Cutting Through the Medical Advertising Clutter
Survey Results

SHARE

1. Has seeing a new headache medicine advertised ever prompted you to visit your healthcare provider for more information?

Yes		22	47%
No		25	53%
	Total	47	100%

2. Has seeing a new headache medicine advertised ever prompted you to ask your healthcare provider for this medication?

Yes		25	53%
No		22	47%
	Total	47	100%

3. If you have discussed a headache medication you have seen advertised with your healthcare provider, has his/her reaction been:

Favorable		11	28%
Unfavorable		4	10%
No feeling either way		25	62%
	Total	40	100%

4. If you have discussed a headache medication you have seen advertised with your healthcare provider, has he or she prescribed this medication for you:

Yes		19	49%
No		13	33%
Not sure		7	18%

5. Has seeing a new headache medicine advertised ever prompted you to do your own research for more information?

Yes		40	87%
No		6	13%
	Total	46	100%

6. What resources have you used to seek more information:(Check all that apply)

Healthcare Provider		6	14%
Patient Internet Sites		16	36%
Opinions of		3	7%

family/friends			
Product-specific Web Sites		8	18%
Federal Food and Drug Administration		1	2%
Physicians Desk Reference		2	5%
Consumer Drug Publications		1	2%
Other, please specify		7	16%
	Total	44	100%

7. Approximately how many advertisements do you see for over-the-counter headache medicine per day?

1-3		31	69%
4-6		10	22%
More than six		3	7%
None		1	2%
	Total	45	100%

8. Approximately how many advertisements do you see for prescription headache medicine per day?

1-3		32	70%
4-6		7	15%
More than six		1	2%
None		6	13%

9. How do advertisements for prescription medicine generally affect your feeling about that medicine?

Favorably		9	20%
Unfavorably		7	15%
No feeling either way		30	65%

10. How likely are you to ask a healthcare provider about a prescription headache medicine you saw advertised on television?

Very Likely		4	9%
Somewhat Likely		21	48%
Not Very Likely		13	30%
Not Likely		6	14%
	Total	44	100%

11. How likely are you to ask a healthcare provider about a prescription headache medicine you saw advertised in a magazine?

Very Likely		5	11%
Somewhat Likely		22	49%

Not Very Likely		12	27%
Not Likely		6	13%
	Total	45	100%

12. How likely are you to ask a healthcare provider about a prescription headache medicine you saw advertised on the internet?

Very Likely		2	4%
Somewhat Likely		17	38%
Not Very Likely		20	44%
Not Likely		6	13%
	Total	45	100%

13. What type of headache do you experience most frequently?

Migraine		22	48%
Tension-type headache		1	2%
Chronic daily headache		11	24%
Cluster headache		1	2%
Sinus headache		1	2%
Allergy headache		1	2%
Not sure		5	11%
Other, Please Specify		4	9%
	Total	46	100%

14. How long have you experienced headaches?

1-5 years		9	20%
6-10 years		4	9%
11-15 years		11	24%
16-20 years		4	9%
More than 20 years		17	38%
	Total	45	100%

15. How frequent are your headaches?

Less than one day a month		1	2%
1-5 days a month		9	20%
5-10 days a month		7	16%
10-15 days a month		8	18%
More than 15 days a month		20	44%
	Total	45	100%

16. Tell us about yourself by checking the appropriate boxes, select all that apply:

Male	1	2%
Female	40	87%
Under 20	1	2%
Age 20 - 35	19	41%
Age 36 - 50	16	35%
Over 50	10	22%

17. At what age did you first experience headache?

Less than 10 years old	12	27%
10-15 years old	15	33%
16-20 years old	5	11%
21-30 years old	8	18%
31-40 years old	2	4%
After age 40	3	7%

18. Are you a subscriber to the National Headache Foundation's newsletter, NHF Head Lines?

Yes	6	13%
No	40	87%
Total	46	100%

19. How did you learn about National Headache Foundation?

Physician	6	13%
Friend	1	2%
Employer/manager	3	7%
Internet	29	63%
Newspaper	0	0%
Magazine	1	2%
TV	1	2%
Radio	0	0%
Other, Please Specify	5	11%
Total	46	100%

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