

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

## HIGHLIGHTS:

- Pharmacie Jean Coutu was seen to have the highest customer satisfaction in Canada, with virtually all patrons satisfied (92%)
- Also in this cadre of excellence are Pharmaprix (another Quebec chain) with an overall satisfaction rating that is almost universal (96%)
- Just out of the top three is the nation's largest chain, Shopper's Drug Mart (90% overall)
- "It is interesting that the leading chains are all Quebec-based, but we have also found a combination of regional pride and a different attitude to service often conspire to raise ratings for Quebec retailers above those from other provinces"

## FOR IMMEDIATE RELEASE

### Jean Coutu Tops in Customer Satisfaction Among Drug Stores

#### Quebec chains dominate

In a random sampling of public opinion taken by the Forum Poll™ among 1102 adult Canadians, Pharmacie Jean Coutu was seen to have the highest customer satisfaction in Canada, with virtually all patrons satisfied (92%), and as many as two thirds "very satisfied" (66%). This rating gives it an average score of 3.5 out of 4.0 for customer satisfaction. One quarter of Canadians have visited a Jean Coutu (24%), but this is much higher, of course, in Quebec, where the chain is located (79%).

Also in this cadre of excellence are Pharmaprix (another Quebec chain) with an overall satisfaction rating that is almost universal (96%) and 6-in-10 who are "very satisfied" (61%) for score of 3.5 out of 4.0. About one tenth have visited this store (13%) and Uniprix (11%), the third leader among drug stores (95% total satisfaction, 61% "very satisfied", 3.5 out of 4.0).

Just out of the top three is the nation's largest chain, Shopper's Drug Mart (90% overall, 59% "very satisfied", average score, 3.4 out of 4.0, close to 6-in-10 visited (59%))

Following these leaders, in order, are Familiprix, The DRUGStore, Costco's pharmacy, Lawton's, a maritime Canada chain, IDA, London Drug, a western Canada chain, Rexall, Pharmasave, Brunet, Guardian Drug, Walmart's in-store pharmacy, Pharma Choice and, last, Proxim, which is the only retailer to score less than 3.0 out of 4.0.

"It is interesting that the leading chains are all Quebec-based, but we have also found a combination of regional pride and a different attitude to service often conspire to raise ratings for Quebec retailers above those from other provinces" said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

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## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1102 randomly selected Canadian adults. The poll was conducted on July 26 and 27, 2016.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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## Summary Table:

%	Very Satisfied	Total Satisfied	Average Score	Percent Visited
Jean Coutu	66	92	3.5	24
Pharmaprix	61	96	3.5	13
Uniprix	61	95	3.5	11
Shopper's Drug Mart	59	90	3.4	59
Familiprix	52	94	3.5	10
The Drugstore Pharmacy	52	80	3.2	10
Costco Pharmacy	50	82	3.2	20
Lawton's	49	89	3.3	4
IDA	47	74	3.1	8
London Drug	45	87	3.3	20
Rexall	45	87	3.2	26
Pharmasave	45	83	3.2	18
Brunet	43	89	3.3	8
Guardian Drug	42	81	3.1	10
Walmart Pharmacy	40	82	3.2	32
Pharma Choice	38	77	3.0	8
Proxim	31	73	2.9	4

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### *Shopper's Drug Mart*

*Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?*

*[BASE: Everywhere except QC]*

### *Age / Gender*

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	605	79	93	98	162	173	283	309
NET: Top2	91	90	87	90	94	91	90	92
NET: Btm2	9	10	13	10	6	9	10	8
Very Satisfied	1.9	54	59	64	63	61	56	67
Somewhat Satisfied	30	35	28	26	31	30	34	26
Somewhat Dissatisfied	5	4	6	7	4	6	6	6
Very Dissatisfied	4	6	6	3	2	2	4	2
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.4	3.4	3.4	3.5	3.5	3.5	3.4	3.5

