



Pharmaceutical Marketing Magazine Survey

May 2008

Market Research Report



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Demographics

Decade qualified	%
1960s	2%
1970s	27%
1980s	43%
1990s	21%
2000s	8%
Base	200

NHS region	%
Eastern	17%
London	5%
North West	9%
Northern & Yorkshire	8%
Northern Ireland	4%
Scotland	10%
South East	15%
South West	4%
Trent	12%
Wales	4%
West Midlands	13%
Base	200

Position	%
Locum	9%
GP Assistant	4%
GP Registrar	3%
GP Partner	84%
Base	200

Commitment	%
Full time	80%
Part time	20%
Base	200

Gender	%
Male	78%
Female	22%
Base	200

Fieldwork:

Started: 28-03-08

Finished: 29-03-08

Sample: 200 GPs

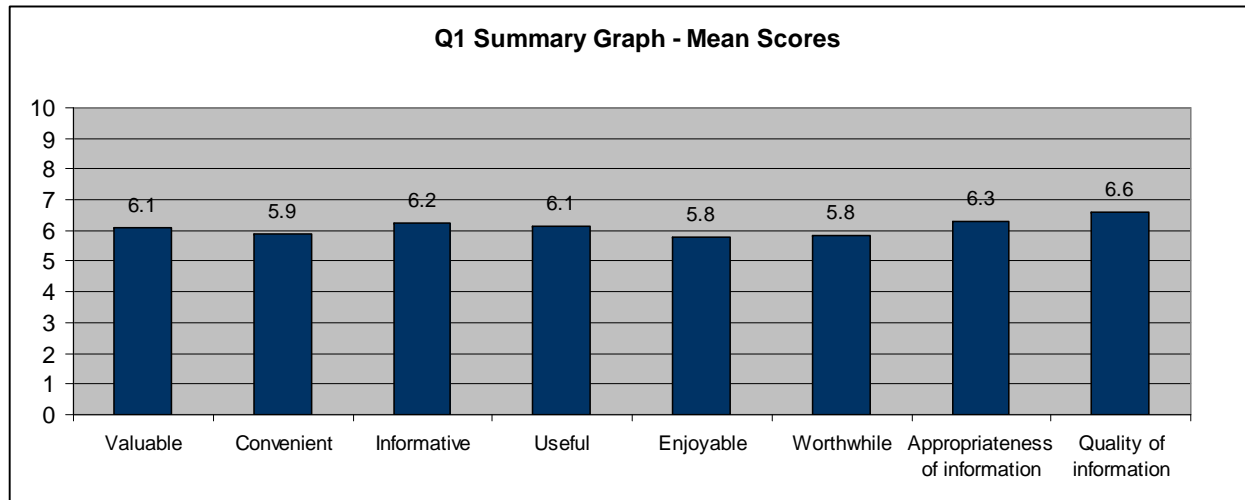
Q1. Overall, how would you rate the Representative visits from pharmaceutical companies in which you have participated in the last month?

	Total
Q1.	%
Participated in the Rep visits (please see ratings below)	85%
Did not participate in any visits	15%
Base	200

Q1.	Valuable	Convenient	Informative	Useful	Enjoyable	Worthwhile	Appropriateness of information	Q1.	Quality of information
	%	%	%	%	%	%	%		%
10=Very	5%	4%	4%	4%	2%	5%	2%	10=Very high	4%
9	4%	8%	7%	8%	6%	5%	8%	9	6%
8	19%	17%	20%	19%	17%	13%	19%	8	22%
7	21%	14%	16%	16%	18%	16%	19%	7	28%
6	18%	18%	20%	18%	13%	18%	18%	6	18%
5	13%	17%	16%	16%	23%	22%	20%	5	12%
4	6%	6%	6%	5%	8%	6%	7%	4	5%
3	9%	8%	5%	6%	6%	7%	4%	3	4%
2	4%	5%	4%	6%	2%	6%	1%	2	0%
1=Not at all	2%	4%	2%	2%	5%	2%	2%	1=Poor	2%
Unsure	0%	1%	0%	0%	1%	0%	0%	Unsure	0%
Mean	6.1	5.9	6.2	6.1	5.8	5.8	6.3	Mean	6.6
Base	170	170	170	170	170	170	170	Base	170

