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FOR IMMEDIATE RELEASE

March 31, 2009

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SHUGOLL RESEARCH POLL FINDS ALMOST HALF (47%) OF WASHINGTON, DC METRO RESIDENTS HAVE SWITCHED FROM BRAND TO GENERIC DRUGS DUE TO COST AND 26% DELAYED PRESCRIPTION DRUG RENEWAL OR HAVE TAKEN SMALLER DOSES DUE TO THE ECONOMIC DOWNTURN

Bethesda, MD. Shugoll Research, a Bethesda, MD based national full service marketing research firm conducted an online survey March 27-29th using its Washington, DC Metropolitan-based consumer panel to learn what impact the economy is having on consumers' prescription purchases and health care practices.

The survey was completed by 1,275 Washington area residents. About three of ten Washingtonians (36%) indicated that they have delayed seeking or getting medical care because of the cost, despite almost universal access to health insurance and prescription drug coverage.

"We were very surprised that over a third of our residents are not getting the healthcare services they need because of concerns about cost. This is alarming, and we imagine that the percentage is even larger in parts of the country with higher unemployment rates and less access to health care coverage," said Merrill Shugoll, president of Shugoll Research.

Washington, DC area residents also reported that they have engaged in pharmaceutical-related conversations with their physicians. Two out of three residents report they have asked their doctor about a specific drug they had heard about. Ms. Shugoll says, "This finding clearly shows the impact of direct-to-consumer advertising."

Survey results vary by demographics such as gender, income and type of employer. For more details please contact Shugoll Research.