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FINAL

ANALYSIS OF THE OVER-THE-COUNTER, DRUG, HEALTH CARE, AND BEAUTY CARE CONSUMER MARKETS IN POLAND

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METHODOLOGY

A total of 1,000 in-person interviews were conducted by Macro PJG interviewers during December 1993 as part of a nationally representative survey. Respondents were not compensated for their participation.

DEMOGRAPHIC CATEGORIES

The demographic categories that were used in the analysis were as follows:

Gender

Male
Female

Age

15-20 years of age
21-30 years of age
31-40 years of age
41-50 years of age
More than 50 years of age

Region

Warsaw
Poznan
Gdansk
Cracow
Katowice
Wroclaw
Olsztyn

Income

Under 2M PLZ per year
2M-4M PLZ per year
4M-6M PLZ per year
6M-8M PLZ per year
More than 8M PLZ per year

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EXECUTIVE SUMMARY

The research conducted by Macro•PJG yielded significant insight into the dynamics of the over-the-counter drug, health product, and beauty product markets in Poland. The principal findings for each of the market categories are as follows:

The majority of Polish households have purchased an **OTC drug** within the past month and do so every one to three months. Monthly expenditures are typically slightly more than 90K PLZ per month. The types of OTC drugs that are purchased most regularly are cold medicine, pain reliever, and vitamins, and almost all are purchased at a drug store/pharmacy. The factors reported to be most important when purchasing OTC drugs are quality followed by price. An overwhelming majority of consumers believe the quality of OTC drugs in Poland to be good, and there is not a significant demand for any new OTC drugs in the market. Two-thirds of consumers are willing to switch OTC drugs if dissatisfied or to try other brands.

A large majority of Polish households have purchased a **health care product** within the past month and most do so every one to three months. Monthly expenditures are typically slightly more than 120K PLZ per month. The types of health care products that are purchased most regularly are dental care, accessories, and feminine hygiene and most are purchased at a drug store/pharmacy. The factors reported to be most important when purchasing health care products are quality and price. An overwhelming majority of consumers believe the quality of health care products in Poland to be good, and there is not a significant demand for any new health care products in the market. Three-fourths of consumers are willing to switch health care products if dissatisfied or to try other brands.

A significant majority of Polish households have purchased a **beauty care product** within the past month and do so every one to three months. Monthly expenditures are typically slightly more than 150K PLZ per month. The types of beauty care products that are purchased most regularly are fragrance, hair care, skincare and make-up and the majority are purchased at perfumeries and pharmacies. Quality is reported as being nearly twice as important as price when purchasing beauty care products. An overwhelming majority of consumers believe the quality of beauty care products in Poland to be good, and there is a relatively strong interest in trying new beauty care products that currently exist in the market. Four out of five consumers are willing to switch beauty care products if dissatisfied or to try other brands.

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Conclusions

The market research conducted confirms the emerging consumer goods market in Poland presents opportunities for manufacturers of OTC drugs, health care and beauty care products.

Poles claimed consumption of OTC drugs, health care products and beauty care products appears high. Consumers claim to regularly purchase products in all three categories. While Polish consumers rate current product offerings somewhat high on quality, Western offerings of parity or greater quality will likely receive high acceptance. Given the high incidence of brand switching (or expressed in another way, low brand loyalty), manufacturers who enter the market and clearly differentiate brand benefits/reasons-to-buy, will likely achieve high trial. If offered at an attractive price, manufacturers have potential to build sizeable brand franchises with the price-sensitive Polish consumer.

Pharmacies are the primary retail location for OTC drugs and health care goods. Beauty care products are most often purchased in cosmetics/perfumery shops and pharmacies. Therefore, there appears to be an opportunity for retail outlets carrying all three categories under one roof -- this revolutionary outlet for the Polish market can provide consumers with the convenience of one-stop shopping and presumably the added benefit of better prices due to bulk buying. Recent successes of large retail outlets in the grocery segment (e.g. Billa) supports the viability of a similar retail concept stocking OTC drugs, health care and beauty care goods.

Recommendations

- conduct gap analysis of current product offerings in the OTC drugs, health care products and beauty care products categories and their respective sub-segments to assess immediate opportunities.

- influence the Ministry of Health to streamline the registration and approval process to make access to the Polish market more efficient

- establish Polish trade associations of Western manufacturers in all three segments to positively influence the tariff structure. This may ultimately protect access to the Polish market and the opportunity to offer imported goods to the Polish consumer at a fair price.

Recommendations (con'd)

- perform retail outlet concept research to gauge viability/consumer interest in large pharmacy/health & beauty care store

- disseminate initial research findings to all U.S. manufacturers of OTC drugs, health care products and beauty care products

- disseminate initial research findings to all relevant category trade associations

- disseminate initial research findings to all key decision makers in the pharmacy, health food/vitamin and beauty care retail industry

DETAILED FINDINGS

Over-the-Counter (OTC) Drugs

- The female head-of-household is nearly three times more likely than the male to make decisions as to which OTC drug products to purchase.

- Overall, the majority of households (62%) have purchased an OTC drug within the past month, though slightly less often in Warsaw (52%) and Cracow (49%).

Of those respondents purchasing an OTC drug within the past three months (800 of the 1000 total respondents):

- The majority of households purchase an OTC drug once every one to three months (57%).

- The OTC drugs reported to be purchased **most regularly** are cold medicine (78%), pain reliever (72%), and vitamins (64%), with vitamins being particularly popular among younger consumers (75%).

- Similarly, the OTC drugs reported to have been purchased **most recently** were cold medicine (45%), pain reliever (34%), and vitamins (30%).

- Two-thirds of households spend between 21K and 100K PLZ per month on OTC drugs. The average monthly expenditure is 91.5K PLZ for households that have purchased an OTC drug within the past three months.

- The percentage of expenditures is greatest for cold medicine (32%), pain reliever (24%), and vitamins (22%) with higher income groups more likely to spend a greater percentage of expenditures on vitamins than lower income groups (25% vs. 17%).

- Two-thirds of consumers are unable to think of any new OTC drugs that they would be willing to try, whether currently available in Poland or not. The remaining one-third of respondents reported that they would try "other" OTC drugs, though no individual brand name received significant mention.

- An overwhelming majority (83%) of consumers believe the quality of OTC drugs in Poland to be either somewhat or very good.

- Consumers split evenly in regards to switching brands: one-third always purchase the same brand, one-third switches brands when dissatisfied with their current brand, and one-third switches brands to try new or different brands.

  - Consumers in the youngest age group (42%), highest income group (48%), and Wroclaw residents (44%) are more likely to switch brands when dissatisfied.

  - Consumers in the oldest age group (50%), lowest income group (45%), and Katowice residents (58%) are more likely to always purchase the same brand.

- The most important factor when purchasing OTC drugs overall is quality (48%), with price (29%) and availability (14%) of secondary importance. The exceptions are the oldest age group and lowest income group for which price is more important than quality (40% vs. 33% and 47% vs. 24% respectively).

- When deciding from where to purchase OTC drugs, price (41%) and location (36%) are the principal factors of importance.

  - Price is particularly important to the oldest age group (50%) and lowest income groups (58%).

  - Location is far more important to the highest income group (50%).

- Almost all consumers purchase health care products at a pharmacy/drug store (98%). The only other type of location to receive noteworthy mention is herb stores (14%), particularly among Warsaw residents (24%) and consumers in the highest income group (26%).

Purchase Summary Table

Those respondents purchasing an OTC drug product within the past three months (n=800).

OTC Drug	Regularly Purchased	Most Recently Purchased
Cold Medicine	78%	45%
Pain Reliever	72	34
Vitamins	64	30
Prescription Drugs (not OTC)	35	9
Sleep Aids	10	4
Stimulants	3	1
Other OTC Drugs	9	6

Health Care Products

- Again, the female head-of-household is nearly three times more likely than the male to make decisions as to which health care products to purchase.

- Overall, an overwhelming majority of households (86%) have purchased a health care product within the past month, with about half of that majority having purchased within the past week (40% of total).

  - Consumers in the oldest age group (27%), lowest income group (26%), and Cracow residents (24%) are less likely to have purchased in the past week.

Of those respondents purchasing a health care product within the past three months (948 of the 1000 total respondents):

- The majority of households purchase a health care product once every one to three months (54%).
  - Consumers in the highest income groups are more likely than those in the lowest income group to purchase a health care product more than once per month (55% vs. 25%).
- The health care products reported to be purchased **most regularly** are dental care (93%), accessories (84%), and feminine hygiene (78%).
  - The oldest age group is less likely to regularly purchase dental care (82%).
  - Cracow residents are less likely to regularly purchase either accessories (71%) or feminine hygiene (62%).
- However, an overwhelming majority of respondents report that the health care product purchased **most recently** was either dental care (59%) or feminine hygiene (46%) with accessories reported far less often (16%).
- Nearly two-thirds of households spend between 51K and 200K PLZ per month on health care products. The average monthly expenditures is 122.3 PLZ for households that have purchased a health care product within the past three months.
  - Cracow residents (48%) and consumers in the lowest income group (35%) are more likely than other demographic groups (22%) to spend only 50K PLZ or less per month on health care products.
- The percentage of expenditures is greatest for dental care (31%), feminine hygiene (29%) and accessories (16%).
  - The oldest age group (17%) and lowest income group (18%) are more likely to spend a significant percentage of their expenditures on first aid products than the overall average (10%).
- Two-thirds of consumers are unable to think of any new health care products that they would be willing to try, whether currently available in Poland or not. Again, the remaining one-third of respondents reported that they would try "other" health care products, though no individual brand name received significant mention.
- An overwhelming majority (90%) of consumers believe the quality of health care products in Poland to be either somewhat or very good.
- Consumers are divided in regards to switching brands: 25% always purchase the same brand, 37% switches brands when dissatisfied with their current brand, and 37% switches brands to try new or different brands.

- Consumers in the oldest age group (37%), lowest income group (41%), and Katowice residents (43%) are more likely to always purchase the same brand.

- The most important factors when purchasing health care products overall are quality (44%) and price (33%), with availability of secondary importance (13%). The exceptions are the oldest age group and lower income groups for which price is more important than quality (49% vs. 32% and 45% vs. 33% respectively).

- When deciding from where to purchase health care products, price (45%) and location (35%) are the principal factors of importance.

  - Price is particularly important to the oldest age group (58%), lowest income group (57%), and to Olsztyn residents (57%).

  - Location is more important than price to the highest income group (40% vs. 26%).

- Health care products are purchased at a fairly wide variety of retail locations. A sizable majority of consumers purchase them at a pharmacy/drug store (82%). Other types of locations to receive noteworthy mention include department stores (30%), kiosks (25%), supermarkets (17%) and cosmetics/perfumeries (17%).

  - Supermarkets (27%) and perfumeries (25%) are particularly popular points of purchase for the highest income group.

Purchase Summary Table

Those respondents purchasing a health care product within the past three months (n=948).

Health Care Product	Regularly Purchased	Most Recently Purchased
Dental Care	93%	59%
Accessories (comb, toothbrush, etc.)	84	16
Feminine Hygiene	78	46
First Aid	47	14
Sunscreen Protection	20	1
Contraceptives	15	4
Baby Care	12	8
Diet Aids	10	3
Other Health Care Products	5	4

Beauty Care Products

- Again, the female head-of-household is nearly three times more likely than the male to make decisions as to which beauty care products to purchase.

- Overall, the majority of households (75%) have purchased a beauty care product within the past month.

  - Consumers in the highest income group (45%) and Katowice residents (43%) are more likely to have purchased a beauty care product within the past week than the overall average (29%).

Of those respondents purchasing a beauty care product within the past three months (918 of the 1000 total respondents):

- The majority of respondents overall purchase a beauty care product once every one to three months (61%).

  - Consumers in the highest income groups are more likely than those in the lowest income group to purchase a beauty care product more than once per month (41% vs. 11%).

- The beauty care products reported to be purchased **most regularly** are fragrance (86%), hair care (86%), facial skincare (76%), hand/body skincare (68%), and make-up (54%), though the lowest income group is far less likely to regularly purchase make-up (39%).

- Similarly, the beauty care product purchased **most recently** was either fragrance (41%), hair care (37%), facial skincare (34%), hand/body skincare (24%), or make-up (16%).

- Nearly two-thirds of households spend between 51K and 200K PLZ per month on beauty care products. The average monthly expenditure is 155.9K PLZ for households that have purchased a beauty care product within the past three months.

  - Consumers in the lowest income group are more likely to spend only 50K PLZ or less per month on beauty products than the average (34% vs. 16% respectively).

  - Consumers in the highest income group are more likely to spend 201K PLZ or more on beauty products than the average (31% vs. 18% respectively).

- The percentage of expenditures is greatest for fragrance (27%), hair care (22%), facial skincare (17%) and hand/body skincare (15%).

  - Residents of Gdansk have a lower percentage of fragrance expenditures (18%), while Olsztyn residents have a higher percentage (36%).

- Slightly less than half of consumers (45%) are unable to think of any new beauty care products that they would be willing to try. However, 40% of respondents reported

that they would try "other" beauty products. Though no individual brand names received significant mention, the principal categories of interest included skin care, make-up, and hair care.

- However, an overwhelming majority (93%) of respondents are unable to think of any beauty care products currently unavailable in Poland that they would be willing to try if they became available.

- An overwhelming majority (92%) of consumers believe the quality of beauty care products in Poland to be either somewhat or very good.

- Consumers seem relatively receptive to switching brands: only 21% always purchase the same brand, 36% switches brands when dissatisfied with their current brand, and 41% switches brands to try new or different brands.

  - Consumers in the oldest age group (34%) and Katowice residents (38%) are more likely to always purchase the same brand.

  - Residents of Gdansk and Cracow are more likely to switch brands to try new or different brands (51% for each).

  - There are no significant switching behavior differences based on income category.

- Quality (55%) is reported nearly twice as often as price (29%) as being the most important factor when purchasing beauty care products overall. The exceptions are the lowest income groups and Katowice residents for which price is slightly more important than quality (38% vs. 36% and 42% vs. 39% respectively).

- When deciding from where to purchase beauty care products, price (42%), television advertising (27%), and location (21%) are the principal factors of importance.

  - Price is particularly important to the oldest age group (51%), lowest income group (53%), and to Poznan residents (53%).

  - Television advertising is more important than price to the highest income group (37% vs. 26% respectively).

- Beauty care products are purchased at a wide variety of retail locations: cosmetics/perfumeries (60%), pharmacies (54%), department stores (26%), supermarkets (16%), kiosks (15%), and street stands/markets (12%).

  - The lowest income group is more likely to purchase beauty care products at a department store (42%), whereas the highest income groups are more likely to purchase at perfumeries (74%) or supermarkets (26%).

  - The popularity of various points of purchase also differs a great deal by region, depending more or less on the relative availability of different types of retail locations in each city.

Purchase Summary Table

Those respondents purchasing a beauty care product within the past three months (n=918).

Beauty Care Product	Regularly Purchased	Most Recently Purchased
Fragrance	86%	41%
Hair Care	86	37
Facial Skincare	76	34
Hand/Body Skincare	68	24
Make-up	54	16
Nail Polish/Care	31	7
Hair Color	25	8
Other Beauty Care Products	3	1

Miscellaneous Findings

- When going to a drug store/pharmacy, two-thirds of Polish consumers typically purchase drugs. The only other product category to receive significant mention was personal hygiene (15%).

- An overwhelming majority of Polish consumers (89%) can think of no products currently unavailable in Poland that they would purchase if available.

MARKET OVERVIEW

Personnel Resources

- Pharmacists receive their education from the Academy of Medicine, and are considered highly trained. Each year approximately 6300 newly trained pharmacists (1992: 60% women) are graduated. Many leading Western pharmaceutical companies currently employ Polish-trained pharmacists, usually in sales and marketing positions.

- Average monthly wages (all gross excluding ZUS):

  Doctor: 2.5 - 3.0 mln PLZ
  Pharmacist: 2.5 - 4.0 mln PLZ
  Pharmacy Sales clerk: 13,000 PLZ/hour
  Pharmaceutical salesperson (Western co.): 13 - 15 mln PLZ plus car & incentive
  Consumer products salesperson: 13 - 15 mln PLZ plus car (sometimes plus incentive)
  Consumer products sales manager: 30 - 40 mln PLZ plus car (sometimes plus incentive)
  Pharmacy/health & beauty shop manager: shop owner drawing from overall profit

- Polish law does not require employers to provide any of the usual employee benefits customarily found in the West (e.g., health benefits). The law does require employers to pay 49% payroll tax (ZUS) to the government to cover the cost of state-provided healthcare and social security benefits.

- Paid vacation leave is required only in the second year of employment (4 weeks increasing to 5 weeks after 5 years of service).

- Sales people/managers in distribution companies and large western companies with dedicated sales forces are commonly provided a company car. New cars, especially models currently used in sales fleets (Ford Escorts, VW Golf's), are still luxury items to most Poles. Thus, a company car is perceived to be a valuable employee benefit.

Availability of business managers, especially those with a knowledge of retail, wholesale, and/or health care business development and operations is improving. While there are several business schools in Poland graduating business managers, most will not have prior work experience. Business managers with knowledge of retail, wholesale and distribution would likely be sourced from currently operating distribution/wholesale companies. Over the past two years, Western companies have grown their own dedicated sales organizations (averaging 100 to 200 salespeople/managers) and have provided considerable training. Hence, the pool of experienced, entrepreneurial Poles is growing in both total numbers and quality.

Importing

All goods being sold on the Polish market must be registered by the Polish Government before importation and selling can commence.

Personal care products must be registered with PZH (National Institute of Hygiene). The registration process varies in length from one week (very infrequently) to 3 months or longer. To obtain product registration and a registration number, the manufacturer is required to submit an application, with product samples, country of origin documentation, the actual packaging that will be available on the Polish market, and a list of materials/ingredients/chemicals contained in the product. Documentation of product approval/registration from Western government ministries/bureaus (e.g., FDA) will sometimes expedite the registration process.

Following this procedure by no means guarantees swift approval, as Polish authorities may choose to conduct independent product testing. There have also been cases where commonly accepted materials/ingredients/chemicals approved in the West have been scrutinized and resulted in lengthy registration delays or have not been approved at all. In the worst cases, manufacturers have been forced to change their manufacturing processes or formulations to meet Polish requirements.

Pharmaceutical and OTC pharmaceutical must be registered by the Ministry of Health before importation and selling can commence. Independent testing by the Ministry of Health is always conducted. In most other respects, the registration process is similar to that of personal care products, however. Additional documentation required would include clinical trial research data etc.

All pharmaceutical, OTC pharmaceutical and personal care products imported into Poland are subject to import duties. Most EEC pharmaceutical and OTC pharmaceutical are exempt from import duty (but subject to 6% border tax and 0-7% VAT). Personal care products (e.g. shampoo) are subject to 15% import duty, 6% border tax and 22% VAT. Cosmetics are taxed at 45% import duty, 6% border tax, 22% VAT, and for selected items, an excise tax.

Retail Outlets

The retail environment in Poland is still very fragmented and disorganized. The retail universe is fragmented because there exists over 190,000 food & drug shops varying in size from less than 50 sq. meters to over 100 sq. meters of selling space; it is disorganized in that the product assortment in many food stores may also include a range of personal care products (e.g., feminine hygiene or deodorants).

In addition, there are over 130,000 kiosks selling everything from newspapers, cigarettes and confection to laundry detergents, disposable razors and deodorants. Over time, the number of kiosks is expected to decrease as larger retail outlets offering either full or specialized ranges of consumer goods are opened.

The list below describes the primary vehicles for pharmaceutical, OTC pharmaceutical, beauty care, and personal care retailing:

- Aptekas (approximately 5,000) - aptekas will stock primarily only prescription and OTC drugs. Larger aptekas, however, will also stock very limited amounts of personal care products. For example, a large apteka in Warsaw stocks two feminine hygiene brands, but no deodorant.

- Drogerie and cosmetic stores - stock a wide range of personal care and cosmetics products (e.g., shampoos, feminine hygiene, deodorants, soaps, nail care, skin care, makeup and hair colorants).

- Perfumeries - the product range in most perfumeries is limited to perfumes and makeup, usually at higher price points than found in drogeries and cosmetics shops.

  The combined number of drogeries, perfumeries and cosmetic shops in Poland is approximately 50,000.

- Western-style supermarkets - the Austrian retailer Billa has opened four western-style supermarkets in Poland and has aggressive plans to open up to ten new outlets in 1994. Billa has 8 to 12 aisles of goods ranging from food to household items, personal care products, and OTC pharmaceutical (aspirin) to beer and wine. Billa does not have an on-premises pharmacy. In 1994, MACRO Cash 'n Carry, a large warehouse-club outlet, will open in Warsaw. Several other large European retailers are currently assessing the Polish market for entry.

Overwhelmingly, Polish consumers visit shops close to their place of residence or work on foot or via mass transportation. Shoppers visit stores an average of several times a week. Parking availability is not a primary consumer concern given that only 1 in 8 Poles presently owns a car. The female head of household is the primary purchaser for most consumer goods, including prescription pharmaceutical, OTC pharmaceutical, personal care products. With the emergence of large, western-style supermarkets and the increasing reliance on automotive transportation, once-a-week shopping, using the car, will develop.

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Distribution

Distribution alternatives in Poland are as diverse as they are numerous. The weighted volume, however, is primarily composed of private distributors, cash and carry warehouses, and kiosks. These are discussed individually below.

Private distribution companies emerged with the free market reforms of 1990. The number of wholesalers and distributors grows daily as entrepreneurs with little more than a van and capital begin delivering consumer goods to retail outlets. Very few distribution companies, if any, can claim national coverage. Most often, marketers are utilizing a network of distributors and/or wholesalers to cover the whole of Poland.

There are several companies specializing in pharmaceutical, personal care and health & beauty products distribution currently operating in Poland:

- Polbita - cosmetics & OTC pharmaceutical
- Swiss trading - pharmaceutical
- ORFE - pharmaceutical, OTC pharmaceutical, personal care products
- Brands International - health & beauty, personal care
- Limma - cosmetics
- Gabriel - cosmetics
- Chemix - cosmetics & perfumes
- Jabo - cosmetics & perfumes
- Ohiega Prima - cosmetics
- Best - cosmetics/health & beauty
- AS-Line - cosmetics

In addition, there are several "cash and carry" warehouses selling consumer products by the case. Cash and carry outlets are frequented by owners of smaller shops who may purchase stock here several times a week. One of the largest cash and carry wholesalers is Elektromis with over 25 outlets throughout Poland. Elektromis claims to have a customer base of 60,000 shop owners nationally. While the product range in most cash and carry outlets is currently limited to food products, it is probable that the range will expand soon to include personal care products.

Distribution to kiosks is difficult. Many kiosks are privately owned. Owners of individual kiosks or small groups of kiosks typically purchase their stock from cash and carry outlets and from a variety of different distributors. Ruch, the former state-owned chain of kiosks which was recently privatized, is the largest single owner of kiosks in Poland (approx. approximately 12,000). Ruch has established a network of warehouses from which their many kiosks are stocked.

Market Entrants

The following Western pharmaceutical, consumer healthcare/health & beauty companies are currently marketing products in Poland:

Alcon Pharmaceutical
Astra
Bayer
Biersdorf
Block Drug
Carter Wallace
Ciba Geigy
Colgate-Palmolive
Cyanamid
DuPont
Eli Lilly
Elida
Estee Lauder
Franklin Park
Gillette
Glaxo
Guerlain
Henkel
Johnson & Johnson
Kabi Pharmacia
L'oreal
Merck
Pfizer
Procter & Gamble
Rhone-Poulenc
Roche
Sandoz
Sara Lee
Schwarzkopf
Smithkline Beecham
Sterling Health
Tambrands
Unilever
Upjohn
Warner Lambert
Wella
Wellcome

APPENDIX A
SURVEY QUESTIONNAIRE

MAIN QUESTIONNAIRE

1. Thinking about OTC drugs, who in your household usually makes the decisions about buying those products? [MAKE AN APPOINTMENT WITH THIS PERSON]

2. Thinking about OTC drugs, have you bought any of these products within:
   2.1 last week
   2.2 last month
   2.3 last three months
   2.4 last six months [SKIP TO Q...]
   2.5 last year [SKIP TO Q...]

