

**HART**  
**RESEARCH**  
ASSOCIATES



# Americans' Attitudes On Prescription Drug Safety

*Key findings from a nationwide survey among voters*

*Conducted March 29 – April 1, 2010*

*for the*

***Pew Prescription Project***

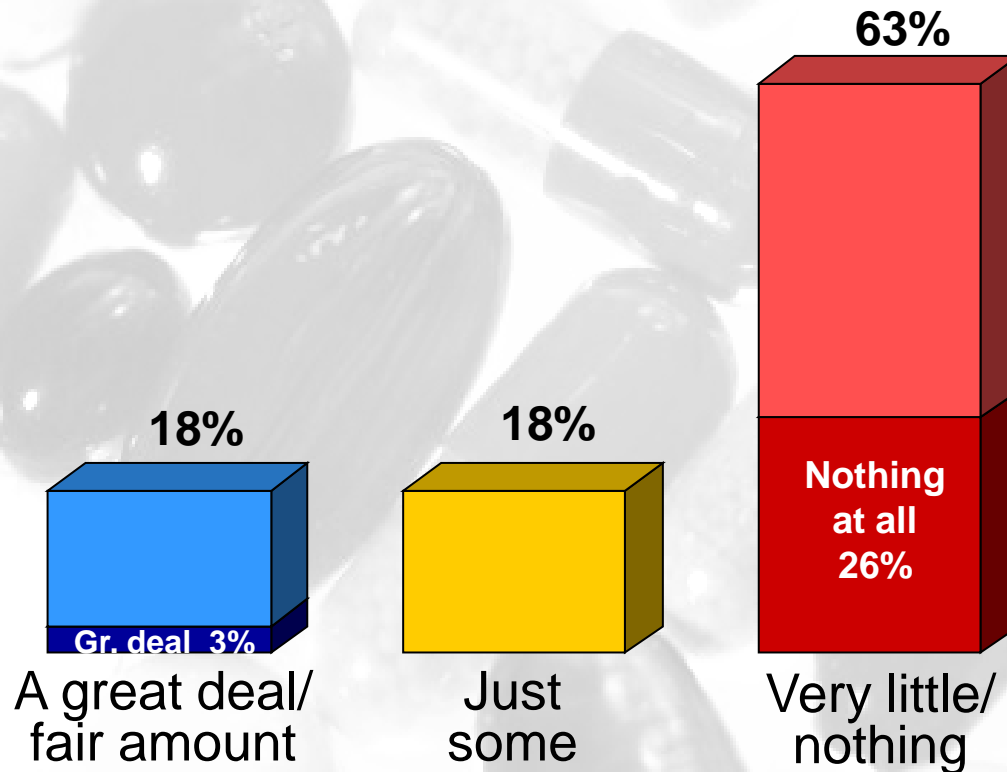
# Methodology

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- ◆ 802 likely 2010 voters interviewed by telephone
- ◆ Sample demographically representative of the national electorate
- ◆ Margin of error = 3.5 percentage points overall, higher among subgroups of the sample

# Minimal Awareness Of Contamination Problems

*How much have you heard about prescription drugs being made with cheap or toxic ingredients that make the drugs unsafe to take?*



