



Over-the-Counter Survey

March 2007

The 2007 Drug Topics OTC Recommendation Survey was conducted by Advanstar Communications Inc. and remains the property of *Drug Topics*. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without express written consent of the publisher of *Drug Topics*.

TABLE OF CONTENTS:



Methodology	3
Executive Summary	4-6
Understanding the Findings	7-8
Survey Results	9-120

METHODOLOGY:



Survey: An editorial content survey was designed by the corporate research department with the assistance of Drug Topics. General questions were asked of the entire group, and brand categories were split in half and asked of two separate subgroups.

Sample: A circulation list of pharmacists from Drug Topics.

Net Launch			Submittals			Response Rate		
All	Group 1	Group 2	All	Group 1	Group 2	All	Group 1	Group 2
26,470	13,115	13,355	1,080	535	545	4.1%	4.1%	4.1%

Incentives: To encourage participation, all participants who responded to the survey were entered into a drawing to win one of ten \$100 Visa Gift Cards

Field Time: March 27, 2007 through April 2, 2007

Maximum Statistical Error @ 95% Confidence Level:

All:	±2.9%
Group 1:	±4.2%
Group 2:	±4.1%

EXECUTIVE SUMMARY:



- 58% of pharmacists reported counseling more customers about OTCs in 2006 than in the previous year; 37% reported counseling about the same number; and 5% reported counseling fewer.
- 87% of pharmacists reported that customers typically initiate discussions about OTCs, whereas 13% reported that pharmacists do.
- When asked what prompts them to initiate discussions about OTCs, from a list of factors provided, 73% of pharmacists chose “Improving the patient’s health”; 62% chose “Saving the patient money”; 59% chose “Protecting the patient’s safety”; 54% chose “Prescription ingredient may require me to discuss OTC that needs to be used with it”; and 46% chose “Patient does not have insurance coverage and could get by with an OTC to treat condition.”
- 62% of pharmacists selected “Most frequently” regarding how often customers query them about cough/cold/flu products; 45% selected “Most frequently” for allergy relievers; 31% did for analgesics/pain relievers; and 5% did for laxatives.

EXECUTIVE SUMMARY:



- 38% of pharmacists said patients “Almost always” follow their advice regarding OTCs; 50% said “Frequently”; 8% said “Sometimes”; less than 1% said “Rarely”; and 4% said “Don’t know.”
- When asked to rank a series of categories in terms of how much they base their recommendations for OTCs on them, with 1 = greatest influence and 8 = least influence, pharmacists’ mean rankings were: patient symptoms (1.8), efficacy (2.3), ingredients (2.6), own experience (3.3), patient feedback (4.1), price (4.8), and profitability (6.6).
- 21% of pharmacists counseled, on a weekly basis, 0-15 patients; 32% counseled 16-30; 22% counseled 31-45; 12% counseled 46-60; 4% counseled 61-75; and 9% counseled more than 75.
- 24% of pharmacists typically spent less than 2 minutes per session counseling customers on OTCs, 68% spent 2-5 minutes, 7% spent 5-10 minutes, and 1% spent more than 10 minutes.

EXECUTIVE SUMMARY:



- 19% of pharmacists spent less than 15 minutes per day counseling customers on OTCs; 39% spent 15-30 minutes; 28% spent 30-60 minutes; 11% spent 1-2 hours; and 2% spent more than 2 hours.
- Pharmacists reported that OTCs generated about 22% of their stores' annual gross revenue in 2006. 47% reported that this percentage had increased compared to 2005; 49% reported that it was about the same; and 4% reported that it had decreased.
- 7% of pharmacists reported an annual gross store volume of less than \$1 million; 19% reported \$1-2 million; 14% reported \$2-3 million; 26% reported \$3 million or more; and 34% did not know.
- When asked what would increase their confidence in making an OTC drug recommendation, from a list of factors provided, 72% chose "More information/education"; 66% chose "Clinical evidence"; 58% chose "Patient feedback"; 57% chose "Personal experience"; 54% chose "Access to patient's medical records"; 31% chose "Good price"; and 10% chose "Profitability."

UNDERSTANDING THE TABLES:



SAMPLE TABLE

% of all respondents (incl those who did not answer)

How long have you been in practice?

% of all respondents (NOT including those who did not answer)

Responses to questions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Currently a resident	1	.2	.2	.2
	Less than a year	9	2.1	2.1	2.4
	1-5 years	119	27.8	28.2	30.6
	6-10 years	90	21.0	21.3	51.9
	11-20 years	99	23.1	23.5	75.4
	21-30 years	64	15.0	15.2	90.5
	More than 30 years	40	9.3	9.5	100.0
Total		422	98.6	100.0	
Missing	System	6	1.4		
Total		428	100.0		

Number of respondents who pick category

Indicates totals of people who answered

Indicates numbers and percents of people who did not answer

Indicates totals of both those who answered and those who did not answer

UNDERSTANDING THE TABLES:



SAMPLE TABLE

Which of the following communication media do you and your dentist clients use when communicating about denture cases?

Number of respondents who select each category	Responses		Percent of Cases
	N	Percent	
Telephone	147	14.4%	88.6%
Study models	138	13.5%	83.1%
Pre-printed prescription forms	131	12.9%	78.9%
Denture mold guide	122	12.0%	73.5%
Shade tabs	115	11.3%	69.3%
Digital images	85	8.3%	51.2%
Direct technician contact with patient	77	7.6%	46.4%
Boley gauge	49	4.8%	29.5%
E-mail	44	4.3%	26.5%
Papillameter and dividers	42	4.1%	25.3%
35mm prints or slides	42	4.1%	25.3%
Printed smile guide	17	1.7%	10.2%
Internet-based pre-printed prescription forms	10	1.0%	6.0%
Total	1019	100.0%	613.9%

Categories

% of total category selections against each other

% of all respondents who select each category

Sum of percentages of respondents selecting all categories

Indicates total selections across all categories

RESULTS

SURVEY RESULTS:



How many patients do you counsel on over-the-counter (OTC) products per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
0-15	227	21.0	21.2	21.2
16-30	347	32.1	32.3	53.5
31-45	231	21.4	21.5	75.0
46-60	134	12.4	12.5	87.5
61-75	41	3.8	3.8	91.3
More than 75	93	8.6	8.7	100.0
Total	1073	99.4	100.0	
No Response	7	.6		
Total	1080	100.0		

Mean = 34 patients, using 90 as the upper limit

SURVEY RESULTS:



How much time do you typically spend counseling customers on OTC products per session?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 minutes	260	24.1	24.3	24.3
2 to 5 minutes	726	67.2	67.9	92.1
5 to 10 minutes	78	7.2	7.3	99.4
More than 10 minutes	6	.6	.6	100.0
Total	1070	99.1	100.0	
No Response	10	.9		
Total	1080	100.0		

Mean = 3.2 minutes, using 0 as the lower limit and 12 as the upper limit

SURVEY RESULTS:



How much time do you typically spend counseling customers on OTC products per day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15 minutes	206	19.1	19.5	19.5
15 to 30 minutes	410	38.0	38.7	58.2
30 minutes to 1 hour	301	27.9	28.4	86.6
1 to 2 hours	118	10.9	11.1	97.7
More than 2 hours	24	2.2	2.3	100.0
Total	1059	98.1	100.0	
No Response	21	1.9		
Total	1080	100.0		

Mean = 36.4 minutes, using 5 minutes as the lower limit and 2 hours 30 minutes as the upper limit

SURVEY RESULTS:



Did you counsel more or fewer customers about OTCs in 2006 than in the previous year?

