

FIELD AGENT®

Cough and Cold Survey
1.27.15



FINDINGS SUMMARY

- When preparing for the upcoming cough/cold season, respondents primarily purchase OTC medicines (74%), get extra rest (56%), and buy vitamins (56%) and/or hand sanitizer (54%). While some respondents will wait to buy remedies only when needed, the majority of respondents (68%) always keep cough/cold remedies on hand.
- When someone in their household gets sick, the overwhelming majority (90%) clean/disinfect more often. Half of respondents also stock up on hand sanitizer and/or take immunity boosters.
- Respondents are purchasing their cough/cold remedies from the mass retail stores like Walmart (46%) and Target (19%) more than drug stores like Walgreens (15%) or CVS (12%).
- Over half (52%) treat their symptoms as a first response to getting sick. Nearly two-thirds (31%) choose to stay home and rest while (17%) continue with daily life.
- Respondents shop the cough/cold aisle primarily by Symptom (71%). Brand (17%), Ingredient (8%), and Price (5%) are far less important to shoppers.
- Dayquil/Nyquil is the leading brand for treating cough/cold symptoms (72%).

JOB SUMMARY

AGENT INSTRUCTIONS

- Hi Agents! This survey is intended for anyone who buys medicine for the common cold at any given time during the year. You will be required to answer several questions about your medicine purchasing habits. This job does not require travel. Please answer truthfully and accurately, as your responses really do matter. Have fun!

REQUESTS

1. When you or someone in your household gets sick, what do you typically do to prevent others from getting sick? Select all that apply.
2. When you are sick with a cold/flu, what is your first reaction?
3. About how many colds do you and your family deal with each year?
4. About how many OTC (Over the Counter) cough/cold remedies do you buy to treat a cold?

LOCATIONS: 400

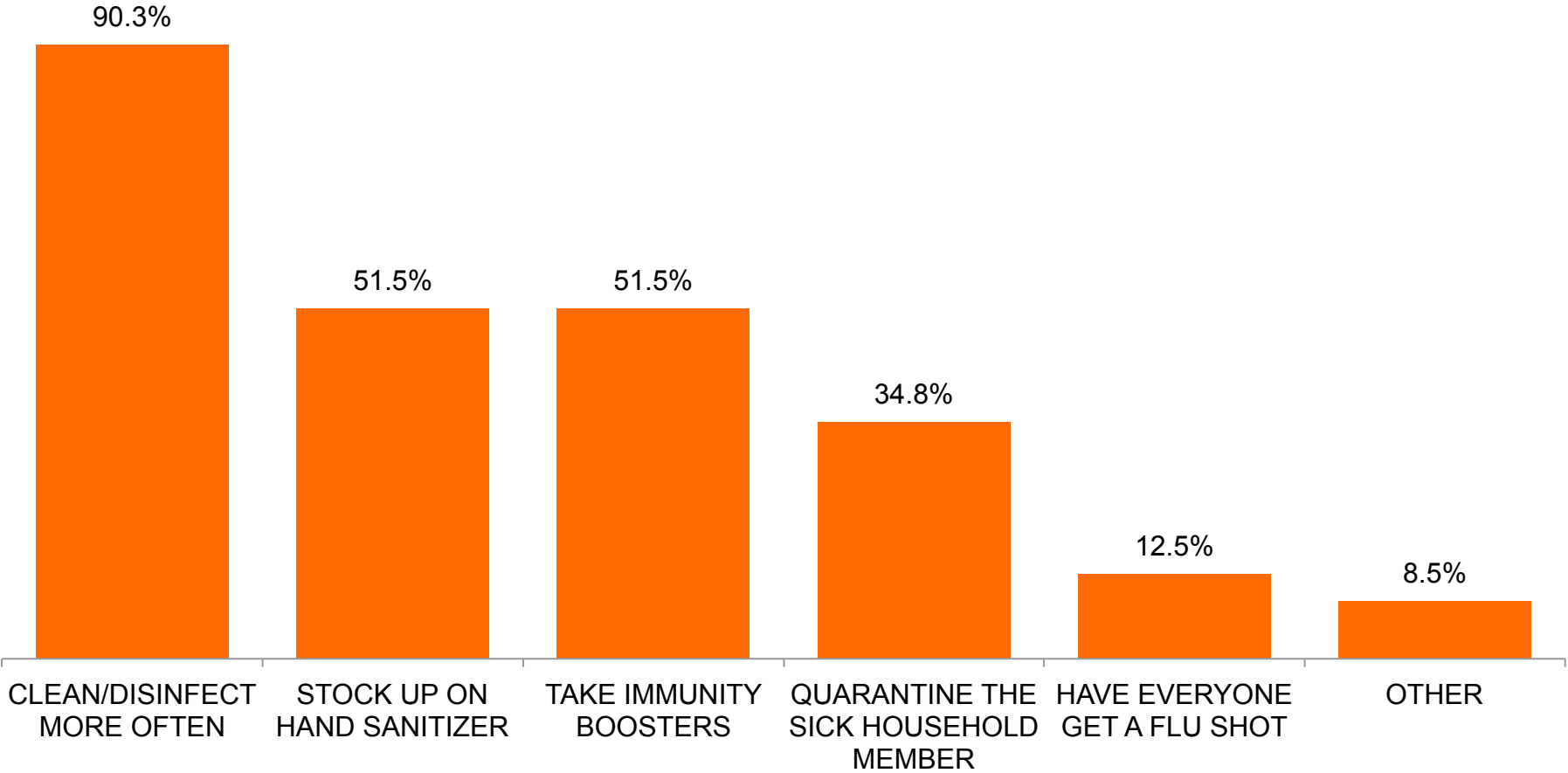
JOB SUMMARY (CONT'D.)

