

# UPDATED 8/31: Recent Polling on Voter Priorities and Drug Pricing Policy

Americans strongly agree with the following statement (73% agree), including **85% of Republicans and 75% of seniors:**

*“It’s unfair that Americans pay so much for prescription medicines. We’re going to slash drug costs for Americans in many ways...We are eliminating the financial hit to seniors in Medicare’s “catastrophic phase” by forcing the big drug companies to cover seniors’ co-pays. We are injecting more competition into Medicare through new discounts that will lower costs dramatically. We’ll let seniors smooth their costs over the year instead of paying a lump sum at the beginning of the year. We’ll make sure patients get more of the drug rebates and demand other countries pay their fair share for new medicines.”*

**70% of Americans say this plan will help them personally.** 77% of Republicans and 76% of seniors think it will help them personally.

Morning Consult, nationwide survey of 1,985 voters, August 28-30, 2020

**Table PH11: Do you agree or disagree with this statement?**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/no opinion	Total N
Registered Voters	33% (664)	40% (792)	8% (154)	3% (56)	16% (318)	1985
Gender: Male	35% (321)	41% (384)	8% (78)	3% (29)	13% (117)	929
Gender: Female	32% (343)	39% (408)	7% (76)	3% (27)	19% (201)	1056
Age: 18-34	29% (147)	38% (188)	9% (43)	3% (17)	21% (104)	499
Age: 35-44	32% (96)	44% (132)	10% (29)	2% (6)	13% (39)	302
Age: 45-64	34% (249)	41% (295)	8% (57)	2% (17)	15% (105)	723
Age: 65+	37% (172)	38% (178)	5% (25)	4% (17)	15% (70)	462
GenZers: 1997-2012	25% (45)	34% (61)	9% (16)	2% (4)	31% (55)	181
Millennials: 1981-1996	32% (151)	40% (190)	9% (40)	4% (17)	16% (74)	472
GenXers: 1965-1980	32% (154)	43% (209)	9% (41)	3% (13)	14% (67)	484
Baby Boomers: 1946-1964	37% (273)	39% (291)	7% (50)	3% (21)	15% (111)	746
PID: Dem (no lean)	29% (228)	41% (320)	8% (65)	3% (27)	17% (134)	775
PID: Ind (no lean)	26% (144)	38% (211)	9% (52)	4% (24)	23% (127)	558
PID: Rep (no lean)	45% (292)	40% (261)	6% (37)	1% (5)	9% (57)	652
PID/Gender: Dem Men	29% (103)	41% (149)	11% (39)	4% (13)	15% (55)	359
PID/Gender: Dem Women	30% (125)	41% (172)	6% (26)	3% (14)	19% (80)	416
PID/Gender: Ind Men	28% (70)	41% (103)	8% (21)	5% (12)	18% (44)	251
PID/Gender: Ind Women	24% (74)	35% (108)	10% (31)	4% (12)	27% (83)	307
PID/Gender: Rep Men	46% (148)	41% (132)	5% (17)	1% (4)	6% (18)	319
PID/Gender: Rep Women	43% (144)	39% (129)	6% (19)	— (1)	12% (39)	332
Ideo: Liberal (1-3)	31% (196)	40% (255)	9% (58)	4% (26)	16% (99)	636
Ideo: Moderate (4)	27% (162)	43% (258)	8% (48)	3% (19)	18% (107)	594
Ideo: Conservative (5-7)	44% (284)	39% (257)	6% (39)	1% (6)	10% (65)	651
Educ: < College	34% (421)	39% (485)	7% (85)	3% (37)	18% (220)	1249
Educ: Bachelors degree	34% (159)	41% (195)	9% (43)	2% (11)	13% (62)	469
Educ: Post-grad	32% (84)	42% (112)	10% (26)	3% (9)	13% (36)	267
Income: Under 50k	32% (313)	38% (368)	8% (81)	3% (27)	19% (188)	978
Income: 50k-100k	36% (231)	40% (252)	8% (49)	4% (23)	13% (80)	636
Income: 100k+	32% (119)	46% (172)	6% (24)	1% (6)	13% (50)	371
Ethnicity: White	35% (561)	41% (666)	7% (115)	3% (42)	14% (221)	1605
Ethnicity: Hispanic	29% (55)	47% (90)	6% (12)	4% (8)	14% (27)	192
Ethnicity: Black	26% (65)	31% (78)	11% (28)	4% (10)	28% (71)	252

