



Pharmaceutical Marketing Magazine Survey
April 2008

Market Research Report

Table of Contents

| | |
|---|----|
| Demographics | 2 |
| Q1. How many visits from pharmaceutical companies have you had in the last month? | 3 |
| All respondents replying “did not see representatives”: | 6 |
| Q1b. What, if anything, could pharmaceutical companies do differently to encourage you to see their Representatives?..... | 6 |
| Q2. In how many symposia sponsored by pharmaceutical companies have you participated in the last month? | 7 |
| Q3. In how many conferences sponsored by pharmaceutical companies have you participated in the last month? | 8 |
| Q4. In how many e-details sponsored by pharmaceutical companies have you participated in the last month? | 9 |
| Q5. Approximately how many adverts for pharmaceutical products have you noted in the last month?..... | 10 |
| Q6. Approximately how many mailings from pharmaceutical companies have you received in the last month? | 11 |
| Q7. Which activity sponsored by a pharmaceutical company in the last month do you consider in having been the most effective in providing you with the information that you needed about a product? | 12 |
| Q7a. Why did you say that? Cross tabulation Q7 vs. Q7a..... | 13 |
| Q8. Which activity sponsored by a pharmaceutical company in the last month would you miss the least? | 18 |
| Q8a. Why did you say that? Cross tabulation Q8 vs. Q8a..... | 19 |
| Q9. Do you want to have a relationship with the pharmaceutical industry?..... | 23 |
| Q9. Do you want to have a relationship with the pharmaceutical industry?..... | 23 |
| Q10. Do you feel more loyal to pharmaceutical companies who are most supportive to you or your practice?..... | 24 |
| Q11. Do you feel pharmaceutical companies make good use of your time? | 25 |
| Q12. Comments about the subject or the questionnaire..... | 26 |

Demographics

| Decade qualified | N | % |
|------------------|------------|-----|
| 1960s | 7 | 3% |
| 1970s | 82 | 31% |
| 1980s | 110 | 42% |
| 1990s | 50 | 19% |
| 2000s | 12 | 5% |
| Base | 261 | |

| Position | N | % |
|--------------|------------|-----|
| Locum | 15 | 6% |
| GP Assistant | 9 | 3% |
| GP Registrar | 8 | 3% |
| GP Partner | 229 | 88% |
| Base | 261 | |

| NHS region | N | % |
|----------------------|------------|-----|
| Eastern | 30 | 11% |
| London | 26 | 10% |
| North West | 20 | 8% |
| Northern & Yorkshire | 26 | 10% |
| Northern Ireland | 5 | 2% |
| Scotland | 22 | 8% |
| South East | 40 | 15% |
| South West | 29 | 11% |
| Trent | 25 | 10% |
| Wales | 11 | 4% |
| West Midlands | 27 | 10% |
| Base | 261 | |

| Commitment | N | % |
|-------------|------------|-----|
| Full time | 214 | 82% |
| Part time | 47 | 18% |
| Base | 261 | |

| Gender | N | % |
|-------------|------------|-----|
| Male | 204 | 78% |
| Female | 57 | 22% |
| Base | 261 | |

Fieldwork:

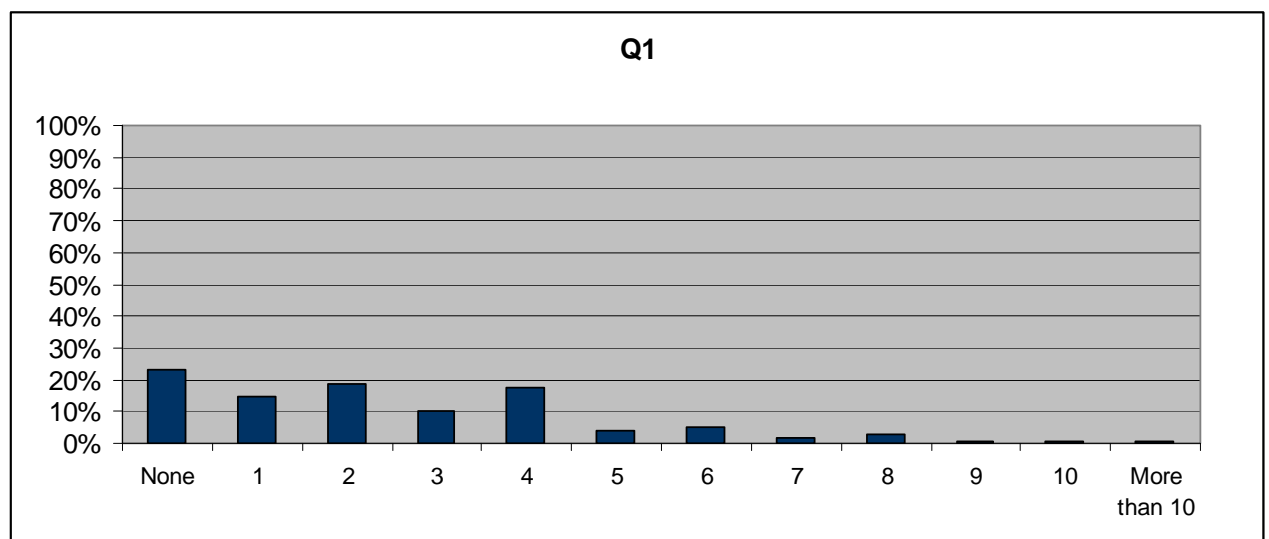
Started: 15-02-08

Finished: 18-02-08

Sample: 261 GPs

Q1. How many visits from pharmaceutical companies have you had in the last month?

| Q1. | Total | |
|--------------------------|------------|-----|
| | N | % |
| None | 60 | 23% |
| 1 | 39 | 15% |
| 2 | 49 | 19% |
| 3 | 27 | 10% |
| 4 | 45 | 17% |
| 5 | 11 | 4% |
| 6 | 14 | 5% |
| 7 | 5 | 2% |
| 8 | 7 | 3% |
| 9 | 1 | 0% |
| 10 | 2 | 1% |
| More than 10 | 1 | 0% |
| Average overall | 2.6 | |
| Average excluding "none" | 3.3 | |
| Base | 261 | |



All respondents replying “did not see representatives”:

Q1a. Why is this?

| Q1a. Verbatim Responses |
|---|
| Do not see reps in my locum role |
| Pass |
| None asked to come, but most know that I am free only on certain days at lunchtime. |
| No requests |
| Don't see reps |
| Don't see reps |
| We don't see pharmaceutical representatives routinely |
| Reps not seen at surgery |
| Practice policy to only see selected pharmaceutical reps |
| Don't feel appropriate |
| Not in practice |
| Retired |
| Rarely see representatives as their view is not usually evidence based |
| We don't encourage drop in visits |
| Don't see reps |
| Too busy |
| I don't have time to see drug reps |
| Don't believe they offer impartial advice |
| We do not allow reps into the surgery, we are too busy and seeing reps is of no real benefit |
| I DONT WASTE TIME SEEING REPS |
| I'm afraid it's a waste of time so we don't do it |
| Practice policy. They speak to our pharmacist |
| I only see reps at meetings and we haven't had our local meeting this month |
| Personal policy |
| The practice don't see reps anymore |
| Practice decision - not time in the day |
| Student leave 1/52, half term half a week. Also usually not time in my schedule to see them. |
| Not enough time in the working day to see Reps |
| No longer see reps at the surgery |
| Visits occur on my day of GPwSI clinics |
| We don't have time to see reps |
| Because despite trying hard I feel manipulated and unduly influenced by reps because I feel sorry |
| I no longer see reps. |
| I don't see them |
| Practice Policy |
| Do not prescribe now |
| None were coming by |
| We do not see Reps at the practice. |
| Do not have scheduled meetings |
| Not had any scheduled |
| Don't see reps |
| Do not particularly encourage them, tend to be very busy. |

| |
|--|
| We have reduced the number of Reps we see, appts only if completely new drug |
| None scheduled |
| Time commitments |
| I don't see reps |
| Work as part time salaried GP so reps not interested in me! |
| Too busy |
| Not seeing reps in practice but at meetings |
| I am a locum doctor and they never ask to see me or invite me to meetings |
| As a rule I don't see reps |
| I prefer not to see them due to lack of time |
| Practice policy |
| Because practice policy not to see drug reps |
| Practice Policy |
| I don't see reps |

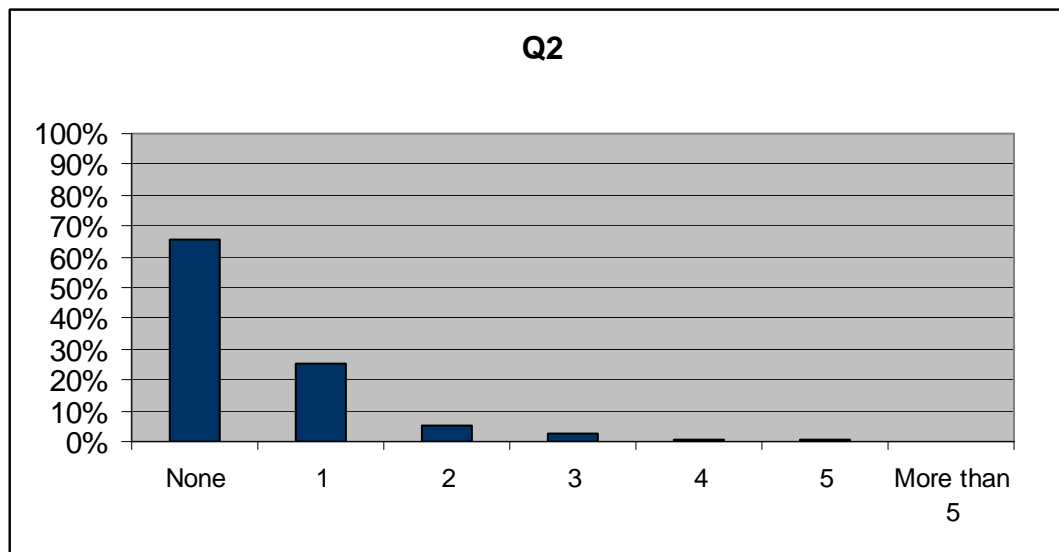
All respondents replying “did not see representatives”:

Q1b. What, if anything, could pharmaceutical companies do differently to encourage you to see their Representatives?

| Q1b. Verbatim Responses |
|---|
| Arrange outside meetings x 3 |
| Arranging/sponsoring local meeting with educational content |
| Be more honest about the disadvantages of their drugs |
| Contact me x 4 |
| Convince me that it will benefit patient care |
| Give more unbiased information about products i.e. not hide the less favourable results |
| Have a better understanding of my role |
| Have topic based evidence based meetings locally |
| I am always happy to see reps when I am available - but my availability is quite restricted. |
| I am happy to see at meetings when I have time |
| I am happy to see them - educational independent talks are always useful |
| I do not think they can do anything to make me change my view |
| I don't feel I have the time and I feel that I keep up to date by reading more non biased sources. |
| I have spoken to reps who have sponsored PCO educational meetings |
| I see Reps at Educational events + appreciate their input there |
| I see them at meetings outside the practice. Sponsoring practice education events sometimes gets a rep into the practice though usually 1 or 2 we know well |
| Jump in the lake |
| Keep appointments |
| Little, not seeing them is a result of time pressure of GMS work |
| Make appointments, come before afternoon surgery rather than during/after morning surgery |
| More relevant marketing |
| Not arrive during a busy surgery |
| Nothing x 22 |
| Pay for my time x 2 |
| Produce some really useful new drugs for a change! |
| See at pre arranged times and make sure PCT would be happy for us to prescribe the products. |
| Sponsor educational meetings |
| Start giving receptionists pens and mugs again |
| Stop making me feel sorry for them |
| Stop using flash cards, only do evidence base stuff, stop highly trained manipulation of evidence |
| Tend to choose which ones I will see related to interest in their products |
| The ones I do see offer e.g. and educational book service and support us this way e.g. menarini. |
| They are perceived as being too biased |

