

CONSUMER REPORTS® NATIONAL RESEARCH CENTER



Off-Label Drug Use Survey

2016 Nationally-Representative Phone Survey

October 21, 2016

Introduction

In October, 2016 the Consumer Reports National Research Center conducted a nationally representative phone survey to assess off-label drug use awareness and opinions among American consumers. Opinion Research Corporation (ORC) of Princeton, New Jersey administered the survey to a nationally representative sample of 1,011 U.S. residents through its CARAVAN Omnibus Survey. Respondents were selected by means of random-digit dialing and were interviewed via phone. The data were statistically weighted so that respondents in the survey are demographically and geographically representative of the U.S. population.

Highlights

Many Americans Prescribed a Medication in Past Two Years

- Many (59%) Americans were prescribed a medication within the past two years.

Many Americans Would Not Take a Prescribed Medication for an Off-Label Use

- Many Americans (63%) would not take a doctor prescribed medication that has been approved by the FDA, but not for their specific condition.

Overwhelming Majority of Americans Never Been Told that Medication Not Approved by FDA for Their Condition

- An overwhelming majority (94%) of Americans say they have never been told by a physician that a medication they were taking was not approved by the FDA for their condition.

Most Say FDA Should Not Allow Pharma to Advertise Medication for a Condition Not Approved by FDA

- Most (84%) Americans say the FDA should not allow pharmaceutical companies to advertise a medication for a condition for which it has not been approved.

Highly Important to Most that FDA Vet Safety and Effectiveness of Medications for Particular Use

- Most (78%) say that it is either extremely (46%) or very (32%) important to them that the FDA fully vet the safety and effectiveness of medications for a particular use.

Range of Pharma Advertising Issues of High Importance to Americans

- When asked about the importance of a range of issues related to the advertisements of medications, many Americans report that the issues are of high (*extremely* or *very*) importance.
- Many report that it is of high importance (1) that physicians are well-informed about the safety and effectiveness of a medication they are prescribing for a particular use (91%), (2) that they are told all of a medication's possible side effects and other risks (86%), (3) to know how well the medication can be expected to work (83%), (4) that they learn how well a medication works compared to other treatments (81%), (5) that a medication is approved by the FDA for the advertised condition (76%), and (6) that the FDA has approved any advertising that promotes the off-label use of a medication (61%).

Many Americans Prescribed a Medication in Past Two Years

Many (59%) Americans were prescribed a medication within the past two years.

Q1: Have you been prescribed a medication within the past two years?	
Yes	59%
No	41%
Unsure/Refused	0%
<i>Base: All Respondents = 1011</i>	

Many Americans Would Not Take a Prescribed Medication for an Off-Label Use

Many Americans (63%) would not take a doctor prescribed medication that has been approved by the FDA, but not for their specific condition.

Q2: Would you take a doctor prescribed medication that has been approved by the FDA, but not for your specific condition?	
Yes	36%
No	63%
Unsure/Refused	1%
<i>Base: All Respondents = 1011</i>	

Overwhelming Majority of Americans Never Been Told that Medication Not Approved by FDA for Their Condition

An overwhelming majority (94%) of Americans say they have never been told by a physician that a medication they were taking was not approved by the FDA for their condition.

Q3: Has a physician ever told you that a medication you are taking was NOT approved by the FDA for your condition?	
Yes	6%
No	94%
Unsure/Refused	0%
<i>Base: All Respondents = 1011</i>	

Most Say FDA Should Not Allow Pharma to Advertise Medication for a Condition Not Approved by FDA

Most (84%) Americans say the FDA should not allow pharmaceutical companies to advertise a medication for a condition for which it has not been approved.

Q4: Should the FDA allow pharmaceutical companies to advertise a medication for a condition for which it has NOT been approved?

Yes	14%
No	84%
Unsure/Refused	2%

Base: All Respondents = 1011

Highly Important to Most that FDA Vet Safety and Effectiveness of Medications for Particular Use

Most (78%) say that it is either extremely (46%) or very (32%) important to them that the FDA fully vet the safety and effectiveness of medications for a particular use.

Q5: How important is it to you that the FDA fully vets the safety and effectiveness of medications for a particular use?

<i>Extremely/Very important (Net)</i>	78%
Extremely important	46%
Very important	32%
Moderately important	12%
Slightly important	4%
Not important at all	5%
Don't know/Refused	1%

Base: All Respondents = 1011

Range of Pharma Advertising Issues of High Importance to Americans

When asked about the importance of a range of issues related to the advertisements for medications, many Americans report that the issues are of high (*extremely* or *very*) importance.

Many report that it is of high importance (1) that physicians are well-informed about the safety and effectiveness of a medication they are prescribing for a particular use (91%), (2) that they are told all of a medication's possible side effects and other risks (86%), (3) to know how well the medication can be expected to work (83%), (4) that they learn how well a medication works compared to other treatments (81%), (5) that a medication is approved by the FDA for the advertised condition (76%), and (6) that the FDA has approved any advertising that promotes the off-label use of a medication (61%).

Q6: When thinking about advertisements for medications, how important is each of the following to you? <i>Extremely/Very Important (Net)</i>	
That physicians are well-informed about the safety and effectiveness of a medication they are prescribing for a particular use	91%
That you are told all of a medication's possible side effects and other risks	86%
To know how well the medication can be expected to work	83%
That you learn how well a medication works compared to other treatments	81%
That a medication is approved by the FDA for the advertised condition	76%
That the FDA has approved any advertising that promotes the off-label use of a medication	61%

Base: All Respondents = 1011

Methodology

This phone survey was fielded by ORC using a nationally-representative sample. The survey fielded from October 13-16, 2016. The margin of error is +/- 3.1 percentage points at the 95% confidence level.