

# Teen Surveys on Marketed OTC Products

Conducted and presented by:  
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Adolescent OTC Drug Product Use: A Public Workshop  
December 6 and 7, 2007 – NIH Natcher Conference Center – Bethesda, MD

# Outline

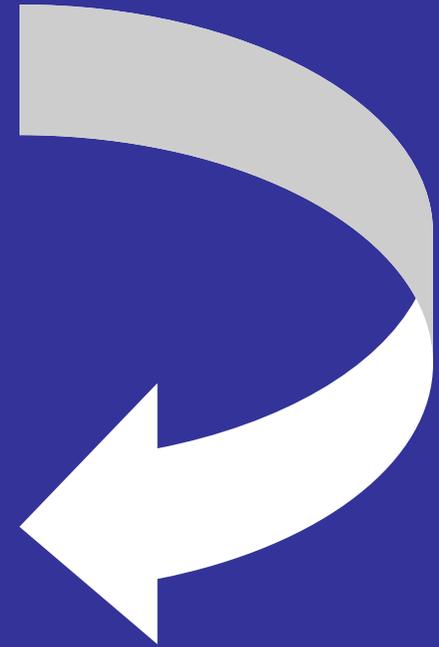
1. Key Findings Across Product Categories
2. Acne Products
  - Methodology, conclusions and results
3. Dental Care Products
  - Methodology, conclusions and results
4. Conclusions

# KEY FINDINGS

Overall, the influences impacting the use of OTC products and product brands among teens vary according to the product in question

A comparison of these influences on acne treatment products (*products of particular interest and orientation to teens*) and dental care products (*products widely used by teens, but not particularly teen oriented*) serve to demonstrate those differences

# OTC ACNE TREATMENT PRODUCTS



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# Survey Source & Methodology

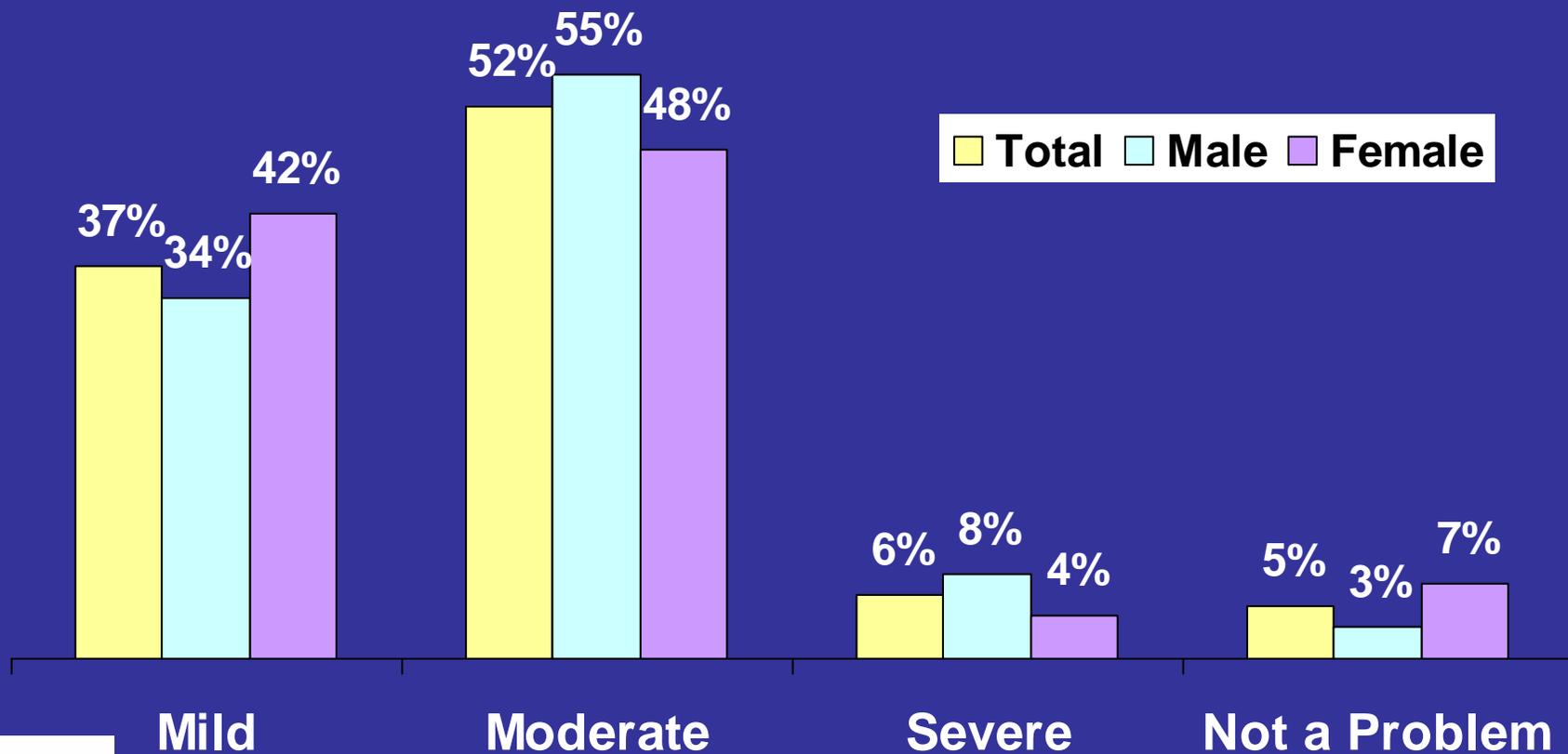
- 2007 Gallup Study of the Market for **ACNE PRODUCTS AMONG TEENS**
  - Conducted online among a national sample of 550+ teens, ages 13 to 17
  - All interviewing was completed between August 30<sup>th</sup> and September 6<sup>th</sup>, 2007
  - The sample was weighted to be comparable to census data for the age group

