

Table 4 Pharmaceutical representatives' reasons for not providing full and balanced information about products (*n* = 160)

Reason	No.	%
Customers do not have time	37	23.1
Assumes customer knows information	12	7.5
Believes it would not help to sell product	8	5.0
Does not have time	8	5.0
Does not know all the information	4	2.5
Feels it is not unimportant	1	0.6
Other reason	6	3.8
No response	84	52.5