



HARVARD
School of Public Health

Toplines

USA Today/Kaiser Family Foundation/Harvard School of Public Health

The Public on Prescription Drugs and Pharmaceutical Companies

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Methodology

The *USA Today*/Kaiser Family Foundation/Harvard School of Public Health Survey Project is a three-way partnership. *USA Today*, Kaiser, and the Harvard School of Public Health jointly design and analyze surveys examining health care issues.

Representatives of *USA Today*, The Henry J. Kaiser Family Foundation, and the Harvard School of Public Health worked together to develop the survey questionnaire and analyze the results. *USA Today* retains editorial control over the content published by the paper. The project team included Jim Norman, *USA Today* polling editor; Drew E. Altman, president of the Kaiser Family Foundation, Mollyann Brodie, vice president and director of public opinion and media research, and Liz Hamel, associate director of public opinion and media research; and Robert J. Blendon, professor of health policy and political analysis at the Harvard School of Public Health and the John F. Kennedy School of Government, and John M. Benson, managing director of the Harvard Opinion Research Program in the Harvard School of Public Health.

The Public on Prescription Drugs and Pharmaceutical Companies is a nationally representative, random sample survey of 1,695 adults ages 18 years and older. The survey was conducted by telephone from January 3-23, 2008. Telephone interviews were carried out in English and Spanish by ICR/International Communications Research of Media, PA.

The margin of sampling error for the survey is plus or minus 3 percentage points for total respondents. For results based on smaller subsets of respondents the margin of sampling error is higher. Sampling error is only one of many potential sources of error in this or any other public opinion poll.

Values less than 0.5% are indicated by an asterisk (*). "Vol." indicates that a response was volunteered by respondent, not an explicitly offered choice. Percentages may not always add up to 100% due to rounding.

(SCRAMBLE)

1. I am going to read you a list of companies and groups. For each one please tell me if you have a favorable or an unfavorable opinion of each. How about (INSERT)? Do you have a favorable or an unfavorable opinion?

(GET ANSWER THEN ASK: Is that very or somewhat?)

Items a, b, and f based on one half of total (N = 846)

Items c, d, and e based on one half of total (N = 849)

Item g based on total

| | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Don't know | Refused |
|-------------------------------------|----------------|--------------------|----------------------|------------------|------------|----------|
| a. Oil companies | 9 | 20 | 17 | 46 | 7 | 1 |
| b. Food manufacturers | 24 | 47 | 12 | 8 | 7 | 1 |
| c. Airlines | 21 | 40 | 15 | 8 | 14 | 1 |
| d. Banks | 27 | 42 | 16 | 7 | 5 | 2 |
| e. Health insurances companies | 13 | 27 | 25 | 29 | 5 | 1 |
| f. Doctors | 44 | 37 | 8 | 7 | 3 | 1 |
| g. Pharmaceutical or drug companies | 15 | 32 | 21 | 23 | 7 | 1 |

2. Earlier you said you have an unfavorable opinion of pharmaceutical companies. Could you tell me in your own words what is the MAIN reason you have an unfavorable opinion of pharmaceutical companies?

Based on total who have an unfavorable opinion of pharmaceutical or drug companies (N = 794)

