Summary Report of Findings From the Critical Insights on Maine™ Survey for the Consumers for Affordable Healthcare Foundation

May 2017
Introduction
Background & Methodology

- Each Spring and Fall, Critical Insights, a division of the Digital Research Group, conducts the *Critical Insights on Maine™* tracking survey, a comprehensive, statewide public opinion survey of registered voters that covers a variety of topics of interest to businesses, government, and the general public.

- *Critical Insights on Maine™* has been documenting the attitudes, perceptions, and preferences of Maine’s residents for more than 20 years, making it the longest-running consistently-administered tracking survey in the Northeast.
  - In addition to general interest items (the results of which are released to the media as a public service), the survey also includes a number of proprietary items for sponsoring entities, with results of those items released only to those sponsors.

- For the current wave of the study, Critical Insights completed a total of 600 surveys (300 via telephone – including cell phones – and 300 online) with voters across the state between April 8 and April 25, 2017.
  - With a total sample of 600, results presented here have an associated sampling error of +/- 3.9 percentage points at the 95% confidence level.
  - All surveys were conducted with registered voters who live in Maine; final data were statistically weighted to reflect the demographics of the population in Maine.
  - On average, the entire survey instrument was 20 minutes in administrative length – including both general interest items and all proprietary subscriber items.

- This document presents results of questions proprietary to the Consumers for Affordable Healthcare Foundation.
Proprietary Results
Nine out of ten Maine voters believe it is important that politicians support efforts to make prescriptions more affordable (88%), including two out of three who believe it is very important (64%).

88% believe these efforts are important.

How important is it to you that politicians support efforts to make prescription drugs more affordable?

- Very Important: 64%
- Somewhat Important: 24%
- Not Too Important: 6%
- Not at all Important: 3%
- Not sure: 3%

(n=600)
A very large majority of voters favor a cost reduction proposal for prescriptions currently being considered (85%), with half strongly favoring that proposal (52%).

Support for Cost-Reduction Proposal

- **85%** support the proposal.
- **52%** Strongly Favor
- **33%** Somewhat Favor
- **5%** Somewhat Oppose
- **3%** Strongly Oppose
- **7%** Not sure

There is a proposal in Maine this year to require major drug corporations to report details on how they set their prices, including information such as marketing costs, manufacturing costs, profits, research and development, and how much of their research and development costs are paid with public money. The goal is to keep prescription prices reasonable through more transparency and competition. Do you...?
A majority of voters believe that each of seven tested methods for reducing prescription drug costs would be effective – many believe the methods would be very effective.

Effectiveness of Cost-Reduction Methods

- Limiting the amount drug companies can charge for high-cost drugs for illnesses like hepatitis or cancer: 78%
  - Very Effective: 51%
  - Somewhat Effective: 27%
- Allowing the federal government to negotiate with drug companies to get a lower price on medications for people on Medicare: 75%
  - Very Effective: 44%
  - Somewhat Effective: 31%
- Requiring drug companies to release information to the public on how they set their drug prices: 72%
  - Very Effective: 43%
  - Somewhat Effective: 29%
- Creating an independent group that oversees the pricing of prescription drugs: 69%
  - Very Effective: 34%
  - Somewhat Effective: 35%
- Allowing Americans to buy prescription drugs imported from outside the U.S.: 68%
  - Very Effective: 38%
  - Somewhat Effective: 30%
- Eliminating prescription drug advertisements: 58%
  - Very Effective: 32%
  - Somewhat Effective: 26%
- Encouraging people to buy lower-cost drugs by requiring them to pay a higher share if they choose a similar, higher-cost drug: 52%
  - Very Effective: 20%
  - Somewhat Effective: 31%

How effective do you think each of the following actions would be in keeping prescription drug costs down? (n=600)