A new Strategies 360 survey conducted on behalf of the State Innovation Exchange (SiX) reveals broad support for healthcare reforms under consideration in Colorado.¹ 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%.

¹ 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 ±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?*

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?”