
Public Health Impact of Direct-to-Consumer
Advertising of Prescription Drugs,
July 2001–January 2002: [United States]

Joel Weissman

ICPSR 3687

Public Health Impact of Direct-to-Consumer Advertising of
Prescription Drugs, July 2001-January 2002:
[United States]

(ICPSR 3687)

Principal Investigator

Joel Weissman
Harvard Medical School

First ICPSR Version
April 2003

Inter-university Consortium for
Political and Social Research
P.O. Box 1248
Ann Arbor, Michigan 48106

BIBLIOGRAPHIC CITATION

Publications based on ICPSR data collections should acknowledge those sources by means of bibliographic citations. To ensure that such source attributions are captured for social science bibliographic utilities, citations must appear in footnotes or in the reference section of publications. The bibliographic citation for this data collection is:

Weissman, Joel. PUBLIC HEALTH IMPACT OF DIRECT-TO-CONSUMER ADVERTISING OF PRESCRIPTION DRUGS, JULY 2001-JANUARY 2002: [UNITED STATES] [Computer file]. ICPSR version. Youngstown, OH, and Rochester, NY: Harris Interactive [producer], 2002. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2003.

REQUEST FOR INFORMATION ON USE OF ICPSR RESOURCES

To provide funding agencies with essential information about use of archival resources and to facilitate the exchange of information about ICPSR participants' research activities, users of ICPSR data are requested to send to ICPSR bibliographic citations for each completed manuscript or thesis abstract. Please indicate in a cover letter which data were used.

DATA DISCLAIMER

The original collector of the data, ICPSR, and the relevant funding agency bear no responsibility for uses of this collection or for interpretations or inferences based upon such uses.

DATA COLLECTION DESCRIPTION

Joel Weissman

Public Health Impact of Direct-to-Consumer Advertising of Prescription Drugs, July 2001-January 2002: [United States] (ICPSR 3687)

SUMMARY: Using patient self-reports, this study addressed three major questions: (1) What sorts of conditions or problems are discussed during physician visits that include a discussion about a Direct to Consumer (DTC) Advertising drug? (2) What actions are taken by physicians, including additional tests and treatments, as a result of these visits? and, (3) Do outcomes of care differ according to whether the patient takes the DTC drug that was discussed during the visit or some other drug? Survey questions focused on five main topics: health status and utilization, experience with DTC advertising, visits to doctor to discuss information, outcomes, and health insurance. Respondents were asked to describe their overall health, the estimated time since their last doctor visit, whether they currently took any prescription medications, and from what sources and how often they received medical information. Respondents were also questioned on whether they were familiar with prescription drug advertisements, in what media they had seen such advertisements, whether friends had ever mentioned such advertisements to them, whether those advertisements had provided useful information, and whether such advertisements had ever prompted them to speak to a doctor about taking a prescription drug. Respondents were also queried on the primary ailment about which they had spoken to their doctor, whether their doctor had ever prescribed a drug or drugs to treat that ailment, whether that drug was the same drug they had seen in advertisements, and whether they had filled and taken that prescription. Additional questions were asked of the respondents regarding the results of taking the prescribed drug, satisfaction with the drug's performance, whether they experienced any side effects from the drug, and whether the drug affected their ability to work. Those surveyed were also asked whether they had health insurance and whether that insurance paid in part or in full for their prescription drugs. Background information includes sex, age, race, marital status, employment status, education level, and income level.

UNIVERSE: Adults aged 18 and older living in the continental United States with telephones.

SAMPLING: A nationally representative sample, using random-digit dialing. Participants were selected using the youngest male adult technique.

NOTE: The codebook is provided by ICPSR as a Portable Document Format (PDF) file. The PDF file format was developed by Adobe Systems Incorporated and can be accessed using PDF reader software, such as the Adobe Acrobat Reader. Information on how to obtain a copy of the Acrobat Reader is provided on the ICPSR Web site.

EXTENT OF COLLECTION: 1 data file + SAS data definition statements + SPSS data definition statements

EXTENT OF PROCESSING: MDATA.PR/ DDEF.ICPSR/ REFORM.DOC

DATA FORMAT: Logical Record Length with SAS and SPSS data definition statements and SPSS portable file

File Structure: rectangular

Cases: 3,000

Variables: 179

Record Length: 1,432

Records Per Case: 1

**CONSUMER REPORTS ON THE HEALTH EFFECTS OF
DIRECT-TO-CONSUMER ADVERTISING OF
PRESCRIPTION DRUGS**

Joel S. Weissman, Ph.D.

David Blumenthal, MD

Alvin J. Silk, Ph.D.

Kinga Zapert, Ph.D.

Michael Newman, MPP

Robert Leitman, MA

February 12, 2003

METHODOLOGY

Sample Design

Harris Interactive conducted a 20-minute telephone interview with a nationally representative sample of 3000 adults 18 years of age or older. The interviews were conducted from the Harris Interactive telephone centers in Rochester, New York and Youngstown, Ohio between July 9th, 2001 and January 16th, 2002. The study relied upon a stratified sampling process to produce representative samples of persons in telephone households in the continental United States (excluding Alaska and Hawaii). Households were selected through computerized random digit dialing (RDD) generated through the Genesys Sampling System. This selection process assured that the number of households assigned to each exchange in the “community” was based on the proportion of households in that exchange. This sample design ensured proper representation of households in different regions of the country and in central city, suburban, and rural areas. The use of random-digit selection procedures also assures sample representation of persons in households with telephone numbers “listed” in telephone directories, as well as persons in households with telephone numbers that are “unlisted.”¹

To ensure a random selection of respondents at the household level, participants were selected based on the “youngest male adult” technique that screens for the youngest adult male adult, 18 years of age or older, living in the household.

Incidence Rates

The interview length varied depending on whether or not a respondent had seen a direct-to-consumer prescription drug advertisement (DTCA), talked to a physician about information presented in a DTCA, and the outcome of the discussion. All respondents were asked about their health status and utilization. As Table 1 shows, 87% of adults have seen an advertisement or been told about an advertisement by a friend or a relative. These respondents were asked about their general views of DTCA and the impact of the ads on health behaviors. Approximately one-third (35%) of adults discussed an advertised drug with their physician. These respondents were asked detailed questions about physicians’ recommendations that resulted from these conversations, including whether or not they received a prescription. Approximately, one-fifth (22%) of respondents received a prescription, filled the prescription and took the drug as prescribed by their physician. These respondents were asked about health outcomes associated with the drug they used.

¹ Some households are “unlisted” as the result of a request for an unlisted phone number by the telephone subscriber. Other households are “unlisted” in the published directory because the telephone number was assigned after the publication date of the directory. Samples that are restricted to directory listed numbers only may contain serious sample biases because of the exclusion of various types of unlisted households.

Table 1
Incidence Rates for Section Completion by Sample Type

Un-weighted data	N	%
Seen or heard or have been told about an advertisement for a prescription drug	2601	87
Seen or heard an advertisement for a prescription drug	2563	85
Talked to physician during visit about health information from a DTCA	1039	35
Prescribed a prescription drug after DTCA discussion and took the drug as prescribed	650	22

Data Collection & Survey Procedures

The Use of Computer Assisted Telephone Interviewing

The Harris computer assisted telephone interviewing system (CATI) permits on-line data entry and editing of telephone interviews. Questionnaires are programmed into the system with the following checks:

1. Question and response series
2. Skip patterns
3. Question rotation
4. Range checks
5. Mathematical checks
6. Consistency checks
7. Special edit procedures

The CATI system reduces clerical error by eliminating the need for keypunching, since interviewers enter the respondents' answers directly into a computer during the interview itself. For questions with pre-coded responses, the system only permits answers within a specified range; for example, if a question has three possible answer choices (e.g., "Provides", "Does not provide", "Not sure"), the CATI system will only accept coded responses corresponding to these choices. All data are tabulated, checked for internal consistency and processed by computer. A series of computer-generated tables is then produced for each sample group showing the results of each survey question, both by the total number of respondents and by important subgroups.

Telephone Interviewing Procedures

All survey data collection was conducted from Harris' telephone research centers in Rochester, New York and Youngstown, Ohio. Interviews were offered in English or Spanish. Harris' professional interviewing staff conducted the interviewing for this study and quality was continuously monitored by the supervisory staff. Through direct supervision of the interviewing staff and continuous monitoring of the interviews, a uniformity of responses was achieved that could not have been obtained by other interviewing methods.

Interviewer Training

Interviewers received 2-day project specific training to familiarize them with the survey instrument, practice techniques to overcome refusals and boost participation.

