

Question 3.—Do you think the methods of promoting and advertising drugs in general are: ethical? beneficial? economical?

Of the doctors who answered either "yes" or "no" to this question a total of 92% thought that they were not "economical" but more than half considered them "ethical" (Table III).

TABLE III.—OPINION ON METHOD OF PROMOTION

	Choice of answers			Total answers
	Yes (percent)	No (percent)	Don't know (percent)	
Ethical.....	62	23	16	498
Beneficial.....	48	32	20	484
Economical.....	6	77	17	492

Question 4.—Do you think that drug advertising found in medical journals is subject to stricter, more impartial censorship than most other forms of written drug advertising, and therefore contains more accurate and less biased information?

Of the 518 doctors who answered this question, 44% said "no" and of the 363 who said either "yes" or "no", 64% believed that drug advertisements in medical journals were not that different from other written advertising. This was the feeling in spite of the fact that a number of the leading journals have in the past few years made their criteria for accepting journal advertising much more rigorous.

Question 5.—What happens to the drug advertising you receive in the mail?

The answers given to this question correlate well with those to questions 1 and 2: only 34% try to read all or some of the direct mail advertising; 20% never or rarely see the material, and 45% sort through but rarely read any of it (Table IV).

TABLE IV.—FATE OF MAILED ADVERTISING
[In percent]

Choice of answers	Specialists	General practitioners	All doctors
Do you:			
Try to read all of it?.....	5	3	4
Try to read some of it?.....	33	26	30
Sort through but rarely read any of it?.....	48	43	45
Rarely see any of it, i.e. your nurse or receptionist disposes of the material as she sees fit?.....	5	10	8
Immediately discard without looking at any of it?.....	8	15	12
Other.....	2	2	2
Total answers.....	266	250	523

Question 6.—"Briefly, what are your thoughts on direct mail drug advertising?"

After reading through many of the answers to this question, it was decided to group the replies as shown in Table V. Some doctors gave answers which fitted into more than one category (e.g. they said "waste of time and of little value"); hence in this question the sum of the percentage of distribution of answers exceeds 100.