



**COGENT
RESEARCH**
A LIMITED LIABILITY COMPANY

NOT INTENDED TO TREAT STUDY

ANALYTICAL REPORT

3/24/2006

**Conducted for:
Nestlé Nutrition**

**Conducted by:
Cogent Research**

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I. INTRODUCTION AND METHODOLOGY

Objectives & Design. This report summarizes the findings of quantitative research conducted by Cogent Research on behalf of Nestlé. The purpose of the study was to determine whether or not consumers – in this case mothers of infants 12 months or younger – can distinguish between an existing and an alternatively worded health claim about an infant formula product. Specifically, the research was intended to examine the extent to which consumers understand, after reading either claim, that whey protein partially hydrolyzed infant formulas are not intended to treat existing allergy symptoms.

The study had a monadic design, meaning each respondent was exposed to only one claim, thus removing order or wording preference bias. Comparisons were made between the responses of two independent but statistically similar groups.

Respondents were shown one of two health claim statements for an infant formula product, as shown below, and then asked to use a 5-point scale to indicate how clearly the statement communicates the idea that this type of formula is not intended to treat existing allergy symptoms.

- **EXISTING CLAIM WORDING:**

Breastfeeding is the best way to nourish infants. For infants who are not exclusively breastfed, emerging clinical research in healthy infants with family history of allergy shows that feeding a 100% Whey-Protein Partially Hydrolyzed formula may reduce the risk of common food allergy symptoms, particularly allergic skin rash, when used instead of whole-protein cow's-milk formula from the initiation of formula feeding.

Partially hydrolyzed formulas are not intended to treat existing food allergy symptoms. If you suspect your baby is already allergic to milk, or if your baby is on a special formula for the treatment of allergy, your baby's care should be under a doctor's supervision.

- **PROPOSED ALTERNATE WORDING:**

Breastfeeding is the best way to nourish infants. For infants who are not exclusively breastfed, emerging clinical research in healthy infants with family history of allergy shows

that feeding a 100% Whey-Protein Partially Hydrolyzed formula may reduce the risk of common food allergy symptoms, particularly allergic skin rash, when used instead of whole-protein cow's-milk formula from the initiation of formula feeding.

While this formula may reduce the risk, it is not intended to treat existing allergy symptoms. If you suspect your baby is allergic to milk, use only under a doctor's supervision.

The method of data collection for this study was a web survey. All data was collected from November 16-29, 2005. The sample for this study was provided by Lightspeed Research. Lightspeed Research maintains a panel of approximately 1.5 million members. Lightspeed Research manages panelists' exposure to surveys, removing panel members from the pool for a specified time after every completed survey. The size, quality, and diversity of the panel afford us the ability to select samples that have been balanced to the US census, or pre-selected based upon specific criteria (such as gender or age) when looking to survey a small and specific population (as in this case). The latter approach, known as quota sampling, has been validated and is widely accepted by the research community.

To ensure that our quota sampling does not introduce any significant biases, the outgoing sample was selected at random from the panel. Lightspeed Research's sample selection program chose a random sample of panelists with certain pre-determined broad demographic characteristics (having a child one year or younger) to whom invitations were sent, based on estimated response rates to achieve the desired number of completes. The questionnaire then contained screening criteria to ensure that we surveyed the appropriate subsets of the population. Specifically, screening criteria ensured all respondents:

- Have a baby 12 months or younger
- Formula feed or intend to begin in the next month

We also monitored the respondent pool closely to ensure that various types of mothers were well represented on key issues such as:

- Total number of children in household
- Age of infant
- Mother's education level

A total of 600 women were surveyed, 300 of whom evaluated the existing claim and 300 of whom evaluated the proposed alternate wording. The claim to which each woman was exposed was chosen at random. The two cells are sufficiently comparable on key demographic variables, with no statistically significant differences.

When reviewing results, keep in mind that a sample of 300 interviews is subject to a sampling error of ± 5.7 percentage points (at the 95% confidence level). In other words, we can be 95% confident that the percentage of women in the true population who would answer "y" is within 5.7 percentage points of the percentage who answered "y" in our sample. Note that 5.7 points is the difference required for statistical significance at the midpoint of the range of responses, assuming an equal distribution. In some cases, at the high or low end of the distribution, the actual sampling error may be smaller. We have tested each individual statistic in the data for statistical significance.