Mailings

In order to maximize the response rate, non-respondents for whom we could match an address with a telephone number were sent a letter explaining the purpose of the survey and encouraging them to participate. Respondents were offered a \$10 incentive upon completion of the survey. A total of seven mailings took place between July 23, 2001 and December 12, 2001. In addition, approximately halfway through data collection mailing packages that included another letter and a \$2 check were sent to 557 non-responders as an additional incentive.

Two different types of letter were sent, one to households who had a “phone butler” which had prevented any direct telephone contact, and one to households without any kind of call blocking system. The “phone butler” letter explained that Harris had been calling and had been unable to get through and encouraged the householder to call a toll-free number. The “non-phone butler” letter reminded the householder that they may have spoken to someone from Harris about the survey and also encouraged them to call in or agree to participate in the survey next time an interviewer telephoned them.

Editing and Cleaning the Data

The data processing staff performed computerized edits and additional cleaning for the entire data set. Our edit programs act as a verification of the skip instructions and other data checks that are written into the CATI program. The edit programs list any errors by case number, question number and type. These are then resolved by senior electronic data processing personnel, who inspect the original file and make appropriate corrections. Complete records are kept of all such procedures.

Response Rate

Sample Disposition and Raw Response Rate

Table 4 presents the final disposition of the two samples. The total sample of telephone numbers was 11,715. Slightly more than half (52%) of the original numbers obtained were ineligible either because they not working residential numbers (51%) or because of a language barrier (1%)².

The raw response rate is calculated by dividing the total number of interviews by the total sample minus all the ineligible numbers.

Raw response rate calculation:
$$\frac{\text{Completes}}{\text{Total Sample} - \text{Not Eligible}}$$

Raw response rate:
$$\frac{3000}{11715 - 6094} = 53.37\%$$

² Note: interviews were conducted in English and Spanish. A language barrier was recorded when the selected respondent spoke neither of these languages.

Table 4: Call Disposition by Sample Type

	N
Interviews	3000
Eligible - no interview	
Qualified Refusal (after screener)	142
Qualified Callback (after screener)	364
Subtotal	506
Not eligible WRN	
Language Barrier	113
No one over 18 in household	0
Subtotal	113
WRN eligibility unknown	
Initial Callback (during preamble)	911
Not Available	1
Phone Butler (Call Rejected)	463
Subtotal	1375
Unknown if WRN (no contact)	
15 consecutive no answer/phone busy ³	
No answer/answering machine/line busy	740
Subtotal	740
Not WRN	
Business	1650
Phone Disconnect	3696
Fax Machine/Computer Tone	578
Cell phone/pay phone	57
Subtotal	5981
Total Sample	11715

WRN = Working residential number

³ Please note, some of these numbers were answered at some point in the dialing history, however, the last 15 calls were either “no answer” or “phone busy” and therefore these numbers are considered “dead”.

Adjusted Response Rate

We were unable to determine the eligibility of some phone numbers in the sample. In some cases (N=740) we were unable to determine if the phone numbers was a working residential number. In other cases (N=1,375) we were able to identify the phone number as a working residential number but we were unable to verify the eligibility of a household member. The raw response rate was adjusted to account for the likelihood that a certain proportion of these two groups of phone numbers would be ineligible for this study. After making these adjustments, a final response rate of 58% was calculated. This section explains in detail the adjustments.

Table 5 groups the sample disposition codes into four main groups: completes; working residential numbers (WRN) with an eligible respondent identified or where the eligibility of the respondent is unknown; ineligible numbers; and numbers where it is unknown whether it is a residential household or not.

Table 5
Summary Disposition

Completes	3000
A. WRN eligible & eligibility unknown	
B. WRN Eligible	506
C. WRN Eligibility unknown	1375
Subtotal	1881
D. Unknown if WRN	
740	
E. Not eligible	
F. Not WRN	5981
G. Not eligible WRN	113
Subtotal	6094
Full Sample	11715

Two ratios were calculated to adjust the raw response rate:

P1: The Eligibility Ratio - the proportion of working residential numbers that are eligible.

This ratio was applied to numbers that are known to be working residential numbers but it is unknown whether or not they are eligible (row C)

P2: The WRN Ratio – the proportion of numbers in an RDD sample that are working residential numbers. This ratio was applied to numbers for which it is unknown whether they are households (row D).

The final response rate was calculated in the following way.

$$\begin{aligned} \text{P1: Eligibility ratio} &= \frac{\text{Completes} + \text{WRN eligible}}{\text{Completes} + \text{WRN eligible} + \text{Not eligible WRN}} \\ &= \frac{3000 + 506}{3000 + 506 + 113} = \mathbf{96.88\%} \end{aligned}$$

$$\begin{aligned} \text{P2: WRN ratio} &= \frac{\text{Completes} + \text{WRN eligible \& Eligibility unknown}}{\text{Completes} + \text{WRN eligible \& Eligibility unknown} + \text{Not eligible}} \\ &= \frac{3000 + 1881}{3000 + 1881 + 6094} = \mathbf{45.50\%} \end{aligned}$$

Adjusted Response Rate =

$$\begin{aligned} &\frac{\text{Completes}}{\text{Completes} + \text{WRN eligible} + (\text{P1} \times \text{WRN Eligibility unknown}) + (\text{P2} \times \text{Unknown if WRN})} \\ &= \frac{3000}{3000 + 506 + (0.9668 \times 1375) + (0.4550 \times 740)} = \mathbf{57.97\%} \end{aligned}$$

Weighting the Data

The survey data were weighted by age, race, education, health insurance status (insured or uninsured), household size and gender to reflect the demographic composition of the U.S. population using the *March 2001 Current Population Survey* from the U.S. Census Bureau.

Table 6 presents the demographic profile of the unweighted and weighted data.

Table 6 Comparison of Weighted and Unweighted Data		
	Unweighted	Weighted
Base	3000	3000
Sex		
Male	48	48
Female	52	52
Age		
18-24	10.8	14.5
25-34	17.0	17.6
35-44	20.5	20.9
45-54	19.2	18.2
55-64	13.3	12.2
65 +	18.6	16.1
Race		
White (non-Hispanic)	75.8	71.7
Black (non-Hispanic)	9.8	11.7
Hispanic	8.0	10.5
Education		
Less than HS Graduate	8.7	11.1
HS Graduate	29.4	38.5
Some College	22.8	27.0
College 4 years	27.4	16.4
Post Graduate	11.3	6.6
Health Insurance		
Insured	87.6	83.1
Uninsured	12.1	16.6
Adults in Household		
1	30.3	16.4
2	51.6	56.3
3 or more	17.3	26.5

Reliability of Survey Percentages

The results from any survey are subject to sampling variation. The magnitude of this variation is measurable and is affected both by the number of interviews involved and by the level of the percentages expressed in the results.

Table A-1 shows the range of sampling variation that applies to percentage results for this survey. The chances are 95 in 100 that the survey results do not vary, plus or minus, by more than the indicated number of percentage points, from the results that would have been obtained had interviews been conducted with all persons in the universe represented by the sample.

For example, if the response for a sample size of 200 were 30%, then in 95 out of 100 cases the response of the total population would be between 24% and 36%. Note that survey results based on subgroups of a small size can be subject to large sampling error.

Sampling tolerances are also involved in the comparison of results from different surveys or from different parts of a sample (subgroup analysis). Table A-2 shows the percentage difference that must be obtained before a difference can be considered statistically significant. These figures, too, represent the 95% confidence level.

For example, suppose one group of 100 has a response of 34% "yes" to a question, and an independent group of 50 has a response of 28% "yes" to the same question, for an observed difference of 6 percentage points. According to the table, this difference is subject to a potential sampling error of 16 percentage points. Since the observed difference is smaller than the sampling error, the observed difference is not significant.

Sampling error is only one type of error encountered in survey research. Survey research is also susceptible to other types of error, such as data handling error and interviewer recording error. The procedures followed by Harris Interactive, however, keep errors of these kinds to a minimum.

