



**FIELD AGENT™**

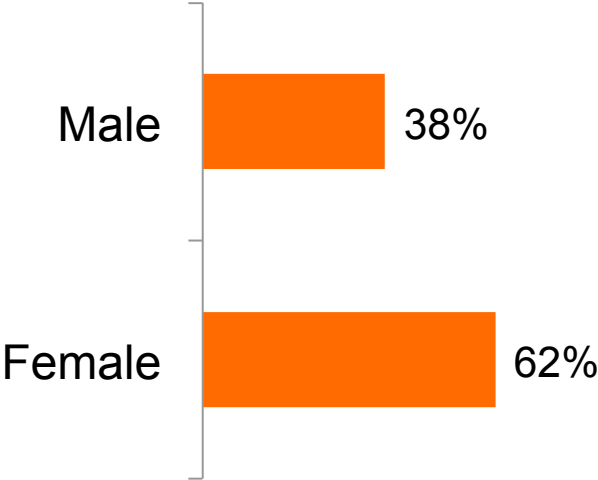
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# DSN Social Media Report

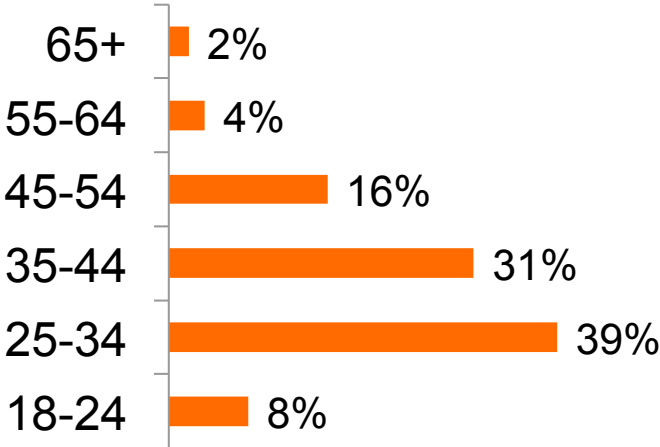
**7.24.2015**

**250 Total Respondents**

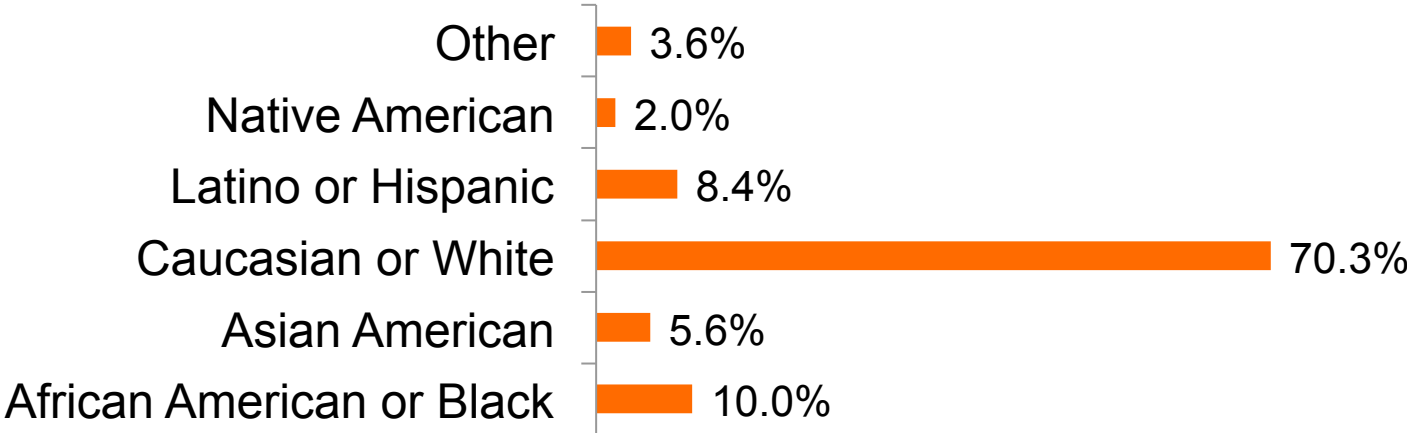
**Gender**



**Age**



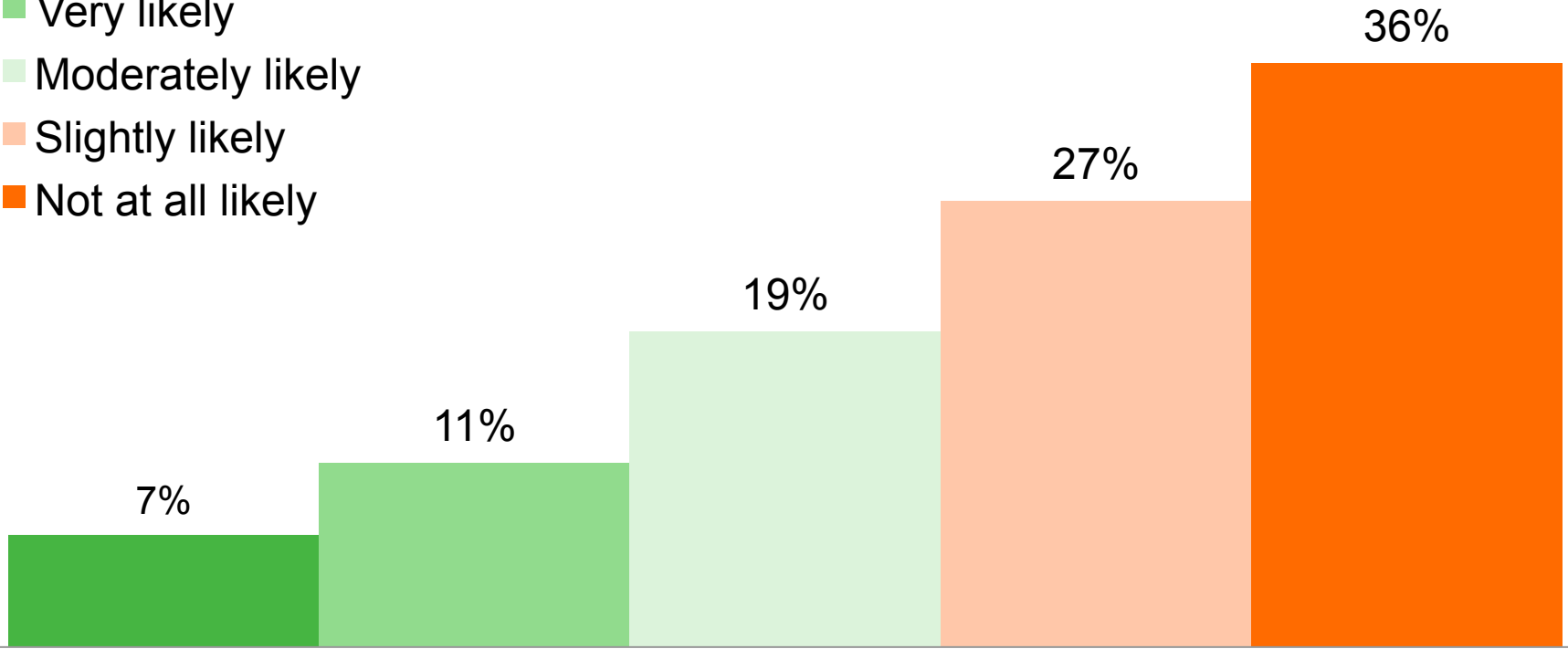
**Ethnicity**



# Request

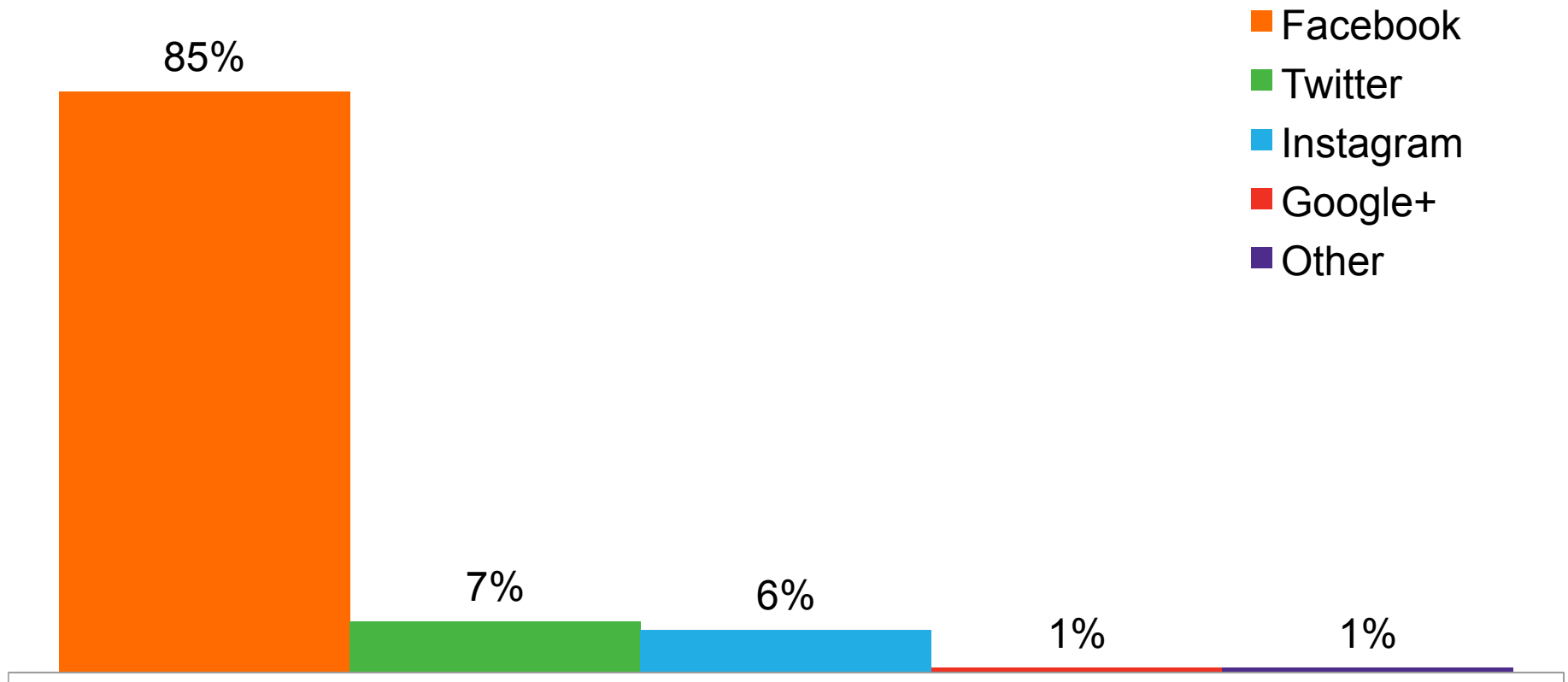
**When you get sick, how likely are you to post/announce that you are sick on social media?**

- Completely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely



# Request

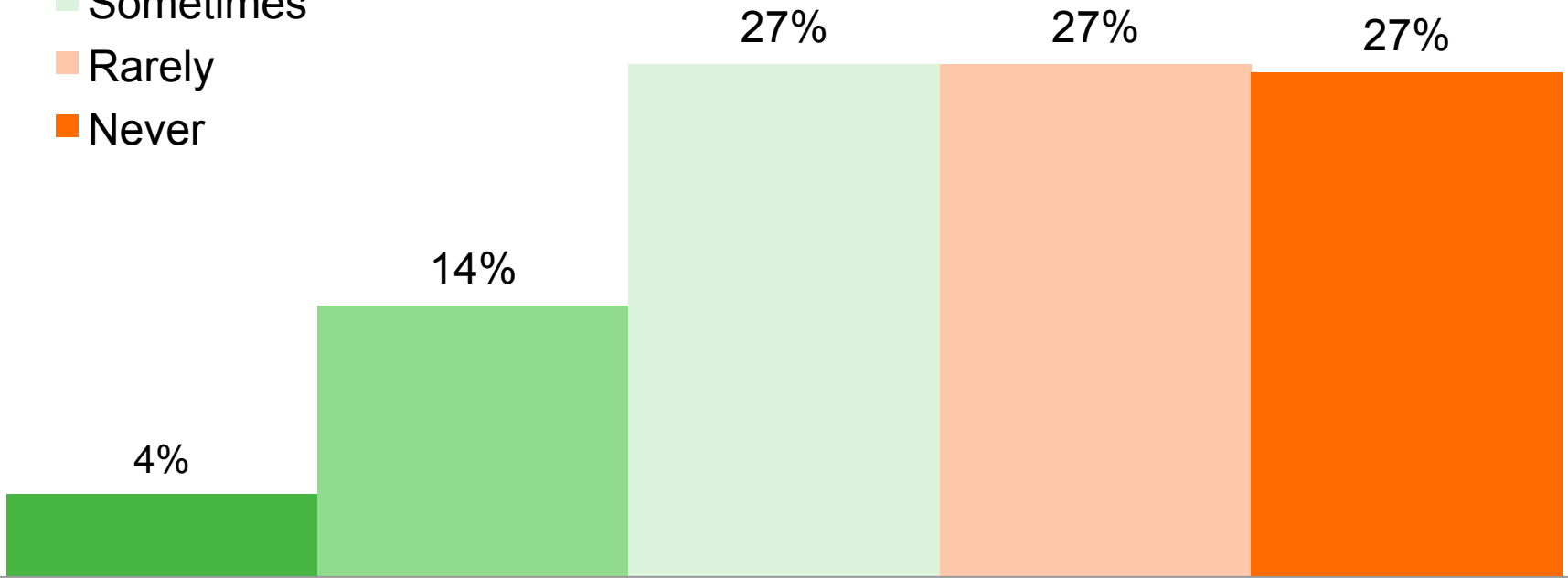
Which **ONE** social media network are you **MOST LIKELY** to use to report that you're feeling sick?



# Request

**When you get sick, how often do you report that you're sick on at least one social media network?**

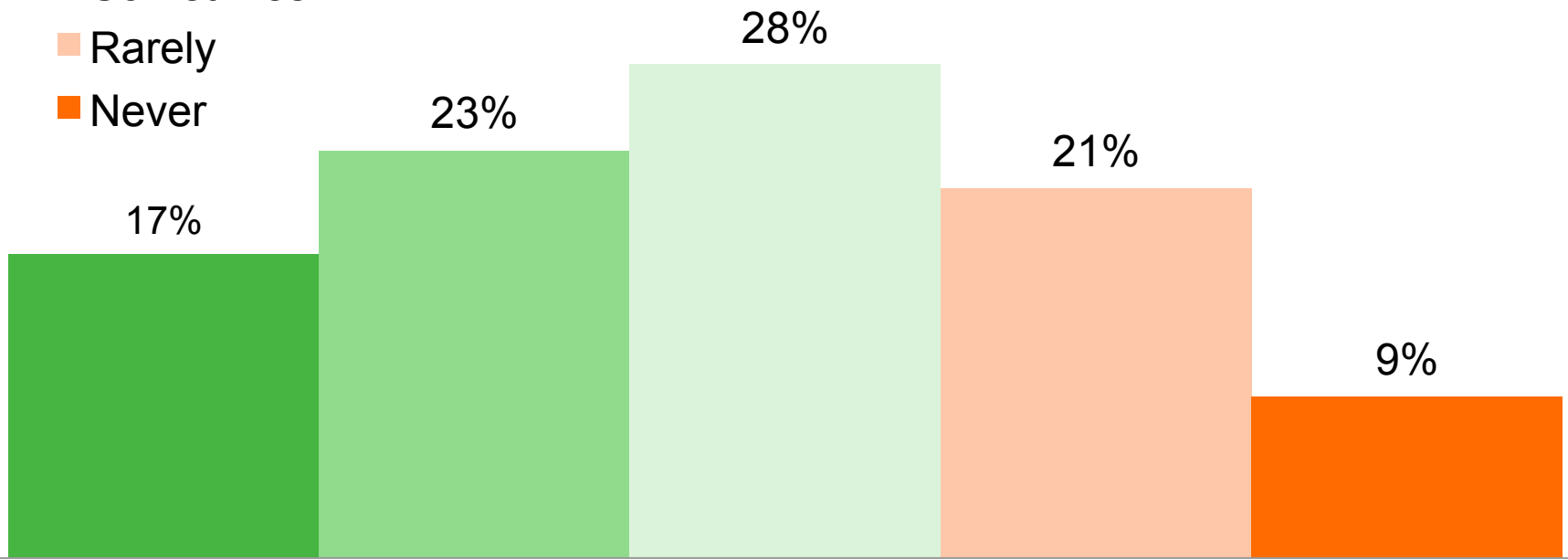
- Always
- Often
- Sometimes
- Rarely
- Never



# Request

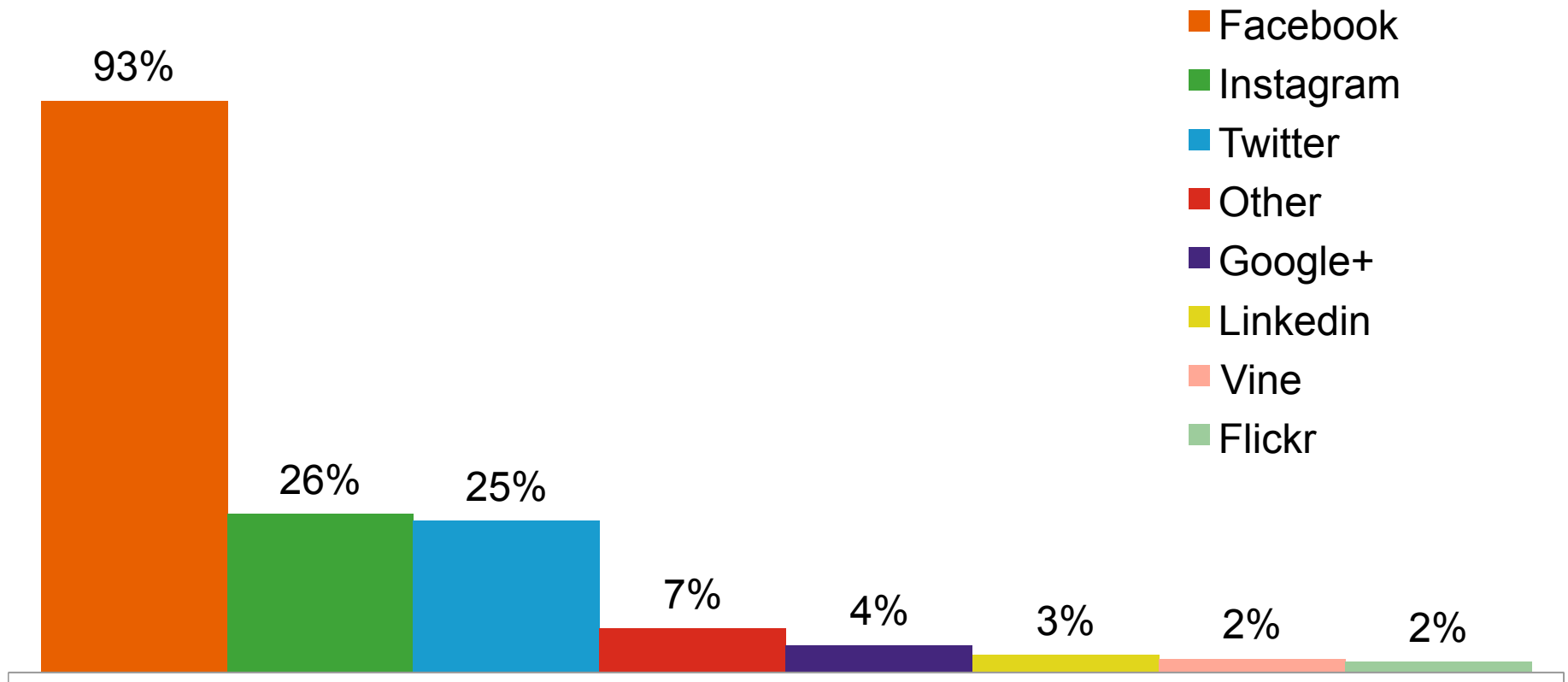
**When you report sickness on social media, how often do friends/contacts recommend medications?**

