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J32759

NATIONAL CONSUMERS LEAGUE: Survey to Evaluate Interest in Cholesterol-Lowering OTC Statin

Field Dates: 10/25/07-11/5/07

SUBJECTS FOR QUESTIONNAIRE

SECTION 900: SCREENING
SECTION 400: EVALUATION OF THE IMPACT OF AN OTC STATIN
SECTION 500: EXPLORATION OF MOTIVATIONS
SECTION 600: COMPARISON OF OTC AND Rx
SECTION 700: RESPONDENT PROFILE
SECTION 100: DEMOGRAPHICS

Number of Completes (unweighted Ns):

- Total N=710
- Blacks/African Americans N=107
- Hispanics N=102

Weighting: Qualified and non-qualified respondents are weighted to demographic targets for US adults age 35 and older. Propensity weighting has also been applied.

Sample Specifications: All qualified respondents meet the following criteria:

- US residents
- At least 35 years of age
- Do not currently or have not had any of the following:
 - > Diabetes
 - > Liver disease
 - > A stroke
 - > A heart attack
 - > An angioplasty
 - > By-pass surgery
 - > A stent implant
- Have not been told by a doctor that they have "very high" cholesterol
- Do not have a cholesterol level over 240
- Either told by a doctor that they have moderate or borderline high cholesterol OR have a known cholesterol level of 180-240
- Not currently taking prescription medications to lower their cholesterol

Notes on reading the results:

The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

SECTION 900: SCREENING

BASE: US RESIDENTS AGED 35+

Q955 Have you ever been told by a doctor or other health professional that your cholesterol level is...?

| 2004 | 2007 | 2007 | | | |
|-------|------------|-------|----------|-------|---|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 25% | 20% | 19% | 27% | 19% | Moderately high |
| 53% | 57% | 59% | 50% | 60% | Borderline high |
| 18% | 20% | 20% | 20% | 20% | Normal |
| 2% | * | *- | 1% | - | Low |
| 2% | 2% | 2% | - | 1% | Doctor never discussed my cholesterol level with me |
| 1% | 1% | * | 1% | - | Not sure |

BASE: US RESIDENTS AGED 35+

Q960 What is your total cholesterol level?

| 2004 | 2007 | 2007 | | | |
|-------|------------|-------|----------|-------|-----------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 6% | 6% | 6% | 8% | 4% | Under 180 |
| 35% | 34% | 33% | 35% | 36% | 180-199 |
| 38% | 36% | 37% | 33% | 38% | 200-240 |
| 20% | 24% | 24% | 23% | 22% | Not sure |

BASE: US RESIDENTS AGED 35+

Q965 Are you currently doing any of the following to control or lower your cholesterol? Please select **all** that apply.

| 2004 | 2007 | 2007 | | | |
|-------|------------|-------|----------|-------|---|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 13% | 15% | 14% | 13% | 23% | Seeing a doctor or other health care provider to monitor my cholesterol |
| - | - | - | - | - | Taking a prescription medication to lower my cholesterol |
| 49% | 55% | 56% | 52% | 57% | Watching my diet to control or lower my cholesterol |
| 45% | 47% | 46% | 59% | 47% | Exercising to control or lower my cholesterol |
| 44% | 44% | 45% | 40% | 42% | Trying to lose weight to lower my cholesterol |
| 21% | 26% | 26% | 24% | 33% | Taking vitamins or supplements to control or lower my cholesterol |
| 23% | 23% | 24% | 17% | 21% | None of these |
| 1% | * | - | * | - | Decline to answer |

NETS

| 2004 | 2007 | |
|------|------------|-------------|
| 370 | 710 | BASE |
| 26% | 24% | No actions |
| 26% | 22% | One action |
| 22% | 23% | Two actions |

17% **21%** Three actions
 9% **11%** Four actions

BASE: US RESIDENTS AGED 35+

Q970 Do any of the following statements describe you? Please select **all** that apply.