	Frequency	Percent	Valid Percent	Cumulative Percent
More	617	57.1	57.6	57.6
Same	402	37.2	37.5	95.1
Fewer	53	4.9	4.9	100.0
Total	1072	99.3	100.0	
No Response	8	.7		
Total	1080	100.0		

SURVEY RESULTS:



Who typically initiates discussions about OTCs?

	Frequency	Percent	Valid Percent	Cumulative Percent
I, the pharmacist	145	13.4	13.5	13.5
Patients/customers	930	86.1	86.5	100.0
Total	1075	99.5	100.0	
No Response	5	.5		
Total	1080	100.0		

SURVEY RESULTS:



What prompts you to initiate discussions about OTCs? (Please select all that apply.)

	Responses N	Responses Percent	Percent of Cases
Improving the patient's health	104	23.7%	72.7%
Saving the patient money	89	20.3%	62.2%
Protecting the patient's safety	84	19.2%	58.7%
Prescription ingredient may require me to discuss OTC that needs to be used with it	77	17.6%	53.8%
Patient does not have insurance coverage and could get by with an OTC to treat condition	66	15.1%	46.2%
Other	18	4.1%	12.6%
Total	438	100.0%	306.3%

SURVEY RESULTS:



To the best of your knowledge, how frequently do patients follow your advice regarding OTCs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Almost always	412	38.1	38.4	38.4
Frequently	538	49.8	50.1	88.5
Sometimes	83	7.7	7.7	96.3
Rarely	1	.1	.1	96.4
Don't know	39	3.6	3.6	100.0
Total	1073	99.4	100.0	
No Response	7	.6		
Total	1080	100.0		

SURVEY RESULTS:



Please rank the following categories in terms of the extent to which you base your recommendations to customers on them, with 1 = greatest influence on your recommendations and 8 = least influence:

	Mean
Patient symptoms	1.8
Efficacy	2.3
Ingredients	2.6
My own experience	3.3
Patient feedback	4.1
Price	4.8
Profitability	6.6
Other	6.9

SURVEY RESULTS:



What would increase your confidence level in making an OTC drug recommendation? (Please select all that apply.)

	Responses N	Responses Percent	Percent of Cases
More information/education	770	20.7%	72.1%
Clinical testing/evidence	703	18.9%	65.8%
Patient feedback	621	16.7%	58.1%
Personal experience	609	16.4%	57.0%
Access to patient's medical records or condition	574	15.4%	53.7%
Good price	326	8.8%	30.5%
Profitability	104	2.8%	9.7%
Other	14	.4%	1.3%
Total	3,721	100.0%	348.4%

SURVEY RESULTS:



Please rate the following categories in terms of how frequently customers query you about them:

	Most frequently		Somewhat frequently		Frequently		Somewhat Infrequently		Least frequently		Total	
	Freq	Row N %	Freq	Row N %	Freq	Row N %	Freq	Row N %	Freq	Row N %	Freq	Row N %
Cough/cold/flu products	658	61.6%	261	24.4%	134	12.5%	12	1.1%	4	.4%	1,069	100.0%
Allergy relievers	482	45.0%	332	31.0%	225	21.0%	24	2.2%	7	.7%	1,070	100.0%
Analgesics/pain relievers	327	30.8%	358	33.8%	311	29.3%	52	4.9%	12	1.1%	1,060	100.0%
Laxatives	57	5.4%	138	13.0%	363	34.1%	367	34.5%	138	13.0%	1,063	100.0%
Other	8	3.7%	19	8.8%	74	34.3%	56	25.9%	59	27.3%	216	100.0%

BRAND RECOMMENDATIONS: GROUP 1

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ADULT COLD PREPARATIONS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Robitussin Cough & Cold	158	29.5	90	16.8	248	46.4
Sudafed	157	29.3	98	18.3	255	47.7
Advil Cold & Sinus	124	23.2	130	24.3	254	47.5
Tylenol Cold	112	20.9	119	22.2	231	43.2
Drixoral	58	10.8	85	15.9	143	26.7
Other (Please specify)	50	9.3	26	4.9	76	14.2
Nyquil	36	6.7	79	14.8	115	21.5
Zicam	30	5.6	76	14.2	106	19.8
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

CHILDREN'S COLD MEDICATIONS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Dimetapp	205	38.3	98	18.3	303	56.6
Pediacare	173	32.3	95	17.8	268	50.1
Robitussin Pediatric Cough & Cold	112	20.9	122	22.8	234	43.7
Tylenol	91	17.0	73	13.6	164	30.7
Triaminic	90	16.8	147	27.5	237	44.3
Children's Advil Cold	44	8.2	77	14.4	121	22.6
Other (Please specify)	15	2.8	12	2.2	27	5.0
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ADULT LIQUID COUGH MEDICATIONS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Robitussin (family of products)	237	44.3	152	28.4	389	72.7
Delsym	202	37.8	160	29.9	362	67.7
Mucinex	166	31.0	157	29.3	323	60.4
Vicks Cough Relief	17	3.2	83	15.5	100	18.7
Other (Please specify)	9	1.7	15	2.8	24	4.5

TOTAL RESPONDENTS = 535

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

CHILDREN'S LIQUID COUGH MEDICATIONS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Robitussin (family of products)	178	33.3	154	28.8	332	62.1
Delsym	147	27.5	100	18.7	247	46.2
Dimetapp	129	24.1	93	17.4	222	41.5
Pediacare	110	20.6	80	15.0	190	35.5
Mucinex Children's	74	13.8	85	15.9	159	29.7
Triaminic	72	13.5	98	18.3	170	31.8
Other	7	1.3	7	1.3	14	2.6
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ASTHMA RELIEF PRODUCTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Primatene	255	47.7	97	18.1	352	65.8
Bronkaid	67	12.5	241	45.0	308	57.6
Other	52	9.7	12	2.2	64	12.0
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

FLU REMEDIES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Theraflu	209	39.1	154	28.8	363	67.9
Tylenol	177	33.1	123	23.0	300	56.1
Nyquil	108	20.2	137	25.6	245	45.8
Comtrex	74	13.8	108	20.2	182	34.0
Other	27	5.0	11	2.1	38	7.1
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ANTI-HISTAMINES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Claritin	304	77.0	91	23.0	395	73.8
Benadryl	138	43.8	177	56.2	315	58.9
Chlor-Trimeton	99	43.4	129	56.6	228	42.6
Alavert	80	63.5	46	36.5	126	23.6
Sudafed	47	42.0	65	58.0	112	20.9
Dimetapp	42	40.8	61	59.2	103	19.3
Actifed	38	33.3	76	66.7	114	21.3
Other	16	64.0	9	36.0	25	4.7
Aluna	1	1.6	60	98.4	61	11.4
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SINUS REMEDIES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Sudafed	288	53.8	98	18.3	386	72.1
Claritin	135	25.2	113	21.1	248	46.4
Tylenol Sinus	106	19.8	168	31.4	274	51.2
Actifed	57	10.7	108	20.2	165	30.8
Drixoral	50	9.3	82	15.3	132	24.7
Other (Please specify)	16	3.0	16	3.0	32	6.0
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

THROAT SPRAYS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Chloraseptic	405	75.7	82	15.3	487	91.0
Cepacol	103	19.3	213	39.8	316	59.1
Cepastat	71	13.3	173	32.3	244	45.6
Other (Please specify)	9	1.7	14	2.6	23	4.3
Peaceful Mint Throat Spray	3	0.6	65	12.1	68	12.7
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



Which OTC decongestant do you prefer to recommend--i.e., which decongestant ingredient do you believe is more effective?

