

Summary Report of Findings From the
Critical Insights on Maine™ Survey for the
Consumers for Affordable Healthcare

October 2018



Critical Insights

Introduction

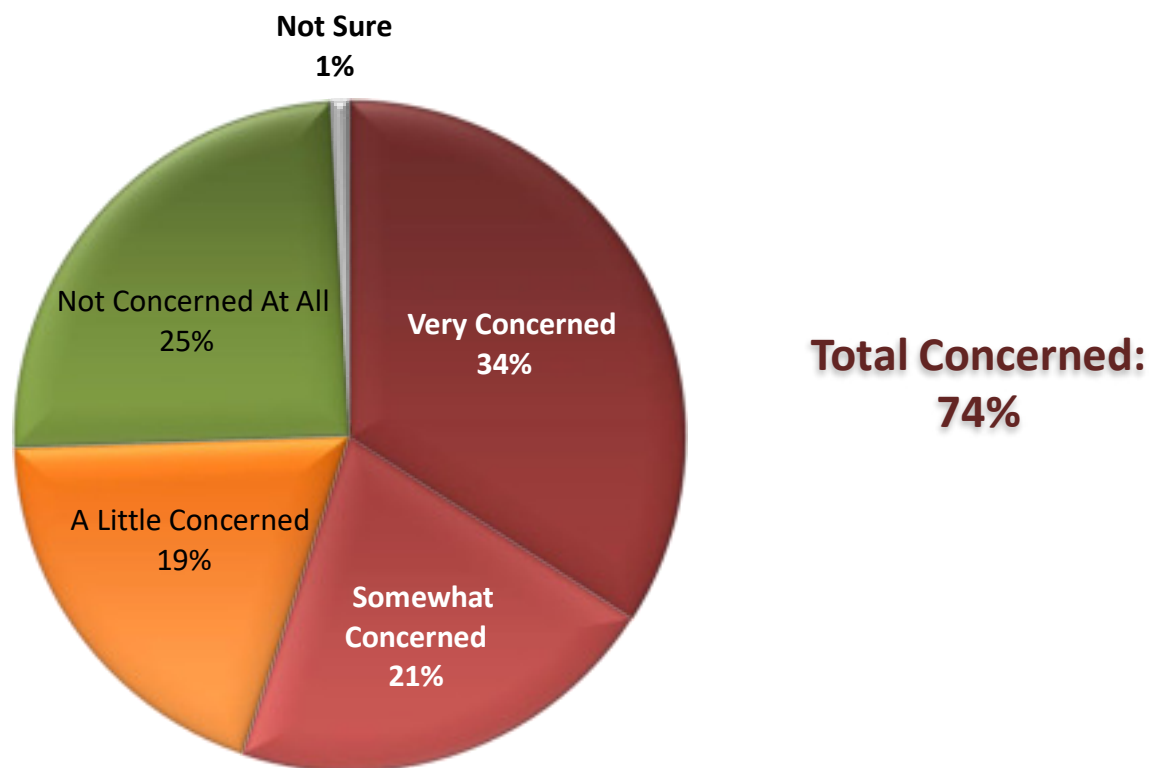
Background & Methodology

- Each spring and fall, Critical Insights, a division of the Digital Research Group, conducts the *Critical Insights on Maine™* tracking survey, a comprehensive, statewide public opinion survey of registered voters that covers a variety of topics of interest to businesses, government, and the general public.
 - *Critical Insights on Maine™* has been documenting the attitudes, perceptions, and preferences of Maine's residents for more than 20 years, making it the longest-running consistently-administered tracking survey in the Northeast.
 - In addition to general-interest items (the results of which are released to the media as a public service), the survey also includes a number of proprietary items for sponsoring entities, with results of those items released only to those sponsors.
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- This document presents the results of questions included in the fall 2018 wave of the survey on behalf of Consumers for Affordable Healthcare.
 - This wave included a total of 600 respondents across the state who were surveyed between October 8 and October 16, 2018.
 - Three-hundred and one Mainers completed the survey online, and 299 participated by landline or cellular telephone.
 - With a total sample of 600 respondents, results presented here have a margin of sampling error of +/- 3.9 percentage points at the 95% confidence level.
 - All surveys were conducted with registered voters who live in Maine; final data were statistically weighted to reflect the demographics of the state's population and to give equal weight to phone and online data.
 - On average, the entire survey instrument was 20 minutes in administrative length – including both general-interest items and all proprietary subscriber items.