- 68** PRICING/PROFITS RELATED (NET)
- 47** They charge too much/prices are overly inflated/outrageous/unfair/unaffordable/are price gouging
- 2** U.S. citizens (unfairly) pays more for drugs than other countries
- 1** They manipulate/push/control/fix prices of drugs for their own best interest/profit
- 2** Making large profits is more important than putting money into research (making safe drugs, new drugs/cures, etc.)
- 12** Greedy profit-driven companies/their best interest/profits more than working in the best interest of the people (general, overall)
- 3** Relationship of high/inflated cost of drugs leading to enormous profit margins/high profits more important than charging patients reasonable costs
- 1** They pass research costs/unrealistic research costs onto customers
- *** Other pricing/profits related mentions
- 7** ADVERTISING/MARKETING (NET)
- 2** Relationship of high/inflated cost of drugs due to companies pushing their products (winning and dining doctors/consumer advertising)
- 4** They advertise/don't think they should be allowed to advertise directly to consumers
- 1** They wine and dine doctors/push their products through doctors
- *** Other advertising/marketing mentions
- 2** ENCOURAGING OVERUSE/INAPPROPRIATE USE OF DRUGS (NET)
- 2** They make too many drugs/drugs that aren't necessary/getting society to believe they need/take more drugs than they need
- 1** They push/over push their products (general)
- Other drug pushing (general) mentions
- 6** SAFETY CONCERNS (NET)
- 1** Push (unsafe) drugs through too fast/through FDA/not adequately tested
- 3** They make drugs that are bad for you/have side effects/can kill you
- *** Drug dispensing/administering errors (given wrong drug, taken in wrong doses, etc.)
- 1** Other safety concern mentions
- 5** POWER/CONTROL ISSUES (NET)
- 1** They lobby government for their own interests/their bottom line/have government/congress/FDA in their pockets/use expensive lobbyists
- 1** They manipulate/control the availability of drugs (for their best interests)
- 1** They manipulate/control generic drugs/patents
- *** Have too much control on how medicine is practiced/controlling decisions of doctors/ patients
- 1** They are a monopoly
- 1** Other power/control issues mentions
- 2** Don't look out for patient's best interest/don't trust them (general)
- 2** Past company misdeeds/companies have lied/corruption scandals
- *** The lack of information/education provided on the drugs
- 1** Don't believe in/use any drugs (prefer natural treatments, etc.)
- 1** Availability issues/problems due to pharmacy/insurance/mail order issues (long waits, approval issues, etc.)
- 1** Other
- 2** No reason
- 1** Don't know
- Refused

3. Earlier you said you have a favorable opinion of pharmaceutical companies. Could you tell me in your own words what is the MAIN reason you have a favorable opinion of pharmaceutical companies?

Based on total who have a favorable opinion of pharmaceutical or drug companies (N = 781)

- 64** PROVIDES IMPORTANT DRUGS (NET)
- 39** They provide medicines we need/that help people/me/my family (help people get well, cure people, saves/extends lives)
- 16** The research they have done/are doing/continue to invest/make advances for new drugs coming out with better benefits
- 4** Provides good quality medicines/medicines work/work well, no problems with my medicines
- 1** Provides safe products/products go through testing/approved by FDA
- 4** Medicines are always readily/quickly available/reliable supply
- 1** Provide/offer generic drug choices
- *** Other provides important drug mentions
- 3** AFFORDABILITY (NET)
- 2** Trying to keep drugs reasonably priced/some are reasonably priced/justifiably priced
- 1** Have good insurance plan so prescriptions are (usually) affordable/good price
- *** Other affordability mentions
- 3** Programs to help those that can't afford the drugs
- 2** They give me good service/treat me well
- 2** Have had no problems/bad experiences with drug companies
- 4** They are doing a good job/beneficial for everyone/provide importance to society/doing a lot to help people (general, unspecified)
- 1** Invest in/own stock in pharmaceutical companies
- 1** Big part of/helpful to the economy (supplies jobs, etc.)
- 3** Self/family member works/used to work for a pharmaceutical company/related health field
- 1** Miscellaneous places that prescriptions are/can be obtained (internet, through government programs, etc)
- 1** Good service at pharmacy/have a good pharmacist
- 2** Other
- 11** No reason
- 2** Don't know
- Refused

READ INTRO:

We're going to be asking you some questions about prescription drugs. As you know, prescription drugs are medicines that can ONLY be bought if you have a prescription from a doctor. Prescription drugs do NOT include vitamins, herbal medicines like St. Johns' Wort and ginseng, or medicines you can buy without a prescription, like aspirin.

(ROTATE VERBIAGE IN PARENS)

4. Do you think prescription drugs developed over the past 20 years have generally made the lives of people in the US (better), (worse), or haven't they made much difference?
5. Would you say a lot (better/worse), or only a little (better/worse)?

4/5. Combo Table based on total

| | |
|-----------|------------------------------|
| 73 | Better |
| 52 | A lot better |
| 19 | A little better |
| 10 | Worse |
| 7 | A lot worse |
| 3 | A little worse |
| 14 | Haven't made much difference |
| 3 | Don't know |
| * | Refused |

(ROTATE VERBIAGE IN PARENS)

6. Do you think prescription drugs developed over the past 20 years have generally made your own life and your family members' lives (better), (worse), or haven't they made much difference?
- 6a. Would you say a lot (better/worse), or only a little (better/worse)?

6/6a. Combo Table based on total

| | |
|-----------|------------------------------|
| 63 | Better |
| 44 | A lot better |
| 18 | A little better |
| 4 | Worse |
| 3 | A lot worse |
| 1 | A little worse |
| 31 | Haven't made much difference |
| 2 | Don't know |
| * | Refused |

7. By researching and developing new drugs, do you think pharmaceutical companies are making more of a contribution to society than most other companies, less of a contribution, or about the same contribution?

