



# FAMILIES USA

PRESCRIPTION DRUG AFFORDABILITY BOARD POLL BRIEFING

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# METHODOLOGY

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This poll was designed to explore Pennsylvania voters' experiences with prescription drug affordability, and their appetite for government intervention, specifically the idea of a Prescription Drug Affordability Board.



Survey n=1596 Registered Voters in Pennsylvania from June 15-21, 2023.



Respondents were recruited via dynamic online sampling and text-to-web to obtain a sample reflective of the population.



Post-stratification performed on age, gender, race/ethnicity, education, region and 2020 presidential vote.



The modeled margin of error is +/-2.6%

# KEY FINDINGS

01

PA voters are living through an affordability crisis, with prescription drugs being a significant part of the problem.

02

8 in 10 voters are at least “slightly” worried about affording the cost of prescription drugs.

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Voters believe pharmaceuticals are far too expensive, and see the Prescription Drug Affordability Board as an attractive solution.

03

In turn, there is near universal support for government intervention.

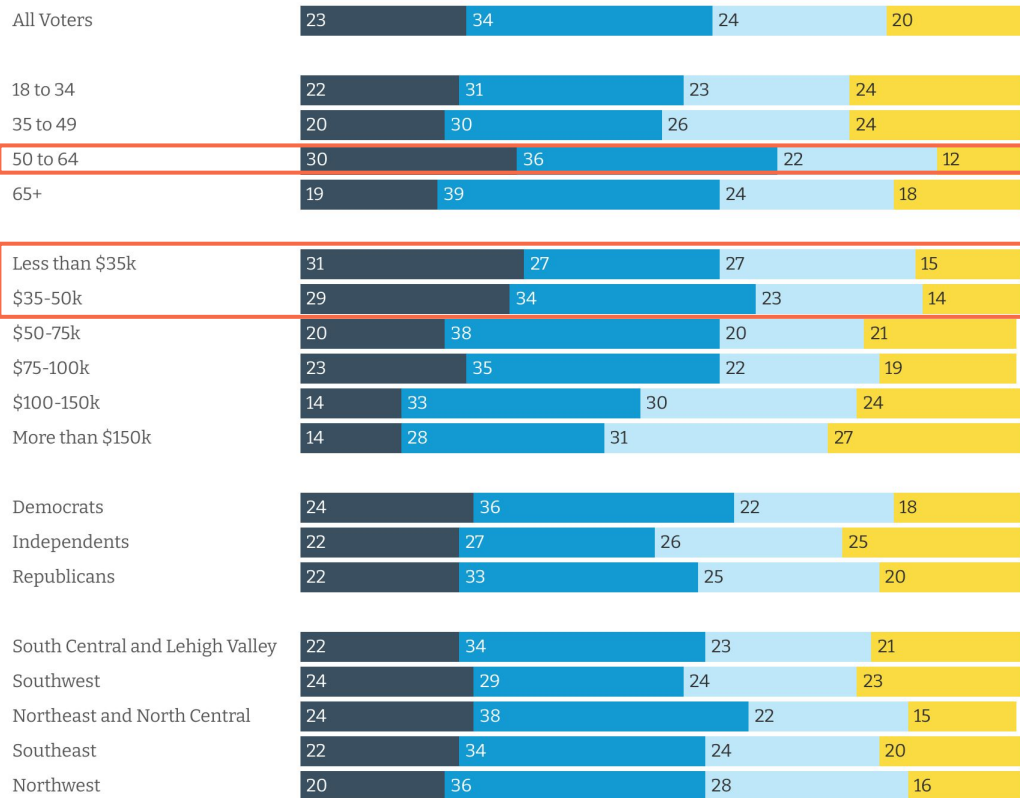
04

Establishment of a Prescription Drug Affordability Board is an appealing solution to nearly all voters.

**8 in 10 voters are at least slightly worried about being able to afford prescription drugs**

## Concern About Affording Drugs

● Very worried ● Somewhat worried ● Slightly worried ● Not at all worried



Q: How worried are you about affording the cost of prescription drugs?

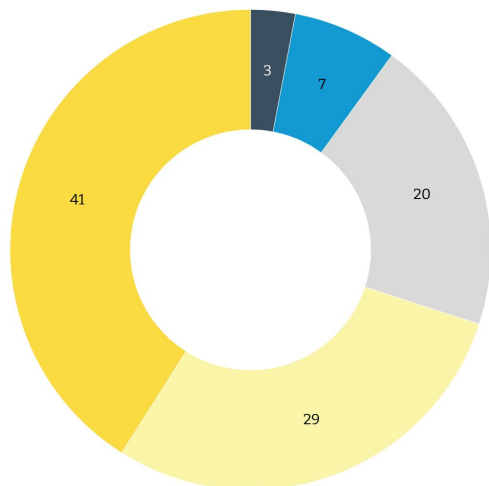
Source: Embold Research survey of n=1596 Registered Voters in Pennsylvania. The Modelled Margin of Error is +/- 2.6%.



# Voters have a clear-eyed view of the pharmaceutical industry, and believe profits are the main driver of high drug prices

## Impression of Pharmaceutical Companies

● Very favorable ● Somewhat favorable ● Neutral ● Somewhat unfavorable ● Very unfavorable



Q: How favorable are your feelings about each of the following public figures or organizations?  
[Pharmaceutical companies]

Source: Embold Research survey of n=1596 Registered Voters in Pennsylvania. The Modelled Margin of Error is +/- 2.6%.

## Drivers of Drug Costs

Drug company profits

81

Government regulation

30

Marketing and advertising

22

Research and development

15

Hard costs, like staff and materials

7

Q: What do you think is mostly driving the cost of prescription drugs?  
Select your top 2.

