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**Office of Medical Policy**  
**Division of Drug Marketing, Advertising, and Communications**

**Attitudes and Behaviors Associated with Direct-to-Consumer (DT)  
Promotion of Prescription Drugs**

**Main Survey Results**

**Notes:**

- Results for respondents who had seen a doctor in the last three months are presented in the left hand column of the tables (black). Results for respondents who had **not** seen a doctor in the last three months are presented in the right hand column of the tables (green).
- *Red italics* are used to show where the participant's answer started a question skip pattern. "No," "do not know," and "refused" answers were all treated the same for determining whether respondents would be asked certain questions.
- Column percentages may not add to 100% due to rounding.
- Only the most common answers to open-ended questions are included. In open-ended questions, respondents are asked to answer with their own words, instead of selecting from a set of predetermined choices.

<b>Q1. What is your date of birth [AGE]?</b>		
	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
18-24	7%	7%
25-34	16%	26%
35-44	23%	30%
45-54	20%	17%
55-64	14%	11%
65+	20%	10%
Base N	960	121

**Q2. 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.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Within the last week	20%	
1 to 4 weeks ago	46%	
5 weeks to 3 months ago	34%	
4 to 6 months ago		34%
7 to 11 months ago		17%
1 year ago		21%
More than 1 year ago		28%
Never		1%
DK/REF		
Base N	960	121

**Q3. Can you tell me, in your own words, what the difference is between prescription drugs and non-prescription drugs, frequently called over-the-counter drugs? (open-ended question)**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Obtained/prescribed through a doctor	47%	47%
Base N	960	121

**Q4. In the last three months, do you recall seeing or hearing an advertisement for an over-the-counter drug; that is, a drug you can get without a doctor's prescription?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes	76%	73%
No	21%	22%
Not Sure	3%	4%
DK/REF	0.3%	1%
Base N	960	121

**Q5. Now think about prescription drugs; that is, drugs you can only get with a doctor's prescription. In the last three months, do you recall seeing or hearing an advertisement for a prescription drug?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes	72%	69%
No ( <i>skip to Q16</i> )	26%	26%
Not Sure	2%	5%
DK/REF	0.2%	
Base N	960	121

[Note: Only participants who answered "yes" to Question 5 were asked Questions 6 through 15]

**Q6. Did you see or hear it in any of the following ways: (may say yes to more than one)**

<i>Yes, I saw/heard it:</i>	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
On television	94%	96%
On the radio	28%	33%
In a magazine	66%	58%
In a newspaper	29%	36%
On the Internet	9%	12%
In a letter, flyer or announcement you got in the mail	17%	16%
Anywhere else?	7%	5%
DK/REF	1%	
Base N	688	121

**Q7. I'm going to read you a list of different types of information that may or may not appear in television ads for prescription drugs. As I read each one, please tell me if you've seen TV ads for prescription drugs with that type of information. Have you seen TV ads that contained information about: (may say yes to more than one)**

<i>Yes, I've seen ads that contained info about:</i>	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
The benefits of the drug	87%	90%
Directions for use of the drug	64%	34%
Who should take the drug	76%	81%
Questions to ask a doctor about the drug	63%	63%
What to do in case of overdose	10%	11%
The risks or side effects of the drug	82%	86%
Who should not take the drug	81%	82%
Have never seen TV ads for prescription drugs	1%	2%
DK/REF	1%	
Base N	688	83

**Q8. In the last three months, how many different prescription drugs do you recall seeing advertised in any form?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
None	1%	
One	4%	1%
Two	16%	18%
Three	21%	20%
Four	13%	18%
Five	12%	13%
Six	9%	10%
Seven	1%	
Eight	2%	
Nine	1%	
Ten	6%	5%
More than ten	11%	12%
DK/REF	4%	2%
Mean (Standard Deviation)	4.93 (3.06)	4.88 (2.96)
Base N	688	83

**Q9. How easy or difficult is it for you to tell whether an advertisement on television is for an over-the-counter drug or a prescription drug? Would you say it is:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Very easy	48%	53%
Somewhat easy	33%	27%
Neither easy nor difficult	5%	7%
Somewhat difficult	11%	8%
Very difficult	2%	4%
DK/REF	2%	1%
Mean (Standard Deviation)	1.86 (1.08)	1.82 (1.12)
Base N	688	83