	Frequency	Percent	Valid Percent	Cumulative Percent
OTC with Pseudoephedrine, which must now be placed behind the counter	489	91.4	92.1	92.1
OTC with Phenylephrine	42	7.9	7.9	100.0
Total	531	99.3	100.0	
No Response	4	.7		
Total	535	100.0		

SURVEY RESULTS:



**Of those who prefer to recommend OTC with Phenylephrine over OTC with Pseudoephedrine,
What are your 1st and 2nd choice brand recommendations in the following category?**

OTC WITH PHENYLEPHRINE	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Sudafed PE	17	3.2	7	1.3	24	57.1
Robitussin CF	17	3.2	6	1.1	23	54.8
Tylenol Sinus	14	2.6	13	2.4	27	64.3
Coricidin D	12	2.2	8	1.5	20	47.6
DayQuil	7	1.3	9	1.7	16	38.1
Alka-Seltzer Cold Effervescent	3	0.6	8	1.5	11	26.2
Other	0	0.0	1	0.2	1	2.4
TOTAL RESPONDENTS = 42						

SURVEY RESULTS:



**Of those who recommend OTC with Pseudoephedrine over OTC with Phenylephrine,
What are your 1st and 2nd choice brand recommendations in the following category?**

OTC WITH PSEUDOEPHEDRINE	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Sudafed	221	41.3	84	15.7	305	62.4
Claritin-D	202	37.8	134	25.0	336	68.7
Mucinex-D	90	16.8	116	21.7	206	42.1
Actifed	50	9.3	75	14.0	125	25.6
PediaCare	40	7.5	33	6.2	73	14.9
Clarinex-D	39	7.3	38	7.1	77	15.7
Drixoral	29	5.4	74	13.8	103	21.1
Other	24	4.5	12	2.2	36	7.4
Sinutab	17	3.2	57	10.7	74	15.1
Benylin	6	1.1	57	10.7	63	12.9
Nuprin	5	0.9	51	9.5	56	11.5
TOTAL RESPONDENTS = 489						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ACETAMINOPHENS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Tylenol	392	73.3	87	16.3	479	89.5
Other	101	18.9	42	7.9	143	26.7
Excedrin	60	11.2	206	38.5	266	49.7
Temptra	9	1.7	68	12.7	77	14.4
Anacin-3	3	0.6	66	12.3	69	12.9
Datril	0	0.0	63	11.8	63	11.8
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ASPIRINS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Ecotrin	247	46.2	132	24.7	379	70.8
Bayer	200	37.4	178	33.3	378	70.7
Other	90	16.8	21	3.9	111	20.7
St. Joseph's	50	9.3	108	20.2	158	29.5
Anacin	17	3.2	66	12.3	83	15.5
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

OTHER NSAIDS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Advil	201	37.6	119	22.2	320	59.8
Motrin	183	34.2	104	19.4	287	53.6
Aleve	139	26.0	217	40.6	356	66.5
Other	66	12.3	11	2.1	77	14.4
Naproxen 500	58	10.8	76	14.2	134	25.0
Nuprin	7	1.3	60	11.2	67	12.5
Orudis	6	1.1	68	12.7	74	13.8
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

BULK LAXATIVES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Metamucil	258	48.2	123	23.0	381	71.2
Citrucel	124	23.2	162	30.3	286	53.5
Benefiber	110	20.6	119	22.2	229	42.8
Fibercon	84	15.7	151	28.2	235	43.9
Other	23	4.3	8	1.5	31	5.8
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

FIBER SUPPLEMENTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Metamucil	247	46.2	154	28.8	401	75.0
Benefiber	215	40.2	145	27.1	360	67.3
Fiber Choice	78	14.6	157	29.3	235	43.9
Other	23	4.3	15	2.8	38	7.1
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

IRRITANT OR STIMULANT LAXATIVES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Bisacodyl	210	39.3	99	18.5	309	57.8
Senokot	161	30.1	160	29.9	321	60.0
Dulcolax	147	27.5	118	22.1	265	49.5
Peri-Colace	85	15.9	124	23.2	209	39.1
Ex-Lax	18	3.4	75	14.0	93	17.4
Other	17	3.2	7	1.3	24	4.5
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SALINE LAXATIVES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Citrate of Magnesia	240	44.9	157	29.3	397	74.2
Phillips Milk of Magnesia	131	24.5	111	20.7	242	45.2
Fleet Phospho-Soda	126	23.6	152	28.4	278	52.0
Fleet Enema	96	17.9	115	21.5	211	39.4
Other	9	1.7	3	0.6	12	2.2
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

STOOL SOFTENERS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Docusate	385	72.0	81	15.1	466	87.1
Colace	149	27.9	206	38.5	355	66.4
Other	28	5.2	14	2.6	42	7.9
Surfak Liquigels	17	3.2	142	26.5	159	29.7
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ANTACIDS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Mylanta	189	35.3	160	29.9	349	65.2
Maalox	178	33.3	174	32.5	352	65.8
Tums	140	26.2	102	19.1	242	45.2
Gaviscon	95	17.8	93	17.4	188	35.1
Other	19	3.6	6	1.1	25	4.7
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ANTI-GAS PRODUCTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Gas-X	324	60.6	109	20.4	433	80.9
Mylicon	161	30.1	201	37.6	362	67.7
Beano	60	11.2	137	25.6	197	36.8
Lactaid	30	5.6	82	15.3	112	20.9
Other	29	5.4	8	1.5	37	6.9
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ANTIDIARRHEALS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Imodium	303	56.6	92	17.2	395	73.8
Loperamide	226	42.2	83	15.5	309	57.8
Lomotil AD	56	10.5	87	16.3	143	26.7
Pepto-Bismol	47	8.8	131	24.5	178	33.3
Kaopectate	38	7.1	141	26.4	179	33.5
Other	5	0.9	5	0.9	10	1.9
Equalactin	3	0.6	70	13.1	73	13.6
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

H2 ANTAGONISTS AND PPIs	% of		% of		Total	% of
	1st Choice	Respondents	2nd Choice	Respondents		
Prilosec OTC	327	61.1	128	23.9	455	85.0
Pepcid	149	27.9	175	32.7	324	60.6
Zantac	109	20.4	155	29.0	264	49.3
Other	16	3.0	6	1.1	22	4.1
Tagamet	11	2.1	71	13.3	82	15.3
TOTAL RESPONDENTS = 535						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

HEMORRHOIDAL PREPARATIONS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Preparation H	239	44.7	122	22.8	361	67.5
Anusol	212	39.6	130	24.3	342	63.9
Nupercainal	81	15.1	110	20.6	191	35.7
Tucks	63	11.8	146	27.3	209	39.1
Tronolane	21	3.9	76	14.2	97	18.1
Other	10	1.9	4	0.7	14	2.6
TOTAL RESPONDENTS = 535						

BRAND RECOMMENDATIONS: GROUP 2

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

DRY MOUTH RELIEF	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Salivert	299	54.9	177	32.5	476	87.3
Oasis	166	30.5	234	42.9	400	73.4
Other	61	11.2	25	4.6	86	15.8
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

MOUTHWASHES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Listerine	237	43.5	146	26.8	383	70.3
Scope	120	22.0	155	28.4	275	50.5
Crest Pro-Health	114	20.9	99	18.2	213	39.1
Cepacol	96	17.6	85	15.6	181	33.2
Rembrandt	20	3.7	52	9.5	72	13.2
Other	19	3.5	13	2.4	32	5.9
Lavoris	11	2.0	60	11.0	71	13.0
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