Table A-1
Approximate Sampling Tolerances (at 95% Confidence) to
Use in Evaluating Percentage Results Appearing in This Report

Number of People Asked Question on Which Survey Result is Based	Survey Percentage Result at 10% or 90%	Survey Percentage Result at 20% or 80%	Survey Percentage Result at 30% or 70%	Survey Percentage Result at 40% or 60%	Survey Percentage Result at 50%
500	3	4	4	4	4
400	3	4	4	5	5
300	3	5	5	6	6
200	4	6	6	7	7
100	6	8	9	10	10
50	8	11	13	14	14

Table A-2
Approximate Sampling Tolerances (At 95% Confidence) To Use in Evaluating
Differences between Two Percentage Results Appearing in This Report

Approximate Sample Size of Two Groups Asked Question on Which Survey Result is Based	Survey Percentage Result at 10% or 90%	Survey Percentage Result at 20% or 80%	Survey Percentage Result at 30% or 70%	Survey Percentage Result at 40% or 60%	Survey Percentage Result at 50%
500 vs. 500	4	5	6	6	6
200	5	7	8	8	8
100	6	9	10	11	11
50	9	12	13	14	15
200 vs. 200	6	8	9	10	10
100	7	10	11	12	12
50	9	12	14	15	15
100 vs. 100	8	11	13	14	14
50	10	14	16	17	17
50 vs. 50	12	16	18	19	20

APPENDIX A
QUESTIONNAIRE

HARRIS INTERACTIVE INC

PUBLIC HEALTH IMPACT OF PRESCRIPTION DRUG ADVERTISING

Field Period: July 5, 2001 – January 16, 2002

SUBJECTS FOR QUESTIONNAIRE

- Section 200: Health Status and Utilization
- Section 400: Experience with DTC Advertising
- Section 600: Visit to Doctor to Discuss Information
- Section 700: Outcomes
- Section 800: Health Insurance
- Section 100: Demographics

SECTION 200: HEALTH STATUS AND UTILIZATION

BASE: POTENTIAL RESPONDENTS

Q201 Hello, I'm _____ . On behalf of Harvard Medical School we're conducting a survey on health issues. In appreciation of your time, we would like to offer you an honorarium of \$10.00 if you qualify and complete this study. I'd like to speak to the youngest male in this household 18 or over who is at home now. Would that be you or someone else? (USE YOUNGEST MALE/ YOUNGEST FEMALE SELECTION METHOD)

(IF NEEDED: The survey takes 15 minutes on average.)

(IF NEEDED: All individual responses will be kept completely confidential. All findings will be analyzed in the aggregate only and no one will have access to your individual responses.)

(IF NEEDED: Harris Poll and its partners want to know how people in the United States make decisions about health care, and how Americans feel about the health care available to them.)

(IF NEEDED: Harris Poll is a national, independent research organization. Harris Poll conducts a lot of research in the area of health and health care.)

(IF NEEDED: Harvard Medical School is part of Harvard University in Boston, Massachusetts.)

(IF NEEDED: Your telephone number was randomly generated by our computer system.)

(INTERVIEWER NOTE: REPEAT TO NEW RESPONDENT IF NECESSARY)

- | | |
|-----------------------------|-------------------|
| 1 Continue | JUMP TO Q210 |
| 2 Not available - call back | SCHEDULE CALLBACK |
| 8 Not sure | TERMINATE |
| 9 Decline to answer | TERMINATE |

BASE: ALL QUALIFIED RESPONDENTS

(INTERVIEWER OBSERVATION)

Q210 Respondent sex:

- | | |
|----------|----|
| 1 Male | 48 |
| 2 Female | 52 |

BASE: ALL QUALIFIED RESPONDENTS

Q214 Overall, how would you describe your health – excellent, very good, good, fair or poor?

1	Excellent	21
2	Very good	30
3	Good	31
4	Fair	12
5	Poor	5
8	Not sure (v)	*
9	Decline to answer (v)	*

BASE: ALL QUALIFIED RESPONDENTS

Q218 How long has it been since the last time you saw a doctor where you talked about a health condition or concern of your own, not for a child or parent or someone else? We're interested in your last non-emergency visit to a doctor.

1	Within the last three months	52
2	More than three months, but less than one year ago	25
3	More than one year ago	23
8	Not sure (v)	*
9	Decline to answer (v)	*

BASE: ALL QUALIFIED RESPONDENTS

Q220 Do you have a regular doctor that you usually go to when you are sick or need medical advice?

1	Yes, have a regular doctor	80
2	No, don't have a regular doctor	20
8	Not sure (v)	*
9	Decline to answer (v)	*

BASE: ALL QUALIFIED RESPONDENTS

Q230 In this survey, we will be asking a number of questions about prescription drugs and over-the-counter drugs. Prescription drugs are medicines that you can only get with a doctor's written orders. Over-the-counter medicines are drugs that you can buy without written orders from a doctor. Do you currently take any prescription drug on a regular basis?

1	Yes	49
2	No	50
8	Not sure (v)	*
9	Decline to answer (v)	*

BASE: ALL QUALIFIED RESPONDENTS

Q254 Have you ever been told by a doctor or another health professional that you have any of the following conditions (READ EACH ITEM)?

	1	2	8	9
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Decline to Answer</u>
[RANDOMIZE ITEMS]				
1 Diabetes	7	92	*	*
2 Depression	12	87	*	*
3 Arthritis	20	80	*	*
4 Cancer	6	93	*	*
5 Heart disease	8	92	*	*
6 Hypertension or high blood pressure	23	77	*	*
7 Allergies	26	73	*	*
8 High cholesterol	20	79	1	*
9 Asthma or other problems with your lungs	12	88	*	*
10 Stroke	3	97	-	*
11 Anxiety	11	89	*	*
12 Other emotional or mental illness ANCHOR	2	97	*	*
13 Any other chronic illness, medical or health condition that has lasted or is expected to last at least 12 months ANCHOR	15	84	1	*

[PROGRAMMER: IF HAVE CHRONIC CONDITION (Q254/ANY 1-13 AND Q255/1) ASK Q260; OTHERWISE JUMP TO Q264]

BASE: HAVE CHRONIC CONDITION (Q254/ANY ITEM 1-13 AND Q255/1)

Q260 Do you take any prescription medications to treat [INSERT CONDITION FROM Q254/1-13 if Q255/1]?

(PROGRAMMER NOTE: KEEP ONLY RESPONSES SELECTED AT Q254/1-13 if Q255/1 AND ALWAYS KEEP ITEMS Q254/12 AND 13)

	1	2	8	9
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Decline to Answer</u>
1 Diabetes	74	26	-	-
2 Depression	52	48	*	-
3 Arthritis	36	64	*	-
4 Cancer	15	85	-	-
5 Heart disease	71	29	*	-
6 Hypertension or high blood pressure	78	22	-	-
7 Allergies	40	60	*	-
8 High cholesterol	48	52	-	-
9 Asthma or other problems with your lungs	48	52	-	-
10 Stroke	39	58	3	-
11 Anxiety	48	52	*	-
12 Other emotional or mental illness ANCHOR	2	64	*	*
13 Any other chronic illness, medical or health condition that has lasted or is expected to last at least 12 months ANCHOR	14	51	*	*

BASE: ALL QUALIFIED RESPONDENTS

Q264 I'm going to read a list of sources that provide health care information. How often do you get information about health care from (INTERVIEWER NOTE: READ EACH ITEM) – often, sometimes, hardly ever or never?

Q265	1	2	3	4	8	9
	<u>Often</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Not Sure</u>	<u>Decline to Answer</u>

[RANDOMIZE ITEMS]

1 Television or radio, not including advertisements	15	31	26	27	1	*
2 Internet websites	8	15	17	59	*	*
3 Advertisements on TV or radio, in newspapers or magazines	26	31	21	21	*	*
4 Newspapers or magazines, not including advertisements	16	30	25	28	1	*
5 Family and friends	20	37	24	19	1	*
6 A pharmacist	11	24	28	37	1	*
7 Pamphlets in a doctor's office or waiting room	13	36	27	23	1	*
8 A doctor	28	38	21	12	2	*

SECTION 400: EXPERIENCE WITH DTC ADVERTISING

BASE: ALL QUALIFIED RESPONDENTS

Q400 The next set of questions concerns advertising for prescription drugs, including advertising on TV, on radio, in magazines and newspapers and in pamphlets found in doctors' offices or waiting rooms.

Have you seen or heard an advertisement for a prescription drug within the past 12 months?

