



Prescription Drug Use Among Midlife and Older Americans

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Data Collected by The Roper Public Affairs & Media group
of NOP World

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Introduction

Prescription drug use is a major issue in the United States. The availability of prescription drugs, re-importation from foreign countries, cost, safety, and effectiveness have captured the attention of the media and the American public.

Between 1986 and 2002 Americans age 45 and older reported their regular use of prescription drugs increased from 52% to 75%. At the same time, there was a similar increase in the proportion Americans age 45 and older who say they have health insurance for prescription drugs (51% in 1986 and 76% in 2002).¹ On average, people age 45 and older say they take four prescription medications daily. It is clear that Americans turn to prescription medications to help them with a wide range of physical and mental conditions.

The purpose of this study was to take another look at the use of prescription drugs in the United States among those age 50 and older. Like other studies, we ask about availability and affordability of prescription drugs, conversations with doctors about prescription drugs, use of generic drugs, and perceived impact of direct-to-consumer advertising on consumer choice. We also asked new questions about the importance of having consumer-friendly research on prescription medications to compare safety, effectiveness and cost.

Methods

Telephone interviews were conducted among a nationally representative sample of 1,001 Americans age 50 or older in the continental United States between October 7 and October 18, 2004. Random digit dial (RDD) sample was used to ensure the survey is representative of the targeted population. Weights were applied to the data to make sure that the sample reflects the U.S. Census statistics for adults age 50 years of age or older by age within sex and region criteria. The sampling error for the general population is +/- 3 percentage points at the 95% confidence level. This means that in 95 out of 100 samples of this size, the results would fall in a range of no more than 3 percentage points of what would have been obtained if every person age 50 or older had been surveyed.²

¹ Prescription Drug Use And Persons Age 45+, AARP, June 2002.

² Roper Public Affairs, a part of NOP World, conducted RDD telephone interviews with people age 50.

Key Findings

Prevalence

- The vast majority of Americans age 50+ (85%) say they have taken a prescription drug in the past five years, and three-fourths (76%) say they are currently taking at least one prescription drug on a regular basis.
- Women (79%) are somewhat more likely to say they are taking a prescription drug than men (71%).
- Americans age 65+ (87%) are even more likely to say they take a prescription drug on a regular basis than those between the ages of 50-64 years (67%).
- Those who say they are currently taking prescription drugs regularly say they take on average four *different* prescriptions drugs daily.

Compliance

- One in four Americans 50+ who have taken a prescription drug in the past five years say they did not fill a prescription written by their doctor in the past two years. Cost is reported as the main deterrent.
- About nine in ten Americans 50+ who have taken a prescription drug in the past five years say they discuss the wise use of medications with their doctor including such things as how and when to take the medicine and what the medicine is supposed to do. Majorities also discuss precautions to take and side effects that may occur from taking the medicine.
- Most information about prescription drugs tends to come from doctors, and their recommendations are often followed. More than eight in ten (86%) Americans 50+ who have taken a prescription drug in the past five years say they always take prescription drugs as their doctor prescribes. When they have questions about their prescriptions, they are more likely to talk to their doctor (52%) than a pharmacist (19%).

Generic Drugs and Other Alternatives

- Virtually all Americans age 50+ (97%) say they have heard about generic prescription drugs. One in four (24%) respondents think generic drugs are different than brand name drugs. Among those who think generic and brand name prescriptions differ, four in ten say they think generics are less effective. Only two in ten (21%) recognize that generic prescription medications may cost less than brand name drugs.

- One-third (34%) say they talked to their doctor about different prescription medicine, other than generics, that could be used to treat their condition.
- About one-third of Americans age 50+ who have taken a prescription drug in the past five years say they always ask their doctor or pharmacist for generic prescriptions when available. Not surprisingly, Americans 50+ who think generics differ from brand name prescriptions are less likely than those who think they are not different to say they always ask for generic medications when available.

Direct-to-consumer Advertising

- Although nine in ten Americans age 50+ say they have seen prescription drugs advertised on television, in newspapers, or in magazines, a similar proportion (94%) agrees that, “My choice of prescription drugs should be based on their effectiveness, not their advertising.”
- Fewer than two in ten Americans age 50+ say they have asked their doctor for a prescription drug based on advertising they have seen about the drug. Half who asked their doctor for a prescription drug they saw advertised say their doctor gave them the prescription they requested.

Consumer-Friendly Research

- The majority of Americans 50+ say it is very important to them to have access to information that allows them to evaluate different prescription drugs on their effectiveness, safety, and cost (majorities say it is very important).
- More than eight in ten Americans age 50+ also say it is very important that pharmaceutical companies be required to publish information about the effectiveness of their medications to treat specific conditions (85% say it is very important).

Conclusions

Most Americans age 50+ already report using medicines wisely. However, there appears to be a disconnection between what older Americans say and do with regard to drug effectiveness. For although majorities say it is important to them to have consumer-friendly research on the relative effectiveness, safety, and cost of prescription drugs, few say they discuss different prescription drugs (other than generics) for treating their condition when their doctor prescribes a drug. Among the minority (33%) to report talking with their doctor about different prescription drugs to treat their condition, most (64%) say their doctor raised the issue. This suggests a need to make consumer-friendly information available to patients and to encourage patients to raise these issues with their doctor so that ultimately they can choose the best prescription at the best price.

Detailed findings

Current Prescription Users

Three-quarters (76%) of Americans age 50 or older say they currently take prescription drugs on a regular basis (Table One).

Table One

Demographic Characteristics of Current Prescription Drug Users
Age 50 and Older
(%)

Q1. Are you currently taking any prescription drugs on a regular basis?

