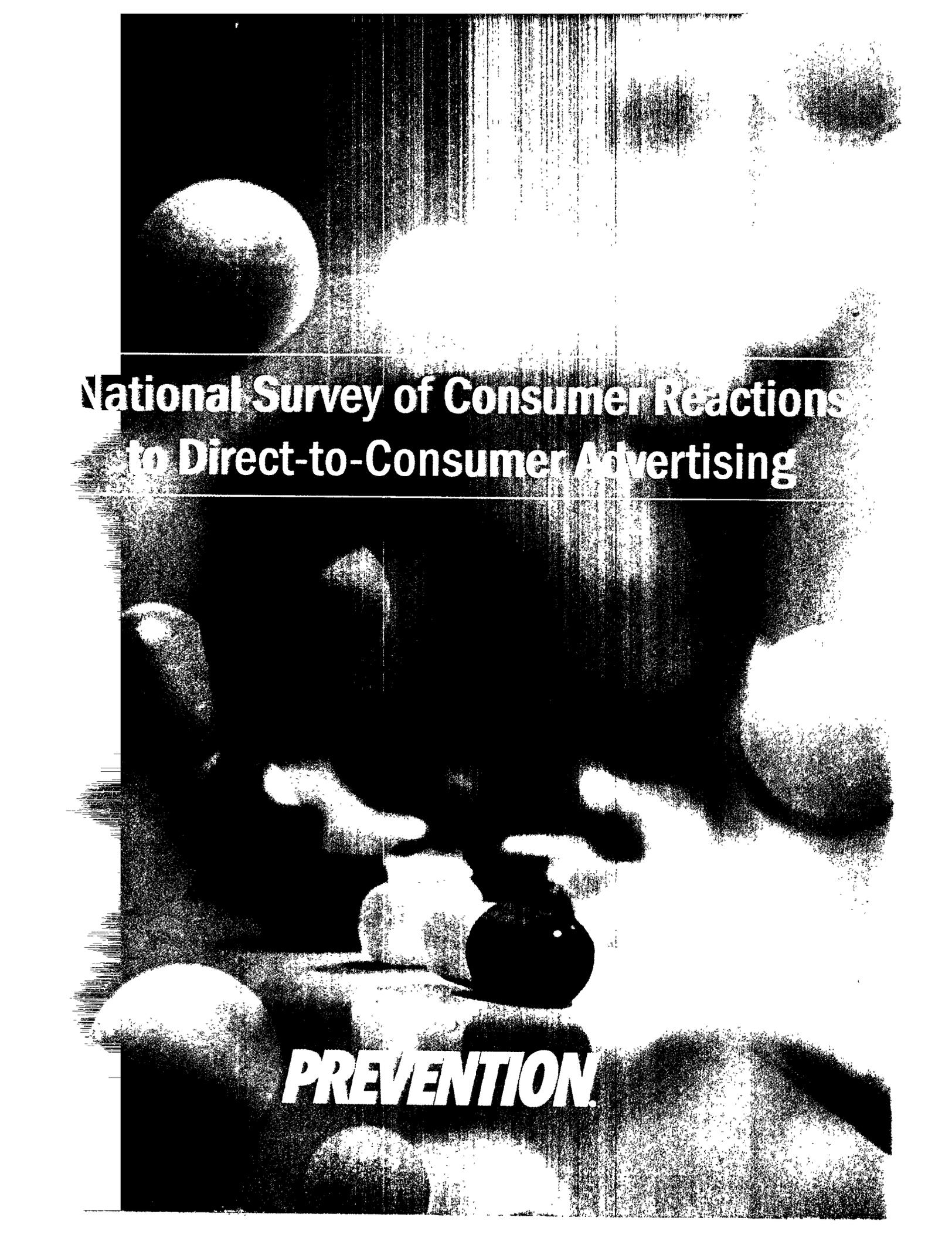


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**National Survey of Consumer Reactions
to Direct-to-Consumer Advertising**

PREVENTION.

