

Thinking about the ways in which you assess the effectiveness of antidepressants, using a scale from 1 to 5, where 1 is not at all important and 5 is very important, how important is... Increased patient functioning

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very important	129 64%	98 64%	30 66%	17 57%	12 70%	8 60%	50 73%	31 58%	10 63%	43 61%	47 76% K	39 57%	42 65%	29 64%	57 64%
4	59 30%	45 29%	14 30%	11 37%	5 30%	4 27%	17 25%	16 30%	6 37%	22 32%	14 23%	22 33%	18 28%	14 32%	27 29%
3	12 6%	10 7%	2 4%	2 7%	0 -	2 13% DFH	2 3%	7 13%	0 -	5 8%	0 1%	6 10% J	4 7%	2 4%	6 7%
2	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
1 Not at all important	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Mean	4.6	4.6	4.6	4.5	4.7	4.5	4.7	4.4	4.6	4.5	4.8 IK	4.5	4.6	4.6	4.6
Std.Dev	0.61	0.62	0.57	0.63	0.47	0.75	0.51	0.71	0.50	0.64	0.45	0.67	0.62	0.57	0.62
Std.Err	0.04	0.05	0.08	0.11	0.09	0.14	0.08	0.11	0.09	0.08	0.06	0.08	0.08	0.09	0.07
Top2Box	188 94%	144 93%	44 96%	28 93%	18 100% E	12 87%	68 98% E	47 87%	16 100% E	66 92%	61 99% K	61 90%	60 93%	43 96%	84 93%

Thinking about the ways in which you assess the effectiveness of antidepressants, using a scale from 1 to 5, where 1 is not at all important and 5 is very important, how important is... Elevated mood

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very important	91 46%	64 42%	27 59%	16 53%	9 50%	6 47%	35 50%	20 37%	5 33%	38 54% K	31 50%	22 32%	32 50%	19 43%	39 43%
4	86 43%	71 46%	15 32%	12 40%	7 37%	6 40%	31 45%	24 45%	6 40%	24 33%	29 47%	33 49%	24 38%	20 44%	41 46%
3	19 9%	16 10%	3 6%	1 3%	2 13% F	2 13% F	2 3%	8 15% F	4 23% CF	7 10%	1 2%	10 15% J	7 10%	6 13%	6 7%
2	3 2%	2 1%	2 4%	1 3%	0 -	0 -	2 3%	0 -	1 3%	2 2%	0 -	2 2%	0 -	0 -	3 4%
1 Not at all important	1 1%	1 1%	0 -	0 -	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 2%	1 2%	0 -	0 -
Mean	4.3	4.3	4.5	4.4 H	4.4	4.3	4.4 H	4.2	4.0	4.4 K	4.5 K	4.1	4.3	4.3	4.3
Std.Dev	0.76	0.76	0.78	0.73	0.73	0.73	0.67	0.86	0.86	0.77	0.55	0.86	0.83	0.69	0.76
Std.Err	0.05	0.06	0.11	0.13	0.13	0.13	0.11	0.14	0.16	0.09	0.07	0.11	0.10	0.10	0.08
Top2Box	177 88%	135 88%	41 90%	28 93% H	15 87%	12 87%	66 95% H	44 82%	12 73%	62 87%	60 98% K	55 81%	57 88%	39 87%	80 89%
Low2Box	5 2%	3 2%	2 4%	1 3%	0 -	0 -	2 3%	1 2%	1 3%	2 2%	0 -	3 4%	1 2%	0 -	3 4%

Thinking about the ways in which you assess the effectiveness of antidepressants, using a scale from 1 to 5, where 1 is not at all important and 5 is very important, how important is... Improved sleep

