

Cathy A. Groupe  
Center for Drug Evaluation and Research (HFD-21)  
Food and Drug Administration  
5600 Fishers Lane  
Rockville, MD 20857

January 6, 2005

RE: Oral Presentation from the public: NDA 21-213

Dear Ms. Groupe:

I am writing to request the opportunity for the National Consumers League (NCL) to present consumer research findings relevant to NDA 21-213, proposing over-the-counter (OTC) use of a 20 mg statin therapy. Alison Rein, Assistant Director of Food and Health Policy, would be the presenting staff member.

**About NCL:**

For over 100 years, NCL has worked to achieve better health for all consumers by promoting access to safe, effective, and affordable healthcare. NCL frequently engages in consumer research efforts to better understand awareness and perceptions, and uses this information to inform its education and outreach activities.

NCL offices are located in Washington, DC at the address below:  
1701 K Street NW, Suite 1200  
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**About the Presentation:**

In August of 2004, NCL commissioned Harris Interactive to collaborate on the design and implementation of an online survey of US adults, with either a known or potential moderate risk for cardiovascular disease. NCL commissioned this research to explore consumers' knowledge about the significance of high cholesterol, their attitudes toward the possibility of an OTC statin option, and perspectives on relevant safety and use issues. In considering this topic, NCL did not lend or withhold support to an OTC statin option.

For this presentation, NCL would like to share some of the key consumer research findings with members of the Advisory Panel. Given the nature of the information, NCL requests a time slot of no less than 5 minutes - if at all possible given the schedule of presenters. In addition, NCL would like to submit two written documents for reference use by the Advisory Panel: an annotated version of the full survey instrument, and a Power Point presentation that describes the research methodology and key findings.

**Disclosure:**

This research effort was funded through an unrestricted research grant from Johnson&Johnson/Merck.

CC: Hilda Scharen

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Date: September 17, 2004  
 J21967

**NATIONAL CONSUMERS LEAGUE:  
 SURVEY TO EVALUATE INTEREST IN CHOLESTEROL-LOWERING OTC  
 MEDICATION**

**SECTION 300: SAMPLE PRELOAD AND SCREENING QUESTIONS**

**BASE: US RESIDENTS AGED 35+**

**Q320** Have you ever been told by a doctor or other health professional that your cholesterol level is...?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Very high	-	-	-
2 Moderately high	13	25	-
3 Borderline high	27	53	-
4 Normal	36	18	56
5 Low	4	2	7
6 Doctor never discussed my cholesterol level with me.	15	2	30
7 Not sure	3	1	7
9 Decline to answer	-	-	-

**BASE: US RESIDENTS AGED 35+**

**Q325** What is your total cholesterol level?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Under 180	22	6	39
2 180 – 199	18	35	-
3 200 – 240	20	38	-
4 Over 240	-	-	-
5 Not sure	40	20	61
9 Decline to answer	-	-	-

**BASE: US RESIDENTS AGED 35+**

**Q330** Are you currently doing any of the following to control or lower your cholesterol? <|> Please select all that apply. </|>

[MULTIPLE RESPONSE]  
 [RANDOMIZE]

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Seeing a doctor or other health care provider to monitor my cholesterol	8	13	2
2 Taking a prescription medication to lower my cholesterol	-	-	-
3 Watching my diet to control or lower my cholesterol	32	49	15
4 Exercising to control or lower my cholesterol	29	45	13
5 Trying to lose weight to control or lower my cholesterol	28	44	11

**BASE: US RESIDENTS AGED 35+**

**Q335** Do any of the following statements describe you? <|> Please select all that apply. </|>

[RANDOMIZE]

[MULTIPLE RESPONSE]

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 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).	15	13	17
2 I smoke cigarettes.	31	17	46
3 I have high blood pressure and/or I'm currently taking high blood pressure medication.	25	24	26
4 I have HDL, or good cholesterol, lower than it should be (below 40).	9	10	7
5 None of these (E) (ANCHOR)	39	52	26
9 Decline to answer (E) (ANCHOR)	*	1	-

**BASE: RESPONDENTS THAT GAVE HEIGHT AND WEIGHT (Q340/3-8 AND Q341/0-11 AND Q345 > OR = 75)**

**Q347** CLASSIFICATIONS BASED ON BMI (Does not appear on screen.)

(Note: N=728)

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Underweight Q346 LESS THAN 18.5	1	2	*
2 Normal Q346 GREATER THAN OR EQUAL TO 18.5 AND Q346 LESS THAN 25.0	18	20	15
3 Overweight Q346 GREATER THAN OR EQUAL TO 25.0 AND Q346 LESS THAN 30.0	43	44	42
4 Obese Q346 GREATER THAN OR EQUAL TO 30.0	38	34	42

**BASE: US RESIDENTS AGED 35+ AND WHO REFUSED WEIGHT/HEIGHT**

**Q350** Are you at least 30 pounds over the ideal weight for your frame?

(Note: N=2)

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Yes	100	100	1002
2 No	-	-	-
3 Not sure	-	-	-
9 Decline to answer	-	-	-

**BASE: US RESIDENTS AGED 35+**

**Q353** How concerned are you about your cholesterol?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Not at all concerned	33	18	50
2 Somewhat concerned	43	52	33
3 Concerned	19	23	15
4 Very concerned	3	3	2
5 Extremely concerned	2	4	-

**BASE: ALL RESPONDENTS**  
**Q355 QUOTA GROUPS**

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 KNOWN MODERATE RISK MALES (QUOTA 178)	28	54	-
2 KNOWN MODERATE RISK FEMALES (Quota 178)	24	46	-
3 POTENTIAL RISK MALES (Quota 178)	27	-	57
4 POTENTIAL RISK FEMALES (Quota 178)	20	-	43
5 ALL OTHERS (Not qualified, jump to Q77)	-	-	-

**BASE: US RESIDENTS AGED 35+**

**Q900** Are you of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban? <BR><BR>

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Yes, of Hispanic origin	10	7	14
2 No, not of Hispanic origin	89	92	86
9 Decline to answer	*	1	*

**BASE: US RESIDENTS AGED 35+**

**Q905** Do you consider yourself...?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
01 White	81	89	71
02 Black / African American	13	8	19
03 Asian or Pacific Islander	1	*	1
04 Native American or Alaskan native	1	*	1
05 Mixed racial background	2	1	2
06 Other race	2	1	4
94 Decline to answer	1	1	1

**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.*

[PROGRAMMER NOTE: INSERT PRODUCT DESCRIPTION IN BLUE IN BOX WITH OUTLINE]

**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 eighteen 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?

	<b>Total</b>	<b>Known Risk</b>	<b>Potential Risk</b>
1 Not at all likely	42	34	50
2 Somewhat likely	33	34	32
3 Likely	12	12	16
4 Very likely	8	12	3
5 Extremely likely	5	8	2

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**BASE: QUALIFIED RESPONDENTS**

**Q415** Based on the description you just read, what, if anything, is there about this product that you think you would like? Please be specific.