REQUESTS

5. How do you prepare for cough/cold season? Select all that apply.
6. Which of the following best represents your household?
7. When you need to purchase cough/cold remedies, which store do you go to?
8. How do you shop the cough/cold aisle most often?
9. What items do you typically buy to treat cold symptoms? Select all that apply.
10. What brand(s) do you typically prefer for treating your cough/cold and flu symptoms? Select all that apply.

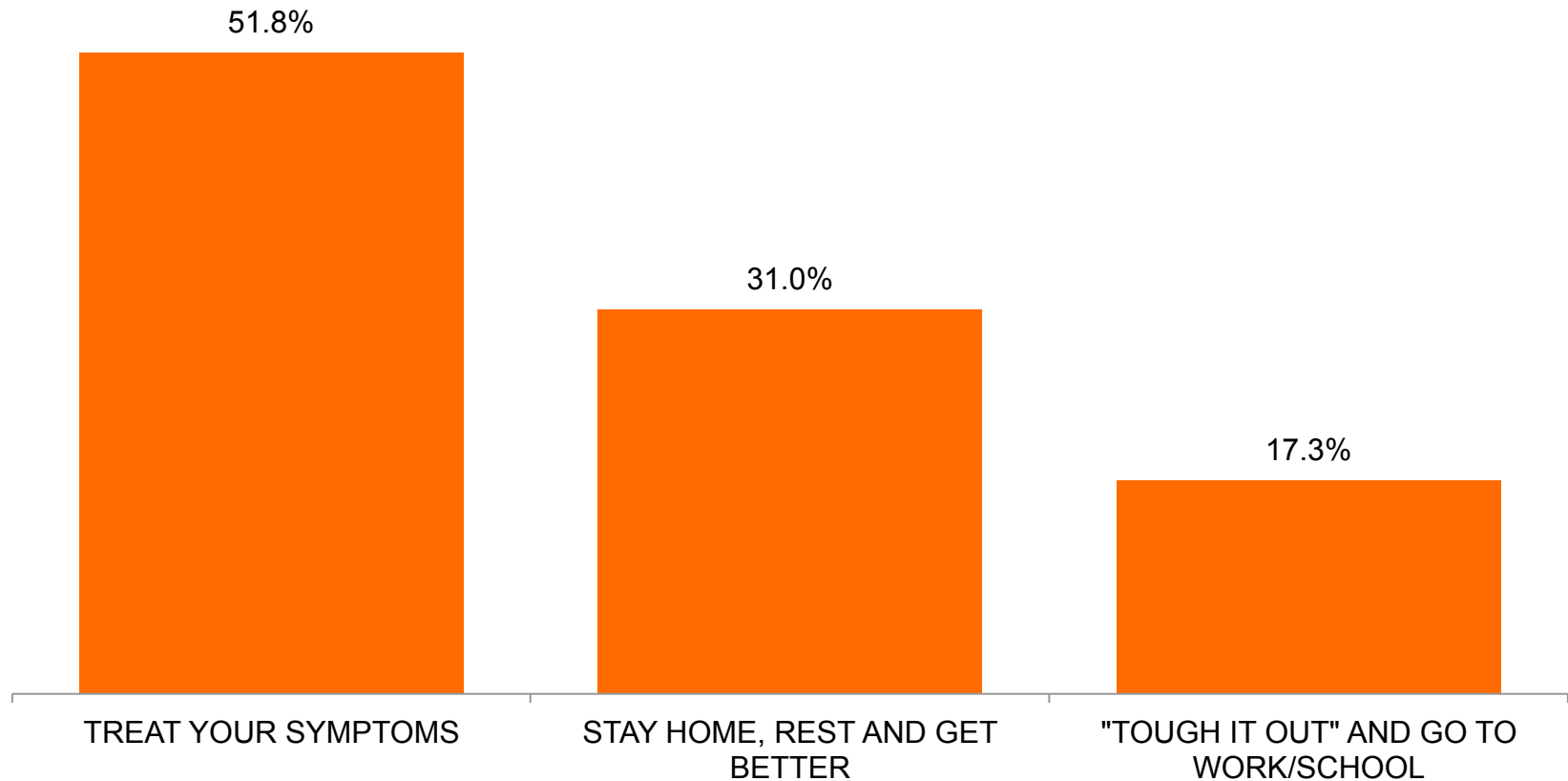
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When you or someone in your household gets sick, what do you typically do to prevent others from getting sick? Select all that apply.



