



PHARMACY GUILD
OF NEW ZEALAND



PHARMACEUTICAL
SERVICES LIMITED

nielsen
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2014 PHARMACY USER SATISFACTION SURVEY

TOTAL & TOP 20 PHARMACIES RESULTS

FIELDWORK PERIOD: 24TH MARCH – 13TH APRIL 2014

TOTAL NUMBER OF PHARMACIES THAT PARTICIPATED: 132

TOTAL NUMBER OF SURVEYS COMPLETED: 6801

THE PHARMACY USER SATISFACTION SURVEY IS A RESEARCH SERVICE
ADMINISTERED BY PROPHARMA AND PHARMACY TODAY

EXPLANATIONS

[MA]: MULTIPLE ANSWER QUESTIONS, RESPONDENTS WERE ABLE TO SELECT AS MANY OPTIONS AS REQUIRED FOR THESE QUESTIONS

MEAN RESPONSE: THE AVERAGE RATING OF TOTAL RESPONDENTS (DISPLAYED FOR Q9 AND Q10)

NA: THOSE THAT DID NOT PROVIDE AN ANSWER IN BROCHURE SURVEY (DISPLAYED AT Q1, Q2, Q3, Q5, Q6, Q7, Q8, Q9, Q10, Q11, Q12, Q14, Q15, Q16, Q17, Q18 AND Q19)

NOT APPLICABLE: THOSE THAT SELECTED 'NOT APPLICABLE' (DISPLAYED AT Q9 AND Q10)

QUESTION 4 NOTE

THIS WAS A RANKING OF IMPORTANCE QUESTION. IN THE TABLE SHOWN THE STATEMENTS ARE RANKED FROM MOST IMPORTANT TO LEAST IMPORTANT AT TOTAL LEVEL WITH 1 BEING THE MOST IMPORTANT AND 7 THE LEAST

QUESTION 11 NOTES

PROMOTERS: THOSE THAT RATED LIKELINESS TO RECOMMEND PHARMACY – 9 OR 10

PASSIVES: THOSE THAT RATED LIKELINESS TO RECOMMEND PHARMACY – 7 OR 8

DETRACTORS: THOSE THAT RATED LIKELINESS TO RECOMMEND PHARMACY – 0 TO 6

NPS: NET PROMOTER SCORE = PROMOTERS MINUS DETRACTORS. NPS IS USED TO MEASURE THE LOYALTY OF YOUR CUSTOMERS, IT IS MEASURED ON A SCALE OF -100 TO +100

QUESTION 14-19 NOTE

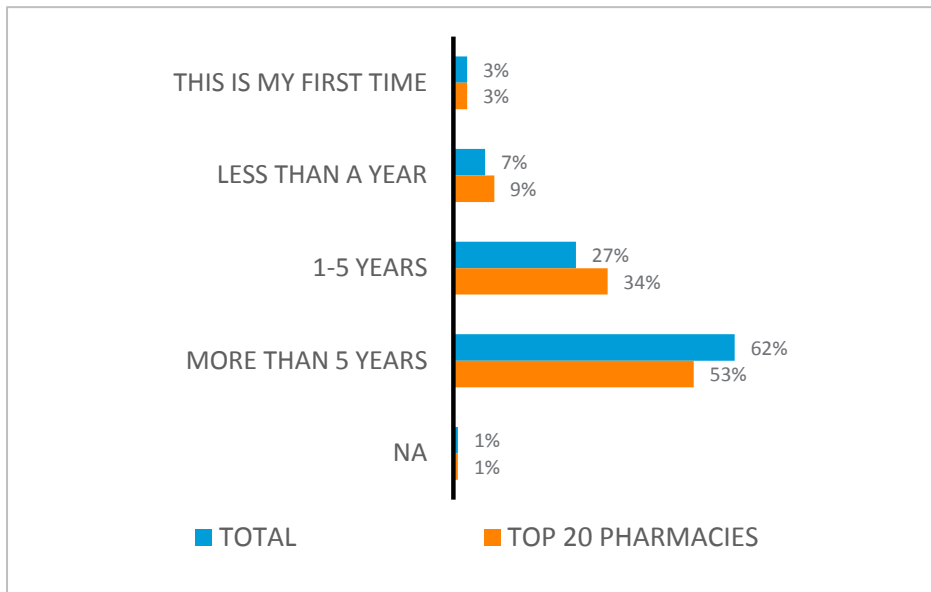
THESE QUESTIONS DO NOT HAVE QUESTION NUMBERS IN THE BROCHURE THEREFORE THE NEXT CHRONOLOGICAL NUMBER WAS USED FOR THESE QUESTIONS IN THIS REPORT

