



Families Present an Important Market to Pharmaceutical Companies

A MADISON INSIGHT REPORT
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Executive Summary

Young families and growing families report that they regularly use medications, both prescription and over-the-counter. As active users of pharmaceutical products, families present an open market that pharmaceutical companies should commit significant resources toward reaching.

Families are concerned with good health. They are regular users of prescription and over-the-counter medications to treat ailments and illnesses. Over the next year, most families expect their use of pharmaceutical products will maintain or increase.

Families report that while they do find print and TV advertisements for medications memorable, they do not find them fully credible. Rather than depending on information from advertising campaigns when making a decision about a medication, families rely mostly on the recommendations made by their doctors, advice from friends and family, and online research.

While families are open to prescription medications, for common ailments such as headaches or allergies, they show a marked preference for over-the-counter products.

Implications: Parents desire information they believe is credible and unbiased when making a decision about medicines for their families. Pharmaceutical companies should consider working with doctors to develop informative and educational materials that can be delivered to parents or that parents can access online. Marketing for products treating common ailments should focus on OTC products.

Key Findings

Parents say their families regularly use prescription and over-the-counter medications.

1 to 5 annually:	prescriptions filled (32%)	OTC brands (69%)
6 to 9 annually:	prescriptions filled (19%)	OTC brands (18%)
over 10 annually:	prescriptions filled (47%)	OTC brands (12%)

90% of parents consider their doctor's recommendations when making a decision about medications, making it the most important influence over family medication decisions.

Parents expect to use about the same number or more medications in the coming year.

Leading reasons they provide for a change in the number of medications...

More illness:	prescriptions (32%)	OTC medications (28%)
Change in health regimen:	prescriptions (27%)	OTC medications (21%)
Change in number of children:	prescriptions (18%)	OTC medications (21%)
New non-prescription options:		OTC medications (24%)

For common ailments such as allergies, headaches, and body aches, parents prefer over-the-counter medications for their families.

76% treat allergies with OTC medications

93% treat headaches with OTC medications

90% treat body aches and pain with OTC medications

Parents find TV and print advertising for pharmaceuticals memorable, but few find them more than just somewhat believable.

49% have asked their doctor about a medication because of an advertisement.

54% find advertisements somewhat trustworthy and believable; **31%** find advertisements a little trustworthy and believable.

Indicated Marketing Implications

1

Pharmaceutical companies should direct significant marketing resources to reaching families. Parents regularly make the decision to use prescription and over-the-counter medications to treat their family's ailments. Parents present a large market that is open to the products that pharmaceutical companies offer.

2

Pharmaceutical marketers should establish relationships with doctors who can help develop product information that can be given to parents of young families. Doctors are key mediators between pharmaceutical products and families that purchase them. Marketing materials with credible doctor endorsements may provide a key tool for pharmaceutical companies targeting young families.

3

Marketers should make health and wellness a focus of marketing campaigns. Families expect the number of medications they use to change because of increased illness and changes in health routines. A marketing message focused on the support pharmaceuticals can give to a healthy lifestyle will be effective among this audience.

4

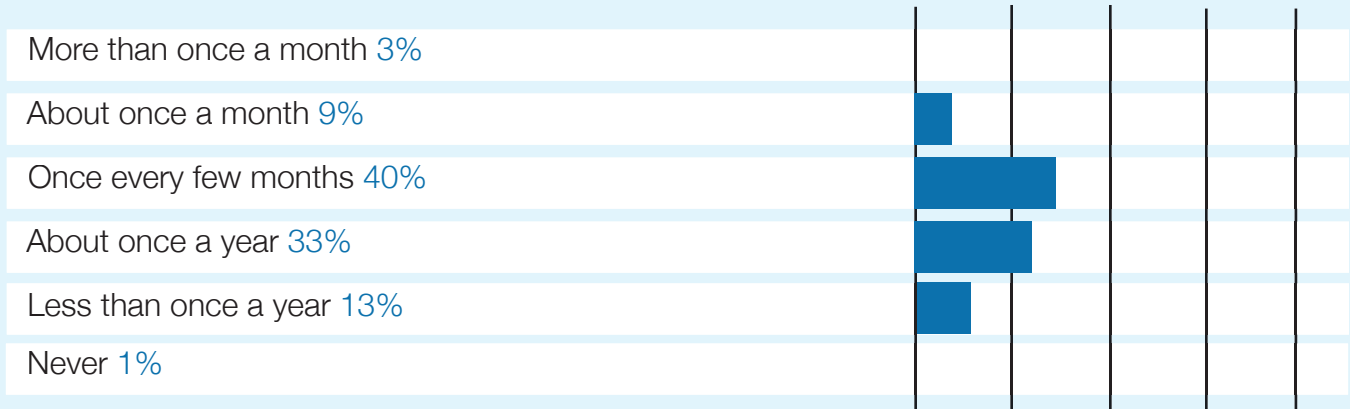
For common medications like pain-killers and decongestants, marketers should focus campaigns on their over-the-counter products. Families show a strong preference for OTC medications to treat commonplace ailments.

