

January 17<sup>th</sup>, 2020



TO: Interested Parties

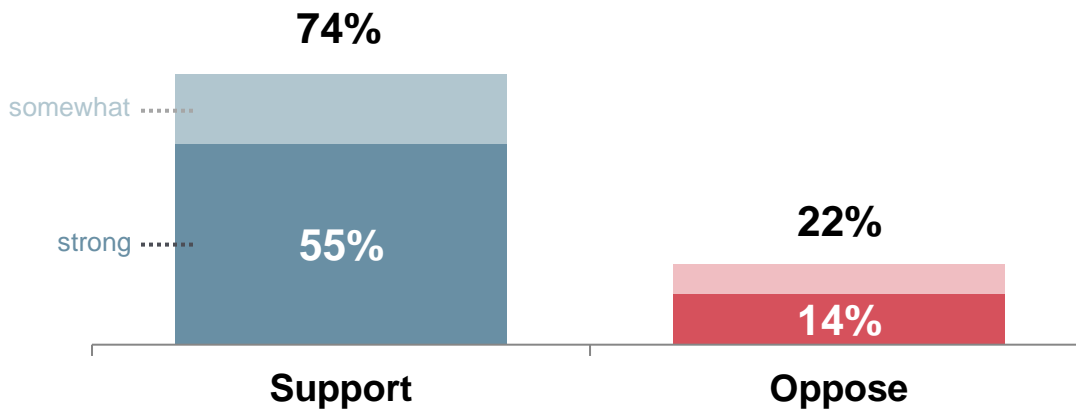
FR: Strategies 360 Research

RE: Voter opinions on healthcare reforms in Colorado

A new Strategies 360 survey conducted on behalf of the State Innovation Exchange (SiX) reveals broad support for healthcare reforms under consideration in Colorado.<sup>1</sup> Key findings include:

**Nearly three-quarters of Colorado voters (74%) favor setting limits on how much drug companies can charge for some of the most expensive prescription drugs.** Over half of voters (55%) would *strongly* support this legislation. This sentiment is echoed across demographics, including ideology, with liberal enthusiasm (81%) nearly matched by that of conservatives (71%) and moderates (74%). Further, support among Unaffiliated voters reaches 71%.

### Prescription Drug Affordability



*“Do you support or oppose the state of Colorado setting upper limits on how much drug companies can charge for some of the more expensive prescription drugs in Colorado?”*

<sup>1</sup> Strategies 360 conducted a survey of 600 registered voters in Colorado from January 2-5, 2020. Interviews were conducted on landlines and cell phones. The margin of error for a survey of 600 interviews is  $\pm 4.0\%$  at the 95% confidence level; error is higher among subgroups.

**Voter support for limiting drug costs is stable even in the face of criticism.** Even after hearing messages from supporters and opponents of this legislation, support doesn't budge, remaining at 74%. Equally important, intensity of support remains statistically unchanged (56% strong) after arguments.

*Opponents say drug prices are high enough in Colorado already—let's not make them worse with government-run, socialist health care policies like letting government dictate what private companies can and cannot do. As soon as we start down this road, we won't be able to go back.*

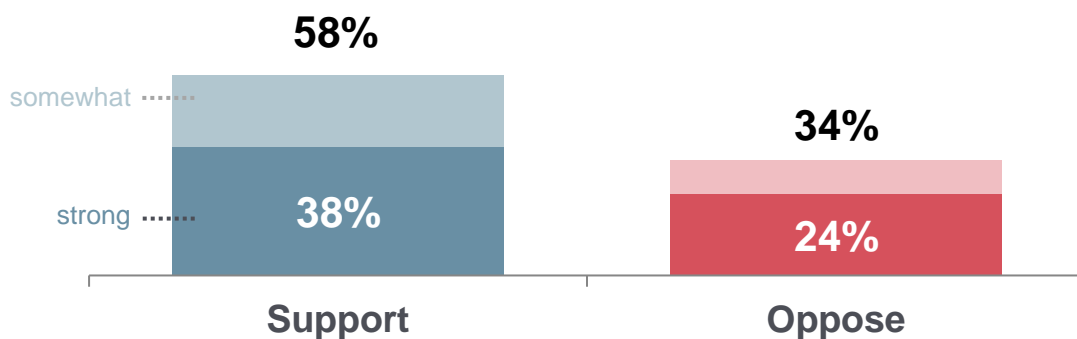
*Supporters say prescription drugs don't work if people can't afford them. Prices keep going up, with drug companies often spending more on advertising than research—and reaping enormous profits. Coloradans need a watchdog to ensure that drug costs remain within reach for all.*

*Having heard more, let me ask you again: do you support or oppose the state of Colorado setting upper limits on how much prescription drug companies can charge for some of the more expensive prescription drugs in Colorado?"*

<b>SUPPORT</b> .....	<b>74%</b>
<b>OPPOSE</b> .....	<b>22%</b>
Strongly support.....	56%
Somewhat support .....	19
Somewhat oppose .....	8
Strongly oppose .....	14
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UNSURE/REFUSE .....	3

**Creating a public health insurance option earns majority support.** Liberals (82%) and moderates (63%) favor a public option by wide margins, as do a significant minority of conservatives (41%). The proposal is particularly popular among voters of color (68%) and earns majority support in all regions of the state, including the West Slope (55%).

### Creating a Public Option



*"Do you support or oppose the state offering a government-sponsored health insurance plan – sometimes called a public health insurance option – that would compete with private insurance plans here in the state of Colorado?"*