



# ***Final Report***

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## ***Best Buy Drugs Prescription Drug Tracking Poll 3***

### ***Appendix: Questionnaire***

**For Public  
Release**

**August 10, 2011**

**NRC #2011.49**

**Consumer Reports National Research Center**

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# Methodology

- Telephone surveys were conducted among 2,038 random adults comprising 1,034 men and 1,004 women 18 years of age and older to assess their behaviors and attitudes regarding healthcare. Interviewing took place over June 2-6, 2011.
- Respondents were screened for use of prescription drugs. The analysis is based on the 1,226 adults who currently take prescription drugs and 1,196 who regularly take at least 1 medicine.
- This is the third annual prescription drug poll, and follows NRC projects #2008.116 and #2010.20. Summary:

<u>WAVE</u>	<u>SURVEY PERIOD</u>	<u>NO. SCREENED INTERVIEWS (CURRENTLY TAKE RX)</u>
1	January 15-19, 2009	1,090
2	May 20-24, 2010	1,154
3	June 2-6, 2011	<u>1,226</u>
		3,470 total

- The questionnaire was fielded via Opinion Research Corporation's Caravan twice-weekly national telephone omnibus survey. ORC used random digit dialing to achieve a nationally representative probability sample and weighted completed interviews by age, sex, geographic region and race.
- The results of this study are intended for external communications. Methodology statement for public release:

The Consumer Reports National Research Center conducted a telephone survey using a nationally representative probability sample of telephone households. 1,226 interviews were completed among adults aged 18+ who currently take prescription drugs. Interviewing took place over June 2-6, 2011. The sampling error is +/- 2.9 percentage points at a 95% confidence level.



## Methodology (cont.)

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- **Banner legend:**
  - ✓ **2011 Rx:** Currently take prescription drugs, 2011 poll
  - ✓ **Race/Ethnicity**
    - ⇒ **Blk/H:** Black or Hispanic
    - ⇒ **Blk nH:** Black, non-Hispanic
    - ⇒ **Wht nH:** White, non-Hispanic
  - ✓ **Hlth. Insur. <Age 65:** Under age 65 years and...
    - ⇒ **Rx:** Have health insurance with prescription drug coverage
    - ⇒ **No Rx:** Do not have health insurance with prescription drug coverage
  - ✓ **Monthly Rx Spending:** Monthly out-of-pocket spending for all regularly taken prescription drugs is...
    - ⇒ **<=\$50:** \$50 or less
    - ⇒ **>\$50:** Greater than \$50
  - ✓ **2011  $\Delta$  VS.:** Percentage-point change, calculated as 2011 level minus level for comparison year
    - ⇒ **2010:** 2011 level minus 2010 level
    - ⇒ **2009:** 2011 level minus 2009 level



# Implications

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- Overall, the attitudes and behaviors regarding healthcare of consumers who take prescription drugs have changed little over the three-year history of this study.
- Half (49%) of Americans currently take a prescription drug, and 47% regularly take a medicine (pages 11-12).
- Among those currently taking a prescription drug, the average number they regularly take is 4.5 medicines, and 16% take seven or more. Consumers earning less than \$40,000 (5.7 Rx) and those aged 65 years or more (5.5 Rx) take the greatest number of prescriptions (page 13).
- Monthly out-of-pocket spending for those regularly taking prescription drugs is \$59, and 12% spend more than \$100. Average monthly spending has dropped slightly—by \$9 from two years ago, though the decline appears to be driven by the increasing share of generics in response to household budget constraints. Consumers with the greatest monthly Rx costs are under age 65 years without a drug benefit (\$92), nearly double the \$49 reported by those with a drug benefit (page 14).
- Virtually all (98%) consumers are aware of generic prescription drugs, and among those who regularly take a medicine, generics account for three-quarters (75%) of their prescriptions. Low-income households, which are especially vulnerable to drug costs, reported a far higher share of generics than those in the top income group (81% vs. 64%). Even so, the at-risk group of older consumers—those aged 65+ years—reported just 69% of generics in their Rx mix, far below the average (pages 15-16).



## Implications (cont.)

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- Consumers continue to economize on healthcare by cutting corners in ways that may be dangerous. In the past year, nearly half (48%) took some action to reduce costs—up by 9 percentage points from 2010, likely due to the grim economy—and 28% failed to comply with prescriptions. Those earning less than \$40,000 generally took the most actions to save money (pages 17-18).
  - ✓ Non-compliance was most prevalent among three groups highly exposed to costs: monthly out-of-pocket spending greater than \$50 (44%), under age 65 years without a drug benefit (38%), and household income under \$40,000 (35%).
  - ✓ The most common actions reported to save money on medications: skipped filling a prescription (16% overall, and 30% among those with a monthly drug bill in excess of \$50), taken an expired medication (13%), skipped a scheduled dosage (12%), cut prescribed pills in half (8%), and shared a prescription with someone else to save money (4%).
- In the past year, half (50%) of those taking a medicine spoke to their physician about switching prescriptions, and among them, 36% mentioned a reason related to cost: wanted a medicine covered by insurance (28%), and wanted a less expensive medicine (26%). Two other reasons were cited by one-quarter: wanted a more effective medicine (25%), and wanted a medicine with fewer side effects (24%) (pages 19-20).
- Consumers said they value a broad range of information about prescription drugs. The types with the greatest value involved: safety (88% *very valuable*), interactions with other medicines (85%), and side effects (81%). Other types with high value included: comparative effectiveness (65%), and comparative price information (52%) (pages 21-22).
  - ✓ Information on comparative prices appealed most to: household income under \$40,000 (63%), monthly Rx spending exceeding \$50 (60%), and under age 65 years without a drug benefit (60%).
  - ✓ The value of one type of information jumped substantially from last year: whether the doctor accepts money or gifts from drug companies (43%, +9 percentage points vs. 2010).



## Implications (cont.)

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- Consumers reported a high level of communication with their providers when beginning a new drug treatment. In the past six months, one-third (34%) started taking a new medicine, and among them, 79% had a discussion about the possible side effects with the doctor (66%) or pharmacist (46%). Roughly one-fifth (19%) had no discussion about side effects with a provider (pages 23-24).
  - ✓ Those who spend more than \$50 per month on medicine were nearly twice as likely to begin taking a new prescription as those who reported out-of-pocket spending amounting to \$50 or less (50% vs. 27%).
- Even though generic medicines account for three-quarters of prescriptions among those taking drugs regularly, 39% reported having a concern or misconception about generics (pages 25-26).
  - ✓ The specific concerns or misconceptions about generic drugs were:
    - ⇒ Generic drugs have different side effects than brand name drugs (22% *agreed completely/somewhat*)
    - ⇒ Generic drugs are not as effective as brand name drugs (21%)
    - ⇒ I do not trust generic drugs as much as brand name drugs (21%)
    - ⇒ Generic drugs are not as safe as brand name drugs (14%)
    - ⇒ Generic drugs do not have to meet the same federal standards as brand name drugs (12%)
  - ✓ Reservations were strongest among groups that could benefit most from generics:
    - ⇒ Black, non-Hispanic adults (59% reported at least one concern)
    - ⇒ Age 65+ years (49%)
    - ⇒ Monthly out-of-pocket Rx spending greater than \$50 (46%)
    - ⇒ Household income under \$40,000 (43%)
  - ✓ Concern about generics has declined slightly over the past two years—by 4 percentage points from 2010, and 9 points from 2009.



## Implications (cont.)

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- When receiving a prescription, consumers reported that their doctor is only slightly more likely to recommend a generic substitute for a brand-name medicine than not—54% said their physician *always* (26%) or *usually* (28%) suggests generics, versus 41% who said *sometimes* or *never*. Doctor recommendations in favor of generics have risen slightly in recent years (page 27).
- Very few patients would actually resist moving to a generic formulation. Willingness to switch from a brand-name medication was very high and varied little across segments—roughly 9 in 10 consumers (93%) aware of generics said they are willing to change to a generic (page 28).
- In spite of the burden that prescription drug expenses represent to many consumers, almost no one (5%) found out about cost during the doctor visit. In contrast, two-thirds (64%) first learned about cost when picking up their medicine from the pharmacy. Two encouraging findings: Far more of those without drug coverage found out about cost during the doctor visit compared to those with drug coverage (14% vs. 4%); or, when dropping off the prescription at the pharmacy (27% vs. 16%) (page 29).
- The massive amounts that pharmaceutical companies devote to drug advertising and marketing has an impact on both consumers and physicians. Nearly one-fifth (18%) of consumers have asked their doctor to prescribe a drug they learned about from advertising, and among them, 70% said the doctor issued the script. Those who reported higher levels of monthly Rx spending were far more likely than others to request a promoted drug (25% for consumers spending more than \$50 vs. 15% for those with outlays of \$50 or less) (pages 30-31).
- Free samples represent another method available to pharmaceutical companies for promoting their products. Overall, two-thirds (64%) of consumers have received free samples of prescription medications from their doctor. Those with high drug costs were more likely than others to get free Rx samples. But so were wealthier individuals, earning at least \$75,000 (page 32).



## Implications (cont.)

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- A strong majority of consumers (88%) harbor some misgiving about the prescribing habits of doctors, and this proportion has not changed in the three-year history of this study (pages 33-34).
  - ✓ The leading concerns relate to the perceived symbiosis that exists between drug firms and physicians, and the possible impact on how doctors decide which medicines to prescribe:
    - ⇒ Nearly three-quarters (72%) *agreed completely or somewhat* that pharmaceutical companies have too much influence on the drugs that doctors prescribe.
    - ⇒ Half (52%) *agreed* that doctors are too eager to prescribe a drug rather than consider alternate methods of managing a condition.
    - ⇒ Half (49%) *agreed* that the drugs that doctors prescribe are influenced by gifts from pharmaceutical companies.
    - ⇒ Nearly half (47%) *agreed* that doctors don't consider a patient's ability to pay when they prescribe a drug.
  - ✓ In addition: four in 10 (39%) *agreed* that doctors tend to prescribe the newer, more expensive drugs; and, one-third (32%) *agreed* that they cannot rely on the doctor's advice alone to choose the best medication.
- Consumers have apprehensions about many of the practices commonly used by pharmaceutical companies in dealing with physicians (pages 35-36).
  - ✓ The two practices eliciting the greatest concern were (*very/somewhat concerned*):
    - ⇒ Rewarding doctors who write a lot of prescriptions for the company's drugs (85%)
    - ⇒ Paying doctors to provide testimonials or serve as spokespersons for a drug (76%)
  - ✓ Other prominent concerns were:
    - ⇒ Paying doctors to speak at industry conferences (62%)
    - ⇒ Buying meals for the doctor and their staff (59%)





## Implications (cont.)

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- **The burden that prescription drugs pose to consumers is reflected in what they do in order to pay drug bills. Overall, 60% of consumers who take medicines have addressed cost with the doctor or economized via lifestyle changes in order to afford their prescriptions. This proportion responding in some way to pay for medications has fallen by 7 percentage points from 2009, possibly because some may have already exhausted these avenues of saving money in the poor economy (pages 37-38).**
  - ✓ **Those most likely to have taken action were:**
    - ⇒ Monthly out-of-pocket Rx spending greater than \$50 (78%)
    - ⇒ Household income under \$40,000 (75%)
    - ⇒ Under age 65 years without a drug benefit (71%)
    - ⇒ Women (64%)
  - ✓ **The actions that consumers pursued most commonly to pay for their drugs were:**
    - ⇒ Asked your doctor or pharmacist if there's a less expensive generic version (36%)
    - ⇒ Spent less on entertainment and dining out (31%)
    - ⇒ Spent less on clothing (26%)
    - ⇒ Cut your contributions to charities (23%)
    - ⇒ Spent less on groceries (22%)
    - ⇒ Spent less on your family (20%)
  - ✓ **Some consumers took more extreme actions:**
    - ⇒ Overall, 14% of all consumers postponed paying other bills, including 26% of low-income households, and 23% of those under age 65 years without a drug benefit.
    - ⇒ In addition, 12% applied for government assistance, and the share was highest among consumers younger than 65 years lacking drug coverage (27%) and those earning less than \$40,000 (25%).



