

## WHO IS MEYERS RESEARCH CENTER?

Meyers Research Center is a leading retail sales and survey research organization with special expertise in conducting research in retail environments and understanding consumer behavior and attitudes in-store. For more than three decades, MRC has conducted primary research across all classes-of-trade in the U.S. and Canada for major packaged goods manufacturers, retailers, advertising and sales promotion agencies and consulting firms.

### FOR MORE INFORMATION CONTACT:

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An In-Store Intercept  
Shopper Insights  
Research Program

## WAVE I



## Take An In-Depth Look At Behavior, Attitudes And Decision Making Patterns Of Drug Store Shoppers

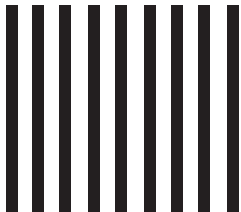


## WAVE I STUDY PROSPECTUS

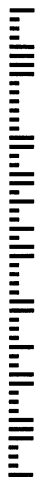


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## BACKGROUND

This Fall, Meyers Research Center (MRC) will launch the first wave of the **Drug Store Close-Up Study**. This in-store shopper insights research program will utilize MRC's in-store intercept *Purchase Observation Study*™ methodology to identify consumer shopping behavior, attitudes and decision-making patterns in chain Drug Stores.

Similar to MRC's *Convenience Store Close-Up* and *Dollar Store Close-Up* programs, this data will furnish a powerful tool for shopper insights/category managers, channel and sales strategists and advertising and merchandising planners to position their brands within the chain Drug Store environment.

## STUDY OBJECTIVE

The research objective is to develop a detailed understanding of *who* the Drug Store customer is and *how* and *why* these consumers shop in this trade channel.

**More specifically, the primary objectives of this in-store program are to develop an understanding of the following:**

- Profile of the Drug Store shopper (demographics, channel shopping habits)
- Factors that are important in consumer's selection of this store/channel
- Consumer attitudes toward and perceptions of Drug Stores
- The underlying dynamics of category purchase decisions in Drug Stores
  - When, how and where specific category purchase decisions are made
  - Planned versus impulse purchases
  - Products purchased (market basket)
  - Influence of in-store and external factors
  - The decision sequence hierarchy utilized by consumers to make their purchase decisions

## STUDY METHODOLOGY

MRC's professionally trained interviewers will be positioned at the exit of high volume chain Drug Store outlets and will intercept consumers immediately after their shopping trip. A random sample of a minimum of 1,000 shoppers will be asked to participate in a survey regarding their attitudes and decision-making patterns in Drug Stores. Consumers who agree to participate, will be interviewed and will receive a cash or store gift card incentive to thank them for their time.

The exit interview will address timely issues and the shopping experience. These are best obtained at the point-of-purchase. This

methodology eliminates problems of denial and recall and allows for a "real-world" integration of store environment with consumer behavior and attitudes.

## STUDY SAMPLE

Interviewing will take place across a sample of geographically dispersed U.S. markets in order to achieve a thorough cross-section of shoppers. Approximately 1,000 shoppers will be interviewed about their attitudes, perceptions and behaviors in Drug Stores. Data will be reviewed and analyzed for each of these key category segments:

- \* Beverages
- \* Food/Snacks
- \* Over -The-Counter Remedies
- \* Candy/Gum/Mints
- \* Household Products
- \* Personal Care Products

In-depth interviews in other product categories may also be available for sponsorship on a custom basis. For specific costs, contact MRC.

## SPONSORSHIP OPPORTUNITIES

You can obtain a tremendous amount of data at a fraction of the cost of undertaking this study independently.

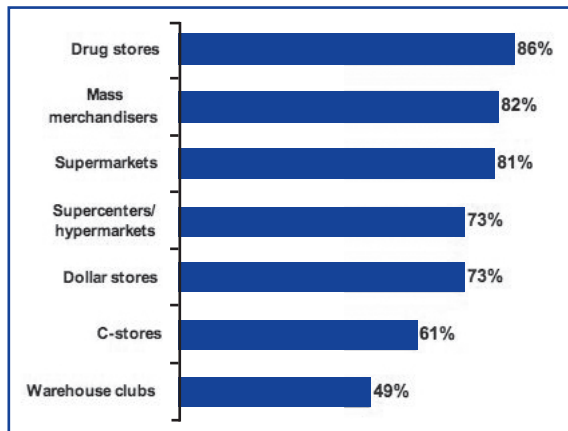
**In addition, if you act fast, you can submit a custom question that will remain proprietary to you at no extra cost!**

## COST

Sponsorships, which will include comprehensive data tabulations and a detailed analysis, can be purchased for \$19,000.

Rates for other special reports are available upon request. All costs are in U.S. dollars.

### Drug Stores Now Have the Highest Overall Penetration



**Please contact me with more details on the DRUG STORE CLOSE-UP including a detailed outline of topic areas and deliverables.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

My Phone Number Is \_\_\_\_\_

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