

NATIONAL SURVEY OF HEALTHCARE CONSUMERS: ADVERTISING FOR PRESCRIPTION DRUGS

JUNE 2010



THOMSON REUTERS™

SURVEY OVERVIEW

Each year, the *Thomson Reuters PULSE™ Healthcare Survey* collects information about health behavior, attitudes, and utilization from more than 100,000 U.S. households. This nationally representative telephone survey is conducted in 11 waves (each a standalone market research study) conducted sequentially throughout the year. Many healthcare topics are covered, including health status, insurance coverage, use of medical services, lifestyle, and current topics and issues. The survey is self-funded and the data it generates are used in Thomson Reuters information products for healthcare professionals, particularly strategic planning and marketing managers in hospitals.

The results depicted below represent responses from 3,013 survey participants interviewed from June 1-13, 2010. The survey questions, which address the use of pharmaceutical advertising, were developed in conjunction with National Public Radio. The margin of error is 1.8 percent.



EXECUTIVE SUMMARY

The survey asked respondents about their response to and attitudes toward advertising for both prescription medications and dietary/nutritional supplements. Among those polled, roughly two thirds (65%) had experienced some form of prescription advertising in the past six months and nearly the same percentage (63%) had experienced dietary/nutritional advertising.

- Nearly 8% of those seeing, hearing, or receiving ads were influenced to ask their doctor about a specific medication. This percentage decreases as respondents' age and income rise.
- Slightly more than one-third of those that asked their doctor about a specific medication received a prescription for that medication. This number increases with age.
- The main source of information about prescription medications is far and away the physician (58%) followed by the internet (11%) and pharmacist (8%).
- Nearly 60% of respondents believe advertising for dietary/nutritional supplements are untrustworthy. Skepticism increases among people with higher income and education.
- Nearly 12% of respondents who had seen, heard, or received advertising for a dietary/nutritional supplement were influenced to buy the product.

SURVEY DATA

Responses in **RED** are statistically significant.

QUESTION 1: In the past six months have you seen, heard or received any advertising for prescription medications? (The results represent the percentage of people answering yes.)

Age	Percent
< 35	50.7%
35 - 64	70.9%
65+	67.5%
Total	64.5%

Income	Percent
< \$25k	47.8%
\$25k - \$49.9k	58.2%
\$50k - \$99.9k	75.4%
\$100k+	75.3%
Total	64.5%

Education	Percent
High School or Less	45.3%
Some College	61.3%
College +	73.6%
Total	64.5%



QUESTION 2: Did any of the advertisements influence you to ask your physician about a specific medication? (The results represent the percentage of people answering yes.)

Age	Percent
< 35	5.0%
35 - 64	8.6%
65+	7.0%
Total	7.5%

Income	Percent
< \$25k	10.8%
\$25k - \$49.9k	9.4%
\$50k - \$99.9k	5.4%
\$100k+	6.8%
Total	7.5%

Education	Percent
High School or Less	9.9%
Some College	10.8%
College +	5.3%
Total	7.5%

QUESTION 3: Did your physician give you a prescription for the medication? (The results represent the percentage of people answering yes.)

Age	Percent
< 35	11.1%
35 - 64	39.5%
65+	46.4%
Total	36.2%

Income	Percent
< \$25k	38.7%
\$25k - \$49.9k	38.0%
\$50k - \$99.9k	54.6%
\$100k+	15.6%
Total	36.2%

Education	Percent
High School or Less	42.6%
Some College	32.2%
College +	38.2%
Total	36.2%



QUESTION 4: In general, does advertising for prescription medication:

1. Emphasize the risks too much?
2. Emphasize the benefits too much?
3. Properly balance the risks and benefits?

	Emphasize Risks too Much	Emphasize Benefits too Much	Properly Balance Risks/ Benefits
Age			
<35	12.8%	27.6%	59.6%
35 - 64	21.4%	26.0%	52.6%
65+	21.5%	30.9%	47.6%
Total	19.4%	27.1%	53.5%
Income			
< \$25k	14.4%	25.4%	60.2%
\$25k - \$49.9k	23.8%	17.8%	58.4%
\$50k - \$99.9k	17.4%	29.9%	52.7%
\$100k+	17.5%	32.2%	50.3%
Total	19.4%	27.1%	53.5%
Education			
High School or Less	22.1%	14.2%	63.7%
Some College	22.6%	19.5%	58.0%
College +	17.2%	33.6%	49.2%
Total	19.4%	27.1%	53.5%

QUESTION 5: What is your main source of information for prescription medications?