1	Yes, seen or heard an ad	83
2	No, have not seen or heard an ad	16
8	Not sure (v)	*
9	Decline to answer (v)	*

[IF SEEN OR HEARD AD (Q400/1) THEN ASK Q410; OTHERWISE (Q400/2,8,9) JUMP TO Q430]

BASE: SEEN OR HEARD AD (Q400/1)

Q410 Thinking about the advertisements you saw or heard in the past year, tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Prescription drug advertisements (INTERVIEWER NOTE: READ EACH ITEM)

	1	2	3	4	8	9	
	Strongly	Somewhat	Somewhat	Strongly	Not	Decline to	
	<u>Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Disagree</u>	<u>Sure (v)</u>	<u>Answer (v)</u>	
[RANDOMIZE ITEMS]							
1	Made me aware of treatments that I did not know about	28	43	14	13	2	*
2	Did not provide information on risks and benefits in a balanced manner	19	31	26	20	3	*
3	Reminded me to follow directions or advice from my doctor	41	30	12	14	3	*
4	Made me less confident in my doctor's judgement	6	13	24	53	4	*
5	Helped me to have better discussions about my health with a doctor, pharmacist or other health professional ANCHOR	27	37	16	17	2	*

[JUMP TO Q440]

BASE: HAVE NOT SEEN OR HEARD AD (Q400/2,8,9)

Q430 In the last 12 months, has a friend or family member told you about an advertisement for a prescription drug that they saw or heard that they thought might be helpful to you?

1	Yes	9
2	No	90
8	Not sure (v)	*
9	Decline to answer (v)	*

[PROGRAMMER: IF TOLD ABOUT AD (Q430/1) ASK Q440;
IF NOT TOLD ABOUT AD/NS/DTA (Q430/2,8,9) THEN JUMP TO Q746]

BASE: SEEN OR HEARD OR WAS TOLD ABOUT AD (Q400/1 or Q430/1)

Q440 I am going to read a list of actions people take to improve their health. For each, please tell me whether you have taken that action in the past 12 months. (INTERVIEWER NOTE: READ EACH ITEM)

	1	2	8	9
	Yes	No	Not Sure	Decline to Answer
[RANDOMIZE ITEMS]				
1 Began exercising more often	60	40	*	-
2 Improved your diet	67	33	*	-
3 Improved your smoking or drinking habits	27	71	1	2
4 Became better at taking a prescription medicine as advised	44	54	1	1
5 Started taking more personal control over your health care	75	24	1	*
6 Looked for more information about a drug you saw or heard advertised ANCHOR	30	70	*	*

[PROGRAMMER: IF TAKEN MEDICAL ACTION AS A RESULT OF DTCA (Q440-ANY ITEM 1 to 6 AND Q441/1) ASK Q444; OTHERWISE JUMP TO Q448]

BASE: TAKEN MEDICAL ACTION AS A RESULT OF DTCA (Q440-ANY ITEM 1 TO 5 AND Q441/1)

Q444 Would you say that you (READ EACH ITEM) in the past year mostly due, partly due, or not at all due to something you or someone else saw in a prescription drug advertisement?

[ONLY ITEMS IN Q440/1-5 & Q441/1 SHOULD APPEAR IN Q444]

	1	2	3	8	9
	Mostly Due to DTCA	Partly Due to DTCA	Not at all due to DTCA	(v) Not Sure	(v) Decline to Answer
[DO NOT ROTATE ITEMS]					

[PROGRAMMER NOTE: ITEMS SHOULD APPEAR IN THE SAME ORDER AS THEY APPEARED IN Q440]

1 Began exercising more often	13	14	72	1	-
2 Improved your diet	13	16	71	*	*
3 Improved your smoking or drinking habits	14	14	70	1	*
4 Became better at taking a prescription medicine as advised	22	19	59	*	*
5 Started taking more personal control over your health care	17	17	66	*	-

[PROGRAMMER NOTE: ROTATE THE FOLLOWING PAIRS Q448-Q450, Q452-Q454, and Q456-Q458]

BASE: SEEN HEARD OR TOLD ABOUT AD (Q400/1 OR Q430/1)

Q448 Has an advertisement for a prescription drug ever prompted you to talk to a doctor about a prescription drug for yourself?

1	Yes	31
2	No	68
8	Not sure (v)	*
9	Decline to answer (v)	*

[IF TALKED ABOUT PRESCRIPTION DRUG (Q448/1) ASK Q450; OTHERWISE JUMP TO Q452]

BASE: TALKED TO DOCTOR ABOUT PRESCRIPTION DRUG (Q448/1)

Q450 When was the most recent time you talked to a doctor about a prescription drug as a result of something you saw or heard in a prescription drug advertisement? Was it within the last three months, between 4 and 6 months ago, between 7 and 12 months ago, or more than one year ago?

1	1-3 months ago	30
2	4-6 months ago	23
3	7-12 months ago	16
4	More than one year ago	31
8	Not sure (v)	*
9	Decline to answer (v)	-

BASE: SEEN HEARD OR TOLD ABOUT AD (Q400/1 OR Q430/1)

Q452 Has an advertisement for a prescription drug ever prompted you to talk to a doctor about a medical condition, illness or other health concern of your own that you had not discussed with a doctor before?

1	Yes	19
2	No	80
8	Not sure (v)	*
9	Decline to answer (v)	*

[IF TALKED ABOUT NEW HEALTH CONCERN (Q452/1) ASK Q454; OTHERWISE JUMP TO Q456]

BASE: TALKED TO DOCTOR ABOUT NEW MEDICAL CONDITION (Q452/1)

Q454 When was the most recent time you talked to a doctor about a new medical condition, illness or other health concern of your own as a result of something you saw or heard in a prescription drug advertisement? Was it within the last three months, between 4 and 6 months ago, between 7 and 12 months ago, or more than one year ago?

1	1-3 months ago	33
2	4-6 months ago	21
3	7-12 months ago	18
4	More than one year ago	28
8	Not sure (v)	1
9	Decline to answer (v)	-

BASE: SEEN HEARD OR TOLD ABOUT AD (Q400/1 OR Q430/1)

Q456 Has an advertisement for a prescription drug ever prompted you to talk to a doctor about a possible change in treatment for a medical condition or illness that you already had?

1	Yes	20
2	No	79
8	Not sure (v)	1
9	Decline to answer (v)	-

[IF TALKED ABOUT CHANGE IN TREATMENT (Q456/1) ASK Q458; OTHERWISE JUMP TO PROGRAMMER NOTE BEFORE Q460]

BASE: TALKED TO DOCTOR ABOUT A CHANGE IN TREATMENT (Q456/1)

Q458 When was the most recent time you talked to a doctor about a change in treatment as a result of something you saw or heard in a prescription drug advertisement? Was it within the last three months, between 4 and 6 months ago, between 7 and 12 months ago, or more than one year ago?

1	1-3 months ago	31
2	4-6 months ago	24
3	7-12 months ago	15
4	More than one year ago	29
8	Not sure (v)	1
9	Decline to answer (v)	-

[IF DID NOT TALK TO DOCTOR ABOUT PRESCRIPTION DRUG OR NEW HEALTH CONCERN OR NEW TREATMENT (Q448/2,8,9 AND Q452/2,8,9 AND Q456/2,8,9), ASK Q460; OTHERWISE JUMP TO PROGRAMMER NOTE AFTER Q462]

BASE: DID NOT TALK TO DOCTOR ABOUT PRESCRIPTION DRUG, NEW HEALTH CONCERN OR NEW TREATMENT (Q448/2,8,9 AND Q452/2,8,9 AND Q456/2,8,9)

Q460 Has an advertisement for a prescription drug ever prompted you to talk to a doctor about any other health concern of your own or treatment related to your health?

1	Yes	4
2	No	96
8	Not sure (v)	*
9	Decline to answer (v)	-

[IF TALKED ABOUT OTHER HEALTH CONCERN OR TREATMENT (Q460/1) ASK Q462; OTHERWISE JUMP TO PROGRAMMER NOTE AFTER Q462]

BASE: TALKED TO DOCTOR ABOUT A HEALTH CONCERN OR TREATMENT (Q460/1)

Q462 When was the most recent time you talked to a doctor about a health concern or treatment as a result of something you saw or heard in a prescription drug advertisement? Was it within the last three months, between 4 and 6 months ago, between 7 and 12 months ago, or more than one year ago?

