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WISSEN WAS BEWEGT



Toothfriendly survey

November 2010



Survey background:

- _ **Method:** Computer Assisted Web Interviews (CAWI)
- _ **Instrument:** Online-Interviews through Marketagent.com reSEARCH Plattform
- _ **Respondents:** web-active people from Switzerland between 15 and 50 years
- _ **Sample size:** n = 1.122 net interviews, random selection
- _ **Interview period:** 25.10.2010 – 02.11.2010
- _ **Screening:** Age, region
- _ **Incentives:** financial benefits
- _ **Umfang:** 19 open/closed questions
- _ **Survey management:** Marketagent.com, Christina Strasser
- _ **Contact:** c.strasser@marketagent.com



Survey respondents:

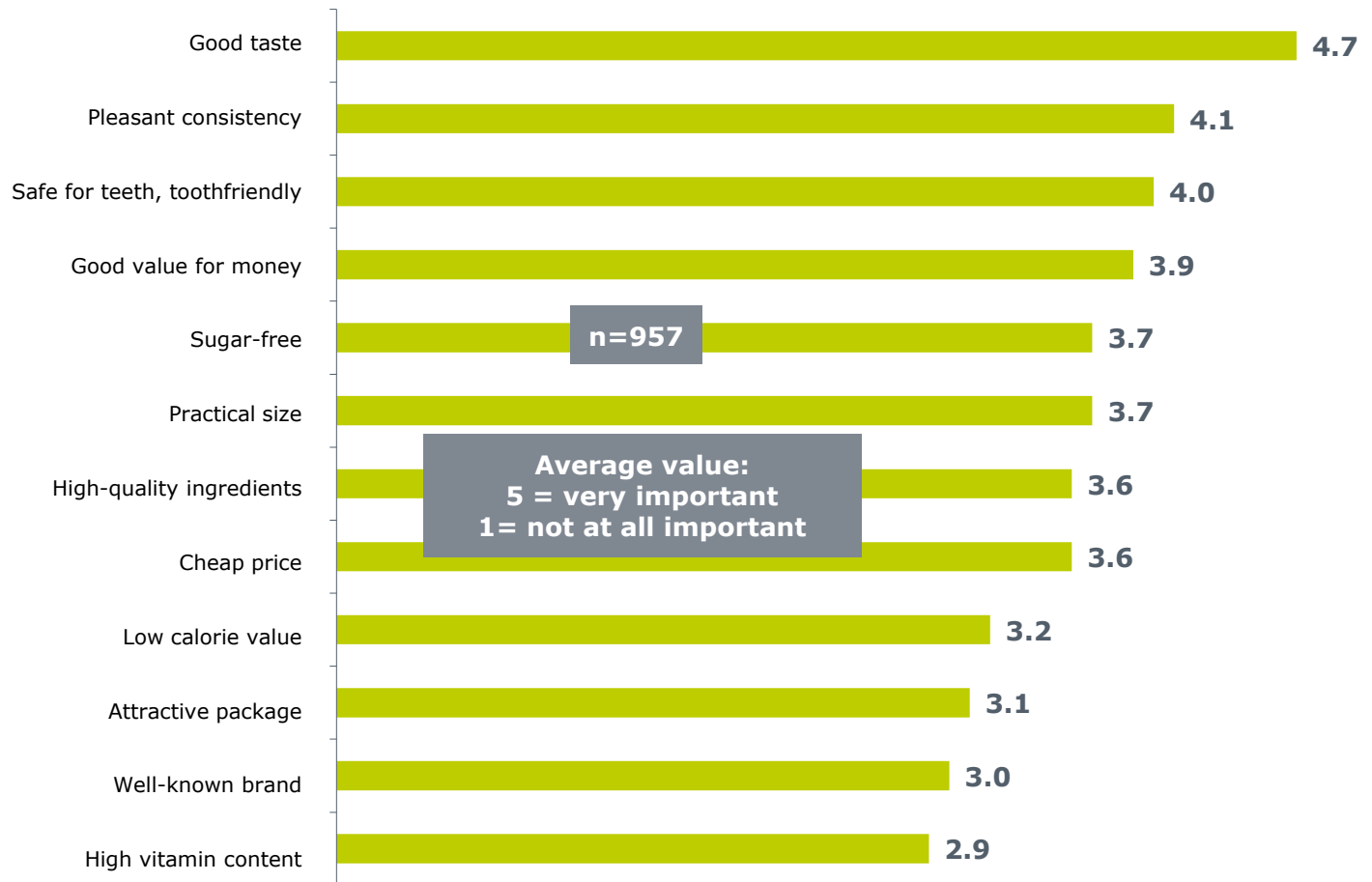
| Basis | 1'002 | in % |
|-----------------------------|--------------|-------------|
| Sex | | |
| Male | 492 | 49.1% |
| Female | 510 | 50.9% |
| Age | | |
| 15 - 19 years | 66 | 6.6% |
| 20 - 29 years | 244 | 24.4% |
| 30 - 39 years | 322 | 32.1% |
| 40 - 50 years | 370 | 36.9% |
| Region | | |
| German-speaking Switzerland | 750 | 74.9% |
| French-speaking Switzerland | 252 | 25.1% |