- Always
- Often
- Sometimes
- Rarely
- Never



# Request

**Which social media platform(s) have you used in the past to report that you were sick? Choose all that apply.**



# Request

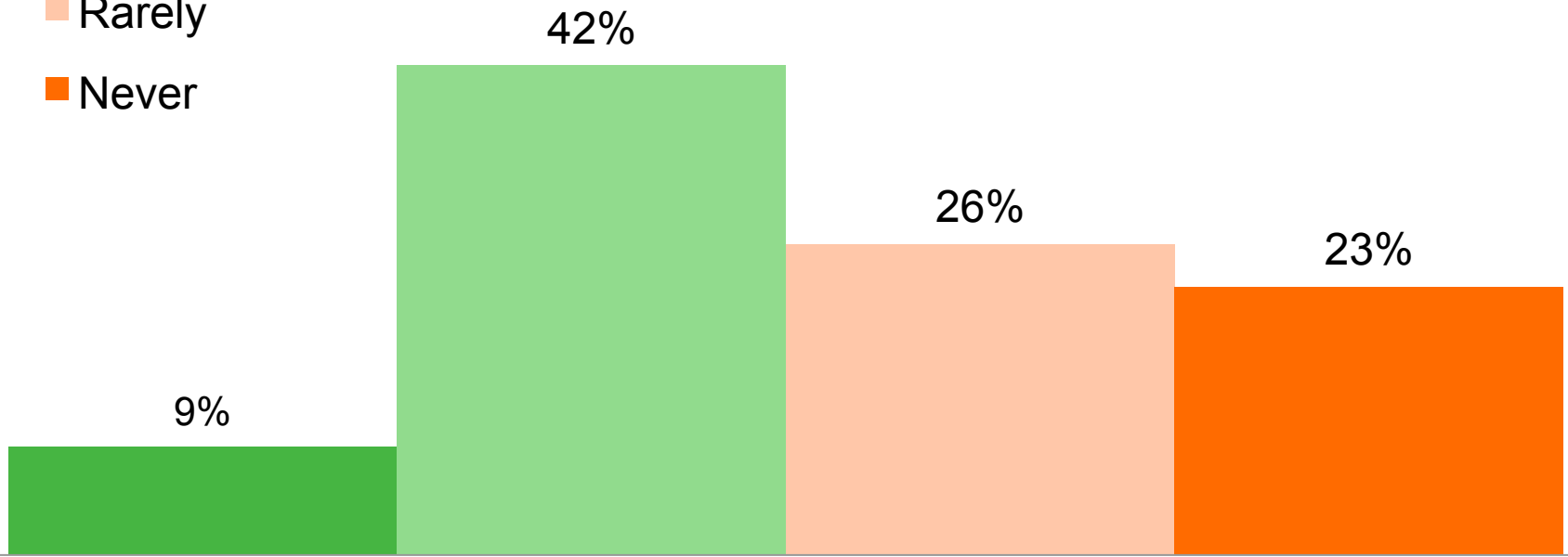
How often have you been influenced by social media messages from friends/contacts to purchase certain medicines?

■ Often

■ Sometimes

■ Rarely

■ Never

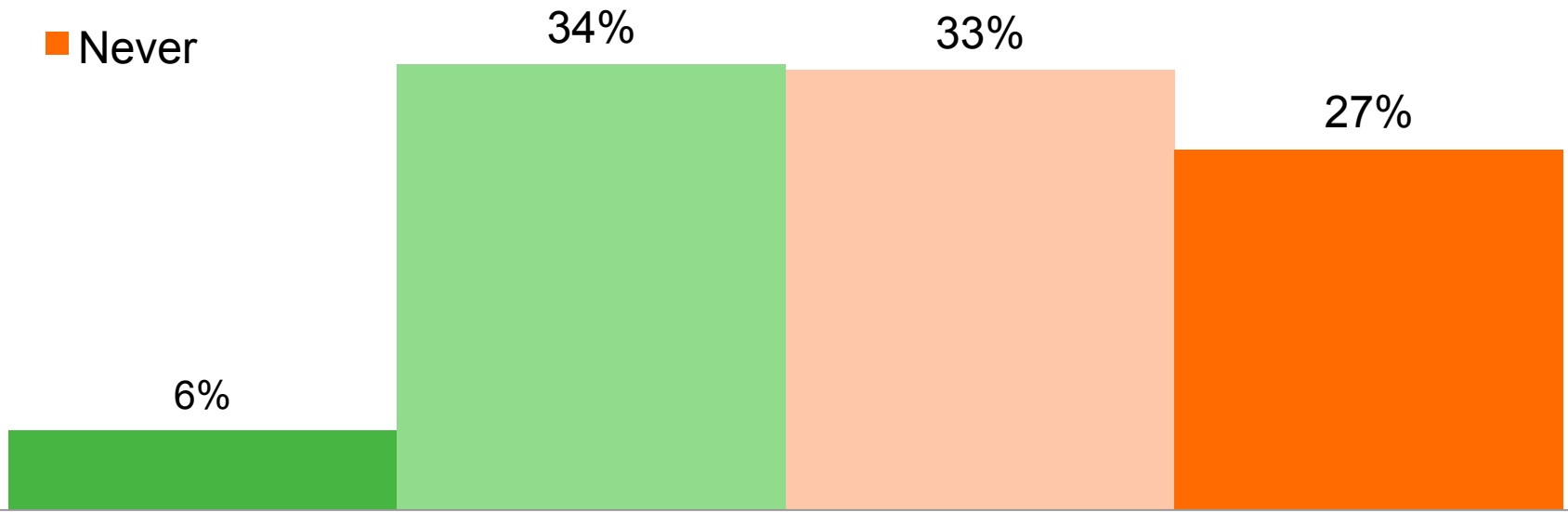




# Request

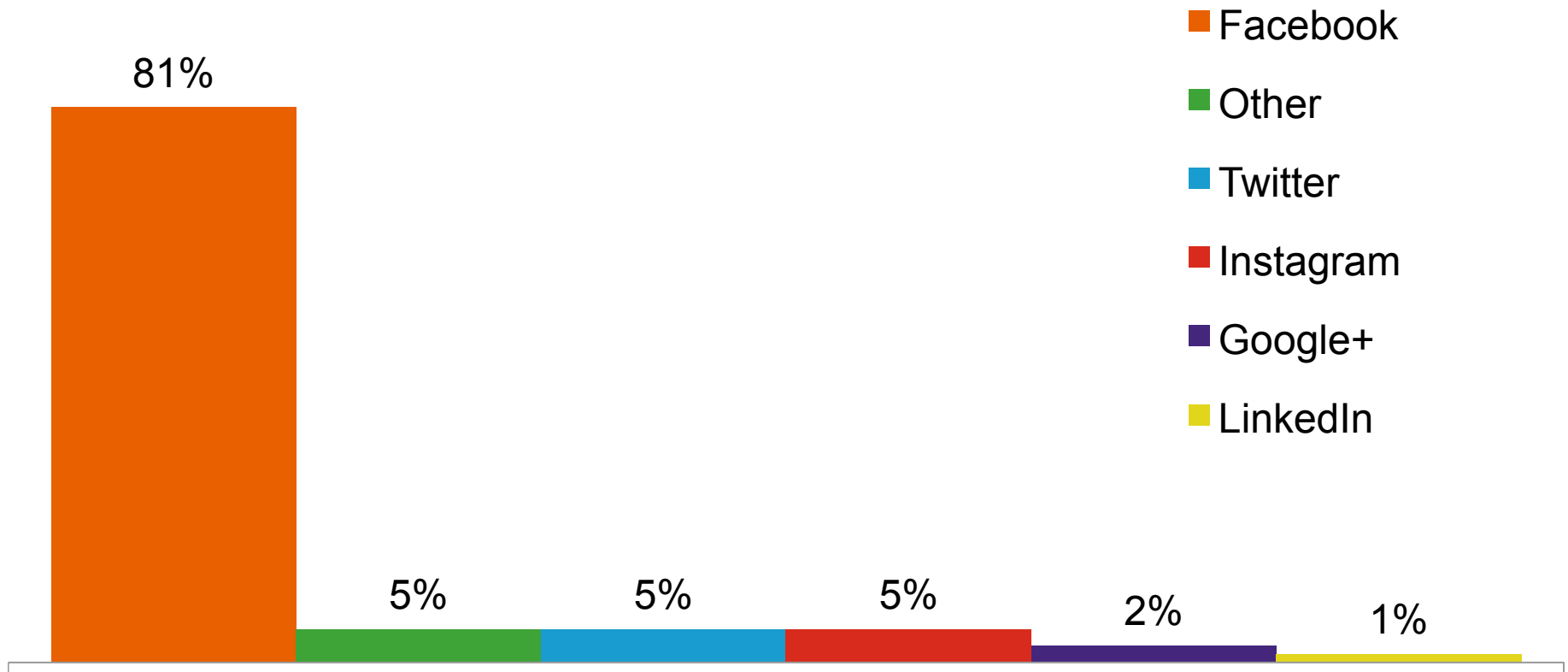
How often have you been influenced by social media advertisements/  
sponsored posts from companies to purchase certain medicines?

- Often
- Sometimes
- Rarely
- Never



# Request

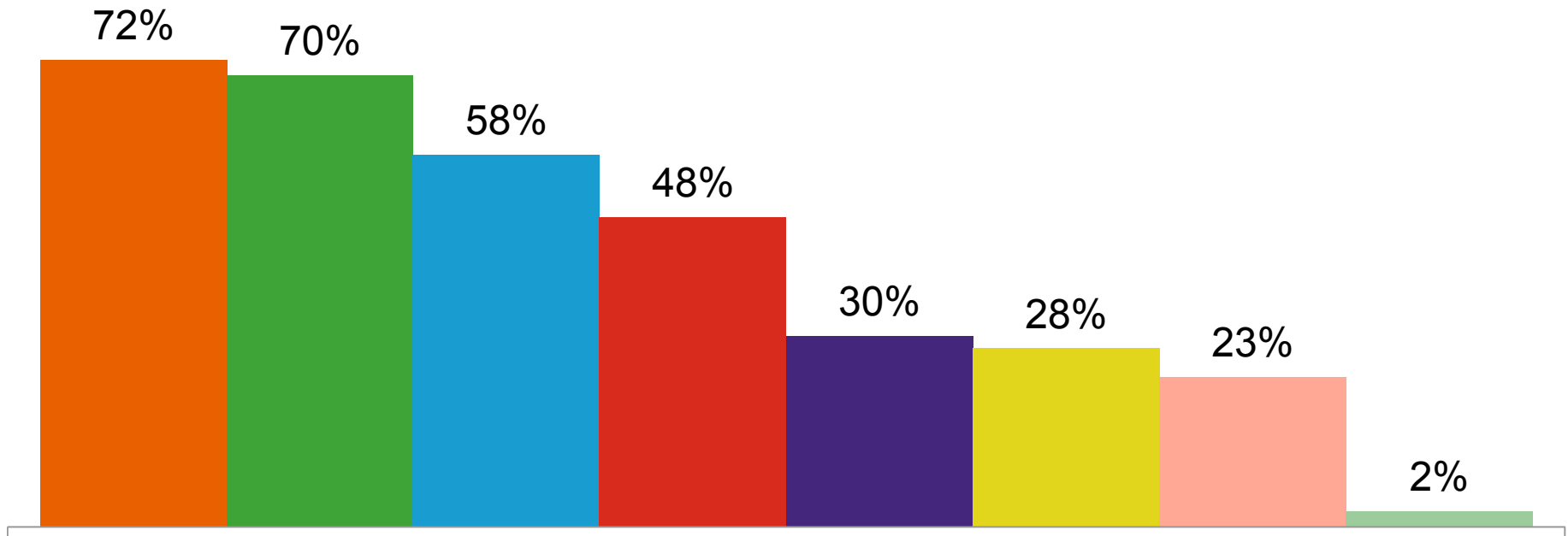
**In your opinion, which ONE social media network is best suited to influence your medicine purchases?**



# Request

**Where do you get information to influence your purchases of over-the-counter medications? Choose as many as apply.**

- Doctor(s)
- Search Engines
- Health Apps
- Social Media
- Family/Friends
- Pharmacist(s)
- Directly Visiting Specific Websites
- Other



# Request

Rank the following by how strongly they influence your purchases of over-the-counter medications, where 1 designates the highest level of influence.

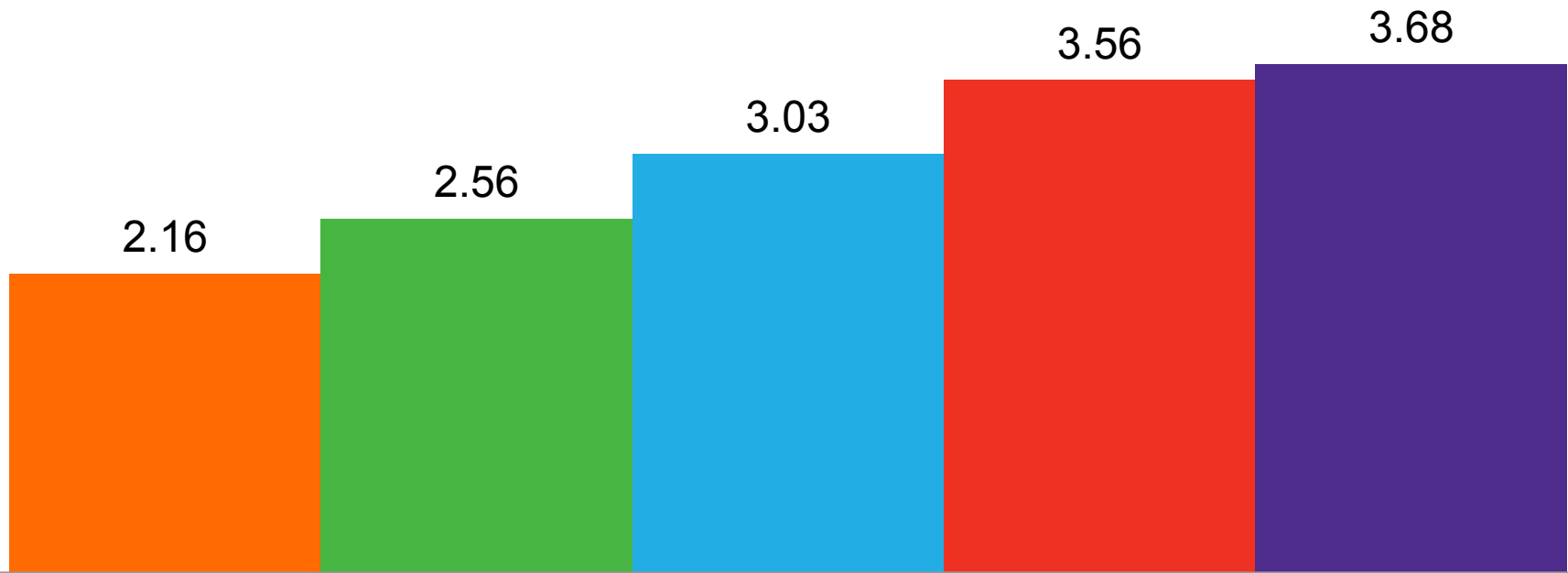
Professional Recommendation

Friend/Family Recommendation

Price

Brand

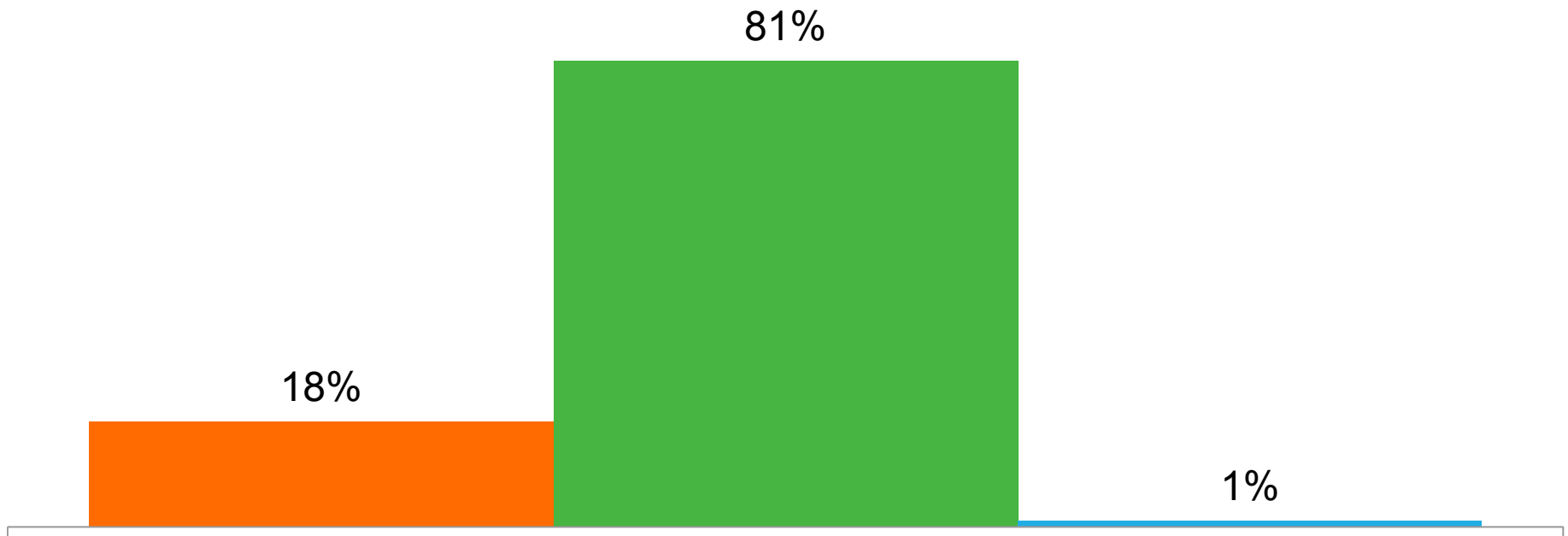
Value



# Request

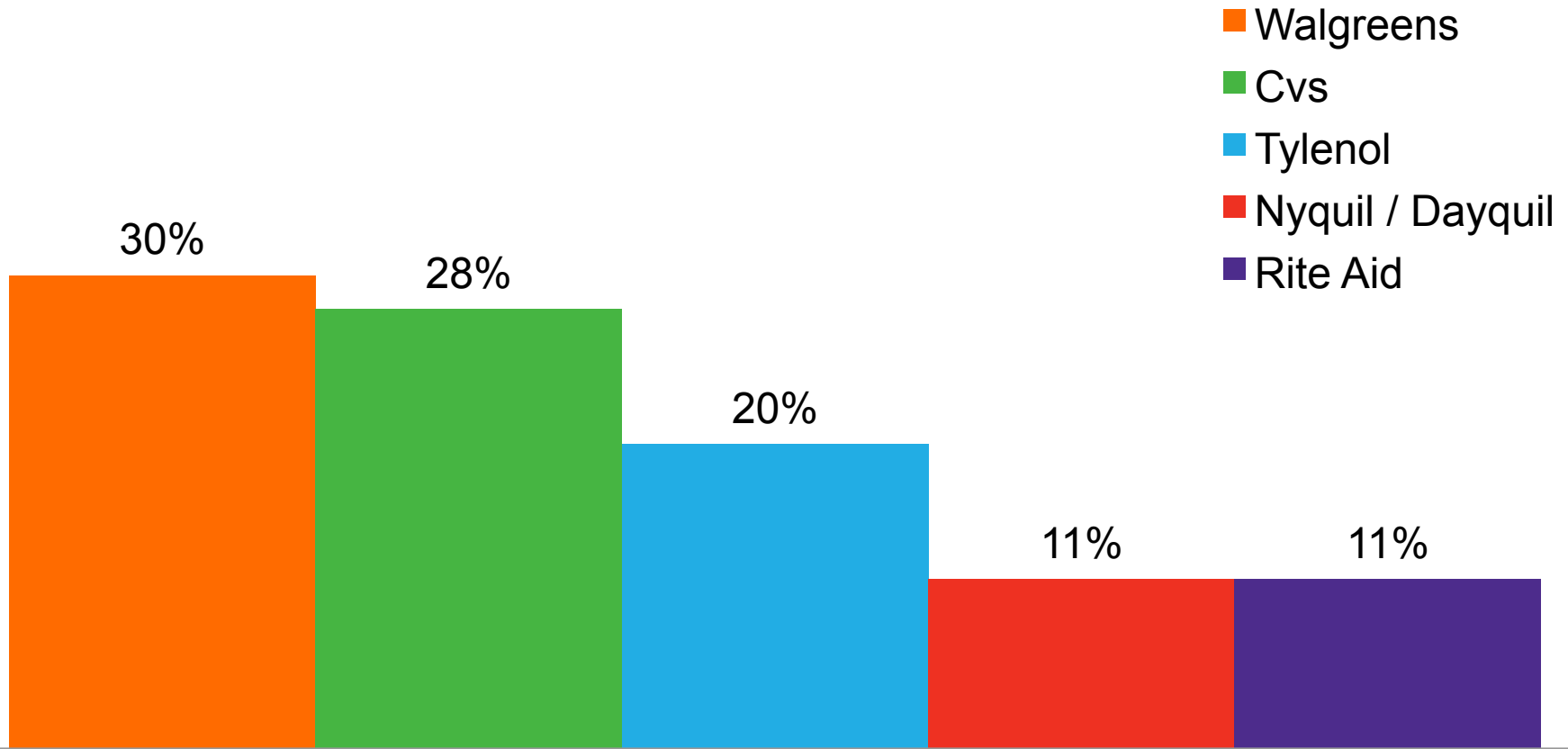
**Do you follow any medication brands and/or drug stores on social media?**

