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Public perceptions of pharmacies

The General Pharmaceutical Council

FINAL REPORT

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Executive Summary

Executive Summary

This report contains the findings of a public perceptions survey carried out by Ipsos MORI for the General Pharmaceutical Council (GPhC).

Ipsos MORI interviewed a representative sample of 1,160 members of the general public (aged 15+) in England, Scotland and Wales in their own homes, using Computer Assisted Personal Interviewing (CAPI). The survey was conducted as part of Ipsos MORI's weekly face-to-face omnibus and was completed across two waves between 26 September and 12 October 2014.

Key finding: Trust

Almost nine in ten respondents (87%) say they trust health advice from a pharmacist either a great deal or fair amount. This is a similar proportion to those trusting advice from opticians (88%), dentists (90%) and nurses (91%).

However, the **degree** to which they trust advice differs across professions. The proportion who trust advice from pharmacists a great deal is significantly lower than the other professions (39%), and a further 12% say they do not trust their health advice.

The majority (95%) of respondents say they trust health advice from GPs.

Key finding: Seeking information

Personal contact is seen as key when seeking information on health services. A family doctor/GP was the most common response for all health services asked about. Around three in four would seek information from their GP about flu vaccines (76%) and getting their blood pressure checked (75%); whilst 62% would speak to their GP for advice on medicines and 57% for stopping smoking advice.

Pharmacists are seen as a key source of information for advice on medicines (40% of respondents would speak to a pharmacist about this) and for advice about stopping smoking (15%).

The main reasons for not seeking information from a pharmacist appear to centre on habit. Of those who would not seek information from a pharmacist, just over one in three (36%) say they always go to their GP/practice surgery and a further 15% simply did not think about going to a pharmacy.

Key finding: Current use of pharmacies

Use of pharmacies is relatively high; almost four in five (79%) respondents say they had visited a pharmacy at least once in the last 12 months. Of these,

three in five (59%) last visited a national high street chain or supermarket, and a further 40% visited an independent store.

Medicinal transactions are the most common reasons for the last visit to a pharmacy. Almost two in three (65%) say they last visited a pharmacy to fill/pick up a prescription. Over a quarter (27%) purchased medicines over the counter when they knew what they wanted and 17% purchased medicines when they didn't already know what they wanted.

A small proportion of respondents last visited a pharmacy for advice about either a health problem (9%); or for advice on a health service (5%).

Buying non-medical items such as tissues or food and drink was cited by fewer than one in ten (9%) respondents.

Key finding: Most recent pharmacy experience

When thinking about their last experience of a pharmacy most respondents agree the pharmacy was clean and properly maintained (88%) and that they were able to access the services they needed (86% agree).

Perceptions of pharmacy staff are generally positive. Over four in five (83%) respondents say they were treated with respect. Additionally, staff are seen to be knowledgeable (77% agree) and able to provide the required information and advice (76% agree).

Privacy is an issue for some respondents. Just over three in five (64%) agree their privacy was maintained during their last discussion with a pharmacist; whilst 8% disagree. When asked why they felt their privacy wasn't maintained, most say that did not like talking aloud in front of other or that there was no private room available for discussions.

Background and objectives

1 Background and objectives

Background to this report

This report outlines the findings of research into public perceptions of pharmacies carried out by Ipsos MORI on behalf of the General Pharmaceutical Council (GPhC).

The General Pharmaceutical Council (GPhC) is the independent regulator for pharmacists, pharmacy technicians and pharmacy premises in Great Britain, whose job it is to protect, promote and maintain the health, safety and wellbeing of members of the public by upholding standards and public trust in pharmacy.

Similar to other health sector regulators, the GPhC is keen to understand experiences and expectations of pharmacies, by those using pharmacy services. Ipsos MORI was commissioned by the GPhC to conduct this research.

Aims and objectives

The main aim of this research was to gain an insight into public perceptions of the pharmacy profession. Specifically, the study was designed to gauge how respondents currently use pharmacies and what their opinions were of staff and pharmacies in general. The findings from the report are intended to be used to help determine how the GPhC can improve public understanding and perceptions of the pharmacy profession in the future.

To this end, the key objectives for this research were:

- To determine how the public perceive the pharmacy profession, including how they trust the advice they may receive from pharmacy staff;
- To understand where the public would consider seeking information about specific health services; for example flu vaccinations or medicines advice; and
- To explore the experiences of those visiting pharmacies and using pharmacy services.

Methodology

Ipsos MORI interviewed a representative sample of 1,160 members of the general public (aged 15+) in England, Scotland and Wales. Fieldwork was conducted between the 26th September and 6th October 2014, and between the 9th and 12th of October. The number of responses in Scotland and Wales were boosted slightly to give sufficient numbers to allow for comparisons

across countries where possible. All interviews were conducted face-to-face in respondents' homes using Computer Assisted Personal Interviewing (CAPI).

Quotas were set and data weighted by age, gender and work status to the profile of the population of Great Britain aged 15+.

Findings in this report are based on all respondents (1,160) unless otherwise stated. An asterisk (*) indicates a percentage of less than 0.5% but greater than zero. Where percentages do not add up to 100 this is due to computer rounding or multiple responses. Base sizes of less than 100 should be treated with caution and these results seen as indicative only. Bases of less than 30 are presented as numbers rather than percentages; these should be treated with extreme caution and seen as indicative only.

Where differences in the responses of particular sub-groups are discussed in this report, only those differences that are statistically significant are reported¹.

Structure of the report

This report sets out Ipsos MORI's analysis of responses to the survey.

This first chapter provides details on the background, aims and objectives of the survey, how it was conducted and some technical information on how to interpret the data.

The following chapters provide detailed analysis of responses. Chapter 2 explores the trust in healthcare professionals amongst the public and how pharmacists compare to other health professionals. Chapter 3 examines where members of the public go when seeking information about healthcare. Chapter 4 explores how frequently respondents use community pharmacies, and then looks in more detail at the type of pharmacy last visited and the reason for this visit. The final chapter, Chapter 5, explores respondents most recent experience of a pharmacy. This is followed by the appendices which include topline results and details on statistical reliability.

¹ See Appendices for a guide to statistical significance

Trust in healthcare professionals

2 Trust in healthcare professionals

This chapter examines the level to which the general public trust health advice from pharmacists, in comparison with a range of different healthcare professionals.