How important are the following characteristics for you when choosing confectionery products?

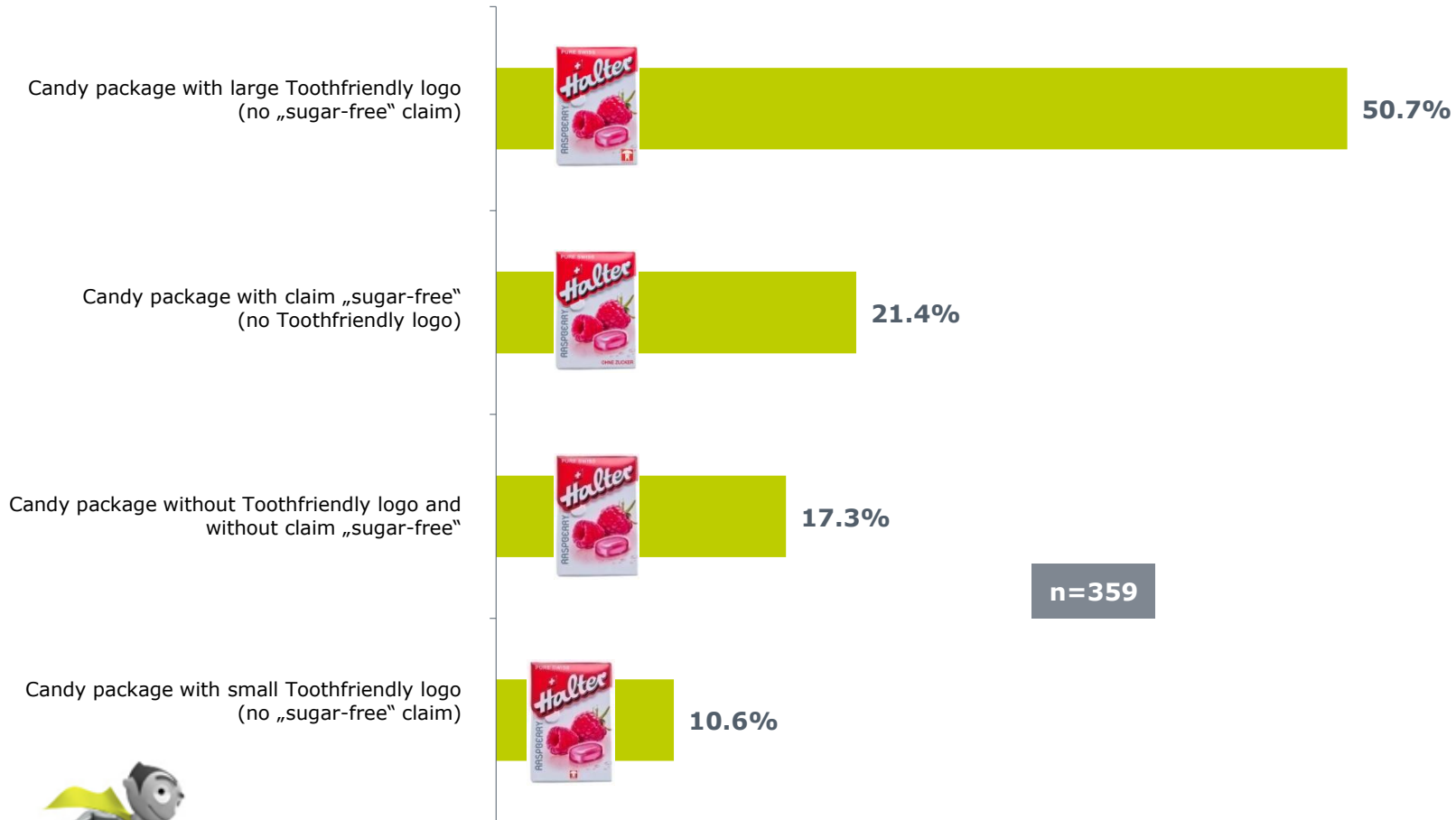
Average value: scale from 1 to 5

