



PATIENTS FOR AFFORDABLE DRUGS NOW™



PRESENTED BY:

Robert Jones, GS Strategy Group
Geoff Garin, Hart Research

PROJECT DETAILS

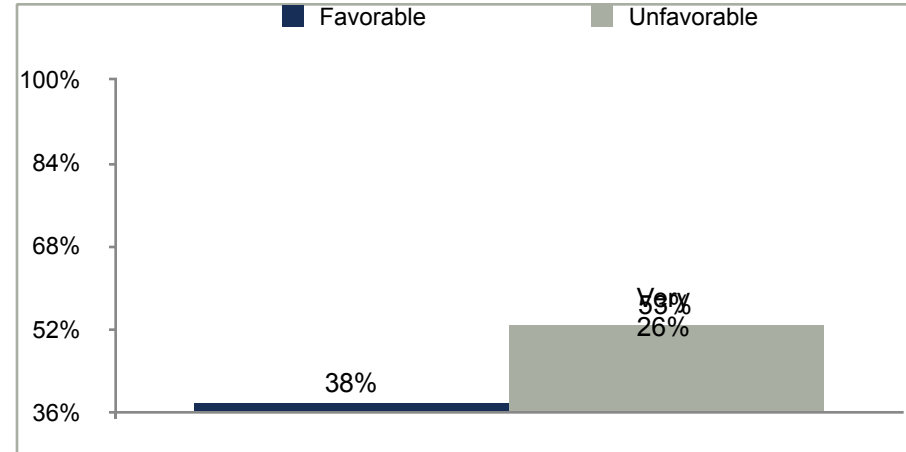
Conducted August 23-27, 2023
N= 1,000 Likely Voters Nationwide

Key Takeaways

- When voters hear about big drug companies' attempts to block the law and defy the will of the voters, it only increases their support for Medicare negotiations and lowers their opinion of the industry.
- Voters overwhelmingly agree that the price for prescription drugs is too high and 9 in 10 say lowering prices should be an important or top priority for Congress.
- As a result, 84% of voters support allowing Medicare to negotiate directly with big drug companies over the prices of some drugs to bring down costs.
- Big drug companies' argument that this law will lead to fewer cures is not believable to voters and by a nearly 6:1 margin, voters say drug companies are opposing this law over profits, not the constitution.
- Opinions about the high cost of drugs cross party lines, and a large majority of Republicans, Independents, and Democrats support for Medicare price negotiations.

Image of Drug Companies

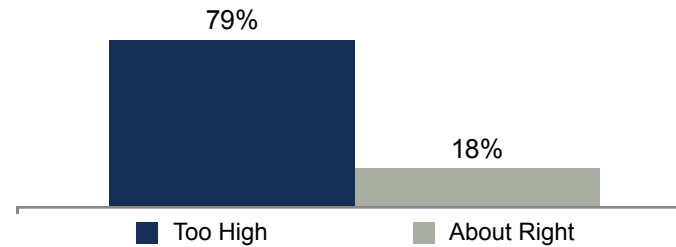
Do you have a favorable or unfavorable opinion of Drug Companies?



	Overall	Party		
		Dem	Indy	GOP
Fav	38%	49	24	38
Unfav	53%	43	64	54
Net	-15%	+6	-40	-16

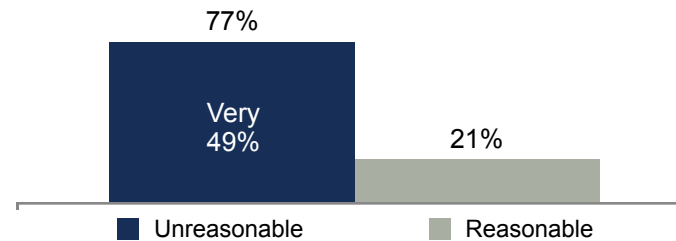
Prescription Drug Pricing

Generally speaking, would you say the price of prescription drugs is too high, too low or about right?



	Overall	Party		
		Dem	Indy	GOP
High	79%	71	82	84
Right	18%	26	13	13

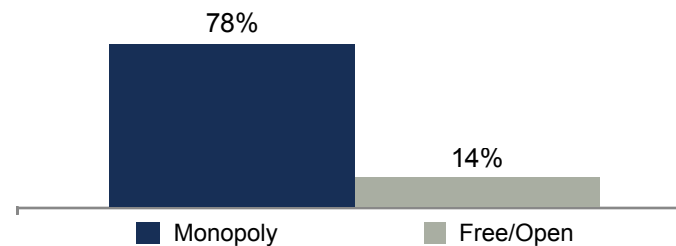
And do you think the amount that drug companies charge for prescription drugs is reasonable or unreasonable?