## Implications (cont.)

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- A strong majority (84%) of consumers under retirement age reported having health insurance that helps them pay for their medicines, unchanged from two years ago. But the incidence of drug coverage was lowest among those with household income below \$40,000 (73%) (page 39).
- Most (87%) consumers who take a medicine reported having read some type of labeling information for a prescription drug over the past year (pages 40-42).
  - ✓ Among those who read an Rx label, almost all read the three essential types of information that patients should know: side effects (95%), warnings (94%), dosage instructions (92%).
  - ✓ According to the few consumers who did not read any information on an Rx label (12%), the primary reason was that they didn't need to because they already knew the dosing specifics (90%).
- Around 8 in 10 (79%) of those taking a drug reported having read some type of labeling information for an over-the-counter formulation during the past year. The likelihood to read OTC labels was higher among consumers earning the most, those under age 55 years, and women (pages 43-45).
  - ✓ As with Rx labels, patients paid attention to the OTC information that is most critical: dosage instructions (97%), warnings (91%), side effects (90%).
  - ✓ Three-quarters (77%) of those who failed to read an OTC label claimed that they already knew how much to take and when.



# Currently Take Prescription Drugs

- Half (49%) of U.S. adults currently take prescription drugs.
- Use of medications is highest among:
  - ✓ Age 55+ years
  - ✓ Women
  - ✓ White, non-Hispanic adults
- The rate of Rx usage rose slightly over the past two years.

**M1 - Do you CURRENTLY take any prescription medicines? Prescription medicines could include pills, inhalers, injections, infusions, patches, eye or ear drops or skin creams or lotions.**

*Base: All Respondents*

	2011 Total	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			2011 Δ VS.	
		Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	2010	2009
		%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	2,038	1,034	1,004	349	515	489	675	625	517	515	291	176	1,611	n.a.	n.a.
Yes	49	41	56	27	47	71	79	52	46	49	41	43	53	3	3
No	50	58	43	72	52	28	20	48	53	50	59	57	46	(3)	(4)
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	(0)	(0)
Refused	1	1	1	1	1	1	0	0	1	1	-	-	1	(0)	0



# Regularly Take Prescription Drugs

- Nearly as many adults regularly use a prescription drug (47%) as currently use one (49%).
- Among those aged 55-64 years, 7 in 10 (70%) regularly take a medicine, while three-quarters (77%) of those aged 65+ years regularly use a prescription drug.
- Medicine use has risen modestly since 2009.

## Currently Versus Regularly Take Prescription Medicines

Base: All Respondents

	2011 Total	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			2011 Δ VS.	
		Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	2010 Total	2009 Total
		%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	2,038	1,034	1,004	349	515	489	675	625	517	515	291	176	1,611	n.a.	n.a.
Currently take Rx	49	41	56	27	47	71	79	52	46	49	41	43	53	3	3
Regularly take Rx	47	40	54	26	46	70	77	51	45	48	39	43	51	3	3



# Number of Prescriptions Taken Regularly

*Base: Currently Take Rx*

- Among those currently taking a medicine, the average number of prescriptions taken was 4.5.
- The prescription count was highest among:
  - ✓ Monthly out-of-pocket Rx spending greater than \$50
  - ✓ Household income under \$40,000
  - ✓ Age 65+ years
- The average number of prescriptions taken has not changed over the past two years.

## M2 - What is THE TOTAL NUMBER of prescription medicines that you REGULARLY take?

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur.		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
None	1	0	2	4	-	1	0	1	2	0	2	-	1	1	4	-	-	1	(1)
1	24	24	24	43	29	15	12	16	22	37	24	27	24	27	36	34	4	3	1
2	18	17	18	21	17	19	15	16	16	22	15	13	18	19	19	21	12	(4)	(4)
3	14	14	14	10	15	15	16	14	17	13	16	14	15	14	15	14	15	(1)	(3)
4	10	10	10	4	9	14	12	9	12	10	8	11	10	10	5	9	14	(2)	2
5	9	8	10	4	9	8	14	10	10	6	9	8	9	8	5	8	12	0	0
6	6	6	6	3	4	8	9	9	5	4	7	6	6	6	1	4	11	1	1
7 or More (Net)	16	18	14	8	14	19	20	24	15	7	16	20	15	14	13	9	32	2	2
7	3	3	4	1	4	5	4	5	5	1	2	3	4	3	4	2	8	(0)	(0)
8	4	5	3	1	4	5	4	5	4	3	4	4	4	4	1	3	7	1	1
9	1	1	1	1	0	1	1	2	0	0	1	3	1	1	-	1	2	(0)	(0)
10 or more	7	10	6	5	6	9	10	13	6	3	8	10	7	6	7	4	15	2	1
Refused	2	2	1	2	2	1	1	1	0	1	3	1	1	2	1	-	-	1	1
Don't know	0	0	0	-	0	0	1	0	0	-	-	-	0	0	1	-	-	0	0
MEAN (no. Rx)	4.5	4.9	4.2	3.0	4.1	5.0	5.5	5.7	4.3	3.0	4.6	5.0	4.4	4.1	3.7	3.5	6.8	0.4	0.3



# Monthly Out-of-Pocket Rx Spending

*Base: Regularly Take at Least 1 Rx*

- Consumers said they spend an average of \$59 out of pocket per month for the drugs they take regularly, and 12% spend more than \$100.
- Rx spending was greatest among:
  - ✓ Under age 65 years without a drug benefit (\$92, nearly double the \$49 for those with a drug benefit)
  - ✓ Age 65+ years (\$69)
  - ✓ White, non-Hispanic adults (\$62)
- Average monthly spending has dropped slightly—by \$9 from last year.

M3 - How much do you spend out of pocket for a month's supply of ALL your prescription medicines that you regularly take? Would you say...

*Base: Regularly Take at Least 1 Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	Total	Total
UNWEIGHTED BASE	1,196	552	644	91	239	342	521	406	299	288	153	98	979	580	92	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
Less than \$1	8	7	8	12	6	9	6	9	9	6	14	18	6	9	9	0	1
\$1 to \$20	36	34	37	49	39	30	28	36	31	42	43	37	34	38	43	4	7
\$21 to \$50	26	27	25	20	26	29	27	26	29	22	21	22	27	27	14	(2)	(4)
\$51 to \$75	9	10	9	3	12	9	12	9	8	12	8	5	9	9	5	(1)	0
\$76 to \$100	7	8	7	3	7	7	11	6	9	6	5	9	8	6	5	(0)	(2)
<b>More than \$100 (Net)</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>14</b>	<b>10</b>	<b>23</b>	<b>(2)</b>	<b>(2)</b>
\$101 to \$300	9	9	9	8	8	12	10	10	10	8	4	4	11	9	14	(1)	(1)
\$301 to \$400	1	0	1	-	1	1	1	0	2	1	1	1	1	0	4	(0)	(1)
\$401 to \$500	1	1	1	1	-	2	1	1	0	1	1	-	1	1	2	0	0
More than \$500	1	1	1	1	1	1	1	1	1	0	1	2	1	0	3	(1)	(1)
Don't know	2	2	2	2	1	1	4	2	1	2	2	2	2	2	1	0	0
Refused	0	0	0	-	-	0	1	-	-	-	-	-	0	-	0	0	(0)
<b>MEAN (spending/month)</b>	<b>\$58.8</b>	<b>\$61.2</b>	<b>\$57.2</b>	<b>\$45.2</b>	<b>\$54.0</b>	<b>\$65.4</b>	<b>\$69.0</b>	<b>\$57.9</b>	<b>\$63.0</b>	<b>\$51.9</b>	<b>\$45.4</b>	<b>\$53.4</b>	<b>\$62.1</b>	<b>\$48.6</b>	<b>\$91.8</b>	<b>(\$9.3)</b>	<b>(\$9.1)</b>

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# Awareness of Generic Prescription Drugs

*Base: Currently Take Rx*

- Virtually all (98%) consumers are aware of generic prescription drugs.
- Awareness has not changed over the past two years.

## M4 - Have you ever heard of generic prescription medicines?

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
Yes	98	98	98	94	99	99	98	98	97	99	94	98	99	98	95	98	98	(0)	1
No	2	2	2	6	1	1	2	2	3	1	6	2	1	2	5	2	2	0	(1)
Don't know	0	-	0	-	-	-	0	-	0	-	-	-	0	-	-	-	0	(0)	0
Refused	0	-	0	-	-	0	-	0	-	-	-	-	0	0	-	-	-	0	0



# Number of Generic Drugs Taken Regularly

*Base: Regularly Take Rx AND Heard of Generic Rx*

- Among those aware of generics, three-quarters (75%) of the prescriptions taken regularly are for a generic medicine. The share of generics increased slightly over the past two years, and in 2011 it was highest among:
  - ✓ Household income under \$40,000 (81%)
  - ✓ Age 40-54 years (81%)
  - ✓ Under age 65 years with a drug benefit (81%)
- The share was lowest among:
  - ✓ Black, non-Hispanic adults (63%)
  - ✓ Household income \$75,000+ (64%)
  - ✓ Age 65+ years (69%)
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (71%)

## M5 - And how many of the [M2] prescription medicines you regularly take are generic drugs?

*Base: Regularly Take at Least 1 Rx AND Heard of Generic Rx*

	2011 Rx Total	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
		Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	2010 Total	2009 Total
UNWEIGHTED BASE	1,178	544	634	87	237	339	512	401	294	285	149	97	967	573	90	762	387	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
None	18	20	17	22	22	16	14	14	13	26	18	19	19	18	30	20	16	3	(1)
1	25	20	28	42	25	20	15	17	29	33	27	33	24	28	26	29	12	(3)	(4)
2	17	18	16	16	13	20	19	16	16	17	15	9	17	16	14	18	12	(3)	(3)
3	12	11	14	7	13	14	14	14	15	9	11	10	13	12	8	11	17	(1)	0
4	9	7	11	3	10	10	13	11	10	7	14	12	8	8	9	8	14	2	3
5	6	8	4	3	6	6	7	8	7	2	4	5	6	5	4	4	9	1	2
6	2	4	2	1	2	3	4	3	3	2	2	2	3	2	1	1	5	0	(0)
7 or more	8	8	7	5	8	9	8	13	6	2	7	7	8	8	5	5	13	2	1
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(0)
Don't know	3	4	2	1	2	2	6	4	2	2	2	3	3	2	3	3	3	0	1
MEAN (no. generics)	3.4	3.5	3.2	2.4	3.3	3.8	3.8	4.7	3.1	1.9	3.2	3.1	3.4	3.3	2.5	2.7	4.8	0.4	0.4
Generic share of total Rx	75.3%	72.4%	77.7%	78.6%	80.8%	75.6%	68.8%	81.2%	73.5%	64.0%	70.4%	63.4%	77.1%	80.5%	67.1%	78.0%	71.1%	2.3	3.5