TOOTH WHITENERS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Crest Whitestrips	342	62.8	89	16.3	431	79.1
Rembrandt	98	18.0	200	36.7	298	54.7
Colgate	85	15.6	119	21.8	204	37.4
Amazing White	12	2.2	50	9.2	62	11.4
Other	11	2.0	15	2.8	26	4.8
Pearl White	7	1.3	58	10.6	65	11.9
Dr. George's	2	0.4	44	8.1	46	8.4
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ACNE PREPARATIONS/TREATMENTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Oxy	167	30.6	125	22.9	292	53.6
Neutrogena	163	29.9	93	17.1	256	47.0
Clearasil	156	28.6	138	25.3	294	53.9
Persa-Gel	50	9.2	77	14.1	127	23.3
Clean & Clear	46	8.4	101	18.5	147	27.0
Other	23	4.2	3	0.6	26	4.8
Stri-Dex	18	3.3	82	15.0	100	18.3
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SKIN MOISTURIZERS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Eucerin Facial	221	40.6	120	22.0	341	62.6
Lubriderm	210	38.5	167	30.6	377	69.2
Other	73	13.4	33	6.1	106	19.4
Nivea	70	12.8	162	29.7	232	42.6
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

CANKER/COLD SORE REMEDIES	% of Respondents		% of Respondents		Total	% of Respondents
	1st Choice		2nd Choice			
Abreva	430	78.9	41	7.5	471	86.4
Zilactin	60	11.0	161	29.5	221	40.6
Orabase-B	49	9.0	113	20.7	162	29.7
Herpecin-L	38	7.0	113	20.7	151	27.7
Campho-phenique	26	4.8	94	17.2	120	22.0
Cankaid	24	4.4	64	11.7	88	16.1
Other	10	1.8	30	5.5	40	7.3
Curasore	5	0.9	49	9.0	54	9.9
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

DIAPER RASH REMEDIES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Desitin	209	38.3	151	27.7	360	66.1
A&D Ointment	185	33.9	157	28.8	342	62.8
Boudreaux's Butt Paste	88	16.1	116	21.3	204	37.4
Other	64	11.7	23	4.2	87	16.0
Balmex	48	8.8	71	13.0	119	21.8
Diaperene	13	2.4	65	11.9	78	14.3
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

INSECT REPELLENTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
OFF!	234	42.9	170	31.2	404	74.1
Cutter	171	31.4	182	33.4	353	64.8
Deet	130	23.9	104	19.1	234	42.9
Muskol	27	5.0	49	9.0	76	13.9
Other	13	2.4	10	1.8	23	4.2
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

POISON IVY TREATMENTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Cortaid	196	36.0	121	22.2	317	58.2
Ivy-Dry	119	21.8	127	23.3	246	45.1
Tecnu Poison Oak-N-Ivy	100	18.3	93	17.1	193	35.4
Zanfel	84	15.4	104	19.1	188	34.5
Other	38	7.0	17	3.1	55	10.1
Ivarest	35	6.4	96	17.6	131	24.0
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ATHLETE'S FOOT REMEDIES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Lamisil	290	53.2	128	23.5	418	76.7
Clotrimazole	197	36.1	153	28.1	350	64.2
Lotrimin	76	13.9	128	23.5	204	37.4
Tinactin	45	8.3	91	16.7	136	25.0
Micatin	27	5.0	67	12.3	94	17.2
Other	6	1.1	11	2.0	17	3.1
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

PEDICULICIDES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Nix	417	76.5	79	14.5	496	91.0
Rid	109	20.0	332	60.9	441	80.9
A-200	32	5.9	64	11.7	96	17.6
Other	14	2.6	10	1.8	24	4.4
Pronto	10	1.8	56	10.3	66	12.1
Kersal	7	1.3	42	7.7	49	9.0
Bengal	5	0.9	41	7.5	46	8.4
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SUNTAN/SUNSCREEN PRODUCTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Coppertone	233	42.8	152	27.9	385	70.6
Neutrogena	145	26.6	176	32.3	321	58.9
Bullfrog	130	23.9	112	20.6	242	44.4
Other	37	6.8	20	3.7	57	10.5
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SUNLESS TANNERS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Neutrogena	197	36.1	162	29.7	359	65.9
Coppertone	191	35.0	135	24.8	326	59.8
Jergens	46	8.4	88	16.1	134	24.6
Other	19	3.5	13	2.4	32	5.9
Tantowel	8	1.5	42	7.7	50	9.2
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

TOPICAL ANESTHETICS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Icy Hot	141	25.9	120	22.0	261	47.9
Solarcaine	115	21.1	61	11.2	176	32.3
Bengay	108	19.8	131	24.0	239	43.9
Aspercreme	103	18.9	131	24.0	234	42.9
Theragesic	101	18.5	95	17.4	196	36.0
Other	56	10.3	22	4.0	78	14.3
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

TOPICAL ANTI-INFECTIVES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Neosporin	375	68.8	81	14.9	456	83.7
Polysporin	104	19.1	183	33.6	287	52.7
Bacitracin	81	14.9	153	28.1	234	42.9
Other	37	6.8	10	1.8	47	8.6
Betadine	28	5.1	81	14.9	109	20.0
Lotrimin	18	3.3	41	7.5	59	10.8
Mycitracin	17	3.1	49	9.0	66	12.1
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

WART REMOVERS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Compound W	239	43.9	155	28.4	394	72.3
Duofilm	159	29.2	113	20.7	272	49.9
Wart-Off	74	13.6	104	19.1	178	32.7
Dr. Scholls	53	9.7	126	23.1	179	32.8
Wartner	41	7.5	62	11.4	103	18.9
Other	28	5.1	5	0.9	33	6.1
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

WRINKLE CREAMS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Oil of Olay	144	26.4	105	19.3	249	45.7
Neutrogena	136	25.0	108	19.8	244	44.8
Olay Rejuvenate	87	16.0	73	13.4	160	29.4
Eucerin Facial	67	12.3	66	12.1	133	24.4
L'Oreal	49	9.0	57	10.5	106	19.4
Nivea	40	7.3	83	15.2	123	22.6
Other	15	2.8	4	0.7	19	3.5
Pro-K	10	1.8	43	7.9	53	9.7
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

BLOOD GLUCOSE MONITORS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
One Touch	276	50.6	180	33.0	456	83.7
Accu-Chek	194	35.6	222	40.7	416	76.3
Other	52	9.5	19	3.5	71	13.0
True Track Smart System	44	8.1	72	13.2	116	21.3
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

PREGNANCY TEST KITS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
EPT	170	31.2	76	13.9	246	45.1
First Response	148	27.2	154	28.3	302	55.4
EPT Plus	103	18.9	91	16.7	194	35.6
Clearblue	76	13.9	101	18.5	177	32.5
ClearPlan Easy	46	8.4	62	11.4	108	19.8
Answer	25	4.6	51	9.4	76	13.9
Other	25	4.6	9	1.7	34	6.2
Brite Life	14	2.6	43	7.9	57	10.5
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ADULT INCONTINENCE PRODUCTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Depend	324	59.4	100	18.3	424	77.8
Attends	84	15.4	118	21.7	202	37.1
Poise Pads	55	10.1	119	21.8	174	31.9
Serenity	52	9.5	125	22.9	177	32.5
Other	26	4.8	8	1.5	34	6.2
Curity	14	2.6	44	8.1	58	10.6
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

HAIR REPLACEMENT THERAPY	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Rogaine	454	83.3	16	2.9	470	86.2
Other	27	5.0	25	4.6	52	9.5
Windmill	3	0.6	185	33.9	188	34.5
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

