

CAREGIVERS

A Time Inc. Research Study

Presented by: Wendy C. Jezarian
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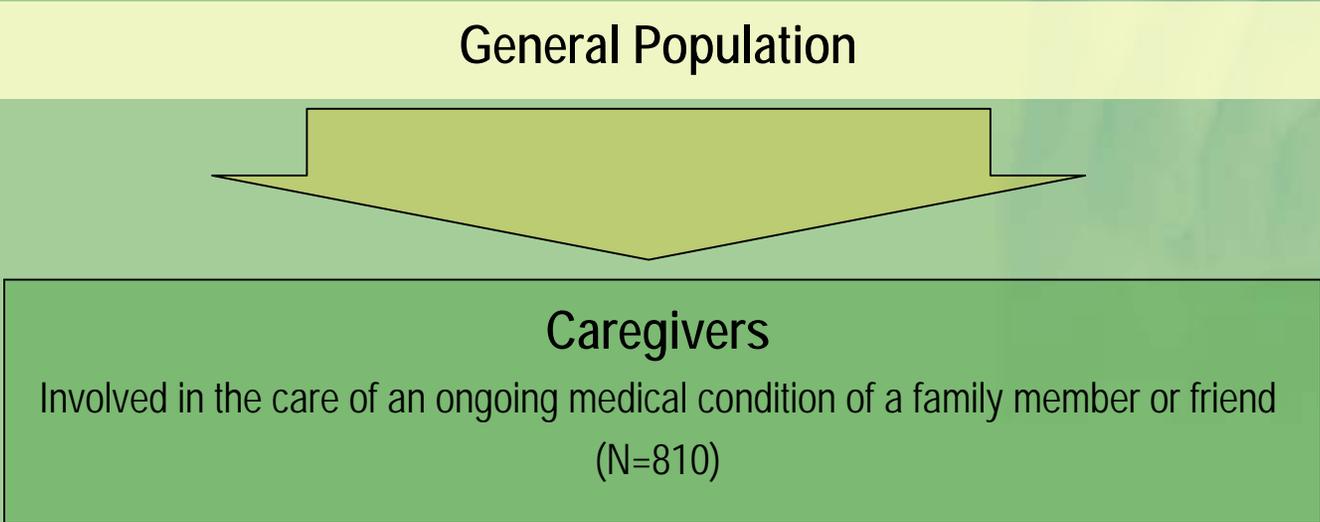


Methodology — Sample

Conducted online with Harris Interactive

Field Period = September 27 - October 18, 2004

General Population



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graph TD; A[General Population] --> B[Caregivers]; B --- C["Involved in the care of an ongoing medical condition of a family member or friend (N=810)"]
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Caregivers

Involved in the care of an ongoing medical condition of a family member or friend
(N=810)