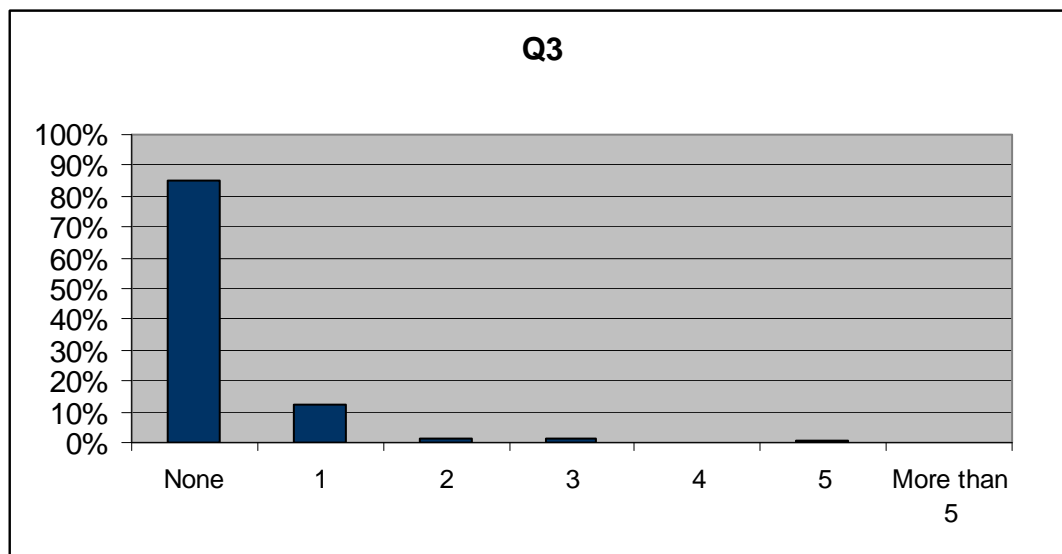
Q2. In how many symposia sponsored by pharmaceutical companies have you participated in the last month?

| Q2. | Total | |
|--------------------------|------------|-----|
| | N | % |
| None | 169 | 66% |
| 1 | 65 | 25% |
| 2 | 14 | 5% |
| 3 | 7 | 3% |
| 4 | 1 | 0% |
| 5 | 1 | 0% |
| More than 5 | 0 | 0% |
| Average overall | 0.5 | |
| Average excluding "none" | 1.4 | |
| Base | 257 | |



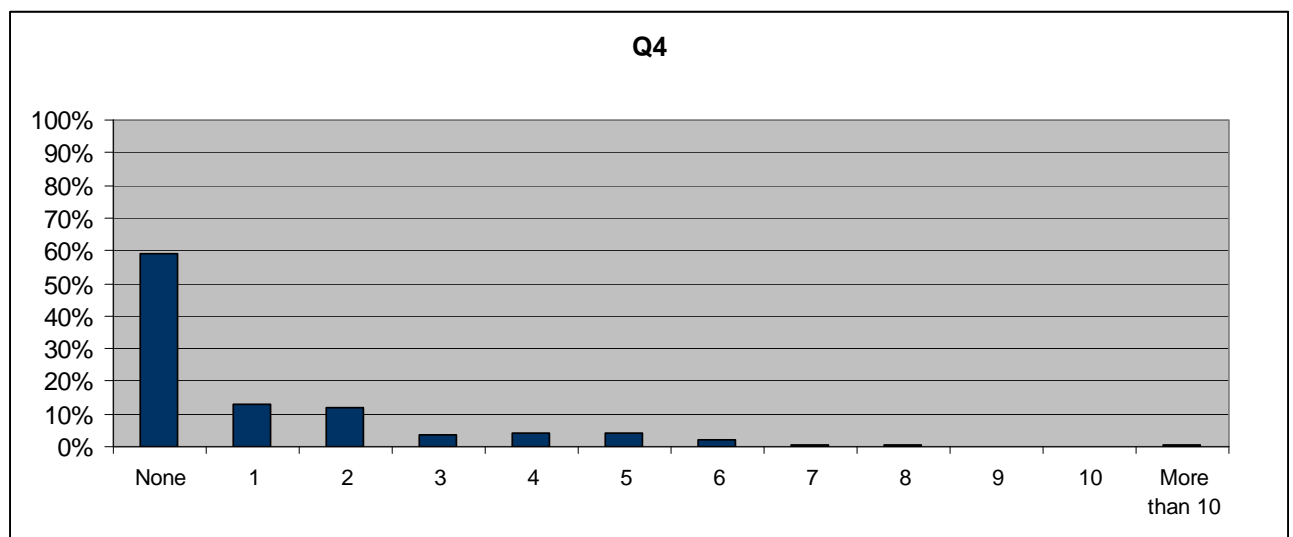
Q3. In how many conferences sponsored by pharmaceutical companies have you participated in the last month?

| Q3. | Total | |
|--------------------------|------------|-----|
| | N | % |
| None | 216 | 85% |
| 1 | 31 | 12% |
| 2 | 3 | 1% |
| 3 | 3 | 1% |
| 4 | 0 | 0% |
| 5 | 1 | 0% |
| More than 5 | 0 | 0% |
| Average overall | 0.2 | |
| Average excluding "none" | 1.3 | |
| Base | 254 | |



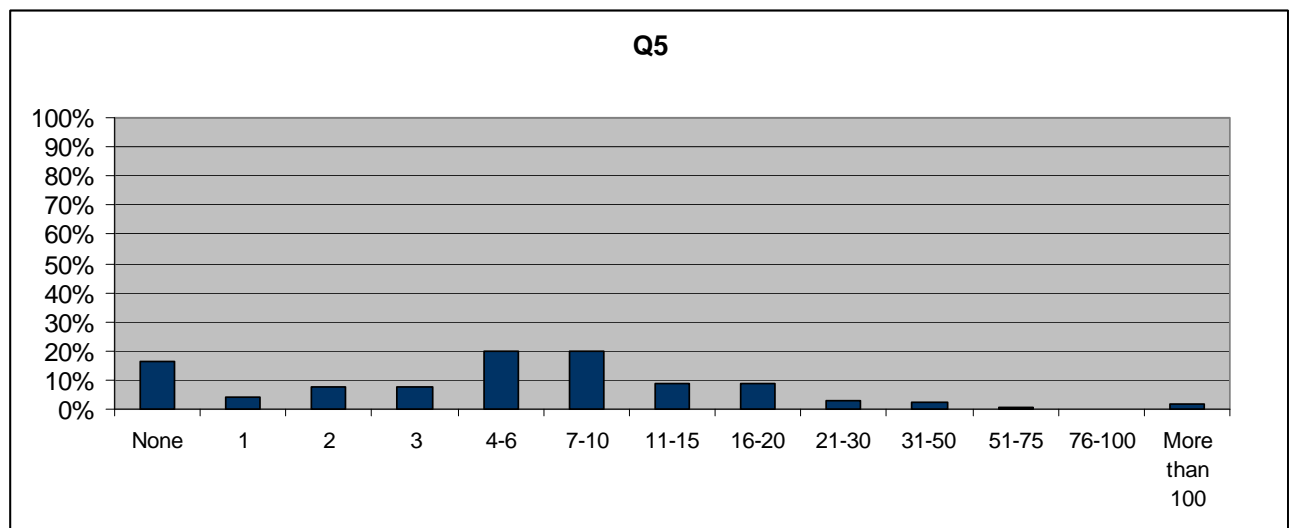
Q4. In how many e-details sponsored by pharmaceutical companies have you participated in the last month?