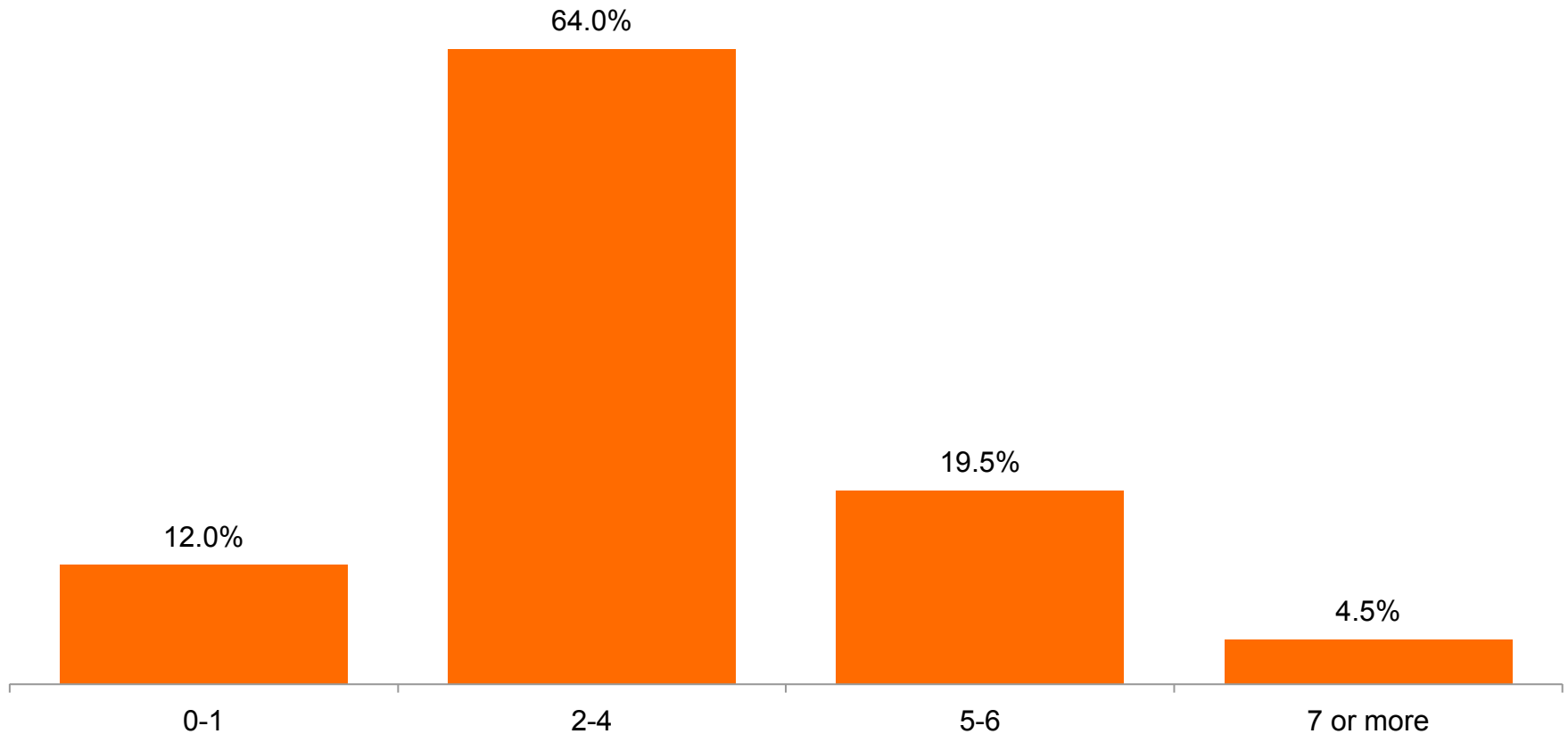
REQUEST

When you are sick with a cold/flu, what is your first reaction?