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
Convenience (NET)	31	36	26
Efficacy (NET)	24	28	20
Safety/Side-Effects (NET)	14	19	9
Need/Criteria (NET)	12	9	14
Product Attributes (NET)	5	5	5
Overall Positive (NET)	3	3	4
Price (NET)	3	3	4
Other (NET)	8	8	8
None/Nothing	15	14	17
Don't Know	1	1	1
Decline to Answer	1	1	1

**BASE: QUALIFIED RESPONDENTS**

**Q420** Based on the description you just read, what, if anything, is there about this product that you think you would not like? Please be specific.

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
Need/Criteria (NET)	17	18	15
Safety/Side-Effects (NET)	9	10	8
Price (NET)	4	5	3
Efficacy (NET)	2	2	2
Dosage (NET)	1	2	1
Other (NET)	17	16	18
None/Nothing	47	46	48
Don't Know	3	3	4
Decline to Answer	2	2	3

**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?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Not at all likely	32	20	44
2 Somewhat likely	30	32	27
3 Likely	20	23	16
4 Very likely	10	13	8
5 Extremely likely	9	12	6

[PN: INSERT DEFINITION: J/US/NYC/INSERT PATH]

**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?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Not at all likely	33	24	43
2 Somewhat likely	26	26	27

3	Likely	18	21	15
4	Very likely	13	18	8
5	Extremely likely	10	12	7

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**BASE: QUALIFIED RESPONDENTS**

**Q440** Based on what you have read about this product, which statement best describes how you feel about the claims made about this product?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Completely unbelievable	2	1	4
2 Somewhat unbelievable	11	10	11
3 Somewhat believable	56	49	64
4 Very believable	27	37	17
5 Completely believable	4	3	5

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**BASE: QUALIFIED RESPONDENTS**

**Q445** Based on what you have read about this product, how effective do you think this product would be at lowering your cholesterol?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Not at all effective	7	5	8
2 Somewhat effective	43	41	45
3 Effective	39	37	40
4 Very effective	10	14	5
5 Extremely effective	2	3	1

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**BASE: QUALIFIED RESPONDENTS**

**Q450** Based on what you have read about this product, how concerned are you about any side effects that might be caused by using this product?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Not at all concerned	29	26	33
2 Somewhat concerned	32	37	26
3 Concerned	19	18	21
4 Very concerned	10	10	9
5 Extremely concerned	10	10	11

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**SECTION 500: EXPLORATION OF MOTIVATIONS**

**BASE: QUALIFIED RESPONDENTS**

**Q500** Here is a list of 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.</|>

**Q501**

[RANDOMIZE]

	<u>Agree Strongly</u>	<u>Agree Somewhat</u>	<u>Disagree</u>
1 This product is effective.			
Total	11	79	10
Known Risk	13	79	7
Potential Risk	9	78	13
2 This is a product I am comfortable taking on a daily basis.			
Total	18	57	25
Known Risk	24	52	24
Potential Risk	10	63	26
3 This product is good for preventing heart disease.			
Total	16	66	18
Known Risk	20	64	16
Potential Risk	12	68	21
4 This product prevents borderline cholesterol from getting too high.			
Total	26	66	8
Known Risk	32	62	6
Potential Risk	20	70	10
5 This product will help me to make lifestyle improvements (e.g., improving diet or exercising).			
Total	10	51	39
Known Risk	12	49	39
Potential Risk	8	53	39
6 This product gives me control over my health.			
Total	16	62	22
Known Risk	20	59	21
Potential Risk	12	65	23
7 This product is not strong enough to improve my heart health.			
Total	3	37	59
Known Risk	5	37	58
Potential Risk	2	38	60
8 This product would be preferable to having to take a prescription drug to lower cholesterol.			
Total	38	47	15
Known Risk	47	42	11
Potential Risk	28	53	19
9 This product is unsafe.			
Total	3	28	69
Known Risk	2	27	71
Potential Risk	3	30	67
10 This product is no better than current prescription options.			
Total	8	55	38
Known Risk	11	55	35
Potential Risk	5	54	41
11 This product is no better than supplements or vitamins that are currently available.			
Total	6	37	57
Known Risk	6	32	62
Potential Risk	5	42	53



**BASE: QUALIFIED RESPONDENTS**

**Q505** 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 a response for each statement.</|>

**Q506**

[RANDOMIZE]

		<u>Describes Very Well</u>	<u>Describes Somewhat</u>	<u>Does Not Describe At All</u>
1	Someone who has a hard time remembering to take his or her medications			
	Total	8	37	54
	Known Risk	8	37	56
	Potential Risk	9	38	53
2	Someone who relies on his or her doctor to oversee his or her health			
	Total	18	48	34
	Known Risk	18	46	36
	Potential Risk	18	50	33
3	Someone who is interested in preventing heart disease			
	Total	48	46	6
	Known Risk	53	41	7
	Potential Risk	43	52	5
4	Someone who takes good care of himself/herself			
	Total	30	53	17
	Known Risk	31	55	14
	Potential Risk	28	52	21
5	Someone who already takes a lot of medications			
	Total	12	38	51
	Known Risk	12	36	52
	Potential Risk	11	40	49
6	Someone who likes to take charge of his or her health			
	Total	43	49	9
	Known Risk	48	43	8
	Potential Risk	36	54	10
7	Someone who is in poor health			
	Total	15	42	43
	Known Risk	12	43	45
	Potential Risk	19	41	40
8	Someone with an active lifestyle			
	Total	21	55	24
	Known Risk	24	54	22
	Potential Risk	18	56	26

Q506

[RANDOMIZE]

		<u>Describes Very Well</u>	<u>Describes Somewhat</u>	<u>Does Not Describe At All</u>
9	Someone who relies on caregivers or family members to help make decisions about his or her health			
	Total	7	38	55
	Known Risk	8	32	60
	Potential Risk	7	44	49
10	Someone whose serious risk for heart disease requires consistent physician monitoring			
	Total	20	36	43
	Known Risk	16	34	50
	Potential Risk	25	38	37
11	Someone who is trying to control his or her cholesterol with diet and exercise			
	Total	42	51	8
	Known Risk	47	45	8
	Potential Risk	36	57	7
12	Someone with health care concerns and needs much like my own (ANCHOR)			
	Total	25	48	27
	Known Risk	33	48	20
	Potential Risk	16	48	36