# **Actions Taken to Save Money on Healthcare**

## ***Base: Currently Take Rx***

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- In the past year, nearly half (48%) consumers economized on healthcare by cutting corners on a doctor visit, on a medical procedure or test, or on a medicine, or, by seeking out discounts. Those earning less than \$40,000 generally took the most actions to save money. The No. 1 response to budget pressures was:
  - ✓ Put off a doctor's visit because of cost (21%)
- Failing to comply with prescriptions is potentially dangerous and was reported by 28% of consumers. Rx non-compliance was most prevalent among:
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (44%)
  - ✓ Under age 65 years without a drug benefit (38%)
  - ✓ Household income under \$40,000 (35%)
  - ✓ Age 40-54 years (35%)
- In order to save money on medications, consumers:
  - ✓ Skipped filling a prescription because of cost (16%, 30% among those with a monthly drug bill in excess of \$50)
  - ✓ Taken an expired medication (13%)
  - ✓ Skipped a scheduled dosage of a prescribed medication, NOT at your physician's or pharmacist's direction, to save money (12%)
  - ✓ Cut prescribed pills in half, NOT at your physician's or pharmacist's direction, to save money (8%)
  - ✓ Shared a prescription with someone else to save money (4%)
- The grim economic climate appears to have had an impact on consumers—the share of those who economized on healthcare jumped by 9 percentage points from last year.

# M6ALL - In the PAST YEAR have you done any of the following?

Base: Currently Take Rx

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
<u>Did Any to Save Money (Net)</u>	<u>48</u>	<u>45</u>	<u>50</u>	<u>55</u>	<u>54</u>	<u>48</u>	<u>36</u>	<u>56</u>	<u>46</u>	<u>43</u>	<u>41</u>	<u>35</u>	<u>50</u>	<u>50</u>	<u>65</u>	<u>40</u>	<u>63</u>	<u>9</u>	<u>7</u>
Put off a doctor's visit because of cost	21	18	22	29	25	22	8	32	20	9	22	12	20	22	48	17	27	(2)	(2)
Put off a medical procedure because of cost	17	14	19	15	22	22	8	25	18	9	13	12	18	17	39	12	28	(1)	(2)
Used a manufacturer's coupon to get a discount on or free trial of a prescription drug	16	15	17	15	22	16	11	12	18	23	13	13	17	19	14	12	27	16	16
Declined a medical test because of cost	14	12	16	14	21	17	6	20	14	10	12	9	15	14	33	10	23	(2)	(3)
Ordered a prescription drug from an online pharmacy outside the U.S.	2	3	2	1	1	2	5	1	3	3	1	-	3	2	2	2	4	2	2
<u>Did Not Comply With Rx to Save Money (Subnet)</u>	<u>28</u>	<u>26</u>	<u>30</u>	<u>29</u>	<u>35</u>	<u>28</u>	<u>22</u>	<u>35</u>	<u>30</u>	<u>23</u>	<u>28</u>	<u>29</u>	<u>29</u>	<u>30</u>	<u>38</u>	<u>22</u>	<u>44</u>	<u>2</u>	<u>0</u>
Skipped filling a prescription because of cost	16	13	17	18	19	15	10	23	17	8	15	11	16	16	27	10	30	(1)	(1)
Taken an expired medication	13	13	12	12	14	15	9	13	14	12	12	11	13	14	13	10	19	1	2
Skipped a scheduled dosage of a prescribed medication, NOT at your physician's or pharmacist's direction, to save money	12	11	13	13	14	14	8	19	11	5	12	14	13	12	22	8	23	0	(4)
Cut prescribed pills in half, NOT at your physician's or pharmacist's direction, to save money	8	8	8	4	9	9	9	12	9	3	7	4	8	6	15	6	14	(0)	(2)
Shared a prescription with someone else to save money	4	4	4	8	4	4	2	7	2	4	5	4	4	6	3	4	6	(0)	0



# Spoke to Physician About Switching Drugs

## *Base: Currently Take Rx*

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- In the past 12 months, half (50%) of those taking a medicine spoke to their physician about switching prescriptions, among them 36% who wanted to save money:
  - ✓ You wanted a medicine that was covered by your insurance (28%)
  - ✓ You wanted a less expensive medicine (26%)
- Two other reasons were cited by one-quarter:
  - ✓ You wanted a more effective medicine (25%)
  - ✓ You wanted a medicine with fewer side effects (24%)
- More than half (54%) of consumers who spent in excess of \$50 per month on medicine asked their doctor about switching drugs in order to save money, as did 46% of those earning less than \$40,000.
- The share of those who sought an adjustment in a prescription for any reason fell slightly over the past two years.

**M7ALL - And in the PAST 12 MONTHS, have you ever asked your doctor about switching any of your prescription medicines for any of the following reasons?**

Base: Currently Take Rx

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
<u>Spoke to Doctor About Switching Rx (Net)</u>	50	50	50	48	49	50	53	60	47	39	44	49	52	50	42	40	71	(3)	(3)
<u>Covered by Insurance/ Less Expensive (Subnet)</u>	36	34	38	32	37	38	37	46	34	25	32	39	37	38	22	28	54	(3)	(3)
You wanted a medicine that was covered by your insurance	28	25	31	25	31	29	27	36	28	17	29	33	28	32	12	23	40	(2)	(2)
You wanted a less expensive medicine	26	24	28	24	28	26	25	32	25	19	21	23	28	27	20	19	45	(2)	(1)
You wanted a more effective medicine	25	22	26	30	27	23	19	30	22	20	25	23	25	26	28	21	34	(1)	1
You wanted a medicine with fewer side effects	24	23	25	20	24	25	27	30	22	19	22	24	24	23	23	20	34	(1)	(0)
You wanted a medicine that was safer to take with your other prescriptions	15	15	16	8	15	19	19	21	17	9	20	23	14	14	15	11	26	(3)	(2)
You wanted a medicine that is easier to take, for example, a daily dose	14	14	14	16	12	15	13	17	10	11	16	20	13	14	14	11	20	(2)	1
Some other reason	2	3	2	4	2	1	1	2	3	2	2	1	2	2	5	1	4	1	1
None of these	50	50	50	52	51	50	47	40	53	61	56	51	48	50	58	60	29	3	4
Don't know	0	-	0	-	-	-	0	-	0	-	-	-	0	-	-	0	-	0	(1)
Refused	0	-	0	-	-	0	-	0	-	-	-	-	0	0	-	-	-	0	0



# Value of Information About Medicines

*Base: Currently Take Rx*

- Consumers found a broad range of information about prescription drugs *very valuable* (top box of four boxes). Information with the most value:
  - ✓ The safety of a prescription medicine (88%)
  - ✓ Whether the medicine causes a problem with other medicines you are taking (85%)
  - ✓ The side effects of the medicine (81%)
- Other information with high value:
  - ✓ How medications for the same condition compare in effectiveness (65%)
  - ✓ Price of the medicine compared to other drugs like it (52%)
- Comparative price information was rated highest by:
  - ✓ Household income under \$40,000 (63%)
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (60%)
  - ✓ Under age 65 years without a drug benefit (60%)
- The value of one type of information registered a substantial increase from last year:
  - ✓ Whether your doctor accepts money or gifts from drug companies (43%, +9 percentage points vs. 2010)

## INTRODUCTION:

I am going to read you several statements. For each please tell me how valuable that type of information is to you. Would you say it is very valuable, somewhat valuable, of little value or of no value?

### M8ALL - Very Valuable = Value of Information [4 boxes: Very Valuable...Of No Value]

Base: Currently Take Rx

	2011 Rx Total	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
		Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	2010 Total	2009 Total
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
<i>Very Valuable (Net)</i>	96	94	97	98	97	96	95	94	97	98	96	94	96	97	93	96	97	1	(0)
The safety of a prescription medicine	88	81	93	83	89	89	89	85	86	90	88	89	87	88	84	88	86	1	(2)
Whether the medicine causes a problem with other medicines you are taking	85	80	88	84	88	89	78	83	86	89	80	80	86	88	80	85	86	5	2
The side effects of the medicine	81	75	86	71	85	84	83	79	81	85	82	83	81	82	75	80	84	3	(2)
How medications for the same condition compare in effectiveness	65	56	72	67	71	61	61	69	65	65	69	66	64	66	70	66	65	4	(4)
Price of the medicine compared to other drugs like it	52	50	54	51	51	56	50	63	50	42	57	51	50	51	60	49	60	2	(2)
How long the drug has been on the market	45	35	52	37	48	52	43	52	46	35	56	56	42	45	50	43	50	5	(1)
Whether your doctor accepts money or gifts from drug companies	43	36	47	45	41	44	42	46	44	36	47	43	41	41	55	41	43	9	3



# **Discussed New Medicines With Provider**

***Base: Began Taking New Rx in Past 6 Months***

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- In the past six months, one-third (34%) of consumers currently taking medicine started on a new prescription drug, and among them, 79% had a discussion about the possible side effects with the doctor (66%) or pharmacist (46%). Roughly one-fifth (19%) had no discussion about side effects with a provider.
- Those who spend more than \$50 per month on medicine were nearly twice as likely to begin taking a new prescription as those who reported out-of-pocket spending amounting to \$50 or less (50% vs. 27%).

**M8AA - In the PAST SIX MONTHS, did you begin taking a prescription medicine that you had not taken before?**

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
Yes	34	33	34	41	36	26	32	35	31	32	34	31	34	35	29	27	50	0	n.a.
No	66	66	66	59	64	74	68	64	68	68	66	69	66	64	71	73	50	(1)	n.a.
Don't know	0	0	0	-	-	-	0	-	0	-	-	-	0	-	-	0	0	0	n.a.
Refused	0	-	0	-	-	0	-	0	-	-	-	-	0	0	-	-	-	(0)	n.a.

**M8BB\_ALL - When your doctor prescribed that new medicine for the first time, did you have a discussion about the possible side effects...**

*Base: Began Taking New Rx in Past 6 Months*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	393	174	219	40	89	92	171	135	96	85	51	31	326	196	25	193	175	n.a.	n.a.
<u>With the Doctor/Pharmacist (Net)</u>	<u>79</u>	<u>84</u>	<u>76</u>	<u>78</u>	<u>87</u>	<u>77</u>	<u>73</u>	<u>72</u>	<u>82</u>	<u>89</u>	<u>85</u>	<u>83</u>	<u>78</u>	<u>79</u>	<u>96</u>	<u>73</u>	<u>87</u>	<u>(3)</u>	n.a.
With the doctor	66	70	64	65	71	63	66	64	73	66	77	74	64	64	85	66	66	(6)	n.a.
With the pharmacist when you picked up the prescription	46	46	46	46	52	48	36	43	50	45	41	32	46	48	54	41	52	2	n.a.
Or, did you not have any discussion with the doctor or pharmacist	19	15	21	18	13	21	24	24	14	11	13	12	20	19	4	25	12	2	n.a.
Don't know	1	1	1	-	-	2	2	1	2	-	2	5	0	0	-	1	-	0	n.a.
Refused	1	0	2	4	-	-	1	3	1	-	-	-	2	2	-	2	0	1	n.a.





