

**Brand Drug Stores  
Distribution Audit & Consumer Survey  
June 2010**

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## Brand Drug Stores



**Consumer Survey  
June 2010**

Distribution Date: June 8 and 10, 2010  
 Survey Date: June 14 and 16, 2010  
 Market: Los Angeles and San Francisco, CA and Portland OR  
 Number of Interviews: 200  
 Research Interval: Same Day to One Day Following Delivery

RESEARCH TOPIC	PERCENT OF RESPONDENTS*	BASE
Recall Receipt of Door Hanger	56.0%	200
Card Location (Hung on the Door)	92.0%	112
Store Visit (Very or Somewhat Likely to Visit Store or Already Visited Store to Redeem Offer Delivered with Door Hanger)	19.6%	112
Recipient Aware of Brand Drug Store Location	51.8%	112

\* Each result reflects a percentage of persons asked the question (base).

## Research Questions

- 1 Recently homes in your area received a door hanger for Brand Drug Stores. Do you recall receiving this door hanger? They were primarily red and yellow, had a photo of a Brand Drug pharmacist, and said "Come to Brand Drug Stores for faster service" at the top. [Use description as necessary.]
- 2 Could you please tell me where the card was placed?
- 3 Brand Drug Stores is offering \$10 off purchases totaling \$50 or more. How likely are you to visit your local Brand Drug Store to redeem the \$10 coupon? Would you say that you are... [Read list.]
- 4 Were you aware of the new Brand Drug Store in your neighborhood? [Before or after receiving the door hanger.]

Gender (determined by interviewer)

## Introduction

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This telephone study confirmed distribution and measured consumer awareness of a door-hung advertisement for Brand Drug Stores. The advertisements notified recipients of local grand openings of Brand Drug Stores and offered \$10 off purchases totaling over \$50.

**Survey Date:** June 11 and 14, 2010

**Interviews:** 200

**Market:** Los Angeles and San Francisco, CA and Portland OR

## Sample

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A random sample of households having listed telephone numbers was chosen from census block groups within the targeted distribution area. To facilitate efficient interviewing, only completely saturated census block groups were qualified for research.

Source: Survey Sampling, Inc., Fairfield, Connecticut.

The number of interviews per ZIP code are listed at the end of this report. For this analysis, 200 interviews were validated.

## Interviewing

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Interviews were conducted by telephone in the late afternoon and early evening hours. Up to four attempts were made to reach busy or unanswered numbers. Households were interviewed on the same day in which the door hanger was delivered or one day following delivery. Individual interviews took approximately three minutes to complete.

## Margin of Error and Rounding

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A sufficient number of interviews were completed to ensure a margin of error not to exceed 7.1% for Yes/No questions asked of all 200 respondents. Because totals have been rounded to the nearest tenth of a percent, rounding error may occur.

## Verified Audit Company Profile

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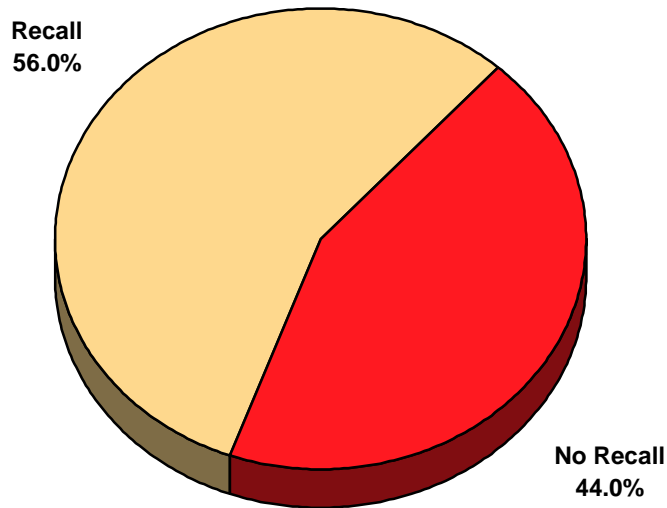
## Question 1 – Recall Receipt

*Recently homes in your area received a door hanger for Brand Drug Stores. Do you recall receiving this door hanger? They were primarily red and yellow, had a photo of a Brand Drug pharmacist, and said "Come to Brand Drug Stores for faster service" at the top. [Use description as necessary.]*

This question was asked of all respondents: 200.

