

2006 AARP Ohio Election Issues Survey

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Represents the Views of 1.5 Million+ AARP Members



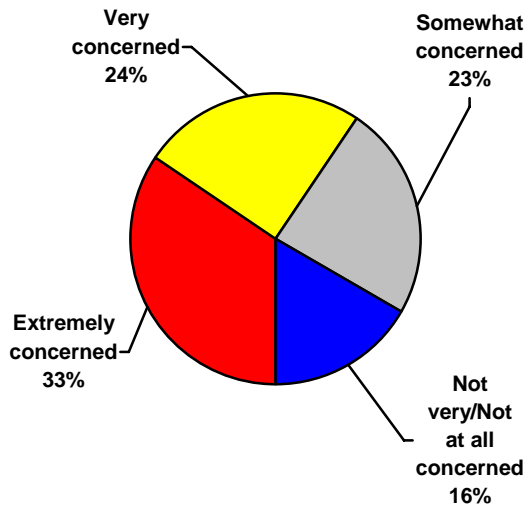
Ohio Prescription Drug Affordability Election Issues Newsletter:

By Susan L. Silberman, Ph.D.
www.aarp.org/research/
www.aarp.org/states/oh/

Prescription Drug Affordability

Eight in ten AARP Ohio members are concerned about being able to afford the cost of needed prescription drugs over the next two years (extremely: 33%; very: 24%; somewhat: 23%).

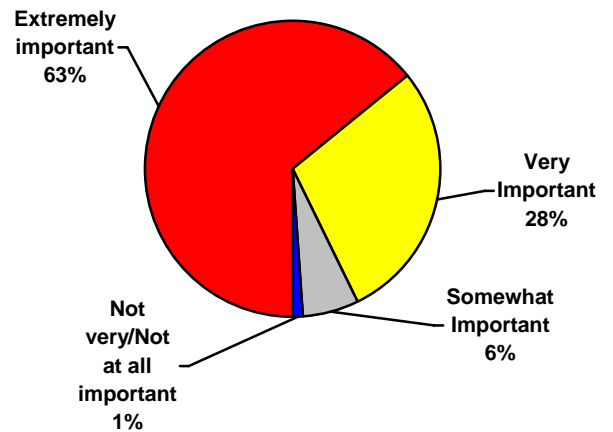
Concern About Prescription Drug Affordability (N=1,029)



Access to Information About Prescription Drug Safety and Effectiveness

Almost all AARP Ohio members (97%) say it is important for consumers to have access to information that compares the safety and effectiveness of prescription drugs (extremely: 63%; very: 28%; somewhat: 6%).

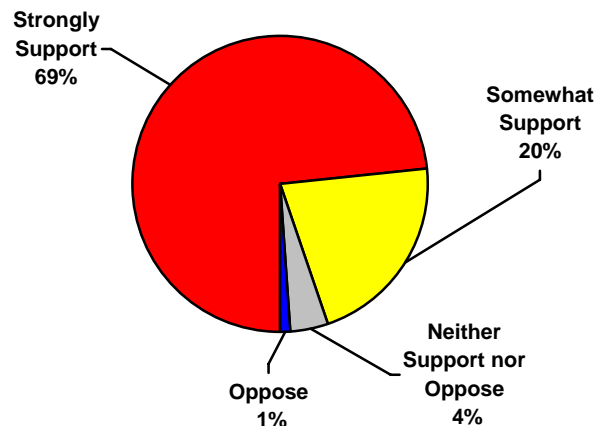
Importance of Prescription Drug Safety and Effectiveness (N=1,029)



Evidence-Based Research

About nine in ten AARP Ohio members support the use of evidence-based research as one way to help lower the price of prescription drugs and improve safety from medical errors (strongly: 69%; somewhat: 20%).