5

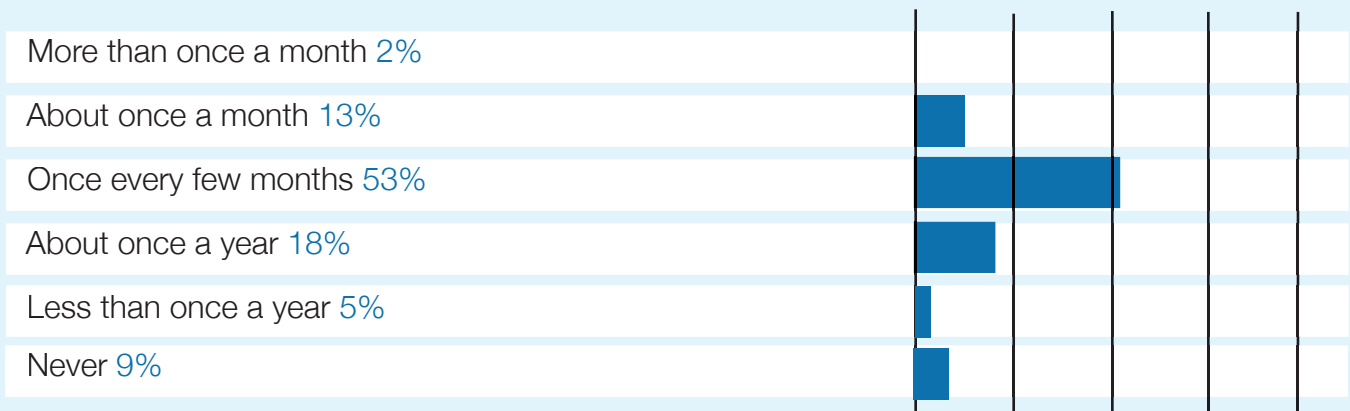
Marketers should continue to provide resources for print and TV advertisements, but these methods should not be the backbone of their campaign. Traditional advertising does serve to make families aware of products, but it is not successful in bringing them to a final buying decision.

Survey Results

Frequency of respondents' doctor visits.



