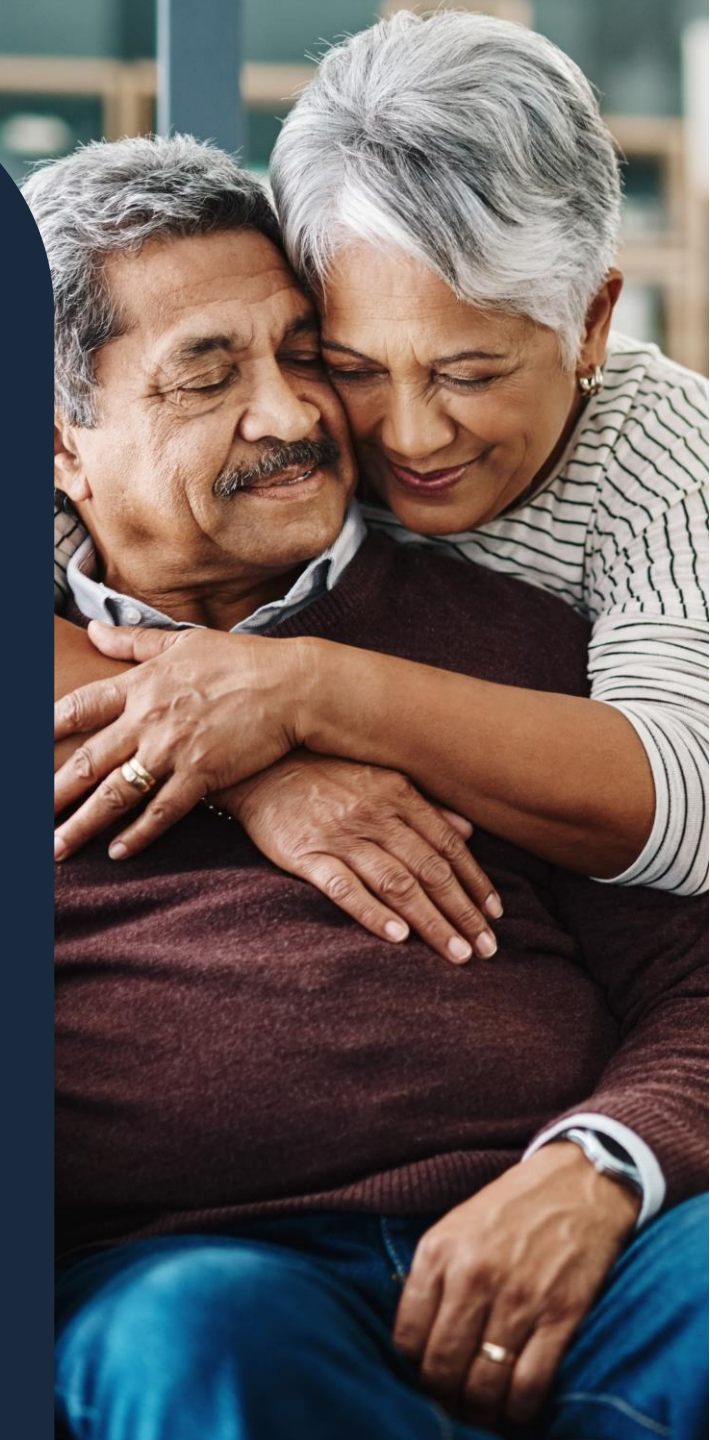




# Winning on Healthcare: Tapping the Power of an Issue That Hits Home with Voters

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Key findings and message recommendations from a survey of 1,002 voters nationally and 601 voters in House battleground districts