3. How often do you usually buy OTC drugs?

4. Thinking about the OTC drugs, what sort of OTC drugs do you usually buy?
   4.1 pain relief
   4.2 cold medicine
   4.3 sleep aids
   4.4 vitamins
   4.5 stimulants
   4.6 prescription drugs
   4.7 other -- please specify:

5. What was the last OTC drug that you bought?
   5.1 pain relief
   5.2 cold medicine
   5.3 sleep aids
   5.4 vitamins
   5.5 stimulants
   5.6 prescription drugs
   5.7 other -- please specify:

6. Thinking about buying OTC drugs for your household, how much money, on average, do you spend per month? [Record:]

7. What is the percentage of your expenditure per category?
   7.1 pain relief
   7.2 cold medicine
   7.3 sleep aids
   7.4 vitamins
   7.5 stimulants
   7.6 prescription drugs
   7.7 other -- please specify:

8. What are the new OTC products that you would be willing to try? [Record:]

9. Are there any OTC drugs that you would be willing to buy, but they are not available in Poland? [RECORD:]

10. Thinking about the overall quality of the OTC available in Poland, would you say that the quality is:
    10.1 very good
    10.2 somewhat good
    10.3 neither good nor poor
    10.4 somewhat poor
    10.5 very poor

11. Thinking about different brands of OTC drugs, what is your regular purchase pattern. Would you say that you
    11.1 always purchase the same brand(s)
    11.2 switch only in cases you are dissatisfied with the brand(s)
    11.3 sometimes switch to check out new brand(s)
    11.4 often switch to try different brands
    11.5 never buy the same brand(s) twice

12. Thinking about purchasing OTC drugs, what is the main factor influencing your purchase decision?
    12.1 price
    12.2 product availability
    12.3 quality
    12.4 convenience
    12.5 other -- please specify:

13. Thinking about the retail outlet for buying OTC, what is the main factor influencing your purchase decision?
    13.1 price
    13.2 outlet location
    13.3 hours of operation
    13.4 type of service (self-service/assistant help)
    13.5 others -- please specify:

14. Where do you usually buy OTC?
    14.1 pharmacy/drugstore
    14.2 department store
    14.3 supermarket
    14.4 grocery
    14.5 kiosk
    14.6 street stand/market
    14.7 cosmetics/perfumery
    14.8 herb store
    14.9 other -- please specify:

15. Thinking about health products, who in your household usually makes the decisions about buying those products? [MAKE AN APPOINTMENT WITH THIS PERSON]

16. Thinking about health products, have you bought any of these products within:
    16.1 last week
    16.2 last month
    16.3 last three months
    16.4 last six months [SKIP TO Q...]
    16.5 last year [SKIP TO Q...]

17. How often do you usually buy health products?

18. Thinking about the health products, what sort of products do you usually buy?
    18.1 diet aids
    18.2 first aid products
    18.3 dental care products
    18.4 sunscreen protection products
    18.5 accessories (comb, toothbrush)
    18.6 feminine hygiene
    18.7 baby care products
    18.8 contraceptives
    18.9 other -- please specify:

19. What was the last health product that you bought?
    19.1 diet aids
    19.2 first aid products
    19.3 dental care products
    19.4 sunscreen protection products
    19.5 accessories (comb, toothbrush)
    19.6 feminine hygiene
    19.7 baby care products
    19.8 contraceptives
    19.9 other -- please specify:

20. Thinking about buying health products for your household, how much money, on average, do you spend per month? [Record:]

21. What is the percentage of your expenditure per category?
    21.1 diet aids
    21.2 first aid products
    21.3 dental care products
    21.4 sunscreen protection products
    21.5 accessories (comb, toothbrush)
    21.6 feminine hygiene
    21.7 baby care products
    21.8 contraceptives
    21.9 other -- please specify:

22. What are the new health products that you would be willing to try? [Record:]

23. Are there any health products that you would be willing to buy, but they are not available in Poland? [RECORD:]

24. Thinking about the overall quality of the health care products available in Poland, would you say that the quality is:
    24.1 very good
    24.2 somewhat good
    24.3 neither good nor poor
    24.4 somewhat poor
    24.5 very poor

25. Thinking about different brands of health care products, what is your regular purchase pattern. Would you say that you
    25.1 always purchase the same brand(s)
    25.2 switch only in cases you are dissatisfied with the brand(s)
    25.3 sometimes switch to check out new brand(s)
    25.4 often switch to try different brands
    25.5 never buy the same brand(s) twice

26. Thinking about purchasing health care products, what is the main factor influencing your purchase decision?
    26.1 price
    26.2 product availability
    26.3 quality
    26.4 convenience
    26.5 other -- please specify:

27. Thinking about the retail outlet for buying health care products, what is the main factor influencing your purchase decision?
    27.1 price
    27.2 outlet location
    27.3 hours of operation
    27.4 type of service (self-service/assistant help)
    27.5 others -- please specify:

28. Where do you usually buy health care products?
    28.1 pharmacy/drugstore
    28.2 department store
    28.3 supermarket
    28.4 grocery
    28.5 kiosk
    28.6 street stand/market
    28.7 cosmetics/perfumery
    28.8 herb store
    28.9 other -- please specify:

29. Thinking about beauty products, who in your household usually makes the decisions about buying those products? [MAKE AN APPOINTMENT WITH THIS PERSON]

30. Thinking about beauty products, have you bought any of these products within:
    30.1 last week
    30.2 last month
    30.3 last three months
    30.4 last six months [SKIP TO Q...]
    30.5 last year [SKIP TO Q...]

31. How often do you usually buy beauty products?

32. Thinking about beauty products, what sort of products do you usually buy?
    32.1 make-up
    32.2 facial skincare
    32.3 hand/body skincare
    32.4 fragrance
    32.5 hair care
    32.6 hair color
    32.7 other -- please specify:

33. What was the last beauty product that you bought?
    33.1 make-up
    33.2 facial skincare
    33.3 hand/body skincare
    33.4 fragrance
    33.5 hair care
    33.6 hair color
    33.7 other -- please specify:

34. Thinking about buying beauty products for your household, how much money, on average, do you spend per month? [Record:]

35. What is the percentage of your expenditure per category?
    35.1 make-up
    35.2 facial skincare
    35.3 hand/body skincare
    35.4 fragrance
    35.5 hair care
    35.6 hair color
    35.7 other -- please specify:

36. What are the new beauty products that you would be willing to try? [Record:]

37. Are there any beauty products that you would be willing to buy, but they are not available in Poland? [RECORD:]

38. Thinking about the overall quality of the beauty products available in Poland, would you say that the quality is:
    38.1 very good
    38.2 somewhat good
    38.3 neither good nor poor
    38.4 somewhat poor
    38.5 very poor

39. Thinking about different brands of beauty products, what is your regular purchase pattern. Would you say that you
    39.1 always purchase the same brand(s)
    39.2 switch only in cases you are dissatisfied with the brand(s)
    39.3 sometimes switch to check out new brand(s)
    39.4 often switch to try different brands
    39.5 never buy the same brand(s) twice

40. Thinking about purchasing beauty products, what is the main factor influencing your purchase decision?
    40.1 price
    40.2 product availability
    40.3 quality
    40.4 convenience
    40.5 other -- please specify:

41. Thinking about the retail outlet for buying beauty products, what is the main factor influencing your purchase decision?
    41.1 price
    41.2 outlet location
    41.3 hours of operation
    41.4 type of service (self-service/assistant help)
    41.5 others -- please specify:

42. Where do you usually buy beauty products?
    42.1 pharmacy/drugstore
    42.2 department store
    42.3 supermarket
    42.4 grocery
    42.5 kiosk
    42.6 street stand/market
    42.7 cosmetics/perfumery
    42.8 herb store
    42.9 other -- please specify:

43. When you go to a drug store/pharmacy, what do you usually buy?

44. What are the products that you would like to buy but you cannot find?

PROFILE
Additional questions

45. I am going to read through a list of expenditure categories, Please stop me when I reach the category which best represents your household's average monthly expenditure.
    45.1 below 3 million
    45.2 over 3 million to 5 million
    45.3 over 5 million to 7 million
    45.4 over 7 million to 9 million
    45.5 over 9 million to 11 million
    45.6 over 11 million

46. Do you, or anybody in your household have a car?
    46.1 yes
    46.2 no

APPENDIX B
CROSS-TABULAR RESULTS

OMNIBUS SURVEY - POLAND
December 1993

Table Q301 *

Who makes the decision about buying OTC drugs?

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Parents	117	73	44	68	46	2	1	-	45	6	15	4	15	28	4	6	12	28	22	24
	11.7	15.4	8.3	44.2	15.6	1.1	0.6	-	17.6	4.3	12.5	3.1	11.5	22.2	4.0	7.3	5.2	10.9	13.9	17.9
	100.0	62.4	37.6	58.1	39.3	1.7	0.9	-	38.5	5.1	12.8	3.4	12.8	23.9	3.4	5.1	10.3	23.9	18.8	20.5
Brother/Sister	56	26	30	6	17	7	9	17	1	13	1	-	41	-	-	9	15	17	8	3
	5.6	5.5	5.7	3.9	5.8	3.9	5.4	8.7	0.4	9.4	0.8	-	31.3	-	-	11.0	6.5	6.6	5.1	2.2
	100.0	46.4	53.6	10.7	30.4	12.5	16.1	30.4	1.8	23.2	1.8	-	73.2	-	-	16.1	26.8	30.4	14.3	5.4
Children	24	7	17	5	3	3	6	7	2	1	1	-	18	1	1	-	6	8	-	6
	2.4	1.5	3.2	3.2	1.0	1.7	3.6	3.6	0.8	0.7	0.8	-	13.7	0.8	1.0	-	2.6	3.1	-	4.5
	100.0	29.2	70.8	20.8	12.5	12.5	25.0	29.2	8.3	4.2	4.2	-	75.0	4.2	4.2	-	25.0	33.3	-	25.0
Myself	581	184	397	58	170	122	110	116	147	80	75	104	46	66	63	54	148	155	85	64
	58.1	38.9	75.3	37.7	57.6	67.4	65.5	59.5	57.6	58.0	62.5	80.0	35.1	52.4	63.0	65.9	63.8	60.5	53.8	47.8
	100.0	31.7	68.3	10.0	29.3	21.0	18.9	20.0	25.3	13.8	12.9	17.9	7.9	11.4	10.8	9.3	25.5	26.7	14.6	11.0
Wife/Husband/Both	137	134	3	1	28	37	33	36	32	24	21	12	10	29	9	2	35	30	31	21
	13.7	28.3	0.6	0.6	9.5	20.4	19.6	18.5	12.5	17.4	17.5	9.2	7.6	23.0	9.0	2.4	15.1	11.7	19.6	15.7
	100.0	97.8	2.2	0.7	20.4	27.0	24.1	26.3	23.4	17.5	15.3	8.8	7.3	21.2	6.6	1.5	25.5	21.9	22.6	15.3
Relatives	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1
	0.1	0.2	-	-	-	-	-	0.5	0.4	-	-	-	-	-	-	-	-	-	-	0.7
	100.0	100.0	-	-	-	-	-	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0
Other	74	41	33	15	26	9	9	15	22	12	5	10	1	2	22	10	15	16	10	13
	7.4	8.7	6.3	9.7	8.8	5.0	5.4	7.7	8.6	8.7	4.2	7.7	0.8	1.6	22.0	12.2	6.5	6.3	6.3	9.7
	100.0	55.4	44.6	20.3	35.1	12.2	12.2	20.3	29.7	16.2	6.8	13.5	1.4	2.7	29.7	13.5	20.3	21.6	13.5	17.6
DK/Refused	10	7	3	1	5	1	-	3	5	2	2	-	-	-	1	1	1	2	2	2
	1.0	1.5	0.6	0.6	1.7	0.6	-	1.5	2.0	1.4	1.7	-	-	-	1.0	1.2	0.4	0.8	1.3	1.5
	100.0	70.0	30.0	10.0	50.0	10.0	-	30.0	50.0	20.0	20.0	-	-	-	10.0	10.0	10.0	20.0	20.0	20.0

OMNIBUS SURVEY - POLAND
December 1993

Table Q302 *

Have you bought any of these products within:

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Last week	227	88	139	32	67	40	44	43	39	49	28	15	40	25	31	19	54	59	35	33
	22.7	18.6	26.4	20.8	22.7	22.1	26.2	22.1	15.3	35.5	23.3	11.5	30.5	19.8	31.0	23.2	23.3	23.0	22.2	24.6
	100.0	38.8	61.2	14.1	29.5	17.6	19.4	18.9	17.2	21.6	12.3	6.6	17.6	11.0	13.7	8.4	23.8	26.0	15.4	14.5
Last month	396	175	221	60	119	67	71	78	94	62	45	49	51	63	32	38	87	97	63	59
	39.6	37.0	41.9	39.0	40.3	37.0	42.3	40.0	36.9	44.9	37.5	37.7	38.9	50.0	32.0	46.3	37.5	37.9	39.9	44.0
	100.0	44.2	55.8	15.2	30.1	16.9	17.9	19.7	23.7	15.7	11.4	12.4	12.9	15.9	8.1	9.6	22.0	24.5	15.9	14.9
Last three months	177	93	84	34	48	27	25	40	61	17	20	22	23	14	20	14	44	48	24	26
	17.7	19.7	15.9	22.1	16.3	14.9	14.9	20.5	23.9	12.3	16.7	16.9	17.6	11.1	20.0	17.1	19.0	18.8	15.2	19.4
	100.0	52.5	47.5	19.2	27.1	15.3	14.1	22.6	34.5	9.6	11.3	12.4	13.0	7.9	11.3	7.9	24.9	27.1	13.6	14.7
Last six months	147	85	62	21	45	35	24	21	43	8	18	40	10	19	9	7	34	36	25	15
	14.7	18.0	11.8	13.6	15.3	19.3	14.3	10.8	16.9	5.8	15.0	30.8	7.6	15.1	9.0	8.5	14.7	14.1	15.8	11.2
	100.0	57.8	42.2	14.3	30.6	23.8	16.3	14.3	29.3	5.4	12.2	27.2	6.8	12.9	6.1	4.8	23.1	24.5	17.0	10.2
Last year	32	20	12	6	10	8	1	7	11	1	5	4	4	-	7	3	9	10	5	-
	3.2	4.2	2.3	3.9	3.4	4.4	0.6	3.6	4.3	0.7	4.2	3.1	3.1	-	7.0	3.7	3.9	3.9	3.2	-
	100.0	62.5	37.5	18.8	31.3	25.0	3.1	21.9	34.4	3.1	15.6	12.5	12.5	-	21.9	9.4	28.1	31.3	15.6	-
DK/Refused	21	12	9	1	6	4	3	6	7	1	4	-	3	5	1	1	4	6	6	1
	2.1	2.5	1.7	0.6	2.0	2.2	1.8	3.1	2.7	0.7	3.3	-	2.3	4.0	1.0	1.2	1.7	2.3	3.8	0.7
	100.0	57.1	42.9	4.8	28.6	19.0	14.3	28.6	33.3	4.8	19.0	-	14.3	23.8	4.8	4.8	19.0	28.6	28.6	4.8

OMNIBUS SURVEY - POLAND
December 1993

Table Q303 *

How often do you usually buy OTC drugs?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
1-4 times per year	142	71	71	20	48	16	26	29	47	17	13	17	21	12	15	10	37	38	18	20
	17.7	19.9	16.0	15.9	20.5	11.9	18.6	18.0	24.2	13.3	14.0	19.8	18.4	11.8	18.1	14.1	20.0	18.6	14.8	16.9
	100.0	50.0	50.0	14.1	33.8	11.3	18.3	20.4	33.1	12.0	9.2	12.0	14.8	8.5	10.6	7.0	26.1	26.8	12.7	14.1
5-12 times per year	456	205	251	75	130	86	76	87	104	70	59	48	62	58	55	43	101	117	69	69
	57.0	57.6	56.5	59.5	55.6	64.2	54.3	54.0	53.6	54.7	63.4	55.8	54.4	56.9	66.3	60.6	54.6	57.4	56.6	58.5
	100.0	45.0	55.0	16.4	28.5	18.9	16.7	19.1	22.8	15.4	12.9	10.5	13.6	12.7	12.1	9.4	22.1	25.7	15.1	15.1
13-24 times per year	130	51	79	20	31	20	27	32	19	27	15	18	18	24	9	13	33	31	22	17
	16.3	14.3	17.8	15.9	13.2	14.9	19.3	19.9	9.8	21.1	16.1	20.9	15.8	23.5	10.8	18.3	17.8	15.2	18.0	14.4
	100.0	39.2	60.8	15.4	23.8	15.4	20.8	24.6	14.6	20.8	11.5	13.8	13.8	18.5	6.9	10.0	25.4	23.8	16.9	13.1
25-50 times per year	40	13	27	5	16	5	7	7	8	11	2	2	8	7	2	1	9	10	7	9
	5.0	3.7	6.1	4.0	6.8	3.7	5.0	4.3	4.1	8.6	2.2	2.3	7.0	6.9	2.4	1.4	4.9	4.9	5.7	7.6
	100.0	32.5	67.5	12.5	40.0	12.5	17.5	17.5	20.0	27.5	5.0	5.0	20.0	17.5	5.0	2.5	22.5	25.0	17.5	22.5
Over 50 times per year	26	13	13	5	6	6	4	5	12	1	4	1	5	1	2	3	4	6	5	3
	3.3	3.7	2.9	4.0	2.6	4.5	2.9	3.1	6.2	0.8	4.3	1.2	4.4	1.0	2.4	4.2	2.2	2.9	4.1	2.5
	100.0	50.0	50.0	19.2	23.1	23.1	15.4	19.2	46.2	3.8	15.4	3.8	19.2	3.8	7.7	11.5	15.4	23.1	19.2	11.5
DK/Refused	6	3	3	1	3	1	-	1	4	2	-	-	-	-	-	1	1	2	1	-
	0.8	0.8	0.7	0.8	1.3	0.7	-	0.6	2.1	1.6	-	-	-	-	-	1.4	0.5	1.0	0.8	-
	100.0	50.0	50.0	16.7	50.0	16.7	-	16.7	66.7	33.3	-	-	-	-	-	16.7	16.7	33.3	16.7	-

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Table Q343 * -continued

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
First aid products	33	15	18	4	5	6	3	15	3	13	3	5	8	-	1	1	12	7	4	6
	3.3	3.2	3.4	2.6	1.7	3.3	1.8	7.7	1.2	9.4	2.5	3.8	6.1	-	1.0	1.2	5.2	2.7	2.5	4.5
	100.0	45.5	54.5	12.1	15.2	18.2	9.1	45.5	9.1	39.4	9.1	15.2	24.2	-	3.0	3.0	36.4	21.2	12.1	18.2
Cold medicine	21	8	13	4	5	7	1	4	1	3	3	9	3	-	2	1	7	3	6	1
	2.1	1.7	2.5	2.6	1.7	3.9	0.6	2.1	0.4	2.2	2.5	6.9	2.3	-	2.0	1.2	3.0	1.2	3.8	0.7
	100.0	38.1	61.9	19.0	23.8	33.3	4.8	19.0	4.8	14.3	14.3	42.9	14.3	-	9.5	4.8	33.3	14.3	28.6	4.8
Stimorol	10	5	5	2	4	-	3	1	4	2	-	1	1	-	2	-	1	-	2	5
	1.0	1.1	0.9	1.3	1.4	-	1.8	0.5	1.6	1.4	-	0.8	0.8	-	2.0	-	0.4	-	1.3	3.7
	100.0	50.0	50.0	20.0	40.0	-	30.0	10.0	40.0	20.0	-	10.0	10.0	-	20.0	-	10.0	-	20.0	50.0
Vitamins	38	18	20	9	9	8	6	6	5	11	4	4	13	1	-	1	5	12	7	7
	3.8	3.8	3.8	5.8	3.1	4.4	3.6	3.1	2.0	8.0	3.3	3.1	9.9	0.8	-	1.2	2.2	4.7	4.4	5.2
	100.0	47.4	52.6	23.7	23.7	21.1	15.8	15.8	13.2	28.9	10.5	10.5	34.2	2.6	-	2.6	13.2	31.6	18.4	18.4
Nothing	15	10	5	-	5	5	2	2	12	-	3	-	-	-	-	-	4	5	5	1
	1.5	2.1	0.9	-	1.7	2.8	1.2	1.0	4.7	-	2.5	-	-	-	-	-	1.7	2.0	3.2	0.7
	100.0	66.7	33.3	-	33.3	33.3	13.3	13.3	80.0	-	20.0	-	-	-	-	-	26.7	33.3	33.3	6.7
Other	131	61	70	17	47	20	20	27	41	12	9	15	32	11	11	12	32	30	26	22
	13.1	12.9	13.3	11.0	15.9	11.0	11.9	13.8	16.1	8.7	7.5	11.5	24.4	8.7	11.0	14.6	13.8	11.7	16.5	16.4
	100.0	46.6	53.4	13.0	35.9	15.3	15.3	20.6	31.3	9.2	6.9	11.5	24.4	8.4	8.4	9.2	24.4	22.9	19.8	16.8
DK/Refused	20	14	6	4	6	2	-	7	10	-	1	4	1	4	-	2	4	6	2	1
	2.0	3.0	1.1	2.6	2.0	1.1	-	3.6	3.9	-	0.8	3.1	0.8	3.2	-	2.4	1.7	2.3	1.3	0.7
	100.0	70.0	30.0	20.0	30.0	10.0	-	35.0	50.0	-	5.0	20.0	5.0	20.0	-	10.0	20.0	30.0	10.0	5.0

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Table Q304 *

What sort of OTC drugs do you usually buy?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Pain relief	574	241	333	87	167	105	102	109	131	91	62	56	81	89	64	51	149	138	90	78
	71.7	67.7	75.0	69.0	71.4	78.4	72.9	67.7	67.5	71.1	66.7	65.1	71.1	87.3	77.1	71.8	80.5	67.6	73.8	66.1
	100.0	42.0	58.0	15.2	29.1	18.3	17.8	19.0	22.8	15.9	10.8	9.8	14.1	15.5	11.1	8.9	26.0	24.0	15.7	13.6
Cold medicine	626	286	340	97	200	115	102	108	148	103	70	66	83	88	68	51	140	164	98	92
	78.3	80.3	76.6	77.0	85.5	85.8	72.9	67.1	76.3	80.5	75.3	76.7	72.8	86.3	81.9	71.8	75.7	80.4	80.3	78.0
	100.0	45.7	54.3	15.5	31.9	18.4	16.3	17.3	23.6	16.5	11.2	10.5	13.3	14.1	10.9	8.1	22.4	26.2	15.7	14.7
Sleep aids	81	31	50	10	13	8	15	34	34	9	8	8	6	6	10	16	27	16	8	8
	10.1	8.7	11.3	7.9	5.6	6.0	10.7	21.1	17.5	7.0	8.6	9.3	5.3	5.9	12.0	22.5	14.6	7.8	6.6	6.8
	100.0	38.3	61.7	12.3	16.0	9.9	18.5	42.0	42.0	11.1	9.9	9.9	7.4	7.4	12.3	19.8	33.3	19.8	9.9	9.9
Vitamins	514	214	300	79	175	83	91	84	98	83	60	55	79	90	49	35	110	138	77	95
	64.2	60.1	67.6	62.7	74.8	61.9	65.0	52.2	50.5	64.8	64.5	64.0	69.3	88.2	59.0	49.3	59.5	67.6	63.1	80.5
	100.0	41.6	58.4	15.4	34.0	16.1	17.7	16.3	19.1	16.1	11.7	10.7	15.4	17.5	9.5	6.8	21.4	26.8	15.0	18.5
Stimulants	23	13	10	-	9	2	3	9	2	5	3	5	6	2	-	4	6	7	2	4
	2.9	3.7	2.3	-	3.8	1.5	2.1	5.6	1.0	3.9	3.2	5.8	5.3	2.0	-	5.6	3.2	3.4	1.6	3.4
	100.0	56.5	43.5	-	39.1	8.7	13.0	39.1	8.7	21.7	13.0	21.7	26.1	8.7	-	17.4	26.1	30.4	8.7	17.4
Prescription drugs (not OTC)	281	131	150	37	79	50	54	60	44	59	29	15	46	61	27	30	61	70	45	51
	35.1	36.8	33.8	29.4	33.8	37.3	38.6	37.3	22.7	46.1	31.2	17.4	40.4	59.8	32.5	42.3	33.0	34.3	36.9	43.2
	100.0	46.6	53.4	13.2	28.1	17.8	19.2	21.4	15.7	21.0	10.3	5.3	16.4	21.7	9.6	10.7	21.7	24.9	16.0	18.1
Other	71	31	40	6	23	8	13	20	10	22	9	4	12	10	4	4	16	11	12	22
	8.9	8.7	9.0	4.8	9.8	6.0	9.3	12.4	5.2	17.2	9.7	4.7	10.5	9.8	4.8	5.6	8.6	5.4	9.8	18.6
	100.0	43.7	56.3	8.5	32.4	11.3	18.3	28.2	14.1	31.0	12.7	5.6	16.9	14.1	5.6	5.6	22.5	15.5	16.9	31.0
DK/Refused	2	1	1	1	1	-	-	-	2	-	-	-	-	-	-	-	-	1	-	-
	0.3	0.3	0.2	0.8	0.4	-	-	-	1.0	-	-	-	-	-	-	-	-	0.5	-	-
	100.0	50.0	50.0	50.0	50.0	-	-	-	100.0	-	-	-	-	-	-	-	-	50.0	-	-