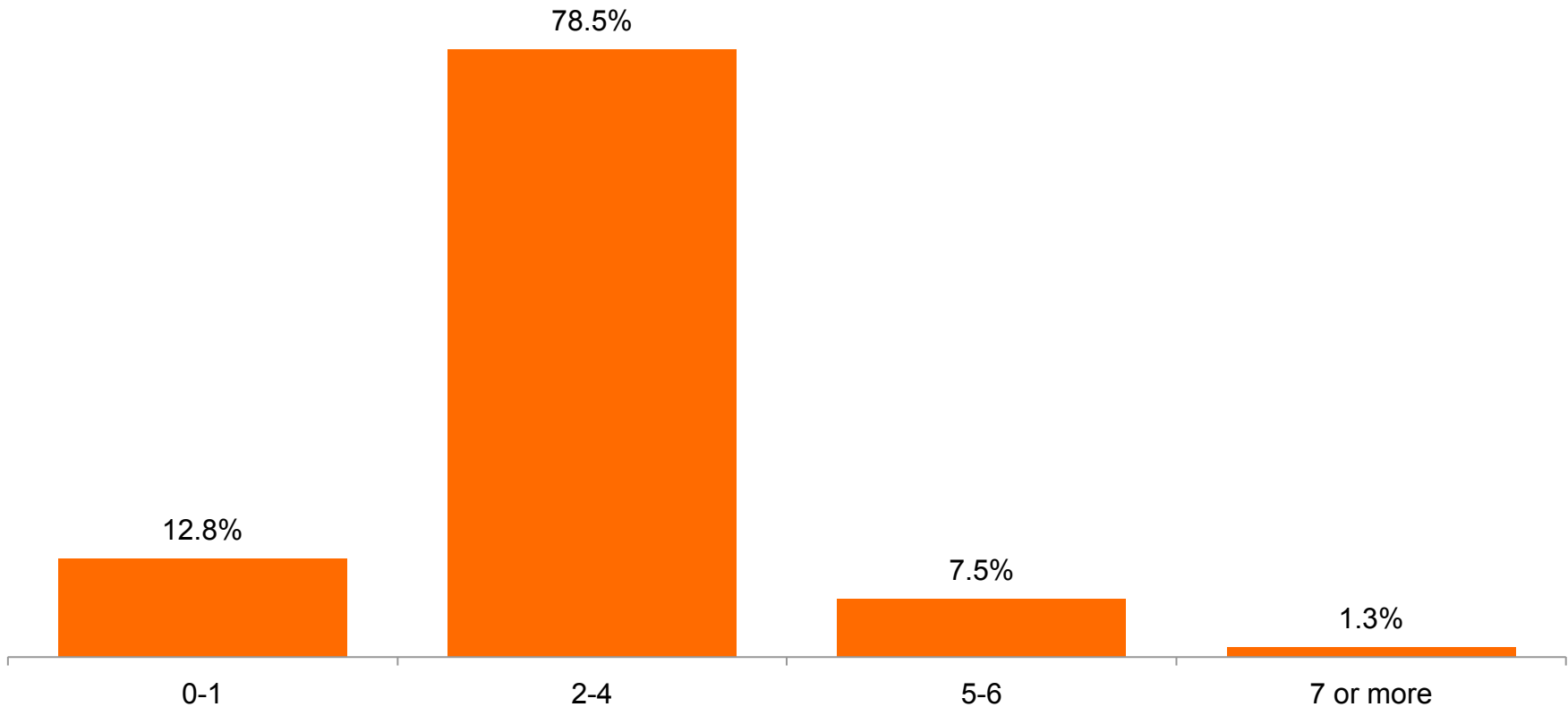
REQUEST

About how many colds do you and your family deal with each year?



