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Prop. 61, the prescription drug purchases and pricing initiative, holds big early lead, but many voters are undecided.

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PROP. 61, THE PRESCRIPTION DRUG PURCHASES AND PRICING INITIATIVE, HOLDS BIG EARLY LEAD, BUT MANY VOTERS ARE UNDECIDED.

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By Mark DiCamillo, Director, *The Field Poll*

According to a new statewide *Field/IGS Poll*, conducted jointly by *The Field Poll* and the Institute of Governmental Studies at UC, Berkeley, Proposition 61, the closely watched prescription drug purchases and pricing standards initiative, is receiving the support of about three times as many voters as those opposing it. When likely voters are presented with Prop. 61's official ballot summary that they will see when voting in the November election, 50% say they are now inclined to vote Yes, while just 16% are inclined to vote No. However, a large and well-distributed proportion of likely voters (34%) are undecided.

Initial support for the prescription drug initiative is broad-based, with majorities or pluralities of likely voters across all of the state's major demographic and regional subgroups lining up on the Yes side. However, the relatively large segment of undecided voters is equally broad-based.

This indicates that while many Californians are instinctively supportive of the initiative's stated intent, to attempt to take action against rising prescription drug prices, many voters are also initially reticent about taking a stand until they learn more about the initiative.

Part of this may be due to the cautionary fiscal impact statement that is included as part of Prop. 61's official ballot summary. It states that potential savings are "of an unknown amount depending on (1) how the measure's implementation challenges are addressed and (2) the responses of drug manufacturers regarding the provision and pricing of their drugs."

Likely voters supporting Prop. 61 three-to-one, but many are undecided

The *Field-IGS Poll*, conducted using the YouGov Internet panel, presented voters with the exact ballot title and wording of Proposition 61 that they will see when voting in the November election, and asked how they would vote if the election were held today. In this setting, 50% say they would vote Yes, 16% would vote No, while 34% remain undecided.

Table 1
Likely voter preferences regarding Prop. 61 (Prescription Drug Purchases, Pricing Standards) after being presented with its official ballot label

PROPOSITION 61: STATE PRESCRIPTION DRUG PURCHASES, PRICING STANDARDS. INITIATIVE STATUTE. Prohibits state from buying any prescription drug from a drug manufacturer at price over lowest price paid for the drug by United States Department of Veterans Affairs. Exempts managed care programs funded through Medi-Cal. Fiscal Impact: Potential for state savings of an unknown amount depending on (1) how the measure's implementation challenges are addressed and (2) the responses of drug manufacturers regarding the provision and pricing of their drugs.

	<u>September 2016</u>
<u>Vote intentions on Prop. 61</u>	
Yes	50%
No	16
Undecided	34

Early support for Prop. 61 is broad-based, but many are undecided

While support for Prop. 61 is broad-based, the subgroups of the likely voter population who are most supportive include Democrats, liberals, voters in Los Angeles County and the nine-county San Francisco Bay Area, college graduates, those under age 30, and Latinos.

However, the profile of undecided voters is also broad-based, and includes greater than one in four voters across every major segment of the likely voter population.

Table 2			
Voter preferences regarding Proposition 61 (State Prescription Drug Purchases, Pricing Standards) across subgroups of the likely voter population			
	<u>Yes</u>	<u>No</u>	<u>Undecided</u>
Total likely voters	50%	16	34
<u>Party registration</u>			
Democrat	62%	8	30
Republican	33%	26	41
No party preference/other	51%	17	32
<u>Political ideology</u>			
Conservative	39%	28	33
Moderate	51%	16	33
Liberal	61%	6	33
<u>Area</u>			
Coastal counties	52%	15	33
Inland counties	47%	17	36
<u>Region</u>			
Los Angeles County	55%	16	29
South Coast	47%	14	39
Other Southern CA	42%	17	41
Central Valley	50%	19	31
San Francisco Bay Area	55%	15	30
Other Northern CA*	39%	10	51
<u>Gender</u>			
Male	53%	20	27
Female	48%	12	40
<u>Age</u>			
18-29	64%	9	27
30-39	52%	12	36
40-49	49%	17	34
50-64	48%	18	34
65 or older	47%	18	35
<u>Race/ethnicity</u>			
White non-Hispanic	49%	16	35
Latino	58%	12	30
African American*	50%	18	32
Asian American/Other*	45%	22	33
<u>Education</u>			
High school graduate or less	43%	18	39
Some college/trade school	51%	16	33
College graduate	59%	14	27
Post-graduate work	45%	15	40
<u>Marital status</u>			
Married/domestic partner	51%	18	31
Single/never married	56%	12	32
Widowed/separated/divorced	41%	15	44
<u>Household income</u>			
Less than \$40,000	51%	12	37
\$40,000-\$79,999	53%	21	26
\$80,000 or more	51%	15	34

* Small sample base.

Information About the Survey

Methodological Details

The findings in this report come from a survey of California voters conducted jointly by *The Field Poll* and the Institute of Governmental Studies at the University of California, Berkeley. The survey was completed online by YouGov September 7-13, 2016 in English and Spanish. The findings in this report are based on 943 registered voters considered likely to vote in the November 2016 general election.

YouGov administered the survey among a sample of the California registered voters who were included as part of its online panel of over 1.5 million U.S. residents. Eligible panel members were asked to participate in the poll through an invitation email containing a link to the survey. YouGov selected voters using a proprietary sampling technology frame that establishes interlocking targets, so that the characteristics of the voters selected approximate the demographic and regional profile of the overall California registered voter population. To help ensure diversity among poll respondents, YouGov recruits its panelists using a variety of methods, including web-based advertising and email campaigns, partner-sponsored solicitations, and telephone-to-web recruitment or mail-to-web recruitment. Difficult-to-reach populations are supplemented through more specialized recruitment efforts, including telephone and mail surveys.

The Field Poll and the Institute of Governmental Studies were jointly responsible for developing all questions included in the survey. After survey administration, YouGov forwarded its data file to *The Field Poll* for processing. *The Field Poll* then took the lead in developing and applying post-stratification weights to more precisely align the sample to *Field Poll* estimates of the demographic characteristics of the California registered voter population both overall and by region. *The Field Poll* was also responsible for determining which voters in the survey were considered most likely to vote in this year's election.

The Field Poll was established in 1947 as *The California Poll* by Mervin Field. The *Poll* has operated continuously since then as an independent, non-partisan survey of California public opinion. *The Field Poll* receives financial support from leading California newspapers and television stations, which purchase the rights of first release to *Field Poll* reports in their primary viewer or readership markets. The *Poll* also receives funding from the University of California and California State University systems, who receive the data files from each *Field Poll* survey shortly after its completion for teaching and secondary research purposes, as well as from foundations, non-profit organizations, and others as part of the *Poll's* policy research sponsor program.

Questions Asked

Proposition 61: STATE PRESCRIPTION DRUG PURCHASES, PRICING STANDARDS. INITIATIVE STATUTE. Prohibits state from buying any prescription drug from a drug manufacturer at price over lowest price paid for the drug by United States Department of Veterans Affairs. Exempts managed care programs funded through Medi-Cal. Fiscal Impact: Potential for state savings of an unknown amount depending on (1) how the measure's implementation challenges are addressed and (2) the responses of drug manufacturers regarding the provision and pricing of their drugs. If the election were being held today, how would you vote on Proposition 61?
YES; NO; UNDECIDED

Note about Sampling Error Estimates

Polls conducted online using an opt-in panel do not easily lend themselves to the calculation of sampling error estimates as are traditionally reported for random sample telephone surveys.