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**SECTION 600: COMPARISON OF OTC AND RX**

**BASE: QUALIFIED RESPONDENTS**

**Q600** 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...?

**Q601**

[RANDOMIZE]

	<u>Over-the-Counter Product</u>	<u>Prescription Product</u>	<u>Both Are the Same</u>
1 More effective at lowering cholesterol			
Total	5	41	54
Known Risk	6	39	55
Potential Risk	4	43	54
2 A more reliable treatment			
Total	6	43	51
Known Risk	6	41	53
Potential Risk	6	46	48
3 More trustworthy			
Total	4	36	60
Known Risk	7	33	60
Potential Risk	2	38	60
4 Less likely to cause side effects			
Total	34	17	49
Known Risk	37	15	48
Potential Risk	30	20	50
5 More natural			
Total	35	13	52
Known Risk	38	12	50
Potential Risk	32	15	53
6 Safer to use			
Total	22	26	51
Known Risk	25	26	50
Potential Risk	20	27	53

**BASE: QUALIFIED RESPONDENTS**

**Q605** 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....

**Q606**

[RANDOMIZE]

		<u>Over-the-Counter Product</u>	<u>Prescription Product</u>
1	Easier to keep taking every day		
	Total	73	27
	Known Risk	78	22
	Potential Risk	68	32
2	Easier to buy at a store where you shop		
	Total	91	9
	Known Risk	92	8
	Potential Risk	90	10
3	More suitable for someone who is in poor health		
	Total	16	84
	Known Risk	14	86
	Potential Risk	18	82
4	More suitable for someone who takes charge of his or her health		
	Total	78	22
	Known Risk	86	14
	Potential Risk	70	30
5	More suitable for somebody with your health care needs (ANCHOR)		
	Total	70	30
	Known Risk	72	28
	Potential Risk	67	33

**BASE: QUALIFIED RESPONDENTS**

**Q610** 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....

**Q611**

[RANDOMIZE]

		<u>Over-the-Counter Product</u>	<u>Prescription Product</u>
1	Discuss with your doctor		
	Total	57	43
	Known Risk	60	40
	Potential Risk	53	47
2	Seek more information about		
	Total	75	25
	Known Risk	79	21
	Potential Risk	72	28
3	Consider taking		
	Total	76	24
	Known Risk	78	22
	Potential Risk	73	27
4	Recommend to a friend or family member		
	Total	76	24
	Known Risk	79	21
	Potential Risk	73	27

**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.</|>

**Q701**

[RANDOMIZE]

		<u>Describes Me Very Well</u>	<u>Describes Me Somewhat</u>	<u>Does Not Describe Me At All</u>
1	I have a hard time remembering to take my medications and vitamins.			
	Total	7	21	72
	Known Risk	7	23	70
	Potential Risk	7	19	74
2	I usually do what my doctor tells me to do.			
	Total	32	29	34
	Known Risk	29	61	9
	Potential Risk	34	51	15
3	I believe that prescription medications work better than over-the-counter medications.			
	Total	21	41	38
	Known Risk	20	40	40
	Potential Risk	23	42	36
4	I believe that over-the-counter medications are safer than prescription medications.			
	Total	7	38	55
	Known Risk	8	45	48
	Potential Risk	7	31	62
5	I am actively involved in managing my own health care.			
	Total	43	46	11
	Known Risk	51	41	8
	Potential Risk	34	52	15
6	I see my doctor as a partner in managing my health care.			
	Total	32	47	21
	Known Risk	31	54	15
	Potential Risk	34	39	27
7	I often consult my pharmacist when choosing over-the-counter medications.			
	Total	17	41	42
	Known Risk	17	42	41
	Potential Risk	17	39	44
8	I am at risk for developing high cholesterol.			
	Total	17	45	37
	Known Risk	23	55	22
	Potential Risk	11	35	54

**BASE: ALL RESPONDENTS**

**Q705** Please rate the extent to which you agree or disagree with the following statements. <|>Please select one response for each statement.</|>

**Q706**

[RANDOMIZE]

		<u>Agree Strongly</u>	<u>Agree Somewhat</u>	<u>Disagree</u>
1	I believe over-the-counter cholesterol medication is safe to take over long periods of time.			
	Total	11	53	36
	Known Risk	16	55	29
	Potential Risk	6	50	43
2	I believe over-the-counter cholesterol medication lowers cholesterol more effectively than diet and/or exercise alone.			
	Total	9	44	46
	Known Risk	12	46	42
	Potential Risk	7	43	51
3	Over-the-counter cholesterol medications have side effects that concern me.			
	Total	16	50	34
	Known Risk	17	51	32
	Potential Risk	15	49	36
4	Prescription cholesterol medications have side effects that concern me.			
	Total	29	52	19
	Known Risk	33	49	18
	Potential Risk	24	54	21
5	I would recommend over-the-counter cholesterol medication to someone I care about who has high cholesterol.			
	Total	18	55	27
	Known Risk	17	61	22
	Potential Risk	19	49	32
6	High cholesterol should be treated with medication, regardless of whether it is prescription or over-the-counter.			
	Total	35	41	24
	Known Risk	31	43	26
	Potential Risk	39	39	22
7	The benefit of taking over-the-counter cholesterol medication is greater than the risk.			
	Total	16	55	29
	Known Risk	16	56	28
	Potential Risk	15	55	30
8	I believe prescription cholesterol medication is safe to take over long periods of time.			
	Total	13	51	36
	Known Risk	13	50	37
	Potential Risk	13	51	36

**BASE: ALL RESPONDENTS**

**Q710** Do you pay more attention to the nutrition content on food labels now than you did five years ago?

[RESULTS LABEL: PERCENTAGE OF THOSE WHO DO/DO NOT PAY MORE ATTENTION TO NUTRITIONAL CONTENTS ON FOOD LABELS]

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Yes	73	83	62
2 No	27	17	38

**BASE: ALL RESPONDENTS**

**Q715** How would you describe your health overall?

[RESULTS LABEL: PERCENT INDICATING HEALTH OVERALL]

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Poor	2	2	2
2 Fair	14	9	19
3 Good	44	50	38
4 Very good	32	30	34
5 Excellent	8	10	6