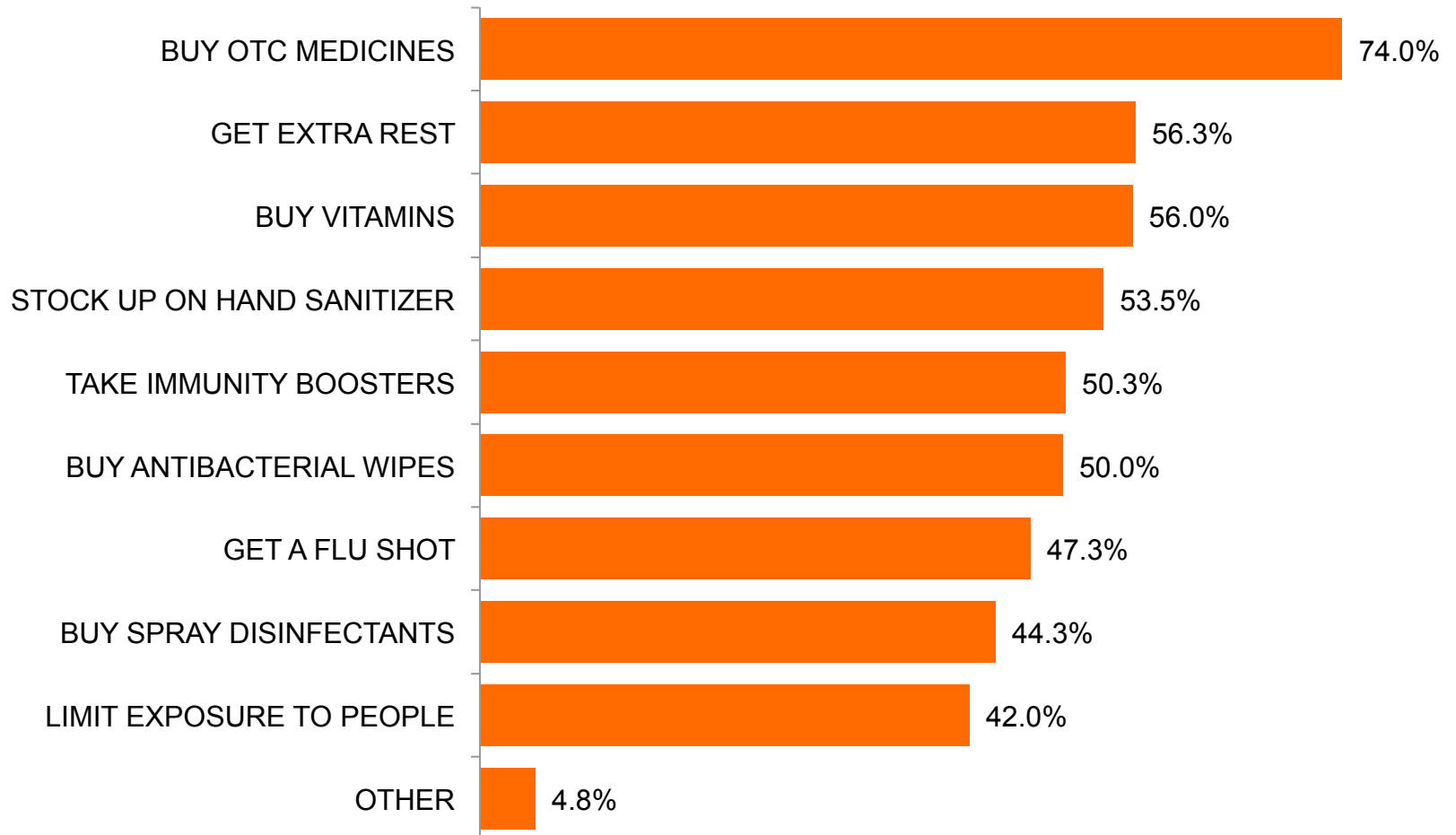
REQUEST

About how many OTC (Over the Counter) cough/cold remedies do you buy to treat a cold?



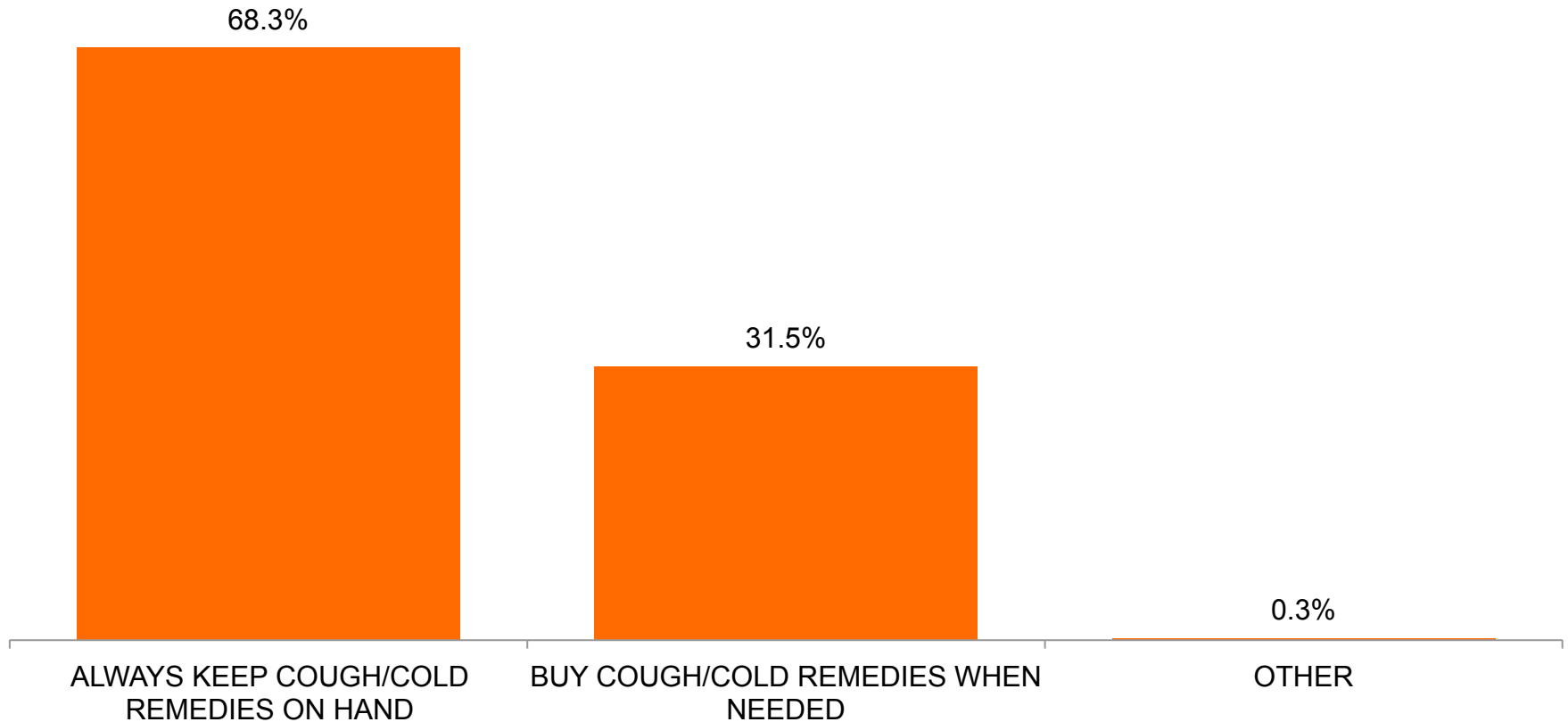
REQUEST

How do you prepare for cough/cold season? Select all that apply.