	Overall	Party		
		Dem	Indy	GOP
Unreas.	77%	64	85	82
Very	49%	40	58	51
Reas.	21%	33	10	15
Net	-56%	-31	-75	-67

Which of the following comes closer to your own opinion?

- Prices for prescription drugs are the result of a monopoly by drug companies that control the prices
- Prices for prescription drugs are determined on a free, open and competitive market

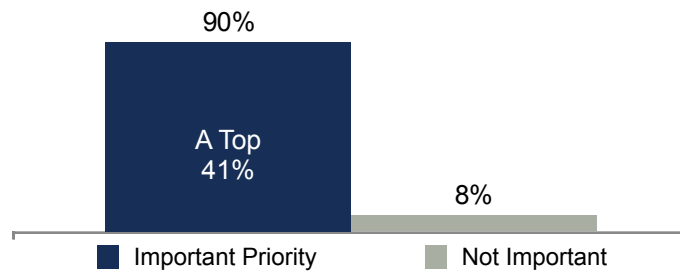


	Overall	Party		
		Dem	Indy	GOP
Monopoly	78%	75	82	78
Free/Open	14%	19	9	13
Net	+64%	+56	+73	+64

Medicare Negotiations

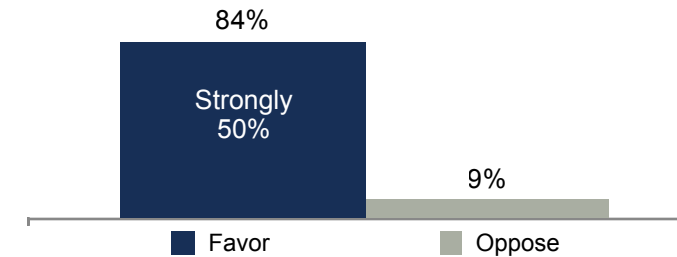
Do you think lowering the price of prescription drugs should be...

- A top priority
- An important priority
- Not too important of a priority
- It should not be done



	Overall	Party		
		Dem	Indy	GOP
Priority	90%	92	91	89
Not	8%	6	6	10
Net	+83%	+86	+85	+78

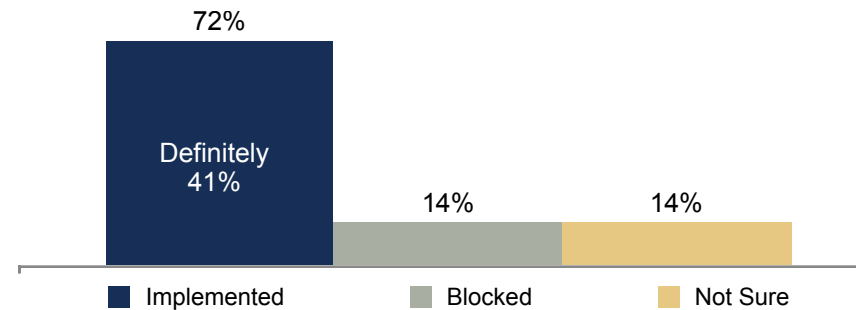
Last year, Congress passed a law, signed by the President, that gave Medicare the power to negotiate directly with drug companies for lower prices. Do you favor or oppose this law?



	Overall	Party		
		Dem	Indy	GOP
Monopoly	84%	93	78	80
Free/Open	9%	6	12	11
Net	+75%	+87	+66	+69

Implement or Block Medicare Negotiations?

In response to this law passing, drug companies have filed six different lawsuits claiming the law is unconstitutional and asking judges to block it. Knowing this do you believe the law allowing Medicare to negotiate the price of some prescription drugs should be implemented or be blocked by the courts?