| Q4. | Total | |
|--------------------------|------------|-----|
| | N | % |
| None | 152 | 59% |
| 1 | 33 | 13% |
| 2 | 31 | 12% |
| 3 | 10 | 4% |
| 4 | 11 | 4% |
| 5 | 11 | 4% |
| 6 | 5 | 2% |
| 7 | 1 | 0% |
| 8 | 2 | 1% |
| 9 | 0 | 0% |
| 10 | 0 | 0% |
| More than 10 | 2 | 1% |
| Average overall | 1.1 | |
| Average excluding "none" | 2.6 | |
| Base | 258 | |



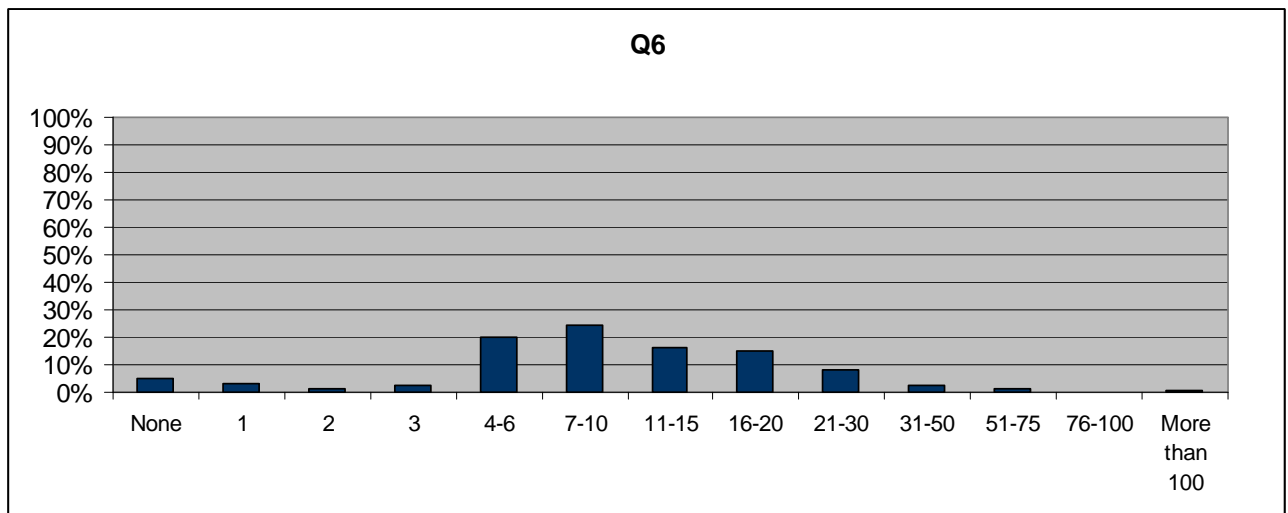
Q5. Approximately how many adverts for pharmaceutical products have you noted in the last month?

| Q5. | Total | |
|---------------|------------|-----|
| | N | % |
| None | 42 | 16% |
| 1 | 11 | 4% |
| 2 | 19 | 7% |
| 3 | 19 | 7% |
| 4-6 | 51 | 20% |
| 7-10 | 52 | 20% |
| 11-15 | 22 | 9% |
| 16-20 | 22 | 9% |
| 21-30 | 8 | 3% |
| 31-50 | 6 | 2% |
| 51-75 | 2 | 1% |
| 76-100 | 0 | 0% |
| More than 100 | 4 | 2% |
| Base | 258 | |



Q6. Approximately how many mailings from pharmaceutical companies have you received in the last month?

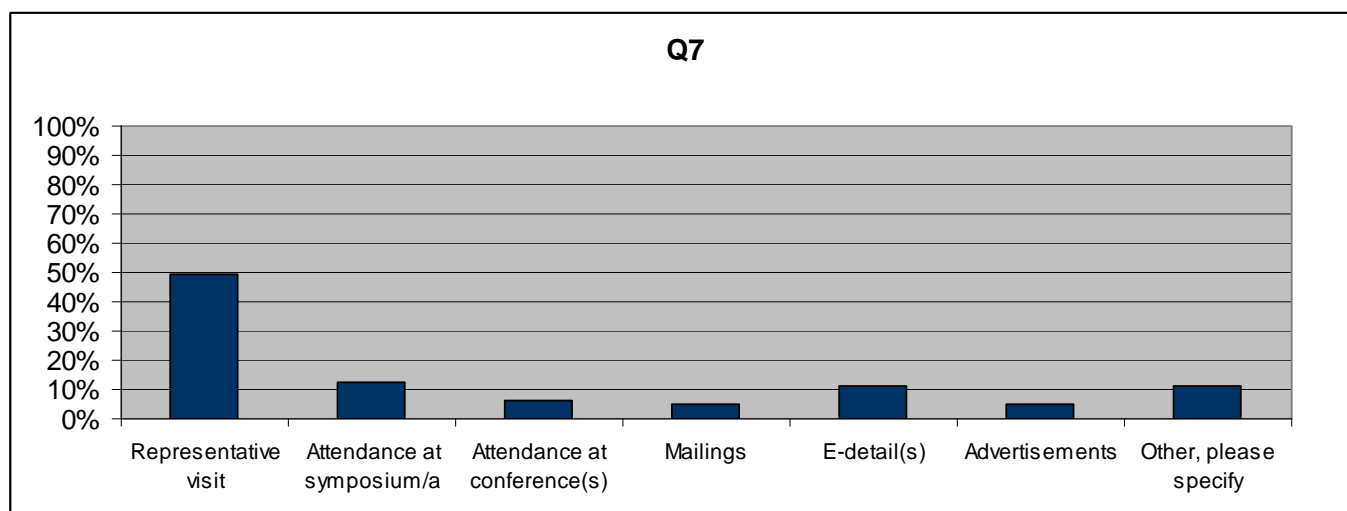
| Q6. | Total | |
|---------------|------------|-----|
| | N | % |
| None | 13 | 5% |
| 1 | 8 | 3% |
| 2 | 3 | 1% |
| 3 | 7 | 3% |
| 4-6 | 51 | 20% |
| 7-10 | 62 | 24% |
| 11-15 | 41 | 16% |
| 16-20 | 39 | 15% |
| 21-30 | 20 | 8% |
| 31-50 | 7 | 3% |
| 51-75 | 3 | 1% |
| 76-100 | 0 | 0% |
| More than 100 | 1 | 0% |
| Base | 255 | |