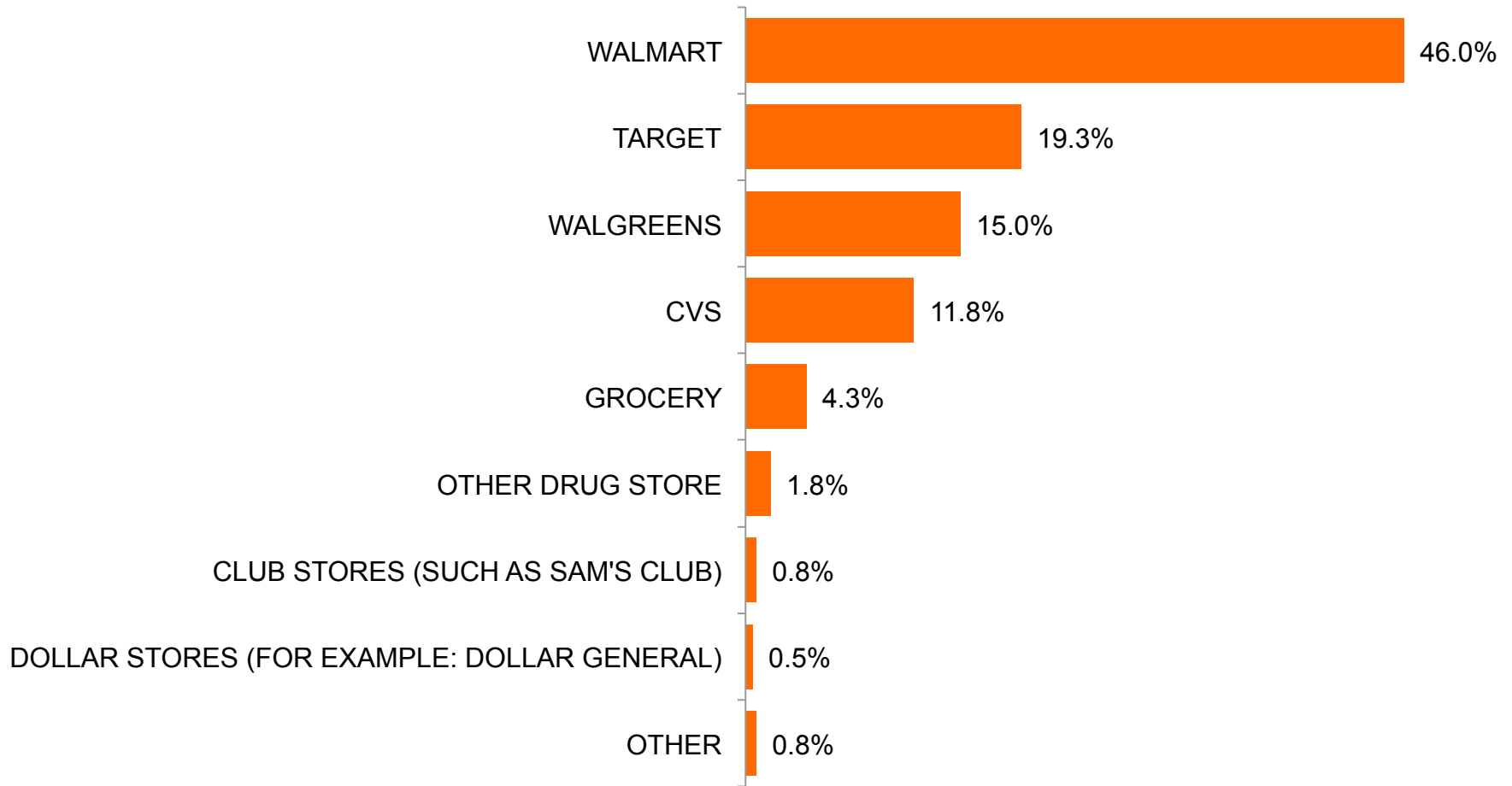
REQUEST

Which of the following best represents your household?