Proprietary Results

Three out of four surveyed voters in Maine are concerned about the costs of prescription drugs, including 55% who are *very* or *somewhat* concerned.

Concern About Prescription Drug Prices



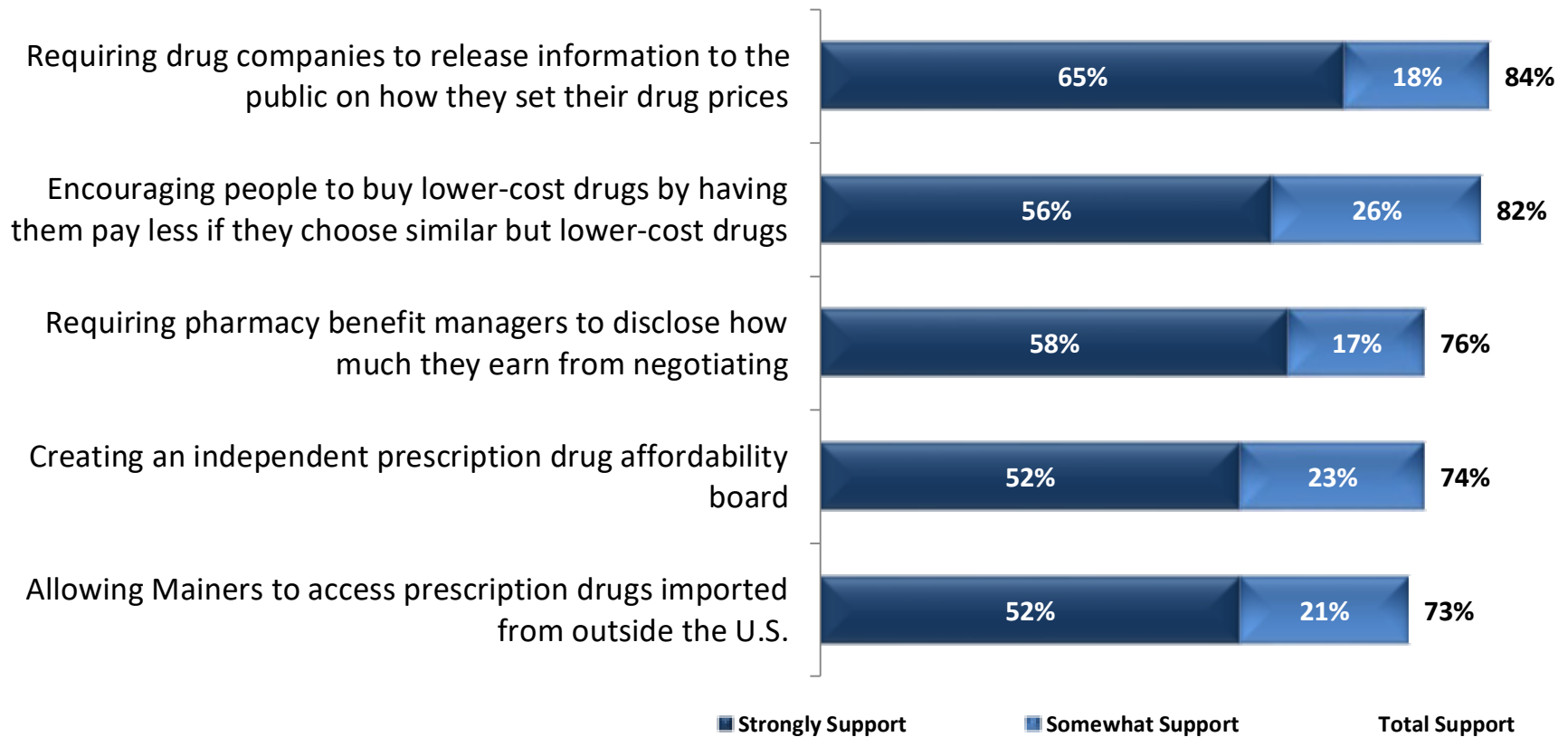
(n=600)

How concerned are you about the cost of prescription drugs for yourself and your family?

