

ILR Prescription Drug National Online Survey

Interview Schedule

May 5-24, 2017

Project #: 17133

N=1,025 Adults Online + Drug Oversample

Confidence Interval = $\pm 3.5\%$



**PUBLIC OPINION
STRATEGIES**

In this interview schedule:

- *An asterisk (*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.*
- *“Skip base” is the percentage of voters that are asked a question because they meet criteria based on a response to a previous question, meaning not all 1,025 respondents received that question, or not all 500 respondents in the oversample.*
- *“Total base” is the percentage of the total sample, in this survey document that is 1,025 respondents or 500 respondents in the oversample.*
- *“Core” is the N=1,025 Adults and “Drug” is the N=500 Drug Oversample. The drug oversample consists of respondents who answered “I am taking” or “I have taken in past” for at least one of the following twelve drugs or their generics: Actos, Avandia, Crestor, Granuflo, Nexium, Paxil, Pradaxa, Prozac, Testosterone, Xarelto, Yax/Yasmon/Ocella, or Zoloft. The oversample consists of 190 qualifying interviews from the oversample plus an additional 310 interviews to reach 500.*

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1. In general, how would you describe your own health, is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

<u>CORE</u>	<u>DRUG</u>	
53%	47%	TOTAL EXCELLENT/GOOD
12%	13%	TOTAL FAIR/POOR
13%	9%	Excellent
40%	38%	Very good
35%	40%	Good
10%	11%	Fair
2%	2%	Poor

In this survey, we are collecting general health data about respondents to allow us to segment this data efficiently. Please be assured that your responses will only be reported in aggregate and will NOT be identified individually.

2. Within the last year or two, have you been treated for one of the following conditions? Please check any that apply to you.

<u>CORE</u>	<u>DRUG</u>	
15%	29%	Anxiety
11%	31%	Depression
11%	24%	GERD or acid reflux
9%	18%	Diabetes
4%	8%	Menopause
3%	5%	Obsessive-Compulsive Disorder
2%	6%	Atrial fibrillation
2%	7%	Low testosterone
2%	4%	Post-Traumatic Stress Disorder
1%	2%	Deep vein thrombosis or pulmonary embolism (blood clot in the leg or lungs)
1%	1%	Kidney failure or dialysis
1%	1%	Premenstrual Dysphoric Disorder
1%	1%	Stroke
63%	-	None of these

Talking some more about you...

3. **(IF MALE)** Do you currently take any PRESCRIPTION medicine DAILY?
(IF FEMALE) Other than birth control, do you currently take any PRESCRIPTION medicine DAILY?

<u>CORE</u>	<u>DRUG</u>	
54%	83%	Yes
45%	17%	No
1%	-	Do not recall

IF Q3: PUNCH 1 (YES) , THEN SHOW QUESTIONS 4-8

4. In the past 30 days, how many different medications that were prescribed by a doctor have you taken or are you supposed to be taking?

SKIP BASE:

<u>CORE</u>	<u>DRUG</u>	
46%	33%	1-2
39%	42%	3-5
13%	23%	6-10
2%	2%	11+
3.4	4.0	MEAN
3.0	3.0	MEDIAN

TOTAL BASE:

<u>CORE</u>	<u>DRUG</u>	
24%	28%	1-2
21%	35%	3-5
8%	19%	6-10
1%	1%	11+
3.4	4.0	MEAN
3.0	3.0	MEDIAN

5. How often are you supposed to take any medicine, according to the instructions from your doctor or pharmacist?

SKIP BASE:

<u>CORE</u>	<u>DRUG</u>	
28%	30%	More than once a day
69%	67%	Once a day
1%	2%	2-6 times a week
1%	*	Once a week
-	-	Less than once a week
1%	1%	As needed for symptoms

TOTAL BASE:

<u>CORE</u>	<u>DRUG</u>	
15%	25%	More than once a day
37%	56%	Once a day
1%	1%	2-6 times a week
*	*	Once a week
-	-	Less than once a week
1%	1%	As needed for symptoms

Still thinking about your prescription medicines, please check all that apply below. As a reminder the data is anonymous and your responses will be kept confidential and will only be used for statistical purposes. Please answer the following questions about your experiences with your medicines, being as open and honest as possible. **(RANDOMIZE)**

