

May/June 2004 Tracking Survey
 Data for May 14 – June 17, 2004

Final Topline

6/22/04

Princeton Survey Research Associates International
 for the Pew Internet & American Life Project

Sample: $n = 2,200$ adults 18 and older

Interviewing dates: 05.14.04 – 06.17.04

Margin of error is plus or minus 2 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

- D01** Have you, personally, ever gone on the Internet to look for information about prescription drugs?
D02 Has anyone else ever looked on the Internet on your behalf for information about prescription drugs?

CURRENT		
%	26	Total have looked online for information about prescription drugs
	21	Respondent looked for information online
	5	Someone else looked for respondent
	74	Total have not looked online for information about prescription drugs

- D03** Have you ever received an unsolicited email advertising each of the following?

Based on Internet users [N= 1,399]

	YES	NO	DON'T KNOW/ REFUSED
a A prescription drug	55	43	2
b An over-the-counter drug	40	54	6
c A sexual health medication like Viagra	63	35	2

- D04** Have you ever PURCHASED prescription drugs on the Internet, whether you placed the order yourself or someone else did it for you?
D05 Did you purchase the prescription drugs yourself, or did someone else place the order for you?

CURRENT		
%	4	Total have purchased prescription drugs online
	3	Respondent purchased
	1	Someone else purchased for them
	*	(VOL) Both
	*	Don't know who purchased/Refused
	96	Total have not purchased prescription drugs online
	*	Don't know/Refused

D06 I'm going to read some reasons people decide to buy prescription drugs online. Please tell how important, if at all, each one was in YOUR decision to buy prescription drugs online. (First/Next) **(INSERT; ROTATE)** Was this very, somewhat, not too, or not at all important to your decision to buy prescription drugs online?

Based on those who have bought prescription drugs online [N= 93]

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT TOO IMPORTANT	NOT AT ALL IMPORTANT	DON'T KNOW/REFUSED
a Buying prescription drugs online saves time	58	16	8	12	6
b Buying prescription drugs online saves money	64	8	3	20	5
c You can do your prescription drug purchasing when it is convenient for you	59	25	6	8	2
d You can do you prescription drug purchasing in private, without having to talk to anybody	20	24	17	37	2

INS Many Americans do not have health insurance. Are you now covered by any form of health insurance or health plan, including any private health insurance plan or a government program such as Medicare or Medicaid, or do you not have health insurance at this time?

CURRENT		
%	86	Yes, covered
	13	No, not covered
	*	Don't know
	1	Refused

D07 Some health insurance plans require their subscribers to order certain prescription drugs either through the mail or on the Internet. Does your current health insurance plan require you to order certain prescription drugs through the mail or online, or can you order all of your prescription drugs at a local pharmacy?

Based on those with health insurance [N= 1,939]

CURRENT		
%	5	Have to order by mail/online
	89	Can order at local pharmacy
	6	Don't know/Refused

For my next few questions, please think about the LAST time you purchased prescription drugs online...

D08 Were you responding to an email advertisement?

3

Based on those who have bought prescription drugs online [N=93]

	CURRENT	
%	3	Yes
	96	No
	1	Don't know/Refused

D09 Do you happen to know if the pharmacy site where you last purchased prescription drugs online was based in the United States or in another country?

Based on those who have bought prescription drugs online [N=93]

	CURRENT	
%	81	In the United States
	7	In another country
	11	Don't know/Refused

D010 Did the site require a prescription from your doctor?

Based on those who have bought prescription drugs online [N=93]

	CURRENT	
%	85	Yes
	14	No
	1	Don't know/Refused

D011 Did you have a prescription from your doctor?

Based on those who have bought prescription drugs online [N=93]

	CURRENT	
%	92	Yes
	7	No
	1	Don't know/Refused

D012 Still thinking about the LAST time you purchased prescription drugs online...Was the drug you purchased for a CHRONIC MEDICAL condition such as high blood pressure or arthritis, or was it for something else like weight loss or sexual performance?

Based on those who have bought prescription drugs online [N=93]

	CURRENT	
%	74	Medical condition
	23	Something else
	3	Don't know/Refused

D013 The LAST time you purchased prescription drugs online... How satisfied were you with...

Based on those who have bought prescription drugs online [N= 93]

	VERY SATISFIED	SOMEWHAT SATISFIED	NOT TOO SATISFIED	NOT AT ALL SATISFIED	DON'T KNOW/REFUSED
a The COST of the drug	55	32	5	4	4
b The QUALITY of the drug	87	10	2	0	1
c The CUSTOMER SERVICE you received	75	19	1	1	4

D014 Have you ever had a BAD experience ordering prescription drugs online? IF YES: Can you tell me what happened?

Based on those who have bought prescription drugs online [N= 93]

CURRENT		
%	11	Yes, gave response
	89	No
	0	Don't know/Refused

D015 Do you plan to order prescription drugs online again in the future?

Based on those who have bought prescription drugs online [N= 93]

CURRENT		
%	87	Yes
	10	No
	2	Don't know/Refused

D016 In general, do you think purchasing prescription drugs online is as safe as purchasing them at a local pharmacy, or do you think purchasing them online is LESS safe?

CURRENT		
%	20	As safe
	62	Less safe
	4	(VOL) Depends
	14	Don't know/Refused

D017 Some argue that allowing people to purchase prescription drugs online makes it too easy to obtain drugs illegally, without a prescription. Do you agree or disagree with that argument?

CURRENT		
%	68	Agree
	20	Disagree
	12	Don't know/Refused

D018 Others argue that people should not be allowed to purchase prescription drugs online because not all online pharmacies are licensed in the United States, and there's no way to guarantee the safety of drugs that come from other countries. Do you agree or disagree with that argument?

5

CURRENT		
%	71	Agree
	20	Disagree
	9	Don't know/Refused

Methodology

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates from May 15 to June 17, 2004, among a sample of 2,200 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2 percentage points. For results based Internet users (n=1,399), the margin of sampling error is plus or minus 3 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

New sample was released daily and was kept in the field for at least five days. This ensures that complete call procedures were followed for the entire sample. Additionally, the sample was released in replicates to make sure that the telephone numbers called are distributed appropriately across regions of the country. At least 10 attempts were made to complete an interview at every household in the sample. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Interview refusals were recontacted at least once in order to try again to complete an interview. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the Census Bureau's March 2003 Annual Social and Economic Supplement Survey. This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 2: Sample Disposition

Total Numbers dialed	13404		
Business	1069		
Computer/Fax	942		
Other Not-Working	2122		
Additional projected NW	917		
Working numbers	8355	62.3%	
No Answer	243		
Busy	63		
Answering Machine	1117		
Callbacks	508		
Other Non-Contacts	183		
Contacted numbers	6241	74.7%	
Initial Refusals	1431		
Second Refusals	2055		
Cooperating numbers	2755	44.1%	
No Adult in HH	2		
Over Quotas/Screen outs	0		
Language Barrier	403		
Eligible numbers	2350	85.3%	
Interrupted	150		
Completes	2200	93.6%	
Response Rate		30.9%	

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 75 percent were contacted by an interviewer and 44 percent agreed to participate in the survey. Eighty-five percent were found eligible for the interview. Furthermore, 94 percent of eligible respondents completed the interview. Therefore, the final response rate is 31 percent.