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**Table PH15:** *If the actions discussed in the statement above happened, how much would it help you personally, if at all?*

Demographic	A lot		A little		Not at all		Don't know/no opinion		Total N
Registered Voters	30%	(590)	40%	(790)	17%	(336)	14%	(269)	1985
Gender: Male	31%	(289)	42%	(386)	17%	(159)	10%	(94)	929
Gender: Female	28%	(301)	38%	(404)	17%	(176)	17%	(175)	1056
Age: 18-34	28%	(140)	38%	(190)	16%	(81)	17%	(87)	499
Age: 35-44	31%	(94)	41%	(124)	15%	(47)	12%	(37)	302
Age: 45-64	29%	(207)	38%	(274)	20%	(143)	14%	(99)	723
Age: 65+	32%	(149)	44%	(202)	14%	(65)	10%	(46)	462
GenZers: 1997-2012	20%	(36)	38%	(68)	17%	(30)	26%	(46)	181
Millennials: 1981-1996	33%	(154)	38%	(181)	17%	(78)	13%	(59)	472
GenXers: 1965-1980	28%	(134)	41%	(197)	19%	(94)	12%	(59)	484
Baby Boomers: 1946-1964	31%	(231)	40%	(299)	16%	(120)	13%	(96)	746
PID: Dem (no lean)	28%	(219)	43%	(330)	17%	(131)	12%	(95)	775
PID: Ind (no lean)	23%	(131)	36%	(200)	21%	(116)	20%	(111)	558
PID: Rep (no lean)	37%	(241)	40%	(260)	14%	(88)	10%	(63)	652
PID/Gender: Dem Men	28%	(100)	45%	(161)	16%	(58)	11%	(40)	359
PID/Gender: Dem Women	29%	(119)	41%	(169)	18%	(73)	13%	(55)	416
PID/Gender: Ind Men	27%	(68)	38%	(95)	21%	(54)	13%	(34)	251
PID/Gender: Ind Women	20%	(62)	34%	(105)	20%	(62)	25%	(77)	307
PID/Gender: Rep Men	38%	(122)	41%	(130)	15%	(47)	6%	(20)	319
PID/Gender: Rep Women	36%	(119)	39%	(130)	12%	(41)	13%	(43)	332
Ideo: Liberal (1-3)	29%	(183)	42%	(269)	18%	(115)	11%	(68)	636
Ideo: Moderate (4)	27%	(162)	40%	(238)	17%	(103)	15%	(91)	594
Ideo: Conservative (5-7)	34%	(224)	39%	(252)	16%	(102)	11%	(72)	651
Educ: < College	31%	(385)	37%	(466)	17%	(207)	15%	(190)	1249
Educ: Bachelors degree	27%	(125)	43%	(203)	19%	(91)	11%	(51)	469
Educ: Post-grad	30%	(80)	45%	(121)	14%	(38)	11%	(28)	267
Income: Under 50k	31%	(305)	36%	(350)	17%	(164)	16%	(160)	978
Income: 50k-100k	28%	(175)	44%	(277)	18%	(114)	11%	(70)	636
Income: 100k+	30%	(110)	44%	(163)	16%	(58)	11%	(40)	371
Ethnicity: White	30%	(483)	41%	(657)	17%	(266)	12%	(199)	1605
Ethnicity: Hispanic	26%	(51)	42%	(80)	18%	(35)	14%	(26)	192
Ethnicity: Black	26%	(67)	35%	(88)	18%	(44)	21%	(53)	252

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Language tested on President Trump's record:

*“Thanks to President Trump, drug prices are actually falling. His relentless focus on lowering drug costs is the reason Americans are seeing the largest, most persistent drop in medicine prices in half a century. Before President Trump, prescription drug prices went up 3 ½ percent year-over-year. Today, prices for those drugs have seen year-over-year declines. What changed? The President. He took practical steps to achieve the largest year-over-year decline in drug prices in more than 51 years, including through:*

