

Memorandum

To: Campaign for Sustainable Rx Pricing

From: Tony Fabrizio & Bob Ward

Date: February 27, 2025

Re: Drug Pricing National Voter Survey

Results from the new national survey of voters just completed for the Campaign for Sustainable Rx Pricing show broad and overwhelmingly bipartisan support for policy solutions to lower the cost of prescription drugs by addressing pricing and anti-competitive practices from drug companies. The electorate, including equal numbers of Trump and Harris Voters, holds intensely unfavorable views of drug companies. By wide margins, voters are very concerned about the cost of Rx drugs, hold drug companies responsible, and clearly identify drug company profits as the driver of high drug costs. Members of Congress, including Republicans, would ignore this extraordinary voter sentiment at their peril. In fact, Republicans on the Hill should be looking to the White House for guidance on this issue as Trump Voters trust the President over Republicans in Congress by a three-to-one margin to address the issue of prescription drug prices.

Image of Drug Companies

Nearly two-thirds of voters have an unfavorable view of drug companies, and more than a third view them *very* unfavorably. In an age where everything seems hyper-polarized politically, there is virtually no difference between Trump and Harris voters, nor between Republicans, Independents, and Democrats when it comes to how much drug companies are disliked.

	All Voters	Trump Voters	Harris Voters	GOP	Ind	Dem
Net Favorable	-38%	-40%	-40%	-35%	-39%	-38%
Total Favorable	25%	24%	24%	26%	24%	25%
Total Unfavorable	62%	64%	65%	61%	63%	63%
Very Unfavorable	35%	34%	38%	34%	33%	37%

Two-thirds of voters take Rx drugs, and one out of two voters have either had difficulty affording their medicine or stretched a Rx to save money. Despite how common these experiences are, the negativity toward drug companies is high whether one is currently medicated or not and regardless of one's ability to pay.

	All Voters	Trump Voters	Harris Voters	GOP	Ind	Dem
Take Rx Drugs	67%	65%	68%	63%	68%	69%
Difficulty Affording Rx	39%	38%	39%	39%	36%	41%
Gone without/stretched Rx	41%	44%	37%	44%	40%	39%
Either of these	52%	51%	52%	52%	51%	55%

	All Voters	Take Rx	No Rx	Difficulty Affording, Gone w/o, or Stretched Rx	None of these
Net Favorable	-38%	-34%	-44%	-43%	-31%
Favorable	25%	28%	20%	23%	27%
Unfavorable	62%	61%	64%	66%	58%

Drug Companies Driving Concern & High Prices

Nine-in-ten voters expressed concern about the price of Rx drugs in the U.S., with six-in-ten very concerned. Out of eight options, a clear majority of voters place the blame for these high prices on the drug companies (62%). The reason voters most identify for causing high Rx drug prices is not research & development costs (6%) or blaming the government (10%), it is drug company profits (59%), a view shared by most Trump Voters (57%) and Harris Voters (63%).

Trump Voters Trust the President Over Hill GOP on Rx Drugs

Among Trump Voters, 57% trust the President over Republicans in Congress when it comes to handling the issue of Rx drug prices, while 17% trust GOP Members, and 17% trust both equally. Given the President’s position on lowering Rx drug prices, this is an area where Republicans on Capitol Hill should be listening to their voters and the White House.

Broad Bipartisan Support for Rx Drug Pricing Reform

The survey tested ten areas for potential prescription drug pricing reform, and each was supported by a majority of voters, including a majority of Trump Voters and Harris Voters.

Transparency solutions, both for drug companies to reveal the role taxpayer dollars played in their products’ development, as well as to disclose the price of the drug in their direct-to-consumer advertising, were very popular. More than eight-in-ten supported these reforms, and at least seven-in-ten supported them strongly.

There is also broad and intense support for *reforming patent laws* to prevent drug companies from abusing the system that extends their monopolies on drugs longer than intended and halts lower cost generic drugs and biosimilars from the market. That support includes 82% of all voters across all ideological and political affiliations, including 80% of Trump Voters.

Policies: Support or oppose?	% Support (Strongly)	
	All Voters	Trump Voters
Require drug companies to disclose the amount taxpayers paid to support the research and development of their drugs.	88 (70)	86 (72)
Require drug companies to list the price of their drugs in their direct-to-consumer advertising.	86 (68)	87 (70)
Require drug companies to justify price increases in writing to Congress and the public.	84 (67)	80 (64)

Policies: Support or oppose?	% Support (Strongly)	
	All Voters	Trump Voters
Reform patent laws to prevent drug companies from abusing the system that extends their monopolies on drugs longer than intended and halts lower cost generic drugs and biosimilars from the market.	82 (65)	80 (61)
Prevent price increases on existing drugs from rising faster than the rate of inflation.	78 (63)	73 (58)
Stop anti-free market pricing where drug companies coordinate with competitors to raise drug prices in concert.	65 (53)	63 (51)
Restrict direct-to-consumer advertising for prescription drugs.	63 (38)	66 (41)

Many Reasons for Voters to Be Concerned About Rx Drug Prices

The survey tested eighteen reasons why voters might be concerned about high Rx drug prices. Each was concerning to at least seven in ten voters, and fifteen of the eighteen were *very* concerning to at least six-in ten-voters.

