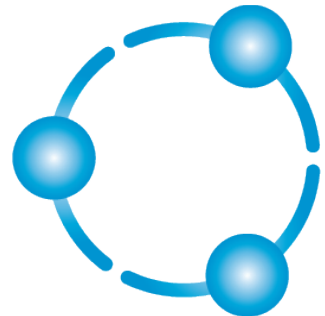




# HCP Consumer Research

Prepared for:  
Palin Communications  
January 2012





# 1. Methodology

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# Methodology

- ▶ This study was conducted online among a representative sample of Australians aged 18-64 years.
- ▶ The sample was 1,007 respondents, distributed throughout Australia including both capital city and non-capital city areas.
- ▶ Galaxy Research designed the questionnaire, a copy of which has been included in this report.
- ▶ The questionnaire was transferred into Quest format in order to be hosted online. For each question the respondent had to click on the response which represented their answer.
- ▶ Fieldwork commenced on Monday 9 January and was completed on Wednesday 11 January 2012.
- ▶ Following the completion of interviewing, the data was weighted by gender, age and area to reflect the latest population estimates.



## 2. Main Findings

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# Main Findings

- ▶ There is widespread scepticism and little support for the current system in which pharmaceutical companies pay undisclosed fees to healthcare professionals. Overall, those that disapprove of these payments (44%) outnumber those that approve (21%) by a factor of two to one.
- ▶ Older Australians are especially concerned about the payments made by pharmaceutical companies. The majority of Baby Boomers (54%) disapprove of the payments, compared to 28% of Gen Y.
- ▶ Nine in 10 Australians have some concerns about pharmaceutical companies paying fees to healthcare professionals, with the biggest concern being the potential for the payments to influence the advice that doctors give to patients (72%).
- ▶ Others fear that the integrity of the doctor will be compromised as a result of the payment (54%) or that patients may not receive the best medicine (52%). Around half (51%) of the population simply view the payment as a form of bribery.
- ▶ When given further information about the purpose of the funding there is a significant shift in opinion. Overall, 79% approve of pharmaceutical companies helping fund medical research programs, 71% approve of their funding of clinical education projects and 59% approve of their funding of advisory committee work on new medicines.
- ▶ Overall, 82% of Australians approve of pharmaceutical companies funding some aspect of the health service when the purpose of the funding is explained. In contrast, just 18% oppose any type of funding.



# Main Findings .... *continued*

- ▶ Widespread support for pharmaceutical companies helping to fund medical research programs may be observed across the different demographic groups and all states of Australia.
- ▶ It is not that there is a complete lack of trust in the pharmaceutical industry, it is just that the community expects greater transparency in their dealings with health professionals. The view of the majority of Australians (64%) is that the payment of fees to healthcare professionals is acceptable as long as the pharmaceutical companies are completely open and publicly declare the fees paid.
- ▶ In order to make the payments more open to scrutiny, the majority (65%) would prefer that the pharmaceutical companies disclose each and every individual sponsorship of specific doctors and specialists. In contrast, only 23% would prefer a system in which the pharmaceutical companies reveal the total amount spent sponsoring healthcare professionals in general.
- ▶ The benefit of introducing greater transparency would be an improvement in the public standing of the pharmaceutical industry. Overall, 65% say they would view the industry more favourably if pharmaceutical companies were more open in their relationships with healthcare professionals.
- ▶ This improvement may be observed across all states and all demographic groups.



# 3. Questionnaire

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# GALAXY RESEARCH

GALAXY JOB NO. 120110  
To be fielded no later than  
Wednesday, 11 January 2012

QUESTIONNAIRE NO: \_\_\_\_\_

Thank you for agreeing to participate in this survey. Please answer the following questions to see if you fall into the category of respondent we need to interview. You will need to provide a response for EVERY question to proceed with the interview

Please be assured of complete confidentiality. Galaxy Research is bound by the Market Research Society Privacy Principles.

During the survey, please do not use your browser's **FORWARD** and **BACK** buttons. Instead, please always use the buttons below to move backward and forward through the survey.

## Your honesty is valuable and really appreciated.

Galaxy Research appreciates that most people give honest answers in our surveys and we want to keep it that way. We encourage truthful answers by making our surveys easy to understand, easy to complete and short enough to keep you going.

