

A decorative graphic consisting of a large, thin, light-brown arc that starts near the top right and curves down towards the bottom right. It is intersected by a horizontal line and a vertical line, both of which have small yellow squares at their ends. The vertical line is on the right side, and the horizontal line is near the bottom. A solid green rectangle is located in the top-left corner of the page.

**Are Americans age 45+
Using Prescription Drugs
Wisely: A 2006 Study**

February 2007

Are Americans age 45+ Using Prescription Drugs Wisely: A 2006 Study

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Table of Contents

Introduction	1
Methodology	1
Background Demographics	2
Key Findings.....	3
Conclusions	5
Detailed Findings	6
Prescription Drug Use	6
Direct to Consumer Advertising	8
Relationships with Physicians and Pharmacists	8
Personal Medication Records	12
Financial Aspects of Prescription Drugs.....	13
Attitudes towards Generic Drugs	16
Availability of Consumer-friendly Research	20
Differences among Over samples	21
Summary and Conclusions	25
Appendix A: National Sample Annotated Questionnaire	27
Appendix B: New Hampshire Over Sample Annotated Questionnaire.....	39
Appendix C: Iowa Over Sample Annotated Questionnaire	51
Appendix D: African-American Over Sample Annotated Questionnaire	63
Appendix E: Hispanic Over Sample Annotated Questionnaire	75

List of figures

Figure 1: Percentage of Respondents who Searched for Information on a Prescription Medication7

Figure 2: Percentage of Respondents Who Talk to Their Doctor or Pharmacist About Prescription Drugs 11

Figure 3: Prescription Drug Spending14

Figure 4: Percentage of Respondents.....15

Figure 5: Extent to Which Respondents Agree or Disagree with the Following Statements Concerning Generic Drugs19

List of tables

Table 1: Percentage of Respondents who Take Medications on a Regular Basis, both Prescription and over-the-counter Medications6

Table 2: Percentage of Respondents who Say They10

Table 3: Percentage of Respondents Who Have a Personal Medication Record12

Table 4: Percentage of Respondents who know about the difference between generic and brand name drugs17

Table 5: Percentage of Respondents who Say They Agree With the Following Statements About Generic Drugs24

Introduction

The use of prescription and non-prescription drugs is very common. Studies have shown that prescription drug use increases among people in successively older age groups. A 2002 study of Americans age 45 and older indicated that prescription drug use increased from 52% to 75% between 1986 and 2002.¹

“Wise-use” of prescription drugs is a very broad term and encompasses many different aspects of prescription drug behaviors. This includes compliance issues such as taking drugs exactly how your doctor prescribed them or telling your doctor all the medications you take, including vitamins and supplements. It also includes issues such as the use of generic drugs, less expensive brand name drugs, or even over-the-counter drugs. Most importantly, using medications wisely includes becoming an active consumer in ones’ medication management.

The purpose of the present study was to conduct a national study among adults age 45 and older to understand their experiences with both prescription and over-the-counter medications, including their familiarity with prescription drug resources and their interactions with physicians and pharmacists.

Two states (New Hampshire and Iowa) were over-sampled to determine the impact of AARP’s wise use efforts within the states. New Hampshire was selected because of the large amount of activity surrounding wise use that has been conducted by AARP in the state for the last two years. Iowa served as a control state in which no significant activity surrounding wise use has been reported.

Methodology

Telephone interviews were conducted among a nationally representative sample of 1,200 Americans age 45 and older in the continental United States between November 28, 2006 and December 19, 2006. Interviews were conducted between 5:30 p.m. and 9:00 p.m in order to reach both the working and non-working populations.

Over-samples were obtained for both Hispanic and African American respondents and residents of both Iowa and New Hampshire. Four hundred additional interviews were collected on these four subgroups, producing 2800 total interviews. A random digit dial (RDD) sample was used to ensure the survey is representative of the targeted population.

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

Weights were applied to the data to make sure that the sample reflects the U.S. Census statistics for adults age 45 years of age or older by age within gender, race/ethnicity, 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 45 or older had been surveyed.

It is important to note that some percentages do not add up to 100 because some respondents may have refused to answer or replied “don’t know”. In other cases, the percentages may total more than 100, indicating respondents were allowed to choose more than one response.

Background Demographics

- Just over one-quarter of respondents (29%) were between the ages of 45 and 54. Thirty-two percent were between the ages of 55 and 64 and 34% were 65 years of age or older. Forty-five percent of the respondents were male and 55% were female.
- Seventy-two percent of the respondents indicated they were White/Caucasian and 12% were African-American. Eleven percent of the respondents were of Hispanic or Latino origin.
- One-third of the respondents (36%) had a high school education or less. Twenty-eight percent had some college or technical training and 36% had a college education or more. Thirty-five percent of the respondents were employed full-time and 8% were employed part-time.
- Twenty-four percent of respondents reported an annual household income of \$25,000 or less and another 24% said their household income was between \$25,000-50,000. Thirty percent said their annual household income was \$50,000 or more.
- Just over half of the respondents (55%) were married, 33% were divorced/widowed/separated, and 11% were never married. Forty-three percent were retired and 11% were homemakers or unemployed.

Key Findings

Prescription Drug Use

- Most respondents (84%) said they take at least one medication on a regular basis, including prescription drugs, over-the-counter drugs, herbal supplements, and vitamins.
- When asked if they know why they take each of their medications, almost all of the respondents (98%) said yes.
- When asked how often they read the literature that comes along with their medications, 50% said they do so *all the time*. Four in ten (41%) said they personally search for information about a prescription medication either *always* or *most of the time*.
- The top sources respondents use to search for information on a prescription medication include the Internet, word-of-mouth from family or friends, and health consumer magazines, news, bulletins, or books.

Direct to Consumer Advertising

- Direct to consumer advertising seems to have had an influence on participants, however not to a significant extent. Four in ten (42%) respondents have asked their doctor about a medication that they learned about from an advertisement on television or in a magazine. Of those who asked for the medication, four in ten (40%) said their doctor prescribed it for them.

Relationships with Physicians and Pharmacists

- When asked if they have tried changing a lifestyle habit such as engaging in physical activity or improving their diet either instead of or before taking a medication to treat a condition, six in ten (64%) of respondents said they had done so.
- Respondents are more likely to talk to their doctor about certain issues than others. For instance, seven in ten (68%) said they *all of the time/often* share with their doctors a list of all their medications. But, only 34% said they *all of the time/often* ask their doctors what to do if they accidentally skip a dose of their medication.

- Respondents are more open to talking about prescription drugs with their physician rather than their pharmacist. For example, sixty-eight percent of respondents said they share a list of their medications with their doctor *all of the time/often* but only 33% said they share a list of their medications with their pharmacist *all of the time/often*.

Personal Medication Records

- Three in ten respondents (33%) said they have a personal medication record. When asked how likely they would be to fill one in if it were available free of charge, six in ten (60%) said they would be *very or somewhat likely* to do so.

Financial Aspects of Prescription Drugs

- Most Americans have financial coverage in paying for prescription drugs. Seventy-eight percent of respondents said they get help in paying for prescription drugs from insurance or other health coverage.
- Only 23% of respondents indicated that paying for prescription medications is a *major problem* for them.
- When asked what they had to do in order to be able to afford prescription drugs, respondents indicated a variety of things. Four in ten (47%) said they had to buy the generic equivalent. Fortunately, only 11% said they had to skip a dose in order to afford their prescription medications.

Attitudes towards Generic Drugs

- Most respondents seem to support substituting generic medication for brand name drugs. Six in ten (61%) said they support generic substitution *all or some of the time*.
- Four in ten (40%) respondents said they knew *very little* or *nothing* about the difference between brand name drugs and generic drugs.
- Overall, respondents think generic drugs are just as good as brand name drugs. For example, seventy-seven percent of respondents said they *agreed* that generic prescriptions are just as good as brand name drugs but cost less

Availability of Consumer-Friendly Research

- Americans are very supportive of having objective-based facts about different prescription medications but, in general, are not aware of their availability. Eight in ten (84%) feel it is *important* to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost.
- When asked about their awareness of research and information that compares the safety and effectiveness of various prescription drugs, only two in ten (26%) indicated they were aware of this type of research.

Conclusions

Medication use seems to be on the rise. The current study found that 84% of Americans age 45 and older currently take at least one medication on a daily basis including prescription and over-the-counter medications. On average, Americans are taking four prescription drugs, which is consistent with previous research.

Overall, Americans appear to be using their medications wisely (e.g., taking their medication as prescribed, using generic drugs). Respondents consult with their physician regarding a variety of different issues however most do not talk to their pharmacist about prescription drugs. This presents an opportunity to educate the public about pharmacists' expertise with both prescription and non-prescription drugs and their willingness to provide their resources.

The use of personal medication records is slightly lower than desired, however interest is high as most said they would use a personal medication record if one were available free of charge.

Most respondents indicated they have financial coverage for prescription drugs and that paying for them is not a major problem; however those who take more than three drugs or report lower household incomes are more likely to report that paying for prescription drugs is a major problem.

Respondents are supportive of generic substitution for brand name drugs. Yet, more than a third knew very little or nothing about the difference between brand name and generic drugs. This suggests the need to educate the public about generic drugs. Lastly, respondents would like consumer-friendly research about the safety and effectiveness of prescription drugs, however the majority do not know that this information exists.

Detailed Findings

Prescription Drug Use

Most of the respondents (84%) reported taking at least one medication on a regular basis, including prescription drugs, over-the-counter drugs, herbal supplements, and vitamins. The average number of prescription drugs taken was four. The average number of over-the-counter drugs taken was two.

- Those over 65 (92%) and female (87%) were more likely to say they currently take medications than those between the ages of 45 and 64 (80%) and male (79%). Table 1 shows the percentage of respondents who currently take any medications by gender, age, and marital status.

Table 1

Percentage who take medications on a regular basis, both prescription and over-the-counter medications²
By Gender, age, and marital status

Current use	Gender		Age		Marital status	
	Men ^a (n=543)	Women ^b (n=657)	45-64 ^c (n=730)	65+ ^d (n=413)	Married ^e (n=654)	Non-married ^f (n=546)
Yes	79%	87% ^a	80%	92% ^c	81%	87% ^e
No	20% ^b	12%	20% ^d	8%	19% ^f	13%

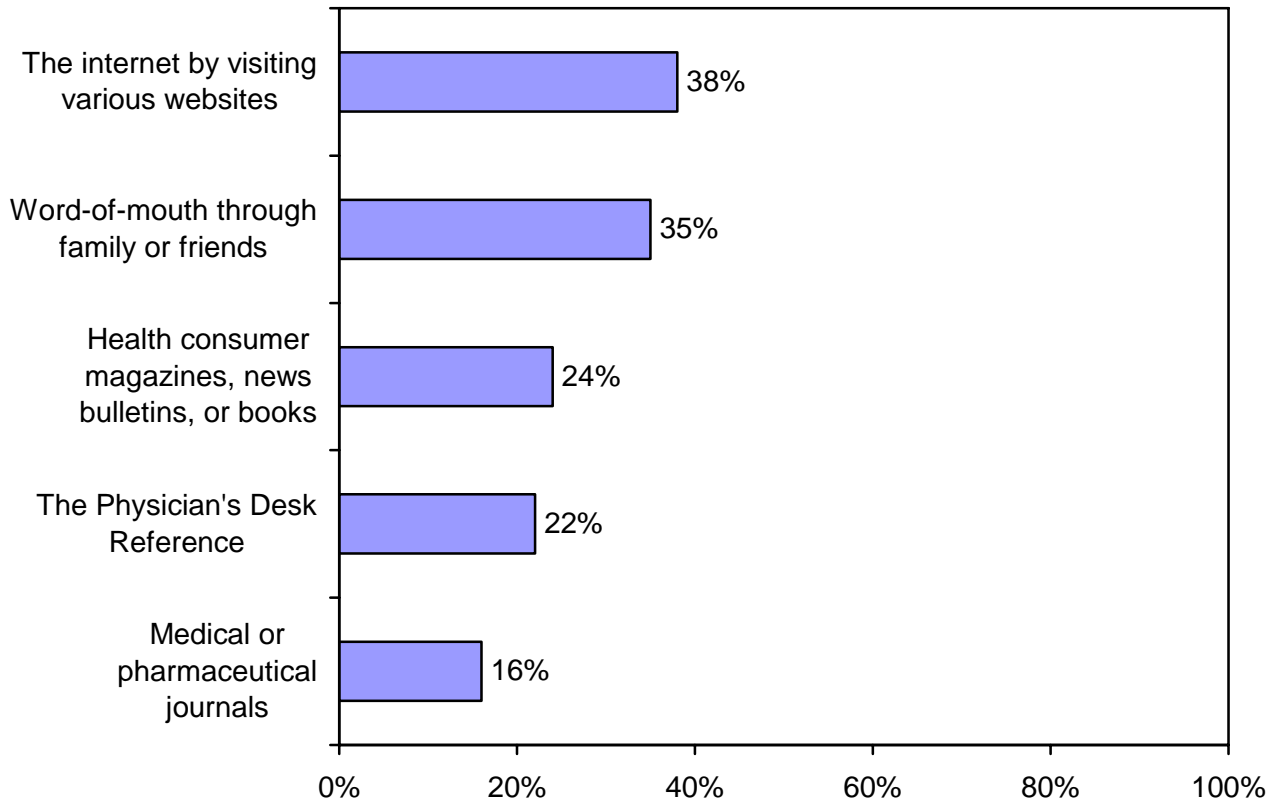
Almost all of the respondents (98%) said they knew why they took each of their medications. Half (50%) said they *always* read the literature that comes with their medications and 14% said they read the literature *most of the time*. Four in ten

² **Bold face** percents in columns (which represent demographic subgroups) are significantly higher than percents in adjacent columns. Superscripts (^{a/b/}, ^{c/d}, ^{e/f}) indicate those columns in which there is a statistically significant difference.

(41%) said they personally search for information about a prescription medication either *always* or *most of the time*. Figure One shows the ways in which respondents search for information on a prescription medication.

