



Healthcare products: J&J + SC Johnson.

April 6th, 2021

The research goals.

- Understand if consumers are more focused on health now, after COVID-19.
- Identify the messaging that resonates most with health-conscious consumers.
- Discover the level of interest in trying new products for this market segment.

Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- Smartphone location data identified shoppers exiting Walmart.
- Then, a survey was sent to ask for feedback.

Time frame.

- 4/1 to 4/5, 2021.

Sample.

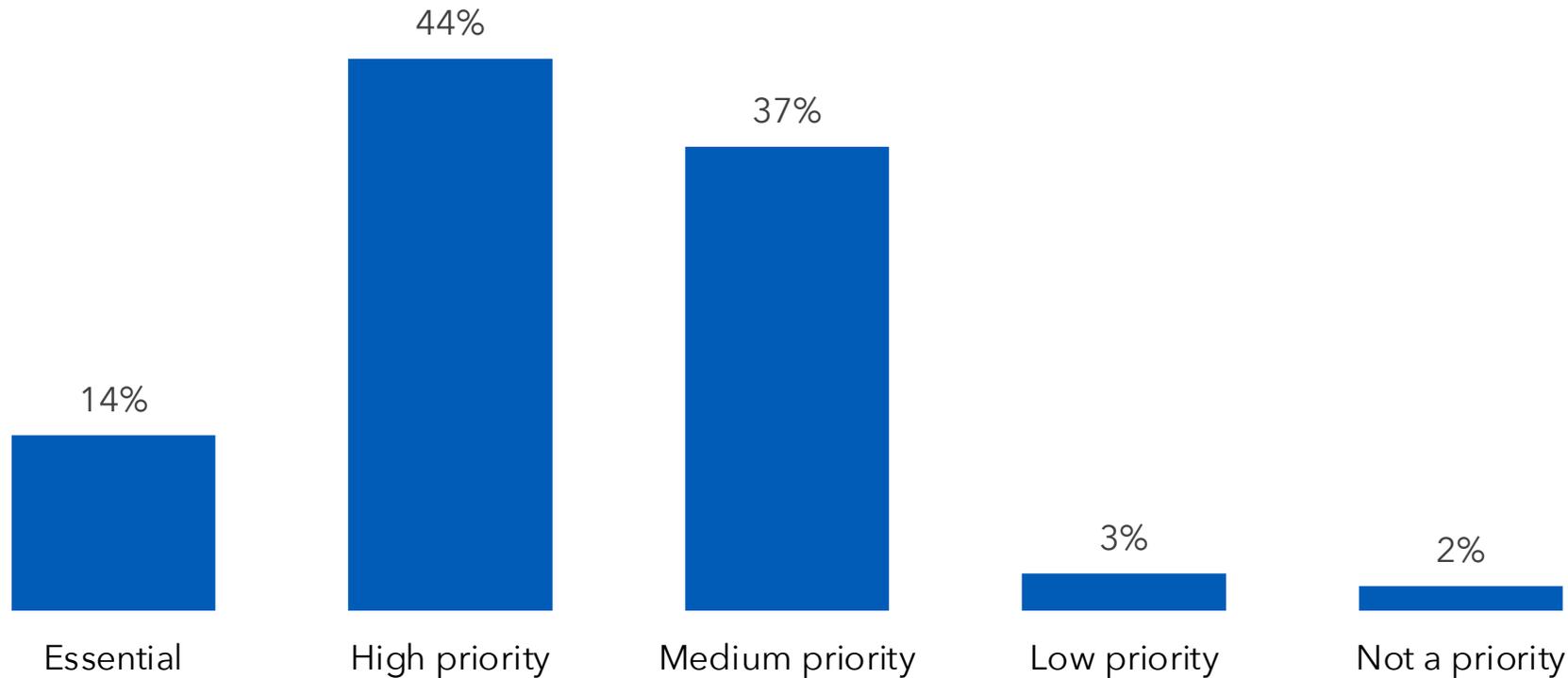
- 18-45 years of age.
- Natural fallout for all other demos.
- N=200 Walmart shoppers within 24 hours of their shopping trip.



Health is top of mind – all the time.



How focused are you on your health? It's...