Response	Persons	Percent
Recall Door Hanger	112	56.0%
No Recall of Door Hanger	88	44.0%
<b>Total</b>	<b>200</b>	<b>100.0%</b>

### Recall Receipt of Door Hanger



**56.0% of all respondents stated that they recalled receiving a door hanger for Brand Drug Stores.**

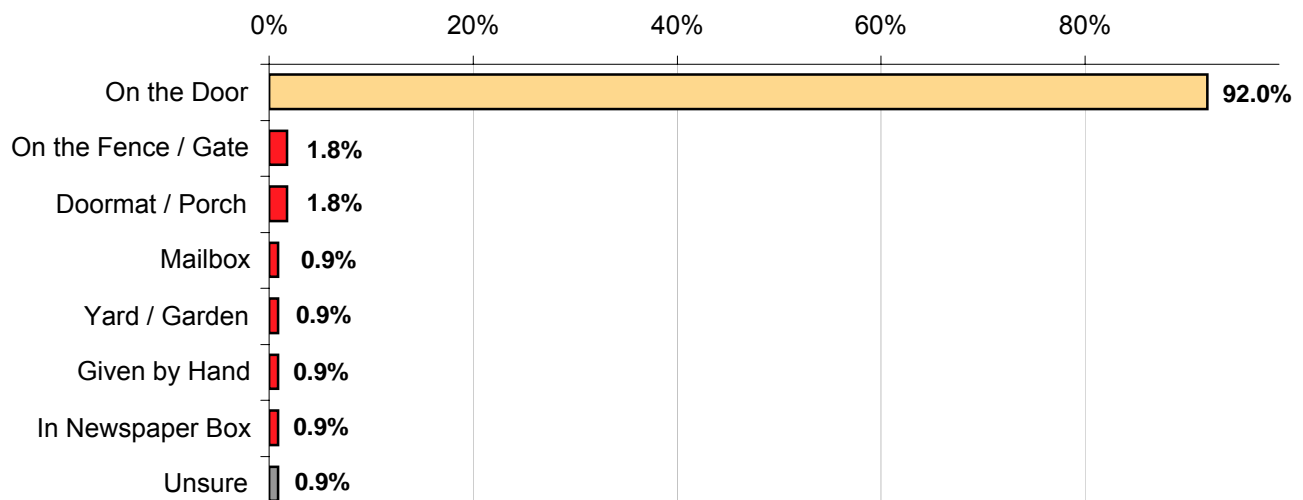
## Question 2 – Card Location

Could you please tell me where the card was placed?

This question was asked of respondents who recalled the Brand Drug Store door hanger: 112.

Response	Persons	Percent	% of All Respondents
Hung on the Door	103	92.0%	51.5%
On the Fence / Gate	2	1.8%	1.0%
On the Doormat / Porch	2	1.8%	1.0%
In / On the Mailbox	1	0.9%	0.5%
In the Yard / Garden	1	0.9%	0.5%
Given by Hand	1	0.9%	0.5%
In the Newspaper Box	1	0.9%	0.5%
Do Not Remember / Unsure	1	0.9%	0.5%
No Recall	(88)	N/A	44.0%
<b>Total</b>	<b>112</b>	<b>100.0%</b>	<b>100.0%</b>

### Card Location



Graph includes only those who recalled the door hanger .