### *Income*

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	605	70	105	91	66	61	102
NET: Top2	91	84	94	92	91	95	91
NET: Btm2	9	16	6	8	9	5	9
Very Satisfied	61	63	67	65	62	66	58
Somewhat Satisfied	30	21	28	27	29	30	33
Somewhat Dissatisfied	5	4	5	3	9	2	6
Very Dissatisfied	4	11	1	4	0	3	3
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.4	3.2	3.6	3.5	3.5	3.5	3.5

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	605	72	0	321	59	83	70
NET: Top2	90	95	0	89	93	90	85
NET: Btm2	10	5	0	11	7	10	15
Very Satisfied	59	61	0	58	63	64	58
Somewhat Satisfied	30	34	0	31	29	26	27
Somewhat Dissatisfied	5	3	0	6	6	7	3
Very Dissatisfied	5	2	0	5	2	3	12
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.4	3.5	0.0	3.4	3.5	3.5	3.3

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### Pharmasave

Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?

[BASE: Everywhere except QC]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	180	27	27	29	45	52	95	77
NET: Top2	85	74	85	90	87	87	82	91
NET: Btm2	15	26	15	10	13	13	18	9
Very Satisfied	48	22	44	55	47	60	41	58
Somewhat Satisfied	37	52	41	34	40	27	41	32
Somewhat Dissatisfied	8	11	7	7	11	4	9	6
Very Dissatisfied	7	15	7	3	2	10	8	3
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.2	2.8	3.3	3.5	3.3	3.3	3.1	3.4

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	180	26	21	33	19	17	31
NET: Top2	85	81	95	82	84	82	87
NET: Btm2	15	19	5	18	16	18	13
Very Satisfied	48	42	52	55	53	53	45
Somewhat Satisfied	37	38	43	27	32	29	42
Somewhat Dissatisfied	8	8	0	9	11	18	6
Very Dissatisfied	7	12	5	9	5	0	6
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.1	3.4	3.2	3.4	3.3	3.2

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	180	31	0	75	25	12	37
NET: Top2	83	85	0	89	90	55	75
NET: Btm2	17	15	0	11	10	45	25
Very Satisfied	45	41	0	49	23	17	55
Somewhat Satisfied	38	44	0	39	67	38	21
Somewhat Dissatisfied	8	5	0	8	4	32	5
Very Dissatisfied	9	10	0	3	6	13	20
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.2	0.0	3.4	3.1	2.6	3.1

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### Guardian Drug

Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?

[BASE: Everywhere except QC]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	94	20	16	14	23	21	44	43
NET: Top2	84	70	94	86	91	81	82	88
NET: Btm2	16	30	6	14	9	19	18	12
Very Satisfied	49	40	25	64	57	57	48	51
Somewhat Satisfied	35	30	69	21	35	24	34	37
Somewhat Dissatisfied	7	15	6	7	4	5	7	9
Very Dissatisfied	9	15	0	7	4	14	11	2
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.1	2.8	3.2	3.5	3.4	3.2	3.0	3.3

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	94	19	16	13	10	3	16
NET: Top2	84	74	100	69	80	100	94
NET: Btm2	16	26	0	31	20	0	6
Very Satisfied	49	42	56	38	30	67	56
Somewhat Satisfied	35	32	44	31	50	33	38
Somewhat Dissatisfied	7	11	0	23	20	0	0
Very Dissatisfied	9	16	0	8	0	0	6
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.1	2.8	3.5	3.1	3.1	3.5	3.5

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	94	22	0	51	6	6	9
NET: Top2	81	82	0	88	59	81	59
NET: Btm2	19	18	0	12	41	19	41
Very Satisfied	42	63	0	43	28	9	23
Somewhat Satisfied	39	19	0	44	31	71	36
Somewhat Dissatisfied	8	16	0	4	27	9	0
Very Dissatisfied	11	2	0	8	14	11	41
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.1	3.4	0.0	3.2	2.7	2.8	2.4