CONTACT LENS SOLUTIONS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Bausch & Lomb	273	50.1	110	20.2	383	70.3
Renu	112	20.6	119	21.8	231	42.4
Opti-Free	94	17.2	118	21.7	212	38.9
Alcon	52	9.5	94	17.2	146	26.8
Boston	44	8.1	50	9.2	94	17.2
Other	12	2.2	8	1.5	20	3.7
Pure Eyes	9	1.7	38	7.0	47	8.6
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

EYE DROPS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Refresh Tears	189	34.7	116	21.3	305	56.0
Opcon-A	123	22.6	90	16.5	213	39.1
Naphcon	113	20.7	101	18.5	214	39.3
Visine	94	17.2	85	15.6	179	32.8
Genteel	75	13.8	98	18.0	173	31.7
Other	33	6.1	14	2.6	47	8.6
Murine	30	5.5	56	10.3	86	15.8
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

EAR DROPS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Debrox	376	69.0	60	11.0	436	80.0
Swim-Ear	96	17.6	186	34.1	282	51.7
Murine	55	10.1	107	19.6	162	29.7
Similasan	42	7.7	80	14.7	122	22.4
Auro-Dri	35	6.4	91	16.7	126	23.1
Other	19	3.5	8	1.5	27	5.0
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

MOTION SICKNESS PRODUCTS	% of		% of		Total	% of
	1st Choice	Respondents	2nd Choice	Respondents		
Dramamine	236	43.3	164	30.1	400	73.4
Bonine	205	37.6	161	29.5	366	67.2
Scopolamine Patch	111	20.4	89	16.3	200	36.7
Sea-Band	34	6.2	92	16.9	126	23.1
Other	24	4.4	8	1.5	32	5.9
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

ENTERAL NUTRITIONAL PRODUCTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Ensure	354	65.0	106	19.4	460	84.4
Boost	127	23.3	187	34.3	314	57.6
Glucerna	61	11.2	116	21.3	177	32.5
Sustacal	10	1.8	61	11.2	71	13.0
Other	10	1.8	3	0.6	13	2.4
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

CALCIUM SUPPLEMENTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Caltrate	206	37.8	152	27.9	358	65.7
Oscal	194	35.6	148	27.2	342	62.8
Other	99	18.2	19	3.5	118	21.7
Viactiv	45	8.3	103	18.9	148	27.2
Posture-D	30	5.5	66	12.1	96	17.6
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SLEEPING AIDS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Benadryl	289	53.0	78	14.3	367	67.3
Unisom	118	21.7	161	29.5	279	51.2
Tylenol PM	87	16.0	117	21.5	204	37.4
Other	47	8.6	16	2.9	63	11.6
Sominex	21	3.9	75	13.8	96	17.6
Sleep-Eze	13	2.4	46	8.4	59	10.8
Nytol	12	2.2	48	8.8	60	11.0
Excedrin PM	7	1.3	51	9.4	58	10.6
Sleep Eye	5	0.9	37	6.8	42	7.7
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SNORING REMEDIES	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Breathe Right Nasal Strips	457	83.9	28	5.1	485	89.0
SnoreStop	42	7.7	204	37.4	246	45.1
Snorz	11	2.0	82	15.0	93	17.1
Other	7	1.3	5	0.9	12	2.2
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

VAGINAL ANTIFUNGALS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Monistat	358	65.7	127	23.3	485	89.0
Gyne-Lotrimin	141	25.9	207	38.0	348	63.9
Vagistat	38	7.0	101	18.5	139	25.5
Other	28	5.1	7	1.3	35	6.4
Mycelex	17	3.1	62	11.4	79	14.5
TrimoSan	3	0.6	41	7.5	44	8.1
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

VAGINAL MOISTURIZERS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
K-Y Jelly	334	61.3	94	17.2	428	78.5
Astroglide	117	21.5	121	22.2	238	43.7
Replens	64	11.7	133	24.4	197	36.1
Vagisil	38	7.0	83	15.2	121	22.2
Glide	16	2.9	52	9.5	68	12.5
Massengill	9	1.7	49	9.0	58	10.6
Vagistat	8	1.5	42	7.7	50	9.2
Other	6	1.1	0	0.0	6	1.1
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



What are your 1st and 2nd choice brand recommendations in the following categories?

SMOKING CESSATION PRODUCTS	1st Choice	% of Respondents	2nd Choice	% of Respondents	Total	% of Respondents
Nicoderm	325	59.6	103	18.9	428	78.5
Nicorette	124	22.8	213	39.1	337	61.8
Commit To Quit	57	10.5	74	13.6	131	24.0
Nicotrol	49	9.0	82	15.0	131	24.0
Other	29	5.3	4	0.7	33	6.1
Smoke Away	6	1.1	33	6.1	39	7.2
TOTAL RESPONDENTS = 545						

SURVEY RESULTS:



Do you recommend Plan B now that it is OTC?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	462	42.8	43.4	43.4
No	602	55.7	56.6	100.0
Total	1064	98.5	100.0	
No Response	16	1.5		
Total	1080	100.0		

Note: Question was asked of all respondents.

SURVEY RESULTS:



About how many times a month do you recommend Plan B?

	Frequency	Percent	Valid Percent	Cumulative Percent
0-5	412	89.2	90.5	90.5
6-10	27	5.8	5.9	96.5
11-15	9	1.9	2.0	98.5
More than 20	7	1.5	1.5	100.0
Total	455	98.5	100.0	
No Response	7	1.5		
Total	462	100.0		

Mean = 3.3 times a month, using 25 as the upper limit

Note: Question was asked of all respondents.

DEMOGRAPHICS

SURVEY RESULTS:



Your gender:

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	588	54.4	55.3	55.3
Female	475	44.0	44.7	100.0
Total	1063	98.4	100.0	
No Response	17	1.6		
Total	1080	100.0		

SURVEY RESULTS:



Which best describes your pharmacy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Chain pharmacy	418	38.7	39.1	39.1
Independent pharmacy	376	34.8	35.2	74.3
Supermarket	156	14.4	14.6	88.9
Discount/mass-merchandiser	75	6.9	7.0	95.9
Other (Please specify)	44	4.1	4.1	100.0
Total	1069	99.0	100.0	
No Response	11	1.0		
Total	1080	100.0		

SURVEY RESULTS:



What is your annual gross store volume?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$1,000,000	79	7.3	7.4	7.4
\$1,000,000 to less than \$2,000,000	206	19.1	19.3	26.7
\$2,000,000 to less than \$3,000,000	148	13.7	13.9	40.6
\$3,000,000 or more	274	25.4	25.7	66.3
Don't know	359	33.2	33.7	100.0
Total	1066	98.7	100.0	
No Response	14	1.3		
Total	1080	100.0		

Mean = \$2,594,413 using 4,500,000 as the upper limit

SURVEY RESULTS:



Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006?

	Frequency	% Within Column
<= 10%	209	34.7%
11% - 20%	150	24.9%
21% - 30%	128	21.2%
31% - 40%	67	11.1%
41% - 50%	25	4.1%
51% - 60%	12	2.0%
61% - 70%	6	1.0%
71% - 80%	4	.7%
81% - 90%	1	.2%
91% - 100%	1	.2%
Total	603	100.0%

Mean = 21.5%

Drug Topics© ACI©

SURVEY RESULTS:



How does this percentage compare to 2005?

	Frequency	Percent	Valid Percent	Cumulative Percent
Increase	389	36.0	46.6	46.6
Same	409	37.9	49.0	95.6
Decrease	37	3.4	4.4	100.0
Total	835	77.3	100.0	
No Response	245	22.7		
Total	1080	100.0		

SURVEY RESULTS:



In which region do you practice?