- 26** More of a contribution
- 14** Less of a contribution
- 56** About the same
- 4** Don't know
- *** Refused

8. Overall, how confident are you that prescription drugs sold in the United States are safe? Would you say you are very confident, somewhat confident, not too confident, or not at all confident?

- 27** Very confident
- 51** Somewhat confident
- 15** Not too confident
- 6** Not at all confident
- *** Don't know
- *** Refused

(ROTATE VERBIAGE IN PARENS)

9. Some drugs sold in the United States are actually manufactured in OTHER COUNTRIES. Do you think these drugs are (SAFER), about as safe, or (LESS safe) than those manufactured in the U.S.?

- 3** Safer
- 49** About as safe
- 41** Less safe
- 7** Don't know
- *** Refused

10. In general, do you think the cost of prescription drugs is reasonable or unreasonable?

- 18** Reasonable
- 79** Unreasonable
- 2** Don't know
- *** Refused

11. In general, do you think people in this country pay higher or lower prices than people in Canada, Mexico, and Western Europe pay for the same prescription drug, or do you think they pay about the same amount?

- 76** Pay higher prices
- 6** Pay lower prices
- 10** Pay about the same amount
- 8** Don't know
- *** Refused

(SCRAMBLE)

12. Next, I'm going to read you some factors that some people say contribute to the price of prescription drugs. For each, I'd like you to tell me if this is a major factor, a minor factor, or not a factor contributing to the price of prescription drugs. First, what about (INSERT)?

| | Major | Minor | Not a reason | Don't know | Refused |
|--|-----------|-----------|--------------|------------|---------|
| a. The cost of medical research | 72 | 22 | 4 | 2 | * |
| b. The cost of marketing and advertising | 62 | 29 | 8 | 1 | -- |
| c. Profits made by pharmaceutical companies | 79 | 14 | 5 | 2 | * |
| d. The cost of lawsuits against pharmaceutical companies | 56 | 32 | 9 | 3 | * |

13. If a doctor recommends an expensive new drug, do you think insurance companies should always pay for it, or should they only pay for the new drug if it has been proven to be more effective than existing treatments?

Based on one half of total (N = 849)

- 38** Insurance companies should pay for it
- 58** They should only pay if it has been proven to be more effective than existing treatments
- 4** Don't know
- * Refused

14. When deciding which prescription drugs should be approved for sale in the U.S., do you think the FDA should approve drugs based on whether they are safe and effective only, or do you think new drugs should only be approved if they are proven to be more effective than existing treatments?

Based on one half of total (N = 846)

- 53** FDA should approve drugs based on whether they are safe and effective only
- 44** They should only be approved if they are proven to be more effective than existing treatments
- 3** Don't know
- * Refused

15. Do you think prescription drugs do or do not reduce the need for expensive medical procedures and hospitalization?

- 59** Do reduce the need
- 32** Do not reduce the need
- 9** Don't know
- * Refused

16. Do you think prescription drugs do or do not reduce health care costs by preventing illnesses?

- 56** Do reduce costs
- 38** Do not reduce costs
- 5** Don't know
- *** Refused

(SCRAMBLE)

17. How big a role do you think each of the following play in researching and developing new prescription drugs? First, what about (INSERT)? Do they play a major role, a minor role, or no role in researching new drugs? Next, what about (INSERT?)

| | Major | Minor | No role | Don't know | Refused |
|--|-----------|-----------|-----------|------------|----------|
| a. Universities | 60 | 31 | 4 | 5 | * |
| b. The federal government | 49 | 39 | 9 | 4 | * |
| c. Non-profit or charity organizations | 24 | 15 | 18 | 6 | * |
| d. For-profit pharmaceutical companies | 75 | 19 | 3 | 3 | * |

(SCRAMBLE 1-4 IN SAME ORDER AS Q.17)

18. Who do you think SHOULD be primarily responsible for developing new drugs?

- 28** For-profit pharmaceutical companies
- 11** Non-profit or charity organizations
- 27** Universities
- 16** The federal government
- *** (Vol.) Other
- 13** (Vol.) Some combination of these
- *** (Vol.) None of these
- 3** Don't know
- *** Refused

(SCRAMBLE 1-3)

19. There are some serious medical conditions for which new prescription drugs could potentially make a big difference and save lives, but these conditions affect a relatively small number of people. Who do you think should be responsible for making sure research is conducted on drugs for these conditions – (READ LIST)?