**92.0% of recalling respondents stated that the Brand Drug Stores door hanger was, in fact, hung on the door.**

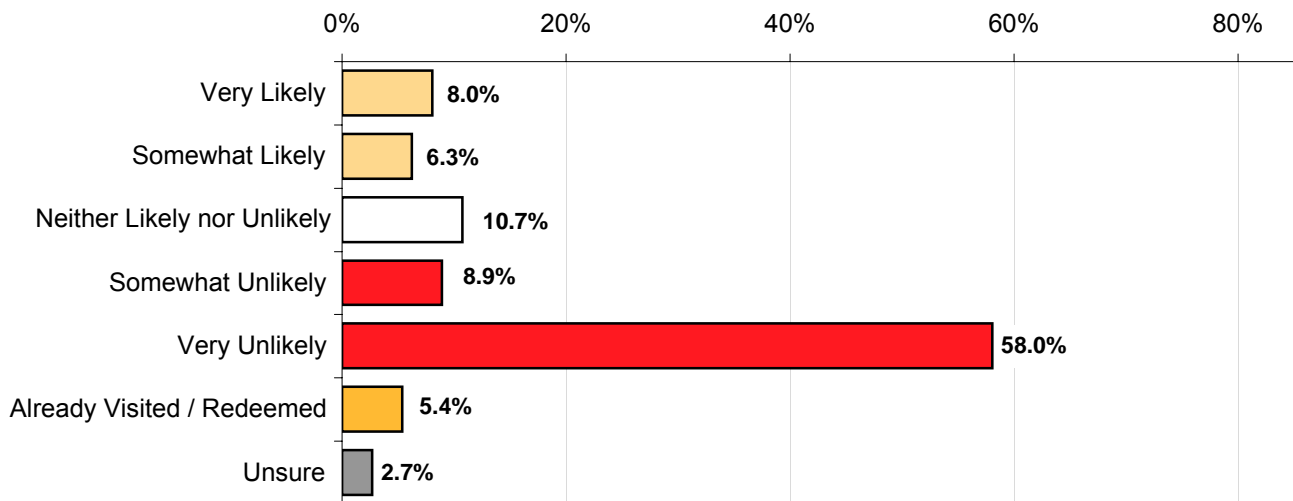
### Question 3 – Store Visit

*Brand Drug Stores is offering \$10 off purchases totaling \$50 or more. How likely are you to visit your local Brand Drug Store to redeem the \$10 coupon? Would you say that you are... [Read list.]*

This question was asked of respondents who recalled the Brand Drug Store door hanger: 112.

Response	Persons	Percent	% of All Respondents
Very Likely	9	8.0%	4.5%
Somewhat Likely	7	6.3%	3.5%
Neither Likely nor Unlikely	12	10.7%	6.0%
Somewhat Unlikely	10	8.9%	5.0%
Very Unlikely	65	58.0%	32.5%
Already Visited / Redeemed Coupon	6	5.4%	3.0%
Unsure	3	2.7%	1.5%
No Recall	(88)	N/A	44.0%
<b>Total</b>	<b>112</b>	<b>100.0%</b>	<b>100.0%</b>

### Likelihood of Store Visit



Graph includes only those who recalled the door hanger.

**19.6% of recalling respondents stated that they were very or somewhat likely to visit or had already visited Brand Drug Store as a result of a door hanger.**

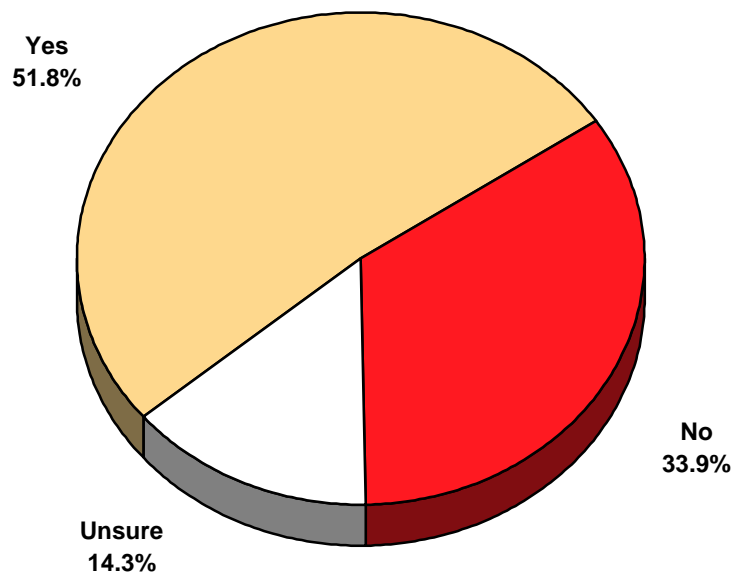
## Question 4 – Aware of Local Brand Drug Store

*Were you aware of the new Brand Drug Store in your neighborhood? [Before or after receiving the door hanger.]*

This question was asked of respondents who recalled the Brand Drug Store door hanger: 112.

