

MORNING CONSULT

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

Importance of Addressing Prescription Drug Prices

- **A majority of Maine adults (75%) see pharmaceutical companies as the most responsible for the rising prices of prescription drugs.**
- **The rising prices of prescription drugs is important to more than nine in ten Maine adults (93%), with three-quarters (76%) reporting as *very important*.**
 - The rising prices of prescription drugs is a bipartisan issue and important to both Democrats and Republicans.
- **A vast majority of Maine adults (90%) report that it is important that the Senate pass the drug pricing reform package that is expected to pass the House of Representatives.**
 - Older Maine adults and Democrats are most likely to report that it is *very important* that the Senate pass drug pricing reforms.

Support for the Prescription Drug Pricing Reduction Act of 2019

- **Nearly three-quarters of Maine adults (72%) support the Prescription Drug Pricing Reduction Act of 2019, including 33% who express *strong support*.**
 - The Act receives strong bipartisan support among both Democrats (76%) and Republicans (77%).
- **Fifty-two percent of Maine adults view the Prescription Drug Pricing Reduction Act is an urgent issue that the Senate should act on immediately.**
- **A strong majority of Maine adults (74%) want to see Congress pass bipartisan drug pricing reforms before January 2020.**
 - Older adults in Maine are especially keen on seeing bipartisan drug pricing reforms passed by the end of the year.

Vote Impact

- **Seniors and Democrats are the most likely to consider changing their vote if Congress failed to pass the Prescription Drug Pricing Reduction Act of 2019.**
 - About three in ten Maine seniors (28%) and Democrats (29%) would be less likely to vote for their representative if Congress fails to pass into law any major legislation this year to lower the price of prescription drugs.

Methodology:

This poll was conducted between November 12 – 18, 2019 among a sample of 400 Maine adults. The interviews were conducted online and the data were weighted to approximate a target sample of Maine adults based on age, educational attainment, gender, and race. Results from the full survey have a margin of error of +/- 5%.