



GS STRATEGY GROUP

TO: INTERESTED PARTIES

FROM: ROBERT JONES, GS STRATEGY GROUP

RE: DELAWARE SENATE POLLING

DATE: 11.06.18

RESEARCH OUTLINE

GS Strategy Group conducted a poll October 27 – October 30, 2018 among 500 likely voters in Delaware, statewide. The poll produced a margin of error of +/- 4.38% at the 95% confidence level. Below are some key findings from that research.

KEY FINDINGS

◆ **Voters Took Notice of Carper’s Ties to Big Pharma:** While Senator Tom Carper is on his way to another victory in Delaware, voters have begun to notice his loyalty to big pharmaceutical companies, at the expense of his constituents.

- The top open-ended response from voters about what they are hearing about Tom Carper is that he takes campaign donations from big pharmaceutical companies. Among those voters (15% of the electorate), Carper is in a statistical dead heat with his Republican opponent, which demonstrates the negative impact that his ties to the industry has on him.

◆ **Delaware Voters Want Congress to Lower Drug Prices:** 83 percent of Delaware voters believe addressing rising prescription drug prices should be a top or important priority for the next Congress.

◆ **Future Support for Carper Could Hang on His Support For Drug Pricing Reform:** Among voters who say they have voted or will vote for Carper this year, nearly 2/3 (63%) agree with the following statement: “I support Tom Carper, but he needs to do more to stand up to prescription drug corporations in order to earn my vote in the future”

◆ **The high costs of prescription drugs is a powerful issue that cuts across party lines.** An overwhelming majority of voters (79%) cited prescription drug prices as a deciding factor in who they voted for. Delaware voters are 62% less likely to support a candidate who has taken contributions from prescription drug corporations and voted against policies that would reduce the price of drugs for patients (42% much less likely). Additionally, voters have an unfavorable opinion about the drug industry, regardless of their party affiliation.

Do you have a favorable or unfavorable opinion of pharmaceutical companies?				
	All Voters	Democrat	Independent	Republican
Favorable	19%	22%	15%	21%
Unfavorable	63%	65%	70%	54%

