

NATIONAL SURVEY OF HEALTHCARE CONSUMERS: GENERIC MEDICATIONS

MAY 2010



THOMSON REUTERS™

SURVEY OVERVIEW

Each year, the *Thomson Reuters PULSE™ Healthcare Survey* collects information about health behavior, attitudes, and utilization from more than 100,000 U.S. households. This nationally representative telephone survey is conducted in 11 waves (each a standalone market research study) conducted sequentially throughout the year. Many healthcare topics are covered, including health status, insurance coverage, use of medical services, lifestyle, and current topics and issues. The survey is self-funded and the data it generates are used in Thomson Reuters information products for healthcare professionals, particularly strategic planning and marketing managers in hospitals.

The results depicted below represent responses from 3,010 survey participants interviewed from May 6-16, 2010. The survey questions, which address the use of generic medications, were developed in conjunction with National Public Radio. The margin of error is 1.8 percent.



EXECUTIVE SUMMARY

The survey asked respondents about their use of and attitudes toward generic prescription medicines. Among those who had taken a prescription medication in the past three months, about 70 percent took a generic drug.

- Use of prescription medicines increased with age, but use of generics was significantly higher among young adults
- Cost was by far the primary reason for choosing a generic
- People with higher incomes and more education were less likely to take a generic
- Nearly 85 percent said they believed generic drugs are safe and effective
- Nearly 90 percent of those who were not taking a generic medicine said they were willing to do so

SURVEY DATA

Responses in **RED** are statistically significant.

QUESTION 1: In the past three months, did you take any medications prescribed by a doctor? (The results represent the percentage of people answering yes.)

Age	Percent
< 35	43.5%
35 - 64	71.4%
65+	90.8%
Total	67.1%

Income	Percent
< \$25k	68.5%
\$25k - \$49.9k	63.6%
\$50k - \$99.9k	66.7%
\$100k+	67.7%
Total	67.1%

Education	Percent
High School or Less	71.1%
Some College	60.1%
College +	69.9%
Total	67.1%

QUESTION 2: For the most recent prescription medication you took, was it a generic drug or a brand name drug? (The results represent the percentage of people who said their most recent prescription medication was a generic drug.)

Age	Percent
< 35	85.9%
35 - 64	66.2%
65+	67.3%
Total	69.9%

Income	Percent
< \$25k	72.8%
\$25k - \$49.9k	76.6%
\$50k - \$99.9k	67.8%
\$100k+	59.4%
Total	69.9%

Education	Percent
High School or Less	74.5%
Some College	70.3%
College +	67.4%
Total	69.9%



QUESTION 3: What was the main reason you chose to take a generic drug instead of a brand name drug?

1. Cost
2. Insurance requirement
3. Doctor recommendation
4. Believe generics are equal to or better than brand name drugs
5. Pharmacy automatically dispensed generic

	Cost	Insurance Requirement	Doctor Recommended	Believe Generics Equal/Better	Pharmacy Dispensed Generic
Age					
< 35	64.4%	15.7%	5.8%	4.1%	9.9%
35 - 64	68.0%	15.9%	7.2%	1.3%	7.6%
65+	65.0%	12.9%	10.3%	5.0%	6.9%
Total	66.6%	15.2%	7.6%	2.7%	7.9%
Income					
< \$25k	62.2%	18.9%	6.6%	5.2%	7.1%
\$25k - \$49.9k	74.8%	12.0%	5.0%	1.4%	6.7%
\$50k - \$99.9k	66.0%	18.0%	6.1%	2.4%	7.5%
\$100k+	68.3%	10.5%	11.0%	2.3%	7.8%
Total	66.6%	15.2%	7.6%	2.7%	7.9%
Education					
High School or Less	63.6%	14.5%	8.2%	5.0%	8.6%
Some College	65.8%	20.4%	7.5%	2.0%	4.3%
College +	69.8%	12.6%	7.4%	2.1%	8.1%
Total	66.6%	15.2%	7.6%	2.7%	7.9%

QUESTION 4: In general, do you believe that generic drugs are as safe and effective as brand name drugs? (The results represent the percentage of people answering yes.)

Age	Percent
< 35	86.4%
35 - 64	84.4%
65+	82.8%
Total	84.7%

Income	Percent
< \$25k	75.4%
\$25k - \$49.9k	90.3%
\$50k - \$99.9k	90.7%
\$100k+	83.6%
Total	84.7%

Education	Percent
High School or Less	78.7%
Some College	86.0%
College +	86.5%
Total	84.7%



QUESTION 5: Would you be willing to take a generic drug instead of a brand name drug if one were available? (Asked of those not taking a generic medicine. The results represent the percentage of people answering yes.)

Age	Percent
< 35	90.5%
35 - 64	89.9%
65+	86.8%
Total	89.7%

Income	Percent
< \$25k	87.0%
\$25k - \$49.9k	95.8%
\$50k - \$99.9k	92.1%
\$100k+	81.3%
Total	89.7%

Education	Percent
High School or Less	91.6%
Some College	93.2%
College +	86.6%
Total	89.7%