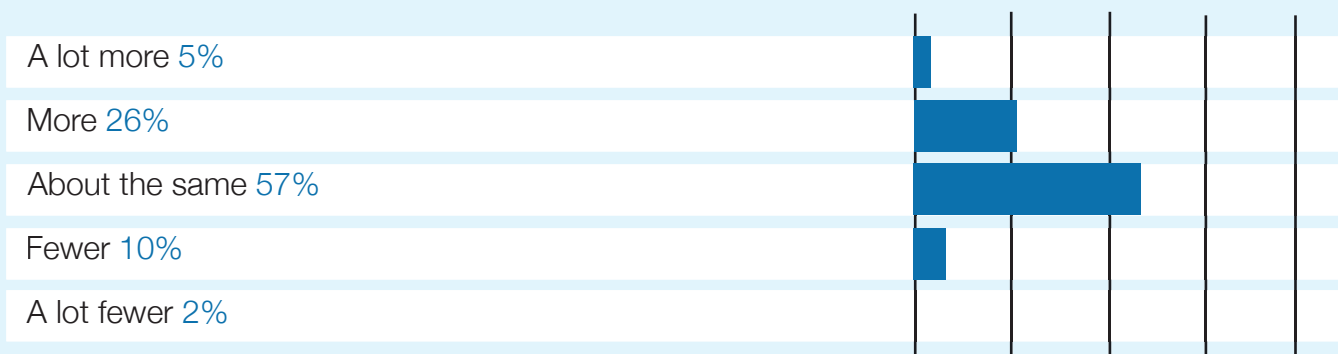
Frequency of children's doctor visits



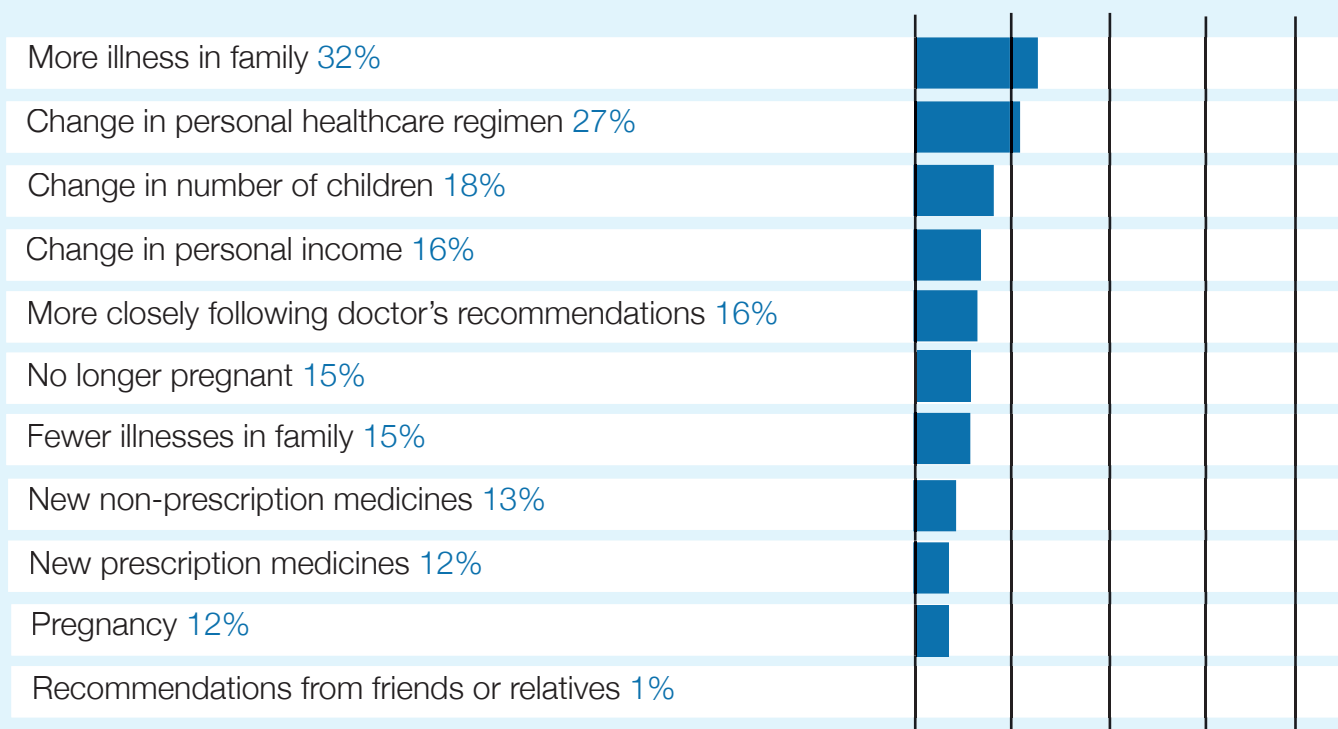
Number of prescriptions filled annually



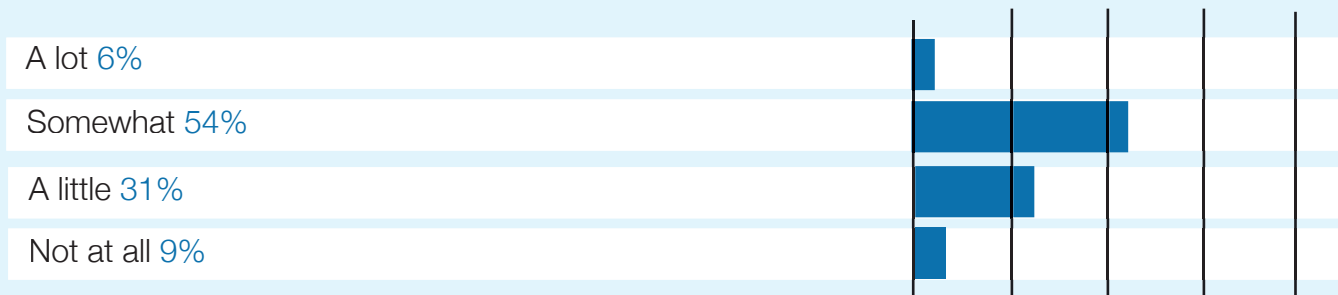
Expected prescriptions this year compared with last year