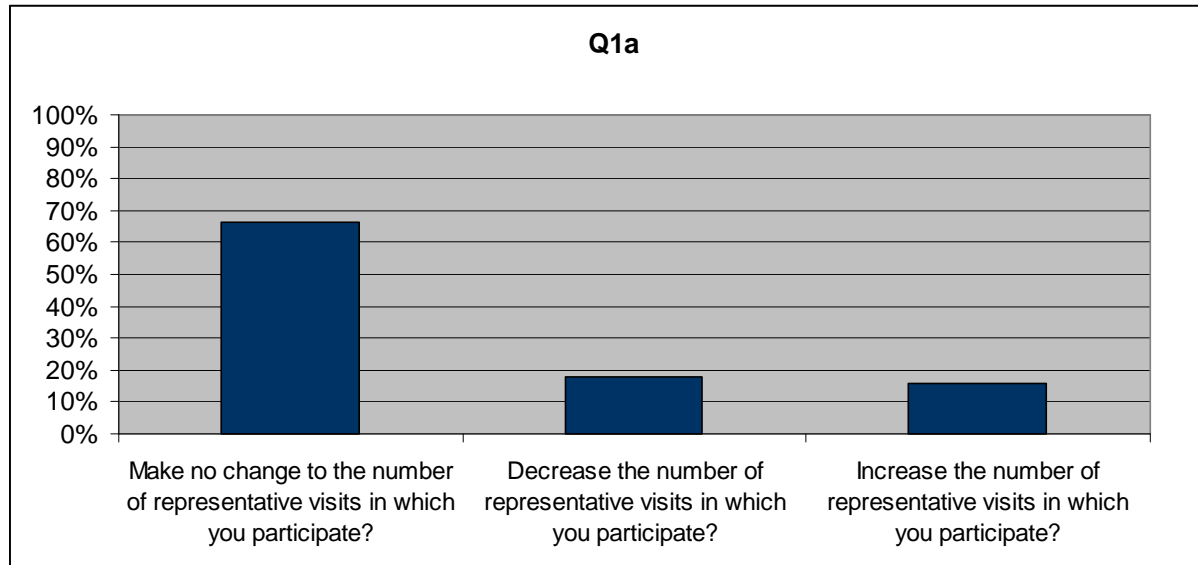
Summary Table Q1 – Mean Scores

Q1.	Mean
Valuable	6.1
Convenient	5.9
Informative	6.2
Useful	6.1
Enjoyable	5.8
Worthwhile	5.8
Appropriateness of information	6.3
Quality of information	6.6
Base	170



Q1a. Would you prefer to

	Total
Q1a.	%
Make no change to the number of representative visits in which you participate?	66%
Decrease the number of representative visits in which you participate?	18%
Increase the number of representative visits in which you participate?	16%
Base	200



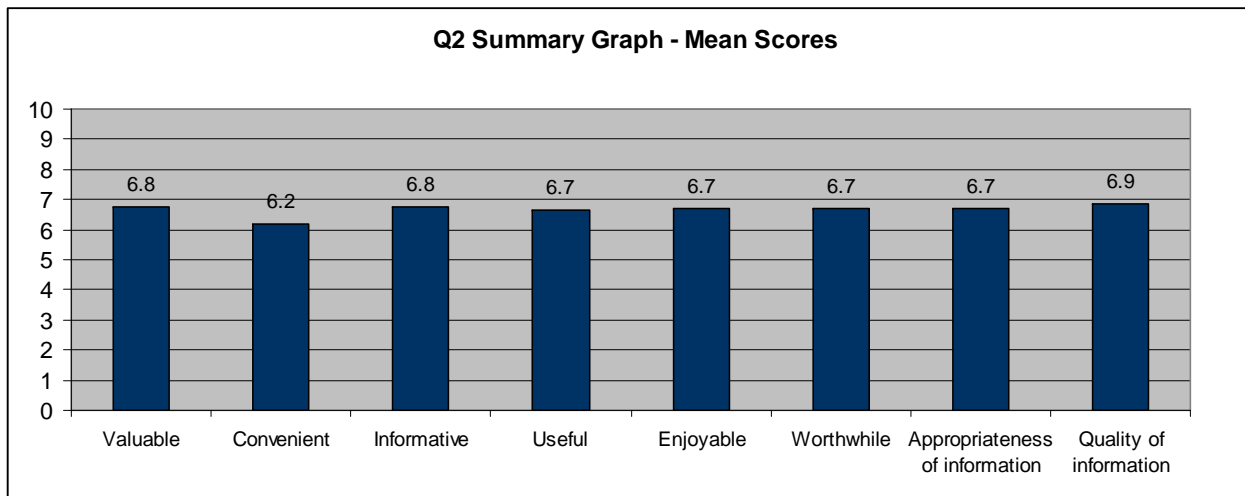
Q2. How would you rate the symposia sponsored by pharmaceutical companies that you have attended in the last month?

	Total
Q2.	%
Attended the symposia (please see ratings below)	32%
Did not attend any symposia	68%
Base	200

Q2.	Valuable	Convenient	Informative	Useful	Enjoyable	Worthwhile	Appropriateness of information	Q2	Quality of information
	%	%	%	%	%	%	%		%
10=Very	3%	3%	6%	6%	6%	6%	3%	10=Very high	3%
9	13%	6%	13%	9%	9%	9%	19%	9	13%
8	28%	16%	16%	22%	22%	28%	19%	8	25%
7	16%	23%	22%	9%	16%	13%	19%	7	25%
6	16%	19%	22%	34%	31%	22%	19%	6	22%
5	16%	23%	13%	9%	6%	13%	9%	5	3%
4	3%	6%	6%	3%	3%	3%	6%	4	3%
3	3%	0%	0%	3%	0%	0%	0%	3	0%
2	0%	0%	0%	0%	3%	0%	0%	2	3%
1=Not at all	3%	3%	3%	3%	3%	6%	6%	1=Poor	3%
Unsure	0%	3%	0%	0%	0%	0%	0%	Unsure	0%
Mean	6.8	6.2	6.8	6.7	6.7	6.7	6.7	Mean	6.9
Base	64	64	64	64	64	64	64	Base	64

