

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

24 Main North Street

Pennington, NJ 08534

Phone 609.730.1550

Fax 609.730.1566

www.gallup-robinson.com

sos@gallup-robinson.com

When the FTC loosened the restrictions for prescription medication advertising in 1997, Direct-to-Consumer Ex Drug advertising—that is advertising that addresses a medical symptom and offers a named remedy, for which the consumer is urged to see the doctor to get a prescription—began to emerge dramatically in the broadcast and print media.

Pharmaceutical companies began to shift major dollars from advertising to professional audiences to consumer advertising, even though consumers do not directly make decisions regarding the use of these products. Mainstream consumer media like network television and general interest magazines ran advertising even though the incidence of sufferers is often relatively low. Likewise, advertisers extended consumer advertising into a variety of health and treatment conditions, a number of which were considered too personal for the mass media until recently.

As is often the case with change, Direct-to-Consumer, or DTC advertising, has sparked considerable controversy over its value to the consumer and role for the healthcare industry in general. Proponents argue that DTC advertising is educational—a way to increase consumers' awareness and involve them in their own healthcare. Opponents stress that the advertisements of prescription drugs may minimize the risks and dangers to the patient and/or be misinterpreted, and may result in

Who Reads DTC Advertising



This family of dust-pollen-molds can now lay down wall-to-wall carpeting.

Does your family's allergy medicine treat both indoor and outdoor allergies?

If not, ask your doctor about switching to Zyrtec.

To learn more, visit www.zyrtec.com or call 1-800-ZYRTEC-2.

Allergies tend to run in families. Unlike some allergy medicines, prescription Zyrtec® is approved to treat all your family's indoor and outdoor allergies. Like grass. Ragweed. Dust. Mold. And even pet dander.

In fact, no other antihistamine is approved to treat more allergies than Zyrtec. Ask your doctor for free samples of Zyrtec pills or syrup.

In adults, the most common side effect was feeling drowsy. Some of the others were feeling tired and dry mouth. In children, 2 to 11 years old, some of the side effects were headache and stomach pain. Others were feeling drowsy and sore throat. Most were mild to moderate.

ZYRTEC®
cetirizine HCl

Lots of allergies. Just one Zyrtec.™
(Zur'-tek)

Please see important information about Zyrtec 5-mg and 10-mg tablets and 1-mg/mL syrup on the next page.

Zyrtec, Glamour, September 2003

undue pressure on the doctor for the advertised drug.

This development in advertising has offered a new and fascinating area to explore. With that in mind, G&R began to investigate who

reads DTC ads and how much of the ad is really read, how consumers feel about prescription drug advertising and what actions they are likely to take, if any, after exposure to these ads.

Using our Magazine Impact Research System (MIRS), a real-world, in-magazine, at-home method to collect data, G&R studied 1,475 women, 18+ years of age, who were regular readers of various types of magazines in 30 geographically dispersed markets nationwide. We have been able to gain special insight about how these attitudes influence ad readership.

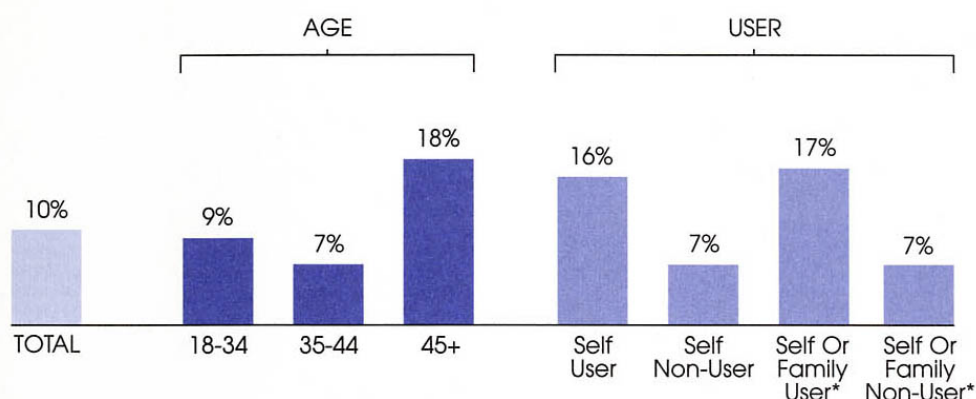
As part of a larger study about how DTC advertising performs, we offer the following topline about who is reading DTC advertising.

Who Reads DTC Advertising

More than one in four consumers claim to regularly read DTC advertising, and this ratio increases to about one in two, if the reader has, or may be concerned about the symptoms described in the ads. Not surprisingly, respondents who are older (45+ years) read DTC ads and disclaimers significantly more often than respondents who are younger (under 45 years). Older respondents are more than 60% more likely than younger respondents to claim readership of DTC ads. So too, prescription drug users (1/3 of the sample) read DTC ads more often and prescription drug users read DTC ads even more often when the ad is about symptoms they have, or are concerned about, than their non-user counterparts. Prescription drug users are almost 90% more likely than non-prescription drug users to claim to read the ads.

TABLE 1

RECALL OF SPECIFIC PRESCRIPTION DRUG ADS BY AGE AND USAGE OF DTC/RX DRUGS



**Partial sample asked about family usage of DTC/RX drugs*

Who Recalls DTC Advertising

Not surprisingly, recall of DTC ads is lower than claimed readership. About one in ten respondents recall seeing at least one prescription drug ad in the test magazine issue they read the previous day when cued by brand name. Again, older respondents (45+ years) recall DTC advertising significantly more often than younger respondents, 18-34 years. Similarly, respondents who use, or have family members who use DTC drugs, are significantly more likely to recall DTC advertising than those respondents or their family members who do not use prescription drugs. (See Table 1)

Summary

These findings suggest that DTC ads are successful in targeting the relevant segments of the population (older and prescription drug users). Actual recall of the ads is lower than claimed readership, though. Future work will consider the implications

that this readership has on people's likelihood to act upon the information the ads provide. 