# A Little Knowledge Goes A Long Way

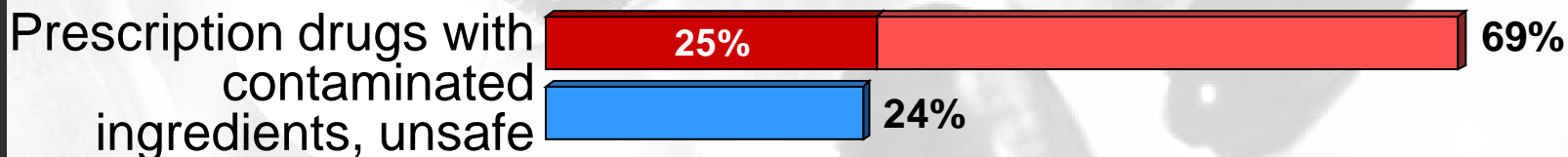
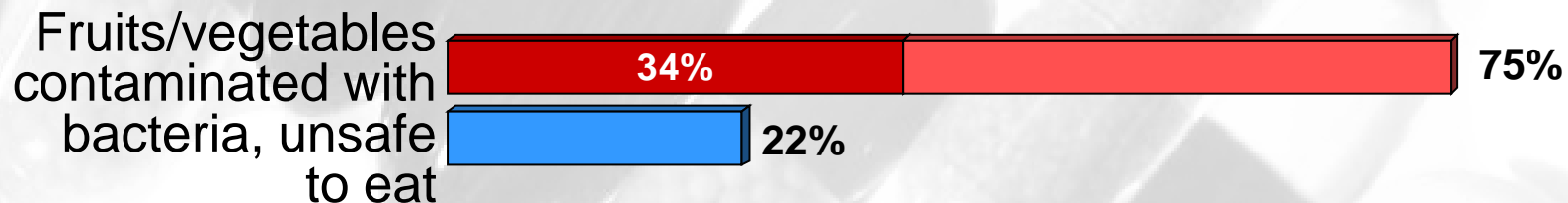
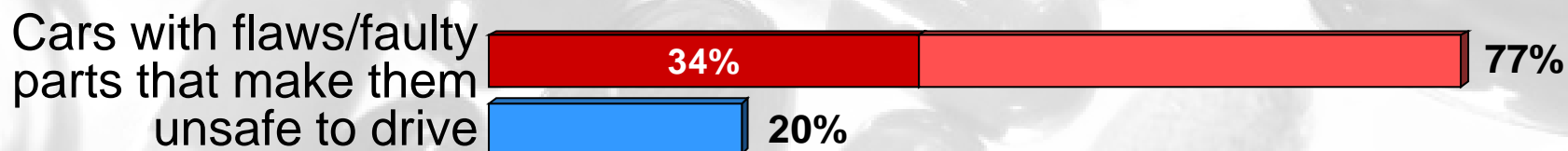
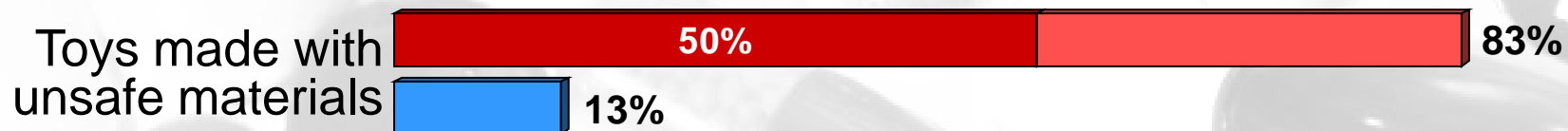
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## Awareness of Rx Drugs Being Made with Unsafe Cheap/Toxic Ingredients

	Voters who have heard a great deal/fair amount	Voters who have heard some/little/nothing
Believe government should do more to ensure the safety of domestically produced drugs	60%	37%
Believe government should do more to ensure the safety of foreign produced drugs	73%	51%
Believe Rx contamination is a serious and common problem	43%	21%

# Contamination Is Seen As Serious, But Not Common

■ Serious problem/fairly common   ■ Serious problem/rarely occurs  
■ Not serious problem