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|---|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 13% | 14% | 17% | 7% | 3% | I have a family history of premature heart disease (heart attack or angina in father or brother before age 55 or in mother or sister before age 65) |
| 17% | 15% | 14% | 15% | 16% | I smoke cigarettes |
| 24% | 26% | 26% | 23% | 30% | I have high blood pressure and/or I'm currently taking high blood pressure medication |
| 10% | 7% | 7% | 10% | 9% | I have HDL, or good cholesterol, lower than it should be (below 40) |
| 52% | 48% | 49% | 53% | 46% | None of these |
| 1% | 1% | * | * | 3% | Decline to answer |

NETS

| 2004 | 2007 | |
|-------------|-------------|--------------------|
| 370 | 710 | BASE |
| 53% | 49% | No risk factors |
| 33% | 40% | One risk factor |
| 13% | 9% | Two risk factors |
| 2% | 1% | Three risk factors |
| - | - | Four risk factors |

BASE: US RESIDENTS AGED 35+

Q975 How concerned are you about your cholesterol?

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|---------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 7% | 6% | 5% | 8% | 12% | Top 2 Box (NET) |
| 4% | 2% | 1% | 3% | 1% | Extremely Concerned |
| 3% | 4% | 4% | 4% | 11% | Very Concerned |
| 23% | 16% | 14% | 16% | 40% | Concerned |
| 70% | 78% | 81% | 76% | 48% | Bottom 2 Box (NET) |
| 52% | 57% | 60% | 54% | 32% | Somewhat Concerned |
| 18% | 21% | 21% | 23% | 16% | Not at All Concerned |

SECTION 400: EVALUATION OF THE IMPACT OF AN OTC STATIN

BASE: QUALIFIED RESPONDENTS

Q400 First, we would like you to carefully read the following description of a new over-the-counter (non-prescription) medication to reduce cholesterol. Please read the following description carefully, as we will be asking you to give us your opinion of this product.

Please read the description carefully and then click on the NEXT button to proceed.

Over-the-Counter Cholesterol-Lowering Medication

The U.S. FDA (Food and Drug Administration) is currently evaluating a new non-prescription, “over-the-counter” medication that can help lower cholesterol, which may prevent a first heart attack. The drug being evaluated has been available for the past 20 years as a prescription medication and, if approved, would be the first product of its kind to be available in non-prescription form.

This product helps to lower LDL “bad cholesterol,” and increase HDL “good cholesterol.”

This product is appropriate only for people who meet all of the following criteria:

- “Borderline” cholesterol levels (total cholesterol 200-240)
- Male aged 45 or older or female aged 55 or older
- Has one of the following conditions that increase heart risk:
 - a. Is a smoker
 - b. Has HDL “good” cholesterol of 1-39 (too low)
 - c. Has a family history of premature heart disease (heart attack or angina in father or brother before age 55 or in mother or sister before age 65)
 - d. Has high blood pressure

The drug is a small tablet that is taken once a day, preferably with an evening meal.

Side effects from this product are rare and similar to those seen with sugar pill (placebo).

People who have very high cholesterol (over 240), have had a stroke, heart disease (heart attack or angina), liver disease, diabetes, or who are currently taking a prescription cholesterol-lowering medication should not take this product. Also, women who are pregnant or breast-feeding should not take this product.

Please consider the product you just read about when answering the following questions.

BASE: QUALIFIED RESPONDENTS

Q405 Based on what you have read about this product, which statement below best describes how likely you would be to use this product?

| 2004 | 2007 | 2007 | 2007 | 2007 | |
|--------------|--------------|--------------|-----------------|--------------|---------------------------|
| Total | Total | White | Hispanic | Black | BASE |
| 370 | 710 | 477 | 107 | 102 | |
| 20% | 11% | 11% | 11% | 4% | Top 2 Box (NET) |
| 8% | 4% | 4% | 4% | 3% | Extremely likely |
| 12% | 7% | 8% | 7% | 2% | Very likely |
| 12% | 13% | 13% | 9% | 15% | Likely |
| 68% | 76% | 75% | 79% | 80% | Bottom 2 Box (NET) |
| 34% | 38% | 37% | 39% | 44% | Somewhat likely |
| 34% | 38% | 38% | 40% | 37% | Not at all likely |

BASE: QUALIFIED RESPONDENTS

Q430 Based on what you have read about this product, how likely would you be to discuss this product with your doctor or another health care professional?

| 2004 | 2007 | | 2007 | | |
|--------------|--------------|--------------|-----------------|--------------|---------------------------|
| Total | Total | White | Hispanic | Black | BASE |
| 370 | 710 | 477 | 107 | 102 | |
| 24% | 23% | 23% | 17% | 28% | Top 2 Box (NET) |
| 12% | 9% | 9% | 8% | 11% | Extremely likely |
| 13% | 14% | 15% | 9% | 17% | Very likely |
| 23% | 24% | 22% | 32% | 21% | Likely |
| 53% | 53% | 54% | 51% | 52% | Bottom 2 Box (NET) |
| 32% | 26% | 26% | 33% | 21% | Somewhat likely |
| 20% | 27% | 28% | 18% | 31% | Not at all likely |