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very important	73 37%	56 36%	17 38%	8 27%	6 33%	6 43%	29 43%	20 37%	4 23%	22 32%	26 43%	24 36%	25 39%	17 37%	31 34%
4	95 48%	74 48%	22 47%	16 53%	11 60%	6 43%	31 45%	24 45%	7 47%	38 53%	28 46%	29 44%	30 46%	18 40%	47 52%
3	28 14%	21 14%	7 15%	5 17%	1 3%	2 13%	7 10%	9 17%	4 27% DF	10 14%	7 11%	11 16%	8 12%	10 22%	11 12%
2	3 2%	3 2%	0 -	1 3%	0 -	0 -	2 3%	0 -	1 3%	0 -	1 1%	3 4%	2 3%	1 1%	1 1%
1 Not at all important	1 0	1 0	0 -	0 -	1 3%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%
Mean	4.2	4.2	4.2	4.0	4.2	4.3 H	4.3 H	4.2	3.9	4.1	4.3	4.1	4.2	4.1	4.2
Std.Dev	0.75	0.77	0.70	0.77	0.81	0.72	0.75	0.72	0.82	0.72	0.70	0.83	0.76	0.79	0.73
Std.Err	0.05	0.06	0.10	0.14	0.15	0.13	0.12	0.11	0.15	0.09	0.09	0.10	0.09	0.12	0.08
Top2Box	168 84%	129 84%	39 85%	24 80%	17 93% H	12 87%	61 88%	44 82%	11 70%	60 85%	55 89%	54 79%	55 86%	35 77%	78 86%
Low2Box	4 2%	4 2%	0 -	1 3%	1 3%	0 -	2 3%	0 -	1 3%	1 1%	1 1%	3 4%	2 3%	1 1%	2 2%

Thinking about the ways in which you assess the effectiveness of antidepressants, using a scale from 1 to 5, where 1 is not at all important and 5 is very important, how important is... Rapid reduction in anxiety symptoms

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very important	62 31%	50 32%	12 26%	9 30%	5 30%	5 37%	23 33%	15 28%	5 33%	23 32%	21 34%	18 27%	19 29%	17 37%	26 28%
4	95 47%	67 43%	28 62% A	17 57% E	11 63% E	4 30%	31 45%	24 45%	7 47%	33 47%	31 51%	31 45%	31 48%	20 45%	44 49%
3	37 19%	33 21%	5 10%	4 13%	1 7%	4 27% D	14 20%	12 22%	3 17%	12 16%	9 15%	17 25%	13 20%	8 18%	17 19%
2	5 3%	5 3%	1 1%	0 -	0 -	0 3%	2 3%	3 5%	1 3%	4 5%	0 1%	1 2%	2 3%	0 -	4 4%
1 Not at all important	0 0	0 -	0 1%	0 -	0 -	0 3%	0 -	0 -	0 -	0 -	0 -	0 1%	0 1%	0 -	0 -
Mean	4.1	4.0	4.1	4.2	4.2	3.9	4.1	3.9	4.1	4.1	4.2	4.0	4.0	4.2	4.0
Std.Dev	0.79	0.82	0.70	0.65	0.58	1.07	0.79	0.84	0.82	0.83	0.70	0.82	0.82	0.73	0.80
Std.Err	0.06	0.07	0.10	0.12	0.11	0.20	0.13	0.13	0.15	0.10	0.09	0.10	0.10	0.11	0.08
Top2Box	157 78%	117 76%	40 88%	26 87%	17 93% EG	9 67%	54 78%	39 73%	13 80%	56 79%	52 84%	49 73%	50 77%	37 82%	70 78%
Low2Box	6 3%	5 3%	1 2%	0 -	0 -	1 7%	2 3%	3 5%	1 3%	4 5%	0 1%	2 3%	2 4%	0 -	4 4%

Thinking about the ways in which you assess the effectiveness of antidepressants, using a scale from 1 to 5, where 1 is not at all important and 5 is very important, how important is... Improvement in appetite

