



**Massey University**

Te Kunenga  
ki Pūrehuroa

Department of  
**Commerce**

# **Pharmacy Trade Journal Readership**

**SURVEY RESULTS 2007**

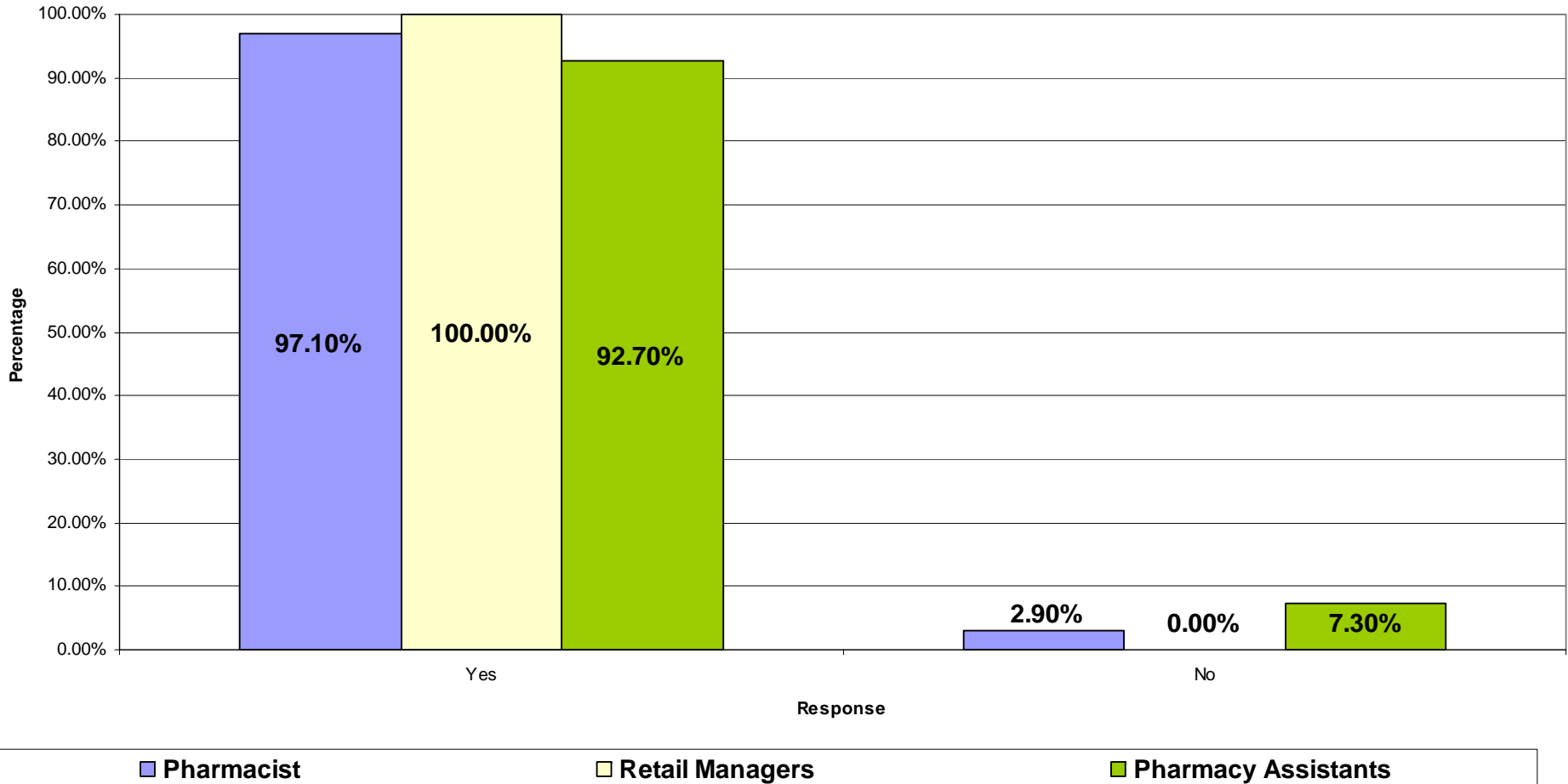


# Introduction

- In June 2007, the Marketing Department of Massey University conducted a Pharmacy Trade Journal readership survey.
- The survey was sent to all pharmacies nationwide targeting shop staff and 1000 randomly selected retail pharmacists.
- Results are based on the response of 408 pharmacy staff. This result represents a response rate of 40.8% and a margin of error of 3.73% (at 95% confidence level).