	Frequency	Percent	Valid Percent	Cumulative Percent
Midwest (OH, IN, IL, IA, MO, MI, MN, WI, KS, ND, SD, NE)	274	25.4	25.7	25.7
Northeast (MA, CT, NY, NJ, PA, VT, NH, RI, ME)	266	24.6	25.0	50.7
Southeast (LA, MS, AL, GA, FL, TN, KY, NC, SC, AR, DE, VA, WV, MD, DC)	265	24.5	24.9	75.5
Southwest (CA, HI, AZ, NM, NV, CO, UT, OK, TX)	224	20.7	21.0	96.5
Northwest (OR, WA, ID, MT, WY, AK)	37	3.4	3.5	100.0
Total	1066	98.7	100.0	
No Response	14	1.3		
Total	1080	100.0		

CROSSTABULATIONS

How many patients do you counsel on over-the-counter (OTC) products per week? by Gender Crosstabulation

			Gender	
			Male	Female
How many patients do you counsel on over-the-counter (OTC) products per week?	0-15	% Within Column	19.1%	23.6%
	16-30	% Within Column	31.4%	33.7%
	31-45	% Within Column	22.5%	20.0%
	46-60	% Within Column	14.2%	10.7%
	61-75	% Within Column	4.1%	3.2%
	More than 75	% Within Column	8.7%	8.8%
	Total	Frequency	586	475

Means (using 90 as the upper limit):
Male (35), Female (32)

**How many patients do you counsel on over-the-counter (OTC) products per week? by
Which best describes your pharmacy? Crosstabulation**

		Which best describes your pharmacy?					
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
How many patients do you counsel on over-the-counter (OTC) products per week?	0-15	% Within Column	29.1%	12.7%	19.9%	10.7%	52.3%
	16-30	% Within Column	38.9%	28.5%	30.1%	28.0%	29.5%
	31-45	% Within Column	17.6%	24.7%	25.0%	24.0%	6.8%
	46-60	% Within Column	8.8%	15.1%	14.1%	17.3%	6.8%
	61-75	% Within Column	2.1%	6.2%	1.9%	5.3%	.0%
	More than 75	% Within Column	3.5%	12.7%	9.0%	14.7%	4.5%
	Total	Frequency		375	417	156	75

Means (using 90 as the upper limit):

Independent (27), Chain (40), Supermarket (34), Discount (41), Other (21)

**How many patients do you counsel on over-the-counter (OTC) products per week? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
How many patients do you counsel on over-the-counter (OTC) products per week?	0-15	% Within Column	39.2%	20.5%	14.2%	10.6%	28.1%
	16-30	% Within Column	32.9%	37.1%	31.1%	26.4%	34.8%
	31-45	% Within Column	16.5%	20.5%	25.0%	26.4%	17.8%
	46-60	% Within Column	5.1%	13.2%	13.5%	17.9%	9.5%
	61-75	% Within Column	2.5%	2.4%	5.4%	5.9%	2.8%
	More than 75	% Within Column	3.8%	6.3%	10.8%	12.8%	7.0%
	Total	Frequency	79	205	148	273	359

Means (using 90 as the upper limit):

Less than \$1M (24), \$1-2M (32), \$2-3M (38), \$3M or more (41), Don't know (30)

**How many patients do you counsel on over-the-counter (OTC) products per week? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
How many patients do you counsel on over-the-counter (OTC) products per week?	0-15	% Within Column	23.2%	21.6%	23.8%	22.8%	15.3%
	16-30	% Within Column	30.8%	35.1%	31.7%	31.6%	35.0%
	31-45	% Within Column	19.6%	18.9%	16.2%	25.9%	23.4%
	46-60	% Within Column	8.0%	5.4%	12.8%	13.7%	16.1%
	61-75	% Within Column	7.1%	10.8%	2.6%	1.1%	4.0%
	More than 75	% Within Column	11.2%	8.1%	12.8%	4.9%	6.2%
	Total	Frequency		224	37	265	263

Means (using 90 as the upper limit):
SW (35), NW (34), SE (34), NE (31), MW (34)

How much time do you typically spend counseling customers on OTC products per session? by Gender Crosstabulation

			Gender	
			Male	Female
How much time do you typically spend counseling customers on OTC products per session?	Less than 2 minutes	% Within Column	26.7%	20.8%
	2 to 5 minutes	% Within Column	67.1%	69.0%
	5 to 10 minutes	% Within Column	6.0%	9.1%
	More than 10 minutes	% Within Column	.2%	1.1%
	Total	Frequency	587	471

Means (in minutes, using 0 as the lower limit and 12 as the upper limit):
 Male (3.1), Female (3.4)

**How much time do you typically spend counseling customers on OTC products per session? by
Which best describes your pharmacy? Crosstabulation**

			Which best describes your pharmacy?				
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
How much time do you typically spend counseling customers on OTC products per session?	Less than 2 minutes	% Within Column	23.3%	24.8%	27.1%	28.0%	13.6%
	2 to 5 minutes	% Within Column	69.5%	65.6%	66.5%	69.3%	75.0%
	5 to 10 minutes	% Within Column	6.7%	8.9%	6.5%	2.7%	9.1%
	More than 10 minutes	% Within Column	.5%	.7%	.0%	.0%	2.3%
	Total	Frequency	374	416	155	75	44

Means (in minutes, using 0 as the lower limit and 12 as the upper limit):
Independent (3.2), Chain (3.3), Supermarket (3.1), Discount (2.9), Other (3.7)

**How much time do you typically spend counseling customers on OTC products per session? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
How much time do you typically spend counseling customers on OTC products per session?	Less than 2 minutes	% Within Column	20.5%	24.4%	29.7%	25.3%	21.6%
	2 to 5 minutes	% Within Column	73.1%	65.4%	62.2%	66.7%	71.7%
	5 to 10 minutes	% Within Column	5.1%	9.8%	8.1%	7.7%	5.9%
	More than 10 minutes	% Within Column	1.3%	.5%	.0%	.4%	.8%
	Total	Frequency	78	205	148	273	357

Means (in minutes, using 0 as the lower limit and 12 as the upper limit):
Less than \$1M (3.3), \$1-2M (3.3), \$2-3M (3.1), \$3M or more (3.2), Don't know (3.3)

**How much time do you typically spend counseling customers on OTC products per session? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
How much time do you typically spend counseling customers on OTC products per session?	Less than 2 minutes	% Within Column	30.8%	16.2%	24.2%	21.0%	23.8%
	2 to 5 minutes	% Within Column	59.8%	73.0%	69.3%	69.8%	70.0%
	5 to 10 minutes	% Within Column	8.5%	10.8%	5.7%	8.4%	6.2%
	More than 10 minutes	% Within Column	.9%	.0%	.8%	.8%	.0%
	Total	Frequency	224	37	264	262	273

Means (in minutes, using 0 as the lower limit and 12 as the upper limit):
SW (3.1), NW (3.5), SE (3.2), NE (3.4), MW (3.2)

How much time do you typically spend counseling customers on OTC products per day? by Gender Crosstabulation

			Gender	
			Male	Female
How much time do you typically spend counseling customers on OTC products per day?	Less than 15 minutes	% Within Column	19.7%	19.1%
	15 to 30 minutes	% Within Column	40.3%	36.4%
	30 minutes to 1 hour	% Within Column	29.5%	27.2%
	1 to 2 hours	% Within Column	9.0%	14.1%
	More than 2 hours	% Within Column	1.6%	3.2%
	Total	Frequency	580	467

Means (in minutes, using 5 minutes as the lower limit and 2 hours 30 minutes as the upper limit): Male (34.6), Female (39.3)