# Generic Drug Concerns or Misconceptions

*Base: Heard of Generic Rx*

- Around 4 in 10 (39%) of consumers taking prescription drugs reported having a concern or misconception about generic medicines, as measured by agreement with a sequence of statements about generics. This points to the need for more efforts to educate the public about the benefits of generic medications.
- The specific concerns or misconceptions about generic drugs were:
  - ✓ Generic drugs have different side effects than brand name drugs (22% *agreed completely/somewhat*)
  - ✓ Generic drugs are not as effective as brand name drugs (21%)
  - ✓ I do not trust generic drugs as much as brand name drugs (21%)
  - ✓ Generic drugs are not as safe as brand name drugs (14%)
  - ✓ Generic drugs do not have to meet the same federal standards as brand name drugs (12%)
- The groups with the most concerns or misconceptions about generics have greater exposure to drug costs than others:
  - ✓ Black, non-Hispanic adults (59% reported at least one concern)
  - ✓ Age 65+ years (49%)
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (46%)
  - ✓ Household income under \$40,000 (43%)
- Concern about generics has declined slightly over the past two years—by 4 percentage points from 2010, and 9 points from 2009.

## INTRODUCTION:

I am going to read you several statements regarding generic drugs. For each statement please tell me if you agree completely, agree somewhat, disagree somewhat or disagree completely.

### M9ALL - Agree Completely/Somewhat = Agreement With Generic Drugs Statement [4 boxes: Agree Completely...Disagree Completely]

Base: Heard of Generic Rx

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,207 %	557 %	650 %	91 %	244 %	345 %	524 %	405 %	300 %	287 %	152 %	98 %	990 %	587 %	93 %	762 %	387 %	n.a. %	n.a. %
<i>Agree Completely/Somewhat (Net)</i>	<b>39</b>	<b>36</b>	<b>41</b>	<b>18</b>	<b>40</b>	<b>43</b>	<b>49</b>	<b>43</b>	<b>39</b>	<b>33</b>	<b>44</b>	<b>59</b>	<b>38</b>	<b>36</b>	<b>32</b>	<b>36</b>	<b>46</b>	<b>(4)</b>	<b>(9)</b>
Generic drugs have different side effects than brand name drugs	22	21	23	15	22	24	26	25	20	17	18	26	23	22	16	20	27	(1)	(5)
Generic drugs are not as effective as brand name drugs	21	16	24	8	25	20	27	25	19	17	28	40	19	19	17	19	27	(1)	(1)
I do not trust generic drugs as much as brand name drugs	21	19	22	8	22	22	27	24	17	19	26	36	19	18	19	19	25	(0)	(2)
Generic drugs are not as safe as brand name drugs	14	11	16	3	15	15	19	16	13	12	16	21	13	12	10	11	20	(2)	(3)
Generic drugs do not have to meet the same federal standards as brand name drugs	12	11	12	1	11	14	19	16	10	8	13	18	11	10	7	9	16	(2)	(6)



# Provider Recommends Generic Substitution

## Base: Heard of Generic Rx

- When receiving a prescription, more than half (54%) of consumers who are aware of generic drugs said their doctor *always* (26%) or *usually* (28%) recommends generic substitutes for brand-name medicines. But 4 in 40 (41%) said their physician recommended generics only *sometimes* or *never*.
- Several groups were more likely than others to report that their doctor *always* or *usually* recommends generic substitutes: those under retirement age who have health insurance with a drug benefit; with household income in the \$40,000-\$74,000 range; white, non-Hispanic consumers; and, those under age 65 years.
- Doctor recommendations in favor of generics have risen slightly in recent years.

M10 - How often does your doctor recommend generic drugs over brand name drugs? Please tell me if your doctor ALWAYS, USUALLY, SOMETIMES, or NEVER recommends generic drugs over brand name drugs.

Base: Heard of Generic Rx

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
		Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	Total 1,207 %	557 %	650 %	91 %	244 %	345 %	524 %	405 %	300 %	287 %	152 %	98 %	990 %	587 %	93 %	762 %	387 %	n.a. %	n.a. %
<b>Always/Usually (Net)</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>57</b>	<b>48</b>	<b>55</b>	<b>59</b>	<b>50</b>	<b>39</b>	<b>40</b>	<b>58</b>	<b>59</b>	<b>42</b>	<b>54</b>	<b>57</b>	<b>1</b>	<b>4</b>
Always	26	28	24	22	25	30	27	30	29	17	19	18	27	25	28	26	29	(3)	(2)
Usually	28	24	31	33	31	27	22	24	30	33	20	22	31	34	14	28	28	3	6
Sometimes	30	29	30	30	30	29	29	26	30	32	38	38	27	29	35	29	29	0	(3)
Never	12	12	12	9	13	10	15	15	9	12	18	21	11	10	15	12	11	(1)	(2)
<b>Sometimes/Never (Net)</b>	<b>41</b>	<b>41</b>	<b>42</b>	<b>39</b>	<b>42</b>	<b>39</b>	<b>44</b>	<b>42</b>	<b>39</b>	<b>43</b>	<b>56</b>	<b>59</b>	<b>38</b>	<b>39</b>	<b>50</b>	<b>41</b>	<b>40</b>	<b>(1)</b>	<b>(5)</b>
Don't know	4	6	3	6	1	4	7	4	2	7	5	2	4	3	8	5	3	0	1
Refused	0	0	0	-	-	0	1	0	-	0	-	-	0	0	-	0	-	0	0



# Willingness to Switch to Generic Version

## Base: Heard of Generic Rx

- Receptiveness to generic substitution was very high across demographic and behavioral segments, and proved to be highest among the youngest consumers.
- Overall, 9 in 10 consumers (93%) aware of generic drugs said they are *very or somewhat willing* to switch to a generic formulation from a branded medicine, including virtually all of those aged 18-39 years (97%). Only 6% would not change from a brand name drug.
- Willingness to switch to generics changed little from last year.

M11A - If a brand name medication that you were taking became available in a generic version, how willing would you be to switch to the generic version? Would you be...

Base: Heard of Generic Rx

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,207	557	650	91	244	345	524	405	300	287	152	98	990	587	93	762	387	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
<b>Very/Somewhat Willing (Net)</b>	<b>93</b>	<b>95</b>	<b>91</b>	<b>97</b>	<b>93</b>	<b>94</b>	<b>89</b>	<b>92</b>	<b>97</b>	<b>93</b>	<b>91</b>	<b>85</b>	<b>94</b>	<b>94</b>	<b>94</b>	<b>93</b>	<b>94</b>	<b>2</b>	<b>n.a.</b>
Very willing	67	69	65	78	57	72	64	67	70	67	52	41	70	68	64	67	67	2	n.a.
Somewhat willing	26	26	26	18	36	22	25	25	27	26	40	44	23	26	30	26	27	(1)	n.a.
Not willing at all	<b>6</b>	4	7	3	6	5	9	7	3	7	8	<b>14</b>	5	5	5	6	5	<b>(1)</b>	n.a.
Don't know	1	1	1	1	1	1	1	1	0	0	1	2	1	1	1	1	1	(0)	n.a.
Refused	0	0	0	-	-	-	1	0	-	-	-	-	0	-	-	0	-	0	n.a.



# When Learned about Cost of Prescription

*Base: Currently Take Rx*

- Overwhelmingly, consumers do not learn what a new prescription will cost until they pick it up at the pharmacy (64%). Almost no one (5%) found out about cost during the doctor visit—when the script actually was written.
- Consumers who have health insurance with a drug benefit (66%) were more likely than those without (51%) to receive cost information only when picking up the Rx. In contrast, those without drug coverage were far more likely than those with drug coverage to learn about the cost at the doctor's office (14% vs. 4%), or when dropping of the prescription at the pharmacy (27% vs. 16%).
- The particular time in the Rx cycle that patients learn about costs has not changed over the past two years.

M12 - Thinking about the LAST time you got a new prescription, when did you find out how much it would cost? Would you say...

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
When you picked up the prescription at the pharmacy	64	60	67	54	69	65	66	63	67	68	61	60	65	66	51	64	66	0	(2)
When you dropped off the prescription at the pharmacy	16	15	16	29	15	11	11	18	15	13	19	20	15	16	27	16	14	1	2
When you ordered the drug from a mail-order/Web pharmacy	7	9	6	1	5	9	12	5	7	9	4	6	8	6	1	7	9	(1)	(2)
During the doctor visit	5	8	4	6	5	6	4	8	4	4	6	7	5	4	14	5	7	(1)	2
None of these	5	6	5	5	4	7	5	5	3	5	5	6	6	5	6	6	4	0	(1)
Don't know	2	2	2	4	2	1	2	1	4	2	5	1	1	2	1	3	-	1	1
Refused	0	-	0	-	-	0	0	0	-	-	-	-	0	0	-	-	-	0	0



# Requested Advertised Drug

*Base: Currently Take Rx*

- Overall, nearly one-fifth (18%) of consumers have asked their doctor to prescribe a drug they learned about from advertising, including 9% who made the request in the past 12 months.
- Those most likely to request a drug they saw or heard advertised:
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (25%)
  - ✓ Age 40-64 years (22% average)
  - ✓ Under age 65 years with a drug benefit (21%)

M13 - Have you EVER requested a prescription drug from your doctor that you saw or heard advertised? Would you say...

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
<i>Yes, Past 12 Mos./Ever (Net)</i>	<b>18</b>	<b>17</b>	<b>19</b>	<b>17</b>	<b>21</b>	<b>22</b>	<b>13</b>	<b>19</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>21</b>	<b>18</b>	<b>21</b>	<b>14</b>	<b>15</b>	<b>25</b>	<b>(2)</b>	<i>n.a.</i>
Yes, in the past 12 months	9	8	9	11	8	11	6	11	7	5	10	13	9	10	7	6	14	(2)	n.a.
Yes, ever	10	9	10	6	13	11	7	7	11	13	10	8	9	11	6	9	11	(0)	n.a.
Or, no, never	81	83	80	83	79	78	87	81	81	82	81	79	82	78	86	85	75	2	n.a.
Don't know	0	0	0	-	0	0	-	-	0	-	-	-	0	0	-	0	-	(0)	n.a.
Refused	0	-	0	-	-	0	0	0	-	0	-	-	0	0	-	0	-	0	n.a.



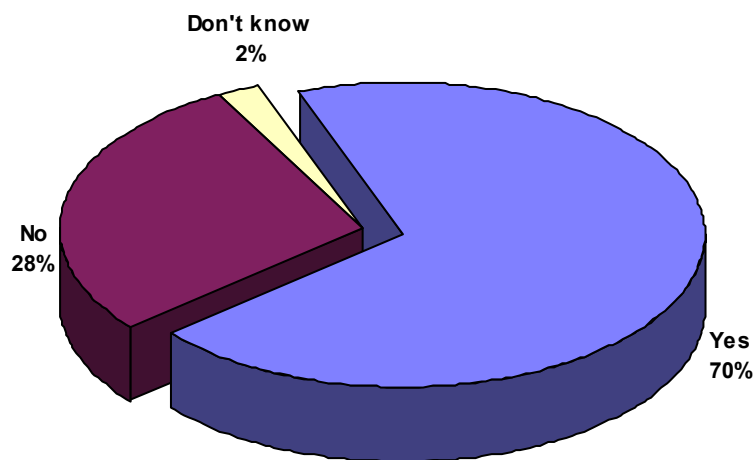
# Physician Prescribed Requested Drug

*Base: Requested Advertised Rx Past 12 Months/Ever*

- Physician compliance with patient requests is high. Among those who requested a medicine they learned about from advertising, 70% said the doctor gave them a prescription for the drug.

