



Roloids

Perception of people
suffering from heartburn
during the period
January-March

Février 2014





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Background and objectives

- The Sanofi team in charge of Rolaid's wishes to assess the perceptions of people suffering from heartburn between January and March.
- Sanofi would like to know specifically if the first quarter of the year is more conducive to heartburns, and what the main reasons for this could be.
- With this objective in mind, Ipsos was mandated to conduct this project.
- The next pages present the detailed findings of this study.

Method of data collection

Omnibus web survey

Market

Total Canada

Sample size

365 persons aged 18 years old and suffering from heartburn at least once a month

Questionnaire length

5 minutes

Data collection dates

From February 17th to 20th

Statistical differences between sample sub-groups

A letter next to the result for a sub-group within a table or graphic indicates that it is statistically different, at a 95% confidence level, compared to the sub-group bearing the corresponding letter.

Ipsos Team

Cédric Schauenberg and Magali Thomas

Questionnaire

To open the questionnaire, click on the icon:



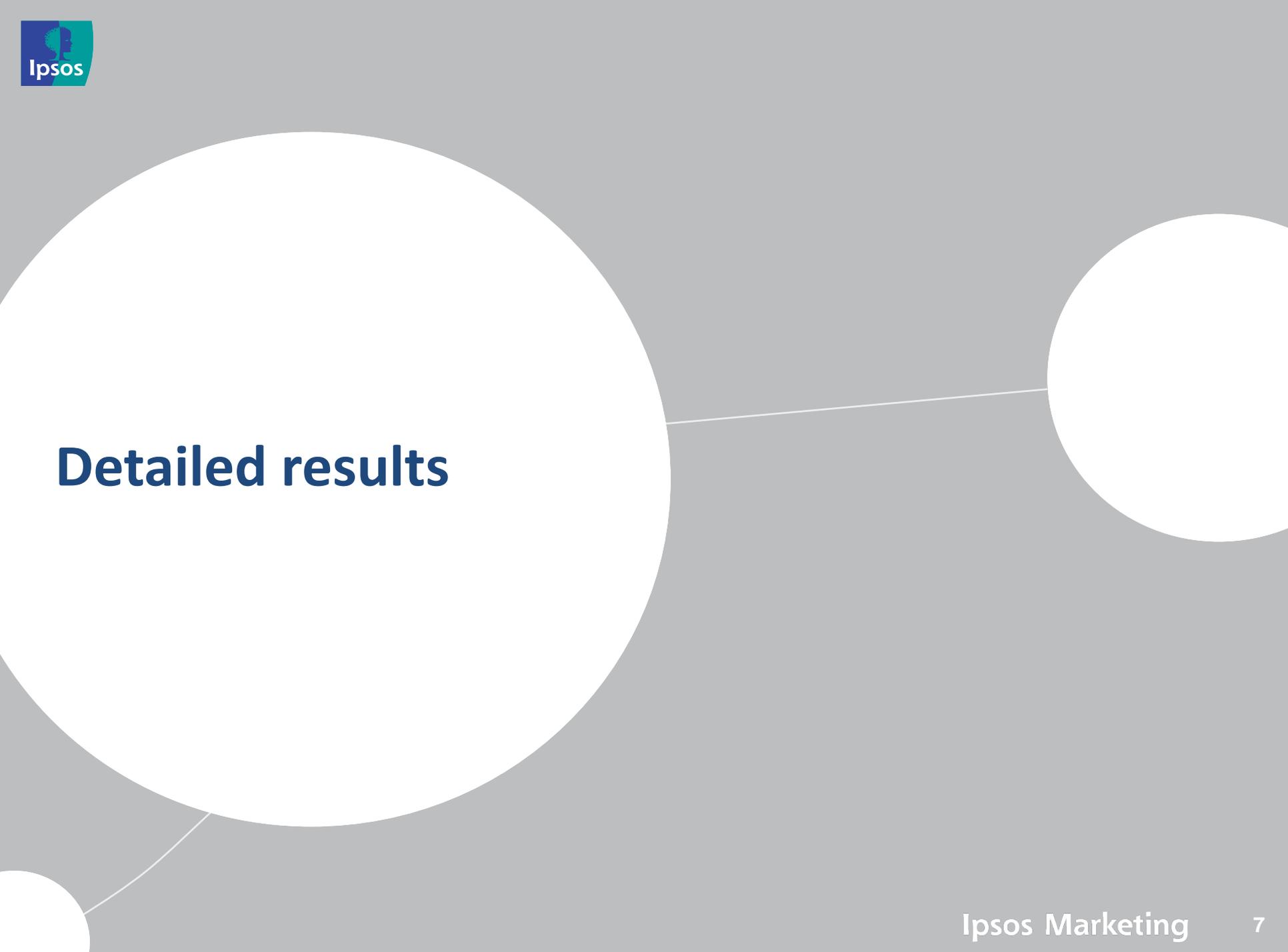
Questionnaire



Key learnings

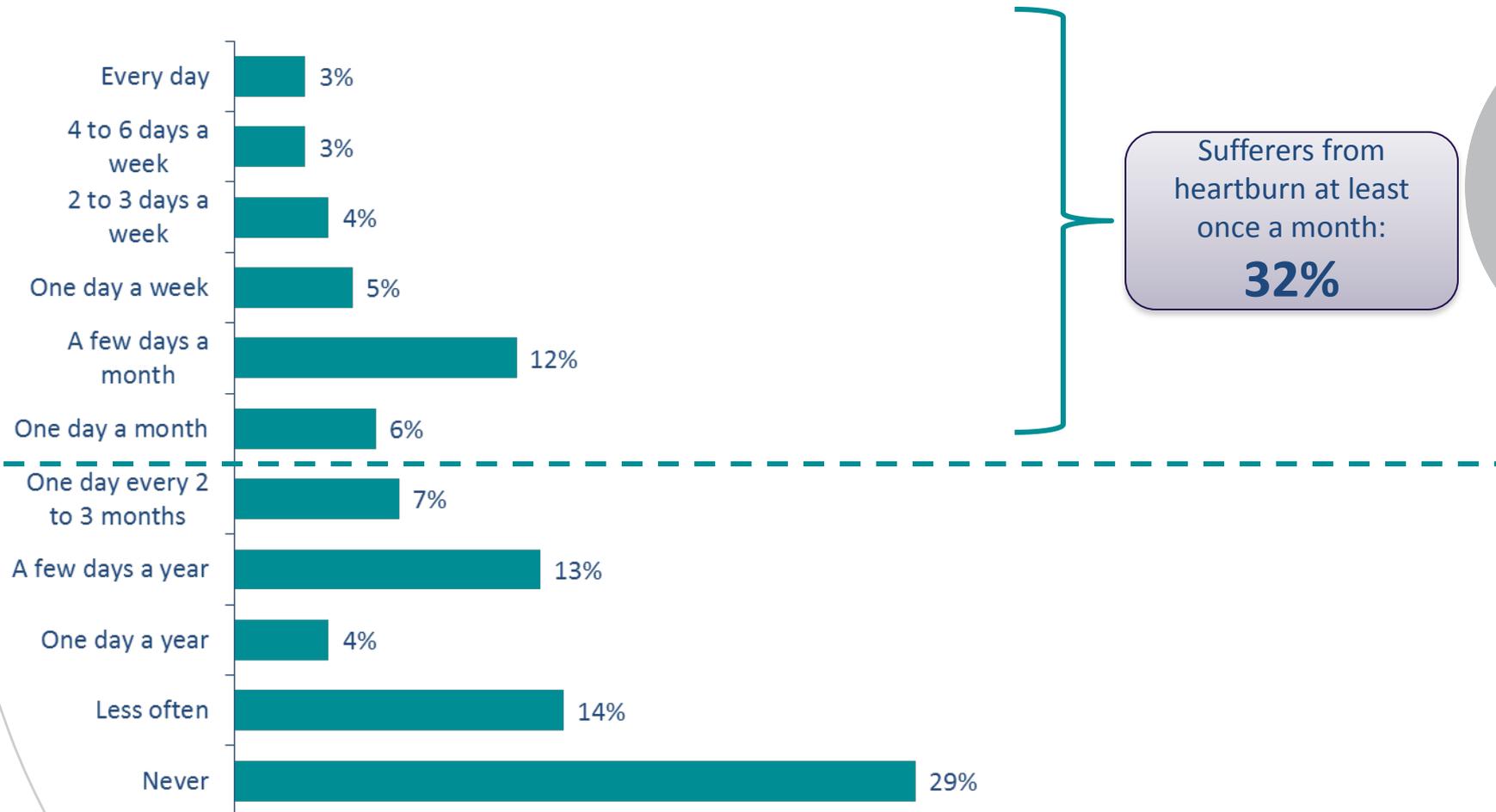
Key learnings

- People suffering from **heartburn at least once a month** represent **a third of the Canadian population**.
- Among them, nearly **70% are “medium sufferers”**, who deal with the problem once a week to once a month.
- A **majority (54%)** consider the year’s **first quarter** (January-March) as the **time of the year when they are the most stressed**.
- Moreover, **36%** suffer from **their worst heartburn** during this time of the year, which appears to be **over-represented** once we compare these 36% to the **first quarter’s weight of 25%** of the year total.
- Therefore, it seems **relevant for Sanofi to communicate these facts** to Canadians.
- **Food**, particularly **overindulging in heavy meals**, is by far the **main reason (64%)** evoked for heartburns during the **January-to-March period**.
- Then come the **Canadian long and cold winter**, mentioned by **31%** of respondents, followed by the fact that they **need to pay all their bills right after the holidays (23%)**.
- Overall, interestingly, **younger respondents (18-34 years old)** seemed **more stressed (75%) and subject to heartburn (60%)** than others during the year’s first quarter. Moreover, paying bills was mentioned as often as winter as a potential cause for heartburn among this target group (31% and 32%).