Response	Persons	Percent	% of All Respondents
Yes	58	51.8%	29.0%
No	38	33.9%	19.0%
Unsure	16	14.3%	8.0%
No Recall	(88)	N/A	44.0%
<b>Total</b>	<b>112</b>	<b>100.0%</b>	<b>100.0%</b>

### Aware of Local Brand Drug Store



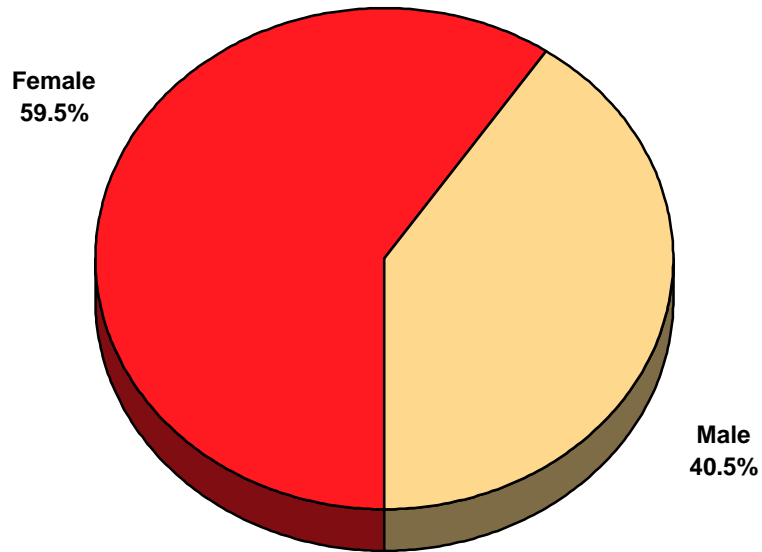
**51.8% of recalling respondents stated that they were aware of the Brand Drug Store in their neighborhood.**

**Gender** (Determined by Interviewer)

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<b>Response</b>	<b>Persons</b>	<b>Percent</b>
Female	119	59.5%
Male	81	40.5%
<b>Total</b>	<b>200</b>	<b>100.0%</b>

**Gender**



## Interviews by Block Group

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Block Group	ZIP Code	Market	Community	Interviews	Percent
60375433012	90746	Los Angeles, CA	Carson	10	5.0%
60375433221	90746	Los Angeles, CA	Carson	17	8.5%
60375434001	90746	Los Angeles, CA	Carson	7	3.5%
60375434002	90746	Los Angeles, CA	Carson	8	4.0%
60375707012	90712	Los Angeles, CA	Lakewood	12	6.0%
60375707013	90712	Los Angeles, CA	Lakewood	7	3.5%
60375707014	90712	Los Angeles, CA	Lakewood	13	6.5%
60590218123	92807	Los Angeles, CA	Anaheim	9	4.5%
60590219031	92807	Los Angeles, CA	Anaheim	12	6.0%
60590219032	92807	Los Angeles, CA	Anaheim	8	4.0%
60750306001	94127	San Francisco, CA	San Francisco	13	6.5%
60750306002	94128	San Francisco, CA	San Francisco	9	4.5%
60750308003	94135	San Francisco, CA	San Francisco	10	5.0%
60750309001	94137	San Francisco, CA	San Francisco	10	5.0%
410510103032	97060	Portland, OR	Troutdale	11	5.5%
410510103062	97060	Portland, OR	Troutdale	9	4.5%
410510104071	97080	Portland, OR	Gresham	11	5.5%
410510104075	97080	Portland, OR	Gresham	14	7.0%
410510104076	97080	Portland, OR	Gresham	10	5.0%
				<b>200</b>	<b>100.0%</b>