Figure 1

Percentage of respondents who searched for additional information on a prescription medication through any of the following (n= 1200)



Source: *Are Americans age 45 and older using Prescription Drugs Wisely? A 2006 study*, January 2007

Direct to Consumer Advertising

Four in ten (42%) respondents said they have asked their doctor about a medication that they learned about from an advertisement on television or in a magazine. Of those who asked for the medication, only 40% said their doctor prescribed it for them.

- Women (45%) were more likely than men (39%) to ask their doctor about a medication that they learned about from an advertisement on television or in a magazine.
- Those who take 3 or more medicines regularly (47%) were more likely than those who take 1-2 medicines (36%) and those who do not take medicines (29%) to ask their doctor for a medication they learned about through direct to consumer advertising.
- Interestingly, those with internet access (43%) were more likely than those with no access (38%) to say they asked about a medication they learned about on television or through a magazine, suggesting Americans may look to the internet for prescription drug information.

Relationships with Physicians and Pharmacists

Approximately half of the respondents (54%) said they talked to their doctor about changing a lifestyle habit such as engaging in physical activity or improving their diet either instead of or before taking a medication to treat a condition. However, six in ten (64%) actually tried changing a lifestyle habit such as engaging in physical activity or improving their diet either instead of or before taking a medication to treat a condition. This suggests some Americans may try changing their lifestyles on their own before consulting a doctor for advice.

- Respondents who were between the ages of 45-64 (59%) were more likely than those over the age of 65 (46%) to say they talked to their doctor about changing a lifestyle habit such as engaging in physical activity or improving their diet either instead of or before taking a medication to treat a condition. Females (57%) were also more likely than males (51%) to say they talked to their doctor about changing a lifestyle habit such as engaging in physical activity or improving their diet either instead of or before taking a medication to treat a condition.

It seems respondents are more likely to talk to their doctor about certain issues than others. For instance, almost seven in ten (68%) said they share with their doctors a list of all their medications including prescription drugs, over-the-counter drugs, herbal supplements, and vitamins *all of the time/often*. But, only 34% said they *all of the time/often* ask their doctors what to do if they accidentally skip a dose of their medication.

Likewise, 63% of respondents said they ask their doctor the reason they are being prescribed a particular medication *all of the time/often* but only 52% ask their doctor about possible drug side effects *all of the time/often*. Table 2 presents the percentage of respondents who talked to their doctor about their medication, by age and gender.

Table 2

Percentage of respondents who say they do these specific things *all of the time/often* By age and gender³

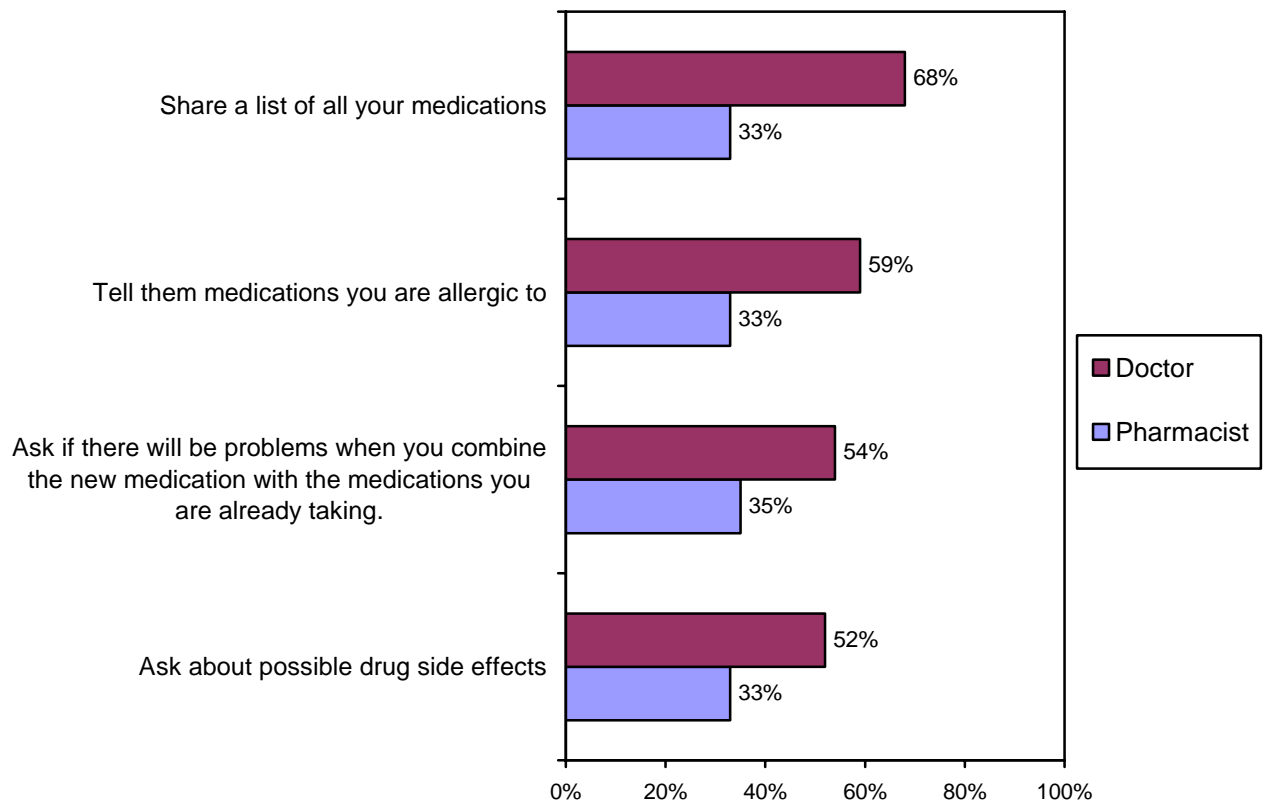
Statement	Age		Gender	
	45-64 ^a (n=730)	65+ ^b (n=413)	Male ^c (n=543)	Female ^d (n=657)
Share with your doctors a list of all your medications	69%	66%	62%	73%^c
Ask you doctors any questions you have about a prescription medicine.	60%^b	46%	52%	57%
Tell your doctors about medications you are allergic to.	62%^b	52%	52%	64%^c
Ask your doctors for specific instructions on when and how to take your medications.	60%^b	50%	52%	59%^c
Ask your doctors what to do if you accidentally skip a dose.	33%	34%	31%	36%
Ask your doctors the reason you are being prescribed a medication.	67%^b	57%	58%	68%^c
Ask your doctors about possible drug side effects.	56%^b	45%	49%	54%
Ask your doctors if there will be any new problems when you combine the new medications you are taking with the medicines you are already taking.	58%^b	48%	52%	56%
Ask your doctors if there will be any new problems when you combine the new medications with certain foods or lifestyle habits	46%^b	35%	41%	42%
Talk with your doctors before you stop taking a medication they have prescribed	58%^b	52%	54%	58%

³ **Bold face** percents in columns (which represent demographic subgroups) are significantly higher than percents in adjacent columns. Superscripts (^{a/b, c/d}) indicate those columns in which there is a statistically significant difference.

It is clear that respondents are more open to talking about prescription drugs with their physician rather than their pharmacist (see Figure 2).

Figure 2

Percentage of Respondents who *all of the time/often* talk to their doctor or pharmacist about prescription drugs
(n= 1200)



Source: *Are Americans age 45 and older using Prescription Drugs Wisely? A 2006 study*, January 2007

Personal Medication Records

Respondents have various different systems for helping them remember to take their medication every day. Almost two-thirds (62%) said they put it in a visible location and 74% said they take it at the same time every day. Only 38% of respondents said they use a daily pill box and even less (12%) said they receive reminders or assistance from a nurse or family member or place reminders in a daybook.

Approximately three in ten (33%) respondents said they have a personal medication record. Six in ten (60%) respondents said they would be *very or somewhat likely* to fill in a personal medication record if one was available free of charge.

- Not surprisingly, those who take one to two (29%) and three or more (39%) regular medications daily are more likely than those who do not take medications regularly (14%) to say they have a personal medication record.
- Women and those over 65 are more likely to say they have a personal medication record (see Table 3).

Table 3

Percentage of respondents who say they have a personal medication record
By Gender, age, and income⁴

	Gender		Age		Income		
	Men ^a (n=543)	Women ^b (n=657)	45-64 ^c (n=730)	65+ ^d (n=413)	<\$35k ^e (n=429)	\$35k-\$49k ^f (n=146)	>\$50k ^g (n=357)
Yes	30%	35 %^a	27%	42%^c	36%	37%	27 %^{ef}
No	70%^b	64%	72%^d	58%	64%	62%	72 %^{ef}

⁴ **Bold face** percents in columns (which represent demographic subgroups) are significantly higher than percents in adjacent columns. Superscripts (^{a/b, c/d, e/f/g}) indicate those columns in which there is a statistically significant difference.

Financial Aspects of Prescription Drugs

The majority of respondents (78%) said they get help in paying for prescription drugs from insurance or other health coverage. Just over a quarter (29%) said they participate in a prescription drug discount program or have a prescription drug discount card such as those offered through a local drugstore, a doctor's office, a membership organization like AARP, a retailer like Wal-Mart, or a pharmaceutical company.

- Those whose incomes were \$50,000 or more (86%) were more likely to say they get help from insurance or other health coverage than those whose income was less than \$35,000 (71%).
- Respondents 65 years of age or older (82%) were also more likely to say they get help in paying for prescription drugs than respondents between the ages of 45-64 (77%).
- Those over 65 (39%) were also more likely to say they participate in a prescription drug discount program or have a prescription drug discount card than those who were between the ages of 45-64 (24%).

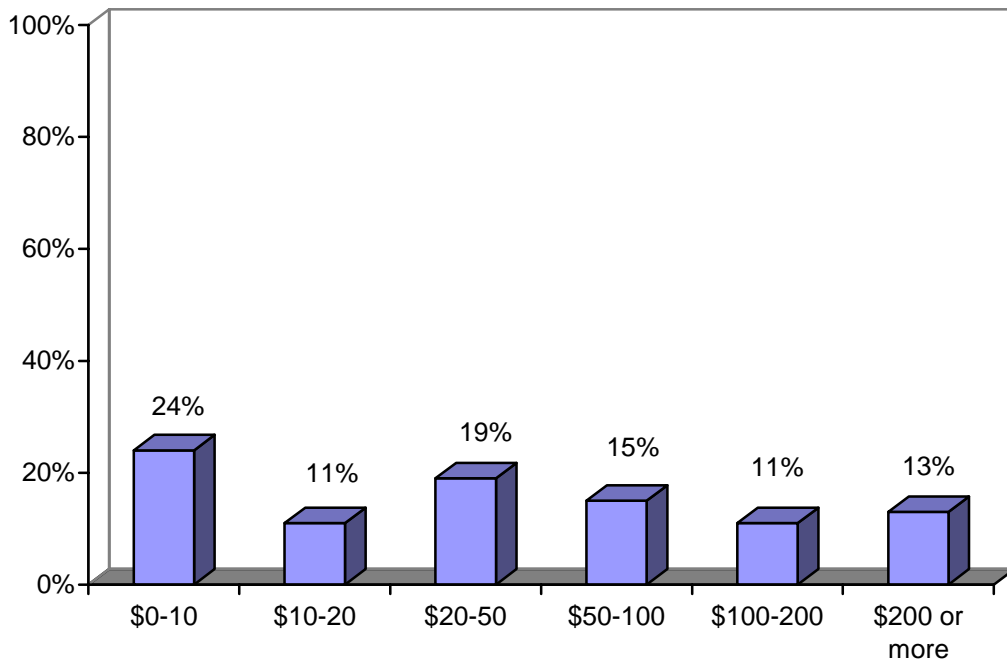
Almost one-quarter (23%) of respondents said that paying for prescription medications is a *major problem* for them. Twenty-seven percent said it was a *minor problem* and 48% said it was *not a financial problem*.

- Not surprisingly, those who take 3 or more medications regularly (45%) were less likely than those who do not take any medications (57%) to say it is *not a financial problem* for them.
- In addition, those whose income is less than \$35,000 (34%) were more likely than those whose income is over \$50,000 (9%) to say that paying for prescription drugs is a *major problem*.

Approximately half of the respondents (53%) said they spend \$50 or less each month out-of-pocket for prescription medications. Figure 3 shows how much respondents have spent each month out-of-pocket for their prescription medications over the course of the last 12 months.