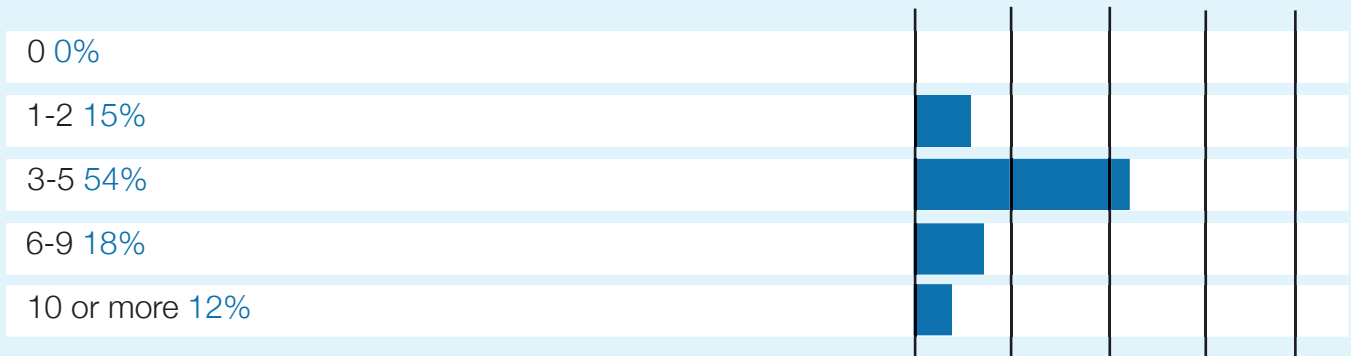
Reasons given for change in number of prescriptions (multiple selections allowed)



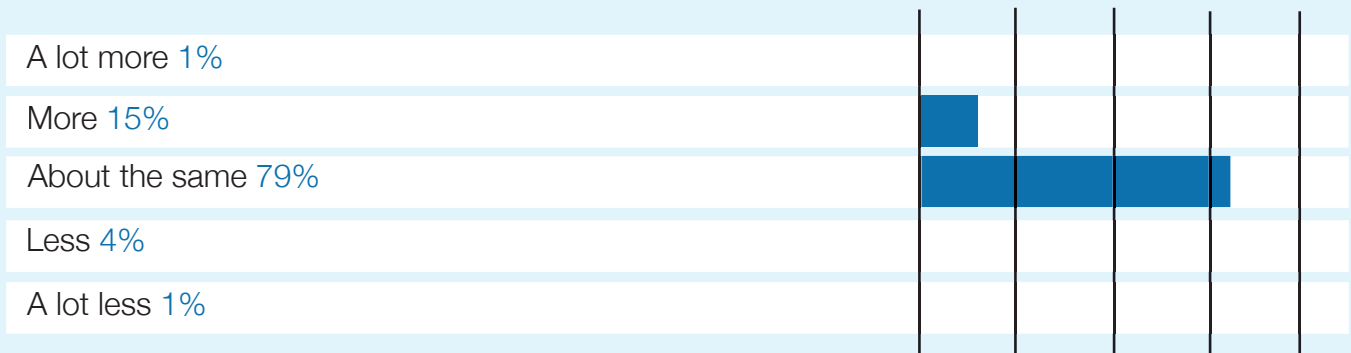
Level of trust in advertisements for medicine brands