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Table Q306 *

How much money, on average, do you spend per month on OTC drugs?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
1-10K PLZ	25	12	13	5	6	3	5	6	10	1	3	5	5	1	-	-	7	4	5	4
	3.1	3.4	2.9	4.0	2.6	2.2	3.6	3.7	5.2	0.8	3.2	5.8	4.4	1.0	-	-	3.8	2.0	4.1	3.4
	100.0	48.0	52.0	20.0	24.0	12.0	20.0	24.0	40.0	4.0	12.0	20.0	20.0	4.0	-	-	28.0	16.0	20.0	16.0
11-20K	64	31	33	11	23	12	11	7	17	2	6	22	9	3	5	4	16	13	9	10
	8.0	8.7	7.4	8.7	9.8	9.0	7.9	4.3	8.8	1.6	6.5	25.6	7.9	2.9	6.0	5.6	8.6	6.4	7.4	8.5
	100.0	48.4	51.6	17.2	35.9	18.8	17.2	10.9	26.6	3.1	9.4	34.4	14.1	4.7	7.8	6.3	25.0	20.3	14.1	15.6
21-50K	271	117	154	40	92	31	49	56	76	20	32	40	27	38	38	28	70	65	40	36
	33.9	32.9	34.7	31.7	39.3	23.1	35.0	34.8	39.2	15.6	34.4	46.5	23.7	37.3	45.8	39.4	37.8	31.9	32.8	30.5
	100.0	43.2	56.8	14.8	33.9	11.4	18.1	20.7	28.0	7.4	11.8	14.8	10.0	14.0	14.0	10.3	25.8	24.0	14.8	13.3
51-100K	263	114	149	46	66	47	54	48	56	54	38	14	38	42	21	20	59	74	44	34
	32.9	32.0	33.6	36.5	28.2	35.1	38.6	29.8	28.9	42.2	40.9	16.3	33.3	41.2	25.3	28.2	31.9	36.3	36.1	28.8
	100.0	43.3	56.7	17.5	25.1	17.9	20.5	18.3	21.3	20.5	14.4	5.3	14.4	16.0	8.0	7.6	22.4	28.1	16.7	12.9
101-200K	109	58	51	16	32	22	14	25	18	33	10	3	20	13	12	12	20	28	16	21
	13.6	16.3	11.5	12.7	13.7	16.4	10.0	15.5	9.3	25.8	10.8	3.5	17.5	12.7	14.5	16.9	10.8	13.7	13.1	17.8
	100.0	53.2	46.8	14.7	29.4	20.2	12.8	22.9	16.5	30.3	9.2	2.8	18.3	11.9	11.0	11.0	18.3	25.7	14.7	19.3
201-500K	40	11	29	4	5	13	5	13	6	11	1	1	10	4	7	4	9	15	4	6
	5.0	3.1	6.5	3.2	2.1	9.7	3.6	8.1	3.1	8.6	1.1	1.2	8.8	3.9	8.4	5.6	4.9	7.4	3.3	5.1
	100.0	27.5	72.5	10.0	12.5	32.5	12.5	32.5	15.0	27.5	2.5	2.5	25.0	10.0	17.5	10.0	22.5	37.5	10.0	15.0
501-1000K	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Over 1M PLZ	7	3	4	3	2	2	-	-	3	2	2	-	-	-	-	1	1	1	1	2
	0.9	0.8	0.9	2.4	0.9	1.5	-	-	1.5	1.6	2.2	-	-	-	-	1.4	0.5	0.5	0.8	1.7
	100.0	42.9	57.1	42.9	28.6	28.6	-	-	42.9	28.6	28.6	-	-	-	-	14.3	14.3	14.3	14.3	28.6
DK/Refused	21	10	11	1	8	4	2	6	8	5	1	1	5	1	-	2	3	4	3	5
	2.6	2.8	2.5	0.8	3.4	3.0	1.4	3.7	4.1	3.9	1.1	1.2	4.4	1.0	-	2.8	1.6	2.0	2.5	4.2
	100.0	47.6	52.4	4.8	38.1	19.0	9.5	28.6	38.1	23.8	4.8	4.8	23.8	4.8	-	9.5	14.3	19.0	14.3	23.8

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Table Q305 *

What was the last OTC drug that you bought?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Pain relief	273	114	159	44	77	41	46	63	69	48	32	18	28	42	36	24	74	58	45	38
	34.1	32.0	35.8	34.9	32.9	30.6	32.9	39.1	35.6	37.5	34.4	20.9	24.6	41.2	43.4	33.8	40.0	28.4	36.9	32.2
	100.0	41.8	58.2	16.1	28.2	15.0	16.8	23.1	25.3	17.6	11.7	6.6	10.3	15.4	13.2	8.8	27.1	21.2	16.5	13.9
Cold medicine	358	172	186	64	109	74	63	47	85	53	47	34	50	47	42	25	84	98	56	50
	44.7	48.3	41.9	50.8	46.6	55.2	45.0	29.2	43.8	41.4	50.5	39.5	43.9	46.1	50.6	35.2	45.4	48.0	45.9	42.4
	100.0	48.0	52.0	17.9	30.4	20.7	17.6	13.1	23.7	14.8	13.1	9.5	14.0	13.1	11.7	7.0	23.5	27.4	15.6	14.0
Sleep aids	33	9	24	5	4	4	4	15	9	5	5	7	2	2	3	7	6	9	4	3
	4.1	2.5	5.4	4.0	1.7	3.0	2.9	9.3	4.6	3.9	5.4	8.1	1.8	2.0	3.6	9.9	3.2	4.4	3.3	2.5
	100.0	27.3	72.7	15.2	12.1	12.1	12.1	45.5	27.3	15.2	15.2	21.2	6.1	6.1	9.1	21.2	18.2	27.3	12.1	9.1
Vitamins	240	103	137	37	81	36	45	40	51	45	24	25	41	38	16	14	51	64	32	45
	30.0	28.9	30.9	29.4	34.6	26.9	32.1	24.8	26.3	35.2	25.8	29.1	36.0	37.3	19.3	19.7	27.6	31.4	26.2	38.1
	100.0	42.9	57.1	15.4	33.8	15.0	18.8	16.7	21.3	18.8	10.0	10.4	17.1	15.8	6.7	5.8	21.3	26.7	13.3	18.8
Stimulants	10	2	8	-	5	2	1	2	3	3	1	1	1	1	-	1	-	5	2	2
	1.3	0.6	1.8	-	2.1	1.5	0.7	1.2	1.5	2.3	1.1	1.2	0.9	1.0	-	1.4	-	2.5	1.6	1.7
	100.0	20.0	80.0	-	50.0	20.0	10.0	20.0	30.0	30.0	10.0	10.0	10.0	10.0	-	10.0	-	50.0	20.0	20.0
Prescription drugs (not OTC)	69	32	37	4	15	13	11	26	16	20	6	3	12	7	5	13	17	19	8	8
	8.6	9.0	8.3	3.2	6.4	9.7	7.9	16.1	8.2	15.6	6.5	3.5	10.5	6.9	6.0	18.3	9.2	9.3	6.6	6.8
	100.0	46.4	53.6	5.8	21.7	18.8	15.9	37.7	23.2	29.0	8.7	4.3	17.4	10.1	7.2	18.8	24.6	27.5	11.6	11.6
Other	45	21	24	3	16	5	9	11	5	10	6	4	12	3	5	4	12	5	7	11
	5.6	5.9	5.4	2.4	6.8	3.7	6.4	6.8	2.6	7.8	6.5	4.7	10.5	2.9	6.0	5.6	6.5	2.5	5.7	9.3
	100.0	46.7	53.3	6.7	35.6	11.1	20.0	24.4	11.1	22.2	13.3	8.9	26.7	6.7	11.1	8.9	26.7	11.1	15.6	24.4
DK/Refused	5	3	2	3	2	-	-	-	4	1	-	-	-	-	-	-	1	3	-	-
	0.6	0.8	0.5	2.4	0.9	-	-	-	2.1	0.8	-	-	-	-	-	-	0.5	1.5	-	-
	100.0	60.0	40.0	60.0	40.0	-	-	-	80.0	20.0	-	-	-	-	-	-	20.0	60.0	-	-

OMNIBUS SURVEY - POLAND
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Table Q307 *

What is the percentage of your expenditure per category?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Pain relief	23.08	21.85	24.06	22.88	20.82	24.10	22.95	25.65	22.30	25.37	21.99	24.36	19.09	23.02	26.81	27.58	25.77	21.60	23.81	17.65
Cold medicine	31.05	32.10	30.20	33.33	33.78	33.05	30.41	24.19	36.13	29.99	26.67	33.20	25.45	28.86	33.80	25.63	31.44	32.21	33.24	26.40
Sleep aids	2.66	2.19	3.04	1.67	1.52	1.03	2.55	6.47	4.19	1.55	2.63	3.81	1.55	1.09	3.07	7.08	3.04	2.39	1.68	1.99
Vitamins	22.00	21.21	22.64	23.93	23.83	23.02	21.74	17.53	21.47	18.95	20.05	26.90	25.54	24.24	17.47	14.79	17.60	23.67	20.86	28.19
Stimulants	1.01	1.06	0.97	0.21	1.00	0.24	1.10	2.21	1.04	0.77	0.86	2.35	1.51	0.50	-	2.42	0.98	0.79	0.86	1.14
Prescription drugs (non OTC)	15.80	17.14	14.73	12.25	14.55	15.38	17.84	19.32	9.15	20.37	24.84	8.02	17.67	19.55	15.12	20.42	15.96	15.17	15.25	17.97
Other	2.24	1.92	2.49	0.87	2.55	0.75	2.11	3.63	0.62	2.93	2.74	1.40	2.98	2.64	3.73	2.11	2.50	1.05	2.58	4.85

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Table Q308 *

What are the new OTC products that you would be willing to try?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Biovital	16	6	10	2	4	3	2	4	6	6	-	1	1	2	-	1	4	6	3	1
	2.0	1.7	2.3	1.6	1.7	2.2	1.4	2.5	3.1	4.7	-	1.2	0.9	2.0	-	1.4	2.2	2.9	2.5	0.8
	100.0	37.5	62.5	12.5	25.0	18.8	12.5	25.0	37.5	37.5	-	6.3	6.3	12.5	-	6.3	25.0	37.5	18.8	6.3
Multivita	16	5	11	3	6	-	3	4	1	2	3	1	4	4	1	2	3	2	4	1
	2.0	1.4	2.5	2.4	2.6	-	2.1	2.5	0.5	1.6	3.2	1.2	3.5	3.9	1.2	2.8	1.6	1.0	3.3	0.8
	100.0	31.3	68.8	18.8	37.5	-	18.8	25.0	6.3	12.5	18.8	6.3	25.0	25.0	6.3	12.5	18.8	12.5	25.0	6.3
Cold medicine	10	2	8	2	1	2	5	-	3	4	2	-	-	-	1	1	1	2	4	2
	1.3	0.6	1.8	1.6	0.4	1.5	3.6	-	1.5	3.1	2.2	-	-	-	1.2	1.4	0.5	1.0	3.3	1.7
	100.0	20.0	80.0	20.0	10.0	20.0	50.0	-	30.0	40.0	20.0	-	-	-	10.0	10.0	10.0	20.0	40.0	20.0
Neoangin	22	9	13	4	6	6	3	3	8	4	1	1	4	1	3	1	6	9	4	1
	2.8	2.5	2.9	3.2	2.6	4.5	2.1	1.9	4.1	3.1	1.1	1.2	3.5	1.0	3.6	1.4	3.2	4.4	3.3	0.8
	100.0	40.9	59.1	18.2	27.3	27.3	13.6	13.6	36.4	18.2	4.5	4.5	18.2	4.5	13.6	4.5	27.3	40.9	18.2	4.5
Wzmacniajace	11	4	7	-	3	2	2	4	7	2	-	2	-	-	-	-	3	3	1	3
	1.4	1.1	1.6	-	1.3	1.5	1.4	2.5	3.6	1.6	-	2.3	-	-	-	-	1.6	1.5	0.8	2.5
	100.0	36.4	63.6	-	27.3	18.2	18.2	36.4	63.6	18.2	-	18.2	-	-	-	-	27.3	27.3	9.1	27.3
Nothing	377	169	208	64	105	63	62	81	69	50	52	37	72	39	58	43	81	99	49	57
	47.1	47.5	46.8	50.8	44.9	47.0	44.3	50.3	35.6	39.1	55.9	43.0	63.2	38.2	69.9	60.6	43.8	48.5	40.2	48.3
	100.0	44.8	55.2	17.0	27.9	16.7	16.4	21.5	18.3	13.3	13.8	9.8	19.1	10.3	15.4	11.4	21.5	26.3	13.0	15.1
Other	203	98	105	35	63	25	39	39	60	47	23	23	17	17	16	17	55	50	33	23
	25.4	27.5	23.6	27.8	26.9	18.7	27.9	24.2	30.9	36.7	24.7	26.7	14.9	16.7	19.3	23.9	29.7	24.5	27.0	19.5
	100.0	48.3	51.7	17.2	31.0	12.3	19.2	19.2	29.6	23.2	11.3	11.3	8.4	8.4	7.9	8.4	27.1	24.6	16.3	11.3
DK/Refused	157	68	89	17	51	33	27	28	47	15	12	21	17	41	4	6	35	38	27	30
	19.6	19.1	20.0	13.5	21.8	24.6	19.3	17.4	24.2	11.7	12.9	24.4	14.9	40.2	4.8	8.5	18.9	18.6	22.1	25.4
	100.0	43.3	56.7	10.8	32.5	21.0	17.2	17.8	29.9	9.6	7.6	13.4	10.8	26.1	2.5	3.8	22.3	24.2	17.2	19.1

OMNIBUS SURVEY - POLAND
December 1993

Table Q309 *

Are there any OTC drugs that you would be willing to buy, but they are not available in Poland?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Everything is available	28	8	20	8	7	3	3	7	24	-	-	-	-	2	2	2	10	9	4	1
	3.5	2.2	4.5	6.3	3.0	2.2	2.1	4.3	12.4	-	-	-	-	2.0	2.4	2.8	5.4	4.4	3.3	0.8
	100.0	28.6	71.4	28.6	25.0	10.7	10.7	25.0	85.7	-	-	-	-	7.1	7.1	7.1	35.7	32.1	14.3	3.6
Nothing	545	248	297	89	156	86	105	107	91	101	79	58	87	60	69	56	115	140	80	79
	68.1	69.7	66.9	70.6	66.7	64.2	75.0	66.5	46.9	78.9	84.9	67.4	76.3	58.8	83.1	78.9	62.2	68.6	65.6	66.9
	100.0	45.5	54.5	16.3	28.6	15.8	19.3	19.6	16.7	18.5	14.5	10.6	16.0	11.0	12.7	10.3	21.1	25.7	14.7	14.5
Other	53	24	29	4	15	11	8	14	18	9	6	6	11	-	3	1	18	9	12	7
	6.6	6.7	6.5	3.2	6.4	8.2	5.7	8.7	9.3	7.0	6.5	7.0	9.6	-	3.6	1.4	9.7	4.4	9.8	5.9
	100.0	45.3	54.7	7.5	28.3	20.8	15.1	26.4	34.0	17.0	11.3	11.3	20.8	-	5.7	1.9	34.0	17.0	22.6	13.2
DK/Refused	176	76	100	26	56	34	25	33	63	18	8	22	16	40	9	12	43	46	27	31
	22.0	21.3	22.5	20.6	23.9	25.4	17.9	20.5	32.5	14.1	8.6	25.6	14.0	39.2	10.8	16.9	23.2	22.5	22.1	26.3
	100.0	43.2	56.8	14.8	31.8	19.3	14.2	18.8	35.8	10.2	4.5	12.5	9.1	22.7	5.1	6.8	24.4	26.1	15.3	17.6

OMNIBUS SURVEY - POLAND
December 1993

Table Q310 *

Would you say that the quality of the OTC available in Poland is:
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Very good	160	65	95	24	36	28	32	40	47	16	13	25	27	12	20	17	38	38	32	21
	20.0	18.3	21.4	19.0	15.4	20.9	22.9	24.8	24.2	12.5	14.0	29.1	23.7	11.8	24.1	23.9	20.5	18.6	26.2	17.8
	100.0	40.6	59.4	15.0	22.5	17.5	20.0	25.0	29.4	10.0	8.1	15.6	16.9	7.5	12.5	10.6	23.8	23.8	20.0	13.1
Somewhat good	505	225	280	77	148	88	89	99	115	96	65	52	65	61	51	45	114	130	67	78
	63.1	63.2	63.1	61.1	63.2	65.7	63.6	61.5	59.3	75.0	69.9	60.5	57.0	59.8	61.4	63.4	61.6	63.7	54.9	66.1
	100.0	44.6	55.4	15.2	29.3	17.4	17.6	19.6	22.8	19.0	12.9	10.3	12.9	12.1	10.1	8.9	22.6	25.7	13.3	15.4
Neither good nor poor	105	51	54	21	39	13	11	20	22	14	12	6	16	23	12	5	26	30	18	16
	13.1	14.3	12.2	16.7	16.7	9.7	7.9	12.4	11.3	10.9	12.9	7.0	14.0	22.5	14.5	7.0	14.1	14.7	14.8	13.6
	100.0	48.6	51.4	20.0	37.1	12.4	10.5	19.0	21.0	13.3	11.4	5.7	15.2	21.9	11.4	4.8	24.8	28.6	17.1	15.2
Somewhat poor	9	6	3	3	-	1	4	1	4	-	-	1	2	2	-	1	4	1	-	1
	1.1	1.7	0.7	2.4	-	0.7	2.9	0.6	2.1	-	-	1.2	1.8	2.0	-	1.4	2.2	0.5	-	0.8
	100.0	66.7	33.3	33.3	-	11.1	44.4	11.1	44.4	-	-	11.1	22.2	22.2	-	11.1	44.4	11.1	-	11.1
Very poor	3	2	1	1	2	-	-	-	-	-	-	-	2	1	-	-	-	1	2	-
	0.4	0.6	0.2	0.8	0.9	-	-	-	-	-	-	-	1.8	1.0	-	-	-	0.5	1.6	-
	100.0	66.7	33.3	33.3	66.7	-	-	-	-	-	-	-	66.7	33.3	-	-	-	33.3	66.7	-
DK/Refused	18	7	11	-	9	4	4	1	6	2	3	2	2	3	-	3	3	4	3	2
	2.3	2.0	2.5	-	3.8	3.0	2.9	0.6	3.1	1.6	3.2	2.3	1.8	2.9	-	4.2	1.6	2.0	2.5	1.7
	100.0	38.9	61.1	-	50.0	22.2	22.2	5.6	33.3	11.1	16.7	11.1	11.1	16.7	-	16.7	16.7	22.2	16.7	11.1

OMNIBUS SURVEY - POLAND
December 1993

Table Q312 *

Thinking about purchasing OTC drugs, what is the main factor influencing your purchase decision?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Price	229	90	139	28	46	36	52	64	51	38	18	36	41	24	21	33	68	54	28	15
	28.6	25.3	31.3	22.2	19.7	26.9	37.1	39.8	26.3	29.7	19.4	41.9	36.0	23.5	25.3	46.5	36.8	26.5	23.0	12.7
	100.0	39.3	60.7	12.2	20.1	15.7	22.7	27.9	22.3	16.6	7.9	15.7	17.9	10.5	9.2	14.4	29.7	23.6	12.2	6.6
Product availability	114	68	46	20	28	17	20	29	26	23	16	13	11	3	22	14	21	33	16	20
	14.3	19.1	10.4	15.9	12.0	12.7	14.3	18.0	13.4	18.0	17.2	15.1	9.6	2.9	26.5	19.7	11.4	16.2	13.1	16.9
	100.0	59.6	40.4	17.5	24.6	14.9	17.5	25.4	22.8	20.2	14.0	11.4	9.6	2.6	19.3	12.3	18.4	28.9	14.0	17.5
Quality	385	165	220	73	134	67	56	53	94	60	52	34	47	64	34	17	85	100	59	70
	48.1	46.3	49.5	57.9	57.3	50.0	40.0	32.9	48.5	46.9	55.9	39.5	41.2	62.7	41.0	23.9	45.9	49.0	48.4	59.3
	100.0	42.9	57.1	19.0	34.8	17.4	14.5	13.8	24.4	15.6	13.5	8.8	12.2	16.6	8.8	4.4	22.1	26.0	15.3	18.2
Convenience	39	16	23	3	14	7	7	8	17	4	2	1	8	4	3	4	5	9	13	7
	4.9	4.5	5.2	2.4	6.0	5.2	5.0	5.0	8.8	3.1	2.2	1.2	7.0	3.9	3.6	5.6	2.7	4.4	10.7	5.9
	100.0	41.0	59.0	7.7	35.9	17.9	17.9	20.5	43.6	10.3	5.1	2.6	20.5	10.3	7.7	10.3	12.8	23.1	33.3	17.9
Other	26	13	13	2	9	4	5	6	4	3	4	1	6	5	3	1	5	7	6	5
	3.3	3.7	2.9	1.6	3.8	3.0	3.6	3.7	2.1	2.3	4.3	1.2	5.3	4.9	3.6	1.4	2.7	3.4	4.9	4.2
	100.0	50.0	50.0	7.7	34.6	15.4	19.2	23.1	15.4	11.5	15.4	3.8	23.1	19.2	11.5	3.8	19.2	26.9	23.1	19.2
DK/Refused	7	4	3	-	3	3	-	1	2	-	1	1	1	2	-	2	1	1	-	1
	0.9	1.1	0.7	-	1.3	2.2	-	0.6	1.0	-	1.1	1.2	0.9	2.0	-	2.8	0.5	0.5	-	0.8
	100.0	57.1	42.9	-	42.9	42.9	-	14.3	28.6	-	14.3	14.3	14.3	28.6	-	28.6	14.3	14.3	-	14.3