Base: 200

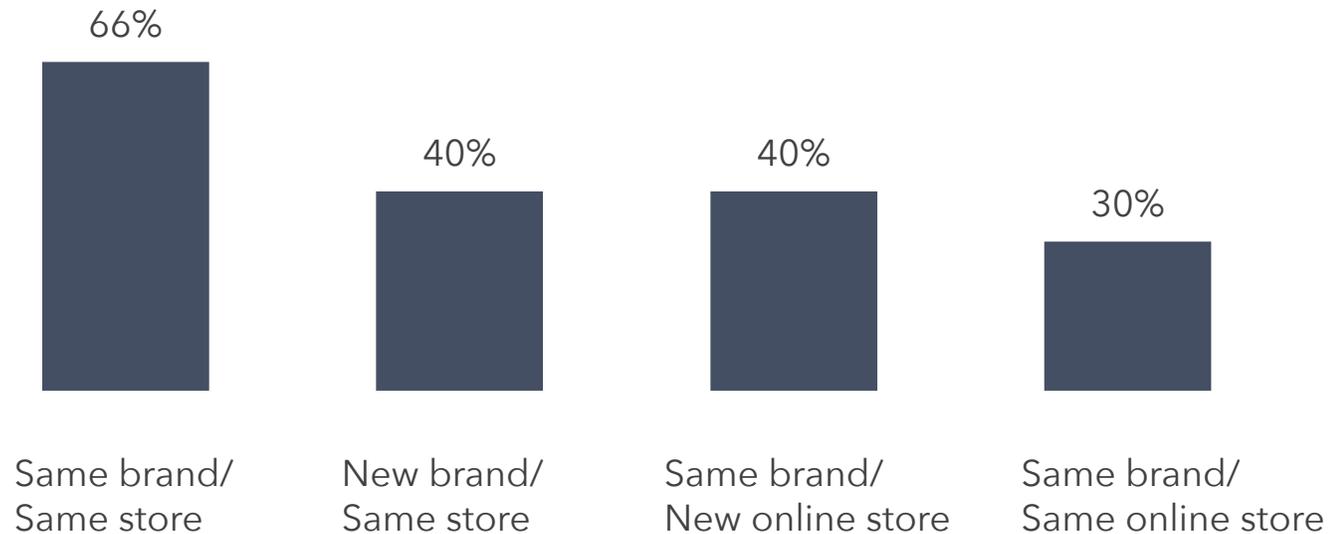
Healthy steps.

- 88% washing + sanitizing.
- 78% keeping homes clean.
- 73% eating healthier foods.
- 67% are taking vitamins.
- 66% are exercising.

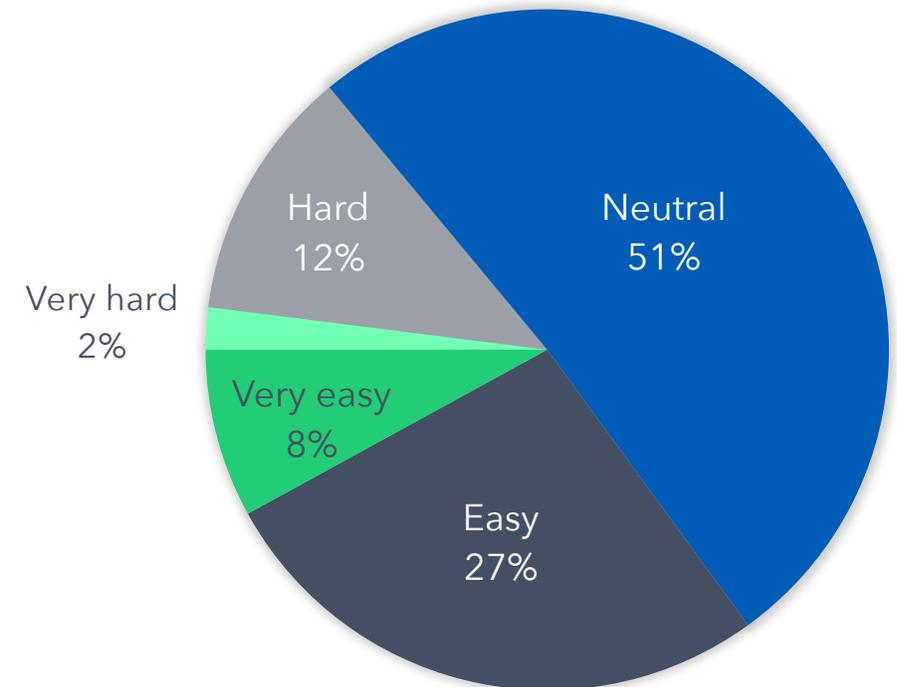
Big-box is a home to healthcare.