**Q10. How easy or difficult is it for you to tell whether an advertisement in a magazine or newspaper is for an over-the-counter drug or a prescription drug? Would you say it is:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Very easy	39%	42%
Somewhat easy	33%	33%
Neither easy nor difficult	6%	12%
Somewhat difficult	16%	6%
Very difficult	2%	1%
Have never seen this kind of ad	3%	4%
DK/REF	2%	2%
Mean (Standard Deviation)	2.17 (1.33)	2.00 (1.23)
Base N	688	83

**Q11. Advertisements for prescription drugs in magazines and newspapers usually have small print information that gives more details about the drug. How much, if any, of the small print information would you say you usually read? Would you say you:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Read all of the information	15%	17%
Read almost all of the information	11%	5%
Read about half of the information	14%	7%
Read only a little of the information	26%	22%
Read none of the information	30%	39%
Didn't even notice the information was there	3%	10%
Have never seen magazine/newspaper ads ( <i>do not ask Q12</i> )	1%	1%
DK/REF	1%	
Base N	688	83

**Q12. If you were especially interested in the advertised drug for some reason, how much, if any, of the small print information would you read? Would you say you would:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Read all of the information	73%	70%
Read almost all of the information	12%	16%
Read about half of the information	8%	9%
Read only a little of the information	3%	4%
Read none of the information	4%	2%
DK/REF	0.2%	
Base N	682	82

**Q13. Has an advertisement for a prescription drug ever caused you to look for more information, for example, about the drug or about your health?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes ( <i>continue to Q14</i> )	51%	41%
No ( <i>skip to Q15</i> )	48%	58%
DK/REF	0.4%	1%
Base N	688	83

**Q14. Did you look for further information: (may say yes to more than one)**

<i>Yes, I looked:</i>	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
In a reference book	36%	32%
In a magazine	14%	26%
In a newspaper	7%	9%
On the Internet	18%	18%
By asking a friend, relative, or neighbor	30%	26%
By calling the 1-800 number in the ad	18%	15%
By talking to a pharmacist	52%	32%
By talking to your doctor	81%	74%
By talking to a nurse	33%	24%
By talking to a doctor other than your own doctor	22%	15%
By making an appointment with a doctor	27%	15%
By doing something else	5%	
DK/REF	1%	3%
Base N	353	34

**Q15. Has an advertisement for a prescription drug ever caused you to ask a doctor about a medical condition or illness of your own that you had not talked to a doctor about before?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes	27%	8%
No	72%	92%
DK/REF	0.4%	
Base N	688	83

[Note: Questions 16 through 31 were asked only of participants who had seen a doctor in the last three months]

<b>Q16. At any of the visits to your doctor in the last three months, was there any conversation about a prescription drug?</b>	
	Seen Dr. in last 3 months
Yes	67%
No	33%
DK/REF	0.4%
Base N	960

[Note: Participants were asked to focus on the visit where there was a conversation about a prescription drug when answering Questions 17 through 31. If there was no conversation about a prescription drug during any of their visits in the last 3 months, participants were asked to focus on the most recent visit.]

<b>Q17. Did you go see your doctor for that visit for any of the following reasons? Was it because: (may say yes to more than one)</b>	
	Seen Dr. in last 3 months
You had a sudden symptom or illness?	41%
You had not been feeling well?	42%
It was time for a checkup?	53%
A family member or friend suggested you should go?	10%
You needed to get a prescription refilled?	27%
You read or saw something?	2%
A drug you were taking (or supposed to be taking) wasn't working out for you?	13%
Were there any other reasons you went to see the doctor?	12%
DK/REF	2%
Base N	960

<b>Q18. Before you went to see the doctor for that visit, did you read, hear, or see anything that made you think about a question you wanted to ask your doctor?</b>	
	Seen Dr. in last 3 months
Yes (continue to Q19)	21%
No (skip to Q20)	79%
DK/REF	0.3%
Base N	960