Comparisons between the groups of 300 women who saw each of the two claims are subject to a sampling error of ± 8.0 percentage points (at the 95% confidence level). That is, the difference in percentage of women in each group who answer "y" must be at least 8.0 points to be statistically significant.

II. ANALYSIS

Key findings:

The pattern of responses suggests that the alternative claim communicates the key idea as well or better than the existing claim. Specifically, when looking at the top 2 (clearly) and bottom 2 (not clearly) ratings, those who were exposed to the alternative claim assign the same level of clarity to the statement as those exposed to the existing claim. However, the mean rating for the alternative claim is significantly higher than the mean for the existing claim. Therefore this research demonstrates that the alternatively worded claim is as clear or clearer than the existing claim.

The exact question wording and aggregate responses are detailed below.

Thinking about the statement you just read, how clearly does this statement communicate the idea that this type of formula is not intended to treat existing allergy symptoms?

Please use a 5-point scale to describe your opinions, where a "1" means this statement does not communicate the idea clearly at all, and "5" means the statement communicates the idea very clearly.

Scale:	Existing claim	Alternate claim	Statistically Significant Difference:
Top-2 Box (4 or 5)	72%	78%	No
Neutral (3)	19%	16%	No
Bottom-2 Box (1 or 2)	9%	6%	No
MEAN RATING	4.05	4.24	Yes

- Top-2 box ratings for the two claims are statistically similar: About three-quarters of respondents (72% and 78% respectively) rate the existing and alternate claim a "4" or "5" on a 5-point scale, with "5" indicating the statement communicates "very

clearly” the idea that this type of formula is not intended to treat existing allergy symptoms.

- Bottom-2 box ratings for the two claims are also statistically similar: Fewer than one in ten respondents (9% and 6% respectively) rate each claim a “1” or “2” on a five-point scale, with “1” indicating the statement does not communicate the idea clearly at all.
- The difference between mean ratings for the two claims, however, is statistically significant at the 95% confidence level:
 - **4.05 for existing claim** [*Partially hydrolyzed formulas are not intended to treat existing food allergy symptoms. If you suspect your baby is already allergic to milk, or if your baby is on a special formula for the treatment of allergy, your baby's care should be under a doctor's supervision.*]
 - **4.24 for alternate claim** [*While this formula may reduce the risk, it is not intended to treat existing allergy symptoms. If you suspect your baby is allergic to milk, use only under a doctor's supervision.*]

III. RESEARCH RESULTS

1. Are you:	Total
n=	600
Male	0%
Female	100%
2_1. Including yourself, how many people in your household are 18 years or older (adults)?	Total
n=	600
1	5%
2	82%
3	7%
4	5%
5+	1%
2_2. Including yourself, how many people in your household are under age 18 (children)?	Total
n=	600
1	44%
2	35%
3	14%
4	4%
5+	3%
3. Are you the mother of an infant 12 months old or younger?	Total
n=	600
Yes	100%
No	0%
4. Which statement best describes how you are presently feeding your most recent baby?	Total
n=	600
I breast feed only and do not feed any formula	0%
I breast feed and supplement with formula	30%
I formula feed only	70%

5. Which of the following best describes the type of infant formula you are currently feeding your baby?	Total
n=	600
A regular cow's milk-based formula, such as Enfamil Lipil, Similac Advance, or Nestle Good Start Supreme	70%
A soy formula, such as Enfamil Prosobee Lipil, Isomil Advance from Similac, or Nestle Good Start Supreme Soy	15%
A specialty formula such as Enfamil Nutramigen Lipil, Alimentum Advance from Similac, or Pregestimil	8%
A lactose free formula such as Enfamil Lacto-Free Lipil, or Similac Lactose-Free Advance	4%
Some other type of formula	3%
Don't know	0%

<i>Existing claim</i>

6. Please take a few moments to carefully read the following statement about infant formula, before answering some questions about the statement.