Shopping preference for healthcare products.



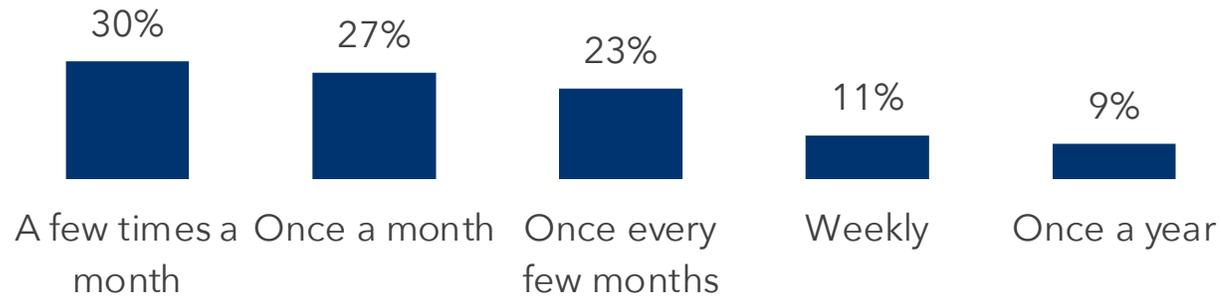
Ease of finding preferred brand.



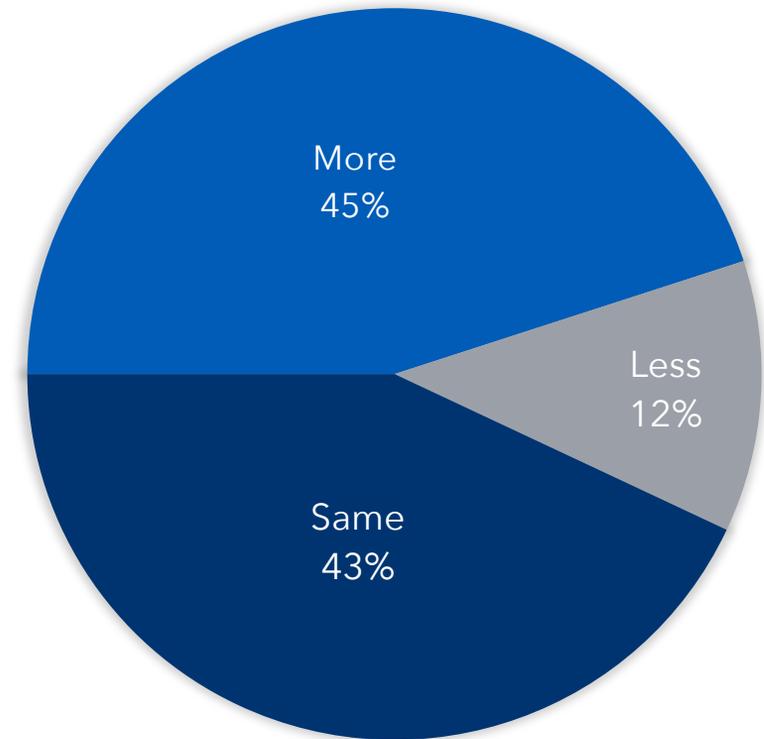
Online is knocking at the door.



Online shopping frequency for healthcare.



Do you buy online more now?



