

TO: PhRMA
FR: Morning Consult
DT: September 2024
RE: August Registered Voter Survey Results

Prepared for PhRMA



Morning Consult ran a survey, on behalf of PhRMA, focusing on voter issue priorities and health care issues facing the country. The key findings from the survey are as follows:

Key Findings

- When asked about the single most important issue for voters heading into the November 2024 election for U.S. president, 35% of voters identify the economy as their top issue. Voters indicate that prescription medicines (1%) are near the bottom of their issues heading into the elections this fall, while health insurance costs and coverage presents a larger (5%) issue for voters.
 - This is true across the political spectrum, with 1% of Democrats and independents, and Republicans indicating that prescription medicines as their top issue for the elections this fall.
- When asked specifically about what are the most important health care issues heading into the November 2024 election, 29% say that out-of-pocket health care costs and 28% say the cost of health insurance premiums are their top two most important issues.
- When faced with a binary choice between which is a bigger problem facing the country – *health insurance costs getting more expensive and covering less* or *prescription drugs getting more expensive and harder to access* – seven-in-ten (73%) voters identify health insurance costs getting more expensive and covering less as a bigger problem.
 - This is true across the political spectrum as well, with strong majorities of Democrats (71%), independents (73%), and Republicans (75%) in agreement that health insurance coverage getting more expensive and covering less is a bigger problem facing the country.

Methodology: This survey was conducted August 27th – 29th among a sample of 1,935 registered voters nationally. The interviews were conducted online, and the data was weighted to approximate a target sample of registered voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the surveys have a margin of error of plus or minus 2 percentage points.