- Yes
- No
- NA



# Request

**Tell us what medicine and/or drug store brands you follow on social media? (Top Five Shown)\***



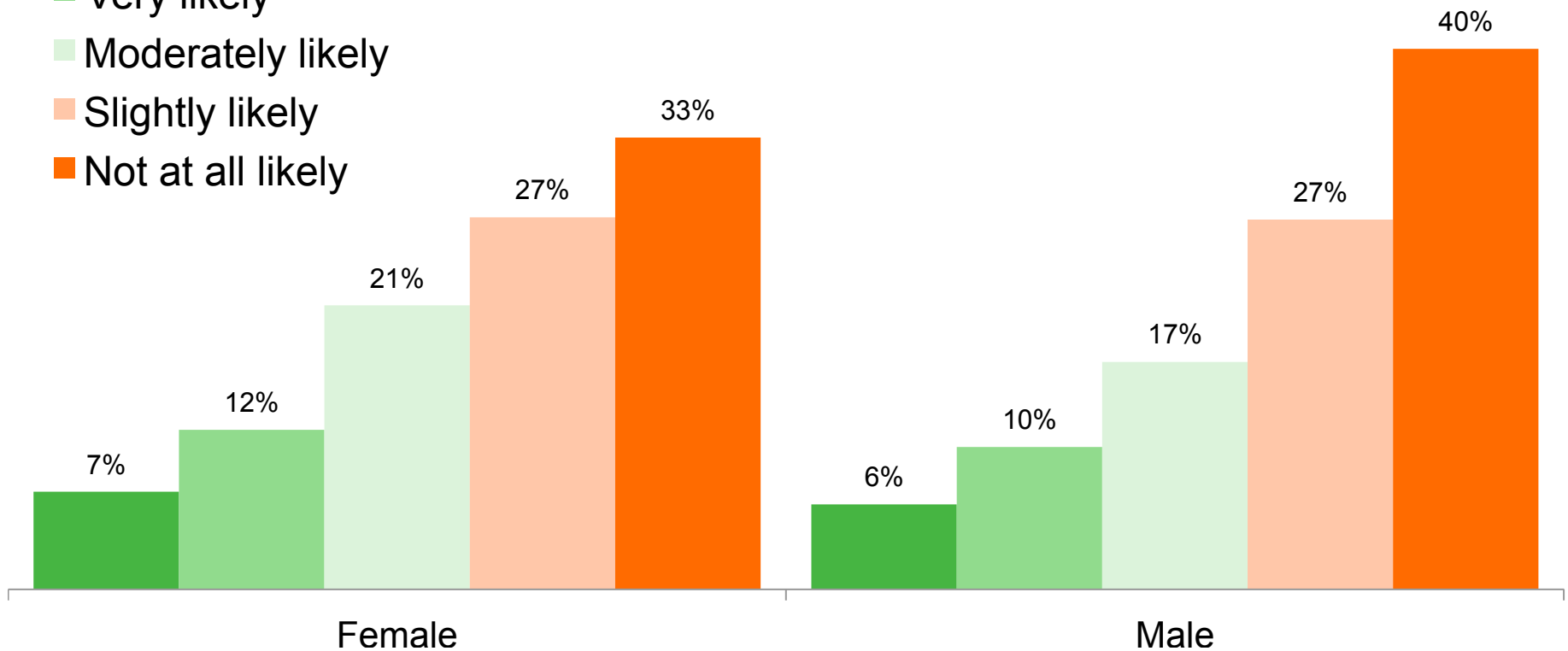
\*Of those who follow a medicine and/or drug store brand on social media

# Questions by Gender

# Request

**When you get sick, how likely are you to post/announce that you are sick on social media?**

- Completely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely

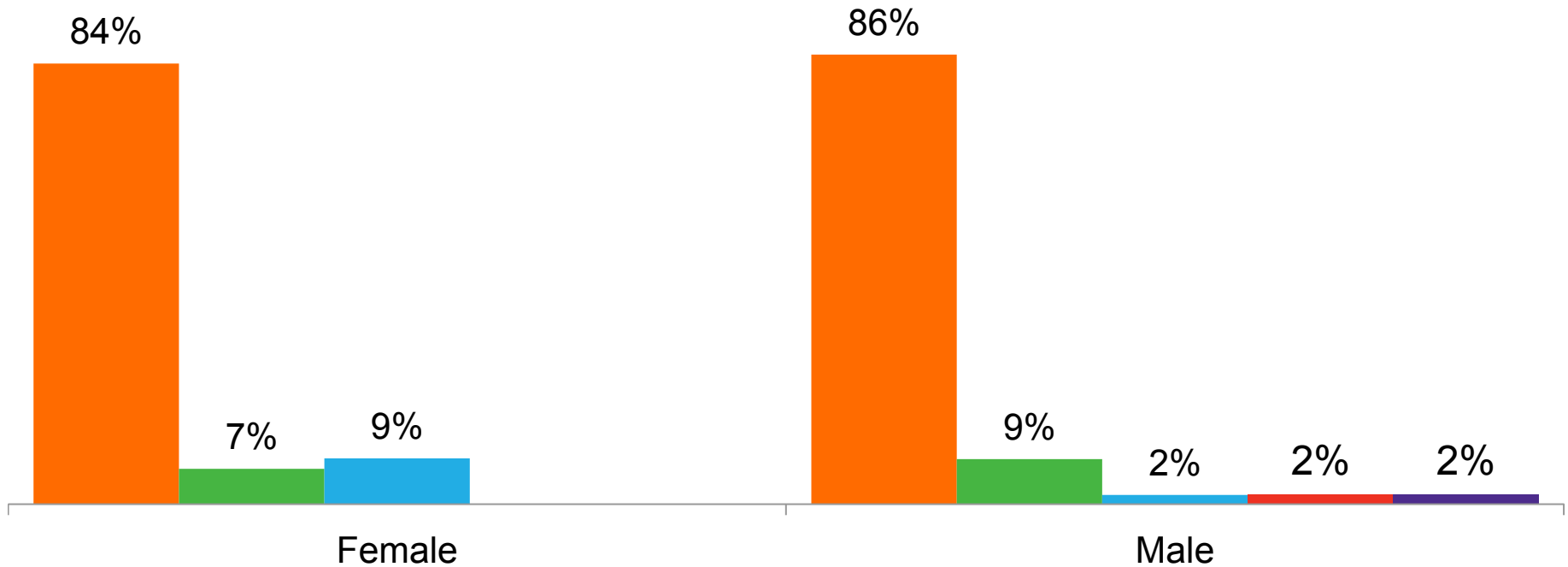




# Request

Which **ONE** social media network are you **MOST LIKELY** to use to report that you're feeling sick?

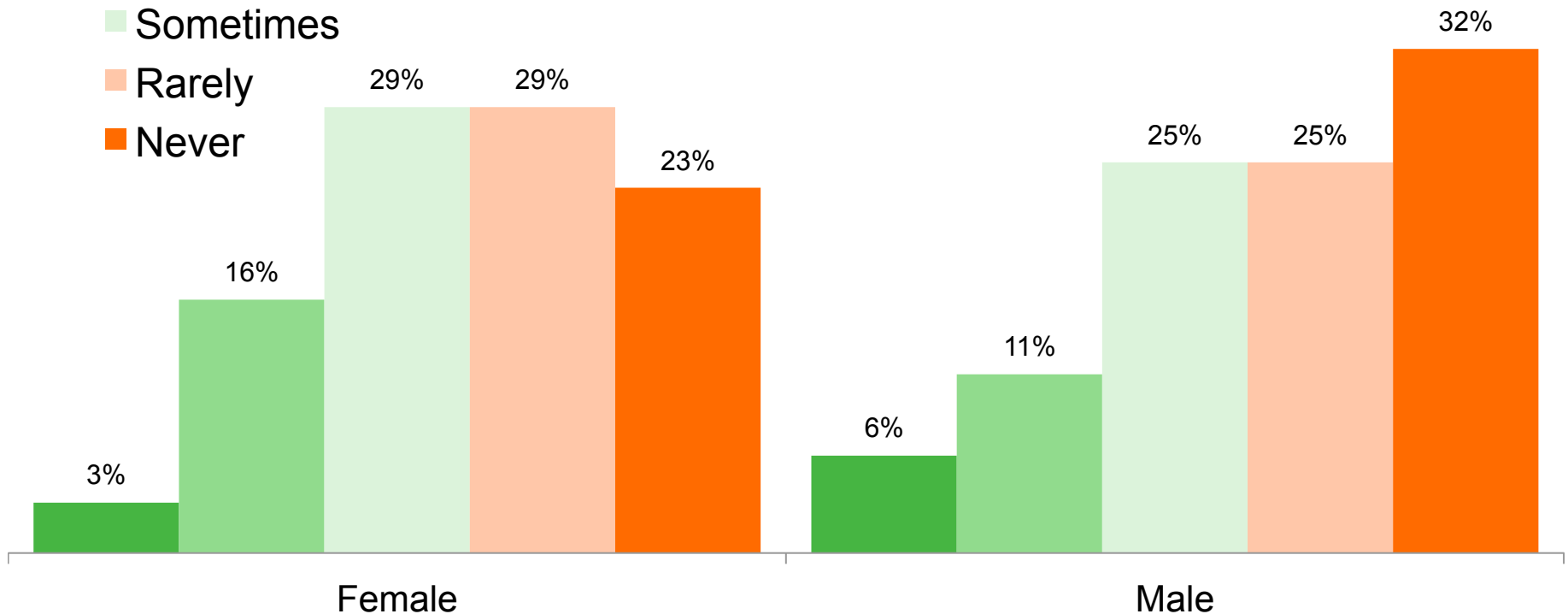
Facebook    Twitter    Instagram    Google+    Other