There has however been some recent evidence of inconsistent and even falsified information through on-line surveys. To this end we again encourage you:

1. To fill in all survey invitations to you, yourself
2. To read and follow all survey instructions and questions
3. To give due consideration to all your answers, and of course,
4. To always give honest and truthful answers

Galaxy Research monitors closely the data collected by participants in its panel surveys and has taken steps (data range checks, registration verifications, question validations, time taken to complete etc) to detect any suspicious data.

Participant ID's suspected of providing dishonest or false information in our surveys will be forwarded to the panel provider and may not be rewarded or even excluded from future invitations.

We understand that you are most likely always honest and therefore we say thanks again and please keep responding to our surveys.

## **SECTION A – ASK ALL RESPONDENTS**

A1. Where do you live in Australia?

NSW - Sydney .....	01	Queensland - Brisbane.....	07
NSW – Other .....	02	Queensland – Other .....	08
ACT.....	03	South Australia - Adelaide.....	09
Victoria - Melbourne.....	04	South Australia – Other .....	10
Victoria – Other.....	05	Western Australia - Perth .....	11
Tasmania .....	06	Western Australia – Other .....	12
		Elsewhere in Australia.....	13

A2. How old are you?

17 years or under.....	01	45-49 years .....	07
18-24 years.....	02	50-54 years .....	08
25-29 years.....	03	55-59 years .....	09
30-34 years.....	04	60-64 years .....	10
35-39 years.....	05	65-69 years .....	11
40-44 years.....	06	70+ years .....	12
		Rather not say.....	13



**ASK IF AGED 18-64 YEARS IE CODE 02-10 IN A2. CODE 01, 11-13 TERMINATE WITH THANKS**

A3. And are you male or female? Male ..... 1  
Female ..... 2

**SECTION B – ASK ALL QUALIFYING RESPONDENTS**

B1. Each year pharmaceutical companies pay fees to health care professionals, such as doctors, medical associations and research institutes. Overall, do you approve or disapprove of the payment of these fees by pharmaceutical companies? SR  
Approve..... 1  
Disapprove ..... 2  
Neither/ Don't know .... 3

**Please select one option only**

B2. What concerns, if any, do you have about pharmaceutical companies paying fees to health care professionals? MR  
**ROTATE 1-6**  
It may compromise the integrity of the doctor ..... 1  
It is not monitored or regulated ..... 2  
It is a form of bribery ..... 3  
It may influence the advice doctors give to patients..... 4  
Secret payments are inconsistent with good health care ..... 5  
Patients may not receive the best medicine ..... 6  
None of the above ..... 7

**Please select all that apply**

B3. The fees may be paid to help fund medical research, clinical education programs and provide payments for those that devote time to develop new medicines and advise how best to use them. Please indicate whether you approve or disapprove of pharmaceutical companies contributing to the cost of each of the following.

	<u>APPROVE</u>	<u>DISAPPROVE</u>	<u>DON'T KNOW</u>
A. Helping fund medical research programs.....	1	2	3
B. Helping fund clinical education projects .....	1	2	3
C. Funding advisory committee work on new medicines.....	1	2	3

B4. Which of these options best describes your view about pharmaceutical companies paying fees to health care professionals? SR  
It is OK because I trust the pharmaceutical companies to do the right thing ..... 1  
It is acceptable as long it is completely open and the fees are publicly declared ..... 2  
It is not acceptable under any circumstances ..... 3  
None of the above ..... 4

**Please select one option only**

B5. There are two ways to make these payments more open to scrutiny. The pharmaceutical companies could reveal the **total amount** spent sponsoring healthcare professionals in general or they could disclose **each and every** individual sponsorship of specific doctors and specialists. On balance, which of these options would you prefer? SR

**Please select one option only**

Reveal **total amount** spent sponsoring healthcare professionals..... 1  
Disclose **each and every** individual sponsorship of specific doctors and specialists ..... 2  
Don't know..... 3

- B6. If pharmaceutical companies decided to be more open in their relationships with healthcare professionals and began to publicly declare the details behind these sponsorships of healthcare professionals, would this make you view pharmaceutical companies **more** favourably, **less** favourably or would this **not change** your opinion of pharmaceutical companies?
- SR  
View much more favourably..... 1  
View somewhat more favourably .... 2  
Not change opinion..... 3  
View less favourably ..... 4