Figure 3

Approximately how much have you spent each month out-of-pocket for your prescription medication?
(n=1200)



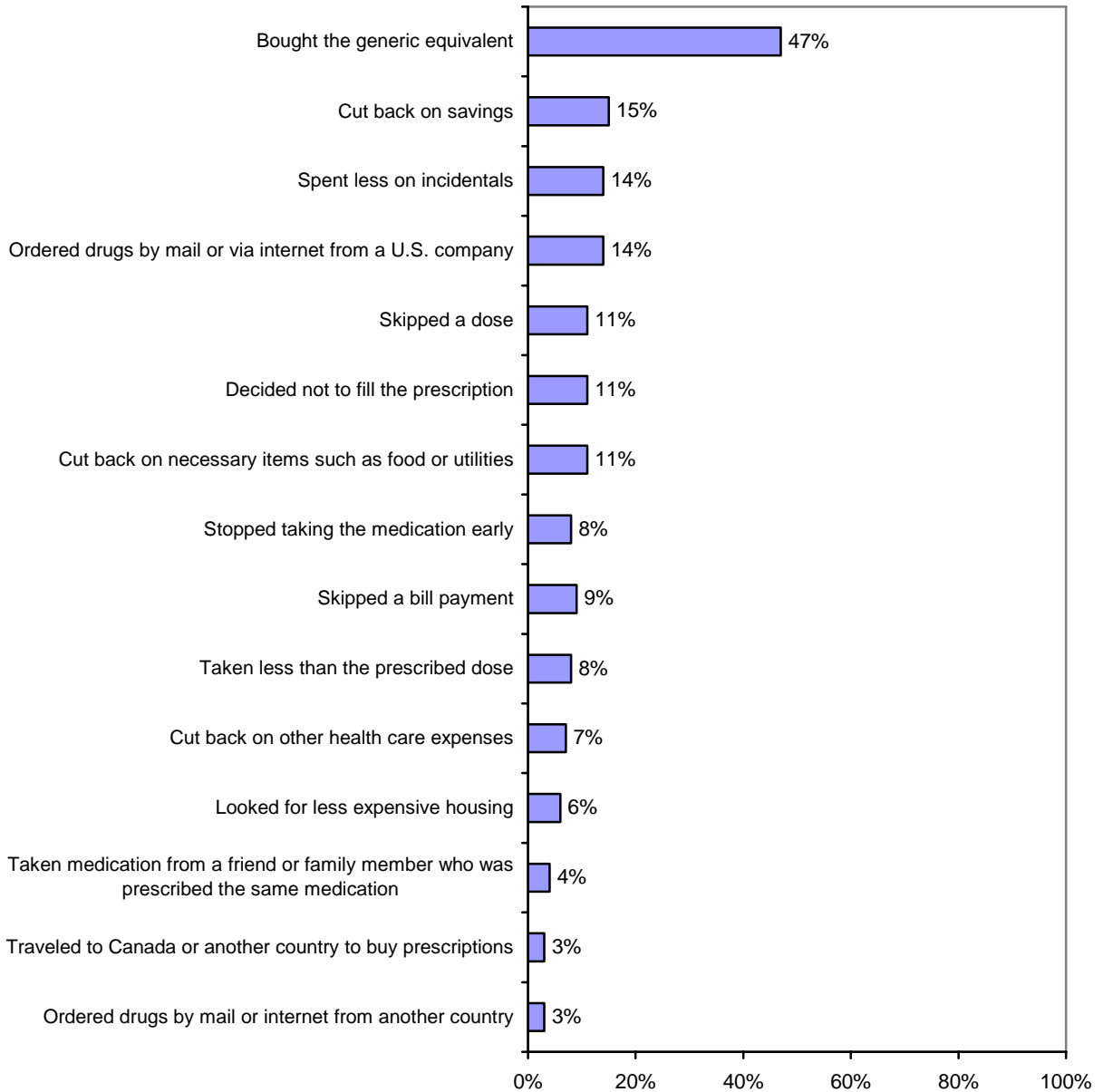
Source: *Are Americans age 45 and older using Prescription Drugs Wisely? A 2006 study*, January 2007

In order to afford prescription drugs, respondents have had to do various things in the past 12 months. For instance, almost five in ten (47%) said they bought the generic equivalent and 11% said they skipped a dose to be able to afford their prescription drugs (see Figure 4).

Figure 4

Percentage of respondents who say they have had to do the following things to be able to afford their prescription drugs.

(n=1200)



Source: *Are Americans age 45 and older using Prescription Drugs Wisely? A 2006 study*, January 2007

Interestingly, most respondents (72%) say they *never* shop around for the best price on a medication before purchasing it.

- Those whose income is less than \$35,000 a year (9%) were more likely than those whose income was \$50,000 or more (4%) to say they shop around *every* time they fill a prescription.
- Also, those over 65 (5%) were less likely than those 45-64 (8%) to say they shop around *every* time they fill a prescription.

The majority of respondents (69%) fill their prescriptions at local pharmacies such as Walgreens, Rite-Aid, etc. Eleven percent fill their prescriptions at a discount pharmacy (e.g., Costco, Wal-mart, etc.) and 15% fill their prescriptions by mail or over the internet.

Attitudes towards Generic Drugs

Most Americans support substituting generic medications for brand name drugs, however their level of support varies. Three in ten (34%) support generic substitution in *all* cases, 27% support generic substitution in *most* cases, and 26% support generic substitution in *some* cases. Nine percent said they do not support generic substitution for brand name drugs.

- Males (37%) were more likely than females (30%) to say they support generic substitution in *all* cases.

Over half of the respondents said they know *some* (40%) or *a lot* (18%) about the difference between brand name and generic drugs. Four in ten said they know *very little* (27%) or *nothing* (13%) about the difference between brand name and generic drugs.

- Age and income seem to play a role in terms of knowledge with older respondents and those with lower incomes reporting less knowledge (see Table 4).

Table 4

Percentage of respondents who know about the difference between generic and brand name drugs

By age and income⁵

	Age		Income		
	45-64 ^a (n=730)	65+ ^b (n=413)	<\$35k ^c (n=429)	\$35k-\$49k ^d (n=146)	>\$50k ^e (n=357)
Nothing	11%	17% ^b	17% ^e	11%	6%
Very little	26%	31%	30%	25%	25%
Some	43% ^b	34%	37%	42%	47% ^c
A lot	20% ^b	15%	14%	20%	21% ^c

Overall, respondents think generic drugs are just as good as brand name drugs. However, many demographic differences emerged regarding opinions towards generic drugs. Younger respondents and those whose income was over \$50,000 were more accepting of generic drugs.

- Those whose income was less than \$35,000 (36%) were more likely than those whose income was over \$50,000 (27%) to *agree* that generic prescription drugs may be less effective than brand name drugs.

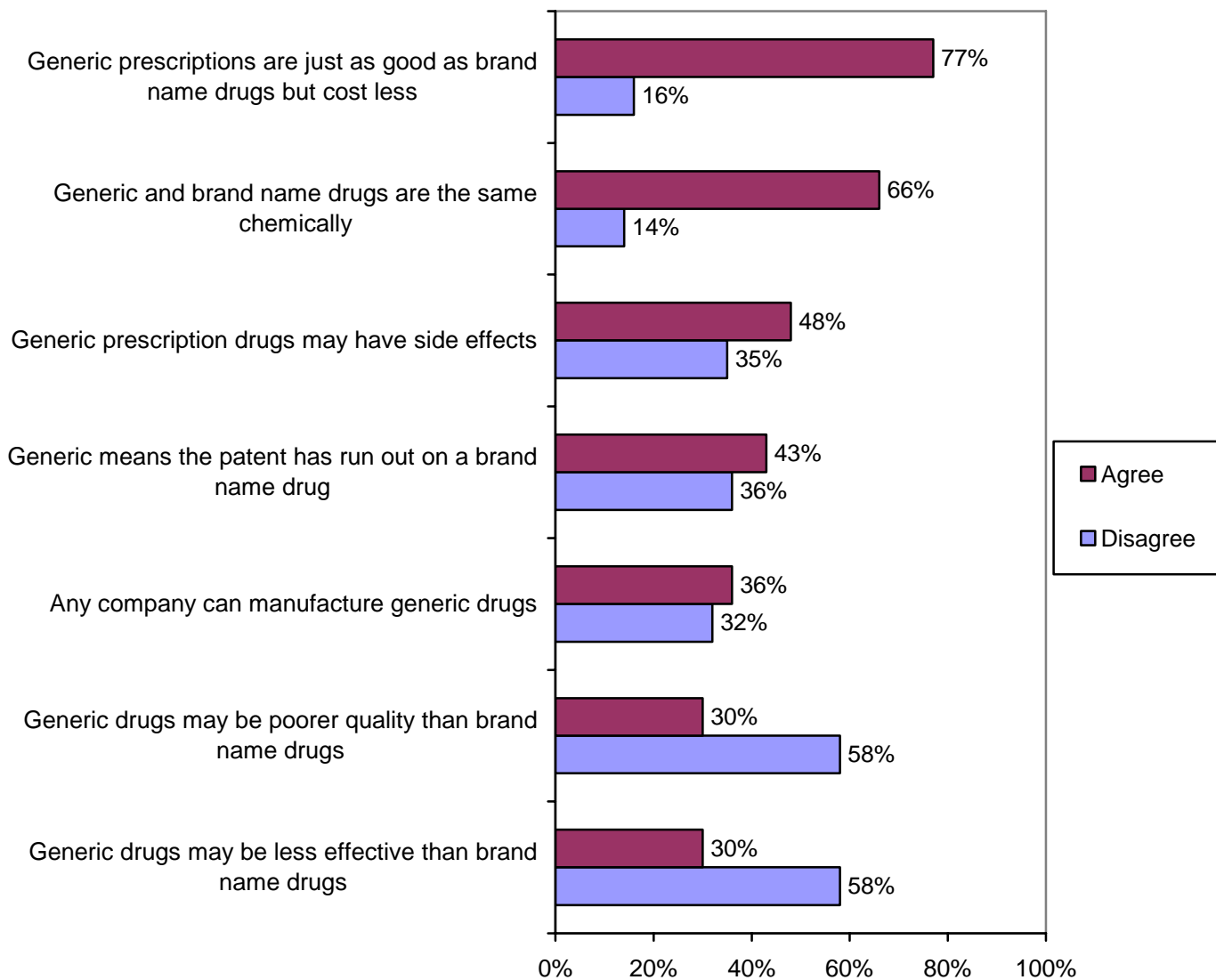
⁵ **Bold face** percents in columns (which represent demographic subgroups) are significantly higher than percents in adjacent columns. Superscripts (^{a/b, c/d/e}) indicate those columns in which there is a statistically significant difference.

- Respondents between the ages of 45-64 (80%) were more likely than those over the age of 65 (74%) to say they *agree* that generic prescriptions are just as good as brand name drugs but cost less.
- Respondents who were between the ages of 45-64 (71%) and male (71%) were more likely than those over 65 years old (59%) and female (63%) to *agree* that generic and brand name drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients. In addition, those whose income was over \$50,000 (76%) were more likely than those whose income was less than \$35,000 (64%) to *agree* to this statement.

Figure 5 shows respondents' opinions towards a variety of statements concerning generic drugs.

Figure 5

Extent to which respondents agree or disagree with the following statements concerning generic drugs.



Source: *Are Americans age 45 and older using Prescription Drugs Wisely? A 2006 study*, January 2007

Clearly, respondents are open to taking lower cost medicines. Only two in ten (21%) said there has been a time in which they could have taken a generic prescription medicine instead of a brand name drug, but decided not to use the generic.

- Respondents between the ages of 45-64 (25%) were more likely than those over the age of 65 (16%) to say there has been a time in which they decided not to use the generic.

In addition, eight in ten said they would be either *very likely* (57%) or *somewhat likely* (24%) to ask their doctor to write a new prescription for a lower-priced medication if they learned another medication was available and was equally safe and effective as their current medication.

- Respondents between the ages of 45-64 (84%) were more likely than those over the age of 65 (78%) to say they would be likely to ask their doctor for the new, lower-priced medication.

However, only 32% said they talked to their doctor about alternative prescription medications, other than generics, that could be used to treat their condition. This suggests that Americans may not be aware that other drugs, often those that cost less, are available.

Availability of Consumer-Friendly Research

Americans are very supportive of having objective-based facts about different prescription medications but in general, are not aware of their availability.

Eight in ten (84%) feel it is important to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost. If these objective facts were available, the majority said they would be *very likely* (48%) or *somewhat likely* (31%) to research the safety, effectiveness, and cost of their current medications.

- Respondents between the ages of 45-64 (83%) were more likely than those over the age of 65 (73%) to say they would be *likely* to research the safety, effectiveness, and cost of their current medications.

Despite the high level of interest in consumer friendly research, only two in ten (26%) said they were aware of research available to compare prescription drugs on their safety, effectiveness, and cost.

Differences among Over-samples of African-American and Hispanic Respondents and Residents of Iowa and New Hampshire

The following section presents the data among the four over-samples that were obtained (Hispanic, African-American, Iowa, and New Hampshire respondents). These over-samples were compared amongst each other (e.g., Hispanic vs. African-American respondents and Iowa vs. New Hampshire respondents). They were also compared to what we refer to as the national sample. The national sample is the original sample of 1200 respondents age 45 and older across all demographic subgroups.

Prescription Drug Use

Prescription drug use was fairly consistent among the over-samples. Significant differences did emerge regarding how often respondents read the literature that comes with their medications.

- African-American respondents (59%) were more likely than the national respondents (50%) to say they *always* read the literature that comes with their medications.
- Iowa respondents (42%) were less likely than the National respondents (50%) and New Hampshire respondents (54%) to say they *always* read the literature that comes with their medications.
- Iowa respondents (20%) were also less likely than the national respondents to say they *always* personally search for information about a prescription medication (26%).
- Respondents in New Hampshire (47%) were more likely than national respondents (38%) and Iowa respondents (31%) to say they have searched the Internet for information on a prescription medication.

Relationships with Physicians and Pharmacists

Very few differences emerged among the over-samples in regard to discussing a variety of medication-related issues with their doctor.

- Iowa (72%) respondents were more likely than New Hampshire (66%) respondents to say they *always* share a list of all their medications with their doctor.

- Hispanic respondents (47%) were more likely than African-American respondents (40%) to say they *always* ask their doctors if there will be any problem when they combine the new medication with certain foods or lifestyle habits.

There were some notable differences among the over-samples in regard to discussing medication-related issues with pharmacists. In general, Hispanic respondents and respondents in Iowa were more likely to talk to their pharmacist about their medications. Even though AARP has not conducted wise use programs in the state of Iowa, there may be other activity taking place, outside of AARP, that could explain these findings. Also, cultural differences may possibly explain why Hispanic respondents tended to engage in more wise use behaviors than African-Americans.

- Iowa respondents (39%) were more likely than New Hampshire respondents (28%) and the national respondents (33%) to say they share a list of their medications with their pharmacist *all of the time or often*.
- Iowa respondents (39%) were more likely than New Hampshire respondents (30%) and the national respondents (33%) to say they tell their pharmacist about medications they are allergic to *all of the time or often*.
- Hispanic respondents (39%) were more likely than African-American respondents (29%) and the national respondents (33%) to say they tell their pharmacist about medications they are allergic to *all of the time or often*.
- Hispanic respondents (46%) were more likely than African-American respondents (34%) and the national respondents (33%) to say ask their pharmacist about possible drug side effects *all of the time or often*.
- Iowa respondents (40%) were more likely than New Hampshire respondents (28%) and the national respondents (33%) to say they ask their pharmacist about possible drug side effects *all of the time or often*.