## M14 - And did your doctor prescribe the advertised drug that you requested?

*Base: Requested Advertised Rx Past 12 Months/Ever*





# Free Prescription Drug Samples

*Base: Currently Take Rx*

- Two-thirds (64%) of consumers have received free samples of prescription medications from their doctor, unchanged from last year.
- Several groups were more likely than others to get free Rx samples:
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (74%)
  - ✓ Household income \$75,000+ (72%)
  - ✓ Age 40-54 years (70%)

## M15 - Has your doctor given you free samples of prescription drugs that they had in their office?

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
<u>Yes, Past 12 Mos./Ever (Net)</u>	<b>64</b>	<b>64</b>	<b>64</b>	<b>57</b>	<b>70</b>	<b>64</b>	<b>64</b>	<b>61</b>	<b>60</b>	<b>72</b>	<b>52</b>	<b>49</b>	<b>68</b>	<b>67</b>	<b>50</b>	<b>60</b>	<b>74</b>	<b>(1)</b>	<b>n.a.</b>
Yes, in the past 12 months	32	32	32	28	38	31	31	35	27	36	30	27	33	35	23	28	42	(4)	n.a.
Yes, ever	32	32	31	29	32	33	33	27	33	36	23	22	35	32	27	32	31	3	n.a.
Or, no, never	36	36	36	43	30	36	35	38	40	28	47	51	32	33	50	39	26	1	n.a.
Don't know	0	-	0	-	-	-	1	1	-	-	1	-	0	-	-	0	-	(0)	n.a.
Refused	0	-	0	-	-	0	0	0	-	-	-	-	0	0	-	-	-	0	n.a.





# Influence of Pharmaceutical Companies

***Base: Currently Take Rx***

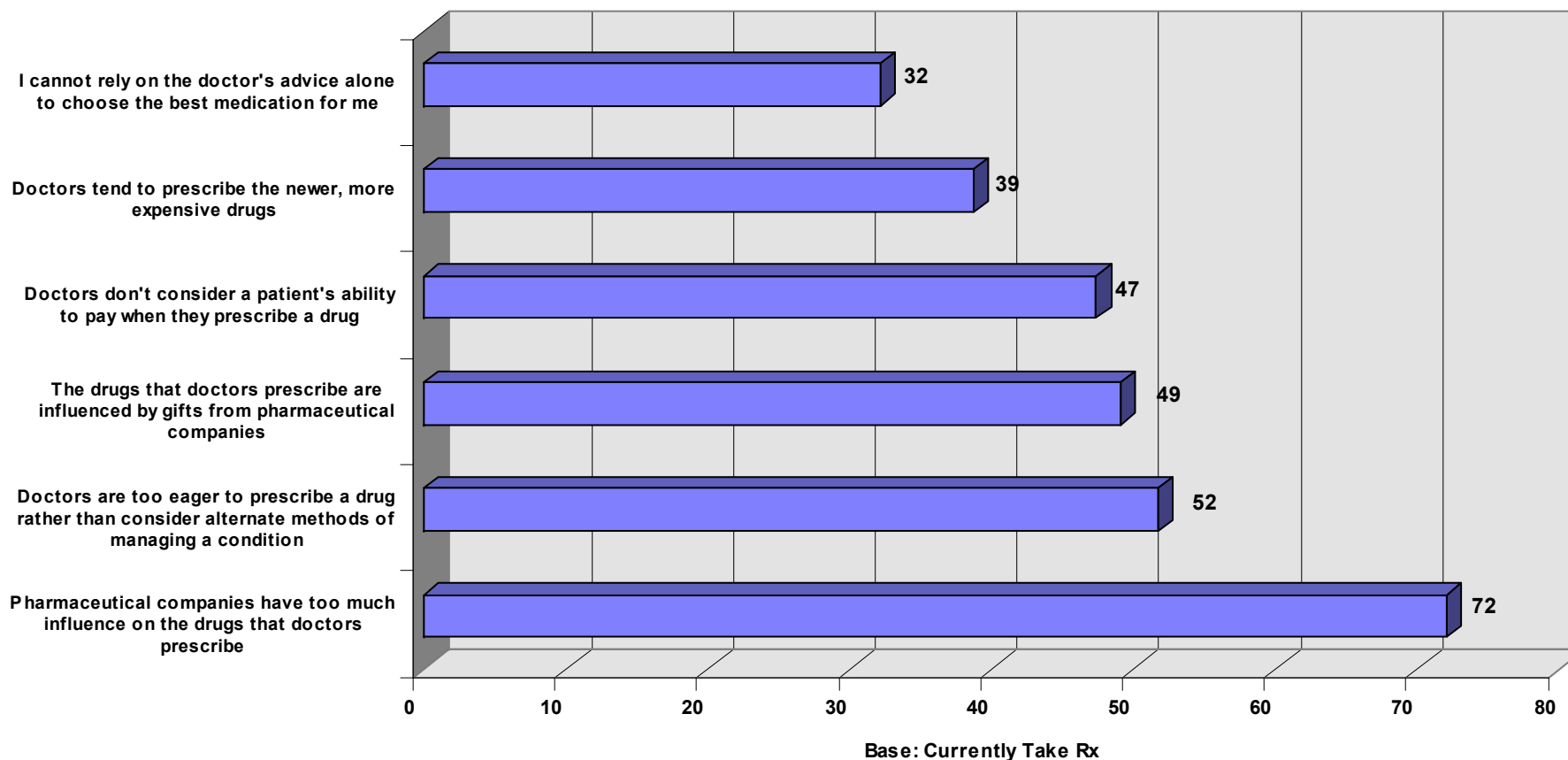
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- A strong majority of consumers (88%) harbor some misgiving about the prescribing habits of doctors, and this proportion has not changed in the three-year history of this study.
- The leading concerns relate to the perceived symbiosis that exists between drug firms and physicians, and the possible impact on how doctors decide which medicines to prescribe:
  - ✓ Nearly three-quarters (72%) *agreed completely or somewhat* that pharmaceutical companies have too much influence on the drugs that doctors prescribe.
  - ✓ Half (52%) *agreed* that doctors are too eager to prescribe a drug rather than consider alternate methods of managing a condition.
  - ✓ Half (49%) *agreed* that the drugs that doctors prescribe are influenced by gifts from pharmaceutical companies.
  - ✓ Nearly half (47%) *agreed* that doctors don't consider a patient's ability to pay when they prescribe a drug.
- In addition:
  - ✓ Four in 10 (39%) *agreed* that doctors tend to prescribe the newer, more expensive drugs.
  - ✓ One-third (32%) *agreed* that they cannot rely on the doctor's advice alone to choose the best medication.

## **INTRODUCTION:**

I am going to read you several statements. For each please tell me if you agree completely, agree somewhat, disagree somewhat or disagree completely.

### **M16ALL - Agree Completely/Somewhat = Agreement With Doctor Statements [4 boxes: Agree Completely...Disagree Completely]**





# Inappropriate Pharma Practices

*Base: Currently Take Rx*

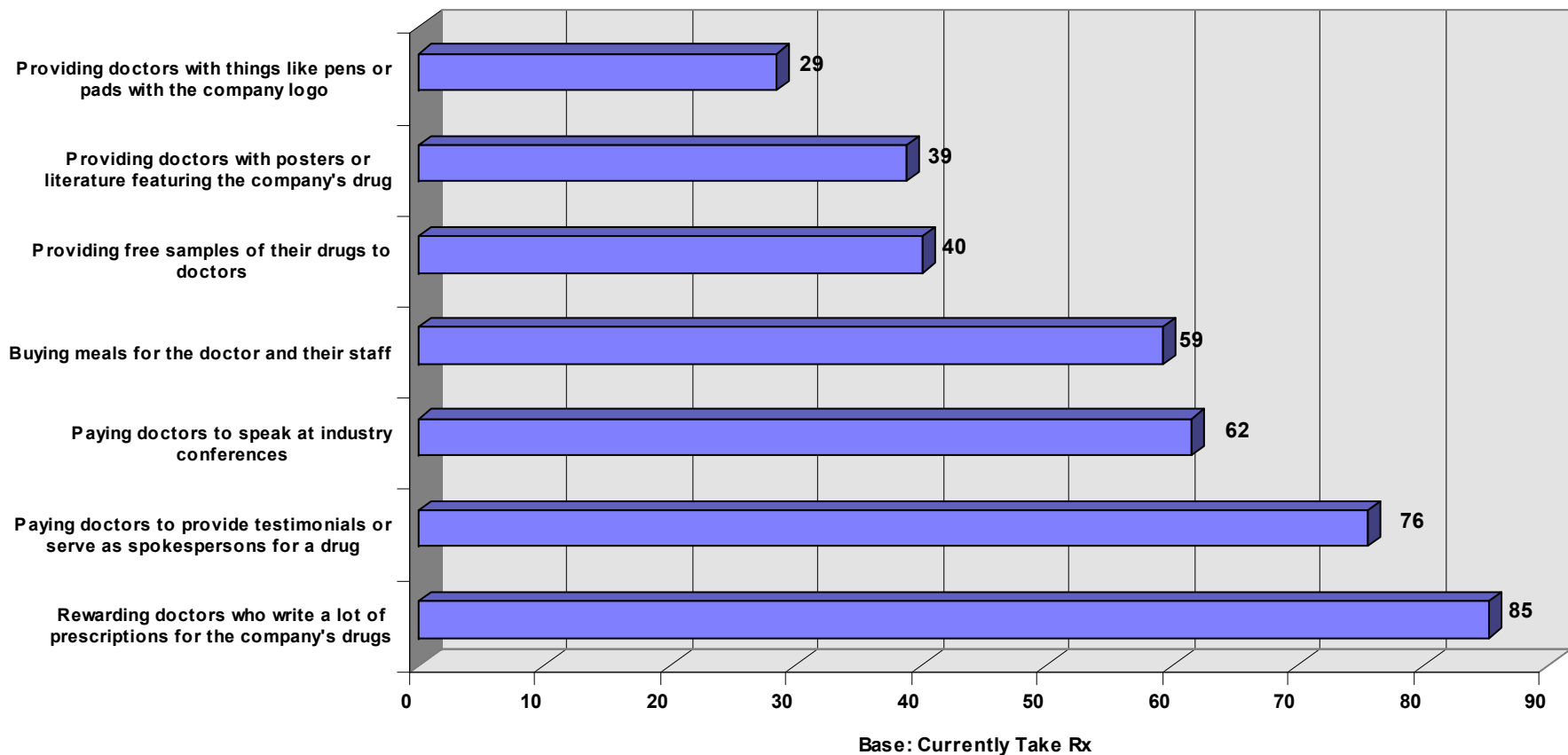
- Almost all (92%) of consumers expressed concern with the practices commonly used by pharmaceutical companies in dealing with physicians. The overall level of concern has not changed over the past two years.
- The two practices eliciting the greatest concern were (*very/somewhat concerned*):
  - ✓ Rewarding doctors who write a lot of prescriptions for the company's drugs (85%)
  - ✓ Paying doctors to provide testimonials or serve as spokespersons for a drug (76%)
- More than half reported concern about:
  - ✓ Paying doctors to speak at industry conferences (62%)
  - ✓ Buying meals for the doctor and their staff (59%)
- Consumers expressed the least concern with practices of low monetary value to the doctor:
  - ✓ Providing free samples of their drugs to doctors (40%)
  - ✓ Providing doctors with posters or literature featuring the company's drug (39%)
  - ✓ Providing doctors with things like pens or pads with the company logo (29%)

## INTRODUCTION:

Pharmaceutical companies use several common practices in dealing with doctors. For each of the following, please tell me how concerned you are that this practice may inappropriately influence a doctor to prescribe a pharmaceutical company's drug over other available treatments.