	Yes	No
6. I sometimes forget to take my medicine as it is prescribed.		
CORE	33%	67%
DRUG	33%	67%
7. When I feel better and think my condition is under control, I sometimes stop taking my medicine.		
CORE	13%	87%
DRUG	13%	87%
8. I have cut back or stopped taking my medicine without telling my doctor if I felt worse or experienced side effects from taking it.		
CORE	9%	91%
DRUG	13%	87%

ASK ALL:

For each of the following, please indicate whether you or someone in your household have taken any of the following prescription medications, and in what time frame. **(THOSE WHO ANSWER “I’M TAKING” OR “I’VE TAKEN IN PAST” IN Q9-20 WILL SEE AD) (ALLOW RESPONDENTS TO CLICK NEXT WITHOUT SELECTING A PUNCH)**

RESPONDENTS WILL BE ALLOWED TO SEE ONLY ONE AD. IF RESPONDENT ANSWERS “I AM TAKING” OR “I’VE TAKEN” FOR MORE THAN ONE DRUG, SHOW THE DRUG ANSWERED AS “I AM TAKING.” IF RESPONDENT ANSWERS “I AM TAKING” FOR MORE THAN ONE DRUG, SHOW THE ONE AD THAT IS HIGHER ON THE PROVIDED LIST.

	I’m taking/ taken last year	I’ve taken in past/more than a year ago	Household taking/taken last year	Household taken in past/more than a year ago	No one taking/ taken in the past
9. Actos or its generic, which is called pioglitazone					
CORE	1%	1%	1%	*	97%
	2%			1%	
DRUG	5%	4%	1%	1%	89%
	9%			2%	
10. Avandia or its generic, which is called rosiglitazone					
CORE	*	1%	1%	*	98%
	1%			1%	
DRUG	1%	3%	1%	2%	93%
	4%			3%	
11. Crestor or its generic, which is called rosuvastatin					
CORE	2%	1%	2%	2%	93%
	3%			4%	
DRUG	15%	5%	4%	2%	75%
	19%			6%	
12. Granuflo or Naturalyte					
CORE	*	*	*	1%	98%
	*			1%	
DRUG	*	1%	1%	2%	96%
	1%			3%	

13.	Nexium or its generic, which is called esomeprazole					
CORE	3%		3%	3%	3%	88%
		6%			6%	
DRUG	18%		15%	3%	3%	61%
		33%			6%	
14.	Paxil or its generic, which is called paroxetine					
CORE	2%		2%	2%	1%	93%
		4%			3%	
DRUG	5%		8%	3%	3%	81%
		13%			6%	
15.	Pradaxa or its generic, which is called dabigatran					
CORE	*		*	1%	1%	98%
		*			2%	
DRUG	1%		2%	2%	1%	94%
		3%			3%	
16.	Prozac or its generic, which is called fluoxetine					
CORE	3%		3%	3%	1%	91%
		6%			4%	
DRUG	11%		12%	4%	2%	71%
		23%			6%	
17.	Testosterone					
CORE	2%		*	2%	1%	95%
		2%			3%	
DRUG	7%		4%	3%	2%	84%
		11%			5%	
18.	Xarelto or its generic, which is called rivaroxaban					
CORE	1%		1%	1%	1%	96%
		2%			2%	
DRUG	4%		3%	2%	1%	90%
		7%			3%	
19.	Yaz, Yasmin, Ocella or another generic form of Yaz or Yasmin, which includes drospirenone/ethinyl estradiol					
CORE	1%		1%	1%	1%	96%
		2%			2%	
DRUG	4%		6%	2%	1%	87%
		10%			3%	

20.	Zoloft or its generic, which is called sertraline					
CORE	3%	3%	3%	2%	89%	
		6%		5%		
DRUG	16%	12%	3%	4%	66%	
		28%		7%		

Please indicate below whether you agree or disagree with the following statements.

	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
23.	FDA (Food and Drug Administration) regulations ensure the safety of prescription medicines.				
CORE	25%	47%	16%	8%	4%
		72%		12%	
DRUG	29%	46%	15%	8%	2%
		75%		10%	
24.	I trust my doctor to inform me of the risks and benefits of any medication he or she prescribes.				
CORE	36%	39%	15%	7%	3%
		75%		10%	
DRUG	40%	42%	9%	8%	1%
		82%		9%	

25. Thinking about the last time you visited a pharmacy to pick up a prescription, did an employee speak with you about your prescription medicine, that is when or how to take the medication or its potential side effects?