	Total	Gender		Age			Employment	
		Male	Female	50-64	65-74	75+	Empl	Retired
Yes	76	71	79	67	89	83	65	84
No	24	28	20	32	11	17	35	16

Source: Prescription Drug Use Among Midlife and Older Americans, AARP, December 2004.
Base = 1001 (all respondents).

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- Women are more likely to say they take prescription drugs on a regular basis than men.³
 - Americans age 65 years and older are more likely to take prescription medications on a regular basis than those under age 65.
 - People who are retired are more likely to say they take prescription drugs on a regular basis than those who are employed.

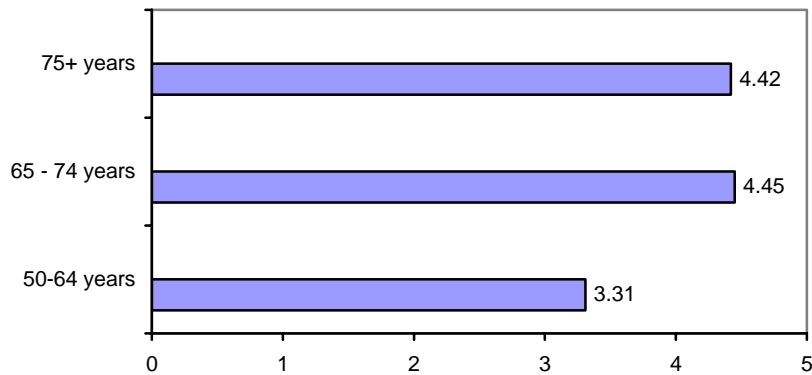
³ Reported differences are significant at the .05 level.

People who say they take prescription drugs on a regular basis report taking an average of four *different* prescription drugs daily (Figure One).

Figure One

Average Number of *Different* Prescription Drugs
Taken Daily By People Age 50+

Q1A. How many different prescription drugs do you take each day?



Source: Prescription Drug Use Among Midlife and Older Americans, AARP, December 2004.
Base = 758 (respondents who are currently taking prescription drugs on a regular basis).

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- Among those who say they currently take prescription drugs on a regular basis, those who are age 65+ say they take a greater number of prescription drugs than those who are under age 65.

Among those who say they are not currently taking any prescription drugs on a regular basis, more than half (56%) say they have taken a prescription medication in the past five years. This means that only eight percent of Americans age 50+ have not taken a prescription drug in the past five years.

Availability / Affordability of Prescription Drugs Affect the Majority of people age 50+

Eighty-five percent of Americans age 50 or older say they are *currently taking a prescription drug or have taken a prescription drug in the past five years*. Among this group, one in four (25%) say they did not fill a prescription written by their doctor in the past two years. Cost is the main deterrent. Almost half (49%) of prescription drug users who have not filled a prescription in the past two years say cost of the drug was a reason for not filling the prescription – four in ten (40%) say cost is the *main* reason.

Table Two

Reasons / Main Reason for Not Filling Prescriptions

Q 3. What is the main reason you didn't fill your prescription?

Q 3a. What other reasons did you have for not filling your prescription?

	Reasons Americans 50+ who have decided not to fill a prescription in the past two years	Main reason Americans 50+ decided not to fill a prescription in the past two years
Cost of the drug	49%	40%
Side effects of drug	14%	11%
Thought drug wouldn't help much	13%	11%
Drug did not help	8%	6%
Didn't think I needed it	8%	8%
Don't like taking prescription drugs	6%	5%
Already taking too many prescriptions	4%	3%
Condition improved	4%	4%

Source: Prescription Drug Use Among Midlife and Older Americans, AARP, December 2004.
Base = 220 (respondents who say they did not fill a prescription a doctor had given).

* Responses with 4% or more are shown; differences between columns are generally not significantly different.

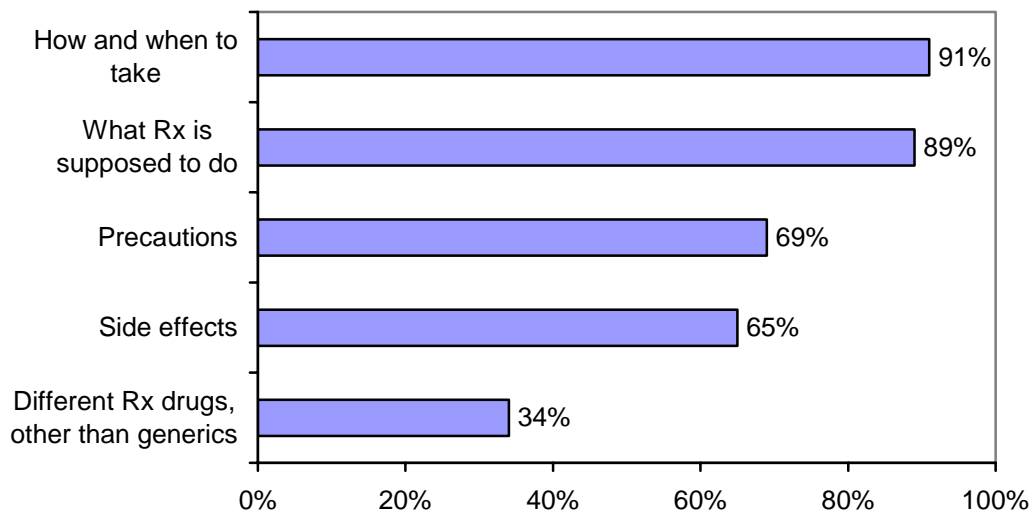
Most 50+ Americans Comply with Doctor's Orders

Approximately nine in ten American age 50+ who have taken a prescription drug in the past five years say they discuss the wise use of their medication with their doctors (Figure Two). This includes such things as knowing how and when to take their medication and knowing what the medicine is supposed to do. About two-thirds also discuss precautions to take and side effects that may occur from taking prescription medications.

