

Virginia Statewide Voter Survey

Voter Attitudes Regarding Proposed Legislation to Create a Prescription Drug Affordability Board and Implement Upper Payment Limits on Prescription Drugs

Overview

A statewide survey of Virginia voters conducted by Quantum Survey Group finds that voters strongly trust doctors — not insurers, government boards, or health economists and policy analysts — to act in their best interest when it comes to their health care. Voters also identify insurance companies as the party playing the biggest role in determining how much they pay out of pocket for health care and grow increasingly skeptical of Prescription Drug Affordability Boards (PDABs) once real-world impacts are introduced.

While affordability is a concern for many, support for upper payment limits on prescription medicines is shallow and erodes quickly when voters learn how such policies could affect access, premiums, and local decision-making.

Key Findings

Doctors are trusted; insurers and government boards are not.

An overwhelming majority of voters (83%) trust their doctor or health care provider to act in their best interest when it comes to decisions about their health. By contrast, trust in health insurance companies (3%) and government boards or panels (1%) and health economists and policy experts (1%) is virtually nonexistent. This trust gap creates significant headwinds for policies that shift authority away from individual clinicians and patients in favor of one-size-fits-all government policies.

Insurers are seen as the primary determinant of patient costs.

Nearly two-thirds of voters (63%) say health insurance companies play the biggest role in determining how much they pay out of pocket for their health care needs — far more than doctors (14%), hospitals (10%), or pharmaceutical companies (6%). This underscores the importance of health plan benefit design — premiums, deductibles, and copays — on patient costs and access. Voters clearly view insurers as the central gatekeepers in the system.

Support for PDABs weakens as real-world consequences are introduced.

Support declines materially once voters are informed about concerns of important actors in the prescription drug supply chain. Considering concerns and statements by pharmacists, physicians, and insurers, and the real-world impact of government price caps on Medicare patients, support for a Prescription Drug Affordability Board in Virginia drops to only 39%, contrasting sharply with surveys that present PDABs without context or tradeoffs.

Insurer warnings are most concerning to Virginians.

Among all tradeoffs mentioned, insurer statements about upper payment limits driving higher premiums, increased out-of-pocket costs, and restricted access resulted in the most opposition to the policy proposal. After hearing these concerns, opposition exceeds support, with more than 1 in 5 voters strongly opposing the creation of a Prescription Drug Affordability Board in Virginia. This also validates the earlier notion that patients' cost and access is at the mercy of insurer / payer decisions.

Voters reject pricing decisions imposed from outside Virginia.

As Prescription Drug Affordability Boards often look to pricing decisions made at the federal level or in other countries to guide their price-setting decisions, a plurality (44%) of voters disagree with the idea of basing Virginia drug pricing decisions on actions taken in other jurisdictions. Strong disagreement is nearly double (23%) that of strong agreement (12%). Conversely, voters overwhelmingly support incorporating local stakeholder input (55%).

Methodology

Quantum Survey Group conducted a survey of 558 Virginia voters from January 6–7, 2026, using a verified online panel. Respondents were screened for voter eligibility and surveyed across desktop and mobile devices. Results reflect voter attitudes at the time of fielding.