Based on one half of total (N = 846)

- 27** Pharmaceutical companies
- 48** The federal government
- 17** Non-profit or charity organizations
- 1** (Vol.) Other
- 5** (Vol.) Some combination of these
- 2** Don't know
- *** Refused

(SCRAMBLE 1-3)

20. There are some serious medical conditions for which new prescription drugs could potentially make a big difference and save lives, but these conditions mainly affect people in poorer countries around the world who cannot afford to pay a lot for drugs. Who do you think should be responsible for making sure research is conducted on drugs for these conditions – (READ LIST)?

Based on one half of total (N = 849)

- 19** Pharmaceutical companies
- 25** Government agencies
- 42** International non-profit or charity organizations
- 1** (Vol.) Other
- 9** (Vol.) Some combination of these
- 3** Don't know
- *** Refused

(SCRAMBLE. ALWAYS ASK ITEM c LAST)

21. I'd like your opinion of current government regulation of prescription drugs in some different areas. First, how about (INSERT)? Is there too much regulation in this area, not as much as there should be, or about the right amount of regulation?

| | 1/08 | | | | |
|--|---------------------|--------------------------------|--------------------------------------|------------|----------|
| | Too much regulation | Not as much as there should be | About the right amount of regulation | Don't know | Refused |
| a. Making sure prescription drugs are safe for people to use | 8 | 44 | 47 | 2 | * |
| b. Making sure that statements about benefits and possible side effects made in advertisements for prescription drugs are not misleading | 6 | 43 | 48 | 2 | * |
| c. Limiting the price of prescription drugs | 11 | 64 | 21 | 4 | * |

22. What if you heard that limiting the prices of prescription drugs might lead to LESS research and development of new drugs since drug companies would be making smaller profits. Would you still think there should be more regulation of the prices charged for prescription drugs?

Based on total who think there is not as much regulation as there should be in limiting the price of Rx drugs (N = 1101)

- 75** Yes
- 20** No
- 4** Don't know
- *** Refused

21c/22. Combo Table based on total

- 64** There is not as much regulation as there should be in limiting the price of Rx drugs
- 48** Still should be more regulation of the prices even if it might lead to less research
- 13** Should not be more regulation of the prices if it might lead to less research
- 3** Don't know/refused
- 11** There is too much regulation in limiting the price of Rx drugs
- 21** There is about the right amount of regulation in limiting the price of Rx drugs
- 4** Don't know
- *** Refused

(ROTATE VERBIAGE IN PARENS)

23. In general, do you think the government moves (too quickly) or (too slowly) to review and approve new prescription drugs, or do you think they take about the right amount of time?

- 10** Too quickly
- 52** Too slowly
- 32** About right
- 6** Don't know
- *** Refused

Now, on another topic...

(SCRAMBLE)

24. How much do you trust pharmaceutical companies to (INSERT)? Do you trust them a lot, somewhat, not too much, or not at all?

| | A lot | Somewhat | Not too much | Not at all | Don't know | Refused |
|--|-----------|-----------|--------------|------------|------------|----------|
| a. Offer reliable information about how well their drugs work | 13 | 58 | 19 | 10 | 1 | * |
| b. Offer reliable information about side effects and safety of their drugs | 21 | 51 | 17 | 10 | 1 | * |
| c. Develop new, effective drugs | 25 | 55 | 14 | 5 | 1 | * |
| d. Price their products fairly | 5 | 36 | 31 | 27 | 1 | * |
| e. Inform the public quickly when they learn of a safety concern with one of their drugs | 15 | 40 | 28 | 16 | * | * |

(SCRAMBLE)

25. Do you think pharmaceutical companies have too much, too little, or about the right amount of influence on (INSERT)?

| | Too much | Too little | About the right amount | Don't know | Refused |
|---|-----------|------------|------------------------|------------|----------|
| a. Which drugs are approved by the FDA | 42 | 17 | 34 | 6 | * |
| b. Laws and regulations passed by Congress | 50 | 18 | 27 | 5 | * |
| c. Efforts to change the health care system in the U.S. | 44 | 28 | 24 | 4 | * |

26. Do you think pharmaceutical companies do enough to test and monitor the safety of their drugs, or not?

- 55** Yes, do enough
- 41** No, do not do enough
- 4** Don't know
- *** Refused

27. Have you heard of any programs by pharmaceutical companies that allow people who can't afford needed medications to apply for free or discounted drugs, or not?

