



4th Annual

Cogent Research Genomics Attitudes & Trends: **Consumer 2008**

Market intelligence to support the development of successful products & services in the emerging genomics marketplace.

With the explosion of genetic information, there are an infinite number of products and services that can be developed and marketed, but little intelligence on which ones offer profitable business opportunities. Layered on top of this are a number of mitigating factors ranging from ethical dilemmas to regulatory issues that cloud the landscape. CGAT™ offers organizations the direction necessary to differentiate from the competition and capitalize on both internal areas of expertise and external market driven opportunities.

What is CGAT™?

Cogent Genomics Attitudes & Trends (CGAT™) is an annual survey of Americans' attitudes toward using genetic information for health optimization. By exploring and tracking Americans' awareness, acceptance, and preferences of the emerging science of genomics, CGAT™ provides organizations with the intelligence necessary to develop and market lucrative products and services, as well as stay abreast of new opportunities and barriers in the genomics marketplace.

Survey Objectives

- Measure awareness, interest, and preferences
- Identify opportunity segments based upon psychographic attributes
- Track attitudinal, psychographic & behavioral changes

Survey Details

- Web Survey
- 1,000 Americans, age 18 and older
- Representative sampling of US adult population
- 100 questions

Areas Explored

- Nutrigenomics
- Personalized Medicine
- OTC Treatments

Issues Explored

- Understanding the Opportunity**
 - Awareness of the role of genes in overall health
 - Awareness of and favorability toward genomics
 - Specific health issues to be addressed
 - Specific genomic benefits sought
- Identifying Catalysts and Barriers**
 - Perceived major benefits of genomics
 - Perceived major drawbacks of genomics
 - Specific concerns regarding genetic information and its uses
 - Awareness of legal protections
- Maximizing Product Design**
 - Preferences for testing (location, sampling method, etc.)
 - Preferences for product format and attributes
 - Preferences for delivery and storage of information
- Developing Effective Communications**
 - Desired role of the government and physician in genomics
 - Credibility of information sources regarding genomics

Awareness and Usage of Current Solutions

CGAT | Health Management Model

To further our understanding of key opportunity segments and maximize marketing efforts, Cogent Research developed the Health Management Model (HMM™) – a psychographic segmentation model which provides actionable means to target specific subgroups with products and communications that not only meet their needs, but speak to their values and behaviors.

HMM allows marketers to

- Identify consumers whose “approach to health” is in synch with existing/likely business models
- Inform the development of products and services that align directly with interest or preferences
- Understand how to target consumers at the most basic level – demographically
- Develop product positions that speak to consumers at an emotional level

Balanced Independents

A balanced, confident attitude about health. While they trust and involve their doctor in decisions, they are independent thinkers. Not overly concerned with privacy issues or moral concerns. Not information seekers by nature.

Health Explorers

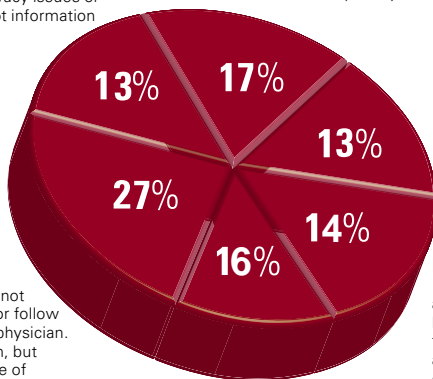
Avid seekers of health information, yet highly reliant on their doctors when making health-related decisions. Believe in functional foods and manage their diet for good health. Highly interested in a range of genomics benefits and solutions, but concerned about privacy.

Healthy Skeptics

By nature, distrustful of the medical profession, taking a self-directed approach to health issues. Prefer natural remedies and a good diet to OTC/Rx. Not concerned with ethical issues, but true to their skeptical nature - privacy is a concern.

Ill-Advised

Prone to worrying excessively about their health, yet do not understand, trust, or follow the advice of their physician. Open to medication, but generally dismissive of natural remedies and functional foods.



Cautious Conservatives

Unwilling and unable to make any decisions without their physician's involvement, least likely to actively seek health information or to be informed about health issues. Lower levels of interest in or concern about genomics, due to lack of awareness.

Health Nostics

Low maintenance, no-fuss attitude about health. Avoid thinking about health unless a problem arises, as family health needs come first. Do address health issues on own, but in general, feel they have less control over their health.

Our analysis reveals high levels of interest in all six segments – but different disease interest, delivery preferences, and desired benefits by segment.*



**COGENT
RESEARCH**

helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent provides custom research services, syndicated research products, and evidence-based consulting to leading organizations in the life sciences and financial services industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

For subscriptions or additional information, contact

Cogent Research
125 CambridgePark Drive
Cambridge, MA 02140

617-441-9944

www.cogentresearch.com

Christy White
Principal
cwhite@cogentresearch.com

Nimisha Parikh
Project Director
nparikh@cogentresearch.com





Subscription Agreement

Cogent Genomics Attitudes & Trends™ (CGAT™): 2008

DELIVERABLES:

- **Strategic Report:** Written report containing an in-depth analysis of survey questions (overall and by key subgroups) and a detailed summary of findings and strategic recommendations.

COST & BILLING PROCEDURE:

- **Cost:** \$9,500. *Any travel expenses incurred are not included and will be billed at cost.*
- **Billing:** Payment due upon receipt of invoice. *No refunds will be given.*

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125 CambridgePark Drive
Cambridge, MA 02140
PH: 617-441-9944
FX: 617-441-9966
www.cogentresearch.com
info@cogentresearch.com