1	1-3 months ago	18
2	4-6 months	11
3	7-12 months ago	18
4	More than one year ago	50
8	Not sure (v)	2
9	Decline to answer (v)	-

[PROGRAMMER: IF TALKED TO DOCTOR ONLY ABOUT PRESCRIPTION DRUG (Q448/1) AND (Q452/2,8,9 AND Q456/2,8,9), ASK Q601;

IF TALKED TO DOCTOR ONLY ABOUT HEALTH CONCERN (Q452/1) AND (Q448/2,8,9 AND Q456/2,8,9), ASK Q602;

IF TALKED TO DOCTOR ONLY ABOUT TREATMENT CHANGE (Q456/1) AND (Q448/2,8,9 AND Q452/2,8,9), ASK Q603;

IF TALKED TO DOCTOR ONLY ABOUT OTHER HEALTH CONCERN OR TREATMENT (Q460/1 & Q448/2,8,9 & Q452/2,8,9 & Q456/2,8,9) ASK Q604;

IF TALKED TO DOCTOR ABOUT MORE THAN ONE HEALTH ISSUE (MORE THAN ONE ITEM FROM AMONG Q448/1, Q452/1, & Q456/1), ASK Q600;

IF DID NOT TALK TO DOCTOR ABOUT ANY ISSUE (Q448/2,8,9 AND Q452/2,8,9 AND Q456/2,8,9 AND Q460/2,8,9) JUMP TO Q746]

SECTION 600: VISIT TO DOCTOR TO DISCUSS INFORMATION

BASE: TALKED TO DOCTOR ABOUT MORE THAN ONE HEALTH ISSUE (AT LEAST 2 ITEMS FROM AMONG Q448/1, Q452/1, AND Q456/1)

Q600 Thinking about these [IF ANY TWO OF Q448/1, Q452/1 OR Q456/1 INSERT THE WORD “two”; IF ALL THREE OF Q448/1, Q452/1, Q456/1 INSERT THE WORD “three”] situations when you talked with your doctor, which would you say was more (or most) important to your overall health? (READ ITEMS)

[PROGRAMMER: ANSWER CHOICE 1 SHOULD APPEAR ONLY IF RESPONDENT ANSWERED Q448/1; ANSWER CHOICE 2 SHOULD APPEAR ONLY IF RESPONDENT ANSWERED Q452/1; ANSWER CHOICE 3 SHOULD APPEAR ONLY IF RESPONDENT ANSWERED Q456/1]

- | | | | |
|---|--|----------------|-----------|
| 1 | The discussion about a prescription drug | (ASK Q601) | 28 |
| 2 | The discussion about a new medical condition or illness you didn't know you had | (JUMP TO Q602) | 24 |
| 3 | The discussion about a possible change in treatment for a medical condition or illness that you knew you already had | (JUMP TO Q603) | 45 |
| 8 | Not sure (v) | (JUMP TO Q604) | 3 |
| 9 | Decline to answer (v) | (JUMP TO Q604) | 1 |

BASE: TALKED TO DOCTOR ABOUT PRESCRIPTION DRUG (Q448/1) OR (Q600/1)

Q601 For the next set of questions, please think about the visits when you talked to a doctor about a prescription drug as a result of information you saw or heard in a prescription drug advertisement. Please include the visit when you first talked to a doctor about the prescription drug as well as any follow-up visits.

[JUMP TO Q606]

BASE: TALKED TO DOCTOR ABOUT NEW HEALTH CONCERN (Q452/1) OR (Q600/2)

Q602 For the next set of questions, please think about the visits when you talked to a doctor about a health concern as a result of information you saw in a prescription drug advertisement. Please include the visit when you first talked to a doctor about the health concern as well as any follow-up visits.

[JUMP TO Q606]

BASE: TALKED TO DOCTOR ABOUT POSSIBLE CHANGE IN TREATMENT (Q456/1) OR (Q600/3)

Q603 For the next set of questions, please think about the visits when you talked to a doctor about a possible change in treatment for a medical condition or illness that you knew you already had as a result of information you saw in a prescription drug advertisement. Please include the visit when you first talked to a doctor about the health concern or treatment as well as any follow-up visits.

[JUMP TO Q606]

BASE: TALKED TO DOCTOR ABOUT OTHER HEALTH CONCERN OR TREATMENT (Q460/1) OR NOT SURE/DECLINED TO SELECT THE MOST IMPORTANT DISCUSSION WITH DOCTOR (Q600/8, 9)

Q604 For the next set of questions, please think about the visits when you talked to a doctor about a health concern or treatment as a result of information you saw in a prescription drug advertisement. Please include the visit when you first talked to a doctor about the health concern or treatment as well as any follow-up visits.

BASE: TALKED TO DOCTOR ABOUT DTCA (Q448/1 OR Q452 /1 OR Q456/1 OR Q460/1)

Q606 Other than the prescription drug advertisement you mentioned, did (READ EACH ITEM) contribute to your decision to speak to your doctor about this (prescription drug/health concern/treatment change)? (INTERVIEWER NOTE FOR "A DOCTOR": IF NECESSARY CLARIFY "A DOCTOR OTHER THAN YOUR OWN")

Q607	1	2	8	9
[RANDOMIZE ITEMS]	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Decline to Answer</u>
1 Television or radio, not including advertisements	40	59	*	-
2 Internet websites	16	84	*	-
3 Newspapers or magazines, not including advertisements	34	65	1	-
4 Family and friends	51	48	1	*
5 A pharmacist	17	83	-	-
6 Pamphlets in a doctor's office or waiting room	33	66	*	*
7 A doctor	33	66	*	-

[PROGRAMMER: IF PROMPTED BY AT LEAST 2 OTHER SOURCES (Q606/AT LEAST ANY TWO ITEMS 1 TO 7 AND Q607/1) THEN ASK Q608; OTHERWISE JUMP TO Q610]

BASE: PROMPTED BY AT LEAST 2 OTHER SOURCES OF INFORMATION (Q606/AT LEAST ANY TWO ITEMS 1 TO 7 AND Q607/1)

Q608 Which one of these sources was most important in prompting you to talk to your doctor? (READ EACH ITEM)

Q609

(PROGRAMMER: KEEP ONLY ITEMS Q606/1 TO 7 AND Q607/1 AND ALWAYS DISPLAY Q608/08, 98, 99)

[SINGLE RESPONSE] [RANDOMIZE ITEMS]

01 Television or radio, not including advertisements	12
02 Internet websites	5
03 Newspapers or magazines, not including advertisements	11
04 Family and friends	30
05 A pharmacist	4
06 Pamphlets in a doctor's office or waiting room	9
07 A doctor	14
08 An advertisement for a prescription drug	13
98 Not sure (V)	2
99 Decline to answer (V)	*

BASE: TALKED TO DOCTOR ABOUT DTCA (Q448/1 OR Q452/1 OR Q456/1 OR Q460/1)

Q610 What was the primary medical or health condition that you talked about at these visits?
(INTERVIEWER NOTE: DO NOT READ LIST) (INTERVIEWER NOTE: IF RESPONDENTS
GIVES MORE THAN ONE RESPONSE, ASK FOR HEALTH OR MEDICAL CONDITION THAT
IS MOST IMPORTANT TO THEM)

[SINGLE RESPONSE]

01 Allergies	9
02 Arthritis	6
03 Asthma	4
04 Cancer	2
05 Chronic pain	1
06 Depression	4
07 Diabetes	5
08 Digestive or gastro-intestinal disorder (e.g.,GERD)	2
09 Heart disease	3
10 Heartburn	2
11 HIV/AIDS	*
12 Hypertension or high blood pressure	4
13 Incontinence	*
14 Indigestion	*
15 Insomnia	*
16 Lyme disease	*
17 Menopause	2
18 Migraine	2
20 Osteoporosis	1
21 Other mental health condition	*
22 Overactive bladder	*
23 Psoriasis	*
24 Sleep disorder	1
25 Ulcer	1
96 Other (SPECIFY AT Q612)	43
98 Not sure (V)	5
99 Decline to answer (V)	3

[PROGRAMMER NOTE: IF OTHER CONDITION TALKED ABOUT (Q610/96) ASK Q612.
OTHERWISE, JUMP TO Q618.]

BASE: INFORMATION WAS FOR OTHER DISEASE OR ILLNESS (Q610/96)

Q612 (SPECIFY OTHER)
[INTERVIEWER NOTE: PROBE FOR CONDITIONS.]

[TEXT BOX]

[PROGRAMMER NOTE: IF Q610/98, 99 THEN JUMP TO Q720]

BASE: TALKED TO DOCTOR ABOUT DTCA (Q448/1 OR Q452/1 OR Q456/1 OR Q460/1)

Q618 As a result of this visit and any follow-up visits, did the doctor or other medical professional ever tell you that you had [INSERT CONDITION FROM Q610/1-25 OR Q612]?

1	Yes	JUMP TO Q626	67
2	No	ASK Q620	31
8	Not sure (v)	ASK Q620	1
9	Decline to answer (v)	ASK Q620	*

BASE: NOT DIAGNOSED WITH DISCUSSED CONDITION (Q618/2,8,9)

Q620 As a result of this visit and any follow-up visits did the doctor or other medical professional ever tell you that you had some other disease or medical condition?

