Most young adults with acne use a variety of facial care products and a growing majority have come to accept the need to use multiple medications for acne. Products on the rise include: facial cleansing brush systems, topical Rx medications, facial masks, moisturizers, etc.

The recently released 2016 Gallup Study of the Market for Acne Products Among Young Adults, 6th in a trended series, is designed to help subscribers better understand consumer skin care habits and experiences with acne and blemish treatments for the adult market. Specific objectives include:

- Experiences with facial skin care products
- Brand awareness and use of prescription (Rx) acne products
- Brand awareness and use of non-prescription (OTC) acne products
- Satisfaction with acne medication brand used most often
- Details of facial cleanser use
- Facial skin care habits
- Skin type and severity of acne problem
- Role of physician in acne treatment
- Experience with acne and skin blemishes
- Attitudes toward skin care and acne treatment
- Market Segmentation Analysis

**COST**

$20,600 Young Adults only *(subject to New Jersey or New York sales tax where applicable)*

$37,000 for purchase of both Young Adults Study and Teen Study *(ages 13-17).*

**METHODOLOGY**

- **Phase I: General Population** - online interviews among 1,127 adults, age 18 or older, conducted from May 12-26, 2016. Sample included 471 adults under 40 years old.
- **Phase II: Survey of Young Adults Who Suffer From Acne** - online interviews were conducted from May 11 - June 8, 2016 among 503 young adults age 18-40 who have suffered from acne in the past 12 months. Trends from previous surveys included where applicable (2003, 2004, 2005, 2010 and 2012).

**ELECTRONIC DELIVERABLES**

- **Summary Volume** - Written analysis in PowerPoint including Key Findings, Summary and Market Segmentation.
- **Top-line Trends Volume and Excel Tabs** - Tended top-line tables detailing findings from all questions, with Excel tabulation tables attached.