

A STUDY OF MEDICAL ADVERTISING AND THE AMERICAN PHYSICIAN PART II.
 THE PHYSICIANS' VIEWPOINT -- An Opinion Survey Made for the American
 Medical Association

CHAPTER VII. ATTITUDES OF PHYSICIANS TOWARD COUNCIL ACCEPTANCE

From the survey of advertisers, we learned that the majority of medical advertisers believe that physicians attach little or no importance to the Council Seal of Acceptance in the case of a product which is not dangerous, especially if the manufacturer is well-known and of good reputation.

Medical advertisers generally believe that the Council's Seal has considerable value in the case of a new, potentially dangerous drug; or any drug put out by an unknown firm.

To learn the facts about the attitudes of physicians toward Council Acceptance, we asked them three questions:

"When learning about a new product which is not particularly dangerous, do you usually have any special interest in whether or not it is 'Council Accepted,' or doesn't it make any difference?"

"In the case of a drug which is not particularly dangerous, would you feel safer in prescribing it if it had the Council Seal of Acceptance, or wouldn't it make any difference?"

"Which do you think is usually of greater importance to you in connection with a new drug -- the name of the manufacturer, or the fact that the drug has the Council Seal?"

On the first question (see Table 48), the answers of physicians as a whole broke down as follows:

71% have special interest,
 27% makes no difference,
 2% qualified or other.

There are some interesting variations on the part of special groups from this national average. The physicians who write over 100 prescriptions per week were considerably more inclined to be interested in Council Acceptance (85%) than those who write fewer prescriptions.

The full-time G.P. is more interested (77%) than the full-time specialist (68%).

The physicians of 40 and over were more interested (73%) than those under 40 (65%).

Geographically, physicians living in the East were the least interested (67%), while those in the South expressed a considerably higher interest (average, 79%). Physicians living in cities under 100,000 were considerably more interested (76%), than those living in cities of a million and over (62%).

p. 117, by Ben Gaffin & Associates, Chicago 4, Illinois, August 31, 1953