Detailed results

Heartburn occurring frequency

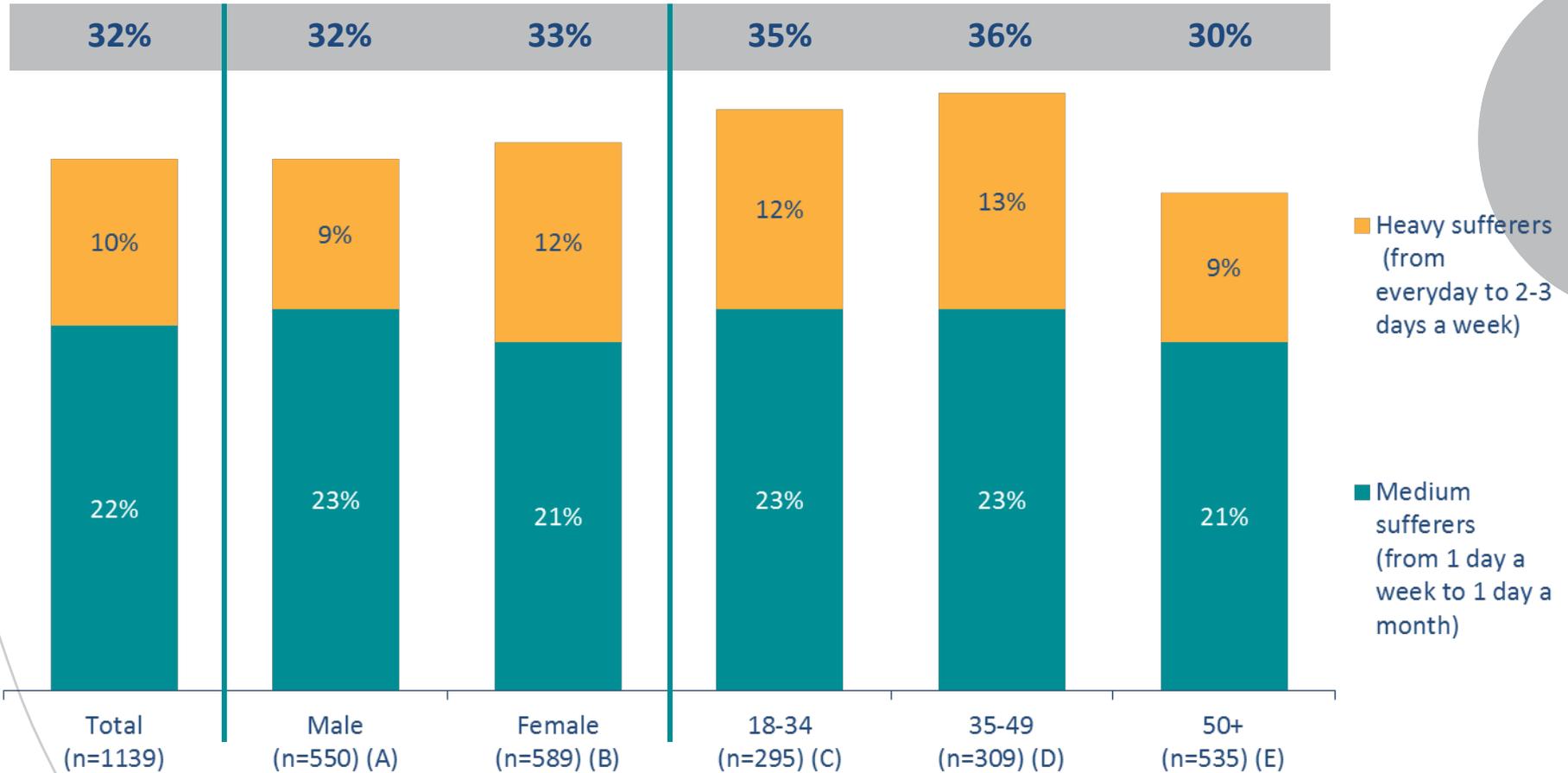


Base: all respondents, adults 18+ (n=1139)