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very important	23 12%	21 13%	3 6%	4 13%	2 13%	3 20%	9 13%	4 7%	2 10%	8 12%	7 12%	8 11%	5 7%	5 11%	14 15%
4	56 28%	42 27%	14 31%	6 20%	7 40%	3 23%	16 23%	19 35%	6 37%	21 30%	11 18%	24 36%	21 32%	10 21%	25 28%
3	95 47%	73 48%	21 47%	13 43%	7 37%	6 40%	38 55%	25 47%	6 40%	29 41%	39 64% IK	26 39%	30 47%	24 53%	41 45%
2	24 12%	18 11%	7 15%	7 23%	2 10%	1 10%	7 10%	5 10%	2 13%	12 16%	4 6%	9 14%	8 12%	6 14%	10 11%
1 Not at all important	1 0	0 0	0 1%	0 -	0 -	1 7% FG	0 -	0 -	0 -	0 1%	0 -	0 1%	1 1%	0 -	0 -
Mean	3.4	3.4	3.3	3.2	3.6	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.3	3.3	3.5
Std.Dev	0.86	0.87	0.83	0.97	0.87	1.16	0.83	0.78	0.87	0.92	0.77	0.89	0.84	0.85	0.89
Std.Err	0.06	0.07	0.12	0.18	0.16	0.21	0.13	0.12	0.16	0.11	0.10	0.11	0.10	0.13	0.09
Top2Box	80 40%	63 41%	17 37%	10 33%	10 53%	6 43%	24 35%	23 42%	7 47%	30 42%	19 30%	32 47%	26 40%	15 33%	39 43%
Low2Box	25 13%	18 12%	7 16%	7 23%	2 10%	2 17%	7 10%	5 10%	2 13%	12 17%	4 6%	10 14%	9 14%	6 14%	10 11%

Thinking about the ways in which you assess the effectiveness of antidepressants, using a scale from 1 to 5, where 1 is not at all important and 5 is very important, how important is... Fast onset of antidepressant action

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very important	73 36%	55 36%	18 40%	8 27%	4 23%	6 47%	28 40%	21 40%	5 33%	31 44% J	16 25%	26 39%	21 33%	18 40%	33 37%
4	69 34%	58 37%	11 24%	13 43%	7 40%	5 37%	26 38%	12 22%	6 37%	21 29%	29 47% K	19 28%	24 37%	15 33%	30 34%
3	40 20%	28 18%	13 28%	6 20%	5 27%	2 13%	9 13%	16 30%	3 20%	15 22%	11 18%	14 21%	12 19%	10 23%	18 20%
2	16 8%	14 9%	2 5%	3 10%	2 10%	0 -	7 10%	3 5%	2 10%	4 5%	4 6%	8 12%	8 12%	2 5%	6 7%
1 Not at all important	2 1%	0 0	1 3%	0 -	0 -	0 3%	0 -	1 2%	0 -	0 -	2 3%	0 -	0 -	0 -	2 2%
Mean	4.0	4.0	3.9	3.9	3.8	4.2	4.1	3.9	3.9	4.1	3.9	3.9	3.9	4.1	4.0
Std.Dev	0.99	0.96	1.08	0.94	0.95	0.95	0.97	1.07	1.00	0.93	0.97	1.05	1.00	0.91	1.02
Std.Err	0.07	0.08	0.16	0.17	0.17	0.17	0.15	0.17	0.18	0.11	0.12	0.13	0.12	0.14	0.11
Top2Box	142 71%	113 73%	29 64%	21 70%	11 63%	12 83%	54 78%	33 63%	11 70%	52 73%	45 73%	45 67%	45 69%	33 73%	64 71%
Low2Box	18 9%	14 9%	4 8%	3 10%	2 10%	0 3%	7 10%	4 7%	2 10%	4 5%	6 9%	8 12%	8 12%	2 5%	8 9%

In thinking about all of the current medications available to you for the treatment of depression, how satisfied are you with these options where 1 is not at all satisfied and 5 is very satisfied.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Very satisfied	22 11%	19 12%	3 8%	7 23% E	1 7%	0 3%	5 8%	7 13%	2 10%	4 6%	7 11%	11 16%	8 13%	5 12%	8 9%
4	123 62%	89 58%	34 74%	12 40%	12 67% C	8 57%	45 65% C	37 70% C	9 57%	47 66%	35 56%	41 61%	38 59%	27 60%	58 64%
3	50 25%	44 28%	6 14%	10 33%	5 27%	6 40% G	16 23%	9 17%	5 30%	18 26%	17 27%	15 22%	16 25%	13 28%	21 24%
2	3 1%	3 2%	0 -	1 3%	0 -	0 -	2 3%	0 -	0 -	1 1%	2 3%	0 -	0 -	0 -	3 3%
1 Not at all satisfied	2 1%	0 -	2 5% A	0 -	0 -	0 -	2 3%	0 -	1 3%	1 1%	2 3%	0 -	2 4%	0 -	0 -
TopBox (4,5)	145 73%	108 70%	37 81%	19 63%	13 73%	8 60%	50 73%	44 82% E	11 67%	51 72%	41 67%	52 78%	46 72%	32 72%	66 73%
LowBox (1,2)	5 2%	3 2%	2 5%	1 3%	0 -	0 -	3 5%	0 -	1 3%	2 2%	3 6%	0 -	2 4%	0 -	3 3%
Mean	3.8	3.8	3.8	3.8	3.8	3.6	3.7	3.9 E	3.7	3.8	3.7	3.9	3.8	3.8	3.8
Std.Dev	0.69	0.66	0.79	0.83	0.56	0.57	0.75	0.55	0.81	0.62	0.82	0.62	0.81	0.62	0.64
Std.Err	0.05	0.05	0.12	0.15	0.10	0.10	0.12	0.09	0.15	0.07	0.10	0.08	0.10	0.09	0.07