**Please select one option only**

**SECTION C – ASK ALL QUALIFYING RESPONDENTS**

- C1. Now just a few questions for classification purposes. Do you work full time, part time or not at all? Full time ..... 1  
Part time ..... 2  
Not at all ..... 3
- C2. Which of these best describes your current marital status? Never married..... 1  
Defacto or living together..... 2  
Married ..... 3  
Separated, Divorced or Widowed.... 4
- C3. In total, including yourself, how many adults aged 18 years and over live in your household? \_\_\_\_\_
- C4. And how many children aged 17 years or younger live in your household? \_\_\_\_\_
- C5. Into which of these categories does your **total** household income fall before tax? Under \$30,000 ..... 1  
\$30,000 - \$49,999 ..... 2  
\$50,000 - \$69,999 ..... 3  
\$70,000 - \$99,999 ..... 4  
\$100,000 or more..... 5  
Prefer not to say..... 6

Those are all of the questions. Thank you for your time and participation.



## 4. Detailed Tabular Findings

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# Tables

▶ **The tables of findings are set out such that they include the following details:**

**1 BASE: Wght Sample (000s):**

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000s). The percentages in the table are based on these weighted figures.

**2 WEIGHTS:**

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender and area.

**3 FILTERS (Where applicable):**

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

**4 RESPONDENTS:**

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



# Tables ... continued

▶ Each question has been analysed by a series of demographic variables as follows:

→ **SEX:**

- Male
- Female

→ **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50-64 years

→ **GENERATION:**

- Gen Y (18-29 years)
- Gen X (30-44 years)
- Baby Boomers (45-64 years)

→ **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

→ **CHILDREN AT HOME:**

- Children under 18 living in the household
- No children under 18 living in the household



# Tables ... *continued*

## → **WORK STATUS:**

- Working full-time
- Working part-time
- Not working

## → **LOCATION:**

- NSW
- Victoria / Tasmania
- Queensland
- South Australia
- Western Australia

## → **CAPITAL CITY:**

- Sydney, Melbourne, Brisbane, Adelaide or Perth
- Rest of Australia

## → **HOUSEHOLD INCOME:**

- Less than \$50K
- \$50K-\$100K
- More than \$100K

GALAXY RESEARCH

TABLE 1 Banner 1 \*BY\* B1 Approve/ disapprove payment of fees by pharmaceutical companies  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1 Approve/ disapprove payment of fees by pharmaceutical companies																	
Approve	2901	1799	1102	759	729	851	562	1119	999	784	1732	1169	1165	1736	1888	544	469
	21%	26%	15%	36%	24%	17%	14%	32%	20%	14%	19%	23%	21%	20%	24%	17%	15%
Disapprove	6283	3061	3223	568	1131	2283	2301	997	2284	3003	4281	2003	2469	3814	3387	1567	1329
	44%	44%	45%	27%	37%	46%	58%	28%	45%	54%	47%	39%	44%	45%	43%	48%	43%
Neither/ Don't know	4962	2146	2816	807	1175	1849	1131	1399	1738	1825	3024	1937	1968	2994	2513	1179	1270
	35%	31%	39%	38%	39%	37%	28%	40%	35%	33%	33%	38%	35%	35%	32%	36%	41%
TOTALS	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 2 Banner 2 \*BY\* B1 Approve/ disapprove payment of fees by pharmaceutical companies

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	State					Capital City		Household Income		
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K -\$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1 Approve/ disapprove payment of fees by pharmaceutical companies											
Approve	2901	1079	727	624	211	259	2060	841	494	1054	973
	21%	22%	19%	22%	20%	18%	23%	16%	18%	22%	23%
Disapprove	6283	2035	1897	1256	426	669	3908	2375	1213	1998	2093
	44%	41%	49%	45%	39%	47%	44%	45%	44%	43%	48%
Neither/ Don't know	4962	1813	1278	933	442	497	2888	2074	1070	1635	1249
	35%	37%	33%	33%	41%	35%	33%	39%	39%	35%	29%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 3 Banner 1 \*BY\* B2 Concerns have about pharmaceutical companies paying fees to health care professionals