- **Record generic approvals:** *The FDA is now approving generic drugs at historic rates, generating savings for patients estimated at \$26 billion.*
- **Ending unacceptable pharmacy gag clauses:** *President Trump signed legislation banning pharmacy “gag clauses,” which prohibited pharmacists from telling patients about the best deals on the medications they need.*
- **Making Medicare Part B more competitive:** *The Administration is currently finalizing a law that will end global freeloading on the backs of American patients and American seniors, by requiring that Medicare Part B pay the same price for medicines as other countries do. [SPLIT B ONLY]*

- **Strengthening Medicare Part D:** The Administration finalized changes to Medicare’s payment rate for certain drugs to lower expenses for seniors, as well as provided more tools to demystify out-of-pocket costs for beneficiaries.”

Morning Consult, nationwide survey of 1,985 voters, August 28-30, 2020

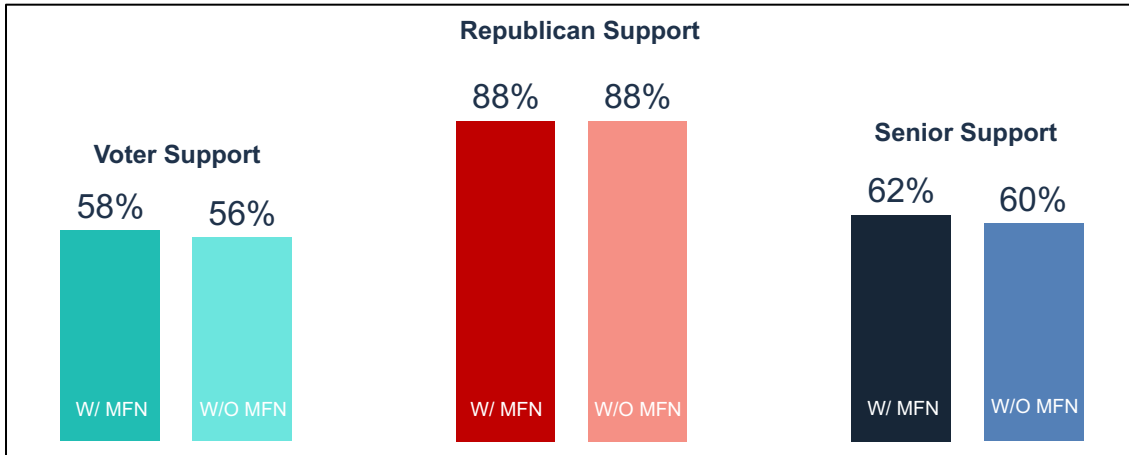


Table PH8a: Do you support or oppose the full statement that you just read, or do you not have an opinion either way?

