

## South Carolina State Poll

Project: 151101

N Size: 627 Registered Voters

Margin of Error: ± 4%

November 10-16, 2015

### Topline Report

Question	Response	Frequency	Percentage
F3A	<i>In the presidential primary election in your state next year, are you more likely to vote in the Democratic or Republican primary election, or are you unlikely to vote?</i>		
	Republican	312	50%
	Democratic	209	33%
	Unlikely to vote	31	5%
	Don't Know / No Opinion	75	12%
F5	<i>If the South Carolina Republican presidential primary were held today and the candidates were Jeb Bush, Ben Carson, Chris Christie, Ted Cruz, Carly Fiorina, Jim Gilmore, Lindsey Graham, Mike Huckabee, Bobby Jindal, John Kasich, George Pataki, Rand Paul, Marco Rubio, Rick Santorum, and Donald Trump, for whom would you vote? (N=312)</i>		
	Jeb Bush	31	10%
	Ben Carson	77	25%
	Chris Christie	2	1%
	Ted Cruz	30	10%
	Carly Fiorina	6	2%
	Lindsey Graham	15	5%
	Mike Huckabee	5	2%
	John Kasich	3	1%
	Rand Paul	6	2%
	Marco Rubio	31	10%
	Donald Trump	83	27%
	Someone Else	1	0%
	Don't Know / No Opinion	22	7%
F9	<i>If the South Carolina Democratic presidential primary were held today and the candidates were Hillary Clinton, Martin OMalley, and Bernie Sanders, for whom would you vote? (N=209)</i>		
	Hillary Clinton	134	64%
	Martin OMalley	1	0%
	Bernie Sanders	42	20%
	Someone Else	9	4%
	Don't Know / No Opinion	24	11%

Question	Response	Frequency	Percentage
F12A	<i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Ben Carson, for whom would you vote?</i>		
	Hillary Clinton	235	37%
	Ben Carson	298	48%
	Don't Know / No Opinion	94	15%
F12B	<i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?</i>		
	Hillary Clinton	255	41%
	Donald Trump	276	44%
	Don't Know / No Opinion	97	15%
F12C	<i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Marco Rubio, for whom would you vote?</i>		
	Hillary Clinton	238	38%
	Marco Rubio	289	46%
	Don't Know / No Opinion	100	16%
F12D	<i>If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Jeb Bush, for whom would you vote?</i>		
	Hillary Clinton	243	39%
	Jeb Bush	275	44%
	Don't Know / No Opinion	109	17%
AH1	<i>How much you have seen, read, or heard about prescription drug prices lately?</i>		
	A lot	173	28%
	Some	254	40%
	Not much	146	23%
	Nothing at all	54	9%
AH2	<i>And based on what you have seen, read or heard about prescription drug prices, did this make you feel positive, neutral or negative about prescription drug prices? (Among respondents who have seen, read or heard a lot, some or not much about prescription drug prices) (N=573)</i>		
	Positive	22	4%
	Neutral	148	26%
	Negative	361	63%
	Don't Know / No Opinion	42	7%

Question	Response	Frequency	Percentage
AH3	<i>What do you think is most responsible for higher prescription drug costs?</i>		
	Prescription drug company profits	185	30%
	Prescription drug marketing and advertising	26	4%
	Government regulation and the drug approval process	73	12%
	The cost of researching and developing new drugs	27	4%
	All of the above	280	45%
	Don't Know / No Opinion	35	6%
AH4	<i>Which statement comes closer to your view?</i>		
	Drug companies are for-profit businesses, and they should charge as much as they can to maximize returns to their shareholders.	69	11%
	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 afford.	509	81%
	Don't Know / No Opinion	49	8%
AH5	<i>Some new prescription drugs can cost \$100,000 or more for a year of treatment. Thinking specifically about such drugs, would you say the price is:</i>		
	Acceptable and what we have to pay for innovative, life-saving drug treatments.	50	8%
	Unacceptable and jeopardizes the very innovation that is a hallmark of the American health care system	524	84%
	Don't Know / No Opinion	53	8%
AH6	<i>Which of the following people, companies or organizations do you think is the most credible when it comes to discussing prescription drug prices?</i>		
	Prescription Drug Companies	44	7%
	Government agencies such as the FDA	65	10%
	Payers such as Medicare, Medicaid, or Insurance Companies	59	9%
	Doctors	69	11%
	Consumer Groups such as AARP or Consumers Union	138	22%
	Patient Groups such as American Cancer Society or American Heart Association	111	18%
	Other	20	3%
	Don't Know / No Opinion	121	19%