1. How often, if ever, do you suffer from heartburn?

Heartburn occurring frequency

Heavy + medium sufferers

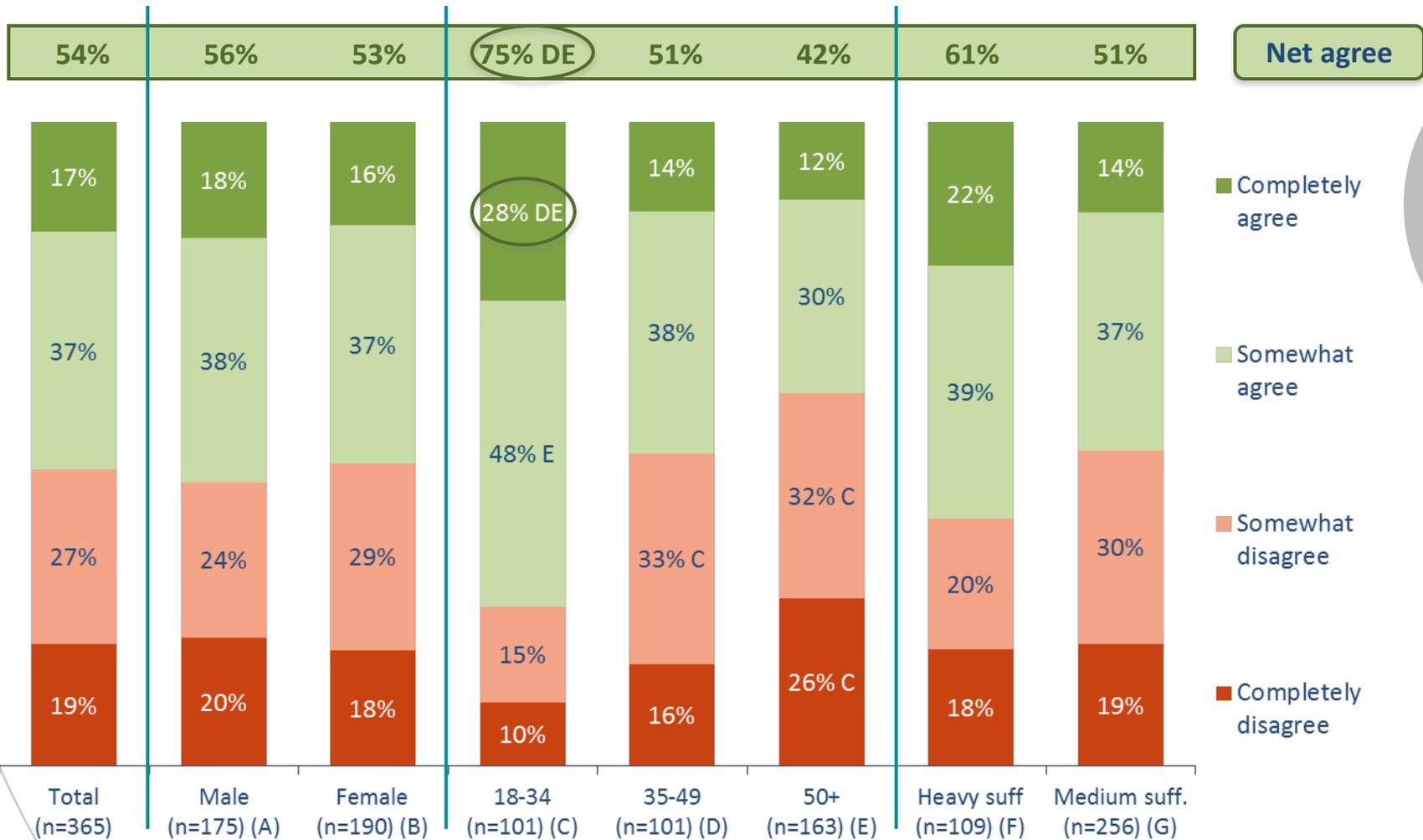


Base: all respondents, adults 18+ (n=1139)

