



# Colorado Consumer Health Initiative

January 28<sup>th</sup>, 2021  
Memorandum

**TO: Interested Parties**  
**FROM: Magellan Strategies and RBI Strategies & Research**  
**RE: Colorado Prescription Drug Accountability Board (PDAB) Voter Opinion Survey Summary and Findings**

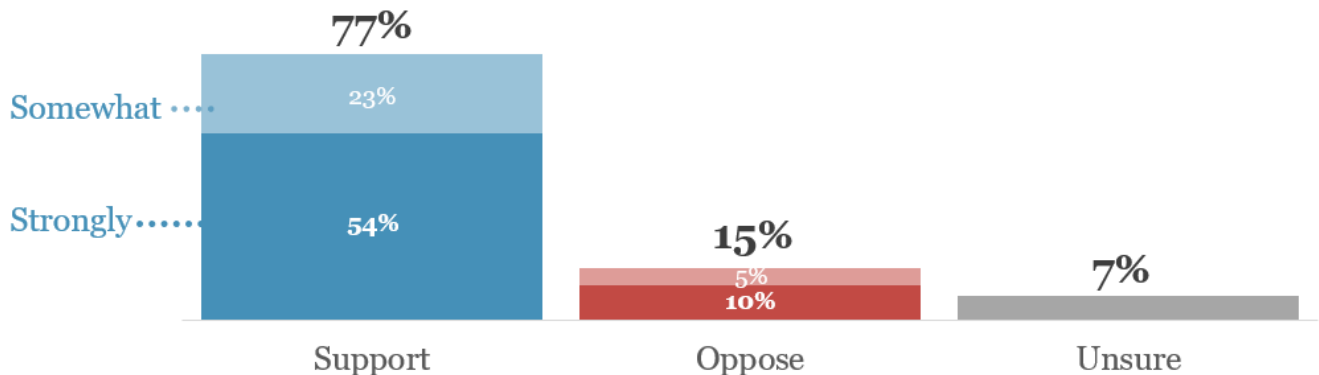
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The Colorado Consumer Health Initiative commissioned Magellan Strategies and RBI Strategies to conduct a live telephone and online survey of 656 registered voters in Colorado. The survey's focus was to measure voter support and opposition levels for a policy proposal to create a Prescription Drug Affordability Board that would lower the cost of certain prescription drugs and medications for Coloradans.

## Key Findings

**Initial opinions of the Prescription Drug Affordability Board (PDAB) proposal were very positive, with 77% of voters supporting the general concept and 54% strongly supporting it.**

“Would you support or oppose a proposal that would create a state board of appointed healthcare experts who would analyze and act to lower the cost of certain prescription drugs?”



**The initial PDAB proposal received majority support across every major demographic group.** A striking 94% of Democrats said they support the proposal, along with 80% of Unaffiliated voters and 54% of Republicans. Support for the proposal was overwhelming across all age groups, 82% among voters 18-44, 72% among 45-64, and 74% among 65+. Support levels among men and women were strong - 84% among women, 71% among men, and across all income levels.

**Voters were overwhelmingly supportive of the PDAB’s mission, operations and member governance.** Respondents were informed about PDAB’s functions, membership and approach to lowering prescription drug costs by reading/being read eight different informational questions.

<b><i>“We are now going to read to you information about a proposal that would create a prescription drug affordability board for the state of Colorado. After hearing the information, please tell me if you are more likely to support or more likely to oppose a prescription drug affordability board. If the information makes no difference in your opinion there is an option for that as well.”</i></b>	<b><i>More Likely to Support</i></b>
The members of the Prescription Drug Affordability Board could not accept financial compensation or in-kind gifts from healthcare industry groups, organizations, or individuals with an interest in decisions made by the Board.	<b>82%</b>
The Prescription Drug Affordability Board would research, review, and establish more affordable costs for the most expensive and unaffordable prescription drugs. The Board would also investigate and review when drug companies sharply increase the cost of a specific drug.	<b>80%</b>
The Prescription Drug Affordability Board would be non-partisan and comprised of five people with expertise in healthcare and prescription drugs.	<b>77%</b>
The Prescription Drug Affordability Board would not set drug prices. Instead, it would cap the amount insurance companies, pharmacies, and drug wholesalers, can negotiate and pay for specific high-cost drugs in Colorado, leading to millions of dollars in savings for Coloradans.	<b>73%</b>
The Prescription Drug Affordability Board would compare the higher costs Americans pay with the costs in other industrialized countries when deciding to establish more affordable costs for prescription drugs	<b>73%</b>

**When presented with five statements in opposition to the PDAB policy proposal and four statements in support, respondents found the messages in support more convincing.** None of the opposition messages were deemed "very convincing" by more than one-quarter of respondents. In contrast, the top two supporter messages were rated "very convincing" by over one-half of respondents.

