



# MORNING CONSULT

NATIONAL COALITION ON HEALTH CARE'S  
CAMPAIGN FOR SUSTAINABLE RX PRICING  
NATIONAL TRACKING POLL #140701:  
JULY 2014

## TOPLINE RESULTS

### Methodology:

THIS POLL WAS CONDUCTED FROM JULY 9-11, 2014, AMONG A NATIONAL SAMPLE OF 2010 LIKELY 2014 VOTERS. THE INTERVIEWS WERE CONDUCTED ONLINE AND THE DATA WERE WEIGHTED TO APPROXIMATE A TARGET SAMPLE OF LIKELY VOTERS BASED ON AGE, RACE/ETHNICITY, GENDER, EDUCATIONAL ATTAINMENT, REGION, ANNUAL HOUSEHOLD INCOME, HOME OWNERSHIP STATUS AND MARITAL STATUS. RESULTS FROM THE FULL SURVEY HAVE A MARGIN OF ERROR OF PLUS OR MINUS TWO PERCENTAGE POINTS.

1: Please tell me if you have used one of these types of treatments in the past year:

	Generic prescrip- tion drug	Brand name prescrip- tion drug	Specialty drug used to treat very ex- pensive and/or difficult to treat condi- tions like Hepatitis C or Cancer often adminis- tered in a doctors office.	All of the above	None of the above	Not sure	N
Likely Voters	55	22	1	4	16	2	2010
Male	49	26	1	5	18	2	937
Female	61	18	1	4	14	1	1073
Age: 18-29	46	22	2	7	21	2	346
Age: 30-44	51	19	1	5	21	3	477
Age: 45-64	59	21	1	4	14	1	759
Age: 65+	61	25	1	2	10	2	429
Ethnicity - White	56	21	1	4	16	1	1637
Ethnicity - Hispanic	51	21	2	7	16	3	179
Ethnicity - Afr. Am.	51	24	1	7	13	4	258
Ethnicity - Other	50	22	4	3	16	5	84
Urban	50	23	1	4	19	4	459
Suburban	56	21	1	5	16	2	1048
Rural	58	22	2	4	14	1	503
Democrats (no lean)	58	20	1	4	15	2	793
Independents (no lean)	54	19	1	5	19	4	525
Republicans (no lean)	53	26	1	4	15	1	692
Democrats (lean)	56	21	1	4	15	2	902
Independents (lean)	58	13	0	5	20	4	285
Republicans (lean)	53	26	1	4	15	1	822
Liberal (1-3)	53	24	2	4	15	1	543
Moderate (4)	56	18	1	7	15	3	594
Conservative (5-7)	55	24	1	3	16	1	779
Liberal (1-2)	54	23	2	5	15	1	387
Moderate (3-5)	53	21	1	6	16	3	968
Conservative (6-7)	57	23	1	2	16	1	560
Northeast	51	25	2	5	17	1	367
Midwest	63	17	1	2	15	1	474
South	55	23	1	6	14	2	747
West	51	22	1	4	19	3	422
Uninsured	39	8	1	13	31	7	188
Purchase on Own	62	18	0	3	16	2	163
Employer-based	56	21	2	3	17	1	873
Government Plan	59	26	1	3	10	2	679
Generic prescr. past year	100	0	0	0	0	0	1112
Brand name prescr. past year	0	100	0	0	0	0	434
None of above past year	0	0	0	0	100	0	319

1: Please tell me if you have used one of these types of treatments in the past year:

	Generic prescrip- tion drug	Brand name prescrip- tion drug	Specialty drug used to treat very ex- pensive and/or difficult to treat condi- tions like Hepatitis C or Cancer often adminis- tered in a doctors office.	All of the above	None of the above	Not sure	N
Likely Voters	55	22	1	4	16	2	2010
Protestant	55	23	1	5	16	1	584
Roman Catholic	56	21	1	4	15	3	434
Ath./Agn./None	51	22	1	5	19	2	460
Something Else	59	21	1	3	14	2	531
Religiosity: Monthly+	54	22	2	4	15	2	801
Religiosity: LT Monthly	56	21	1	4	16	2	1209
Income: Under 50k	58	17	1	5	17	2	872
Income: 50k-100k	56	21	2	3	15	2	661
Income: 100k+	50	29	1	4	14	2	477
Educ: < College	56	20	1	4	16	2	1321
Educ: Bachelors degree	55	23	3	3	16	1	446
Educ: Post-grad	52	28	1	5	13	2	242
White Collar	51	26	2	4	16	1	906
Blue Collar	57	21	1	4	16	1	797
Military HH	57	25	2	4	11	1	429
Not Military HH	55	21	1	4	17	2	1581
Public Sector Union	41	28	4	1	22	4	113
Private Sector Union	40	12	2	15	23	8	64
Not in Labor Union	57	22	1	4	15	2	1834
Cell Only/Mostly	52	21	2	5	17	2	857
Dual Use	58	22	0	3	15	2	805
LL Only/Mostly	59	21	2	3	14	1	313
New England	65	17	2	7	10	0	105
Mid-Atlantic	45	28	2	4	20	1	262
East North Central	64	18	1	3	13	1	324
West North Central	62	15	2	1	20	0	150
South Atlantic	61	19	1	4	13	2	402
East South Central	53	21	0	15	8	3	129
West South Central	44	31	1	3	18	2	216
Mountain	57	20	1	3	19	0	136
Pacific	48	22	1	4	19	4	287
Health: Excellent	42	21	1	4	29	3	289
Health: Very Good	52	23	2	4	18	2	738
Health: Good	59	24	1	2	12	2	665
Health: Fair	67	17	1	6	6	2	253
Health: Poor	68	11	1	21	0	0	66

2: For the medicine you are taking do you know the actual price of the medicine the price you would have to pay if it werent for your insurance?

	Yes	No	N
Likely Voters	43	57	2005
Male	42	58	934
Female	44	56	1071
Age: 18-29	41	59	346
Age: 30-44	44	56	475
Age: 45-64	40	60	755
Age: 65+	52	48	429
Ethnicity - White	44	56	1635
Ethnicity - Hispanic	48	52	177
Ethnicity - Afr. Am.	39	61	256
Ethnicity - Other	53	47	84
Urban	43	57	459
Suburban	45	55	1043
Rural	41	59	503
Democrats (no lean)	44	56	791
Independents (no lean)	41	59	523
Republicans (no lean)	44	56	691
Democrats (lean)	44	56	900
Independents (lean)	38	62	285
Republicans (lean)	45	55	819
Liberal (1-3)	49	51	541
Moderate (4)	41	59	593
Conservative (5-7)	42	58	777
Liberal (1-2)	51	49	386
Moderate (3-5)	42	58	964
Conservative (6-7)	41	59	560
Northeast	39	61	365
Midwest	49	51	473
South	43	57	746
West	43	57	421
Uninsured	33	67	188
Purchase on Own	53	47	163
Employer-based	41	59	868
Government Plan	48	52	679
Generic prescr. past year	47	53	1112
Brand name prescr. past year	49	51	433
None of above past year	17	83	316

2: For the medicine you are taking do you know the actual price of the medicine the price you would have to pay if it werent for your insurance?

	Yes	No	N
Likely Voters	43	57	2005
Protestant	44	56	584
Roman Catholic	44	56	430
Ath./Agn./None	41	59	460
Something Else	44	56	529
Religiosity: Monthly+	44	56	798
Religiosity: LT Monthly	43	57	1206
Income: Under 50k	43	57	871
Income: 50k-100k	45	55	658
Income: 100k+	42	58	476
Educ: < College	42	58	1319
Educ: Bachelors degree	45	55	445
Educ: Post-grad	50	50	241
White Collar	46	54	902
Blue Collar	43	57	796
Military HH	46	54	428
Not Military HH	43	57	1577
Public Sector Union	46	54	112
Private Sector Union	52	48	64
Not in Labor Union	43	57	1829
Cell Only/Mostly	45	55	856
Dual Use	39	61	803
LL Only/Mostly	50	50	312
New England	36	64	105
Mid-Atlantic	40	60	260
East North Central	47	53	323
West North Central	52	48	150
South Atlantic	45	55	400
East South Central	37	63	129
West South Central	42	58	216
Mountain	48	52	136
Pacific	40	60	286
Health: Excellent	45	55	286
Health: Very Good	45	55	735
Health: Good	36	64	665
Health: Fair	56	44	253
Health: Poor	44	56	66

3: For the medicine you are taking is it something you have taken for more than 1 year? (Among respondents who know the actual price of medicine without insurance)

	Yes	No	N
Likely Voters	74	26	869
Male	79	21	395
Female	71	29	474
Age: 18-29	60	40	141
Age: 30-44	66	34	209
Age: 45-64	81	19	298
Age: 65+	83	17	221
Ethnicity - White	76	24	715
Ethnicity - Hispanic	66	34	86
Ethnicity - Afr. Am.	68	32	100
Ethnicity - Other	59	41	44
Urban	75	25	195
Suburban	75	25	466
Rural	72	28	208
Democrats (no lean)	76	24	347
Independents (no lean)	70	30	215
Republicans (no lean)	75	25	307
Democrats (lean)	76	24	393
Independents (lean)	63	37	108
Republicans (lean)	76	24	369
Liberal (1-3)	75	25	266
Moderate (4)	69	31	242
Conservative (5-7)	77	23	323
Liberal (1-2)	76	24	198
Moderate (3-5)	71	29	402
Conservative (6-7)	77	23	231
Northeast	82	18	141
Midwest	74	26	231
South	72	28	318
West	72	28	179
Uninsured	62	38	63
Purchase on Own	74	26	86
Employer-based	75	25	352
Government Plan	80	20	322
Generic prescr. past year	80	20	524
Brand name prescr. past year	76	24	211
None of above past year	19	81	53

3: For the medicine you are taking is it something you have taken for more than 1 year? (Among respondents who know the actual price of medicine without insurance)

	Yes	No	N
Likely Voters	74	26	869
Protestant	73	27	258
Roman Catholic	80	20	188
Ath./Agn./None	74	26	188
Something Else	72	28	235
Religiosity: Monthly+	77	23	355
Religiosity: LT Monthly	72	28	515
Income: Under 50k	74	26	375
Income: 50k-100k	75	25	295
Income: 100k+	74	26	199
Educ: < College	75	25	549
Educ: Bachelors degree	70	30	201
Educ: Post-grad	79	21	119
White Collar	75	25	414
Blue Collar	78	22	345
Military HH	84	16	199
Not Military HH	71	29	670
Public Sector Union	82	18	52
Private Sector Union	84	16	33
Not in Labor Union	73	27	784
Cell Only/Mostly	64	36	385
Dual Use	81	19	315
LL Only/Mostly	87	13	156
New England	92	8	38
Mid-Atlantic	79	21	104
East North Central	73	27	153
West North Central	76	24	78
South Atlantic	67	33	181
East South Central	83	17	47
West South Central	77	23	90
Mountain	69	31	66
Pacific	74	26	114
Health: Excellent	61	39	129
Health: Very Good	69	31	332
Health: Good	79	21	238
Health: Fair	93	7	142
Health: Poor	71	29	29

4: During the time you have been taking this prescription drug, do you think the price for the drug has increased (Among respondents who know the actual price of medicine without insurance)

	A little	Somewhat	A lot	None	N
Likely Voters	25	32	15	27	870
Male	24	38	14	24	396
Female	26	27	17	30	474
Age: 18-29	26	31	19	24	141
Age: 30-44	30	31	16	23	209
Age: 45-64	20	33	18	30	298
Age: 65+	27	33	9	31	221
Ethnicity - White	26	33	14	27	715
Ethnicity - Hispanic	29	33	16	22	86
Ethnicity - Afr. Am.	23	24	19	34	100
Ethnicity - Other	19	35	24	22	44
Urban	29	29	19	23	195
Suburban	25	34	12	29	466
Rural	23	30	18	29	208
Democrats (no lean)	22	33	19	26	347
Independents (no lean)	26	30	11	34	215
Republicans (no lean)	28	33	14	24	307
Democrats (lean)	22	33	18	27	393
Independents (lean)	31	23	10	35	107
Republicans (lean)	27	33	14	26	370
Liberal (1-3)	25	28	15	32	266
Moderate (4)	30	31	15	25	242
Conservative (5-7)	22	36	16	26	323
Liberal (1-2)	28	25	17	31	199
Moderate (3-5)	27	33	15	24	402
Conservative (6-7)	20	36	14	30	231
Northeast	26	36	16	22	142
Midwest	28	33	15	24	231
South	21	32	16	31	318
West	27	28	14	31	179
Uninsured	26	22	16	36	63
Purchase on Own	23	25	19	33	85
Employer-based	26	34	17	23	352
Government Plan	26	30	12	31	323
Generic prescr. past year	28	28	15	29	524
Brand name prescr. past year	26	39	16	19	211
None of above past year	13	22	11	54	53



4: During the time you have been taking this prescription drug, do you think the price for the drug has increased (Among respondents who know the actual price of medicine without insurance)

	A little	Somewhat	A lot	None	N
Likely Voters	25	32	15	27	870
Protestant	18	32	18	33	258
Roman Catholic	29	35	12	24	188
Ath./Agn./None	25	38	16	21	187
Something Else	30	26	15	30	235
Religiosity: Monthly+	24	33	19	24	355
Religiosity: LT Monthly	26	31	13	30	515
Income: Under 50k	28	26	18	28	375
Income: 50k-100k	24	33	13	31	295
Income: 100k+	22	43	13	23	199
Educ: < College	26	31	17	27	549
Educ: Bachelors degree	19	38	13	31	201
Educ: Post-grad	33	29	14	24	119
White Collar	24	36	11	29	414
Blue Collar	20	29	24	27	345
Military HH	23	32	18	28	199
Not Military HH	26	32	15	27	671
Public Sector Union	32	21	25	22	52
Private Sector Union	43	17	22	19	33
Not in Labor Union	24	33	15	28	785
Cell Only/Mostly	26	32	14	28	385
Dual Use	24	37	14	25	315
LL Only/Mostly	23	21	23	33	156
New England	31	28	28	14	38
Mid-Atlantic	24	39	12	25	104
East North Central	29	33	15	22	153
West North Central	26	31	15	28	78
South Atlantic	25	32	13	30	181
East South Central	12	24	34	30	47
West South Central	18	37	13	32	90
Mountain	25	30	12	33	66
Pacific	28	27	15	30	113
Health: Excellent	26	33	13	28	129
Health: Very Good	24	29	16	30	332
Health: Good	25	37	14	24	237
Health: Fair	28	31	18	23	143
Health: Poor	12	30	13	45	29

5: How would you describe your level of satisfaction with what you pay for prescription drugs?

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	N
Likely Voters	38	40	13	9	2009
Male	37	38	12	12	936
Female	38	42	14	6	1073
Age: 18-29	43	41	8	8	346
Age: 30-44	34	44	13	8	477
Age: 45-64	34	41	15	10	759
Age: 65+	44	35	13	9	428
Ethnicity - White	37	41	13	8	1636
Ethnicity - Hispanic	45	37	12	6	179
Ethnicity - Afr. Am.	40	37	9	13	258
Ethnicity - Other	32	50	13	4	84
Urban	41	38	11	10	459
Suburban	36	41	15	8	1047
Rural	37	42	12	10	503
Democrats (no lean)	41	39	13	7	793
Independents (no lean)	34	42	13	12	525
Republicans (no lean)	36	41	13	10	692
Democrats (lean)	40	39	13	7	902
Independents (lean)	33	46	12	9	285
Republicans (lean)	36	40	13	11	822
Liberal (1-3)	41	38	14	6	543
Moderate (4)	35	44	12	9	594
Conservative (5-7)	36	40	13	10	779
Liberal (1-2)	43	35	15	6	387
Moderate (3-5)	32	47	12	9	967
Conservative (6-7)	42	35	13	10	560
Northeast	31	40	16	13	366
Midwest	36	42	14	8	474
South	39	41	11	8	747
West	43	37	13	7	422
Uninsured	27	37	18	17	188
Purchase on Own	32	37	13	18	163
Employer-based	32	45	16	8	873
Government Plan	49	35	9	6	678
Generic prescr. past year	40	42	11	6	1112
Brand name prescr. past year	38	37	15	10	434
None of above past year	29	40	15	15	319

5: How would you describe your level of satisfaction with what you pay for prescription drugs?

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	N
Likely Voters	38	40	13	9	2009
Protestant	39	38	14	9	584
Roman Catholic	36	40	16	8	434
Ath./Agn./None	39	42	11	8	460
Something Else	36	42	11	10	530
Religiosity: Monthly+	37	43	13	7	801
Religiosity: LT Monthly	38	39	13	10	1209
Income: Under 50k	40	38	13	9	871
Income: 50k-100k	36	42	14	8	660
Income: 100k+	35	43	12	11	477
Educ: < College	38	40	13	9	1321
Educ: Bachelors degree	34	43	14	8	446
Educ: Post-grad	43	38	10	9	242
White Collar	38	41	12	9	906
Blue Collar	38	36	16	10	797
Military HH	35	39	14	13	429
Not Military HH	38	41	13	8	1580
Public Sector Union	39	38	10	12	113
Private Sector Union	35	37	11	17	64
Not in Labor Union	38	41	13	8	1833
Cell Only/Mostly	38	41	12	10	857
Dual Use	36	41	14	9	805
LL Only/Mostly	41	38	15	6	313
New England	28	37	15	19	105
Mid-Atlantic	32	41	16	10	262
East North Central	35	43	14	8	324
West North Central	37	41	13	9	150
South Atlantic	35	46	10	9	401
East South Central	29	50	13	8	129
West South Central	52	28	13	8	216
Mountain	41	34	17	7	136
Pacific	44	38	11	8	287
Health: Excellent	45	36	9	10	289
Health: Very Good	39	40	12	9	737
Health: Good	35	42	15	8	665
Health: Fair	32	42	16	11	253
Health: Poor	34	46	9	10	66

6: Has your doctor ever discussed the price of a medicine you were taking to find a less expensive alternative?

	Yes	No	N
Likely Voters	41	59	2010
Male	40	60	937
Female	42	58	1073
Age: 18-29	43	57	346
Age: 30-44	38	62	477
Age: 45-64	41	59	758
Age: 65+	41	59	429
Ethnicity - White	42	58	1637
Ethnicity - Hispanic	44	56	179
Ethnicity - Afr. Am.	32	68	258
Ethnicity - Other	50	50	84
Urban	32	68	459
Suburban	43	57	1047
Rural	44	56	503
Democrats (no lean)	40	60	793
Independents (no lean)	39	61	525
Republicans (no lean)	43	57	692
Democrats (lean)	41	59	902
Independents (lean)	33	67	285
Republicans (lean)	44	56	822
Liberal (1-3)	44	56	543
Moderate (4)	37	63	594
Conservative (5-7)	43	57	778
Liberal (1-2)	46	54	387
Moderate (3-5)	39	61	967
Conservative (6-7)	42	58	560
Northeast	36	64	367
Midwest	43	57	474
South	42	58	747
West	41	59	422
Uninsured	36	64	188
Purchase on Own	52	48	162
Employer-based	42	58	873
Government Plan	39	61	678
Generic prescr. past year	44	56	1112
Brand name prescr. past year	42	58	434
None of above past year	24	76	319

6: Has your doctor ever discussed the price of a medicine you were taking to find a less expensive alternative?

	Yes	No	N
Likely Voters	41	59	2010
Protestant	41	59	584
Roman Catholic	39	61	434
Ath./Agn./None	39	61	460
Something Else	43	57	531
Religiosity: Monthly+	45	55	801
Religiosity: LT Monthly	38	62	1209
Income: Under 50k	42	58	871
Income: 50k-100k	40	60	661
Income: 100k+	39	61	477
Educ: < College	39	61	1321
Educ: Bachelors degree	42	58	446
Educ: Post-grad	47	53	242
White Collar	45	55	906
Blue Collar	37	63	797
Military HH	41	59	429
Not Military HH	41	59	1581
Public Sector Union	44	56	113
Private Sector Union	49	51	64
Not in Labor Union	40	60	1833
Cell Only/Mostly	42	58	857
Dual Use	40	60	805
LL Only/Mostly	42	58	313
New England	30	70	105
Mid-Atlantic	38	62	262
East North Central	44	56	324
West North Central	42	58	150
South Atlantic	43	57	401
East South Central	39	61	129
West South Central	41	59	216
Mountain	48	52	136
Pacific	39	61	286
Health: Excellent	37	63	289
Health: Very Good	42	58	737
Health: Good	40	60	665
Health: Fair	42	58	253
Health: Poor	56	44	66

7: Have you ever not taken your medicine because of the cost?

	Yes	No	N
Likely Voters	29	71	2004
Male	24	76	934
Female	33	67	1070
Age: 18-29	37	63	346
Age: 30-44	38	62	474
Age: 45-64	29	71	755
Age: 65+	13	87	429
Ethnicity - White	29	71	1636
Ethnicity - Hispanic	40	60	177
Ethnicity - Afr. Am.	28	72	256
Ethnicity - Other	36	64	84
Urban	30	70	457
Suburban	25	75	1044
Rural	36	64	503
Democrats (no lean)	30	70	790
Independents (no lean)	31	69	523
Republicans (no lean)	27	73	691
Democrats (lean)	29	71	899
Independents (lean)	38	62	285
Republicans (lean)	26	74	819
Liberal (1-3)	29	71	542
Moderate (4)	34	66	594
Conservative (5-7)	25	75	773
Liberal (1-2)	29	71	387
Moderate (3-5)	31	69	967
Conservative (6-7)	25	75	555
Northeast	24	76	365
Midwest	32	68	474
South	31	69	746
West	27	73	419
Uninsured	48	52	184
Purchase on Own	31	69	163
Employer-based	31	69	872
Government Plan	24	76	679
Generic prescr. past year	34	66	1107
Brand name prescr. past year	22	78	433
None of above past year	16	84	318

7: Have you ever not taken your medicine because of the cost?

	Yes	No	N
Likely Voters	29	71	2004
Protestant	27	73	580
Roman Catholic	24	76	432
Ath./Agn./None	29	71	460
Something Else	36	64	531
Religiosity: Monthly+	27	73	798
Religiosity: LT Monthly	30	70	1206
Income: Under 50k	36	64	868
Income: 50k-100k	29	71	660
Income: 100k+	17	83	476
Educ: < College	33	67	1318
Educ: Bachelors degree	23	77	444
Educ: Post-grad	17	83	242
White Collar	24	76	904
Blue Collar	32	68	796
Military HH	24	76	429
Not Military HH	30	70	1575
Public Sector Union	29	71	113
Private Sector Union	44	56	64
Not in Labor Union	29	71	1827
Cell Only/Mostly	36	64	852
Dual Use	24	76	804
LL Only/Mostly	23	77	313
New England	20	80	105
Mid-Atlantic	26	74	260
East North Central	34	66	324
West North Central	29	71	150
South Atlantic	33	67	401
East South Central	37	63	129
West South Central	24	76	216
Mountain	28	72	133
Pacific	26	74	286
Health: Excellent	21	79	289
Health: Very Good	25	75	737
Health: Good	27	73	663
Health: Fair	44	56	249
Health: Poor	70	30	66

8: Have you ever not taken your medicine for other reasons?

	Yes	No	N
Likely Voters	25	75	2005
Male	22	78	934
Female	28	72	1071
Age: 18-29	38	62	346
Age: 30-44	25	75	475
Age: 45-64	24	76	755
Age: 65+	18	82	429
Ethnicity - White	25	75	1632
Ethnicity - Hispanic	31	69	179
Ethnicity - Afr. Am.	26	74	258
Ethnicity - Other	27	73	84
Urban	23	77	458
Suburban	27	73	1044
Rural	24	76	503
Democrats (no lean)	27	73	791
Independents (no lean)	25	75	524
Republicans (no lean)	23	77	689
Democrats (lean)	27	73	900
Independents (lean)	23	77	284
Republicans (lean)	24	76	819
Liberal (1-3)	31	69	543
Moderate (4)	27	73	592
Conservative (5-7)	20	80	776
Liberal (1-2)	32	68	387
Moderate (3-5)	25	75	963
Conservative (6-7)	20	80	559
Northeast	24	76	367
Midwest	30	70	472
South	24	76	745
West	24	76	421
Uninsured	16	84	187
Purchase on Own	25	75	163
Employer-based	26	74	870
Government Plan	24	76	678
Generic prescr. past year	28	72	1110
Brand name prescr. past year	24	76	433
None of above past year	15	85	318



8: Have you ever not taken your medicine for other reasons?