# Request

**When you get sick, how often do you report that you're sick on at least one social media network?**

- Always
- Often
- Sometimes
- Rarely
- Never



# Request

**When you report sickness on social media, how often do friends/contacts recommend medications?**

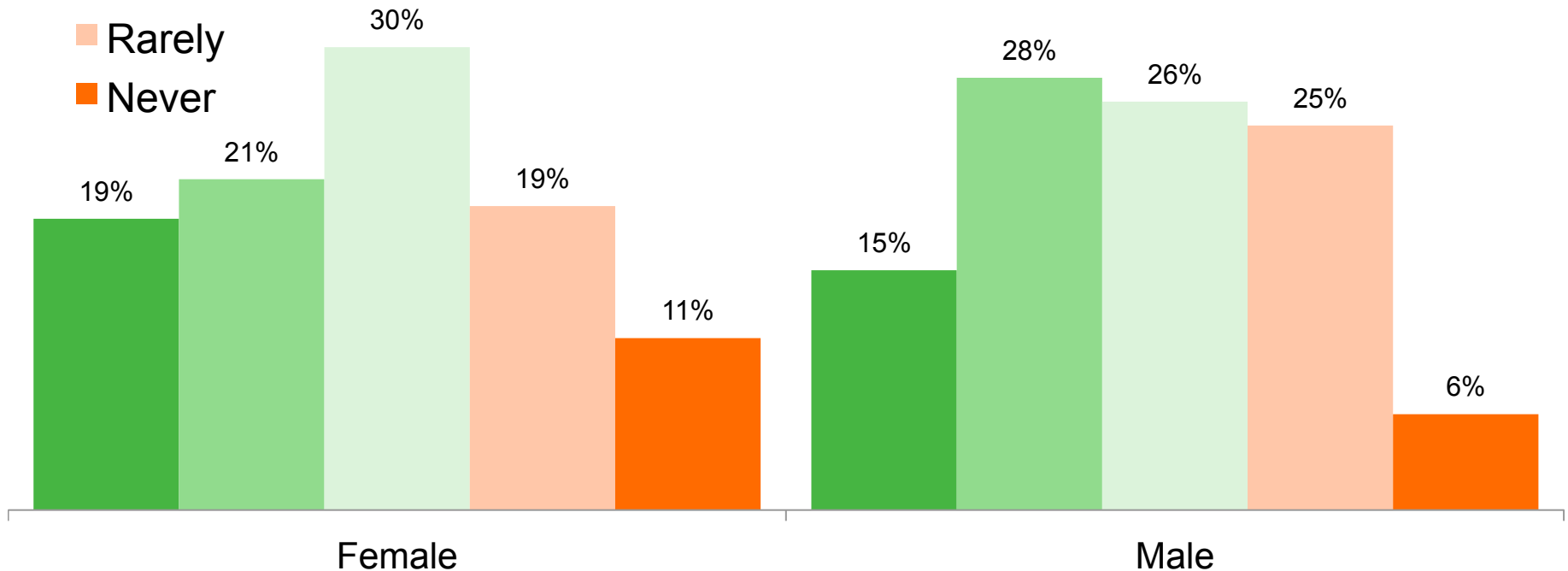
■ Always

■ Often

■ Sometimes

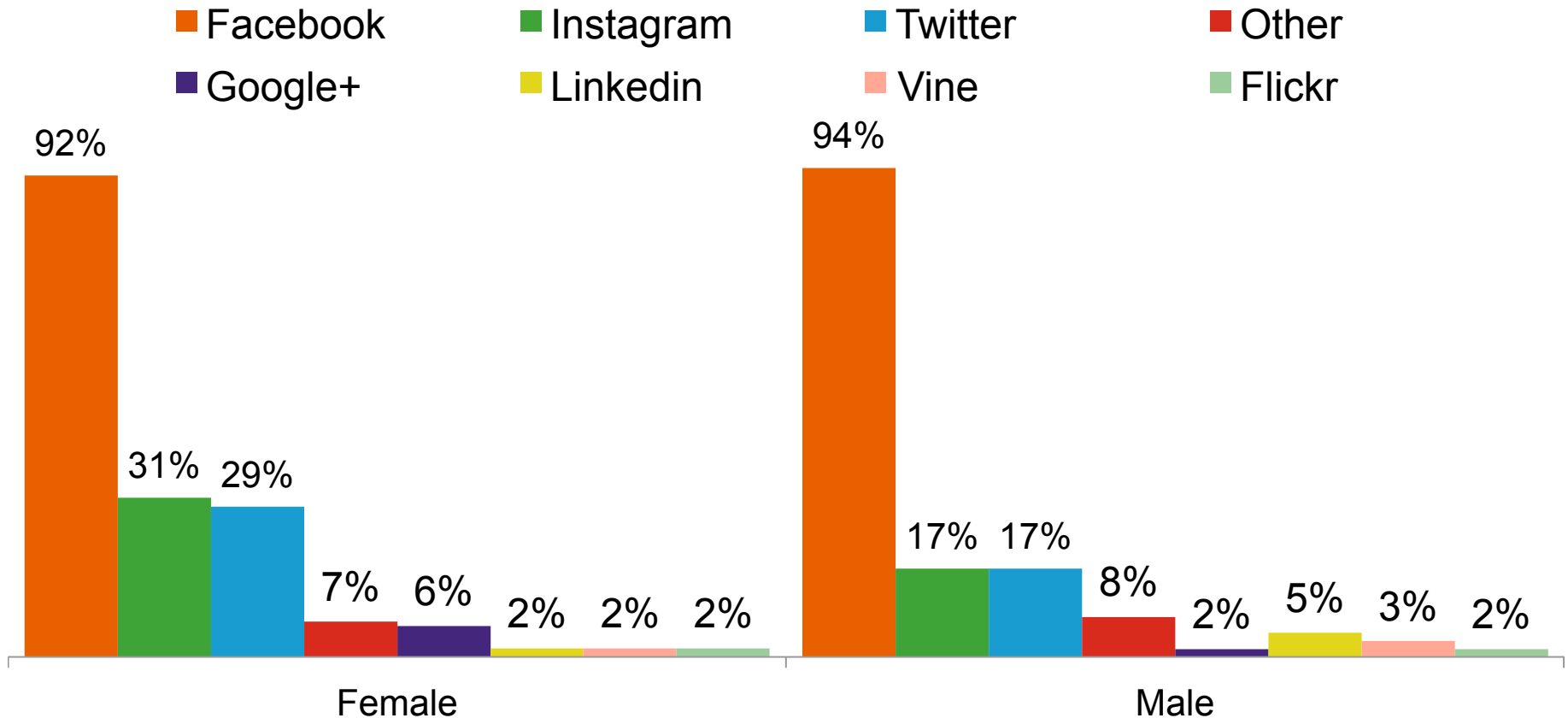
■ Rarely

■ Never



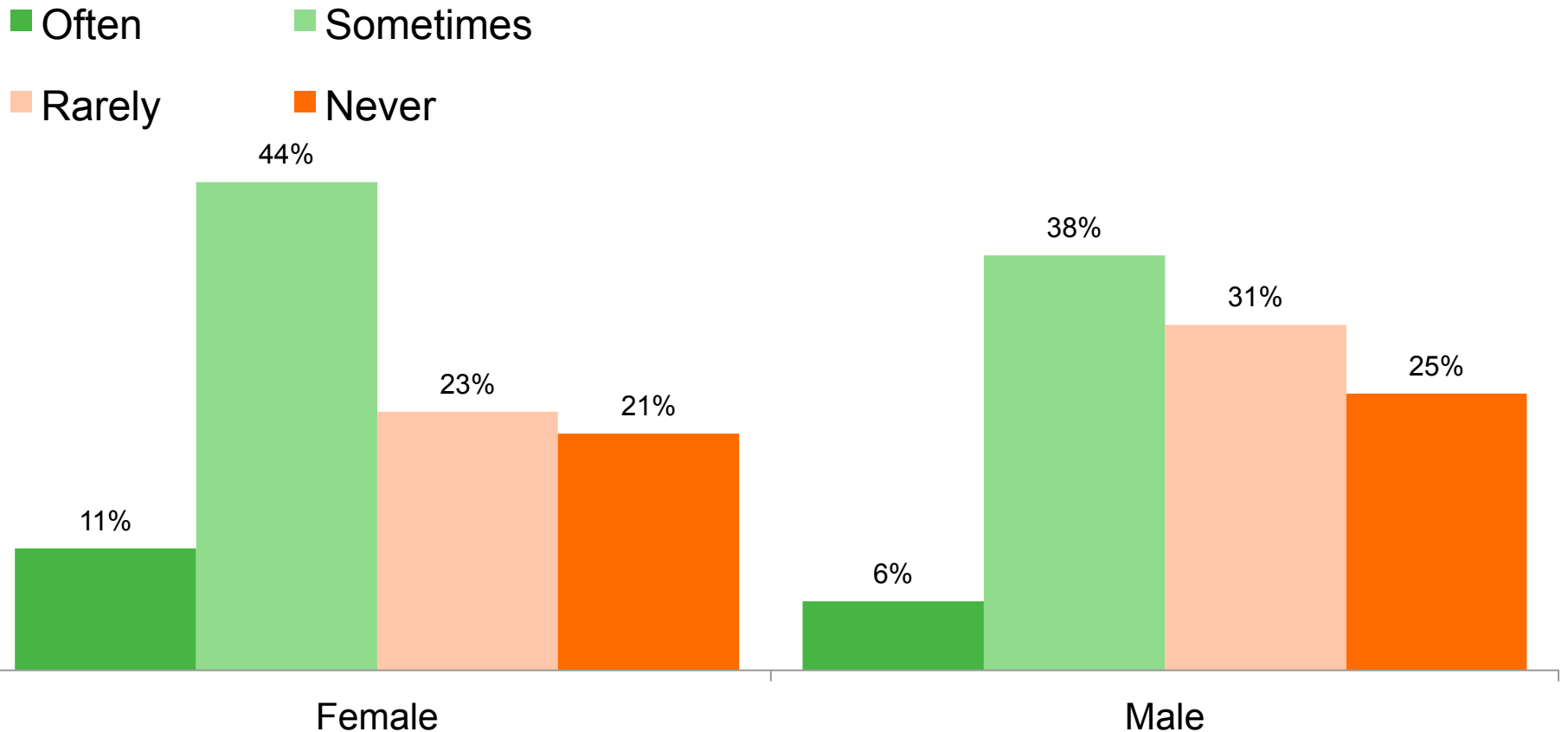
# Request

**Which social media platform(s) have you used in the past to report that you were sick? Choose all that apply.**



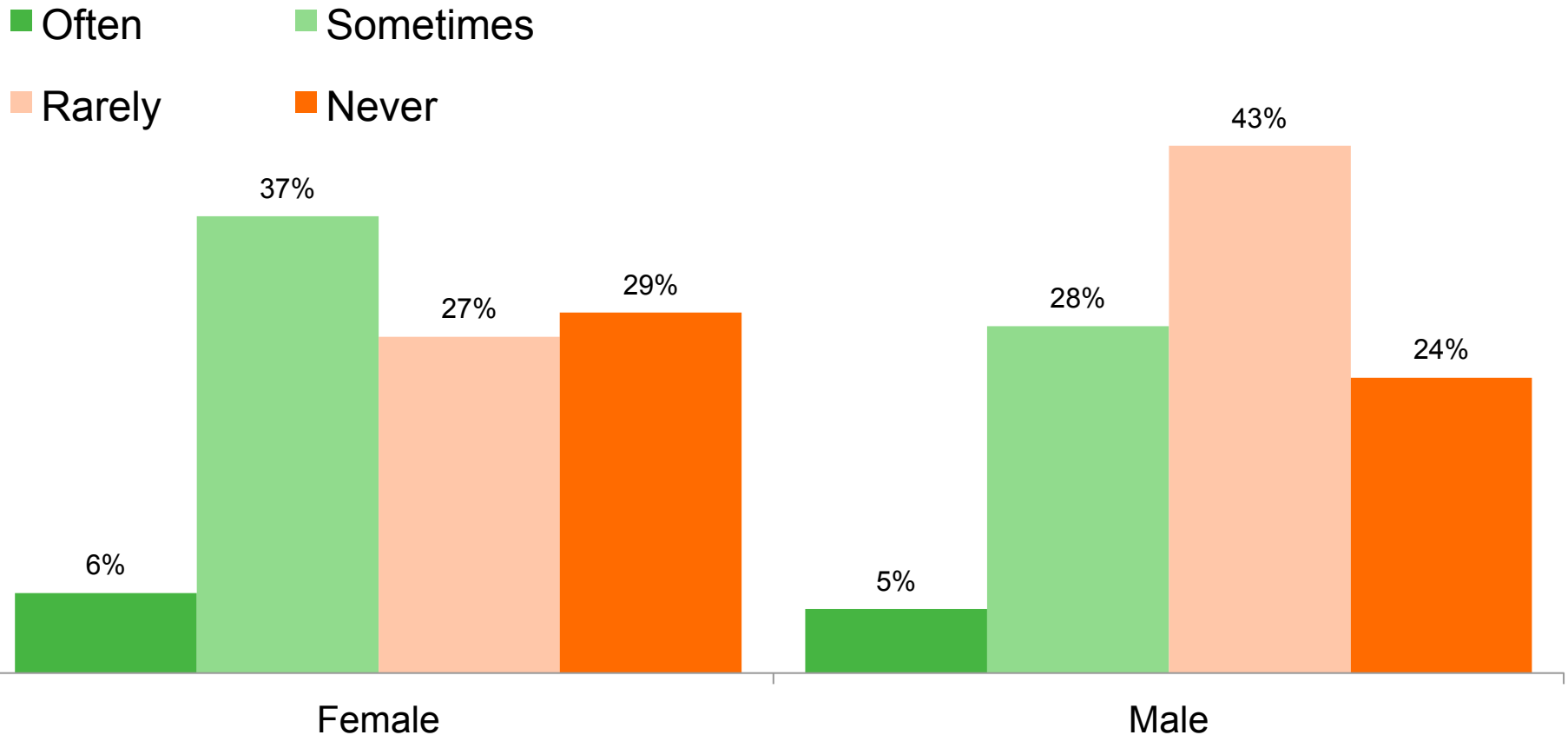
# Request

How often have you been influenced by social media messages from friends/contacts to purchase certain medicines?



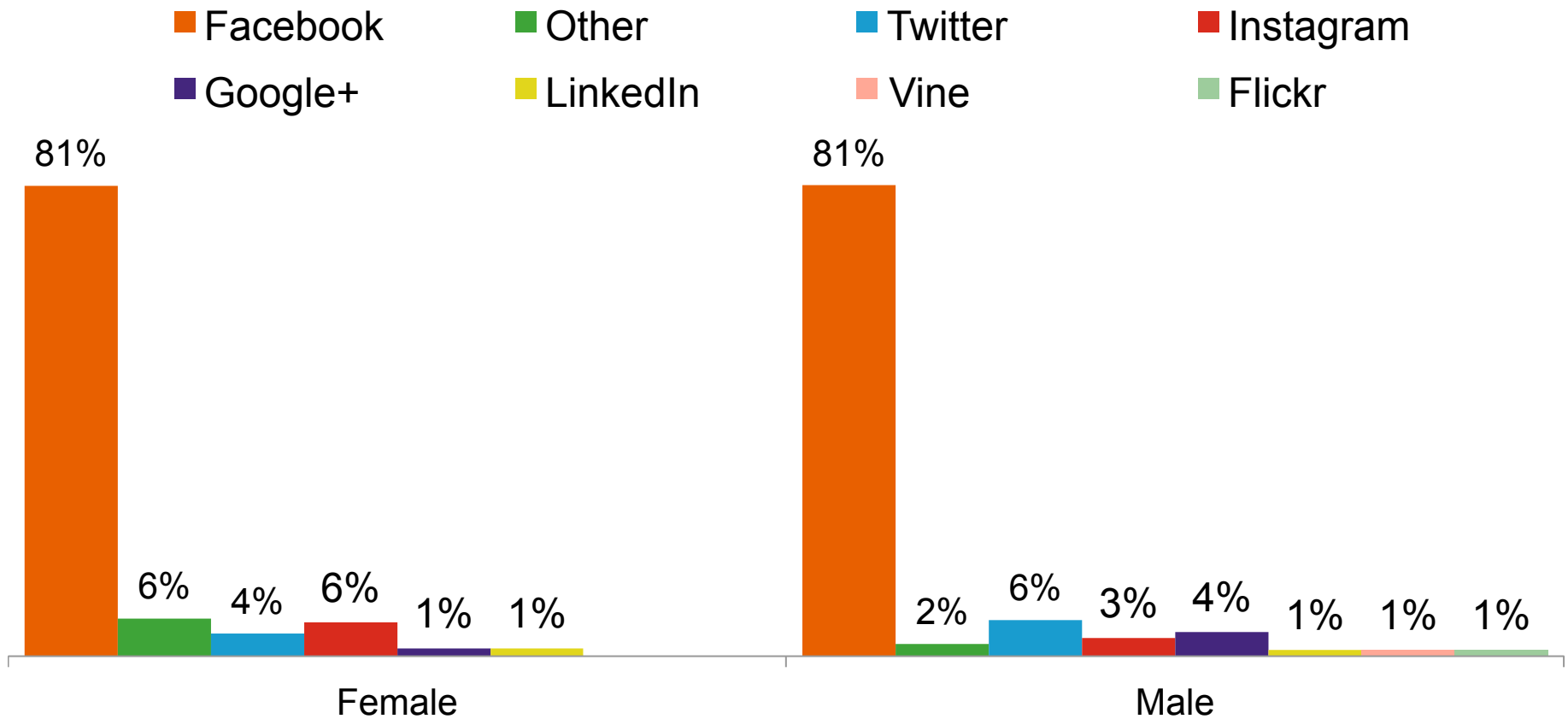
# Request

How often have you been influenced by social media advertisements/  
sponsored posts from companies to purchase certain medicines?



# Request

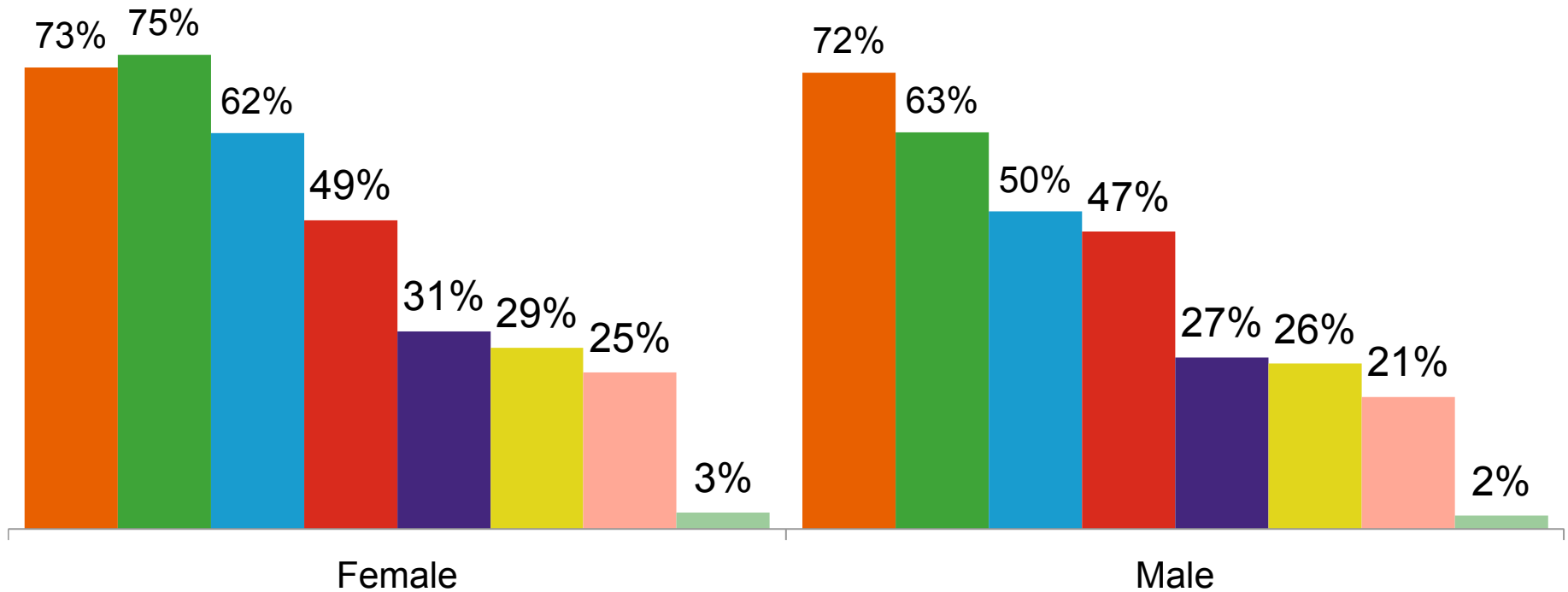
In your opinion, which ONE social media network is best suited to influence your medicine purchases?



# Request

**Where do you get information to influence your purchases of over-the-counter medications? Choose as many as apply.**

- Doctor(s)
- Search Engines
- Health Apps
- Social Media
- Family/Friends
- Pharmacist(s)
- Directly Visiting Specific Websites
- Other





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Rank the following by how strongly they influence your purchases of over-the-counter medications, where 1 designates the highest level of influence.

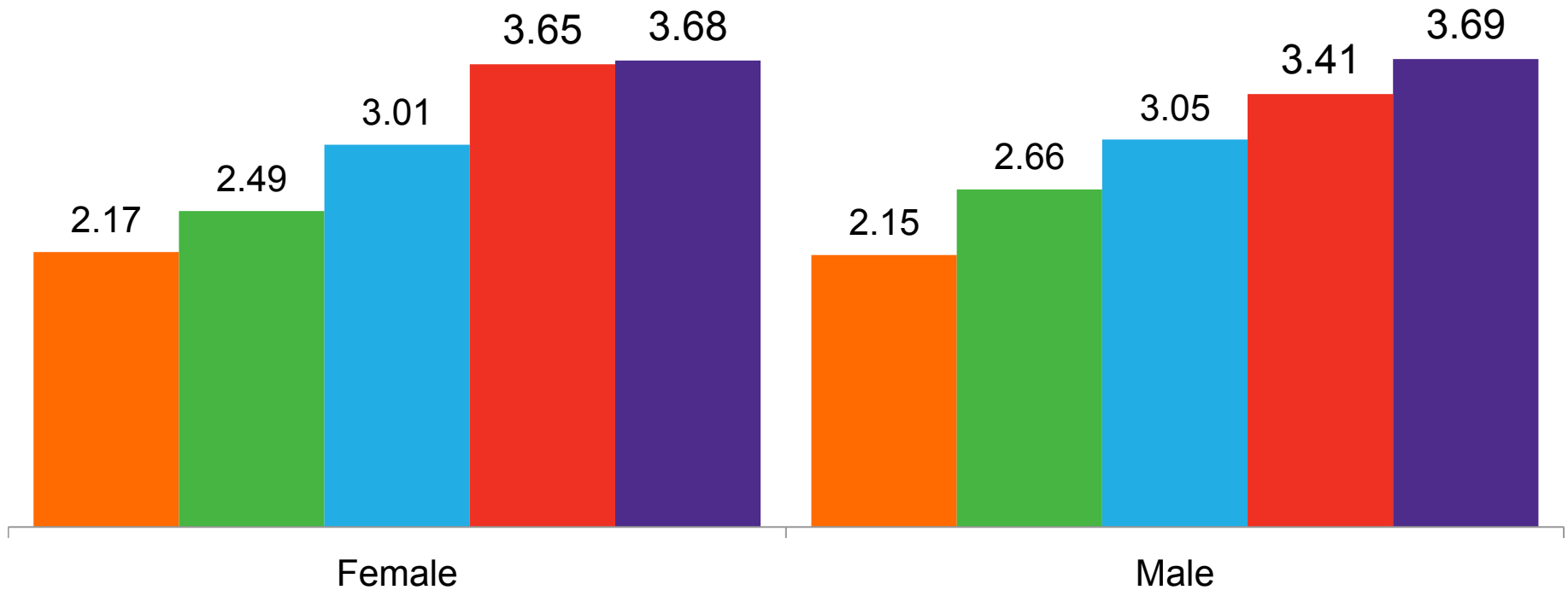
Professional Recommendation

Friend/Family Recommendation

Price

Brand

Value



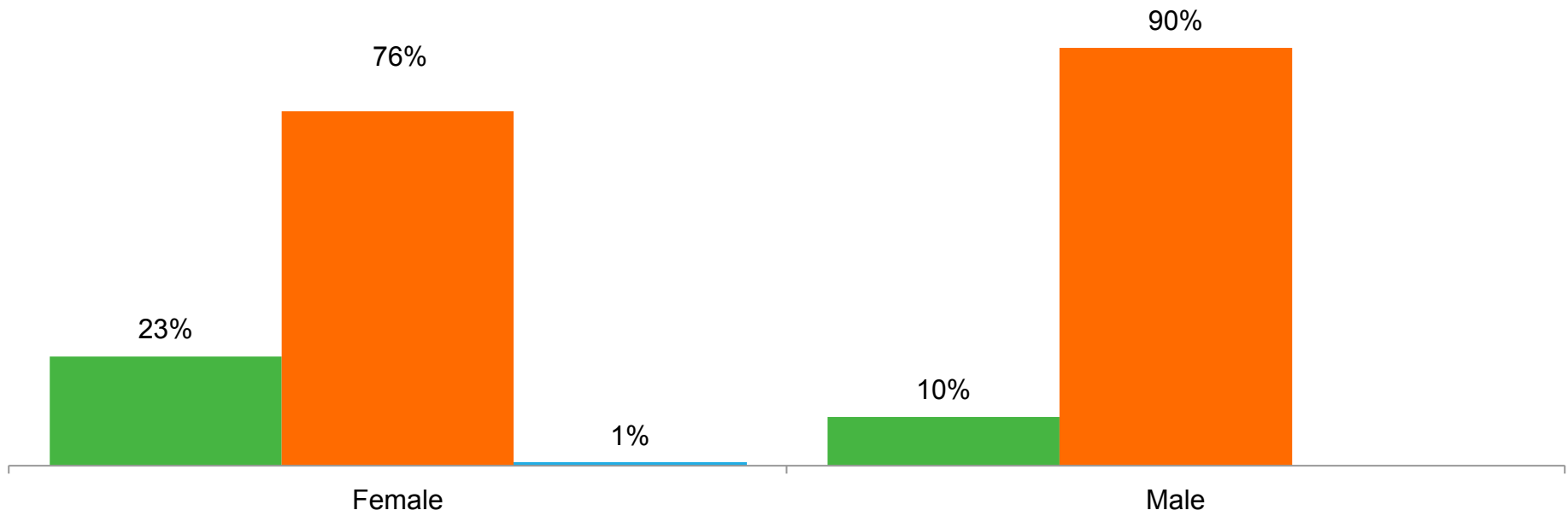
# Request

**Do you follow any medication brands and/or drug stores on social media?**

■ Yes

■ No

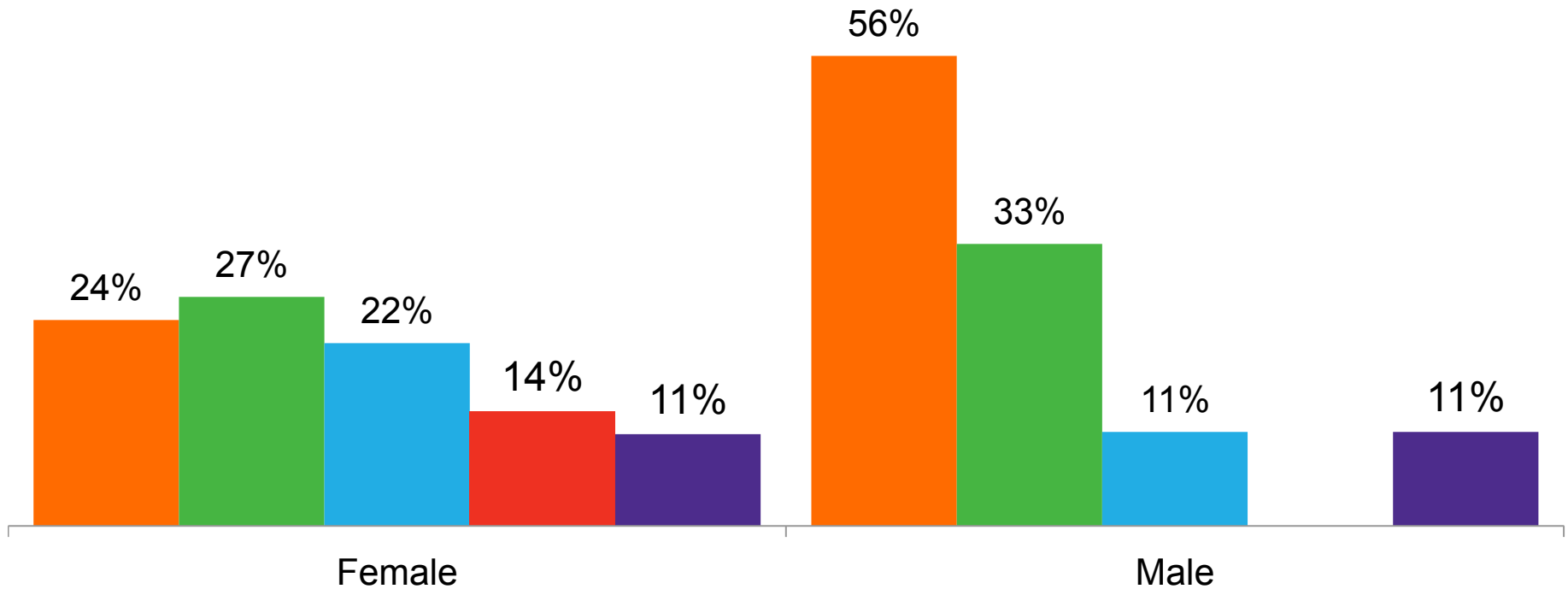
■ NA



# Request

Tell us what medicine and/or drug store brands you follow on social media? (Top Five Shown)\*