Very large majorities – three out of four or more – support each of the five tested policies that may help manage the prices of prescription drugs in Maine. At least half *strongly* support each policy.

The most popular proposal tested is requiring drug companies to release information about prices, followed by encouraging usage of lower-cost drugs.

Support for Policies That Address Prescription Drug Prices

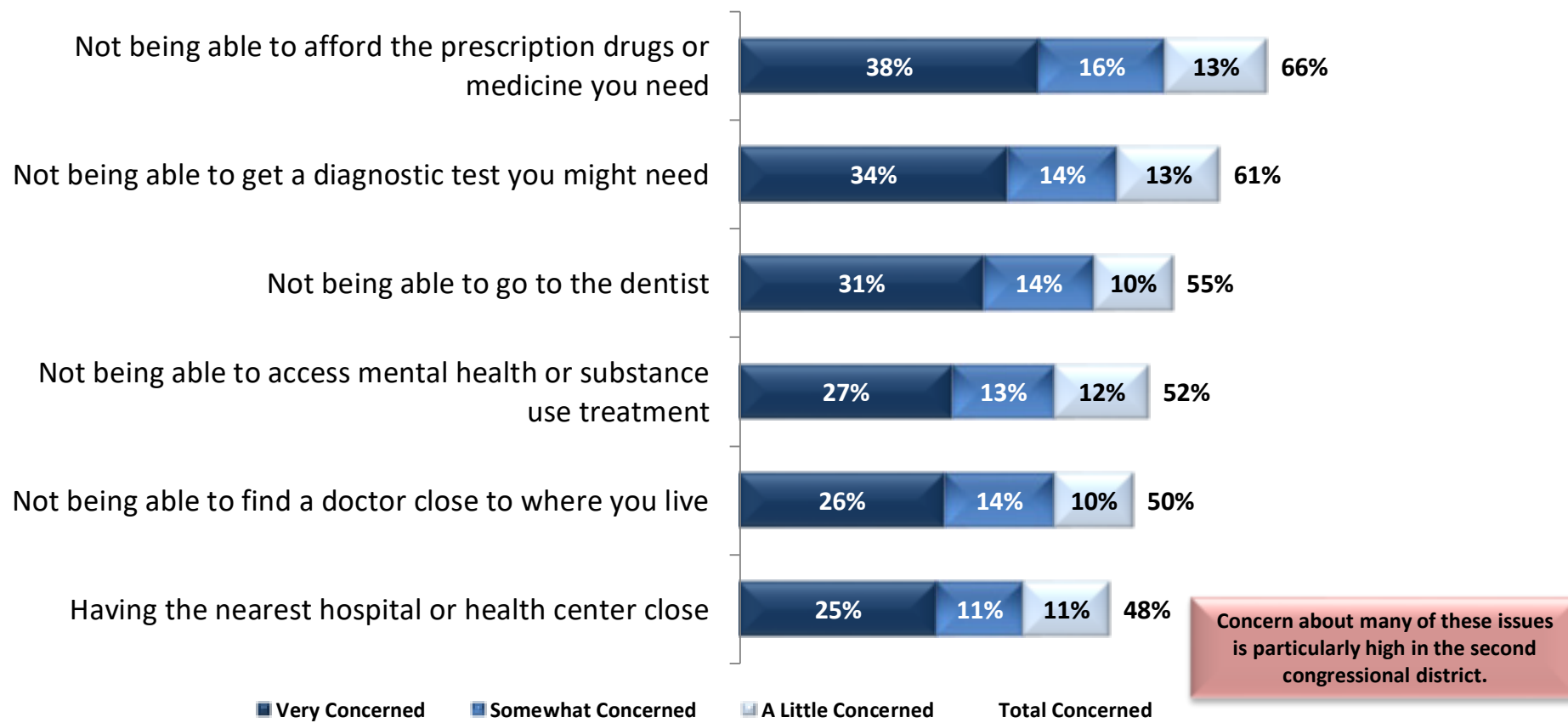


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To what extent would you support or oppose the potential policies [shown below/that I'm about to read to you] that are designed to reduce the costs of prescription drugs?

Prescription drug affordability is the most common of six healthcare-related concerns listed in the survey, followed by a lack of access to diagnostic tests. At least half worry about access to dentists, availability of treatment for mental health or substance use issues, access to a local doctor, or having a local health center close.