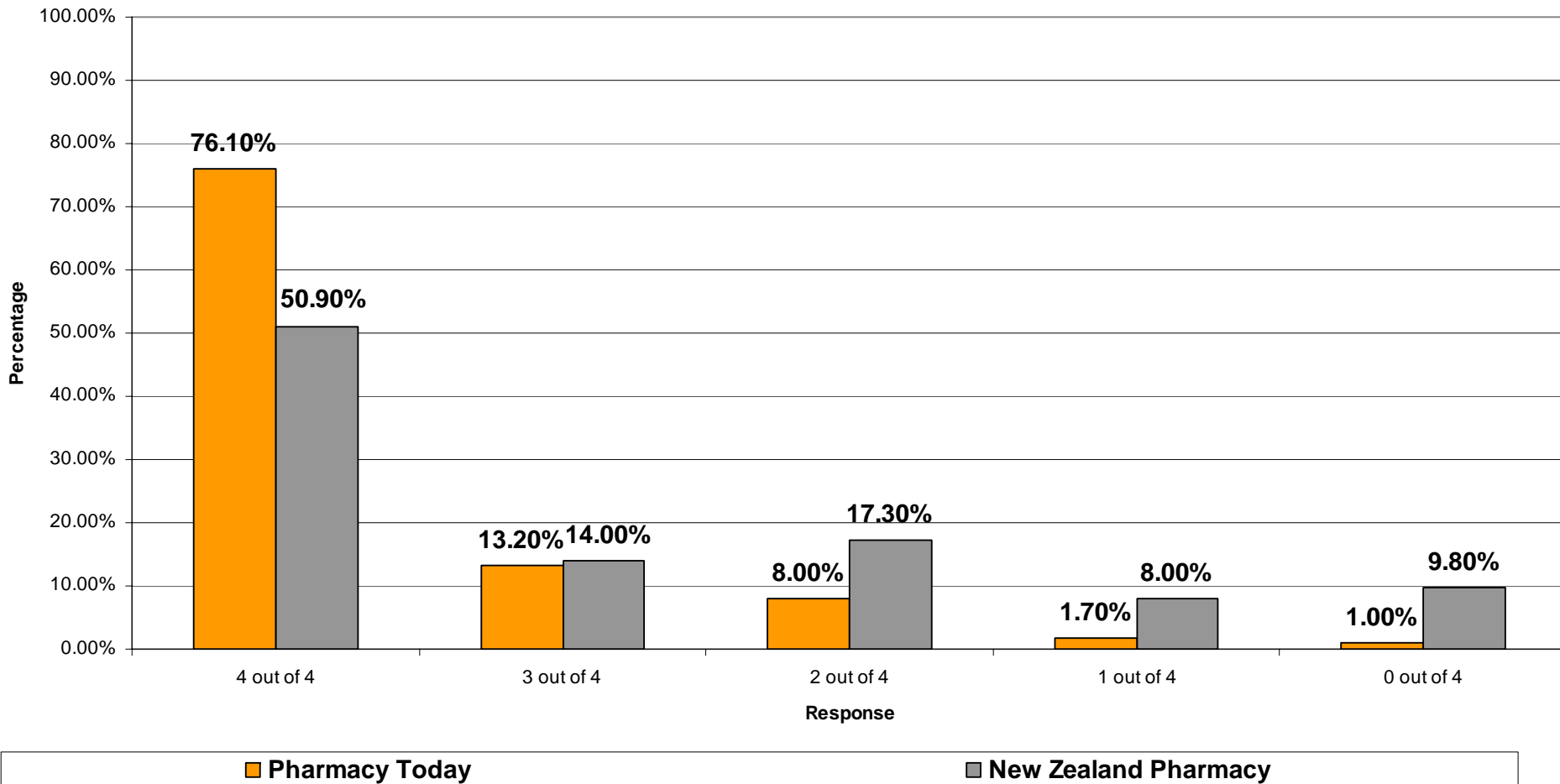


# Do you receive Pharmacy Today?



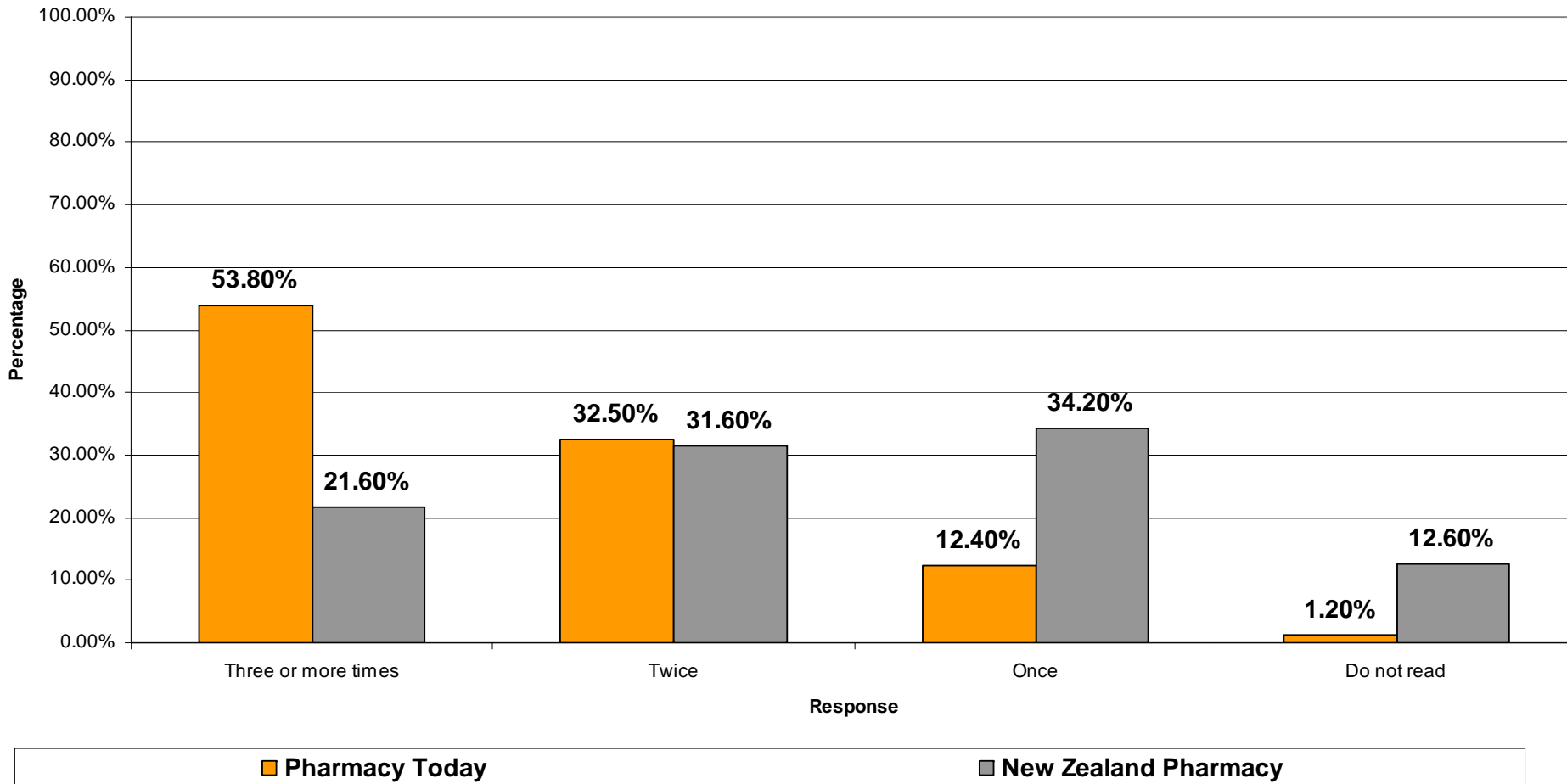


## Of the last 4 issues of this pharmacy publication how many have you read or looked into? (Pharmacist, Retail Manager, Pharmacy Assistant)