Figure Two

Talking With Doctor About Prescriptions

Q 4-8. The last time a doctor prescribed a medicine for you, did you talk about . . . ?



Source: Prescription Drug Use Among Midlife and Older Americans, AARP, December 2004.

Base = 894 (Respondents who are taking prescription drugs on a regular basis or have taken a prescription medication in the past five years).

Talking About Comparative Research

Few Americans age 50+ who say they currently take a prescription drug on a regular basis or have taken a prescription medication in the past five years (34%) say they talked with the doctor about different medications they could take (other than generics) that could be used to treat the condition. Those who say they talked with the doctor about different prescriptions are more likely to say the doctor volunteered this information (64%) than to say they had to ask (29%).

- About three in four (73%) of those who talked with their doctor about different prescriptions also talked to the doctor about the effectiveness of different prescriptions. Most of the time (78%) the doctor volunteered the information; occasionally the consumer asked the doctor for the information (21%).
- Less than half (45%) of those who talked with their doctor about different prescriptions say they discussed cost. About half (49%) say the doctor volunteered the information; sometimes consumers say they asked (39%).

These findings suggest we have an opportunity to educate consumers and providers about the importance of discussing the effectiveness and the cost of different medications.

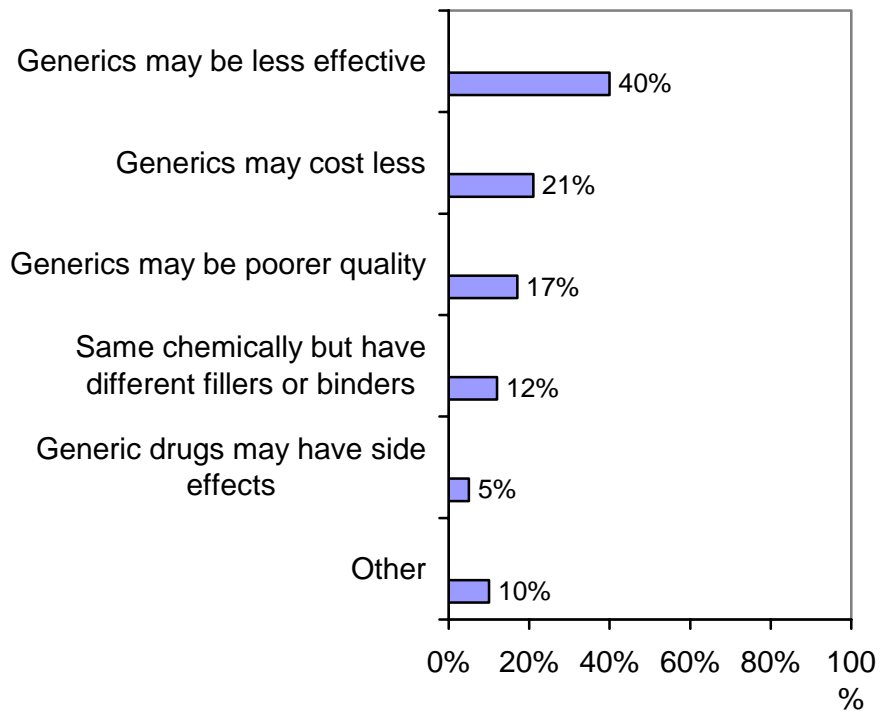
Most Americans 50+ Know About Generic Drugs

Virtually all Americans age 50+ (97%) say they have heard about generic prescription drugs. One in four (25%) says he or she thinks generic medications differ from brand name prescription medications (Figure Three).

Figure Three

How Consumers Think Generic Prescription Drugs Differ From Brand Name Prescription Drugs

Q 10A. How do you think generic prescription drugs differ from brand name prescription drugs?



Source: Prescription Drug Use Among Midlife and Older Americans, AARP, December 2004.
Base = 242 (Respondents who think generics differ from brand name drugs).

- Twelve percent correctly say that generic and prescription drugs are the same chemically (same active ingredients) but have different fillers and or binders (inactive ingredients).
- Only one in five correctly say that generic prescription drugs may cost less than brand name prescription drugs.

- Women (52%) are more likely than men (25%) to say they think generic prescription drugs may be less effective than brand name prescription drugs.

Approximately one-third of Americans age 50+ say they always ask their doctor (32%) or pharmacist (37%) for a generic prescription drug when it is available (Table Three).

Table Three

Preference for Generic Prescription Medications

	Total % saying always	Think generics are different from brand name prescriptions	Do not think generics are different from brand name prescriptions
Ask your pharmacist for generic prescription drugs instead of brand name drugs when generics are available and approved by your doctor	37%	24%	45%
Ask your doctor for generic prescription drugs instead of brand name drugs when generics are available	32%	20%	41%

Source: Prescription Drug Use Among Midlife and Older Americans, AARP, December 2004.
Base =1001 (All respondents).

- Not surprisingly, Americans 50+ who think generics differ from brand name prescriptions are less likely than those who think they are not different to say they always ask for generic medications when available.