# Survey Findings for OTC Acne Product Use

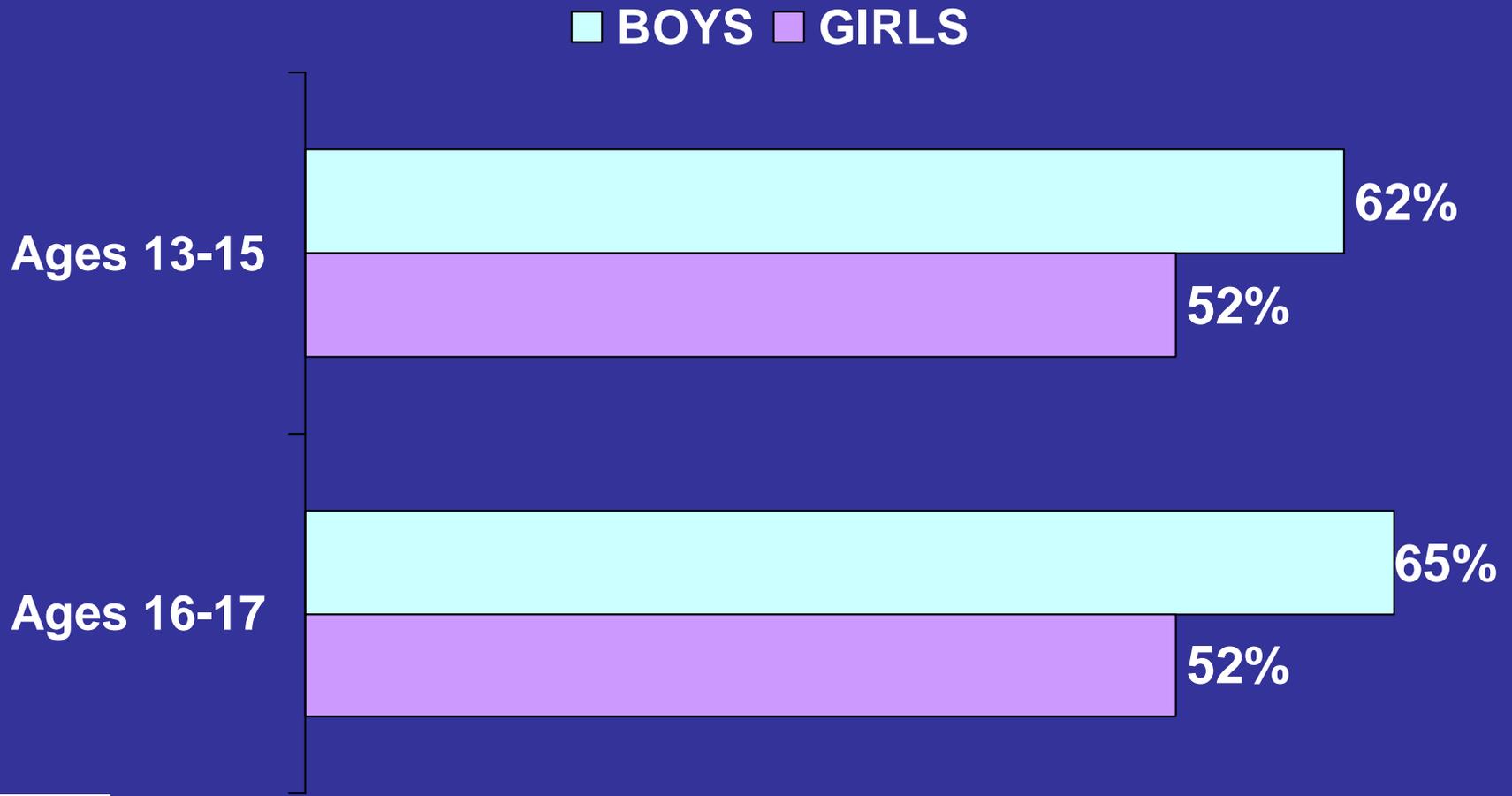
- Teen use of OTC acne medications is most heavily influenced by . . .
  - the severity of the condition
  - by the recommendations of family and peers
  - by the gender and age of the teen
- This product category reflects a high level of teen involvement in product selection
- Acne products are heavily advertised directly to teens, but the result of that advertising on brand selection appears not to be a particularly influential factor in brand selection

- The majority of teens ages 13 to 17 report experiencing moderate to severe acne (58%)
- Incidence of moderate/severe acne among teen boys is higher than among girls