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### Rexall

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

[BASE: Everywhere except QC]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	269	33	34	45	73	84	126	133
NET: Top2	89	79	91	91	92	89	89	92
NET: Btm2	11	21	9	9	8	11	11	8
Very Satisfied	46	42	29	56	49	48	47	48
Somewhat Satisfied	43	36	62	36	42	42	42	44
Somewhat Dissatisfied	6	3	6	9	5	6	6	5
Very Dissatisfied	5	18	3	0	3	5	5	4
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.2	3.0	3.2	3.5	3.4	3.3	3.2	3.3

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	269	38	43	35	34	24	47
NET: Top2	89	87	93	89	91	92	89
NET: Btm2	11	13	7	11	9	8	11
Very Satisfied	46	58	56	37	56	29	47
Somewhat Satisfied	43	29	37	51	35	63	43
Somewhat Dissatisfied	6	8	2	6	6	8	9
Very Dissatisfied	5	5	5	6	3	0	2
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.4	3.2	3.1	3.5	3.3	3.3

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	269	9	0	174	23	40	23
NET: Top2	87	75	0	89	88	99	65
NET: Btm2	13	25	0	11	12	1	35
Very Satisfied	45	40	0	49	43	38	33
Somewhat Satisfied	42	36	0	39	44	61	32
Somewhat Dissatisfied	5	10	0	5	12	1	5
Very Dissatisfied	8	15	0	6	0	0	30
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.0	0.0	3.3	3.3	3.4	2.7

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IDA

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

*[BASE: Everywhere except QC]*

## Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	84	11	12	18	25	18	41	37
NET: Top2	79	64	83	78	88	72	80	81
NET: Btm2	21	36	17	22	12	28	20	19
Very Satisfied	51	45	50	56	56	44	49	54
Somewhat Satisfied	27	18	33	22	32	28	32	27
Somewhat Dissatisfied	11	0	17	22	4	11	7	16
Very Dissatisfied	11	36	0	0	8	17	12	3
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.1	2.5	3.4	3.4	3.3	2.9	3.0	3.2

## Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	84	15	12	15	10	8	11
NET: Top2	79	87	75	73	60	100	82
NET: Btm2	21	13	25	27	40	0	18
Very Satisfied	51	67	42	60	30	25	73
Somewhat Satisfied	27	20	33	13	30	75	9
Somewhat Dissatisfied	11	7	17	13	40	0	0
Very Dissatisfied	11	7	8	13	0	0	18
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.1	3.4	2.9	3.1	2.9	3.3	3.6

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	84	7	0	59	6	8	4
NET: Top2	74	83	0	82	61	56	35
NET: Btm2	26	17	0	18	39	44	65
Very Satisfied	47	32	0	53	43	27	35
Somewhat Satisfied	27	52	0	29	17	29	0
Somewhat Dissatisfied	10	12	0	5	39	34	7
Very Dissatisfied	16	5	0	12	0	10	58
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.1	3.1	0.0	3.2	3.0	2.7	2.1

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### London Drug

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

[BASE: AB, SK, BC, MB ONLY]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	159	18	24	24	43	50	77	79
NET: Top2	92	67	92	96	98	94	90	94
NET: Btm2	8	33	8	4	2	6	10	6
Very Satisfied	50	28	50	54	47	58	45	52
Somewhat Satisfied	42	39	42	42	51	36	44	42
Somewhat Dissatisfied	5	22	4	4	0	4	5	5
Very Dissatisfied	3	11	4	0	2	2	5	1
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.3	2.7	3.4	3.5	3.4	3.5	3.1	3.4

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	159	16	26	23	16	28	25
NET: Top2	92	81	92	100	88	96	88
NET: Btm2	8	19	8	0	13	4	12
Very Satisfied	50	44	50	39	56	50	60
Somewhat Satisfied	42	38	42	61	31	46	28
Somewhat Dissatisfied	5	13	8	0	13	4	4
Very Dissatisfied	3	6	0	0	0	0	8
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.3	3.2	3.3	3.4	3.4	3.4	3.3