Breastfeeding is the best way to nourish infants. For infants who are not exclusively breastfed, emerging clinical research in healthy infants with family history of allergy shows that feeding a 100% Whey-Protein Partially Hydrolyzed formula may reduce the risk of common food allergy symptoms, particularly allergic skin rash, when used instead of whole-protein cow's-milk formula from the initiation of formula feeding.

Partially hydrolyzed formulas are not intended to treat existing food allergy symptoms. If you suspect your baby is already allergic to milk, or if your baby is on a special formula for the treatment of allergy, your baby's care should be under a doctor's supervision.

Thinking about the statement you just read, how clearly does this statement communicate the idea that this type of formula is not intended to treat existing allergy symptoms?

Please use a 5-point scale to describe your opinions, where a "1" means this statement does not communicate the idea clearly at all, and "5" means the statement communicates the idea very clearly.

n=	Total
1 - Not at all clearly	300
2	2%
3	7%
4	19%
5 - Very clearly	28%
MEAN RATING	44%
	4.05

Alternate claim

6. Please take a few moments to carefully read the following statement about infant formula, before answering some questions about the statement.

Breastfeeding is the best way to nourish infants. For infants who are not exclusively breastfed, emerging clinical research in healthy infants with family history of allergy shows that feeding a 100% Whey-Protein Partially Hydrolyzed formula may reduce the risk of common food allergy symptoms, particularly allergic skin rash, when used instead of whole-protein cow's-milk formula from the initiation of formula feeding.

While this formula may reduce the risk, it is not intended to treat existing allergy symptoms. If you suspect your baby is allergic to milk, use only under a doctor's supervision.

Thinking about the statement you just read, how clearly does this statement communicate the idea that this type of formula is not intended to treat existing allergy symptoms?

Please use a 5-point scale to describe your opinions, where a "1" means this statement does not communicate the idea clearly at all, and "5" means the statement communicates the idea very clearly.

	Total
n=	300
1 - Not at all clearly	2%
2	4%
3	16%
4	24%
5 - Very clearly	54%
MEAN RATING	4.24

7. Specifically, why do you feel the statement does not clearly communicate this idea? (*asked of those who answered 1 or 2 for either claim*)

	Total
n=	45
Terminology/Too wordy/Tries to cover too much	42%
The statement is confusing/unclear	24%
Just did not understand	13%
Doesn't say enough/Need more info/Not specific enough	13%
Disagree with the statement itself	9%
Other	9%
Don't know	2%

8. Specifically, why do you feel the statement clearly communicates this idea? (<i>asked of those who answered 4 or 5 for either claim</i>)	Total
n=	450
It specifically says that	67%
It is underlined	10%
Because breast milk is best	5%
The statement explains that	4%
The statement conveys that idea	3%
Says to see your physician	2%
Mentions allergies/Some people have allergies to certain types of milk	2%
Because it is true	1%
Other	10%
Don't know	2%
No/None/No response	6%

9. Now a few final questions for statistical purposes only. How many months old is your new baby?	Total
n=	600
Less than one month	3%
1 month, but less than 2 months	4%
2 months, but less than 3 months	6%
3 months, but less than 4 months	7%
4 months, but less than 5 months	6%
5 months, but less than 6 months	8%
6 months, but less than 7 months	7%
7 months, but less than 8 months	9%
8 months, but less than 9 months	9%
9 months, but less than 10 months	11%
10 months, but less than 11 months	8%
11 months, but less than 12 months	9%
12 months	13%

10. What was the last year of school you completed?	Total
n=	600
Some high school	4%
High school graduate	19%
Some college	36%
College graduate	28%
Post graduate studies or degree	12%
A program after high school other than college	2%

IV. APPENDIX:

Demographic composition of subgroups that saw each claim:

	Existing claim	Alternate claim
Number of children		
First-time mothers	41%	46%
Mothers with two or more children	59%	54%
Age of most recent baby		
0-3 months	21%	19%
4-6 months	18%	24%
7-9 months	28%	30%
10-12 months	33%	27%
Education		
High school or less	24%	21%
Some college or college degree	64%	64%
Postgraduate	12%	17%

NOTE: The data included in this report has not been weighted. However, when the data is weighted to make the samples identical, the findings do not change.

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