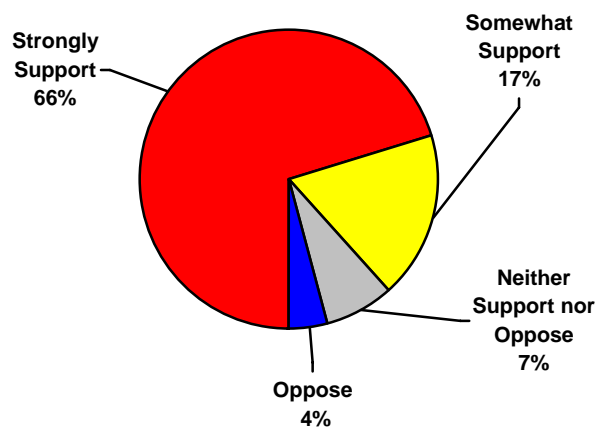
Support for Evidence-Based Research to Lower Cost and Improve Drug Safety (N=1,029)



Marketing Transparency for Drug Manufacturers

More than eight in ten AARP Ohio members support the State of Ohio enacting legislation that would require drug manufacturers to report how much they spend on marketing practices (strongly: 66%; somewhat: 17%).

Support for Drug Manufacturers to Report How Much They Spend on Marketing Practices (N=1,029)



Methodology

AARP conducted the Ohio Election Survey survey in May and June 2006. A statewide sample of 2,000 AARP members in Ohio, proportionally stratified by three age segments - 50 to 59, 60 to 74, and 75+ - was selected from AARP's membership database. Each sampled member was contacted about the survey in four ways: a pre-notification postcard, the survey itself, a reminder postcard, and a second survey. Fifty-two percent of the surveys, 1,029 useable surveys, were returned by the cut-off date for analysis. The survey has a sampling error of plus or minus 3.1 percent. Responses to the survey questions are attached. The full survey with responses to all questions is available on the AARP website at www.aarp.org/research/ or by contacting Susan L. Silberman, AARP Knowledge Management, (202) 434-6339.

Annotated Questions

13. How concerned are you about being able to afford the cost of needed prescription drugs over the next two years?

%	Concern Level
33	Extremely concerned
24	Very concerned
23	Somewhat concerned
12	Not very concerned
5	Not at all concerned
2	Not sure
1	No Answer

15. Several states are developing information comparing the safety and effectiveness of prescription drugs in order to help consumers, doctors, and pharmacists choose the right drug at the right price.

How important is it to you for consumers to have access to information that compares the safety and effectiveness of prescription drugs?

%	Importance Level
63	Extremely important
28	Very important
6	Somewhat important
<.5	Not very important
<.5	Not at all important
2	Not sure
1	No Answer

16. Evidence-based research compares the safety and effectiveness of prescription drugs in order to help consumers, doctors, and pharmacists choose the right drug at the right price. Using research helps consumers by lowering the price of prescription drugs, finding generic drug choices to use, and improving safety due to medical errors.

How strongly would you support or oppose the use of evidence-based research as one way to help lower the price of prescription drugs and improve safety from medical errors?

%	Response
69	Strongly support
20	Somewhat support
4	Neither support nor oppose
<.5	Somewhat oppose
<.5	Strongly oppose
4	Not sure
3	No Answer

- 17. Drug manufacturers market expensive new drugs to physicians. Sales representatives from these companies may provide physicians with incentives such as free meals, entertainment, and other gifts. Some experts believe that these practices encourage physicians to prescribe newer, more expensive drugs when similar and less costly drugs exist. Other experts believe such practices encourage the use of new, more effective drugs.**

How strongly would you support or oppose the state of Ohio enacting legislation that would require drug manufacturers to report how much they spend on these marketing practices?

<u>%</u>	
66	Strongly support
17	Somewhat support
7	Neither support nor oppose
2	Somewhat oppose
2	Strongly oppose
4	Not sure
3	No Answer

- D6. Thinking about your state elections for Ohio Governor and Legislators in the last ten years, how often would you say you vote?**

<u>%</u>	
63	Always
21	Most of the time
5	About half of the time
3	Seldom
4	Never
4	No Answer

- D7. Do you consider yourself to be a Democrat, a Republican, an Independent, or something else?**

<u>%</u>	
38	Democrat
28	Republican
21	Independent
3	Other [Specify: _____]
4	Not sure
6	No Answer

- D8. How would you characterize your political views?**

<u>%</u>	
27	Conservative
44	Moderate
9	Liberal
3	Other [Specify: _____]
11	Not sure
6	No Answer