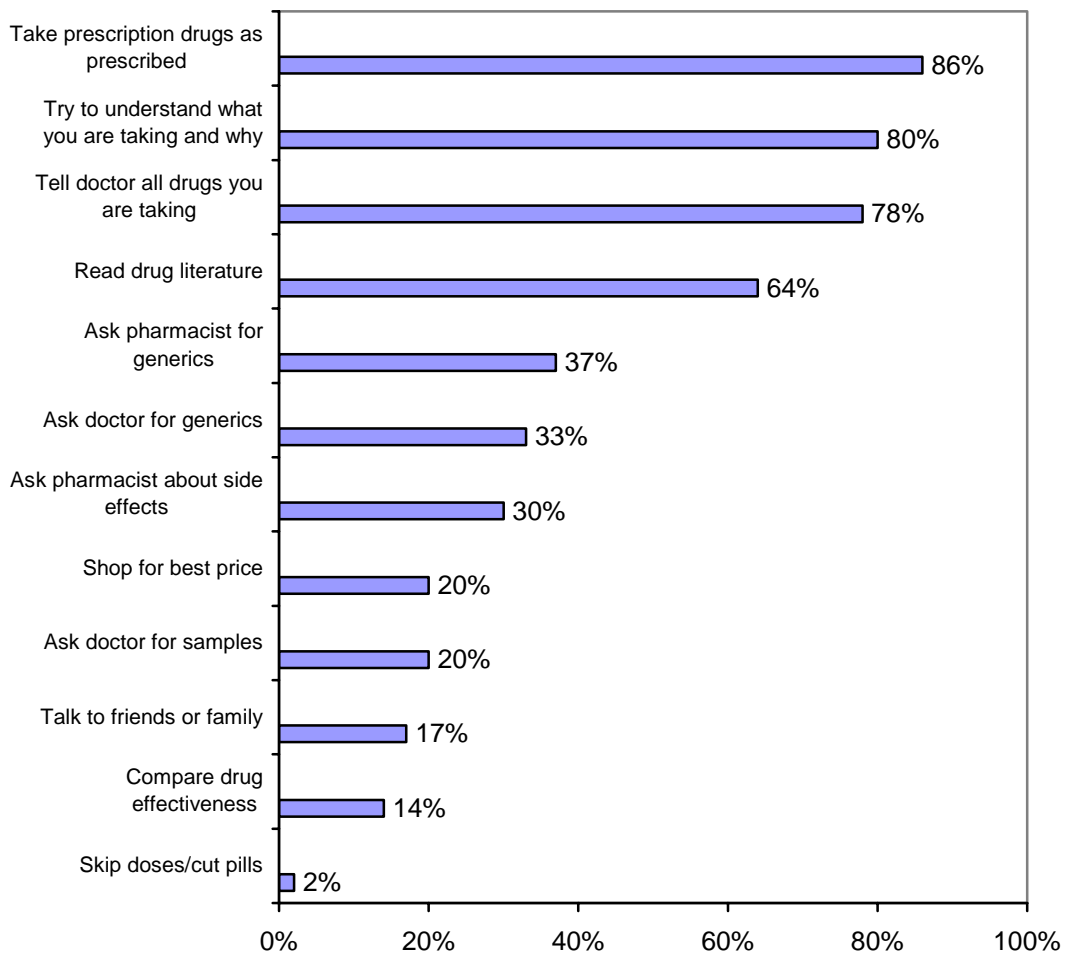
Most Americans 50+ Think Their Doctor Knows Best

Eight in ten Americans age 50+ who use prescription medications say they always try to understand what prescriptions they are taking and why they are taking them. Few report they always search for information on the effectiveness of prescriptions to treat their condition or talk with friends or family who may be familiar with the drug.

Figure Four

Proportion Who Say They Always Use Medications Wisely

Q 11. I am going to read you a list of actions you might take after your doctor has written you a prescription. For each, please tell me whether you do it always, often, sometimes, never.



Source: Prescription Drug Use Among Midlife and Older Americans. AARP, December 2004.
Base = 894 (Respondents who are taking prescription drugs on a regular basis or have taken a prescription medication in the past five years).

Prescription Drug Advertising Reaches Many Americans 50+, But Fails to Make an Impact

Although nine in ten (90%) Americans 50+ say they have seen prescription drugs advertised on television, in newspapers, or in magazines, a similar proportion (94%) agrees that, “My choice of prescription drugs should be based on their effectiveness, not their advertising.” This is evident in that fewer than two in ten Americans age 50+ have asked their doctor for a prescription drug based on advertising they have seen about the drug. Half who asked their doctor for a prescription drug they had seen advertised say their doctor gave them the prescription they asked for.

Table Four

Impact of Advertising for Prescription Drugs Among Americans 50+

	Americans 50+ who have taken a prescription in the past five years
Have seen prescription drugs advertised on television, in newspapers, or in magazines?	91%
Have asked doctor for prescription based on advertising seen about the drug?	19%
Doctor wrote a prescription for the drug requested?	51%

Source: Prescription Drug Use Among Midlife and Older Americans. AARP, December 2004.
Base = 894, 814, 152 (Respondents who are taking prescription drugs on a regular basis or have taken a prescription medication in the past five years).

Access to Consumer-Friendly Research May Increase Involvement In Prescription Medication Decisions

Americans age 50+ say it is very important to have access to information that allows them to evaluate different prescription medications. More than nine in ten (95%) agree, “It is important for me to understand why my doctor prescribed the drugs the way he or she did.”

- Almost all people under age 75 years of age (97% of those 50-64 years and 95% of those 65-74 years) agree with this statement, and they are more likely to agree with it than those age 75+ (89%).

Similarly, about nine in ten Americans age 50+ say it is very important or important to have consumer-friendly research that evaluates different prescriptions on their effectiveness, safety, and cost – majorities say it is very important (Table Five).