- 58** Yes, have heard
- 42** No, have not heard
- 1** Don't know
- Refused

28. Do you think these programs go far enough or not far enough to help people who can't afford medications they need?

Based on total who have heard of programs by pharmaceutical companies that allow people who can't afford needed medications to apply for free/discounted drugs (N = 1069)

- 23** Far enough
- 65** Not far enough
- 12** Don't know
- *** Refused

27/28. Combo Table based on total

- 58** Have heard of programs by pharmaceutical companies that allow people who can't afford needed medications to apply for free/discounted drugs
- 13** Think programs go far enough far enough to help people
- 37** Do not think programs go far enough to help people
- 7** Don't know/refused
- 42** Have not heard of programs by pharmaceutical companies that allow people who can't afford needed medications to apply for free/discounted drugs
- 1** Don't know
- Refused

(ROTATE VERBIAGE IN PARENS)

29. Do you think (most pharmaceutical companies act in an ethical way when researching and testing new drugs on people), or do you think (most pharmaceutical companies engage in testing practices that are unethical and put people at risk)?

Based on one half of total (N = 848)

- 62** Most act in an ethical way
- 28** Most engage in testing practices that are unethical and put people at risk
- 10** Don't know
- *** Refused

(ROTATE VERBIAGE IN PARENS)

30. Do you think (most pharmaceutical companies act in an ethical way when researching and testing new drugs on animals), or do you think (most pharmaceutical companies engage in animal testing practices that are unethical)?

Based on one half of total (N = 847)

- 56** Most act in an ethical way
- 30** Most engage in animal testing practices that are unethical
- 13** Don't know
- 1** Refused

31. In general, do you think pharmaceutical or drug companies make too much profit, not enough profit, or about the right amount of profit?

- 74** Too much profit
- 2** Not enough profit
- 22** About the right amount of profit
- 2** Don't know
- *** Refused

(ROTATE 1 AND 2)

32. Which statement comes closer to your own view?

- 70** Pharmaceutical companies are too concerned about making profits, and not concerned enough about helping people
- 28** The balance of concern at pharmaceutical companies between making profits and helping people is about right
- 2** Don't know
- *** Refused

33. Which comes closer to your view?

- 56** Pharmaceutical companies spend too much money researching "lifestyle" drugs like Viagra, Rogaine, and Botox at the expense of cures for more serious conditions
- 38** Pharmaceutical companies do a good job providing products that people want, including lifestyle drugs, and this doesn't affect research on cures for other conditions
- 6** Don't know
- *** Refused

34. Have you seen or heard any advertisements for prescription drugs, or not?

- 91** Yes, have
- 9** No, have not
- *** Don't know
- Refused

(ROTATE VERBIAGE IN PARENS)

35. On balance, do you think prescription drug advertising is mostly a (good) thing, or mostly a (bad) thing?

- 53** Mostly a good thing
- 40** Mostly a bad thing
- 4** (Vol.) Neither/both
- 2** Don't know
- *** Refused

(SCRAMBLE ITEMS)

36. We'd like you to rate the job these advertisements for prescription medicines generally do in telling you about each of the following. What about (INSERT)?

(INTERVIEWER READ FIRST TIME, THEN AS NECESSARY: Do these advertisements do an excellent job, a good job, only a fair job, or poor job of telling you about this?)

| | Excellent | Good | Only fair | Poor | Don't know | Refused |
|--|-----------|-----------|-----------|-----------|------------|----------|
| a. The potential benefits you might experience | 12 | 44 | 34 | 9 | 1 | * |
| b. The potential side effects you might experience | 9 | 36 | 34 | 19 | 2 | * |
| c. What condition or disease the drug is designed to treat | 10 | 44 | 34 | 11 | 1 | * |

37. As a result of seeing an ad for a prescription medicine, have you ever talked with a doctor about the specific medicine you saw or heard advertised, or not?

- 32** Yes, have
- 68** No, have not
- Don't know
- Refused

38. When you talked to your doctor about a prescription medicine you saw advertised please tell me if your doctor did any of the following. Did your doctor (INSERT)?

