



## Reaching **Brooks** Pharmacy Best Customer Prospects In the Boston Market

Presented by:  
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WBZ News Radio 1030

# Who is the Brooks Pharmacy Customer in the Boston Market?

**Gender split is nearly 50/50 Male/Female.**

Report: TARGET PROFILE REPORT  
 Market: BOSTON, MA for JUN-JUL/NOV-DEC 2005  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: DRUG STORE SHOP PAST 6 MONTHS--BROOKS PHARMACY

THE MEDIA AUDIT

All Groups

Base Population: 4,037,000

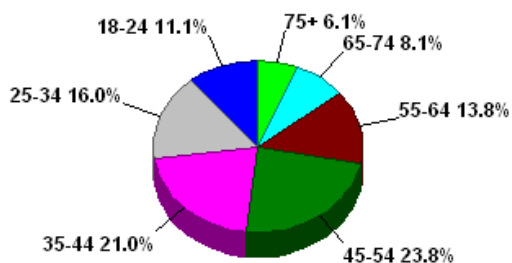
% In Target: 31.5%

Target Persons: 1,272,300



## Customer Profile

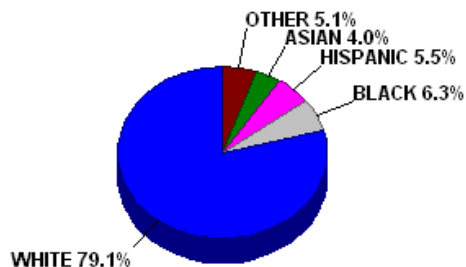
Age Analysis



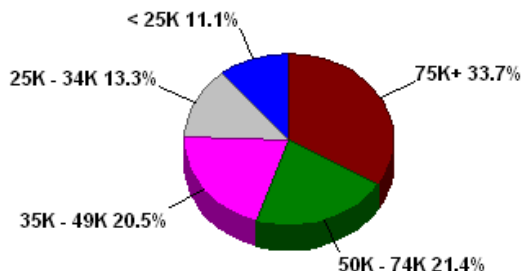
Gender Profile



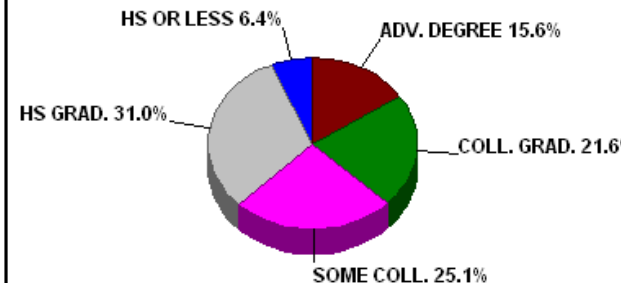
Ethnicity Profile



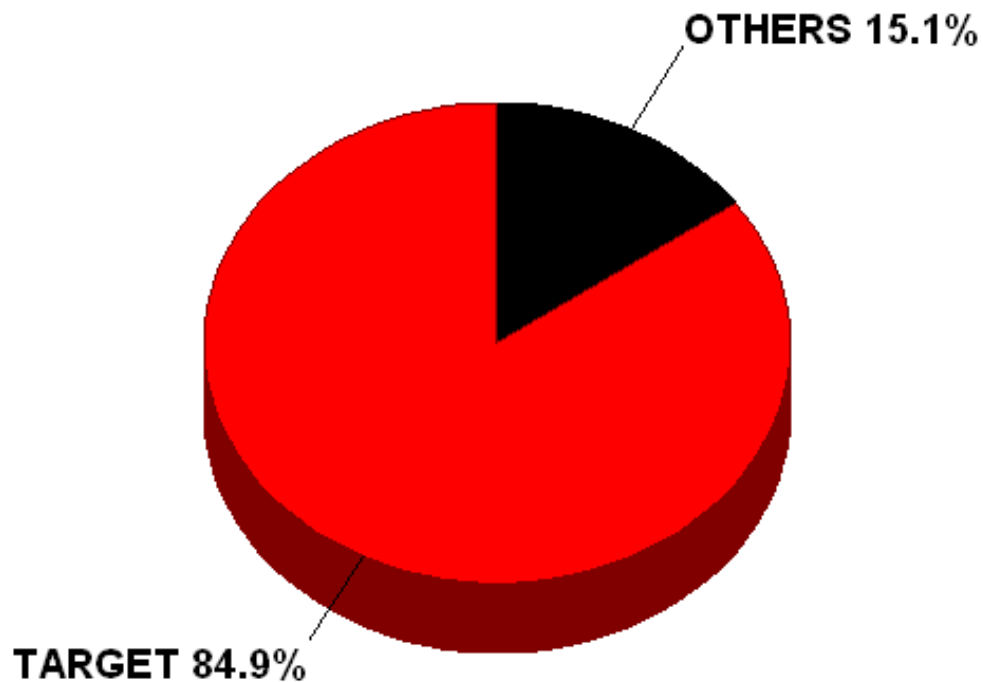
Annual Income



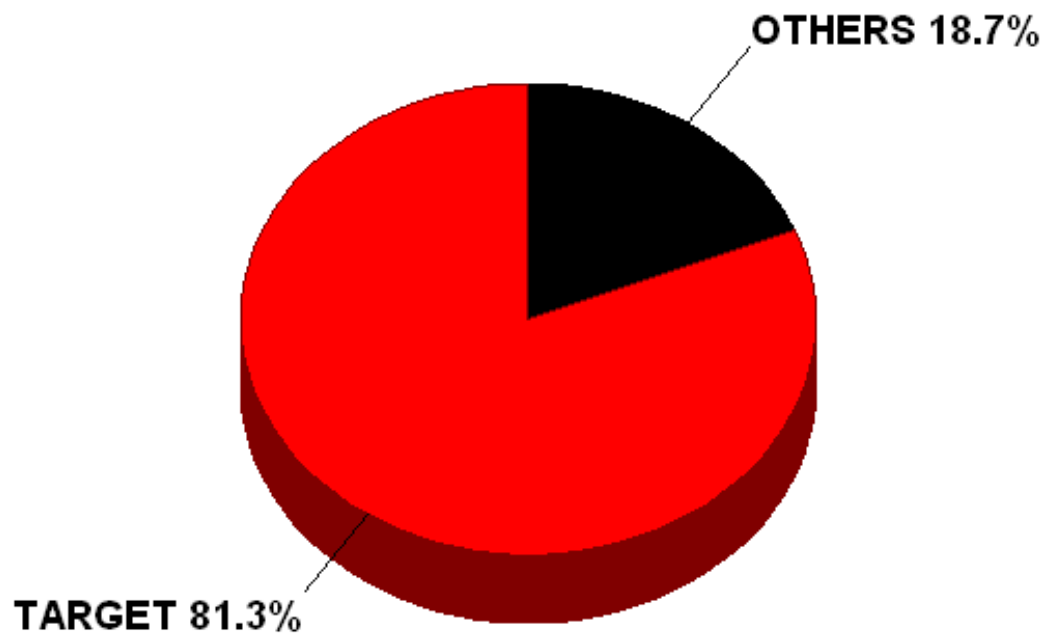
Education Profile



## 85% of Patriots Radio Listeners are Frequent Drug Store Shoppers



## Over 81% of Bruins Radio Listeners are Frequent Drug Store Shoppers



Patriots Radio reaches **54%** of all of Brooks Pharmacy Customers and **49%** of all Frequent Drug Store Shoppers.