# Acne Incidence Among Teens Ages 13-17

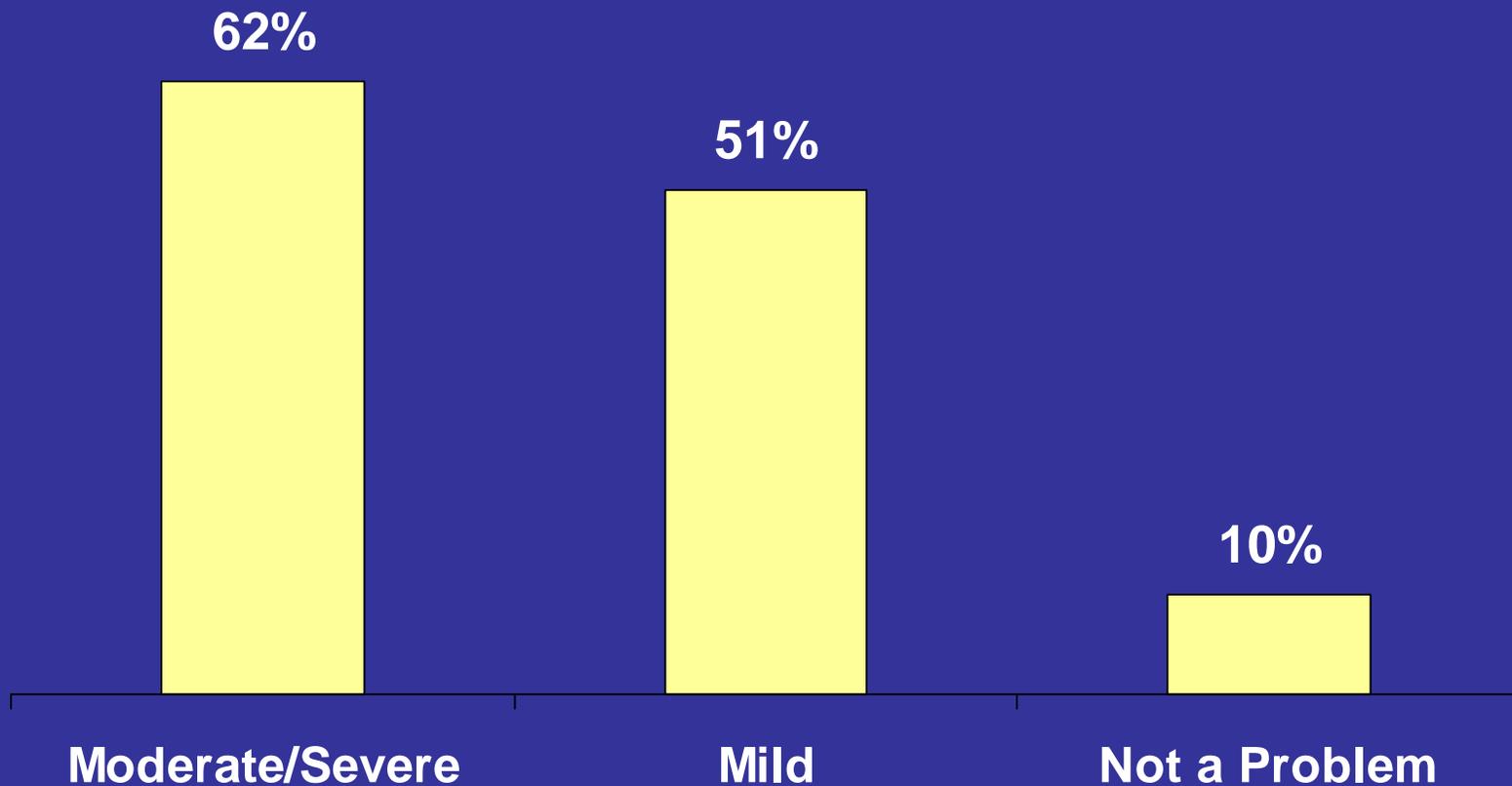


# Teen Moderate/Severe Acne Incidence by GENDER & AGE



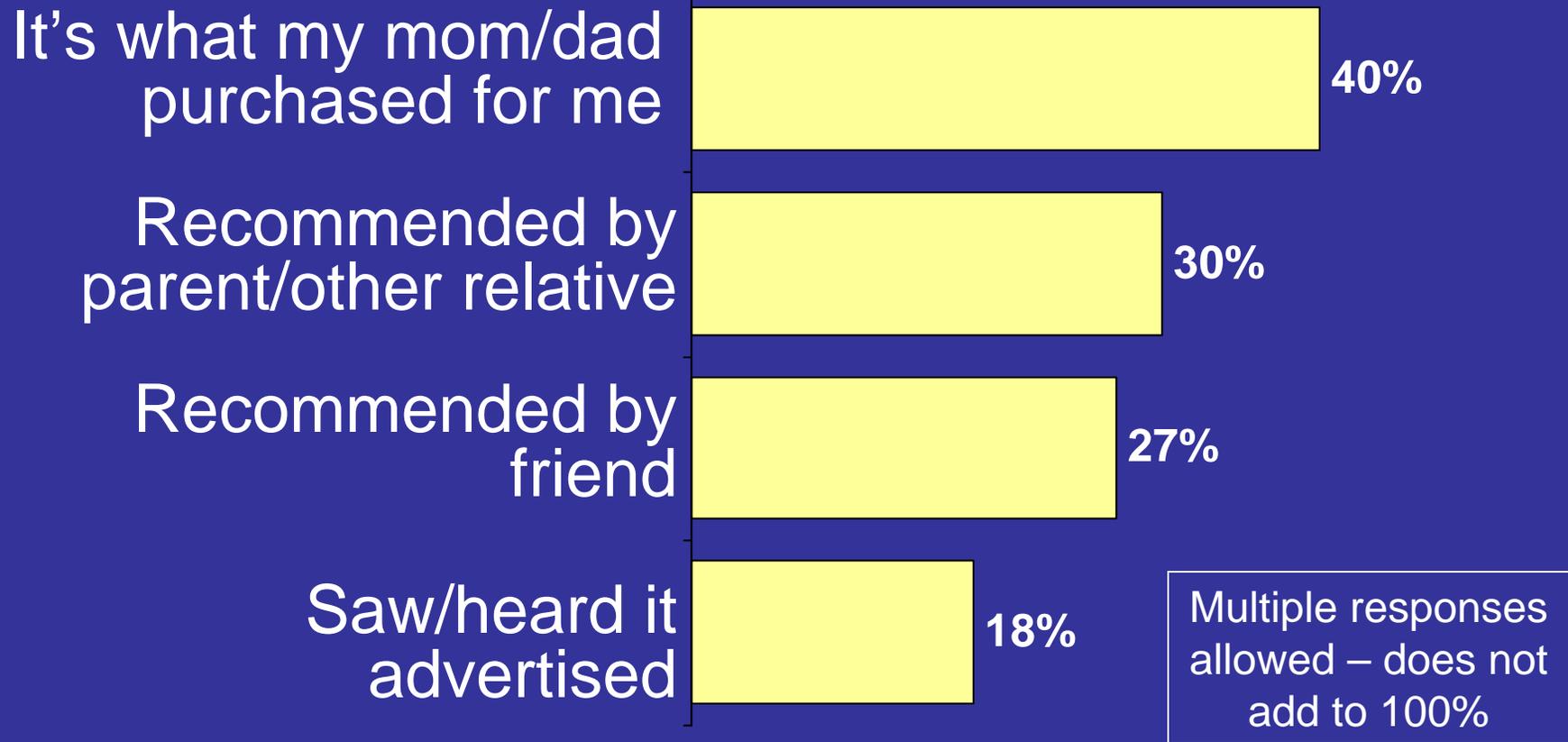
- As might be expected, the use of OTC acne medication correlates to the severity of the condition

# OTC Acne Medication Use by SEVERITY

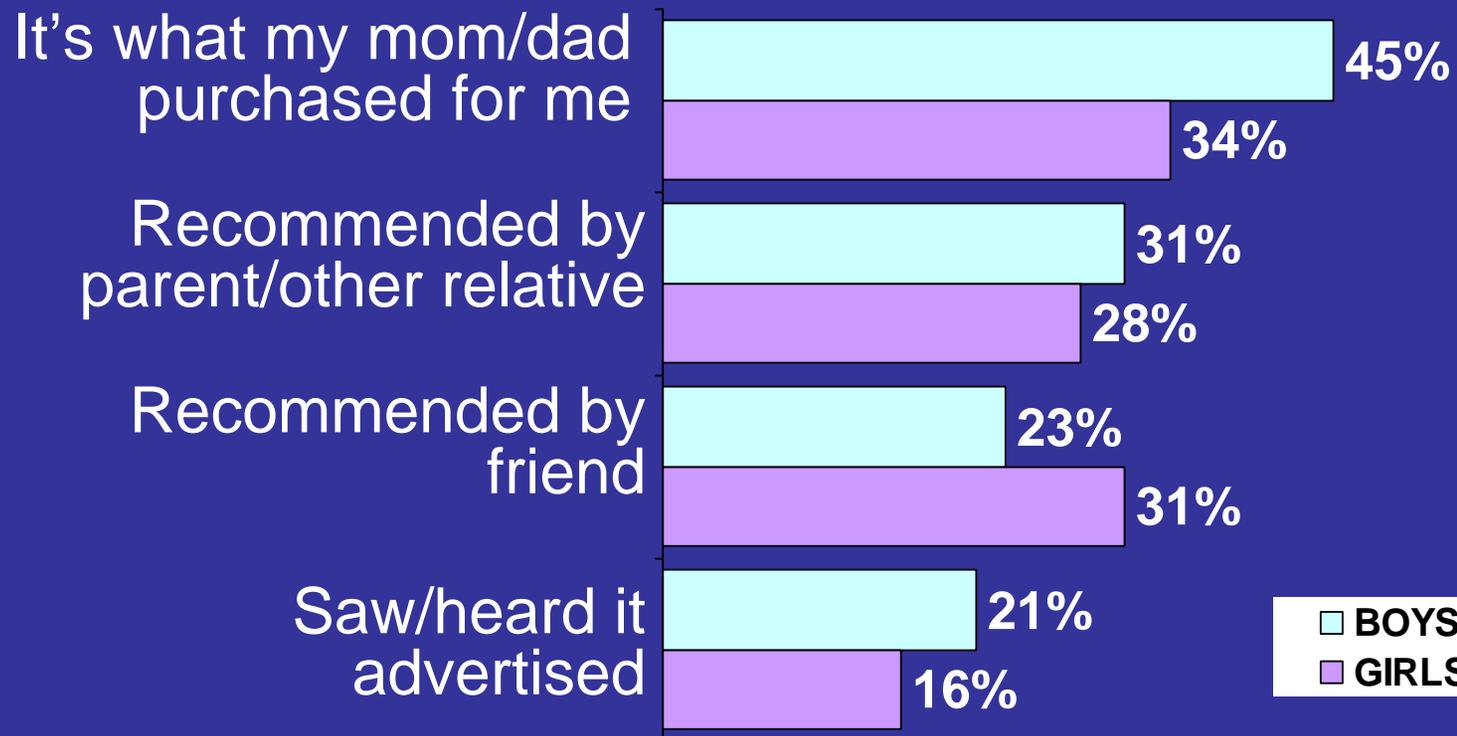


- Teens report that the OTC acne treatment brand currently used results from the influence of . . .
  - parent purchase
  - parent/other family member recommendation
  - recommendation of friends
- While 70% of teens report exposure to advertising for at least one brand within the past three months, fewer than one in five say it impacted their brand use

