

TO: The Campaign for Sustainable Rx Pricing
FR: Morning Consult
DT: November 2019
RE: **Georgia Adults' Opinions on Prescription Drug Pricing**

Importance of Addressing Prescription Drug Prices

- **Pharmaceutical companies are viewed as most responsible for the rising prices of prescription drugs by nearly two-thirds of Georgia adults (64%).**
- **The rising prices of prescription drugs is important to 90% of Georgia adults**, including 72% who say it is *very important*.
 - Over four in five Georgia seniors (84%) say the rising prices of prescription drugs is *very important*.
- A strong majority of Georgia adults (87%) say it is important for **the Senate to pass the drug pricing reforms** the House of Representatives is expected to pass.
 - Again, four in five Georgia seniors (81%) think it is *very important* the Senate pass the drug pricing reforms.
- And a majority of Georgia adults (71%) would prefer their member of Congress to **work collaboratively with other members to find bipartisan solutions to lower drug prices**.

Support for the Prescription Drug Pricing Reduction Act of 2019

- **Two-thirds of Georgians (67%) support the Prescription Drug Pricing Reduction Act of 2019.**
 - A bipartisan majority of Georgia adults support the Act (71% Dem, 69% Rep).
- **And half of Georgia adults (51%) think the Prescription Drug Pricing Reduction Act is an urgent issue**, and the Senate should act immediately.
- Three in five Georgians (63%) say would like to see Congress **pass bipartisan drug pricing reforms by the end of the year**.
 - Georgia seniors specifically want quick action on this issue, with half (49%) thinking Congress should *definitely* pass drug pricing reforms by the end of the year.

Vote Impact

- **Older adults and independents in Georgia are most likely to change their vote choice if Congress does not pass drug pricing legislation.**
 - A third of older adults (65+) and independents are **less likely** to vote for their representative if legislation isn't passed this year to lower the price of prescription drugs.

Methodology:

This poll was conducted between November 12 –18, 2019 among a sample of 1,049 Georgia adults. The interviews were conducted online and the data were weighted to approximate a target sample of Georgia adults based on age, educational attainment, gender, and race. Results from the full survey have a margin of error of +/- 3 percentage points.