Why are you not completely satisfied with the therapy options available to treat depression?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base; ** very small base (under 30) ineligible for sig testing

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated 1-4															
Weighted	178	136	42*	23**	17**	13**	64*	47*	14**	67*	55*	56*	56*	40*	82*
Unweighted	179	136	43	23	28	29	37	35	27	68	55	56	57	40	81
EFFICACY (NET)	138 78%	103 76%	36 84%	19 83%	11 68%	11 79%	52 81%	36 77%	10 67%	52 78%	43 78%	43 77%	47 83%	29 74%	62 76%
-Ineffective/ doesn't work	49 27%	40 29%	9 21%	5 22%	5 29%	2 14%	21 32%	12 26%	4 30%	17 26%	18 32%	14 24%	13 23%	11 27%	24 30%
-Slow onset of action	90 50%	63 47%	26 62%	15 65%	7 39%	8 62%	31 49%	21 46%	7 52%	37 55%	25 46%	28 49%	32 57%	19 48%	39 47%
-Patients having different reactions to drugs	10 5%	10 7%	0 -	0 -	2 11%	0 -	3 5%	4 9%	1 4%	2 3%	5 10%	3 5%	5 9%	0 -	5 6%
-Other mentions (efficacy)	14 8%	11 8%	3 7%	1 4%	0 -	1 7%	2 3%	11 23% F	0 -	4 6%	2 4%	8 14%	4 7%	3 8%	7 9%
SIDE EFFECTS (NET)	117 66%	91 67%	27 63%	19 83%	10 57%	7 52%	45 70%	25 54%	12 81%	48 71%	39 70%	31 55%	34 61%	28 71%	54 67%
-Side effect profile	38 22%	30 22%	8 19%	7 30%	1 7%	4 28%	19 30%	5 11%	2 15%	15 23%	14 25%	9 17%	11 19%	10 25%	18 22%
-Insomnia	16 9%	12 9%	4 10%	4 17%	2 11%	2 14%	2 3%	4 9%	3 19%	3 5%	6 11%	7 13%	3 5%	3 8%	9 11%
-Nausea/ vomiting	14 8%	11 8%	2 6%	2 9%	1 4%	1 7%	3 5%	5 11%	2 11%	5 7%	5 8%	5 8%	1 3%	3 7%	10 12%
-Anxiety/ agitation	21 12%	19 14%	2 4%	4 17%	2 11%	1 7%	10 16%	1 3%	3 19%	11 17%	7 12%	3 6%	4 8%	5 13%	11 13%
-Sexual dysfunction	31 17%	22 16%	9 22%	4 17%	5 29%	1 7%	9 14%	8 17%	5 33%	13 20%	12 22%	6 11%	8 15%	8 21%	15 18%
-Weight gain	15 8%	9 7%	6 13%	2 9%	0 -	0 3%	3 5%	7 14%	2 15%	5 7%	7 14%	2 4%	5 10%	1 3%	8 10%
-Drowsiness	15 8%	10 8%	5 11%	2 9%	1 7%	0 -	5 8%	5 11%	1 7%	10 15%	2 4%	2 4%	3 5%	4 10%	8 10%