<b><i>We are now going to read to you some statements made by supporters of the proposal to create a Prescription Drug Affordability Board. Please tell me whether each statement is a very convincing, somewhat convincing, not very convincing, or not at all convincing reason to support the proposal.</i></b>	<b><i>Very Convincing</i></b>	<b><i>Total (Very + Somewhat Convincing)</i></b>
U.S. consumers pay much higher costs for prescription drugs than consumers in other countries. This proposal will create savings as high as 75% on the current costs of the most unaffordable drugs.	<b>54%</b>	<b>81%</b>
Nearly one-in-three Coloradans struggle to afford the prescription drugs they need to stay healthy, forcing families to choose between buying their prescriptions or paying rent and buying groceries.	<b>53%</b>	<b>78%</b>
Drug companies spend almost twice as much money on advertising as they do on research and development. Reducing the cost of prescription drugs in Colorado won't impact their overall research and development efforts.	<b>42%</b>	<b>69%</b>

**A majority of respondents said they share the view that prescription drug costs need to be brought in line with other countries and support the PDAB putting a necessary cap on the cost of unaffordable drugs. Just 23% of voters shared the viewpoint that PDAB was unnecessary and the free market should regulate the cost of prescription drugs.**

<i>Which of the following statements comes closest to your view?</i>	<i>All Voters</i>
The cost of drugs in Colorado and the U.S. needs to be brought in line with the costs in other countries. This Board will put a necessary cap on the cost of unaffordable drugs so that Coloradans can get the medicines they need at a reasonable cost	<b>69%</b>
The proposed Board is unnecessary. The state should let the free market regulate the cost of prescription drugs. The Board will result in reduced investment, limited experimental research, and make important medicines unavailable to Coloradans.	<b>23%</b>
Don't Know/Refused	<b>8%</b>

**After respondents were informed how the PDAB would operate and hearing statements in support and opposition to it, they were again asked if they supported or opposed it. Among all voters, support for the PDAB was 71%, with 42% strongly supporting the proposal. Only 24% of voters opposed, with 14% being strongly opposed.**

**Summary**

The survey finds broad voter support for the concept of a Prescription Drug Affordability Board in nearly every population subgroup in Colorado. Support for PDAB is strong even before voters learn how the PDAB would operate (77% support) and after hearing statements in support and opposition to the PDAB (71% support). The survey results are not surprising when considering lowering prescription drugs' costs has been a priority for many voters for a long time.

Furthermore, Coloradans view the PDAB's approach to lowering prescription drugs' costs by comparing the costs in the U.S. to costs in other countries as logical and fair. A substantial majority of voters - 69%, also agree with the viewpoint that PDAB will put a necessary cap on the cost of unaffordable drugs so that Coloradans can get the medicines they need at a reasonable cost.

**Methodology**

This voter opinion research project was conducted from December 14-17, 2020, and the overall responses have a margin of error of +/-3.84% at the 95% confidence level. The data collection for this survey was conducted utilizing two interview methods. The first method interviewed respondents over the phone, calling a randomized sample of landline and cell phone numbers. The second method sent a text invitation to a randomized sample of cell phone data of registered voters who then participated in the survey online using their smartphones or electronic device. The survey data were weighted to be representative of the demographics of the registered voter population in Colorado. Following is a topline document showing every question asked and the order they were read to respondents.



## Magellan Strategies and RBI Strategies Colorado Prescription Drug Affordability Board Survey Topline Results

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Magellan Strategies and RBI Strategies are pleased to present the topline results of a 656n live telephone and online survey of registered voters in the state of Colorado. The interviews were conducted from December 14<sup>th</sup> to 17<sup>th</sup>, 2020. The survey has a margin of error of +/- 3.84% at the 95 percent confidence interval. The survey data was weighted to be representative of the demographics of the registered voter population in Colorado. The survey was commissioned by the Colorado Consumer Health Initiative.