1	Yes	ASK Q622	7
2	No	JUMP TO Q626	93
8	Not sure (v)	JUMP TO Q626	*
9	Decline to answer (v)	JUMP TO Q626	-

BASE: RECEIVED A DIAGNOSIS DIFFERENT FROM INITIALLY DISCUSSED CONDITION (Q620/1)

Q622 What disease or medical condition did the doctor say you have? (DO NOT READ LIST)
(INTERVIEWER: IF RESPONDENT GIVES MORE THAN ONE ANSWER, ASK FOR THE
CONDITION THAT IS MOST IMPORTANT TO THEM AND THEIR OVERALL HEALTH.)

[SINGLE RESPONSE]

01	Allergies	4
02	Arthritis	11
03	Asthma	-
04	Cancer	7
05	Chronic pain	-
06	Depression	3
07	Diabetes	11
08	Digestive or gastro-intestinal disorder (e.g. GERD)	-
09	Heart disease	6
10	Heartburn	-
11	HIV/AIDS	-
12	Hypertension or high blood pressure	3
13	Incontinence	-
14	Indigestion	-
15	Insomnia	-
16	Lyme disease	-
17	Menopause	-
18	Migraine	-
20	Osteoporosis	-
21	Other mental health condition	4
22	Overactive bladder	-
23	Psoriasis	-
24	Sleep disorder	-
25	Ulcer	-
96	Other (SPECIFY AT Q624)	31
98	Not sure (V)	12
99	Decline to answer (V)	8

[PROGRAMMER NOTE: IF DOCTOR SAID HAVE OTHER CONDITION (Q622/96) ASK Q624; IF Q622/98,99 THEN JUMP TO Q720; OTHERWISE JUMP TO NOTE AFTER Q624.]

BASE: OTHER DISEASE OR ILLNESS (Q622/96)

Q624 (SPECIFY OTHER)

[TEXT BOX]

[PROGRAMMER: MARKER CONDITION IS DEFINED AS FOLLOWS:

IF DIAGNOSED WITH ADVERTISED CONDITION (Q618/1) THEN MARKER CONDITION IS ANSWER FROM Q610/1-25 OR Q612;

IF DIAGNOSED WITH OTHER CONDITION (Q620/1) THEN MARKER CONDITION IS ANSWER FROM Q622/1-25 OR Q624;

IF NOT DIAGNOSED WITH ANY CONDITION (Q618/2 AND Q620/2) THEN MARKER CONDITION IS ANSWER FROM Q610/1-25 OR Q612;

ALL OTHERS INSERT "THIS CONDITION"]

BASE: TALKED TO DOCTOR ABOUT DTCA (Q448/1 OR Q452/1 OR Q456/1 OR Q460/1)

Q626 Before you talked to a doctor about this prescription drug or health concern had you ever been told by a doctor that you had [INSERT MARKER CONDITION]? (IF NECESSARY: BEFORE THIS VISIT HAD YOU BEEN DIAGNOSED WITH THIS CONDITION BY A DOCTOR)

1	Yes, diagnosed disease/condition	50
2	No, never been told/not diagnosed	49
8	Not sure (v)	*
9	Decline to answer (v)	*

BASE: TALKED TO DOCTOR ABOUT DTCA (Q448/1 OR Q452/1 OR Q456/1 OR Q460/1)

Q628 Before you talked to a doctor about this prescription drug or health concern, were you (READ EACH ITEM) to treat [INSERT MARKER CONDITION]? [INTERVIEWER NOTE: CLARIFY THAT TAKING AN OVER-THE-COUNTER DRUG EITHER DUE TO DOCTOR'S ORDERS OR ON THEIR OWN QUALIFIES AS A YES]

	1	2	8	9
[RANDOMIZE ITEMS]	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Decline to Answer</u>
1 Taking a prescription drug	27	72	*	-
2 Taking an over-the-counter drug	31	68	*	-
3 Following a special diet	21	78	*	-
4 Getting more exercise	24	75	1	*

BASE: TALKED TO DOCTOR ABOUT DTCA (Q448/1 OR Q452/1 OR Q456/1 OR Q460/1)

Q640 As a result of the visit and any follow-up visits you had with your doctor, did your doctor do any of the following: (READ EACH ITEM)?

Q641	1	2	8	9
[RANDOMIZE ITEMS]	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Decline to Answer</u>
1 Prescribe a drug for you	72	27	*	-
2 Refer you to a specialist	32	67	*	*
3 Suggest a change in your diet or how much you should exercise	52	48	*	-
4 Recommend an over-the-counter drug	19	80	*	-
5 Order a laboratory or diagnostic test	57	42	*	-
6 Suggest that you quit smoking or drinking	33	65	*	1

[PROGRAMMER NOTE: IF AS A RESULT OF THE VISIT OR ANY FOLLOW-UP VISITS DOCTOR DID ANY ITEM 2-6 (Q640/ANY ITEM 2-6 AND Q641/1) ASK Q650. OTHERWISE JUMP TO PROGRAMMER NOTE BEFORE Q662]

BASE: DOCTOR MADE RECOMMENDATION OTHER THAN PRESCRIBING A DRUG (Q640/ANY ITEM 2 TO 6 AND Q641/1)

Q650 As a result of the doctor's recommendation did you (READ EACH ITEM)?

[PROGRAMMER NOTE: DISPLAY ONLY Q650/2-6 THAT CORRESPONDS TO ITEMS SELECTED AT Q640/ANY ITEM 2 TO 6 AND Q641/1]

Q651	1	2	8	9
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Decline to Answer</u>
2 Go to a specialist	86	14	*	-
3 Change your diet or the amount you exercised	82	18	*	-
4 Take an over-the-counter drug	84	15	*	-
5 Get a laboratory or diagnostic test	94	6	-	-
6 Quit smoking or drinking	32	67	1	*

PROGRAMMER NOTE: HAD BEEN TAKING DRUG FOR CONDITION/PRESCRIBED DRUG AFTER VISIT ((Q628/1 AND Q629/1) AND (Q640/1 AND Q641/1)), ASK Q662;
 IF HAD NOT BEEN/NS/DTA TAKING DRUG FOR CONDITION/PRESCRIBED DRUG AFTER VISIT ((Q628/1 AND Q629/2,8,9) AND (Q640/1 AND Q641/1)), JUMP TO Q664;
 ALL OTHERS JUMP TO PROGRAMMER NOTE BEFORE Q720

BASE: HAD BEEN TAKING DRUG FOR CONDITION/PRESCRIBED DRUG AFTER VISIT (Q628/1 AND Q629/1) AND (Q640/1 AND Q641/1)

Q662 You mentioned that you were taking a prescription drug to treat the [INSERT MARKER CONDITION] before you visited the doctor. Was the drug that the doctor prescribed the same or different than the one you were taking before the visit? (INTERVIEWER NOTE: IF NEEDED “Was the drug you were prescribed after you talked with the doctor about the prescription drug or health concern the same as the drug you were taking before you had these talks?”)

1	Drug was the same		27
2	Drug was different		68
8	Not sure (v)		5
9	Decline to answer (v)		1

BASE: DOCTOR PRESCRIBED DRUG (Q640/1 AND Q641/1)

Q664 Was the drug that your doctor prescribed as a result of the visits the same or different from the drug that you saw or heard advertised?

1	Drug was the same	(JUMP TO Q668)	56
2	Drug was different	(ASK Q666)	37
8	Not sure	(JUMP TO Q668)	7
9	Decline to answer	(JUMP TO Q668)	*

BASE: NOT PRESCRIBED ANY DRUG/NS OR DTA IF PRESCRIBED ANY DRUG (Q640/1 AND Q641/2, 8, 9) OR NOT PRESCRIBED ADVERTISED DRUG (Q664/2)

Q666 Why did the doctor not prescribe the drug that was being advertised? Was it because (READ LIST)? (MULTIPLE RECORD)

[MULTIPLE RESPONSE]

01	The advertised drug was not right for you		48
02	The advertised drug was not covered by insurance		8
03	The advertised drug would cost more money		14
04	Your current drug or treatment works well		38
05	The doctor wanted you to take a different drug		24
06	The advertised drug had side effects that you were not aware of		16
07	You did not have the condition the drug is used to treat		21
08	A less expensive drug was available		13
09	The doctor said you didn't need a prescription drug		23
10	The doctor said you could use an over-the-counter drug		16
96	Other (v)		6
98	Not sure (v)	E	6
99	Decline to answer (v)	E	*

[PROGRAMMER NOTE: IF NOT PRESCRIBED A DRUG Q640/1 AND Q641/2, 8, 9 THEN JUMP TO Q720. OTHERWISE ASK Q668]

BASE: DOCTOR PRESCRIBED DRUG (Q640/1 AND Q641/1)

Q668 Did you fill the prescription that the doctor ordered?