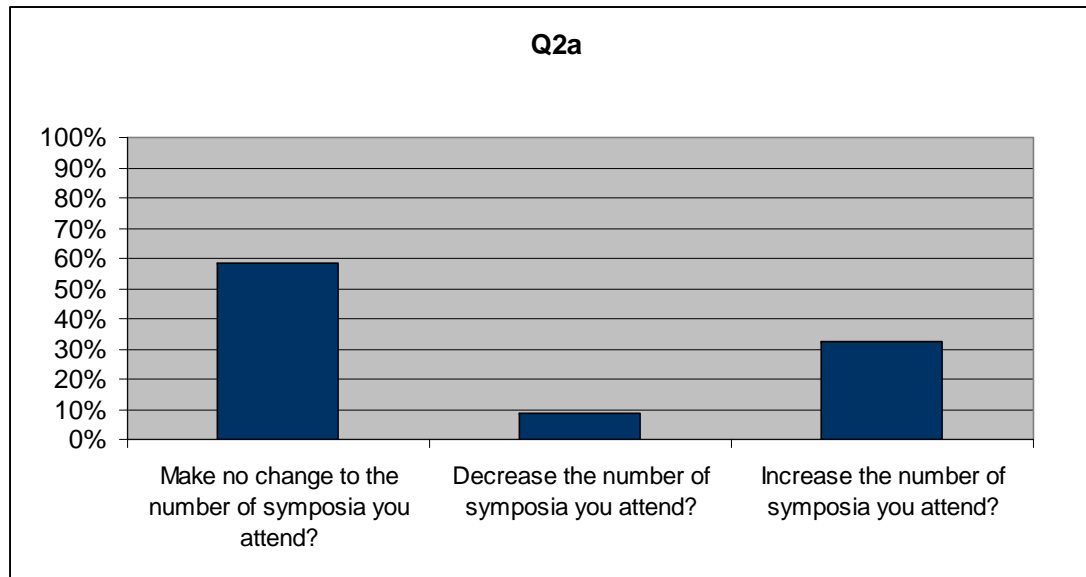
Summary Table Q2 – Mean Scores

Q2.	Mean
Valuable	6.8
Convenient	6.2
Informative	6.8
Useful	6.7
Enjoyable	6.7
Worthwhile	6.7
Appropriateness of information	6.7
Quality of information	6.9
Base	64



Q2a. Would you prefer to

	Total
Q2a.	%
Make no change to the number of symposia you attend?	58%
Decrease the number of symposia you attend?	9%
Increase the number of symposia you attend?	33%
Base	200



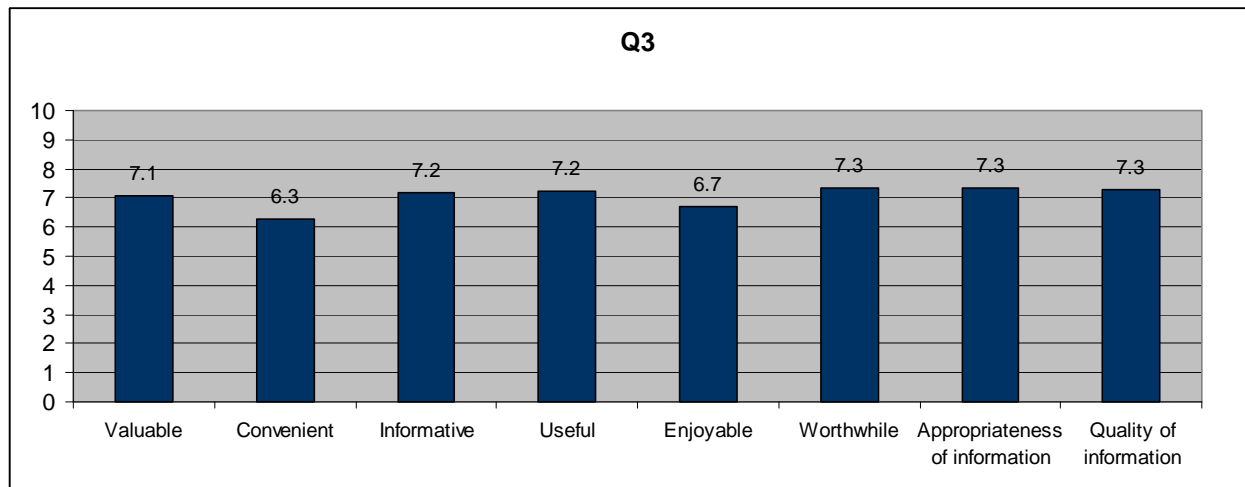
Q3. How would you rate the conference(s) sponsored by pharmaceutical companies that you have attended in the last month?