# Rx Drug Contamination Serious Problem, *Among Key Subgroup*

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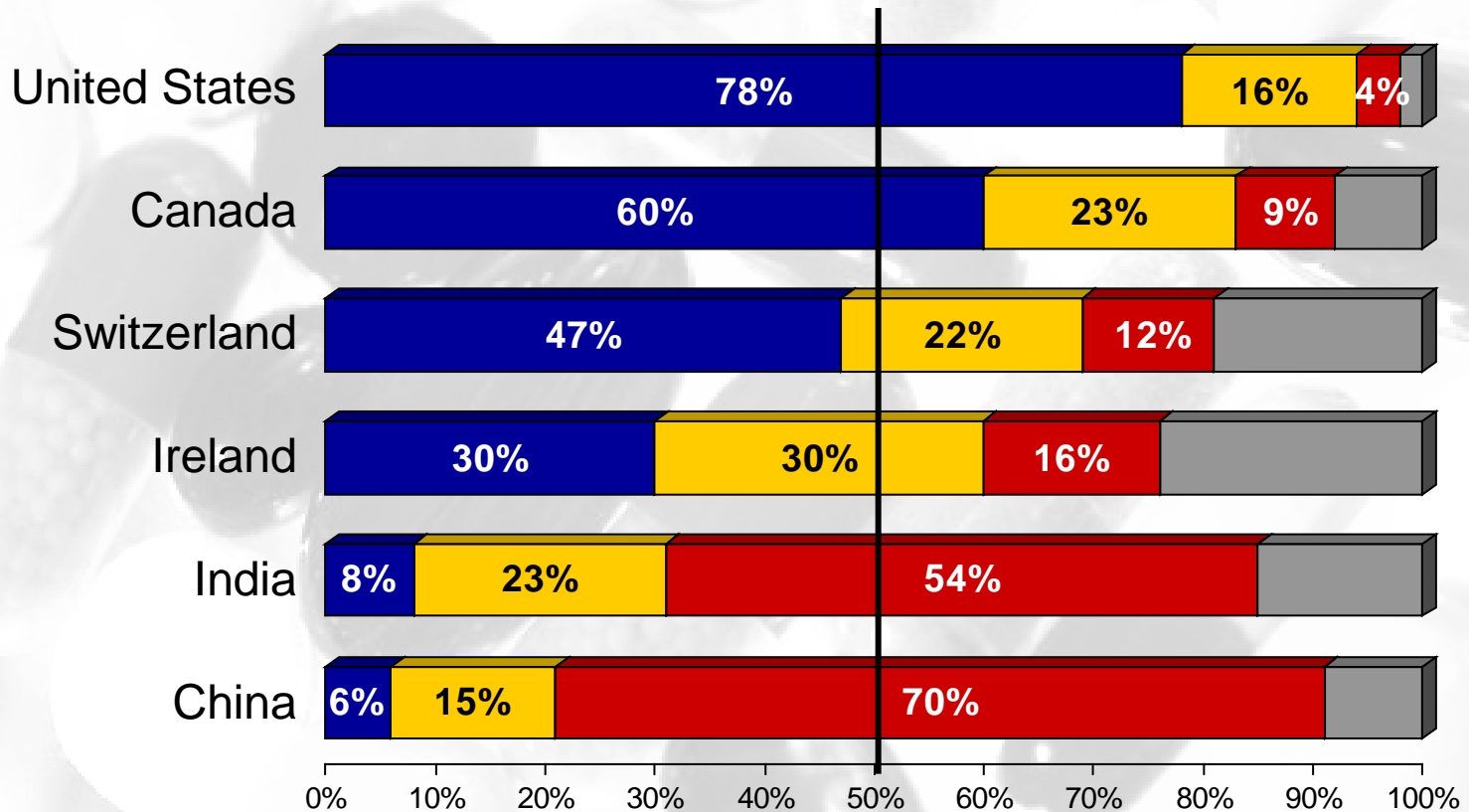
*% saying that Rx drug contamination is a serious problem*

Age 18 to 34	76%
Age 35 to 49	70%
Age 50 to 64	66%
Age 65/over	63%
Some college/less education	73%
College graduates/more ed	62%
Prescriptions taken regularly:	
None	65%
One	72%
Two or three	70%
Four or more	72%

# No Confidence In Drugs From India And China

## Confidence in Countries on Rx Safety/Freedom from Contamination

■ Extremely/mostly confident   ■ Only somewhat confident   ■ Not confident   ■ Don't know