1	Yes	95
2	No	4
8	Not sure	*
9	Decline to answer	*

[PROGRAMMER: IF FILLED PRESCRIPTION (Q668/1) ASK Q670; OTHERWISE JUMP TO Q720]

BASE: FILLED PRESCRIPTION (Q668/1)

Q670 Did you take the drug as prescribed by the doctor?

1	Yes	97
2	No	2
8	Not sure	*
9	Decline to answer	-

[PROGRAMMER: IF TAKE DRUG AS PRESCRIBED (Q670/1) ASK Q700; ALL OTHERS (Q670/2,8,9) JUMP TO Q720]

SECTION 700: OUTCOMES

BASE: TOOK DRUG AS PRESCRIBED (Q670/1)

Q700 Overall, do you feel better or worse after taking the prescribed drug? (PROMPT FOR “MUCH” OR “SOMEWHAT” ANSWER)

1	Much better		56
2	Somewhat better		25
3	Somewhat worse		3
4	Much worse		2
5	About the same (v)		13
8	Not sure (v)		1
9	Decline to answer (v)		*

BASE: TOOK DRUG AS PRESCRIBED (Q670/1)

Q702 After taking the prescribed drug, did you have any laboratory or medical tests in order to determine if the drug was working?

1	Yes	ASK Q704	32
2	No	JUMP TO Q706	63
3	No tests (v)	JUMP TO Q706	4
8	Not sure (v)	JUMP TO Q706	1
9	Decline to answer (v)	JUMP TO Q706	*

BASE: UNDERWENT DIAGNOSTIC TESTS (Q702/1)

Q704 Did the results of the test show a change for the better or a change for the worse since the period before you started taking the prescribed drug?

1	Change for the better		84
2	Change for the worse		3
3	No change (v)		9
4	Test have been inconclusive (v)		1
5	Was not shown the results of the tests (v)		2
6	No previous tests (v)		-
8	Not sure (v)		1
9	Decline to answer (v)		-

BASE: TOOK DRUG AS PRESCRIBED (Q670/1)

Q706 Did taking the drug seem to make the symptoms or problems you have from the [INSERT MARKER CONDITION] better or worse? (PROMPT FOR “MUCH” OR “SOMEWHAT” ANSWER)

1	Much better		56
2	Somewhat better		27
3	Somewhat worse		2
4	Much worse		1
5	About the same (v)		9
6	Too soon to tell (v)		1
7	Do not experience symptoms (v)		2
8	Not sure (v)		1
9	Decline to answer (v)		*

BASE: TOOK DRUG AS PRESCRIBED (Q670/1)

Q707 As a result of taking the prescribed drug, are you absent at work less often, more often, or about as often?

1	Absent less often	28
2	Absent more often	6
3	About as often	37
4	Too soon to tell (v)	*
5	Do not work (v)	26
8	Not sure (v)	2
9	Decline to answer (v)	1

BASE: TOOK DRUG AS PRESCRIBED (Q670/1)

Q708 Has the prescribed drug increased, decreased, or had no effect on your ability to do your job or carry out your daily routine?

1	Increased ability	28
2	Decreased ability	6
3	Had no effect	65
4	Too soon to tell (v)	*
8	Not sure (v)	1
9	Decline to answer (v)	-

BASE: TOOK DRUG AS PRESCRIBED (Q670/1)

Q712 Some drugs have side effects, that is, they create discomfort or other unexpected problems. Have you experienced any side effects from taking the prescribed drug?

1	Yes	34
2	No	65
8	Not sure (v)	*
9	Decline to answer (v)	-

[PROGRAMMER: IF SWITCHED MEDICATIONS AS A RESULT OF VISIT (Q662/2) AND TOOK DRUG AS PRESCRIBED (Q670/1) ASK Q714; ALL OTHERS JUMP TO Q720]

BASE: SWITCHED MEDICATION AND TOOK DRUG AS PRESCRIBED (Q662/2 AND Q670/1)

Q714 Did you ever have any side effects from the drug you were taking previously?

1	Yes	37
2	No	63
8	Not sure (v)	-
9	Decline to answer (v)	-

[PROGRAMMER: IF EXPERIENCED SIDE EFFECTS FROM BOTH DRUGS (Q712/1 AND Q714/1) ASK Q716; OTHERWISE JUMP TO Q718]

BASE: EXPERIENCED SIDE EFFECTS FROM BOTH DRUGS (Q712/1 AND Q714/1)

Q716 Which drug had worse side effects, the new drug or the old drug?

1	New drug	12
2	Old drug	71
3	About the same (v)	12
4	Too soon to tell (v)	5
8	Not sure	-
9	Decline to answer	-

BASE: SWITCHED MEDICATION AND TOOK DRUG AS PRESCRIBED (Q662/2 AND Q670/1)

Q718 Is the new drug easier, more difficult or about the same to take, or remember to take, than the drug you had been taking before?

1	Easier to take/remember to take	28
2	More difficult to take/remember to take	8
3	About the same	64
4	Too soon to tell (v)	-
8	Not sure (v)	-
9	Decline to answer (v)	-

BASE: HAD DTCA DISCUSSION (Q448/1 OR Q452/1 OR Q456/1 OR Q460/1)

Q720 How satisfied were you with the way your doctor addressed the health concern you raised – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

1	Very satisfied	67
2	Somewhat satisfied	25
3	Somewhat dissatisfied	5
4	Very dissatisfied	4
8	Not sure (v)	*
9	Decline to answer (v)	*

[JUMP TO Q748]

BASE: HAVE NOT SEEN, HEARD OR BEEN TOLD ABOUT AD/NS/DTA (Q400/2,8,9 & Q430/2,8,9) OR DID NOT HAVE DTCA DISCUSSION/NS/DTA (Q400/2,8,9 AND Q430/2,8,9) OR (Q448/2,8,9 AND Q452/2,8,9 AND Q456/2,8,9 AND Q460/2,8,9)

Q746 Thinking about the last visit you had with a doctor where you raised a health concern, how satisfied were you with the way your doctor addressed the health concern you raised – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

1	Very satisfied	63
2	Somewhat satisfied	26
3	Somewhat dissatisfied	5
4	Very dissatisfied	3
8	Not sure (v)	2
9	Decline to answer (v)	*

BASE: ALL QUALIFIED RESPONDENTS

Q748 Now think about any visit that you have had with your doctor, [PROGRAMMER NOTE: IF Q400/1 OR Q430/1 INSERT "not just the set of visits that we have been discussing"]. Have you ever asked for a prescription for a specific drug from a doctor?

1	Yes	(ASK Q750)	27
2	No	(JUMP TO Q805)	72
8	Not sure (v)	(JUMP TO Q805)	*
9	Decline to answer	(JUMP TO Q805)	*

BASE: REQUESTED A DRUG (Q748/1)

Q750 Has a doctor ever refused to prescribe a drug that you asked for?

1	Yes	(ASK Q752)	24
2	No	(JUMP TO Q805)	75
8	Not sure (v)	(JUMP TO Q805)	1
9	Decline to answer	(JUMP TO Q805)	-

BASE: DOCTOR REFUSED TO PRESCRIBE DRUG (Q750/1)

Q752 Did you ask about this drug because you saw an advertisement for it?

1	Yes		40
2	No		59
8	Not sure (v)		1
9	Decline to answer		-

BASE: DOCTOR REFUSED TO PRESCRIBE DRUG (Q750/1)

Q754 Did you switch doctors or go to see a new doctor as a result of this?

1	Yes		14
2	No		85
8	Not sure (v)		-
9	Decline to answer		-

SECTION 800: HEALTH INSURANCE

BASE: ALL QUALIFIED RESPONDENTS

Q805 Are you, yourself, now covered by any form of health insurance or health plan—this would include any private insurance through your employer or that you purchase yourself, as well as government programs like Medicare or Medicaid—or don't you have any health insurance at this time?