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%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	159	0	0	0	32	56	71
NET: Top2	87	0	0	0	68	93	90
NET: Btm2	13	0	0	0	32	7	10
Very Satisfied	45	0	0	0	38	38	51
Somewhat Satisfied	42	0	0	0	30	56	38
Somewhat Dissatisfied	7	0	0	0	30	0	4
Very Dissatisfied	6	0	0	0	2	7	7
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.3	0.0	0.0	0.0	3.0	3.2	3.3

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### Pharmaprix

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

[BASE: QC ONLY]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	150	20	16	20	43	51	55	93
NET: Top2	96	100	93	95	93	95	94	97
NET: Btm2	4	0	7	5	7	5	6	3
Very Satisfied	61	67	68	55	48	61	61	61
Somewhat Satisfied	35	33	25	40	44	34	34	36
Somewhat Dissatisfied	3	0	7	0	7	2	6	1
Very Dissatisfied	2	0	0	5	0	4	0	3
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.5	3.7	3.6	3.4	3.4	3.5	3.6	3.5

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	150	25	38	30	17	20	6
NET: Top2	96	91	97	100	100	100	65
NET: Btm2	4	9	3	0	0	0	35
Very Satisfied	61	58	61	74	51	68	21
Somewhat Satisfied	35	33	37	26	49	32	44
Somewhat Dissatisfied	3	4	1	0	0	0	27
Very Dissatisfied	2	5	1	0	0	0	7
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	3.4	3.6	3.7	3.5	3.7	2.8

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## Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	150	0	150	0	0	0	0
NET: Top2	96	0	96	0	0	0	0
NET: Btm2	4	0	4	0	0	0	0
Very Satisfied	61	0	61	0	0	0	0
Somewhat Satisfied	35	0	35	0	0	0	0
Somewhat Dissatisfied	3	0	3	0	0	0	0
Very Dissatisfied	2	0	2	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	0.0	3.5	0.0	0.0	0.0	0.0

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

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## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

### Uniprix

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

*[Base: Quebec ONLY]*

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	123	14	16	20	36	37	45	78
NET: Top2	96	93	94	95	97	97	96	96
NET: Btm2	4	7	6	5	3	3	4	4
Very Satisfied	61	64	56	55	64	62	51	67
Somewhat Satisfied	35	29	38	40	33	35	44	29
Somewhat Dissatisfied	2	0	6	0	3	0	0	3
Very Dissatisfied	2	7	0	5	0	3	4	1
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.5	3.5	3.5	3.5	3.6	3.6	3.3	3.6

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	123	24	29	18	13	18	8
NET: Top2	96	100	93	100	100	89	88
NET: Btm2	4	0	7	0	0	11	13
Very Satisfied	61	67	55	72	54	50	63
Somewhat Satisfied	35	33	38	28	46	39	25
Somewhat Dissatisfied	2	0	7	0	0	0	0
Very Dissatisfied	2	0	0	0	0	11	13
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	3.7	3.5	3.8	3.5	3.1	3.6

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F 416.960.9602  
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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	123	0	123	0	0	0	0
NET: Top2	95	0	95	0	0	0	0
NET: Btm2	5	0	5	0	0	0	0
Very Satisfied	61	0	61	0	0	0	0
Somewhat Satisfied	34	0	34	0	0	0	0
Somewhat Dissatisfied	2	0	2	0	0	0	0
Very Dissatisfied	3	0	3	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	0.0	3.5	0.0	0.0	0.0	0.0

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**Jean Coutu**

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

*[Base: ON, QC, NB ONLY]*

## Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	271	36	32	39	77	87	101	163
NET: Top2	93	86	97	95	88	97	91	94
NET: Btm2	7	14	3	5	12	3	9	6
Very Satisfied	63	61	75	72	57	62	60	66
Somewhat Satisfied	29	25	22	23	31	34	31	29
Somewhat Dissatisfied	4	6	0	3	9	0	5	3
Very Dissatisfied	4	8	3	3	3	3	4	2
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.5	3.4	3.7	3.6	3.4	3.5	3.5	3.6

## Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	271	40	64	47	32	36	18
NET: Top2	93	90	97	94	100	86	78
NET: Btm2	7	10	3	6	0	14	22
Very Satisfied	63	65	67	68	47	64	56
Somewhat Satisfied	29	25	30	26	53	22	22
Somewhat Dissatisfied	4	5	2	2	0	8	11
Very Dissatisfied	4	5	2	4	0	6	11
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	3.5	3.7	3.6	3.5	3.4	3.5

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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F 416.960.9602  
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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	271	21	221	29	0	0	0
NET: Top2	92	83	95	80	0	0	0
NET: Btm2	8	17	5	20	0	0	0
Very Satisfied	66	52	70	49	0	0	0
Somewhat Satisfied	26	32	25	31	0	0	0
Somewhat Dissatisfied	4	17	3	2	0	0	0
Very Dissatisfied	4	0	2	19	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	3.4	3.6	3.1	0.0	0.0	0.0

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F 416.960.9602  
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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

### Lawton's

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

[Base: NL, PEI, NB, NS ONLY]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	62	12	6	12	16	16	34	27
NET: Top2	87	92	83	100	75	88	88	85
NET: Btm2	13	8	17	0	25	13	12	15
Very Satisfied	48	33	67	50	50	50	41	59
Somewhat Satisfied	39	58	17	50	25	38	47	26
Somewhat Dissatisfied	10	8	0	0	25	6	6	15
Very Dissatisfied	3	0	17	0	0	6	6	0
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.3	3.3	3.4	3.5	3.3	3.3	3.3	3.5

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	62	7	12	7	7	7	9
NET: Top2	87	86	75	86	100	100	89
NET: Btm2	13	14	25	14	0	0	11
Very Satisfied	48	57	33	43	43	71	33
Somewhat Satisfied	39	29	42	43	57	29	56
Somewhat Dissatisfied	10	14	25	14	0	0	0
Very Dissatisfied	3	0	0	0	0	0	11
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.3	3.7	2.9	3.4	3.4	3.6	3.0

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F 416.960.9602  
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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	62	62	0	0	0	0	0
NET: Top2	89	89	0	0	0	0	0
NET: Btm2	11	11	0	0	0	0	0
Very Satisfied	49	49	0	0	0	0	0
Somewhat Satisfied	40	40	0	0	0	0	0
Somewhat Dissatisfied	9	9	0	0	0	0	0
Very Dissatisfied	3	3	0	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.3	3.3	0.0	0.0	0.0	0.0	0.0

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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

### Brunet

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

[Base: QC ONLY]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	89	12	11	15	30	21	39	50
NET: Top2	90	83	91	93	87	95	82	96
NET: Btm2	10	17	9	7	13	5	18	4
Very Satisfied	47	33	45	33	43	71	41	52
Somewhat Satisfied	43	50	45	60	43	24	41	44
Somewhat Dissatisfied	8	8	9	7	10	5	15	2
Very Dissatisfied	2	8	0	0	3	0	3	2
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.3	3.2	3.4	3.3	3.3	3.6	3.1	3.4

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	89	17	20	17	14	9	3
NET: Top2	90	76	95	94	100	78	67
NET: Btm2	10	24	5	6	0	22	33
Very Satisfied	47	41	50	59	50	22	33
Somewhat Satisfied	43	35	45	35	50	56	33
Somewhat Dissatisfied	8	18	5	6	0	11	33
Very Dissatisfied	2	6	0	0	0	11	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.3	3.2	3.4	3.5	3.5	2.5	3.3

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## Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	89	0	89	0	0	0	0
NET: Top2	89	0	89	0	0	0	0
NET: Btm2	11	0	11	0	0	0	0
Very Satisfied	43	0	43	0	0	0	0
Somewhat Satisfied	46	0	46	0	0	0	0
Somewhat Dissatisfied	8	0	8	0	0	0	0
Very Dissatisfied	3	0	3	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.3	0.0	3.3	0.0	0.0	0.0	0.0