	Yes	No	N
Likely Voters	25	75	2005
Protestant	23	77	583
Roman Catholic	22	78	432
Ath./Agn./None	25	75	459
Something Else	30	70	530
Religiosity: Monthly+	24	76	800
Religiosity: LT Monthly	26	74	1205
Income: Under 50k	27	73	870
Income: 50k-100k	25	75	659
Income: 100k+	23	77	476
Educ: < College	27	73	1317
Educ: Bachelors degree	22	78	446
Educ: Post-grad	21	79	241
White Collar	21	79	904
Blue Collar	26	74	796
Military HH	28	72	427
Not Military HH	25	75	1578
Public Sector Union	25	75	113
Private Sector Union	37	63	64
Not in Labor Union	25	75	1828
Cell Only/Mostly	28	72	853
Dual Use	22	78	804
LL Only/Mostly	26	74	313
New England	31	69	105
Mid-Atlantic	21	79	262
East North Central	29	71	323
West North Central	32	68	149
South Atlantic	27	73	400
East South Central	23	77	129
West South Central	18	82	215
Mountain	29	71	135
Pacific	21	79	286
Health: Excellent	28	72	289
Health: Very Good	20	80	737
Health: Good	26	74	661
Health: Fair	32	68	253
Health: Poor	33	67	66

9: What are the reasons for not taking your medication: Medicine made me feel ill (Among respondents who have not taken their medication for other reasons)

	Yes	No	N
Likely Voters	43	57	506
Male	33	67	208
Female	49	51	298
Age: 18-29	51	49	133
Age: 30-44	38	62	118
Age: 45-64	43	57	180
Age: 65+	34	66	75
Ethnicity - White	43	57	408
Ethnicity - Hispanic	56	44	55
Ethnicity - Afr. Am.	33	67	67
Urban	45	55	104
Suburban	43	57	280
Rural	39	61	122
Democrats (no lean)	47	53	216
Independents (no lean)	37	63	133
Republicans (no lean)	42	58	157
Democrats (lean)	47	53	242
Independents (lean)	34	66	65
Republicans (lean)	40	60	198
Liberal (1-3)	42	58	166
Moderate (4)	48	52	159
Conservative (5-7)	36	64	155
Liberal (1-2)	46	54	124
Moderate (3-5)	43	57	243
Conservative (6-7)	35	65	114
Northeast	59	41	88
Midwest	39	61	141
South	40	60	177
West	39	61	100
Uninsured	38	62	29
Purchase on Own	34	66	40
Employer-based	49	51	226
Government Plan	41	59	163
Generic prescr. past year	46	54	311
Brand name prescr. past year	42	58	104
None of above past year	25	75	47

9: What are the reasons for not taking your medication: Medicine made me feel ill (Among respondents who have not taken their medication for other reasons)

	Yes	No	N
Likely Voters	43	57	506
Protestant	38	62	136
Roman Catholic	41	59	95
Ath./Agn./None	49	51	116
Something Else	43	57	158
Religiosity: Monthly+	45	55	193
Religiosity: LT Monthly	41	59	313
Income: Under 50k	46	54	235
Income: 50k-100k	41	59	163
Income: 100k+	38	62	108
Educ: < College	43	57	358
Educ: Bachelors degree	41	59	97
Educ: Post-grad	42	58	51
White Collar	42	58	188
Blue Collar	42	58	207
Military HH	31	69	118
Not Military HH	46	54	388
Public Sector Union	54	46	28
Not in Labor Union	41	59	454
Cell Only/Mostly	44	56	243
Dual Use	33	67	174
LL Only/Mostly	57	43	80
New England	61	39	32
Mid-Atlantic	58	42	56
East North Central	38	62	93
West North Central	41	59	48
South Atlantic	46	54	109
East South Central	35	65	30
West South Central	25	75	38
Mountain	35	65	39
Pacific	41	59	61
Health: Excellent	48	52	82
Health: Very Good	32	68	147
Health: Good	42	58	174
Health: Fair	54	46	81

10: What are the reasons for not taking your medication: I forgot (Among respondents who have not taken their medication for other reasons)

	Yes	No	N
Likely Voters	35	65	506
Male	38	62	208
Female	33	67	298
Age: 18-29	30	70	133
Age: 30-44	35	65	118
Age: 45-64	38	62	180
Age: 65+	36	64	75
Ethnicity - White	34	66	408
Ethnicity - Hispanic	32	68	55
Ethnicity - Afr. Am.	40	60	67
Urban	33	67	104
Suburban	33	67	280
Rural	43	57	122
Democrats (no lean)	29	71	216
Independents (no lean)	42	58	133
Republicans (no lean)	37	63	157
Democrats (lean)	28	72	242
Independents (lean)	43	57	65
Republicans (lean)	41	59	198
Liberal (1-3)	35	65	166
Moderate (4)	23	77	159
Conservative (5-7)	45	55	155
Liberal (1-2)	28	72	124
Moderate (3-5)	32	68	243
Conservative (6-7)	46	54	114
Northeast	32	68	88
Midwest	38	62	141
South	38	62	177
West	29	71	100
Uninsured	27	73	29
Purchase on Own	27	73	40
Employer-based	33	67	226
Government Plan	41	59	163
Generic prescr. past year	35	65	311
Brand name prescr. past year	41	59	104
None of above past year	10	90	47

10: What are the reasons for not taking your medication: I forgot (Among respondents who have not taken their medication for other reasons)

	Yes	No	N
Likely Voters	35	65	506
Protestant	40	60	136
Roman Catholic	38	62	95
Ath./Agn./None	27	73	116
Something Else	35	65	158
Religiosity: Monthly+	40	60	193
Religiosity: LT Monthly	32	68	313
Income: Under 50k	32	68	235
Income: 50k-100k	37	63	163
Income: 100k+	38	62	108
Educ: < College	34	66	358
Educ: Bachelors degree	36	64	97
Educ: Post-grad	39	61	51
White Collar	34	66	188
Blue Collar	37	63	207
Military HH	51	49	118
Not Military HH	30	70	388
Public Sector Union	28	72	28
Not in Labor Union	36	64	454
Cell Only/Mostly	34	66	243
Dual Use	38	62	174
LL Only/Mostly	33	67	80
New England	36	64	32
Mid-Atlantic	31	69	56
East North Central	39	61	93
West North Central	37	63	48
South Atlantic	30	70	109
East South Central	48	52	30
West South Central	50	50	38
Mountain	30	70	39
Pacific	28	72	61
Health: Excellent	19	81	82
Health: Very Good	33	67	147
Health: Good	45	55	174
Health: Fair	35	65	81

11: What are the reasons for not taking your medication: I didn't think the medicine was helping me (Among respondents who have not taken their medication for other reasons)

	Yes	No	N
Likely Voters	34	66	506
Male	29	71	208
Female	38	62	298
Age: 18-29	42	58	133
Age: 30-44	39	61	118
Age: 45-64	29	71	180
Age: 65+	26	74	75
Ethnicity - White	35	65	408
Ethnicity - Hispanic	27	73	55
Ethnicity - Afr. Am.	23	77	67
Urban	26	74	104
Suburban	38	62	280
Rural	33	67	122
Democrats (no lean)	39	61	216
Independents (no lean)	41	59	133
Republicans (no lean)	23	77	157
Democrats (lean)	39	61	242
Independents (lean)	47	53	65
Republicans (lean)	24	76	198
Liberal (1-3)	41	59	166
Moderate (4)	32	68	159
Conservative (5-7)	28	72	155
Liberal (1-2)	43	57	124
Moderate (3-5)	31	69	243
Conservative (6-7)	29	71	114
Northeast	32	68	88
Midwest	42	58	141
South	26	74	177
West	40	60	100
Uninsured	26	74	29
Purchase on Own	47	53	40
Employer-based	35	65	226
Government Plan	27	73	163
Generic prescr. past year	36	64	311
Brand name prescr. past year	25	75	104
None of above past year	49	51	47

11: What are the reasons for not taking your medication: I didn't think the medicine was helping me (Among respondents who have not taken their medication for other reasons)

	Yes	No	N
Likely Voters	34	66	506
Protestant	31	69	136
Roman Catholic	36	64	95
Ath./Agn./None	41	59	116
Something Else	30	70	158
Religiosity: Monthly+	31	69	193
Religiosity: LT Monthly	36	64	313
Income: Under 50k	32	68	235
Income: 50k-100k	38	62	163
Income: 100k+	33	67	108
Educ: < College	34	66	358
Educ: Bachelors degree	39	61	97
Educ: Post-grad	29	71	51
White Collar	35	65	188
Blue Collar	31	69	207
Military HH	33	67	118
Not Military HH	35	65	388
Public Sector Union	26	74	28
Not in Labor Union	35	65	454
Cell Only/Mostly	34	66	243
Dual Use	38	62	174
LL Only/Mostly	27	73	80
New England	15	85	32
Mid-Atlantic	41	59	56
East North Central	45	55	93
West North Central	35	65	48
South Atlantic	24	76	109
East South Central	36	64	30
West South Central	24	76	38
Mountain	52	48	39
Pacific	33	67	61
Health: Excellent	25	75	82
Health: Very Good	46	54	147
Health: Good	31	69	174
Health: Fair	28	72	81

12: In your own experience with health care, how important are prescription medicines to your health?

	The most important thing to my health	Very important	Somewhat important	Not important at all	N
Likely Voters	18	51	22	9	2007
Male	15	52	23	10	935
Female	21	50	21	8	1072
Age: 18-29	16	37	36	10	346
Age: 30-44	21	46	22	11	477
Age: 45-64	18	56	18	8	757
Age: 65+	18	59	16	7	428
Ethnicity - White	16	52	22	9	1636
Ethnicity - Hispanic	23	50	19	7	179
Ethnicity - Afr. Am.	29	46	16	10	257
Ethnicity - Other	22	45	23	10	83
Urban	23	44	23	10	458
Suburban	15	53	23	9	1046
Rural	21	53	19	8	503
Democrats (no lean)	24	53	15	8	792
Independents (no lean)	15	44	28	13	523
Republicans (no lean)	15	54	25	7	692
Democrats (lean)	23	53	16	9	901
Independents (lean)	12	40	32	15	285
Republicans (lean)	16	52	24	7	821
Liberal (1-3)	21	50	18	10	543
Moderate (4)	20	50	22	9	593
Conservative (5-7)	16	53	23	8	777
Liberal (1-2)	24	47	19	10	387
Moderate (3-5)	18	53	20	9	966
Conservative (6-7)	16	51	25	9	559
Northeast	15	57	20	9	367
Midwest	20	48	23	9	473
South	21	49	22	8	746
West	16	52	21	11	421
Uninsured	13	36	33	18	188
Purchase on Own	21	55	14	11	163
Employer-based	18	54	19	10	873
Government Plan	22	54	18	6	677
Generic prescr. past year	18	58	21	3	1110
Brand name prescr. past year	23	53	22	3	433
None of above past year	8	23	27	42	319



12: In your own experience with health care, how important are prescription medicines to your health?

	The most important thing to my health	Very important	Somewhat important	Not important at all	N
Likely Voters	18	51	22	9	2007
Protestant	17	55	19	9	583
Roman Catholic	19	54	19	8	433
Ath./Agn./None	14	46	28	12	460
Something Else	24	48	21	7	530
Religiosity: Monthly+	21	53	19	7	799
Religiosity: LT Monthly	16	50	23	11	1208
Income: Under 50k	23	48	19	9	870
Income: 50k-100k	17	51	25	7	661
Income: 100k+	12	56	21	11	477
Educ: < College	19	51	22	9	1319
Educ: Bachelors degree	17	52	20	10	446
Educ: Post-grad	17	51	22	9	242
White Collar	18	53	20	10	905
Blue Collar	17	54	20	9	796
Military HH	19	54	23	5	428
Not Military HH	18	50	21	10	1579
Public Sector Union	16	67	7	9	113
Private Sector Union	35	33	18	14	64
Not in Labor Union	18	51	23	9	1831
Cell Only/Mostly	18	45	26	10	856
Dual Use	17	58	17	7	803
LL Only/Mostly	21	49	20	10	313
New England	9	67	14	11	105
Mid-Atlantic	17	53	22	8	262
East North Central	17	49	28	5	324
West North Central	25	46	11	18	149
South Atlantic	19	45	27	9	401
East South Central	18	66	14	2	129
West South Central	26	48	18	9	215
Mountain	11	53	18	17	136
Pacific	18	51	22	9	286
Health: Excellent	21	32	26	22	289
Health: Very Good	12	54	23	10	736
Health: Good	18	56	20	5	664
Health: Fair	28	53	17	2	253
Health: Poor	45	35	20	0	66

13: Overall, how would you describe your level of satisfaction with the prices of prescription drugs?

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	N
Likely Voters	16	39	28	17	2006
Male	15	40	26	19	933
Female	17	38	29	15	1073
Age: 18-29	20	50	21	9	346
Age: 30-44	19	37	30	14	473
Age: 45-64	12	33	30	24	759
Age: 65+	16	44	28	13	429
Ethnicity - White	14	40	29	17	1633
Ethnicity - Hispanic	25	42	23	10	179
Ethnicity - Afr. Am.	27	33	20	20	258
Ethnicity - Other	17	47	27	9	84
Urban	19	36	26	18	459
Suburban	14	42	30	14	1044
Rural	17	37	25	21	503
Democrats (no lean)	20	38	25	17	793
Independents (no lean)	12	37	32	19	521
Republicans (no lean)	14	43	27	16	692
Democrats (lean)	19	38	25	17	902
Independents (lean)	10	39	33	17	281
Republicans (lean)	15	40	29	16	822
Liberal (1-3)	20	39	26	14	542
Moderate (4)	14	39	30	17	594
Conservative (5-7)	13	40	28	19	775
Liberal (1-2)	23	36	26	15	387
Moderate (3-5)	13	39	30	18	964
Conservative (6-7)	15	42	27	16	560
Northeast	11	36	29	24	363
Midwest	16	39	28	17	474
South	16	42	27	14	747
West	20	38	26	15	422
Uninsured	13	36	30	22	185
Purchase on Own	18	34	23	25	163
Employer-based	15	38	31	17	873
Government Plan	18	40	26	16	679
Generic prescr. past year	15	41	28	15	1112
Brand name prescr. past year	15	42	25	18	434
None of above past year	17	30	33	20	319

13: Overall, how would you describe your level of satisfaction with the prices of prescription drugs?

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	N
Likely Voters	16	39	28	17	2006
Protestant	15	34	31	20	584
Roman Catholic	15	44	28	14	434
Ath./Agn./None	16	42	26	16	456
Something Else	18	39	26	17	531
Religiosity: Monthly+	17	45	24	14	801
Religiosity: LT Monthly	15	35	31	19	1205
Income: Under 50k	18	35	28	20	868
Income: 50k-100k	14	43	28	15	661
Income: 100k+	15	43	28	15	477
Educ: < College	15	38	27	19	1317
Educ: Bachelors degree	16	40	31	13	446
Educ: Post-grad	20	43	25	12	242
White Collar	16	44	28	12	906
Blue Collar	17	34	27	22	797
Military HH	18	36	27	20	429
Not Military HH	16	40	28	16	1577
Public Sector Union	22	36	24	18	113
Private Sector Union	26	25	22	27	60
Not in Labor Union	15	40	28	17	1834
Cell Only/Mostly	19	38	26	17	857
Dual Use	12	40	31	17	805
LL Only/Mostly	18	39	26	17	313
New England	3	44	23	30	101
Mid-Atlantic	14	33	32	22	262
East North Central	14	39	29	18	324
West North Central	19	39	28	14	150
South Atlantic	17	37	27	18	402
East South Central	13	33	42	11	129
West South Central	16	56	19	9	216
Mountain	15	42	29	15	136
Pacific	23	36	25	15	287
Health: Excellent	33	31	23	14	289
Health: Very Good	16	44	28	13	738
Health: Good	12	42	27	18	662
Health: Fair	10	32	33	25	253
Health: Poor	11	22	36	30	66

14: What do you think is most responsible for higher prescription drug costs?

	Prescription drug company profits	Prescription drug ad- vertising	Regulation and the drug approval process	The cost of re- searching and de- veloping new drugs	All of the above	Not sure	N
Likely Voters	32	4	9	12	38	6	2009
Male	29	4	11	13	39	4	937
Female	34	4	8	10	37	7	1072
Age: 18-29	29	3	12	19	28	8	346
Age: 30-44	32	7	9	9	35	8	477
Age: 45-64	33	3	10	10	39	5	758
Age: 65+	29	2	7	11	48	3	429
Ethnicity - White	31	4	9	12	39	5	1636
Ethnicity - Hispanic	36	3	12	14	25	10	179
Ethnicity - Afr. Am.	39	1	12	7	32	9	258
Ethnicity - Other	30	8	14	10	33	5	84
Urban	32	3	8	12	36	9	459
Suburban	33	4	8	13	37	4	1048
Rural	28	3	15	7	42	5	502
Democrats (no lean)	41	5	8	9	33	4	793
Independents (no lean)	30	4	6	9	45	6	524
Republicans (no lean)	22	3	14	16	38	7	692
Democrats (lean)	41	4	7	9	34	4	902
Independents (lean)	23	5	6	10	47	9	284
Republicans (lean)	24	3	13	15	39	6	822
Liberal (1-3)	41	6	8	10	30	5	543
Moderate (4)	34	3	4	9	42	8	594
Conservative (5-7)	24	4	14	15	40	3	778
Liberal (1-2)	43	6	9	10	27	4	387
Moderate (3-5)	33	4	6	10	40	7	968
Conservative (6-7)	21	3	16	16	42	3	560
Northeast	40	5	8	8	34	6	367
Midwest	29	4	9	12	41	4	474
South	27	4	11	13	39	6	746
West	34	4	9	12	35	5	422
Uninsured	32	5	5	6	39	12	188
Purchase on Own	35	2	15	9	33	6	163
Employer-based	31	4	11	14	36	4	872
Government Plan	31	3	8	9	43	6	679
Generic prescr. past year	33	4	8	10	40	5	1112
Brand name prescr. past year	30	3	14	16	34	3	434
None of above past year	31	4	7	13	38	8	319

14: What do you think is most responsible for higher prescription drug costs?

	Prescription drug company profits	Prescription drug ad- vertising	Regulation and the drug approval process	The cost of re- searching and de- veloping new drugs	All of the above	Not sure	N
Likely Voters	32	4	9	12	38	6	2009
Protestant	25	3	10	10	47	5	584
Roman Catholic	33	4	10	15	34	4	434
Ath./Agn./None	36	4	7	15	35	4	460
Something Else	33	4	11	8	34	10	530
Religiosity: Monthly+	29	5	12	13	36	5	801
Religiosity: LT Monthly	33	3	8	11	39	6	1209
Income: Under 50k	33	4	8	9	40	7	871
Income: 50k-100k	31	4	11	12	37	5	661
Income: 100k+	30	4	10	16	35	4	477
Educ: < College	31	4	10	9	40	7	1321
Educ: Bachelors degree	35	3	9	16	33	4	446
Educ: Post-grad	30	5	8	18	36	3	242
White Collar	32	5	9	16	34	4	905
Blue Collar	35	3	11	8	39	4	797
Military HH	29	4	10	12	43	3	429
Not Military HH	32	4	9	11	37	6	1580
Public Sector Union	39	4	14	13	22	6	113
Private Sector Union	28	19	3	8	33	9	64
Not in Labor Union	31	3	9	12	39	5	1833
Cell Only/Mostly	28	4	10	15	35	7	857
Dual Use	34	3	8	9	42	5	805
LL Only/Mostly	35	3	10	12	38	3	312
New England	35	5	5	8	43	4	105
Mid-Atlantic	42	5	9	7	30	7	262
East North Central	29	2	9	15	40	4	324
West North Central	29	6	10	6	44	5	150
South Atlantic	28	4	10	13	38	7	401
East South Central	25	2	18	6	42	7	129
West South Central	27	4	8	17	40	4	216
Mountain	33	3	9	15	34	6	136
Pacific	35	4	9	11	35	5	287
Health: Excellent	28	5	14	16	30	7	289
Health: Very Good	31	3	8	13	40	6	738
Health: Good	34	4	10	11	36	5	665
Health: Fair	33	3	8	5	44	6	253
Health: Poor	25	10	5	7	48	4	66

15: How much do you think prescription drug costs impact insurance premiums?

	A lot	Somewhat	A little	Not really	Not at all	N
Likely Voters	51	37	10	2	1	2009
Male	50	40	8	1	1	937
Female	52	34	11	2	1	1071
Age: 18-29	33	47	19	1	0	346
Age: 30-44	47	36	12	2	2	477
Age: 45-64	59	32	7	2	1	757
Age: 65+	56	39	3	1	1	429
Ethnicity - White	51	38	9	2	1	1637
Ethnicity - Hispanic	46	44	8	2	0	179
Ethnicity - Afr. Am.	53	30	12	2	3	258
Ethnicity - Other	48	42	11	0	0	83
Urban	48	39	11	2	0	458
Suburban	50	38	10	1	2	1048
Rural	57	33	8	2	1	503
Democrats (no lean)	54	34	9	2	1	793
Independents (no lean)	47	39	11	1	2	525
Republicans (no lean)	50	39	9	2	0	691
Democrats (lean)	54	35	8	2	1	902
Independents (lean)	42	38	16	0	3	285
Republicans (lean)	51	39	8	2	0	821
Liberal (1-3)	49	40	9	2	0	542
Moderate (4)	54	32	10	1	3	594
Conservative (5-7)	49	40	10	1	0	777
Liberal (1-2)	48	41	10	1	1	387
Moderate (3-5)	53	34	10	1	2	968
Conservative (6-7)	49	41	9	1	0	559
Northeast	52	36	9	2	1	367
Midwest	50	37	11	1	0	474
South	55	32	10	2	1	747
West	44	45	7	2	2	421
Uninsured	43	35	18	2	2	188
Purchase on Own	54	40	6	0	0	163
Employer-based	51	38	9	1	1	872
Government Plan	57	32	8	2	1	679
Generic prescr. past year	55	34	8	2	1	1112
Brand name prescr. past year	49	41	8	1	0	434
None of above past year	41	39	16	2	3	318

15: How much do you think prescription drug costs impact insurance premiums?

	A lot	Somewhat	A little	Not really	Not at all	N
Likely Voters	51	37	10	2	1	2009
Protestant	57	32	8	2	1	584
Roman Catholic	49	40	9	1	1	433
Ath./Agn./None	45	42	10	2	1	460
Something Else	51	35	11	2	1	531
Religiosity: Monthly+	50	38	10	2	1	800
Religiosity: LT Monthly	52	36	9	2	1	1208
Income: Under 50k	52	33	12	2	1	872
Income: 50k-100k	48	39	9	1	2	661
Income: 100k+	52	40	6	1	0	476
Educ: < College	54	33	10	1	1	1321
Educ: Bachelors degree	45	43	10	3	0	445
Educ: Post-grad	45	46	8	1	1	242
White Collar	49	41	7	1	1	904
Blue Collar	53	35	9	1	2	797
Military HH	55	35	8	2	0	429
Not Military HH	50	37	10	2	1	1579
Public Sector Union	59	36	3	0	1	113
Private Sector Union	63	20	15	0	3	64
Not in Labor Union	50	37	10	2	1	1832
Cell Only/Mostly	48	37	11	2	1	856
Dual Use	55	36	7	1	1	805
LL Only/Mostly	51	39	8	1	1	313
New England	53	32	13	1	1	105
Mid-Atlantic	52	38	8	2	1	262
East North Central	49	38	11	1	0	324
West North Central	52	35	13	0	0	150
South Atlantic	56	30	11	1	2	402
East South Central	60	31	6	3	0	129
West South Central	50	38	10	2	0	216
Mountain	39	48	5	3	5	136
Pacific	46	43	8	2	1	285
Health: Excellent	55	31	7	2	5	289
Health: Very Good	47	41	9	2	1	736
Health: Good	48	40	10	1	0	665
Health: Fair	63	24	11	2	0	253
Health: Poor	65	27	8	1	0	66

16: People have different views on how drug companies should price their products. Which comes closest to your view:

	Drug companies are for-profit businesses they should charge as much as they can to maximize returns to their shareholders.	Drug companies should realize a fair-return on their investment in research and development of new drugs, but they need to price their products in a way that the entire health care system can sustainably pay for.	N
Likely Voters	14	86	2008
Male	14	86	937
Female	13	87	1070
Age: 18-29	23	77	346
Age: 30-44	19	81	477
Age: 45-64	11	89	756
Age: 65+	6	94	429
Ethnicity - White	13	87	1636
Ethnicity - Hispanic	22	78	179
Ethnicity - Afr. Am.	19	81	257
Ethnicity - Other	10	90	84
Urban	18	82	457
Suburban	13	87	1048
Rural	12	88	502
Democrats (no lean)	14	86	791
Independents (no lean)	12	88	524
Republicans (no lean)	15	85	692
Democrats (lean)	14	86	900
Independents (lean)	11	89	284
Republicans (lean)	15	85	822
Liberal (1-3)	13	87	543
Moderate (4)	15	85	594
Conservative (5-7)	13	87	776
Liberal (1-2)	15	85	387
Moderate (3-5)	13	87	968
Conservative (6-7)	13	87	558
Northeast	15	85	367
Midwest	13	87	472
South	15	85	746
West	11	89	422
Uninsured	22	78	188
Purchase on Own	9	91	163
Employer-based	15	85	870
Government Plan	10	90	679
Generic prescr. past year	11	89	1110
Brand name prescr. past year	17	83	434
None of above past year	18	82	319



16: People have different views on how drug companies should price their products. Which comes closest to your view:

	Drug companies are for-profit businesses they should charge as much as they can to maximize returns to their shareholders.	Drug companies should realize a fair-return on their investment in research and development of new drugs, but they need to price their products in a way that the entire health care system can sustainably pay for.	N
Likely Voters	14	86	2008
Protestant	11	89	584
Roman Catholic	13	87	434
Ath./Agn./None	15	85	460
Something Else	17	83	528
Religiosity: Monthly+	16	84	799
Religiosity: LT Monthly	12	88	1209
Income: Under 50k	16	84	869
Income: 50k-100k	12	88	661
Income: 100k+	11	89	477
Educ: < College	13	87	1319
Educ: Bachelors degree	17	83	446
Educ: Post-grad	10	90	242
White Collar	16	84	905
Blue Collar	13	87	796
Military HH	8	92	429
Not Military HH	15	85	1578
Public Sector Union	15	85	113
Private Sector Union	31	69	64
Not in Labor Union	13	87	1831
Cell Only/Mostly	16	84	855
Dual Use	8	92	805
LL Only/Mostly	18	82	312
New England	4	96	105
Mid-Atlantic	19	81	262
East North Central	16	84	322
West North Central	7	93	150
South Atlantic	16	84	401
East South Central	13	87	129
West South Central	15	85	216
Mountain	9	91	136
Pacific	11	89	287
Health: Excellent	20	80	289
Health: Very Good	14	86	738
Health: Good	11	89	663
Health: Fair	14	86	253
Health: Poor	3	97	66

17: Thinking more about prescription drug costs, there are certain types of prescription drugs prescribed for complex conditions known as specialty drugs that are either very expensive and/or need to be given by a physician or other clinician and often given in the doctors office or other health care setting. One recent example of this is a drug that was developed to treat hepatitis C. Some early tests indicate that this drug when used in combination with other treatments could in many instances cure individuals with hepatitis C, but the company manufacturing this drug has priced the treatment at 84,000 dollars for a 12 week course of treatment which is 1,000 dollars per day. Thinking specifically about this drug, the price is

	Acceptable and what we have to pay for innovative, life-saving drug treatments.	Unacceptable and jeopardizes the very innovation that is a hallmark of the American health care system.	N
Likely Voters	18	82	2008
Male	22	78	936
Female	15	85	1072
Age: 18-29	26	74	346
Age: 30-44	28	72	477
Age: 45-64	12	88	758
Age: 65+	12	88	428
Ethnicity - White	16	84	1636
Ethnicity - Hispanic	25	75	179
Ethnicity - Afr. Am.	27	73	258
Ethnicity - Other	33	67	84
Urban	21	79	458
Suburban	18	82	1047
Rural	16	84	503
Democrats (no lean)	18	82	792
Independents (no lean)	15	85	525
Republicans (no lean)	21	79	691
Democrats (lean)	18	82	901
Independents (lean)	15	85	285
Republicans (lean)	20	80	821
Liberal (1-3)	18	82	542
Moderate (4)	18	82	594
Conservative (5-7)	19	81	777
Liberal (1-2)	20	80	387
Moderate (3-5)	17	83	968
Conservative (6-7)	19	81	559
Northeast	15	85	367
Midwest	17	83	474
South	19	81	745
West	20	80	422
Uninsured	28	72	188
Purchase on Own	16	84	163
Employer-based	18	82	871
Government Plan	14	86	679
Generic prescr. past year	14	86	1110
Brand name prescr. past year	19	81	434
None of above past year	20	80	319

17: Thinking more about prescription drug costs, there are certain types of prescription drugs prescribed for complex conditions known as specialty drugs that are either very expensive and/or need to be given by a physician or other clinician and often given in the doctors office or other health care setting. One recent example of this is a drug that was developed to treat hepatitis C. Some early tests indicate that this drug when used in combination with other treatments could in many instances cure individuals with hepatitis C, but the company manufacturing this drug has priced the treatment at 84,000 dollars for a 12 week course of treatment which is 1,000 dollars per day. Thinking specifically about this drug, the price is

	Acceptable and what we have to pay for innovative, life-saving drug treatments.	Unacceptable and jeopardizes the very innovation that is a hallmark of the American health care system.	N
Likely Voters	18	82	2008
Protestant	16	84	583
Roman Catholic	17	83	434
Ath./Agn./None	18	82	460
Something Else	22	78	530
Religiosity: Monthly+	22	78	799
Religiosity: LT Monthly	16	84	1209
Income: Under 50k	18	82	871
Income: 50k-100k	19	81	660
Income: 100k+	17	83	477
Educ: < College	16	84	1321
Educ: Bachelors degree	25	75	446
Educ: Post-grad	19	81	241
White Collar	22	78	905
Blue Collar	15	85	797
Military HH	15	85	429
Not Military HH	19	81	1579
Public Sector Union	21	79	113
Private Sector Union	36	64	64
Not in Labor Union	17	83	1832
Cell Only/Mostly	22	78	857
Dual Use	13	87	804
LL Only/Mostly	18	82	313
New England	10	90	105
Mid-Atlantic	17	83	262
East North Central	17	83	324
West North Central	19	81	150
South Atlantic	18	82	400
East South Central	23	77	129
West South Central	19	81	216
Mountain	18	82	136
Pacific	20	80	287
Health: Excellent	29	71	287
Health: Very Good	19	81	737
Health: Good	14	86	665
Health: Fair	17	83	253
Health: Poor	7	93	66

18: Thinking more about the prices for these type of specialty drugs how concerned are you that you or your family wont be able to afford these medicines in the future if you should need them.