Q7. Which activity sponsored by a pharmaceutical company in the last month do you consider in having been the most effective in providing you with the information that you needed about a product?

| Q7. | Total | |
|-----------------------------|------------|-----|
| | N | % |
| Representative visit | 125 | 49% |
| Attendance at symposium/a | 31 | 12% |
| Attendance at conference(s) | 16 | 6% |
| Mailings | 12 | 5% |
| E-detail(s) | 29 | 11% |
| Advertisements | 12 | 5% |
| Other, please specify | 29 | 11% |
| Base | 254 | |

| Q7. Other, please specify - Verbatim Responses | N | % |
|---|------------|----|
| None | 19 | 7% |
| Becoming friends with | 1 | 0% |
| Evening meeting | 1 | 0% |
| Have time to read them | 1 | 0% |
| I requested specific info from a company | 1 | 0% |
| Meal out with consultant speaking | 1 | 0% |
| Meeting arranged by representative | 1 | 0% |
| Reading of medical literature | 1 | 0% |
| Sponsored educational in-house event | 1 | 0% |
| Sponsored lunch in the surgery for a clinical meeting | 1 | 0% |
| Sponsorship of meetings | 1 | 0% |
| Base | 254 | |



Q7a. Why did you say that?

Cross tabulation Q7 vs. Q7a

Verbatim responses:

| Representative visit – Verbatim responses |
|---|
| Interactive |
| Tend to ignore or not pay a lot of attention to mailings or advert. Face to face with reps is much m |
| Like face to face |
| Was able to share info with several clinicians and develop protocol |
| Because it is about the only thing I can remember! |
| Explained the product and benefits |
| Can ask relevant questions. |
| Direct one to one with questions better |
| I usually ignore all the rest. At least with a real person present you have to appear to listen |
| One 2 one |
| Personal touch! |
| Can talk and discuss products in details |
| Do not look at adverts |
| Face to face more effective |
| Chance to discuss |
| Most other stuff just gets ignored |
| Face to face - able to ask questions and get answers at once. |
| Don't read mailings, don't look at adverts in journals, haven't been to any symposia or conferences. |
| Able to get feedback, have my questions answered etc |
| More interactive |
| One -to -one information given plus ability to ask questions |
| Because I found it so |
| Personal touch |
| I don't recall any information from any other source |
| Prefer one to one. Able to quiz them better |
| More informative |
| One to one interaction |
| No Symposia And One Tends To Glance Only At The "Adverts" In The Mail... I.e. The Only Time They Have |
| Being on a one to one basis I can get information relevant to my practice |
| I found them most useful |
| Useful reminders plus new info gleaned |
| Gave me specific information |
| Remember better on one to one visits. |
| Personal contact - tailored approach - ability to have a dialogue and ask specific questions |
| Face to face contact with a rep always has more impact with me |
| I found it informative |
| Direct one to one, can ask questions easily |

| |
|--|
| One to one contact with rep |
| That is how it was this month |
| 1 to 1 interactive is best |
| Only one that applies |
| Able to respond directly to queries |
| Can challenge their statements |
| That's what I think |
| Can ask questions |
| More effective use of rep and my time |
| No attendance at symposia and I tend to ignore mailings and advertisements |
| Allowed personal relevant questions and discussion |
| Get the relevant information I need, and like the personal touch |
| Opportunity to ask questions |
| Opportunity to ask questions |
| Have not been to any meetings etc and tend to ignore ads |
| Prefer face to face meetings |
| More memorable |
| Haven't had the opportunity for others , would have loved to have gone to a symposium |
| Memorable contact |
| Easier to tailor information and ask questions |
| I prefer this and I like to put a face to the product! |
| It gives one the time to talk one to one and ask questions |
| Product info |
| Up to date data |
| One to one captive audience |
| Given new info |
| One to one, answering individual questions |
| One to one info helps |
| Face to face contact gets the message across better |
| Personalised info |
| Specific and cant ignore |
| Questions can be asked on details which are not in the main product literature/adverts |
| Can ask questions |
| Can ask questions |
| I learnt about a new drug |
| One-one based discussion |
| Ignore all others |
| Chance to ask questions |
| One to one discussion |
| Ask more questions directly |
| One to one discussion |
| Can ask questions |
| Had more detailed chat regarding the product |
| One on one with good rep, provided info and products of interest and relevance to me |
| Live presentation can answer the questions occurred during the visit |