### **M17ALL - Very/Somewhat Concerned = Concern With Pharmaceutical Company Practices**

**[4 boxes: Very Concerned...Totally Unconcerned]**





# **Actions Taken to Pay for Prescription Drugs**

## ***Base: Currently Take Rx***

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- Overall, 60% of consumers who take medicines have addressed cost with the doctor or economized via lifestyle changes in order to afford their prescriptions. This proportion responding in some way to pay for medications has fallen by 7 percentage points from 2009, possibly because some may have already exhausted these avenues of saving money in the poor economy. Those most likely to have taken action were:
  - ✓ Monthly out-of-pocket Rx spending greater than \$50 (78%)
  - ✓ Household income under \$40,000 (75%)
  - ✓ Under age 65 years without a drug benefit (71%)
  - ✓ Women (64%)
  
- The actions that consumers pursued most commonly to pay for their drugs were:
  - ✓ Asked your doctor or pharmacist if there's a less expensive generic version (36%)
  - ✓ Spent less on entertainment and dining out (31%)
  - ✓ Spent less on clothing (26%)
  - ✓ Cut your contributions to charities (23%)
  - ✓ Spent less on groceries (22%)
  - ✓ Spent less on your family (20%)
  
- Some consumers took more extreme actions:
  - ✓ Overall, 14% of all consumers postponed paying other bills, including 26% of low-income households, and 23% of those under age 65 years without a drug benefit.
  - ✓ In addition, 12% applied for government assistance, and the share was highest among consumers younger than 65 years lacking drug coverage (27%) and those earning less than \$40,000 (25%).

**M18ALL - During the PAST YEAR have you done any of the following in order to pay for your prescription medications?**  
**Have you...**

Base: Currently Take Rx

	2011 Rx Total	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
		Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392	n.a.	n.a.
<i>Took Any Action (Net)</i>	60	54	64	55	61	63	58	75	58	45	51	52	61	58	71	51	78	(5)	(7)
Asked your doctor or pharmacist if there's a less expensive generic version of your brand name medication	36	33	39	41	38	36	32	46	33	30	25	26	39	36	48	30	53	(1)	(1)
Spent less on entertainment and dining out	31	26	34	34	33	34	23	47	30	16	28	25	31	32	45	24	45	(2)	(3)
Spent less on clothing	26	19	32	23	30	32	21	41	24	11	22	22	27	28	33	21	40	(1)	(4)
Cut your contributions to charities	23	20	25	17	23	24	25	34	27	8	19	16	24	20	32	16	37	(2)	(2)
Spent less on groceries	22	18	24	19	25	26	16	37	20	9	21	20	21	22	34	16	35	(0)	(2)
Spent less on your family	20	16	23	22	24	22	13	30	19	12	22	19	19	22	28	14	32	(2)	0
Went to a discount pharmacy	18	17	18	11	21	22	15	21	19	15	12	6	19	17	27	15	26	(0)	(3)
Used your credit card more often	16	12	19	12	19	17	16	20	16	12	17	17	16	15	22	14	23	(2)	(6)
Postponed paying other bills	14	10	16	18	15	15	7	26	12	5	13	13	13	15	23	10	22	0	(1)
Applied for government assistance	12	9	14	15	15	13	6	25	7	1	16	20	11	12	27	13	10	(1)	(2)
Postponed retirement to maintain your health insurance coverage	7	7	6	3	8	12	4	8	7	5	4	2	7	8	6	6	9	(0)	(3)
Put off a career change or starting your own business to maintain your health insurance coverage	6	5	6	11	6	6	2	8	6	6	5	5	6	8	7	5	8	(1)	(0)
Used the Internet to find cheaper medications	5	4	6	9	6	5	2	8	3	5	3	1	6	6	7	4	7	(2)	(2)
Taken a second job	4	3	4	6	4	3	2	7	3	-	1	2	4	3	12	3	5	(1)	(1)
None of these	40	46	36	45	39	36	41	24	42	55	49	48	39	42	29	48	22	5	7
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(0)	(0)
Refused	0	-	0	-	-	0	1	0	-	-	-	-	0	0	-	0	-	0	0



# Prescription Drug Coverage

*Base: Age 18-64 Years*

- A strong majority (84%) of consumers under retirement age reported having health insurance that helps them pay for their medicines, unchanged from two years ago.
- The incidence of drug coverage was lowest among those with household income below \$40,000 (73%).

**M19 - Are you now covered by any form of health insurance or health plan that helps you pay for your prescription drugs?**

*Base: Age 18-64 Years*

	2011	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending		2011 Δ VS.	
	Rx	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50	Total	Total
	Total																		
UNWEIGHTED BASE	690	319	371	95	246	349	n.a.	201	176	208	104	62	550	595	95	464	198	n.a.	n.a.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	% pt. Δ	% pt. Δ
Yes	84	82	86	78	87	87	n.a.	73	86	94	79	79	86	100	-	86	81	(1)	(2)
No	16	18	14	22	13	13	n.a.	27	14	6	21	21	14	-	100	14	19	1	2
Don't know	-	-	-	-	-	-	n.a.	-	-	-	-	-	-	-	-	-	-	(1)	(0)
Refused	-	-	-	-	-	-	n.a.	-	-	-	-	-	-	-	-	-	-	-	(0)



# Read Rx Labeling Information

*Base: Currently Take Rx*

- Most (87%) consumers who take a medicine reported having read some type of labeling information for a prescription drug over the past year.

**M23 - The medicines you buy are accompanied by information, which may appear on the container, and may also be provided by the pharmacist. In the past 12 months, have you read any of the labeling information on a prescription drug that you purchased?**

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50
UNWEIGHTED BASE	1,226	565	661	95	246	349	533	411	305	290	156	99	1,003	595	95	775	392
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	87	87	87	87	91	87	84	87	88	89	88	83	88	88	90	86	90
No	12	13	12	13	9	13	15	13	12	11	12	17	12	12	10	14	10
Don't know	0	-	0	-	-	-	0	-	-	0	-	-	0	-	-	-	0
Refused	0	-	0	-	-	0	1	0	-	-	-	-	0	0	-	0	-





# Type of Rx Labeling Information Read

*Base: Read Any Rx Labeling Info*

- Among those who read an Rx label, almost all read the three essential types of information that patients should know:
  - ✓ Side effects (95%)
  - ✓ Warnings (94%)
  - ✓ Dosage instructions (92%)

## M24ALL - What type of information did you read? Did you read...

*Base: Read Any Rx Labeling Information*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/ Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50
UNWEIGHTED BASE	1,061	485	576	82	220	304	452	348	269	253	133	82	878	522	84	663	348
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>Read Any Type (Net)</i>	<b>99</b>	<b>99</b>	<b>99</b>	<b>98</b>	<b>99</b>	<b>100</b>	<b>99</b>	<b>99</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>100</b>	<b>99</b>	<b>99</b>	<b>100</b>	<b>99</b>	<b>100</b>
Side effects	95	96	95	94	95	96	96	96	95	96	99	97	94	95	99	95	98
Warnings	94	94	94	90	96	97	94	95	95	93	98	97	93	94	96	94	97
Dosage instructions	92	92	92	93	91	94	90	94	90	90	94	94	91	92	96	92	91
Other (specify)	3	2	4	5	3	2	2	4	2	3	4	4	3	3	5	3	4
None of these	1	1	1	1	1	0	0	1	-	2	-	-	1	1	-	1	-
Don't know	0	-	1	1	-	-	0	-	-	0	-	-	0	0	-	0	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

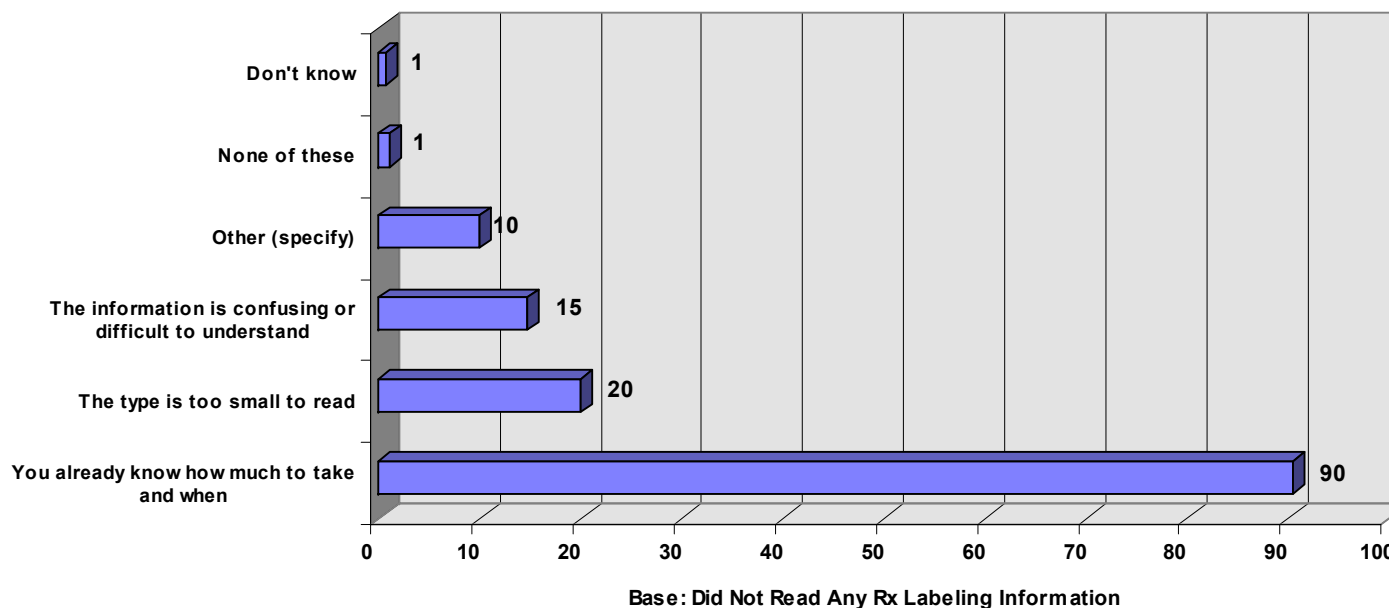


# Reasons for Not Reading Rx Labels

*Base: Did Not Read Any Rx Labeling Info*

- Among the few consumers who did not read any information on an Rx label (12%), their primary reason was that they didn't need to because they already knew the dosing specifics (90%).
- In addition, one-fifth (20%) complained about the small type, and 15% found the information confusing.