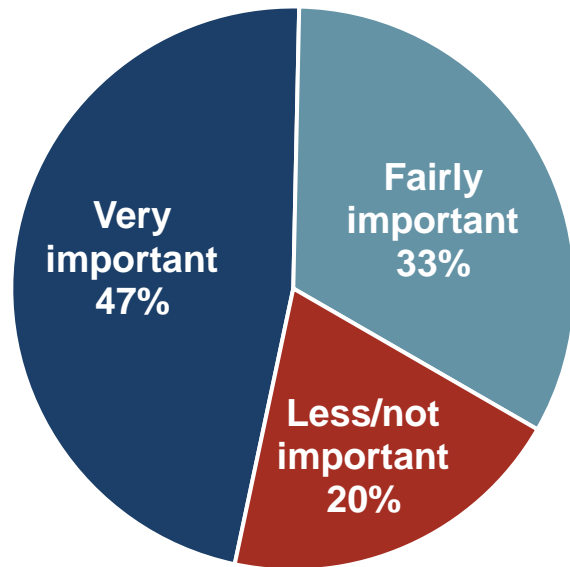


# Overview of Key Findings

- Healthcare is a key issue for voters that provides Democrats with an important way to show they are fighting to lower costs for working families and seniors. Democratic healthcare policies are highly popular with voters. *There is enormous potential to build support for Democrats by campaigning aggressively on health care.*
- The positions Republicans have taken are widely rejected by voters, and that rejection is deepened by communicating the real-world consequences of what Republicans want to do. *Democrats can play offense against Republicans on healthcare and take advantage of the Republicans' deep vulnerabilities on the issue.*
- Democrats have a dominant upper hand on the issue of drug pricing. Voters are negative to drug companies and support Medicare price negotiations. The messages in favor of giving Medicare the power to negotiate for lower prices are strong, and far outweigh the arguments of the pharmaceutical industry and its Republican allies. *The Republican policy of letting drug companies charge as much as they can get away with is unsustainable.*
- Democrats' proposals to expand pricing reforms to benefit all patients are both widely supported and are seen by voters as something that would benefit them personally.

# Key Finding #1: A large majority of voters say healthcare will be important to their vote, including close to half who say it will be very important.

*How important will the issue of healthcare be to you in voting next year?*

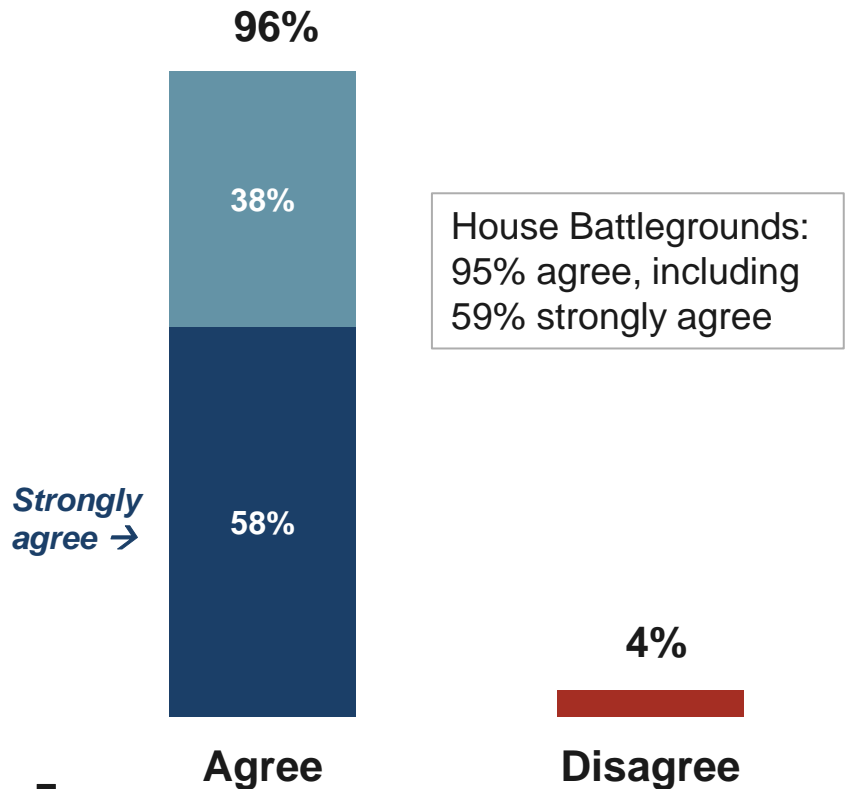


House Battlegrounds	
Very important	47%
Fairly important	32%
Less/not important	20%

	Total Important	Very important	Fairly important		Total Important	Very important	Fairly important
ALL VOTERS	80%	47%	33%	Men age 18-44	80%	44%	36%
Democrats	91%	63%	28%	Men age 45-64	73%	42%	31%
Independents	73%	42%	31%	Men age 65+	76%	42%	34%
Republicans	74%	34%	40%	Women age 18-44	87%	53%	34%
Presidential swings	80%	42%	38%	Women age 45-64	84%	53%	31%
House swings	75%	35%	40%	Women age 65+	78%	45%	33%
				White voters	77%	41%	36%
				Black voters	91%	68%	23%
				Hispanic voters	87%	58%	29%
				AAPI/other voters	86%	49%	37%

