



tsw  
rural

Pharmaceutical  
Research

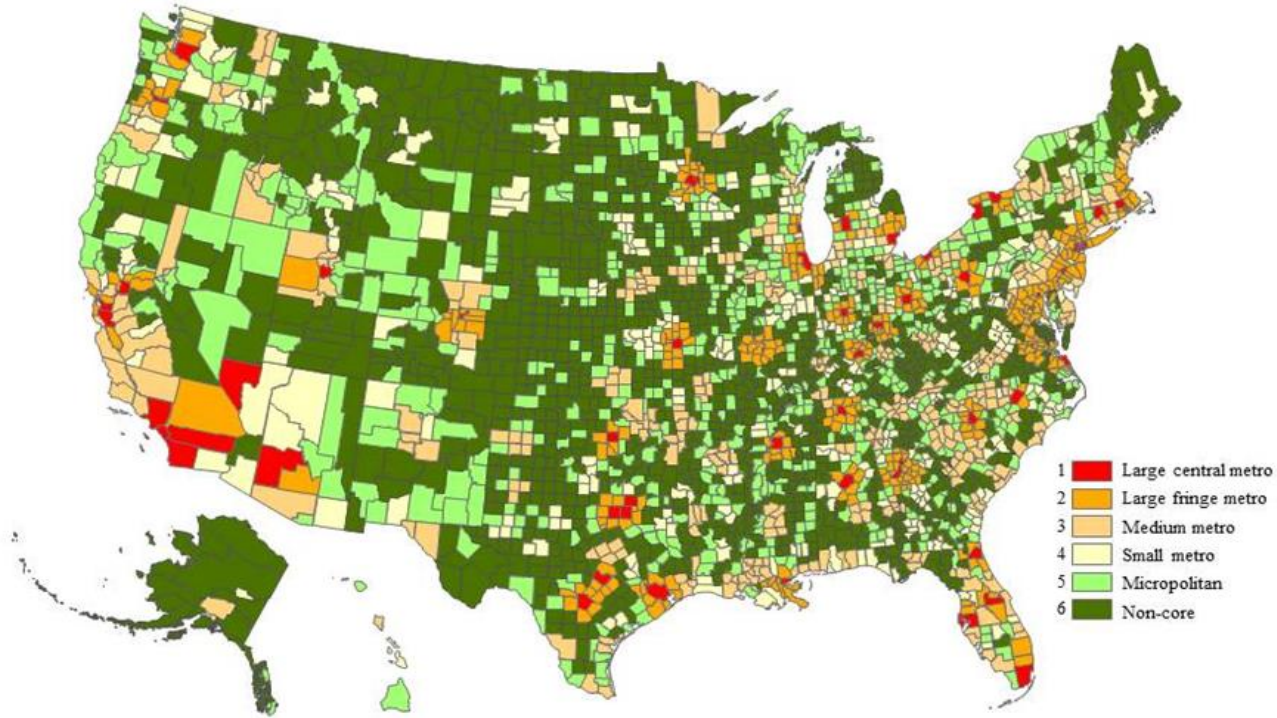
# *Over 90 million people live in Rural America.*

Who are they and why are they key to the pharmaceutical market?

# Demographic Overview

	D County	C County	B County	A County
Gender	50.2% Female, 49.8% Male	52.7% Female, 47.3% Male	52% Female, 48% Male	51.7% Female, 48.9% Male
Average Age	57 Years Old	50 Years Old	44 Years Old	46 Years Old
Average Income	\$49,000 Per Year	\$55,000 Per Year	\$63,000 Per Year	\$76,000 Per Year
Race	81.5% White 11.8% African American 6.0% Other 0.7% Asian	85.3% White 6.7% African American 6.0% Other 2.0% Asian	74.3% White 11.4% African American 8.9% Other 5.4% Asian	66.1% White 14.6% African American 10.8% Other 8.4% Asian
Ethnicity	92.8% Non-Hispanic 7.2% Hispanic	89.3% Non-Hispanic 10.7% Hispanic	84.7% Non-Hispanic 14.3% Hispanic	79.1% Non-Hispanic 20.9% Hispanic
Average Number of People in Household	Eight or more	One	Six	Seven

# US Audience Population



# LIFESTYLES IN RURAL AREAS PLAY A HUGE FACTOR IN HEALTH & PHARMACEUTICAL NEEDS



Check out these stats to help understand how the rural consumer lives

# Lifestyle Contributions to Health

- The Rural American lifestyle is a key contributor to health complications and problems
  - Aging population
    - People 65+ make up 17% of the rural population
    - Rural risk factors for health disparities include geographic isolation, lower socioeconomic status, higher rates of health risk behaviors, and limited job opportunities.
  - Rural market behaviors that lead people to be more susceptible to chronic disease:
    - Smoking
    - Inactive lifestyle/lack of aerobic physical activity
    - Unhealthy eating habits
  - Environmental and occupational factors
    - Respiratory illness as a result of exposure from job site, air pollution, or groundwater
  - Healthcare access barriers
    - Limited primary care access leads to poor health and outcomes for chronic conditions such as: cancer, diabetes, and heart disease
    - As a result of limited healthcare access, screening rates for preventable and treatable illnesses are affected

# Diseases & Illnesses Prevalent in Rural Areas

A CDC study shows Americans living in Rural America are more likely than their urban counterparts to die from 5 leading causes:

- Heart Disease
- Cancer
- Unintentional Deaths
- Chronic Lower Respiratory Disease
- Stroke

## **Top reported diseases and illnesses in rural areas:**

- Heart Disease
- Cancer
- Diabetes
- Arthritis
- HIV/AIDS
- Lower Respiratory Disease
- Stroke
- Childhood Obesity
- Unintentional Injuries

# Consumption Issues

Americans in rural areas are more likely to smoke, use alcohol or other substances, be physically inactive or overweight, or have poor access to healthy foods

	Rural	Urban
Alcohol	37.8%	34.3%
Cigarette smoking	28.5%	20.5%
Smokeless tobacco	8.5%	3.0%
Marijuana	11.2%	15.0%
Illicit drug use	14.2%	19.4%
Misuse of opioids	4.0%	4.5%
Cocaine	1.1%	2.1%
Crack	0.2%	0.4%
Methamphetamine	0.7%	0.4%



# Diet: Healthy vs. Unhealthy

- 39% of Rural Americans are obese, compared to 28% of urban Americans
- Two factors leading to obesity in rural communities are diet and physical isolation
- Rural culture eating patterns include what is called “country cooking,” using a high percentage of oil and fat in foods

	Rural % Obese (SE)	Urban % Obese (SE)	P Value
Age: 20-39	38.1% (3.8)	27.9% (1.4)	.02
Age: 40-59	40.8% (2.4)	37.1% (1.5)	.20
Age: 60-75	39.3% (2.5)	37.9% (1.3)	.60
Male	37.8% (2.8)	31.6% (1.4)	.08
Female	41.3% (1.5)	35.1% (1.2)	.003
White	38.4% (1.6)	32.1% (1.6)	.02
Black	55.6% (2.8)	43.2% (1.4)	.03