# Reasons for Current OTC Acne Treatment Brand Used Most Often

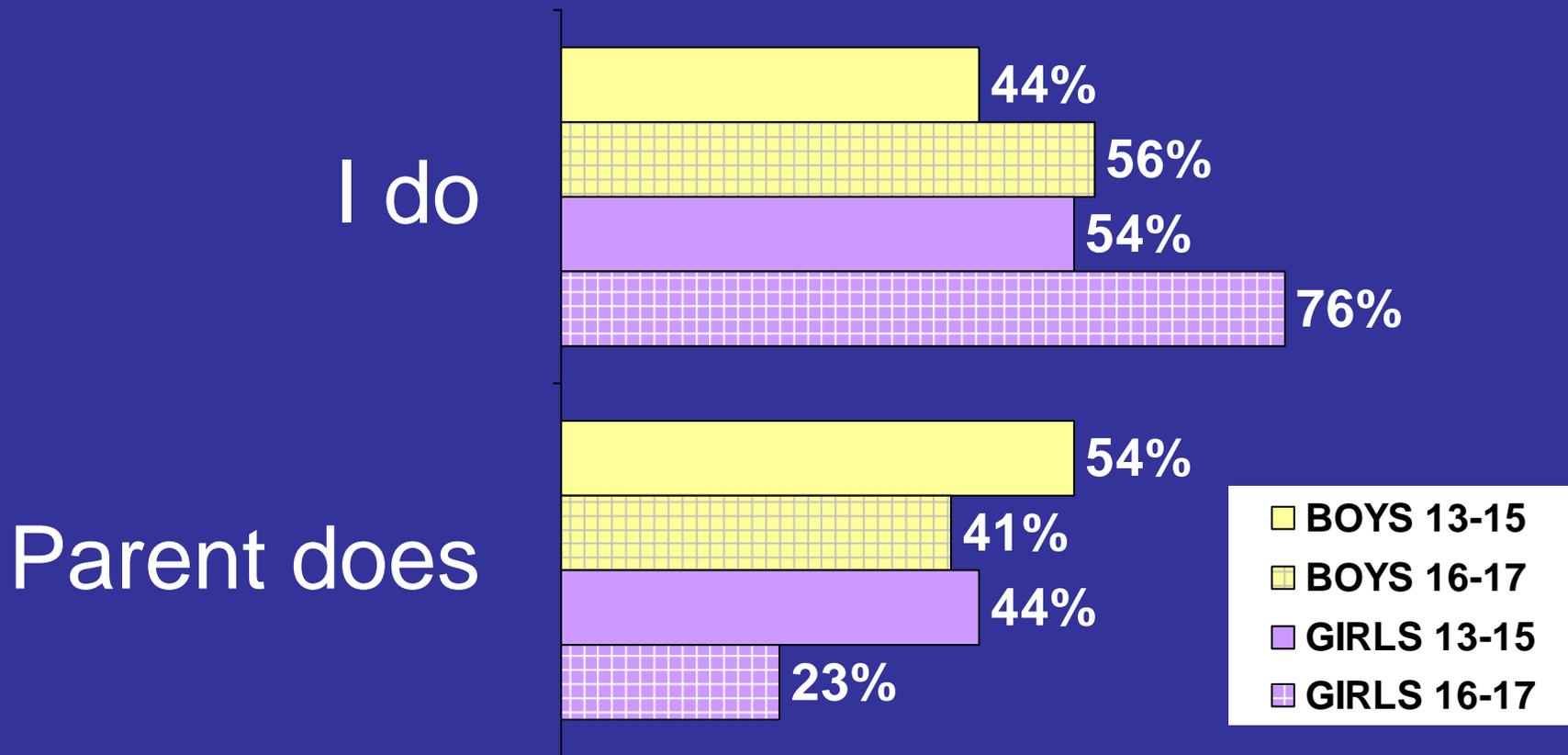


Boys are notably more likely to use the OTC acne treatment purchased for them by a parent than are teen girls, while girls are more influenced in brand choice by their friends' recommendations than are boys

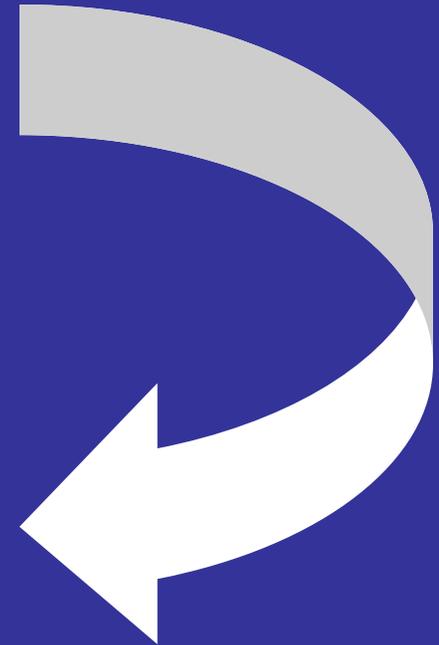


- As teens mature, they become more involved in the selection of OTC acne treatment products
- Regardless of age, female teens are more involved in the selection of acne treatment brands than are males

