

Battleground Survey

States: AZ, GA, MI, NV, NC, PA & WI

Sample Size: 2,100 (300 per state)

Margin of Error: +/- 2.1%

Field Dates: February 3-8, 2025



Battleground Survey Findings:

- President Trump’s Agenda Continues to Enjoy Right-Sided Approval; This is Especially True for the MAHA Agenda
- Battleground State Voters Have a Very High Degree of Concern with the Cost of Prescription Drugs
- Voters Overwhelmingly Blame Big Pharma for the High Cost of Prescription Drugs
- Voters Agree That Drug Companies’ Anti-Competitive and Aggressive Marketing Practices Have a Negative Impact on Americans
- And Reject Their Blame Game Trying to Blame Pharmacy Benefit Managers
- Huge Majorities Support Holding Big Pharma Accountable to Lower Drug Prices, Including as a Top Priority for the MAHA Agenda
- Voters Oppose Government Intervention That Would Substantially Disrupt the Private Health Care System, Especially on Prescription Drug Benefits
- Most Voters Are Concerned with Policies Targeting the Prescription Drug Market That Are Supported by Big Pharma

President Trump’s Agenda Continues to Enjoy Right-Sided Approval; This is Especially True for the MAHA Agenda

- President Trump receives majority approval (53%) for his policies and agenda. His presidency is anchored by the universal job approval among Republicans (93%).
- President Trump’s Make America Healthy Again agenda receives majority approval from 3 in 5 voters (60%), extending 7-point past his overall policy and agenda job approval.
- Republicans (95%) stand strongly behind President Trump’s MAHA movement. The majority of Independents (58%) support MAHA and even one-quarter (25%) of Democrats back it.

	President Trump’s Job Approval	President Trump’s “MAHA” Agenda	Net
Approve	53%	60%	+7
Disapprove	47%	40%	-7
Net	+6	+20	+14

Battleground State Voters Have a Very High Degree of Concern with the Cost of Prescription Drugs

- By nearly unanimous numbers, 94% are concerned with the high prices of prescription drugs.
- The overwhelming concern is evident across all political and demographics voter groups, including Republicans (91%), Democrats (98%), Independents (92%).
- The voter anxiety about prescription drug prices isn't just high, it's intense with the majority (61%) being "very" concerned.

Voters Overwhelmingly Blame Big Pharma for the High Cost of Prescription Drugs

- A clear majority (57%) of battleground voters blame pharmaceutical companies for the high cost of prescription drugs. The next closest choice is the U.S. government (15%), 42-points behind pharmaceutical companies.
- Pharmaceutical companies are the clear culprits among all voter groups. The blame increases among Trump voters (62%), Republicans (62%), Independents (66%), and seniors (66%).

Responsible for High Prices of Rx:	Total	Trump				
		Voters	Republican	Democrat	Independent	Seniors
Pharmaceutical Companies	57%	62%	62%	50%	60%	66%
U.S. Government	15%	11%	10%	21%	13%	8%
Pharmacy Benefit Managers (PBMs)	10%	9%	9%	10%	11%	14%
Health Insurance Companies	9%	8%	8%	9%	8%	4%
Drug Wholesalers	6%	5%	5%	6%	6%	6%
Pharmacies or Pharmacists	3%	3%	4%	2%	1%	2%
Health Care Providers	2%	2%	2%	3%	1%	1%

- Pharmaceutical companies' negatives outweigh their positives by nearly 2 to 1 (32% favorable vs. 61% unfavorable), 29-points underwater.
- High prescription drug prices are a major driver of pharmaceutical companies' negatives. Among those who blame pharmaceutical companies for high prices, their unfavorables reach 72%.
- The negative consensus of pharmaceutical companies cuts across political and demographic voter groups.

Pharmaceutical Companies	Total	Trump				
		Voters	Republican	Democrat	Independent	Seniors
Favorable	32%	32%	32%	34%	27%	35%
Unfavorable	61%	61%	62%	58%	65%	61%
Net	-29	-29	-30	-24	-38	-26

- 88% believe that Congress should focus on holding big pharmaceutical companies accountable for patent abuse, which blocks competition keeping drug prices high, as well as for direct-to-consumer advertising, rather than advancing policies backed by big pharmaceutical companies that would dramatically interfere with the private market, increase drug company profits, and hike health care costs for American employers and families. Only 12% disagree.
- 89% agree that big pharmaceutical companies set the price of prescription drugs, and the price is the problem and policymakers should reject the pharmaceutical industry’s blame game and focus on solutions to lower the prices big drug companies set on the medications Americans need. Only 11% disagree.