Walgreens Cvs Tylenol Nyquil / Dayquil Rite Aid



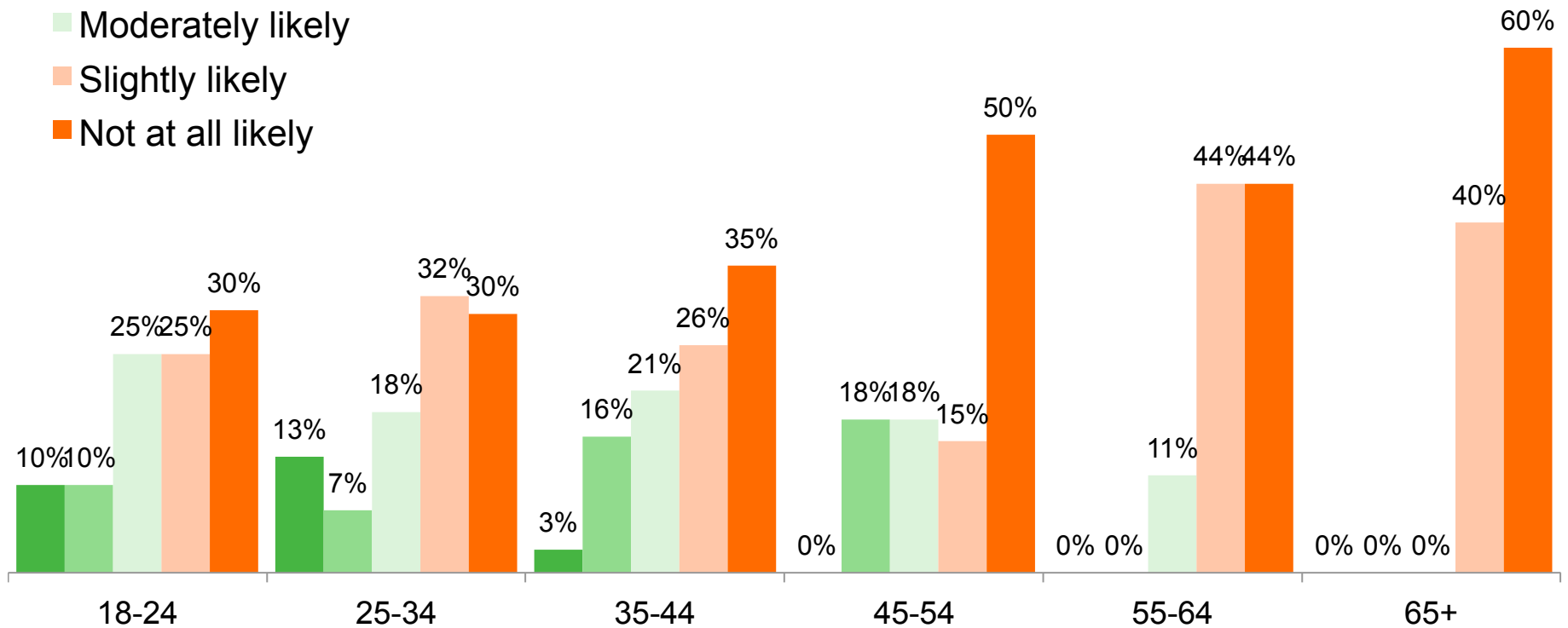
\*Of those who follow a medicine and/or drug store brand on social media

# Questions by Age Range

# Request

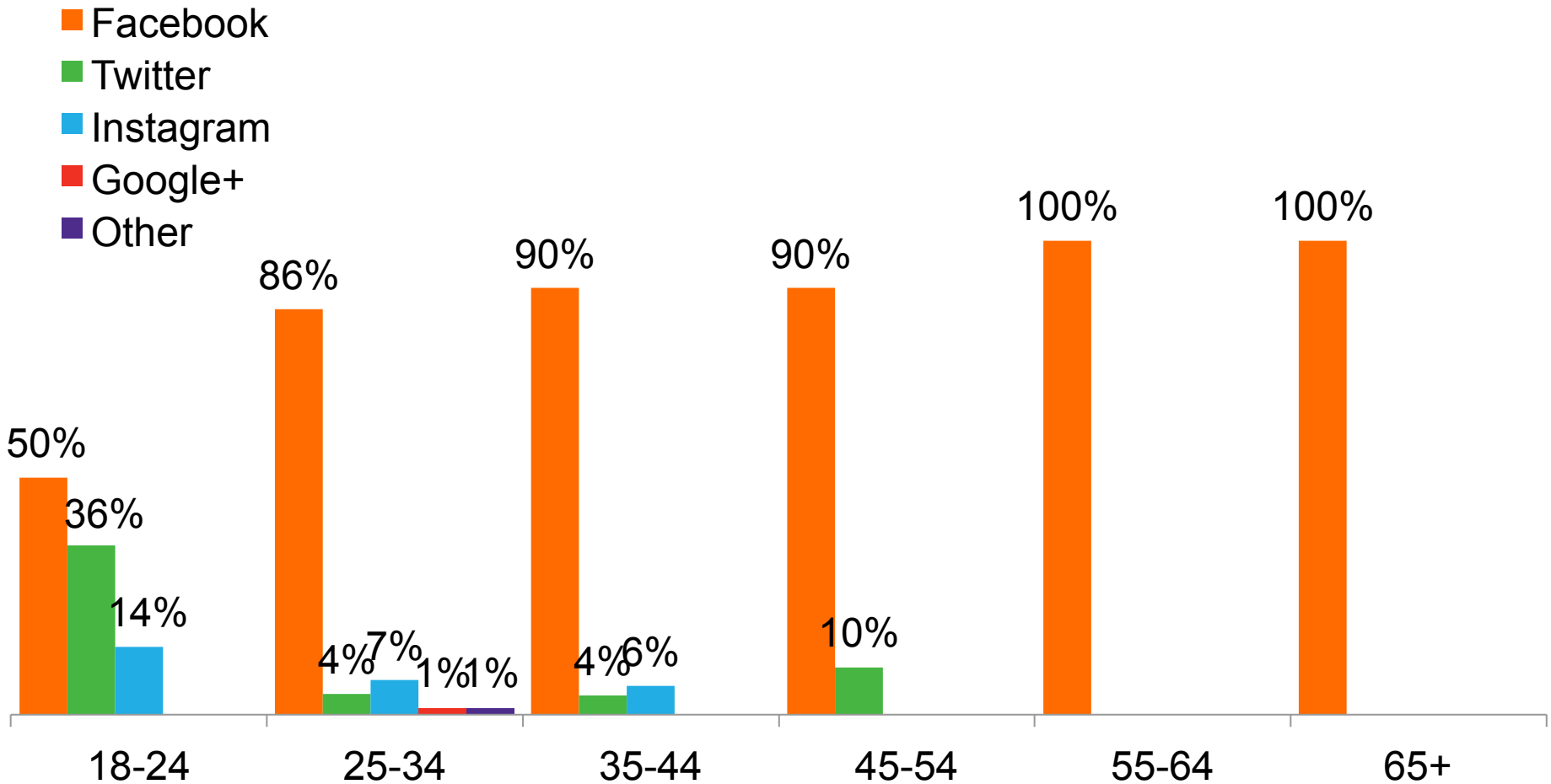
**When you get sick, how likely are you to post/announce that you are sick on social media?**

- Completely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely



# Request

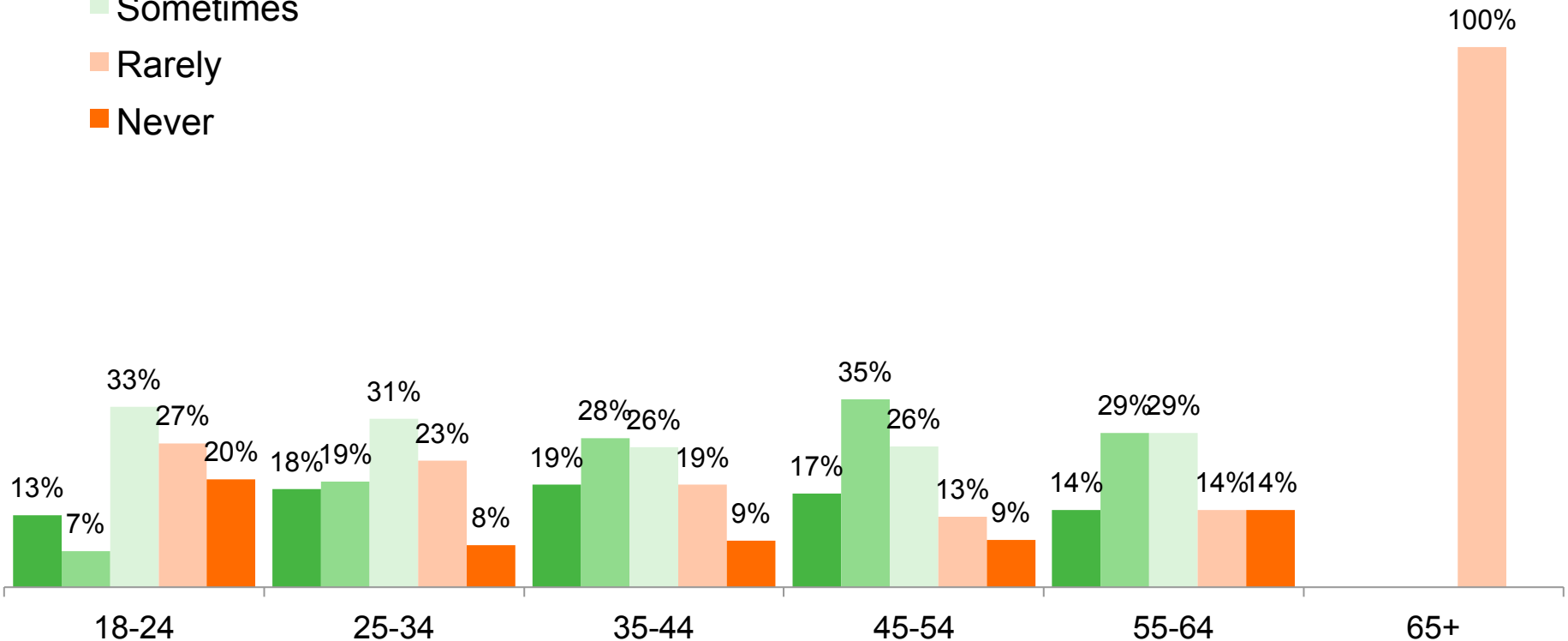
Which ONE social media network are you MOST LIKELY to use to report that you're feeling sick?



# Request

When you get sick, how often do you report that you're sick on at least one social media network?

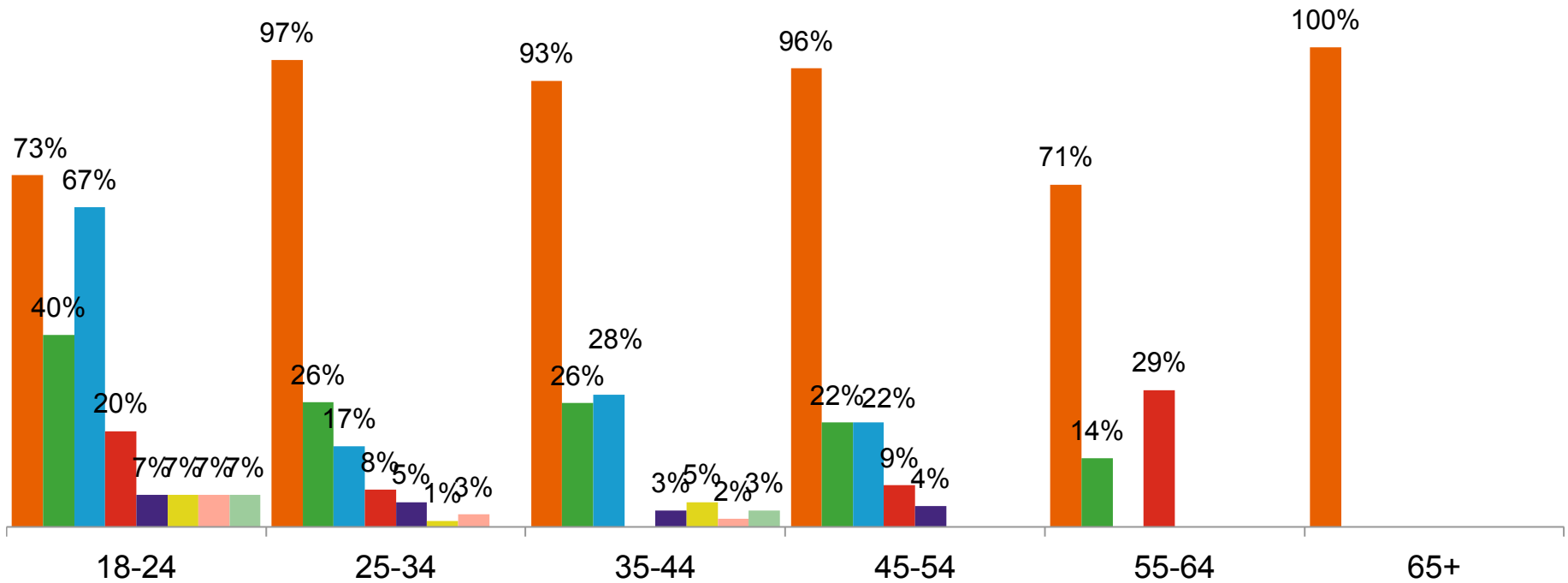
- Always
- Often
- Sometimes
- Rarely
- Never



# Request

Which social media platform(s) have you used in the past to report that you were sick? Choose all that apply.

- Facebook Instagram Twitter
- Other Google+ LinkedIn
- Vine Flickr

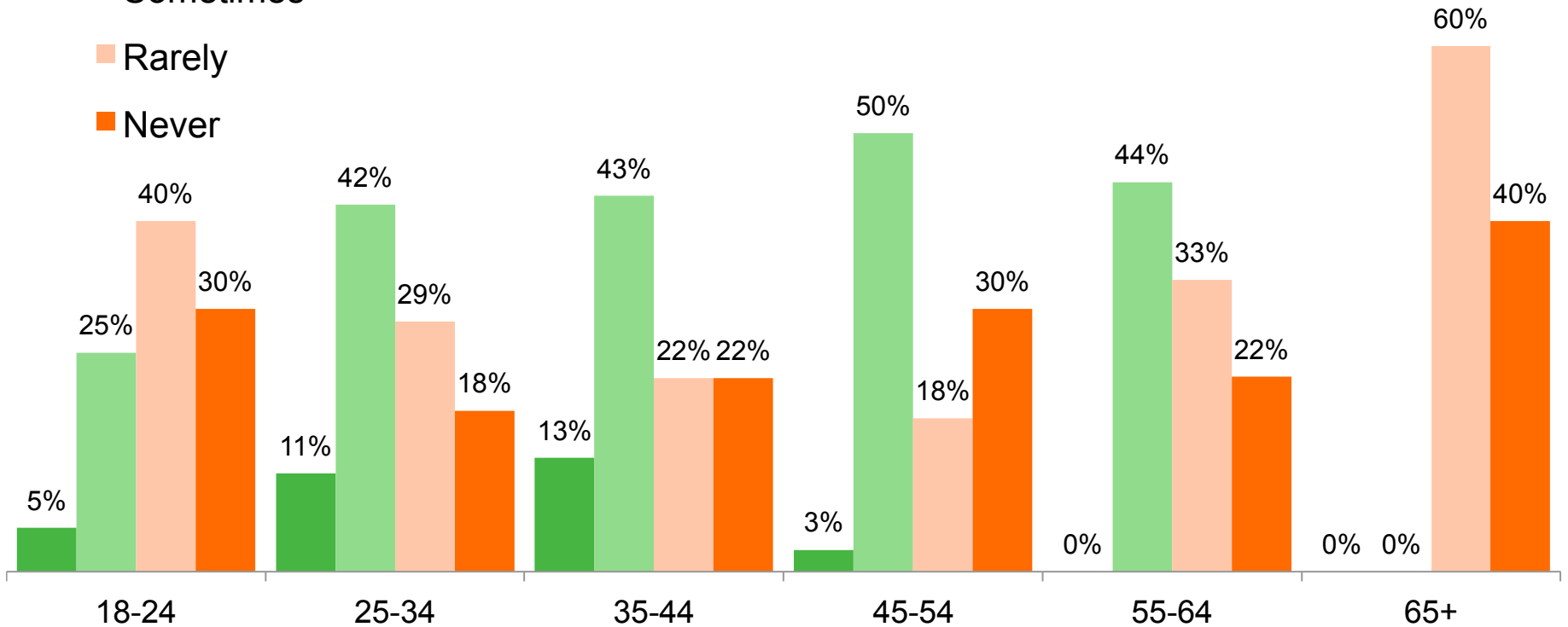




# Request

How often have you been influenced by social media messages from friends/contacts to purchase certain medicines?