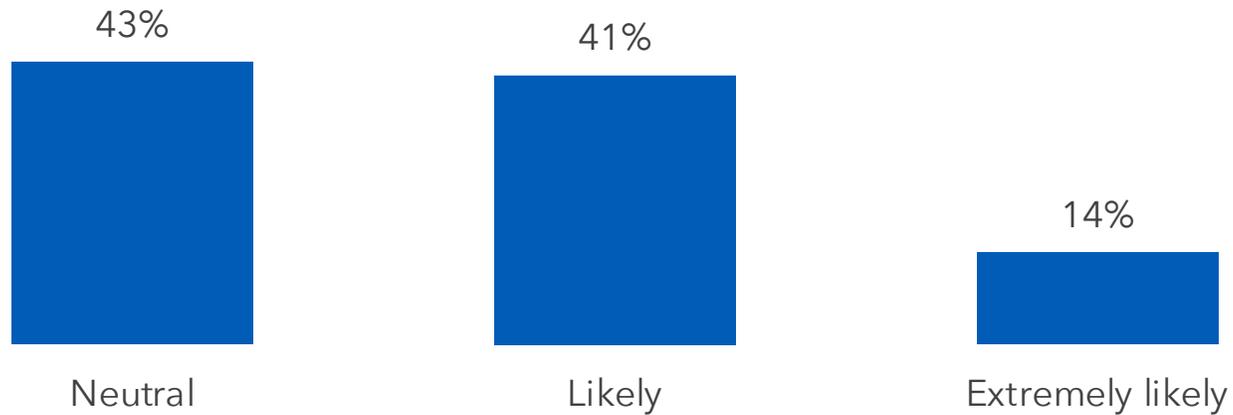
Where do you shop if your favorite brand is out?



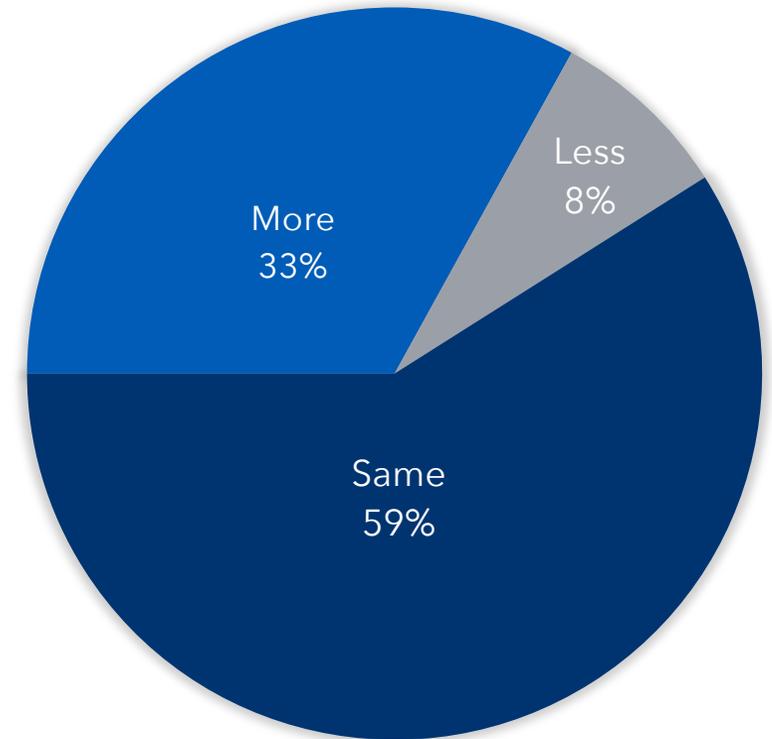
Buyers like to try new brands.



How likely are you to try new products?