Trust in healthcare professionals

Overall, trust in health advice from pharmacists is high.

Almost nine in ten respondents (87%) say they trust health advice from a pharmacist either a great deal or fair amount. This is a similar proportion to those trusting advice from opticians (88%), dentists (90%) and nurses (91%).

However, the **degree** to which they trust advice differs across professions. Around half of respondents say they trust advice from dentists and opticians a **great deal** (50% and 49% respectively) and slightly fewer trust advice from nurses to this extent (45%). Whereas the proportion who trust advice from pharmacists a great deal is significantly lower than the other professions (39%), and a further 12% say they do not trust their health advice.

The vast majority of respondents report trusting health advice from a GP (95% trust advice a great deal/fair amount), this is higher than for other healthcare professionals. This is perhaps not too surprising given the results from Ipsos MORI's latest GP Patient Survey², which shows the vast majority of respondents (93%) have trust in their current GP.

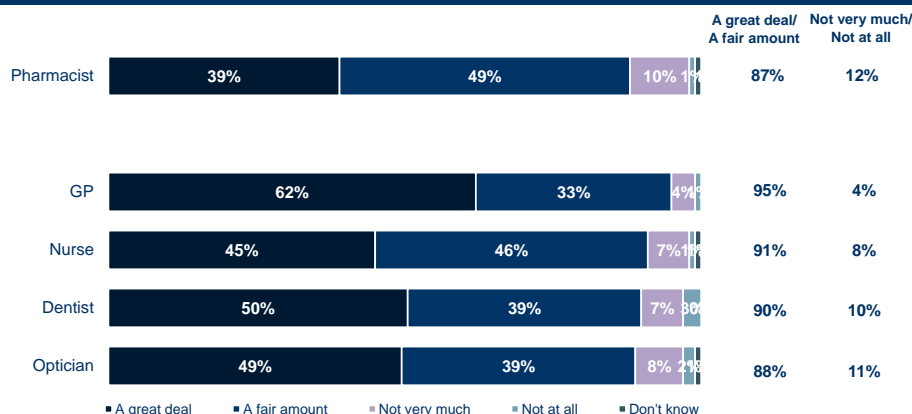
87%



87% of respondents trust health advice from pharmacists

² <https://gp-patient.co.uk/>

Q3. Thinking about the people you may speak to when seeking health advice. To what extent do you trust health advice you may receive from each of the following people:



Base: All respondents aged 15+ (1,160)

Source: Ipsos MORI

Familiarity with pharmacies appears to play a role in trust of the profession. Those who have visited a pharmacy at least once in the last 12 months are more likely to say they trust health advice provided (89% compared with 82% of those who have not visited in the last 12 months).

Additionally, **white respondents** are more likely to trust health advice from pharmacists than respondents from other ethnicities (89% trust a great deal/fair amount compared with 77% of people from a BME background). This is a similar pattern to nurses (92% compared to 83%) but there are no differences by ethnicity for trust in health advice from doctors, opticians or dentists.

More generally, age appears to have a bearing on trust in **all healthcare professionals**. Older respondents are more likely to say they trust the health advice from all the professionals asked. In particular they are more likely to trust health advice from GPs and opticians than their younger counterparts (73% of those aged 65+ say they trust health advice from GPs a great deal, compared with 58% of 18-24 year olds).

Seeking information

3 Seeking information

This chapter firstly examines where respondents would go to seek information about a number of different health services. It then further explores the reasons why respondents would be unlikely to visit a pharmacy for any of the health services asked about.

3.1 Seeking information on health services

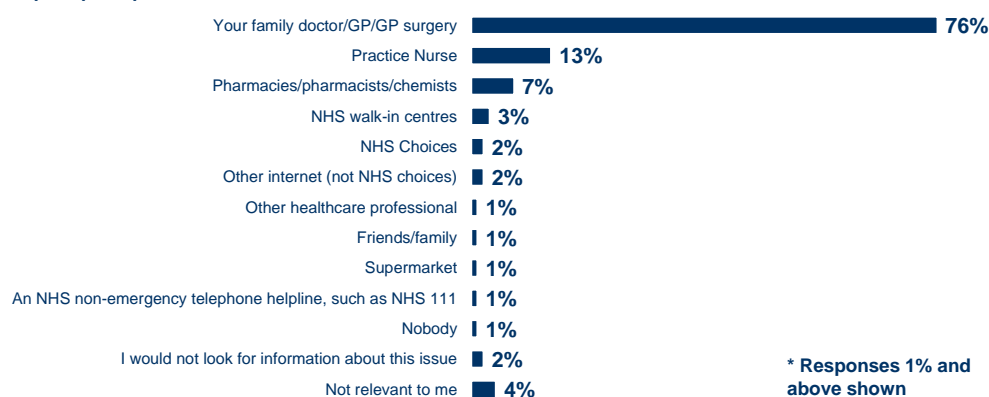
Personal contact is seen as key when seeking information on health services. Respondents are most likely to say they would seek advice from a GP for information on all health services asked about. This ranged from around three in four seeking advice from a GP for flu vaccines (76%) and advice on blood pressure (75%); to around three in five seeking advice on medicines (62%) and stopping smoking (57%).

3.1.1 Flu vaccines

Perhaps unsurprisingly, when seeking information about flu vaccines the majority of respondents say they would contact their family doctor/GP/GP surgery (76%). A further 13% would seek information from a practice nurse, and fewer than one in ten (7%) say they would contact a pharmacy/pharmacist. A small minority say they would seek information from an NHS walk-in centre (3%), NHS Choices website (2%) or another non-NHS website (2%).

Q1a. Who or which organisation, if any, would you contact if you wished to get information about... Flu Vaccines

Unprompted question



Base: All respondents aged 15+ (1,160)

Source: Ipsos MORI

Tendency to seek information from a GP/GP surgery about flu vaccines varies by age. **Older respondents** are more likely to state they would contact their GP/GP surgery for this information (84% of 65+ year olds compared with 67% of those aged 25-34). As older respondents are more likely to visit their GP

regularly³ they may be more familiar with them as a source of health information, and therefore potentially more likely to seek information here.

Respondents who have visited a pharmacy **at least once in the last 3 months** are more likely to seek information on flu vaccines here (9% of those who had visited pharmacy at least once every 3 months compared with 4% who have not visited in the last 12 months).