*“Who generally decides which brand of facial care products to purchase?”*



# DENTAL CARE PRODUCTS



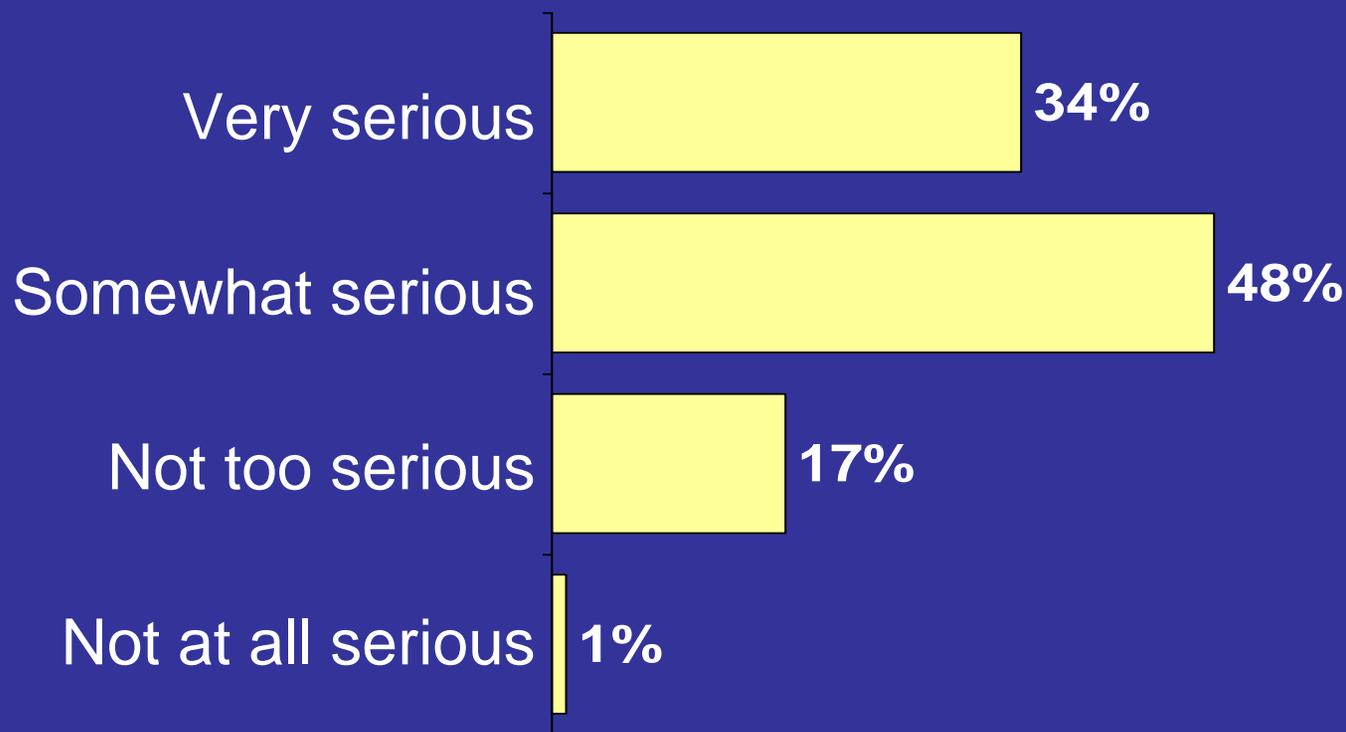
# Survey Source & Methodology

- 2007 Gallup Study of ***DENTAL CARE AMONG TEENS***
  - Conducted online among a national sample of 500+ teens, ages 13 to 17
  - All interviewing was completed between May 5<sup>th</sup> and 21<sup>st</sup>, 2007

# Survey Findings for Use of Dental Care Products

- Teen use of dental care products is most heavily influenced by . . .
  - how serious they are about maintaining good oral hygiene, and
  - the recommendations of their dentists/hygienists
- Dental product brand use, however, is largely the result of the brand provided and used by adults in the household at large

**Question:** How serious are you about maintaining good oral hygiene?



- This attitude toward dental health has a direct bearing on the use of various dental care products

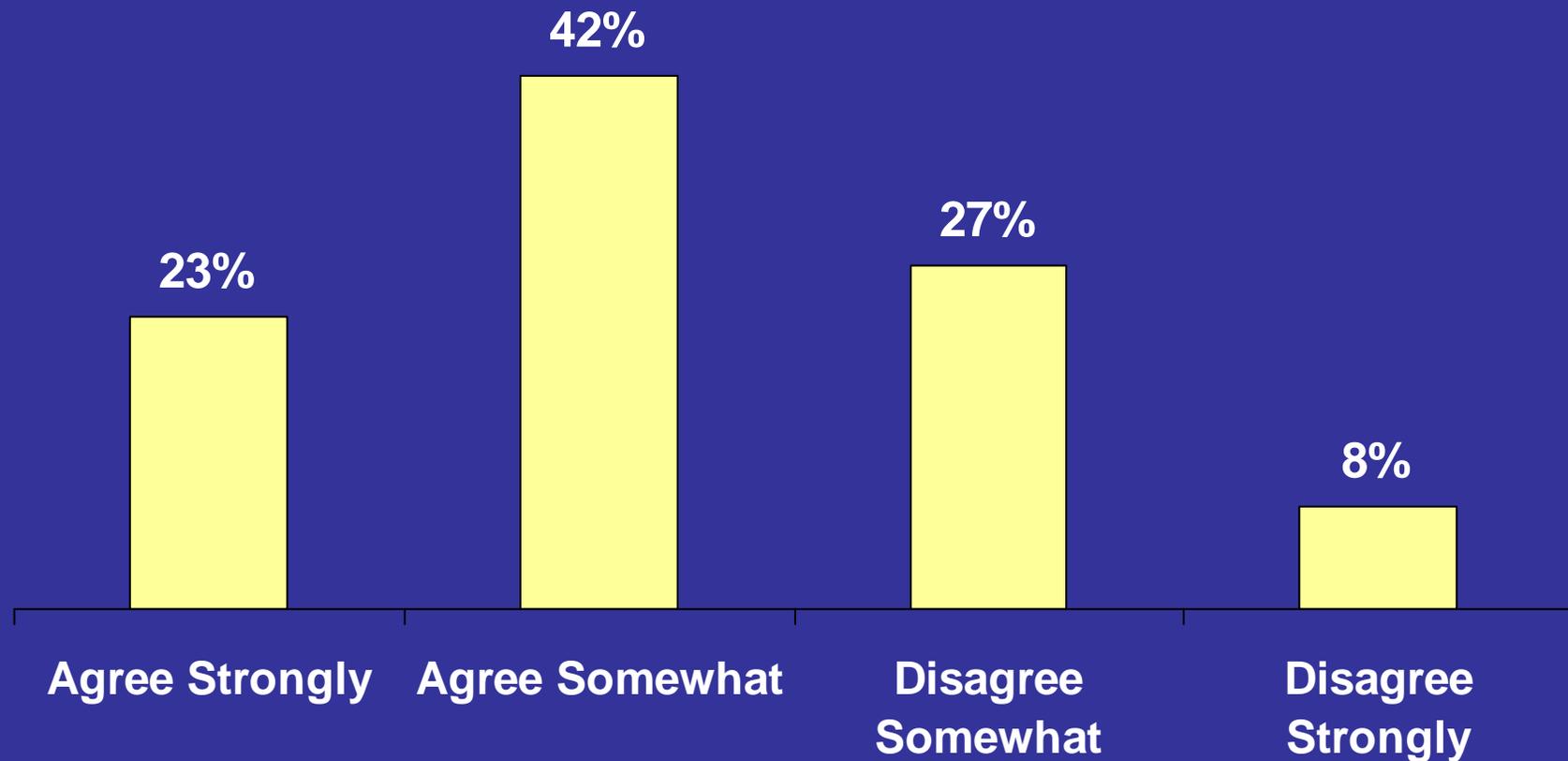
# Teen Dental Care Habits & Product Use by Attitude Toward Dental Health