Table Five

Importance of Having Consumer-Friendly Research on Prescription Medications That Evaluates Different Prescription Medicines
% Very Important

Q 19. How important is it to you to have consumer-friendly research that evaluates different prescription medicines on their:

	Total	Gender		Age			Income			
		Male	Female	50-64	65-74	75+	<20K	20-50	50-75	75K
Effectiveness	70%	67%	74%	69%	75%	67%	79%	75%	65%	63%
Safety	76%	69%	83%	77%	78%	73%	81%	80%	70%	73%
Cost	57%	52%	61%	55%	65%	51%	70%	62%	48%	38%

Source: Prescription Drug Use Among Midlife and Older Americans. AARP, December 2004.
Base = 1001 (total respondents)

- Women are more likely than men to say having consumer-friendly research that evaluates different prescription medicines on their effectiveness, safety, and cost is very important to them.
- Americans between the ages of 65 – 74 years are more likely to say having consumer-friendly research that evaluates different prescription medicines on their cost is very important to them than those who are younger or older.

- Americans 50+ with a household income under \$50,000 annually say it is particularly important to have consumer-friendly research on various aspects of prescription medication, especially the cost of different prescriptions.

Americans 50+ also say it important that pharmaceutical companies be required to publish information about the effectiveness of their medications to treat specific conditions – 85% say it is very important.

- Women (88%) and those between the ages of 50-64 years (87%) are more likely to say it is very important that pharmaceutical companies publish this information than are men (82%) and older people (85% of those 65-74 years and 77% of those 65+).

Conclusions

Most Americans age 50+ already report using medicines wisely. However, there appears to be a disconnection between what older Americans say and do with regard to drug effectiveness. For although majorities say it is important to them to have consumer-friendly research on the relative effectiveness, safety, and cost of prescription drugs, few say they discuss different prescription drugs (other than generics) for treating their condition when their doctor prescribes a drug. Among the minority (33%) to report talking with their doctor about different prescription drugs to treat their condition, most (64%) say their doctor raised the issue. This suggests a need to make consumer-friendly information available to patients and to encourage patients to raise these issues with their doctor so that ultimately they can choose the best prescription at the best price.

ANNOTATED QUESTIONNAIRE

OCTOBER 18, 2004

Notes: All percentages are based on total respondents (n=1001) unless otherwise noted.

* = Less than 0.5%

INTRO

HELLO, My name is _____ and I'm calling from the Roper Poll. We are conducting a survey on a number of topics and would like to include the views of someone in your household.

AS NECESSARY:

- Your answers to this survey are completely confidential.
- We are a research company and we don't sell anything. No one will ever try to sell you something as a result of this survey.
- The survey should take about 15 minutes.

S1 Our study requires that I speak to one particular person in your household. To know who that person is, I need to know how many people in your household are between the ages of 18 and 49?

_____ RANGE (0-10)
DON'T KNOW/REFUSED 97 (THANK AND TERMINATE)

S2 And how many are 50 years of age or older?

_____ (RANGE 0-10) (IF ONE GO TO S3A.
IF MORE THAN ONE GO TO S3B)
None (THANK AND TERMINATE)
DON'T KNOW/REFUSED97 (THANK AND TERMINATE)

S3A (IF ONE PERSON 50 OR OLDER IN S2) May I speak with that person?

- YES, RESPONDENT IS THAT PERSON . 1 (CONTINUE)
- YES, NEW PERSON ON LINE 2 (GO TO 3D)
- NO, NOT AVAILABLE..... 3 (SCHEDULE QUALIFIED CALLBACK)
- NO, REFUSED 4 (THANK AND TERMINATE)

S3B (IF MORE THAN ONE PERSON 50 OR OLDER IN S2. CATI TO RANDOMLY ASK a or b]

- a. May I speak with a man age 50 or older who is at home now? (IF NO MAN, ASK TO SPEAK WITH A WOMAN 50 OR OLDER)
- b. May I speak with a woman age 50 or older who is at home now? (IF NO WOMAN, ASK TO SPEAK WITH A MAN 50 OR OLDER)

- YES, RESPONDENT IS THAT PERSON . 1 (CONTINUE)
- YES, NEW PERSON ON LINE 2 (GO TO 3D)
- NO, NOT AVAILABLE..... 3 (SCHEDULE QUALIFIED CALLBACK)
- NO, REFUSED 4 (THANK AND TERMINATE)

S3C May I please speak with the person in your household who is 50 years of age or older?

- YES, RESPONDENT IS THAT PERSON . 1 (CONTINUE)
- YES, NEW PERSON ON LINE 2 (GO TO 3D)
- NO, NOT AVAILABLE..... 3 (SCHEDULE QUALIFIED CALLBACK)
- NO, REFUSED 4 (THANK AND TERMINATE)

S3D HELLO, My name is _____ and I'm calling from the Roper Poll. We are conducting a survey on a number of topics and would like to include your views.

S4 CONFIRM: Are you 50 years of age or older?

- YES..... 1 (CONTINUE)
- NO 2 (GO BACK TO S3B IF MORE THAN 1 OVER 50; GO TO S3C IF ONE OVER 50)
- REFUSED..... 3 (THANK & TERMINATE)

1. Base = All respondents / parenthesis means used in past 5 years
Are you currently taking any prescription drugs on a regular basis?

Yes	76%	(85%)
No	24	(15)
Don't know	*	(*)

- 1A. Base = Respondents who are "currently taking any prescription drugs on a regular basis" in Question 1 (n=770) / parenthesis means used in past 5 years
How many different prescription drugs do you take each day?

1	21%	(21%)
2 – 3	37	(37)
4 – 5	21	(21)
6 or more	20	(20)
Don't know/Refused	1	(1)

- 1B. Base = Respondents who are not "currently taking any prescription drugs on a regular basis" No in Question 1 (n=231) / parenthesis means used in past 5 yrs
Have you taken a prescription medicine in the past five years?

Yes	56%	(56%)
No	35	(35)
Don't know	3	(3)
Refused	6	(6)

2. Base = Respondents who are taking prescription drugs on a regular basis in Question 1 or have taken a prescription medicine in the past 5 years in Question 1B (n=907) / parenthesis means used in past 5 years
In the last two years, did you ever decide not to fill a prescription that your doctor had given you?