Personal Medication Records

No significant differences emerged among the over-samples in regard to the use of personal medication records. Use of personal medication records was fairly consistent among the over-samples with approximately one-third reporting that they use personal medication records. A demographic difference did emerge regarding the likelihood of using a personal medication record if one were available free of charge: African-American respondents (69%) were more likely

than national respondents (60%) to say they would be *very* or *somewhat likely* to fill in a personal medication record if one was available free of charge.

Financial Aspects of Prescription Drugs

- The national respondents (78%) were more likely than the African-American (69%) and Hispanic respondents (71%) to say that they get help in paying for prescription drugs from insurance or other health coverage. However, the national respondents (78%) were less likely than Iowa respondents (83%) and New Hampshire respondents (83%) to say that they get help in paying for prescription drugs from insurance or other health coverage.
- New Hampshire respondents (15%) were less likely than the national respondents (23%) to say that paying for prescription drugs is a *major problem*. New Hampshire respondents (5%) were also less likely than the national respondents (8%) to say that they have had to stop taking a medication early than directed by their doctor in order to afford their medications.
- New Hampshire respondents (7%) were less likely than the national respondents (11%), yet more likely than Iowa respondents (4%) to say that they have had to skip a dose in order to afford their prescriptions.

Attitudes towards Generic Drugs

Overall, approximately one-third of respondents across the over-samples say they support generic substitution for brand name drugs in *all* cases. Table 5 presents respondents' opinions towards generic drugs by over-sample subgroups.

- African-American respondents (18%) were less likely than national respondents (34%) and Hispanic respondents (30%) to say they support generic substitution for brand name drugs in *all* cases.
- National respondents (13%) were less likely than Hispanic respondents (18%) to say they know *nothing* about the difference between brand name and generic drugs. Yet, national respondents (13%) were more likely than Iowa respondents (9%) to say they know *nothing* about the difference between brand name and generic drugs.

Table 5

Percentage of respondents who say they agree with the following statements about generic drugs.⁶

	National ^a (n=1200)	African-American ^b (n=400)	Hispanic ^c (n=400)	Iowa ^d (n=400)	New Hampshire ^e (n=400)
Generic prescription drugs may be less effective than brand name drugs	30%	43%	38%	23%	23%
Generic prescription drugs may be poorer quality than brand name drugs	30%	44%	37%	20%	23%
Generic and brand name drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients	66%	56%	57%	72%	65%
Generic prescriptions are just as good as brand name drugs but cost less	77%	66%	72%	86%	81%
Generic means the patent has run out on a brand name drug	43%	30%	36%	49%	43%
Any company can manufacture generic drugs	36%	40%	39%	32%	33%
Generic prescription drugs may have side effect	48%	54%	48%	44%	51%

⁶ **Bold face** percents in columns (which represent demographic subgroups) are significantly higher than percents in adjacent columns. Superscripts (^{a/b/c}, ^{a/d/e}) indicate those columns in which there is a statistically significant difference.

Availability of Consumer-friendly research

Respondents in all of the over-samples feel it is important to have objective-based facts about different prescription medications regarding their effectiveness, safety, and cost.

- Hispanic respondents (79%) were less *likely* than national respondents (84%) to say it is important to have this type of information. However, Hispanic respondents (85%) were more likely than national respondents (79%) to say they would be *likely* to research their medications if objective-based facts were available.
- Awareness of universities and companies that compile research on prescription drugs is fairly low across the over-samples, with approximately one-quarter saying they are aware of this type of information. National respondents (26%) were more likely than Iowa respondents (21%) and New Hampshire respondents (19%) to say they were aware of this information.

Summary and Conclusions

Medication use seems to be on the rise. The current study found that eighty-four percent of Americans age 45 and older currently take at least one medication on a daily basis including prescription and over-the-counter medications. On average, Americans are taking four prescription drugs, which is consistent with previous research.

Overall, Americans appear to be using their medications wisely (e.g., taking their medication as prescribed, using generic drugs). Respondents consult with their physician regarding a variety of different issues, however, most do not talk to their pharmacist about prescription drugs. This presents an opportunity to educate the public about pharmacists' expertise with both prescription and non-prescription drugs and their willingness to provide their resources.

The use of personal medication records is slightly lower than desired, however, interest is high as most said they would use a personal medication record if one were available free of charge.

Most respondents indicated they have financial coverage for prescription drugs and that paying for them is not a major problem; however, those who take more than three drugs or report lower household incomes are more likely to report that paying for prescription drugs is a major problem.

Respondents are supportive of generic substitution for brand name drugs. Yet, more than a third knew very little or nothing about the difference between brand name and generic drugs. This suggests the need to educate the public about generic drugs. Lastly, respondents would like consumer friendly research about the safety and effectiveness of prescription drugs, however, the majority do not know that this information exists.

**Appendix A: Annotated Questionnaire
National SAMPLE ONLY**

1. **Do you currently take any medications on a regular basis including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? By regular we mean daily, weekly, monthly, or for an extended period of time or even a lifetime.**

% n=1200
84 Yes
16 No → [SKIP TO Q5]
<1 DON'T KNOW / NOT SURE → [SKIP TO Q5]
<1 REFUSED → [SKIP TO Q5]

2. **How many different prescription medications do you take on a regular basis?**

_____ (please give a number)

% n=1004
16 1
18 2
14 3
11 4
10 5
7 6
14 7+
10 None
0 Refused

3. **How many different over the counter medications do you take on a regular basis (including vitamins and supplements)?**

_____ (please give a number)

% n=1004
26 1
18 2
12 3
6 4
4 5
4 6
4 7+
26 None
0 Refused

4. **Do you know why you take each of your medications?**

% n=1004
98 Yes
2 No

<1 DON'T KNOW / NOT SURE
<1 REFUSED

5. How often do you read the literature that comes with your medications?

% n=1200
50 Always
14 Most of the time
12 Sometimes
13 Every once in a while
10 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

6. To what extent do you personally search for information about a prescription medication?

% n=1200
26 Always
15 Most of the time
18 Sometimes
16 Every once in a while
24 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

7. Have you ever searched for additional information on a prescription medication through any of the following? [READ EACH ITEM ON LIST]

% n=1200
38 The internet by visiting various websites
16 Medical or pharmaceutical journals
21 The Physician's Desk Reference
24 Health consumer magazines, news bulletins, or books
35 Word-of-mouth such as through friends and family
22 Other (please specify):

8. Have you ever asked your doctor about a medication that you learned about from an advertisement on television or in a magazine?

% n=1200
42 Yes
57 No → [SKIP TO Q10]
1 DON'T KNOW / NOT SURE → [SKIP TO Q10]
<1 REFUSED → [SKIP TO Q10]

9. Did he/she prescribe this medication for you?

% n=504
40 Yes
58 No
2 DON'T KNOW / NOT SURE
0 REFUSED

10. Have you ever talked to your doctor about changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition??

%	n=1200
54	Yes
44	No
1	DON'T KNOW / NOT SURE
<1	REFUSED

10a. Did you actually try changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition?

%	n =1200
64	Yes
35	No
1	DON'T KNOW / NOT SURE
1	REFUSED

11. When you meet with your doctor, how often do you do the following?
[RANDOMIZE LIST ORDER]

	All of the time	Often	Every once in a while	Never	DK / NOT SURE/ REFUSED
	%	%	%	%	%
Share with your doctors a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=1200)	58	9	15	17	1
Ask your doctor any questions you have about a prescription medicine? (n=1200)	44	11	25	19	2
Tell your doctors about medications that you are allergic to? (n=1200)	53	5	9	29	3
Ask your doctors for specific instructions on when and how to take your medications? (n=1200)	47	9	16	26	2
Ask your doctors what to do if you accidentally skip a dose of your medication? (n=1200)	25	9	17	47	2
Ask your doctors the reason you are being prescribed a particular medication? (n= 1200)	54	9	13	22	2
Ask your doctors about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=1200)	41	10	17	30	2
Ask your doctors if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=1200)	44	10	15	29	3
Ask your doctors if there will be any problems when you combine the new medications with certain foods, such as milk or with lifestyle habits such as smoking cigarettes. (n=1200)	31	10	13	44	2
Talk with your doctors before you stop taking a medication that they have prescribed for you? (n=1200)	46	10	15	27	3

**12. Next I would like to ask about when you go to the pharmacy...how often do you do each of the following?
[RANDOMIZE LIST ORDER]**

	All of the time	Often	Every once in a while	Never	DK/NOT SURE/REFUSED
	%	%	%	%	%
Share with your pharmacists a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=1200)	26	7	13	52	2
Tell your pharmacists about medications that you are allergic to? (n= 1200)	28	5	9	56	2
Ask your pharmacists about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=1200)	25	8	17	49	1
Ask your pharmacists if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=1200)	26	9	16	47	2

**13. Sometimes people have systems for helping them remember to take their medication every day. Do you regularly do any of the following things to help you remember to take your medication(s)? [RANDOMIZE ORDER OF ALL BUT LAST ITEM]
[READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]**

Yes %	No %	DK %	REF %	n=1200
61	38	<1	<1	Putting it in a visible location
73	26	<1	<1	Taking them at the same time every day
39	61	<1	<1	Using a daily pill box
12	87	1	<1	Receiving reminders or assistance from a nurse or family member
12	88	1	<1	Placing reminders in a daybook/or putting a post-it in a visible place
7	93	<1	1	Some other system for remembering [Specify: _____]

14. **A personal medication record is a form for recording all of the medications you take including over the counter medicines. Typically the form allows you to include your doctors' and pharmacists' names and telephone numbers. Do you have a personal medication record? [IF NECESSARY READ: "The information recorded in the personal medication record would include the dose, the type, the reason for use, and the time."]**

%	n=1200
33	Yes
67	No
<1	DON'T KNOW / NOT SURE
<1	REFUSED

15. **If a personal medication record was available to you free of charge, how likely do you think you would be to fill in your medication information?**

%	n=1200
41	Very likely
19	Somewhat likely
9	Not that likely
29	Not likely at all
2	DON'T KNOW / NOT SURE
<1	REFUSED

16. **Do you get any help in paying for prescription drugs from insurance or other health coverage**

%	n=1200
78	Yes
21	No
1	DON'T KNOW / NOT SURE
<1	REFUSED

17. **Do you participate in any prescription drug discount programs or have a prescription discount card such as those offered through a local drug store or pharmacy, a doctor's office, a membership organization like AARP, a retailer like Wal-Mart or Rite Aid, or a pharmaceutical company?**

%	n=1200
30	Yes
69	No
1	DON'T KNOW / NOT SURE
<1	REFUSED

18. **Would you say that paying for these prescription medications is a major financial problem, a minor financial problem, or not a financial problem for you?**

%	n=1200
23	Major financial problem
27	Minor financial problem
49	Not a financial problem

- 1 DON'T KNOW / NOT SURE
- <1 REFUSED

19. In the past 12 months, approximately how much have you spent each month out-of-pocket for your prescription medications? [READ LIST IF NECESSARY]

- % n=1200
- 23 \$0-10
- 11 \$10-20
- 19 \$20-50
- 15 \$50-100
- 11 \$100-200
- 13 More than \$200
- 7 DON'T KNOW / NOT SURE
- 1 REFUSED

20. In the past 12 months, have you had to do any of the following things to be able to afford your prescription drugs? [RANDOMIZE ORDER] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

YES	NO	DK	REF	n=1200
%	%	%	%	
11	89	<1	0	Decided not to fill a prescription
8	91	1	0	Stopped taking the medication earlier than directed by your doctor
11	89	<1	<1	Skipped a dose
8	92	<1	0	Taken less than the prescribed dose of a medication
4	96	<1	0	Taken medication from a friend or family member who was prescribed the same medication as you
47	52	1	0	Bought the generic equivalent
14	86	<1	0	Ordered drugs by mail or via the Internet from a U.S. company
3	97	<1	<1	Ordered drugs by mail or via the Internet from another country
3	97	<1	0	Traveled to Canada or another country to buy your prescriptions
11	89	<1	0	Cut back on necessary items such as food or utilities
6	94	<1	0	Looked for less expensive housing
9	90	<1	<1	Skipped a bill payment (car, credit cards etc.), or paid it late
14	86	<1	0	Spent less on incidentals (daily paper, coffee, snacks)
7	92	1	0	Cut back on other health care expenses
15	84	<1	<1	Cut back on savings

21. Thinking about the last few times you've had to fill a prescription, how often do you shop around for the best price on a medication before purchasing it?

- % n=1200
- 7 Every time
- 7 Most of the time
- 13 Some of the time
- 72 None of the time
- 1 DON'T KNOW / NOT SURE
- 1 REFUSED

22. Where are you most likely to purchase your medication after you've been given a prescription? [READ LIST] [IF NECESSARY: SPECIFY MOST

- % n=1200
- 15 By mail or over the internet
- 69 At a local pharmacy (e.g., Walgreens, Rite-Aid, etc.)
- 11 At a discount pharmacy (e.g., Costco, Wal-mart, etc.)
- 1 By traveling to a pharmacy outside the U.S.
- 5 Other (please specify): _____

□

23. I'm going to read you a set of statements about generic drugs. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. The first/next statement is: [RANDOMIZE ORDER]

Strongly Agree %	S/W Agree %	Neither Agree nor Dis-Agree %	S/W Dis-Agree %	Strongly Dis-Agree %	DK %	REF %	n=1200
14	15	5	20	38	7	1	Generic prescription drugs may be less effective than brand name drugs
13	17	5	22	36	7	<1	Generic prescription drugs may be poorer quality than brand name drugs
41	25	6	7	6	13	1	Generic and brand name prescription drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients
54	23	3	8	7	4	<1	Generic prescriptions are just as good as brand name drugs but cost less
29	14	6	13	24	15	1	Generic means the patent has run out on a brand name drug
20	15	9	12	20	23	1	Any company can manufacture generic drugs
27	21	7	15	20	9	1	Generic prescription drugs may have side effects Other difference: Please specify

24. Please indicate which of the following statements best expresses your general opinion of substituting generic medications for brand name drugs.

