

Table 2 Responses to questions about interaction with the pharmaceutical industry among the study physicians with experience of pharmaceutical sales representatives (n = 460)

Item	Total	Always		Usually		Sometimes		Rarely		Never	
	No.	No.	%	No.	%	No.	%	No.	%	No.	%
Pharmaceutical sales representatives use the word "safe" when they describe their products	457	146	31.9	198	43.3	88	19.3	16	3.5	9	2.0
Spontaneously, pharmaceutical sales representatives mention the drug interactions ^a	453	13	2.9	76	16.8	160	35.3	159	35.1	45	9.9
Spontaneously, pharmaceutical sales representatives mention the adverse effects ^a	456	20	4.4	73	16.0	168	36.8	154	33.8	41	9.0
Spontaneously, pharmaceutical sales representatives mention the price ^a	445	27	6.1	78	17.5	139	31.2	148	33.3	53	11.9
Pharmaceutical sales representatives are ready to answer my questions ^a	448	87	19.4	204	45.5	130	29.0	20	4.5	7	1.6
Pharmaceutical sales representatives are convincing	447	28	6.3	114	25.5	243	54.4	46	10.3	16	3.6
I receive encouragement from pharmaceutical sales representatives to try new medicines on my patients	454	36	7.9	99	21.8	140	30.8	75	16.5	104	22.9

^aQuestions were scored in the opposite direction.