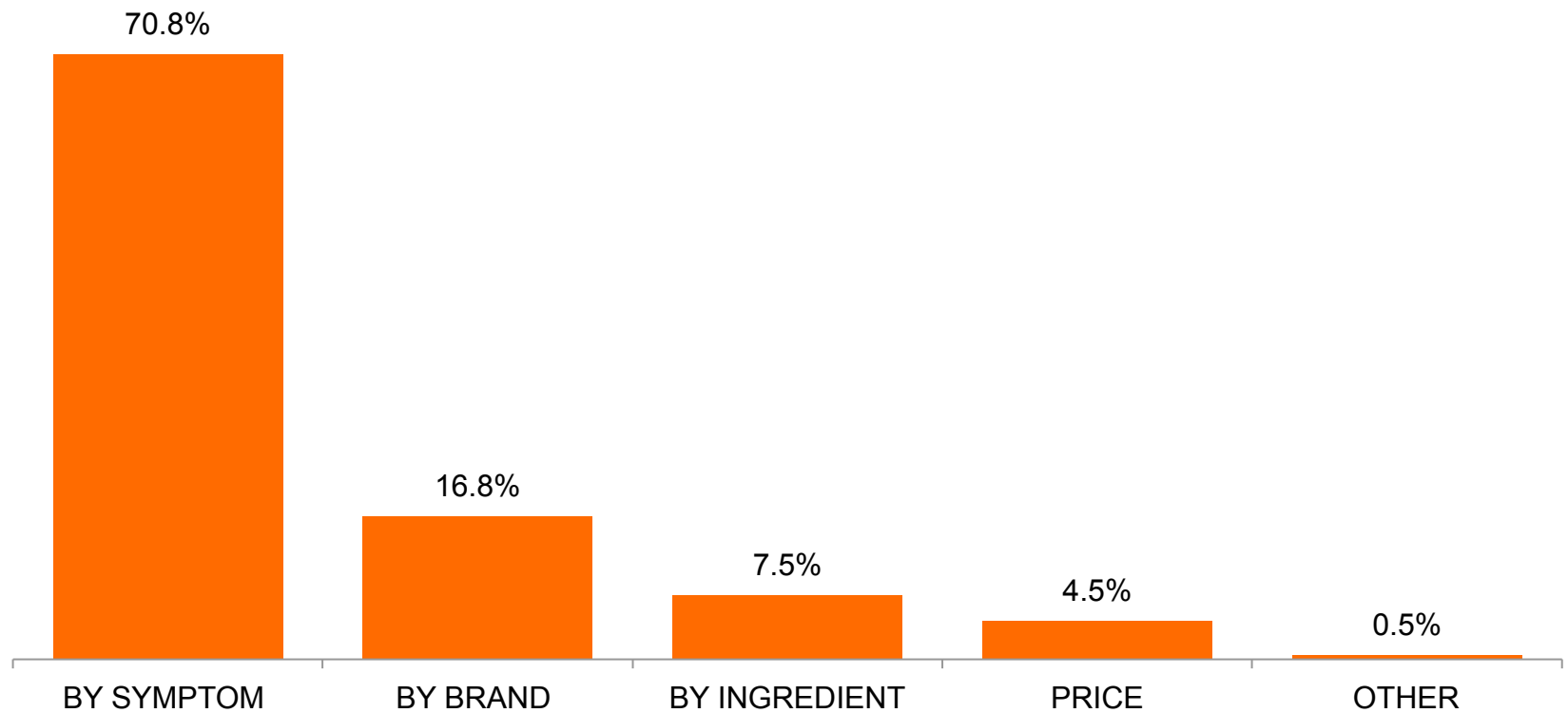
REQUEST

When you need to purchase cough/cold remedies, which store do you go to?