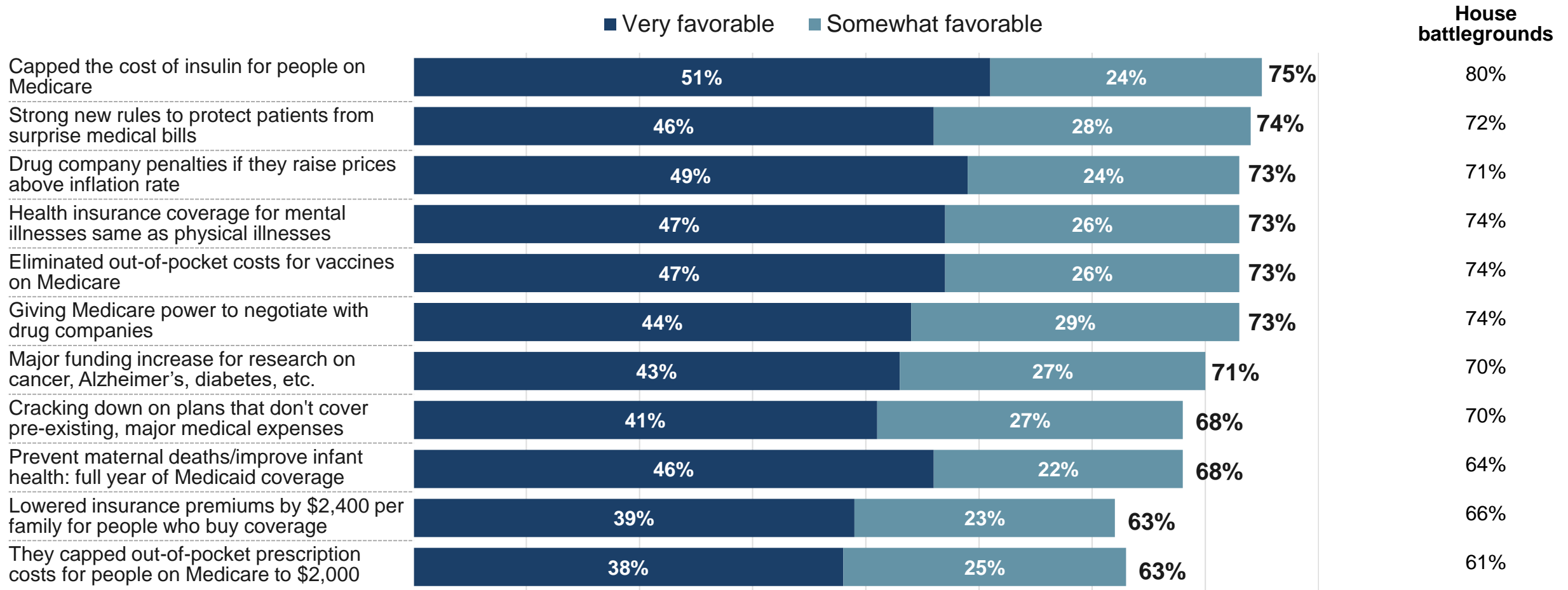
# There is strong agreement that lowering drug prices is an important way to help people afford the cost of living.

*“Lowering drug prices and the cost of prescriptions is an important way to help people afford the cost of living.”*



	Total agree	Strongly agree		Total agree	Strongly agree
Democrats	97%	<b>68%</b>	Men age 18-44	94%	57%
Independents	93%	53%	Men age 45-64	97%	54%
Republicans	96%	50%	Men age 65+	94%	50%
Presidential swings	95%	49%	Women age 18-44	95%	61%
House swings	93%	47%	Women age 45-64	96%	<b>63%</b>
White voters	96%	57%	Women age 65+	98%	61%
Black voters	98%	61%			
Hispanic voters	95%	<b>66%</b>			
AAPI/other voters	90%	55%			

# The actions President Biden and congressional Democrats have taken on healthcare are extremely popular with voters.



# There is a favorable response to Biden/Democratic healthcare accomplishments across diverse groups of voters, including many Republicans.