Why are you not completely satisfied with the therapy options available to treat depression?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
		Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
-Headaches	7 4%	6 4%	2 4%	2 9%	1 7%	0 3%	2 3%	0 -	2 15%	3 5%	1 2%	3 6%	3 6%	1 3%	3 4%
-Dysphoria	7 4%	6 4%	1 2%	2 9%	1 4%	1 7%	2 3%	0 -	2 11%	3 4%	2 4%	2 3%	2 3%	1 4%	4 5%
-GI (Gastro-Intestinal)	12 7%	9 6%	4 8%	2 9%	0 -	1 7%	5 8%	3 6%	2 11%	4 6%	6 11%	2 4%	3 5%	1 4%	8 10%
-Dizziness	4 2%	3 2%	1 3%	1 4%	0 -	0 -	0 -	3 6%	1 4%	2 2%	1 2%	1 2%	0 -	0 -	4 5%
-Other mentions (side effects)	15 9%	12 9%	3 8%	1 4%	3 18%	0 -	3 5%	7 14%	1 7%	3 4%	5 9%	7 13%	8 14%	2 5%	5 7%
COST (NET)	21 12%	17 13%	4 9%	3 13%	2 11%	4 28%	7 11%	3 6%	3 22%	6 9%	9 17%	6 11%	8 15%	2 5%	11 13%
-Expensive/ pricing	21 12%	17 13%	4 9%	3 13%	2 11%	4 28%	7 11%	3 6%	3 22%	6 9%	9 17%	6 11%	8 15%	2 5%	11 13%
COMPLIANCE (NET)	13 7%	7 5%	6 14%	3 13%	1 4%	0 3%	5 8%	1 3%	2 15%	5 8%	3 6%	4 7%	4 8%	4 10%	4 5%
-Poor compliance	13 7%	7 5%	6 14%	3 13%	1 4%	0 3%	5 8%	1 3%	2 15%	5 8%	3 6%	4 7%	4 8%	4 10%	4 5%
Drug interactions	5 3%	5 4%	0 -	0 -	1 7%	0 -	2 3%	1 3%	1 4%	0 -	2 3%	3 5%	2 3%	1 3%	2 2%
Nothing	0 0	0 0	0 -	0 -	0 -	0 3%	0 -	0 -	0 -	0 -	0 -	0 1%	0 1%	0 -	0 -
Other	3 2%	3 2%	1 1%	1 4%	1 4%	0 -	2 3%	0 -	0 -	2 2%	2 3%	0 -	1 1%	1 3%	2 2%
(DK/NS)	2 1%	2 1%	0 -	0 -	0 -	0 -	2 3%	0 -	0 -	0 -	0 -	2 3%	2 3%	0 -	0 -