The top reason among all voters, including Trump voters, was the billions of dollars in lobbying Big Pharma does to get new tax breaks to increase their profits while doing nothing to lower drug prices.

How unfairly the United States is treated when it comes to Rx drug pricing compared to the rest of the developed world is also a top theme.

When it comes to the high cost of prescription drugs, please rate how concerned you are about each of the following statements? <i>* Asked of half sample, n=500</i>	% Concerned (Very)	
	All Voters	Trump Voters
Currently, Big Pharma is lobbying for additional tax breaks that would further boost their profits while doing nothing to lower drug prices.	92 (81)	91 (81)
Americans pay the highest prices for prescription drugs in the world despite U.S. taxpayers funding a significant amount of the research and development that goes into new cures. *	91 (76)	90 (75)
Patients in the United States pay more than four times as much than patients in Japan and China for Merck’s blockbuster cancer drug Keytruda. *	91 (75)	90 (74)
Americans can pay three to four times more for the exact same brand name prescription drugs than patients in Europe. *	91 (75)	90 (71)
In 2023, brand name drugmakers’ increased prices on five widely used prescription medications, without any accompanying true innovation, costing U.S. patients and the health care system an additional \$815 million. *	91 (74)	90 (72)
Pharma companies spend billions of dollars per year on direct-to-consumer advertising for prescription drugs, oftentimes writing off their ad spending for tax purposes. *	90 (67)	88 (70)

When it comes to the high cost of prescription drugs, please rate how concerned you are about each of the following statements? <i>* Asked of half sample, n=500</i>	% Concerned (Very)	
	All Voters	Trump Voters
Big Pharma spends more on advertising high-priced brand name drugs annually than it spends on new drug research and development.	89 (72)	89 (71)
Drug companies often increase prices twice a year or more on some of their best-selling medications as they become more popular, just because they can. *	89 (74)	86 (75)
Big Pharma has a long history of price-gouging American patients through tactics designed to game the U.S. patent system and block competition from more affordable alternatives, including patent thickets comprised of hundreds of patents on their blockbuster drugs, effectively preventing competitors from bringing lower-cost alternatives to market. *	89 (68)	89 (69)
The median annual price for new drugs approved by the FDA in 2023 was above \$300,000 per patient. This was up 35 percent compared to the previous year. In 2023, Big Pharma launched at least five prescription drugs with a price tag above \$1 million.	89 (73)	87 (73)
Despite the U.S. being their largest market, drug companies report 75 percent of their profits overseas, allowing them to pay lower tax rates than many middle-class Americans. *	89 (74)	88 (73)
Big Pharma companies spend billions of dollars per year on direct-to-consumer advertising for prescription drugs. Oftentimes these ads prevent consumers from gaining information or fail to inform patients that a comparable lower-cost option is available through biosimilars or generic alternatives. This keeps patients on high-priced brand name medications. *	88 (66)	86 (69)
Big Pharma oftentimes hikes prescription drug prices multiple times per year for the products they advertise in their direct-to-consumer ads, which increases drug usage while increasing profits. *	87 (67)	85 (68)
Drug companies are moving certain operations overseas to avoid paying US taxes, effectively paying almost half the standard corporate tax rate. *	87 (69)	89 (72)
AbbVie's blockbuster rheumatoid arthritis drug Humira has held a monopoly for over 20 years, applying for more than 300 patents on the drug, more than half successfully, generating \$200 billion in profits for the one drug. In 2022, Humira brought in more money for AbbVie than all 32 teams in the NFL combined. *	86 (71)	84 (72)
Patients in the United States pay seven times more than patients in China for Novo Nordisk's successful weight loss drug, Wegovy. *	82 (54)	77 (50)
Despite billions of dollars annually in ad spending, studies have shown that fewer than one-third of the most commonly featured drugs in direct-to-consumer TV ads have high therapeutic value. *	82 (58)	82 (60)

When it comes to the high cost of prescription drugs, please rate how concerned you are about each of the following statements? <i>* Asked of half sample, n=500</i>	% Concerned (Very)	
	All Voters	Trump Voters
If Medicare and Medicaid covered anti-obesity medications like Ozempic and Wegovy, it could increase federal spending by about \$35 billion over the next 10 years.	72 (48)	81 (63)

Anti-Obesity Drugs

Most voters say drug companies (56%), rather than the government (17%) or insurers (16%), would be most to blame for the expected budgetary impacts anti-obesity medications like Wegovy, Ozempic, and Zepbound will have on government healthcare spending.

Most (78%) think the drug companies should take action to lower the price of these anti-obesity drugs.