**Q19. Think about what it was that you read, heard, or saw that made you think about that question. I'll read a list of 8 possibilities, and you can say yes to more than one. Was it because of: (may say yes to more than one)**

	Seen Dr. in last 3 months
An advertisement on television or radio	28%
An advertisement in a magazine	26%
A news or educational program on TV or radio, or mention in a talk show	23%
An article in a magazine or newspaper	32%
Something you received in the mail	10%
Something a friend, relative or neighbor said	28%
A talk you had with a doctor other than your own doctor	23%
Something you saw on the Internet	10%
Something else	15%
DK/REF	6%
Base N	202

**Q20. Are you currently taking one or more prescription drugs?**

	Seen Dr. in last 3 months
Yes ( <i>continue to Q21</i> )	67%
No ( <i>skip to Q22</i> )	33%
DK/REF	0.2%
Base N	960

**Q21. Before you visited your doctor, did you think your doctor might:**

	Seen Dr. in last 3 months
Switch your current drug to a new drug ( <i>skip to Q23b</i> )	19%
Keep you on your current drug ( <i>skip to Q26</i> )	54%
Give you a new drug for a different condition ( <i>skip to Q23c</i> )	19%
DK	11%
REF	3%
Base N	644

**Q22. Before you visited your doctor, did you think the doctor might put you on a new prescription drug?**

	Seen Dr. in last 3 months
Yes (continue to Q23a)	18%
No (skip to Q24)	79%
DK/REF	3%
Base N	316

[Note: There is no Q23]

**Q23a. Think about what it was that made you think your doctor might put you on a new prescription drug. I'll read a list of 9 possible things, and you can say yes to more than one. Was it because of: (may say yes to more than one)**

Yes, it was because of:	Seen Dr. in last 3 months
An advertisement on television or radio	4%
An advertisement in a magazine	4%
A news or educational program on TV or radio, or mention in a talk show	5%
An article in a magazine or newspaper	7%
A previous prescription for the same condition	30%
Something you received in the mail	4%
Something a friend, relative or neighbor said	21%
A talk you had with a doctor other than your own doctor	14%
Something you saw on the Internet	2%
Something else	42%
DK/REF	5%
Base N	57

**Q23b. Think about what it was that made you think your doctor might switch your current drug to a new drug. I'll read a list of 9 possible things, and you can say yes to more than one. Was it because of: (may say yes to more than one)**

<i>Yes, it was because of:</i>	Seen Dr. in last 3 months
An advertisement on television or radio	12%
An advertisement in a magazine	6%
A news or educational program on TV or radio, or mention in a talk show	9%
An article in a magazine or newspaper	12%
A previous prescription for the same condition	55%
Something you received in the mail	4%
Something a friend, relative or neighbor said	7%
A talk you had with a doctor other than your own doctor	16%
Something you saw on the Internet	2%
Something else	31%
DK/REF	6%
Base N	124

**Q23c. Think about what it was that made you think your doctor might give you a new drug for a different condition. I'll read a list of 9 possible things, and you can say yes to more than one. Was it because of: (may say yes to more than one)**

<i>Yes, it was because of:</i>	Seen Dr. in last 3 months
An advertisement on television or radio	11%
An advertisement in a magazine	3%
A news or educational program on TV or radio, or mention in a talk show	9%
An article in a magazine or newspaper	9%
A previous prescription for the same condition	36%
Something you received in the mail	2%
Something a friend, relative or neighbor said	15%
A talk you had with a doctor other than your own doctor	20%
Something you saw on the Internet	4%
Something else	41%
DK/REF	8%
Base N	123

[Note: Question 24 was not asked of people who thought their doctor would keep them on their current drug.]