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2 Concerns have about pharmaceutical companies paying fees to health care professionals																	
It may compromise the integrity of the doctor	7660 54%	3994 57%	3666 51%	970 45%	1490 49%	2702 54%	2500 63%	1669 47%	2625 52%	3367 60%	4956 55%	2705 53%	2934 52%	4726 55%	4195 54%	1829 56%	1636 53%
It is not monitored or regulated	6016 43%	3184 45%	2832 40%	873 41%	1190 39%	2073 42%	1880 47%	1355 39%	2067 41%	2593 46%	3921 43%	2095 41%	2291 41%	3725 44%	3476 45%	1276 39%	1264 41%
It is a form of bribery	7243 51%	3654 52%	3589 50%	982 46%	1366 45%	2534 51%	2361 59%	1497 43%	2553 51%	3194 57%	4703 52%	2540 50%	2876 51%	4368 51%	3882 50%	1714 52%	1647 54%
It may influence the advice doctors give to patients	10187 72%	4941 71%	5245 73%	1415 66%	2166 71%	3585 72%	3021 76%	2327 66%	3763 75%	4096 73%	6760 75%	3426 67%	4037 72%	6150 72%	5736 74%	2425 74%	2026 66%
Secret payments are inconsistent with good health care	5613 40%	3246 46%	2366 33%	706 33%	1033 34%	1936 39%	1937 48%	1058 30%	1847 37%	2707 48%	3666 41%	1947 38%	2168 39%	3445 40%	3161 41%	1192 36%	1260 41%
Patients may not receive the best medicine	7374 52%	3685 53%	3689 52%	959 45%	1611 53%	2569 52%	2235 56%	1662 47%	2574 51%	3138 56%	4778 53%	2596 51%	2785 50%	4589 54%	3964 51%	1802 55%	1608 52%
None of the above	1195 8%	797 11%	398 6%	223 10%	354 12%	445 9%	172 4%	372 11%	471 9%	352 6%	658 7%	537 11%	427 8%	768 9%	742 10%	173 5%	280 9%
TOTALS	45288 320%	23502 335%	21786 305%	6128 287%	9210 303%	15844 318%	14106 353%	9940 283%	15901 317%	19447 347%	29442 326%	15846 310%	17518 313%	27770 325%	25156 323%	10411 317%	9721 317%

GALAXY RESEARCH

TABLE 4 Banner 2 \*BY\* B2 Concerns have about pharmaceutical companies paying fees to health care professionals

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	State					Capital City		Household Income		
		NSW	Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K - \$100K	\$100K+
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2 Concerns have about pharmaceutical companies paying fees to health care professionals											
It may compromise the integrity of the doctor	7660 54%	2746 56%	2093 54%	1494 53%	518 48%	810 57%	4647 52%	3013 57%	1510 54%	2517 54%	2457 57%
It is not monitored or regulated	6016 43%	2011 41%	1889 48%	1019 36%	405 38%	692 49%	3807 43%	2209 42%	1091 39%	1992 42%	1966 46%
It is a form of bribery	7243 51%	2548 52%	2156 55%	1329 47%	502 46%	709 50%	4567 52%	2676 51%	1407 51%	2508 54%	2195 51%
It may influence the advice doctors give to patients	10187 72%	3521 71%	2869 74%	1941 69%	764 71%	1092 77%	6381 72%	3806 72%	1920 69%	3363 72%	3325 77%
Secret payments are inconsistent with good health care	5613 40%	1803 37%	1585 41%	1041 37%	399 37%	784 55%	3565 40%	2047 39%	1166 42%	1825 39%	1784 41%
Patients may not receive the best medicine	7374 52%	2524 51%	2184 56%	1434 51%	532 49%	700 49%	4541 51%	2833 54%	1570 57%	2412 51%	2232 52%
None of the above	1195 8%	423 9%	355 9%	211 7%	116 11%	90 6%	806 9%	389 7%	178 6%	334 7%	349 8%
TOTALS	45288 320%	15576 316%	13131 337%	8468 301%	3235 300%	4878 342%	28314 320%	16974 321%	8842 318%	14949 319%	14307 332%

GALAXY RESEARCH

TABLE 5 Funding \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Funding		
	Helping fund medical research programs	Helping fund clinical education projects	Funding advisory committee work on new medicines
RESPONDENTS	1007	1007	1007
WGHT SAMPLE (000s)	14146	14146	14146
	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost			
Approve	11238 79%	10070 71%	8324 59%
Disapprove	1123 8%	1490 11%	1983 14%
Don't know	1786 13%	2586 18%	3839 27%
TOTALS	14146 100%	14146 100%	14146 100%

