

**To: Vincent DeMarco, President  
Maryland Citizens' Health Initiative, Inc.**

**From: Steve Raabe, President  
OpinionWorks LLC**

**Date: September 8, 2016**

**Subject: Maryland Voter Poll on Prescription Drug Affordability Legislation**

OpinionWorks has conducted a statewide poll of 802 Maryland registered voters August 18-30, 2016. The survey sample is representative of the statewide electorate, reflecting their views within a potential margin of error of  $\pm 3.5\%$  at the 95% confidence level. Both wireless and landline telephones were included in the sampling frame, and interviews were conducted by live operators trained in opinion research best practices.

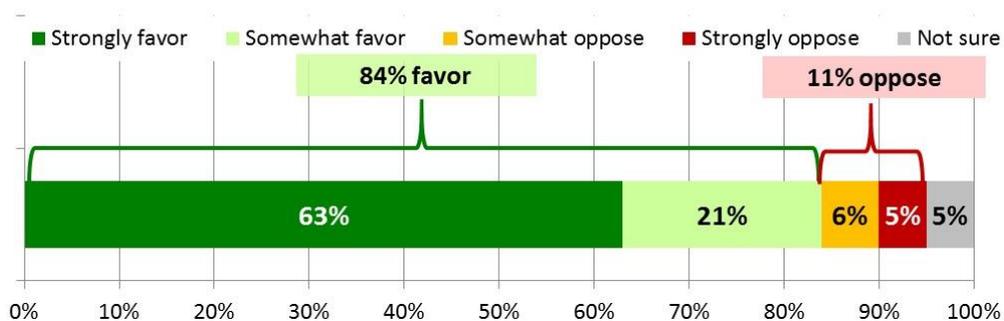
**Overwhelming Support for Prescription Drug Affordability Legislation**

**There is overwhelming support among voters for prescription drug affordability legislation in Maryland. Three specific provisions of the proposal were tested individually, and each one was supported by more than four out of five voters, with about two-thirds of voters *strongly* supporting each of these elements:**

- Requiring major prescription drug corporations to disclose how they come up with the prices of their prescription drugs, including how much they spend on production, research, advertising and profits;
- Requiring major prescription drug corporations to notify the public if they plan to increase the price of any prescription drug by 10 percent or more; and
- Authorizing the Office of the Maryland Attorney General to take legal action to prevent price gouging or unfair price hikes by major prescription drug corporations.

The first of these, requiring major prescription drug corporations to disclose how they come up with the prices of their prescription drugs, a provision which is often called “prescription drug price transparency,” is favored by 84% of Maryland voters, with 63% *strongly* in favor. Only 11% are opposed, with 5% not sure.

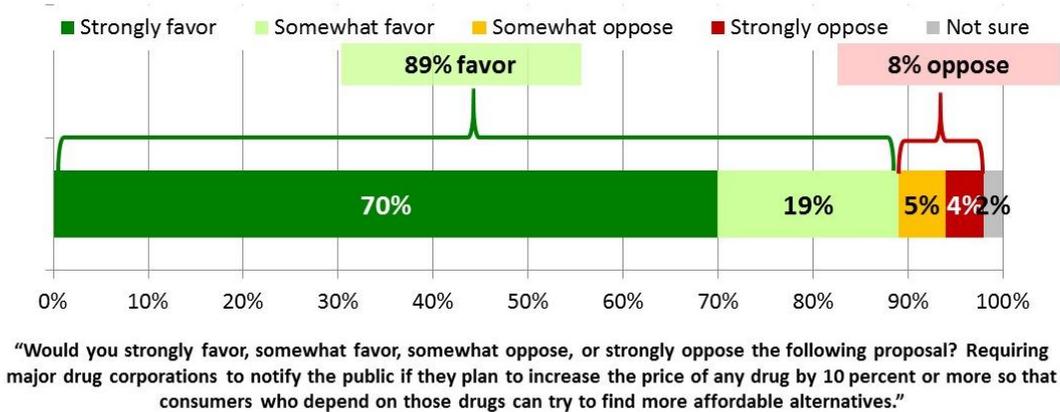
**Prescription Drug Price Transparency**



“I would like to ask you about an issue that involves the cost of prescription drugs. To help address the rising cost of prescription drugs, there is a proposal in Maryland to require major drug corporations to disclose how they come up with the prices of their prescription drugs, including how much they spend on production, research, advertising and profits. This reporting is intended to help keep prescription prices reasonable through more transparency and competition. From what I have described, would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose this proposal?”