**BASE: QUALIFIED RESPONDENTS**

**Q720** How many visits to a doctor have you made in the past 12 months? <|>If you are not sure, please enter "999".</|>

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
0	14	11	18
1	23	23	23
2-3	29	33	24
4-5	11	14	9
6-10	11	12	10
11 or more	6	3	8
Don't know	6	4	8
MEAN number of visits	3.5	3.1	3.9

**BASE: QUALIFIED RESPONDENTS**

**Q725** How satisfied are you with the medical care you have received in the past 12 months?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Not at all satisfied	3	3	4
2 Somewhat satisfied	16	17	13
3 Satisfied	31	33	28
4 Very satisfied	30	32	28
5 Extremely satisfied	20	15	26

**BASE: ALL RESPONDENTS**

**Q728** Do you take any daily vitamins or supplements?

[RESULTS LABEL: PERCENTAGE OF THOSE WHO TAKE DAILY VITAMINS OR SUPPLEMENTS]

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Yes	63	66	59
2 No	37	34	41

**BASE: ALL RESPONDENTS**

**Q730** Do you currently have health insurance?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Yes	84	86	81
2 No	16	13	19
9 Decline to answer	1	1	*

[PROGRAMMER NOTE: IF 730/2,9, JUMP TO Q740]

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

**Q735** Does your current health insurance cover prescription medications?

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Yes	92	92	93
2 No	8	8	7

**BASE: ALL RESPONDENTS**

**Q740** Where do you typically get health information? <|>Please select all that apply. </|>

[RESULTS LABEL: PERCENTAGE INDICATING WHERE HEALTH INFORMATION IS TYPICALLY ACQUIRED]

[MULTIPLE RESPONSE]

[RANDOMIZE]

	<u>Total</u>	<u>Known Risk</u>	<u>Potential Risk</u>
1 Doctors or other health professionals	76	81	70
2 Friends and/or family	40	36	44
3 News media (newspapers, news magazines, television news, etc.)	44	49	39
4 Entertainment media (television programs, popular magazines, etc.)	13	12	14
[ANCHOR AFTER ITEM 3]			
5 Books or journals	36	40	33
6 The Internet/The Web	63	72	54
7 Other (ANCHOR)	7	7	7
8 None (E) (ANCHOR)	2	*	3
98 Not sure (E) (ANCHOR)	2	1	3



**SECTION 100: DEMOGRAPHICS**

**BASE: ALL RESPONDENTS**

**Q112** [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]

[MULTIPLE RESPONSE]

[PROGRAMMER: DESELECT CODE 18.]

[PROGRAMMER NOTE: IF 18 OR OLDER OR AGE UNKNOWN (Q106/3-13,99) PICK CODES 3,6,7,9,10,12,13,14,15,16,17, 19,20,22,24. IF 17 OR YOUNGER (Q106/1,2) PICK CODES 3,6,7,9,10,12,13,17, 19,20,21,22,24. DESELECTION OF ANY CODES REQUIRES WRITTEN PERMISSION FROM INTERNET METHODOLOGY TEAM.]

[DO NOT SHOW CODE 21: THE SERIES OF QUESTIONS ARE SHOWN AS PART OF THE SCREENER]  
[PROGRAMMER NOTE: PLEASE AUOT-FILL Q112/21 WITH ANSWERS FROM SCREENER QUESTIONS Q900-Q920]

- 03 PRESENT SOLE EMAIL USER (Q199)
- 06 PRESENT COUNTRY OF RESIDENCE (Q110/Q166)
- 07 PRESENT CONFIRMATION SCREEN (Q150)
- 09 PRESENT CITIZENSHIP (Q170)
- 10 PRESENT INTERNET CONNECTION (Q190)
- 12 PRESENT INTERNET USAGE (Q194/Q195/Q196)
- 13 PRESENT EDUCATION (Q214 OR Q216)
- 14 PRESENT MULTI-EMPLOYMENT (Q210)
- 15 PRESENT RELATIVE INCOME (Q230)
- 16 PRESENT INCOME (Q232)
- 17 PRESENT STATE/TERRITORY/PROVINCE (Q172)
- 18
- 19 PRESENT ZIP CODE (Q178)
- 20 PRESENT POSTAL CODE (Q180)
- 21 PRESENT RACE (Q236-Q244)
- 22 PRESENT SURVEY EVALUATION (Q288-Q294)
- 24 PRESENT SWEEPSTAKES (Q252-Q262)

**BASE: ALL RESPONDENTS**

**Q114** [HIDDEN QUESTION - OPTIONAL QUESTION SELECTION.]

[PROGRAMMER NOTE: **GET CODE 20 AS DEFAULT.** DO NOT SELECT QUESTIONS FOR PRESENTATION UNLESS INDICATED BY PROJECT RESEARCH STAFF.]

[MULTIPLE RESPONSE]

- 01 PRESENT READING COMPREHENSION (Q184)
- 02 PRESENT READING FLUENCY [CAN SELECT ONLY IF Q114/01.] (Q186)
- 04 PRESENT SURVEY LOCATION (Q200)
- 05 PRESENT MARITAL STATUS (Q202)
- 06 PRESENT ADULTS IN HOUSEHOLD (Q204)
- 07 PRESENT CHILDREN IN HOUSEHOLD (Q206)
- 08 PRESENT AGE OF CHILDREN [CAN SELECT ONLY IF Q114/07.] (Q208/Q209)
- 09 PRESENT SINGLE EMPLOYMENT (Q212)
- 10 PRESENT INDUSTRY (Q226)
- 11 PRESENT PROFESSION (Q228)
- 12 PRESENT INVESTABLE ASSETS (Q234)
- 13 PRESENT SEXUAL ORIENTATION (Q246/Q248)
- 15 PRESENT SCHOOL LOCATION (Q220)
- 16 PRESENT MOTHER'S EDUCATION (Q222)
- 17 PRESENT FATHER'S EDUCATION (Q224)
- 18 PRESENT DIRECT INCENTIVE (Q264-Q275)
- 19 PRESENT OPT-IN FOR NON-HPOL (Q278-Q284)

**BASE: ALL RESPONDENTS**

**Q60** STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

- 1 QUALIFIED RESPONDENTS, QUOTA OPEN (Q355/1-4, Q365/2,3,)
- 3 QUALIFIED RESPONDENTS, QUOTA CLOSED (Q355/1-4, Q365/1,)
- 6 NOT QUALIFIED (ALL OTHERS)

**Exploration of Consumer Perceptions  
about and Interest in an OTC Statin Option:  
Survey of Moderate Risk and Potential Risk**

**Respondents**

Conducted By Harris Interactive In  
Collaboration With The National  
Consumers League

**Background and Objectives**

- The National Consumers League (NCL) commissioned Harris Interactive to conduct a survey exploring attitudes about and interest in over-the-counter (OTC) cholesterol-lowering statins.
- The NCL was interested in exploring:
  - The extent to which consumers are aware of elevated cholesterol and associated risks
  - Whether or not the option of an OTC cholesterol-lowering statin would generate interest and action among people who have borderline or moderately high cholesterol (known moderate risk) or who have risk factors for having or developing high cholesterol (potential risk);
  - The factors that determine:
    - Level of interest and action in the OTC product, and
    - Extent to which respondents are able to evaluate the appropriateness of this product for various types of people;
  - The factors that inform respondent receptivity to both the OTC and Rx options.