Demographic	Support – strongly	Support – somewhat	Oppose – somewhat	Oppose – strongly	Don't know / not sure	Total N
Registered Voters	29% (273)	27% (257)	12% (112)	13% (127)	19% (182)	951
Gender: Male	30% (129)	33% (141)	10% (45)	14% (60)	13% (56)	431
Gender: Female	28% (144)	22% (116)	13% (67)	13% (68)	24% (126)	520
Age: 18-34	20% (47)	23% (55)	21% (49)	11% (26)	26% (63)	240
Age: 35-44	21% (31)	33% (46)	16% (23)	11% (16)	18% (26)	142
Age: 45-64	35% (118)	27% (91)	7% (23)	15% (51)	15% (51)	334
Age: 65+	33% (78)	27% (64)	7% (16)	15% (34)	18% (42)	234
GenZers: 1997-2012	11% (10)	15% (14)	24% (22)	15% (14)	35% (33)	92
Millennials: 1981-1996	23% (52)	29% (66)	18% (41)	10% (21)	20% (44)	224
GenXers: 1965-1980	31% (66)	32% (68)	9% (18)	14% (29)	14% (30)	211
Baby Boomers: 1946-1964	35% (128)	25% (92)	8% (30)	15% (56)	17% (63)	370
PID: Dem (no lean)	13% (48)	25% (97)	18% (68)	21% (79)	24% (92)	384
PID: Ind (no lean)	21% (56)	24% (63)	11% (29)	16% (43)	28% (74)	265
PID: Rep (no lean)	56% (169)	32% (97)	5% (15)	2% (5)	5% (16)	302
PID/Gender: Dem Men	16% (28)	32% (56)	17% (30)	18% (32)	17% (30)	176
PID/Gender: Dem Women	10% (20)	19% (40)	18% (38)	23% (48)	30% (62)	208
PID/Gender: Ind Men	23% (25)	24% (27)	10% (11)	22% (24)	21% (23)	110
PID/Gender: Ind Women	20% (31)	23% (36)	12% (18)	12% (18)	33% (51)	155
PID/Gender: Rep Men	53% (76)	40% (57)	3% (4)	3% (4)	2% (3)	144
PID/Gender: Rep Women	59% (93)	25% (39)	7% (11)	1% (1)	8% (13)	157
Ideo: Liberal (1-3)	13% (41)	25% (76)	18% (55)	23% (71)	20% (63)	305
Ideo: Moderate (4)	20% (57)	27% (79)	14% (41)	15% (44)	23% (67)	287
Ideo: Conservative (5-7)	56% (167)	30% (90)	3% (9)	3% (10)	7% (22)	299
Educ: < College	30% (179)	27% (159)	11% (65)	10% (60)	22% (134)	597
Educ: Bachelors degree	28% (62)	27% (61)	13% (29)	19% (43)	13% (30)	226
Educ: Post-grad	25% (32)	28% (36)	14% (18)	19% (24)	14% (18)	128
Income: Under 50k	27% (129)	28% (133)	12% (56)	12% (56)	21% (102)	476
Income: 50k-100k	29% (87)	26% (79)	11% (33)	15% (44)	19% (58)	301
Income: 100k+	34% (58)	25% (44)	13% (23)	15% (27)	13% (22)	174
Ethnicity: White	32% (246)	29% (217)	11% (83)	13% (99)	15% (116)	761
Ethnicity: Hispanic	18% (14)	30% (24)	13% (10)	21% (17)	17% (14)	79
Ethnicity: Black	12% (15)	19% (23)	15% (19)	13% (16)	40% (49)	122

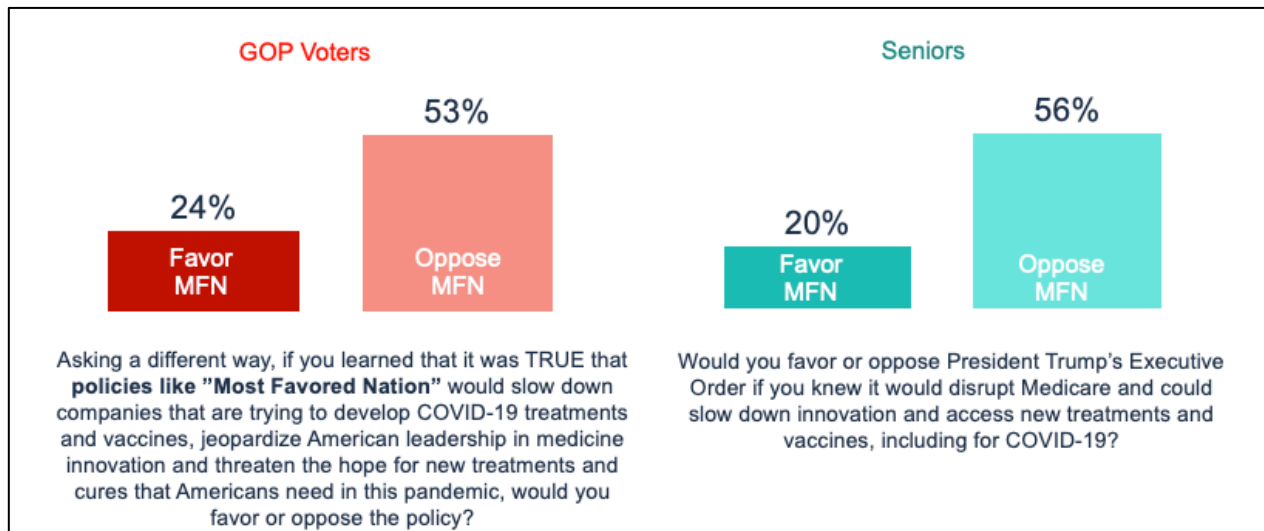
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**Table PH8b:** Do you support or oppose the full statement that you just read, or do you not have an opinion either way?

