

Iowa Voters See PBM Reform as a Priority

The following are results from a poll conducted by Morning Consult between December 10-December 15, 2024, among a sample of 420 Iowa Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Iowa Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 5 percentage points.

80 percent of Iowa voters agree it is important that the state legislature take action to address concerns related to PBMs.

How important is it, if at all, that action be taken to address concerns related to Pharmacy Benefit Managers through legislation in your state legislature?

Very important	45%
Somewhat important	35%
Not too important	5%
Not important at all	1%
Don't know/no opinion	14%

More than two-thirds of Iowa voters (70 percent) say the state legislature should consider PBM reform to be 'must-pass legislation' in 2025.

Do you agree or disagree with this statement about state legislation to reform Pharmacy Benefit Managers' role and actions in healthcare? My state legislature should consider this to be 'must-pass legislation' in 2025.

Strongly agree	38%
Somewhat agree	32%
Somewhat disagree	6%
Strongly disagree	4%
Don't know/no opinion	20%

84 percent of Iowans have a favorable opinion of their pharmacist.

Do you have a favorable or unfavorable opinion of your pharmacist?

Very favorable	40%
Somewhat favorable	44%
Somewhat unfavorable	8%
Very unfavorable	0%
Don't know/no opinion	8%

About 9-in-10 Iowans say the following healthcare-related issues are important to their vote in state elections: prescription drug prices (94%); access to healthcare (96%); affordability of healthcare (95%); ability to choose their healthcare provider (94%).

How important, if at all, are each of the following healthcare-related issues to you when thinking about your vote in state elections?

Prescription drug prices

Very important	71%
Somewhat important	23%
Not too important	2%
Not at all important	1%
Don't know/no opinion	4%

Access to health care

Very important	77%
Somewhat important	19%
Not too important	1%
Not at all important	2%
Don't know/no opinion	2%

Affordability of health care

Very important	82%
Somewhat important	13%
Not too important	2%
Not at all important	0%
Don't know/no opinion	3%

Ability of patients to choose their healthcare providers

Very important	74%
Somewhat important	20%
Not too important	2%
Not at all important	0%
Don't know/no opinion	3%