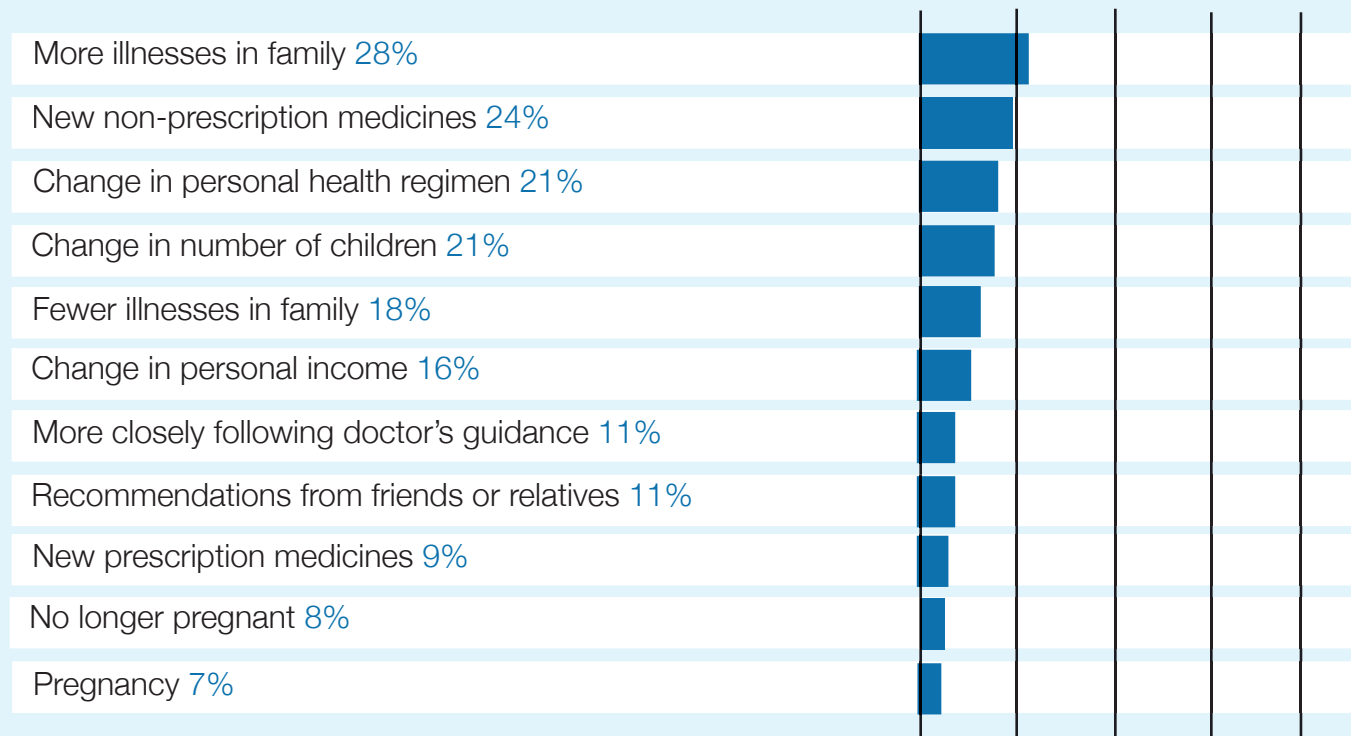
Number of over-the-counter brands of medicine purchased within a year



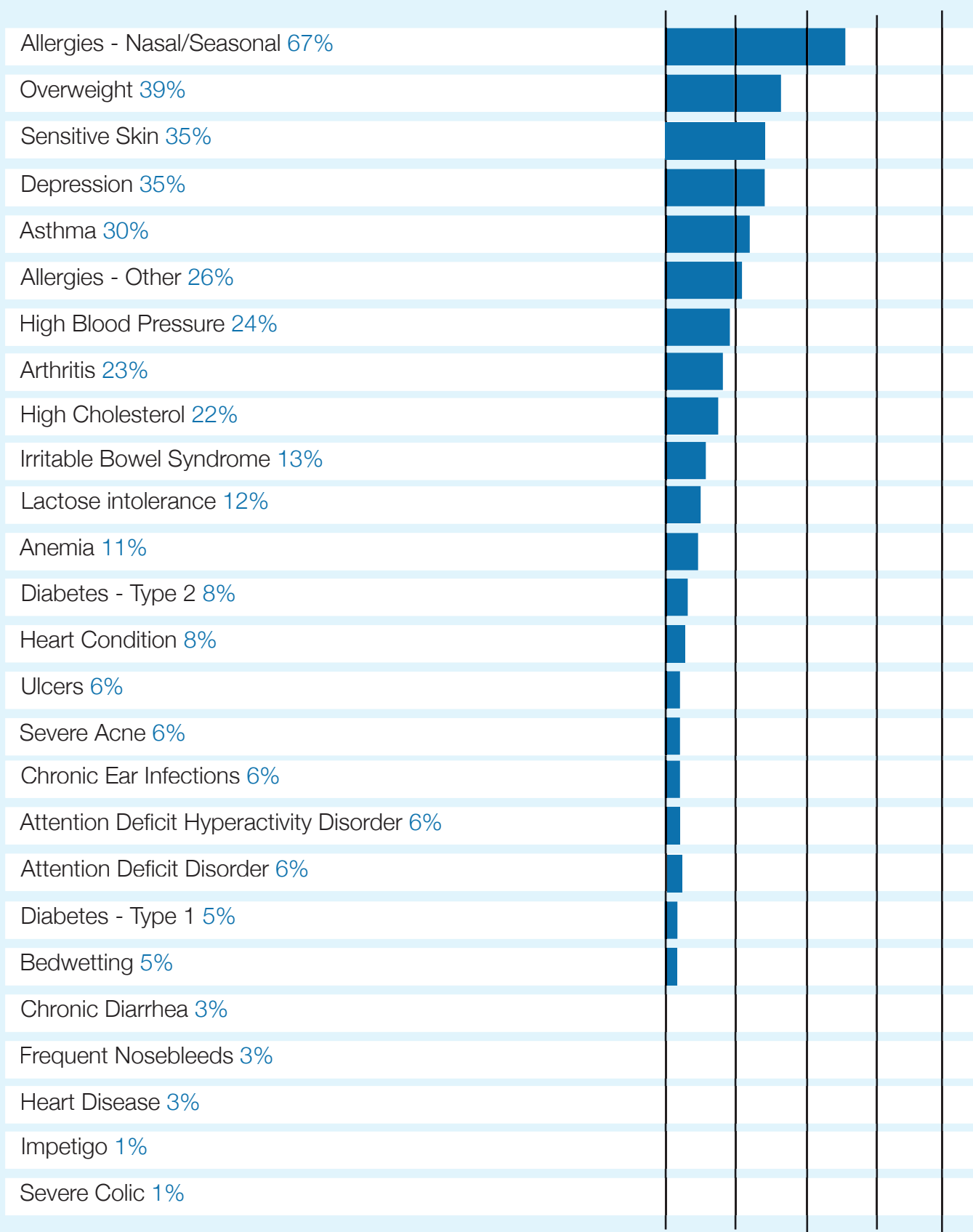
Expected change in OTC purchases this year compared to last year



