

Doctor Promotional Activities Survey

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| | | | | | |
|-----------|--|------------------------|------------------------|--------------------------|----------------------------|
| Q1 | Do you have a doctor that you go to for most routine medical problems? | All Respondents | | | |
| | Yes | 79% | | | |
| | No | 21% | | | |
| | Base | 1250 | | | |
| Q2 | Is this doctor male or female? | | | | |
| | Male | 67% | | | |
| | Female | 33% | | | |
| | Base (Had Doctor in Q1) | 986 | | | |
| Q3 | Do you think it is very common, somewhat common or not at all common for pharmaceutical drug companies to do each of the following? | | | | |
| | | Very Common | Somewhat Common | Not at all Common | Don't Know/Not Sure |
| A | Give doctors free samples of their drugs | 71% | 15% | 9% | 5% |
| B | Pay doctors to give speeches or presentations to other doctors about diseases and their possible treatments, but NOT about any specific drugs | 27% | 37% | 18% | 18% |
| C | Pay doctors to give speeches or presentations to other doctors about the effectiveness of their drugs | 40% | 18% | 14% | 16% |
| D | Buy meals for doctors and their staffs | 39% | 18% | 20% | 15% |
| | Base | 1250 | | | |

Some doctors take payments from drug companies in exchange for promoting the benefits of those companies' drugs to other doctors in presentations at conventions and conferences.

Q4 Do you approve or disapprove of doctors taking such payments in exchange for promoting specific drugs to other doctors?

| | |
|----------------------------|-------------|
| Approve | 18% |
| Disapprove | 74% |
| Don't Know/Not Sure | 8% |
| Base | 1250 |

Q5 Over the PAST FIVE YEARS, have you been told by a doctor you saw for medical treatment that he or she has taken payments from drug companies?

| | |
|----------------------------|-------------|
| Yes | 2% |
| No | 95% |
| Don't Know/Not Sure | 3% |
| Base | 1250 |

Q6 Would you feel comfortable asking a doctor who is about to prescribe a drug for you if he or she has taken payments from the drug company that manufactures that drug?

| | |
|----------------------------|-------------|
| Yes | 54% |
| No | 40% |
| Don't Know/Not Sure | 5% |
| Base | 1250 |

Q7 Do you think doctors should tell their patients about payments they've received from a company whose drugs they are about to prescribe?

| | |
|---------------------|-----|
| Yes | 70% |
| No | 25% |
| Don't Know/Not Sure | 5% |

| | |
|------|------|
| Base | 1250 |
|------|------|

Q8 In general, how concerned would you be about the quality of treatment or advice you would get from a doctor who took payments from drug companies? Would you be . . .

| | |
|---------------------|-----|
| Very Concerned | 37% |
| Somewhat Concerned | 40% |
| Not Very Concerned | 20% |
| Don't Know/Not Sure | 3% |

| | |
|------|------|
| Base | 1250 |
|------|------|

Q9

At about what level of payments from a drug company, if any, would you feel concerned that a doctor's judgment might be influenced by the dollars he or she has taken from that company? Would you be concerned if the doctor took . . .

Note: Responses exclude 5% who did not know or were not sure.

| | |
|---------------------------------|-----|
| As little as \$10 | 37% |
| \$500 | 14% |
| \$1,000 | 8% |
| \$5,000 | 8% |
| \$10,000 | 6% |
| \$25,000 | 2% |
| \$50,000 | 4% |
| \$100,000 | 7% |
| Not Feel Concerned at any Level | 13% |

1180

Q10 In your opinion, how often do you think doctors who take payments from a drug company would be biased enough by the money taken to prescribe that company's drug EVEN IF that drug was no better and/or more expensive than an alternative drug that was available? Would you say . . .

(READ LIST. RECORD ONE ANSWER)

| | |
|----------------------------|-------------|
| Always or almost always | 36% |
| More than half of the time | 15% |
| About half of the time | 20% |
| Less than half of the time | 10% |
| Never or almost never | 11% |
| Don't Know/Not Sure | 9% |
| Base | 1250 |

Q11 Now think about the doctor you see most frequently. If your doctor took payments from a drug company, how often do you think he or she would be biased enough by the money taken to prescribe that company's drug EVEN IF that drug was no better and/or more expensive than an alternative drug that was available? Would you say .

| | |
|--------------------------------|------------|
| Always or almost always | 26% |
| More than half of the time | 8% |
| About half of the time | 17% |
| Less than half of the time | 10% |
| Never or almost never | 29% |
| Don't Know/Not Sure | 10% |
| Base (Had Doctor in Q1) | 986 |