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*T1. For statistical purposes only, could you please tell me if you are registered to vote in Colorado as a Republican, a Democrat, an unaffiliated voter, some other party, or are you not registered to vote?*

Unaffiliated.....	42%
Democrat.....	30%
Republican.....	27%
Other Party .....	1%

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*T2. How affordable is the cost of healthcare to you and your family?*

Total Affordable.....	49%
Total Unaffordable.....	48%
Unsure or No Opinion.....	3%
Refused.....	0%
Very Affordable.....	16%
Somewhat Affordable.....	33%
Somewhat Unaffordable.....	21%
Very Unaffordable.....	27%

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*T3. How affordable is the cost of prescription drugs to you and your family?*

Total Affordable .....	58%
Total Unaffordable .....	36%
Unsure or No Opinion .....	5%
Refused .....	1%
Very Affordable .....	23%
Somewhat Affordable.....	35%
Somewhat Unaffordable.....	18%
Very Unaffordable.....	18%

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*T4. Would you support or oppose a proposal that would create a state board of appointed healthcare experts who would analyze and act to lower the cost of certain prescription drugs?*

Total Support .....	77%
Total Oppose .....	15%
Undecided or Unsure.....	7%
Refused .....	1%
Strongly Support.....	54%
Somewhat Support.....	23%
Somewhat Oppose.....	5%
Strongly Oppose .....	10%

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**PRESCRIPTION DRUG AFFORDABILITY BOARD INFORMATION QUESTIONS**

*We are now going to read to you information about a proposal that would create a Prescription Drug Affordability Board for the state of Colorado. After hearing the information, please tell me if you are more likely to support or more likely to oppose a Prescription Drug Affordability Board. If the information makes no difference in your opinion there is an option for that as well. Let's get started.*

*T5. The mission and purpose of a Prescription Drug Affordability Board is to lower the cost of prescription drugs for Coloradans. Knowing this information are you...*

Total More Likely to Support.....75%  
Total More Likely to Oppose.....10%  
No Difference in Opinion .....13%  
Unsure or Refused.....2%

Much More Likely to Support.....49%  
Somewhat More Likely to Support.....26%  
Somewhat More Likely to Oppose .....4%  
Much More Likely to Oppose.....6%

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*T6. The Prescription Drug Affordability Board would be non-partisan and comprised of five people with expertise in healthcare and prescription drugs.*

Total More Likely to Support.....77%  
Total More Likely to Oppose.....12%  
No Difference in Opinion .....9%  
Unsure or Refused.....2%

Much More Likely to Support.....47%  
Somewhat More Likely to Support.....30%  
Somewhat More Likely to Oppose .....6%  
Much More Likely to Oppose.....6%

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*T7. The members of the Prescription Drug Affordability Board would be appointed and approved by Colorado state elected officials.*

Total More Likely to Support.....54%  
Total More Likely to Oppose.....34%  
No Difference in Opinion .....8%  
Unsure or Refused.....3%

Much More Likely to Support.....22%  
Somewhat More Likely to Support.....32%  
Somewhat More Likely to Oppose .....15%  
Much More Likely to Oppose.....19%

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*T8. The members of the Prescription Drug Affordability Board could not accept financial compensation or in-kind gifts from healthcare industry groups, organizations, or individuals with an interest in decisions made by the Board.*

Total More Likely to Support.....82%  
Total More Likely to Oppose.....9%  
No Difference in Opinion .....7%  
Unsure or Refused.....2%

Much More Likely to Support.....59%  
Somewhat More Likely to Support.....23%  
Somewhat More Likely to Oppose .....4%  
Much More Likely to Oppose.....5%

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*T9. The Prescription Drug Affordability Board would be funded by the state and is estimated to cost no more than \$1.5 million dollars annually.*

Total More Likely to Support.....57%  
Total More Likely to Oppose.....30%  
No Difference in Opinion .....10%  
Unsure or Refused.....3%

Much More Likely to Support.....30%  
Somewhat More Likely to Support.....27%  
Somewhat More Likely to Oppose .....13%  
Much More Likely to Oppose.....17%

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*T10. The Prescription Drug Affordability Board would research, review, and establish more affordable costs for the most expensive and unaffordable prescription drugs. The Board would also investigate and review when drug companies sharply increase the cost of a specific drug.*

Total More Likely to Support.....80%  
Total More Likely to Oppose.....9%  
No Difference in Opinion .....9%  
Unsure or Refused.....2%

Much More Likely to Support.....55%  
Somewhat More Likely to Support.....25%  
Somewhat More Likely to Oppose .....3%  
Much More Likely to Oppose.....6%

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*T11. The Prescription Drug Affordability Board would compare the higher costs Americans pay with the costs in other industrialized countries when deciding to establish more affordable costs for prescription drugs.*

Total More Likely to Support.....73%  
Total More Likely to Oppose.....14%  
No Difference in Opinion .....11%  
Unsure or Refused.....2%

Much More Likely to Support.....46%  
Somewhat More Likely to Support.....27%  
Somewhat More Likely to Oppose .....6%  
Much More Likely to Oppose.....8%