GALAXY RESEARCH

TABLE 6      Banner 1 \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex  
 FILTERS: Funding(Helping fund medical research programs)

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost																	
Approve	11238	5485	5752	1698	2332	3911	3296	2840	3764	4633	7306	3932	4431	6807	6223	2624	2390
	79%	78%	81%	80%	77%	79%	83%	81%	75%	83%	81%	77%	79%	80%	80%	80%	78%
Disapprove	1123	653	469	159	241	367	355	195	494	434	654	469	375	748	694	225	204
	8%	9%	7%	7%	8%	7%	9%	6%	10%	8%	7%	9%	7%	9%	9%	7%	7%
Don't know	1786	867	918	278	462	703	342	478	764	543	1077	708	796	990	871	440	474
	13%	12%	13%	13%	15%	14%	9%	14%	15%	10%	12%	14%	14%	12%	11%	13%	15%
TOTALS	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 7 Banner 2 \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex  
 FILTERS: Funding(Helping fund medical research programs)

	Total	State				Capital City		Household Income			
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K - \$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost											
Approve	11238	3841	2994	2372	849	1181	7166	4072	2229	3762	3575
	79%	78%	77%	84%	79%	83%	81%	77%	80%	80%	83%
Disapprove	1123	408	391	127	97	100	713	410	102	446	379
	8%	8%	10%	5%	9%	7%	8%	8%	4%	10%	9%
Don't know	1786	678	517	314	133	143	978	808	447	478	360
	13%	14%	13%	11%	12%	10%	11%	15%	16%	10%	8%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 8 Banner 1 \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex  
 FILTERS: Funding(Helping fund clinical education projects)

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost																	
Approve	10070	4909	5160	1534	2163	3424	2949	2638	3290	4142	6416	3654	3948	6121	5678	2347	2045
	71%	70%	72%	72%	71%	69%	74%	75%	66%	74%	71%	72%	70%	72%	73%	71%	67%
Disapprove	1490	923	567	261	310	525	394	333	654	503	925	565	526	964	915	342	233
	11%	13%	8%	12%	10%	11%	10%	9%	13%	9%	10%	11%	9%	11%	12%	10%	8%
Don't know	2586	1174	1413	339	563	1033	651	543	1077	966	1696	890	1128	1458	1195	601	791
	18%	17%	20%	16%	19%	21%	16%	15%	21%	17%	19%	17%	20%	17%	15%	18%	26%
TOTALS	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 9      Banner 2 \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex  
 FILTERS: Funding(Helping fund clinical education projects)

	Total	State				Capital City		Household Income			
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K - \$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost											
Approve	10070	3470	2758	2030	769	1043	6448	3622	2044	3448	3095
	71%	70%	71%	72%	71%	73%	73%	68%	74%	74%	72%
Disapprove	1490	557	494	180	119	140	1003	487	150	459	596
	11%	11%	13%	6%	11%	10%	11%	9%	5%	10%	14%
Don't know	2586	900	650	603	192	242	1405	1182	584	779	624
	18%	18%	17%	21%	18%	17%	16%	22%	21%	17%	14%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 10 Banner 1 \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

FILTERS: Funding(Funding advisory committee work on new medicines)

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost																	
Approve	8324	4215	4109	1330	1849	2770	2375	2246	2836	3242	5298	3026	3248	5076	4829	1843	1653
	59%	60%	58%	62%	61%	56%	59%	64%	56%	58%	59%	59%	58%	59%	62%	56%	54%
Disapprove	1983	1088	895	251	345	702	684	312	778	893	1324	659	725	1258	1217	403	363
	14%	16%	13%	12%	11%	14%	17%	9%	15%	16%	15%	13%	13%	15%	16%	12%	12%
Don't know	3839	1703	2135	553	841	1510	934	955	1407	1477	2415	1424	1629	2210	1742	1043	1053
	27%	24%	30%	26%	28%	30%	23%	27%	28%	26%	27%	28%	29%	26%	22%	32%	34%
TOTALS	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 11 Banner 2 \*BY\* B3 Approve/ disapprove of pharmaceutical company contributing to cost  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex  
 FILTERS: Funding(Funding advisory committee work on new medicines)