1. Doctor
2. Pharmacist
3. Internet
4. Other

	Doctor	Pharmacist	Internet	Other
Age				
<35	50.3%	6.5%	17.6%	25.6%
35 - 64	56.6%	9.0%	10.5%	23.9%
65+	74.7%	6.5%	2.9%	15.9%
Total	57.8%	7.9%	11.2%	23.1%
Income				
< \$25k	58.0%	9.7%	6.3%	26.0%
\$25k - \$49.9k	55.3%	10.8%	17.7%	16.3%
\$50k - \$99.9k	57.3%	7.0%	13.9%	21.7%
\$100k+	63.3%	4.8%	7.5%	24.5%
Total	57.8%	7.9%	11.2%	23.1%
Education				
High School or Less	63.5%	12.9%	3.7%	19.8%
Some College	56.8%	7.6%	12.7%	22.9%
College +	56.6%	6.4%	12.8%	24.2%
Total	57.8%	7.9%	11.2%	23.1%



QUESTION 6: What do you believe is the best method of advertising a drug manufacturer could use to reach you with information regarding their product?

1. Doctor
2. Television
3. Mail
4. Other

	Doctor	Television	Mail	Other
Age				
<35	25.3%	26.6%	12.0%	36.1%
35 - 64	35.0%	31.6%	8.9%	24.5%
65+	40.5%	25.9%	10.9%	22.7%
Total	32.9%	29.3%	10.1%	27.6%
Income				
< \$25k	25.6%	30.8%	16.7%	26.9%
\$25k - \$49.9k	27.8%	32.4%	7.3%	32.5%
\$50k - \$99.9k	37.1%	30.8%	8.8%	23.2%
\$100k+	40.4%	24.8%	5.8%	28.9%
Total	32.9%	29.3%	10.1%	27.6%
Education				
High School or Less	21.6%	35.2%	18.3%	25.0%
Some College	33.4%	30.1%	9.7%	26.8%
College +	36.7%	26.7%	7.4%	29.1%
Total	32.9%	29.3%	10.1%	27.6%

QUESTION 7: In the past six months, have you seen, heard, or received any advertising for dietary or nutritional supplements? (The results represent the percentage of people answering yes.)

Age	Percent
< 35	62.4%
35 - 64	64.0%
65+	56.3%
Total	62.3%

Income	Percent
< \$25k	51.2%
\$25k - \$49.9k	60.2%
\$50k - \$99.9k	69.0%
\$100k+	77.0%
Total	62.3%

Education	Percent
High School or Less	47.0%
Some College	59.0%
College +	70.4%
Total	62.3%



QUESTION 8: Did this advertising influence you to purchase a dietary or nutritional supplement?
(The results represent the percentage of people answering yes.)

Age	Percent
< 35	16.4%
35 - 64	9.9%
65+	8.1%
Total	11.5%

Income	Percent
< \$25k	18.4%
\$25k - \$49.9k	11.1%
\$50k - \$99.9k	12.4%
\$100k+	8.6%
Total	11.5%

Education	Percent
High School or Less	13.5%
Some College	13.2%
College +	10.2%
Total	11.5%



QUESTION 9: On a scale of 1 to 5 where 1 is "Not at all Trustworthy" and 5 is "Very Trustworthy", how trustworthy are the claims made by dietary/nutritional supplement manufacturers?

	1: Not At All Trustworthy	2	3	4	5: Very Trustworthy
Age					
<35	29.1%	25.6%	35.5%	4.6%	5.2%
35 - 64	34.2%	27.9%	28.1%	6.2%	3.7%
65+	32.1%	24.4%	31.3%	6.7%	5.5%
Total	32.3%	26.7%	30.8%	5.8%	4.4%

Income					
< \$25k	30.7%	19.9%	35.7%	7.7%	5.9%
\$25k - \$49.9k	29.1%	22.7%	36.8%	4.8%	6.7%
\$50k - \$99.9k	29.7%	32.6%	27.7%	6.6%	3.4%
\$100k+	40.1%	31.8%	21.2%	5.9%	1.1%
Total	32.3%	26.7%	30.8%	5.8%	4.4%

Education					
High School or Less	24.9%	23.7%	36.4%	6.0%	9.0%
Some College	29.4%	25.9%	34.9%	5.7%	4.1%
College +	36.8%	28.4%	26.1%	5.8%	2.9%
Total	32.3%	26.7%	30.8%	5.8%	4.4%

	1 & 2	3	4&5
Age			
<35	54.6%	35.5%	9.9%
35 - 64	62.1%	28.1%	9.8%
65+	56.5%	31.3%	12.2%
Total	59.0%	30.8%	10.2%

Income			
< \$25k	50.6%	35.7%	13.7%
\$25k - \$49.9k	51.7%	36.8%	11.5%
\$50k - \$99.9k	62.3%	27.7%	10.0%
\$100k+	71.8%	21.2%	7.0%
Total	59.0%	30.8%	10.2%

Education			
High School or Less	48.6%	36.4%	15.0%
Some College	55.3%	34.9%	9.8%
College +	65.2%	26.1%	8.7%
Total	59.0%	30.8%	10.2%