1. How often, if ever, do you suffer from heartburn?

Perceived stress for the period January-March

This is the time of year (January-March) when I feel most stressed

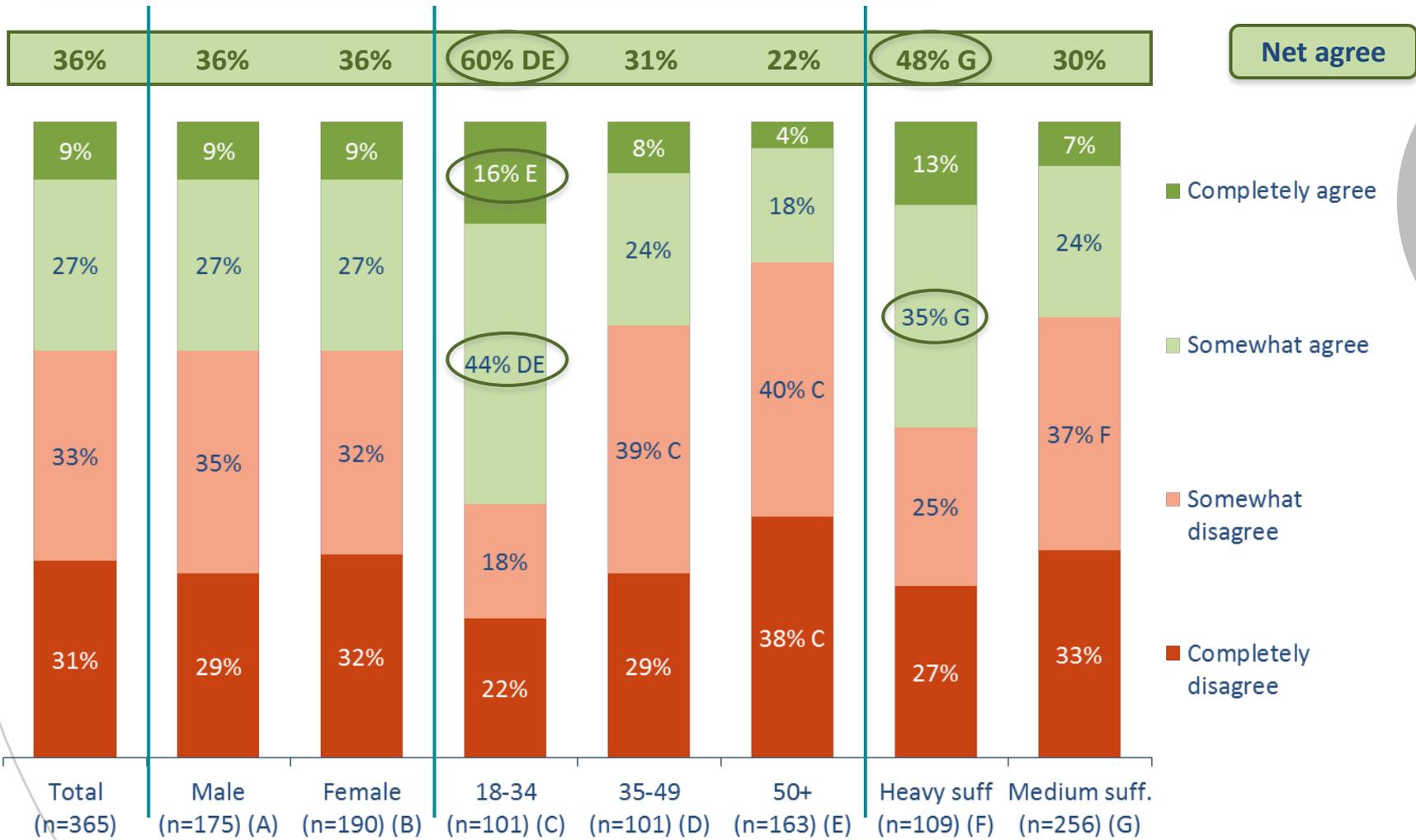


Base: all respondents, adults 18+ suffering from heartburn at least once a month

Q4. To what extent do you agree with the following statements?

Worst heartburn for the period January-March

I get the worst heartburn at this time of year (January-March)

