

To: Interested Parties
Fr: Lake Research Partners
Re: Public Opinion on Prescription Drug Prices and Policy Reforms¹
Date: October 8, 2026

Lake Research Partners designed and administered a survey commissioned by the Pharmaceutical Reform Alliance, which was conducted between August 11-18, 2026, by phone (landline and cell phone) 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 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 was conducted to assess battleground voters' attitudes toward health care, including prescription drug prices and the importance of congressional action to make prescription drugs more affordable. Findings clearly show that health care affordability, like broader economic and affordability concerns plaguing America, is top of mind for battleground voters and a topic drawing enthusiastic support. **Voters want candidates who will commit to reining in pharmaceutical companies and lowering prescription drug prices. Moreover, voters strongly agree that Americans should not pay more than people in other countries for the same prescription drugs, and they will vote for congressional candidates who support legislation to address this situation.**

Below are some key takeaways:

- **As voters decide for whom to vote in the upcoming midterms, a majority say both lowering the cost of living and making health care more affordable are top priorities.**
 - Eighty-six percent (86%) of voters say lowering the cost of living is a top/major priority, including 59% who say it is a top priority.
 - Making health care more affordable is a top/major priority for 80% of voters as well, including 54% who say it is a top priority.
 - Across partisan lines, making health care more affordable is a top/major priority for 65% of Republicans, 79% of Independents, and 96% of Democrats.
- **Nearly three-quarters (72%) of voters say prescription drug prices in the United States have been getting more expensive, and 45% say they've been getting much more expensive.**
 - Voters across the political spectrum are noticing the increased costs of prescription drugs, including 55% of Republicans, 74% of Independents, and 83% of Democrats.

¹ See p. 4 for full methodological note; Quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.

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.

- When asked who or what is responsible for the higher costs, 59% of voters assigned blame to some part of the pharmaceutical industry in their responses.
 - A breakdown of the answer categories indicates the plurality of voters blame profits made by pharmaceutical companies (28%), followed by unethical business practices by pharmaceutical companies (13%), then drug company lobbyists (10%), and drug company CEOs increasing their compensation (8%).
- More than two-thirds (69%) of voters, including 79% of Democrats, 61% of Independents, and 62% of Republicans, say it is extremely/very important to make prescription drugs more affordable and easier to access.
- **Nine in 10 voters agree that *prescription drug pricing reform is a bipartisan issue that Democrats and Republicans in Congress need to prioritize* (91% agree, 65% strongly agree).³**
 - Nearly ***all voters agree that Americans should not pay more for the same prescription drugs than people in other countries*** (95% agree, 78% strongly agree).
 - **86% of voters** — across party lines — say they are more likely to vote for a candidate who supports this legislation. Within that, 51% of Democrats and 51% of Republicans say they are much more likely to vote for such a candidate.
- Voters say they will **reward a candidate or elected official who supports Most Favored Nation (MFN) legislation, and they will be less inclined to vote for someone who does not.**
 - **Seventy-three percent (73%) of voters believe their member of Congress should vote for Most Favored Nation legislation and pass it into law,[^] including 61% who strongly believe this.**
 - Across partisan lines, 58% of Democratic voters, 72% of Republican voters, and 49% of Independent voters strongly believe their member should vote for this legislation.
 - **If their member of Congress voted against MFN legislation, 40% of voters say they would be less likely to vote for them in the next election.**
 - Republicans are especially likely to say they would be less likely to vote for their member (62%).[^]
 - Moreover, at least two-thirds of voters across partisan lines, including 67% of both Independents and Republicans and 70% of Democrats, say their member's credibility on the issue of cost of living and affordability would be impacted a

³ All items with a ^ throughout this memo were split sampled.

lot/some if they voted against MFN, with 40% overall saying it would be impacted a lot.

- **Calling out Big Pharma’s web of influence and its correlation to high prescription drug prices is strongly supported.** Voters strongly support policy proposals that strictly limit Big Pharma’s influence on politics, whether it be through strict limits on the amount of money pharmaceutical companies can spend on political lobbying or strict limits on the amount of money political candidates and their campaigns can fundraise from pharmaceutical companies.⁴
 - Seventy-nine percent (79%) of voters strongly support policies to strictly limit both the amount of money pharmaceutical companies can spend on political lobbying and the amount of money political candidates and their campaigns can fundraise from pharmaceutical companies. Ninety-one percent (91%) of voters strongly/somewhat support both policies.
 - About two-thirds (65%) of voters say they would be much more likely to vote for a candidate who supported *placing strict limits on the amount of money pharmaceutical companies can spend on political lobbying on elected officials in Washington, D.C. and placing strict limits on the amount of money political candidates and their campaigns can fundraise from pharmaceutical companies.*
- **Voters also support policy proposals that address unfair pharmaceutical company practices, like cheating the patent system and price gouging.**
 - Seventy percent (70%) of voters strongly support cracking down on pharmaceutical companies that make minor changes just to extend their patents and block cheaper generic drugs from coming to market.
 - **An overwhelming majority of voters (85%) say they would be more likely to vote for a candidate who supports** *cracking 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, including 55% who are much more likely to support them. This policy receives strong support across partisan lines with 55% of both Democrats and Republicans saying they are much more likely to vote for the candidate who supports it.*
 - Seventy-four (74) percent of voters say cracking down on the pharmaceutical industry's price gouging is a top/major priority when deciding who to vote for, including 80% of Democrats, 68% of Republicans, and 71% of Independents.

⁴ All policies split sampled.

Methodological Note

Lake Research Partners designed and administered a phone survey that was conducted between August 11-18, 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 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 weighted 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 and screened to be registered, likely 2026 voters. The data are statistically weighted to ensure the sample's demographic and political composition reflect that of likely 2026 voters. The base sample of likely 2026 voters was weighted by gender, 4-way census region, gender within region, age, race, gender within race, education, party identification, gender within party identification, party identification within region, and party identification within the Cook Political Report regional categories. The Black voter sample was weighted by gender, 4-way census region, age, party identification, and education. The Latino/a voter sample was weighted by gender, age, and education.

The margin of error is ± 2.8 percentage points. 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.