**Sample and Methodology**

- This survey was conducted online within the United States with members of the Harris Poll Online Panel, several million people who have agreed to participate in survey research projects.
- Interviews were conducted between August 26 and September 3, 2004.
- A total of 2,777 people participated in the survey, 730 of whom were qualified to take the entire survey based on the criteria on the next two slides.
- We refer to these 730 respondents as "at-risk" respondents throughout this document.

**Sample and Methodology, continued**

- Qualified at-risk respondents (n=730) met 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
  - Not currently taking prescription medications to lower their cholesterol
  - (Additional qualification criteria on next slide)

**Sample and Methodology, continued**

- Further, to be qualified, at risk respondents had to fit into one of the following risk categories:
  - **Known Moderate Risk Respondents (n=370):** Told by a doctor that they have moderate or borderline high cholesterol or know that their cholesterol number is between 180-240.
  - **Potential Risk Respondents (n=360):** Not explicitly told by a doctor that they have moderate, borderline, or high cholesterol and not aware that they have a cholesterol level of 180 or higher. Must also meet at least two of the following risk criteria:
    - 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)
    - Smoke cigarettes
    - Have high blood pressure or are currently taking high blood pressure medication
    - Have HDL or good cholesterol lower than it should be (below 40)
    - Are overweight or obese (BMI of 25 or higher)
    - Are males age 45 or older or females age 55 or older
- The incidence rate for Known Moderate Risk Respondents was 17%, while the incidence rate for Potential Risk Respondents was 13%, out of all 2,777 participants.

**Sample and Methodology, continued**

- We over sampled Black and Hispanic respondents, for a total of 109 qualified Black respondents and 106 qualified Hispanic respondents.
  - Black (30% known risk and 70% potential risk)
  - Hispanic (35% known risk and 65% potential risk)
- Demographic and propensity weighting techniques were used to ensure that the data represent the national population of adults aged 35 and older.
  - Qualified and non-qualified respondents were weighted to demographic targets from the US census.
  - Data were weighted by sex, race, education, income, and region.
  - "Propensity score" weighting was also used to adjust for respondents' propensity to be online.

### Sample and Methodology, continued

- Throughout this study, respondents were instructed to consider a **low-dose** prescription statin option, as this is the appropriate alternative to the OTC option.
- The results of this study are intended for public release.

### Further Defining Known Moderate Risk Respondents

- **Known Moderate Risk Respondents** (n=370): Told by a doctor that they have moderate or borderline high cholesterol or know that their cholesterol number is between 180-240.
  - Have been told by a doctor that their cholesterol level is:
    - Moderately high (25%)
    - Borderline high (53%)
    - Normal/low (20%)
  - Known cholesterol level:
    - 200-240 (38%)
    - 180-199 (35%)
    - Under 180 (6%)
    - Don't know their cholesterol level (20%)

### Further Defining Potential Risk Respondents

- **Potential Risk Respondents** (n=360): Not explicitly told by a doctor that they have moderate, borderline, or high cholesterol and not aware that they have a cholesterol level of 180 or higher. Must also meet at least two of the following risk criteria:
  - Are male age 45 or older (42%) or female age 55 or older (18%)
  - Smoke cigarettes (46%)
  - Are overweight (42%) or obese (42%)
  - Have high blood pressure or are currently taking high blood pressure medication (26%)
  - Have HDL lower than it should be (7%)
  - Have a family history of premature heart disease (17%)

### OTC Product Description

- Qualified respondents were asked to review the following description for the potential OTC cholesterol-lowering product:

**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 eighteen 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:
  - Is a smoker
  - Has HDL "good" cholesterol of 1-39 (too low)
  - 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)
  - 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).

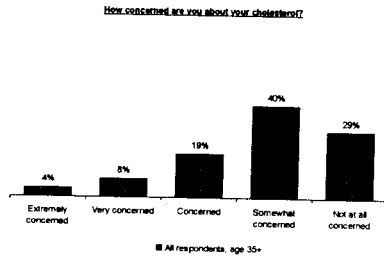
People who have very high cholesterol (over 240), have had a stroke, heart disease (heart attack or angina), liver disease, diabetes, or who are currently taking a prescription cholesterol-lowering medication should not take this product. Also, women who are pregnant or breast-feeding should not take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

### Key Findings

#### Key Finding #1: American adults need to be educated about elevated cholesterol and its associated risks.

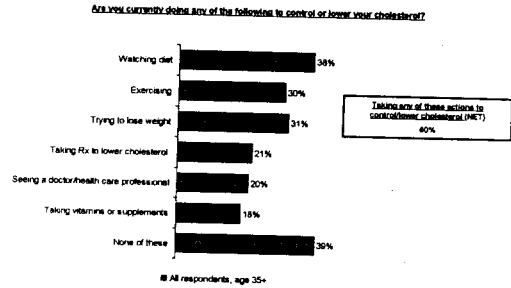
- A series of questions were asked of all respondents (both qualified and non-qualified). These respondents represent the general population of American adults aged 35 and older. Among this population, we find a real need for education about cholesterol.
  - 39% do not know their cholesterol level
  - 14% say that a doctor or other health professional has never talked to them about their cholesterol level
  - 29% are not at all concerned about their cholesterol (Chart 1)
- On a positive note, 60% of all respondents (qualified and non-qualified) say they are currently doing something to try to lower or control their cholesterol. (Chart 2)

**Chart 1: Most adults 35+ are at least somewhat concerned about their cholesterol; 3 in 10 are not.**



Q329 How concerned are you about your cholesterol?  
Base: All respondents (n=2,777)