Yes	25%	(25%)
No	75	(75)
Don't know	1	(1)
Refused	-	(-)

Base = Respondents who “did not fill a prescription a doctor had given” in Question 2 (n=235) / parenthesis means used in past 5 years

3. What is the main reason you didn't fill your prescription? (Do not read responses)

Cost of the drug	40%	(40%)
Thought drug wouldn't help much	11	(11)
Side effects of drug	11	(11)
Drug did not help	6	(6)
I don't like taking (prescription) drugs	5	(5)
I am already taking too many (prescription) drugs	3	(3)
Condition improved	4	(4)
Something read or heard about the drug	*	(*)
Confused about the drug	1	(1)
Use/ Look into other methods of treatment	1	(1)
Didn't think I needed it	8	(8)
Other	7	(7)
No reason	2	(2)
No need after receiving second opinion	1	(1)
No need, due to seasonal allergies only	1	(1)
Don't know	-	(-)
Refused	-	(-)

Base = Respondents who “did not fill a prescription a doctor had given” in Question 2 (n=235) / parenthesis means used in past 5 years

3A. What other reasons did you have for not filling your prescription?
(Do not read responses)

Cost of the drug	10%	(10%)
Drug didn't help	2	(2)
Thought drug wouldn't help much	2	(2)
Side effects of drug	3	(3)
I don't like taking (prescription) drugs	1	(1)
Confused about the drug	-	(-)
I am already taking too many (prescription) drugs	1	(1)
Condition improved	-	(-)
Something read or heard about the drug	1	(1)
Difficult to remember schedule of doses or how to take medication	-	(-)
Other	5	(5)
No need after receiving second opinion	-	(-)
No Other Reason/No answer	77	(77)
Don't know	2	(2)
Refused	-	(-)

Base = All Respondents / parenthesis means used in past 5 years

4. The last time a doctor prescribed a medicine for you, did you talk about what the medicine was supposed to do?

Yes	85%	(89%)
No	14	(11)
Don't know	1	(*)
Refused	-	(-)

- Base = All Respondents / parenthesis means used in past 5 years
5. The last time a doctor prescribed a medicine for you, did you talk about how and when to take the medicine?

Yes	89%	(91%)
No	10	(8)
Don't know	1	(1)
Refused	-	(-)

- Base = All Respondents / parenthesis means used in past 5 years
6. The last time a doctor prescribed a medicine for you, did you talk about precautions to take while using the medicine?

Yes	67%	(69%)
No	31	(30)
Don't know	2	(1)
Refused	*	(*)

- Base = All Respondents / parenthesis means used in past 5 years
7. The last time a doctor prescribed a medicine for you, did you talk about what side effects might occur from the prescription?

Yes	62%	(65%)
No	35	(33)
Don't know	2	(1)
Refused	*	(*)

- Base = All respondents / parenthesis means used in past 5 years
8. The last time a doctor prescribed a medicine for you, did you talk about different prescription medicines, other than generics, that could be used to treat your condition?

Yes	33%	(34%)
No	65	(64)
Don't know	2	(1)
Refused	*	*

Base = Respondents who “talked about different medicines” in question 8 (n=334) / parenthesis means used in past 5 years
 8A. Were you told or did you have to ask?

Had to ask	29%	(29%)
Doctor told me	64	(64)
Don't remember	7	(7)
Don't know	*	(*)
Refused	1	(1)

Base = Respondents who “talked about different medicines” in question 8 (n=334) / parenthesis means used in past 5 years
 8B. Did you talk about how effective different prescription medicines are for treating your condition?

Yes	74%	(73%)
No	23	(23%)
Don't know	4	(4%)
Refused	-	(-)

Base = Respondents who “talked about effectiveness” in question 8B (n=249) / parenthesis means used in past 5 years
 8C. Were you told or did you have to ask?

Had to ask	20%	(21%)
Doctor told me	76	(78)
Don't remember	3	(2)
Don't know	-	(-)
Refused	-	(-)

Base = Respondents who “talked about different medicines” in question 8 (n=334) / parenthesis means used in past 5 years

8D. Did you talk about the cost of different prescription medicines for treating your condition?

Yes	43%	(45%)
No	57	(55)
Don't know	1	(1)
Refused	-	(-)

Base = Respondents who “talked about cost” in question 8D (n=147) / parenthesis means used in past 5 years

8E. Were you told or did you have to ask?

Had to ask	39%	(39%)
Doctor told me	50	(49)
Don't remember	6	(6)
Don't know	6	(6)
Refused	-	(-)

Base = All Respondents / parenthesis means used in past 5 years

9. Have you heard about generic prescription drugs?

Yes	97%	(98%)
No	3	(2)
Don't know	*	(*)
Refused	-	(-)

Base = Respondents who have “heard of generic drugs” in Question 9 (n=974) / parenthesis means used in past 5 years

10. Based on whatever you have seen or heard about generic prescription drugs, do you think they differ from brand name prescription drugs?

Yes	25%	(25%)
No	64	(64)
Don't know	11	(11)
Refused	*	(*)

Base = Respondents who “think generic prescription drugs differ from brand name” in Question 10. (multiple mentions possible) (n=248) / parenthesis means used in past 5 years

10A. How do you think generic prescription drugs differ from brand prescription drugs?
(Do not read responses)

Generic prescription drugs may be less effective than brand name prescription drugs	40%	(41%)
Generic prescription drugs may be poorer quality than brand name prescription drugs	17	(18)
Generic and prescription drugs are the same chemically (same active ingredients) but have different fillers and / or binders (inactive ingredients)	12	(12)
Generic prescriptions cost less than brand name drugs	21	(19)
Generic means the patent has run out on a brand name drug	*	(1)
Any company can manufacture generic drugs	1	(1)
Generic prescription drugs may have side effects	5	(5)
Other differences	10	(10)
Don't know	10	(10)
Refused	-	(-)

Base = All respondents / parenthesis means used in past 5 years

10B. Has there ever been a time when you could have taken a generic prescription medicine instead of a brand name medicine, but decided not to use the generic?