	Total	State				Capital City		Household Income			
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K - \$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3 Approve/ disapprove of pharmaceutical company contributing to cost											
Approve	8324	2859	2254	1674	585	952	5408	2916	1768	2869	2495
	59%	58%	58%	60%	54%	67%	61%	55%	64%	61%	58%
Disapprove	1983	700	586	383	138	176	1241	742	221	556	912
	14%	14%	15%	14%	13%	12%	14%	14%	8%	12%	21%
Don't know	3839	1368	1062	756	356	297	2206	1632	789	1262	907
	27%	28%	27%	27%	33%	21%	25%	31%	28%	27%	21%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 12 Banner 1 \*BY\* Approve of funding

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve of funding																	
TOTAL APPROVE FUNDING																	
RESPONDENTS	830	410	420	93	190	296	251	189	291	350	550	280	325	505	472	191	167
WGHT SAMPLE (000s)	11622	5716	5907	1781	2419	4045	3376	2971	3925	4726	7535	4087	4568	7054	6474	2734	2415
	82%	82%	83%	83%	80%	81%	85%	85%	78%	84%	83%	80%	82%	83%	83%	83%	79%
Helping fund medical research programs	11238	5485	5752	1698	2332	3911	3296	2840	3764	4633	7306	3932	4431	6807	6223	2624	2390
	79%	78%	81%	80%	77%	79%	83%	81%	75%	83%	81%	77%	79%	80%	80%	80%	78%
Helping fund clinical education projects	10070	4909	5160	1534	2163	3424	2949	2638	3290	4142	6416	3654	3948	6121	5678	2347	2045
	71%	70%	72%	72%	71%	69%	74%	75%	66%	74%	71%	72%	70%	72%	73%	71%	67%
Funding advisory committee work on new medicines	8324	4215	4109	1330	1849	2770	2375	2246	2836	3242	5298	3026	3248	5076	4829	1843	1653
	59%	60%	58%	62%	61%	56%	59%	64%	56%	58%	59%	59%	58%	59%	62%	56%	54%
None	2524	1290	1233	353	617	937	618	543	1096	885	1502	1022	1034	1489	1315	555	654
	18%	18%	17%	17%	20%	19%	15%	15%	22%	16%	17%	20%	18%	17%	17%	17%	21%
TOTALS	32155	15900	16255	4914	6961	11041	9239	8267	10986	12902	20521	11634	12662	19493	18044	7369	6742
	227%	227%	228%	230%	229%	222%	231%	235%	219%	230%	227%	228%	226%	228%	232%	224%	220%

GALAXY RESEARCH

TABLE 13 Banner 2 \*BY\* Approve of funding

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	State					Capital City		Household Income		
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K - \$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve of funding											
TOTAL APPROVE FUNDING											
RESPONDENTS	830	281	246	164	63	76	562	268	160	280	267
WGHT SAMPLE (000s)	11622	4031	3131	2389	876	1195	7408	4215	2265	3938	3686
	82%	82%	80%	85%	81%	84%	84%	80%	82%	84%	85%
Helping fund medical research programs	11238	3841	2994	2372	849	1181	7166	4072	2229	3762	3575
	79%	78%	77%	84%	79%	83%	81%	77%	80%	80%	83%
Helping fund clinical education projects	10070	3470	2758	2030	769	1043	6448	3622	2044	3448	3095
	71%	70%	71%	72%	71%	73%	73%	68%	74%	74%	72%
Funding advisory committee work on new medicines	8324	2859	2254	1674	585	952	5408	2916	1768	2869	2495
	59%	58%	58%	60%	54%	67%	61%	55%	64%	61%	58%
None	2524	896	771	424	203	230	1448	1075	512	749	628
	18%	18%	20%	15%	19%	16%	16%	20%	18%	16%	15%
TOTALS	32155	11066	8777	6501	2406	3406	20470	11685	6552	10829	9794
	227%	225%	225%	231%	223%	239%	231%	221%	236%	231%	227%

GALAXY RESEARCH

TABLE 14 Banner 1 \*BY\* B4 Best describes view about pharmaceutical companies paying fees to health care professionals