BASE SIZES

SHOW THE NUMBER OF PEOPLE THAT ANSWERED THE QUESTION. THEY HAVE BEEN PROVIDED IN THIS REPORT FOR EACH QUESTION BESIDE CHARTS AND BELOW TABLES FOR TOTAL, TOP 20 STORES AND YOUR PHARMACY

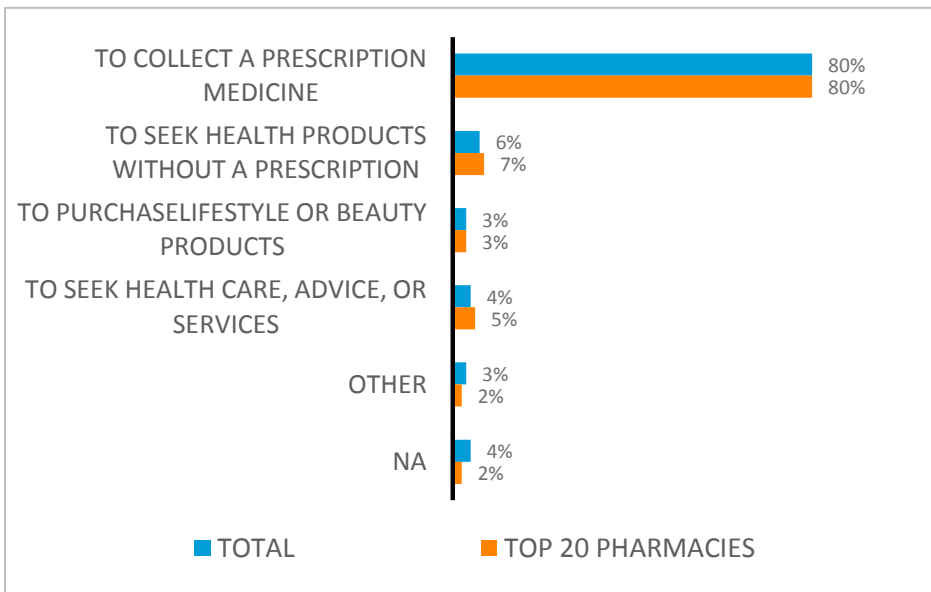
Q1. HOW LONG HAVE YOU BEEN COMING TO THIS PHARMACY?

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



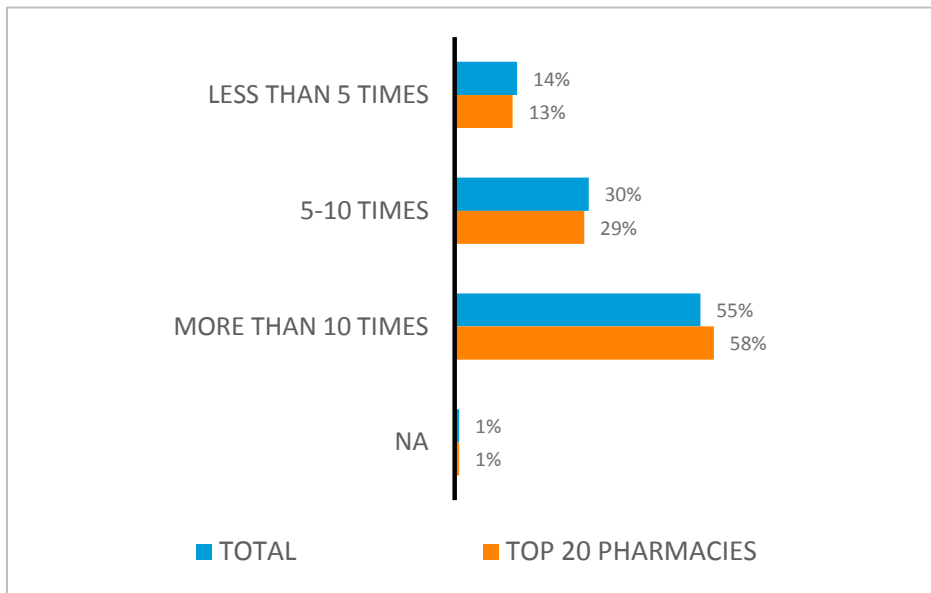
Q2. WHAT IS YOUR MAIN REASON FOR VISITING THIS PHARMACY TODAY?

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



Q3. HOW MANY TIMES HAVE YOU VISITED THIS PHARMACY IN THE PAST 12 MONTHS?

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767

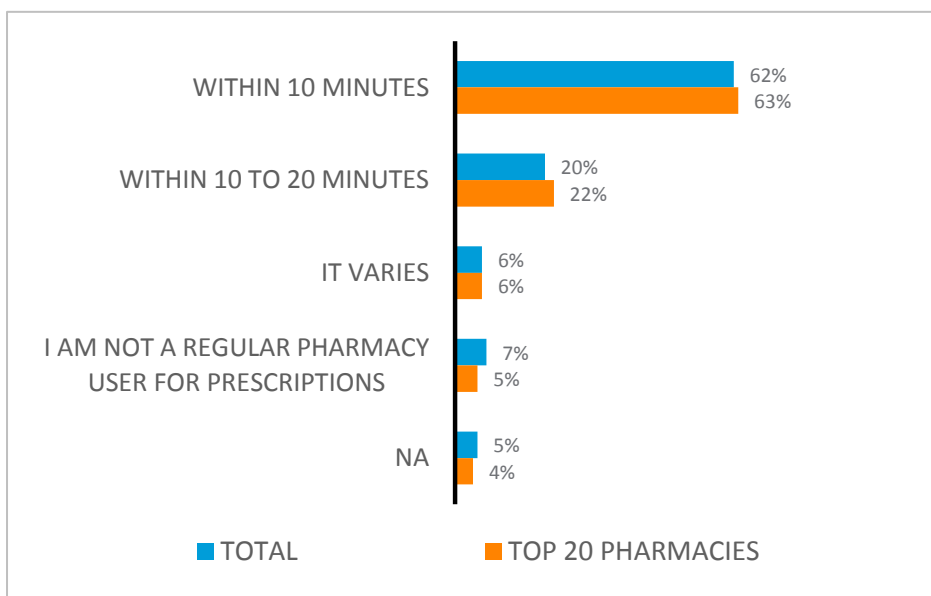


Q4. PLEASE RANK THE REASONS WHY YOU CHOSE THIS PHARMACY, WITH 1 BEING THE MOST IMPORTANT REASON AND 7 THE LEAST IMPORTANT REASON.

		TOTAL	TOP 20 PHARMACIES
Most Important ↑ ↓ Least Important	LOCATION/CONVENIENCE	1	2
	STAFF PLEASANT/HELPFUL	2	1
	QUALITY OF ADVICE GIVEN	3	3
	RANGE OF PRODUCTS	4	4
	VALUE FOR MONEY	5	5
	OTHER HEALTH SERVICES OFFERED	6	6
	PRODUCT SPECIALS/GIFT WITH PURCHASE	7	7

BASE SIZE: TOTAL n=6801 TOP 20 PHARMACIES n=1767

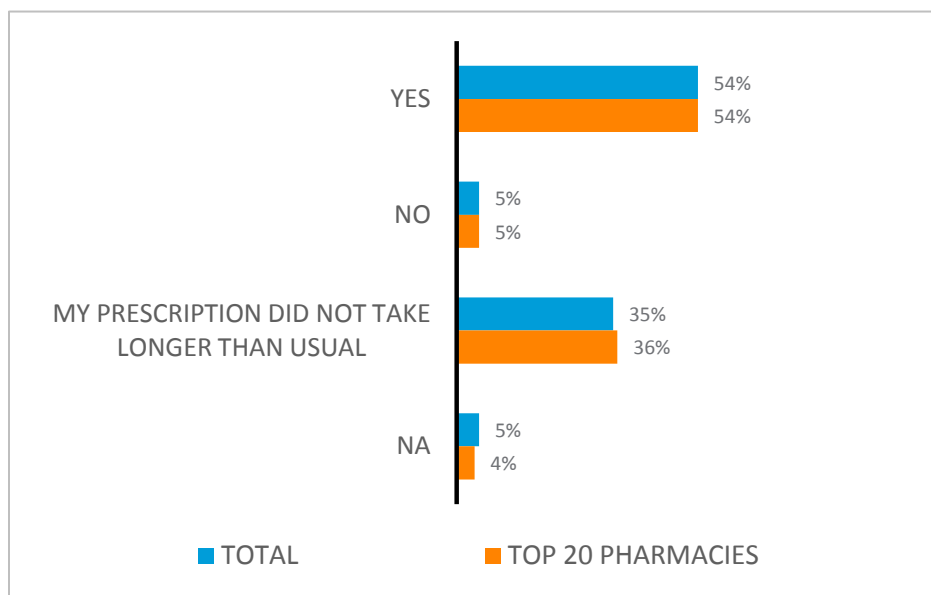
Q5. AS A REGULAR PHARMACY USER MY PRESCRIPTIONS ARE USUALLY READY:



BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767

Q6. IF YOUR PRESCRIPTIONS HAVE TAKEN LONGER THAN USUAL TO FILL, DID THE PHARMACY STAFF EXPLAIN THE REASON FOR THE DELAY?

Only asked of customers who pick up prescriptions

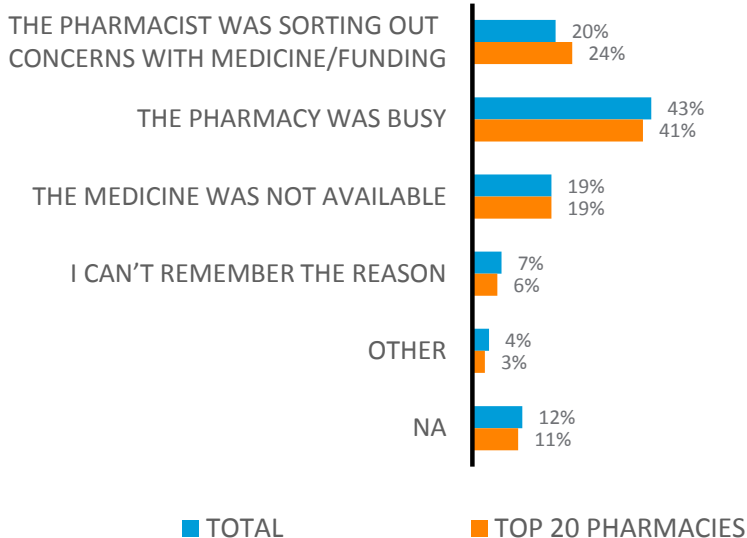


BASE SIZE
TOTAL n=6042
TOP 20 STORES n=1607

Q7. WHY WAS YOUR PRESCRIPTION DELAYED? [MA]

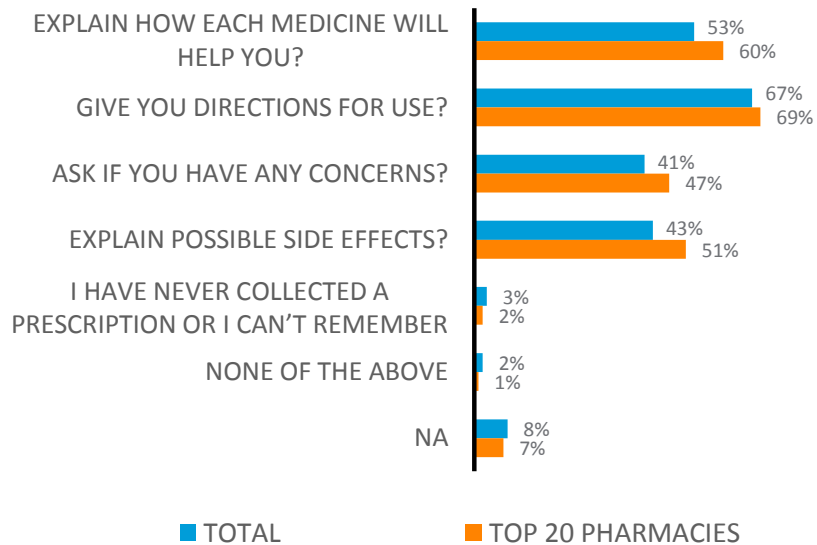
Only asked of customers whose prescriptions have taken longer than usual to fill and the pharmacy staff have explained the reason for delay