	Very	Somewhat	Not at all	N
Likely Voters	57	35	8	2006
Male	49	41	10	937
Female	64	30	7	1069
Age: 18-29	52	37	11	346
Age: 30-44	55	37	7	477
Age: 45-64	61	31	7	755
Age: 65+	55	36	9	429
Ethnicity - White	57	34	9	1636
Ethnicity - Hispanic	62	31	6	179
Ethnicity - Afr. Am.	56	34	10	256
Ethnicity - Other	50	46	4	84
Urban	57	33	10	459
Suburban	56	37	7	1044
Rural	59	32	9	503
Democrats (no lean)	60	34	6	790
Independents (no lean)	57	30	13	525
Republicans (no lean)	53	38	8	691
Democrats (lean)	60	34	6	899
Independents (lean)	53	30	17	285
Republicans (lean)	55	37	8	821
Liberal (1-3)	59	34	7	540
Moderate (4)	60	30	10	594
Conservative (5-7)	52	39	9	778
Liberal (1-2)	60	32	8	385
Moderate (3-5)	59	33	8	968
Conservative (6-7)	50	40	9	559
Northeast	60	36	4	367
Midwest	59	35	5	471
South	53	35	13	747
West	59	33	8	422
Uninsured	61	26	14	185
Purchase on Own	57	37	6	163
Employer-based	57	37	6	873
Government Plan	59	32	10	679
Generic prescr. past year	61	33	6	1110
Brand name prescr. past year	52	39	9	434
None of above past year	52	31	17	318

18: Thinking more about the prices for these type of specialty drugs how concerned are you that you or your family wont be able to afford these medicines in the future if you should need them.

	Very	Somewhat	Not at all	N
Likely Voters	57	35	8	2006
Protestant	59	32	8	584
Roman Catholic	52	41	7	433
Ath./Agn./None	58	34	8	460
Something Else	58	32	10	528
Religiosity: Monthly+	51	40	9	801
Religiosity: LT Monthly	61	31	8	1205
Income: Under 50k	64	28	8	871
Income: 50k-100k	54	39	7	661
Income: 100k+	47	41	12	475
Educ: < College	61	31	8	1320
Educ: Bachelors degree	53	38	9	444
Educ: Post-grad	41	50	9	242
White Collar	47	43	10	903
Blue Collar	66	29	6	797
Military HH	57	34	9	429
Not Military HH	57	35	8	1577
Public Sector Union	57	38	5	113
Private Sector Union	65	21	14	64
Not in Labor Union	57	35	8	1830
Cell Only/Mostly	58	32	10	856
Dual Use	57	36	7	805
LL Only/Mostly	55	38	7	310
New England	69	26	5	105
Mid-Atlantic	57	40	4	262
East North Central	59	36	5	321
West North Central	61	33	6	150
South Atlantic	53	35	12	402
East South Central	59	28	13	129
West South Central	47	39	14	216
Mountain	63	28	8	135
Pacific	56	35	8	287
Health: Excellent	50	34	16	289
Health: Very Good	50	43	6	738
Health: Good	63	30	7	662
Health: Fair	68	28	5	253
Health: Poor	61	16	24	66

19: Experts say that drug companies are now focusing their research on drugs for conditions like Cancer or Alzheimers disease where they can charge tens of thousands of dollars or more per year for the medicine because there are no other alternatives. Which comes closest to your view:

	Focusing research on these conditions is important and we need to be prepared to pay whatever it costs to find treatments and cures for these diseases.	Focusing research on these conditions is important, but we have to find a way to be more efficient in developing new drugs and bring down prices with new technology rather than constantly increasing them.	N
Likely Voters	15	85	2009
Male	19	81	937
Female	12	88	1072
Age: 18-29	24	76	345
Age: 30-44	24	76	477
Age: 45-64	10	90	759
Age: 65+	8	92	429
Ethnicity - White	14	86	1636
Ethnicity - Hispanic	17	83	179
Ethnicity - Afr. Am.	25	75	258
Ethnicity - Other	15	85	84
Urban	21	79	458
Suburban	16	84	1048
Rural	8	92	503
Democrats (no lean)	16	84	793
Independents (no lean)	12	88	525
Republicans (no lean)	18	82	692
Democrats (lean)	15	85	901
Independents (lean)	11	89	285
Republicans (lean)	17	83	822
Liberal (1-3)	14	86	543
Moderate (4)	18	82	594
Conservative (5-7)	14	86	778
Liberal (1-2)	18	82	387
Moderate (3-5)	16	84	967
Conservative (6-7)	14	86	560
Northeast	14	86	367
Midwest	13	87	474
South	19	81	747
West	13	87	422
Uninsured	24	76	188
Purchase on Own	15	85	163
Employer-based	16	84	873
Government Plan	12	88	678
Generic prescr. past year	12	88	1112
Brand name prescr. past year	18	82	433
None of above past year	19	81	319

19: Experts say that drug companies are now focusing their research on drugs for conditions like Cancer or Alzheimers disease where they can charge tens of thousands of dollars or more per year for the medicine because there are no other alternatives. Which comes closest to your view:

	Focusing research on these conditions is important and we need to be prepared to pay whatever it costs to find treatments and cures for these diseases.	Focusing research on these conditions is important, but we have to find a way to be more efficient in developing new drugs and bring down prices with new technology rather than constantly increasing them.	N
Likely Voters	15	85	2009
Protestant	12	88	583
Roman Catholic	15	85	434
Ath./Agn./None	16	84	460
Something Else	19	81	531
Religiosity: Monthly+	16	84	801
Religiosity: LT Monthly	15	85	1208
Income: Under 50k	16	84	871
Income: 50k-100k	14	86	661
Income: 100k+	16	84	477
Educ: < College	15	85	1321
Educ: Bachelors degree	18	82	446
Educ: Post-grad	13	87	242
White Collar	19	81	906
Blue Collar	12	88	797
Military HH	12	88	429
Not Military HH	16	84	1580
Public Sector Union	18	82	113
Private Sector Union	27	73	64
Not in Labor Union	15	85	1833
Cell Only/Mostly	18	82	857
Dual Use	11	89	805
LL Only/Mostly	17	83	313
New England	15	85	105
Mid-Atlantic	14	86	262
East North Central	15	85	324
West North Central	9	91	149
South Atlantic	19	81	402
East South Central	20	80	129
West South Central	18	82	215
Mountain	10	90	136
Pacific	15	85	287
Health: Excellent	22	78	289
Health: Very Good	16	84	737
Health: Good	13	87	665
Health: Fair	14	86	253
Health: Poor	5	95	66

20: Thinking more about the prices charged for some of these specialty drugs, who do you think will be impacted most by these prices?

	Individuals and families who purchase insurance on their own	Employers	Employees	Seniors who have Medicare	Lower- income individu- als who rely on Medicaid for insurance	Taxpayers	N
Likely Voters	31	3	5	22	20	18	2010
Male	28	5	6	22	20	20	937
Female	33	2	5	22	20	18	1073
Age: 18-29	32	5	4	11	30	17	346
Age: 30-44	27	4	9	13	21	26	477
Age: 45-64	33	4	6	23	18	16	758
Age: 65+	29	1	2	38	14	17	429
Ethnicity - White	32	3	4	24	18	19	1637
Ethnicity - Hispanic	25	4	11	14	28	18	179
Ethnicity - Afr. Am.	28	3	7	15	29	17	258
Ethnicity - Other	26	3	11	14	31	15	84
Urban	32	3	6	19	23	17	459
Suburban	31	4	5	22	18	19	1048
Rural	30	2	5	24	22	18	503
Democrats (no lean)	30	4	7	24	22	14	793
Independents (no lean)	33	3	5	19	22	19	525
Republicans (no lean)	30	3	5	23	16	23	692
Democrats (lean)	31	4	6	23	22	14	902
Independents (lean)	31	3	4	18	27	16	285
Republicans (lean)	30	3	5	23	15	24	822
Liberal (1-3)	35	3	6	20	22	13	543
Moderate (4)	31	4	5	18	24	18	594
Conservative (5-7)	28	3	5	26	15	22	778
Liberal (1-2)	34	4	6	21	22	14	387
Moderate (3-5)	32	4	5	19	22	18	967
Conservative (6-7)	27	3	5	28	14	23	560
Northeast	31	7	6	22	16	18	367
Midwest	33	5	6	24	17	14	474
South	28	2	6	22	22	21	747
West	31	2	4	20	23	19	422
Uninsured	30	3	5	12	27	23	188
Purchase on Own	49	3	6	15	14	13	163
Employer-based	28	5	8	20	17	21	873
Government Plan	30	1	2	31	21	15	679
Generic prescr. past year	31	3	5	26	18	17	1112
Brand name prescr. past year	31	4	6	19	23	16	434
None of above past year	28	2	6	18	20	27	319



20: Thinking more about the prices charged for some of these specialty drugs, who do you think will be impacted most by these prices?

	Individuals and families who purchase insurance on their own	Employers	Employees	Seniors who have Medicare	Lower- income individu- als who rely on Medicaid for insurance	Taxpayers	N
Likely Voters	31	3	5	22	20	18	2010
Protestant	29	3	5	29	13	21	584
Roman Catholic	28	4	7	27	19	16	434
Ath./Agn./None	31	3	5	16	27	17	460
Something Else	34	4	5	16	23	19	531
Religiosity: Monthly+	25	4	7	27	17	21	801
Religiosity: LT Monthly	34	3	5	19	22	17	1208
Income: Under 50k	30	3	4	23	24	15	872
Income: 50k-100k	30	3	8	22	18	19	661
Income: 100k+	32	5	5	19	15	23	477
Educ: < College	30	3	5	24	21	17	1321
Educ: Bachelors degree	29	5	7	19	19	22	446
Educ: Post-grad	35	4	5	19	18	19	242
White Collar	29	4	7	20	17	22	906
Blue Collar	29	2	5	26	22	16	797
Military HH	29	1	3	26	19	20	429
Not Military HH	31	4	6	21	20	18	1581
Public Sector Union	24	11	11	19	10	24	113
Private Sector Union	27	2	1	22	32	17	64
Not in Labor Union	31	3	5	22	20	18	1834
Cell Only/Mostly	34	2	6	16	24	18	857
Dual Use	29	5	5	25	17	19	805
LL Only/Mostly	28	2	4	31	16	19	313
New England	31	10	4	21	21	12	105
Mid-Atlantic	31	5	7	23	14	21	262
East North Central	34	5	6	22	18	15	324
West North Central	32	4	6	29	15	14	150
South Atlantic	29	2	6	22	21	19	402
East South Central	36	2	4	15	18	25	129
West South Central	22	1	6	25	25	21	216
Mountain	35	1	5	19	18	22	136
Pacific	30	2	4	20	26	18	286
Health: Excellent	23	6	5	16	26	24	289
Health: Very Good	31	3	7	22	16	21	738
Health: Good	33	4	6	23	21	14	665
Health: Fair	33	1	2	29	20	16	253
Health: Poor	32	1	5	18	25	19	66

21: Do you think there is enough transparency in the prescription drug industry when it comes to how they price drugs?

	Yes	No	Not sure	N
Likely Voters	12	64	25	2009
Male	11	70	19	937
Female	13	58	30	1071
Age: 18-29	21	54	25	346
Age: 30-44	16	61	23	477
Age: 45-64	8	69	23	757
Age: 65+	6	65	30	429
Ethnicity - White	10	66	24	1637
Ethnicity - Hispanic	28	47	24	179
Ethnicity - Afr. Am.	20	55	25	257
Ethnicity - Other	21	53	26	84
Urban	14	55	31	459
Suburban	10	69	21	1046
Rural	14	60	27	503
Democrats (no lean)	14	64	22	791
Independents (no lean)	9	64	27	525
Republicans (no lean)	11	63	26	692
Democrats (lean)	12	66	21	900
Independents (lean)	10	57	33	285
Republicans (lean)	11	63	25	822
Liberal (1-3)	15	65	20	543
Moderate (4)	11	63	25	593
Conservative (5-7)	10	67	23	779
Liberal (1-2)	19	63	18	387
Moderate (3-5)	11	65	24	966
Conservative (6-7)	9	67	23	560
Northeast	9	62	29	367
Midwest	9	64	27	474
South	15	61	24	746
West	12	69	19	422
Uninsured	11	58	31	188
Purchase on Own	11	64	24	163
Employer-based	12	67	21	872
Government Plan	10	60	29	679
Generic prescr. past year	11	64	25	1111
Brand name prescr. past year	14	67	20	434
None of above past year	8	64	28	319

21: Do you think there is enough transparency in the prescription drug industry when it comes to how they price drugs?

	Yes	No	Not sure	N
Likely Voters	12	64	25	2009
Protestant	7	72	21	584
Roman Catholic	12	59	29	434
Ath./Agn./None	11	67	22	460
Something Else	16	56	27	529
Religiosity: Monthly+	15	61	24	801
Religiosity: LT Monthly	10	65	25	1207
Income: Under 50k	14	57	29	872
Income: 50k-100k	11	67	22	659
Income: 100k+	8	72	20	477
Educ: < College	11	60	29	1320
Educ: Bachelors degree	15	70	15	446
Educ: Post-grad	7	75	18	242
White Collar	12	71	17	906
Blue Collar	11	63	27	796
Military HH	13	65	22	429
Not Military HH	11	63	25	1579
Public Sector Union	18	56	26	113
Private Sector Union	28	40	31	64
Not in Labor Union	11	65	24	1832
Cell Only/Mostly	14	64	22	857
Dual Use	8	65	27	804
LL Only/Mostly	13	60	27	313
New England	6	65	28	105
Mid-Atlantic	10	61	30	262
East North Central	10	65	25	324
West North Central	8	63	29	150
South Atlantic	15	62	23	402
East South Central	15	67	18	128
West South Central	13	57	30	216
Mountain	10	75	14	136
Pacific	13	66	22	287
Health: Excellent	22	55	22	289
Health: Very Good	11	67	22	738
Health: Good	7	65	28	664
Health: Fair	11	63	26	253
Health: Poor	20	55	26	66

22: How much do you think prescription drug companies have to reveal about the information that goes into pricing their drugs?

	A lot	Some	Very little	Nothing	Not sure	N
Likely Voters	33	23	27	7	10	2010
Male	34	25	25	7	9	937
Female	33	21	29	6	11	1073
Age: 18-29	26	27	33	5	9	346
Age: 30-44	29	24	31	6	10	477
Age: 45-64	37	19	26	7	11	759
Age: 65+	38	24	20	7	11	429
Ethnicity - White	33	22	27	7	10	1637
Ethnicity - Hispanic	33	24	21	6	17	179
Ethnicity - Afr. Am.	38	23	27	3	9	258
Ethnicity - Other	35	30	22	7	6	84
Urban	34	21	29	4	12	459
Suburban	32	23	27	7	10	1048
Rural	36	23	25	7	9	503
Democrats (no lean)	38	23	25	5	9	793
Independents (no lean)	33	19	26	11	11	525
Republicans (no lean)	29	24	30	5	12	692
Democrats (lean)	38	23	24	5	9	902
Independents (lean)	27	15	32	12	13	285
Republicans (lean)	30	25	28	6	11	822
Liberal (1-3)	41	22	23	7	7	543
Moderate (4)	33	20	33	4	10	594
Conservative (5-7)	28	27	26	8	10	779
Liberal (1-2)	42	22	22	8	6	387
Moderate (3-5)	32	22	31	6	9	968
Conservative (6-7)	29	27	25	8	12	560
Northeast	33	24	27	7	10	367
Midwest	32	22	29	7	10	474
South	34	23	27	6	10	747
West	35	22	25	6	11	422
Uninsured	35	20	24	7	13	188
Purchase on Own	31	25	27	5	11	163
Employer-based	29	24	30	8	10	873
Government Plan	41	19	23	5	11	679
Generic prescr. past year	32	23	28	7	11	1112
Brand name prescr. past year	38	26	24	6	6	434
None of above past year	34	17	30	6	13	319

22: How much do you think prescription drug companies have to reveal about the information that goes into pricing their drugs?

	A lot	Some	Very little	Nothing	Not sure	N
Likely Voters	33	23	27	7	10	2010
Protestant	34	23	28	6	9	584
Roman Catholic	32	27	21	5	14	434
Ath./Agn./None	37	18	26	11	8	460
Something Else	31	23	31	5	10	531
Religiosity: Monthly+	32	27	25	5	11	801
Religiosity: LT Monthly	34	20	28	8	10	1209
Income: Under 50k	39	21	26	5	9	872
Income: 50k-100k	32	24	26	7	11	661
Income: 100k+	26	24	30	9	10	477
Educ: < College	35	20	28	6	12	1321
Educ: Bachelors degree	32	29	24	8	7	446
Educ: Post-grad	30	26	25	11	8	242
White Collar	31	25	27	8	10	906
Blue Collar	37	20	28	5	10	797
Military HH	35	20	28	7	10	429
Not Military HH	33	23	27	6	10	1581
Public Sector Union	32	18	31	10	9	113
Private Sector Union	41	12	24	18	6	64
Not in Labor Union	33	23	27	6	11	1834
Cell Only/Mostly	31	24	28	8	8	857
Dual Use	35	22	26	5	12	805
LL Only/Mostly	37	21	26	5	11	313
New England	33	15	31	9	11	105
Mid-Atlantic	32	27	25	6	10	262
East North Central	29	25	27	8	11	324
West North Central	37	16	35	5	7	150
South Atlantic	32	24	30	6	9	402
East South Central	31	23	32	5	8	129
West South Central	39	22	19	8	13	216
Mountain	32	22	31	4	12	136
Pacific	37	22	22	8	11	287
Health: Excellent	39	16	25	10	10	289
Health: Very Good	30	27	26	6	11	738
Health: Good	28	24	30	7	11	665
Health: Fair	48	15	26	4	7	253
Health: Poor	50	24	12	7	7	66

23: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Require drug companies to disclose their actual research and development costs for a particular drug

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	3	2	2	4	9	7	8	15	16	36	2003
Male	5	1	2	3	9	8	9	14	17	32	936
Female	1	2	2	4	8	6	8	15	15	39	1067
Age: 18-29	1	5	3	7	10	7	10	10	15	32	344
Age: 30-44	3	0	0	4	8	11	10	17	12	35	476
Age: 45-64	4	1	2	3	8	7	6	14	18	37	758
Age: 65+	5	1	3	3	9	3	9	16	16	36	426
Ethnicity - White	4	2	2	3	8	7	8	16	16	34	1633
Ethnicity - Hispanic	1	2	3	6	5	6	14	13	16	36	179
Ethnicity - Afr. Am.	1	1	1	5	11	7	10	8	11	44	257
Ethnicity - Other	2	0	1	5	6	5	12	16	17	37	83
Urban	2	1	1	5	8	9	9	14	12	40	457
Suburban	4	2	2	3	10	7	9	15	14	33	1044
Rural	2	3	1	3	5	6	6	14	22	37	502
Democrats (no lean)	1	2	1	3	7	7	8	13	16	42	791
Independents (no lean)	5	1	2	3	11	6	6	17	15	33	520
Republicans (no lean)	5	1	2	5	8	7	10	15	16	30	692
Democrats (lean)	1	2	1	3	7	7	8	14	16	42	900
Independents (lean)	5	2	1	4	15	7	5	16	13	32	283
Republicans (lean)	5	1	3	4	8	7	10	15	16	30	819
Liberal (1-3)	2	2	1	3	9	7	7	14	18	38	542
Moderate (4)	2	1	1	5	9	8	8	15	10	41	591
Conservative (5-7)	5	2	3	3	8	7	10	15	19	27	777
Liberal (1-2)	2	3	2	2	9	7	6	13	17	40	387
Moderate (3-5)	2	1	1	4	9	8	8	15	14	36	963
Conservative (6-7)	6	2	3	4	7	6	11	15	18	28	560
Northeast	3	2	2	1	10	8	10	16	13	35	366
Midwest	2	4	1	4	7	10	6	17	14	34	474
South	3	0	2	4	9	6	9	13	19	34	743
West	5	1	1	5	8	6	9	13	13	39	420
Uninsured	2	0	1	5	9	12	8	13	13	38	187
Purchase on Own	3	2	1	3	8	5	5	16	23	34	162
Employer-based	3	2	2	3	8	7	10	17	17	30	871
Government Plan	3	1	2	3	10	6	6	12	14	42	676
Generic prescr. past year	3	2	2	3	9	6	8	15	16	38	1108
Brand name prescr. past year	4	1	0	4	6	7	9	12	19	36	434
None of above past year	5	3	3	4	8	8	11	17	13	30	318

23: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Require drug companies to disclose their actual research and development costs for a particular drug

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	3	2	2	4	9	7	8	15	16	36	2003
Protestant	4	2	2	3	8	4	5	18	17	38	583
Roman Catholic	3	1	1	2	8	10	14	14	15	31	429
Ath./Agn./None	4	2	2	4	9	9	7	13	13	37	460
Something Else	1	2	1	6	9	7	10	13	16	35	530
Religiosity: Monthly+	2	3	2	4	8	6	11	15	16	33	797
Religiosity: LT Monthly	4	1	2	3	9	8	7	14	15	37	1206
Income: Under 50k	1	2	2	5	9	7	7	12	15	41	868
Income: 50k-100k	4	1	1	3	8	6	11	15	17	34	658
Income: 100k+	7	2	2	2	9	9	7	19	15	27	477
Educ: < College	2	1	1	4	8	7	8	14	16	37	1316
Educ: Bachelors degree	4	1	3	4	10	8	8	17	14	33	445
Educ: Post-grad	9	5	3	3	8	5	9	13	15	32	242
White Collar	5	2	2	3	10	7	9	15	16	31	902
Blue Collar	2	2	1	4	6	8	8	14	16	38	797
Military HH	3	2	2	4	10	5	6	14	18	35	427
Not Military HH	3	1	2	3	8	8	9	15	15	36	1576
Public Sector Union	2	1	1	2	7	12	11	18	21	25	113
Private Sector Union	3	0	4	1	12	8	10	8	11	42	64
Not in Labor Union	3	2	2	4	8	7	8	15	15	36	1826
Cell Only/Mostly	4	1	2	4	8	7	8	15	16	34	853
Dual Use	2	2	1	4	9	7	9	14	15	36	804
LL Only/Mostly	4	4	1	2	6	6	8	13	15	40	311
New England	8	3	0	0	12	2	11	11	11	42	104
Mid-Atlantic	2	2	3	1	9	10	9	18	15	32	262
East North Central	2	4	1	4	8	9	6	18	14	32	324
West North Central	1	2	1	6	5	12	6	15	14	38	150
South Atlantic	2	1	2	4	13	4	8	14	14	37	399
East South Central	3	0	1	1	3	11	13	11	32	25	129
West South Central	4	0	1	6	7	6	8	13	20	35	215
Mountain	4	1	3	4	8	6	9	13	11	41	136
Pacific	5	2	1	5	7	6	9	12	14	39	285
Health: Excellent	6	2	1	2	6	8	8	11	13	43	288
Health: Very Good	2	2	1	4	8	9	9	17	15	33	733
Health: Good	3	1	2	5	11	6	8	15	15	34	663
Health: Fair	2	2	1	3	7	5	12	12	17	39	253
Health: Poor	5	2	5	0	5	7	1	8	31	36	66

24: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Require drug companies to submit information about the value of a medicine for example, will it reduce other health care costs and over what period of time.