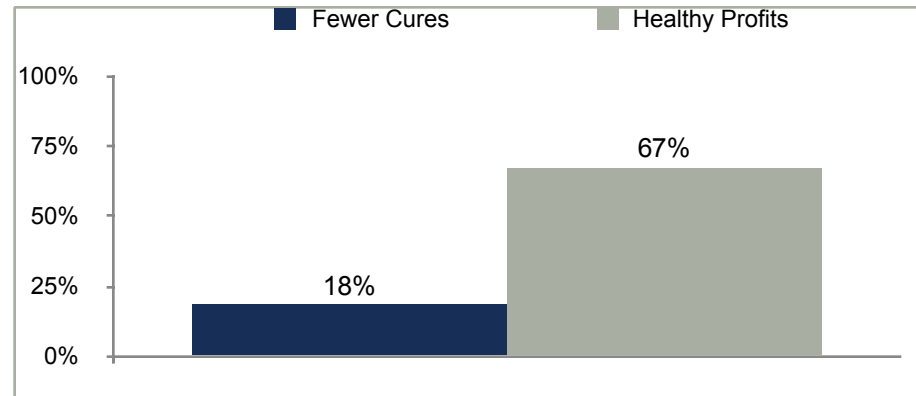


	Overall	Party		
		Dem	Indy	GOP
Implement	72%	84	64	68
Block	14%	9	16	18
Net	+59%	+75	+48	+50

Impact of Medicare Negotiations

Which of the following is more likely to happen if drug companies were forced to lower their prices through negotiations with Medicare?

- It will lead to fewer new treatments and cures
- Drug companies will still make healthy profits and develop new treatments and cures

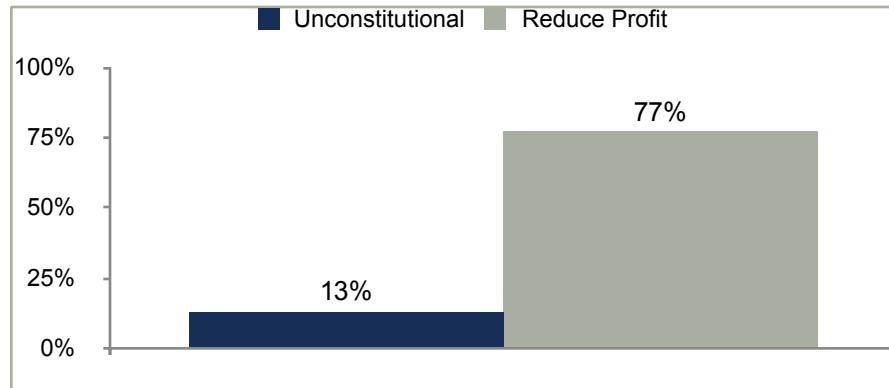


	Overall	Party		
		Dem	Indy	GOP
Fewer Cures	18%	16	19	20
Healthy Profits	67%	71	64	66
Net	+49%	+55	+45	+45

Drug Company Motives and Medicare Negotiations

Based on what you know, would you say that drug companies are suing to stop this law...

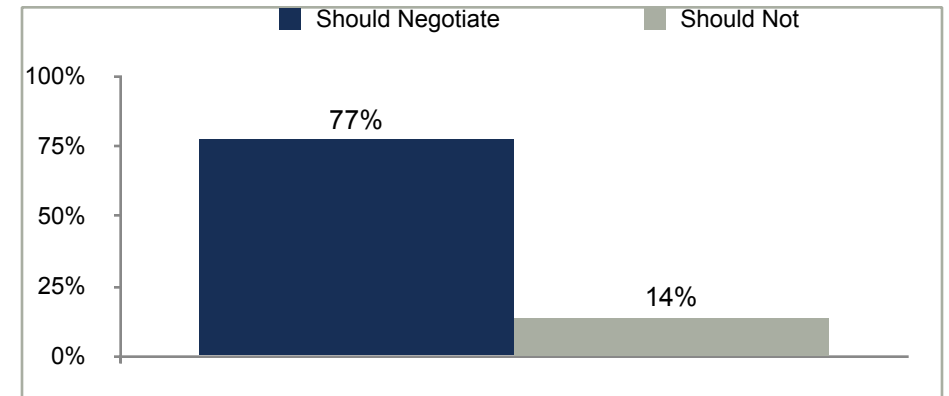
- Because they believe it is unconstitutional
- Because they fear it will reduce their profits



	Overall	Party		
		Dem	Indy	GOP
Unconstitutional	13%	13	8	16
Reduce Profit	77%	79	78	75
Net	+64%	+65	+70	+59

Right now, Medicare negotiates the price of every other health care product and service it pays for like doctors' fees and the cost of a hospital stay. Prescription drugs are the only cost not negotiated by Medicare. Knowing this, which comes closer to your opinion?