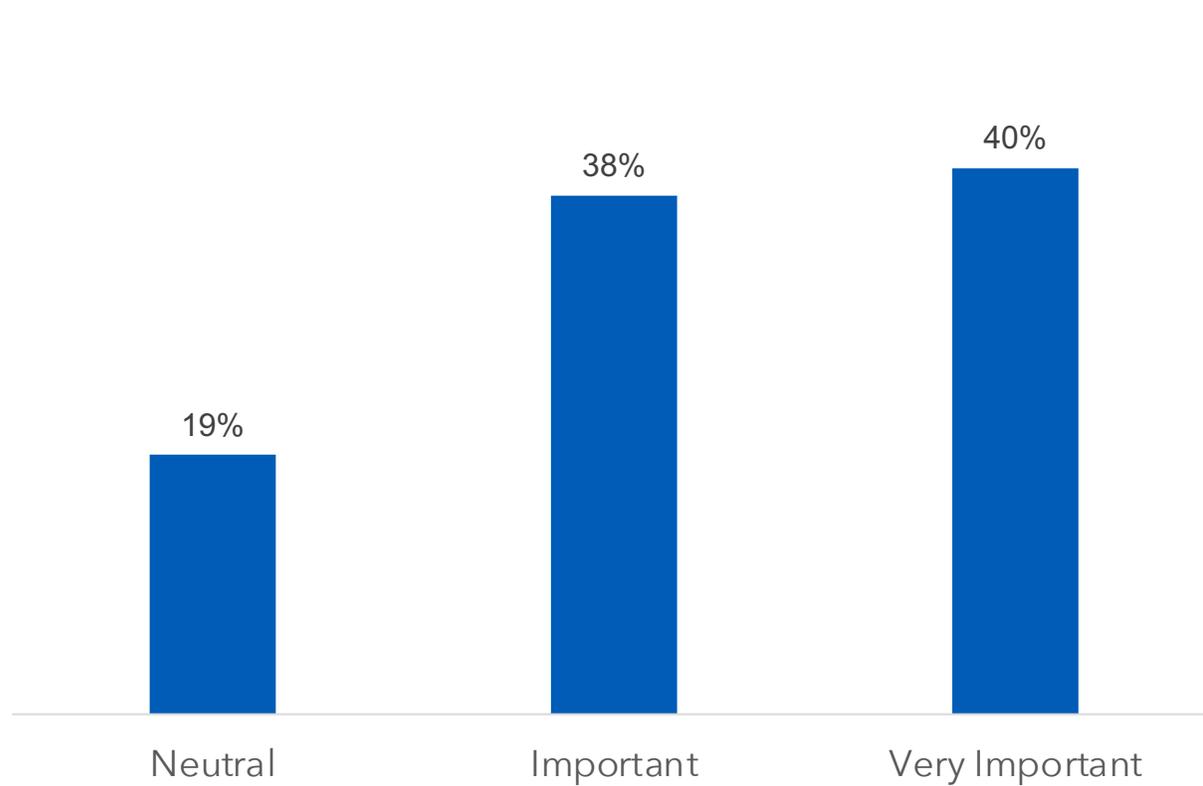
Are you more loyal to certain brands?



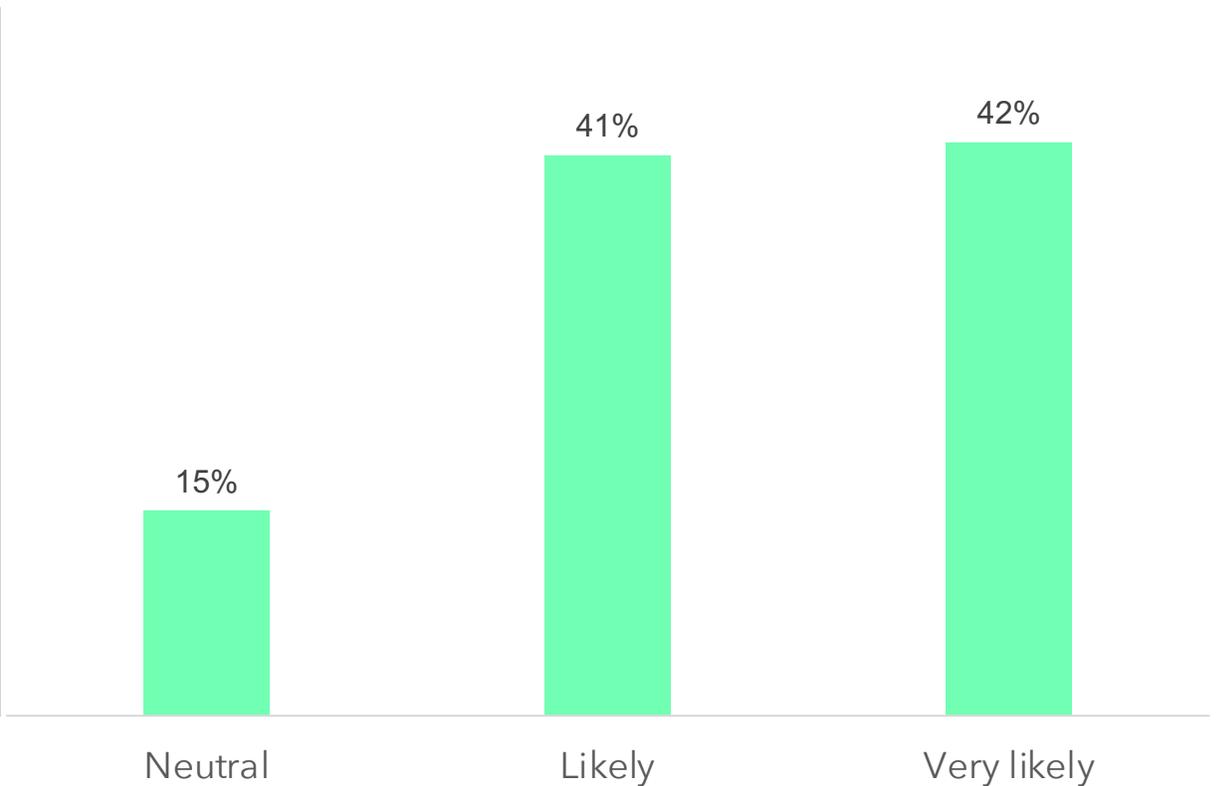
Germ-killing is the key message.