1	Yes, insured	83
2	No, not insured	17
8	Not Sure (v)	*
9	Decline to answer (v)	*

[PROGRAMMER: IF INSURED (Q805/1) ASK Q820; IF UNINSURED OR NS/DTA IF INSURED (Q805/2,8,9) JUMP TO Q100]

BASE: INSURED (Q805/1)

Q820 Does your insurance or health plan pay for all, some, or none of the costs of prescription drugs you get at the pharmacy or through the mail? This does not include prescription drugs you may get in the hospital. Please keep in mind that having a copayment is not the same thing as paying full price for a prescription drug. (CLARIFY FOR ALL QUALIFIED RESPONDENTS THAT A COPAYMENT IS A FLAT FEE REQUIRED BY SOME HEALTH PLANS THAT IS PAID BY THE PATIENT EACH TIME HE OR SHE FILLS A PRESCRIPTION.)

1	All	16
2	Some	73
3	None	8
8	Not Sure (v)	2
9	Decline to answer (v)	*

SECTION 100: DEMOGRAPHICS

BASE: ALL RESPONDENTS

Q100 The next few questions ask for your demographic information.

BASE: ALL RESPONDENTS (WEIGHTING ITEM)

Q104 What is your year of birth? <|>Please enter as a four-digit number, e.g., 1963.</|>

[RANGE: 1901-1983]

|_|_|_|_|

BASE: ALL RESPONDENTS

Q109 Which of these best describes you - - are you married, not married but living with a partner, divorced, separated, widowed, or single and never married? (SINGLE RECORD)

01	Married	55
02	Living with a partner	7
03	Divorced	8
04	Separated	2
05	Widowed	6
06	Single, never married	20
98	Not sure (v)	*
99	Decline to answer (v)	*

BASE: ALL RESPONDENTS

Q110 What is the highest level of education you have completed or the highest degree you have received?

01	Less than high school	4
02	Completed some high school	7
03	High school graduate or equivalent (e.g., GED)	38
04	Completed some college, but no degree	27
05	College graduate (e.g., B.A., A.B., B.S.)	16
06	Completed some graduate school, but no degree	1
07	Completed graduate school (e.g., M.S., M.D., Ph.D.)	7
98	Not sure (v)	*
99	Decline to answer (v)	*

BASE: ALL RESPONDENTS

Q112 What is your employment status?

[MULTIPLE RESPONSE]

[DO NOT ROTATE]

[PROGRAMMER NOTE: CANNOT CHOOSE 4 AND 1, 2, 3, OR 5; OR 5 AND 1, 2, 3, OR 4.]

01	Employed full time	48
02	Employed part time	10
03	Self-employed	7
04	Not employed, but looking for work	5
05	Not employed and not looking for work	4
06	Retired	17
07	Student	4
08	Homemaker	8
98	Not sure (v)	*
99	Decline to answer (v)	*

BASE: MORE THAN ONE IN Q112

Q114 Which one of the following best describes your employment status? (SINGLE RESPONSE)

[PROGRAMMER NOTE: KEEP ONLY RESPONSES SELECTED AT Q112. IF ONLY ONE RESPONSE SELECTED AT Q112, FORCE THAT RESPONSE AT Q114 WITHOUT ASKING QUESTION.]

01	Employed full time	47
02	Employed part time	9
03	Self-employed	7
04	Not employed, but looking for work	5
05	Not employed and not looking for work	4
06	Retired	17
07	Student	3
08	Homemaker	7
98	Not sure (v)	*
99	Decline to answer (v)	*

BASE: ALL RESPONDENTS

Q120 Are you of Hispanic origin, such as Mexican American, Latin American, Puerto Rican, or Cuban?

1	Yes, of Hispanic origin	10
2	No, not of Hispanic origin	88
8	Not sure (v)	*
9	Decline to answer (v)	1

BASE: ALL RESPONDENTS

Q122 Do you consider yourself...?

01 White	JUMP 128	75
02 Black	JUMP 128	7
03 African American	JUMP 128	5
04 Asian or Pacific Islander	JUMP 128	2
05 Native American or Alaskan native	JUMP 128	1
06 Mixed racial background	JUMP TO Q126	3
96 Other race (v) [SPECIFY AT Q124]	ASK Q124	5
98 Not sure (v)	ASK Q128	1
99 Decline to answer (v)	ASK Q128	1

BASE: OTHER RACE (Q122/96)

Q124 Please specify what race you consider yourself.

[TEXT BOX]

[JUMP TO Q128]

BASE: MIXED RACIAL BACKGROUND RESPONDENTS (Q122/06)

Q126 You indicated that you consider yourself of a mixed racial background. With which of the following racial groups do you most closely identify?

[MULTIPLE RESPONSE]

01 White	48
02 Black	6
03 African American	5
04 Asian or Pacific Islander	6
05 Native American or Alaskan native	14
06 Other race (v)	22
98 Not sure (v)	3
99 Decline to answer (v)	*

BASE: ALL RESPONDENTS (ONLINE WEIGHTING ITEM)

Q128 Excluding email, how many hours a week do you spend on the Internet or World Wide Web?

[_ _ _ _] [RANGE: 0-168]

BASE: ALL RESPONDENTS

Q130 Which one is closer to your views -- Rules are there for people to follow or people should constantly try to question why things are the way they are?

1 Rules are there for people to follow.	50
2 People should constantly try to question why things are the way they are.	43
8 Not sure (v)	6
9 Decline to answer (v)	1

BASE: ALL RESPONDENTS

Q131 Do you own a non-retirement investment account, or not?

1	Yes	39
2	No	58
8	Not sure (v)	2
9	Decline to answer (v)	1

BASE: ALL RESPONDENTS

Q132 In the last month have you (INTERVIEWER NOTE: READ ITEM), or not?

	1	2	8	9	
	<u>Yes</u>	<u>No</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>	
[ROTATE ROWS]					
01	Read non-sports magazines	63	36	*	*
02	Gone to a rock/pop concert	10	90	-	*
03	Watched TV situation comedies	77	23	*	*

BASE: ALL RESPONDENTS

Q134 Some people say that there is too much information being generated these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say that they like having so much information available. Do you feel overloaded with information or do you like having so much information available?

1	Feel overloaded	25
2	Like having information available	72
8	Not sure (v)	3
9	Decline to answer (v)	1

BASE: ALL RESPONDENTS

Q135 Most companies today want to know about the individual interests and lifestyle of their customers so they can tailor their information services and products to each customer's personal preferences. In general, do you see such personalization as a good thing?

1	Yes	71
2	No	23
8	Not sure (v)	5
9	Decline to answer (v)	1

BASE: ALL RESPONDENTS

Q140 Including yourself, how many adults, 18 and over, live in this household? (Household members include people who think of this household as their usual place of residence. It includes persons who usually stay in the household but are temporarily away on business, vacation, in a hospital or away at school.) (ENTER "98" for "Not sure" and "99" for "Decline to answer.")

[Range 00-20, 98, 99]

□□□	Average	2.2
	Median	2.1

BASE: ALL RESPONDENTS

Q141 How many children under the age of 18 live in this household? (ENTER "98" for "Not sure" and "99" for "Decline to answer.")

|_|_| [Range 00-20, 98, 99]

Average .8
Median -

BASE: QUALIFIED RESPONDENTS

Q142 Which of the following income categories best describes your total 2000 household income before taxes? (READ OUT LIST UNTIL REACH CATEGORY)

01	Less than \$15,000	11
02	\$15,000 to \$24,999	13
03	\$25,000 to \$34,999	15
04	\$35,000 to \$49,999	16
05	\$50,000 to \$74,999	16
06	\$75,000 to \$99,999	9
07	\$100,000 to \$124,999	4
08	\$125,000 to \$149,999	2
09	\$150,000 to \$199,999	1
10	\$200,000 to \$249,999	1
11	\$250,000 or more	1
98	Not sure (v)	4
99	Decline to answer (v)	7

BASE: ALL RESPONDENTS

Q60 Status of Respondent (Does not appear on screen)

[PROGRAMMER NOTE: ONLY COMPLETES OF RESPONDENTS AT LEAST 18 YEARS OF AGE (Q201/1) ARE QUALIFIED COMPLETES.

- 1 QUALIFIED COMPLETE
- 2 NON-QUALIFIED

BASE: QUALIFIED RESPONDENTS (Q60/1)

Q196 In appreciation of your time, we would like to offer you an honorarium of \$10. Could I have your name and address so that I can send you your check? [TEXT BOX]

(INTERVIEWER RECORD FULL NAME AND ADDRESS)

1	Information given	96
2	Refused to give information	4

BASE: QUALIFIED RESPONDENTS (Q60/1)

Q197 INTERVIEWER RECORD: INTERVIEW CONDUCTED IN

1	English	97
2	Spanish	3