Demographic	Support – strongly	Support – somewhat	Oppose – somewhat	Oppose – strongly	Don't know / not sure	Total N
Registered Voters	32% (333)	26% (265)	10% (104)	13% (136)	19% (196)	1034
Gender: Male	34% (167)	28% (140)	11% (57)	13% (62)	15% (73)	498
Gender: Female	31% (166)	23% (125)	9% (48)	14% (74)	23% (124)	536
Age: 18-34	19% (50)	31% (80)	15% (37)	13% (33)	22% (57)	258
Age: 35-44	32% (51)	34% (55)	12% (18)	8% (12)	14% (23)	159
Age: 45-64	34% (133)	22% (86)	8% (31)	16% (64)	19% (75)	388
Age: 65+	43% (99)	19% (43)	8% (17)	12% (28)	18% (41)	228
GenZers: 1997-2012	11% (10)	22% (19)	22% (19)	15% (13)	30% (27)	88
Millennials: 1981-1996	26% (65)	36% (89)	9% (23)	10% (26)	18% (45)	248
GenXers: 1965-1980	33% (89)	29% (79)	10% (26)	15% (40)	14% (39)	273
Baby Boomers: 1946-1964	39% (147)	17% (65)	9% (33)	14% (51)	22% (81)	376
PID: Dem (no lean)	12% (48)	21% (83)	17% (66)	25% (99)	24% (96)	391
PID: Ind (no lean)	26% (77)	27% (80)	12% (35)	11% (32)	23% (68)	293
PID: Rep (no lean)	59% (207)	29% (101)	1% (4)	2% (5)	9% (33)	350
PID/Gender: Dem Men	12% (22)	23% (42)	22% (40)	24% (43)	20% (37)	183
PID/Gender: Dem Women	13% (27)	20% (42)	12% (26)	27% (55)	28% (58)	208
PID/Gender: Ind Men	31% (44)	29% (41)	12% (16)	12% (17)	16% (22)	140
PID/Gender: Ind Women	22% (34)	26% (39)	12% (19)	10% (15)	30% (46)	152
PID/Gender: Rep Men	58% (102)	32% (57)	— (0)	1% (2)	8% (13)	175
PID/Gender: Rep Women	60% (105)	25% (44)	2% (3)	2% (3)	11% (20)	175
Ideo: Liberal (1-3)	13% (42)	21% (69)	15% (51)	27% (89)	24% (79)	330
Ideo: Moderate (4)	23% (71)	32% (98)	12% (38)	12% (37)	20% (62)	306
Ideo: Conservative (5-7)	61% (214)	26% (92)	3% (9)	1% (3)	9% (33)	352
Educ: < College	35% (227)	24% (159)	8% (55)	12% (81)	20% (129)	651
Educ: Bachelors degree	25% (61)	30% (73)	12% (29)	14% (34)	19% (46)	244
Educ: Post-grad	33% (46)	23% (32)	14% (20)	15% (21)	15% (21)	139
Income: Under 50k	32% (159)	23% (114)	9% (45)	15% (74)	22% (110)	502
Income: 50k-100k	36% (121)	26% (87)	10% (35)	13% (42)	15% (50)	335
Income: 100k+	27% (53)	32% (64)	12% (25)	10% (20)	18% (35)	197
Ethnicity: White	36% (302)	26% (219)	9% (72)	12% (98)	18% (153)	844
Ethnicity: Hispanic	26% (29)	29% (33)	10% (12)	14% (15)	21% (23)	113
Ethnicity: Black	10% (13)	25% (32)	18% (23)	22% (28)	26% (33)	130

