Profile of the Arthritis Consumer - Analgesics Aisle

Rx EDGE® Pharmacy Networks Solutions at the Shelf™ programs in the Analgesics aisle reach current and prospective arthritis patients who believe that medication has improved their quality of life. They are willing to be the first to try advanced medicines and to consult their pharmacists for advice.

Total Audience, 12-week Rx EDGE Program: 262 Million
Number of Prospective Arthritis patients Reached Per Store Per Day: 22

Female: 69%
Male: 31%
18-34: 8%
35-44: 11%
45-54: 18%
55+: 63%
Median Age: 61
Attended College: 27%
Graduated College: 22%
Post-Graduate: 8%
Median HH Income: $46,000
88% of sufferers use pain relief OTC products

Analgesics category users: frequency
39% are heavy users (8+ times in last 30 days)
30% are medium users (3-7 times in last 30 days)
31% are light users (0-2 times in last 30 days)

Most-Purchased OTC Products
1. Headache remedies and pain relievers
2. Sleeping aids
3. Personal foot care products
4. Laxatives/fiber supplements
5. Vitamins/dietary supplements

Key Health Attitudes
► “My medical conditions limit my lifestyle somewhat”
► “I’m often the first to try the most advanced medicines”
► “Medication has improved the quality of my life”
► “I consult my pharmacist for health advice”

The OTC Pain Relief Category
Traffic in the Aisle Grows as Baby Boomers Age
► The Analgesics section is one of the most heavily shopped in the OTC category, with 66.7% of U.S. households buying each year.
► 8 out of 10 consumers treating chronic pain purchase multiple solutions: internal analgesics, external rubs, heat/ice therapy and body support device—all found in the retail pharmacy.
► An older U.S. demographic means an increased incidence of arthritis, diabetes-related neuropathy, and general aches and pains

Sources:
- Consumer Demographics and Purchase Dynamics: Spring 2010 GfK MRI
- Category Sales, Percent of Households Buying: IRI Group. Total of supermarkets, drug stores and discount stores excluding Walmart for 52 weeks ended 4/21/13
- Rx EDGE Pharmacy Networks Audience/Impressions: Spring 2010 GfK MRI, FMI Transaction Data, IRI Group household purchase information
- Patients Reached Per Day: Prospective patients as a percentage of Rx EDGE Pharmacy Networks Audience. Prospective patients based on percentage of audience with doctor-diagnosed arthritis, 22%, CDC
- Health Attitudes: Spring 2010 GfK MRI

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