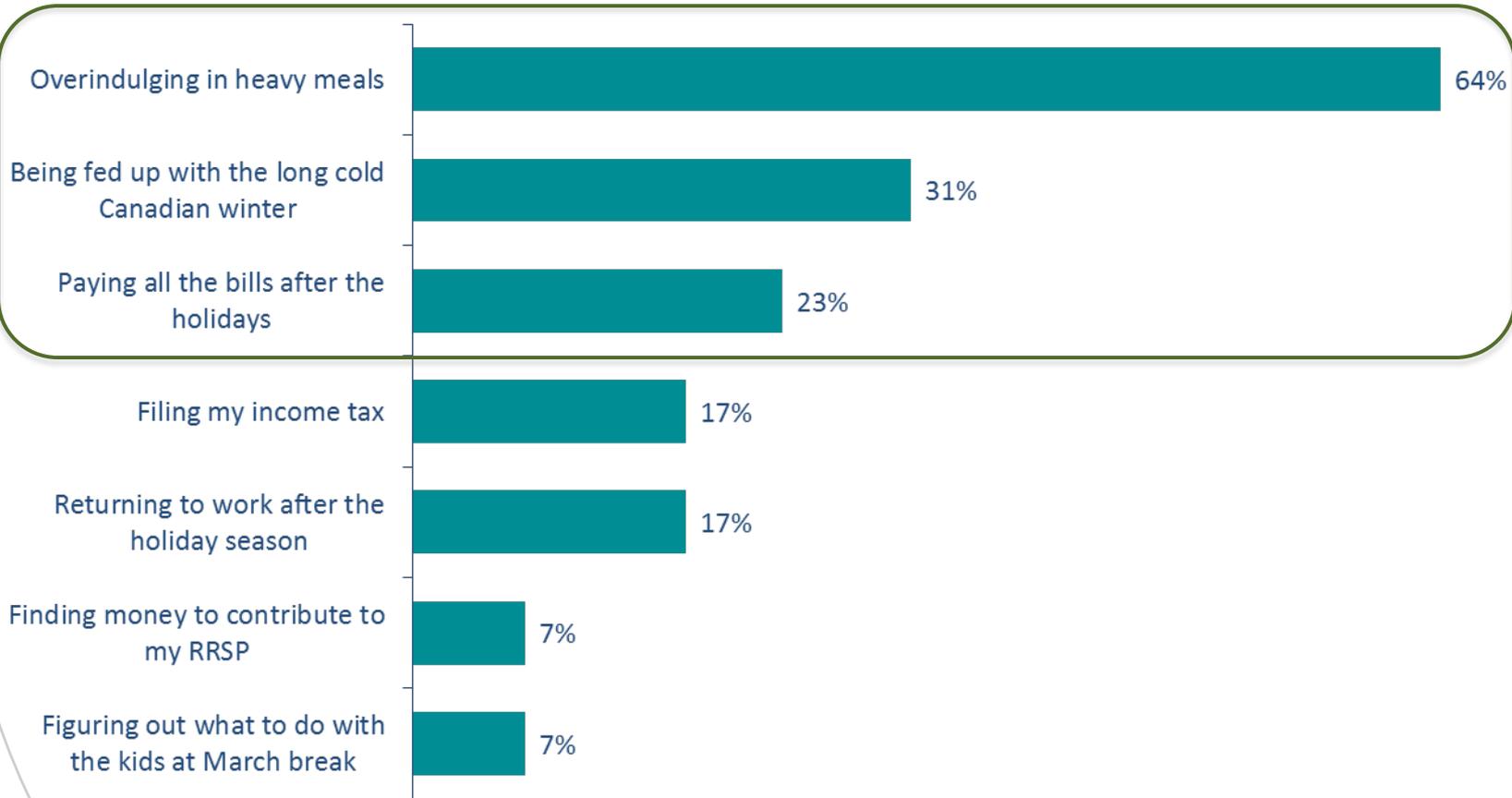


Base: all respondents, adults 18+ suffering from heartburn at least once a month

Q4. To what extent do you agree with the following statements?

Top 3 heartburn-causing events of the period January-March

NET TOP 3 heartburn-causing event



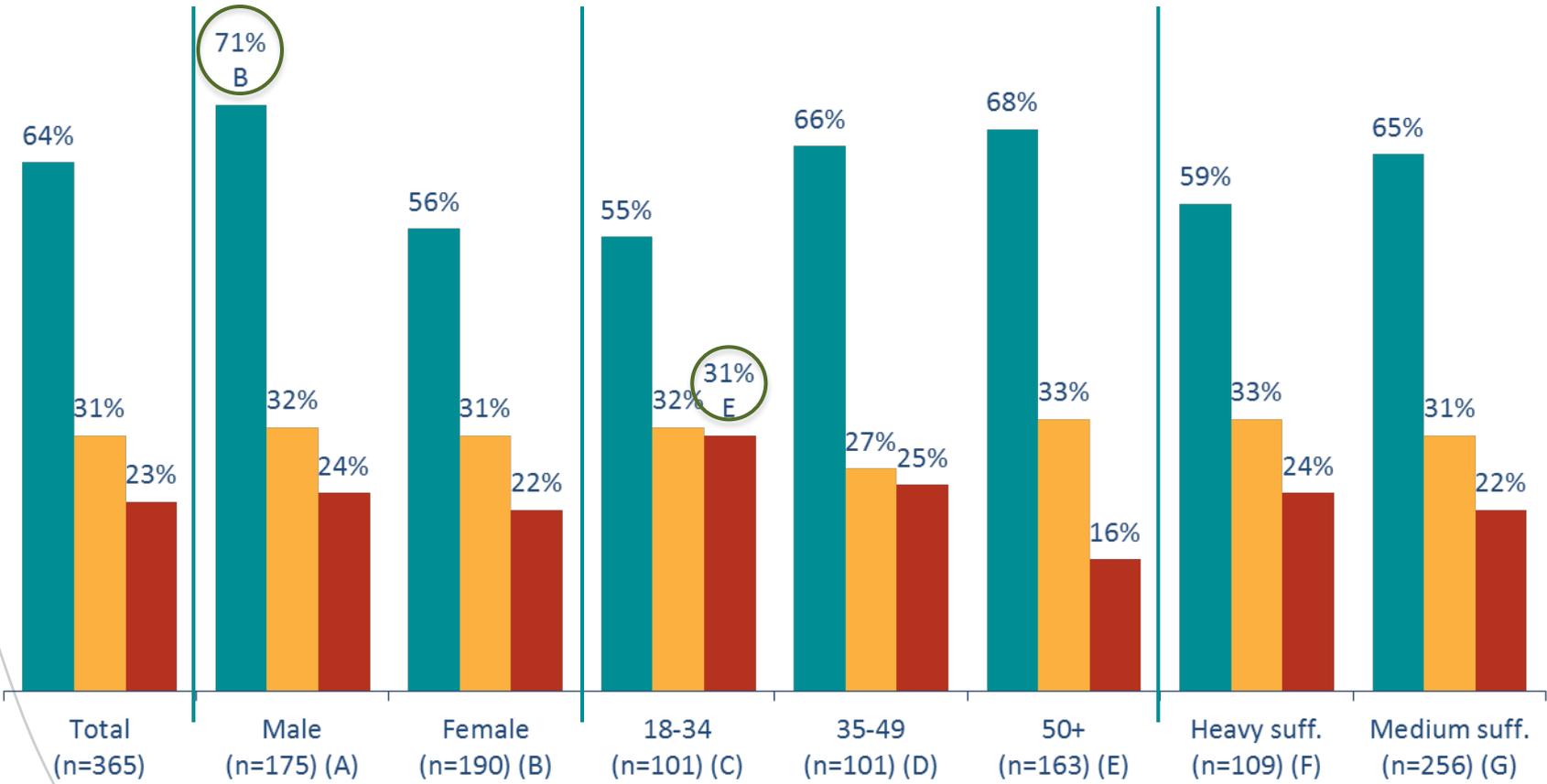
Base: all respondents, adults 18+ suffering from heartburn at least once a month (n=365)

