

TO: The Campaign for Sustainable Rx Pricing

FR: Morning Consult

DT: November 2019

RE: **Senate Battleground Adults' Opinions on Prescription Drug Pricing**

Results among the five Senate battleground states surveyed: Arizona, Colorado, Georgia, Iowa, and Maine.

Importance of Addressing Prescription Drug Prices

- **Pharmaceutical companies are seen as most responsible for the rising price of prescription drugs by a majority of adults (70%) in the surveyed states.**
- **Prescription drug pricing is an important issue to 91% of adults in the surveyed battleground states, and is especially important to seniors (65+).**

*% of adults 65+ who say prescription drug pricing is **very important**:*

- 81% of seniors in Arizona
 - 81% of seniors in Colorado
 - 84% of seniors in Georgia
 - 83% of seniors in Iowa
 - 86% of seniors in Maine
- **Two in three adults (68%) in the five states surveyed think it is *very important* for the Senate to also pass the drug pricing reforms that are expected to pass in the House of Representatives, including a bipartisan majority who think it is *very important* across each state.**
 - **Three-quarters of adults across the battleground states (76%) prefer their member of Congress work collaboratively with members of other political parties to achieve bipartisan solutions to hold pharmaceutical drug companies accountable and lower drug prices.**

Support for the Prescription Drug Pricing Reduction Act of 2019

- **A majority of adults in the Senate battleground states tested (69%) support the Prescription Drug Pricing Reduction Act.**

% of adults who support the Act:

- 65% of Arizonans
 - 72% of Coloradans
 - 67% of Georgians
 - 71% of Iowans
 - 72% of Mainers
- **Half of adults in the five states surveyed (52%) think the Prescription Drug Pricing Reduction Act is an urgent issue, and the Senate should act on immediately, while a quarter think it is a longer term issue Congress should continue negotiating.**
 - **Seven in ten adults (69%) across battleground states think that Congress should pass bipartisan drug pricing reforms by the end of the year.**

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- Prescription drug pricing is an urgent issue to seniors. A majority of adults 65+ across key battleground states see drug pricing reforms as an issue that Congress should *definitely* address this year.

*% of adults 65+ saying Congress should **definitely** pass drug pricing reforms by the end of the year:*

- 60% of seniors in Arizona
- 64% of seniors in Colorado
- 49% of seniors in Georgia
- 53% of seniors in Iowa
- 53% of seniors in Maine

Vote Impact

- Congress' inaction on prescription drug pricing legislation will impact the vote of adults across battleground states. The vote of older adults, Democrats, and independents are most likely to be impacted by Congress not passing legislation to lower the price of prescription drugs.

*Demographic groups most likely to say they are **less likely to vote for their senator** in their next election if they do not pass the Prescription Drug Pricing Reduction Act of 2019.*

- 33% of seniors (65+) and independents in Arizona
- 38% of seniors (65+), 37% of Democrats, and 36% of independents in Colorado
- 29% of 55-64 year olds and 27% of independents in Georgia
- 35% of 55+ year olds, 36% of Democrats, and 34% of independents in Iowa
- 34% of 55-64 year olds and 35% of Democrats in Maine

*Demographic groups most likely to say they are **less likely to vote for their representatives in Congress** in their next election if Congress fails to pass any major legislation this year to lower the price of prescription drugs.*

- 34% of 45-54 year olds, 34% of seniors (65+), 32% of Democrats, and 32% of independents in Arizona
- 35% of 55-64 year olds, 38% of seniors (65+), 31% of Democrats, and 32% of independents in Colorado
- 34% of seniors (65%) and 32% of independents in Georgia
- 38% of seniors (65+) and 37% of independents in Iowa
- 28% of seniors (65+) and 29% of Democrats in Maine

Methodology:

This poll was conducted from November 12-18, 2019, among a sample of 1,018 Arizona adults, 1,000 Colorado adults, 1,049 Georgia adults, 700 Iowa adults, 400 Maine adults. The interviews were conducted online and the data were weighted to approximate a target sample of the state's adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of +/- 3% among Arizona, Colorado, and Georgia results, +/- 4% among Iowa adults, and +/-5% among Maine adults.