

## MEMORANDUM

**TO:** ONE NATION

**FROM:** THE TARRANCE GROUP  
AXIS RESEARCH

**RE:** KEY FINDINGS FROM A SURVEY OF VOTER ATTITUDES REGARDING MEDICARE FOR ALL AND PRESCRIPTION DRUGS IN SELECTED STATES

**DATE:** DECEMBER 16, 2019

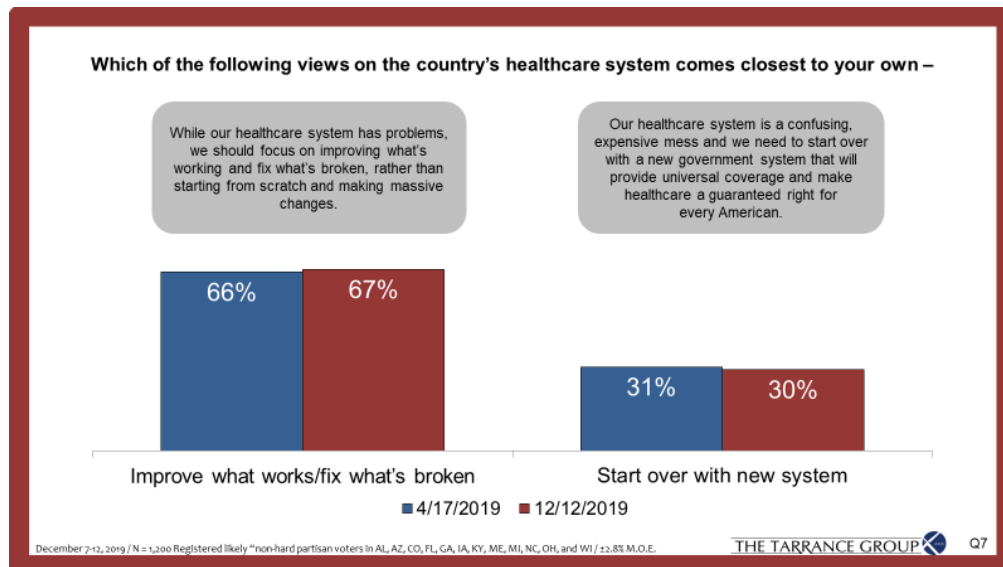
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The Tarrance Group and Axis Research are pleased to present One Nation with the key findings from a survey of voter attitudes in twelve select states. These key findings are based on telephone interviews with N = 1,200 Registered likely “non-hard” partisan voters in Alabama, Arizona, Colorado, Florida, Georgia, Iowa, Kentucky, Maine, Michigan, North Carolina, Ohio, and Wisconsin. Responses to this survey were gathered December 7-12, 2019, and the margin of error associated with a sample of this type is  $\pm 2.8\%$  in 95 out of 100 cases.

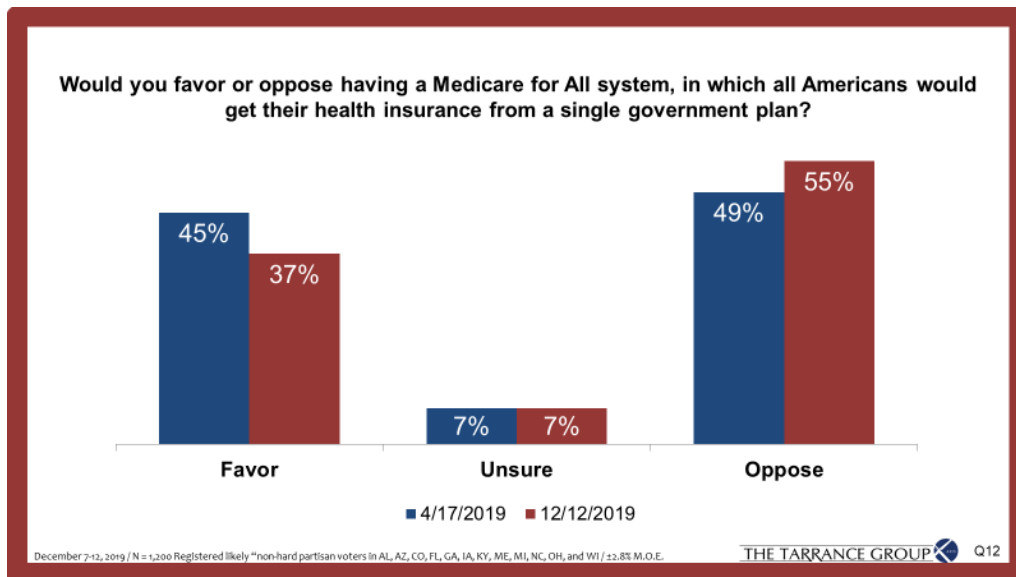
### KEY FINDINGS

#### *Healthcare / Medicare for All:*

- As the debate regarding the healthcare issue has intensified due to the attention to the issue from the Democratic Presidential candidates and outside advertising, over two-thirds of voters continue to favor fixing the current system, and only 30% favor starting over.