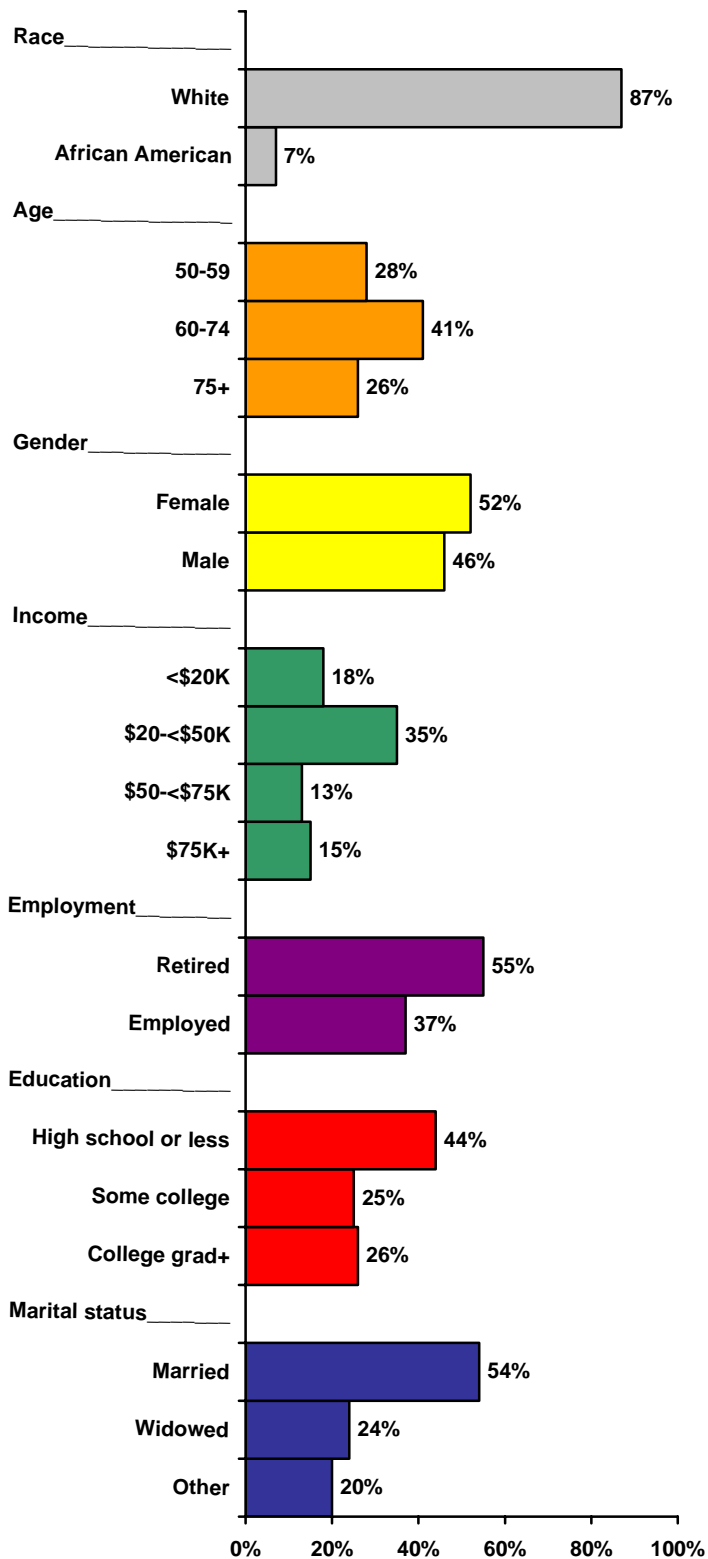
- D9. Are you of Hispanic, Spanish, or Latino origin?**

<u>%</u>	
1	Yes
93	No
<.5	Not sure
6	No Answer

- D12. How interested are you in Ohio state government activities that affect residents age 50 and older?**

<u>%</u>	
43	Extremely interested
35	Very interested
13	Somewhat interested
1	Not very interested
1	Not at all interested
2	Not sure
5	No Answer

Respondent Demographic Profile (N=1,029)



Acknowledgements

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AARP is a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over. We provide information and resources; engage in legislative, regulatory and legal advocacy; assist members in serving their communities; and offer a wide range of unique benefits, special products, and services for our members. These include *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our quarterly newspaper in Spanish; *NRTA Live & Learn*, our quarterly newsletter for National Retired Teachers Association members; and our Web site, www.aarp.org. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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