Report: COMPOSITION REPORTS THE MEDIA AUDIT  
 Market: BOSTON, MA for NOV-DEC 2005  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Media: RADIO--N.E. PATRIOTS

Base Population: 4,037,000

% In Media Audience: 47.1%

Target	Media Persons	Media Rating	Audience Composition	Target Index
PAST 4-WEEKS DRUG STORES SHOPPED	1,612,500	48.8	84.9	104
DRUG STORE SHOP PAST 6 MONTHS--BROOKS PHARMACY	721,100	53.9	37.9	115

Bruins Radio reaches **26%** of all of Brooks Pharmacy Customers and **21%** of all Frequent Drug Store Shoppers.

**Over 40%** of Bruins Listeners are Brooks Pharmacy Customers.

Report:	COMPOSITION REPORTS		THE MEDIA AUDIT	
Market:	BOSTON, MA for NOV-DEC 2005			
Bases:	GENERAL BASE = ADULTS AGE 18+			
Media:	RADIO--BOST. BRUINS			
Base Population: 4,037,000		% In Media Audience: 21.1%		
Target	Media Persons	Media Rating	Audience Composition	Target Index
PAST 4-WEEKS DRUG STORES SHOPPED	693,400	21.0	81.3	99
DRUG STORE SHOP PAST 6 MONTHS--BROOKS PHARMACY	344,200	25.7	40.3	122