Current antidepressants needs to improve on: A stronger efficacy in all types of depression including severe depression.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	56 28%	41 27%	15 34%	7 23%	4 20%	2 13%	23 33%	17 32%	4 27%	24 34%	15 24%	18 26%	19 30%	11 25%	26 29%
4	69 35%	60 39% B	9 20%	10 33%	8 47%	6 43%	21 30%	20 37%	4 27%	24 33%	16 27%	29 43%	14 21%	16 35%	39 44% L
3	46 23%	29 19%	17 38% A	8 27%	4 20%	4 30%	16 23%	12 22%	3 20%	14 20%	19 30%	13 20%	21 33% N	12 26%	14 15%
2	22 11%	20 13%	2 3%	5 17%	2 13%	1 10%	5 8%	4 7%	4 23% FG	5 7%	10 15%	7 10%	9 15%	4 9%	8 9%
1 Needs no improvement	5 3%	3 2%	2 4%	0 -	0 -	0 -	5 8%	0 -	0 -	3 5%	2 3%	0 -	0 -	2 4%	3 4%
Dk	1 0	0 0	1 1%	0 -	0 -	0 3%	0 -	0 -	1 3%	0 -	1 1%	0 1%	1 2%	0 -	0 -
Mean	3.8	3.8	3.8	3.6	3.7	3.6	3.7	3.9	3.6	3.8	3.5	3.9	3.7	3.7	3.8
Std.Dev	1.06	1.06	1.09	1.03	0.96	0.88	1.21	0.93	1.17	1.13	1.11	0.93	1.07	1.08	1.06
Std.Err	0.08	0.09	0.16	0.19	0.17	0.16	0.19	0.15	0.22	0.13	0.14	0.11	0.13	0.16	0.11
Top2Box	126 63%	101 66%	24 53%	17 57%	12 67%	8 57%	43 63%	37 70%	8 53%	48 68%	31 50%	47 69%	33 51%	27 61%	65 72% L
Low2Box	27 13%	23 15%	3 7%	5 17%	2 13%	1 10%	10 15%	4 7%	4 23% G	9 12%	11 18%	7 10%	9 15%	6 13%	11 13%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	77 38%	49 32%	27 60% A	10 33%	6 33%	4 30%	26 38%	25 47%	5 33%	31 44%	24 38%	22 33%	28 43%	20 44%	29 32%
4	68 34%	58 38% B	9 20%	11 37%	7 37%	4 30%	24 35%	16 30%	6 37%	22 32%	20 32%	26 38%	18 27%	15 33%	35 39%
3	34 17%	29 19%	5 12%	5 17%	4 23%	3 20%	12 18%	9 17%	1 7%	14 20%	8 13%	12 18%	9 15%	7 16%	17 19%
2	17 9%	14 9%	3 7%	4 13%	1 3%	3 20% DG	5 8%	1 2%	3 20% DG	4 5%	10 16%	4 6%	8 12%	2 5%	7 8%
1 Needs no improvement	4 2%	3 2%	1 1%	0 -	0 -	0 -	2 3%	1 2%	1 3%	0 -	1 1%	3 5%	2 3%	0 -	2 2%
Dk	1 0	1 0	0 -	0 -	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -
Mean	4.0	3.9	4.3 A	3.9	4.0	3.7	4.0	4.2	3.8	4.1	3.9	3.9	4.0	4.2	3.9
Std.Dev	1.03	1.02	1.01	1.03	0.88	1.14	1.04	0.98	1.24	0.91	1.11	1.08	1.15	0.89	1.00
Std.Err	0.07	0.08	0.15	0.19	0.16	0.21	0.17	0.16	0.23	0.11	0.14	0.13	0.14	0.14	0.11
Top2Box	144 72%	107 70%	37 80%	21 70%	12 70%	8 60%	50 73%	41 78%	11 70%	53 75%	43 70%	48 71%	45 70%	35 77%	64 71%
Low2Box	21 10%	17 11%	4 8%	4 13%	1 3%	3 20% DG	7 10%	3 5%	4 23% DG	4 5%	10 16%	7 10%	10 15%	2 5%	9 10%

Current antidepressants needs to improve on: A lack of drug interactions.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	29 15%	23 15%	6 14%	3 10%	2 13%	3 23%	9 13%	9 17%	3 17%	12 16%	6 10%	12 17%	10 15%	5 12%	14 15%
4	66 33%	52 34%	14 32%	11 37%	5 27%	3 23%	24 35%	20 37%	3 20%	23 32%	22 36%	21 32%	18 28%	14 31%	35 38%
3	59 29%	44 28%	15 33%	7 23%	5 30%	6 47% G	21 30%	12 22%	7 47% G	24 34%	17 28%	18 26%	11 18%	17 38% L	30 33%
2	34 17%	24 16%	10 21%	8 27%	5 27% E	1 7%	9 13%	9 17%	3 17%	7 10%	12 19%	15 23%	24 37% MN	7 15% N	3 4%
1 Needs no improvement	11 6%	11 7%	0 -	1 3%	1 3%	0 -	7 10%	3 5%	0 -	5 7%	5 8%	1 2%	2 2%	1 3%	8 9%
Mean	3.3	3.3	3.4	3.2	3.2	3.6	3.3	3.5	3.4	3.4	3.2	3.4	3.2	3.3	3.5
Std.Dev	1.10	1.13	0.98	1.07	1.11	0.95	1.15	1.13	0.98	1.11	1.10	1.09	1.16	0.99	1.10
Std.Err	0.08	0.09	0.14	0.20	0.20	0.17	0.18	0.18	0.18	0.13	0.14	0.13	0.14	0.15	0.12
Top2Box	96 48%	75 48%	21 46%	14 47%	7 40%	6 47%	33 48%	29 55%	6 37%	34 48%	28 46%	33 49%	28 43%	19 43%	48 54%
Low2Box	45 23%	36 23%	10 21%	9 30% E	5 30% E	1 7%	16 23%	12 22%	3 17%	12 18%	16 26%	17 25%	25 39% MN	8 18%	12 13%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	22 11%	20 13%	3 6%	4 13%	2 10%	1 7%	9 13%	5 10%	2 10%	13 18% J	2 3%	8 12%	8 12%	2 5%	12 14%
4	67 33%	50 32%	17 37%	7 23%	8 43%	6 47%	24 35%	16 30%	5 33%	23 33%	16 26%	27 41%	22 35%	19 42%	25 28%
3	69 34%	54 35%	15 32%	11 37%	5 30%	3 20%	21 30%	23 42%	6 40%	25 35%	26 43%	18 26%	15 24%	18 40%	35 39%
2	37 19%	28 18%	9 19%	6 20%	3 17%	3 23%	16 23%	7 13%	3 17%	10 14%	15 24%	12 18%	17 26%	5 12%	15 17%
1 Needs no improvement	5 3%	2 2%	3 6%	2 7%	0 -	0 3%	0 -	3 5%	0 -	0 1%	2 4%	2 3%	2 4%	0 -	3 3%
Mean	3.3	3.4	3.2	3.2	3.5	3.3	3.4	3.3	3.4	3.5 J	3.0	3.4 J	3.3	3.4	3.3
Std.Dev	0.98	0.97	1.01	1.12	0.91	1.04	0.97	0.98	0.90	0.97	0.88	1.02	1.09	0.77	1.01
Std.Err	0.07	0.08	0.15	0.20	0.17	0.19	0.15	0.16	0.17	0.11	0.11	0.13	0.13	0.12	0.11
Top2Box	89 44%	69 45%	20 43%	11 37%	10 53%	7 53%	33 48%	21 40%	7 43%	36 50% J	18 29%	35 53% J	30 47%	22 48%	37 42%
Low2Box	42 21%	31 20%	11 25%	8 27%	3 17%	4 27%	16 23%	9 17%	3 17%	11 15%	17 28%	14 21%	19 30% M	5 12%	18 20%