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	Sex		Age				Generation			Marital Status		Children		Work Status		
		Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B4 Best describes view about pharmaceutical companies paying fees to health care professionals																	
It is OK because I trust the pharmaceutical companies to do the right thing	494 3%	263 4%	230 3%	126 6%	160 5%	145 3%	62 2%	236 7%	169 3%	89 2%	251 3%	242 5%	203 4%	291 3%	225 3%	130 4%	139 5%
It is acceptable as long it is completely open and the fees are publicly declared	9035 64%	4442 63%	4593 64%	1514 71%	2119 70%	3156 63%	2245 56%	2500 71%	3238 64%	3297 59%	5821 64%	3213 63%	3599 64%	5436 64%	5129 66%	2219 67%	1687 55%
It is not acceptable under any circumstances	3439 24%	1753 25%	1686 24%	285 13%	460 15%	1167 23%	1526 38%	412 12%	1147 23%	1880 34%	2341 26%	1098 21%	1386 25%	2053 24%	1922 25%	732 22%	785 26%
None of the above	1179 8%	548 8%	631 9%	208 10%	297 10%	514 10%	160 4%	367 10%	467 9%	346 6%	624 7%	556 11%	415 7%	764 9%	512 7%	208 6%	459 15%
TOTALS	14146 100%	7006 100%	7140 100%	2134 100%	3036 100%	4982 100%	3994 100%	3514 100%	5021 100%	5611 100%	9037 100%	5109 100%	5602 100%	8544 100%	7788 100%	3289 100%	3069 100%

GALAXY RESEARCH

TABLE 15 Banner 2 \*BY\* B4 Best describes view about pharmaceutical companies paying fees to health care professionals

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	State				Capital City		Household Income			
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K -\$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B4 Best describes view about pharmaceutical companies paying fees to health care professionals											
It is OK because I trust the pharmaceutical companies to do the right thing	494 3%	162 3%	201 5%	75 3%	55 5%		346 4%	148 3%	145 5%	162 3%	142 3%
It is acceptable as long it is completely open and the fees are publicly declared	9035 64%	3107 63%	2548 65%	1677 60%	656 61%	1045 73%	5883 66%	3152 60%	1816 65%	2942 63%	2977 69%
It is not acceptable under any circumstances	3439 24%	1160 24%	875 22%	836 30%	241 22%	327 23%	1995 23%	1444 27%	583 21%	1199 26%	1061 25%
None of the above	1179 8%	497 10%	278 7%	224 8%	127 12%	53 4%	633 7%	546 10%	233 8%	383 8%	134 3%
TOTALS	14146 100%	4927 100%	3902 100%	2813 100%	1079 100%	1425 100%	8856 100%	5290 100%	2777 100%	4687 100%	4314 100%

GALAXY RESEARCH

TABLE 16 Banner 1 \*BY\* B5 Preferred option to make payments more open to scrutiny

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Sex		Age				Generation			Marital Status		Children		Work Status			
	Total	Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B5 Preferred option to make payments more open to scrutiny																	
Reveal total amount spent sponsoring healthcare professionals	3225	1533	1692	691	892	934	707	1114	1066	1045	1963	1263	1314	1911	1841	775	609
	23%	22%	24%	32%	29%	19%	18%	32%	21%	19%	22%	25%	23%	22%	24%	24%	20%
Disclose each and every individual sponsorship of specific doctors and specialists	9223	4649	4574	1045	1735	3429	3013	1816	3334	4073	6173	3050	3632	5591	5222	1996	2005
	65%	66%	64%	49%	57%	69%	75%	52%	66%	73%	68%	60%	65%	65%	67%	61%	65%
Don't know	1698	823	875	398	408	618	273	584	621	493	901	796	655	1042	726	518	454
	12%	12%	12%	19%	13%	12%	7%	17%	12%	9%	10%	16%	12%	12%	9%	16%	15%
TOTALS	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 17 Banner 2 \*BY\* B5 Preferred option to make payments more open to scrutiny