How important is germ-killing?



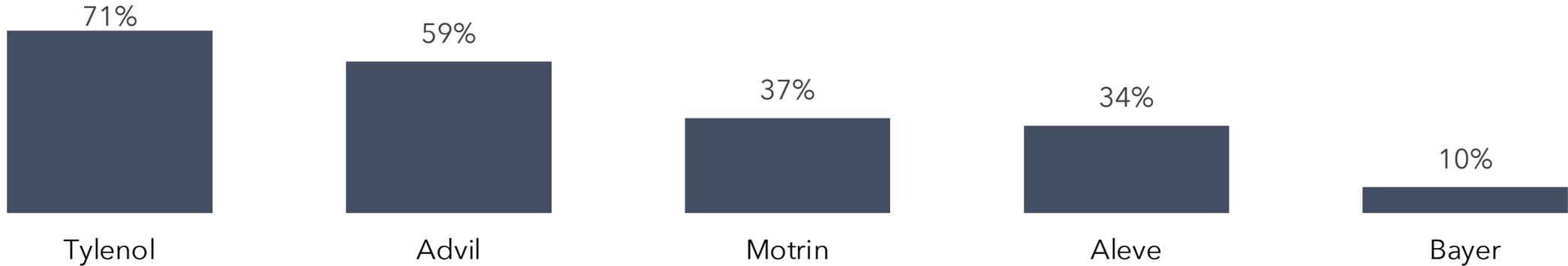
How likely are you to buy a germ-killing product?



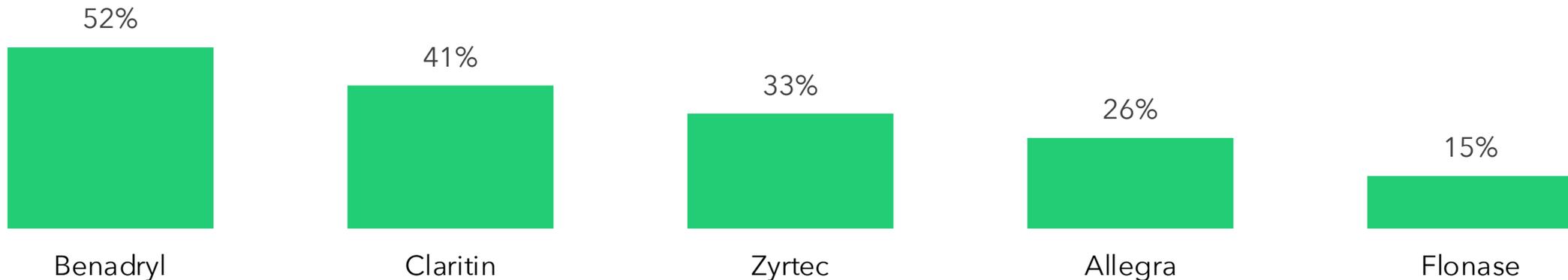
Tylenol + Benadryl are both #1.



Which brand do you use to reduce pain?