OMNIBUS SURVEY - POLAND
December 1993

Table Q313 *

Thinking about the retail outlet for buying OTC, what is the main factor influencing your purchase decision?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Price	329	139	190	56	73	46	63	87	70	62	33	40	48	34	42	45	103	76	43	24
	41.1	39.0	42.8	44.4	31.2	34.3	45.0	54.0	36.1	48.4	35.5	46.5	42.1	33.3	50.6	63.4	55.7	37.3	35.2	20.3
	100.0	42.2	57.8	17.0	22.2	14.0	19.1	26.4	21.3	18.8	10.0	12.2	14.6	10.3	12.8	13.7	31.3	23.1	13.1	7.3
Outlet location	288	140	148	47	99	52	42	47	68	47	33	32	44	39	25	15	45	82	50	59
	36.0	39.3	33.3	37.3	42.3	38.8	30.0	29.2	35.1	36.7	35.5	37.2	38.6	38.2	30.1	21.1	24.3	40.2	41.0	50.0
	100.0	48.6	51.4	16.3	34.4	18.1	14.6	16.3	23.6	16.3	11.5	11.1	15.3	13.5	8.7	5.2	15.6	28.5	17.4	20.5
Hours of operation	45	15	30	8	12	6	10	9	2	9	8	4	9	10	3	4	7	15	7	7
	5.6	4.2	6.8	6.3	5.1	4.5	7.1	5.6	1.0	7.0	8.6	4.7	7.9	9.8	3.6	5.6	3.8	7.4	5.7	5.9
	100.0	33.3	66.7	17.8	26.7	13.3	22.2	20.0	4.4	20.0	17.8	8.9	20.0	22.2	6.7	8.9	15.6	33.3	15.6	15.6
Type of service (self/assistant)	83	31	52	10	32	19	16	6	39	3	13	7	4	10	7	3	22	22	11	17
	10.4	8.7	11.7	7.9	13.7	14.2	11.4	3.7	20.1	2.3	14.0	8.1	3.5	9.8	8.4	4.2	11.9	10.8	9.0	14.4
	100.0	37.3	62.7	12.0	38.6	22.9	19.3	7.2	47.0	3.6	15.7	8.4	4.8	12.0	8.4	3.6	26.5	26.5	13.3	20.5
Other	25	13	12	-	10	5	5	5	6	2	3	1	3	5	5	1	4	5	6	9
	3.1	3.7	2.7	-	4.3	3.7	3.6	3.1	3.1	1.6	3.2	1.2	2.6	4.9	6.0	1.4	2.2	2.5	4.9	7.6
	100.0	52.0	48.0	-	40.0	20.0	20.0	20.0	24.0	8.0	12.0	4.0	12.0	20.0	20.0	4.0	16.0	20.0	24.0	36.0
DK/Refused	30	18	12	5	8	6	4	7	9	5	3	2	6	4	1	3	4	4	5	2
	3.8	5.1	2.7	4.0	3.4	4.5	2.9	4.3	4.6	3.9	3.2	2.3	5.3	3.9	1.2	4.2	2.2	2.0	4.1	1.7
	100.0	60.0	40.0	16.7	26.7	20.0	13.3	23.3	30.0	16.7	10.0	6.7	20.0	13.3	3.3	10.0	13.3	13.3	16.7	6.7

OMNIBUS SURVEY - POLAND
December 1993

Table Q314 *

Where do you usually buy OTC?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Pharmacy/drugstore	783	345	438	125	231	129	138	155	189	125	93	81	111	101	83	69	181	202	117	116
	97.9	96.9	98.6	99.2	98.7	96.3	98.6	96.3	97.4	97.7	100.0	94.2	97.4	99.0	100.0	97.2	97.8	99.0	95.9	98.3
	100.0	44.1	55.9	16.0	29.5	16.5	17.6	19.8	24.1	16.0	11.9	10.3	14.2	12.9	10.6	8.8	23.1	25.8	14.9	14.8
Department store	34	20	14	5	6	8	7	8	10	10	3	4	1	6	-	4	8	8	4	7
	4.3	5.6	3.2	4.0	2.6	6.0	5.0	5.0	5.2	7.8	3.2	4.7	0.9	5.9	-	5.6	4.3	3.9	3.3	5.9
	100.0	58.8	41.2	14.7	17.6	23.5	20.6	23.5	29.4	29.4	8.8	11.8	2.9	17.6	-	11.8	23.5	23.5	11.8	20.6
Supermarket	17	8	9	3	5	2	3	4	6	5	-	2	1	2	1	-	4	-	6	5
	2.1	2.2	2.0	2.4	2.1	1.5	2.1	2.5	3.1	3.9	-	2.3	0.9	2.0	1.2	-	2.2	-	4.9	4.2
	100.0	47.1	52.9	17.6	29.4	11.8	17.6	23.5	35.3	29.4	-	11.8	5.9	11.8	5.9	-	23.5	-	35.3	29.4
Grocery	3	2	1	1	1	-	-	1	1	1	-	-	-	-	1	-	1	-	-	1
	0.4	0.6	0.2	0.8	0.4	-	-	0.6	0.5	0.8	-	-	-	-	1.2	-	0.5	-	-	0.8
	100.0	66.7	33.3	33.3	33.3	-	-	33.3	33.3	33.3	-	-	-	-	33.3	-	33.3	-	-	33.3
Kiosk	61	30	31	6	21	10	9	14	16	10	3	8	2	16	6	9	9	14	10	8
	7.6	8.4	7.0	4.8	9.0	7.5	6.4	8.7	8.2	7.8	3.2	9.3	1.8	15.7	7.2	12.7	4.9	6.9	8.2	6.8
	100.0	49.2	50.8	9.8	34.4	16.4	14.8	23.0	26.2	16.4	4.9	13.1	3.3	26.2	9.8	14.8	14.8	23.0	16.4	13.1
Street stand/market	10	6	4	2	4	1	-	3	4	-	-	2	3	1	-	1	2	3	-	2
	1.3	1.7	0.9	1.6	1.7	0.7	-	1.9	2.1	-	-	2.3	2.6	1.0	-	1.4	1.1	1.5	-	1.7
	100.0	60.0	40.0	20.0	40.0	10.0	-	30.0	40.0	-	-	20.0	30.0	10.0	-	10.0	20.0	30.0	-	20.0
Cosmetics/perfumery	7	6	1	-	1	5	-	1	1	1	-	1	-	4	-	1	1	2	1	1
	0.9	1.7	0.2	-	0.4	3.7	-	0.6	0.5	0.8	-	1.2	-	3.9	-	1.4	0.5	1.0	0.8	0.8
	100.0	85.7	14.3	-	14.3	71.4	-	14.3	14.3	14.3	-	14.3	-	57.1	-	14.3	14.3	28.6	14.3	14.3
Herb store	112	58	54	16	38	19	20	19	47	13	10	10	10	15	7	3	19	32	19	31
	14.0	16.3	12.2	12.7	16.2	14.2	14.3	11.8	24.2	10.2	10.8	11.6	8.8	14.7	8.4	4.2	10.3	15.7	15.6	26.3
	100.0	51.8	48.2	14.3	33.9	17.0	17.9	17.0	42.0	11.6	8.9	8.9	8.9	13.4	6.3	2.7	17.0	28.6	17.0	27.7
Other	5	2	3	-	1	2	-	2	2	-	-	1	1	1	-	-	1	1	-	3
	0.6	0.6	0.7	-	0.4	1.5	-	1.2	1.0	-	-	1.2	0.9	1.0	-	-	0.5	0.5	-	2.5
	100.0	40.0	60.0	-	20.0	40.0	-	40.0	40.0	-	-	20.0	20.0	20.0	-	-	20.0	20.0	-	60.0
DK/Refused	4	2	2	-	1	1	-	2	2	-	-	1	-	1	-	1	2	-	-	-
	0.5	0.6	0.5	-	0.4	0.7	-	1.2	1.0	-	-	1.2	-	1.0	-	1.4	1.1	-	-	-
	100.0	50.0	50.0	-	25.0	25.0	-	50.0	50.0	-	-	25.0	-	25.0	-	25.0	50.0	-	-	-

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Table Q315 *

Who makes the decision about buying health products?

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Parents	81	58	23	47	32	1	1	-	29	8	14	4	11	10	5	5	7	21	14	15
	8.1	12.3	4.4	30.5	10.8	0.6	0.6	-	11.4	5.8	11.7	3.1	8.4	7.9	5.0	6.1	3.0	8.2	8.9	11.2
	100.0	71.6	28.4	58.0	39.5	1.2	1.2	-	35.8	9.9	17.3	4.9	13.6	12.3	6.2	6.2	8.6	25.9	17.3	18.5
Brother/Sister	55	26	29	5	18	9	7	16	-	13	1	-	41	-	-	8	16	18	5	3
	5.5	5.5	5.5	3.2	6.1	5.0	4.2	8.2	-	9.4	0.8	-	31.3	-	-	9.8	6.9	7.0	3.2	2.2
	100.0	47.3	52.7	9.1	32.7	16.4	12.7	29.1	-	23.6	1.8	-	74.5	-	-	14.5	29.1	32.7	9.1	5.5
Children	27	7	20	4	3	4	7	9	1	2	5	-	17	1	1	1	6	10	1	6
	2.7	1.5	3.8	2.6	1.0	2.2	4.2	4.6	0.4	1.4	4.2	-	13.0	0.8	1.0	1.2	2.6	3.9	0.6	4.5
	100.0	25.9	74.1	14.8	11.1	14.8	25.9	33.3	3.7	7.4	18.5	-	63.0	3.7	3.7	3.7	22.2	37.0	3.7	22.2
Myself	584	175	409	79	180	109	105	106	163	73	61	96	51	80	60	50	147	147	85	72
	58.4	37.0	77.6	51.3	61.0	60.2	62.5	54.4	63.9	52.9	50.8	73.8	38.9	63.5	60.0	61.0	63.4	57.4	53.8	53.7
	100.0	30.0	70.0	13.5	30.8	18.7	18.0	18.2	27.9	12.5	10.4	16.4	8.7	13.7	10.3	8.6	25.2	25.2	14.6	12.3
Wife/Husband/Both	152	149	3	2	31	48	34	36	31	25	32	11	10	31	12	1	35	37	41	22
	15.2	31.5	0.6	1.3	10.5	26.5	20.2	18.5	12.2	18.1	26.7	8.5	7.6	24.6	12.0	1.2	15.1	14.5	25.9	16.4
	100.0	98.0	2.0	1.3	20.4	31.6	22.4	23.7	20.4	16.4	21.1	7.2	6.6	20.4	7.9	0.7	23.0	24.3	27.0	14.5
Relatives	3	2	1	-	-	-	1	2	2	-	-	-	-	1	-	-	1	-	1	1
	0.3	0.4	0.2	-	-	-	0.6	1.0	0.8	-	-	-	-	0.8	-	-	0.4	-	0.6	0.7
	100.0	66.7	33.3	-	-	-	33.3	66.7	66.7	-	-	-	-	33.3	-	-	33.3	-	33.3	33.3
Other	85	49	36	15	28	8	13	21	25	13	6	16	1	2	22	16	16	19	10	13
	8.5	10.4	6.8	9.7	9.5	4.4	7.7	10.8	9.8	9.4	5.0	12.3	0.8	1.6	22.0	19.5	6.9	7.4	6.3	9.7
	100.0	57.6	42.4	17.6	32.9	9.4	15.3	24.7	29.4	15.3	7.1	18.8	1.2	2.4	25.9	18.8	18.8	22.4	11.8	15.3
DK/Refused	13	7	6	2	3	2	-	5	4	4	1	3	-	1	-	1	4	4	1	2
	1.3	1.5	1.1	1.3	1.0	1.1	-	2.6	1.6	2.9	0.8	2.3	-	0.8	-	1.2	1.7	1.6	0.6	1.5
	100.0	53.8	46.2	15.4	23.1	15.4	-	38.5	30.8	30.8	7.7	23.1	-	7.7	-	7.7	30.8	30.8	7.7	15.4

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Table Q316 *

Have you bought any of these products within:

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Last week	400	172	228	69	139	69	71	52	98	68	45	31	63	58	37	21	85	106	70	70
	40.0	36.4	43.3	44.8	47.1	38.1	42.3	26.7	38.4	49.3	37.5	23.8	48.1	46.0	37.0	25.6	36.6	41.4	44.3	52.2
	100.0	43.0	57.0	17.3	34.8	17.3	17.7	13.0	24.5	17.0	11.3	7.8	15.7	14.5	9.3	5.3	21.3	26.5	17.5	17.5
Last month	464	216	248	69	127	92	85	90	114	63	65	72	45	58	47	37	103	130	74	54
	46.4	45.7	47.1	44.8	43.1	50.8	50.6	46.2	44.7	45.7	54.2	55.4	34.4	46.0	47.0	45.1	44.4	50.8	46.8	40.3
	100.0	46.6	53.4	14.9	27.4	19.8	18.3	19.4	24.6	13.6	14.0	15.5	9.7	12.5	10.1	8.0	22.2	28.0	15.9	11.6
Last three months	84	54	30	8	21	12	11	29	24	7	4	17	15	9	8	13	28	15	7	10
	8.4	11.4	5.7	5.2	7.1	6.6	6.5	14.9	9.4	5.1	3.3	13.1	11.5	7.1	8.0	15.9	12.1	5.9	4.4	7.5
	100.0	64.3	35.7	9.5	25.0	14.3	13.1	34.5	28.6	8.3	4.8	20.2	17.9	10.7	9.5	15.5	33.3	17.9	8.3	11.9
Last six months	32	21	11	3	5	6	1	14	16	-	5	4	1	-	6	6	10	3	2	-
	3.2	4.4	2.1	1.9	1.7	3.3	0.6	7.2	6.3	-	4.2	3.1	0.8	-	6.0	7.3	4.3	1.2	1.3	-
	100.0	65.6	34.4	9.4	15.6	18.8	3.1	43.8	50.0	-	15.6	12.5	3.1	-	18.8	18.8	31.3	9.4	6.3	-
Last year	10	5	5	2	-	-	-	8	2	-	-	4	3	-	1	5	3	-	2	-
	1.0	1.1	0.9	1.3	-	-	-	4.1	0.8	-	-	3.1	2.3	-	1.0	6.1	1.3	-	1.3	-
	100.0	50.0	50.0	20.0	-	-	-	80.0	20.0	-	-	40.0	30.0	-	10.0	50.0	30.0	-	20.0	-
DK/Refused	10	5	5	3	3	2	-	2	1	-	1	2	4	1	1	-	3	2	3	-
	1.0	1.1	0.9	1.9	1.0	1.1	-	1.0	0.4	-	0.8	1.5	3.1	0.8	1.0	-	1.3	0.8	1.9	-
	100.0	50.0	50.0	30.0	30.0	20.0	-	20.0	10.0	-	10.0	20.0	40.0	10.0	10.0	-	30.0	20.0	30.0	-

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Table Q317 *

How often do you usually buy health products?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
1-4 times per year	26	16	10	2	5	5	2	12	6	1	2	5	8	2	2	7	2	5	3	5
	2.7	3.6	2.0	1.4	1.7	2.9	1.2	7.0	2.5	0.7	1.8	4.2	6.5	1.6	2.2	9.9	0.9	2.0	2.0	3.7
	100.0	61.5	38.5	7.7	19.2	19.2	7.7	46.2	23.1	3.8	7.7	19.2	30.8	7.7	7.7	26.9	7.7	19.2	11.5	19.2
5-12 times per year	507	236	271	81	129	102	95	98	115	78	59	77	55	58	65	46	135	139	62	53
	53.5	53.4	53.6	55.5	44.9	59.0	56.9	57.3	48.7	56.5	51.8	64.2	44.7	46.4	70.7	64.8	62.5	55.4	41.1	39.6
	100.0	46.5	53.5	16.0	25.4	20.1	18.7	19.3	22.7	15.4	11.6	15.2	10.8	11.4	12.8	9.1	26.6	27.4	12.2	10.5
13-24 times per year	279	128	151	42	103	40	50	42	79	39	40	27	31	44	19	14	51	77	60	45
	29.4	29.0	29.8	28.8	35.9	23.1	29.9	24.6	33.5	28.3	35.1	22.5	25.2	35.2	20.7	19.7	23.6	30.7	39.7	33.6
	100.0	45.9	54.1	15.1	36.9	14.3	17.9	15.1	28.3	14.0	14.3	9.7	11.1	15.8	6.8	5.0	18.3	27.6	21.5	16.1
25-50 times per year	88	42	46	9	38	17	14	10	18	16	10	4	15	19	6	2	16	20	16	23
	9.3	9.5	9.1	6.2	13.2	9.8	8.4	5.8	7.6	11.6	8.8	3.3	12.2	15.2	6.5	2.8	7.4	8.0	10.6	17.2
	100.0	47.7	52.3	10.2	43.2	19.3	15.9	11.4	20.5	18.2	11.4	4.5	17.0	21.6	6.8	2.3	18.2	22.7	18.2	26.1
Over 50 times per year	33	13	20	8	8	5	5	7	9	1	2	5	14	2	-	2	5	9	6	6
	3.5	2.9	4.0	5.5	2.8	2.9	3.0	4.1	3.8	0.7	1.8	4.2	11.4	1.6	-	2.8	2.3	3.6	4.0	4.5
	100.0	39.4	60.6	24.2	24.2	15.2	15.2	21.2	27.3	3.0	6.1	15.2	42.4	6.1	-	6.1	15.2	27.3	18.2	18.2
DK/Refused	15	7	8	4	4	4	1	2	9	3	1	2	-	-	-	-	7	1	4	2
	1.6	1.6	1.6	2.7	1.4	2.3	0.6	1.2	3.8	2.2	0.9	1.7	-	-	-	-	3.2	0.4	2.6	1.5
	100.0	46.7	53.3	26.7	26.7	26.7	6.7	13.3	60.0	20.0	6.7	13.3	-	-	-	-	46.7	6.7	26.7	13.3

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Table Q318 *

What sort of the health products do you usually buy?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Diet aids	98	39	59	14	28	22	17	17	32	24	5	11	17	5	4	2	20	26	19	24
	10.3	8.8	11.7	9.6	9.8	12.7	10.2	9.9	13.6	17.4	4.4	9.2	13.8	4.0	4.3	2.8	9.3	10.4	12.6	17.9
	100.0	39.8	60.2	14.3	28.6	22.4	17.3	17.3	32.7	24.5	5.1	11.2	17.3	5.1	4.1	2.0	20.4	26.5	19.4	24.5
First aid products	443	201	242	62	115	84	85	95	106	70	56	41	73	44	53	35	108	124	74	62
	46.7	45.5	47.8	42.5	40.1	48.6	50.9	55.6	44.9	50.7	49.1	34.2	59.3	35.2	57.6	49.3	50.0	49.4	49.0	46.3
	100.0	45.4	54.6	14.0	26.0	19.0	19.2	21.4	23.9	15.8	12.6	9.3	16.5	9.9	12.0	7.9	24.4	28.0	16.7	14.0
Dental care products	878	413	465	134	278	167	155	140	213	132	112	106	112	123	80	54	195	237	141	133
	92.6	93.4	91.9	91.8	96.9	96.5	92.8	81.9	90.3	95.7	98.2	88.3	91.1	98.4	87.0	76.1	90.3	94.4	93.4	99.3
	100.0	47.0	53.0	15.3	31.7	19.0	17.7	15.9	24.3	15.0	12.8	12.1	12.8	14.0	9.1	6.2	22.2	27.0	16.1	15.1
Sunscreen protection products	189	64	125	31	64	39	29	26	33	34	13	26	42	25	16	10	36	47	29	37
	19.9	14.5	24.7	21.2	22.3	22.5	17.4	15.2	14.0	24.6	11.4	21.7	34.1	20.0	17.4	14.1	16.7	18.7	19.2	27.6
	100.0	33.9	66.1	16.4	33.9	20.6	15.3	13.8	17.5	18.0	6.9	13.8	22.2	13.2	8.5	5.3	19.0	24.9	15.3	19.6
Accessories (comb, toothbrush)	799	380	419	121	250	143	140	142	193	123	93	85	114	116	75	58	173	219	132	123
	84.3	86.0	82.8	82.9	87.1	82.7	83.8	83.0	81.8	89.1	81.6	70.8	92.7	92.8	81.5	81.7	80.1	87.3	87.4	91.8
	100.0	47.6	52.4	15.1	31.3	17.9	17.5	17.8	24.2	15.4	11.6	10.6	14.3	14.5	9.4	7.3	21.7	27.4	16.5	15.4
Feminine hygiene	740	288	452	114	219	155	142	106	169	120	100	74	97	106	74	48	161	198	131	110
	78.1	65.2	89.3	78.1	76.3	89.6	85.0	62.0	71.6	87.0	87.7	61.7	78.9	84.8	80.4	67.6	74.5	78.9	86.8	82.1
	100.0	38.9	61.1	15.4	29.6	20.9	19.2	14.3	22.8	16.2	13.5	10.0	13.1	14.3	10.0	6.5	21.8	26.8	17.7	14.9
Baby care products	112	41	71	12	61	28	7	4	30	13	10	15	17	15	12	8	31	28	17	16
	11.8	9.3	14.0	8.2	21.3	16.2	4.2	2.3	12.7	9.4	8.8	12.5	13.8	12.0	13.0	11.3	14.4	11.2	11.3	11.9
	100.0	36.6	63.4	10.7	54.5	25.0	6.3	3.6	26.8	11.6	8.9	13.4	15.2	13.4	10.7	7.1	27.7	25.0	15.2	14.3
Contraceptives	144	81	63	18	74	31	18	3	51	19	13	16	11	29	5	5	33	31	25	31
	15.2	18.3	12.5	12.3	25.8	17.9	10.8	1.8	21.6	13.8	11.4	13.3	8.9	23.2	5.4	7.0	15.3	12.4	16.6	23.1
	100.0	56.3	43.8	12.5	51.4	21.5	12.5	2.1	35.4	13.2	9.0	11.1	7.6	20.1	3.5	3.5	22.9	21.5	17.4	21.5
Other	47	25	22	5	15	9	7	11	8	8	13	6	3	5	4	4	11	10	5	6
	5.0	5.7	4.3	3.4	5.2	5.2	4.2	6.4	3.4	5.8	11.4	5.0	2.4	4.0	4.3	5.6	5.1	4.0	3.3	4.5
	100.0	53.2	46.8	10.6	31.9	19.1	14.9	23.4	17.0	17.0	27.7	12.8	6.4	10.6	8.5	8.5	23.4	21.3	10.6	12.8
DK/Refused	2	-	2	-	1	-	-	1	-	-	-	1	1	-	-	1	-	-	-	-
	0.2	-	0.4	-	0.3	-	-	0.6	-	-	-	0.8	0.8	-	-	1.4	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	50.0	-	-	-	50.0	50.0	-	-	50.0	-	-	-	-

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OMNIBUS SURVEY - POLAND
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Table Q319 *