Yes	18%	(19%)
No	77	(78)
Don't know	4	(4)
Refused	-	(-)

Base = All Respondents / parenthesis means used in past 5 years

11. I am going to read you a list of actions you might take after your doctor has written you a prescription. For each, please tell me whether you do it always, often, sometimes or never.

ROTATE	ALWAYS	OFTEN	SOME-TIMES	NEVER	DON'T KNOW	REFUSED
	%	%	%	%	%	%
Take prescription drugs as your doctor prescribes	84 (86)	8 (8)	5 (5)	2 (1)	* (*)	- (-)
Shop around for the best price	19 (20)	6 (6)	16 (16)	58 (57)	1 (1)	* (*)
Ask your pharmacist about potential side effects	29 (30)	8 (9)	24 (24)	38 (36)	1 (1)	* (*)
Ask your doctor for generic prescription drugs instead of brand name drugs when generics are available	32 (33)	9 (10)	20 (18)	37 (37)	1 (2)	- (-)
Ask your pharmacist for generic prescription drugs instead of brand name drugs when generics are available and approved by your doctor	37 (37)	10 (10)	18 (18)	34 (34)	2 (2)	* (*)
Read the literature that comes with your prescription drugs	63 (64)	10 (11)	18 (17)	8 (7)	1 (1)	- (-)
Skip doses or cut pills to make the medicine last longer	2 (2)	2 (2)	15 (15)	81 (80)	1 (1)	* (*)
Ask your doctor for samples of the prescription drug to see if it works before buying it	19 (20)	8 (8)	28 (30)	44 (41)	1 (1)	* (*)
Try to understand what you are taking and why you are taking it	79 (80)	5 (6)	9 (9)	5 (4)	2 (2)	- (-)
Tell your doctor about all the prescription drugs and over the counter medications you are currently taking	76 (78)	5 (5)	7 (6)	11 (9)	2 (1)	* (*)
Talk to friends or family who may be familiar with the drug	16 (17)	10 (10)	39 (41)	33 (30)	1 (1)	* (*)
Try to find information to compare the effectiveness of different prescription medications to treat your condition	14 (14)	9 (9)	29 (31)	47 (45)	2 (1)	* (*)

Base = Respondents who are taking prescription drugs on a regular basis in Question 1 or have taken a prescription medicine in the past 5 years in Question 1B (n=907) / parenthesis means used in past 5 years

12. In the past two years, have you asked your pharmacist questions about your prescription medications?

Yes	55%	(55%)
No	44	(44)
Don't know	1	(1)
Refused	-	(-)

Base = All Respondents / parenthesis means used in past 5 years

13. If you have questions about your prescription medicine(s), would you be...?

Much more likely to talk to your doctor than your pharmacist	45%	(45%)
Somewhat more likely to talk to your doctor	7	(7)
Equally likely to talk to your doctor or pharmacist	25	(26)
Somewhat more likely to talk to your pharmacist than your doctor, or	5	(5)
Much more likely to talk to your pharmacist	15	(14)
Don't know	2	(1)
No answer	2	(2)

Base = All respondents / parenthesis means used in past 5 years

14. The last time you had a prescription filled, did you talk to your pharmacist about different prescription medicines, other than generics, that could be used to treat your condition?

Yes	9%	(9%)
No	90	(91)
Don't know	1	(1)
Refused	*	(*)

Base = Respondents who “talked about different medicines” in question 14 (n=87**) / parenthesis means used in past 5 years

14A. Were you told or did you have to ask?

Had to ask	74%	(75%)
Pharmacist told me	22	(22)
Don't remember	3	(3)
Don't know	2	(*)
Refused	-	(*)

Base = Respondents who “talked about different medicines” in question 14 (n=87**) / parenthesis means used in past 5 years

14B. Did you talk about how effective different prescription medicines are for treating your condition?

Yes	69%	(71%)
No	30	(29)
Don't know	1	(-)
Refused	-	(-)

Base = Respondents who “talked about effectiveness” in question 14B (n=61**) / parenthesis means used in past 5 years

14C. Were you told or did you have to ask?

Had to ask	71%	(70%)
Pharmacist told me	27	(28)
Don't remember	1	(1)
Don't know	1	(1)
Refused	-	(-)

Base = Respondents who “talked about different medicines” in question 14 (n=87**) / parenthesis means used in past 5 years

14D. Did you talk about the cost of different prescription medicines for treating your condition?

Yes	64%	(66%)
No	36	(34)
Don't know	-	(-)
Refused	-	(-)

** Caution: small base

Base = Respondents who “talked about cost” in question 14D (n=54**) / parenthesis means used in past 5 years

14E. Were you told or did you have to ask?

Had to ask	67%	(63%)
Pharmacist told me	28	(31)
Don't remember	5	(6)
Don't know	-	(-)
Refused	-	(-)

Base = All Respondents / parenthesis means used in past 5 years

15. Have you ever seen prescription drugs advertised on television, in newspapers or in magazines?

Yes	90%	(91%)
No	9	(8)
Don't know	*	(1)
Refused	-	(-)

Base = Respondents who “have seen prescription drugs advertised” in Question 15 (n=907) / parenthesis means used in past 5 years

16. Have you ever asked your doctor for a prescription drug based on advertising you have seen about the drug?

Yes	18%	(19%)
No	82	(81)
Don't know	*	(*)
Refused	-	(-)

** Caution: small base

Base = Respondents who “have asked doctors for a prescription drug based on advertising seen about the drug” in Question 16 (n=160) / parenthesis means used in past 5 years

17. Did your doctor write you a prescription for the drug?

Yes	51%	(51%)
No	47	(47)
Don't know	2	(2)
Refused	-	(-)

Base = All Respondents / parenthesis means used in past 5 years

18. I am going to read some statements that may or may not be important to you personally. For each one, please tell me whether you agree or disagree. Do you agree or disagree with...?