- % n=1200
- 34 I support generic substitution for brand name drugs in all cases in which a generic is available.
- 27 I support generic substitution for brand name drugs in most cases.
- 26 I support generic substitution for brand name drugs in some cases.
- 9 I do not support generic substitution for brand name drugs.
- 3 DON'T KNOW / NOT SURE
- 1 REFUSED

25. How much would you say you know about the difference between brand name drugs and generic drugs?

%	n=1200
13	Nothing
27	Very little
39	Some
18	A lot
2	DON'T KNOW / NOT SURE
<1	REFUSED

26. The last time a doctor prescribed a medicine for you, did you talk about alternative prescription medicines, *other than generics*, that could be used to treat your condition?

%	n=1200
32	Yes
66	No
27. If	2 DON'T KNOW / NOT SURE
	1 REFUSED

you learned that another medication was available and was equally safe and effective as your current medication, but cost less, how likely would you be to ask your doctor to write a new prescription for the lower-priced medication?

%	n=1200
57	Very likely
24	Somewhat likely
7	Not that likely
9	Not likely at all
3	DON'T KNOW / NOT SURE
1	REFUSED

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

%	n=1200
21	Yes
73	No → [SKIP TO Q32]
5	DON'T KNOW / NOT SURE → [SKIP TO Q32]
1	REFUSED → [SKIP TO Q32]

28a. If yes, why?

29. **How important is it to you to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost? Would you say it is...[READ LIST]**

% n=1200
7 Very unimportant
7 Somewhat unimportant
23 Somewhat important
61 Very important
2 DON'T KNOW / NOT SURE
1 REFUSED

30. **If objective facts about medications were available, how likely would you be to research the safety, effectiveness, and cost of your current medications?**

% n=1200
48 Very likely
31 Somewhat likely
9 Not that likely
9 Not likely at all
3 DON'T KNOW / NOT SURE
1 REFUSED

31. **Some universities and companies have been compiling research and information that compares the safety and effectiveness of various prescription drugs. When the findings and recommendations from these studies are combined with information on average drug costs, consumers can compare their prescription medications to the safety, effectiveness, and cost of similar medications. Have you ever heard or read about this type of information being made available to consumers?**

% n=1200
26 Yes
71 No
2 DON'T KNOW / NOT SURE
1 REFUSED

Demographics....

32. **Do you have access to the internet at home, at work, or some other place?**

% n=1200
37 Home
5 Work
19 Both [VOLUNTEERED]
35 Neither [VOLUNTEERED]
5 Some other place (please specify):

33. **What is your age (please specify the number)? _____**

% n=1200
29 45-54
32 55-64

34 65+
5 REF/OTHER

34. Are you male or female?

% n=1200
45 Male
55 Female

35. What is your current marital status?

% n=1200
55 Married
2 Currently living with partner/significant other
15 Widowed
15 Divorced
3 Separated
11 Never married

36. How many people are currently living in your household, including yourself?

% n=1200
27 1
46 2
14 3
7 4
4 5
3 6+
1 REFUSED

37. What is the highest level of education that you completed?

% n=1200
10 Less than high school
26 High school graduate or equivalent
28 Some college or technical training
20 College graduate (4 years)
16 Post graduate or professional degree

38. What is your current employment status?

% n=1200
35 Employed or self-employed full-time
8 Employed or self-employed part-time
43 Retired and not work
6 Other such as homemaker

- 5 Unemployed and looking for work
- 1 DON'T KNOW / NOT SURE
- 2 REFUSED

39. What is your annual household income?

- % n=1200
- 14 Less than \$15,000
 - 10 \$15,000 to less than \$25,000
 - 12 \$25,000 to less than \$35,000
 - 12 \$35,000 to less than \$50,000
 - 13 \$50,000 to less than \$75,000
 - 17 \$75,000 or more
 - 8 DON'T KNOW / NOT SURE
 - 14 REFUSED

**Appendix B: Annotated Questionnaire
New Hampshire SAMPLE ONLY**

1. **Do you currently take any medications on a regular basis including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? By regular we mean daily, weekly, monthly, or for an extended period of time or even a lifetime.**

% n=400
83 Yes
17 No → [SKIP TO Q5]
0 DON'T KNOW / NOT SURE → [SKIP TO Q5]
0 REFUSED → [SKIP TO Q5]

2. **How many different prescription medications do you take on a regular basis?**

_____ (please give a number)

% n=331
18 1
19 2
10 3
11 4
9 5
9 6
14 7+
10 None
0 Refused

3. **How many different over the counter medications do you take on a regular basis (including vitamins and supplements)?**

_____ (please give a number)

% n=331
25 1
25 2
12 3
9 4
3 5
4 6
4 7+
18 None
0 Refused

4. **Do you know why you take each of your medications?**

% n=400
98 Yes
1 No
<1 DON'T KNOW / NOT SURE
<1 REFUSED

5. How often do you read the literature that comes with your medications?

% n=400
53 Always
12 Most of the time
9 Sometimes
13 Every once in a while
11 Never
<1 DON'T KNOW / NOT SURE
1 REFUSED

6. To what extent do you personally search for information about a prescription medication?

% n=400
25 Always
14 Most of the time
15 Sometimes
17 Every once in a while
29 Never
1 DON'T KNOW / NOT SURE
0 REFUSED

7. Have you ever searched for additional information on a prescription medication through any of the following? [READ EACH ITEM ON LIST]

% n=400
47 The internet by visiting various websites
14 Medical or pharmaceutical journals
21 The Physician's Desk Reference
19 Health consumer magazines, news bulletins, or books
32 Word-of-mouth such as through friends and family
23 Other (please specify):

8. Have you ever asked your doctor about a medication that you learned about from an advertisement on television or in a magazine?

% n=400
32 Yes
67 No → [SKIP TO Q10]
1 DON'T KNOW / NOT SURE → [SKIP TO Q10]
0 REFUSED → [SKIP TO Q10]

9. Did he/she prescribe this medication for you?

% n=129
37 Yes

59 No
4 DON'T KNOW / NOT SURE
0 REFUSED

10. Have you ever talked to your doctor about changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition??

% n=400
57 Yes
42 No
1 DON'T KNOW / NOT SURE
0 REFUSED

10a. Did you actually try changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition?

% n =400
66 Yes
33 No
1 DON'T KNOW / NOT SURE
0 REFUSED

**11. When you meet with your doctor, how often do you do the following?
[RANDOMIZE LIST ORDER]**

	All of the time	Often	Every once in a while	Never	DK / NOT SURE/ REFUSED
	%	%	%	%	%
Share with your doctors a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	59	7	15	18	2
Ask your doctor any questions you have about a prescription medicine? (n=400)	45	11	20	22	2
Tell your doctors about medications that you are allergic to? (n=4200)	47	5	8	37	3
Ask your doctors for specific instructions on when and how to take your medications? (n=400)	46	7	11	34	2
Ask your doctors what to do if you accidentally skip a dose of your medication? (n=400)	22	8	16	52	3
Ask your doctors the reason you are being prescribed a particular medication? (n= 400)	57	8	10	24	1
Ask your doctors about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	35	13	13	37	2
Ask your doctors if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	44	9	11	33	3
Ask your doctors if there will be any problems when you combine the new medications with certain foods, such as milk or with lifestyle habits such as smoking cigarettes. (n=400)	32	7	13	46	3
Talk with your doctors before you stop taking a medication that they have prescribed for you? (n=400)	47	9	9	32	4

**12. Next I would like to ask about when you go to the pharmacy...how often do you do each of the following?
[RANDOMIZE LIST ORDER]**

	All of the time	Often	Every once in a while	Never	DK/NOT SURE/ REFUSED
	%	%	%	%	%
Share with your pharmacists a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	23	6	11	58	4
Tell your pharmacists about medications that you are allergic to? (n= 400)	27	4	8	58	3
Ask your pharmacists about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	21	7	12	57	3
Ask your pharmacists if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	22	8	10	55	5

13. Sometimes people have systems for helping them remember to take their medication every day. Do you regularly do any of the following things to help you remember to take your medication(s)? [RANDOMIZE ORDER OF ALL BUT LAST ITEM] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

Yes	No	DK	REF	n=400
%	%	%	%	
61	38	<1	<1	Putting it in a visible location
75	25	<1	<1	Taking them at the same time every day
42	58	<1	<1	Using a daily pill box
9	90	1	<1	Receiving reminders or assistance from a nurse or family member
12	87	0	<1	Placing reminders in a daybook/or putting a post-it in a visible place
6	93	0	<1	Some other system for remembering [Specify: _____]

14. A personal medication record is a form for recording all of the medications you take including over the counter medicines. Typically the form allows you to include your doctors' and pharmacists' names and telephone numbers. Do you have a personal medication record? [IF NECESSARY READ: "The information recorded in the personal medication record would include the dose, the type, the reason for use, and the time."]

% n=400
35 Yes
64 No
1 DON'T KNOW / NOT SURE
<1 REFUSED

15. If a personal medication record was available to you free of charge, how likely do you think you would be to fill in your medication information?

% n=400
35 Very likely
17 Somewhat likely
12 Not that likely
33 Not likely at all
3 DON'T KNOW / NOT SURE
<1 REFUSED

16. Do you get any help in paying for prescription drugs from insurance or other health coverage?

% n=400
83 Yes
17 No
1 DON'T KNOW / NOT SURE
0 REFUSED

17. Do you participate in any prescription drug discount programs or have a prescription discount card such as those offered through a local drug store or pharmacy, a doctor's office, a membership organization like AARP, a retailer like Wal-Mart or Rite Aid, or a pharmaceutical company?

% n=400
25 Yes
74 No
1 DON'T KNOW / NOT SURE
0 REFUSED

18. Would you say that paying for these prescription medications is a major financial problem, a minor financial problem, or not a financial problem for you?

% n=400
15 Major financial problem
32 Minor financial problem
52 Not a financial problem
1 DON'T KNOW / NOT SURE
<1 REFUSED

19. In the past 12 months, approximately how much have you spent each month out-of-pocket for your prescription medications? [READ LIST IF NECESSARY]

% n=400

- 25 \$0-10
- 12 \$10-20
- 21 \$20-50
- 16 \$50-100
- 9 \$100-200
- 10 More than \$200
- 7 DON'T KNOW / NOT SURE
- 2 REFUSED

20. In the past 12 months, have you had to do any of the following things to be able to afford your prescription drugs? [RANDOMIZE ORDER] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

YES	NO	DK	REF	n=400
%	%	%	%	
7	92	1	0	Decided not to fill a prescription
5	95	1	0	Stopped taking the medication earlier than directed by your doctor
7	92	1	0	Skipped a dose
5	95	<1	0	Taken less than the prescribed dose of a medication
3	97	<1	0	Taken medication from a friend or family member who was prescribed the same medication as you
43	57	<1	0	Bought the generic equivalent
16	84	<1	0	Ordered drugs by mail or via the Internet from a U.S. company
3	97	<1	0	Ordered drugs by mail or via the Internet from another country
<1	99	<1	0	Traveled to Canada or another country to buy your prescriptions
7	92	1	0	Cut back on necessary items such as food or utilities
3	97	<1	0	Looked for less expensive housing
6	94	1	0	Skipped a bill payment (car, credit cards etc.), or paid it late
9	91	<1	0	Spent less on incidentals (daily paper, coffee, snacks)
7	93	<1	0	Cut back on other health care expenses
10	89	1	0	Cut back on savings

21. Thinking about the last few times you've had to fill a prescription, how often do you shop around for the best price on a medication before purchasing it?

- % n=400
- 7 Every time
- 5 Most of the time
- 10 Some of the time
- 77 None of the time
- 1 DON'T KNOW / NOT SURE
- <1 REFUSED

22. Where are you most likely to purchase your medication after you've been given a prescription? [READ LIST] [IF NECESSARY: SPECIFY MOST]

- % n=400
- 20 By mail or over the internet

- 68 At a local pharmacy (e.g., Walgreens, Rite-Aid, etc.)
- 7 At a discount pharmacy (e.g., Costco, Wal-mart, etc.)
- <1 By traveling to a pharmacy outside the U.S.
- 4 Other (please specify): _____

□

23. I'm going to read you a set of statements about generic drugs. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. The first/next statement is: [RANDOMIZE ORDER]

Strongly Agree %	S/W Agree %	Neither Agree nor Dis-Agree %	S/W Dis-Agree %	Strongly Dis-Agree %	DK %	REF %	
9	14	4	22	43	8	<1	n=400 Generic prescription drugs may be less effective than brand name drugs
8	15	5	21	46	6	<1	Generic prescription drugs may be poorer quality than brand name drugs
43	23	6	5	8	16	<1	Generic and brand name prescription drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients
58	23	3	7	6	2	1	Generic prescriptions are just as good as brand name drugs but cost less
30	13	3	12	26	16	<1	Generic means the patent has run out on a brand name drug
19	13	5	12	22	27	<1	Any company can manufacture generic drugs
31	20	4	11	26	8	1	Generic prescription drugs may have side effects Other difference: Please specify

24. Please indicate which of the following statements best expresses your general opinion of substituting generic medications for brand name drugs.

- % n=400
- 34 I support generic substitution for brand name drugs in all cases in which a generic is available.
- 31 I support generic substitution for brand name drugs in most cases.
- 24 I support generic substitution for brand name drugs in some cases.
- 8 I do not support generic substitution for brand name drugs.
- 3 Don't know/ Not Sure
- <1 Refused

25. How much would you say you know about the difference between brand name drugs and generic drugs?

- % n=400
- 10 Nothing
- 26 Very little
- 45 Some
- 18 A lot
- 1 DON'T KNOW / NOT SURE

1 REFUSED

26. The last time a doctor prescribed a medicine for you, did you talk about alternative prescription medicines, *other than generics*, that could be used to treat your condition?

% n=400
34 Yes
62 No
5 DON'T KNOW / NOT SURE
<1 REFUSED

27. If you learned that another medication was available and was equally safe and effective as your current medication, but cost less, how likely would you be to ask your doctor to write a new prescription for the lower-priced medication?