	Total
Q3.	%
Attended the conference(s) (please see ratings below)	18%
Did not attend any conferences	82%
Base	200

Q3.	Valuable	Convenient	Informative	Useful	Enjoyable	Worthwhile	Appropriateness of information	Q3	Quality of information
	%	%	%	%	%	%	%		%
10=Very	0%	0%	0%	0%	0%	0%	0%	10=Very high	0%
9	17%	12%	22%	22%	18%	28%	22%	9	17%
8	22%	29%	33%	33%	41%	28%	33%	8	39%
7	33%	18%	11%	17%	0%	22%	22%	7	22%
6	17%	18%	22%	17%	29%	11%	11%	6	11%
5	6%	12%	6%	6%	6%	6%	6%	5	6%
4	0%	6%	0%	0%	0%	0%	0%	4	0%
3	6%	6%	0%	0%	6%	0%	6%	3	6%
2	0%	0%	6%	6%	0%	6%	0%	2	0%
1=Not at all	0%	0%	0%	0%	0%	0%	0%	1=Poor	0%
Unsure	0%	6%	0%	0%	6%	0%	0%	Unsure	0%
Mean	7.1	6.3	7.2	7.2	6.7	7.3	7.3	Mean	7.3
Base	36	36	36	36	36	36	36	Base	36

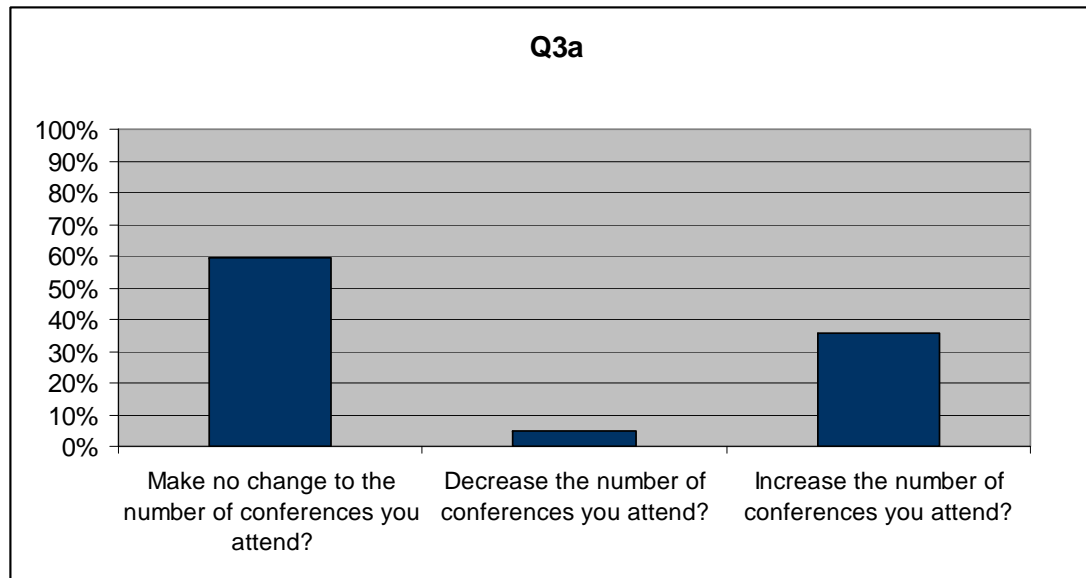
Summary Table Q3 – Mean Scores

Q3.	Mean
Valuable	7.1
Convenient	6.3
Informative	7.2
Useful	7.2
Enjoyable	6.7
Worthwhile	7.3
Appropriateness of information	7.3
Quality of information	7.3
Base	36



Q3a. Would you prefer to

	Total
Q3a.	%
Make no change to the number of conferences you attend?	59%
Decrease the number of conferences you attend?	5%
Increase the number of conferences you attend?	36%
Base	200



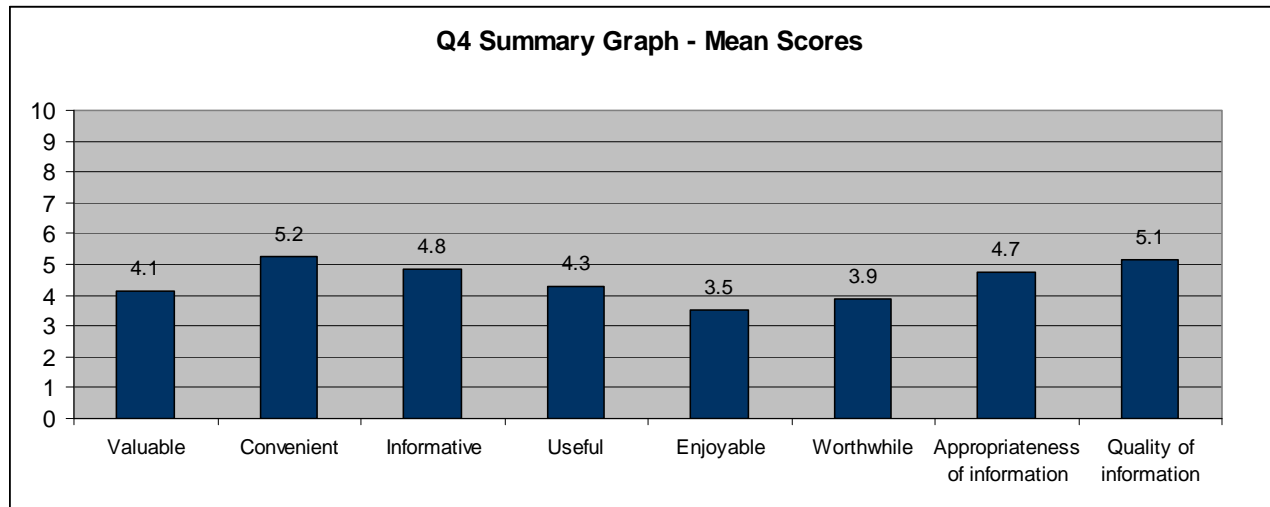
Q4. Overall, how would you rate the mailings you have received from pharmaceutical companies in the last month?

