



TO: Interested Parties
FR: RBI Strategies and Research
RE: Results of CO Statewide Survey
DT: March 11, 2026

On March 1, 2026, RBI Strategies & Research completed a survey for Centennial State Prosperity of 600 likely voters in the November general election in Colorado. The results reveal:

- Strong support across party lines for the work and purpose of Colorado’s Prescription Drug Affordability Board (PDAB),
- The PDAB should be more proactive in limiting prescription drug costs in the State, and
- An overwhelmingly unfavorable view of big pharmaceutical companies.

Support for Colorado’s Prescription Drug Affordability Board (PDAB)

Respondents to the survey indicated strong support for the work of the PDAB with over two-thirds supporting the purpose and goals of the PDAB. Support for PDAB was five times that of opposition to the PDAB.

*Do you (**Rotate**) support or oppose a state board of appointed healthcare experts who review, examine evidence and act to lower the cost of prescription medications deemed unaffordable? Is that Support/Oppose Strongly or Somewhat?*

<i>Support Strongly</i>	37%	<i>Total Support:</i>	67%
<i>Support Somewhat</i>	30		
<i>Oppose Strongly</i>	9	<i>Total Oppose:</i>	13
<i>Oppose Somewhat</i>	4		
<i>Undecided (Don’t Read)</i>	13		
<i>DK/NA/Refused (Don’t Read)</i>	7	<i>Undec./DK/NA:</i>	20

This support crosses political party lines:

- Overwhelming Democratic support: 85% of Dems support the PDAB, while only 2% oppose
- Two-thirds of Independents: 67% of Independents support the PDAB, while only 11% oppose, and
- A plurality of Republicans: 44% of Republicans support the PDAB, while 27% oppose

Reasons for Supporting Colorado’s PDAB

The support for Colorado’s PDAB is based on inaction at the federal level and the need for affordable prescription medications:

- The Federal government won’t do it,
- Consumers and patients need protection from price-gouging,
- People in other industrial countries have lower prescription medicine costs than in the US, and
- Big pharmaceutical companies control the costs of prescriptions drug medicines and consumers have little to no input.

Please tell me if you agree or disagree with following statements. (Is An that strongly or somewhat agree/disagree)? If you don't know, just say so.

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>	<i>DK/NA</i>	<i>TTL Agree</i>	<i>TTL Disagree</i>
<i>With the Federal government failing to regulate or oversee the pricing of prescription medications, the States must lower medication costs to prevent price gouging of consumers.*</i>	46	29	8	5	11	75	13
<i>Americans pay more for their prescription medications than people pay in other industrial countries. Colorado should be able to limit the cost of prescription medications similar to these countries.*</i>	53	30	6	5	6	83	11
<i>The big drug companies control the cost of prescription medications in the US without consumers having much say over the cost of their needed prescriptions.*</i>	67	20	4	3	6	87	7

PDAB Should Lower the Cost of More Medications

Voters indicate the PDAB should be more proactive in lowering costs of prescription medicines. 69% indicated the PDAB should lower the cost of *more* prescription medications.

Since the establishment of the PDAB, the Board has set a lower cost on only one prescription medication. Please tell me if the Board should set a lower cost on more prescription medications, fewer or no prescription medications, or maintain the current rate setting of prescription medications?

<i>Lower the cost on more prescription medications</i>	69%
<i>Lower the cost on fewer or no prescription medications</i>	2
<i>Maintain the current rate of limiting the cost of prescription medications</i>	4
<i>DK/NA</i>	25

Big Pharmaceutical Companies Viewed Unfavorably

Big pharmaceutical companies are highly disliked by Colorado voters. 88% of Colorado voters give big pharmaceutical drug companies an unfavorable rating.

After I read each name, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of that public figure, person, or organization. If you don't recognize the name, or if you recognize it but don't have an opinion, please just tell me.

	<i>Very Fav</i>	<i>SW. Fav</i>	<i>SW. Unfav</i>	<i>Very Unfav</i>	<i>Unfam/No Opin/DK</i>	<i>TTL FAV.</i>	<i>TTL UNFAV.</i>
<i>Big pharmaceutical drug companies</i>	2	8	29	59	3	10	88

* Indicates split sample question. N=300

A survey of 600 registered voters likely to vote in the general election in November of 2026 was conducted February 25 to March 1, 2026. The survey (n=600) has a margin of error of +/- 4% at the 95% confidence level. Split samples (n=300) have a margin of error of +/-5.7% at the 95% confidence level. 70% of respondents were reached by text to web, 25% by cell phone and 5% by landline phone. The sample was composed from a random sample from a voter file of registered voters with past vote history.

RBI Strategies and Research is a Colorado-based research and consulting firm that has conducted research for heads of state, premiers and governors, members of Congress, ballot initiatives and major non-profit organizations. RBI has been conducting surveys since 1987. Fivethirtyeight.com rated RBI Strategies and Research as having zero partisan bias in its research results.