BASE SIZE
TOTAL n=3288
TOP 20 STORES n=874



Q8. WHEN YOU LAST COLLECTED A PRESCRIPTION MEDICINE/S DID THE PHARMACY STAFF: [MA]

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



Q9. THINKING ABOUT THIS PHARMACY, PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
a) The pharmacist/s is knowledgeable about different types of medicine.		
10 – STRONGLY AGREE	69%	77%
9	12%	9%
8	8%	5%
7	3%	1%
6	1%	1%
5	1%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	3%	2%
NA	3%	3%
TOTAL	100%	100%
MEAN RESPONSE	9.41	9.61

	TOTAL	TOP 20 STORES
b) I am comfortable with the privacy offered when I discuss my health issues with the pharmacist.		
10 – STRONGLY AGREE	60%	68%
9	11%	11%
8	9%	6%
7	4%	3%
6	2%	1%
5	2%	1%
4	1%	1%
3	1%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	5%	5%
NA	3%	3%
TOTAL	100%	100%
MEAN RESPONSE	9.09	9.37

Q9. THINKING ABOUT THIS PHARMACY, PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
c) Would prefer to meet the pharmacist in a private consulting room, where I can speak without being overheard, if needed.		
10 – STRONGLY AGREE	17%	18%
9	5%	5%
8	6%	6%
7	5%	5%
6	6%	7%
5	10%	9%
4	4%	3%
3	5%	4%
2	4%	3%
1 – STRONGLY DISAGREE	14%	15%
NOT APPLICABLE	19%	19%
NA	6%	6%
TOTAL	100%	100%
MEAN RESPONSE	5.73	5.76

	TOTAL	TOP 20 STORES
d) It is easy for me to ask the pharmacist questions about my medicine.		
10 – STRONGLY AGREE	67%	75%
9	11%	10%
8	8%	6%
7	3%	2%
6	1%	1%
5	1%	1%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	3%	2%
NA	3%	3%
TOTAL	100%	100%
MEAN RESPONSE	9.32	9.53

Q9. THINKING ABOUT THIS PHARMACY, PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
e) The pharmacist helps me to understand my medicines and how they help me.		
10 – STRONGLY AGREE	61%	71%
9	11%	10%
8	9%	6%
7	3%	2%
6	2%	2%
5	2%	1%
4	1%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	6%	4%
NA	3%	3%
TOTAL	100%	100%
MEAN RESPONSE	9.17	9.46

	TOTAL	TOP 20 STORES
f) The pharmacist helps me to understand how and when to take my medications.		
10 – STRONGLY AGREE	64%	73%
9	11%	9%
8	8%	6%
7	3%	2%
6	2%	1%
5	1%	1%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	6%	5%
NA	3%	3%
TOTAL	100%	100%
MEAN RESPONSE	9.27	9.53

Q9. THINKING ABOUT THIS PHARMACY, PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
g) I would like the pharmacist to be more involved in helping me manage my health.		
10 – STRONGLY AGREE	13%	17%
9	3%	3%
8	5%	5%
7	5%	4%
6	7%	7%
5	11%	10%
4	4%	3%
3	6%	4%
2	4%	4%
1 – STRONGLY DISAGREE	11%	12%
NOT APPLICABLE	25%	26%
NA	5%	5%
TOTAL	100%	100%
MEAN RESPONSE	5.49	5.86

	TOTAL	TOP 20 STORES
h) I believe this pharmacy provides a service for people who can't easily visit other health professionals.		
10 – STRONGLY AGREE	42%	53%
9	9%	10%
8	12%	10%
7	6%	4%
6	4%	3%
5	5%	3%
4	1%	0%
3	1%	0%
2	1%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	14%	11%
NA	5%	4%
TOTAL	100%	100%
MEAN RESPONSE	8.55	9.03

Q9. THINKING ABOUT THIS PHARMACY, PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
i) My family and I value the free, drop-in (no appointment) health service that this pharmacy provides.		
10 – STRONGLY AGREE	51%	62%
9	8%	8%
8	8%	6%
7	3%	2%
6	2%	2%
5	3%	2%
4	1%	0%
3	1%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	17%	12%
NA	4%	4%
TOTAL	100%	100%
MEAN RESPONSE	8.94	9.30

BASE SIZE: TOTAL n=6801 TOP 20 PHARMACIES n=1767

10) STILL THINKING ABOUT THIS PHARMACY PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
a) The service I received was professional and of a high standard.		
10 – STRONGLY AGREE	77%	84%
9	10%	7%
8	6%	4%
7	2%	1%
6	1%	0%
5	0%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	1%	1%
NA	2%	2%
TOTAL	100%	100%
MEAN RESPONSE	9.57	9.74

	TOTAL	TOP 20 STORES
b) Overall I am satisfied with the pharmacist/s.		
10 – STRONGLY AGREE	78%	85%
9	11%	8%
8	5%	3%
7	1%	1%
6	0%	0%
5	0%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	1%	1%
NA	2%	2%
TOTAL	100%	100%
MEAN RESPONSE	9.60	9.74

10) STILL THINKING ABOUT THIS PHARMACY PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
c) I am satisfied with the other pharmacy staff.		
10 – STRONGLY AGREE	74%	81%
9	11%	8%
8	7%	4%
7	2%	1%
6	1%	0%
5	1%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	1%	2%
NA	2%	2%
TOTAL	100%	100%
MEAN RESPONSE	9.51	9.66

	TOTAL	TOP 20 STORES
d) I am satisfied with the pharmacy overall.		
10 – STRONGLY AGREE	78%	84%
9	11%	8%
8	6%	3%
7	1%	0%
6	1%	0%
5	0%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	0%	0%
NA	2%	2%
TOTAL	100%	100%
MEAN RESPONSE	9.59	9.72

10) STILL THINKING ABOUT THIS PHARMACY PLEASE RATE HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS FROM 1 (STRONGLY DISAGREE) TO 10 (STRONGLY AGREE).

	TOTAL	TOP 20 STORES
c) I am satisfied with the other pharmacy staff.		
10 – STRONGLY AGREE	85%	89%
9	7%	5%
8	3%	2%
7	1%	0%
6	0%	0%
5	0%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 – STRONGLY DISAGREE	1%	1%
NOT APPLICABLE	1%	1%
NA	2%	2%
TOTAL	100%	100%
MEAN RESPONSE	9.71	9.80

BASE SIZE: TOTAL n=6801 TOP 20 PHARMACIES n=1767

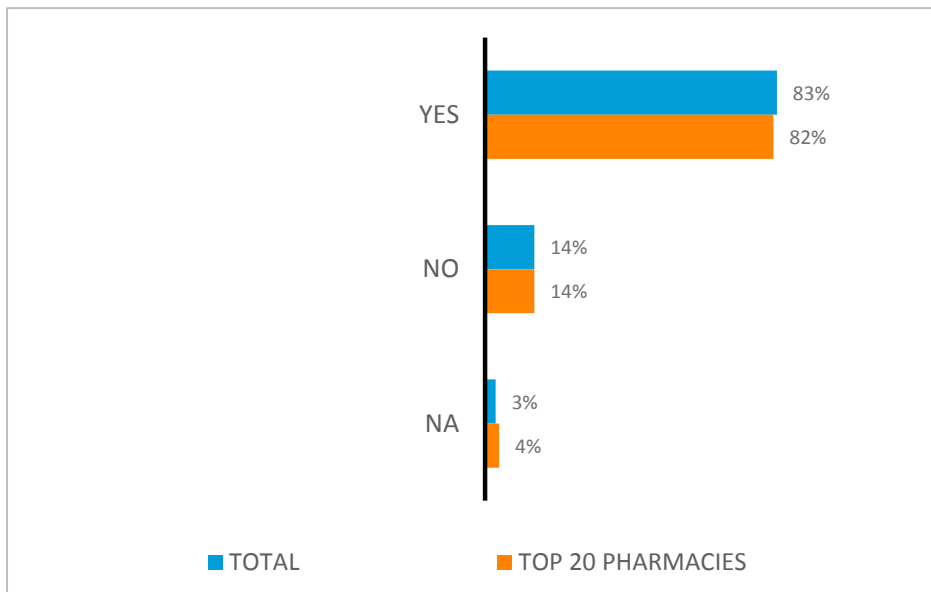
Q11. HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS PHARMACY TO A FAMILY MEMBER, FRIEND OR COLLEAGUE?