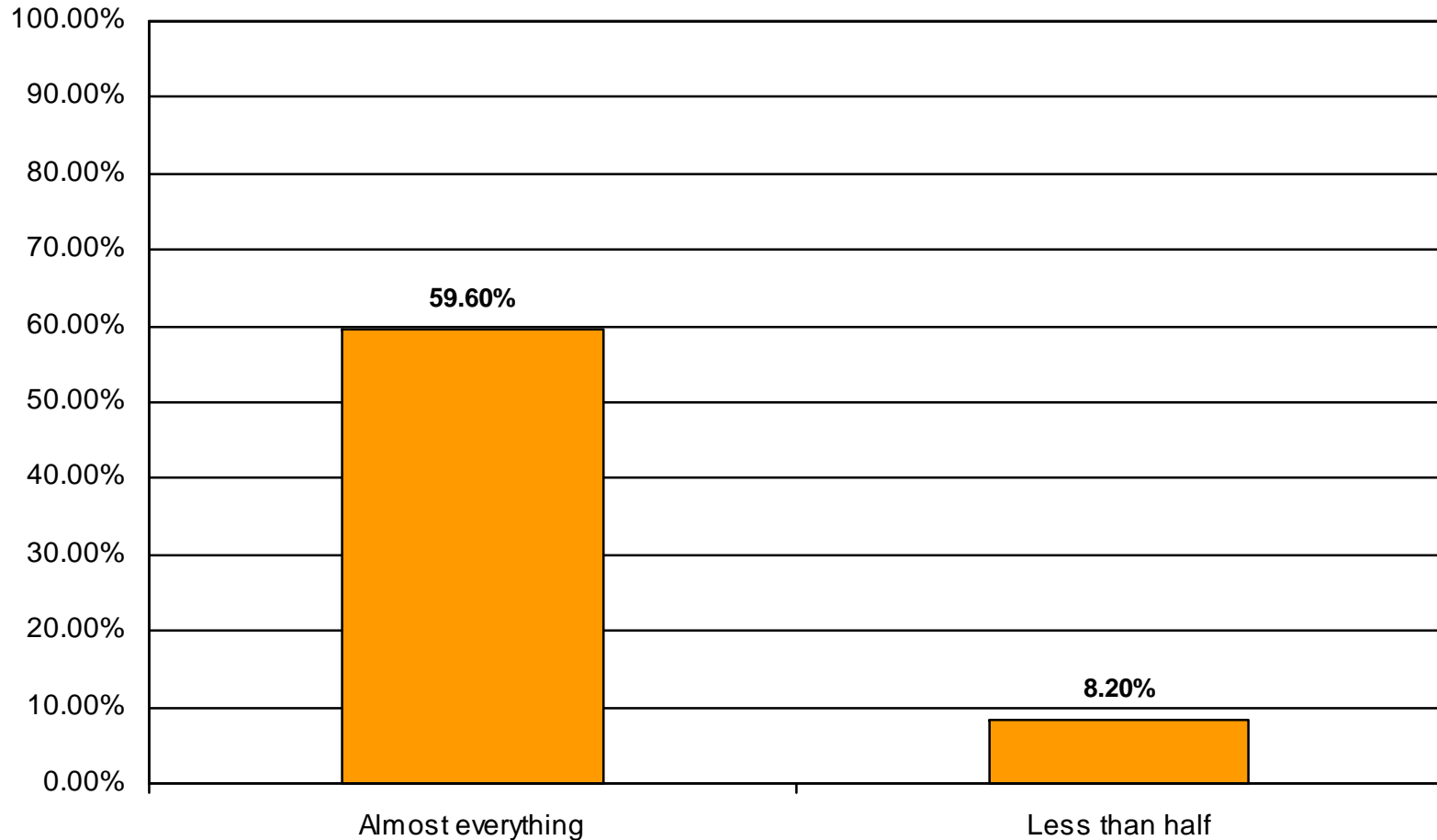


## On average how often do you pick up, read or look at this pharmacy publication each month? (Pharmacist, Retail Manager, Pharmacy Assistant)





# Which of the following best describes how much of Pharmacy Today you usually read?





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