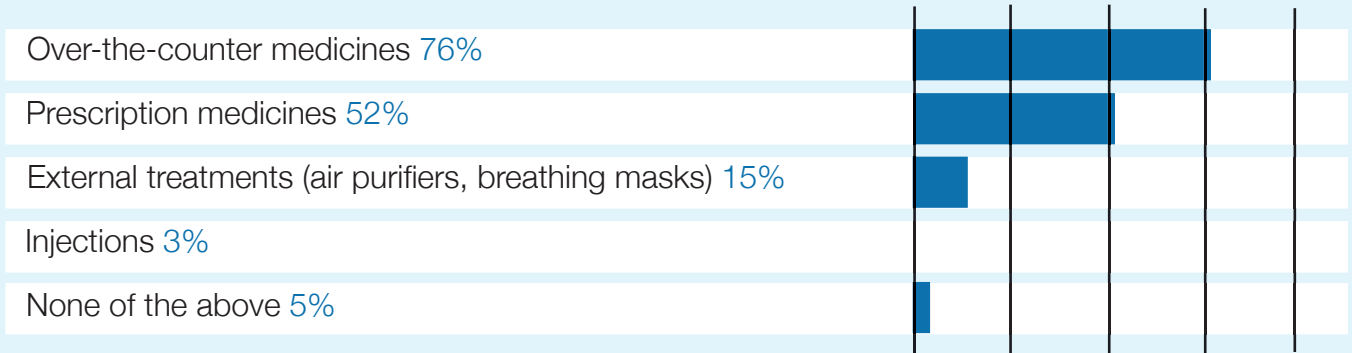
Reasons for change in number of over-the-counter medicines (multiple selections allowed)



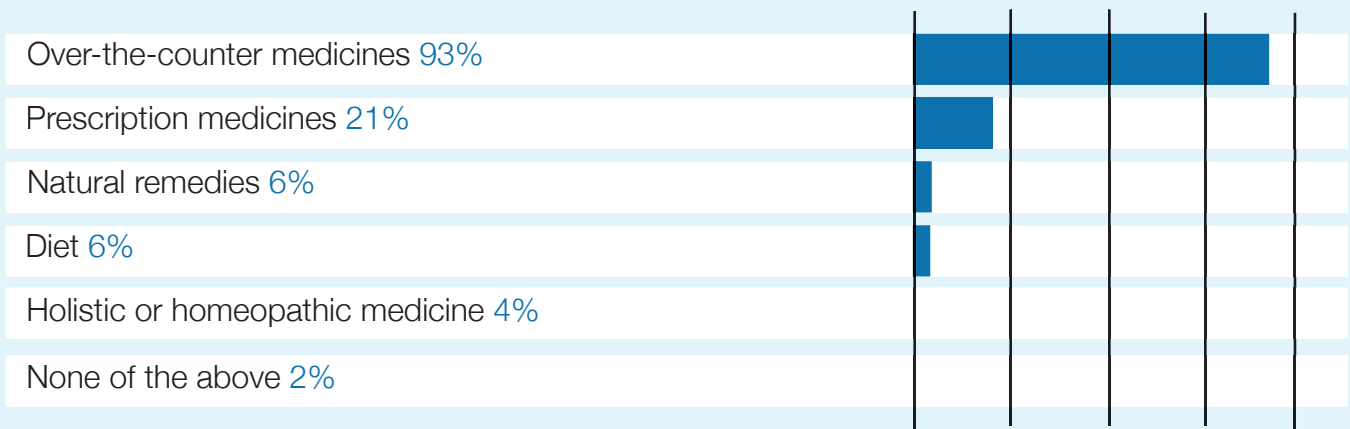
Ailments suffered by family members (multiple selections allowed)



