

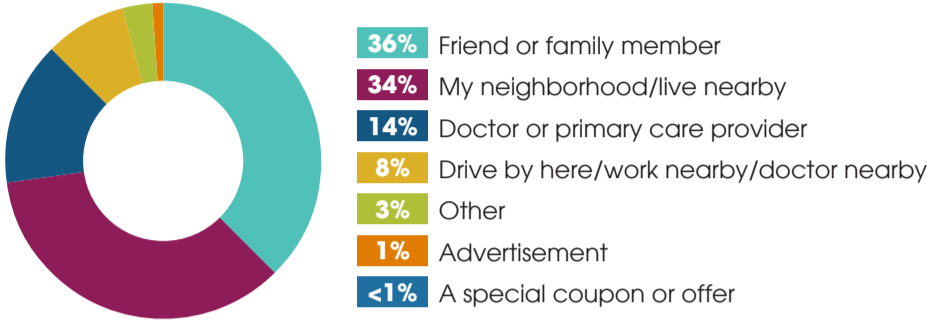
# Reaching Consumers

## Independent Pharmacy Research Study

Independent Pharmacy Market in U.S.

**NEW**  
Information +  
Insights & Actions

### How Shoppers First Learned About Their Independent Pharmacy

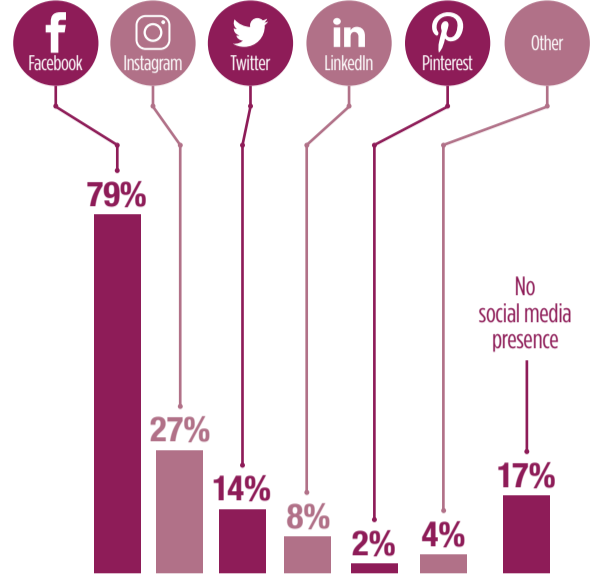


Based on 323 independent pharmacy shopper respondents. Two percent of respondents did not answer.

#### Insights & Actions

Word of mouth (recommendations from a friend or family member) and proximity (neighborhood setting) represented 70% of how shoppers first heard of a pharmacy. Reinforcing loyalty and encouraging referrals while remaining visible and active in the community can set an independent pharmacy apart from competitors and attract new shoppers.

### Social Media Sites Independent Pharmacies are Active On

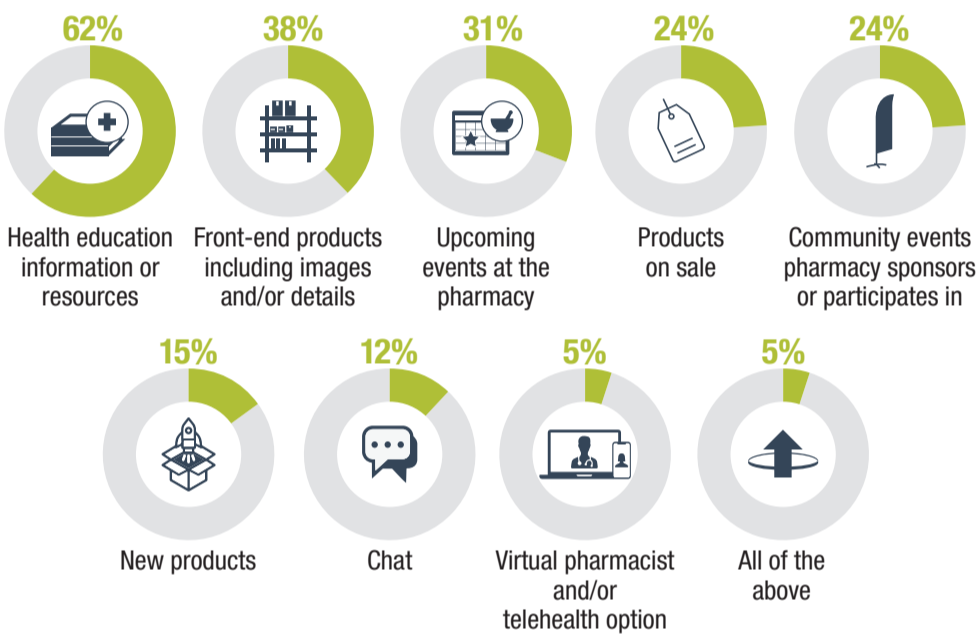


Based on 383 independent pharmacist responses.

#### Insights & Actions

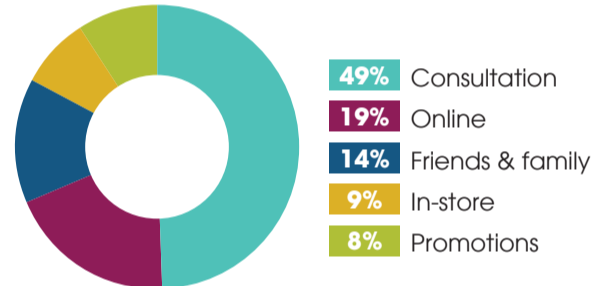
Facebook dominates social media activity among independent pharmacies. Those that align with suppliers (wholesalers and manufacturers) for content and images to use in posts will keep content fresh and interesting. Identify a passionate pharmacy team member to manage Facebook activity.

