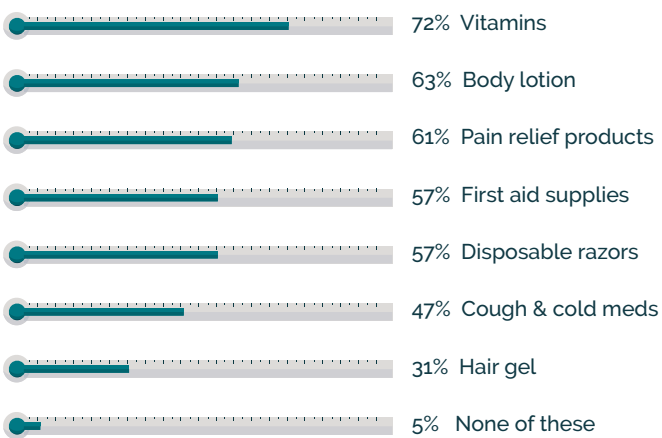


Gain Insights into Healthcare

Toluna surveyed 1000 US consumers on August 27th to understand healthcare purchasing decisions and where consumers prefer to shop for cough and cold medication. The survey also analyzed what features they prefer, how often they purchase cough and cold medication, and the biggest factor when making this buying decision.

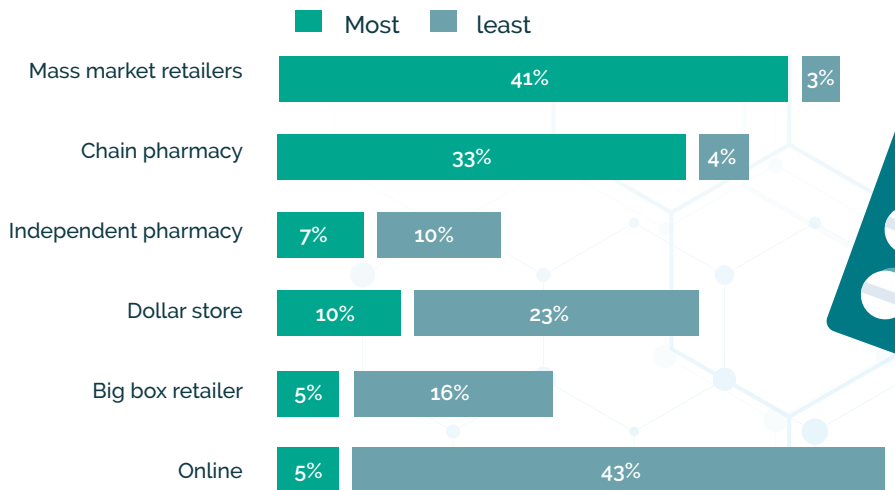
Over the counter products purchased in the past 12 months



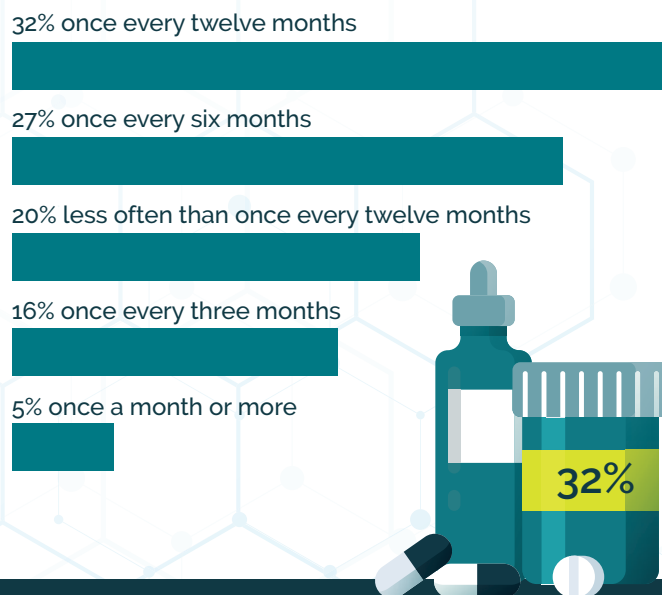
72% of respondents are the sole decision maker for cough & cold medication



Where do people purchase cough and cold medication



How often do people purchase cough and cold medication



The biggest factors when making this buying decision

- Product indications
- Always purchased the brand
- Best price
- Liked the brands advertising
- Liked the packaging