T A B L E K

SEEKING INFORMATION ABOUT ADVERTISED Rx MEDICINES FROM SOURCES OTHER THAN THE DOCTOR

Based on consumers who have seen a DTC advertisement

| Sought Information From Source Other Than Doctor | Talked With Doctor After Seeing Ad | | |
|--|------------------------------------|-------|------|
| | Total % | Yes % | No % |
| Yes | 22 | 38 | 14 |
| No | 78 | 72 | 86 |
| Total | 100 | 100 | 100 |
| Interviews | 1084 | 359 | 712 |

Prepping for the Doctor

Although few consumers refer to sources other than their doctor, these references may still play an important role in preparing patients for a dialog with their physician. One in five consumers (22%, or as many as 35,933,420 people) who have seen a DTC advertisement sought information about the advertised product from a source other than a doctor. However, consumers who talked with their doctor are almost three times more likely than those who haven't talked with their doctor about an advertised medicine to have sought information from at least one other source mentioned in the ad, i.e. print ads, the Internet or toll-free telephone numbers. Thirty-eight percent of consumers who talked with their doctor sought information from at least one other source, compared to only 14 percent of those who saw ads and didn't talk with their doctor.

T A B L E L

HOW MUCH OF THE "BRIEF SUMMARY" INFORMATION CONSUMERS READ IN DTC PRINT ADVERTISEMENTS FOR MEDICINES THAT INTEREST THEM

Based on consumers who have seen DTC print advertisements

| | Amount Of Information Read | | | | | Total % | Interviews # |
|-----------------------------|----------------------------|--------|---------------|--------|--------------|---------|--------------|
| | Almost All % | Some % | Very Little % | None % | Don't Know % | | |
| | Total | 45 | 22 | 16 | 14 | | |
| Hypertension | | | | | | | |
| Yes | 53 | 21 | 14 | 9 | 3 | 100 | 350 |
| No | 43 | 22 | 17 | 16 | 2 | 100 | 418 |
| Arthritis | | | | | | | |
| Yes | 52 | 21 | 10 | 14 | 3 | 100 | 367 |
| No | 43 | 22 | 18 | 15 | 2 | 100 | 401 |
| Depression | | | | | | | |
| Yes | 55 | 22 | 11 | 11 | 1 | 100 | 171 |
| No | 44 | 22 | 17 | 15 | 2 | 100 | 597 |
| Osteoporosis | | | | | | | |
| Yes | 67 | 16 | 5 | 8 | 4 | 100 | 125 |
| No | 44 | 22 | 17 | 15 | 2 | 100 | 643 |
| Hypercholesterolemia | | | | | | | |
| Yes | 41 | 27 | 18 | 13 | 1 | 100 | 294 |
| No | 46 | 21 | 15 | 16 | 2 | 100 | 474 |
| Allergies | | | | | | | |
| Yes | 49 | 19 | 17 | 13 | 2 | 100 | 387 |
| No | 43 | 24 | 15 | 16 | 2 | 100 | 381 |
| Migraine Headaches | | | | | | | |
| Yes | 49 | 21 | 13 | 14 | 3 | 100 | 189 |
| No | 44 | 22 | 17 | 15 | 2 | 100 | 579 |
| Asthma | | | | | | | |
| Yes | 49 | 23 | 19 | 8 | 1 | 100 | 147 |
| No | 45 | 22 | 15 | 16 | 2 | 100 | 621 |

Checking the Fine Print: Do Consumers Read Contra Pages?

Consumers are reading the brief summary information included in print advertisements for prescription medicines of interest to them, despite the technical language and ultra-fine print. Forty-five percent of consumers who have seen a print advertisement say they read almost all of this information, and an additional 22 percent say they read at least some of it. In fact, only 14 percent of these consumers say they don't read any of the brief summary information.

The brief summary information in print advertising is also a widely used source of information for consumers who have or who are at risk of developing specific health problems. Consumers who are at risk or who have hypertension (53% vs. 43%), arthritis (52% vs. 43%), depression (55% vs. 44%) or osteoporosis (67% vs. 44%) are significantly more likely than others to say they read almost all of this information.