

## Tragon Study 43901: Banner Pharmacaps Chewables for Kids Consumer Research Abstract

### ***Study Summary***

One hundred and eleven (111) consumers from the Chicago metropolitan area participated in the study. Consumers were screened and qualified according to the following criteria:

- Gender – even distribution
- Age 7 to 10 (accompanied by parent)
- Kids that are not yet able to take non-chewable pills/tablets
- 50% take liquid medication, 50% take chewables
- No household member employed in the food industry or by an advertising or marketing agency or by the media
- No known food allergies
- No past participation in market research studies in the past 6 months

Three placebo products and 1 commercial multivitamin sample were tested.

### ***Results***

- A majority of respondents (kids) indicated they would ask their Mom or Dad to buy the prototype chewable products the next time they were sick. The same majority reported the chewable placebos were better than other medicine they normally use.
- Almost three-fourths of respondents (parents surveyed in an exit questionnaire) indicated they “would purchase” the placebo products their child tried during the test. More of the liquid users would purchase this chewable product than chewable users.
- Results indicate that consumers (kids and parents) are interested in a chewable form of medication and this would replace their current for used in many cases.

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