What was the last health product that you bought?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Diet aids	32	14	18	6	4	8	6	8	11	11	2	3	2	1	2	1	6	9	8	5
	3.4	3.2	3.6	4.1	1.4	4.6	3.6	4.7	4.7	8.0	1.8	2.5	1.6	0.8	2.2	1.4	2.8	3.6	5.3	3.7
	100.0	43.8	56.3	18.8	12.5	25.0	18.8	25.0	34.4	34.4	6.3	9.4	6.3	3.1	6.3	3.1	18.8	28.1	25.0	15.6
First aid products	132	69	63	16	23	26	24	43	37	16	15	22	18	12	12	13	39	35	17	16
	13.9	15.6	12.5	11.0	8.0	15.0	14.4	25.1	15.7	11.6	13.2	18.3	14.6	9.6	13.0	18.3	18.1	13.9	11.3	11.9
	100.0	52.3	47.7	12.1	17.4	19.7	18.2	32.6	28.0	12.1	11.4	16.7	13.6	9.1	9.1	9.8	29.5	26.5	12.9	12.1
Dental care products	562	292	270	89	192	100	89	89	124	84	71	63	83	82	55	31	124	151	90	89
	59.3	66.1	53.4	61.0	66.9	57.8	53.3	52.0	52.5	60.9	62.3	52.5	67.5	65.6	59.8	43.7	57.4	60.2	59.6	66.4
	100.0	52.0	48.0	15.8	34.2	17.8	15.8	15.8	22.1	14.9	12.6	11.2	14.8	14.6	9.8	5.5	22.1	26.9	16.0	15.8
Sunscreen protection products	7	4	3	-	4	-	1	2	2	-	-	-	4	1	-	-	5	1	-	1
	0.7	0.9	0.6	-	1.4	-	0.6	1.2	0.8	-	-	-	3.3	0.8	-	-	2.3	0.4	-	0.7
	100.0	57.1	42.9	-	57.1	-	14.3	28.6	28.6	-	-	-	57.1	14.3	-	-	71.4	14.3	-	14.3
Accessories (comb, toothbrush)	154	75	79	26	52	17	28	30	40	25	19	10	23	24	13	13	29	39	29	28
	16.2	17.0	15.6	17.8	18.1	9.8	16.8	17.5	16.9	18.1	16.7	8.3	18.7	19.2	14.1	18.3	13.4	15.5	19.2	20.9
	100.0	48.7	51.3	16.9	33.8	11.0	18.2	19.5	26.0	16.2	12.3	6.5	14.9	15.6	8.4	8.4	18.8	25.3	18.8	18.2
Feminine hygiene	436	163	273	71	131	90	94	47	107	78	58	39	57	51	46	30	86	120	77	69
	46.0	36.9	54.0	48.6	45.6	52.0	56.3	27.5	45.3	56.5	50.9	32.5	46.3	40.8	50.0	42.3	39.8	47.8	51.0	51.5
	100.0	37.4	62.6	16.3	30.0	20.6	21.6	10.8	24.5	17.9	13.3	8.9	13.1	11.7	10.6	6.9	19.7	27.5	17.7	15.8
Baby care products	74	29	45	6	42	18	5	3	21	14	7	6	10	11	5	4	19	22	9	14
	7.8	6.6	8.9	4.1	14.6	10.4	3.0	1.8	8.9	10.1	6.1	5.0	8.1	8.8	5.4	5.6	8.8	8.8	6.0	10.4
	100.0	39.2	60.8	8.1	56.8	24.3	6.8	4.1	28.4	18.9	9.5	8.1	13.5	14.9	6.8	5.4	25.7	29.7	12.2	18.9
Contraceptives	39	23	16	6	20	6	6	-	14	5	-	4	7	8	1	-	11	8	6	9
	4.1	5.2	3.2	4.1	7.0	3.5	3.6	-	5.9	3.6	-	3.3	5.7	6.4	1.1	-	5.1	3.2	4.0	6.7
	100.0	59.0	41.0	15.4	51.3	15.4	15.4	-	35.9	12.8	-	10.3	17.9	20.5	2.6	-	28.2	20.5	15.4	23.1
Other	39	19	20	2	15	5	6	11	9	4	8	8	3	5	2	2	11	8	5	4
	4.1	4.3	4.0	1.4	5.2	2.9	3.6	6.4	3.8	2.9	7.0	6.7	2.4	4.0	2.2	2.8	5.1	3.2	3.3	3.0
	100.0	48.7	51.3	5.1	38.5	12.8	15.4	28.2	23.1	10.3	20.5	20.5	7.7	12.8	5.1	5.1	28.2	20.5	12.8	10.3
DK/Refused	3	2	1	-	1	-	-	2	1	1	-	1	-	-	-	1	-	1	-	-
	0.3	0.5	0.2	-	0.3	-	-	1.2	0.4	0.7	-	0.8	-	-	-	1.4	-	0.4	-	-
	100.0	66.7	33.3	-	33.3	-	-	66.7	33.3	33.3	-	33.3	-	-	-	33.3	-	33.3	-	-

OMNIBUS SURVEY - POLAND
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Table Q320 *

How much money, on average, do you spend per month on health products?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
1-10K PLZ	3	-	3	1	-	-	-	2	1	-	-	1	-	-	1	1	1	1	-	-
	0.3	-	0.6	0.7	-	-	-	1.2	0.4	-	-	0.8	-	-	1.1	1.4	0.5	0.4	-	-
	100.0	-	100.0	33.3	-	-	-	66.7	33.3	-	-	33.3	-	-	33.3	33.3	33.3	33.3	-	-
11-20K	19	12	7	3	3	-	4	9	4	1	2	10	-	1	1	7	5	3	1	-
	2.0	2.7	1.4	2.1	1.0	-	2.4	5.3	1.7	0.7	1.8	8.3	-	0.8	1.1	9.9	2.3	1.2	0.7	-
	100.0	63.2	36.8	15.8	15.8	-	21.1	47.4	21.1	5.3	10.5	52.6	-	5.3	5.3	36.8	26.3	15.8	5.3	-
21-50K	190	97	93	34	52	29	26	47	54	14	12	47	19	17	27	18	52	52	18	18
	20.0	21.9	18.4	23.3	18.1	16.8	15.6	27.5	22.9	10.1	10.5	39.2	15.4	13.6	29.3	25.4	24.1	20.7	11.9	13.4
	100.0	51.1	48.9	17.9	27.4	15.3	13.7	24.7	28.4	7.4	6.3	24.7	10.0	8.9	14.2	9.5	27.4	27.4	9.5	9.5
51-100K	322	142	180	53	97	65	59	48	85	39	36	38	36	58	30	24	73	84	57	38
	34.0	32.1	35.6	36.3	33.8	37.6	35.3	28.1	36.0	28.3	31.6	31.7	29.3	46.4	32.6	33.8	33.8	33.5	37.7	28.4
	100.0	44.1	55.9	16.5	30.1	20.2	18.3	14.9	26.4	12.1	11.2	11.8	11.2	18.0	9.3	7.5	22.7	26.1	17.7	11.8
101-200K	277	122	155	42	91	48	50	44	55	61	47	15	44	36	19	14	60	74	49	48
	29.2	27.6	30.6	28.8	31.7	27.7	29.9	25.7	23.3	44.2	41.2	12.5	35.8	28.8	20.7	19.7	27.8	29.5	32.5	35.8
	100.0	44.0	56.0	15.2	32.9	17.3	18.1	15.9	19.9	22.0	17.0	5.4	15.9	13.0	6.9	5.1	21.7	26.7	17.7	17.3
201-500K	101	49	52	12	32	24	20	13	24	18	11	5	21	10	12	2	22	28	16	24
	10.7	11.1	10.3	8.2	11.1	13.9	12.0	7.6	10.2	13.0	9.6	4.2	17.1	8.0	13.0	2.8	10.2	11.2	10.6	17.9
	100.0	48.5	51.5	11.9	31.7	23.8	19.8	12.9	23.8	17.8	10.9	5.0	20.8	9.9	11.9	2.0	21.8	27.7	15.8	23.8
501-1000K	7	3	4	-	3	3	1	-	2	2	-	-	-	1	2	1	-	4	2	-
	0.7	0.7	0.8	-	1.0	1.7	0.6	-	0.8	1.4	-	-	-	0.8	2.2	1.4	-	1.6	1.3	-
	100.0	42.9	57.1	-	42.9	42.9	14.3	-	28.6	28.6	-	-	-	14.3	28.6	14.3	-	57.1	28.6	-
Over 1M PLZ	3	2	1	-	1	-	-	2	2	1	-	-	-	-	-	-	-	1	1	1
	0.3	0.5	0.2	-	0.3	-	-	1.2	0.8	0.7	-	-	-	-	-	-	-	0.4	0.7	0.7
	100.0	66.7	33.3	-	33.3	-	-	66.7	66.7	33.3	-	-	-	-	-	-	-	33.3	33.3	33.3
DK/Refused	26	15	11	1	8	4	7	6	9	2	6	4	3	2	-	4	3	4	7	5
	2.7	3.4	2.2	0.7	2.8	2.3	4.2	3.5	3.8	1.4	5.3	3.3	2.4	1.6	-	5.6	1.4	1.6	4.6	3.7
	100.0	57.7	42.3	3.8	30.8	15.4	26.9	23.1	34.6	7.7	23.1	15.4	11.5	7.7	-	15.4	11.5	15.4	26.9	19.2

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Table Q321 *

What is the percentage of your expenditure per category?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Diet aids	2.16	1.71	2.56	2.53	2.10	2.64	1.51	2.09	2.96	3.21	0.88	3.33	1.17	0.96	1.58	0.42	2.72	2.34	2.86	2.56
First aid products	10.21	10.91	9.60	8.34	7.97	8.62	10.18	17.11	11.39	9.52	10.96	11.40	9.98	6.80	10.76	17.93	11.72	9.42	10.97	7.53
Dental care products	30.64	34.56	27.21	30.08	31.83	29.74	30.00	30.91	29.04	30.41	30.88	34.43	26.78	31.62	33.70	28.80	30.18	30.82	29.21	31.38
Sunscreen protection products	2.76	2.59	2.91	3.08	2.81	3.25	2.62	2.06	3.15	2.17	1.07	2.67	4.80	2.68	2.28	2.49	2.08	2.81	2.72	4.09
Accessories (comb, toothbrush)	16.05	17.93	14.41	16.62	14.79	14.72	15.67	19.22	15.08	15.72	18.01	15.26	19.10	15.14	14.78	19.13	15.84	17.18	14.07	15.78
Feminine hygiene	28.14	22.48	33.08	30.84	26.65	30.53	30.90	23.06	26.13	31.72	30.92	21.88	26.05	32.22	29.84	24.15	25.62	28.53	32.35	28.47
Baby care products	3.76	2.96	4.45	2.26	6.99	5.40	0.99	0.76	4.36	3.36	3.11	3.83	3.09	4.24	3.75	2.61	4.62	4.50	3.41	3.66
Contraceptives	2.73	3.45	2.11	2.49	4.39	2.86	2.59	0.18	3.43	2.39	1.93	2.54	2.00	4.92	0.71	0.70	2.64	2.39	2.42	4.10
Other	1.42	1.72	1.16	0.62	1.23	1.21	1.83	2.25	0.85	0.69	2.24	3.11	1.02	1.08	1.74	1.83	1.50	0.56	0.43	0.82

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Table Q322 *

What are the new health products that you would be willing to try?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Always	19	10	9	5	8	-	6	-	5	4	2	-	4	2	2	1	4	5	6	1
	2.0	2.3	1.8	3.4	2.8	-	3.6	-	2.1	2.9	1.8	-	3.3	1.6	2.2	1.4	1.9	2.0	4.0	0.7
	100.0	52.6	47.4	26.3	42.1	-	31.6	-	26.3	21.1	10.5	-	21.1	10.5	10.5	5.3	21.1	26.3	31.6	5.3
Sunscreen protection	10	3	7	2	5	2	1	-	7	1	-	2	-	-	-	1	2	1	4	1
	1.1	0.7	1.4	1.4	1.7	1.2	0.6	-	3.0	0.7	-	1.7	-	-	-	1.4	0.9	0.4	2.6	0.7
	100.0	30.0	70.0	20.0	50.0	20.0	10.0	-	70.0	10.0	-	20.0	-	-	-	10.0	20.0	10.0	40.0	10.0
Feminine hygiene	20	9	11	6	4	2	5	3	9	8	-	-	-	-	3	4	5	3	2	5
	2.1	2.0	2.2	4.1	1.4	1.2	3.0	1.8	3.8	5.8	-	-	-	-	3.3	5.6	2.3	1.2	1.3	3.7
	100.0	45.0	55.0	30.0	20.0	10.0	25.0	15.0	45.0	40.0	-	-	-	-	15.0	20.0	25.0	15.0	10.0	25.0
Diet aids	14	9	5	-	5	2	4	3	3	6	1	3	-	-	1	-	4	2	4	3
	1.5	2.0	1.0	-	1.7	1.2	2.4	1.8	1.3	4.3	0.9	2.5	-	-	1.1	-	1.9	0.8	2.6	2.2
	100.0	64.3	35.7	-	35.7	14.3	28.6	21.4	21.4	42.9	7.1	21.4	-	-	7.1	-	28.6	14.3	28.6	21.4
Tampax	15	4	11	4	4	3	3	1	6	-	2	2	2	2	1	1	3	4	4	1
	1.6	0.9	2.2	2.7	1.4	1.7	1.8	0.6	2.5	-	1.8	1.7	1.6	1.6	1.1	1.4	1.4	1.6	2.6	0.7
	100.0	26.7	73.3	26.7	26.7	20.0	20.0	6.7	40.0	-	13.3	13.3	13.3	13.3	6.7	6.7	20.0	26.7	26.7	6.7
Nothing	444	215	229	62	121	79	79	101	70	68	70	60	74	51	51	41	89	125	59	64
	46.8	48.6	45.3	42.5	42.2	45.7	47.3	59.1	29.7	49.3	61.4	50.0	60.2	40.8	55.4	57.7	41.2	49.8	39.1	47.8
	100.0	48.4	51.6	14.0	27.3	17.8	17.8	22.7	15.8	15.3	15.8	13.5	16.7	11.5	11.5	9.2	20.0	28.2	13.3	14.4
Other	243	108	135	39	81	46	39	37	88	35	23	25	23	19	30	16	65	57	46	37
	25.6	24.4	26.7	26.7	28.2	26.6	23.4	21.6	37.3	25.4	20.2	20.8	18.7	15.2	32.6	22.5	30.1	22.7	30.5	27.6
	100.0	44.4	55.6	16.0	33.3	18.9	16.0	15.2	36.2	14.4	9.5	10.3	9.5	7.8	12.3	6.6	26.7	23.5	18.9	15.2
DK/Refused	194	89	105	30	63	40	33	27	54	19	16	28	22	51	4	8	45	58	30	23
	20.5	20.1	20.8	20.5	22.0	23.1	19.8	15.8	22.9	13.8	14.0	23.3	17.9	40.8	4.3	11.3	20.8	23.1	19.9	17.2
	100.0	45.9	54.1	15.5	32.5	20.6	17.0	13.9	27.8	9.8	8.2	14.4	11.3	26.3	2.1	4.1	23.2	29.9	15.5	11.9

OMNIBUS SURVEY - POLAND
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Table Q323 *

Are there any health prducts that you would be willing to buy, but they are not available in Poland?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Doesn't want try	32	20	12	5	9	8	5	4	-	-	10	6	1	-	15	6	6	6	6	5
	3.4	4.5	2.4	3.4	3.1	4.6	3.0	2.3	-	-	8.8	5.0	0.8	-	16.3	8.5	2.8	2.4	4.0	3.7
	100.0	62.5	37.5	15.6	28.1	25.0	15.6	12.5	-	-	31.3	18.8	3.1	-	46.9	18.8	18.8	18.8	18.8	15.6
Doesn't know this products	39	18	21	3	10	11	7	8	3	-	-	15	-	-	21	6	13	10	4	2
	4.1	4.1	4.2	2.1	3.5	6.4	4.2	4.7	1.3	-	-	12.5	-	-	22.8	8.5	6.0	4.0	2.6	1.5
	100.0	46.2	53.8	7.7	25.6	28.2	17.9	20.5	7.7	-	-	38.5	-	-	53.8	15.4	33.3	25.6	10.3	5.1
Everything is available	616	289	327	100	173	99	122	120	138	114	88	68	96	66	46	46	134	169	94	84
	65.0	65.4	64.6	68.5	60.3	57.2	73.1	70.2	58.5	82.6	77.2	56.7	78.0	52.8	50.0	64.8	62.0	67.3	62.3	62.7
	100.0	46.9	53.1	16.2	28.1	16.1	19.8	19.5	22.4	18.5	14.3	11.0	15.6	10.7	7.5	7.5	21.8	27.4	15.3	13.6
Other	45	22	23	6	21	7	4	7	23	2	6	4	5	2	3	4	11	13	7	6
	4.7	5.0	4.5	4.1	7.3	4.0	2.4	4.1	9.7	1.4	5.3	3.3	4.1	1.6	3.3	5.6	5.1	5.2	4.6	4.5
	100.0	48.9	51.1	13.3	46.7	15.6	8.9	15.6	51.1	4.4	13.3	8.9	11.1	4.4	6.7	8.9	24.4	28.9	15.6	13.3
DK/Refused	219	94	125	34	74	48	30	32	75	22	10	27	21	57	7	11	52	54	40	37
	23.1	21.3	24.7	23.3	25.8	27.7	18.0	18.7	31.8	15.9	8.8	22.5	17.1	45.6	7.6	15.5	24.1	21.5	26.5	27.6
	100.0	42.9	57.1	15.5	33.8	21.9	13.7	14.6	34.2	10.0	4.6	12.3	9.6	26.0	3.2	5.0	23.7	24.7	18.3	16.9

OMNIBUS SURVEY - POLAND
December 1993

Table Q311 *

What is your regular purchase pattern?
BASE: Among those who have bought any OTC products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	800	356	444	126	234	134	140	161	194	128	93	86	114	102	83	71	185	204	122	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.5	55.5	15.7	29.2	16.8	17.5	20.1	24.2	16.0	11.6	10.7	14.3	12.7	10.4	8.9	23.1	25.5	15.2	14.8
Always purchase the same brand(s)	268	123	145	38	55	41	50	81	47	49	29	29	66	18	30	32	70	73	41	23
	33.5	34.6	32.7	30.2	23.5	30.6	35.7	50.3	24.2	38.3	31.2	33.7	57.9	17.6	36.1	45.1	37.8	35.8	33.6	19.5
	100.0	45.9	54.1	14.2	20.5	15.3	18.7	30.2	17.5	18.3	10.8	10.8	24.6	6.7	11.2	11.9	26.1	27.2	15.3	8.6
Switch in cases you are dissatisfied	266	108	158	53	87	50	38	37	80	42	25	21	19	45	34	18	53	60	39	56
	33.3	30.3	35.6	42.1	37.2	37.3	27.1	23.0	41.2	32.8	26.9	24.4	16.7	44.1	41.0	25.4	28.6	29.4	32.0	47.5
	100.0	40.6	59.4	19.9	32.7	18.8	14.3	13.9	30.1	15.8	9.4	7.9	7.1	16.9	12.8	6.8	19.9	22.6	14.7	21.1
Sometimes switch to check out new brand	192	93	99	25	73	30	34	30	42	29	28	25	23	30	15	14	44	52	33	32
	24.0	26.1	22.3	19.8	31.2	22.4	24.3	18.6	21.6	22.7	30.1	29.1	20.2	29.4	18.1	19.7	23.8	25.5	27.0	27.1
	100.0	48.4	51.6	13.0	38.0	15.6	17.7	15.6	21.9	15.1	14.6	13.0	12.0	15.6	7.8	7.3	22.9	27.1	17.2	16.7
Often switch to try diffrent brands	44	15	29	9	8	11	11	5	16	3	7	6	5	4	3	4	8	15	7	5
	5.5	4.2	6.5	7.1	3.4	8.2	7.9	3.1	8.2	2.3	7.5	7.0	4.4	3.9	3.6	5.6	4.3	7.4	5.7	4.2
	100.0	34.1	65.9	20.5	18.2	25.0	25.0	11.4	36.4	6.8	15.9	13.6	11.4	9.1	6.8	9.1	18.2	34.1	15.9	11.4
Never buy the same brand(s) twice	2	2	-	-	1	-	-	1	1	-	-	1	-	-	-	1	-	-	-	-
	0.3	0.6	-	-	0.4	-	-	0.6	0.5	-	-	1.2	-	-	-	1.4	-	-	-	-
	100.0	100.0	-	-	50.0	-	-	50.0	50.0	-	-	50.0	-	-	-	50.0	-	-	-	-
DK/Refused	28	15	13	1	10	2	7	7	8	5	4	4	1	5	1	2	10	4	2	2
	3.5	4.2	2.9	0.8	4.3	1.5	5.0	4.3	4.1	3.9	4.3	4.7	0.9	4.9	1.2	2.8	5.4	2.0	1.6	1.7
	100.0	53.6	46.4	3.6	35.7	7.1	25.0	25.0	28.6	17.9	14.3	14.3	3.6	17.9	3.6	7.1	35.7	14.3	7.1	7.1

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OMNIBUS SURVEY - POLAND
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Table Q324 *

Would you say that the quality of the health products available in Poland is:
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Very good	231	99	132	35	60	49	42	44	72	25	24	29	36	21	24	18	53	67	36	32
	24.4	22.4	26.1	24.0	20.9	28.3	25.1	25.7	30.5	18.1	21.1	24.2	29.3	16.8	26.1	25.4	24.5	26.7	23.8	23.9
	100.0	42.9	57.1	15.2	26.0	21.2	18.2	19.0	31.2	10.8	10.4	12.6	15.6	9.1	10.4	7.8	22.9	29.0	15.6	13.9
Somewhat good	621	299	322	95	203	105	114	102	142	99	77	80	77	85	61	46	133	158	103	94
	65.5	67.6	63.6	65.1	70.7	60.7	68.3	59.6	60.2	71.7	67.5	66.7	62.6	68.0	66.3	64.8	61.6	62.9	68.2	70.1
	100.0	48.1	51.9	15.3	32.7	16.9	18.4	16.4	22.9	15.9	12.4	12.9	12.4	13.7	9.8	7.4	21.4	25.4	16.6	15.1
Neither good nor poor	86	40	46	14	21	18	11	21	21	12	12	10	9	16	6	5	28	24	11	7
	9.1	9.0	9.1	9.6	7.3	10.4	6.6	12.3	8.9	8.7	10.5	8.3	7.3	12.8	6.5	7.0	13.0	9.6	7.3	5.2
	100.0	46.5	53.5	16.3	24.4	20.9	12.8	24.4	24.4	14.0	14.0	11.6	10.5	18.6	7.0	5.8	32.6	27.9	12.8	8.1
Somewhat poor	6	3	3	2	2	-	-	2	-	1	-	1	1	2	1	1	1	1	1	1
	0.6	0.7	0.6	1.4	0.7	-	-	1.2	-	0.7	-	0.8	0.8	1.6	1.1	1.4	0.5	0.4	0.7	0.7
	100.0	50.0	50.0	33.3	33.3	-	-	33.3	-	16.7	-	16.7	16.7	33.3	16.7	16.7	16.7	16.7	16.7	16.7
Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/Refused	4	1	3	-	1	1	-	2	1	1	1	-	-	1	-	1	1	1	-	-
	0.4	0.2	0.6	-	0.3	0.6	-	1.2	0.4	0.7	0.9	-	-	0.8	-	1.4	0.5	0.4	-	-
	100.0	25.0	75.0	-	25.0	25.0	-	50.0	25.0	25.0	25.0	-	-	25.0	-	25.0	25.0	25.0	-	-