**THE INDEPENDENT MINDSET OF RURAL AMERICANS AFFECTS THE WAY THEY USE MEDICATION**

**Here's what they have to say**

# D County - Psychographic Statements on Health, Wellness & Medicine

## D County consumers index above average on these general statements:

- At the first sign of discomfort or pain, I take medication - 111
- I take non-prescription medicine as soon as I get sick - 110
- Over-the-counter medicines are safer than prescription drugs - 108
- I do not seek help from doctors or nurses unless I am very sick or injured - 106
- When I am sick, I still drag myself to work – 106
- I frequently take preventative medicine - 105

## Key takeaways:

- Quick to use to medication when needed
- Prefer non-prescription drugs compared to over-the-counter when they first show signs of sickness
- Don't actively seek out healthcare professionals or prescriptions unless really needed



# C County - Psychographic Statements on Health, Wellness & Medicine

## C County consumers index a little above average on these general statements:

- I often carefully examine the ingredient list on over-the-counter medicines – 111
- The most expensive medicine is usually the best - 110
- The side effects associated with some prescription drugs sometimes scare me off a particular brand - 107
- When I am sick, I still drag myself to work - 107
- If an advertised drug brand is not doctor recommended then it has no integrity - 107
- I always try to eat healthy foods and maintain a balanced diet - 106
- I frequently take preventative medicine - 105
- I do not seek help from doctors or nurses unless I am very sick or injured - 105
- I believe that the benefits of a preventative vaccine outweighs the risks - 104

## Key takeaways:

- Pay attention to ingredients in their medications
- Believe price & endorsement = effectiveness or value
- Independently preventative when it comes to health, but will seek out healthcare when absolutely needed



# General Market vs. Rural Market

- Health disparities, when compared to the general population, are often characterized by indicators such as higher incidence of disease and disability, increased mortality rates, lower life expectancies, and higher rates of pain and suffering
- Since poor health and lifestyle lead to the need for increased healthcare, Rural Americans are more dependent on pharmaceuticals than Urban Americans

**All of these factors make the rural consumer a key target audience for pharmaceutical sales**



**RURAL AMERICANS HAVE A DIFFERENT  
LIFESTYLE THAN THOSE IN URBAN AREAS**

**Why does this have a key impact on the  
pharmaceutical market?**

# Illness Index Breakdown by Race

	White	African American	Asian	Latin	Other
Acid Reflux (GERD)	110	90	35	69	73
ADD/ADHD	91	177	30	79	111
Anxiety	114	59	36	64	79
Arthritis	105	117	39	78	71
Asthma	95	153	58	99	93
Cancer	95	190	7	71	74
Kidney Disease	110	103	13	116	71
Chronic Pain	105	108	35	61	92
COPD (Chronic Obstructive Pulmonary Disorder)	113	80	52	60	46
Depression	113	73	36	66	69
Diabetes Type 1	60	299	118	129	146
Diabetes Type 2	96	161	40	93	85

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Illness Index Breakdown by Race (cont.)

	White	African American	Asian	Latin	Other
Eczema/Psoriasis	95	159	72	69	75
Emphysema	95	123	1	100	176
Flu	93	95	154	154	129
Hearing Loss	118	48	44	36	57
Heart Attack/Stroke	105	132	18	102	62
Heartburn	112	73	30	83	81
High Cholesterol	109	88	70	67	63
Hypertension/High Blood Pressure	103	121	58	66	70
Insomnia	111	73	17	88	97
Migraine	107	11	22	80	75
Allergies/Hay Fever	114	62	68	49	55
Osteoporosis	113	56	79	110	70



# What the Stats Showed: Illnesses by Race

The racial demographic breakdown of illnesses is important because White consumers make up a majority of the population in C & D counties, African American consumers follow in second.

There are common illnesses that index highest for both White & African Americans and also index high in C & D counties.



These illnesses index highest for both White & African Americans:

- Hearing Loss
- Anxiety
- Allergies/Hay Fever
- COPD (Chronic Obstructive Pulmonary Disorder)
- Depression
- Osteoporosis
- Heartburn
- Insomnia
- Acid Reflux (GERD)
- Kidney Disease
- High Cholesterol
- Migraine
- Arthritis
- Chronic Pain
- Heart Attack/Stroke

# Illness Index Breakdown by County

	D County	C County	B County	A County
Acid Reflux (GERD)	137	117	92	87
ADD/ADHD	138	157	99	69
Alzheimer's Disease	71	178	113	77
Anxiety	95	107	112	91
Arthritis	112	95	109	91
Asthma	95	111	83	111
Cancer	85	179	110	74
Kidney Disease	157	175	76	73
Chronic Pain	123	121	94	89
COPD (Chronic Obstructive Pulmonary Disorder)	134	41	81	119
Depression	100	134	114	80
Diabetes Type 1	110	160	108	72

Source: Simmons Market Research  
Simmons Market Research is based on National Average which is represented by 100

# Illness Index Breakdown by County

	D County	C County	B County	A County
Diabetes Type 2	90	142	93	95
Emphysema	127	66	104	99
Hearing Loss	116	163	82	87
Heart Attack/Stroke	64	174	96	93
Heart Disease/Congestive Heart Failure	81	145	92	98
Heartburn	140	123	102	77
High Cholesterol	101	113	94	100
Hypertension/High Blood Pressure	112	130	104	84
Irritable Bowel Syndrome	121	146	91	84
Allergies/Hay Fever	107	126	104	86
Osteoporosis	91	129	84	105
Overweight	116	146	94	84

Source: Simmons Market Research  
Simmons Market Research is based on National Average which is represented by 100

# What The Stats Showed: Illnesses by County Type

## The top 15 illnesses in C & D county are:

- Kidney Disease
- Heartburn
- ADD/ADHD
- Acid Reflux (Gerd)
- COPD (Chronic Obstructive Pulmonary Disorder)
- Emphysema
- Chronic Pain
- Irritable Bowel Syndrome
- Hearing Loss
- Overweight
- Arthritis
- Hypertension/High Blood Pressure
- Diabetes Type 1
- Allergies/Hay Fever
- High Cholesterol





**IT'S CLEAR RURAL CONSUMERS ARE KEY  
BUYERS FOR THE PHARMACEUTICAL MARKET**

**Here's what they are buying**

# Top Prescription Brands Sold

	D County	C County	B County	A County
Actonel	133	85	135	98
Actos	194	56	74	99
Advair	117	98	64	120
Altace	109	102	153	59
Amaryl	136	199	31	104
Ambien	83	126	104	95
Aricept	131	106	37	131
Avodart	39	180	99	97
Boniva	18	284	127	53
Botox	146	12	128	92
Brintellix	0	722	0	10

