

TO: THE CAMPAIGN FOR SUSTAINABLE RX PRICING
FR: MORNING CONSULT
DT: JUNE 2020
RE: RISING PRICES OF PRESCRIPTION DRUGS



PRESCRIPTION DRUGS: GENERAL AFFORDABILITY

- Voters overwhelmingly agree that pharmaceutical companies are responsible for the rising prices of prescription drugs (84% responsible)
- Three in five voters (60%) report an increase to prescription drug prices would have a moderate to extreme impact on their personal finances, while 39% report an increase would not have an impact.

PRESCRIPTION DRUGS: PROPOSALS

- Three-quarters of voters (75%) support pharmaceutical companies cancelling their mid-year price increase this summer – 53% report they strongly support cancelling mid-year prices.
- Four in five voters (83%) agree that pharmaceutical companies should suspend prices increase on their products during COVID-19.
- Four in five voters (82%) report they agree policymakers must ensure patients can access COVID-19 medications and prevent pharmaceutical companies from setting unreasonable prices.
- A plurality of voters (45%) disagree pharmaceutical companies should get additional incentives for developing COVID-19 drugs, while 38% agree.

PHARMACEUTICAL COMPANIES: ACCOUNTABILITY

- Two-thirds of voters (66%) believe pharmaceutical companies put profits before people.
- Eighty-four percent of voters agree policymakers should prevent pharmaceutical companies from setting unreasonably high prices for COVID-19 medication.
- Eighty-seven percent of voters believe it is important to hold pharmaceutical companies accountable, increase competition, and increase transparency to lower prescription drug prices.

VOTE IMPACT

- Seven in ten voters (71%) report that failure to pass legislation that would lower prescription drugs would have an impact on their vote in the next election.
 - Failure to pass this legislation would impact voters across the political spectrum— 80% of Democrats, 69% of independents, 59% of Republicans.



This poll was conducted between June 16-June 20, 2020 among a national sample of 1994 Registered Voters. The interviews were conducted online & the data were weighted to approximate a target sample of Registered Voters based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.