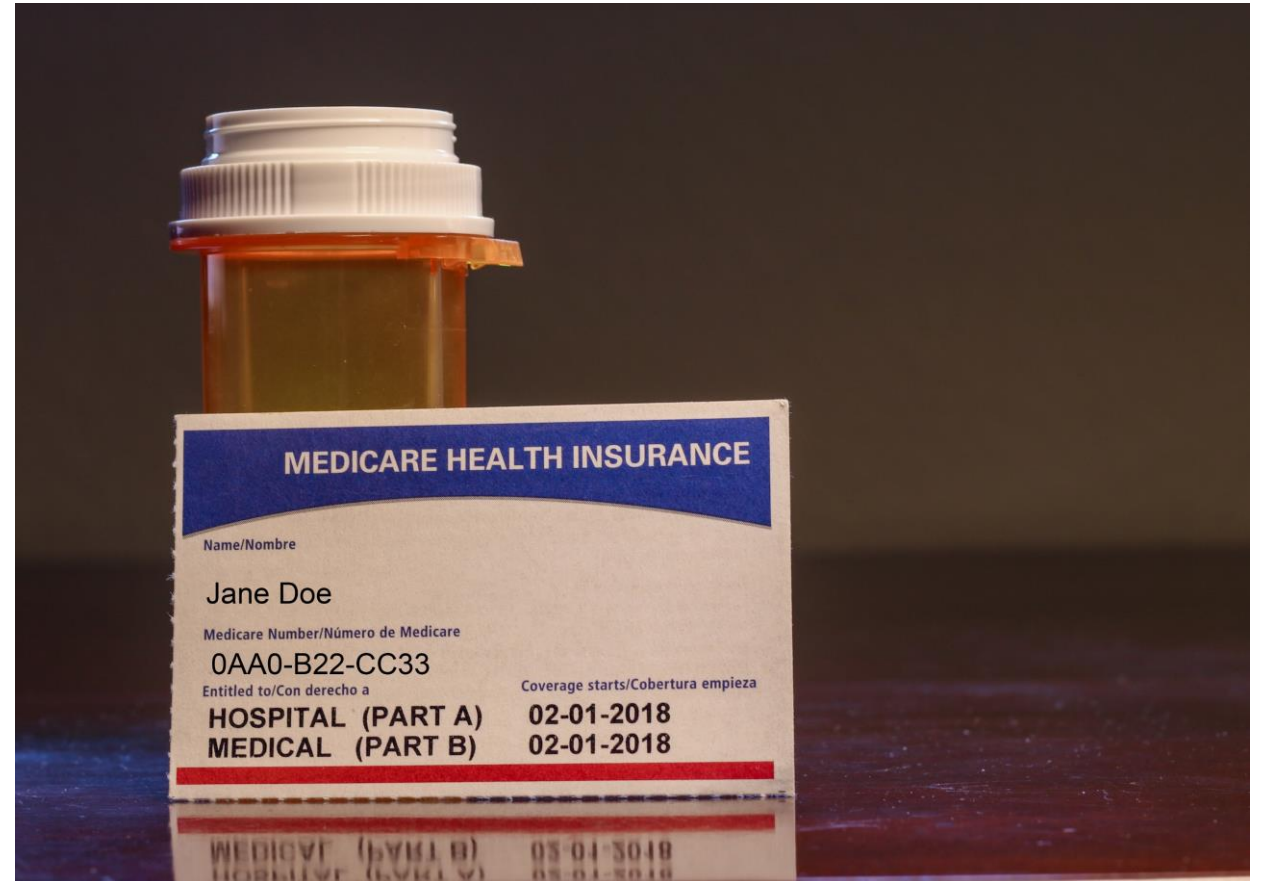


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Wednesday, May 1st

Health Care: A Messaging
Guide for Advocates



Credit: Arne Beruldsen/Shutterstock

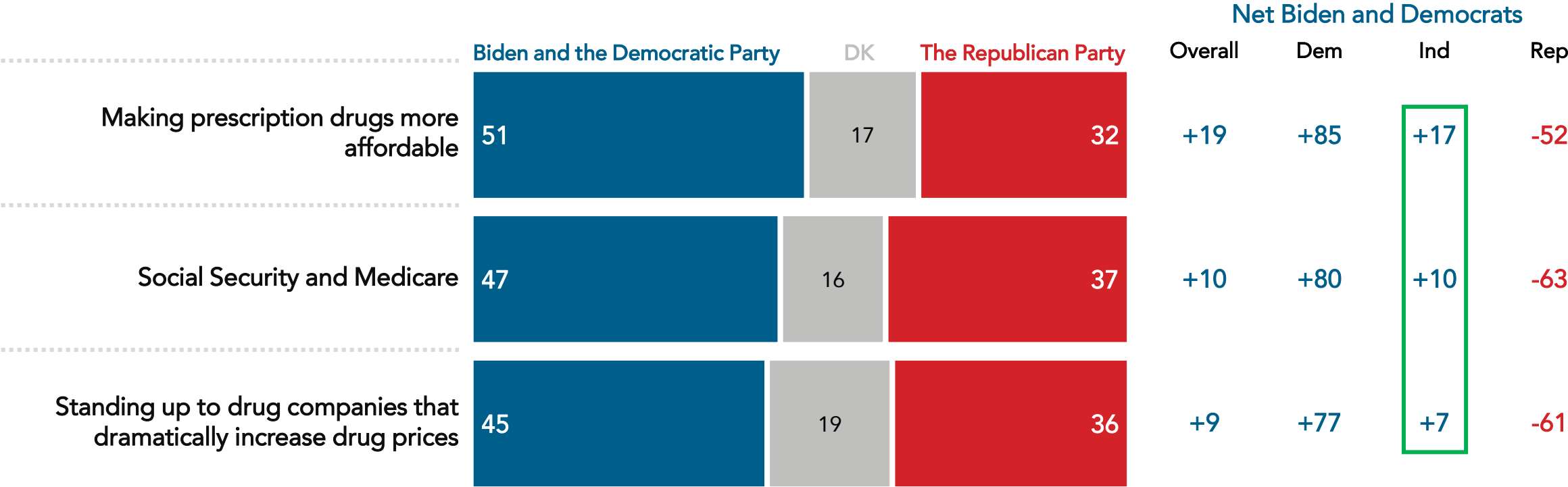
Key Takeaways:

- Biden and Democrats are more trusted than Republicans on a range of health care issues, including prescription drug affordability, Social Security and Medicare, and standing up to drug companies when they raise prices.
- Focusing on bringing down prescription drug costs overwhelmingly defeats arguments about drug regulations harming innovations and concerns about debt from health care spending.
- The strongest criticisms of big pharmaceutical companies focuses on their record-breaking profits while Americans cannot afford the prescription drugs they need.

Biden and Democrats Are More Trusted to Keep Prescription Drug Costs Down, Protect Social Security and Medicare

Since last summer, there has been a 7-point increase in the net share who trust Biden and Democrats more than Republicans to stand up to drug companies that are dramatically raising drug costs (net +9 trust Biden and Democrats now, up from net +2).

Below is a list of issues. Please indicate who you trust more to handle each one.