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Top Prescription Brands Sold

	D County	C County	B County	A County
Caduet	42	163	229	11
Calabrex	45	135	135	84
Cialis	139	111	115	72
Clarinet	8	110	106	125
Diovan	154	108	80	92
Evista	169	27	121	84
Flonase	87	153	76	105
Flovent	119	70	60	131
Glucovance	127	5	164	75
Humalog	63	298	66	75
Imitrex	115	196	95	68

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Top Prescription Brands Sold

	D County	C County	B County	A County
Lamisil	168	172	37	97
Levaquin	222	64	112	60
Levitra	232	254	40	47
Lipitor	105	100	112	90
Neurontin	81	190	109	72
Nexium	121	114	107	83
Norvasc	91	199	100	72
Paxil	149	86	99	88
Plavix	128	91	78	108
Pravachol	83	461	24	46
Premarin	213	69	55	101

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100



# Top Prescription Brands Sold

	D County	C County	B County	A County
Prozac	88	180	97	81
Reclast	108	58	98	111
Synthroid	115	114	81	104
Toviaz	111	0	128	108
Tradjenta	134	0	80	133
Valtrex	92	209	99	69
Vesicare	1	272	30	130
Viagra	153	188	66	78
Zocor	105	87	119	89
Zofran	130	232	103	46
Zoloft	34	228	73	102
Other Prescription Drugs	109	109	97	96

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Most Purchased Medical Equipment

The most frequently purchased medical equipment in C & D counties tracks the pattern of common illnesses in Rural America. One major factor that impacts medical equipment sales is a lack of access to needed products.

	D County	C County	B County	A County
Blood Glucose Monitor	99	156	83	94
Blood Pressure Monitor	119	105	96	94
Cholesterol Monitor	23	117	82	134
Finger Pulse Oximeter	87	110	84	112
Pedometer	132	48	84	116
Other Devices	112	71	70	126

A close-up photograph of a pharmacist's hand holding a white card. The pharmacist is wearing a white lab coat over a light blue shirt and a black watch. The background is a blurred pharmacy counter with various colorful medicine boxes and containers. The text is overlaid on the image in a white, bold, sans-serif font.

**WE KNOW WHAT THEY'RE BUYING AND WHY  
THEY'RE BUYING**

**How do they purchase?**

# County Breakdown of Prescription Sales

C County consumers dominate the most-money-spent-annually categories on prescription drugs. D County consumers also spend at a high rate, despite having the lowest average HHI.

	D County	C County	B County	A County
\$1,000 or more	52	135	83	118
\$500 - \$749	137	211	64	77
\$250 - \$499	101	150	89	92
\$100 - \$249	113	109	101	92
\$50 - \$99	112	93	99	99
Less Than \$50	90	110	102	99

\*Based on yearly spend

# Popular Pharmacy Chains in Rural Markets

A & B counties index higher for chain-pharmacies while C & D counties index lower.

	D County	C County	B County	A County
CVS	62	58	103	124
Osco	21	16	75	172
Rite-Aid	87	91	99	108
Sav-On	47	82	109	118
Walgreens	70	91	107	109
Other	181	153	71	75
None	120	113	107	84

# How They're Buying

Lack of retail pharmacy options drives consumers to transact online.

## Three major reasons for this are:

- Rural pharmacies are more expensive
  - Local pharmacies pay more for medication because their buying power is significantly lower
  - Their ROI is limited because of low sales volume
- Rural consumers can find cheaper options online
  - Price drives consumers to online purchasing
- Local pharmacies have a hard time keeping their doors open
  - Due to low ROI, many local pharmacies are forced to close



## A RURAL PARTNERSHIP

C & D county consumers are relatively untapped, very responsive, and key to moving the bottom line.

TSWRural has the resources, expertise, and experience to reach this highly-desirable rural market.

# tsw rural





# Appendix

	D	C	B	A
I ALWAYS READ THE SMALL PRINT IN MAGAZINE/ NEWSPAPER	192	210	532	1,963
PHARMACEUTICAL ADS	6,420	7,659	16,324	25,076
	18.0%	24.2%	23.2%	24.9%
	11.6%	13.8%	29.4%	45.2%
	77	104	100	107
	2.7%	3.2%	6.8%	10.5%
	**27	*35	**30	97
PHARMACIES	**1,058	*601	**991	1,116
	**3.0%	*1.9%	**1.4%	1.1%
			**26.3	
	**28.1%	*16.0%	%	29.6%
	**187	*120	**89	70
	**0.4%	*0.3%	**0.4%	0.5%
	164	130	277	701
PHARMACIST	5,378	4,223	8,507	9,509
	15.0%	13.4%	12.1%	9.4%
	19.5%	15.3%	30.8%	34.4%
	130	115	104	82
	2.3%	1.8%	3.6%	4.0%
	484	432	975	2,934
55+	13,746	13,296	24,649	35,437
	38.4%	42.1%	35.0%	35.2%
	15.8%	15.3%	28.3%	40.7%
	105	115	96	96
	5.8%	5.6%	10.3%	14.9%

	D	C	B	A
	255	241	530	1,621
	7,303	7,102	13,360	18,890
65+	20.4%	22.5%	19.0%	18.8%
	15.7%	15.2%	28.6%	40.5%
	104	115	97	96
	3.1%	3.0%	5.6%	7.9%
	173	159	329	1,003
	4,616	4,904	8,554	11,650
70+	12.9%	15.5%	12.1%	11.6%
	15.5%	16.5%	28.8%	39.2%
	104	125	97	93
	1.9%	2.1%	3.6%	4.9%
	65	62	130	394
	1,965	2,888	3,983	5,763
WIDOWED	5.5%	9.1%	5.7%	5.7%
	13.5%	19.8%	27.3%	39.5%
	90	149	92	94
	0.8%	1.2%	1.7%	2.4%
	470	392	877	2,385
	12,813	11,501	22,794	29,703
Grandparent	35.8%	36.4%	32.4%	29.5%
	16.7%	15.0%	29.7%	38.7%
	111	113	100	92
	5.4%	4.8%	9.6%	12.5%
	**2	**1	**7	**30
	**105	**9	**247	**290
65+ in HH - FOUR	**0.3%	**0.0%	**0.4%	**0.3%
	**16.2		**38.0	**44.5
	%	**1.3%	%	%
	**108	**10	**129	**106
	**0.0%	**0.0%	**0.1%	**0.1%