**M25ALL - Why didn't you read any of the labeling information on the prescription drug? Would you say...**





# Read OTC Labeling Information

*Base: Currently Take Rx*

- Around 8 in 10 (79%) of those taking a drug reported having read some type of labeling information for an over-the-counter formulation during the past year.
- The likelihood to read OTC labels was higher among consumers earning the most, those under age 55 years, and women.

**M26 - In the PAST 12 MONTHS, have you read any of the labeling information on an over-the-counter medicine that you purchased?**

*Base: Currently Take Rx*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50
UNWEIGHTED BASE	1,226 %	565 %	661 %	95 %	246 %	349 %	533 %	411 %	305 %	290 %	156 %	99 %	1,003 %	595 %	95 %	775 %	392 %
Yes	79	74	83	86	87	74	71	74	78	86	81	77	78	83	79	78	81
No	14	19	11	13	10	18	15	17	16	10	13	15	15	13	17	16	11
Don't buy over-the-counter medicine	6	7	5	0	3	7	13	8	6	3	6	8	6	3	4	6	7
Don't know	0	0	0	-	-	0	1	0	0	0	-	-	0	0	-	0	0
Refused	0	-	0	-	-	0	1	0	-	-	-	-	0	0	-	0	-



# Type of OTC Labeling Information Read

*Base: Read Any OTC Labeling Info*

- As with Rx labels, patients paid attention to the OTC information that is most critical:
  - ✓ Dosage instructions (97%)
  - ✓ Warnings (91%)
  - ✓ Side effects (90%)

## M27ALL - What type of information did you read? Did you read...

*Base: Read Any OTC Labeling Information*

	2011 Rx	Gender		Age (Years)				Household Income (000)			Race/Ethnicity			Hlth. Insur. <Age 65		Monthly Rx Spending	
	Total	Men	Women	18-39	40-54	55-64	65+	<\$40	\$40-74	\$75+	Blk/H	Blk nH	Wht nH	Rx	No Rx	<=\$50	>\$50
UNWEIGHTED BASE	920	395	525	80	209	256	373	286	226	239	117	70	753	472	73	564	307
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>Read Any Type (Net)</i>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>99</b>	<b>99</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Dosage instructions	97	99	96	97	98	96	97	96	99	97	97	97	97	97	98	97	97
Warnings	91	90	91	90	90	91	92	90	92	89	92	98	90	89	97	90	91
Side effects	90	88	90	87	89	90	92	88	89	89	89	98	89	88	91	89	91
Other (specify)	2	2	3	2	1	6	2	3	2	2	2	2	2	3	2	3	2
None of these	0	0	0	-	-	0	1	1	0	-	-	-	0	0	-	0	0
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

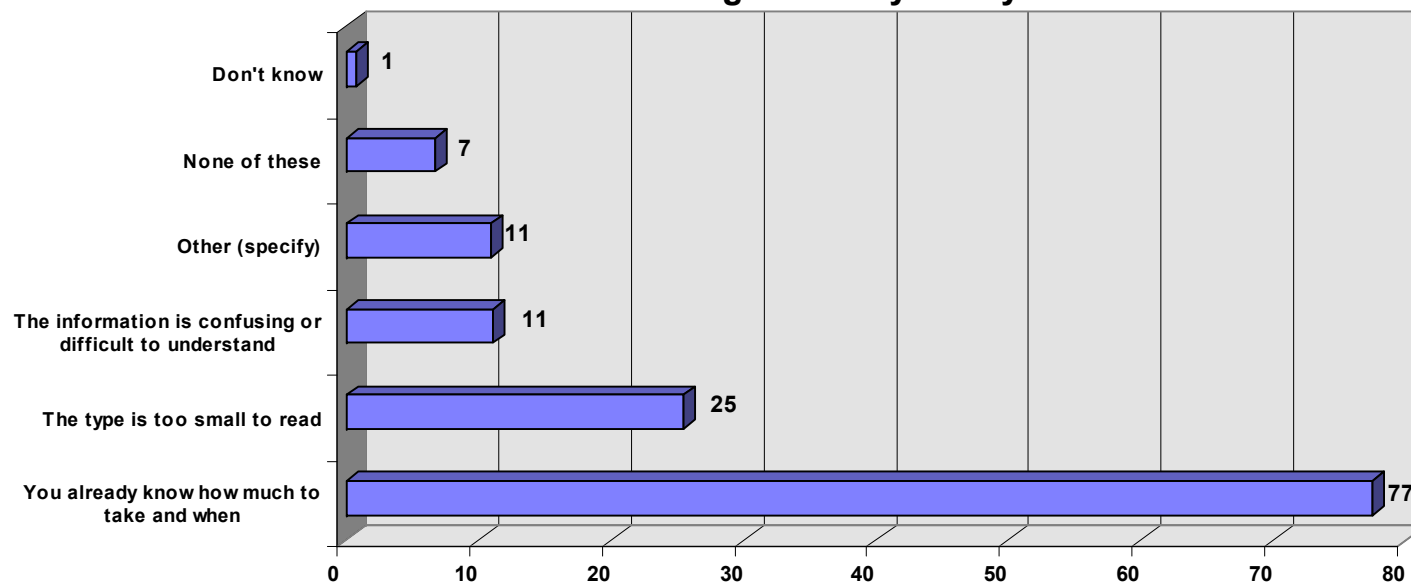


# Reasons for Not Reading OTC Labels

*Base: Did Not Read Any OTC Labeling Info*

- Three-quarters (77%) of those who failed to read an OTC label claimed that they already knew how much to take and when.
- In addition, 25% complained that the type was too small, and 11% could not understand the information.

**M28ALL - Why didn't you read any of the labeling information on the over-the-counter drug? Would you say...**



Base: Did Not Read Any OTC Labeling Information



# Profile

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- **Women outnumbered men slightly in the poll, and the median age of respondents was 54 years.**
- **Overall, 37% of participants reported having at least a four-year college degree, but 31% had no education beyond high school.**
- **Median household income of interviewed consumers was \$51,000, and 33% said they are retired while 27% indicated they are employed full time.**
- **Most respondents (58%) said they are married, and 82% identified themselves as Caucasian.**

## Profile

Base: Currently Take Rx

	2011 WAVE							2010	2009
	Rx Total	Gender		Region				Rx Total	Rx Total
		Men	Women	NthEast	Midwest	South	West		
UNWEIGHTED BASE	1,226	565	661	220	288	460	258	1,154	1,090
	%	%	%	%	%	%	%	%	%
<b>GENDER</b>									
Male	41	100	-	40	42	43	37	43	39
Female	59	-	100	60	58	57	63	57	61
<b>AGE</b>									
18-34	17	19	15	19	19	16	14	13	15
35-44	13	14	12	16	11	13	11	15	14
45-54	21	18	23	18	19	21	26	21	21
55-64	22	23	22	21	25	23	20	22	21
65+	27	26	28	26	26	27	29	28	28
Refused/Nr	0	0	0	-	0	0	-	1	1
MEDIAN (years)	53.9	53.7	53.9	52.6	55.4	55.0	53.8	55.3	53.8
<b>EDUCATION</b>									
Some HS or less	5	5	4	5	4	7	1	7	7
HS graduate	26	28	26	23	25	31	23	24	24
Some college	31	26	34	35	27	28	37	31	30
College grad+ [Net]	37	40	35	35	43	34	38	35	38
College grad	22	20	23	20	24	21	24	20	23
Postgrad degree	15	20	11	15	19	13	14	15	15
Refused/Nr	1	1	1	1	0	1	1	3	2
<b>HOUSEHOLD INCOME</b>									
Under \$25,000	19	18	21	16	19	22	19	20	17
\$25,000 but less than \$50,000	26	23	28	23	31	27	22	25	28
\$50,000 but less than \$75,000	18	18	18	20	18	18	15	19	20
\$75,000 but less than \$100,000	11	13	10	11	12	9	13	12	14
\$100,000 or more	19	21	17	25	14	17	20	16	15
Refused	7	7	7	6	7	6	11	7	7
MEDIAN (000s)	\$51.4	\$57.7	\$48.0	\$60.6	\$47.3	\$48.2	\$56.4	\$50.6	\$52.4

## Profile (cont.)

Base: Currently Take Rx

	2011 WAVE							2010	2009
	Rx	Gender		Region				Rx	Rx
	Total	Men	Women	NthEast	Midwest	South	West	Total	Total
UNWEIGHTED BASE	1,226	565	661	220	288	460	258	1,154	1,090
	%	%	%	%	%	%	%	%	%
Retired	33	34	33	31	33	33	35	32	34
Employed full time	27	34	22	28	31	25	24	30	33
Not currently employed	13	12	13	14	14	14	9	22	18
Employed part time	9	7	11	12	11	8	9	8	7
Self-employed	8	8	8	7	4	8	12	6	7
Homemaker	6	1	9	7	6	6	4	-	-
Student	3	2	4	-	1	4	7	-	-
Refused/Nr	1	1	1	0	1	1	0	1	0
<b>MARITAL STATUS</b>									
Married	58	62	56	59	57	58	58	57	53
Single and never been married	15	17	14	14	17	14	18	14	17
Divorced	11	10	12	10	13	11	11	12	13
Widowed	10	6	13	11	10	10	10	12	10
Separated	2	2	3	5	1	2	1	2	2
Living as married	2	2	2	1	1	3	1	2	3
Refused/Nr	1	1	1	0	1	1	1	1	2
<b>SPANISH/HISPANIC/LATINO</b>									
Yes	11	13	10	12	5	8	23	6	8
No	88	86	89	86	95	91	76	91	90
Prefer not to answer	1	1	1	1	1	1	2	3	2
<b>RACE*</b>									
White/Caucasian	82	83	82	85	86	80	80	81	80
Black/African-American	12	11	12	12	12	17	2	11	10
Asian/Asian-American	1	1	1	0	1	0	3	1	1
Some other race	8	8	7	8	3	6	15	6	8
Refused/Nr	1	1	2	2	0	1	4	4	3
*Multiple responses allowed									
<b>REGION</b>									
North East	20	19	20	100	-	-	-	22	19
Midwest	23	24	22	-	100	-	-	21	23
South	37	39	36	-	-	100	-	36	37
West	20	18	21	-	-	-	100	20	21





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# Appendix: Questionnaire

Please tell me . . .

S8QUAN What is your age? [RECORD NUMBER FROM 18-98, -1 FOR REFUSED]

[IF S8QUAN REFUSED, ASK]

S8 Please tell me, which of the following ranges best fits your age? [READ LIST]

- |    |             |
|----|-------------|
| 01 | 18-20       |
| 02 | 21-24       |
| 03 | 25-29       |
| 04 | 30-34       |
| 05 | 35-39       |
| 06 | 40-44       |
| 07 | 45-49       |
| 08 | 50-54       |
| 09 | 55-59       |
| 10 | 60-64       |
| 11 | 65-69       |
| 12 | 70-74       |
| 13 | 75 or older |
| 99 | REFUSED/NR  |

On another subject . . .