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	1	2	2	11	9	13	14	13	33	2002
Male	3	1	2	3	10	12	16	15	12	27	936
Female	1	1	2	2	11	7	11	13	14	38	1066
Age: 18-29	1	2	4	1	14	12	19	10	8	29	344
Age: 30-44	2	1	1	5	11	9	11	13	13	35	474
Age: 45-64	1	2	2	1	9	10	12	16	14	34	758
Age: 65+	3	1	1	3	11	6	12	13	15	33	426
Ethnicity - White	2	1	2	2	11	9	13	13	14	32	1634
Ethnicity - Hispanic	0	1	3	1	10	7	12	17	18	33	179
Ethnicity - Afr. Am.	2	2	1	3	7	11	12	13	8	41	257
Ethnicity - Other	1	1	1	1	6	9	17	12	15	37	81
Urban	1	0	2	2	13	10	15	13	12	33	457
Suburban	2	2	2	2	12	9	12	14	13	33	1044
Rural	1	0	2	4	7	9	14	13	14	35	502
Democrats (no lean)	1	0	1	2	7	9	16	12	14	38	790
Independents (no lean)	3	2	3	2	13	7	10	15	13	32	521
Republicans (no lean)	2	2	2	3	14	11	12	14	13	28	692
Democrats (lean)	1	0	1	2	7	8	15	13	14	39	898
Independents (lean)	3	2	3	3	17	10	10	15	9	28	283
Republicans (lean)	2	2	2	2	13	10	12	13	13	29	820
Liberal (1-3)	1	1	2	1	6	10	13	14	12	40	540
Moderate (4)	2	1	2	2	12	9	13	14	11	33	591
Conservative (5-7)	2	2	2	3	12	9	14	13	16	26	778
Liberal (1-2)	1	2	2	1	6	10	11	13	13	42	385
Moderate (3-5)	2	1	2	3	11	9	14	15	12	31	964
Conservative (6-7)	2	2	2	2	12	10	15	13	15	27	560
Northeast	1	2	1	2	13	9	16	9	15	32	367
Midwest	2	1	1	2	11	10	13	11	12	37	473
South	1	1	2	3	10	10	13	15	13	32	741
West	4	1	2	1	11	7	11	17	13	32	421
Uninsured	2	0	3	2	8	14	16	15	7	33	187
Purchase on Own	3	1	0	1	12	13	8	6	14	42	162
Employer-based	2	1	2	3	10	9	14	14	15	29	869
Government Plan	2	1	1	2	13	6	10	14	13	38	677
Generic prescr. past year	2	1	1	3	10	9	13	13	13	37	1109
Brand name prescr. past year	2	2	2	2	11	8	14	15	12	33	432
None of above past year	2	2	4	1	16	12	11	14	12	26	318



24: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Require drug companies to submit information about the value of a medicine for example, will it reduce other health care costs and over what period of time.

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	1	2	2	11	9	13	14	13	33	2002
Protestant	2	2	2	2	9	7	12	15	16	33	583
Roman Catholic	1	1	2	1	12	7	19	13	13	30	428
Ath./Agn./None	4	0	2	2	13	11	11	15	9	33	460
Something Else	1	1	1	4	10	12	11	10	13	37	530
Religiosity: Monthly+	1	1	2	3	11	11	13	13	13	32	797
Religiosity: LT Monthly	2	1	2	2	11	8	13	14	13	34	1206
Income: Under 50k	1	1	2	2	12	9	11	14	12	36	869
Income: 50k-100k	2	0	1	3	9	9	14	15	12	35	658
Income: 100k+	3	2	2	2	11	11	16	11	17	25	476
Educ: < College	1	1	2	2	12	10	13	14	12	34	1317
Educ: Bachelors degree	2	0	1	2	8	8	15	14	17	32	443
Educ: Post-grad	4	5	4	2	10	9	11	9	15	31	242
White Collar	2	1	2	2	10	9	12	14	16	31	901
Blue Collar	2	1	1	3	11	10	15	14	12	33	797
Military HH	2	2	1	3	10	9	11	14	12	35	427
Not Military HH	2	1	2	2	11	9	14	13	13	33	1575
Public Sector Union	1	1	1	2	14	14	5	20	20	22	113
Private Sector Union	10	0	2	1	10	15	9	7	5	42	64
Not in Labor Union	2	1	2	2	11	9	14	13	13	34	1826
Cell Only/Mostly	2	2	3	3	10	9	13	11	12	36	852
Dual Use	1	1	1	2	11	9	15	15	14	30	805
LL Only/Mostly	3	0	1	2	8	10	9	15	14	37	311
New England	2	4	0	1	13	9	23	3	11	34	105
Mid-Atlantic	1	1	2	3	13	9	13	12	16	32	262
East North Central	2	1	2	2	13	8	11	13	13	34	323
West North Central	2	1	0	0	5	15	18	7	9	42	150
South Atlantic	1	2	2	3	10	9	10	14	13	36	397
East South Central	1	2	1	2	8	14	15	19	17	21	129
West South Central	0	1	4	5	10	9	16	15	10	31	215
Mountain	3	1	0	1	8	8	16	13	20	30	136
Pacific	4	1	3	2	12	7	9	19	10	32	286
Health: Excellent	2	2	2	3	13	4	9	10	16	38	289
Health: Very Good	2	1	2	2	8	10	17	14	16	29	733
Health: Good	1	2	2	2	13	12	13	13	9	34	663
Health: Fair	2	0	2	2	10	8	10	17	13	35	253
Health: Poor	6	5	3	0	5	0	3	17	13	48	66

25: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Publish a list of all price increases for existing products on their website so that consumers can see how the price of drugs is increasing from year to year

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	2	2	12	8	11	13	13	35	2004
Male	3	3	2	2	13	9	12	14	13	29	936
Female	0	1	2	2	12	7	11	12	13	40	1068
Age: 18-29	1	4	2	5	18	8	12	13	8	30	344
Age: 30-44	3	1	2	2	10	9	13	15	13	33	476
Age: 45-64	2	2	1	1	11	8	11	13	16	37	758
Age: 65+	1	3	3	3	13	8	10	10	11	39	426
Ethnicity - White	2	2	2	3	12	8	11	13	13	34	1633
Ethnicity - Hispanic	0	2	0	5	11	10	10	17	12	34	179
Ethnicity - Afr. Am.	1	1	4	1	13	8	10	9	10	44	257
Ethnicity - Other	0	0	2	1	9	10	20	10	17	31	83
Urban	0	2	2	2	14	10	12	12	9	37	456
Suburban	2	2	2	2	12	8	11	13	14	33	1045
Rural	2	2	1	4	10	6	10	13	14	37	502
Democrats (no lean)	1	1	2	1	9	8	12	12	11	43	791
Independents (no lean)	3	3	2	2	14	9	7	14	12	34	521
Republicans (no lean)	2	3	1	4	14	7	13	13	16	27	692
Democrats (lean)	1	1	2	1	9	7	12	12	11	43	900
Independents (lean)	3	4	3	2	18	11	4	14	11	30	283
Republicans (lean)	2	3	1	4	14	8	13	13	15	28	819
Liberal (1-3)	1	1	1	3	9	9	10	15	11	41	542
Moderate (4)	2	2	2	2	14	8	12	10	13	37	590
Conservative (5-7)	3	3	2	3	14	8	13	14	14	26	778
Liberal (1-2)	0	1	2	2	11	8	10	11	11	44	387
Moderate (3-5)	2	2	2	2	12	8	12	13	13	34	963
Conservative (6-7)	3	3	1	3	15	8	13	14	14	26	560
Northeast	2	0	1	2	13	6	13	13	12	36	367
Midwest	1	2	2	2	12	8	12	12	11	38	474
South	1	3	2	3	13	9	11	12	14	32	743
West	4	2	2	2	9	8	10	14	13	35	421
Uninsured	3	3	0	1	16	6	14	16	10	32	187
Purchase on Own	1	1	1	1	13	9	13	14	9	35	162
Employer-based	2	2	2	2	11	8	13	14	16	30	871
Government Plan	1	1	1	4	12	8	8	10	11	44	677
Generic prescr. past year	1	2	2	1	11	8	10	14	12	39	1109
Brand name prescr. past year	2	1	1	4	13	10	10	12	15	33	434
None of above past year	3	3	1	3	16	7	14	12	13	28	318

25: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Publish a list of all price increases for existing products on their website so that consumers can see how the price of drugs is increasing from year to year

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	2	2	12	8	11	13	13	35	2004
Protestant	1	1	2	3	12	7	10	13	15	35	583
Roman Catholic	2	1	1	1	10	10	17	14	16	28	430
Ath./Agn./None	3	2	2	2	15	6	11	14	9	35	460
Something Else	1	3	1	3	12	10	8	10	11	40	530
Religiosity: Monthly+	1	2	2	3	11	8	15	13	13	32	798
Religiosity: LT Monthly	2	2	2	2	13	8	9	12	13	37	1206
Income: Under 50k	1	1	2	3	13	6	11	11	12	40	869
Income: 50k-100k	2	2	1	3	10	9	12	15	12	34	658
Income: 100k+	3	4	2	1	13	9	12	11	16	28	477
Educ: < College	1	2	2	2	13	8	11	12	12	38	1316
Educ: Bachelors degree	2	2	1	2	12	9	12	13	16	29	445
Educ: Post-grad	3	3	5	4	9	8	10	16	12	29	242
White Collar	2	3	3	2	12	9	11	13	16	29	903
Blue Collar	1	1	1	3	11	9	11	13	10	40	796
Military HH	1	3	2	4	11	10	9	11	11	38	427
Not Military HH	2	2	2	2	12	7	12	13	13	34	1577
Public Sector Union	1	1	0	3	16	7	21	12	15	24	113
Private Sector Union	3	0	7	0	10	8	8	14	6	43	64
Not in Labor Union	2	2	2	2	12	8	11	13	13	35	1827
Cell Only/Mostly	2	3	2	2	13	8	12	14	10	34	854
Dual Use	1	2	2	2	12	8	10	13	15	35	805
LL Only/Mostly	3	1	2	2	7	7	12	11	14	41	311
New England	2	1	1	3	18	2	11	11	3	47	105
Mid-Atlantic	2	0	1	2	11	8	14	14	16	32	262
East North Central	2	1	3	3	14	8	9	12	12	36	324
West North Central	0	4	0	0	10	6	17	11	10	43	150
South Atlantic	1	2	2	2	13	8	10	13	15	34	399
East South Central	2	1	3	2	14	6	17	8	18	29	129
West South Central	0	5	1	5	13	13	9	12	11	31	215
Mountain	4	1	3	0	10	8	9	15	14	36	136
Pacific	4	3	2	3	9	8	11	14	12	35	285
Health: Excellent	3	3	1	4	9	5	11	10	16	37	288
Health: Very Good	1	2	2	2	12	9	14	14	12	32	734
Health: Good	2	3	1	2	14	9	7	12	12	37	663
Health: Fair	1	0	4	2	13	6	14	12	11	37	253
Health: Poor	3	0	0	6	7	0	12	13	20	38	66

26: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Provide more transparency to consumers about how effective the new treatment is in relation to existing treatments

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	1	0	1	2	10	7	10	15	16	37	2005
Male	1	1	1	2	9	8	12	17	16	34	936
Female	1	0	2	2	11	6	9	13	15	40	1069
Age: 18-29	1	0	5	3	13	10	14	15	10	30	344
Age: 30-44	2	1	1	3	13	7	8	14	14	37	474
Age: 45-64	0	1	1	1	8	6	11	15	18	39	758
Age: 65+	1	0	0	2	6	6	8	17	17	42	428
Ethnicity - White	1	0	1	2	9	7	11	15	17	37	1635
Ethnicity - Hispanic	2	0	6	2	11	9	15	11	15	30	179
Ethnicity - Afr. Am.	1	0	0	4	15	6	9	13	9	42	256
Ethnicity - Other	1	0	0	4	6	6	10	20	15	38	83
Urban	1	1	1	2	11	9	12	13	13	36	457
Suburban	1	0	1	2	9	8	10	16	16	36	1046
Rural	0	0	2	2	9	4	9	14	18	41	502
Democrats (no lean)	0	1	1	2	8	7	10	16	14	40	790
Independents (no lean)	1	0	0	3	12	5	8	12	20	37	523
Republicans (no lean)	1	0	2	1	9	8	13	16	14	35	692
Democrats (lean)	0	1	1	2	8	6	9	16	14	42	899
Independents (lean)	1	0	0	3	18	7	8	12	20	30	283
Republicans (lean)	1	0	2	2	9	8	12	15	15	35	821
Liberal (1-3)	0	0	2	2	5	8	7	16	16	42	542
Moderate (4)	1	0	1	2	15	8	11	12	14	36	591
Conservative (5-7)	1	0	1	3	8	6	14	17	17	33	778
Liberal (1-2)	0	1	3	2	7	7	6	14	16	43	387
Moderate (3-5)	1	0	1	2	11	7	10	14	17	35	965
Conservative (6-7)	1	0	1	2	7	6	15	18	14	34	560
Northeast	1	1	2	2	12	3	14	14	14	36	367
Midwest	1	1	2	2	9	7	9	15	14	40	474
South	0	0	1	2	10	9	9	15	16	37	744
West	2	0	1	2	8	6	11	16	18	37	421
Uninsured	3	0	3	4	14	6	10	14	12	33	185
Purchase on Own	0	0	1	1	8	6	12	12	13	47	162
Employer-based	1	0	2	2	8	8	12	15	18	34	873
Government Plan	0	1	1	1	11	6	7	15	15	43	677
Generic prescr. past year	0	0	1	1	10	6	10	15	17	40	1110
Brand name prescr. past year	1	1	1	2	7	10	11	14	14	38	434
None of above past year	2	0	2	2	12	5	12	14	17	32	318

26: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Provide more transparency to consumers about how effective the new treatment is in relation to existing treatments

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	1	0	1	2	10	7	10	15	16	37	2005
Protestant	1	0	1	2	7	6	11	15	19	37	583
Roman Catholic	1	0	2	1	8	8	14	15	14	37	431
Ath./Agn./None	2	0	2	3	14	8	5	15	15	36	460
Something Else	0	1	1	2	11	6	11	15	13	39	529
Religiosity: Monthly+	1	0	2	2	9	8	14	16	14	35	799
Religiosity: LT Monthly	1	1	1	2	11	7	8	14	16	39	1206
Income: Under 50k	1	1	2	3	13	5	9	12	14	39	868
Income: 50k-100k	2	0	1	2	7	7	12	17	16	37	660
Income: 100k+	1	0	1	1	7	10	12	17	18	35	477
Educ: < College	1	1	1	3	11	7	11	13	14	38	1317
Educ: Bachelors degree	1	0	2	1	8	6	10	19	18	36	445
Educ: Post-grad	1	0	1	2	6	8	11	16	18	37	242
White Collar	1	0	1	2	8	8	11	17	17	35	905
Blue Collar	1	1	2	2	8	6	10	14	15	41	795
Military HH	1	1	1	2	8	4	8	16	15	45	429
Not Military HH	1	0	1	2	10	8	11	15	16	35	1576
Public Sector Union	1	0	4	1	6	7	7	13	24	38	113
Private Sector Union	5	0	0	15	6	7	6	3	11	47	64
Not in Labor Union	1	1	1	2	10	7	11	15	15	37	1828
Cell Only/Mostly	1	0	2	2	11	7	9	15	14	38	852
Dual Use	0	0	0	1	9	6	12	17	17	37	805
LL Only/Mostly	2	1	0	2	8	9	10	10	18	39	313
New England	2	0	0	4	12	1	23	13	9	36	105
Mid-Atlantic	0	2	2	2	12	4	11	15	17	36	262
East North Central	1	1	1	2	11	8	7	14	15	40	324
West North Central	0	0	2	1	4	6	13	17	13	42	150
South Atlantic	0	1	1	1	13	9	9	13	17	36	400
East South Central	0	0	0	6	6	4	11	21	13	38	129
West South Central	1	0	2	2	7	13	8	14	16	36	215
Mountain	2	0	1	1	3	3	16	20	16	38	136
Pacific	2	0	1	2	10	7	9	14	19	36	285
Health: Excellent	3	0	2	3	8	7	7	11	15	44	288
Health: Very Good	1	0	2	1	8	11	11	15	17	35	736
Health: Good	0	1	1	2	12	4	11	17	12	38	661
Health: Fair	0	0	1	4	9	3	10	15	20	38	253
Health: Poor	0	0	0	1	20	7	10	8	21	34	66

27: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Provide more transparency to consumers about the cost of new treatments versus old treatments

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	1	1	1	2	10	9	11	14	17	33	2004
Male	2	1	1	2	9	12	13	14	17	29	936
Female	0	1	1	2	11	6	10	13	17	37	1068
Age: 18-29	0	2	2	6	16	14	16	14	10	20	344
Age: 30-44	2	1	1	3	9	10	9	13	16	35	476
Age: 45-64	1	1	1	1	9	7	11	14	20	36	758
Age: 65+	1	1	1	1	9	6	11	15	17	38	426
Ethnicity - White	1	1	1	2	10	8	11	14	17	33	1633
Ethnicity - Hispanic	0	2	2	3	10	11	12	10	18	33	179
Ethnicity - Afr. Am.	1	1	3	3	9	12	10	9	16	36	257
Ethnicity - Other	1	0	0	3	9	6	20	17	9	35	83
Urban	0	1	2	2	10	12	10	11	16	35	457
Suburban	1	1	1	2	11	7	12	15	17	32	1045
Rural	0	1	1	3	8	9	11	14	19	34	502
Democrats (no lean)	0	1	2	3	7	7	10	14	17	38	791
Independents (no lean)	1	1	0	3	12	10	11	14	17	32	520
Republicans (no lean)	1	2	1	1	11	10	14	13	17	29	692
Democrats (lean)	0	1	2	2	7	7	9	15	17	40	900
Independents (lean)	2	2	0	4	15	13	11	13	16	26	283
Republicans (lean)	1	1	1	1	12	10	14	13	17	29	820
Liberal (1-3)	1	2	2	3	6	8	8	15	19	36	542
Moderate (4)	1	0	2	1	12	12	10	12	15	35	591
Conservative (5-7)	1	1	0	2	10	7	16	15	18	28	778
Liberal (1-2)	1	3	2	4	6	8	9	16	16	37	387
Moderate (3-5)	1	1	1	2	10	10	10	13	20	33	963
Conservative (6-7)	1	1	0	2	11	7	17	16	15	29	560
Northeast	1	2	1	1	10	7	10	18	14	35	366
Midwest	1	1	1	3	9	10	11	12	18	34	474
South	0	1	2	2	10	9	12	14	17	32	743
West	2	1	1	2	10	8	13	11	19	34	421
Uninsured	1	0	3	3	6	22	9	13	16	27	187
Purchase on Own	1	2	0	2	6	9	11	15	12	42	162
Employer-based	1	2	1	2	10	6	13	16	19	30	871
Government Plan	1	1	1	2	11	8	9	12	17	39	677
Generic prescr. past year	0	1	1	2	9	7	10	15	17	38	1109
Brand name prescr. past year	1	1	2	2	11	11	12	11	19	29	434
None of above past year	3	1	1	2	11	8	17	12	16	28	318

27: Below is a list of steps that could be taken to help increase transparency. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Provide more transparency to consumers about the cost of new treatments versus old treatments

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	1	1	1	2	10	9	11	14	17	33	2004
Protestant	1	1	1	1	8	7	13	13	19	36	583
Roman Catholic	1	1	0	1	11	8	12	15	19	32	429
Ath./Agn./None	1	1	1	5	11	12	11	15	12	31	460
Something Else	1	1	3	2	11	9	10	13	17	33	530
Religiosity: Monthly+	1	1	1	3	9	8	14	14	17	32	798
Religiosity: LT Monthly	1	2	1	1	11	9	9	14	17	34	1206
Income: Under 50k	1	1	2	4	10	11	11	11	15	34	868
Income: 50k-100k	1	1	1	1	10	6	12	16	18	35	658
Income: 100k+	1	2	0	1	11	8	12	16	19	30	477
Educ: < College	1	1	2	3	10	9	11	12	17	34	1317
Educ: Bachelors degree	1	1	0	1	10	7	13	18	18	31	445
Educ: Post-grad	2	2	1	2	11	7	11	13	18	34	242
White Collar	1	1	1	1	10	8	12	15	18	32	902
Blue Collar	1	2	2	3	10	9	11	13	16	34	797
Military HH	0	2	0	1	11	8	12	14	16	35	427
Not Military HH	1	1	2	2	10	9	11	14	17	33	1577
Public Sector Union	0	1	0	1	12	5	14	12	28	27	113
Private Sector Union	5	0	7	0	7	14	8	15	2	42	64
Not in Labor Union	1	1	1	2	10	9	11	14	17	34	1827
Cell Only/Mostly	1	2	1	3	11	9	12	14	14	32	854
Dual Use	1	0	1	0	9	8	12	14	20	34	805
LL Only/Mostly	2	1	2	4	7	8	8	12	19	37	311
New England	2	0	0	2	16	2	4	25	8	42	104
Mid-Atlantic	1	2	2	1	8	9	13	15	16	33	262
East North Central	2	1	2	5	11	6	12	13	18	32	324
West North Central	0	1	0	0	6	17	8	10	18	39	150
South Atlantic	1	1	2	3	10	8	12	14	13	37	399
East South Central	0	3	1	1	7	16	6	19	29	19	129
West South Central	0	1	2	2	13	8	14	13	17	30	215
Mountain	2	0	0	2	8	7	18	11	18	33	136
Pacific	2	1	1	1	11	8	11	11	19	35	285
Health: Excellent	3	1	1	1	9	9	9	10	17	40	288
Health: Very Good	1	1	0	4	9	11	13	13	17	31	734
Health: Good	1	1	2	1	12	8	11	16	14	34	663
Health: Fair	1	2	2	1	7	5	14	14	20	33	253
Health: Poor	0	0	5	1	8	2	5	16	31	32	66

28: Here are a few things people have suggested drug companies could do on their own to reduce prices. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Cut back on expensive direct-to-consumer marketing

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	2	3	11	9	9	14	13	35	2005
Male	3	2	2	3	12	9	10	14	13	33	935
Female	2	1	2	3	11	9	8	13	13	37	1070
Age: 18-29	1	3	2	5	14	14	11	17	9	24	344
Age: 30-44	3	2	1	3	13	8	9	11	14	37	474
Age: 45-64	2	1	2	2	10	8	10	14	13	38	758
Age: 65+	3	1	1	3	9	9	6	14	15	38	428
Ethnicity - White	2	2	2	3	11	9	10	13	13	35	1635
Ethnicity - Hispanic	2	1	0	3	15	9	8	18	13	31	179
Ethnicity - Afr. Am.	3	1	1	2	10	11	7	16	10	39	256
Ethnicity - Other	1	1	2	3	19	12	7	10	16	29	83
Urban	2	1	1	4	11	10	6	16	8	40	457
Suburban	2	2	2	2	12	9	11	13	15	32	1048
Rural	3	1	2	4	10	8	8	12	14	38	500
Democrats (no lean)	1	1	2	3	8	10	10	14	11	40	790
Independents (no lean)	3	1	1	2	12	7	8	14	16	35	523
Republicans (no lean)	3	2	1	4	14	9	9	13	13	31	692
Democrats (lean)	1	1	2	3	9	9	10	14	10	41	899
Independents (lean)	4	0	2	2	11	7	10	15	20	30	283
Republicans (lean)	3	2	1	4	14	9	8	12	13	32	822
Liberal (1-3)	1	2	1	5	9	9	9	13	14	39	542
Moderate (4)	2	1	2	3	10	10	10	15	12	36	591
Conservative (5-7)	4	2	1	2	14	9	9	14	14	30	778
Liberal (1-2)	1	2	1	4	9	10	8	12	14	40	387
Moderate (3-5)	2	1	1	3	11	9	10	15	13	35	964
Conservative (6-7)	5	2	2	2	14	10	9	14	14	29	560
Northeast	2	0	1	3	14	11	9	15	7	38	367
Midwest	4	2	1	4	9	10	11	12	14	32	473
South	2	2	1	3	12	8	8	14	14	37	743
West	3	1	3	3	10	8	9	14	15	35	421
Uninsured	2	1	2	3	11	10	9	15	14	33	187
Purchase on Own	2	1	0	7	13	9	7	13	5	43	162
Employer-based	2	1	1	3	11	9	10	15	15	33	873
Government Plan	3	2	3	2	10	9	7	10	13	40	676
Generic prescr. past year	2	1	2	2	9	9	10	12	14	39	1110
Brand name prescr. past year	2	2	1	4	15	8	7	13	13	35	433
None of above past year	5	4	2	4	13	9	7	17	10	29	318



28: Here are a few things people have suggested drug companies could do on their own to reduce prices. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Cut back on expensive direct-to-consumer marketing

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	2	3	11	9	9	14	13	35	2005
Protestant	4	2	2	3	11	7	7	13	14	38	583
Roman Catholic	2	1	2	2	15	11	9	15	11	33	432
Ath./Agn./None	1	1	1	4	10	10	12	17	12	32	460
Something Else	2	2	2	3	11	9	9	10	14	38	528
Religiosity: Monthly+	3	2	2	3	11	10	8	14	11	35	801
Religiosity: LT Monthly	2	1	1	3	12	8	10	13	14	36	1204
Income: Under 50k	2	1	2	4	10	10	9	13	12	37	867
Income: 50k-100k	3	1	2	3	11	10	9	14	15	32	660
Income: 100k+	2	2	0	2	14	6	10	13	13	37	477
Educ: < College	2	2	2	4	12	9	9	13	12	36	1317
Educ: Bachelors degree	2	1	1	2	11	10	11	14	14	34	445
Educ: Post-grad	3	2	1	2	10	6	8	15	15	37	242
White Collar	3	2	1	3	12	8	9	16	14	34	903
Blue Collar	3	2	2	4	10	10	10	13	11	35	797
Military HH	2	2	2	3	11	9	8	13	12	38	429
Not Military HH	2	1	1	3	11	9	10	14	13	35	1576
Public Sector Union	1	1	2	2	16	8	9	12	11	39	113
Private Sector Union	3	2	0	1	2	23	8	9	8	44	64
Not in Labor Union	2	2	2	3	11	9	9	14	13	35	1828
Cell Only/Mostly	2	2	2	3	12	8	7	14	14	35	854
Dual Use	2	1	1	3	10	8	12	14	11	36	804
LL Only/Mostly	3	1	1	2	12	10	6	12	15	38	313
New England	2	1	0	0	13	11	14	15	4	38	105
Mid-Atlantic	2	0	2	4	14	10	7	15	8	37	262
East North Central	2	3	2	3	11	9	10	13	17	31	323
West North Central	6	1	0	5	7	13	13	10	7	36	150
South Atlantic	2	1	0	2	13	8	10	13	12	39	399
East South Central	3	1	2	5	7	10	9	17	20	27	129
West South Central	0	4	2	2	14	7	4	14	13	39	215
Mountain	5	1	5	1	4	10	11	15	16	32	136
Pacific	2	1	2	4	13	7	8	13	15	36	286
Health: Excellent	6	1	3	2	15	6	5	11	11	40	289
Health: Very Good	1	1	2	2	12	10	8	16	14	33	735
Health: Good	2	2	1	4	12	7	12	13	11	37	663
Health: Fair	4	2	1	3	7	14	8	10	17	33	253
Health: Poor	0	0	1	6	6	7	12	14	20	35	66

29: Here are a few things people have suggested drug companies could do on their own to reduce prices. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Commit to limit price increases for existing drugs to no more than the rate of inflation

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	2	3	11	8	10	15	12	35	2003
Male	3	2	3	3	13	10	12	14	12	28	934
Female	1	1	1	2	10	6	9	16	13	41	1069
Age: 18-29	2	3	2	4	14	8	18	13	7	29	344
Age: 30-44	3	0	2	4	8	10	9	17	11	35	473
Age: 45-64	1	1	1	2	12	7	8	16	14	37	758
Age: 65+	3	2	2	2	10	7	9	13	15	38	428
Ethnicity - White	2	2	2	3	11	7	10	16	13	35	1634
Ethnicity - Hispanic	1	3	1	3	12	5	15	12	13	34	179
Ethnicity - Afr. Am.	1	0	1	3	12	14	10	10	9	40	257
Ethnicity - Other	0	0	5	3	9	8	10	19	14	31	82
Urban	1	1	1	3	13	10	11	12	13	33	454
Suburban	3	2	2	3	10	8	11	16	13	34	1047
Rural	2	2	1	2	12	6	9	16	11	39	502
Democrats (no lean)	1	1	1	2	9	7	9	16	13	42	788
Independents (no lean)	2	1	2	3	12	10	11	14	12	32	523
Republicans (no lean)	3	2	3	3	13	8	11	15	12	30	692
Democrats (lean)	1	1	1	2	9	6	9	16	14	42	897
Independents (lean)	2	1	2	5	12	12	11	15	10	31	283
Republicans (lean)	4	2	3	3	13	8	12	14	12	30	822
Liberal (1-3)	1	1	1	2	9	6	10	17	13	40	539
Moderate (4)	2	1	1	2	9	11	11	12	13	38	593
Conservative (5-7)	3	2	3	4	14	7	10	16	12	28	778
Liberal (1-2)	1	1	1	3	9	4	10	16	14	42	384
Moderate (3-5)	2	1	2	2	9	10	11	16	12	35	965
Conservative (6-7)	4	3	2	3	16	6	11	13	12	28	560
Northeast	1	2	1	4	12	5	11	19	14	31	367
Midwest	2	1	1	2	12	8	11	14	11	39	473
South	1	2	2	3	11	10	11	14	12	35	744
West	5	1	3	3	10	7	9	14	13	36	420
Uninsured	2	1	2	7	10	14	11	10	10	35	187
Purchase on Own	1	2	2	2	11	8	11	10	13	39	162
Employer-based	2	1	3	2	11	7	11	21	13	30	870
Government Plan	2	1	1	2	12	7	8	11	14	42	678
Generic prescr. past year	2	1	2	2	12	6	9	14	14	39	1110
Brand name prescr. past year	3	1	2	3	9	11	10	15	12	33	434
None of above past year	4	4	2	3	13	10	9	17	10	28	316

29: Here are a few things people have suggested drug companies could do on their own to reduce prices. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Commit to limit price increases for existing drugs to no more than the rate of inflation

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	2	3	11	8	10	15	12	35	2003
Protestant	3	2	2	2	10	7	9	14	16	36	583
Roman Catholic	1	1	2	3	12	5	11	16	15	35	432
Ath./Agn./None	3	2	2	3	9	10	14	14	12	32	459
Something Else	1	2	2	3	13	10	8	16	7	37	529
Religiosity: Monthly+	2	3	2	3	13	6	11	16	13	32	799
Religiosity: LT Monthly	2	1	1	3	10	9	10	14	12	37	1204
Income: Under 50k	1	1	1	3	12	8	11	13	10	40	869
Income: 50k-100k	2	1	1	3	10	7	11	15	16	34	659
Income: 100k+	3	3	4	1	12	9	10	19	12	28	475
Educ: < College	2	1	1	3	10	8	10	16	13	36	1319
Educ: Bachelors degree	3	2	2	2	13	6	12	14	12	34	443
Educ: Post-grad	4	3	6	4	11	8	8	13	12	32	242
White Collar	3	2	3	3	11	8	11	15	12	32	901
Blue Collar	2	1	1	2	10	8	11	16	12	38	797
Military HH	3	1	2	2	10	10	12	11	13	37	428
Not Military HH	2	2	2	3	11	8	10	16	12	35	1575
Public Sector Union	2	0	0	1	7	13	8	25	12	32	112
Private Sector Union	5	0	0	6	2	15	1	5	16	49	64
Not in Labor Union	2	2	2	3	12	7	11	15	12	35	1827
Cell Only/Mostly	2	2	2	4	12	8	9	14	11	36	850
Dual Use	1	1	1	2	10	8	12	16	14	33	805
LL Only/Mostly	3	1	1	1	11	8	8	15	11	42	313
New England	2	2	0	9	14	3	16	11	18	25	105
Mid-Atlantic	0	1	2	3	10	6	9	21	13	34	262
East North Central	3	2	1	2	12	8	9	13	15	35	323
West North Central	0	0	1	1	10	8	14	16	5	45	150
South Atlantic	2	1	2	2	10	9	11	14	12	37	400
East South Central	1	2	2	5	3	15	17	21	12	22	129
West South Central	1	5	0	2	17	8	6	9	13	38	215
Mountain	4	2	4	2	9	9	5	18	15	33	136
Pacific	5	1	3	3	11	7	10	13	12	37	284
Health: Excellent	5	1	3	3	10	7	11	11	13	37	289
Health: Very Good	2	1	2	3	11	7	13	15	11	35	734
Health: Good	2	3	2	3	11	10	9	15	13	33	662
Health: Fair	1	0	0	2	13	7	6	17	16	37	253
Health: Poor	3	2	0	1	7	0	4	21	13	48	66

30: Here are a few things people have suggested drug companies could do on their own to reduce prices. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Collaborate with other manufacturers to reduce the costs of research and development

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	1	2	7	7	9	14	16	40	2006
Male	2	2	1	3	6	9	11	16	18	33	936
Female	1	1	1	1	8	6	8	11	16	46	1070
Age: 18-29	2	2	3	3	7	9	14	15	14	31	344
Age: 30-44	2	2	1	4	7	9	8	13	15	40	476
Age: 45-64	2	1	1	2	8	6	9	13	19	40	758
Age: 65+	1	2	1	1	6	6	7	14	16	47	428
Ethnicity - White	2	1	1	2	7	7	10	14	18	39	1636
Ethnicity - Hispanic	1	3	2	0	10	7	8	14	17	39	179
Ethnicity - Afr. Am.	1	2	3	5	9	8	6	12	10	45	257
Ethnicity - Other	1	2	2	3	5	8	7	19	11	42	83
Urban	1	2	1	4	10	9	6	13	14	41	457
Suburban	2	2	1	2	7	8	10	15	15	39	1047
Rural	1	1	2	2	6	5	10	11	21	41	502
Democrats (no lean)	1	1	1	1	7	7	9	12	15	46	791
Independents (no lean)	2	3	0	3	8	7	8	12	19	38	523
Republicans (no lean)	2	1	1	3	6	9	10	17	16	35	692
Democrats (lean)	1	1	1	1	7	7	9	12	15	46	900
Independents (lean)	3	4	0	4	10	5	8	11	21	33	283
Republicans (lean)	2	1	1	3	6	8	10	17	16	35	822
Liberal (1-3)	1	2	1	1	5	6	10	13	16	44	542
Moderate (4)	2	1	0	3	7	8	9	13	16	41	592
Conservative (5-7)	2	2	1	2	8	8	10	15	18	34	778
Liberal (1-2)	1	3	1	1	5	7	9	12	14	46	387
Moderate (3-5)	2	1	1	3	6	7	10	15	17	39	966
Conservative (6-7)	2	2	1	2	9	8	9	14	18	34	560
Northeast	3	1	1	1	7	8	9	13	18	39	367
Midwest	1	2	0	1	7	4	10	14	15	45	474
South	1	2	1	3	7	7	10	13	17	38	745
West	3	1	1	3	7	10	8	14	16	38	421
Uninsured	2	2	1	5	9	7	9	13	14	37	186
Purchase on Own	2	3	1	0	9	6	14	12	13	41	162
Employer-based	2	1	1	2	7	8	10	16	18	35	873
Government Plan	1	2	1	2	6	7	6	10	17	49	677
Generic prescr. past year	1	1	1	2	7	6	9	11	18	45	1111
Brand name prescr. past year	2	1	1	2	6	9	12	16	13	39	434
None of above past year	4	3	1	3	9	9	6	19	16	29	318

30: Here are a few things people have suggested drug companies could do on their own to reduce prices. Tell me on scale of 1 to 10, 1 being a bad idea and 10 being a good idea what you think of each idea.

Collaborate with other manufacturers to reduce the costs of research and development

	1	2	3	4	5	6	7	8	9	10	N
Likely Voters	2	2	1	2	7	7	9	14	16	40	2006
Protestant	1	2	1	2	7	7	8	13	18	41	583
Roman Catholic	2	1	0	1	10	7	9	15	17	38	432
Ath./Agn./None	2	2	1	3	6	5	13	15	14	38	460
Something Else	1	1	2	2	5	10	7	12	17	42	530
Religiosity: Monthly+	2	1	1	2	8	9	11	15	15	37	800
Religiosity: LT Monthly	2	2	1	2	6	6	8	13	18	42	1206
Income: Under 50k	1	1	1	3	8	6	9	11	14	45	869
Income: 50k-100k	2	2	1	3	7	5	10	12	20	38	660
Income: 100k+	2	1	0	1	5	11	9	20	16	33	477
Educ: < College	1	2	1	3	6	6	8	13	16	44	1318
Educ: Bachelors degree	2	1	1	1	9	8	12	15	18	33	445
Educ: Post-grad	4	2	3	2	7	10	9	15	16	32	242
White Collar	2	1	1	2	8	9	9	16	17	35	905
Blue Collar	1	3	1	2	4	5	11	14	18	42	797
Military HH	2	1	1	2	4	6	8	11	21	42	429
Not Military HH	2	2	1	2	8	7	9	14	15	39	1577
Public Sector Union	3	1	0	1	6	8	14	20	19	27	113
Private Sector Union	3	0	0	1	10	9	7	5	10	55	64
Not in Labor Union	1	2	1	2	7	7	9	14	17	40	1829
Cell Only/Mostly	2	2	1	2	5	9	9	13	16	40	853
Dual Use	1	1	1	3	8	6	10	14	19	38	805
LL Only/Mostly	2	0	0	1	9	5	9	14	13	47	313
New England	5	0	3	0	8	3	16	7	16	41	105
Mid-Atlantic	2	1	1	2	7	10	6	15	18	39	262
East North Central	2	3	0	2	7	4	11	13	14	45	324
West North Central	0	0	0	0	7	5	6	18	17	47	150
South Atlantic	1	1	2	4	6	7	10	13	15	42	401
East South Central	1	1	0	3	0	10	17	11	31	27	129
West South Central	0	4	1	2	15	6	6	16	13	37	215
Mountain	3	1	2	2	4	10	5	13	20	40	136
Pacific	2	1	1	3	8	11	9	14	14	37	285
Health: Excellent	6	2	0	4	5	4	6	16	17	42	288
Health: Very Good	1	2	1	1	8	8	12	14	17	36	736
Health: Good	1	1	1	3	9	7	9	14	15	40	662
Health: Fair	0	1	2	1	3	9	9	11	17	47	253
Health: Poor	2	0	1	1	11	6	0	6	21	52	66

31: Generally speaking, which statement do you agree with more

	Some people say that the prices of many medicines are simply unaffordable.	b. Other people say that drug prices reflect the cost to develop life-saving medicines and are critical to the innovation that is a hallmark of our health care system.	N
Likely Voters	77	23	1987
Male	73	27	919
Female	81	19	1068
Age: 18-29	75	25	338
Age: 30-44	79	21	466
Age: 45-64	79	21	754
Age: 65+	73	27	429
Ethnicity - White	78	22	1629
Ethnicity - Hispanic	76	24	176
Ethnicity - Afr. Am.	76	24	243
Ethnicity - Other	72	28	84
Urban	76	24	448
Suburban	78	22	1036
Rural	75	25	503
Democrats (no lean)	82	18	781
Independents (no lean)	77	23	524
Republicans (no lean)	72	28	682
Democrats (lean)	83	17	890
Independents (lean)	76	24	285
Republicans (lean)	71	29	811
Liberal (1-3)	83	17	542
Moderate (4)	81	19	581
Conservative (5-7)	70	30	769
Liberal (1-2)	81	19	387
Moderate (3-5)	80	20	948
Conservative (6-7)	69	31	556
Northeast	79	21	364
Midwest	81	19	471
South	74	26	732
West	76	24	420
Uninsured	74	26	180
Purchase on Own	84	16	158
Employer-based	78	22	865
Government Plan	76	24	676
Generic prescr. past year	79	21	1105
Brand name prescr. past year	74	26	430
None of above past year	78	22	317

31: Generally speaking, which statement do you agree with more

	Some people say that the prices of many medicines are simply unaffordable.	b. Other people say that drug prices reflect the cost to develop life-saving medicines and are critical to the innovation that is a hallmark of our health care system.	N
Likely Voters	77	23	1987
Protestant	78	22	576
Roman Catholic	75	25	430
Ath./Agn./None	80	20	451
Something Else	75	25	528
Religiosity: Monthly+	72	28	798
Religiosity: LT Monthly	80	20	1189
Income: Under 50k	78	22	862
Income: 50k-100k	79	21	658
Income: 100k+	73	27	466
Educ: < College	78	22	1308
Educ: Bachelors degree	76	24	436
Educ: Post-grad	71	29	242
White Collar	74	26	897
Blue Collar	79	21	784
Military HH	75	25	422
Not Military HH	78	22	1565
Public Sector Union	83	17	113
Private Sector Union	75	25	59
Not in Labor Union	77	23	1814
Cell Only/Mostly	77	23	840
Dual Use	79	21	803
LL Only/Mostly	76	24	309
New England	82	18	105
Mid-Atlantic	78	22	259
East North Central	81	19	320
West North Central	82	18	150
South Atlantic	79	21	394
East South Central	71	29	122
West South Central	66	34	215
Mountain	76	24	136
Pacific	76	24	285
Health: Excellent	75	25	285
Health: Very Good	77	23	722
Health: Good	77	23	663
Health: Fair	83	17	252
Health: Poor	70	30	66

32: Who has the most credibility discussing solutions to the high price of prescription medicines?

	Pres - cription drug compa- nies	Large em- ployers	Small busi- nesses	Doctors	Consumer groups like AARP or Con- sumers Union	Patient groups like the Ameri- can Cancer Society or Ameri- can Heart Associ- ation	Elected offi- cials	Public and private payers (like Medi- care and private insur- ance compa- nies)	N
Likely Voters	17	2	3	12	26	20	3	17	1363
Male	15	3	4	14	28	17	4	15	630
Female	19	1	2	11	24	22	3	19	733
Age: 18-29	22	2	3	16	13	22	5	17	224
Age: 30-44	19	3	5	17	17	19	6	15	331
Age: 45-64	16	1	2	10	30	21	3	16	535
Age: 65+	11	3	1	7	40	15	1	23	273
Ethnicity - White	17	2	3	12	26	20	3	17	1220
Ethnicity - Hispanic	17	1	7	14	26	16	6	12	96
Ethnicity - Afr. Am.	20	1	5	8	24	14	10	18	96
Ethnicity - Other	8	10	3	14	34	18	0	12	33
Urban	20	2	2	16	19	16	6	19	263
Suburban	16	2	3	12	28	19	3	17	727
Rural	16	2	4	11	27	23	3	15	373
Democrats (no lean)	18	1	1	10	30	17	7	16	480
Independents (no lean)	15	3	2	15	26	24	1	13	376
Republicans (no lean)	17	2	5	12	22	19	2	21	508
Democrats (lean)	17	1	1	11	30	18	6	16	548
Independents (lean)	21	5	1	13	23	23	1	12	221
Republicans (lean)	15	2	5	13	23	20	2	20	593
Liberal (1-3)	13	2	1	15	31	17	4	17	330
Moderate (4)	25	1	3	14	21	15	4	18	418
Conservative (5-7)	13	4	4	10	27	24	2	17	540
Liberal (1-2)	13	1	2	15	28	18	5	19	240
Moderate (3-5)	20	2	2	14	25	18	3	16	655
Conservative (6-7)	13	3	6	10	27	22	3	17	394
Northeast	21	1	2	15	27	19	4	11	290
Midwest	15	3	2	13	25	19	4	18	335
South	17	3	5	11	26	16	3	20	471
West	14	2	2	11	26	27	3	17	267
Uninsured	27	3	5	11	20	22	3	10	118
Purchase on Own	12	0	3	21	30	14	4	15	118
Employer-based	14	2	3	14	25	21	3	17	600
Government Plan	16	2	1	7	30	19	4	21	460
Generic prescr. past year	18	1	3	12	24	20	3	19	776
Brand name prescr. past year	14	3	1	12	33	16	7	15	289
None of above past year	18	2	4	14	25	22	2	14	215



32: Who has the most credibility discussing solutions to the high price of prescription medicines?

	Pres - cription drug compa- nies	Large em- ployers	Small busi- nesses	Doctors	Consumer groups like AARP or Con- sumers Union	Patient groups like the Ameri- can Cancer Society or Ameri- can Heart Associ- ation	Elected offi- cials	Public and private payers (like Medi- care and private insur- ance compa- nies)	N
Likely Voters	17	2	3	12	26	20	3	17	1363
Protestant	16	1	3	8	27	23	4	17	403
Roman Catholic	15	2	1	15	27	19	3	18	300
Ath./Agn./None	18	5	3	13	24	21	4	14	307
Something Else	18	2	4	14	25	14	3	19	353
Religiosity: Monthly+	14	2	6	10	25	21	4	18	520
Religiosity: LT Monthly	18	2	1	13	26	19	3	16	843
Income: Under 50k	19	2	3	11	24	19	5	18	597
Income: 50k-100k	17	2	3	13	27	19	4	16	435
Income: 100k+	13	3	2	13	28	23	1	17	331
Educ: < College	21	1	2	12	26	19	4	15	932
Educ: Bachelors degree	11	3	4	13	23	20	2	23	275
Educ: Post-grad	3	5	5	13	32	21	4	17	155
White Collar	12	3	5	15	24	21	3	18	597
Blue Collar	17	2	1	10	29	21	5	16	553
Military HH	10	3	3	12	32	19	2	18	301
Not Military HH	19	2	3	12	24	20	4	17	1063
Public Sector Union	8	3	0	6	42	26	6	10	82
Private Sector Union	29	4	1	24	29	6	3	4	47
Not in Labor Union	17	2	3	12	25	20	3	18	1234
Cell Only/Mostly	17	2	3	13	24	22	3	16	573
Dual Use	18	2	3	11	26	19	3	18	557
LL Only/Mostly	15	2	2	13	31	15	5	18	213
New England	39	0	5	6	25	18	2	5	80
Mid-Atlantic	14	1	1	18	28	20	5	13	210
East North Central	17	3	2	12	25	18	4	20	239
West North Central	12	3	1	17	26	22	5	15	97
South Atlantic	18	3	6	11	22	16	2	22	241
East South Central	27	1	8	7	31	14	3	9	102
West South Central	8	5	0	13	28	17	5	25	128
Mountain	15	0	1	6	23	33	2	20	104
Pacific	13	2	2	13	28	23	3	14	163
Health: Excellent	19	4	4	13	24	21	3	13	188
Health: Very Good	15	3	3	11	25	24	3	16	486
Health: Good	19	1	3	13	28	17	3	16	455
Health: Fair	8	0	1	14	29	14	7	26	174
Health: Poor	28	0	0	6	22	19	4	21	60

## 33: What is your age?

	Age: 18-29	Age: 30-44	Age: 45-64	Age: 65+	N
Likely Voters	17	24	38	21	2010
Male	14	23	36	27	937
Female	20	24	39	17	1073
Age: 18-29	100	0	0	0	346
Age: 30-44	0	100	0	0	477
Age: 45-64	0	0	100	0	759
Age: 65+	0	0	0	100	429
Ethnicity - White	16	22	38	24	1637
Ethnicity - Hispanic	38	38	15	9	179
Ethnicity - Afr. Am.	21	28	39	12	258
Ethnicity - Other	26	30	34	11	84
Urban	22	25	34	19	459
Suburban	15	25	37	23	1048
Rural	17	21	43	19	503
Democrats (no lean)	18	21	43	18	793
Independents (no lean)	16	26	33	25	525
Republicans (no lean)	17	25	36	23	692
Democrats (lean)	19	21	41	19	902
Independents (lean)	20	31	32	17	285
Republicans (lean)	14	24	36	26	822
Liberal (1-3)	25	23	35	17	543
Moderate (4)	17	30	36	18	594
Conservative (5-7)	11	20	42	27	779
Liberal (1-2)	27	23	33	17	387
Moderate (3-5)	16	27	38	18	968
Conservative (6-7)	12	17	41	30	560
Northeast	14	22	45	19	367
Midwest	14	28	35	24	474
South	21	25	35	20	747
West	18	19	40	23	422
Uninsured	31	40	29	0	188
Purchase on Own	16	23	47	14	163
Employer-based	10	32	51	7	873
Government Plan	10	12	26	52	679
Generic prescr. past year	14	22	40	24	1112
Brand name prescr. past year	17	21	38	25	434
None of above past year	23	31	34	13	319

## 33: What is your age?

	Age: 18-29	Age: 30-44	Age: 45-64	Age: 65+	N
Likely Voters	17	24	38	21	2010
Protestant	8	16	43	32	584
Roman Catholic	9	25	39	27	434
Ath./Agn./None	30	26	30	14	460
Something Else	23	29	37	11	531
Religiosity: Monthly+	15	24	38	24	801
Religiosity: LT Monthly	19	24	38	20	1209
Income: Under 50k	25	20	34	22	872
Income: 50k-100k	13	31	36	21	661
Income: 100k+	10	21	48	20	477
Educ: < College	19	24	37	20	1321
Educ: Bachelors degree	15	27	38	20	446
Educ: Post-grad	10	18	40	33	242
White Collar	15	24	38	22	906
Blue Collar	16	23	39	22	797
Military HH	13	15	35	37	429
Not Military HH	18	26	38	17	1581
Public Sector Union	12	30	41	17	113
Private Sector Union	6	45	28	21	64
Not in Labor Union	18	23	38	22	1834
Cell Only/Mostly	25	32	33	9	857
Dual Use	11	18	44	26	805
LL Only/Mostly	8	14	35	43	313
New England	18	14	45	22	105
Mid-Atlantic	12	26	45	18	262
East North Central	18	28	34	20	324
West North Central	4	27	37	32	150
South Atlantic	23	26	33	17	402
East South Central	19	30	37	14	129
West South Central	17	19	37	28	216
Mountain	13	15	49	23	136
Pacific	21	21	35	23	287
Health: Excellent	27	32	23	18	289
Health: Very Good	18	25	35	22	738
Health: Good	15	23	41	21	665
Health: Fair	9	15	51	25	253
Health: Poor	14	16	52	19	66

34: What is your gender?