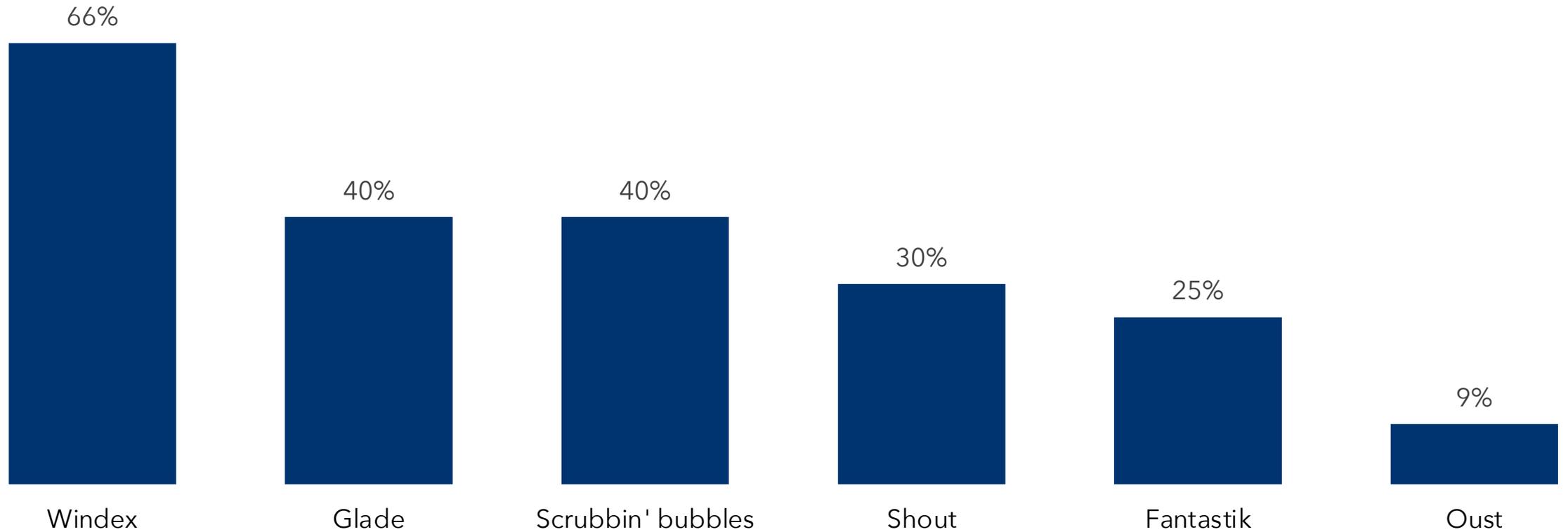
Which of brand do you use to treat allergies or sinus problems?



Windex is a clean winner.



Which of these brands do you regularly use to clean your home?

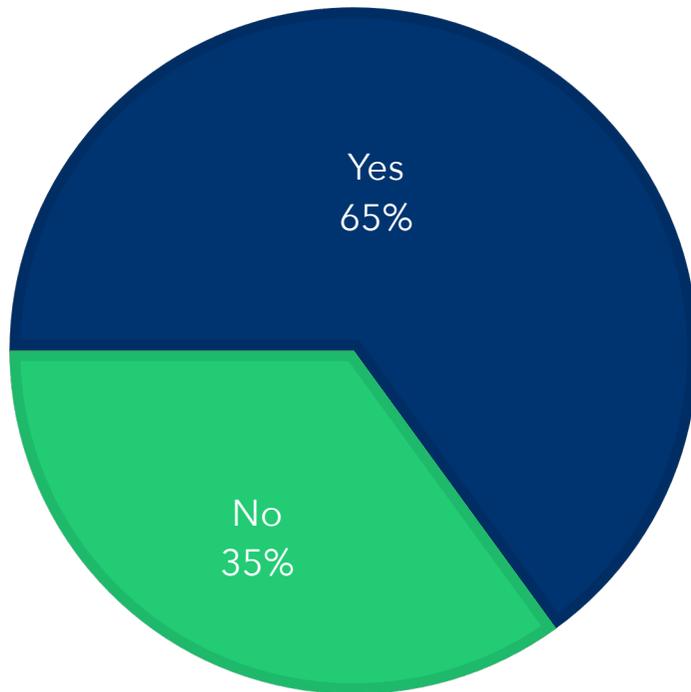


Base: 200

Skincare is healthcare too.