BASE: QUALIFIED RESPONDENTS

Q435 Based on what you have read about this product, how likely would you be to seek out more information about this product?

| 2004 | 2007 | | 2007 | | |
|--------------|--------------|--------------|-----------------|--------------|---------------------------|
| Total | Total | White | Hispanic | Black | BASE |
| 370 | 710 | 477 | 107 | 102 | |
| 30% | 26% | 26% | 25% | 24% | Top 2 Box (NET) |
| 12% | 11% | 11% | 10% | 9% | Extremely likely |
| 18% | 15% | 15% | 15% | 15% | Very likely |
| 21% | 20% | 19% | 26% | 18% | Likely |
| 49% | 55% | 55% | 49% | 57% | Bottom 2 Box (NET) |
| 26% | 26% | 25% | 30% | 24% | Somewhat likely |
| 24% | 29% | 30% | 19% | 33% | Not at all likely |

SECTION 500: EXPLORATION OF MOTIVATIONS

BASE: QUALIFIED RESPONDENTS

Q500/501 Here are a few phrases for your consideration. Based on what you have read, please indicate how much you agree or disagree that each statement describes this product. Please select one response for each statement.

1. This is a product I am comfortable taking on a daily basis

| 2004 | 2007 | 2007 | | | |
|------------|------------|------------|------------|------------|--------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 76% | 67% | 69% | 65% | 64% | Agree Strongly/Somewhat |
| 24% | 12% | 12% | 13% | 13% | Agree Strongly |
| 52% | 56% | 57% | 52% | 51% | Agree Somewhat |
| 24% | 33% | 31% | 35% | 36% | Disagree |

2. This product gives me control over my health

| 2004 | 2007 | 2007 | | | |
|------------|------------|------------|------------|------------|--------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 79% | 77% | 78% | 77% | 71% | Agree Strongly/Somewhat |
| 20% | 15% | 16% | 12% | 16% | Agree Strongly |
| 59% | 62% | 62% | 65% | 56% | Agree Somewhat |
| 21% | 23% | 22% | 23% | 29% | Disagree |

3. This product would be preferable to having to take a prescription drug to lower cholesterol

| 2004 | 2007 | 2007 | | | |
|------------|------------|------------|------------|------------|--------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 89% | 82% | 84% | 82% | 72% | Agree Strongly/Somewhat |
| 47% | 28% | 28% | 33% | 30% | Agree Strongly |
| 42% | 54% | 57% | 50% | 42% | Agree Somewhat |
| 11% | 18% | 16% | 18% | 28% | Disagree |

4. This product is no better than current prescription options

| 2004 | 2007 | 2007 | | | |
|------------|------------|------------|------------|------------|--------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 65% | 64% | 66% | 63% | 44% | Agree Strongly/Somewhat |
| 11% | 8% | 9% | 9% | 5% | Agree Strongly |
| 55% | 56% | 58% | 54% | 39% | Agree Somewhat |
| 35% | 36% | 34% | 37% | 56% | Disagree |

BASE: QUALIFIED RESPONDENTS

Q505/506 The following is a list of statements that might or might not describe the kind of people who would be appropriate candidates for this product. Thinking about the product you just read about, please indicate how much you think that each statement describes a person who would use this product. Please select one response for each statement.

1. Someone who already takes a lot of medications

| 2004 | 2007 | 2007 | | | |
|-------|------------|-------|----------|-------|------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |

| | | | | | |
|------------|------------|------------|------------|------------|-------------------------------------|
| 48% | 55% | 57% | 40% | 52% | Describes Very Well/Somewhat |
| 12% | 17% | 18% | 13% | 12% | Describes Very Well |
| 36% | 38% | 39% | 26% | 40% | Describes Somewhat |
| 52% | 45% | 43% | 60% | 48% | Does Not Describe at All |

2. Someone who likes to take charge of his or her health

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|-------------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 92% | 94% | 95% | 91% | 88% | Describes Very Well/Somewhat |
| 48% | 45% | 44% | 55% | 50% | Describes Very Well |
| 43% | 48% | 51% | 36% | 38% | Describes Somewhat |
| 8% | 6% | 5% | 9% | 12% | Does Not Describe at All |