(Basis: Swiss confectionery consumers between 15 and 50 years)



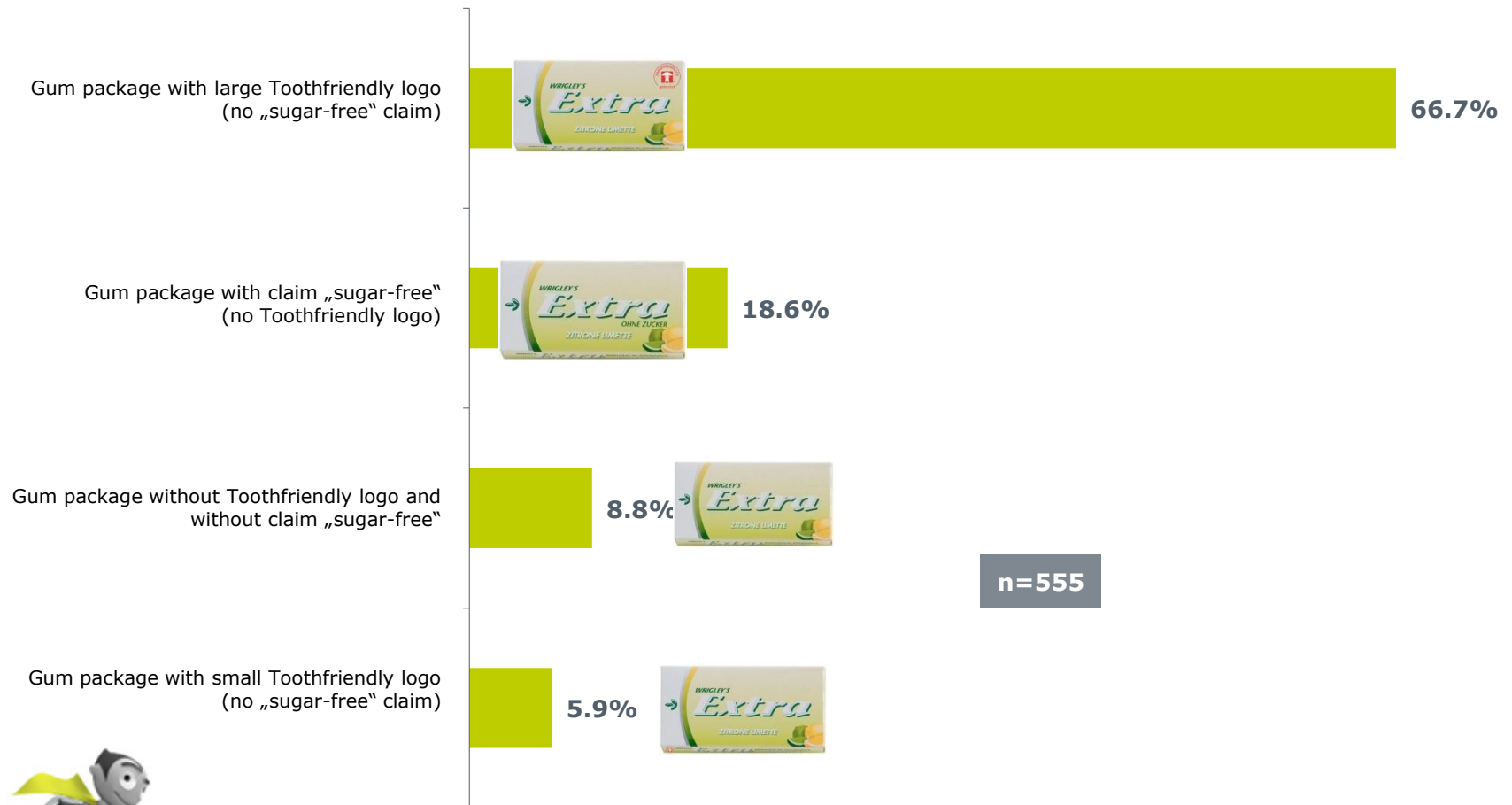
Which of the following candy products would you most likely buy?