**Chart 2: Most adults 35+ are currently taking measures to control their cholesterol; 4 in 10 are not.**

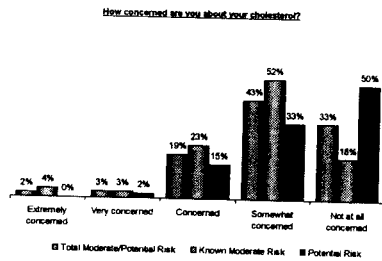


Q330 Are you currently doing any of the following to control or lower your cholesterol?  
Base: All respondents (n=2,777)

**Key Finding #2: At-risk Americans need to be educated about elevated cholesterol and its associated risks.**

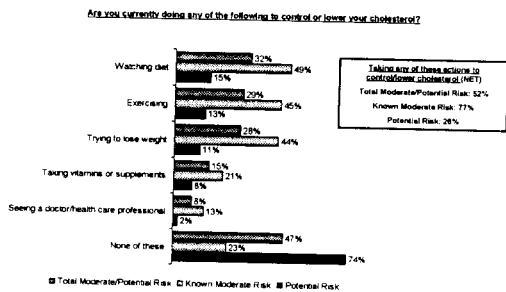
- Looking more specifically at the two main groups of at-risk respondents, we find that potential risk respondents are much less concerned about their cholesterol and less likely to be doing something to try to manage it than are known moderate risk respondents.
  - 50% of potential risk respondents are not at all concerned about their cholesterol (vs. 18% of known moderate risk) (Chart 3)
  - 74% of potential risk respondents are not taking steps to control or lower their cholesterol (vs. 23% of known moderate risk) (Chart 4)

**Chart 3: Half of respondents at potential risk for high cholesterol are not at all concerned about their cholesterol.**



Q333 How concerned are you about your cholesterol?  
Base: Qualified respondents (n=730: Known Moderate Risk n=370; Potential Risk n=360)

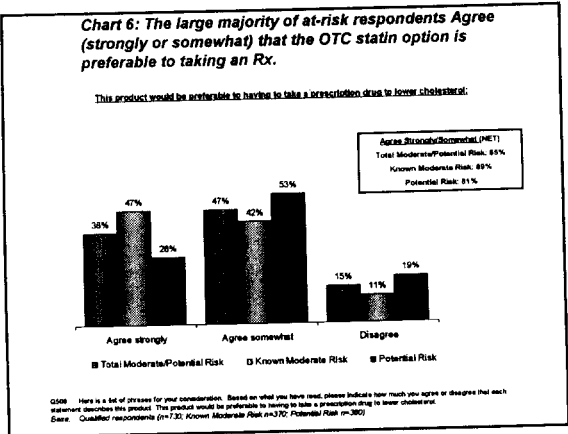
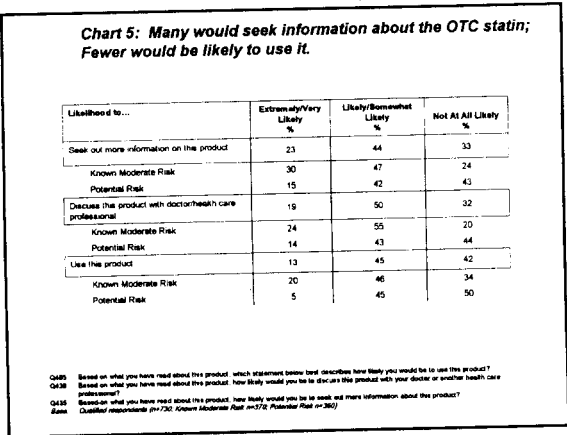
**Chart 4: Three in four respondents at potential risk for high cholesterol are not taking steps to control their cholesterol.**



Q332 Are you currently doing any of the following to control or lower your cholesterol?  
Base: Qualified respondents (n=730: Known Moderate Risk n=370; Potential Risk n=360)

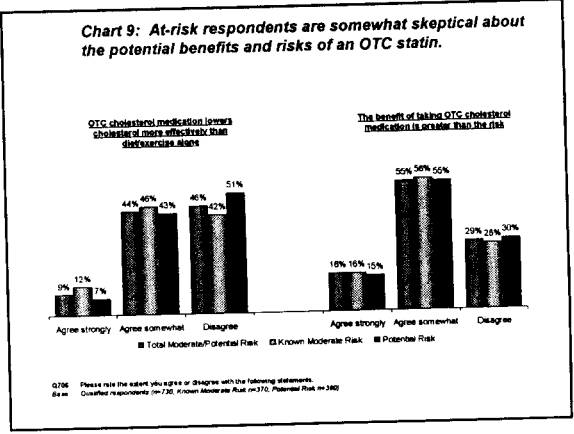
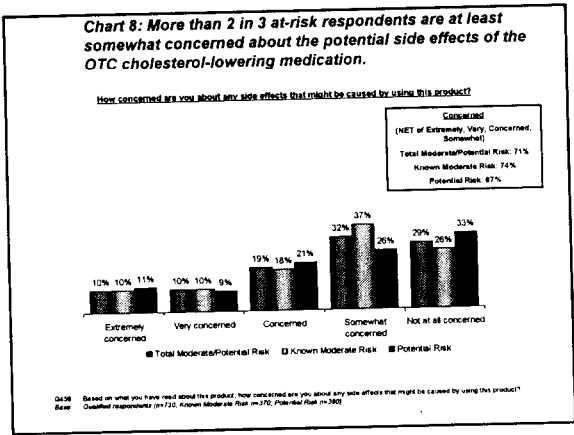
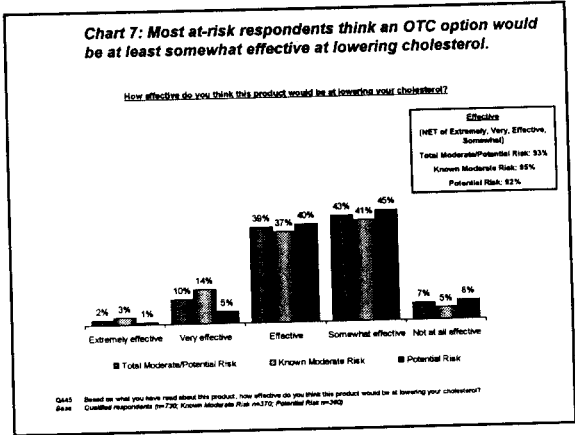
**Key Finding #3: There is interest in an OTC option for lowering cholesterol.**