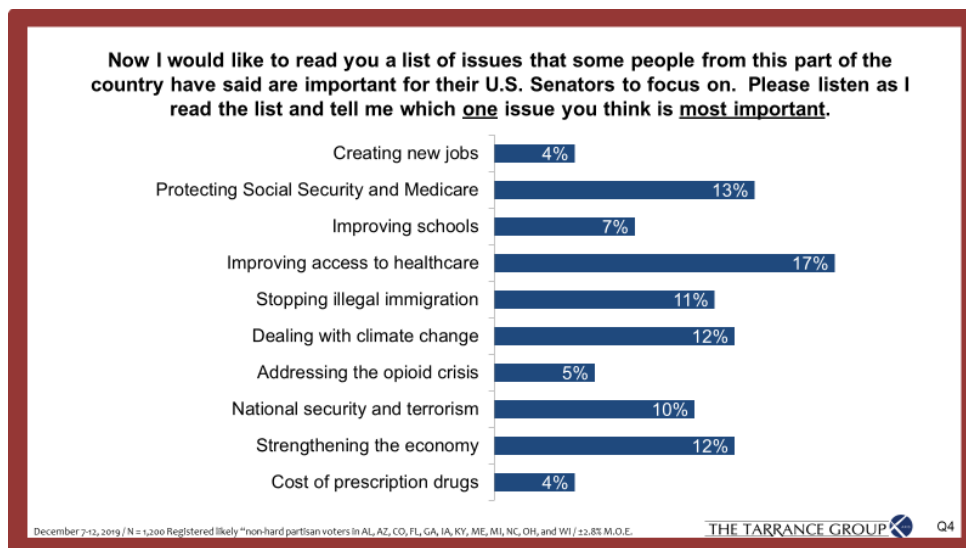
- There has been significant erosion in support for moving to a “Medicare for All” system over the past six months, and a solid majority of voters now indicate they would be opposed to Medicare for All.



- With this erosion, there are now a majority of women voters (including college graduate women), Hispanic/Latino voters, and Independent voters who oppose moving to a Medicare for All System.

***Prescription Drugs – not the salient issue that progressives claim:***

- The issue of prescription drugs is down at the bottom of the issue matrix, with only four percent (4%) of voters indicating that is the most important issue. The issue matrix is dominated by access to healthcare, economy/jobs, climate change, and immigration.



**Prescription Drugs Messaging - Conservative Message vs. Progressive Message:**

- The data from this survey also clearly shows that the fundamental conservative message on the best approach to lowering drug prices is far more effective than the fundamental message put forth by progressives, particularly given that the progressives favor changing Medicare Part D.

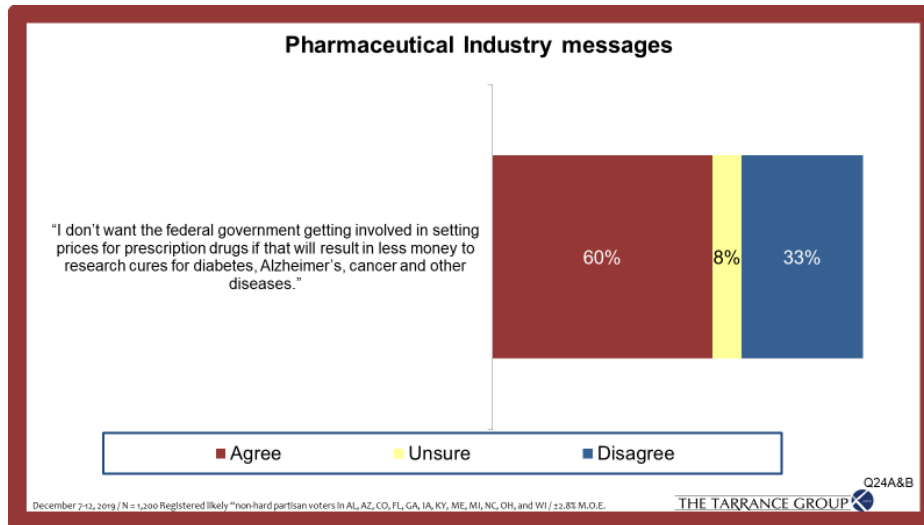
<b>Candidate A</b> supports lowering drug prices by requiring health insurance companies to pass along more of the discounts on prescription drugs to patients, getting generic prescription drugs to market faster, and more competition in the marketplace to drive down prescription drug costs.	55%
<b>Candidate B</b> supports lowering drug prices by allowing the federal government to set the price of many prescription drugs, importing drugs from other countries, taxing pharmaceutical companies that do not comply at a rate up to 95%, and radically changing Medicare Part D.	35%

- This agreement with the conservative approach to lowering drug prices exists throughout the electorate:

	<b>Candidate A</b>	<b>Candidate B</b>	<b>Unsure</b>
<b>All</b>	55%	35%	10%
Men	56%	34%	10%
Women	55%	35%	10%
White	59%	34%	7%
African American	51%	47%	2%
Hispanic/Latino	60%	32%	7%
18-34	50%	45%	5%
35-44	52%	33%	15%
45-64	57%	34%	9%
65+	59%	31%	10%
Republican	67%	26%	7%
Independent	46%	29%	25%
Democrat	48%	47%	4%

**Federal Government Involvement – Impact on Research/Cures:**

- Voters express a significant level of worry or concern about the impact that government pricing of drugs would have on research cures. Fully sixty percent (60%) of voters agree with the statement that *“I don’t want the federal government getting involved in setting prices for prescription drugs if that will result in less money to research cures for diabetes, Alzheimer’s, cancer, and other diseases.”*



- This is a view that is shared by sixty percent (60%) of all women voters and sixty-one percent (61%) of college graduate women. It is also of great concern to Independent voters (55%), voters who are also parents (64%), union household voters (60%), and voters who believe that access to healthcare is the most important issue facing the country (55%).

### *Conservative Messages on Prescription Drugs:*

- One of the main reasons that voters gravitate towards the fundamental conservative message on the best approach to lowering drug prices over the progressives' approach is that there is very strong support for the individual elements or components of the former approach.
- As you can see from the chart below, three quarters of the electorate or more indicate that they favor each of the individual elements that make up the conservative approach to lowering drug prices:

