Canadians' impressions and use of pharmacy services

Neighbourhood Pharmacies Survey Summary

submitted by Nanos to Neighbourhood Pharmacies, June 2016
(Submission 2016-775)

Canadians' positive impressions of pharmacies on the rise; want a pharmacist who knows them and cares about their health

Canadians' impressions of pharmacies have grown more positive since the previous wave of research in November of 2015, with the most mentioned reason being that pharmacies are professional/provide a crucial service and that they are knowledgeable/helpful. The slight majority of Canadians say pharmacy staff initiates a conversation with them about their prescription or health every time they pick up a prescription or most of the time, and feel that having a pharmacist who knows them and cares about their health is the most important factor when selecting a pharmacy.

- **Impressions of pharmacies are generally positive** – Three in four Canadians have either a positive (43%) or somewhat positive (33%) impression in general of pharmacies, while 6% have a somewhat negative impression and three percent have a negative impression. Sixteen percent have a neutral impression and less than one percent are unsure. This is an increase in positivity from the previous wave in November of 2015 (36% positive; 29% somewhat positive) , and the highest positive/somewhat positive score since April of 2014 (40% positive; 36% somewhat positive).
- **Reason for their impressions** – The most frequently mentioned reason for their impressions of pharmacies was that they are professional/do their job/provide a crucial service (22%), followed by them being knowledgeable/helpful (20%), and that they don't have enough experience with pharmacies to comment/no issues with them (13%). Also mentioned was that they don't mind pharmacies but have a negative view of the pharmaceutical industry/drugs (nine percent), them being profit driven/having high prices (nine percent), and that there are good and bad pharmacies/prefer small independent ones to chains (six percent). Two percent said pharmacists can take on the role of physicians/help with medical care, and 19% were unsure/did not answer the question.

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- **Canadians report taking an average of 1.9 prescription drugs a day, a median of 1.0 a day** – The average number of prescription drugs Canadians take in a day is 1.9, while the median is 1.0. This is lower in those aged 18 to 29 (0.81 on average, median of zero) and highest in those aged 60 plus (2.79 on average, median of 2.0). Those who have a positive impression of pharmacies also take a slightly higher average of prescription drugs each day (2.23), compared to those with a negative impression (1.03 on average).
- **Six in ten Canadians find pharmacy staff initiate conversations about health or medications every time or most of the time** – Six in ten Canadians say when picking up their prescription the pharmacy staff initiate a conversation with them about their medications or health every time (27%) or most of the time (32%). Twenty-nine percent say this happens occasionally, while seven percent say it never happens and six percent are unsure. Those with a positive impression of pharmacies were much more likely to say this happens every time or most of the time (72%) than those with a negative impression of pharmacies (34%).
- **Canadians feel having a pharmacist who knows and cares for their health is important to them** – Asked which is the most important to them when choosing a pharmacy, 39% of Canadians say that having a pharmacist who knows them and is concerned about their health is the most important, followed by being able to pick up their prescription quickly and easily (33%). Eighteen percent say that getting the lowest possible cost for their medications is the most important to them, while six percent say it is the expectation that the full quantity of prescription will be in stock. Five percent are unsure. Those with a positive impression of pharmacies were more likely to say that having a pharmacist who knows and cares for them is the most important (52%) than those with a negative impression (21%).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 27th and June 1st, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. Individuals were randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by Neighbourhood Pharmacies.

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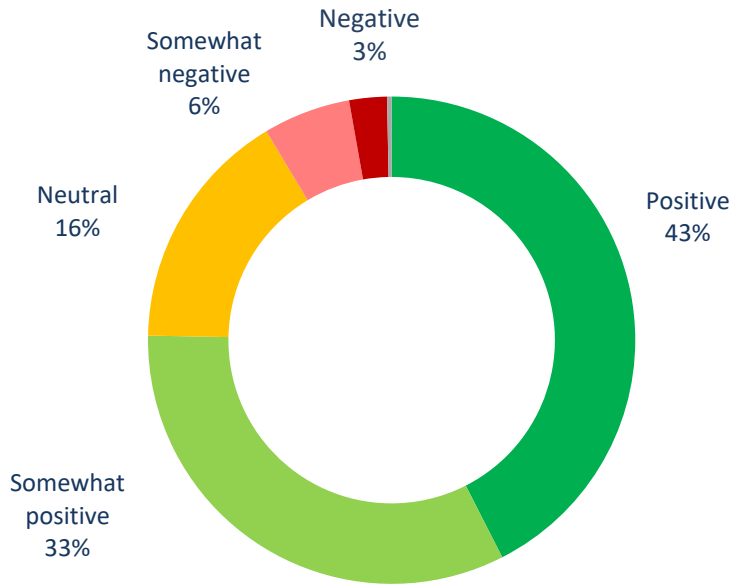
General impression of pharmacies

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+67.0



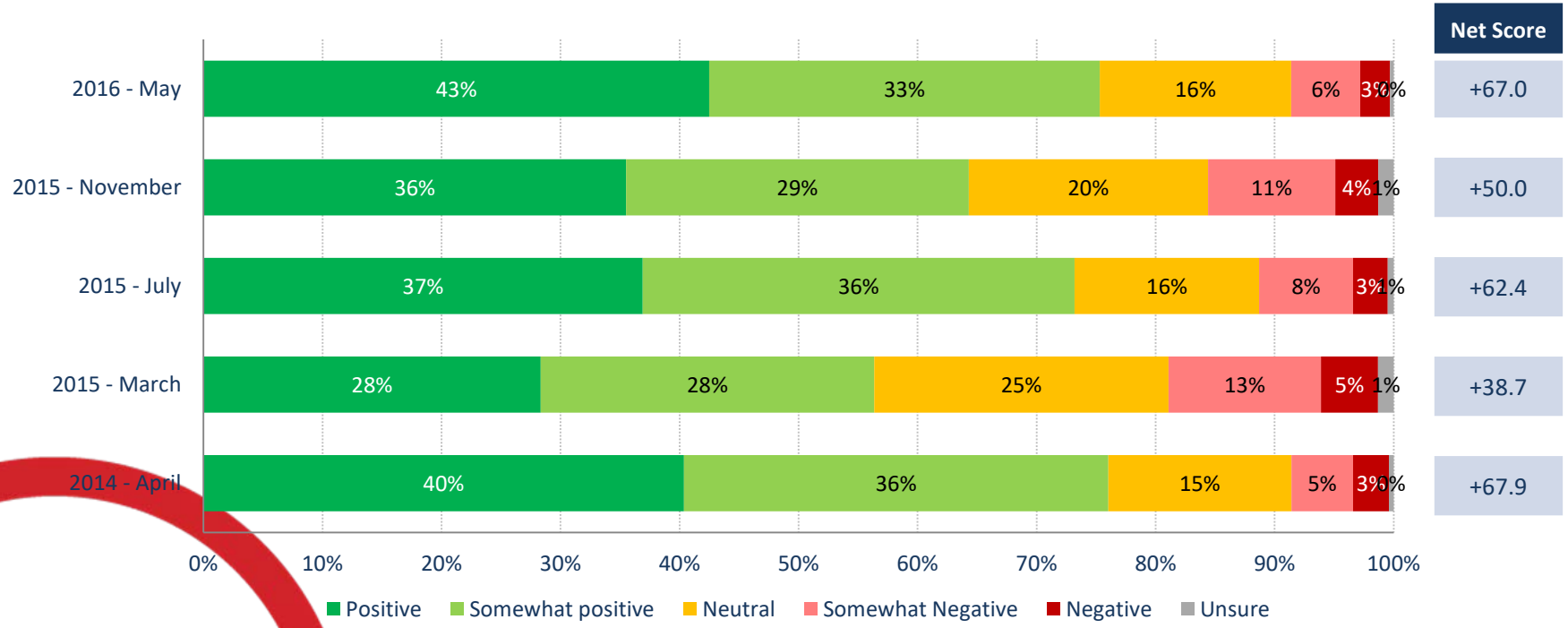
***Note: Charts may not add up to 100 due to rounding**

Subgroups	Positive/ Somewhat Positive
Atlantic (n=100)	85.3%
Quebec (n=250)	79.0%
Ontario (n=300)	68.9%
Prairies (n=200)	76.2%
British Columbia (n=150)	74.2%
Male (n=500)	73.1%
Female (n=500)	77.6%
18 to 29 (n=162)	62.6%
30 to 39 (n=170)	79.7%
40 to 49 (n=206)	77.0%
50 to 59 (n=207)	78.1%
60 plus (n=255)	79.6%

QUESTION – Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?

General impression of pharmacies

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate ±3.1 percentage points, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18th to 22nd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 21st to 24th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 19th to 23rd, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?

Reason for opinion

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 21st to 24th, 2015, n=1000, accurate ±3.1 percentage points, 19 times out of 20
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18th to 22nd, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Positive			Neutral			Negative			Unsure			Total		
	2015 - 07 (n=734)	2015 - 11 (n=644)	2016-05 (n=754)	2015 – 07 (n=155)	2015 - 11 (n=200)	2016-05 (n=162)	2015 - 07 (n=108)	2015 - 11 (n=143)	2016 - 05 (n=83)	2015 - 07 (n=3)*	2015 - 11 (n=14)*	2016 - 05 (n=3)*	2015-07 (n=1000)	2015 - 11 (n=1001)	2016 - 05 (n=1000)
Professional/ do their job/ provide a crucial service	10.8%	9.8%	28.5%	3.2%	5.5%	1.9%	-	-	3.6%	-	-	-	8.4%	7.4%	22.1%
Knowledgeable and helpful	46.7%	41.0%	25.2%	3.9%	8.0%	3.1%	-	-	1.2%	-	-	-	34.9%	28.0%	19.6%
Don't have enough experience with pharmacies/no issues with them	2.0%	11.2%	12.7%	15.5%	13.0%	18.5%	-	-	-	-			3.9%	9.9%	12.7%
Don't mind pharmacies/Negative view of pharmaceutical industry/drugs	2.9%	1.9%	4.0%	9.0%	6.5%	15.4%	5.6%	18.2%	38.6%	-		-	4.1%	5.2%	8.7%
Profit-driven/ high prices	2.7%	3.6%	3.7%	11.6%	16.0%	16.7%	47.2%	62.9%	37.3%	-		-	8.9%	14.6%	8.6%
There are good pharmacies and bad pharmacies/Prefer small independent ones to chains	3.5%	4.2%	5.3%	3.2%	7.5%	11.7%	2.8%	9.1%	8.4%	-	-	-	3.4%	5.5%	6.6%
Pharmacists can take on role of physicians/ help with medical care	-	8.4%	2.3%	-	-	1.2%	-	-	-	-	-	-	-	2.6%	1.9%
Other	11.9%	3.3%	0.9%	23.9%	3.0%	1.9%	36.1%	-	6.0%		-	-	16.4%	2.7%	1.5%
Unsure / no answer	18.1%	21.1%	17.4%	29.7%	40.5%	29.6%	8.3%	9.8%	4.8%		78.6%		19.0%	24.2%	18.5%

QUESTION – Why do you have that opinion? [Open-ended]

***Note: Shaded due to small sample size.**

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Reasons for Opinion

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st , 2016, n=1000, accurate ±3.1 percentage points, 19 times out of 20.

	Positive (n=424)	Somewhat positive (n=328)	Neutral (n=162)	Somewhat negative (n=58)	Negative (n=24)	Unsure (n=3)	Total (n=1,000)
Professional/ do their job/ provide a crucial service	34.7%	20.7%	1.9%	5.2%	-	-	22.1%
Knowledgeable and helpful	31.1%	17.7%	3.1%	1.7%	-	-	19.6%
Don't have enough experience with pharmacies/no issues with them	14.2%	10.7%	18.5%	-	-		12.6%
Don't mind pharmacies/Negative view of pharmaceutical industry/drugs	0.2%	8.8%	15.4%	41.4%		-	8.7%
Profit-driven/ high prices	-	8.5%	16.7%	31.0%		-	8.6%
There are good pharmacies and bad pharmacies/Prefer small independent ones to chains	2.6%	8.5%	11.7%	8.6%		-	6.4%
Pharmacists can take on role of physicians/help with medical care	3.1%	1.2%	1.2%	-	-	-	1.9%
Other	0.9%	0.9%	1.9%	5.2%		-	1.5%
Unsure/no answer	13.2%	22.9%	29.6%	6.9%			18.5%

QUESTION – Why do you have that opinion? [Open-ended]

***Note: Shaded due to small sample size.**

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Number of prescription drugs per day

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Region	Mean (n=929)	Median (n=929)
Atlantic Canada	1.78	1.00
Quebec	1.89	1.00
Ontario	1.94	1.00
Prairies	1.91	1.00
British Columbia	1.89	1.00
Canada (Total)	1.90	1.00

Impressions of pharmacies	Mean (n=929)	Median (n=929)
Positive	2.23	1.00
Somewhat positive	1.89	1.00
Neutral	1.29	0.00
Somewhat negative	1.51	1.00
Negative	1.03	1.33
Unsure	1.30	1.00
Canada (Total)	1.90	1.00

Age	Mean (n=929)	Median (n=929)
18 to 29	0.81	0.00
30 to 39	1.30	0.00
40 to 49	2.00	1.00
50 to 59	2.31	2.00
60 plus	2.79	2.00
Canada (Total)	1.90	1.00

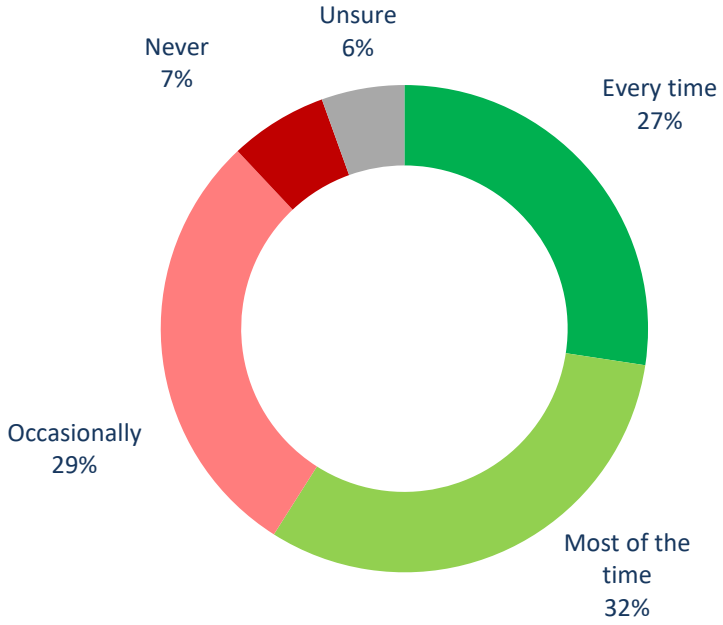
Gender	Mean (n=929)	Median (n=929)
Male	1.83	1.00
Female	1.96	1.00
Canada (Total)	1.90	1.00

QUESTION – How many different prescription drugs do you usually take every day? [OPEN-ENDED]

Frequency of medication/health talks

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+23.5



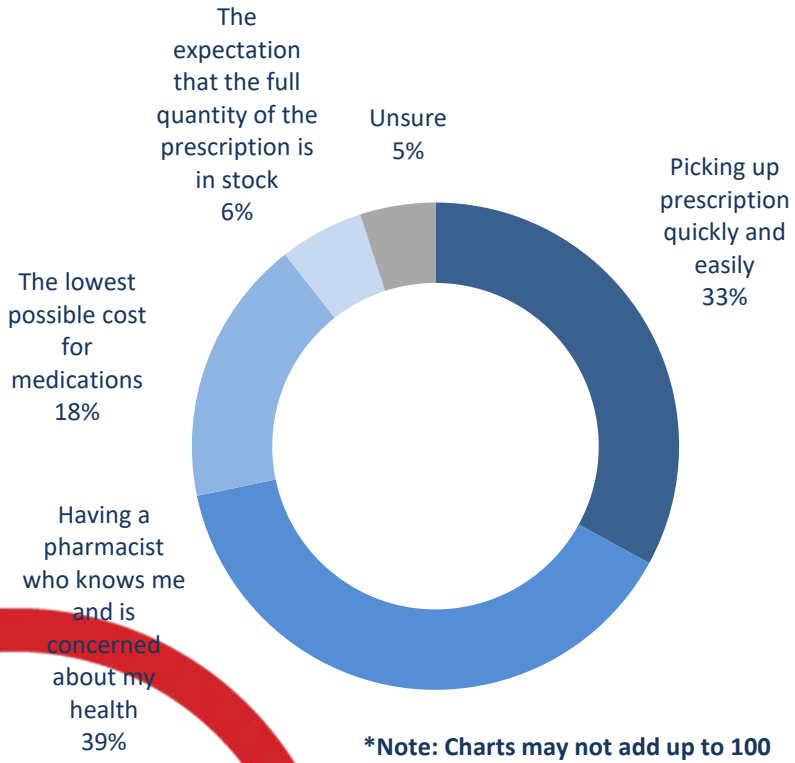
Subgroups	Every time/Most of the time
Atlantic (n=100)	62.4%
Quebec (n=250)	55.2%
Ontario (n=300)	54.7%
Prairies (n=200)	62.0%
British Columbia (n=150)	68.0%
Male (n=500)	57.5%
Female (n=500)	60.6%
18 to 29 (n=162)	58.5%
30 to 39 (n=170)	63.7%
40 to 49 (n=206)	56.1%
50 to 59 (n=207)	58.6%
60 plus (n=255)	59.2%
Positive (n=432)	71.9%
Somewhat positive (n=329)	58.6%
Neutral (n=154)	40.0%
Somewhat negative (n=58)	32.4%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – When picking up a prescription, do the pharmacy staff initiate a conversation about your medications or health a) every time, b) most of the time, c) occasionally, d) never

Importance when choosing a pharmacy

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27th to June 1st, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

Subgroups	Having a pharmacist who knows me	Picking up prescription quickly	Lowest possible cost
Atlantic (n=100)	32.1%	39.5%	21.2%
Quebec (n=250)	43.1%	27.5%	17.6%
Ontario (n=300)	41.1%	35.4%	14.0%
Prairies (n=200)	38.6%	33.0%	16.3%
British Columbia (n=150)	31.7%	32.9%	24.6%
Male (n=500)	34.2%	35.3%	19.0%
Female (n=500)	43.4%	30.7%	16.3%
18 to 29 (n=162)	27.0%	41.7%	18.2%
30 to 39 (n=170)	28.8%	39.0%	20.8%
40 to 49 (n=206)	40.7%	33.6%	14.6%
50 to 59 (n=207)	45.6%	26.9%	19.0%
60 plus (n=255)	49.2%	25.3%	16.7%
Positive (n=432)	52.2%	29.1%	11.8%
Somewhat positive (n=329)	37.3%	33.6%	18.8%
Neutral (n=154)	18.0%	40.5%	24.5%
Somewhat negative (n=58)	15.0%	34.0%	32.3%

QUESTION - Which of the following is most important to you when choosing a pharmacy? [RANDOMIZE]

Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 27th and June 1st, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Neighbourhood Pharmacies.

Note: Charts may not add up to 100 due to rounding.

About Nanos

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Technical Note

Element	Description
Organization who commissioned the research	Neighbourhood Pharmacies
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 27th to June 1st, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Sixteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module seven of an omnibus survey. Previous modules included vote preferences, unprompted issues of concern, electorate reform, marijuana legalization, gasoline and greenhouse gas emissions, and nurses in Canada.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

Tabulations

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				Region					Gender		Age				
			Canada 2016-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	170	206	207	255
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Positive	%	42.5	53.2	39.8	38.2	46.4	43.5	39.4	45.7	28.2	44.2	44.4	47.2	48.6
	Somewhat positive	%	32.8	32.1	39.2	30.7	29.8	30.7	33.7	31.9	34.4	35.5	32.6	30.9	31.0
	Neutral	%	16.1	4.7	15.0	21.7	15.2	15.6	17.5	14.8	28.6	12.0	16.4	12.3	10.9
	Somewhat negative	%	5.8	6.3	2.8	8.3	4.5	7.0	5.5	6.0	5.4	7.2	3.7	5.5	6.9
	Negative	%	2.5	3.1	2.8	1.1	3.2	3.2	3.5	1.4	2.9	1.1	2.1	4.1	2.2
	Unsure	%	.3	.6	.4	.0	1.0	.0	.5	.2	.5	.0	.8	.0	.3