- Medicare should be negotiating the cost of prescription drugs
- Medicare should not be negotiating the cost of prescription drugs



	Overall	Party		
		Dem	Indy	GOP
Should Negotiate	77%	79	73	77
Should Not	14%	14	13	14
Net	+63%	+65	+60	+63

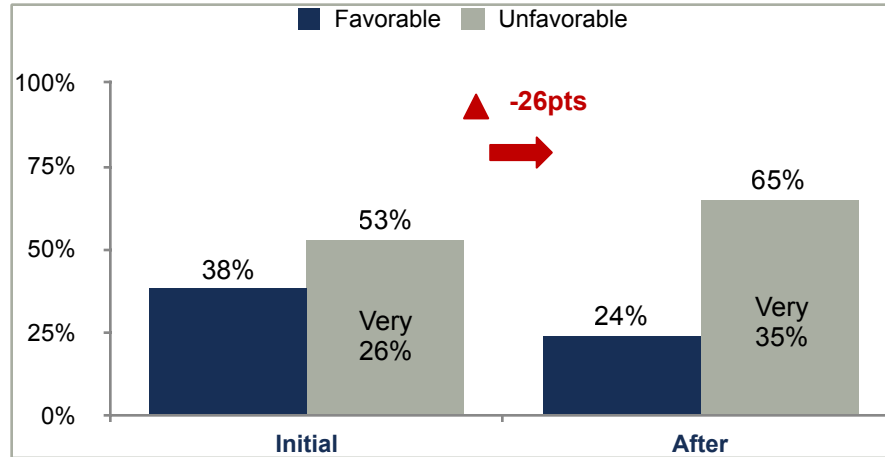
Drug Company Lawsuit Messages

Please tell me if you agree or disagree with the following statements about the lawsuits filed by drug companies to block implementation of prescription drug price negotiations with Medicare.



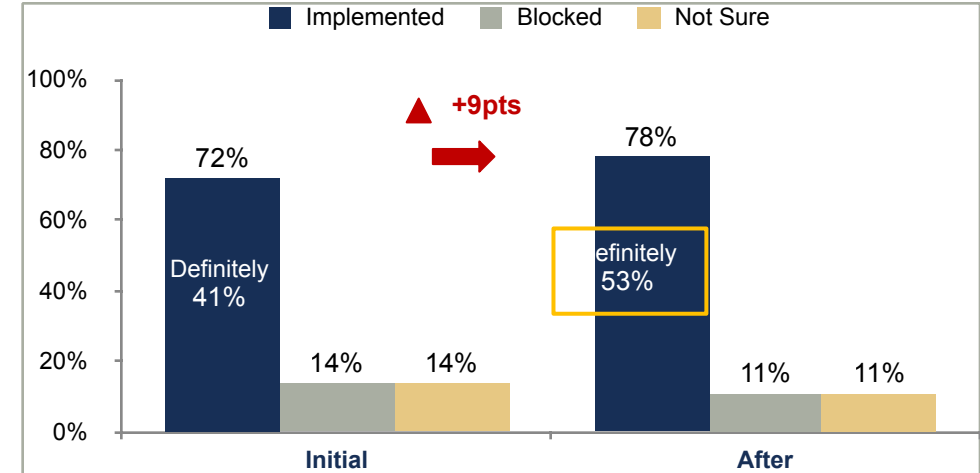
Before and After

And now would you say you have a favorable or unfavorable opinion of Drug Companies?



	Overall	Party		
		Dem	Indy	GOP
Fav	24%	36	12	21
Unfav	65%	54	77	68
Net	-41%	-17	-65	-47
Change	-26%	-23	-25	-31

Now, after all you have heard about these lawsuits filed by drug companies in six different areas of the country claiming it is unconstitutional for Medicare to negotiate the price of prescription drugs, do you believe the law allowing Medicare to negotiate the price of some prescription drugs should be implemented as planned or be blocked by the courts?



	Overall	Party		
		Dem	Indy	GOP
Implement	78%	85	72	78
Block	11%	9	13	11
Net	+68%	+75	+59	+67
Change	+9%	Even	+11	+17

*Numbers may be slightly off +/- 1% due to rounding