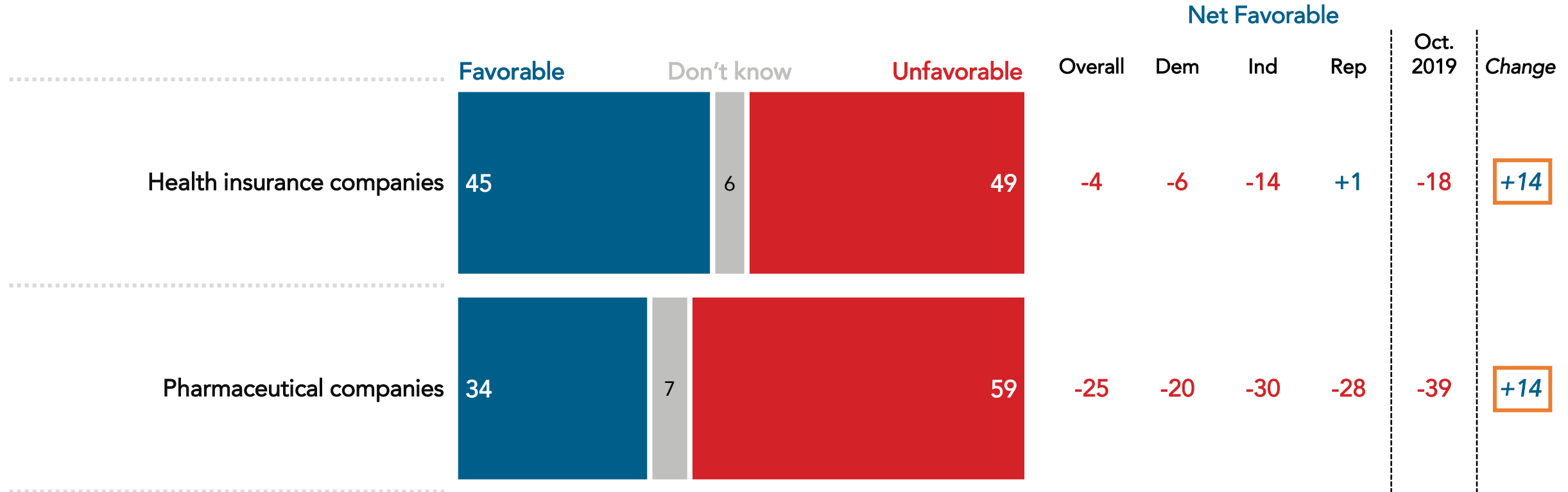


Nationwide survey of 1,000 registered voters conducted April 18-April 22, 2024. For more info, visit navigatorresearch.org.

Pharmaceutical Companies Are Viewed More Negatively Than Health Insurance Companies, Though Both Are Underwater

Americans have much more negative views of pharmaceutical companies (net -25 favorable) than health insurance companies (net -4). But views of both have improved substantially since 2019, by net 14 points each.

You will now see the names of some people, groups, and other items. Please indicate how favorable or unfavorable you are to each one.



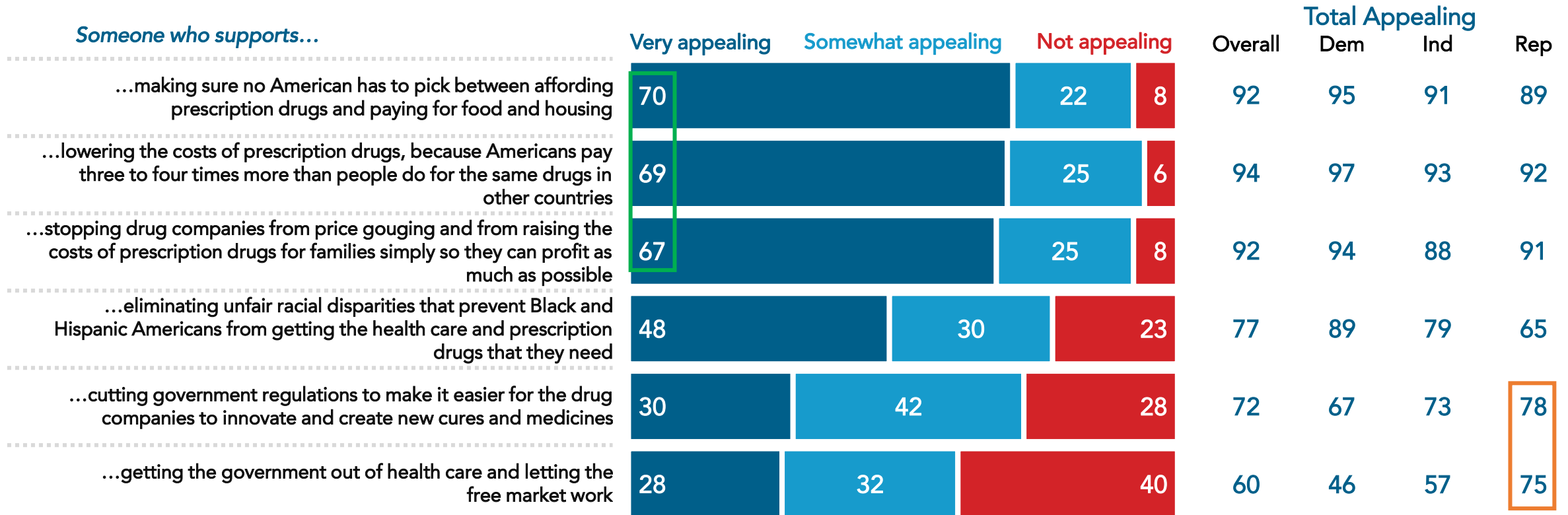
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 18-April 22, 2024. For more info, visit navigatorresearch.org.

Strongest Health Care Positioning: Bringing Down Prescription Drug Costs

While strong majorities say a candidate who supports lowering drug costs is “very appealing,” fewer than one in three say a candidate who supports “cutting government regulations to make it easier...to innovate” (30%) and “letting the free market work” (28%) are very appealing.

Below is a list of positions that members of Congress could hold. Please indicate how appealing you find a member who supports each position.