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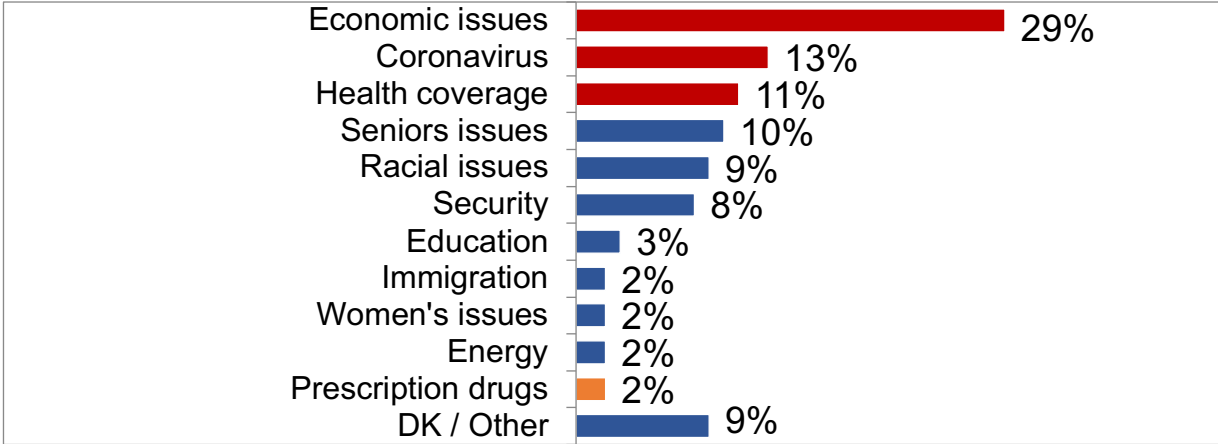


Morning Consult, nationwide survey of 1,989 voters, August 2020



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**Poll question:** Thinking about your vote for the 2020 presidential election, what issue do you think will most impact your vote? (Select 1)



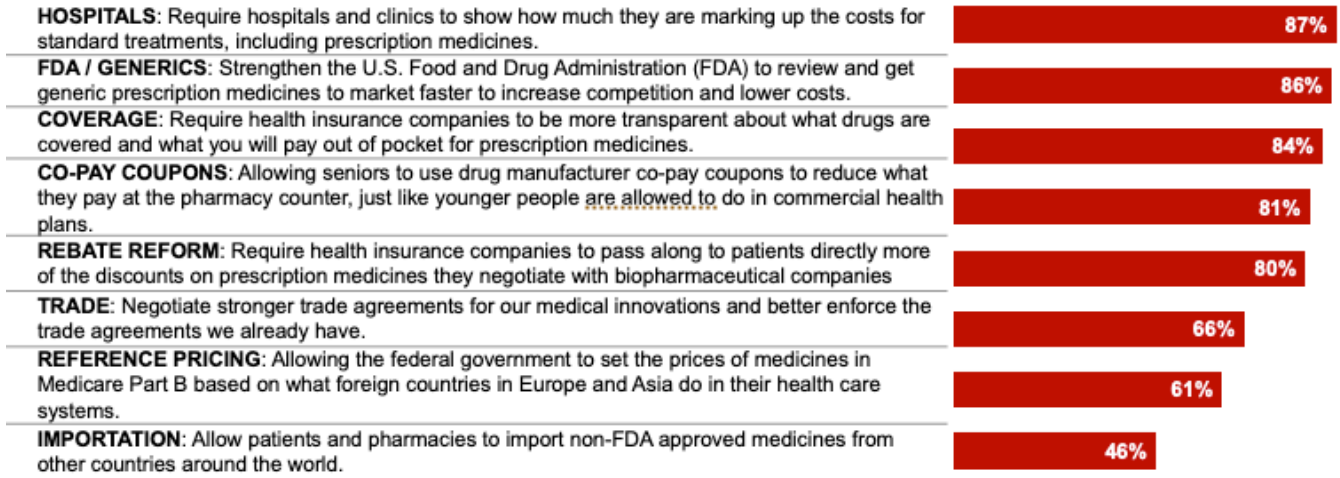
Morning Consult, nationwide survey of 1,985 voters, August 28-30, 2020

**Table PH1:** Thinking about your vote for the 2020 presidential election, what issue do you think will most impact your vote?