Based on total who have ever talked with a doctor about specific medicine they've seen/heard advertised (N = 547)

| | Yes | No | Don't know | Refused |
|--|-----------|-----------|------------|-----------|
| a. Give you the prescription drug you asked about | 44 | 53 | 2 | * |
| b. Recommend a different prescription drug | 54 | 44 | 2 | -- |
| c. Recommend an over-the-counter drug | 30 | 69 | 1 | * |
| d. Recommend that you make changes in your behavior or lifestyle | 57 | 43 | * | -- |

37/38. Combo Table based on total

- 32** Have ever talked with a doctor about specific medicine you've seen/heard advertised
- 14** Doctor gave you the Rx drug you asked about
- 17** Doctor recommended a different prescription drug
- 9** Doctor recommended an over-the-counter drug
- 18** Doctor recommended that you make changes in your behavior or lifestyle
- 68** Have never talked with a doctor about specific medicine you've seen/heard advertised
- Don't know
- Refused

(SCRAMBLE ITEMS)

(FOR ITEMS a-d, ASK Q.39 AND Q.39a IN A SERIES FOR EACH Q.39 = 1)

39. I'm going to read you some statements some people have made about prescription drug advertising. For each, I'd like you to tell me if you agree or disagree with this statement. First, what about (INSERT)? Do you agree or disagree?

| | Agree | Disagree | Don't know | Refused |
|---|-----------|-----------|------------|---------|
| a. The cost of advertisements makes prescription drugs too expensive | 77 | 22 | 2 | -- |
| b. Ads for prescription drugs encourage people to take medicine they don't need | 66 | 33 | 1 | * |
| c. Many prescription drug ads are too sexually explicit | 46 | 53 | 1 | * |
| d. There are too many prescription drug ads on television | 68 | 31 | 2 | * |
| e. Prescription drug ads educate people about available treatments and encourage them to get help for medical conditions they might not have been aware | 67 | 31 | 1 | * |

39a. Does this bother you a lot, a little, or not at all?

Based on total who agree that...

| | N = | A lot | A little | Not at all | Don't know | Refused |
|---|-------------|-----------|-----------|------------|------------|---------|
| a. The cost of advertisements makes prescription drugs too expensive | 1309 | 54 | 36 | 10 | * | -- |
| b. Ads for prescription drugs encourage people to take medicine they don't need | 1132 | 51 | 36 | 14 | * | -- |
| c. Many prescription drug ads are too sexually explicit | 831 | 44 | 39 | 17 | * | -- |
| d. There are too many prescription drug ads on television | 1173 | 40 | 42 | 18 | -- | -- |

39a/39aa. Combo Table based on total

| | |
|-----------|--|
| 77 | Agree that the cost of advertisements make Rx drugs too expensive |
| 41 | Bothers a lot |
| 28 | Bothers a little |
| 7 | Does not bother at all |
| 22 | Disagree that the cost of advertisements make Rx drugs too expensive |
| 2 | Don't know |
| -- | Refused |

39b/39ab. Combo Table based on total

| | |
|-----------|--|
| 66 | Agree that ads for Rx drugs encourage people to take medicine they don't need |
| 34 | Bothers a lot |
| 24 | Bothers a little |
| 9 | Does not bother at all |
| 33 | Disagree that ads for Rx drugs encourage people to take medicine they don't need |
| 1 | Don't know |
| * | Refused |

39c/39ac. Combo Table based on total

- 46** Agree that many Rx drug ads are too sexually explicit
- 20** Bothers a lot
- 18** Bothers a little
- 8** Does not bother at all
- 53** Disagree that many Rx drug ads are too sexually explicit
- 1** Don't know
- *** Refused

39d/39ad. Combo Table based on total

- 68** Agree that there are too many Rx drug ads on television
- 27** Bothers a lot
- 29** Bothers a little
- 12** Does not bother at all
- 31** Disagree that there are too many Rx drug ads on television
- 2** Don't know
- *** Refused

(ROTATE 1-2)

40. Which comes closer to your view: Advertisements for prescription drugs to treat mental health conditions like depression and anxiety...?

- 60** Are mostly good because they help improve understanding of these conditions so people don't feel ashamed to have them and are more likely to ask their doctor for treatment
- 36** Are mostly bad because they encourage people who don't have serious mental health conditions to think they need treatment
- 4** Don't know
- *** Refused

(ROTATE VERBIAGE IN PARENS)

41. Do you think pharmaceutical companies spend (too much), (too little), or about the right amount of money on advertising to patients?

Based on one half of total (N = 849)

- 60** Too much
- 6** Too little
- 30** About the right amount
- 4** Don't know
- *** Refused

(ROTATE VERBIAGE IN PARENS)

42. Do you think pharmaceutical companies spend (too much), (too little), or about the right amount of money on marketing their products to doctors?