Additionally, those who **bought medicine or sought health advice** on their last visit to a pharmacy are more likely to use this avenue for information about flu vaccines (12% compared with 7% of respondents who last went to a pharmacy to pick up a prescription).

3.1.2 Advice on medicines

When seeking advice on medicines, just over three in five (62%) respondents say they would contact their GP/GP surgery. **Pharmacies/pharmacists would be the main source of information for two in five (40%) respondents** and a further 7% say they would seek information from a practice nurse. The internet is a source of information for just under one in ten respondents: 6% would look at general websites (non NHS Choices websites) and 3% NHS Choices website.

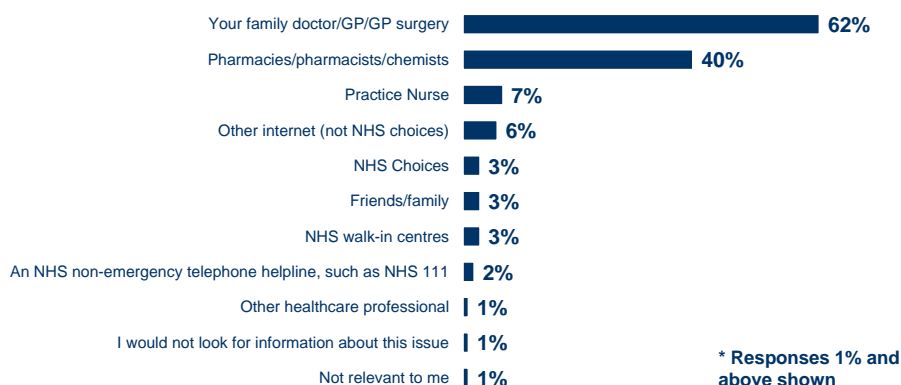
40%



40% of respondents would seek advice on medicines from a pharmacist/pharmacy

Q1b. Who or which organisation, if any, would you contact if you wished to get information about... Advice on medicines

Unprompted question



Base: All respondents aged 15+ (1,160)

Source: Ipsos MORI

How frequently a respondent uses a pharmacy appears to influence where they would seek information for advice on medicines. Those who have visited a pharmacy **at least once in the last 12 months** are more likely to say they would visit a pharmacy for advice on medicines (44% compared with 23% of those who have not visited in the last 12 months). Whereas those who have not visited a pharmacy in the last 12 months are more likely to seek advice on

³ Results from the latest Ipsos MORI GP Patient Survey shows that 63% of patients aged 65+ have visited their GP in the last 3 months, compared with 45% of those aged 18 to 24.

medicines from their GP/GP practice (70% compared with 59% of those who have visited a pharmacy at least once in the last 12 months).

Social grade also appears to affect where respondents would seek information. Those from **ABC1 backgrounds** are more likely to seek information from a pharmacy about advice on medicines (44% compared with 34% from C2DE backgrounds). Whereas those from **C2DE backgrounds** are more likely to seek information from their GP/GP practice (66% compared with 58% from ABC1 backgrounds).

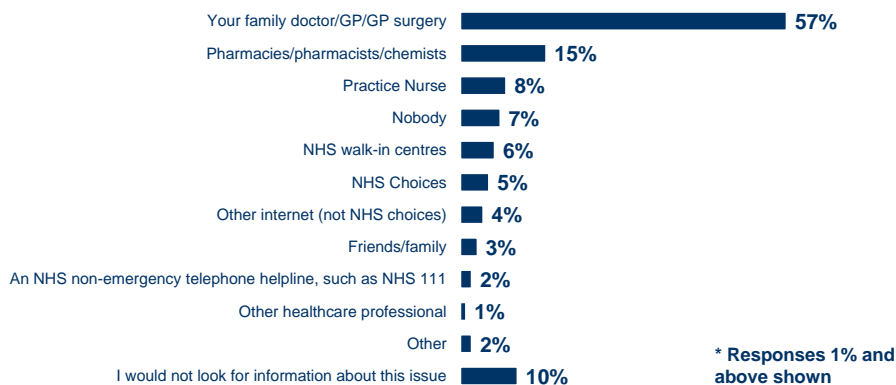
3.1.3 Stopping smoking

Around two in five (39%) respondents said a stop smoking service was not relevant to them and therefore results have been re-based to remove these respondents.

Again, a GP/GP surgery would be the place for contact for respondents seeking information on stopping smoking (57%). **Pharmacies are seen as a source of information by 15% of respondents**, while fewer than one in ten (8%) say they would seek information from a practice nurse. Additionally, one in ten (10%) say they would not look for information about this issue.

Q1c. Who or which organisation, if any, would you contact if you wished to get information about... Stopping smoking. NB: Rebased to remove those who this service is not relevant to

Unprompted question



Base: All respondents aged 15+ who this service was relevant to them (730)

Source: Ipsos MORI

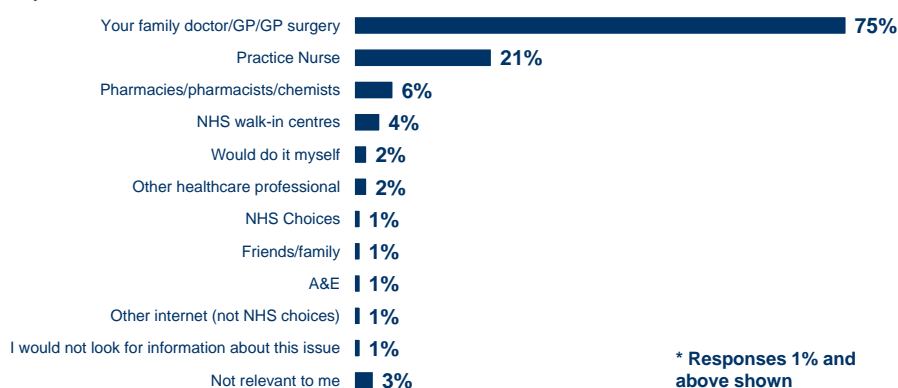
Location appears to influence where respondents would go to seek information on stopping smoking. Respondents from England are more likely to speak with their GP about this health issue (58% compared with 42% of Welsh respondents). Scottish respondents are more likely to speak with a pharmacist (24% compared with 7% of Welsh and 14% of English respondents); whilst Welsh respondents are more likely to say they would not look for information on this at all (28% compared with 10% English and 8% of Scottish respondents).