Current antidepressants needs to improve on: Improved tolerability.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	34 17%	29 19%	5 12%	6 20%	2 13%	2 17%	7 10%	15 28% F	2 13%	18 26% J	4 6%	12 18%	6 9%	11 24%	18 20%
4	75 37%	61 39%	14 31%	7 23%	5 27%	6 40%	36 53% CDG	16 30%	5 33%	23 32%	30 49%	22 33%	24 37%	13 28%	38 43%
3	55 28%	38 25%	17 37%	10 33%	8 47% EF	2 13%	16 23%	16 30%	4 23%	23 32% J	10 15%	23 34% J	17 26%	14 30%	24 27%
2	33 17%	24 16%	9 20%	7 23%	2 13%	4 30% G	10 15%	5 10%	4 27%	7 10%	18 29% IK	8 13%	18 27% N	8 18%	8 8%
1 Needs no improvement	2 1%	2 1%	0 -	0 -	0 -	0 -	0 -	1 2%	1 3%	0 -	1 1%	1 2%	0 -	0 -	2 2%
Mean	3.5	3.6	3.4	3.4	3.4	3.4	3.6	3.7	3.3	3.7 J	3.3	3.5	3.3	3.6	3.7 L
Std.Dev	0.99	1.01	0.94	1.07	0.91	1.13	0.87	1.06	1.13	0.96	0.99	1.00	0.97	1.05	0.96
Std.Err	0.07	0.08	0.14	0.20	0.17	0.21	0.14	0.17	0.21	0.11	0.13	0.12	0.12	0.16	0.10
Top2Box	109 55%	90 58%	20 43%	13 43%	7 40%	8 57%	43 63%	31 58%	7 47%	41 58%	34 55%	35 52%	30 46%	23 52%	56 62%
Low2Box	35 18%	26 17%	9 20%	7 23%	2 13%	4 30%	10 15%	7 13%	5 30%	7 10%	18 30% I	10 14%	18 27% N	8 18%	10 11%