## Sample Disposition

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### CONTACTED

Respondents Interviewed		<b>200</b>
Respondents Not Interviewed		<b>116</b>
Respondent Refused	63	
DQ - Unsure of Delivery	26	
DQ - Security Access	15	
DQ - Language Barrier	12	
<b>Total</b>		<b>316</b>

### ESTABLISHED AS INELIGIBLE

Nonhousehold Numbers / Incorrect Residence	24	
Nonworking Numbers	85	
<b>Total</b>		<b>109</b>

### ELIGIBILITY NOT ESTABLISHED

No Answer / Answering Machines	616	
Busy Lines (Four Attempts)	38	
Privacy Manager	121	
Unable to Complete Four Attempts	29	
Uncalled Records	278	
Hang Up	101	
<b>Total</b>		<b>1,183</b>

**TOTAL TELEPHONE NUMBERS ASSIGNED                    1,608**

## Questionnaire

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*[Introduction]* Hello, I am calling to conduct a brief survey. This is NOT a sales call.

*[If necessary]* My name is \_\_\_\_\_. I am calling from VAC, an independent research company, to confirm the receipt of a door hanger and conduct a very brief consumer survey. This is NOT a sales call. *[Confirm over 18.]*

**Q1.** Recently homes in your area received a door hanger for Brand Drug Stores. Do you recall receiving this door hanger? They were primarily red and yellow, had a photo of a Brand Drug pharmacist, and said "Come to Brand Drug Stores for faster service" at the top. *[Use description as necessary.]*

- |                        |           |
|------------------------|-----------|
| 1 Yes                  | Go to Q2  |
| 2 No                   | Go to Q1a |
| 3 Unsure / Do Not Know | Go to Q1a |

**Q1a.** Is it possible that someone else in your household received it?

- |               |           |
|---------------|-----------|
| 1 Yes         | Go to Q1b |
| 2 No / Unsure | Go to Q1c |

**Q1b.** May we speak with that person?

- |       |                            |
|-------|----------------------------|
| 1 Yes | Go to Q1                   |
| 2 No  | Terminate or Set Call Back |

**Q1c.** Are you sure you didn't receive it? Would you mind taking a moment to check? *[Repeat description from Q1 as necessary.]*

- |                            |                            |
|----------------------------|----------------------------|
| 1 Yes, Received Card       | Go to Q2                   |
| 2 No, Did Not Receive Card | Go to Q1d                  |
| 3 Will Not Check / Unsure  | Terminate or Set Call Back |

**Q1d.** Do you live in a security building or other restricted-access residence? These include apartments, townhomes, condos, trailer parks, etc.

- |          |                                  |
|----------|----------------------------------|
| 1 Yes    | Terminate                        |
| 2 No     | End Survey ( <b>Nonreceipt</b> ) |
| 3 Unsure | Terminate                        |

**Q2.** Could you please tell me where the card was placed?

- |                                  |                |
|----------------------------------|----------------|
| 1 Hung on the Door               | Go to Q3 (All) |
| 2 In / On the Mailbox            |                |
| 3 On the Doormat / Porch         |                |
| 4 On the Stairs / Railing        |                |
| 5 In the Yard / Garden           |                |
| 6 Given by Hand                  |                |
| 7 Other <i>[Please specify.]</i> |                |

## Questionnaire

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**Q3.** Brand Drug Stores is offering \$10 off purchases totaling \$50 or more. How likely are you to visit your local Brand Drug Store to redeem the \$10 coupon? Would you say that you are... *[Read list.]*

1 Very Likely

*Go to Q4 (All)*

2 Somewhat Likely

3 Neither Likely nor Unlikely

4 Somewhat Unlikely

5 Very Unlikely

6 Already Redeemed Coupon delivered with Door Hanger *[Don't read.]*

7 Unsure *[Don't read.]*

**Q4.** Were you aware of the new Brand Drug Store in your neighborhood? *[Before or after receiving the door hanger.]*

1 Yes

*End Survey (All)*

2 No

3 Unsure

Gender *[determined by interviewer]*

1 Male

2 Female

Those are all of the questions that I have. Thank you for participating in our research.