Voters Agree That Drug Companies’ Anti-Competitive and Aggressive Marketing Practices Have a Negative Impact on Americans

- 84% agree or disagree that big pharmaceutical companies use aggressive advertising practices to encourage Americans to use their prescription drugs even if they don’t have a medical need for it, all to boost their company’s profits. Only 16% disagree.
- 96% are concerned that big pharmaceutical companies’ advertising targeting American consumers increases costs for patients and the health care system in the United States. The majority (61%) are “very” concerned.
- 95% are concerned that big pharmaceutical companies’ advertising targeting American consumers may lead to the over-prescribing of medications with significant side effects and that patients do not need. The majority (60%) are “very” concerned.

And Reject Their Blame Game Trying to Blame Pharmacy Benefit Managers

- By greater than a 2 to 1 ratio (69% to 31%), over two-thirds are more likely to blame big pharmaceutical companies than PBMs for high prescription drug prices.

With whom are you more likely to agree?	Total	Trump Voters	Rep	Dem	Ind	Seniors
Those who say big pharmaceutical companies set prices on the prescription drugs they market, they are responsible for increasing prices, blocking competition to keep prices high and increasing costs for American patients and the U.S. health care system by spending billions of dollars on advertising pushing their high-priced drugs on consumers. To lower costs for patients, big pharmaceutical companies have to lower the prices they set on brand name drugs.	69%	68%	69%	69%	69%	67%
Those who say pharmacy benefit managers (PBMs) are middlemen who inflate the cost of prescription drugs by benefiting when drugs start at a high price because they negotiate a lower price for insurance companies and health plan sponsors and get to keep a piece of that savings. To lower costs for patients, PBMs have to stop profiting from the savings they negotiate.	31%	32%	31%	31%	31%	33%

Huge Majorities Support Holding Big Pharma Accountable to Lower Drug Prices, Including as a Top Priority for the MAHA Agenda

- 89% support holding big pharmaceutical companies accountable as part of Donald Trump’s policies to “Make America Health Again.” The support is broad and deep with the majority (57%) “strongly” supporting it. Only 11% oppose it.
- 92% support holding big pharmaceutical companies responsible for the high prices they set for their prescription drugs as part of Donald Trump’s policies to “Make America Health Again.” The support is very intense with 66% “strongly” supporting it. Only 8% oppose it.
- As part of Donald Trump’s policies to “Make America Health Again,” 90% support holding big pharmaceutical companies responsible for anti-competitive tactics, like patent abuse, that extend monopolies, keep drug prices high and block patients from accessing more affordable options, like generic and biosimilar drugs. The majority (62%) “strongly” support it. Only 10% oppose it.
- As part of Donald Trump’s policies to “Make America Health Again,” 88% support holding big pharmaceutical companies responsible for their advertising practices that encourage Americans to use high-priced brand name prescription drugs and can lead to overprescribing medications. The majority (55%) “strongly support it. Only 12% oppose it.

Voters Oppose Government Intervention That Would Substantially Disrupt the Private Health Care System, Especially on Prescription Drug Benefits

- By a 2 to 1 ratio (67% to 33%), two-thirds believe Congress should not advance policies that would substantially disrupt America’s health care system, especially in the private market?

	Total	Trump Voters	Republican	Democrat	Independent	Seniors
Agree	67%	71%	71%	67%	62%	70%
Disagree	33%	29%	29%	33%	38%	30%
Net	+34	+42	+42	+34	+24	+40

Most Voters Are Concerned With Policies Targeting the Prescription Drug Market That Are Supported by Big Pharma

- 86% are concerned that big pharmaceutical companies have spent tens of millions of dollars on advertising and lobbying encouraging Congress to pass “delinking” policies, and the president of the pharmaceutical lobbying association told the media the group is “laser-focused” on policies targeting drug rebates as a top priority.
- 87% are concerned that “delinking” would increase big pharmaceutical companies’ profits, increasing revenues for the pharmaceutical industry by more than \$32 billion dollars, according to an analysis conducted by the former chief economist for the U.S. House of Representatives Committee on Ways and Means.
- 88% are concerned that policies backed by big pharmaceutical companies that target rebates were analyzed by the former Chief Economist for the U.S. House Committee on Ways and Means, who found they would increase health care premiums by more than \$26 billion dollars annually in the commercial health insurance market and hike drug company profits by nearly \$22 billion dollars.
- 82% are concerned that targeting rebate pass-through in the private market will take away a critical choice America’s employers have when it comes to designing pharmacy benefits that work best for their employees and families.

Methodology: McLaughlin & Associates conducted a battleground survey among 2,100 likely voters between February 3-8, 2025. A 300 sample was conducted in each state: Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout. The numbers in this memorandum have been rounded and may not equal 100%.

2,100 Total Sample: +/- 2.1% Margin of Error **300 State Samples:** +/- 5.7% Margin of Error

Party		Gender:		Education:	
Republican	39%	Male	47%	Less Than Bachelors	60%
Democratic	36%	Female	53%	Bachelors/PG	40%
Independent	25%				
		Race			
Age:		White	75%		
18-34	16%	Black	13%		
35-44	15%	Hispanic	8%		
45-54	17%	Asian	3%		
55-64	20%	Other	1%		
65+	31%				