3. Someone who is in poor health

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|-------------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 55% | 54% | 54% | 45% | 57% | Describes Very Well/Somewhat |
| 12% | 15% | 15% | 10% | 19% | Describes Very Well |
| 43% | 38% | 39% | 35% | 37% | Describes Somewhat |
| 45% | 46% | 46% | 55% | 43% | Does Not Describe at All |

4. Someone with an active lifestyle

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|-------------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 78% | 72% | 73% | 73% | 73% | Describes Very Well/Somewhat |
| 24% | 20% | 20% | 25% | 17% | Describes Very Well |
| 54% | 52% | 53% | 48% | 56% | Describes Somewhat |
| 22% | 28% | 27% | 27% | 27% | Does Not Describe at All |

5. Someone who is trying to control his or her cholesterol with diet and exercise

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|-------------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 92% | 87% | 88% | 83% | 88% | Describes Very Well/Somewhat |
| 47% | 41% | 41% | 44% | 47% | Describes Very Well |
| 45% | 46% | 47% | 39% | 41% | Describes Somewhat |
| 8% | 13% | 12% | 17% | 12% | Does Not Describe at All |

6. Someone with health care concerns and needs much like my own

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|-------------------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 80% | 74% | 73% | 77% | 75% | Describes Very Well/Somewhat |
| 33% | 20% | 20% | 19% | 21% | Describes Very Well |
| 48% | 54% | 53% | 58% | 55% | Describes Somewhat |
| 20% | 26% | 27% | 23% | 25% | Does Not Describe at All |

SECTION 600: COMPARISON OF OTC AND RX

BASE: QUALIFIED RESPONDENTS

Q600/601 Now we would like you to consider both the over-the-counter product you have been evaluating and a similar low-dose cholesterol-lowering medication that is available only by prescription from a doctor. Please tell us which product would be better in each of the following areas, or if you think both are the same. Which product do you believe would be...?

SUMMARY TABLE OF OVER-THE-COUNTER PRODUCT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 37% | 38% | 38% | 29% | 49% | Less likely to cause side effects |
| 38% | 35% | 34% | 31% | 46% | More natural |
| 25% | 26% | 26% | 21% | 34% | Safer to use |
| 7% | 11% | 11% | 4% | 16% | More trustworthy |
| 6% | 9% | 10% | 3% | 9% | A more reliable treatment |
| 6% | 6% | 6% | 2% | 8% | More effective at lowering cholesterol |

SUMMARY TABLE OF PRESCRIPTION PRODUCT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 39% | 40% | 38% | 46% | 42% | More effective at lowering cholesterol |
| 41% | 39% | 36% | 43% | 45% | A more reliable treatment |
| 33% | 34% | 30% | 51% | 38% | More trustworthy |
| 26% | 21% | 19% | 26% | 23% | Safer to use |
| 15% | 10% | 9% | 16% | 15% | Less likely to cause side effects |
| 12% | 9% | 7% | 12% | 17% | More natural |

SUMMARY TABLE OF BOTH ARE THE SAME

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 50% | 56% | 58% | 58% | 58% | More natural |
| 60% | 55% | 58% | 58% | 58% | More trustworthy |
| 55% | 54% | 56% | 56% | 56% | More effective at lowering cholesterol |
| 50% | 53% | 55% | 55% | 55% | Safer to use |
| 53% | 52% | 53% | 53% | 53% | A more reliable treatment |
| 48% | 52% | 53% | 53% | 53% | Less likely to cause side effects |

BASE: QUALIFIED RESPONDENTS

Q605/606 Considering the same two products, please tell us which product would be better in each of the following areas. For each select either the over-the-counter product or the prescription product, even if you think one is only slightly better than the other. Please tell us which product you believe would be....

SUMMARY TABLE OF OVER-THE-COUNTER PRODUCT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|---|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 86% | 80% | 83% | 73% | 68% | More suitable for someone who takes charge of his or her health |

| | | | | | |
|-----|------------|-----|-----|-----|--|
| 72% | 70% | 75% | 56% | 58% | More suitable for somebody with your health care needs |
| 14% | 14% | 15% | 8% | 18% | More suitable for someone who is in poor health |

SUMMARY TABLE OF PRESCRIPTION PRODUCT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|---|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 86% | 86% | 85% | 92% | 82% | More suitable for someone who is in poor health |
| 28% | 30% | 25% | 44% | 42% | More suitable for somebody with your health care needs |
| 14% | 20% | 17% | 27% | 32% | More suitable for someone who takes charge of his or her health |

BASE: QUALIFIED RESPONDENTS

Q610/611 Still considering the same two products, the over-the-counter product and the prescription product, please tell us which product you would be more likely to....

