

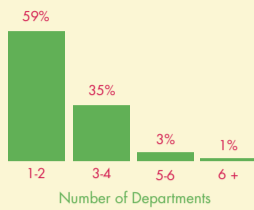
# Shopper Behavior

## Number of Front-End Departments Shopped Per Trip

Pharmacists estimate:  
ON AVERAGE



Shoppers stated:  
ON AVERAGE



There is **great opportunity** to **improve the number of departments shopped** per trip to increase front-end sales.

Make the most of shoppers' time in the store

# 15

minutes is the magic number. Those that spent approximately 15 minutes in the store made the most OTC purchases. Those who spent less than 15 minutes in the store made the most personal care product purchases.

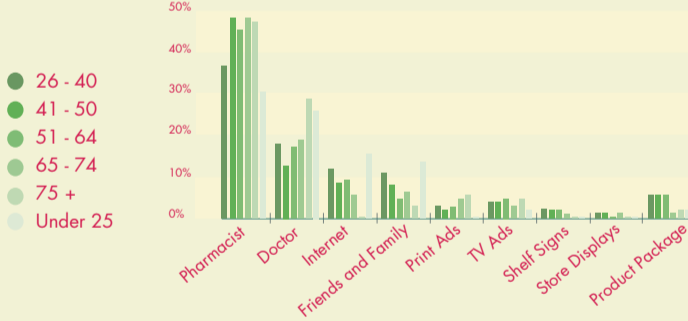


In Chain Drug, 11% of shopping trips are up to 10 minutes. (35% are between 11-30 minutes; 13% are 31 minutes to an hour)

Source: Boehringer Ingelheim Pharmaceuticals, Inc.'s January 2013 Satisfaction Survey

The more frequently consumers shop, the more loyal they become to the independent for front-of-store purchases.

## Where do consumers seek information about OTCs?



## How did consumers first learn about the pharmacy?

- My Neighborhood, Live Nearby
- Friends and Family
- Drive By, Work Nearby, Dr. Nearby
- Doctor, Primary Care Provider
- Other



## Who are consumers shopping for?



- Self
- Family
- Friends
- Other
- Neighbor