CORE	DRUG	TOTAL YES
52%	53%	
32%	35%	Yes, the pharmacist
13%	13%	Yes, the pharmacy technician
7%	5%	Yes, someone, but not sure of their position
48%	47%	No one

26. As you may know, pharmacies are required to include written information about possible medication side effects when you purchase prescription medications, known as the patient packet insert. Do you recall ever having received information like this when you purchased prescription medications from your pharmacy?

<u>CORE</u>	<u>DRUG</u>	
89%	95%	Yes
11%	5%	No

27. If you received a patient packet insert that warned of possible serious side effects associated with the medication you were prescribed, how concerned would it make you about taking that medication?

<u>CORE</u>	<u>DRUG</u>	
61%	58%	TOTAL CONCERNED
34%	41%	TOTAL NOT CONCERNED
18%	13%	Very concerned
43%	45%	Concerned, but not very concerned
26%	32%	Not very concerned
8%	9%	Not at all concerned
5%	1%	Does not apply

ASK Q28 IF Q26:1

28. Have you ever not taken a particular medication that was prescribed for you by your doctor as a result of information about possible serious side effects provided to you in the patient packet insert?

SKIP BASE:

<u>CORE</u>	<u>DRUG</u>	
19%	23%	Yes
81%	77%	No

TOTAL BASE:

<u>CORE</u>	<u>DRUG</u>	
17%	22%	Yes
71%	74%	No

ASK Q29 IF Q28:1

29. Which of the following is the best description of what happened? Did you **(RANDOMIZE :1-3)**...

SKIP BASE:

<u>CORE</u>	<u>DRUG</u>	
35%	39%	Completely stop taking the medication
19%	17%	Not refill your prescription or
43%	39%	Decline the medication and never start it
3%	5%	Other (SPECIFY)

TOTAL BASE:

<u>CORE</u>	<u>DRUG</u>	
6%	8%	Completely stop taking the medication
3%	4%	Not refill your prescription or
7%	9%	Decline the medication and never start it
1%	1%	Other (SPECIFY)

30. As you may know, law firms sometimes run advertisements alerting the public to the fact that they are suing a pharmaceutical company over a specific medication. Have you seen or heard any advertisements like these in the last year?

<u>CORE</u>	<u>DRUG</u>	
72%	80%	Yes
28%	20%	No

ASK Q31 IF Q30:1

31. Can you recall the name of the medication, medication type, or condition the medication was supposed to treat? If so, please record that here.

SEE VERBATIM RESPONSES

32. Here are some types of medications that have had legal advertisements. Please check yes, no, or unsure if you have seen any advertisements about the following medications in the last year:

YES NO UNSURE

RANKED BY % YES

	a.	Pradaxa, Xarelto, or other blood thinners		
CORE		45%	32%	23%
DRUG		57%	29%	14%
	b.	Crestor or other cholesterol medications		
CORE		27%	44%	29%
DRUG		29%	47%	24%
	g.	Yaz, Yasmin, or other birth control pills		
CORE		26%	48%	26%
DRUG		29%	49%	22%
	c.	Nexium or other reflux or indigestion medications		
CORE		23%	51%	26%
DRUG		26%	52%	22%
	f.	Paxil, Prozac, Zoloft, or other selective serotonin reuptake inhibitors		
CORE		21%	50%	29%
DRUG		22%	53%	25%
	d.	Risperdal or other psychiatric medications		
CORE		12%	59%	29%
DRUG		15%	61%	24%
	e.	Actos, Avandia or other diabetes medications		
CORE		10%	59%	31%
DRUG		19%	58%	23%
	i.	Testosterone		
CORE		8%	64%	28%
DRUG		10%	66%	24%
	h.	Granuflo, Naturalyte, or other dialysates		
CORE		1%	68%	31%
DRUG		2%	72%	26%

(ASK Q33 IF Q32A-I:2-3)

33. Now, more specifically, have you seen an advertisement by a law firm, indicating they were suing the manufacturer of a medication you were taking over that particular medication in the last year?

SKIP BASE:

<u>CORE</u>	<u>DRUG</u>	
6%	11%	Yes
94%	89%	No

TOTAL BASE:

<u>CORE</u>	<u>DRUG</u>	
2%	2%	Yes
34%	19%	No

(ASK Q34 IF Q33:1)

34. In the space below, please describe the advertisement you saw, including the name of the medication or what condition it is used to treat.

SEE VERBATIM RESPONSES

35. How concerned would you be if you were taking a medication, prescribed by your doctor, and saw an advertisement by a law firm indicating they were suing the manufacturer over the medication you were taking?

