

To: Interested Parties
Fr: Lake Research Partners
Re: Public Opinion on Prescription Drug Prices and Policy Reforms¹
Date: June 9, 2026

Lake Research Partners designed and administered a survey commissioned by the Pharmaceutical Reform Alliance, which was conducted April 15 to 21, 2026 by phone (by landline and cell phones) using professional telephone interviewers and text to online (a portion of the sample received a text to their cell phone with a link to complete the survey online). The survey reached a total of 1,200 registered, likely 2026 voters across Battleground States and House Districts,² including a base sample of 1,000 registered, likely 2026 voters and oversamples of 100 Black voters and 100 Latino/a voters.

Our survey research was conducted to test battleground voters' attitudes toward health care, including prescription drug prices and the importance of congressional action to make prescription drugs more affordable. The survey also explored voter support for several policy proposals related to prescription drug pricing – all of which found overwhelming bipartisan support.

Affordability isn't just a buzzword. Battleground voters, especially Democrats, believe access to affordable health care needs to be addressed, prescription drug prices in the United States have been getting more expensive, and pharmaceutical companies are taking advantage of them.

- **Access to affordable health care** (32%) and **protecting programs like Medicare and Medicaid** (27%) are the top two health care related issues voters want to see addressed. One in 10 voters also want to see **predatory pricing practices in the health care industry** addressed.
- **More than three-quarters of voters say it is extremely/very important to make prescription drugs more affordable and easier to access (77%),** including 83% of Democrats, 76% of Independents, and 70% of Republicans.
- **More than two-thirds of voters say prescription drug prices in the United States have been getting more expensive – 68% more expensive, 39% much more expensive.** Voters across the political spectrum are noticing the increased costs: 55% of Republicans, 73% of Independents, and 78% of Democrats all say prescription drug prices have gotten more expensive.
 - When asked who or what is responsible for the higher costs, a plurality of voters blame the profits made by pharmaceutical companies (24%), followed by pharmaceutical companies engaging in unethical business practices (18%). In fact, when combining answer categories, more than six in ten voters assign blame to parts of the pharmaceutical industry [profits (24%), unethical business practices (18%), drug

¹ See p. 4 for full methodological note.

² AK, GA, KS, ME, NH, AZ-01, AZ-06, CA-13, CA-22, CA-45, CA-48, CO-08, FL-23, IA-01, IA-03, MI-07, NC-01, NE-02, NJ-07, NJ-09, NM-02, NV-03, NY-03, NY-04, NY-17, NY-19, OH-01, OH-09, PA-07, PA-08, PA-10, TX-28, TX-34, VA-01, VA-02, VA-07, WA-03, and WI-03.

company CEOs increasing their compensation (10%), and drug company lobbyists (10%).

- These negative views continue with more than 9 in 10 voters agreeing that pharmaceutical companies are taking advantage of the healthcare system to benefit their shareholders and CEOs (94% agree, 72% strongly agree). Worse, voters agree that while Big Pharma drives up the cost of life-saving medications, American families and our vulnerable seniors and children are paying the price (91% agree, 70% strongly agree). These are core values and cut across party lines.

Battleground voters want to see congressional action to reduce the price of prescription drugs, with strong intensity across partisan lines led by Democrats. Voters strongly support policy proposals that strictly limit the pharmaceutical industry's influence on politics and address unfair drug pricing practices through patent reforms and bringing the cost of American prescription medications down to the lowest price paid by other wealthy countries.

- In a head-to-head debate, nearly six-in-10 voters (59%) believe **prescription drug prices have not gone down enough and the federal government needs to do much more to reduce prices** and only 7% of voters believe **that the federal government has lowered prescription drug prices and delivered relief to Americans**. Even Republicans don't believe the federal government has lowered prescription drug prices and delivered relief (11% say the government has lowered prices and 40% believe the federal government needs to do much more).
- **Nine in 10 voters say it is important for Congress to take action to reduce the price of prescription drugs, including 66% who say taking action is very important.** Intensity is strong across partisan lines (74% of Democrats, 60% of Independents, and 61% of Republicans say it is very important). More than three-quarters of Black voters (77%) also believe it is very important for Congress to act.
- **Voters strongly support policy proposals that strictly limit Big Pharma's influence on politics.**
 - Three-quarters or more strongly support policies to strictly limit both the amount of money pharmaceutical companies can spend on political lobbying (90% support, 76% strongly) as well as the amount of money political candidates and their campaigns can fundraise from pharmaceutical companies (88% support, 75% strongly). These are solid bipartisan proposals.
- **Voters also support policy proposals that address unfair pharmaceutical company practices, like price gouging. Again, there is strong bipartisan support.**
 - More than seven in 10 voters strongly support a proposal to require pharmaceutical companies to lower the prices they charge Americans so that we aren't paying more than other wealthy countries for the same medications (91% support, 73% strongly).

