

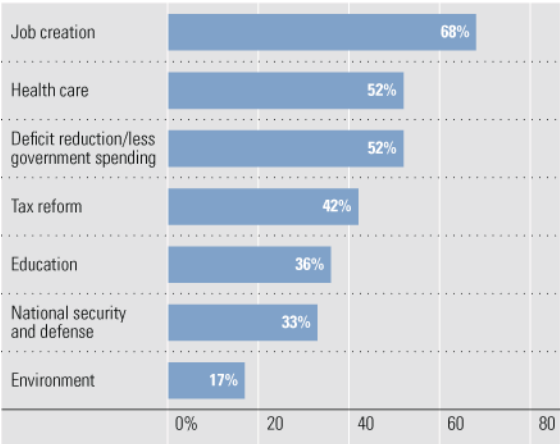


Health Care, a Central Election Issue in 2012

As soon as President Obama signed the Patient Protection and Affordable Care Act into law in 2010, critics and defenders of the legislation started a heated debate, which continues throughout the 2012 election season. Republicans like to point out the program’s high cost and how it will likely increase the federal deficit; Democrats argue that short-term benefits of the law have already become apparent, and long-term benefits will include affordable health care to all Americans.

The image displays the percent of consumers who ranked each issue as first, second, or third most important factor in the 2012 presidential election. With the unemployment rate at 8.2% as of April 2012, it’s no wonder voters are primarily concerned with job creation. Health care is the second most important factor on the list.

Percent of Consumers Who Ranked This as Most Important Factor



Source: “Top health industry issues of 2012: Connecting in uncertainty,” PricewaterhouseCoopers Health Research Institute Report and Consumer Survey, November 2011. Unemployment rate from the Bureau of Labor Statistics.



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Advisor Corner

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