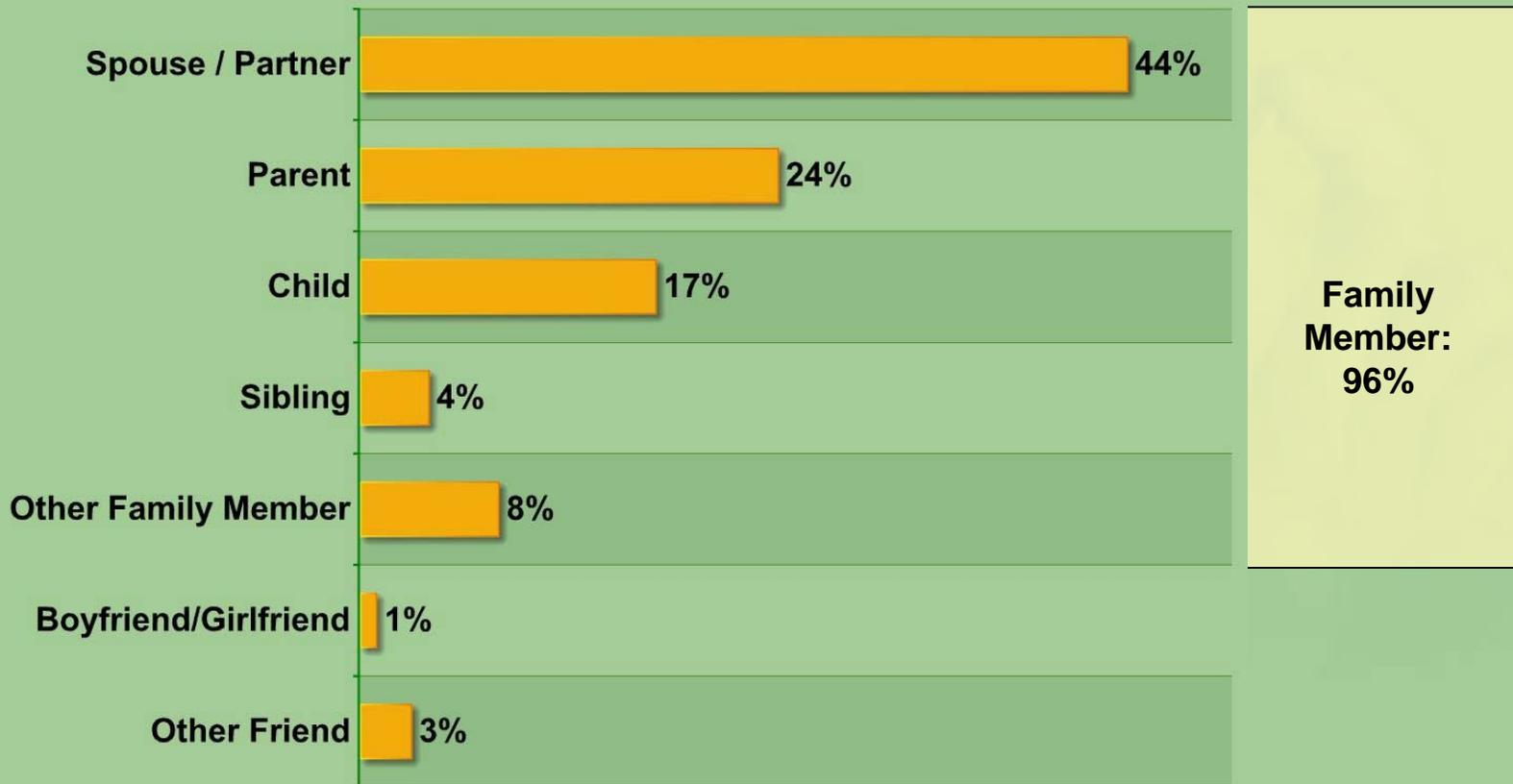
Profile of Caregivers

	Caregivers (n=810)	General Population (n=3570)
Male/Female Ratio	33% / 67%*	49% / 51%
Sufferers/Non-Sufferers	*88% / 12%	75% / 25%
Describe their own health as excellent/very good	35%*	44%
Mean Age	49	44
Mean HHI	\$69,200	\$68,400
Take meds (Rx/OTC)	86%*	80%
Median number of Rx meds	2.7	1.8

