

## Detailed Tables

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I feel that advertising about prescription drugs/medications directly to Canadian consumers should be allowed ?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Strongly agree	267 27%	33 25%	22 23%	13 19%	104 27%	72 29%	23 29%	65 22%	111 28%	86 29% G	115 24%	152 29% J
Somewhat agree	346 35%	50 38%	37 38%	24 35%	133 35%	71 29%	32 41% E	112 38% I	141 36%	88 30%	174 36%	172 33%
Somewhat disagree	154 15%	19 15%	18 19%	14 21%	53 14%	41 17%	9 12%	58 20% H	54 14%	40 14%	72 15%	83 16%
Strongly disagree	228 23%	30 22%	20 20%	17 25%	90 24%	58 23%	14 18%	59 20%	90 23%	77 26%	119 25%	109 21%
Don't know/Refused	4 0	0 -	0 -	0 -	0 -	4 2% D	0 -	0 -	2 0	3 1%	4 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	613 61%	83 63%	59 61%	36 54%	237 62%	144 58%	54 70% CE	176 60%	253 63%	174 59%	289 60%	324 63%
Disagree (Low2Box)	382 38%	49 37%	38 39%	31 46% F	142 38%	99 40%	23 30%	117 40%	143 36%	117 40%	190 39%	192 37%

## Detailed Tables

**Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I feel that advertising about prescription drugs/medications directly to Canadian consumers should be allowed ?**

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Strongly agree	267 27%	203 25%	64 33%	33 36%	73 33%	87 25%	73 22%	73 34%	84 26%	84 23%
Somewhat agree	346 35%	276 34%	70 36%	35 39%	70 31%	134 38%	104 32%	66 31%	110 33%	143 39%
Somewhat disagree	154 15%	123 15%	31 16%	8 8%	29 13%	55 16%	62 19%	35 17%	52 16%	54 15%
Strongly disagree	228 23%	197 24%	31 16%	16 17%	49 22%	74 21%	89 27%	39 18%	80 24%	85 23%
Don't know/Refused	4 0	4 1%	0 -	0 -	2 1%	1 0	1 0	0 -	2 1%	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	613 61%	479 60%	135 68%	68 75%	143 64%	221 63%	178 54%	139 65%	194 59%	227 62%
Disagree (Low2Box)	382 38%	320 40%	62 32%	23 25%	78 35%	128 37%	151 46%	75 35%	133 40%	139 38%

## Detailed Tables

To the best of your knowledge, can prescription medications be advertised directly to the Canadian public at present: 1) Can Non-prescription medication be advertised directly to the public ?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Yes	816 82%	111 84%	88 91%	59 88%	320 85%	175 71%	62 80%	248 85%	328 82%	230 78%	396 82%	420 81%
No	167 17%	17 13%	7 7%	7 11%	51 14%	70 28%	15 19%	43 15%	63 16%	58 20%	78 16%	89 17%
Don't know/Refused	17 2%	4 3%	2 2%	1 2%	7 2%	2 1%	1 1%	3 1%	7 2%	6 2%	9 2%	8 2%

To the best of your knowledge, can prescription medications be advertised directly to the Canadian public at present: 1) Can Non-prescription medication be advertised directly to the public ?

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Yes	816 82%	667 83%	149 76%	65 71%	177 79%	295 84%	276 84%	167 78%	265 81%	318 86%
No	167 17%	123 15%	44 22%	24 27%	43 19%	52 15%	47 14%	41 19%	61 18%	45 12%
Don't know/Refused	17 2%	13 2%	4 2%	2 2%	3 1%	4 1%	7 2%	5 2%	3 1%	5 1%

## Detailed Tables

To the best of your knowledge, can prescription medications be advertised directly to the Canadian public at present: 1) Can Herbal medications be advertised directly to the public ?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Yes	723 72%	93 70%	66 68%	45 66%	284 75%	173 70%	63 81% C	221 75%	288 72%	206 70%	352 73%	371 72%
No	235 23%	31 24%	24 25%	17 26%	79 21%	70 29%	13 17% DF	62 21%	93 23%	75 26%	110 23%	124 24%
Don't know/Refused	42 4%	8 6% E	7 7% E	6 9% E	17 4% E	3 1%	2 2%	11 4%	17 4%	13 4%	21 4%	22 4%

To the best of your knowledge, can prescription medications be advertised directly to the Canadian public at present: 1) Can Herbal medications be advertised directly to the public ?

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Yes	723 72%	577 72%	146 74%	61 66%	162 72%	259 74%	240 73%	156 73%	235 72%	282 76%
No	235 23%	189 24%	46 23%	27 29%	48 22%	84 24%	74 22%	50 23%	85 26% I	69 19%
Don't know/Refused	42 4%	37 5%	5 3%	4 4%	13 6% E	8 2%	16 5%	7 3%	8 3%	18 5%

## Detailed Tables

To the best of your knowledge, can prescription medications be advertised directly to the Canadian public at present: 1) Can Prescription medication be advertised directly to the public ?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Yes	567 57%	77 58%	61 63% E	35 52%	222 58% E	122 49%	51 66% CE	176 60%	217 55%	165 56%	270 56%	298 58%
No	401 40%	49 37%	32 33%	26 39%	147 39%	123 50% ABDF	24 31%	110 38%	164 41%	121 41%	193 40%	208 40%
Don't know/Refused	32 3%	6 5% E	3 4%	7 10% DE	11 3%	2 1%	3 3%	8 3%	16 4%	8 3%	21 4%	12 2%

To the best of your knowledge, can prescription medications be advertised directly to the Canadian public at present: 1) Can Prescription medication be advertised directly to the public ?

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Yes	567 57%	454 57%	113 58%	57 63% F	137 61% F	206 59% F	163 49%	140 65% HI	179 55%	198 54%
No	401 40%	322 40%	78 40%	32 35%	76 34%	136 39%	154 47% DE	69 32%	138 42% G	157 43% G
Don't know/Refused	32 3%	27 3%	5 3%	2 2%	9 4%	9 2%	12 4%	5 2%	11 3%	13 4%

## Detailed Tables

*Would you say that you personally know more than enough, enough, not quite enough or not nearly enough about prevention and treatment issues and prescription medications to effectively manage your personal or your family's health ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than enough	159	15	12	10	67	49	7	43	63	48	74	85
	16%	11%	12%	14%	18%	20%	9%	15%	16%	16%	15%	16%
Enough	548	75	56	39	205	124	49	161	208	171	260	288
	55%	56%	58%	57%	54%	50%	64%	55%	52%	58%	54%	56%
Not quite enough	173	28	20	14	66	32	13	54	75	41	91	82
	17%	21%	21%	21%	17%	13%	17%	18%	19%	14%	19%	16%
Not nearly enough	111	13	8	6	38	39	7	33	52	25	53	57
	11%	10%	8%	8%	10%	16%	9%	11%	13%	9%	11%	11%
Don't know/Refused	10	2	1	0	3	3	1	2	0	8	6	4
	1%	2%	1%	-	1%	1%	1%	1%	-	3% GH	1%	1%
TOPBOX & LOWBOX SUMMARY												
Enough (Top2Box)												
	706 71%	90 68%	68 70%	48 71%	271 72%	173 70%	57 73%	205 70%	271 68%	219 75%	334 69%	373 72%
Not enough (Low2Box)												
	284 28%	40 30%	28 29%	20 29%	104 28%	71 29%	20 26%	87 30%	127 32% I	66 23%	144 30%	139 27%

## Detailed Tables

*Would you say that you personally know more than enough, enough, not quite enough or not nearly enough about prevention and treatment issues and prescription medications to effectively manage your personal or your family's health ?*

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
More than enough	159 16%	131 16%	28 14%	12 14%	30 13%	51 15%	64 19%	34 16%	39 12%	69 19% H
Enough	548 55%	442 55%	105 54%	43 47%	118 53%	204 58%	180 54%	104 49%	196 60% G	201 54%
Not quite enough	173 17%	136 17%	37 19%	17 18%	45 20%	58 17%	53 16%	41 19%	57 17%	60 16%
Not nearly enough	111 11%	85 11%	26 13%	19 20% EF	28 13%	36 10%	28 9%	34 16% I	34 10%	35 9%
Don't know/Refused	10 1%	9 1%	1 0	1 1%	2 1%	2 0	5 2%	1 0	2 1%	4 1%
TOPBOX & LOWBOX SUMMARY										
Enough (Top2Box)	706 71%	574 71%	133 68%	55 60%	148 66%	256 73% C	243 74% C	138 65%	235 71%	270 73% G
Not enough (Low2Box)	284 28%	220 27%	63 32%	35 38% EF	73 33% F	94 27%	81 25%	75 35% I	92 28%	94 26%

## Detailed Tables

**What sources do you rely on for information specifically about prescription medications and drugs ?**

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Doctor	643 64%	93 71% D	70 72% D	40 59%	229 60%	159 64%	52 68%	195 66%	240 60%	197 67%	305 63%	339 66%
Pharmacist	553 55%	50 38%	66 68% ACD	32 48%	191 50%	162 65% ACD	52 67% ACD	135 46%	234 59% G	177 60% G	221 46%	333 64% J
Internet	281 28%	50 38% E	27 28% E	22 32% E	119 31% E	41 16%	23 29% E	93 32% I	123 31% I	63 22%	136 28%	145 28%
Books/library	128 13%	19 15% F	11 12%	10 15% F	59 16% EF	24 10%	4 6%	28 9%	55 14%	46 16% G	59 12%	69 13%
Magazines	96 10%	11 8%	15 15% F	7 10%	36 9%	23 9%	5 6%	20 7%	39 10%	36 12% G	38 8%	59 11%
Newspaper	57 6%	5 4%	4 5%	3 5%	24 6%	15 6%	5 6%	13 4%	22 6%	21 7%	30 6%	26 5%
Television	65 6%	11 8% B	1 1%	4 6% B	29 8% B	18 7% B	2 3%	17 6%	23 6%	25 8%	31 6%	34 7%
Friends/family	79 8%	13 10%	3 3%	9 14% BEF	38 10% BE	12 5%	3 4%	42 14% HI	23 6%	12 4%	40 8%	39 7%
Call toll free/1-800 number	6 1%	1 1%	0 -	0 -	3 1%	2 1%	0 -	4 1%	1 0	1 0	2 0	4 1%
Other	176 18%	31 23% B	9 9%	11 16%	63 17%	48 19% B	15 20% B	57 20%	67 17%	47 16%	85 18%	90 17%
None/No others	13 1%	1 1%	1 1%	2 4%	5 1%	4 2%	0 -	2 1%	7 2%	3 1%	8 2%	5 1%
Don't know/Refused	5 1%	0 -	0 -	0 -	4 1%	1 1%	0 -	2 1%	2 1%	1 0	4 1%	1 0



## Detailed Tables

**What sources do you rely on for information specifically about prescription medications and drugs ?**

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Doctor	643 64%	515 64%	129 65%	65 72%	146 66%	227 65%	201 61%	143 67%	216 66%	220 60%
Pharmacist	553 55%	428 53%	125 64% A	60 66% F	134 60% F	198 57% F	159 48%	127 60% I	188 57%	186 51%
Internet	281 28%	236 29%	45 23%	6 7%	48 22% C	107 31% CD	118 36% CD	33 15%	91 28% G	133 36% GH
Books/library	128 13%	105 13%	23 12%	3 3%	26 12% C	43 12% C	56 17% C	22 10%	42 13%	49 13%
Magazines	96 10%	79 10%	18 9%	5 6%	19 9%	32 9%	40 12%	17 8%	32 10%	37 10%
Newspaper	57 6%	50 6%	7 3%	3 3%	9 4%	23 7%	21 6%	5 2%	17 5%	25 7% G
Television	65 6%	53 7%	12 6%	5 5%	13 6%	24 7%	23 7%	19 9%	20 6%	20 5%
Friends/family	79 8%	64 8%	15 8%	3 3%	20 9%	26 7%	30 9%	13 6%	22 7%	37 10%
Call toll free/1-800 number	6 1%	3 0	3 2%	3 3% DEF	0 -	2 1%	1 0	2 1%	2 1%	2 1%
Other	176 18%	142 18%	34 17%	8 9%	36 16%	66 19% C	66 20% C	36 17%	58 18%	70 19%
None/No others	13 1%	10 1%	3 2%	2 2%	5 2%	4 1%	3 1%	4 2%	4 1%	4 1%
Don't know/Refused	5 1%	5 1%	0 -	0 -	2 1%	3 1%	0 -	0 -	4 1%	1 0

## Detailed Tables

**Have you ever gone to your doctor and asked him or her to prescribe a specific drug that you saw advertised in print or broadcast ?**

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Yes	157 16%	26 20%	19 20%	10 15%	57 15%	34 14%	10 12%	40 14%	64 16%	49 17%	65 14%	91 18%
No	843 84%	106 80%	77 80%	58 85%	322 85%	213 86%	68 88%	253 86%	333 84%	245 83%	418 86%	425 82%

**Have you ever gone to your doctor and asked him or her to prescribe a specific drug that you saw advertised in print or broadcast ?**

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Yes	157 16%	128 16%	29 15%	16 17%	32 14%	60 17%	50 15%	34 16%	54 17%	58 16%
No	843 84%	676 84%	168 85%	76 83%	191 86%	291 83%	280 85%	180 84%	274 83%	311 84%

## Detailed Tables

I'd like you to tell me which of the following statements is closest to your own point of view. Allowing direct advertising of prescription medication to Canadians ...

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Will cause people to ask their doctors for more and expensive medications, which will result in increased costs to the healthcare system	244	29	25	17	97	63	13	72	95	73	128	116
	24%	22%	26%	25%	26%	25%	16%	25%	24%	25%	26%	23%
Will NOT increase healthcare costs because ultimately it is the doctor who decides whether or not a prescribed medication is necessary for a patient	478	63	40	35	180	115	45	141	192	138	208	270
	48%	48%	41%	51%	48%	47%	58% B	48%	48%	47%	43%	52% J
Will result in patients being more aware of their own ailments and medication needs, which may increase costs to the healthcare system in the short term, but it is worth it as it may improve the health of Canadians and decrease healthcare costs in the longer term.	253	36	27	14	94	65	17	76	102	70	133	119
	25%	27%	28%	21%	25%	26%	21%	26%	26%	24%	28%	23%
Don't know/Refused	25	4	5	2	7	4	3	4	8	13	15	11
	3%	3%	5%	3%	2%	2%	4%	1%	2%	4% G	3%	2%

## Detailed Tables

I'd like you to tell me which of the following statements is closest to your own point of view. Allowing direct advertising of prescription medication to Canadians ...

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Will cause people to ask their doctors for more and expensive medications, which will result in increased costs to the healthcare system	244	200	44	18	41	85	98	39	83	96
	24%	25%	22%	20%	18%	24%	30% D	18%	25%	26% G
Will NOT increase healthcare costs because ultimately it is the doctor who decides whether or not a prescribed medication is necessary for a patient	478	373	105	39	125	174	136	109	157	169
	48%	46%	53%	43%	56% CF	50% F	41%	51%	48%	46%
Will result in patients being more aware of their own ailments and medication needs, which may increase costs to the healthcare system in the short term, but it is worth it as it may improve the health of Canadians and decrease healthcare costs in the longer term.	253	210	43	33	49	83	87	62	84	91
	25%	26%	22%	36% DE	22%	24%	26%	29%	25%	25%
Don't know/Refused	25 3%	20 2%	5 3%	1 1%	7 3%	8 2%	8 3%	4 2%	4 1%	12 3%

## Detailed Tables

*As far as you know, does the federal government currently limit in any way HOW prescription drugs or medications can be advertised directly to Canadian consumers ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Yes	478 48%	59 45%	42 44%	31 46%	199 53%	110 45%	36 47%	148 51%	205 52%	115 39%	243 50%	236 46%
No	324 32%	39 30%	32 33%	21 31%	104 28%	102 41%	26 33%	102 35%	109 27%	111 38%	154 32%	170 33%
Don't know/Refused	197 20%	34 26%	22 23%	16 24%	75 20%	34 14%	15 20%	43 15%	83 21%	68 23%	87 18%	111 21%
		E	E	E					G	G		

*As far as you know, does the federal government currently limit in any way HOW prescription drugs or medications can be advertised directly to Canadian consumers ?*

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Yes	478 48%	385 48%	94 48%	32 35%	101 46%	162 46%	181 55%	97 45%	158 48%	181 49%
No	324 32%	259 32%	65 33%	45 49%	79 35%	113 32%	87 26%	81 38%	102 31%	116 31%
Don't know/Refused	197 20%	160 20%	38 19%	15 16%	43 19%	75 21%	62 19%	36 17%	69 21%	72 19%

## Detailed Tables

*In fact, the federal government does regulate how prescription medications and drugs can be advertised directly to consumers. An ad can name a condition or illness but can not mention the name of any prescription medication OR the ad can mention the name of a prescription medication but can not name a specific condition or illness that it treats. What is your overall reaction to the current regulations ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Very favourable	47 5%	5 4%	4 5%	5 7%	16 4%	15 6%	2 3%	12 4%	22 5%	13 4%	28 6%	20 4%
Favourable	527 53%	67 51%	54 56%	38 56%	198 52%	124 50%	46 59%	180 61% HI	199 50%	138 47%	262 54%	265 51%
Unfavourable	302 30%	45 34%	26 27%	19 28%	121 32%	73 29%	18 24%	83 28%	122 31%	97 33%	133 28%	169 33%
Very unfavourable	84 8%	11 9%	9 9%	3 5%	29 8%	25 10%	7 9%	16 5%	40 10% G	28 10%	41 8%	43 8%
Don't care/Neutral	20 2%	2 1%	1 1%	3 4%	6 2%	5 2%	3 4%	2 1%	5 1%	11 4% GH	12 2%	8 2%
Don't know/Refused	19 2%	2 2%	3 3%	0 -	8 2%	5 2%	1 1%	1 0	10 3% G	6 2%	8 2%	11 2%
TOPBOX & LOWBOX SUMMARY												
Favourable	574 57%	72 55%	58 60%	42 62%	215 57%	139 56%	48 62%	192 65% HI	221 56%	151 51%	289 60%	285 55%
Unfavourable	386 39%	56 42%	35 36%	23 33%	150 40%	98 40%	25 32%	99 34%	162 41%	126 43% G	174 36%	212 41%

## Detailed Tables

**In fact, the federal government does regulate how prescription medications and drugs can be advertised directly to consumers. An ad can name a condition or illness but can not mention the name of any prescription medication OR the ad can mention the name of a prescription medication but can not name a specific condition or illness that it treats. What is your overall reaction to the current regulations ?**

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Very favourable	47 5%	42 5%	5 3%	6 7%	10 4%	17 5%	14 4%	12 5%	16 5%	15 4%
Favourable	527 53%	421 52%	106 54%	52 57%	118 53%	182 52%	173 52%	112 52%	179 55%	198 54%
Unfavourable	302 30%	233 29%	70 35%	22 24%	63 28%	108 31%	110 33%	67 32%	100 30%	107 29%
Very unfavourable	84 8%	71 9%	13 7%	8 9%	25 11% F	31 9%	20 6%	20 9%	17 5%	37 10% H
Don't care/Neutral	20 2%	20 3% B	0 -	2 2%	5 2%	4 1%	8 2%	2 1%	11 3% G	6 2%
Don't know/Refused	19 2%	16 2%	3 1%	2 2%	2 1%	9 2%	5 1%	1 0	4 1%	5 1%
TOPBOX & LOWBOX SUMMARY										
Favourable	574 57%	463 58%	112 57%	58 64%	128 57%	199 57%	187 57%	124 58%	196 60%	213 58%
Unfavourable	386 39%	304 38%	83 42%	29 32%	88 39%	140 40%	130 39%	87 41%	117 36%	144 39%

## Detailed Tables

If the advertising were required to: Describe major side effects. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

Base: All Respondents												
Unweighted Base Weighted Base  Strongly agree  Somewhat agree  Somewhat disagree  Strongly disagree  Don't know/Refused	1056	133	100	100	385	238	100	310	457	271	492	564
	1000	132	97*	68*	379	247	77*	293	398	294	483	517
	681 68%	88 66%	66 68%	38 56%	267 70%	167 68%	55 71%	197 67%	282 71%	194 66%	309 64%	373 72%
	207 21%	31 23%	19 20%	20 30%	69 18%	52 21%	16 21%	70 24%	72 18%	63 21%	114 24%	93 18%
	50 5%	8 6%	3 3%	5 7%	18 5%	13 5%	3 4%	16 5%	16 4%	18 6%	27 6%	23 4%
	59 6%	6 4%	8 8%	4 6%	24 6%	14 6%	3 4%	11 4%	27 7%	18 6%	32 7%	26 5%
	2 0	0 -	1 1%	1 1%	1 0	0 -	0 -	0 -	1 0	1 0	1 0	2 0
	TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	889 89%	118 90%	85 88%	59 86%	336 89%	220 89%	71 92%	267 91%	354 89%	257 87%	423 88%	466 90%
Disagree (Low2Box)	109 11%	14 10%	11 11%	9 13%	42 11%	27 11%	6 8%	26 9%	43 11%	36 12%	59 12%	49 10%



## Detailed Tables

If the advertising were required to: Describe major side effects. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Strongly agree	681 68%	541 67%	140 71%	71 78% F	162 73% F	252 72% F	193 59%	152 71%	229 70%	240 65%
Somewhat agree	207 21%	165 21%	42 22%	16 18%	45 20%	70 20%	77 23%	41 19%	68 21%	82 22%
Somewhat disagree	50 5%	46 6% B	5 2%	2 2%	6 3%	16 5%	26 8% D	9 4%	18 5%	20 5%
Strongly disagree	59 6%	50 6%	9 5%	2 2%	10 4%	13 4%	33 10% CDE	12 5%	15 5%	25 7%
Don't know/Refused	2 0	2 0	1 0	0 -	1 0	0 -	2 0	0 -	0 -	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	889 89%	706 88%	183 93% A	87 96% F	206 93% F	322 92% F	270 82%	193 90%	296 90%	321 87%
Disagree (Low2Box)	109 11%	95 12% B	14 7%	4 4%	16 7%	29 8%	59 18% CDE	21 10%	32 10%	45 12%

## Detailed Tables

If the advertising were required to: Include a [consult your physician] tag line. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Strongly agree	545 55%	71 54%	53 55%	28 42%	198 52%	156 63% CDF	39 50%	148 50%	220 55%	171 58%	257 53%	289 56%
Somewhat agree	323 32%	47 35%	29 30%	30 45% BDE	122 32%	65 26%	30 39% E	116 39% HI	127 32%	77 26%	157 33%	166 32%
Somewhat disagree	63 6%	7 5%	5 5%	5 7%	28 7%	14 6%	5 6%	18 6%	24 6%	20 7%	34 7%	29 6%
Strongly disagree	53 5%	6 4%	8 8%	4 5%	22 6%	10 4%	3 3%	10 3%	22 6%	18 6%	30 6%	23 4%
Don't know/Refused	15 2%	1 1%	2 2%	1 1%	9 2% E	1 0	1 2%	2 1%	4 1%	8 3%	5 1%	10 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)												
	869 87%	118 89%	82 84%	59 87%	320 84%	221 90%	69 89%	263 90%	347 87%	249 85%	414 86%	455 88%
Disagree (Low2Box)	116 12%	13 10%	13 13%	8 12%	50 13%	25 10%	7 9%	28 10%	47 12%	37 13%	64 13%	52 10%

## Detailed Tables

If the advertising were required to: Include a [consult your physician] tag line. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Strongly agree	545 55%	434 54%	111 57%	60 66% F	133 60% F	192 55%	158 48%	123 58%	179 55%	191 52%
Somewhat agree	323 32%	260 32%	63 32%	22 25%	68 30%	121 35%	112 34%	63 30%	114 35%	124 34%
Somewhat disagree	63 6%	52 7%	11 6%	4 4%	11 5%	21 6%	26 8%	12 5%	22 7%	25 7%
Strongly disagree	53 5%	45 6%	8 4%	5 5%	7 3%	11 3%	28 9% DE	12 6%	13 4%	22 6%
Don't know/Refused	15 2%	11 1%	4 2%	0 -	4 2%	6 2%	5 2%	3 1% H	0 -	7 2% H
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	869 87%	695 86%	174 89%	83 90%	201 90% F	313 89% F	269 82%	187 87%	293 89%	314 85%
Disagree (Low2Box)	116 12%	97 12%	19 9%	9 10%	18 8%	32 9%	55 17% DE	24 11%	35 11%	47 13%

## Detailed Tables

If the advertising were required to: Describe for whom the product is appropriate and inappropriate. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Strongly agree	544 54%	71 54%	58 60% C	29 43%	199 53%	138 56% C	48 62% C	157 54%	219 55%	160 54%	249 52%	295 57%
Somewhat agree	319 32%	44 33%	25 26%	28 41% BE	127 33%	70 28%	24 32%	108 37% I	131 33%	77 26%	159 33%	160 31%
Somewhat disagree	58 6%	10 7% B	2 2%	7 10% BD	19 5%	18 7% B	3 3%	15 5%	16 4%	26 9% H	36 7% K	21 4%
Strongly disagree	75 7%	7 5%	11 11% F	3 4%	32 8%	20 8%	2 3%	14 5%	30 7%	29 10% G	36 7%	39 8%
Don't know/Refused	5 0	0 -	1 1%	1 2%	2 1%	1 0	0 -	0 -	1 0	2 1%	3 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	863 86%	116 87%	83 86%	57 84%	326 86%	208 84%	72 94% CDE	265 90% I	350 88% I	237 81%	409 85%	454 88%
Disagree (Low2Box)	132 13%	17 13%	12 13%	10 14%	51 13%	38 15% F	5 6%	29 10%	46 12%	55 19% GH	72 15%	60 12%

## Detailed Tables

If the advertising were required to: Describe for whom the product is appropriate and inappropriate. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Strongly agree	544 54%	419 52%	125 63% A	60 65% F	121 54%	205 58% F	156 47%	127 59%	173 53%	198 54%
Somewhat agree	319 32%	263 33%	56 28%	20 22%	79 35% C	111 32%	108 33% C	60 28%	117 36%	116 32%
Somewhat disagree	58 6%	51 6%	7 4%	4 5%	9 4%	16 5%	28 8% E	12 6%	18 5%	22 6%
Strongly disagree	75 7%	68 8% B	7 4%	6 7%	13 6%	19 5%	36 11% DE	15 7%	21 6%	31 8%
Don't know/Refused	5 0	3 0	2 1%	1 1% E	1 1%	0 -	2 0	0 -	0 -	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	863 86%	682 85%	181 92% A	80 87%	199 89% F	316 90% F	264 80%	187 88%	290 88%	314 85%
Disagree (Low2Box)	132 13%	118 15% B	14 7%	11 12%	22 10%	35 10%	64 19% DE	27 12%	38 12%	53 14%

## Detailed Tables

If the advertising were required to: Provide sources for further third party, unbiased information. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Strongly agree	428 43%	59 44%	43 44%	21 31%	165 44%	111 45%	30 38%	114 39%	194 49%	114 39%	196 41%	232 45%
Somewhat agree	405 41%	49 37%	37 38%	31 45%	151 40%	101 41%	36 47%	135 46%	147 37%	121 41%	199 41%	206 40%
Somewhat disagree	80 8%	17 13%	8 8%	9 13%	23 6%	17 7%	7 9%	23 8%	27 7%	28 10%	43 9%	37 7%
Strongly disagree	76 8%	5 4%	8 8%	5 7%	37 10%	17 7%	5 6%	21 7%	26 7%	26 9%	41 8%	35 7%
Don't know/Refused	10 1%	2 2%	1 1%	2 3%	4 1%	2 1%	0 -	1 0	4 1%	4 2%	4 1%	6 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	833 83%	108 82%	80 82%	52 77%	316 83%	211 86%	66 85%	248 85%	341 86%	235 80%	395 82%	438 85%
Disagree (Low2Box)	156 16%	22 16%	16 17%	14 20%	60 16%	34 14%	11 15%	44 15%	53 13%	54 18%	84 17%	72 14%

## Detailed Tables

If the advertising were required to: Provide sources for further third party, unbiased information. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Strongly agree	428 43%	344 43%	85 43%	34 37%	92 41%	164 47%	137 41%	94 44%	130 40%	162 44%
Somewhat agree	405 41%	318 40%	87 44%	40 44%	96 43%	134 38%	133 40%	77 36%	145 44%	154 42%
Somewhat disagree	80 8%	65 8%	15 8%	5 5%	18 8%	27 8%	30 9%	19 9%	30 9%	26 7%
Strongly disagree	76 8%	67 8%	9 5%	11 12%	13 6%	23 7%	28 9%	21 10%	21 6%	25 7%
Don't know/Refused	10 1%	9 1%	1 1%	2 2%	4 2%	3 1%	2 0	3 1%	2 1%	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	833 83%	662 82%	172 87%	74 81%	188 84%	298 85%	270 82%	171 80%	275 84%	316 86%
Disagree (Low2Box)	156 16%	133 17%	24 12%	15 17%	32 14%	50 14%	58 18%	40 19%	51 16%	50 14%

## Detailed Tables

If the advertising were required to: Be prescreened and approved by an independent regulatory authority appointed by the government. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Strongly agree	448 45%	50 38%	39 41%	25 37%	170 45%	125 51% AC	38 50%	130 44%	184 46%	127 43%	220 46%	228 44%
Somewhat agree	378 38%	61 46% DE	37 38%	30 44%	136 36%	82 33%	32 42%	125 43% I	148 37%	101 34%	176 36%	202 39%
Somewhat disagree	71 7%	9 7%	7 7%	7 11% F	28 7%	17 7%	2 3%	18 6%	30 8%	22 7%	34 7%	37 7%
Strongly disagree	96 10%	9 7%	12 13%	5 8%	43 11%	22 9%	4 6%	19 7%	35 9%	41 14% GH	51 11%	45 9%
Don't know/Refused	7 1%	2 2%	1 1%	1 1%	2 0	1 0	0 -	1 0	1 0	3 1%	2 0	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)												
	826 83%	111 84%	76 79%	55 80%	306 81%	207 84%	71 91% BCD	255 87% I	332 83%	229 78%	396 82%	430 83%
Disagree (Low2Box)	167 17%	19 14%	19 20% F	13 19% F	71 19% F	39 16%	7 9%	37 13%	65 16%	62 21% G	85 18%	82 16%



## Detailed Tables

If the advertising were required to: Be prescreened and approved by an independent regulatory authority appointed by the government. Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: I feel that advertising about prescription drugs or medications directly to Canadian consumers should be allowed ?

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Strongly agree	448 45%	354 44%	94 48%	38 41%	86 38%	171 49% D	151 46%	93 44%	153 47%	170 46%
Somewhat agree	378 38%	302 38%	77 39%	35 38%	97 43% F	132 38%	114 35%	79 37%	126 38%	140 38%
Somewhat disagree	71 7%	62 8%	9 5%	5 6%	18 8%	22 6%	25 8%	18 9%	23 7%	20 5%
Strongly disagree	96 10%	80 10%	16 8%	14 15% E	18 8%	25 7%	39 12% E	23 11%	26 8%	37 10%
Don't know/Refused	7 1%	6 1%	1 0	0 -	4 2% E	0 -	2 0	0 -	0 -	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	826 83%	656 82%	170 87%	72 79%	182 82%	304 86% F	264 80%	172 81%	280 85%	310 84%
Disagree (Low2Box)	167 17%	142 18%	26 13%	19 21%	36 16%	47 14%	64 19% E	42 19%	49 15%	57 15%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Describe major side effects ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	414 41%	61 46%	40 42%	26 38%	173 46% EF	88 36%	26 34%	116 39%	160 40%	132 45%	168 35%	246 48% J
Very good idea	265 27%	34 25%	28 29%	18 27%	93 25%	72 29%	21 27%	89 30% I	115 29% I	59 20%	141 29%	124 24%
Good idea	249 25%	31 23%	24 24%	18 27%	89 24%	65 26%	23 29%	69 24%	97 24%	80 27%	135 28% K	114 22%
Only fair idea	36 4%	5 3%	2 2%	3 4%	13 3%	11 4%	4 5%	13 5%	9 2%	12 4%	19 4%	17 3%
Poor idea	25 2%	3 2%	2 2%	2 4%	9 2%	6 2%	3 4%	6 2%	9 2%	9 3%	16 3%	9 2%
Very poor idea	6 1%	0 -	1 1% D	0 -	0 -	4 2% D	0 -	0 -	4 1%	2 1%	2 0	3 1%
Don't know/Refused	5 1%	0 -	1 1%	0 -	2 1%	2 1%	1 1%	0 -	3 1%	0 -	3 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)	928 93%	125 94%	92 95%	63 92%	355 94%	225 91%	69 90%	274 93%	373 94%	271 92%	444 92%	485 94%
Poor (Low3Box)	67 7%	7 6%	4 4%	5 8%	22 6%	21 8%	7 9%	19 7%	23 6%	23 8%	37 8%	30 6%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Describe major side effects ?*

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	414 41%	336 42%	78 40%	42 45%	82 37%	157 45%	132 40%	89 42%	141 43%	152 41%
Very good idea	265 27%	208 26%	57 29%	18 20%	66 30%	90 26%	90 27%	55 26%	88 27%	104 28%
Good idea	249 25%	206 26%	43 22%	23 25%	63 28%	78 22%	83 25%	51 24%	88 27%	85 23%
Only fair idea	36 4%	28 3%	8 4%	4 5%	5 2%	14 4%	12 4%	12 6% H	6 2%	12 3%
Poor idea	25 2%	19 2%	6 3%	2 2%	4 2%	10 3%	9 3%	5 2%	4 1%	11 3%
Very poor idea	6 1%	3 0	2 1%	1 1%	2 1%	1 0	2 1%	2 1%	2 0	1 0
Don't know/Refused	5 1%	4 0	2 1%	1 1%	1 0	1 0	2 1%	0 -	0 -	4 1%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	928 93%	750 93%	178 91%	83 91%	211 95%	325 93%	305 93%	195 91%	317 96% GI	340 92%
Poor (Low3Box)	67 7%	50 6%	17 9%	7 8%	11 5%	25 7%	23 7%	19 9% H	12 4%	25 7%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Describe for whom the product is appropriate and inappropriate, for example, do not take if pregnant, do not smoke while taking the drug, etc ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	417 42%	61 46% C	39 40%	20 29%	177 47% CE	90 37%	31 40%	118 40%	164 41%	129 44%	169 35%	248 48% J
Very good idea	255 25%	30 23%	26 27%	22 32% D	85 22%	66 27%	26 33% D	83 28% I	114 29% I	52 18%	128 26%	127 25%
Good idea	255 25%	30 23%	26 27%	17 26%	89 24%	73 29%	19 24%	74 25%	92 23%	87 30%	145 30% K	110 21%
Only fair idea	44 4%	8 6%	2 2%	6 9% B	16 4%	9 4%	3 3%	9 3%	18 5%	14 5%	22 4%	22 4%
Poor idea	21 2%	2 2%	2 2%	2 2%	10 3%	5 2%	0 -	6 2%	7 2%	8 3%	13 3%	8 2%
Very poor idea	3 0	0 -	0 -	1 1%	1 0	1 0	0 -	1 0	2 1%	0 -	3 1%	0 -
Don't know/Refused	6 1%	1 1%	1 1%	1 1%	1 0	2 1%	0 -	2 1%	1 0	2 1%	4 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)	927 93%	121 92%	92 95%	59 87%	351 93%	229 93%	75 97% C	275 94%	370 93%	269 92%	442 91%	485 94%
Poor (Low3Box)	67 7%	10 7%	4 4%	8 12% BF	27 7%	16 6%	3 3%	16 5%	27 7%	23 8%	37 8%	30 6%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Describe for whom the product is appropriate and inappropriate, for example, do not take if pregnant, do not smoke while taking the drug, etc ?*

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	417 42%	327 41%	91 46%	41 45%	82 37%	147 42%	145 44%	80 37%	144 44%	157 43%
Very good idea	255 25%	205 26%	50 25%	24 26%	65 29% F	94 27%	71 21%	59 27%	80 24%	96 26%
Good idea	255 25%	212 26%	43 22%	21 23%	62 28%	91 26%	80 24%	58 27%	87 26%	84 23%
Only fair idea	44 4%	35 4%	9 4%	4 4%	8 4%	11 3%	21 6% E	13 6%	13 4%	13 4%
Poor idea	21 2%	17 2%	4 2%	1 1%	4 2%	8 2%	8 2%	2 1%	4 1%	14 4% GH
Very poor idea	3 0	3 0	0 -	0 -	0 -	0 -	3 1%	0 -	1 0	2 1%
Don't know/Refused	6 1%	5 1%	1 0	1 1%	2 1%	1 0	2 1%	2 1%	0 -	3 1%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	927 93%	743 93%	183 93%	86 94%	208 93%	331 94% F	296 90%	197 92%	311 95%	337 91%
Poor (Low3Box)	67 7%	54 7%	13 7%	5 5%	12 6%	19 5%	32 10% E	15 7%	17 5%	29 8%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Provide sources for further third party, unbiased information, for example, consumer help line, website for the Arthritis Society, Heart & Stroke Foundation, etc ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	283 28%	39 30%	28 29%	12 18%	124 33%	59 24%	20 26%	87 30%	116 29%	75 26%	110 23%	174 34%
Very good idea	238 24%	29 22%	21 22%	19 28%	87 23%	58 24%	24 31%	73 25%	95 24%	69 24%	116 24%	122 24%
Good idea	359 36%	46 35%	37 38%	25 37%	119 31%	103 42%	29 37%	100 34%	140 35%	114 39%	190 39%	169 33%
Only fair idea	78 8%	13 9%	6 7%	5 8%	34 9%	16 7%	3 4%	25 9%	28 7%	23 8%	39 8%	39 8%
Poor idea	28 3%	4 3%	2 2%	4 6%	10 3%	7 3%	1 1%	4 1%	12 3%	11 4%	20 4%	8 1%
Very poor idea	5 0	0 -	1 1%	1 1%	2 1%	1 0	0 -	2 1%	3 1%	0 -	4 1%	1 0
Don't know/Refused	10 1%	1 1%	2 2%	1 2%	3 1%	2 1%	1 1%	2 1%	4 1%	2 1%	6 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)	880 88%	114 87%	86 89%	57 84%	329 87%	221 89%	73 95%	260 89%	351 88%	258 88%	416 86%	465 90%
Poor (Low3Box)	110 11%	16 12%	9 9%	10 15%	47 12%	24 10%	3 4%	31 11%	43 11%	34 11%	62 13%	48 9%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Provide sources for further third party, unbiased information, for example, consumer help line, website for the Arthritis Society, Heart & Stroke Foundation, etc ?*

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	283 28%	227 28%	56 28%	28 30%	51 23%	102 29%	101 31% D	60 28%	86 26%	113 31%
Very good idea	238 24%	195 24%	44 22%	22 24%	50 22%	86 25%	79 24%	54 25%	87 26%	84 23%
Good idea	359 36%	280 35%	79 40%	34 37%	90 40%	123 35%	110 33%	80 38%	123 37%	124 34%
Only fair idea	78 8%	67 8%	11 6%	6 6%	22 10%	24 7%	26 8%	15 7%	23 7%	31 8%
Poor idea	28 3%	24 3%	4 2%	1 1%	6 3%	11 3%	9 3%	4 2%	7 2%	12 3%
Very poor idea	5 0	4 0	1 1%	1 1%	0 -	2 1%	2 1%	0 -	3 1%	1 0
Don't know/Refused	10 1%	7 1%	3 1%	0 -	4 2%	3 1%	2 1%	1 0	1 0	4 1%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	880 88%	702 87%	178 91%	83 91%	191 86%	311 89%	290 88%	194 91%	296 90%	321 87%
Poor (Low3Box)	110 11%	94 12%	16 8%	8 9%	28 13%	37 11%	37 11%	19 9%	32 10%	44 12%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Include a [consult your physician] tag line ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	304 30%	40 30%	27 28%	17 25%	121 32%	80 32%	20 26%	88 30%	123 31%	87 30%	113 23%	190 37% J
Very good idea	233 23%	29 22%	30 31% D	19 28%	74 20%	62 25%	19 24%	78 27% I	97 24%	56 19%	121 25%	112 22%
Good idea	317 32%	36 27%	23 24%	22 33%	122 32%	83 34%	30 39% B	84 29%	126 32%	105 36%	161 33%	156 30%
Only fair idea	72 7%	14 10% E	8 8%	6 8%	29 8%	11 4%	5 7%	27 9%	25 6%	16 5%	41 9%	31 6%
Poor idea	47 5%	6 5%	6 6%	3 4%	21 6%	9 4%	1 2%	12 4%	15 4%	19 7%	31 6% K	15 3%
Very poor idea	7 1%	2 1%	0 -	1 1%	3 1%	2 1%	0 -	1 0	6 1%	1 0	5 1%	3 1%
Don't know/Refused	20 2%	5 4% E	2 2%	1 1%	9 2%	1 0	1 2%	3 1%	7 2%	9 3%	10 2%	10 2%
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)												
	854 85%	105 80%	81 83%	58 86%	317 84%	224 91% AD	69 89%	251 85%	346 87%	248 85%	396 82%	458 89% J
Poor (Low3Box)	126 13%	22 16% E	14 14%	9 13%	53 14%	22 9%	7 9%	40 14%	45 11%	36 12%	77 16% K	49 9%



## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Include a [consult your physician] tag line ?*

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	304 30%	251 31%	53 27%	28 30%	61 27%	109 31%	104 31%	63 29%	90 28%	125 34%
Very good idea	233 23%	181 23%	52 27%	22 24%	52 24%	85 24%	73 22%	51 24%	80 24%	91 25%
Good idea	317 32%	249 31%	68 35%	29 32%	79 35%	111 31%	97 30%	67 31%	116 35%	106 29%
Only fair idea	72 7%	60 7%	13 6%	6 7%	13 6%	27 8%	26 8%	19 9%	20 6%	22 6%
Poor idea	47 5%	40 5%	6 3%	6 7%	11 5%	12 4%	17 5%	8 4%	17 5%	14 4%
Very poor idea	7 1%	7 1%	0 -	1 1%	1 0	0 -	5 2% E	2 1%	2 1%	2 1%
Don't know/Refused	20 2%	16 2%	4 2%	0 -	6 3%	8 2%	7 2%	4 2%	3 1%	8 2%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	854 85%	681 85%	173 88%	78 85%	193 86%	304 87%	274 83%	181 85%	286 87%	322 87%
Poor (Low3Box)	126 13%	107 13%	19 10%	13 15%	25 11%	39 11%	48 15%	29 14%	40 12%	38 10%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Not appear for new medications until after a six month period to allow physicians time to familiarize themselves with the new medication ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	271 27%	33 25%	24 25%	14 21%	119 31%	67 27%	13 16%	80 27%	99 25%	90 31%	110 23%	161 31%
Very good idea	199 20%	29 22%	22 23%	17 24%	58 15%	53 22%	21 27%	59 20%	94 24%	44 15%	90 19%	109 21%
Good idea	369 37%	50 38%	40 41%	29 42%	130 34%	83 34%	37 48%	114 39%	136 34%	111 38%	197 41%	172 33%
Only fair idea	78 8%	10 7%	5 5%	4 6%	34 9%	22 9%	4 6%	25 8%	32 8%	21 7%	47 10%	32 6%
Poor idea	50 5%	9 6%	4 4%	2 4%	20 5%	15 6%	1 1%	12 4%	22 6%	15 5%	24 5%	26 5%
Very poor idea	28 3%	2 2%	1 1%	2 3%	16 4%	6 2%	1 2%	3 1%	14 4%	10 3%	13 3%	14 3%
Don't know/Refused	4 0	0 -	1 1%	0 -	2 0	1 1%	0 -	0 -	1 0	2 1%	2 0	2 0
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)	839 84%	112 85%	86 89%	59 87%	307 81%	204 82%	71 91%	254 87%	329 83%	245 83%	397 82%	442 86%
Poor (Low3Box)	157 16%	20 15%	10 10%	9 13%	70 18%	42 17%	7 9%	40 13%	68 17%	46 16%	84 17%	72 14%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Not appear for new medications until after a six month period to allow physicians time to familiarize themselves with the new medication ?*

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	271 27%	222 28%	49 25%	29 31%	48 21%	103 29% D	90 27%	50 23%	89 27%	107 29%
Very good idea	199 20%	155 19%	44 22%	15 16%	42 19%	78 22%	65 20%	48 23%	66 20%	70 19%
Good idea	369 37%	294 37%	75 38%	31 34%	101 45% EF	125 36%	111 34%	73 34%	134 41%	125 34%
Only fair idea	78 8%	65 8%	14 7%	6 7%	18 8%	25 7%	30 9%	21 10%	22 7%	28 7%
Poor idea	50 5%	41 5%	9 5%	6 7%	6 2%	14 4%	23 7% D	12 6%	10 3%	24 7% H
Very poor idea	28 3%	22 3%	5 3%	4 4%	8 3%	7 2%	9 3%	9 4%	6 2%	11 3%
Don't know/Refused	4 0	4 1%	0 -	0 -	1 0	0 -	3 1%	0 -	1 0	3 1%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	839 84%	671 84%	168 85%	75 82%	191 86%	305 87% F	265 80%	171 80%	290 88% GI	303 82%
Poor (Low3Box)	157 16%	128 16%	29 15%	17 18%	31 14%	46 13%	61 19% E	42 20% H	38 11%	62 17% H

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Include examples of appropriate questions to ask ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	226 23%	30 22%	25 26%	11 17%	98 26%	47 19%	14 18%	59 20%	86 22%	76 26%	86 18%	141 27% J
Very good idea	204 20%	28 21%	18 19%	14 20%	71 19%	55 22%	18 24%	61 21%	89 22%	51 17%	91 19%	113 22%
Good idea	399 40%	41 31%	41 42%	27 40%	148 39%	104 42% A	38 49% A	119 41%	155 39%	122 41%	208 43% K	191 37%
Only fair idea	98 10%	23 17% BDEF	8 8%	9 13%	34 9%	21 9%	4 6%	36 12%	36 9%	23 8%	57 12% K	41 8%
Poor idea	49 5%	7 5%	4 4%	3 5%	20 5%	14 6%	1 1%	13 5%	23 6%	12 4%	27 6%	21 4%
Very poor idea	15 1%	2 1%	0 -	3 4% B	5 1%	4 2%	1 1%	4 1%	5 1%	6 2%	10 2%	5 1%
Don't know/Refused	9 1%	2 1%	1 1%	1 1%	4 1%	1 1%	1 1%	1 0	4 1%	4 1%	4 1%	5 1%
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)	829 83%	99 75%	84 87% A	53 77%	316 84% A	206 84% A	70 91% AC	239 82%	330 83%	249 85%	385 80%	444 86% J
Poor (Low3Box)	162 16%	31 24% BDF	11 12%	15 21% F	59 16%	39 16%	6 8%	53 18%	64 16%	40 14%	94 20% K	67 13%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Include examples of appropriate questions to ask ?*

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	226 23%	183 23%	44 22%	25 27%	42 19%	89 25%	70 21%	44 21%	79 24%	81 22%
Very good idea	204 20%	156 19%	48 24%	19 21%	43 19%	80 23%	60 18%	47 22%	66 20%	77 21%
Good idea	399 40%	330 41%	69 35%	34 37%	102 46% E	131 37%	130 39%	94 44%	132 40%	141 38%
Only fair idea	98 10%	77 10%	21 11%	8 9%	20 9%	29 8%	40 12%	18 8%	27 8%	41 11%
Poor idea	49 5%	37 5%	12 6%	3 3%	9 4%	16 5%	21 6%	6 3%	17 5%	21 6%
Very poor idea	15 1%	14 2%	1 0	2 2%	7 3% E	2 1%	4 1%	4 2%	5 1%	3 1%
Don't know/Refused	9 1%	6 1%	3 2%	1 1%	1 0	3 1%	4 1%	1 0	2 1%	4 1%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	829 83%	669 83%	160 81%	78 85%	187 84%	300 86% F	260 79%	185 86%	278 85%	299 81%
Poor (Low3Box)	162 16%	128 16%	34 17%	13 14%	35 16%	47 13%	66 20% E	28 13%	49 15%	66 18%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Be prescreened and approved by an independent regulatory authority appointed by the government ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1056	133	100	100	385	238	100	310	457	271	492	564
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Excellent idea	249 25%	31 23%	17 17%	13 20%	107 28%	64 26%	17 22%	76 26%	101 25%	68 23%	97 20%	152 29%
Very good idea	215 22%	28 21%	15 16%	16 24%	74 20%	62 25%	19 25%	81 28%	88 22%	45 15%	111 23%	104 20%
Good idea	333 33%	43 32%	41 43%	25 37%	115 30%	81 33%	26 34%	92 31%	130 33%	107 36%	173 36%	160 31%
Only fair idea	98 10%	14 10%	8 9%	8 11%	37 10%	21 9%	10 13%	26 9%	35 9%	35 12%	48 10%	50 10%
Poor idea	72 7%	11 8%	10 11%	4 7%	32 9%	11 5%	3 3%	16 5%	33 8%	22 7%	37 8%	35 7%
Very poor idea	26 3%	4 3%	3 3%	1 2%	11 3%	7 3%	1 1%	2 1%	10 2%	14 5%	14 3%	12 2%
Don't know/Refused	7 1%	2 2%	2 2%	0 -	2 0	0 -	1 1%	1 0	1 0	3 1%	3 1%	4 1%
TOPBOX & LOWBOX SUMMARY												
Good (Top3Box)	797 80%	101 77%	73 76%	55 81%	296 78%	208 84%	63 82%	248 85%	319 80%	220 75%	381 79%	416 80%
Poor (Low3Box)	196 20%	28 22%	22 22%	13 19%	81 21%	39 16%	14 17%	44 15%	78 19%	71 24%	99 21%	97 19%

## Detailed Tables

*I am going to read you some ideas that some people have about regulations that could be required if advertising about prescription medications or drugs directly to Canadian consumers is to be allowed. Please tell me whether you think each one is an excellent, very good, good, only fair, poor or very poor idea. The advertising would be required to: Be prescreened and approved by an independent regulatory authority appointed by the government ?*

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	834	222	90	239	376	345	226	339	394
Weighted Base	1000	803	197	91*	223	351	330	214	329	368
Excellent idea	249 25%	205 26%	44 22%	15 17%	35 16%	108 31% CD	90 27% D	49 23%	74 22%	107 29% H
Very good idea	215 22%	169 21%	46 23%	18 20%	45 20%	74 21%	78 24%	50 23%	66 20%	89 24%
Good idea	333 33%	263 33%	69 35%	39 42% EF	86 39% EF	105 30%	100 30%	71 33%	119 36%	111 30%
Only fair idea	98 10%	79 10%	19 10%	8 9%	30 14% E	27 8%	32 10%	20 10%	39 12% I	24 6%
Poor idea	72 7%	59 7%	13 7%	7 8%	15 7%	27 8%	21 7%	15 7%	25 8%	25 7%
Very poor idea	26 3%	22 3%	4 2%	4 5%	7 3%	8 2%	7 2%	7 3%	6 2%	9 2%
Don't know/Refused	7 1%	6 1%	1 0	0 -	4 2% F	2 1%	1 0	1 0	0 -	3 1%
TOPBOX & LOWBOX SUMMARY										
Good (Top3Box)	797 80%	637 79%	160 81%	72 79%	166 74%	287 82% D	268 81% D	170 80%	259 79%	308 84%
Poor (Low3Box)	196 20%	160 20%	36 18%	19 21%	53 24%	62 18%	60 18%	43 20%	70 21%	58 16%