**How much time do you typically spend counseling customers on OTC products per day? by
Which best describes your pharmacy? Crosstabulation**

		Which best describes your pharmacy?					
		Independent pharmacy	Chain pharmacy	Supermarket	Discount/mass-merchandiser	Other (Please specify)	
How much time do you typically spend counseling customers on OTC products per day?	Less than 15 minutes	% Within Column	23.0%	15.5%	19.4%	8.2%	38.6%
	15 to 30 minutes	% Within Column	39.0%	38.3%	37.4%	43.8%	38.6%
	30 minutes to 1 hour	% Within Column	28.5%	28.4%	31.0%	31.5%	15.9%
	1 to 2 hours	% Within Column	8.4%	15.0%	8.4%	13.7%	4.5%
	More than 2 hours	% Within Column	1.1%	2.7%	3.9%	2.7%	2.3%
	Total	Frequency	369	412	155	73	44

Means (in minutes, using 5 minutes as the lower limit and 2 hours 30 minutes as the upper limit):
Independent (32.9), Chain (40.1), Supermarket (37.1), Discount (40.8), Other (26.9)

**How much time do you typically spend counseling customers on OTC products per day? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
How much time do you typically spend counseling customers on OTC products per day?	Less than 15 minutes	% Within Column	38.0%	17.7%	17.4%	12.5%	22.4%
	15 to 30 minutes	% Within Column	34.2%	39.9%	36.1%	37.3%	40.8%
	30 minutes to 1 hour	% Within Column	21.5%	31.0%	29.2%	33.9%	24.1%
	1 to 2 hours	% Within Column	5.1%	9.4%	14.6%	13.7%	10.5%
	More than 2 hours	% Within Column	1.3%	2.0%	2.8%	2.6%	2.3%
	Total	Frequency	79	203	144	271	353

Means (in minutes, using 5 minutes as the lower limit and 2 hours 30 minutes as the upper limit):
Less than \$1M (27.5), \$1-2M (35.9), \$2-3M (39.9), \$3M or more (40.7), Don't know (34.8)

**How much time do you typically spend counseling customers on OTC products per day? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
How much time do you typically spend counseling customers on OTC products per day?	Less than 15 minutes	% Within Column	22.5%	27.8%	19.5%	15.4%	19.9%
	15 to 30 minutes	% Within Column	38.7%	33.3%	35.6%	40.5%	41.3%
	30 minutes to 1 hour	% Within Column	25.2%	27.8%	28.7%	30.9%	27.7%
	1 to 2 hours	% Within Column	10.4%	8.3%	13.0%	11.6%	9.6%
	More than 2 hours	% Within Column	3.2%	2.8%	3.1%	1.5%	1.5%
	Total	Frequency		222	36	261	259

Means (in minutes, using 5 minutes as the lower limit and 2 hours 30 minutes as the upper limit):
SW (36.0), NW (34.0), SE (38.8), NE (37.0), MW (34.4)

Did you counsel more or fewer customers about OTCs in 2006 than in the previous year? by Gender Crosstabulation

			Gender	
			Male	Female
Did you counsel more or fewer customers about OTCs in 2006 than in the previous year?	More	% Within Column	56.7%	59.5%
	Same	% Within Column	38.4%	35.4%
	Fewer	% Within Column	4.9%	5.1%
	Total	Frequency	586	474

**Did you counsel more or fewer customers about OTCs in 2006 than in the previous year? by
Which best describes your pharmacy? Crosstabulation**

			Which best describes your pharmacy?				
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
Did you counsel more or fewer customers about OTCs in 2006 than in the previous year?	More	% Within Column	52.4%	60.1%	56.8%	77.3%	50.0%
	Same	% Within Column	41.2%	36.1%	40.6%	18.7%	36.4%
	Fewer	% Within Column	6.4%	3.8%	2.6%	4.0%	13.6%
	Total	Frequency	376	416	155	75	44

**Did you counsel more or fewer customers about OTCs in 2006 than in the previous year? by
What is your annual gross store volume? Crosstabulation**

		What is your annual gross store volume?					
		Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know	
Did you counsel more or fewer customers about OTCs in 2006 than in the previous year?	More	% Within Column	53.2%	53.9%	58.1%	64.5%	55.4%
	Same	% Within Column	38.0%	39.7%	38.5%	30.4%	40.7%
	Fewer	% Within Column	8.9%	6.4%	3.4%	5.1%	3.9%
	Total	Frequency	79	204	148	273	359

**Did you counsel more or fewer customers about OTCs in 2006 than in the previous year? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
Did you counsel more or fewer customers about OTCs in 2006 than in the previous year?	More	% Within Column	54.9%	54.1%	60.8%	56.5%	58.4%
	Same	% Within Column	40.6%	37.8%	33.2%	39.3%	36.9%
	Fewer	% Within Column	4.5%	8.1%	6.0%	4.2%	4.7%
	Total	Frequency	224	37	265	262	274

Who typically initiates discussions about OTCs? by Gender Crosstabulation

			Gender	
			Male	Female
Who typically initiates discussions about OTCs?	I, the pharmacist	% Within Column	15.0%	11.2%
	Patients/customers	% Within Column	85.0%	88.8%
	Total	Frequency	587	474

**Who typically initiates discussions about OTCs? by
Which best describes your pharmacy? Crosstabulation**

			Which best describes your pharmacy?				
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
Who typically initiates discussions about OTCs?	I, the pharmacist	% Within Column	20.3%	9.4%	9.6%	9.3%	11.4%
	Patients/customers	% Within Column	79.7%	90.6%	90.4%	90.7%	88.6%
	Total	Frequency	375	417	156	75	44

**Who typically initiates discussions about OTCs? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
Who typically initiates discussions about OTCs?	I, the pharmacist	% Within Column	17.7%	18.9%	20.3%	9.2%	8.9%
	Patients/customers	% Within Column	82.3%	81.1%	79.7%	90.8%	91.1%
	Total	Frequency	79	206	148	273	358

**Who typically initiates discussions about OTCs? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
Who typically initiates discussions about OTCs?	I, the pharmacist	% Within Column	13.4%	16.2%	11.7%	12.9%	14.6%
	Patients/customers	% Within Column	86.6%	83.8%	88.3%	87.1%	85.4%
	Total	Frequency	224	37	265	263	274

To the best of your knowledge, how frequently do patients follow your advice regarding OTCs? by Gender Crosstabulation

			Gender	
			Male	Female
To the best of your knowledge, how frequently do patients follow your advice regarding OTCs?	Almost always	% Within Column	41.6%	34.4%
	Frequently	% Within Column	48.0%	52.7%
	Sometimes	% Within Column	5.8%	10.1%
	Rarely	% Within Column	.2%	.0%
	Never	% Within Column	.0%	.0%
	Don't know	% Within Column	4.4%	2.7%
	Total	Frequency		587

**To the best of your knowledge, how frequently do patients follow your advice regarding OTCs? by
Which best describes your pharmacy? Crosstabulation**

			Which best describes your pharmacy?				
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
To the best of your knowledge, how frequently do patients follow your advice regarding OTCs?	Almost always	% Within Column	41.1%	40.3%	31.4%	36.0%	25.0%
	Frequently	% Within Column	47.7%	47.7%	59.6%	56.0%	54.5%
	Sometimes	% Within Column	7.5%	8.2%	5.1%	5.3%	15.9%
	Rarely	% Within Column	.0%	.2%	.0%	.0%	.0%
	Never	% Within Column	.0%	.0%	.0%	.0%	.0%
	Don't know	% Within Column	3.7%	3.6%	3.8%	2.7%	4.5%
	Total	Frequency		375	417	156	75