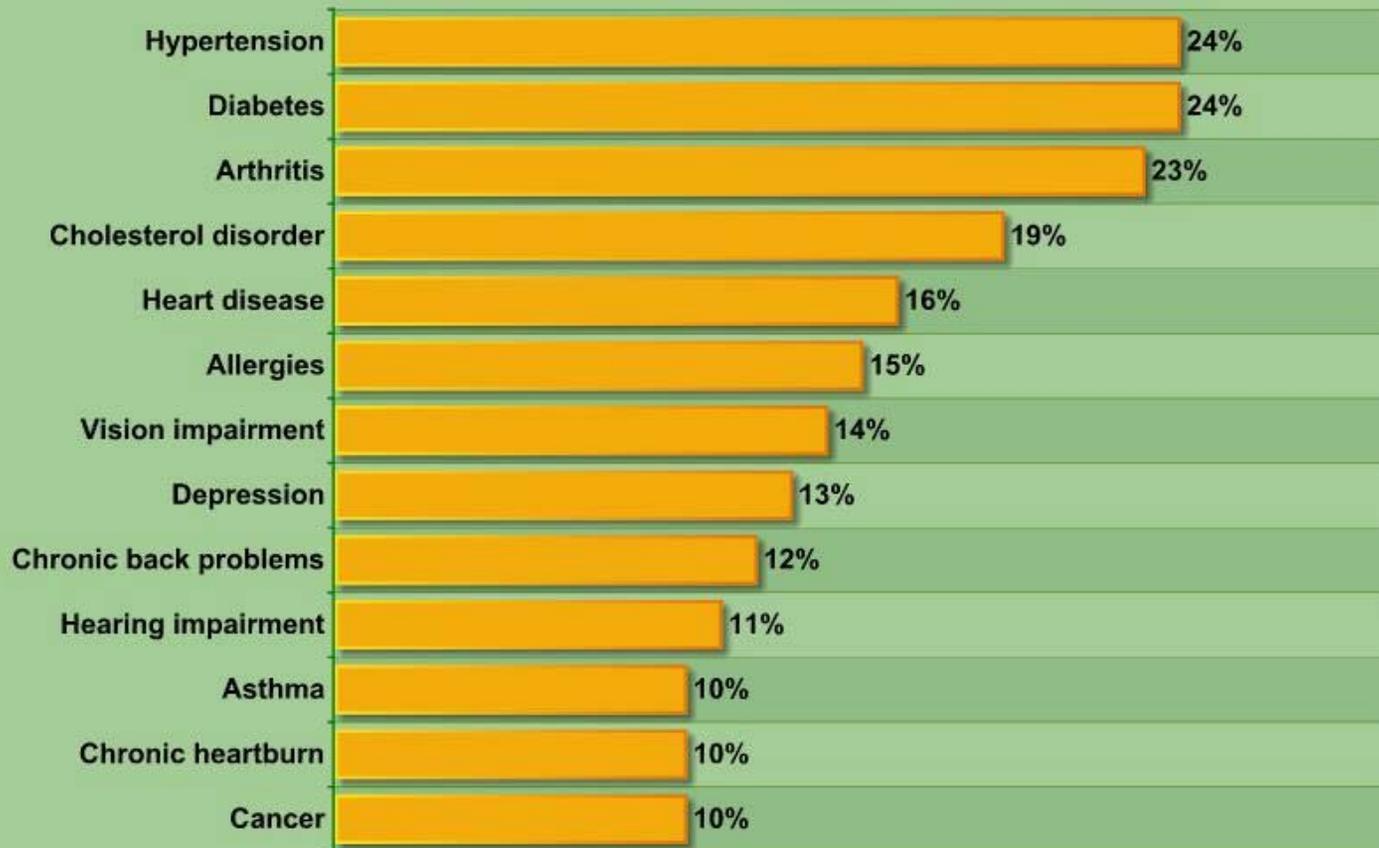
* = Significant Difference

Relationship to Person with Ailment

Involved in medical care of:



Conditions Overseen



Actions Taken in Role as Caregiver



Intervened with Doctor
96%

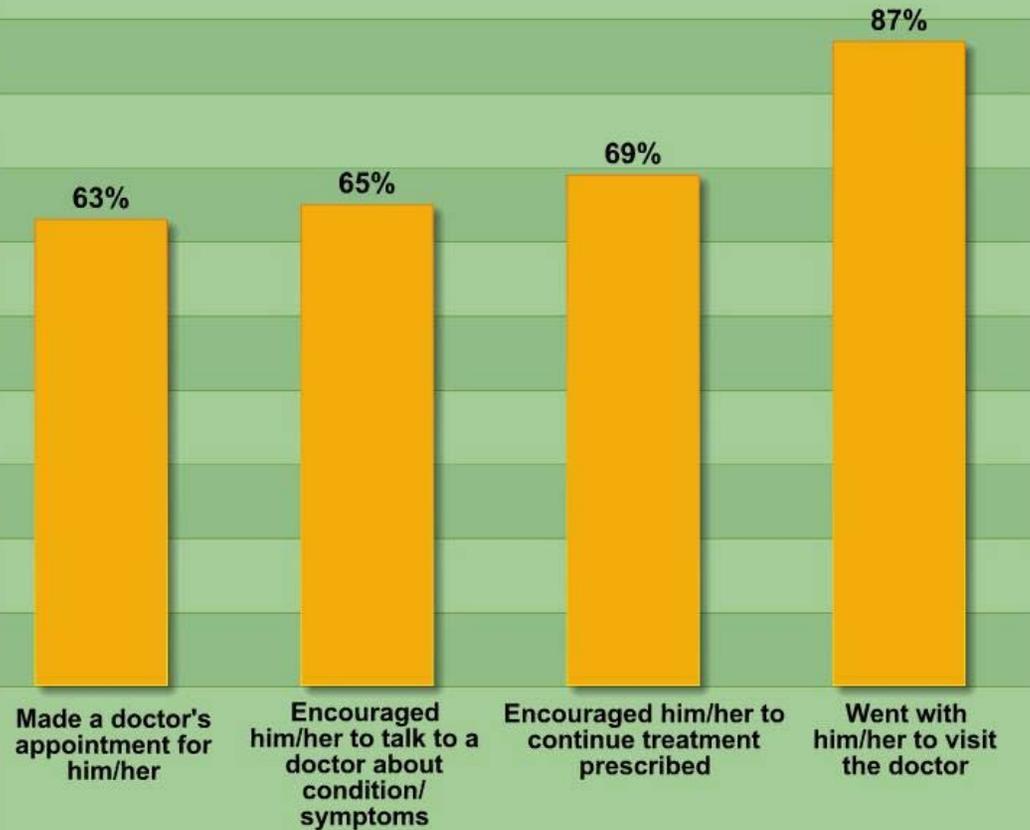


Helped with Medication
92%

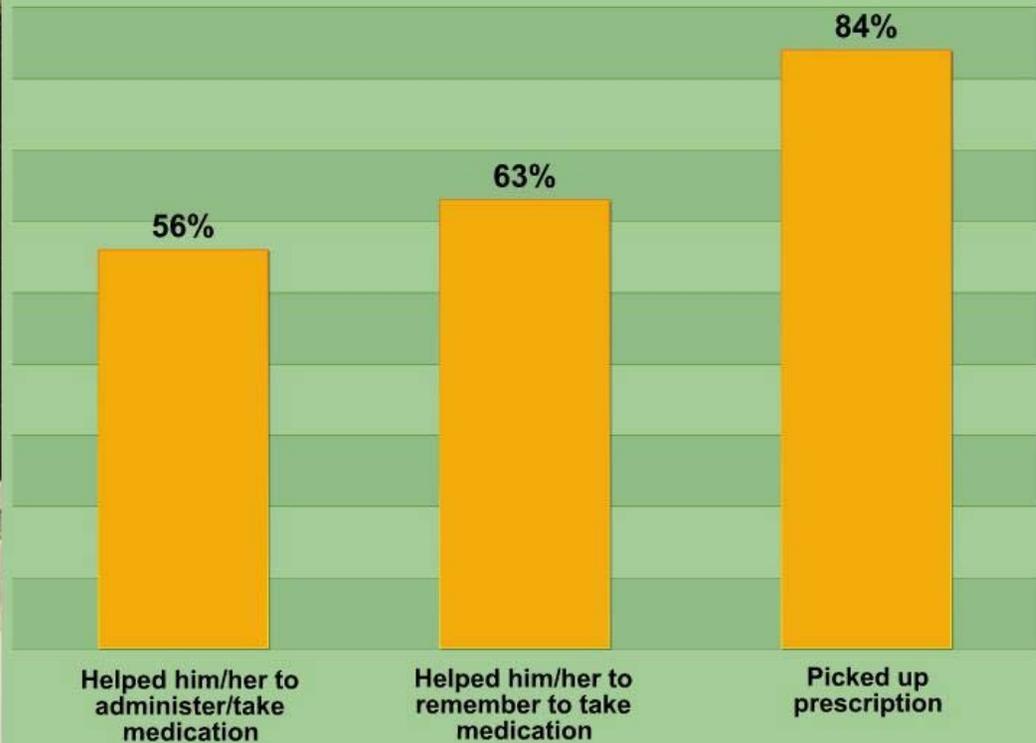


Looked for information about
his/her condition
74%

How Caregivers Intervene With Doctor



How Caregivers Help With Medications



Information Sources: Sources Used by Caregivers

74% of Caregivers who seek information about family member/ friend's condition

	Caregivers	Recent Sufferers
Any Source	98%	
Health Care Providers	86%*	71%
Internet	43%	42%
Direct Marketing	42%*	30%
Magazines	31%	29%
Medical Journals/Books	28%	25%
Pharmaceutical Company Websites	27%*	19%
Friends/Relatives	24%	37%
Newspapers	20%	16%
TV	17%*	27%
Radio	4%	6%
Other	4%	6%
None	2%	3%

Information Sources: Sources Used by Caregivers

Caregivers seek information about Rx medications

	Caregivers	General Population
Any Source	97%*	92%
Health Care Providers	87%*	77%
Direct Marketing	34%*	26%
Friends/Relatives	31%	29%
Internet	30%*	26%
Magazines	29%	26%
Newspapers	22%*	17%
Pharmaceutical Company Websites	21%	14%
TV	19%*	23%
Medical Journals/Books	17%*	13%
Radio	4%	5%
Other	3%	3%
None	3%	8%

Actions Taken by Caregiver as a Result of Seeing Rx Advertising

Took action as a result of seeing advertising for Rx medications in the past 3 months	Actions Taken For Self (n=644)	Actions Taken For Family Member/Friend (n=683)
Bought meds	28%	N/A
Encouraged family member or friend to take medications more regularly	—	15%
Took medications more regularly	13%	--
Looked for more information	28%	29%
Talked to a healthcare professional	33%	36%
Went to the Internet	17%	17%
Talked with a relative or friend about the condition or medication	18%	18%

Q 570 Base: Respondents who have seen Rx DTC ads for Any Key Condition; Caregivers (n=683)

Q 500 Base: Respondents who have seen Rx DTC ads for Any Key Condition Caregivers (n=644)

Key Findings on Caregivers

- ▼ Caregivers are very involved in the care and treatment of their patient
 - ▶ **Most are sufferers also**
 - ▶ **Caregivers are actively seeking information regarding conditions and medications**

- ▼ Caregivers are likely to turn to written forms as sources of information, in addition to their health care provider:
 - ▶ **Direct marketing**
 - ▶ **Internet**
 - ▶ **Magazines**
 - ▶ **Medical books/journals**
 - ▶ **Pharmaceutical company websites**

- ▼ Caregivers are likely to take action as a result of communications regarding conditions and medications

CAREGIVERS

A Time Inc. Research Report