Demographic	Economic Issues – like taxes, wages, jobs, unemployment, and spending	Security Issues – like terrorism, foreign policy, and border security	Health coverage issues – like the ACA, Medicare-for-All, surprise hospital billing, pre-existing conditions, and other issues	Prescription drug issues – like pharmacy costs, insurance cost-sharing for medicines, opioids and other issues	Seniors Issues – like Medicare, Social Security and retirement	Women’s Issues – like birth control, abortion, and equal pay	Education Issues – like school safety, school standards, class sizes, school choice, and student loans	Energy Issues – like carbon emissions, cost of electricity/gasoline, or renewables	Coronavirus issues – like testing, finding vaccines and treatments	Immigration issues – like the border wall, H1B visas and other issues	Racial Issues – like systemic racism, discrimination, protests and social unrest	Other, please specify
Registered Voters	29% (575)	8% (157)	11% (215)	2% (45)	11% (224)	2% (38)	3% (68)	2% (39)	13% (262)	2% (37)	9% (174)	5% (98)
Gender: Male	34% (317)	9% (80)	10% (92)	3% (24)	11% (103)	— (3)	4% (36)	2% (20)	13% (123)	2% (19)	7% (60)	4% (38)
Gender: Female	24% (257)	7% (78)	12% (123)	2% (21)	11% (121)	3% (35)	3% (33)	2% (19)	13% (138)	2% (18)	11% (113)	6% (60)
Age: 18-34	29% (145)	4% (21)	9% (46)	3% (16)	3% (13)	4% (19)	6% (31)	3% (13)	15% (73)	2% (12)	16% (81)	2% (10)
Age: 35-44	40% (121)	7% (21)	12% (37)	2% (6)	1% (3)	3% (9)	8% (23)	3% (8)	12% (36)	2% (5)	7% (22)	3% (8)
Age: 45-64	30% (216)	9% (67)	14% (103)	1% (10)	12% (86)	1% (8)	2% (11)	2% (12)	13% (93)	1% (7)	7% (47)	5% (39)
Age: 65+	20% (92)	11% (49)	6% (30)	3% (12)	26% (122)	1% (3)	1% (4)	1% (6)	13% (60)	3% (13)	5% (24)	9% (41)
GenZers: 1997-2012	21% (38)	4% (8)	7% (12)	3% (5)	1% (2)	5% (9)	9% (17)	3% (5)	18% (33)	3% (5)	19% (34)	1% (2)
Millennials: 1981-1996	35% (165)	5% (24)	11% (52)	3% (14)	2% (12)	3% (16)	6% (26)	2% (11)	12% (55)	2% (10)	13% (61)	3% (13)
GenXers: 1965-1980	38% (185)	6% (30)	12% (59)	2% (11)	4% (18)	1% (6)	4% (20)	2% (10)	14% (70)	1% (7)	7% (33)	4% (20)
Baby Boomers: 1946-1964	22% (164)	12% (86)	12% (88)	2% (13)	22% (161)	1% (7)	1% (5)	2% (12)	12% (91)	2% (14)	5% (40)	7% (51)
PID: Dem (no lean)	22% (169)	4% (28)	15% (113)	2% (14)	11% (86)	2% (16)	4% (32)	3% (23)	16% (126)	1% (7)	13% (101)	6% (44)
PID: Ind (no lean)	27% (151)	6% (33)	12% (64)	1% (7)	12% (67)	1% (8)	3% (16)	2% (11)	16% (91)	2% (10)	8% (43)	6% (31)
PID: Rep (no lean)	39% (255)	15% (97)	6% (37)	4% (23)	11% (71)	2% (14)	3% (21)	1% (5)	7% (44)	3% (20)	5% (29)	4% (23)
PID/Gender: Dem Men	28% (100)	4% (16)	13% (46)	2% (8)	10% (38)	— (1)	5% (17)	3% (11)	17% (61)	1% (3)	11% (41)	4% (15)