% n=400
59 Very likely
18 Somewhat likely
7 Not that likely
13 Not likely at all
3 DON'T KNOW / NOT SURE
<1 REFUSED

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

% n=400
17 Yes
77 No → [SKIP TO Q32]
6 DON'T KNOW / NOT SURE → [SKIP TO Q32]
<1 REFUSED → [SKIP TO Q32]

28a. If yes, why?

29. How important is it to you to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost? Would you say it is...[READ LIST]

% n=400
5 Very unimportant
9 Somewhat unimportant
22 Somewhat important
62 Very important
3 DON'T KNOW / NOT SURE
0 REFUSED

30. If objective facts about medications were available, how likely would you be to research the safety, effectiveness, and cost of your current medications?

% n=400

- 47 Very likely
- 32 Somewhat likely
- 10 Not that likely
- 10 Not likely at all
- 2 DON'T KNOW / NOT SURE
- 1 REFUSED

31. Some universities and companies have been compiling research and information that compares the safety and effectiveness of various prescription drugs. When the findings and recommendations from these studies are combined with information on average drug costs, consumers can compare their prescription medications to the safety, effectiveness, and cost of similar medications. Have you ever heard or read about this type of information being made available to consumers?

- % n=400
- 19 Yes
- 76 No
- 4 DON'T KNOW / NOT SURE
- <1 REFUSED

Demographics....

32. Do you have access to the internet at home, at work, or some other place?

- % n=400
- 49 Home
- 3 Work
- 24 Both [VOLUNTEERED]
- 24 Neither [VOLUNTEERED]
- <1 Some other place (please specify): _____

33. What is your age (please specify the number)? _____

- % n=400
- 29 45-54
- 35 55-64
- 32 65+
- 3 REF/OTHER

34. Are you male or female?

- % n=400
- 47 Male
- 53 Female

35. What is your current marital status?

- % n=400
- 63 Married

- 2 Currently living with partner/significant other
- 15 Widowed
- 13 Divorced
- <1 Separated
- 7 Never married

36. How many people are currently living in your household, including yourself?

	%	n=400
1	26	1
2	49	2
3	10	3
4	9	4
5	4	5
6+	2	6+

37. What is the highest level of education that you completed?

	%	n=400
Less than high school	6	
High school graduate or equivalent	41	
Some college or technical training	19	
College graduate (4 years)	20	
Post graduate or professional degree	15	

38. What is your current employment status?

% n=400
39 Employed or self-employed full-time
10 Employed or self-employed part-time
43 Retired and not work
3 Other such as homemaker
4 Unemployed and looking for work
2 DON'T KNOW / NOT SURE
0 REFUSED

39. What is your annual household income?

% n=400
12 Less than \$15,000
9 \$15,000 to less than \$25,000
9 \$25,000 to less than \$35,000
13 \$35,000 to less than \$50,000
19 \$50,000 to less than \$75,000
20 \$75,000 or more
7 DON'T KNOW / NOT SURE
12 REFUSED

**Appendix C: Annotated Questionnaire
Iowa SAMPLE ONLY**

1. **Do you currently take any medications on a regular basis including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? By regular we mean daily, weekly, monthly, or for an extended period of time or even a lifetime.**

% n=400
 85 Yes
 15 No → [SKIP TO Q5]
 0 DON'T KNOW / NOT SURE → [SKIP TO Q5]
 0 REFUSED → [SKIP TO Q5]

2. **How many different prescription medications do you take on a regular basis?**

_____ *(please give a number)*

% n=340
 16 1
 19 2
 12 3
 11 4
 11 5
 6 6
 15 7+
 10 None
 <1 Refused

3. **How many different over the counter medications do you take on a regular basis (including vitamins and supplements)?**

_____ *(please give a number)*

% n=340
 24 1
 22 2
 14 3
 6 4
 5 5
 3 6
 3 7+
 24 None
 0 Refused

4. **Do you know why you take each of your medications?**

% n=340
 98 Yes
 2 No
 <1 DON'T KNOW / NOT SURE

<1 REFUSED

5. How often do you read the literature that comes with your medications?

% n=400
43 Always
16 Most of the time
14 Sometimes
16 Every once in a while
11 Never
1 DON'T KNOW / NOT SURE
0 REFUSED

6. To what extent do you personally search for information about a prescription medication?

% n=400
20 Always
13 Most of the time
17 Sometimes
20 Every once in a while
30 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

7. Have you ever searched for additional information on a prescription medication through any of the following? [READ EACH ITEM ON LIST]

% n=400
31 The internet by visiting various websites
9 Medical or pharmaceutical journals
15 The Physician's Desk Reference
19 Health consumer magazines, news bulletins, or books
34 Word-of-mouth such as through friends and family
30 Other (please specify):

8. Have you ever asked your doctor about a medication that you learned about from an advertisement on television or in a magazine?

% n=400
36 Yes
63 No → [SKIP TO Q10]
1 DON'T KNOW / NOT SURE → [SKIP TO Q10]
0 REFUSED → [SKIP TO Q10]

9. Did he/she prescribe this medication for you?

% n 144
34 Yes

63 No
4 DON'T KNOW / NOT SURE
0 REFUSED

10. Have you ever talked to your doctor about changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition??

% n=400
51 Yes
49 No
1 DON'T KNOW / NOT SURE
0 REFUSED

10a. Did you actually try changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition?

% n =400
63 Yes
36 No
1 DON'T KNOW / NOT SURE
0 REFUSED

**11. When you meet with your doctor, how often do you do the following?
[RANDOMIZE LIST ORDER]**

	All of the time	Often	Every once in a while	Never	DK / NOT SURE/ REFUSED
	%	%	%	%	%
Share with your doctors a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	63	10	10	17	1
Ask your doctor any questions you have about a prescription medicine? (n=400)	41	11	26	21	2
Tell your doctors about medications that you are allergic to? (n=400)	51	6	7	34	2
Ask your doctors for specific instructions on when and how to take your medications? (n=400)	50	9	11	28	2
Ask your doctors what to do if you accidentally skip a dose of your medication? (n=400)	24	7	16	51	2
Ask your doctors the reason you are being prescribed a particular medication? (n= 400)	53	7	14	25	1
Ask your doctors about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	40	9	17	33	1
Ask your doctors if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	46	8	14	29	3
Ask your doctors if there will be any problems when you combine the new medications with certain foods, such as milk or with lifestyle habits such as smoking cigarettes. (n=400)	31	11	12	44	1
Talk with your doctors before you stop taking a medication that they have prescribed for you? (n=400)	45	13	10	31	2

**12. Next I would like to ask about when you go to the pharmacy...how often do you do each of the following?
[RANDOMIZE LIST ORDER]**

	All of the time	Often	Every once in a while	Never	DK/NOT SURE/REFUSED
	%	%	%	%	%
Share with your pharmacists a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	31	8	13	45	3
Tell your pharmacists about medications that you are allergic to? (n= 400)	33	6	9	50	2
Ask your pharmacists about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	31	9	16	42	3
Ask your pharmacists if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	33	11	12	41	2

13. Sometimes people have systems for helping them remember to take their medication every day. Do you regularly do any of the following things to help you remember to take your medication(s)? [RANDOMIZE ORDER OF ALL BUT LAST ITEM] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

Yes	No	DK	REF	n=400
%	%	%	%	
54	45	<1	<1	Putting it in a visible location
74	25	<1	1	Taking them at the same time every day
40	60	<1	<1	Using a daily pill box
8	91	0	1	Receiving reminders or assistance from a nurse or family member
12	88	<1	<1	Placing reminders in a daybook/or putting a post-it in a visible place
4	96	0	<1	Some other system for remembering [Specify: _____]

14. A personal medication record is a form for recording all of the medications you take including over the counter medicines. Typically the form allows you to include your doctors' and pharmacists' names and telephone numbers. Do you have a personal medication record? [IF NECESSARY READ: "The information recorded in the personal medication record would include the dose, the type, the reason for use, and the time."]

% n=400
38 Yes
61 No
1 DON'T KNOW / NOT SURE
<1 REFUSED

15. If a personal medication record was available to you free of charge, how likely do you think you would be to fill in your medication information?

% n=400
40 Very likely
16 Somewhat likely
11 Not that likely
32 Not likely at all
1 DON'T KNOW / NOT SURE
<1 REFUSED

16. Do you get any help in paying for prescription drugs from insurance or other health coverage

% n=400
83 Yes
17 No
1 DON'T KNOW / NOT SURE
<1 REFUSED

17. Do you participate in any prescription drug discount programs or have a prescription discount card such as those offered through a local drug store or pharmacy, a doctor's office, a membership organization like AARP, a retailer like Wal-Mart or Rite Aid, or a pharmaceutical company?

% n=400
25 Yes
73 No
1 DON'T KNOW / NOT SURE
0 REFUSED

18. Would you say that paying for these prescription medications is a major financial problem, a minor financial problem, or not a financial problem for you?

% n=400
19 Major financial problem
25 Minor financial problem
54 Not a financial problem
1 DON'T KNOW / NOT SURE

<1 REFUSED

19. In the past 12 months, approximately how much have you spent each month out-of-pocket for your prescription medications? [READ LIST IF NECESSARY]

% n=400
 23 \$0-10
 12 \$10-20
 19 \$20-50
 15 \$50-100
 10 \$100-200
 15 More than \$200
 6 DON'T KNOW / NOT SURE
 1 REFUSED

20. In the past 12 months, have you had to do any of the following things to be able to afford your prescription drugs? [RANDOMIZE ORDER] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

YES	NO	DK	REF	n=400
%	%	%	%	
6	94	1	0	Decided not to fill a prescription
3	97	0	0	Stopped taking the medication earlier than directed by your doctor
4	96	0	0	Skipped a dose
4	96	0	0	Taken less than the prescribed dose of a medication
2	98	0	0	Taken medication from a friend of family member who was prescribed the same medication as you
48	52	0	0	Bought the generic equivalent
10	90	0	0	Ordered drugs by mail or via the Internet from a U.S. company
1	99	0	0	Ordered drugs by mail or via the Internet from another country
<1	100	0	0	Traveled to Canada or another country to buy your prescriptions
7	93	0	0	Cut back on necessary items such as food or utilities
2	98	<1	0	Looked for less expensive housing
6	94	0	<1	Skipped a bill payment (car, credit cards etc.), or paid it late
10	90	<1	0	Spent less on incidentals (daily paper, coffee, snacks)
4	96	0	0	Cut back on other health care expenses
10	90	0	0	Cut back on savings

21. Thinking about the last few times you've had to fill a prescription, how often do you shop around for the best price on a medication before purchasing it?

% n=400
 5 Every time
 5 Most of the time
 9 Some of the time
 80 None of the time
 2 DON'T KNOW / NOT SURE
 0 REFUSED

22. Where are you most likely to purchase your medication after you've been given a prescription? [READ LIST] [IF NECESSARY: SPECIFY MOST

- % n=400
- 12 By mail or over the internet
- 78 At a local pharmacy (e.g., Walgreens, Rite-Aid, etc.)
- 7 At a discount pharmacy (e.g., Costco, Wal-mart, etc.)
- <1 By traveling to a pharmacy outside the U.S.
- 3 Other (please specify): _____

□

23. I'm going to read you a set of statements about generic drugs. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. The first/next statement is: [RANDOMIZE ORDER]

Strongly Agree %	S/W Agree %	Neither Agree nor Dis-Agree %	S/W Dis-Agree %	Strongly Dis-Agree %	DK %	REF %	n=400
11	13	4	23	43	6	0	Generic prescription drugs may be less effective than brand name drugs
7	13	5	24	44	7	<1	Generic prescription drugs may be poorer quality than brand name drugs
43	29	5	5	6	12	<1	Generic and brand name prescription drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients
62	24	3	4	4	4	<1	Generic prescriptions are just as good as brand name drugs but cost less
34	15	6	11	23	12	<1	Generic means the patent has run out on a brand name drug
16	16	8	16	22	22	<1	Any company can manufacture generic drugs
24	20	6	16	26	8	<1	Generic prescription drugs may have side effects

24. Please indicate which of the following statements best expresses your general opinion of substituting generic medications for brand name drugs.

- % n=400
- 36 I support generic substitution for brand name drugs in all cases in which a generic is available.
- 40 I support generic substitution for brand name drugs in most cases.
- 17 I support generic substitution for brand name drugs in some cases.
- 4 I do not support generic substitution for brand name drugs.
- 3 Don't Know/ Not sure
- 1 Refused

25. How much would you say you know about the difference between brand name drugs and generic drugs?

% n=400
9 Nothing
29 Very little
44 Some
16 A lot
1 DON'T KNOW / NOT SURE
<1 REFUSED

26. The last time a doctor prescribed a medicine for you, did you talk about alternative prescription medicines, *other than generics*, that could be used to treat your condition?

% n=400
27 Yes
71 No
2 DON'T KNOW / NOT SURE
<1 REFUSED

27. If you learned that another medication was available and was equally safe and effective as your current medication, but cost less, how likely would you be to ask your doctor to write a new prescription for the lower-priced medication?

% n=400
62 Very likely
22 Somewhat likely
5 Not that likely
7 Not likely at all
3 DON'T KNOW / NOT SURE
1 REFUSED

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

% n=400
14 Yes
81 No → [SKIP TO Q32]
4 DON'T KNOW / NOT SURE → [SKIP TO Q32]
1 REFUSED → [SKIP TO Q32]

28a. If yes, why?

29. **How important is it to you to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost? Would you say it is...[READ LIST]**

% n=400
4 Very unimportant
7 Somewhat unimportant
26 Somewhat important
61 Very important
2 DON'T KNOW / NOT SURE
1 REFUSED

30. **If objective facts about medications were available, how likely would you be to research the safety, effectiveness, and cost of your current medications?**

% n=400
40 Very likely
34 Somewhat likely
10 Not that likely
13 Not likely at all
3 DON'T KNOW / NOT SURE
1 REFUSED

31. **Some universities and companies have been compiling research and information that compares the safety and effectiveness of various prescription drugs. When the findings and recommendations from these studies are combined with information on average drug costs, consumers can compare their prescription medications to the safety, effectiveness, and cost of similar medications. Have you ever heard or read about this type of information being made available to consumers?**

% n=400
21 Yes
75 No
3 DON'T KNOW / NOT SURE
2 REFUSED

Demographics....