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Total	State				Capital City		Household Income			
		NSW Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K -\$100K	\$100K+	
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B5 Preferred option to make payments more open to scrutiny											
Reveal total amount spent sponsoring healthcare professionals	3225 23%	1212 25%	886 23%	592 21%	272 25%	264 19%	2091 24%	1134 21%	749 27%	1065 23%	1015 24%
Disclose each and every individual sponsorship of specific doctors and specialists	9223 65%	3153 64%	2567 66%	1865 66%	649 60%	989 69%	5787 65%	3436 65%	1709 62%	3119 67%	2992 69%
Don't know	1698 12%	562 11%	449 12%	356 13%	158 15%	172 12%	978 11%	720 14%	318 11%	503 11%	307 7%
TOTALS	14146 100%	4927 100%	3902 100%	2813 100%	1079 100%	1425 100%	8856 100%	5290 100%	2777 100%	4687 100%	4314 100%

GALAXY RESEARCH

TABLE 18 Banner 1 \*BY\* B6 View of pharmaceutical companies if relationships with healthcare professionals were more open

BASE: WGHT SAMPLE (000s)

WEIGHTS: Area/Age/Sex

	Sex		Age				Generation			Marital Status		Children		Work Status			
	Total	Male	Female	18-24	25-34	35-49	50-64	Gen Y	Gen X	Baby Boomer	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Work-ing
RESPONDENTS	1007	501	506	111	237	362	297	221	371	415	659	348	396	611	567	229	211
WGHT SAMPLE (000s)	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B6 View of pharmaceutical companies if relationships with healthcare professionals were more open																	
TOTAL VIEW MORE FAVOURABLY																	
View much more favourably	1996	1046	950	196	439	750	611	345	760	892	1304	692	844	1152	1101	440	455
	14%	15%	13%	9%	14%	15%	15%	10%	15%	16%	14%	14%	15%	13%	14%	13%	15%
View somewhat more favourably	7192	3637	3555	1262	1495	2531	1904	1982	2533	2676	4685	2507	2733	4459	4067	1680	1445
	51%	52%	50%	59%	49%	51%	48%	56%	50%	48%	52%	49%	49%	52%	52%	51%	47%
**SUBTOTALS	9188	4683	4505	1458	1934	3281	2515	2327	3293	3568	5989	3199	3577	5611	5168	2120	1900
	65%	67%	63%	68%	64%	66%	63%	66%	66%	64%	66%	63%	64%	66%	66%	64%	62%
Not change opinion	4603	2111	2492	523	1054	1606	1420	1010	1648	1946	2881	1722	1884	2719	2409	1141	1054
	33%	30%	35%	25%	35%	32%	36%	29%	33%	35%	32%	34%	34%	32%	31%	35%	34%
View less favourably	355	212	143	153	48	95	59	178	80	97	167	188	141	214	211	28	115
	3%	3%	2%	7%	2%	2%	1%	5%	2%	2%	2%	4%	3%	3%	3%	1%	4%
TOTALS	14146	7006	7140	2134	3036	4982	3994	3514	5021	5611	9037	5109	5602	8544	7788	3289	3069
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 19 Banner 2 \*BY\* B6 View of pharmaceutical companies if relationships with healthcare professionals were more open  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Area/Age/Sex

	Total	State					Capital City		Household Income		
		NSW	Vic/Tas	QLD	SA	WA	Yes	No	< \$50K	\$50K - \$100K	\$100K+
RESPONDENTS	1007	341	305	193	78	90	671	336	194	333	313
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2777	4687	4314
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B6 View of pharmaceutical companies if relationships with healthcare professionals were more open											
TOTAL VIEW MORE FAVOURABLY											
View much more favourably	1996 14%	632 13%	505 13%	448 16%	159 15%	252 18%	1375 16%	621 12%	467 17%	768 16%	624 14%
View somewhat more favourably	7192 51%	2648 54%	1934 50%	1295 46%	542 50%	773 54%	4537 51%	2655 50%	1374 49%	2387 51%	2370 55%
**SUBTOTALS	9188 65%	3281 67%	2439 62%	1743 62%	701 65%	1025 72%	5912 67%	3276 62%	1841 66%	3155 67%	2994 69%
Not change opinion	4603 33%	1527 31%	1337 34%	1043 37%	352 33%	344 24%	2701 30%	1903 36%	813 29%	1448 31%	1295 30%
View less favourably	355 3%	119 2%	127 3%	28 1%	26 2%	55 4%	244 3%	111 2%	123 4%	84 2%	26 1%
TOTALS	14146 100%	4927 100%	3902 100%	2813 100%	1079 100%	1425 100%	8856 100%	5290 100%	2777 100%	4687 100%	4314 100%



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