Question	Response	Frequency	Percentage
AH7	<i>If prescription drug prices continue to increase, do you think it is the government's responsibility to take action?</i>		
	Yes, the government should ensure drug price increases are limited.	444	71%
	No, the government should let drug companies set their prices.	117	19%
	Don't Know / No Opinion	66	11%
AH8	<i>Do you think high prescription drug prices increase costs such as premiums and co-pays for everyone, even for people who are not on medication, or not?</i>		
	Yes	460	73%
	No	96	15%
	Don't Know / No Opinion	70	11%
AH9	<i>Do you support or oppose the Food and Drug Administration, or FDA, creating a faster review and approval process for low cost prescription drugs that compete with similar, but costlier prescription drugs?</i>		
	Support	421	67%
	Oppose	97	15%
	Don't Know / No Opinion	109	17%
AH10	<i>Do you support or oppose increasing transparency in how prescription drugs are priced by requiring drug companies to publish research and development, marketing and sales costs for their prescription drugs?</i>		
	Support	433	69%
	Oppose	105	17%
	Don't Know / No Opinion	89	14%
AH11	<i>Would you say having an independent agency make price recommendations for prescription drugs that are based on the drugs overall value how much it extends life and its savings to other parts of the health care system is an effective way to hold down prescription drug costs, or not?</i>		
	Yes	336	54%
	No	146	23%
	Don't Know / No Opinion	145	23%
AH12_1	<i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Require drug companies to disclose their research and development costs for a particular drug</i>		
	Very Good Idea	338	54%
	Somewhat Good Idea	173	28%
	Somewhat Bad Idea	45	7%
	Very Bad Idea	32	5%
	Don't Know / No Opinion	39	6%

Question	Response	Frequency	Percentage
AH12_2 <i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Require drug companies to submit information about the overall value of a medicine</i>	Very Good Idea	384	61%
	Somewhat Good Idea	159	25%
	Somewhat Bad Idea	29	5%
	Very Bad Idea	19	3%
	Don't Know / No Opinion	35	6%
AH12_3 <i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Require prescription drug companies to publish a list of all price increases for existing products on their websites</i>	Very Good Idea	370	59%
	Somewhat Good Idea	167	27%
	Somewhat Bad Idea	29	5%
	Very Bad Idea	19	3%
	Don't Know / No Opinion	41	7%
AH12_4 <i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Tell consumers how effective a new prescription drug is in relation to existing prescription drugs</i>	Very Good Idea	381	61%
	Somewhat Good Idea	177	28%
	Somewhat Bad Idea	19	3%
	Very Bad Idea	15	2%
	Don't Know / No Opinion	36	6%
AH12_5 <i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Tell consumers how much new prescription drug costs in relation to existing prescription drugs</i>	Very Good Idea	393	63%
	Somewhat Good Idea	162	26%
	Somewhat Bad Idea	26	4%
	Very Bad Idea	13	2%
	Don't Know / No Opinion	33	5%
AH12_6 <i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Cut back on expensive direct-to-consumer marketing for prescription drugs</i>	Very Good Idea	298	48%
	Somewhat Good Idea	175	28%
	Somewhat Bad Idea	56	9%
	Very Bad Idea	35	6%
	Don't Know / No Opinion	63	10%