<u>CORE</u>	<u>DRUG</u>	
84%	86%	TOTAL CONCERNED
16%	14%	TOTAL NOT CONCERNED
51%	44%	Very concerned
33%	42%	Concerned, but not very concerned
11%	11%	Not very concerned
5%	3%	Not at all concerned

36. Suppose you were taking a medication, prescribed by your doctor, and saw an advertisement by a law firm indicating they were suing the manufacturer of the medication you were taking over that particular medication. Please indicate whether you would do each of the following:
(RANDOMIZE A-E)

	Definitely Yes	Probably Yes	Probably No	Definitely No
RANKED BY % TOTAL YES				
e. Talk to your doctor about it at your next visit				
CORE	54%	34%	8%	4%
	88%		12%	
DRUG	59%	31%	6%	4%
	90%		10%	
a. Call your doctor				
CORE	44%	33%	18%	5%
	77%		23%	
DRUG	42%	28%	24%	6%
	70%		30%	
d. Google the lawsuit mentioned in the advertisement				
CORE	38%	36%	18%	8%
	74%		26%	
DRUG	34%	34%	22%	10%
	68%		32%	
b. Stop taking the medication immediately				
CORE	15%	31%	43%	11%
	46%		54%	
DRUG	9%	20%	49%	22%
	29%		71%	
c. Call the law firm mentioned in the advertisement				
CORE	11%	22%	47%	20%
	33%		67%	
DRUG	7%	18%	48%	27%
	25%		75%	

IF Q36B:3-4 ASK WITH THE SAME SCALE AND HEADER AS ABOVE

	Definitely Yes	Probably Yes	Probably No	Definitely No
bx. Reduce the amount of the medication you take to be less than what your physician prescribed				
CORE	1%	8%	60%	31%
		9%		91%
DRUG	2%	7%	52%	39%
		9%		91%

SHOW VIDEO (TWO VIEWS MAXIMUM) AND Q37-43 AMONG THOSE WITH AFFECTED MEDICAL CONDITION CATEGORIES FOR EACH VIDEO. THE AD NUMBERS CORRESPOND WITH THE QUESTION NUMBERS. QUALIFYING CONDITIONS ARE PUNCHES :1-2 ON Q9-22

DRUG OVERSAMPLE DATA ONLY Q37-43

Now switching to something a little different, I would like you to watch the following video. Following the video there will be a few questions so please watch carefully.

NEW PAGE:

37. How effective was this ad in raising concerns about this particular medicine? Was it...

79% TOTAL EFFECTIVE
21% TOTAL NOT EFFECTIVE

29% Very effective
 50% Somewhat effective
 16% Not very effective
 5% Not effective at all

38. How concerned are you about that medicine having seen that?

56% TOTAL CONCERNED
44% TOTAL NOT CONCERNED

17% Very concerned
 39% Somewhat concerned
 31% Not too concerned
 13% Not at all concerned

39. Some people have indicated they might make some changes based on having seen that ad while others have not. So again suppose you were taking that medication for your condition, prescribed by your doctor, and please indicate whether you would do each of the following:
(RANDOMIZE A-E)

	Definitely Yes	Probably Yes	Probably No	Definitely No
RANKED BY % TOTAL YES				
e. Talk to your doctor about it at your next visit	50%	33%	9%	8%
	83%		17%	
a. Call your doctor	36%	23%	28%	13%
	59%		41%	
d. Google the lawsuit mentioned in the advertisement	24%	29%	28%	19%
	53%		47%	
b. Stop taking the medication immediately	8%	18%	39%	35%
	26%		74%	
c. Call the law firm mentioned in the advertisement	8%	14%	39%	39%
	22%		78%	

IF Q39B:2 ASK WITH THE SAME SCALE AND HEADER AS ABOVE

	Definitely Yes	Probably Yes	Probably No	Definitely No
bx. Reduce the amount of the medication you take to be less than what your physician prescribed	17%	41%	32%	10%
	58%		42%	

ASK ALL:

Please read each statement and indicate whether you **(ROTATE)** strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each one. **(RANDOMIZE Q40-43)**

	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
RANKED BY % TOTAL AGREE					
42.	Some people might stop taking their medication after seeing this ad.				
	32%	49%	13%	4%	2%
	81%			6%	
40.	This ad helps people by alerting them to potential medical side effects.				
	22%	42%	24%	7%	5%
	64%			12%	
41.	This ad exaggerates the dangers because lawyers are interested in making more money on the lawsuit.				
	23%	36%	28%	10%	3%
	59%			13%	
43.	This type of information about medications in ads like this should be regulated by the government.				
	23%	30%	28%	8%	11%
	53%			19%	

ASK ALL:

In this final section, we are collecting general data about respondents to allow us to segment this data efficiently. Please be assured that your responses will only be reported in aggregate and will NOT be identified individually.

