Item Total Strongly agree Neutral Agree Disagree Strongly disagree % No. No. No. No. No. No. Accepting pharmaceutical company gifts will affect my decision regarding the use of certain medications or surgical instruments 85 13.0 119 18.2 109 16.7 127 19.4 214 32.7 654 Doctors in my institution accept pharmaceutical company gifts 645 113 17.5 219 34.0 193 29.9 82 12.7 38 5.9 In general, the decisions of other physicians regarding the use of certain medications or surgical instruments are influenced after 648 53 8.2 151 23.3 237 20.7 73 11.3 36.6 134 receiving pharmaceutical company gifts It is ethical to accept pharmaceutical company gifts^a 646 25 3.9 80 12.4 222 34.4 151 23.4 168 26.0 Pharmaceutical companies should be banned from giving gifts to physicians 641 137 21.4 142 22.2 204 31.8 112 17.5 46 7.2

Table 1 Responses to questions about the pharmaceutical industry in general among the study physicians (n = 659)

641

647

645

649

655

68

42

41

35

243

10.6

6.5

6.4

5.4

37.1

96

133

178

151

199

15.0

20.6

27.6

23.3

30.4

148

206

219

217

152

23.1

31.8

34.0

33.4

23.2

165

188

144

161

45

25.7

29.1

22.3

24.8

6.9

164

78

63

85

16

25.6

12.1

9.8

13.1

2.4

Patients should be informed about the gifts given to their doctors by drug companies

Pharmaceutical sales representatives always provide accurate information about their

Receiving details from pharmaceutical sales representatives increases my preference for

Drug information from pharmaceutical sales representatives influences my informed

Drug information from other sources is more important and reliable than information from pharmaceutical sales representatives

"Questions were scored in the opposite direction.

prescribing the promoted drug

new medications^a

decision to prescribe