Current antidepressants needs to improve on: Faster onset of symptom relief.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	73 36%	52 34%	20 45%	10 33%	4 20%	5 37%	24 35%	24 45% D	6 37%	30 42%	21 33%	22 33%	27 43%	17 38%	28 31%
4	76 38%	59 38%	18 38%	13 43%	9 50%	4 27%	28 40%	19 35%	4 27%	28 40%	24 38%	24 36%	17 27%	18 41%	40 44% L
3	34 17%	29 19%	5 10%	4 13%	4 23%	3 20%	10 15%	9 17%	3 20%	8 12%	11 18%	15 22%	12 18%	8 17%	14 16%
2	11 5%	8 5%	3 5%	2 7%	1 3%	2 13% G	3 5%	1 2%	2 10%	2 3%	4 7%	4 7%	4 7%	2 4%	5 5%
1 Needs no improvement	6 3%	6 4%	1 1%	1 3%	1 3%	0 -	3 5%	0 -	1 7% G	2 3%	2 3%	2 3%	3 5%	0 -	3 3%
Dk	0 0	0 0	0 -	0 -	0 -	0 3%	0 -	0 -	0 -	0 -	0 -	0 1%	0 1%	0 -	0 -
Mean	4.0	3.9	4.2	4.0	3.8	3.9	4.0	4.2 DH	3.8	4.2	3.9	3.9	4.0	4.1	4.0
Std.Dev	1.02	1.04	0.92	1.03	0.94	1.10	1.08	0.83	1.27	0.96	1.05	1.03	1.17	0.84	0.99
Std.Err	0.07	0.08	0.13	0.19	0.17	0.20	0.17	0.13	0.23	0.11	0.13	0.13	0.14	0.13	0.10
Top2Box	149 74%	111 72%	38 83%	23 77%	12 70%	9 63%	52 75%	43 80%	10 63%	58 82%	44 72%	46 68%	45 69%	35 79%	68 76%
Low2Box	17 8%	14 9%	3 7%	3 10%	1 7%	2 13% G	7 10%	1 2%	3 17% G	4 6%	7 11%	6 9%	8 12%	2 4%	7 8%

Current antidepressants needs to improve on: Positive effect on sleep.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N

* small base

		GENDER		REGION						PRODUCT ADOPTION			PRESCRIBING VOLUME		
	Total	Male	Fem	BC	AB	Sk/ MB	ON	PQ	Atl.	Early	Mid	Late	Low	Med	High
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Weighted	200	154	46*	30*	18*	14*	69*	53*	16*	71*	62*	67*	65*	45*	90*
Unweighted	200	153	47	30	30	30	40	40	30	72	61	67	66	44	89
5 Need to Improve	22 11%	18 12%	4 8%	3 10%	2 13%	3 20%	7 10%	4 7%	3 20%	8 11%	5 8%	10 14%	6 9%	5 12%	11 12%
4	75 38%	60 39%	15 34%	14 47% H	6 33%	4 30%	28 40% H	21 40% H	2 13%	31 44%	25 40%	19 28%	24 37%	15 33%	36 40%
3	71 35%	50 33%	21 45%	6 20%	7 37%	5 37%	26 38%	20 37%	7 47% C	24 33%	20 32%	27 41%	22 35%	18 40%	31 34%
2	27 14%	22 14%	5 12%	6 20%	3 17%	1 7%	7 10%	8 15%	3 17%	6 9%	12 19%	9 14%	10 16%	5 12%	12 13%
1 Needs no improvement	4 2%	3 2%	0 1%	1 3%	0 -	0 3%	2 3%	0 -	1 3%	2 2%	1 1%	1 2%	2 3%	2 4%	0 -
Dk	0 0	0 0	0 -	0 -	0 -	0 3%	0 -	0 -	0 -	0 -	0 -	0 1%	0 1%	0 -	0 -
Mean	3.4	3.4	3.4	3.4	3.4	3.6	3.5	3.4	3.3	3.5	3.3	3.4	3.3	3.4	3.5
Std.Dev	0.93	0.95	0.84	1.04	0.95	1.04	0.90	0.84	1.10	0.90	0.91	0.97	0.96	0.98	0.88
Std.Err	0.07	0.08	0.12	0.19	0.17	0.19	0.14	0.13	0.20	0.11	0.12	0.12	0.12	0.15	0.09
Top2Box	97 49%	78 51%	19 42%	17 57%	8 47%	7 50%	35 50%	25 47%	5 33%	39 55%	30 48%	29 43%	30 46%	20 44%	47 53%
Low2Box	31 16%	25 16%	6 13%	7 23%	3 17%	1 10%	9 13%	8 15%	3 20%	8 12%	12 20%	11 16%	12 19%	7 16%	12 13%