	D	C	B	A
	194	179	344	1,169
	5,545	4,511	8,007	12,942
65+ in HH - TWO	15.5%	14.3%	11.4%	12.9%
	17.9%	14.5%	25.8%	41.7%
	119	110	87	99
	2.3%	1.9%	3.4%	5.4%
	138	157	426	1,300
	3,871	5,625	12,310	15,325
65+ in HH - ONE	10.8%	17.8%	17.5%	15.2%
	10.4%	15.1%	33.2%	41.3%
	70	114	112	98
	1.6%	2.4%	5.2%	6.4%
	647	530	1,367	3,889
	25,323	19,778	45,496	65,383
65+ in HH - NONE	70.8%	62.6%	64.6%	64.9%
	16.2%	12.7%	29.2%	41.9%
	108	96	99	99
	10.6%	8.3%	19.1%	27.4%
	265	213	474	1,384
	7,731	6,867	12,735	17,149
RETIRED	21.6%	21.7%	18.1%	17.0%
	17.4%	15.4%	28.6%	38.6%
	116	117	97	91
	3.2%	2.9%	5.3%	7.2%
	253	215	522	1,710
	9,469	6,757	15,529	25,282
AT THE FIRST SIGN OF PAIN OR DISCOMFORT, I TAKE MEDICATION	26.5%	21.4%	22.0%	25.1%
	16.6%	11.8%	27.2%	44.3%
	111	89	92	105
	4.0%	2.8%	6.5%	10.6%

# Appendix

	D	C	B	A		D	C	B	A					
					I DO NOT SEEK HELP FROM DOCTORS OR NURSES UNLESS I AM VERY SICK OR INJURED	553 20,183	496 17,686	1,192 36,141	3,524 52,830					
I OFTEN CAREFULLY EXAMINE THE INGREDIENT LIST ON OVER-THE-COUNTER MEDICINES	427 13,747	424 14,558	1,001 28,905	3,086 42,123	56.5% 15.9% 106 8.5% 96 4,134	56.0% 13.9% 105 7.4% 81 3,340	51.3% 28.5% 96 15.2% 227 7,346	52.5% 41.7% 99 22.2% 783 10,750		I AM CONCERNED ABOUT THE HEALTH OF MY TEETH AND GUMS	577 18,731	547 19,402	1,367 40,567	4,311 60,468
I ALWAYS TRY TO EAT HEALTHY FOODS AND MAINTAIN A BALANCED DIET	38.5% 13.8% 92 5.8% 483 15,076	46.1% 14.7% 111 6.1% 486 17,992	41.0% 29.1% 98 12.1% 1,206 37,147	41.8% 42.4% 100 17.7% 4,040 58,333	OVER-THE-COUNTER MEDICINES ARE SAFER THAN PRESCRIPTION MEDICINES	11.6% 16.2% 108 1.7% 379 13,405	10.6% 13.1% 99 1.4% 329 10,939	10.4% 28.7% 97 3.1% 788 23,406	10.7% 42.0% 100 4.5% 2,280 33,742	I BELIEVE THAT THE BENEFITS OF A PREVENTATIVE VACCINE OUTWEIGH THE RISKS	7.9% 554 17,786	8.1% 521 17,975	17.0% 1,305 37,751	25.4% 3,922 56,733
I FREQUENTLY TAKE PREVENTATIVE MEDICINE	42.2% 11.7% 78 6.3% 338 11,625	57.0% 14.0% 106 7.5% 306 10,288	52.7% 28.9% 98 15.6% 756 20,705	57.9% 45.4% 107 24.5% 2,191 31,247	I TAKE NON-PRESCRIPTION MEDICINE AS SOON AS I GET SICK	37.5% 16.4% 110 5.6% 141 5,411	34.6% 13.4% 101 4.6% 136 5,102	33.2% 28.7% 97 9.8% 335 10,201	33.5% 41.4% 98 14.1% 1,102 15,366		49.7% 13.7% 91 7.5%	56.9% 13.8% 104 7.5%	53.6% 29.0% 98 15.8%	56.4% 43.6% 103 23.8%
					IF AN ADVERTISED DRUG BRAND IS NOT DOCTOR RECOMMENDED THEN IT HAS NO INTEGRITY	15.1% 15.0% 100 2.3%	16.1% 14.1% 107 2.1%	14.5% 28.3% 96 4.3%	15.3% 42.6% 101 6.4%					

# Appendix

	D	C	B	A		D	C	B	A
						575	515	1,205	3,395
						20,374	18,094	34,934	49,672
					HAMOS AND INSURANCE COMPANIES HAVE TOO MUCH POWER OVER MY FAMILY'S HEALTHCARE	57.0%	57.3%	49.6%	49.3%
						16.6%	14.7%	28.4%	40.4%
						110	111	96	96
						8.5%	7.6%	14.6%	20.8%
						83	69	186	730
						2,837	2,922	6,184	8,023
					THE MOST EXPENSIVE MEDICINE IS USUALLY THE BEST	7.9%	9.3%	8.8%	8.0%
						14.2%	14.6%	31.0%	40.2%
						95	110	105	95
						1.2%	1.2%	2.6%	3.4%
						561	525	1,252	3,913
						19,545	18,470	37,952	54,529
					THE SIDE EFFECTS ASSOCIATED WITH SOME PRESCRIPTION DRUGS SOMETIMES SCARE ME OFF A PARTICULAR BRAND	54.7%	58.5%	53.9%	54.2%
						15.0%	14.2%	29.1%	41.8%
						100	107	98	99
						8.2%	7.7%	15.9%	22.9%
						115	90	255	887
						4,197	3,256	7,805	11,244
					THERE IS NOT MUCH POINT IN TAKING NON-PRESCRIPTION MEDICINES SINCE THEY DON'T REALLY WORK	11.7%	10.3%	11.1%	11.2%
						15.8%	12.3%	29.5%	42.4%
						106	93	100	101
						1.8%	1.4%	3.3%	4.7%
						532	477	1,179	3,427
						19,732	17,752	37,379	50,803
					WHEN I AM SICK, I STILL DRAG MYSELF TO WORK	55.2%	56.2%	53.1%	50.5%
						15.7%	14.1%	29.7%	40.4%
						105	107	101	96
						8.3%	7.4%	15.7%	21.3%