3.1.4 Having your blood pressure checked

When thinking about getting their blood pressure checked, a GP/GP surgery is the most likely source of information; three in four (75%) respondents say they would seek information here. One in five (21%) say they would speak to a practice nurse for information and a small minority (6%) reported they would speak to a pharmacist/pharmacy.

**Q1d. Who or which organisation, if any, would you contact if you wished to get information about...
Having your blood pressure checked**

Unprompted question



Base: All respondents aged 15+ (1,160)

Source: Ipsos MORI

Respondents aged 65 and over are more likely to seek information about getting their blood pressure checked from their GP/GP surgery (81%) or a practice nurse (22%), compared to their younger counterparts.

Scottish respondents are more likely to speak with a practice nurse about getting their blood pressure checked than Welsh respondents (26% compared with 11% of Welsh respondents). Whereas Welsh respondents would most likely speak with a GP about this health service (85% compared with 75% English and 73% of Scottish respondents).

3.2 Reasons for not seeking information from a pharmacy

Those who would not speak to a pharmacy/pharmacist for information about at least three of the four health services were asked why they would not consider this option.

Habit appears to be a key factor in why respondents would not seek information on specific health services from a pharmacy. Just over one in three (36%) say they always go to their GP/practice surgery and a further 15% simply did not think about going to a pharmacy.

Access to a pharmacy is seen as an issue for one in ten (10%) respondents.

Reasons concerning **familiarity and trust** with a pharmacy/pharmacist appear to be a problem for some. For example, a small minority (7%) say they do not have a pharmacist they personally know or trust, and 6% are either not aware pharmacists gave advice or do not trust their advice.

Q2. Can I just check, why would you not be likely to get information from a pharmacy on some of the issues that I just mentioned?

Unprompted question



Base: All respondents aged 15+ who would not seek information from a pharmacy for at least three of the health services (822)

Source: Ipsos MORI

As may be expected, **older respondents** are more likely to say they always go to their GP/practice surgery (49% 65+ compared with 25% 18-24 year olds).

Those who visit a pharmacy **at least once a month** are more likely to say they always go to their GP/practice surgery (41% compared with 29% who visit the pharmacy every 2-3 months).

White respondents are more likely to say they simply did not think about going to a pharmacy (16% compared with 7% BME). Whereas respondents from BME groups are more likely to say they do not have a pharmacist they know personally and would trust (15% compared with 6% white).

Additionally, access to a pharmacy appears to be a particular issue for English respondents (11% say this compared with 2% Welsh and 3% of Scottish respondents).

36%



36% of those who would not seek advice from a pharmacy say they always go to their GP

Current use of pharmacies

4 Current use of pharmacies

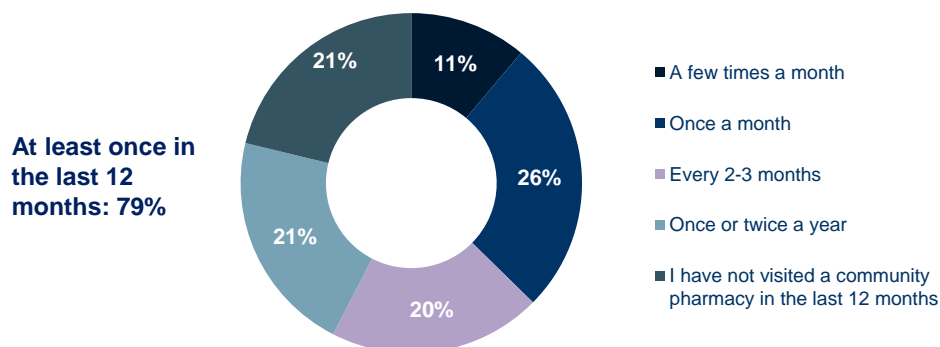
This chapter concerns respondent's current use of pharmacies. Firstly, it examines how frequently respondents use pharmacies. It then focuses specifically on those who have visited a pharmacy at least once in the last 12 months to explore where they last visited and for what reasons.

4.1 Frequency of use

Use of pharmacies is relatively high, with almost four in five (79%) respondents reporting to have visited a pharmacy **at least once in the last 12 months**.

Over a third (37%) report to have visited a pharmacy at least once a month. Whilst one in five (20%) say they have visited a community pharmacy 2 or 3 times over the last 12 months, and a similar proportion (21%) once or twice a year. Just over one in five (21%) say they have not visited a community pharmacy in the last 12 months.

Q4. Approximately how often have you visited a community pharmacy in the last 12 months or so?



Base: All respondents aged 15+ (1,160)

Source: Ipsos MORI

Older respondents are more likely to have visited a pharmacy in the last 12 months. Over four in five (82%) of those aged 65 and over say that they have visited their pharmacy in the last 12 months, compared with 73% of 18-24 year olds. As mentioned previously, those aged 65 and above generally visit their GP more regularly, and therefore need to visit pharmacies afterward in order to collect their prescriptions.

Additionally, **white respondents** are more likely to have visited a pharmacy in the last 12 months than those from BME groups (80% compared with 65% of those from BME groups).

4.2 Location of last pharmacy visited

Respondents who reported to have visited a pharmacy at least once in the last 12 months were then asked specific questions specifically about their last visit to a pharmacy.

Pharmacies located in **high street stores or within supermarkets** are the most commonly visited community pharmacy. Just over two in five (44%) respondents last visited a national high street chain, and a further 15% visited a pharmacy located in a supermarket. Two in five (40%) say they last visited an independent shop/pharmacy/chemist and a small minority (2%) did not know the exact location.

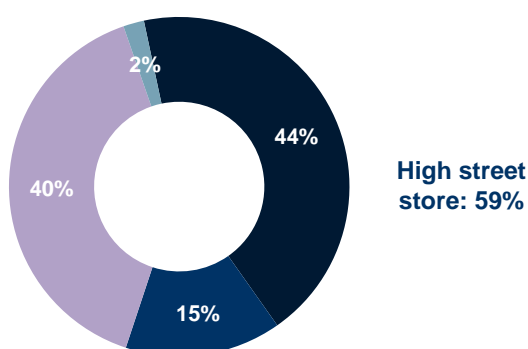
59%



59% of respondents, who visited a pharmacy in the last 12 months, last visited a pharmacy located in a high street store

Q5. Thinking about the last time you visited a community pharmacy. In which of the following locations was the community pharmacy?