- Among at-risk respondents, there is clear, though not overwhelming, interest in an OTC cholesterol-lowering medication. This interest is demonstrated more in the willingness to seek out more information about the product than likelihood to use it.
  - Known moderate risk respondents are more likely to seek out information about the OTC product, to discuss the product with their doctor, and to use the product than are potential risk respondents. (Chart 5)
- A large majority of at-risk respondents indicate that the OTC option would be preferable to taking a prescription drug to lower cholesterol. (Chart 6)
- Further, many at-risk respondents, particularly among known moderate risk, strongly agree that this product would be very appropriate for someone with health needs much like their own (33% known moderate risk; 16% potential risk). (Chart 11)



**Key Finding #4: Many have concerns about the safety of OTC statin medication.**

- While most believe at least somewhat in the effectiveness of the OTC statin, there are concerns about safety.
  - The large majority of at-risk respondents believe that this product would be at least somewhat effective (95% known moderate risk; 92% potential risk). (Chart 7)
  - Almost half of at-risk respondents do not think that the OTC statin would be more effective at lowering cholesterol than diet or exercise alone. (Chart 9)
  - The majority of at-risk respondents (over two-thirds) are at least somewhat concerned about the potential side effects of a cholesterol-lowering OTC. Many (20%) are very or extremely concerned. (Chart 8)
  - Almost 3 in 10 do not think that the benefit of a cholesterol-lowering OTC outweighs the risk. (Chart 9).



**Key Finding #5: The OTC statin is most strongly associated with concepts of prevention and control of health...**

- The OTC cholesterol-lowering medication is most strongly associated with: (Chart 10)
  - Preventing borderline cholesterol from getting too high
  - Having control over one's health
  - Being comfortable to take every day
  - Being good for preventing heart disease
- The OTC cholesterol-lowering medication is seen as most appropriate for someone: (Chart 11)
  - Interested in preventing heart disease
  - Who takes charge of his/her health
  - Trying to control cholesterol through diet/exercise
  - Who takes good care of him/herself
  - With an active lifestyle
  - With health care concerns and needs much like my own

**Key Finding #5: ...and less associated with concepts of dependence on caretakers and poor health.**

- The OTC cholesterol-lowering medication is much less likely to be considered appropriate for someone who: (Chart 11)
  - Relies on caregivers to help make decisions about his/her health
  - Has a hard time remembering to take medication
  - Already takes a lot of medications
  - Is in poor health
  - Relies on his/her doctor to oversee his/her health
  - Has a serious risk for heart disease that needs consistent physician monitoring
- However, the number of respondents who feel that the OTC statin would be appropriate for someone who's heart health needs consistent physician monitoring is disturbingly large (56%). This suggests a real need for education about who should, and should not, be taking an OTC to lower their cholesterol.

**Chart 10: Association of characteristics with the OTC statin**

	Agree Strongly %	Agree Somewhat %	Disagree %
The product prevents borderline cholesterol from getting too high	26	68	6
Known Moderate Risk	32	62	6
Potential Risk	20	70	10
This is a product I am comfortable taking on a daily basis	18	57	25
Known Moderate Risk	24	52	24
Potential Risk	10	63	26
The product is good for preventing heart disease	16	66	18
Known Moderate Risk	20	64	16
Potential Risk	12	68	21
The product gives me control over my health	16	62	22
Known Moderate Risk	20	59	21
Potential Risk	12	65	23
The product is effective	13	79	10
Known Moderate Risk	9	78	13
Potential Risk	9	78	13
The product will help me make lifestyle improvements	10	51	39
Known Moderate Risk	12	48	39
Potential Risk	8	53	39

Q200 Please indicate how much you agree or disagree with each statement that describes the product.  
Base: Qualified respondents (n=73; Known Moderate Risk n=37; Potential Risk n=36)

**Chart 10: Association of characteristics with the OTC statin, continued**

	Agree Strongly %	Agree Somewhat %	Disagree %
The product is no better than current prescription options	8	55	38
Known Moderate Risk	11	55	35
Potential Risk	5	54	41
The product is no better than supplements or vitamins that are currently available	6	37	57
Known Moderate Risk	6	32	62
Potential Risk	5	42	53
The product is not strong enough to improve my heart health	3	37	59
Known Moderate Risk	5	37	58
Potential Risk	2	38	60
The product is unsafe	3	28	69
Known Moderate Risk	2	27	71
Potential Risk	3	30	67

Q200 Please indicate how much you agree or disagree with each statement that describes the product.  
Base: Qualified respondents (n=73; Known Moderate Risk n=37; Potential Risk n=36)

**Chart 11: Most appropriate types of people for OTC statin**

	Describes Very Well %	Describes Somewhat %	Does Not Describe At All %
Someone who is interested in preventing heart disease	48	46	6
Known Moderate Risk	53	41	7
Potential Risk	43	52	5
Someone who likes to take charge of his/her health	43	49	9
Known Moderate Risk	48	43	9
Potential Risk	38	54	10
Someone who is trying to control his/her cholesterol with diet and exercise	42	51	8
Known Moderate Risk	47	45	8
Potential Risk	38	57	7
Someone who takes good care of him/herself	30	53	17
Known Moderate Risk	31	50	19
Potential Risk	28	52	21
Someone with health care concerns and needs much like my own	25	48	27
Known Moderate Risk	33	48	20
Potential Risk	16	48	36
Someone with an active lifestyle	21	55	24
Known Moderate Risk	24	54	22
Potential Risk	18	56	26

Q201 Please indicate how much you think that each statement describes a person who would use the product.  
Base: Qualified respondents (n=73; Known Moderate Risk n=37; Potential Risk n=36)

**Chart 11: Less appropriate types of people for OTC statin, continued**

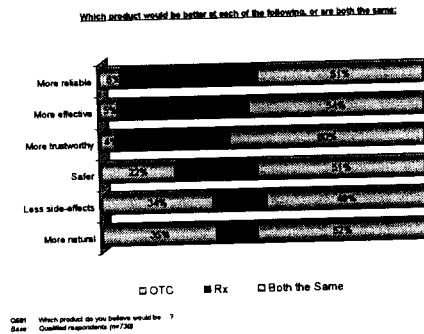
	Describes Very Well %	Describes Somewhat %	Does Not Describe At All %
Someone who relies on caregivers or family members to help make decisions about his/her health	7	38	55
Known Moderate Risk	8	32	60
Potential Risk	7	44	49
Someone who has a hard time remembering to take his/her medications	8	37	54
Known Moderate Risk	8	37	54
Potential Risk	9	38	53
Someone who already takes a lot of medications	12	34	51
Known Moderate Risk	12	36	52
Potential Risk	11	40	49
Someone who is in poor health	15	42	43
Known Moderate Risk	12	43	45
Potential Risk	19	41	40
Someone who relies on his/her doctor to oversee his/her health	18	48	34
Known Moderate Risk	18	46	36
Potential Risk	18	50	33
Someone whose serious risk for heart disease requires consistent physician monitoring	20	36	43
Known Moderate Risk	16	34	50
Potential Risk	25	38	37