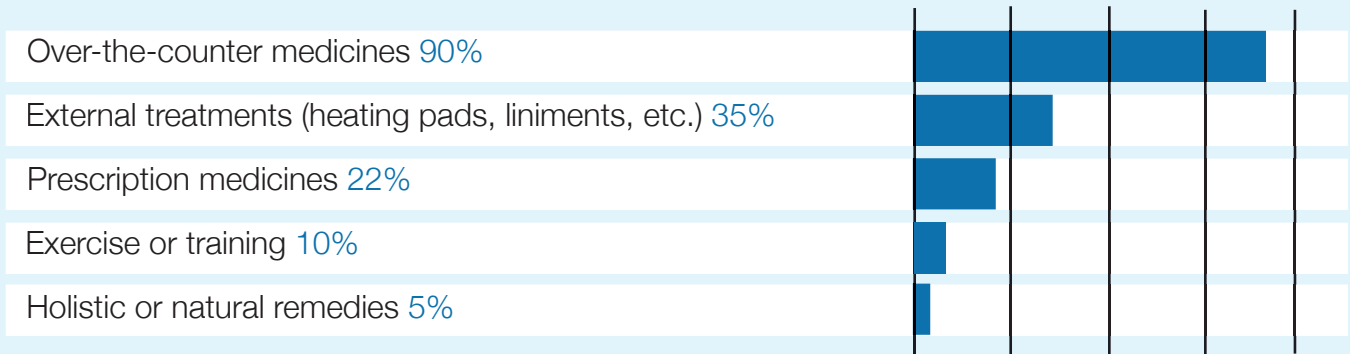
For those that suffer from allergies, method of allergy treatment.