### Information Available on Independent Pharmacy Websites



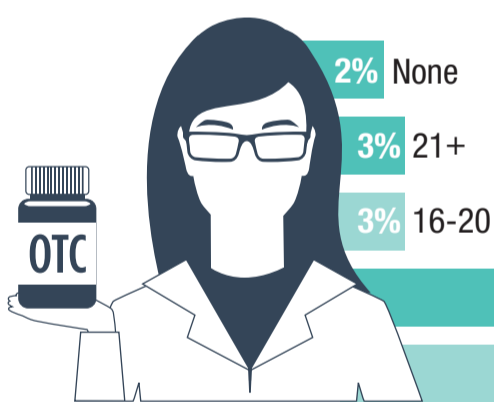
Based on 285 independent pharmacist responses. Respondents selected all that apply.

### Shoppers' Typical Source of Product Information



Based on 644 independent pharmacy shopper responses. Respondents selected all that apply.

### OTC, Vitamin, or Supplement Recommendations by Pharmacist per Day



Based on 404 independent pharmacist respondents.

**Upward Arrow** Pharmacies that make six or more recommendations per day are 58% more likely to have increasing front-end sales.

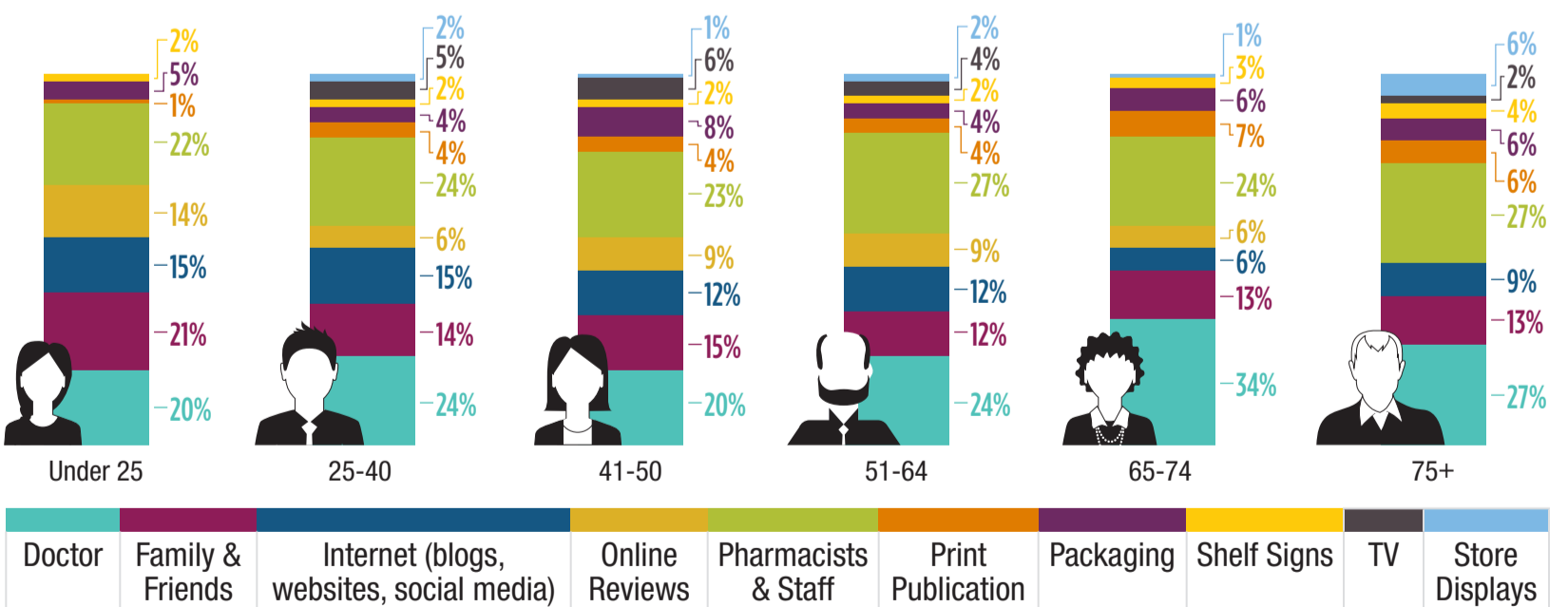
**Downward Arrow** Pharmacies that cite decreasing sales are about 30% more likely to make five or fewer recommendations per day.

Based on 113 independent pharmacist respondents.

Based on 134 independent pharmacist respondents.

**Recommendations lead to increased sales — which in turn leads to positive word of mouth.**

### Shoppers' Typical Sources of Product Information by Age



Respondents selected all that apply.

Under 25: Based on 65 independent pharmacy shopper responses.  
 25-40: Based on 115 independent pharmacy shopper responses.  
 41-50: Based on 127 independent pharmacy shopper responses.  
 51-64: Based on 176 independent pharmacy shopper responses.  
 65-74: Based on 109 independent pharmacy shopper responses.  
 75+: Based on 52 independent pharmacy shopper responses.

#### Insights & Actions

The data suggests that there are big differences between how younger (under 25) and older shoppers (75+) find product information. For instance, online reviews are relied on by the younger shoppers while older shoppers did not acknowledge this option. Similarly, older shoppers rely on their doctor and pharmacist more often than friends, while the younger generation more frequently turn to family and friends. Choosing the right medium to reach and educate shoppers can have a large impact on the return on your investment.