**To the best of your knowledge, how frequently do patients follow your advice regarding OTCs? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
To the best of your knowledge, how frequently do patients follow your advice regarding OTCs?	Almost always	% Within Column	29.1%	36.4%	44.2%	44.7%	34.0%
	Frequently	% Within Column	54.4%	52.4%	48.3%	46.9%	51.5%
	Sometimes	% Within Column	6.3%	8.3%	5.4%	6.6%	9.5%
	Rarely	% Within Column	.0%	.0%	.0%	.4%	.0%
	Never	% Within Column	.0%	.0%	.0%	.0%	.0%
	Don't know	% Within Column	10.1%	2.9%	2.0%	1.5%	5.0%
	Total	Frequency	79	206	147	273	359

**To the best of your knowledge, how frequently do patients follow your advice regarding OTCs? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
To the best of your knowledge, how frequently do patients follow your advice regarding OTCs?	Almost always	% Within Column	37.7%	45.9%	40.4%	35.6%	39.1%
	Frequently	% Within Column	52.0%	45.9%	49.1%	52.7%	47.4%
	Sometimes	% Within Column	5.4%	.0%	8.3%	8.7%	9.1%
	Rarely	% Within Column	.0%	.0%	.0%	.4%	.0%
	Never	% Within Column	.0%	.0%	.0%	.0%	.0%
	Don't know	% Within Column	4.9%	8.1%	2.3%	2.7%	4.4%
	Total	Frequency		223	37	265	264

Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006? by Gender Crosstabulation

			Gender	
			Male	Female
Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006?	<= 10	% Within Column	37.6%	29.3%
	11 - 20	% Within Column	26.6%	21.9%
	21 - 30	% Within Column	18.0%	27.0%
	31 - 40	% Within Column	11.7%	9.8%
	41 - 50	% Within Column	3.4%	5.6%
	51 - 60	% Within Column	1.3%	3.3%
	61 - 70	% Within Column	.8%	1.4%
	71 - 80	% Within Column	.3%	1.4%
	81 - 90	% Within Column	.3%	.0%
	91 - 100	% Within Column	.0%	.5%
	Total	Frequency		383

Means: Male (19.9%), Female (24.5%)

**Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006? by
Which best describes your pharmacy? Crosstabulation**

			Which best describes your pharmacy?				
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006?	<= 10	% Within Column	36.5%	18.0%	53.8%	56.4%	75.0%
	11 - 20	% Within Column	25.7%	23.0%	30.8%	23.1%	15.0%
	21 - 30	% Within Column	22.1%	28.6%	10.3%	2.6%	10.0%
	31 - 40	% Within Column	10.8%	14.3%	5.1%	12.8%	.0%
	41 - 50	% Within Column	3.6%	6.9%	.0%	2.6%	.0%
	51 - 60	% Within Column	.8%	4.1%	.0%	2.6%	.0%
	61 - 70	% Within Column	.0%	2.8%	.0%	.0%	.0%
	71 - 80	% Within Column	.0%	1.8%	.0%	.0%	.0%
	81 - 90	% Within Column	.4%	.0%	.0%	.0%	.0%
	91 - 100	% Within Column	.0%	.5%	.0%	.0%	.0%
Total	Frequency		249	217	78	39	20

Means: Independent (19.7%), Chain (28.4%), Supermarket (13.6%), Discount (16.3%), Other (10.3%)

**Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006?	<= 10	% Within Column	24.0%	30.8%	30.1%	40.0%	38.5%
	11 - 20	% Within Column	22.0%	21.1%	32.0%	27.6%	20.0%
	21 - 30	% Within Column	24.0%	29.3%	20.4%	18.9%	16.2%
	31 - 40	% Within Column	12.0%	14.3%	14.6%	6.5%	11.5%
	41 - 50	% Within Column	10.0%	2.3%	2.9%	4.3%	4.6%
	51 - 60	% Within Column	2.0%	1.5%	.0%	1.1%	5.4%
	61 - 70	% Within Column	2.0%	.0%	.0%	1.1%	2.3%
	71 - 80	% Within Column	2.0%	.8%	.0%	.5%	.8%
	81 - 90	% Within Column	2.0%	.0%	.0%	.0%	.0%
	91 - 100	% Within Column	.0%	.0%	.0%	.0%	.8%
Total	Frequency	50	133	103	185	130	

Means: Less than \$1M (27.0%), \$1-2M (22.4%), \$2-3M (19.8%), \$3M+ (19.1%), Don't know (23.4%)

**Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
Approximately what percentage of your store's annual gross revenue did OTCs generate in 2006?	<= 10	% Within Column	39.3%	20.0%	36.2%	28.3%	37.6%
	11 - 20	% Within Column	25.7%	48.0%	17.4%	25.4%	27.5%
	21 - 30	% Within Column	16.4%	8.0%	28.2%	21.0%	20.8%
	31 - 40	% Within Column	11.4%	12.0%	14.1%	11.6%	6.7%
	41 - 50	% Within Column	4.3%	4.0%	2.0%	6.5%	4.0%
	51 - 60	% Within Column	.7%	4.0%	.0%	5.8%	1.3%
	61 - 70	% Within Column	.7%	4.0%	1.3%	.0%	1.3%
	71 - 80	% Within Column	.7%	.0%	.7%	.7%	.7%
	81 - 90	% Within Column	.0%	.0%	.0%	.7%	.0%
	91 - 100	% Within Column	.7%	.0%	.0%	.0%	.0%
Total	Frequency		140	25	149	138	149

Means: SW (20.9%), NW (23.4%), SE (20.8%), NE (24.3%), MW (19.7%)

How does this percentage compare to 2005? by Gender Crosstabulation

			Gender	
			Male	Female
How does this percentage compare to 2005?	Increase	% Within Column	46.4%	47.0%
	Same	% Within Column	49.2%	48.9%
	Decrease	% Within Column	4.3%	4.0%
	Total	Frequency	506	321

**How does this percentage compare to 2005? by
Which best describes your pharmacy? Crosstabulation**

			Which best describes your pharmacy?				
			Independent pharmacy	Chain pharmacy	Supermarket	Discount/ mass-mer chandiser	Other (Please specify)
How does this percentage compare to 2005?	Increase	% Within Column	33.0%	59.4%	49.1%	52.8%	37.5%
	Same	% Within Column	60.7%	37.1%	48.2%	41.5%	62.5%
	Decrease	% Within Column	6.3%	3.5%	2.7%	5.7%	.0%
	Total	Frequency	318	318	112	53	32

**How does this percentage compare to 2005? by
What is your annual gross store volume? Crosstabulation**

			What is your annual gross store volume?				
			Less than \$1,000,000	\$1,000,000 to less than \$2,000,000	\$2,000,000 to less than \$3,000,000	\$3,000,000 or more	Don't know
How does this percentage compare to 2005?	Increase	% Within Column	48.5%	44.6%	48.9%	51.5%	41.3%
	Same	% Within Column	51.5%	50.3%	45.8%	42.7%	55.5%
	Decrease	% Within Column	.0%	5.1%	5.3%	5.8%	3.2%
	Total	Frequency	66	177	131	241	218

**How does this percentage compare to 2005? by
In which region do you practice? Crosstabulation**

			In which region do you practice?				
			Southwest	Northwest	Southeast	Northeast	Midwest
How does this percentage compare to 2005?	Increase	% Within Column	46.2%	46.9%	51.7%	47.2%	41.1%
	Same	% Within Column	50.5%	53.1%	44.0%	46.7%	54.5%
	Decrease	% Within Column	3.3%	.0%	4.3%	6.1%	4.3%
	Total	Frequency	182	32	209	197	209