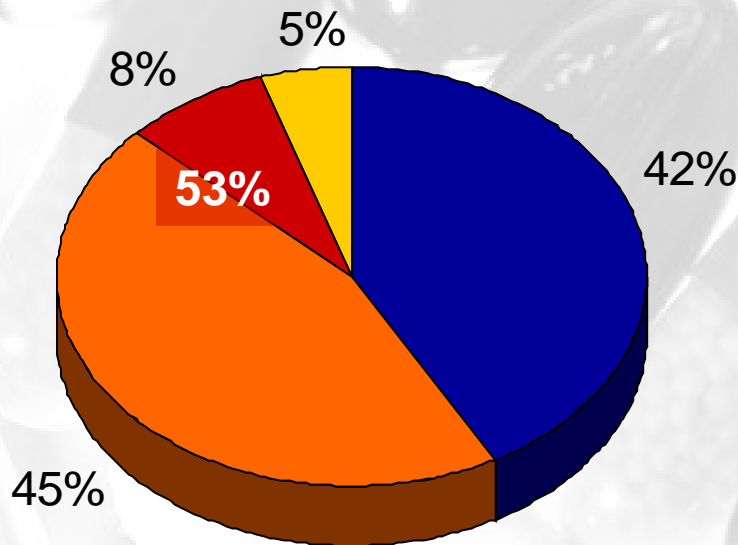


# Status Quo Okay For Domestic, Need To Do More For Foreign

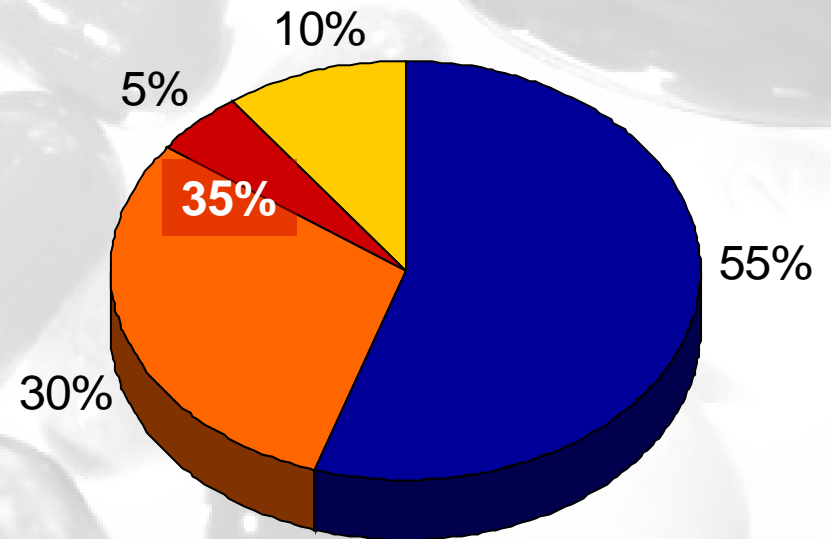
## View of Government Effort to Ensure Safety of Rx Drugs

■ Government should be doing more   ■ Government is doing the right amount   ■ Government should be doing less   ■ Not sure