Question: <i>How serious are you about maintaining good oral hygiene?</i>	Among Total Teens %	Among Those Very Serious %	Among Those Some-what Serious %	Among Those Not Too/ Not At All Serious %
Brush teeth more often than once a day	71	88	70	40
Floss regularly	48	78	38	17
Use chewing gum formulated for oral health	30	34	31	16
Use dental rinse/ mouth wash	66	86	60	46
Use tooth whitening kits or strips	23	25	25	16



- A clear majority of teens agree that they use the products recommended by their dentist or dental hygienist (65% agree vs. 35% disagree)

# ***AGREE/DISAGREE: “I usually use the dental products that my dentist recommends.”***

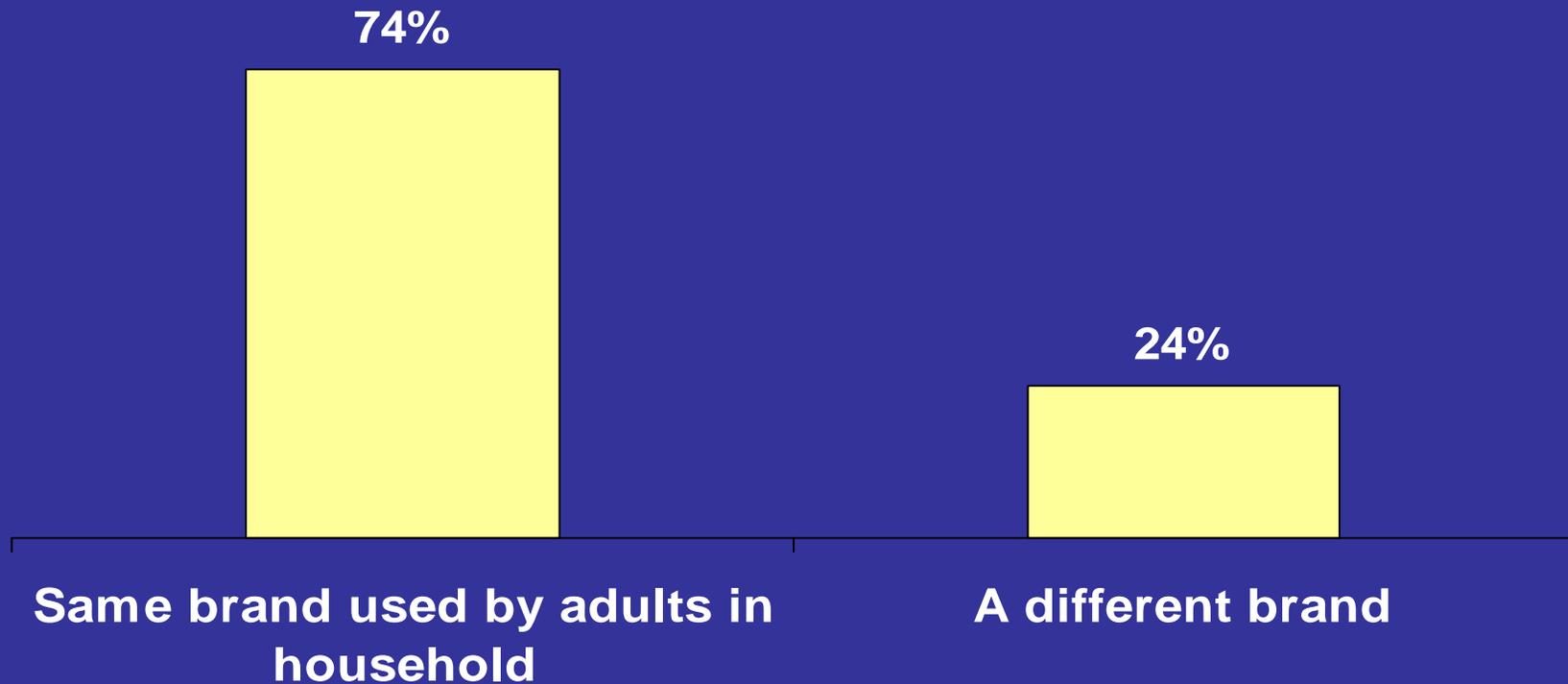


- For the most commonly used dental care products, such as toothpaste, use of the same brand of product as adult members of the household dominates brand use