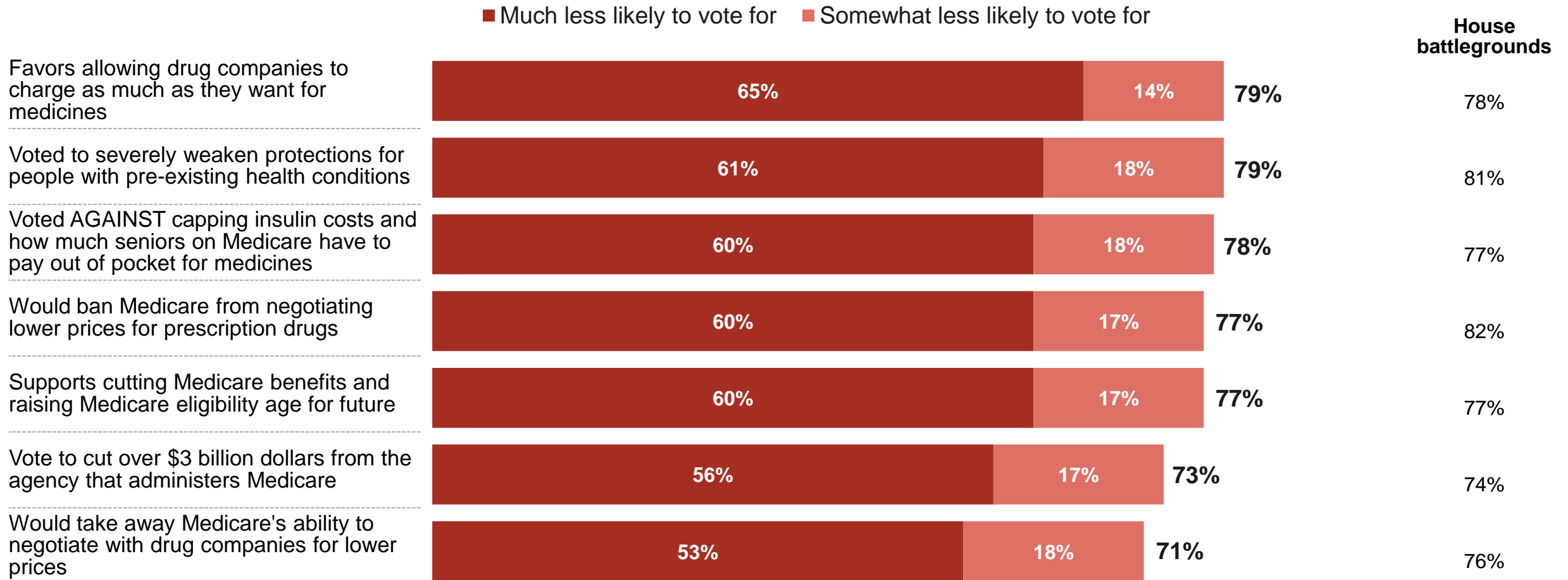
	Capped cost of insulin for people on Medicare	Rules to protect from surprise medical bills	Penalties if raise Rx prices above inflation	Cover mental illnesses same as physical	No out-of-pocket for vaccines on Medicare	Medicare negotiate with drug cos
<b>All voters</b>	<b>76%</b>	<b>75%</b>	<b>74%</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>
Democrats	88%	87%	89%	86%	87%	87%
Independents	74%	69%	71%	72%	69%	67%
Republicans	64%	65%	60%	62%	62%	61%
Presidential swings	80%	72%	73%	69%	72%	69%
House swings	76%	73%	74%	73%	73%	71%
White voters	76%	75%	71%	73%	72%	72%
Black voters	71%	74%	78%	74%	73%	68%
Hispanic voters	84%	85%	90%	82%	83%	87%
AAPI/ other voters	69%	57%	69%	65%	67%	64%
Age 18-34	71%	74%	80%	81%	73%	71%
Age 35-49	72%	76%	71%	74%	67%	67%
Age 50-64	80%	79%	78%	77%	80%	79%
Age 65+	79%	70%	67%	63%	72%	74%

Medicare price negotiations are a priority accomplishment for voters 65+. Coverage of mental healthcare costs is a priority for voters under age 50. Action on maternal and infant health is key for Black voters.

## Key Finding #2: Republicans are deeply vulnerable on healthcare.

- While Democratic healthcare policies are popular, the positions that nearly all Republicans have backed are widely rejected by voters, and that rejection is deepened by communicating the real-world consequences of what Republicans want to do.
- Democrats can play offense against Republicans on healthcare and take advantage of the Republicans' deep vulnerabilities on the issue.

# Clear majorities of voters say they would be **MUCH** less likely to vote for a Republican based on key aspects of their healthcare record.