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Appendix

	D	C	B	A		D	C	B	A
						617	564	1,275	3,509
						20,367	18,278	37,806	50,599
					YES - Prescription Drugs	57.0%	57.9%	53.7%	50.3%
	**7	**1	**5	**22		16.0%	14.4%	29.8%	39.8%
	**88	**73	**245	**134		107	109	101	94
ALTACE	**0.2%	**0.2%	**0.3%	**0.1%		8.5%	7.7%	15.9%	21.2%
	**16.3%	**13.5%	**45.3%	**24.8%		**24	**14	*43	119
	**109	**102	**153	**59		**1,201	**447	*1,251	1,824
	**0.0%	**0.0%	**0.1%	**0.1%	DON'T KNOW/NO ANSWER - Prescription Drugs	**3.4%	**1.4%	*1.8%	1.8%
	**3	**1	**3	**14		**25.4%	**9.5%	*26.5%	38.6%
	**53	**68	**24	**113		**170	**71	*90	91
AMARYL	**0.1%	**0.2%	**0.0%	**0.1%		**0.5%	**0.2%	*0.5%	0.8%
	**20.4%	**26.3%	**9.3%	**44.0%		**8	**6	**11	*34
	**136	**199	**31	**104		**241	**136	**484	*349
	**0.0%	**0.0%	**0.0%	**0.0%	ACTONEL	**0.7%	**0.4%	**0.7%	*0.3%
	**19	**21	*52	120		**19.9%	**11.3%	**40.0%	*28.8%
	**585	**789	*1,452	1,901		**133	**85	**135	*68
AMBIEN	**1.6%	**2.5%	*2.1%	1.9%		**0.1%	**0.1%	**0.2%	*0.1%
	**12.4%	**16.7%	*30.7%	40.2%		**8	**9	**12	*31
	**83	**126	*104	95		**300	**76	**224	*432
	**0.2%	**0.3%	*0.6%	0.8%	ACTOS	**0.8%	**0.2%	**0.3%	*0.4%
	**4	**1	**1	**5		**29.1%	**7.4%	**21.7%	*41.8%
	**51	**36	**28	**143		**194	**56	**74	*99
ARICEPT	**0.1%	**0.1%	**0.0%	**0.1%		**0.1%	**0.0%	**0.1%	*0.2%
	**19.6%	**14.1%	**10.8%	**55.5%		**25	**18	*36	91
	**131	**106	**37	**131		**648	**480	*693	1,861
	**0.0%	**0.0%	**0.0%	**0.1%	ADVAIR	**1.8%	**1.5%	*1.0%	1.8%
	**2	**3	**4	**21		**17.6%	**13.0%	*18.8%	50.5%
	**44	**181	**223	**312		**117	**98	*64	120
AVODART	**0.1%	**0.6%	**0.3%	**0.3%		**0.3%	**0.2%	*0.3%	0.8%
	**5.8%	**23.8%	**29.4%	**41.1%					
	**39	**180	**99	**97					
	**0.0%	**0.1%	**0.1%	**0.1%					

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Appendix

	D	C	B	A		D	C	B	A
						**1	**4	**4	**15
						**14	**206	**205	**122
					BONIVA	**0.0%	**0.7%	**0.3%	**0.1%
						**2.6%	**37.6%	**37.4%	**22.3%
						**18	**284	**127	**53
						**0.0%	**0.1%	**0.1%	**0.1%
						**4	**1	**6	**21
						**194	**14	**335	**344
					BOTOX	**0.5%	**0.0%	**0.5%	**0.3%
						**21.8%	**1.6%	**37.8%	**38.8%
						**146	**12	**128	**92
						**0.1%	**0.0%	**0.1%	**0.1%
						**0	**2	**0	**2
						**0	**88	**0	**4
					BRIINTELLIX	**0.0%	**0.3%	**0.0%	**0.0%
						**0.0%	**95.7%	**0.0%	**4.3%
						**0	**722	**0	**10
						**0.0%	**0.0%	**0.0%	**0.0%
						**1	**2	**3	**4
						**8	**27	**84	**6
					CADUET	**0.0%	**0.1%	**0.1%	**0.0%
						**6.3%	**21.6%	**67.7%	**4.5%
						**42	**163	**229	**11
						**0.0%	**0.0%	**0.0%	**0.0%
						**18	**17	*42	97
						**193	**506	*1,126	1,006
					CELEBREX	**0.5%	**1.6%	*1.6%	1.0%
						**6.8%	**17.9%	*39.8%	35.5%
						**45	**135	*135	84
						**0.1%	**0.2%	*0.5%	0.4%
						**5	**4	**24	*52
						**353	**248	**572	*517
					CIALIS	**1.0%	**0.8%	**0.8%	*0.5%
						**20.9%	**14.7%	**33.9%	*30.6%
						**139	**111	**115	*72
						**0.1%	**0.1%	**0.2%	*0.2%

Source: Simmons Market Research  
 Simmons Market Research is based on National Average which is represented by 100

# Appendix

	D	C	B	A		D	C	B	A		D	C	B	A
	**5	**5	**6	*36							**1	**1	**2	**9
	**169	**88	**168	*526		**17	**6	**17	*41	RECLAST	**50	**23	**89	**144
FLOVENT	**0.5%	**0.3%	**0.2%	*0.5%		**538	**136	**535	*406		**0.1%	**0.1%	**0.1%	**0.1%
	**17.8%	**9.3%	**17.6%	*55.3%	LEVAQUIN	**1.5%	**0.4%	**0.8%	*0.4%		**16.2%	**7.6%	**29.1%	**47.0%
	**119	**70	**60	*131		**33.3%	**8.4%	**33.1%	*25.1%		**108	**58	**98	**111
	**0.1%	**0.0%	**0.1%	*0.2%		**222	**64	**112	*60		**0.0%	**0.0%	**0.0%	**0.1%
	**3	**1	**10	*27		**0.2%	**0.1%	**0.2%	*0.2%	SYNTHROID	*54	*44	95	299
GLUCOVANCE	**153	**5	**391	**256		**264	**255	**89	**149		*1,606	*1,416	2,239	4,083
	**0.4%	**0.0%	**0.6%	**0.3%	LEVITRA	**0.7%	**0.8%	**0.1%	**0.1%		*4.5%	*4.5%	3.2%	4.1%
	**19.1%	**0.6%	**48.6%	**31.7%		**2	**5	**4	**14		*17.2%	*15.2%	24.0%	43.7%
	**127	**5	**164	**75		**115	*114	81	104		*0.7%	*0.6%	0.9%	1.7%
	**0.1%	**0.0%	**0.2%	**0.1%		**26	**0	**59	**71		**1	**0	**2	**4
	**9	**10	**19	*46		**34.8%	**33.6%	**11.8%	**19.7%	TOVIAZ	**0.1%	**0.0%	**0.1%	**0.1%
	**158	**659	**325	*526		**232	**254	**40	**47		**16.7%	**0.0%	**37.8%	**45.5%
HUMALOG	**0.4%	**2.1%	**0.5%	*0.5%		**0.1%	**0.1%	**0.0%	**0.1%		**111	**0	**128	**108
	**9.5%	**39.5%	**19.5%	*31.5%		*59	*47	147	382		**0.0%	**0.0%	**0.0%	**0.0%
	**63	**298	**66	*75	LIPITOR	*1,738	*1,464	3,645	4,175		**2	**0	**2	**8
	**0.1%	**0.3%	**0.1%	*0.2%		*4.9%	*4.6%	5.2%	4.1%	TRADJENTA	**48	**0	**56	**133
	**9	**8	**20	*39		*15.8%	*13.3%	33.1%	37.9%		**0.1%	**0.0%	**0.1%	**0.1%
IMITREX	**223	**336	**363	*374		*105	*100	112	90		**20.1%	**0.0%	**23.7%	**56.1%
	**0.6%	**1.1%	**0.5%	*0.4%		*0.7%	*0.6%	1.5%	1.8%		**134	**0	**80	**133
	**17.2%	**25.9%	**28.0%	*28.9%		**9	**15	**21	*58		**0.0%	**0.0%	**0.0%	**0.1%
	**115	**196	**95	*68		**290	**597	**767	*721	VALTRES	**2	**7	**13	*31
	**0.1%	**0.1%	**0.2%	*0.2%		**0.8%	**1.9%	**1.1%	*0.7%		**272	**547	**579	*574
	**4	**5	**6	**30	NEURONTIN	**12.2%	**25.1%	**32.3%	*30.4%		**0.8%	**1.7%	**0.8%	*0.6%
LAMISIL	**129	**116	**57	**210		**81	**190	**109	*72		**13.8%	**27.7%	**29.4%	*29.1%
	**0.4%	**0.4%	**0.1%	**0.2%		**0.1%	**0.3%	**0.3%	*0.3%		**92	**209	**99	*69
	**25.2%	**22.7%	**11.1%	**41.0%		**0.1%	**0.0%	**0.0%	**0.1%		**0.1%	**0.2%	**0.2%	*0.2%
	**168	**172	**37	**97										
	**0.1%	**0.0%	**0.0%	**0.1%										