### U.S. Produced Drugs



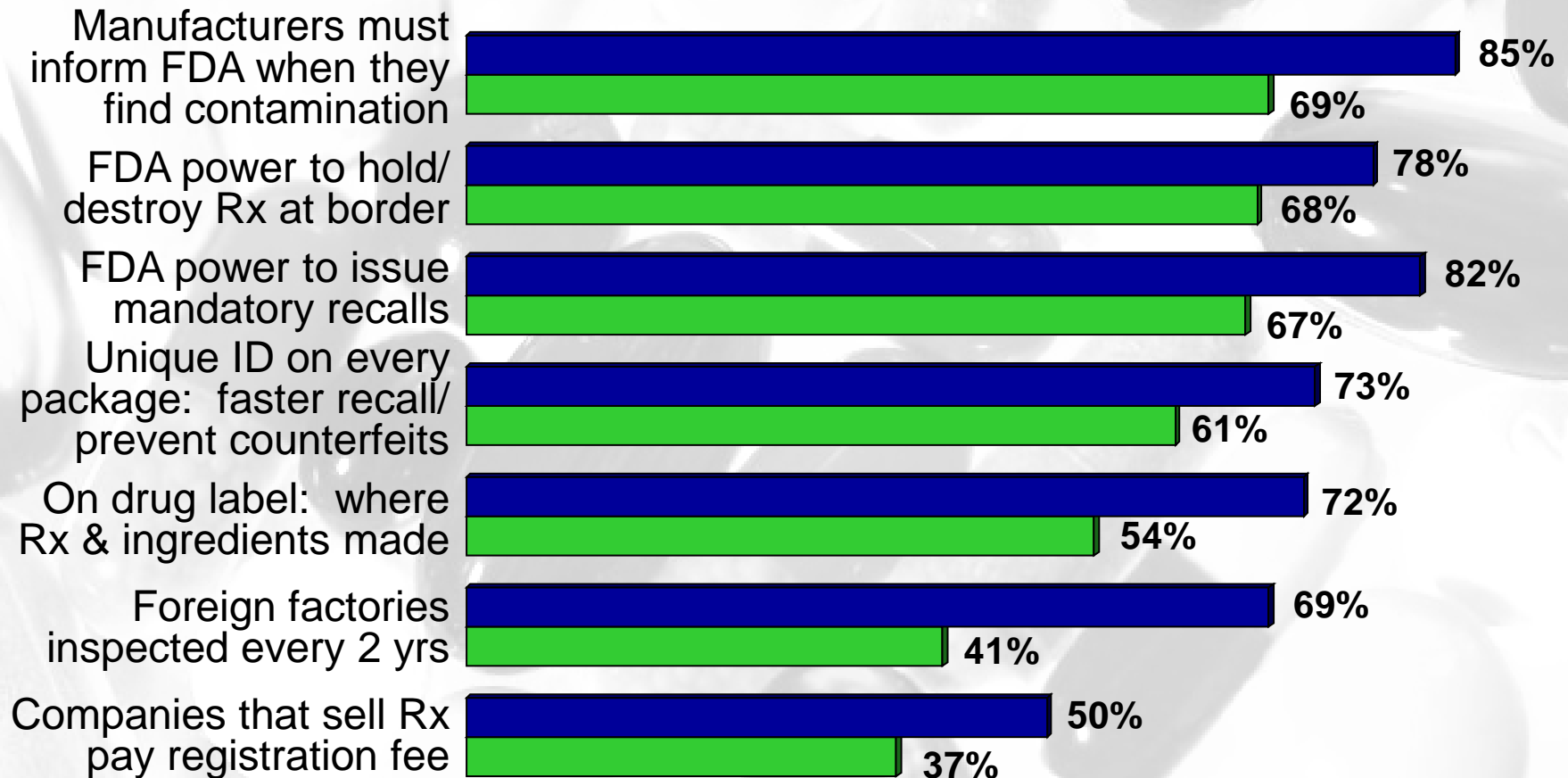
### Foreign Produced Drugs





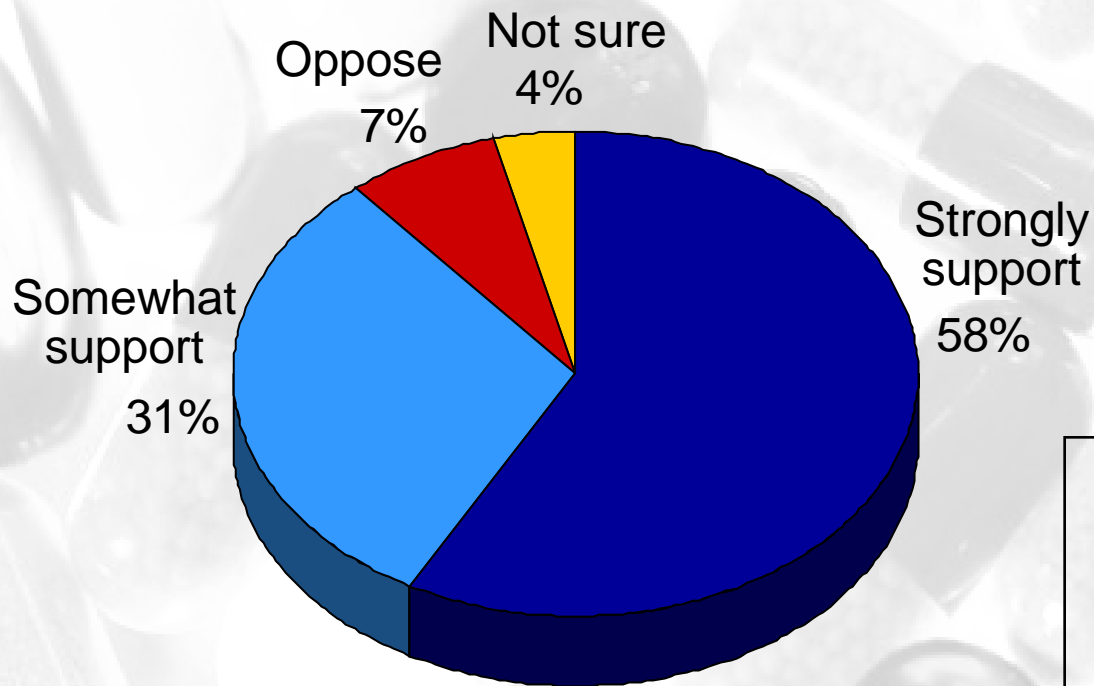
# Voters Strongly Endorse Individual Regulatory Measures

■ Strongly favor    ■ Would be very effective in improving Rx safety



# Nine In Ten Voters Support New Safety Measures

## Support for New Rx Drug Safety Measures *(after hearing possible provisions)*



	Total Support	Strongly Support
Democrats	97%	77%
Independents	87%	50%
Republicans	81%	44%