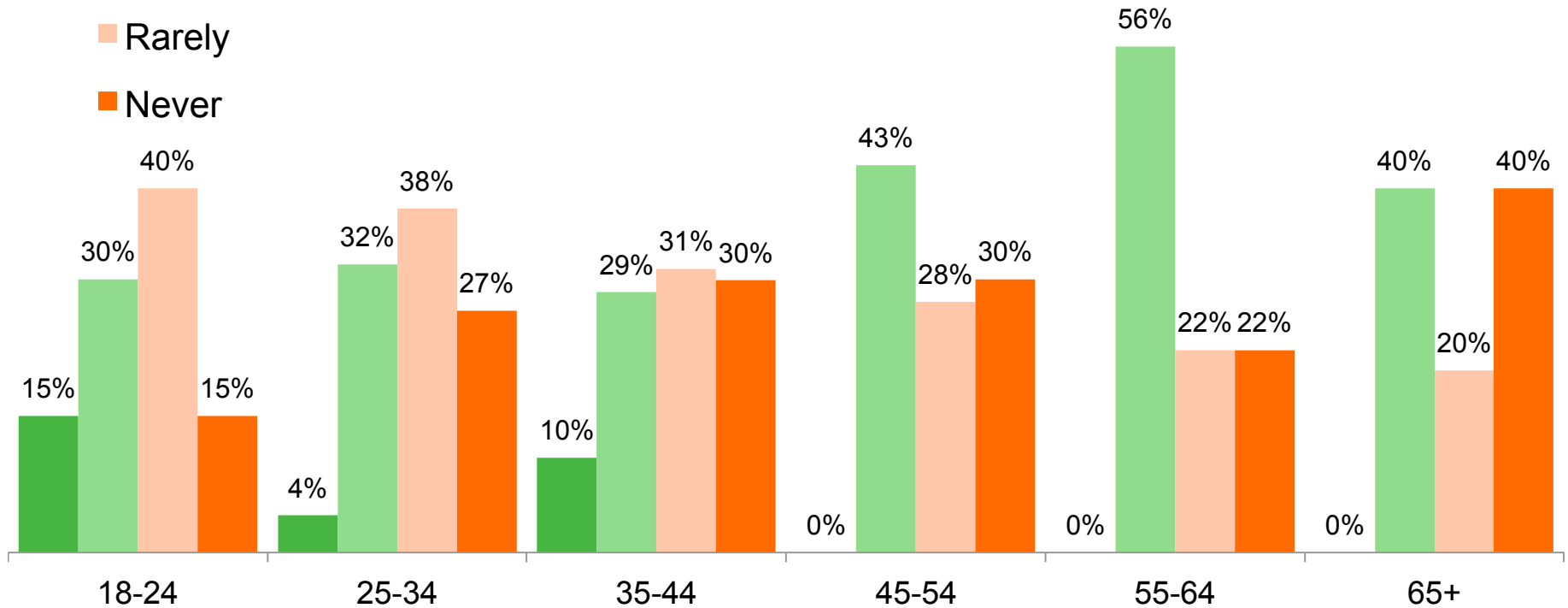
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# Request

How often have you been influenced by social media advertisements/  
sponsored posts from companies to purchase certain medicines?

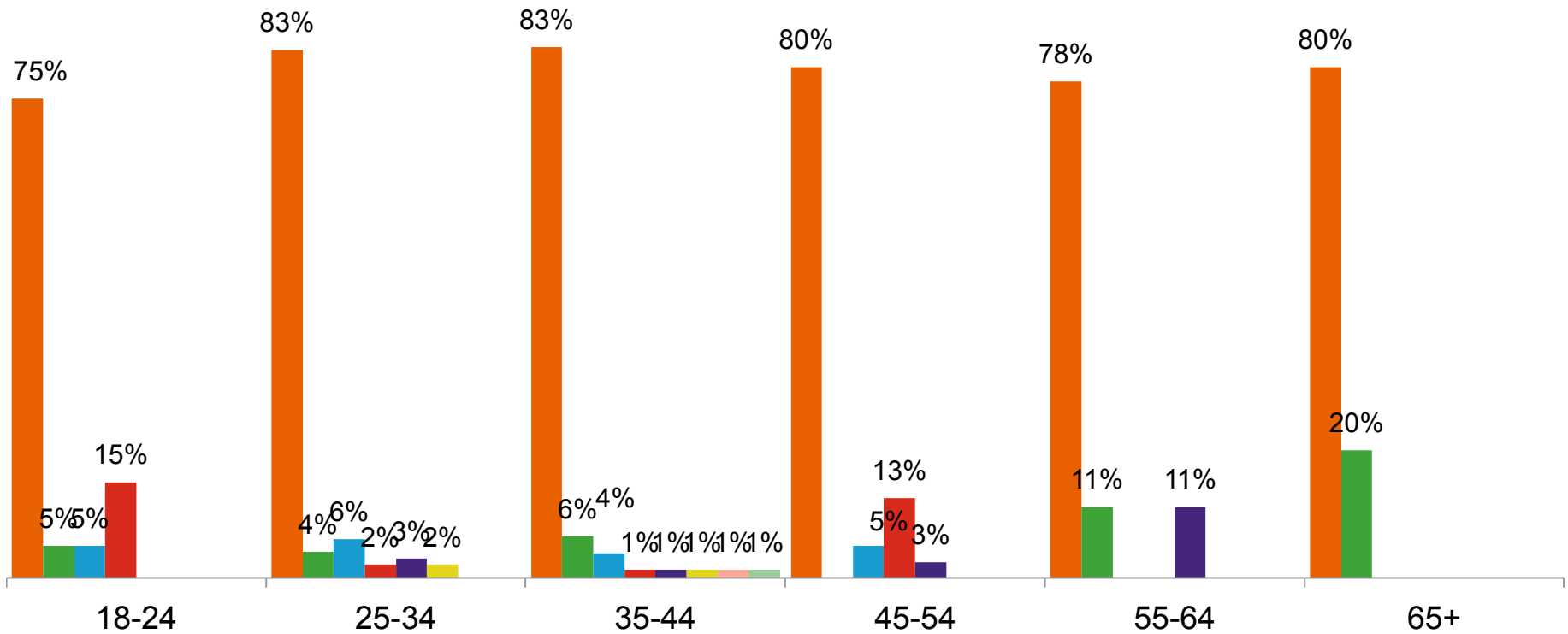
- Often
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# Request

**In your opinion, which ONE social media network is best suited to influence your medicine purchases?**

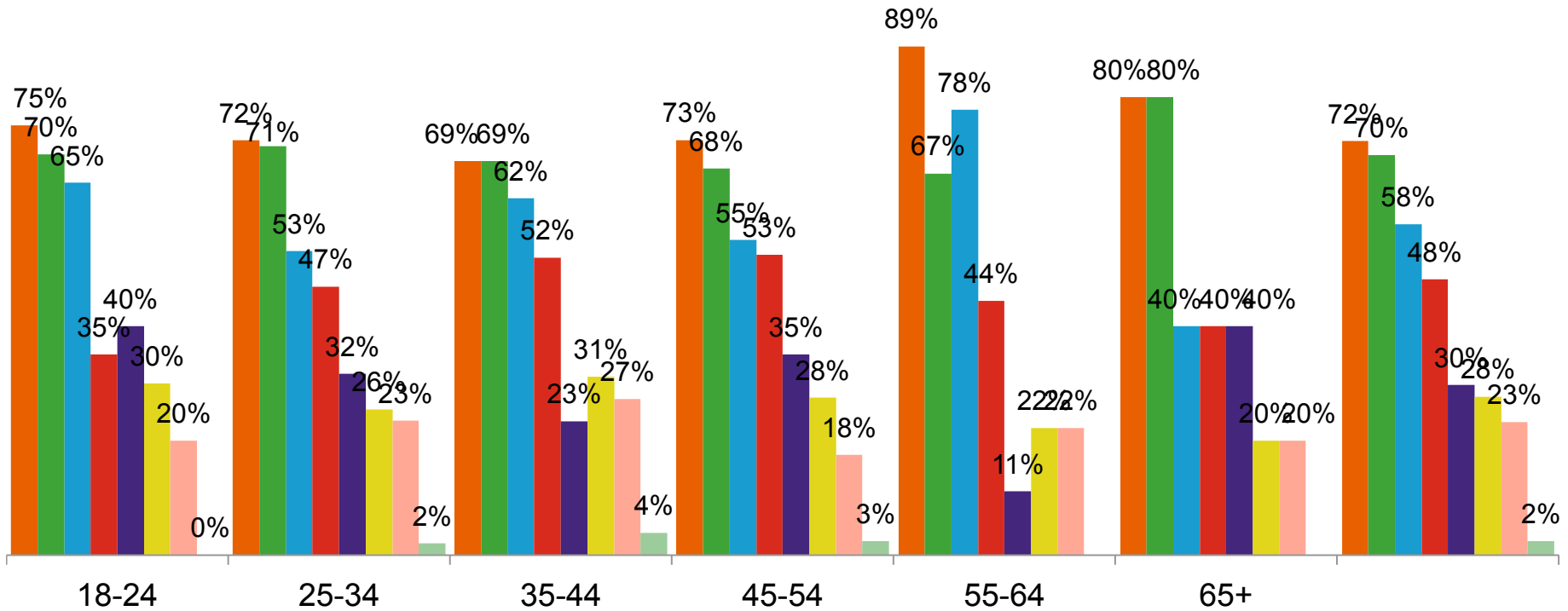
- Facebook    Other    Instagram
- Twitter    Google+    LinkedIn
- Vine    Flickr



# Request

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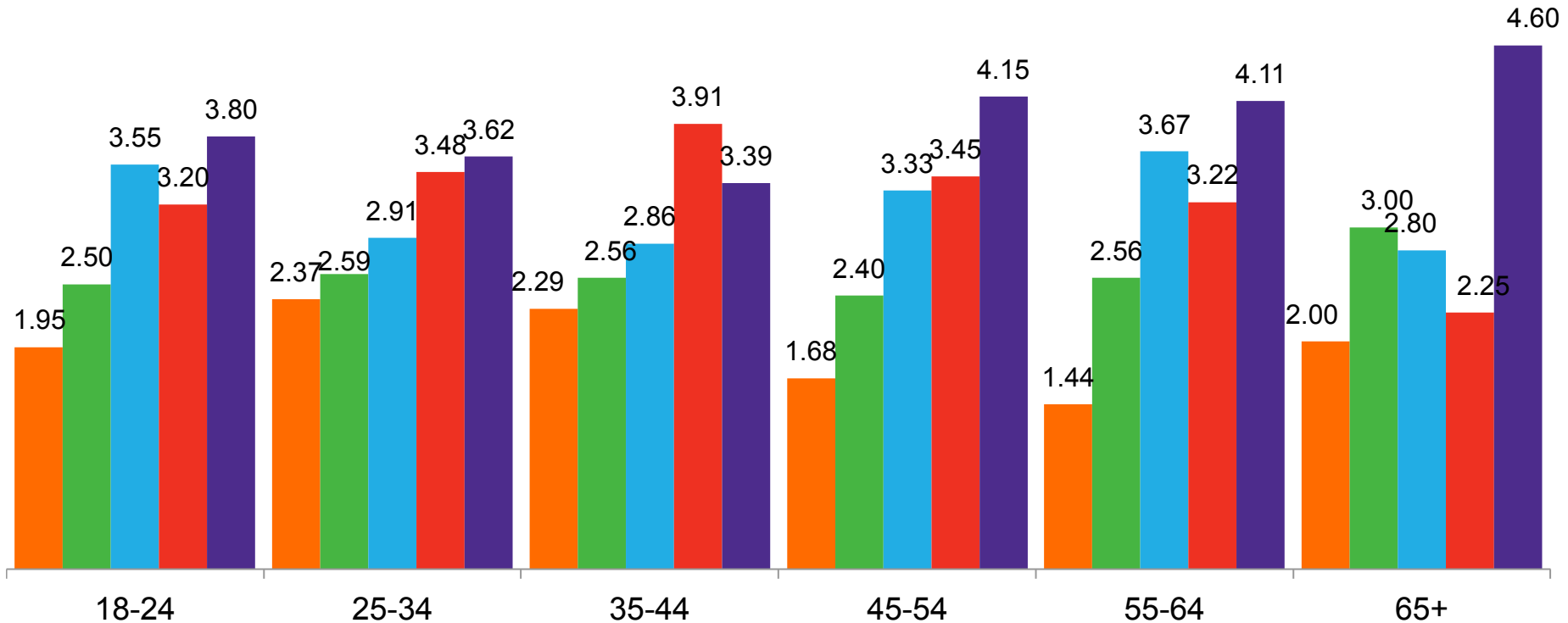
- Doctor(s)
- Family / Friends
- Search Engines
- Pharmacist(s)
- Health Apps
- Directly Visiting Specific Websites
- Social Media
- Other



# Request

Rank the following by how strongly they influence your purchases of over-the-counter medications, where 1 designates the highest level of influence.

- Average of PROFESSIONAL RECOMMENDATION
- Average of FRIEND/FAMILY RECOMMENDATION
- Average of PRICE
- Average of BRAND



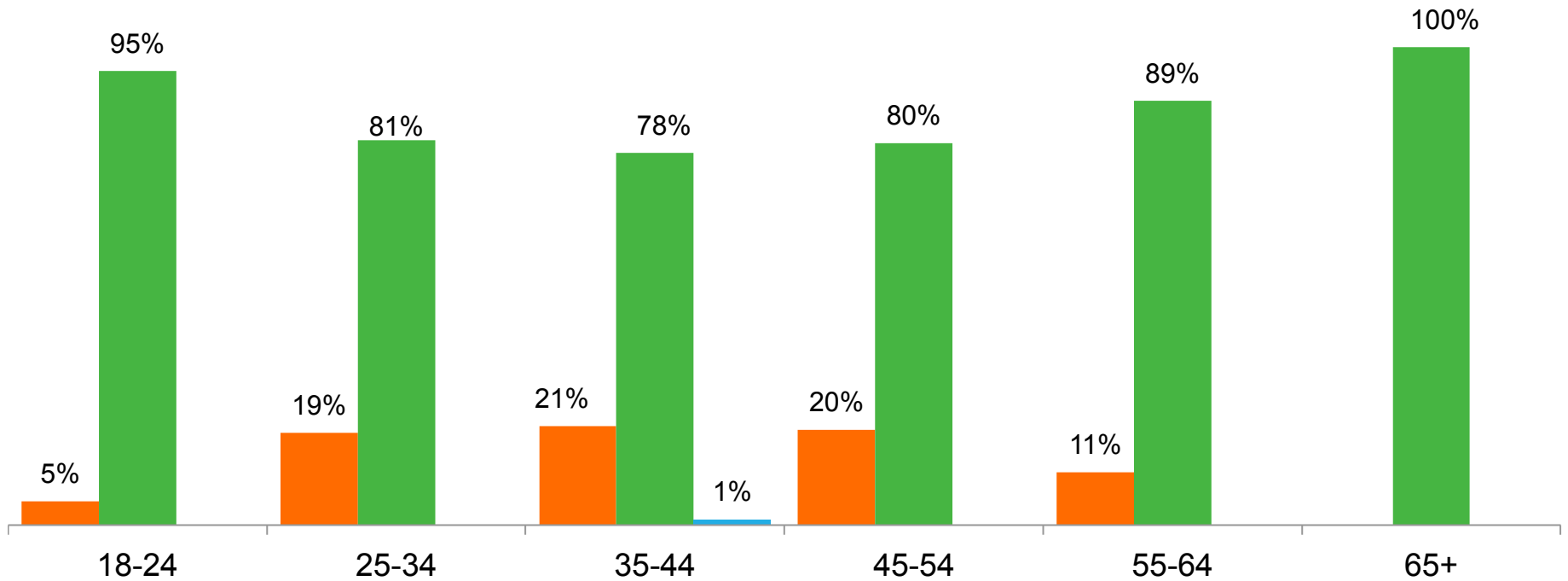
# Request

**Do you follow any medication brands and/or drug stores on social media?**

Yes

No

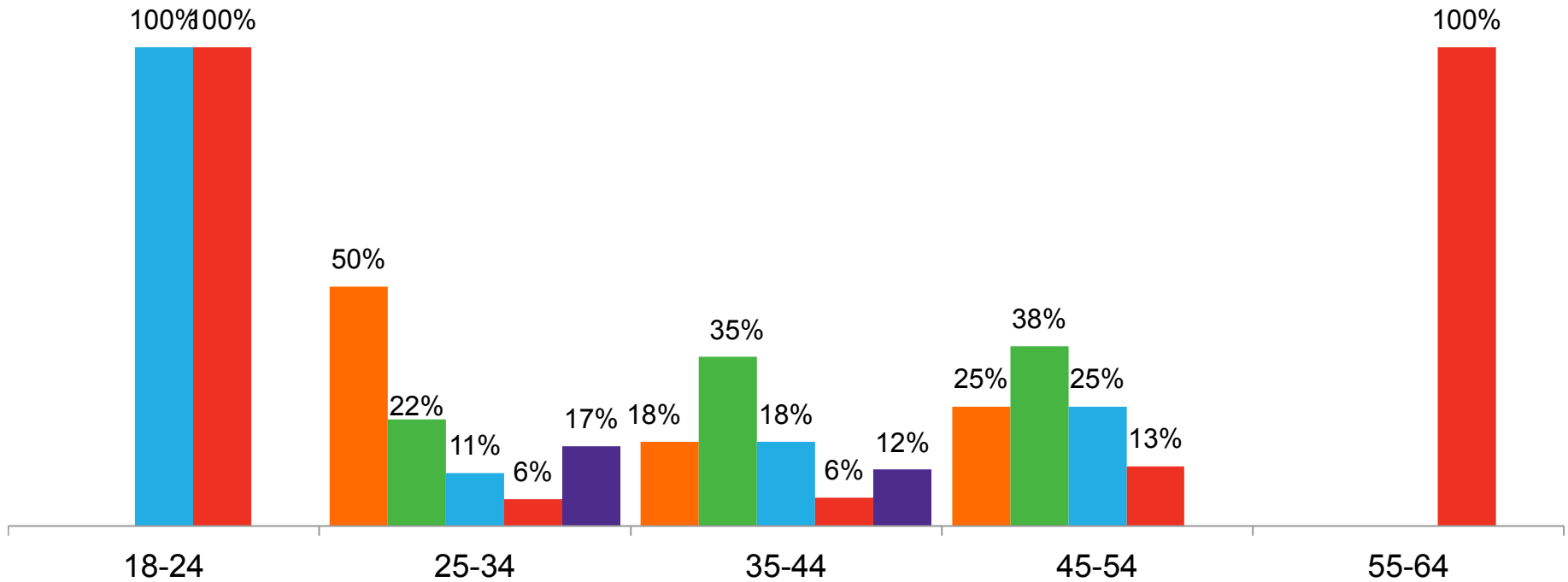
NA



# Request

Tell us what medicine and/or drug store brands you follow on social media? (Top Five Shown)\*