# Appendix

	D	C	B	A		D	C	B	A		D	C	B	A
	*31	**27	75	137		**10	**7	**21	*44		**19	**14	*36	96
	*966	**803	1,682	1,862		**412	**210	**543	*684		**491	**358	*1,101	1,169
NEXIUM	*2.7%	**2.5%	2.4%	1.8%	PAXIL	**1.2%	**0.7%	**0.8%	*0.7%	ZOCOR	**1.4%	**1.1%	*1.6%	1.2%
	*18.2%	**15.1%	31.7%	35.0%		**22.3%	**11.3%	**29.4%	*37.0%		**15.7%	**11.5%	*35.3%	37.5%
	*121	**114	107	83		**149	**86	**99	*88		**105	**87	*119	89
	*0.4%	**0.3%	0.7%	0.8%		**0.2%	**0.1%	**0.2%	*0.3%		**0.2%	**0.2%	*0.5%	0.5%
	**11	**12	**25	88		**16	**12	**23	102		**7	**10	**21	**28
	**435	**842	**943	974		**524	**327	**627	1,247		**464	**729	**720	**460
NORVASC	**1.2%	**2.7%	**1.3%	1.0%	PLAVIX	**1.5%	**1.0%	**0.9%	1.2%	ZOFRAN	**1.3%	**2.3%	**1.0%	**0.5%
	**13.6%	**26.4%	**29.5%	30.5%		**19.2%	**12.0%	**23.0%	45.8%		**19.6%	**30.7%	**30.4%	**19.4%
	**91	**199	**100	72		**128	**91	**78	108		**130	**232	**103	**46
	**0.2%	**0.4%	**0.4%	0.4%		**0.2%	**0.1%	**0.3%	0.5%		**0.2%	**0.3%	**0.3%	**0.2%
	**1	**1	**2	**21		**6	**7	**9	*32		**18	**29	*38	123
	**3	**23	**10	**343		**147	**722	**83	*231		**264	**1,566	*1,127	2,236
PATANOL	**0.0%	**0.1%	**0.0%	**0.3%	PRAVACHOL	**0.4%	**2.3%	**0.1%	*0.2%	ZOLOFT	**0.7%	**5.0%	*1.6%	2.2%
	**0.8%	**6.2%	**2.6%	**90.4%		**12.4%	**61.1%	**7.0%	*19.5%		**5.1%	**30.2%	*21.7%	43.1%
	**6	**47	**9	**214		**83	**461	**24	*46		**34	**228	*73	102
	**0.0%	**0.0%	**0.0%	**0.1%		**0.1%	**0.3%	**0.0%	*0.1%		**0.1%	**0.7%	*0.5%	0.9%
	**1	**3	**4	**19		**4	**4	**9	**22		446	391	856	2,392
	**0	**190	**47	**290		**283	**81	**143	**379		14,029	12,409	24,613	34,489
VESICARE	**0.0%	**0.6%	**0.1%	**0.3%	PREMARIN	**0.8%	**0.3%	**0.2%	**0.4%	OTHER PRESCRIPTION DRUG(S)	39.2%	39.3%	34.9%	34.3%
	**0.1%	**36.1%	**8.8%	**55.0%		**31.9%	**9.1%	**16.2%	**42.8%		16.4%	14.5%	28.8%	40.3%
	**1	**272	**30	**130		**213	**69	**55	**101		109	109	97	96
	**0.0%	**0.1%	**0.0%	**0.1%		**0.1%	**0.0%	**0.1%	**0.2%		5.9%	5.2%	10.3%	14.5%
	**19	**10	**22	65		**13	**24	**27	73		70	*57	161	523
	**648	**704	**551	925		**390	**700	**840	1,009		2,728	*1,829	4,440	7,768
VIAGRA	**1.8%	**2.2%	**0.8%	0.9%	PROZAC	**1.1%	**2.2%	**1.2%	1.0%	HEAT WRAPS	7.6%	*5.8%	6.3%	7.7%
	**22.9%	**24.9%	**19.5%	32.7%		**13.3%	**23.8%	**28.6%	34.3%		16.3%	*10.9%	26.5%	46.3%
	**153	**188	**66	78		**88	**180	**97	81		109	*82	90	110
	**0.3%	**0.3%	**0.2%	0.4%		**0.2%	**0.3%	**0.4%	0.4%		1.1%	*0.8%	1.9%	3.3%