	TOTAL	TOP 20 STORES
10 – EXTREMELY LIKELY	73%	85%
9	9%	6%
8	8%	4%
7	3%	1%
6	1%	0%
5 – NEUTRAL	4%	1%
4	0%	0%
3	0%	0%
2	0%	0%
1	0%	0%
0 – NOT LIKELY AT ALL	0%	0%
NOT APPLICABLE	2%	2%
TOTAL	100%	100%
PROMOTERS	82%	91%
PASSIVES	10%	6%
DETRACTORS	6%	2%
NPS	+76	+89

BASE SIZE: TOTAL n=6801 TOP 20 PHARMACIES n=1767

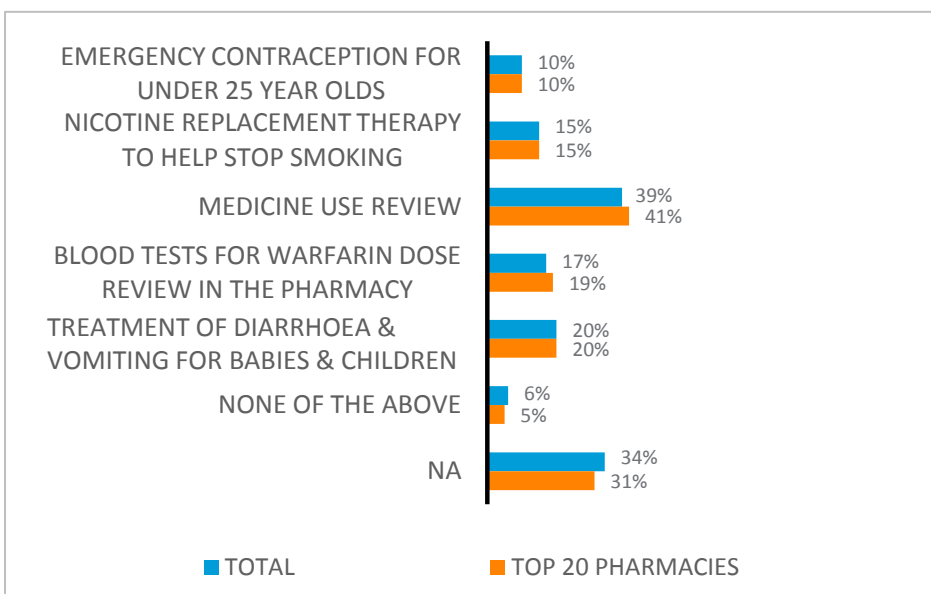
Q12. THE WAY PHARMACY SERVICES WERE FUNDED CHANGED IN 2013. WITH PRESCRIPTION CHARGES NOW \$5 ARE YOU STILL ABLE TO AFFORD YOUR MEDICINE COMFORTABLY?

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



Q14. THESE SERVICES ARE FUNDED IN SOME AREAS OF NEW ZEALAND. PLEASE TICK WHICH OF THE FOLLOWING SERVICES YOU WOULD USE IF THEY WERE AVAILABLE FREE IN YOUR AREA. [MA]

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



Q15. INCREASINGLY PEOPLE CHOOSE TO LOOK AFTER THEIR OWN HEALTH. IF PROVIDED AT YOUR PHARMACY WOULD YOU BE PREPARED TO PAY FOR: [MA]

	TOTAL	TOP 20 STORES
BOWEL CANCER SCREENING TESTS (HOME TEST KITS)	31%	29%
CHOLESTEROL BLOOD TESTS	39%	39%
BLOOD PRESSURE MONITORING	39%	41%
BLOOD SUGAR TESTING	33%	35%
WARFARIN/INR BLOOD TESTS	12%	14%
BLOOD TESTS FOR IRON LEVELS	34%	34%
ASTHMA MANAGEMENT	20%	21%
INFLUENZA VACCINE	31%	31%
OTHER ADULT VACCINES	20%	18%
TESTS FOR ILLICIT DRUG USE IN THE WORKPLACE	9%	9%
NONE OF THE ABOVE	3%	3%
NA	27%	26%