	Total
Q4.	%
Received the mailings (please see ratings below)	91%
Did not receive any mailings	9%
Base	200

Q4.	Valuable	Convenient	Informative	Useful	Enjoyable	Worthwhile	Appropriateness of information	Q2	Quality of information
	%	%	%	%	%	%	%		%
10=Very	0%	3%	0%	0%	0%	0%	0%	10=Very high	0%
9	2%	10%	2%	3%	2%	2%	7%	9	3%
8	7%	10%	10%	3%	0%	3%	6%	8	8%
7	3%	13%	10%	8%	6%	7%	7%	7	14%
6	11%	11%	20%	16%	7%	9%	11%	6	23%
5	19%	14%	20%	23%	17%	17%	31%	5	26%
4	20%	10%	10%	16%	19%	14%	12%	4	10%
3	12%	6%	7%	7%	17%	20%	8%	3	7%
2	11%	9%	12%	11%	14%	14%	9%	2	3%
1=Not at all	14%	13%	9%	13%	19%	13%	10%	1=Poor	6%
Unsure	1%	1%	1%	1%	1%	1%	1%	Unsure	3%
Mean	4.1	5.2	4.8	4.3	3.5	3.9	4.7	Mean	5.1
Base	182	182	182	182	182	182	182	Base	182

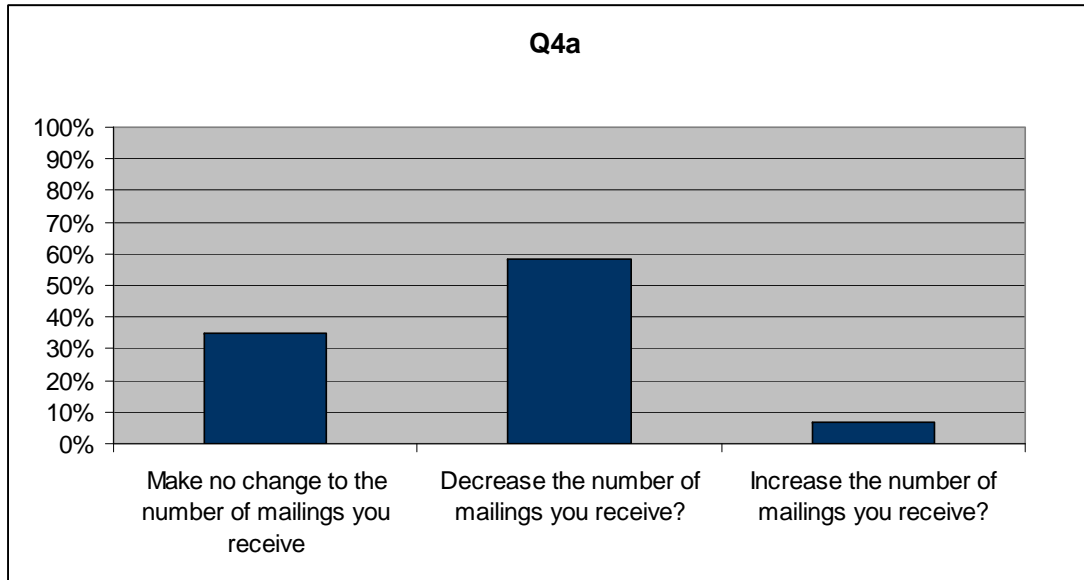
Summary Table Q4 – Mean Scores

Q4.	Mean
Valuable	4.1
Convenient	5.2
Informative	4.8
Useful	4.3
Enjoyable	3.5
Worthwhile	3.9
Appropriateness of information	4.7
Quality of information	5.1
Base	182



Q4a. Would you prefer to

	Total
Q4a.	%
Make no change to the number of mailings you receive?	35%
Decrease the number of mailings you receive?	58%
Increase the number of mailings you receive?	7%
Base	200