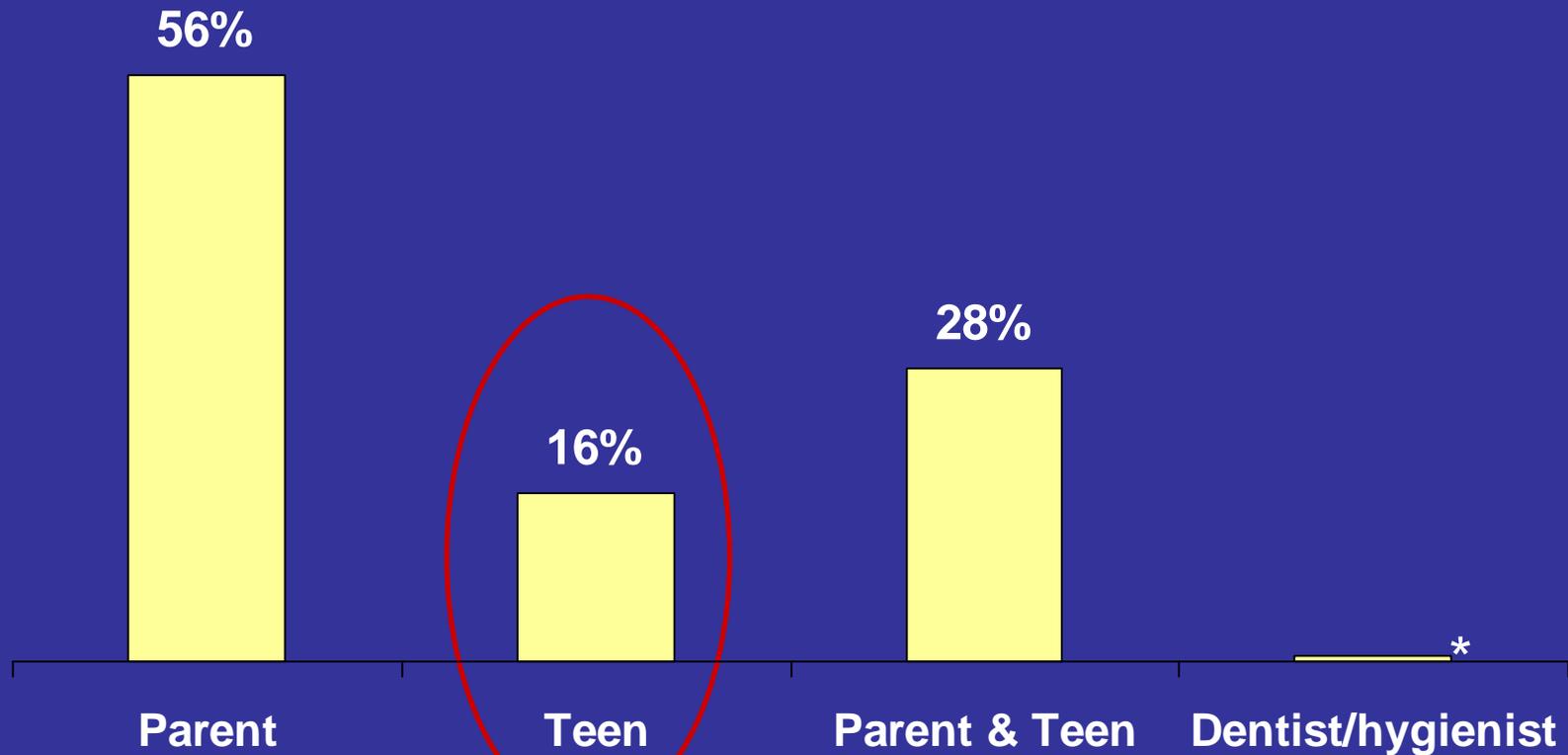
# Toothpaste Brand Use Among Teens

*Use Same Brand as Other Adults  
vs. Use a Different Brand*



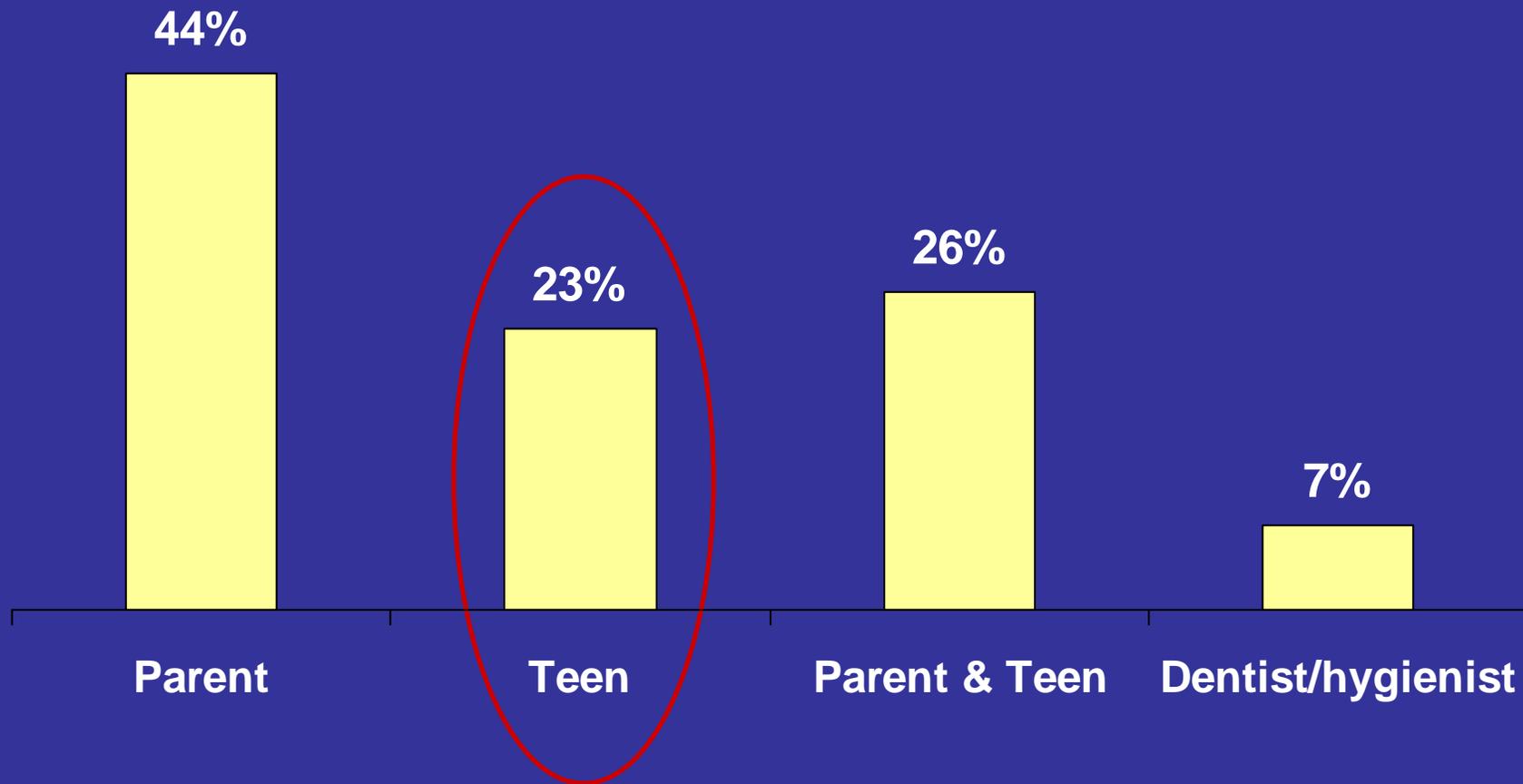
- When asked who selects the *brand* of toothpaste, toothbrush and/or dental floss used by the teen, fewer than one in four report they select their own brand

