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Wednesday, May 1st

Health Care: A Messaging Guide for Advocates



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#### **Key Takeaways:**

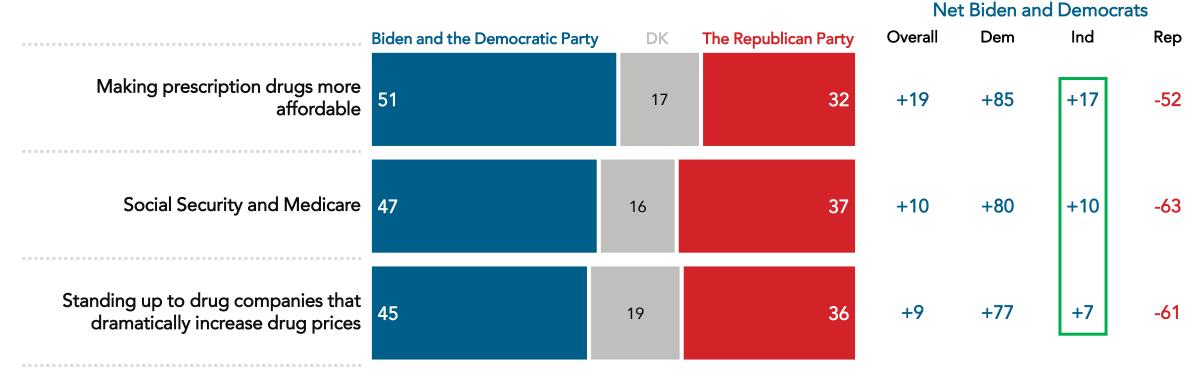
- Biden and Democrats are more trusted than Republicans on a range of health care issues, including prescription drug affordability, Social Security and Medicare, and standing up to drug companies when they raise prices.
- Focusing on bringing down prescription drug costs overwhelmingly defeats arguments 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.





## 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.

#### Oct. Overall Dem 2019 Rep Change **Favorable** Don't know Unfavorable Health insurance companies 45 Pharmaceutical companies 34



Net Favorable

### **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	e who supports Very appealing Somewhat appealin		Not appealing	Overall	Total Appealing Dem Ind		Rep
making sure no American has to pick between affording prescription drugs and paying for food and housing	70		22 8	92	95	91	89
lowering the costs of prescription drugs, because Americans pay three to four times more than people do for the same drugs in other countries	69		25 6	94	97	93	92
stopping drug companies from price gouging and from raising the costs of prescription drugs for families simply so they can profit as much as possible	67		25 8	92	94	88	91
eliminating unfair racial disparities that prevent Black and Hispanic Americans from getting the health care and prescription drugs that they need	48	30	23	77	89	79	65
cutting government regulations to make it easier for the drug companies to innovate and create new cures and medicines	30	42	28	72	67	73	78
getting the government out of health care and letting the free market work	28	32	40	60	46	57	75



# 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.

Somewhat Don't Total Concerning

	Very concerning	concerning	believe	Not co	oncei	rning	Overall	Dem	Ind	Rep
The five biggest U.S. pharmaceutical companies made \$80 billion in profits in 2022 alone, while millions of Americans can't afford the medicine they need	71			20		3 7	90	94	89	87
They have spent \$400 million on lobbyists to oppose the plan that lowered prescription drug prices	62			23	6	9	85	89	83	81
They are using their large profits to fund dark money groups working to challenge voting laws and make it easier for presidential elections to be overturned	60		19	,	13	8	79	84	80	73
They are suing the government to prevent Medicare from negotiating lower drug prices	56		24		10	10	80	86	83	73
They have 1,700 lobbyists, which means 3 lobbyists for every member of Congress	52		28		7	13	80	84	81	74
They have donated more than \$500,000 to election-denying and other extreme conservative organizations	51		23	14		12	74	87	71	62





#### **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.

To learn more about Navigator: <a href="http://navigatorresearch.org">http://navigatorresearch.org</a>

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#### 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 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.