# Appendix

	D	C	B	A		D	C	B	A
						**16	**11	**25	105
						**710	**301	**663	1,347
					ARTHRTIS HOT	**2.0%	**1.0%	**0.9%	1.3%
						**23.5%	**10.0%	**22.0%	44.6%
						**157	**75	**74	106
						**0.3%	**0.1%	**0.3%	0.6%
					SPORTSCREME	*51	*38	88	235
						*1,408	*941	3,241	2,713
						*3.9%	*3.0%	4.6%	2.7%
					ASPERCREME	*17.0%	*11.3%	39.0%	32.7%
						*113	*86	132	77
						*0.6%	*0.4%	1.4%	1.1%
						**9	**4	**13	*36
						**242	**307	**511	*660
						**0.7%	**1.0%	**0.7%	*0.7%
					FLEXALL	**14.1%	**17.9%	**29.7%	*38.4%
						**94	**135	**101	*91
						**0.1%	**0.1%	**0.2%	*0.3%
						**10	**6	**17	*59
						**651	**228	**675	*742
						**1.8%	**0.7%	**1.0%	*0.7%
					HEET	**28.3%	**9.9%	**29.4%	*32.3%
						**189	**75	**99	*77
						**0.3%	**0.1%	**0.3%	*0.3%
						121	93	244	786
						4,401	2,726	6,946	10,126
						12.3%	8.6%	9.9%	10.1%
					ICY HOT	18.2%	11.3%	28.7%	41.8%
						121	85	97	99
						1.8%	1.1%	2.9%	4.2%
						**5	**4	**3	**19
						**74	**112	**167	**240
						**0.2%	**0.4%	**0.2%	**0.2%
					MYOFLEX	**12.4%	**18.9%	**28.2%	**40.5%
						**83	**143	**95	**96
						**0.0%	**0.0%	**0.1%	**0.1%
						**12	**9	**14	**28
						**369	**354	**338	**390
						**1.0%	**1.1%	**0.5%	**0.4%
						**25.5%	**24.4%	**23.3%	**26.9%
						**170	**184	**79	**64
						**0.2%	**0.1%	**0.1%	**0.2%
						**28	**25	61	117
						**1,175	**984	1,942	1,254
						**3.3%	**3.1%	2.8%	1.2%
					STORE BRAND	**21.9%	**18.4%	36.3%	23.4%
						**146	**139	123	55
						**0.5%	**0.4%	0.8%	0.5%
						82	68	163	491
						2,165	2,941	4,110	7,355
						6.1%	9.3%	5.8%	7.3%
					OTHER BRANDS	13.1%	17.8%	24.8%	44.4%
						87	134	84	105
						0.9%	1.2%	1.7%	3.1%
						139	94	234	697
						4,157	2,844	6,191	10,107
						11.6%	9.0%	8.8%	10.0%
					ARTHRTIC PAIN	17.8%	12.2%	26.6%	43.4%
						119	92	90	103
						1.7%	1.2%	2.6%	4.2%
						169	144	330	1,094
						6,046	4,347	9,259	17,551
						16.9%	13.8%	13.1%	17.4%
					BACKACHES	16.3%	11.7%	24.9%	47.2%
						108	88	84	112
						2.5%	1.8%	3.9%	7.4%



# Appendix

	D	C	B	A		D	C	B	A					
						**2	**9	**8	**29	**25	**24	*60	180	
						**51	**224	**352	**821	**881	**758	*1,818	2,059	
\$250 - \$499- Prescription Amount	*53	*57	122	322	CHOLESTEROL MONITOR	**0.1%	**0.7%	**0.5%	**0.8%	COUGH SUPPRESSANT	**2.5%	**2.4%	*2.6%	2.0%
	*1,558	*2,041	2,688	3,967		**3.5%	**15.5%	**24.3%	**56.7%		**16.0%	**13.7%	*33.0%	37.3%
	*4.4%	*6.5%	3.8%	3.9%		**23	**117	**82	**134		**106	**104	*112	88
	*15.2%	*19.9%	26.2%	38.7%		**0.0%	**0.1%	**0.1%	**0.3%		**0.4%	**0.3%	*0.8%	0.9%
	*101	*150	89	92		**17	**17	**28	*60		*58	64	167	425
	*0.7%	*0.9%	1.1%	1.7%		**376	**419	**726	*1,368		*1,651	2,579	4,744	6,251
\$100 - \$249- Prescription Amount	109	108	241	668	FINGER PULSE OXIMETER	**1.1%	**1.3%	**1.0%	*1.4%	DECONGESTANT	*4.6%	8.2%	6.7%	6.2%
	3,736	3,206	6,619	8,588		**13.0%	**14.5%	**25.1%	*47.3%		*10.8%	16.9%	31.2%	41.1%
	10.4%	10.1%	9.4%	8.5%		**87	**110	**85	*112		*72	128	105	97
	16.9%	14.5%	29.9%	38.8%		**0.2%	**0.2%	**0.3%	*0.6%		*0.7%	1.1%	2.0%	2.6%
	113	109	101	92		*31	**17	69	184		*35	*48	128	329
	1.6%	1.3%	2.8%	3.6%		*1,704	**543	2,145	4,212		*757	*1,883	3,299	4,655
\$50 - \$99- Prescription Amount	133	97	251	708	PEDOMETER	*4.8%	**1.7%	3.0%	4.2%	EXPECTORANT	*2.1%	*6.0%	4.7%	4.6%
	4,173	3,062	7,270	10,390		*19.8%	**6.3%	24.9%	49.0%		*7.1%	*17.8%	31.1%	43.9%
	11.7%	9.7%	10.3%	10.3%		*132	**48	84	116		*48	*134	105	104
	16.8%	12.3%	29.2%	41.7%		*0.7%	**0.2%	0.9%	1.8%		*0.3%	*0.8%	1.4%	2.0%
	112	93	99	99	OTHER DEVICES	**21	**14	*43	125		*39	**21	112	237
	1.8%	1.3%	3.0%	4.4%		**764	**425	*943	2,417		*1,606	**480	3,851	3,648
	132	153	323	909		**2.1%	**1.3%	*1.3%	2.4%		*4.5%	**1.5%	5.5%	3.6%
LESS THAN \$50- Prescription Amount	4,822	5,213	10,761	14,984		**16.8%	**9.3%	*20.7%	53.1%		*16.8%	**5.0%	40.2%	38.1%
	13.5%	16.5%	15.3%	14.9%		**112	**71	*70	126		*112	**38	136	90
	13.5%	14.6%	30.1%	41.9%		**0.3%	**0.2%	*0.4%	1.0%		*0.7%	**0.2%	1.6%	1.5%
	90	110	102	99	BLOOD GLUCOSE MONITOR	130	114	301	770		*40	**28	94	242
	2.0%	2.2%	4.5%	6.3%		4,954	2,969	9,505	12,330	HALLS	*1,552	**1,456	2,978	3,687
	94	80	170	554		13.9%	9.4%	13.5%	12.2%		*4.3%	**4.6%	4.2%	3.7%
	2,487	3,476	4,132	6,693	EXCEDRIN	16.6%	10.0%	31.9%	41.4%		*16.0%	**15.1%	30.8%	38.1%
	7.0%	11.0%	5.9%	6.6%		111	75	108	98		*107	**114	104	90
	14.8%	20.7%	24.6%	39.9%		2.1%	1.2%	4.0%	5.2%		*0.7%	**0.6%	1.2%	1.5%
	99	156	83	94										
	1.0%	1.5%	1.7%	2.8%										
	166	150	320	947										
	5,853	4,587	9,305	13,100										
BLOOD PRESSURE MONITOR	16.4%	14.5%	13.2%	13.0%										
	17.8%	14.0%	28.3%	39.9%										
	119	105	96	94										
	2.5%	1.9%	3.9%	5.5%										