32. **Do you have access to the internet at home, at work, or some other place?**

% n=400
40 Home
7 Work
16 Both [VOLUNTEERED]
36 Neither [VOLUNTEERED]
2 Some other place (please specify): _____

33. **What is your age (please specify the number)? _____**

% n=400
28 45-54
30 55-64

39 65+
3 REFUSED/OTHER

34. Are you male or female?

% n=400
47 Male
53 Female

35. What is your current marital status?

% n=400
65 Married
1 Currently living with partner/significant other
18 Widowed
8 Divorced
1 Separated
7 Never married

36. How many people are currently living in your household, including yourself?

% n=400
26 1
54 2
11 3
6 4
2 5
2 6+

37. What is the highest level of education that you completed?

% n=400
9 Less than high school
49 High school graduate or equivalent
19 Some college or technical training
13 College graduate (4 years)
11 Post graduate or professional degree

38. What is your current employment status?

% n=400
37 Employed or self-employed full-time
11 Employed or self-employed part-time
46 Retired and not work
3 Other such as homemaker
2 Unemployed and looking for work
1 DON'T KNOW / NOT SURE
1 REFUSED

39. What is your annual household income?

% n=400
13 Less than \$15,000
12 \$15,000 to less than \$25,000
11 \$25,000 to less than \$35,000
12 \$35,000 to less than \$50,000
18 \$50,000 to less than \$75,000
15 \$75,000 or more
6 DON'T KNOW / NOT SURE
13 REFUSED

**Appendix D: Annotated Questionnaire
African American SAMPLE ONLY**

1. **Do you currently take any medications on a regular basis including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? By regular we mean daily, weekly, monthly, or for an extended period of time or even a lifetime.**

% n=400
 83 Yes
 17 No → [SKIP TO Q5]
 0 DON'T KNOW / NOT SURE → [SKIP TO Q5]
 0 REFUSED → [SKIP TO Q5]

2. **How many different prescription medications do you take on a regular basis?**

_____ (please give a number)

% n=331
 19 1
 15 2
 13 3
 10 4
 12 5
 6 6
 15 7+
 11 None
 0 Refused

3. **How many different over the counter medications do you take on a regular basis (including vitamins and supplements)?**

_____ (please give a number)

% n=331
 23 1
 17 2
 8 3
 6 4
 3 5
 3 6
 2 7+
 40 None
 0 Refused

4. **Do you know why you take each of your medications?**

% n=331
 97 Yes
 2 No
 <1 DON'T KNOW / NOT SURE

1 REFUSED

5. How often do you read the literature that comes with your medications?

% n=400
59 Always
11 Most of the time
10 Sometimes
10 Every once in a while
10 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

6. To what extent do you personally search for information about a prescription medication?

% n=400
27 Always
16 Most of the time
19 Sometimes
16 Every once in a while
20 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

7. Have you ever searched for additional information on a prescription medication through any of the following? [READ EACH ITEM ON LIST]

% n=400
26 The internet by visiting various websites
21 Medical or pharmaceutical journals
22 The Physician's Desk Reference
26 Health consumer magazines, news bulletins, or books
36 Word-of-mouth such as through friends and family
28 Other (please specify):

8. Have you ever asked your doctor about a medication that you learned about from an advertisement on television or in a magazine?

% n=400
44 Yes
56 No → [SKIP TO Q10]
1 DON'T KNOW / NOT SURE → [SKIP TO Q10]
0 REFUSED → [SKIP TO Q10]

9. Did he/she prescribe this medication for you?

% n=175
29 Yes
71 No

1 DON'T KNOW / NOT SURE
<1 REFUSED

10. Have you ever talked to your doctor about changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition??

% n=400
54 Yes
45 No
1 DON'T KNOW / NOT SURE
<1 REFUSED

10a. Did you actually try changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition?

% n =400
67 Yes
32 No
1 DON'T KNOW / NOT SURE
1 REFUSED

**11. When you meet with your doctor, how often do you do the following?
[RANDOMIZE LIST ORDER]**

	All of the time	Often	Every once in a while	Never	DK / NOT SURE/ REFUSED
	%	%	%	%	%
Share with your doctors a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	56	10	16	17	1
Ask your doctor any questions you have about a prescription medicine? (n=400)	41	15	24	19	2
Tell your doctors about medications that you are allergic to? (n=400)	48	6	13	29	4
Ask your doctors for specific instructions on when and how to take your medications? (n=400)	47	7	16	29	1
Ask your doctors what to do if you accidentally skip a dose of your medication? (n=400)	21	9	26	41	3
Ask your doctors the reason you are being prescribed a particular medication? (n= 400)	51	8	16	24	2
Ask your doctors about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	43	8	18	30	1
Ask your doctors if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	41	8	17	32	2
Ask your doctors if there will be any problems when you combine the new medications with certain foods, such as milk or with lifestyle habits such as smoking cigarettes. (n=400)	31	9	16	41	3
Talk with your doctors before you stop taking a medication that they have prescribed for you? (n=400)	40	7	17	32	3

12. Next I would like to ask about when you go to the pharmacy...how often do you do each of the following? [RANDOMIZE LIST ORDER]

	All of the time	Often	Every once in a while	Never	DK/NOT SURE/ REFUSED
	%	%	%	%	%
Share with your pharmacists a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	26	9	16	47	1
Tell your pharmacists about medications that you are allergic to? (n= 400)	25	4	12	57	3
Ask your pharmacists about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	25	9	18	48	1
Ask your pharmacists if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	25	7	15	52	1

13. Sometimes people have systems for helping them remember to take their medication every day. Do you regularly do any of the following things to help you remember to take your medication(s)? [RANDOMIZE ORDER OF ALL BUT LAST ITEM] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

Yes	No	Dk	REF	n=400
%	%	%	%	
56	44	0	<1	Putting it in a visible location
64	36	<1	0	Taking them at the same time every day
30	70	<1	0	Using a daily pill box
12	88	<1	0	Receiving reminders or assistance from a nurse or family member
13	86	1	<1	Placing reminders in a daybook/or putting a post-it in a visible place
9	91	<1	<1	Some other system for remembering [Specify: _____]

14. A personal medication record is a form for recording all of the medications you take including over the counter medicines. Typically the form allows you to include your doctors' and pharmacists' names and telephone numbers. Do you have a personal medication record? [IF NECESSARY READ: "The information recorded in the personal medication record would include the dose, the type, the reason for use, and the time."]

% n=400
32 Yes
67 No
1 DON'T KNOW / NOT SURE
0 REFUSED

15. If a personal medication record was available to you free of charge, how likely do you think you would be to fill in your medication information?

% n=400
48 Very likely
22 Somewhat likely
7 Not that likely
20 Not likely at all
3 DON'T KNOW / NOT SURE
1 REFUSED

16. Do you get any help in paying for prescription drugs from insurance or other health coverage

% n=400
69 Yes
30 No
<1 DON'T KNOW / NOT SURE
1 REFUSED

17. Do you participate in any prescription drug discount programs or have a prescription discount card such as those offered through a local drug store or pharmacy, a doctor's office, a membership organization like AARP, a retailer like Wal-Mart or Rite Aid, or a pharmaceutical company?

% n=400
24 Yes
76 No
0 DON'T KNOW / NOT SURE
1 REFUSED

18. Would you say that paying for these prescription medications is a major financial problem, a minor financial problem, or not a financial problem for you?

% n=400
28 Major financial problem
27 Minor financial problem
43 Not a financial problem
1 DON'T KNOW / NOT SURE

1 REFUSED

19. In the past 12 months, approximately how much have you spent each month out-of-pocket for your prescription medications? [READ LIST IF NECESSARY]

% n=400
 26 \$0-10
 12 \$10-20
 15 \$20-50
 15 \$50-100
 12 \$100-200
 13 More than \$200
 6 DON'T KNOW / NOT SURE
 2 REFUSED

20. In the past 12 months, have you had to do any of the following things to be able to afford your prescription drugs? [RANDOMIZE ORDER] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

YES	NO	DK	REF	n=400
%	%	%	%	
12	88	0	0	Decided not to fill a prescription
9	91	0	0	Stopped taking the medication earlier than directed by your doctor
12	87	0	<1	Skipped a dose
8	92	1	0	Taken less than the prescribed dose of a medication
4	96	0	0	Taken medication from a friend or family member who was prescribed the same medication as you
36	64	1	0	Bought the generic equivalent
8	92	0	0	Ordered drugs by mail or via the Internet from a U.S. company
2	98	0	<1	Ordered drugs by mail or via the Internet from another country
1	99	0	<1	Traveled to Canada or another country to buy your prescriptions
14	86	0	0	Cut back on necessary items such as food or utilities
7	92	<1	<1	Looked for less expensive housing
14	86	<1	<1	Skipped a bill payment (car, credit cards etc.), or paid it late
13	87	0	0	Spent less on incidentals (daily paper, coffee, snacks)
8	92	0	<1	Cut back on other health care expenses
20	80	0	0	Cut back on savings

21. Thinking about the last few times you've had to fill a prescription, how often do you shop around for the best price on a medication before purchasing it?

% n=400
 5 Every time
 6 Most of the time
 12 Some of the time
 74 None of the time
 1 DON'T KNOW / NOT SURE

1 REFUSED

22. Where are you most likely to purchase your medication after you've been given a prescription? [READ LIST] [IF NECESSARY: SPECIFY MOST

- % n=400
- 8 By mail or over the internet
- 75 At a local pharmacy (e.g., Walgreens, Rite-Aid, etc.)
- 8 At a discount pharmacy (e.g., Costco, Wal-mart, etc.)
By traveling to a pharmacy outside the U.S.
- 9 Other (please specify): _____

23. I'm going to read you a set of statements about generic drugs. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. The first/next statement is: [RANDOMIZE ORDER]

Strongly Agree %	S/W Agree %	Neither Agree nor Dis-Agree %	S/W Dis-Agree %	Strongly Dis-Agree %	DK %	REF %	n=400
23	20	5	19	24	9	1	Generic prescription drugs may be less effective than brand name drugs
20	24	5	17	24	9	1	Generic prescription drugs may be poorer quality than brand name drugs
31	25	6	13	12	13	1	Generic and brand name prescription drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients
38	28	3	11	13	6	1	Generic prescriptions are just as good as brand name drugs but cost less
18	12	7	19	27	17	1	Generic means the patent has run out on a brand name drug
23	17	7	16	21	16	1	Any company can manufacture generic drugs
34	21	6	13	16	10	1	Generic prescription drugs may have side effects Other difference: Please specify

24. Please indicate which of the following statements best expresses your general opinion of substituting generic medications for brand name drugs.

- % n=400
- 18 I support generic substitution for brand name drugs in all cases in which a generic is available.
- 22 I support generic substitution for brand name drugs in most cases.
- 39 I support generic substitution for brand name drugs in some cases.
- 15 I do not support generic substitution for brand name drugs.
- 4 **DON'T KNOW**
- 1 **REFUSED**

25. How much would you say you know about the difference between brand name drugs and generic drugs?

%	N=400
17	Nothing
36	Very little
29	Some
17	A lot
1	DON'T KNOW / NOT SURE
1	REFUSED

26. The last time a doctor prescribed a medicine for you, did you talk about alternative prescription medicines, *other than generics*, that could be used to treat your condition?

%	n=400
27	Yes
70	No
3	DON'T KNOW / NOT SURE
1	REFUSED

27. If you learned that another medication was available and was equally safe and effective as your current medication, but cost less, how likely would you be to ask your doctor to write a new prescription for the lower-priced medication?

%	n=400
51	Very likely
24	Somewhat likely
6	Not that likely
14	Not likely at all
4	DON'T KNOW / NOT SURE
1	REFUSED

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

%	n=400
29	Yes
65	No → [SKIP TO Q32]
5	DON'T KNOW / NOT SURE → [SKIP TO Q32]
1	REFUSED → [SKIP TO Q32]

28a. If yes, why?

29. How important is it to you to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost? Would you say it is...[READ LIST]

% N=400
9 Very unimportant
4 Somewhat unimportant
16 Somewhat important
68 Very important
3 DON'T KNOW / NOT SURE
1 REFUSED

30. If objective facts about medications were available, how likely would you be to research the safety, effectiveness, and cost of your current medications?

% n=400
59 Very likely
23 Somewhat likely
4 Not that likely
11 Not likely at all
3 DON'T KNOW / NOT SURE
1 REFUSED

31. Some universities and companies have been compiling research and information that compares the safety and effectiveness of various prescription drugs. When the findings and recommendations from these studies are combined with information on average drug costs, consumers can compare their prescription medications to the safety, effectiveness, and cost of similar medications. Have you ever heard or read about this type of information being made available to consumers?

% n=400
26 Yes
72 No
1 DON'T KNOW / NOT SURE
1 REFUSED

Demographics....

