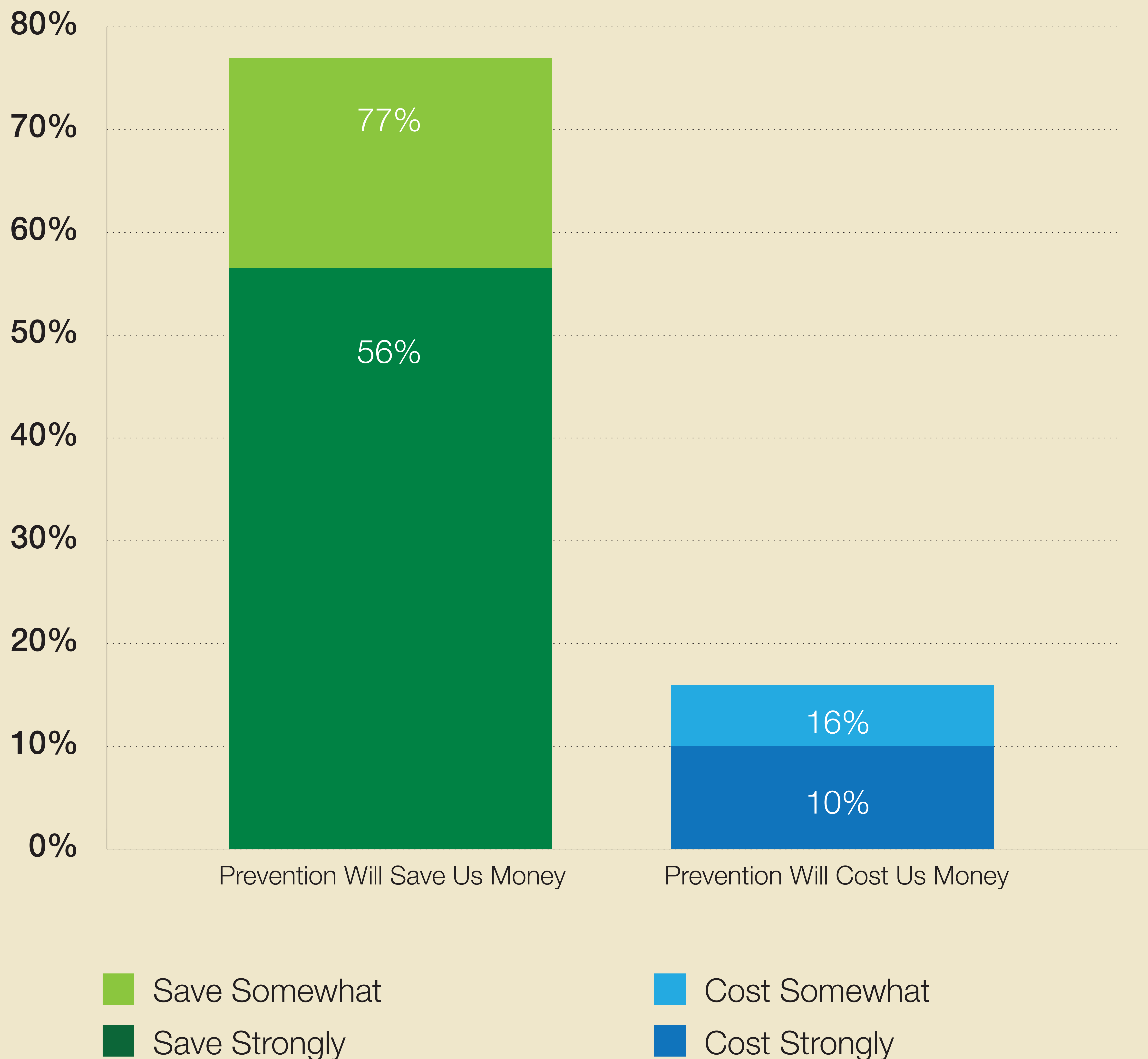


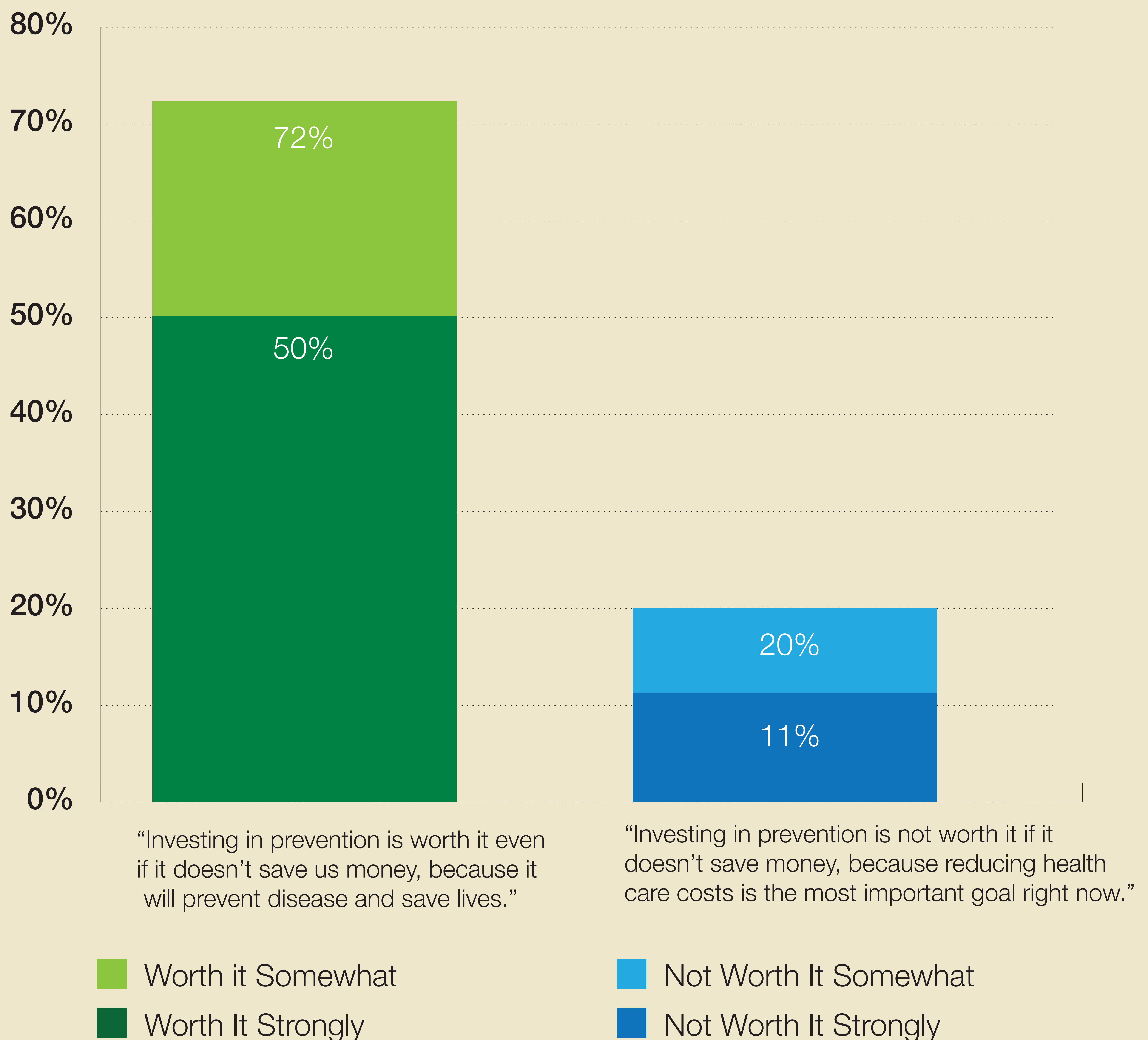
# Overwhelming Support for More Investment in Prevention



# Voters Believe Prevention Will Save Money



# Voters Strongly Support Investment in Prevention Regardless of Whether It Saves Money



# A Sizable Shift Toward Prevention

	1987	May 2009	Change
<b>More emphasis to prevention</b>	45%	59%	+14%
<b>More emphasis to treatment</b>	11%	15%	+4%
<b>Right balance</b>	32%	22%	-10%

2009 findings from a poll of 1,014 registered voters conducted by Greenberg Quinlan Rosner Research and Public Opinion Strategies from May 7 to 12, 2009. The margin of error was +/- 3.1 percent. 1987 findings from a survey by Prevention Magazine. Methodology: Conducted by Louis Harris & Associates, November 11-November 25, 1987 and based on telephone interviews with a national adult sample of 1,250.

# Prevention Ranks As The Top Health Care Priority

	Mean	% 8-10 Score
Invest in more prevention to help people stay healthy and reduce diseases such as diabetes, cancer and heart disease.	8.0	70
Provide tax credits to small businesses to help small businesses provide affordable health insurance to their employees.	7.9	66
Prohibit insurance companies from denying coverage because of age, medical history, or pre-existing condition.	7.7	66
Require all Americans to have health insurance while providing financial assistance to those who cannot afford it.	6.7	52
Require all businesses to provide health care for their employees or contribute to a fund to help pay for their coverage.	6.7	50
Give all Americans a choice of keeping their current insurance or joining a national insurance pool with a choice of private and public plans administered by the government.	6.1	43