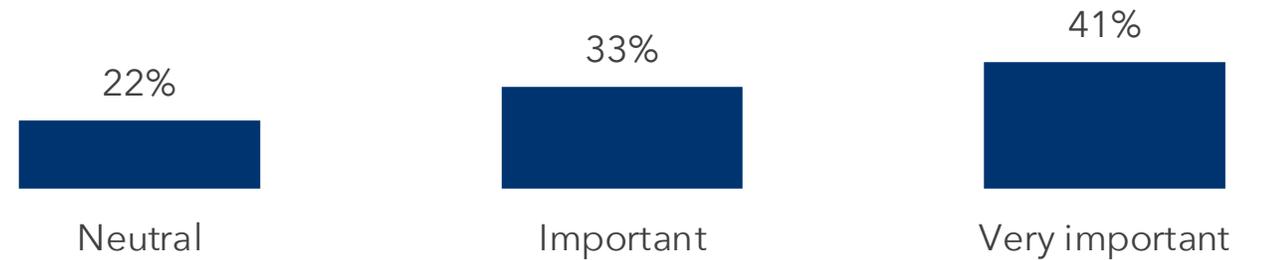


Do you have a skincare routine?

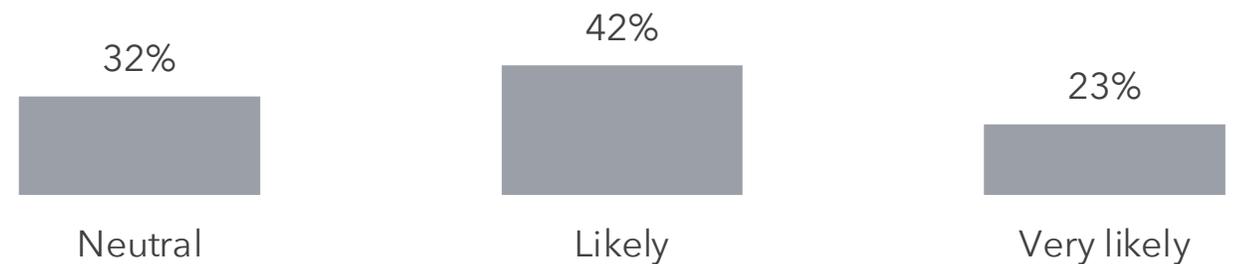


Base: 200

How important is skincare to being healthy?



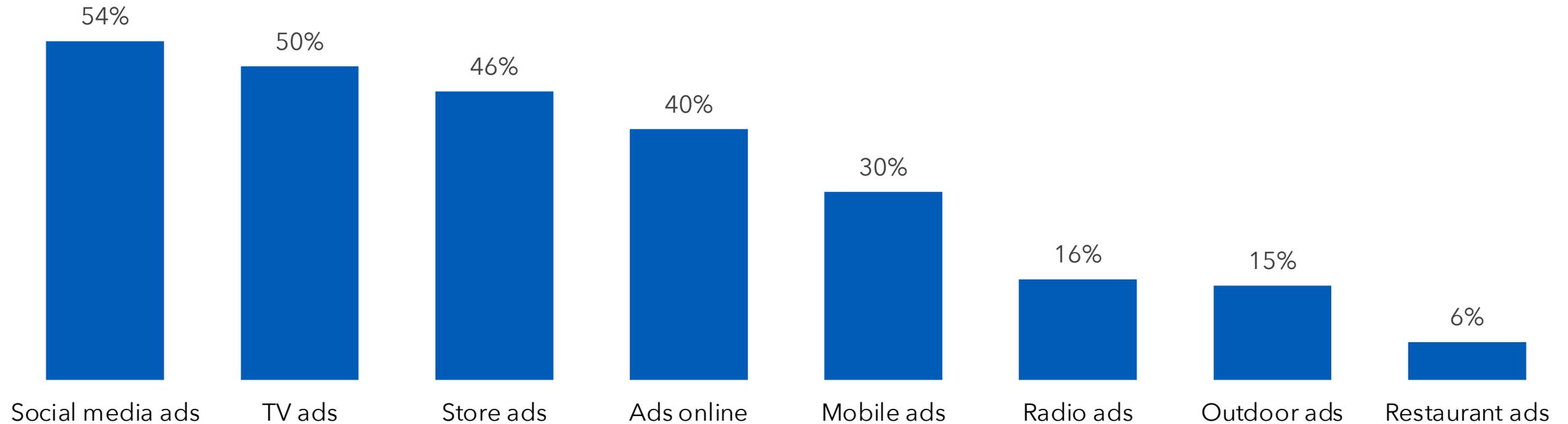
How likely are you to try "on-the-go" skincare?



Social Media is the #1 in skincare product awareness.



Where do you usually hear/see new skincare products?



Base: 200



About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.



Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.