OMNIBUS SURVEY - POLAND
December 1993

Table Q325 *

What is your regular purchase pattern?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Always purchase the same brand(s)	240	111	129	34	49	40	52	64	40	38	26	36	53	19	28	29	61	63	35	24
	25.3	25.1	25.5	23.3	17.1	23.1	31.1	37.4	16.9	27.5	22.8	30.0	43.1	15.2	30.4	40.8	28.2	25.1	23.2	17.9
	100.0	46.3	53.8	14.2	20.4	16.7	21.7	26.7	16.7	15.8	10.8	15.0	22.1	7.9	11.7	12.1	25.4	26.3	14.6	10.0
Switch in cases you are dissatisfied	346	164	182	54	115	63	57	56	102	52	35	33	32	53	39	17	85	95	49	57
	36.5	37.1	36.0	37.0	40.1	36.4	34.1	32.7	43.2	37.7	30.7	27.5	26.0	42.4	42.4	23.9	39.4	37.8	32.5	42.5
	100.0	47.4	52.6	15.6	33.2	18.2	16.5	16.2	29.5	15.0	10.1	9.5	9.2	15.3	11.3	4.9	24.6	27.5	14.2	16.5
Sometimes switch to check out new brand	308	142	166	51	106	58	51	41	71	41	50	44	33	46	23	19	55	88	59	45
	32.5	32.1	32.8	34.9	36.9	33.5	30.5	24.0	30.1	29.7	43.9	36.7	26.8	36.8	25.0	26.8	25.5	35.1	39.1	33.6
	100.0	46.1	53.9	16.6	34.4	18.8	16.6	13.3	23.1	13.3	16.2	14.3	10.7	14.9	7.5	6.2	17.9	28.6	19.2	14.6
Often switch to try diffrent brands	39	17	22	6	12	9	5	7	18	4	2	6	4	3	2	5	11	5	6	7
	4.1	3.8	4.3	4.1	4.2	5.2	3.0	4.1	7.6	2.9	1.8	5.0	3.3	2.4	2.2	7.0	5.1	2.0	4.0	5.2
	100.0	43.6	56.4	15.4	30.8	23.1	12.8	17.9	46.2	10.3	5.1	15.4	10.3	7.7	5.1	12.8	28.2	12.8	15.4	17.9
Never buy the same brand(s) twice	2	-	2	-	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-
	0.2	-	0.4	-	0.3	0.6	-	-	0.4	-	-	0.8	-	-	-	-	0.5	-	-	-
	100.0	-	100.0	-	50.0	50.0	-	-	50.0	-	-	50.0	-	-	-	-	50.0	-	-	-
DK/Refused	13	8	5	1	4	2	2	3	4	3	1	-	1	4	-	1	3	-	2	1
	1.4	1.8	1.0	0.7	1.4	1.2	1.2	1.8	1.7	2.2	0.9	-	0.8	3.2	-	1.4	1.4	-	1.3	0.7
	100.0	61.5	38.5	7.7	30.8	15.4	15.4	23.1	30.8	23.1	7.7	-	7.7	30.8	-	7.7	23.1	-	15.4	7.7

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Table Q326 *

Thinking about purchasing health care products, what is the main factor influencing your purchase decision?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Price	309	137	172	35	71	52	64	84	65	58	31	40	44	40	31	36	91	88	34	24
	32.6	31.0	34.0	24.0	24.7	30.1	38.3	49.1	27.5	42.0	27.2	33.3	35.8	32.0	33.7	50.7	42.1	35.1	22.5	17.9
	100.0	44.3	55.7	11.3	23.0	16.8	20.7	27.2	21.0	18.8	10.0	12.9	14.2	12.9	10.0	11.7	29.4	28.5	11.0	7.8
Product availability	122	73	49	27	25	20	28	22	37	13	17	17	9	12	17	14	26	31	23	12
	12.9	16.5	9.7	18.5	8.7	11.6	16.8	12.9	15.7	9.4	14.9	14.2	7.3	9.6	18.5	19.7	12.0	12.4	15.2	9.0
	100.0	59.8	40.2	22.1	20.5	16.4	23.0	18.0	30.3	10.7	13.9	13.9	7.4	9.8	13.9	11.5	21.3	25.4	18.9	9.8
Quality	420	190	230	68	156	83	59	54	97	60	55	59	48	64	37	16	75	110	76	79
	44.3	43.0	45.5	46.6	54.4	48.0	35.3	31.6	41.1	43.5	48.2	49.2	39.0	51.2	40.2	22.5	34.7	43.8	50.3	59.0
	100.0	45.2	54.8	16.2	37.1	19.8	14.0	12.9	23.1	14.3	13.1	14.0	11.4	15.2	8.8	3.8	17.9	26.2	18.1	18.8
Convenience	78	36	42	13	27	16	14	7	30	7	8	4	14	8	7	5	20	20	15	14
	8.2	8.1	8.3	8.9	9.4	9.2	8.4	4.1	12.7	5.1	7.0	3.3	11.4	6.4	7.6	7.0	9.3	8.0	9.9	10.4
	100.0	46.2	53.8	16.7	34.6	20.5	17.9	9.0	38.5	9.0	10.3	5.1	17.9	10.3	9.0	6.4	25.6	25.6	19.2	17.9
Other	16	3	13	3	5	2	2	4	6	-	2	-	8	-	-	-	4	2	2	5
	1.7	0.7	2.6	2.1	1.7	1.2	1.2	2.3	2.5	-	1.8	-	6.5	-	-	-	1.9	0.8	1.3	3.7
	100.0	18.8	81.3	18.8	31.3	12.5	12.5	25.0	37.5	-	12.5	-	50.0	-	-	-	25.0	12.5	12.5	31.3
DK/Refused	3	3	-	-	3	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
	0.3	0.7	-	-	1.0	-	-	-	0.4	-	0.9	-	-	0.8	-	-	-	-	0.7	-
	100.0	100.0	-	-	100.0	-	-	-	33.3	-	33.3	-	-	33.3	-	-	-	-	33.3	-

OMNIBUS SURVEY - POLAND
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Table Q327 *

Thinking about the retail outlet for buying health care products, what is the main factor influencing your purchase decision?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Price	429	194	235	67	104	80	76	99	99	68	51	49	60	50	52	46	109	122	66	35
	45.3	43.9	46.4	45.9	36.2	46.2	45.5	57.9	41.9	49.3	44.7	40.8	48.8	40.0	56.5	64.8	50.5	48.6	43.7	26.1
	100.0	45.2	54.8	15.6	24.2	18.6	17.7	23.1	23.1	15.9	11.9	11.4	14.0	11.7	12.1	10.7	25.4	28.4	15.4	8.2
Outlet location	327	164	163	50	116	58	56	46	70	50	38	54	38	53	24	11	69	88	59	53
	34.5	37.1	32.2	34.2	40.4	33.5	33.5	26.9	29.7	36.2	33.3	45.0	30.9	42.4	26.1	15.5	31.9	35.1	39.1	39.6
	100.0	50.2	49.8	15.3	35.5	17.7	17.1	14.1	21.4	15.3	11.6	16.5	11.6	16.2	7.3	3.4	21.1	26.9	18.0	16.2
Hours of operation	54	24	30	13	12	10	11	8	9	8	7	7	8	8	7	8	12	13	7	10
	5.7	5.4	5.9	8.9	4.2	5.8	6.6	4.7	3.8	5.8	6.1	5.8	6.5	6.4	7.6	11.3	5.6	5.2	4.6	7.5
	100.0	44.4	55.6	24.1	22.2	18.5	20.4	14.8	16.7	14.8	13.0	13.0	14.8	14.8	13.0	14.8	22.2	24.1	13.0	18.5
Type of service (self/assistant)	98	38	60	8	41	16	18	15	41	7	13	8	11	11	7	5	22	24	14	22
	10.3	8.6	11.9	5.5	14.3	9.2	10.8	8.8	17.4	5.1	11.4	6.7	8.9	8.8	7.6	7.0	10.2	9.6	9.3	16.4
	100.0	38.8	61.2	8.2	41.8	16.3	18.4	15.3	41.8	7.1	13.3	8.2	11.2	11.2	7.1	5.1	22.4	24.5	14.3	22.4
Other	13	5	8	1	2	4	3	3	4	1	3	2	1	1	1	1	2	1	1	6
	1.4	1.1	1.6	0.7	0.7	2.3	1.8	1.8	1.7	0.7	2.6	1.7	0.8	0.8	1.1	1.4	0.9	0.4	0.7	4.5
	100.0	38.5	61.5	7.7	15.4	30.8	23.1	23.1	30.8	7.7	23.1	15.4	7.7	7.7	7.7	7.7	15.4	7.7	7.7	46.2
DK/Refused	27	17	10	7	12	5	3	-	13	4	2	-	5	2	1	-	2	3	4	8
	2.8	3.8	2.0	4.8	4.2	2.9	1.8	-	5.5	2.9	1.8	-	4.1	1.6	1.1	-	0.9	1.2	2.6	6.0
	100.0	63.0	37.0	25.9	44.4	18.5	11.1	-	48.1	14.8	7.4	-	18.5	7.4	3.7	-	7.4	11.1	14.8	29.6

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Table Q328 *

Where do you usually buy health care products?
BASE: Among those who have bought any health products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	948	442	506	146	287	173	167	171	236	138	114	120	123	125	92	71	216	251	151	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.6	53.4	15.4	30.3	18.2	17.6	18.0	24.9	14.6	12.0	12.7	13.0	13.2	9.7	7.5	22.8	26.5	15.9	14.1
Pharmacy/drugstore	775	342	433	130	233	134	140	136	193	121	101	85	98	112	65	59	177	195	128	109
	81.8	77.4	85.6	89.0	81.2	77.5	83.8	79.5	81.8	87.7	88.6	70.8	79.7	89.6	70.7	83.1	81.9	77.7	84.8	81.3
	100.0	44.1	55.9	16.8	30.1	17.3	18.1	17.5	24.9	15.6	13.0	11.0	12.6	14.5	8.4	7.6	22.8	25.2	16.5	14.1
Department store	281	143	138	39	89	53	44	54	92	42	40	32	21	20	34	26	61	78	54	39
	29.6	32.4	27.3	26.7	31.0	30.6	26.3	31.6	39.0	30.4	35.1	26.7	17.1	16.0	37.0	36.6	28.2	31.1	35.8	29.1
	100.0	50.9	49.1	13.9	31.7	18.9	15.7	19.2	32.7	14.9	14.2	11.4	7.5	7.1	12.1	9.3	21.7	27.8	19.2	13.9
Supermarket	163	84	79	23	66	25	25	23	31	41	20	29	14	21	7	2	25	43	30	36
	17.2	19.0	15.6	15.8	23.0	14.5	15.0	13.5	13.1	29.7	17.5	24.2	11.4	16.8	7.6	2.8	11.6	17.1	19.9	26.9
	100.0	51.5	48.5	14.1	40.5	15.3	15.3	14.1	19.0	25.2	12.3	17.8	8.6	12.9	4.3	1.2	15.3	26.4	18.4	22.1
Grocery	29	14	15	4	9	6	7	3	9	3	6	1	-	4	6	3	8	8	4	3
	3.1	3.2	3.0	2.7	3.1	3.5	4.2	1.8	3.8	2.2	5.3	0.8	-	3.2	6.5	4.2	3.7	3.2	2.6	2.2
	100.0	48.3	51.7	13.8	31.0	20.7	24.1	10.3	31.0	10.3	20.7	3.4	-	13.8	20.7	10.3	27.6	27.6	13.8	10.3
Kiosk	234	122	112	30	72	45	43	43	87	31	13	23	14	41	25	17	48	58	46	34
	24.7	27.6	22.1	20.5	25.1	26.0	25.7	25.1	36.9	22.5	11.4	19.2	11.4	32.8	27.2	23.9	22.2	23.1	30.5	25.4
	100.0	52.1	47.9	12.8	30.8	19.2	18.4	18.4	37.2	13.2	5.6	9.8	6.0	17.5	10.7	7.3	20.5	24.8	19.7	14.5
Street stand/market	101	42	59	11	30	19	23	17	43	15	7	5	12	17	2	4	29	34	14	17
	10.7	9.5	11.7	7.5	10.5	11.0	13.8	9.9	18.2	10.9	6.1	4.2	9.8	13.6	2.2	5.6	13.4	13.5	9.3	12.7
	100.0	41.6	58.4	10.9	29.7	18.8	22.8	16.8	42.6	14.9	6.9	5.0	11.9	16.8	2.0	4.0	28.7	33.7	13.9	16.8
Cosmetics/perfumery	156	64	92	22	51	33	32	18	64	10	12	16	23	23	8	4	28	40	28	33
	16.5	14.5	18.2	15.1	17.8	19.1	19.2	10.5	27.1	7.2	10.5	13.3	18.7	18.4	8.7	5.6	13.0	15.9	18.5	24.6
	100.0	41.0	59.0	14.1	32.7	21.2	20.5	11.5	41.0	6.4	7.7	10.3	14.7	14.7	5.1	2.6	17.9	25.6	17.9	21.2
Herb store	83	40	43	13	24	18	14	13	33	9	9	2	10	11	9	3	15	24	17	14
	8.8	9.0	8.5	8.9	8.4	10.4	8.4	7.6	14.0	6.5	7.9	1.7	8.1	8.8	9.8	4.2	6.9	9.6	11.3	10.4
	100.0	48.2	51.8	15.7	28.9	21.7	16.9	15.7	39.8	10.8	10.8	2.4	12.0	13.3	10.8	3.6	18.1	28.9	20.5	16.9
Other	19	8	11	1	3	3	3	9	5	2	3	3	5	1	-	5	5	4	-	2
	2.0	1.8	2.2	0.7	1.0	1.7	1.8	5.3	2.1	1.4	2.6	2.5	4.1	0.8	-	7.0	2.3	1.6	-	1.5
	100.0	42.1	57.9	5.3	15.8	15.8	15.8	47.4	26.3	10.5	15.8	15.8	26.3	5.3	-	26.3	26.3	21.1	-	10.5
DK/Refused	3	3	-	-	1	1	-	1	2	1	-	-	-	-	-	-	-	1	-	1
	0.3	0.7	-	-	0.3	0.6	-	0.6	0.8	0.7	-	-	-	-	-	-	-	0.4	-	0.7
	100.0	100.0	-	-	33.3	33.3	-	33.3	66.7	33.3	-	-	-	-	-	-	-	33.3	-	33.3

OMNIBUS SURVEY - POLAND
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Table Q329 *

Who makes the decision about buying beauty products?

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Parents	37	29	8	23	13	1	-	-	9	3	9	4	7	4	1	2	2	10	11	5
	3.7	6.1	1.5	14.9	4.4	0.6	-	-	3.5	2.2	7.5	3.1	5.3	3.2	1.0	2.4	0.9	3.9	7.0	3.7
	100.0	78.4	21.6	62.2	35.1	2.7	-	-	24.3	8.1	24.3	10.8	18.9	10.8	2.7	5.4	5.4	27.0	29.7	13.5
Brother/Sister	52	24	28	5	16	7	8	16	1	12	-	-	39	-	-	8	16	16	5	3
	5.2	5.1	5.3	3.2	5.4	3.9	4.8	8.2	0.4	8.7	-	-	29.8	-	-	9.8	6.9	6.3	3.2	2.2
	100.0	46.2	53.8	9.6	30.8	13.5	15.4	30.8	1.9	23.1	-	-	75.0	-	-	15.4	30.8	30.8	9.6	5.8
Children	35	10	25	5	5	6	9	10	5	2	5	-	17	4	2	-	10	10	3	9
	3.5	2.1	4.7	3.2	1.7	3.3	5.4	5.1	2.0	1.4	4.2	-	13.0	3.2	2.0	-	4.3	3.9	1.9	6.7
	100.0	28.6	71.4	14.3	14.3	17.1	25.7	28.6	14.3	5.7	14.3	-	48.6	11.4	5.7	-	28.6	28.6	8.6	25.7
Myself	628	206	422	104	209	109	101	100	171	82	70	95	56	89	65	53	151	164	84	84
	62.8	43.6	80.1	67.5	70.8	60.2	60.1	51.3	67.1	59.4	58.3	73.1	42.7	70.6	65.0	64.6	65.1	64.1	53.2	62.7
	100.0	32.8	67.2	16.6	33.3	17.4	16.1	15.9	27.2	13.1	11.1	15.1	8.9	14.2	10.4	8.4	24.0	26.1	13.4	13.4
Wife/Husband/Both	146	144	2	1	26	44	35	38	33	22	28	13	11	27	12	1	31	37	43	17
	14.6	30.4	0.4	0.6	8.8	24.3	20.8	19.5	12.9	15.9	23.3	10.0	8.4	21.4	12.0	1.2	13.4	14.5	27.2	12.7
	100.0	98.6	1.4	0.7	17.8	30.1	24.0	26.0	22.6	15.1	19.2	8.9	7.5	18.5	8.2	0.7	21.2	25.3	29.5	11.6
Relatives	3	2	1	-	-	-	1	2	2	-	-	-	-	1	-	-	1	-	1	1
	0.3	0.4	0.2	-	-	-	0.6	1.0	0.8	-	-	-	-	0.8	-	-	0.4	-	0.6	0.7
	100.0	66.7	33.3	-	-	-	33.3	66.7	66.7	-	-	-	-	33.3	-	-	33.3	-	33.3	33.3
Other	90	54	36	16	23	12	14	25	31	13	7	18	1	-	20	16	19	18	8	15
	9.0	11.4	6.8	10.4	7.8	6.6	8.3	12.8	12.2	9.4	5.8	13.8	0.8	-	20.0	19.5	8.2	7.0	5.1	11.2
	100.0	60.0	40.0	17.8	25.6	13.3	15.6	27.8	34.4	14.4	7.8	20.0	1.1	-	22.2	17.8	21.1	20.0	8.9	16.7
DK/Refused	9	4	5	-	3	2	-	4	3	4	1	-	-	1	-	2	2	1	3	-
	0.9	0.8	0.9	-	1.0	1.1	-	2.1	1.2	2.9	0.8	-	-	0.8	-	2.4	0.9	0.4	1.9	-
	100.0	44.4	55.6	-	33.3	22.2	-	44.4	33.3	44.4	11.1	-	-	11.1	-	22.2	22.2	11.1	33.3	-

OMNIBUS SURVEY - POLAND
December 1993

Table Q330 *

Have you bought any of these products within:

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Last week	291	110	181	47	102	55	48	38	65	44	27	20	56	48	31	13	69	79	45	60
	29.1	23.3	34.3	30.5	34.6	30.4	28.6	19.5	25.5	31.9	22.5	15.4	42.7	38.1	31.0	15.9	29.7	30.9	28.5	44.8
	100.0	37.8	62.2	16.2	35.1	18.9	16.5	13.1	22.3	15.1	9.3	6.9	19.2	16.5	10.7	4.5	23.7	27.1	15.5	20.6
Last month	460	230	230	73	150	83	81	72	119	67	70	52	52	55	45	29	98	120	87	61
	46.0	48.6	43.6	47.4	50.8	45.9	48.2	36.9	46.7	48.6	58.3	40.0	39.7	43.7	45.0	35.4	42.2	46.9	55.1	45.5
	100.0	50.0	50.0	15.9	32.6	18.0	17.6	15.7	25.9	14.6	15.2	11.3	11.3	12.0	9.8	6.3	21.3	26.1	18.9	13.3
Last three months	167	83	84	25	30	30	30	48	40	24	14	31	20	20	18	22	45	43	20	11
	16.7	17.5	15.9	16.2	10.2	16.6	17.9	24.6	15.7	17.4	11.7	23.8	15.3	15.9	18.0	26.8	19.4	16.8	12.7	8.2
	100.0	49.7	50.3	15.0	18.0	18.0	18.0	28.7	24.0	14.4	8.4	18.6	12.0	12.0	10.8	13.2	26.9	25.7	12.0	6.6
Last six months	56	37	19	6	10	10	8	22	20	3	8	18	3	1	3	8	13	12	5	1
	5.6	7.8	3.6	3.9	3.4	5.5	4.8	11.3	7.8	2.2	6.7	13.8	2.3	0.8	3.0	9.8	5.6	4.7	3.2	0.7
	100.0	66.1	33.9	10.7	17.9	17.9	14.3	39.3	35.7	5.4	14.3	32.1	5.4	1.8	5.4	14.3	23.2	21.4	8.9	1.8
Last year	18	7	11	3	1	2	-	11	6	-	-	9	-	-	3	9	4	1	-	-
	1.8	1.5	2.1	1.9	0.3	1.1	-	5.6	2.4	-	-	6.9	-	-	3.0	11.0	1.7	0.4	-	-
	100.0	38.9	61.1	16.7	5.6	11.1	-	61.1	33.3	-	-	50.0	-	-	16.7	50.0	22.2	5.6	-	-
DK/Refused	8	6	2	-	2	1	1	4	5	-	1	-	-	2	-	1	3	1	1	1
	0.8	1.3	0.4	-	0.7	0.6	0.6	2.1	2.0	-	0.8	-	-	1.6	-	1.2	1.3	0.4	0.6	0.7
	100.0	75.0	25.0	-	25.0	12.5	12.5	50.0	62.5	-	12.5	-	-	25.0	-	12.5	37.5	12.5	12.5	12.5

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Table Q331 *

How often do you usually buy health products?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
1-4 times per year	61	29	32	15	8	10	9	18	19	7	4	11	8	6	6	14	14	15	5	6
	6.6	6.9	6.5	10.3	2.8	6.0	5.7	11.4	8.5	5.2	3.6	10.7	6.3	4.9	6.4	21.9	6.6	6.2	3.3	4.5
	100.0	47.5	52.5	24.6	13.1	16.4	14.8	29.5	31.1	11.5	6.6	18.0	13.1	9.8	9.8	23.0	23.0	24.6	8.2	9.8
5-12 times per year	555	276	279	71	174	106	100	100	131	85	64	71	56	79	69	40	135	147	85	71
	60.5	65.2	56.4	49.0	61.7	63.1	62.9	63.3	58.5	63.0	57.7	68.9	43.8	64.2	73.4	62.5	63.7	60.7	55.9	53.8
	100.0	49.7	50.3	12.8	31.4	19.1	18.0	18.0	23.6	15.3	11.5	12.8	10.1	14.2	12.4	7.2	24.3	26.5	15.3	12.8
13-24 times per year	224	90	134	39	78	37	39	30	57	32	35	17	38	31	14	5	49	68	43	38
	24.4	21.3	27.1	26.9	27.7	22.0	24.5	19.0	25.4	23.7	31.5	16.5	29.7	25.2	14.9	7.8	23.1	28.1	28.3	28.8
	100.0	40.2	59.8	17.4	34.8	16.5	17.4	13.4	25.4	14.3	15.6	7.6	17.0	13.8	6.3	2.2	21.9	30.4	19.2	17.0
25-50 times per year	51	19	32	14	14	10	8	5	7	6	4	2	23	6	3	2	8	6	13	14
	5.6	4.5	6.5	9.7	5.0	6.0	5.0	3.2	3.1	4.4	3.6	1.9	18.0	4.9	3.2	3.1	3.8	2.5	8.6	10.6
	100.0	37.3	62.7	27.5	27.5	19.6	15.7	9.8	13.7	11.8	7.8	3.9	45.1	11.8	5.9	3.9	15.7	11.8	25.5	27.5
Over 50 times per year	19	7	12	4	5	5	2	3	6	3	3	1	3	1	2	-	3	5	6	3
	2.1	1.7	2.4	2.8	1.8	3.0	1.3	1.9	2.7	2.2	2.7	1.0	2.3	0.8	2.1	-	1.4	2.1	3.9	2.3
	100.0	36.8	63.2	21.1	26.3	26.3	10.5	15.8	31.6	15.8	15.8	5.3	15.8	5.3	10.5	-	15.8	26.3	31.6	15.8
DK/Refused	8	2	6	2	3	-	1	2	4	2	1	1	-	-	-	3	3	1	-	-
	0.9	0.5	1.2	1.4	1.1	-	0.6	1.3	1.8	1.5	0.9	1.0	-	-	-	4.7	1.4	0.4	-	-
	100.0	25.0	75.0	25.0	37.5	-	12.5	25.0	50.0	25.0	12.5	12.5	-	-	-	37.5	37.5	12.5	-	-