# Appendix

	D	C	B	A
	**13	**5	**23	70
	**597	**232	**1,301	765
CORICIDIN COLD & FLU	**1.7%	**0.7%	**1.8%	0.8%
	**20.6%	**8.0%	**44.9%	26.4%
	**137	**60	**152	63
	**0.3%	**0.1%	**0.5%	0.3%
	**5	**8	**13	*42
	**127	**405	**479	*662
CORICIDIN D	**0.4%	**1.3%	**0.7%	*0.7%
	**7.6%	**24.2%	**28.6%	*39.6%
	**51	**183	**97	*94
	**0.1%	**0.2%	**0.2%	*0.3%
	**2	**3	**2	**19
	**158	**41	**243	**371
CORICIDIN MAXIMUM STRENGTH FLU	**0.4%	**0.1%	**0.3%	**0.4%
	**19.4%	**5.1%	**29.9%	**45.6%
	**129	**38	**101	**108
	**0.1%	**0.0%	**0.1%	**0.2%
	**1	**1	**2	**8
	**2	**128	**112	**134
DRIXORAL NASAL DECONGESTANT	**0.0%	**0.4%	**0.2%	**0.1%
	**0.7%	**34.0%	**29.7%	**35.7%
	**4	**256	**101	**84
	**0.0%	**0.1%	**0.0%	**0.1%
	71	*46	170	349
	3,116	*1,456	4,481	4,762
MUCINEX	8.7%	*4.6%	6.4%	4.7%
	22.6%	*10.5%	32.4%	34.5%
	150	*80	110	82
	1.3%	*0.6%	1.9%	2.0%

## NASALCROM

D	C	B	A
**1	**3	**2	**17
**14	**92	**4	**470
**0.0%	**0.3%	**0.0%	**0.5%
**2.4%	**15.9%	**0.6%	**81.1%
**16	**120	**2	**192
**0.0%	**0.0%	**0.0%	**0.2%
**1	**8	**17	65
**12	**374	**609	956
**0.0%	**1.2%	**0.9%	0.9%
**0.6%	**19.2%	**31.2%	49.0%
**4	**145	**106	116
**0.0%	**0.2%	**0.3%	0.4%
**9	**10	**28	76
**436	**241	**1,102	851
**1.2%	**0.8%	**1.6%	0.8%
**16.6%	**9.2%	**41.9%	32.3%
**111	**69	**142	77
**0.2%	**0.1%	**0.5%	0.4%
**3	**2	**13	*40
**495	**75	**804	*749
**1.4%	**0.2%	**1.1%	*0.7%
**23.3%	**3.5%	**37.9%	*35.3%
**155	**27	**128	*84
**0.2%	**0.0%	**0.3%	*0.3%
**8	**21	*48	107
**579	**729	*1,768	1,445
**1.6%	**2.3%	*2.5%	1.4%
**12.8%	**16.1%	*39.1%	32.0%
**85	**122	*132	76
**0.2%	**0.3%	*0.7%	0.6%
**10	**13	**22	*53
**442	**427	**824	*929
**1.2%	**1.4%	**1.2%	*0.9%
**16.9%	**16.3%	**31.4%	*35.4%
**112	**123	**106	*84
**0.2%	**0.2%	**0.3%	*0.4%

## ROBITUSSIN HONEY COLD

## OTHER ROBITUSSIN

## SINUTAB SINUS ALLERGY

## SUDAFED 12-HOUR COLD

## SUDAFED 24-HOUR

D	C	B	A
**6	**9	**19	*52
**546	**156	**303	*1,040
**1.5%	**0.5%	**0.4%	*1.0%
**26.7%	**7.6%	**14.8%	*50.9%
**178	**58	**50	*121
**0.2%	**0.1%	**0.1%	*0.4%
**10	**14	*43	77
**588	**580	*1,493	1,183
**1.6%	**1.8%	*2.1%	1.2%
**15.3%	**15.1%	*38.8%	30.8%
**102	**114	*131	73
**0.2%	**0.2%	*0.6%	0.5%
**12	**19	*47	82
**732	**397	*1,331	1,120
**2.0%	**1.3%	*1.9%	1.1%
**20.5%	**11.1%	*37.2%	31.3%
**136	**84	*126	74
**0.3%	**0.2%	*0.6%	0.5%
**14	**11	*24	62
**772	**207	**590	841
**2.2%	**0.7%	**0.8%	0.8%
**32.0%	**8.6%	**24.5%	34.9%
**214	**65	**83	83
**0.3%	**0.1%	**0.2%	0.4%
**28	**16	70	160
**1,236	**696	1,875	2,137
**3.5%	**2.2%	2.7%	2.1%
**20.8%	**11.7%	31.5%	36.0%
**139	**88	107	85
**0.5%	**0.3%	0.8%	0.9%

## TYLENOL ALLERGY/SINUS

# Appendix

	D	C	B	A		D	C	B	A
	**19	**13	*42	116		65	*40	101	350
	**749	**451	*1,625	1,690	OTHER BRANDS	1,857	*1,400	2,579	5,071
TYLENOL SINUS	**2.1%	**1.4%	*2.3%	1.7%		5.2%	*4.4%	3.7%	5.0%
	**16.6	**10.0				17.0%	*12.8%	23.6%	46.5%
	%	%	*36.0%	37.4%		114	*97	80	110
	**111	**75	*122	89		0.8%	*0.6%	1.1%	2.1%
	**0.3%	**0.2%	*0.7%	0.7%		168	152	346	964
	*47	*34	97	322		5,731	5,760	10,075	13,135
	*1,969	*945	3,290	5,522	SOLE BRAND USER	16.0%	18.2%	14.3%	13.0%
VICKS DAYQUIL	*5.5%	*3.0%	4.7%	5.5%		16.5%	16.6%	29.0%	37.9%
	*16.8%	*8.1%	28.1%	47.1%		110	125	98	90
	*112	*61	95	112		2.4%	2.4%	4.2%	5.5%
	*0.8%	*0.4%	1.4%	2.3%		445	369	1,003	2,869
	*60	*57	138	442		16,844	12,517	31,036	43,650
	*2,787	*1,474	3,847	6,596	PRIMARY BRAND USER	47.1%	39.6%	44.1%	43.4%
VICKS NYQUIL	*7.8%	*4.7%	5.5%	6.6%		16.2%	12.0%	29.8%	42.0%
	*19.0%	*10.0%	26.2%	44.9%		108	91	101	99
	*126	*76	89	106		7.1%	5.2%	13.0%	18.3%
	*1.2%	*0.6%	1.6%	2.8%					
	*60	*50	151	340					
	*2,697	*1,656	3,939	4,927					
ZYRTEC	*7.5%	*5.2%	5.6%	4.9%					
	*20.4%	*12.5%	29.8%	37.3%					
	*136	*95	101	88					
	*1.1%	*0.7%	1.7%	2.1%					