<b>Q24. Did you ask whether there might be a prescription drug to treat your condition?</b>	
	Seen Dr. in last 3 months
Yes (do not ask Q32 and Q33)	32%
No	67%
DK/REF	0.9%
Base N	632

<b>Q25. At that visit, did you ask about a specific brand of prescription drug?</b>	
	Seen Dr. in last 3 months
Yes	13%
No	87%
DK/REF	
Base N	632

<b>Q26. Did you mention an advertisement you saw or heard for a drug or bring any information about a drug with you?</b>	
	Seen Dr. in last 3 months
Yes, I mentioned an ad I saw or heard (skip to Q28)	8%
Yes, I brought something about the drug with me (skip to Q28)	4%
Yes, both (skip to Q28)	1%
No (continue to Q27)	88%
DK/REF	0.2%
Base N	960

<b>Q27. Did you ask about any prescription drugs?</b>	
	Seen Dr. in last 3 months
Yes (do not ask Q32 and Q33)	12%
No (skip to Q32)	88%
DK/REF	0.1%
Base N	844

[Note: Question 28 was asked only of participants who had mentioned an advertisement or asked about prescription drug.]

**Q28. Which, if any, of these possible reactions did your doctor have when you asked about the drug? (may say yes to more than one)**

<i>His/her reaction was:</i>	Seen Dr. in last 3 months
He/she seemed to get angry or upset	4%
He/she seemed to react like it was an ordinary part of the visit	71%
He/she seemed to welcome my question	81%
He/she discussed the drug with me	79%
None of the above	2%
DK/REF	1%
Base N	220

**Q29. How did you feel about your doctor's reactions when you asked about the drug? Were you:**

	Seen Dr. in last 3 months
Very satisfied	48%
Satisfied	37%
Neither satisfied nor unsatisfied	3%
Unsatisfied	5%
Very unsatisfied	2%
No opinion	2%
DK/REF	2%
Base N	220

**Q30. Did your doctor do one or more of the following: (may say yes to more than one)**

	Seen Dr. in last 3 months
Give you the prescription drug you asked about ( <i>skip to Q34</i> )	50%
Recommend a different prescription drug	32%
Recommend an over-the-counter drug	14%
Recommend no drug	15%
Recommend that you make changes in your behavior or lifestyle	29%
Something else	12%
DK/REF	3%
Base N	220

**Q31. Did your doctor tell you why he or she didn't prescribe the drug you asked about?**

	Seen Dr. in last 3 months	Was it because: (may say yes to more than one)	
Yes	59%	The drug was not right for you	48%
		The doctor wanted you to take a different drug	35%
		The drug had side effects you were not aware of	29%
		You did not have the condition the drug is used to treat	23%
		A less expensive drug was available	8%
		The doctor said you didn't need a prescription drug	20%
		The doctor said you could use an over-the-counter drug	12%
		Some other reason	12%
		Base N	65
No (skip to Q34)	38%		
DK/REF	3%		
Base N	110		

[Note: Questions 32 and 33 were asked only of participants who did not ask (or could not recall asking) their doctor about any prescription drugs.]

**Q32. If you saw an advertisement for a drug that treats a condition that was bothering you, how likely would you be to talk to your doctor about the drug?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Very likely	54%	50%
Somewhat likely	26%	30%
Neither likely nor unlikely	2%	4%
Somewhat unlikely	5%	6%
Very unlikely	11%	11%
DK/REF	1%	
Mean (Standard Deviation)	1.92 (1.34)	1.98 (1.32)
Base N	607	121

**Q33. Which, if any, of these possible reactions do you think your doctor would have if you asked about a prescription drug you had seen advertised? (may say yes to more than one)**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
He/she would get angry or upset	3%	2%
He/she would react like it was an ordinary part of the visit	56%	55%
He/she would welcome my question	69%	74%
He/she would discuss the drug with me	82%	76%
None of the above	1%	
DK/REF	2%	2%
Base N	607	121

[Note: Questions 34 through 46 were asked only of participants who said they had seen or heard an advertisement for a prescription drug in the last three months. Lower means indicate more agreement with the statement (Range: 1=agree strongly, 5=disagree strongly).]