PID/Gender: Dem Women	17% (69)	3% (12)	16% (67)	2% (7)	12% (48)	4% (15)	4% (15)	3% (12)	16% (66)	1% (5)	14% (60)	7% (29)
PID/Gender: Ind Men	32% (80)	6% (16)	10% (25)	2% (6)	14% (35)	— (0)	3% (7)	3% (9)	14% (36)	2% (5)	6% (15)	4% (10)
PID/Gender: Ind Women	23% (71)	6% (17)	13% (40)	1% (2)	10% (32)	3% (8)	3% (8)	1% (2)	18% (55)	2% (5)	9% (28)	7% (21)
PID/Gender: Rep Men	43% (138)	15% (48)	6% (20)	3% (11)	9% (30)	1% (2)	4% (12)	— (1)	8% (26)	3% (11)	1% (5)	4% (14)
PID/Gender: Rep Women	35% (117)	15% (49)	5% (17)	4% (12)	12% (41)	3% (9)	1% (4)	5% (18)	3% (9)	7% (25)	3% (9)	9% (31)
Ideo: Liberal (1-3)	18% (114)	4% (22)	18% (113)	3% (17)	9% (60)	3% (19)	4% (25)	3% (18)	16% (103)	1% (5)	15% (96)	6% (37)
Ideo: Moderate (4)	32% (187)	5% (32)	9% (52)	1% (8)	14% (82)	1% (5)	6% (36)	2% (13)	16% (93)	1% (5)	8% (45)	3% (21)
Ideo: Conservative (5-7)	39% (252)	15% (97)	7% (44)	2% (15)	11% (74)	2% (14)	1% (5)	1% (5)	8% (50)	4% (23)	3% (22)	6% (38)
Educ: < College	26% (325)	8% (98)	10% (120)	3% (36)	14% (169)	2% (23)	3% (44)	2% (21)	13% (165)	2% (24)	9% (116)	5% (61)
Educ: Bachelors degree	35% (166)	8% (37)	12% (55)	1% (5)	8% (38)	2% (9)	3% (16)	2% (11)	13% (62)	2% (9)	8% (35)	5% (24)
Educ: Post-grad	32% (84)	8% (23)	15% (40)	1% (4)	6% (17)	2% (6)	3% (9)	3% (8)	13% (34)	1% (4)	8% (22)	5% (13)
Income: Under 50k	23% (223)	7% (69)	11% (104)	3% (26)	15% (145)	2% (23)	3% (28)	2% (17)	15% (146)	1% (15)	10% (98)	4% (41)
Income: 50k-100k	33% (209)	9% (55)	11% (68)	2% (15)	9% (57)	2% (10)	4% (24)	2% (14)	11% (73)	2% (15)	7% (44)	6% (40)
Income: 100k+	38% (142)	9% (34)	12% (43)	1% (4)	6% (22)	1% (5)	4% (16)	2% (8)	12% (43)	2% (7)	8% (31)	4% (16)
Ethnicity: White	30% (476)	9% (140)	11% (180)	2% (36)	12% (200)	2% (33)	3% (54)	2% (35)	12% (200)	2% (31)	6% (101)	5% (85)
Ethnicity: Hispanic	29% (55)	4% (7)	9% (17)	1% (2)	4% (8)	3% (5)	6% (11)	2% (3)	16% (31)	4% (8)	14% (28)	4% (8)
Ethnicity: Black	29% (72)	4% (10)	9% (23)	2% (4)	7% (17)	1% (2)	4% (9)	— (0)	15% (39)	1% (3)	20% (51)	2% (5)
Ethnicity: Other	21% (27)	6% (8)	9% (12)	3% (4)	5% (7)	2% (3)	4% (5)	3% (4)	18% (23)	2% (3)	17% (22)	7% (9)

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**% Support for Policy – All Voters**  
**“6-10” on 10-point Scale**



Now I am going to read you a list of policy changes on drug pricing. For each one, please tell me on a scale from 0 to 10 how supportive you are towards this change, where 10 means very supportive, 0 means not at all supportive. You may use any number from 0 to 10. The higher the number, the more supportive you are about the statement. **[MATRIX, RANDOMIZE]**

Morning Consult, nationwide survey of 1,985 voters, August 28-30, 2020