BASE SIZE: TOTAL n=6801 TOP 20 PHARMACIES n=1767

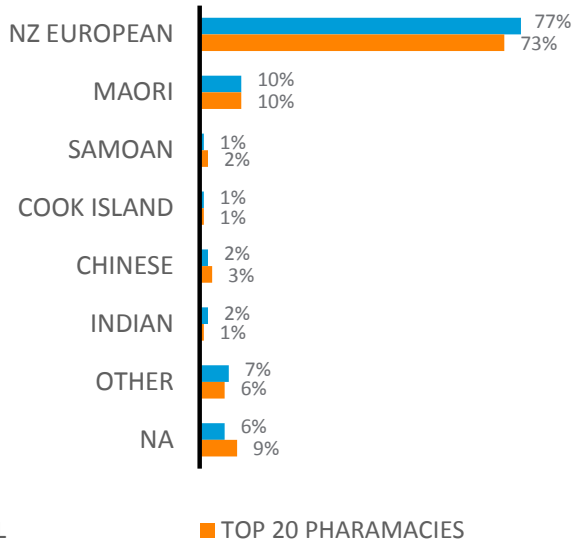
Q16. IN OTHER COUNTRIES PHARMACIES ARE SOMETIMES GOVERNMENT FUNDED TO PROVIDE THE FOLLOWING SERVICES. DO YOU THINK THE GOVERNMENT SHOULD FUND PHARMACIES TO PROVIDE THESE SERVICES IN YOUR COMMUNITY? [MA]

	TOTAL	TOP 20 STORES
ASSESSING THE RISK OF A HEART ATTACK/STROKE	54%	54%
HEALTHY EATING AND LIFESTYLE ADVICE	47%	46%
MINOR AILMENT TREATMENTS	47%	45%
WEIGHT MANAGEMENT	41%	40%
DIABETES MANAGEMENT	48%	47%
ASTHMA MANAGEMENT	41%	40%
BONE DENSITY/RISK OF FRACTURE TESTING	42%	40%
CHLAMYDIA TESTING	21%	19%
VACCINE TO PREVENT HPV	23%	20%
NONE OF THE ABOVE	1%	1%
NA	18%	17%

BASE SIZE: TOTAL n=6801 TOP 20 PHARMACIES n=1767

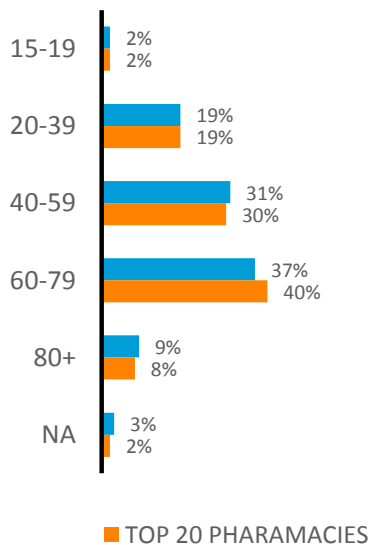
Q17. WHICH ETHNIC GROUP/S DO YOU BELONG TO? [MA]

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



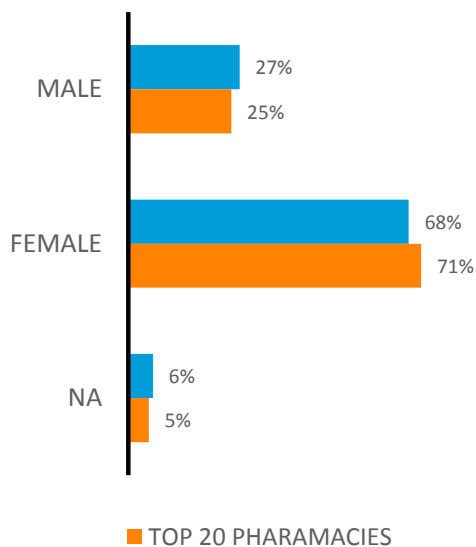
Q18. WHICH OF THE FOLLOWING AGE GROUPS DO YOU BELONG TO?

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



Q19. WHAT IS YOUR GENDER?

BASE SIZE
TOTAL n=6801
TOP 20 STORES n=1767



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