Walgreens Cvs Tylenol Nyquil / Dayquil Rite Aid



\*Of those who follow a medicine and/or drug store brand on social media

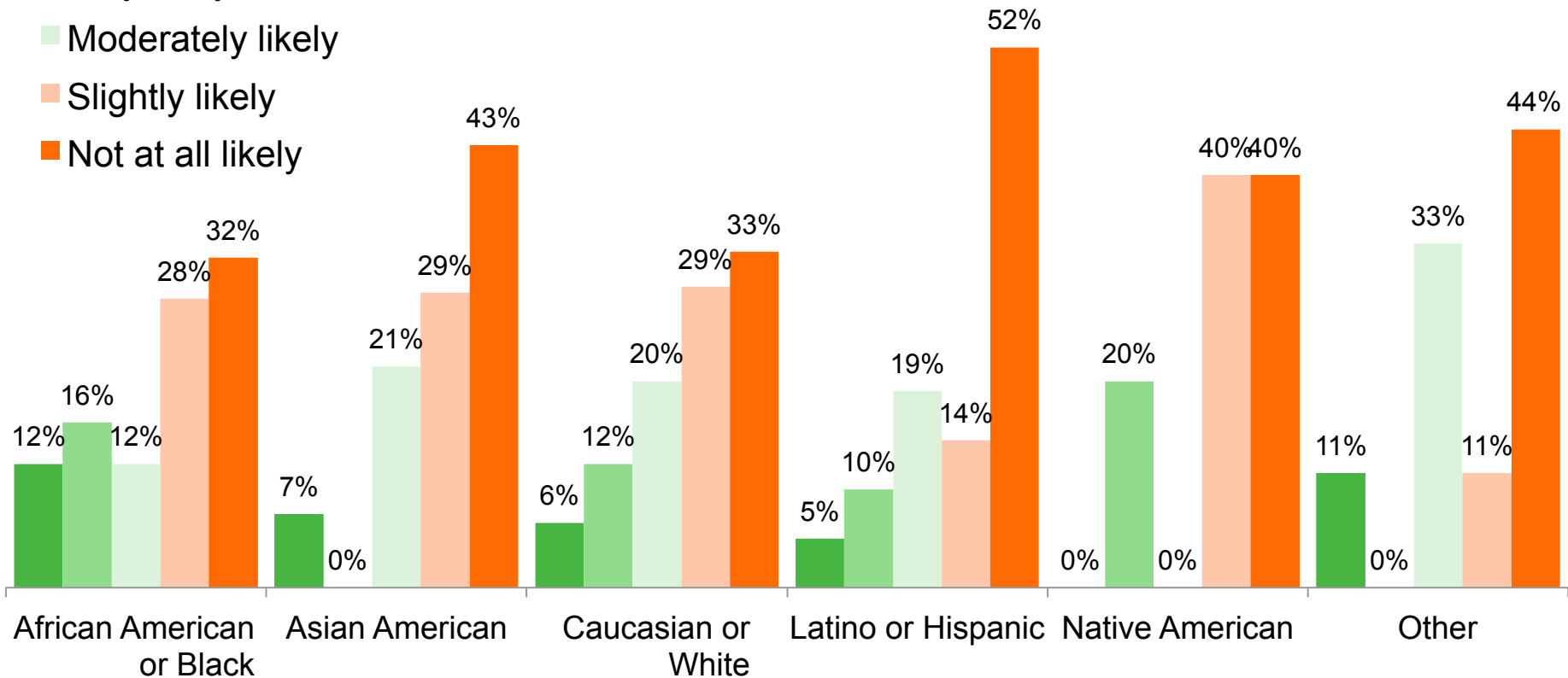
# Questions by Ethnicity



# Request

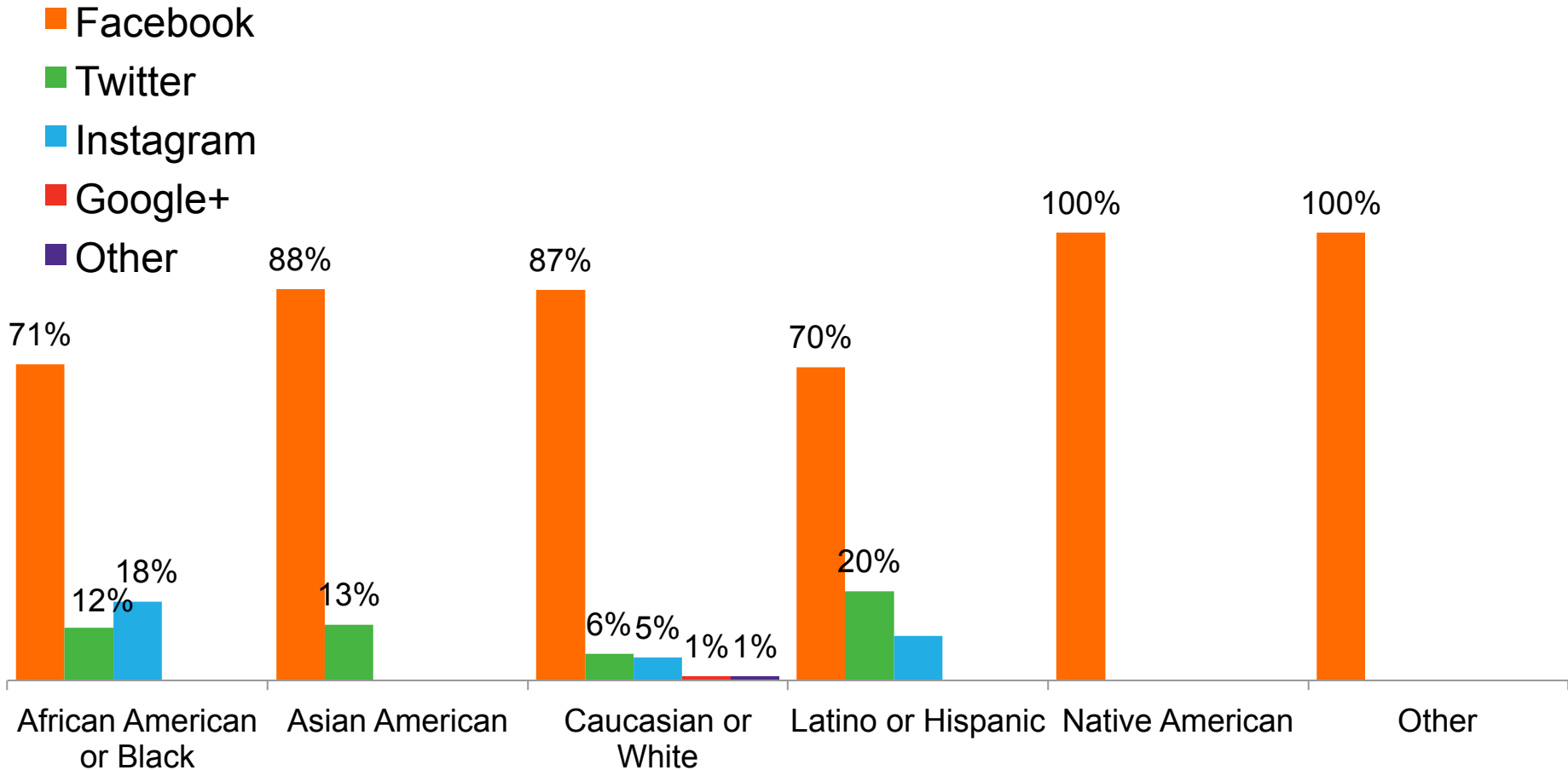
**When you get sick, how likely are you to post/announce that you are sick on social media?**

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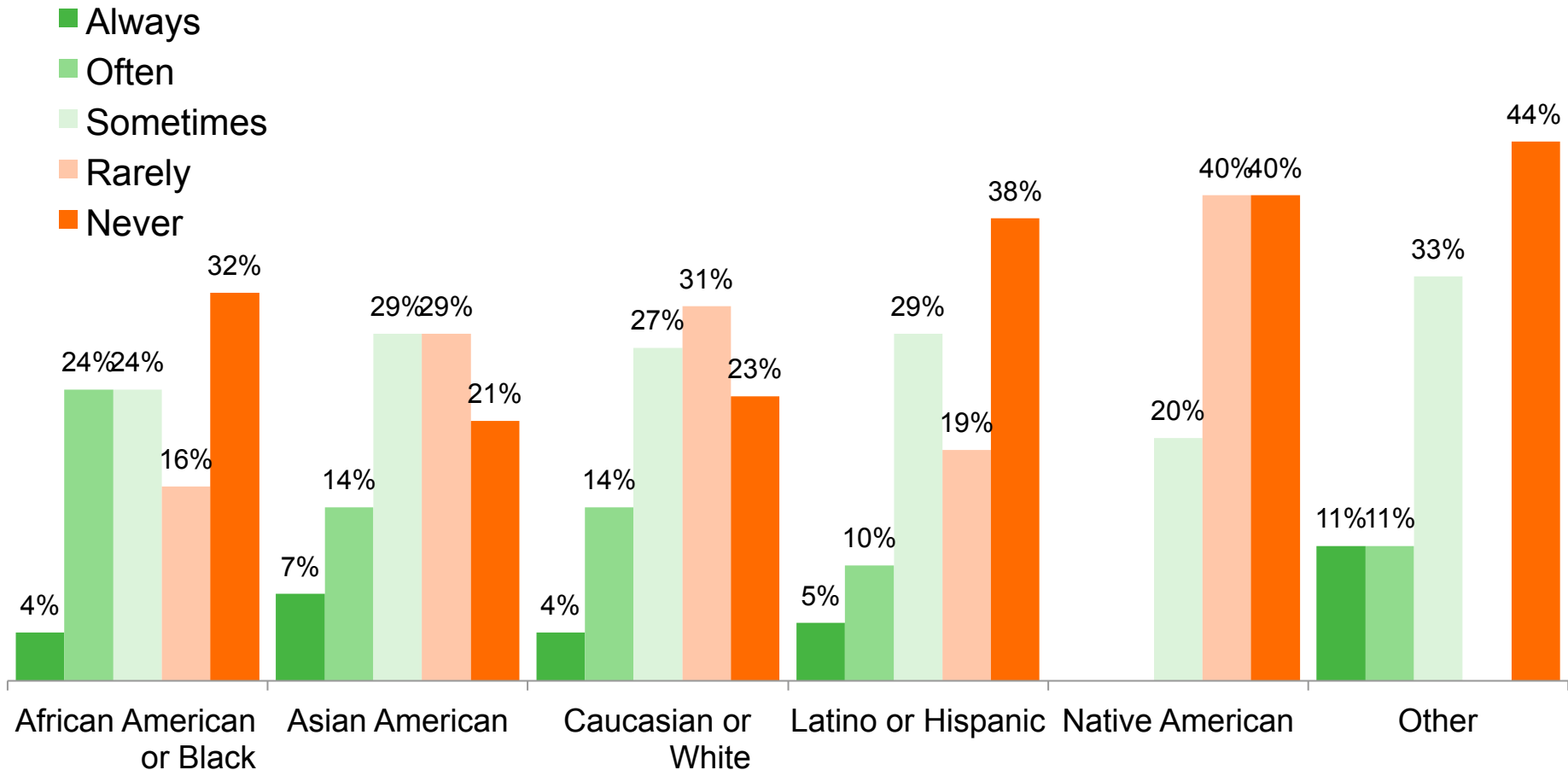
# Request

Which ONE social media network are you MOST LIKELY to use to report that you're feeling sick?



# Request

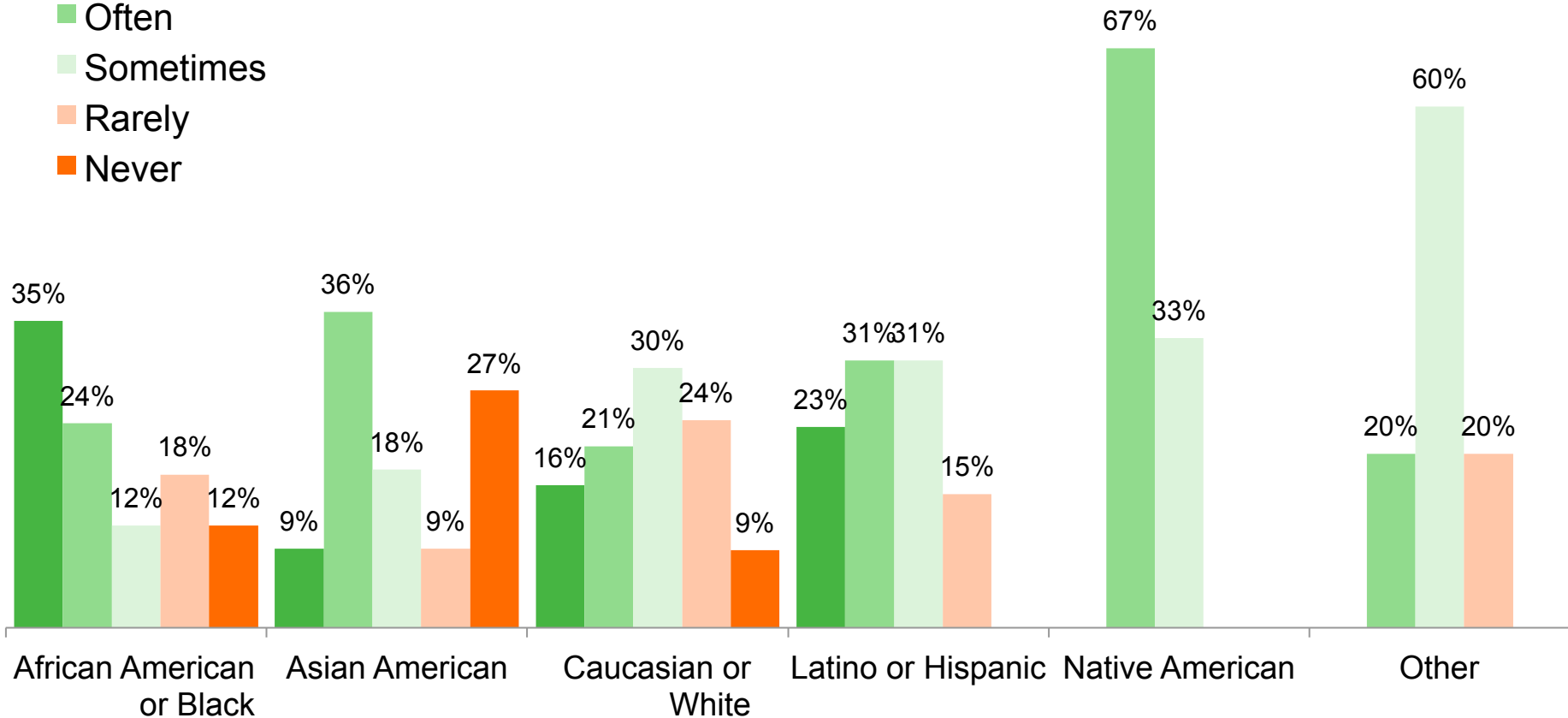
**When you get sick, how often do you report that you're sick on at least one social media network?**



# Request

**When you report sickness on social media, how often do friends/contacts recommend medications?**

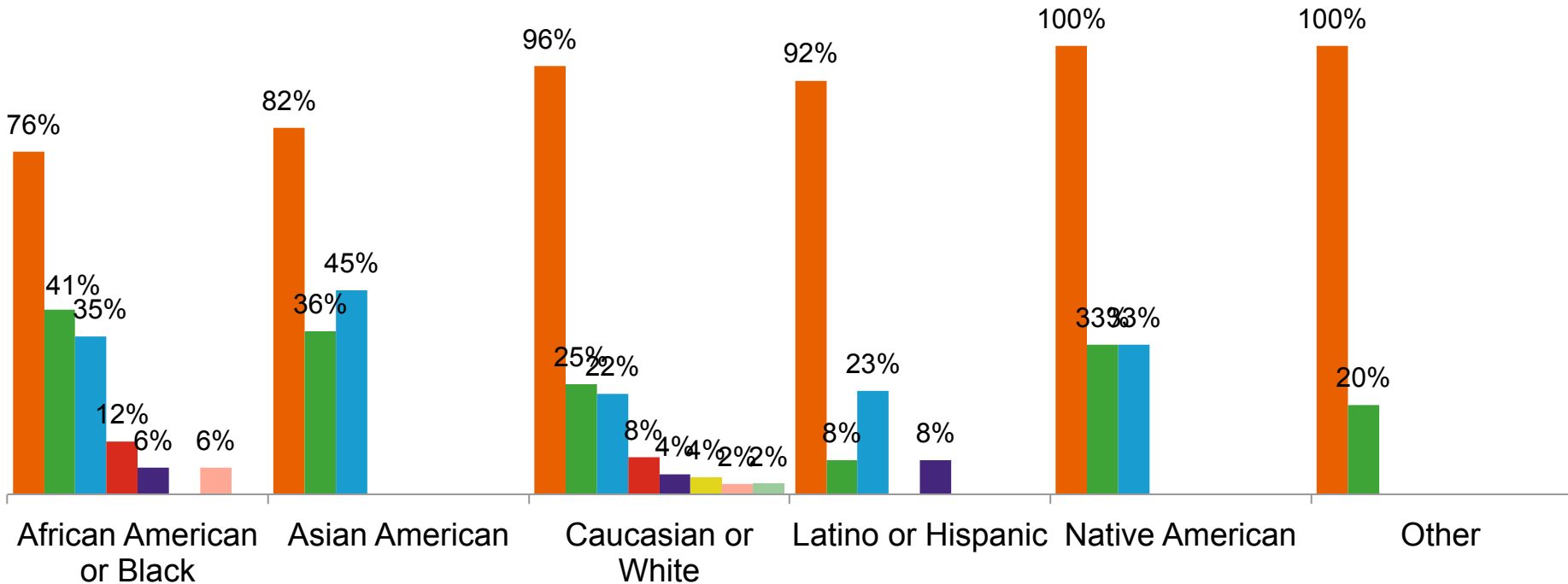
- Always
- Often
- Sometimes
- Rarely
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# Request

**Which social media platform(s) have you used in the past to report that you were sick? Choose all that apply.**

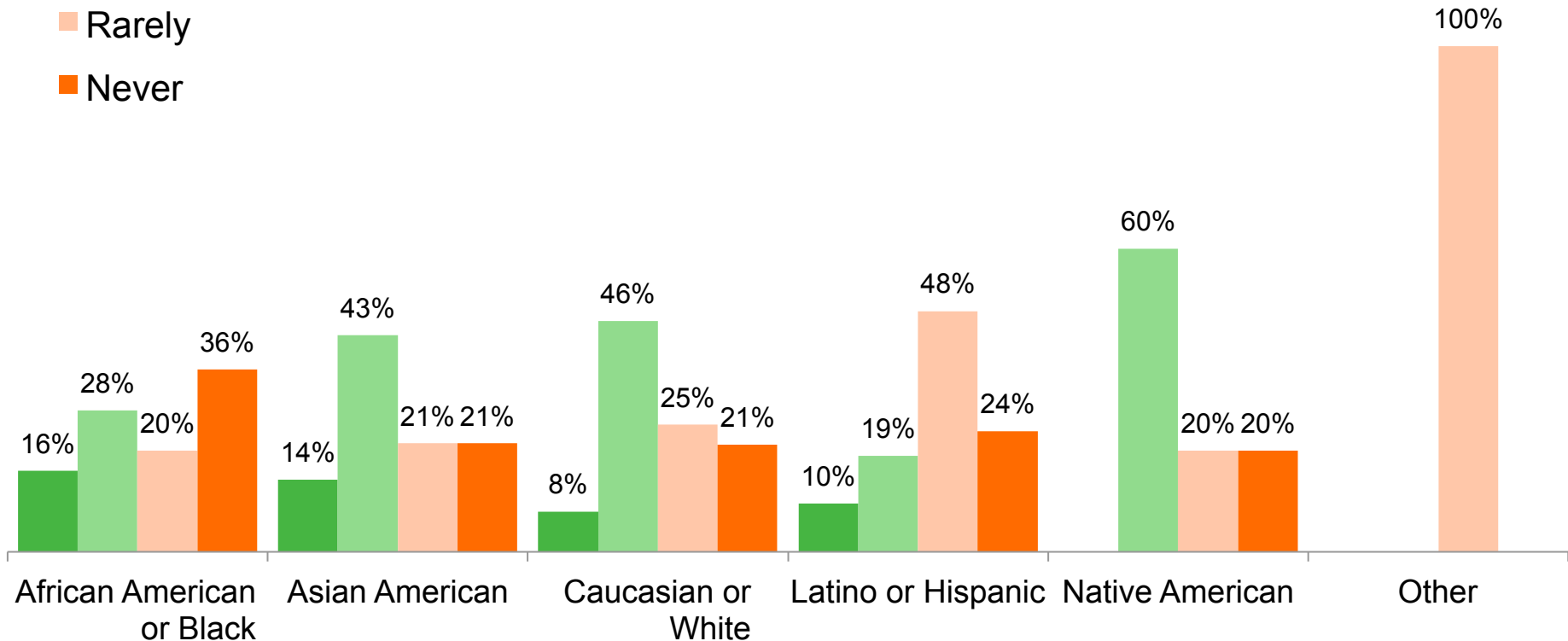
- Facebook
- Instagram
- Twitter
- Other
- Google+
- LinkedIn
- Vine
- Flickr



