



Sufferers Across A Range of Medical Conditions Often Suffer From Allergies As Well

Choice Of Treatment Can Vary Widely, Ipsos-Insight Research Finds

Uniondale, NY, July 16, 2003 – If you suffer from respiratory, gastro-intestinal or mental illnesses, there is also a good chance that you battle with allergies as well, according to a new analysis conducted by Ipsos-Insight, the global marketing research company.

The research from New York-based Ipsos-Insight indicates that:

- Two-thirds (67%) of asthma sufferers also suffer from allergies, compared with only 38% of emphysema sufferers who also fight allergies.
- Approximately one out of two sufferers of various gastro-intestinal conditions also have allergies.
- Half of people with clinical depression (52%) or bipolar disorder (50%) also fight allergies.

These findings come from an analysis of the 2003 Ipsos-Insight Sufferer Panel database, which consists of over 200,000 individuals who have been screened for more than 70 medical conditions. Among the 200,000 panel members are a representative group of 75,600 allergy sufferers. All Panel members have agreed to participate in research projects.

Other findings from the analysis include:

- Not all sufferers treat their allergies in the same way. In fact, those who suffer from various respiratory diseases are more likely to treat their allergies with a prescription drug, than are those suffering from mental illnesses or gastro-intestinal conditions. (Please see the following chart)

Overall, (40)% of all allergy sufferers treat allergies **only** with prescription drugs. The chart below shows the percentage of sufferers of other conditions who also battle allergies, as well as the percentage of these multiple ailment sufferers who treat their allergies only with a prescription drug.

Read each row across to see percentage of sufferers of these diseases	Who also have allergies (%):	Who treat allergies with Rx drugs only (%)
<i>Respiratory</i>		
Asthma	67%	60%
Sinus Infections	64%	42%
Chronic Bronchitis	58%	53%
Emphysema	38%	59%
<i>Gastro-intestinal</i>		
Bloating	54%	37%
Gas	50%	37%
Recurrent Diarrhea	48%	41%
Acid Reflux	45%	42%
<i>Mental illnesses</i>		
Clinical Depression	52%	48%
Bipolar Disorder	50%	48%

• Groups with certain medical conditions are less likely to suffer from allergies. However those suffering from other ailments who do suffer allergies, are more likely to treat their allergies only with prescription drugs. For example:

- ◆ Of panel members with hypertension (high blood pressure), one in three (35%) also suffer from allergies. Of this 35%, half (53%) treat their allergies with a prescription drug only.
- ◆ Of panel members with high cholesterol, a similar one in three (36%) also suffer from allergies. Of this 36%, half (52%) treat their allergies with a prescription drug only.



About Ipsos-Insight

Ipsos-Insight is the company's flagship marketing research division. Ipsos-Insight provides custom and tracking research, including concept and product testing, attitude and usage studies, omnibus surveys, tracking systems, brand loyalty, volume forecasting, marketing models, and advanced analytics, to domestic clients as well as U.S.-based multinationals. It also acts as the portal to Ipsos specializations in advertising research, forecasting, modeling, and consulting, global research, public opinion research, and customer satisfaction research. Ipsos-Insight is a member of the Ipsos Group, the second largest survey-based marketing research company in the world. To learn more, visit www.ipsos-insight.com.

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