SUMMARY TABLE OF OVER-THE-COUNTER PRODUCT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 79% | 79% | 80% | 78% | 66% | Seek more information about |
| 78% | 76% | 80% | 63% | 70% | Consider taking |
| 79% | 75% | 78% | 64% | 71% | Recommend to a friend of family member |
| 60% | 64% | 66% | 58% | 53% | Discuss with your doctor |

SUMMARY TABLE OF PRESCRIPTION PRODUCT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 40% | 36% | 34% | 42% | 47% | Discuss with your doctor |
| 21% | 25% | 22% | 36% | 29% | Recommend to a friend of family member |
| 22% | 24% | 20% | 37% | 30% | Consider taking |
| 21% | 21% | 20% | 22% | 34% | Seek more information about |

BASE: QUALIFIED RESPONDENTS

Q615 You indicated that you would be more likely to consider taking the over-the-counter product/prescription product. What is it about the over-the-counter product/the prescription product that makes it more appealing to you?

| OTC Product | Rx Product | |
|--------------------|-------------------|---------------------|
| 522 | 188 | BASE |
| 41% | 5% | Convenience |
| 30% | 11% | Cost/Formulary |
| 27% | 9% | Safety/side effects |
| 24% | 29% | General |
| 8% | 11% | Effectiveness |
| 6% | 48% | Trust |

SECTION 700: RESPONDENT PROFILE

BASE: ALL RESPONDENTS

Q700 The following is a list of statements that may or may not describe you. Please indicate how much you think that each statement describes you. Please select one response for each statement.

SUMMARY TABLE OF DOES NOT DESCRIBE ME AT ALL

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 41% | 45% | 47% | 32% | 39% | I often consult my pharmacist when choosing over-the-counter medications |
| 22% | 24% | 24% | 22% | 23% | I am at risk for developing high cholesterol |
| 15% | 15% | 16% | 10% | 17% | I see my doctor as a partner in managing my health care |
| 9% | 10% | 10% | 14% | 9% | I usually do what my doctor tells me to do |
| 8% | 5% | 5% | 3% | 4% | I am actively involved in managing my own health care |

SUMMARY TABLE OF DESCRIBES ME SOMEWHAT

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 55% | 54% | 52% | 59% | 60% | I am at risk for developing high cholesterol |
| 61% | 50% | 50% | 44% | 48% | I usually do what my doctor tells me to do |
| 54% | 40% | 39% | 55% | 27% | I see my doctor as a partner in managing my health care |
| 42% | 39% | 39% | 41% | 41% | I often consult my pharmacist when choosing over-the-counter medications |
| 41% | 39% | 38% | 33% | 46% | I am actively involved in managing my own health care |

SUMMARY TABLE OF DESCRIBES ME VERY WELL

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 51% | 56% | 57% | 64% | 50% | I am actively involved in managing my own health care |
| 31% | 45% | 46% | 35% | 56% | I see my doctor as a partner in managing my health care |
| 29% | 39% | 40% | 41% | 43% | I usually do what my doctor tells me to do |
| 23% | 22% | 24% | 19% | 16% | I am at risk for developing high cholesterol |
| 17% | 16% | 14% | 27% | 20% | I often consult my pharmacist when choosing over-the-counter medications |

BASE: ALL RESPONDENTS

Q715 How would you describe your health overall?

| 2004 | 2007 | 2007 | | | |
|--------------|--------------|--------------|-----------------|--------------|------------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 39% | 41% | 41% | 44% | 35% | Top 2 Box (NET) |
| 10% | 8% | 8% | 9% | 4% | Excellent |

| | | | | | |
|------------|------------|------------|------------|-----------|---------------------|
| 30% | 33% | 33% | 35% | 31% | Very Good |
| 50% | 43% | 42% | 43% | 58% | Good |
| 11% | 16% | 17% | 13% | 8% | Bottom 2 Box |
| 9% | 15% | 16% | 9% | 8% | Fair |
| 2% | 1% | 1% | 4% | - | Poor |

BASE: QUALIFIED RESPONDENTS

Q720 In the past 12 months, how many visits to your doctor have you made about personal health concerns?