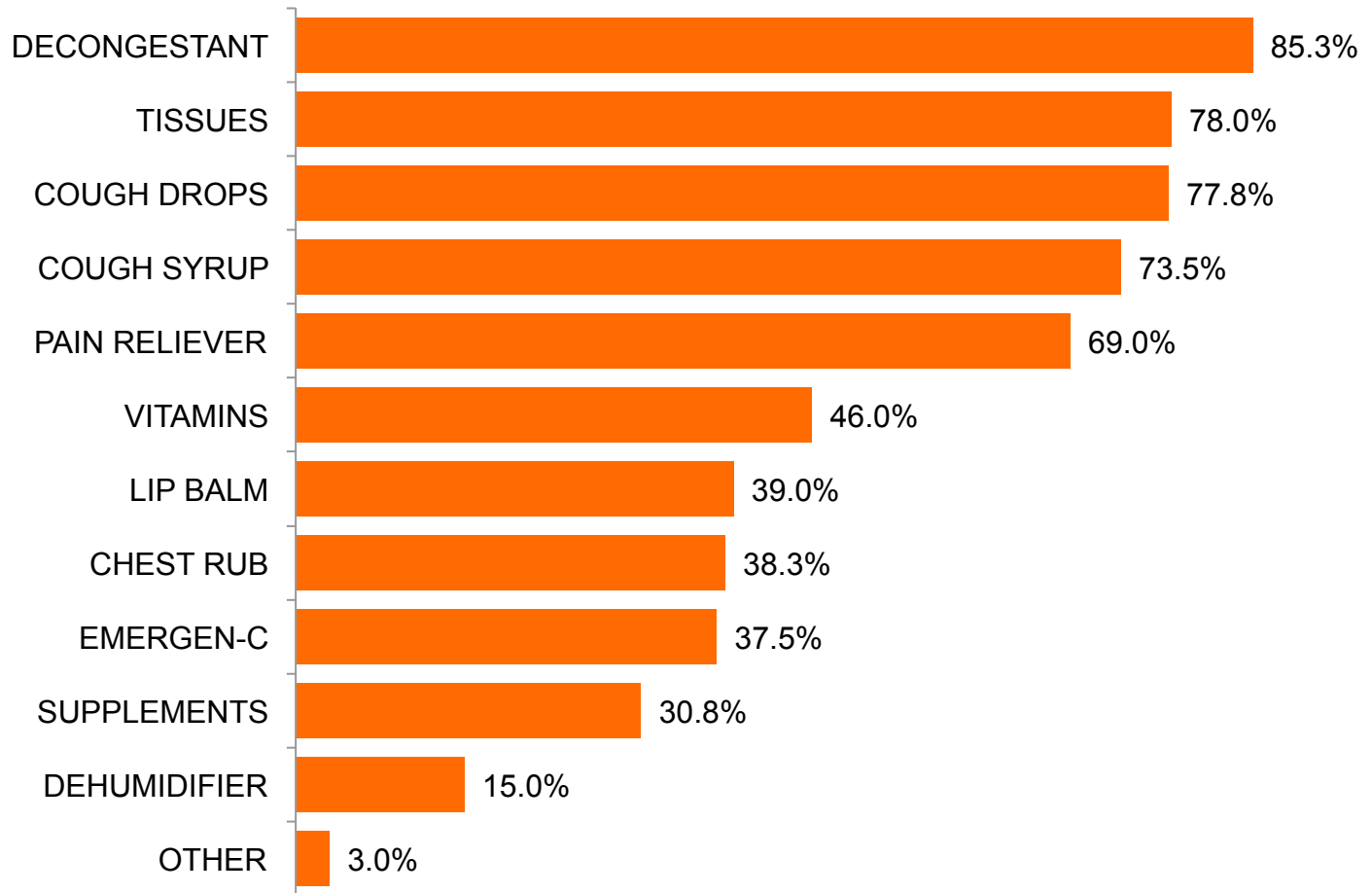
REQUEST

How do you shop the cough/cold aisle most often?



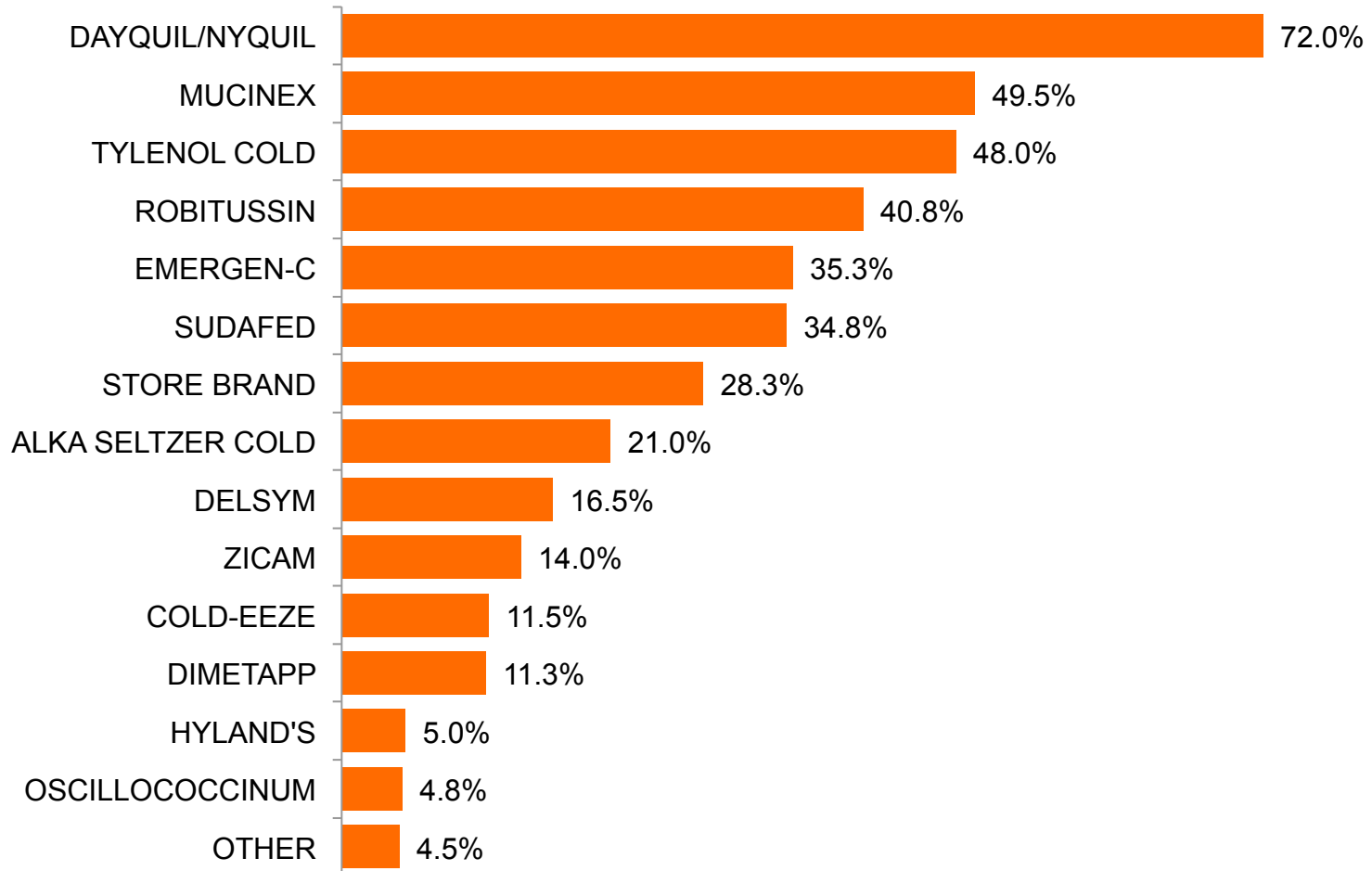
REQUEST

What items do you typically buy to treat cold symptoms? Select all that apply.



REQUEST

What brand(s) do you typically prefer for treating your cough/cold and flu symptoms? Select all that apply.





THANK YOU!