Based on one half of total (N = 846)

- 51** Too much
- 7** Too little
- 35** About the right amount
- 7** Don't know
- Refused

43. Do you currently take any prescription medicine or not?

- 54** Yes, take
- 45** No, do not take
- Don't know
- * Refused

44. Do you take prescription medicine daily, weekly, monthly, or less often than monthly?

Based on total who currently take Rx medicine (N = 1029)

- 92** Daily
- 3** Weekly
- 2** Monthly
- 3** Less often than monthly
- * Don't know
- * Refused

43/44. Combo Table based on total

- 54** Currently take Rx medicine
- 50** Take daily
- 2** Take weekly
- 1** Take monthly
- 2** Take less often than monthly
- 45** Do not currently take Rx medicine
- Don't know
- * Refused

45. How many different prescription drugs do you take?

Based on total who currently take Rx medicine (N = 1029)

- 28** 1
- 20** 2
- 16** 3
- 35** 4 or more
- * Don't know
- 1** Refused

43/45. Combo table based on total

- 54** Currently take Rx drugs
- 15** 1
- 11** 2
- 9** 3
- 19** 4 or more
- 45** Do not currently take Rx drugs
- Don't know
- * Refused

46. Do you currently have any type of insurance that helps you pay for prescription drugs?

- 80** Yes
- 20** No
- * Don't know
- * Refused

47. How much of a problem is it for you or your family to pay for prescription medicines that you need? Is it a serious problem, a problem but not serious, or not much of a problem?

- 16** A serious problem
- 25** A problem, but not serious
- 58** Not much of a problem
- * Don't know
- * Refused

48. In the last two years, have you NOT filled a prescription because of the cost?

- 29** Yes
- 71** No
- * Don't know
- * Refused

49. In the last two years, have you ever cut pills in half, or skipped doses in order to make a medicine last longer, or not?

- 23** Yes
- 77** No
- * Don't know
- Refused

(ROTATE 1-4/4-1)

50. Would you say it is (READ LIST) to get your health insurance company to pay for the prescription drugs your doctor prescribes?

Based on total who currently have any type of insurance that help pay for Rx drugs (N = 1425)

- 9** Very difficult
- 17** Somewhat difficult
- 29** Somewhat easy
- 42** Very easy
- 3** Don't know
- * Refused

46/50. Combo Table based on total respondents

- 80** Currently have insurance that helps pay for Rx drugs
- 20** Very/somewhat difficult to get your health insurance company to pay for the Rx drugs your doctor prescribes
- 57** Very/somewhat easy to get your health insurance company to pay for the Rx drugs your doctor prescribes
- 20** Do not currently have insurance that helps pay for Rx drugs
- * Don't know
- * Refused

51. When your doctor writes a prescription for a drug you haven't taken before, do you usually talk to him or her about (INSERT), or not?

| | Yes | No | Don't know | Refused |
|---|-----------|-----------|------------|---------|
| a. The cost you will have to pay for the new medication | 44 | 55 | 1 | * |
| b. The safety and potential side effects of the drug | 77 | 22 | 1 | * |

(SCRAMBLE ITEMS IN SAME ORDER AS Q.51)

52. When you fill a new prescription at the pharmacy, do you usually talk to your pharmacist about (INSERT), or not?

| | Yes | No | Don't know | Refused |
|--|-----------|-----------|------------|---------|
| a. Whether there is a less expensive alternative available | 61 | 38 | * | * |
| b. The safety and potential side effects of the drug | 59 | 41 | * | * |

53. Have you or someone in your family ever applied for discount or free medications from a pharmaceutical company for a drug that was prescribed but was too difficult for you to afford, or not?

- 16** Yes, have
- 83** No, have not
- 1** Don't know
- * Refused

54. In most cases, do you think brand name prescription drugs are better, worse, or about the same in quality as generic prescription drugs?

