

AAA Members and Pharmaceuticals

	Non-AAA Member	AAA Member
<u>Seek Advice:</u>		
Consult pharmacist	46%	44%
Friends/Family	10%	12%
Television	8%	8%
Magazines	3%	4%
<u>Attitudes: Medicine/Drugs</u>		
Generic Traditionalist	37%	36%
Brand Name traditionalist	34%	35%
Alternatives	29%	28%
Take medications when not feeling well	40%	38%
Skip doses for worry of side effects	22%	18%
Newer drugs work better	31%	29%
Medical conditions limits lifestyle	36%	34%
Take prescriptions as prescribed	88%	92%
If a drug brand works, stick to it	90%	92%



✓75% of AAA Members

look for as much information as possible before taking any drug/medication

✓18% of AAA Members

obtain information from online search engines

✓57% of AAA Members

will take prescription drugs whether insurance will cover the costs or not

✓27% of AAA Members

believe over the counter medications are safer than prescription drugs

✓78% of AAA Members

rely on a doctor to recommend drug brands

✓68% of AAA Members

feel medication has improved their quality of life

✓35% of AAA Members

have three prescriptions or filled each month

✓44% of AAA Members

refill their prescriptions through a pharmacy

Source: 2013 GfK MRI Doublebase