- A national high street chain (e.g. Boots, Lloyds, etc)
- In a supermarket
- An independent shop/chemist/pharmacy
- Don't know



Base: All respondents who visited a pharmacy at least once in the last 12 months (903)

Source: Ipsos MORI

Differences in the type of pharmacy last visited are apparent **between the three nations**. Welsh and Scottish respondents are more likely to have last visited a national high street chain like Boots or Lloyd's (64% of Welsh and 54% of Scottish respondents compared with 42% of English respondents). Whereas English respondents are more likely to have last visited a pharmacy located in a supermarket (16% of English respondents compared with 6% of Welsh and 5% of Scottish respondents).

4.3 Reason for last visit to pharmacy

Medicinal transactions are common reasons for last visiting a pharmacy. Almost two in three (65%) say they last visited a pharmacy to fill/pick up a prescription, whilst over a quarter (27%) of respondents purchased medicines over the counter when they already knew what they needed, and a further 17% purchased medicines over the counter when they didn't already know what they needed.

Seeking health advice from a pharmacy was cited by a small proportion. Fewer than one in ten (9%) said they last visited a pharmacy for advice about a health problem, and even less so for advice about a health service to use (5%).

Buying non-medical items such as tissues or food and drink was cited by fewer than one in ten (9%) respondents.

These findings are perhaps unsurprising. A recent report by NHS England recognised that pharmacies are an under-used resource for health advice, and that the expertise of pharmacists needs to be further harnessed to help reduce burden on other urgent care services⁴.

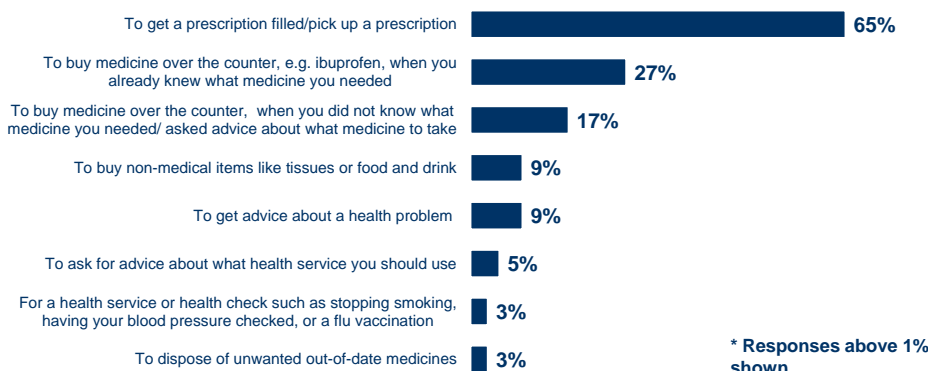
65%



65% of respondents, who visited a pharmacy in the last 12 months, did so to fill/pick up a prescription

Q6. Thinking about the last time you visited a community pharmacy, which of these things did you visit the pharmacy for, if any?

Prompted question



Base: All respondents who visited a pharmacy at least once in the last 12 months (903)

Source: Ipsos MORI

4.3.1 Filling in/picking up a prescription:

Older respondents are more likely to visit a pharmacy to fill out/pick up a prescription. Almost four in five (78%) of those aged 65 and over cited this as the reason for their last visit, compared to just over half (51%) of 18-24 year olds. As previously discussed, older people may be more likely to use GP services regularly and may require more prescriptions than younger groups.

Respondents who visit pharmacies **at least once a month** are also more likely to visit to pick up a prescription (77% compared with 44% of respondents who visit once or twice a year).

Whilst those who last visited **an independent shop/chemist/pharmacy** are more likely to do so to fill out or collect their prescriptions (73% compared with 60% of those who visited a national high street store).

4.3.2 Buying medicines over the counter when you already know what medicine you needed:

⁴ <http://www.nhs.uk/NHSEngland/keogh-review/Documents/UECR.Ph1Report.FV.pdf>

Full-time workers are more likely to visit pharmacies to buy medicines over the counter when they already know what they need. For example, just under a third (32%) of full-time workers gave this as a reason for their last pharmacy visit compared with 21% of retired respondents.

Those who have obtained **higher education levels** (A-Level or equivalent) are also more likely to have visited a pharmacy for this reason than those with no formal qualifications (36% compared with 18% of those with no formal qualifications).

4.3.3 Buying medicines over the counter when you did not know what medicine you needed

Respondents from **ABC1 backgrounds** are more likely to visit pharmacies to buy medicines over the counter when they did not know what they needed. Just under one in five (19%) of respondents from ABC1 backgrounds cited this reason compared to 13% of C2DE respondents.

4.3.4 To get advice about a health problem

Respondents who identified themselves as having a **disability** are more likely to visit a pharmacy to get advice about a health problem (18% of respondents with a disability last visited a pharmacy for this reason, compared with 8% of respondents without a disability).

There are no other major significant differences between sub groups for other reasons cited.

Most recent pharmacy experience

5 Most recent pharmacy experience

This chapter explores respondents' most recent experience of visiting a pharmacy. Respondents were asked to comment on a number of different aspects of their last pharmacy visit. In cases where respondents reported a more negative experience, they were asked why they felt this was the case.

5.1 Recent experience of pharmacy service

The GPhC sets standards for both pharmacy professionals and pharmacy businesses. . Some of these standards were used as a basis to examine the overall experience respondents had when last visiting a pharmacy.

Most respondents agree that the pharmacy was clean and properly maintained (88%), and a similar proportion say they were able to access the pharmacy services they needed (86%).