- More than two-thirds also strongly support cracking down on pharmaceutical companies that make minor changes just to extend their patents and block generic drugs from coming to market (83% support, 67% strongly).

There is also bipartisan appeal for holding Big Pharma accountable, with Democrats showing strong agreement.

- An overwhelming majority agree with the following statement: *I support a bipartisan approach to holding Big Pharma accountable and putting the American people before the industry's profits* (91% agree, 69% strongly agree). Voters across partisan lines strongly agree, including 77% of Democrats, 69% of Independents, and 60% of Republicans.

Heading into the midterms, it is clear that addressing prescription drug prices and Big Pharma's actions are voting issues with strong bipartisan support. Voters say learning a candidate supports policy proposals related to campaign finance, patent reforms, and pricing would make them much more likely to vote for that candidate. Democrats are especially likely to make these voting issues.

- *Place strict limits on the amount of money pharmaceutical companies can spend on political lobbying on elected officials in Washington, D.C.* – 85% more likely, 61% much more likely (Democrats 90% more likely, 69% much more likely)
- *Place strict limits on the amount of money political candidates and their campaigns can fundraise from pharmaceutical companies.* – 85% more likely, 61% much more likely (Democrats 88%, 66%)
- *Require pharmaceutical companies to lower the prices they charge Americans for prescription medications so that Americans aren't paying more than other wealthy countries for the same medications.* – 85% more likely, 60% much more likely (Democrats 88%, 64%)
- *Crack down on pharmaceutical companies that make minor, clinically insignificant changes to existing drugs just to extend their patents and block cheaper generic drugs from coming to market.* – 80% more likely, 55% much more likely (Democrats 84%, 60%)

Methodological Note

Lake Research Partners designed and administered a phone survey that was conducted April 15 to 21, 2026 by text to online (a portion of the sample received a text to their cell phone with a link to complete the survey online) and phone using professional telephone interviewers. The survey reached a total of 1,200 registered, likely 2026 voters across the following battleground states and House Districts: AK, GA, KS, ME, NH, AZ-01, AZ-06, CA-13, CA-22, CA-45, CA-48, CO-08, FL-23, IA-01, IA-03, MI-07, NC-01, NE-02, NJ-07, NJ-09, NM-02, NV-03, NY-03, NY-04, NY-17, NY-19, OH-01, OH-09, PA-07, PA-08, PA-10, TX-28, TX-34, VA-01, VA-02, VA-07, WA-03, and WI-03, including a base sample of 1,000 registered, likely 2026 voters and oversamples of 100 Black voters and 100 Latino/a voters. The oversamples were weighed down into the base sample to reflect their proper proportion of the universe for a total sample size of 1,000.

Survey respondents were drawn from TargetSmart voter file and screened to be registered, likely 2026 voters. The data is statistically weighted to ensure the sample's demographic and political composition reflects that of likely 2026 voters. The base sample of likely 2026 voters was weighted by 4-way census region, region by gender, age, race, race by gender, education, party ID within gender/age, party ID within region, partisanship score, and partisanship score by the Cook Political Report categories (Lean D, Lean R, and Toss Up regional categories). The Black voter sample was weighted by education and partisanship score. The Latino/a voter sample was weighted by gender, party identification, education, and partisanship score.

The margin of error is +/- 2.8%. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in a sample of 1,200 likely voters answered "Yes" to a particular question, we can be 95% confident that the true percentage will fall within 2.8 points, or from 47.2% to 52.8%. The margin of error for subgroups is higher.