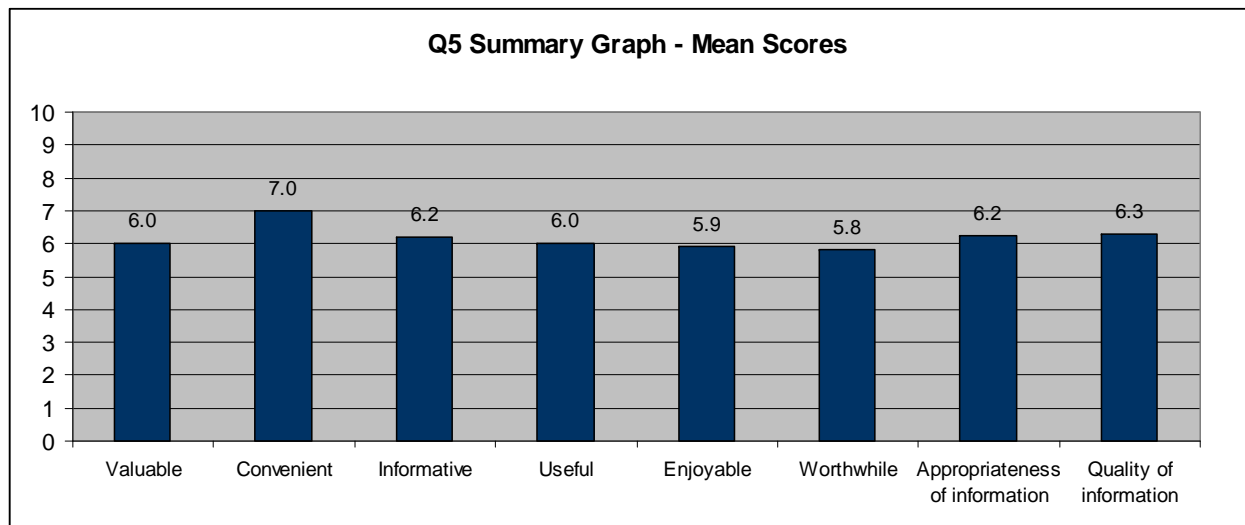
Q5. Overall, how would you rate the e-detail(s) sponsored by pharmaceutical companies in which you have participated in the last month?

	Total
Q5.	%
Participated in the e-detail(s) (please see ratings below)	38%
Did not participate in any e-details	62%
Base	200

Q5.	Valuable	Convenient	Informative	Useful	Enjoyable	Worthwhile	Appropriateness of information	Q2	Quality of information
	%	%	%	%	%	%	%		%
10=Very	0%	8%	0%	3%	0%	0%	0%	10=Very high	3%
9	16%	21%	16%	8%	13%	11%	16%	9	16%
8	8%	13%	5%	8%	11%	11%	13%	8	8%
7	16%	26%	29%	26%	16%	18%	16%	7	24%
6	24%	11%	16%	18%	18%	18%	24%	6	19%
5	18%	8%	16%	18%	21%	21%	16%	5	16%
4	5%	3%	8%	3%	8%	5%	5%	4	5%
3	5%	5%	5%	11%	8%	11%	5%	3	8%
2	8%	5%	5%	5%	0%	3%	3%	2	0%
1=Not at all	0%	0%	0%	0%	5%	3%	3%	1=Poor	0%
Unsure	0%	0%	0%	0%	0%	0%	0%	Unsure	3%
Mean	6.0	7.0	6.2	6.0	5.9	5.8	6.2	Mean	6.3
Base	76	76	76	76	76	76	76	Base	76

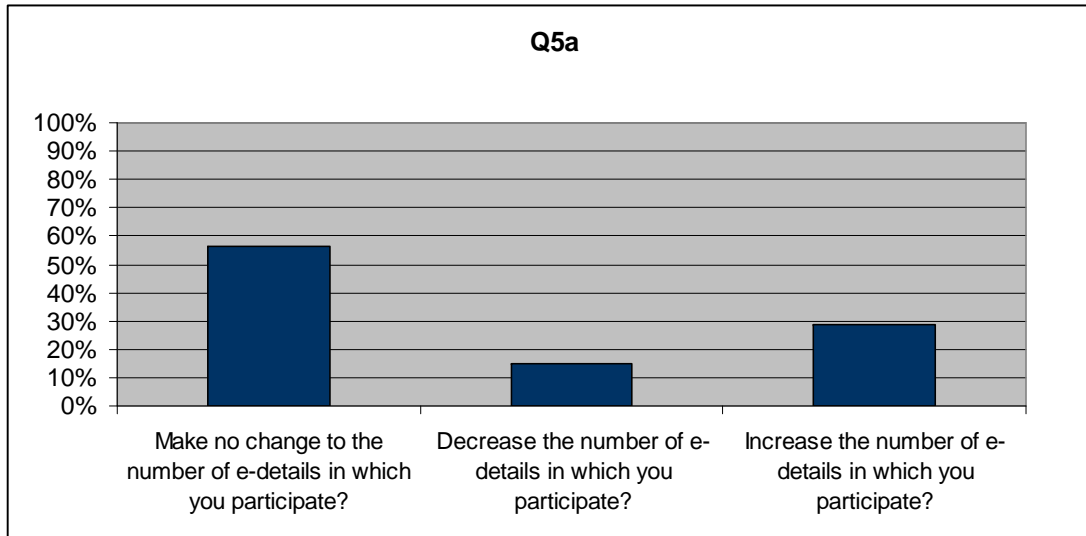
Summary Table Q5 – Mean Scores

Q5.	Mean
Valuable	6.0
Convenient	7.0
Informative	6.2
Useful	6.0
Enjoyable	5.9
Worthwhile	5.8
Appropriateness of information	6.2
Quality of information	6.3
Base	76