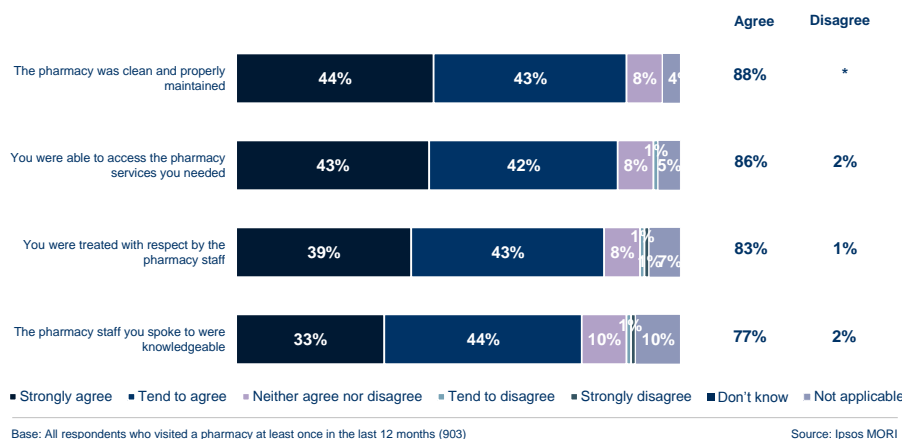
Perceptions of the pharmacy staff are also generally positive; with over four in five (83%) saying they were treated with **respect**. Pharmacy staff are also perceived to be **knowledgeable** (77% agreed) and able to provide **required information and advice** (76% agreed).

Although a large proportion agreed their privacy was maintained during discussions with pharmacy staff, this is seen as an issue by some. Just over three in five (64%) agree that their privacy was maintained during their last visit; with 8% of respondents disagreeing with this. When asked why they felt their privacy wasn't maintained, most said they did not like talking aloud in front of others/there was no private place to discuss issues with pharmacist (36 people said this)⁵.

Very few respondents reported a negative experience during their last interaction with a pharmacy. In instances where overall agreement was lower for a particular aspect this is primarily due to respondents saying the aspect was not applicable to them. In these cases respondents are more likely to have visited a pharmacy to purchase a non-medical item or pick up a prescription, and it is probable they did not have, nor expect to have, an in depth interaction with pharmacy staff.

⁵ Please note, few respondents disagreed with each of the standards therefore few reasons were cited at Q8C. Results for Q8 have not been presented separately in this chapter of the report, but can be found in the topline in the appendix.

Q7. Thinking about the last time that you asked for help or advice at the pharmacy, to what extent do you agree or disagree that:

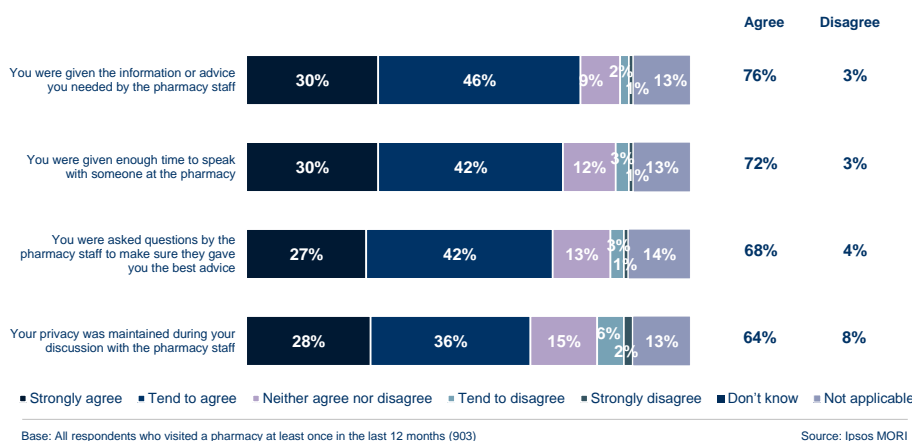


64%



64% of respondents felt their privacy was maintained during their last discussion with a pharmacist

Q7. Thinking about the last time that you asked for help or advice at the pharmacy, to what extent do you agree or disagree that:



Respondents in England are more likely than those in Scotland to report a more positive recent pharmacy experience. In particular, English respondents are more likely to say they were given enough time to speak with pharmacy staff (73% agreed compared with 58% of Scottish respondents), they were given information or advice they needed (77% compared to 65% of Scottish respondents) and that staff were knowledgeable (78% compared with 67% of Scottish respondents).

Scottish respondents are particularly less likely to say they were treated with respect by pharmacy staff than respondents in England and Wales (74% agreed compared with 89% Welsh and 83% English respondents).

Additionally, those who last visited an independent pharmacy are more likely to say the pharmacy staff were knowledgeable (82% compared with 75% national high street chain), that they provided required information and advice (81% compared to 74% national high street chain) and that their privacy was maintained (70% compared with 61% national high street chain). This may be a result of a more personal service provided at an independent store rather than the larger high street chains.

Appendices

6 Appendices

6.1 Topline findings

GPhC Public Perceptions Survey Topline

- Results are based on interviews with 1,160 members of the public aged 15+ across England, Scotland and Wales.
- Interviews were conducted between 26 September and 6 October 2014, and 9 – 12 October. Results are based on all respondents (1,160) unless otherwise stated.
- All interviews were conducted face-to-face in respondents' homes and by CAPI (computer-assisted personal interviewing).
- Data are weighted by age, gender and work status to the profile of the GB population aged 15+
- Where results do not sum to 100, this may be due to multiple responses, or computer rounding.
- Results are based on all respondents unless otherwise stated.
- Questions with a base below 30 have been reported as raw numbers rather than percentages.
- An asterisk (*) represents a value of less than one half of one percent, but not zero.

Q1A. Who or which organisation, if any, would you contact if you wished to get information about...

UNPROMPTED QUESTION

Flu Vaccines

	%
Your family doctor/GP/GP surgery	76
Practice Nurse	13
Pharmacies/pharmacists/chemists	7
NHS walk-in centres	3
NHS Choices	2
Other internet (not NHS choices)	2
Other healthcare professional	1
Friends/family	1
Supermarket	1
An NHS non-emergency telephone helpline, such as NHS 111	1
A&E	*
Hospital/NHS	*
Through work/employer	*
Would do it myself	*
Other	*

Nobody	1
I would not look for information about this issue	2
Not relevant to me	4

Q1B. Who or which organisation, if any, would you contact if you wished to get information about...
UNPROMPTED QUESTION

Advice on medicines

	%
Your family doctor/GP/GP surgery	62
Pharmacies/pharmacists/chemists	40
Practice Nurse	7
Other internet (not NHS choices)	6
NHS Choices	3
Friends/family	3
NHS walk-in centres	3
An NHS non-emergency telephone helpline, such as NHS 111	2
Other healthcare professional	1
A&E	*
Hospital/NHS	*
NHS Direct	*
Would do it myself	*
Through work/employer	-
Supermarket	-
Other	*
Nobody	*
I would not look for information about this issue	1
Not relevant to me	1