(Basis: Swiss confectionery consumers between 15 and 50 years)



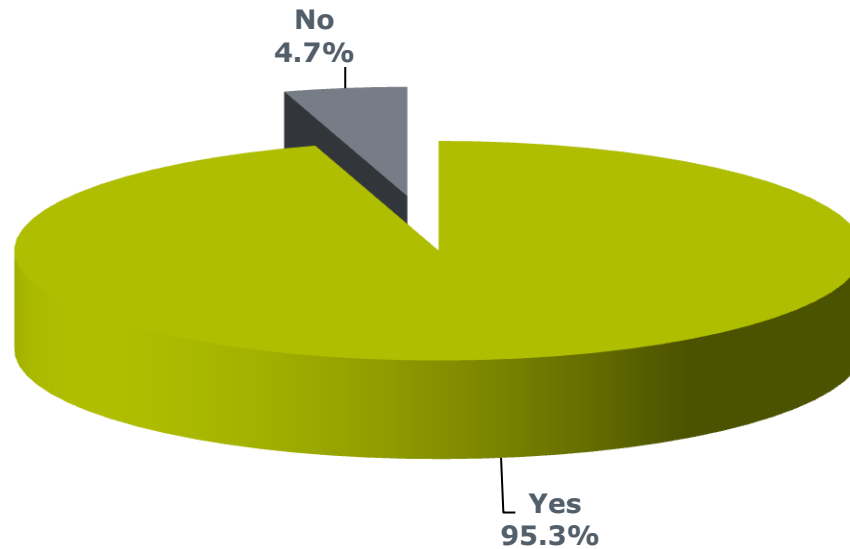
Which of the following chewing gum products would you most likely buy?

(Basis: Swiss confectionery consumers between 15 and 50 years)



Do you know this logo, have you seen it before this survey?

(Basis: Swiss respondents between 15 and 50 years)