Attendance at symposium/a – Verbatim responses

| |
|--|
| Opportunity to get detailed information and to question the experts/actually conferences are better |
| Usually have more time to speak to rep |
| A presentation, a chance to ask questions and discuss after with colleagues works best for me |
| Excellent presentation |
| Useful to meet other gps |
| Opportunity for discussion and questions. Input from a consultant |
| I spoke to all the reps on both occasions |
| Best time to see and chat with reps , |
| Personal choice |
| More time to discuss with rep |
| Chance to speak to rep before conference |
| Hate rep calls, & no time to read mailshots |
| Put the reps talk in context |
| Updating with specialist and interactive |
| Succinct interesting |
| Peer reviewed presentation with interaction and non biased speakers |
| Useful discussion live |
| Advertising in context of education event allows for discussion |
| I tend to remember them better ! |
| Usually it defines the clinical situation where the product could be used, usually qualified with et |

Attendance at conference(s) – Verbatim responses

| |
|--|
| See product. Talk to rep. Less time pressure |
| Learn more |
| Only time I pay any attention |
| It was for a specific learning requirement |
| Opportunity to discuss product at length in company of peers |
| I take more notice if it is independent |
| I have the time in between lectures to visit the stands |
| Presentations effective |
| Face to face |

Mailings – Verbatim responses

Often relate to change in data sheet indications etc

Pass

Useful information sent

Can look at it or not depending on need or interest (or time)

I occasionally look at them

Can glance at quickly

They are all useful discussions and reminders of the pharmaceutical products

Get my attention most

E-detail(s) – Verbatim responses

I find it useful to see a structured presentation on a subject that interests me.

Can view info at my own pace

Good educational source

Convenient focused I can stop if its not relevant

I can see at my convenience

I look at them

They are in my email.

Easy to delete if not relevant!

If I want to read I can - if I don't I don't have to

Convenient, can do in my own time

I chose to do this one, was able to skip over parts I wasn't interested in

I had interactive facilities to see several slides which were helpful

Concise, constructive

I am able to spend more time and make my own mind up with this method

I can view in my own time

Advertisements – Verbatim responses

Not been exposed to any of these

Don't see reps

Tend not to read mailings in detail

Opportunity to read and learn without direct pressure

If there is a new product I am alerted to it.

Can read at my leisure

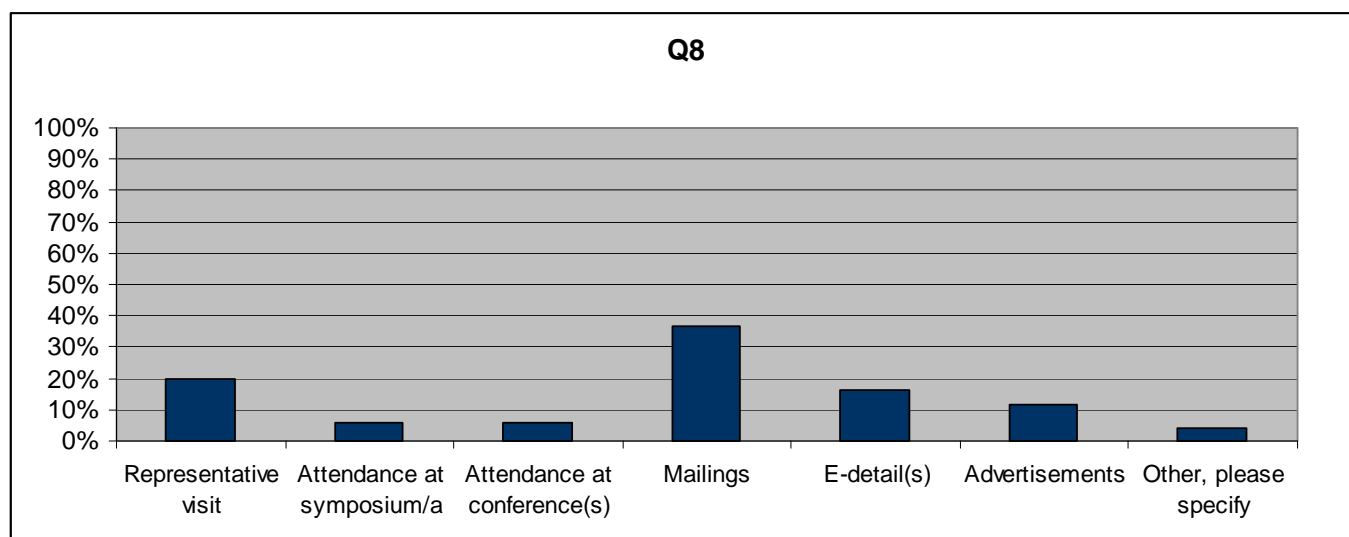
More likely to pay attention

| Other (please specify) – Verbatim responses | |
|---|---|
| None of the above | I am not interested in participating in such activities |
| None | Have not been involved with any |
| Sponsorship of meetings | Face to face contact much the most useful, but surgery visits always under time pressure |
| None | I don't feel any activities have been effective |
| Sponsored lunch in the surgery for a clinical meeting | Rep also was able to give a brief talk on a vaccine and it attracted several Drs, nurses and others |
| None | |
| I requested specific info from a company | I got exactly what I wanted. |
| Not attended any | I go to very few such activities, I like to stay at home or go out elsewhere |
| None | I do not trust drug companies and have nothing to do with them |
| None | I prefer to get my information from peers or alternative sources such as Med. Rec. Bulletin |
| None I don't look at them | |
| Evening meeting | They sponsor us and so we chat to the reps |
| Sponsored educational in-house event | Relevant to the education topic. |
| None | I don't read them |
| None | I deliberately avoid drug company information as I don't trust it |
| None | I really am not interested |
| | Reps stall at local hospital postgraduate lunchtime educational meeting |
| None are particularly helpful | The others are not focussed on learner need |
| None | All too repetitive |
| None of the above | I do not consider the information provided as unbiased and reliable. |
| | If had been to a symposium/ conference would have ticked it |
| None | I tend to be self-directed in learning and look for my own info when required. |
| Becoming friends with | That has been the most effective to date |
| Not sure | |
| Meal out with consultant speaking | Informative |
| Reading of medical literature | I feel the other sources are biased |
| Meeting arranged by representative | This involved a speaker |

Q8. Which activity sponsored by a pharmaceutical company in the last month would you miss the least?

| Q8. | Total | |
|-----------------------------|------------|-----|
| | N | % |
| Representative visit | 50 | 20% |
| Attendance at symposium/a | 15 | 6% |
| Attendance at conference(s) | 14 | 6% |
| Mailings | 92 | 36% |
| E-detail(s) | 41 | 16% |
| Advertisements | 30 | 12% |
| Other, please specify | 11 | 4% |
| Base | 253 | |

| Q8. Other, please specify - Verbatim Responses | N | % |
|--|------------|----|
| None | 7 | 3% |
| All | 1 | 0% |
| All except face to face | 1 | 0% |
| General contact. Odd freebie | 1 | 0% |
| Indifferent | 1 | 0% |
| Base | 253 | |



Q8a. Why did you say that?