Q1C. Who or which organisation, if any, would you contact if you wished to get information about...
UNPROMPTED QUESTION

Stopping smoking

	%
Your family doctor/GP/GP surgery	35
Pharmacies/pharmacists/chemists	9
Practice Nurse	5
NHS walk-in centres	4
NHS Choices	3
Other internet (not NHS choices)	2
Friends/family	2
Other healthcare professional	1
An NHS non-emergency telephone helpline, such as NHS 111	1
A&E	*
Hospital/NHS	*
Would do it myself	*
Through work/employer	-
Supermarket	-

Other	1
Nobody	4
I would not look for information about this issue	6
Not relevant to me	39

Q1C.1 Who or which organisation, if any, would you contact if you wished to get information about...
UNPROMPTED QUESTION

Stopping smoking

Base: All respondents who this service is relevant to them (730)

	%
Your family doctor/GP/GP surgery	57
Pharmacies/pharmacists/chemists	15
Practice Nurse	8
NHS walk-in centres	6
NHS Choices	5
Other internet (not NHS choices)	4
Friends/family	3
An NHS non-emergency telephone helpline, such as NHS 111	2
Other healthcare professional	1
A&E	*
Hospital/NHS	-
Would do it myself	-
Through work/employer	-
Supermarket	-
Other	2
Nobody	7
I would not look for information about this issue	10

Q1D. Who or which organisation, if any, would you contact if you wished to get information about...
UNPROMPTED QUESTION

Having your blood pressure checked

	%
Your family doctor/GP/GP surgery	75
Practice Nurse	21
Pharmacies/pharmacists/chemists	6
NHS walk-in centres	4
Would do it myself	2
Other healthcare professional	2
NHS Choices	1
Friends/family	1
A&E	1
Other internet (not NHS choices)	1
An NHS non-emergency telephone helpline, such as NHS 111	*
Hospital/NHS	*
Through work/employer	*
Supermarket	*
Other	*

Nobody	*
I would not look for information about this issue	1
Not relevant to me	3

Q2.

Can I just check, why would you not be likely to get information from a pharmacy on some of the issues that I just mentioned?

UNPROMPTED QUESTION

Base: All respondents who would not seek information from a pharmacy for at least three of the health services mentioned in Q1 (822)

	%
Always go to my GP/practice surgery	36
Did not think about going to a pharmacy	15
Do not live near one / none nearby	10
Do not have a pharmacist I know personally / would trust	7
Did not know they gave advice / not aware could do this / thought only handed out medicines	6
Do not trust advice from pharmacists / not fully trained staff / not as good as GPs	6
Not open at convenient times	4
No privacy / do not like talking aloud / in front of others	4
Do not like going to pharmacy	3
I would be worried about receiving advice from a pharmacy	3
Would prefer to just buy medicines	3
I'm capable of treating myself and don't need advice	2
Would not go anywhere for advice / would wait to see if condition	1
They have financial interests in the products they sell	1
Prefer to go elsewhere for advice [NET]	2
Would check online	1
Would ask family member/relatives	*
Other	*
Lack of mobility	*
Language barriers	*
Would ask family member/relatives	*
Would check online	*
Other	1
Don't know	6

Q3.

Thinking about the people you may speak to when seeking health advice. To what extent do you trust health advice you may receive from each of the following people:

	A great deal	A fair amount	Not very much	Not at all	Don't know
	%	%	%	%	%
a) GP	62	33	4	1	*
b) Nurse	45	46	7	1	1

c) Optician	49	39	8	2	1
d) Pharmacist	39	49	10	1	1
e) Dentist	50	39	7	3	*

I would like to ask you a few questions about community pharmacies. These may be independent chemists, high street pharmacy chains, or pharmacies located in either high street stores or in supermarkets.

Q4. Approximately how often have you visited a community pharmacy in the last 12 months or so?

	%
A few times a month	11
Once a month	26
Every 2-3 months	20
Once or twice a year	21
At least once in the last 12 months	79
I have not visited a community pharmacy in the last 12 months	21

Q5. Thinking about the last time you visited a community pharmacy. In which of the following locations was the community pharmacy?

Base: All respondents who visited a pharmacy at least once in the last 12 months (903)

	%
A national high street chain (e.g. Boots, Lloyds, etc.)	44
An independent shop/chemist/pharmacy	40
In a supermarket	15
Don't know	2

Q6. Thinking about the last time you visited a community pharmacy, which of these things did you visit the pharmacy for, if any?

Base: All respondents who visited a pharmacy at least once in the last 12 months (903)

	%
To get a prescription filled/pick up a prescription	65
To buy medicine over the counter, e.g. ibuprofen, when you already knew what medicine you needed	27
To buy medicine over the counter, when you did not know what medicine you needed/ asked advice about what medicine to	17
To buy non-medical items like tissues or food and drink	9
To get advice about a health problem	9
To ask for advice about what health service you should use	5
For a health service or health check such as stopping smoking, having your blood pressure checked, or a flu vaccination	3
To dispose of unwanted out-of-date medicines	3
Other	*
None of these	-
Don't know	*

Can't remember

2

Q7. Thinking about the last time that you asked for help or advice at the pharmacy, to what extent do you agree or disagree that:

Base: All respondents who visited a pharmacy at least once in the last 12 months (903)

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Not applicable	AGREE	DIS-AGREE
		%	%	%	%	%	%	%	%	%
a)	The pharmacy staff you spoke to were knowledgeable	33	44	10	1	1	*	10	77	2
b)	You were given the information or advice you needed by the pharmacy staff	30	46	9	2	1	*	13	76	3
c)	Your privacy was maintained during your discussion with the pharmacy staff	28	36	15	6	2	*	13	64	8
d)	You were given enough time to speak with someone at the pharmacy	30	42	12	3	1	*	13	72	3
e)	You were asked questions by the pharmacy staff to make sure they gave you the best advice	27	42	13	3	1	*	14	68	4
f)	You were treated with respect by the pharmacy staff	39	43	8	1	1	*	7	83	1
g)	The pharmacy was clean and properly maintained	44	43	8	*	*	*	4	88	*
h)	You were able to access the pharmacy services you needed	43	42	8	1	*	*	5	86	2

Due to small base sizes, the following questions are presented as raw figures, with no weighting added

