Dr. Scholl's® Survey Reveals America is on the Move When Foot Pain Doesn't Get in the Way

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Celebrities Megan Hilty, Wilmer Valderrama, Val Chmerkovskiy, La La Anthony, and Ivan Nova Join Dr. Scholl's® in New York City to Send a Message that It's Time for America to Get Up & Go!™

A new nationwide survey commissioned by Merck, the maker of DR. SCHOLL’S products, found that 9 of out 10 Americans (91%) have experienced some type of foot pain, among those more than half (56%) have missed an event or an activity due to foot problems, and four of 10 Americans believe that foot aches and pains get in the way of walking more. The survey also found that New York City tops the list of cities where Americans 'walk the walk.'

“Our DR. SCHOLL’S ‘Get Up & Go!™’ survey found that our active lifestyle has Americans with their feet on the ground – more than four hours a day for a third of Americans,” said Jim Mackey, senior vice president, U.S. Region Head, Merck Consumer Care. “Our feet are the foundation to living an active, energetic lifestyle, and that’s why the essence of the DR. SCHOLL’S brand is ‘Get Up & Go!™’. We want to help Americans jump into life with both feet, because it all starts from the ground up.”

Time to Get Moving

The survey revealed opportunities for Americans to live the active, energetic lifestyle they deserve. Many men and women feel they are missing small opportunities to move throughout their day. Nearly half of Americans do not regularly take the stairs instead of an elevator or escalator (47%). Even when a destination is within walking distance, 78% are still choosing to drive, rather than to walk.

American Cities on the Move

The DR. SCHOLL’S “Get Up & Go!™” survey also examined activity levels and habits in the top 10 U.S. cities to uncover which residents are on their feet the most and took into account a variety of factors such as type of exercise, time spent on their feet, willingness to take opportunities to walk more, and reported walking speeds. The rankings are:

1. New York
2. Boston
3. Philadelphia
4. Chicago
5. San Francisco
6. Washington, D.C.
7. Los Angeles
8. Atlanta
9. Dallas
10. Houston

Residents in New York and D.C. are the most likely to choose to walk than those in any other city: 75% in New York and 70% in D.C. frequently choose to walk rather than take public transit when their destination is within walking distance. Compared to their Northeast counterparts, only 55% in Houston and 52% in Dallas frequently choose to walk.
Making it Work...at Work

You may have a desk job, but it seems that even Americans who have a desk and chair spend significant time on their feet. Many even break the dress code at times to add a little comfort to their day.

Not Chained to their Desks. On average, Americans who work in an office still spend about a quarter (23%) of their workday on their feet or walking around.

Comfort Reigns. 69% of American office workers admit they've worn shoes that weren't right for the office, such as sneakers, since they are more comfortable. Strutting in Style. 58% of women still wear heels - at an average of once a week. But Comfort Mostly Trumps Style. 86% of women would choose to wear something more comfortable rather than rock a pair of stylish, but uncomfortable, high heels.

Merck, the maker of DR. SCHOLL'S products, brought together celebrities including Megan Hilty, Wilmer Valderrama, Val Chmerkovskiy, La La Anthony and Ivan Nova in New York City, to celebrate being active and to encourage people to do the things they love and want to do. At the event, attendees played tennis, learned to ballroom dance and participated in other energetic activities - all while wearing their DR. SCHOLL'S insoles!

"I am constantly on the move and if I experience foot discomfort, it makes my job really hard to do," said Megan Hilty, from the NBC hit series Smash. "I love that Dr. Scholl's® makes all types of insoles and products that help me keep moving and feeling comfortable. My feet are my foundation and they should always feel good!"

Survey Methodology

The DR. SCHOLL'S “Get Up & Go!” survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative American adults ages 18+, and among 400 American adults ages 18+ in each of the top ten DMAs, between March 12th and March 26th, 2012, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the nationally representative sample of adults ages 18+, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. For each individual DMA, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.9 percentage points.

About Merck Consumer Care

Today's Merck is a global healthcare leader working to help the world be well. Merck Consumer Care is a subsidiary of Merck & Co., Inc. Each day, millions count on one or more of our industry-leading brands that help prevent or treat various common conditions. These include household names such as CLARITIN® for allergies, COPPERTONE® for sun care, DR. SCHOLL'S® for foot care, and many more. Merck. Be well. For more information, visit www.merck.com and connect with us on Facebook.

Merck Forward-Looking Statement

This news release includes “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such statements may include, but are not limited to, statements about the benefits of the merger between Merck and Schering-Plough, including future financial and operating results, the combined company's plans, objectives, expectations and intentions and other statements that are not historical facts. Such statements are based upon the current beliefs and expectations of Merck's management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements.

The following factors, among others, could cause actual results to differ from those set forth in the forward-looking statements: the possibility that all of the expected synergies from the merger of Merck and Schering-Plough will not be realized, or will not be realized within the expected time period; the impact of pharmaceutical industry regulation and health care legislation in the United States and internationally; Merck's ability to accurately predict future market conditions; dependence on the effectiveness of Merck's patents and other protections for innovative products; and the exposure to litigation and/or regulatory actions.

Merck undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Additional factors that could cause results to differ materially from those described in the forward-looking statements can be found in Merck's 2011 Annual Report on Form 10-K and the company's other filings with the Securities and Exchange Commission (SEC) available at the SEC's Internet site (www.sec.gov).

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