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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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**FORUM RESEARCH INC.**

## *The Drugstore Pharmacy*

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	113	13	20	21	24	35	53	52
NET: Top2	84	69	90	81	83	89	83	87
NET: Btm2	16	31	10	19	17	11	17	13
Very Satisfied	56	54	45	52	63	60	53	60
Somewhat Satisfied	28	15	45	29	21	29	30	27
Somewhat Dissatisfied	10	15	10	19	8	3	9	12
Very Dissatisfied	6	15	0	0	8	9	8	2
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.2	2.8	3.3	3.4	3.4	3.3	3.2	3.3

### **Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	113	28	25	19	9	4	14
NET: Top2	84	79	88	89	89	100	86
NET: Btm2	16	21	12	11	11	0	14
Very Satisfied	56	64	56	53	56	25	57
Somewhat Satisfied	28	14	32	37	33	75	29
Somewhat Dissatisfied	10	14	12	5	11	0	7
Very Dissatisfied	6	7	0	5	0	0	7
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.4	3.3	3.3	3.4	3.4	3.4

### **Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	113	23	15	43	12	7	13
NET: Top2	80	98	61	85	71	92	66
NET: Btm2	20	2	39	15	29	8	34
Very Satisfied	52	67	33	61	35	71	35
Somewhat Satisfied	27	31	28	24	37	21	30
Somewhat Dissatisfied	12	0	35	9	29	0	4
Very Dissatisfied	9	2	3	5	0	8	30
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.6	2.9	3.4	3.1	3.5	2.7

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **TORONTO**

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F 416.960.9602  
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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

### Familiprix

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

[BASE: QC, NB ONLY]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	122	18	11	16	35	42	50	72
NET: Top2	94	94	82	94	94	98	96	93
NET: Btm2	6	6	18	6	6	2	4	7
Very Satisfied	52	50	55	44	54	55	54	51
Somewhat Satisfied	42	44	27	50	40	43	42	42
Somewhat Dissatisfied	4	6	18	6	3	0	4	4
Very Dissatisfied	2	0	0	0	3	2	0	3
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.5	3.5	3.4	3.4	3.5	3.5	3.6	3.4

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	122	24	30	21	15	15	5
NET: Top2	94	96	97	100	93	80	100
NET: Btm2	6	4	3	0	7	20	0
Very Satisfied	52	54	53	57	27	60	60
Somewhat Satisfied	42	42	43	43	67	20	40
Somewhat Dissatisfied	4	0	0	0	7	20	0
Very Dissatisfied	2	4	3	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	3.5	3.5	3.6	3.1	3.3	3.6

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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	122	3	119	0	0	0	0
NET: Top2	94	100	93	0	0	0	0
NET: Btm2	6	0	7	0	0	0	0
Very Satisfied	52	40	53	0	0	0	0
Somewhat Satisfied	41	60	41	0	0	0	0
Somewhat Dissatisfied	6	0	6	0	0	0	0
Very Dissatisfied	1	0	1	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.5	3.4	3.5	0.0	0.0	0.0	0.0

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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Pharma Choice

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

*[BASE: Everywhere except QC]*

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	80	8	18	18	15	21	45	29
NET: Top2	83	63	83	94	87	76	78	93
NET: Btm2	18	38	17	6	13	24	22	7
Very Satisfied	44	38	39	50	47	43	40	52
Somewhat Satisfied	39	25	44	44	40	33	38	41
Somewhat Dissatisfied	5	13	0	0	7	10	4	7
Very Dissatisfied	13	25	17	6	7	14	18	0
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.0	2.4	3.1	3.4	3.2	2.9	2.8	3.5