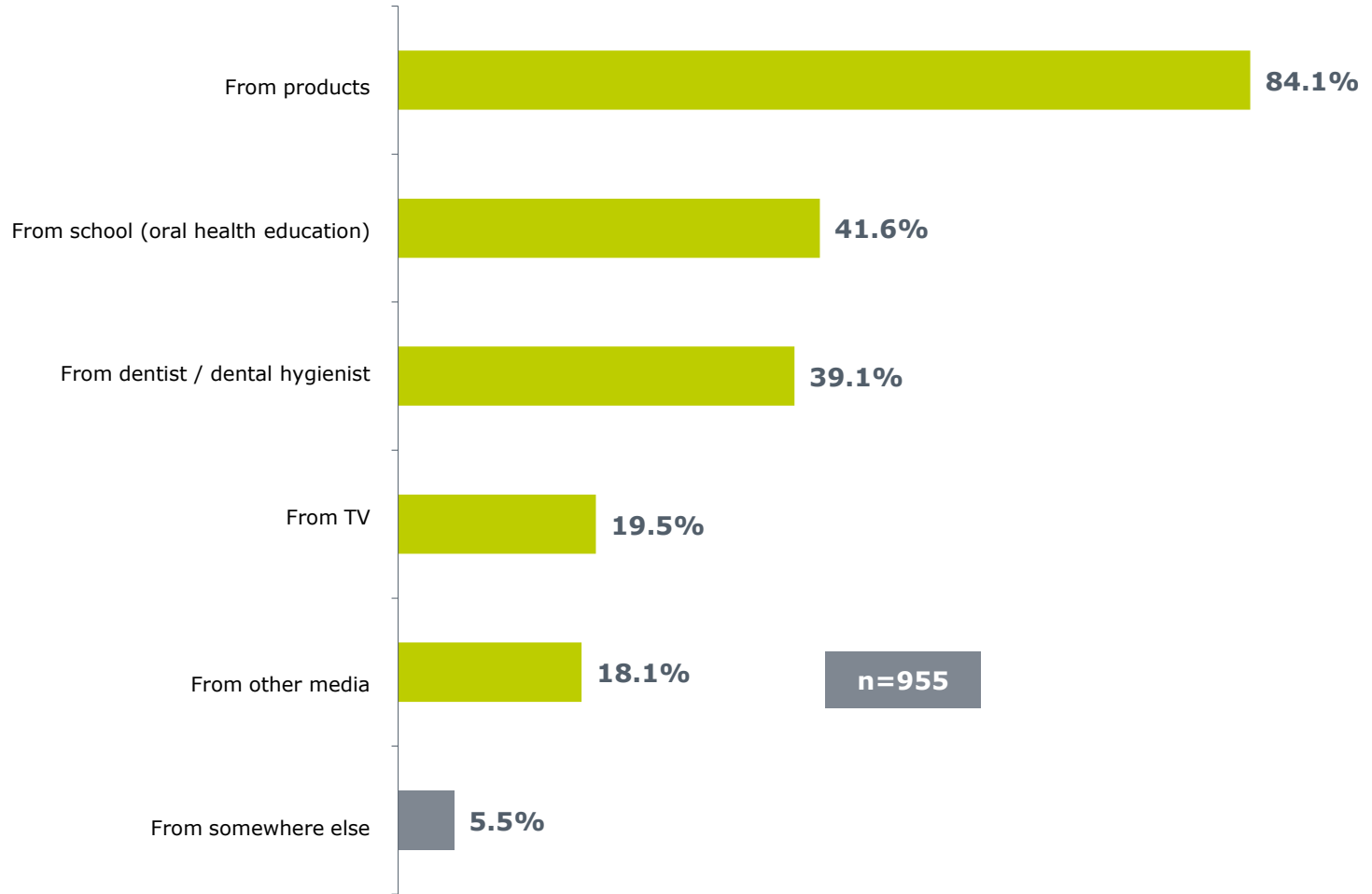


n=1.002



Where do you know the logo from?

(Basis: Swiss respondents between 15 and 50 years who claim to know the Toothfriendly logo)



What does the logo mean?

(Basis: Swiss respondents between 15 and 50 years)

| Basis | 1002 | % |
|---|------|-------|
| Toothfriendly / safe for teeth | 750 | 74.9% |
| Sugar-free | 346 | 34.5% |
| Protects the teeth | 80 | 8.0% |
| Does not cause caries | 49 | 4.9% |
| Sweetened with non-sugar sweeteners | 23 | 2.3% |
| Less sugar | 20 | 2.0% |
| Less or no sugar | 18 | 1.8% |
| Does not contain any harmful ingredients | 11 | 1.1% |
| Good for kids | 10 | 1.0% |
| Without acids | 10 | 1.0% |
| Scientifically tested | 8 | 0.8% |
| Happy Tooth | 7 | 0.7% |
| Oral hygiene | 7 | 0.7% |
| Is important for me | 6 | 0.6% |
| Contains toothfriendly ingredients | 6 | 0.6% |
| Recommended by dentists | 5 | 0.5% |
| Contains unhealthy sweeteners | 3 | 0.3% |
| No calories | 2 | 0.2% |
| Don't have to brush teeth after eating this product | 2 | 0.2% |
| No meaning | 4 | 0.4% |
| Don't know | 11 | 1.1% |
| No answer | 23 | 2.3% |



How well do the following characteristics apply to a product which carries the logo?

Average value: scale from 1 to 5

(Basis: Swiss respondents between 15 and 50 years)