Q2. Among the following items, what are for you the 3 top heartburn-causing events at this time of year (January-March)? Please rank the top 3 in terms of importance to you, 1 being the most important and 3 being the least important.

Top 3 heartburn-causing events of the period January-March

NET TOP 3 heartburn-causing event

■ Overindulging in heavy meals ■ Being fed up with the long cold Canadian winter ■ Paying all the bills after the holidays



Base: all respondents, adults 18+ suffering from heartburn at least once a month (n=365)

Q2. Among the following items, what are for you the 3 top heartburn-causing events at this time of year (January-March)? Please rank the top 3 in terms of importance to you, 1 being the most important and 3 being the least important.

Other reasons explaining heartburn (1/2)

	TOTAL	Gender		Age			Type of sufferers	
<i>Only mentions above 2%</i>		Male	Female	18-34	35-49	50+	Heavy sufferers	Medium sufferers
	Significant differences	(A)	(B)	(C)	(D)	(E)	(F)	(G)
<i>Base: Suffer Heartburn Once A Month Or More Often</i>	(n=365)	(n=175)	(n=190)	(n=101)	(n=101)	(n=163)	(n=109)	(n=256)
Food/ Eating (Net)	46%	47%	44%	45%	47%	45%	40%	48%
<u>Food Types (Subnet)</u>	<u>41%</u>	<u>44%</u>	<u>38%</u>	<u>41%</u>	<u>44%</u>	<u>39%</u>	<u>36%</u>	<u>43%</u>
Eating certain foods	15%	13%	18%	19%	14%	14%	12%	17%
Spicy foods	14%	19% B	10%	12%	19%	14%	12%	16%
Alcohol	4%	6%	2%	5%	3%	4%	2%	6%
Acidic foods	4%	3%	5%	5%	5%	3%	7%	3%
Unhealthy diet/ junk food	3%	3%	2%	3%	1%	3%	5%	1%
<u>Eating Habits (Subnet)</u>	<u>6%</u>	<u>5%</u>	<u>7%</u>	<u>6%</u>	<u>4%</u>	<u>8%</u>	<u>5%</u>	<u>7%</u>
Over eating/ eating too much	3%	4%	2%	5%	3%	1%	1%	4%
Eating too late/ before going to bed	3%	1%	4%	-	1%	5% C	4%	2%

