



July 28, 2016

**To:** Interested Parties

**From:** Ben Tulchin, Corey O'Neil, Kiel Brunner, and Tia Seltzer;  
Tulchin Research

**Re: California Statewide Survey Shows Strong Support for Proposition 61, the Ballot Measure to Lower Prices on Prescription Drugs**

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Tulchin Research recently conducted California statewide survey research among 800 likely voters to assess the prospects of Proposition 61, a statewide ballot measure to help reduce the state's prescription drug costs by requiring the state to purchase drugs from drug companies at the lowest price those companies charge the federal government. The results reveal strong bipartisan support for the measure across the state. The memo below shows key findings from our recent statewide survey measuring public support for Proposition 61.

### Key Findings

The survey finds that nearly three-quarters of voters would vote yes in support of Proposition 61 (73% yes with leaners, 66% without leaners) when presented the measure's title and summary, including four out of 10 (41%) who say they would *definitely* vote yes, while just 13% of voters would oppose the measure (12% without leaners) and 14 percent are currently undecided. The table below illustrates the question wording and the exact breakdown of support.

#### Proposition 61 Vote

*Here is the title and summary of a measure that will appear on the ballot this November.*

**State Prescription Drug Purchases. Pricing Standards. Initiative Statute.**

*Prohibits state agencies from paying more for a prescription drug than the lowest price paid for the same drug by the United States Department of Veterans Affairs. Applies to any program where the state is the ultimate payer for a drug, even if the state does not purchase the drug directly. Exempts certain purchases of prescription drugs funded through Medi-Cal. Fiscal impact: It is the opinion of the Legislative Analyst and Director of Finance that the measure, if adopted, may result in a substantial net change in state or local finances.*

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*

*(If yes/no – is that definitely or probably; If undecided – which way do you lean?)*

	<u>With Leaners</u>	<u>Without Leaners</u>
<b>TOTAL YES</b>	<b>73%</b>	<b>66%</b>
Definitely yes	41%	41%
Probably yes	25%	25%
Lean yes	7%	--
<b>TOTAL NO</b>	<b>13%</b>	<b>12%</b>
Definitely no	6%	6%
Probably no	6%	6%
Lean no	1%	--
<b>Undecided</b>	<b>14%</b>	<b>22%</b>
<b>Yes - No</b>	<b>+60</b>	<b>+54</b>

Furthermore, the strong majority support for Proposition 61 extends to key demographic groups across the state including party, region, ethnicity and age as the table below shows.

**Support for Proposition 61 by Demographic Group**  
**(total yes % includes leaners in response to the title and summary)**

	Total Yes	Total No	Undecided	Yes-No
<b><u>TOTAL</u></b>	<b>73%</b>	<b>13%</b>	<b>14%</b>	<b>+60</b>
<b><u>Party</u></b>				
Democrat	77%	12%	11%	+66
Republican	70%	17%	13%	+53
No Party Preference/other	68%	11%	21%	+56
<b><u>Region</u></b>				
L.A. County	79%	11%	10%	+68
L.A. Area	71%	11%	18%	+60
Bay Area	70%	14%	16%	+56
San Diego	74%	17%	9%	+57
Sacramento/North	73%	14%	14%	+59
Central Valley	69%	18%	13%	+50
<b><u>Ethnicity</u></b>				
White	75%	13%	12%	+62
Latino	72%	14%	14%	+58
Black	81%	5%	14%	+75
Asian	59%	16%	25%	+43
<b><u>Age</u></b>				
18-49	73%	14%	13%	+59
50+	73%	13%	14%	+60

The strong support voters show for Proposition 61 is driven largely by the core concept within the measure that aims to “prohibit state agencies from paying more for a prescription drug than the lowest price paid for the same drug by the United States Department of Veteran Affairs” (verbatim language from the initial title and summary that was tested in the survey). Voters clearly understood what this measure is trying to do as nearly three-quarters of voters support this specific element of the measure (74% total support, 40% strongly support), essentially matching the Yes vote on the measure itself (73% yes).

**Voters Support What Proposition 61 Does**

***Please indicate whether you strongly support, somewhat support, somewhat oppose or strongly oppose the following item:***

***Prohibits state agencies from paying more for a prescription drug than the lowest price paid for the same drug by the United States Department of Veterans Affairs.***

<b>Total Support</b>	<b>74%</b>
Strongly Support	40%
Somewhat Support	34%
<b>Total Oppose</b>	<b>15%</b>
Strongly Oppose	6%
Somewhat Oppose	9%
Undecided	11%
<b>Support – Oppose</b>	<b>+58</b>

Our research finds Proposition 61, the measure to lower drug prices in California, carries strong support among voters across the state and across key demographic groups. Voters recognize the high cost of prescription drugs and support this effort to address the problem.

***Survey Methodology:*** *Tulchin Research conducted a statewide online survey in California among 800 likely November 2016 voters. Interviews were conducted from July 21-24, 2016. The margin of error for this survey is +/- 3.46 percent.*