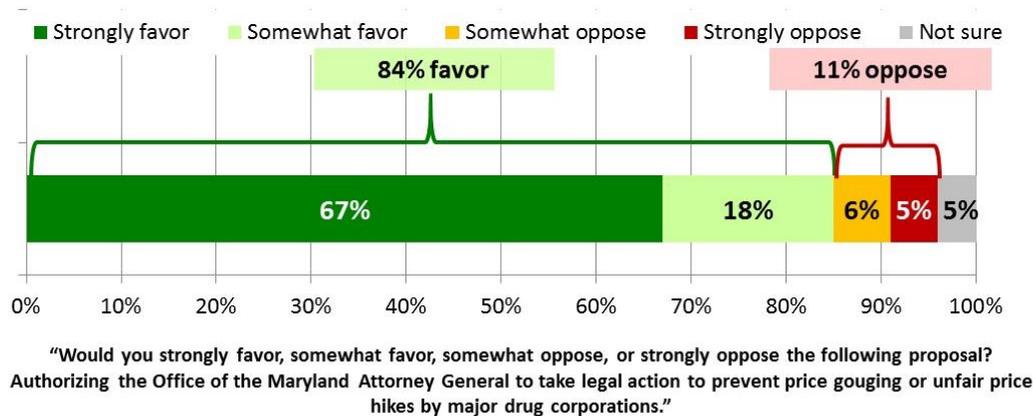
The provision that would require major prescription drug corporations to notify the public if they plan to increase the price of any prescription drug by 10 percent is supported by almost nine out of ten Maryland voters (89%), with 70% *strongly* in favor. Only 8% of all voters are opposed to this notification provision, with 2% unsure.

### Price Increase Notification



Maryland voters also overwhelmingly support a third element of the proposed prescription drug affordability legislation, authorizing the Office of the Maryland Attorney General to take legal action to prevent price gouging or unfair price hikes by major prescription drug corporations. Eighty-four percent favor that provision, with 67% of voters *strongly* in favor. Only 11% of voters oppose giving the Office of Attorney General this authority, with another 5% unsure.

### Office of Attorney General Legal Action



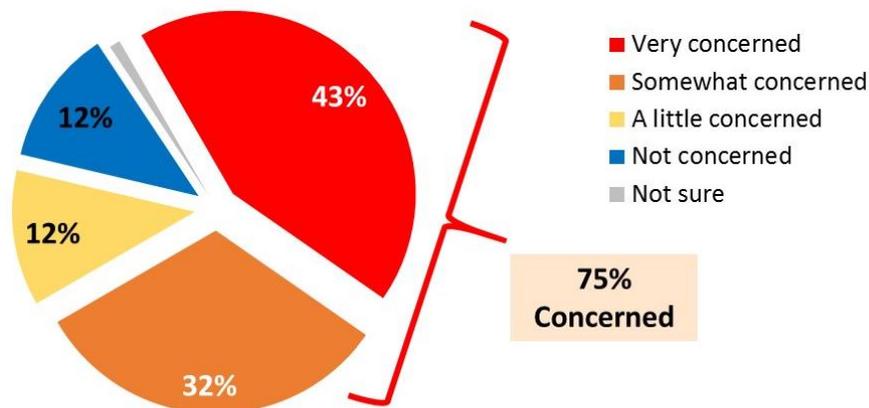
Support for all three provisions is strong across party lines, with 73% of Republicans, 82% of unaffiliated and third party registrants, and 90% of Democrats supporting the prescription drug price transparency provision. Support levels across party lines are similar for the other two provisions, as well.

**Support for Individual Provisions of Prescription Drug Affordability by Political Party**

	Democrats	Republicans	Independents/ Third Parties
Prescription Drug Price Transparency	90%	73%	82%
Price Increase Notification	91%	85%	90%
Attorney General Legal Action	88%	75%	85%

To help explain these extremely high levels of support, it is useful to have some context from the voter’s point of view. Three-quarters (75%) of voters said they are “very concerned” or “somewhat concerned” personally about the cost of prescription drugs. Twelve percent said they are “a little concerned,” leaving only 12% who said they are not personally concerned about it, and 1% who are not sure.