Q5a. Would you prefer to

	Total
Q5a.	%
Make no change to the number of e-details in which you participate?	56%
Decrease the number of e-details in which you participate?	15%
Increase the number of e-details in which you participate?	29%
Base	200



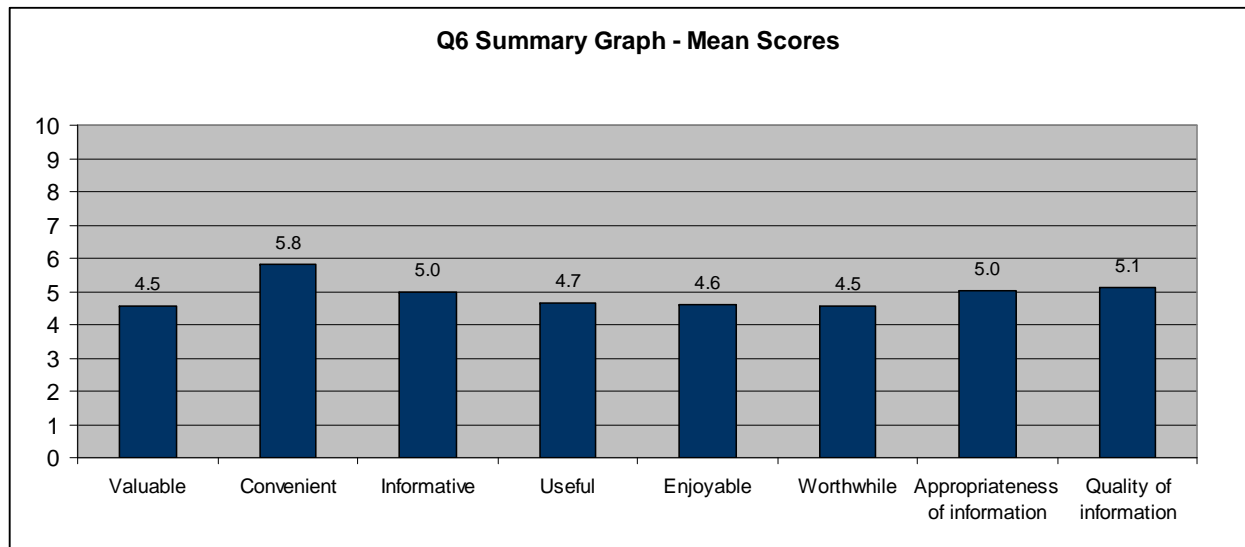
Q6. Overall, how would you rate the adverts by pharmaceutical companies that you have noted in the last month?

	Total
Q6.	%
Noted the adverts (please see ratings below)	91%
Did not note any adverts	9%
Base	200

Q6.	Valuable	Convenient	Informative	Useful	Enjoyable	Worthwhile	Appropriateness of information	Q2	Quality of information
	%	%	%	%	%	%	%		%
10=Very	2%	5%	3%	2%	1%	1%	1%	10=Very high	1%
9	1%	7%	2%	1%	1%	3%	2%	9	1%
8	5%	10%	4%	7%	8%	3%	10%	8	11%
7	10%	18%	13%	9%	10%	12%	14%	7	13%
6	13%	19%	13%	14%	15%	11%	12%	6	17%
5	16%	13%	27%	21%	24%	26%	23%	5	27%
4	21%	15%	13%	16%	11%	8%	11%	4	10%
3	14%	5%	11%	15%	7%	16%	12%	3	8%
2	5%	0%	2%	4%	9%	7%	6%	2	4%
1=Not at all	11%	8%	10%	10%	14%	12%	8%	1=Poor	7%
Unsure	0%	0%	0%	0%	0%	0%	1%	Unsure	2%
Mean	4.5	5.8	5.0	4.7	4.6	4.5	5.0	Mean	5.1
Base	182	182	182	182	182	182	182	Base	182