M1 Do you CURRENTLY take any prescription medicines? Prescription medicines could include pills, inhalers, injections, infusions, patches, eye or ear drops or skin creams or lotions.

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

IF TAKE PRESCRIPTION MEDICINES, M1 [01], CONTINUE. ALL OTHERS SKIP TO NEXT SECTION
---

M2 What is THE TOTAL NUMBER of prescription medicines that you REGULARLY take?  
(RECORD NUMBER. RANGE IS 0-99, DON'T KNOW, REFUSED)

[ASK IF M2 (1-99)]

M3 How much do you spend out of pocket for a month's supply of ALL your prescription medicines that you regularly take? Would you say . . .  
(READ LIST. RECORD ONE ANSWER)

- 01 Less than \$1
- 02 \$1 to \$20
- 03 \$21 to \$50
- 04 \$51 to \$75
- 05 \$76 to \$100
- 06 \$101 to \$300
- 07 \$301 to \$400
- 08 \$401 to \$500
- 09 More than \$500
- 98 DON'T KNOW
- 99 REFUSED

M4 Have you ever heard of generic prescription medicines?

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M2 (1-99) AND M4 (01)]

M5 And how many of the [INSERT ANSWER FROM M2 (1-99)] prescription medicines you regularly take are generic drugs?  
(RECORD NUMBER. RANGE IS 0-ANSWER IN M2, DON'T KNOW, REFUSED)

M6 In the PAST YEAR have you done any of the following?  
[RANDOMIZE ITEMS]

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED
  
- A. Put off a doctor's visit because of cost
- B. Declined a medical test because of cost
- C. Put off a medical procedure because of cost
- D. Skipped filling a prescription because of cost
- E. Skipped a scheduled dosage of a prescribed medication, NOT at your physician's or pharmacist's direction, to save money
- F. Cut prescribed pills in half, NOT at your physician's or pharmacist's direction, to save money
- G. Shared a prescription with someone else to save money
- H. Taken an expired medication
- I. Ordered a prescription drug from an online pharmacy outside the U.S.
- J. Used a manufacturer's coupon to get a discount on or free trial of a prescription drug

M7 And in the PAST 12 MONTHS have you ever asked your doctor about switching any of your prescription medicines for any of the following reasons?  
(READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)  
[RANDOMIZE]

- 01 You wanted a less expensive medicine
- 02 You wanted a medicine that was covered by your insurance
- 03 You wanted a medicine that is easier to take, for example, a daily dose
- 04 You wanted a medicine with fewer side effects
- 05 You wanted a more effective medicine
- 06 You wanted a medicine that was safer to take with your other prescriptions
- 95 Some other reason [SPECIFY]
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

M8 I am going to read you several statements. For each please tell me how valuable that type of information is to you.

Would you say it is very valuable, somewhat valuable, of little value or of no value?

[RANDOMIZE STATEMENTS]

- 01 Very valuable
- 02 Somewhat valuable
- 03 Of little value
- 04 Of no value
- 98 DON'T KNOW
- 99 REFUSED

- A. How medications for the same condition compare in effectiveness
- B. The side effects of the medicine
- C. Whether the medicine causes a problem with other medicines you are taking
- D. Price of the medicine compared to other drugs like it
- E. The safety of a prescription medicine
- F. Whether your doctor accepts money or gifts from drug companies
- G. How long the drug has been on the market

M8AA In the PAST SIX MONTHS, did you begin taking a prescription medicine that you had not taken before?

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M8AA (01)]

M8BB When your doctor prescribed that new medicine for the first time, did you have a discussion about the possible side effects. . .

(READ LIST. RECORD AS MANY AS APPLY FOR 01-02. WAIT FOR YES OR NO FOR EACH)

[ROTATE 01-02]

- 01 With the doctor
- 02 With the pharmacist when you picked up the prescription
- 03 Or, did you not have any discussion with the doctor or pharmacist
- 98 DON'T KNOW
- 99 REFUSED

**M8CC OMITTED**

IF HEARD OF GENERIC DRUGS, M4 [01], CONTINUE. ALL OTHERS SKIP TO M12
---

M9 I am going to read you several statements regarding generic drugs.

For each statement please tell me if you agree completely, agree somewhat, disagree somewhat or disagree completely.

[RANDOMIZE STATEMENTS]

- 01 Agree completely
- 02 Agree somewhat
- 03 Disagree somewhat
- 04 Disagree completely
- 98 DON'T KNOW
- 99 REFUSED

- A. Generic drugs are not as effective as brand name drugs
- B. Generic drugs have different side effects than brand name drugs
- C. Generic drugs are not as safe as brand name drugs
- D. I do not trust generic drugs as much as brand name drugs
- E. Generic drugs do not have to meet the same federal standards as brand name drugs

M10 How often does your doctor recommend generic drugs over brand name drugs?

Please tell me if your doctor ALWAYS, USUALLY, SOMETIMES, or NEVER recommends generic drugs over brand name drugs.

- 01 ALWAYS
- 02 USUALLY
- 03 SOMETIMES
- 04 NEVER
- 98 DON'T KNOW
- 99 REFUSED

M11 OMITTED

M11A If a brand name medication that you were taking became available in a generic version, how willing would you be to switch to the generic version? Would you be . . .

(READ ENTIRE LIST BEFORE RECORDING ONE ANSWER)

- 01 Very willing
- 02 Somewhat willing
- 03 Not willing at all
- 98 DON'T KNOW
- 99 REFUSED

M12 Thinking about the LAST time you got a new prescription, when did you find out how much it would cost? Would you say . . .

(READ ENTIRE LIST BEFORE RECORDING ONE ANSWER)

- 01 During the doctor visit
- 02 When you dropped off the prescription at the pharmacy
- 03 When you picked up the prescription at the pharmacy
- 04 When you ordered the drug from a mail-order pharmacy or web pharmacy
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

M13 Have you EVER requested a prescription drug from your doctor that you saw or heard advertised? Would you say . . .

(READ LIST. RECORD ONE ANSWER)

- 01 Yes, in the PAST 12 MONTHS
- 02 Yes, ever (INTERVIEWER: DO NOT READ THIS OPTION IF 'YES' TO PAST 12 MONTHS)
- 03 Or, no, never (INTERVIEWER: DO NOT READ THIS OPTION IF 'YES' TO EITHER OF FIRST TWO RESPONSES)
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M13 (01-02)]

M14 And did your doctor prescribe the advertised drug that you requested?

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

M15 Has your doctor given you free samples of prescription drugs that they had in their office? Would you say . . .

(READ LIST. RECORD ONE ANSWER)

- 01 Yes, in the PAST 12 MONTHS
- 02 Yes, ever (INTERVIEWER: DO NOT READ THIS OPTION IF 'YES' TO PAST 12 MONTHS)
- 03 Or, no, never (INTERVIEWER: DO NOT READ THIS OPTION IF 'YES' TO EITHER OF FIRST TWO RESPONSES)
- 98 DON'T KNOW
- 99 REFUSED

M16 I am going to read you several statements.

For each please tell me if you agree completely, agree somewhat, disagree somewhat or disagree completely.

[RANDOMIZE STATEMENTS]

- 01 Agree completely
- 02 Agree somewhat
- 03 Disagree somewhat
- 04 Disagree completely
- 98 DON'T KNOW
- 99 REFUSED

- A. Pharmaceutical companies have too much influence on the drugs that doctors prescribe
- B. The drugs that doctors prescribe are influenced by gifts from pharmaceutical companies
- C. Doctors tend to prescribe the newer, more expensive drugs
- D. Doctors don't consider a patient's ability to pay when they prescribe a drug
- E. Doctors are too eager to prescribe a drug rather than consider alternate methods of managing a condition
- F. I cannot rely on the doctor's advice alone to choose the best medication for me

M17 Pharmaceutical companies use several common practices in dealing with doctors. For each of the following, please tell me how concerned you are that this practice may inappropriately influence a doctor to prescribe a pharmaceutical company's drug over other available treatments.

Would you say you are very concerned, somewhat concerned, somewhat unconcerned, or totally unconcerned?

[RANDOMIZE ITEMS]

- 01 Very concerned
- 02 Somewhat concerned
- 03 Somewhat unconcerned
- 04 Totally unconcerned
- 98 DON'T KNOW
- 99 REFUSED

- A. OMITTED
- B. Paying doctors to speak at industry conferences
- C. Paying doctors to provide testimonials or serve as spokespersons for a drug
- D. Providing doctors with things like pens or pads with the company logo
- E. OMITTED
- F. Buying meals for the doctor and their staff
- G. Providing doctors with posters or literature featuring the company's drug
- H. OMITTED
- I. Providing free samples of their drugs to doctors
- J. Rewarding doctors who write a lot of prescriptions for the company's drugs



M18 During the PAST YEAR have you done any of the following in order to pay for your prescription medications? Have you . . .  
(READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)  
[RANDOMIZE]

- 01 Spent less on entertainment and dining out
- 02 Spent less on groceries
- 03 Cut your contributions to charities
- 04 Taken a second job
- 05 Spent less on your family
- 06 Applied for government assistance
- 07 Used the Internet to find cheaper medications
- 08 Gone to a discount pharmacy
- 09 Used your credit card more often
- 10 Postponed paying other bills
- 11 Postponed retirement to maintain your health insurance coverage
- 12 Spent less on clothing
- 13 Put off a career change or starting your own business to maintain your health insurance coverage
- 14 Asked your doctor or pharmacist if there's a less expensive generic version of your brand name medication
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF S8 (01-10)]

M19 Are you now covered by any form of health insurance or health plan that helps you pay for your prescription drugs?

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

M20- OMITTED  
M22

#### M23-M28 – NEW QUESTIONS

M23 The medicines you buy are accompanied by information, which may appear on the container, on the outside or inside the package, and may also be provided by the pharmacist. In the PAST 12 MONTHS, have you read any of the labeling information on a prescription drug that you purchased?

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M23 (01)]

M24 What type of information did you read? Did you read . . .  
(READ LIST RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)  
[RANDOMIZE]

- 01 Dosage instructions
- 02 Side effects
- 03 Warnings
- 95 OTHER (SPECIFY)
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M23 (02)]

M25 Why didn't you read any of the labeling information on the prescription drug? Would you  
say . . .  
(READ LIST RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)  
[RANDOMIZE]

- 01 You already know how much to take and when
- 02 The information is confusing or difficult to understand
- 03 The type is too small to read
- 95 OTHER (SPECIFY)
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

M26 In the PAST 12 MONTHS, have you read any of the labeling information on an over-the-counter  
medicine that you purchased?

- 01 YES
- 02 NO
- 97 DON'T BUY OVER-THE-COUNTER MEDICINE
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M26 (01)]

M27 What type of information did you read? Did you read . . .  
(READ LIST RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)  
[RANDOMIZE]

- 01 Dosage instructions
- 02 Side effects
- 03 Warnings
- 95 OTHER (SPECIFY)
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

[ASK IF M26 (02)]

M28 Why didn't you read any of the labeling information on the over-the-counter drug? Would you say . . .

(READ LIST RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)

[RANDOMIZE]

- 01 You already know how much to take and when
- 02 The information is confusing or difficult to understand
- 03 The type is too small to read
- 95 OTHER (SPECIFY)
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED