

CMAJ - Canadian Medical Association Journal

Results from the CMA's 2003 Physician Resource Questionnaire

Approaches to mass-media dissemination of pharmaceutical information

Thinking about the mass-media dissemination of pharmaceutical information to consumers, which is your preferred approach?

	Number of respondents	DTCA*	DTCI**	No preference	Don't like either approach	No opinion	No response	Total
Overall	2251	0.8%	38.0%	11.7%	33.3%	11.6%	4.5%	100%
Female	765	0.7%	45.0%	8.5%	32.2%	8.5%	5.2%	100%
Male	1486	0.9%	34.5%	13.4%	33.9%	13.3%	4.1%	100%
< 35	213	0.5%	53.1%	8.5%	29.6%	6.6%	1.9%	100%
35 - 44	617	0.8%	41.0%	10.0%	34.2%	9.7%	4.2%	100%
45 - 54	739	1.2%	38.6%	10.8%	31.9%	12.3%	5.1%	100%
55 - 64	457	0.4%	33.7%	14.0%	34.4%	12.3%	5.3%	100%
65+	225	0.4%	22.7%	17.8%	36.9%	18.2%	4.0%	100%
GP/FP	1236	1.0%	39.9%	10.8%	34.9%	9.5%	3.9%	100%
Medical Specialist	739	0.5%	36.9%	11.0%	32.7%	13.7%	5.1%	100%
Surgical Specialist	276	0.7%	32.6%	17.8%	27.9%	15.6%	5.4%	100%
Rural	203	1.0%	42.9%	12.3%	30.0%	10.3%	3.4%	100%
Urban	2048	0.8%	37.5%	11.7%	33.6%	11.8%	4.6%	100%

* DTCA: direct to consumer advertising, which is advocated by some pharmaceutical companies and would profile a single drug

** DTCI: direct to consumer information, which would profile a number of alternatives for treatment, potentially including more than one pharmaceutical product as well as lifestyle considerations