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	80	19	10	16	7	5	9
NET: Top2	83	84	100	81	71	100	67
NET: Btm2	18	16	0	19	29	0	33
Very Satisfied	44	53	30	56	43	60	11
Somewhat Satisfied	39	32	70	25	29	40	56
Somewhat Dissatisfied	5	5	0	6	14	0	11
Very Dissatisfied	13	11	0	13	14	0	22
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.0	3.2	3.4	3.2	3.0	3.5	2.5

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F 416.960.9602  
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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	80	23	0	35	10	6	6
NET: Top2	77	93	0	87	49	77	39
NET: Btm2	23	7	0	13	51	23	61
Very Satisfied	38	58	0	39	23	77	0
Somewhat Satisfied	39	35	0	49	26	0	39
Somewhat Dissatisfied	6	0	0	1	33	11	8
Very Dissatisfied	16	7	0	11	18	13	54
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.0	3.4	0.0	3.1	2.5	3.4	1.9

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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

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### Proxim

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	44	4	6	9	9	16	13	31
NET: Top2	82	25	83	89	78	94	85	81
NET: Btm2	18	75	17	11	22	6	15	19
Very Satisfied	43	0	17	33	33	75	38	45
Somewhat Satisfied	39	25	67	56	44	19	46	35
Somewhat Dissatisfied	9	0	17	11	11	6	8	10
Very Dissatisfied	9	75	0	0	11	0	8	10
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	2.9	1.4	3.0	3.2	3.0	3.7	2.9	2.9

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	44	9	11	5	5	8	2
NET: Top2	82	56	91	100	60	88	100
NET: Btm2	18	44	9	0	40	13	0
Very Satisfied	43	44	36	60	40	25	50
Somewhat Satisfied	39	11	55	40	20	63	50
Somewhat Dissatisfied	9	22	0	0	40	0	0
Very Dissatisfied	9	22	9	0	0	13	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	2.9	2.3	2.8	3.6	3.0	2.8	3.3

### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	44	0	44	0	0	0	0
NET: Top2	73	0	73	0	0	0	0
NET: Btm2	27	0	27	0	0	0	0
Very Satisfied	31	0	31	0	0	0	0
Somewhat Satisfied	43	0	43	0	0	0	0
Somewhat Dissatisfied	9	0	9	0	0	0	0
Very Dissatisfied	17	0	17	0	0	0	0
Haven't visited this store	0	0	0	0	0	0	0
Mean	2.9	0.0	2.9	0.0	0.0	0.0	0.0

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**FORUM RESEARCH INC.**

## **Walmart Pharmacy**

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	320	54	46	57	83	80	145	166
NET: Top2	83	80	80	89	78	86	82	85
NET: Btm2	17	20	20	11	22	14	18	15
Very Satisfied	42	33	33	47	43	49	37	48
Somewhat Satisfied	41	46	48	42	35	38	46	37
Somewhat Dissatisfied	10	11	11	9	14	5	8	11
Very Dissatisfied	7	9	9	2	7	9	10	4
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.2	3.0	3.1	3.4	3.1	3.2	3.1	3.2

### **Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	320	54	74	47	33	41	34
NET: Top2	83	78	88	91	82	80	82
NET: Btm2	17	22	12	9	18	20	18
Very Satisfied	42	50	47	49	36	34	21
Somewhat Satisfied	41	28	41	43	45	46	62
Somewhat Dissatisfied	10	11	11	2	6	17	12
Very Dissatisfied	7	11	1	6	12	2	6
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.2	3.2	3.4	3.0	3.0	3.0

### **Region**

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	320	35	102	107	23	29	24
NET: Top2	82	92	88	78	79	79	79
NET: Btm2	18	8	12	22	21	21	21
Very Satisfied	40	36	39	43	40	46	33
Somewhat Satisfied	42	56	49	34	39	33	46
Somewhat Dissatisfied	10	3	9	15	10	12	2
Very Dissatisfied	8	5	3	7	12	10	19
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.2	3.2	3.1	3.1	3.1	2.9