44. If you had to guess, how many hours would you estimate a TV was on in your house while you were home during the last week?

<u>CORE</u>	<u>DRUG</u>	
8%	7%	0-2
11%	9%	3-5
19%	20%	6-10
13%	10%	11-15
12%	10%	16-20
15%	18%	21-30
10%	12%	31-40
12%	14%	41+
22	24	MEAN
15	20	MEDIAN

-
45. How often do you use social networking like YouTube, Facebook, Twitter, Instagram, and Pinterest to find and share news and opinion about health-related topics?

(ROTATE PUNCHES TOP TO BOTTOM/BOTTOM TO TOP)

<u>CORE</u>	<u>DRUG</u>	
5%	7%	Everyday for health-related topics
15%	17%	Weekly
12%	16%	A few times a month
14%	13%	Less than once a month
30%	29%	Never for health-related topics
24%	18%	Do not use social media at all

D1. In what year were you born? _____

<u>CORE</u>	<u>DRUG</u>	
8%	1%	18 to 24
16%	12%	25 to 34
21%	14%	35 to 44
18%	24%	45 to 54
20%	28%	55 to 64
17%	21%	65 and over

D2. What is your gender?

<u>CORE</u>	<u>DRUG</u>	
47%	46%	Male
53%	54%	Female

ALLOW RESPONDENT TO CONTINUE WITHOUT RESPONDING

D3. Other than being an American, what is your main ethnic or racial heritage?

<u>CORE</u>	<u>DRUG</u>	
12%	8%	African American or Black
74%	85%	White
10%	4%	Hispanic or Latino American
2%	1%	Asian American
1%	1%	American Indian/ Alaskan Native
1%	1%	Other/Combination

D4. Since we have been talking about it, does anyone in your household work in health care, such as a doctor's office, hospital, or clinic that treats patients?

<u>CORE</u>	<u>DRUG</u>	
11%	16%	TOTAL YES
6%	10%	Yes, self
4%	5%	Yes, someone in my household
1%	1%	Yes, both
89%	84%	No

D5. What was the highest level of education you completed?

<u>CORE</u>	<u>DRUG</u>	
30%	14%	HIGH SCHOOL OR LESS
29%	25%	SOME COLLEGE
41%	61%	COLLEGE+
30%	14%	High school graduate or less
5%	5%	Technical or Vocational school
24%	20%	Some college
27%	37%	College graduate
14%	24%	Graduate or Professional school

D6. And in politics today, do you consider yourself to be... **(ROTATE)**

<u>CORE</u>	<u>DRUG</u>	
35%	39%	TOTAL REPUBLICAN
39%	38%	TOTAL DEMOCRAT
15%	15%	STRONG REPUBLICAN
9%	10%	NOT-SO-STRONG REPUBLICAN
11%	14%	LEAN TO REPUBLICANS
26%	23%	SOMETHING ELSE/INDEPENDENT
14%	13%	LEAN TO DEMOCRATS
7%	8%	NOT-SO-STRONG DEMOCRAT
18%	17%	STRONG DEMOCRAT

D7. And, thinking a little about your political attitudes... Do you consider yourself to be... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

<u>CORE</u>	<u>DRUG</u>	
34%	37%	TOTAL CONSERVATIVE
28%	27%	TOTAL LIBERAL
12%	13%	VERY CONSERVATIVE
22%	24%	SOMEWHAT CONSERVATIVE
38%	36%	MODERATE
16%	15%	SOMEWHAT LIBERAL
12%	12%	VERY LIBERAL

D8. And for statistical purposes only...what is your total annual household income?

<u>CORE</u>	<u>DRUG</u>	
9%	5%	UNDER \$20,000
16%	14%	\$20,000-\$39,999
15%	15%	\$40,000-\$59,999
19%	17%	\$60,000-\$79,999
13%	12%	\$80,000 - \$99,999
28%	37%	\$100,000 or more

ALLOW TO COMPLETE WITHOUT RESPONSE ON D8