18A. Do you strongly or only somewhat agree/disagree?

ROTATE	AGREE		DISAGREE		DK	REF
	STRONGLY	SOMEWHAT	STRONGLY	SOMEWHAT		
	%	%	%	%		
It is important to me to understand why my doctor prescribed the drugs the way he/she did	81 (81)	14 (14)	1 (1)	3 (2)	1 (1)	- -
My choice of prescription drugs should be based on their effectiveness, not their advertising	87 (87)	7 (7)	2 (3)	1 (2)	3 (2)	* (*)

Base = All respondents / parenthesis means used in past 5 years

19. How important is it to you to have consumer friendly research that evaluates different prescription medicines on their:

ROTATE	Important		Unimportant		DK	REF
	VERY	SOMEWHAT	VERY	SOMEWHAT		
	%	%	%	%	%	%
Effectiveness	70	19	3	4	3	*
	(71)	(19)	(3)	(4)	(2)	(*)
Safety	76	15	3	4	2	*
	(77)	(15)	(3)	(4)	(1)	(*)
Cost	57	28	5	7	4	*
	(58)	(27)	(5)	(7)	(3)	(*)

Base = All respondents / parenthesis means used in past 5 years

20. How important is it to you that pharmaceutical companies be required to publish information about the effectiveness of their medications to treat specific conditions?
(use same scale as table in 19)

Very important	85%	(86%)
Somewhat important	9	(9)
Somewhat unimportant	2	(2)
Very unimportant	3	(3)
Don't know	1	(1)
Refused	*	(*)

DEMOGRAPHICS / parenthesis means used in past 5 years

Finally, I have just a few more questions to make sure that our survey accurately represents the views of all Americans.

D-1. Please tell me, how old are you?

50-54	23%	(21%)
55-59	18	(17)
60-64	16	(17)
65-69	12	(13)
70-74	13	(14)
75+	18	(18)
Mean	63.8	(64.3)

D-2. What is the highest level of education, or grade in school, that you completed?
(DO NOT READ LIST)

LESS THAN HIGH SCHOOL GRADUATE (0-11 TH GRADE)...	12%	(13%)
HIGH SCHOOL GRADUATE (12TH GRADE)	36	(36)
SOME COLLEGE (1-3 YEARS).....	23	(22)
TRADE/TECHNICAL/VOCATIONAL TRAINING.....	3	(3)
COLLEGE GRADUATE (4 YEARS)	14	(14)
POSTGRADUATE WORK / POSTGRADUATE DEGREE (5+ YRS).....	10	(10)
REFUSED.....	2	(2)
DON'T KNOW.....	*	(-)

D-3. What is your current employment status – are you ...

Employed full-time,.....	29	(27%)
Employed part-time,	7	(7)
Retired and not working,	48	(50)
A homemaker,.....	6	(6)
Unemployed and looking for work, or	2	(2)
Something else? (SPECIFY).....	6	(6)
DON'T KNOW	-	(-)
REFUSED	1	(1)

D-4. Are you ...(READ LIST)?

Single	8%	(8%)
Married.....	69	(69)
Living as married or with a partner	2	(2)
Separated.....	1	(1)
Divorced.....	7	(7)
Widowed	13	(13)
REFUSED	1	(1)

D-5. How many phone numbers, including this one, are there for your household – please do not count phone numbers that are used only for a computer or fax machine and please don't count cellular phones?

1	94%	(93%)
2+	6%	(6)

D-6. Are you, or is your spouse, a member of any of the following organizations?

ROTATE

American Automobile Association (that is, AAA).....	32%	(33%)
AARP or “arp,” formerly known as the American Association of Retired Persons.....	47	(48)
A religious organization, such as a church, a synagogue or a mosque.....	66	(66)

D-7. Are you of Spanish or Hispanic background?

YES.....	4%	(3%)
NO.....	94	(95)
REFUSED	2	(2)

D-8. What do you consider to be your race – are you ...

White,	84%	(85%)
African American or Black,	6	(7)
Asian American,	1	(1)
Native American, that is American Indian... 1		(1)
Something else? (SPECIFY).....	4	(4)
REFUSED	3	(3)
DON'T KNOW	*	(*)

D-9. As I read you some groups of incomes, please stop me when I reach the group that includes the total annual income for all members of your household combined. (*READ LIST*)

Under 10 thousand dollars a year	7%	(7%)
Between 10 and 20 thousand,.....	13	(13)
Between 20 and 30 thousand,.....	12	(12)
Between 30 and 40 thousand,.....	10	(10)
Between 40 and 50 thousand,.....	9	(9)
Between 50 and 60 thousand,.....	7	(7)
Between 60 and 75 thousand,.....	7	(7)
75 thousand or more?	16	(15)
(DON'T READ) REFUSED	14	(15)
(DON'T READ) DON'T KNOW	4	(4)
Mean (\$,000)	43.1	(42.1)
Median (\$,000)	38.8	(37.4)

D10. (INTERVIEWER RECORD RESPONDENT SEX)

MALE	46%	(44%)
FEMALE	54	(56%)

That's all the questions I have for you. Thank you for helping with our survey!