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Table Q332 *

What sort of the beauty products do you usually buy?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Make-up	491	171	320	75	165	95	88	64	122	77	68	49	66	67	42	25	99	122	99	76
	53.5	40.4	64.6	51.7	58.5	56.5	55.3	40.5	54.5	57.0	61.3	47.6	51.6	54.5	44.7	39.1	46.7	50.4	65.1	57.6
	100.0	34.8	65.2	15.3	33.6	19.3	17.9	13.0	24.8	15.7	13.8	10.0	13.4	13.6	8.6	5.1	20.2	24.8	20.2	15.5
Facial skincare	695	299	396	101	222	138	123	107	152	111	83	72	96	108	73	42	157	179	122	108
	75.7	70.7	80.0	69.7	78.7	82.1	77.4	67.7	67.9	82.2	74.8	69.9	75.0	87.8	77.7	65.6	74.1	74.0	80.3	81.8
	100.0	43.0	57.0	14.5	31.9	19.9	17.7	15.4	21.9	16.0	11.9	10.4	13.8	15.5	10.5	6.0	22.6	25.8	17.6	15.5
Hand/Body skincare	621	255	366	91	193	119	104	111	131	95	87	81	95	78	54	44	142	157	101	96
	67.6	60.3	73.9	62.8	68.4	70.8	65.4	70.3	58.5	70.4	78.4	78.6	74.2	63.4	57.4	68.8	67.0	64.9	66.4	72.7
	100.0	41.1	58.9	14.7	31.1	19.2	16.7	17.9	21.1	15.3	14.0	13.0	15.3	12.6	8.7	7.1	22.9	25.3	16.3	15.5
Fragrance	792	371	421	131	252	151	137	117	201	107	83	91	109	112	89	50	180	203	137	117
	86.3	87.7	85.1	90.3	89.4	89.9	86.2	74.1	89.7	79.3	74.8	88.3	85.2	91.1	94.7	78.1	84.9	83.9	90.1	88.6
	100.0	46.8	53.2	16.5	31.8	19.1	17.3	14.8	25.4	13.5	10.5	11.5	13.8	14.1	11.2	6.3	22.7	25.6	17.3	14.8
Hair care	790	355	435	114	252	148	139	132	173	120	108	82	113	116	78	51	179	202	135	123
	86.1	83.9	87.9	78.6	89.4	88.1	87.4	83.5	77.2	88.9	97.3	79.6	88.3	94.3	83.0	79.7	84.4	83.5	88.8	93.2
	100.0	44.9	55.1	14.4	31.9	18.7	17.6	16.7	21.9	15.2	13.7	10.4	14.3	14.7	9.9	6.5	22.7	25.6	17.1	15.6
Hair color	233	85	148	33	52	50	61	36	45	42	35	18	43	31	19	14	52	58	47	41
	25.4	20.1	29.9	22.8	18.4	29.8	38.4	22.8	20.1	31.1	31.5	17.5	33.6	25.2	20.2	21.9	24.5	24.0	30.9	31.1
	100.0	36.5	63.5	14.2	22.3	21.5	26.2	15.5	19.3	18.0	15.0	7.7	18.5	13.3	8.2	6.0	22.3	24.9	20.2	17.6
Nail polish/care	282	97	185	47	99	52	48	36	68	52	34	19	50	37	22	14	63	64	53	55
	30.7	22.9	37.4	32.4	35.1	31.0	30.2	22.8	30.4	38.5	30.6	18.4	39.1	30.1	23.4	21.9	29.7	26.4	34.9	41.7
	100.0	34.4	65.6	16.7	35.1	18.4	17.0	12.8	24.1	18.4	12.1	6.7	17.7	13.1	7.8	5.0	22.3	22.7	18.8	19.5
Other	23	13	10	1	6	4	6	6	3	11	4	-	3	-	2	2	5	7	3	5
	2.5	3.1	2.0	0.7	2.1	2.4	3.8	3.8	1.3	8.1	3.6	-	2.3	-	2.1	3.1	2.4	2.9	2.0	3.8
	100.0	56.5	43.5	4.3	26.1	17.4	26.1	26.1	13.0	47.8	17.4	-	13.0	-	8.7	8.7	21.7	30.4	13.0	21.7
DK/Refused	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.1	-	0.2	-	-	-	0.6	-	-	-	-	-	0.8	-	-	-	0.5	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-

OMNIBUS SURVEY - POLAND
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Table Q333 *

What was the last beauty products that you bought?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Make-up	147	43	104	24	58	20	29	15	39	29	18	11	20	16	14	11	31	37	26	23
	16.0	10.2	21.0	16.6	20.6	11.9	18.2	9.5	17.4	21.5	16.2	10.7	15.6	13.0	14.9	17.2	14.6	15.3	17.1	17.4
	100.0	29.3	70.7	16.3	39.5	13.6	19.7	10.2	26.5	19.7	12.2	7.5	13.6	10.9	9.5	7.5	21.1	25.2	17.7	15.6
Facial skincare	313	130	183	46	95	57	64	49	68	48	38	22	51	54	32	12	72	80	56	57
	34.1	30.7	37.0	31.7	33.7	33.9	40.3	31.0	30.4	35.6	34.2	21.4	39.8	43.9	34.0	18.8	34.0	33.1	36.8	43.2
	100.0	41.5	58.5	14.7	30.4	18.2	20.4	15.7	21.7	15.3	12.1	7.0	16.3	17.3	10.2	3.8	23.0	25.6	17.9	18.2
Hand/Body skincare	220	103	117	34	65	31	42	46	47	38	37	25	34	27	12	16	53	50	42	36
	24.0	24.3	23.6	23.4	23.0	18.5	26.4	29.1	21.0	28.1	33.3	24.3	26.6	22.0	12.8	25.0	25.0	20.7	27.6	27.3
	100.0	46.8	53.2	15.5	29.5	14.1	19.1	20.9	21.4	17.3	16.8	11.4	15.5	12.3	5.5	7.3	24.1	22.7	19.1	16.4
Fragrance	380	185	195	66	130	67	58	57	98	58	36	38	61	43	46	26	92	104	58	51
	41.4	43.7	39.4	45.5	46.1	39.9	36.5	36.1	43.8	43.0	32.4	36.9	47.7	35.0	48.9	40.6	43.4	43.0	38.2	38.6
	100.0	48.7	51.3	17.4	34.2	17.6	15.3	15.0	25.8	15.3	9.5	10.0	16.1	11.3	12.1	6.8	24.2	27.4	15.3	13.4
Hair care	335	159	176	51	115	62	55	48	64	53	52	35	51	43	37	28	84	76	46	50
	36.5	37.6	35.6	35.2	40.8	36.9	34.6	30.4	28.6	39.3	46.8	34.0	39.8	35.0	39.4	43.8	39.6	31.4	30.3	37.9
	100.0	47.5	52.5	15.2	34.3	18.5	16.4	14.3	19.1	15.8	15.5	10.4	15.2	12.8	11.0	8.4	25.1	22.7	13.7	14.9
Hair color	70	20	50	7	13	19	17	14	16	13	6	4	14	10	7	4	23	13	12	11
	7.6	4.7	10.1	4.8	4.6	11.3	10.7	8.9	7.1	9.6	5.4	3.9	10.9	8.1	7.4	6.3	10.8	5.4	7.9	8.3
	100.0	28.6	71.4	10.0	18.6	27.1	24.3	20.0	22.9	18.6	8.6	5.7	20.0	14.3	10.0	5.7	32.9	18.6	17.1	15.7
Nail polish/care	64	17	47	11	24	15	9	5	21	13	8	2	9	9	2	4	11	15	15	14
	7.0	4.0	9.5	7.6	8.5	8.9	5.7	3.2	9.4	9.6	7.2	1.9	7.0	7.3	2.1	6.3	5.2	6.2	9.9	10.6
	100.0	26.6	73.4	17.2	37.5	23.4	14.1	7.8	32.8	20.3	12.5	3.1	14.1	14.1	3.1	6.3	17.2	23.4	23.4	21.9
Other	11	10	1	1	4	2	2	2	3	5	1	-	-	-	2	-	2	1	2	5
	1.2	2.4	0.2	0.7	1.4	1.2	1.3	1.3	1.3	3.7	0.9	-	-	-	2.1	-	0.9	0.4	1.3	3.8
	100.0	90.9	9.1	9.1	36.4	18.2	18.2	18.2	27.3	45.5	9.1	-	-	-	18.2	-	18.2	9.1	18.2	45.5
DK/Refused	4	4	-	1	-	-	1	2	1	-	1	-	-	-	2	-	-	2	2	-
	0.4	0.9	-	0.7	-	-	0.6	1.3	0.4	-	0.9	-	-	-	2.1	-	-	0.8	1.3	-
	100.0	100.0	-	25.0	-	-	25.0	50.0	25.0	-	25.0	-	-	-	50.0	-	-	50.0	50.0	-

OMNIBUS SURVEY - POLAND
December 1993

Table Q334 *

How much money, on average, do you spend per month on beauty products?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
1-10K PLZ	3	3	-	1	-	1	1	-	3	-	-	-	-	-	-	-	1	2	-	-
	0.3	0.7	-	0.7	-	0.6	0.6	-	1.3	-	-	-	-	-	-	-	0.5	0.8	-	-
	100.0	100.0	-	33.3	-	33.3	33.3	-	100.0	-	-	-	-	-	-	-	33.3	66.7	-	-
11-20K	6	3	3	-	2	-	-	4	3	-	1	1	-	-	1	-	5	-	1	-
	0.7	0.7	0.6	-	0.7	-	-	2.5	1.3	-	0.9	1.0	-	-	1.1	-	2.4	-	0.7	-
	100.0	50.0	50.0	-	33.3	-	-	66.7	50.0	-	16.7	16.7	-	-	16.7	-	83.3	-	16.7	-
21-50K	138	74	64	27	35	22	20	32	52	9	8	23	17	8	21	22	39	33	20	11
	15.0	17.5	12.9	18.6	12.4	13.1	12.6	20.3	23.2	6.7	7.2	22.3	13.3	6.5	22.3	34.4	18.4	13.6	13.2	8.3
	100.0	53.6	46.4	19.6	25.4	15.9	14.5	23.2	37.7	6.5	5.8	16.7	12.3	5.8	15.2	15.9	28.3	23.9	14.5	8.0
51-100K	296	135	161	55	92	46	49	52	76	36	33	35	35	51	30	15	74	88	41	37
	32.2	31.9	32.5	37.9	32.6	27.4	30.8	32.9	33.9	26.7	29.7	34.0	27.3	41.5	31.9	23.4	34.9	36.4	27.0	28.0
	100.0	45.6	54.4	18.6	31.1	15.5	16.6	17.6	25.7	12.2	11.1	11.8	11.8	17.2	10.1	5.1	25.0	29.7	13.9	12.5
101-200K	293	126	167	38	99	52	54	48	64	57	36	30	38	45	23	20	70	71	57	39
	31.9	29.8	33.7	26.2	35.1	31.0	34.0	30.4	28.6	42.2	32.4	29.1	29.7	36.6	24.5	31.3	33.0	29.3	37.5	29.5
	100.0	43.0	57.0	13.0	33.8	17.7	18.4	16.4	21.8	19.5	12.3	10.2	13.0	15.4	7.8	6.8	23.9	24.2	19.5	13.3
201-500K	151	69	82	22	45	39	27	18	20	31	27	9	34	14	16	2	19	42	27	36
	16.4	16.3	16.6	15.2	16.0	23.2	17.0	11.4	8.9	23.0	24.3	8.7	26.6	11.4	17.0	3.1	9.0	17.4	17.8	27.3
	100.0	45.7	54.3	14.6	29.8	25.8	17.9	11.9	13.2	20.5	17.9	6.0	22.5	9.3	10.6	1.3	12.6	27.8	17.9	23.8
501-1000K	11	4	7	2	4	3	2	-	3	2	-	-	1	2	3	1	-	3	1	5
	1.2	0.9	1.4	1.4	1.4	1.8	1.3	-	1.3	1.5	-	-	0.8	1.6	3.2	1.6	-	1.2	0.7	3.8
	100.0	36.4	63.6	18.2	36.4	27.3	18.2	-	27.3	18.2	-	-	9.1	18.2	27.3	9.1	-	27.3	9.1	45.5
Over 1M PLZ	5	2	3	-	2	-	2	1	1	-	1	1	-	2	-	1	2	-	1	1
	0.5	0.5	0.6	-	0.7	-	1.3	0.6	0.4	-	0.9	1.0	-	1.6	-	1.6	0.9	-	0.7	0.8
	100.0	40.0	60.0	-	40.0	-	40.0	20.0	20.0	-	20.0	20.0	-	40.0	-	20.0	40.0	-	20.0	20.0
DK/Refused	15	7	8	-	3	5	4	3	2	-	5	4	3	1	-	3	2	3	4	3
	1.6	1.7	1.6	-	1.1	3.0	2.5	1.9	0.9	-	4.5	3.9	2.3	0.8	-	4.7	0.9	1.2	2.6	2.3
	100.0	46.7	53.3	-	20.0	33.3	26.7	20.0	13.3	-	33.3	26.7	20.0	6.7	-	20.0	13.3	20.0	26.7	20.0

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OMNIBUS SURVEY - POLAND
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Table Q335 *

What is the percentage of your expenditure per category?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Make-up	9.50	6.71	11.87	10.92	10.29	9.71	8.70	7.39	10.29	10.28	11.65	8.36	7.32	9.59	8.03	8.64	7.69	9.21	11.84	9.73
Facial skincare	17.35	16.86	17.77	16.15	18.02	17.13	18.55	16.13	16.14	19.73	15.81	16.73	17.00	20.85	15.21	14.50	16.50	18.45	17.16	18.03
Hand/Body skincare	14.57	13.65	15.37	12.89	13.32	15.23	13.60	18.94	13.36	14.56	18.95	18.57	14.40	12.07	11.44	21.14	15.03	14.00	13.05	12.92
Fragrance	26.89	30.57	23.76	31.24	28.39	26.13	25.04	23.20	30.36	22.26	18.26	28.09	25.48	27.40	35.48	26.17	26.94	28.25	26.64	25.67
Hair care	22.42	23.62	21.39	19.77	22.33	23.00	23.01	24.01	19.90	23.17	26.78	21.46	20.95	23.74	23.51	22.42	23.34	22.41	21.30	21.92
Hair color	3.90	3.28	4.43	3.44	2.72	4.61	5.21	4.12	4.04	4.11	4.13	3.43	4.88	3.17	3.14	3.52	4.05	3.48	5.29	4.23
Nail polish/care	3.14	2.39	3.78	3.67	3.55	3.29	2.46	2.52	3.16	3.70	3.06	2.28	4.10	3.10	2.07	1.88	2.82	2.57	4.09	4.47
Other	0.45	0.72	0.21	0.15	0.27	0.68	0.54	0.73	0.30	1.52	0.27	-	0.08	-	1.06	0.23	0.88	0.13	0.39	0.80

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Table Q336 *

What are the new beauty products that you would be willing to try?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Adidas	11	11	-	3	5	1	1	1	3	1	-	2	3	-	2	-	2	5	2	1
	1.2	2.6	-	2.1	1.8	0.6	0.6	0.6	1.3	0.7	-	1.9	2.3	-	2.1	-	0.9	2.1	1.3	0.8
	100.0	100.0	-	27.3	45.5	9.1	9.1	9.1	27.3	9.1	-	18.2	27.3	-	18.2	-	18.2	45.5	18.2	9.1
L'Oreal	15	9	6	1	7	2	1	4	6	1	1	1	2	4	-	1	7	-	5	1
	1.6	2.1	1.2	0.7	2.5	1.2	0.6	2.5	2.7	0.7	0.9	1.0	1.6	3.3	-	1.6	3.3	-	3.3	0.8
	100.0	60.0	40.0	6.7	46.7	13.3	6.7	26.7	40.0	6.7	6.7	6.7	13.3	26.7	-	6.7	46.7	-	33.3	6.7
Margaret Astor	30	4	26	7	11	3	6	3	4	9	5	4	4	2	2	3	5	13	5	1
	3.3	0.9	5.3	4.8	3.9	1.8	3.8	1.9	1.8	6.7	4.5	3.9	3.1	1.6	2.1	4.7	2.4	5.4	3.3	0.8
	100.0	13.3	86.7	23.3	36.7	10.0	20.0	10.0	13.3	30.0	16.7	13.3	13.3	6.7	6.7	10.0	16.7	43.3	16.7	3.3
Max Factor	13	4	9	-	6	5	1	1	1	3	1	3	1	2	2	2	4	5	1	-
	1.4	0.9	1.8	-	2.1	3.0	0.6	0.6	0.4	2.2	0.9	2.9	0.8	1.6	2.1	3.1	1.9	2.1	0.7	-
	100.0	30.8	69.2	-	46.2	38.5	7.7	7.7	7.7	23.1	7.7	23.1	7.7	15.4	15.4	15.4	30.8	38.5	7.7	-
Skincare products	11	7	4	3	1	2	2	3	7	2	1	-	-	1	-	1	2	2	2	2
	1.2	1.7	0.8	2.1	0.4	1.2	1.3	1.9	3.1	1.5	0.9	-	-	0.8	-	1.6	0.9	0.8	1.3	1.5
	100.0	63.6	36.4	27.3	9.1	18.2	18.2	27.3	63.6	18.2	9.1	-	-	9.1	-	9.1	18.2	18.2	18.2	18.2
Haircare products	11	7	4	1	2	1	2	5	4	7	-	-	-	-	-	-	4	2	1	3
	1.2	1.7	0.8	0.7	0.7	0.6	1.3	3.2	1.8	5.2	-	-	-	-	-	-	1.9	0.8	0.7	2.3
	100.0	63.6	36.4	9.1	18.2	9.1	18.2	45.5	36.4	63.6	-	-	-	-	-	-	36.4	18.2	9.1	27.3
Synergie	13	6	7	3	3	2	1	4	5	1	-	3	1	1	2	1	2	2	3	-
	1.4	1.4	1.4	2.1	1.1	1.2	0.6	2.5	2.2	0.7	-	2.9	0.8	0.8	2.1	1.6	0.9	0.8	2.0	-
	100.0	46.2	53.8	23.1	23.1	15.4	7.7	30.8	38.5	7.7	-	23.1	7.7	7.7	15.4	7.7	15.4	15.4	23.1	-
Oil of Olaz	20	4	16	1	8	3	5	3	1	4	7	2	3	3	-	-	5	3	6	5
	2.2	0.9	3.2	0.7	2.8	1.8	3.1	1.9	0.4	3.0	6.3	1.9	2.3	2.4	-	-	2.4	1.2	3.9	3.8
	100.0	20.0	80.0	5.0	40.0	15.0	25.0	15.0	5.0	20.0	35.0	10.0	15.0	15.0	-	-	25.0	15.0	30.0	25.0
Oriflame	30	9	21	5	9	3	7	6	4	10	2	5	4	5	-	2	6	7	5	4
	3.3	2.1	4.2	3.4	3.2	1.8	4.4	3.8	1.8	7.4	1.8	4.9	3.1	4.1	-	3.1	2.8	2.9	3.3	3.0
	100.0	30.0	70.0	16.7	30.0	10.0	23.3	20.0	13.3	33.3	6.7	16.7	13.3	16.7	-	6.7	20.0	23.3	16.7	13.3

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Table Q336 * -continued

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
Shampoo	10	3	7	3	4	1	-	2	3	1	2	-	1	-	3	2	1	3	2	2
	1.1	0.7	1.4	2.1	1.4	0.6	-	1.3	1.3	0.7	1.8	-	0.8	-	3.2	3.1	0.5	1.2	1.3	1.5
	100.0	30.0	70.0	30.0	40.0	10.0	-	20.0	30.0	10.0	20.0	-	10.0	-	30.0	20.0	10.0	30.0	20.0	20.0
Nothing	281	143	138	39	70	64	46	59	44	39	49	29	55	26	39	23	69	80	36	33
	30.6	33.8	27.9	26.9	24.8	38.1	28.9	37.3	19.6	28.9	44.1	28.2	43.0	21.1	41.5	35.9	32.5	33.1	23.7	25.0
	100.0	50.9	49.1	13.9	24.9	22.8	16.4	21.0	15.7	13.9	17.4	10.3	19.6	9.3	13.9	8.2	24.6	28.5	12.8	11.7
Other	369	157	212	63	116	55	73	60	121	50	42	34	43	37	42	22	82	92	70	66
	40.2	37.1	42.8	43.4	41.1	32.7	45.9	38.0	54.0	37.0	37.8	33.0	33.6	30.1	44.7	34.4	38.7	38.0	46.1	50.0
	100.0	42.5	57.5	17.1	31.4	14.9	19.8	16.3	32.8	13.6	11.4	9.2	11.7	10.0	11.4	6.0	22.2	24.9	19.0	17.9
DK/Refused	139	72	67	17	52	30	23	16	34	13	7	22	15	45	3	7	32	37	24	18
	15.1	17.0	13.5	11.7	18.4	17.9	14.5	10.1	15.2	9.6	6.3	21.4	11.7	36.6	3.2	10.9	15.1	15.3	15.8	13.6
	100.0	51.8	48.2	12.2	37.4	21.6	16.5	11.5	24.5	9.4	5.0	15.8	10.8	32.4	2.2	5.0	23.0	26.6	17.3	12.9

OMNIBUS SURVEY - POLAND
December 1993

Table Q337 *

Are there any beauty prducts that you would be willing to buy, but they are not available in Poland?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Nothing	644	302	342	99	193	118	106	124	113	104	100	78	95	69	85	50	158	173	90	87
	70.2	71.4	69.1	68.3	68.4	70.2	66.7	78.5	50.4	77.0	90.1	75.7	74.2	56.1	90.4	78.1	74.5	71.5	59.2	65.9
	100.0	46.9	53.1	15.4	30.0	18.3	16.5	19.3	17.5	16.1	15.5	12.1	14.8	10.7	13.2	7.8	24.5	26.9	14.0	13.5
Other	60	25	35	10	18	12	13	6	27	5	7	7	8	1	5	4	9	17	15	9
	6.5	5.9	7.1	6.9	6.4	7.1	8.2	3.8	12.1	3.7	6.3	6.8	6.3	0.8	5.3	6.3	4.2	7.0	9.9	6.8
	100.0	41.7	58.3	16.7	30.0	20.0	21.7	10.0	45.0	8.3	11.7	11.7	13.3	1.7	8.3	6.7	15.0	28.3	25.0	15.0
DK/Refused	215	96	119	36	72	38	40	28	85	26	4	18	25	53	4	10	45	53	47	36
	23.4	22.7	24.0	24.8	25.5	22.6	25.2	17.7	37.9	19.3	3.6	17.5	19.5	43.1	4.3	15.6	21.2	21.9	30.9	27.3
	100.0	44.7	55.3	16.7	33.5	17.7	18.6	13.0	39.5	12.1	1.9	8.4	11.6	24.7	1.9	4.7	20.9	24.7	21.9	16.7

OMNIBUS SURVEY - POLAND
December 1993

Table Q338 *

Would you say that the quality of the beauty products available in Poland is:
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Very good	294	125	169	43	95	48	47	58	88	33	32	33	39	40	29	22	70	86	44	39
	32.0	29.6	34.1	29.7	33.7	28.6	29.6	36.7	39.3	24.4	28.8	32.0	30.5	32.5	30.9	34.4	33.0	35.5	28.9	29.5
	100.0	42.5	57.5	14.6	32.3	16.3	16.0	19.7	29.9	11.2	10.9	11.2	13.3	13.6	9.9	7.5	23.8	29.3	15.0	13.3
Somewhat good	557	267	290	90	165	106	104	90	117	94	71	63	83	71	58	36	126	136	97	85
	60.7	63.1	58.6	62.1	58.5	63.1	65.4	57.0	52.2	69.6	64.0	61.2	64.8	57.7	61.7	56.3	59.4	56.2	63.8	64.4
	100.0	47.9	52.1	16.2	29.6	19.0	18.7	16.2	21.0	16.9	12.7	11.3	14.9	12.7	10.4	6.5	22.6	24.4	17.4	15.3
Neither good nor poor	57	25	32	10	20	13	7	6	16	7	8	5	5	11	5	5	10	18	11	8
	6.2	5.9	6.5	6.9	7.1	7.7	4.4	3.8	7.1	5.2	7.2	4.9	3.9	8.9	5.3	7.8	4.7	7.4	7.2	6.1
	100.0	43.9	56.1	17.5	35.1	22.8	12.3	10.5	28.1	12.3	14.0	8.8	8.8	19.3	8.8	8.8	17.5	31.6	19.3	14.0
Somewhat poor	3	3	-	1	1	-	-	1	-	-	-	1	1	-	1	-	1	1	-	-
	0.3	0.7	-	0.7	0.4	-	-	0.6	-	-	-	1.0	0.8	-	1.1	-	0.5	0.4	-	-
	100.0	100.0	-	33.3	33.3	-	-	33.3	-	-	-	33.3	33.3	-	33.3	-	33.3	33.3	-	-
Very poor	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-
	0.1	-	0.2	-	-	-	0.6	-	0.4	-	-	-	-	-	-	-	0.5	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-
DK/Refused	6	3	3	1	1	1	-	3	2	1	-	1	-	1	1	1	4	1	-	-
	0.7	0.7	0.6	0.7	0.4	0.6	-	1.9	0.9	0.7	-	1.0	-	0.8	1.1	1.6	1.9	0.4	-	-
	100.0	50.0	50.0	16.7	16.7	16.7	-	50.0	33.3	16.7	-	16.7	-	16.7	16.7	16.7	66.7	16.7	-	-