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **TORONTO**

August 8<sup>th</sup>, 2016

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

### Costco Pharmacy

*'Overall, how satisfied are you with your overall experience with each of the following drug stores in the past 12 months?'*

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	220	24	28	41	56	71	100	111
NET: Top2	85	75	82	83	89	89	80	91
NET: Btm2	15	25	18	17	11	11	20	9
Very Satisfied	51	46	43	54	45	59	45	58
Somewhat Satisfied	35	29	39	29	45	30	35	33
Somewhat Dissatisfied	9	13	11	12	7	6	14	5
Very Dissatisfied	6	13	7	5	4	6	6	5
Haven't visited this store	0	0	0	0	0	0	0	0
Mean	3.2	3.0	3.2	3.3	3.3	3.4	3.2	3.3

#### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	220	25	34	39	29	29	28
NET: Top2	85	76	88	90	93	90	75
NET: Btm2	15	24	12	10	7	10	25
Very Satisfied	51	56	56	59	52	41	32
Somewhat Satisfied	35	20	32	31	41	48	43
Somewhat Dissatisfied	9	12	12	5	7	10	11
Very Dissatisfied	6	12	0	5	0	0	14
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.2	3.3	3.5	3.5	3.3	3.0

#### Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	220	22	56	70	17	26	29
NET: Top2	82	84	86	84	80	89	68
NET: Btm2	18	16	14	16	20	11	32
Very Satisfied	50	41	55	55	34	57	37
Somewhat Satisfied	32	42	31	29	46	32	30
Somewhat Dissatisfied	10	8	13	10	12	4	10
Very Dissatisfied	8	8	1	6	8	7	23
Haven't visited this store	0	0	0	0	0	0	0
Mean	3.2	3.2	3.4	3.3	3.1	3.4	2.8

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416.960.9603

## TORONTO

August 8<sup>th</sup>, 2016

### Percent Visited Summary

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1102	134	140	164	303	361	477	605
Shopper's Drug Mart	55	59	66	60	53	48	59	51
Pharmasave	16	20	19	18	15	14	20	13
Guardian	9	15	11	9	8	6	9	7
Rexall	24	25	24	27	24	23	26	22
IDA	8	8	9	11	8	5	9	6
London Drug	14	13	17	15	14	14	16	13
Pharmaprix	14	15	11	12	14	14	12	15
Uniprix	11	10	11	12	12	10	9	13
Jean Coutu	25	27	23	24	25	24	21	27
Lawton's	6	9	4	7	5	4	7	4
Brunet	8	9	8	9	10	6	8	8
The Drugstore Pharmacy	10	10	14	13	8	10	11	9
Familiprix	11	13	8	10	12	12	10	12
Pharma Choice	7	6	13	11	5	6	9	5
Proxim	4	3	4	5	3	4	3	5
Walmart Pharmacy	29	40	33	35	27	22	30	27
Costco Pharmacy	20	18	20	25	18	20	21	18

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416.960.9603

**TORONTO**  
**August 8<sup>th</sup>, 2016**

## Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1102	148	220	169	122	119	140
Shopper's Drug Mart	55	47	48	54	54	51	73
Pharmasave	16	18	10	20	16	14	22
Guardian	9	13	7	8	8	3	11
Rexall	24	26	20	21	28	20	34
IDA	8	10	5	9	8	7	8
London Drug	14	11	12	14	13	24	18
Pharmaprix	14	17	17	18	14	17	4
Uniprix	11	16	13	11	11	15	6
Jean Coutu	25	27	29	28	26	30	13
Lawton's	6	5	5	4	6	6	6
Brunet	8	11	9	10	11	8	2
The Drugstore Pharmacy	10	19	11	11	7	3	10
Familiprix	11	16	14	12	12	13	4
Pharma Choice	7	13	5	9	6	4	6
Proxim	4	6	5	3	4	7	1
Walmart Pharmacy	29	36	34	28	27	34	24
Costco Pharmacy	20	17	15	23	24	24	20

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

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Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)