Question - Why do you have that opinion? [Open-ended] * Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies? Crosstabulation

		Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?						Total
		Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure	
Knowledgeable and helpful	Count	132	58	5	1	0	0	196
		31.1%	17.7%	3.1%	1.7%	0.0%	0.0%	19.6%
Professional/ do their job/ provide a crucial service	Count	147	68	3	3	0	0	221
		34.7%	20.7%	1.9%	5.2%	0.0%	0.0%	22.1%
Profit-driven/ high prices	Count	0	28	27	18	13	0	86
		0.0%	8.5%	16.7%	31.0%	54.2%	0.0%	8.6%
Negative view of pharmaceutical industry/drugs	Count	1	29	25	24	8	0	87
		0.2%	8.8%	15.4%	41.4%	33.3%	0.0%	8.7%
There are good pharmacies and bad pharmacies/Prefer small independent ones to chains	Count	11	28	19	5	1	0	64
		2.6%	8.5%	11.7%	8.6%	4.2%	0.0%	6.4%
Don't have enough experience with pharmacies/no issues with them	Count	60	35	30	0	0	1	126
		14.2%	10.7%	18.5%	0.0%	0.0%	33.3%	12.6%

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Question - Why do you have that opinion? [Open-ended] * Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies? Crosstabulation

		Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?						Total
		Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure	
Pharmacists can take on role of physicians/help with medical care	Count	13	4	2	0	0	0	19
		3.1%	1.2%	1.2%	0.0%	0.0%	0.0%	1.9%
Other	Count	4	3	3	3	2	0	15
		0.9%	0.9%	1.9%	5.2%	8.3%	0.0%	1.5%
Unsure	Count	56	75	48	4	0	2	185
		13.2%	22.9%	29.6%	6.9%	0.0%	66.7%	18.5%
Total	Count	424	328	162	58	24	3	1000
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Question - Why do you have that opinion? [Open-ended] * Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies? Crosstabulation

		Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?				
		Positive	Neutral	Negative	Unsure	Total
Knowledgeable and helpful	Count	190	5	1	0	196
		25.2%	3.1%	1.2%	0.0%	19.6%
Professional/ do their job/ provide a crucial service	Count	215	3	3	0	221
		28.5%	1.9%	3.6%	0.0%	22.1%
Profit-driven/ high prices	Count	28	27	31	0	86
		3.7%	16.7%	37.3%	0.0%	8.6%
Negative view of pharmaceutical industry/drugs	Count	30	25	32	0	87
		4.0%	15.4%	38.6%	0.0%	8.7%
There are good pharmacies and bad pharmacies/Prefer small independent ones to chains	Count	40	19	7	0	66
		5.3%	11.7%	8.4%	0.0%	6.6%
Don't have enough experience with pharmacies/no	Count	96	30	0	1	127

Question - Why do you have that opinion? [Open-ended] * Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies? Crosstabulation

		Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?				
		Positive	Neutral	Negative	Unsure	Total
issues with them		12.7%	18.5%	0.0%	33.3%	12.7%
Pharmacists can take on role of physicians/help with medical care	Count	17	2	0	0	19
		2.3%	1.2%	0.0%	0.0%	1.9%
Other	Count	7	3	5	0	15
		0.9%	1.9%	6.0%	0.0%	1.5%
Unsure	Count	131	48	4	2	185
		17.4%	29.6%	4.8%	66.7%	18.5%
Total	Count	754	162	83	3	1000
		100.0%	100.0%	100.0%	100.0%	100.0%

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Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Region

Region	Mean	N
Atlantic Canada	1.7776	92
Quebec	1.8875	234
Ontario	1.9409	280
Prairies	1.9095	185
British Columbia	1.8865	139
Total	1.8970	929

Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Region

Region	Median	N
Atlantic Canada	1.0000	92
Quebec	1.0000	234
Ontario	1.0000	280
Prairies	1.0000	185
British Columbia	1.0000	139
Total	1.0000	929

Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Gender

Gender	Mean	N
Male	1.8283	460
Female	1.9641	470
Total	1.8970	929

Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Gender

Gender	Median	N
Male	1.0000	460
Female	1.0000	470
Total	1.0000	929

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Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Age

Age	Mean	N
18 to 29	.8103	186
30 to 39	1.3026	154
40 to 49	2.0042	195
50 to 59	2.3144	166
60 plus	2.7857	229
Total	1.8970	929

Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Age

Age	Median	N
18 to 29	.0000	186
30 to 39	.0000	154
40 to 49	1.0000	195
50 to 59	2.0000	166
60 plus	2.0000	229
Total	1.0000	929

Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Impressions

Question - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?	Mean	N
Positive	2.2285	401
Somewhat positive	1.8822	308
Neutral	1.2870	143
Somewhat negative	1.5106	52
Negative	1.0318	22
Unsure	1.3015	3
Total	1.8970	929

Question - How many different prescription drugs do you usually take every day? [Open-ended] (Number) * Impressions

Question 1 - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?	Median	N
Positive	1.0000	401
Somewhat positive	1.0000	308
Neutral	.0000	143
Negative	1.0000	74
Unsure	1.3333	3
Total	1.0000	929

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			Region						Gender		Age					Question 1 - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?					
			Canada 2016-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
Question - When picking up a prescription, do the pharmacy staff initiate a conversation about your medications or health a) every time, b) most of the time, c) occasionally, d) never	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	170	206	207	255	432	329	154	58	23	4
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	425	328	161	57	25	3
	Every time	%	27.4	29.6	25.3	21.2	31.8	36.4	26.8	28.1	26.6	30.6	29.3	27.6	24.2	39.3	21.6	16.1	9.2	16.3	26.3
	Most of the time	%	31.6	32.8	29.9	33.5	30.2	31.6	30.7	32.5	31.9	33.1	26.8	31.0	35.0	32.6	37.0	23.9	23.2	17.4	.0
	Occasionally	%	29.0	25.4	31.7	31.8	28.2	22.4	28.1	29.9	24.7	28.2	31.8	31.0	29.4	21.9	32.4	36.1	42.8	26.6	41.8
	Never	%	6.5	6.1	8.8	6.9	3.4	6.0	8.4	4.6	6.7	4.2	6.3	6.5	8.0	3.2	5.0	11.1	15.0	34.7	.0
	Unsure	%	5.5	6.1	4.2	6.6	6.4	3.5	6.0	5.0	10.1	3.9	5.8	3.9	3.5	3.0	4.0	12.9	9.9	5.0	31.9

NANOS

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			Region					Gender			Age					Question 1 - Do you have a positive, somewhat positive, neutral, negative, or somewhat negative impression, in general, of pharmacies?					
			Canada 2016-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
Question - Which of the following is most important to you when choosing a pharmacy? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	170	206	207	255	432	329	154	58	23	4
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	425	328	161	57	25	3
	Picking up my prescription quickly and easily	%	33.0	39.5	27.5	35.4	33.0	32.9	35.3	30.7	41.7	39.0	33.6	26.9	25.3	29.1	33.6	40.5	34.0	40.6	31.9
	Having a pharmacist who knows me and is concerned about my health	%	38.8	32.1	43.1	41.1	38.6	31.7	34.2	43.4	27.0	28.8	40.7	45.6	49.2	52.2	37.3	18.0	15.0	20.6	26.3
	The lowest possible cost for my medications	%	17.7	21.1	17.6	14.0	16.3	24.6	19.0	16.3	18.2	20.8	14.6	19.0	16.7	11.8	18.8	24.5	32.3	25.7	17.9
	The expectation that the full quantity of the prescription is in stock	%	5.6	1.8	7.1	5.6	4.6	6.9	6.4	4.8	6.9	2.9	6.6	5.7	5.4	4.6	4.3	9.2	9.9	2.6	23.9
	Unsure	%	5.0	5.5	4.6	3.9	7.5	3.9	5.1	4.8	6.2	8.4	4.5	2.8	3.4	2.3	6.0	7.9	8.8	10.5	.0