Base: all respondents, adults 18+ suffering from heartburn at least once a month

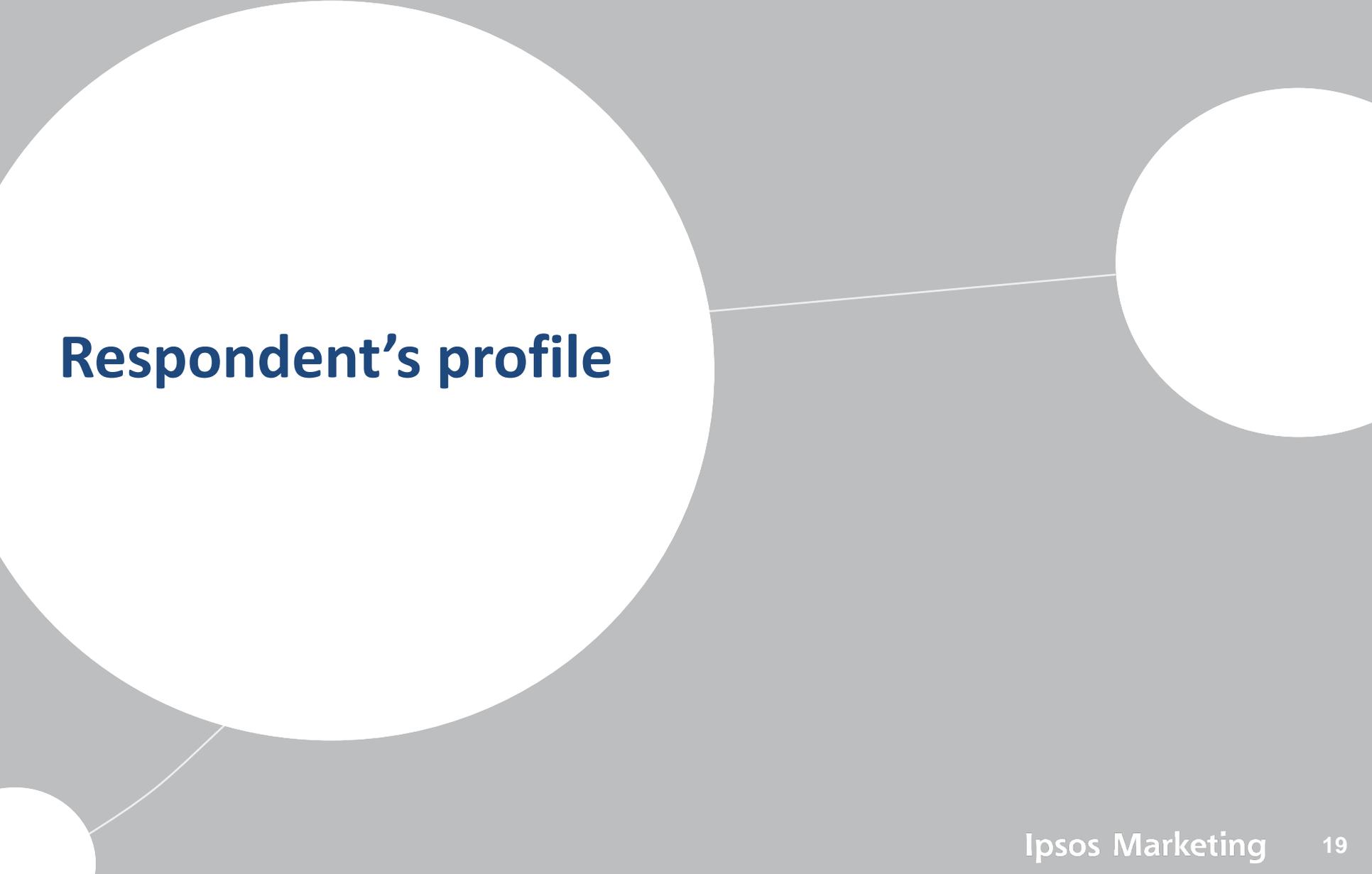
Q3. Can you think about another reasons that can explain your heartburn, and that are at least as important as the first three heartburn-causing events you selected previously?

Other reasons explaining heartburn (2/2)

	TOTAL	Gender		Age			Type of sufferers	
<i>Only mentions above 2%</i>		Male	Female	18-34	35-49	50+	Heavy sufferers	Medium sufferers
	Significant differences	(A)	(B)	(C)	(D)	(E)	(F)	(G)
<i>Base</i>	(n=365)	(n=175)	(n=190)	(n=101)	(n=101)	(n=163)	(n=109)	(n=256)
Health Issues (Net)	11%	6%	16% A	9%	10%	14%	18% G	8%
<u>Digestion Issues (Subnet)</u>	<u>6%</u>	<u>2%</u>	<u>9% A</u>	<u>4%</u>	<u>6%</u>	<u>7%</u>	<u>10% G</u>	<u>4%</u>
Acid reflux	5%	2%	7%	4%	6%	5%	8%	3%
Result of using medications	3%	3%	3%	3%	2%	3%	3%	3%
Finances (Net)	3%	5%	2%	3%	5%	3%	2%	4%
Limited budget/ finances	3%	3%	2%	2%	5%	2%	2%	3%
Family Issues (Net)	2%	1%	4%	5% E	3% E	-	5%	1%
Miscellaneous (Net)	12%	12%	12%	9%	14%	13%	15%	11%
Stress/ frustration	11%	11%	10%	8%	13%	11%	12%	10%
Other	6%	6%	6%	4%	6%	7%	7%	5%
Nothing	21%	22%	19%	17%	20%	23%	15%	23%
Don't know	7%	7%	8%	13% D	2%	6%	9%	7%

Base: all respondents, adults 18+ suffering from heartburn at least once a month(n=1139)

Q3. Can you think about another reasons that can explain your heartburn, and that are at least as important as the first three heartburn-causing events you selected previously?



Respondent's profile

Respondent's profile

	TOTAL Canadian Omnibus	Heartburn sufferers at least once a month
		Medium sufferers
	(A)	(B)
Base	(n=1139)	(n=365)
Gender		
Male	48%	48%
Female	52%	52%
Age		
18-34	28%	28%
35-54	37% B	28%
55+	35%	45% A
Income		
<40K	28%	28%
40K - <60K	18%	17%
60K - <100K	23%	22%
100K+	15%	18%
Prefer not to answer	16%	15%

Respondent's profile

	TOTAL Canadian Omnibus	Heartburn sufferers at least once a month
	(A)	(B)
<i>Base</i>	<i>(n=1139)</i>	<i>(n=365)</i>

Province

Ontario	38%	35%
Quebec	24%	24%
BC	13%	13%
AB	11%	12%
SK/MB	7%	7%
Atlantic	7%	8%