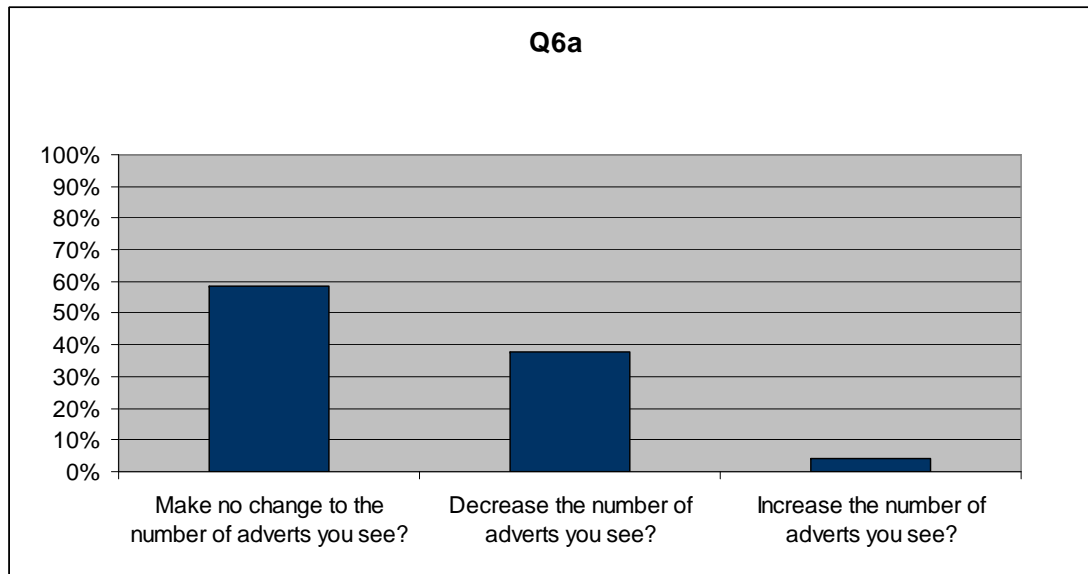
Summary Table Q6 – Mean Scores

Q6.	Mean
Valuable	4.5
Convenient	5.8
Informative	5.0
Useful	4.7
Enjoyable	4.6
Worthwhile	4.5
Appropriateness of information	5.0
Quality of information	5.1
Base	182



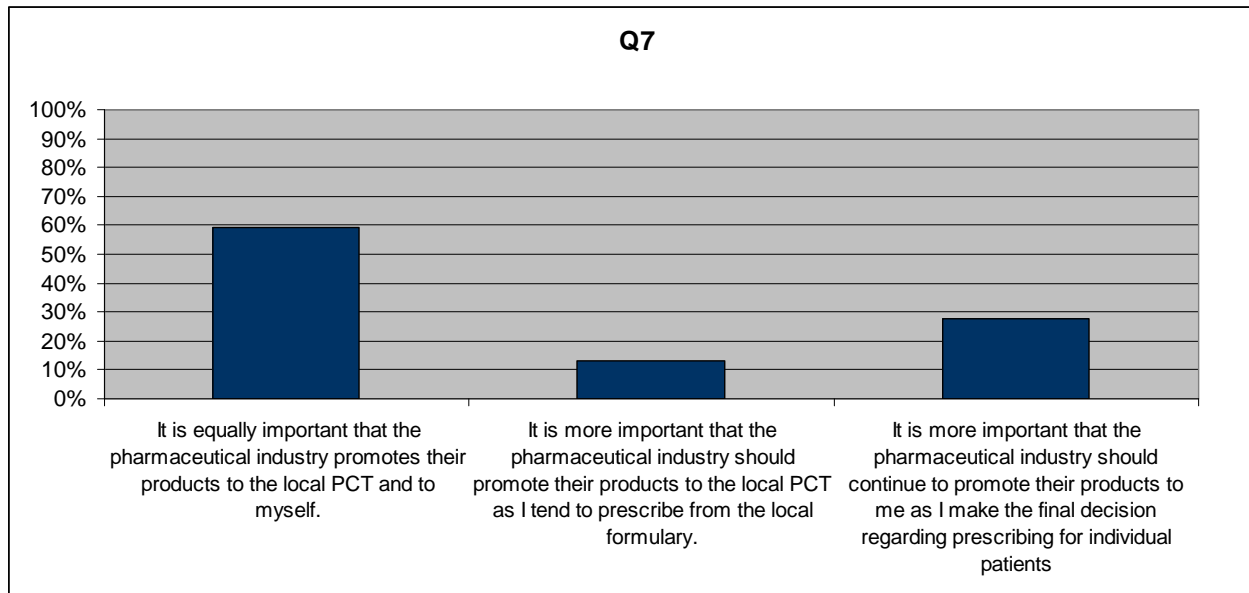
Q6a. Would you prefer to

	Total
Q6a.	%
Make no change to the number of adverts you see?	58%
Decrease the number of adverts you see?	38%
Increase the number of adverts you see?	4%
Base	200



Q7. The choice of prescription of pharmaceutical products may be influenced by whether the product is on your local formulary. In terms of marketing of pharmaceutical products, which of the following do you think are appropriate statements?

	Total
Q7.	%
It is equally important that the pharmaceutical industry promotes their products to the local PCT and to myself.	59%
It is more important that the pharmaceutical industry should promote their products to the local PCT as I tend to prescribe from the local formulary.	13%
It is more important that the pharmaceutical industry should continue to promote their products to me as I make the final decision regarding prescribing for individual patients	28%
Base	200



Q8. Which pharmaceutical company(s) do you feel stand out as being particularly good at marketing?

	Total
Q8. Coded Responses	%
None/Don't know	40%
GSK	20%
AstraZeneca	17%
Pfizer	12%
MSD	8%
Boehringer Ingelheim	4%
All the same	3%
Wyeth	2%
Sanofi-Aventis	2%
Servier	2%
Genius	1%
Leo	1%
Lundbeck	1%
Napp	1%
Novartis	1%
Novo nordisk	1%
Organon	1%
Sankyo	1%
Schering	1%
Solvay	1%
Takeda	1%
Univadis	1%
Viatrix	1%
Base	200