| 2004 | 2007 | 2007 | | | |
|------------|------------|------------|------------|------------|------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 3.1 | 2.9 | 2.8 | 3.8 | 3.1 | MEAN |
| 11% | 20% | 23% | 10% | 14% | 0 |
| 69% | 64% | 62% | 72% | 74% | 1-5 (NET) |
| 23% | 22% | 22% | 24% | 14% | 1 |
| 33% | 31% | 29% | 36% | 40% | 2-3 |
| 14% | 12% | 11% | 12% | 20% | 4-5 |
| 12% | 8% | 9% | 5% | 3% | 6-10 |
| 3% | 4% | 3% | 11% | 5% | 11 or more |
| 4% | 3% | 3% | 2% | 5% | Not sure |

BASE: ALL RESPONDENTS

Q728 Do you take any of the following products on a daily or regular basis?

| 2004 | 2007 | 2007 | | | |
|------------|------------|-------|----------|-------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 66% | 76% | | | | One or more vitamins or supplements |
| - | 63% | 63% | 63% | 69% | Multivitamins |
| - | 40% | 42% | 35% | 35% | Calcium supplements |
| - | 30% | 31% | 30% | 22% | Aspirin for heart health |
| - | 31% | 30% | 27% | 39% | Fish oil supplements |
| 34% | 24% | | | | None of these |

BASE: ALL RESPONDENTS

Q730 Do you currently have health insurance?

| 2004 | 2007 | 2007 | | | |
|-------|------------|-------|----------|-------|-------------------|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 86% | 89% | 89% | 88% | 89% | Yes |
| 13% | 10% | 10% | 12% | 10% | No |
| 1% | 1% | 1% | * | 1% | Decline to answer |

BASE: RESPONDENTS WHO HAVE HEALTH INSURANCE (Q730/1)

Q735 Does your current health insurance cover all or part of your prescription medications?

| 2004 | 2007 | | 2007 | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 317 | 636 | 432 | 88 | 92 | BASE |
| 92% | 93% | 93% | 97% | 91% | Covers some or all prescription medications |
| - | 30% | 30% | 41% | 46% | Covers all of my prescription medications |
| - | 63% | 63% | 56% | 45% | Covers part of my prescription medications |
| 8% | 6% | 6% | 2% | 5% | Does not cover prescription medications |
| - | 1% | 1% | 1% | 4% | Not sure |

BASE: ALL RESPONDENTS

Q740 Where do you typically get health information? Please select all that apply.

| 2004 | 2007 | | 2007 | | |
|--------------|--------------|--------------|-----------------|--------------|--|
| Total | Total | White | Hispanic | Black | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 81% | 83% | 83% | 81% | 80% | Doctors or other health professionals |
| 72% | 75% | 76% | 69% | 75% | The Internet/The Web |
| 49% | 44% | 43% | 44% | 52% | News media (newspapers, news magazines, television news, etc.) |
| 36% | 37% | 37% | 44% | 29% | Friends and/or family |
| 40% | 30% | 27% | 32% | 51% | Books or journals |
| 12% | 9% | 8% | 9% | 20% | Entertainment media (television programs, popular magazines, etc.) |
| 7% | 8% | 7% | 19% | 8% | Other |
| * | 1% | * | 1% | 1% | None |
| 1% | * | * | * | - | Not sure |

| |
|----------------------------------|
| SECTION 100: DEMOGRAPHICS |
|----------------------------------|

BASE: ALL RESPONDENTS

Q102 Gender

| 2004 | 2007 | White | 2007 Hispanic | Black | |
|--------------|--------------|--------------|--------------------------|--------------|--------|
| Total | Total | | | | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 54% | 49% | 50% | 51% | 42% | Male |
| 46% | 51% | 50% | 49% | 58% | Female |

BASE: ALL RESPONDENTS

Q106 Age groups

| 2004 | 2007 | White | 2007 Hispanic | Black | |
|--------------|--------------|--------------|--------------------------|--------------|-------------|
| Total | Total | | | | |
| 370 | 710 | 477 | 107 | 102 | BASE |
| 51.5 | 53.3 | 53.8 | 50.4 | 51.7 | MEAN |
| 31% | 31% | 31% | 31% | 25% | 35-44 |
| 31% | 30% | 28% | 35% | 38% | 45-54 |
| 27% | 23% | 22% | 24% | 22% | 55-64 |
| 11% | 17% | 19% | 9% | 15% | 65+ |