	Male	Female	N
Likely Voters	47	53	2010
Male	100	0	937
Female	0	100	1073
Age: 18-29	38	62	346
Age: 30-44	45	55	477
Age: 45-64	45	55	759
Age: 65+	58	42	429
Ethnicity - White	49	51	1637
Ethnicity - Hispanic	36	64	179
Ethnicity - Afr. Am.	36	64	258
Ethnicity - Other	36	64	84
Urban	47	53	459
Suburban	49	51	1048
Rural	40	60	503
Democrats (no lean)	38	62	793
Independents (no lean)	53	47	525
Republicans (no lean)	52	48	692
Democrats (lean)	40	60	902
Independents (lean)	49	51	285
Republicans (lean)	53	47	822
Liberal (1-3)	39	61	543
Moderate (4)	47	53	594
Conservative (5-7)	54	46	779
Liberal (1-2)	35	65	387
Moderate (3-5)	48	52	968
Conservative (6-7)	55	45	560
Northeast	50	50	367
Midwest	40	60	474
South	49	51	747
West	48	52	422
Uninsured	54	46	188
Purchase on Own	52	48	163
Employer-based	42	58	873
Government Plan	48	52	679
Generic prescr. past year	41	59	1112
Brand name prescr. past year	55	45	434
None of above past year	53	47	319

34: What is your gender?

	Male	Female	N
Likely Voters	47	53	2010
Protestant	49	51	584
Roman Catholic	54	46	434
Ath./Agn./None	47	53	460
Something Else	38	62	531
Religiosity: Monthly+	47	53	801
Religiosity: LT Monthly	47	53	1209
Income: Under 50k	37	63	872
Income: 50k-100k	50	50	661
Income: 100k+	60	40	477
Educ: < College	41	59	1321
Educ: Bachelors degree	53	47	446
Educ: Post-grad	67	33	242
White Collar	53	47	906
Blue Collar	46	54	797
Military HH	57	43	429
Not Military HH	44	56	1581
Public Sector Union	55	45	113
Private Sector Union	64	36	64
Not in Labor Union	46	54	1834
Cell Only/Mostly	43	57	857
Dual Use	52	48	805
LL Only/Mostly	41	59	313
New England	42	58	105
Mid-Atlantic	53	47	262
East North Central	41	59	324
West North Central	39	61	150
South Atlantic	43	57	402
East South Central	53	47	129
West South Central	57	43	216
Mountain	47	53	136
Pacific	48	52	287
Health: Excellent	56	44	289
Health: Very Good	47	53	738
Health: Good	45	55	665
Health: Fair	43	57	253
Health: Poor	34	66	66

35: What is the last grade or class you completed in school?

	None, or grade 1-8	High school in- com- plete (grades 9-11)	High school diploma or equiv- alent, no fur- ther school- ing	Technical or voca- tional school after high school	Some col- lege, no degree	Associate or two- year college degree	Four- year college degree	Graduate or pro- fes- sional school after col- lege, no degree	Graduate or pro- fes- sional degree	N
Likely Voters	1	6	27	3	19	9	22	3	9	2010
Male	0	3	21	4	21	9	25	5	12	937
Female	3	8	33	2	18	9	20	1	6	1073
Age: 18-29	5	7	34	1	22	6	20	1	6	346
Age: 30-44	0	8	30	3	16	9	26	3	6	477
Age: 45-64	1	5	28	3	19	10	22	3	9	759
Age: 65+	1	4	18	5	23	10	21	5	14	429
Ethnicity - White	2	5	29	3	19	9	21	3	9	1637
Ethnicity - Hispanic	2	12	12	6	23	9	27	2	7	179
Ethnicity - Afr. Am.	0	9	20	4	23	10	24	3	8	258
Ethnicity - Other	0	7	16	0	13	9	36	4	15	84
Urban	3	8	27	4	19	9	19	2	9	459
Suburban	1	5	21	2	20	10	27	4	11	1048
Rural	2	6	40	4	18	8	15	3	5	503
Democrats (no lean)	1	7	29	3	19	9	21	3	8	793
Independents (no lean)	2	7	25	4	16	10	21	4	12	525
Republicans (no lean)	1	3	27	2	22	9	25	3	8	692
Democrats (lean)	1	6	27	3	20	9	22	3	9	902
Independents (lean)	3	12	33	3	13	7	14	4	10	285
Republicans (lean)	1	3	26	2	21	10	25	3	9	822
Liberal (1-3)	1	4	24	3	20	9	23	3	11	543
Moderate (4)	3	11	30	4	15	8	20	3	7	594
Conservative (5-7)	0	3	23	2	23	10	26	3	9	779
Liberal (1-2)	2	6	23	3	19	9	23	3	12	387
Moderate (3-5)	2	7	27	3	18	9	21	4	8	968
Conservative (6-7)	0	3	23	2	24	10	27	3	9	560
Northeast	0	5	29	2	20	8	19	4	12	367
Midwest	2	5	33	3	17	7	23	2	8	474
South	2	7	29	3	19	10	19	3	7	747
West	1	5	17	3	21	10	29	4	11	422
Uninsured	0	19	33	2	18	9	17	0	2	188
Purchase on Own	0	0	27	7	21	6	27	2	10	163
Employer-based	1	5	25	2	14	9	29	4	12	873
Government Plan	3	5	29	4	22	10	16	3	8	679
Generic prescr. past year	2	7	28	3	18	8	22	3	8	1112
Brand name prescr. past year	0	1	22	2	24	12	23	5	11	434
None of above past year	0	4	29	3	22	9	23	1	8	319

35: What is the last grade or class you completed in school?

	None, or grade 1-8	High school in- com- plete (grades 9-11)	High school diploma or equiv- alent, no fur- ther school- ing	Technical or voca- tional school after high school	Some col- lege, no degree	Associate or two- year college degree	Four- year college degree	Graduate or pro- fes- sional school after col- lege, no degree	Graduate or pro- fes- sional degree	N
Likely Voters	1	6	27	3	19	9	22	3	9	2010
Protestant	0	3	25	4	19	10	26	4	10	584
Roman Catholic	1	3	22	3	23	9	25	4	11	434
Ath./Agn./None	2	7	32	3	18	8	19	3	8	460
Something Else	3	11	29	2	19	9	18	2	7	531
Religiosity: Monthly+	1	5	23	2	19	10	26	3	10	801
Religiosity: LT Monthly	2	7	30	3	20	8	20	3	8	1209
Income: Under 50k	3	11	37	3	19	8	15	1	3	872
Income: 50k-100k	0	3	22	4	22	12	26	3	9	661
Income: 100k+	0	0	17	1	18	6	30	8	20	477
Educ: < College	2	9	41	4	30	14	0	0	0	1321
Educ: Bachelors degree	0	0	0	0	0	0	100	0	0	446
Educ: Post-grad	0	0	0	0	0	0	0	27	73	242
White Collar	0	2	13	1	18	10	34	6	16	906
Blue Collar	1	5	38	5	23	10	14	1	2	797
Military HH	0	2	26	4	25	10	21	3	9	429
Not Military HH	2	7	28	2	18	9	23	3	9	1581
Public Sector Union	0	0	32	6	15	9	17	4	17	113
Private Sector Union	0	10	27	3	17	8	31	1	3	64
Not in Labor Union	2	6	27	3	20	9	22	3	9	1834
Cell Only/Mostly	1	7	25	2	21	8	24	3	8	857
Dual Use	1	4	30	3	19	9	20	3	10	805
LL Only/Mostly	2	6	23	4	18	10	25	3	9	313
New England	0	7	38	1	17	7	10	7	13	105
Mid-Atlantic	0	4	26	3	22	9	23	3	11	262
East North Central	2	3	31	2	17	8	26	2	7	324
West North Central	0	9	37	4	19	6	16	0	8	150
South Atlantic	2	8	27	3	18	10	22	4	7	402
East South Central	6	14	43	0	16	5	10	1	5	129
West South Central	0	3	23	5	24	14	21	3	8	216
Mountain	0	6	24	2	16	10	27	5	11	136
Pacific	1	4	13	4	23	10	30	4	10	287
Health: Excellent	0	5	27	3	13	9	26	5	13	289
Health: Very Good	1	6	20	2	23	9	25	4	10	738
Health: Good	1	5	31	4	18	9	22	2	8	665
Health: Fair	3	6	39	3	19	11	13	2	4	253
Health: Poor	12	22	26	2	20	8	6	1	4	66

36: Generally speaking, do you think of yourself as..

	Republican	Democrat	Independent	Something else	N
Likely Voters	34	39	22	4	2010
Male	39	32	25	4	937
Female	31	46	19	4	1073
Age: 18-29	33	42	18	6	346
Age: 30-44	36	35	23	6	477
Age: 45-64	33	44	20	3	759
Age: 65+	36	33	28	3	429
Ethnicity - White	39	33	23	5	1637
Ethnicity - Hispanic	29	44	21	6	179
Ethnicity - Afr. Am.	10	74	13	3	258
Ethnicity - Other	30	47	22	2	84
Urban	25	53	17	5	459
Suburban	36	35	25	4	1048
Rural	40	36	20	4	503
Democrats (no lean)	0	100	0	0	793
Independents (no lean)	0	0	84	16	525
Republicans (no lean)	100	0	0	0	692
Democrats (lean)	0	88	11	1	902
Independents (lean)	0	0	78	22	285
Republicans (lean)	84	0	14	2	822
Liberal (1-3)	10	73	15	2	543
Moderate (4)	19	43	31	6	594
Conservative (5-7)	65	12	19	4	779
Liberal (1-2)	7	79	12	1	387
Moderate (3-5)	24	41	30	5	968
Conservative (6-7)	75	9	14	3	560
Northeast	32	37	26	5	367
Midwest	34	40	23	4	474
South	41	37	19	3	747
West	25	45	23	6	422
Uninsured	25	42	23	10	188
Purchase on Own	41	31	26	1	163
Employer-based	36	39	20	4	873
Government Plan	33	40	24	3	679
Generic prescr. past year	33	42	21	4	1112
Brand name prescr. past year	41	36	19	4	434
None of above past year	32	37	27	4	319



36: Generally speaking, do you think of yourself as..

	Republican	Democrat	Independent	Something else	N
Likely Voters	34	39	22	4	2010
Protestant	48	29	20	3	584
Roman Catholic	39	37	23	2	434
Ath./Agn./None	16	48	27	9	460
Something Else	33	45	19	3	531
Religiosity: Monthly+	45	34	17	3	801
Religiosity: LT Monthly	27	43	25	5	1209
Income: Under 50k	28	46	21	4	872
Income: 50k-100k	36	36	23	5	661
Income: 100k+	44	32	22	2	477
Educ: < College	34	41	20	5	1321
Educ: Bachelors degree	38	38	22	2	446
Educ: Post-grad	31	36	30	3	242
White Collar	38	36	23	3	906
Blue Collar	32	45	19	5	797
Military HH	39	29	26	6	429
Not Military HH	33	42	21	4	1581
Public Sector Union	39	41	16	4	113
Private Sector Union	31	35	24	10	64
Not in Labor Union	34	40	22	4	1834
Cell Only/Mostly	35	38	21	6	857
Dual Use	35	39	22	3	805
LL Only/Mostly	31	43	24	2	313
New England	34	33	29	5	105
Mid-Atlantic	32	39	24	5	262
East North Central	31	39	25	4	324
West North Central	39	40	17	3	150
South Atlantic	37	41	20	3	402
East South Central	39	40	16	6	129
West South Central	51	30	18	2	216
Mountain	28	35	29	8	136
Pacific	24	50	21	5	287
Health: Excellent	39	33	24	4	289
Health: Very Good	38	38	21	3	738
Health: Good	33	40	23	4	665
Health: Fair	28	49	18	6	253
Health: Poor	17	40	27	16	66

37: Do you consider yourself to be a supporter of the Tea Party Movement, or are you not a supporter of the Tea Party Movement?

	Supporter	Not a supporter	N
Likely Voters	30	70	2007
Male	32	68	937
Female	28	72	1070
Age: 18-29	39	61	345
Age: 30-44	33	67	476
Age: 45-64	25	75	758
Age: 65+	27	73	427
Ethnicity - White	31	69	1635
Ethnicity - Hispanic	36	64	179
Ethnicity - Afr. Am.	19	81	258
Ethnicity - Other	29	71	84
Urban	23	77	458
Suburban	29	71	1046
Rural	37	63	502
Democrats (no lean)	16	84	790
Independents (no lean)	25	75	524
Republicans (no lean)	48	52	692
Democrats (lean)	16	84	899
Independents (lean)	23	77	285
Republicans (lean)	47	53	821
Liberal (1-3)	16	84	541
Moderate (4)	22	78	594
Conservative (5-7)	46	54	777
Liberal (1-2)	19	81	387
Moderate (3-5)	20	80	966
Conservative (6-7)	55	45	559
Northeast	25	75	367
Midwest	32	68	474
South	35	65	747
West	21	79	419
Uninsured	28	72	188
Purchase on Own	27	73	163
Employer-based	32	68	872
Government Plan	28	72	676
Generic prescr. past year	30	70	1111
Brand name prescr. past year	30	70	433
None of above past year	30	70	318

37: Do you consider yourself to be a supporter of the Tea Party Movement, or are you not a supporter of the Tea Party Movement?

	Supporter	Not a supporter	N
Likely Voters	30	70	2007
Protestant	37	63	583
Roman Catholic	29	71	433
Ath./Agn./None	18	82	460
Something Else	32	68	531
Religiosity: Monthly+	40	60	799
Religiosity: LT Monthly	23	77	1207
Income: Under 50k	30	70	871
Income: 50k-100k	30	70	660
Income: 100k+	29	71	476
Educ: < College	32	68	1319
Educ: Bachelors degree	27	73	445
Educ: Post-grad	24	76	242
White Collar	31	69	905
Blue Collar	30	70	796
Military HH	32	68	429
Not Military HH	29	71	1577
Public Sector Union	32	68	112
Private Sector Union	34	66	64
Not in Labor Union	29	71	1831
Cell Only/Mostly	31	69	857
Dual Use	29	71	803
LL Only/Mostly	30	70	312
New England	21	79	105
Mid-Atlantic	27	73	262
East North Central	35	65	324
West North Central	26	74	149
South Atlantic	29	71	402
East South Central	40	60	129
West South Central	44	56	216
Mountain	21	79	136
Pacific	21	79	284
Health: Excellent	33	67	288
Health: Very Good	34	66	737
Health: Good	25	75	664
Health: Fair	23	77	252
Health: Poor	36	64	66

38: Thinking about politics these days, how would you describe your political viewpoint?

	Very liberal	Liberal	Slightly liberal	Moderate	Slightly conservative	Conservative	Very conservative	Don't Know	N
Likely Voters	6	13	8	30	11	16	12	5	2010
Male	4	10	8	30	12	18	14	3	937
Female	7	16	7	29	10	14	10	6	1073
Age: 18-29	12	19	9	28	6	12	7	7	346
Age: 30-44	7	12	7	37	12	11	10	5	477
Age: 45-64	4	13	8	28	12	18	12	4	759
Age: 65+	4	11	6	24	11	21	18	5	429
Ethnicity - White	5	12	8	29	12	18	13	4	1637
Ethnicity - Hispanic	9	20	8	32	6	10	11	3	179
Ethnicity - Afr. Am.	9	22	6	36	8	7	7	4	258
Ethnicity - Other	11	11	8	26	11	15	8	11	84
Urban	8	18	6	33	7	11	10	7	459
Suburban	6	12	8	30	12	17	11	3	1048
Rural	4	11	10	27	11	17	14	6	503
Democrats (no lean)	12	27	12	33	6	4	3	5	793
Independents (no lean)	3	7	7	42	16	13	5	7	525
Republicans (no lean)	2	2	4	16	13	33	28	2	692
Democrats (lean)	11	25	12	34	7	3	2	5	902
Independents (lean)	2	5	6	53	12	10	3	10	285
Republicans (lean)	2	3	3	17	15	32	26	3	822
Liberal (1-3)	22	49	29	0	0	0	0	0	543
Moderate (4)	0	0	0	100	0	0	0	0	594
Conservative (5-7)	0	0	0	0	28	41	31	0	779
Liberal (1-2)	31	69	0	0	0	0	0	0	387
Moderate (3-5)	0	0	16	61	23	0	0	0	968
Conservative (6-7)	0	0	0	0	0	57	43	0	560
Northeast	7	10	7	33	13	14	9	6	367
Midwest	6	17	7	29	10	16	9	5	474
South	4	11	8	26	11	19	17	5	747
West	8	15	9	32	10	12	10	3	422
Uninsured	3	13	5	42	10	11	9	9	188
Purchase on Own	10	13	11	25	10	13	11	6	163
Employer-based	5	13	8	29	12	17	13	2	873
Government Plan	6	12	7	30	10	15	13	7	679
Generic prescr. past year	5	14	7	30	9	17	12	6	1112
Brand name prescr. past year	8	13	10	25	13	17	13	2	434
None of above past year	6	12	8	29	11	15	14	6	319

## 38: Thinking about politics these days, how would you describe your political viewpoint?

	Very liberal	Liberal	Slightly liberal	Moderate	Slightly conservative	Conservative	Very conservative	Don't Know	N
Likely Voters	6	13	8	30	11	16	12	5	2010
Protestant	3	11	6	23	10	25	21	2	584
Roman Catholic	5	10	6	29	14	20	12	4	434
Ath./Agn./None	10	20	11	33	10	8	3	4	460
Something Else	7	13	9	34	10	10	9	8	531
Religiosity: Monthly+	5	11	6	21	10	23	19	5	801
Religiosity: LT Monthly	7	15	9	35	11	12	7	4	1209
Income: Under 50k	7	15	6	32	10	11	9	9	872
Income: 50k-100k	6	11	9	29	10	17	17	2	661
Income: 100k+	5	13	8	25	14	23	10	1	477
Educ: < College	6	12	7	32	10	14	12	7	1321
Educ: Bachelors degree	5	15	8	26	11	22	12	1	446
Educ: Post-grad	7	17	9	25	14	17	10	1	242
White Collar	7	13	9	26	12	18	12	1	906
Blue Collar	5	16	7	31	9	15	13	4	797
Military HH	6	12	6	22	15	19	15	6	429
Not Military HH	6	14	8	32	10	15	11	4	1581
Public Sector Union	10	12	6	30	20	7	8	6	113
Private Sector Union	13	6	4	48	11	12	6	0	64
Not in Labor Union	5	14	8	29	10	17	12	5	1834
Cell Only/Mostly	7	13	8	28	10	15	12	7	857
Dual Use	4	11	8	34	10	19	11	2	805
LL Only/Mostly	7	18	7	25	12	12	15	5	313
New England	9	2	6	40	5	18	13	6	105
Mid-Atlantic	7	14	7	31	16	12	7	6	262
East North Central	6	15	6	33	12	13	10	5	324
West North Central	6	22	10	20	6	23	6	7	150
South Atlantic	6	12	9	28	12	18	12	3	402
East South Central	1	9	6	37	9	20	12	6	129
West South Central	3	13	5	17	9	19	28	6	216
Mountain	10	16	2	29	11	18	11	3	136
Pacific	7	15	12	34	9	10	10	3	287
Health: Excellent	9	11	5	30	13	11	14	5	289
Health: Very Good	7	13	8	26	9	18	15	3	738
Health: Good	3	13	8	33	11	17	9	6	665
Health: Fair	7	17	8	28	13	15	8	5	253
Health: Poor	6	15	2	43	10	13	10	1	66

39: Thinking about politics these days, how would you describe your political viewpoint?

	Liberal (1-3)	Moderate (4)	Conservative (5-7)	N
Likely Voters	28	31	41	1916
Male	24	31	46	911
Female	33	31	36	1005
Age: 18-29	42	30	27	322
Age: 30-44	27	39	34	454
Age: 45-64	26	29	44	730
Age: 65+	22	26	52	410
Ethnicity - White	26	30	44	1563
Ethnicity - Hispanic	39	33	28	174
Ethnicity - Afr. Am.	39	38	23	248
Ethnicity - Other	34	29	37	75
Urban	34	35	31	428
Suburban	27	31	42	1014
Rural	27	28	45	474
Democrats (no lean)	53	34	13	751
Independents (no lean)	18	46	36	488
Republicans (no lean)	8	17	75	676
Democrats (lean)	51	35	13	857
Independents (lean)	13	59	28	256
Republicans (lean)	9	17	74	801
Liberal (1-3)	100	0	0	543
Moderate (4)	0	100	0	594
Conservative (5-7)	0	0	100	779
Liberal (1-2)	100	0	0	387
Moderate (3-5)	16	61	23	968
Conservative (6-7)	0	0	100	560
Northeast	26	36	38	345
Midwest	32	31	37	449
South	24	28	48	712
West	33	33	33	409
Uninsured	22	46	32	172
Purchase on Own	37	27	36	153
Employer-based	27	30	43	855
Government Plan	27	32	41	631
Generic prescr. past year	28	32	41	1050
Brand name prescr. past year	31	25	44	426
None of above past year	28	31	42	300

## 39: Thinking about politics these days, how would you describe your political viewpoint?

	Liberal (1-3)	Moderate (4)	Conservative (5-7)	N
Likely Voters	28	31	41	1916
Protestant	20	23	57	570
Roman Catholic	21	30	48	415
Ath./Agn./None	43	35	22	441
Something Else	31	37	32	488
Religiosity: Monthly+	23	23	54	760
Religiosity: LT Monthly	32	37	32	1155
Income: Under 50k	31	35	33	793
Income: 50k-100k	26	30	44	648
Income: 100k+	26	26	48	475
Educ: < College	27	34	39	1233
Educ: Bachelors degree	28	26	46	443
Educ: Post-grad	33	25	42	240
White Collar	31	26	43	893
Blue Collar	29	32	39	765
Military HH	25	23	52	405
Not Military HH	29	33	38	1510
Public Sector Union	31	32	38	106
Private Sector Union	24	48	28	64
Not in Labor Union	28	30	41	1746
Cell Only/Mostly	30	30	40	799
Dual Use	24	35	41	787
LL Only/Mostly	33	26	41	299
New England	18	43	39	98
Mid-Atlantic	30	33	38	247
East North Central	28	35	37	309
West North Central	41	21	37	140
South Atlantic	28	29	44	389
East South Central	17	39	44	121
West South Central	22	18	60	202
Mountain	29	30	41	131
Pacific	35	35	30	278
Health: Excellent	27	32	41	273
Health: Very Good	30	27	44	713
Health: Good	26	35	39	625
Health: Fair	33	29	37	239
Health: Poor	24	43	33	65

40: Thinking about politics these days, how would you describe your political viewpoint?

	Liberal (1-2)	Moderate (3-5)	Conservative (6-7)	N
Likely Voters	20	51	29	1916
Male	15	51	34	911
Female	25	50	25	1005
Age: 18-29	32	47	20	322
Age: 30-44	20	58	22	454
Age: 45-64	17	51	32	730
Age: 65+	16	44	41	410
Ethnicity - White	18	51	32	1563
Ethnicity - Hispanic	30	48	22	174
Ethnicity - Afr. Am.	33	53	15	248
Ethnicity - Other	25	50	25	75
Urban	28	49	23	428
Suburban	19	51	30	1014
Rural	16	50	34	474
Democrats (no lean)	41	53	7	751
Independents (no lean)	11	70	19	488
Republicans (no lean)	4	34	62	676
Democrats (lean)	38	56	6	857
Independents (lean)	7	79	14	256
Republicans (lean)	5	36	59	801
Liberal (1-3)	71	29	0	543
Moderate (4)	0	100	0	594
Conservative (5-7)	0	28	72	779
Liberal (1-2)	100	0	0	387
Moderate (3-5)	0	100	0	968
Conservative (6-7)	0	0	100	560
Northeast	19	57	24	345
Midwest	24	49	26	449
South	16	47	37	712
West	24	53	23	409
Uninsured	17	61	22	172
Purchase on Own	25	50	25	153
Employer-based	19	50	31	855
Government Plan	19	50	30	631
Generic prescr. past year	20	49	31	1050
Brand name prescr. past year	21	49	31	426
None of above past year	20	50	30	300



40: Thinking about politics these days, how would you describe your political viewpoint?