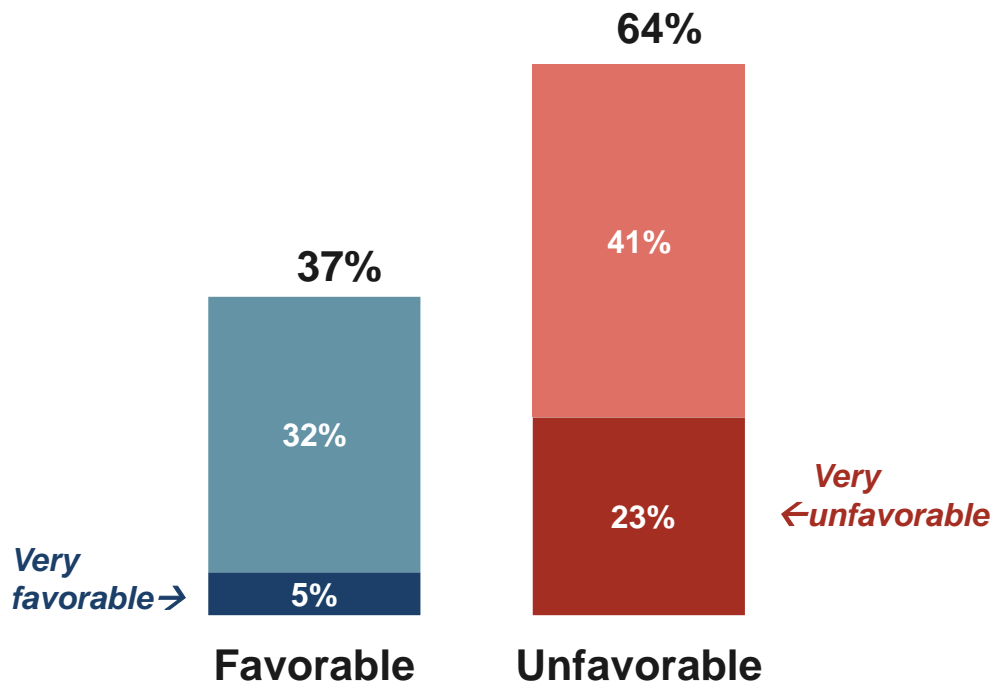


## Key Finding #3: Drug price reforms, including Medicare price negotiation, is a winning issue for Democrats

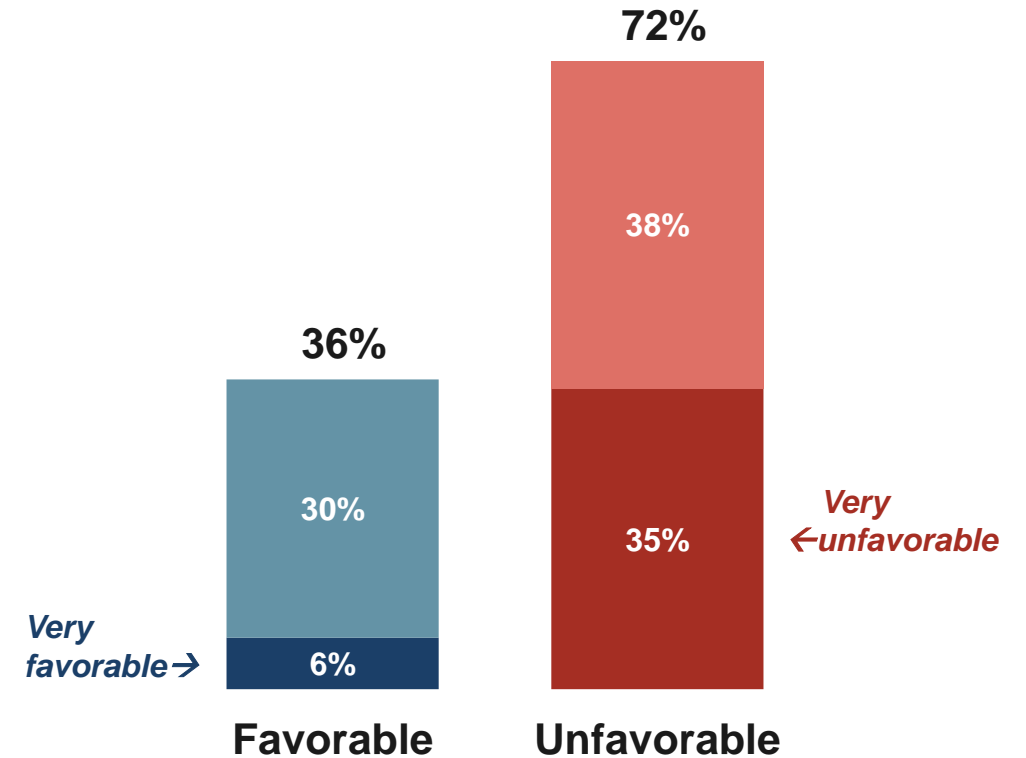
- Democrats have a dominant upper hand on the issue of drug pricing. Large majorities of voters are negative to drug companies and voters overwhelmingly support Medicare price negotiations.
- The messages in favor of giving Medicare the power to negotiate for lower prices are strong and far outweigh the arguments of the pharmaceutical industry and its Republican allies.
- The Republican policy of letting drug companies charge as much as they can get away with is unsustainable.