Someone who supports...



Nationwide survey of 1,000 registered voters conducted April 18-April 22, 2024. For more info, visit navigatorresearch.org.

Bringing Down Prescription Drug Costs Dramatically Beats Messaging on the Free Market/Government Spending

A message that “people can't afford their medicines, while drug companies are making record breaking profits” and that “ending their monopolies and their tax giveaways will bring down costs for Americans” wins decisively over arguments that “government price controls will mean less investment in cures” and that we can't keep spending on programs “that get in the way of the free market system.”

Which side do you agree with more?

Statement 1: People can't afford their medicines, while drug companies are making record breaking profits. Reforms to the system that take away the advantages for the drug companies – ending their monopolies and their tax giveaways – will bring down costs for Americans.

Statement 2: People are alive because of the cures and treatments discovered by pharmaceutical companies. Government price controls will mean less investment in cures.

Statement 3: The government is already so deeply in debt. We can't keep spending on wasteful health care programs that get in the way of the free market system.

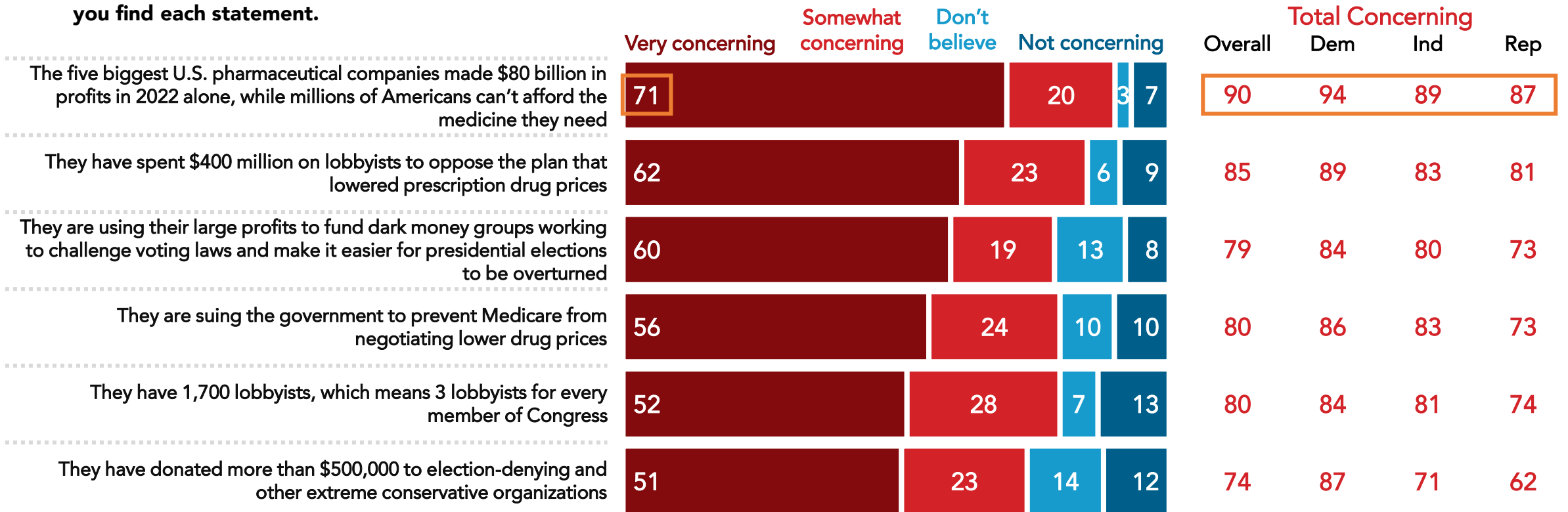
Statement 1:	82%
Statement 2:	18%
Net Statement 1:	+64

Statement 1:	81%
Statement 3:	19%
Net Statement 1:	+62

Most Concerning on Pharmaceutical Companies: Their Record Profits While Americans Continue to Pay High Prices

Large majorities are concerned these companies “made \$80 billion in profits... while millions of Americans can’t afford the medicine they need” (71% very concerning), “have spent \$400 million on lobbyists” (62%), and use their profits “to fund dark money groups” (60%).

Below is a list of criticisms that some people have made of what big pharmaceutical companies are doing in Washington. Please indicate how concerning you find each statement.



Nationwide survey of 1,000 registered voters conducted April 18-April 22, 2024. For more info, visit navigatorresearch.org.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from April 18-April 22, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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