**Q34. I like seeing advertisements for prescription drugs.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	21%	18%
Agree somewhat	31%	26%
Neither agree nor disagree	20%	25%
Disagree somewhat	11%	12%
Disagree strongly	16%	19%
DK/REF	1%	
Mean (Standard Deviation)	2.71 (1.36)	2.89 (1.37)
Base N	711	89

**Q35. Advertisements for prescription drugs help make me aware of new drugs.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	47%	39%
Agree somewhat	39%	47%
Neither agree nor disagree	4%	7%
Disagree somewhat	4%	1%
Disagree strongly	6%	3%
DK/REF	0.7%	2%
Mean (Standard Deviation)	1.83 (1.10)	1.79 (.89)
Base N	711	89

**Q36. Advertisements for prescription drugs do not give enough information about the possible benefits and positive effects of using the drug.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	21%	12%
Agree somewhat	28%	21%
Neither agree nor disagree	11%	20%
Disagree somewhat	23%	35%
Disagree strongly	16%	10%
DK/REF	2%	1%
Mean (Standard Deviation)	2.84 (1.41)	3.09 (1.22)
Base N	711	89

**Q37. Advertisements for prescription drugs make the drugs seem better than they really are.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	26%	26%
Agree somewhat	32%	31%
Neither agree nor disagree	16%	16%
Disagree somewhat	17%	20%
Disagree strongly	7%	6%
DK/REF	2%	3%
Mean (Standard Deviation)	2.47 (1.25)	2.47 (1.25)
Base N	711	89

**Q38. Advertisements for prescription drugs do not give enough information about the possible risks and negative effects of using the drug.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	31%	26%
Agree somewhat	28%	31%
Neither agree nor disagree	9%	11%
Disagree somewhat	20%	20%
Disagree strongly	10%	10%
DK/REF	2%	1%
Mean (Standard Deviation)	2.48 (1.37)	2.57 (1.35)
Base N	711	89

**Q39. Advertisements for prescription drugs make it seem like a doctor is not needed to decide whether a drug is right for me.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	9%	4%
Agree somewhat	15%	15%
Neither agree nor disagree	5%	8%
Disagree somewhat	21%	27%
Disagree strongly	49%	45%
DK/REF	0.8%	1%
Mean (Standard Deviation)	3.88 (1.39)	3.94 (1.24)
Base N	711	89

**Q40. Advertisements for prescription drugs give enough information for me to decide whether I should discuss the drug with a doctor.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	28%	20%
Agree somewhat	42%	42%
Neither agree nor disagree	6%	13%
Disagree somewhat	13%	16%
Disagree strongly	11%	8%
DK/REF	0.7%	1%
Mean (Standard Deviation)	2.37 (1.31)	2.49 (1.21)
Base N	711	89

**Q41. Advertisements for prescription drugs help me make better decisions about my health.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	18%	13%
Agree somewhat	29%	28%
Neither agree nor disagree	16%	19%
Disagree somewhat	15%	22%
Disagree strongly	21%	16%
DK/REF	0.7%	1%
Mean (Standard Deviation)	2.91 (1.42)	2.99 (1.31)
Base N	711	89

**Q42. Advertisements for prescription drugs help me have better discussions with my doctor about my health.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	26%	20%
Agree somewhat	36%	34%
Neither agree nor disagree	15%	20%
Disagree somewhat	13%	16%
Disagree strongly	10%	7%
DK/REF	1%	2%
Mean (Standard Deviation)	2.44 (1.27)	2.56 (1.22)
Base N	711	89

**Q43. Only the safest prescription drugs are allowed to be advertised to the public.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	15%	16%
Agree somewhat	14%	9%
Neither agree nor disagree	15%	20%
Disagree somewhat	21%	19%
Disagree strongly	31%	31%
DK/REF	4%	4%
Mean (Standard Deviation)	3.40 (1.46)	3.44 (1.45)
Base N	711	89

**Q44. I would not talk with my doctor about an advertisement for a prescription drug, because it would seem like I did not trust my doctor.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Agree strongly	3%	3%
Agree somewhat	4%	3%
Neither agree nor disagree	4%	4%
Disagree somewhat	15%	21%
Disagree strongly	72%	66%
DK/REF	1%	1%
Mean (Standard Deviation)	4.51 (.99)	4.45 (.98)
Base N	711	89

**Q45. Now let me ask you, is there any information missing from prescription drug advertisements that you think should be in these ads? (open-ended question)**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months				
Yes	45%	42%	What information should be there? [open-ended]	Indicate side effects	50%	46%
				Base N	318	37
No	50%	51%				
DK/REF	6%	8%				
Base N	711	89				