Cross tabulation Q8 vs. Q8a

Verbatim responses:

| Representative visit – Verbatim responses |
|---|
| No time for routine rep appointments any more |
| The only one I can remember anything about |
| The rest are usually a trial. Symposia and conferences are cheap and boring |
| More personal touch |
| Time issues |
| Don't see them |
| I don't like being badgered into appreciating the "best thing ever" |
| I have so little time at lunch I resent giving any up |
| Time consuming |
| A bore |
| Never see them |
| Give a biased opinion |
| Lack of time and transparency |
| Discussion in relaxed friendly environment, had more time to clarify any latest indications and inf |
| Regular lunch-time meetings are enjoyable |
| Most have a script and cannot discuss anything outside their drugs. |
| Don't get a lot of information from written sources |
| Not always very beneficial |
| They are a waste of time |
| Don't do any |

| Attendance at symposium/a – Verbatim responses |
|---|
| I am rarely able to attend these. |
| Did not talk to rep at conference |
| Dot go to them - prefer using internet for information |
| Don't like meetings |
| I hardly attend them |
| Do not attend symposia |
| Don't go to them |
| Find few bullet points at these meetings |
| Opportunity to meet with colleagues and listen to their views |

Attendance at conference(s) – Verbatim responses

| |
|---|
| Never go to them |
| As not able to attend any |
| Do not get any invitations |
| Not attended a conference for several yrs |
| I am keen to listen to lectures |
| Never attend any |
| Too time taking, expensive to get to etc |
| Good way of learning |

Mailings – Verbatim responses

| |
|---|
| Rarely read them |
| Never read them and they require useless activity (like throwing them in the bin) |
| Junk! |
| Just waste trees |
| Never read them anyway |
| I wouldn't have to open all the envelopes |
| Always bin them |
| So many. only read the odd one |
| Too many and they just go in the bin |
| Usually don't read them |
| I really never really look at them... They clog up my post box! |
| Unsolicited contacts are unwelcome |
| Mostly useless |
| Don't read them |
| Never read them - tossed in bin unopened |
| Not needed. Don't read them |
| Rarely read |
| Junk! |
| Don't even open many of them and read very few |
| Don't read them |
| Only glance at them as I open the envelope, little info taken in. |
| Tend to throw straight into the bin |
| Junk mail usually |
| Would save the effort of dropping them in the bin unread |
| They are annoying and not environmentally friendly |
| Don't open them |
| Usually go straight in bin |
| Straight in the bin without reading another wasted tree |
| I do not like unsolicited mail |
| Don't read/didn't ask for |
| Waste of paper |
| Tedious |

| |
|---|
| Too many |
| Waste of paper |
| Most of them just go straight to the shredder for recycling |
| Too many come through my mailbox |
| Never read them |
| Clutters up my inbox |
| Have information in BNF |
| They go straight in the bin |
| They get binned after the briefest of looks - I get too much post to look at anyway |
| I often do not have the time to read them |
| Just don't read them |
| Goes straight in the bin and I feel is a waste of paper |

E-detail(s) – Verbatim responses

| |
|---|
| Not a friend of computers--I prefer the printed word |
| Intrusive and inflexible- I don't do them now |
| Tend to be bombarded by too much via internet /e mail |
| Don't find them useful |
| Rigid presentation |
| I get too many e-mails to deal with |
| Never really look at them |
| Time-personal is tighter than it used to be |
| Time constraints |
| Block up my mail box |
| I receive too many emails already |
| Easy access |
| I don't look at these so no loss to me |
| I never use them |
| Annoying |
| Don't have time to do them |
| Mere repetition |

Advertisements – Verbatim responses

| |
|---|
| Makes no difference |
| Do not have time to read the details |
| Too many and little time to read |
| Most go in bin with scarcely a glance |
| Never notice them |
| They provide little useful information |
| I do not like ads |
| Does not appeal to me as much |
| Mainly glance at picture and rarely remember detail |

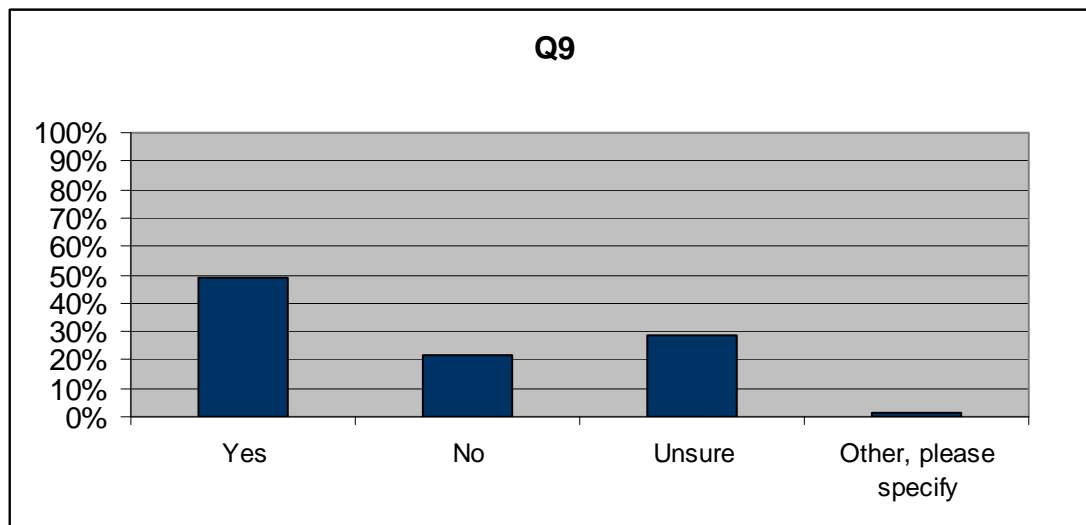
| |
|---|
| Not v stimulating |
| Getting bored |
| I don't usually read |
| Generally poor content |
| Never pay attention to them anyway |
| Too many and sent to my home - not happy about this |

| Other (please specify) – Verbatim responses | |
|--|----------------------------|
| None of them | See q7 |
| None | Not been involved with any |
| All except face to face | Again one 2 one |
| None | |
| General contact. Odd freebie | |
| None | N/a |
| None | |
| Indifferent | |
| None | I don't miss any of them |
| All | |
| Not sure | |

Q9. Do you want to have a relationship with the pharmaceutical industry?