Q8A. You said you disagreed that the pharmacy staff you spoke to were knowledgeable. Why did you disagree with this?
UNPROMPTED QUESTION

Base: Respondents who disagreed that the pharmacy staff they spoke to were knowledgeable (6)

	n
Was given the wrong advice/wrong medication	3
Do not trust advice from pharmacists/not fully trained	1
They were too young	1
No answer	1

Q8B. You said you disagreed that you were given the information or advice you needed by the pharmacy staff. Why did you disagree with this?
UNPROMPTED QUESTION

Base: Respondents who disagreed they were given the information or advice they needed by the pharmacy staff (7)

	n
Was given the wrong advice/wrong medication	2
Do not trust advice from pharmacists/not fully trained	1
Didn't understand what I was saying	1
I didn't ask for information	1
Don't know	2

Q8C. You said you disagreed that your privacy was maintained during your discussion with the pharmacy staff. Why did you disagree with this?
UNPROMPTED QUESTION

Base: Respondents who disagreed their privacy was maintained during their discussion with the pharmacy staff (47)

	n
Privacy issues	
No privacy/do not like talking aloud/in front of others/at the counter	36
Was waiting in a queue	4
The shop is always busy	2
Was given the wrong advice/wrong medication	1
Pharmacist was busy/did not have time to listen	1
Staff are unhelpful/don't speak to you/don't offer advice	1
They ask to confirm your address	1
Personal experience	1
No answer	1

Q8D. You said you disagreed that you were given enough time to speak with someone at the pharmacy. Why did you disagree with this?
UNPROMPTED QUESTION

Base: Respondents who disagreed they were given enough time to speak with someone at the pharmacy (11)

	n
Pharmacist was busy/did not have time to listen	5
Long queues/lack of staff to help	5
No privacy/do not like talking aloud/in front of others/at the counter	2
The shop is always busy	1
Don't know	2

Q8E. You said you disagreed that you were asked questions by the pharmacy staff to make sure they gave you the best advice. Why did you disagree with this?
UNPROMPTED QUESTION

Base: Respondents who disagreed they asked questions by the pharmacy staff to make sure they gave the best advice (17)

	n
Staff are unhelpful/don't speak to you/don't offer advice	5
Do not trust advice from pharmacists/not fully trained	4
I didn't ask for information on this occasion	2
Was given the wrong advice/wrong medication	1
The shop is always busy	1
Pharmacist was busy/did not have time to listen	1
The pharmacist did not go into enough detail	1
Pharmacist was charging for medication that is meant to be free	1
I always go to the pharmacy	1

Q8F. You said you disagreed that you were treated with respect by the pharmacy staff. Why did you disagree with this?
UNPROMPTED QUESTION

Base: Respondents who disagreed they were treated with respect by the pharmacy staff (7)

	n
Do not trust advice from pharmacists/not fully trained	2
Staff are unhelpful/don't speak to you/don't offer advice	2
Long queues/lack of staff to help	2
Was given the wrong advice/wrong medication	1
Pharmacists do not know who you are	1
Refused	1

Q8G. You said you disagreed that the pharmacy was clean and properly maintained. Why did you disagree with this?

UNPROMPTED QUESTION

Base: Respondents who disagreed the pharmacy was clean and properly maintained (4)

	n
Pharmacy not clean	2
No properly maintained	1
Other	1

Q8H. You said you disagreed that you were able to access the pharmacy services you needed. Why did you disagree with this?

UNPROMPTED QUESTION

Base: Respondents who disagreed they were able to access the pharmacy services they needed (6)

	n
Was given the wrong advice/wrong medication	2
Staff are unhelpful/don't speak to you/don't offer advice	1
They didn't have what I wanted	1
Did not provide prescriptions for children service	1
Did not recognise the payment card I wanted to use	1

DEMOGRAPHICS

D1. GENDER

	%
Male	49
Female	51

D2 Which of the age groups on this card applies to you?

	%
15-17	2
18-24	13
25-34	17
35-44	16
45-54	17
55-64	14
65+	21

D3 Which statement on this card best applies to you?

	%
WORKING	
Working – Full time (30+ hrs/wk)	39
Working – Part time (8-29 hrs/wk)	10
Self-employed	5
NOT WORKING	
Housewife/house husband	5
Retired	24
Still in education	8
Unemployed	4
Other	5

D4 SOCIAL GRADE

	%
AB	27
C1	27
C2	22
DE	25
ABC1	54
C2DE	46

D5 Government office region

	%
England	86
East midlands	7
Eastern	10
London	13
North East	4
North West	11
South East	14
South West	9
West midlands	9
Yorkshire and Humberside	9
Scotland	9
Wales	5

D6 Highest education level achieved

	%
GCSE / O-Level / CSE / NVQ12	27
A-Level or equivalent	21
Degree / Master / PHD	28
No formal qualification	15

D7 Ethnicity

	%
White	87
Non-White / BME	12

D8 Do you consider yourself to have a disability?

	%
Yes	11
No	87
Refused	1

6.2 Statistical reliability

It should be remembered that a sample and not the entire population of adults living in Great Britain has been interviewed. Consequently, all results are subject to potential margins of error.

For example, for a question where 50% of the people in a weighted sample of 1,160 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than plus or minus two percentage points from the result that would have been obtained if the entire population was asked (using the same procedures). That is, there is a margin of error of plus or minus two percentage points at the 95% confidence level.

An indication of approximate sampling tolerances is given below.

Table 1: Sampling tolerances for overall sample

Approximate sampling tolerances applicable to percentages at or near these levels (at the 95% confidence level)			
Size of sample or sub-group on which survey result is based	10% or 90%	30% or 70% ±	50% ±
1,160 respondents	2	3	3
Source: Ipsos MORI			

This survey used a quota sampling approach. Strictly speaking the tolerances applied here apply only to random samples with an equivalent design effect. In practice, good quality quota sampling has been found to be as accurate.

Tolerances are also involved in the comparison of results between different elements of the sample. A difference must be of at least a certain size to be statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons between sub-groups.

Table 2: Sampling tolerances for sub groups

Differences required for significance at the 95% confidence level at or near these percentages			
	10% or 90%	30% or 70%	50%
156 (18-24 years old) vs. 245 (65+)	6	9	10
Source: Ipsos MORI			

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