**Q46. Is there any information in prescription drug advertisements that you think should not be in these ads? (open-ended question)**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months		Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes	8%	8%	What information should not be there? [open-ended]	Overglamorizes possible effects	Ad sounded unrealistic
				29%	29%
			Base N	58	7
No	87%	85%			
DK/REF	5%	7%			
Base N	711	89			

**Q47. Overall, would you say your health is:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Excellent	20%	33%
Very good	36%	36%
Good	23%	24%
Fair	15%	6%
Poor	6%	2%
DK/REF	0.3%	
Mean (Standard Deviation)	2.50 (1.14)	2.07 (.98)
Base N	960	121

**Q48. How knowledgeable would you say you are about health and medicines? Would you say you are:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Extremely knowledgeable	8%	4%
Very knowledgeable	29%	23%
Somewhat knowledgeable	59%	63%
Not at all knowledgeable	4%	10%
DK/REF	0.9%	
Mean (Standard Deviation)	2.58 (.70)	2.79 (.67)
Base N	960	121

**Q49. Have you ever used the internet or world wide web?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes	50%	57%
No	50%	42%
DK/REF		1%
Base N	960	121

**Q50. In the last six months, about how many different prescription drugs have you used (for women: including birth control pills)?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Zero	12%	50%
One	21%	21%
Two	22%	20%
Three	16%	7%
Four	10%	1%
Five	6%	1%
Six	4%	
Seven	2%	
Eight	2%	
More than eight	4%	1%
DK/REF	1%	
Mean (Standard Deviation)	2.75 (2.25)	.96 (1.31)
Base N	960	121

**Q51. In the last six months, about how many different over-the-counter drugs have you used, not including vitamins or nutritional supplements?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Zero	23%	22%
One	29%	31%
Two	26%	23%
Three	13%	11%
Four	4%	4%
Five	3%	4%
Six	1%	2%
Seven	0.3%	2%
Eight	0.3%	
More than eight	1%	2%
DK/REF	0.3%	
Mean (Standard Deviation)	1.71 (1.62)	1.83 (1.82)
Base N	960	121

**Q52. Is your doctor part of either of the following health-care arrangements?**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
A health maintenance organization or HMO	40%	39%
A preferred provider list or network of physicians	33%	32%
Neither	15%	15%
DK/REF	12%	17%
Base N	960	121

<b>Q53. What is your marital status? Are you:</b>		
	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Married	56%	52%
Single	22%	30%
Widowed	10%	5%
Divorced	9%	11%
Separated	3%	2%
DK/REF	0.3%	
Base N	960	121

<b>Q54. What is the last grade of school that you completed? Was it:</b>		
	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Grade school or less	3%	1%
Some high school	7%	4%
Completed high school	25%	26%
Some college	24%	24%
Completed college	21%	19%
Graduate school or more	16%	19%
Other beyond high school (business, technical, etc.)	4%	7%
DK/REF	0.5%	
Base N	960	121

<b>Q55. Which of these best represents your ethnic group? You may say yes to more than one. Would you say you are:</b>		
	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
American Indian or Alaska Native	4%	3%
Asian	2%	3%
Black or African-American	12%	12%
Hispanic or Latino	4%	10%
Native Hawaiian or other Pacific Islander	1%	
White	77%	76%
DK/REF	2%	1%
Base N	960	121

**Q56. For classification purposes, please tell me what your total household income was last year before taxes. Was it:**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Less than \$10,000	10%	8%
\$10,000 to \$20,000	10%	12%
\$20,000 to \$35,000	17%	18%
\$35,000 to \$50,000	16%	17%
\$50,000 to \$75,000	14%	17%
Over \$75,000	16%	13%
DK/REF	18%	5%
Base N	960	121

**Q57. Respondent gender (by observation).**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Male	35%	45%
Female	65%	55%
Base N	960	121

**Q58. Willing to participate in follow-up survey.**

	Seen Dr. in last 3 months	Not seen Dr. in last 3 months
Yes	68%	68%
No	32%	31%
DK/REF	0.3%	2%
Base N	960	121

[Click here for the results of the follow-up survey.](#)



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