	Liberal (1-2)	Moderate (3-5)	Conservative (6-7)	N
Likely Voters	20	51	29	1916
Protestant	14	39	47	570
Roman Catholic	15	51	34	415
Ath./Agn./None	32	56	12	441
Something Else	21	58	21	488
Religiosity: Monthly+	17	40	43	760
Religiosity: LT Monthly	22	58	20	1155
Income: Under 50k	24	53	22	793
Income: 50k-100k	17	49	34	648
Income: 100k+	18	48	33	475
Educ: < College	19	53	28	1233
Educ: Bachelors degree	20	45	35	443
Educ: Post-grad	24	48	27	240
White Collar	21	48	31	893
Blue Collar	22	49	29	765
Military HH	19	46	36	405
Not Military HH	21	52	28	1510
Public Sector Union	24	59	17	106
Private Sector Union	19	64	17	64
Not in Labor Union	20	50	30	1746
Cell Only/Mostly	22	49	29	799
Dual Use	16	53	31	787
LL Only/Mostly	26	46	28	299
New England	11	55	34	98
Mid-Atlantic	22	58	21	247
East North Central	21	55	24	309
West North Central	30	38	31	140
South Atlantic	18	51	31	389
East South Central	11	55	35	121
West South Central	17	33	50	202
Mountain	27	44	29	131
Pacific	23	57	20	278
Health: Excellent	21	51	27	273
Health: Very Good	21	45	34	713
Health: Good	17	55	28	625
Health: Fair	25	51	24	239
Health: Poor	21	55	23	65

41: Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

	Yes	No	N
Likely Voters	9	91	2010
Male	7	93	937
Female	11	89	1073
Age: 18-29	20	80	346
Age: 30-44	14	86	477
Age: 45-64	3	97	759
Age: 65+	4	96	429
Ethnicity - White	8	92	1637
Ethnicity - Hispanic	100	0	179
Ethnicity - Afr. Am.	8	92	258
Ethnicity - Other	0	100	84
Urban	16	84	459
Suburban	7	93	1048
Rural	7	93	503
Democrats (no lean)	10	90	793
Independents (no lean)	9	91	525
Republicans (no lean)	8	92	692
Democrats (lean)	10	90	902
Independents (lean)	8	92	285
Republicans (lean)	8	92	822
Liberal (1-3)	12	88	543
Moderate (4)	10	90	594
Conservative (5-7)	6	94	779
Liberal (1-2)	14	86	387
Moderate (3-5)	9	91	968
Conservative (6-7)	7	93	560
Northeast	8	92	367
Midwest	4	96	474
South	7	93	747
West	19	81	422
Uninsured	14	86	188
Purchase on Own	10	90	163
Employer-based	9	91	873
Government Plan	5	95	679
Generic prescr. past year	8	92	1112
Brand name prescr. past year	8	92	434
None of above past year	9	91	319

41: Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

	Yes	No	N
Likely Voters	9	91	2010
Protestant	5	95	584
Roman Catholic	17	83	434
Ath./Agn./None	10	90	460
Something Else	6	94	531
Religiosity: Monthly+	10	90	801
Religiosity: LT Monthly	8	92	1209
Income: Under 50k	10	90	872
Income: 50k-100k	11	89	661
Income: 100k+	5	95	477
Educ: < College	9	91	1321
Educ: Bachelors degree	11	89	446
Educ: Post-grad	7	93	242
White Collar	7	93	906
Blue Collar	10	90	797
Military HH	9	91	429
Not Military HH	9	91	1581
Public Sector Union	15	85	113
Private Sector Union	7	93	64
Not in Labor Union	9	91	1834
Cell Only/Mostly	12	88	857
Dual Use	5	95	805
LL Only/Mostly	7	93	313
New England	4	96	105
Mid-Atlantic	10	90	262
East North Central	5	95	324
West North Central	2	98	150
South Atlantic	5	95	402
East South Central	1	99	129
West South Central	14	86	216
Mountain	10	90	136
Pacific	23	77	287
Health: Excellent	10	90	289
Health: Very Good	10	90	738
Health: Good	7	93	665
Health: Fair	8	92	253
Health: Poor	12	88	66

42: Which term below best describes your race or background?

	American Indian	Asian American	Black	White	Other	N
Likely Voters	1	3	13	81	2	2010
Male	0	3	10	85	1	937
Female	1	4	15	78	2	1073
Age: 18-29	2	4	16	75	3	346
Age: 30-44	0	6	15	77	2	477
Age: 45-64	1	2	13	82	1	759
Age: 65+	0	2	7	90	1	429
Ethnicity - White	0	0	0	100	0	1637
Ethnicity - Hispanic	2	2	11	72	13	179
Ethnicity - Afr. Am.	0	0	100	0	0	258
Ethnicity - Other	16	73	0	0	11	84
Urban	1	5	24	67	4	459
Suburban	1	3	10	85	1	1048
Rural	2	1	9	88	0	503
Democrats (no lean)	1	4	24	69	2	793
Independents (no lean)	1	3	8	88	1	525
Republicans (no lean)	0	3	4	91	2	692
Democrats (lean)	1	4	23	70	2	902
Independents (lean)	1	2	7	89	1	285
Republicans (lean)	0	3	3	92	2	822
Liberal (1-3)	1	4	18	75	2	543
Moderate (4)	1	3	16	79	1	594
Conservative (5-7)	0	3	7	88	2	779
Liberal (1-2)	1	4	21	72	2	387
Moderate (3-5)	0	3	13	82	1	968
Conservative (6-7)	0	3	7	89	2	560
Northeast	1	2	11	84	3	367
Midwest	0	2	9	88	0	474
South	1	2	18	78	1	747
West	1	7	10	79	2	422
Uninsured	1	4	22	71	2	188
Purchase on Own	1	3	13	82	1	163
Employer-based	0	4	12	81	2	873
Government Plan	1	2	11	86	1	679
Generic prescr. past year	1	3	12	83	1	1112
Brand name prescr. past year	0	3	14	81	1	434
None of above past year	1	4	11	83	2	319

42: Which term below best describes your race or background?

	American Indian	Asian American	Black	White	Other	N
Likely Voters	1	3	13	81	2	2010
Protestant	0	1	12	86	0	584
Roman Catholic	0	5	7	85	3	434
Ath./Agn./None	1	3	13	81	2	460
Something Else	2	4	19	74	1	531
Religiosity: Monthly+	1	4	17	75	2	801
Religiosity: LT Monthly	1	3	10	86	1	1209
Income: Under 50k	1	2	17	78	2	872
Income: 50k-100k	1	5	11	82	2	661
Income: 100k+	0	4	8	86	1	477
Educ: < College	1	2	13	83	2	1321
Educ: Bachelors degree	0	7	14	78	1	446
Educ: Post-grad	1	6	12	81	1	242
White Collar	0	5	12	82	1	906
Blue Collar	1	1	14	83	2	797
Military HH	2	2	10	85	1	429
Not Military HH	1	4	14	80	2	1581
Public Sector Union	0	6	16	77	1	113
Private Sector Union	0	1	18	81	1	64
Not in Labor Union	1	3	12	82	2	1834
Cell Only/Mostly	1	4	14	79	1	857
Dual Use	0	3	13	82	2	805
LL Only/Mostly	1	2	8	88	1	313
New England	1	2	8	88	0	105
Mid-Atlantic	1	2	11	82	4	262
East North Central	0	3	11	85	0	324
West North Central	1	0	5	94	0	150
South Atlantic	0	3	23	74	0	402
East South Central	4	1	10	85	0	129
West South Central	1	3	13	80	4	216
Mountain	0	5	8	85	3	136
Pacific	2	8	12	76	2	287
Health: Excellent	0	3	18	76	2	289
Health: Very Good	1	5	11	82	2	738
Health: Good	0	3	13	82	1	665
Health: Fair	4	1	14	81	1	253
Health: Poor	0	1	2	97	1	66

43: Are you a member of a labor union?

	Public Sector Union	Private Sector Union	Not in Labor Union	N
Likely Voters	6	3	91	2010
Male	7	4	89	937
Female	5	2	93	1073
Age: 18-29	4	1	95	346
Age: 30-44	7	6	87	477
Age: 45-64	6	2	92	759
Age: 65+	4	3	92	429
Ethnicity - White	5	3	92	1637
Ethnicity - Hispanic	10	2	88	179
Ethnicity - Afr. Am.	7	4	89	258
Ethnicity - Other	6	0	94	84
Urban	4	4	92	459
Suburban	6	4	90	1048
Rural	6	2	92	503
Democrats (no lean)	6	3	91	793
Independents (no lean)	4	4	92	525
Republicans (no lean)	6	3	91	692
Democrats (lean)	5	3	92	902
Independents (lean)	5	7	88	285
Republicans (lean)	6	3	91	822
Liberal (1-3)	6	3	91	543
Moderate (4)	6	5	89	594
Conservative (5-7)	5	2	93	779
Liberal (1-2)	7	3	90	387
Moderate (3-5)	6	4	89	968
Conservative (6-7)	3	2	95	560
Northeast	12	4	84	367
Midwest	5	5	90	474
South	3	2	96	747
West	6	3	91	422
Uninsured	2	4	93	188
Purchase on Own	9	3	88	163
Employer-based	9	5	86	873
Government Plan	2	1	97	679
Generic prescr. past year	4	2	94	1112
Brand name prescr. past year	7	2	91	434
None of above past year	8	5	88	319

43: Are you a member of a labor union?

	Public Sector Union	Private Sector Union	Not in Labor Union	N
Likely Voters	6	3	91	2010
Protestant	5	3	92	584
Roman Catholic	9	3	89	434
Ath./Agn./None	2	3	95	460
Something Else	7	4	89	531
Religiosity: Monthly+	7	3	90	801
Religiosity: LT Monthly	5	3	92	1209
Income: Under 50k	3	3	94	872
Income: 50k-100k	8	2	90	661
Income: 100k+	8	5	87	477
Educ: < College	5	3	92	1321
Educ: Bachelors degree	4	4	91	446
Educ: Post-grad	10	1	89	242
White Collar	6	2	92	906
Blue Collar	7	5	89	797
Military HH	6	4	90	429
Not Military HH	6	3	91	1581
Public Sector Union	100	0	0	113
Private Sector Union	0	100	0	64
Not in Labor Union	0	0	100	1834
Cell Only/Mostly	6	2	92	857
Dual Use	6	3	91	805
LL Only/Mostly	4	5	91	313
New England	4	7	90	105
Mid-Atlantic	15	3	82	262
East North Central	7	4	89	324
West North Central	2	6	92	150
South Atlantic	2	2	95	402
East South Central	7	3	90	129
West South Central	1	0	99	216
Mountain	3	0	96	136
Pacific	8	4	89	287
Health: Excellent	12	7	81	289
Health: Very Good	5	3	93	738
Health: Good	5	3	92	665
Health: Fair	3	2	95	253
Health: Poor	2	0	98	66

## 44: What is your current marital status?

	Single, never married	Married	Separated	Divorced	Widowed	Living with a partner	N
Likely Voters	18	58	2	11	7	5	2010
Male	22	56	2	11	4	5	937
Female	14	59	2	11	9	6	1073
Age: 18-29	56	30	3	1	1	8	346
Age: 30-44	20	63	2	7	0	9	477
Age: 45-64	7	65	2	17	4	4	759
Age: 65+	2	61	2	11	23	2	429
Ethnicity - White	15	61	2	10	7	5	1637
Ethnicity - Hispanic	32	49	2	6	5	5	179
Ethnicity - Afr. Am.	30	36	3	16	7	8	258
Ethnicity - Other	28	60	0	8	1	4	84
Urban	22	44	3	13	9	8	459
Suburban	16	61	1	10	6	5	1048
Rural	16	63	3	9	6	4	503
Democrats (no lean)	19	51	2	12	8	7	793
Independents (no lean)	19	53	2	12	7	6	525
Republicans (no lean)	14	69	2	7	4	3	692
Democrats (lean)	21	50	2	13	8	6	902
Independents (lean)	20	52	3	10	7	8	285
Republicans (lean)	14	68	2	9	5	3	822
Liberal (1-3)	25	47	1	14	6	6	543
Moderate (4)	18	57	2	10	7	6	594
Conservative (5-7)	12	68	2	9	5	3	779
Liberal (1-2)	27	44	2	12	8	6	387
Moderate (3-5)	17	57	1	11	7	6	968
Conservative (6-7)	12	70	2	9	4	3	560
Northeast	17	57	3	10	8	4	367
Midwest	15	59	3	12	7	5	474
South	18	59	2	10	5	6	747
West	21	54	1	11	8	6	422
Uninsured	44	29	1	12	1	13	188
Purchase on Own	25	50	1	13	7	4	163
Employer-based	8	77	2	7	2	4	873
Government Plan	10	52	3	16	14	6	679
Generic prescr. past year	13	61	2	11	8	5	1112
Brand name prescr. past year	19	58	2	11	5	5	434
None of above past year	26	48	2	11	7	7	319



## 44: What is your current marital status?

	Single, never married	Married	Separated	Divorced	Widowed	Living with a partner	N
Likely Voters	18	58	2	11	7	5	2010
Protestant	10	65	1	13	8	3	584
Roman Catholic	13	64	1	10	7	4	434
Ath./Agn./None	31	41	3	10	7	8	460
Something Else	18	59	2	9	4	7	531
Religiosity: Monthly+	15	63	2	9	8	4	801
Religiosity: LT Monthly	19	54	2	12	6	7	1209
Income: Under 50k	24	38	3	15	12	8	872
Income: 50k-100k	13	72	1	8	3	3	661
Income: 100k+	13	75	1	6	1	5	477
Educ: < College	19	55	2	10	7	6	1321
Educ: Bachelors degree	16	61	1	12	6	3	446
Educ: Post-grad	12	66	2	11	4	5	242
White Collar	17	63	1	10	4	5	906
Blue Collar	17	53	3	12	9	6	797
Military HH	10	72	2	7	5	4	429
Not Military HH	20	54	2	12	7	6	1581
Public Sector Union	13	68	0	9	5	4	113
Private Sector Union	25	42	5	8	15	5	64
Not in Labor Union	18	58	2	11	6	6	1834
Cell Only/Mostly	22	55	2	12	2	8	857
Dual Use	14	63	2	9	9	4	805
LL Only/Mostly	15	55	2	12	12	4	313
New England	19	54	3	11	8	5	105
Mid-Atlantic	17	58	3	10	8	4	262
East North Central	14	63	2	11	6	5	324
West North Central	18	52	4	13	9	4	150
South Atlantic	19	60	2	10	3	6	402
East South Central	15	62	2	8	3	10	129
West South Central	17	57	0	12	9	4	216
Mountain	13	56	0	13	10	8	136
Pacific	24	53	1	11	7	5	287
Health: Excellent	25	57	0	6	4	8	289
Health: Very Good	19	61	1	10	5	5	738
Health: Good	16	55	3	11	9	5	665
Health: Fair	9	56	4	18	7	5	253
Health: Poor	21	62	0	9	4	4	66

45: Thinking about your religion, are you ..

	Protestant	Roman Catholic	Ath./Agn./None	Something Else	N
Likely Voters	29	22	23	26	2009
Male	31	25	23	21	937
Female	28	19	23	31	1072
Age: 18-29	14	11	41	35	346
Age: 30-44	20	23	25	32	477
Age: 45-64	33	23	18	26	759
Age: 65+	44	27	15	14	428
Ethnicity - White	31	23	23	24	1636
Ethnicity - Hispanic	15	40	26	19	179
Ethnicity - Afr. Am.	26	11	24	39	258
Ethnicity - Other	13	26	20	42	84
Urban	24	24	26	26	459
Suburban	28	25	22	25	1047
Rural	35	13	22	30	503
Democrats (no lean)	22	20	28	30	793
Independents (no lean)	26	20	32	22	524
Republicans (no lean)	40	24	10	25	692
Democrats (lean)	22	20	30	29	902
Independents (lean)	24	13	36	27	285
Republicans (lean)	39	26	11	24	821
Liberal (1-3)	21	16	35	28	543
Moderate (4)	23	21	26	30	594
Conservative (5-7)	42	26	13	20	778
Liberal (1-2)	21	16	36	27	387
Moderate (3-5)	23	22	26	29	968
Conservative (6-7)	48	25	9	18	559
Northeast	21	33	20	25	366
Midwest	32	22	26	21	474
South	33	16	18	32	747
West	25	21	30	24	421
Uninsured	17	15	38	30	188
Purchase on Own	29	20	26	25	162
Employer-based	31	23	21	25	873
Government Plan	32	22	18	27	678
Generic prescr. past year	29	22	21	28	1111
Brand name prescr. past year	31	21	23	25	434
None of above past year	30	21	27	23	319

45: Thinking about your religion, are you ..

	Protestant	Roman Catholic	Ath./Agn./None	Something Else	N
Likely Voters	29	22	23	26	2009
Protestant	100	0	0	0	584
Roman Catholic	0	100	0	0	434
Ath./Agn./None	0	0	100	0	460
Something Else	0	0	0	100	531
Religiosity: Monthly+	38	28	5	29	801
Religiosity: LT Monthly	23	17	35	25	1208
Income: Under 50k	26	17	26	31	871
Income: 50k-100k	32	26	21	21	661
Income: 100k+	30	25	19	26	477
Educ: < College	27	20	24	29	1321
Educ: Bachelors degree	34	24	20	22	446
Educ: Post-grad	33	27	22	18	242
White Collar	32	24	22	23	905
Blue Collar	29	20	23	28	797
Military HH	35	22	17	26	429
Not Military HH	27	21	25	27	1580
Public Sector Union	24	34	8	34	113
Private Sector Union	26	18	25	31	64
Not in Labor Union	29	21	24	26	1833
Cell Only/Mostly	23	19	26	32	857
Dual Use	34	24	20	22	805
LL Only/Mostly	35	23	19	22	313
New England	24	32	29	15	105
Mid-Atlantic	20	34	17	29	262
East North Central	28	25	28	19	324
West North Central	41	14	21	24	150
South Atlantic	32	14	24	30	402
East South Central	31	9	15	45	129
West South Central	37	25	10	28	216
Mountain	30	20	29	21	136
Pacific	23	21	31	26	286
Health: Excellent	24	24	24	27	289
Health: Very Good	31	23	25	22	738
Health: Good	29	21	21	29	665
Health: Fair	32	18	20	30	252
Health: Poor	18	21	29	32	66

46: Would you describe yourself as a 'born-again' or evangelical Christian, or not? (Among Protestants)

	Yes	No	N
Likely Voters	55	45	579
Male	57	43	282
Female	52	48	297
Age: 18-29	51	49	47
Age: 30-44	68	32	94
Age: 45-64	55	45	249
Age: 65+	48	52	189
Ethnicity - White	53	47	499
Ethnicity - Hispanic	94	6	27
Ethnicity - Afr. Am.	59	41	67
Urban	45	55	107
Suburban	58	42	296
Rural	55	45	176
Democrats (no lean)	39	61	170
Independents (no lean)	52	48	131
Republicans (no lean)	65	35	278
Democrats (lean)	39	61	193
Independents (lean)	53	47	68
Republicans (lean)	64	36	318
Liberal (1-3)	42	58	111
Moderate (4)	42	58	133
Conservative (5-7)	64	36	321
Liberal (1-2)	38	62	79
Moderate (3-5)	43	57	221
Conservative (6-7)	69	31	266
Northeast	42	58	77
Midwest	44	56	151
South	63	37	246
West	58	42	105
Uninsured	37	63	31
Purchase on Own	68	32	47
Employer-based	59	41	265
Government Plan	48	52	219
Generic prescr. past year	58	42	317
Brand name prescr. past year	53	47	133
None of above past year	43	57	94

46: Would you describe yourself as a 'born-again' or evangelical Christian, or not? (Among Protestants)

	Yes	No	N
Likely Voters	55	45	579
Protestant	55	45	579
Religiosity: Monthly+	76	24	301
Religiosity: LT Monthly	32	68	278
Income: Under 50k	50	50	229
Income: 50k-100k	55	45	209
Income: 100k+	60	40	142
Educ: < College	54	46	352
Educ: Bachelors degree	55	45	147
Educ: Post-grad	55	45	80
White Collar	55	45	284
Blue Collar	57	43	234
Military HH	54	46	147
Not Military HH	55	45	432
Public Sector Union	43	57	27
Not in Labor Union	55	45	535
Cell Only/Mostly	61	39	195
Dual Use	53	47	270
LL Only/Mostly	48	52	110
New England	26	74	26
Mid-Atlantic	50	50	52
East North Central	49	51	89
West North Central	36	64	61
South Atlantic	61	39	127
East South Central	71	29	40
West South Central	63	37	79
Mountain	53	47	40
Pacific	61	39	65
Health: Excellent	46	54	70
Health: Very Good	57	43	227
Health: Good	53	47	191
Health: Fair	55	45	79

47: Aside from weddings and funerals, how often do you attend religious services—more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never	N
Likely Voters	10	22	8	16	23	21	2010
Male	9	23	8	17	24	20	937
Female	10	22	8	16	22	22	1073
Age: 18-29	10	16	9	19	18	28	346
Age: 30-44	12	18	10	14	23	23	477
Age: 45-64	9	24	7	15	25	20	759
Age: 65+	9	29	6	17	24	14	429
Ethnicity - White	8	22	7	16	24	23	1637
Ethnicity - Hispanic	18	16	11	14	17	25	179
Ethnicity - Afr. Am.	20	21	12	15	22	9	258
Ethnicity - Other	8	33	12	14	17	16	84
Urban	10	21	9	17	22	21	459
Suburban	8	21	8	17	23	21	1048
Rural	13	25	6	14	23	20	503
Democrats (no lean)	8	19	8	16	25	24	793
Independents (no lean)	4	21	7	15	24	30	525
Republicans (no lean)	16	27	9	17	20	11	692
Democrats (lean)	8	18	8	16	25	26	902
Independents (lean)	2	17	6	15	28	32	285
Republicans (lean)	14	28	9	17	19	12	822
Liberal (1-3)	8	16	8	14	26	28	543
Moderate (4)	7	16	6	20	26	26	594
Conservative (5-7)	14	30	9	15	19	12	779
Liberal (1-2)	9	16	8	13	24	29	387
Moderate (3-5)	7	17	7	19	25	24	968
Conservative (6-7)	17	34	9	14	18	9	560
Northeast	10	20	9	14	22	25	367
Midwest	8	23	8	13	27	21	474
South	13	26	7	19	20	15	747
West	6	17	8	16	24	29	422
Uninsured	10	12	4	17	25	31	188
Purchase on Own	6	19	10	22	22	20	163
Employer-based	11	24	8	16	22	19	873
Government Plan	9	25	6	15	24	21	679
Generic prescr. past year	9	21	8	16	23	21	1112
Brand name prescr. past year	13	22	6	18	22	18	434
None of above past year	8	23	8	10	24	27	319

47: Aside from weddings and funerals, how often do you attend religious services—more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never	N
Likely Voters	10	22	8	16	23	21	2010
Protestant	16	28	9	16	22	10	584
Roman Catholic	5	37	11	18	21	8	434
Ath./Agn./None	3	3	2	8	31	53	460
Something Else	13	20	10	21	18	17	531
Religiosity: Monthly+	24	56	20	0	0	0	801
Religiosity: LT Monthly	0	0	0	27	38	35	1209
Income: Under 50k	10	21	8	14	23	24	872
Income: 50k-100k	11	23	9	15	24	19	661
Income: 100k+	7	23	8	22	21	19	477
Educ: < College	9	21	7	16	23	24	1321
Educ: Bachelors degree	10	26	10	15	23	16	446
Educ: Post-grad	12	23	9	19	22	15	242
White Collar	9	24	9	17	22	18	906
Blue Collar	11	21	7	15	24	21	797
Military HH	10	24	6	20	21	19	429
Not Military HH	10	22	8	15	23	22	1581
Public Sector Union	17	17	15	15	27	10	113
Private Sector Union	3	23	14	24	17	20	64
Not in Labor Union	10	23	7	16	23	22	1834
Cell Only/Mostly	9	19	8	18	23	22	857
Dual Use	9	25	8	15	24	18	805
LL Only/Mostly	12	24	8	12	21	23	313
New England	14	9	5	13	24	36	105
Mid-Atlantic	8	24	10	15	22	21	262
East North Central	7	23	7	14	24	24	324
West North Central	9	21	10	12	34	14	150
South Atlantic	12	23	8	18	22	17	402
East South Central	14	18	4	28	18	18	129
West South Central	14	35	8	17	17	9	216
Mountain	3	20	8	13	25	30	136
Pacific	8	16	8	17	23	28	287
Health: Excellent	12	25	7	11	22	22	289
Health: Very Good	11	24	10	17	22	17	738
Health: Good	9	22	7	17	24	22	665
Health: Fair	7	16	6	21	27	24	253
Health: Poor	6	23	5	8	14	44	66

48: Are you the parent or guardian of any children under 18 now living in your household?

	Yes	No	N
Likely Voters	28	72	2010
Male	23	77	937
Female	33	67	1073
Age: 18-29	36	64	346
Age: 30-44	62	38	477
Age: 45-64	18	82	759
Age: 65+	3	97	429
Ethnicity - White	27	73	1637
Ethnicity - Hispanic	51	49	179
Ethnicity - Afr. Am.	37	63	258
Ethnicity - Other	25	75	84
Urban	25	75	459
Suburban	30	70	1048
Rural	27	73	503
Democrats (no lean)	30	70	793
Independents (no lean)	22	78	525
Republicans (no lean)	31	69	692
Democrats (lean)	29	71	902
Independents (lean)	27	73	285
Republicans (lean)	28	72	822
Liberal (1-3)	28	72	543
Moderate (4)	33	67	594
Conservative (5-7)	24	76	779
Liberal (1-2)	27	73	387
Moderate (3-5)	31	69	968
Conservative (6-7)	23	77	560
Northeast	24	76	367
Midwest	33	67	474
South	30	70	747
West	24	76	422
Uninsured	27	73	188
Purchase on Own	29	71	163
Employer-based	40	60	873
Government Plan	16	84	679
Generic prescr. past year	29	71	1112
Brand name prescr. past year	26	74	434
None of above past year	28	72	319



48: Are you the parent or guardian of any children under 18 now living in your household?