# “Who usually selects the BRAND OF TOOTHPASTE you use?”

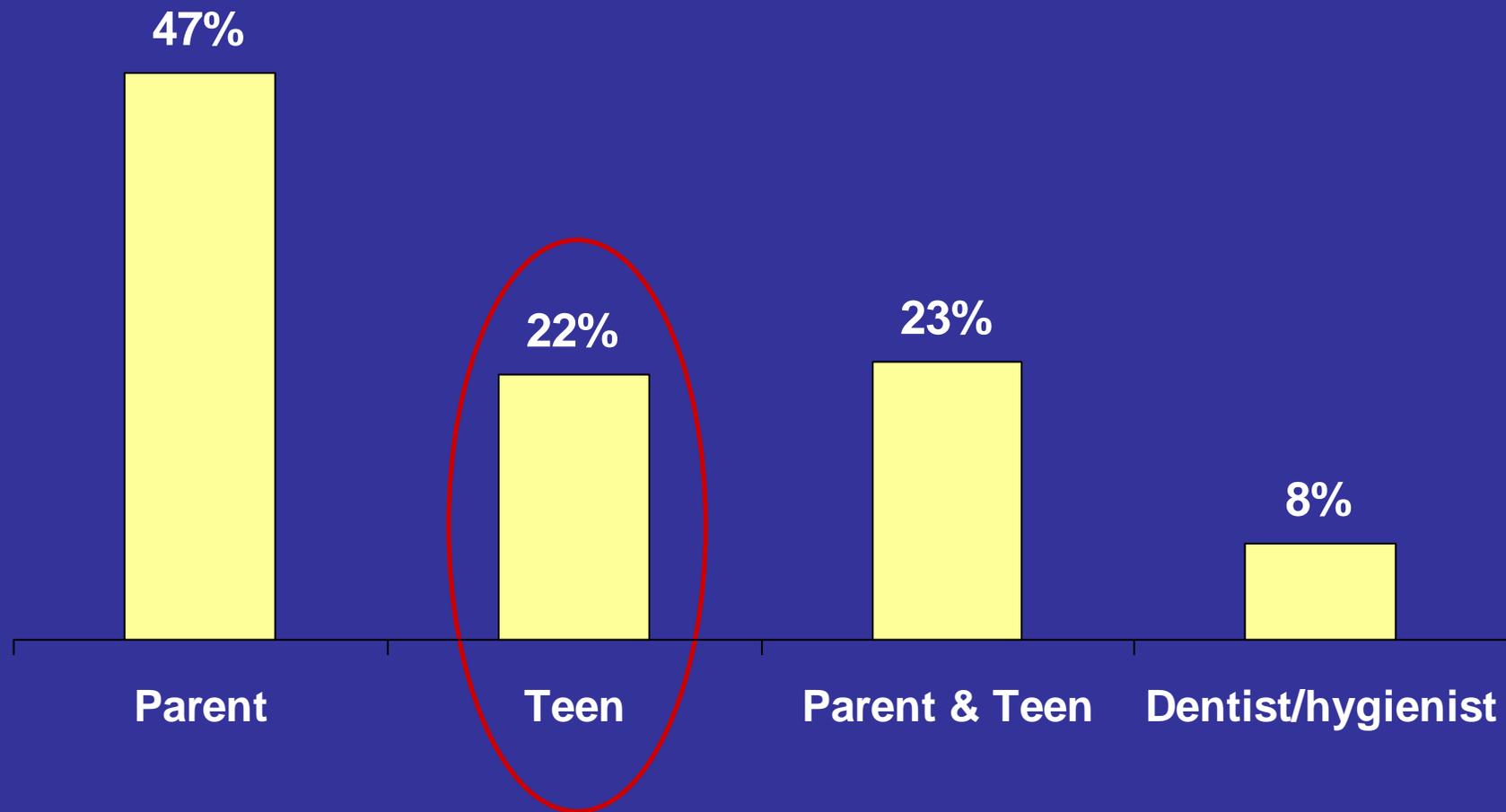


\* = Less than ½ of one percent

*“Who usually selects the **BRAND OF TOOTHBRUSH** you use?”*



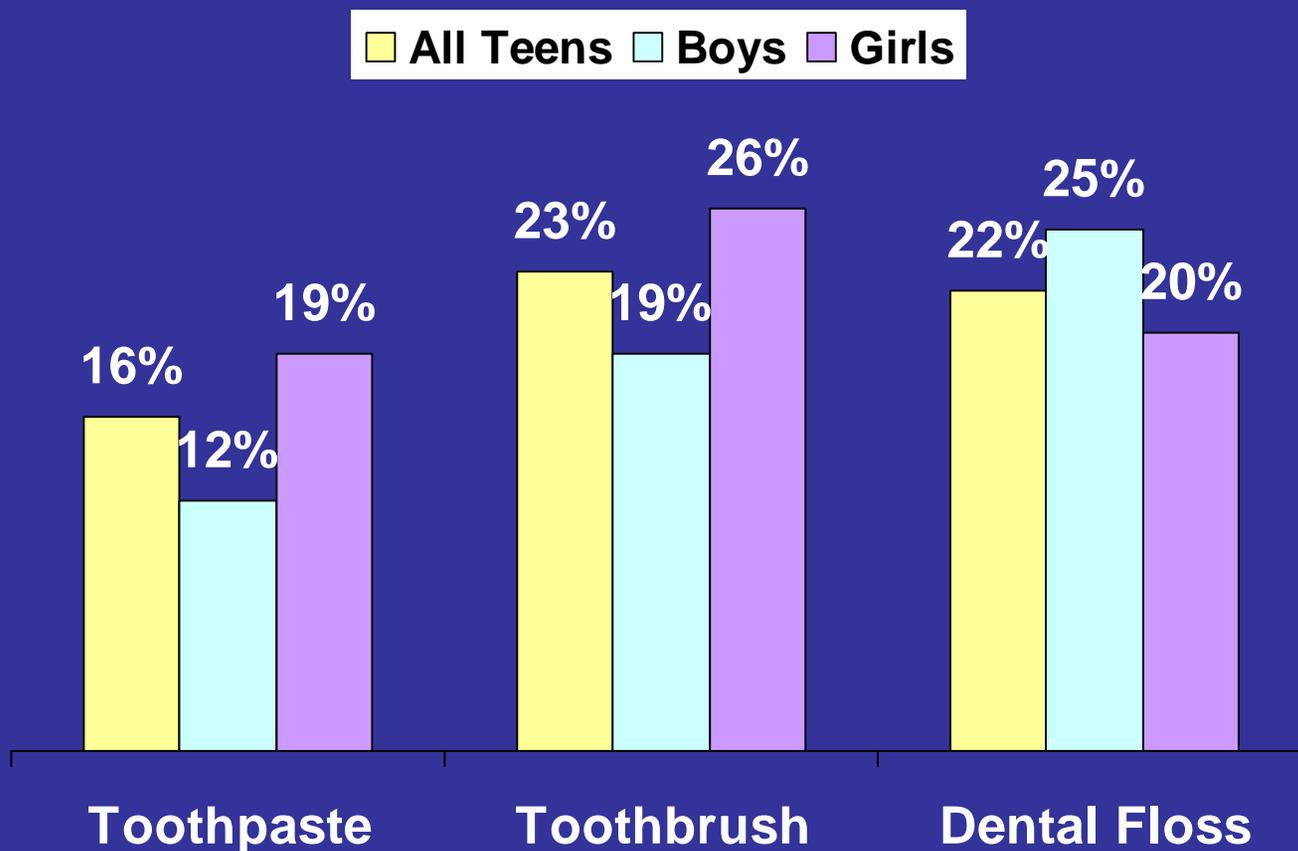
# “Who usually selects the BRAND OF DENTAL FLOSS you use?”



- Adolescent girls are somewhat more involved in brand selection of these products than are boys, but not notably so



# Teen Usually Selects the Brand Used by Gender



# CONCLUSION

The influence of parents on teen OTC product and brand selection is key, but does vary by product category

## OTC ACNE TREATMENTS

- Both the age and gender of the teen impact the level of involvement in OTC acne treatment brand use – 76% of girls ages 16-17 and 56% of boys ages 16-17 select the brand they use

## DENTAL CARE PRODUCTS

- In contrast, far fewer teens report making their own brand decision for commonly used dental care products . . .
  - Toothpaste, 16%
  - Dental floss, 22%
  - Toothbrush, 23%

- *Acne treatment products* reflect a high level of teen involvement in product and brand selection
- While acne products are heavily advertised directly to teens, the result of that advertising on brand selection appears not to be particularly influential

In regard to *dental care products* . . .

- *product* use is most heavily influenced by how serious teens are about maintaining good oral hygiene, and the recommendations of their dentists/hygienists
- *brand* use is primarily a function of the brand used by adults in the household at large

# THANK YOU

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