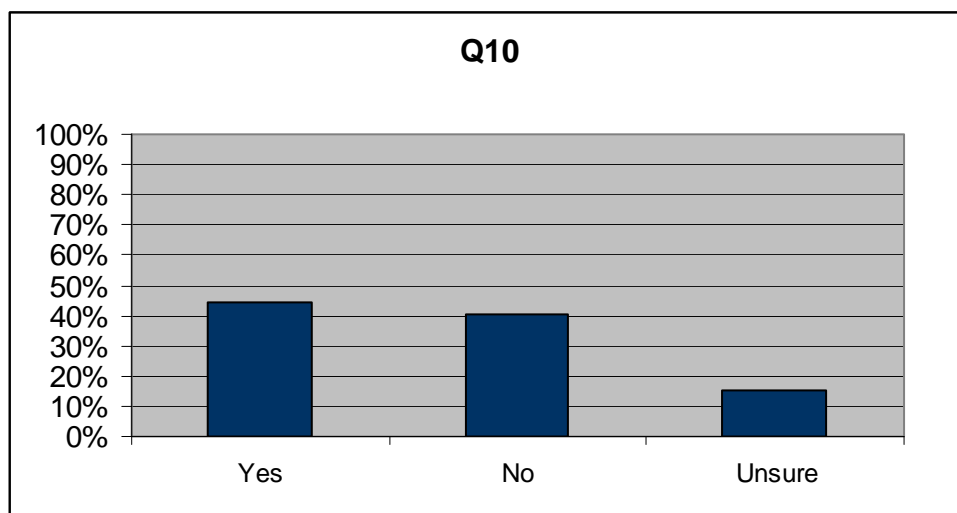
| Q9. | Total | |
|-----------------------|------------|-----|
| | N | % |
| Yes | 124 | 49% |
| No | 55 | 22% |
| Unsure | 72 | 28% |
| Other, please specify | 3 | 1% |
| Base | 254 | |

| Q9. Other, please specify - Verbatim Responses | N | % |
|--|------------|----|
| Always happy to see reps to keep updated. | 1 | 0% |
| I don't want to get into bed with them | 1 | 0% |
| Not with "industry" but with certain companies | 1 | 0% |
| Base | 254 | |



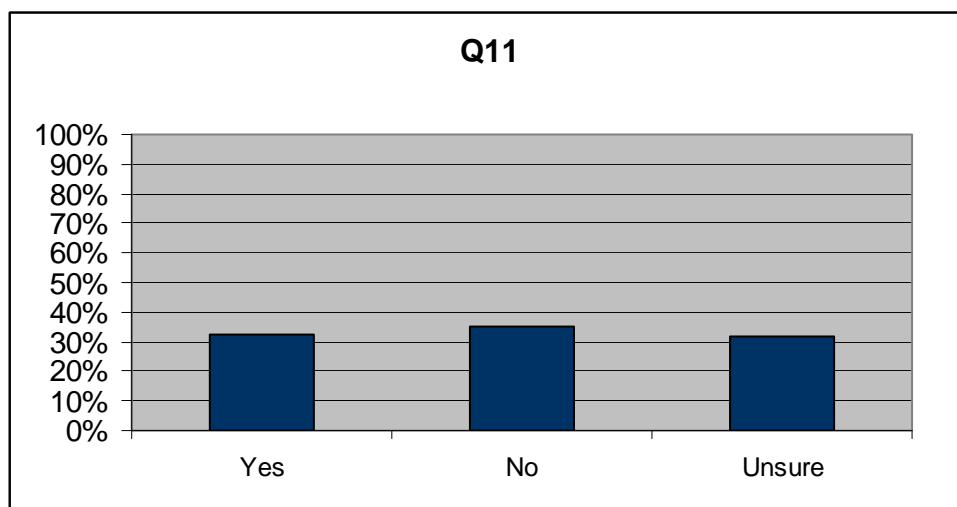
Q10. Do you feel more loyal to pharmaceutical companies who are most supportive to you or your practice?

| Q10. | Total | |
|-------------|------------|-----|
| | N | % |
| Yes | 113 | 44% |
| No | 103 | 41% |
| Unsure | 38 | 15% |
| Base | 254 | |



Q11. Do you feel pharmaceutical companies make good use of your time?

| Q11. | Total | |
|-------------|------------|-----|
| | N | % |
| Yes | 83 | 33% |
| No | 90 | 35% |
| Unsure | 81 | 32% |
| Base | 254 | |



Q12. Comments about the subject or the questionnaire.

| Q12. Comments - Verbatim Responses | |
|--|------------|
| Drug companies are on a loser if they think GPs will trust them | |
| Good one x 2 | |
| In my job as medical advisor I have to review Pharma material | |
| Interesting | |
| It's tough for drug companies nowadays | |
| Memory grows shorter with age | |
| Nice and short | |
| No comment x 246 | |
| Not sure what the difference is between a conference and a symposium | |
| Pharmaceutical companies and their reps provide a very good service overall | |
| Please ask pharma companies to approach doctors intelligently, not with standard advertising slogans, etc etc used on the general public | |
| Somebody invite me to a symposium abroad! GP is beginning to close down my vista to a rather parochial one | |
| There are some good reps out there, but many more awful ones trained to spout a preset script , flash the detail aid and leave, there seem to be fewer and fewer who know their drugs, the competitors and can answer simple questions | |
| Whoever stopped pharmaceutical companies from organising big educational events did medicine a big disservice - they are the people who can afford the best speakers and those are the people who are worth listening to. | |
| Base | 261 |