Q201 Please indicate how much you think that each statement describes a person who would use the product.  
Base: Qualified respondents (n=73; Known Moderate Risk n=37; Potential Risk n=36)

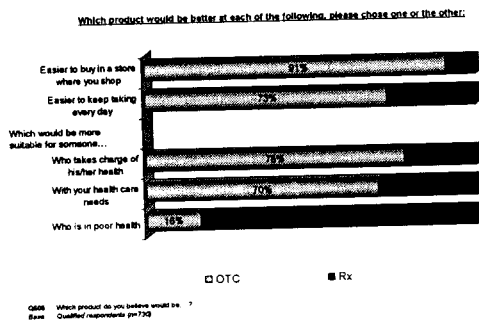
**Key Finding #6: Compared to an Rx, the OTC statin is seen as more convenient, more natural, less likely to cause side effects, and more appropriate for "someone with my health care needs."**

- Specifically comparing the OTC option to a similar medication available by prescription, certain characteristics strongly emerge as associated with each product. (Charts 12, 13, 14, & 15)
  - Rx is generally seen as:
    - More effective
    - More reliable
    - More trustworthy
    - More suitable for someone in poor health
  - OTC is generally seen as:
    - Easier to buy at a store where I shop
    - Easier to keep taking every day
    - More natural
    - Less likely to cause side effects
    - More suitable for someone who takes charge of his/her health
    - More suitable for someone with my health care needs
- At-risk respondents were divided on which product is safer, 51% think they are both the same while 22% think the OTC is safer and 26% think the prescription medication is safer.

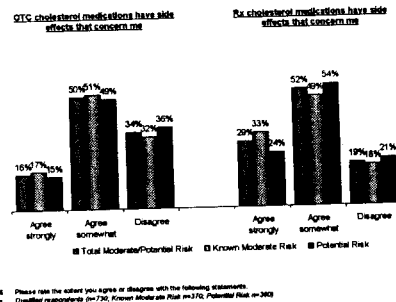
**Chart 12: Cholesterol-lowering OTC compared to Rx**



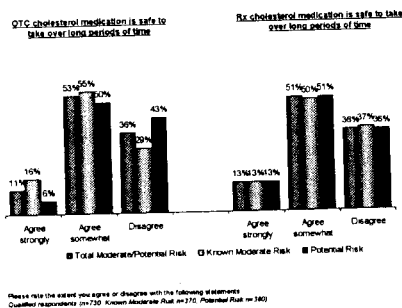
**Chart 13: Cholesterol-lowering OTC compared to Rx, continued**



**Chart 14: There is greater concern about the side effects of an Rx than an OTC statin.**



**Chart 15: There are similar views of the safety of an OTC and Rx statin.**

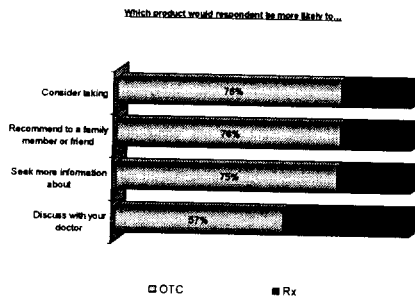


**Key Finding #7: Respondents are more likely to consider taking, recommend to a friend/family member, and seek more information about an OTC than an Rx statin.**

- At-risk respondents are much more likely to consider taking, seek more information about, and recommend to a friend or family member the OTC option over the prescription option. (Chart 16)
- At-risk respondents are fairly split on which statin option they would be more likely to discuss with their doctor.
- Overall, 2 in 3 at-risk respondents think that high cholesterol should be treated with medication, regardless of whether it is an OTC or prescription medication. (Chart 17)
  - This finding points to the broader question of whether or not these at-risk respondents understand their own risk for high cholesterol and the steps they should be taking to keep it under control.

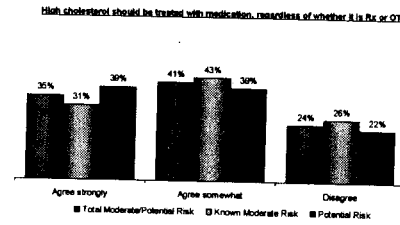


**Chart 16: Respondents would be more likely to take action about the OTC than the Rx statin.**



Q617 Please tell us which product you would be more likely to...  
Base: Qualified respondents (n=730)

**Chart 17: Most agree that high cholesterol should be treated with medication, regardless of whether it is Rx or OTC.**



Q78 Please rate the extent you agree or disagree with the following statement:  
Base: Qualified respondents (n=730; Known Moderate Risk n=370; Potential Risk n=360)

**At-Risk Respondent Profile**

**At-Risk Respondent Profile  
(Qualified Respondents, Weighted)**

Gender	%
Male	56
Female	44

Age	%
35 - 44	30
45 - 54	34
55 - 64	24
65+	12
MEAN	51.5

Region	%
East	23
Midwest	24
South	29
West	24

Race	%
White	81
Black/African American	13
Asian/Pacific Islander	1
Native American/Alaskan Native	1
Mixed Race	2
Other	2
Decline to answer	1

Hispanic Origin	%
Yes	10
No	89
Decline to answer	1

n=730

**At-Risk Respondent Profile, continued  
(Qualified Respondents, Weighted)**

Relative Income	%
Below average	38
About average	25
Above average	34
Decline to answer	4

Household Income	%
Less than \$15,000	10
\$15,000 to \$24,999	11
\$25,000 to \$34,999	10
\$35,000 to \$49,999	11
\$50,000 to \$74,999	17
\$75,000 to \$99,999	8
\$100,000 to \$124,999	5
\$125,000 to \$149,999	5
\$150,000 to \$199,999	4
\$200,000 to \$249,999	-
\$250,000 or more	1
Decline to answer	8

Education	%
Less than high school	1
Some high school	6
High school or equivalent (e.g., GED)	33
Some college, but no degree	19
Associate's degree	9
College (e.g., B.A., B.S.)	19
Some graduate school, but no degree	3
Graduate school (e.g., M.S., M.D., Ph.D.)	10

Employment Status	%
Employed full-time	44
Employee part-time	11
Self-employed	13
Not employed, but looking for work	9
Not employed and not looking for work	5
Retired	19
Student	1
Homemaker	7

