



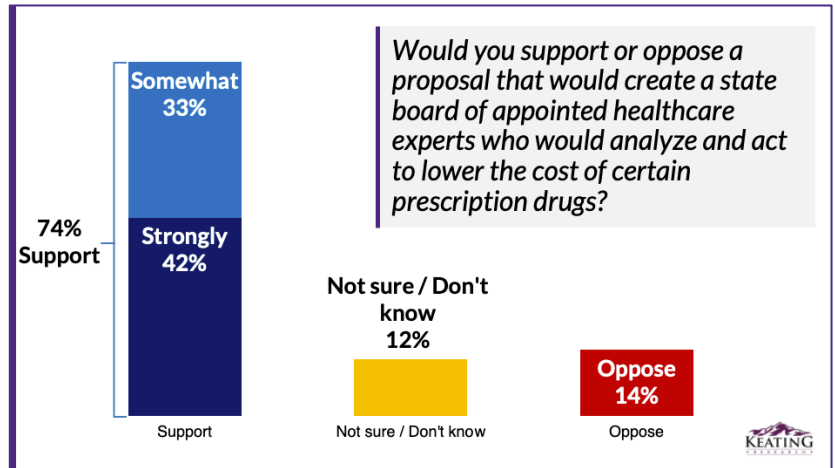
To: Interested Parties  
From: Chris Keating and Jake Martin, Keating Research  
Date: April 30, 2021  
Re: Colorado voters overwhelmingly support a Prescription Drug Affordability Board

Keating Research is recognized by Democrats and Republicans alike as providing extremely accurate polling in Colorado. This polling data is based on an online poll of 528 active voters statewide in Colorado conducted by Keating Research from April 20-26, 2021. For this sample of 528 interviews the worst-case margin of error at the 95% level is plus or minus 4.3%.

### 1) Three quarters of Colorado voters support creating a state board to address rising prescription drug costs.

The vast majority of Colorado voters recognize that action is needed to tackle out-of-control prescription drug costs.

When Colorado voters are asked if they support creating a board of healthcare experts to analyze and act on prescription drug costs, **74% of voters support this policy** while just 14% of voters oppose it and 12% don't know.



For prescription drugs to work, people need to be able to afford them. The Prescription Drug Affordability Board could deliver up to 75% savings on the most unaffordable prescription drugs for Colorado.

### 2) Voters from all demographic groups support analyzing and acting on prescription drug costs.

This policy is supported by voters across the political spectrum – including support from **89% of Democrats, 74% of Unaffiliated voters, and a majority (60%) of Republican voters**. A substantial majority of voters throughout Colorado support action to lower prescription drug costs, including:

- ✓ By **Women** (77% support) and **Men** (71% support);
- ✓ By **younger voters age 18-49** (71% support) and **older voters age 50+** (78% support);
- ✓ By white voters (76%) and **Latino** voters (82%);
- ✓ And in every region in Colorado including **Denver and Boulder counties** (79% support); the **five suburban counties of Adams, Arapahoe, Broomfield, Douglas, and Jefferson** (73% support); the **Front Range counties of Larimer, Weld, Pueblo, and El Paso** (76% support), and the **53 more rural counties** (68% support).

Despite the prescription drug industry hiring hundreds of lobbyists to oppose this policy, Colorado voters are sending a clear message in these poll results: they want access to the medicine they need at a reasonable cost.



528 active voters statewide in Colorado

**Field:** April 20 – 26, 2021

**Margin of Error:** +/- 4.3%

**Keating Research – Colorado Poll – April 2021**

C1. 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?

Support .....	74%
Oppose .....	14%
Strongly support .....	42%
Somewhat support.....	33%
Somewhat oppose .....	6%
Strongly oppose .....	8%
Don't know / undecided .....	12%

The **Colorado Poll** results are based on a sample of 528 respondents to an online poll among active voters statewide in Colorado. The poll was conducted from April 20 –26, 2021. The worst-case margin of error at the 95% level for a sample of 528 is plus or minus 4.3%.