

To: West Health
From: Global Strategy Group
Date: May 2021
Re: Survey Shows Voters in New Jersey want to see Health Reform

The following memo outlines key findings from research conducted by Global Strategy Group for West Health in New Jersey. This research investigated voter attitudes towards health care policy at the federal level and found broad support for a variety of reform measures. It is evident from our research that lowering the cost of health care is top of mind for voters across the political spectrum and should be a top priority for leaders in Washington.

The data below outlines key attitudinal questions among critical demographics.

Health care reform is a top priority for voters in New Jersey. Nearly all New Jersey voters say that health care costs are a real priority for the U.S. Senate to address (98% top/major priority) and more than half of them say it is their top priority (55%). Health care costs is an especially high priority for voters 45-64 (61% top priority), women 55 and older (63%), non-college women (65%), African American voters (65%), Democrats (66%) and independents (63%).

Prescription drug prices are a high priority for voters in New Jersey (93% top/major priority) and a top priority for more than a third New Jersey voters (37% top priority). Groups that tend to rank prescription drug prices as a top priority include voters 65 and older (44%), women 55 and older (57%), non-college women (47%), African American voters (51%), and Democrats (44%).

Voters in New Jersey believe prescription drug prices are rising. More than two-thirds of voters in New Jersey say that they think drug prices are going up (67% going up). Those most likely to think that drug prices are going up include men (74%), voters 18-44 (73%), men 55 and older (75%), and non-college men (79%).

Almost a third of voters say that they or someone in their household could not pay for prescription drugs that were prescribed by their doctor in the past year (30%). This is especially true among voters 18-44 (41%), non-college voters (37%), non-college men (41%), African American and Hispanic voters (52%), and Democrats (33%).

More than a tenth of New Jersey voters say that they knew someone who had died in the past five years because they could not afford their medication (14%). Those most likely to have known someone to die due to lack of ability to afford include voters 18-44 (23%), and men 18-54 (24%).

There is broad support for a variety of health care reforms. An overwhelming majority of voters in New Jersey support requiring drug companies to negotiate with Medicare for lower prescription drug prices for all Americans (84% support/6% oppose). This broad support is consistent across demographics and there is particularly strong support among voters 45-64 (90% support), women 55 and older (91%), and Asian American voters (91%). There is overwhelming support across the partisan spectrum with Democrats (88%), independents (76%), and Republicans (80%) all supporting this measure.

Voters show a preference for broader reforms. A large majority say that they support giving *Medicare the power to negotiate prescription drug prices for all Americans, including those who get insurance through their employer* (67%) over giving *Medicare the power to negotiate prescription drug prices only for people who are on Medicare* (33%). This support for allowing Medicare to negotiate for all Americans is particularly strong among college women (71%), and African American voters (84%). Democrats (75%) are most in favor of broader Medicare negotiation power, but there is also solid support among independents (66%), and Republicans (58%).

Voters believe the benefit of reducing drug prices outweighs the negative impact on innovation and standards. Voters in New Jersey are much more likely to agree with the statement *we should allow Medicare to negotiate with drug companies to make drugs and medication more affordable to patients* (71%) than the statement *by letting Medicare dictate prescription drug prices, we will undercut drug companies' ability to innovate and develop new drugs* (11%). This sentiment held across the partisan spectrum with the majority of Democrats (77%), independents (53%), and Republicans (68%) sharing it.

ABOUT THE POLL

Global Strategy Group conducted a survey of 609 registered voters in New Jersey between April 29 and May 4, 2021. The survey had a margin of error of +/- 4.0%. Care has been taken to ensure the geographic and demographic divisions of the populations of actual voters are properly represented.