Question	Response	Frequency	Percentage
AH12_7	<i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Limit price increases for existing prescription drugs to no more than the rate of inflation</i>		
	Very Good Idea	337	54%
	Somewhat Good Idea	160	26%
	Somewhat Bad Idea	52	8%
	Very Bad Idea	34	5%
	Don't Know / No Opinion	44	7%
AH12_8	<i>Please tell me whether each of the following is a very good idea, somewhat good idea, somewhat bad idea or very bad idea. Collaborate with other prescription drug manufacturers to reduce the costs of research and development</i>		
	Very Good Idea	371	59%
	Somewhat Good Idea	168	27%
	Somewhat Bad Idea	34	5%
	Very Bad Idea	16	3%
	Don't Know / No Opinion	37	6%
AH13_1	<i>How important is it that a candidate in the 2016 presidential race address the following health care issues? Is it very important, somewhat important, or not important at all? Making significant changes to or repealing Obamacare</i>		
	Very important	342	55%
	Somewhat important	111	18%
	Not important at all	126	20%
	Don't Know / No Opinion	48	8%
AH13_2	<i>How important is it that a candidate in the 2016 presidential race address the following health care issues? Is it very important, somewhat important, or not important at all? Holding down rising prescription drug prices</i>		
	Very important	438	70%
	Somewhat important	133	21%
	Not important at all	35	6%
	Don't Know / No Opinion	22	3%
AH13_3	<i>How important is it that a candidate in the 2016 presidential race address the following health care issues? Is it very important, somewhat important, or not important at all? Making health care more affordable for middle class families</i>		
	Very important	498	79%
	Somewhat important	87	14%
	Not important at all	25	4%
	Don't Know / No Opinion	18	3%

Question	Response	Frequency	Percentage
AH13_4	<i>How important is it that a candidate in the 2016 presidential race address the following health care issues? Is it very important, somewhat important, or not important at all? Protecting Medicare</i>		
	Very important	481	77%
	Somewhat important	108	17%
	Not important at all	17	3%
	Don't Know / No Opinion	21	3%
AH13_5	<i>How important is it that a candidate in the 2016 presidential race address the following health care issues? Is it very important, somewhat important, or not important at all? Making sure employers dont drop health coverage for employees</i>		
	Very important	454	72%
	Somewhat important	115	18%
	Not important at all	34	5%
	Don't Know / No Opinion	23	4%
AH14	<i>I want to read you two statements candidates for political office may make. Which statement do you support more?</i>		
	Candidate A says that drug companies should be able to determine the price for their drugs based on research and development costs and the risks they take developing new drugs.	58	9%
	Candidate B says that the skyrocketing price of drugs is creating a crisis for Americans. Drug companies need to be responsible and transparent in how they set their prices.	521	83%
	Don't Know / No Opinion	49	8%
AH15	<i>If a presidential candidate were to focus on addressing the high cost of prescription drugs, would this make you more likely to vote for that candidate, less likely to vote for that candidate, or would it have no effect either way?</i>		
	More likely to vote for that candidate	278	44%
	Have no effect either way	133	21%
	Less likely to vote for that candidate	144	23%
	Don't Know / No Opinion	72	11%
AH16	<i>Do you take prescription drugs on a regular basis, or not?</i>		
	Yes	415	66%
	No	202	32%
	Don't Know / No Opinion	10	2%

Question	Response	Frequency	Percentage
AH17	<i>Do you know the price of the prescription drug you are taking - the price you would have to pay if it weren't for your insurance? (Among respondents who take prescriptions drugs on a regular basis) (N=415)</i>		
	Yes	257	62%
	No	149	36%
	Don't Know / No Opinion	9	2%
AH18	<i>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 prices of the prescription drugs they are taking on a regular basis) (N=257)</i>		
	A Lot	79	31%
	Some	93	36%
	Not Much	37	15%
	Not At All	36	14%
	Don't Know / No Opinion	12	5%
AH19	<i>Have you ever not taken a prescription drug due to the cost?</i>		
	Yes	293	47%
	No	318	51%
	Don't Know / No Opinion	15	2%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	All Respondents	627	100%
demGender	Male	277	44%
	Female	350	56%
	N	627	
age4	Age: 18-29	108	17%
	Age: 30-44	153	24%
	Age: 45-64	242	39%
	Age: 65+	124	20%
	N	627	
xpid3	PID: Dem (no lean)	192	31%
	PID: Ind (no lean)	204	32%
	PID: Rep (no lean)	227	36%
	N	622	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