# Request

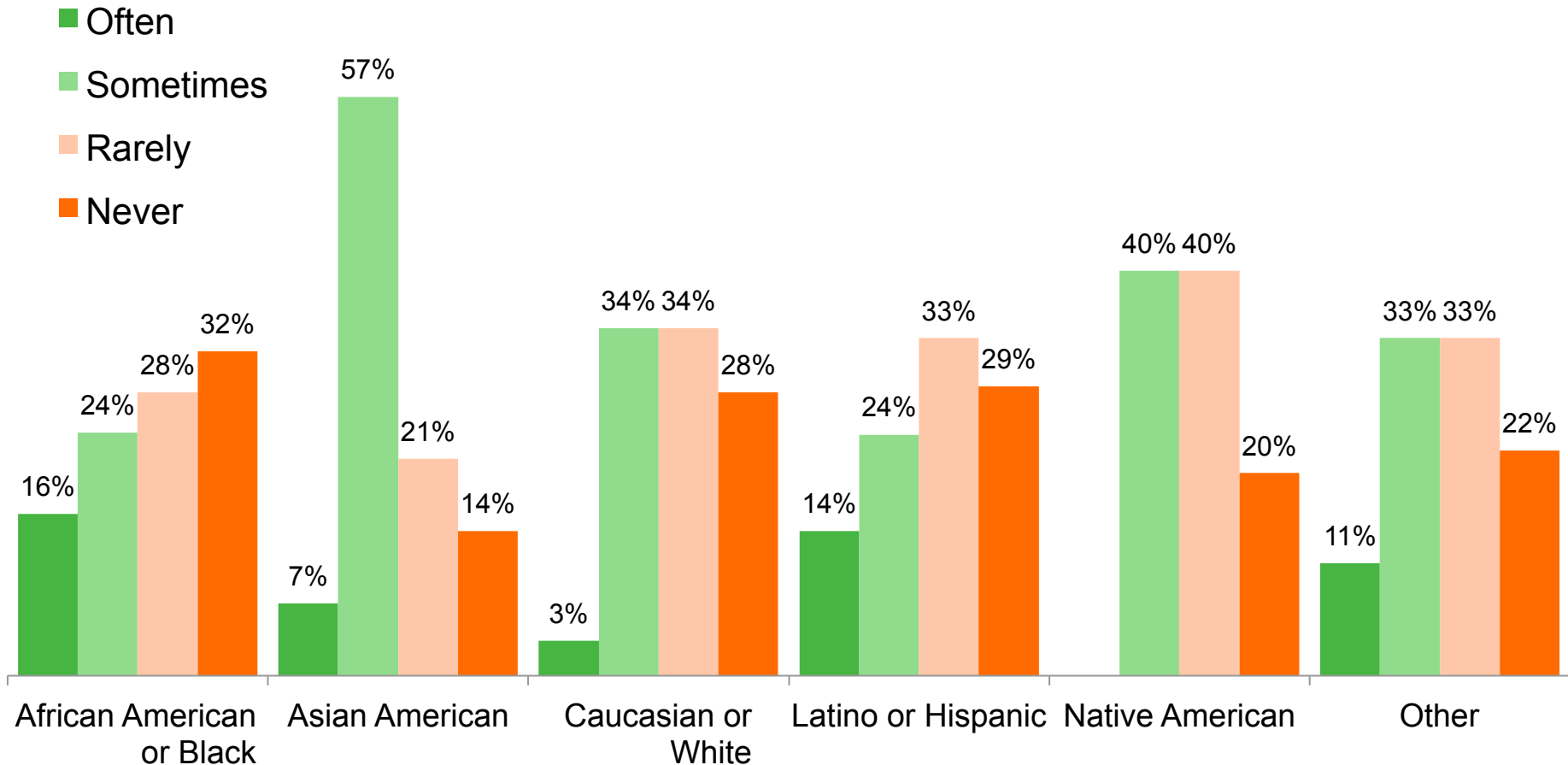
How often have you been influenced by social media messages from friends/contacts to purchase certain medicines?

- Often
- Sometimes
- Rarely
- Never



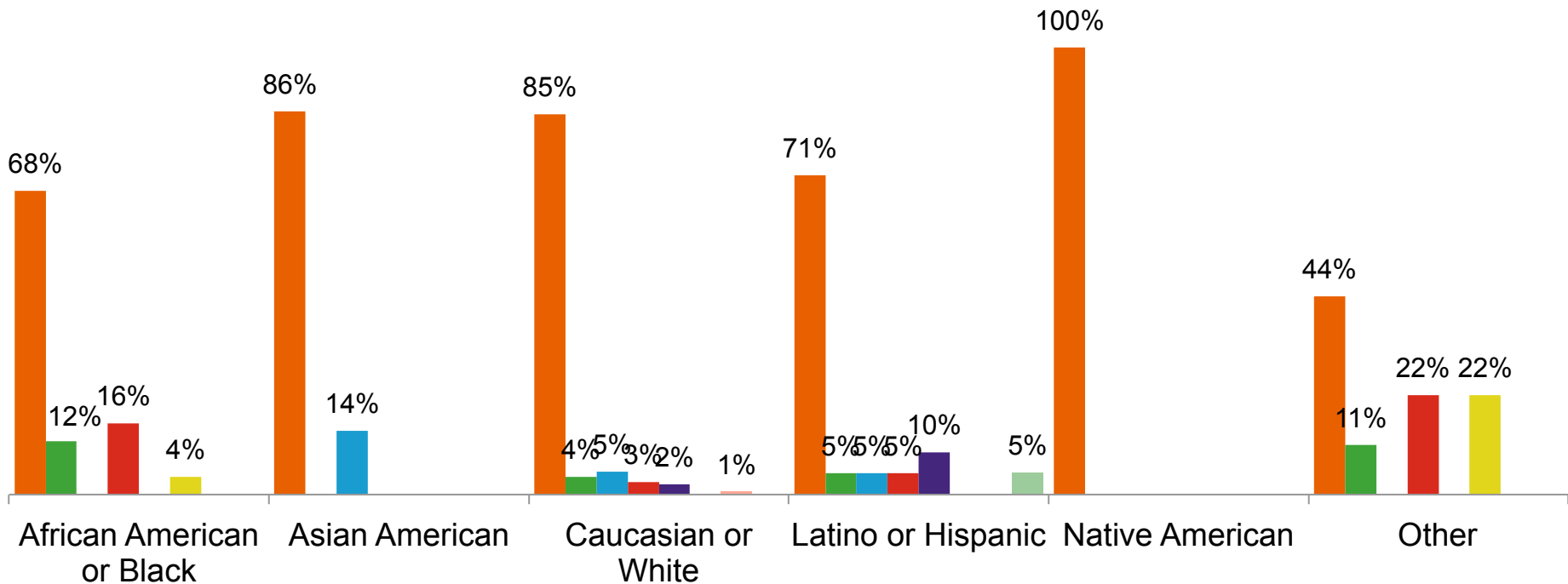
# Request

How often have you been influenced by social media advertisements/  
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# Request

**In your opinion, which ONE social media network is best suited to influence your medicine purchases?**

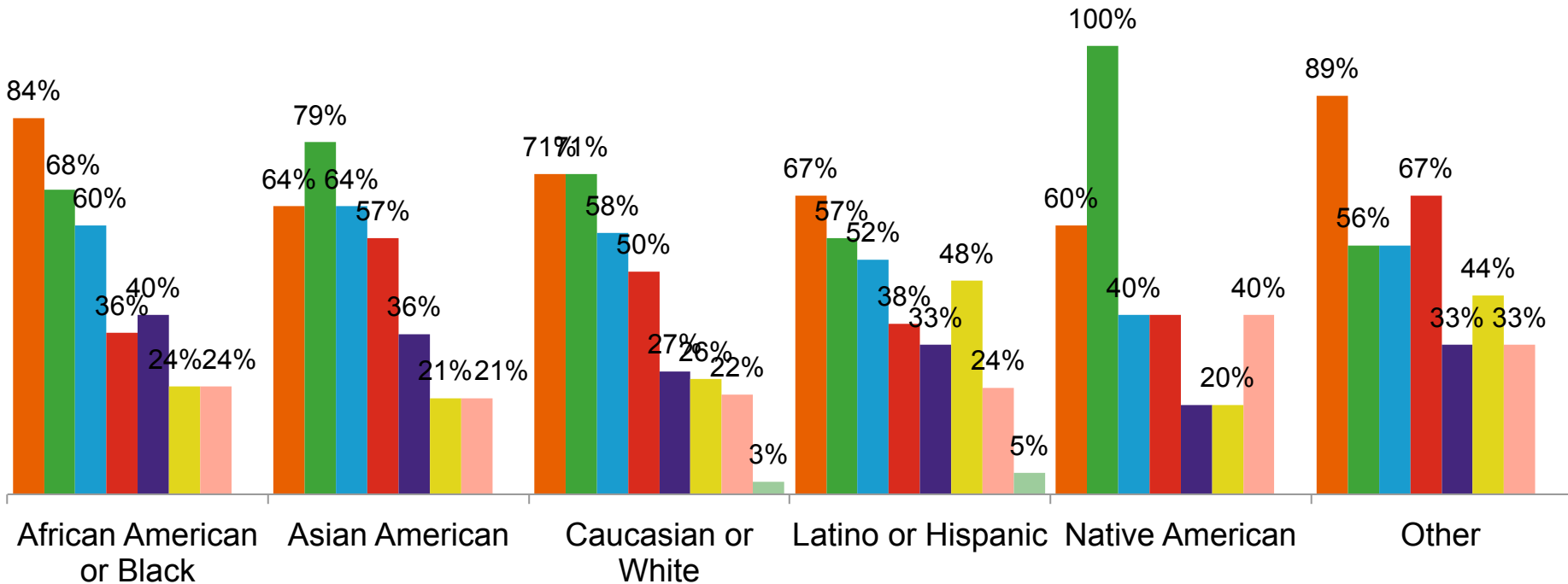




# Request

Where do you get information to influence your purchases of over-the-counter medications? Choose as many as apply.

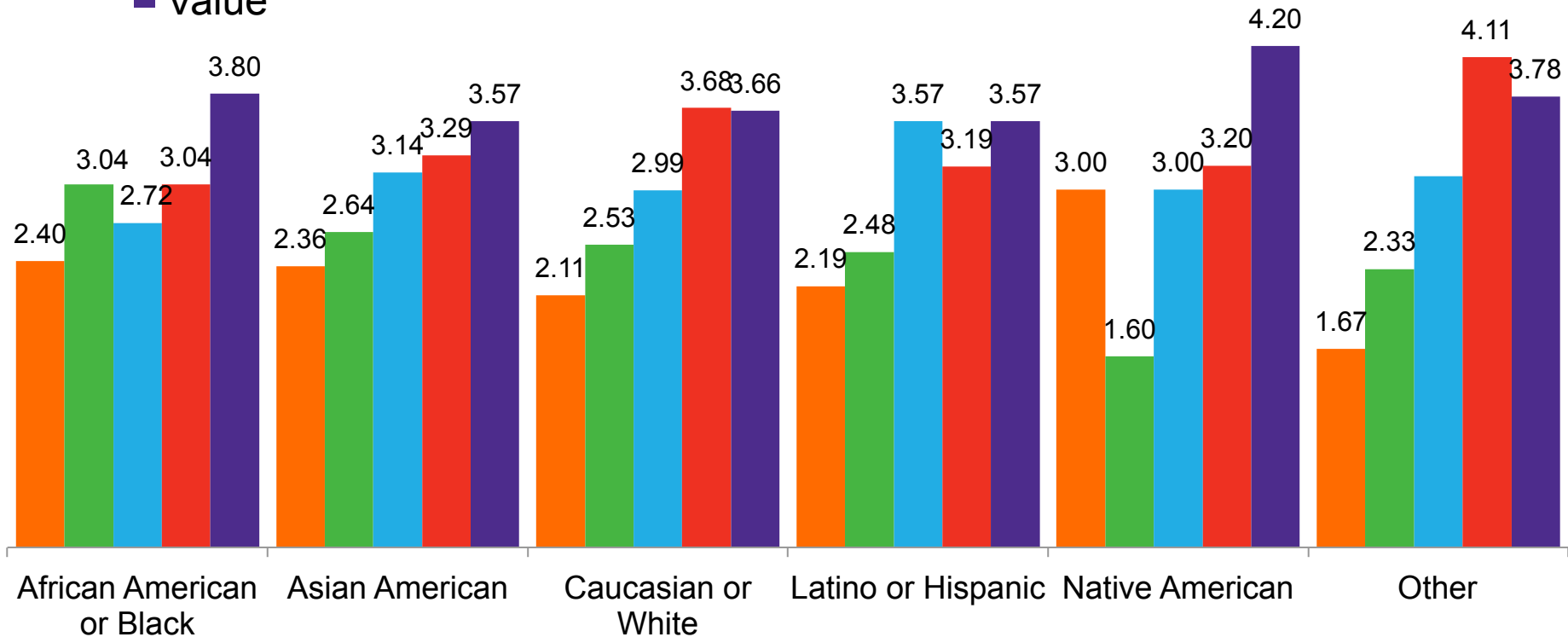
- Doctor(s)
- Family/Friends
- Search Engines
- Pharmacist(s)
- Health Apps
- Directly Visiting Specific Websites
- Social Media
- Other



# Request

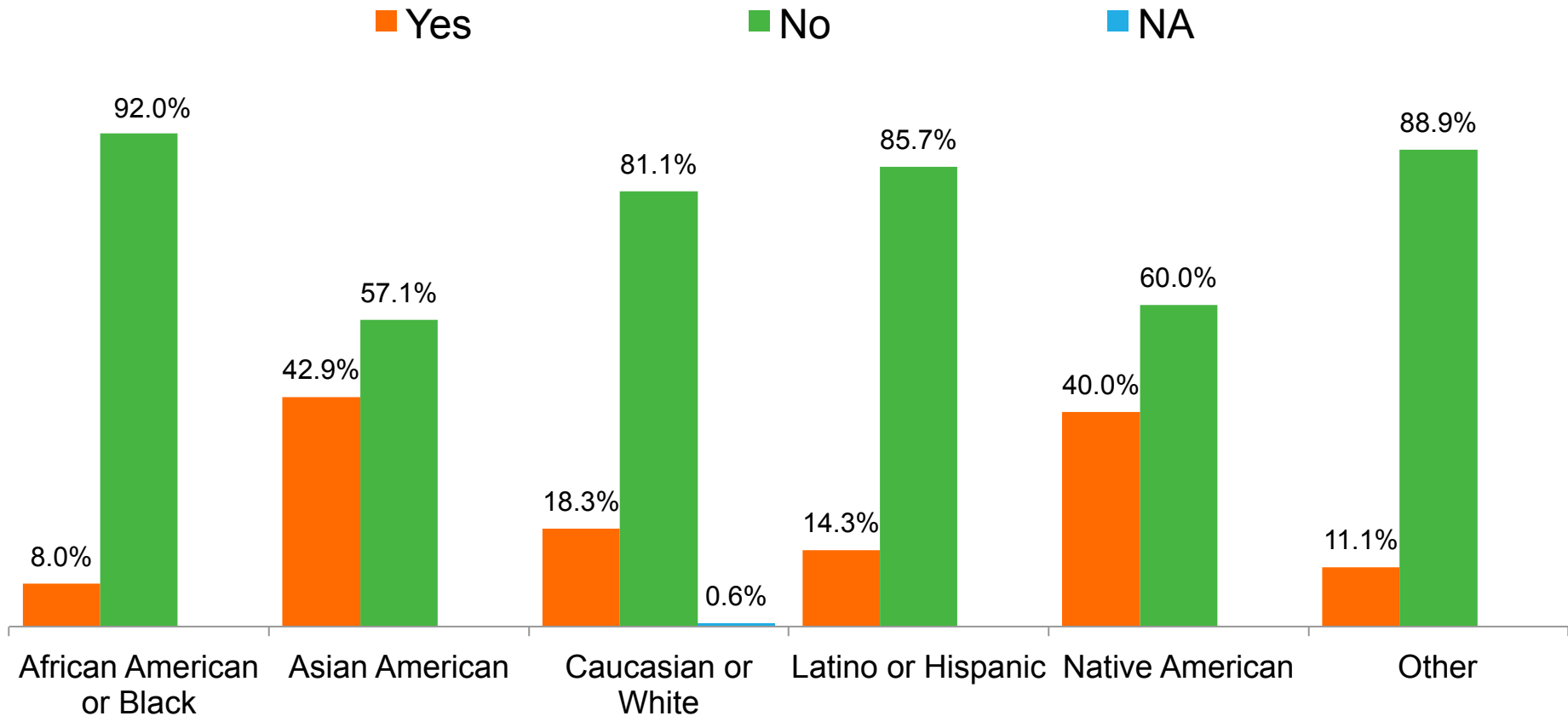
Rank the following by how strongly they influence your purchases of over-the-counter medications, where 1 designates the highest level of influence.

- Professional Recommendation
- Price
- Value
- Friend/Family Recommendation
- Brand



# Request

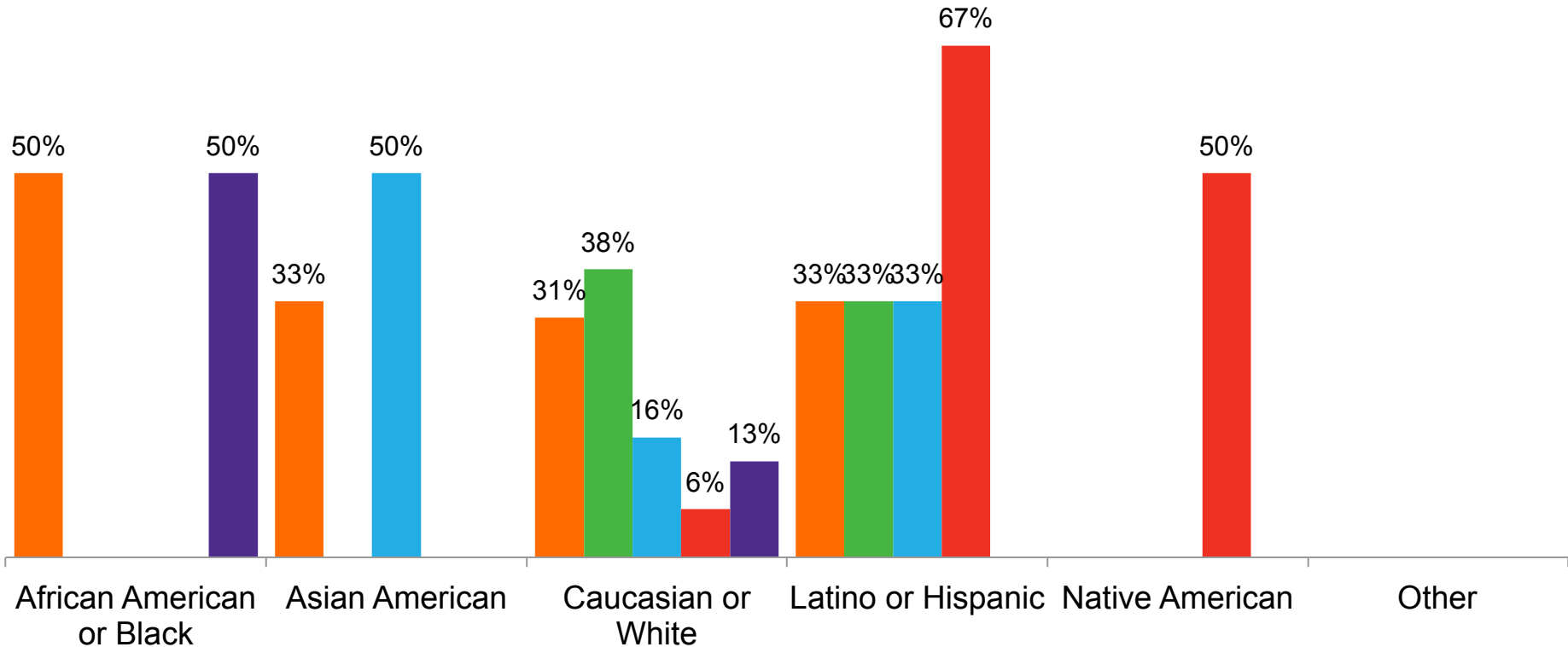
Do you follow any medication brands and/or drug stores on social media?



# Request

Tell us what medicine and/or drug store brands you follow on social media? (Top Five Shown)\*

■ Walgreens   
 ■ Cvs   
 ■ Tylenol   
 ■ Nyquil / Dayquil   
 ■ Rite Aid



\*Of those who follow a medicine and/or drug store brand on social media

*thank you!*