**Personal Concern for Prescription Drug Costs**

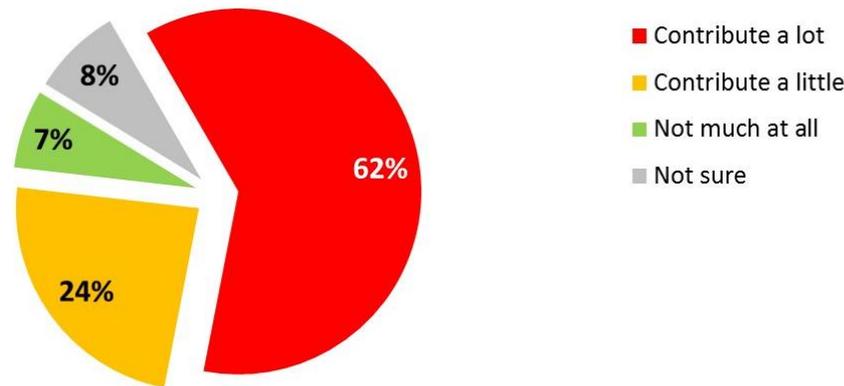


“How much does the cost of prescription drugs concern you, personally? Would you say you are very concerned personally, somewhat concerned, a little concerned, or not personally concerned about it?”

(next page, please)

Furthermore, nearly two-thirds of voters (62%) believe that “rising prescription drug costs contribute a lot” to rising health insurance premiums. Another 24% said that prescription drug costs contribute “a little.”

## Amount Prescription Drug Costs Contribute to Rising Health Insurance Premiums



“Do you think that rising prescription drug costs contribute a lot, a little, or not much at all to rising health insurance premiums?”

### Major Political Impact Caused by This Issue

For members of the General Assembly who will be voting on this legislation, there is a major potential political impact in the next election. When asked whether their own legislator’s vote on the prescription drug affordability legislation would impact how they vote in the next election, voters strongly said yes.

As the table on the following page indicates, on the so-called generic ballot, Democratic legislative candidates start off with a 20-point advantage based on partisan preferences across the state. However, finding out that a hypothetical Democrat in their district supports the prescription drug affordability legislation while the Republican opponent opposes it, the margin for the Democrat increases dramatically, to 40 points.

More noteworthy, the partisan advantage for Democrats is erased if the Republican supports the legislation while the Democrat opposes it. In this scenario, the Republican legislative candidate wins by a remarkable 27 percentage points, representing an enormous swing in voter support. All-told, the political potency of this issue is unusual and demonstrates the depth of voter feeling about the need to control prescription drug costs.

*(See table, next page)*

**Support for Legislative Candidates Based on Prescription Drug Affordability Vote**

	<b>Support the Democratic Candidate</b>	<b>Support the Republican Candidate</b>	<b>Margin</b>
Generic Ballot in State Legislative Elections	48%	28%	Democrat +20%
Democrat Supports Legislation Republican Opposes Legislation	59%	19%	Democrat +40%
Republican Supports Legislation Democrat Opposes Legislation	23%	50%	Republican +27%

Remaining voters said they are not sure, it depends, or they would not say.

“In the next state legislative elections, are you more likely to vote for... (rotate): the Democratic candidates or the Republican candidates?”

(Rotate order of next two questions):

“If you learned that the Democratic candidate in your legislative district supported prescription drug affordability legislation while the Republican candidate opposed it, who would you be more likely to vote for... (rotate): the Democratic candidate or the Republican candidate?”

“If you learned that the Republican candidate in your legislative district supported prescription drug affordability legislation while the Democratic candidate opposed it, who would you be more likely to vote for... (rotate): the Democratic candidate or the Republican candidate?”

**How This Poll Was Conducted**

OpinionWorks interviewed 802 randomly-selected registered voters across Maryland by telephone August 18–30, 2016. The interviews were conducted by trained and supervised live interviewers who are skilled in opinion research best practices.

The poll has a potential sampling error of no more than  $\pm 3.5\%$  at a 95% confidence level, meaning that at least 95% of the time the survey results would differ by no more than that margin if every registered voter in Maryland had been interviewed.

Interviewees were drawn randomly from the database of registered voters, supplied by the State Board of Elections and matched with landline and cellular telephone numbers by a commercial vendor. The sample was balanced geographically and by political party during interviewing, and respondents were screened to ensure that only registered voters were interviewed. Weights were applied to bring the voter sample into compliance with the demographic breakdown of the registered voter population.

**Brief Background on OpinionWorks**

OpinionWorks conducts frequent opinion studies at the state and local level across the country. Since 2007 we have been the polling organization for *The Baltimore Sun* newspaper in Maryland, and have polled for numerous other media throughout the Mid-Atlantic region. We are currently engaged by state agencies in Virginia, D.C., Maryland, and Delaware to assess public needs and preferences, and are working with local jurisdictions in those and other states. In addition to these public surveys, we assess donor and customer relationships for a variety of non-profit and for-profit entities nationally and internationally, with a growing body of work in Latin America.