



# PUBLIC OPINION STRATEGIES

turning questions into answers

**TO: INTERESTED PARTIES**  
**FR: BILL McINTURFF/ELIZABETH HARRINGTON**  
**DT: OCTOBER 19, 2020**  
**RE: CFIF NATIONAL SURVEY – KEY FINDINGS**

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## KEY FINDINGS:

A national survey conducted from September 28-October 5, 2020 by Public Opinion Strategies on behalf of the Center for Individual Freedom (CFIF), shows:

- The top issues voters say will determine how they vote for president are: the coronavirus (36%), the economy/jobs (34%), and health insurance costs and coverage (29%). The issues of least importance this election: prescription drug costs (4%), education (6%), and crime (8%).
- Looking specifically at health care issues, the most important health care issue for majorities of voters, across party, is addressing the cost of health insurance coverage (55%).
- High quality care/services (73%) and low out-of-pocket costs (64%) are what people say they value most in health care.
- When it comes to lowering health care costs overall, voters want the role of the federal government to be that of providing oversight and incentives to health care providers, prescription drug companies and health insurers to encourage competition to lower prices in the health care system (70%) rather than having the federal government set prices and determine what services and medicines are covered by private health plans (30%). This holds true across party.
- By overwhelming margins, voters are much more supportive of measures that address the specific drivers of health care costs (81% favor reducing wasteful spending, 81% favor capping the amount health insurers can make patients pay in out-of-pocket costs, and 81% favor providing incentives) rather than having a single government-run health insurance system with one health plan that covers all Americans (50% favor). Seniors, which have the most experience with government run health coverage, are the most opposed to having a single government-run health insurance system (29% favor, 63% oppose).

- When examining the government’s role regarding U.S. manufacturing of prescription drugs, more than six in ten voters (61%) believe the U.S. government should provide more incentives to encourage drug companies to manufacture more of their products in the U.S. rather than requiring drug companies who want to sell their products in the U.S. to source and manufacture them entirely in the U.S. (39%).
  - And, in light of CV-19, voters overwhelmingly agree (75% agree/9% disagree/16% no opinion) that although we need to increase U.S. manufacturing, we need to avoid doing anything that would disrupt the prescription medicine supply chain from other countries so companies can focus on developing CV-19 treatments and vaccines.

**Methodology:**

Public Opinion Strategies conducted a national online survey among N=1,000 registered voters with an oversample in 12 key general election swing states to reach an N=800 in these states from September 28-October 5, 2020. Key swing states were defined as: AZ, CO, FL, GA, IA, MI, MN, NC, NV, OH, PA, and WI. The confidence interval for N=1,000 is +/-3.53% and for N=800 is +/-3.95%.