- 13** Better
- 2** Worse
- 81** About the same
- 3** Don't know
- * Refused

55. In the last two years, have you asked for a generic drug when you were prescribed a brand-name, or not?

- 54** Yes, have
- 46** No, have not
- * Don't know
- * Refused

(SCRAMBLE ITEMS)

56. Please tell me how much you rely on each of the following sources to provide accurate information about prescription medicines. (First,) what about (INSERT)?
(READ FIRST TIME, THEN AS NECESSARY: Do you rely on this source a lot, somewhat, not too much, or not at all to provide accurate information about prescription medicines)?

| | A lot | Somewhat | Not too much | Not at all | Don't know | Refused |
|--|-----------|-----------|--------------|------------|------------|----------|
| a. Your doctor | 72 | 19 | 5 | 3 | * | * |
| b. Your pharmacist | 51 | 30 | 9 | 10 | 1 | * |
| c. Your family and friends | 15 | 30 | 21 | 33 | 1 | * |
| d. Government agencies like the FDA | 22 | 32 | 14 | 30 | 1 | * |
| e. Advertisements for prescription medicines | 4 | 23 | 25 | 47 | * | * |
| f. The information about the product included in packages of prescription medicine | 43 | 38 | 8 | 10 | 1 | * |
| g. Internet websites | 11 | 27 | 11 | 48 | 2 | * |

57. Would you say that your health in general is excellent, very good, good, fair, or poor?

22 Excellent
32 Very good
26 Good
14 Fair
5 Poor
***** Don't know
***** Refused

58. Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities?

21 Yes
78 No
***** Don't know
***** Refused

59. Do you own stock in a pharmaceutical company, do you NOT own stock in a pharmaceutical company, or are you unsure if you do or not?

5 Yes, own stock
83 No, do not own stock
11 Unsure if do or not
***** Refused

DEMOGRAPHICS

60. In politics today, do you consider yourself a Republican, Democrat, Independent, or something else?

23 Republican
33 Democrat
25 Independent
13 Something else
3 Don't know
3 Refused

61. What is your age?

19 18-29
37 30-49
27 50-64
16 65+
-- Don't know
1 Refused

62. What is the LAST grade or class that you COMPLETED in school?

47 High school graduate or less
15 Less than high school graduate
4 None, or grade 1-8
12 High school incomplete
31 High school graduate
53 Some college or more
27 Some college or technical school, no 4-year degree
25 College Graduate
15 College graduate
10 Post-graduate training
***** Don't know
***** Refused

63. What is your marital status: Are you married, LIVING AS married, divorced, separated, widowed, or have you never been married?

53 Married
3 Living as married
10 Divorced
2 Separated
8 Widowed
23 Have you never been married
-- Don't know
1 Refused

64. Are you NOW self-employed, working full-time for an employer, working part-time for an employer, are you retired, or are you not employed for pay?

- 62** Employed (NET)
- 10** Self-employed
- 44** Full-time for an employer
- 8** Part-time for an employer
- 17** Retired
- 13** Not employed
- 2** (Vol.) Homemaker
- 1** (Vol.) Student
- 4** (Vol.) Disabled
- *** Don't know
- 1** Refused

65. Are you, yourself, now covered by any form of health insurance or health plan or do you not have health insurance at this time? A health plan would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or (Medicaid/Medi-Cal)?

- 83** Yes, insured
- 16** No, not insured
- *** Don't know
- 1** Refused

66. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

66a. Do you consider yourself a white Hispanic or a black Hispanic?

67. Do you consider yourself to be white, black or African American, Asian-American, or some other race?

Race Summary Table

- 69** White (non-Hispanic)
- 11** Black/African American (non-Hispanic)
- 2** Asian American (non-Hispanic)
- 13** Hispanic
 - 9** White Hispanic
 - 3** Black Hispanic
 - 1** Hispanic unspecified
- 4** Some other race
- Don't know
- 2** Refused

68. IS YOUR TOTAL ANNUAL HOUSEHOLD INCOME FROM ALL SOURCES, AND BEFORE TAXES: (READ LIST)

Income Summary

| | |
|-----------|----------------------------------|
| 40 | Less than \$40,000 |
| 10 | Less than \$15,000 |
| 6 | \$15,000 but less than \$20,000 |
| 7 | \$20,000 but less than \$25,000 |
| 7 | \$25,000 but less than \$30,000 |
| 8 | \$30,000 but less than \$40,000 |
| 2 | Less than \$40,000 (unspecified) |
| 52 | \$40,000 or more |
| 12 | \$40,000 but less than \$50,000 |
| 14 | \$50,000 but less than \$75,000 |
| 11 | \$75,000 but less than \$100,000 |
| 13 | \$100,000 or more |
| 3 | More than \$40,000 (unspecified) |
| 2 | Don't know |
| 6 | Refused |

D01. RESPONDENT GENDER

| | |
|-----------|--------|
| 48 | Male |
| 52 | Female |



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