# The pharmaceutical industry and drug companies are extremely unpopular.

Opinion of the *Pharmaceutical Industry*



Opinion of *Drug Companies*



# Recommendation: Democrats can lean into a fight over drug prices with confidence that their messages beat those of the opposition.

*In each pair, which is the more convincing statement?*

**Millions of Americans cannot afford their medicines while drug companies make huge profits.**

Prescription drugs don't work if people can't afford them. It is the responsibility of our leaders to make sure Americans do not have to choose between paying for the medicines they need or paying for food and rent.



Demo-  
crats      Inde-  
pend-  
ents      Repub-  
licans

85%      71%      60%

Countless people are alive today because of the **cures and treatments discovered as a result of investments by the pharmaceutical industry**, and government price controls will mean less investment in the discovery of new life-savings cures and treatments for cancer and other diseases. \*



+44

15%      29%      40%

**The drug companies made \$110 billion in profits last year**, and the largest drug companies paid their CEOs an average of \$36.4 million. Patients should not be paying excessive amounts for the medicines they depend on to pad drug company profits and foot the bill for outrageous CEO salaries.



79%      69%      56%

Countless people are alive today because of the **cures and treatments discovered as a result of investments by the pharmaceutical industry**, and government price controls will mean less investment in the discovery of new life-savings cures and treatments for cancer and other diseases. \*



+37

21%      31%      44%

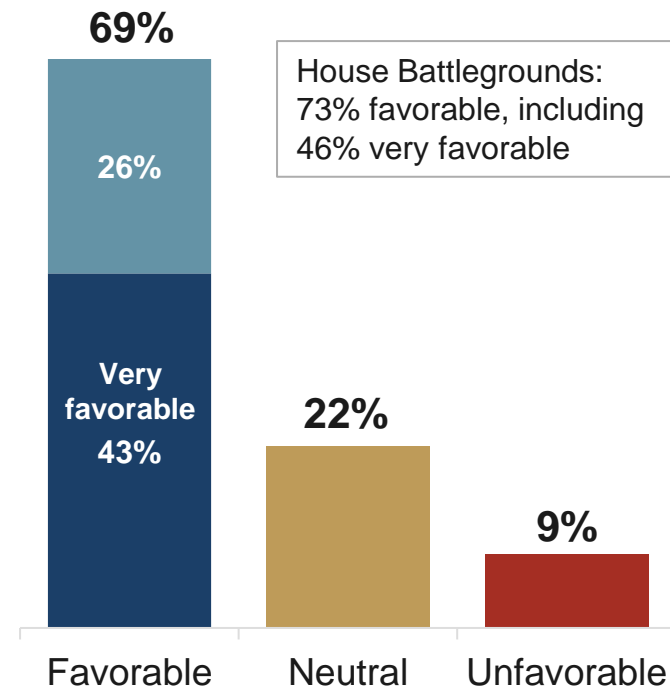
\* Same statement in both pairs

# The bill introduced by House Democrats to extend drug pricing reforms to more Americans is highly popular.

Democrats in Congress have proposed new legislation that would expand on the provisions of the Inflation Reduction Act:

1. Giving all Americans the benefit of the \$35 per month cap on the cost of insulin.
2. Applying the lower prices negotiated by Medicare with drug prices to all insurance plans, so people with employer or individual coverage will benefit.
3. Expanding the number of medicines that will be subject to Medicare price negotiations.
4. Requiring drug companies to pay rebates to all insurance plans, in addition to Medicare, if they raise the price of drugs beyond the rate of inflation.

## Favorability



## Impact on my Family