Concerns About Access to Healthcare



Concern about many of these issues is particularly high in the second congressional district.

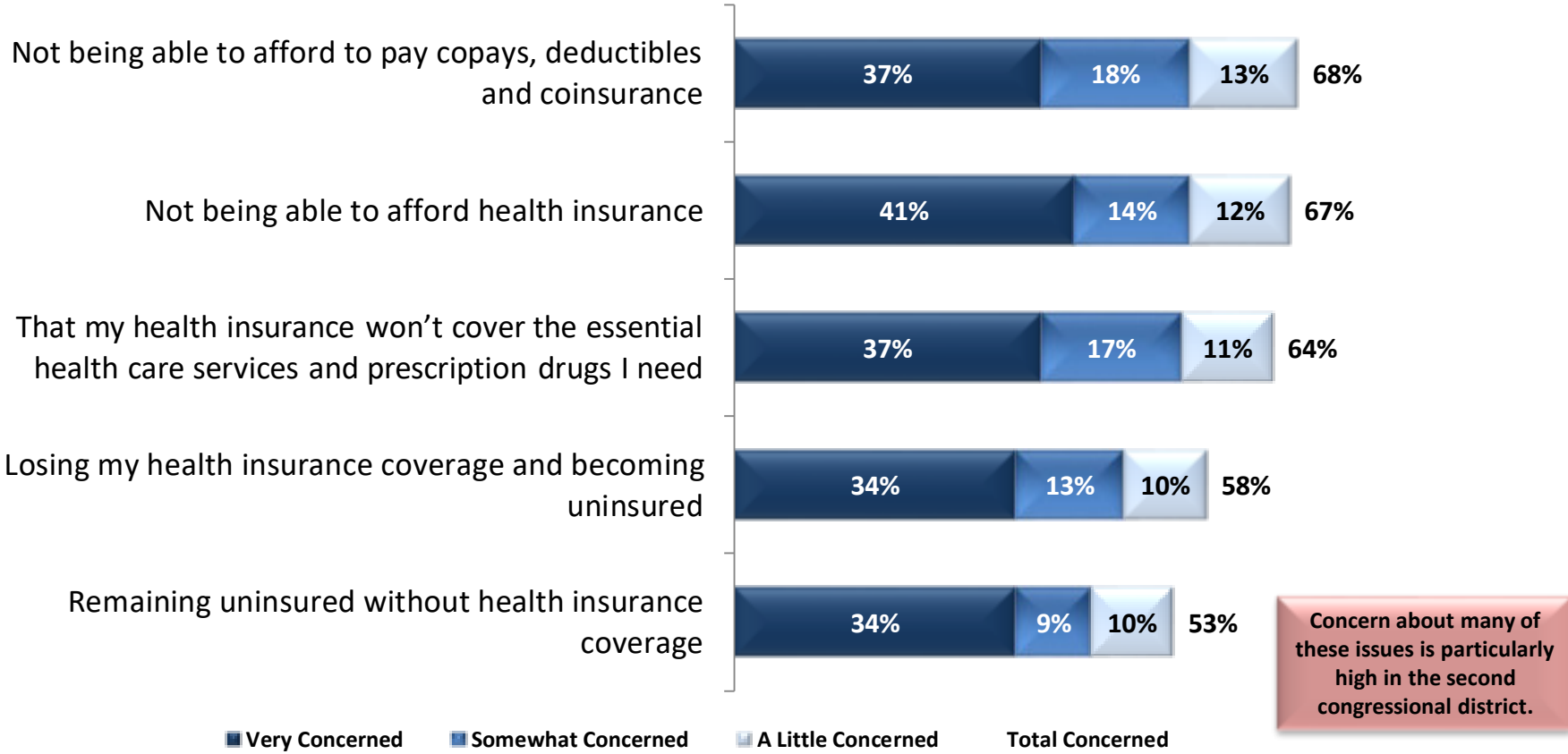
(n=600)

How concerned are you, personally, about the following in terms of your or your family's access to health care?

More than half of voters in Maine are concerned about a variety of issues related to health insurance coverage.

Affordability and coverage are the most pressing concerns.

Health Insurance Concerns



(n=600)

How concerned are you, personally, about the following in terms of your or your family's access to health care?