32. Do you have access to the internet at home, at work, or some other place?

% n=400
33 Home
7 Work
13 Both [VOLUNTEERED]
42 Neither [VOLUNTEERED]
6 Some other place (please specify):

33. What is your age (please specify the number)? _____

% N=400
39 45-54
27 55-64

31 65+
4 REF/OTHER

34. Are you male or female?

% n=400
43 Male
57 Female

35. What is your current marital status?

% n=400
37 Married
2 Currently living with partner/significant other
20 Widowed
17 Divorced
7 Separated
17 Never married

36. How many people are currently living in your household, including yourself?

% N=400
33 1
36 2
17 3
6 4
4 5
4 6+
<1 Refused

37. What is the highest level of education that you completed?

% n=400
14 Less than high school
31 High school graduate or equivalent
31 Some college or technical training
17 College graduate (4 years)
7 Post graduate or professional degree

38. What is your current employment status?

%	n=400
35	Employed or self-employed full-time
9	Employed or self-employed part-time
39	Retired and not work
6	Other such as homemaker
8	Unemployed and looking for work
1	DON'T KNOW / NOT SURE
2	REFUSED

39. What is your annual household income?

%	n=400
27	Less than \$15,000
14	\$15,000 to less than \$25,000
10	\$25,000 to less than \$35,000
12	\$35,000 to less than \$50,000
10	\$50,000 to less than \$75,000
11	\$75,000 or more
6	DON'T KNOW / NOT SURE
10	REFUSED

**Appendix E: Annotated Questionnaire
Hispanics SAMPLE ONLY**

1. **Do you currently take any medications on a regular basis including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? By regular we mean daily, weekly, monthly, or for an extended period of time or even a lifetime.**

% n=400
81 Yes
19 No → [SKIP TO Q5]
0 DON'T KNOW / NOT SURE → [SKIP TO Q5]
0 REFUSED → [SKIP TO Q5]

2. **How many different prescription medications do you take on a regular basis?**

_____ (please give a number)

% n=323
17 1
16 2
16 3
11 4
7 5
7 6
17 7+
10 None
<1 Refused

3. **How many different over the counter medications do you take on a regular basis (including vitamins and supplements)?**

_____ (please give a number)

% n=323
24 1
20 2
10 3
8 4
6 5
2 6
3 7+
27 None
<1 Refused

4. **Do you know why you take each of your medications?**

% n=323
99 Yes
1 No
0 DON'T KNOW / NOT SURE
0 REFUSED

5. How often do you read the literature that comes with your medications?

% n=400
52 Always
15 Most of the time
11 Sometimes
12 Every once in a while
9 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

6. To what extent do you personally search for information about a prescription medication?

% n=400
32 Always
19 Most of the time
16 Sometimes
14 Every once in a while
18 Never
1 DON'T KNOW / NOT SURE
<1 REFUSED

7. Have you ever searched for additional information on a prescription medication through any of the following? [READ EACH ITEM ON LIST]

% n=400
33 The internet by visiting various websites
19 Medical or pharmaceutical journals
20 The Physician's Desk Reference
21 Health consumer magazines, news bulletins, or books
28 Word-of-mouth such as through friends and family
28 Other (please specify):

8. Have you ever asked your doctor about a medication that you learned about from an advertisement on television or in a magazine?

% n=400
48 Yes
51 No → [SKIP TO Q10]
1 DON'T KNOW / NOT SURE → [SKIP TO Q10]
<1 REFUSED → [SKIP TO Q10]

9. Did he/she prescribe this medication for you?

% n =190
36 Yes
63 No
1 DON'T KNOW / NOT SURE

0 REFUSED

10. Have you ever talked to your doctor about changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition??

% n=400
 57 Yes
 42 No
 1 DON'T KNOW / NOT SURE
 1 REFUSED

10a. Did you actually try changing a lifestyle habit such as engaging in physical activity or improving your diet either instead of OR before taking a medication to treat a condition?

% n =400
 67 Yes
 31 No
 1 DON'T KNOW / NOT SURE
 1 REFUSED

**11. When you meet with your doctor, how often do you do the following?
 [RANDOMIZE LIST ORDER]**

	All of the time %	Often %	Every once in a while %	Never %	DK / NOT SURE/ REFUSED %
Share with your doctors a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	52	11	17	18	1
Ask your doctor any questions you have about a prescription medicine? (n=400)	40	18	23	18	1
Tell your doctors about medications that you are allergic to? (n=400)	46	9	11	31	3
Ask your doctors for specific instructions on when and how to take your medications? (n=400)	47	12	16	23	1
Ask your doctors what to do if you accidentally skip a dose of your medication? (n=400)	29	10	20	40	2
Ask your doctors the reason you are being prescribed a particular medication? (n= 400)	53	10	16	19	2
Ask your doctors about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	43	11	16	27	2
Ask your doctors if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	44	10	18	28	1
Ask your doctors if there will be any problems when you combine the new medications with certain foods, such as milk or with lifestyle habits such as smoking cigarettes. (n=400)	38	9	13	39	2
Talk with your doctors before you stop taking a medication that they have prescribed for you? (n=400)	43	9	17	29	2

12. Next I would like to ask about when you go to the pharmacy...how often do you do each of the following? [RANDOMIZE LIST ORDER]

	All of the time	Often	Every once in a while	Never	DK / NOT SURE / REFUSED
	%	%	%	%	%
Share with your pharmacists a list of all your medications including prescription drugs, over-the-counter drugs, herbal supplements & vitamins? (n=400)	29	9	18	43	2
Tell your pharmacists about medications that you are allergic to? (n= 400)	32	7	10	50	1
Ask your pharmacists about possible drug side effects such as dizziness, dry mouth, or hives before taking new medications? (n=400)	36	9	14	40	1
Ask your pharmacists if there will be any problems when you combine the new medications you are prescribed with the medications you are already taking? (n=400)	30	12	14	42	1

13. Sometimes people have systems for helping them remember to take their medication every day. Do you regularly do any of the following things to help you remember to take your medication(s)? [RANDOMIZE ORDER OF ALL BUT LAST ITEM] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

Yes	No	Dk	REF	n=400
%	%	%	%	
66	33	1	<1	Putting it in a visible location
79	20	1	0	Taking them at the same time every day
37	62	1	0	Using a daily pill box
16	84	<1	0	Receiving reminders or assistance from a nurse or family member
25	75	<1	<1	Placing reminders in a daybook/or putting a post-it in a visible place
8	91	1	0	Some other system for remembering [Specify: _____]

14. A personal medication record is a form for recording all of the medications you take including over the counter medicines. Typically the form allows you to include your doctors' and pharmacists' names and telephone numbers. Do you have a personal medication record? [IF NECESSARY READ: "The information recorded in the personal medication record would include the dose, the type, the reason for use, and the time."]

% n=400
31 Yes
68 No
<1 DON'T KNOW / NOT SURE
<1 REFUSED

15. If a personal medication record was available to you free of charge, how likely do you think you would be to fill in your medication information?

% n=400
42 Very likely
20 Somewhat likely
8 Not that likely
25 Not likely at all
4 DON'T KNOW / NOT SURE
1 REFUSED

16. Do you get any help in paying for prescription drugs from insurance or other health coverage

% n=400
71 Yes
29 No
<1 DON'T KNOW / NOT SURE
<1 REFUSED

17. Do you participate in any prescription drug discount programs or have a prescription discount card such as those offered through a local drug store or pharmacy, a doctor's office, a membership organization like AARP, a retailer like Wal-Mart or Rite Aid, or a pharmaceutical company?

% n=400
25 Yes
74 No
1 DON'T KNOW / NOT SURE
<1 REFUSED

18. Would you say that paying for these prescription medications is a major financial problem, a minor financial problem, or not a financial problem for you?

% n=400
31 Major financial problem
25 Minor financial problem
42 Not a financial problem
1 DON'T KNOW / NOT SURE
1 REFUSED

19. In the past 12 months, approximately how much have you spent each month out-of-pocket for your prescription medications? [READ LIST IF NECESSARY]

% n=400

- 22 \$0-10
- 11 \$10-20
- 14 \$20-50
- 17 \$50-100
- 16 \$100-200
- 14 More than \$200
- 5 DON'T KNOW / NOT SURE
- 1 REFUSED

20. In the past 12 months, have you had to do any of the following things to be able to afford your prescription drugs? [RANDOMIZE ORDER] [READ EACH ITEM AND RECORD SEPARATE YES OR NO ANSWER FOR EACH ALSO ALLOW FOR DK AND REFUSED]

YES	NO	DK	REF	
%	%	%	%	n=400
20	80	<1	0	Decided not to fill a prescription
12	87	1	<1	Stopped taking the medication earlier than directed by your doctor
18	82	0	0	Skipped a dose
12	87	1	0	Taken less than the prescribed dose of a medication
9	91	0	0	Taken medication from a friend or family member who was prescribed the same medication as you
51	47	1	0	Bought the generic equivalent
14	86	<1	0	Ordered drugs by mail or via the Internet from a U.S. company
6	95	0	0	Ordered drugs by mail or via the Internet from another country
4	96	0	0	Traveled to Canada or another country to buy your prescriptions
16	83	1	0	Cut back on necessary items such as food or utilities
11	89	1	0	Looked for less expensive housing
17	82	1	0	Skipped a bill payment (car, credit cards etc.), or paid it late
18	81	1	<1	Spent less on incidentals (daily paper, coffee, snacks)
15	85	<1	0	Cut back on other health care expenses
23	76	1	0	Cut back on savings

21. Thinking about the last few times you've had to fill a prescription, how often do you shop around for the best price on a medication before purchasing it?

- % n=400
- 9 Every time
- 8 Most of the time
- 18 Some of the time
- 64 None of the time
- 1 DON'T KNOW / NOT SURE
- <1 REFUSED

22. Where are you most likely to purchase your medication after you've been given a prescription? [READ LIST] [IF NECESSARY: SPECIFY MOST]

- % n=400
- 8 By mail or over the internet
- 73 At a local pharmacy (e.g., Walgreens, Rite-Aid, etc.)
- 12 At a discount pharmacy (e.g., Costco, Wal-mart, etc.)
- <1 By traveling to a pharmacy outside the U.S.

7 Other (please specify): _____

23. I'm going to read you a set of statements about generic drugs. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. The first/next statement is: [RANDOMIZE ORDER]

Strongly Agree %	S/W Agree %	Neither Agree not Dis-Agree %	S/W Dis-Agree %	Strongly Dis-Agree %	DK %	REF %	
22	17	5	17	30	10	<1	n=400 Generic prescription drugs may be less effective than brand name drugs
19	18	5	16	30	11	<1	Generic prescription drugs may be poorer quality than brand name drugs
34	23	8	7	14	14	<1	Generic and brand name prescription drugs are the same chemically, meaning they have the same active ingredient, but have different fillers and/or binders, meaning different inactive ingredients
49	23	4	9	10	6	<1	Generic prescriptions are just as good as brand name drugs but cost less
21	16	8	15	23	17	<1	Generic means the patent has run out on a brand name drug
25	15	9	14	21	17	<1	Any company can manufacture generic drugs
26	22	6	14	21	11	<1	Generic prescription drugs may have side effects

24. Please indicate which of the following statements best expresses your general opinion of substituting generic medications for brand name drugs.

- % n=400
- 30 I support generic substitution for brand name drugs in all cases in which a generic is available.
- 29 I support generic substitution for brand name drugs in most cases.
- 19 I support generic substitution for brand name drugs in some cases.
- 14 I do not support generic substitution for brand name drugs.
- 7 Don't know / Not Sure
- 1 Refused

25. How much would you say you know about the difference between brand name drugs and generic drugs?

- % n=400
- 18 Nothing
- 30 Very little
- 38 Some
- 13 A lot
- 2 DON'T KNOW / NOT SURE
- <1 REFUSED

26. The last time a doctor prescribed a medicine for you, did you talk about alternative prescription medicines, *other than generics*, that could be used to treat your condition?

% n=400
39 Yes
58 No
2 DON'T KNOW / NOT SURE
<1 REFUSED

27. If you learned that another medication was available and was equally safe and effective as your current medication, but cost less, how likely would you be to ask your doctor to write a new prescription for the lower-priced medication?

% n=400
59 Very likely
20 Somewhat likely
4 Not that likely
13 Not likely at all
4 DON'T KNOW / NOT SURE
1 REFUSED

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

% n=400
25 Yes
68 No → [SKIP TO Q32]
7 DON'T KNOW / NOT SURE → [SKIP TO Q32]
1 REFUSED → [SKIP TO Q32]

28a. If yes, why?

29. How important is it to you to have objective facts about different prescription medicines regarding their effectiveness, safety, and cost? Would you say it is...[READ LIST]

% n=400
12 Very unimportant
7 Somewhat unimportant
13 Somewhat important
66 Very important
2 DON'T KNOW / NOT SURE
1 REFUSED

30. If objective facts about medications were available, how likely would you be to research the safety, effectiveness, and cost of your current medications?

% n=400
56 Very likely
29 Somewhat likely
2 Not that likely
9 Not likely at all
4 DON'T KNOW / NOT SURE
1 REFUSED

31. Some universities and companies have been compiling research and information that compares the safety and effectiveness of various prescription drugs. When the findings and recommendations from these studies are combined with information on average drug costs, consumers can compare their prescription medications to the safety, effectiveness, and cost of similar medications. Have you ever heard or read about this type of information being made available to consumers?

% n=400
29 Yes
70 No
1 DON'T KNOW / NOT SURE
1 REFUSED

Demographics....

32. Do you have access to the internet at home, at work, or some other place?

% n=400
28 Home
6 Work
17 Both [VOLUNTEERED]
43 Neither [VOLUNTEERED]
5 Some other place (please specify):

33. What is your age (please specify the number)? _____

% n=400
42 45-54
28 55-64
26 65+
5 REF/OTHER

34. Are you male or female?

% n=400
47 Male
53 Female

35. What is your current marital status?

% n=400
54 Married
1 Currently living with partner/significant other
12 Widowed
15 Divorced
5 Separated
13 Never married

36. How many people are currently living in your household, including yourself?

% n=400
25 1
33 2
16 3
15 4
7 5
4 6+
1 REFUSED

37. What is the highest level of education that you completed?

% n=400
19 Less than high school
25 High school graduate or equivalent
28 Some college or technical training
17 College graduate (4 years)
11 Post graduate or professional degree

38. What is your current employment status?

% n=400
40 Employed or self-employed full-time
7 Employed or self-employed part-time
36 Retired and not work
6 Other such as homemaker
8 Unemployed and looking for work
2 DON'T KNOW / NOT SURE
2 REFUSED

39. What is your annual household income?

%	n=400
23	Less than \$15,000
13	\$15,000 to less than \$25,000
11	\$25,000 to less than \$35,000
11	\$35,000 to less than \$50,000
12	\$50,000 to less than \$75,000
11	\$75,000 or more
10	DON'T KNOW / NOT SURE
9	REFUSED