Source: Embold Research survey of n=1596 Registered Voters in Pennsylvania. The Modelled Margin of Error is +/- 2.6%.

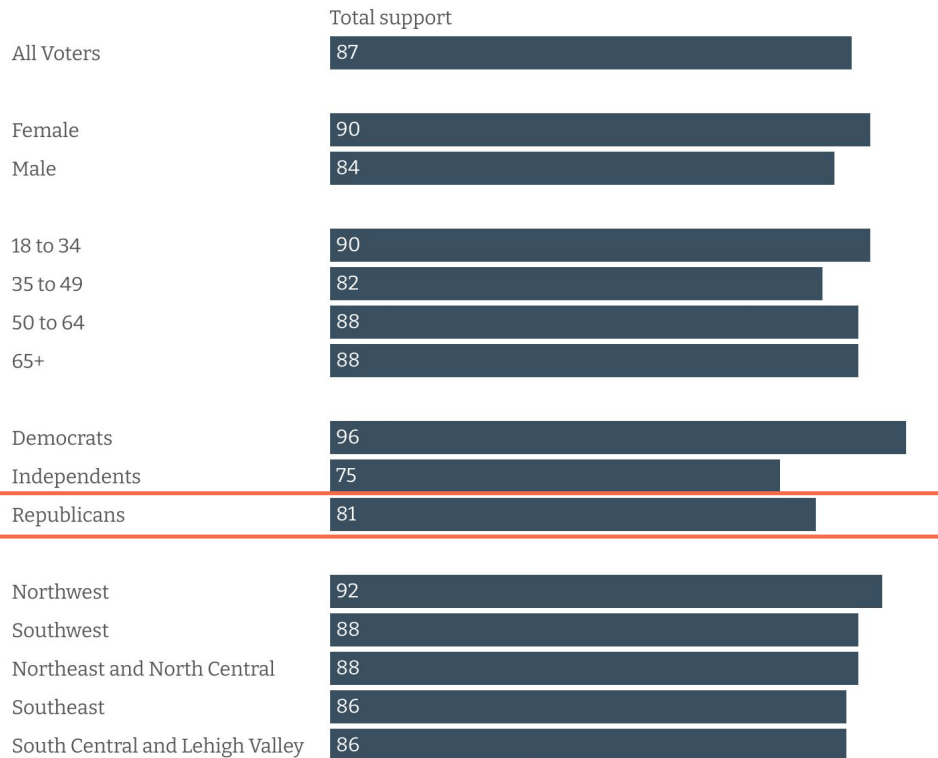


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**87% of voters support**  
**the Pennsylvania government acting to**  
**make prescription drugs more affordable**

**There is broad support  
for government action  
on this file,  
transcending  
partisanship**

## Support for Government Action



Q: Do you support or oppose the Pennsylvania government acting to make prescription drugs more affordable?

Source: Embold Research survey of n=1596 Registered Voters in Pennsylvania. The Modelled Margin of Error is +/- 2.6%.



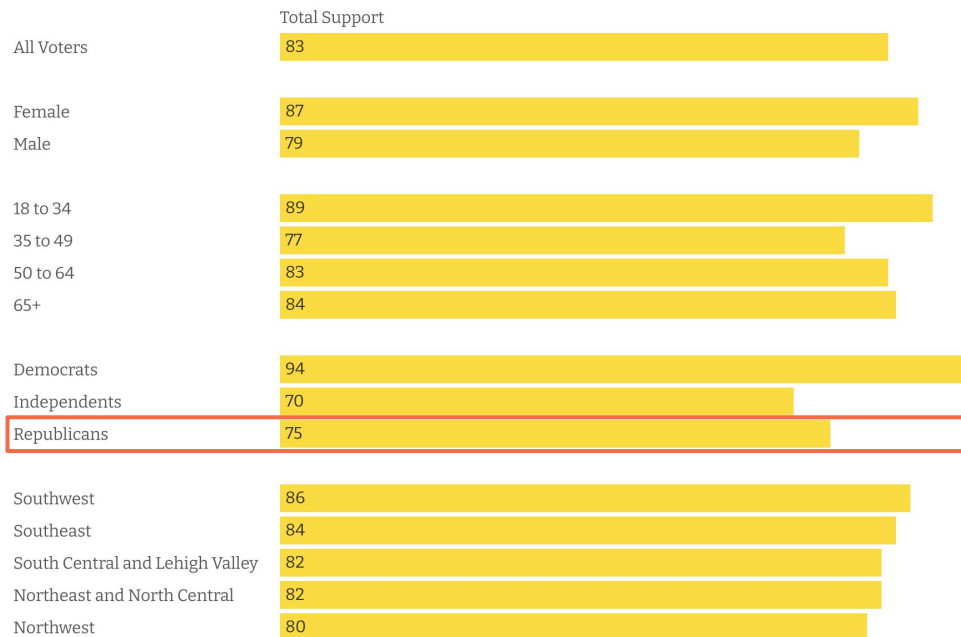
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**83% of voters support**  
**the establishment of a Prescription Drug**  
**Affordability Board**



# The PDAB meets voter demand for government action

## Support for Prescription Drug Affordability Board



Q: There is currently a proposal to create a Prescription Drug Affordability Board in Pennsylvania. The board would be independent from the government, and would consist of experts like doctors, scientists and advocates. They would review the cost of prescription drugs and set a cap on the amount Pennsylvanians would have to pay. Not only would the Board lower the cost of prescription drugs, it would also hold drug companies accountable by making them explain the cost of their drugs to the Board, leading to more scrutiny from lawmakers and the public. Does this sound like something you would support or oppose?

Source: Embold Research survey of n=1596 Registered Voters in Pennsylvania. The Modelled Margin of Error is +/- 2.6%.



# GET IN TOUCH

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