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*T12. The Prescription Drug Affordability Board would not set drug prices. Instead, it would cap the amount insurance companies, pharmacies, and drug wholesalers, can negotiate and pay for specific high-cost drugs in Colorado, leading to millions of dollars in savings for Coloradans.*

Total More Likely to Support.....73%  
Total More Likely to Oppose.....14%  
No Difference in Opinion .....10%  
Unsure or Refused.....3%

Much More Likely to Support.....47%  
Somewhat More Likely to Support.....26%  
Somewhat More Likely to Oppose .....5%  
Much More Likely to Oppose.....9%

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**PRESCRIPTION DRUG AFFORDABILITY BOARD OPPOSITION MESSAGE TESTING**

*We are now going to read to you some statements made by opponents of the proposal to create a Prescription Drug Affordability Board. Please tell me whether each statement is a very convincing, somewhat convincing, not very convincing, or not at all convincing reason to oppose the proposal.*



*T13. This proposal creates another government bureaucracy with the power to institute price controls and determine the costs of prescription medication.*

Very and Somewhat Convincing .....49%

Very Convincing ..... 18%

Somewhat Convincing .....31%

Not Very Convincing .....21%

Not At All Convincing.....25%

Unsure or Refused.....5%

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*T14. By lowering costs, this Board will force drug companies to reduce investment in research and development of new drugs.*

Very and Somewhat Convincing .....39%

Very Convincing ..... 14%

Somewhat Convincing .....25%

Not Very Convincing .....23%

Not At All Convincing.....34%

Unsure or Refused.....4%

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*T15. Some drug manufacturers may decide to leave the state in favor of more profitable markets, leaving Coloradans without access to the prescription drugs they need.*

Very and Somewhat Convincing .....38%

Very Convincing ..... 15%

Somewhat Convincing .....23%

Not Very Convincing .....27%

Not At All Convincing.....31%

Unsure or Refused.....4%

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*T16. A board focused only on prescription drugs is unnecessary. Doctors, drug companies, hospitals, and health insurers should work together to develop innovative and flexible ways to reduce costs for medicines and medical procedures.*

Very and Somewhat Convincing ..... 48%

Very Convincing ..... 20%

Somewhat Convincing ..... 28%

Not Very Convincing ..... 18%

Not At All Convincing..... 31%

Unsure or Refused..... 3%

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*T17. Drug companies should not bear all the responsibility for the high costs of prescription drugs. Middlemen like insurance companies and pharmacy benefit managers also determine how much patients actually pay.*

Very and Somewhat Convincing ..... 60%

Very Convincing ..... 23%

Somewhat Convincing ..... 37%

Not Very Convincing ..... 16%

Not At All Convincing..... 20%

Unsure or Refused..... 4%

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**PRESCRIPTION DRUG AFFORDABILITY BOARD SUPPORT MESSAGE TESTING**

*We are now going to read to you some statements made by supporters of the proposal to create a Prescription Drug Affordability Board. Please tell me whether each statement is a very convincing, somewhat convincing, not very convincing, or not at all convincing reason to support the proposal.*

*T18. Nearly one-in-three Coloradans struggle to afford the prescription drugs they need to stay healthy, forcing families to choose between buying their prescriptions or paying rent and buying groceries.*

Very and Somewhat Convincing ..... 78%

Very Convincing ..... 53%

Somewhat Convincing ..... 25%

Not Very Convincing ..... 13%

Not At All Convincing..... 6%

Unsure or Refused..... 3%

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*T19. U.S. consumers pay much higher costs for prescription drugs than consumers in other countries. This proposal will create savings as high as 75% on the current costs of the most unaffordable drugs.*

Very and Somewhat Convincing .....81%

Very Convincing .....54%

Somewhat Convincing .....27%

Not Very Convincing .....9%

Not At All Convincing.....7%

Unsure or Refused.....3%

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*T20. Drug companies spend almost twice as much money on advertising as they do on research and development. Reducing the cost of prescription drugs in Colorado won't impact their overall research and development efforts.*

Very and Somewhat Convincing .....69%

Very Convincing .....42%

Somewhat Convincing .....27%

Not Very Convincing .....16%

Not At All Convincing.....10%

Unsure or Refused.....5%

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*T21. Supporters of a Prescription Drug Affordability Board say that reviewing the costs of drugs is not a new idea. The state already reviews costs for many other essential products – including hospital services, insurance, and electricity. This proposal simply extends the practice to prescription drugs.*

Very and Somewhat Convincing .....65%

Very Convincing .....31%

Somewhat Convincing .....34%

Not Very Convincing .....16%

Not At All Convincing.....15%

Unsure or Refused.....4%

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**PRESCRIPTION DRUG SYSTEM VIEWPOINT COMPARISON**

T22. Which of the following statements comes closest to your view?