OMNIBUS SURVEY - POLAND
December 1993

Table Q339 *

What is your regular purchase pattern?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Always purchase the same brand(s)	195	92	103	23	47	32	39	54	49	29	20	13	48	15	21	14	56	59	28	22
	21.2	21.7	20.8	15.9	16.7	19.0	24.5	34.2	21.9	21.5	18.0	12.6	37.5	12.2	22.3	21.9	26.4	24.4	18.4	16.7
	100.0	47.2	52.8	11.8	24.1	16.4	20.0	27.7	25.1	14.9	10.3	6.7	24.6	7.7	10.8	7.2	28.7	30.3	14.4	11.3
Switch in cases you are dissatisfied	334	151	183	55	106	65	53	53	90	51	33	37	26	59	38	22	79	80	59	49
	36.4	35.7	37.0	37.9	37.6	38.7	33.3	33.5	40.2	37.8	29.7	35.9	20.3	48.0	40.4	34.4	37.3	33.1	38.8	37.1
	100.0	45.2	54.8	16.5	31.7	19.5	15.9	15.9	26.9	15.3	9.9	11.1	7.8	17.7	11.4	6.6	23.7	24.0	17.7	14.7
Sometimes switch to check out new brand	330	153	177	54	113	60	58	44	70	44	52	44	47	44	29	22	62	91	62	53
	35.9	36.2	35.8	37.2	40.1	35.7	36.5	27.8	31.3	32.6	46.8	42.7	36.7	35.8	30.9	34.4	29.2	37.6	40.8	40.2
	100.0	46.4	53.6	16.4	34.2	18.2	17.6	13.3	21.2	13.3	15.8	13.3	14.2	13.3	8.8	6.7	18.8	27.6	18.8	16.1
Often switch to try diffrent brands	45	15	30	10	13	9	7	5	7	9	5	9	7	2	6	5	11	11	3	6
	4.9	3.5	6.1	6.9	4.6	5.4	4.4	3.2	3.1	6.7	4.5	8.7	5.5	1.6	6.4	7.8	5.2	4.5	2.0	4.5
	100.0	33.3	66.7	22.2	28.9	20.0	15.6	11.1	15.6	20.0	11.1	20.0	15.6	4.4	13.3	11.1	24.4	24.4	6.7	13.3
Never buy the same brand(s) twice	5	3	2	2	-	1	-	1	4	-	1	-	-	-	-	1	-	-	-	1
	0.5	0.7	0.4	1.4	-	0.6	-	0.6	1.8	-	0.9	-	-	-	-	1.6	-	-	-	0.8
	100.0	60.0	40.0	40.0	-	20.0	-	20.0	80.0	-	20.0	-	-	-	-	20.0	-	-	-	20.0
DK/Refused	9	9	-	1	3	1	2	1	4	2	-	-	-	3	-	-	4	1	-	1
	1.0	2.1	-	0.7	1.1	0.6	1.3	0.6	1.8	1.5	-	-	-	2.4	-	-	1.9	0.4	-	0.8
	100.0	100.0	-	11.1	33.3	11.1	22.2	11.1	44.4	22.2	-	-	-	33.3	-	-	44.4	11.1	-	11.1

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OMNIBUS SURVEY - POLAND
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Table Q340 *

Thinking about purchasing beauty care products, what is the main factor influencing your purchase decision?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Price	264	125	139	32	68	47	60	55	44	44	31	25	54	41	25	24	75	74	37	26
	28.8	29.6	28.1	22.1	24.1	28.0	37.7	34.8	19.6	32.6	27.9	24.3	42.2	33.3	26.6	37.5	35.4	30.6	24.3	19.7
	100.0	47.3	52.7	12.1	25.8	17.8	22.7	20.8	16.7	16.7	11.7	9.5	20.5	15.5	9.5	9.1	28.4	28.0	14.0	9.8
Product availability	75	28	47	11	14	16	15	19	24	13	10	6	4	6	12	7	22	16	15	10
	8.2	6.6	9.5	7.6	5.0	9.5	9.4	12.0	10.7	9.6	9.0	5.8	3.1	4.9	12.8	10.9	10.4	6.6	9.9	7.6
	100.0	37.3	62.7	14.7	18.7	21.3	20.0	25.3	32.0	17.3	13.3	8.0	5.3	8.0	16.0	9.3	29.3	21.3	20.0	13.3
Quality	500	236	264	87	180	88	74	68	135	73	64	65	50	63	50	23	101	127	89	87
	54.5	55.8	53.3	60.0	63.8	52.4	46.5	43.0	60.3	54.1	57.7	63.1	39.1	51.2	53.2	35.9	47.6	52.5	58.6	65.9
	100.0	47.2	52.8	17.4	36.0	17.6	14.8	13.6	27.0	14.6	12.8	13.0	10.0	12.6	10.0	4.6	20.2	25.4	17.8	17.4
Convenience	34	15	19	5	10	9	3	7	8	2	4	5	9	4	2	6	7	6	5	6
	3.7	3.5	3.8	3.4	3.5	5.4	1.9	4.4	3.6	1.5	3.6	4.9	7.0	3.3	2.1	9.4	3.3	2.5	3.3	4.5
	100.0	44.1	55.9	14.7	29.4	26.5	8.8	20.6	23.5	5.9	11.8	14.7	26.5	11.8	5.9	17.6	20.6	17.6	14.7	17.6
Saw it on TV	30	9	21	7	5	5	6	7	9	-	-	2	6	8	5	4	5	12	4	2
	3.3	2.1	4.2	4.8	1.8	3.0	3.8	4.4	4.0	-	-	1.9	4.7	6.5	5.3	6.3	2.4	5.0	2.6	1.5
	100.0	30.0	70.0	23.3	16.7	16.7	20.0	23.3	30.0	-	-	6.7	20.0	26.7	16.7	13.3	16.7	40.0	13.3	6.7
Other	9	5	4	1	2	3	1	2	2	1	1	-	5	-	-	-	1	6	1	1
	1.0	1.2	0.8	0.7	0.7	1.8	0.6	1.3	0.9	0.7	0.9	-	3.9	-	-	-	0.5	2.5	0.7	0.8
	100.0	55.6	44.4	11.1	22.2	33.3	11.1	22.2	22.2	11.1	11.1	-	55.6	-	-	-	11.1	66.7	11.1	11.1
DK/Refused	6	5	1	2	3	-	-	-	2	2	1	-	-	1	-	-	1	1	1	-
	0.7	1.2	0.2	1.4	1.1	-	-	-	0.9	1.5	0.9	-	-	0.8	-	-	0.5	0.4	0.7	-
	100.0	83.3	16.7	33.3	50.0	-	-	-	33.3	33.3	16.7	-	-	16.7	-	-	16.7	16.7	16.7	-

OMNIBUS SURVEY - POLAND
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Table Q341 *

Thinking about the retail outlet for buying beauty care products, what is the main factor influencing your purchase decision?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Price	385	177	208	59	93	75	73	81	84	71	51	32	55	54	38	34	102	111	61	34
	41.9	41.8	42.0	40.7	33.0	44.6	45.9	51.3	37.5	52.6	45.9	31.1	43.0	43.9	40.4	53.1	48.1	45.9	40.1	25.8
	100.0	46.0	54.0	15.3	24.2	19.5	19.0	21.0	21.8	18.4	13.2	8.3	14.3	14.0	9.9	8.8	26.5	28.8	15.8	8.8
Outlet location	193	94	99	28	62	36	35	32	39	28	25	28	29	23	21	12	44	54	30	31
	21.0	22.2	20.0	19.3	22.0	21.4	22.0	20.3	17.4	20.7	22.5	27.2	22.7	18.7	22.3	18.8	20.8	22.3	19.7	23.5
	100.0	48.7	51.3	14.5	32.1	18.7	18.1	16.6	20.2	14.5	13.0	14.5	15.0	11.9	10.9	6.2	22.8	28.0	15.5	16.1
Hours of operation	25	10	15	9	7	2	2	5	2	5	1	4	5	3	5	3	5	7	4	4
	2.7	2.4	3.0	6.2	2.5	1.2	1.3	3.2	0.9	3.7	0.9	3.9	3.9	2.4	5.3	4.7	2.4	2.9	2.6	3.0
	100.0	40.0	60.0	36.0	28.0	8.0	8.0	20.0	8.0	20.0	4.0	16.0	20.0	12.0	20.0	12.0	20.0	28.0	16.0	16.0
Type of service (self/assistant)	48	19	29	2	19	13	4	10	16	3	6	4	7	3	9	2	15	14	6	8
	5.2	4.5	5.9	1.4	6.7	7.7	2.5	6.3	7.1	2.2	5.4	3.9	5.5	2.4	9.6	3.1	7.1	5.8	3.9	6.1
	100.0	39.6	60.4	4.2	39.6	27.1	8.3	20.8	33.3	6.3	12.5	8.3	14.6	6.3	18.8	4.2	31.3	29.2	12.5	16.7
saw it on TV	244	114	130	38	98	37	41	29	77	24	24	35	26	37	21	12	45	54	47	49
	26.6	27.0	26.3	26.2	34.8	22.0	25.8	18.4	34.4	17.8	21.6	34.0	20.3	30.1	22.3	18.8	21.2	22.3	30.9	37.1
	100.0	46.7	53.3	15.6	40.2	15.2	16.8	11.9	31.6	9.8	9.8	14.3	10.7	15.2	8.6	4.9	18.4	22.1	19.3	20.1
Other	8	3	5	1	-	2	4	1	3	1	2	-	1	1	-	-	-	2	1	5
	0.9	0.7	1.0	0.7	-	1.2	2.5	0.6	1.3	0.7	1.8	-	0.8	0.8	-	-	-	0.8	0.7	3.8
	100.0	37.5	62.5	12.5	-	25.0	50.0	12.5	37.5	12.5	25.0	-	12.5	12.5	-	-	-	25.0	12.5	62.5
DK/Refused	15	6	9	8	3	3	-	-	3	3	2	-	5	2	-	1	1	-	3	1
	1.6	1.4	1.8	5.5	1.1	1.8	-	-	1.3	2.2	1.8	-	3.9	1.6	-	1.6	0.5	-	2.0	0.8
	100.0	40.0	60.0	53.3	20.0	20.0	-	-	20.0	20.0	13.3	-	33.3	13.3	-	6.7	6.7	-	20.0	6.7

OMNIBUS SURVEY - POLAND
December 1993

Table Q342 *

Where do you usually buy beauty care products?
BASE: Among those who have bought any beauty products within last three months.

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	918	423	495	145	282	168	159	158	224	135	111	103	128	123	94	64	212	242	152	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.1	53.9	15.8	30.7	18.3	17.3	17.2	24.4	14.7	12.1	11.2	13.9	13.4	10.2	7.0	23.1	26.4	16.6	14.4
Pharmacy/drugstore	494	224	270	80	149	94	85	82	102	83	75	38	76	80	40	40	113	121	89	69
	53.8	53.0	54.5	55.2	52.8	56.0	53.5	51.9	45.5	61.5	67.6	36.9	59.4	65.0	42.6	62.5	53.3	50.0	58.6	52.3
	100.0	45.3	54.7	16.2	30.2	19.0	17.2	16.6	20.6	16.8	15.2	7.7	15.4	16.2	8.1	8.1	22.9	24.5	18.0	14.0
Department store	234	113	121	47	62	40	45	39	64	40	39	21	19	21	30	27	47	72	42	22
	25.5	26.7	24.4	32.4	22.0	23.8	28.3	24.7	28.6	29.6	35.1	20.4	14.8	17.1	31.9	42.2	22.2	29.8	27.6	16.7
	100.0	48.3	51.7	20.1	26.5	17.1	19.2	16.7	27.4	17.1	16.7	9.0	8.1	9.0	12.8	11.5	20.1	30.8	17.9	9.4
Supermarket	146	80	66	15	62	24	19	26	24	31	15	35	13	20	8	5	26	36	19	34
	15.9	18.9	13.3	10.3	22.0	14.3	11.9	16.5	10.7	23.0	13.5	34.0	10.2	16.3	8.5	7.8	12.3	14.9	12.5	25.8
	100.0	54.8	45.2	10.3	42.5	16.4	13.0	17.8	16.4	21.2	10.3	24.0	8.9	13.7	5.5	3.4	17.8	24.7	13.0	23.3
Grocery	13	11	2	-	2	4	7	-	4	1	3	1	1	1	2	2	1	6	2	1
	1.4	2.6	0.4	-	0.7	2.4	4.4	-	1.8	0.7	2.7	1.0	0.8	0.8	2.1	3.1	0.5	2.5	1.3	0.8
	100.0	84.6	15.4	-	15.4	30.8	53.8	-	30.8	7.7	23.1	7.7	7.7	7.7	15.4	15.4	7.7	46.2	15.4	7.7
Kiosk	136	71	65	19	35	27	26	28	39	16	8	9	12	29	23	12	38	35	25	13
	14.8	16.8	13.1	13.1	12.4	16.1	16.4	17.7	17.4	11.9	7.2	8.7	9.4	23.6	24.5	18.8	17.9	14.5	16.4	9.8
	100.0	52.2	47.8	14.0	25.7	19.9	19.1	20.6	28.7	11.8	5.9	6.6	8.8	21.3	16.9	8.8	27.9	25.7	18.4	9.6
Street stand/market	110	59	51	21	27	20	23	16	47	17	6	3	11	18	8	9	26	35	17	15
	12.0	13.9	10.3	14.5	9.6	11.9	14.5	10.1	21.0	12.6	5.4	2.9	8.6	14.6	8.5	14.1	12.3	14.5	11.2	11.4
	100.0	53.6	46.4	19.1	24.5	18.2	20.9	14.5	42.7	15.5	5.5	2.7	10.0	16.4	7.3	8.2	23.6	31.8	15.5	13.6
Cosmetics/perfumery	552	242	310	88	188	102	98	75	164	77	64	64	71	73	39	25	117	143	101	97
	60.1	57.2	62.6	60.7	66.7	60.7	61.6	47.5	73.2	57.0	57.7	62.1	55.5	59.3	41.5	39.1	55.2	59.1	66.4	73.5
	100.0	43.8	56.2	15.9	34.1	18.5	17.8	13.6	29.7	13.9	11.6	11.6	12.9	13.2	7.1	4.5	21.2	25.9	18.3	17.6
Herb store	58	16	42	5	21	13	6	13	20	5	12	6	8	4	3	2	12	14	9	14
	6.3	3.8	8.5	3.4	7.4	7.7	3.8	8.2	8.9	3.7	10.8	5.8	6.3	3.3	3.2	3.1	5.7	5.8	5.9	10.6
	100.0	27.6	72.4	8.6	36.2	22.4	10.3	22.4	34.5	8.6	20.7	10.3	13.8	6.9	5.2	3.4	20.7	24.1	15.5	24.1
Other	20	9	11	2	9	1	4	4	6	7	2	2	2	1	-	2	3	7	3	1
	2.2	2.1	2.2	1.4	3.2	0.6	2.5	2.5	2.7	5.2	1.8	1.9	1.6	0.8	-	3.1	1.4	2.9	2.0	0.8
	100.0	45.0	55.0	10.0	45.0	5.0	20.0	20.0	30.0	35.0	10.0	10.0	10.0	5.0	-	10.0	15.0	35.0	15.0	5.0
DK/Refused	5	5	-	1	2	-	-	2	2	2	-	-	1	-	-	-	2	1	-	2
	0.5	1.2	-	0.7	0.7	-	-	1.3	0.9	1.5	-	-	0.8	-	-	-	0.9	0.4	-	1.5
	100.0	100.0	-	20.0	40.0	-	-	40.0	40.0	40.0	-	-	20.0	-	-	-	40.0	20.0	-	40.0

OMNIBUS SURVEY - POLAND
December 1993

Table Q343 *

When you go to a drug strore/pharmacy, what do you usually buy?

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Beauty products	54	18	36	9	22	6	12	5	18	11	12	3	5	4	1	2	14	7	12	13
	5.4	3.8	6.8	5.8	7.5	3.3	7.1	2.6	7.1	8.0	10.0	2.3	3.8	3.2	1.0	2.4	6.0	2.7	7.6	9.7
	100.0	33.3	66.7	16.7	40.7	11.1	22.2	9.3	33.3	20.4	22.2	5.6	9.3	7.4	1.9	3.7	25.9	13.0	22.2	24.1
Herbs	17	8	9	3	2	2	6	4	7	7	1	1	1	-	-	-	4	5	3	3
	1.7	1.7	1.7	1.9	0.7	1.1	3.6	2.1	2.7	5.1	0.8	0.8	0.8	-	-	-	1.7	2.0	1.9	2.2
	100.0	47.1	52.9	17.6	11.8	11.8	35.3	23.5	41.2	41.2	5.9	5.9	5.9	-	-	-	23.5	29.4	17.6	17.6
Prescription drugs	57	32	25	8	13	13	9	13	7	14	5	15	-	-	16	7	15	13	4	2
	5.7	6.8	4.7	5.2	4.4	7.2	5.4	6.7	2.7	10.1	4.2	11.5	-	-	16.0	8.5	6.5	5.1	2.5	1.5
	100.0	56.1	43.9	14.0	22.8	22.8	15.8	22.8	12.3	24.6	8.8	26.3	-	-	28.1	12.3	26.3	22.8	7.0	3.5
Drugs	658	323	335	98	184	119	122	131	176	83	82	74	71	106	66	57	151	177	100	88
	65.8	68.3	63.6	63.6	62.4	65.7	72.6	67.2	69.0	60.1	68.3	56.9	54.2	84.1	66.0	69.5	65.1	69.1	63.3	65.7
	100.0	49.1	50.9	14.9	28.0	18.1	18.5	19.9	26.7	12.6	12.5	11.2	10.8	16.1	10.0	8.7	22.9	26.9	15.2	13.4
Toothpaste	15	5	10	4	9	2	-	-	4	1	2	4	3	1	-	-	4	3	3	3
	1.5	1.1	1.9	2.6	3.1	1.1	-	-	1.6	0.7	1.7	3.1	2.3	0.8	-	-	1.7	1.2	1.9	2.2
	100.0	33.3	66.7	26.7	60.0	13.3	-	-	26.7	6.7	13.3	26.7	20.0	6.7	-	-	26.7	20.0	20.0	20.0
Personal hygiene aids	141	49	92	25	43	26	31	16	28	22	10	16	16	32	17	7	22	44	25	24
	14.1	10.4	17.5	16.2	14.6	14.4	18.5	8.2	11.0	15.9	8.3	12.3	12.2	25.4	17.0	8.5	9.5	17.2	15.8	17.9
	100.0	34.8	65.2	17.7	30.5	18.4	22.0	11.3	19.9	15.6	7.1	11.3	11.3	22.7	12.1	5.0	15.6	31.2	17.7	17.0
Haircare products	11	10	1	2	7	1	-	1	4	2	1	-	-	2	2	-	2	1	2	3
	1.1	2.1	0.2	1.3	2.4	0.6	-	0.5	1.6	1.4	0.8	-	-	1.6	2.0	-	0.9	0.4	1.3	2.2
	100.0	90.9	9.1	18.2	63.6	9.1	-	9.1	36.4	18.2	9.1	-	-	18.2	18.2	-	18.2	9.1	18.2	27.3
Pain relievers	40	15	25	9	10	4	9	8	8	14	3	3	8	-	4	3	7	9	7	8
	4.0	3.2	4.7	5.8	3.4	2.2	5.4	4.1	3.1	10.1	2.5	2.3	6.1	-	4.0	3.7	3.0	3.5	4.4	6.0
	100.0	37.5	62.5	22.5	25.0	10.0	22.5	20.0	20.0	35.0	7.5	7.5	20.0	-	10.0	7.5	17.5	22.5	17.5	20.0
Feminine hygiene	57	8	49	12	22	16	5	2	11	10	5	10	10	3	8	4	13	13	9	7
	5.7	1.7	9.3	7.8	7.5	8.8	3.0	1.0	4.3	7.2	4.2	7.7	7.6	2.4	8.0	4.9	5.6	5.1	5.7	5.2
	100.0	14.0	86.0	21.1	38.6	28.1	8.8	3.5	19.3	17.5	8.8	17.5	17.5	5.3	14.0	7.0	22.8	22.8	15.8	12.3

OMNIBUS SURVEY - POLAND
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Table Q344 *

What are the products that you would like to buy but you cannot find?

	TOTAL	GENDER: Male	GENDER: Female	AGE: 15-20	AGE: 21-30	AGE: 31-40	AGE: 41-50	AGE: Over 50	REGION: Warsaw	REGION: Poznan	REGION: Gdansk	REGION: Cracow	REGION: Katowice	REGION: Wroclaw	REGION: Olsztyn	INCOME: Up to 2M PLZ	INCOME: 2-4M PLZ	INCOME: 4-6M PLZ	INCOME: 6-8M PLZ	INCOME: Over 8M PLZ
TOTAL	1000	473	527	154	295	181	168	195	255	138	120	130	131	126	100	82	232	256	158	134
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.3	52.7	15.4	29.5	18.1	16.8	19.5	25.5	13.8	12.0	13.0	13.1	12.6	10.0	8.2	23.2	25.6	15.8	13.4
Herbs	25	11	14	7	4	3	6	5	17	3	1	2	1	-	1	5	8	6	1	1
	2.5	2.3	2.7	4.5	1.4	1.7	3.6	2.6	6.7	2.2	0.8	1.5	0.8	-	1.0	6.1	3.4	2.3	0.6	0.7
	100.0	44.0	56.0	28.0	16.0	12.0	24.0	20.0	68.0	12.0	4.0	8.0	4.0	-	4.0	20.0	32.0	24.0	4.0	4.0
Nothing	655	305	350	101	193	120	112	126	133	106	93	82	92	66	83	54	156	174	101	85
	65.5	64.5	66.4	65.6	65.4	66.3	66.7	64.6	52.2	76.8	77.5	63.1	70.2	52.4	83.0	65.9	67.2	68.0	63.9	63.4
	100.0	46.6	53.4	15.4	29.5	18.3	17.1	19.2	20.3	16.2	14.2	12.5	14.0	10.1	12.7	8.2	23.8	26.6	15.4	13.0
Other	95	49	46	11	30	18	16	19	34	3	15	18	14	4	7	7	20	21	11	17
	9.5	10.4	8.7	7.1	10.2	9.9	9.5	9.7	13.3	2.2	12.5	13.8	10.7	3.2	7.0	8.5	8.6	8.2	7.0	12.7
	100.0	51.6	48.4	11.6	31.6	18.9	16.8	20.0	35.8	3.2	15.8	18.9	14.7	4.2	7.4	7.4	21.1	22.1	11.6	17.9
DK/Refused	227	110	117	35	69	40	34	46	72	26	11	28	24	56	10	16	49	56	45	31
	22.7	23.3	22.2	22.7	23.4	22.1	20.2	23.6	28.2	18.8	9.2	21.5	18.3	44.4	10.0	19.5	21.1	21.9	28.5	23.1
	100.0	48.5	51.5	15.4	30.4	17.6	15.0	20.3	31.7	11.5	4.8	12.3	10.6	24.7	4.4	7.0	21.6	24.7	19.8	13.7