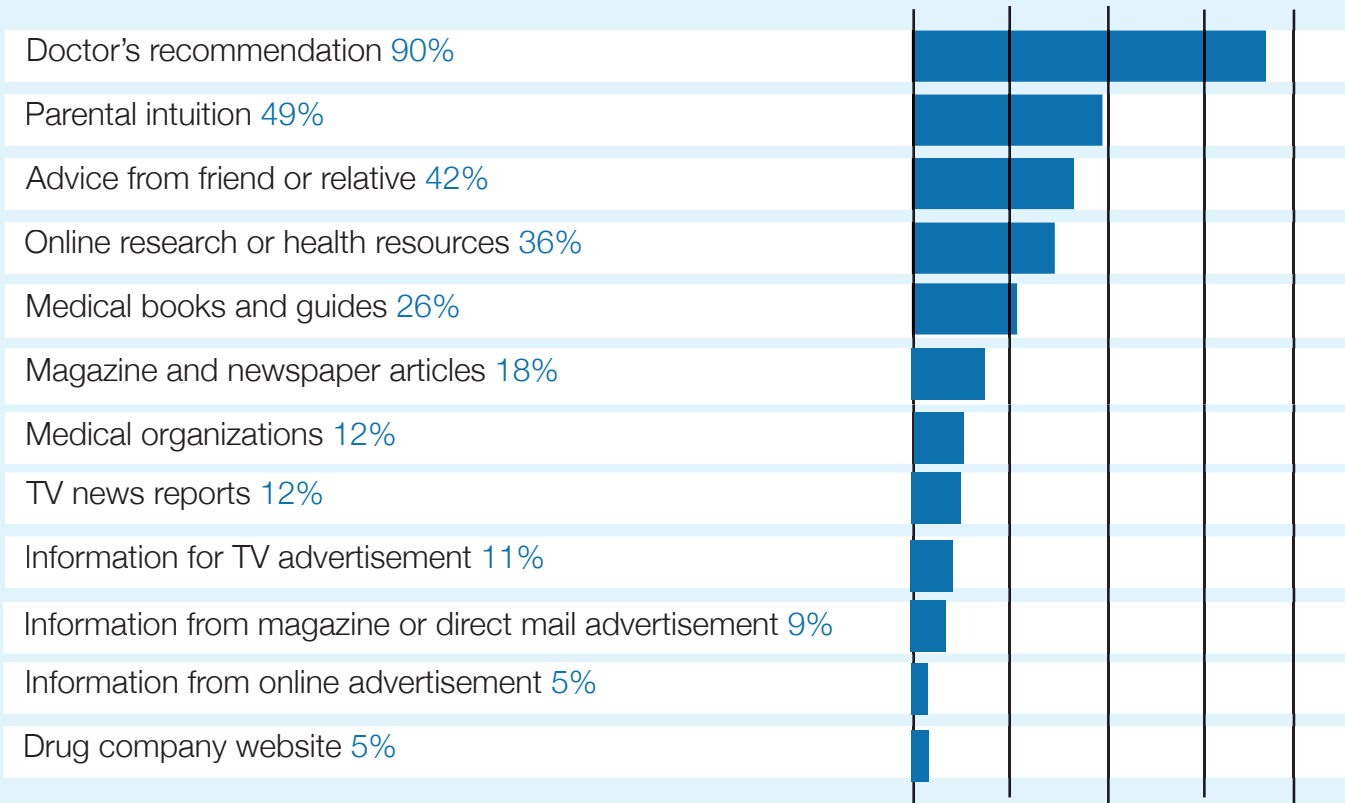
Treatment for headaches



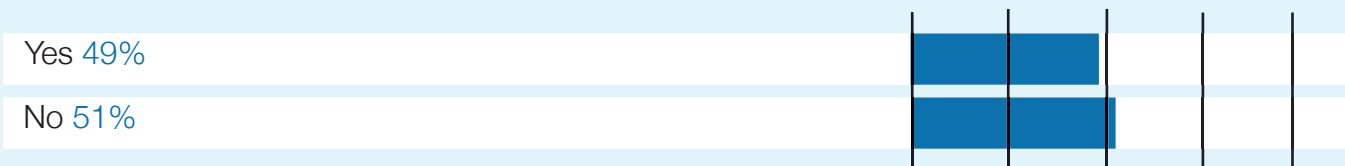
Treatment for body aches and pain



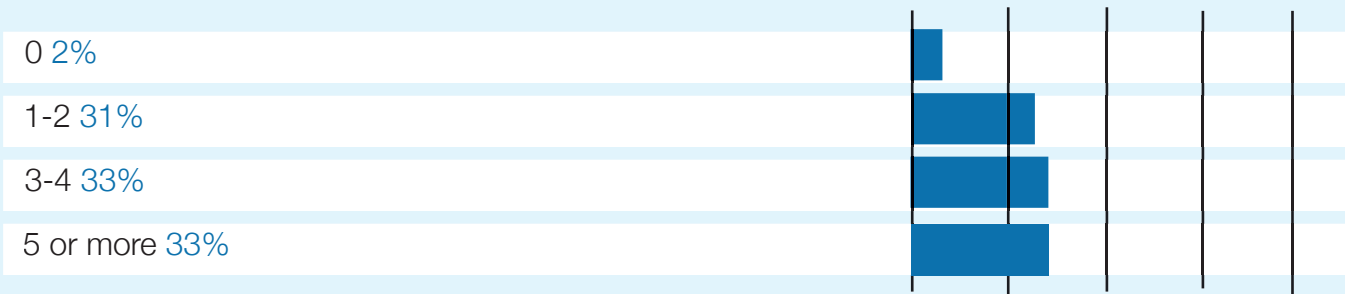
Resources used when approaching family's medicine needs



Ever asked a doctor about a medication because of an advertisement



Number of drug advertisements respondent can remember off-hand



Survey Details

This survey is based on responses from 432 recipients of Madison Direct Marketing's FamilyAdvantage branded mailers who are actively registered at familyadvantage.com

Age of Respondent

25-29	23%
30-34	20%
over 45	18%
18-24	14%
40-44	13%
35-39	12%

Gender of Respondent

Female	94%
Male	6%

Number of Children in Household

Zero	24%
One	38%
Two	24%
Three or more	14%

Children Under 5 in household

Zero	48%
One	39%
Two	11%
Three or more	2%

Age of Youngest Child

Under 6 months	16%
6-12 months	11%
1-2 years	21%
3-4 years	10%
4-6 years	5%
over 6 years	36%

About Madison Direct Marketing

Madison Direct Marketing, Ltd., a leader in life-stage marketing strategy and execution for nearly 20 years, helps America's top marketers understand and reach consumers at key life stage moments when most brand, product, and category decisions are made.

Using proprietary databases and methods, Madison's unique direct mail, tele-marketing and online solutions enable marketers to reach and maintain targeted relationships with expectant parents, new parents, young families, Hispanic families, teens, and new homeowners. Madison also offers outsourced databases and lettershop services, as well as stand-alone lists for clients' own targeted marketing efforts.

MADISON

DIRECT MARKETING LTD.

Madison Direct Marketing, Ltd.
10 Glenville St.
Greenwich, CT 06831-3608

203.532.9000 Phone
203.523.9272 Fax

mdminfo@madisondm.com

Visit us on the web at:
www.madisondm.com