	Yes	No	N
Likely Voters	28	72	2010
Protestant	23	77	584
Roman Catholic	26	74	434
Ath./Agn./None	28	72	460
Something Else	36	64	531
Religiosity: Monthly+	31	69	801
Religiosity: LT Monthly	26	74	1209
Income: Under 50k	26	74	872
Income: 50k-100k	32	68	661
Income: 100k+	27	73	477
Educ: < College	28	72	1321
Educ: Bachelors degree	33	67	446
Educ: Post-grad	22	78	242
White Collar	31	69	906
Blue Collar	25	75	797
Military HH	23	77	429
Not Military HH	29	71	1581
Public Sector Union	38	62	113
Private Sector Union	35	65	64
Not in Labor Union	27	73	1834
Cell Only/Mostly	37	63	857
Dual Use	22	78	805
LL Only/Mostly	17	83	313
New England	21	79	105
Mid-Atlantic	26	74	262
East North Central	37	63	324
West North Central	24	76	150
South Atlantic	36	64	402
East South Central	34	66	129
West South Central	16	84	216
Mountain	19	81	136
Pacific	26	74	287
Health: Excellent	35	65	289
Health: Very Good	30	70	738
Health: Good	26	74	665
Health: Fair	23	77	253
Health: Poor	13	87	66

49: Would you consider where you live

	an urban area	a suburban area	a rural area	N
Likely Voters	23	52	25	2010
Male	23	55	22	937
Female	23	49	28	1073
Age: 18-29	29	46	25	346
Age: 30-44	24	54	22	477
Age: 45-64	21	51	29	759
Age: 65+	20	57	23	429
Ethnicity - White	19	54	27	1637
Ethnicity - Hispanic	40	41	19	179
Ethnicity - Afr. Am.	42	40	18	258
Ethnicity - Other	33	52	15	84
Urban	100	0	0	459
Suburban	0	100	0	1048
Rural	0	0	100	503
Democrats (no lean)	30	47	23	793
Independents (no lean)	20	58	23	525
Republicans (no lean)	17	54	29	692
Democrats (lean)	29	49	22	902
Independents (lean)	22	54	24	285
Republicans (lean)	17	55	28	822
Liberal (1-3)	27	50	23	543
Moderate (4)	25	52	22	594
Conservative (5-7)	17	55	28	779
Liberal (1-2)	30	50	20	387
Moderate (3-5)	22	54	25	968
Conservative (6-7)	18	54	28	560
Northeast	18	56	26	367
Midwest	21	52	26	474
South	22	50	28	747
West	30	53	17	422
Uninsured	32	43	25	188
Purchase on Own	25	49	26	163
Employer-based	20	58	22	873
Government Plan	23	46	31	679
Generic prescr. past year	21	53	26	1112
Brand name prescr. past year	24	51	25	434
None of above past year	27	51	21	319

## 49: Would you consider where you live

	an urban area	a suburban area	a rural area	N
Likely Voters	23	52	25	2010
Protestant	19	51	30	584
Roman Catholic	26	59	15	434
Ath./Agn./None	25	51	24	460
Something Else	23	49	29	531
Religiosity: Monthly+	23	50	27	801
Religiosity: LT Monthly	23	53	24	1209
Income: Under 50k	28	40	32	872
Income: 50k-100k	23	56	21	661
Income: 100k+	14	68	17	477
Educ: < College	24	46	30	1321
Educ: Bachelors degree	20	63	17	446
Educ: Post-grad	21	64	15	242
White Collar	20	64	16	906
Blue Collar	23	43	34	797
Military HH	19	49	33	429
Not Military HH	24	53	23	1581
Public Sector Union	16	56	28	113
Private Sector Union	29	58	13	64
Not in Labor Union	23	52	25	1834
Cell Only/Mostly	24	52	24	857
Dual Use	22	52	26	805
LL Only/Mostly	21	52	26	313
New England	11	54	35	105
Mid-Atlantic	21	57	22	262
East North Central	20	58	22	324
West North Central	24	40	36	150
South Atlantic	18	59	24	402
East South Central	18	35	47	129
West South Central	33	41	26	216
Mountain	23	55	21	136
Pacific	33	52	15	287
Health: Excellent	23	57	20	289
Health: Very Good	23	53	24	738
Health: Good	23	53	24	665
Health: Fair	27	43	30	253
Health: Poor	8	45	47	66

## 50: How would you describe your present employment situation?

	Job in the private sector	Job in govern- ment	Self- employed	Home -maker	Student	Retired	Un - employed	Other	N
Likely Voters	32	6	8	11	5	25	8	4	2010
Male	38	8	9	0	5	30	7	4	937
Female	28	5	7	21	5	20	9	5	1073
Age: 18-29	33	3	8	16	26	0	10	4	346
Age: 30-44	44	10	12	16	1	2	9	7	477
Age: 45-64	38	8	8	10	0	21	10	5	759
Age: 65+	11	2	4	4	0	77	2	1	429
Ethnicity - White	32	6	7	12	4	27	8	5	1637
Ethnicity - Hispanic	30	10	6	15	13	11	8	7	179
Ethnicity - Afr. Am.	35	8	12	7	6	17	11	5	258
Ethnicity - Other	41	4	11	11	12	13	6	3	84
Urban	31	6	9	12	6	21	10	4	459
Suburban	37	7	6	9	6	25	7	3	1048
Rural	24	6	11	15	2	27	8	8	503
Democrats (no lean)	29	6	8	12	5	25	9	4	793
Independents (no lean)	35	6	6	12	3	22	10	6	525
Republicans (no lean)	34	7	9	10	5	26	5	3	692
Democrats (lean)	31	6	8	11	6	25	10	4	902
Independents (lean)	37	7	6	18	1	15	9	8	285
Republicans (lean)	33	7	9	9	5	27	6	3	822
Liberal (1-3)	34	7	9	11	5	20	9	5	543
Moderate (4)	30	7	6	15	4	23	9	6	594
Conservative (5-7)	35	6	8	7	5	30	6	3	779
Liberal (1-2)	31	7	9	13	5	19	10	5	387
Moderate (3-5)	32	8	7	12	4	24	8	5	968
Conservative (6-7)	37	5	8	7	5	30	5	3	560
Northeast	35	8	8	9	4	20	8	9	367
Midwest	30	5	8	16	1	29	7	4	474
South	34	6	9	11	6	23	8	2	747
West	31	7	6	7	7	28	9	5	422
Uninsured	24	0	18	11	7	3	27	10	188
Purchase on Own	36	2	19	7	2	21	7	6	163
Employer-based	52	12	5	11	1	11	4	3	873
Government Plan	10	2	6	14	2	53	9	4	679
Generic prescr. past year	30	6	7	14	3	28	8	4	1112
Brand name prescr. past year	35	5	8	5	8	29	6	4	434
None of above past year	38	10	7	13	6	12	10	4	319

## 50: How would you describe your present employment situation?

	Job in the private sector	Job in govern- ment	Self- employed	Home -maker	Student	Retired	Un - employed	Other	N
Likely Voters	32	6	8	11	5	25	8	4	2010
Protestant	33	6	8	9	2	34	5	3	584
Roman Catholic	31	9	6	7	5	32	6	5	434
Ath./Agn./None	37	4	7	10	8	16	11	6	460
Something Else	29	7	10	19	5	16	10	4	531
Religiosity: Monthly+	33	7	10	8	5	28	6	3	801
Religiosity: LT Monthly	32	6	7	13	5	23	9	5	1209
Income: Under 50k	19	3	9	16	5	26	15	7	872
Income: 50k-100k	41	8	5	10	4	27	3	3	661
Income: 100k+	45	11	10	5	5	21	2	2	477
Educ: < College	26	4	8	15	6	24	11	5	1321
Educ: Bachelors degree	49	8	8	4	3	22	4	3	446
Educ: Post-grad	39	15	7	3	1	30	1	3	242
White Collar	42	8	10	5	5	23	4	3	906
Blue Collar	30	6	6	11	4	29	10	5	797
Military HH	26	4	7	11	5	37	6	3	429
Not Military HH	34	7	8	11	5	21	9	5	1581
Public Sector Union	22	41	4	2	2	18	3	10	113
Private Sector Union	43	10	18	0	0	27	0	1	64
Not in Labor Union	33	4	8	12	5	25	9	4	1834
Cell Only/Mostly	38	8	8	12	8	13	9	5	857
Dual Use	33	6	8	10	3	30	5	4	805
LL Only/Mostly	18	2	6	14	2	43	12	3	313
New England	41	0	7	18	6	15	5	7	105
Mid-Atlantic	33	11	8	6	2	22	8	9	262
East North Central	33	4	6	16	1	26	8	5	324
West North Central	22	6	11	18	1	34	5	2	150
South Atlantic	34	6	7	11	7	21	11	3	402
East South Central	39	6	17	18	1	10	6	3	129
West South Central	29	7	8	9	8	34	4	1	216
Mountain	27	9	6	7	5	30	10	6	136
Pacific	33	7	6	6	9	27	8	4	287
Health: Excellent	40	11	7	10	9	16	5	3	289
Health: Very Good	37	6	10	7	6	24	6	3	738
Health: Good	31	6	7	12	4	26	9	5	665
Health: Fair	20	4	5	18	1	33	15	6	253
Health: Poor	7	0	1	25	1	36	9	21	66

51: Thinking about yourself and the immediate family members in your household, would you say you belong to a white-collar family, or a blue-collar family?

	White-collar family	Blue-collar family	Don't Know	N
Likely Voters	45	40	15	2010
Male	52	39	10	937
Female	39	40	20	1073
Age: 18-29	39	37	24	346
Age: 30-44	46	38	16	477
Age: 45-64	46	41	13	759
Age: 65+	47	42	11	429
Ethnicity - White	45	40	14	1637
Ethnicity - Hispanic	35	45	21	179
Ethnicity - Afr. Am.	41	44	15	258
Ethnicity - Other	59	15	26	84
Urban	39	39	21	459
Suburban	55	33	12	1048
Rural	29	54	18	503
Democrats (no lean)	41	45	14	793
Independents (no lean)	45	36	19	525
Republicans (no lean)	50	36	13	692
Democrats (lean)	42	44	14	902
Independents (lean)	37	37	26	285
Republicans (lean)	51	36	13	822
Liberal (1-3)	50	41	9	543
Moderate (4)	39	41	19	594
Conservative (5-7)	50	38	12	779
Liberal (1-2)	48	43	9	387
Moderate (3-5)	44	39	17	968
Conservative (6-7)	49	40	11	560
Northeast	43	42	15	367
Midwest	36	48	16	474
South	47	38	15	747
West	53	32	15	422
Uninsured	27	44	29	188
Purchase on Own	43	46	12	163
Employer-based	57	34	10	873
Government Plan	35	47	18	679
Generic prescr. past year	42	41	17	1112
Brand name prescr. past year	54	38	7	434
None of above past year	45	40	16	319

51: Thinking about yourself and the immediate family members in your household, would you say you belong to a white-collar family, or a blue-collar family?

	White-collar family	Blue-collar family	Don't Know	N
Likely Voters	45	40	15	2010
Protestant	49	40	10	584
Roman Catholic	49	36	15	434
Ath./Agn./None	43	40	17	460
Something Else	39	42	20	531
Religiosity: Monthly+	48	39	13	801
Religiosity: LT Monthly	43	40	17	1209
Income: Under 50k	24	52	24	872
Income: 50k-100k	51	38	11	661
Income: 100k+	76	20	4	477
Educ: < College	30	50	20	1321
Educ: Bachelors degree	68	24	8	446
Educ: Post-grad	85	9	6	242
White Collar	100	0	0	906
Blue Collar	0	100	0	797
Military HH	41	47	12	429
Not Military HH	46	38	16	1581
Public Sector Union	46	46	8	113
Private Sector Union	34	58	8	64
Not in Labor Union	45	39	16	1834
Cell Only/Mostly	44	38	18	857
Dual Use	47	40	13	805
LL Only/Mostly	44	44	13	313
New England	36	41	23	105
Mid-Atlantic	46	42	12	262
East North Central	40	42	17	324
West North Central	27	59	13	150
South Atlantic	51	34	15	402
East South Central	39	43	19	129
West South Central	45	42	13	216
Mountain	55	35	10	136
Pacific	52	30	17	287
Health: Excellent	60	33	6	289
Health: Very Good	54	33	13	738
Health: Good	38	45	17	665
Health: Fair	26	54	20	253
Health: Poor	23	30	47	66

52: Many people weren't able to vote in the election for President and other offices in 2012. How about you? Were you able to vote, or for some reason were you unable to vote?

	Yes, voted in 2012	No, did not vote in 2012	N
Likely Voters	92	8	2010
Male	92	8	937
Female	91	9	1073
Age: 18-29	74	26	346
Age: 30-44	94	6	477
Age: 45-64	95	5	759
Age: 65+	99	1	429
Ethnicity - White	92	8	1637
Ethnicity - Hispanic	87	13	179
Ethnicity - Afr. Am.	96	4	258
Ethnicity - Other	83	17	84
Urban	88	12	459
Suburban	94	6	1048
Rural	92	8	503
Democrats (no lean)	95	5	793
Independents (no lean)	89	11	525
Republicans (no lean)	91	9	692
Democrats (lean)	94	6	902
Independents (lean)	86	14	285
Republicans (lean)	91	9	822
Liberal (1-3)	95	5	543
Moderate (4)	90	10	594
Conservative (5-7)	93	7	779
Liberal (1-2)	95	5	387
Moderate (3-5)	90	10	968
Conservative (6-7)	95	5	560
Northeast	92	8	367
Midwest	94	6	474
South	90	10	747
West	92	8	422
Uninsured	90	10	188
Purchase on Own	96	4	163
Employer-based	96	4	873
Government Plan	92	8	679
Generic prescr. past year	92	8	1112
Brand name prescr. past year	91	9	434
None of above past year	93	7	319



52: Many people weren't able to vote in the election for President and other offices in 2012. How about you? Were you able to vote, or for some reason were you unable to vote?

	Yes, voted in 2012	No, did not vote in 2012	N
Likely Voters	92	8	2010
Protestant	96	4	584
Roman Catholic	95	5	434
Ath./Agn./None	90	10	460
Something Else	87	13	531
Religiosity: Monthly+	94	6	801
Religiosity: LT Monthly	91	9	1209
Income: Under 50k	87	13	872
Income: 50k-100k	96	4	661
Income: 100k+	94	6	477
Educ: < College	89	11	1321
Educ: Bachelors degree	97	3	446
Educ: Post-grad	98	2	242
White Collar	94	6	906
Blue Collar	94	6	797
Military HH	93	7	429
Not Military HH	92	8	1581
Public Sector Union	99	1	113
Private Sector Union	100	0	64
Not in Labor Union	91	9	1834
Cell Only/Mostly	87	13	857
Dual Use	96	4	805
LL Only/Mostly	96	4	313
New England	92	8	105
Mid-Atlantic	92	8	262
East North Central	92	8	324
West North Central	98	2	150
South Atlantic	89	11	402
East South Central	95	5	129
West South Central	90	10	216
Mountain	94	6	136
Pacific	91	9	287
Health: Excellent	90	10	289
Health: Very Good	95	5	738
Health: Good	93	7	665
Health: Fair	85	15	253
Health: Poor	90	10	66

53: In the 2012 election for President, did you vote for Democrat Barack Obama or Republican Mitt Romney?

	Democrat Barack Obama	Republican Mitt Romney	Someone else	N
Likely Voters	51	45	4	1845
Male	46	50	4	866
Female	55	40	5	978
Age: 18-29	69	25	6	255
Age: 30-44	49	47	3	445
Age: 45-64	50	44	6	721
Age: 65+	42	55	3	424
Ethnicity - White	43	52	5	1504
Ethnicity - Hispanic	60	32	8	155
Ethnicity - Afr. Am.	91	6	3	246
Ethnicity - Other	63	35	2	69
Urban	64	33	3	402
Suburban	50	45	5	980
Rural	41	54	5	462
Democrats (no lean)	91	7	2	749
Independents (no lean)	46	44	10	465
Republicans (no lean)	7	90	3	631
Democrats (lean)	91	7	2	850
Independents (lean)	45	40	15	246
Republicans (lean)	7	89	3	749
Liberal (1-3)	85	11	4	513
Moderate (4)	62	33	5	537
Conservative (5-7)	18	78	4	719
Liberal (1-2)	90	7	3	366
Moderate (3-5)	58	37	6	872
Conservative (6-7)	12	85	3	532
Northeast	56	40	4	338
Midwest	52	45	3	446
South	43	53	4	672
West	58	35	6	389
Uninsured	58	33	9	169
Purchase on Own	50	45	5	156
Employer-based	48	47	5	838
Government Plan	50	47	3	624
Generic prescr. past year	50	46	4	1024
Brand name prescr. past year	50	48	2	395
None of above past year	51	42	6	295

53: In the 2012 election for President, did you vote for Democrat Barack Obama or Republican Mitt Romney?

	Democrat Barack Obama	Republican Mitt Romney	Someone else	N
Likely Voters	51	45	4	1845
Protestant	39	58	4	557
Roman Catholic	44	52	3	411
Ath./Agn./None	71	23	6	415
Something Else	52	43	5	461
Religiosity: Monthly+	40	55	5	752
Religiosity: LT Monthly	58	38	4	1092
Income: Under 50k	58	37	6	762
Income: 50k-100k	48	48	4	635
Income: 100k+	43	54	3	448
Educ: < College	50	46	4	1179
Educ: Bachelors degree	50	45	5	430
Educ: Post-grad	55	40	5	236
White Collar	48	47	5	851
Blue Collar	53	43	3	747
Military HH	43	53	4	398
Not Military HH	53	43	4	1447
Public Sector Union	51	43	6	111
Private Sector Union	52	47	2	64
Not in Labor Union	51	45	4	1670
Cell Only/Mostly	52	44	4	742
Dual Use	48	48	5	772
LL Only/Mostly	54	42	5	299
New England	60	36	5	96
Mid-Atlantic	54	42	3	242
East North Central	52	44	4	298
West North Central	51	46	3	148
South Atlantic	52	43	5	354
East South Central	40	57	3	123
West South Central	28	68	4	194
Mountain	50	44	6	128
Pacific	63	31	7	261
Health: Excellent	48	47	5	260
Health: Very Good	50	47	3	697
Health: Good	49	47	4	614
Health: Fair	64	31	5	214
Health: Poor	36	44	20	59

54: Many people weren't able to vote in the election for Congress and other offices in 2010. How about you? Were you able to vote, or for some reason were you unable to vote?

	Yes, voted in 2010	No, did not vote in 2010	N
Likely Voters	79	21	2010
Male	84	16	937
Female	75	25	1073
Age: 18-29	46	54	346
Age: 30-44	78	22	477
Age: 45-64	87	13	759
Age: 65+	94	6	429
Ethnicity - White	80	20	1637
Ethnicity - Hispanic	74	26	179
Ethnicity - Afr. Am.	78	22	258
Ethnicity - Other	65	35	84
Urban	77	23	459
Suburban	79	21	1048
Rural	80	20	503
Democrats (no lean)	81	19	793
Independents (no lean)	74	26	525
Republicans (no lean)	81	19	692
Democrats (lean)	80	20	902
Independents (lean)	71	29	285
Republicans (lean)	81	19	822
Liberal (1-3)	78	22	543
Moderate (4)	76	24	594
Conservative (5-7)	85	15	779
Liberal (1-2)	80	20	387
Moderate (3-5)	77	23	968
Conservative (6-7)	85	15	560
Northeast	83	17	367
Midwest	79	21	474
South	77	23	747
West	80	20	422
Uninsured	67	33	188
Purchase on Own	86	14	163
Employer-based	85	15	873
Government Plan	81	19	679
Generic prescr. past year	80	20	1112
Brand name prescr. past year	80	20	434
None of above past year	78	22	319

54: Many people weren't able to vote in the election for Congress and other offices in 2010. How about you? Were you able to vote, or for some reason were you unable to vote?

	Yes, voted in 2010	No, did not vote in 2010	N
Likely Voters	79	21	2010
Protestant	86	14	584
Roman Catholic	87	13	434
Ath./Agn./None	68	32	460
Something Else	74	26	531
Religiosity: Monthly+	86	14	801
Religiosity: LT Monthly	75	25	1209
Income: Under 50k	72	28	872
Income: 50k-100k	81	19	661
Income: 100k+	89	11	477
Educ: < College	74	26	1321
Educ: Bachelors degree	87	13	446
Educ: Post-grad	93	7	242
White Collar	85	15	906
Blue Collar	77	23	797
Military HH	81	19	429
Not Military HH	79	21	1581
Public Sector Union	95	5	113
Private Sector Union	94	6	64
Not in Labor Union	78	22	1834
Cell Only/Mostly	71	29	857
Dual Use	84	16	805
LL Only/Mostly	88	12	313
New England	84	16	105
Mid-Atlantic	82	18	262
East North Central	78	22	324
West North Central	82	18	150
South Atlantic	72	28	402
East South Central	85	15	129
West South Central	80	20	216
Mountain	80	20	136
Pacific	80	20	287
Health: Excellent	78	22	289
Health: Very Good	80	20	738
Health: Good	79	21	665
Health: Fair	82	18	253
Health: Poor	64	36	66

55: In the 2010 election for U.S. House, did you vote for the Democratic U.S. House candidate, the Republican U.S. House candidate or someone else?

	Democratic U.S. House candidate	Republican U.S. House candidate	Someone else	N
Likely Voters	49	45	7	1583
Male	41	53	6	788
Female	56	36	8	795
Age: 18-29	66	32	2	159
Age: 30-44	43	47	10	367
Age: 45-64	52	42	6	655
Age: 65+	41	53	6	402
Ethnicity - White	42	51	7	1301
Ethnicity - Hispanic	64	33	3	133
Ethnicity - Afr. Am.	84	8	8	202
Ethnicity - Other	61	36	3	55
Urban	64	31	5	356
Suburban	46	47	7	829
Rural	40	52	8	398
Democrats (no lean)	96	2	2	640
Independents (no lean)	33	43	23	386
Republicans (no lean)	5	95	1	557
Democrats (lean)	94	3	3	722
Independents (lean)	26	36	38	202
Republicans (lean)	5	94	1	658
Liberal (1-3)	84	13	3	422
Moderate (4)	59	29	12	449
Conservative (5-7)	17	78	5	654
Liberal (1-2)	88	10	2	310
Moderate (3-5)	54	35	11	741
Conservative (6-7)	12	85	3	474
Northeast	52	41	7	303
Midwest	50	42	8	376
South	41	52	7	566
West	57	38	5	339
Uninsured	54	37	9	123
Purchase on Own	46	46	7	140
Employer-based	49	46	6	736
Government Plan	47	46	8	548
Generic prescr. past year	49	43	9	887
Brand name prescr. past year	48	47	4	346
None of above past year	46	51	4	248

55: In the 2010 election for U.S. House, did you vote for the Democratic U.S. House candidate, the Republican U.S. House candidate or someone else?

	Democratic U.S. House candidate	Republican U.S. House candidate	Someone else	N
Likely Voters	49	45	7	1583
Protestant	37	60	4	501
Roman Catholic	48	49	3	376
Ath./Agn./None	64	23	13	312
Something Else	52	39	9	392
Religiosity: Monthly+	41	56	3	682
Religiosity: LT Monthly	54	36	10	901
Income: Under 50k	55	35	10	628
Income: 50k-100k	46	48	6	534
Income: 100k+	42	55	3	420
Educ: < College	48	44	8	972
Educ: Bachelors degree	47	49	4	387
Educ: Post-grad	52	42	5	223
White Collar	46	50	4	768
Blue Collar	51	43	6	614
Military HH	37	56	7	349
Not Military HH	52	42	7	1234
Public Sector Union	48	46	6	107
Private Sector Union	61	35	4	60
Not in Labor Union	48	45	7	1416
Cell Only/Mostly	48	46	6	601
Dual Use	48	45	7	675
LL Only/Mostly	51	44	5	277
New England	52	37	11	88
Mid-Atlantic	52	43	5	214
East North Central	51	40	9	253
West North Central	47	45	8	123
South Atlantic	46	46	8	283
East South Central	36	51	13	110
West South Central	35	64	1	173
Mountain	47	49	4	109
Pacific	61	34	5	230
Health: Excellent	42	53	5	225
Health: Very Good	46	49	5	590
Health: Good	50	43	7	518
Health: Fair	58	32	10	207
Health: Poor	48	32	20	42

## 56: Cell / LL household

	Cell Only/Mostly	Dual Use	LL Only/Mostly	N
Likely Voters	43	41	16	1976
Male	41	45	14	918
Female	46	37	17	1058
Age: 18-29	65	27	8	333
Age: 30-44	59	32	10	465
Age: 45-64	38	47	14	750
Age: 65+	19	50	31	427
Ethnicity - White	42	41	17	1614
Ethnicity - Hispanic	61	25	13	171
Ethnicity - Afr. Am.	48	42	10	255
Ethnicity - Other	53	36	11	80
Urban	46	40	15	449
Suburban	43	41	16	1030
Rural	42	41	17	497
Democrats (no lean)	42	41	17	778
Independents (no lean)	44	40	16	517
Republicans (no lean)	44	42	14	681
Democrats (lean)	42	40	17	887
Independents (lean)	48	41	11	277
Republicans (lean)	43	41	16	811
Liberal (1-3)	46	35	19	527
Moderate (4)	40	47	13	590
Conservative (5-7)	41	42	16	767
Liberal (1-2)	47	33	20	378
Moderate (3-5)	41	44	15	950
Conservative (6-7)	42	43	15	557
Northeast	30	49	20	351
Midwest	41	36	22	468
South	49	42	9	744
West	46	37	17	412
Uninsured	60	28	12	176
Purchase on Own	43	41	15	161
Employer-based	47	43	11	862
Government Plan	32	43	25	672
Generic prescr. past year	41	42	17	1103
Brand name prescr. past year	43	41	16	426
None of above past year	48	39	14	310



## 56: Cell / LL household

	Cell Only/Mostly	Dual Use	LL Only/Mostly	N
Likely Voters	43	41	16	1976
Protestant	34	47	19	579
Roman Catholic	39	44	17	426
Ath./Agn./None	50	37	14	445
Something Else	53	34	13	524
Religiosity: Monthly+	40	43	18	792
Religiosity: LT Monthly	46	39	15	1184
Income: Under 50k	44	35	21	849
Income: 50k-100k	44	42	13	651
Income: 100k+	42	49	9	476
Educ: < College	43	42	15	1291
Educ: Bachelors degree	47	36	17	445
Educ: Post-grad	41	44	15	240
White Collar	42	42	15	890
Blue Collar	41	41	17	785
Military HH	41	40	19	426
Not Military HH	44	41	15	1549
Public Sector Union	45	44	11	109
Private Sector Union	34	38	28	59
Not in Labor Union	44	41	16	1808
Cell Only/Mostly	100	0	0	857
Dual Use	0	100	0	805
LL Only/Mostly	0	0	100	313
New England	28	51	21	98
Mid-Atlantic	31	49	20	253
East North Central	45	34	21	321
West North Central	33	42	25	147
South Atlantic	51	37	12	399
East South Central	52	44	4	129
West South Central	45	49	6	216
Mountain	51	36	12	131
Pacific	44	37	19	281
Health: Excellent	48	36	16	285
Health: Very Good	45	41	14	725
Health: Good	41	43	17	651
Health: Fair	44	39	17	250
Health: Poor	35	45	20	66