- I. The cost of drugs in Colorado and the U.S. needs to be brought in line with the costs in other countries. This Board will put a necessary cap on the cost of unaffordable drugs so that Coloradans can get the medicines they need at a reasonable cost.
  
- II. The proposed Board is unnecessary. The state should let the free market regulate the cost of prescription drugs. The Board will result in reduced investment, limited experimental research, and make important medicines unavailable to Coloradans.

Costs need to be brought down (I).....69%  
Free market regulates the cost (II) .....23%  
Don't Know or Refused .....8%

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T23. Now that you have heard some information about the creation of a Prescription Drug Affordability Board, do you support or oppose it?

Total Support .....71%  
Total Oppose .....24%  
Undecided or Unsure.....5%  
Refused .....0%

Strongly Support.....42%  
Somewhat Support.....29%  
Somewhat Oppose.....10%  
Strongly Oppose .....14%

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T24. In your own words, please describe the reasons why you support the creation of a Prescription Drug Affordability Board.

*\*Verbatim responses in separate document.*

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T25. In your own words, please describe the reasons why you oppose the creation of a Prescription Drug Affordability Board.

*\*Verbatim responses in separate document.*

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*And now I have a few questions for statistical purposes only...*

*T26. Do you or anyone in your family have a medical condition that requires long-term use of expensive drugs?*

Yes.....55%  
No .....43%  
Refused .....2%

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*T27. Which of the following options best describes your main source of health insurance coverage?*

Yes, Covered by Insurance.....94%  
Not Covered by Health Insurance .....5%

Plan Through Employer or Spouse’s Employer.....46%  
Medicare.....17%  
Plan Through Your Parents.....10%  
Plan You Purchased Yourself.....9%  
Medicaid or Health First Colorado .....5%  
Military or Veteran’s Administration.....4%  
Other .....3%  
Refused .....1%

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*T28. Are you male, female or do you identify your gender differently?*

Female.....51%  
Male .....48%  
Identify Differently .....1%  
Unsure or Refused.....0%

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*T29. Which of the following age groups applies to you?*

18-24.....15%  
25-34 .....16%  
35-44 .....18%  
45-54 .....15%  
55-64 .....16%  
65+ .....20%  
Refused .....0%

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*T30. Are you married or single?*

Married ..... 63%  
Single or Unmarried ..... 35%  
Refused ..... 2%

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*T31. Which race, or ethnicity do you most identify with?*

White or Caucasian ..... 80%  
Hispanic, Latino, Latina, LatinX ..... 14%  
Black or African American ..... 3%  
Some Other Race ..... 2%  
Refused ..... 1%

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*T32. Are you the parent or guardian of any child under the age of 18 living in your household?*

Yes ..... 31%  
No ..... 68%  
Refused ..... 1%

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*T33. How would you describe the area where you currently live?*

Suburban Area ..... 45%  
City or Urban Area ..... 26%  
Small Town ..... 14%  
Rural Area ..... 13%  
Refused ..... 2%

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*T34. Last year, what was your total family income before taxes?*

Less Than \$30,000 ..... 13%  
\$30,000 to \$49,000 ..... 13%  
\$50,000 to \$74,000 ..... 18%  
\$75,000 to \$99,000 ..... 14%  
\$100,000 to \$124,000 ..... 9%  
\$125,000 to \$150,000 ..... 8%  
More Than \$150,000 ..... 13%  
Refused ..... 12%

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*T35. What is the highest level of school you have completed or the highest degree you have received?*

Did Not Complete High School .....	2%
Graduated High School.....	12%
Attended Technical or Vocational School .....	4%
Attended Some College, No Degree.....	18%
Graduated Two-Year College, Associates .....	9%
Graduated Four-Year College, Bachelors.....	29%
Obtained Masters, PHD, Professional Degree .....	23%
Refused .....	3%

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**Survey Methodology**

The data collection for this survey was conducted using two interview methods. The first method called and interviewed a randomized sample of registered voters using landline and cell phone sample. The second data collection method sent a text invitation to a randomized sample of cell phone data of registered voters who then participated on their phones or electronic device. The survey data was weighted to be representative of the demographics of the registered voter population in Colorado. The interviews were conducted from December 14<sup>th</sup> to 17<sup>th</sup>, 2020. This survey has a margin of error of +/- 3.84% at the 95 percent confidence interval. Any questions regarding the survey methodology should be directed to David Flaherty of Magellan Strategies or Rick Ridder of RBI Strategies.

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